



# Community Satisfaction Survey Presentation of Results

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Prepared by:  
**NRG Research Group**

Kim Scott, Research Consultant  
604-676-5641

Tim Chan, Vice President  
604-676-5652



Suite 1380-1100 Melville Street  
Vancouver, BC V6E 4A6

# Methodology

### Three Modes of Data Collection

1. Primarily conducted via telephone interviewing, using phone numbers geocoded to the District of Central Saanich.
2. If respondent was unable or unwilling to participate when reached by phone, also given the opportunity to participate through an online survey (directly emailed to respondent).
3. Also offered via an open link (advertised on the District's website and in the community newsletter sent with utility bills) in parallel with the telephone survey.

## Methodology – Data Collection

### Details of Data Collection

- Telephone interviewing conducted between December 1 and December 9, 2015. Online invitations were also sent during this period where requested.
- The parallel open link was launched on December 1 and kept active until the end of January 2016 to maximize participation.
- A total of 444 District of Central Saanich households were included in the final results:
  - 300 collected by telephone
  - 5 collected online through an email invitation
  - 139 collected online through the open link
- Based on the total population and sample size, the maximum margin of error for the total sample is  $\pm 4.6\%$ , 19 times out of 20.
- Potential participants were ineligible for the study if:
  - They do not reside in the District of Central Saanich (defined as including Saanichton, Brentwood Bay, and the Tsartlip and Tsawout First Nations reserves).
  - A member of the household works for the District of Central Saanich (including the Mayor and Council members), or in the fields of marketing research or media.

### Demographics

- Respondents are more likely to be women (52%) than men (44%) with 4% choosing not to identify their gender.
- 42% are aged 65 or older; 37% are aged 45-64; and 17% are under the age of 45.
- Most are long-term residents of the District of Central Saanich:
  - 27% have lived in the District for thirty or more years
  - 20% have lived in the District for twenty to thirty years
  - 28% have lived in the District for ten to twenty years
  - 23% are relatively new to the District, with fewer than ten years in residence
- Nearly all (92%) are homeowners; only 7% rent their current home.
- Most share their home with other household members; however, few of these households include children:
  - 44% of households have two members and 41% have three or more
  - One-quarter (25%) of households include children under 18.

### Demographics

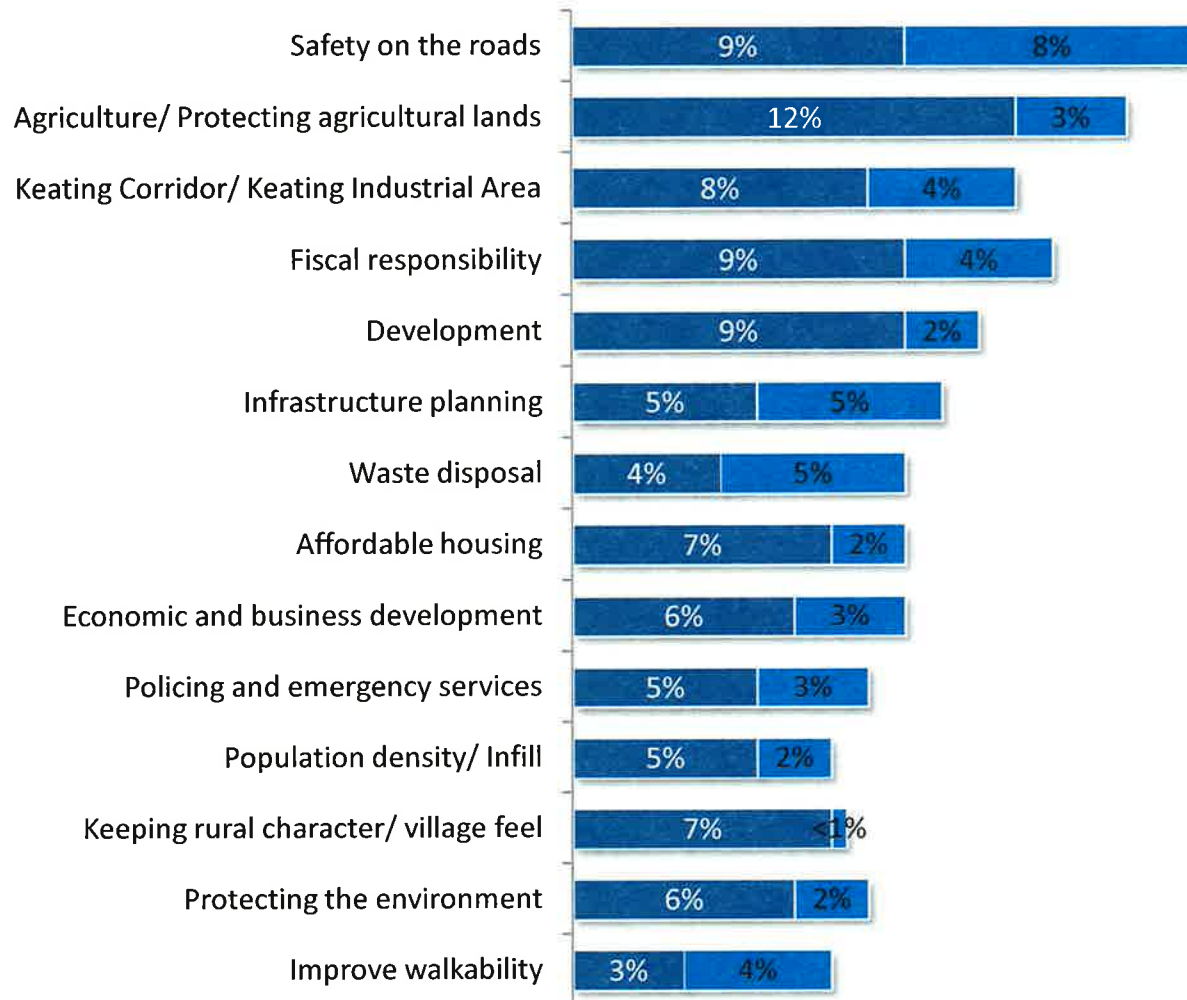
- Most are either retired or working for an external employer:
  - 41% are retired
  - 36% are employed
  - 14% are self-employed (2% in agriculture or agribusiness, and 12% in another sector)
- Most have annual household incomes exceeding \$30,000 per year:
  - 8% have household incomes of less than \$30,000
  - 20% have household incomes between \$30,000 and \$60,000
  - 21% have household incomes between \$60,000 and \$90,000
  - 17% have household incomes between \$90,000 and \$120,000
  - 14% have household incomes of \$120,000 or higher
  - The remaining 21% prefer not to disclose their household income
- Three-quarters live in the V8M area; 16% are in V8Z; and 3% are in other parts of the District

# Results

## *Issues Agenda and Current Service Levels*

# Most Important Local Issues

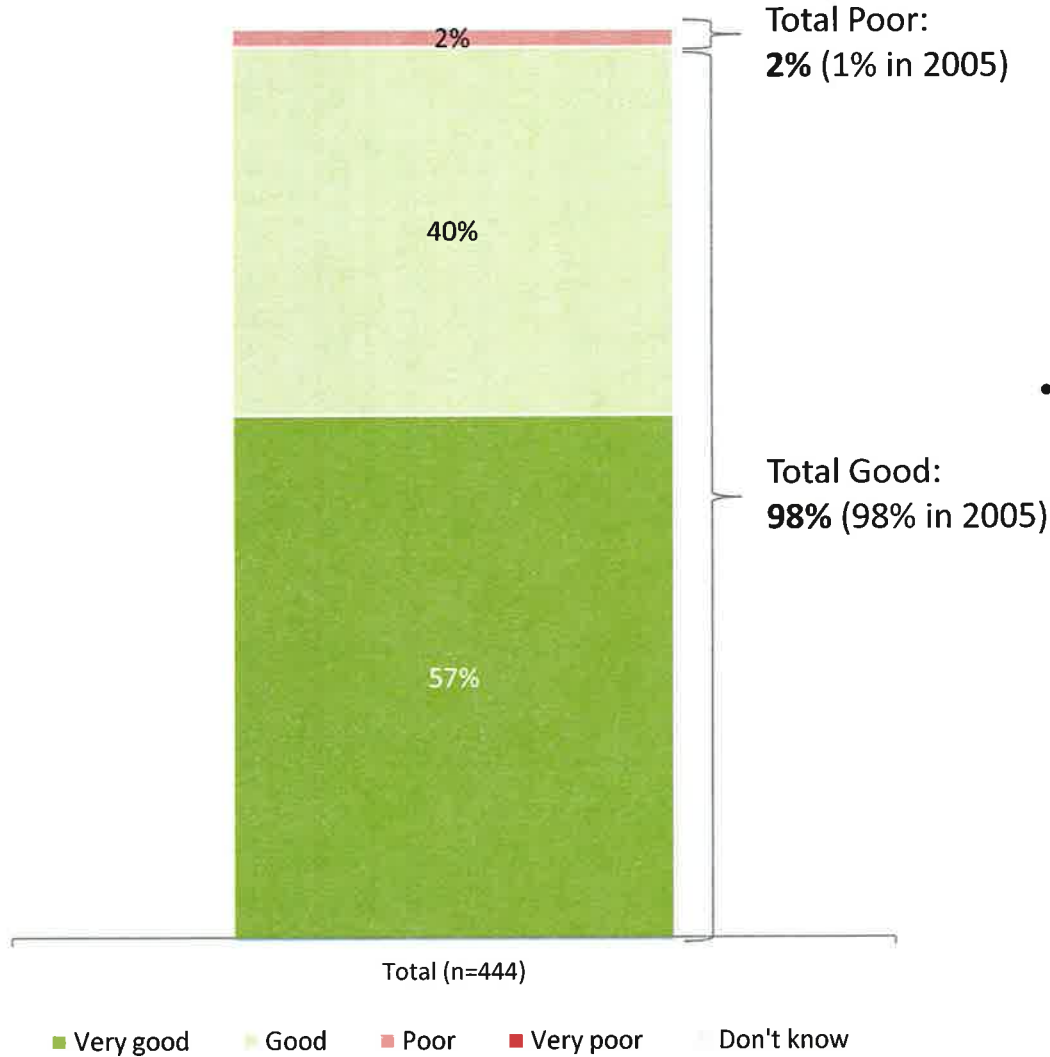
In your view, as a resident of the District of Central Saanich, what is the most important issue facing your community? Are there any other important local issues?





