



City of Victoria

2013 Citizen Survey

Presentation of Results – July 18, 2013



- 600 telephone interviews with a randomly selected representative sample of Victoria citizens aged 18 years or older.
- Interviews conducted between April 2 and May 6, 2013.
- Overall results are accurate to within ± 4.0 percentage points, nineteen times out of twenty.
- Results have been weighted to ensure they reflect the City of Victoria in terms of age and gender distributions according to the 2006 Census.
- Regional quotas were set to ensure the final sample was inclusive and representative of all neighbourhoods within the City of Victoria.
- The results of this year's survey have also been compared to Ipsos Reid's database of municipal norms for British Columbia to provide additional insight, context, and benchmarks against which the City of Victoria can evaluate its performance.

- Overall results are generally positive
 - ⇒ Residents think the quality of life is good in Victoria.
 - ⇒ Residents are satisfied with City operations and services.
 - ⇒ Residents believe they get good value for the taxes they pay.
 - ⇒ Social issues (primarily homelessness) continue to dominate the issues agenda.

Comparison to Previous Survey (2010)

- Overall, 2013 results are similar to 2010

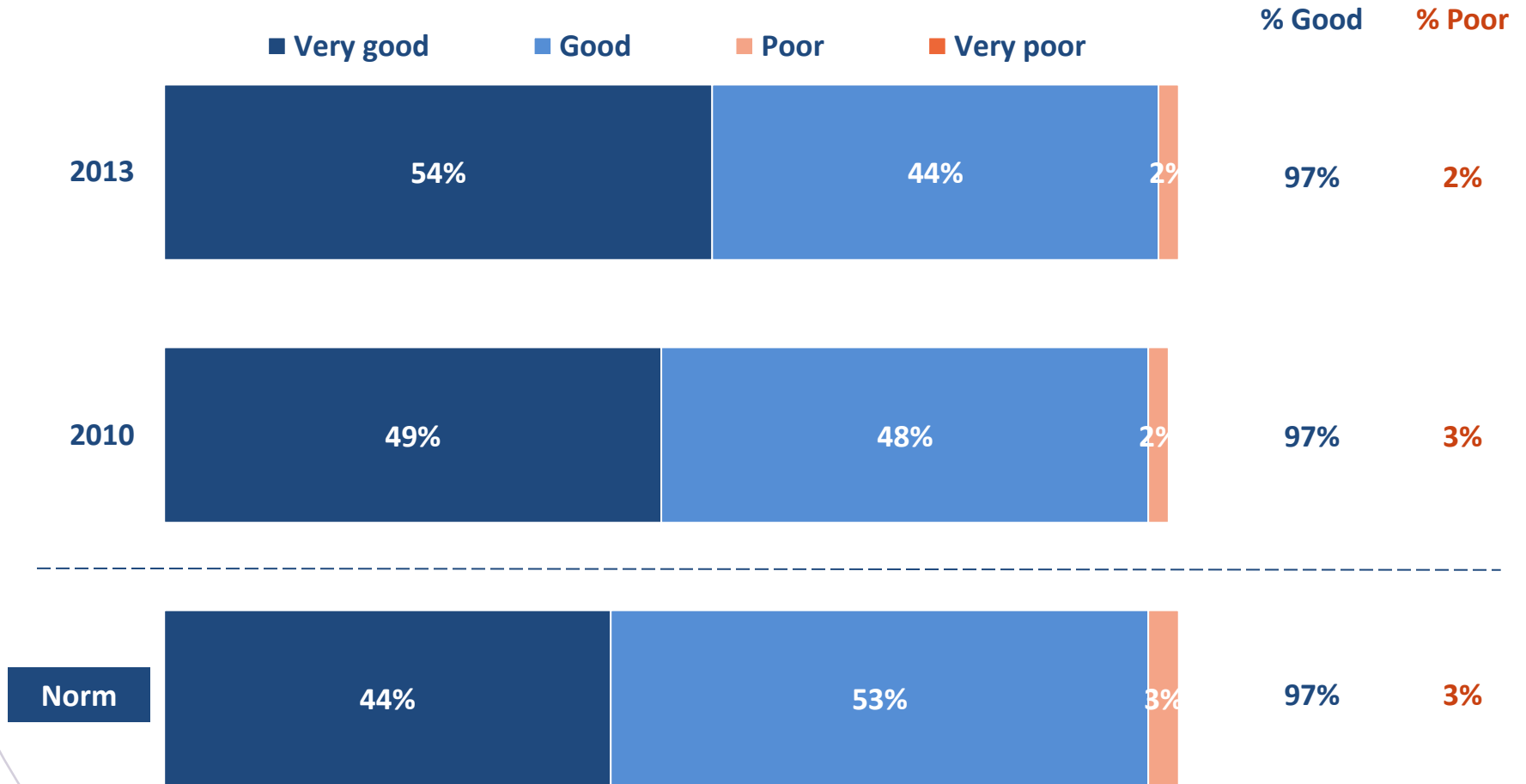
- Improvements over 2010 include:
 - ⇒ Improved assessments regarding the change in quality of life (fewer say it has worsened).
 - ⇒ Improved perception of Downtown's safety at night.
 - ⇒ Improved satisfaction levels with the quality of City-sponsored arts, cultural and festival events

- Declines since 2010 include:
 - ⇒ Assessments of how well the City listens to citizens.
 - ⇒ Assessments of how well the City welcomes citizen involvement in decision making.
 - ⇒ Assessments of value for taxes.

Quality of life

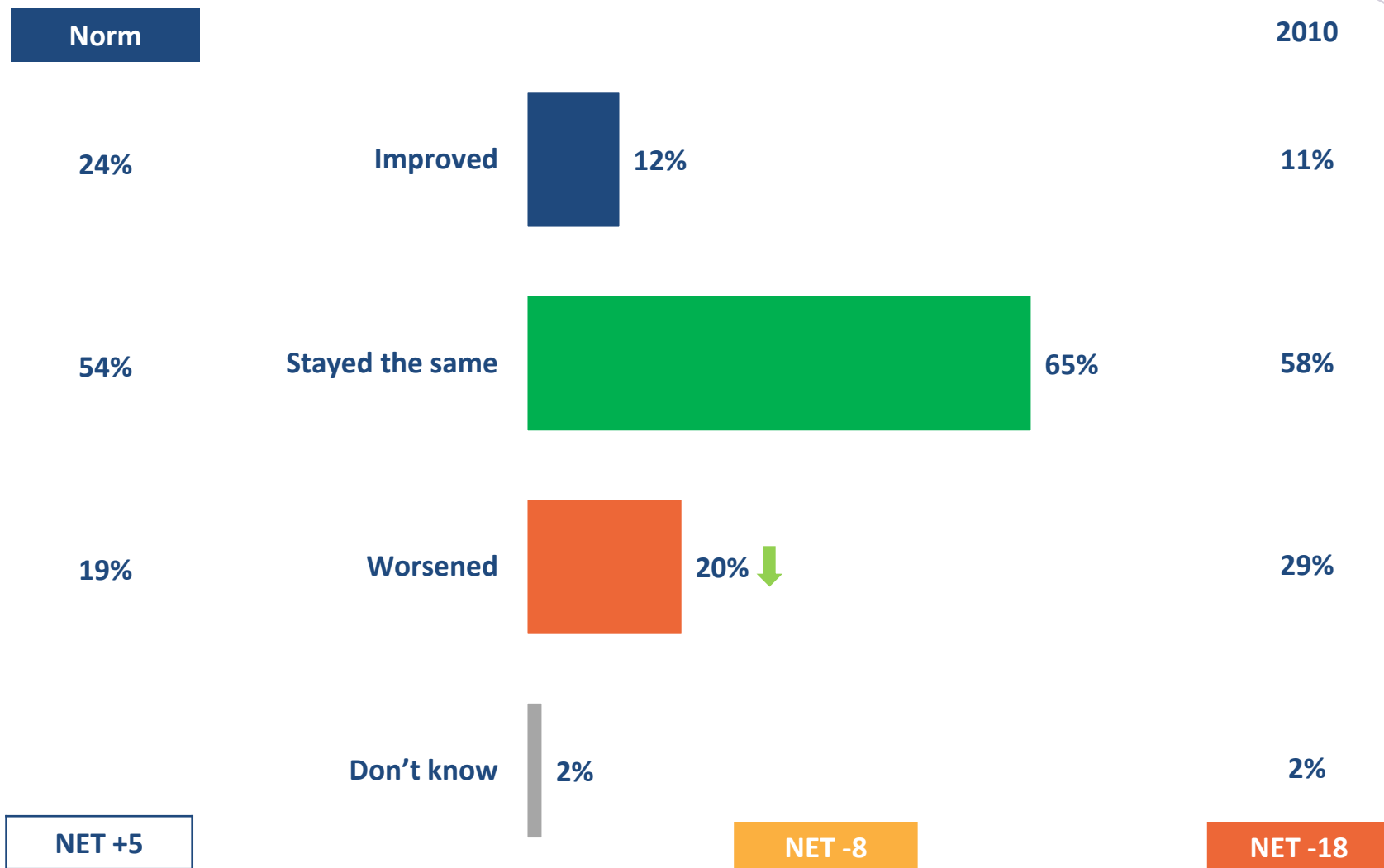


Virtually all citizens say they have a good quality of life in Victoria.



