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Quality of Life and Financial Planning in Central Saanich

Presented by: Catherine Gunther



Presentation Outline

- ◆ Objectives and Methodology
- ◆ Detailed Findings
 - Top-of-Mind Issues
 - Quality of Life
 - Satisfaction with Services
 - Financial Planning
 - Communication

Objectives and Methodology

- ◆ Primary objective was to provide an overview of residents' satisfaction levels, needs, and priorities.
- ◆ Telephone survey conducted April 19 to 26, 2005.
- ◆ Random sample of 300 residents of the District of Central Saanich aged 18 and older.
- ◆ Margin of error: $\pm 5.7\%$, 19 times out of 20.
- ◆ Overall results are weighted to ensure the age/sex distribution reflects that of the actual population in Central Saanich according to the 2001 census data.

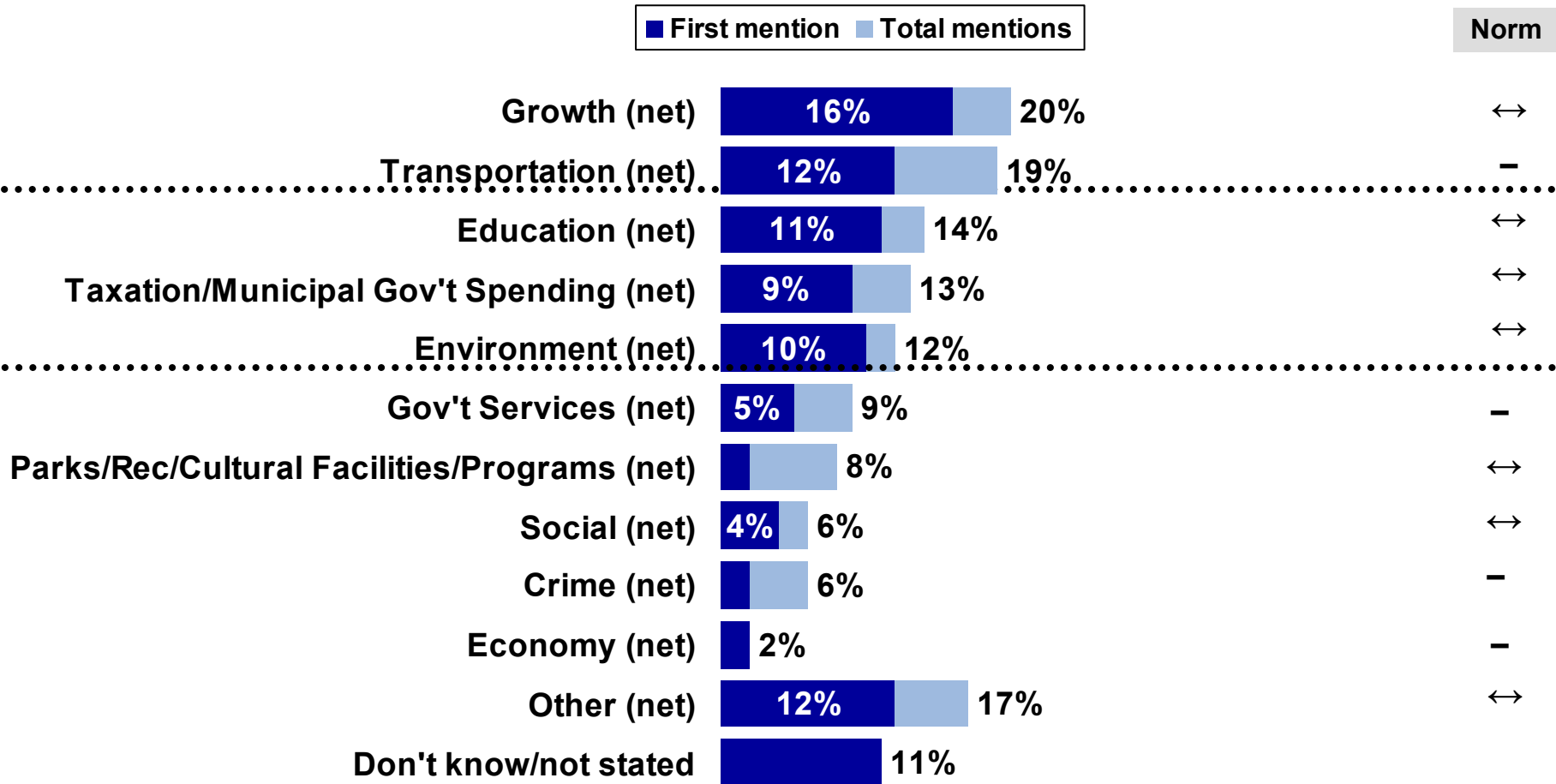
- ◆ Where appropriate, results are compared to Ipsos-Reid's database of municipal norms. Normative scoring is as follows:

