

Pointe-Claire Residents and Municipal Life

2016 Municipal Indicator

Municipal Services Satisfaction Survey Analysis Report

The French version prevails over the English version.

March 2017

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Background and Objectives

Background and Objectives

Municipal Indicator:

To find out how
Pointe-Claire residents
view municipal
services and issues.



Background and Objectives

In the interest of maintaining a level of service quality that lives up to the expectations of its residents, the City of Pointe-Claire commissioned Leger to conduct the first annual survey of residents' satisfaction with municipal services and issues.

The objectives of this study are mainly to:

- ✓ **evaluate** the municipal services provided (Public Works, Recreation and Culture, Public Security, Communications, etc.);
- ✓ **find out** how residents feel about various municipal issues;
- ✓ **identify** priority areas for action, from the residents' point of view;
- ✓ **establish** a portrait of the population based on its various sociodemographic profiles;
- ✓ **obtain** a strategic management tool to support decision-making;
- ✓ **compare** survey results with Leger's Exclusive Benchmarks (for comparison with similar-sized municipalities in Québec).

Methodology

Methodology

Telephone survey of
1,000 Pointe-Claire
residents



Study Population

This study was conducted via a telephone survey of 1,000 respondents. The target population consisted of City of Pointe-Claire residents aged 18 and up who could speak French or English and who could be reached by landline. The sample was randomly selected using the Canada Survey Sampler software program.

To ensure an adequate number of respondents in each district, disproportionate stratified random sampling was used. To accurately reflect the actual weight of each district and each resident sub-group, the sample in the statistical analysis was adjusted based on the number of residents in each district.

The following table shows the sampling design for each of the city's districts.

District	Number of Interviews Conducted	Maximum Margin of Error*
Cedar/Le Village	125 respondents	+/- 8.8%
Lakeside	125 respondents	+/- 8.8%
Valois	125 respondents	+/- 8.8%
Cedar Park Heights	125 respondents	+/- 8.8%
Lakeside Heights	125 respondents	+/- 8.8%
Seigniory	125 respondents	+/- 8.8%
Northview	125 respondents	+/- 8.8%
Oneida	125 respondents	+/- 8.8%
TOTAL	1,000 respondents	+/- 3.1%

*Maximum margin of error, at a 95% confidence interval 19 times out of 20.

Methodology

Survey conducted in
accordance with
research industry
standards



Questionnaire

The questionnaire was developed by Leger professionals in collaboration with City of Pointe-Claire professionals. It was then programmed on the telephone survey platform by Leger professionals. The questionnaire consisted of some 40 variables and took an average of 9 minutes to complete.

Pretesting and Data Collection

Before the official data collection began, a pretest was conducted on December 22, 2016 to validate the questionnaire and to make sure the questions were presented in a logical order and that respondents could understand them. No changes were made to the questionnaire following the pretest.

The official data collection took place between December 22, 2016 and January 9, 2017.

Leger call centre supervisors were present at all times, ensuring quality control of the interviews that were conducted with Pointe-Claire residents.

Statistical Accuracy

The sample size (1,000 respondents) allows for the overall results to be extrapolated to the entire study population, with a margin of error of $\pm 3.1\%$ at a 95% confidence interval (19 times out of 20).

Weighting the Results

To ensure the representativeness of the study sample, the results were weighted according to gender, age, the presence of children in the household and the district of residence based on 2011 Census data from Statistics Canada.

Methodology



How to read the report

Leger Benchmarks

Leger developed its benchmarks by consulting 3,000 residents of municipalities across Quebec through a Web survey. For comparison purposes, the benchmarks used in this report were established based on results from cities with a population of 25,000 to 49,999.

Indicators

The *Quality of Services Offered in General* rating is the average rating (out of 10) that residents gave in response to the question “With regard to the services offered by your city in general, are you satisfied or dissatisfied with the quality of these services on a scale of 0 to 10?” The *Public Security, Recreation and Culture* and *Public Works* indicators are calculated based on the average rating (out of 10) that residents gave for each item in the indicator.

Reading the Report

Where applicable, totals other than 100% are due to non-responses or rounding up. In some cases, respondents could provide more than one answer. The totals shown for these questions are therefore greater than 100%.

The averages (out of 10) and indicators are to be interpreted as follows: Ratings between 0 and 5: Somewhat dissatisfied or Not at all satisfied; Ratings of 6 and 7: Fairly satisfied; Ratings between 8 and 10: Very satisfied.

To highlight the differences between districts, significantly higher percentages are shown in **red** in the tables, and significantly lower percentages are shown in **blue**.

In the charts, the ↑ and ↓ arrows indicate statistically significant variances from Leger benchmarks.

Profile of Pointe-Claire Residents

Profile of Pointe-Claire Residents

Profile of Respondents After weighting results	Total (n=1,000)	Cedar/Le Village (n=125)	Lakeside (n=125)	Valois (n=125)	Cedar Park Heights (n=125)	Lakeside Heights (n=125)	Seigniory (n=125)	Northview (n=125)	Oneida (n=125)
Gender									
Male	46%	46%	46%	46%	46%	46%	46%	46%	46%
Female	54%	54%	54%	54%	54%	54%	54%	54%	54%
Age									
18 to 24	11%	7%	8%	12%	10%	10%	15%	12%	11%
25 to 34	10%	12%	8%	8%	8%	14%	7%	12%	13%
35 to 44	15%	11%	14%	15%	19%	13%	16%	9%	19%
45 to 54	21%	22%	19%	23%	20%	18%	22%	16%	27%
55 to 64	17%	14%	21%	19%	16%	15%	16%	20%	16%
65 to 74	16%	18%	20%	16%	17%	18%	15%	16%	8%
Age 75 and up	10%	14%	11%	6%	9%	12%	8%	14%	5%
Own or Rent									
Own	87%	81%	88%	94%	81%	83%	88%	90%	92%
Rent	11%	18%	12%	6%	18%	14%	11%	7%	5%
Language									
French	32%	41%	27%	33%	22%	34%	30%	30%	42%
English	68%	59%	73%	67%	78%	66%	70%	70%	58%
Gross annual family income									
Less than \$40,000	11%	10%	13%	6%	9%	11%	15%	12%	11%
\$40,000 to \$59,000	10%	10%	7%	5%	10%	11%	11%	16%	11%
\$60,000 to \$79,000	14%	17%	14%	13%	14%	15%	12%	12%	13%
\$80,000 to \$99,000	10%	4%	8%	12%	9%	10%	14%	12%	9%
\$100,000 or more	28%	34%	33%	28%	28%	19%	23%	27%	30%

Profile of Pointe-Claire Residents

Profile of Respondents After weighting results	Total (n=1,000)	Cedar/Le Village (n=125)	Lakeside (n=125)	Valois (n=125)	Cedar Park Heights (n=125)	Lakeside Heights (n=125)	Seigniory (n=125)	Northview (n=125)	Oneida (n=125)
Length of residence in Pointe-Claire									
10 years or less	26%	23%	22%	15%	35%	21%	32%	25%	37%
11 to 30 years	52%	48%	51%	64%	42%	58%	51%	48%	53%
More than 30 years	22%	29%	27%	21%	23%	21%	17%	28%	10%
<i>Average (years)</i>	21.8	25.3	22.8	22.4	21.0	22.9	19.5	23.9	17.4
Children under 18 years of age in household									
Yes	28%	30%	22%	28%	29%	23%	29%	22%	41%
No	71%	68%	78%	71%	71%	76%	71%	78%	59%
Employment Status									
Working	59%	56%	55%	64%	58%	59%	59%	50%	71%
Retired	27%	32%	34%	21%	27%	31%	24%	34%	18%
Student	8%	8%	5%	12%	6%	8%	7%	13%	8%
Homemaker/Unemployed	5%	3%	5%	3%	9%	2%	10%	4%	3%
Education									
Elementary/High School	16%	15%	10%	18%	18%	17%	12%	15%	25%
College	25%	18%	21%	24%	25%	32%	31%	29%	18%
University	58%	66%	69%	57%	56%	50%	56%	55%	55%

Highlights

Highlights

Overview of Satisfaction with Municipal Services

This survey of 1,000 Pointe-Claire residents revealed the following:

Pointe-Claire residents are definitely satisfied with municipal services overall...

