



# Citizen Survey Results ~ 2012

March 08, 2012

# Citizen Survey Process

- January, 2012
- Random sample (2,100 households)
- Response (607 or 29%)
- Margin of error (+/- 4% at the 95% confidence interval)
- Independently reviewed
- Full report available on [saanich.ca](http://saanich.ca)  
March, 2012

# Quality of Life

<b>% Good or Very Good</b>	<b>2003</b>	<b>2006</b>	<b>2009</b>	<b>2012</b>
Quality of life in Saanich?	87%	93%	95%	92%
Saanich as a place to raise children?	87%	93%	94%	89%
Saanich as a place to retire?	80%	86%	86%	85%
Saanich as a place to work?	70%	78%	80%	72%

# Importance of Services – Top Five

<b>% Good or Very Good</b>	<b>2003</b>	<b>2006</b>	<b>2009</b>	<b>2012</b>
1. Quality of drinking water	97%	97%	99%	99%
2. Garbage collection	91%	97%	96%	97%
3. Residential recycling	94%	96%	95%	97%
4. Parks and Trails	88%	91%	91%	96%
5. Fire fighting services	96%	96%	96%	94%

# Quality of Services – Top Five

<b>% Good or Very Good</b>	<b>2003</b>	<b>2006</b>	<b>2009</b>	<b>2012</b>
1. Parks and Trails	85%	88%	86%	91%
2. Garbage collection	79%	88%	88%	90%
3. Libraries	83%	86%	86%	90%
4. Quality of drinking water	78%	77%	86%	88%
5. Fitness, health and wellness programs	81%	84%	82%	88%

# Service Importance vs Quality – Top Five

<b>High Importance / Low Quality</b>	<b>2003</b>	<b>2006</b>	<b>2009</b>	<b>2012</b>
1. Street repair	-32%	-44%	-54%	-48%
2. Land use planning	-43%	-39%	-47%	-41%
3. Sidewalks	-31%	-40%	-53%	-39%
4. Emergency Preparedness program	-29%	-40%	-34%	-34%
5. Ease of travel by bicycle	-34%	-28%	-35%	-33%

# Service Quality vs Importance – Top Five

## High Quality / Low Importance

	2003	2006	2009	2012
1. Municipal Golf Course	28%	29%	22%	32%
2. Playgrounds	2%	1%	3%	17%
3. Skating Arena	7%	11%	11%	15%
4. Online payment services	N/A	13%	6%	14%
5. Sports Courts (tennis, lacrosse)	N/A	8%	11%	13%

# Citizen Preferences

## Future Revenue Sourcing

### Trends 2003 to 2009

- |                       |               |
|-----------------------|---------------|
| ● Property taxation   | Rely the same |
| ● User fees           | Rely the same |
| ● Reserves or savings | Rely the same |
| ● Government grants   | Rely more     |
| ● Borrowing           | Rely the same |



# Citizen Preferences

## Future Tax Options

	<b>2003</b>	<b>2006</b>	<b>2009</b>	<b>2012</b>
Higher taxes with improved level of Municipal services	18%	8%	20%	22%
Same taxes with same or reduced level of Municipal services	62%	58%	63%	62%
Lower taxes with reduced level of Municipal services	11%	24%	10%	9%
No opinion	8%	10%	7%	7%

# Citizen Preferences

## Capital Project Funding

<b>\$100 to Spend</b>	<b>2003</b>	<b>2006</b>	<b>2009</b>	<b>2012</b>
Roads and traffic control	\$14.34	\$13.02	\$14.53	\$13.57
Parks and trails	\$10.60	\$11.15	\$10.38	\$12.68
Recreation facilities	\$ 9.17	\$ 9.69	\$ 8.92	\$ 9.97
Environmental protection and enhancement	\$10.88	\$10.38	\$10.14	\$ 9.15
Sanitary sewer system*	\$12.64	\$10.53	\$12.51	\$ 9.06
Sidewalks and pedestrian infrastructure	\$ 9.91	\$ 9.54	\$10.21	\$ 8.81
Bicycle infrastructure	\$ 9.35	\$ 8.24	\$ 8.39	\$ 8.27
Water distribution system	\$13.74	\$10.81	\$10.62	\$ 7.51
Storm drainage system*	\$12.64	\$10.53	\$12.51	\$ 7.44
Streetscape and beautification projects	N/A	\$ 6.15	\$ 5.08	\$ 4.46
Municipal buildings	\$4.32	\$ 3.51	\$ 3.53	\$ 3.99
Arts and cultural facilities	\$5.23	\$ 4.77	\$ 4.11	\$ 2.55
<b>Total</b>	<b>\$100</b>	<b>\$100</b>	<b>\$100</b>	<b>\$100</b>

\*Sewer and storm drainage systems combined in 2003, 2006 and 2009

# Citizen Perception of Governance

## Quality of Saanich Governance

<b>% Agree or Strongly Agree</b>	<b>2003</b>	<b>2006</b>	<b>2009</b>	<b>2012</b>
I receive good value for the municipal taxes I pay	47%	57%	61%	63%
Saanich government welcomes citizen involvement	40%	55%	41%	54%
Saanich government listens to citizens	29%	41%	34%	40%
I am pleased with overall direction Saanich is taking	49%	61%	56%	61%
I believe Saanich government is doing a good job	57%	70%	67%	69%

