

2022 COMMUNITY SURVEY

City of Lethbridge

Final Report

June 23, 2022

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CITY OF
Lethbridge



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INTRODUCTION

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Background & Objectives

This report presents the findings of the City of Lethbridge's 2022 Community Satisfaction Survey. The main purpose of this survey is to understand citizens' opinions towards local issues, their quality of life, municipal services, and City priorities. The City has been conducting regular Community Satisfaction Surveys since 2005.

KEY RESEARCH OBJECTIVES:

- Identify important local issues
- Assess perceptions of Lethbridge's quality of life
- Determine satisfaction, importance, and usage of municipal services and programs
- Obtain suggestions for new or expanded municipal services and programs
- Measure contact with the City and satisfaction with the City's customer service
- Determine the perceived value for taxes and attitudes towards balancing taxation and service delivery levels
- Assess perceptions of staff, Council, and municipal operations

Insights gained by this research helps the City make important decisions regarding planning, budgeting, and service improvements.



Methodology



METHOD OF INTERVIEW

- Ipsos conducted a **telephone survey** with a randomly selected representative sample of 400 Lethbridge residents aged 18 years and older between April 7 and 27, 2022.
- Interviewing was conducted on both landlines (50%) and cellphones (50%). A screening question was included at the start of the survey to confirm residency in Lethbridge.
- The average interview duration was 20 minutes.



DATA WEIGHTING & MARGIN OF ERROR

- **Final data were weighted** to reflect the relative size of each region in Lethbridge (North, South and West) according to the most recent Municipal Census data and to ensure that the age and gender composition reflects that of the actual Lethbridge population aged 18 and older according to 2021 Federal Census data.
- The **margin of error** for the total sample of 400 is ± 4.9 percentage points, 19 times out of 20. The margin of error will be larger for other subgroups of the survey population.



INTERPRETING AND VIEWING THE RESULTS

- Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) may not match their component parts. The numbers are correct, and the apparent errors are due to **rounding**.
- Analysis of some of the **statistically significant demographic results** is included where applicable. While several significant differences may appear in the cross-tabulation output, not all differences warrant discussion.
- Where possible, this year's results are **compared to past City of Lethbridge Community Satisfaction Surveys**. Arrows (\uparrow \downarrow) are used to denote any significant differences between 2022 and 2020. If a question was not asked in 2020, comparisons are made to 2018.
- Where possible, this year's results are **compared to Ipsos' database of municipal norms**. These norms are based on research Ipsos has conducted in other Canadian municipalities within the past five years and provide a benchmark against which the City of Lethbridge can evaluate its performance.

SUMMARY OF KEY FINDINGS

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Summary of Key Findings – Top-of-Mind Issues

ISSUE AGENDA

The public issue agenda is evolving, with social issues now identified as the most important local issue.

- Nearly one-third (31%) of citizens identify **social** issues as the most important issue facing the community on an open-ended basis. Social issues is mainly comprised of mentions related to “homelessness” (23%). Other mentions include “affordable housing” (2%), “poverty” (2%), “housing” (1%), “seniors' issues” (1%), “youth issues” (1%), “indigenous issues” (1%), and “social issues (general)” (1%). The emphasis placed on social issues has been steadily climbing over the past few years, and this year's results are up 10 points from 2020 to mark a new all-time high.
 - Social issues are more likely to be mentioned by women (38% vs. 24% of men) and those with household incomes of \$120K+ (43% vs. 25% of <\$60K, 30% of \$60K-<\$120K).
- **Transportation** is the next most important local issue, garnering 22% of mentions (up 12 points from 2020). Specific transportation-related concerns include “transit” (9%), “roads” (6%), “bridge” (3%), “traffic” (2%), “bike lanes” (1%), and “transportation (general)” (2%).
 - Younger residents are more likely to mention issues related to transportation (30% of 18-34 years vs. 14% of 35-54 years, 22% of 55+ years).
- **Drugs/injection site** and **crime** are tied for third (both 19%). While drugs/injection site was the number one issue in 2020, mentions are down 24 points this year. Conversely, crime-related mentions are up 3 points from 2020, and while this increase is not statistically significant, it continues an upward trend observed over the past few years.
- Mentions of **municipal government services** are up 6 points this year to currently sit at 14%.
- **COVID-19** has dropped to the bottom of the public issue agenda, with only 1% of citizens identifying the pandemic as an important local issue (down 17 points from 2020, when it was the third most frequently mentioned issue overall).

Summary of Key Findings – Quality of Life

OVERALL QUALITY OF LIFE

Overall perceptions of quality of life are positive but down from previous years.

- Nine-in-ten (90%) citizens rate their overall quality of life in Lethbridge as 'very good' (34%) or 'good' (57%). Overall perceptions (combined 'very good/good' responses) of quality of life are down 4 points from 2020 and are also lower than the municipal norm.
 - Those with household incomes of \$60K+ are more likely to rate their quality of life as 'very good/good' (includes 96% of \$120K+ and 95% of \$60K-<\$120K vs. 78% of <\$60K).

CHANGE IN QUALITY OF LIFE PAST TWO YEARS

Most citizens feel their quality of life has stayed the same over the past two years. However, among those noticing a change, more say the quality of life has worsened than improved.

- Overall, 54% of citizens say their quality of life has 'stayed the same' over the past two years. One-third (34%) say it has 'worsened' and only 12% say it has 'improved'. This year's results are statistically consistent with 2020 but are more negative than the municipal norm.
 - Perceptions of a 'worsened' quality of life are higher among older citizens (43% of 55+ years vs. 21% of 18-34 years, 33% of 35-54 years) and those who have lived in Lethbridge for 25+ years (40% vs. 21% of <10 years, 33% of 10-24 years).
- Those saying the quality of life has 'improved' attribute this to a variety of factors, with the three most frequently mentioned open-ended responses being "great city to live in" (12%), "improved employment/jobs" (11%), and "more parks/recreational facilities" (10%). Small sample sizes limit any meaningful comparisons to previous years.
- Conversely, those saying the quality of life has 'worsened' mainly attribute this to "crime" (24%, on par with 2020), "economy" (20%, up 18 points), and "COVID-19" (18%, up 9 points). Notably, the top mention in 2020 ("drugs/injection site") is down 23 points to now sit in fourth place at 12%.

Summary of Key Findings – City Services

SATISFACTION WITH CITY PROGRAMS AND SERVICES

Overall satisfaction with City services and programs is high but eroding.

- More than eight-in-ten (82%) citizens say they are satisfied (22% 'very satisfied', 60% 'somewhat satisfied') with the overall level and quality of services and programs provided by the City of Lethbridge. While this year's results are not statistically different from 2020, overall satisfaction with City services has been on a consistent downward trend since the benchmark high of 98% reported in 2005. Moreover, overall satisfaction with City services in Lethbridge this year is also lower than the municipal norm.
 - Homeowners are more likely than renters to say they are satisfied with the overall level and quality of City services and programs (85% vs. 75%).

Satisfaction extends to the delivery of specific services and programs. However, satisfaction with a number of services and programs has declined this year. One notable exception is recycling, which has improved.

- Satisfaction (combined 'very/somewhat satisfied' responses) is highest for *fire protection* (93%) and *City trails and pathway system* (93%).
- High satisfaction scores are also seen for *garbage collection* (89%), *recreational facilities* (89%), *public library* (88%), *parks and open spaces* (88%), *recycling* (88%), *ambulance services* (83%), *animal control and sheltering* (81%), and *arts and culture facilities* (81%).
- At least two-thirds of citizens say they are satisfied with *land use and community planning* (78%), *Access-A-Ride* (76%), *snow removal* (75%), *maintenance, cleaning, and upgrading of streets and sidewalks* (75%), *bylaw enforcement* (74%), *police services* (73%), and *public transit* (67%).
- Compared to 2020, citizens this year are less satisfied with *fire protection* (down 4 points), *parks and open spaces* (down 6 points), *ambulance services* (down 10 points), *maintenance, cleaning, and upgrading of streets and sidewalks* (down 8 points), *police services* (down 8 points), and *public transit* (down 11 points). Conversely, satisfaction with *recycling* has improved (up 7 points).
- Lethbridge residents' satisfaction with specific City services and programs is generally on par with the municipal norm, with some exceptions. Specifically, satisfaction with *land use and community planning* in Lethbridge is higher than average. However, satisfaction with both *police services* and *public transit* in Lethbridge is lower than average.

Summary of Key Findings – City Services

IMPORTANCE OF CITY PROGRAMS AND SERVICES

All the evaluated programs and services are important to citizens. Importance ratings are generally stable, with the exception of Access-A-Ride, which is down this year.

- The most important (combined 'very/somewhat important' responses) municipal programs and services are *ambulance services (100%), garbage collection (100%), maintenance, cleaning, and upgrading of streets and sidewalks (99%), fire protection (98%), police services (98%), parks and open spaces (98%), snow removal (97%), recycling (94%), recreational facilities (94%), City trails and pathway system (92%), animal control and sheltering (91%), public library (90%), and bylaw enforcement (90%)*.
- Other important services include *land use and community planning (89%), public transit (87%), Access-A-Ride (80%), and arts and culture facilities (79%)*.
- This year's results are generally consistent with 2020, with the exception of Access-A-Ride, which is down 9 points.
- Compared to the municipal norm, Lethbridge residents place a greater emphasis on *animal control and sheltering*. The importance of all other City programs and services is consistent with the norm.

STRENGTHS AND AREAS FOR IMPROVEMENT

Action Grid analysis shows that the City has six Primary Strengths and three Primary Areas for Improvement.

- Analyzing importance versus satisfaction with each service and program helps identify the City's perceived strengths and areas for improvement.
- The City's Primary Strengths are *fire protection, garbage collection, recreational facilities, parks and open spaces, recycling, and ambulance services*.
- Conversely, the City's Primary Areas for Improvement are *maintenance, cleaning, and upgrading of streets and sidewalks, snow removal, and police services*.

Summary of Key Findings – City Services

USAGE OF CITY PROGRAMS AND SERVICES

Usage of City programs and services varies, highest for recycling and garbage collection and lowest for fire protection and Access-A-Ride. Usage of some programs and services has dropped this year.

- Nearly all citizens say they used *recycling* (98%) and *garbage collection* (97%) in the past 12 months.
- Other commonly used services include *parks and open spaces* (88%), *maintenance, cleaning, and upgrading of streets and sidewalks* (79%), *snow removal* (79%), *City trails and pathway system* (78%), and *recreational facilities* (68%).
- Just over half (52%) say they used the *public library* in the past 12 months.
- Only a minority of citizens say they used the following services in the past 12 months: *arts & culture facilities* (48%), *police services* (46%), *land use and community planning* (37%), *bylaw enforcement* (32%), *public transit* (27%), *animal control & sheltering* (23%), *ambulance services* (23%), *fire protection* (12%), and *Access-A-Ride* (8%).
- Compared to 2020, drops in reported usage are seen for *parks and open spaces* (down 7 points), *maintenance, cleaning, and upgrading of streets and sidewalks* (down 8 points), *recreational facilities* (down 9 points), and *arts & culture facilities* (down 11 points). Some of these drops may be at least partly attributable to COVID-19 public health measures which restricted opportunities for social interactions and temporarily closed or altered facilities' operations.

Summary of Key Findings – City Services

PROPOSED MUNICIPAL SERVICE INCREASES

Emergency services and roads are citizens' top priorities for investment.

- Citizens were asked on an open-ended basis what services they would like the City to spend more on to receive an increase in service. “Emergency services” are the most frequently mentioned (44%, up 9 points from 2020), followed by “road traffic & infrastructure” (32%, up 9 points).
 - Mentions of “emergency services” are statistically consistent across all key demographic segments.
 - Mentions of “road traffic & infrastructure” are higher among men (42% vs. 23% of women) and those with household incomes of \$120K+ (38% vs. 23% of <\$60K, 31% of \$60K-<\$120K).
- Other frequently mentioned services include “maintenance of parks/pathways” (20%, on par with 2020), “recreation” (18%, on par with 2020), and “transit” (18%, up 7 points).

