

# Citizen Satisfaction Survey 2022

## Open-link (Online Survey) Report

July 2022



FORUM  
RESEARCH



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## **Respondent Profiles**

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# INTRODUCTION

## Research Objectives

**The key objectives of the 2022 Citizen Satisfaction survey are to:**

- Measure satisfaction with specific services provided by North Cowichan
- Measure the importance of specific services provided by North Cowichan
- Learn what citizens like best about living in North Cowichan
- Assess perceptions towards the quality of life in North Cowichan
- Identify the issues seen as most in need of attention from elected officials
- Determine the incidence of resident interaction with North Cowichan and satisfaction levels with those experiences
- Identify preferred methods of receiving information from North Cowichan
- Measure value for taxes / determine preferred funding options (tax increases, service cuts)
- Assess demand for new community projects, services, and facilities
- Consider the impact of COVID-19 on these services

### **Three modes of data collection**

1. The study was primarily conducted via telephone interviewing, using phone numbers for the District of North Cowichan.
2. If respondent was unable or unwilling to participate when reached by phone, they were also given the opportunity to participate through an online survey. The interviewer would collect the respondent's email address or cell phone number and a personalized link would be emailed or SMS texted to the respondent.
3. The study was also offered via an open link online survey which was distributed on the Municipality's social media / engagement platform / etc., allowing any resident to complete the survey even if they are not sampled, in parallel with the telephone survey.

### **Notes on Sampling**

- Results from mode 1 and 2 are shared in a separate report; these are considered to be collected via random sampling and are therefore appropriate for statistical analysis.
- Open link results are shown in this report. These results should be considered directional as they were not collected via random sampling and thus may not be representative.

# INTRODUCTION

## Methodology

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**Method**

CAWI (Computer Aided Web Interview)

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**Criteria for Participation**

- Residents of North Cowichan who are 18 years of age or older
  - None of the household members works for the Municipality of North Cowichan, or in marketing research or in media
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**Sample Size**

n = 140

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**Average Length**

16.9 min

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**Fieldwork Dates**

Jun 22 – Jul 12, 2022

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# INTRODUCTION

## Interpreting this report

### **TOP2 / BTM2**

Top 2 (TOP2) / Top 4 (TOP4) and Bottom 2 (BTM2) / Bottom 4 (BTM4) reference the collected TOP2 positive and BTM2 negative or TOP4 positive and BTM4 negative responses, where applicable. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “somewhat satisfied,” whereas a grouping of “not satisfied” (BTM2) may be the combined result of “not very satisfied” and “not at all satisfied.”

### **Rounding**

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 or TOP4 and BTM4 groupings.

### **Multi-mentions**

In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondents to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., “In your opinion, what do you feel are the most important challenges facing North Cowichan?”), it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question. For example, respondents were able to select “climate change and the environment” and “community planning, development and zoning” as their answer.

### **Question Framework**

The footnote on each page in the detailed findings indicates the related question from the survey questionnaire, the sample framework used in the analysis, and the sample size of the related data.

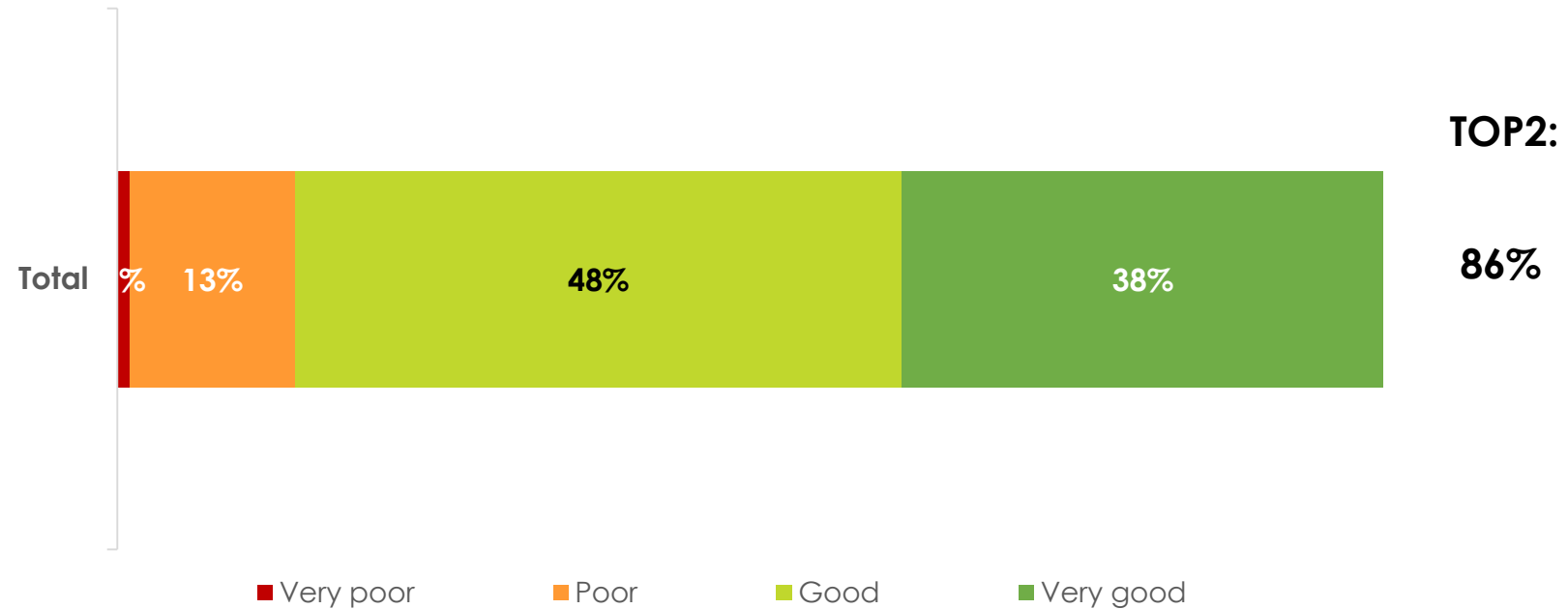


# DETAILED FINDINGS QUALITY OF LIFE

# QUALITY OF LIFE

## Overall Quality of Life

Majority of residents (TOP2: 86%) rated their quality of life as either good or very good.

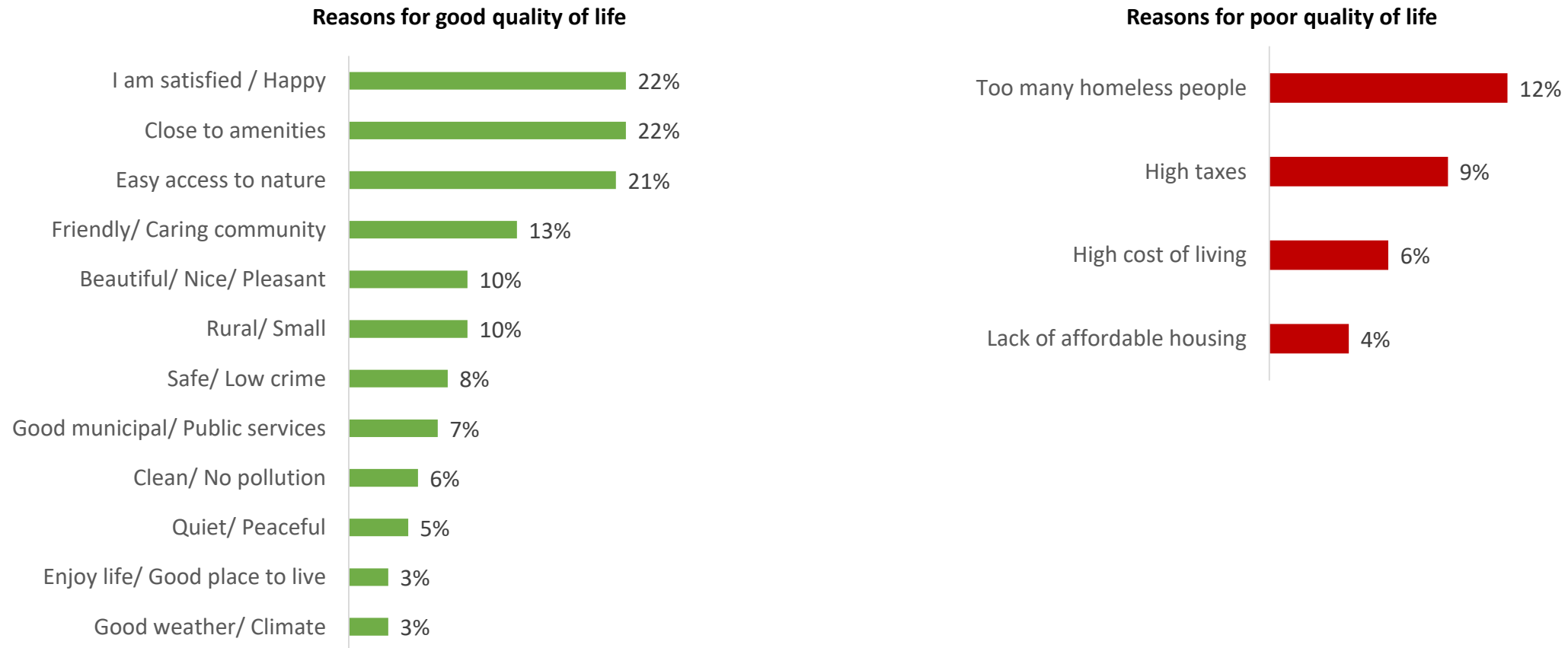




# QUALITY OF LIFE

## Overall Quality of Life – Reasons for the Ratings

**Residents are happy living in North Cowichan. Close to amenities and easy access to nature are also common reasons why residents say quality of life is good in North Cowichan**



Question 5: Why do you say the overall quality of life in North Cowichan is [Q4 answer]?