Symbol	Explanation
+ +	13% or more above norm
+	7% to 12% above norm
↔	Within margin of error
-	7% to 12% below norm
- -	13% or more below norm



Growth and transportation are the leading concerns in Central Saanich – transportation tops public agenda of other municipalities

“In your view, as a resident of the District of Central Saanich, 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? Are there any other important local issues?”

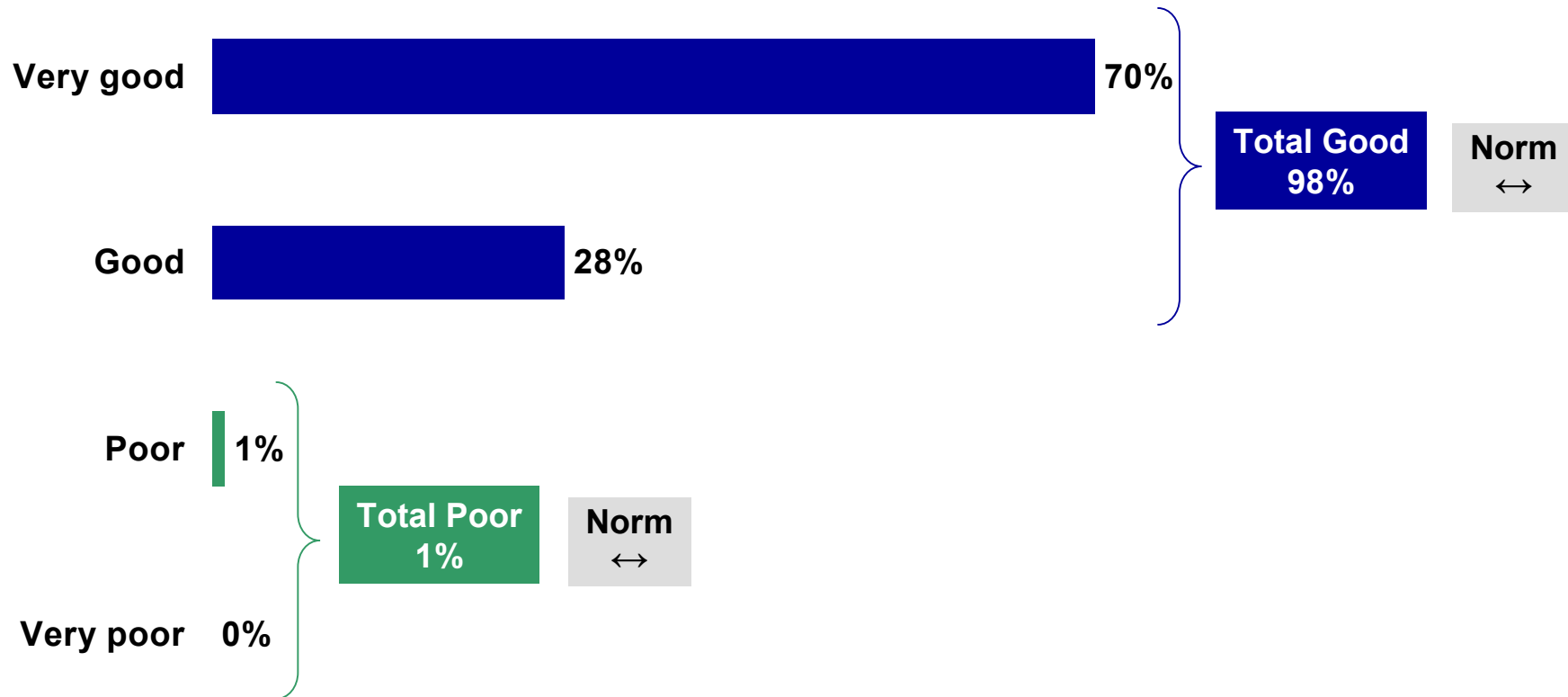


Base: All respondents (n=300)



Quality of life in Central Saanich is superb – “very good” scores far higher than is seen in other municipalities

“How would you rate the overall quality of life in the District of Central Saanich today?”

