



# Community Satisfaction Survey Report

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## Background and Objectives

- The Town of View Royal is part of the growing Greater Victoria metropolitan area and is one of 13 local governments in the Capital Regional District (CRD). The Town is flanked by the City of Colwood, Township of Esquimalt, Songhees and Esquimalt First Nations and the District of Saanich. The Town has a population of 10,408 residents in approximately 4,337 households.
- The Town of View Royal commissioned NRG Research Group to conduct a Community Satisfaction Survey among residents. The intent of this survey is to provide the Town with information regarding the awareness, use and satisfaction with current service levels, as well as information regarding perceptions of potential future directions.
- The specific objectives of the Community Satisfaction Survey were to:
  - Identify the most important local issues to residents of the Town of View Royal;
  - Gauge satisfaction with overall quality of life, overall level and quality of services provided by the Town, and specific services offered by the Town;
  - Understand perceptions of value for tax dollars;
  - Determine the types and sources of information desired by residents, as well as preferred contact method for future interactions;
  - Assess sentiment on potential investments in infrastructure (including bike and pedestrian paths and parks and trails), traffic congestion, and other services; and,
  - Gauge responses to potential approaches to funding future large projects, as well as strategies for balancing funding and service levels.
- The questionnaire, shown in the Appendix, was developed by Town of View Royal in collaboration with NRG Research Group.

## Issues Agenda and Current Service Levels

- When residents are asked, on an unaided basis, to name the single most important issue facing the Town of View Royal today, the predominant theme by far is around traffic congestion, flow and safety with four in ten (41%) residents mentioning this subject.
- When looking at all mentions of important issues to View Royal residents, again the most pressing one is traffic congestion, flow and safety (53% mentioning).
  - Trailing well behind are concerns relating to transportation infrastructure/maintenance of roads, streets, sidewalks (20%), community planning, development and zoning/density issues (19%) and police/fire/public safety/crime/bylaw enforcement (17%).
  - Other notable issues mentioned include public transit (8%), taxes (8%), maintaining green space (7%) and community events/facilities (6%).
- Residents almost universally rate the overall quality of life in the Town of View Royal as good or very good, with 99% giving a positive rating, of which 59% rate it 'very good'.
  - Key reasons for satisfaction with life in the Town of View Royal include the central location, being close to facilities, amenities, services and routes (33% mentioning), the beauty of the Town with its natural areas, parks and rural setting (24%), good services provided by the Town (17%), the small town feel, quiet/peaceful (14%) and good roads/well maintained (12%).
- Nine in ten residents (90%) indicate that they are very or somewhat satisfied with the overall level and quality of services provided by the Town of View Royal.

## Issues Agenda and Current Service Levels *(Continued)*

- View Royal residents also tend to be quite satisfied with specific Town services (among the services they rate as applicable to them).
  - Residents are most satisfied with water services (98% are very or somewhat satisfied), followed very closely by sewer services (96%), fire services (96%), parks and trails (95%) and the Juan de Fuca Recreation Centre (94%).
  - Nine in ten residents are also satisfied with road maintenance (91%) and police services (89%).
  - The lowest satisfaction score is for the Town website (84% among those who have used it).
  - Considering all of the programs and services they receive from the Town of View Royal, more than eight in ten residents (86%) believe that they get good value for their tax dollars. This includes 45% who feel they get fairly good value, and another 41% who say they get very good value for their taxes.
- Two-thirds (68%) of residents have had personal contact with a Town of View Royal employee within the past year.
  - The majority of these contacts (51%) took place in person, and another one-quarter (26%) were over the phone. Email (13%) was the next most common form of interaction, with open houses or public consultations accounting for notably fewer interactions (6%).
  - The elements of personal interaction perceived as particularly positive to residents are staff courteousness (89% somewhat or very satisfied), staff helpfulness (88%), staff's knowledge (86%) and ease of reaching staff (85%). Three-quarters (75%) of residents are satisfied with the speed and timeliness of service.
  - The lowest satisfaction with any element of the interaction with a Town employee relates to staff's ability to resolve the issue, with six in ten (59%) residents satisfied. Two in ten (21%) are not satisfied with this aspect of their interaction.

## Issues Agenda and Current Service Levels *(Continued)*

- Over three-quarters (78%) of all residents believe they receive just the right amount of information from the Town of View Royal.
  - Two in ten (21%) think they do not receive enough information. Almost none (less than 1%) think they receive too much information.
- When asked what information they would like to see from the Town of View Royal, residents most prefer information on land development proposals (87%), taxes (86%), community planning (86%) and upcoming events (84%).
  - Over three-quarters (78%) would like more information on parks and recreation programs and events. Seven in ten residents (71%) would like to receive information on the Town's financial situation and budget, while six in ten (62%) would like more information on Council meetings.
- When looking for information about the Town of View Royal, residents most often go directly to the source--over three-quarters (77%) would look at the Town website.
  - One-third (32%) of residents would call the Town and speak with a staff member. Almost one-quarter (22%) would conduct a more general web search for information about View Royal while only one in ten would use social media or the local newspaper.
- Residents prefer mostly to receive information from the Town via email (46%), followed by mail (28%) and telephone (22%).
- Residents tend to be fairly satisfied with the opportunity to engage with the Town of View Royal on matters regarding land use, community and strategic planning.
  - Almost two-thirds (62%) of residents are satisfied with the opportunity to engage, of whom almost one-quarter (24%) say they are very satisfied and 38% are somewhat satisfied.

## Issues Agenda and Current Service Levels *(Continued)*

- Overall, residents tend to be fairly satisfied with the opportunities available to volunteer for Town of View Royal events, with four in ten (42%) satisfied; however, 14% are dissatisfied and 35% are neither satisfied nor dissatisfied with volunteer opportunities.

## Planning for the Future

- Agreement tends to be fairly strong in terms of future priorities for the Town of View Royal, especially related to walking and biking infrastructure; however, traffic congestion is a major concern.
  - Almost all residents (98%) agree that “I can walk to a park from my home,” with almost nine in ten (88%) agreeing that “I can walk or bike to access local services.”
  - Over nine in ten (93%) feel that “Traffic congestion is a problem within View Royal.”
  - Eight in ten (80%) agree that “The Town should focus on preserving heritage buildings.”
  - Two-thirds agree that the “The Town should continue to prioritize neighbourhood traffic over regional commuter traffic” and “More affordable housing is needed in View Royal” (67% each) along with “The Town should focus on attracting more jobs to the Town” (65% agree).
  - Parking is a low priority for residents. Only three in ten (29%) agree with the statement “It is difficult to find parking in commercial areas in View Royal” while 56% disagree.
- Town of View Royal residents are fairly open to tax increases to maintain services at current levels as well as contributing to reserve funds for future projects.
  - When thinking about current service levels and property taxes, half (52%) of the residents would prefer the Town to “Increase taxes - to maintain services at current levels.” The second most preferred option, selected by one-quarter (27%) of residents, is to “Cut services - to maintain current tax levels.”

## Planning for the Future *(Continued)*

- When thinking about enhanced or expanded services or future projects, the option most supported is to “Increase taxes – to maintain services at current levels as well as contribute to reserve funds for future projects” with four in ten (42%) preferring this approach.
- The top choice among approaches to fund future large projects in the Town of View Royal, selected by two-thirds (68%) of residents, is to “Put aside funds each year.”
- When asked which activities and services they would like the Town to offer to help make the area more liveable, residents mention ‘more community events/cultural events/ foster community spirit’ (11%) and ‘more facilities/programs for children & youth’ (9%).
  - The next most common services, programs or activities mentioned are: ‘better transportation infrastructure/ maintenance of roads, more sidewalks, bike lanes’, ‘more local businesses/ stores/restaurants/doctor’s offices’ and ‘maintain/expand green spaces/parks/ trails/walkable and waterways access’ with each mentioned by 7% of Town residents.
- The final open-ended comments provided are varied, although the most popular comments from residents about the Town refer to:
  - ‘Reduce traffic congestion’ and ‘Need better/more roads/sidewalks/infrastructure.’
  - These were followed by mentions of the Town’s ‘Central location/Close to facilities/amenities/ services/routes’ and having ‘Low taxes/Affordable living.’

## Key Driver Analysis - on Satisfaction with Overall Services

- Road maintenance should be a top focus area for the Town of View Royal as this is a key driver of overall satisfaction with the level and quality of services provided by the Town.
  - This is reinforced by the result that transportation-related issues (traffic congestion/flow/safety and transportation infrastructure and maintenance) are seen as the most important ones facing View Royal residents.
- View Royal should consider prioritizing the maintenance of parks and trails, as this was also identified as important to residents and a major reason why they rate the quality of life in the Town as good.
  - While View Royal already performs well on this aspect, this should continue to be a priority given how important it is to the overall satisfaction of residents with the level and quality of services provided by the Town.

# Method

## *Data Collection*

- The Community Satisfaction Survey was conducted primarily via telephone interviewing, using random digit dialing. Respondents were also given the opportunity to participate through an online survey if they were unable or unwilling to participate by telephone; interviewers collected the respondents' email address and a unique link to the survey was sent by email.
- A total of 401 households from the Town of View Royal were surveyed between February 11-26, 2019. Of the 401 surveys conducted, 400 were by telephone, while 1 responded to an email invitation. Based on the total population and sample size, the maximum margin of error for the total sample is  $\pm 4.9\%$ , 19 times out of 20.
- Potential participants were ineligible for the study if they did not reside in the Town of View Royal. As well, anyone with a household member working for the Town of View Royal (including Town employees, volunteer firefighters, elected officials for the Town), or in the fields of marketing research or media, was not eligible to participate in the telephone survey.
- To evaluate differences or similarities in responses between subgroups of the public, the results for each question of the survey have been cross-tabulated by key demographic questions, including age, gender, household composition, home ownership, occupation, education, and number of years lived in the Town of View Royal. Statistically significant differences in responses between these subgroups are discussed as appropriate in the body of this report.
- The responses to certain open-ended questions in the survey were categorized and coded, with the responses provided in data tables. These are included in this report where appropriate. Verbatim responses to other open-ended questions are highlighted within the report but were not coded due to low response counts.
- NRG and the Town of View Royal also offered an open link to the survey in parallel with the telephone survey. If any Town resident missed the opportunity to speak with NRG but still wanted a chance to weigh in, they were able to access the survey through this link. This link was posted on the Town's website and shared on social media. Results to the open link survey will be presented under separate cover.

# Results

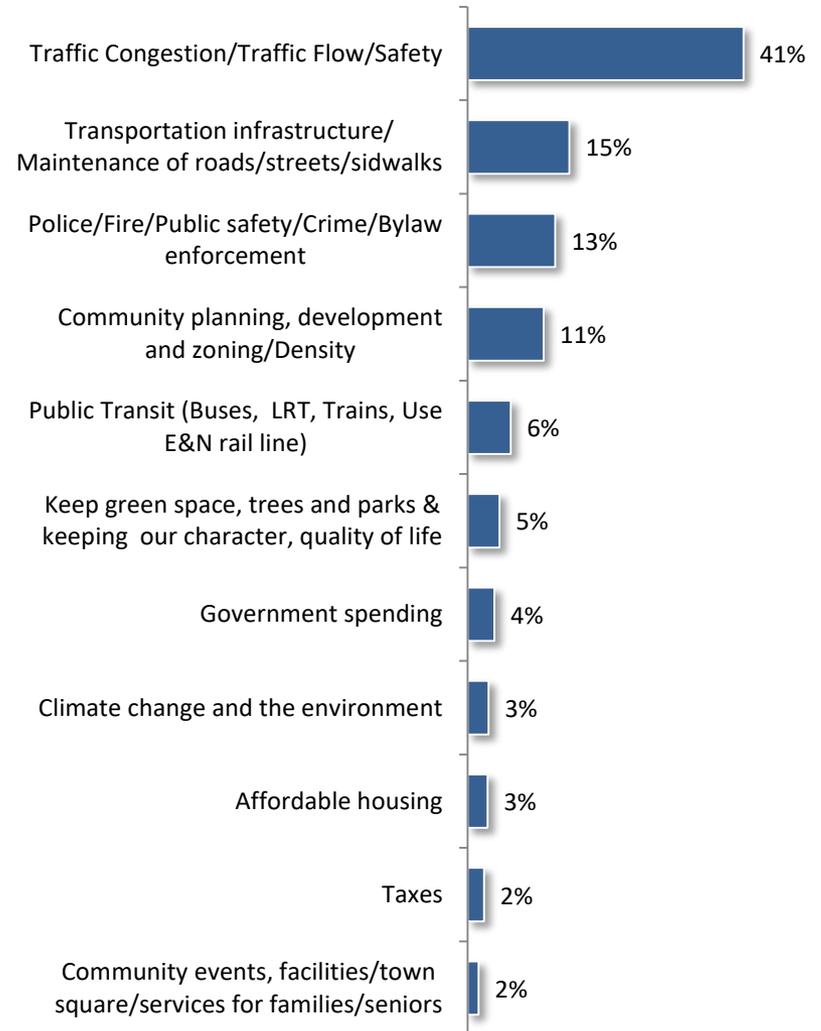
## *Issues Agenda and Current Service Levels*

The first part of the survey focused on current perceptions of services available to residents, including:

- The most important issues facing the Town today;
- Overall quality of life in the Town;
- Overall level and quality of services provided by the Town;
- Satisfaction with current services;
- Perceived value for tax dollars;
- Satisfaction with Town staff; and,
- Types of information needed, sources of information, and preferred contact methods.

- When asked to name the single most important issue facing the Town of View Royal, traffic congestion/flow/safety is by far the issue mentioned most often, by four in ten (41%) residents.
- The next most common issues include transportation infrastructure/maintenance of roads, streets, sidewalks (15% mentioning), police/fire/public safety/crime/bylaw enforcement (13%) and community planning, development and zoning/density issues (11%).
- Public transit, maintaining green space, and government spending are most important issues among smaller groups of residents.