# Overall Quality of Life in the District

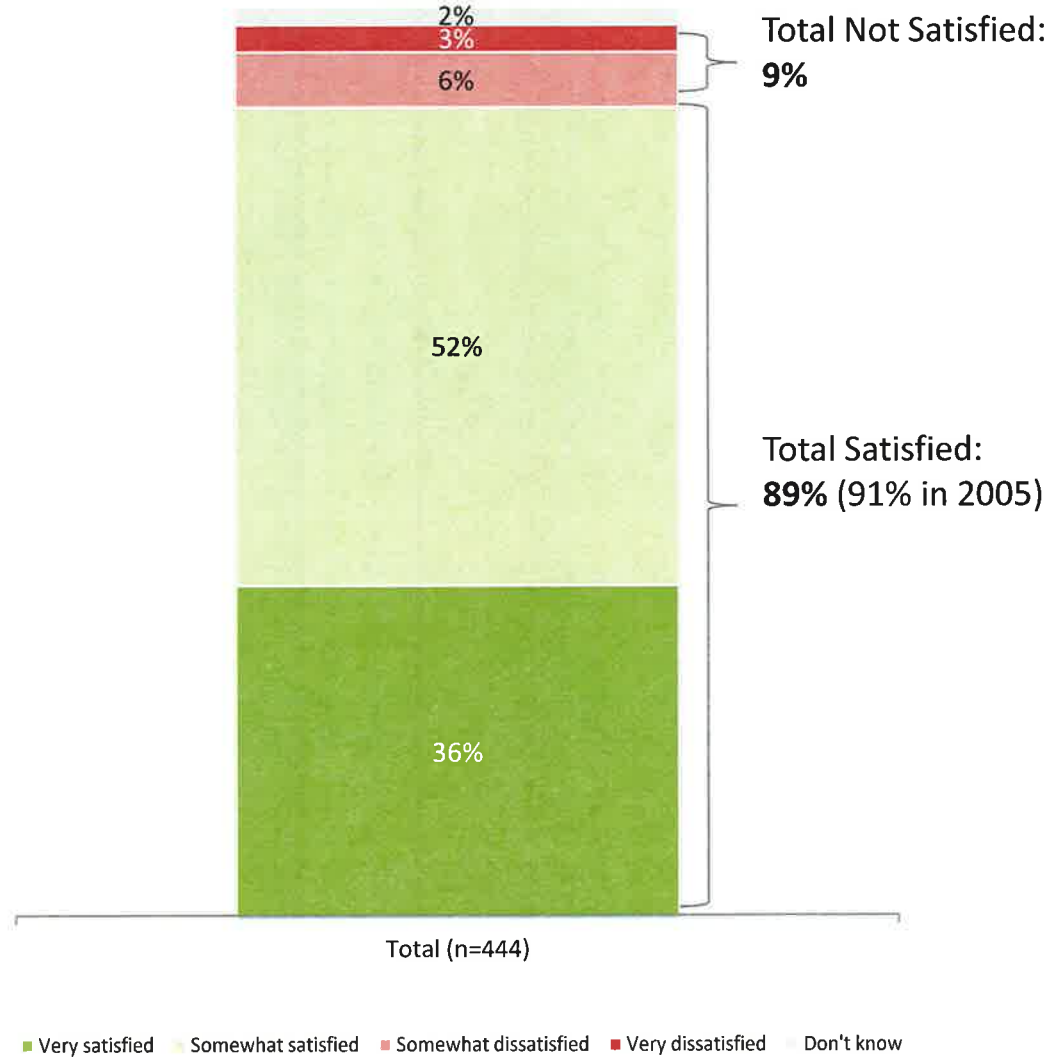
How would you rate the overall quality of life in the District of Central Saanich today?



- Reasons for rating good/very good:
  - Natural beauty of the area
  - Good public amenities
  - Rural character
  - Quiet and peaceful atmosphere
  - Sense of community
  - Low crime rate
- Reasons for rating poor/very poor:
  - Concerns with the relationships between the District and First Nations communities
  - Traffic concerns
  - Other issues with amenities

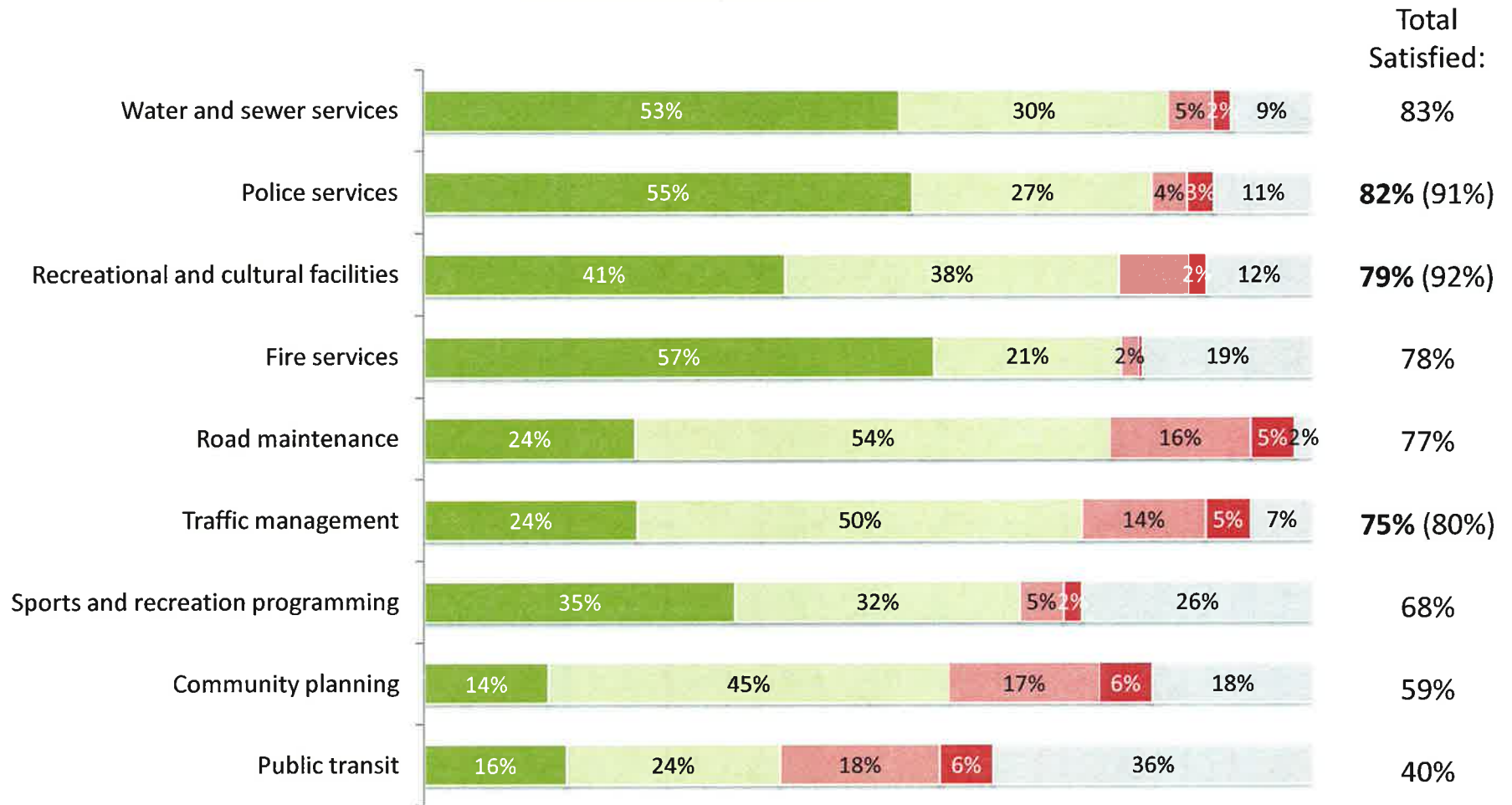
# Satisfaction with Level and Quality of Services

How satisfied are you with the overall level and quality of services provided by the District of Central Saanich?



