



# 2024 Resident Satisfaction Survey

Council Presentation

City of Courtenay  
January 2025



City of  
Courtenay



**FORUM**  
RESEARCH

# Key Findings

## Quality of Life and Value for Tax Dollar

- The majority of respondents (TOP2: 84%), rate the quality of life in the City of Courtenay as good or very good. However, 2 in 3 respondents (TOP2: 68%) would say that the quality of life has become worse over the past three years, a 9-percentage point increase from 2023 (TOP2: 57%).
  - To enhance the quality of life in the City of Courtenay, respondents would like to see initiatives or programs to address homelessness (41%), address drug use and addictions (17%), and develop more and affordable housing (15%).
- 7 in 10 respondents (TOP2: 70%) think that they receive an overall good value for their tax dollars, an 8-percentage point decrease from 2023 (TOP2: 78%), and almost half (47%) believe taxes should be maintained, even if this means a cut to services.

## Issues, Priorities, and Satisfaction with City Services

- The Cities Net Promoter Score (NPS) has remained relatively stable at -17 (-16 in 2023), indicating that residents are more likely to not recommend the City to their friends or colleagues as a place to live.
  - The primary reasons for not recommending the City include the homelessness population (18%), a lack of housing / affordable housing (16%), and the high cost of living (13%).
  - Homelessness (42%) and a lack of affordable (7%), or available (6%) housing also emerged as the most important issues facing the City.
- However, two-thirds of respondents (TOP2: 66%) are satisfied with the overall level and quality of services provided by the City of Courtenay.
  - Fire services (TOP2: 96%), water and wastewater management (TOP2: 86%), and parks, green spaces, and multi-use trails (83%) are the services residents are most satisfied with. Traffic management (TOP2: 46%) has the lowest satisfaction among residents.
- Results from the Gap analysis indicate that the two primary areas of improvement for the City are land use and community planning and traffic management. The 'availability of online services' moved from a primary area for improvement, to a secondary area for maintenance this year, meaning the focus for this service now is to maintain current satisfaction levels.

## City Interaction and Staff Experience

- In the last 12 months, nearly 2 in 5 respondents (39%) have personally contacted or dealt with the City and/or its staff. Of those who have contacted the City, 2 in 3 (TOP2: 66%) report being satisfied with the overall service they received.
- Respondents agree that the staff were courteous (TOP2: 91%), knowledgeable (TOP2: 86%), and treated them fairly (TOP2: 82%).

# Methodology

**Method:** CATI (Computer Aided Telephone Interview)

**Criteria for Participation:** Residents of the City of Courtenay who are 18 years of age or older

**Sample Size:** n=301

**Average Length of Interview (LOI):** 16.3 minutes

**Margin of Error:**  $\pm 5.65\%$

**Fieldwork Dates:** November 4<sup>th</sup> – November 16<sup>th</sup>, 2024

- Additional Notes:**
- CATI sample was drawn using random digit dialing (RDD) among the City of Courtenay residents. A mix of landline and cell phone sample was used to reach cell phone-only households.
  - Results throughout this report have been statistically weighted by age and gender, to ensure that the sample reflects the target population according to 2021 Census data.
  - Significant differences across sub-groups are noted where they exist.

# Reporting Considerations

## TOP2 / BTM2

Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “somewhat satisfied,” where a grouping of “not satisfied” (BTM2) may be the combined result of “very dissatisfied” and “somewhat dissatisfied”.

## 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 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., How do you usually learn about or receive updates from the City of Courtenay?), 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 “telephone” and “email” as their answer.

## Significance Testing

Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments have been stated under the related finding in the right text boxes. It is important to point out that, statistical differences exist only between the segments mentioned in the notes.

## Trend Indicator Icons

Icons are used throughout the report to represent changes in results between 2023 and 2024. An upward arrow (↑) indicates an increase, a downward arrow (↓) indicates a decrease, and a dash ( - ) denotes no change.

# Top of Mind Issues

2024	2023
Homelessness	42% ↑ 34%
Housing - lack of affordable housing	7% ↓ 11%
Housing - lack of available housing	6% ↑ 3%
Mental health / Drug addiction	5% ↑ 3%
Public safety (e.g., crime, policing, speeding)	5% ↑ 2%
Traffic / road congestion / traffic lights/sidewalks	5% ↑ 3%
Taxes	3% ↑ 2%
Inadequate public transit/transportation/active transportation	3% ↑ 2%
Housing (other or unspecified)	3% ↑ 2%
Roads / Road repair / poorly maintained roads	2% ↓ 4%
Infrastructure	2% - 2%
High inflation rates	2% ↑ 1%
Poverty	2% - 2%
Hospital wait times / lack of medical care	2% ↑ 1%
Don't know / Refused	4% ↓ 8%

Homelessness remains the most important issue for residents, with two-fifths (42%) of respondents mentioning it, an 8-percentage point increase from 2023.

Female respondents (51%) and respondents ages 45 to 54 (50%) are significantly more likely to mention homelessness as the most important issue in the City of Courtenay compared to male respondents (31%) and respondents ages 35 to 44 (24%).

