



# City of Victoria

2013 Business Survey

Presentation of Results – July 18, 2013



- 300 telephone interviews with a randomly selected representative sample of Victoria businesses.
- Interviews were conducted between April 2 and 23, 2013.
- The sample for this survey was provided by the City of Victoria and respondents had to confirm they operate a business at one or more locations in Victoria in order to qualify for the research.
- Interviews were conducted with person most responsible for the overall management and direction of their company at that location.
- Overall results are accurate to within  $\pm 5.7$  percentage points, nineteen times out of twenty.

## Key Findings

- Perceptions of business climate in Victoria are positive.
- Businesses generally approve of the City's rules and regulations.
- Businesses are largely satisfied with City operations and services.
- Most businesses believe they get good value for the taxes they pay.
- Parking tops the issues agenda.
- Businesses suggest that the City address issues with parking and the downtown core to attract more business to the City.

## Comparison to Previous Survey (2010)

While most results are still positive, there have been many declines in assessments since 2010:

- Business Location

- ⇒ Ease of finding parking
- ⇒ Staff and customers' perceptions of safety of business location

- Downtown Core

- ⇒ Range of shops, entertainment and services

- City Operations

- ⇒ Perceptions that the City listens to businesses
- ⇒ Overall direction that the City is taking

- City Services

- ⇒ Building permits and inspections

- Value for tax dollars

- Communications

- ⇒ Increased perceptions of too little information coming from the City
- ⇒ Satisfaction levels with contact with the City overall and on some service attributes (helpfulness, timeliness of service and courteousness)

## Comparison to Previous Survey (2010)

The remainder of the results are consistent with 2010 findings plus there has been one notable improvement:

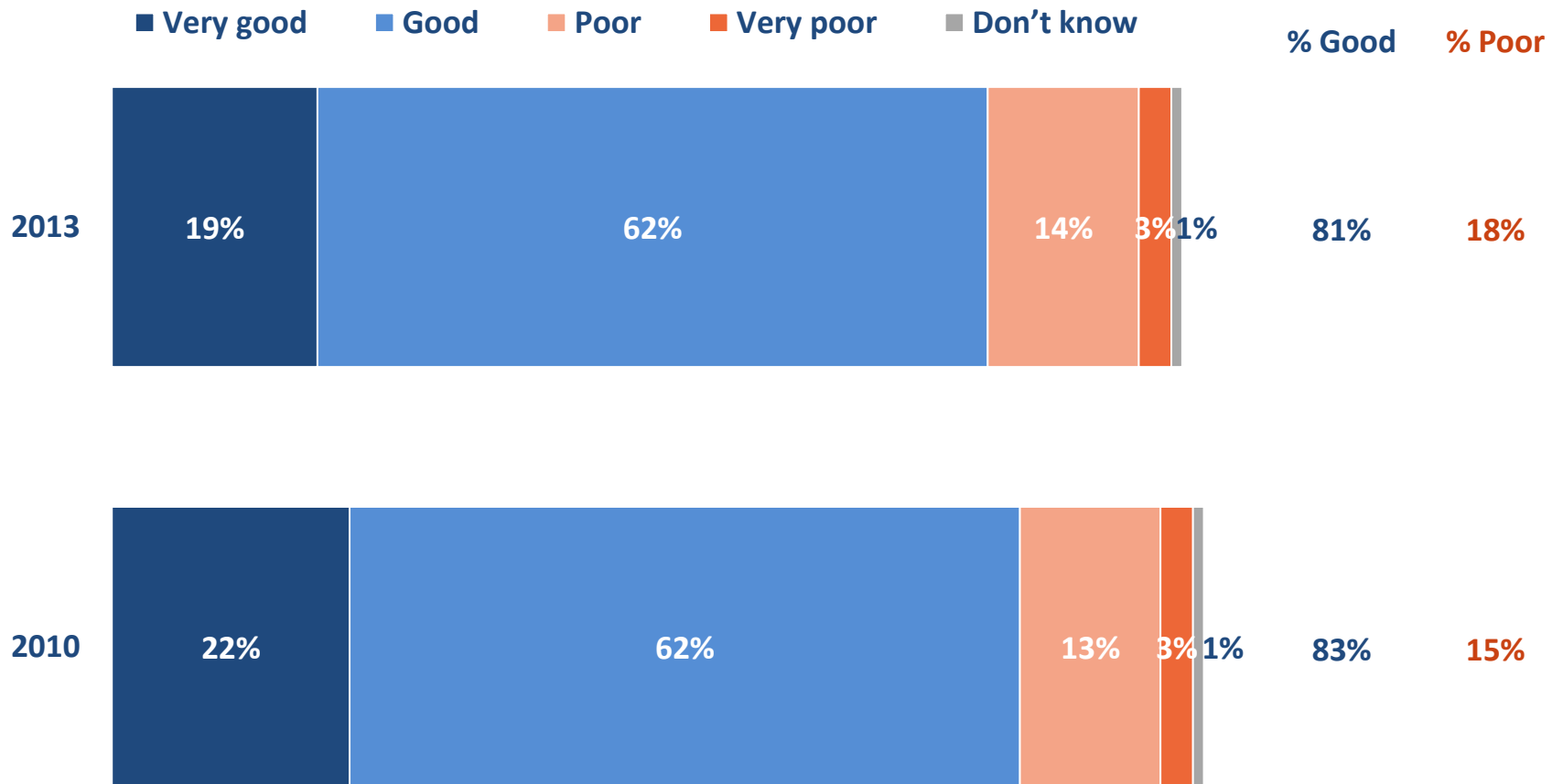
- Downtown core is safe at night

One more neutral change is that there is now a preference for service cuts rather than tax increases

# Overall Business Climate



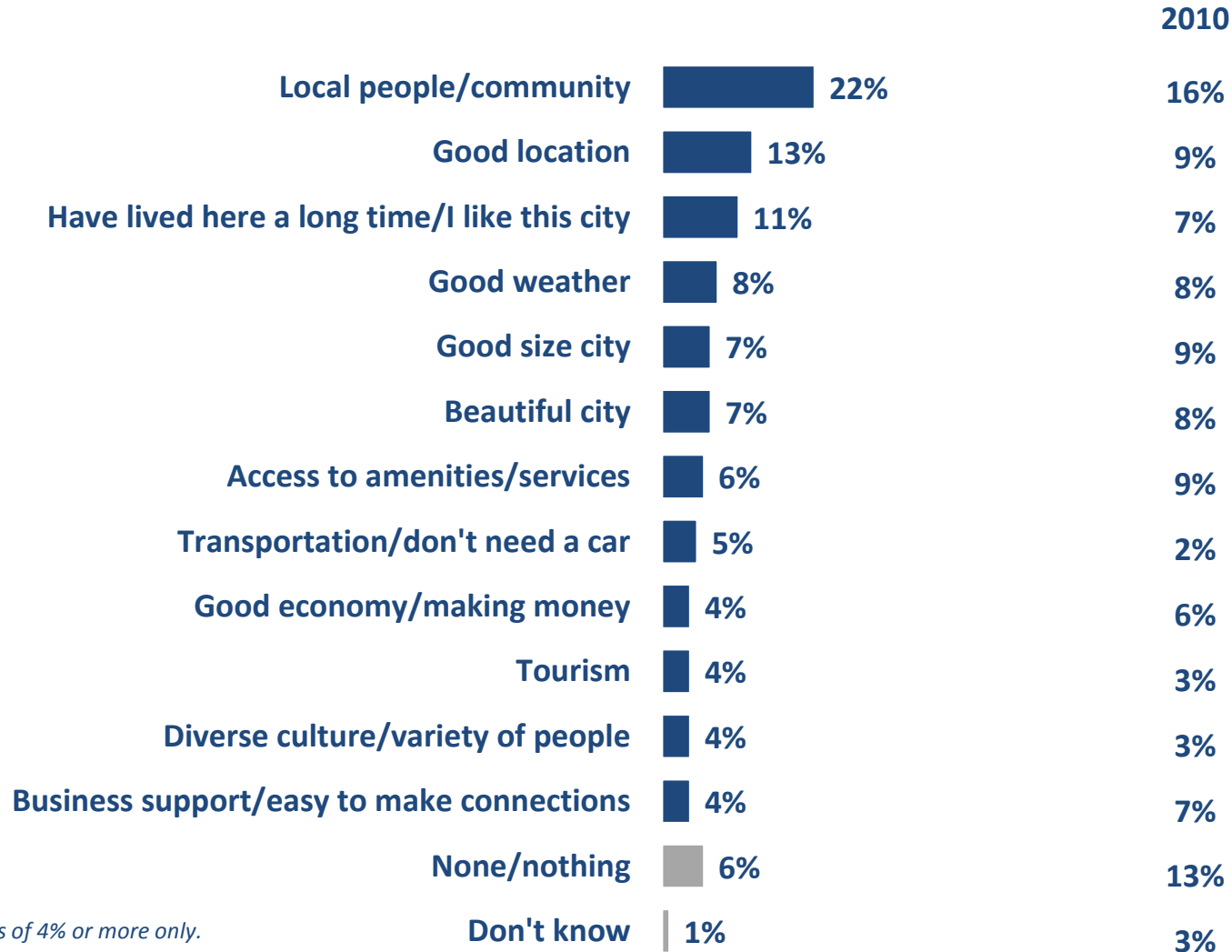
# Perceptions of Victoria's overall business climate remain predominately positive.



Q2. Overall, how would you rate the City of Victoria as a place to operate a business? Would you say...  
Base: All Respondents (n=300); 2010 (n=300)



# Much of what businesses like about operating a business in Victoria focuses on things that are largely outside the City's control.