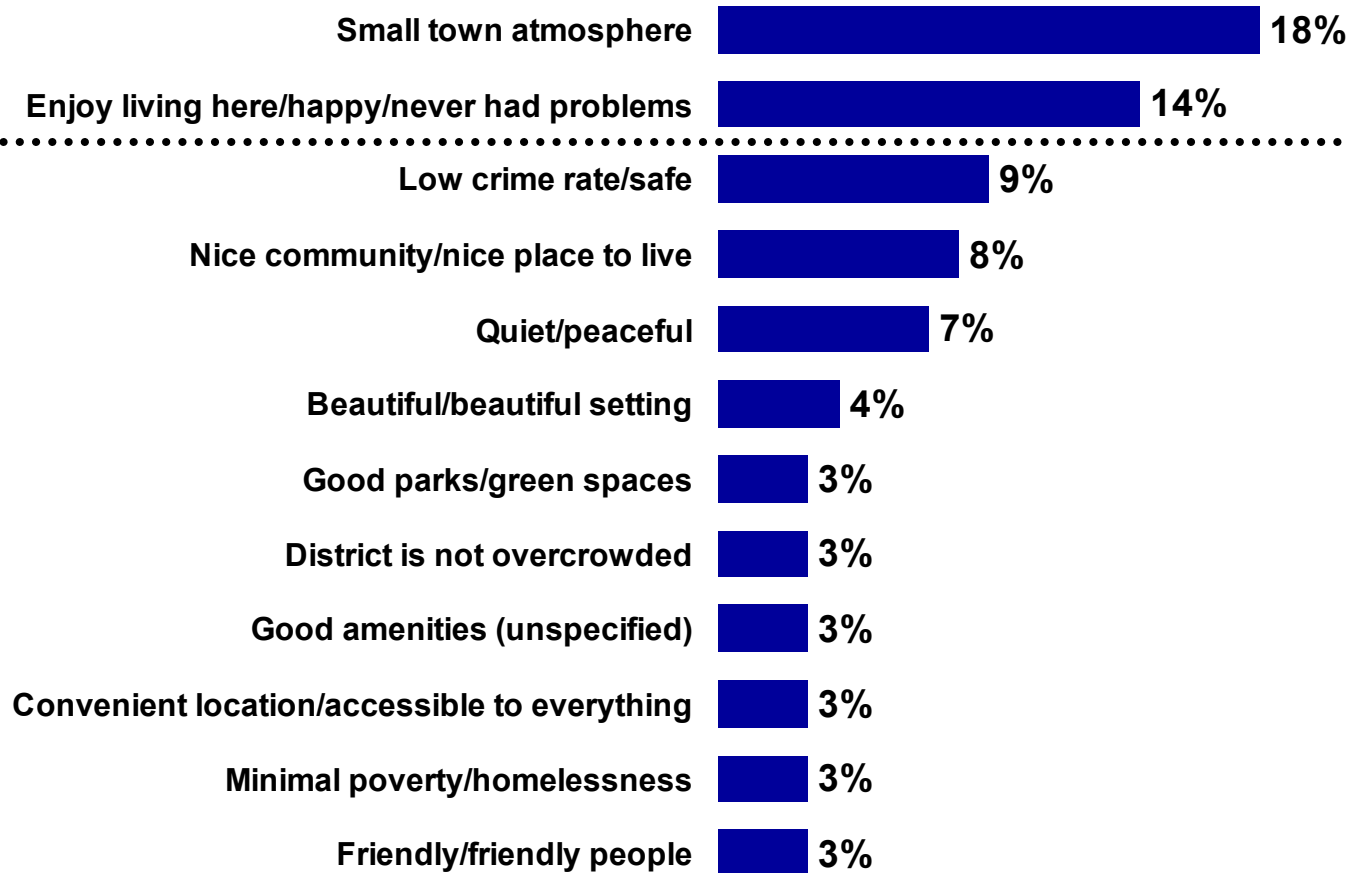


Base: All respondents (n=300)



“Small town atmosphere” and “enjoy living there” main reasons why Central Saanich offers a good quality of life

“Why do you say the overall quality of life in the District of Central Saanich today is good?”



Base: Rated overall quality of life very good/good (n=296)