- ✓ At present, 72% of Pointe-Claire residents say they are very satisfied with the services offered in general by their municipality; 20% say they are fairly satisfied; and 8% are somewhat dissatisfied or not at all satisfied. These results translate to an average satisfaction rating of 7.9 out of 10.

...regardless of their district of residence or age.

- ✓ Residents from all eight districts and from all age groups gave an average rating higher than 7.0 out of 10 for all services, whether Public Works, Public Security, Recreation and Culture or Municipal Communications.
- ✓ Residents of Lakeside Heights are even more satisfied than residents of the other districts when it comes to Recreation and Culture services (8.8 out of 10) and Public Works services (8.1 out of 10).

Compared to other Quebec cities with a population between 25,000 and 49,999, Pointe-Claire is doing well in terms of resident satisfaction.

- ✓ Of the 15 evaluated municipal services that can be compared to the Leger Benchmark, 5 received an average satisfaction rating higher than the benchmark; 8 received an average rating statistically similar to the benchmark; and 2 received an average rating below the benchmark.
- ✓ Pointe-Claire's main strength compared to similar-sized Quebec cities is in the Recreation and Culture services it offers (average general satisfaction of 8.4 out of 10; Leger benchmark: 7.9).
 - More specifically, this high level of satisfaction is mainly attributable to the municipal library (8.9), recreational and sports activities (8.7), the development of parks and green spaces (8.5) and the facilities for cultural and recreational activities (8.4).
- ⚠ As for household waste collection (7.0; Leger benchmark: 8.3) and the development and accessibility of bicycle paths (7.2; Leger benchmark: 7.5), these are services that the City of Pointe-Claire could pay particular attention to because its residents gave them a lower rating than did residents from other similar-sized Quebec cities.

Highlights

Overview of Satisfaction with Municipal Services

The data also revealed that **Pointe-Claire residents feel a strong sense of belonging to their city and would not hesitate to recommend it to their friends as a place to live. Specifically:**



The vast majority of Pointe-Claire residents feel that...

...they get good value for their money, considering the municipal services offered by their city and the municipal taxes they pay (88% of homeowners);

...they are satisfied with their city's commercial offer (93%); and

...basically, there is good quality of life in Pointe-Claire (98%).



A good number of Pointe-Claire residents also...

...are interested in what goes on in their municipality (92%);

...feel their municipality is a lot like them (81%); and

...like participating in activities and events organized by their municipality (80%).



The Pointe-Claire population also has considerably more ambassadors (68%; Leger benchmark: 53%) than detractors (6%; Leger benchmark: 17%), establishing the average probability of recommending living in Pointe-Claire at 8.9 out of 10, which is a much higher rating than that of other Quebec cities with a population of 25,000 to 49,999 (Leger benchmark: 8.1 out of 10).

Highlights

Overview of Satisfaction with Municipal Services

AVERAGE SATISFACTION ON A SCALE OF 0 TO 10 POINTS	2016 RESULTS	2016 LEGER BENCHMARK*
GENERAL SATISFACTION WITH SERVICES OFFERED	7.9	7.8
INDICATOR: PUBLIC SECURITY SERVICES**	8.0	8.0
City of Montreal Fire Department	8.5	8.4
City of Montreal Police Department	7.7	7.7
Safety on the streets and in the parks of your neighbourhood	8.2	-
Enforcement of municipal by-laws by the Public Security Department	7.5	-
INDICATOR: RECREATION AND CULTURE SERVICES	8.4 ↑	7.9
Municipal library	8.9 ↑	8.3
Recreational and sports activities	8.7 ↑	7.8
Stewart Hall Cultural Centre	8.7	-
Development and accessibility of parks and green spaces	8.5 ↑	7.9
Facilities for cultural and recreational activities	8.4 ↑	7.9
Development and accessibility of bicycle paths	7.2 ↓	7.5

Continued on next page →

Highlights

Overview of Satisfaction with Municipal Services

<u>AVERAGE SATISFACTION ON A SCALE OF 0 TO 10 POINTS</u>	2016 RESULTS	2016 LEGER BENCHMARK*
INDICATOR: PUBLIC WORKS SERVICES	7.8	7.9
Organic waste collection	8.6	-
Recyclable materials collection	8.5	8.4
**Drinking water quality in the Urban Agglomeration of Montreal	8.2	8.4
Snow removal on the streets and sidewalks of your neighbourhood	7.5 ↑	7.0
Street and sidewalk maintenance in your neighbourhood	7.4	7.3
Household waste collection	7.0 ↓	8.3
OTHER SERVICES EVALUATED		
Quality of communications	7.8	7.6
Pointe-Claire's Web site (n=613)	7.5	7.5
The Société de transport de Montréal's public transit service	6.6	5.8

Detailed Results

1. Overall Satisfaction Results

1. Overall Satisfaction Results

In 2016, 72% of Pointe-Claire residents said they were very satisfied with the services offered by their city in general.

1.1 General Satisfaction with Services Offered

In 2016, the Pointe-Claire residents surveyed showed an average satisfaction rating of 7.9 (out of 10) for the services offered by their city in general.

- This average satisfaction rating is comparable to the rating seen in other Quebec cities with a population of 25,000 to 49,999 (Leger benchmark: 7.8 out of 10).

More specifically, slightly more than 7 out of 10 residents (72%) say they are very satisfied with the quality of services offered by their city in general; 20% say they are fairly satisfied; and 8% say they are somewhat dissatisfied or not at all satisfied.

General satisfaction is significantly higher among:

- women (average satisfaction rating of 8.1 out of 10); and
- seniors aged 65 and up (8.3).

We found no statistically significant difference between average satisfaction ratings in the eight different districts. Seigniorie (11%) and Northview (11%) had slightly higher numbers of dissatisfied residents, but the average ratings of these districts (7.8 for both) were still statistically similar to the rating for all residents.

With regard to the SERVICES OFFERED by your city IN GENERAL, are you satisfied or dissatisfied with the QUALITY of these services on a scale of 0 to 10, where 0 means you are not at all satisfied and 10 means you are very satisfied?

Base: All respondents	Total (n=1,000)	Age 18–24 (n=85)	Age 25–34 (n=65)	Age 35–44 (n=80)	Age 45–54 (n=180)	Age 55–64 (n=247)	Age 65 and up (n=342)	Male (n=416)	Female (n=584)
Somewhat dissatisfied or Not at all satisfied (Ratings of 0 to 5)	8%	8%	10%	3%	12%	6%	7%	9%	6%
Fairly satisfied (Ratings of 6 and 7)	20%	18%	23%	23%	23%	22%	14%	21%	19%
Very satisfied (Ratings of 8 to 10)	72%	74%	66%	73%	64%	71%	79%	69%	74%
Average out of 10	7.9	8.0	7.6	8.0	7.6	8.0	8.3	7.8	8.1

1. Overall Satisfaction Results

Based on the municipal services satisfaction indicators, the City of Pointe-Claire is succeeding in providing services to the satisfaction of its residents.