**Q1. In your view, as a resident of the Town of View Royal, what is the most important issue facing your community?**

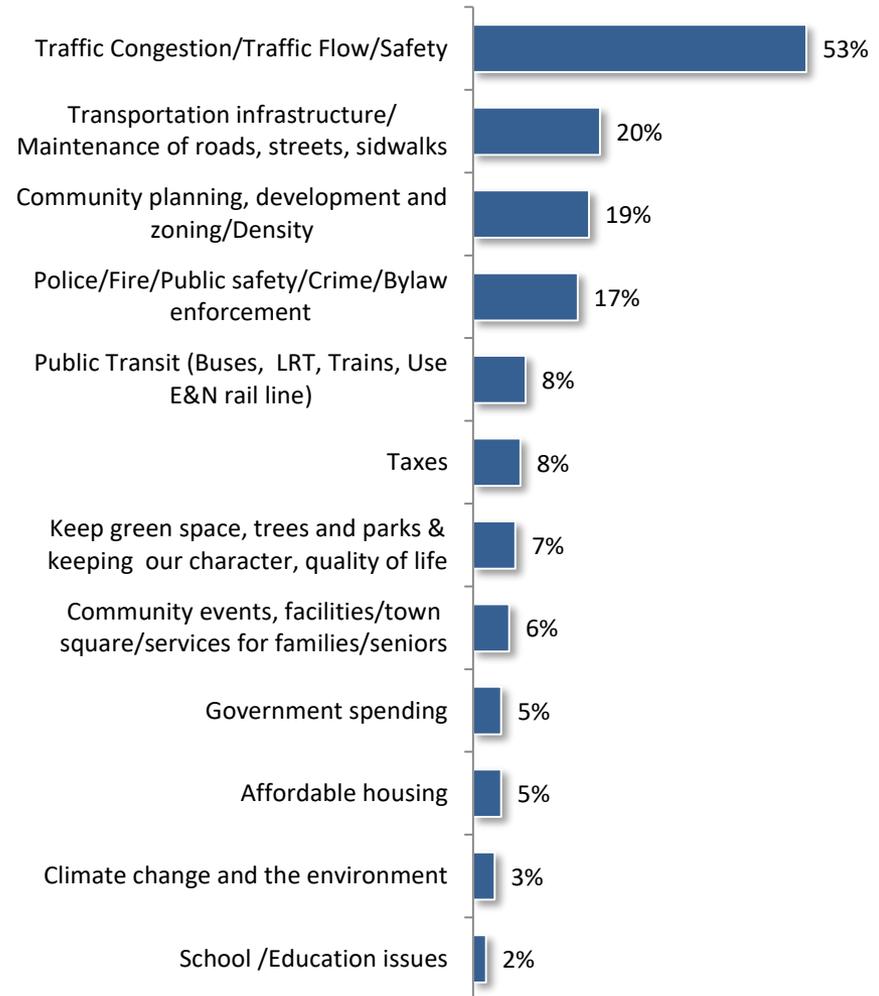


Base: All respondents (n=401)

Note: Multiple mentions permitted; only those mentioned by >=2% shown

- In combining first and second mentions, traffic congestion/flow/safety remains the dominant issue with over half (53%) of Town residents mentioning it.
- Transportation infrastructure/ maintenance of roads, streets, sidewalks (20%), community planning, development and zoning/density issues (19%) and police/fire/public safety/ crime/bylaw enforcement (17%) remain the next three top issues cited.
- Several other issues are mentioned by notable proportions of residents, including public transit (8%), taxes (8%), maintaining green space (7%) and community events/facilities (6%).
- Taxes are more important to men (13%) than women (2%). Community events/facilities are mentioned much more by those aged 35-54 (12%) than other age groups.

**Q1/Q1a. In your view, as a resident of the Town of View Royal, what is the most important issue facing your community? Are there any other important local issues?**

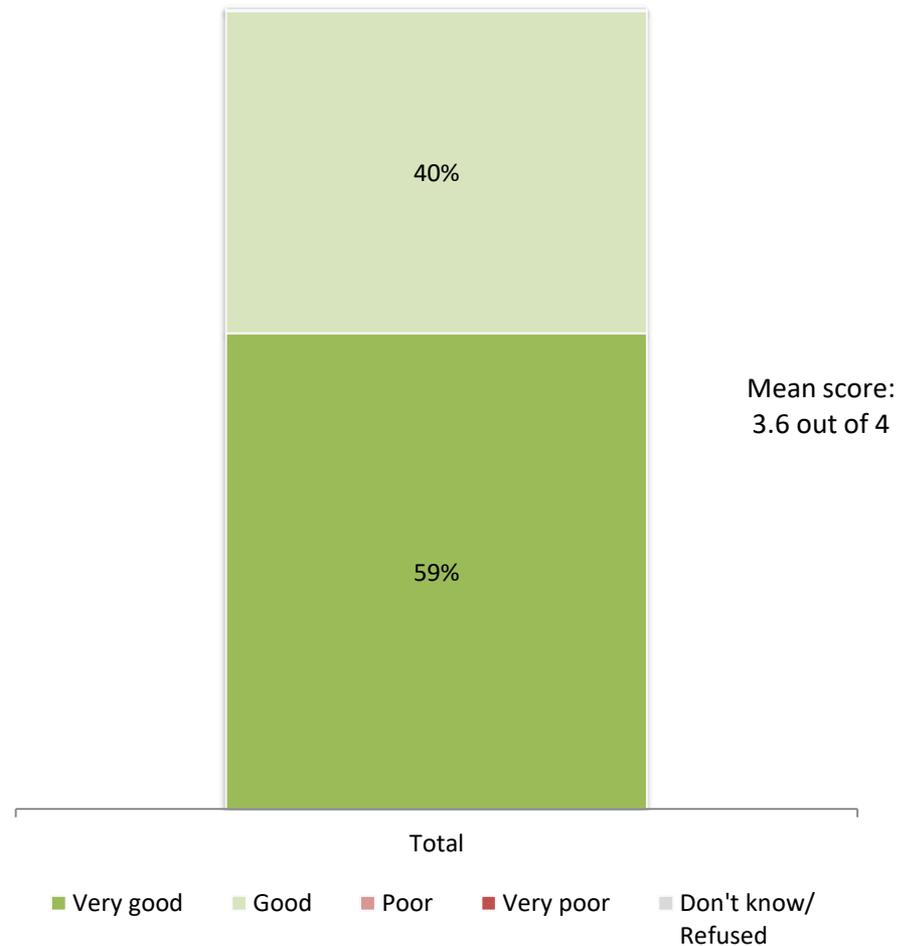


Base: All respondents (n=401)

Note: Multiple mentions permitted; only those mentioned by >=2% shown

- Residents of the Town of View Royal almost universally (99%) rate the overall quality of life in the Town as good or very good. In all, six in ten (59%) rate the overall quality of life as very good while the other four in ten (40%) rate it as good.
- There are no notable differences in the perception of overall quality of life between any of the main demographic categories.

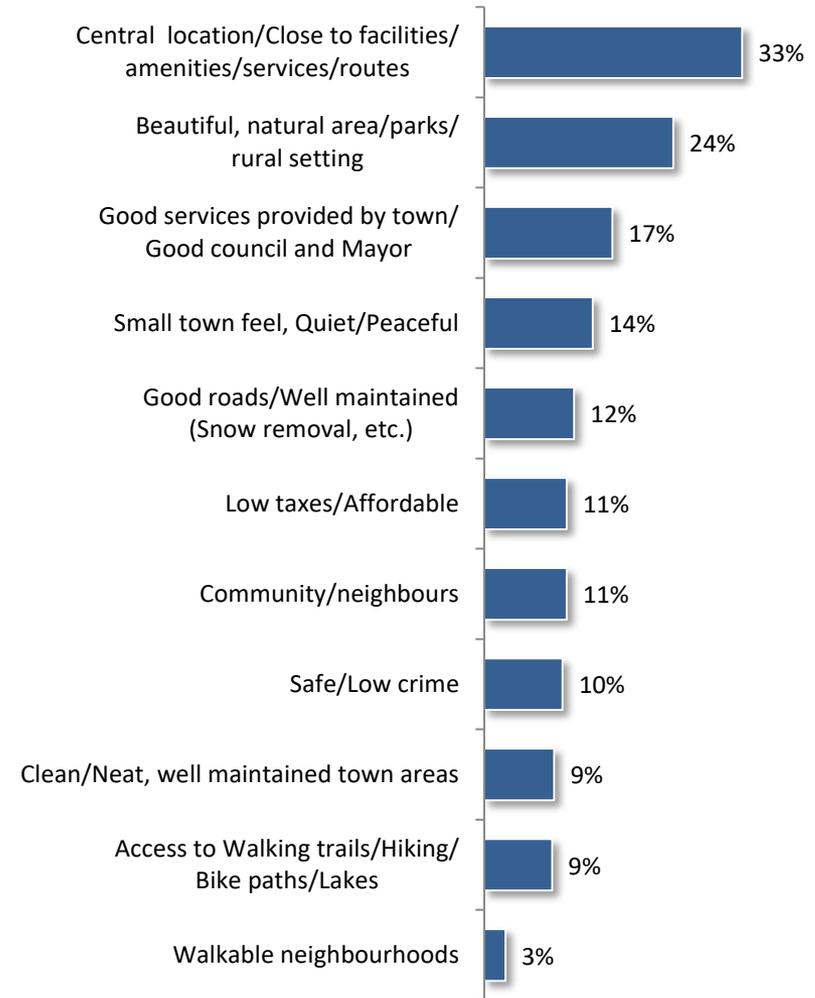
## Q2. How would you rate the overall quality of life in the Town of View Royal today?



Base: All respondents (n=401)

- The top reasons for why residents feel the overall quality of life in the Town of View Royal is good are the related elements of central location, being close to facilities, amenities, services and routes (together, these are mentioned by one-third [33%] of respondents).
- The next most mentioned reason for rating the overall quality of life as good or very good is the beauty of the Town with its natural areas, parks and rural setting (24%).
- Other leading reasons mentioned include good services provided by the Town (17%), the small town feel, quiet/peaceful (14%) and good roads/well-maintained (12%).
- Residents aged 35-54 are more likely to mention the Town being clean/neat/well-maintained (17%) than other age groups.

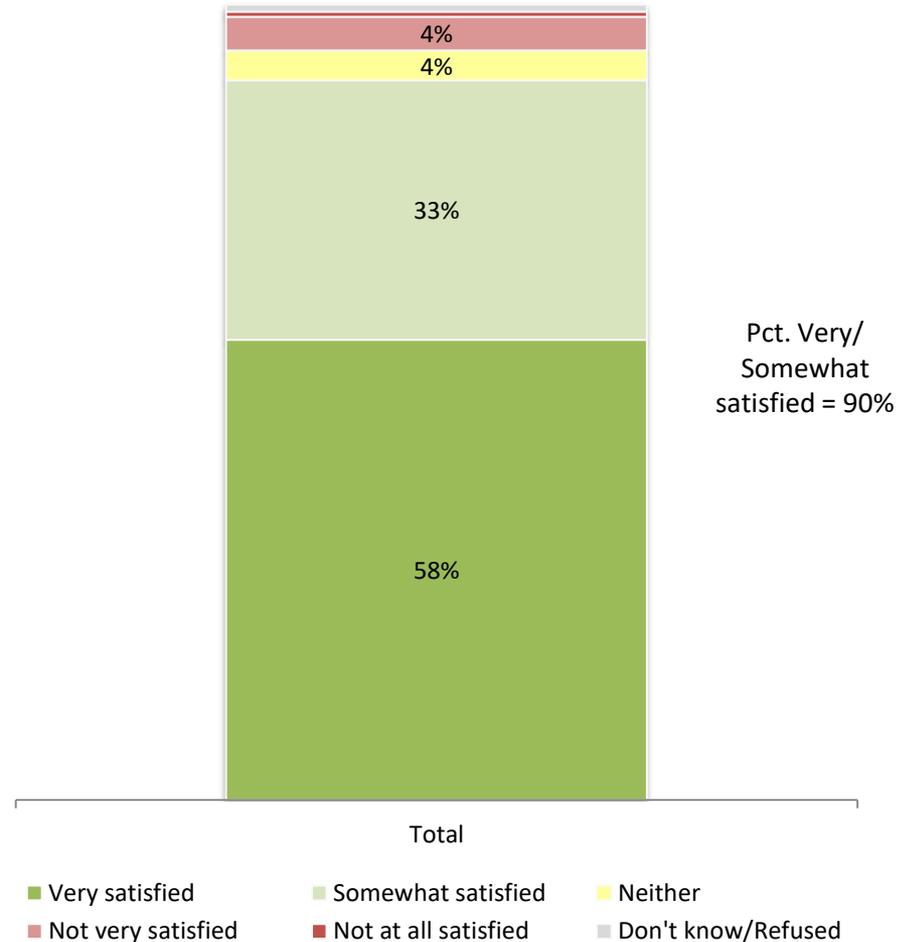
## Q3a. Why do you say the overall quality of life in the Town of View Royal is [good/very good]?



Base: Those rating overall quality of life in the Town as good or very good (n=399)

- Residents tend to be very satisfied with the overall level and quality of services provided by the Town of View Royal. In all, nine in ten (90%) say they are very or somewhat satisfied with Town services. This includes almost six in ten residents (58%) who are very satisfied with the overall level and quality of services.
- Residents that have lived in the Town the longest (20+ years) are more likely to be dissatisfied (11%) by the overall level and quality of services provided than other residents (2%).

