

Ipsos  Reid



Quality of Life and Financial Planning in Richmond

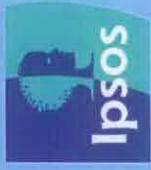
Presented by: Catherine Gunther and Peter Weylie

June 2005



Presentation Outline

- ◆ Objectives and Methodology
- ◆ Detailed Findings
 - Top-of-Mind Issues
 - Quality of Life
 - Satisfaction with Services
 - Financial Planning
 - Communication



Objectives and Methodology

- ◆ Primary objective was to provide an overview of residents' satisfaction levels, needs, and priorities.
- ◆ Telephone survey conducted April 19 to 26, 2005.
- ◆ Random sample of 300 residents of the City of Richmond aged 18 and older.
- ◆ Margin of error: $\pm 5.7\%$, 19 times out of 20.
- ◆ Overall results are weighted to ensure the age/sex distribution reflects that of the actual population in Richmond according to the 2001 Census data.



Objectives and Methodology (cont'd)

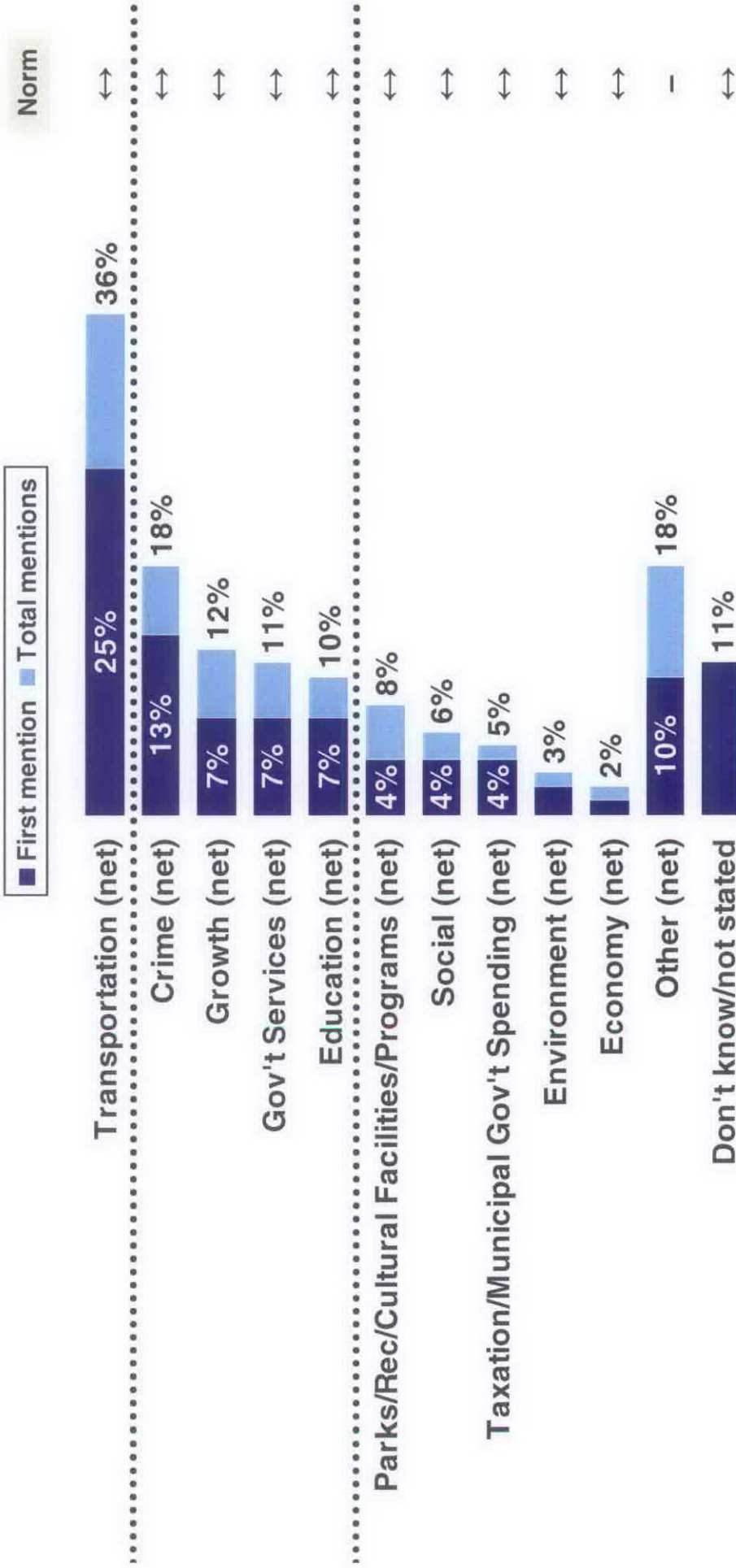
- ◆ Where appropriate, results are compared to Ipsos-Reid's database of municipal norms. Normative scoring is as follows:

