



Ipsos Reid

# 2013 Citizen Satisfaction Syndicated Survey

City of Courtenay



July 2013

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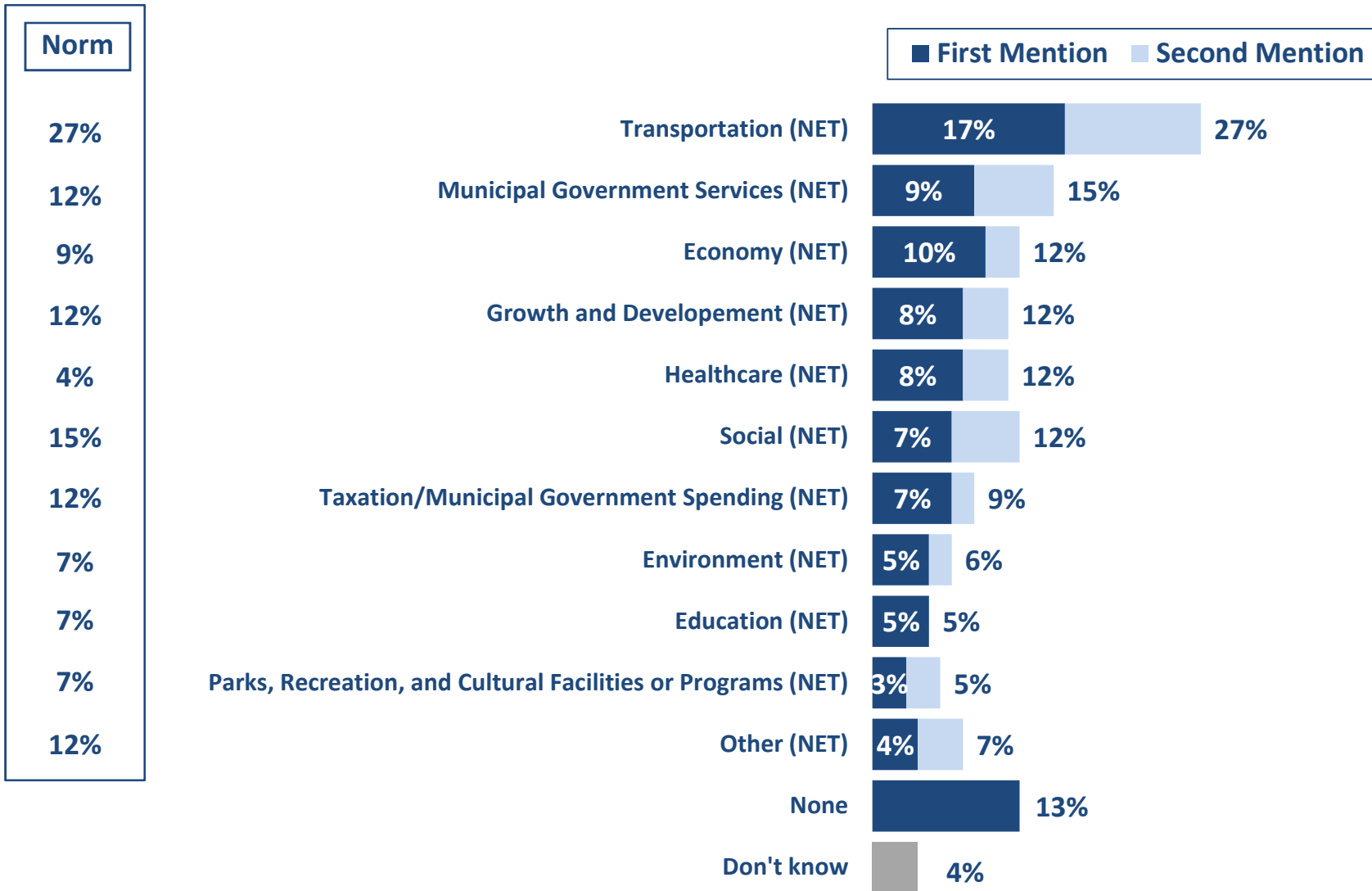
## Methodology

- 300 telephone interviews conducted with a randomly selected representative sample of Courtenay residents aged 18 years or older.
- Interviews conducted between May 16 and June 9, 2013.
- Final data was weighted to ensure the age/gender distribution reflects that of the actual population in Courtenay according to the most recent Census data.
- Overall results are accurate to within  $\pm 5.7$  percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Where comparable, the City of Courtenay's results have been compared to Ipsos Reid's database of BC municipal norms to provide additional context, insight, and benchmarks.

# Issue Agenda



# Top-of-Mind Community Issues



Q1. In your view, as a resident of The City of Courtenay, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: All respondents (n=300)