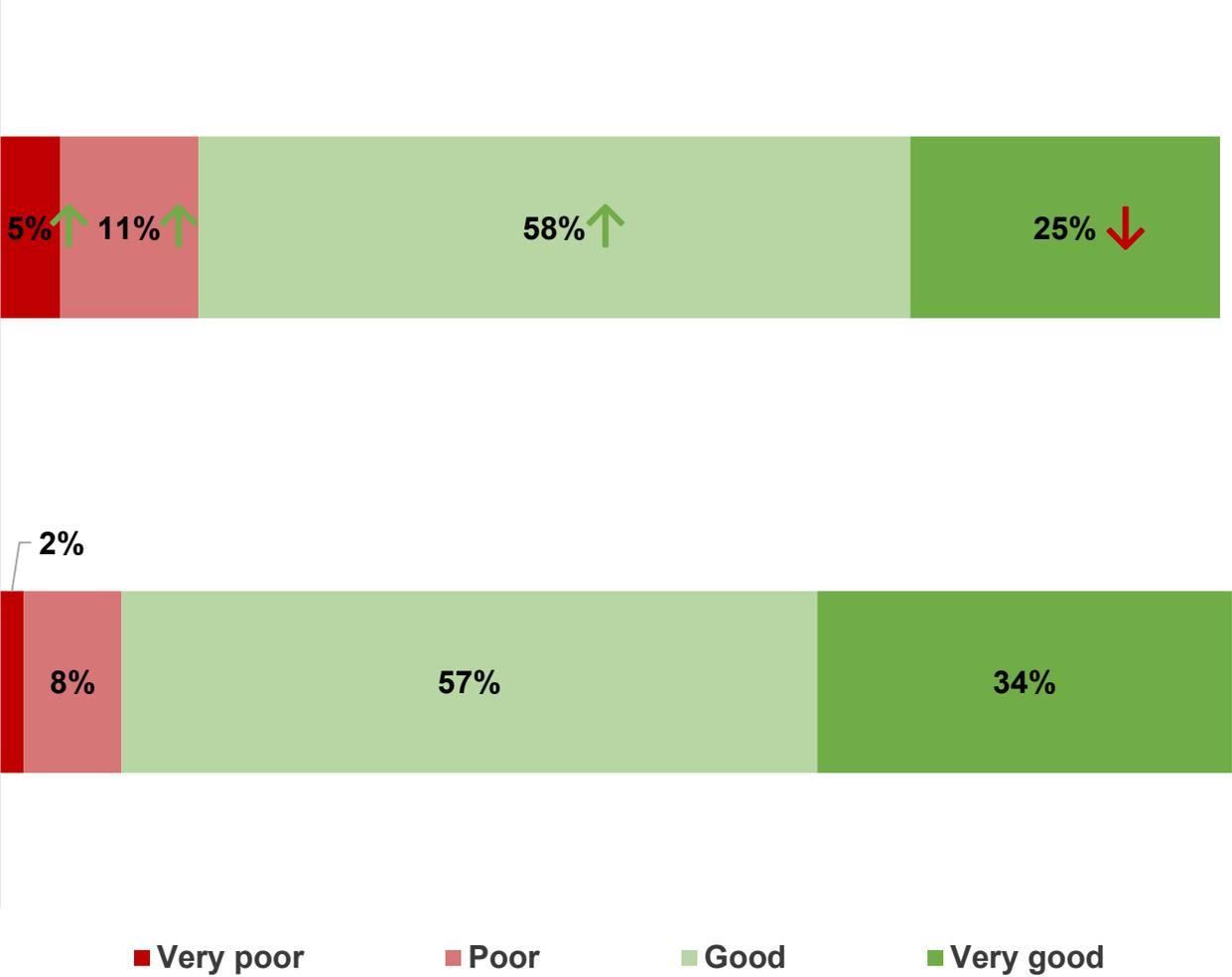
\*Note: response not shown if <2%

**Question 1.** In your view, as a resident of The City of Courtenay, 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? [Open-ended]

**Sample Size:** n=301

**Framework:** All respondents

# Quality of Life



### TOP2

84% ↓

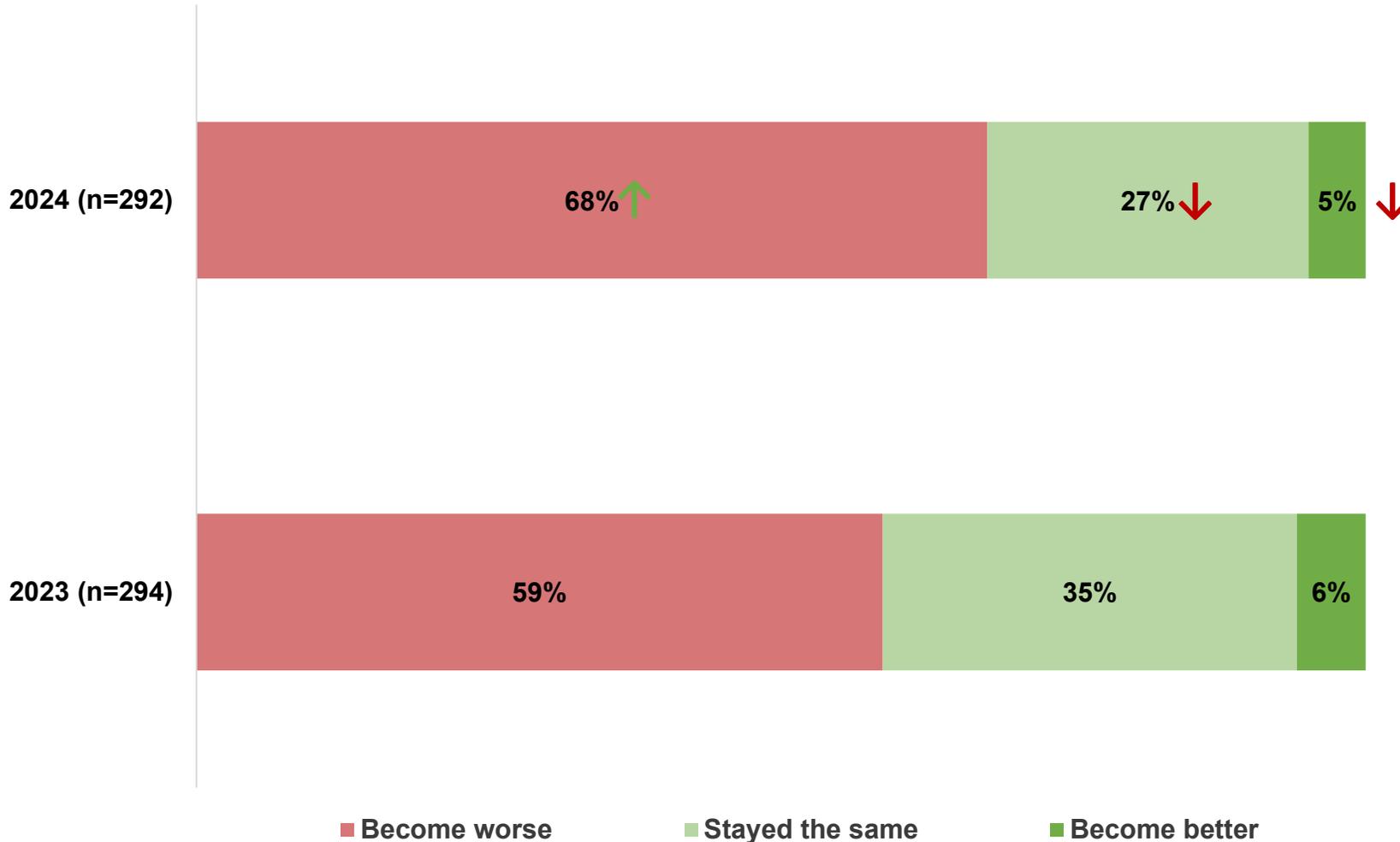
The majority of respondents have a positive impression of their quality of life in the City of Courtenay, with more than four-fifths (TOP2: 84%) of respondents rating the quality of life as good or very good.

90%

Older respondents (ages 65+; TOP2: 95%), retirees (TOP2: 94%) and respondents with no children in the household (TOP2: 89%), are significantly more likely to rate their overall quality of life in the City of Courtenay as good or very good than middle-aged respondents (ages 35-54; TOP2: 68%-72%), self-employed respondents (TOP2: 68%), and respondents with children in the household (TOP2: 68%).

**Question 2.** How would you rate the overall quality of life in the City of Courtenay today?  
**Sample Size:** Shown in chart above  
**Framework:** All respondents, excluding don't know / prefer not to answer responses

# Quality of Life – Past 3 years



About 2 in 3 (68%) respondents think that the quality of life in the City of Courtenay has worsened over the past three years.

The following demographic groups are significantly more likely to say the same thing:

- Middle aged respondents (ages 35-64; 73%-84%) compared to older respondents (ages 65+; 56%).
- Respondents with children in the household (86%) compared to respondents without children in the household (61%).
- Respondents that have a disability (87%) compared to respondents that do not (64%).