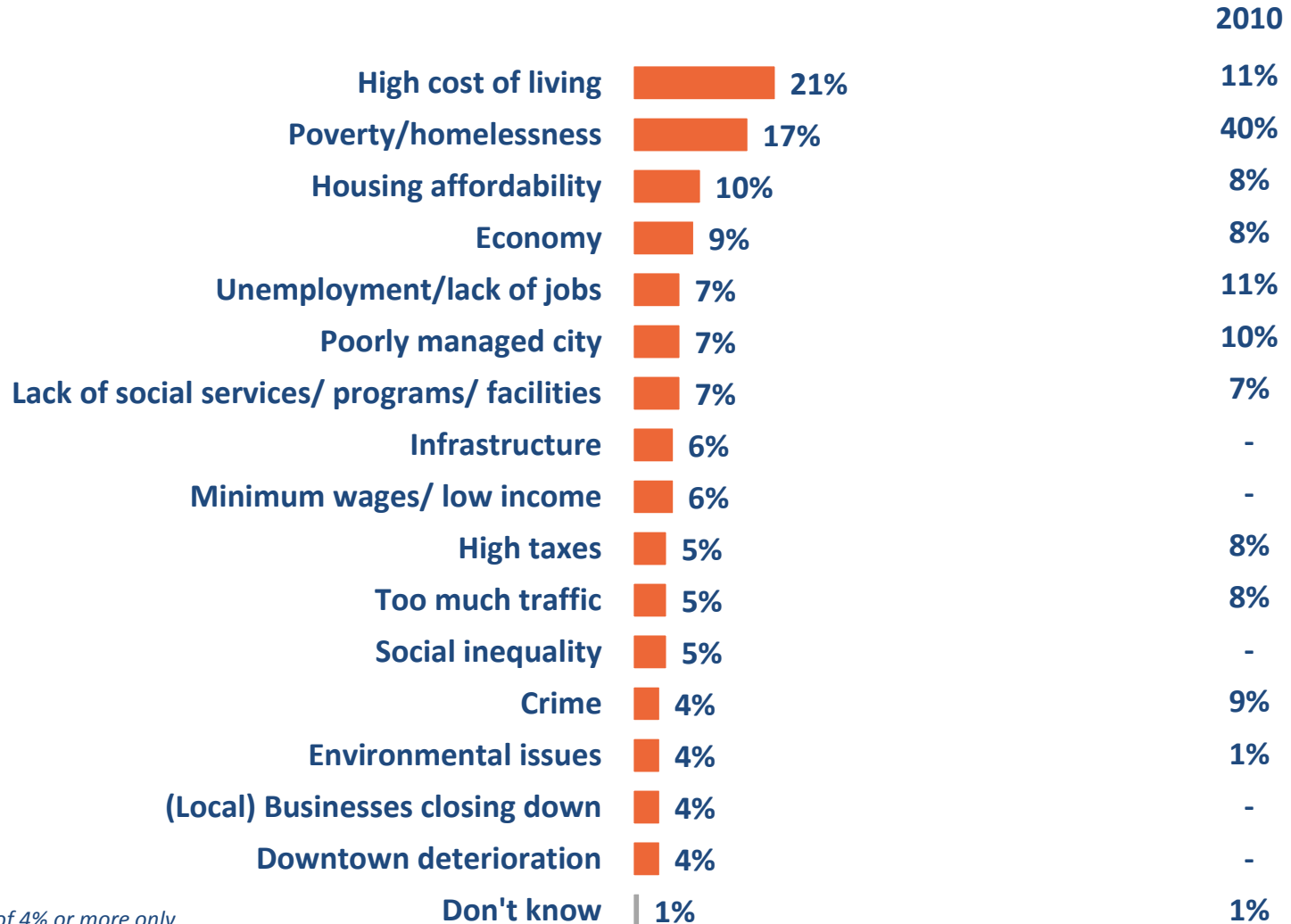
Q2. Overall, how would you rate the overall quality of life in the City of Victoria today? Would you say...
Base: All Respondents (n=600); 2010 (n=600)

Most say the quality of life has stayed the same.





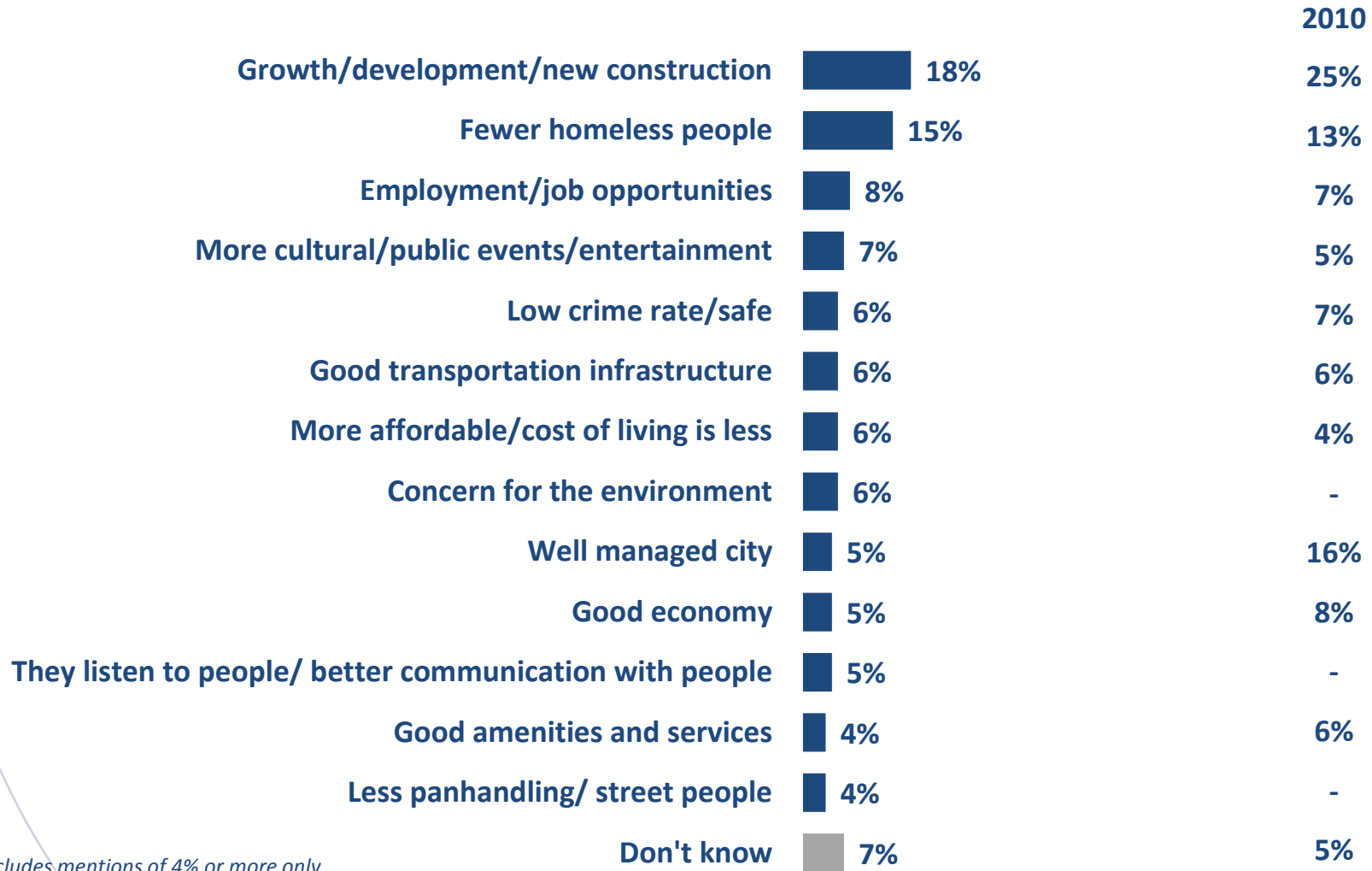
Financial reasons are primarily the reasons for a reported decline in quality of life



Includes mentions of 4% or more only.



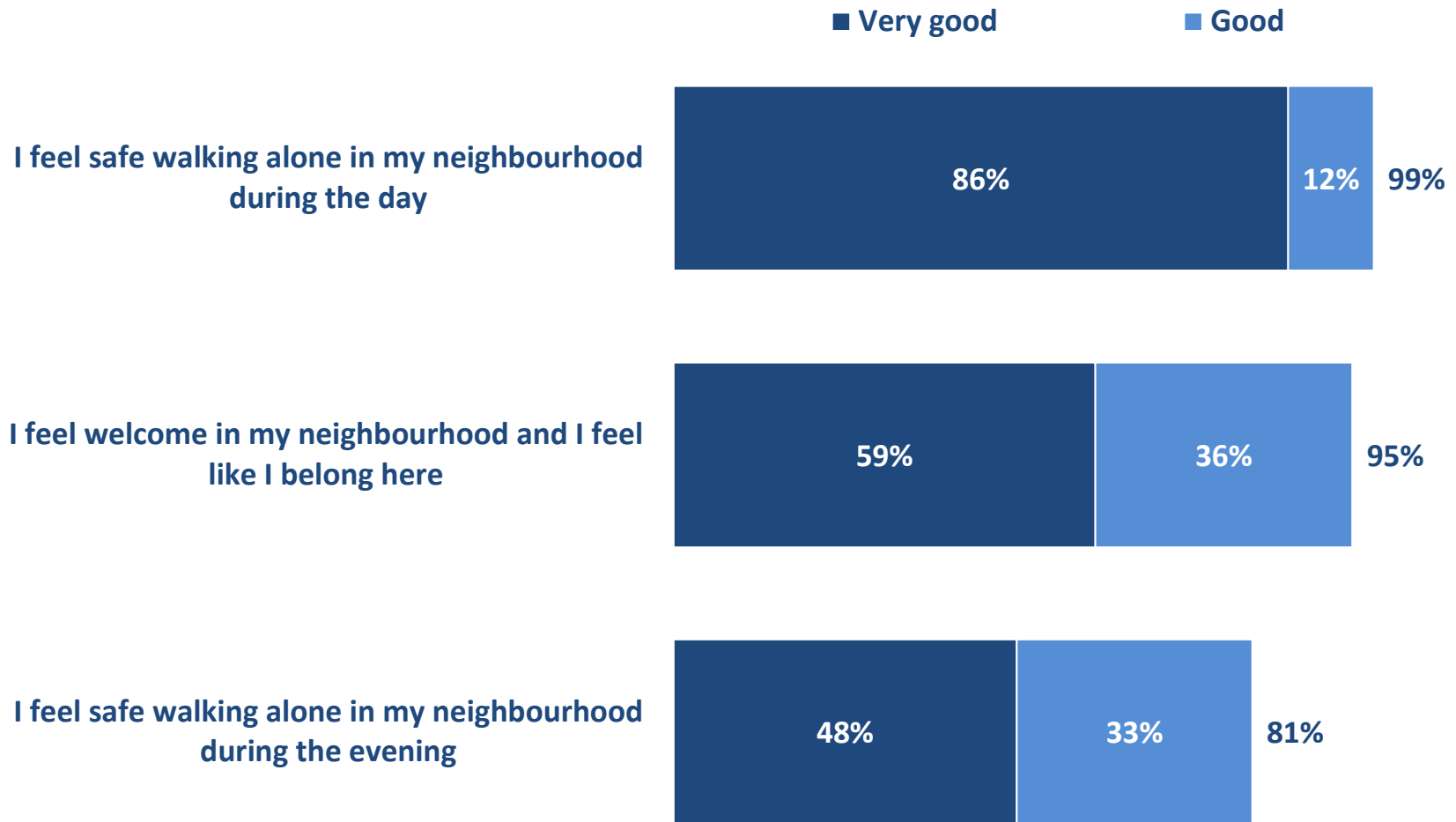
Growth, fewer homeless people and economic factors are the main reasons for feeling the quality of life has improved over the past three years.