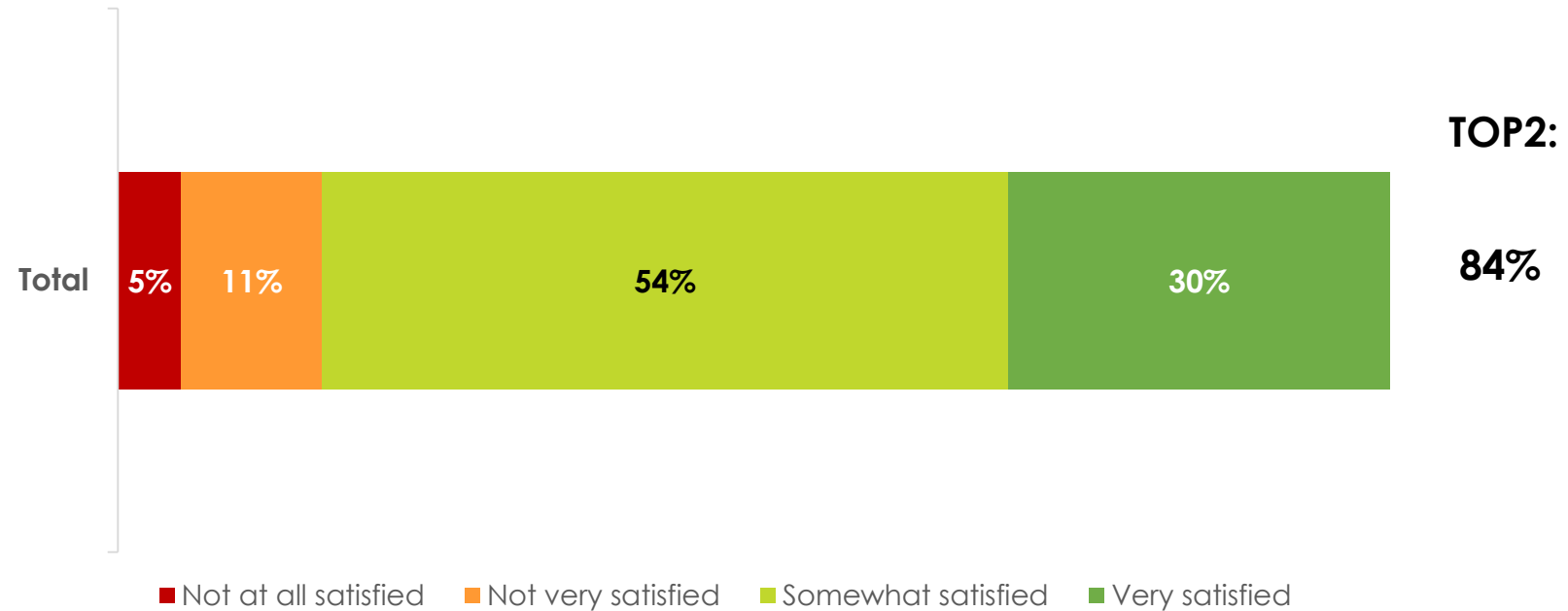
Sample size: 126

Sample framework: Respondents who rated the overall quality of life as very poor, poor, good, or very good, excluding "don't know" and "prefer not to say"

# QUALITY OF LIFE

## Overall Level and Quality of Services

**Majority of residents (TOP2: 84%) are satisfied with the overall level and quality of services provided by North Cowichan.**



Question 6: How satisfied are you with the overall level and quality of services provided by North Cowichan?

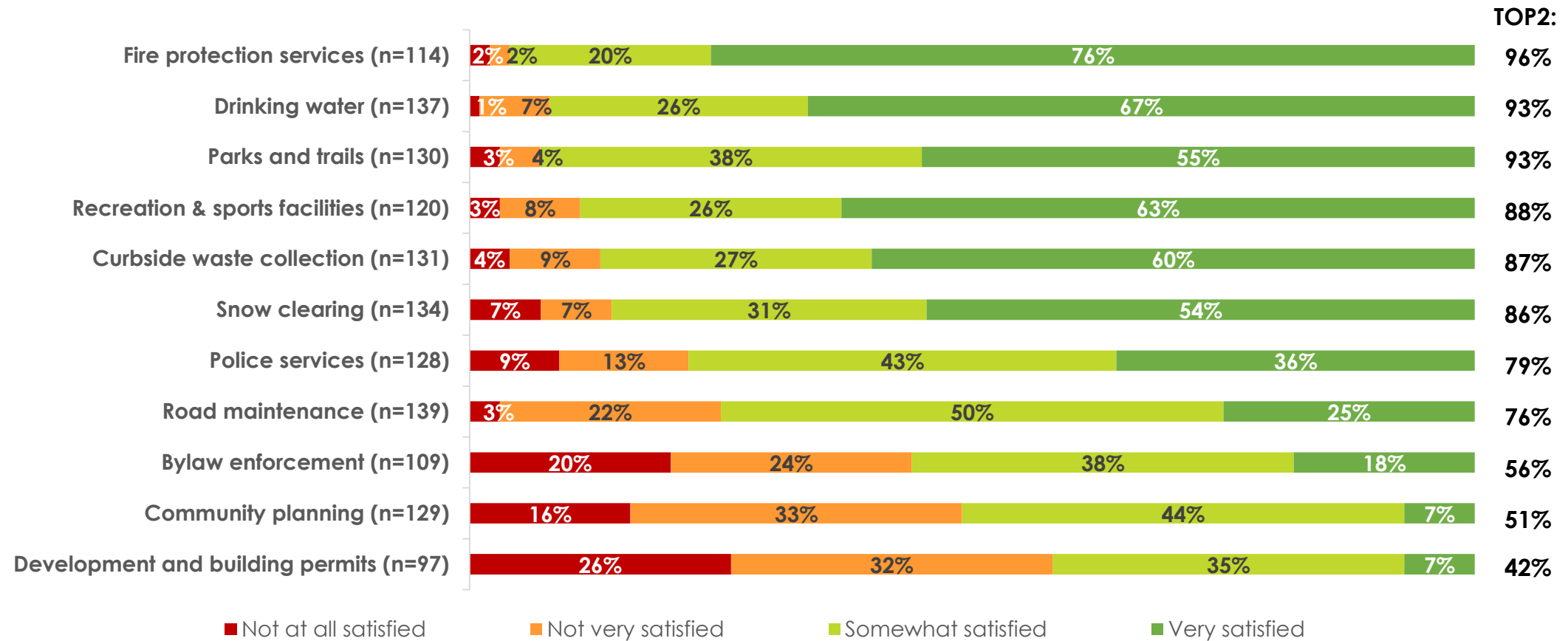
Sample size: 137

Sample framework: All respondents, excluding "don't know" and "prefer not to say"

# QUALITY OF LIFE

## Satisfaction on Services

Majority of residents are satisfied with the fire protection services (TOP2: 96%), drinking water (TOP2: 93%), and parks and trails (TOP2: 93%).



Question 7: How satisfied you are with each of the following services provided by North Cowichan?  
 Sample size: varies for each service  
 Sample framework: All respondents, excluding "don't know" and "prefer not to say"

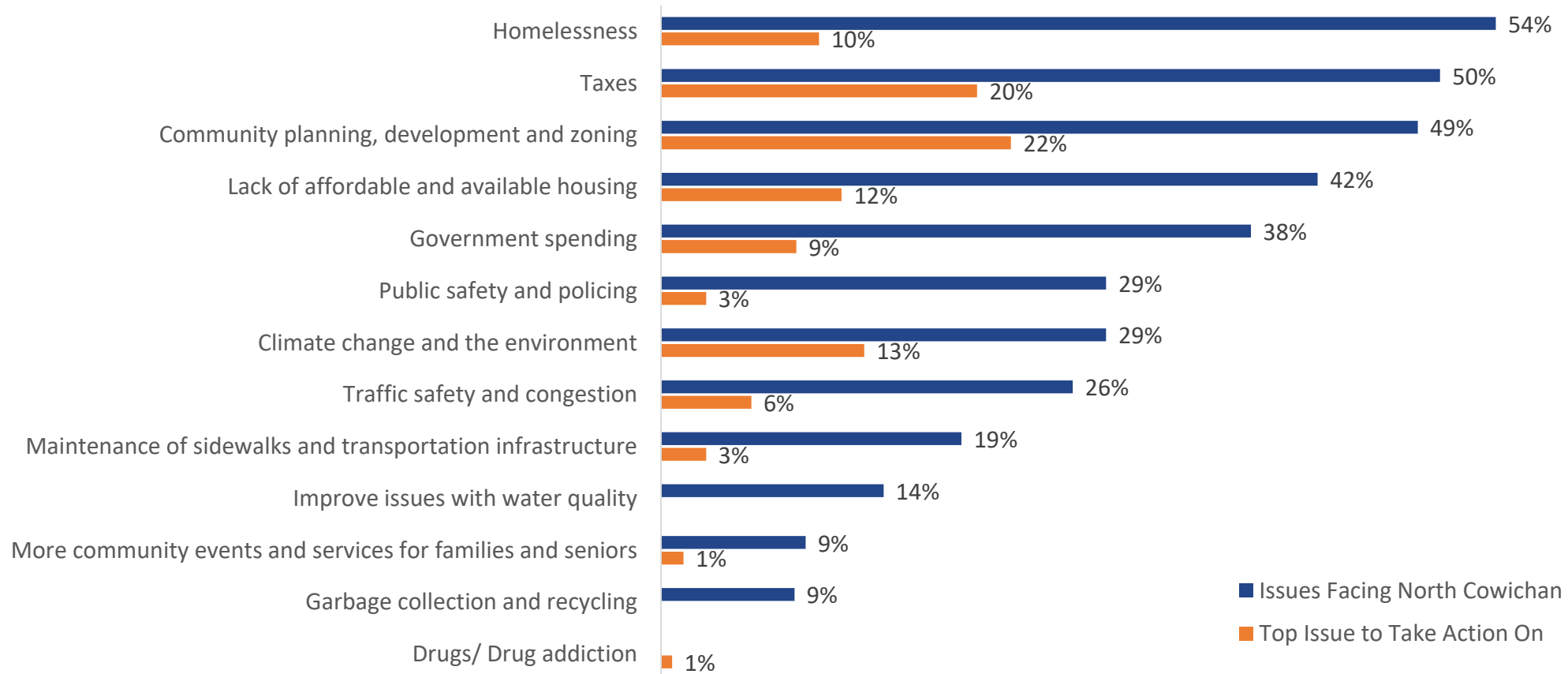


# DETAILED FINDINGS ISSUE AGENDA

# ISSUES AGENDA

## Issues Facing North Cowichan

**Homelessness was the most mentioned issue facing North Cowichan, followed by taxes and community planning. Community planning and taxes are the top issues for local leaders to take action on.**



Question 1: In your opinion, what do you feel are the most important challenges facing North Cowichan? / Question 2: If you had to pick only one issue for your local leaders to take action on, what would it be?