NEW MUNICIPAL PROGRAMS OR SERVICES

Most citizens do not have any suggestions for new municipal programs or services. Of the suggestions that are provided, emergency services tops the list.

- Overall, 55% of citizens are unable to offer any suggestions for new municipal programs or services that they would like to see available.
- Of the open-ended suggestions that are provided, the most frequently mentioned response is “emergency services” (7%). This is followed by “road traffic & infrastructure” (6%), “homelessness, poverty & affordable housing” (6%), “waste management” (6%), “recreation” (5%), “drug/alcohol addiction services” (5%), “community services” (5%), “maintenance of parks/pathways” (5%), and “transit” (5%).
- All other suggestions are mentioned by fewer than 5% of respondents.

Summary of Key Findings – Communication

CONTACT WITH CITY OF LETHBRIDGE AND METHOD USED

Most citizens say they contacted or dealt with the City in the last 12 months, primarily via 311.

- Overall, 56% say they have contacted or dealt with the City of Lethbridge or one of its employees in the last 12 months. Claimed contact this year is on par with 2018 (was not asked in 2020) but higher than the municipal norm.
 - Citizens who are more likely to say they have contacted or dealt with the City are 35+ years of age (includes 62% of 55+ years and 61% of 35-54 years vs. 45% of 18-34 years), have household incomes of \$60K+ (includes 62% of \$120K+ and 60% of \$60K-<\$120K vs. 45% of <\$60K), have a university degree (63% vs. 45% of high school or less, 57% of some post-secondary), and have lived in Lethbridge for 25 or more years (67% vs. 47% of 10-24 years, 49% of <10 years).
- Those who contacted or dealt with the City are most likely to have done so 'by calling 311' (60%, no tracking information available). The next most common methods of contact are 'by calling a City employee or department directly' (30%, down 33 points), 'in-person, for example visiting City offices' (26%, down 21 points), and 'via email' (15%, no change).
 - Homeowners are more likely than renters to have called 311 (65% vs. 42%).

OVERALL SATISFACTION WITH CUSTOMER SERVICE AND 311 CONTACT CENTRE

Overall satisfaction with the City's customer service and 311 contact centre is strong.

- Nine-in-ten (92%) of those who contacted or dealt with the City say they are satisfied with the overall customer service received (66% 'very satisfied', 27% 'somewhat satisfied'). This year's results are on par with 2018 (was not asked in 2020) but notably higher than the municipal norm.
 - Overall satisfaction (combined 'very/somewhat satisfied' responses) is higher among women than men (97% vs. 88%).
- Similarly, 93% of those who called 311 say they are satisfied with the overall customer service they received from the 311 contact centre. This includes 78% saying 'very satisfied' and 15% saying 'somewhat satisfied'. No tracking or normative comparisons are available for this question.
 - Satisfaction is statistically consistent across all key demographic segments.

Summary of Key Findings – Communication

CUSTOMER SERVICE ATTITUDES & PERSPECTIVES

Citizens continue to demonstrate positive perceptions of specific aspects of the City's customer service. Staff courteousness/helpfulness/knowledge is a service highlight, while response time scores relatively lower.

- Nine-in-ten (91%) citizens agree (combined 'strongly/somewhat agree' responses) that *City staff are courteous, helpful, and knowledgeable*,
- A strong majority also agree with the following statements:
 - *The City of Lethbridge makes information available through a wide variety of communication channels and methods (87%)*
 - *The City of Lethbridge makes customer service a priority (83%)*
 - *The quality of customer service from the City is consistently high (82%)*
 - *City staff are easy to get a hold of when I need them (81%)*
- The one item scoring comparatively lower is *the City responds quickly to requests and concerns (75%)*, although even this garners agreement from three-quarters of citizens.
- This year's results are all on par with 2018 (was not asked in 2020) as well as the municipal norm.

Summary of Key Findings – Financial Planning/Taxation

PERCEIVED VALUE OF PROPERTY TAXES

Perceptions of the City's value for taxes are stable.

- Overall, 72% of citizens say they receive 'very good' (9%) or 'good' (62%) value for the taxes they pay to the City of Lethbridge. This is statistically consistent with 2020 but lower than the municipal norm.
 - The perceived value for taxes is similar across all key demographic segments.

BALANCING TAXATION AND SERVICE DELIVERY LEVELS

Opinion remains split on balancing taxation and service delivery levels.

- When given the choice between increased taxes or cut services, 43% of citizens opt for tax increases while 44% say they would prefer service cuts. Specifically, 20% say 'increase taxes to enhance or expand services' and 23% say 'increase taxes to maintain services at current levels' compared to 24% saying 'cut services to maintain current tax level' and 19% saying 'cut services to reduce taxes'. This year's results are on par with 2020. The tolerance for tax increases in Lethbridge is lower than the municipal norm.
 - Younger citizens are more likely to opt for an increase in taxes (53% of 18-34 years vs. 38% of 55+ years, 39% of 35-54 years).
 - Homeowners are more likely than renters to prefer service cuts (48% vs. 35%).

Summary of Key Findings – Perceptions of Staff and Council

SATISFACTION WITH MUNICIPAL OPERATIONS

Most citizens continue to be satisfied with the City's municipal government performance. Satisfaction is higher for staff than for Council.

- Three-quarters (75%) of citizens say they are satisfied (combined 'very/somewhat satisfied' responses) with the way the City's *municipal government, including Council and staff as a whole* is going about running the community.
 - Overall satisfaction with the City's municipal government is similar across all key demographic segments.
- More than eight-in-ten (84%) say they are satisfied with *staff, excluding Council*.
- Three-quarters (74%) say they are satisfied with *Council, excluding staff*.
- This year's results are statistically consistent with 2018 (was not asked in 2020) and are also on par with the municipal norm.

PERCEPTIONS OF CITY OPERATIONS

Overall perceptions of specific aspects of City operations also remain largely positive, with accountability and openness receiving the highest scores.

- Three-quarters (76%) of citizens agree (combined 'strongly/somewhat agree' responses) that *the City of Lethbridge is accountable to the community for leadership and good governance*. A similar proportion (75%) agree that *the City of Lethbridge practices open and accessible government*. These results are on par with 2018 (was not asked in 2020) and the municipal norm.
- Slightly fewer (but still a majority) agree that *the City of Lethbridge does the best it can with the money available* (63%, on par with 2018 but lower than the municipal norm) and *the City of Lethbridge always takes residents' views into consideration when making decisions that affect them* (61%, on par with both 2018 and the municipal norm).

Summary of Key Findings – Highlights

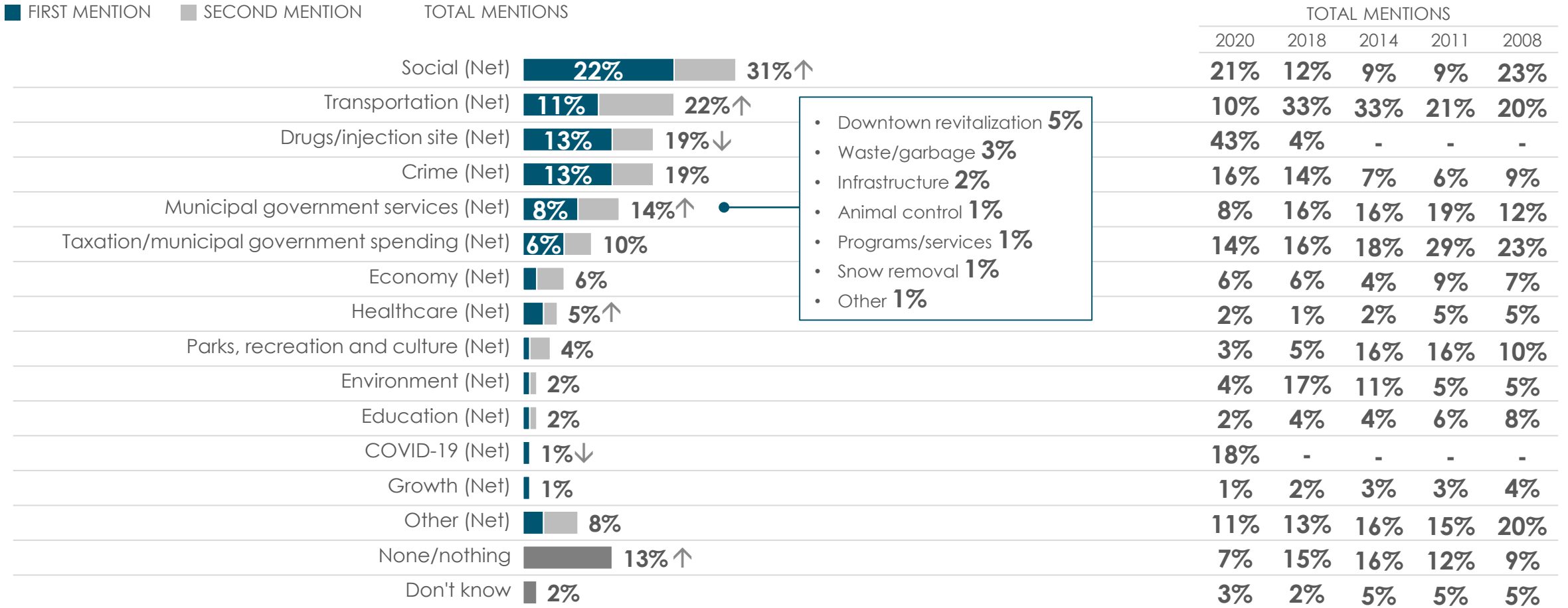
1. The public issue agenda is evolving, with social issues (particularly homelessness) replacing drugs/injection site as the most important local issue.
 - Transportation is the next most important local issue.
 - Drugs/injection site drops to third, tied with crime.
 - Municipal government services moves up the public issue agenda, while COVID-19 drops down.
2. Perceptions of overall quality of life are positive but down from previous years. More citizens feel the quality of life has worsened than improved over the past two years, citing concerns around crime, the economy, and COVID-19.
3. Overall satisfaction with City services is high but eroding. Satisfaction with a number of specific services and programs is also down this year. One notable exception is recycling, which has improved.
4. Emergency services and roads are citizens' top priorities for investment, which generally aligns with what are identified as the City's primary areas for improvement (maintenance, cleaning, and upgrading of streets and sidewalks, snow removal, and police services).
5. Satisfaction with the City's customer service is strong, with staff courteousness/helpfulness/knowledge standing out as a service highlight. Response time is a potential area for improvement.
6. Key financial metrics hold steady. Most citizens continue to say they receive good value for their municipal taxes, while opinion remains split on balancing taxation and service delivery levels.
7. Most citizens are satisfied with how the City's municipal government is running the community. Satisfaction is higher for staff than for Council.

