



2024 Resident Satisfaction Survey

Report

City of Courtenay
January 2025



City of
Courtenay



FORUM
RESEARCH

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Methodology and Reporting Considerations



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 4th – November 16th, 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.
- Comparisons to other Canadian municipalities have been included where possible.
- 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.

Executive Summary



Executive Summary

Quality of Life, Sense of Belonging, and Value for Tax Dollars

- 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%). **(Slide 12, 14)**
- 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. **(Slide 33, 35)**
- Despite these lower 'quality of life' and 'value for tax dollars' scores, there has been an increase in residents' sense of belongingness:
 - 75% of respondents (TOP2) agree that they have a strong sense of belonging in the City – up 5-percentage points from 2023 (TOP2: 70%)
 - 81% of respondents (TOP2) agree that the City is a welcoming community – up 4-percentage points from 2023 (TOP2: 77%) **(Slide 43-44)**

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. **(Slide 17)**
 - 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%). **(Slide 18)**
- Homelessness (42%) and a lack of affordable (7%), or available (6%) housing also emerged as the most important issues facing the City. **(Slide 11)**
- As for the services provided by the City, 2 in 3 respondents (TOP2: 66%) are satisfied with the overall level and quality of services provided. **(Slide 20)**
 - 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. **(Slide 22)**

Executive Summary

Issues, Priorities, and Satisfaction with City Services (Continued)

- 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. **(Slide 25-26)**

Staff 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. **(Slide 28)**
- Of those who have contacted the City, 2 in 3 (TOP2: 66%) report being satisfied with the overall service they received, and nearly 4 in 5 (TOP2: 77%) received full or partial service and/or support. **(Slide 29-30)**
- Respondents agree that the staff were courteous (TOP2: 91%), knowledgeable (TOP2: 86%), and treated them fairly (TOP2: 82%). **(Slide 31)**

City Communication

- Half (51%) reported that their most preferred method of contacting the City with an inquiry or concern is by telephone. This is followed by email (21%) and in-person at an office or service counter (17%). **(Slide 37)**
- Nearly 2 in 3 respondents (64%) are satisfied with the current amount of information they receive from the City, however, information on building projects/new developments (19%), and municipal planning (15%) are topics respondents are most interested in receiving information on from the City. **(Slide 38-39)**
- Nearly half of respondents (TOP2: 48%) are satisfied with the opportunities to provide input to the City on their views and priorities. **(Slide 40)**
 - Respondents are satisfied with opportunities to provide input because they have no issues with the City (8%), have lots of opportunities to share views with the City (8%), and having this survey to express their views (6%).
 - The top reason for dissatisfaction with opportunities to provide input is poor communication (18%). **(Slide 41)**

Detailed Findings



Quality of Life



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%

*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]

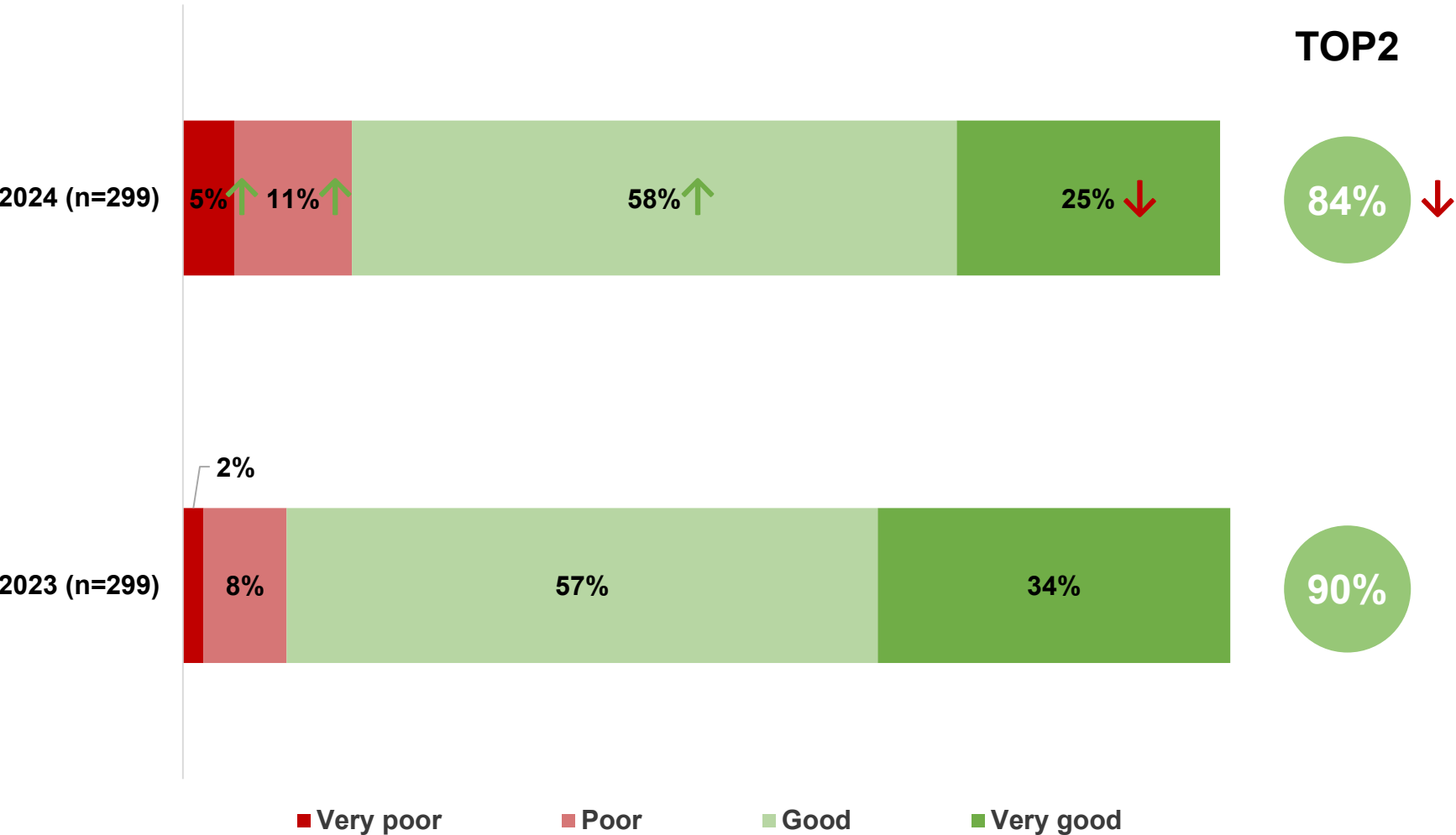
Sample Size: n=301

Framework: All respondents

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%).