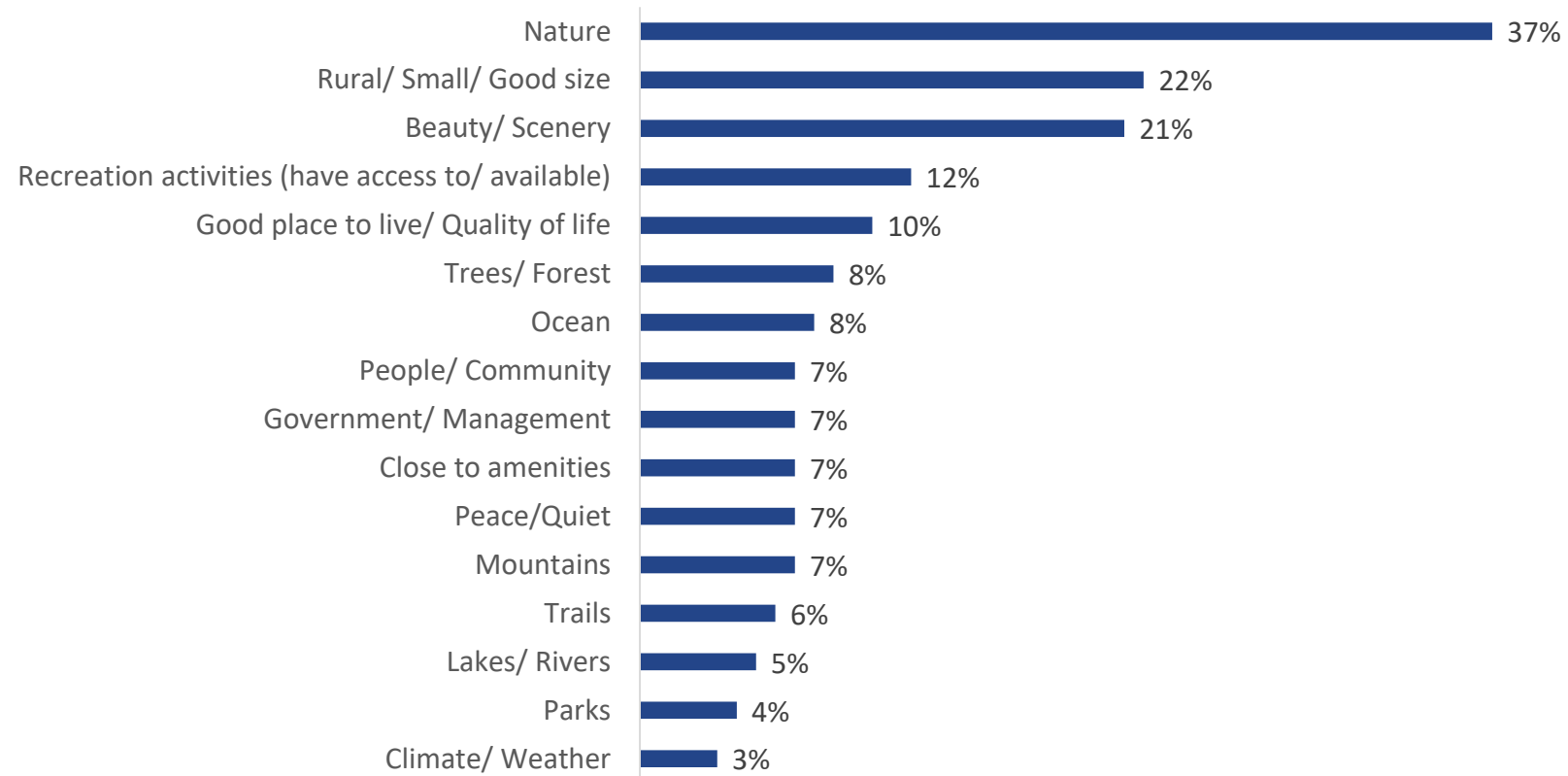
Sample size: Q1: 140 / Q2: 138

Sample framework: All respondents, excluding "don't know" and "prefer not to say"



## Favourite Thing About North Cowichan

**The nature (37%), being rural / small / a good size (22%), and scenery (21%) are the common things that residents like about North Cowichan.**

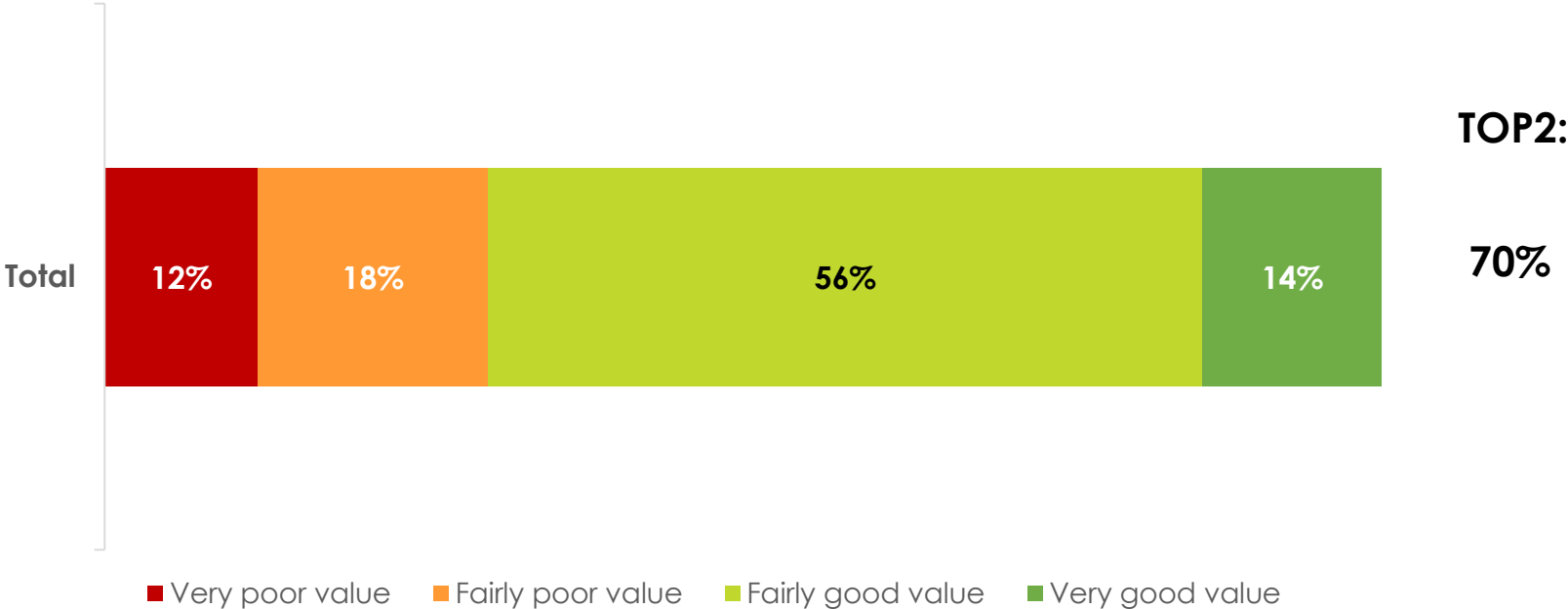




# DETAILED FINDINGS TAXATION

## Value for Tax Dollar

**7 in 10 (TOP2) residents said they received good value for their tax dollars considering the programs and services provided by North Cowichan.**



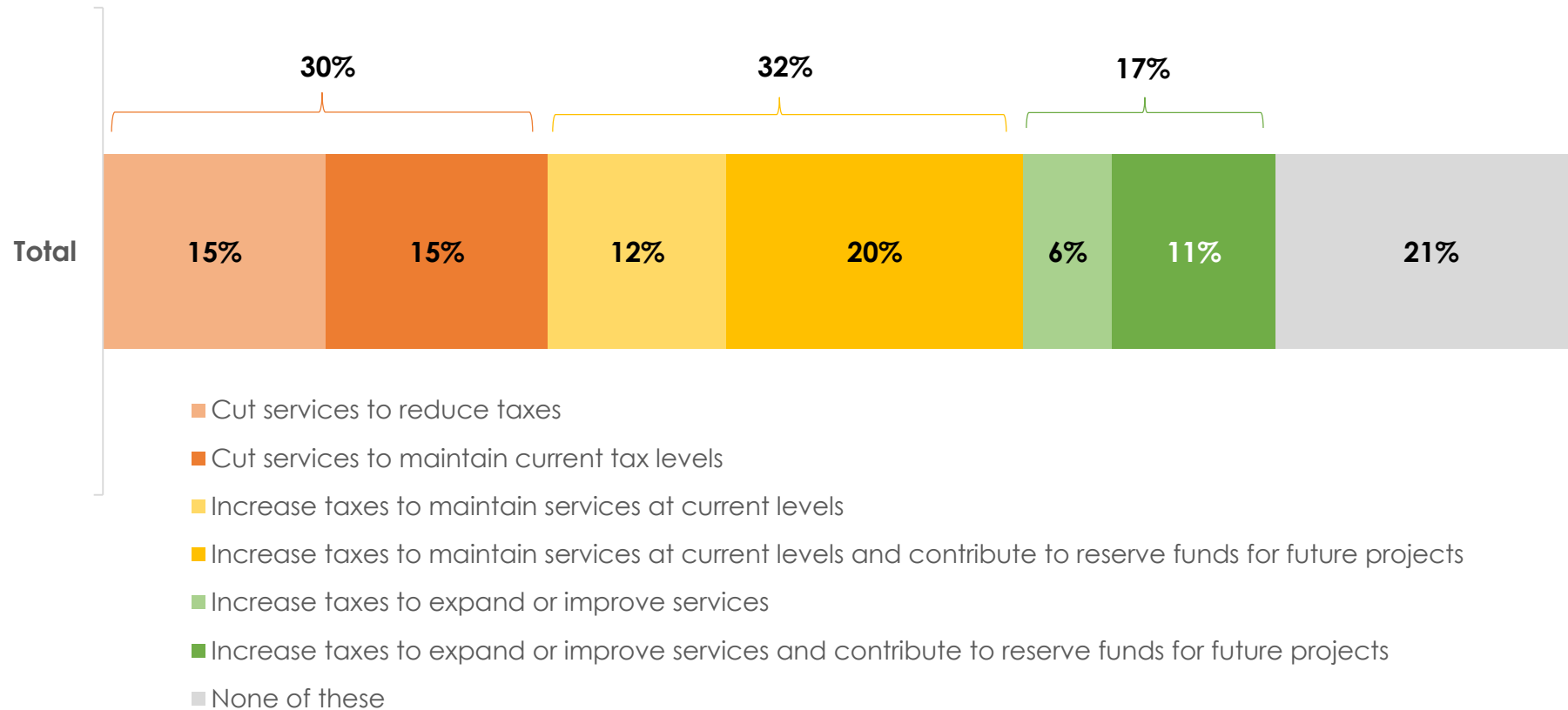
Question 8: Thinking about all the programs and services you receive from North Cowichan, would you say that overall you receive good value or poor value for your tax dollars?

Sample size: 134

Sample framework: All respondents, excluding "don't know" and "prefer not to say"

## Balance of Services and Taxation

**Similar proportion of residents preferred to increase taxes to maintain services (32%) and cut services (30%).**



Question 9: Property taxes are the primary way to pay for services provided by North Cowichan, and the costs of maintaining infrastructure and delivering services are increasing. This means that North Cowichan must balance taxation levels with the service level and infrastructure that it provides. Which one of the following approaches would you most like North Cowichan to pursue?

