



# 2016 Citizen Satisfaction Survey Final Report

Prepared for the City of Colwood by:  
Discovery Research



DISCOVERY RESEARCH

# *Methodology*

- Randomized Telephone Survey
- N=400
- 18+ years and lived within City of Colwood
- Statistics accurate within  $\pm 4.9\%$ , at the 95% confidence interval (19 times out of 20)
- Online survey available on Colwood.ca
  - 75 online surveys completed

# ***Weighting***

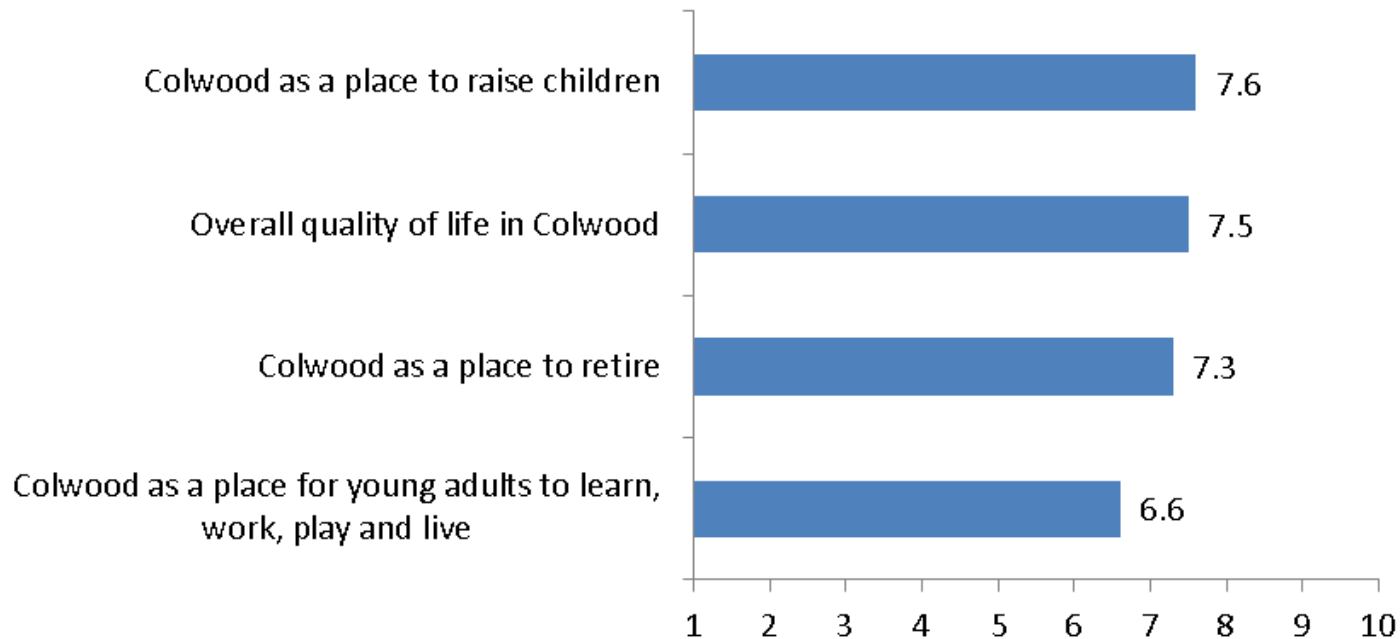
<b>Age</b>	<b>Population from 2011 Census</b>	<b>Unweighted Sample</b>	<b>Weighted Sample</b>
<b>18-44</b>	46%	24%	46%
<b>45-64</b>	38%	51%	38%
<b>65+</b>	17%	25%	17%

# *Key Findings*

- Perceptions about the quality of life in Colwood are strong.
- Colwood rated higher as a place to raise children and a place to retire and slightly lower as a place for young adults to live, learn, work and play.
- Most respondents (78%) feel quality of life has improved or stayed the same compared to 5 years ago. 18% feel the quality of life has gotten worse.
- What people value most about Colwood is its proximity to the ocean, access to outdoor recreation, size and peacefulness of the community.
- Development, transportation and sewers rank highest as issues in Colwood.
- Service ratings for knowledge, fairness, friendliness and response time are high, while overall satisfaction with the City shows room for improvement.
- Services with the highest ratings are fire service, parks & trails, road maintenance and the yard waste program.
- Services showing room for improvement included land use planning; economic development; sidewalks, cycling and pedestrian routes; citizen engagement and housing options.

# Quality of life in Colwood

On a scale from 1 to 10 with 1=Poor and 10=Excellent,  
how would you rate...