*Includes mentions of 4% or more only.*





# The City can take steps to address some of the things that businesses dislike about operating a business in Victoria.



*Includes mentions of 3% or more only.*



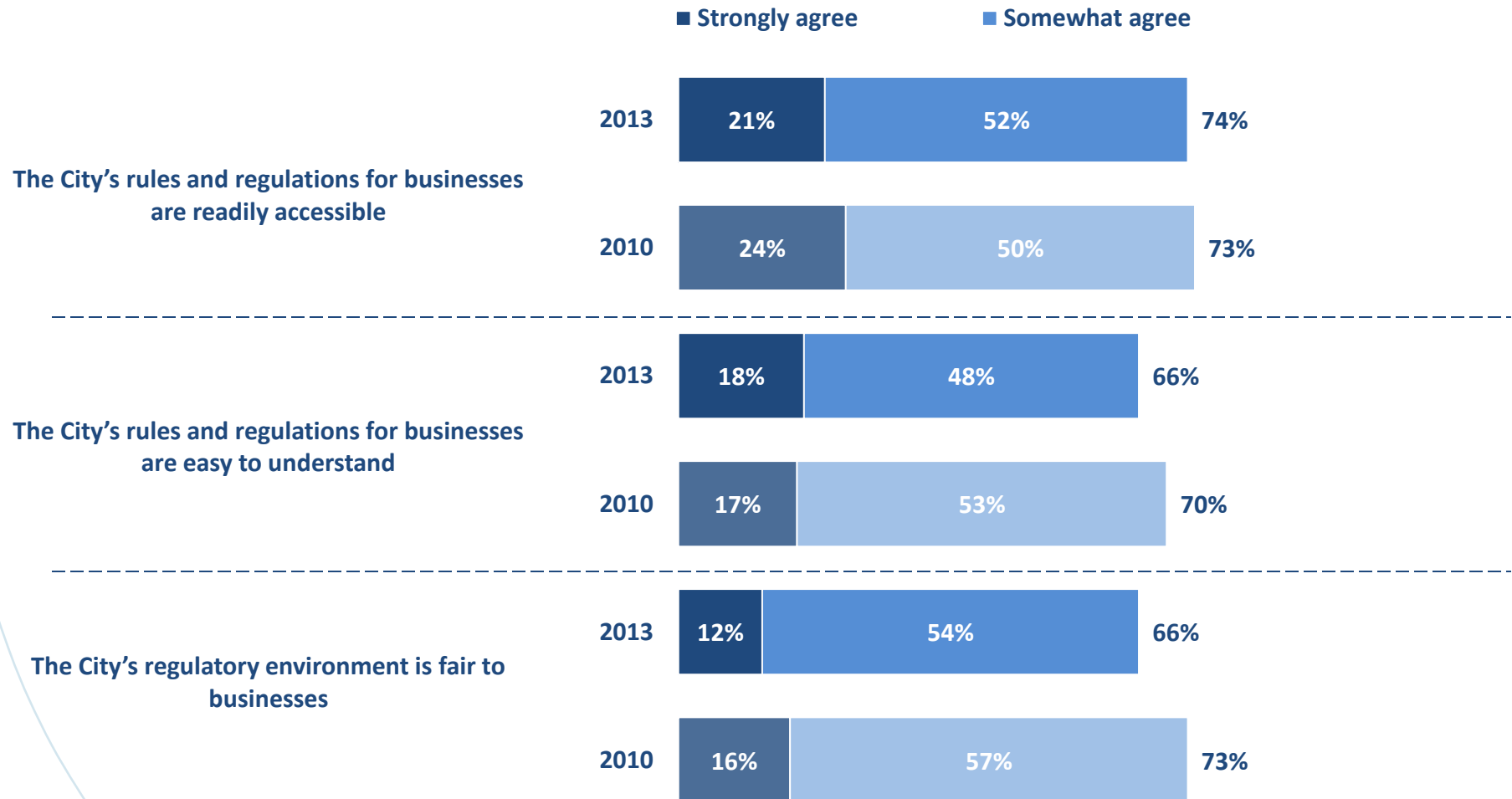
# Suggestions to attract and retain businesses are varied. Parking and downtown improvements top the list.



*Includes mentions of 3% or more only.*



# Overall, the City's rules and regulations are generally seen as accessible, fair, and easy to understand.

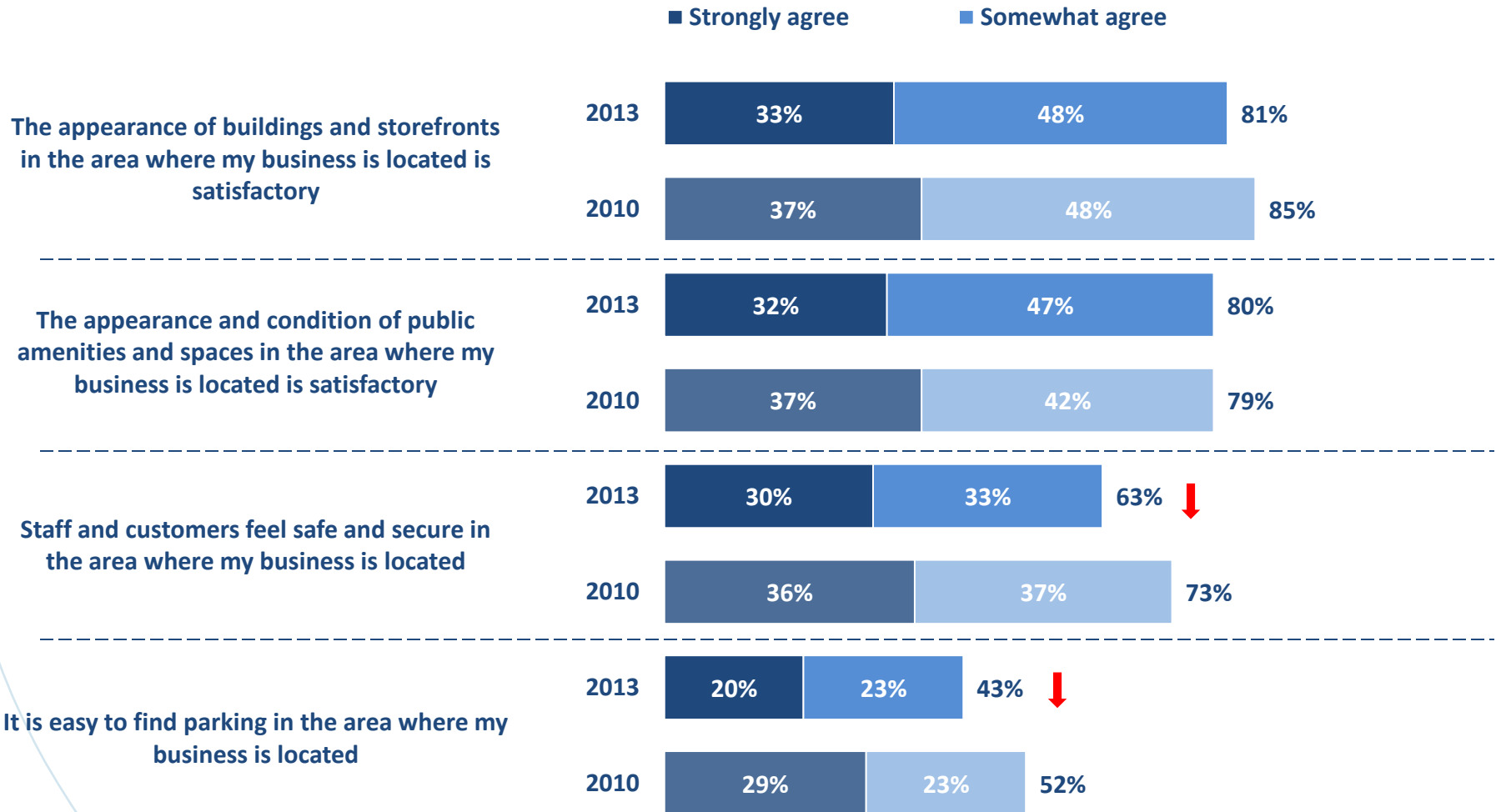


Q5. Please tell me if you agree or disagree with each of the following statements. The first one is [INSERT ITEM]. (Is that strongly or somewhat agree/disagree?) How about

Base: All Respondents (n=300); 2010 (n=300)



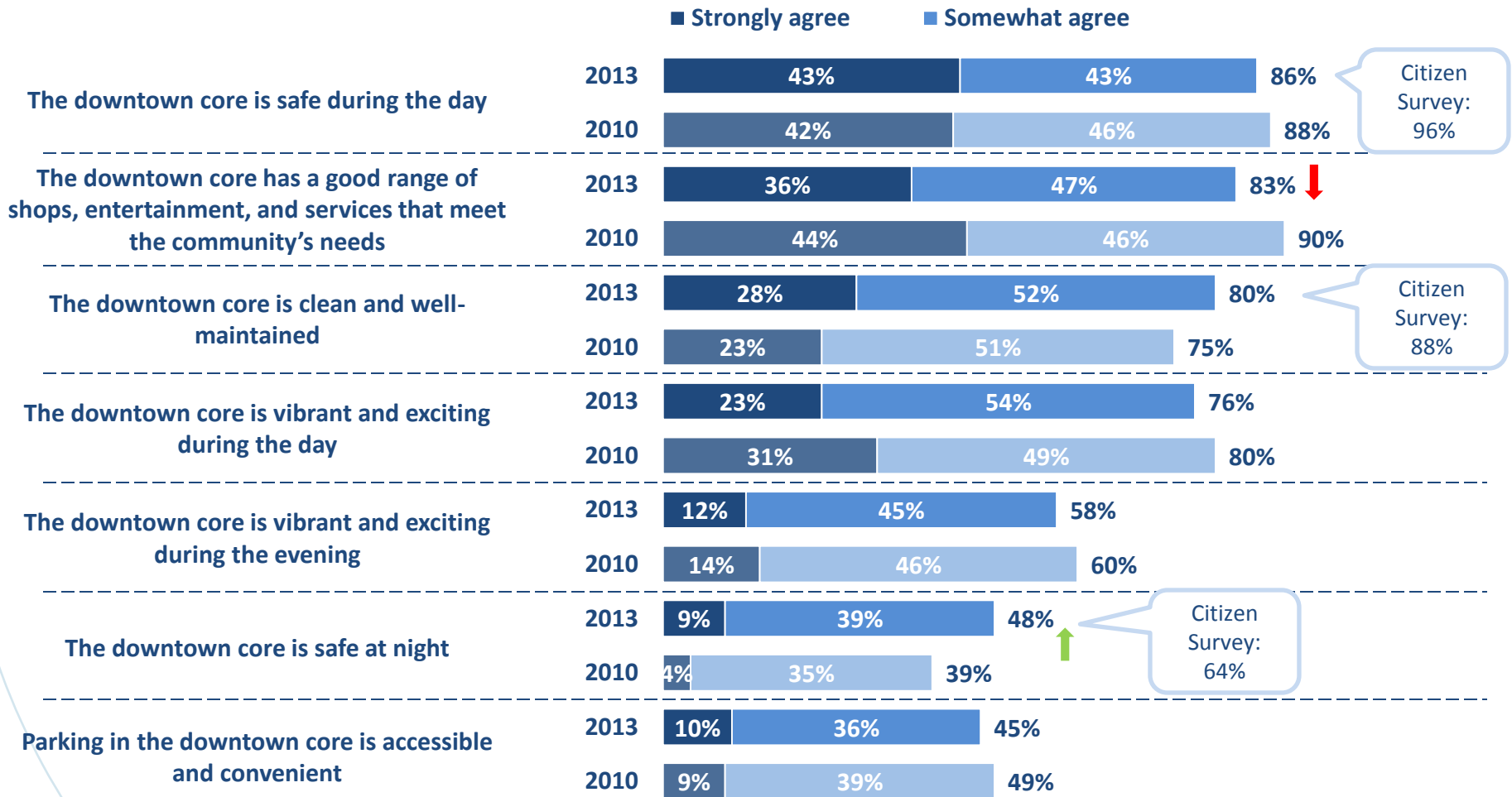
# Businesses generally feel favourably towards their immediate business location, although concerns with parking resurface.