# Satisfaction with Level and Quality of Services

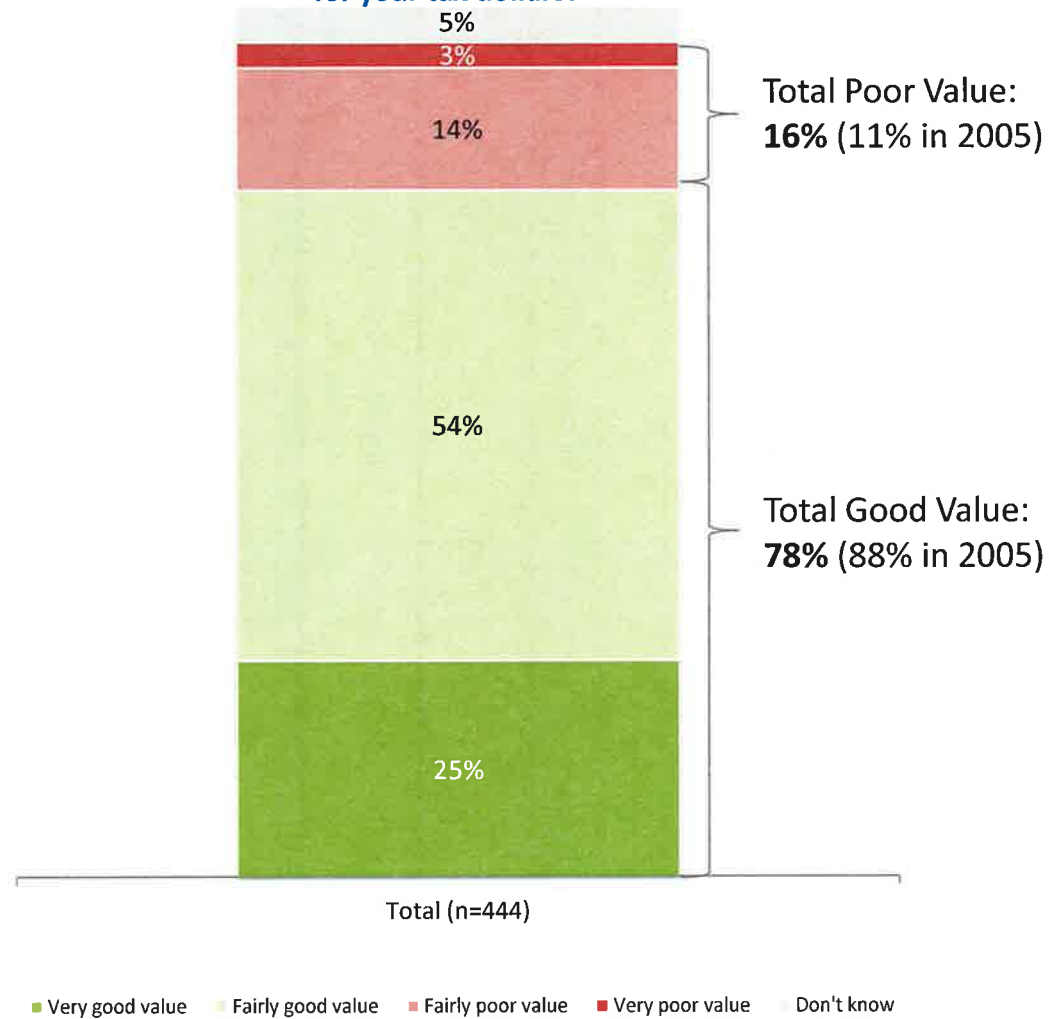
How satisfied are you with...



■ Very satisfied    
 ■ Somewhat satisfied    
 ■ Somewhat dissatisfied    
 ■ Very dissatisfied    
 ■ Don't know/ NA

# Perceived Value for Tax Dollars

Thinking about all the programs and services you receive from the District of Central Saanich, would you say overall that you get good value or poor value for your tax dollars?

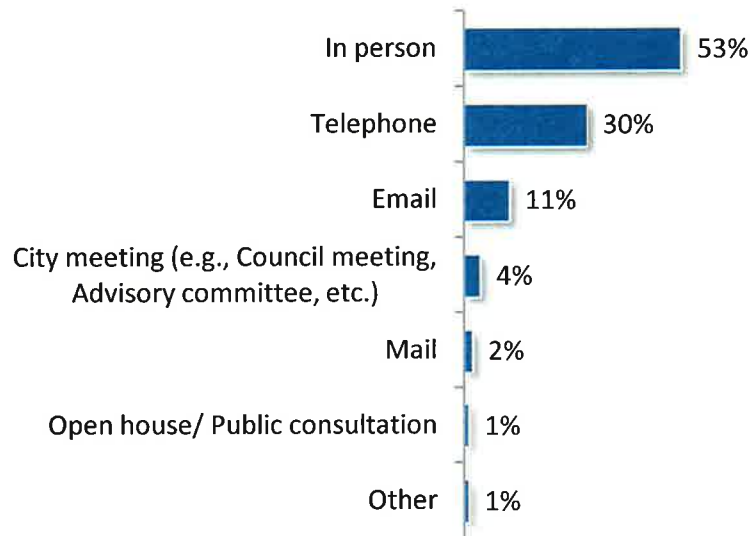


# Interaction with District Employees

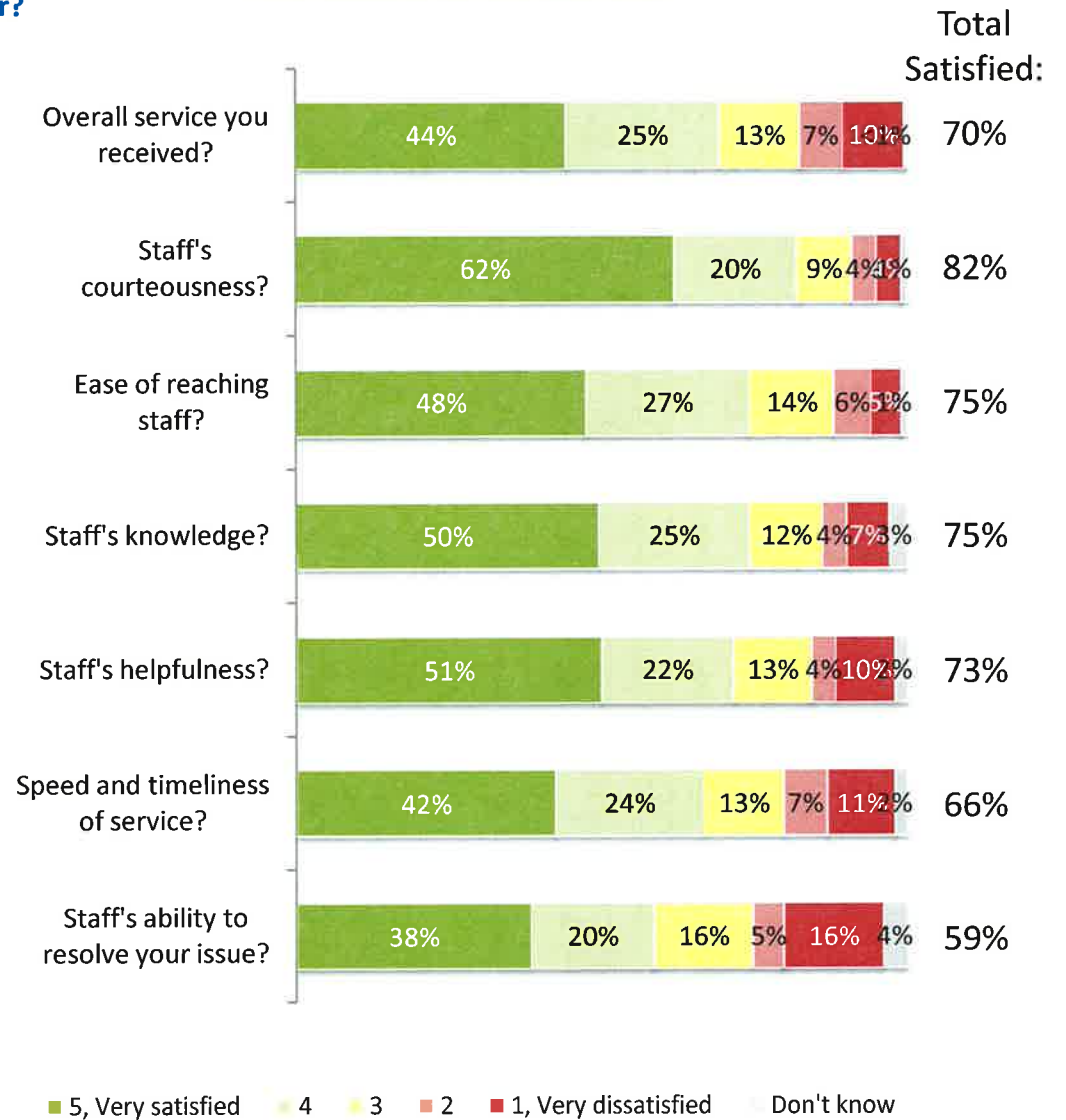
Have you personally contacted or dealt with a District of Central Saanich employee within the past year?