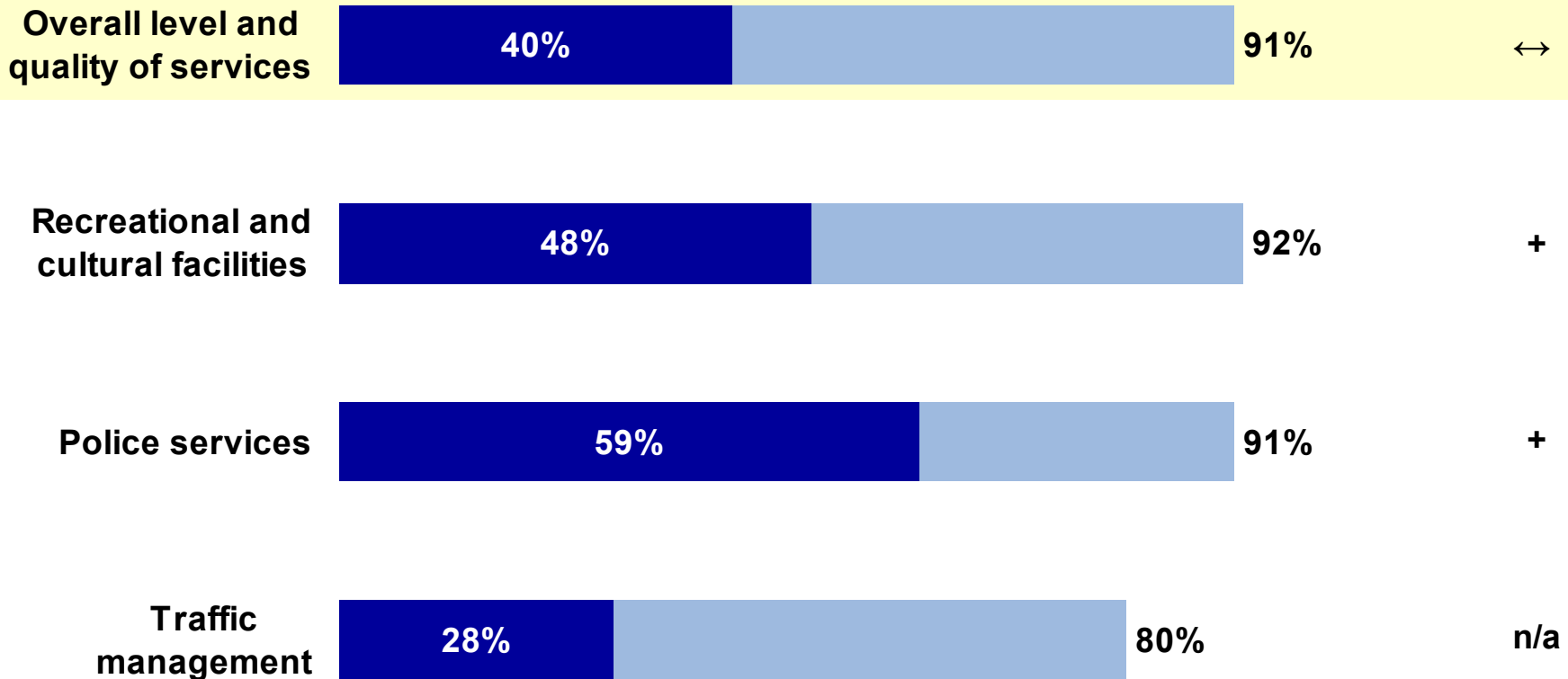


Residents highly satisfied with Central Saanich’s services – overall, on par with other municipalities

“Please tell me how satisfied you are with each of the following services provided by the District of Central Saanich. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.”