Q11. I'm now going to read some statements about the area where your business is located and would like you to tell me if you agree or disagree with each one. The first one is [INSERT ITEM]. (Would that be strongly or somewhat agree/disagree)? How about [INSERT ITEM]?  
 Base: All Respondents (n=300); 2010 (n=300)



# As in 2010, business operators' perceptions of downtown Victoria are predominately positive with the exception of parking and night time safety.



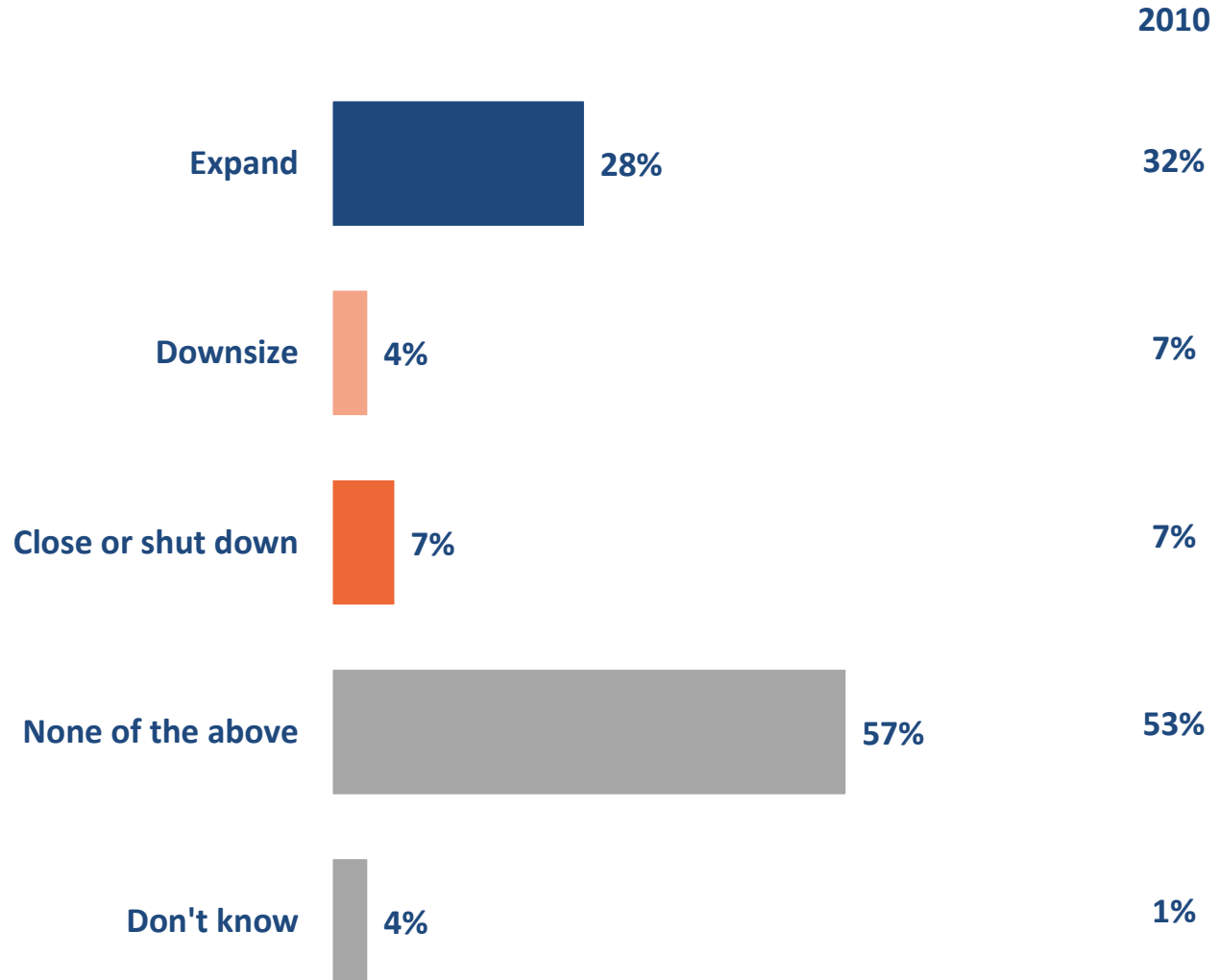
Q12. Please tell me if you agree or disagree with each of the following statements about the city's downtown core. The first one is [INSERT ITEM]. (Is that strongly or somewhat agree/disagree?) How about [INSERT ITEM]?

Base: All Respondents (n=300); 2010 (n=300)

# Future Business Plans



# As in 2010, businesses are more than twice as likely to anticipate expanding as they are downsizing or closing in the next five years.



2010

Expand

28%

32%

Downsize

4%

7%

Close or shut down

7%

7%

None of the above

57%

53%

Don't know

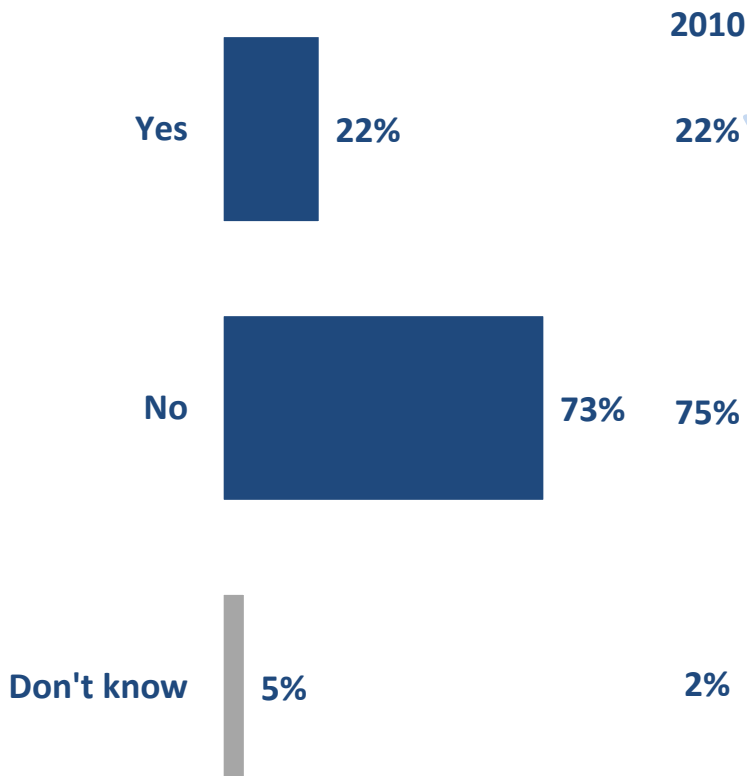
4%

1%

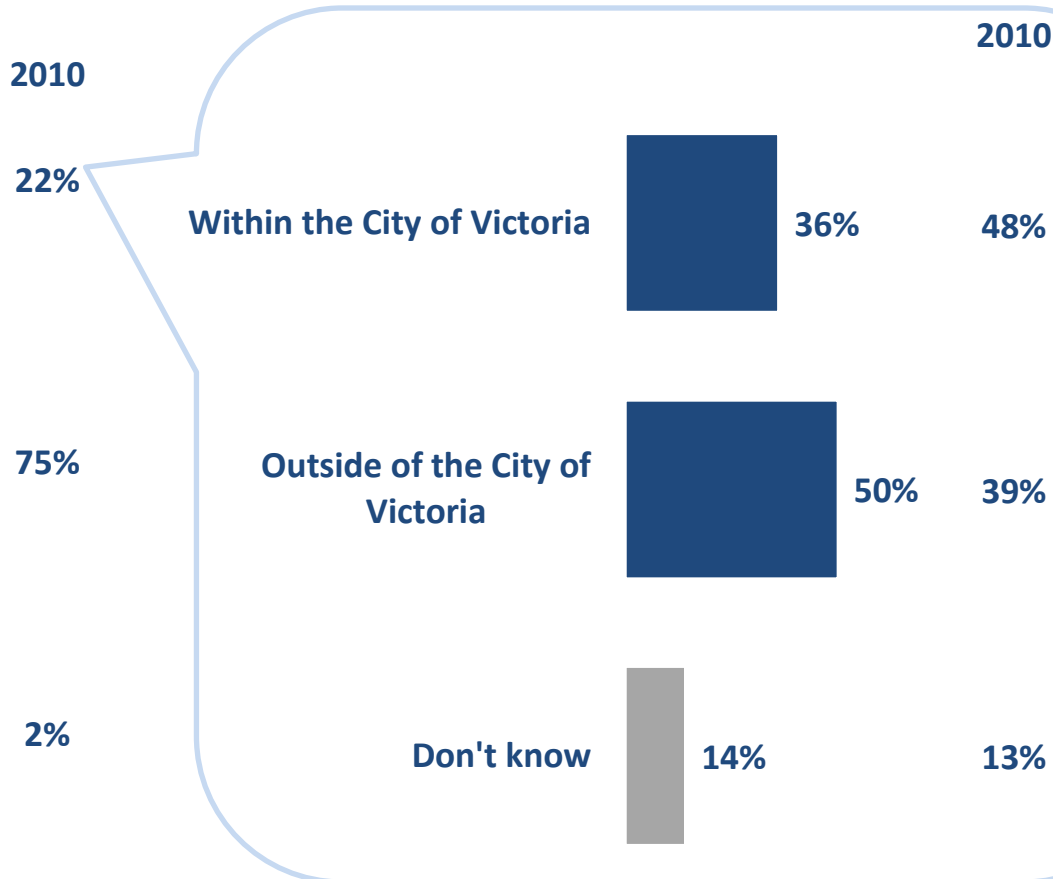


# Just over two-in-ten businesses plan on relocating to another location in the next five years.

Plan on moving or relocating business to another location in the next five years



Do you plan on relocating...?