Includes mentions of 4% or more only.



The majority of citizens feel safe and welcome in their neighbourhoods, but some do not feel safe walking alone in their neighbourhoods in the evening.



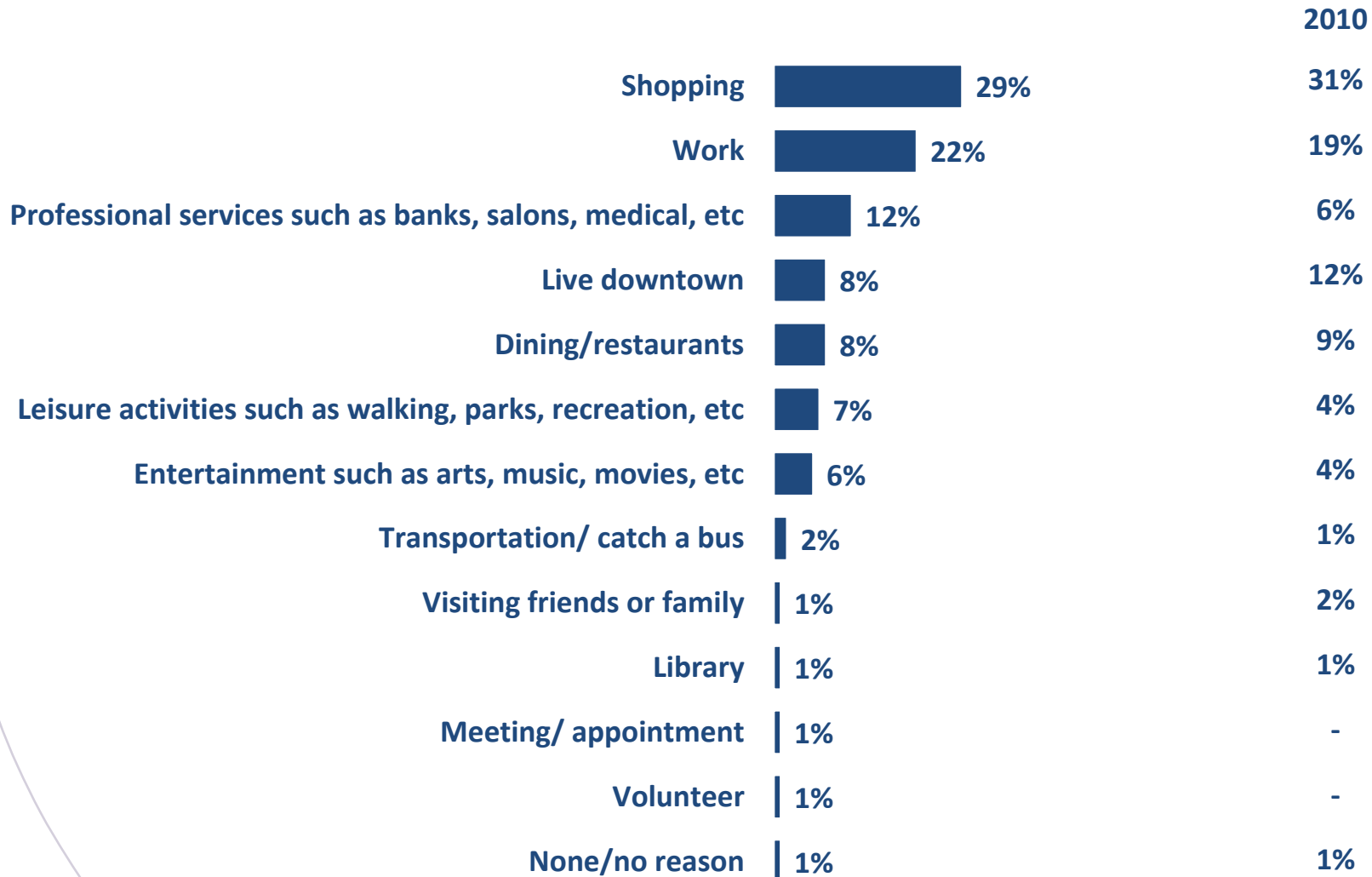
Q6. Please tell me if you agree or disagree with each of the following statements about your neighbourhood. The first one is [INSERT ITEM]. (Is that strongly or somewhat agree/disagree?) How about ...?

Base: All Respondents (n=600)

Downtown Victoria



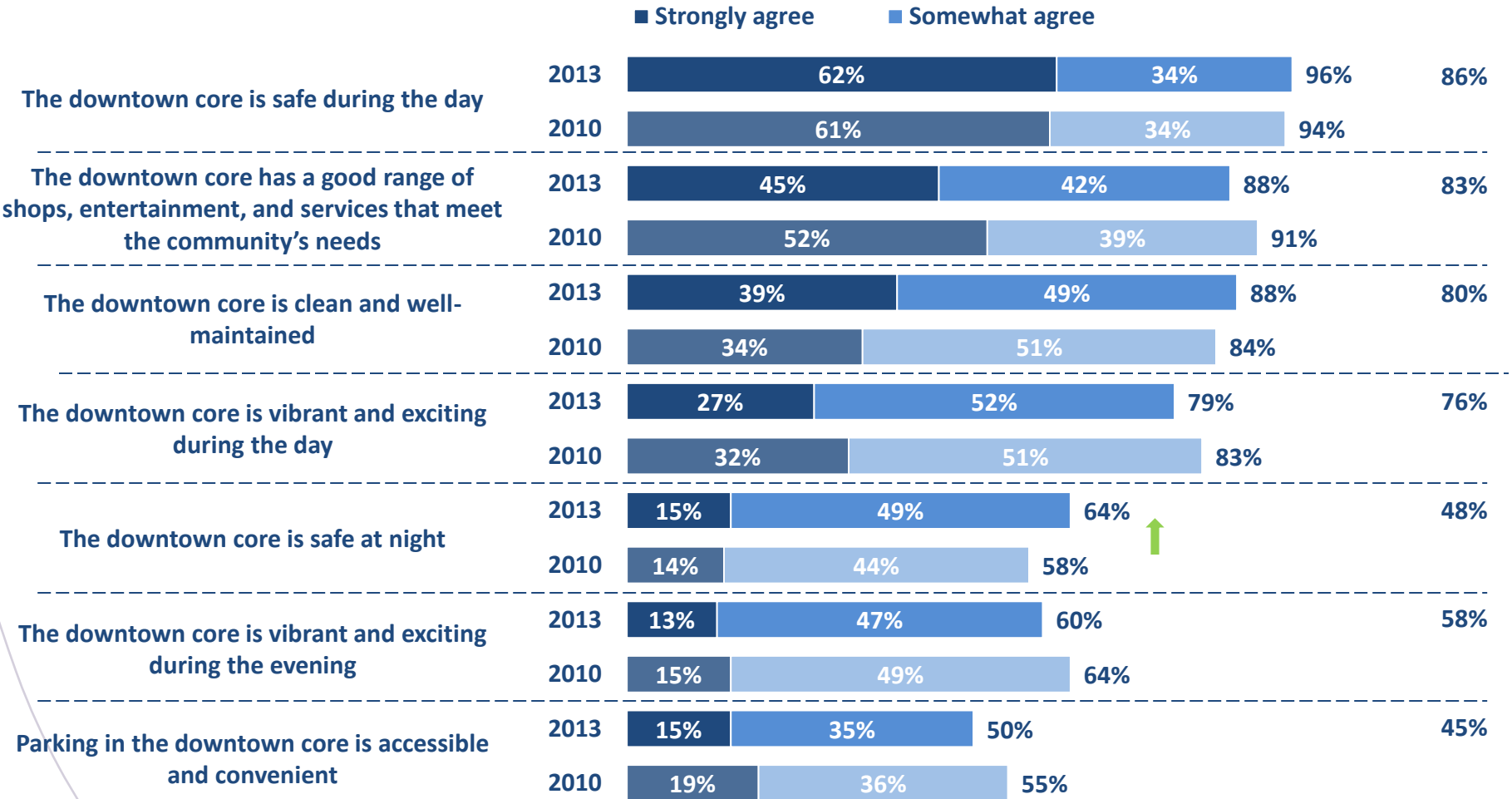
Shopping and going to work are the main reasons for visiting downtown Victoria.





Perceptions of downtown Victoria are predominately positive, particularly for daytime safety, amenities, cleanliness, and daytime vibrancy.