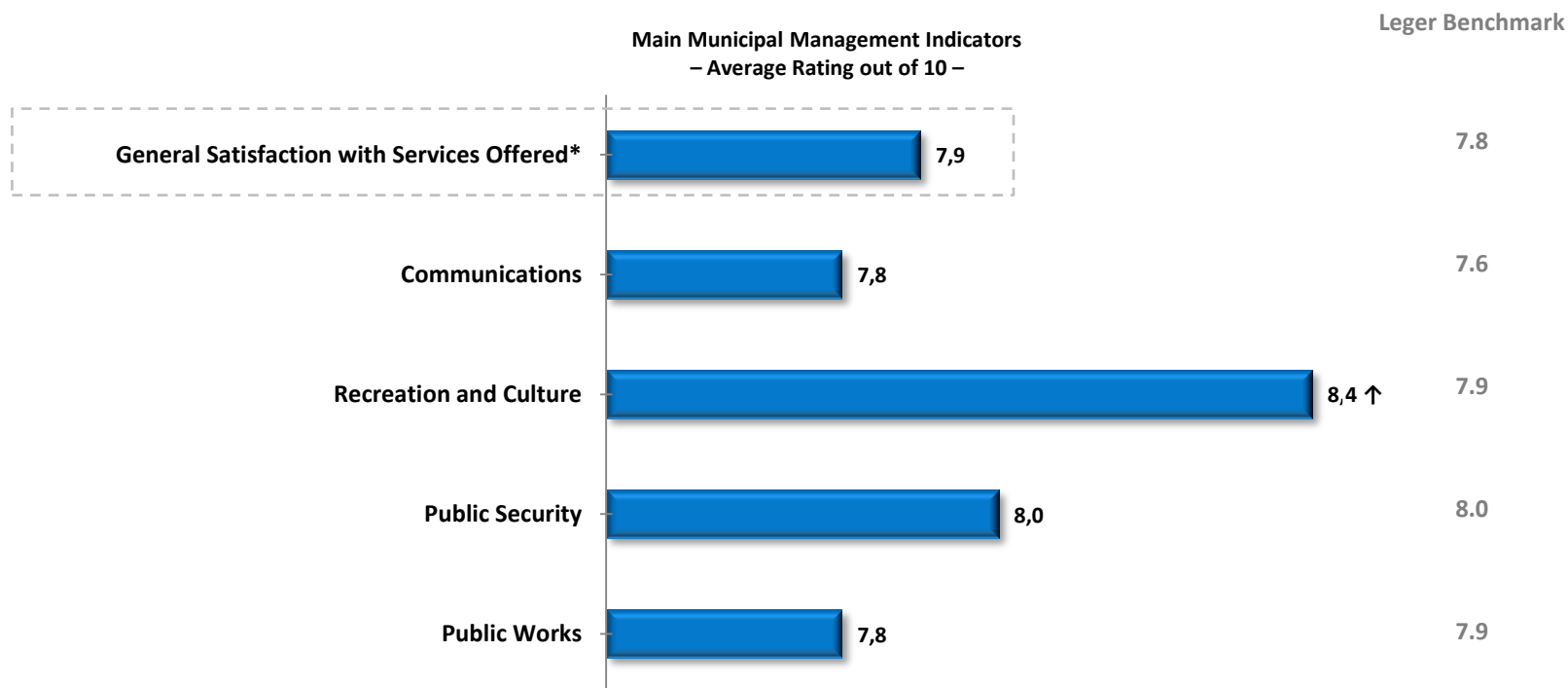
Residents are most satisfied with the City's Recreation and Culture services.

1.2 Main Municipal Indicators

The chart below shows the four main satisfaction indicators measured in this study. In general, the City of Pointe-Claire is succeeding in providing services to the general satisfaction of its residents. The average satisfaction ratings are 7.8 out of 10 for Communications services, 8.4 out of 10 for Recreation and Culture services, 8.0 out of 10 for Public Security services and 7.8 out of 10 for Public Works services.

When we compare these ratings to the Leger benchmarks, we see that the City of Pointe-Claire is doing very well compared to other similar-sized Quebec cities in terms of its Recreation and Culture services, which received a much higher rating than other Quebec cities with a population of 25,000 to 49,999 (Leger benchmark).

As for the Communications, Public Security and Public Works services, their average ratings were comparable to those of other similar-sized Quebec cities.



2. Public Works

2. Public Works

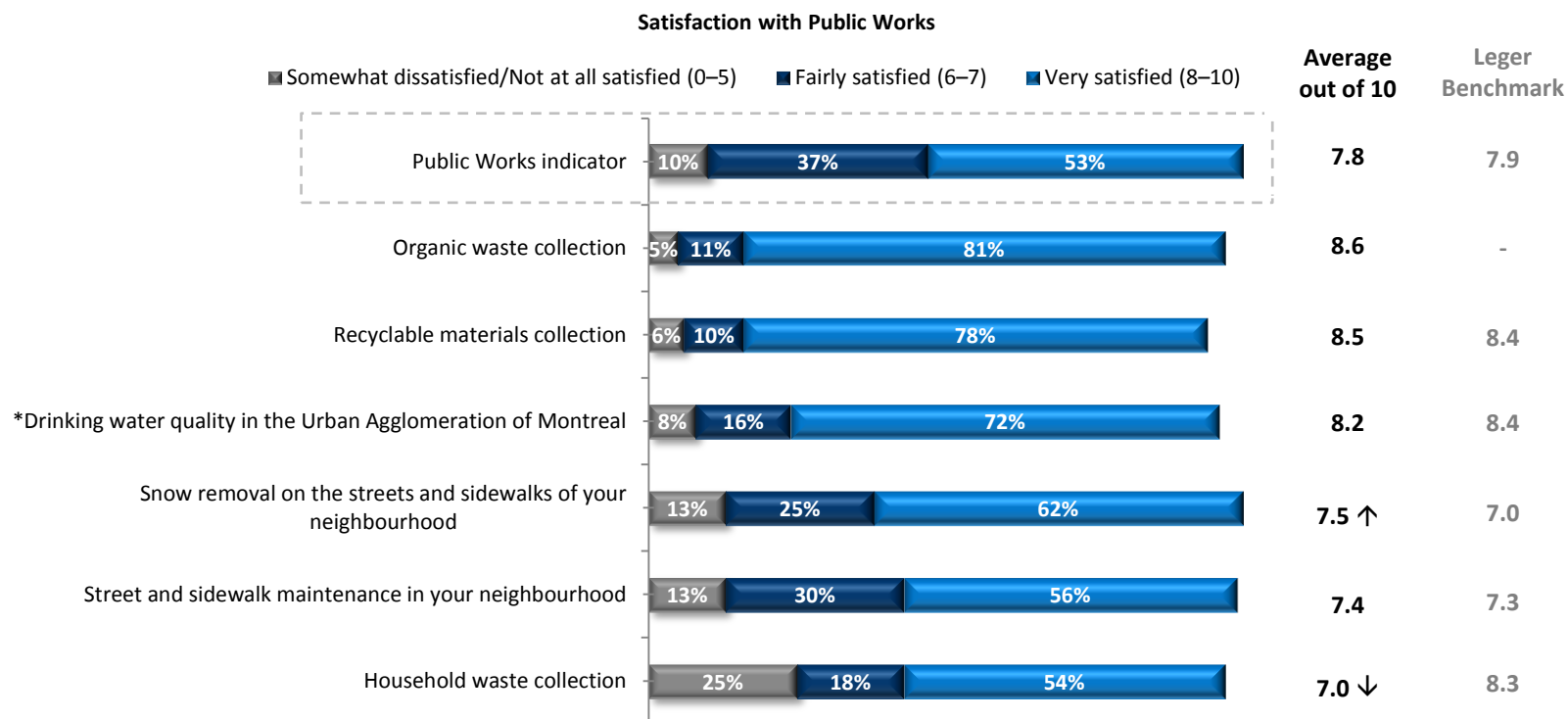
Pointe-Claire residents say they are satisfied with Public Works services.

They are particularly satisfied with the City's organic waste collection and recyclable materials collection.

2.1 Satisfaction with Public Works – Overall

Average satisfaction ratings for Public Works services varied from 7.0 out of 10 (for household waste collection) to 8.6 (for organic waste collection).

- Aside from snow removal on the streets and sidewalks, which received a significantly higher average rating than the benchmark (7.5 out of 10; Leger benchmark: 7.0), and household waste collection, which received a much lower average rating than is typically seen for this service in similar-sized Quebec cities (7.0; Leger benchmark: 8.3), these results are all on par with the Leger benchmark for cities with a population of 25,000 to 49,999, when comparable.



2. Public Works

Residents of all
Pointe-Claire districts,
particularly
Lakeside Heights, are
satisfied with the City's
Public Works services.

2.2 Satisfaction with Public Works – By District of Residence and Age

The following table shows the results from the previous page regarding satisfaction with Public Works services, but broken down by district and age category.

Overall, the Public Works indicator is statistically similar in all eight districts, except in Lakeside Heights, where it is much higher (8.1 out of 10). Residents of this district also gave significantly higher ratings for organic waste collection (9.0), recyclable materials collection (8.9) and street and sidewalk maintenance in their neighbourhood (7.7).

Furthermore, seniors aged 65 and up were the most satisfied with Public Works services (rating of 8.1 out of 10), while residents aged 45 to 54 were slightly more critical than the average; however, the ratings they gave to each service still indicated they were satisfied.