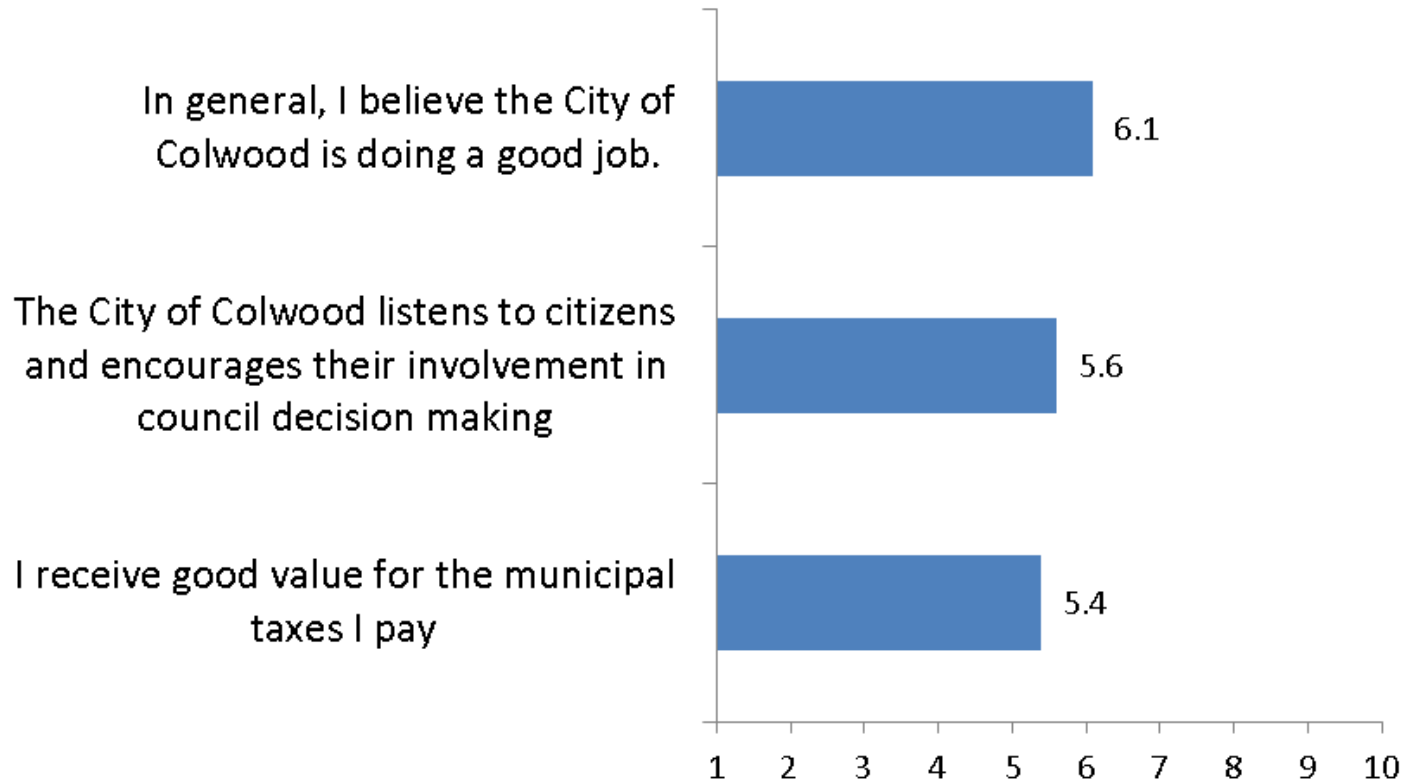


N=400

Average Rating: 1=Poor; 10=Excellent

# Overall Satisfaction with City of Colwood

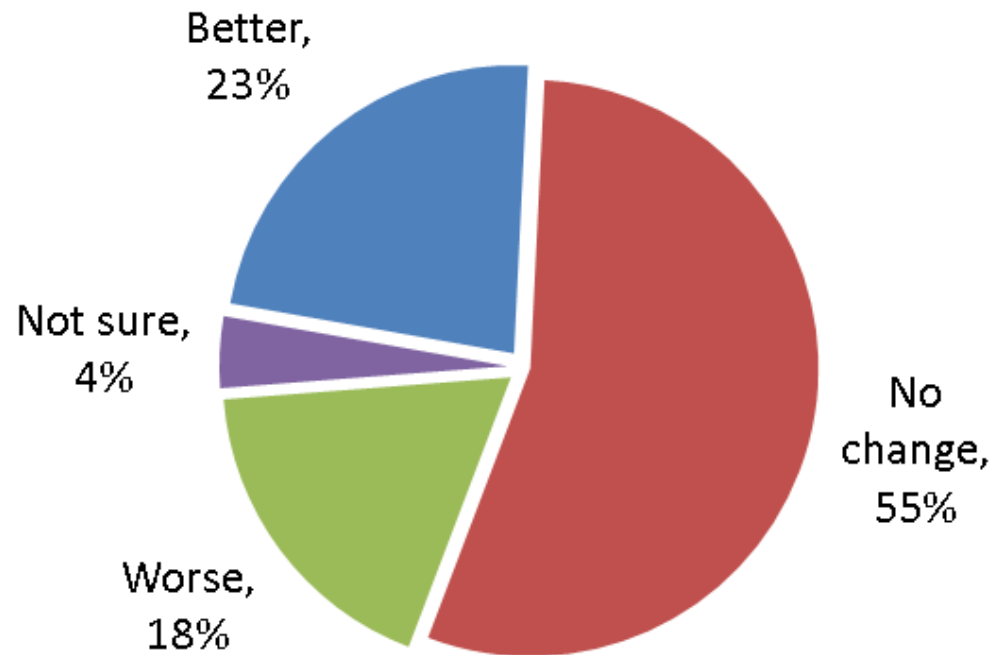
Please rate your level of agreement...



N=400

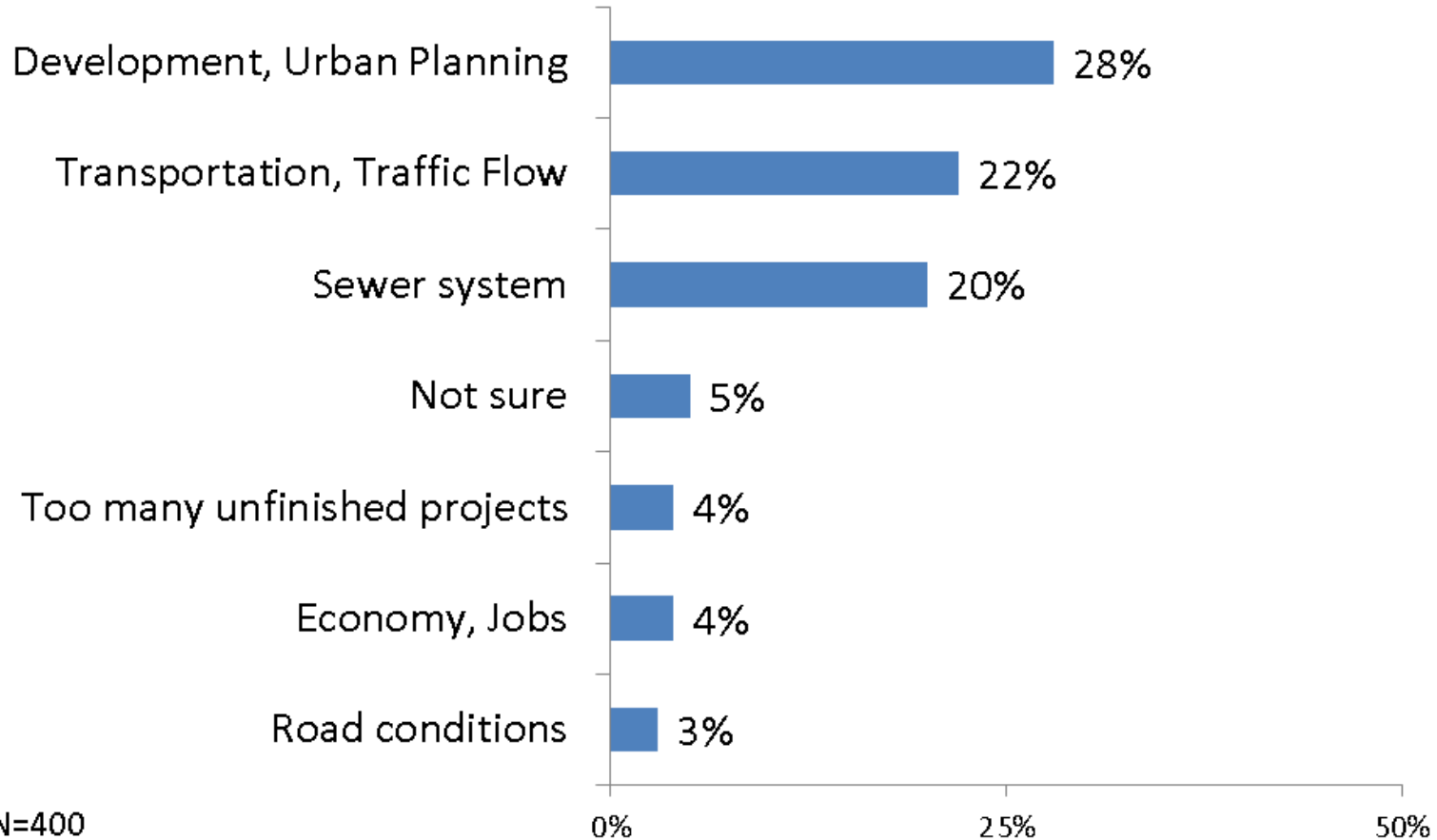
Average Rating:  
1=Strongly Disagree; 10=Strongly Agree

