



**FORUM**  
RESEARCH INC.

# The Corporation of the District of Saanich

2015 Business Survey  
**KEY FINDINGS REPORT**





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## Background and Methodology

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The District of Saanich is the most populous municipality on Vancouver Island and the largest of core municipalities making up the Greater Victoria area. Known for its diversity of culture, and natural scenery, Saanich continues to grow and strengthen as a place to live, work and play. Business surveys have been conducted by the District of Saanich since 2003 in order to assess business satisfaction with services provided by the municipality, prioritize issues and improve quality of life overall.

### **The objectives of the 2015 Business Survey are to:**

- Obtain a statistical assessment of business perceptions of service delivery availability and quality.
- Determine perceived value for taxes and preferred funding options.
- Gather feedback on municipal public involvement processes.
- Provide input to the municipality's annual strategic planning process.
- Gather statistical data for indicators used in the municipality's planning and reporting processes.

### **Field Dates and Margin of Error**

This research was conducted via live agent Computer-Assisted-Telephone-Interviewing (CATI) of businesses in the District of Saanich. Respondents were called during business hours from January 12<sup>th</sup> to January 17<sup>th</sup>. A total of 301 interviews were conducted, each approximately 12 minutes in length. The margin of error is +/-5.5, at the 95% confidence level.

## Results Summary

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The results and feedback from the 2015 Business Survey overall, reveal a very positive attitude amongst business owners within the District of Saanich and suggest it is a good place for businesses to succeed.

Key findings include:

- Almost all business owners (98%) say quality of life in Saanich is either “good” or “very good”
- 94% rate Saanich as either a “good” or “very good” place to operate a business
- A strong majority (85%) either somewhat or strongly agree that they receive good value for their tax dollars; and
- 80% are pleased with the overall direction the District of Saanich is taking

When it comes to services in Saanich, a majority of respondents were either very or somewhat satisfied for each and every service item. Highest satisfaction ratings were recorded for fire services (100%), fire safety inspections (98%), police services (97%), as well as police presence and visibility (96%).

A majority of business owners (58%) said they have had contact with the municipality within the past 12 months; the largest of proportion of respondents were seeking business/licensing permits and building permits/inspections. Based on their most recent experience dealing with a municipal employee, an overwhelming majority of respondents were satisfied with all aspects of the service provided by the staff. Respondents agreed that the staff were knowledgeable and competent (90%), staff treated them fairly (90%), and they waited a reasonable amount of time at the service location (89%).

When it comes to the perceptions held by businesses regarding services and taxation, a strong majority of respondents (71%) would most prefer to keep the same level of municipal services with taxes unchanged. Top priority items for budget spending included sanitary sewer system (52%), environment protection and enhancement (48%) and road and traffic (47%). Projects that were not a top priority for spending amongst respondents included arts and culture facilities (14%), streetscape / beautification projects (11%) and municipal buildings (9%).

Finally, there was a high level of agreement amongst the majority of respondents that the District of Saanich welcomes citizen involvement, listens to businesses, allows businesses to have input into decision making and feel the government of Saanich is transparent when it comes to the decision making process.

Future satisfaction surveys targeted toward business owners will be very important to informing a business-focused agenda moving forward, identifying areas of opportunity, and ensuring business owners have the tools they need to continue to flourish.



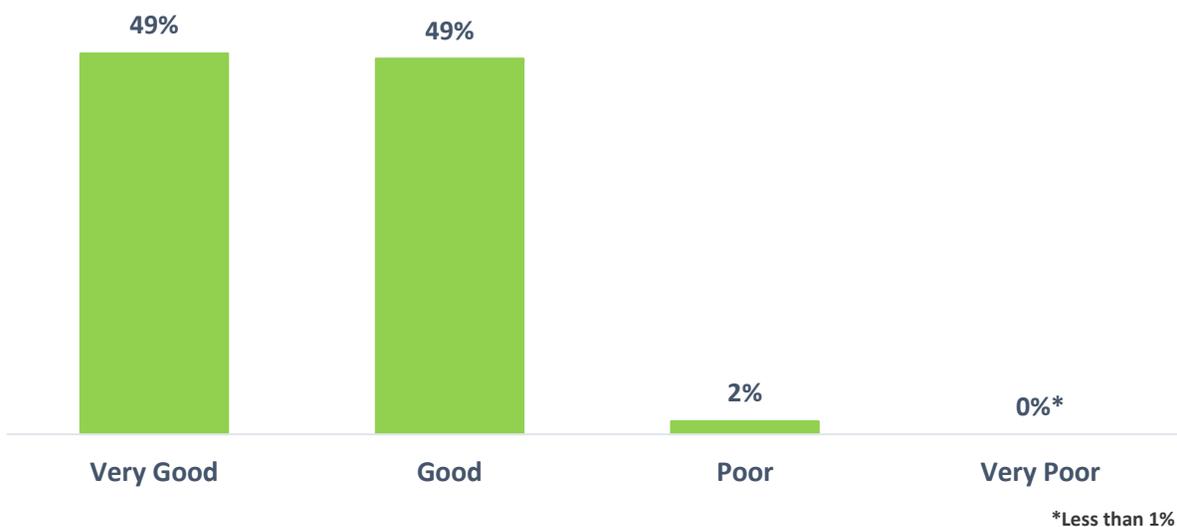
## Quality of Life in Saanich

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### Assessment of Quality of Life in Saanich

How do Business Owners rate quality of life in the District of Saanich? Almost all respondents (98%) say that quality of life in Saanich is either “good” or “very good” (49% and 49% respectively). Approximately 2% of respondents say quality of life is “poor”.

Quality of Life in Saanich (n=297)



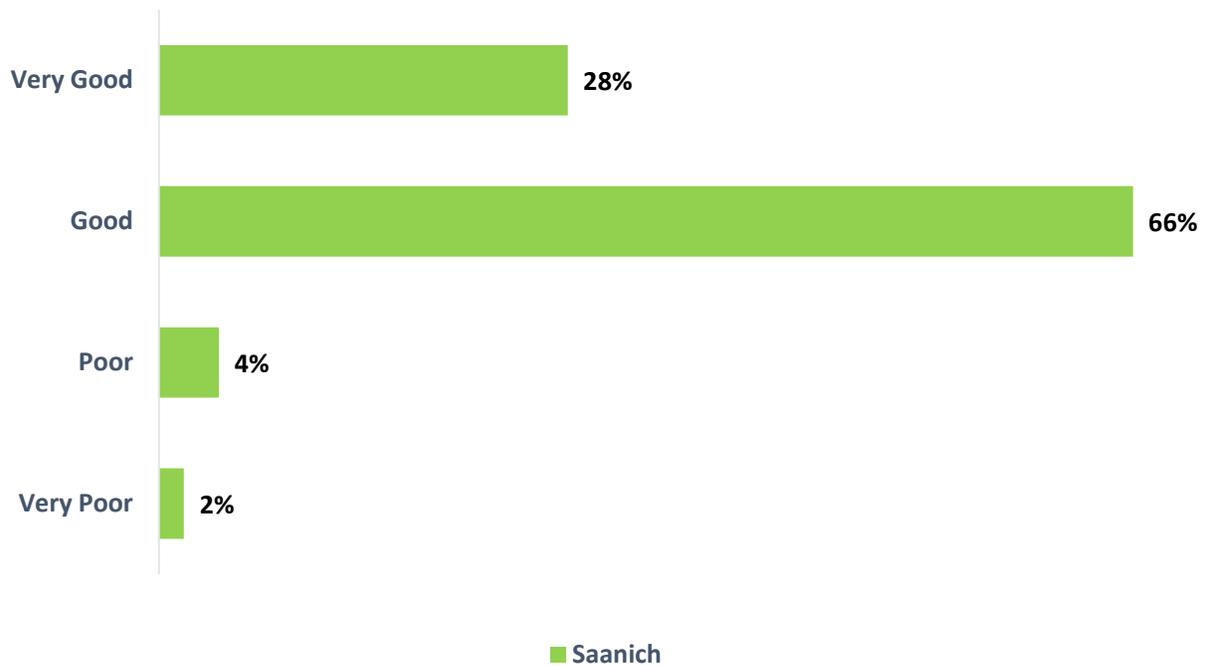
Q1A. How would you rate the overall quality of life in Saanich? Would you say...



### Assessment of Saanich as a place to operate a business

When looking at the rating of Saanich as a place to operate a business, business owners gave Saanich a rating of 94% very good / good.

Rating of Saanich as a place to operate a business (n=296)

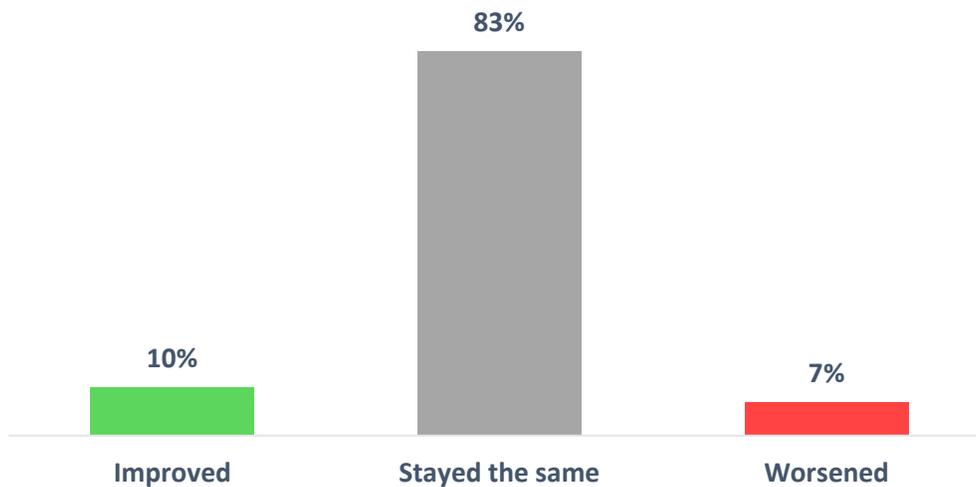


Q1B. How would you rate Saanich as a place to operate a business?

## Improvement of Saanich as a place to operate a business

When respondents were asked whether Saanich as a place to operate a business in the past three years has improved, worsened or stayed the same, the majority of respondents (83%) said that it has stayed the same. 10% of respondents said that it has improved, and only 7% said it has worsened. Respondents who said it has improved attributed this to the following: New malls/stores have been built/Updated shopping centres; Have more customers/clients/Market has improved; and Road/sidewalk improvements. Respondents who said it has worsened attribute it to the following: Too many regulations/Too bureaucratic/Make it hard to start/maintain business; Local economy/Cost of living; and Crime/Vandalism

**Saanich as a place to operate a business in the Past 3 Years  
(n=277)**



**Q2. Do you feel that Saanich as a place to operate a business in the past three years has improved, worsened, or stayed the same?**

**(A) Why do you say it has improved?**

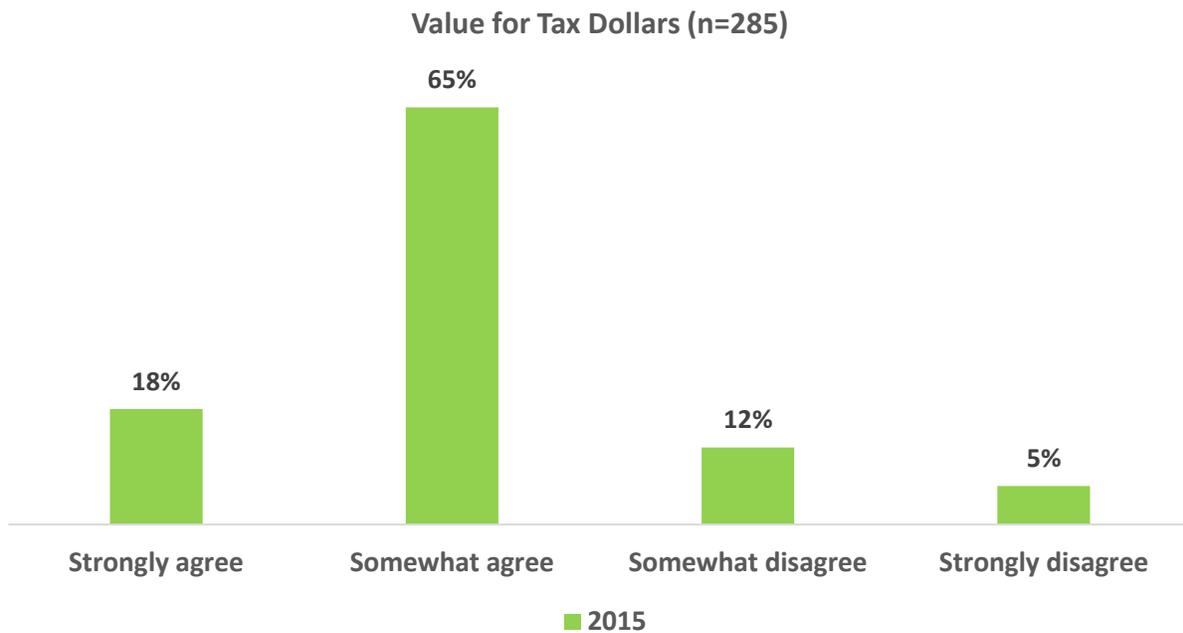
**(B) Why do you say it has worsened?**



## Service Satisfaction

### Value for Tax Dollars

Do business owners feel they receive good value for their tax dollars? A strong majority (83%) either strongly or somewhat agree that they receive good value for their tax dollars (18% and 65% respectively). Only 17% of residents either strongly or somewhat disagreed (12% and 5% respectively).