## Top-of-Mind Community Issues (cont'd)

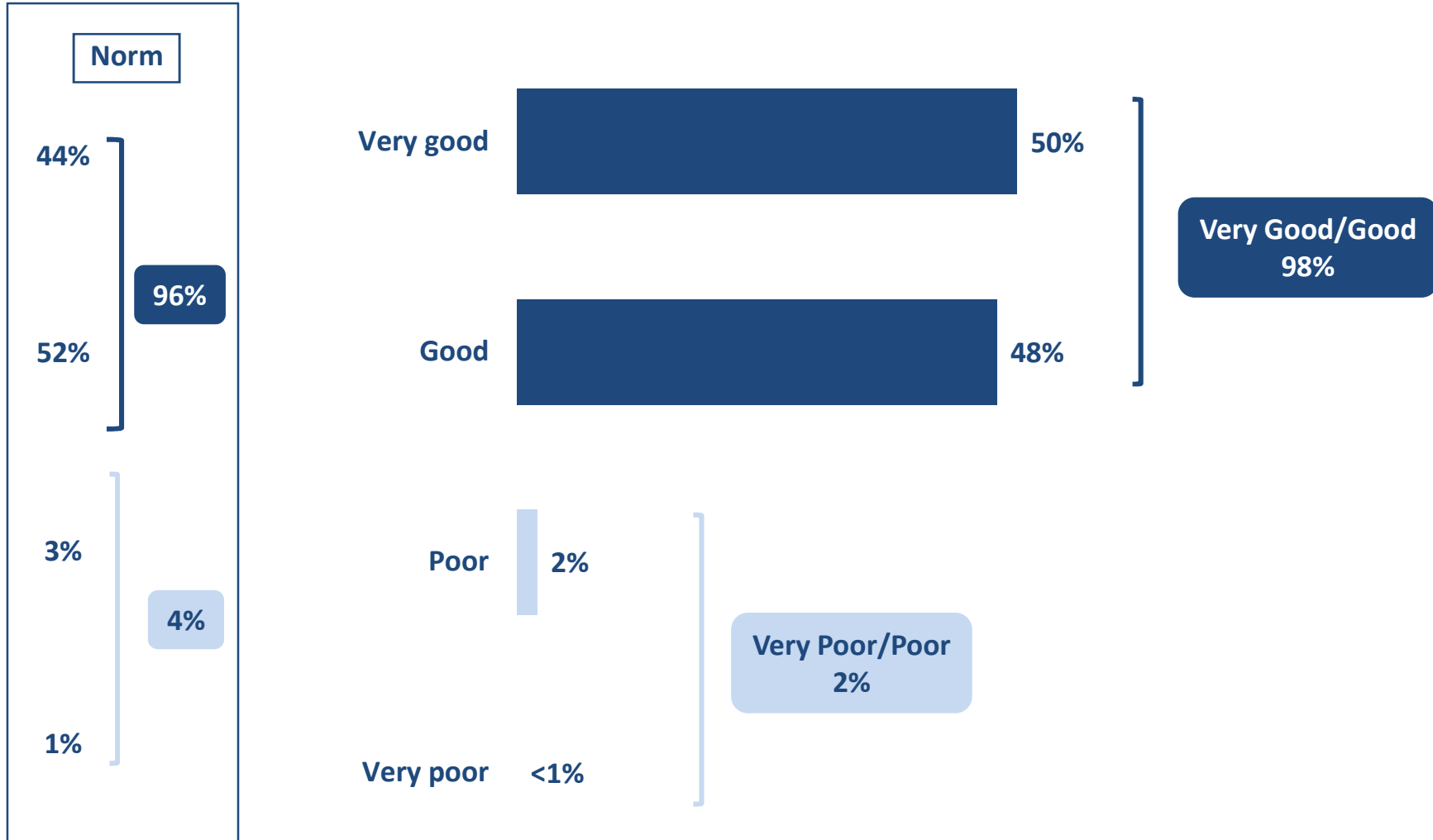
Top mentions included under the leading top-of-mind community issues:

- Transportation (27% of total mentions)
  - Transportation (general) 7%*
  - Traffic congestion 6%*
  - Roads/ streets 5%*
  
- Municipal Government Services (15% of total mentions)
  - Water management/ water meters 5%*
  - Infrastructure (maintain/upgrade) 4%*
  - Garbage and Recycling services 2%*

# Quality of Life



# Overall Quality of Life

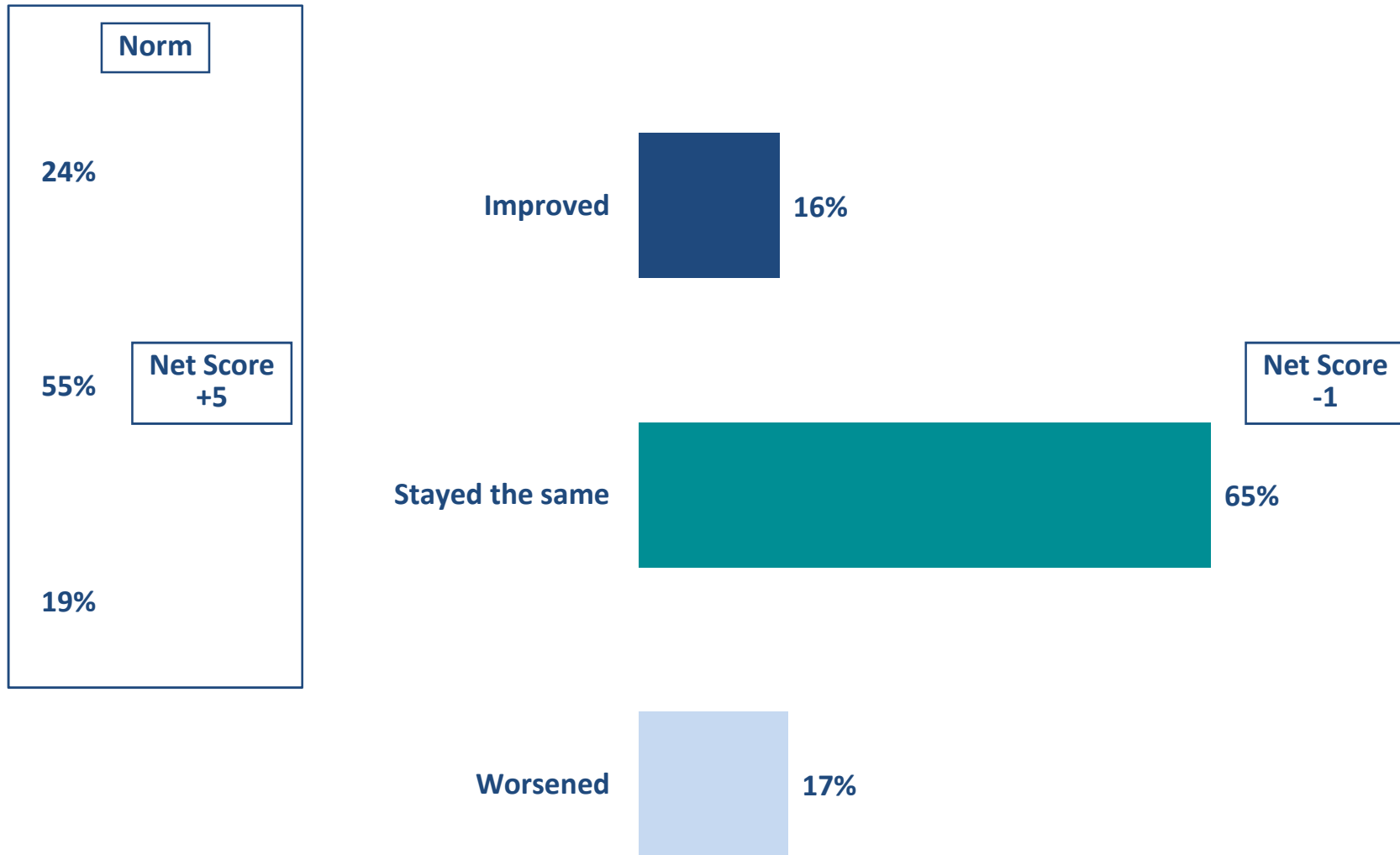


Q2. How would you rate the overall quality of life in the City of Courtenay today?