TOP-OF-MIND ISSUES

1
3

Issue Agenda

TOP-OF-MIND ISSUES – CODED OPEN-ENDS, MULTIPLE MENTIONS ALLOWED



Base: All respondents (n=400)

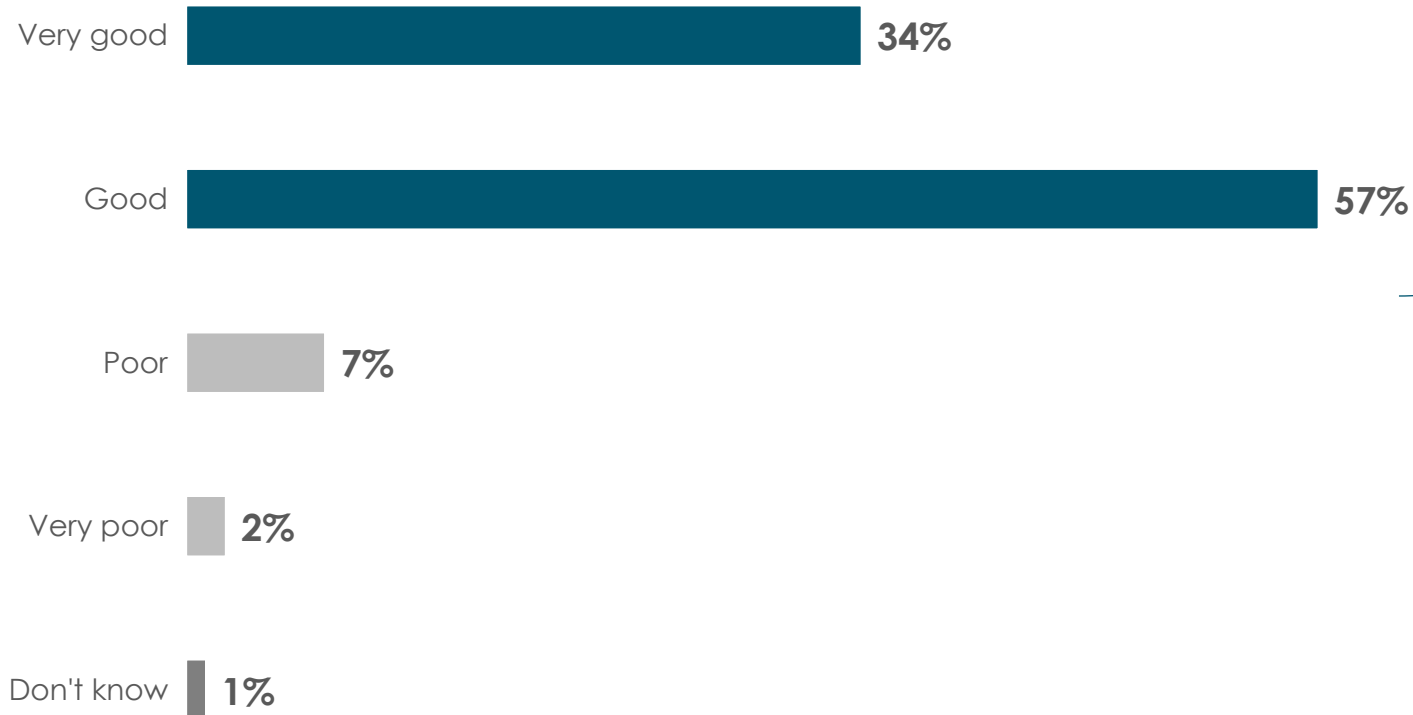
Q1. In your view, as a resident of the City of Lethbridge, what is the most important LOCAL issue facing the City today, that is the one issue you feel should receive the greatest attention from your local leaders? What is the next most important local issue facing the City?

QUALITY OF LIFE

4

Overall Quality of Life in Lethbridge

OVERALL QUALITY OF LIFE



TOTAL GOOD

2022: **90%** ↓
 2020: **94%**
 2018: **97%**
 2014: **98%**
 2011: **98%**
 2008: **98%**
 2005: **98%**

NORM

39%	94%
55%	
5%	
1%	
0%	

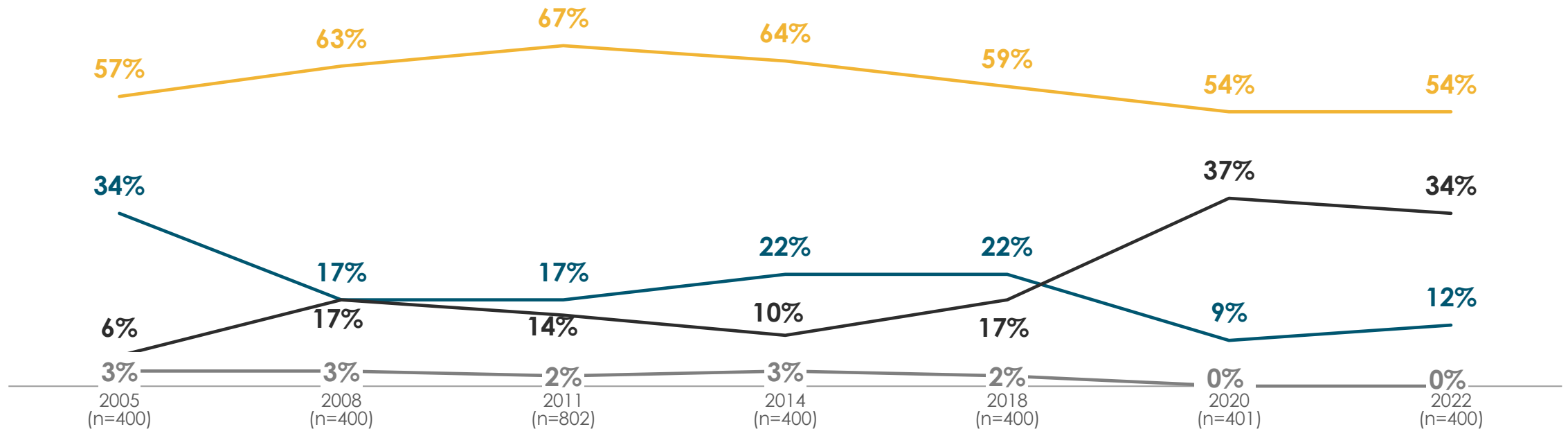
Base: All respondents (n=400)
 Q2. How would you rate **your** overall quality of life in the City of Lethbridge today?
 2005–2018 wording: How would you rate **the** overall quality of life in the City of Lethbridge today?

Change in Quality of Life Past Two Years

CHANGE IN QUALITY OF LIFE

■ IMPROVED ■ STAYED THE SAME ■ WORSENER ■ DON'T KNOW

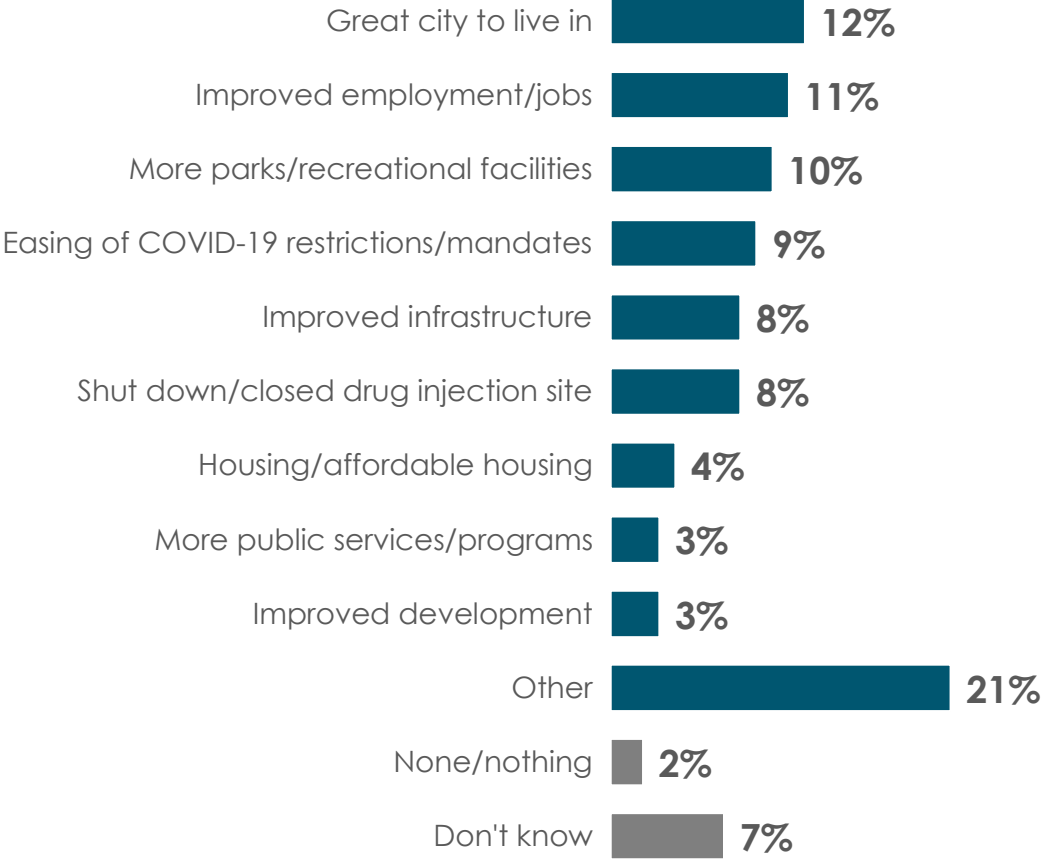
NORM		
19% IMPROVED	49% STAYED THE SAME	30% WORSENER



Base: All respondents (n=400)
 Q3. And, do you feel that **your** quality of life in the City of Lethbridge in the past **two** years has improved, stayed the same or worsened?
 2005–2018 wording: And do you feel that **the** quality of life in Lethbridge in the past **three** years has improved, stayed the same or worsened?

Reasons Quality of Life has Improved

REASONS IMPROVED – CODED OPEN-ENDS



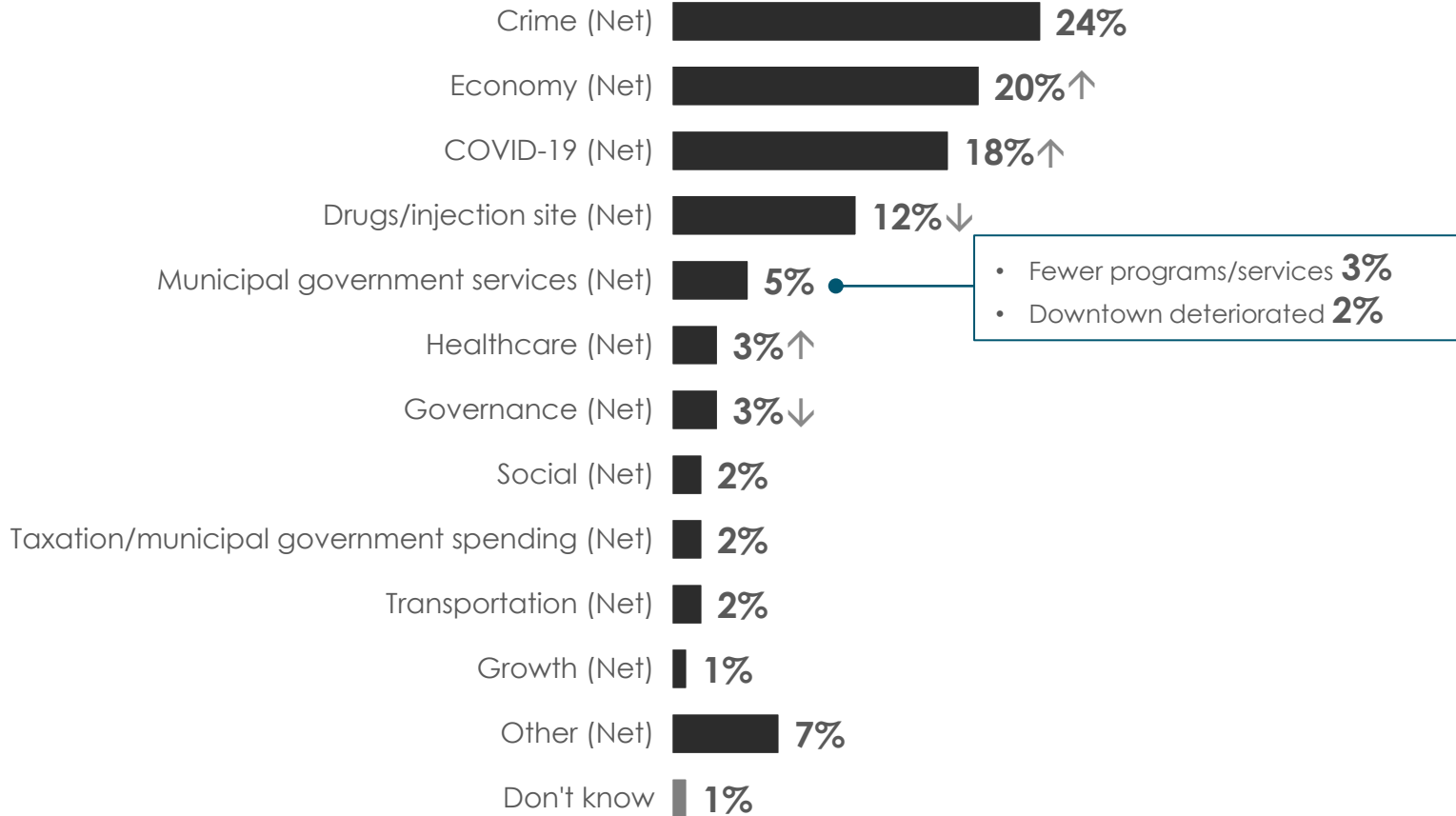
2020 Top Mentions (n=31)*	
Improved employment/jobs	15%
Improved development	14%
Curbside recycling	4%

* Very small sample size (n<50), interpret with extreme caution.
 Base: Those saying their quality of life has improved (n=44)*
 Q4. Why do you think your quality of life has improved?