**Compared to 5 years ago, how do you feel the quality of life for Colwood residents has changed?**



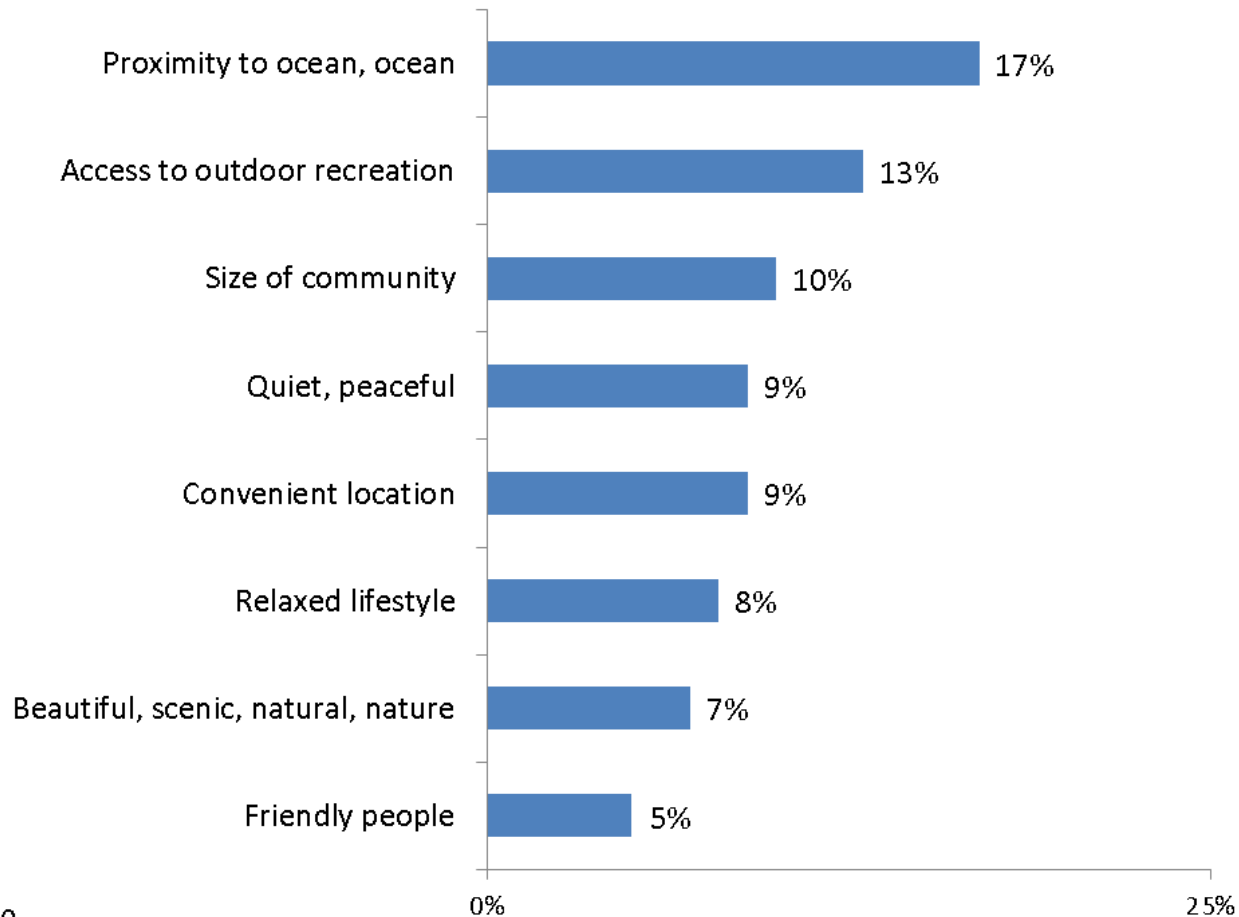
N=400

## In your opinion, what is the single most important issue facing the City of Colwood?



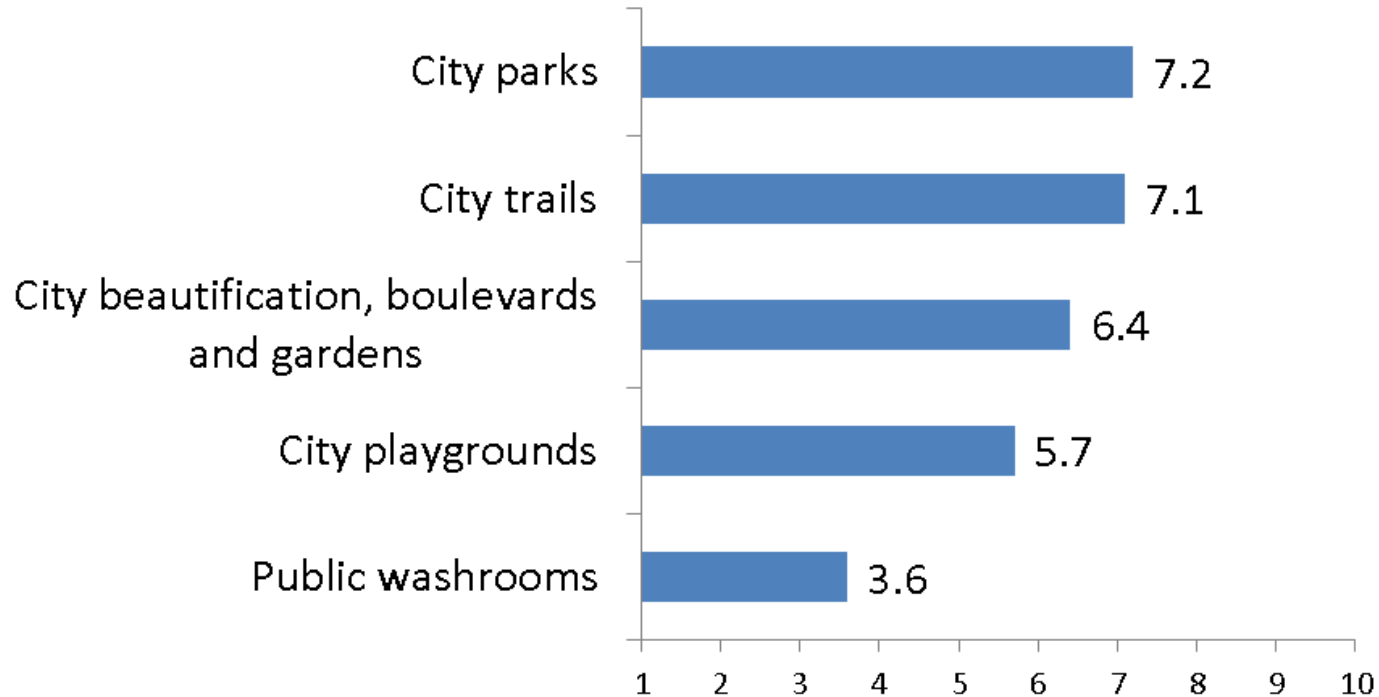