Sample size: 134

Sample framework: All respondents, excluding "don't know" and "prefer not to say"

\*Note: "Don't know/Refused" answers were excluded from the analysis when making comparisons to the 2019 results



# DETAILED FINDINGS CUSTOMER SERVICE AND COMMUNICATION

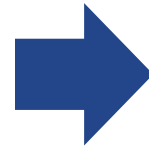
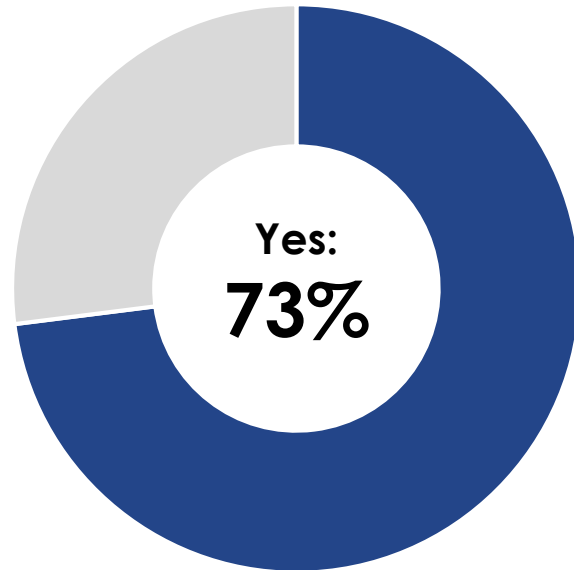


# CUSTOMER SERVICE AND COMMUNICATION

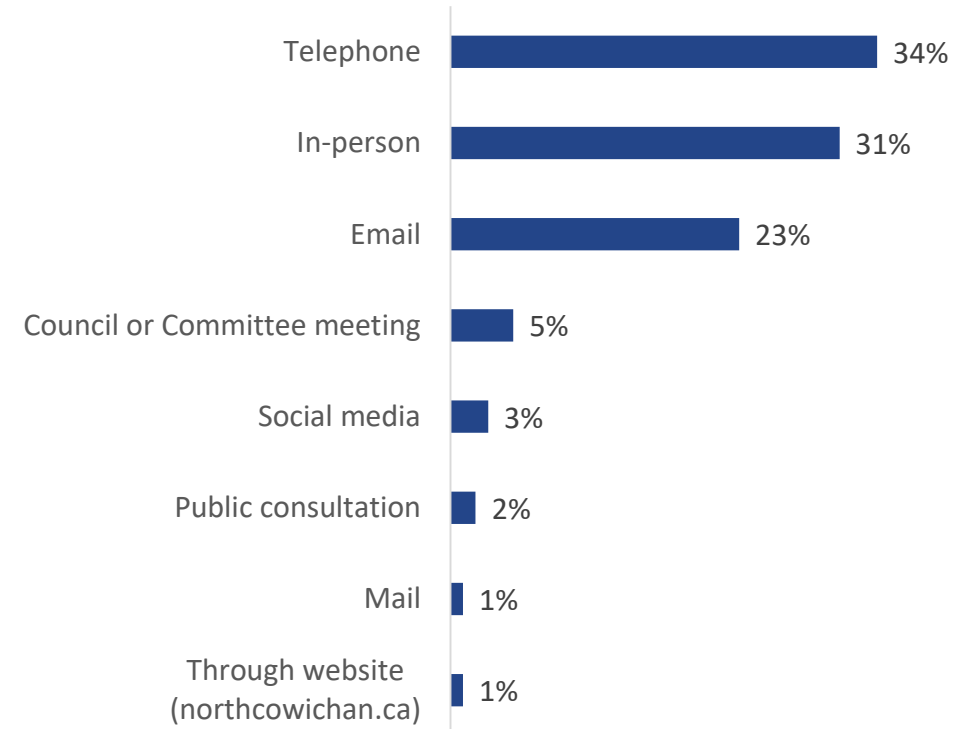
## Interaction with North Cowichan

Majority of residents (73%) have interacted with North Cowichan within past 12 months. The contacts were commonly via telephone (34%), in-person (31%) and through email (23%).

Interacted with North Cowichan Within Past 12 Months



Method of Interaction with North Cowichan



Question 10: Have you personally contacted or interacted with a North Cowichan employee within the past 12 months? / Q11: How did this contact occur?

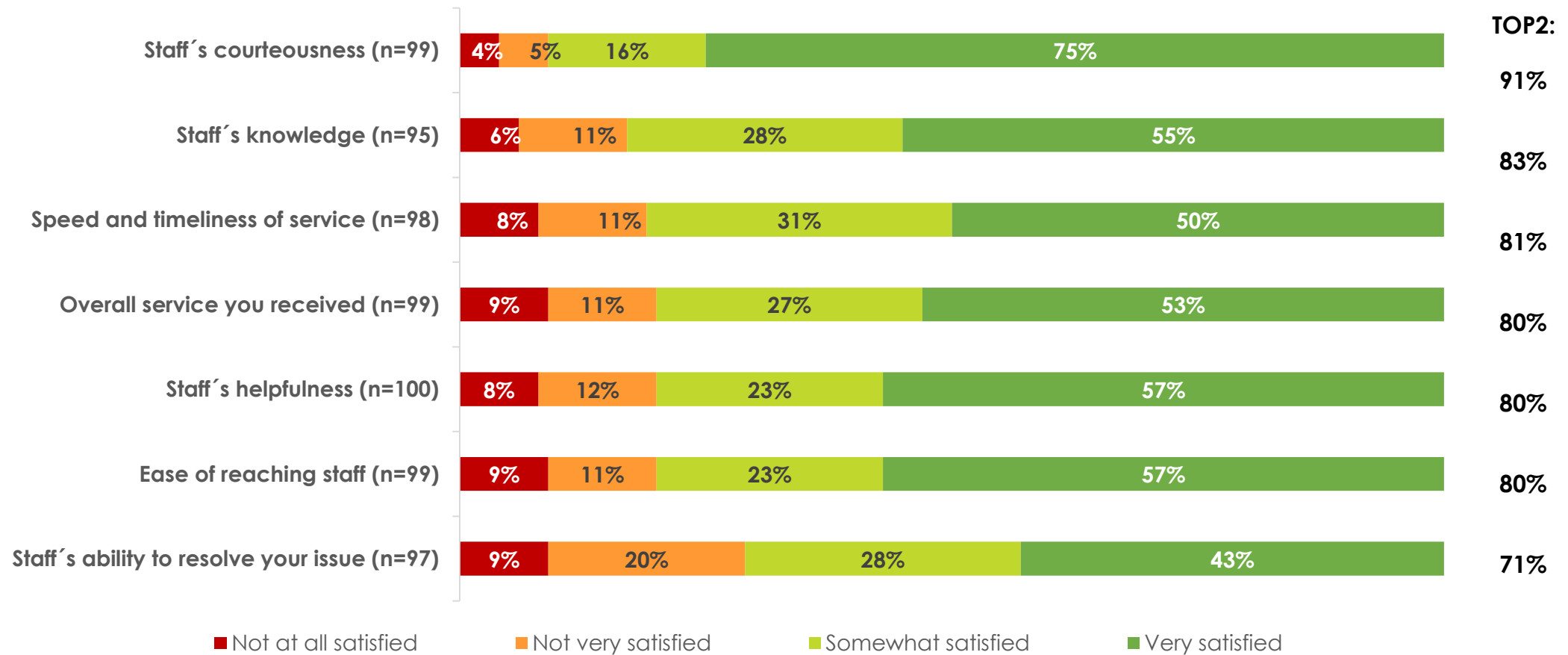
Sample size: Q10: 137 / Q11: 100

Sample framework: Q10: All respondents, excluding "don't know" and "prefer not to say" / Q11: Respondents who have personally contacted or interacted with a North Cowichan employee within the past 12 months

# CUSTOMER SERVICE AND COMMUNICATION

## Contact Service Evaluations

Residents were most satisfied with the staff's courteousness (TOP2: 91%).



Question 12: And how satisfied were you with the following aspects of your interaction?

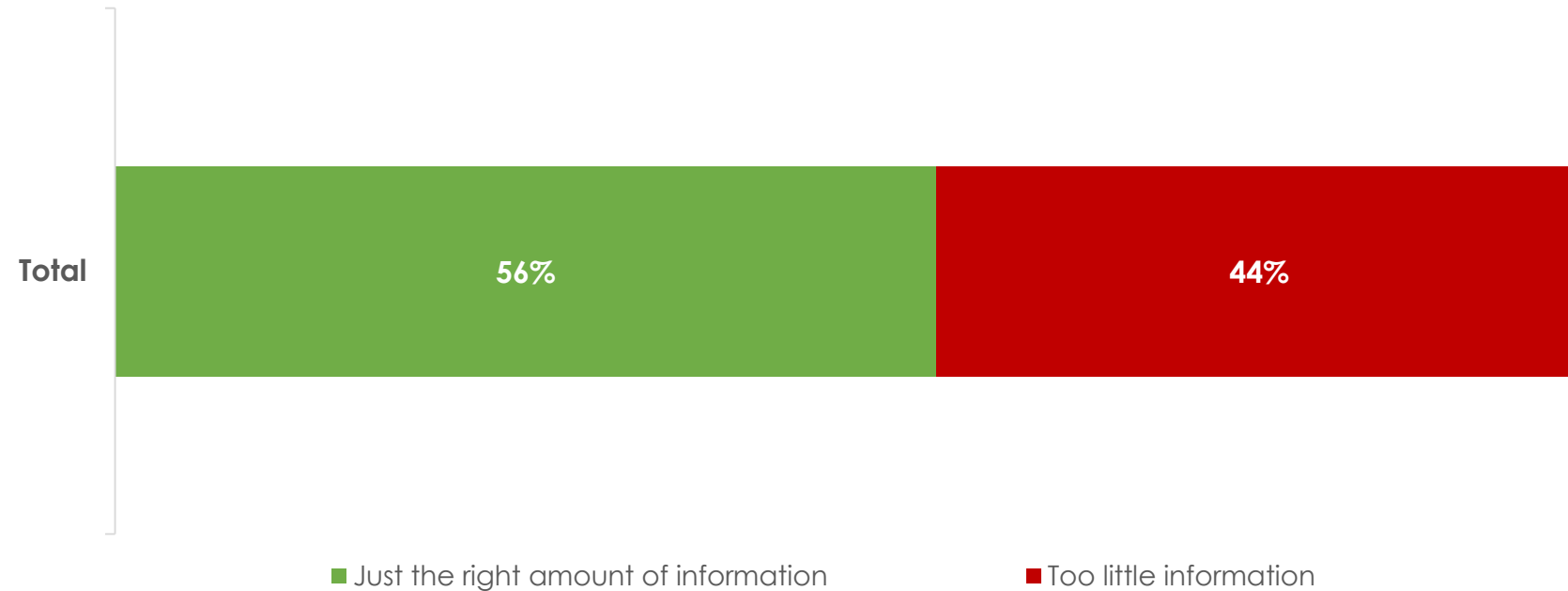
Sample size: varies for each aspects

Sample framework: Among those who have contacted North Cowichan, excluding "don't know" and "prefer not to say"

# CUSTOMER SERVICE AND COMMUNICATION

## Amount of Information Received

**More than half of the residents (56%) said they currently receive the right amount of information from North Cowichan.**



Question 13: In your opinion, do you currently receive too much, too little, or just the right amount of information from North Cowichan?