Quality of Life



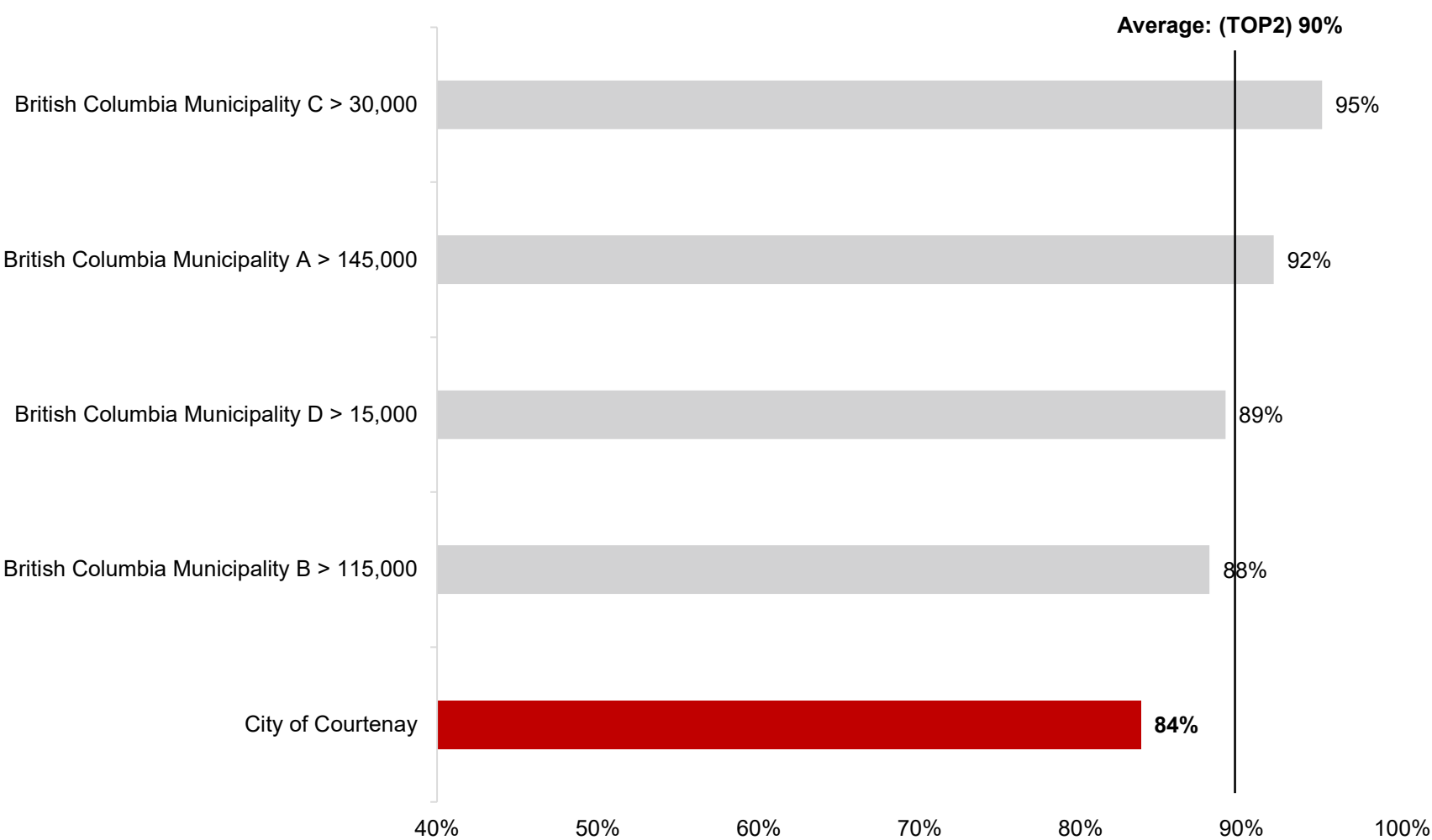
TOP2

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.

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 – Benchmark

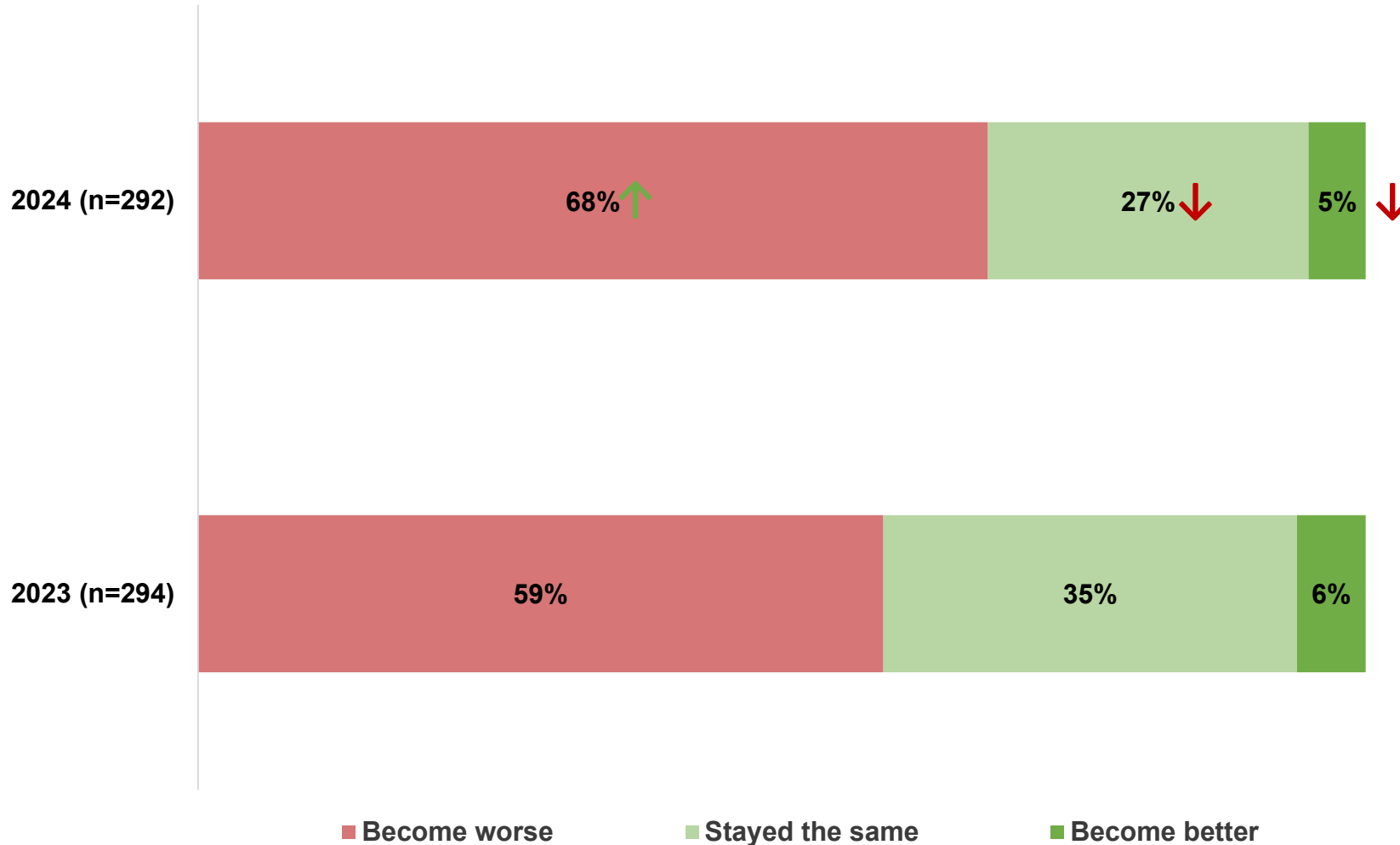


When compared against other municipalities* in British Columbia, the City of Courtenay is slightly below the average rating in terms of the overall quality of life.