How did this contact occur?

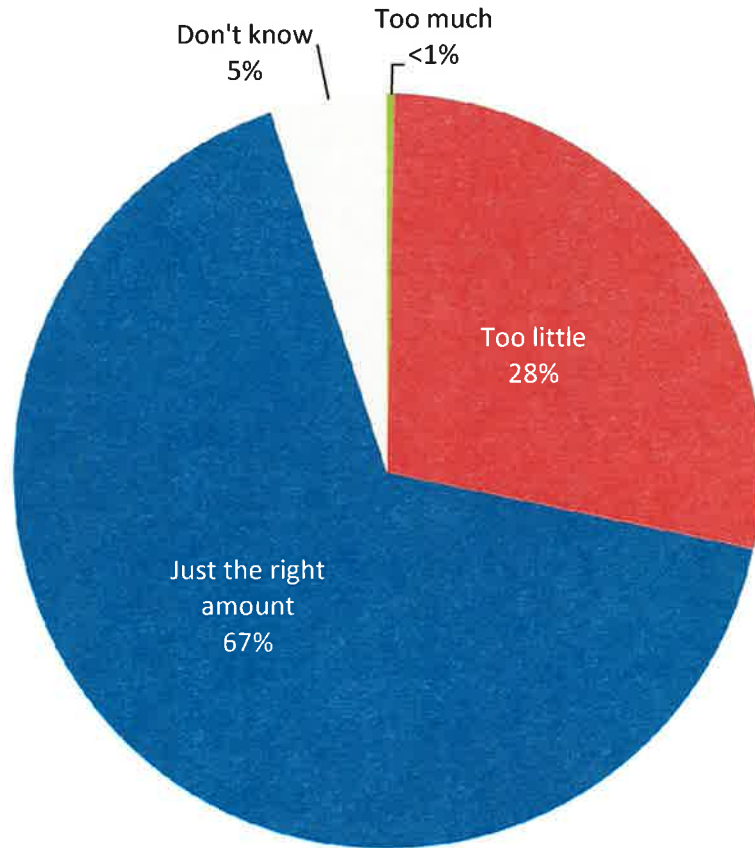


How satisfied are you with the...

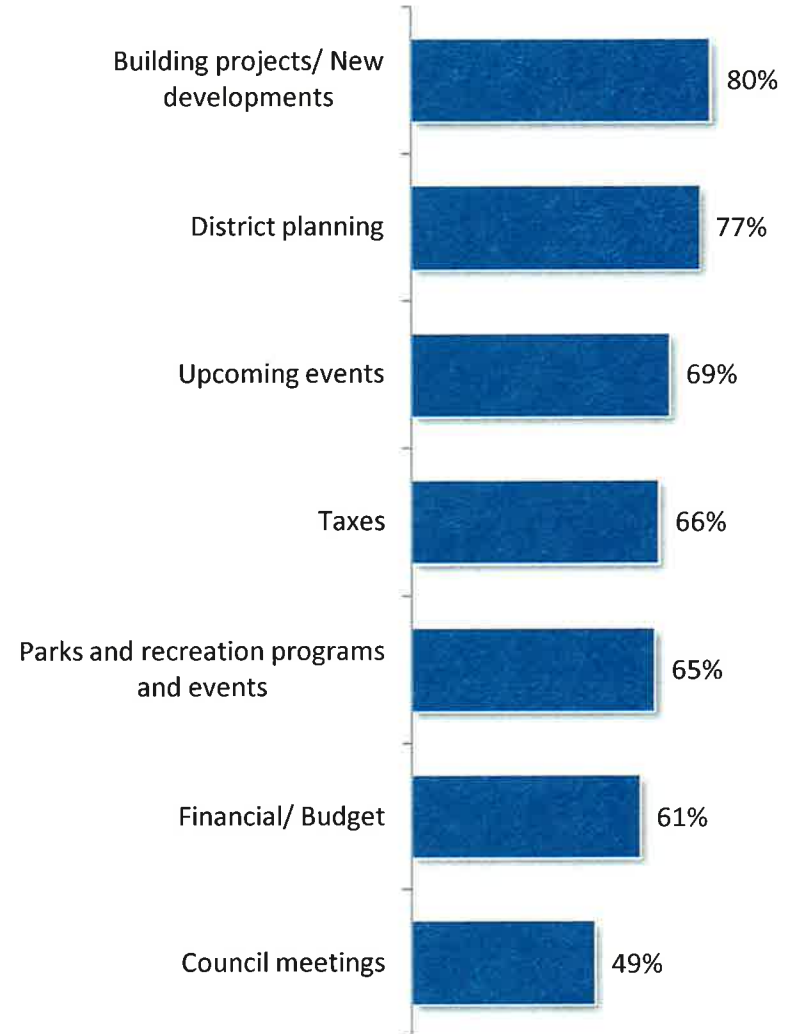


# Perceptions of Information Shared by District

In your opinion, do you currently receive too much, too little, or just the right amount of information from the District of Central Saanich?

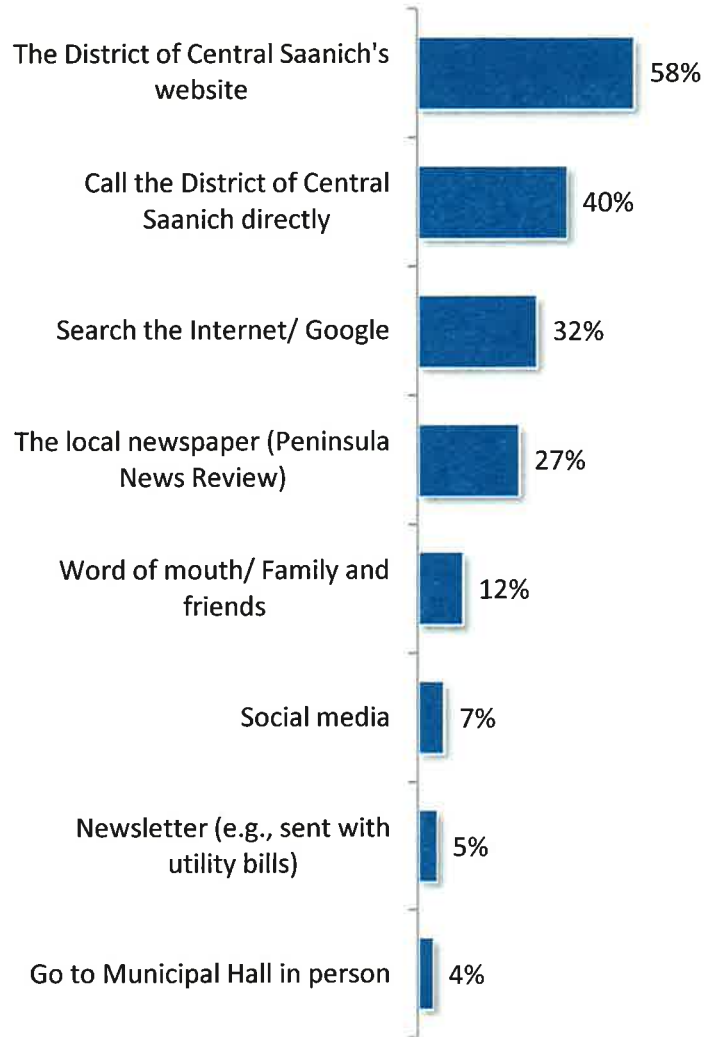


Thinking about your information needs, what kinds of information do you want the District of Central Saanich to provide you with?