**Question 3.** In your opinion, over the past three years, has the quality of life in the City of Courtenay...

**Sample Size:** Shown in chart above

**Framework:** All respondents, excluding don't know / prefer not to answer responses

# Enhancing Quality of Life

## Suggested Programs / Initiatives

2024	2023
Address homelessness (e.g. provide assistance, shelters, etc.)	41% ↑ 32%
Address drug use / Addictions (e.g. treatment, rehabilitation facilities, programs, etc.)	17% ↑ 14%
Affordable housing / More housing	15% ↓ 20%
Safer community (e.g. more police presence, less loitering, crime, etc.)	9% ↑ 8%
More / Improve social service programs	7% ↑ 6%
More / Improve recreational programs	6% ↑ 5%
Affordable living (e.g. lower taxes, cheaper to live, etc.)	6% ↑ 5%
Mental health assistance	6% ↓ 9%
More green spaces / Green initiatives (e.g. more parks, trees, climate change action, etc.)	5% ↑ 3%
Improve roads / Bridges (e.g. wider roads, more bicycle lanes, etc.)	5% ↓ 10%
Transportation / Traffic (e.g. between mainland and island, etc.)	4% ↓ 10%
More / Better health care (e.g. access, more doctors, etc.)	3% ↓ 4%
Improve municipal government (e.g. new mayor, etc.)	3% ↑ 1%
Improve city infrastructure / Utilities (e.g. sewage systems, water, etc.)	3% ↓ 5%
Improve city services (e.g. garbage removal, adequate parking spaces, etc.)	3% ↓ 4%
Other	7% ↓ 12%
Don't know / Refused	15% ↓ 16%

To enhance the quality of life in the City of Courtenay, respondents would like to see initiatives or programs to address homelessness (41%), address drug use and addictions (17%), and develop more and affordable housing (15%), the same top three initiatives and programs mentioned in 2023.

\*Note: response not shown if <3%

**Question 4.** What specific initiative or program would you like to see that would enhance the quality of life in our community? [Open-end]

**Sample Size:** n=301

**Framework:** All respondents

# Value for Tax Dollars



## TOP2

70% ↓

7 in 10 respondents (TOP2: 70%) think that they receive an overall good value for their tax dollars.

Belief that respondents receive a good value for their tax dollars (TOP2: 70%), decreased by 8-percentage points from TOP2: 78% in 2023.

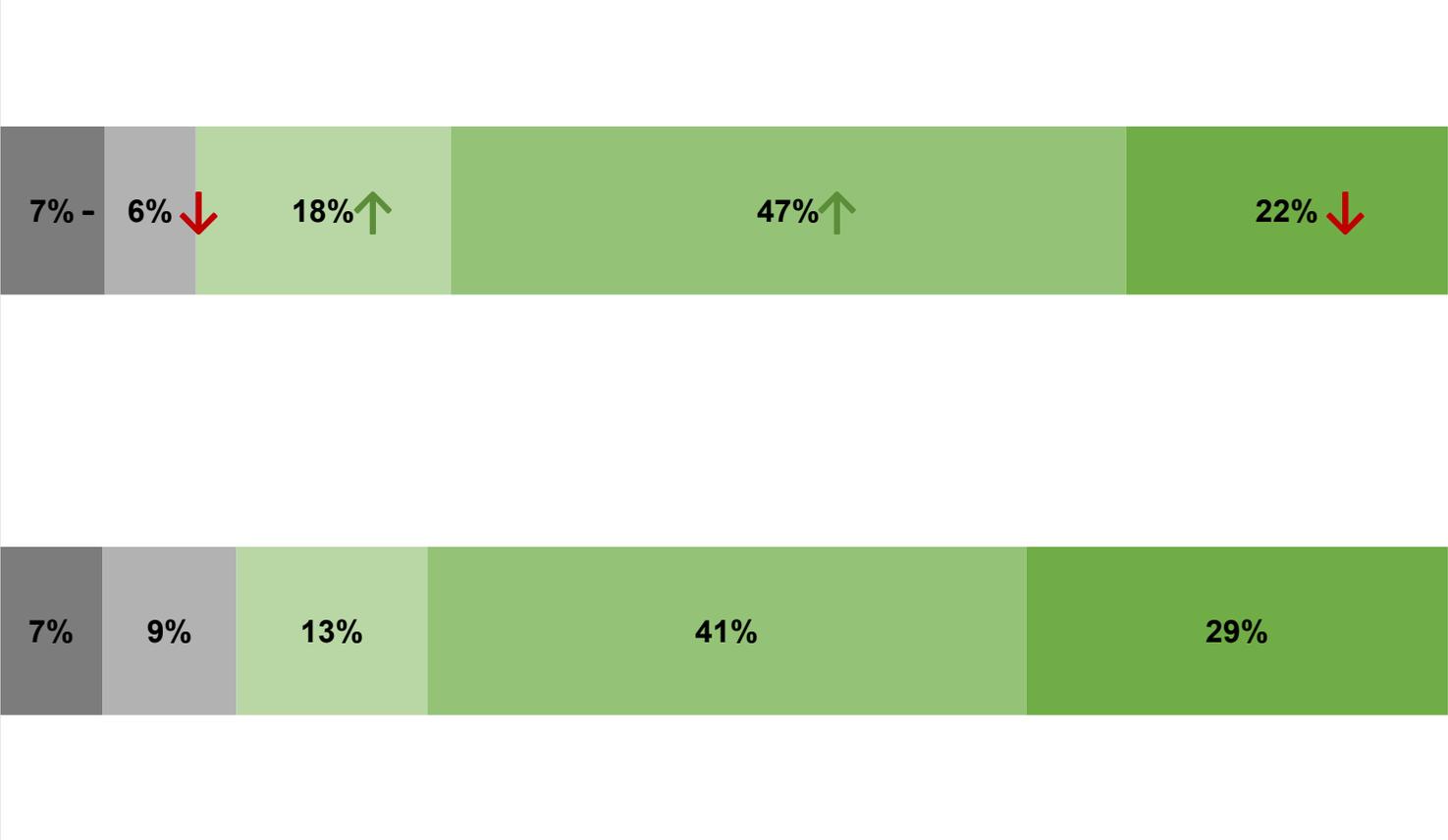
The following groups are significantly more likely to say they receive a good value for their tax dollars (TOP2):

- Older respondents (ages 55-65+; 79%-81%) compared to respondents ages 35 to 44 (50%).
- Respondents ages 65+ (81%) compared to respondents ages 45 to 54 (60%).
- Households with no children (75%) compared to households with children (54%).
- Retired respondents (83%) compared to full-time employees (60%), and self-employed residents (58%).

78%

**Question 13.** Thinking about all the programs and services you receive from the City of Courtenay, would you say that overall, you receive a very good, good, poor, or very poor value for your tax dollars?  
**Sample Size:** Shown in chart above  
**Framework:** All respondents, excluding don't know / refused responses

# Balancing Taxation and Service Delivery Levels



- Don't know / Refused
- None of the above
- Cut services to reduce taxes
- Increase taxes to maintain, enhance or expand services
- Maintain taxes, even if it might mean a cut to services

When asked about balancing property taxations and service delivery levels, about 1 in 5 respondents (22%) prefer to increase taxes to maintain, enhance, or expand the services provided by the city, a 7-percentage point decrease from 2023 (29%).

On the other hand, 47% of the residents would want to maintain taxes as it is, even though it might mean a cut to services that they receive, a 6-percentage point increase from 2023 (41%).