Symbol	Explanation
++	13% or more above norm
+	7% to 12% above norm
↔	Within margin of error
-	7% to 12% below norm
--	13% or more below norm



Transportation is the leading concern in Richmond – transportation also tops public agenda of other municipalities

“In your view, as a resident of the City of Richmond, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?”



Base: All respondents (n=300)



Quality of life in Richmond is good – on par with other municipalities

"How would you rate the overall quality of life in the City of Richmond today?"

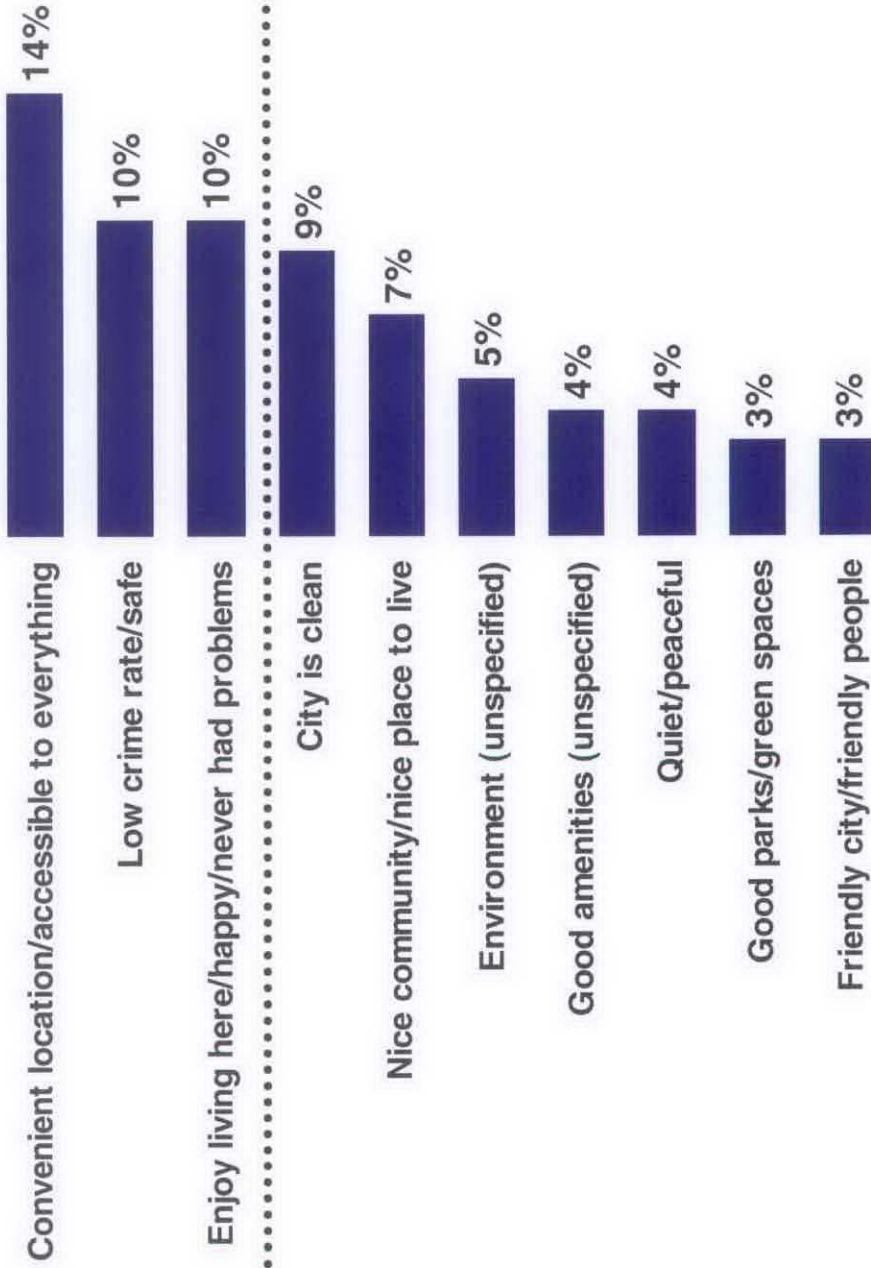


Base: All respondents (n=300)



“Convenient location”, “low crime rate”, and “enjoy living here” main reasons why Richmond offers a good quality of life

“Why do you say the overall quality of life in the City of Richmond today is good?”



Base: Rated overall quality of life very good/good (n=294)

