

# **SURVEY RESULTS**

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**Quality of Life**

**Downtown**

**City Services**

**City Budget Priorities**

**Citizen - City Communication and Involvement**

**City Governance**



# QUALITY OF LIFE

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In the City of Victoria’s 2005 Citizen Survey, quality of life was measured according to the following four indicators:

1. Overall quality of life in Victoria as a place to live;
2. Safety and security in one’s neighbourhood;
3. Safety and security in the downtown area; and
4. Likes and dislikes related to the three indicators listed above.

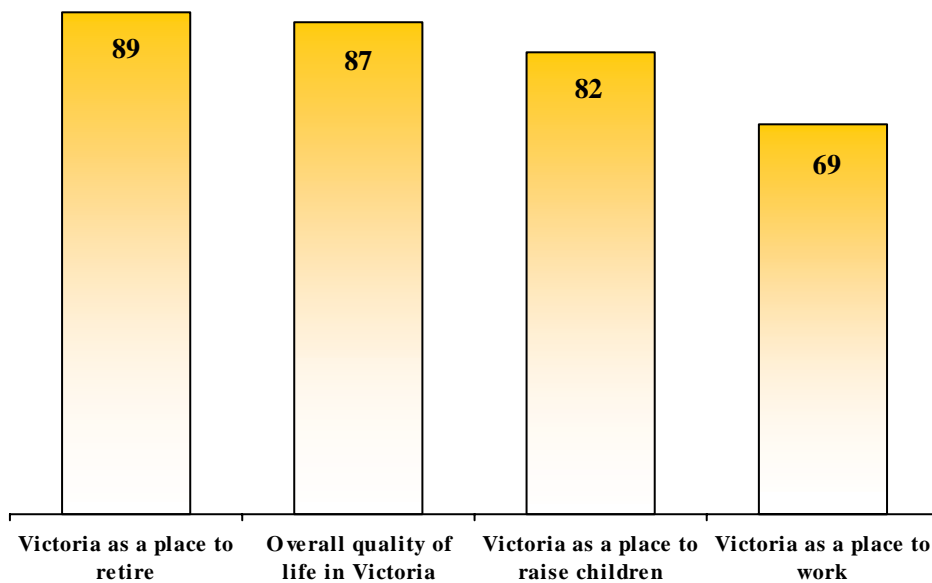
## PLACE TO LIVE

**Question #1:** On a scale of **1 (very poor)** to **5 (very good)**, please circle the number that comes closest to your opinion for each of the following questions:

- 1a: How would you describe the quality of life in Victoria?
- 1b: How would you rate Victoria as a place to raise children?
- 1c: How would you rate Victoria as a place to retire?
- 1d: How would you rate Victoria as a place to work?

Figure 1 shows that citizens consider the quality of life in Victoria to be very good (87). Citizens also feel that Victoria is a very good place to retire (89) and raise children (82). “Victoria as a place to work” was given the lowest score at 69. See Appendix B for a detailed statistical breakdown.

**Figure 1: Quality of Life Ratings  
(Average Score – Out of 100)**



Average Score on the 100-point Scale (0=Very Poor, 100=Very Good)

## LIKES AND DISLIKES

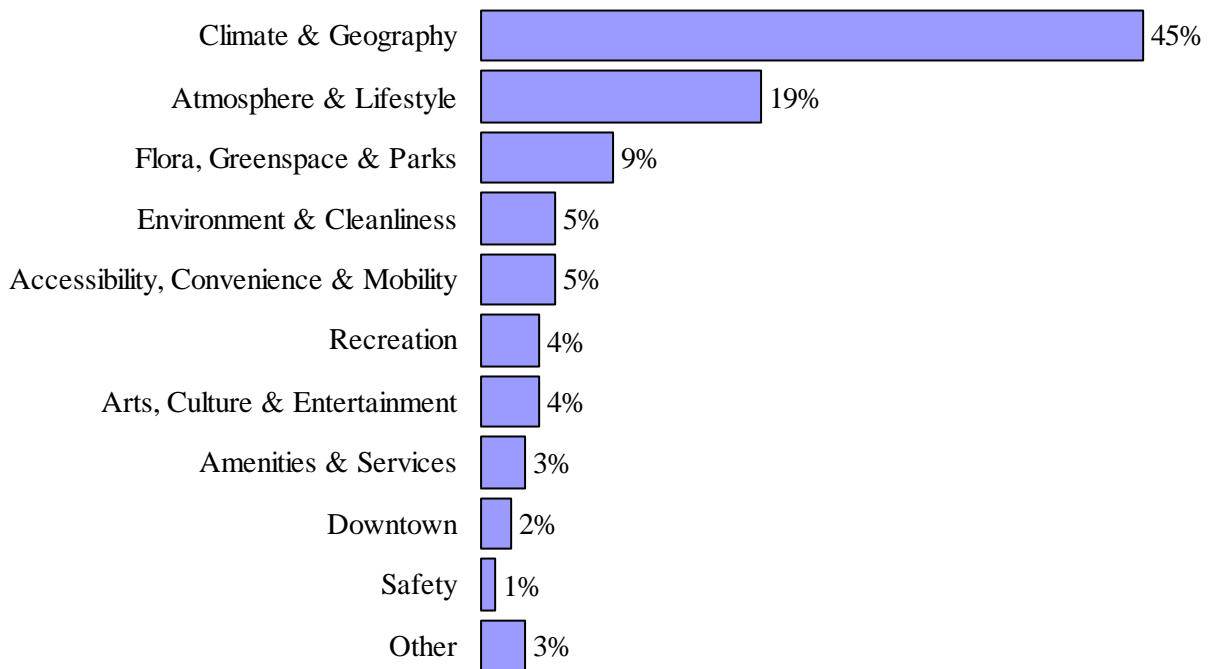
### Question #2: List two things you like **most** about living in Victoria

Figure 2 below indicates that the top three things that citizens like most about living in Victoria are:

- *climate and geography (45%)*: citizens like Victoria's mild climate, its accessibility to nature, and its geographical location. They also like the city for its ocean, the pleasant weather, as well as its natural beauty.
- *atmosphere and lifestyle (19%)*: citizens enjoy the City's ambiance, its pace of life and the friendliness of the people. Many citizens also like Victoria for its small city feeling.
- *flora, greenspace and parks (9%)*: citizens like the variety of parks within the city, as well as its greenery, flowers and hanging baskets.

See Appendix C for full verbatim responses.

**Figure 2: Like Most About Victoria**  
(% of respondents)



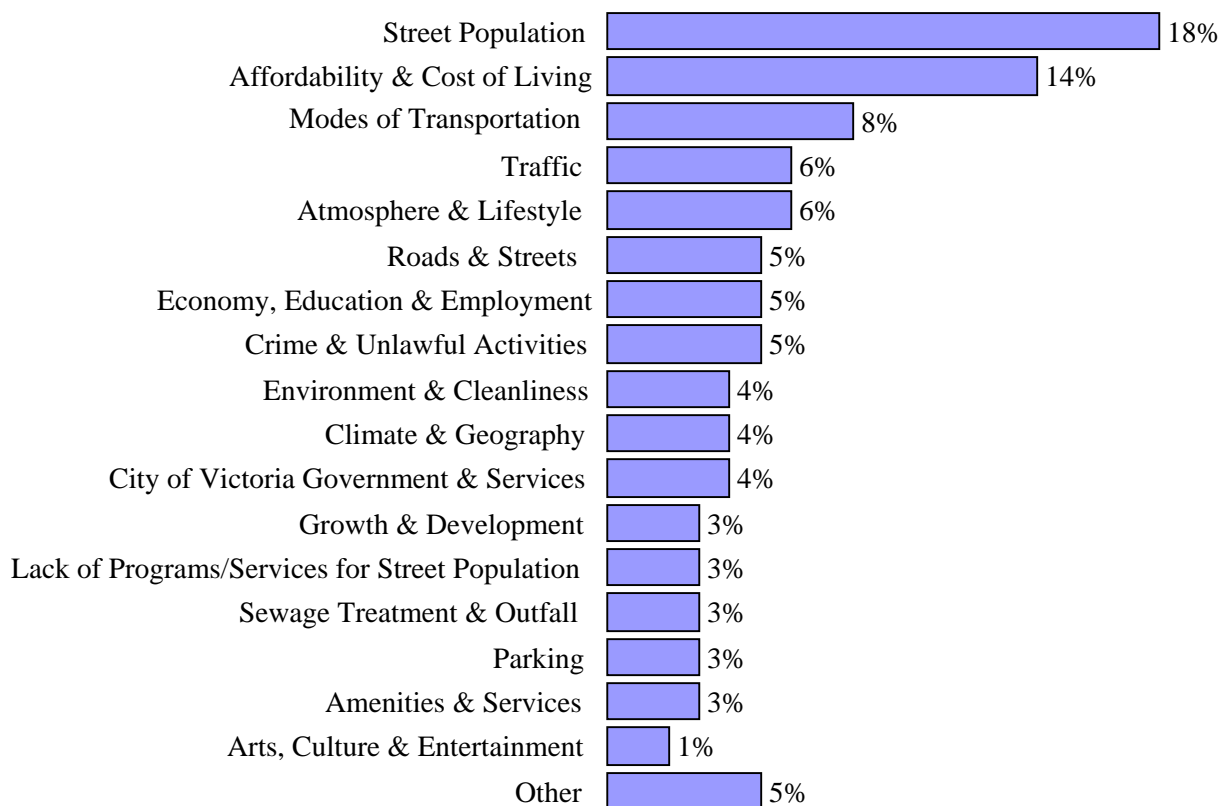
**Question #3: List two things you like **least** about living in Victoria**

Figure 3 shows that the top three things that citizens like least about living in Victoria are:

- *street population (18%)*: many citizens dislike the high number of homeless people and aggressive panhandlers, especially in the City’s downtown area. Many citizens also expressed their dislike over the number of drug users and the amount of poverty present in the downtown core.
- *affordability and cost of living (14%)*: citizens believe that the cost of living in Victoria is very high, particularly the cost of real estate (including rental property), transit and the ferry system. Citizens also dislike the costs involved with getting off and on the island.
- *transportation (8%)*: many citizens dislike the public transit and the ferry system. Citizens do not like the public transit system’s limited routes and hours of service, as well as its lack of timeliness. Citizens do not like the ferry system, largely because of its inconvenience.

See Appendix C for full verbatim responses.

**Figure 3: Like Least About Victoria  
(% of respondents)**

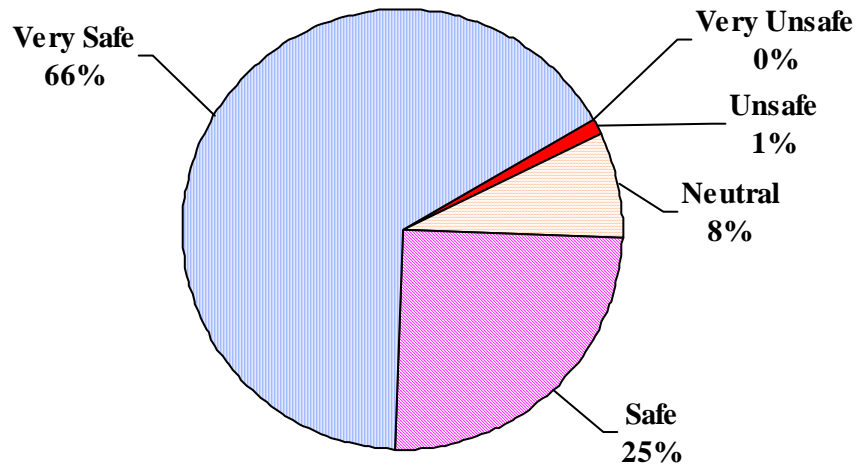


## SAFETY AND SECURITY

Question #4a: How safe do you feel in your neighbourhood in the daytime?

Figure 4 indicates that the majority of citizens (91%) feel “safe” or “very safe”, while only 1% feel “unsafe” or “very unsafe” in their neighbourhoods in the daytime.

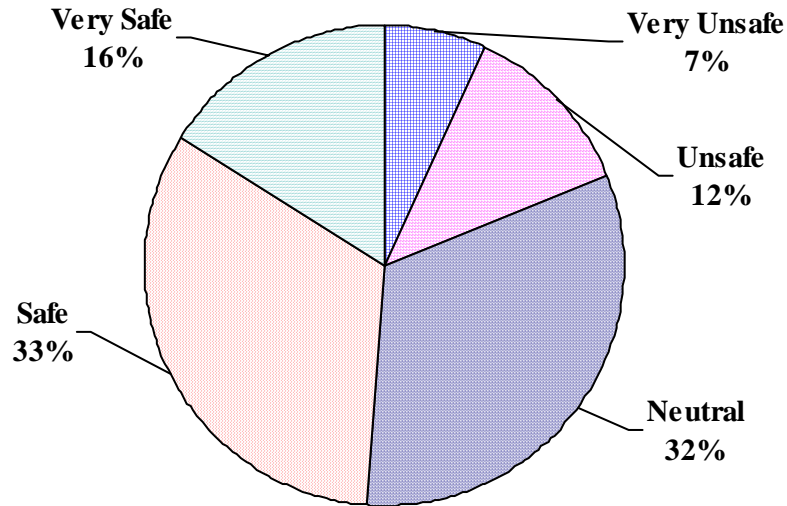
**Figure 4: Safety in Neighbourhood (Daytime)**  
(% of Respondents)



**Question #4b: How safe do you feel in your neighbourhood at night?**

Figure 5 indicates that approximately half of all citizens (49%) feel “safe” or “very safe” in their neighbourhoods at night, while 19% feel “unsafe” or “very unsafe”. Thirty-two percent are neutral to this question.