How would you rate your level of satisfaction on a scale of 0 to 10 points, if you think of...?															
Average out of 10	Total (n=1,000)	Cedar/Le Village (n=125)	Lakeside (n=125)	Valois (n=125)	Cedar Park Heights (n=125)	Lakeside Heights (n=125)	Seigniory (n=125)	North- view (n=125)	Oneida (n=125)	Age 18–24 (n=85)	Age 25–34 (n=65)	Age 35–44 (n=80)	Age 45–54 (n=180)	Age 55–64 (n=247)	Age 65 and up (n=342)
Public Works indicator	7.8	7.7	7.8	7.8	7.7	8.1	7.6	7.9	7.9	7.6	7.7	8.0	7.5	7.7	8.1
...organic waste collection	8.6	8.4	8.6	8.6	8.4	9.0	8.5	8.5	8.6	8.4	8.6	8.7	8.4	8.5	8.8
...recyclable materials collection	8.5	8.4	8.5	8.5	8.1	8.9	8.2	8.6	8.7	8.4	8.9	8.6	8.2	8.4	8.6
...quality of the drinking water in the Urban Agglomeration of Montréal*	8.2	8.1	8.2	8.4	8.0	8.3	8.1	8.3	8.2	8.8	7.9	7.9	8.0	8.2	8.5
...snow removal on the streets and sidewalks	7.5	7.4	7.6	7.5	7.3	7.5	7.7	7.8	7.6	6.6	7.0	7.6	7.4	7.6	8.2
...street and sidewalk maintenance in your neighbourhood	7.4	7.1	7.1	7.4	7.3	7.7	7.4	7.7	7.8	6.9	7.2	7.6	7.4	7.2	7.8
...household waste collection	7.0	7.3	7.3	7.2	7.3	7.1	6.3	6.9	6.8	7.6	7.1	7.5	6.1	6.8	7.4

3. Public Security

3. Public Security

Pointe-Claire residents are satisfied with the Public Security services of the City of Montréal, particularly the Fire Department services.

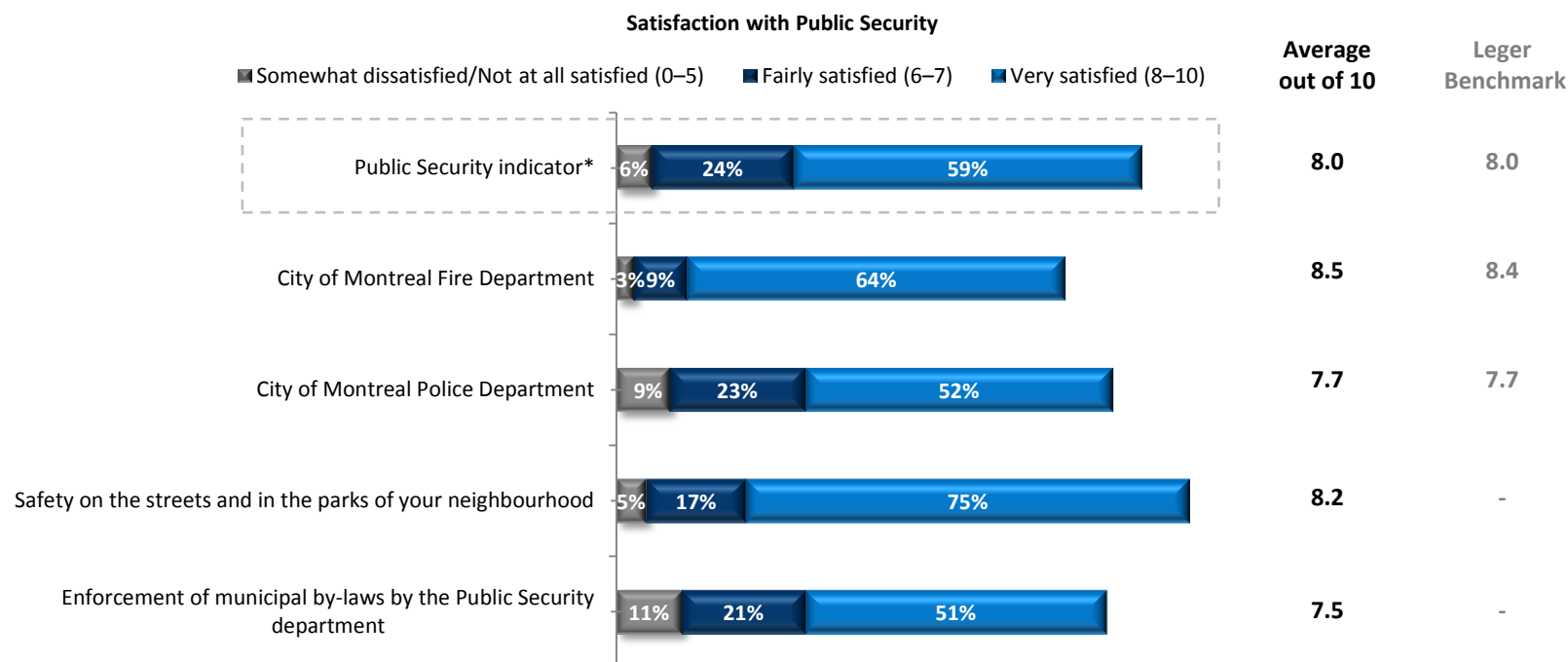
3.1 Satisfaction with Public Security – Overall

Next, Pointe-Claire residents were asked to rate their level of satisfaction with Public Security services. It should be noted that some of these services are provided by the City of Montréal, while others pertain specifically to the City of Pointe-Claire.

The City of Montréal Fire Department received an average rating of 8.5 out of 10, and its Police Department received an average rating of 7.7 out of 10, for an overall Public Security satisfaction rating of 8.0 out of 10.*

➤ These results are comparable to the Leger benchmark for Québec cities similar in size to Pointe-Claire.

Pointe-Claire residents' level of satisfaction with their City's Public Security services is also high, whether in terms of safety on the streets and in the parks of their neighbourhoods (8.2 out of 10) or enforcement of municipal by-laws by the Public Security department (7.5 out of 10).



3. Public Security

A high level of satisfaction with Public Security services is shared by all Pointe-Claire residents, regardless of their district of residence or their age.

3.2 Satisfaction with Public Security – By District of Residence and Age

The following table shows the results from the previous page, but broken down by district of residence and age category. We can see that a high level of satisfaction with Public Security services is shared by all Pointe-Claire residents, regardless of their district of residence or their age. Note, however, that:

- Cedar/Le Village residents are, overall, slightly less satisfied with Public Security than the residents of the other districts are, but their average satisfaction ratings for these services are still high.
- Residents aged 18 to 24 (8.9) and Valois residents (8.8) are more satisfied with the City of Montreal **Fire Department**.
- Oneida residents (8.0) and women (8.0) are more satisfied with the **Police Department**.
- As for Public Security services specific to Pointe-Claire, **safety on the streets and in the parks of their neighbourhood** received a higher rating from retired residents (8.4), and **enforcement of municipal by-laws by the Public Security Department** received a higher rating from residents aged 18 to 24 (8.0) and residents of Oneida (7.9).

How would you rate your level of satisfaction on a scale of 0 to 10 points with regard to...?															
Average out of 10	Total (n=1,000)	Cedar/Le Village (n=125)	Lakeside (n=125)	Valois (n=125)	Cedar Park Heights (n=125)	Lakeside Heights (n=125)	Seigniori (n=125)	North-view (n=125)	Oneida (n=125)	Age 18–24 (n=85)	Age 25–34 (n=65)	Age 35–44 (n=80)	Age 45–54 (n=180)	Age 55–64 (n=247)	Age 65 and up (n=342)
Public Security indicator	8.0	7.7	8.0	8.2	8.1	7.9	8.0	8.1	8.2	8.3	8.1	8.0	8.0	8.0	8.0
...the City Of Montreal Fire department	8.5	8.2	8.5	8.8	8.6	8.6	8.6	8.4	8.6	8.9	8.4	8.4	8.4	8.5	8.6
...the City of Montreal Police Department	7.7	7.3	7.7	7.8	7.7	7.4	7.7	7.8	8.0	7.9	7.9	7.7	7.6	7.5	7.6
...safety on the streets and in the parks of your neighbourhood	8.2	7.7	8.1	8.2	8.2	8.4	8.2	8.3	8.4	8.5	8.5	8.1	7.9	8.1	8.3
...enforcement of municipal by-laws by the Public Security department	7.5	7.2	7.6	7.5	7.6	7.4	7.7	7.5	7.9	8.0	7.3	7.4	7.4	7.3	7.7

3. Public Security

Just under a third (30%) of Pointe-Claire residents have contacted Public Security in the last year.