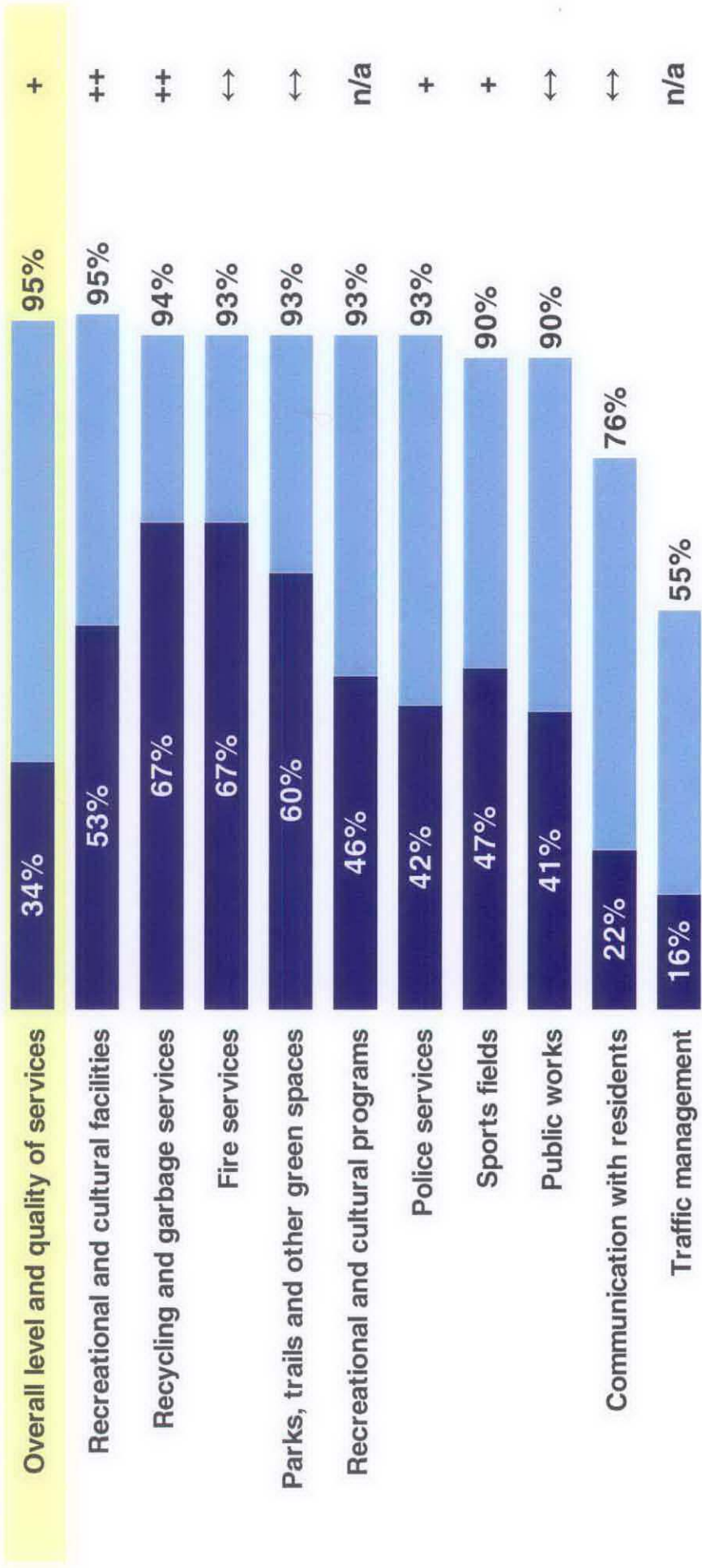


Residents highly satisfied with Richmond's services – overall, better than other municipalities

"Please tell me how satisfied you are with each of the following services provided by the City of Richmond. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied."

Very satisfied Somewhat satisfied

Norm



Base: All respondents (n=300)

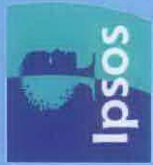


Most residents say they receive good value for their tax dollars – again, better than other municipalities

“Thinking about all the programs and services you receive from the City of Richmond, would you say that overall you get good value or poor value for your tax dollars? Is that very or fairly?”