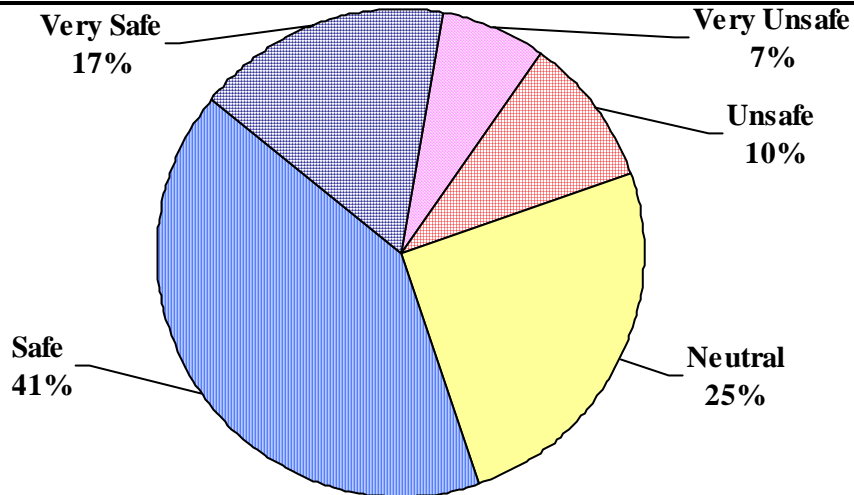
**Figure 5: Safety in Neighbourhood (at night)**  
(% of Respondents)



**Question #4c: How safe do you feel your home is from burglary?**

Figure 6 suggests that more than half of all citizens (58%) feel that their home is “safe” or “very safe” from burglary, while 17% feel it is “unsafe” or “very unsafe”. Twenty-five percent are neutral to this question.

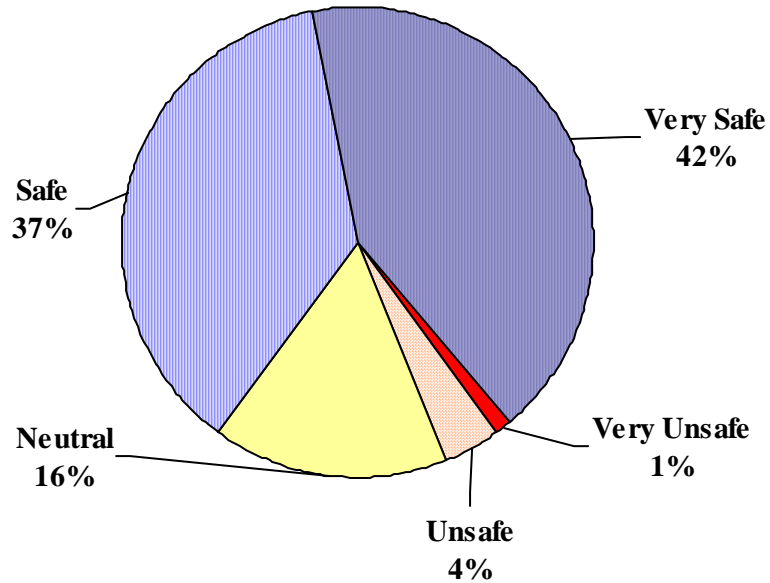
**Figure 6: Safety of Home from Burglary**  
(% of Respondents)



**Question #4d: How safe do you feel when you are downtown in the daytime?**

Figure 7 indicates that approximately 79% of citizens feel “safe” or “very safe” in downtown during the daytime, and 5% feel “unsafe” or “very unsafe”.

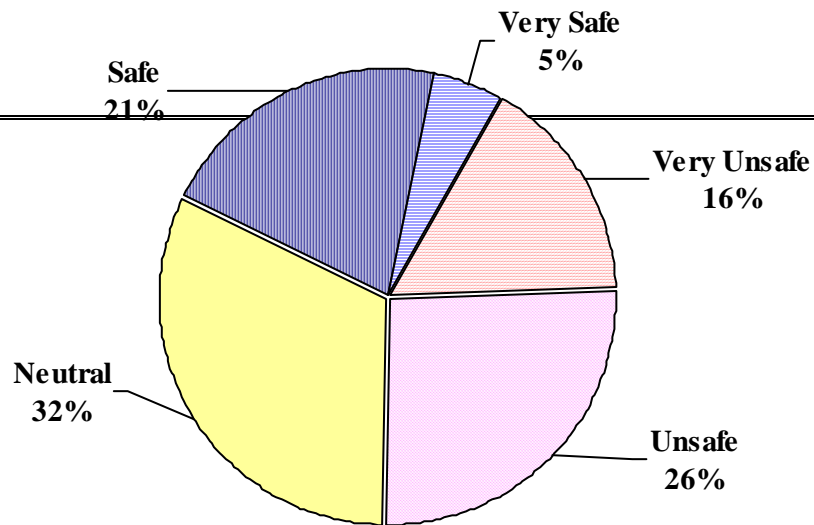
**Figure 7: Safety Downtown (daytime)**  
(% of Respondents)



**Question #4e: How safe do you feel when you are downtown at night?**

Figure 8 shows that 26% of citizens feel “safe” or “very safe” in downtown at night, while 42% of citizens feel “unsafe” or “very unsafe”. Thirty-two percent are neutral to this question.

**Figure 8: Safety Downtown (at night)**  
(% of Respondents)





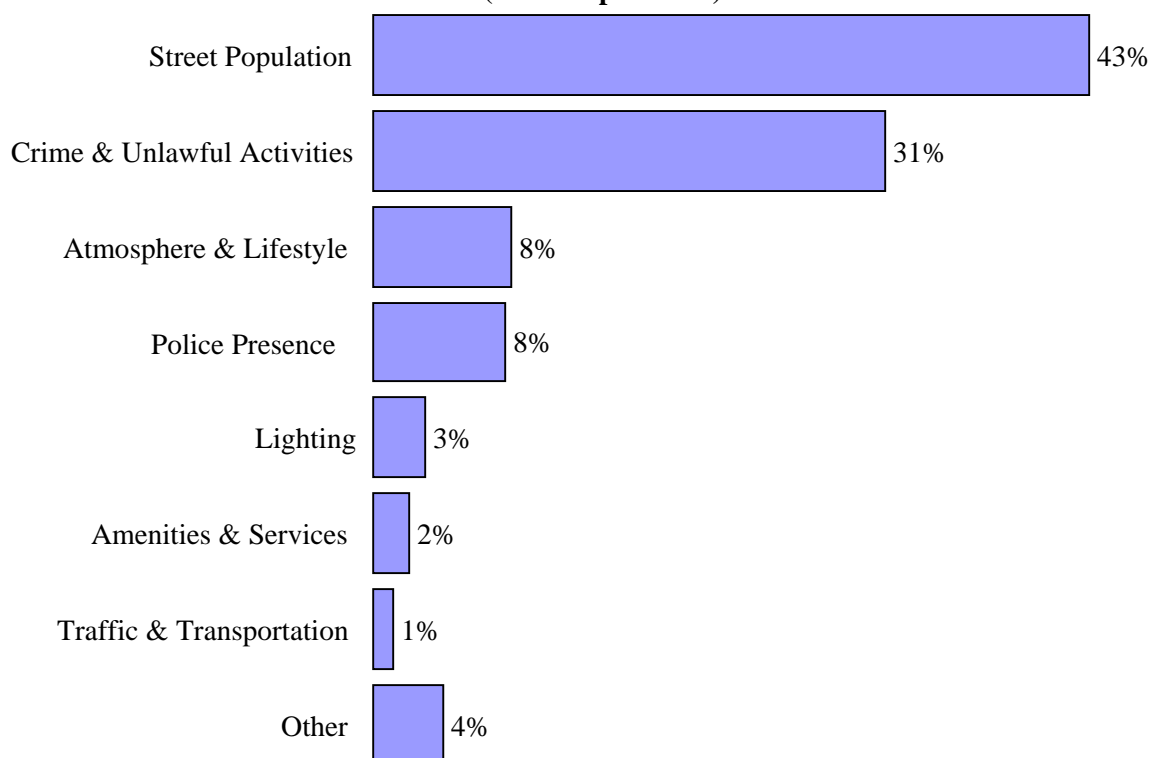
**Question #5:** If you responded by circling 1 (“very unsafe”) or 2 (“unsafe”) regarding the safety and security in your neighbourhood/downtown (question #4), please state the **top two factors** that contributed to your response.

As indicated in Figure 9 below, the top three reasons why citizens perceive a lack of safety and security in their neighbourhoods and in the downtown area are:

- *street population (43%):* citizens feel unsafe because of the presence of aggressive panhandlers, homeless people and mentally ill persons, as well as street crowds, gangs and youth, largely in the City’s downtown core.
- *crime and unlawful activities (31%):* citizens feel unsafe because of the level of drug activity and the public consumption of drug and alcohol downtown and in their neighbourhoods. Citizens also feel unsafe because they have experienced, witnessed, or heard about some sort of criminal activity, including home burglaries, car break-ins, and/or acts of violence.
- *atmosphere and lifestyle (8%):* many citizens, particularly women and seniors, indicate that they feel unsafe because of the street or homeless people, and because they live/walk alone. Others feel unsafe because of the location of parks and other institutions (such as transition houses), in or near their neighbourhood(s), where street people, drug addicts, and the homeless are typically gathered.

See Appendix C for full verbatim responses.

**Figure 9: Factors to Lack of Safety and Security**  
(% of respondents)



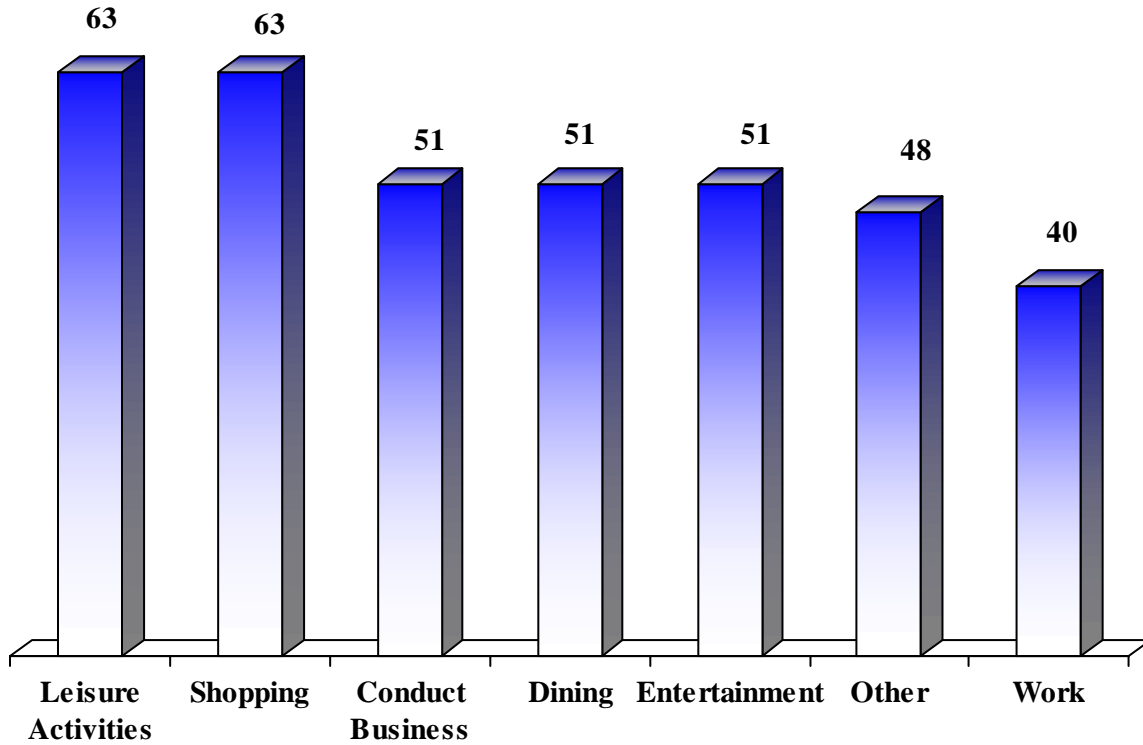
# DOWNTOWN

## DOWNTOWN ACTIVITIES

**Question #6:** In the past 12 months, how often did you come downtown for the following activities?

The results shown in Figure 10 indicate that the top three activities citizens come downtown for are: leisure activities (with an average score of 63), shopping (63), and business (51).