Base: All respondents (n=300)



## Change in Quality of Life Past Three Years



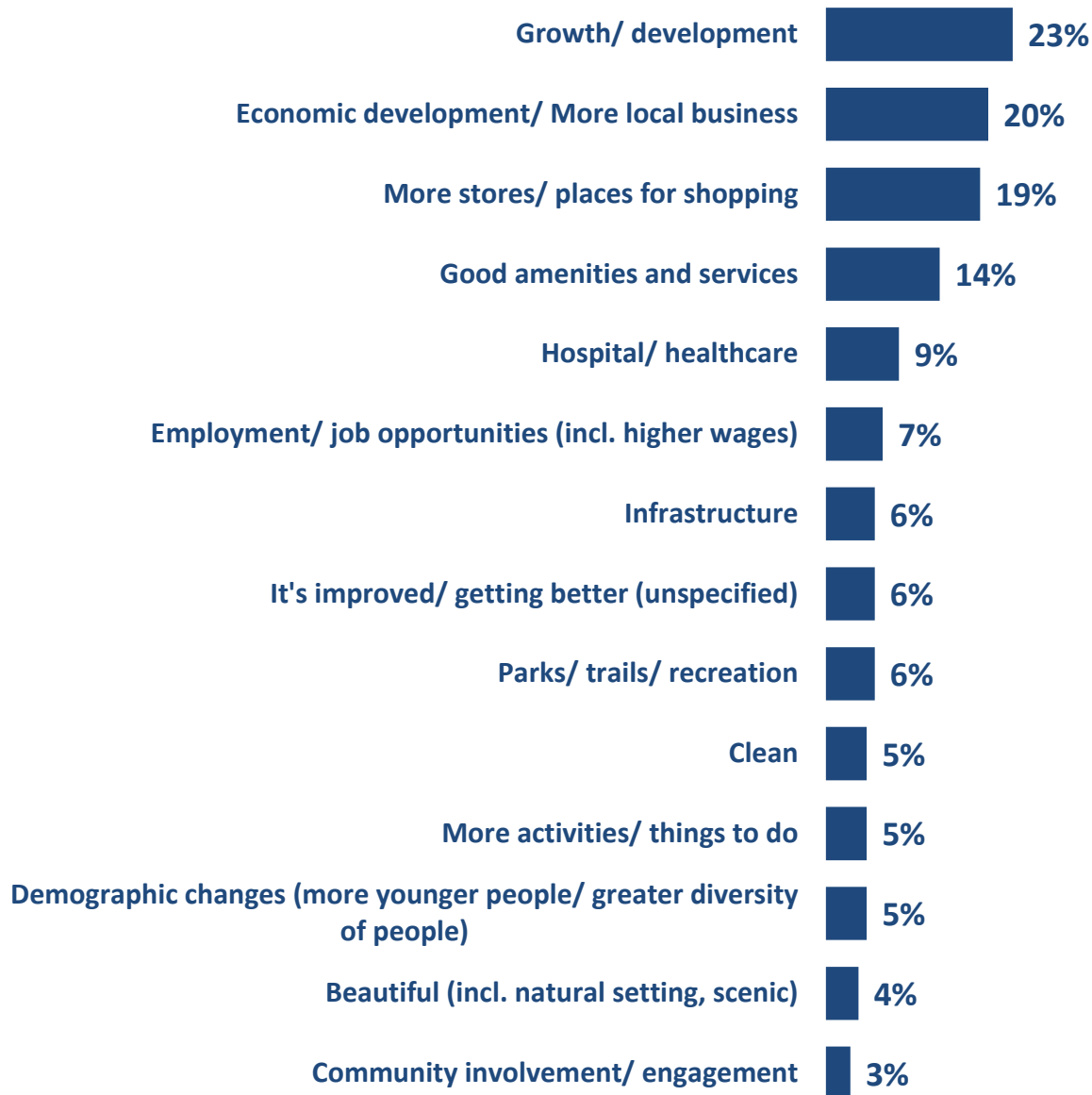
Q3. And, do you feel that the quality of life in the City of Courtenay in the past three years has...

Base: All respondents (n=300)





