

## Results summary

To guide the development of its strategic plan, the City of Dieppe wanted to obtain the opinions of its residents on various topics related to the municipality. To do this, Corporate Research Associates Inc. (CRA) was mandated to conduct a citizen survey. The purpose of the research was to get the pulse of the public's opinion on various current topics, as well as an update of the views on certain topics addressed as part of the previous survey of public opinion carried out in 2011 and 2014. To meet the objectives of the study, 402 telephone interviews were conducted between November 16 and December 5, 2017, with adults (18 years of age or older) living in Dieppe.

The results of the survey conducted among Dieppe residents in the fall of 2017 continue to highlight the high level of resident satisfaction with their city. In fact, their feeling of community and pride remains high, and the quality of life in Dieppe is increasingly recognized. This pride is also demonstrated by the higher proportion of residents who would tout the merits of the City of Dieppe to someone who wanted to settle in New Brunswick compared to the previous survey. This could explain the higher number of residents who volunteered over the past year.

It is also important to note that the perception of the quality of life in Dieppe has improved compared to three years ago. Dieppe continues to be viewed as a safe, welcoming city for families, with many leisure opportunities. The results show that the city's arts and culture resources would benefit from being better known.

Economic growth and business development suggest that Dieppe has a promising future. That being said, although Dieppe is increasingly seen as a healthy community with sound finances, the municipality would do well to continue its efforts to improve public opinion in this regard. Also, in terms of municipal services received, the price-performance ratio in relation to municipal taxes continues to be described as "good," while a minority of citizens describe it as "excellent." Given this cautious optimism, it is not surprising that, once again, the overall satisfaction level with respect to municipal programs and services continues to be moderately positive.

In terms of municipal issues that the municipality is currently studying, the architectural quality of buildings is the highest priority, followed by population growth to ensure sustained economic prosperity in the long term. Moreover, two thirds of people believe that the City of Dieppe should do more to help newcomers get settled. Enlarging the Dieppe Market has also captured the attention of residents and the results of the study show some interest in opening the market during the week. Residents are generally more open than they were in 2014 to the idea of changing their habits to combat climate change. Two thirds of residents believe that the City should eliminate the use of plastic bags at retailers. Public opinion has also improved regarding the City of Dieppe's environmental efforts, although the positive feeling from the public remains moderate.

The number of people living outside of the downtown area increased this year and now represents the majority of residents. Traffic and the lack of affordable housing are the reasons most frequently given to explain their choice. Proximity to services, retailers and cultural activities, and better housing options would encourage many residents to move to a neighbourhood near Place 1604.

However, it is important to note that public opinion regarding traffic has improved in the past three years, and the majority of residents believe the municipality has taken adequate steps. Nonetheless, traffic and road repairs remain among the local issues considered as most requiring attention, although to a lesser extent than in 2014. In terms of ways to reduce traffic, the study shows that residents have little interest in using alternatives to driving their car, such as car-pooling, busing, walking or cycling, to get to work. Also, there were mixed feelings among residents as to whether the bus system could meet their needs.

Lastly, the public feels generally well informed about the City of Dieppe's activities, although to a lesser degree than in 2014. Residents make good use of available communication tools, particularly the City of Dieppe website and social networks. The city's website is the main source of information, closely followed by the DieppeMag, which is, however, less widely read than in 2014. Other methods of communication are still used by at least one person in ten, which suggests that the municipality's multi-channel communication approach is effective. Residents continue to express a favourable opinion regarding staff and services offered at City Hall, and opinion was improved in terms of response time, responsible decision-making and quality of services. In conclusion, the findings of the study show that, overall, the City of Dieppe continues to meet the expectations of its residents.