



# **CITIZEN SURVEY REPORT (2019)**

## **APPENDIX 1:**

### **SELF-SELECTED/TELEPHONE**



An option within the citizen survey was for Saanich residents to participate in an online survey (not statistically significant). For the purposes of this report, it is referred to as self-selected.

### Q1. QUALITY OF LIFE

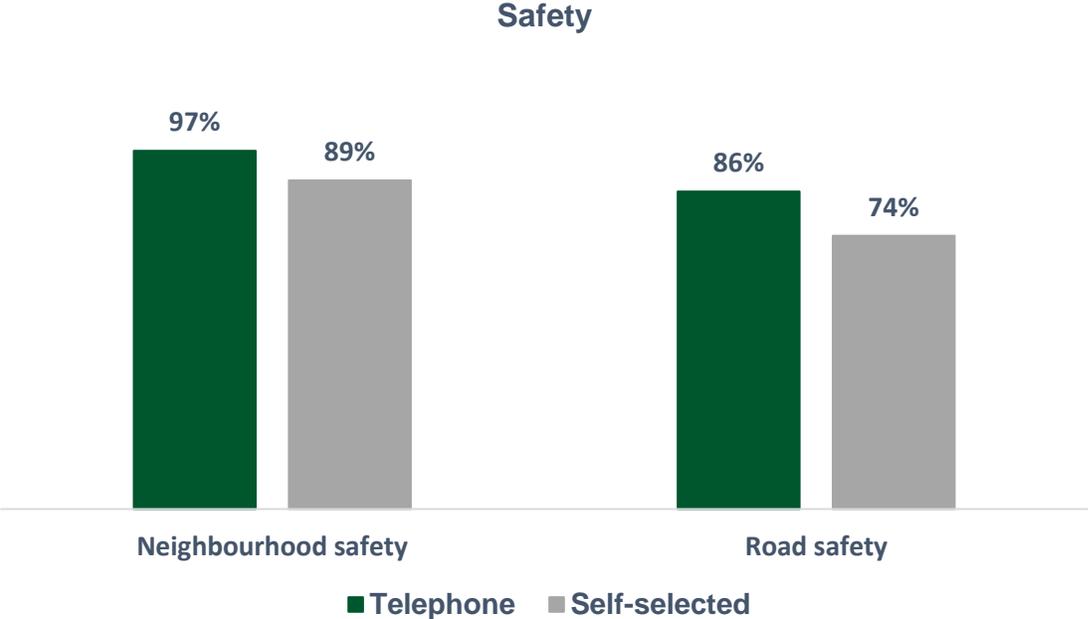
Self-selected respondents feel that quality of life in Saanich is high although their survey results were three points less than those who participated in the telephone survey, (99% and 96%, respectively). Despite the slightly lower score, it's impressive to note how close the two scores are. Both scores are well above the normative benchmark (84%).

In other municipalities, drops of between 10-20 points have been observed in similar telephone and online surveys.

Self-selected respondents are more likely to say that quality of life has worsened, with one-quarter (25%) saying that the quality of life in Saanich has “worsened,” while only one-fifth of telephone respondents (18%) say that the quality of life has “worsened”.

### Q3A/B. NEIGHBOURHOOD AND ROAD SAFETY

Self-selected respondents are less likely to feel safe in their neighbourhoods or on the roads. There is an 8-point difference (TOP2) among self-selected and telephone respondents regarding neighbourhood safety and a 12-point difference regarding road safety. Self-selected respondents' rating on road safety is below the normative benchmark (81%).