**Figure 10: Activities that Citizens Come Downtown to Do  
(Average Score – Out of 100)**



Average Score on the 100-point Scale (0=Never, 100=Daily)

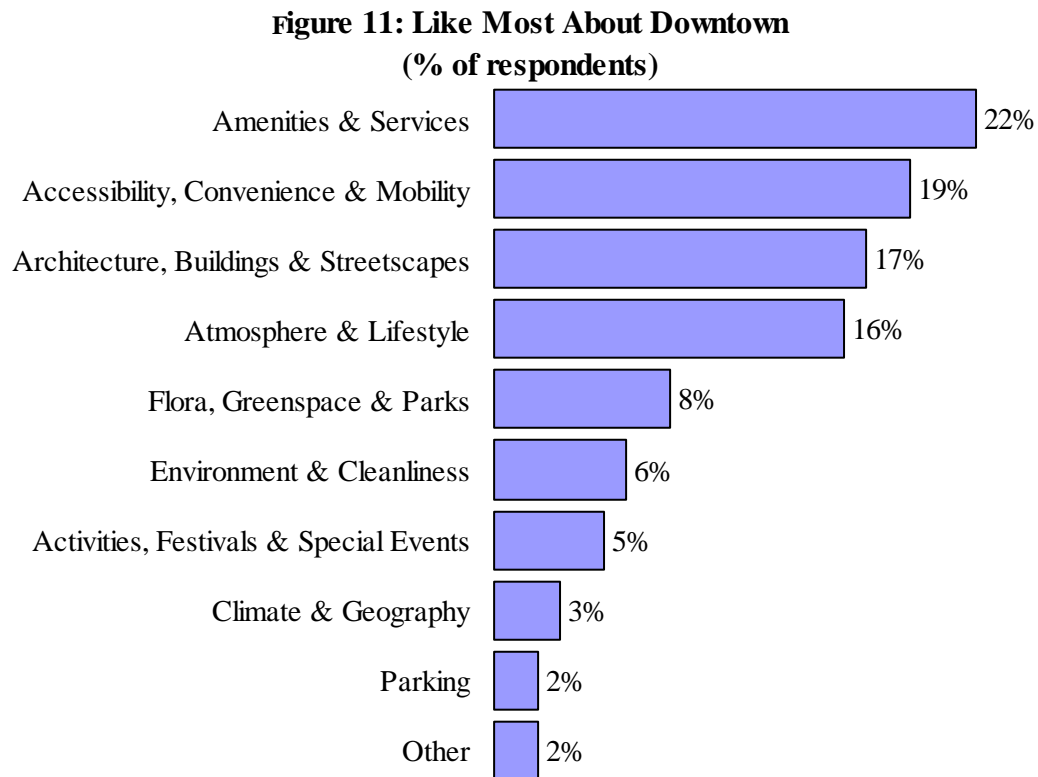
## LIKES AND DISLIKES

### Question #7a: What do you like **most** about the downtown area?

Figure 11 below indicates that the top three things citizens like most about the downtown area are:

- *amenities and services (22%)*: many citizens like the variety and uniqueness of shops (such as boutiques), restaurants and cafés, and other retail choices. Citizens also like the friendliness of the downtown merchants and shop owners.
- *accessibility, convenience and mobility (19%)*: citizens like the small size of downtown and the ease and convenience with which one can get around by foot, bicycle or car. Citizens enjoy the short walking distances and the close proximity to many of the amenities and services downtown.
- *architecture, buildings and streetscapes (17%)*: citizens enjoy the many historic buildings, the location and beauty of the inner harbour, and the overall charm of the downtown area. Many citizens also like the lack of high-rises downtown.

See Appendix C for full verbatim responses.

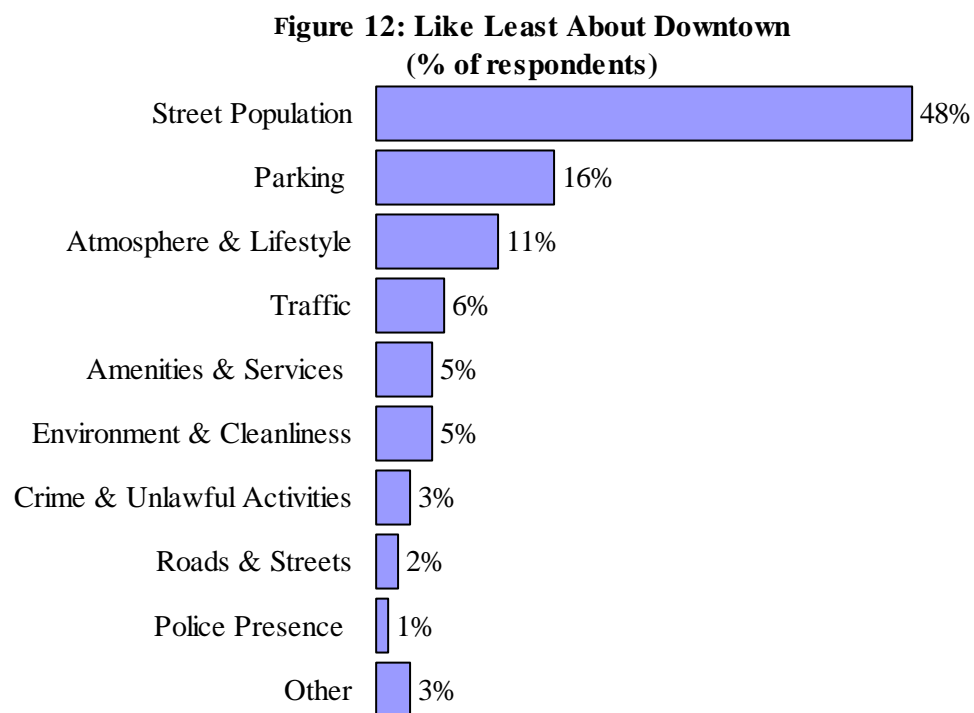


**Question #7b: What do you like **least** about the downtown area?**

Figure 12 below indicates that the top three things citizens like least about the downtown area are:

- *street population (48%)*: citizens dislike the number of panhandlers, homeless people, and drug addicts downtown. Many citizens also do not like how various downtown streets are occupied by street youth and drug dealers.
- *parking (16%)*: many citizens find it difficult to find parking downtown. Some citizens dislike the parking commissionaires and the cost of parking.
- *atmosphere and lifestyle (11%)*: many citizens dislike the number of empty stores and storefronts in the downtown core, as well as the increasing number of high-rise buildings being built. Some citizens indicate their dislike for the number of tourists downtown.

See Appendix C for full verbatim responses.



# CITY SERVICES

## USAGE OF CITY SERVICES

**Question #8:** In the past 12 months, approximately how often did you participate in each of the following activities?

Citizens were asked to indicate how often they used/visited the various City services/facilities listed below in Table 1. The results indicate that the three most widely used/visited City services/facilities are: Beacon Hill Park (with an average score of 45), other City parks (36), and City arts/cultural facilities (29). Citizen attendance at public meetings received a low score.

**Table 1: Citizen Use of City Services/Facilities**  
(Average Score – Out of 100)

	2005
Visited Beacon Hill Park	45
Visited a City of Victoria park other than Beacon Hill Park	36
Visited an arts or cultural facility	29
Attended a festival or special event	29
Used a City of Victoria community centre or senior centre	16
Volunteered/participated in a neighbourhood meeting/event	15
Visited City Hall	15
Used or attended an event at Crystal Pool or at the Royal Athletic Park	13
Used meeting space/attended an event at the Save-On-Foods Memorial Centre	7
Attended a public meeting about City matters	6
Average Score on the 100-point Scale (0=Never, 100=Daily)	

## SATISFACTION/IMPORTANCE OF CITY SERVICES

**Question #9:** Please rate your level of satisfaction with, and the level of importance of, each of the following local government services.

Citizens were asked to rate their overall level of satisfaction with, and the overall importance of, 68 local government services (see Appendix B for a list of all services), grouped under the following eight areas:

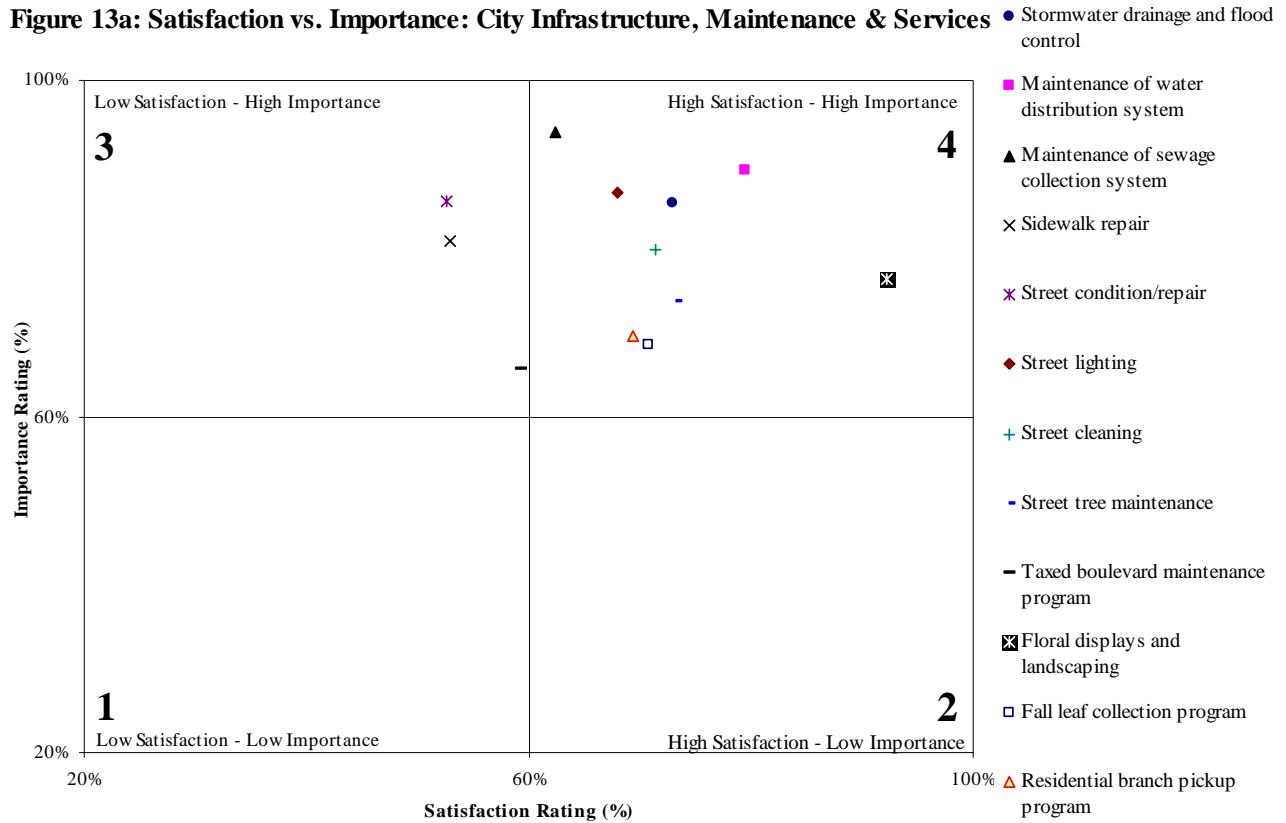
- City Infrastructure, Maintenance & Services
- Land-Use Planning & Development
- Transportation
- Public Safety
- Parking Services
- Recreation & Community Services
- City of Victoria Communication Tools
- Parks & Walkways

Results are shown in the scattergrams and their corresponding tables (figures 13a to 13h) on the following pages. Each scattergram, divided into the four quadrants described below, provides a pictorial view of the level of citizen satisfaction with, and the importance of, each of the local government services. The tables provide the reader with a detailed assessment of each City service, including the level of “difference” between satisfaction and importance. They are ranked in order of greatest negative difference (greater importance but less satisfaction) to greatest positive difference (less importance but greater satisfaction).

- **Quadrant #1** (lower left): **Low Satisfaction – Low Importance** ~~ services in this quadrant may suffer from low awareness of their availability or benefits by the general population, or may offer the opportunity for resource allocation.
- **Quadrant #2** (lower right): **High Satisfaction – Low Importance** ~~ these services may require little attention or may even offer an opportunity for resource reallocation.
- **Quadrant #3** (upper left): **Low Satisfaction – High Importance** ~~ these services may require more municipal resources, better management of existing resources or a new approach to service delivery.
- **Quadrant #4** (upper right): **High Satisfaction – High Importance** ~~ services in this quadrant largely meet current taxpayer expectations, both in terms of quality and resource allocation.