Very satisfied Somewhat satisfied

Norm

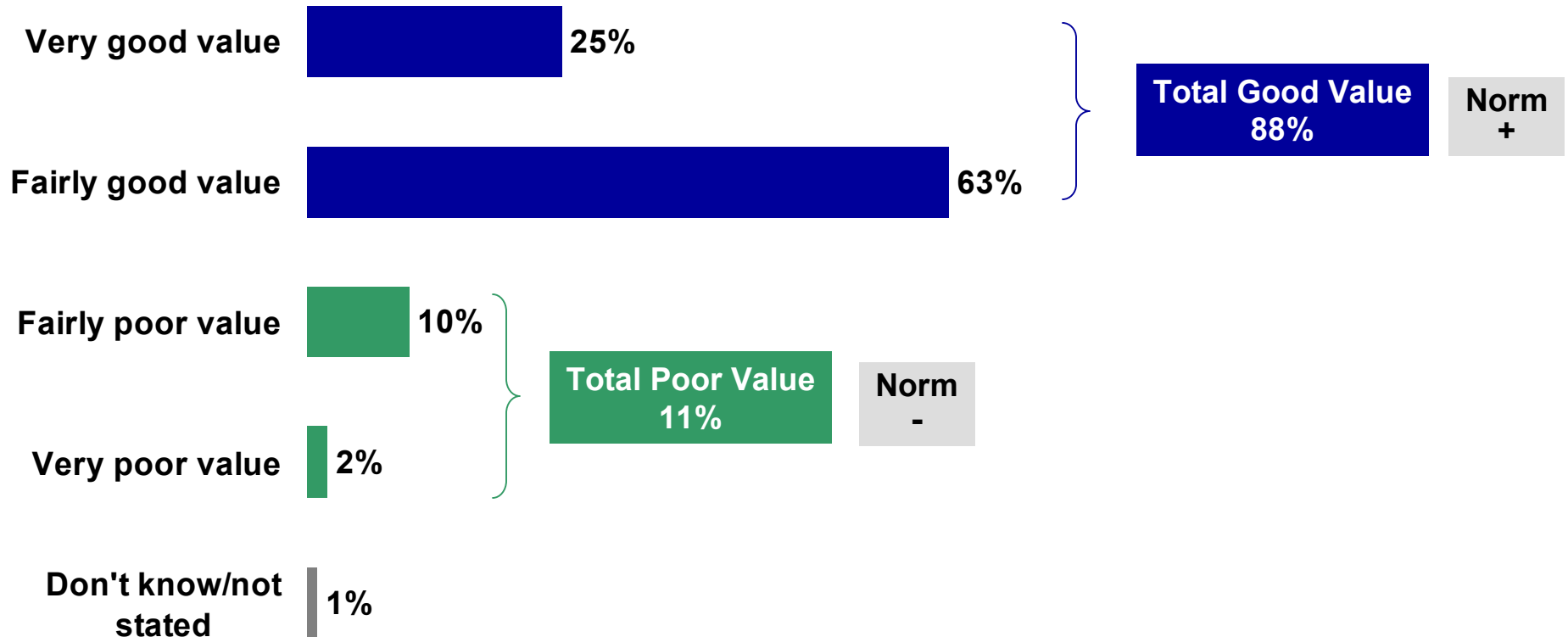


Base: All respondents (n=300)



Most residents say they receive good value for their tax dollars – better than in other municipalities

“Thinking about all the programs and services you receive from the District of Central Saanich, would you say that overall you get good value or poor value for your tax dollars? Is that very or fairly?”