3.3 Communication with the Public Security Department

Still looking at Public Security, we asked respondents if they had contacted this department by phone, e-mail or in person in the past 12 months. A total of 30% of respondents said yes, and they did so mainly by phone (27%). The following sub-groups of residents contacted Public Security in the highest proportions, without regard to the means of communication they used:

- Residents of Cedar/Le Village (40%);
- Residents aged 45 to 54 (38%) and 55 to 64 (38%); and
- Parents (38%, compared to 27% of non-parents).

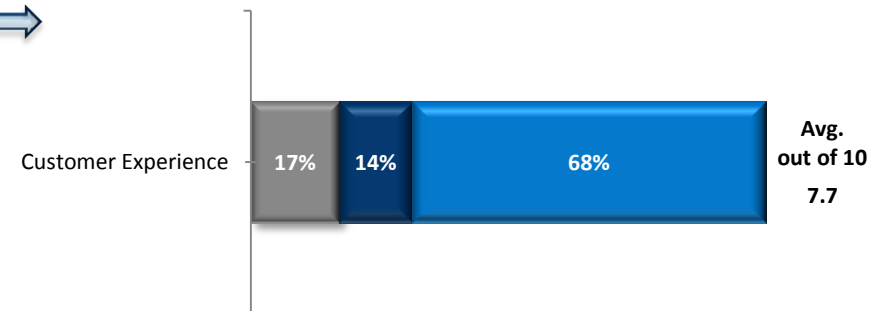
Residents who said they had contacted Public Security (30% overall) were then asked to evaluate their customer experience in general with this department. Just over 8 out of 10 residents (82%) were very satisfied (68%) or fairly satisfied (14%) with their experience, and 17% said they were somewhat dissatisfied or not at all satisfied. These results translate to an average satisfaction rating of 7.7 out of 10. There was no statistically significant difference across sociodemographic variables, except among residents aged 65 and up, who gave slightly higher satisfaction ratings (8.2 out of 10).

Have you contacted Public Security in the past 12 months by phone, in person or e-mail?							
Base: All respondents	Total (n=1,000)	Age 18–24 (n=85)	Age 25–34 (n=65)	Age 35–44 (n=80)	Age 45–54 (n=180)	Age 55–64 (n=247)	Age 65 and up (n=342)
TOTAL Yes	30%	20%	29%	29%	38%	38%	24%
Yes, by phone	27%	18%	26%	26%	35%	35%	22%
Yes, in person	4%	2%	0%	8%	4%	7%	4%
Yes, by e-mail	2%	1%	4%	2%	2%	3%	1%
No	69%	80%	71%	71%	62%	61%	75%

When you think of your CUSTOMER EXPERIENCE in general with the Public Security Department, how would you rate your level of satisfaction on a scale of 0 to 10?

Base: Residents who contacted Public Security in the past 12 months (n=310)

■ Somewhat dissatisfied / Not at all satisfied (0–5) ■ Fairly satisfied (6–7) ■ Very satisfied (8–10)



4. Recreation and Culture

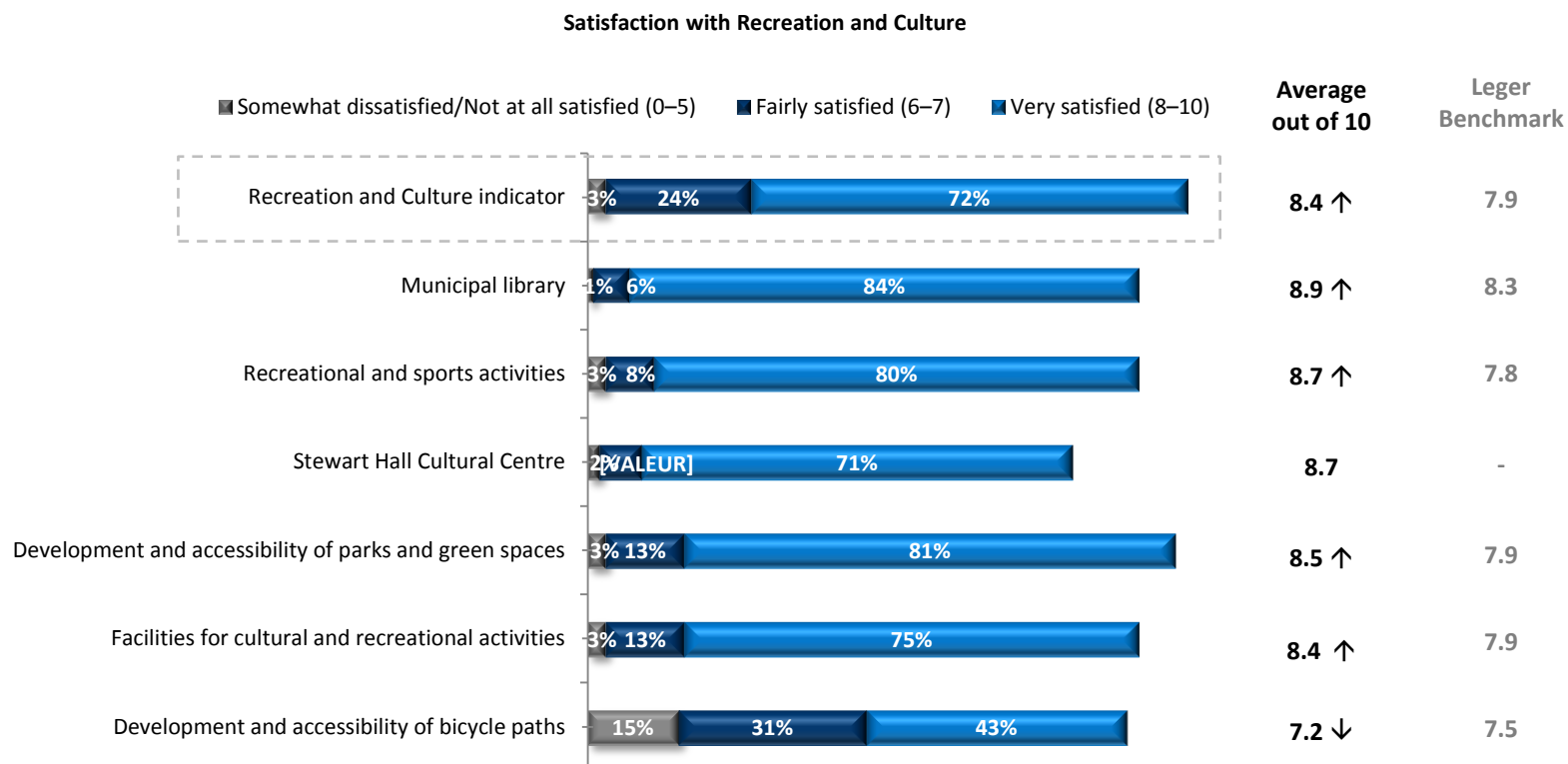
4. Recreation and Culture

Of all the municipal services evaluated, Recreation and Culture received by far the highest ratings from Pointe-Claire residents.

4.1 Satisfaction with Recreation and Culture – Overall

Recreation and Culture services are clearly one of Pointe-Claire's strengths, with average ratings ranging from 7.2 out of 10 (for the development and accessibility of bicycle paths) to 8.9 out of 10 (for the municipal library). These results translate to an average overall satisfaction rating of 8.4 out of 10 for Recreation and Culture in Pointe-Claire, meaning residents are very satisfied with these services.

- In addition, wherever an applicable comparison can be made, Pointe-Claire's results are above the Leger benchmark for cities with a population of 25,000 to 49,999, with the exception of the development and accessibility of bicycle paths, which is below the benchmark.



4. Recreation and Culture

Of the six dimensions of Recreation and Culture evaluated, Pointe-Claire residents were most satisfied with the municipal library.

4.2 Satisfaction with Recreation and Culture – By District of Residence and Age

The following table shows the results from the previous page, but broken down for the eight districts of residence and by age category. We can see that the level of satisfaction with Recreation and Culture services overall is generally very high.

The satisfaction level is even higher among the following sub-groups:

- Residents of Lakeside Heights (rating of 8.8 out of 10);
- Residents aged 65 and up (8.6); and
- Women (8.5, compared to 8.2 among men).