Reasons Quality of Life has Worsened

REASONS WORSENERD – CODED OPEN-ENDS



2020 Top Mentions (n=151)	
Drugs/injection site (Net)	35%
Crime (Net)	23%
Governance (Net)	9%
COVID-19 (Net)	9%

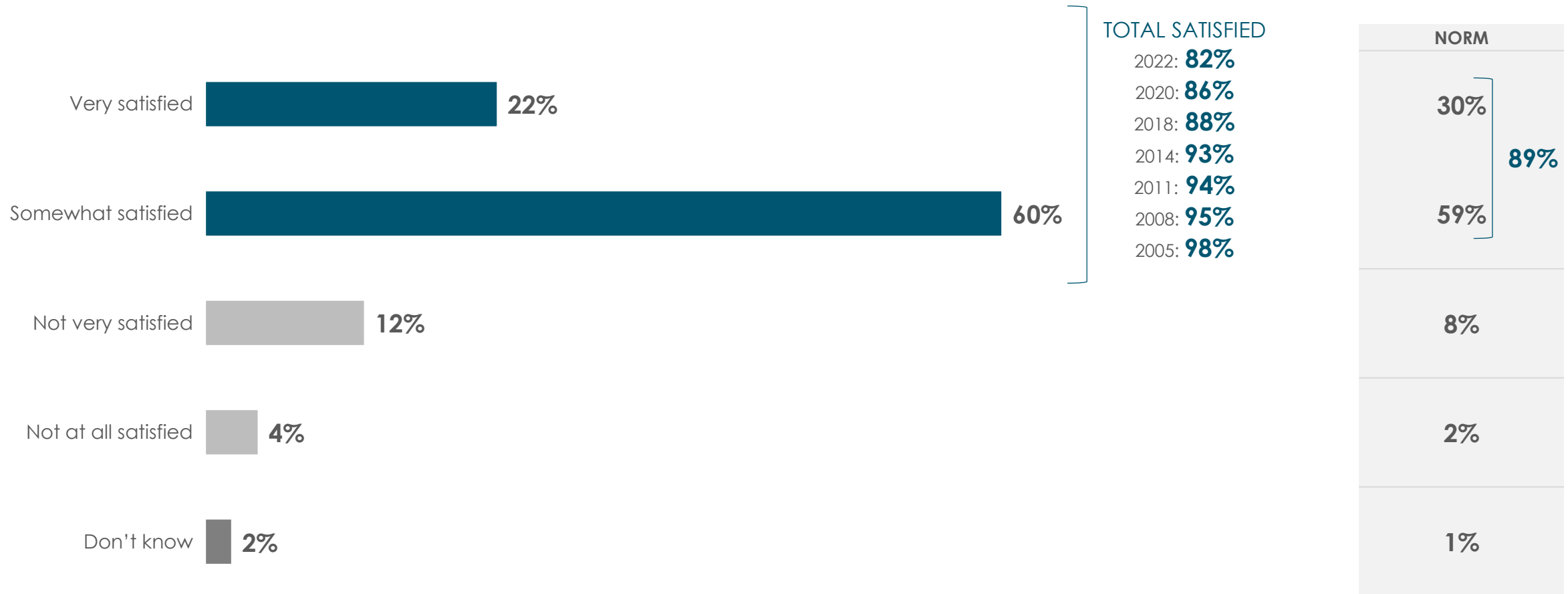
Base: Those saying their quality of life has worsened (n=144)
Q5. Why do you think your quality of life has worsened?

CITY SERVICES: SATISFACTION, IMPORTANCE AND USAGE

5

Overall Satisfaction with City Programs and Services

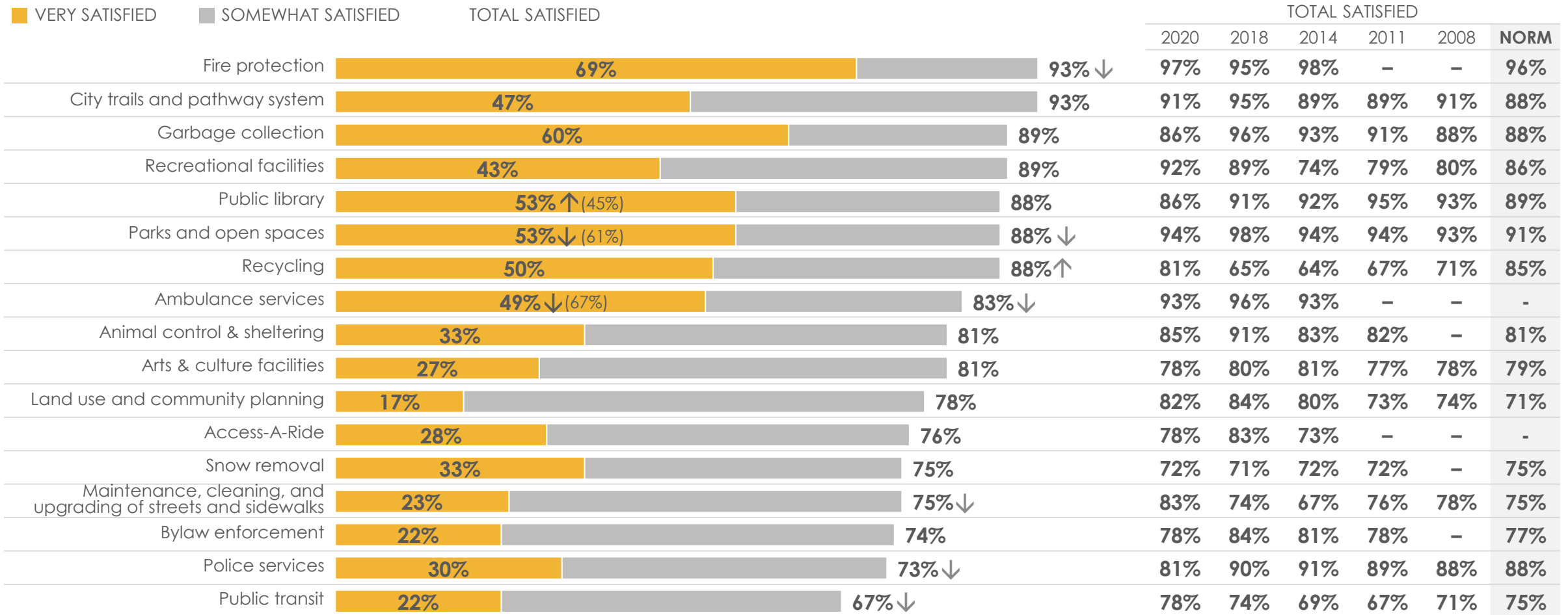
LEVEL AND QUALITY OF PROGRAMS AND SERVICES



Base: All respondents (n=400)
 Q9. Please tell me how satisfied you are with the overall level and quality of services and programs provided by the City of Lethbridge.

Satisfaction with City Programs and Services

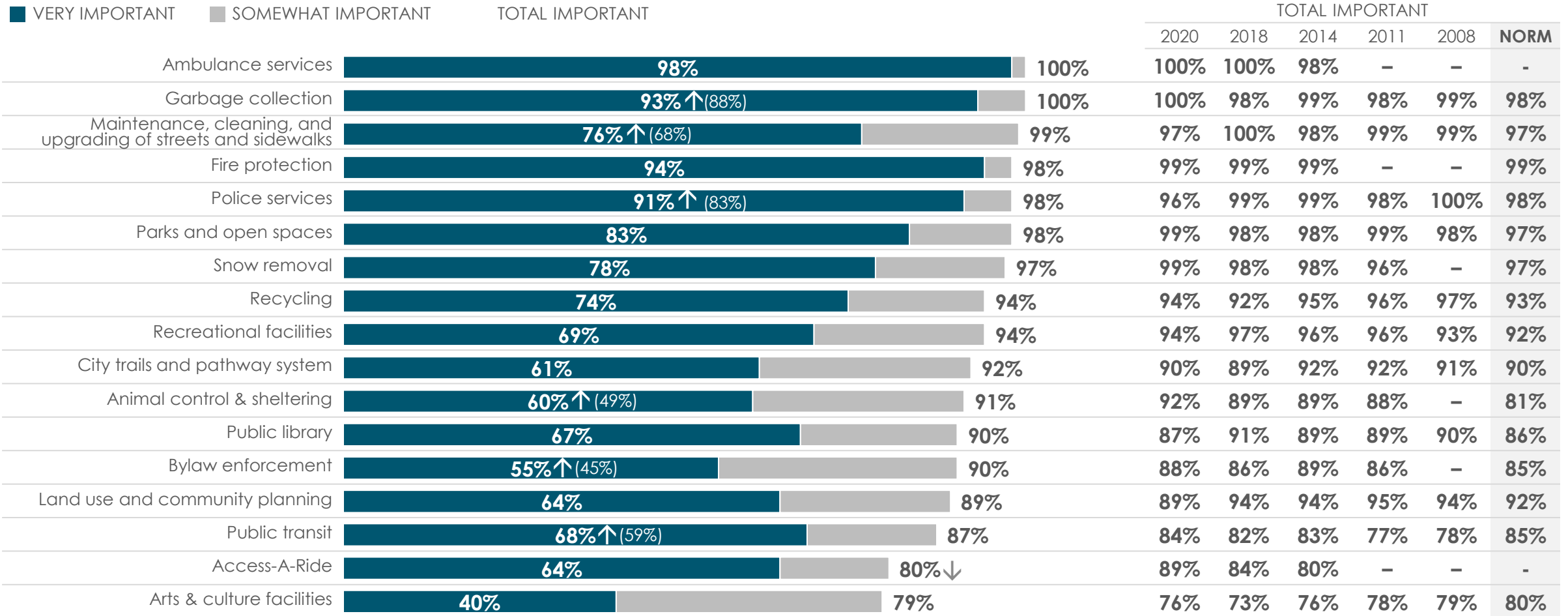
SATISFACTION WITH PROGRAMS AND SERVICES



Base: All respondents, excluding 'don't know' responses at Q8x1 (n=varies) Q8x2. I am going to read a list of programs and services provided to you by the City of Lethbridge. Please tell me how satisfied you are with the job the City is doing in providing that program or service.