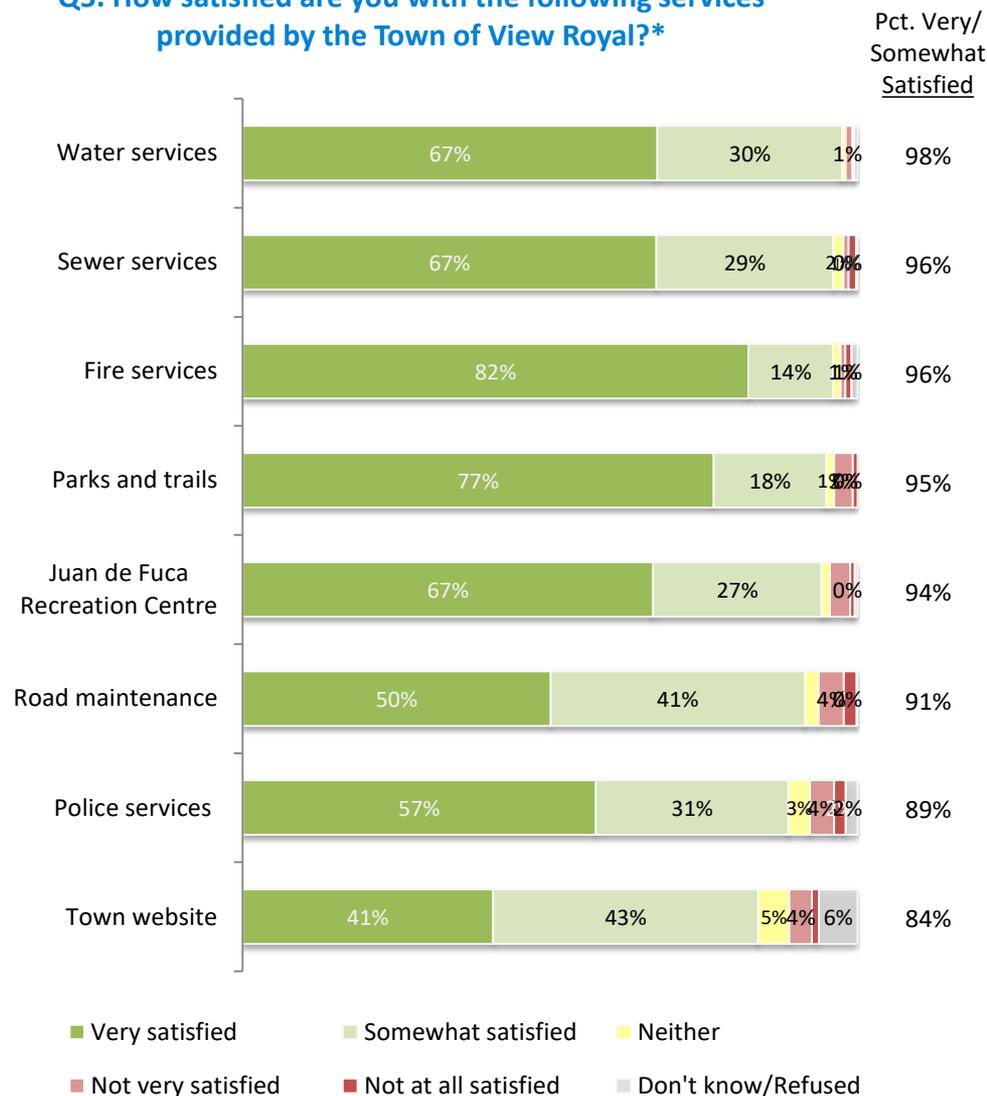
## Q4. How satisfied are you with the overall level and quality of services provided by the Town of View Royal?



Base: All respondents (n=401)

- Generally speaking, residents are satisfied with all of the Town of View Royal services they evaluated.
- The highest satisfaction is with water services (98% are either very or somewhat satisfied).
- This is followed closely by sewer services and fire services (both at 96%), parks and trails (95%) and Juan de Fuca Recreation Centre (94%).
- Nine in ten residents are satisfied with road maintenance (91%) and police services (89%).
- Among those that have used the Town website, over eight in ten (84%) are satisfied with it.
- There are no significant differences across these services by age and gender.

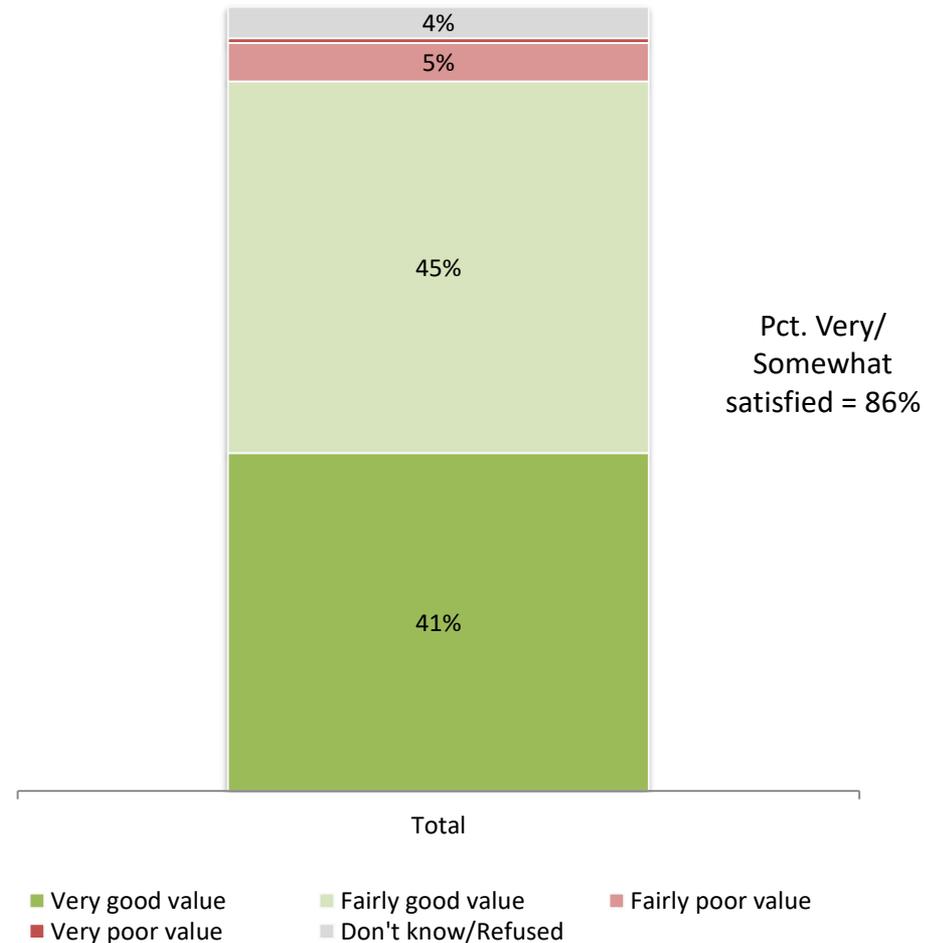
## Q5. How satisfied are you with the following services provided by the Town of View Royal?\*



\* Excludes residents that stated the service was 'not applicable' (n=299-393)

- In all, more than eight in ten residents (86%) say they get good value for their tax dollars when thinking about all the programs and services the Town of View Royal provides.
- This proportion includes 41% who think they get very good value and another 45% who think they get fairly good value for their tax dollars.
- Very few residents (5%) believe that they get poor value for their tax dollars.
- Residents who have lived in the Town the longest (20+ years) are less likely to feel they get good value for their tax dollars (73%) than those who have lived in the Town for less than 20 years (92%).

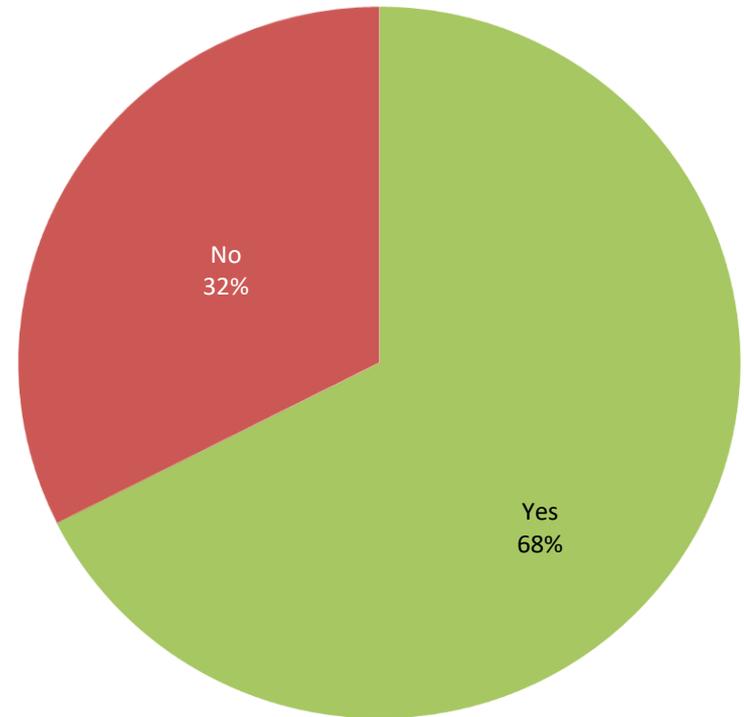
Q6. Thinking about all the programs and services you receive from the Town of View Royal, would you say overall that you get good value or poor value for your tax dollars?



Base: All respondents (n=401)

- Two-thirds (68%) of Town residents report having personally contacted or interacted with an employee of the Town of View Royal within the past year.

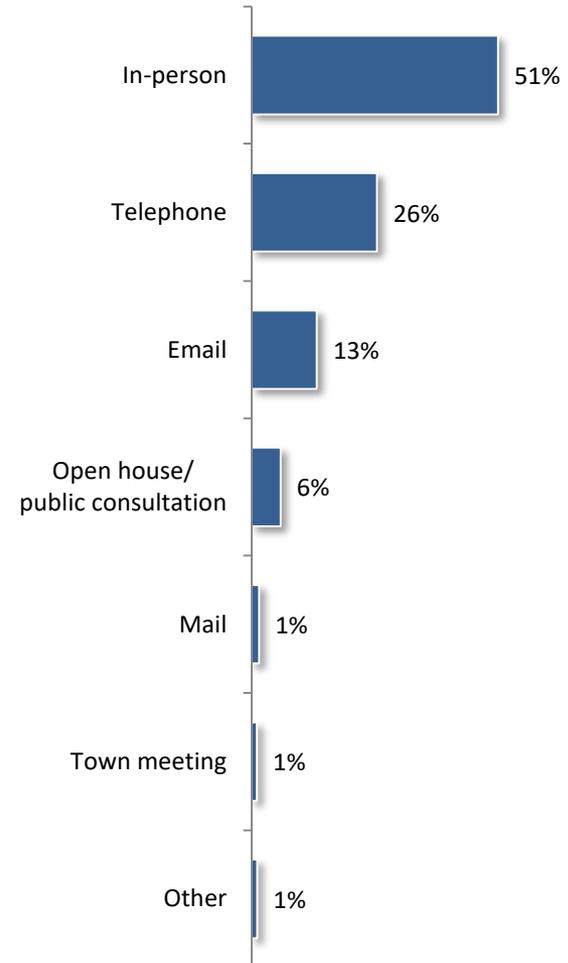
**Q7. Have you personally contacted or dealt with a Town of View Royal employee within the past year?**



*Base: All respondents (n=401)*

- Among those who have had interactions with a Town of View Royal employee within the past year, half (51%) say these interactions took place in person. This is followed by telephone (26%), email (13%) and open houses or public consultations (6%).
- In terms of demographic differences, males (11%) are much more likely than females (1%) to have attended an open house or public consultation. And those in larger households (3+ people) are also more likely to have attended an open house or public consultation than smaller households (9% versus 1%).

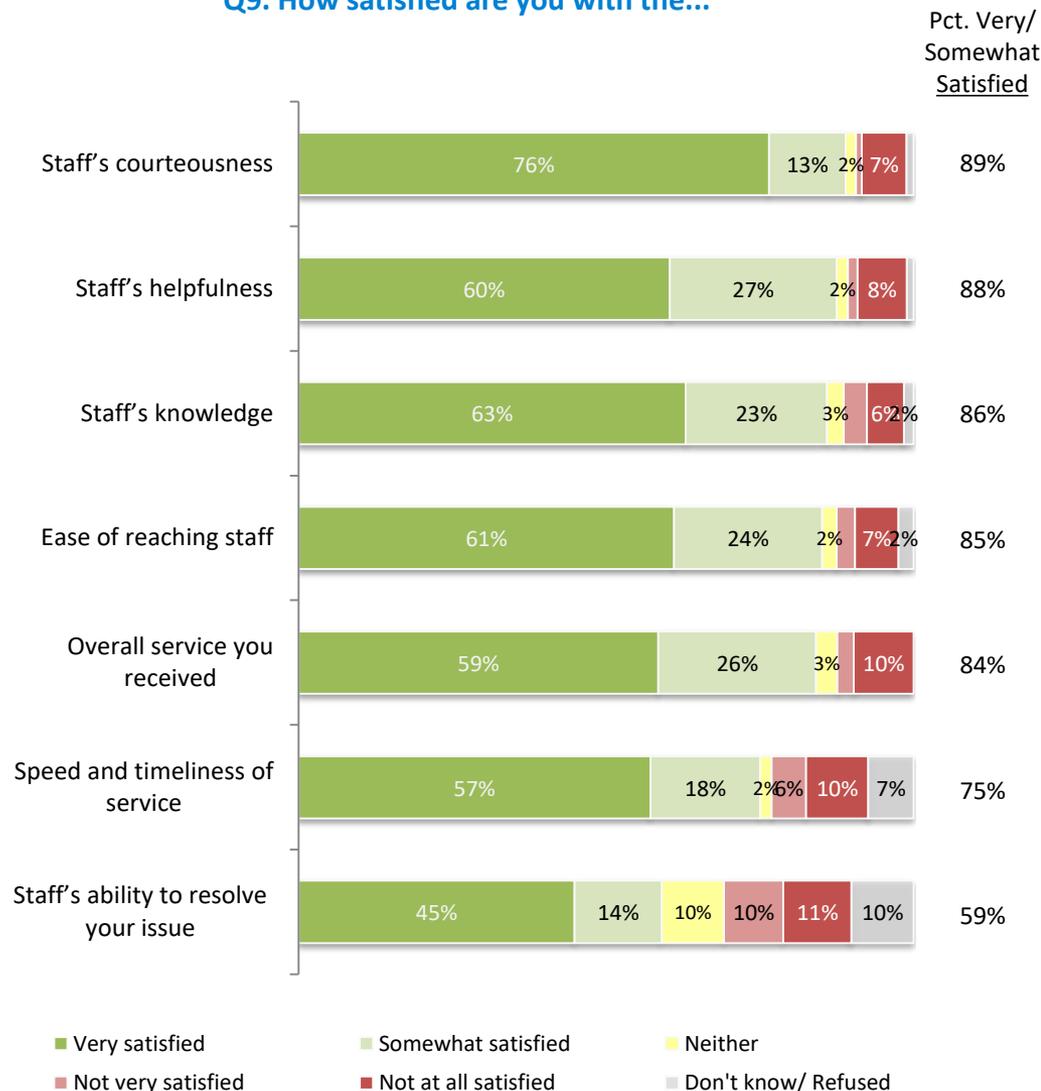
## Q8. How did this contact occur?