*This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2023. Comparisons for this question include 4 municipalities across British Columbia, with populations ranging from ~15,000 to ~145,000. Populations shown are rounded to the nearest 5,000 based on 2021 Census data.

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%).

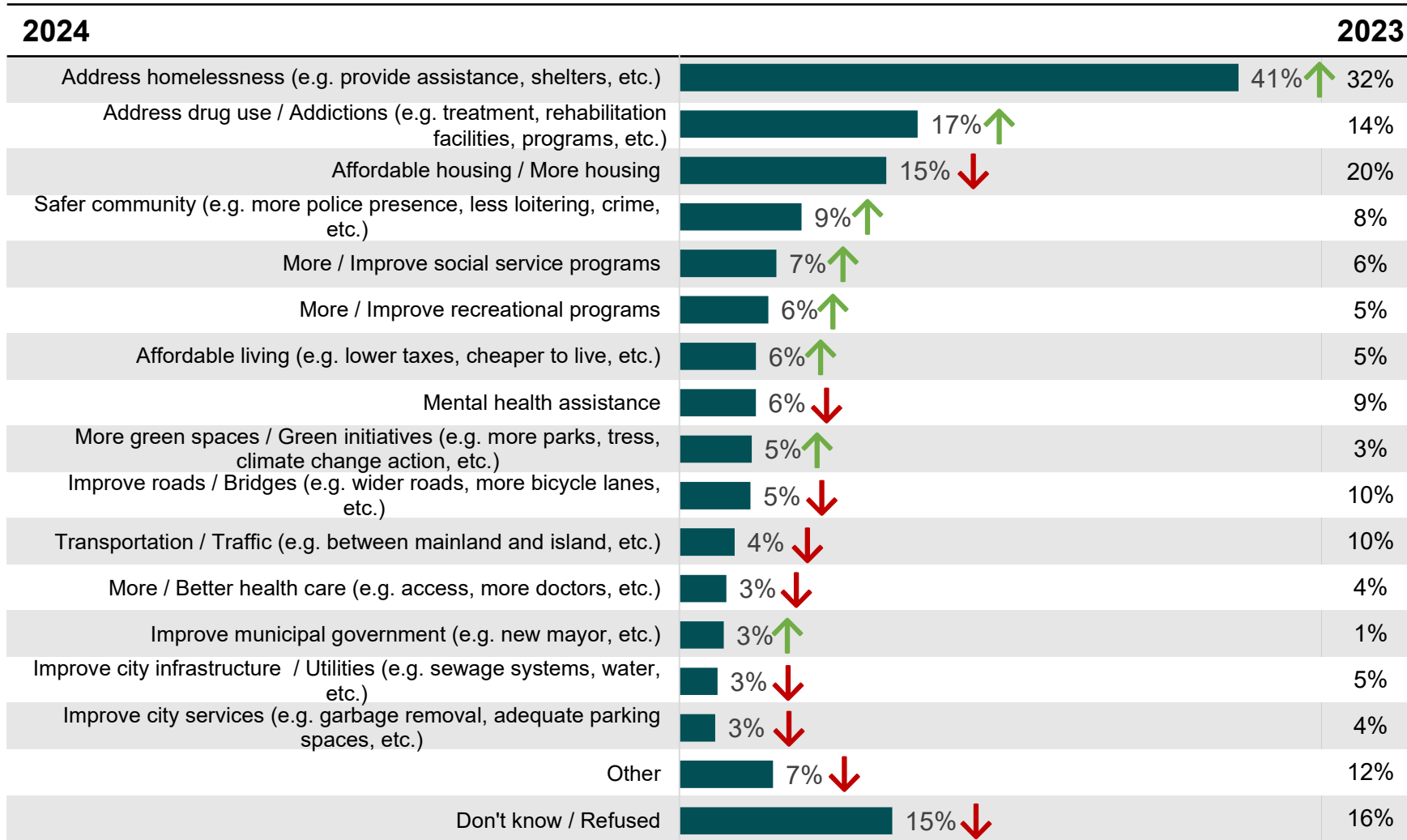
Question 3. In your opinion, over the past three years, has the quality of life in the City of Courtenay...

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



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%

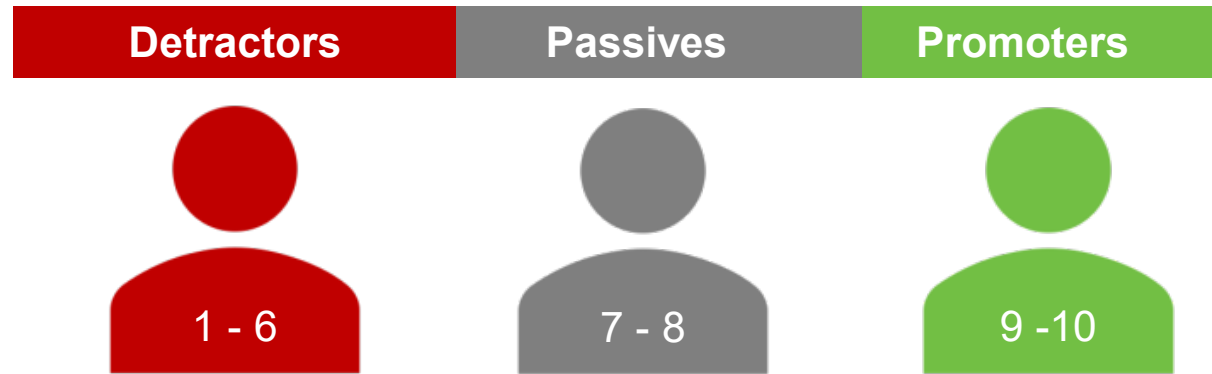
Question 4. What specific initiative or program would you like to see that would enhance the quality of life in our community? [Open-end]