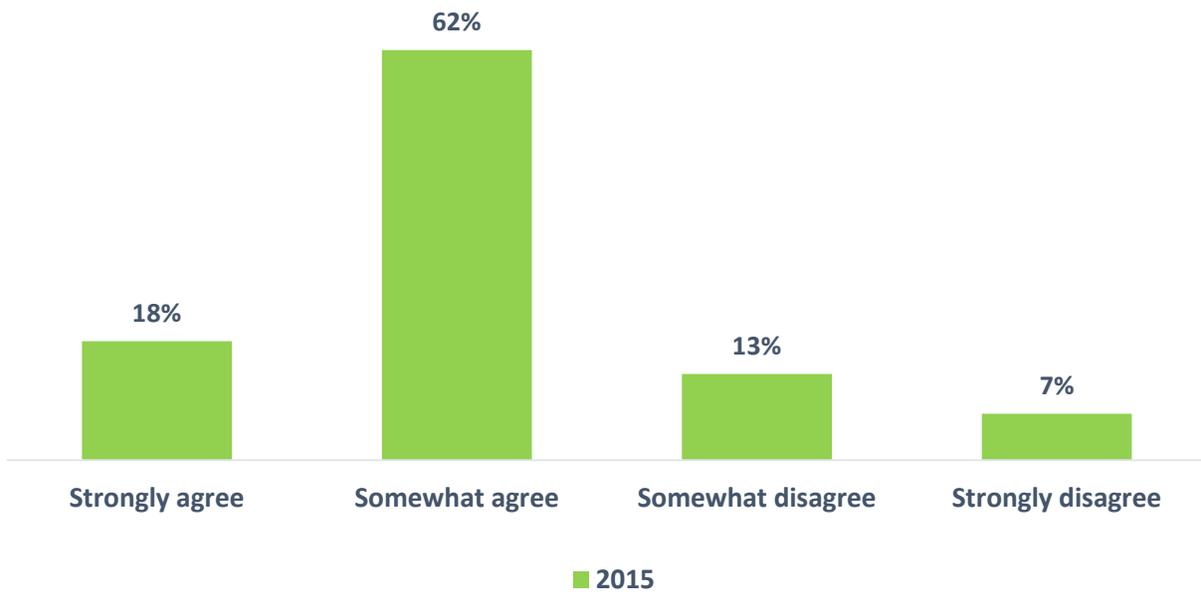
Q7. For each of the following statements I'd like you to tell me how much agree you agree or disagree with following statements: I receive good value for the municipal taxes I pay



### Overall Direction Saanich is taking

Are business owners pleased with the overall direction Saanich is taking? A majority of residents (80%) either strongly or somewhat agree that they are pleased with the overall direction Saanich is taking (18% and 62% respectively).

Overall Direction Saanich is taking (n=291)

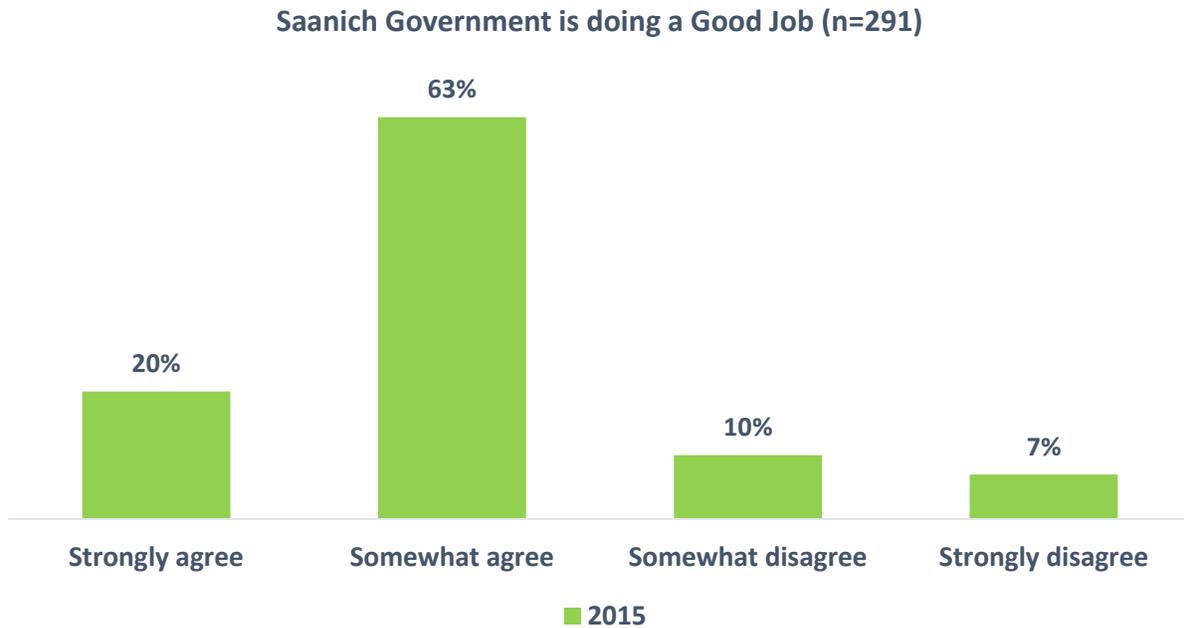


Q7. For each of the following statements I'd like you to tell me how much agree you agree or disagree with following statements: I am pleased with the overall direction that the District of Saanich is taking.



### District of Saanich Government is doing a Good Job

Do business owners feel the District of Saanich government is doing a good job in general? Overall, 83% either strongly or somewhat agree that government in Saanich is doing a good job (20% and 63% respectively).



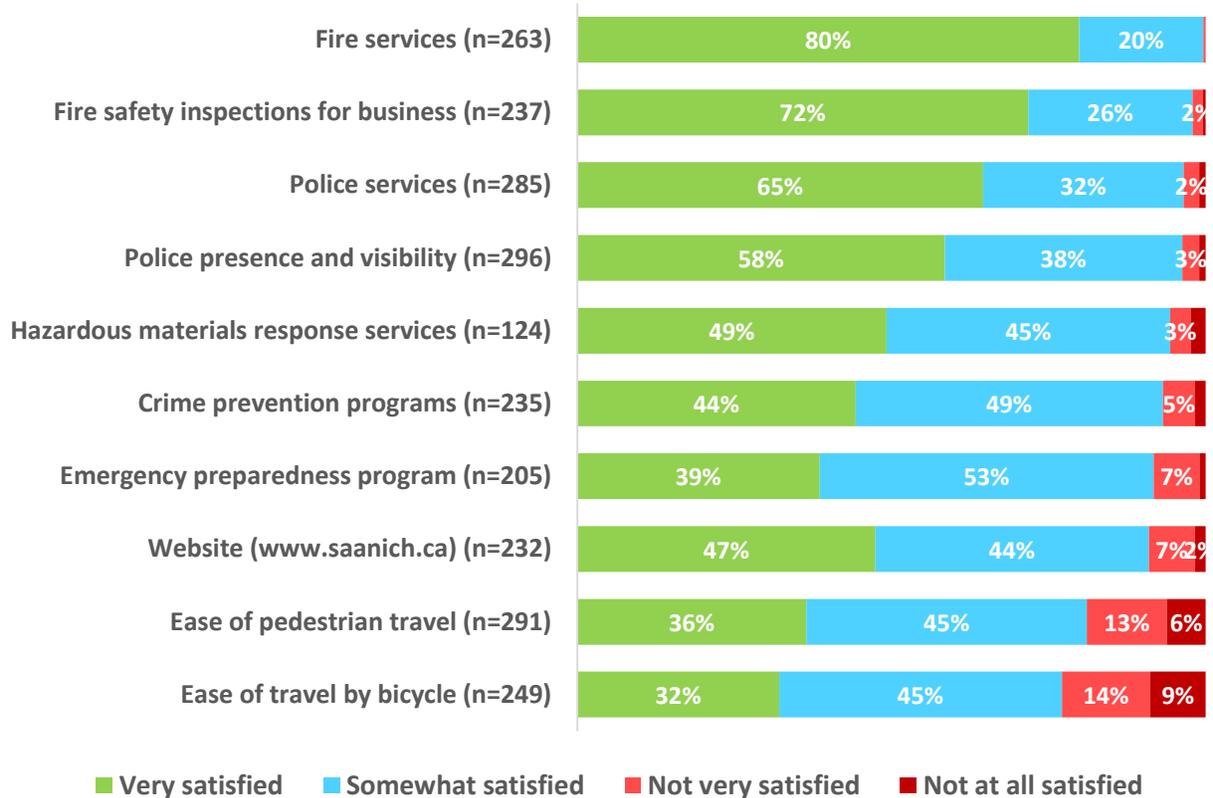
**Q7. For each of the following statements I'd like you to tell me how much agree you agree or disagree with following statements: In general, I believe the District of Saanich government is doing a good job**



### Satisfaction with Services in Saanich

Respondents were asked to rate their level of satisfaction with various services offered by the District of Saanich. A majority of respondents were either very or somewhat satisfied for each and every service item. Highest satisfaction ratings were recorded for Fire services (100%), Fire safety inspections (98%), Police services (97%), Police Presence and visibility (96%).

**Satisfaction with Services**



**Q3. I am going to read out a list of services provided by the District of Saanich. Please tell me how satisfied you are with each one.**

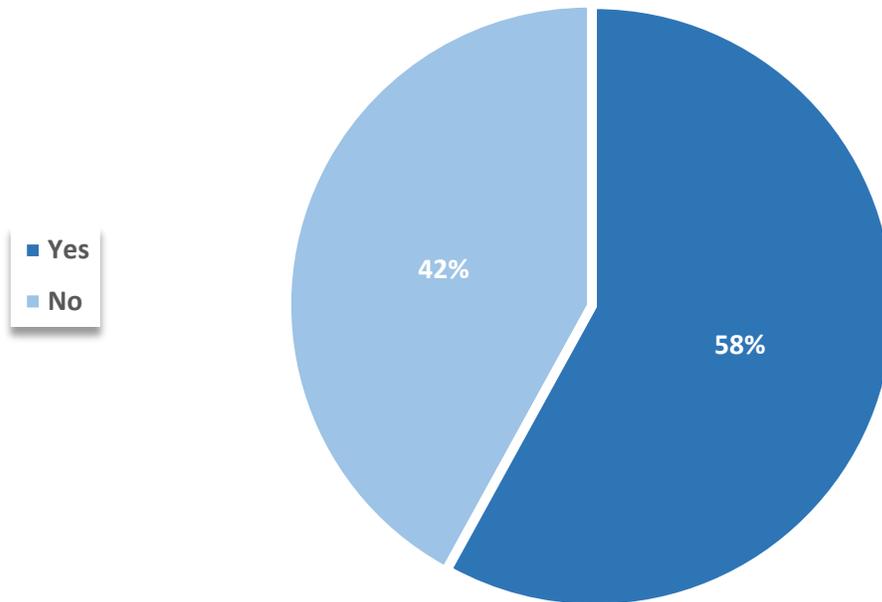
## Contact with Municipal Personnel

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### Contact within 12 months

When respondents were asked whether or not they have had any personal contact (in-person, by phone, email or fax) with a municipal employee over the last 12 months, 58% said they have had contact.