Base: Have had interactions with Town employee (n=241)

- Among those who have had interactions with a Town of View Royal employee within the past year, over eight in ten (84%) say they are satisfied with the overall service they received.
- The elements of the interaction with the highest levels of satisfaction are staff’s courteousness (89%) and helpfulness (88%).
- These are followed by the staff’s knowledge (86%) and the ease of reaching staff (85%).
- The interaction aspect with the lowest satisfaction pertains to staff’s ability to resolve issues where only six in ten (59%) are satisfied. Two in ten (21%) are not satisfied with this aspect of their interaction.

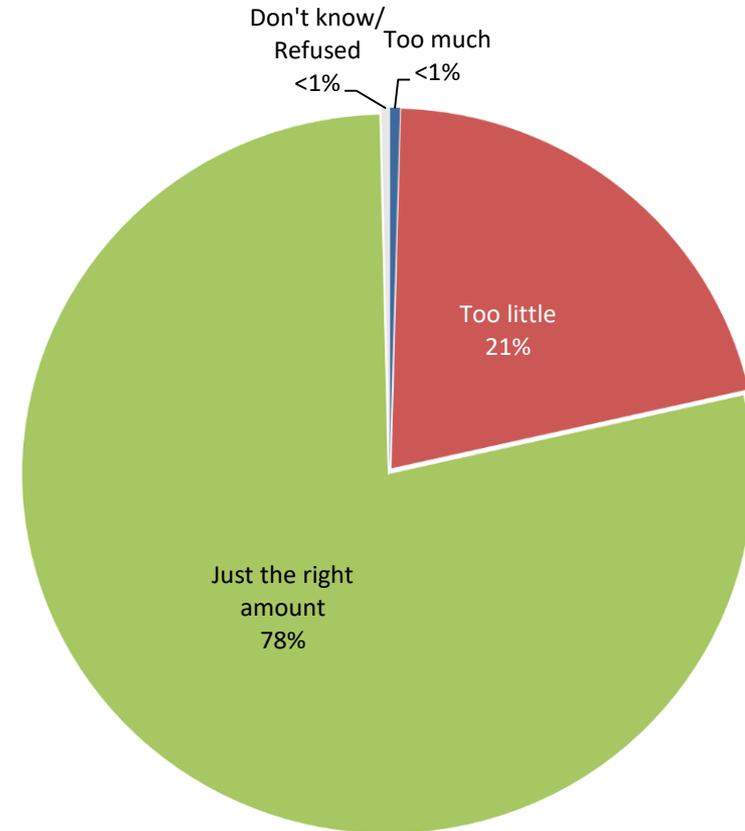
Q9. How satisfied are you with the...



Base: Have had interactions with Town employee (n=241)

- Over three-quarters (78%) of residents think they currently receive just the right amount of information from the Town of View Royal. Two in ten (21%) feel they currently receive too little information. Very few (less than 1%) think they receive too much information from the Town.
- Residents who have lived in the Town for more than 20 years have a higher likelihood to think that they receive too little information (27%) than those who have lived in View Royal for less than 20 years (18%).

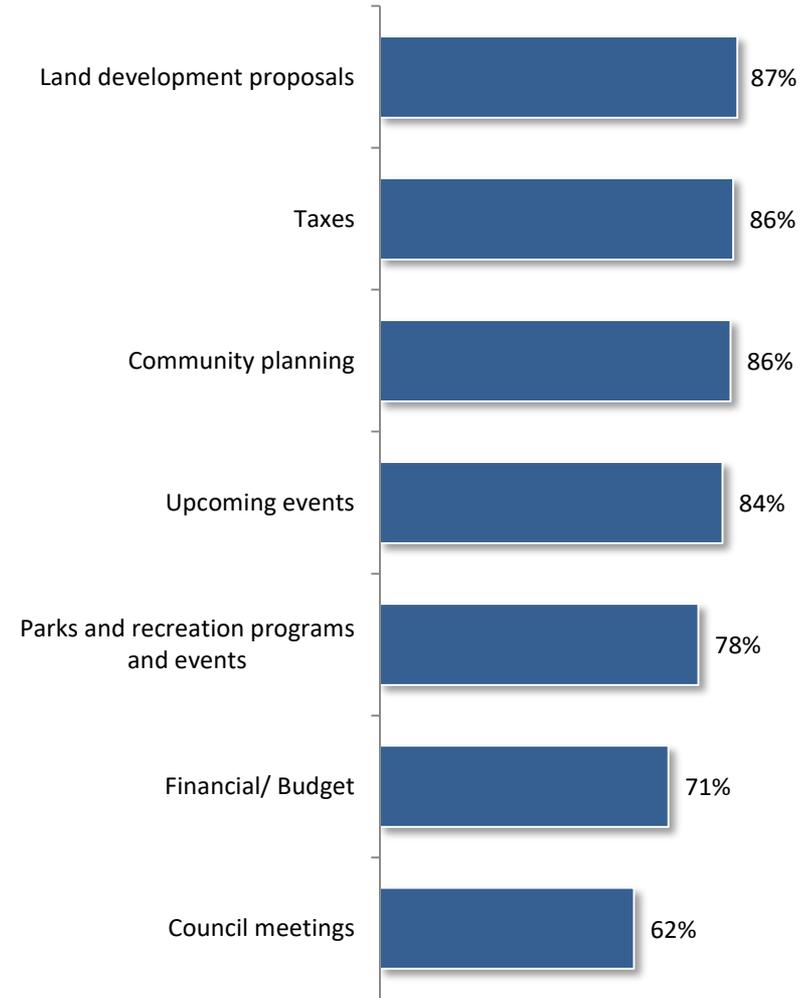
**Q10. In your opinion, do you currently receive too much, too little, or just the right amount of information from the Town of View Royal?**



Base: All respondents (n=401)

- When it comes to topics of interest for Town of View Royal residents, the vast majority wants the Town to provide information on land development proposals (87%), taxes (86%), community planning (86%) and upcoming events (84%).
- Over three-quarters (78%) of residents would like more information on parks and recreation programs and events.
- Seven in ten residents (71%) would like to receive information on the Town’s financial situation and budget, while six in ten (62%) would like more information on Council meetings.
- Those in households of three or more people are much more likely to be interested in information on upcoming events (92%) than smaller households (73%). And younger residents are far more likely to be interested in upcoming events than older residents, especially those over 55 years old.

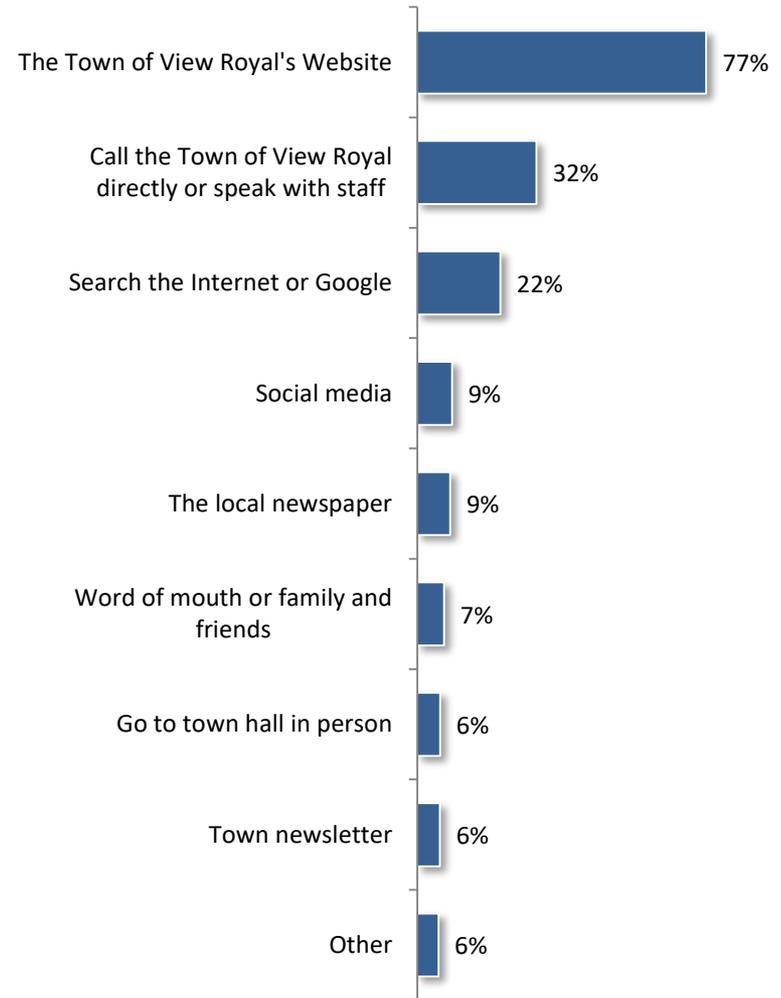
**Q11. Thinking about your information needs, what kinds of information do you want the Town of View Royal to provide you with?**



*Base: All respondents (n=401)  
Note: Multiple mentions permitted; only those mentioned by >5% shown*

- When looking for information about the Town, most residents (77%) would go directly to View Royal’s website.
- One-third of residents would call the Town of View Royal directly and speak with a staff member (32%) and two in ten (22%) would look for information through a general internet search.
- One in ten Town residents would use social media or the local newspaper for information (9% each) and 6% each would go to the Town Hall in person or refer to the Town newsletter.
- Residents aged 55+ are less likely (59%) than their younger counterparts to say they would use the Town of View Royal’s website.
- Those in households of three or more people are much more likely to use the Town’s website (88%) or social media (16%) than smaller households.

## Q12. If you were looking for information on the Town of View Royal, what sources would you use to find the information?

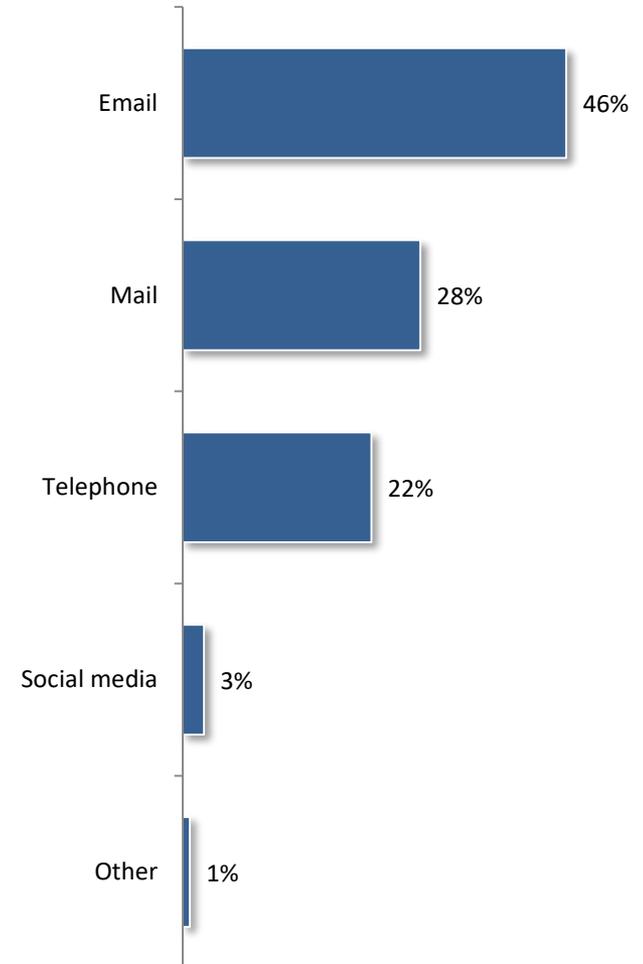


Base: All respondents (n=401)

Note: Multiple mentions permitted; only those mentioned by >5% shown

- Most View Royal residents prefer email as the method of contact from the Town, with almost half (46%) choosing this channel.
- Nearly three in ten (28%) would prefer to be contacted by mail, while 22% prefer telephone. Only 3% would prefer to receive information via social media.
- Residents aged 35-54 are the most likely to choose email as their preferred mode of contact (61%). Those aged 55 and older are more inclined to choose mail as their preferred contact format (37%).

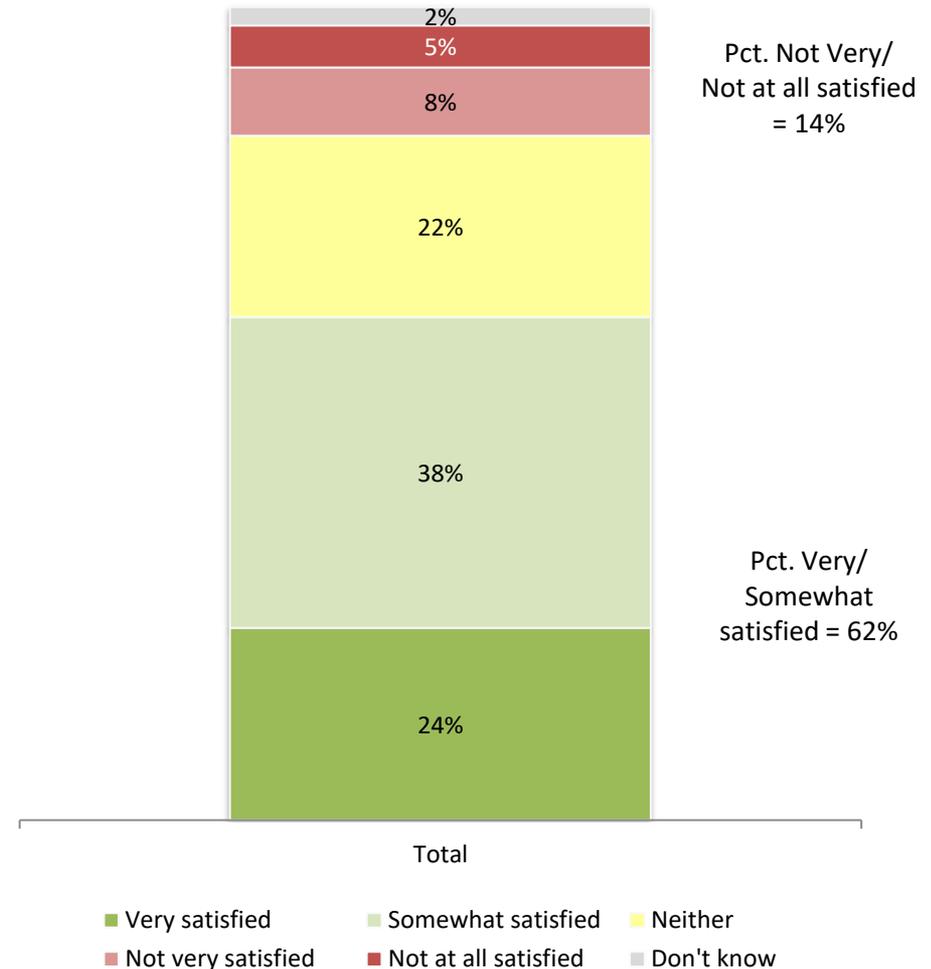
**Q13. Of the following options, how would you most prefer to be contacted by the Town of View Royal in the future?**



*Base: All respondents (n=401)  
Note: Multiple mentions permitted*

- Residents tend to be fairly satisfied with the opportunity to engage with the Town of View Royal on matters regarding land use, community and strategic planning.
- Almost two-thirds (62%) say they are satisfied with their opportunities, with one-quarter (24%) 'very satisfied' and another four in ten (38%) who are 'somewhat satisfied'.
- Just under one-quarter of residents (22%) are 'neither satisfied nor dissatisfied' while 14% say that they are not satisfied with their opportunities to engage with the Town on these matters.