Sample Size: n=301

Framework: All respondents

Net Promoter Score (NPS) – Methodology

Net Promoter Score = Promoters – Detractors



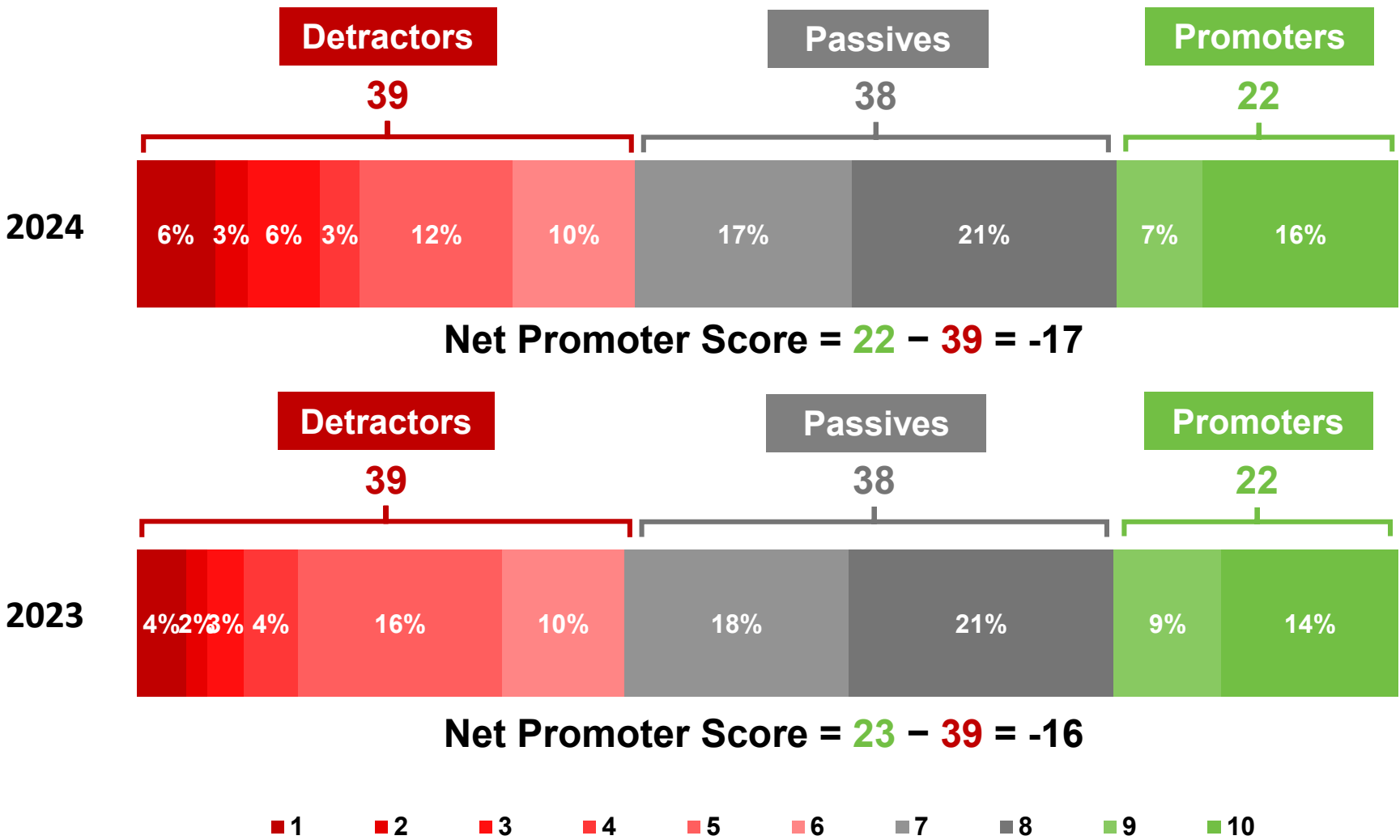
- The Net Promoter Score (NPS) assesses the willingness of residents to promote the City of Courtenay. The NPS was measured by asking residents to rate their likelihood of recommending the City of Courtenay as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely.
- Based on the score provided, residents were classified as Promoters, Passives, or Detractors of the City of Courtenay.
- A Net Promoter Score (NPS) is calculated by subtracting the detractors from the promoters, which provides a net score for the proportion of residents promoting the City of Courtenay.

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

NPS Analysis



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.

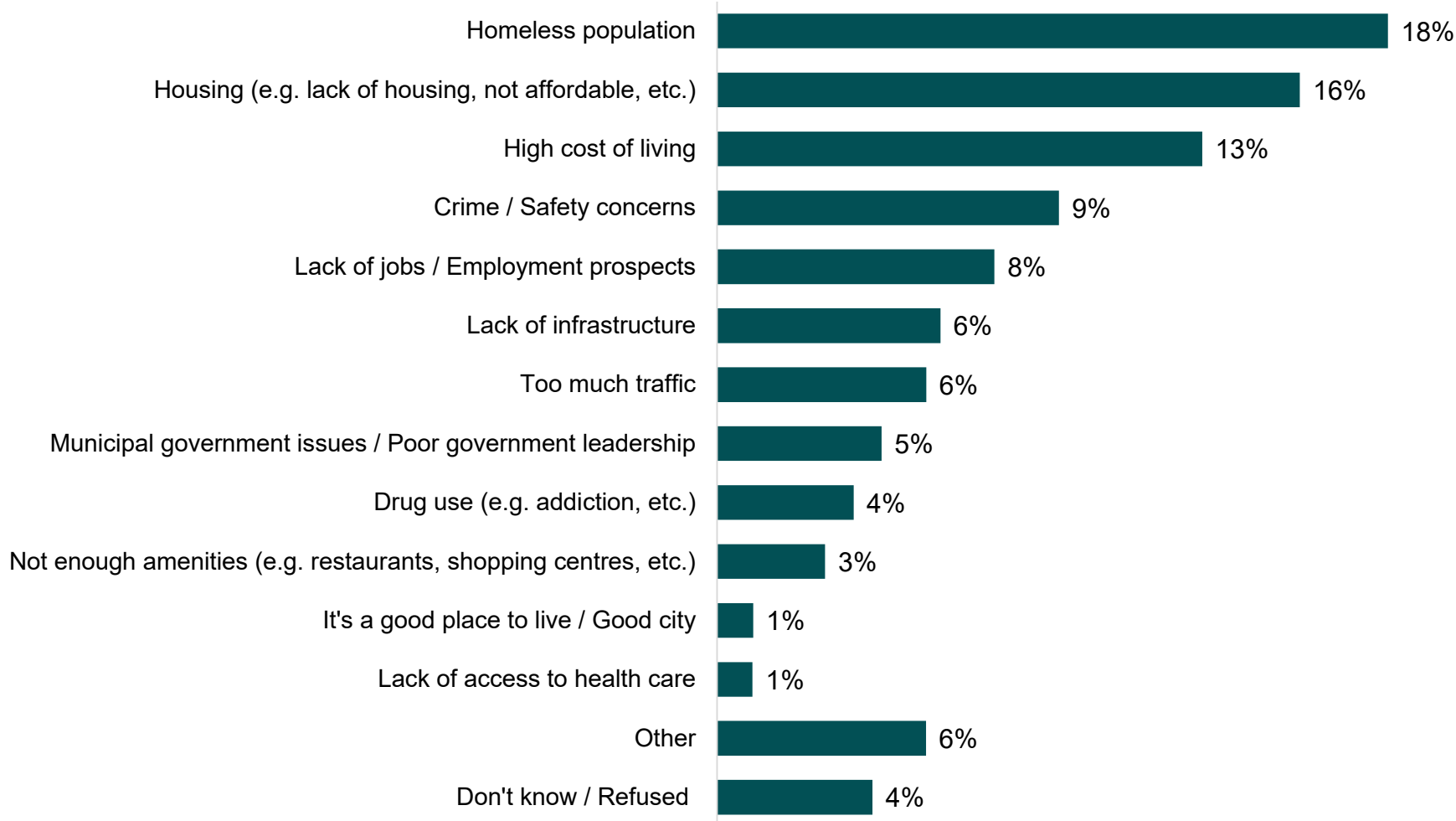
The NPS score has remained relatively the same since 2023 (-16 in 2023 to -17 in 2024).