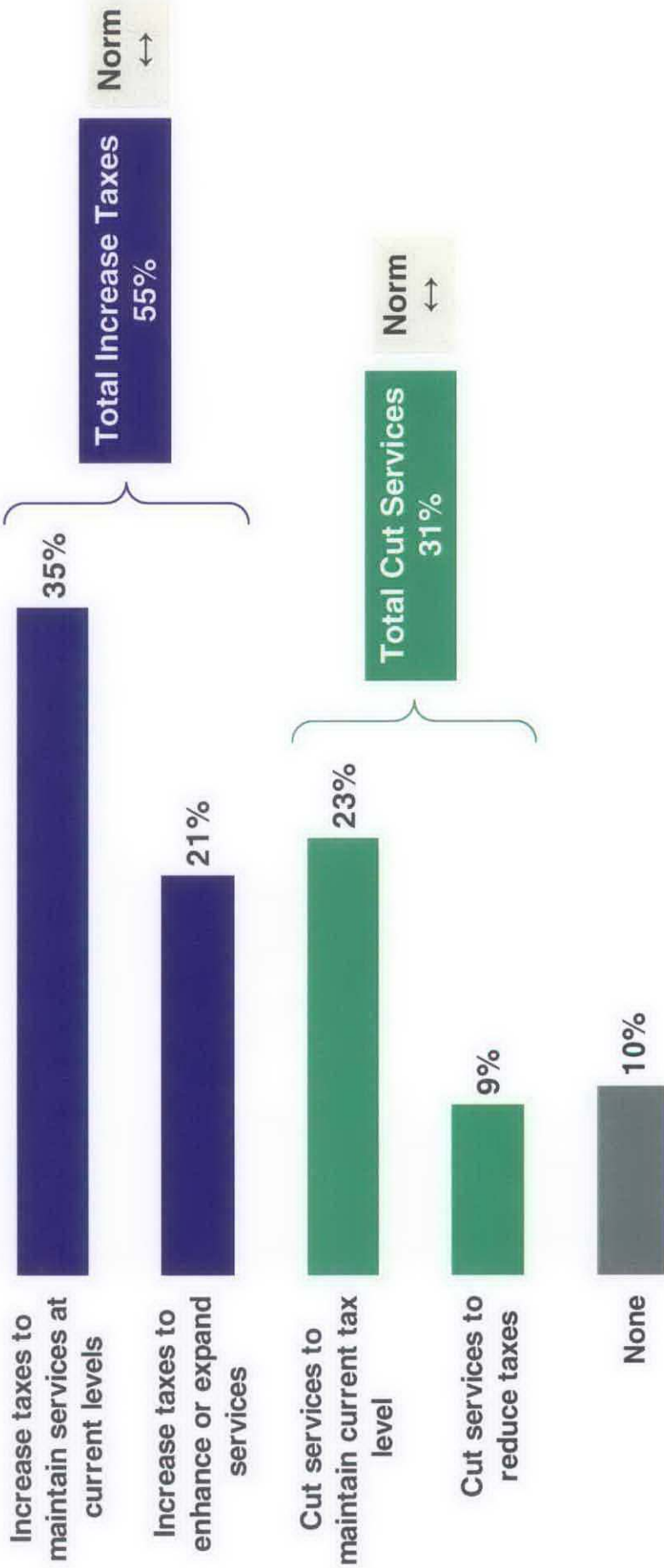


Base: All respondents (n=300)



Residents are prepared to see taxes rise to maintain service levels – preferences on par with those seen in other municipalities

“Municipal property taxes are the primary way to pay for services provided by the City. Due to the increased cost of maintaining current service levels and infrastructure, the City of Richmond must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like pursued?”