*\*Caution, small base sizes*

Q7. Do you plan on moving or relocating your business to another location in the next five years?

Base: All Respondents (n=300); 2010 (n=300)

Q8. Do you plan on relocating (READ LIST)?

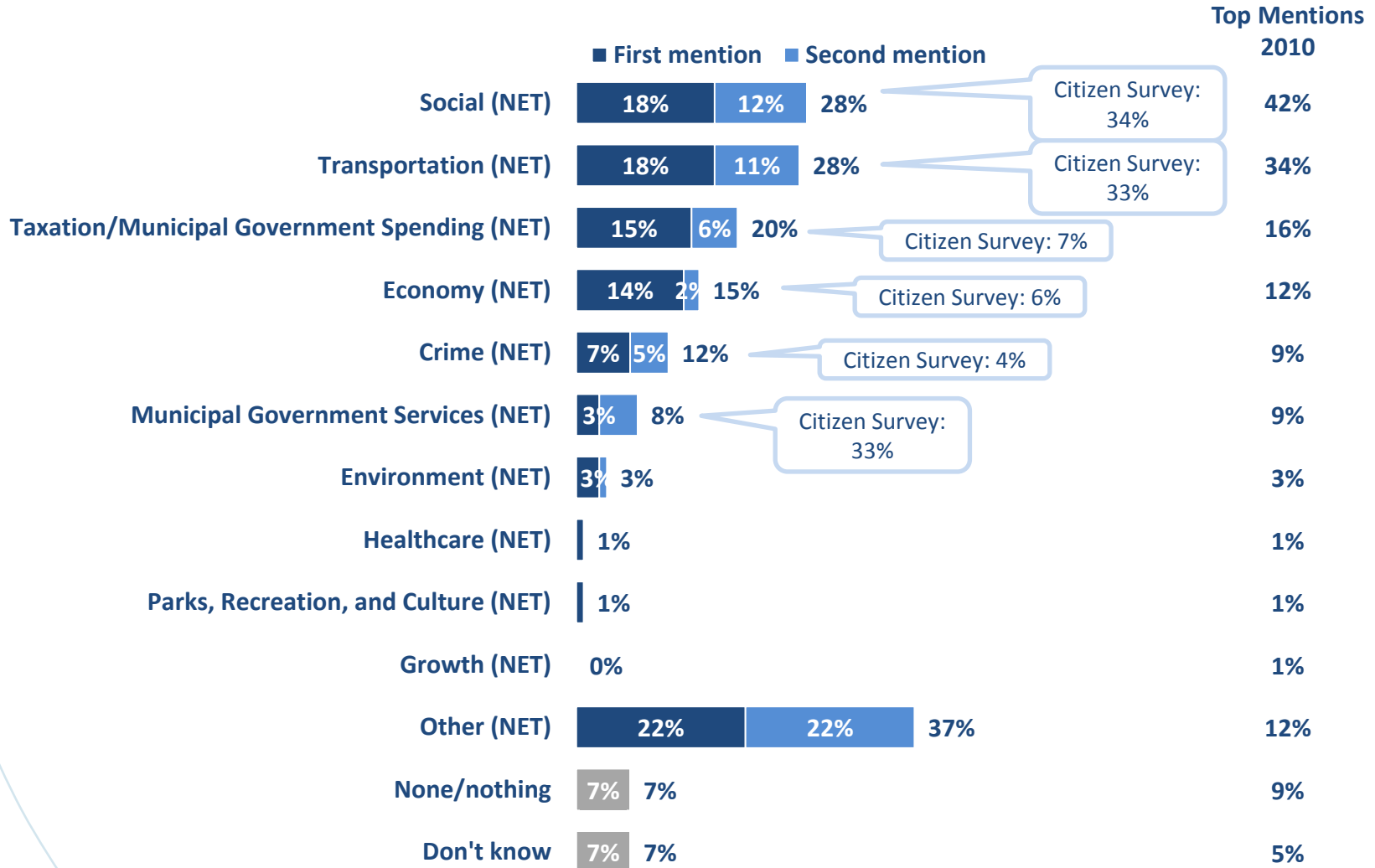
Base: Plan on moving or relocating business to another location in the next five years (n=66)\*; 2010(n=67)\*



# Issue Agenda



# Businesses want local leaders to focus on social issues most of all. Transportation-related issues also rank high on businesses' issue agenda.



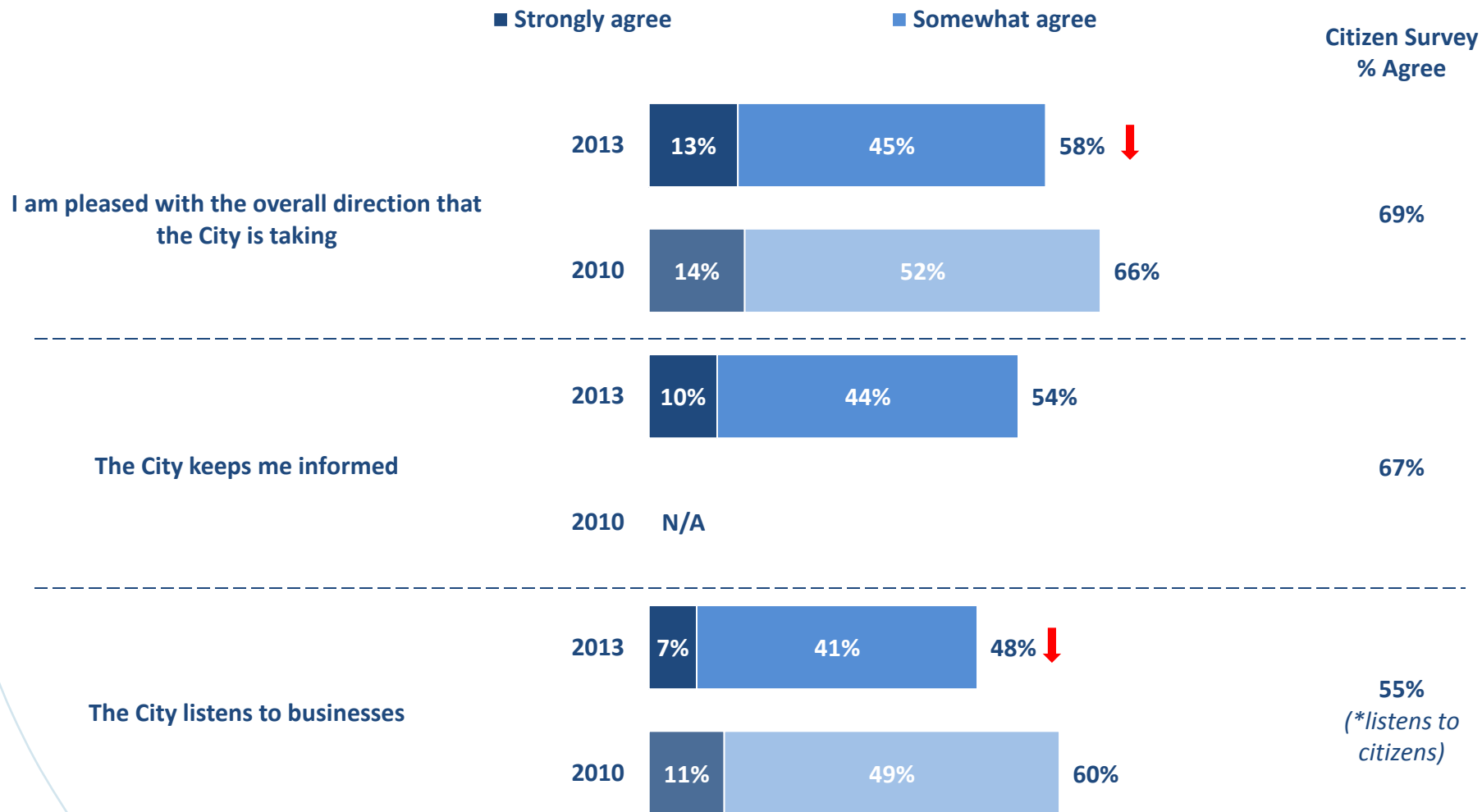
Q1. As a business operating in the City of Victoria, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? [ACCEPT 1 MENTION] Are there any other important local issues?