Sample size: 122

Sample framework: All respondents, excluding "don't know" and "prefer not to say"

# CUSTOMER SERVICE AND COMMUNICATION

## Information Preferred from North Cowichan

**Municipal planning (76%) and building projects (76%) are the common types of information that residents want to receive.**



Question 14: Thinking about your information needs, what kinds of information do you want North Cowichan to provide you with?

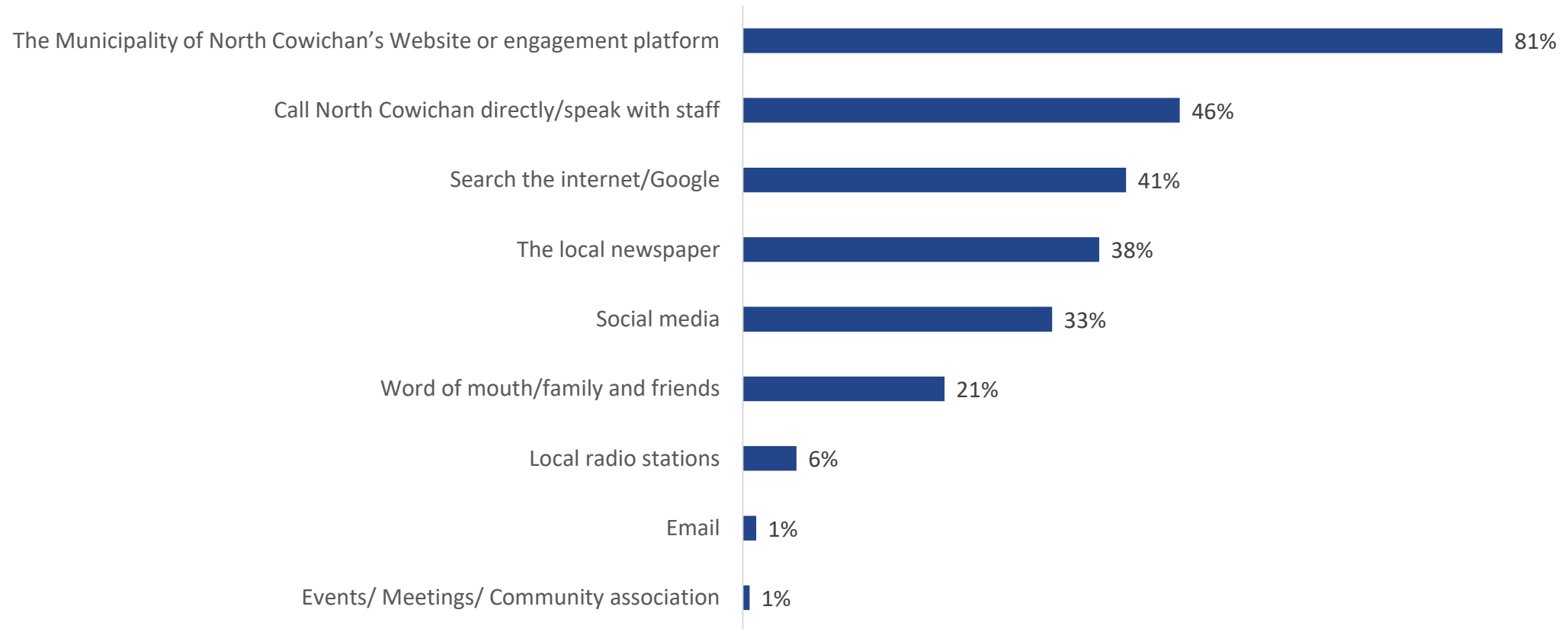
Sample size: 135

Sample framework: All respondents, excluding "don't know" and "prefer not to say"

# CUSTOMER SERVICE AND COMMUNICATION

## Source of Information

**Majority of residents (81%) said they would use the Municipality's website or engagement platform to find information about North Cowichan.**

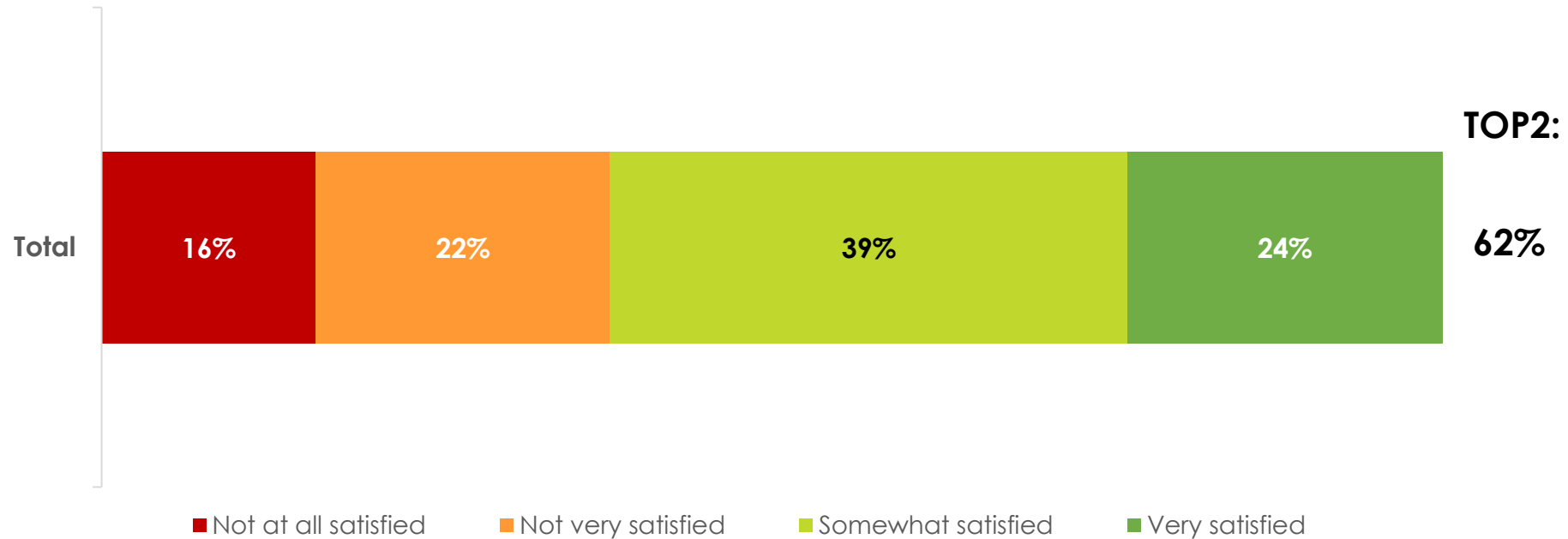




# CUSTOMER SERVICE AND COMMUNICATION

## Opportunities to Provide Input to North Cowichan

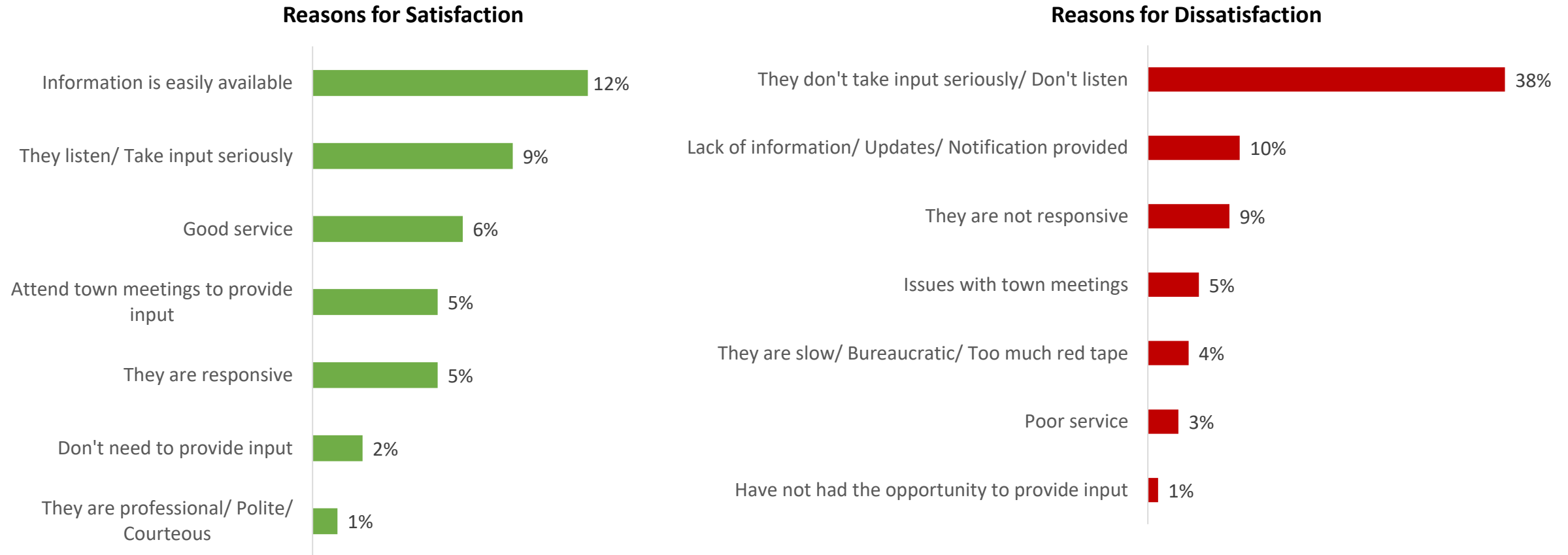
**6 in 10 residents (TOP2: 62%) are satisfied with their opportunities to provide input to the Municipality of North Cowichan.**



# CUSTOMER SERVICE AND COMMUNICATION

## Opportunities to Provide Input to North Cowichan

**Information being easily available (12%) is the most common reason for satisfaction with their opportunities to provide input to the Municipality**



Question 17b: And why do you feel this way?