## Q4. VOTING IN MUNICIPAL ELECTIONS

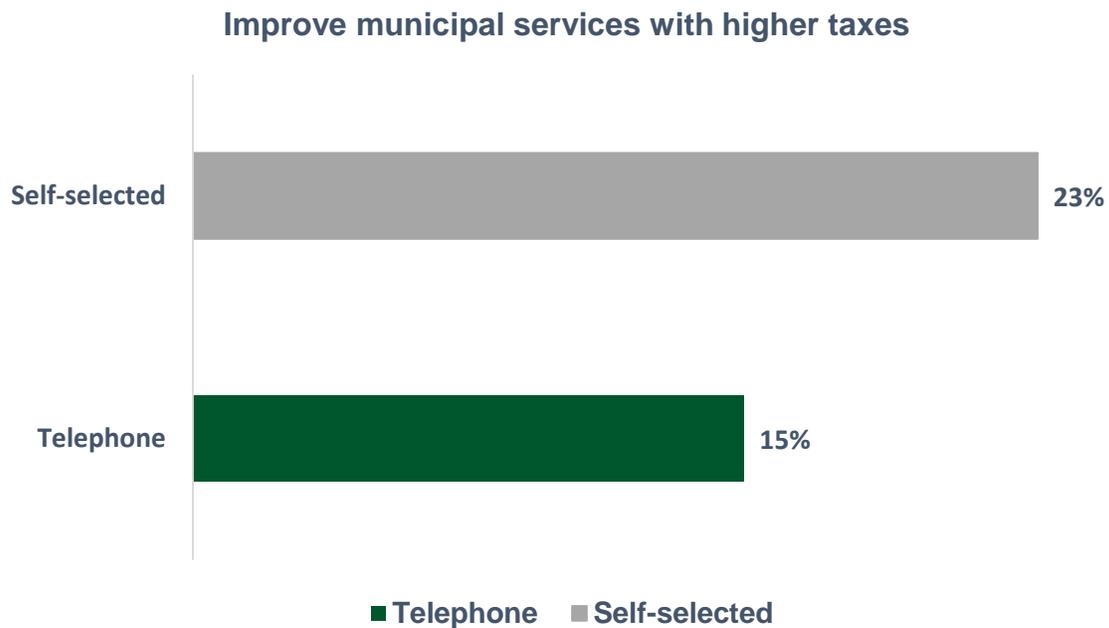
Self-selected respondents are more likely to report voting than telephone respondents. 87% of self-selected respondents say they voted in the 2018 municipal election, while 71% of telephone respondents say they voted.

The two respondent groups list different top reasons for **not** voting.

Telephone respondents cite “didn’t know there was an election” (24%) or “unfamiliar with candidates” (22%) as their most important reason, while self-selected respondents cite “unsure of eligibility to vote” (34%).