Personal contact with a Saanich Municipal employee (n=301)



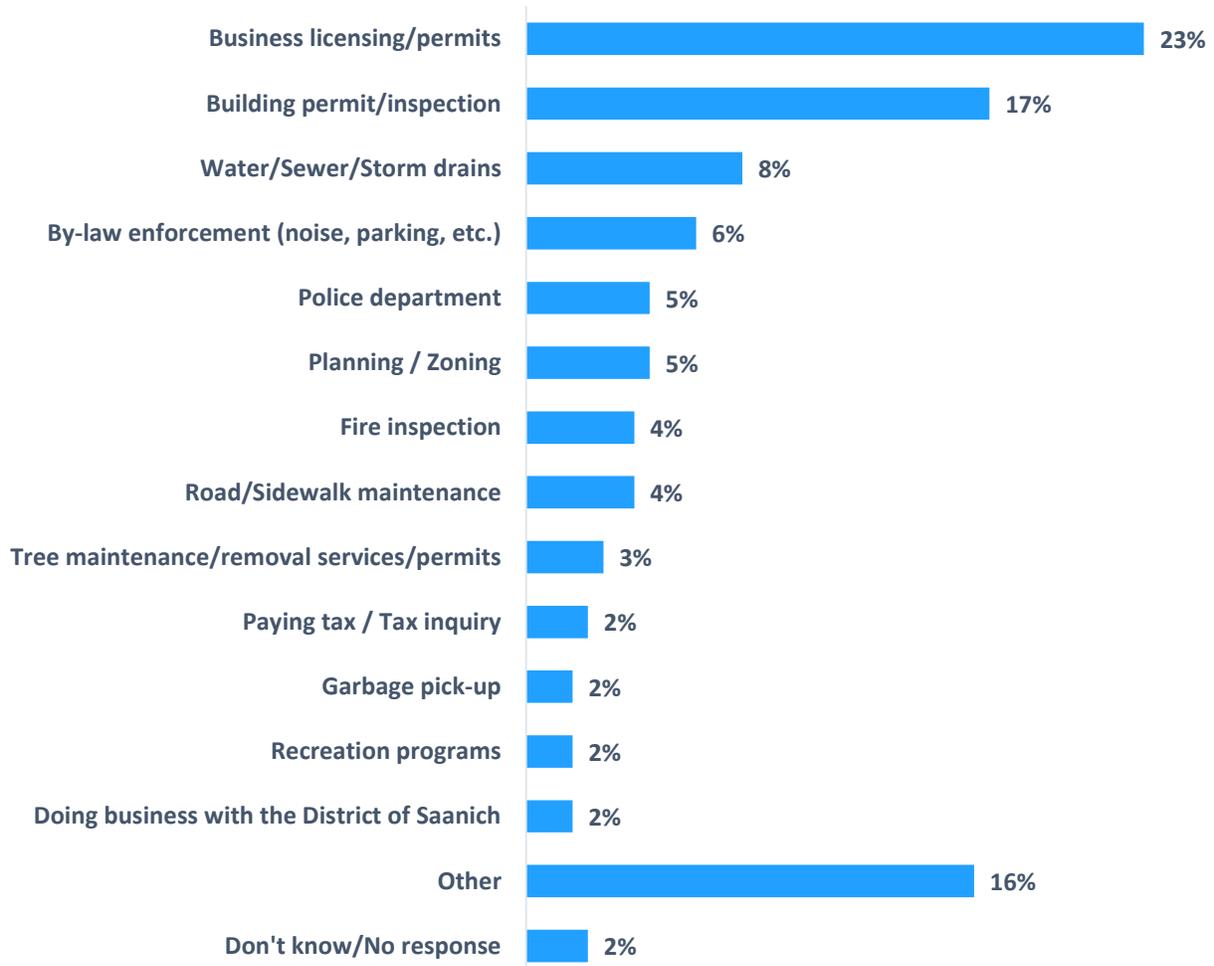
**Q8. Have you had any personal contact (in-person, by phone, email or fax) with a municipal employee over the last 12 months?**



### Services being sought by Business Owners most recently

Respondents were asked what service they were seeking most recently. Top mentions include: Business licensing / permits (23%), Building permit / inspection (17%).

**Service Area Last Accessed (n=176)**

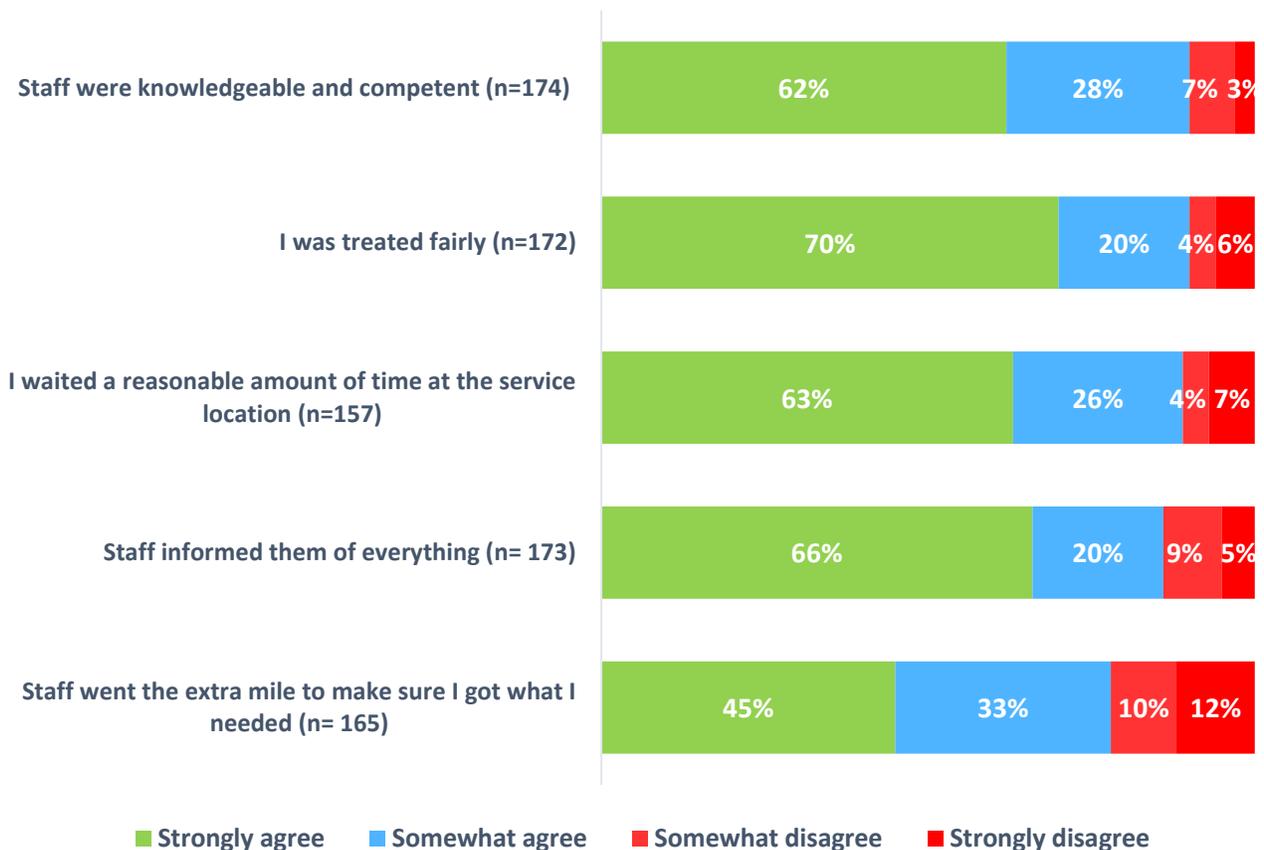


**Q9. What type of service were you seeking most recently?**

### Satisfaction with Service Delivery

Based on their most recent experience with a municipal employee, respondents were asked to provide feedback regarding various aspects of the service delivery. Looking at top 2 box responses (strongly/somewhat agree), an overwhelming majority of respondents were satisfied with all aspects of service delivery provided by municipal staff. As well, the largest proportion of residents to “strongly agree” was for the statements: I was treated fairly (70%), staff informed them of everything (66%), and I waited a reasonable amount of time at the service location (63%).

### Respondent Satisfaction with Saanich Municipal Personnel



Q10. What was your impression of the service provided by the Saanich employee with your most recent contact?

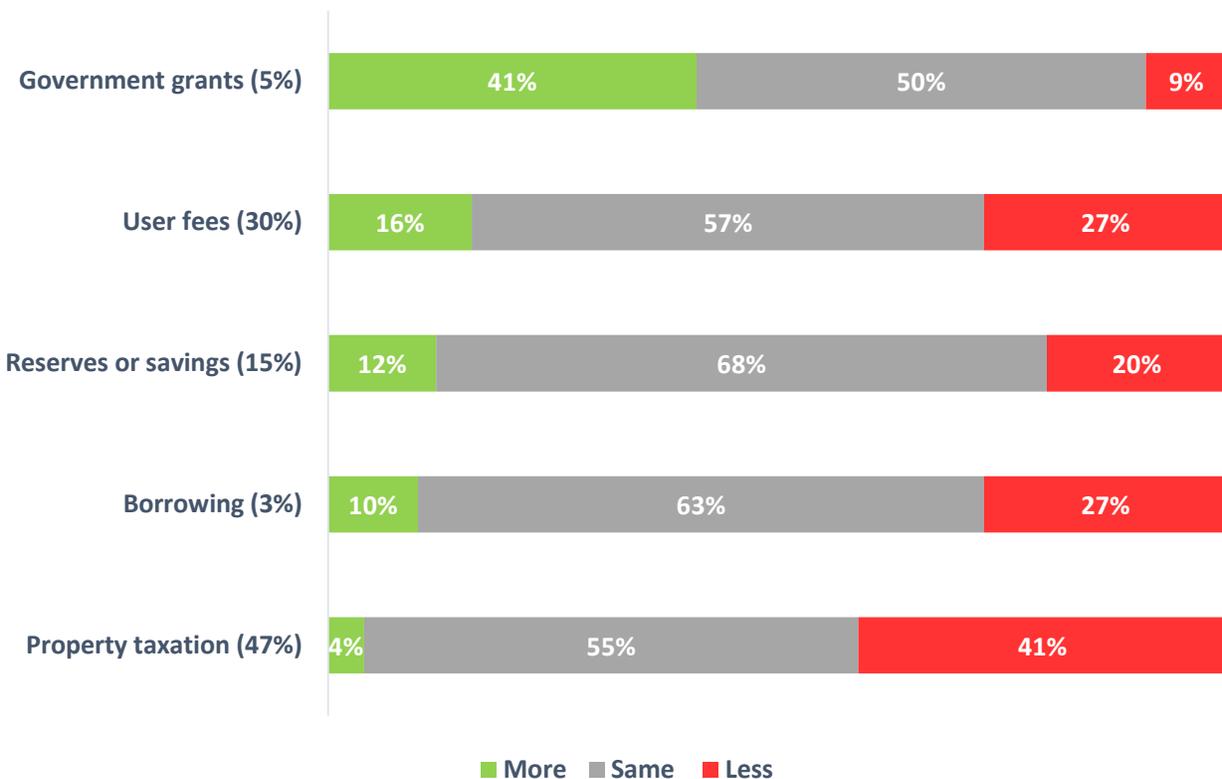


## Financial Sustainability

### Paying for Services

Saanich relies on the following sources to fund municipal services, infrastructure and other financial obligations: property taxation (47%), user fees (30%), reserves or savings (15%), government grants (5%) and borrowing (5%). Respondents were asked whether each of these sources of funding should be relied on more, less, or the same moving forward. A majority of respondents believe that the current reliance on funds should remain the same for user fees (57%), reserves and savings (68%), borrowing (63%), property taxation (55%), and government grants (50%). If Saanich is looking to make a change, the data suggests that government grants should be relied upon more and all other sources, especially property tax, should be relied upon less.