## Reasons why Quality of Life has Improved



*Note: only mentions of 3% or more are shown.*

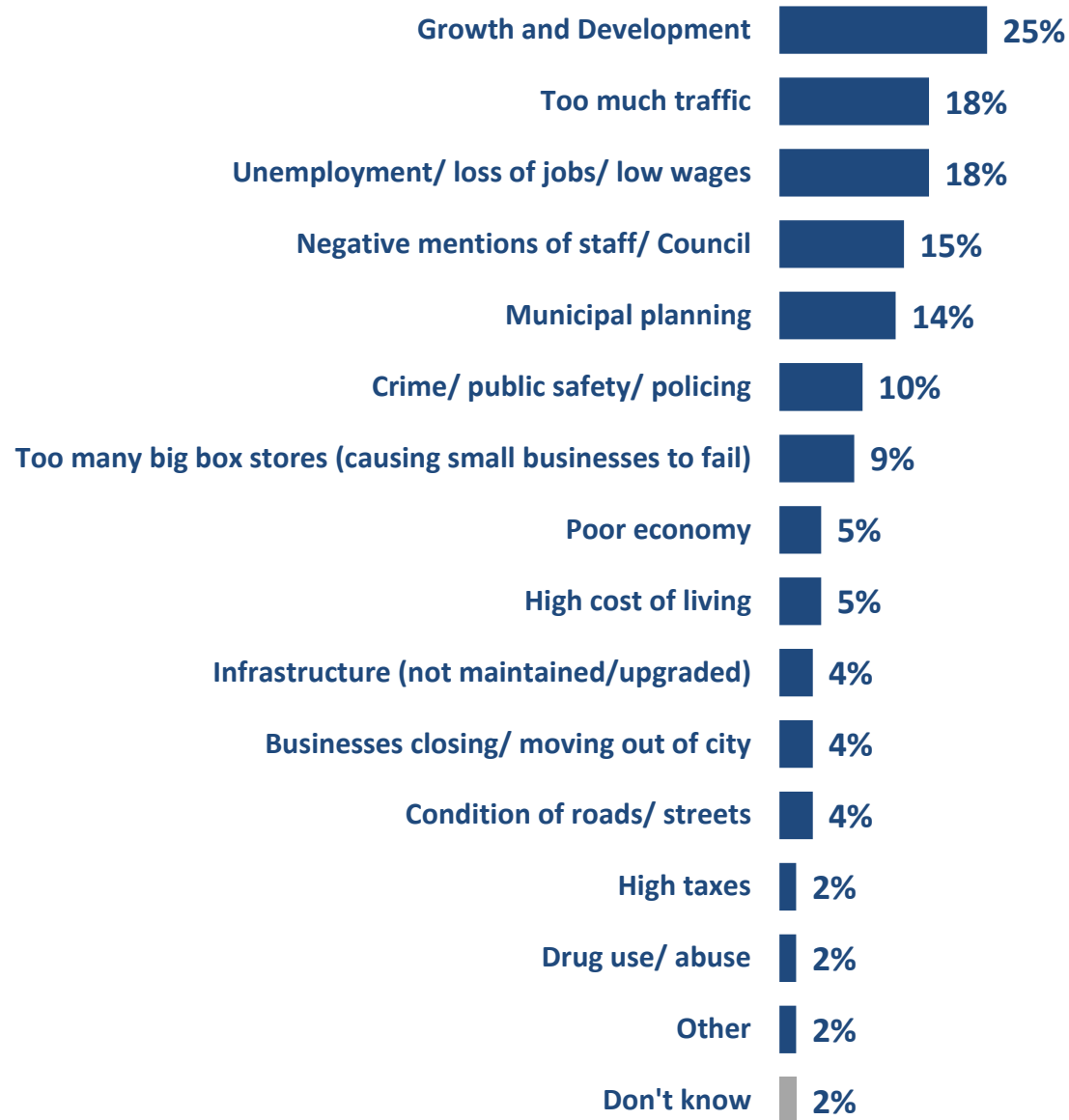
*\*Small base size, interpret with caution.*

Q4. Why do you think the quality of life has improved?

Base: Quality has improved (n=48)\*



## Reasons why Quality of Life has Worsened



*\*Small base size, interpret with caution.*

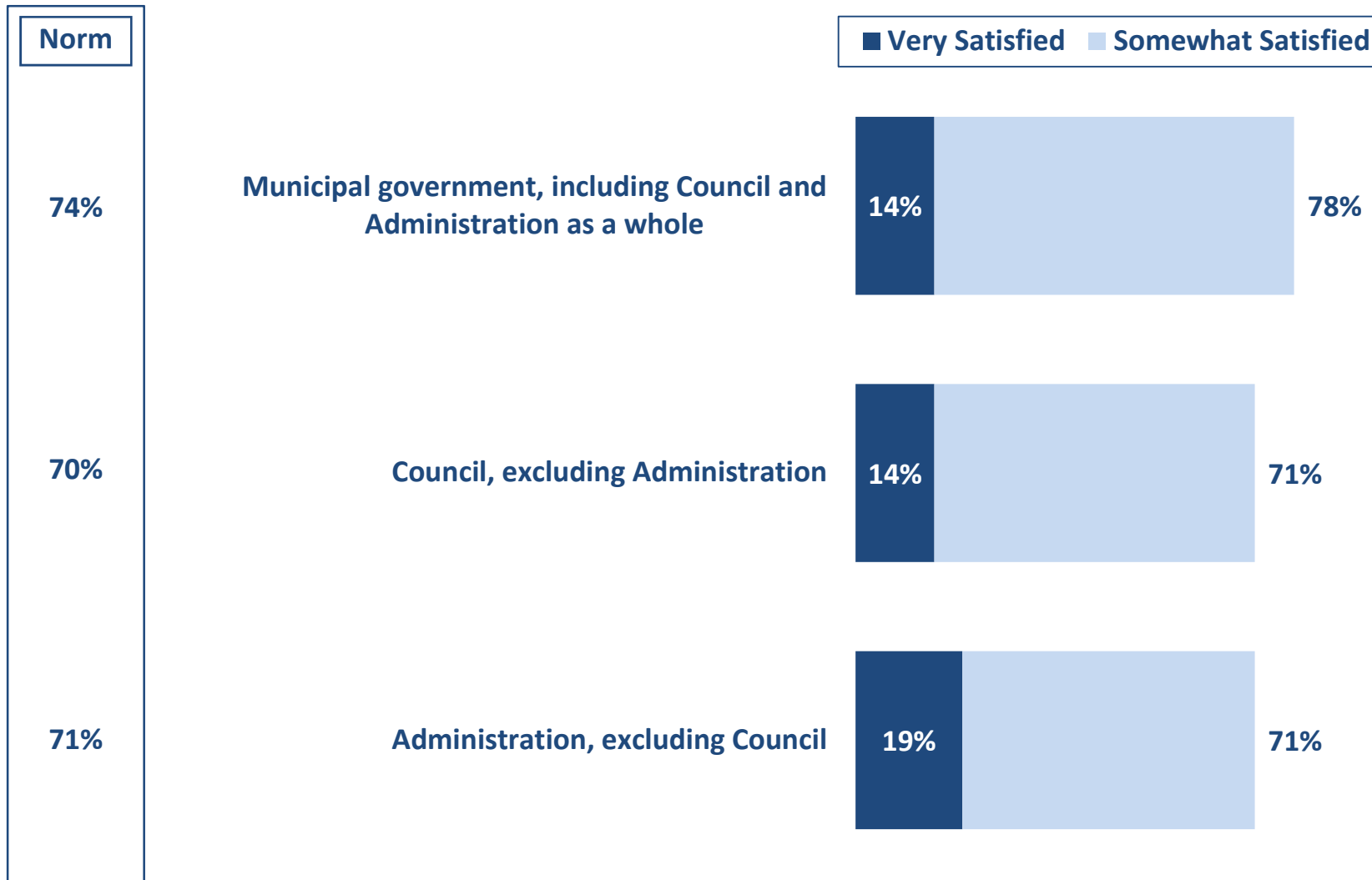
Q5. Why do you think the quality of life has worsened?