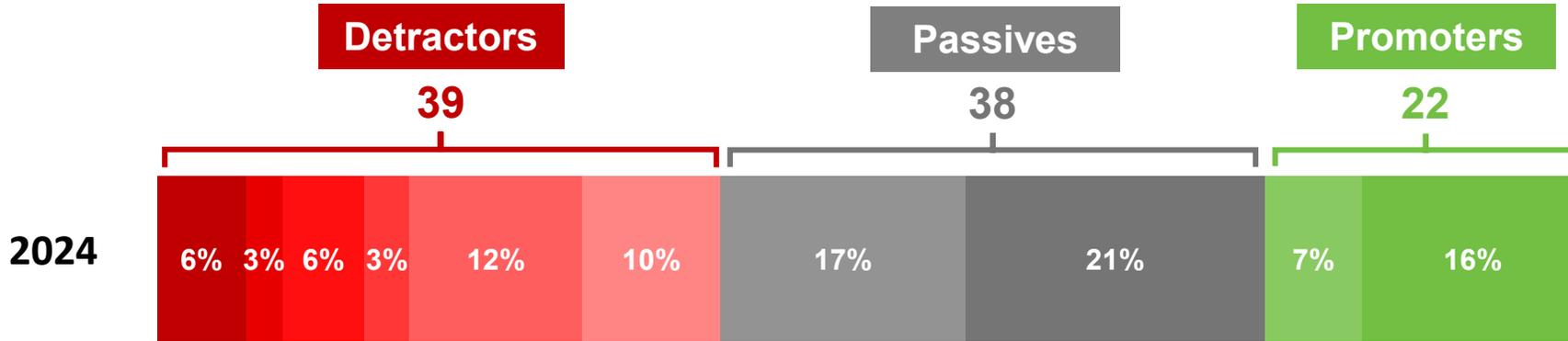
Finally, nearly 1 in 5 respondents (18%) want to cut services to reduce taxes, a 5-percentage point increase from 2023 (13%). The following demographic groups are significantly more likely to share the same response:

- Male respondents (25%) compared to female respondents (12%).
- Respondents with some community/technical/university education or completed community/technical education (23%-28%) compared to university graduates (7%).
- Self employed respondents (30%) compared to retired respondents (10%).
- City detractors (NPS: 1-6; 24%) compared to City promoters (NPS: 8-10; 10%).

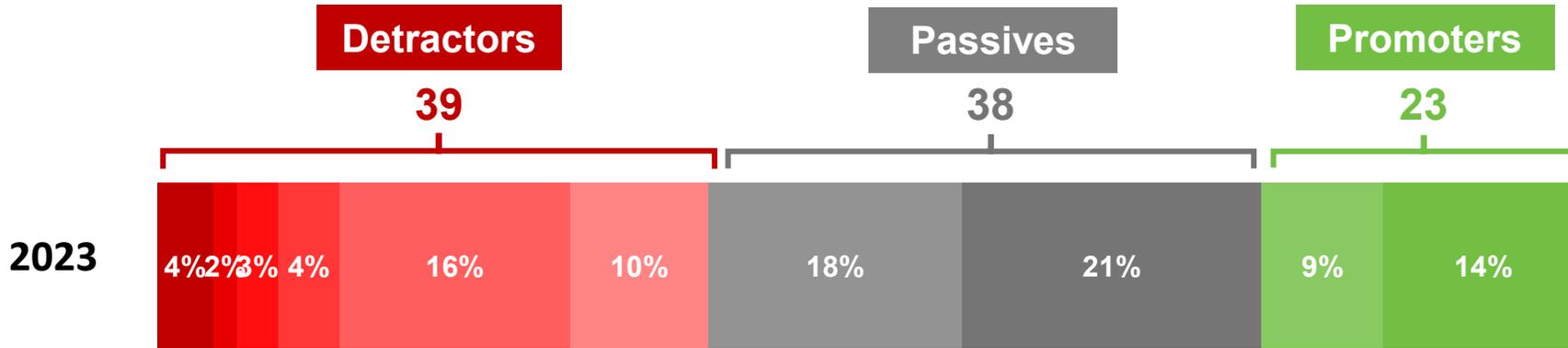
**Question 14.** Municipal property taxes are the primary way to pay for services provided by the City of Courtenay. To help the City of Courtenay balance taxation and service delivery levels, which of the following options comes closest to your view?

**Sample Size:** Shown in chart above  
**Framework:** All respondents

# NPS Analysis



**Net Promoter Score = 22 - 39 = -17**



**Net Promoter Score = 23 - 39 = -16**



A NPS score of -17 suggests that City of Courtenay residents are less likely to recommend the City as a place to live to a friend or colleague.

The NPS score has remained relatively the same since 2023 (-16 in 2023 to -17 in 2024).

The following groups are significantly more likely to not recommend the City of Courtenay (detractors):

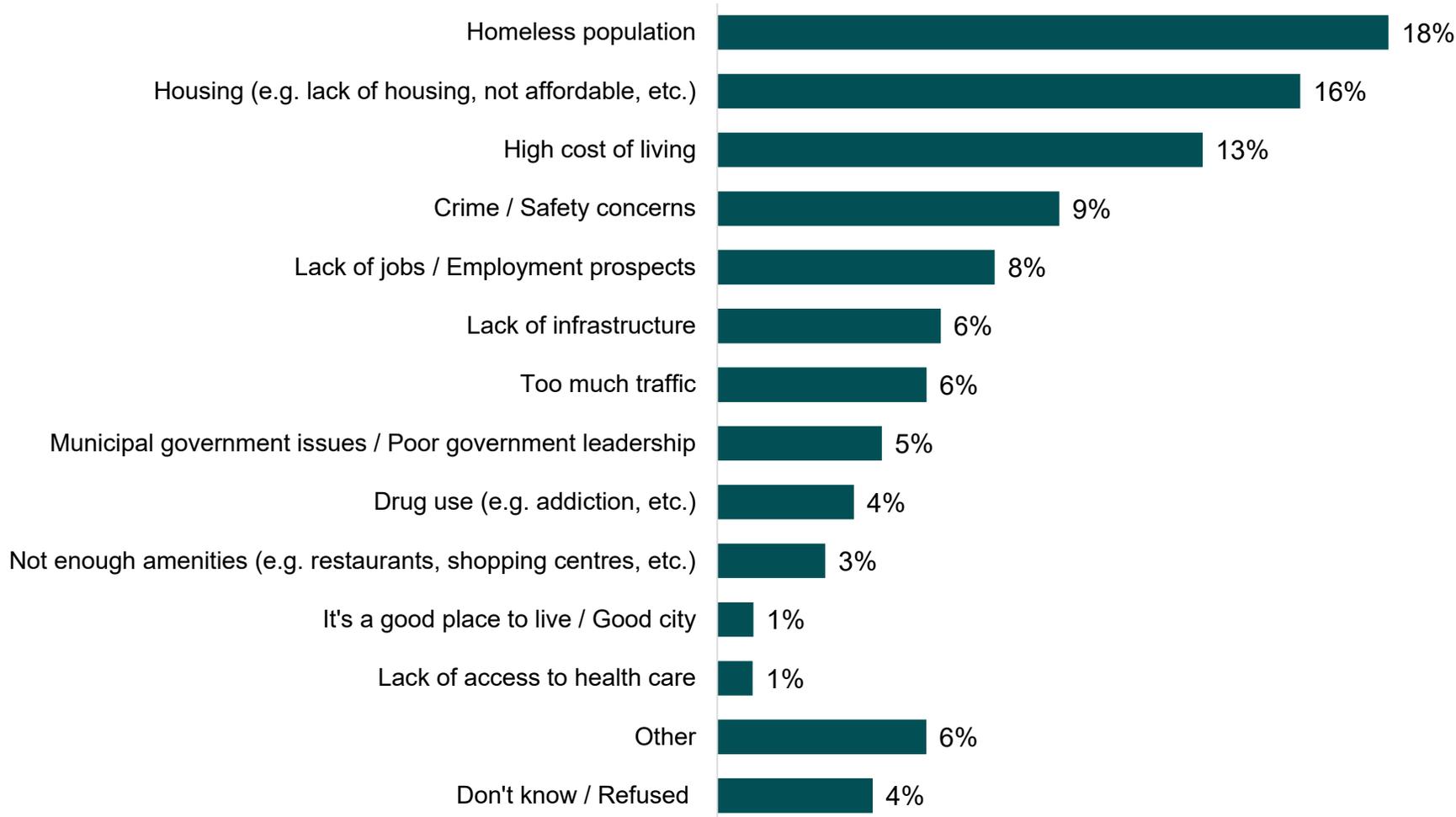
- Respondents ages 45 to 54 (53%) compared to ages 65 and older (32%).
- High school graduates or equivalent (51%) compared to university graduates (31%).
- Respondents that have a disability (56%) compared to respondents that do not (37%).