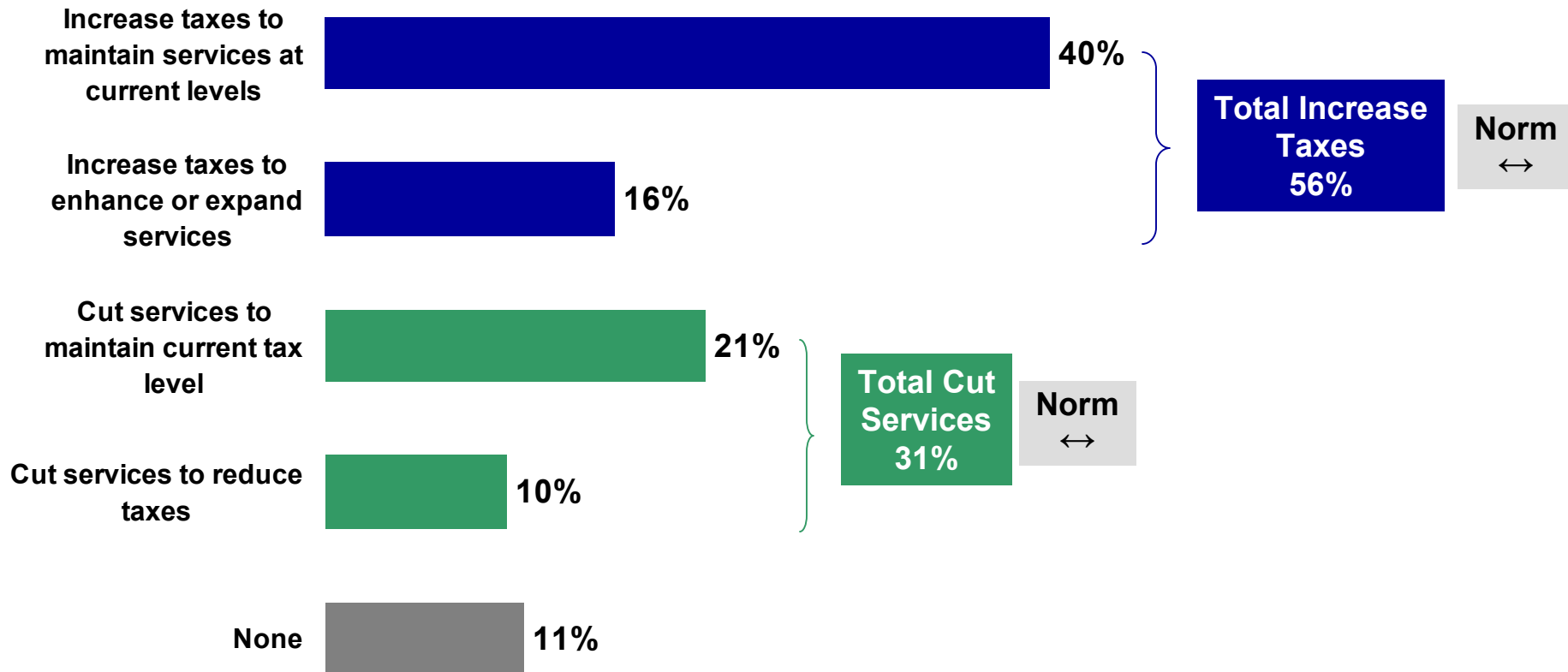


Base: All respondents (n=300)



Residents are prepared to see taxes rise to maintain levels – preferences on par with those seen in other municipalities

“Municipal property taxes are the primary way to pay for services provided by the District. Due to the increased cost of maintaining current service levels and infrastructure, the District of Central Saanich must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like pursued?”



Base: All respondents (n=300)



Highest support for corporate sponsorships – few support expanded or increased pay parking

“In addition to adjusting the property tax/service delivery balance, the District of Central Saanich has the option to generate other forms of revenue. Please tell me whether you would support or oppose using each of the following to pay for municipal services and programs.”