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]

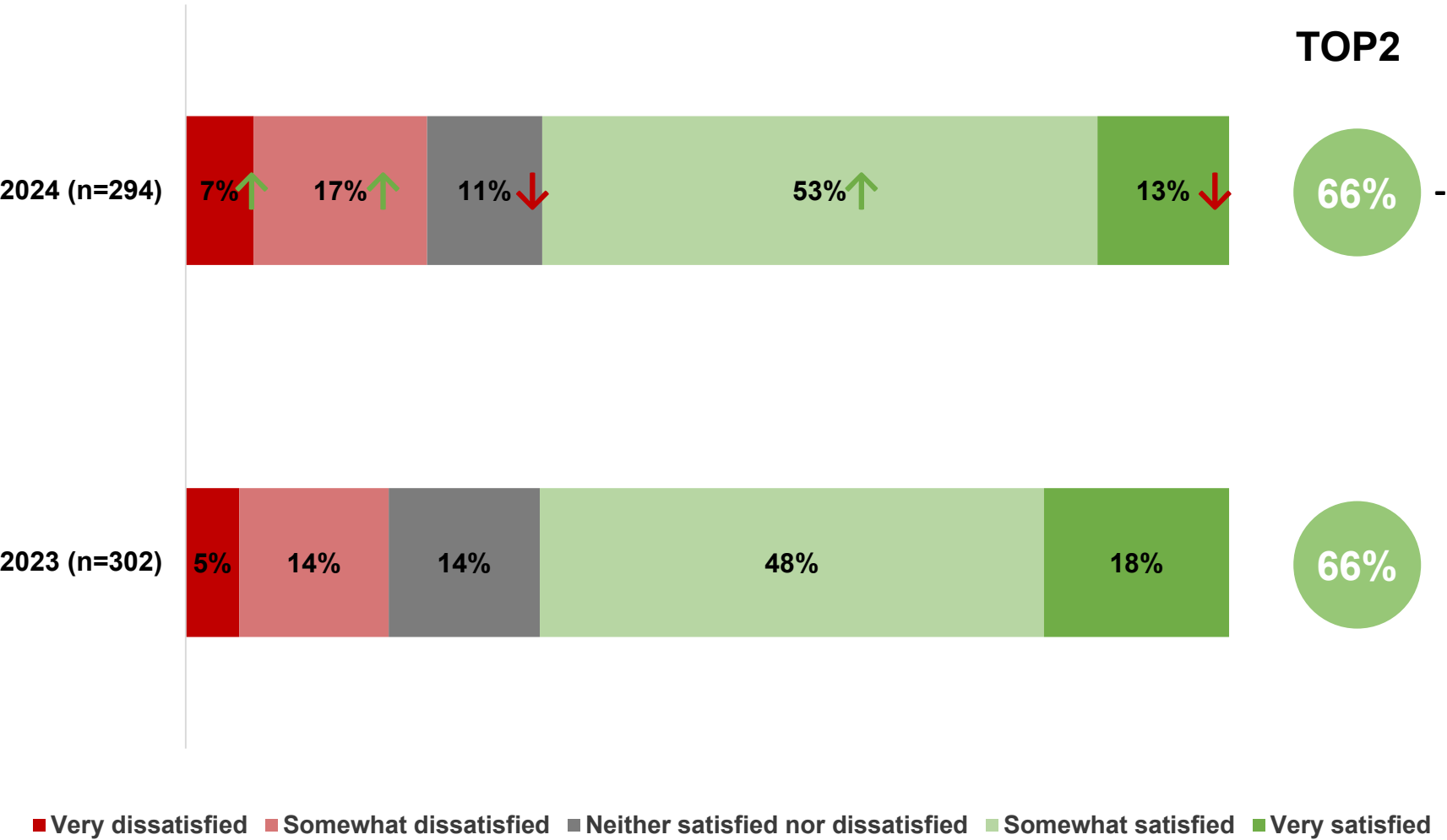
Sample Size: n=119

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

City Service Assessment



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):

