

Nine in Ten (86%) Residents of Thunder Bay 'Satisfied' With Overall Level and Quality of City Services

Seven in Ten (71%) Believe They Get Good Value for Tax Dollars

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Toronto, ON - Nine in ten (86%) residents of Thunder Bay are 'satisfied' (20% very/66% somewhat) with the overall level and quality of services provided by the City of Thunder Bay, according to a new Ipsos Reid poll conducted on behalf of the City of Thunder Bay. Just one in ten (14%) are not satisfied (12% not very/2% not at all).

In fact, seven in ten (71%) residents believe they get 'good value' (12% very/59% fairly) for their tax dollars, while only three in ten (28%) believe they get poor value (10% very/18% fairly) for their tax dollars.

Nearly one half (43%) of residents offered that the top issue facing the City of Thunder Bay today is the economy, but others say the most important issues relates to growth (33%), taxation and spending (19%), or transportation (16%). Social issues (7%) and crime (4%) were much further down the list.

Ipsos Reid conducts a "gap analysis", whereby it measures the satisfaction that residents have for a particular service against its perceived importance. Those issues that are high in importance but low in satisfaction represent areas of focus for improvement by City Council. The "gap analysis" demonstrated that key areas of focus include maintenance of streets, road side maintenance, recycling services and snow removal.



Level of support for various major capital projects was also measured. For each project, a majority of residents 'agree' that these should be major projects for City spending: roads (94%), sustainable energy projects (82%), recreational trails (72%), public library renewal (71%), recreational facilities (70%), major sportsplex/multi-purpose facility (57%) and waterfront development (51%).

These are some of the findings of an Ipsos Reid poll conducted on behalf of the City of Thunder Bay from June 25 to 30, 2009. For the survey, a representative randomly selected sample of 400 adults living in Thunder Bay was interviewed by telephone. With a sample of this size, the results are considered accurate to within ± 4.9 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Thunder Bay been polled. The margin of error will be larger within sub-groupings of the survey population. These data were weighted to ensure that the sample's age/sex composition reflects that of the actual Thunder Bay population.

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