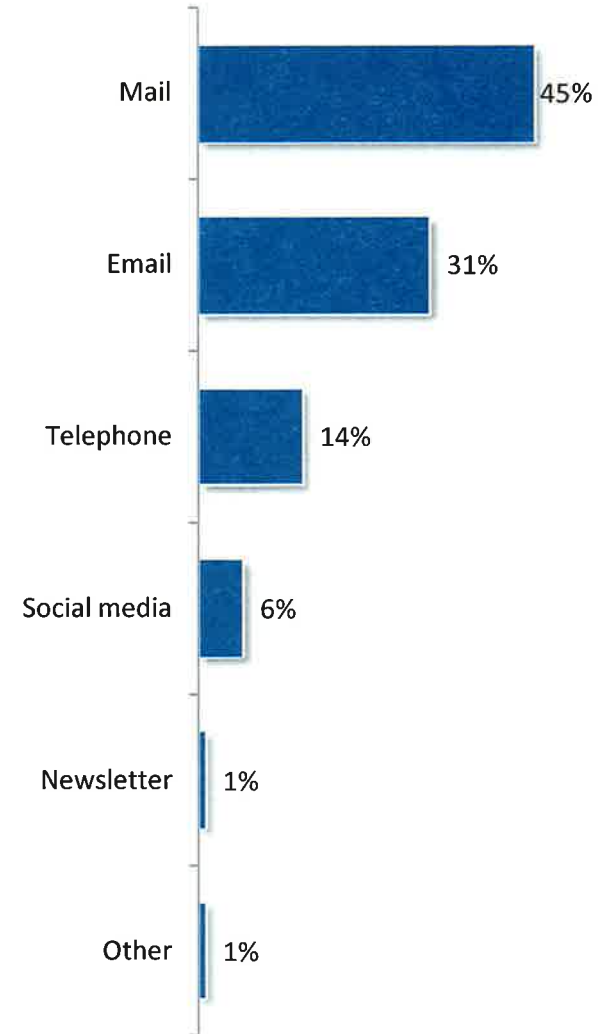


# Preferred Sources of Information and Modes of Contact

**If you were looking for information on the District of Central Saanich, what sources would you use to find the information?**



**Of the following options, how would you most prefer to be contacted by the District of Central Saanich in the future?**







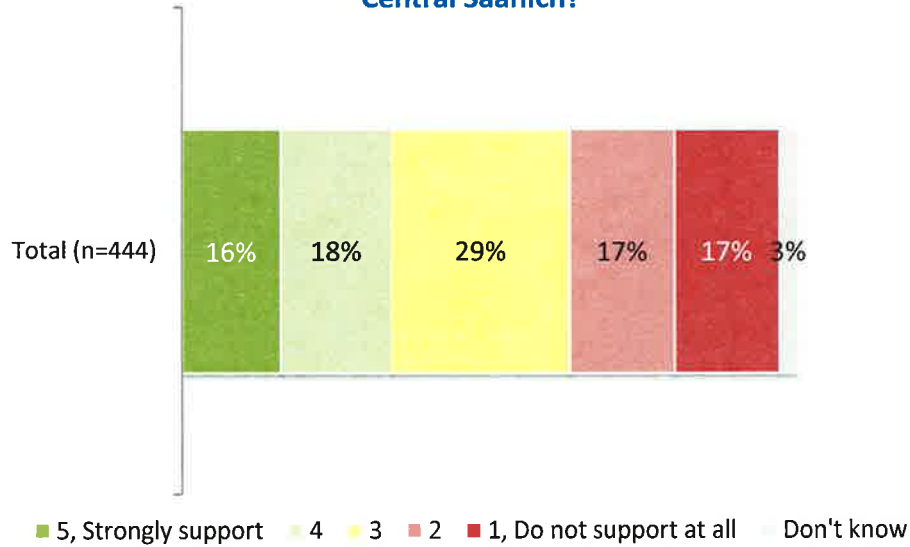
# Results

## *Planning for the Future*

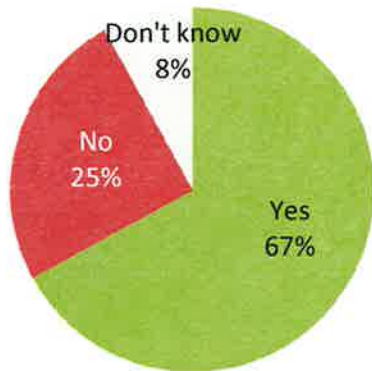


# Opinions on Infill and Density

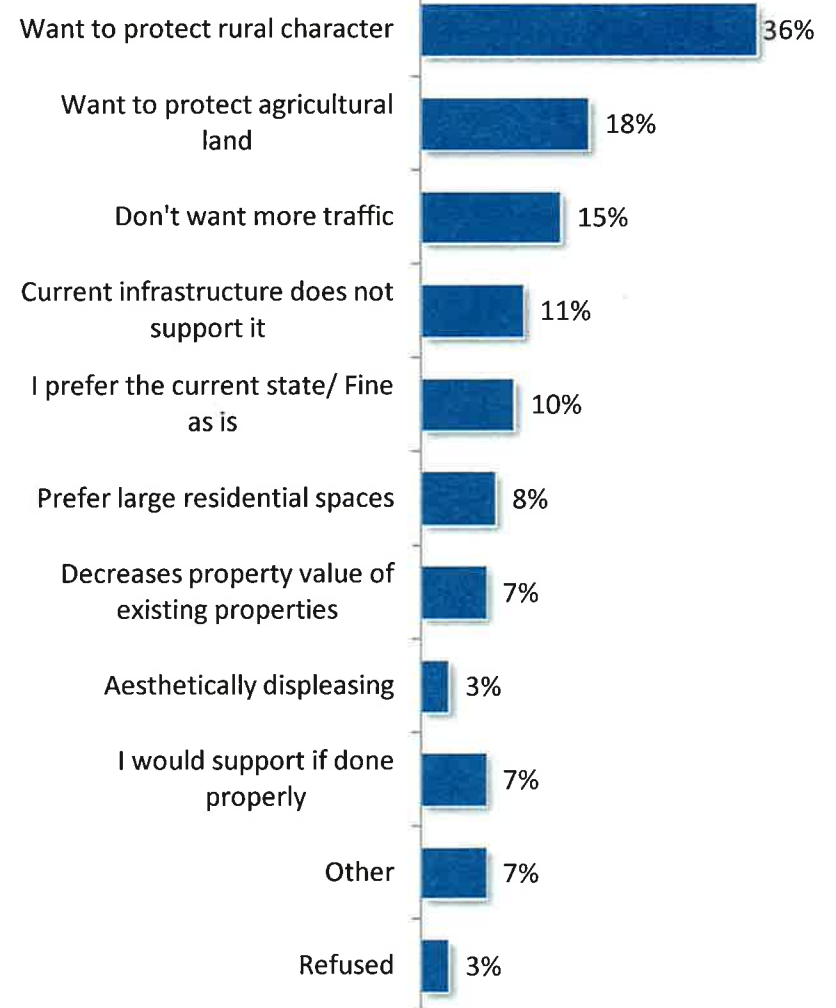
Would you support increasing the infill or density of residential development overall in the District of Central Saanich?



In your opinion, should the District complete a study of infill and/or densification?