Base: Quality has worsened (n=50)\*

# Perceptions of Staff and Council



## Satisfaction with Municipal Operations



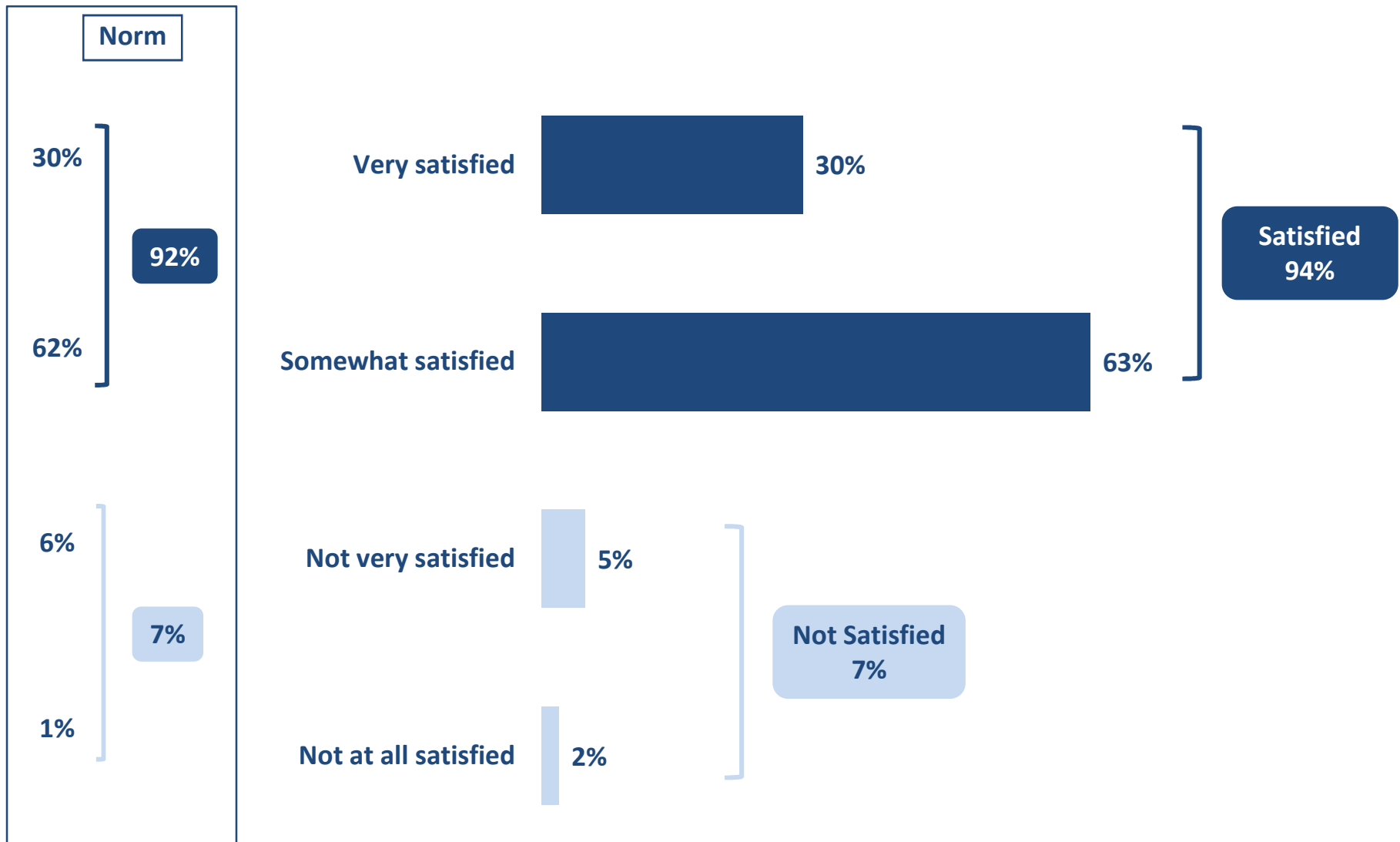
Q6. Taking everything into account, how satisfied are you with the way the City of Courtenay...is going about running the community? Are you very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

Base: All respondents (n=300)