**NPS1.** How likely would you be to recommend the City of Courtenay as a place to live to a friend or colleague? Please use a number from 1 to 10, where 1 is not likely at all, and 10 is extremely likely.

**Sample Size:** n=301

**Framework:** All respondents

# Reasons to not Recommend the City



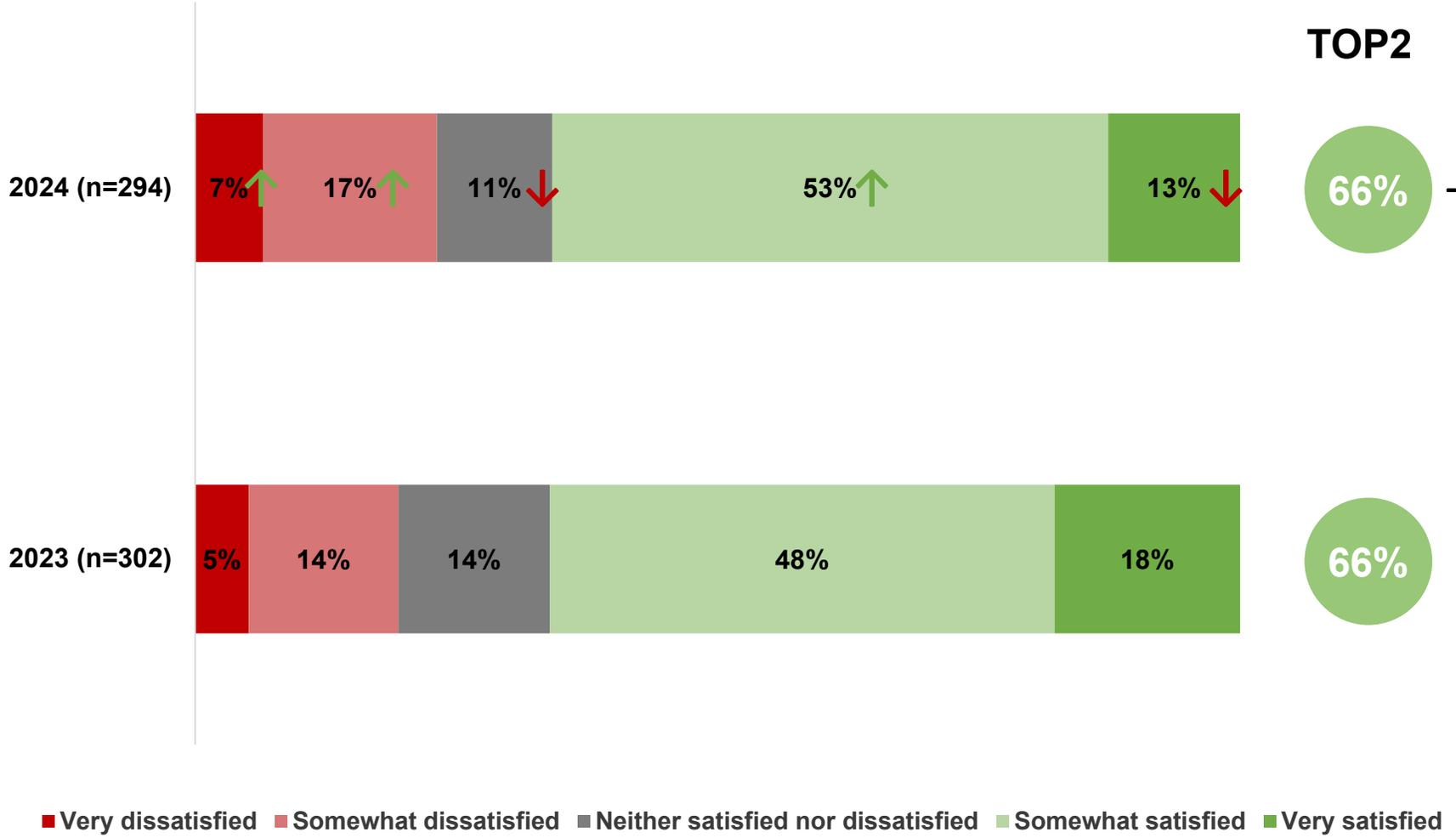
Respondents that are less likely to recommend the City of Courtenay as a place to live, mention the homelessness population (18%), a lack of housing / affordable housing (16%), and the high cost of living (13%) as reasons why they would not recommend this City to a friend or colleague.

**NPS2.** What is the primary reason you would not recommend the City of Courtenay as a place to live to a friend or colleague? [Open-end]

**Sample Size:** n=119

**Framework:** Respondents that gave an NPS score between 1 and 6

# Overall Satisfaction with Services Provided by the City



2 in 3 respondents (TOP2: 66%) are satisfied with the overall level and quality of services provided by the City of Courtenay.