How would you rate your level of satisfaction on a scale of 0 to 10 points with regard to...?															
Average out of 10	Total (n=1,000)	Cedar/Le Village (n=125)	Lakeside (n=125)	Valois (n=125)	Cedar Park Heights (n=125)	Lakeside Heights (n=125)	Seigniory (n=125)	North- view (n=125)	Oneida (n=125)	Age 18–24 (n=85)	Age 25–34 (n=65)	Age 35–44 (n=80)	Age 45–54 (n=180)	Age 55–64 (n=247)	Age 65 and up (n=342)
Recreation and Culture indicator	8.4	8.2	8.3	8.5	8.3	8.8	8.2	8.5	8.3	8.3	8.3	8.4	8.3	8.3	8.6
...the municipal library	8.9	8.8	9.0	8.9	9.0	9.2	8.9	9.0	8.9	8.7	8.8	8.9	8.9	8.9	9.2
...the recreational and sports activities	8.7	8.5	8.6	8.6	8.6	8.9	8.8	8.9	8.5	8.3	8.6	8.6	8.6	8.7	9.0
...the Stewart Hall Cultural Centre	8.7	8.6	8.8	8.8	8.8	8.9	8.4	8.8	8.7	8.5	8.8	8.7	8.6	8.6	9.0
...the development and accessibility of parks and green spaces	8.5	8.5	8.3	8.7	8.4	8.9	8.4	8.6	8.4	8.3	8.4	8.6	8.5	8.3	8.7
...the facilities for cultural and recreational activities	8.4	8.1	8.4	8.6	8.3	8.8	8.4	8.7	8.3	8.2	8.3	8.4	8.3	8.4	8.7
...the development and accessibility of bicycle paths	7.2	6.9	6.5	7.6	7.3	7.8	6.9	7.3	7.3	7.7	7.5	7.0	7.1	6.9	7.2

5. Communications

5. Communications

High rate of satisfaction with City of Pointe-Claire communications

5.1 Satisfaction with Communications, in General

When Pointe-Claire residents were asked to rate their level of satisfaction with communications on a scale of 0 to 10, they gave an average rating of 7.8 out of 10, meaning they are satisfied with these services. This satisfaction rating is comparable to that of other Quebec municipalities with a population of 25,000 to 49,999 (Leger benchmark: 7.6 out of 10).

Proportionally speaking, residents were divided in their ratings as follows: 62% said they were very satisfied; 27% were fairly satisfied; and 8% were somewhat dissatisfied or not at all satisfied.

Although satisfaction with Communications is fairly high among all residents, satisfaction among the following sub-groups was even higher than the average:

- Seniors aged 65 and up (8.1); and
- Women (7.9, compared to 7.6 for men).

On a scale of 0 to 10, where 0 means you are not at all satisfied and 10 means you are very satisfied, how would you rate your level of general satisfaction with the quality of your city's communications?

<i>Base: All respondents</i>	Total (n=1,000)	Age 18–24 (n=85)	Age 25–34 (n=65)	Age 35–44 (n=80)	Age 45–54 (n=180)	Age 55–64 (n=247)	Age 65 and up (n=342)	Male (n=416)	Female (n=584)
Somewhat dissatisfied or Not at all satisfied (Ratings of 0 to 5)	8%	5%	14%	4%	9%	10%	7%	9%	7%
Fairly satisfied (Ratings of 6 and 7)	27%	34%	32%	31%	32%	22%	19%	30%	24%
Very satisfied (Ratings of 8 to 10)	62%	54%	52%	63%	58%	65%	71%	58%	65%
Average out of 10	7.8	7.9	7.2	7.8	7.5	7.7	8.1	7.6	7.9

5. Communications

Nearly two-thirds (64%) of Pointe-Claire residents visited their city's Web site in the past six months.

The vast majority of them (90%) were satisfied with the Web site.

5.2 Pointe-Claire Web Site

Next, Pointe-Claire residents were asked to rate their satisfaction with their city's Web site. Responses revealed in the first place that 64% of residents had visited the site—a significantly lower percentage than the Leger benchmark (80%) for Quebec cities with a population of 25,000 to 49,999.

The following sub-groups visited the City's Web site in significantly greater numbers:

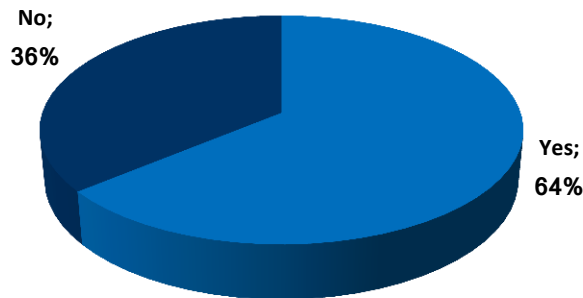
- Residents aged 35 to 44 (85%);
- Residents with children under 18 years of age in their household (80%, compared to 58% of residents without children under 18 in their household);
- Residents of Northview (74%);
- Residents who have lived in Pointe-Claire for 10 years or less (73%);
- Residents with a university education (73%); and
- Homeowners (67%, compared to 40% of renters).

Among residents who visited the Web site, 54% said they were very satisfied with it, 36% were satisfied and 10% were somewhat dissatisfied or not at all satisfied, for an average satisfaction rating of 7.5 out of 10. This fairly high satisfaction rating was also shared by all visitors to the site.

➤ This result is equal to the rating obtained for Quebec cities with a population of 25,000 to 49,999 (Leger benchmark: 7.5 out of 10).

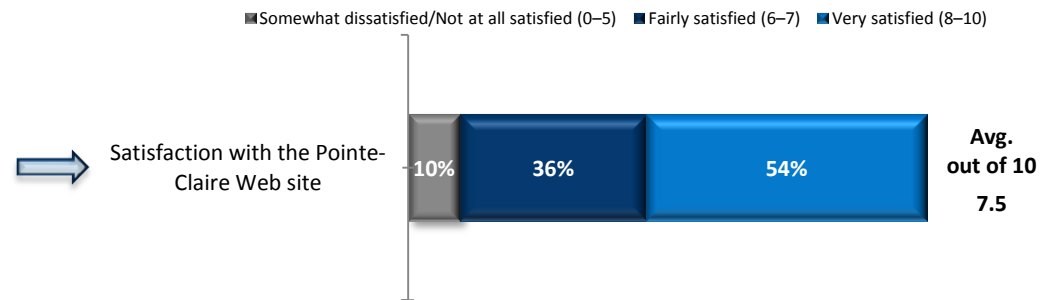
Have you visited your city's Web site in the past six months?

Base: All respondents (n=1,000)



What is your level of satisfaction with your city's Web site on a scale of 0 to 10?

Base: Residents who had visited the Pointe-Claire Web site in the Past six months (n=613)



5. Communications

Pointe-Claire residents prefer to receive news about what's going on in the municipality through publications distributed door-to-door.

5.3 Residents' Preferred Means of Communication

Next, we evaluated residents' preferred means of communication for receiving news about what's going on in the municipality. Respondents were given three options to choose from. It should be noted at the outset that 96% of respondents chose a means of communication, while 3% said they were not interested in being contacted by their city about municipality news, regardless of the means.

Of the proposed means of communication, the option of publications distributed door-to-door was the most popular (50%) among Pointe-Claire residents, followed by newsletters sent by e-mail (39%). Social media was preferred by a small minority of residents (7%).

These preferences varied somewhat by sociodemographic variable. For example, a newsletter sent by e-mail was preferred by Lakeside residents (49%), residents aged 18 to 24 (34%) and 35 to 44 (53%), and by parents (51%). Senior citizens, on the other hand, were slightly more inclined (63%) to prefer publications distributed door-to-door.