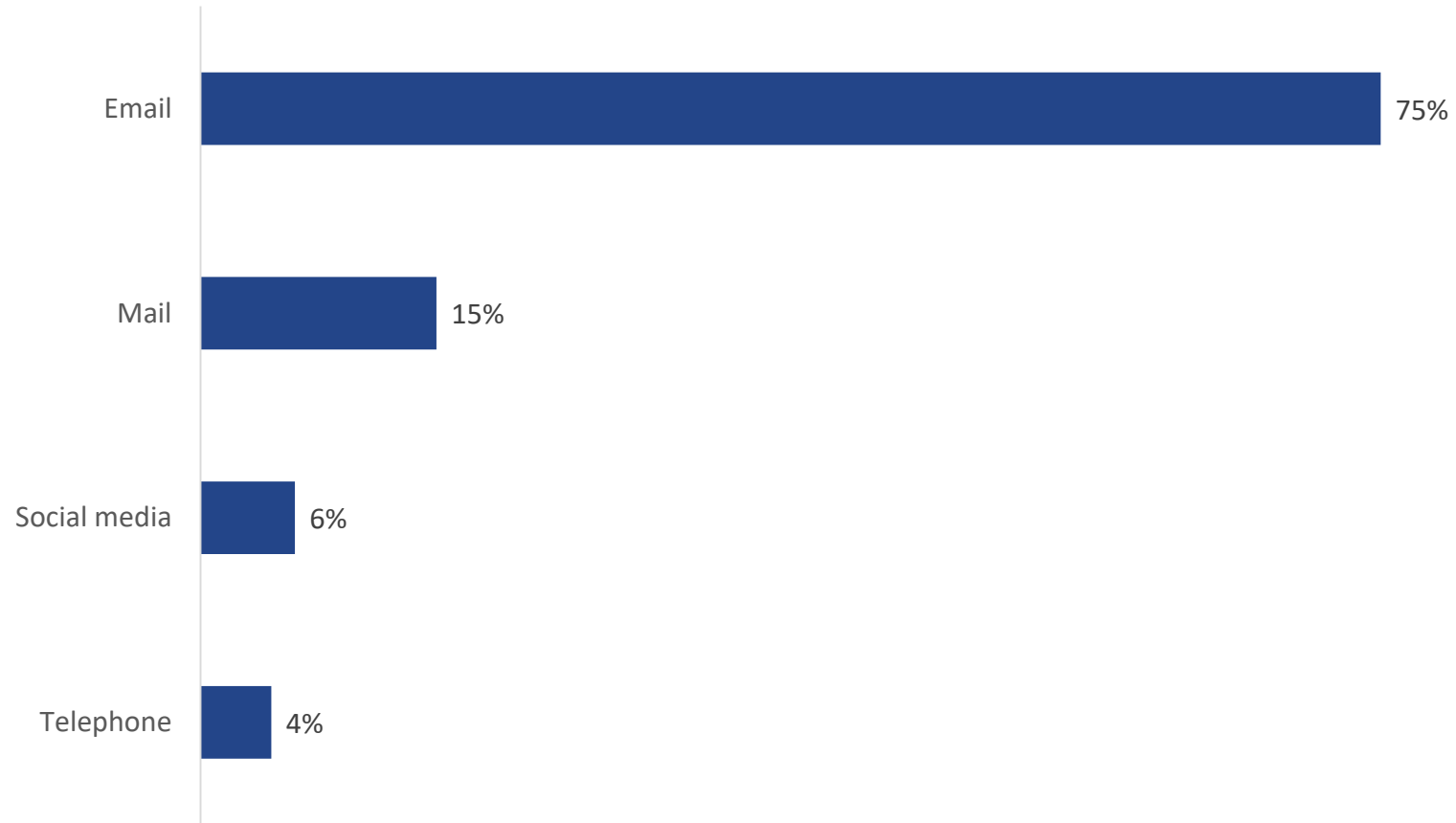
Sample size: 93

Sample framework: Respondents who said they are not at all satisfied, not very satisfied, somewhat satisfied, or very satisfied with their opportunities to provide input, excluding "don't know" and "prefer not to say"

# CUSTOMER SERVICE AND COMMUNICATION

## Preferred Method of Contact

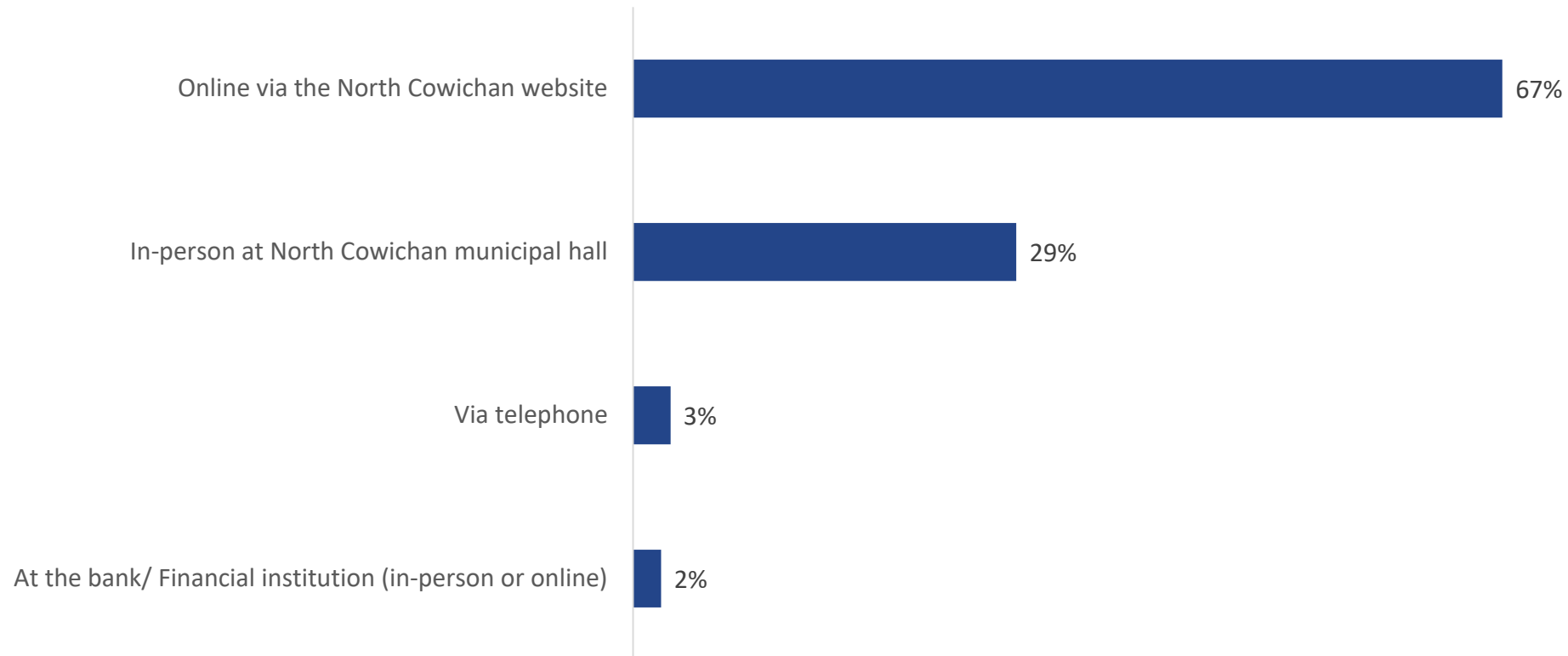
Majority of residents (75%) preferred to be contacted through email by North Cowichan.



# CUSTOMER SERVICE AND COMMUNICATION

## Preferred Method to Conduct Business with North Cowichan

**Majority of residents (61%) would prefer to conduct business with North Cowichan online via website, followed by in-person at the municipal hall (29%).**



Question 18: If you have business to conduct with North Cowichan, for instance, paying a bill, purchasing a dog licence, or submitting a permit application, what is your preferred way to do this?

Sample size: 139

Sample framework: All respondents, excluding "don't know" and "prefer not to say"



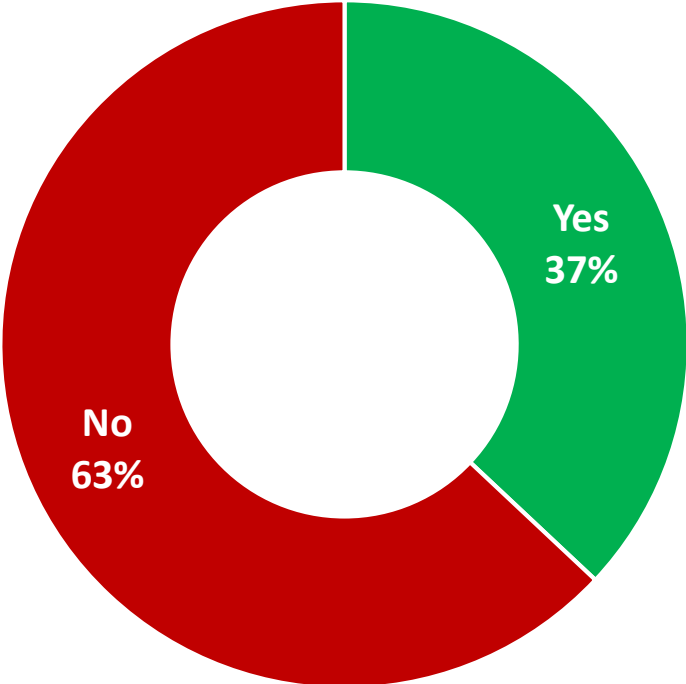
# DETAILED FINDINGS PLANNING FOR THE FUTURE



# PLANNING FOR THE FUTURE

## Liked the Changes over the Last 5-10 Years

Majority of residents (63%) did not like the changes to North Cowichan over the last 5-10 years.



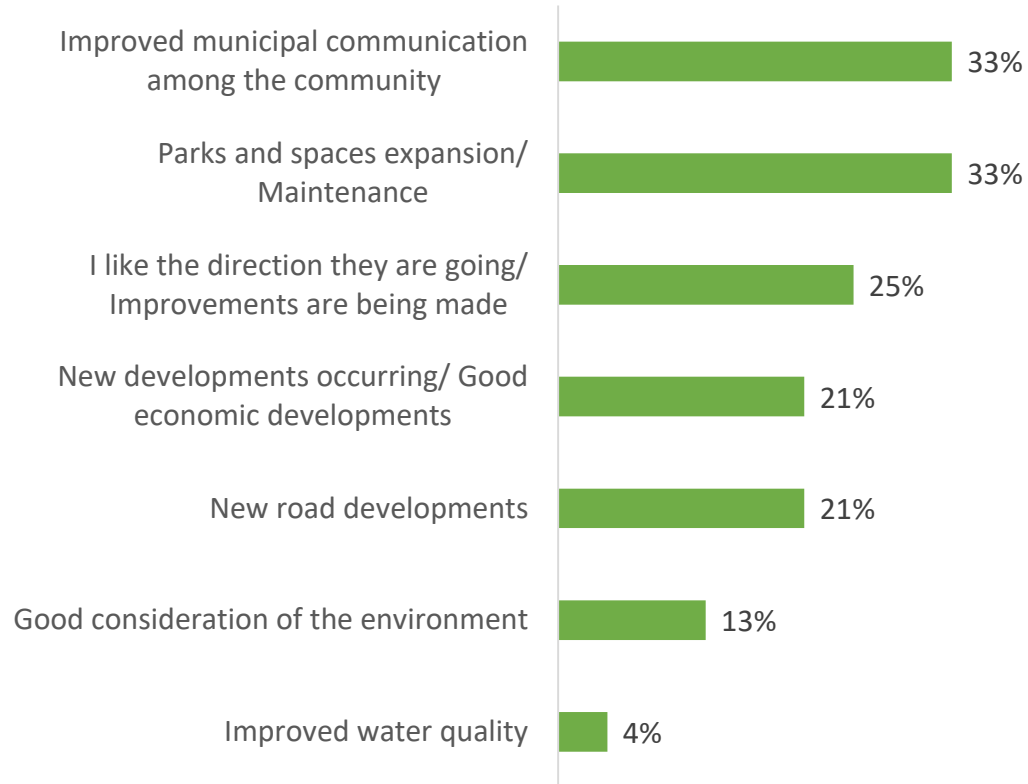
Question 20a: In general, have you liked the changes to North Cowichan over the last 5-10 years?  
Sample size: 100  
Sample framework: All respondents, excluding "don't know" and "prefer not to say"

# PLANNING FOR THE FUTURE

## Reasons for Liked / Disliked the Changes

Among those indicating they did not like the changes to the Municipality, the leading reasons cited are poor leadership (32%) and overdevelopment of land (23%).