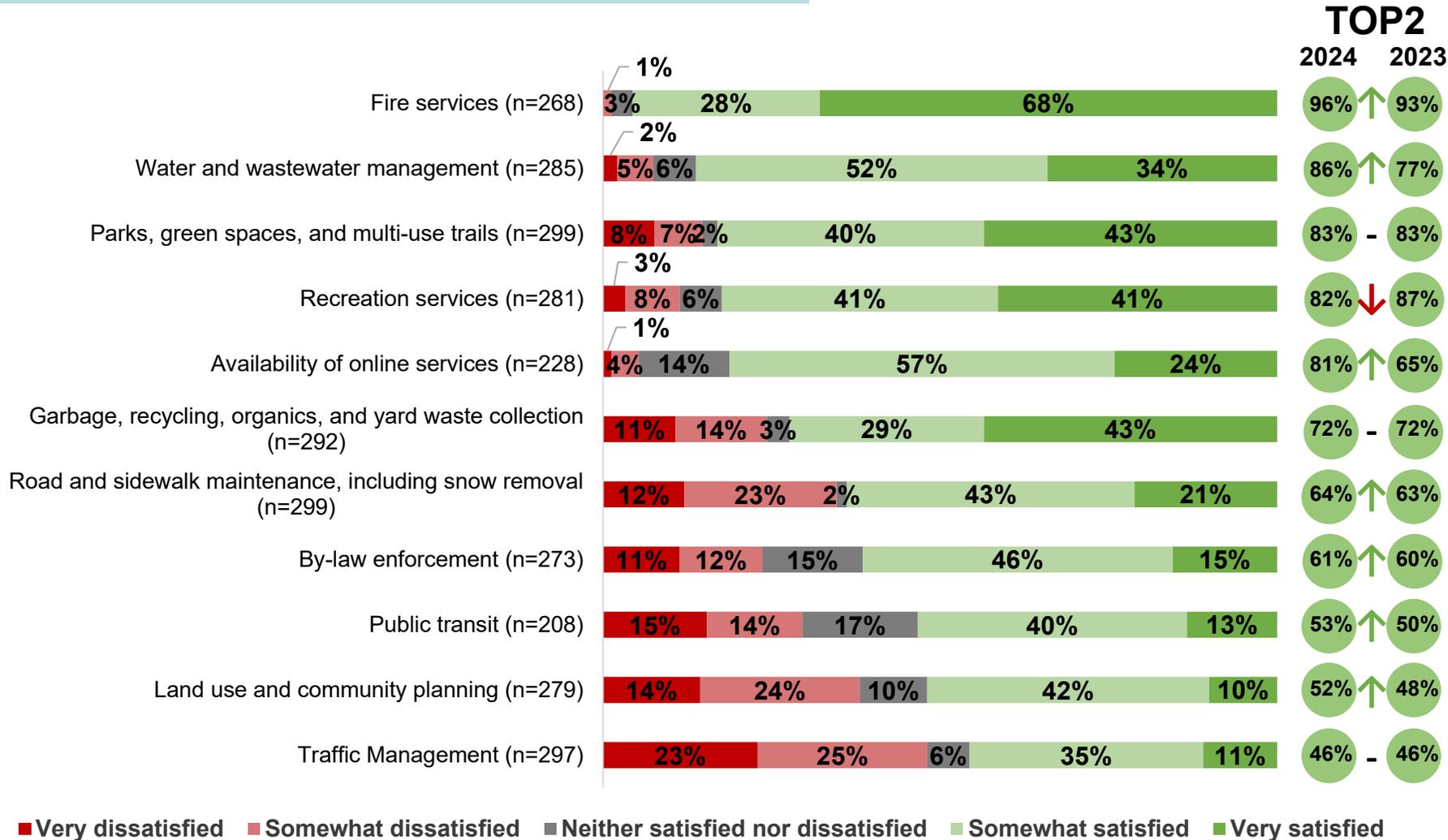
From 2023 to 2024, the TOP2 score held steady at 66%. However, "very satisfied" responses dropped by 5-percentage points (18% in 2023 to 13% in 2024).

The following demographic groups are significantly more likely to be satisfied with services overall (TOP2):

- Older respondents (65+; 78%) compared to middle-aged respondents (ages 35-54; 47%-54%).
- Respondents that make under \$40K (81%) compared to respondents that make \$60K to <\$80K (52%).
- Respondents that do not have a disability (69%) compared to respondents that do have a disability (44%).

**Question 5.** Please tell me how satisfied or dissatisfied you are with the overall level and quality of services provided by the City of Courtenay, on a scale of very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, and very dissatisfied.  
**Sample Size:** Shown in chart above  
**Framework:** All respondents, excluding don't know / refused responses

# Satisfaction with Services Provided by the City



Fire services (TOP2: 96%) remains the service respondents are most satisfied with (TOP2: 93% in 2023), followed by water and wastewater management (TOP2: 86%), which was fourth in 2023 (TOP2: 77%), and parks, green spaces and multi-use trails (TOP2: 83%), which has remained third since 2023 (TOP2: 86%).

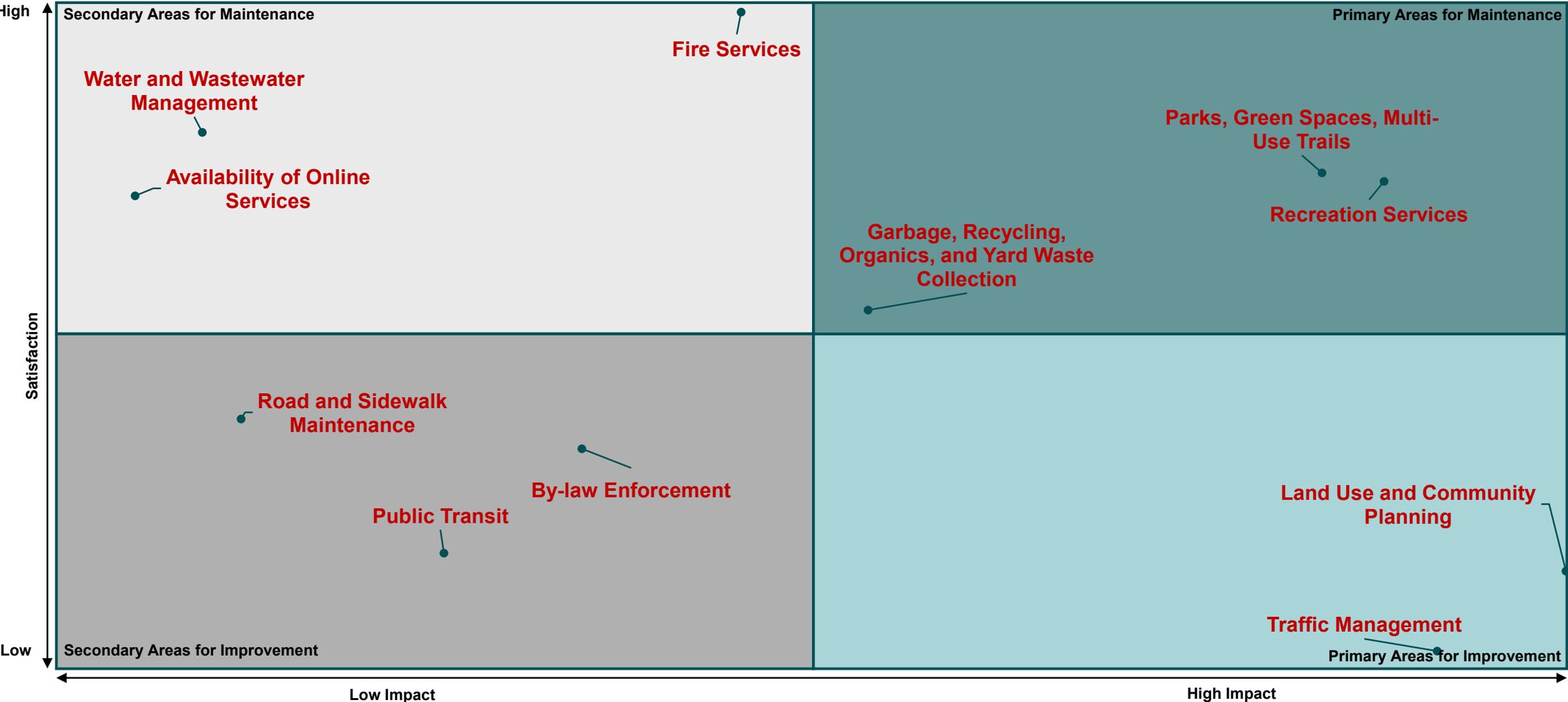
- Respondents ages 25 to 34 (TOP2: 100%) are significantly more likely to be satisfied with fire services than respondents ages 65+ (TOP2: 95%).
- Respondents ages 55 to 64 (TOP2: 96%) and renters (TOP2: 100%) are significantly more likely to be satisfied with water and wastewater management than respondents ages 45 to 54 (TOP2: 75%), ages 65+ (TOP2: 87%), and homeowners (TOP2: 84%).
- Female respondents (TOP2: 89%) and households with no children (TOP2: 87%) are significantly more likely to be satisfied with parks, green spaces, and multi-use trails than male respondents (TOP2: 77%) and households with children (TOP2: 72%).