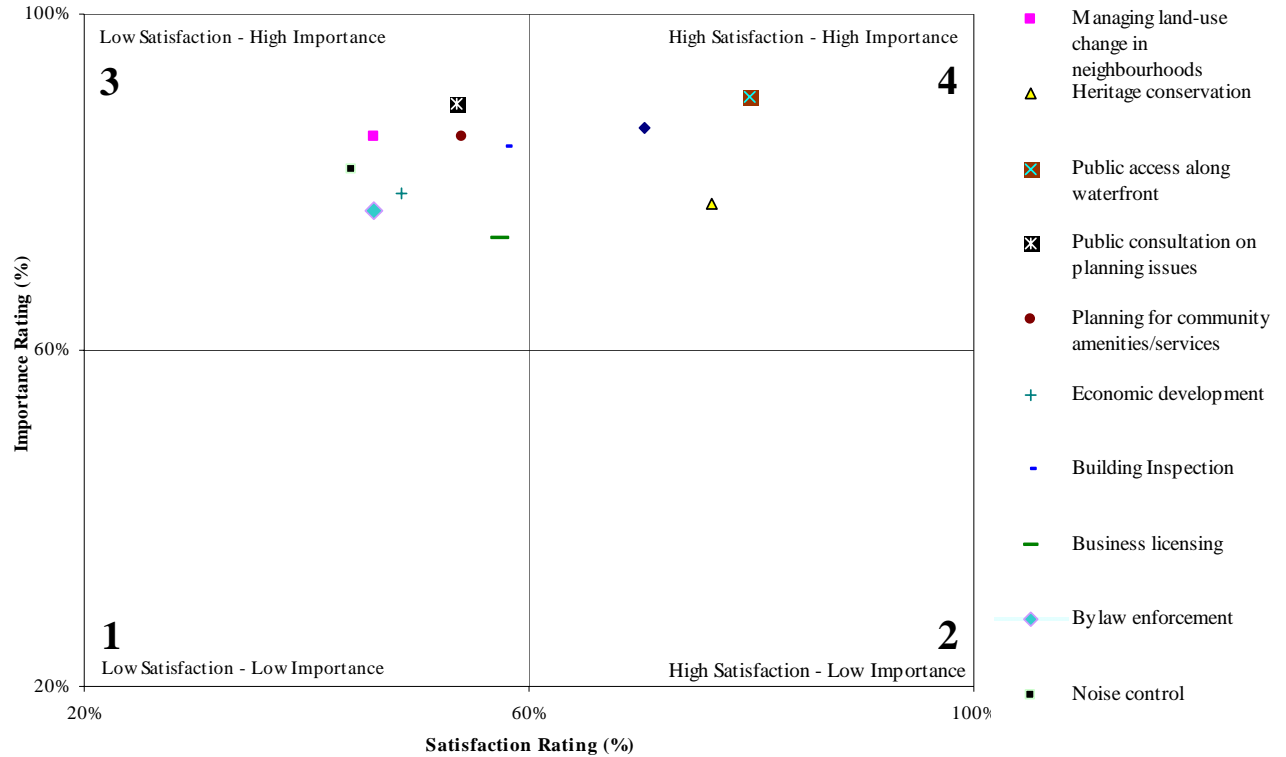
Please see question #9 in Appendix B, for a detailed breakdown.

**Figure 13a: Satisfaction vs. Importance: City Infrastructure, Maintenance & Services**



City Infrastructure, Maintenance & Services	% Satisfied or Very Satisfied	% Important or Very Important	% Difference (Satisfaction minus Importance)
Street condition/repair	53%	86%	-33%
Maintenance of sewage collection system	62%	94%	-32%
Sidewalk repair	53%	81%	-28%
Street lighting	68%	87%	-19%
Stormwater drainage and flood control	73%	85%	-12%
Maintenance of water distribution system	80%	89%	-9%
Street cleaning	71%	80%	-9%
Taxed boulevard maintenance program	59%	66%	-7%
Street tree maintenance	73%	74%	-1%
Residential branch pickup program	69%	70%	-1%
Fall leaf collection program	71%	69%	+2%
Floral displays and landscaping	92%	76%	+16%
<b>AVERAGE - All Services</b>	<b>64%</b>	<b>83%</b>	<b>-19%</b>

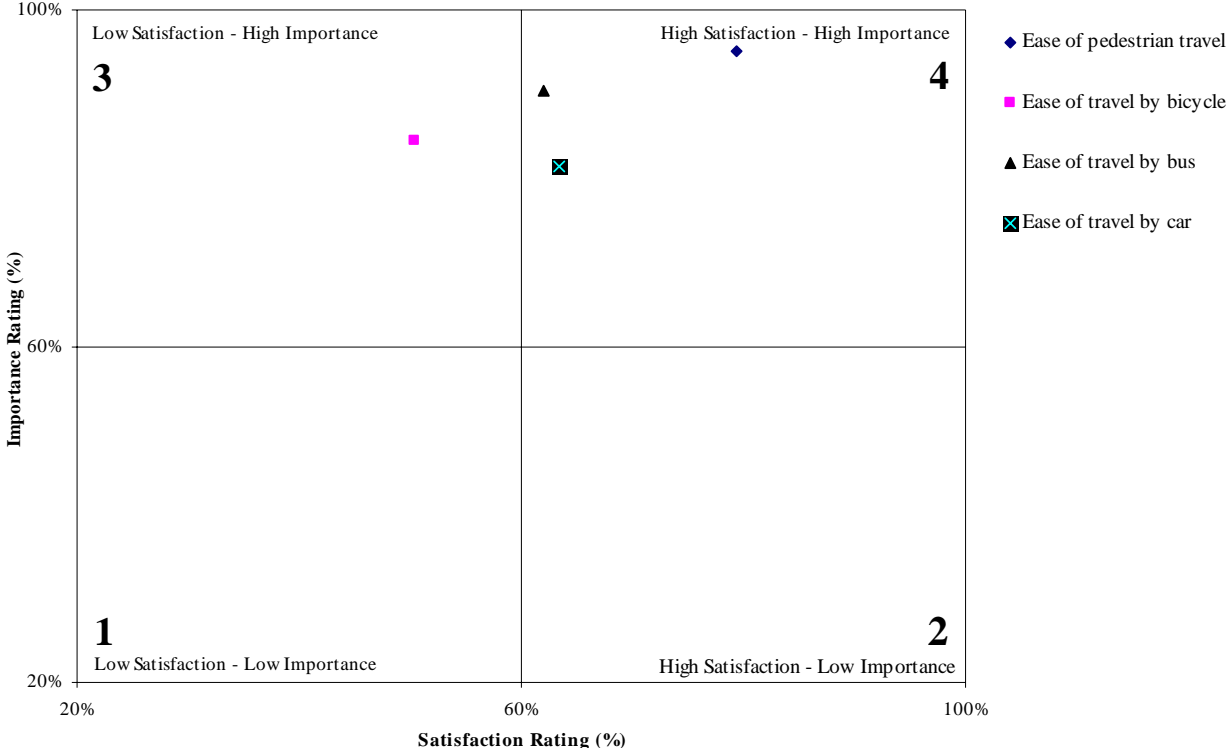
**Figure 13b: Satisfaction vs. Importance: Land-Use Planning & Development**



Land-Use Planning & Development	% Satisfied or Very Satisfied	% Important or Very Important	% Difference (Satisfaction minus Importance)
Managing land-use change in neighbourhoods	46%	85%	-39%
Noise control	44%	82%	-38%
Public consultation on planning issues	53%	89%	-36%
Bylaw enforcement	46%	77%	-31%
Planning for community amenities/services	54%	85%	-31%
Economic development	49%	79%	-30%
Building inspection	58%	84%	-26%
Design of streets, public spaces & boulevards	70%	87%	-17%
Business licensing	57%	73%	-16%
Public access along waterfront	80%	90%	-10%
Heritage conservation	76%	77%	-1%
<b>AVERAGE - All Services</b>	<b>64%</b>	<b>83%</b>	<b>-19%</b>

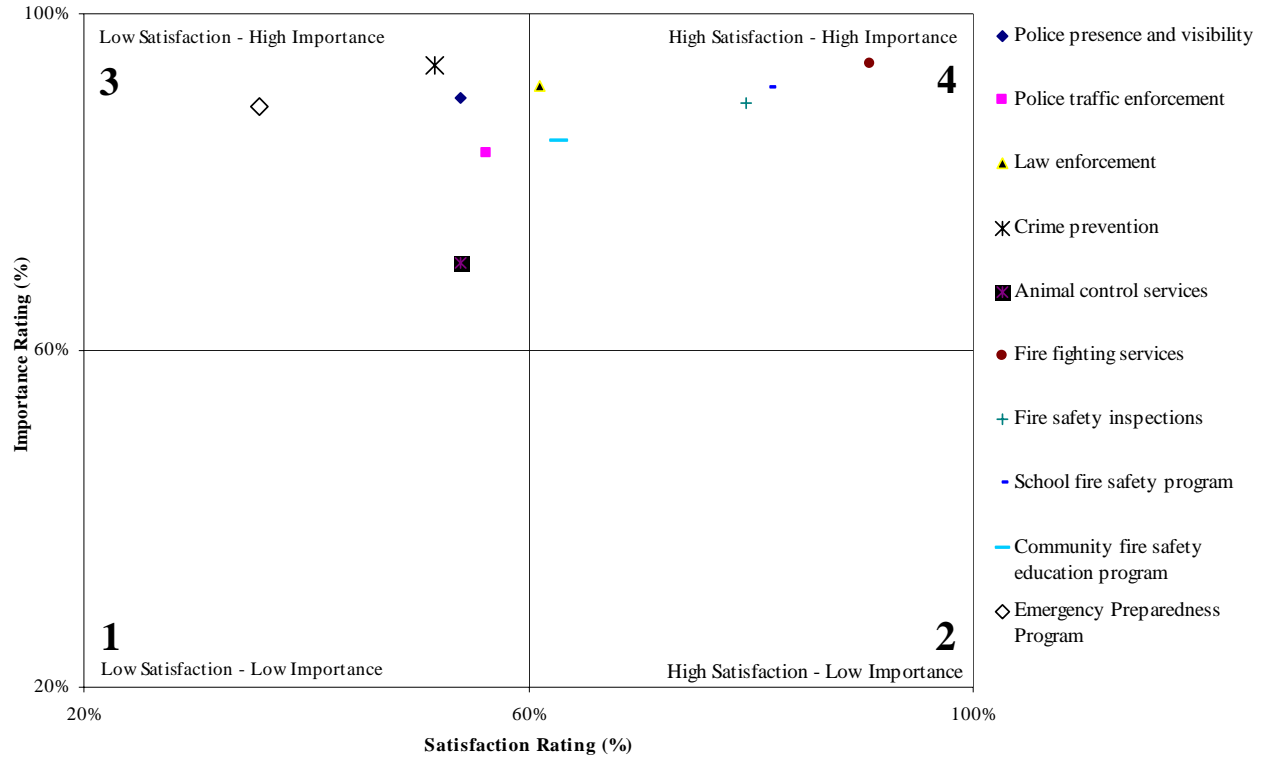


**Figure 13c: Satisfaction vs. Importance: Transportation**



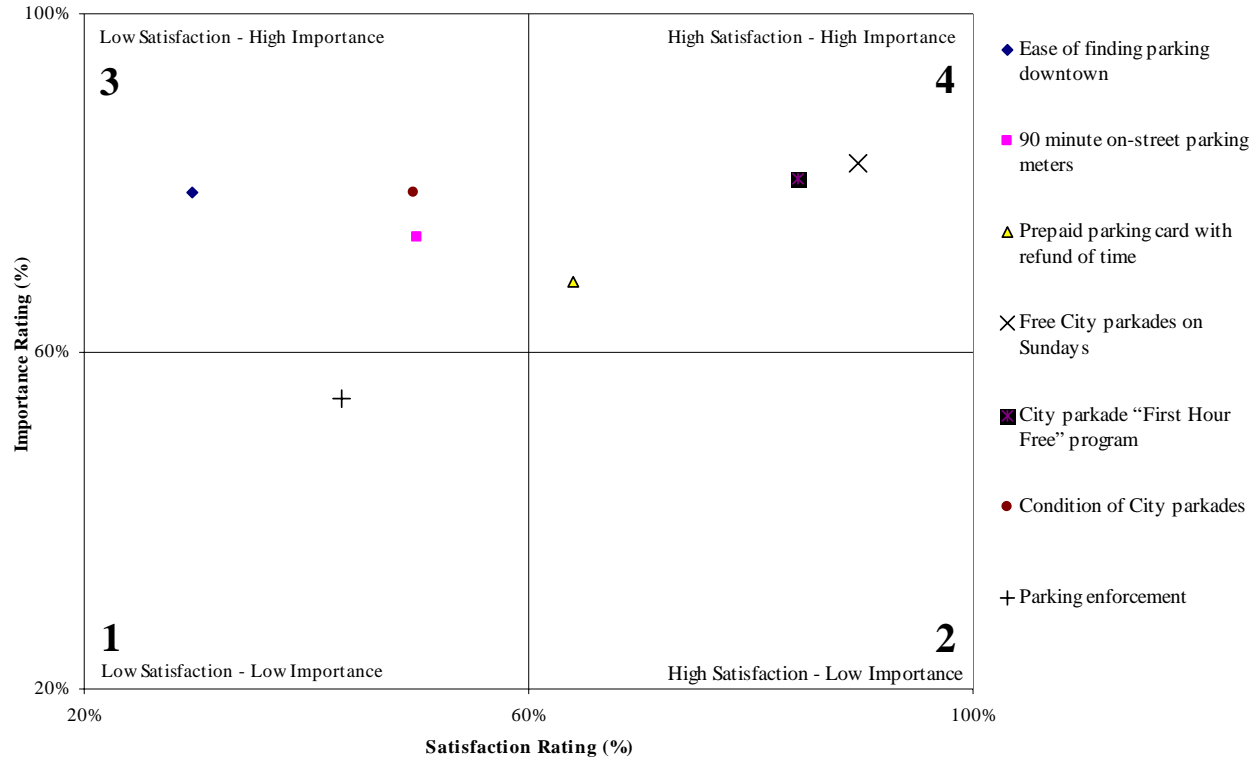
<b>Transportation</b>	<b>% Satisfied or Very Satisfied</b>	<b>% Important or Very Important</b>	<b>% Difference (Satisfaction minus Importance)</b>
Ease of travel by bicycle	50%	84%	-34%
Ease of travel by bus	62%	90%	-28%
Ease of travel by car	63%	81%	-18%
Ease of pedestrian travel	79%	95%	-16%
<b>AVERAGE - All Services</b>	<b>64%</b>	<b>83%</b>	<b>-19%</b>