Business Survey

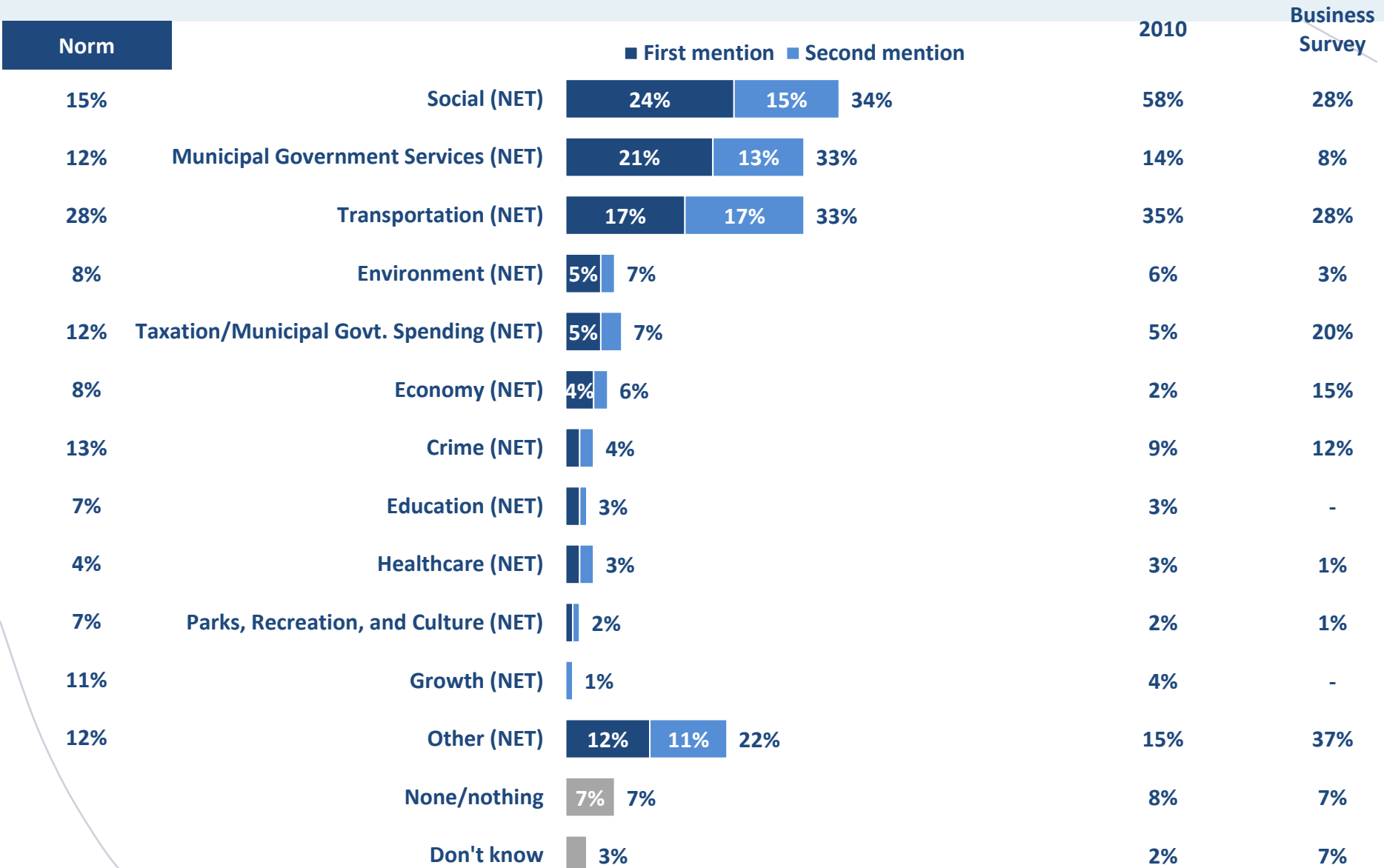


Q9. Please tell me if you agree or disagree with each of the following statements about the city's downtown core. The first one is [INSERT ITEM].
 (Is that strongly or somewhat agree/disagree?) How about ...?
 Base: All Respondents (n=600); 2010 (n=600)

Issue Agenda



Social issues, municipal government services and transportation are the top issues in the minds of citizens.



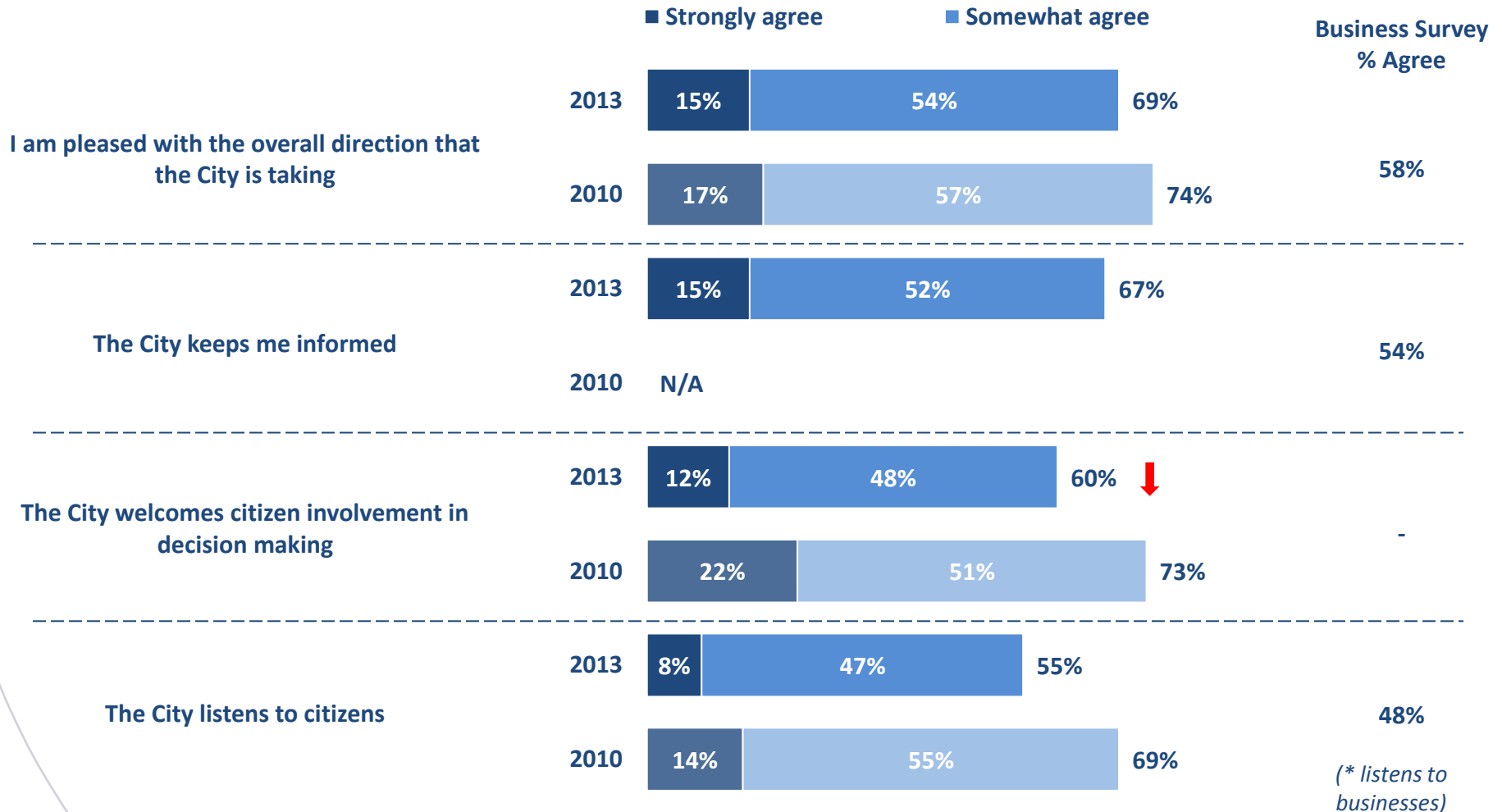
Q1. As a resident of the City of Victoria, what is the most important issue facing the city, that is, the one issue you feel should receive the greatest attention from your local leaders?

Base: All Respondents (n=600); 2010 (n=600)

City Operations and Services



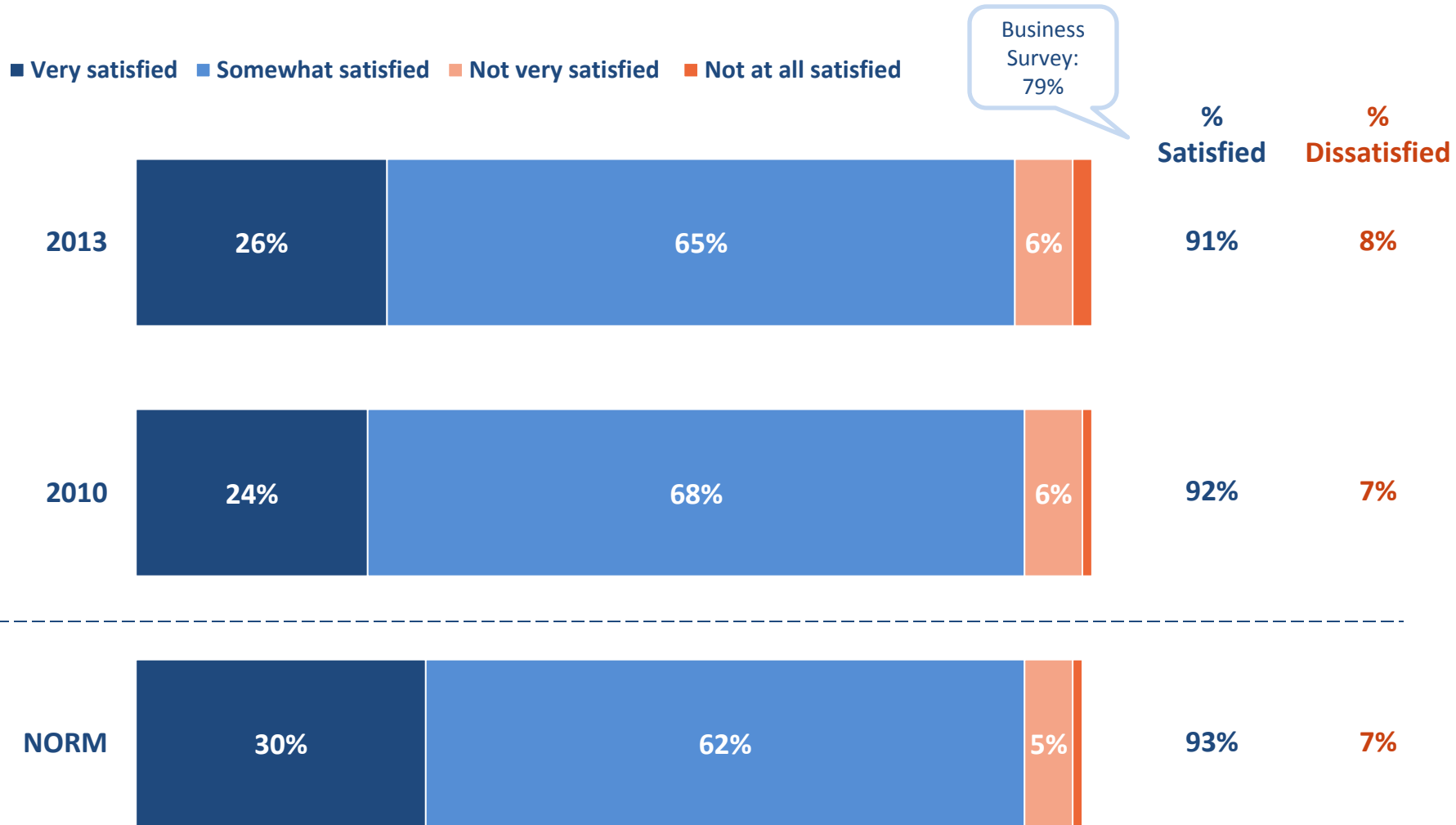
Citizens demonstrate predominately positive views of the City's municipal operations; however they are not as positive as they were in 2010.