Respondent Attitude toward relying on Various Sources to Fund Municipal Services, Infrastructure and Financial Obligations (n=301)

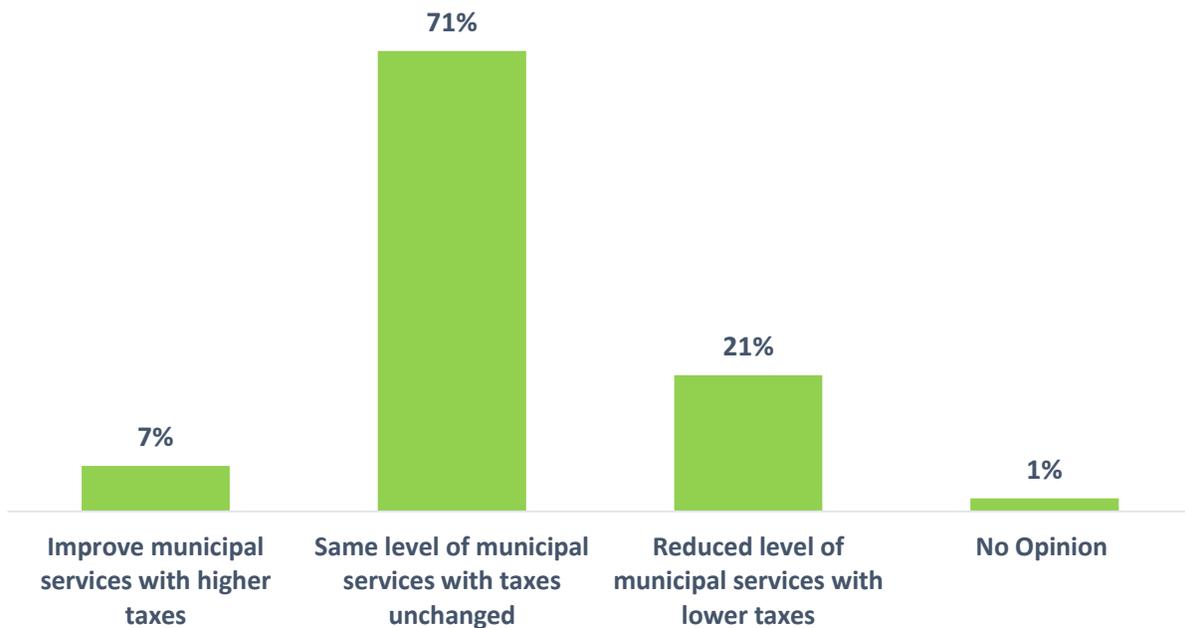


Q4. Saanich relies on the following sources to fund municipal services, infrastructure and other financial obligations: Property taxation (47%), user fees (30%), reserves or saving (15%), Government grants (5%), and borrowing (3%). Do you feel Saanich should rely on (*read and rotate*)... less, the same, or more.

### Taxation and Services

In order for the District of Saanich to understand perceptions held by businesses when it comes to services and taxation, Council wanted to know which of the following realistic choices were preferred: To improve municipal services through an increase in taxes, keep the same level of municipal services and keep taxes unchanged, or reduce the level of municipal services by lowering taxes. If faced with the choice, a strong majority of respondents (71%) would most prefer to keep the same level of municipal services with taxes unchanged. Assuming that is not a viable option and the District of Saanich is forced to make a decision between improving services with higher taxes or reducing services with lower taxes, three times as many respondents would prefer a reduction in services and lower taxes than the former option.

**Respondent Perception around Taxation and Services (n=301)**

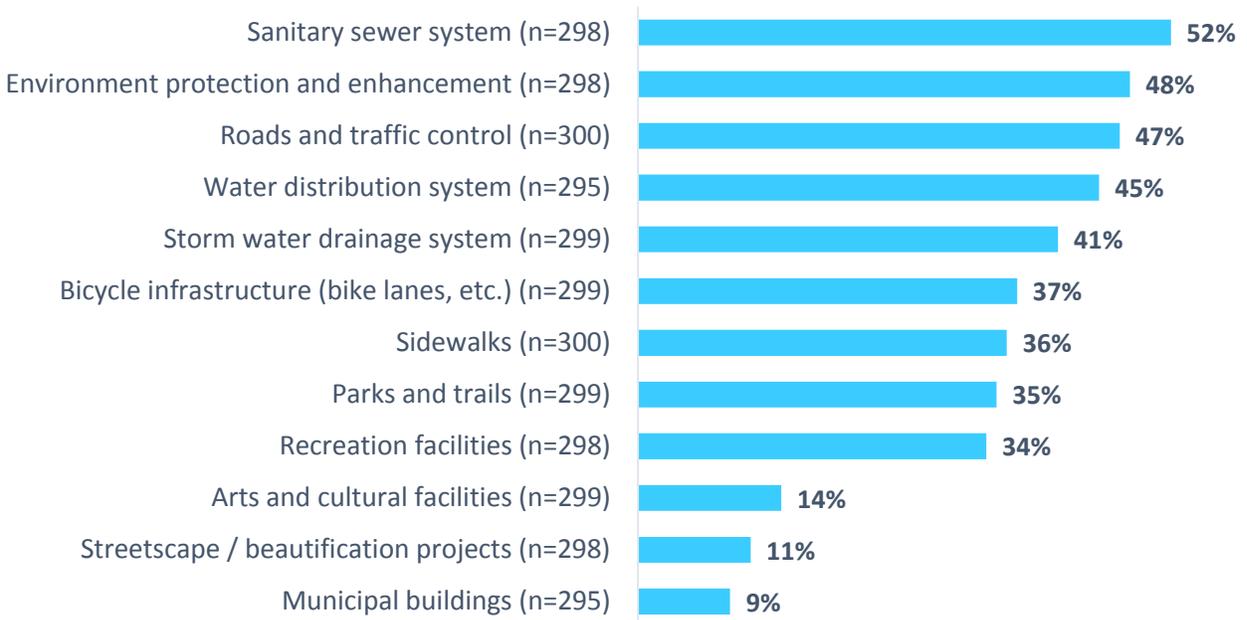


**Q5. If faced with the following realistic choices, what would you advise Council to do?**

### Spending Priorities

Saanich spends a portion of its yearly budget on large projects, known as capital budgets. Given a list of possible projects, respondents were asked to prioritize each project for future spending on 10-point scale (where 1 is the lowest priority and 10 is the highest priority). Top priority items for budget spending, where respondents gave a rating of 8, 9 or 10 included sanitary sewer system (52%), environment protection and enhancement (48%) and road and traffic (47%). Projects that were not a top priority for spending amongst respondents included arts and culture facilities (14%), streetscape / beautification projects (11%) and municipal buildings (9%).

#### Top Priority Items (rating 8, 9 or 10)



**Q6. On a scale of 1 to 10 where 1 is the lowest priority and 10 is a very high priority, please indicate how much of priority each project would be to you.**

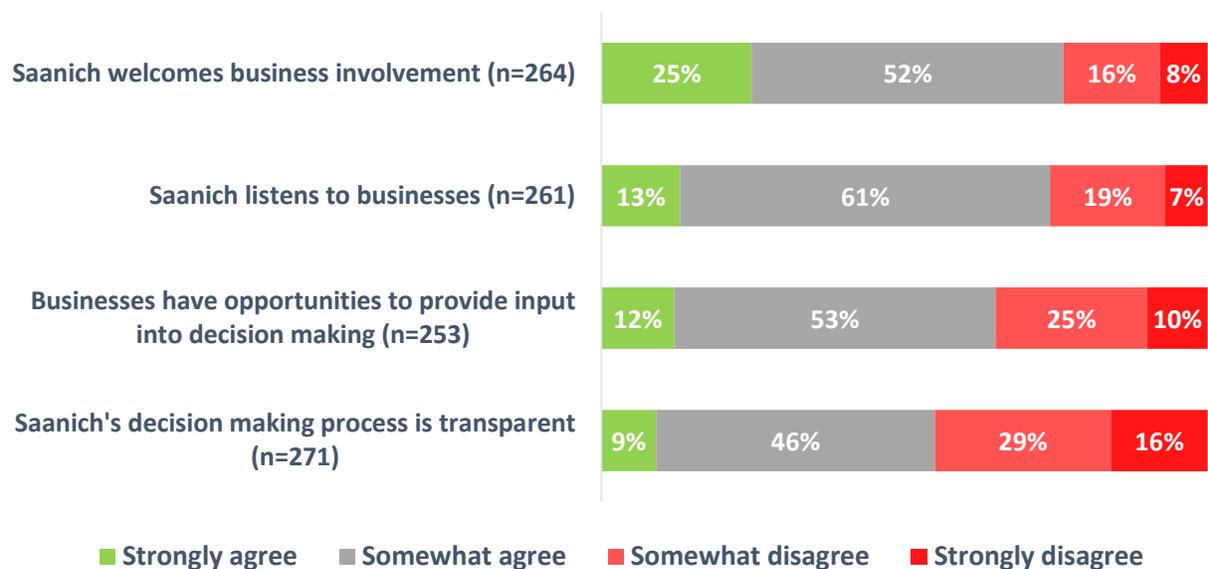


## Public Engagement

### Opportunity for Involvement from business owners

Respondents were asked to rate the level to which they agree that Saanich welcomes citizen involvement, listens to business, allows business to have input into decision making and how transparent they feel the government of Saanich is when it comes to the decision making process. All statements received high agreement levels with the largest proportion (77%) agreeing somewhat or strongly that Saanich welcomes business involvement.

### Perceptions around Opportunity for Involvement from Business Owners



Q13. I'm going to read out several statements and would like to know how much you agree or disagree with each.

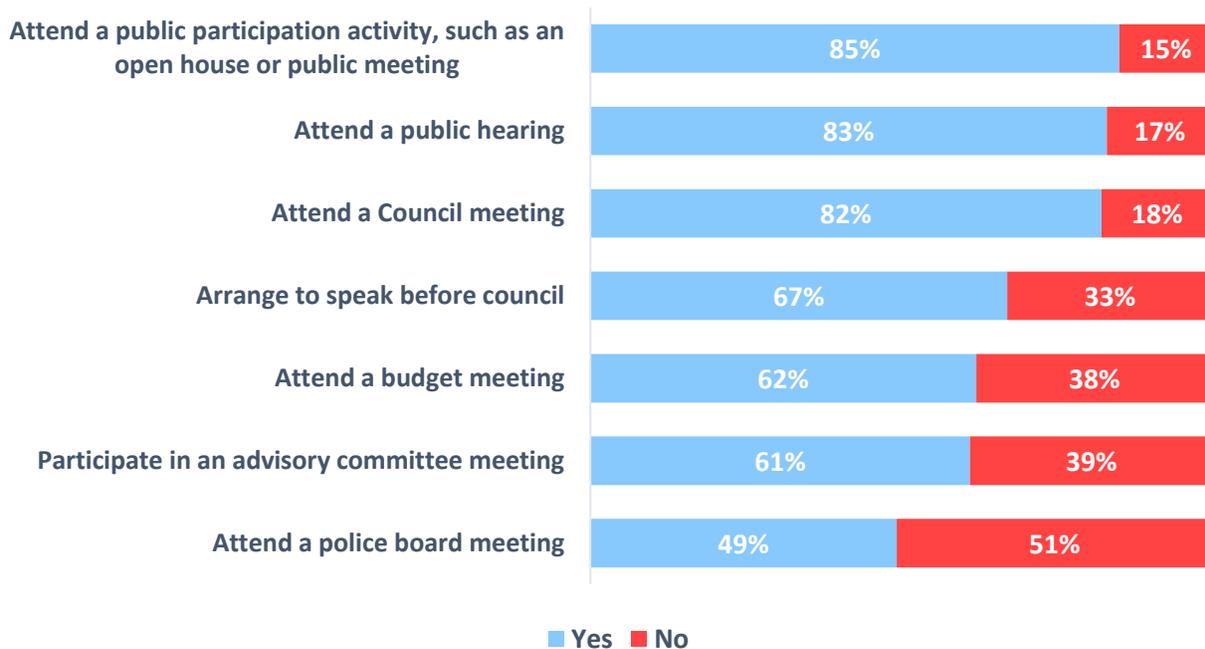


## Communication

### Communication and Public Engagement

Do Saanich business owners have information about how to get involved and engaged in municipal activities? A large majority of respondents say they feel they can find the information they need to attend a public participation activity (85%), a public hearing (83%) and a Council meeting (82%). Slightly less than half said they had the knowledge in finding how to attend a police board meeting (49%).