# Satisfaction with Services



## Overall Satisfaction with Level and Quality of City Services

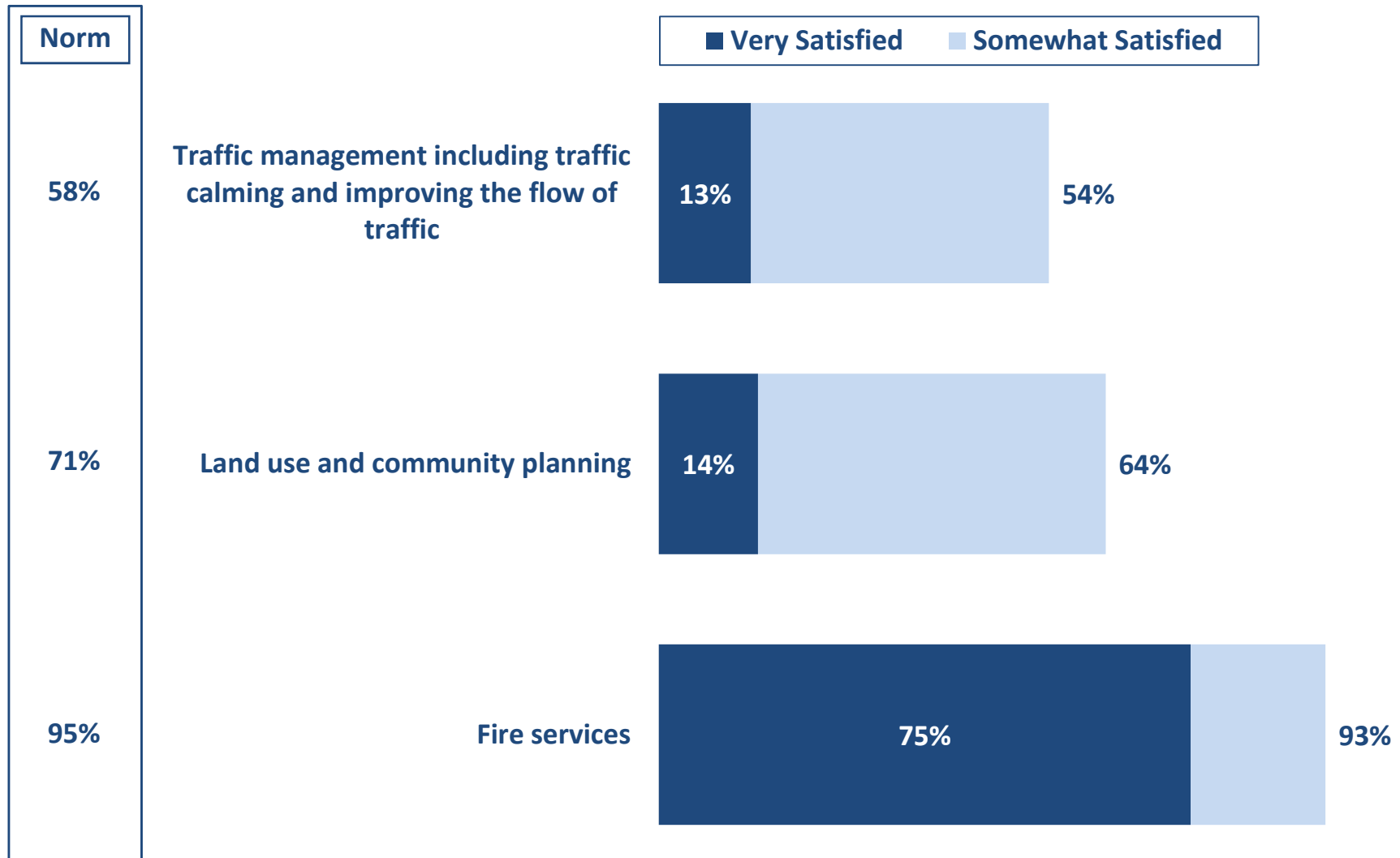


Q7. Please tell me how satisfied you are with each of the following services provided by the City of Courtenay. The first one is the overall level and quality of services provided by the City of Courtenay. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents (n=300)



## Satisfaction with Specific City Services



Q7. Please tell me how satisfied you are with each of the following services provided by the City of Courtenay. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

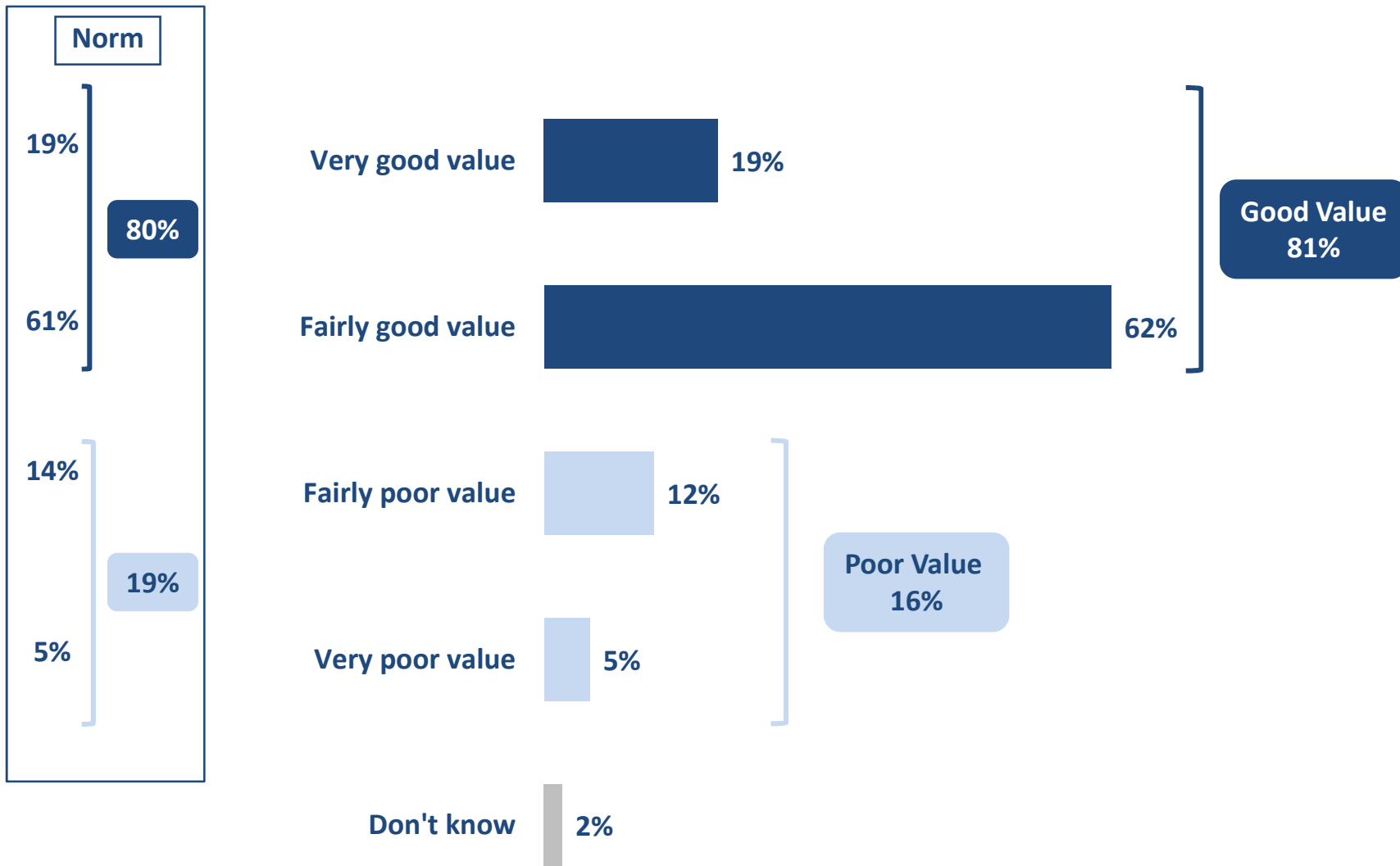
Base: All respondents (n=300)