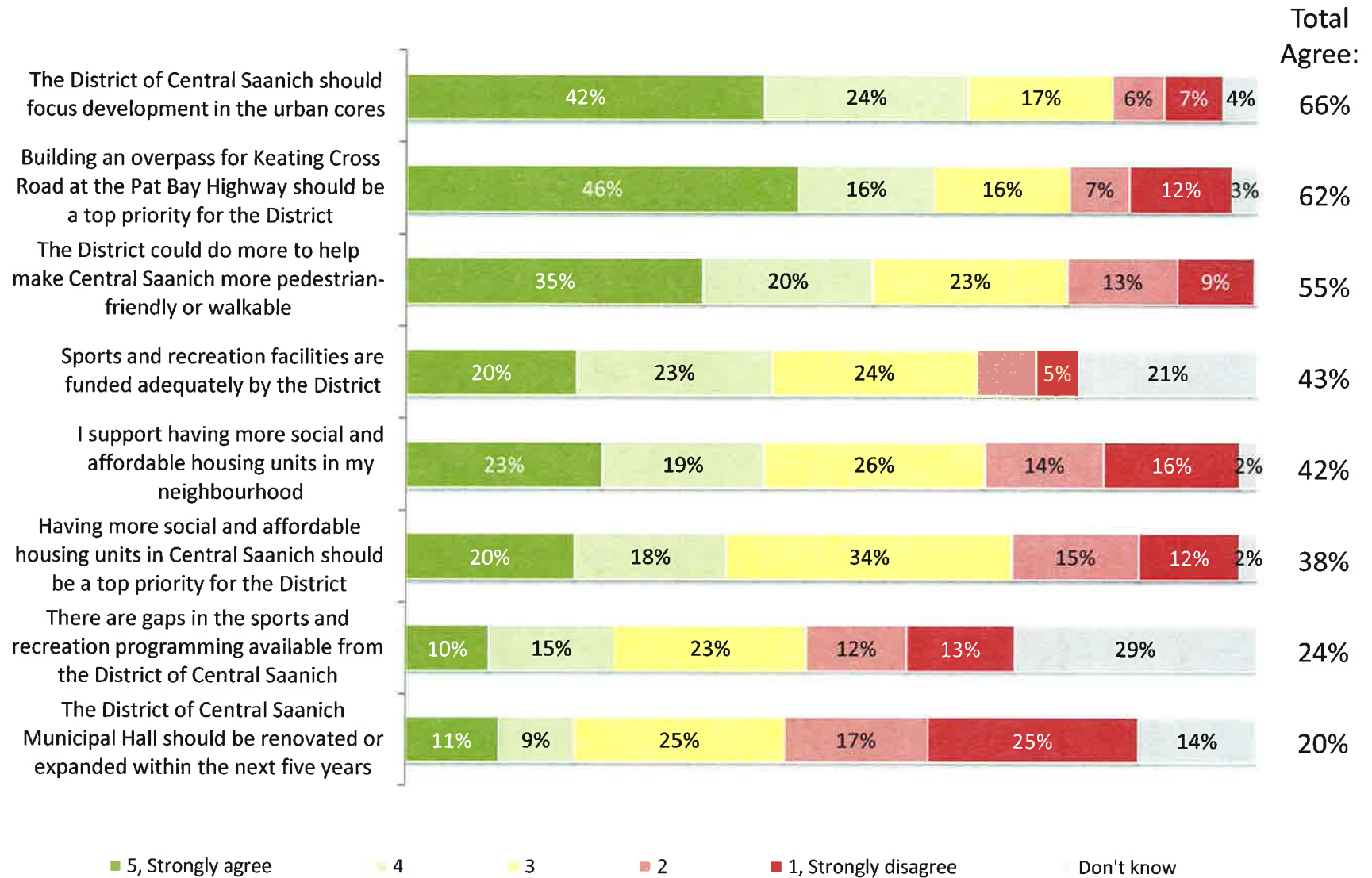


You indicated you do not support increasing the infill or density of residential development overall in the District of Central Saanich. Can you please explain why?



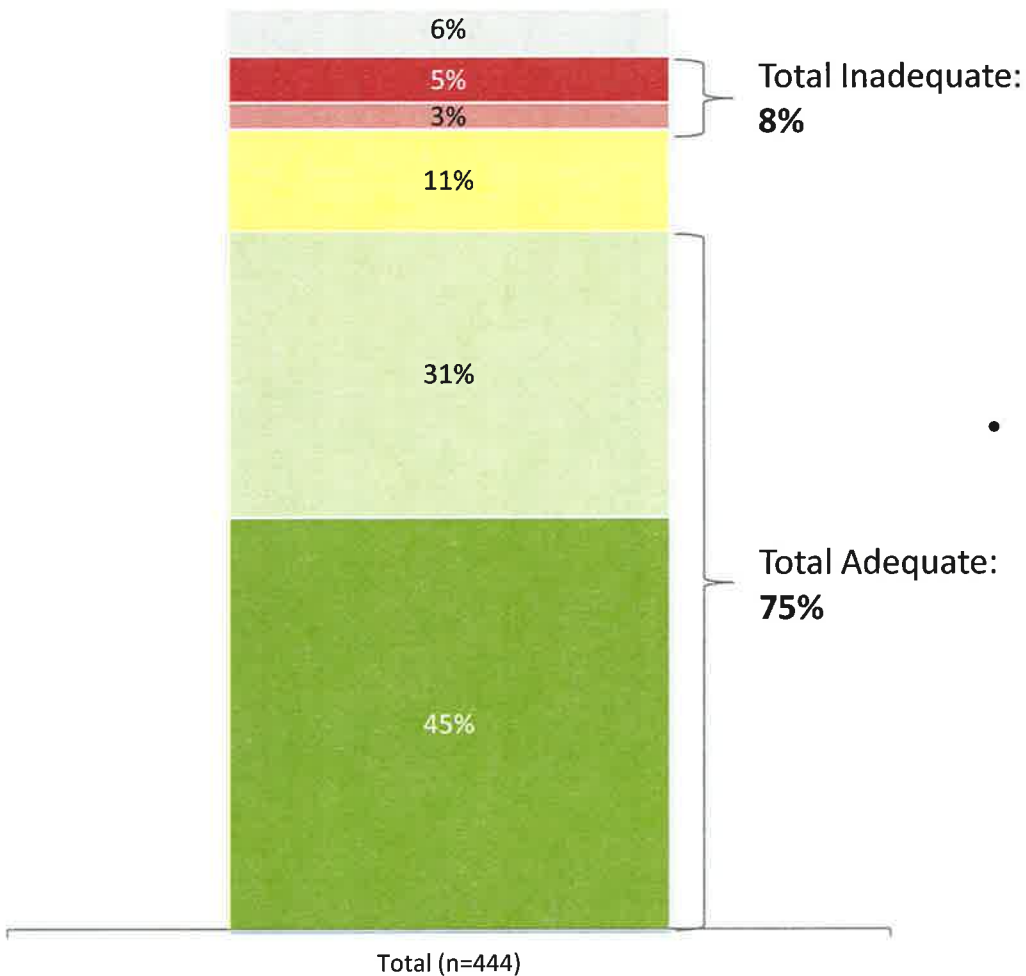
# Opinions on Municipal Priorities

Please rate your agreement with each of the following statements...



# Opinions on Police Services

How adequate do you feel the level of Police Services is in the District?



■ 5, Very adequate ■ 4 ■ 3 ■ 2 ■ 1, Very inadequate ■ Don't know

- Reasons for rating as adequate (4,5):

- Police are doing a good job
- Visibility in the community
- Prompt service
- Positive personal experiences
- Positive qualities of officers (e.g., helpful, friendly)
- Low crime rate

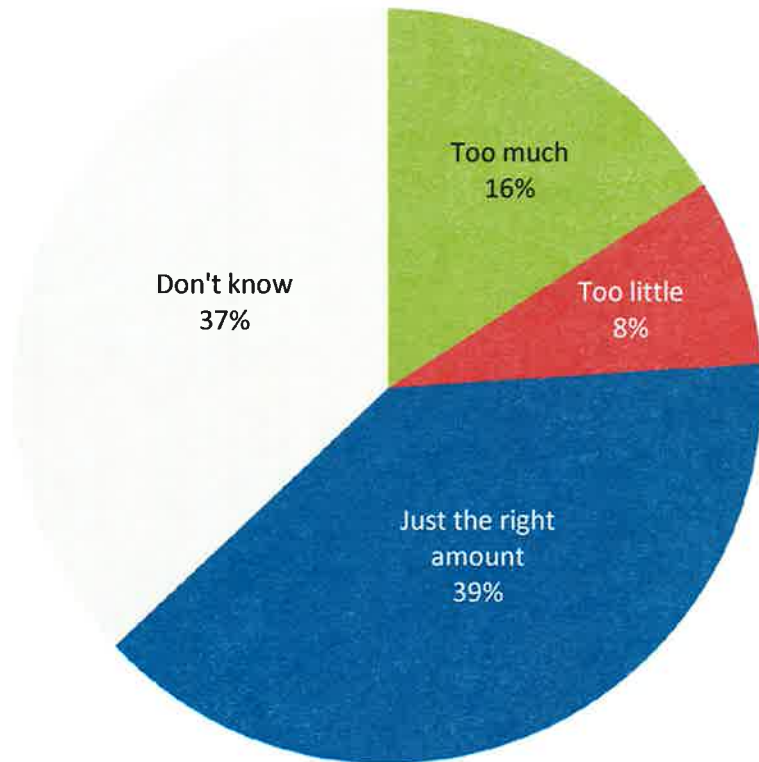
- Reasons for rating as inadequate or neutral (1,2,3):

- No personal involvement with police
- Police budget is too expensive
- There are too many officers