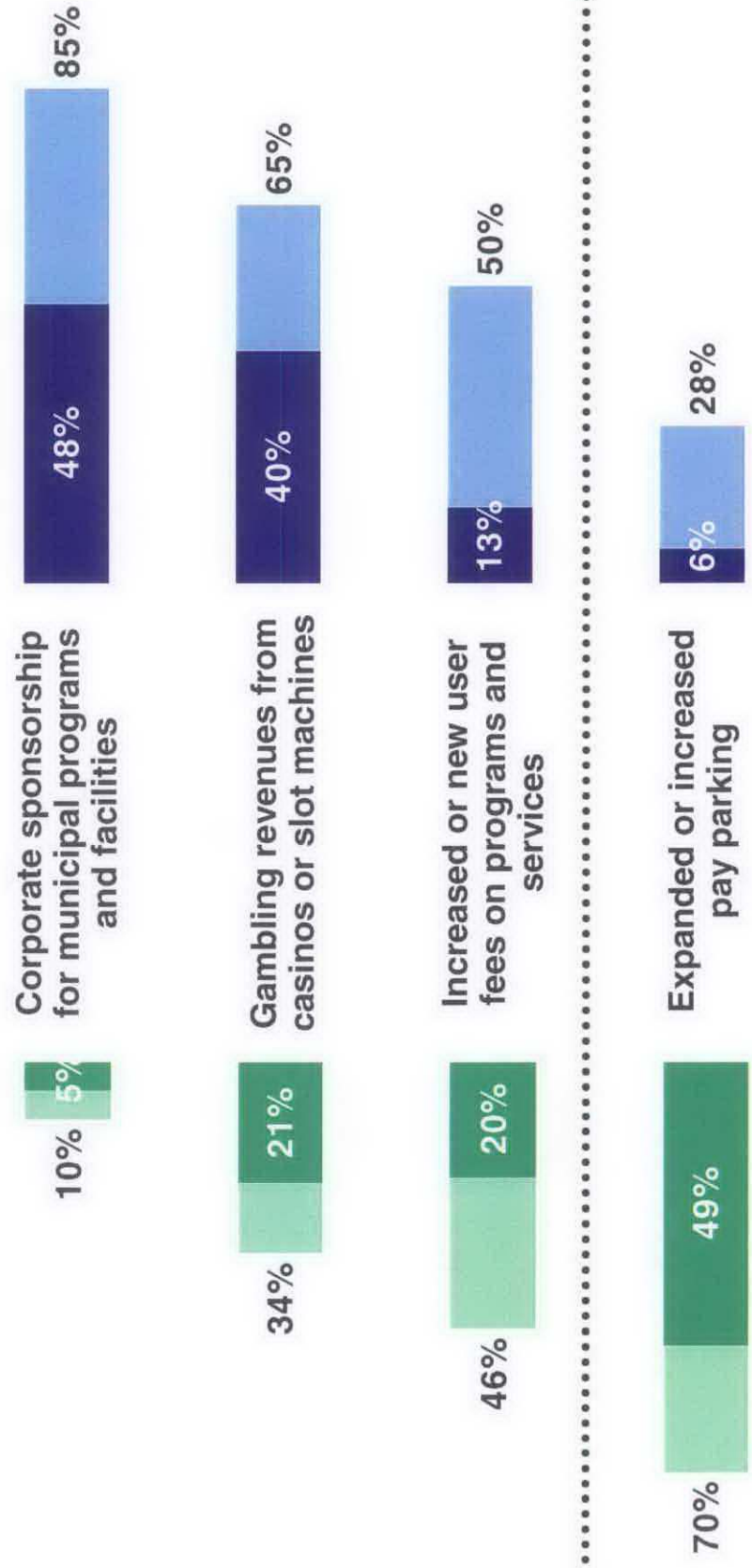


Base: All respondents (n=300)



Highest support for corporate sponsorships – few support expanded or increased pay parking

“In addition to adjusting the property tax/service delivery balance, the City of Richmond has the option to generate other forms of revenue. Please tell me whether you would support or oppose using each of the following to pay for municipal services and programs.”