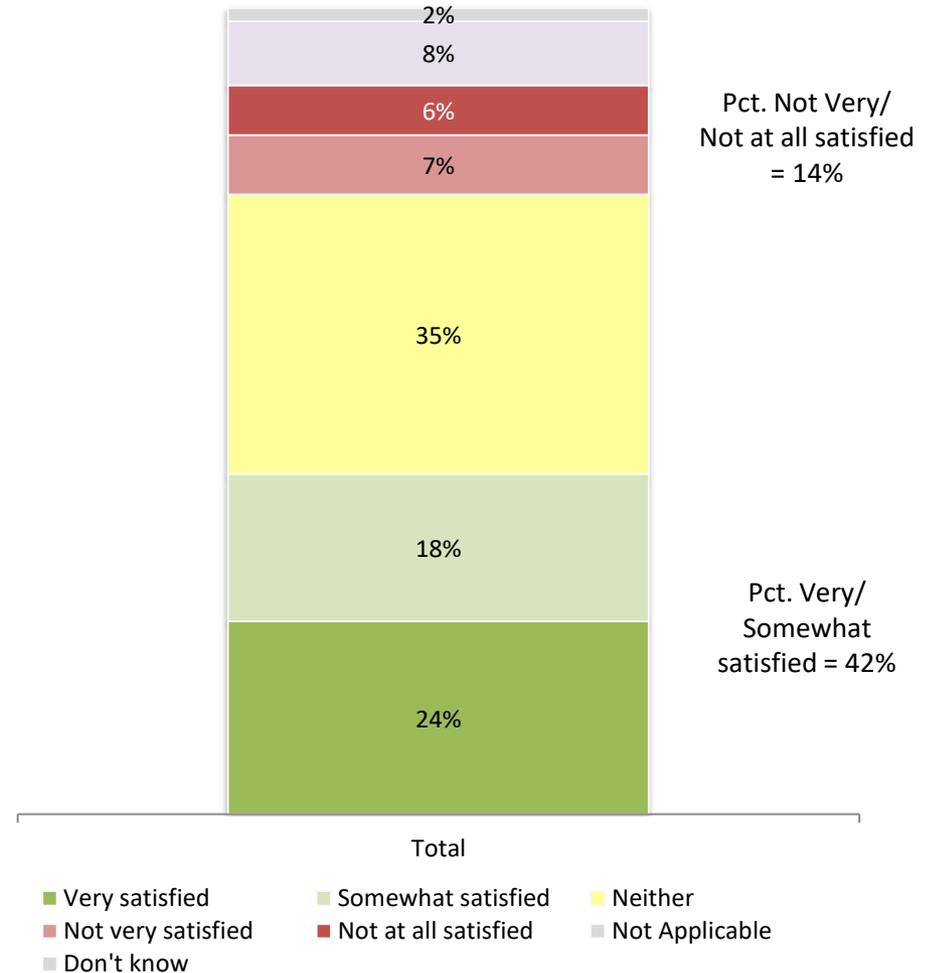
**Q14. How satisfied are you with your opportunities to engage with the Town of View Royal on matters regarding land use, community and strategic planning?**



Base: All respondents (n=401)

- Overall, residents tend to be fairly satisfied with the opportunities available to volunteer for Town of View Royal events. Three times as many say they are satisfied (42%) than dissatisfied (14%).
- However, one-third (35%) are neither satisfied nor dissatisfied with volunteer opportunities for the Town while another 8% say these opportunities are not applicable to them.
- Those 55+ years old tend to be more satisfied with the volunteer opportunities available for Town events (54%) than their younger counterparts.

**Q15. How satisfied are you with your opportunities to volunteer for these Town events?**



Base: All respondents (n=401)

# Results

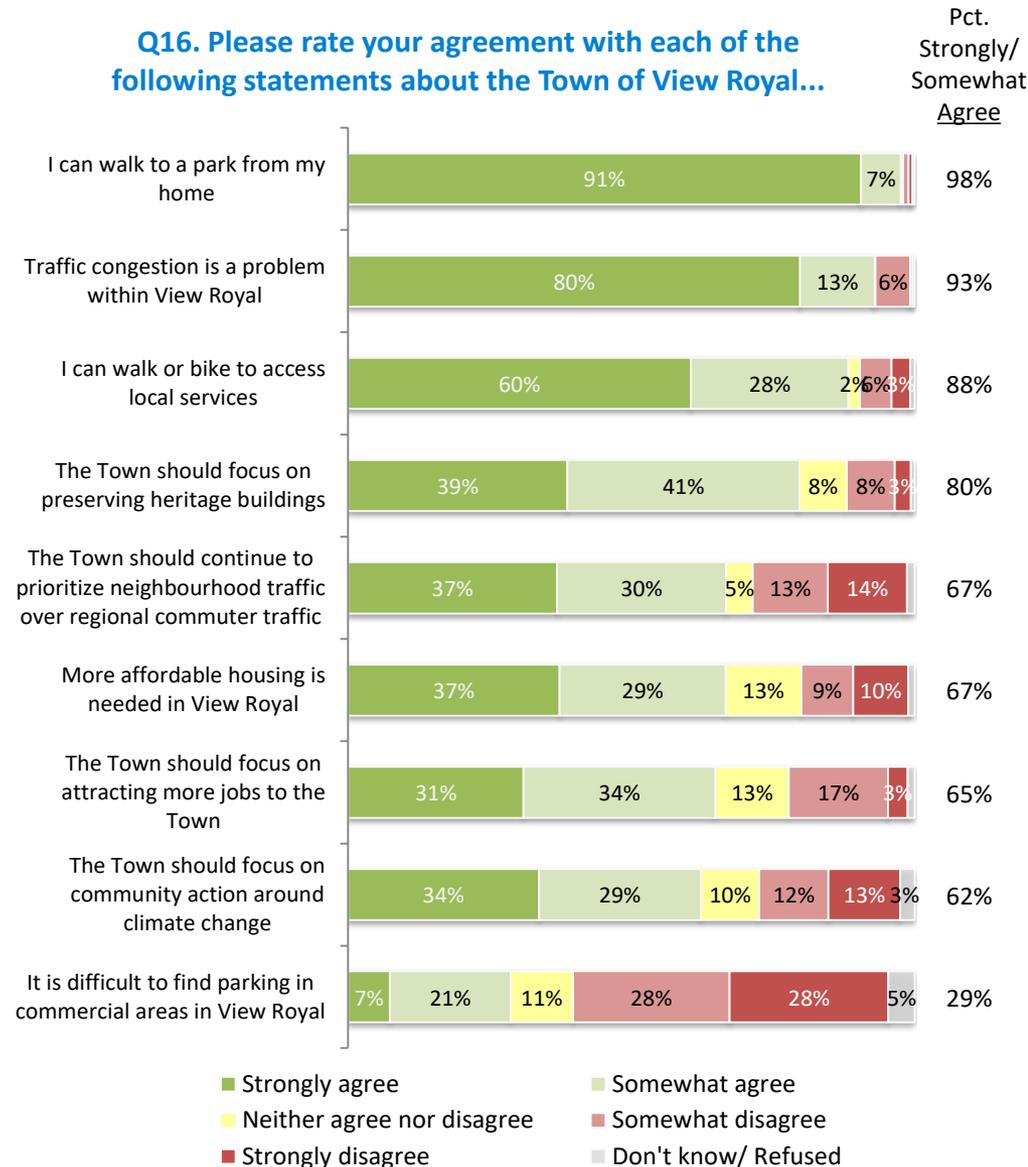
## *Planning for the Future*

The second section of the survey focused on areas of potential future direction and investigation, including:

- Accessibility of services and parks, traffic congestion, infrastructure, housing affordability, parking, heritage housing;
- Balancing funding and service levels;
- Other services, programs or activities the Town of View Royal could offer; and,
- Providing further comments.

- Agreement tends to be very strong for the top statements about the Town of View Royal. This includes “I can walk to a park from my home” (98% somewhat or strongly agree), “Traffic congestion is a problem within View Royal” (93% agree) and “I can walk or bike to access local services” (88%).
- Eight in ten (80%) agree that “The Town should focus on preserving heritage buildings”.
- Two-thirds agree with the statements “The Town should continue to prioritize neighbourhood traffic over regional commuter traffic” (67% each) along with “The Town should focus on attracting more jobs to the Town” (67% agree).
- Just over six in ten (62%) agree that “The Town should focus on community action around climate change.” Only three in ten (29%) agree that “It is difficult to find parking in commercial areas in View Royal.”

**Q16. Please rate your agreement with each of the following statements about the Town of View Royal...**



Base: All respondents (n=401)

# Planning for the Future

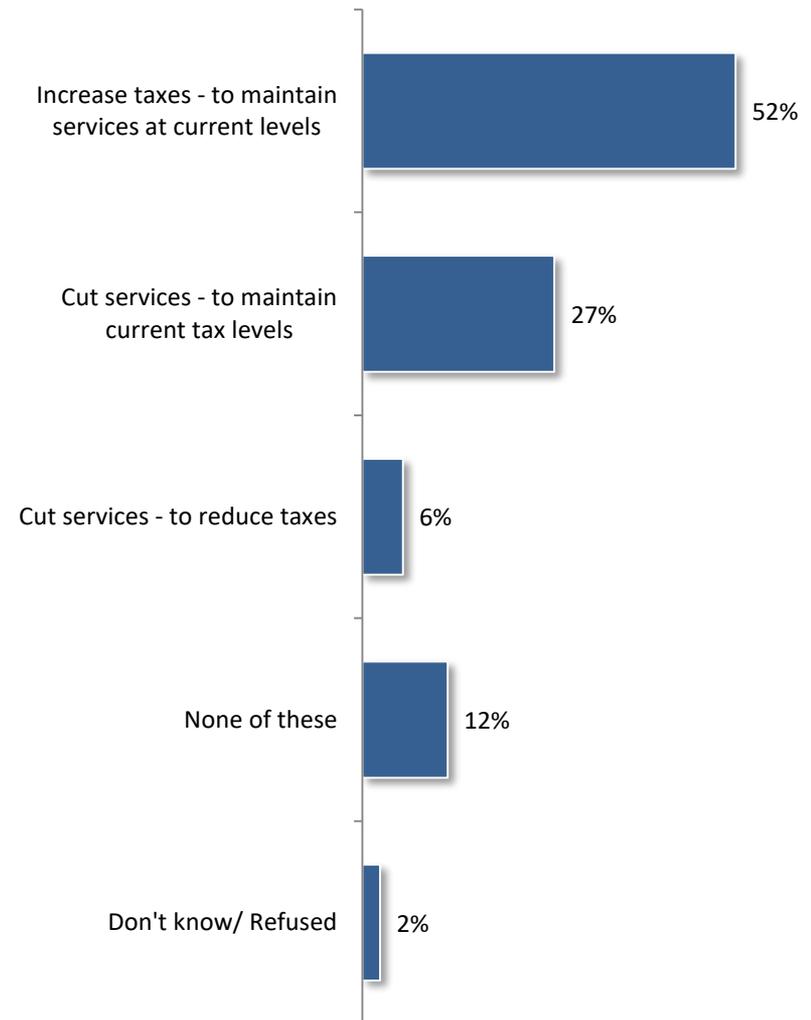
- Residents over 55 years old are less likely to agree they can walk to either a park (94%) or to access local services (79%). A significantly higher proportion (73%) of those 55+ agree that more affordable housing is needed in View Royal.
- Women are far more likely to agree that traffic congestion is a problem (98%), more affordable housing is needed (78%), and the Town should focus on community action around climate change (72%).

Q16. Please rate your agreement with each of the following statements about the Town of View Royal... (Pct. Strongly/ Somewhat Agree)	Total	Age		Gender	
		18-54 (n=82)	55+ (n=318)	Male (n=161)	Female (n=240)
I can walk to a park from my home	98%	100%	94%	97%	98%
Traffic congestion is a problem within View Royal	93%	92%	94%	88%	98%
I can walk or bike to access local services	88%	95%	79%	90%	86%
The Town should focus on preserving heritage buildings	80%	82%	77%	82%	77%
The Town should continue to prioritize neighbourhood traffic over regional commuter traffic	67%	69%	64%	64%	70%
More affordable housing is needed in View Royal	67%	62%	73%	54%	78%
The Town should focus on attracting more jobs to the Town	65%	67%	62%	64%	66%
The Town should focus on community action around climate change	62%	57%	69%	52%	72%
It is difficult to find parking in commercial areas in View Royal	29%	29%	28%	26%	31%

○ / □ - Indicates significantly higher/lower than other comparable demographic group at 95% confidence level

- When residents consider current service levels and property taxes, most would prefer the Town take the approach to “Increase taxes - to maintain services at current levels,” with half (52%) selecting this as their most preferred option.
- The second most preferred option, selected by one-quarter (27%) of residents, is to “Cut services - to maintain current tax levels”.
- Only 6% of residents say they would prefer that the Town of View Royal cut services in order to reduce taxes, while 12% state that none of these options is their preferred approach.
- The most notable demographic differences are between those who own versus rent their home. Those who rent are significantly more likely to want to “Increase taxes - to maintain services at current levels” (83%) compared to owners (47%). Renters are significantly less likely to prefer to “Cut services - to maintain current tax levels” (only 9% prefer this versus 30% of owners).