Importance of City Programs and Services

IMPORTANCE OF PROGRAMS AND SERVICES



Base: All respondents (n=400)
 Q8x1. I am going to read a list of programs and services provided to you by the City of Lethbridge. Please tell me how important each one is to you.

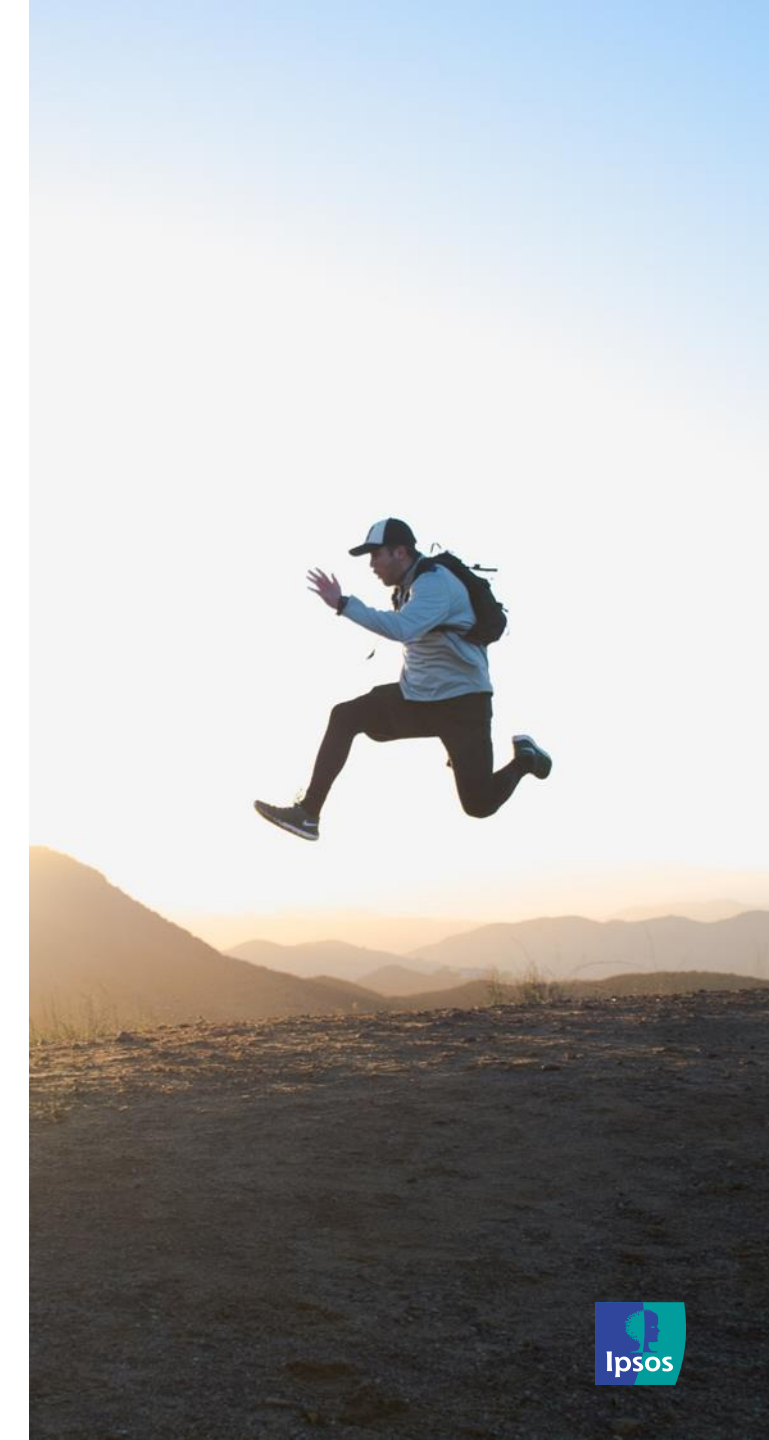
Importance vs. Satisfaction Action Grid

An Importance versus Satisfaction **Action Grid** was plotted to better understand the City of Lethbridge's perceived strengths and areas for improvement. This analysis simultaneously displays the perceived value (e.g., importance) of the City's services and how well the City is seen to be performing (e.g., satisfaction) in each area.

Action Grids are a relative type of analysis, meaning that services are scored relative to one another. As such, there will always be areas of strength and areas for improvement.

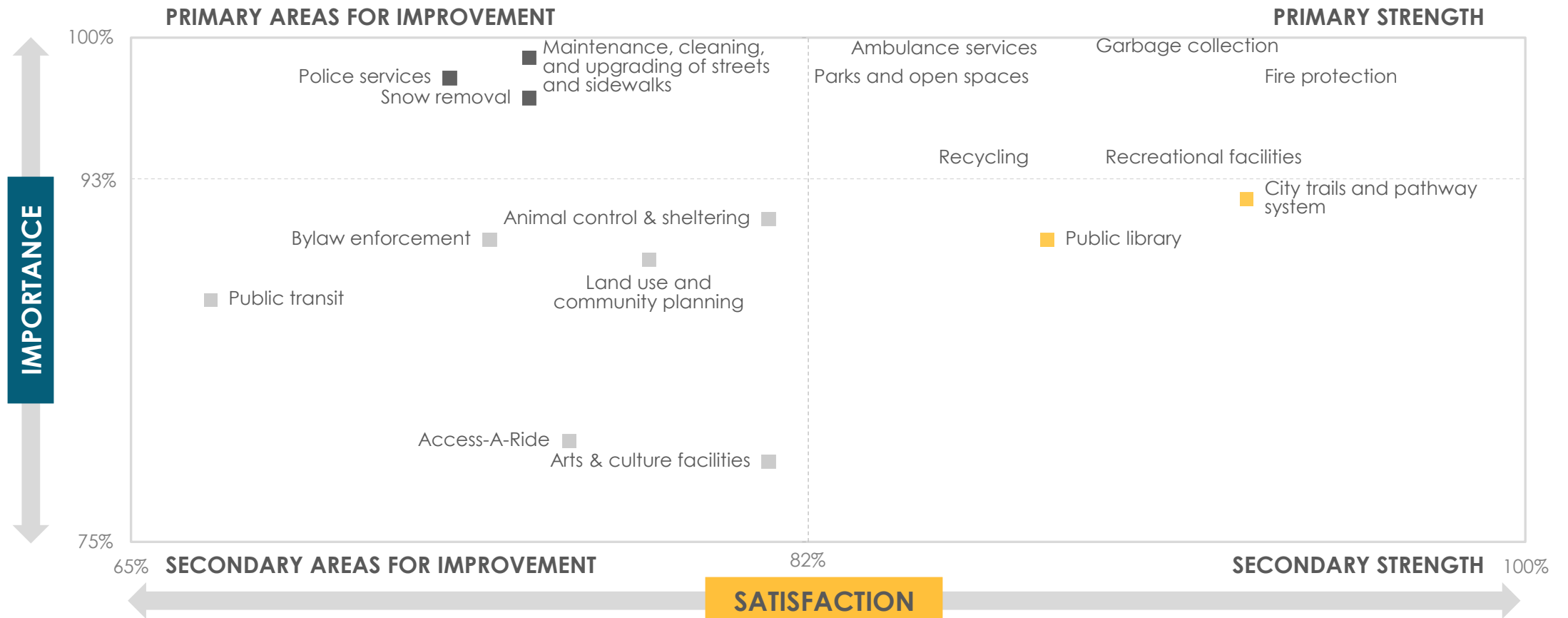
Individual services would fall into one of four categories:

- **Primary Strengths** represent services where the City is performing well and are of value to citizens. Efforts should be made to maintain high levels of satisfaction with these key services.
- **Primary Areas for Improvement** represent services where the City is performing relatively less well but are still of value to citizens. Delivery of these key services could be improved. They also represent the best opportunities for improving overall satisfaction with City services.
- **Secondary Strengths** represent services where the City is performing well but are of lesser value to citizens. These services can be considered as 'low maintenance'; while maintaining positive perceptions would be beneficial, they are of lower priority than other areas.
- **Secondary Areas for Improvement** represent services where the City is performing relatively less well and are also of lesser value to citizens. Depending on available resources and priorities, the City may or may not decide to make a targeted effort to improve performance in these lower priority areas. These could also be considered longer-term action items to be addressed when resources permit.



Importance vs. Satisfaction Action Grid

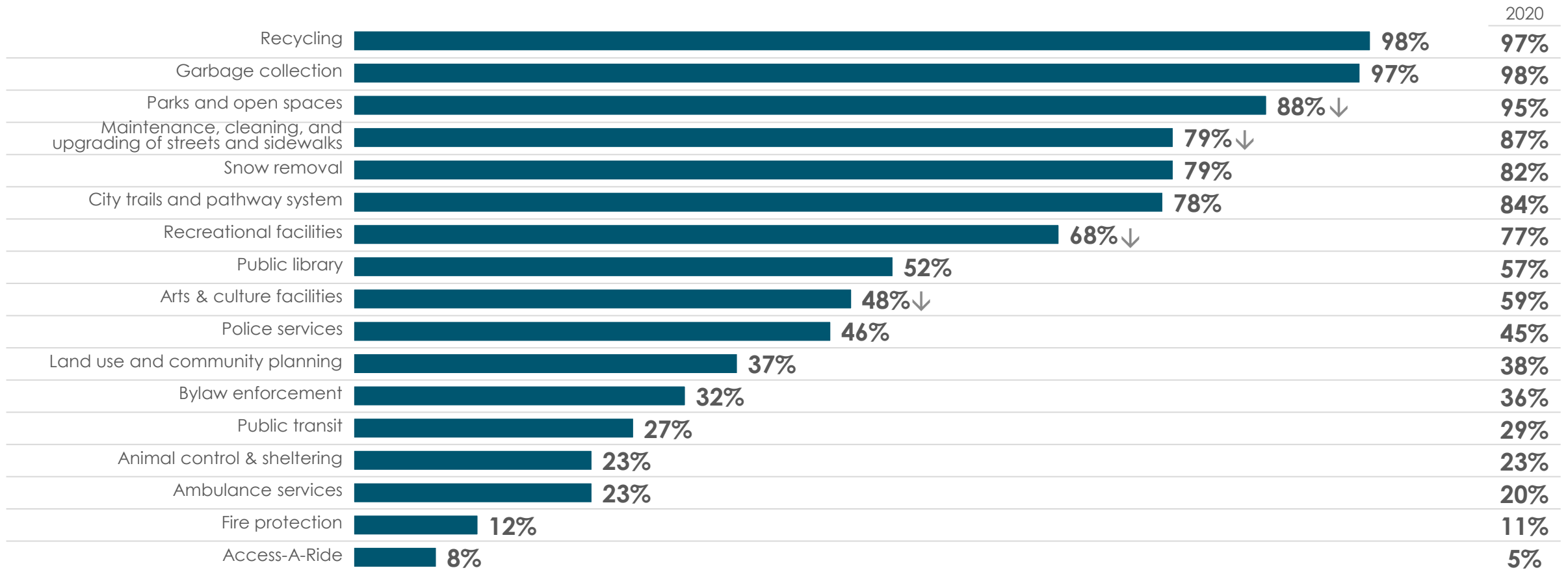
PROGRAMS AND SERVICES



Base: All respondents (n=400)
 Q8xx. I am going to read a list of programs and services provided to you by the City of Lethbridge. Please tell me how important each one is to you and how satisfied you are with the job the City is doing in providing that program or service.