**Figure 13d: Satisfaction vs. Importance: Public Safety**



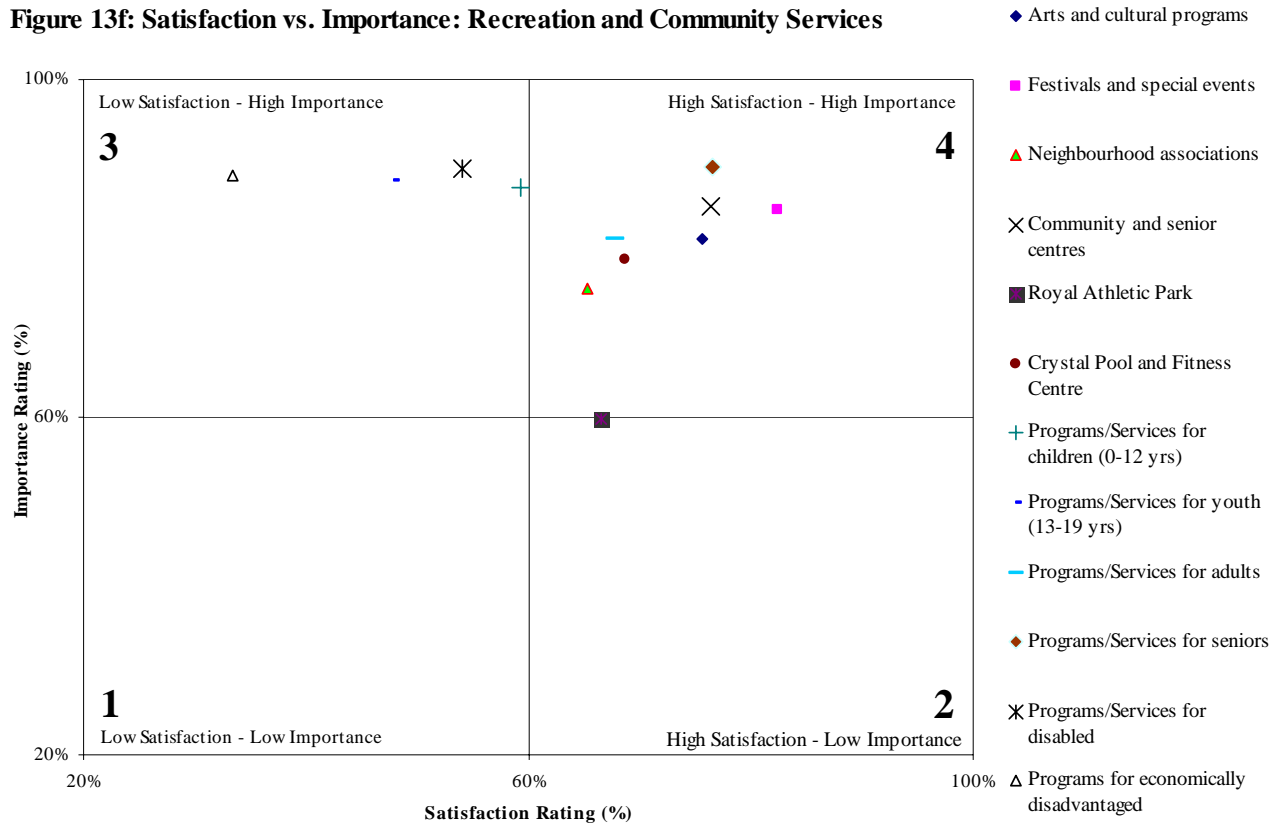
Public Safety	% Satisfied or Very Satisfied	% Important or Very Important	% Difference (Satisfaction minus Importance)
Emergency Preparedness Program	36%	89%	-53%
Crime prevention	52%	94%	-42%
Police presence and visibility	54%	90%	-36%
Law enforcement	61%	91%	-30%
Police traffic enforcement	56%	84%	-28%
Community fire safety education program	63%	85%	-22%
Animal control services	54%	70%	-16%
Fire safety inspection	80%	89%	-9%
School fire safety program	82%	91%	-9%
Fire fighting services	91%	94%	-3%
<b>AVERAGE - All Services</b>	<b>64%</b>	<b>83%</b>	<b>-19%</b>

**Figure 13e: Satisfaction vs. Importance: Parking Services**



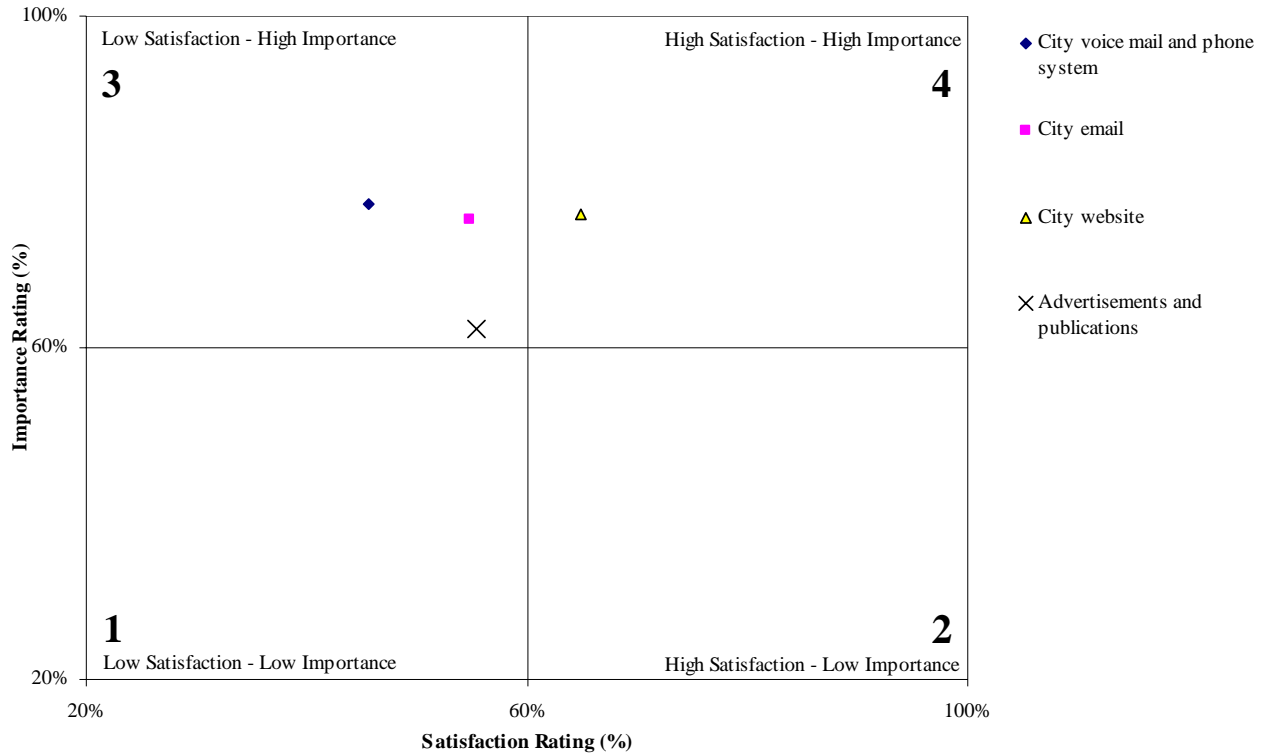
Parking Services	% Satisfied or Very Satisfied	% Important or Very Important	% Difference (Satisfaction minus Importance)
Ease of finding parking downtown	30%	79%	-49%
Condition of City parkades	50%	79%	-29%
90 minute on-street parking meters	50%	74%	-24%
Parking enforcement	43%	54%	-11%
Prepaid parking card with refund of time	64%	68%	-4%
City parkade "First Hour Free" program	84%	80%	+4%
Free City parkades on Sundays	90%	82%	+8%
<b>AVERAGE - All Services</b>	<b>64%</b>	<b>83%</b>	<b>-19%</b>

**Figure 13f: Satisfaction vs. Importance: Recreation and Community Services**



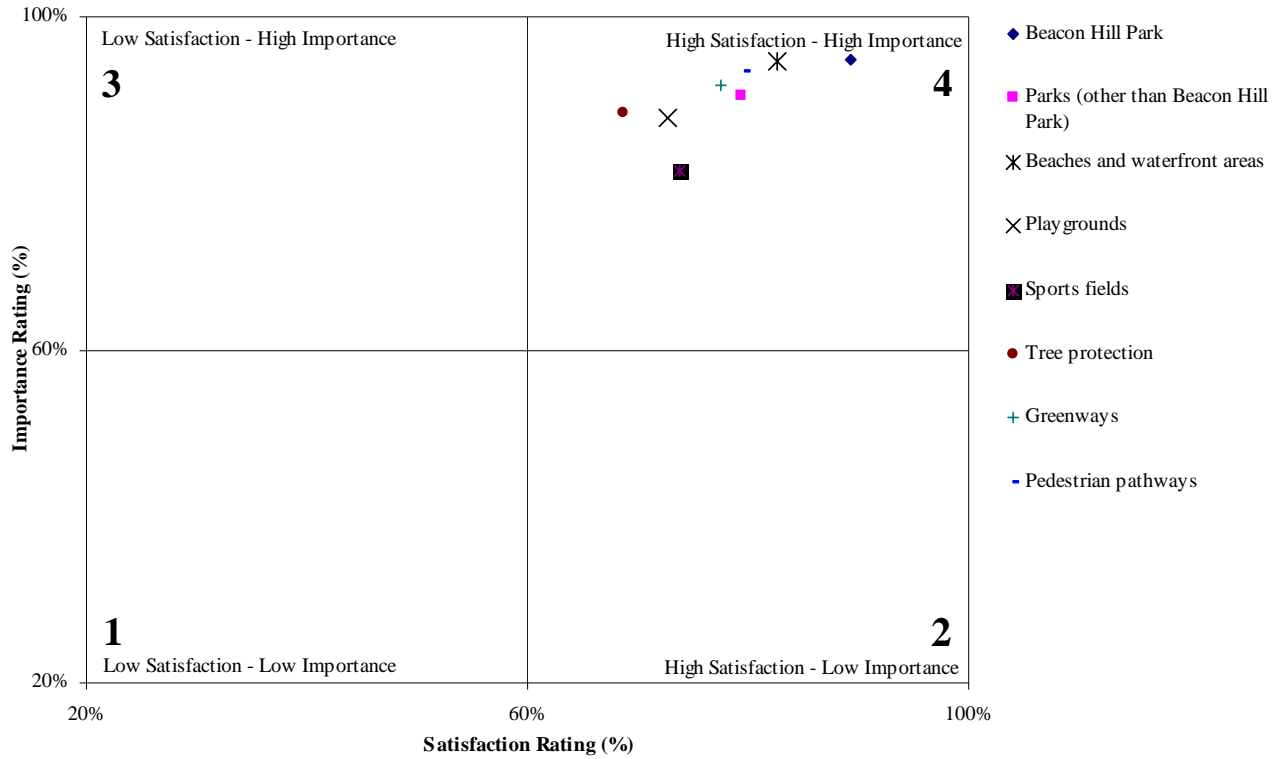
Recreation and Community Services	% Satisfied or Very Satisfied	% Important or Very Important	% Difference (Satisfaction minus Importance)
Programs for economically disadvantaged	33%	89%	-56%
Programs/Services for youth (13-19 yrs)	48%	88%	-40%
Programs/Services for disabled	54%	90%	-36%
Programs/Services for children (0-12 yrs)	59%	87%	-28%
Programs for seniors	77%	90%	-13%
Programs for adults	68%	81%	-13%
Crystal Pool and Fitness Centre	69%	79%	-10%
Neighbourhood associations	65%	75%	-10%
Community and senior centres	76%	85%	-9%
Arts and cultural programs	76%	81%	-5%
Festivals and special events	82%	84%	-2%
Royal Athletic Park	67%	60%	+7%
<b>AVERAGE - All Services</b>	<b>64%</b>	<b>83%</b>	<b>-19%</b>

**Figure 13g: Satisfaction vs. Importance: City of Victoria Communication Tools**



City of Victoria Communication Tools	% Satisfied or Very Satisfied	% Important or Very Important	% Difference (Satisfaction minus Importance)
City voice mail and phone system	46%	77%	-31%
City email	55%	75%	-20%
City website	65%	76%	-11%
Advertisements and publications	55%	62%	-7%
<b>AVERAGE - All Services</b>	<b>64%</b>	<b>83%</b>	<b>-19%</b>

**Figure 13h: Satisfaction vs. Importance: Parks and Walkways**



Parks and Walkways	% Satisfied or Very Satisfied	% Important or Very Important	% Difference (Satisfaction minus Importance)
Tree protection	69%	89%	-20%
Playgrounds	73%	88%	-15%
Greenways	78%	92%	-14%
Pedestrian pathways	80%	93%	-13%
Beaches and waterfront areas	83%	95%	-12%
Parks (other that Beacon Hill Park)	79%	91%	-12%
Sports fields	74%	81%	-7%
Beacon Hill Park	89%	95%	-6%
<b>AVERAGE - All Services</b>	<b>64%</b>	<b>83%</b>	<b>-19%</b>