Q13. 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 ...?

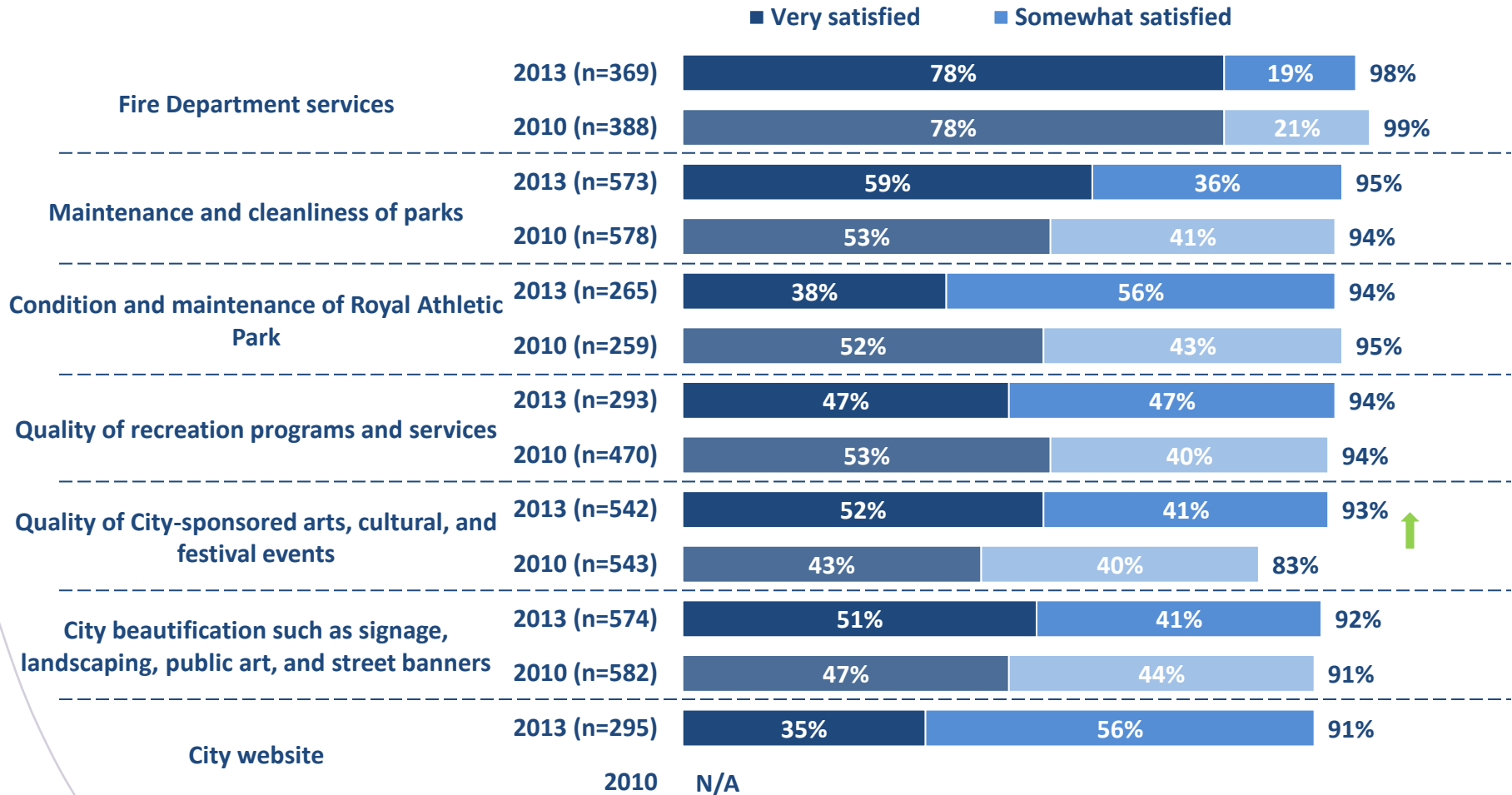
Base: All Respondents (n=600); 2010 (n=600)

Most citizens are satisfied with the overall level and quality of City services.



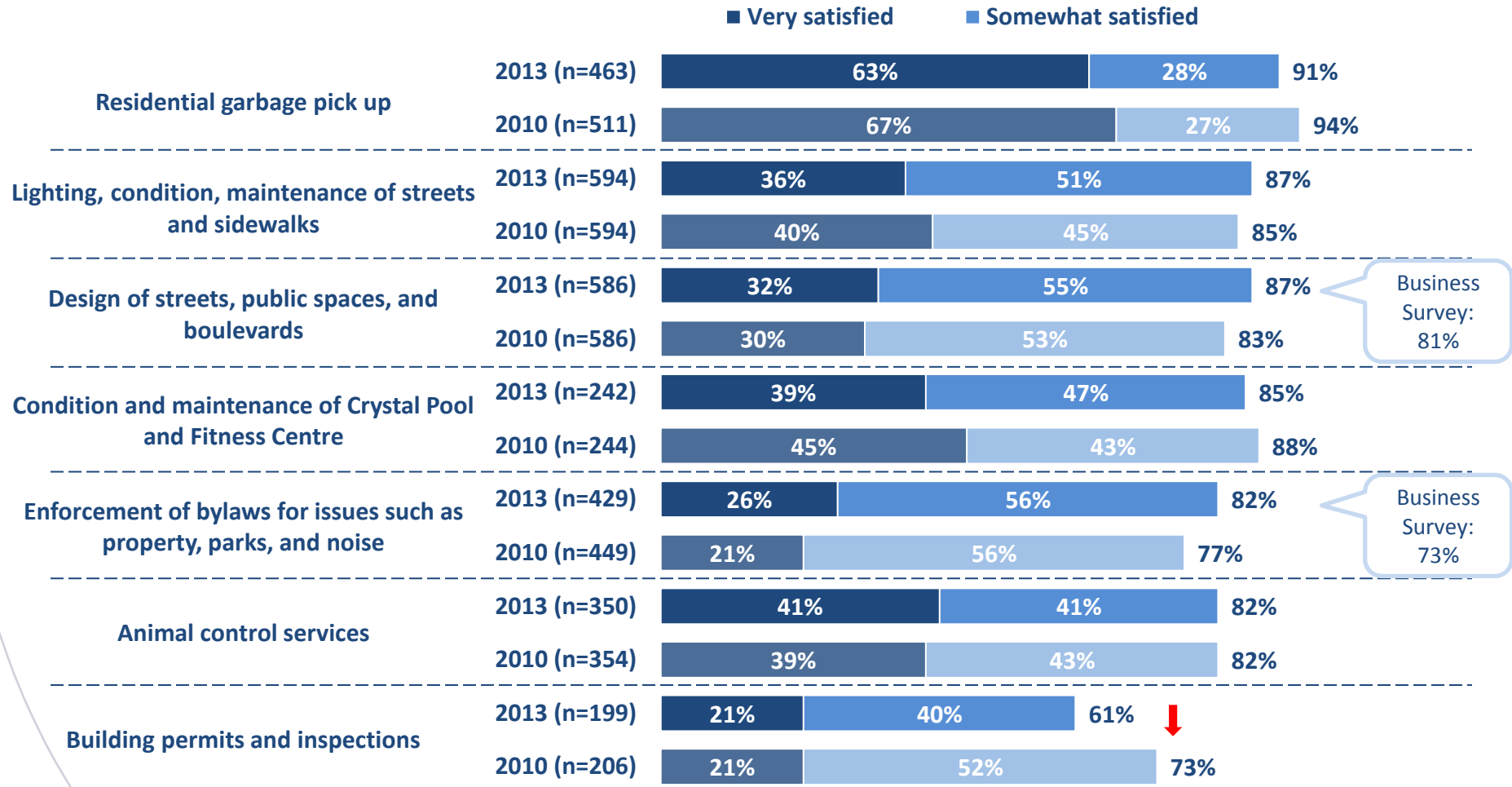


Citizens are also satisfied with all of the specific services tested.



Q12. 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)



Q12. 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



Around half have contacted or dealt with a City employee in the past 12 months.