How would you prefer to be contacted by your city for news on what's going on in your municipality?															
Base: All respondents	Total (n=1,000)	Cedar/Le Village (n=125)	Lakeside (n=125)	Valois (n=125)	Cedar Park Heights (n=125)	Lakeside Heights (n=125)	Seigniory (n=125)	North-view (n=125)	Oneida (n=125)	Age 18–24 (n=85)	Age 25–34 (n=65)	Age 35–44 (n=80)	Age 45–54 (n=180)	Age 55–64 (n=247)	Age 65 and up (n=342)
TOTAL – at least one means of communication	96%	94%	96%	95%	100%	96%	96%	94%	95%	88%	97%	97%	96%	97%	97%
Publications distributed door-to-door	50%	46%	38%	50%	59%	48%	57%	52%	48%	33%	50%	39%	48%	53%	63%
Newsletters sent by e-mail	39%	41%	49%	40%	36%	41%	32%	37%	40%	34%	33%	53%	42%	42%	33%
Social media, such as Facebook, Twitter, etc.	7%	7%	9%	4%	6%	7%	8%	5%	6%	21%	14%	5%	6%	2%	1%
Not interested in being contacted	3%	4%	3%	2%	0%	2%	2%	3%	4%	9%	3%	0%	2%	2%	2%

5. Communications

Two out of three residents (66%) are interested in using the city's computerized systems.

5.4 Interest in Using the City's Computerized Systems

The last question in this section concerned residents' interest in using computerized systems to pay bills or to follow up on various requests submitted to the City. Overall, two out of three residents said they were interested (66%), while 31% said they were not and 3% preferred not to answer.

The following sub-groups showed a higher degree of interest:

- Residents aged 35 to 44 (85%), 45 to 54 (75%) and 55 to 64 (72%);
- Residents who have lived in Pointe-Claire for less than 10 years (79%);
- Homeowners (68%);
- Parents (81%);
- Residents with a university degree (73%); and
- Residents whose annual family income is greater than \$100,000 (84%).

In contrast, residents aged 65 and up (54%), renters (42%) and residents whose annual family income is less than \$40,000 (53%) showed less interest in this service.

There was no statistically significant difference between districts of residence.

Would you be interested in using computerized systems to pay bills or to follow up on various requests submitted to the City?									
Base: All respondents	Total (n=1,000)	Age 18–24 (n=85)	Age 25–34 (n=65)	Age 35–44 (n=80)	Age 45–54 (n=180)	Age 55–64 (n=247)	Age 65 and up (n=342)	Male (n=416)	Female (n=584)
Yes	66%	67%	67%	85%	75%	72%	43%	69%	63%
No	31%	22%	30%	14%	22%	26%	54%	27%	34%
Don't know/Prefer not to answer	3%	12%	3%	1%	3%	2%	3%	4%	3%

6. Municipal Administration

6. Municipal Administration

Overall, 45% of Pointe-Claire residents contacted City staff in the past 12 months...

6.1 Contact with City Staff

Over the past 12 months, 45% of residents contacted their City staff by phone (30%), in person (20%) or by e-mail (11%), and the following sub-groups did so in significantly greater proportions:

- Residents of Cedar/Le Village (58%);
- Residents who have lived in Pointe-Claire for more than 30 years (52%); and
- Homeowners (49%, compared to 18% of renters).

Over the past twelve (12) months, have you contacted your City staff by phone, in person or by e-mail?									
Base: All respondents	Total (n=1,000)	Cedar/Le Village (n=125)	Lakeside (n=125)	Valois (n=125)	Cedar Park Heights (n=125)	Lakeside Heights (n=125)	Seignior (n=125)	North- view (n=125)	Oneida (n=125)
TOTAL Yes	45%	58%	49%	43%	42%	50%	34%	44%	45%
Yes, by phone	30%	35%	35%	32%	27%	34%	23%	28%	28%
Yes, in person	20%	28%	20%	17%	17%	20%	15%	23%	23%
Yes, by e-mail	11%	17%	8%	13%	7%	12%	9%	11%	14%
No	55%	42%	51%	57%	58%	50%	66%	56%	55%

6. Municipal Administration

...and those who did were very satisfied with their experience with their municipality (average satisfaction rating of 8.0 out of 10).

6.2 Residents' Satisfaction with their General Experience with the City

Next, residents who had contacted City staff in the past 12 months (45% of all respondents) were asked how satisfied they were with their experience with their city. Overall, 91% said they were satisfied, including 70% who were very satisfied, for an average satisfaction rating of 8.0 out of 10.

➤ This rating surpasses the Leger benchmark of 7.6 out of 10 for comparable-sized cities.

It was noted that residents aged 65 and up (average satisfaction rating of 8.3 out of 10) and women (8.2) were, on average, slightly more satisfied with their customer experience with the City of Pointe-Claire.

In contrast, slightly lower satisfaction ratings were given by Cedar/Le Village residents (7.5 out of 10), men (7.8) and residents who have lived in Pointe-Claire for less than 10 years (7.7); however, these ratings were still quite high.

When you think of your EXPERIENCE with your city in general, what is your level of satisfaction on a scale of 0 to 10?									
Base: Respondents who had contacted City staff	Total (n=463)	Cedar/Le Village (n=72)	Lakeside (n=61)	Valois (n=56)	Cedar Park Heights (n=55)	Lakeside Heights (n=65)	Seigniory (n=43)	Northview (n=56)	Oneida (n=55)
Somewhat dissatisfied or Not at all satisfied (Ratings of 0 to 5)	8%	11%	7%	6%	8%	1%	17%	7%	6%
Fairly satisfied (Ratings of 6 and 7)	21%	26%	17%	11%	25%	29%	13%	22%	26%
Very satisfied (Ratings of 8 to 10)	70%	61%	76%	82%	68%	70%	67%	71%	68%
Average out of 10	8.0	7.5	8.2	8.4	7.9	8.3	7.8	8.2	8.1

7. Residents' Valuation of Services Offered

7. Residents' Valuation of Services Offered

When considering the taxes they pay and the municipal services they receive, 88% of homeowners say they get good value for their money.

7.1 Perception of Value for Money

When considering the taxes they pay to the City of Pointe-Claire and the municipal services they receive, 88% of homeowners say they get good (33%) or somewhat good (55%) value for their money.

- These results are much higher than the results obtained in other similar-sized Quebec cities (Leger benchmark: 76% for the "good value for money" total).

This perception is generally shared by homeowners across all eight districts. Note that, although a slightly higher percentage (13%) of Cedar/Le Village residents say they get somewhat poor value for their money, this is still only a small minority.

No statistically significant difference of relevance was found based on age, gender or length of residence in Pointe-Claire.

Considering the municipal services offered by your city and the municipal taxes that you pay, would you say you get...?									
Base: Homeowners	Total (n=871)	Cedar/Le Village (n=101)	Lakeside (n=109)	Valois (n=115)	Cedar Park Heights (n=106)	Lakeside Heights (n=104)	Seigniory (n=109)	Northview (n=112)	Oneida (n=115)
TOTAL Good value for your money	88%	84%	89%	89%	89%	85%	89%	86%	90%
...good value for your money	33%	21%	35%	35%	37%	37%	24%	42%	34%
...somewhat good value for your money	55%	62%	54%	54%	52%	48%	65%	43%	56%
TOTAL Poor value for your money	8%	13%	7%	3%	7%	10%	9%	6%	6%
...somewhat poor value for your money	6%	10%	6%	3%	6%	8%	7%	4%	4%
...very poor value for your money	2%	3%	1%	0%	1%	2%	2%	2%	1%

7. Residents' Valuation of Services Offered

Pointe-Claire residents are divided in their opinions of the STM's public transit service.

7.2 Satisfaction with the Société de Transport de Montréal's Public Transit Service

As part of this survey, we also evaluated Pointe-Claire residents' satisfaction with the Société de transport de Montréal's public transit service. Among respondents, 28% said they are very satisfied; 31% are fairly satisfied; and 20% are somewhat dissatisfied or not at all satisfied, while 21% preferred not to answer this question. These results translate to an average satisfaction rating of 6.6 out of 10.

- This satisfaction rating for the STM's public transit service* is higher than the rating obtained for similar-sized cities (population of 25,000 to 49,999) (Leger benchmark: 5.8 out of 10).

Levels of satisfaction are similar across sub-groups of Pointe-Claire residents: no statistically significant difference of relevance was found based on sociodemographic variables.

- 👉 We can deduce that the 21% of residents who did not respond to this question do not use the STM's public transit service. The respondents who did answer (79% of all respondents) rated this service as follows: 35% said they were very satisfied; 39% were satisfied; and 25% were somewhat dissatisfied or not at all satisfied.