Base: All Respondents (n=300); 2010 (n=300)

# City Operations and Services



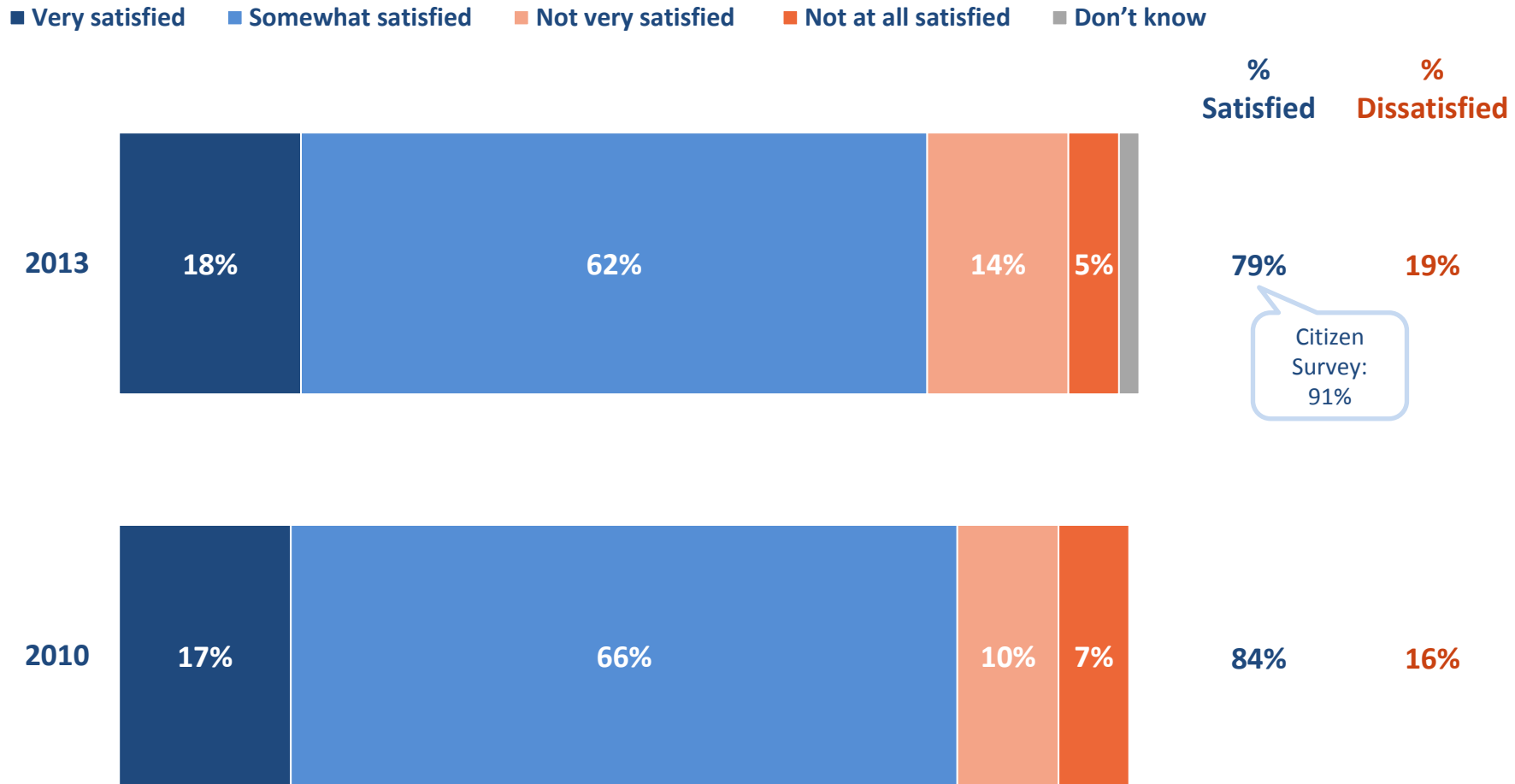
# Just over half of business operators are pleased with the overall direction the City is taking and think the City listens to businesses.



Q15. Please tell me if you agree or disagree with each of the following statements. The first one is [INSERT ITEM]. (Is that strongly or somewhat agree/disagree?) How about [INSERT ITEM]?  
 Base: All Respondents (n=300); 2010 (n=300)



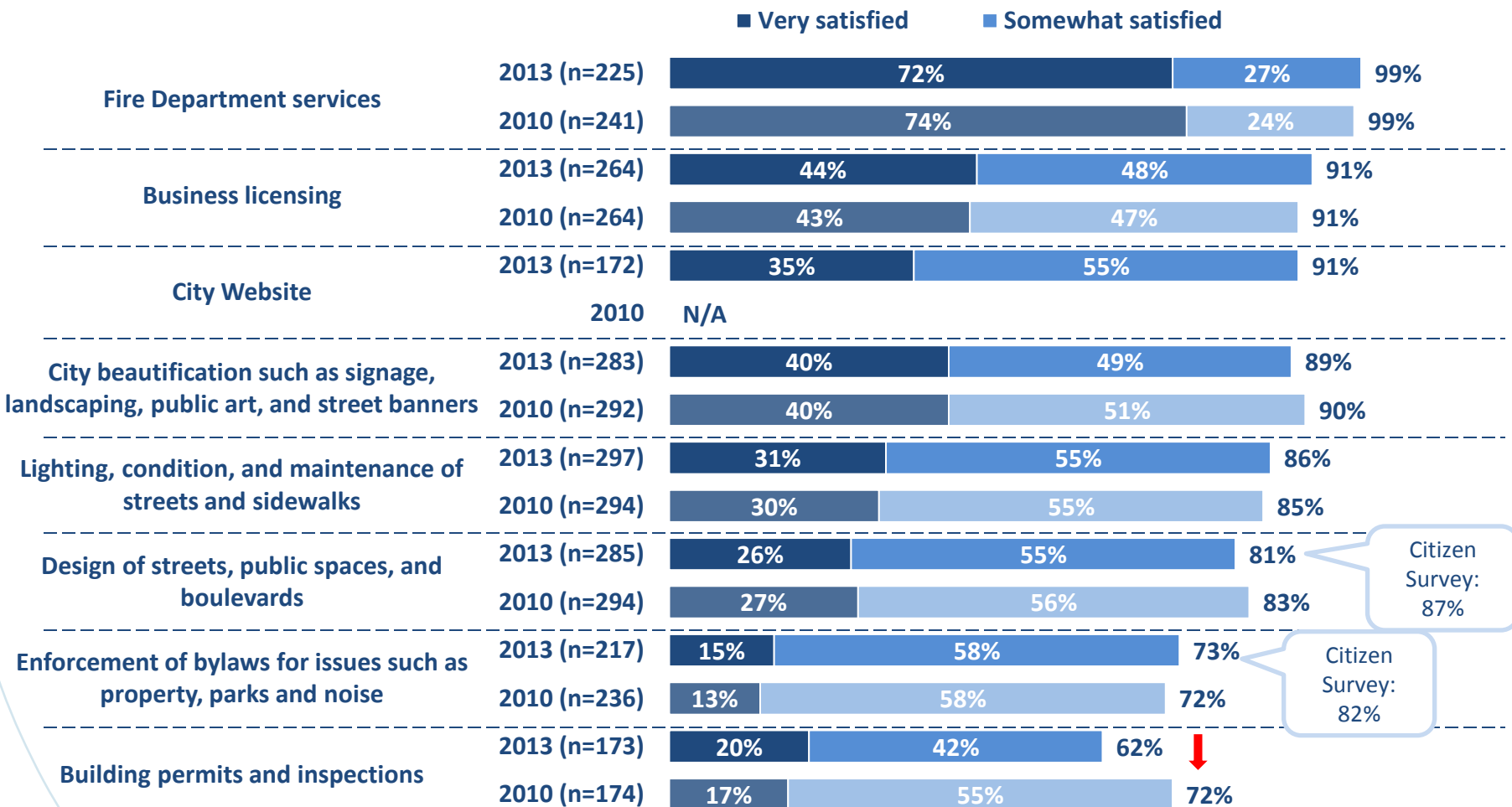
# Most businesses are satisfied with the overall level and quality of services provided by the City of Victoria.



Q13. How satisfied are you with the overall level and quality of services provided by the City of Victoria? Would you say (READ LIST)?  
Base: All Respondents (n=300); 2010 (n=300)