Norm

2010

50%

Yes



48%

Business Survey: 61% Contact

50%

49%

No



51%

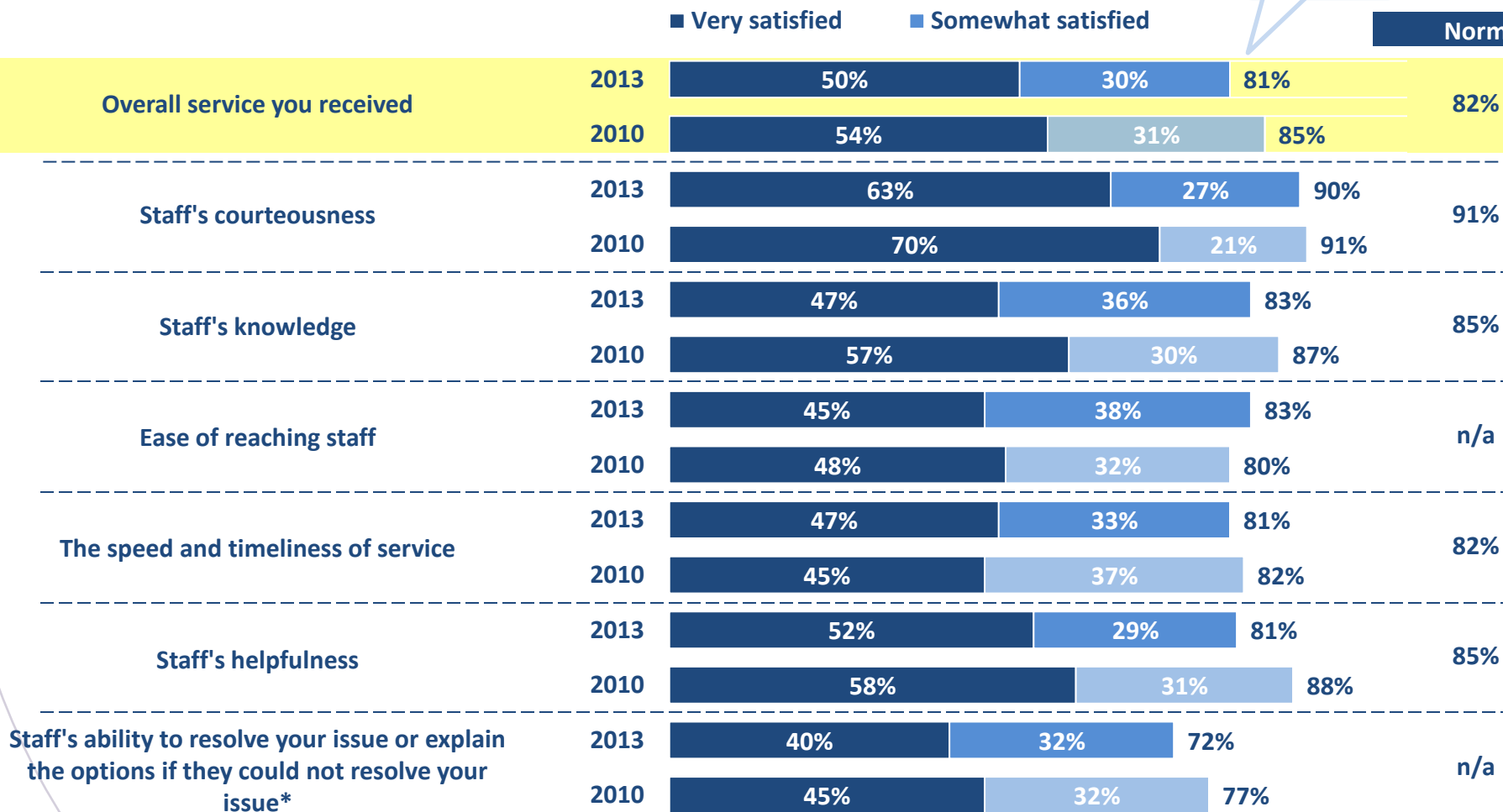
50%

Q23. In the last twelve months, have you personally contacted or dealt with a City employee?
Base: All Respondents (n=600); 2010 (n=600)



Contact experiences are predominately satisfactory.

Business Survey: 67% Satisfied



Q24. 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".)

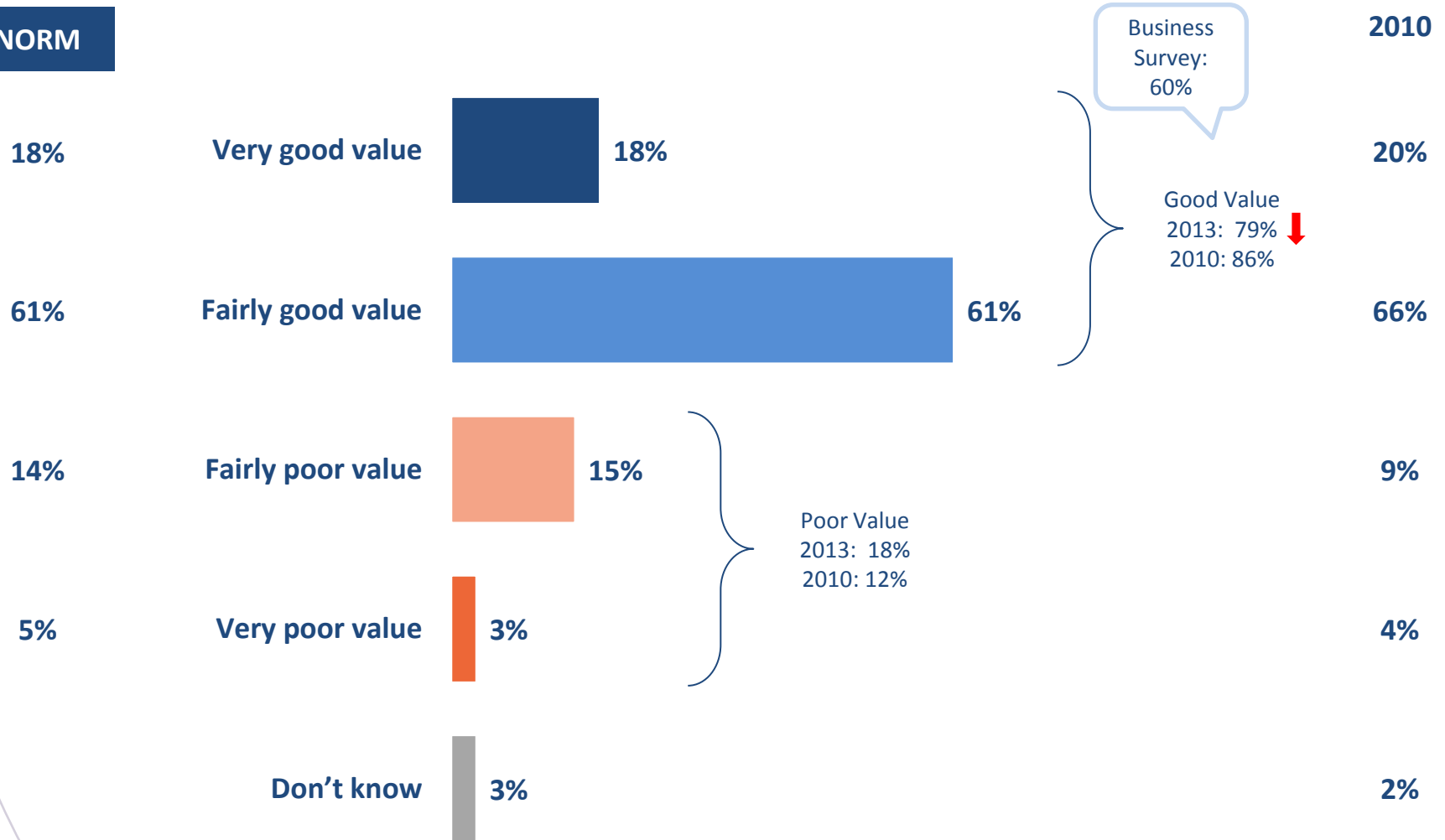
Base: Have personally contacted or dealt with a City employee (n=289); 2010 (n=301)

Financing



The majority of citizens believe they receive good value for their municipal tax dollars; however, citizens are less positive than in 2010.

NORM

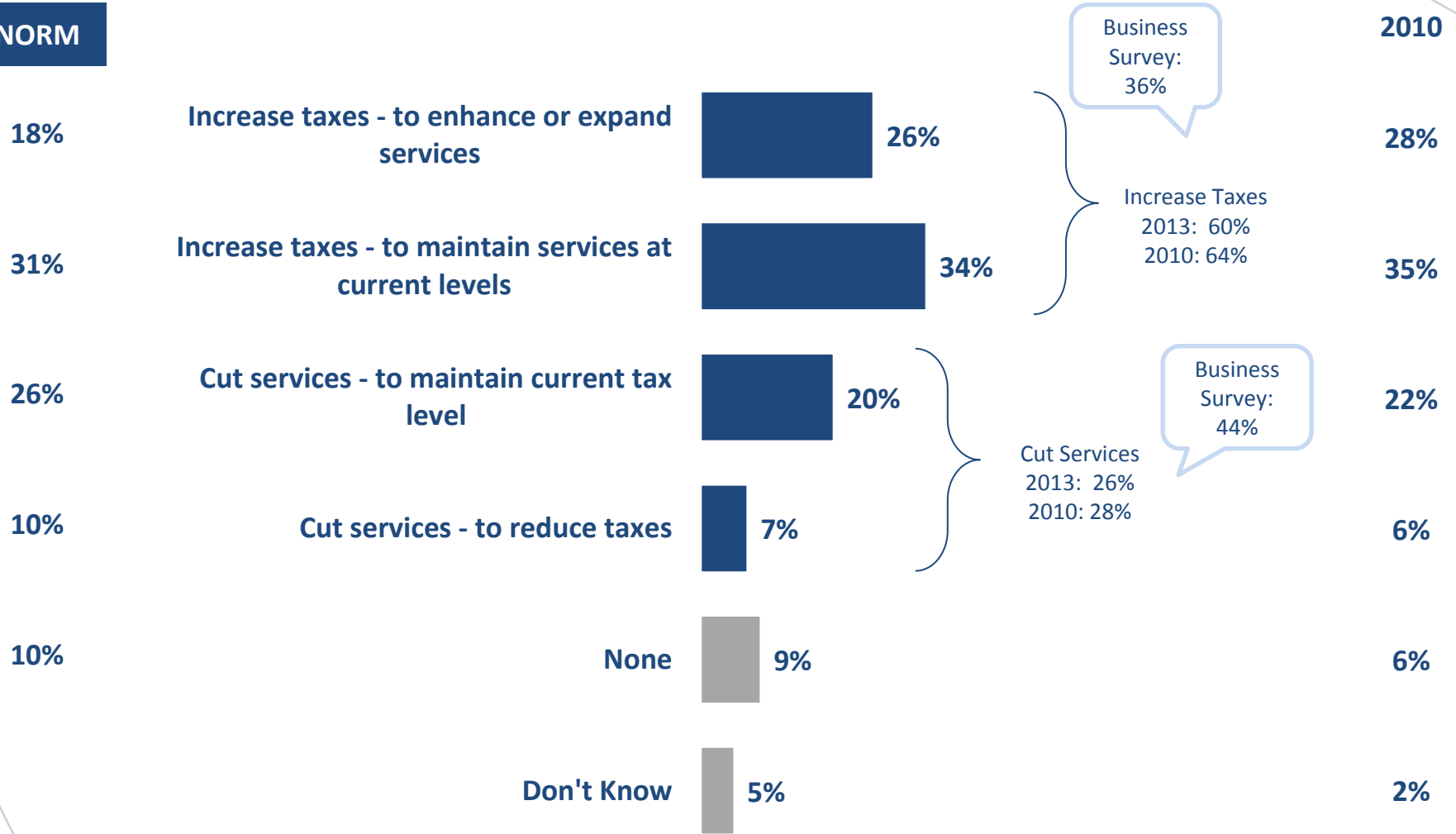


Q14. Thinking about all the programs and services you receive from the City of Victoria, would you say that overall you get good value or poor value for your tax dollars?

Base: All Respondents (n=600); 2010 (n=600)

Citizens prefer tax increases over service cuts.