On a scale of 0 to 10 points, how would you rate your level of satisfaction with the Société de Transport de Montréal's public transit service?									
Base: All respondents	Total (n=1,000)	Cedar/Le Village (n=125)	Lakeside (n=125)	Valois (n=125)	Cedar Park Heights (n=125)	Lakeside Heights (n=125)	Seigniori (n=125)	Northview (n=125)	Oneida (n=125)
Somewhat dissatisfied or Not at all satisfied (Ratings of 0 to 5)	20%	21%	23%	20%	21%	15%	16%	22%	24%
Fairly satisfied (Ratings of 6 and 7)	31%	29%	27%	35%	32%	33%	28%	29%	38%
Very satisfied (Ratings of 8 to 10)	28%	32%	30%	29%	27%	32%	27%	25%	22%
Average out of 10	6.6	6.7	6.6	6.6	6.5	6.8	6.7	6.4	6.3
Don't know/Prefer not to answer	21%	18%	19%	17%	20%	21%	29%	25%	16%

7. Residents' Valuation of Services Offered

Pointe-Claire residents are satisfied with the City's current commercial offer.

7.3 Satisfaction with the City's Commercial Offer

Next, Pointe-Claire residents were asked to indicate their level of satisfaction with their city's commercial offer, meaning all of the businesses, shops and stores in Pointe-Claire. Overall, 93% of residents said they were very satisfied (68%) or fairly satisfied (25%) with their city's commercial offer, while a small minority (5%) said they were somewhat dissatisfied or not at all satisfied. These results translate to an average satisfaction rating of 8.0 out of 10, which is vastly greater than the ratings generally given by residents of similar-sized Quebec cities (Leger benchmark: 6.7).

The average satisfaction rating is significantly higher in the following sub-groups:

- Residents of Cedar Park Heights (8.4 out of 10), Signiory and Northview (8.3 for both districts);
- Residents aged 18 to 24 (8.4 out of 10);
- Women (8.1); and
- Non-parents (8.1).

In contrast, although the following sub-groups are still satisfied, they showed slightly lower average satisfaction ratings:

- Residents of Cedar/Le Village (7.6 out of 10);
- Men (7.9); and
- Parents (7.8).

On a scale of 0 to 10, what is your level of satisfaction with your city's COMMERCIAL OFFER, that is, all of its businesses, shops and stores?

Basis: All respondents	Total (n=1,000)	Cedar/Le Village (n=125)	Lakeside (n=125)	Valois (n=125)	Cedar Park Heights (n=125)	Lakeside Heights (n=125)	Signiory (n=125)	Northview (n=125)	Oneida (n=125)	Male (n=416)	Female (n=584)
Somewhat dissatisfied or Not at all satisfied (Ratings of 0 to 5)	5%	10%	5%	5%	2%	7%	4%	2%	4%	5%	5%
Fairly satisfied (Ratings of 6 and 7)	25%	28%	26%	32%	20%	24%	20%	24%	25%	29%	21%
Very satisfied (Ratings of 8 to 10)	68%	59%	65%	61%	75%	66%	73%	74%	69%	63%	71%
Average out of 10	8.0	7.6	7.9	7.8	8.4	7.9	8.3	8.3	8.2	7.9	8.1

7. Residents' Valuation of Services Offered

Virtually all
Pointe-Claire
residents say their city
is a great place to live.

7.4 Residents' Interest in and Perceptions of the City

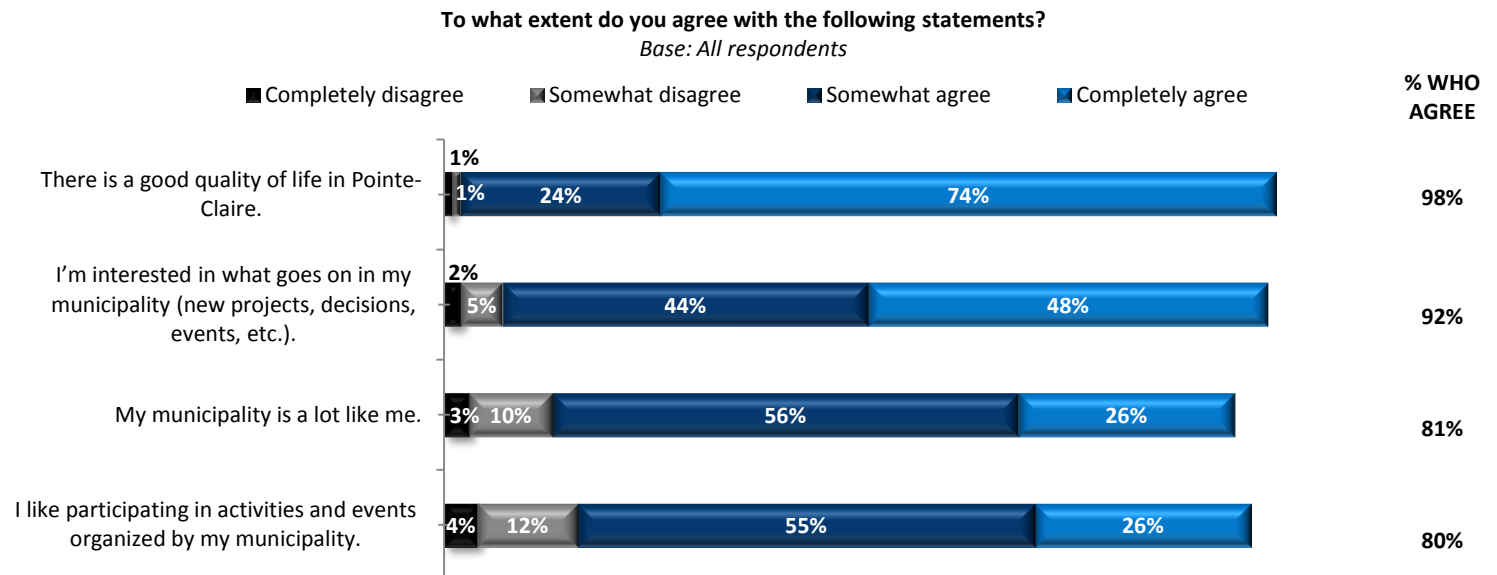
The next question was designed to evaluate Pointe-Claire residents' interest and perception from various angles. Residents were presented with four statements and asked to indicate their level of agreement with these statements on a scale of 1 to 4.

In the first place, virtually all Pointe-Claire residents (98%) agree there is good quality of life in Pointe-Claire. It is worth noting that this opinion is shared across all residents; no statistically significant difference was found based on sociodemographic variables.

Residents are highly interested in what goes on in their municipality, in terms of new projects, decisions, events and so on: 92% said they completely agree (48%) or somewhat agree (44%) with this statement. In light of the sociodemographic variables, we can see that residents of Lakeside (97%) and women (94%) express an even greater level of interest.

Next, as illustrated in the chart below, 81% of residents said they agree with the statement that their municipality is a lot like them, with parents agreeing in an even higher proportion (86%).

Finally, 80% like participating in activities and events organized by the City; this is especially true for residents aged 18 to 24 (90%), 35 to 44 (90%), women (83%) and parents (91%).



7. Residents' Valuation of Services Offered

More than two-thirds (68%) of Pointe-Claire residents are ambassadors and a tiny minority (6%) are detractors.

7.5 Likelihood of Recommending Pointe-Claire as a Place to Live

Next, we wanted to find out whether Pointe-Claire residents are good ambassadors for their municipality. So we asked them to rate, on a scale of 1 to 10, how likely they are to recommend living in Pointe-Claire to non-residents. The average rating was 8.9 out of 10, which is higher than the rating obtained for other similar-sized Québec cities (Leger benchmark: 8.1 out of 10).

The probability of recommending living in Pointe-Claire to a friend varied little across sociodemographic variables. However, it did differ slightly according to age. There is a significantly higher percentage of ambassadors among residents aged 65 and up (74%), and a slightly higher percentage of detractors among residents aged 25 to 34 (14%).

On a scale of 1 to 10, where 1 means "not at all likely" and 10 means "extremely likely," how likely are you to recommend living in Pointe-Claire to your friends?		
Base: All respondents	Total (n=1,000)	Leger Benchmark: Quebec cities with a population of 25,000 to 49,999
Detractors: Not very likely or Not at all likely (ratings of 1 to 6)	6%	17%
Passive residents: Somewhat likely (ratings of 7 to 8)	25%	27%
Ambassadors: Very likely (ratings of 9 to 10)	68%	53%
Net Promoter Score (NPS)* [ambassadors – detractors]	62%	36%
Average rating out of 10	8.9	8.1

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