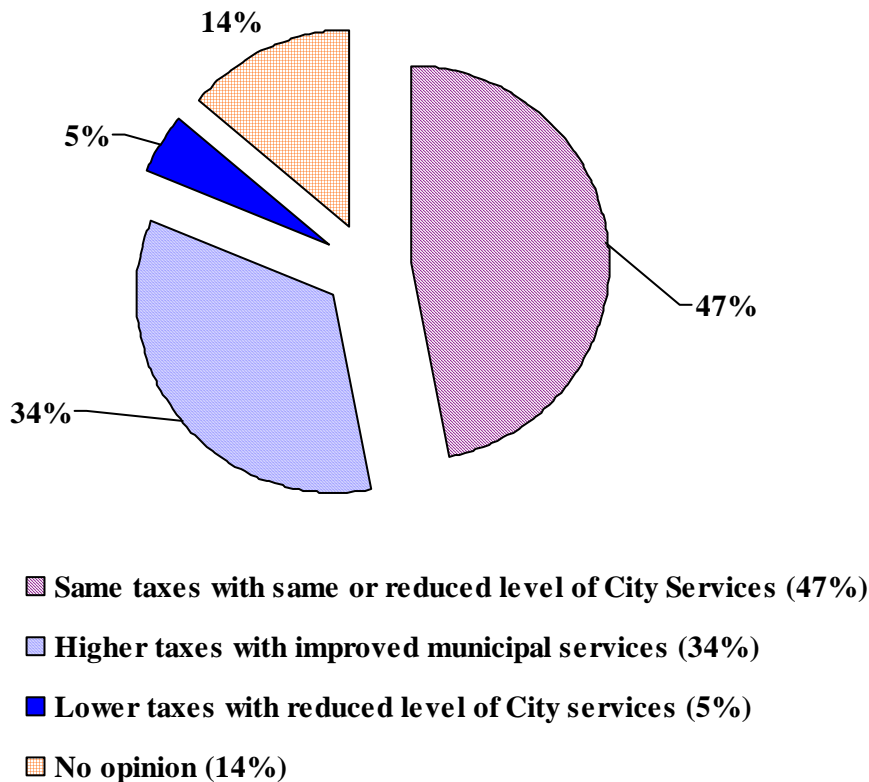
# CITY BUDGET PRIORITIES

## TAXES

**Question #10:** If faced with the following choices, what would you advise Council to do?

Citizens were asked how they would advise Council on possible future tax options for services provided by the City. Figure 14 indicates that almost half of all respondents (47%) would prefer to keep the same level of taxes with the same or reduced level of City services. Increasing taxes and improving municipal services are preferred by 34% of citizens, while 5% of citizens prefer lowering taxes and reducing the level of City Services.

**Figure 14: Citizens' Preferences of Tax Options  
(% of Respondents)**

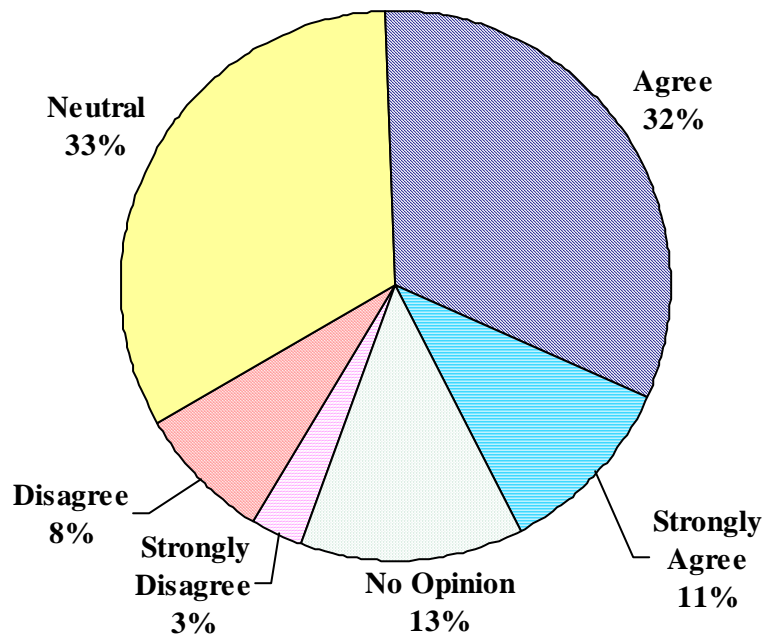


**Question #13:** On a scale of 1 (strongly disagree) to 5 (strongly agree), please rate the following statement by circling the number that most clearly represents your opinion:

a) I receive good value for the City taxes I pay.

Figure 15 indicates that 43% of respondents believe that they receive good value for the taxes they pay (those who “agree” or “strongly agree”), while 11% of respondents believe that they do not (those who “disagree” or “strongly disagree”). Thirty-three percent of respondents are neutral to this question, while 13% do not have an opinion.

**Figure 15: Citizens’ Perception of Value for Taxes  
(% of Respondents)**



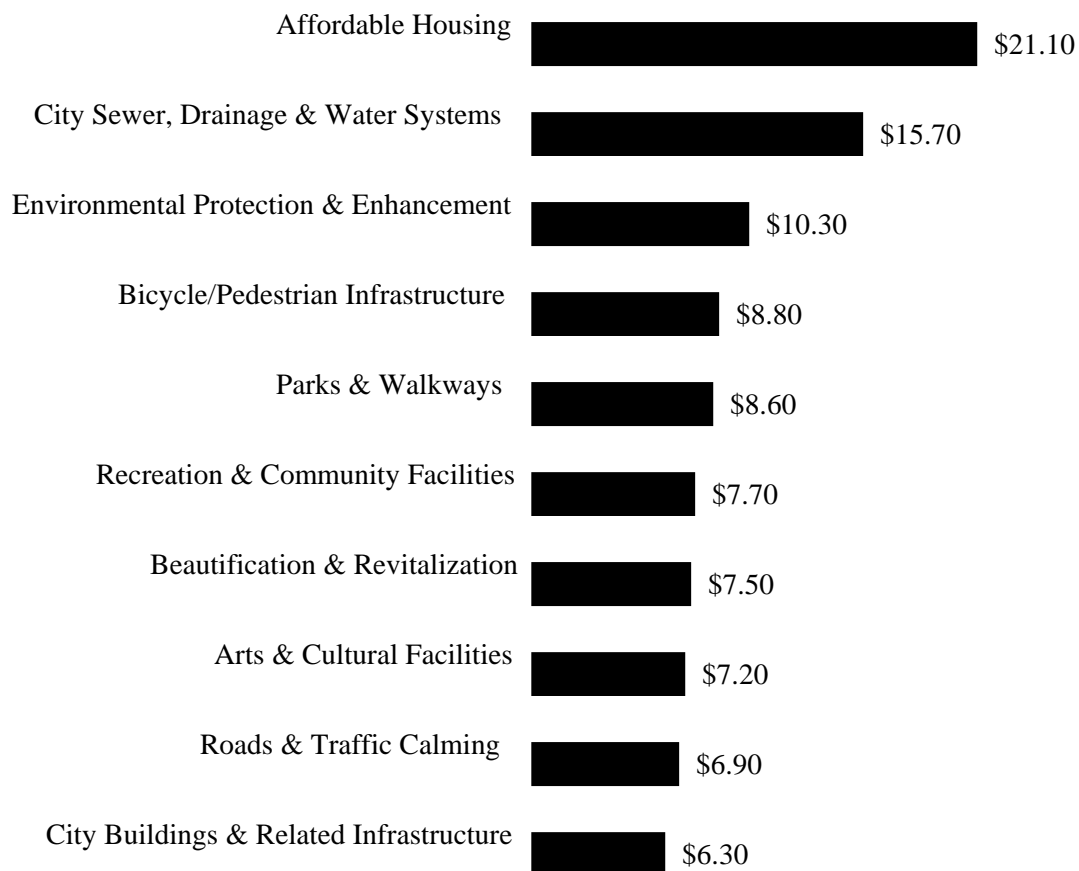


## CAPITAL PROJECTS

**Question #11:** The City of Victoria spends a portion of its yearly budget on large projects, known as capital projects. **Imagine that you have \$100 to spend on the following capital project. How would you spend it?** Please divide \$100 among the listed capital projects according to their importance to you.

Figure 16 indicates that the top three capital project areas that are important to citizens are: affordable housing (\$21.10), City sewer, drainage and water systems (\$15.70), and environmental protection and enhancement (\$10.30).

**Figure 16: How Citizens would spend \$100 for Capital Projects**



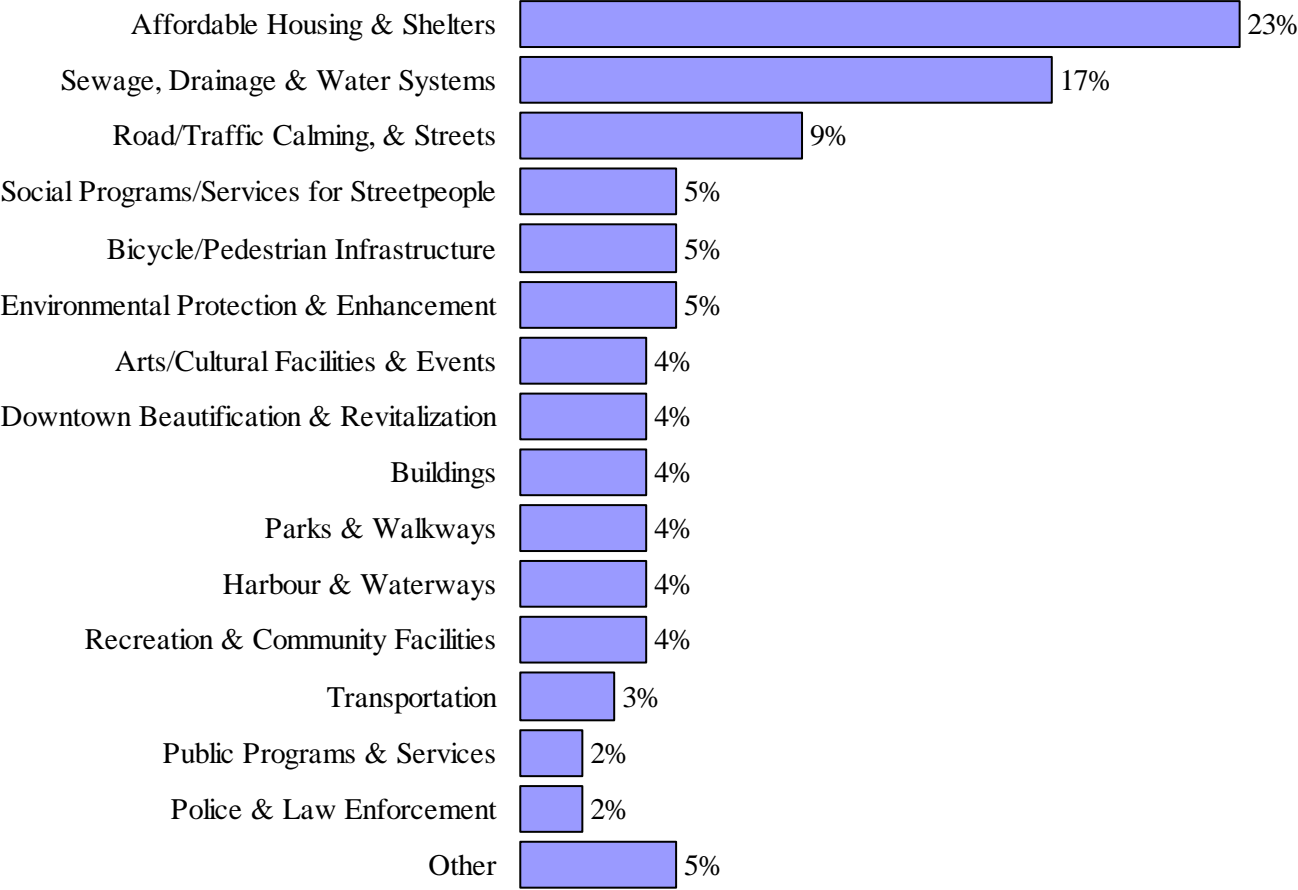
**Question #12:** List the two most important capital projects or initiatives you would like the City of Victoria to pursue in the next five years.

Figure 17 shows that the top three capital projects or initiatives that citizens feel the City should undertake in the next five years are: affordable housing and shelters (23%), sewage, drainage and water systems (17%), and road/traffic calming, and street projects (9%).

The top two capital projects suggested by citizens are consistent with the results of question #11 above regarding the allocation of \$100 to various capital project areas, however, the third project changed from environmental protection and enhancement to road/traffic calming, and streets.

See Appendix C for full verbatim responses.