## What is your favourite thing about living in Colwood?



# Satisfaction with Services

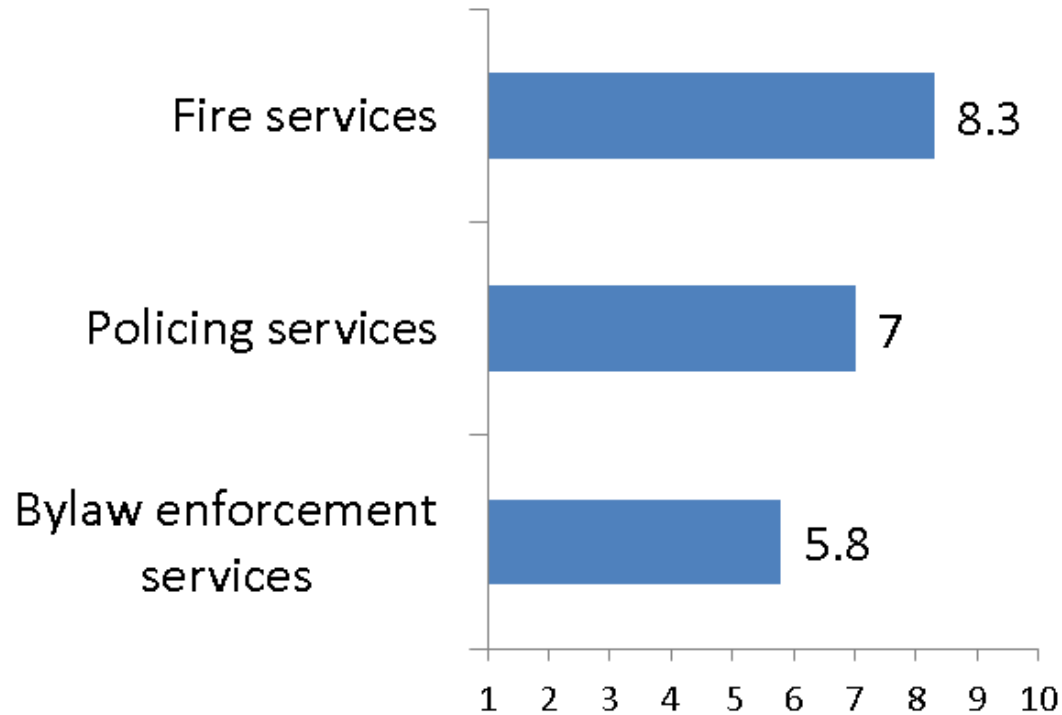
How satisfied are you with the following Recreation and Leisure Services?



N=400

Average Rating:  
1=Not satisfied; 10=Very satisfied

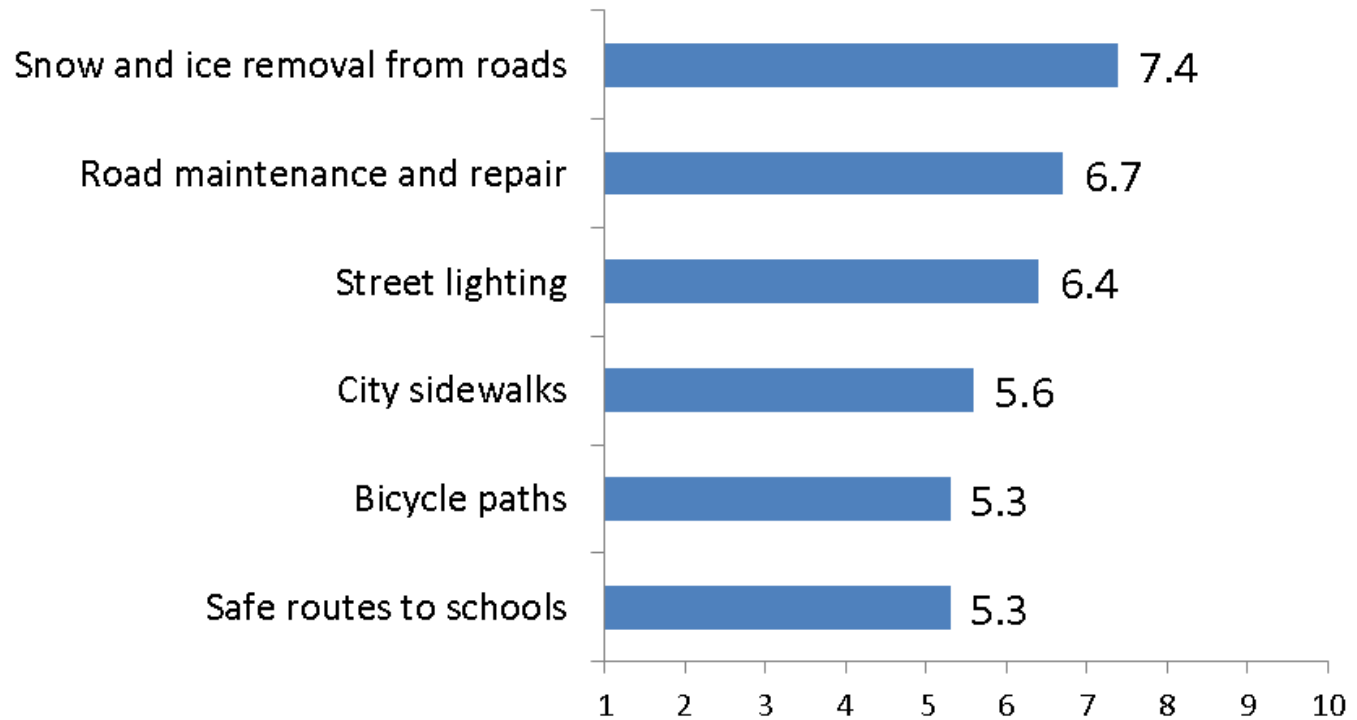
## How satisfied are you with the following Community Safety Services?