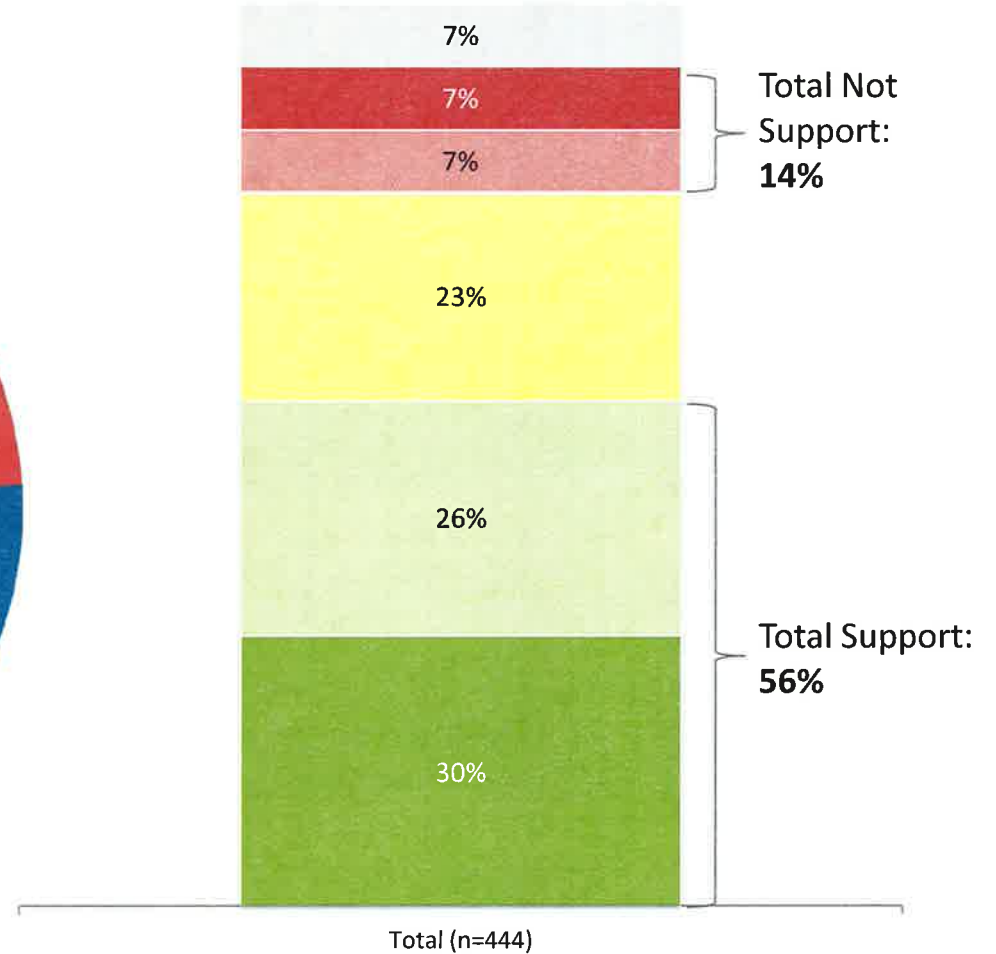


# Opinions on Funding for Police Services and Fire Department

In your opinion, do you feel Central Saanich Police receives too much, too little, or just the right amount of funding from taxpayers?



Would you support providing additional funding to the District's fire department for training purposes and updating the skills of the firefighters?

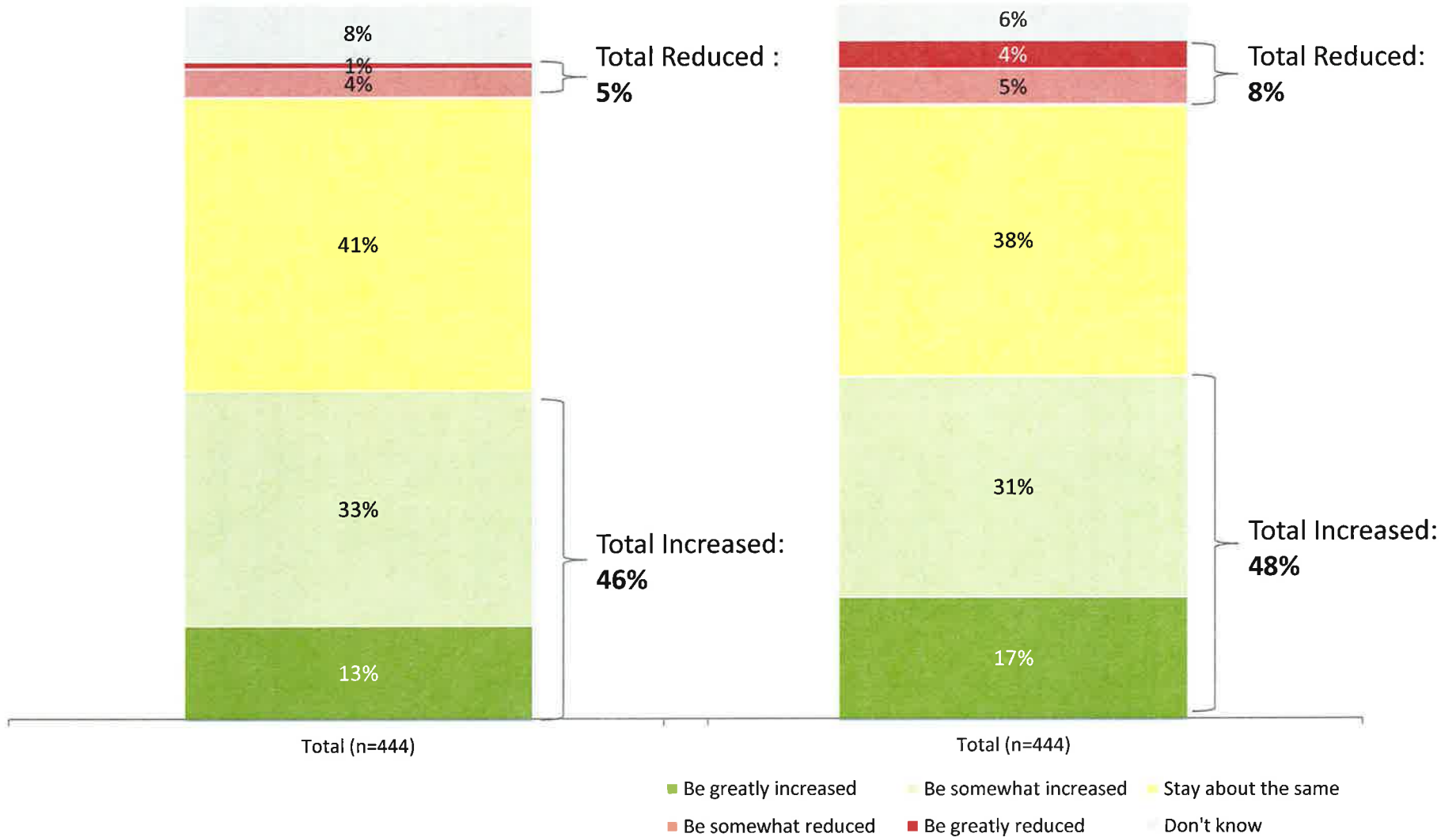


5, Strongly support 4 3 2 1, Do not support at all Don't know

# Opinions on Resources Allocated to Agriculture and Sustainability

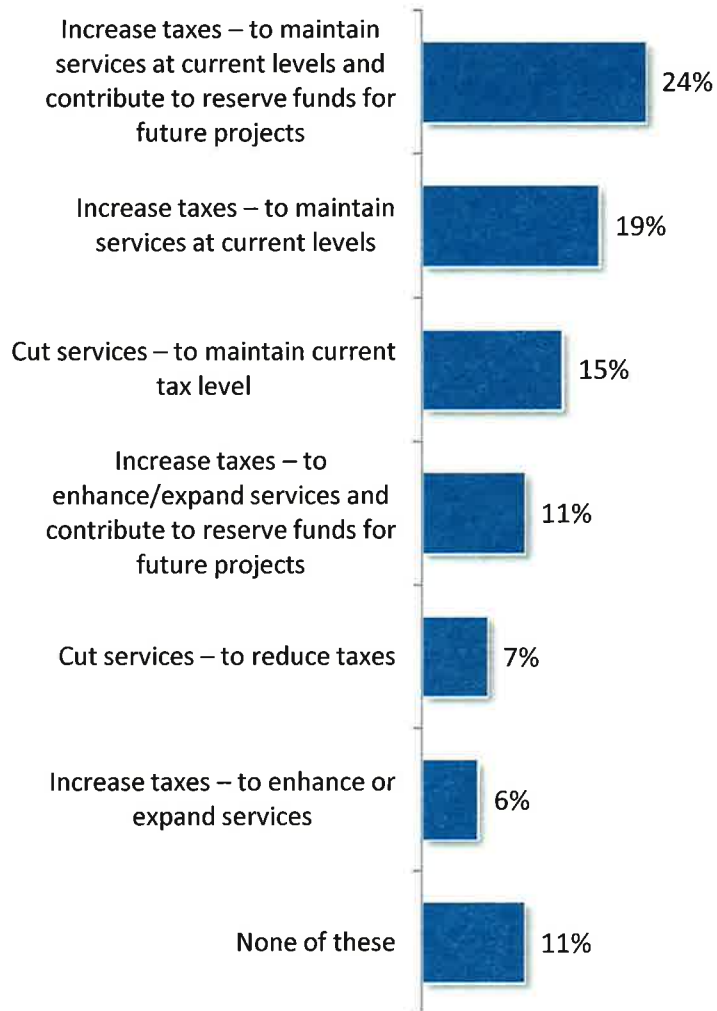
In your opinion, should the amount of resources allocated to agriculture in the District of Central Saanich...