**Question 5X.** I am going to read a list of services provided by the City of Courtenay. For each one using the same scale as before, please tell me how satisfied or dissatisfied you are with the performance of the City of Courtenay.

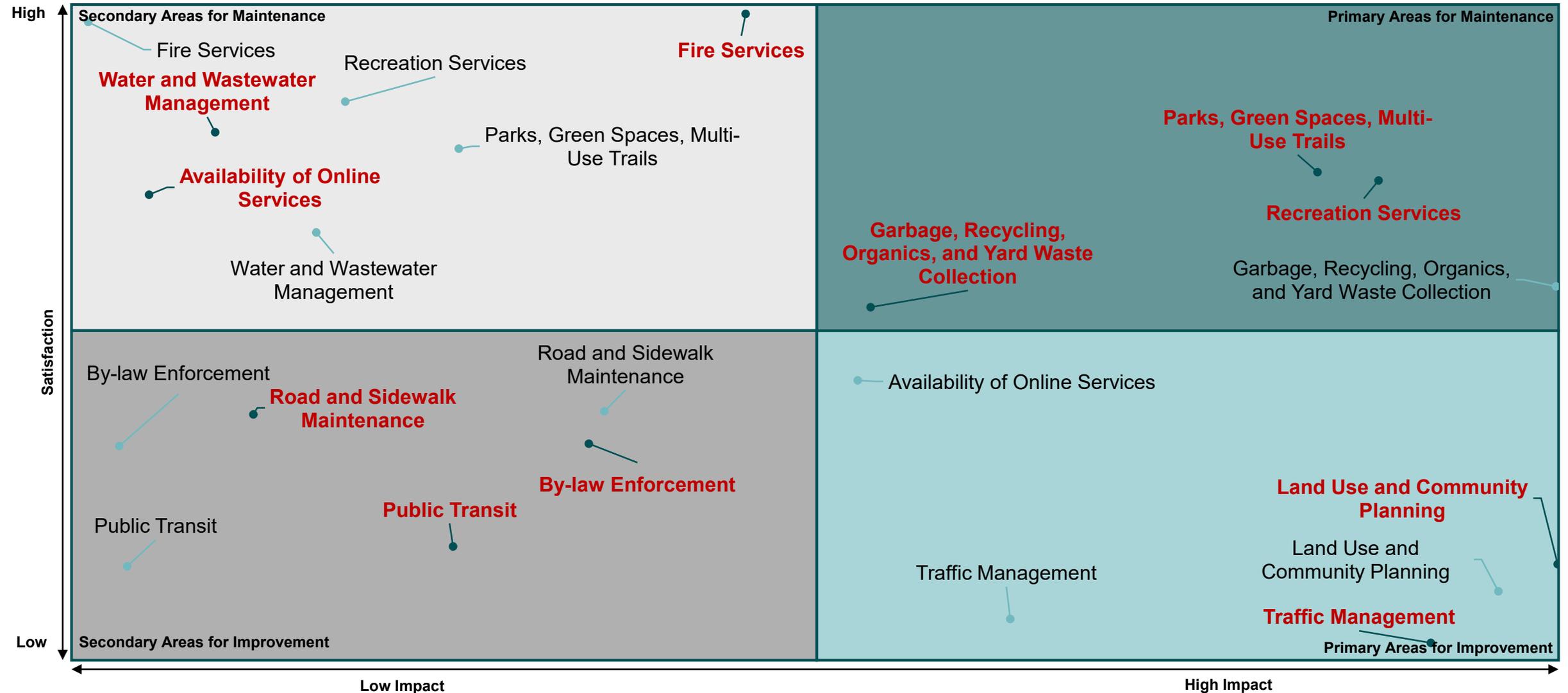
**Sample Size:** Shown in chart above

**Framework:** All respondents, excluding don't know / refused responses

# GAP Analysis

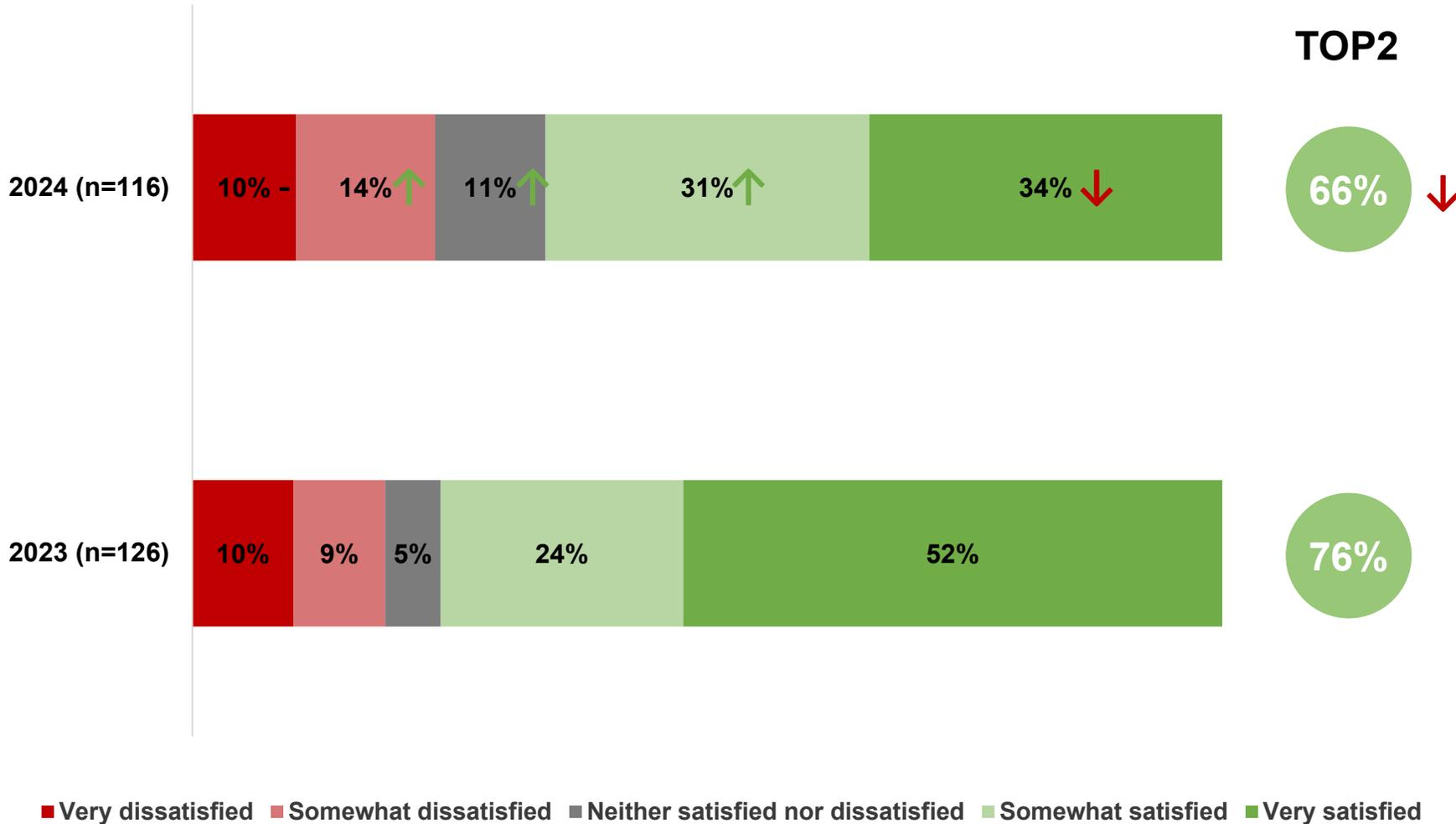


# GAP Analysis – Trending with 2023 Results



■ 2024 ■ 2023

# Satisfaction with City Staff Experience



**TOP2**

Two thirds of respondents (TOP2: 66%) that have contacted the city report being satisfied with the overall service they received from the City the last time that they contacted them.

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There has been a 10-percentage point decrease in respondents' satisfaction with overall service from the City the last time they contacted them (TOP2: 76% in 2023 to TOP2: 66% in 2024).

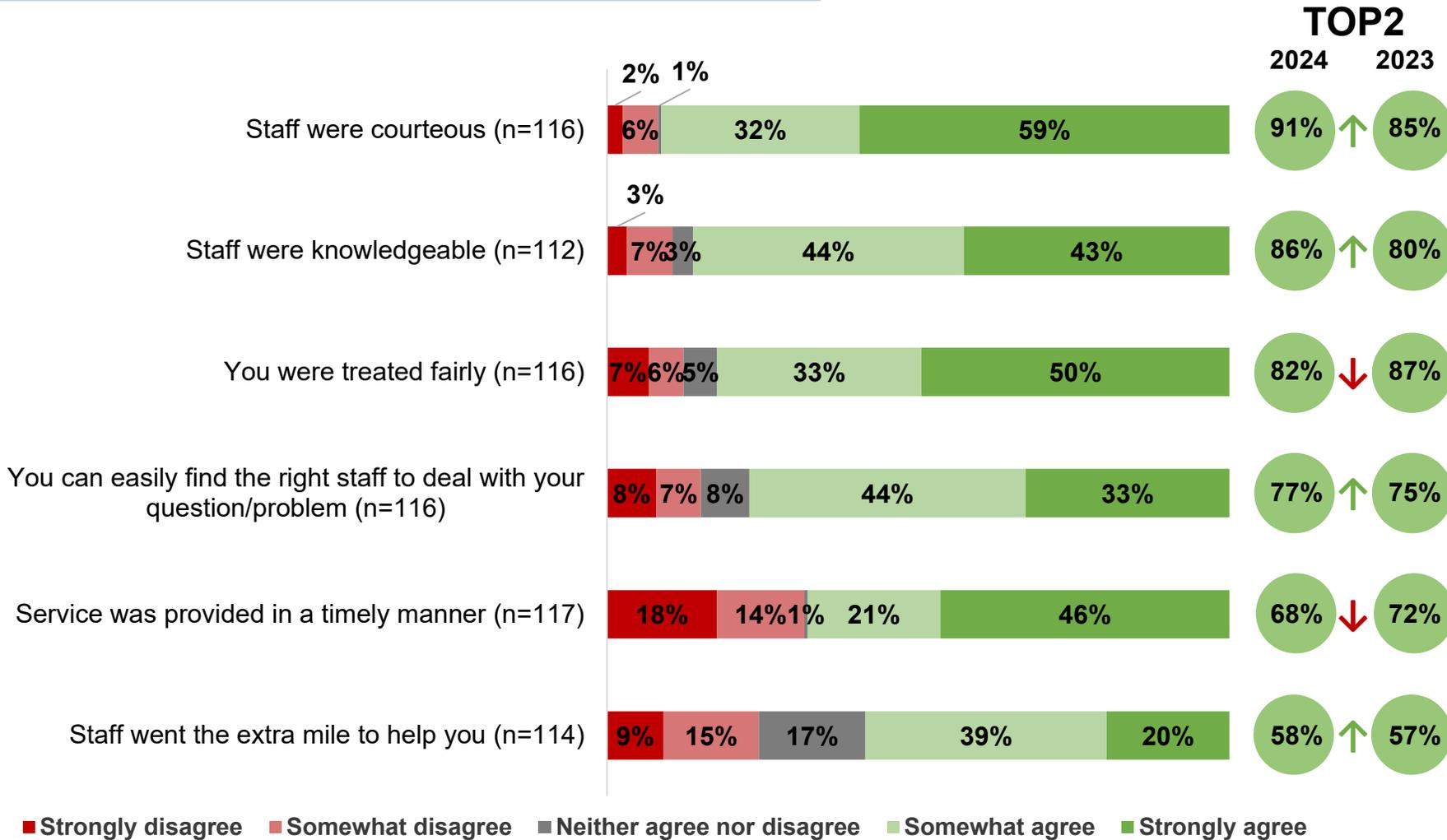
Female respondents (TOP2: 75%) are significantly more likely to be satisfied with their city staff experience than male respondents (TOP2: 55%).

**Question 10.** And thinking of the last time you contacted the City of Courtenay, how satisfied were you with the overall service you received? Would you say you were...?

**Sample Size:** Shown in chart above

**Framework:** Respondents that have contacted the City in the past 12 months, excluding don't know / refused responses

# Satisfaction with Services Provided by the City



Overall, the majority of respondents (TOP2: 58%-91%) report a positive experience with the city staff across all the statements that were asked.

Agreement that city staff are courteous (TOP2: 91%) increased by 6-percentage points, rising from TOP2: 85% in 2023. Similarly, agreement that city staff are knowledgeable (TOP2: 86%) also increased by 6-percentage points, from TOP2: 80% in 2023.

However, agreement that city staff treated them fairly decreased by 5-percentage points, from TOP2: 87% in 2023 to TOP2: 82% in 2024.

**Question 12.** Continuing to think about your most recent interaction with the City of Courtenay, would you say that you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree that...?

**Sample Size:** Shown in chart above

**Framework:** Respondents that have contacted the City in the past 12 months, excluding don't know / refused responses

**Questions?**