Usage of City Programs and Services

USED CITY PROGRAMS AND SERVICES IN PAST 12 MONTHS – % YES

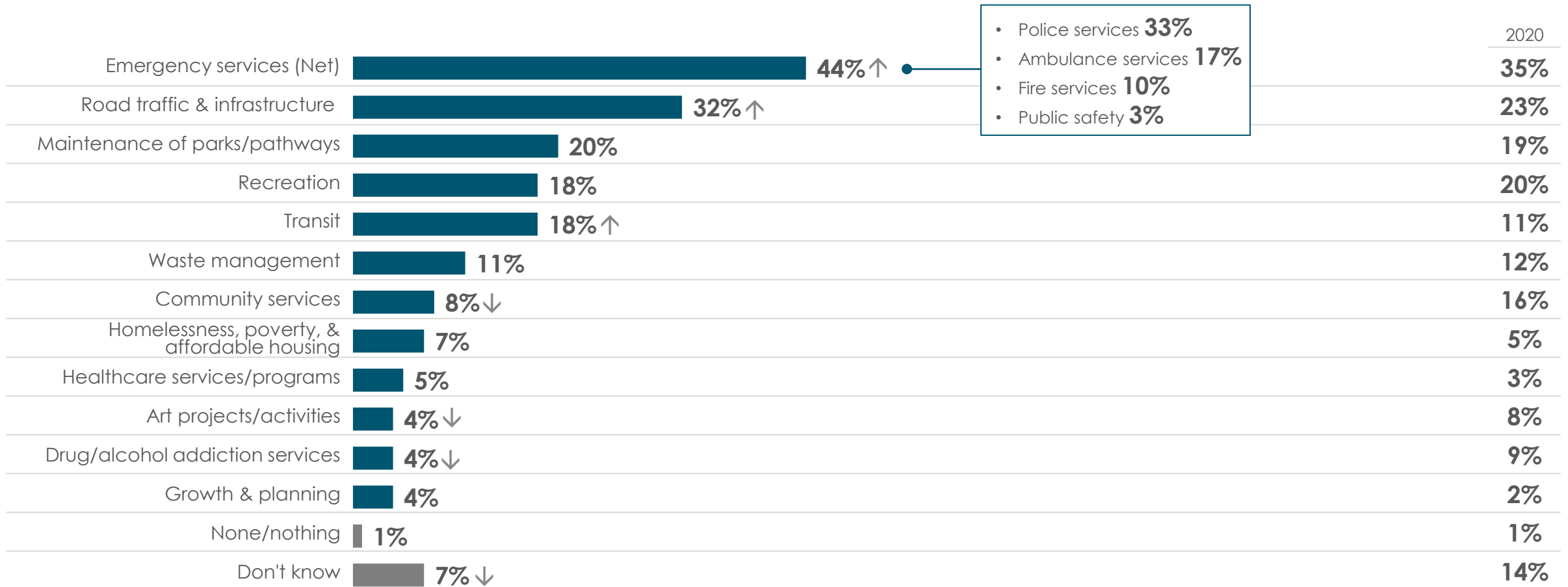


Base: All respondents (n=400)

Q8x3. I am going to read a list of programs and services provided to you by the City of Lethbridge. Please tell me if you have used the service within the past 12 months.

Proposed Municipal Service Increases

PROPOSED INCREASES IN SERVICE – CODED OPEN-ENDS, MULTIPLE MENTIONS ALLOWED



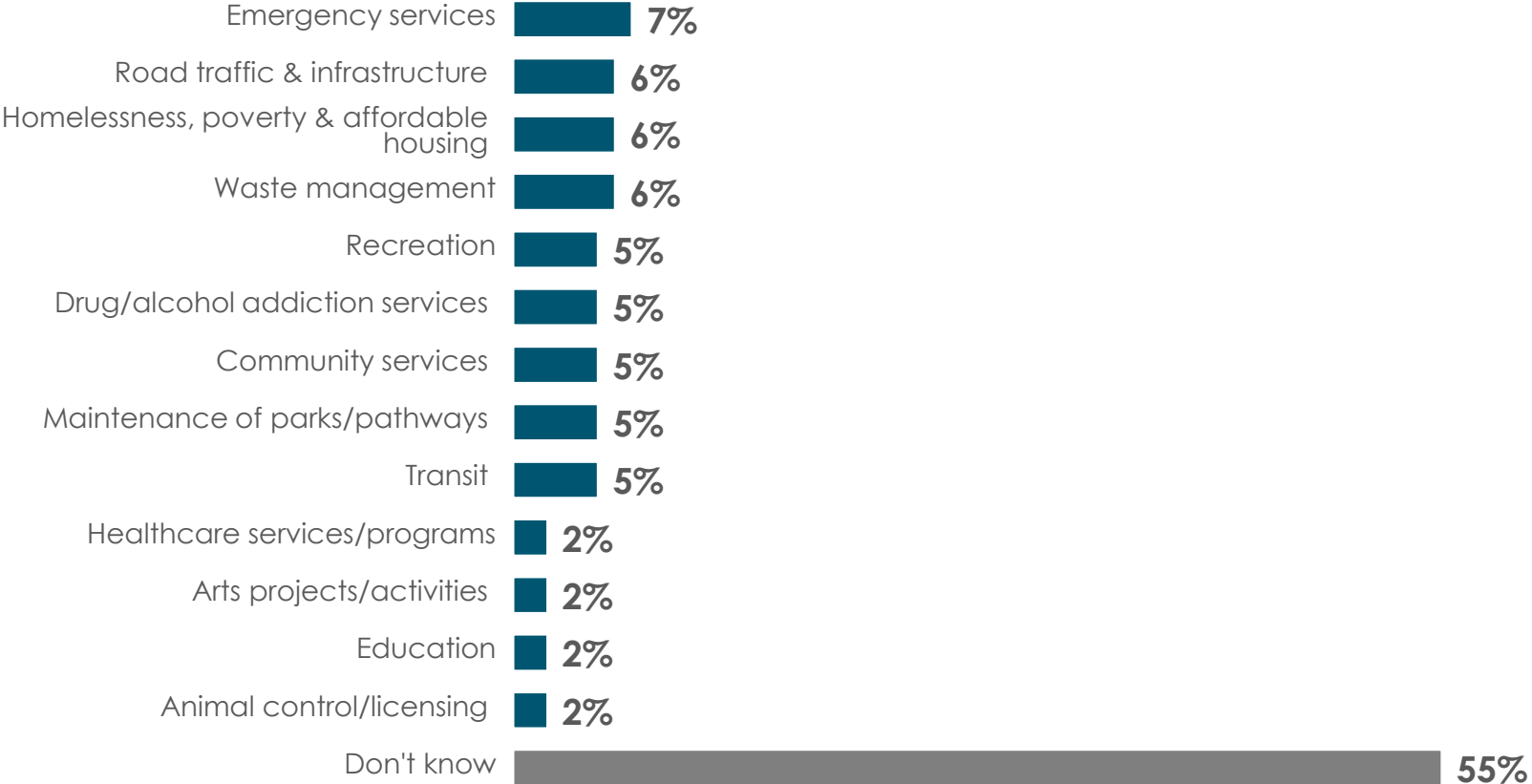
Mentions <4% not shown.

Base: All respondents (n=400)

Q8xb. Considering all the services that you know the City of Lethbridge provides, name up to three services that you would propose to spend more on to receive an increase in service.

New Municipal Programs or Services

SUGGESTIONS FOR NEW PROGRAMS OR SERVICES – CODED OPEN-ENDS, MULTIPLE MENTIONS ALLOWED



New question in 2022.
Mentions <2% not shown.
Base: All respondents (n=400)
Q8xc. What, if any, suggestions do you have for new municipal programs or services that you would like to see available? Any others?