Reasons for liking the changes



Reasons for not liking the changes



Question 20b: What specific changes to North Cowichan do you like? / Q20c: What specific changes to North Cowichan do you not like?

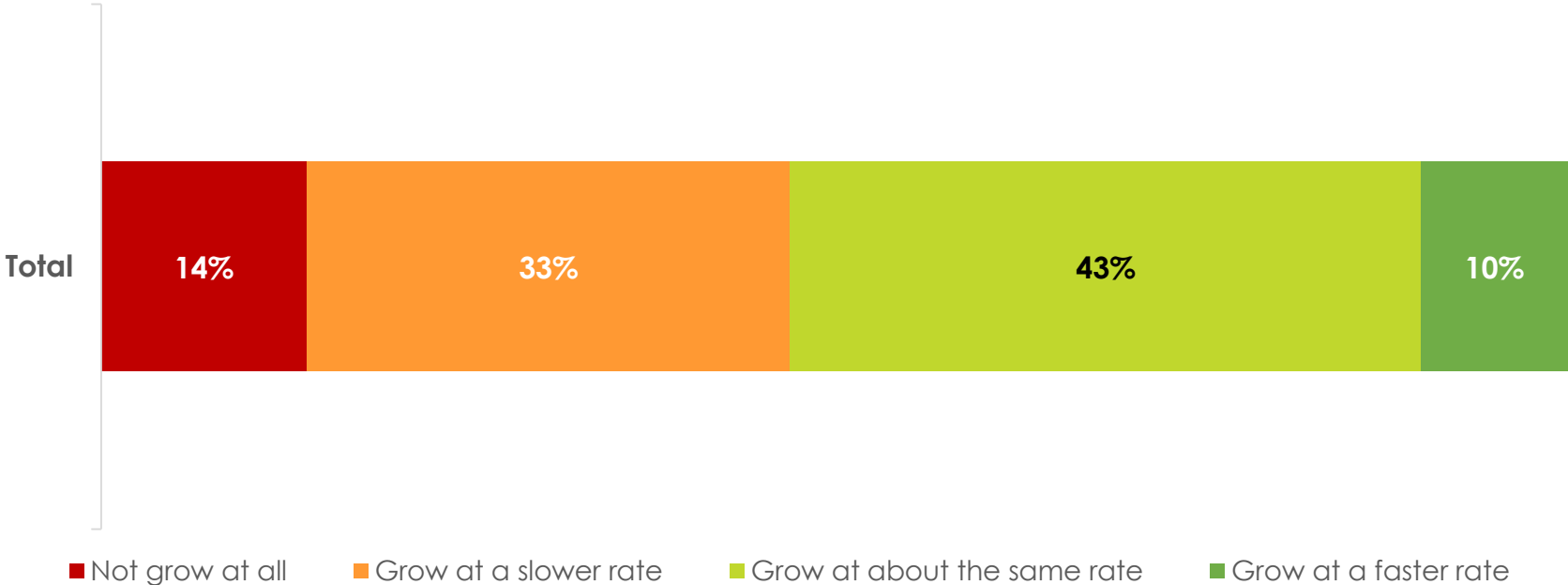
Sample size: Q20b: 24 / Q20c: 57

Sample framework: Q20b: Respondents who said they liked the changes to North Cowichan, excluding "don't know" and "prefer not to say" / Q20c: Respondents who said they did not like the changes to North Cowichan, excluding "don't know" and "prefer not to say"

# PLANNING FOR THE FUTURE

## Growth Rate of North Cowichan

**4 in 10 residents (43%) preferred to see North Cowichan grow at the current population growth rate (about 1.5% per year).**



Question 21: North Cowichan's population has been growing by about 1.5% per year. Would you prefer to see North Cowichan...  
Sample size :129  
Sample framework: All respondents, excluding "don't know" and "prefer not to say"

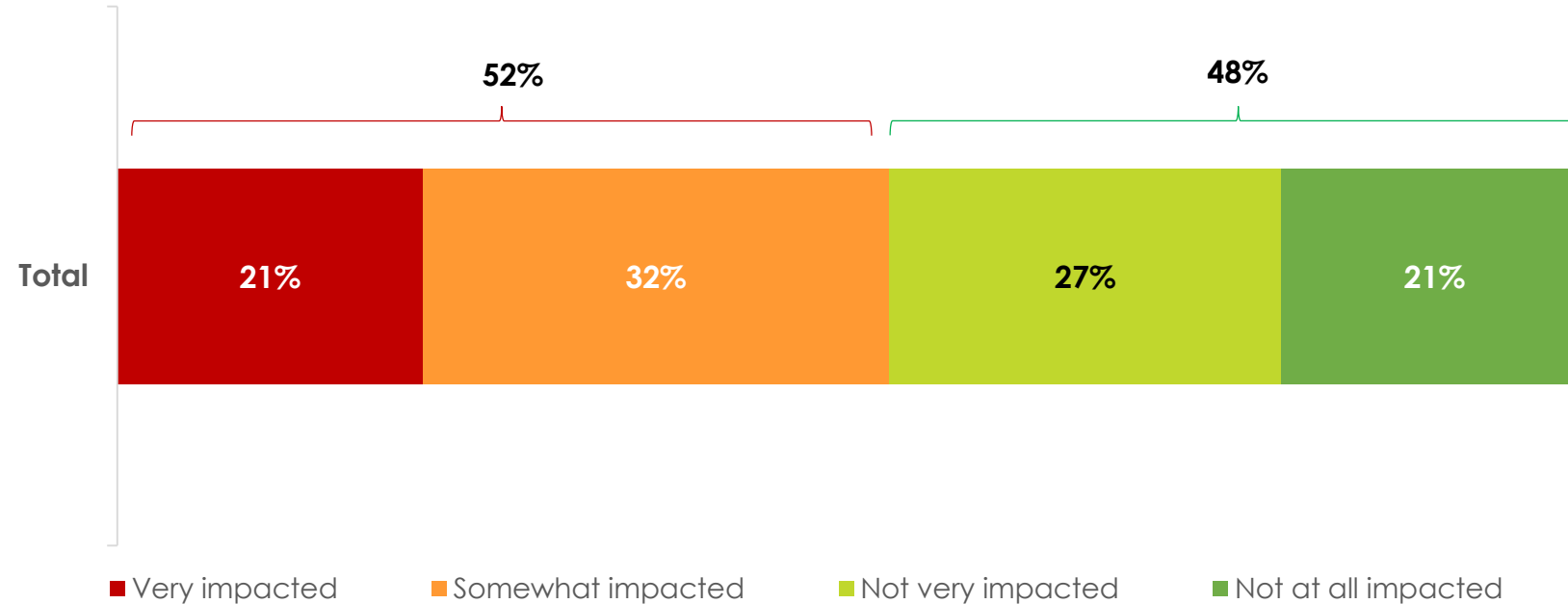


# DETAILED FINDINGS IMPACT OF COVID-19

# PLANNING FOR THE FUTURE

## Impacted by Municipal Services due to COVID-19

Half of the residents (BTM2: 52%) stated that they were impacted by changes in municipal services due to the pandemic.



Question 22: The COVID-19 pandemic impacted a number of municipal services, such as closures or limited access to recreation facilities, reduced access to in-person services at Municipal Hall, and a move to conduct public engagement and meetings online. How much were you impacted by these changes in municipal services?

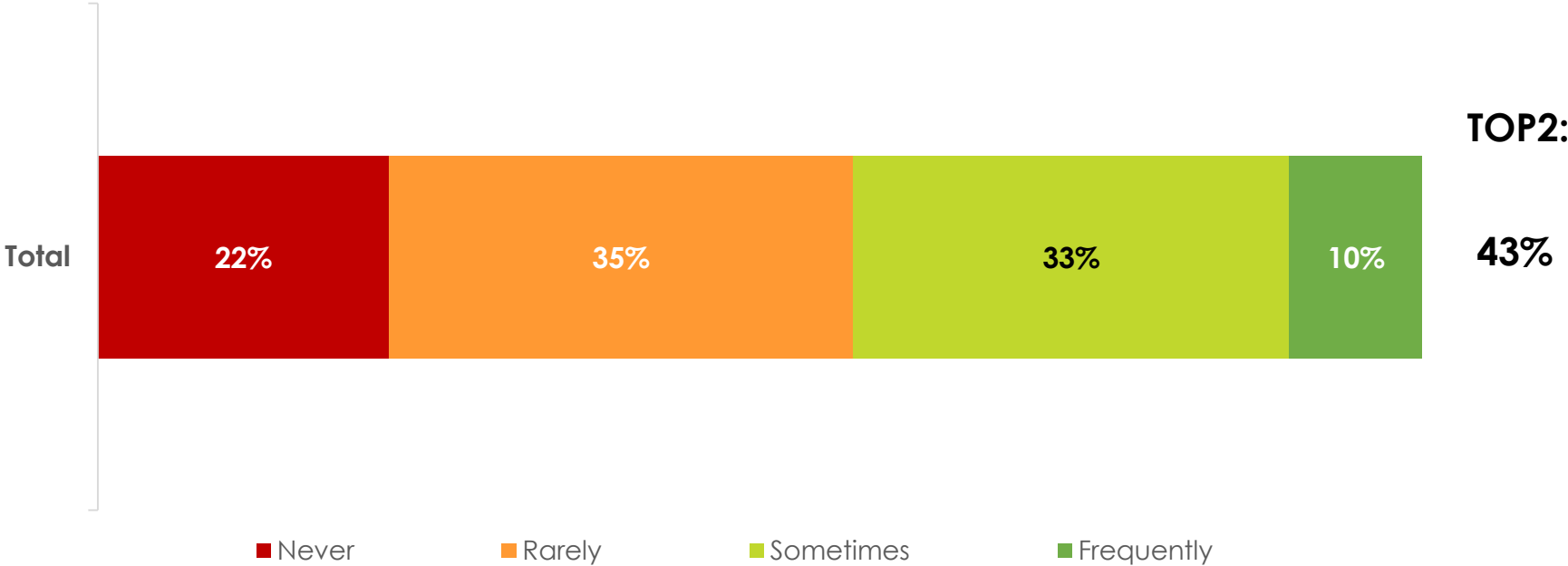
Sample size :136

Sample framework: All respondents, excluding "don't know" and "prefer not to say"