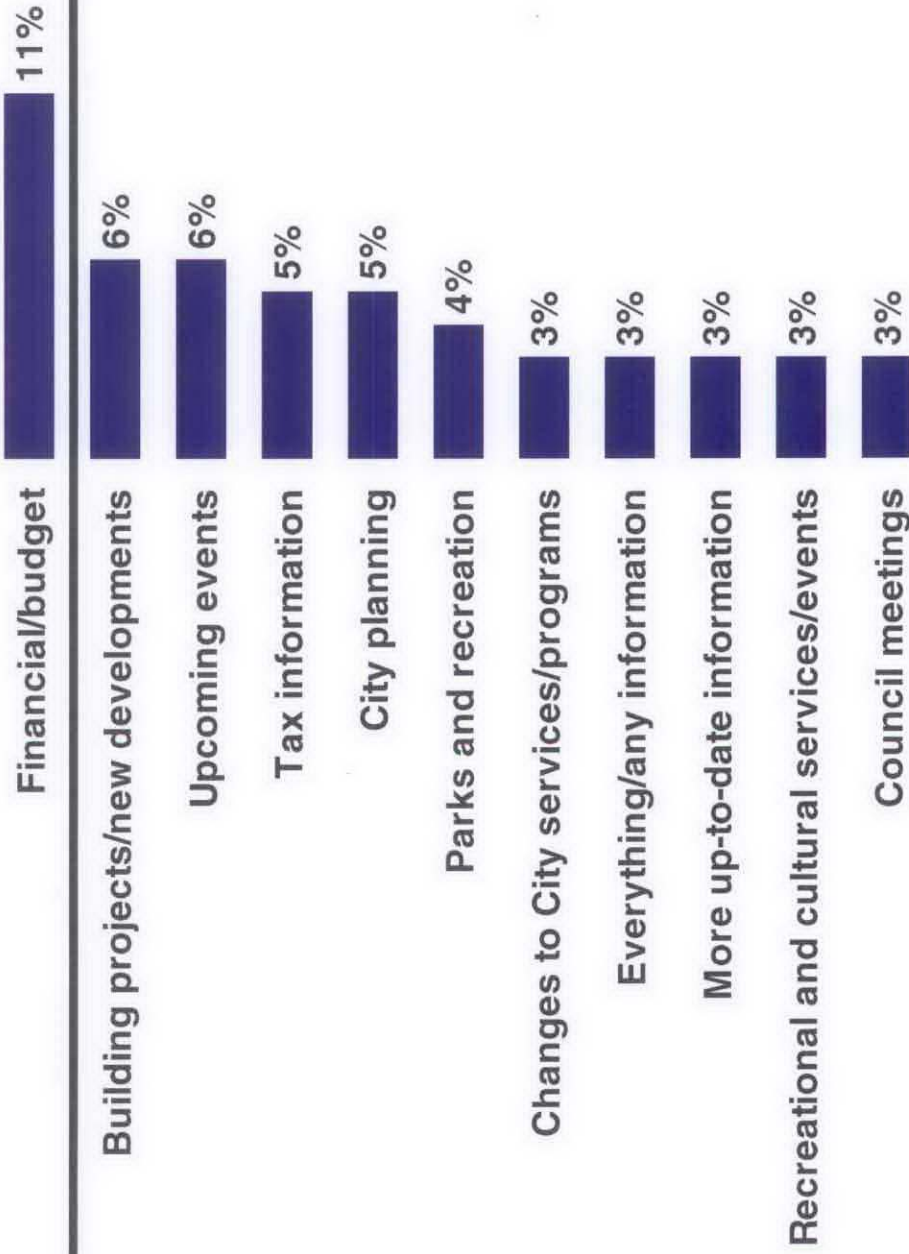


Base: All respondents (n=300)



Financial and budget information the most important

"Thinking about your information needs, what kinds of information do you want the City of Richmond to provide you with?"

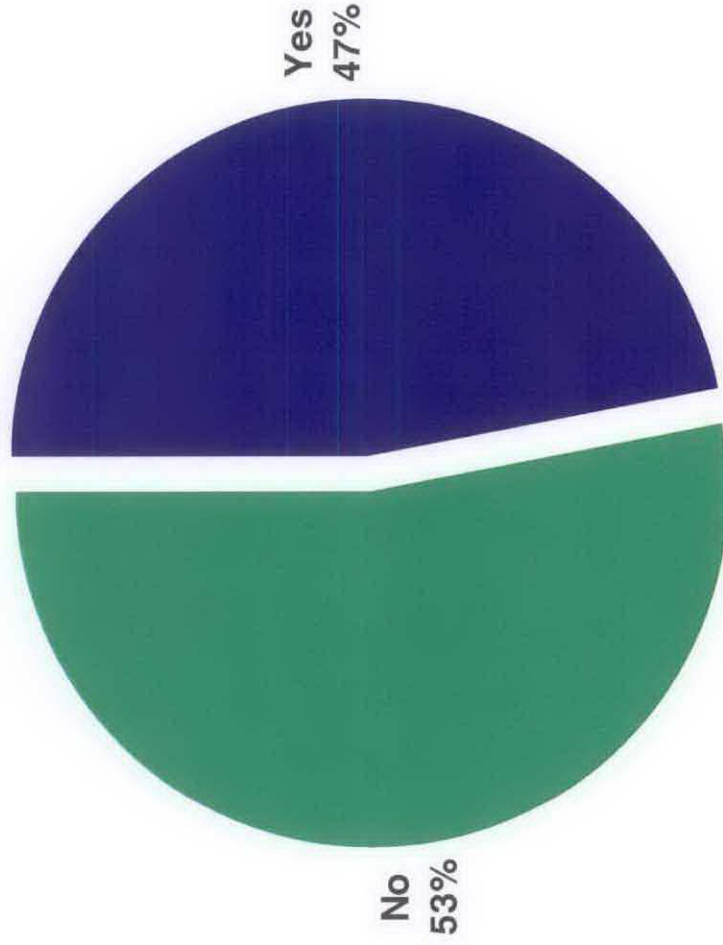


Base: All respondents (n=300)



Majority of residents have not visited Richmond's website in the past year

"Have you been to the City of Richmond's website in the last twelve months?"



Base: All respondents (n=300)



Questions and Answers



Demographics

	Total Respondents (n=300) %
Gender:	
Male	47
Female	53
Age:	
18 to 24	15
25 to 34	14
35 to 44	18
45 to 54	23
55 to 64	14
65+	13
<i>Mean</i>	45 years
Household Composition:	
Children under 18	33
No children	67



Demographics cont.

	Total Respondents (n=300) %
Residence:	
Own	76
Rent	21
Number of Years in Richmond:	
None	4
1 to 5	16
6 to 10	17
11 to 15	16
16 to 20	9
21 to 25	10
26 to 30	10
31+	17
<i>Mean</i>	18.2 years



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