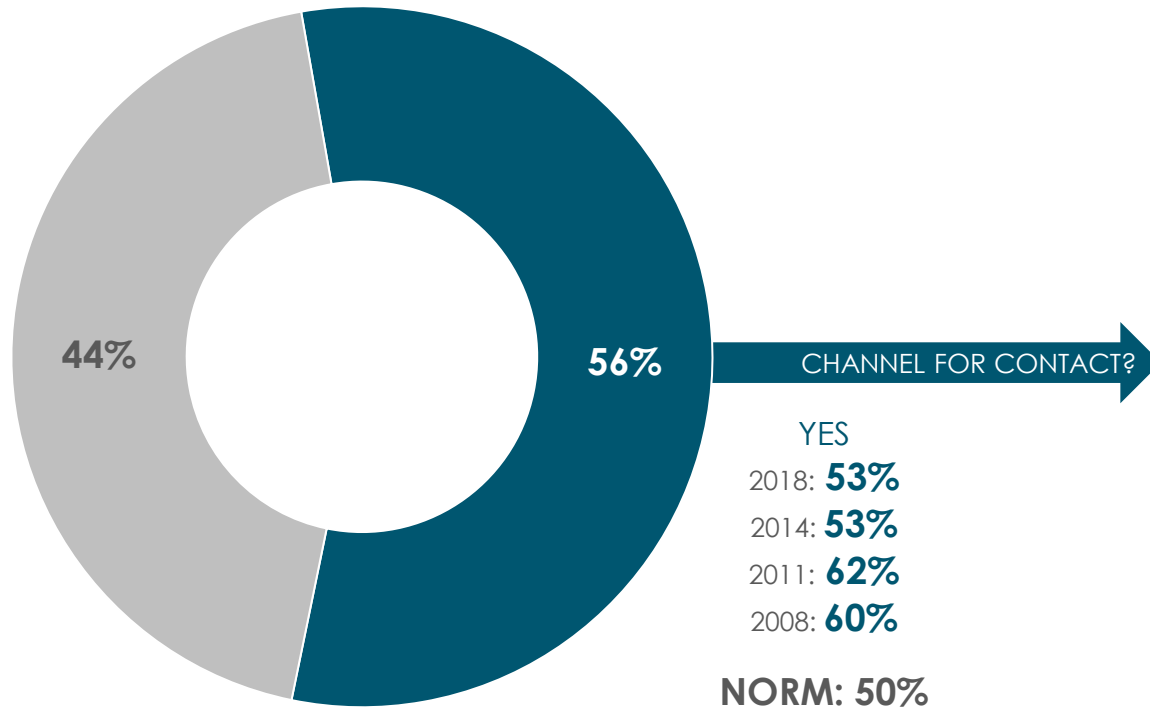
COMMUNICATION

6

Contact with City of Lethbridge and Method Used

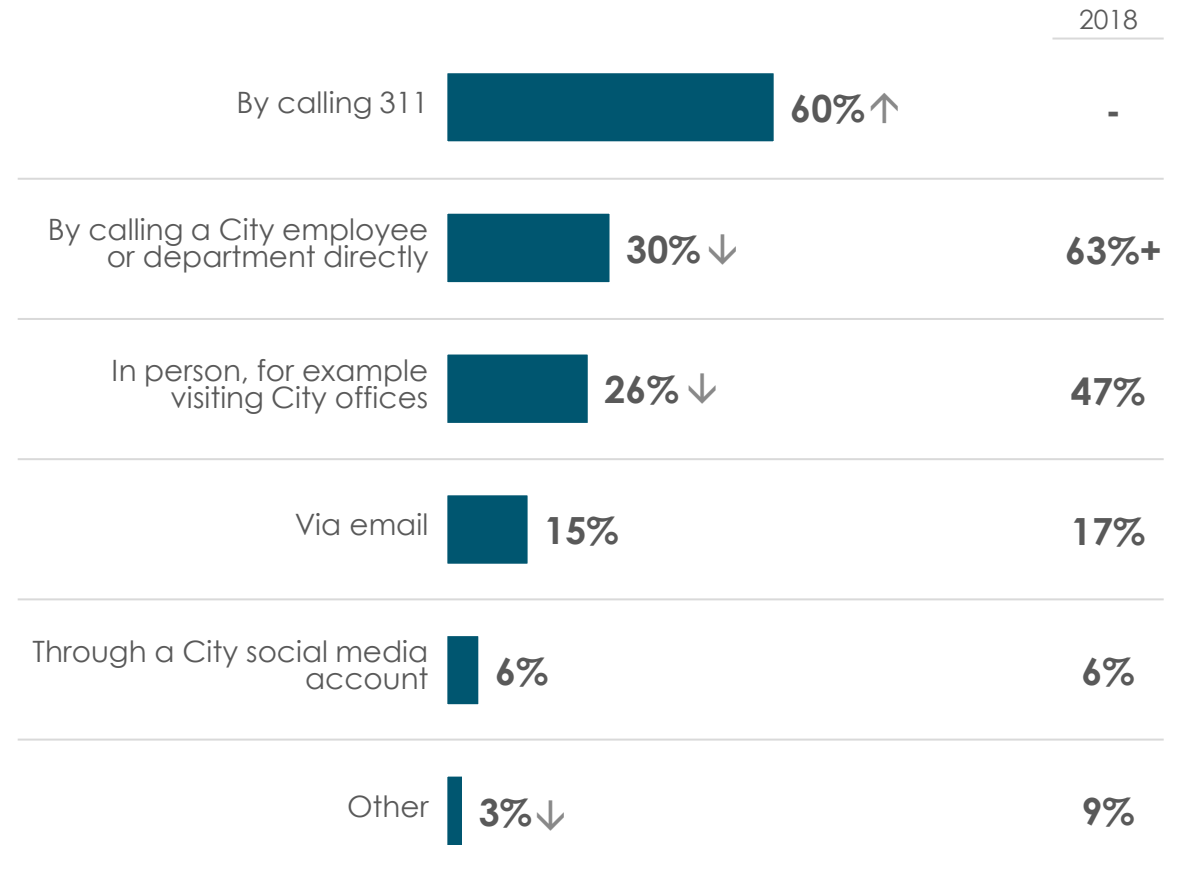
PAST 12 MONTH CONTACT WITH CITY

■ YES ■ NO



Note: Not asked in 2020.
 Base: All respondents (n=400)
 Q10a. Have you contacted or dealt with the City of Lethbridge or one of its employees in the last twelve months?

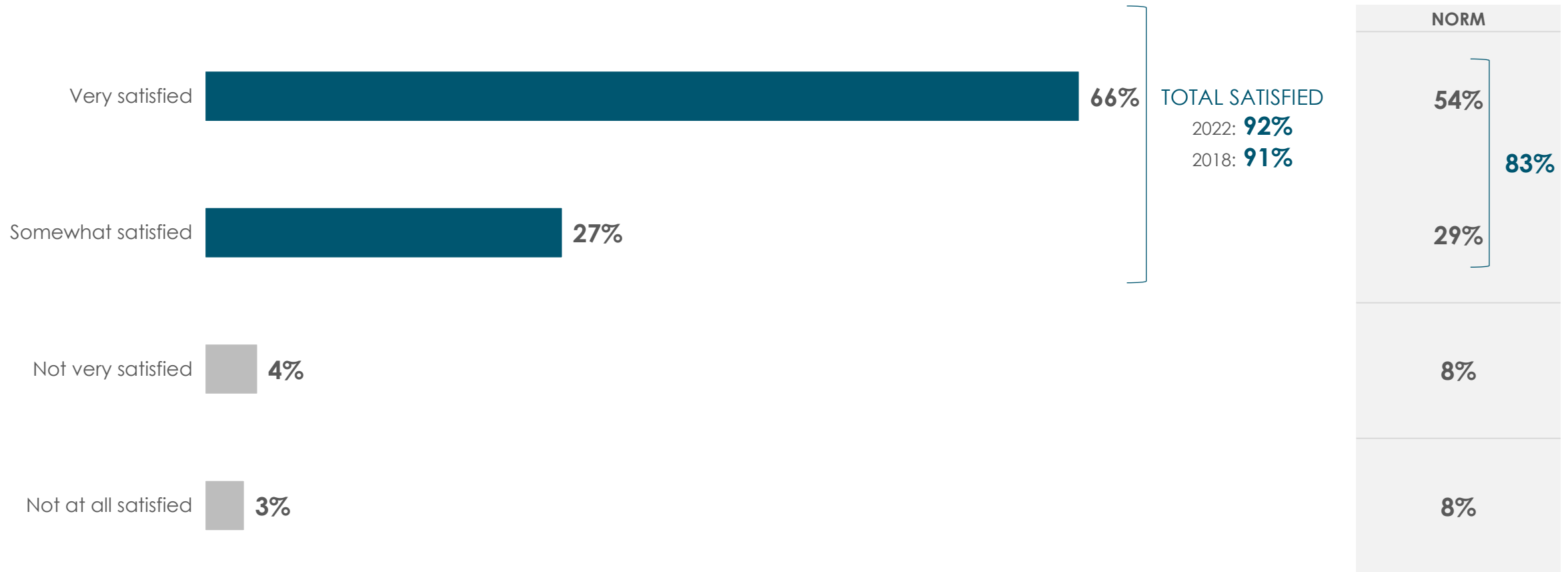
CHANNELS FOR CONTACTING THE CITY – MULTIPLE MENTIONS ALLOWED



Note: Not asked in 2020.
 + Slightly different question wording.
 Base: Those saying they contacted or dealt with the City or one of its employees (n=231)
 Q10a2. When you contacted the City was it ...?

Overall Satisfaction with Customer Service

CUSTOMER SERVICE SATISFACTION



Note: Not asked in 2020.

Base: Those saying they contacted or dealt with the City or one of its employees (n=231)

Q10b1. Thinking about your contact or dealings with the City or its employees in the last twelve months, how satisfied are you with the overall customer service you received?

Overall Satisfaction with 311 Contact Centre

311 CONTACT CENTRE SATISFACTION



New question in 2022.

Base: Those saying they called 311 (n=142)

Q10b1a. And thinking specifically of the times you called 311, how satisfied are you with the overall customer service you received from the 311 contact centre?

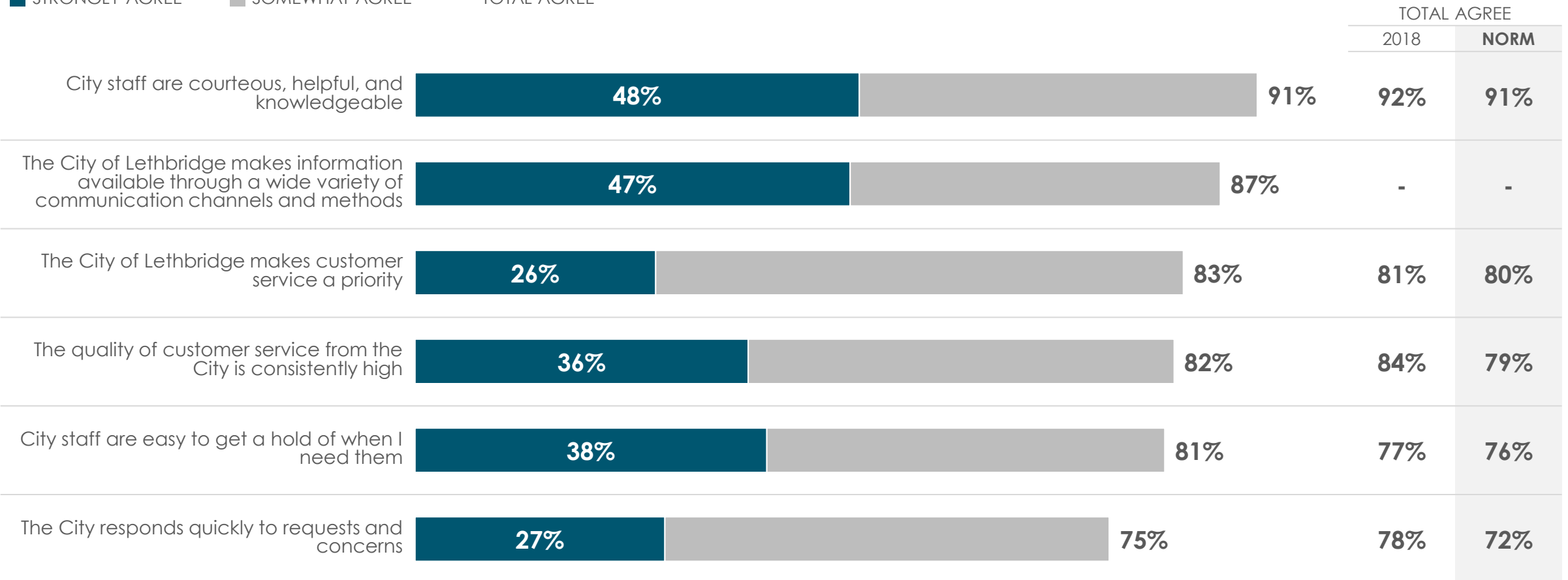
Customer Service Attitudes & Perspectives

AGREEMENT WITH CUSTOMER SERVICE STATEMENTS

■ STRONGLY AGREE

■ SOMEWHAT AGREE

TOTAL AGREE



Note: Not asked in 2020.

Base: All respondents (n=400)

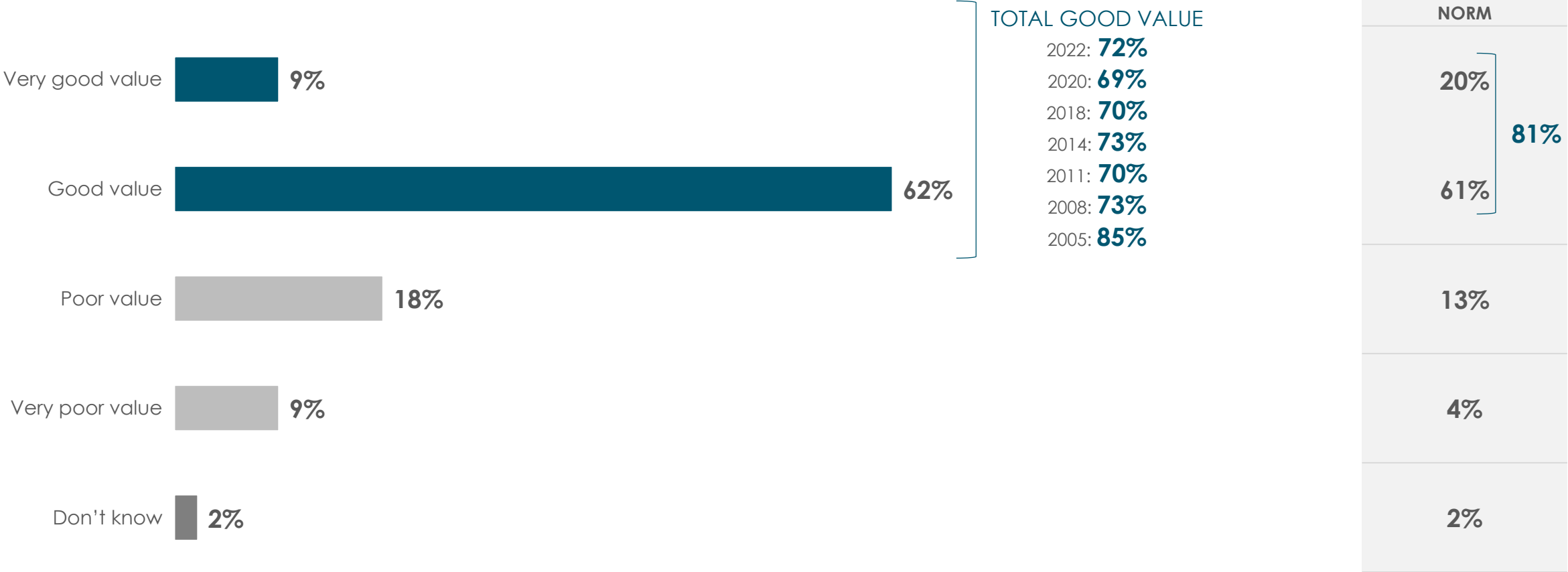
Q10b2. Thinking about your personal dealings with the City of Lethbridge, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about the City. Is that strongly or somewhat?