# Businesses are also satisfied with all of the specific services tested.



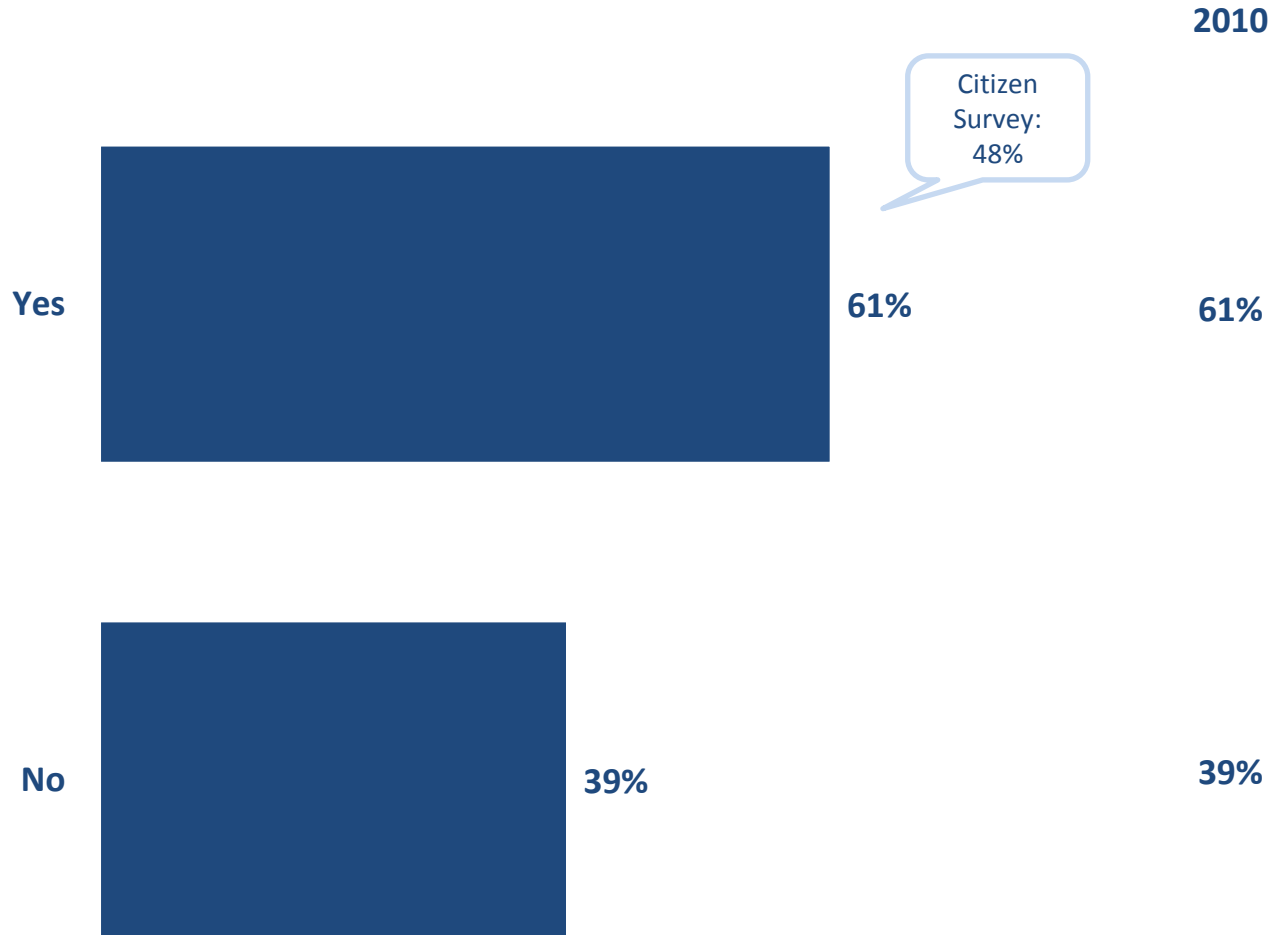
Q14. Please rate how satisfied you are with each of the following services on a scale of (READ LIST). If you are unfamiliar with or have no experience with a particular service, simply say 'not applicable' and I'll move on to the next item. The first one is [INSERT ITEM]. How about [INSERT ITEM]?

Base: Respondents with an opinion (e.g., excludes those saying not applicable/don't know) (n=varies)

# Customer Service



# The majority of businesses have contacted or dealt with a City employee in the past 12 months.

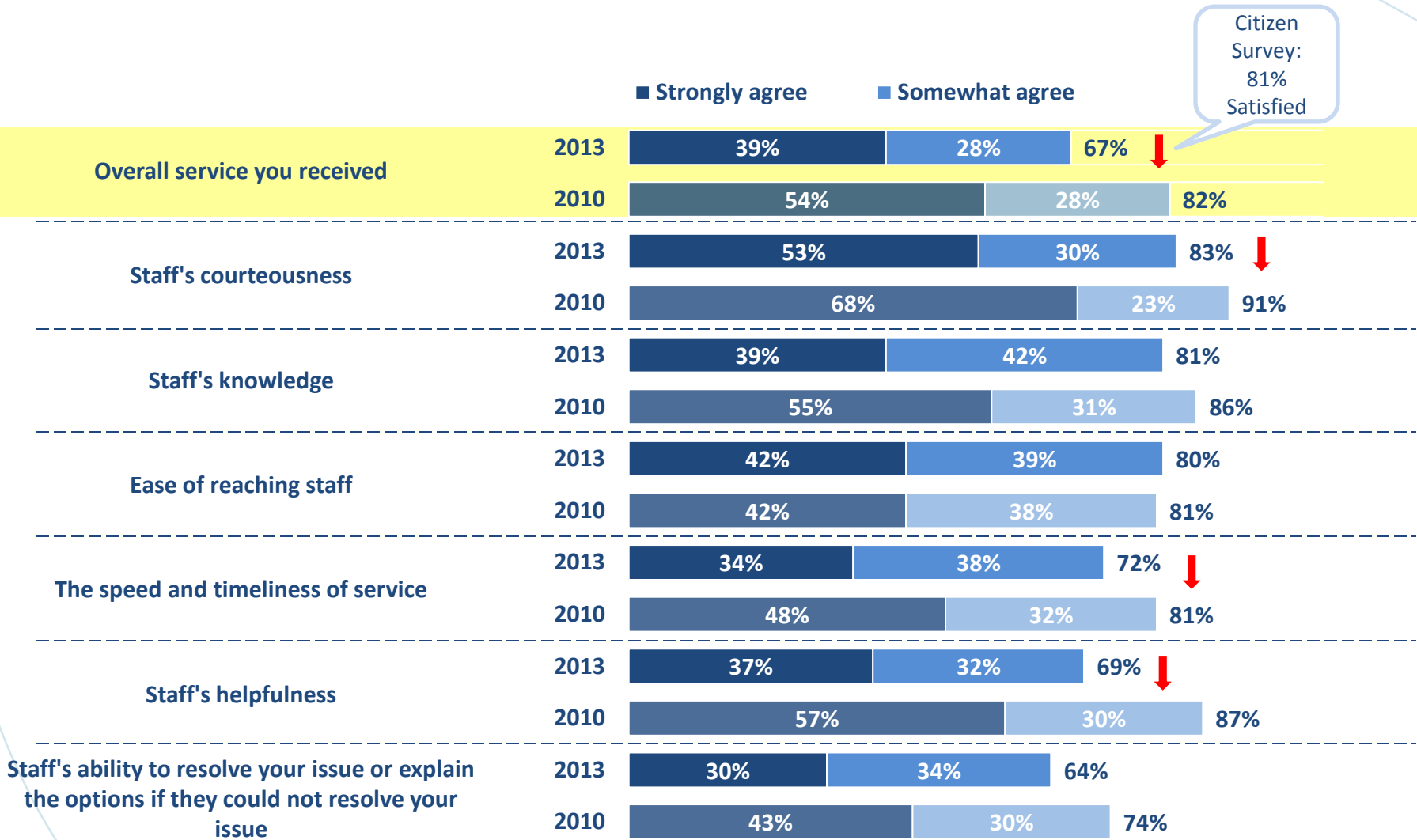


Q25. In the last twelve months, have you personally contacted or dealt with a City employee?  
Base: All Respondents (n=300); 2010 (n=300)





# While still positive, satisfaction with contact experiences shows some declines.

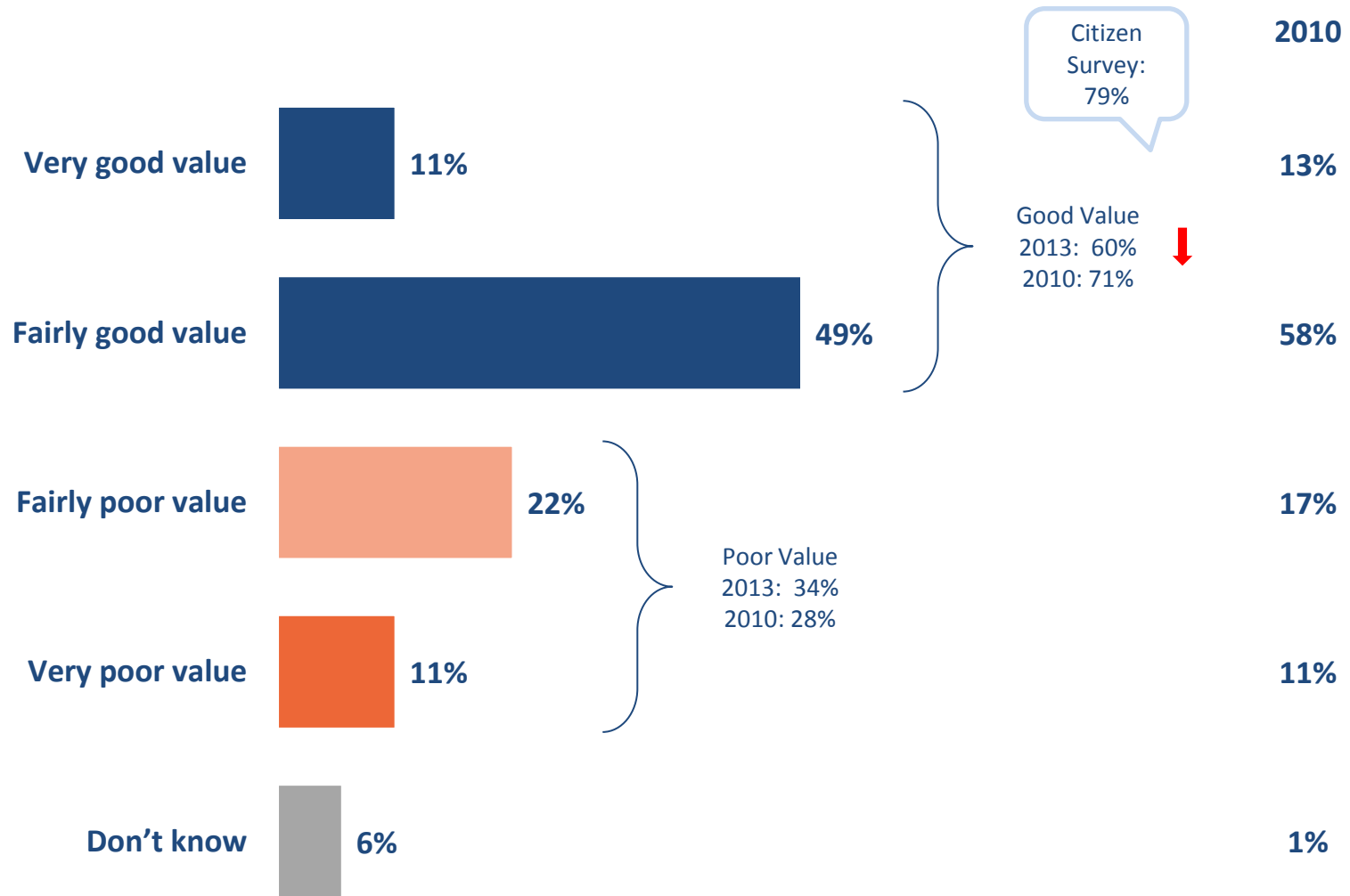


Q26. And, thinking of the last time you contacted a City employee, how satisfied were you with the ...? Would you say you were ...? And how satisfied were you with ...? (Note: Wording change, in 2010 question was "Staff's ability to resolve your issue".)  
 Base: Have personally contacted or dealt with a City employee (n=183); 2010 (n=182)