# Financial Planning





## Value for Taxes

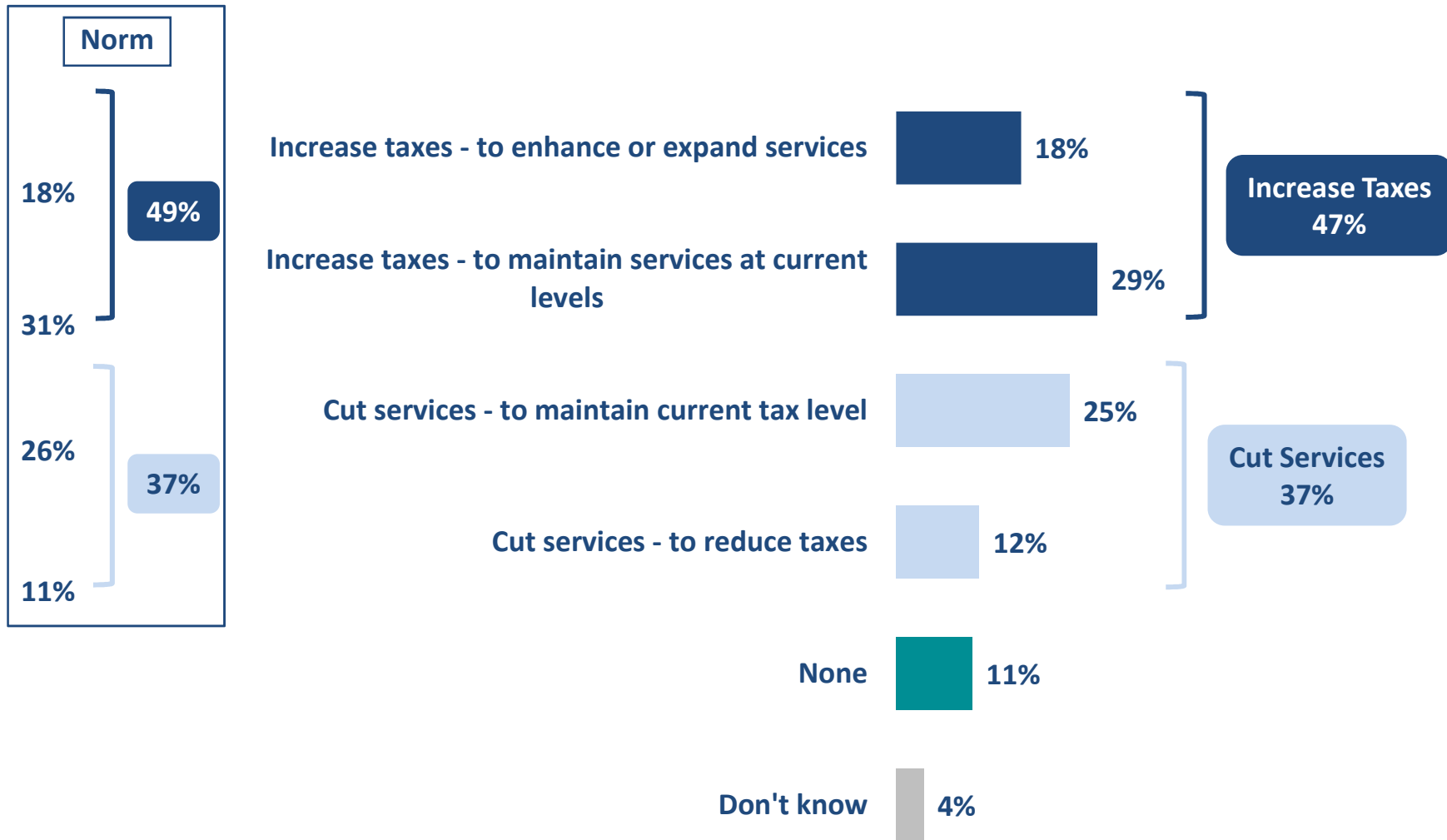


Q8. Thinking about all the programs and services you receive from the City of Courtenay, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

Base: All respondents (n=300)



## Balancing Taxation and Service Delivery Levels



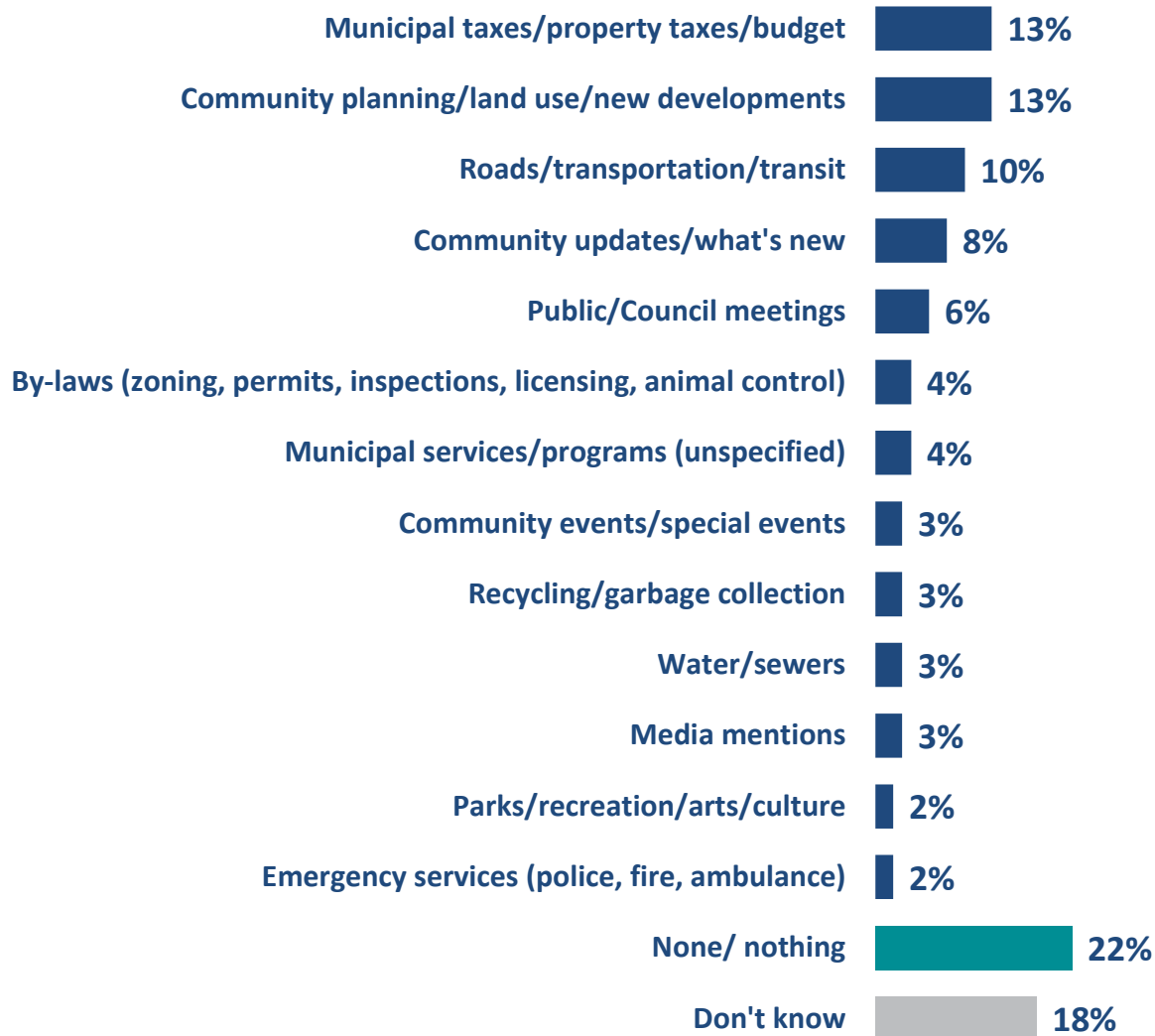
Q9. Municipal property taxes are the primary way to pay for services provided by the City of Courtenay. Due to the increased cost of maintaining current service levels and infrastructure, the City of Courtenay must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Courtenay to pursue?