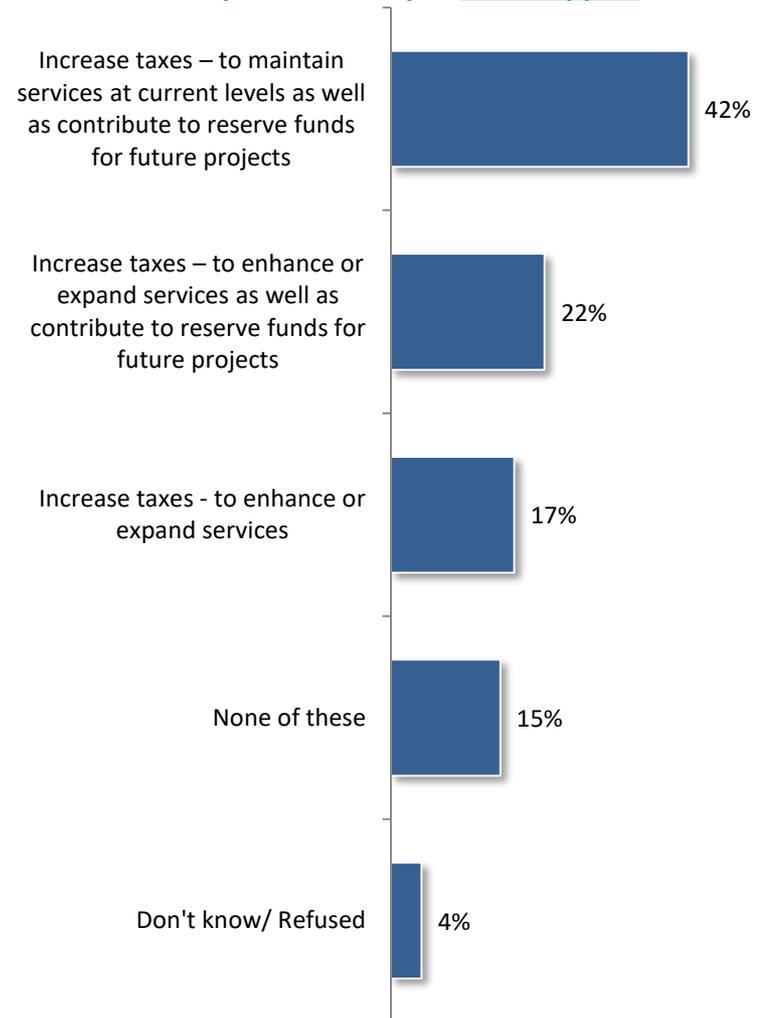
**Q18. When thinking about current service levels and property taxes, which one of the following approaches would you most prefer the Town to take?**



*Base: All respondents (n=401)*

- When thinking about enhanced or expanded services or future projects, the option supported by most residents is to “Increase taxes – to maintain services at current levels as well as contribute to reserve funds for future projects” with four in ten (42%) selecting this approach.
- The second most supported option is to “Increase taxes – to enhance or expand services as well as contribute to reserve funds for future projects,” selected by two in ten (22%) residents.
- This is followed by “Increase taxes - to enhance or expand services,” which is supported by 17% of residents. Almost as many (15%) state that none of the options presented would be one they would support.

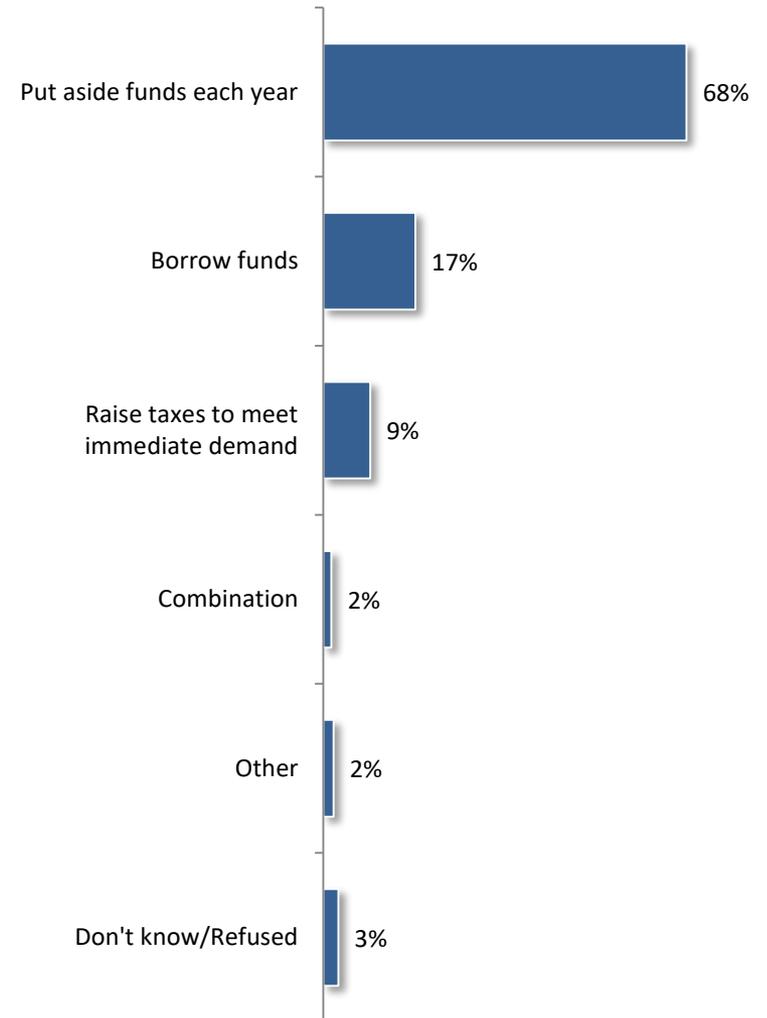
## Q19. Beyond the Town’s current service levels, in thinking about enhanced or expanded services or future projects, which of the following options would you most support?



Base: All respondents (n=401)

- The most popular approach to fund future large projects in the Town of View Royal, as selected by two-thirds (68%) of residents, is to “Put aside funds each year.”
- Fewer than two in ten (17%) residents choose the option of “Borrow funds”.
- Only one in ten (9%) prefer to “Raise taxes to meet immediate demand”.

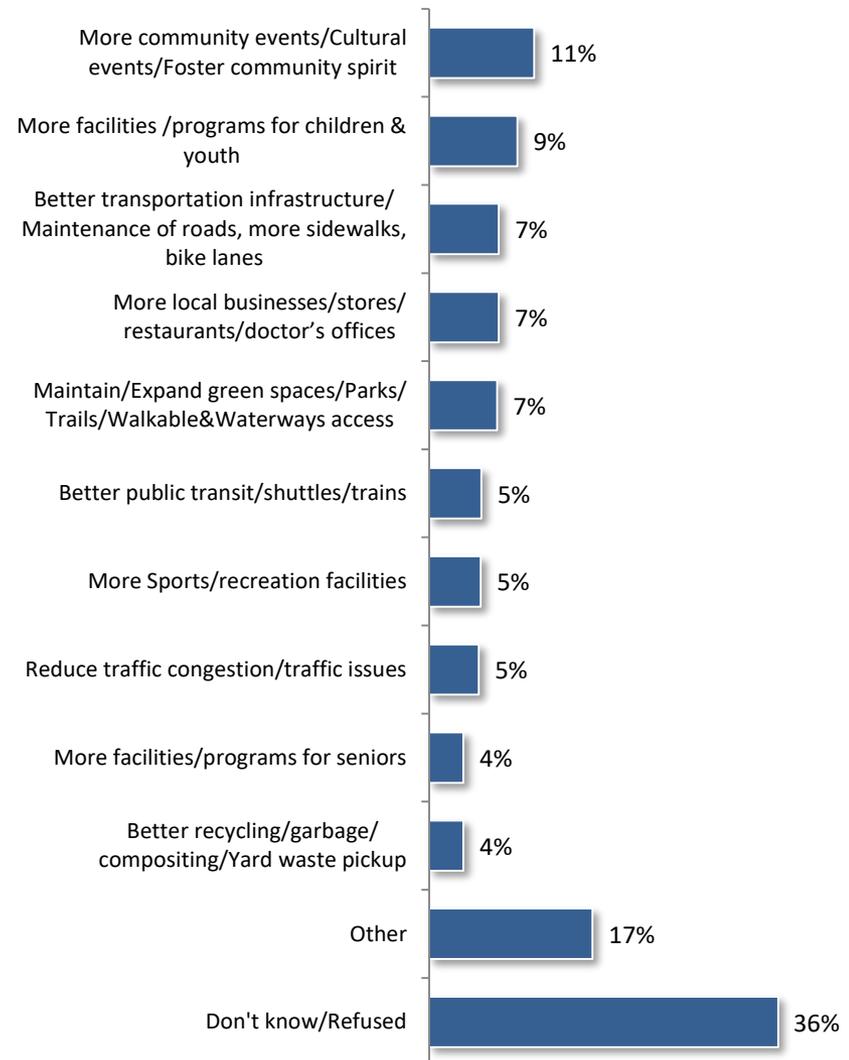
**Q20. In general, which of the following funding approaches would you prefer the Town of View Royal use to fund future large projects?**



*Base: All respondents (n=401)*

- The top activities and services residents would like the Town of View Royal to offer to make the area more liveable are ‘more community events/cultural events/foster community spirit’ (11% mentioning) and ‘more facilities/programs for children & youth’ (9% mentioning).
- Other services, programs or activities mentioned include ‘Better transportation infrastructure/ maintenance of roads, more sidewalks, bike lanes’, ‘more local businesses/ stores/restaurants/doctor’s offices’ and ‘maintain/expand green spaces/parks/ trails/walkable and waterways access,’ each mentioned by 7% of Town residents.
- Over one-third of residents (36%) do not know what other services, programs or activities the Town of View Royal could offer to make the Town more liveable for them.

**Q21. What services, programs or activities would you like the Town of View Royal to offer that would make the Town more liveable for you?  
(Open-ended question)**

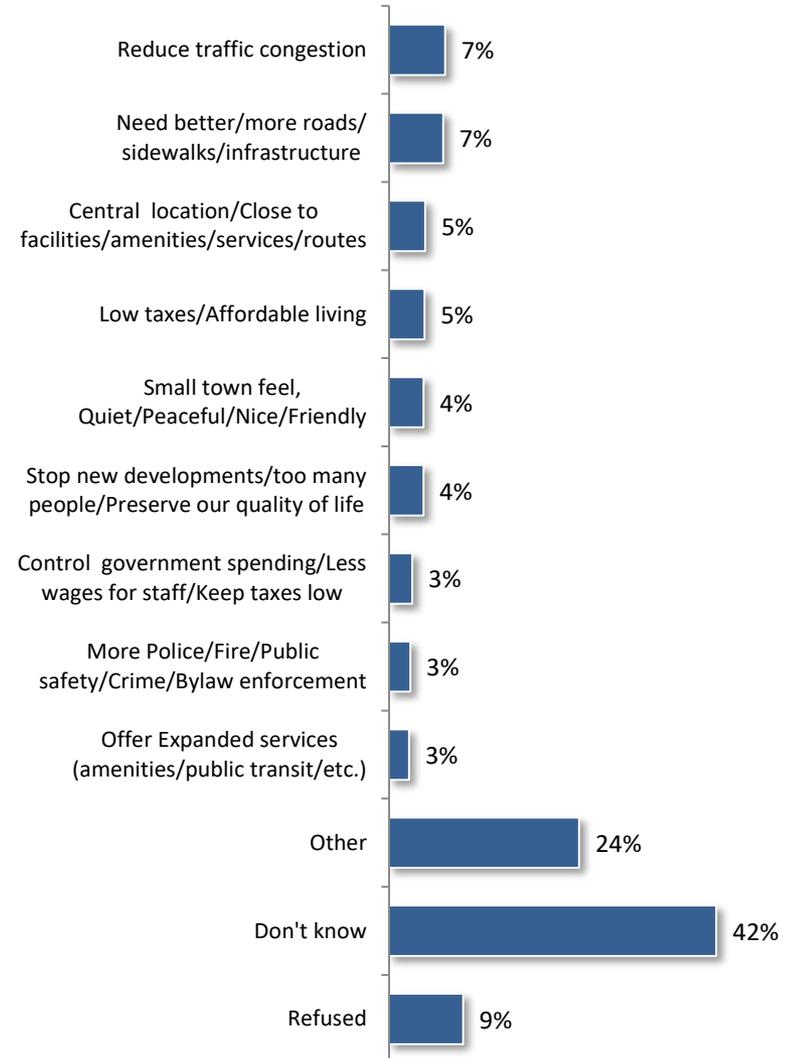


Base: All respondents (n=401)

Note: Multiple mentions permitted; only those mentioned by >3% shown

- Among additional comments residents made about the Town of View Royal referred to 'Reduce traffic congestion' and 'Need better/more roads/sidewalks/infrastructure'.
- As well, there are mentions of the Town's 'Central location/Close to facilities/amenities/services/routes' and having 'Low taxes/Affordable living'.

**Q22. And finally, do you have any further comments you'd like to add about the Town of View Royal? Please feel free to share any thoughts you may have on current services offered, as well as the future of the Town? (Open-ended question)**



Base: All respondents (n=401)

Note: Multiple mentions permitted; only those mentioned by >=3% shown

# Results

## *Key Driver Analysis on the Satisfaction with the Overall Services Provided by the Town*

# Influencers on Overall Satisfaction with the Town's Services

**Key Driver Analysis** allows for the identification of particular aspects of the Town's services that are having a greater impact on or drive resident's overall satisfaction with the level and quality of services provided by the Town of View Royal. NRG constructed and ran a regression analysis using the survey data from the Community Satisfaction Survey. The Key Driver Analysis reveals the strength of the relationship between the specific aspects (independent variables) and the key measure or metric (*Overall satisfaction with the level and quality of services provided by the Town of View Royal*, the dependent variable).

The following variables were used:

**Dependent variable:**

**Satisfaction with the overall level and quality of services provided by the Town of View Royal (Q4)**

**Independent variables:**

**Satisfaction with specific services provided by the Town of View Royal (Q5)**

**Methodology:** Each of the service aspects' average satisfaction scores are calculated and then outlaid with its relative and derived importance on the satisfaction with the overall level and quality of services provided by the Town of View Royal. The importance scores are derived from a regression analysis taking the standardized coefficients. The coefficients are then mean centered and normalized to produce the coordinates for the importance scale (X-axis). The same method is used for the average satisfaction scores of each service aspect to produce the coordinates for the performance scale (Y-axis). Quadrants are set by establishing the average performance rating and derived importance scores across all of the service aspects that were rated. Therefore, this analysis provides a relative comparison of which areas to focus on to either improve or maintain.