■ Somewhat oppose ■ Strongly oppose

■ Strongly support ■ Somewhat support

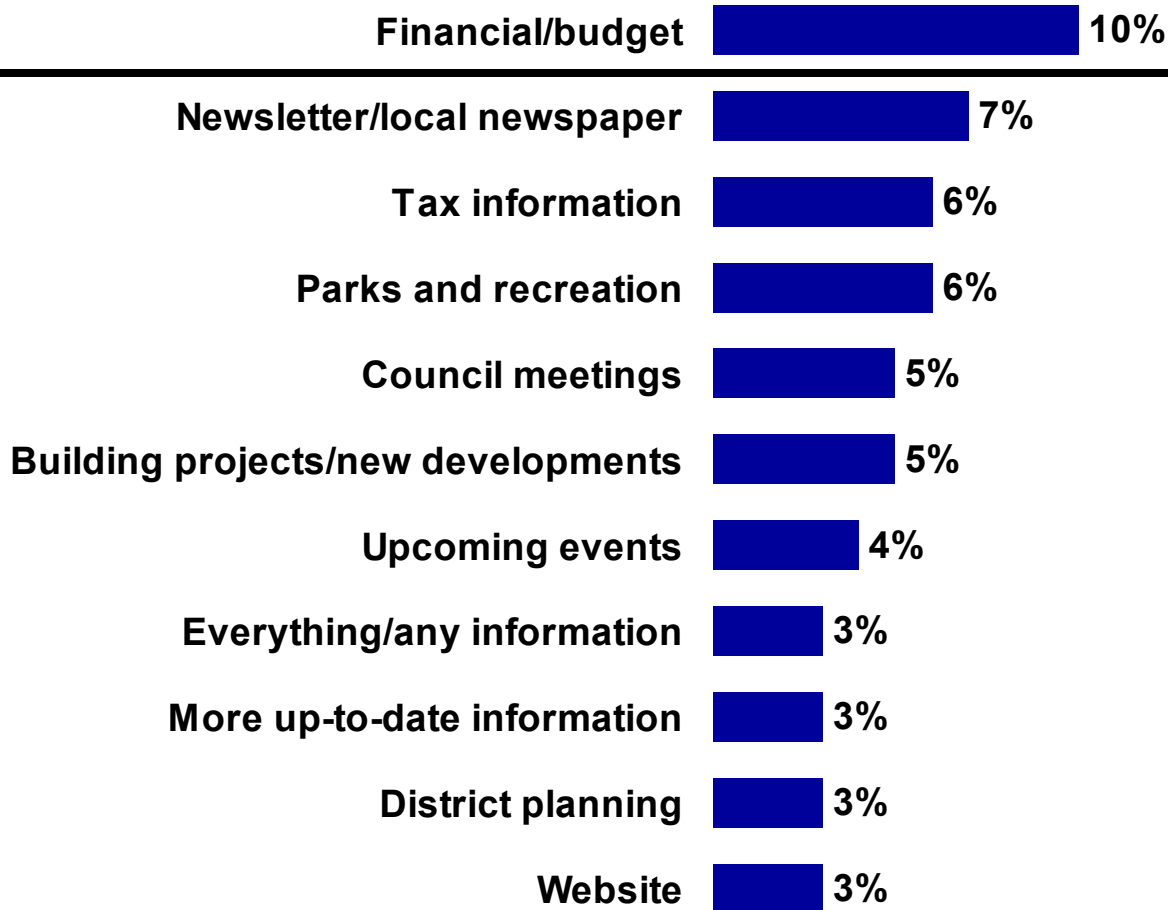


Base: All respondents (n=300)



Financial and budget information the most important

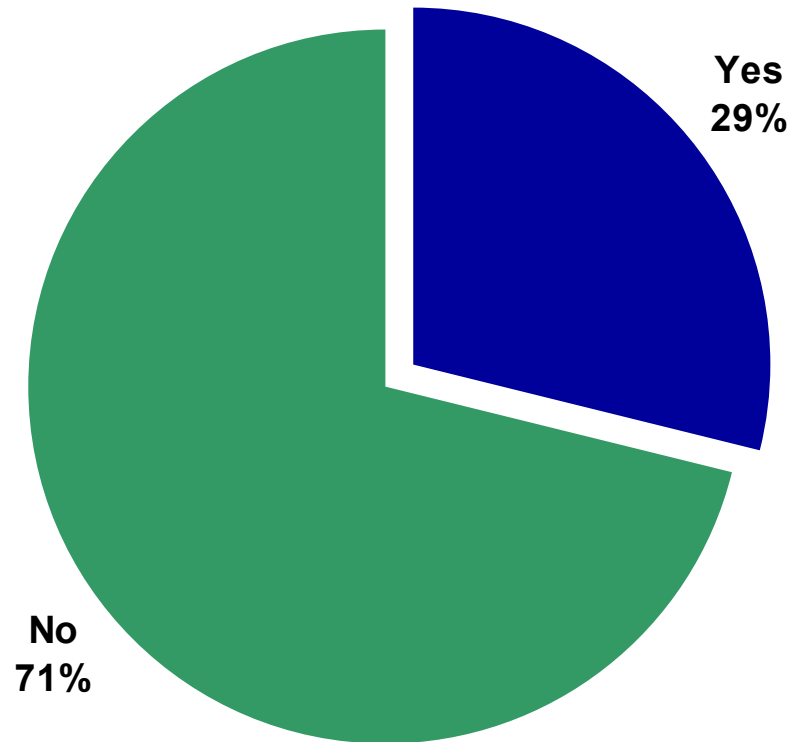
“Thinking about your information needs, what kinds of information do you want the District of Central Saanich to provide you with?”



Base: All respondents (n=300)

Majority of residents have not visited Central Saanich's website in the past year

"Have you been to the District of Central Saanich's website in the last twelve months?"



Base: All respondents (n=300)



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Questions and Answers

Demographics

	Total Respondents (n=300) %
Gender:	
Male	48
Female	52
Age:	
18 to 24	4
25 to 34	16
35 to 44	19
45 to 54	24
55 to 64	15
65+	21
<i>Mean</i>	<i>50 years</i>
Household Composition:	
Children under 18	39
No children	61

Demographics cont.

	Total Respondents (n=300) %
Residence:	
Own	88
Rent	12
Number of Years in Central Saanich:	
None	5
1 to 5	28
6 to 10	18
11 to 15	14
16 to 20	13
21 to 25	8
26 to 30	5
31+	8
<i>Mean</i>	<i>13.3 years</i>



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