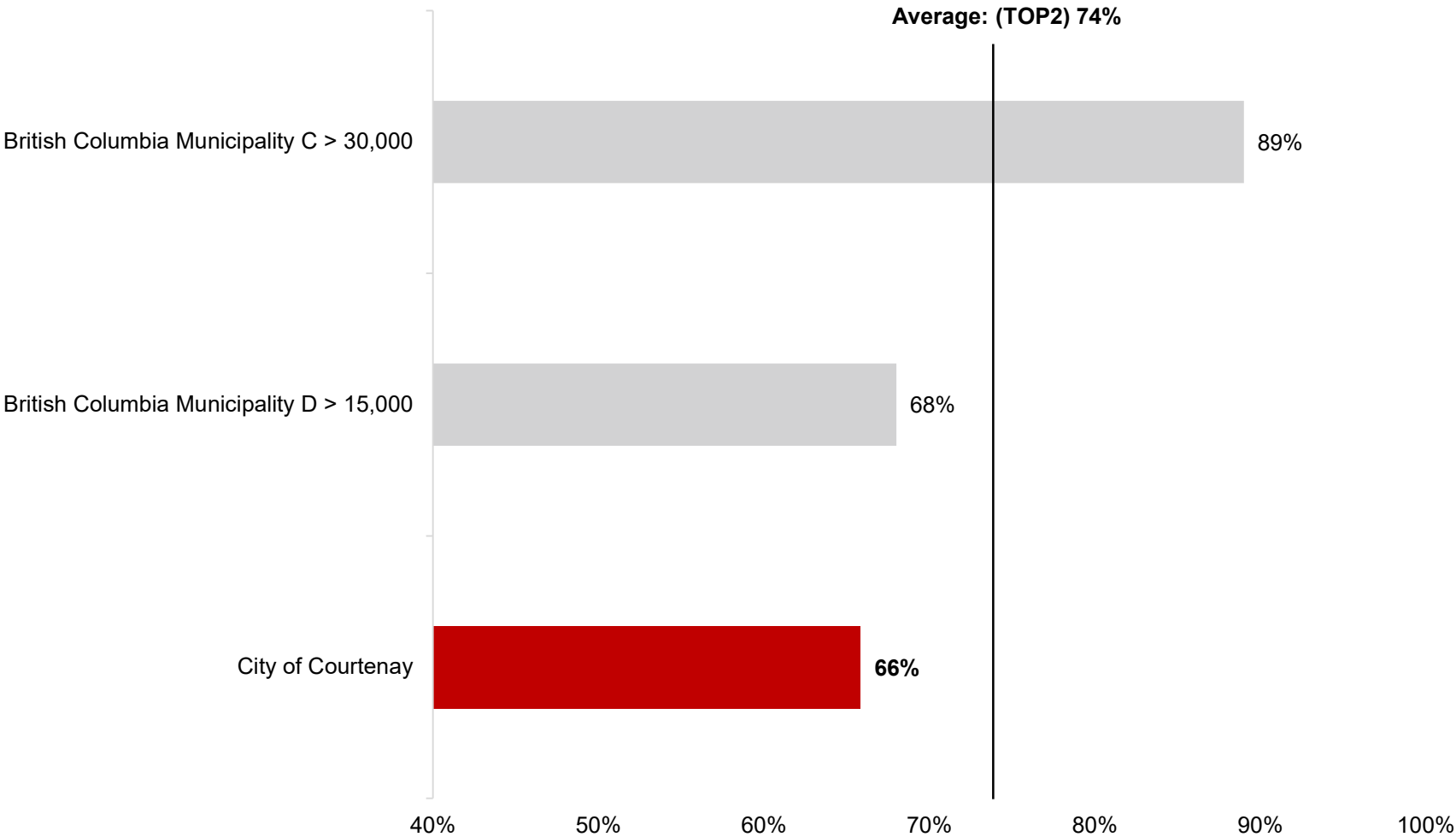
- Older respondents (65+; 78%) compared to middle-aged respondents (ages 35-54; 47%-54%).
- Respondents that make under \$40K (81%) compared to respondents that make \$60K to <\$80K (52%).
- Respondents that do not have a disability (69%) compared to respondents that do have a disability (44%).

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

Overall Satisfaction with Services Provided by the City – Benchmark

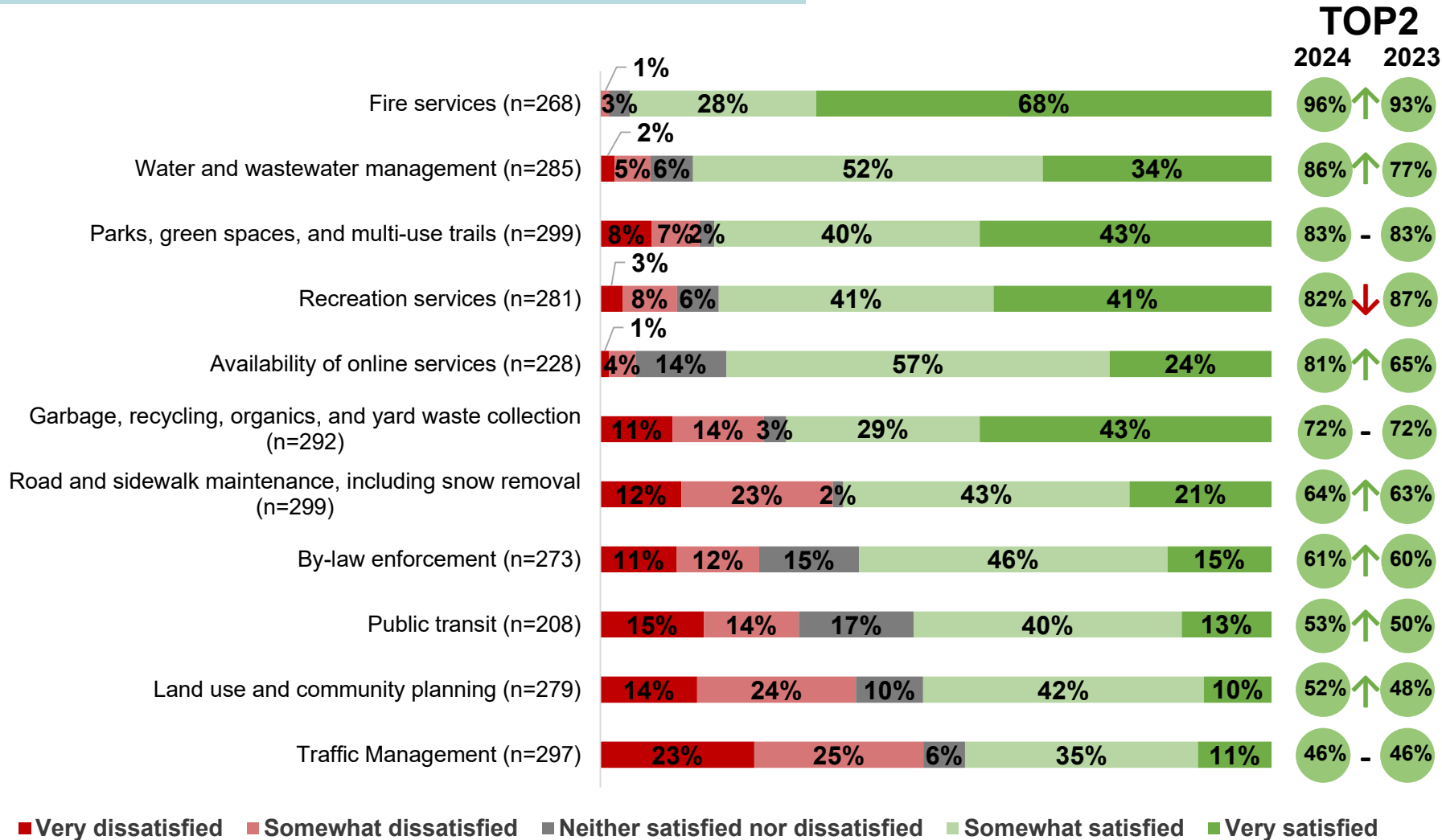


When it comes to satisfaction with services provided, City of Courtenay ranks lower compared against other municipalities* in British Columbia. Additionally, its average satisfaction level is lower than the municipal benchmark average by 8-percentage points.