The key driver analysis was run on 146 responses that were valid. These were the responses that provided a valid answer to all service aspect questions. As the key driver analysis relies on the relativity and comparison of the importance of all service aspects, we decided to run the analysis only on these 146 responses. (For example for Q5H: the Town website, 172 residents indicated that this was not applicable to them making comparison of this particular service aspect for these individuals to the other aspects not possible). A follow-up analysis was done where the entire data set was imputed and plausible values drawn from a distribution stemming from each missing data point was substituted into these missing values. These plausible values are estimations of the possible data values and the analysis was again run, taking every response into consideration. The results in terms of the order of significance or relative importance of the service aspects were the same as the previous analysis with 146 responses. This further confirms the validity and confidence of the model used in terms of measuring the relative impact of each service aspect.

The regression model built for this key driver analysis yielded an R Squared of 0.59 – meaning that 59% of the variation in the overall satisfaction scores can be explained by the service aspects. That level of R Squared score suggests a substantial amount of variance being explained by the regression model which indicates that the model is a good fit.

The four quadrants of the key driver analysis are divided into the following:

**Reinforce:** High importance; high performance (upper right quadrant)

- Perceptions of the Town of View Royal's service on these aspects performs well and is deemed as critical to residents' overall satisfaction with the level and quality of services provided by the Town. These are the core strengths and it is critical to ensure these service aspects are maintained or strengthen its position.

**Focus:** High importance; low performance (lower right quadrant)

- These critical service aspects are perceived to be performing not as well relatively speaking and they should be given the highest priority and focus. These can be considered core weaknesses and it is critical to improve and strengthen these service aspects.

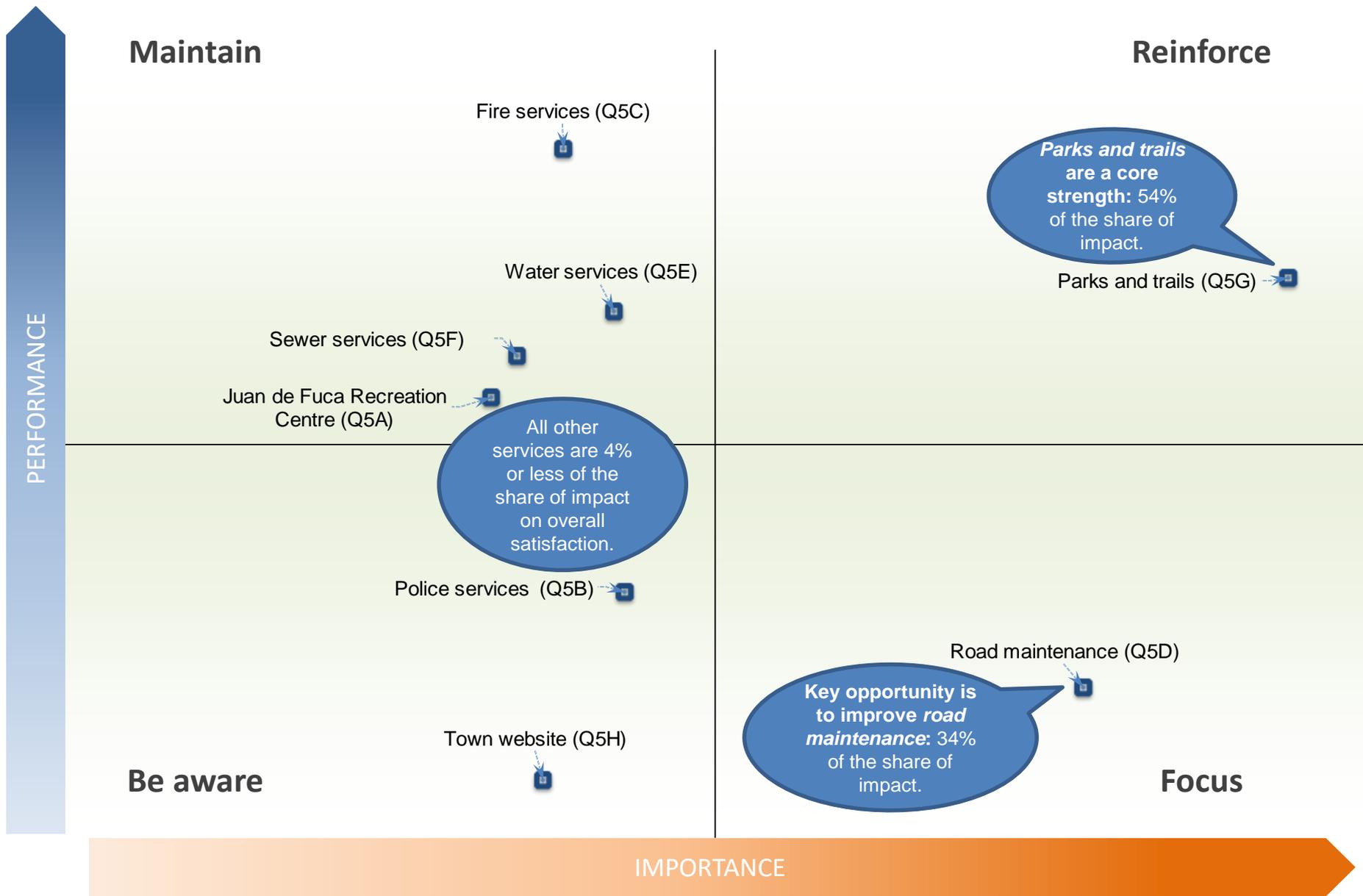
**Maintain:** Low importance; high performance (upper left quadrant)

- These service aspects are found to have a relatively weaker impact on residents' overall satisfaction with the level and quality of services provided by the Town. However, they are relatively well regarded by residents and should be, at a minimum, maintained.

**Be aware:** Low importance; low performance (lower left quadrant)

- While residents perceive these service aspects as not performing as well, they also do not significantly impact their overall satisfaction with the level and quality of services provided by the Town of View Royal. Thus, they should not be a priority or focus for any action at this time.

# Quadrant Chart: Service Aspects as Key Drivers of Overall Satisfaction



# Quadrant Chart: Category Breakdown

## **Reinforce:**

This is a core strength residents perceive about the level and quality of service provided by the Town of View Royal and it is critical to ensure the performance level of this service aspect is maintained. Continue to reinforce and strengthen this core service aspect as it is a source of success. There is only one service aspect that falls into this quadrant:

- Parks and trails: this has 54% of the share of impact on overall satisfaction with View Royal services.

## **Focus:**

This is an area that residents perceive is not performing as well in terms of the level and quality of service provided by the Town of View Royal and it is important to focus on it to improve overall satisfaction. The service aspect in this quadrant is a key opportunity and key driver of residents' overall satisfaction, and should be given the highest priority.

There is only one service aspect in this quadrant:

- Road maintenance: this has 34% of the share of impact on overall satisfaction with View Royal services.

## **Maintain:**

These aspects are found to not have a significant impact on the overall satisfaction of the level and quality of services provided by the Town, but they are perceived to be performing relatively well by residents. The performance level of these service aspects should be at a minimum maintained. The service aspects that fall into this quadrant are:

- Water services
- Fire services
- Sewer services
- Juan de Fuca Recreation Centre

In particular, focus and attention should be given to *Water services* as this aspect is relatively higher in importance than the other service aspects in this quadrant. It is important to continue to maintain the performance level of this service aspect.

## **Be aware:**

These service aspects should not be a priority for action at this time. However, we would advise monitoring these aspects in case they become more important in the future. The service aspects that fall into this quadrant are:

- Police services
- Town website

Of note, *Police services* is relatively high on the importance spectrum compared to all the other service aspects so if time and resources allow, focus can be allocated to maintain or improve the performance of this aspect.

# Appendix

## *Demographics*

# Appendix – Demographics

	Weighted %	Unweighted %
<b>Age</b>		
18-34	22%	2%
35-54	36%	19%
55+	42%	79%
<b>Gender</b>		
Male	48%	40%
Female	52%	60%
<b>Household Income</b>		
Under \$30,000	3%	5%
\$30,000 to < \$60,000	13%	23%
\$60,000 to < \$90,000	19%	19%
\$90,000 to < \$120,000	21%	15%
\$120,000 to < \$150,000	11%	7%
\$150,000 or more	17%	11%
Don't know/Refused	15%	19%

	Weighted %	Unweighted %
<b>Number of People in Household</b>		
1	9%	16%
2	35%	53%
3+	55%	29%
Refused	1%	1%
<b>Children in Household</b>		
Yes	33%	16%
No	66%	83%
Refused	1%	1%
<b>Home Ownership</b>		
Own	84%	88%
Rent	16%	11%
Refused	1%	1%

Base: All respondents (n=401)

# Appendix – Demographics

	Weighted %	Unweighted %
<b>Employment Status</b>		
Employed full-time	44%	26%
Self-employed	7%	7%
Employed part-time	5%	4%
Retired	35%	59%
Student	6%	1%
Not currently working	1%	1%
Other/Refused	1%	1%
<b>Occupation (among employed - n=153)</b>		
Public sector/ Government employee	28%	29%
Professional or managerial role	22%	25%
Technical or trades role	21%	12%
Teaching or health care role	14%	16%
Service, retail, or tourism	10%	10%
Other	5%	8%

	Weighted %	Unweighted %
<b>Education</b>		
Some high school	3%	3%
Graduated high school	17%	20%
Some college or university	30%	23%
Graduated college or university	36%	34%
Post-graduate	13%	17%
Refused	1%	2%
<b>Years Lived in Town of View Royal</b>		
Less than 10 years	30%	26%
10 to less than 20 years	37%	33%
20 to less than 30 years	14%	20%
30 years and over	17%	20%
Don't know/ Refused	<1%	<1%

Base: All respondents (n=401)

# Appendix

## *Telephone Survey*

Town of View Royal  
Community Satisfaction Survey  
CATI Questionnaire – Final  
February 1, 2019 (Revisions Feb. 11)

## INTRO

Hello, my name is \_\_\_\_\_ and I'm calling from NRG Research Group, on behalf of the Town of View Royal.

Tonight/today we are conducting a survey of View Royal residents about their satisfaction with the services provided by the Town, as well as thoughts about some issues that may be under consideration by the Town.

For this survey, may I please speak to someone in your household who is 18 years of age or older? [PRE-SCREEN FOR UNDER 35]

As a thank-you for your time and input, we are offering a draw for a chance to win a grand prize of one of two \$500 VISA gift cards or one of five secondary prizes of \$50 VISA gift cards. You can enter your name into the draw at the end of the survey.

[IF NEEDED:] You may have heard about this survey through the newspaper, radio, or social media. It is important that we hear from as many residents of the Town as possible on this survey, as the Town really values your feedback and input.

[IF NEEDED:] Your household has been randomly dialed to participate in the study and we assure you that all information you provide will be kept completely anonymous and confidential.

[IF NECESSARY, ADD: Depending on your responses, the survey will take about 12 to 15 minutes to complete.]

[REINTRODUCE IF NEEDED] May I begin the interview now? Thank you.

## SCREENER SECTION

[ASK S1A IF SOFT REFUSAL ONLY; IF AGREE TO PARTICIPATE SKIP TO S2]

S1a. You can also complete the survey online if that works better for you. Would you be interested in this option? [IF NEEDED: This involves us sending you an email with a survey link in it. This would allow you to complete the survey at your convenience. This option will take about 10-12 minutes in total, but it does not need to be completed all at once.]

1. Yes => GO TO S1b
2. No => / Thank and terminate.
99. [DNR] Don't know/Refused => / Thank and terminate.

[ASK S1B THROUGH S1D IF AGREE TO ONLINE OPTION]

S1b. Great, thanks. I just have a couple of quick questions to make sure that you're eligible for the study before we collect your email address. Do you reside in the Town of View Royal?

[IF NEEDED: This would encompass the area bordered by the City of Colwood, Township of Esquimalt, Esquimalt Nation, the District of Saanich and Songhees Nation. [DO NOT READ LIST; INTERVIEWER: PROBE IF RESPONDENT MENTIONS THE NAME OF ANOTHER MUNICIPALITY]

1. Yes => CONTINUE TO S1c
2. No => / Thank and terminate.
99. [DNR] Don't know/Refused => / Thank and terminate.

S1c. And do you or anyone in your household work for the Town of View Royal (including Town employees, volunteer firefighters, elected officials for the Town), in marketing research or in media? [IF NEEDED: such as radio or TV, newspaper, magazine or online news source] [DO NOT READ LIST]

1. Yes => / Thank and terminate.
2. No => CONTINUE TO S1d
99. [DNR] Don't know/Refused => / Thank and terminate.

S1d. In order for you to complete the survey online, I will need your email address to send you a link to the survey. Can you please give me your email address?

Record email address \_\_\_\_\_; Great, thank you. We will send you an email with the survey link within the next few business days.

[DNR] Don't know/Refused => THANK AND TERMINATE "Thank you, those are all our questions for today."

QSEX Gender [From sound of voice; DO NOT ASK – Watch quotas]

1. Male
2. Female

[CONTINUE FROM S2 IF AGREE TO PARTICIPATE BY PHONE]

S2. First, do you reside in the Town of View Royal?

[IF NEEDED: This would encompass the area bordered by the City of Colwood, Township of Esquimalt, Esquimalt Nation, the District of Saanich and Songhees Nation. [INTERVIEWER: PROBE IF RESPONDENT MENTIONS THE NAME OF ANOTHER MUNICIPALITY]

1. Yes => CONTINUE TO S3
2. No => / Thank and terminate.
99. [DNR] Don't know/Refused => / Thank and terminate.

S3. And do you or anyone in your household work for the Town of View Royal (including Town employees, volunteer firefighters, elected officials for the Town), in marketing research or in media? [IF NEEDED: such as radio or TV, newspaper, magazine or an online news source] [DO NOT READ LIST]

1. Yes => / Thank and terminate.
2. No => CONTINUE TO S4
99. [DNR] Don't know/Refused => / Thank and terminate.

S5. For classification purposes, can you please tell me your year of birth? [WATCH QUOTAS]

[RECORD YEAR; RANGE 1900 to 2001]

98. [DNR] Don't Know =>GO TO S5a
99. [DNR] Refused =>GO TO S5a

AGECALC. Calculate age based on YOB.