**Figure 17: Capital Projects to Undertake in the Next Five Years**  
(% of respondents)



# CITIZEN – CITY COMMUNICATION AND INVOLVEMENT

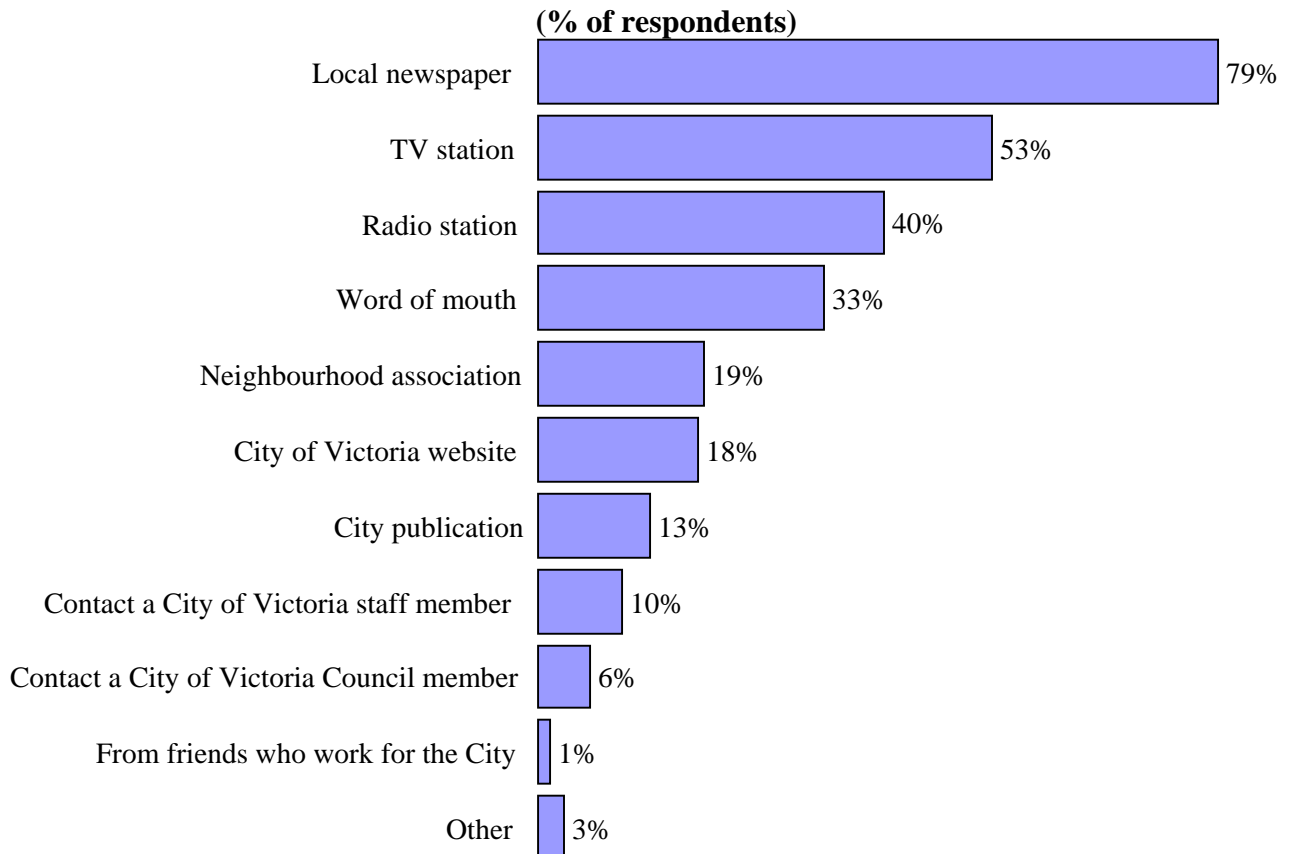
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## LEARNING ABOUT CITY ISSUES

**Question #14:** List up to **three** of the most important ways you learn about City government issues.

Figure 18 shows that the top three ways that citizens learn about City issues are: local newspapers (79%), television stations (53%), and radio stations (40%). See Appendix B for detailed data.

**Figure 18: How Citizens Prefer to Learn About City Government Issues**



**Note:** % totals are more than 100% because respondents could have chosen more than one option

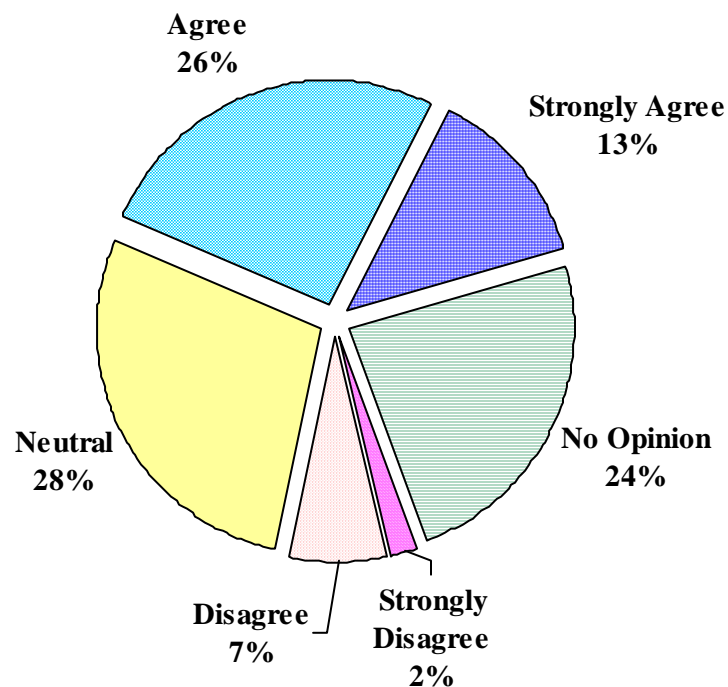
## CITIZEN INVOLVEMENT

**Questions #13:** On a scale of 1 (strongly disagree) to 5 (strongly agree), please rate the following statement by circling the number that most clearly represents your opinion:

b) The City of Victoria welcomes citizen involvement.

Figure 19 indicates that 39% of respondents believe that the City welcomes citizen involvement (those who “agree” or “strongly agree”), while 9% believe that the City does not (those who “disagree” or “strongly disagree”). Fifty-two percent of respondents were either neutral to this question, or had no opinion, indicating that some citizens may not know, or be aware of how they can participate in, and/or be part of the City’s planning and decision making processes.

**Figure 19: City Welcomes Citizen Involvement**  
(% of Respondents)

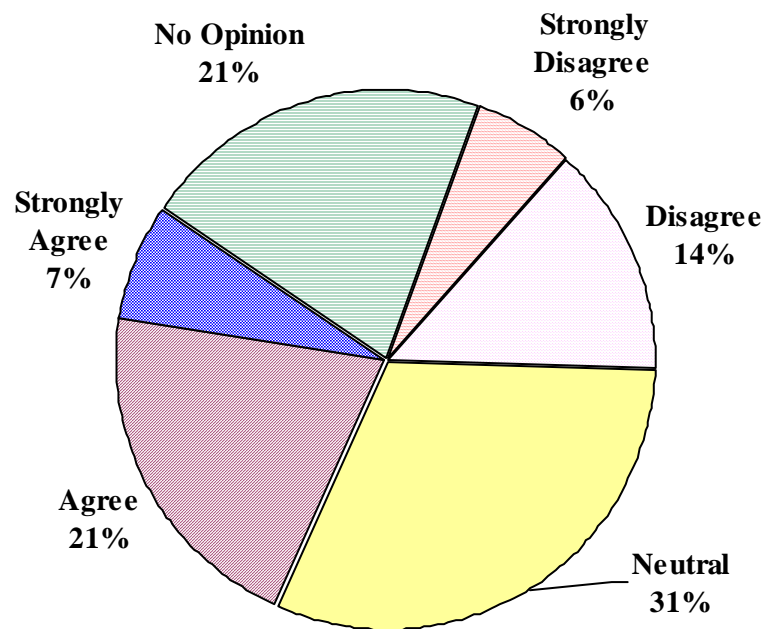


**Questions #13:** On a scale of 1 (strongly disagree) to 5 (strongly agree), please rate the following statement by circling the number that most clearly represents your opinion:

c) The City of Victoria listens to citizens.

Figure 20 indicates that 28% of citizens feel that the City listens (those “agree” or “strongly agree”) to them, while 20% do not (those who “disagree” or “strongly disagree”). A high percentage of citizens are either neutral (31%) or do not have an opinion (21%), which could be the result of a lack of citizen involvement in City issues, or a lack of contact with City staff members.

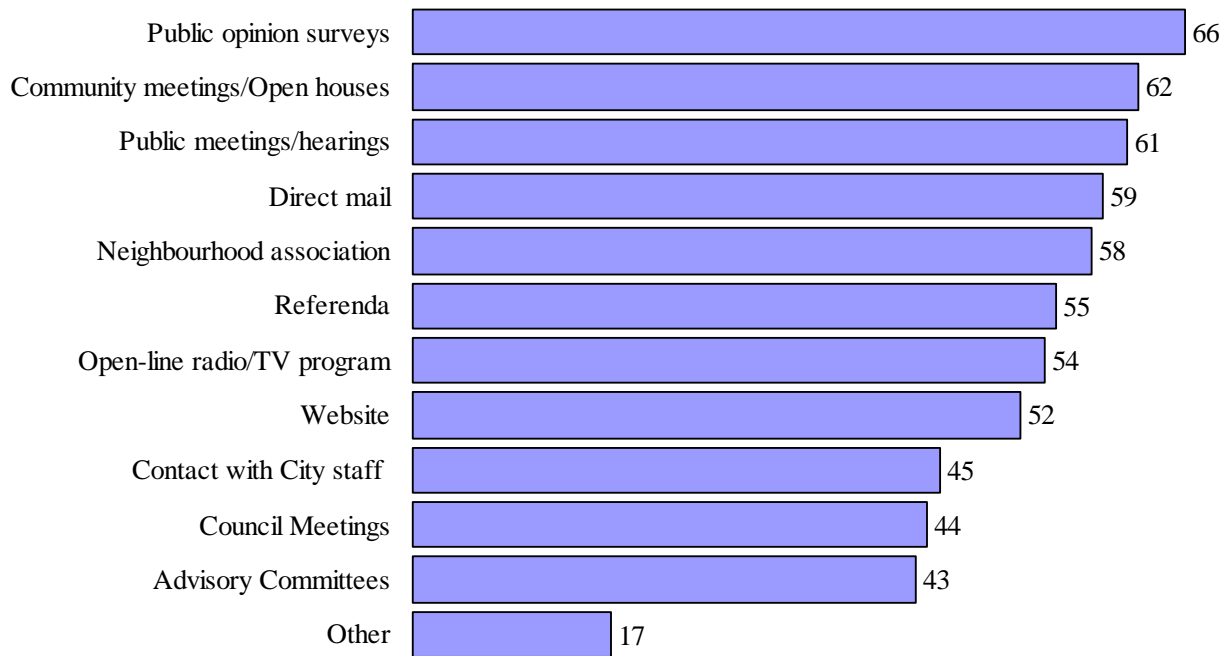
**Figure 20: City Listens to Citizens**  
(% of Respondents)



**Questions #15:** On a scale of **1 (very unimportant)** to **5 (very important)**, please rate the importance of the following ways in which the City of Victoria can involve you more in information sharing, planning and decision making.

Figure 21 shows that the top three ways that the City can better involve citizens in the information sharing, planning, and decision making processes are: public opinion surveys (with an average score of 66 out of 100), community meetings/open houses (62), and public meetings/hearings (61).

**Figure 21: How Citizens Want to Get Involved**  
(average score - out of 100)



Average Rating on the 100-point Scale (0=Very Unimportant, 100=Very Important)

## CUSTOMER SERVICE

**Question #16:** Have you had any direct contact with a City staff member over the last 12 months?

Table 2 indicates that 44% of respondents have had direct contact with a City staff member in the last 12 months.

**Table 2: Percentage Who Contacted City Staff in Last 12 Months**

	2005
Yes (contact)	44%
No (no contact)	56%

**Question #17:** Please check where or how you made contact with a City staff member, and then on a scale of 1 (very poor) to 5 (very good), rate your impression of the service that they provided you.

Table 3 below indicates that the top three methods of contacting a City staff member are through: the Public Service Center (19%), the telephone (17%) and the Permits/Inspections/Engineering counter (10%).

Citizens were also asked to rate the impression of the service they received from City staff members. Citizens indicate that staff are generally easy to reach, easy to understand, knowledgeable, polite and courteous, and make referrals to the right person(s) in the organization. The average scores (out of 100) indicated in Table 11, show that the overall level of customer service provided by City staff is high, with 11 of the 14 contact methods receiving an average score of 77 or higher. See question #17, in Appendix B for detailed data.