**Knowledge in Finding Information to Participate in various activities in Saanich (n=301)**

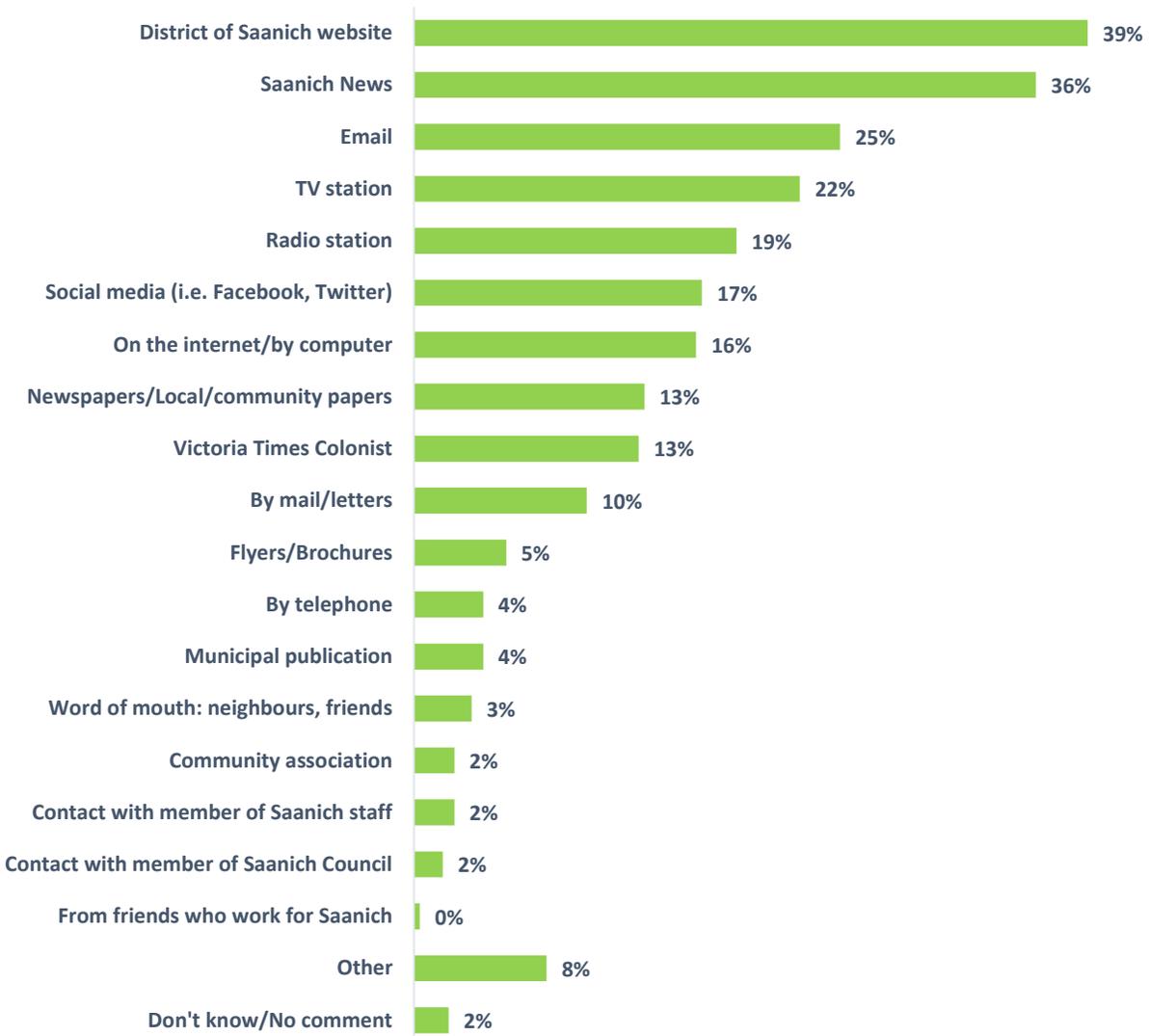


Q11. Do you feel you can find information about how to participate in the following activities?

### Preferred Methods of Communication

How do business owners of Saanich prefer to learn about local government issues? The most preferred platforms of communication from which businesses would like to learn about local issues include the District of Saanich website (39%) and the Saanich News (36%).

**Preferred Ways to Learn about Local Government Issues (n=301)**



**Q12. Please identify up to 3 of the ways you prefer to learn about local government issues?**



## Respondent Profile

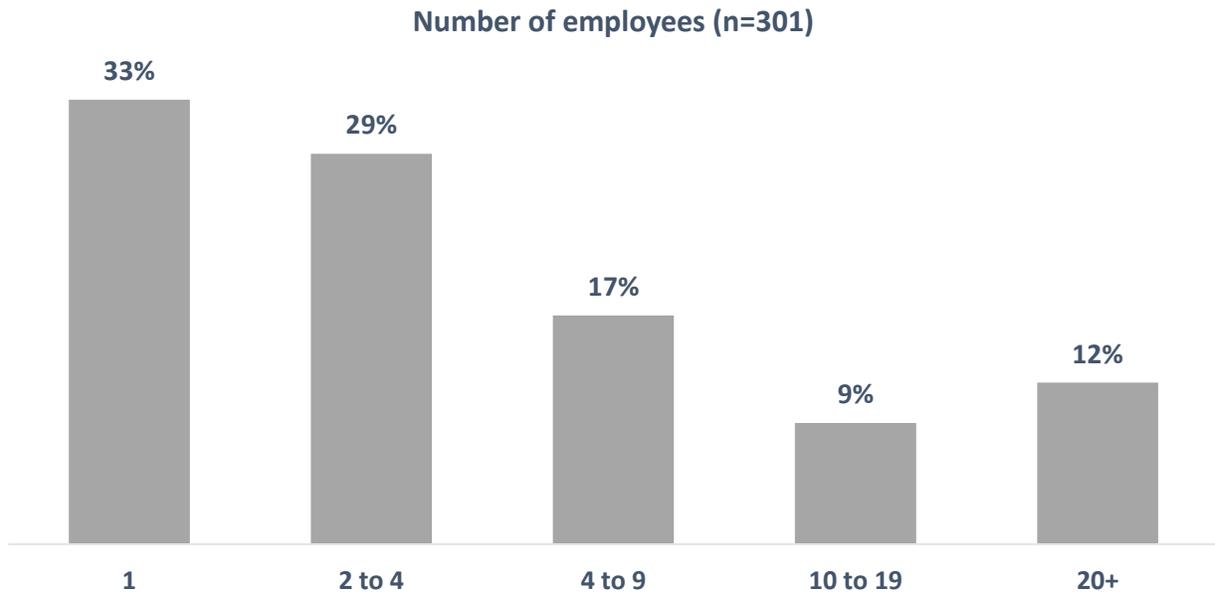
**Business owners who own vs lease their business space:**

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**Number of employees:**

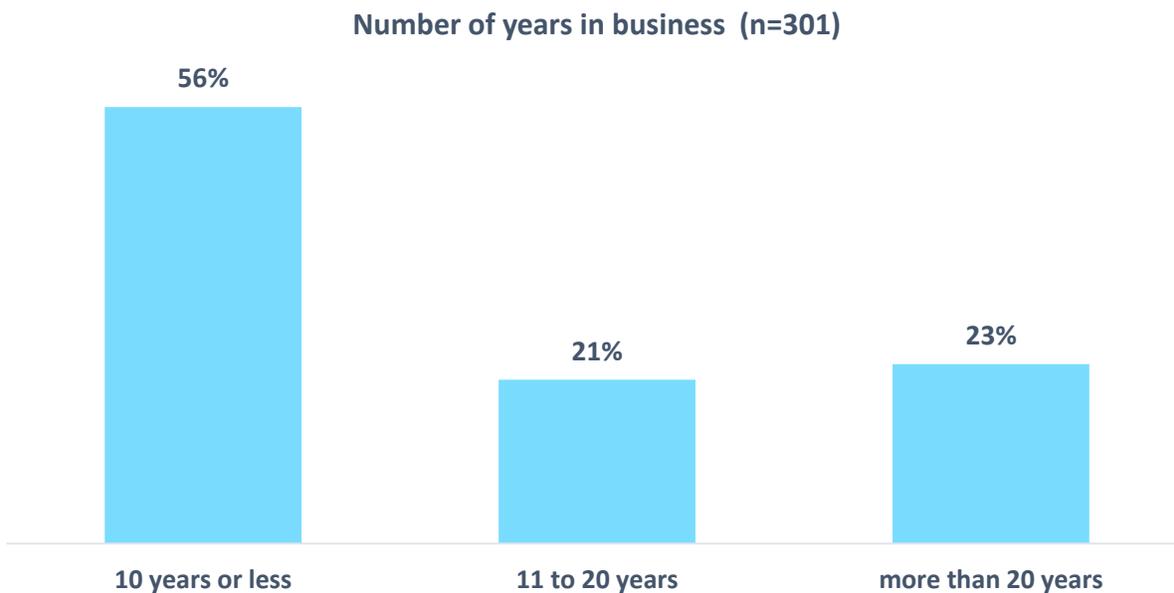
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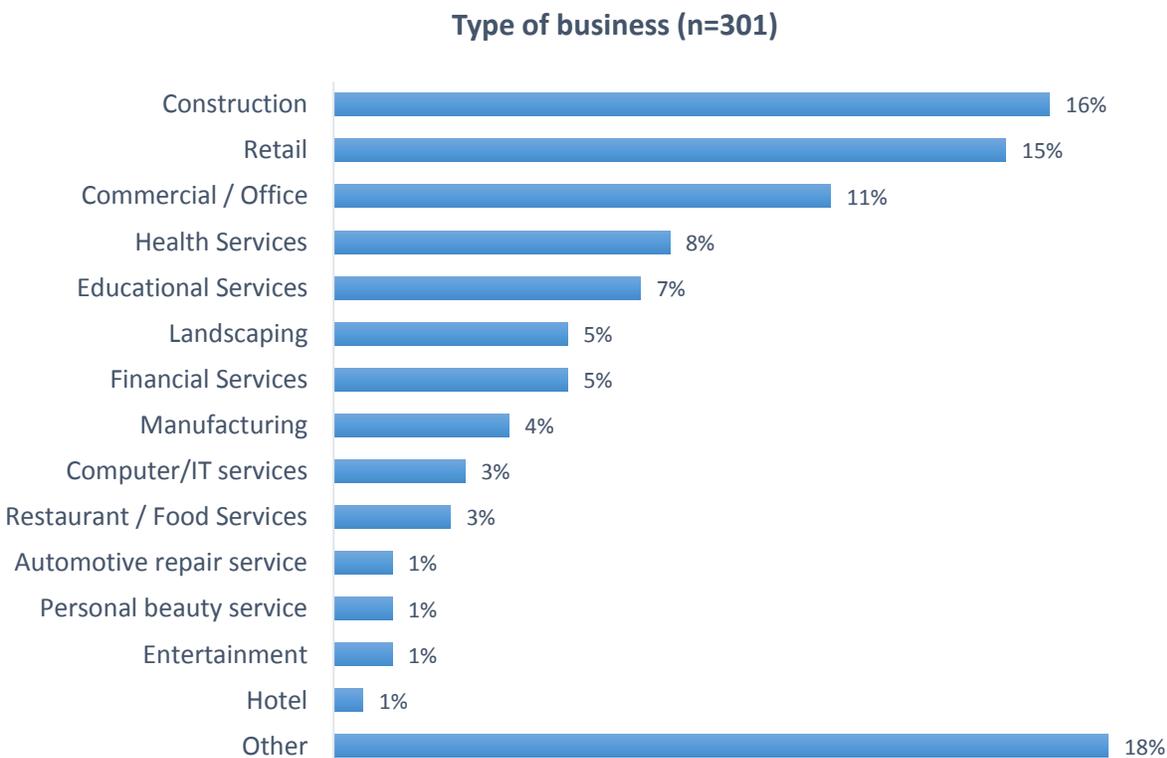
### Number of years in business

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### Type of business:

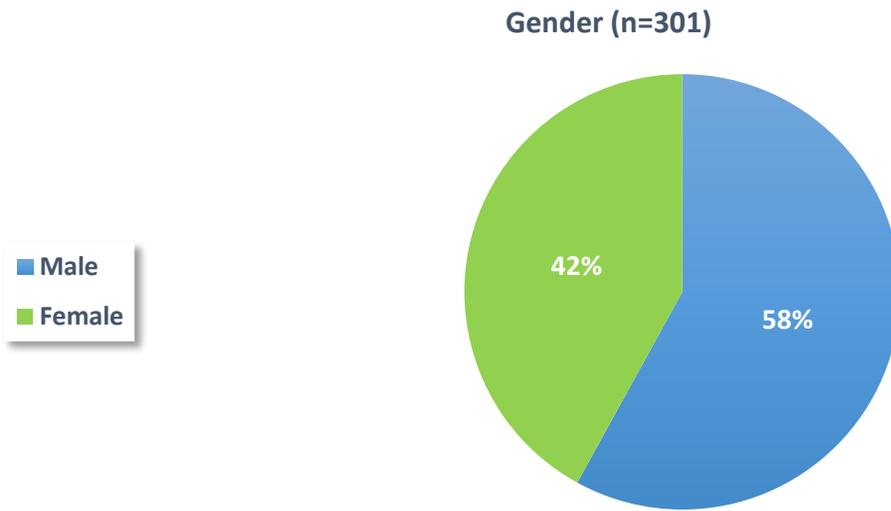
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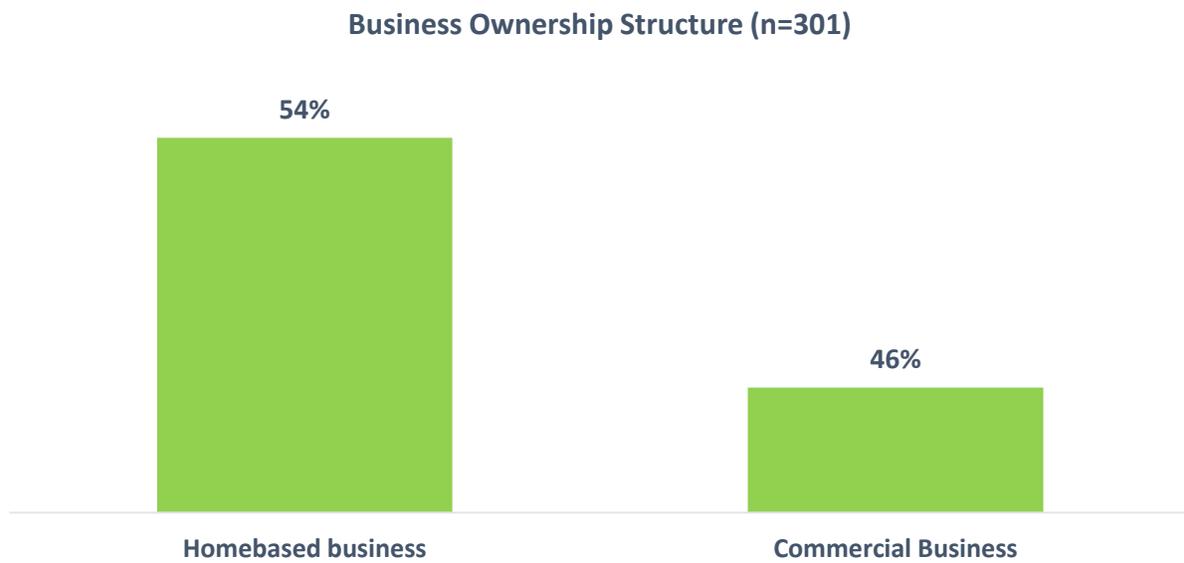
**Gender:**

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**Business Ownership.**

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## 2015 Business Survey

### Section One: Doing Business in Saanich

**Q1.A. How would you rate the overall quality of life in Saanich? Would you say... (read out scale)**

Very good	Good	Poor	Very poor	No opinion ( <b>Do not read out</b> )
4	3	2	1	9

**Q1.B. How would you rate Saanich as a place to operate a business?**

Very good	Good	Poor	Very poor	No opinion ( <b>Do not read out</b> )
4	3	2	1	9

**Q2. Do you feel that Saanich as a place to operate a business in the past three years has improved, worsened, or stayed the same?**

Improved	Stayed the same	Worsened	No opinion ( <b>Do not read out</b> )
3	2	1	9

**Q2A. If Q2 = 3: Why do you think it has improved?** (Record 1<sup>st</sup> response, record 2<sup>nd</sup> response, record 3<sup>rd</sup> response)

**Q2B. If Q2 = 1: Why do you think it has worsened?** (Record 1<sup>st</sup> response, record 2<sup>nd</sup> response, record 3<sup>rd</sup> response)

## 2015 Business Survey

### Saanich Services

**Q3. I'm going to read out a list of services provided by the District of Saanich. As a business owner in Saanich, please tell me how satisfied you are with each one. Read and Rotate. Repeat scale for the first few and then as necessary.**

	<i>Very satisfied</i>	<i>Somewhat satisfied</i>	<i>Not very satisfied</i>	<i>Not at all satisfied</i>	<i>No opinion (Do not read out)</i>
Fire services	4	3	2	1	9
Fire safety inspections for businesses	4	3	2	1	9
Emergency preparedness program	4	3	2	1	9
Hazardous materials response services	4	3	2	1	9
Police services	4	3	2	1	9
Crime prevention programs	4	3	2	1	9
Police presence and visibility	4	3	2	1	9
Website ( <a href="http://www.saanich.ca">www.saanich.ca</a> )	4	3	2	1	9
Ease of travel by bicycle	4	3	2	1	9
Ease of pedestrian travel	4	3	2	1	9

## 2015 Business Survey

### Paying for Services

**Q4.Saanich relies on the following sources to fund municipal services, infrastructure and other financial obligations: Property taxation (47%), user fees (30%), reserves or saving (15%), Government grants (5%), and borrowing (3%). Do you feel Saanich should rely on (*read and rotate*)... less, the same, or more. Repeat for ALL items.**

	<i>Less</i>	<i>Same</i>	<i>More</i>
Property taxation (47%)	1	2	3
User fees (30%)	1	2	3
Reserves or savings (15%)	1	2	3
Government grants (5%)	1	2	3
Borrowing (3%)	1	2	3

**Q5.If faced with the following realistic choices, what would you advise Council to do? (*Read out and select one response only*)**

Improve municipal services with higher taxes	1
Same level of municipal services with taxes unchanged	2
Reduced level of municipal services with lower taxes	3
No Opinion (Don't read out)	4

**Q6.Saanich spends a portion of its yearly budget on large projects, known as capital projects. On a scale of 1 to 10 where 1 is the lowest priority and 10 is a very high priority, please indicate how much of priority each project would be to you. (*Read and Rotate*)**

Item	Scale										DK
	1	2	3	4	5	6	7	8	9	10	
Arts and cultural facilities	1	2	3	4	5	6	7	8	9	10	99
Bicycle infrastructure (bike lanes, etc.)	1	2	3	4	5	6	7	8	9	10	99
Environment protection and enhancement	1	2	3	4	5	6	7	8	9	10	99
Municipal buildings	1	2	3	4	5	6	7	8	9	10	99
Parks and trails	1	2	3	4	5	6	7	8	9	10	99
Recreation facilities	1	2	3	4	5	6	7	8	9	10	99
Roads and traffic control	1	2	3	4	5	6	7	8	9	10	99
Sanitary sewer system	1	2	3	4	5	6	7	8	9	10	99
Sidewalks	1	2	3	4	5	6	7	8	9	10	99
Streetscape / beautification projects	1	2	3	4	5	6	7	8	9	10	99
Storm water drainage system	1	2	3	4	5	6	7	8	9	10	99
Water distribution system	1	2	3	4	5	6	7	8	9	10	99

## 2015 Business Survey

### Service Satisfaction

**Q7.** For each of the following statements I'd like you to tell me how much you agree or disagree with each. *(Read and Rotate and read out scale)*

	Strongly agree	Somewhat Agree	Somewhat disagree	Strongly disagree	No Opinion
I receive good value for the municipal taxes I pay	4	3	2	1	9
I am pleased with the overall direction that the District of Saanich is taking	4	3	2	1	9
In general, I believe the District of Saanich government is doing a good job	4	3	2	1	9

**Q8.** Have you had any personal contact (in-person, by phone, email or fax) with a municipal employee over the last 12 months?

Yes	1	Proceed to Q9
No	0	Skip to Q11

**Q9.** What type of service were you seeking most recently? Please describe. *(Record Response)*

**Q10.** What was your impression of the service provided by the Saanich employee in your most recent contact? *(Read and Rotate and read out scale)*

	Strongly agree	Somewhat Agree	Somewhat disagree	Strongly disagree	No Opinion
I was treated fairly	4	3	2	1	9
Staff were knowledgeable and competent	4	3	2	1	9
Staff went the extra mile to make sure I got what I needed	4	3	2	1	9
I waited a reasonable amount of time at the service location	4	3	2	1	9
I was informed of everything I had to do to get the service	4	3	2	1	9

## 2015 Business Survey

### Communication and Public Engagement

**Q11. Do you feel you can find information about how to participate in the following activities?**

	Yes	No
Attend a Council meeting	1	0
Arrange to speak before council	1	0
Participate in an advisory committee meeting	1	0
Attend a public hearing	1	0
Attend a budget meeting	1	0
Attend a public participation activity, such as an open house or public meeting	1	0

**Q12. Please identify up to 3 of the ways you prefer to learn about local government issues? (Do not read out, accept up to 3 methods)**

Contact with member of Saanich staff	1
Contact with member of Saanich Council	2
Community association	3
District of Saanich website	4
Municipal publication	5
Radio station	6
TV station	7
Word of mouth: neighbours, friends	8
From friends who work for Saanich	9
Saanich News	10
Victoria Times Colonist	11
Email	12
Social media (i.e. Facebook, Twitter)	13
Other: Please specify (Record response)	14

**Q13. I'm going to read out several statements and would like to know how much you agree or disagree with each. (Read and Rotate and Read out Scale after each)**

	Strongly agree	Somewhat Agree	Somewhat disagree	Strongly disagree	No Opinion
Saanich <u>welcomes</u> business involvement.	4	3	2	1	9
Saanich <u>listens</u> to businesses	4	3	2	1	9
Businesses have opportunities to provide input into decision making.	4	3	2	1	9
Saanich's decision making process is transparent.	4	3	2	1	9

## 2015 Business Survey

### Information about your Business

Our last questions are about you and your business. As a reminder, **your responses to this survey are anonymous** – we will not identify specific respondents.

**Q14. Do you own or lease your business space?**

Own	1
Lease	2

**Q15. Do you operate a home based business?**

Yes	1
No	0

**Q16. Please provide us with your six digit postal code. Please be assured that this information will remain completely confidential. This will only be used for classification purposes.**

Record Response	50
Prefer not to disclose (Do not read out)	99

**Q17. How many employees does your business have (please include yourself)?**

1	1
2 to 4	2
5 to 9	3
10 to 19	4
20 to 49	5
50 to 199	6
200 or more	7

**Q18. Record gender automatically.**

Male	1
Female	2

**Q19. How many years have you operated a business in Saanich?**

10 years or less	11 to 20 years	More than 20 years
1	2	3

## 2015 Business Survey

**Q20. Which of the following best describes your type of business?**

Retail	1
Commercial / Office	2
Entertainment	3
Hotel	4
Restaurant / Food Services	5
Financial Services	6
Manufacturing	7
Health Services	8
Educational Services	9
Other: Please Specify (Record response)	10

**Q21. Do you have any further questions / comments related to business in Saanich that were not covered in this survey for which you would like to share?**

Yes	Record Response
No	THANK and TERMINATE

**Thank you for your time. If you would like to see a report of the results of this survey, Saanich anticipates that it will be posted to its website at [www.saanich.ca](http://www.saanich.ca) in March 2015.**

## Tables

		Type of Business		
		Home-based Business	Commercial Business	Total
Q1A. Overall quality of life in Saanich	Very poor	0%	0%	0%
	Poor	2%	1%	2%
	Good	42%	57%	49%
	Very good	57%	41%	49%
	Bottom Two	2%	1%	2%
	Top Two	98%	99%	98%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q1B. Rating of Saanich as a place to operate a business	Very poor	2%	1%	2%
	Poor	4%	4%	4%
	Good	65%	68%	67%
	Very good	29%	26%	28%
	Bottom Two	6%	6%	6%
	Top Two	94%	94%	94%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q2. Has Saanich as a place to operate a business in the past three years...	Worsened	8%	6%	7%
	Stayed the same	84%	80%	82%
	Improved	8%	14%	10%
<i>Note: Anecdotal feedback for Q2A and Q2B can be found on page 47.</i>				

		Type of Business		
		Home-based Business	Commercial Business	Total
Q3. Satisfaction with: Fire Services	Not at all satisfied	0%	0%	0%
	Not very satisfied	1%	0%	0%
	Somewhat satisfied	22%	17%	20%
	Very satisfied	77%	83%	80%
	Bottom Two	1%	0%	0%
	Top Two	99%	100%	100%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q3. Satisfaction with: Fire safety inspections for businesses	Not at all satisfied	1%	0%	0%
	Not very satisfied	2%	2%	2%
	Somewhat satisfied	36%	19%	26%
	Very satisfied	62%	80%	72%
	Bottom Two	3%	2%	2%
	Top Two	97%	98%	98%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q3. Satisfaction with: Emergency preparedness program	Not at all satisfied	1%	1%	1%
	Not very satisfied	8%	7%	7%
	Somewhat satisfied	52%	55%	53%
	Very satisfied	40%	37%	39%
	Bottom Two	8%	8%	8%
	Top Two	92%	92%	92%