# Financing



# The majority of businesses believe they receive good value for their municipal tax dollars.

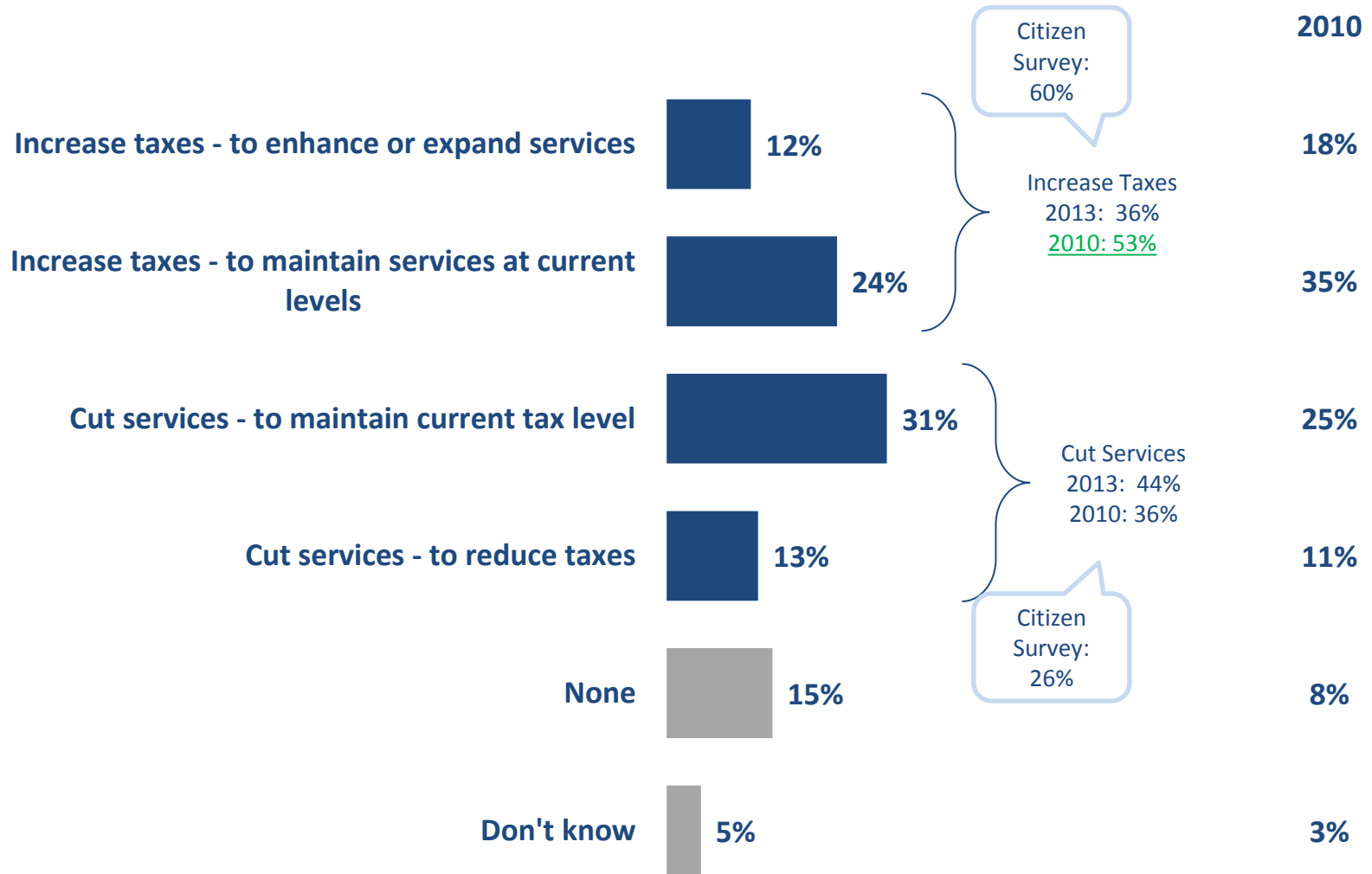


Q16. Thinking about all the programs and services you receive from the City of Victoria, would you say that overall you get good value or poor value for your tax dollars?

Base: All Respondents (n=300); 2010 (n=300)



# Attitudes have changed since 2010: businesses operators now prefer service cuts over tax increases.



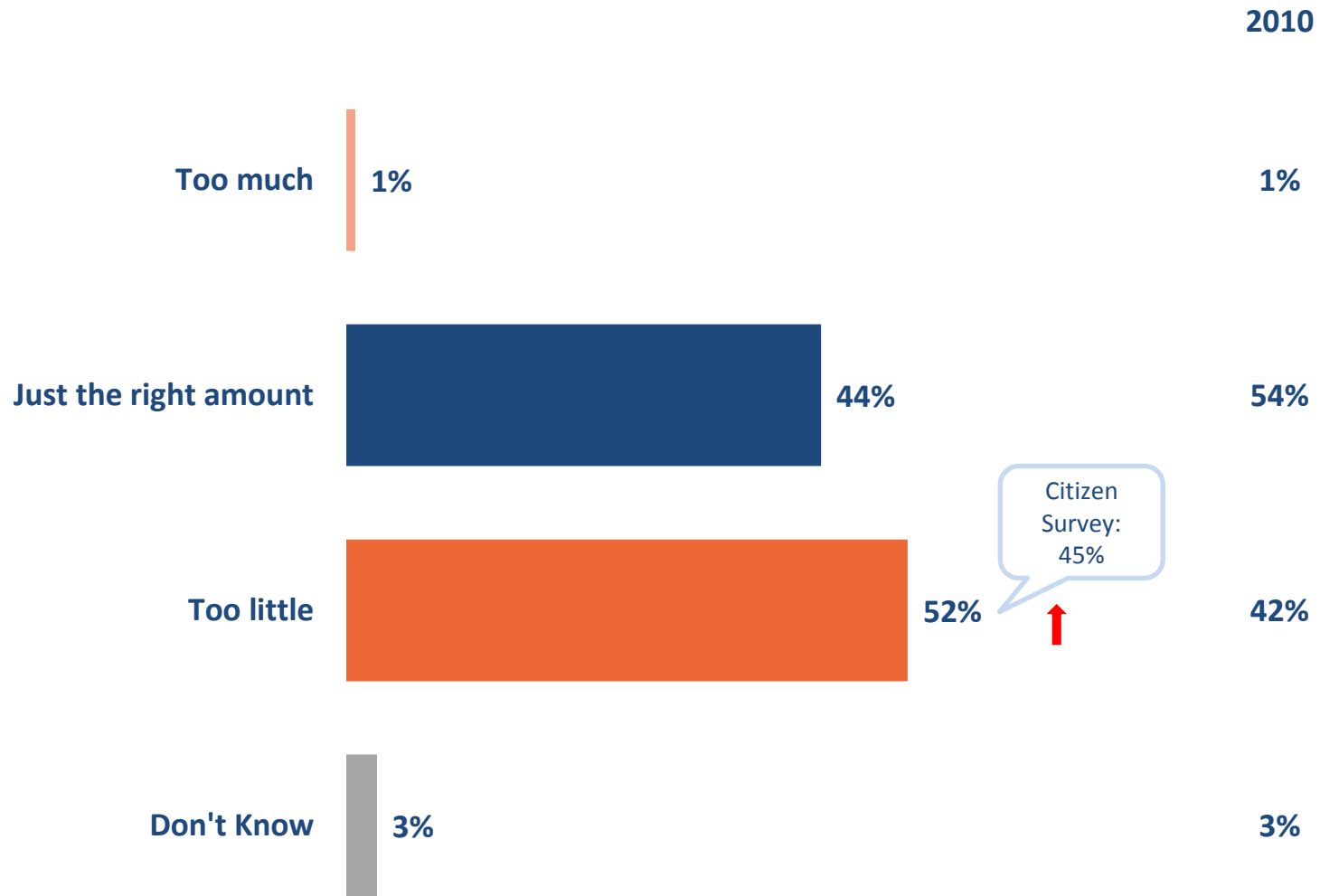
Q17. Municipal property taxes are the primary way to pay for services provided by the City of Victoria. Due to the increased cost of maintaining current service levels and infrastructure, the City of Victoria must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Victoria to pursue?