**Table 3: Method and Impression of Customer Service Received**

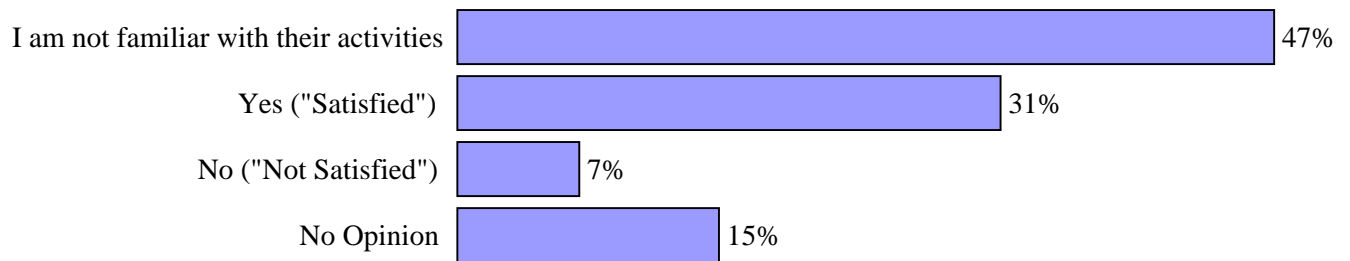
<i>Contact Method</i>	2005	
	<i>% of Respondents</i>	<i>Average Score (out of 100)</i>
Public Service Centre	19%	87
Telephone	17%	78
Permits/Inspections/Engineering Counter	10%	83
In person at the Victoria Police Station	9%	77
In person with Parking Services	8%	77
In person at Garbally Works Yard	6%	85
In person at Crystal Pool/Royal Athletic Park	6%	87
In person in your neighbourhood	5%	83
Email	5%	72
In person at a community meeting	4%	91
In person at Beacon Hill Parks Yard	3%	82
In person at a Victoria fire station	2%	90
In person at a City construction site	2%	75
Other	3%	66
Average Score on the 100-point Scale (0=Very Poor, 100=Very Good)		

## NEIGHBOURHOOD ASSOCIATIONS

**Question #18:** I am satisfied with my neighbourhood community association taking my issues to the City.

Figure 22 below indicates that 31% of respondents are satisfied with their neighbourhood community association bringing their issues to the City, while 7% are not satisfied. A high percentage (47%) of respondents are not familiar with the activities of their neighbourhood community association, and a further 15% do not have an opinion. These figures suggest that many citizens may not be involved with, aware of, or interested in their neighbourhood community association.

**Figure 22: Satisfaction With Neighbourhood Association**  
(% of respondents)





## Electronic Communication

Question #19: Have you been to the City of Victoria's website in the last 12 months?

Table 4 below indicates that less than half of all respondents (40%) visited the City's website in the last 12 months.

**Table 4: Visited City Website in Past 12 Months**

	2005
Yes	40%
No	60%

Question #20: Please rate your satisfaction with, and importance of, each of the City's website services that you use.

Citizens were asked to rate their satisfaction with, and importance of, each of the website services listed below in Figure 23. The average rate of satisfaction of all of the website services is 62%, while the average rate of importance of these services is 83%.

The website service that citizens are most satisfied with, and attribute high importance to, is the online bill payment system. Website services that citizens are not satisfied with, but attribute high importance to, include the following: service requests (45% satisfaction), accuracy of "search" tool (56%), website navigation (62%), and website content (67%). Citizens attribute the lowest level of importance to visual appeal (66%).

See Appendix B for detailed data on this question.

**Figure 23: City of Victoria Website Service Rating Satisfaction versus Importance**

City Website Services	% Satisfied or Very Satisfied	% Important or Very Important	% Difference (Satisfaction minus Importance)
<i>AVERAGE - All Services</i>	<b>62%</b>	<b>83%</b>	<b>-21%</b>
Service Requests	45%	82%	-37%
Search Tool provides accurate results	56%	90%	-34%
Website Navigation	62%	92%	-30%
Website Content	67%	90%	-23%
Recreation Program registration	63%	78%	-15%
Pay Bills	73%	84%	-11%
Visually appealing	70%	66%	+4%

**Question #21: What kind of information would you like to see on the City’s website?**

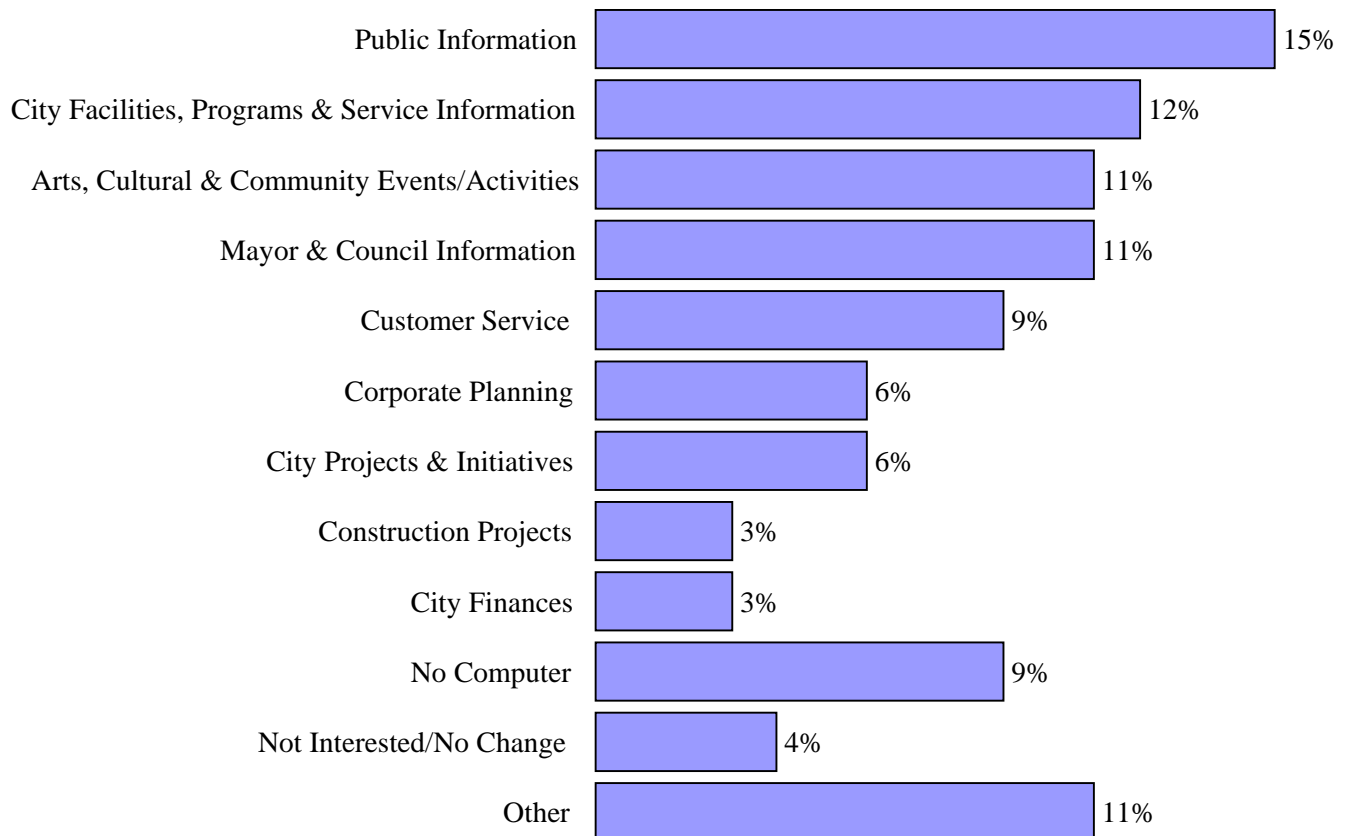
Figure 24 shows that the top three things that citizens would like to see on the City’s website are:

- *public information (15%):* citizens would like access to building codes and bylaws, links to other WebPages, and general information about Victoria, including current events and news.
- *City facilities, programs and service information (12%):* citizens would like information regarding the types of City services available, contact information for various City departments, City service schedules, and zoning/land-use development information.
- *arts, cultural and community events/activities (11%):* citizens would like information regarding the City’s recreation programs and facilities, as well as information regarding various arts, cultural and community events happening around the City.

Nine percent of respondents indicate that they either do not have a computer or that they are not familiar with computers, and a further 4% indicate that they are either not interested, or do not want any changes to the City’s website.

See Appendix C for full verbatim responses.

**Figure 24: Information Citizens Want on City Website**  
(% of respondents)



**Question #22: Would you be interested in receiving City information regularly by e-mail?**

Table 5 demonstrates that 40% of respondents are interested in an email service that provides information about City matters, while 60% are not interested in such a service.

See Appendix B for detailed data on this question.

**Table 5: Interested in City Email Service**

	2005
Yes	40%
No	60%

**Question #23: Do you use the Internet?**

Table 6 below indicates that a majority (77%) of citizens use the Internet, while less than a quarter (23%) do not use the Internet.

See Appendix B for detailed data on this question.

**Table 6: Internet Use**

	2005
Yes (Use)	77%
No (Do not use)	23%

# CITY GOVERNANCE

## PERCEPTION OF CITY GOVERNANCE

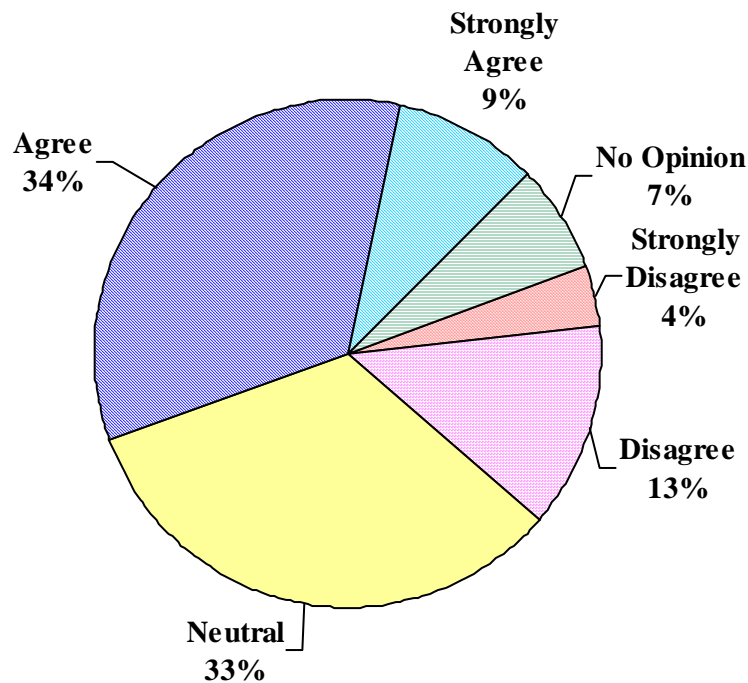
Questions #13: On a scale of 1 (strongly disagree) to 5 (strongly agree), please rate the following statement by circling the number that most clearly represents your opinion:

c) I am pleased with the overall direction that the City of Victoria is taking.

Figure 25 below demonstrates that 43% of respondents are pleased (those who “agree” or “strongly agree”) with the City’s governance, while 17% are not (those who “disagree” or “strongly disagree”). A total of 33% of respondents are neutral to this question, while 7% do not have an opinion.

See Appendix B for detailed data on this question.

**Figure 25: Pleased with Overall Direction City is Taking  
(% of Respondents)**



# APPENDICES

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**Appendix A: Respondent Characteristics**

**Appendix B: Statistical Tables**

**Appendix C: Verbatim Responses to Open-Ended Questions**

**Appendix D: Survey Methodology Details**

**Appendix E: Survey Instrument**



## **APPENDIX A: RESPONDENT CHARACTERISTICS**

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## RESPONDENT CHARACTERISTICS

	Survey Sample (# out of 557)	Survey Sample (% out of 557)	Actual Population in City of Victoria (%) <sup>1</sup>	% Difference (Survey Sample minus Actual)
<b>Gender</b>				
Female	335	60%	55%	5%
Male	219	40%	45%	-5%
<i>No response</i>	3	n/a	n/a	n/a
<b>Age</b>				
18 to 24 years	24	4%	13%	-9%
25 to 34 years	70	13%	21%	-8%
35 to 44 years	89	16%	18%	-2%
45 to 54 years	105	19%	17%	2%
55 to 64 years	103	19%	10%	9%
65 to 74 years	73	13%	8%	5%
75 to 84 years	66	12%	7%	5%
85 years or over	25	5%	5%	0%
<i>No response</i>	2	n/a	n/a	n/a
<b>Years Lived in Victoria</b>				
Average Years	17.4	n/a	n/a	n/a
<i>No Response</i>	3	n/a	n/a	n/a
<b>Area of Residency</b>				
Burnside	36	6%	7%	-1%
Downtown	18	3%	2%	1%
Fairfield	105	19%	15%	4%
Fernwood	67	12%	13%	-1%
Gonzales	25	5%	5%	0%
Harris Green	2	0%	2%	-2%
Hillside-Quadra	46	8%	10%	-2%
James Bay	70	13%	15%	-2%
North Jubilee	16	3%	4%	-1%
North Park	16	3%	4%	-1%
Oaklands	41	7%	9%	-2%
Rockland	41	7%	5%	2%
South Jubilee	18	3%	3%	0%
Victoria West	52	9%	6%	3%
Not sure	1	0.2%	n/a	n/a
<i>No response</i>	3	n/a	n/a	n/a
<b>Own/Rent</b>				
Own home	331	60%	38%	22%
Rent home	219	40%	63%	-23%
<i>No response</i>	7	n/a	n/a	n/a

<sup>1</sup>**Note:** 2001 Census Results used for “Age”, “Gender” and “Own/Rent” data. Population data for “Area of Residency” based on Local Area Plans prepared by the City of Victoria’s Planning Department (note that population percentages for local areas do not total 100% due to inconsistencies in original data – these figures are approximate only).