FINANCIAL PLANNING/ TAXATION

1
7

Perceived Value of Property Taxes

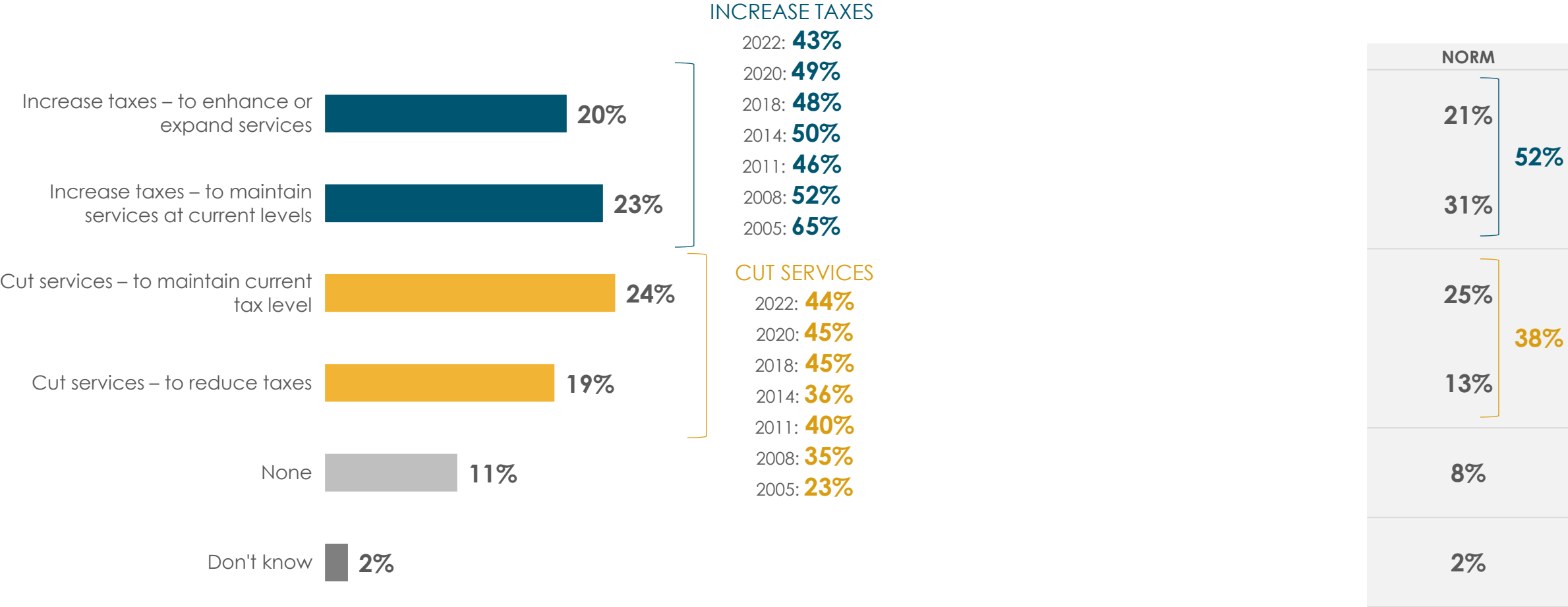
PROPERTY TAX DOLLARS



Base: All respondents (n=400)
 Q16. Your property tax dollars are divided between the City of Lethbridge and the Province. In Lethbridge, approximately 75% of your property tax bill goes to the City to fund municipal services and approximately 25% of your property tax bill goes to the province. Considering the services provided by the City, Overall, do you think you get good value or poor value for the taxes you pay?

Balancing Taxation and Service Delivery Levels

INCREASE TAXES VS. CUT SERVICES



Base: All respondents (n=400)
 Q17. 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 must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the City to pursue?

PERCEPTIONS OF STAFF AND COUNCIL: MUNICIPAL REPUTATION

8

Satisfaction with Municipal Operations

SATISFACTION WITH WAY LETHBRIDGE MUNICIPAL GOVERNMENT RUNNING THE COMMUNITY

■ VERY SATISFIED

■ SOMEWHAT SATISFIED

TOTAL SATISFIED

TOTAL SATISFIED
2018 2014 2011 **NORM**

Municipal government, including Council and staff as a whole



78% **85%** **81%** **77%**

Staff, excluding Council



85% **83%** **77%** **81%**

Council, excluding staff



77% **81%** **76%** **71%**

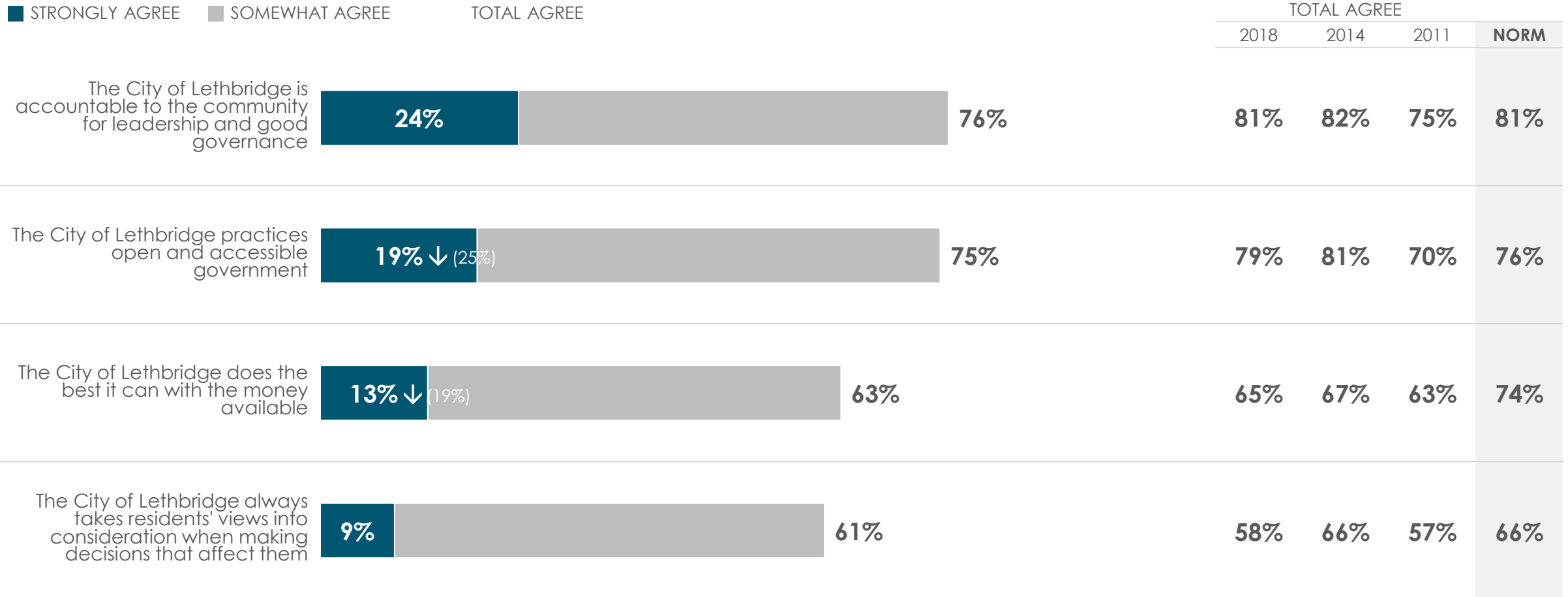
Note: Not asked in 2020.

Base: All respondents (n=400)

QP1. Taking everything into account, how satisfied are you with the way the City of Lethbridge's [INSERT ITEM] is going about running the community?

Perceptions of City Operations

AGREEMENT WITH STATEMENTS ABOUT LETHBRIDGE MUNICIPAL GOVERNMENT



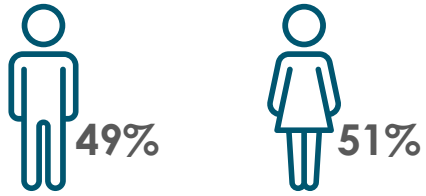
Note: Not asked in 2020.
 Base: All respondents (n=400)
 QP2. Thinking about your personal dealings with the City of Lethbridge, please indicate if you agree or disagree with each of the following statements.

WEIGHTED SAMPLE CHARACTERISTICS

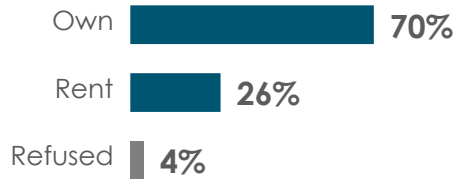
9

Weighted Sample Characteristics

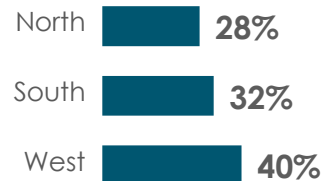
GENDER



OWN OR RENT

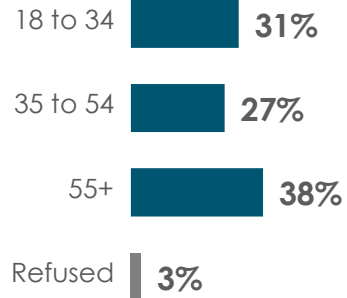


AREA OF CITY



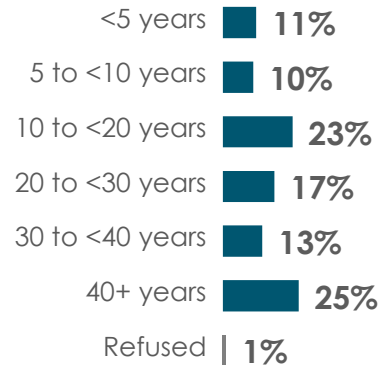
Base: All respondents (n=400)

AGE



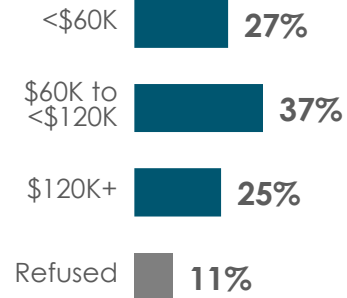
Mean **48.2 years**

LETHBRIDGE TENURE



Mean **25.9 years**

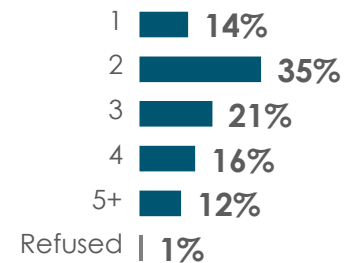
INCOME



CHILDREN IN HH

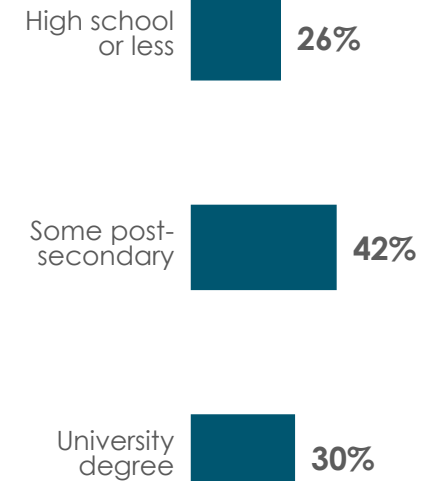
32% Have children in the household

HOUSEHOLD SIZE



Mean **2.8 people**

EDUCATION



Refused | 1%

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Game Changers

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This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

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You act better when you are sure.