NORM

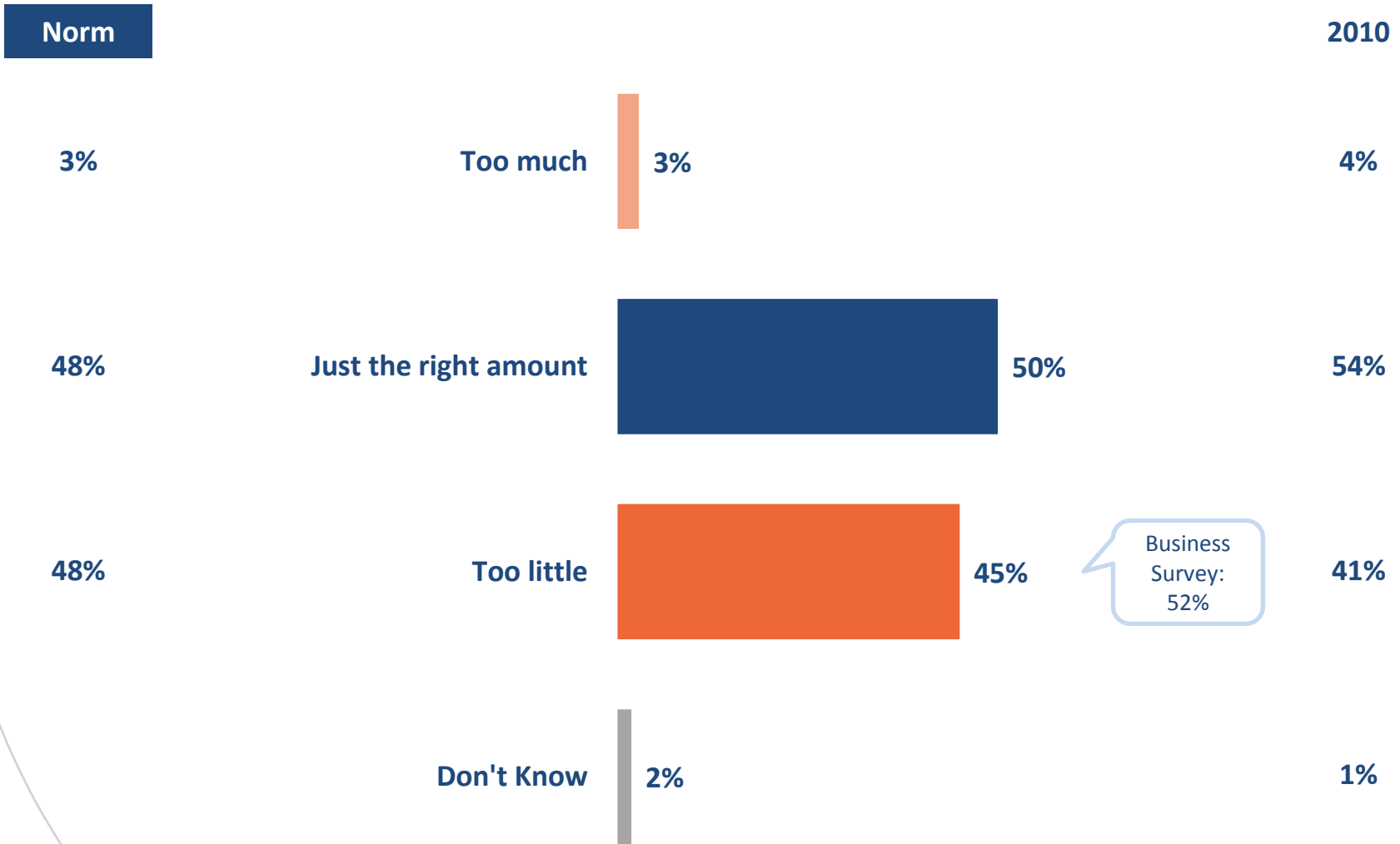


Q15. Municipal property taxes are the primary way to pay for services provided by the City of Victoria. Due to the increased cost of maintaining current service levels and infrastructure, the City of Victoria must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Victoria to pursue?

Base: All Respondents (n=600); 2010 (n=600)

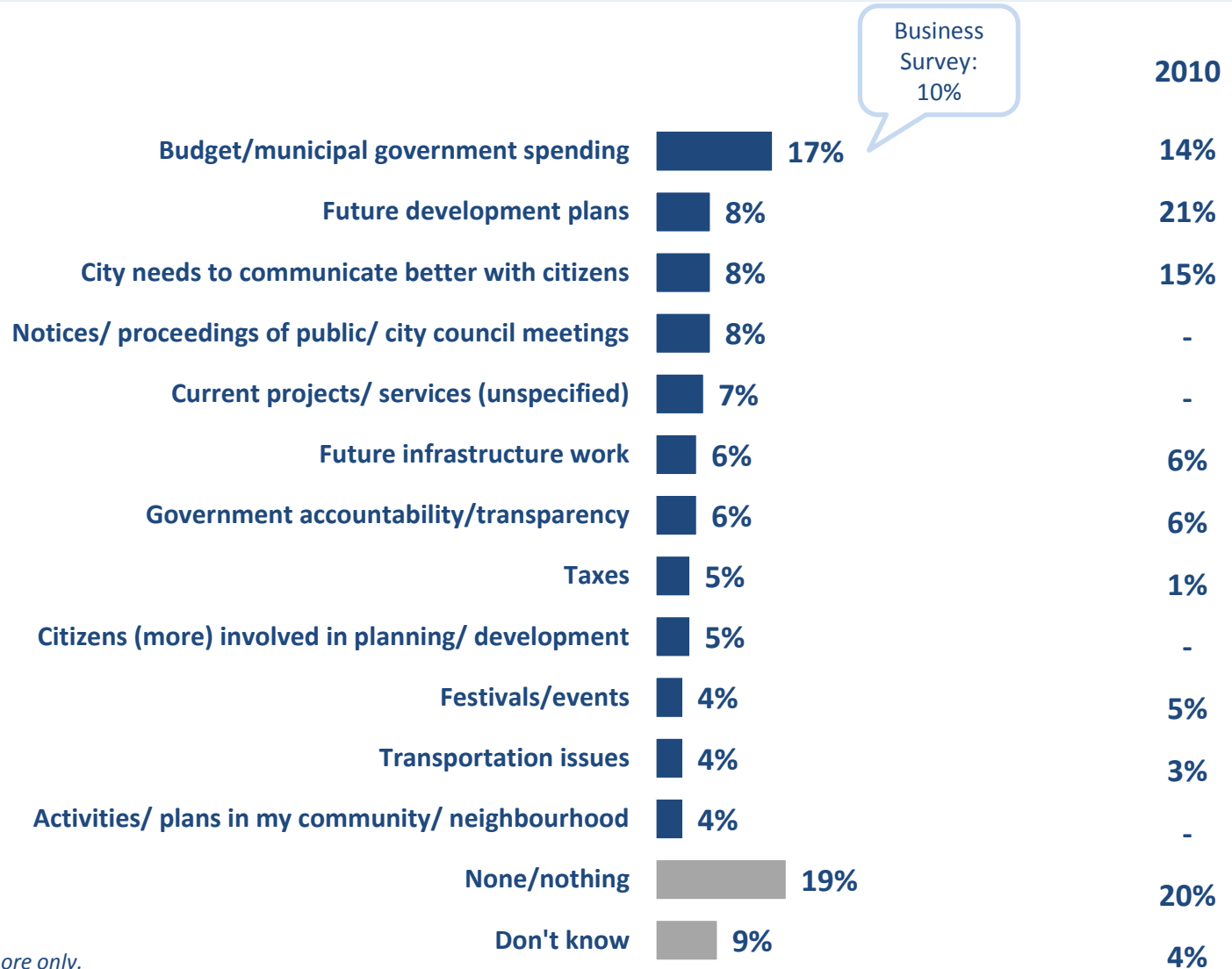
Communications

There is room to increase communication with Citizens.



Q19. In your opinion, do you currently receive (READ LIST) information from the City of Victoria?
 Base: All Respondents (n=600); 2010 (n=600)

Citizens are most interested in receiving information about the budget or municipal spending.

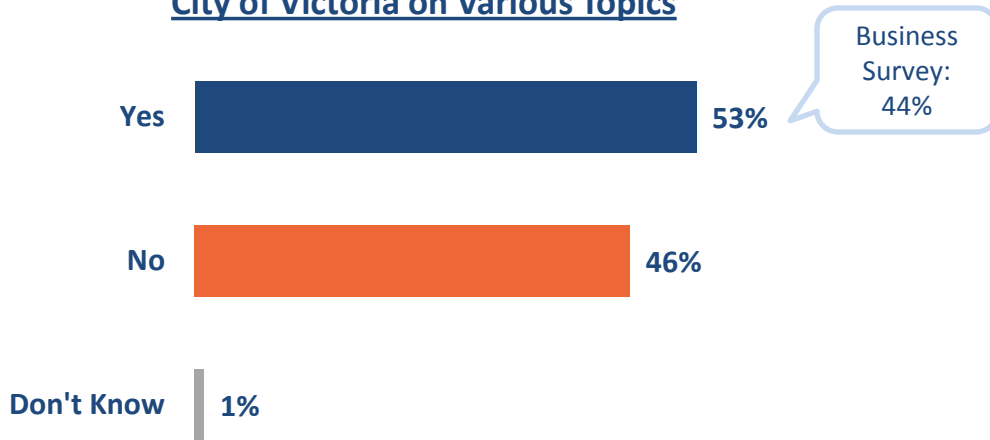


Includes mentions of 4% or more only.

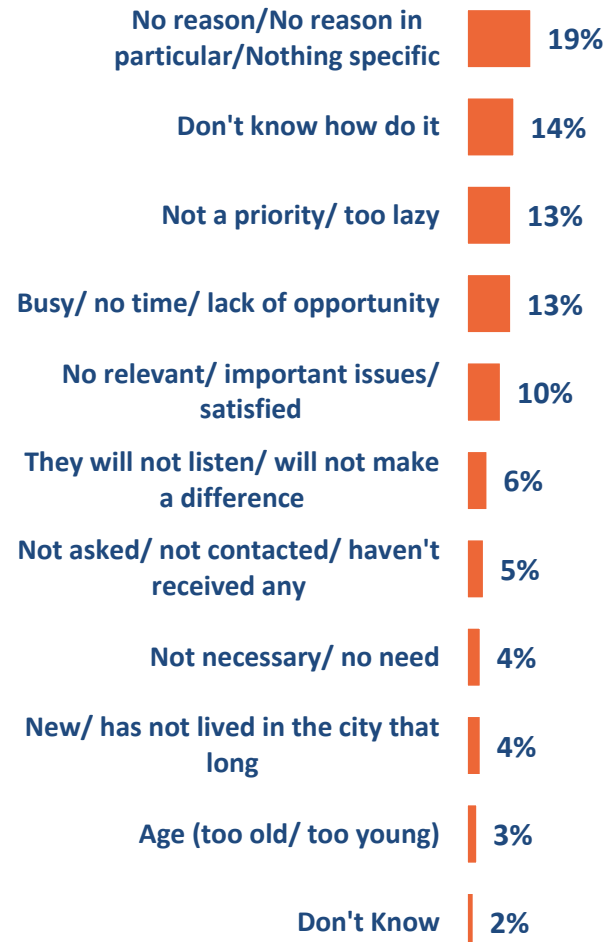


Over half are aware of opportunities to provide feedback, and half have provided feedback.