# PLANNING FOR THE FUTURE

## Participation in Council Meeting

**4 in 10 residents (43%) sometimes or frequently joined council meetings or public engagement opportunities before the pandemic.**

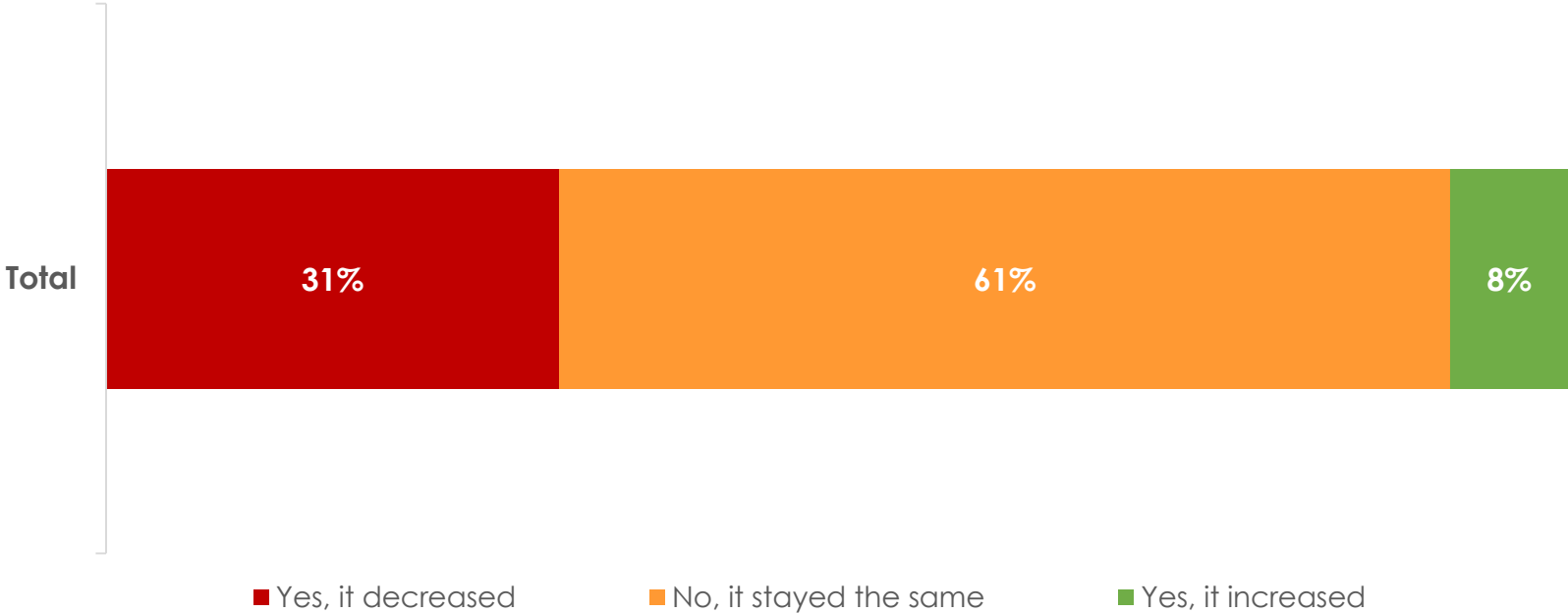


Question 23a: Before the COVID-19 pandemic, how often did you participate in council meetings or public engagement opportunities such as open houses, if at all?  
Sample size :131  
Sample framework: All respondents, excluding “don’t know” and “prefer not to say”

# PLANNING FOR THE FUTURE

## Changes in Participation in Council Meeting Since COVID-19

**Majority of residents (61%) stated that their engagement in council meetings and public engagement opportunities was not affected by the pandemic.**



Question 23b: And since the onset of the COVID-19 pandemic, would you say the frequency of your participation in council meetings or public engagement opportunities changed?

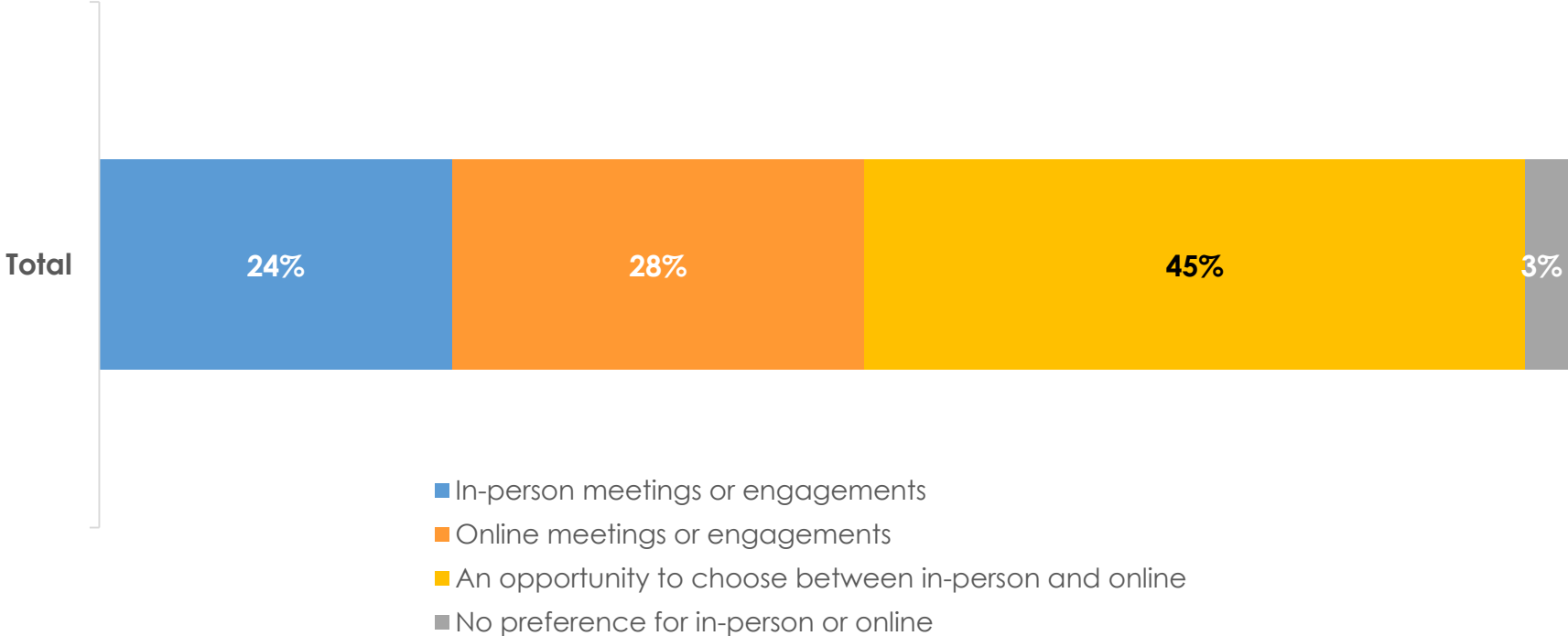
Sample size :131

Sample framework: All respondents, excluding "don't know" and "prefer not to say"

# PLANNING FOR THE FUTURE

## Preferred Method of Meetings

Having an opportunity to choose between in-person and online meetings was most preferred (45%).

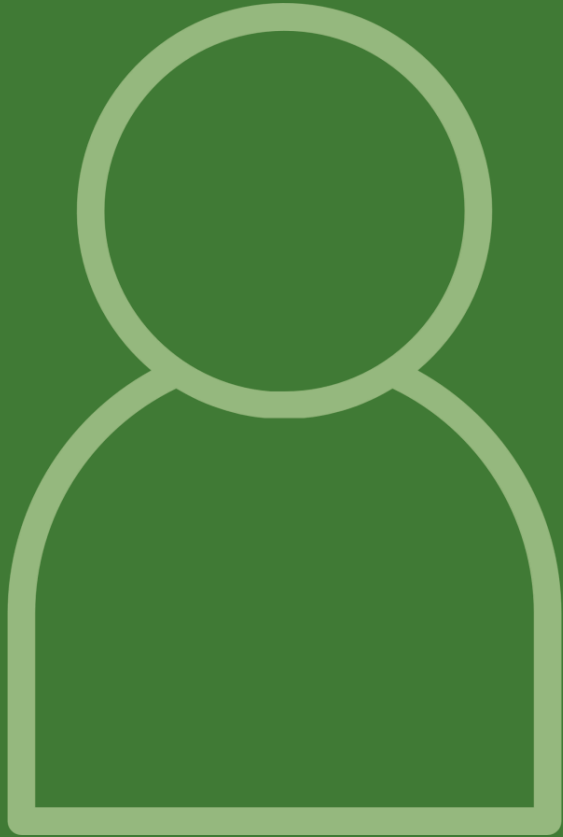


Question 23c: Following the pandemic experience of using online platforms or apps to attend meetings or to participate in public engagement opportunities, do you prefer online or in-person options?

Sample size :106

Sample framework: Respondents who have participated in council meetings or engagement opportunities, excluding "don't know" and "prefer not to say"



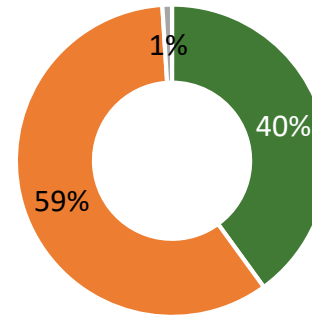


# RESPONDENT PROFILES

# RESPONDENT PROFILES

AGE	
18-34	4%
34-64	55%
65+	41%

## GENDER



■ Male ■ Female ■ Other

## EDUCATION

Some high school	4%
Graduated high school	10%
Some college or university	26%
Graduated college or university	43%
Post-graduate	18%

INCOME	
Less than \$20,000	-
\$20,000 to just under \$40,000	13%
\$40,000 to just under \$60,000	13%
\$60,000 to just under \$80,000	17%
\$80,000 to just under \$100,000	16%
\$100,000 to just under \$150,000	23%
More than \$150,00	18%

## YEARS LIVED IN NORTH COWICHAN

1 – 5 years	17%
6 – 15 years	22%
16 – 30 years	32%
31 – 45 years	16%
46 years or more	13%

## ANTICIPATED YEARS OF RESIDENCE IN NORTH COWICHAN

Less than 2 years	3%
2 – 5 years	8%
6 – 10 years	9%
More than 10 years	80%

# RESPONDENT PROFILES

EMPLOYMENT	
Employed full-time	26%
Employed part-time	8%
Self-employed	14%
Student	2%
Retired	45%
Not currently working	5%

HOME OWNERSHIP	
Own	97%
Rent	2%
Other	1%

NUMBER OF PEOPLE IN HOUSEHOLD	
1 person	12%
2 persons	54%
3 persons	14%
4 persons	14%
5+ persons	6%

## CHILDREN AGED <18 IN THE HOUSEHOLD

