Victoria Residents and Business Very Satisfied with City Services

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VICTORIA, BC — An Ipsos Reid poll conducted at the end of 2010 reveals that the majority of citizens and businesses feel the City of Victoria is performing well.

“We’re pleased that most who live and conduct business in Victoria feel they get good value from their municipal tax dollars,” says Mayor Dean Fortin. “I am encouraged that the areas where satisfaction ranked lower are exactly where we’re investing our time and energy.”

Surveys measuring citizen satisfaction have been conducted since 2003 however this is the first time business has been included.

KEY HIGHLIGHTS:

- 97% of residents and 83% of businesses indicate that the overall quality of life in Victoria is good or very good.
- Perceptions of downtown are predominantly positive, particularly when it comes to daytime safety, amenities, cleanliness and vibrancy.
- Businesses cite many varied benefits to operating in Victoria, including the local people and access to amenities and services.
- Social issues were identified as a top priority for both citizens and businesses, with transportation in second place.
- Businesses are more than twice as likely to anticipate expanding vs. downsizing in the next five years.
- Nearly nine out of 10 residents feel they receive good value for municipal tax dollars.
- There is room to increase the amount of information disseminated to citizens.
- Businesses and citizens are generally aligned when it comes to important municipal issues and priorities.
- Less than half the citizens surveyed have an emergency preparedness kit.

The poll is independent and representative of the entire community. The telephone survey was conducted using a sample of 600 households and 300 businesses.

The full survey results can be found under “Quick Links” on the City of Victoria website: www.victoria.ca.

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