N=400

Average Rating:  
1=Not satisfied; 10=Very satisfied

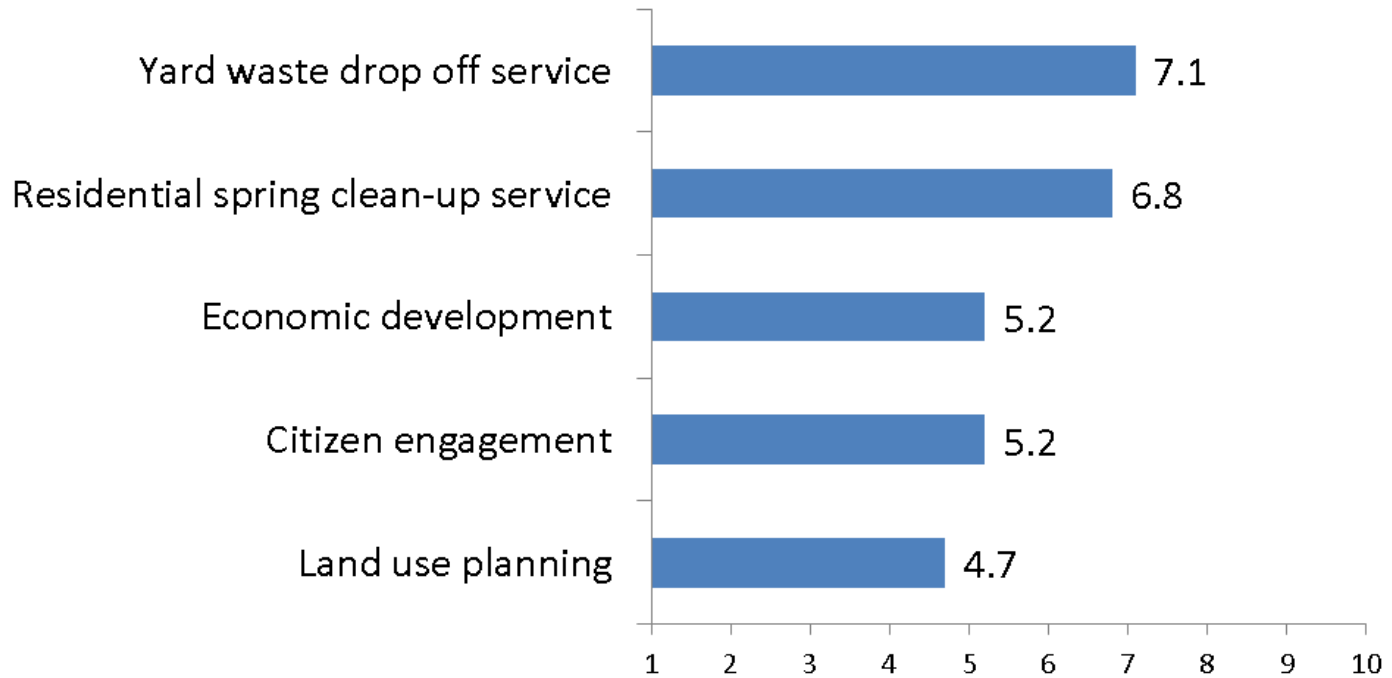
## How satisfied are you with the following Roads and Transportation Services?



N=400

**Average Rating:**  
1=Not satisfied; 10=Very satisfied

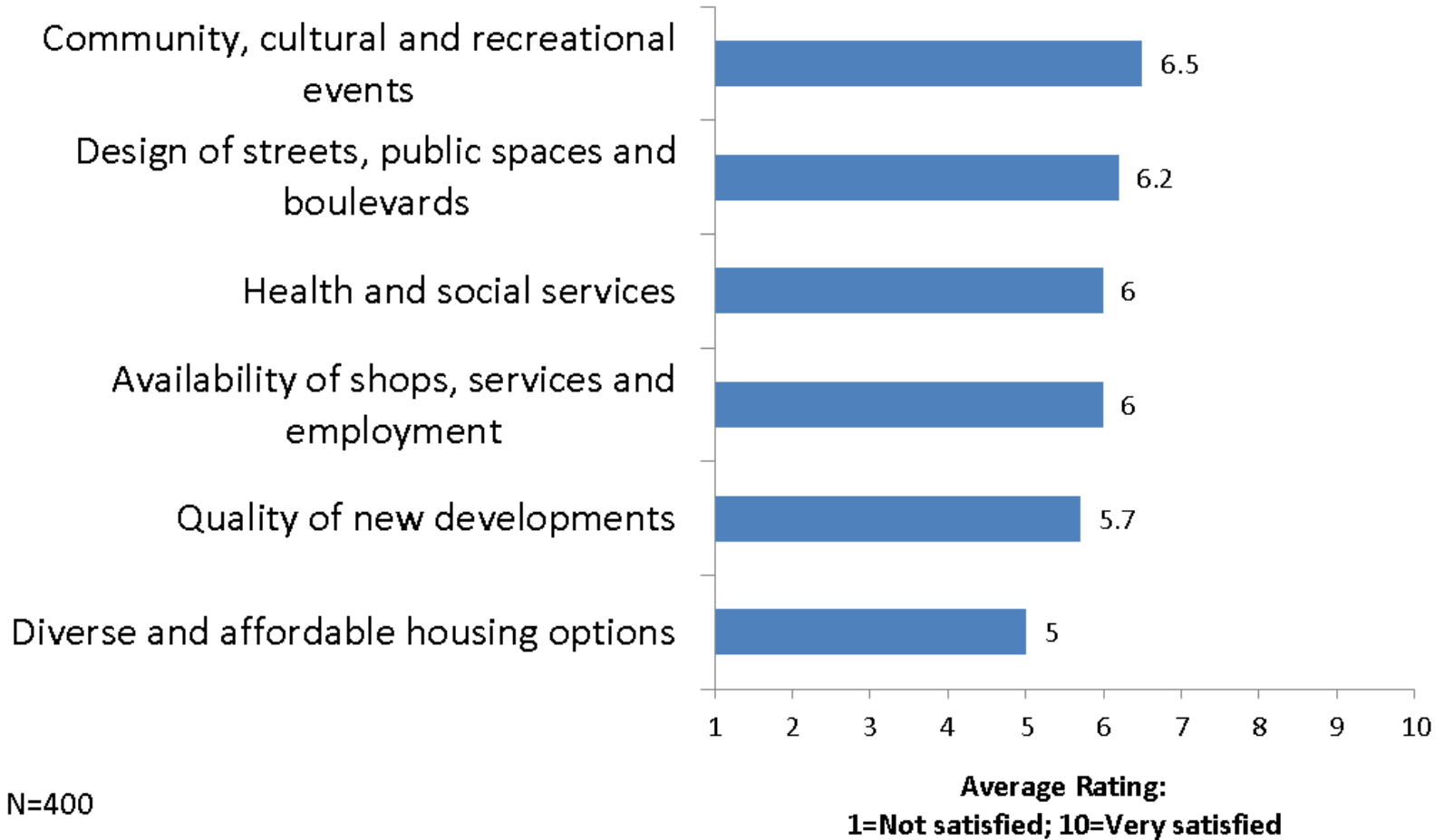
### How satisfied are you with the following City Services?