Base: All Respondents (n=300); 2010 (n=300)

# Communications



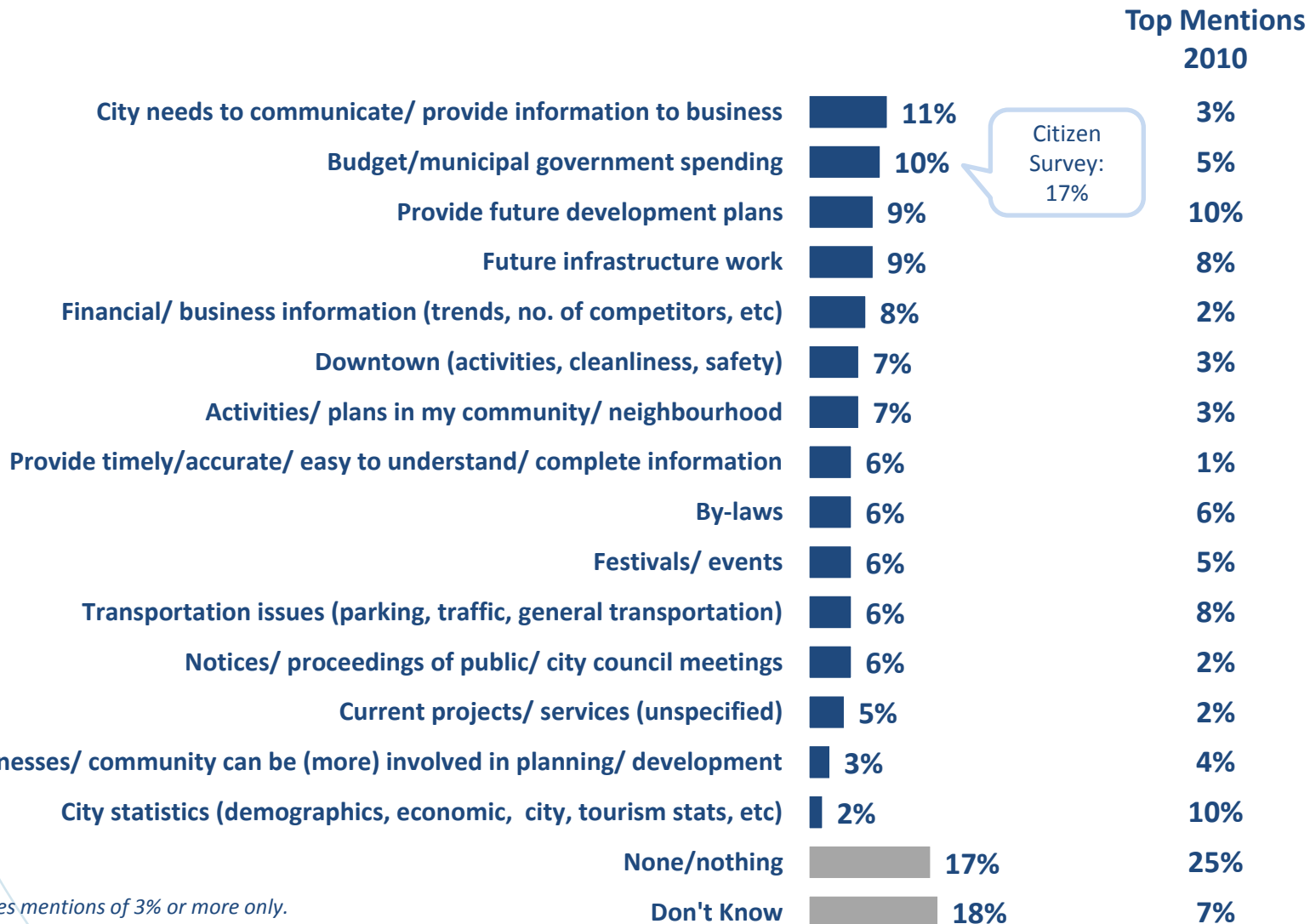
# There is room to increase the amount of information disseminated to businesses.



Q21. In your opinion, does your business currently receive information from the City?  
Base: All Respondents (n=300); 2010 (n=300)



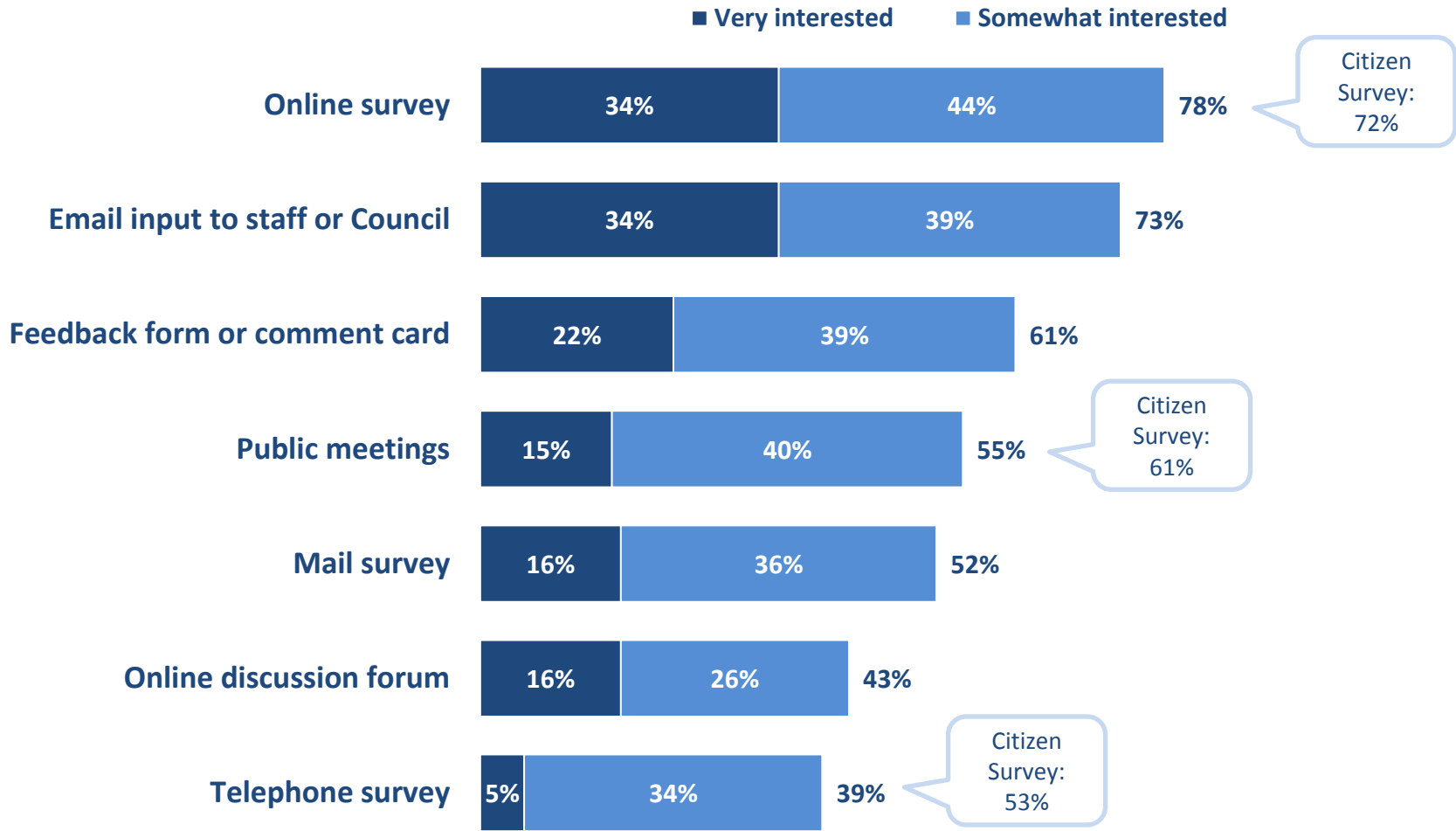
# Businesses are interested in receiving a wide range of information from the City.



*Includes mentions of 3% or more only.*



# Businesses prefer to provide input to the City electronically.



Q24. There are a number of different ways the City can consult with businesses on important local issues. Please tell me how interested you would be in providing your input to the City through each of the following methods, using a scale of very interested, somewhat interested, not very interested, not at all interested.

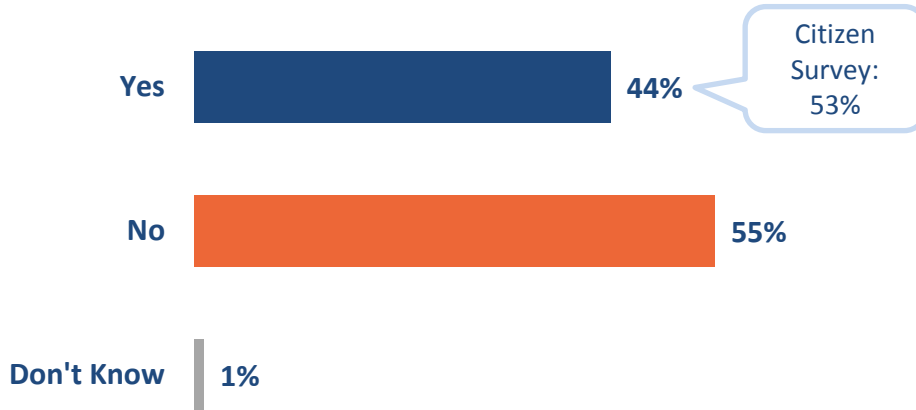
Base: All Respondents (n=300)



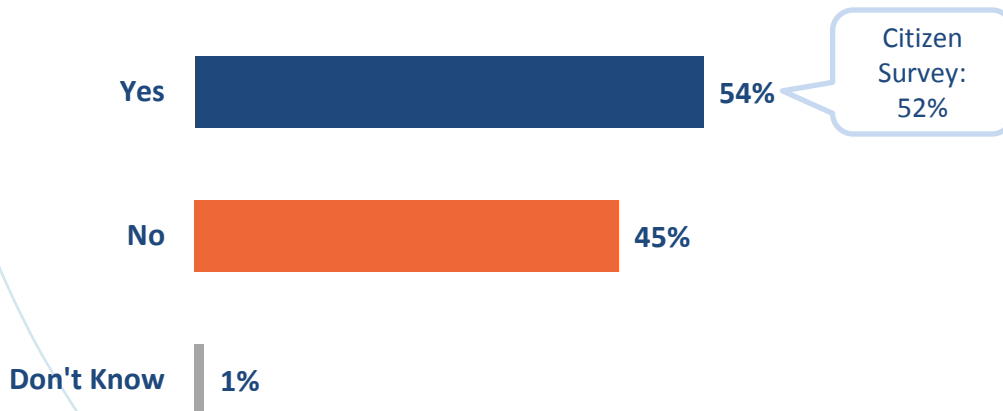


# Just under half of businesses are aware of opportunities available to provide input to the City of Victoria, and 54% have done so.

## Aware of Opportunities To Provide Input to the City of Victoria on Various Topics



## Ever Provided Feedback to the City of Victoria



## Main Reasons for NOT Providing Feedback



\*Mentions less than 2% not shown here

q19anew. Prior to this survey, have you been aware of opportunities to provide input to the City of Victoria on various topics? Base: All Respondents (n=300)

q19bnew. Have you ever provided your feedback to the City of Victoria? Base: All Respondents (n=300)

q19cnew. What is the main reason why you have not provided your feedback to the City of Victoria? Base: All not provided feedback (n=135)