		Type of Business		
		Home-based Business	Commercial Business	Total
<b>Q3. Satisfaction with: Hazardous materials response services</b>	Not at all satisfied	2%	3%	2%
	Not very satisfied	5%	2%	3%
	Somewhat satisfied	39%	52%	45%
	Very satisfied	55%	44%	49%
	Bottom Two	6%	5%	6%
	Top Two	94%	95%	94%

		Type of Business		
		Home-based Business	Commercial Business	Total
<b>Q3. Satisfaction with: Police services</b>	Not at all satisfied	1%	1%	1%
	Not very satisfied	5%	0%	2%
	Somewhat satisfied	31%	33%	32%
	Very satisfied	63%	66%	65%
	Bottom Two	6%	1%	4%
	Top Two	94%	99%	96%

		Type of Business		
		Home-based Business	Commercial Business	Total
<b>Q3. Satisfaction with: Crime prevention programs</b>	Not at all satisfied	1%	3%	2%
	Not very satisfied	6%	4%	5%
	Somewhat satisfied	49%	49%	49%
	Very satisfied	44%	44%	44%
	Bottom Two	7%	7%	7%
	Top Two	93%	93%	93%



		Type of Business		
		Home-based Business	Commercial Business	Total
Q3. Satisfaction with: Police presence and visibility	Not at all satisfied	1%	1%	1%
	Not very satisfied	4%	1%	3%
	Somewhat satisfied	40%	35%	38%
	Very satisfied	55%	62%	58%
	Bottom Two	4%	3%	4%
	Top Two	96%	97%	96%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q3. Satisfaction with: Website (www.saanich.ca)	Not at all satisfied	1%	2%	2%
	Not very satisfied	9%	5%	7%
	Somewhat satisfied	39%	50%	44%
	Very satisfied	51%	43%	47%
	Bottom Two	10%	7%	9%
	Top Two	90%	93%	91%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q3. Satisfaction with: Ease of travel by bicycle	Not at all satisfied	12%	5%	9%
	Not very satisfied	16%	12%	14%
	Somewhat satisfied	45%	45%	45%
	Very satisfied	27%	38%	32%
	Bottom Two	28%	17%	23%
	Top Two	72%	83%	77%



		Type of Business		
		Home-based Business	Commercial Business	Total
Q3. Satisfaction with: Ease of pedestrian travel	Not at all satisfied	9%	3%	6%
	Not very satisfied	12%	13%	13%
	Somewhat satisfied	44%	46%	45%
	Very satisfied	35%	38%	36%
	Bottom Two	21%	16%	19%
	Top Two	79%	84%	81%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q4. Rely on funding sources: Property taxation (47%)	Less	39%	43%	41%
	Same	58%	53%	55%
	More	4%	4%	4%
Q4. Rely on funding sources: User fees (30%)	Less	27%	26%	27%
	Same	58%	58%	58%
	More	16%	16%	16%
Q4. Rely on funding sources: Reserves or savings (15%)	Less	24%	16%	20%
	Same	66%	70%	68%
	More	10%	13%	12%
Q4. Rely on funding sources: Government grants (5%)	Less	8%	11%	9%
	Same	47%	54%	50%
	More	45%	35%	41%
Q4. Rely on funding sources: Borrowing (3%)	Less	27%	26%	27%
	Same	63%	65%	64%
	More	11%	9%	10%



		Type of Business		
		Home-based Business	Commercial Business	Total
Q5. If faced with the following realistic choices, what would you advise Council to do?	Improve municipal services with higher taxes	8%	6%	7%
	Same level of municipal services with taxes unchanged	69%	72%	71%
	Reduced level of municipal services with lower taxes	22%	19%	21%
	No Opinion	1%	3%	2%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q6. Priority for the project type: Arts and cultural facilities	1 - lowest priority	7%	4%	5%
	2	8%	6%	7%
	3	6%	9%	7%
	4	8%	10%	9%
	5	26%	26%	26%
	6	16%	16%	16%
	7	14%	16%	15%
	8	9%	7%	8%
	9	3%	1%	2%
	10 - very high priority	4%	6%	5%
	Low Priority	55%	54%	54%
	Moderate	30%	33%	31%
	High Priority	15%	14%	14%



		Type of Business		
		Home-based Business	Commercial Business	Total
Q6. Priority for the project type: Bicycle infrastructure (bike lanes, etc.)	1 - lowest priority	3%	6%	5%
	2	3%	3%	3%
	3	7%	6%	7%
	4	4%	6%	5%
	5	17%	19%	18%
	6	14%	7%	11%
	7	15%	16%	16%
	8	18%	21%	19%
	9	8%	6%	7%
	10 - very high priority	12%	9%	10%
	Low Priority	34%	40%	37%
	Moderate	29%	24%	26%
	High Priority	37%	36%	37%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q6. Priority for the project type: Environment protection and enhancement	1 - lowest priority	3%	1%	2%
	2	1%	2%	2%
	3	5%	2%	4%
	4	6%	2%	4%
	5	16%	17%	16%
	6	10%	6%	8%
	7	14%	19%	16%
	8	21%	24%	23%
	9	6%	11%	8%
	10 - very high priority	18%	15%	17%
	Low Priority	31%	24%	28%
	Moderate	24%	25%	24%
	High Priority	45%	50%	48%



		Type of Business		
		Home-based Business	Commercial Business	Total
Q6. Priority for the project type: Municipal buildings	1 - lowest priority	8%	6%	7%
	2	10%	6%	8%
	3	7%	13%	10%
	4	17%	9%	13%
	5	25%	28%	26%
	6	17%	17%	17%
	7	9%	9%	9%
	8	5%	9%	7%
	9	1%	1%	1%
	10 - very high priority	1%	2%	1%
	Low Priority	67%	62%	65%
	Moderate	26%	26%	26%
	High Priority	7%	12%	9%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q6. Priority for the project type: Parks and trails	1 - lowest priority	1%	2%	1%
	2	3%	3%	3%
	3	3%	3%	3%
	4	8%	2%	5%
	5	14%	22%	18%
	6	13%	8%	10%
	7	24%	24%	24%
	8	17%	23%	20%
	9	6%	8%	7%
	10 - very high priority	12%	5%	9%
	Low Priority	28%	32%	30%
	Moderate	37%	32%	35%
	High Priority	35%	36%	35%



		Type of Business		
		Home-based Business	Commercial Business	Total
Q6. Priority for the project type: Recreation facilities	1 - lowest priority	3%	2%	3%
	2	1%	1%	1%
	3	8%	2%	5%
	4	6%	4%	5%
	5	15%	22%	18%
	6	13%	16%	14%
	7	19%	20%	19%
	8	19%	17%	18%
	9	8%	6%	7%
	10 - very high priority	9%	10%	9%
	Low Priority	33%	31%	32%
	Moderate	31%	36%	34%
	High Priority	35%	33%	34%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q6. Priority for the project type: Roads and traffic control	1 - lowest priority	1%	1%	1%
	2	1%	0%	1%
	3	4%	1%	3%
	4	4%	1%	3%
	5	11%	13%	12%
	6	11%	13%	12%
	7	24%	19%	22%
	8	18%	26%	22%
	9	8%	7%	7%
	10 - very high priority	17%	19%	18%
	Low Priority	22%	16%	19%
	Moderate	36%	31%	34%
	High Priority	43%	52%	47%



		Type of Business		
		Home-based Business	Commercial Business	Total
Q6. Priority for the project type: Sanitary sewer system	1 - lowest priority	2%	1%	2%
	2	0%	1%	0%
	3	3%	3%	3%
	4	3%	4%	3%
	5	14%	15%	14%
	6	8%	7%	7%
	7	18%	18%	18%
	8	23%	19%	21%
	9	10%	10%	10%
	10 - very high priority	20%	22%	21%
	Low Priority	21%	24%	22%
	Moderate	26%	25%	26%
	High Priority	53%	51%	52%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q6. Priority for the project type: Sidewalks	1 - lowest priority	3%	2%	3%
	2	0%	3%	1%
	3	6%	4%	5%
	4	5%	2%	4%
	5	21%	18%	20%
	6	18%	11%	15%
	7	14%	21%	17%
	8	14%	21%	18%
	9	5%	6%	5%
	10 - very high priority	14%	13%	13%
	Low Priority	35%	29%	32%
	Moderate	32%	31%	32%
	High Priority	33%	40%	36%



		Type of Business		
		Home-based Business	Commercial Business	Total
Q6. Priority for the project type: Streetscape / beautification projects	1 - lowest priority	11%	6%	9%
	2	5%	5%	5%
	3	11%	8%	9%
	4	12%	7%	10%
	5	21%	25%	23%
	6	16%	19%	18%
	7	13%	18%	15%
	8	4%	6%	5%
	9	4%	3%	3%
	10 - very high priority	3%	2%	2%
	Low Priority	59%	51%	56%
	Moderate	30%	37%	33%
	High Priority	11%	11%	11%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q6. Priority for the project type: Storm water drainage system	1 - lowest priority	1%	0%	1%
	2	1%	1%	1%
	3	3%	4%	3%
	4	3%	6%	4%
	5	18%	12%	15%
	6	13%	11%	12%
	7	18%	28%	23%
	8	24%	17%	21%
	9	6%	7%	7%
	10 - very high priority	13%	13%	13%
	Low Priority	25%	23%	24%
	Moderate	32%	39%	35%
	High Priority	43%	38%	40%



		Type of Business		
		Home-based Business	Commercial Business	Total
Q6. Priority for the project type: Water distribution system	1 - lowest priority	1%	2%	2%
	2	1%	1%	1%
	3	2%	1%	1%
	4	3%	1%	2%
	5	18%	15%	16%
	6	10%	8%	9%
	7	16%	31%	23%
	8	25%	20%	23%
	9	9%	4%	7%
	10 - very high priority	16%	16%	16%
	Low Priority	24%	20%	22%
Moderate	26%	39%	32%	
High Priority	49%	41%	45%	

		Type of Business		
		Home-based Business	Commercial Business	Total
Q7. I receive good value for the municipal taxes I pay	Strongly disagree	4%	7%	6%
	Somewhat disagree	13%	9%	12%
	Somewhat agree	62%	68%	65%
	Strongly agree	20%	16%	18%
	Bottom Two	18%	17%	17%
	Top Two	82%	83%	83%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q7. I am pleased with the overall direction that the District of Saanich is taking	Strongly disagree	6%	8%	7%
	Somewhat disagree	15%	10%	13%
	Somewhat agree	61%	65%	63%
	Strongly agree	18%	18%	18%
	Bottom Two	21%	18%	20%
	Top Two	79%	82%	80%



		Type of Business		
		Home-based Business	Commercial Business	Total
Q7. In general, I believe the District of Saanich government is doing a good job	Strongly disagree	6%	8%	7%
	Somewhat disagree	10%	9%	10%
	Somewhat agree	61%	65%	63%
	Strongly agree	23%	18%	20%
	Bottom Two	16%	18%	17%
	Top Two	84%	82%	83%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q8. Have you had any personal contact (in-person, by phone, email or fax) with a municipal employee over the last 12 months?	Yes	65%	51%	58%
	No	35%	49%	42%

*Note: Please see chart on page 13 for results to Q9*

		Type of Business		
		Home-based Business	Commercial Business	Total
Q10. I was treated fairly	Strongly disagree	6%	6%	6%
	Somewhat disagree	4%	4%	4%
	Somewhat agree	21%	19%	20%
	Strongly agree	69%	71%	70%
	Bottom Two	10%	10%	10%
	Top Two	90%	90%	90%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q10. Staff were knowledgeable and competent	Strongly disagree	5%	1%	3%
	Somewhat disagree	5%	8%	6%
	Somewhat agree	28%	26%	28%
	Strongly agree	62%	64%	63%
	Bottom Two	10%	10%	10%
	Top Two	90%	90%	90%



		Type of Business		
		Home-based Business	Commercial Business	Total
Q10. Staff went the extra mile to make sure I got what I needed	Strongly disagree	12%	10%	12%
	Somewhat disagree	9%	12%	10%
	Somewhat agree	33%	34%	33%
	Strongly agree	45%	44%	45%
	Bottom Two	22%	22%	22%
	Top Two	78%	78%	78%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q10. I waited a reasonable amount of time at the service location	Strongly disagree	9%	5%	7%
	Somewhat disagree	2%	8%	4%
	Somewhat agree	26%	27%	26%
	Strongly agree	64%	60%	62%
	Bottom Two	11%	13%	11%
	Top Two	89%	87%	89%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q10. I was informed of everything I had to do to get the service	Strongly disagree	4%	6%	5%
	Somewhat disagree	9%	10%	9%
	Somewhat agree	22%	18%	20%
	Strongly agree	66%	66%	66%
	Bottom Two	13%	15%	14%
	Top Two	87%	85%	86%