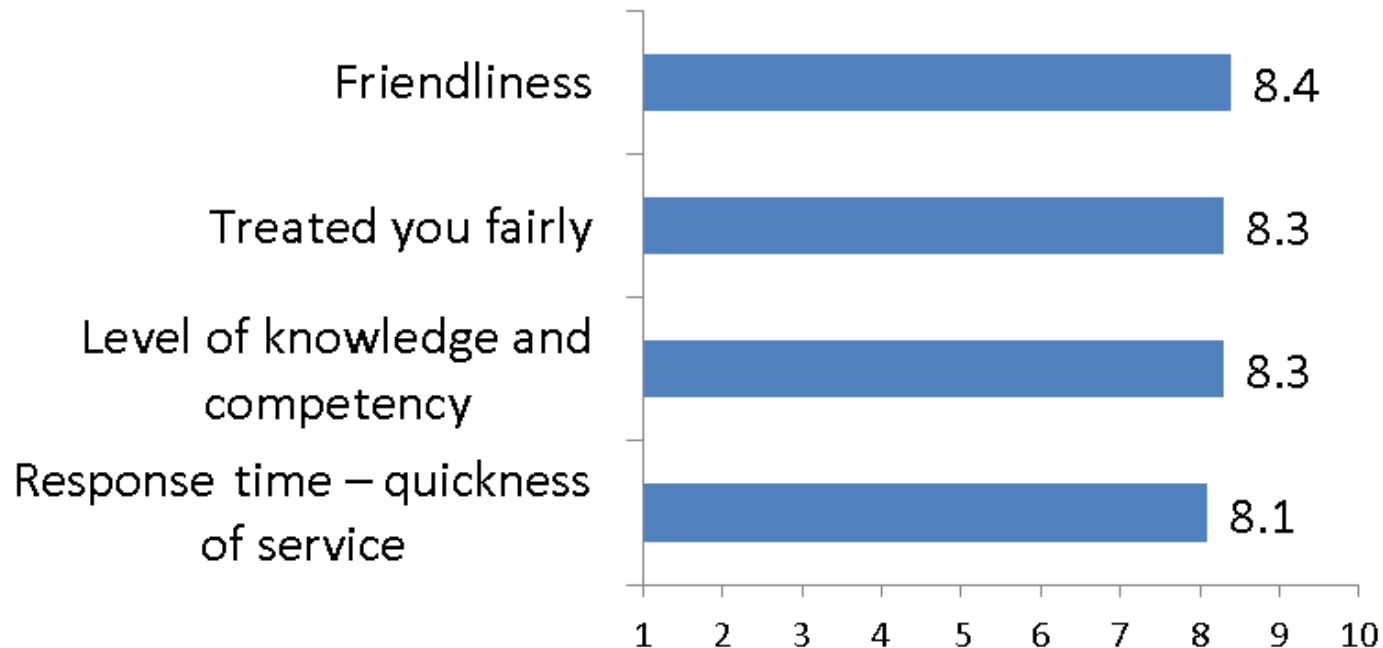
N=400

Average Rating:  
1=Not satisfied; 10=Very satisfied

## How satisfied are you with the following Community Amenities?



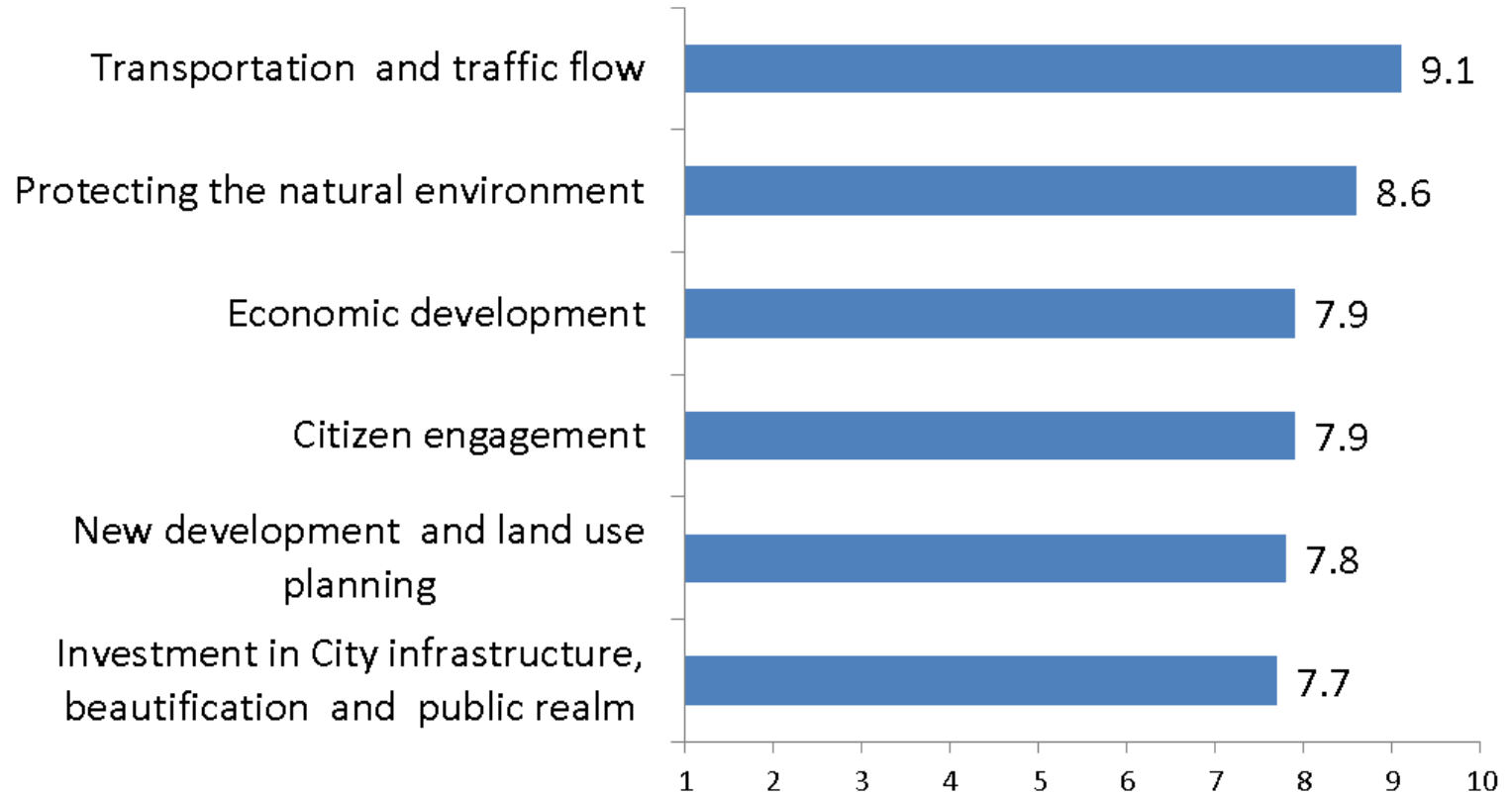
**How would you rate the level of service provided by the City of Colwood employee during your most recent contact.**