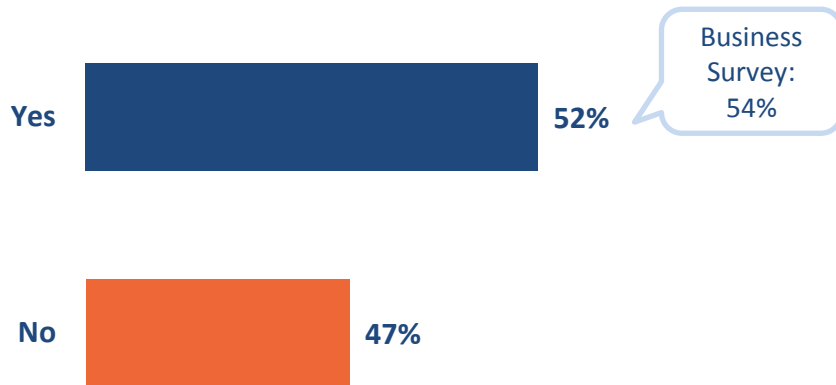
Aware of Opportunities To Provide Input to the City of Victoria on Various Topics



Main Reasons for NOT Providing Feedback



Ever Provided Feedback to the City of Victoria



Includes mentions of 3% or more only.

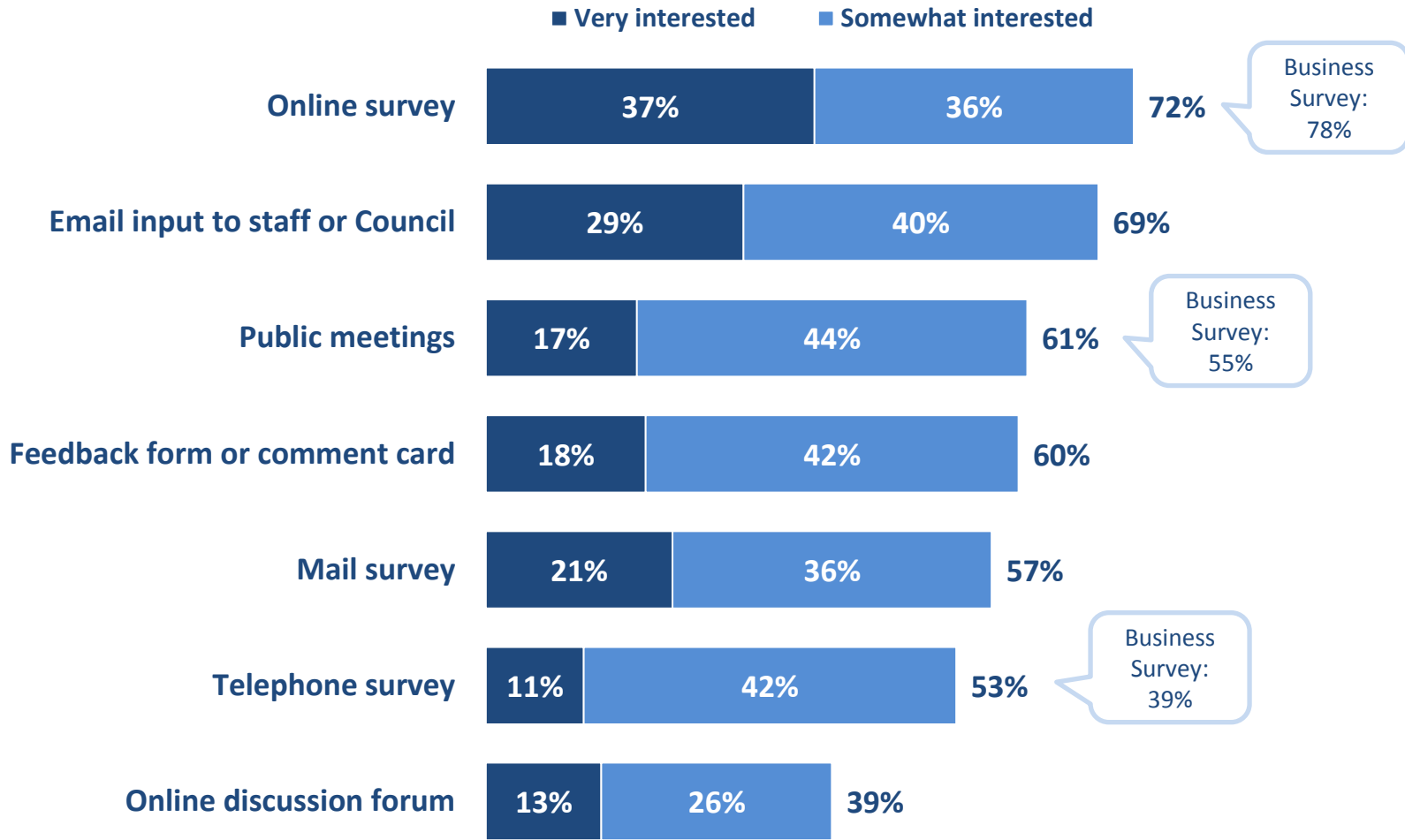
q19anew. Prior to this survey, have you been aware of opportunities to provide input to the City of Victoria on various topics? Base: All Respondents (n=600)

q19bnew. Have you ever provided your feedback to the City of Victoria? Base: All Respondents (n=600)

q19cnew. What is the main reason why you have not provided your feedback to the City of Victoria? Base: All not provided feedback (n=273)



Citizens would prefer to provide input to the City electronically - via online surveys, emailing staff or council.



Q22. There are a number of different ways the City can consult with residents 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 (READ LIST). The first one is [INSERT ITEM].

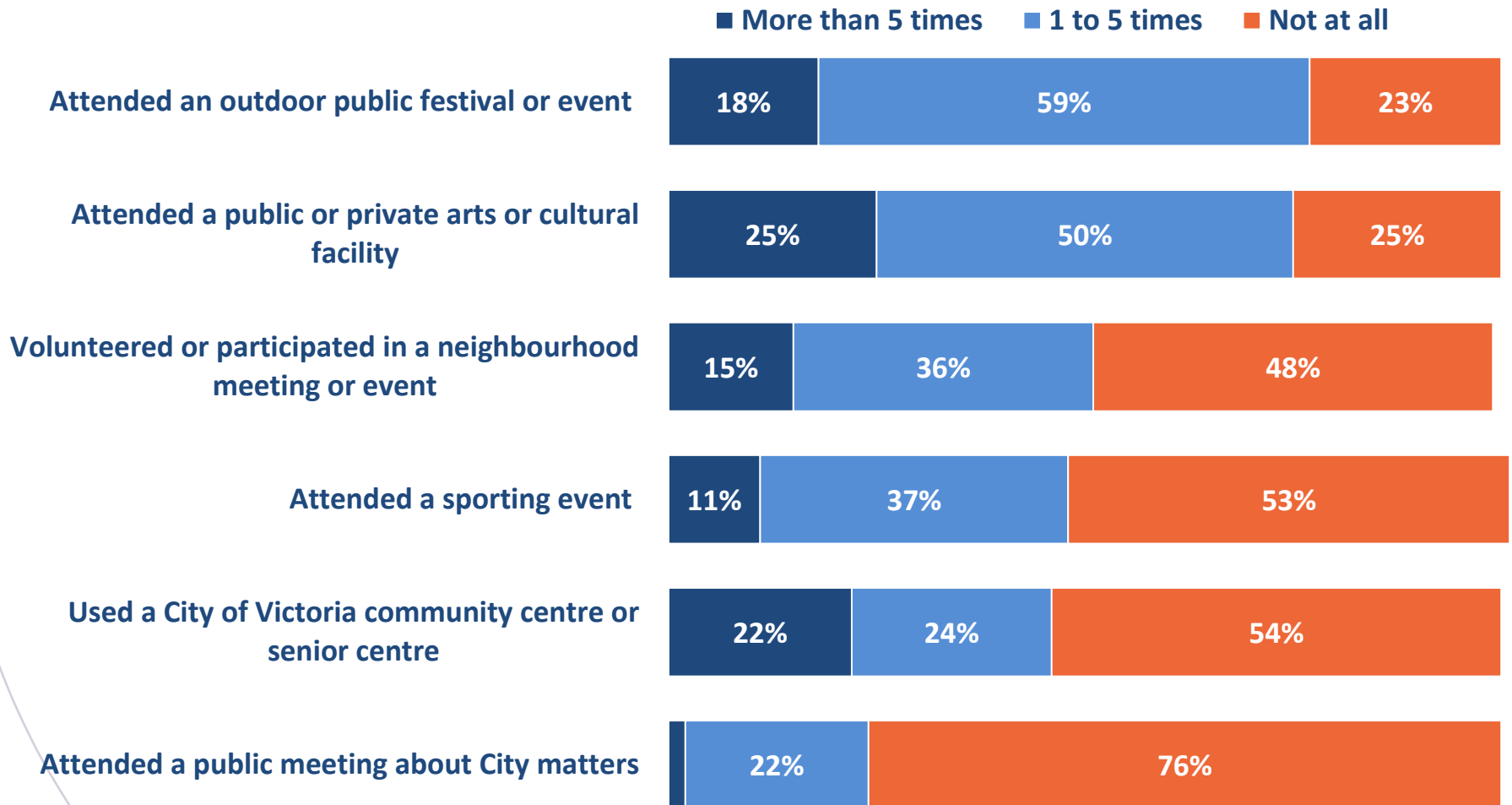
How about ...?

Base: All Respondents (n=600)

Community Participation



Citizens are most likely to participate in outdoor public festivals and attending public or private arts or cultural facilities.



Q10. In the past 12 months, approximately how often did you personally participate in each of the following activities in the City of Victoria? Our scale is (READ LIST). The first one is [INSERT ITEM]. How about ...?
Base: All Respondents (n=600)