S5a. [ASK ONLY IF AGECALC CANNOT BE CALCULATED] Could you tell me if you are... [READ LIST]

1. 18 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 to 74
7. Or 75 years or older?
98. [DNR] DON'T KNOW
99. [DNR] REFUSED

3

## ISSUES AGENDA AND CURRENT SERVICE LEVELS

Q1a/b. In your view, as a resident of the Town of View Royal, what is the most important issue facing your community; that is, the one issue you feel should receive the greatest attention from your local leaders? [RECORD FIRST ISSUE] Are there any other important local issues? [RECORD SECOND ISSUE; DNRL]

[RECORD FIRST AND SECOND VERBATIM SEPARATELY]

96. [DNR] None
98. [DNR] Don't know
99. [DNR] Refused

Q2. How would you rate the overall quality of life in the Town of View Royal today? [READ LIST]

4. Very good
3. Good
2. Poor
1. Very poor
98. [DNR] Don't know
99. [DNR] Refused

[ASK IF Q2=3 OR 4]

Q3a. Why do you say the overall quality of life in the Town of View Royal is [good/very good]?

- [RECORD VERBATIM]
98. [DNR] Don't know
  99. [DNR] Refused

[ASK IF Q2=1 OR 2]

Q3b. Why do you say the overall quality of life in the Town of View Royal is [poor/very poor]?

- [RECORD VERBATIM]
98. [DNR] Don't know
  99. [DNR] Refused

Q4. How satisfied are you with the overall level and quality of services provided by the Town of View Royal?

Would you say... [READ LIST]

5. Very satisfied
4. Somewhat satisfied
3. Neither satisfied nor dissatisfied
2. Not very satisfied
1. Not at all satisfied
98. [DNR] Don't know
99. [DNR] Refused

4

Q5. Please tell me how satisfied you are with each of the following services provided by the Town of View Royal. If you have no experience with a particular service, simply say "not applicable" and I'll move on to the next item. The first is... [READ RESPONSE OPTIONS FOR FIRST ONE, AND REPEAT AS NEEDED TO CLARIFY]

[ROWS; RANDOMIZE]

- a) Juan de Fuca Recreation Centre
- b) Police services
- c) Fire services
- d) Road maintenance
- e) Water services
- f) Sewer services
- g) Parks and trails
- h) Town website

[COLUMNS]

5. Very satisfied
4. Somewhat satisfied
3. Neither satisfied nor dissatisfied
2. Not very satisfied
1. Not at all satisfied
96. [DNR] Not applicable
98. [DNR] Don't know
99. [DNR] Refused

Q6. Thinking about all the programs and services you receive from the Town of View Royal, would you say that overall you get good value or poor value for your tax dollars? [AS NEEDED: Is that very or fairly (good/poor)]? [IF NECESSARY: If you rent your current place of residence and don't pay taxes directly to the Town, please keep in mind that these taxes are still reflected in the rent that you pay to your property owner.]

5. Very good value
4. Fairly good value
3. Neither good value nor poor value
2. Fairly poor value
1. Very poor value
98. [DNR] Don't know
99. [DNR] Refused

Q7. Changing topics slightly, have you personally contacted or dealt with a Town of View Royal employee within the past year? [DO NOT READ LIST]

1. Yes
2. No
98. [DNR] Don't recall
99. [DNR] Refused

5

[ASK Q8 AND Q9 IF YES IN Q7]

For the next few questions, please think about the last time you contacted or dealt with the Town of View Royal.

Q8. How did this contact occur? Was it... [READ LIST – IF MENTION MORE THAN ONE TYPE ASK WHICH WAS THE MOST DOMINANT TYPE OF CONTACT] [SINGLE MENTION]

1. Telephone
2. Mail
3. In-person
4. Email
5. Social media (IF NEEDED: Twitter, Facebook, etc.)
6. Town meeting (IF NEEDED: Council meeting, advisory committee, etc.)
7. Open house/public consultation
95. [DNR] Other [specify]
98. [DNR] Don't know
99. [DNR] Refused

Q9. How satisfied are you with the [INSERT ITEM]? Would you say (READ SCALE)? And how satisfied are you with [INSERT ITEM]? [REPEAT SCALE IF NECESSARY]

[ROWS; RANDOMIZE BUT ANCHOR OVERALL SERVICE AT TOP]

- a) Overall service you received
- b) Staff's knowledge
- c) Staff's helpfulness
- d) Staff's ability to resolve your issue
- e) Staff's courteousness
- f) Speed and timeliness of service
- g) Ease of reaching staff

[COLUMNS]

5. Very satisfied
4. Somewhat satisfied
3. Neither satisfied nor dissatisfied
2. Not very satisfied
1. Not at all satisfied
98. [DNR] Don't know
99. [DNR] Refused

Q10. In your opinion, do you currently receive too much, too little, or just the right amount of information from the Town of View Royal? [DO NOT READ LIST]

1. Too much
2. Just the right amount
3. Too little
98. [DNR] Don't know
99. [DNR] Refused

6

Q11. Thinking about your information needs, what kinds of information do you want the Town of View Royal to provide you with? [RANDOMIZE LIST; READ OPTIONS 1-7; SELECT ALL THAT APPLY]

1. Financial/ Budget
2. Taxes
3. Parks and recreation programs and events
4. Council meetings
5. Land development proposals
6. Upcoming events
7. Community planning
95. [DNR] Other (Specify) \_\_\_\_\_
98. [DNR] Don't know
99. [DNR] Refused

Q12. If you were looking for information on the Town of View Royal, what sources would you use to find this information? [DO NOT READ LIST EXCEPT TO CLARIFY; SELECT ALL THAT APPLY]

1. Call the Town of View Royal directly/speak with staff
2. The Town of View Royal's Website
3. Search the Internet/Google
4. Social media
5. The local newspaper
6. Local radio stations
7. Word of mouth/ family and friends
95. Other (Specify) \_\_\_\_\_
98. [DNR] Don't know
99. [DNR] Refused

Q13. Of the following options, how would you most prefer to be contacted by the Town of View Royal in the future? [READ LIST]

1. Telephone
2. Email
3. Mail
4. Social media (e.g., Facebook/Twitter)
95. [DNR] Other (Specify) \_\_\_\_\_
98. [DNR] Don't know
99. [DNR] Refused

Q14. How satisfied are you with your opportunities to engage with the Town of View Royal on matters regarding land use, community and strategic planning? Would you say you are... [READ LIST]

5. Very satisfied
4. Somewhat satisfied
3. Neither satisfied nor dissatisfied
2. Not very satisfied
1. Not at all satisfied
98. [DNR] Don't know
99. [DNR] Refused

7

Q15. Occasionally, the Town of View Royal requires the assistance of volunteers to help with community events. How satisfied are you with your opportunities to volunteer for these Town events? Would you say you are... [READ LIST]

5. Very satisfied
4. Somewhat satisfied
3. Neither satisfied nor dissatisfied
2. Not very satisfied
1. Not at all satisfied
97. [DNR] Not applicable
98. [DNR] Don't know
99. [DNR] Refused

## PLANNING FOR THE FUTURE

Now, let's turn to potential future directions and priorities for the Town of View Royal.

Q16. Please rate your agreement with each of the following statements about the Town of View Royal. The first is [INSERT ITEM]. Would you say you... [READ SCALE]

The next statement is [INSERT NEXT ITEM]. [IF NEEDED, REPEAT SCALE]

[ROWS - RANDOMIZE]

- a) Traffic congestion is a problem within View Royal
- b) It is difficult to find parking in commercial areas in View Royal
- c) The Town should focus on preserving heritage buildings
- d) The Town should continue to prioritize neighbourhood traffic over regional commuter traffic
- e) I can walk to a park from my home
- f) I can walk or bike to access local services
- g) The Town should focus on attracting more jobs to the Town
- h) More affordable housing is needed in View Royal
- i) The Town should focus on community action around climate change

[COLUMNS]

5. Strongly agree
4. Somewhat agree
3. Neither agree nor disagree
2. Somewhat disagree
1. Strongly disagree
98. [DNR] Don't know
99. [DNR] Refused

8

Q17. In your view, as a resident of View Royal, what is the most important issue facing your community? That is, the one issue you feel should receive the greatest attention from your local leaders? [RECORD FIRST ISSUE] Are there any other important local issues? [RECORD UP TO TWO ADDITIONAL ISSUES]

[RECORD UP TO THREE VERBATIM RESPONSES SEPARATELY]

[RECORD VERBATIM]

- 97. [DNR] None/Nothing
- 98. [DNR] Don't know
- 99. [DNR] Refused

Property taxes are the primary way to pay for municipal services. With increasing costs of services, the Town must balance taxation and service delivery levels.

Q18. When thinking about current service levels and property taxes, which one of the following approaches would you most prefer the Town to take? [READ LIST – RANDOMIZE ORDER OF 1-3]

- 1. Increase taxes - to maintain services at current levels
- 2. Cut services - to maintain current tax levels
- 3. Cut services - to reduce taxes

- 96. [DNR] None of these
- 98. [DNR] Don't know
- 99. [DNR] Refused

Q19. Beyond the Town's current service levels, in thinking about enhanced or expanded services or future projects, which of the following options would you most support? [READ LIST – RANDOMIZE ORDER OF 1-3]

- 1. Increase taxes - to enhance or expand services
- 2. Increase taxes – to enhance or expand services as well as contribute to reserve funds for future projects
- 3. Increase taxes – to maintain services at current levels as well as contribute to reserve funds for future projects

- 96. [DNR] None of these
- 98. [DNR] Don't know
- 99. [DNR] Refused

Q20. In general, which of the following funding approaches would you prefer the Town of View Royal use to fund future large projects? Would you rather they borrow funds, put aside funds in a savings account until sufficient funds are available to undertake the project, or raise taxes to meet the immediate demand?

- 1. Borrow funds
- 2. Put aside funds each year
- 3. Raise taxes to meet immediate demand
- 4. [DO NOT READ] Combination

- 95. [DO NOT READ] Other (specify)
- 98. [DNR] Don't know
- 99. [DNR] Refused

Q21. What services, programs or activities would you like the Town of View Royal to offer that would make the Town more liveable for you? Please be as specific as possible.

[RECORD VERBATIM]

- 97. [DNR] None/Nothing
- 98. [DNR] Don't know
- 99. [DNR] Refused

9

Q22. And finally, do you have any further comments you'd like to add about the Town of View Royal? Please feel free to share any thoughts you may have on current services offered, as well as the future of the Town.

[RECORD VERBATIM]

- 97. [DNR] None/Nothing
- 98. [DNR] Don't know
- 99. [DNR] Refused

## DEMOGRAPHICS

We have just a few more questions to go for statistical purposes only. Thank you so much for your responses so far.

D1. How many people, including yourself, live in your household?

[RECORD NUMBER] [RANGE 1-19]

- 98. [DNR] Don't know
- 99. [DNR] Refused

D2. Do you own or rent your current place of residence?

- 1. Own
- 2. Rent
- 99. [DNR] Refused

D3. Can you please provide me with your postal code? (IF NECESSARY, ADD: I assure you that this information will remain completely confidential. We only use it for classification purposes.)

(INTERVIEWER NOTE: Try to get the full 6-digit postal code. If necessary, we will accept only the first 3 digits.)

[RECORD POSTAL CODE]

- 98. [DNR] Don't know
- 99. [DNR] Refused

D4. How many years have you lived in the Town of View Royal? [READ LIST]

[RECORD NUMBER OF YEARS] [RANGE 0-120]

- 98. [DNR] Don't know
- 99. [DNR] Refused

D5. Do you have any children under the age of 18 living in your household?

- 1. Yes
- 2. No
- 98. [DNR] Don't know
- 99. [DNR] Refused

D6. Which of the following best describes your employment status? [READ LIST]

- 1. Self employed
- 2. Employed full-time
- 3. Employed part-time
- 4. Student
- 5. Retired
- 6. Not currently working [IF NEEDED: includes unemployed, homemaker, and on leave]
- 95. [DNR] Other – specify \_\_\_\_\_
- 99. [DNR] Refused

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[ASK IF D6=1 thru 3]

D7. Which of the following best describes your occupation? [READ LIST]

1. Public sector/ Government employee
2. Professional or managerial role
3. Teaching or health care role
4. Technical or trades role
5. Service, retail, or tourism role
95. [DNR] Other – specify \_\_\_\_\_
99. [DNR] Refused

D8. What is the highest level of education that you have achieved? [INTERVIEWER NOTE: College/University also includes trades or vocational post-secondary training]

1. Some high school
2. Graduated high school
3. Some college or university
4. Graduated college or university
5. Post-graduate
98. [DNR] Don't know
99. [DNR] Refused

D9. Which of the following categories best describes your household's approximate income for 2018? That is, the total income before taxes of all persons in your household combined? Please stop me when I've reached your category. **READ LIST.**

- Under \$30,000
- \$30,000 to less than \$60,000
- \$60,000 to less than \$90,000
- \$90,000 to less than \$120,000
- \$120,000 to less than \$150,000
- \$150,000 or more
- [DNR] Don't know
- [DNR] Refused

### Contest Entry

We would like to offer you a draw entry for our contest to win a grand prize of one of two \$500 VISA gift cards or one of five secondary prizes of \$50 VISA gift cards. Would you like to enter into the draw?

[IF YES:] May I please confirm your name (first name or initial is fine), as well as the best phone number and email address to contact you on if you're chosen as a draw winner? [OK TO LEAVE ANY FIELD BLANK IF REQUESTED]

[IF NO:] No problem, entering the draw is entirely optional.

Those are all the questions I have for you today. Thanks again for taking the time to participate in this survey and have a great day/evening.

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### Referral Request

We are looking to speak with as many residents of the Town of View Royal as possible, especially those between the ages of 18 and 34 or cell phone users. Would you be willing to refer us to another resident so we can also obtain their opinions?

Name: \_\_\_\_\_

Telephone# \_\_\_\_\_

### [IF RESPONDENT ASKS ABOUT THE RESULTS OF THIS SURVEY CAN SAY]

It is anticipated that a report on the survey will be presented to elected officials on March 12 and the information will be available on the Town's website (where the meeting agendas, including reports, are posted).

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