In your opinion, should the amount of resources allocated to environmental sustainability in the District of Central Saanich...

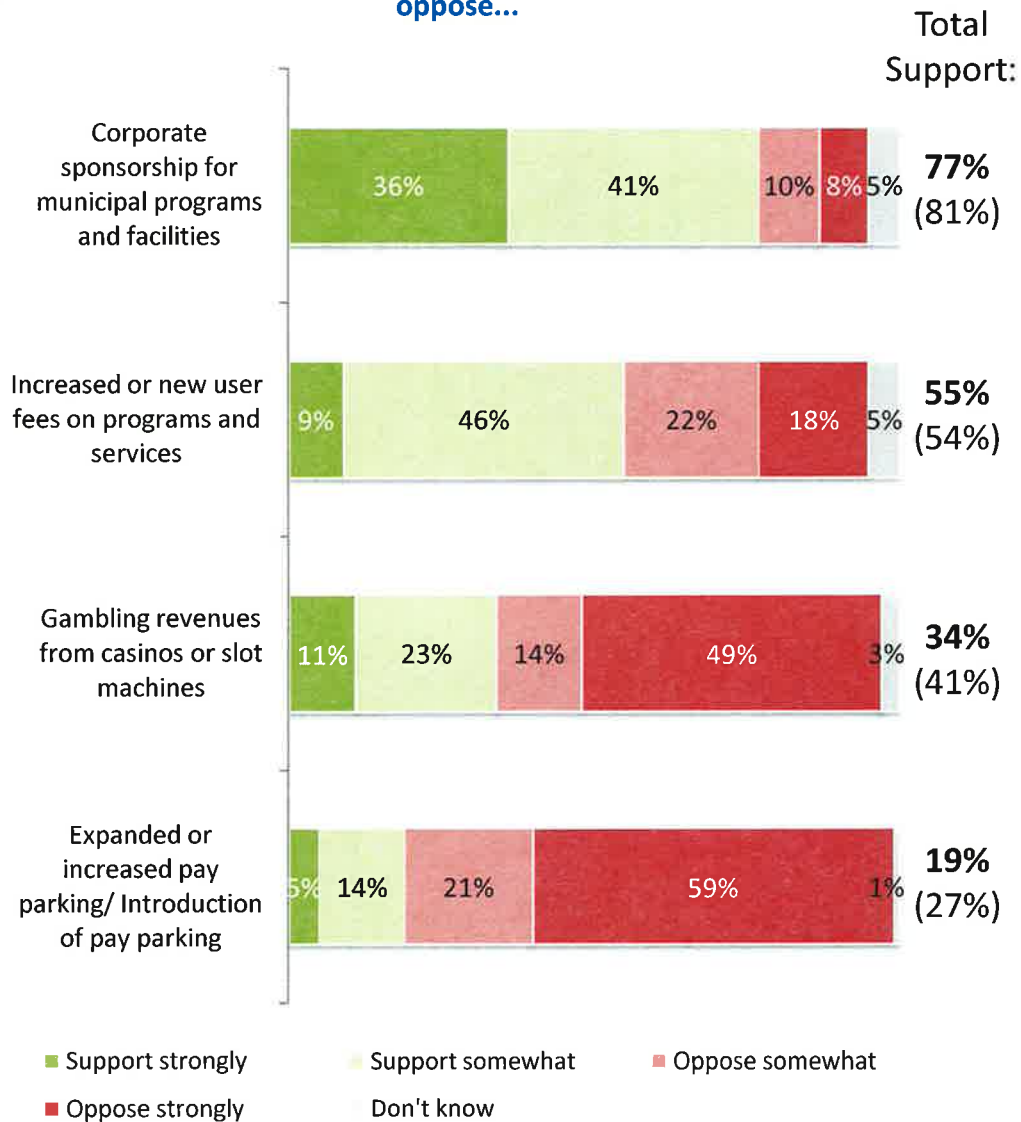


# Preferences for Balancing Revenue and Output

Which of the following options would you most like the District to pursue?



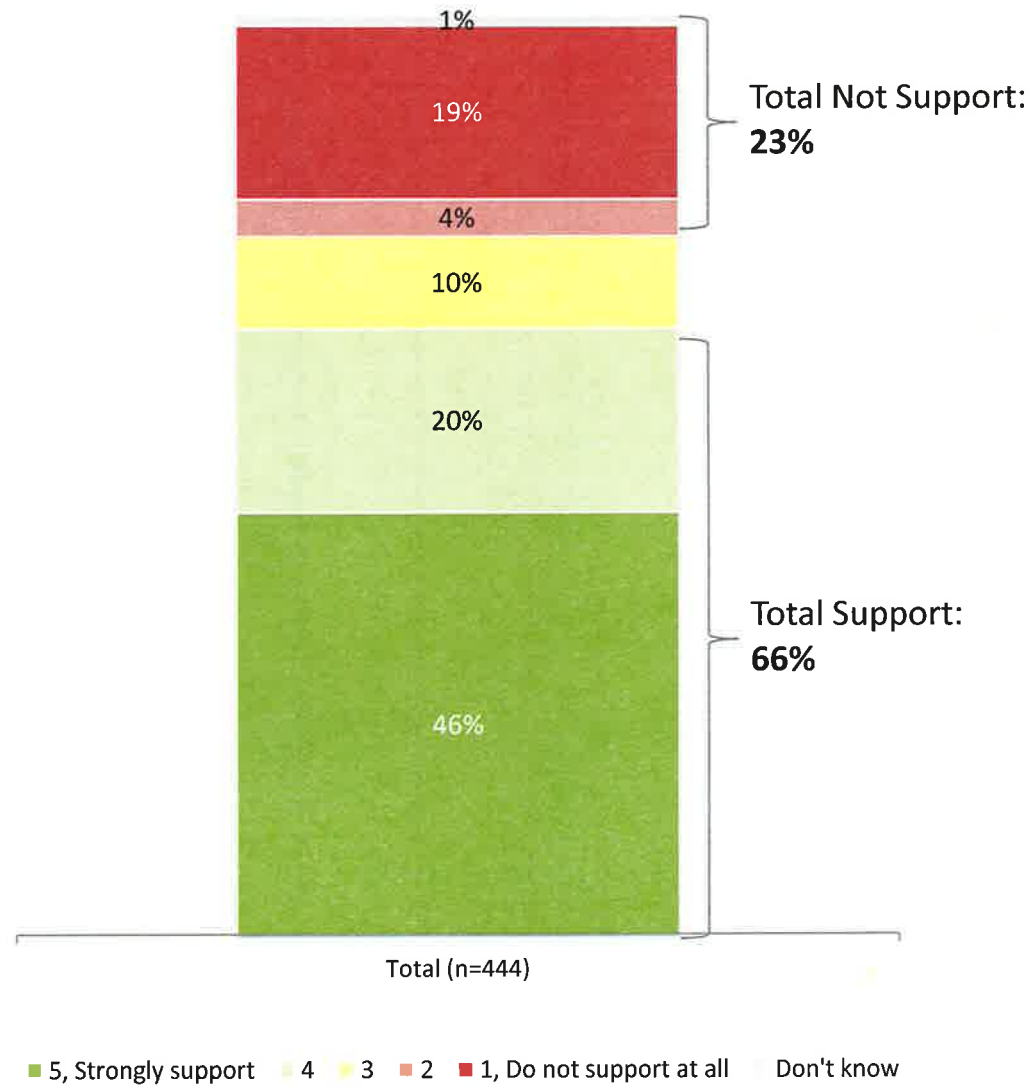
To bring in more revenues, would you support or oppose...





# Opinions on Online Voting

Would you support online voting for the next District of Central Saanich municipal election?



# Questions?

**Kim Scott, Research Consultant**

NRG Research Group

Tel: 604.676.5641

Email: [kscott@nrgresearchgroup.com](mailto:kscott@nrgresearchgroup.com)

**Tim Chan, Vice President**

NRG Research Group

Tel: 604.676.5652

Email: [tchan@nrgresearchgroup.com](mailto:tchan@nrgresearchgroup.com)