Base: All respondents (n=300)

# Communication



## Information Needs



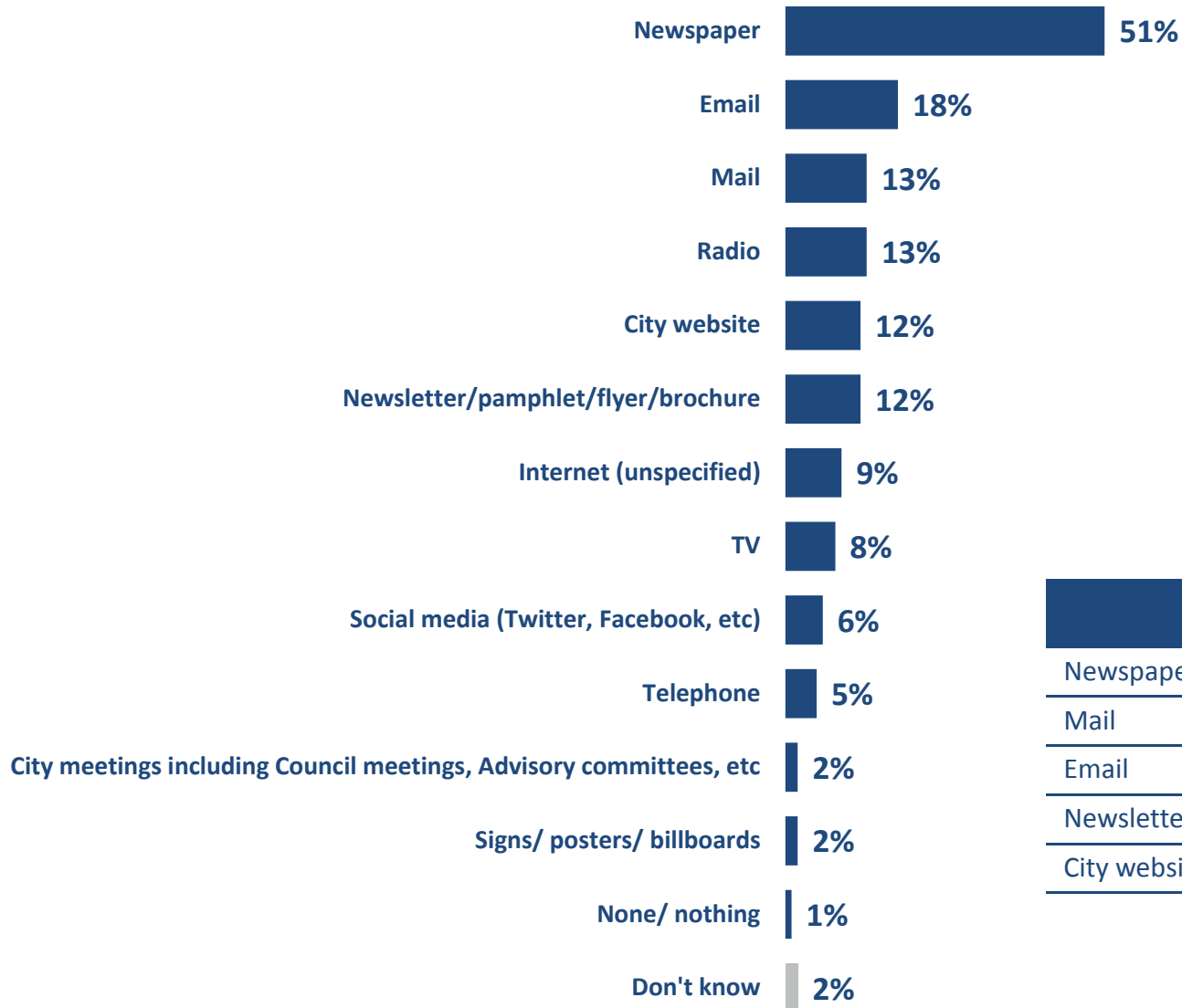
*Note: includes mentions of 2% or more.*

Q10. Thinking about your information needs, what kinds of information do you want the City of Courtenay to provide you with? Any others?

Base: All respondents (n=300)



# Preferred Methods of Communication



Norm Top Mentions	
Newspaper	36%
Mail	23%
Email	20%
Newsletter/pamphlet/flyer/brochure	12%
City website	12%

Q11. And what methods would be best for the City of Courtenay to communicate information to you? Any others?

Base: All respondents (n=300)

# Weighted Sample Characteristics



## Weighted Sample Characteristics

### Gender

Male	47%
Female	54%

### Age

18 to 24	8%
25 to 34	16%
35 to 44	12%
45 to 54	24%
55 to 64	15%
65 or older	25%

### Length of Residency

Less than 5 years	16%
5 to less than 10 years	21%
10 - 15	15%
16 - 20	16%
21 - 30	17%
31 - 40	7%
More than 40	9%

*Mean 17.4 years*

### Homeownership

Own	77%
Rent	21%

### Primary Tax Payer

Yes	90%
No	10%

### Children in Household Under 18

Yes	32%
No	68%



## Contact

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