N=108

**Average Rating:  
1=Poor; 10=Excellent**

### How important are the following issues for the City?



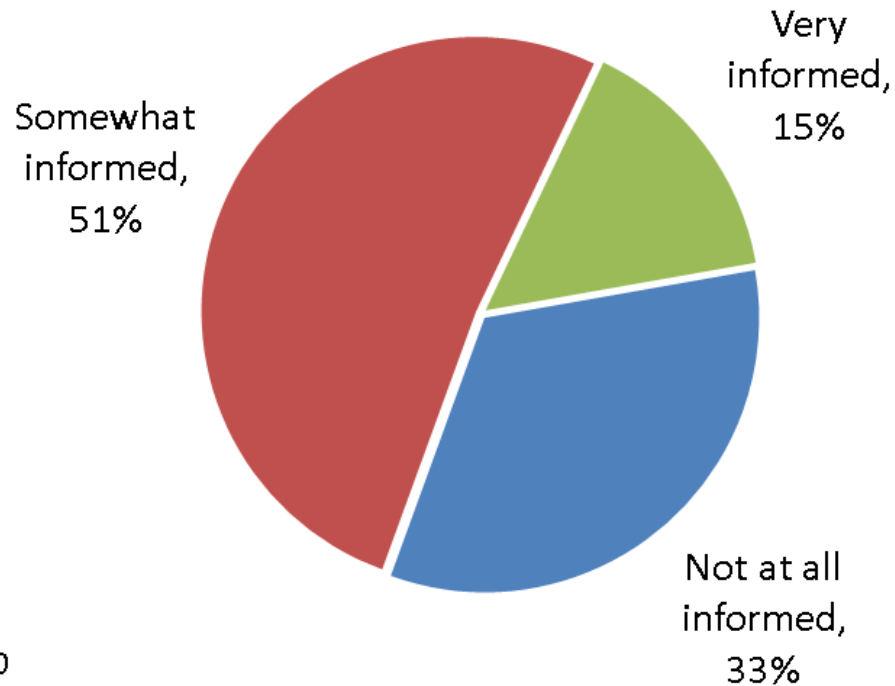
N=400

Average Rating:  
1=Not important; 10=Very important



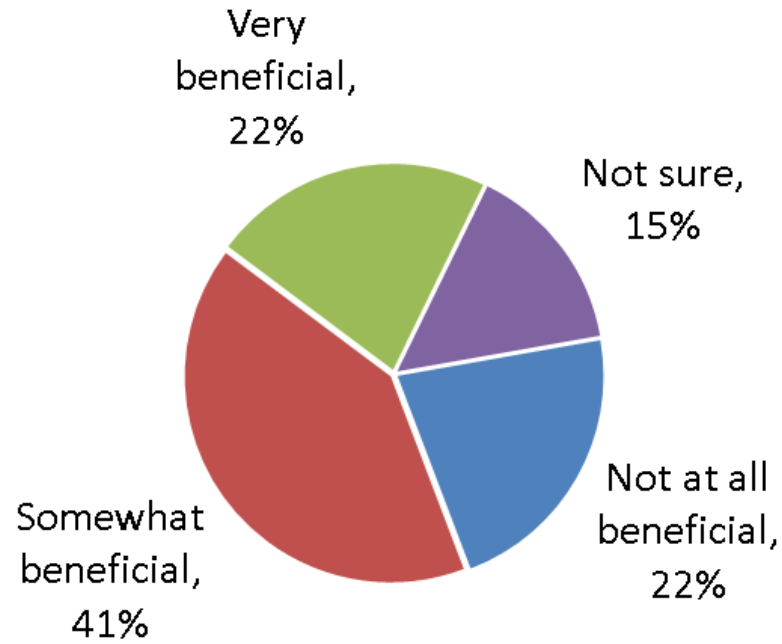
# Sewage Treatment Facility

How informed do you feel you are about regional sewage treatment planning?



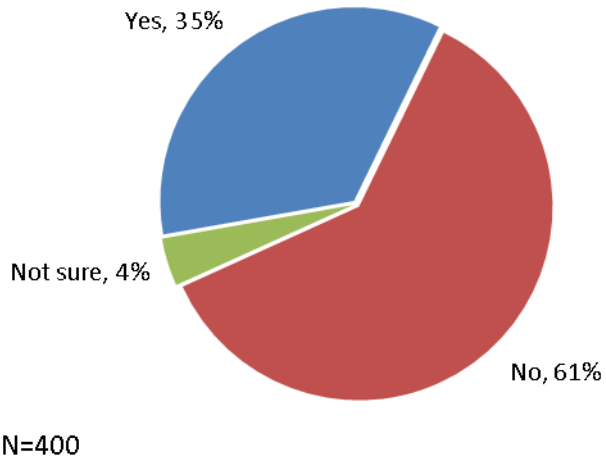
N=400

**Please indicate whether you feel it would be beneficial to Colwood if a sewage treatment facility was located in our community.**