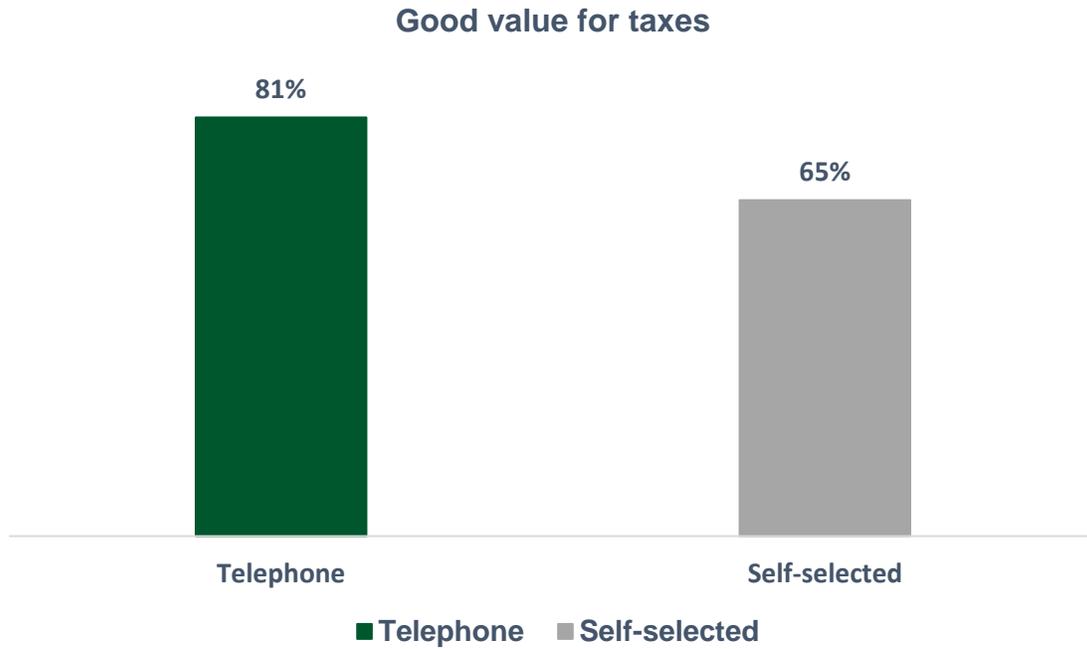
## Q8. TAXATION AND SERVICES

Other differences in the two respondent groups include: self-selected respondents are more likely to opt for improved municipal services at a cost of higher taxes and are slightly more likely to identify roads and traffic control as a capital priority.



## Q10A. VALUE FOR TAXES

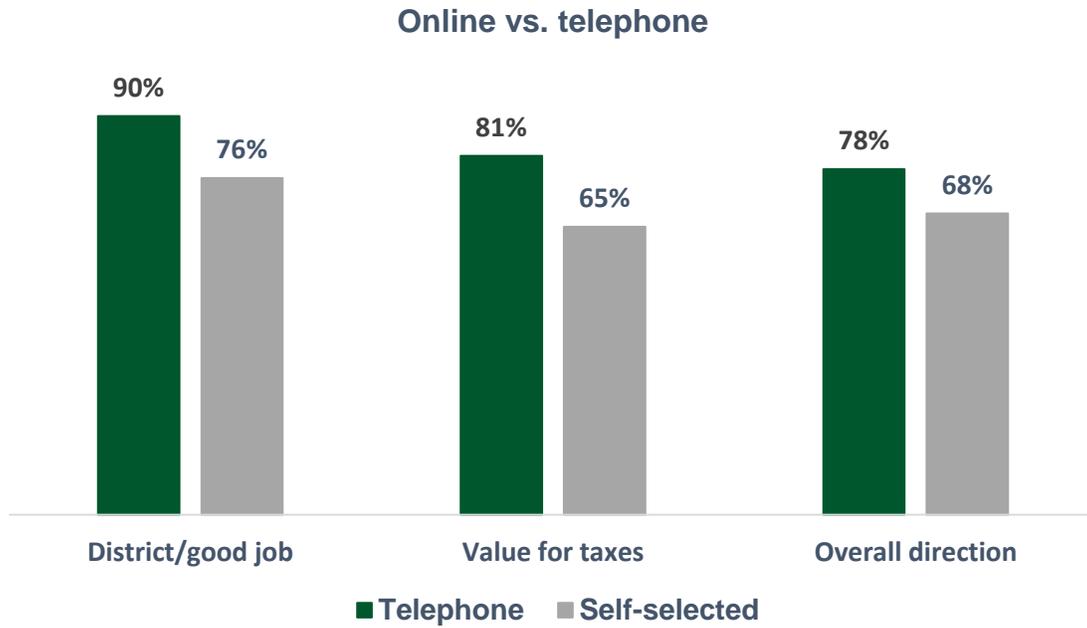
Self-selected respondents are far less likely than telephone respondents to feel that they receive good value for the municipal taxes they pay, with 65% (TOP2) agreeing, compared to 81% (TOP2) telephone respondents.



## Q10B. OVERALL DIRECTION SAANICH IS TAKING

Self-selected respondents are also less likely to agree that they are pleased with the overall direction that the District is taking, with 68% (TOP2) agreeing, compared to 78% (TOP2) of telephone respondents.

Additionally, self-selected respondents are less likely to agree that the District is doing a good job, with 76% (TOP2) agreeing, compared to 90% (TOP2) telephone respondents.



## Q16A/B/C/D. PUBLIC ENGAGEMENT

There are also differences between how the self-selected respondents and telephone respondents see the District welcoming citizen involvement, how much the district listens to citizens, that citizens have an opportunity to provide input into decision making, and that the District's decision-making process is transparent.