		Type of Business		
		Home-based Business	Commercial Business	Total
Q11. Can find information to: Attend a Council meeting	Yes	79%	84%	81%
	No	21%	16%	19%
Q11. Can find information to: Arrange to speak before council	Yes	66%	68%	67%
	No	34%	32%	33%
Q11. Can find information to: Participate in an advisory committee meeting	Yes	58%	65%	61%
	No	43%	35%	39%
Q11. Can find information to: Attend a public hearing	Yes	81%	84%	83%
	No	19%	16%	17%
Q11. Can find information to: Attend a budget meeting	Yes	60%	65%	62%
	No	40%	35%	38%
Q11. Can find information to: Attend a public participation activity, such as an open house or public meeting	Yes	83%	87%	85%
	No	17%	13%	15%

*Note: Please see chart on page 20 for results to Q12*

		Type of Business		
		Home-based Business	Commercial Business	Total
Q13. Saanich welcomes business involvement.	Strongly disagree	8%	7%	8%
	Somewhat disagree	13%	18%	16%
	Somewhat agree	53%	51%	52%
	Strongly agree	27%	23%	25%
	Bottom Two	21%	26%	23%
	Top Two	79%	74%	77%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q13. Saanich listens to businesses	Strongly disagree	8%	5%	7%
	Somewhat disagree	15%	24%	19%
	Somewhat agree	63%	59%	61%
	Strongly agree	13%	12%	13%
	Bottom Two	23%	29%	26%
	Top Two	77%	71%	74%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q13. Saanich's decision making process is transparent.	Strongly disagree	19%	13%	16%
	Somewhat disagree	28%	31%	29%
	Somewhat agree	45%	47%	46%
	Strongly agree	8%	9%	8%
	Bottom Two	47%	44%	45%
	Top Two	53%	56%	55%

		Type of Business		
		Home-based Business	Commercial Business	Total
Q13. Businesses have opportunities to provide input into decision making.	Strongly disagree	11%	10%	10%
	Somewhat disagree	22%	28%	25%
	Somewhat agree	53%	52%	53%
	Strongly agree	14%	10%	12%
	Bottom Two	33%	38%	36%
	Top Two	67%	62%	64%

*Note: Please see charts on pages 21 to 23 for results to Q14 through to Q20.  
Please see page 50 for anecdotal feedback from Q21 (Further questions / comments)*



## Anecdotal Feedback

Q2A: Why do you think it has improved as a place to operate a business?

<b>Q2A. Why do you think it has improved (First Response)</b>
A LOT OF HELP AT FRONT DESK / STAFF IS GOOD
ADDITIONS TO THE UPTOWN SHOPPING MALLS
ALL THE NEW CONSTRUCTION AND OTHER STUFF
BEAUTIFICATION AND ROAD PROJECTS AND ACCESSIBILITY HAVE MADE SAANICH MORE APPEALING
BETTER SIDEWALKS, TRAILS, PLACES WHERE YOU CAN WALK EASILY WITH KIDS AND STROLLERS
COMMUNITY VITALITY
ECONOMY HAS PICKED UP
EVERY DAY THERE IS A NEW LAW THAT PROTECTS THE EMPLOYEES / NEW ROADS / THE WEATHER IS GOOD WHICH PROMOTES THE CREATION OF BUSINESSES
I DON'T KNOW, I JUST FEEL THAT WAY
I HAVE MORE CUSTOMERS AND I'M MAKING MORE MONEY
I SEE MORE ADVERTISING AND UPDATING OF LOCAL SHOPPING CENTRES
I WAS ABLE TO DO A LOT OF PERSON-TO-PERSON AND LESS PAPER WORK
IN MY CASE ANY BUSINESS NEEDS CLIENTS- OUR CLIENT BASE IS INCREASING ON A WEEKLY BASIS
IN MY FIELD, THE MARKET HAS IMPROVED OVERALL
JUST BECAUSE OF THE OPPORTUNITIES- I FEEL THAT THERE ARE MORE OPPORTUNITIES NOW
JUST FOR THE FACT THAT WE GOT THE UPTOWN CENTRE NOW / MORE IMPROVED BUILDINGS / JUST LOOKS BETTER
LOCATION-WISE
MORE ADVANCED TO MAKE QUALITY BUSINESSES IN THE OVERALL MUNICIPALITY
MORE BUSINESSES AND MORE DEVELOPMENT
PEOPLE HAVE MORE MONEY TO SPEND
THE THINGS THAT MAKE SAANICH GREAT IS IT'S DIVERSITY OF POPULATION THAT ALLOWS A DIVERSE RANGE OF BUSINESSES TO SUCCEED
INTERNAL PROCESSESS HAVE STREAMLINED; YOU CAN GET BUILDING PERMITS QUICKER
THINGS LIKE MALLS HAVE INCREASED (EX. UPTOWN MALL)
I WAS IN BUSINESS SOMEWHERE ELSE AND IN SAANICH THE QUALITY OF THE BUILDINGS, CUSTOMERS AND OTHER STORES AND ROADS (COMPARED TO ESQUIMALT) ARE BETTER- YOU FEEL IT IS CLEANER AND MUCH BETTER OVERALL
WE ARE LOCATED UPTOWN IN A BRAND NEW MALL. THEY BUILT A BIGGER MALL, SO IT BRINGS MORE TRAFFIC
WE HAVE PROPERTIES SUBDIVIDED
WELL, I DIDNT HAVE ANY PROBLEMS. EASY TO APPLY



<b>Q2A. Why do you think it has improved (Second Response)</b>
THE ADDITION OF THE DOLLAR STORE- THAT HAS HELPED OUR SERVICE
BUSINESS AND RESIDENTIAL LIFE GO HAND IN HAND- IF YOU CAN DO BUSINESS IN YOUR OWN MUNICIPALITY, IT'S A GOOD THING
HARD TO PUT A FINGER ON IT, BUT I FEEL THAT RESPONSE TIMES FOR EVERYTHING ARE QUICKER
MORE OTHER BUSINESS IN THE AREA THAT WE CAN SERVICE
PARKS ARE BETTER
THE AGE RANGE AND THE INCOME RANGE ARE IMPORTANT AS WELL- IT IS THE DIVERSITY OF EVERYTHING THAT HELPS BUSINESSES SUCCEED
THE NEIGHBOURHOOD I FEEL HAS MORE EDUCATED PEOPLE. SO I FEEL HAPPIER HERE IN SAANICH THAN I WAS SOMEWHERE ELSE
UPDATED SHOPPING CENTRES

<b>Q2A. Why do you think it has improved (Third Response)</b>
INCREASE IN RESIDENTIAL AREAS OR CAPACITY
SEE MORE POLICE AT NIGHT / MORE CONTROLLING OF THE AREA / DOING A VERY GOOD JOB AND DOING THEIR BEST
THE CORPORATION SEEMS TO BE FAIR
THE EXISTING BUSINESSES ARE INTEGRAL AS WELL. IT IS HARD TO THINK OF A BUSINESS THAT I DO NOT LIKE IN SAANICH
UP UNTIL THE NOVEMBER ELECTION, THE LEADERSHIP WAS VERY ACCESSIBLE AND INTERACTIVE WITH RESIDENTS AND BUSINESSES



**Q2B: Why do you think it has worsened as a place to operate a business?**

<b>Q2B. Why do you think it has worsened? (First Response)</b>
ATTITUDES OF THE SERVICE DEPARMENT
APPROVAL HAVE BECOME MORE CUMBERSOME
AS A SMALL BUSINESS IT IS HARDER TO COMPETE WITH THE RESTRICTIONS
BECAUSE I AM NO LONGER ALLOWED TO OPERATE MY BUSINESS FROM MY HOME ITS A MAJOR PROBLEM- I MAY LEAVE SAANICH BECAUSE OF IT
BECAUSE OF THE MAYOR'S OFFICE. PEOPLE WILL THINK SAANICH IS A JOKE
COST
CRIME
DECREASED ECONOMY
THE GOVERNMENT DOES NOT GIVE TAXES TO SMALL BUSNISS
HIGHER VACANCIES
I ACTUALLY DON'T THINK THAT THE FORMER COUNCIL HAS ANY UNDERSTANDING OF HOW TO RUN A BUSINESS AND THEY ARE STILL THERE- EVEN THE ONES THAT THINK THEY ARE BUSINESS ORIENTED
I'M A RESIDENTIAL BUILDING CONTRACTOR, AND THERE IS WAY TOO MUCH INTERVENTION NOW
IT HAS BECOME A LOT MORE BUREAUCRATIC
KEEPS ON ADDING MORE STUFF / STOP CONSTRUCTION / TOO MANY RESTRICTIONS
MAINLY CONSTRUCTION BEING DONE IN THE CORNER OF COOK STREET IN BETWEEN QUADRA AND MAPLEWOOD
PROPERTY REASONS
THE AMOUNT OF COMPETITION IN A SMALL AREA HAS INCREASED / TOO MANY OF THE SAME BUSINESSES WITHIN TOO SMALL A RADIUS
THE ECONOMY
THE MUNICIPALITY IS EXTREMELY INEFFICIENT AND THE BUREAUCRACY IS A NIGHTMARE- THE DEPARTMENTS DON'T COMMUNICATE WITH EACH OTHER AND RESPONSE TIMES ARE SOME OF THE WORST IN THE REGION

<b>Q2B. Why do you think it has worsened? (Second Response)</b>
BY THE BOOK
I HATE THE TREE BYLAW- I ACTUALLY HATE IT
I HAVE A SMALL LANDSCAPE COMPANY AND I WAS TOLD BY BYLAW ENFORCEMENT THAT I AM NOT ALLOWED TO STORE A RAKE OR SHOVEL AT MY HOUSE
JUST BECAUSE THEY ARE GETTING MORE AND MORE RIGID WITH EXISTING ROLES
LACK OF DIVERSITY- TOO MANY OF THE SAME BUSINESSES SELLING THE SAME PRODUCTS
LOOPHOLES / DE-REGULATION
PLANNING DEPARTMENT IS LESS APPROACHABLE



PROPERTY TAXES ARE NOT EVEN OR FAIR
REGULATORY BARRIERS
SAANICH SERVICES ITSELF RATHER THEN THE TAX PAYERS
THE REASON IS I HAVE TO TAKE DETOUR
VANDALISM

**Q2B. Why do you think it has worsened? (Third Response)**

I PAY WAY TOO MUCH TAX FOR THE SERVICE I GET
SOME PEOPLE DO NOT ENGAGE WHEN YOU DEAL WITH THEM IN BUSINESS
THE DISPOSABLE INCOME FOR NEW RESIDENTS IN THE AREA HAS DECREASED- THAT RELATES TO HOUSING COST BASICALLY
THEY ARE NOT OFFERING INSIGHT INTO WHAT DIRECTION THEY WOULD LIKE PRODUCT TO GO, THEY ARE VAGUE
THEY CHANGE THE CODES WITHOUT TELLING CONTRACTERS

**Q21: Do you have any further questions / comments related to business in Saanich that were not covered in this survey for which you would like to share?**

<b>Respondent Feedback</b>	<b>Percent</b>
NEW MAYOR REFLECTS BADLY ON SAANICH / SHOULD BE OUSTED / RECALLED	6%
COMPLETE / CONSTRUCT THE MACKENZIE OVERPASS	2%
BUILD MORE SIDEWALKS / PEDESTRIAN AREAS	1%
SAANICH COUNCIL / MUNICIPALITY SHOULD WORK MORE CLOSELY WITH BUSINESSES	1%
MUNICIPALITY NEEDS TO SPEND MORE EFFICIENTLY/REDUCE THEIR COSTS	1%
PUT BIKE LANES ON SIDEWALK / NOT IN THE MIDDLE OF ROAD	1%
NEED FASTER/MORE STREAMLINED PROCESS FOR BUILDING PERMITS	1%
ELIMINATE / REDUCE LICENSING FEES	1%
INTERESTED IN NEW RECYCLING PROGRAM*	1%
EASE RESTRICTIONS ON HOME-BASED BUSINESS*	1%
HAPPY WITH MUNICIPALITY OF SAANICH*	1%
OTHER	5%
NOTHING	82%