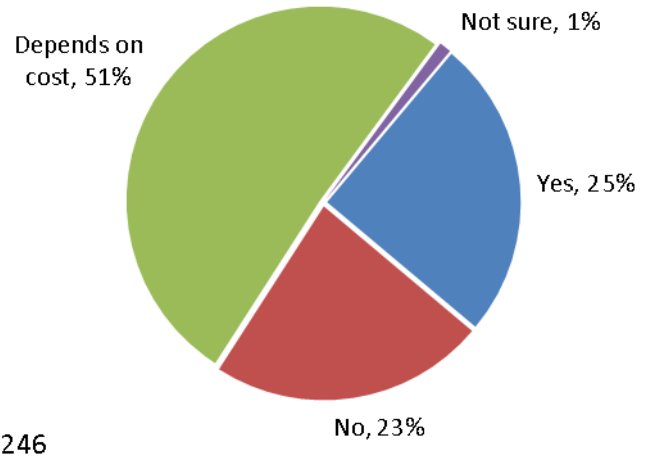


N=400

### Is your property connected to the Municipal Sewer system?

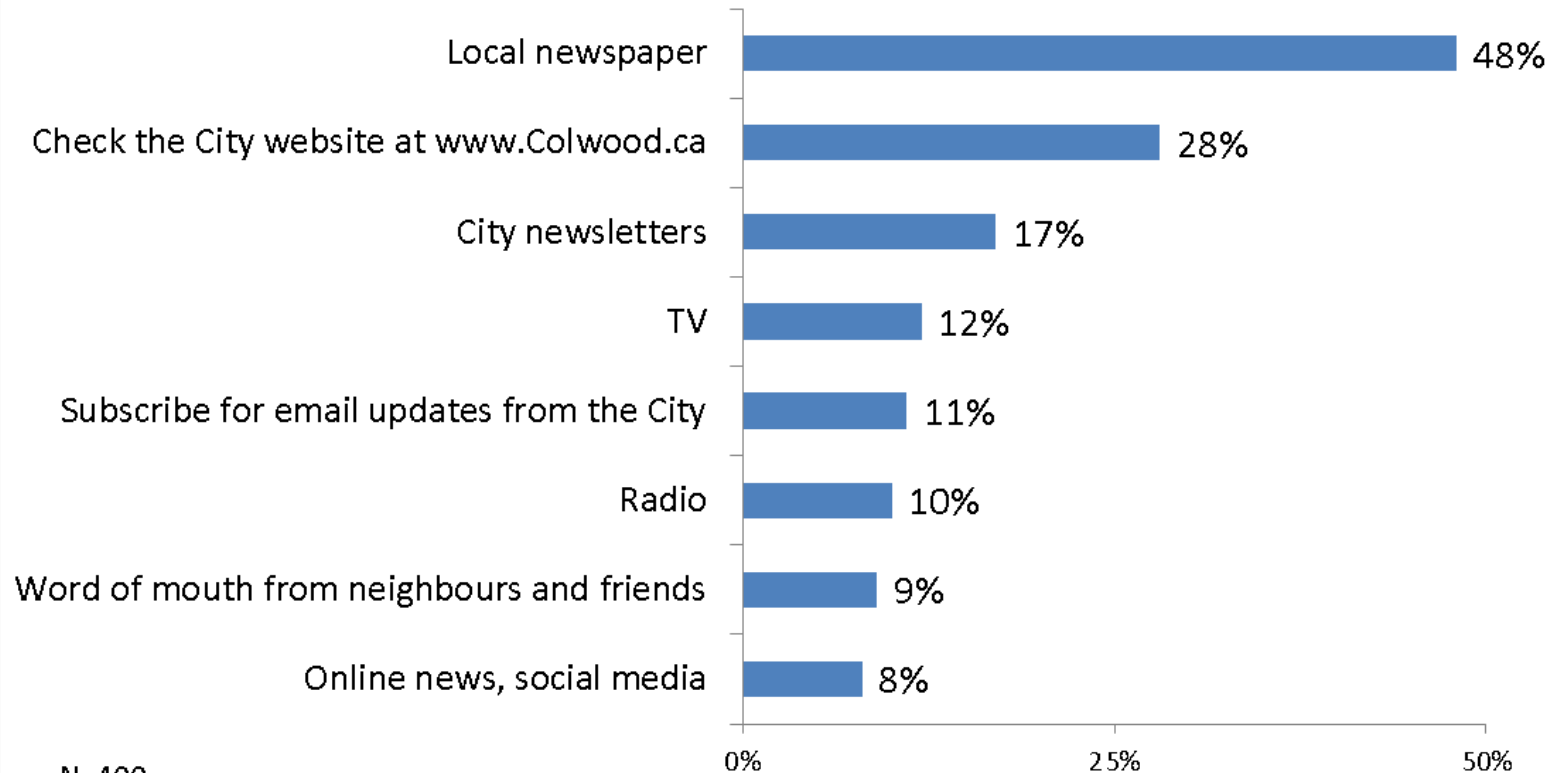


### Would you connect to the Municipal sewer system if given the opportunity?



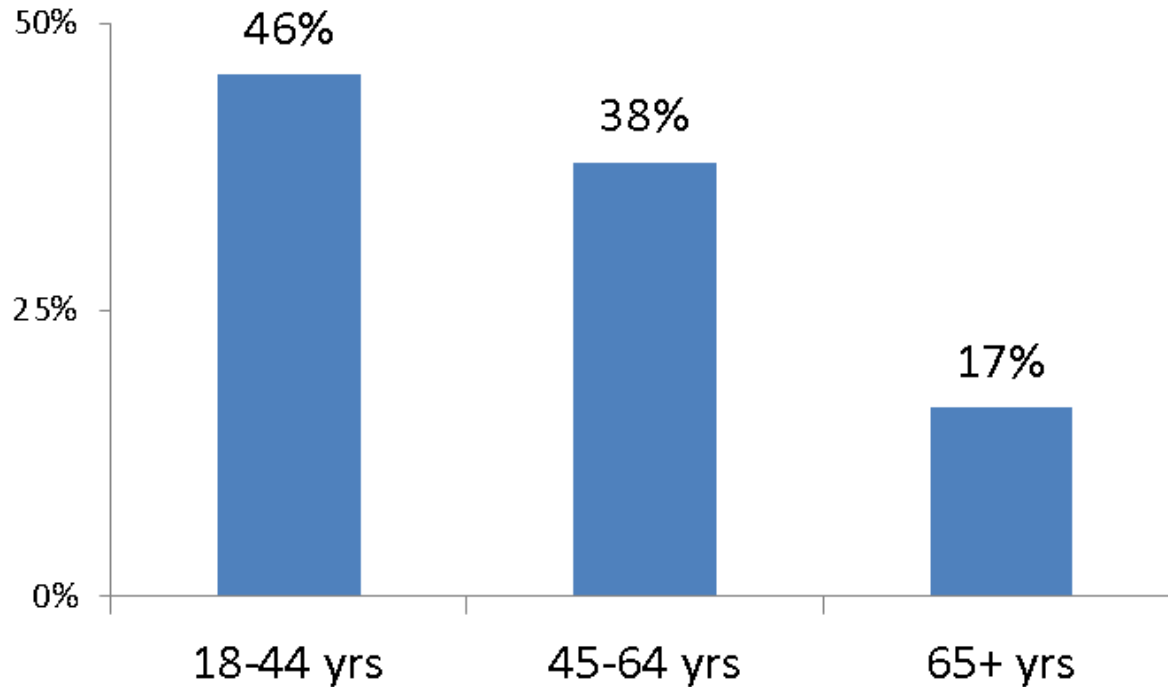
# Communications

What are your preferred methods for learning about local government issues in the City of Colwood?



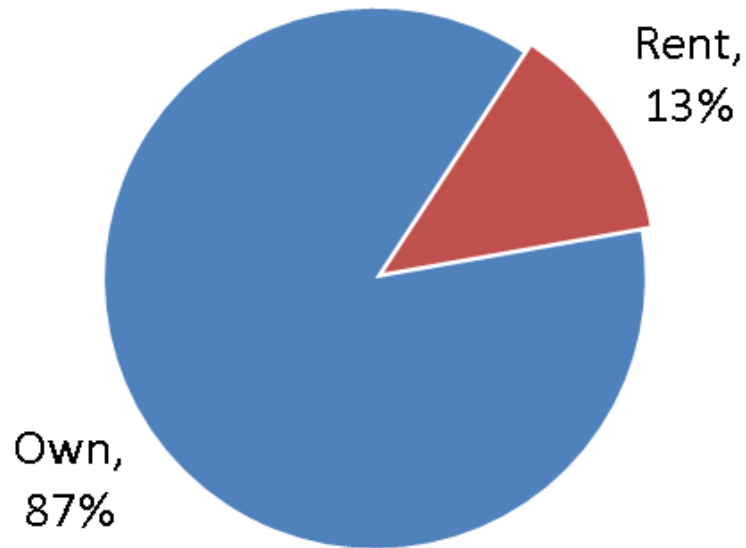
# About You

Which of the following age groups do you fall into?



N=400

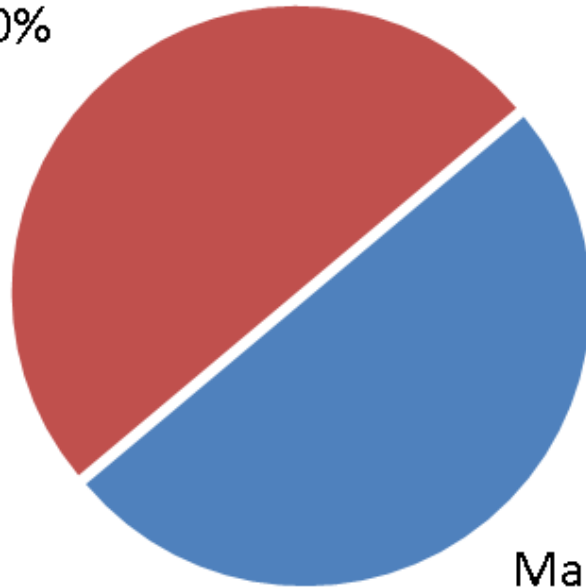
**Do you rent or own your place of residence?**



N=400

## Gender

Female,  
50%



Male,  
50%

N=400