*This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2023. Comparisons for this question include 2 municipalities across British Columbia, with populations ranging from ~15,000 to ~30,000. Populations shown are rounded to the nearest 5,000 based on 2021 Census data.

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



Interpreting the GAP Analysis

The gap analysis shows the difference between how satisfied respondents are with each city service and the impact of the services to respondents' overall service satisfaction.

- **Satisfaction scores** are plotted vertically (along the Y-axis). They represent overall stated satisfaction (TOP2%) with each of the individual city services.
- **Impact on overall satisfaction scores** are plotted horizontally (along the X-axis). They are based on a statistical method called regression analysis that determines how a specific service (independent variable) contributes to respondents' overall satisfaction with the services (dependent variable). Impact on overall satisfaction can also be referred to as perceived importance.

As a result of the analysis, city services have distributed among four areas:

1. Primary Areas for Improvement:

- Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. The regression analysis identifies that these services are the strongest drivers of satisfaction. If the city can increase satisfaction in these areas, this will have the largest impact on overall satisfaction with city services.

2. Secondary Areas for Improvement:

- Services that have relatively low impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.

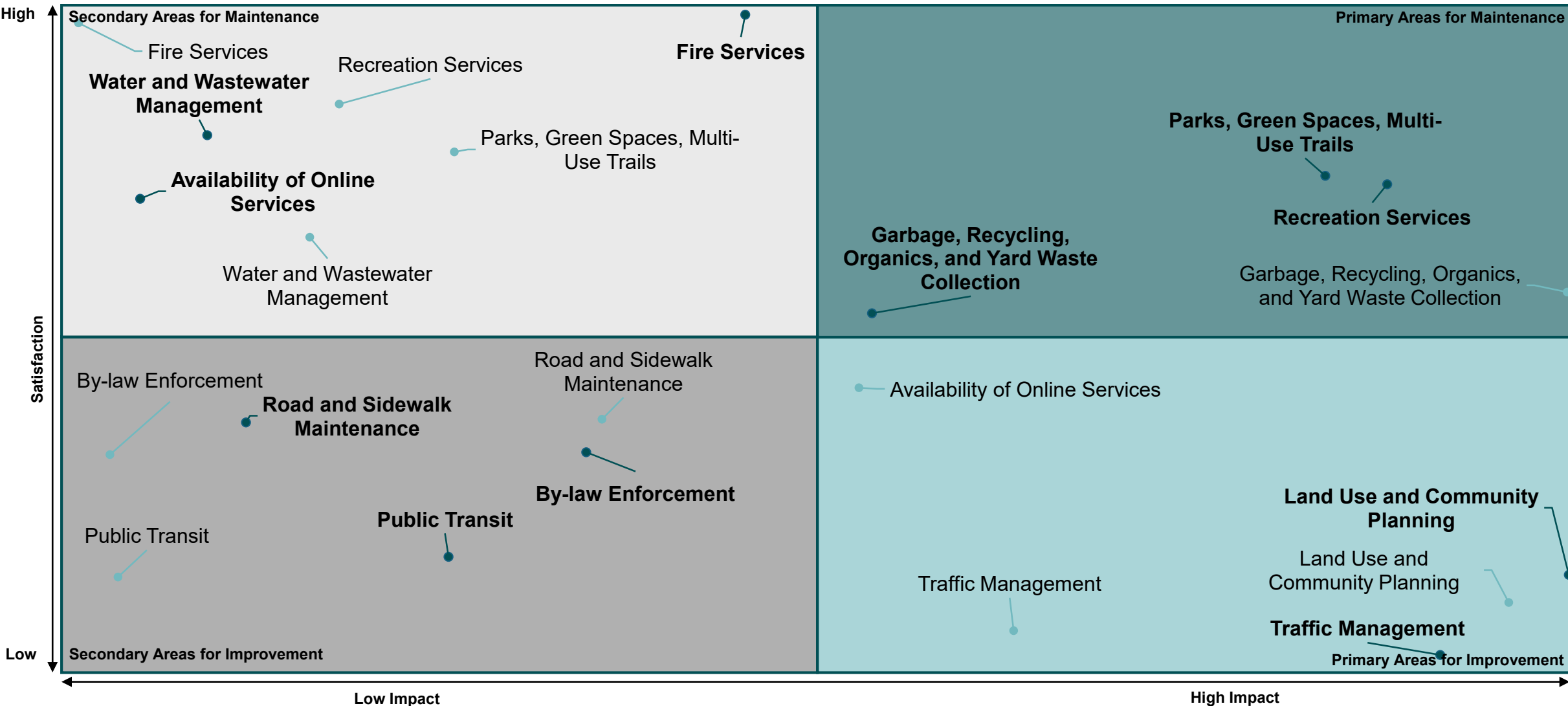
3. Primary Areas for Maintenance:

- Services that have relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is on maintaining the current level of service and satisfaction.

4. Secondary Areas for Maintenance:

- Services with lower impact on overall satisfaction but high individual satisfaction scores. The focus here should also be to maintain current satisfaction levels.

GAP Analysis – Trending with 2023 Results



GAP Analysis Recommendations

The services that the City should consider as **primary areas for improvement** include:



Land Use and Community Planning



Traffic Management

Both of these services were also considered primary areas for improvement in 2023. If the City can increase satisfaction in these two areas, this will have the largest impact on overall satisfaction with City services. It's important to note that the 'availability of online services' moved to the secondary area for maintenance this year, meaning the focus for this service now is maintain current satisfaction levels.

The services that the City should consider as **secondary areas for improvement** include:



By-law Enforcement



Public Transit



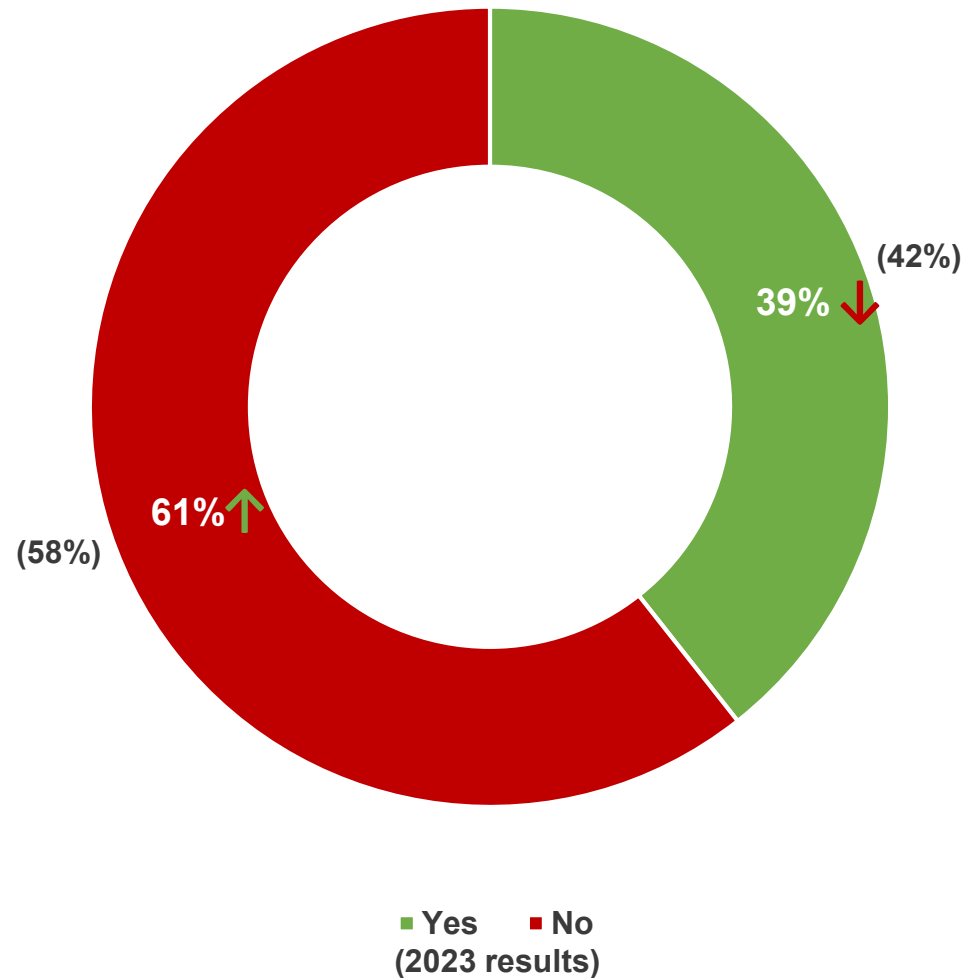
Road and Sidewalk Maintenance

All three of these services were also considered secondary areas for improvement in 2023. These services should be the secondary area of focus to improve the satisfaction scores.

Experience and Satisfaction with City Staff



Interaction with the City – Last 12 Months



In the last 12 months, nearly 2 in 5 respondents (39%) have personally contacted or dealt with the City and/or its staff.

The following groups are significantly less likely to contact or have deal with the City and/or its staff:

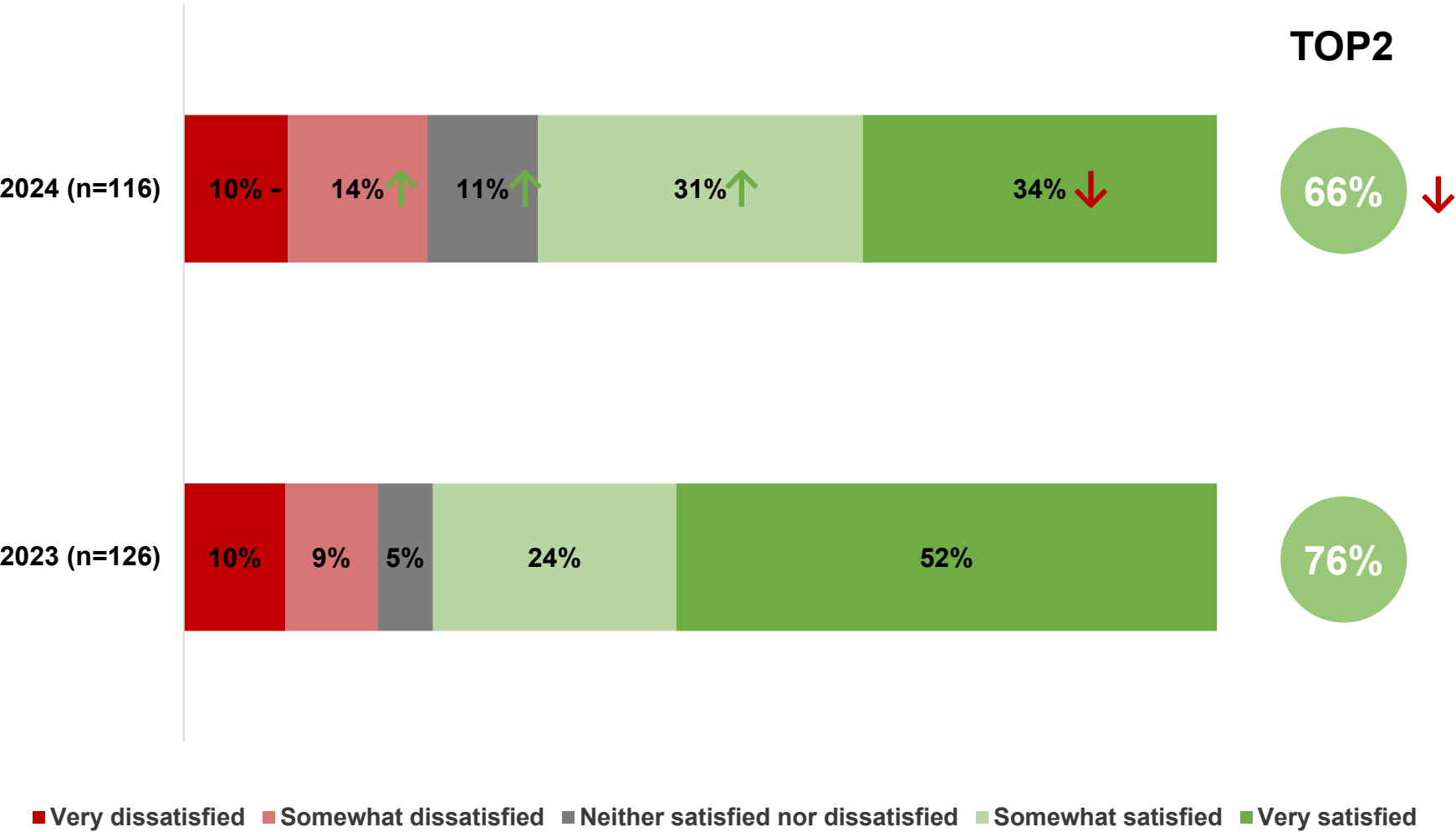
- Respondents ages 25 to 34 (81%) compared to respondents ages 35 to 44 (38%) and 55 to 64 (53%).
- Respondents ages 65+ (65%) compared to respondents ages 35 to 44 (38%).
- Renters (81%) compared to homeowners (56%).

Question 9. In the last 12 months, have you personally contacted or dealt with the City of Courtenay or one of its employees?

Sample Size: n=301

Framework: All respondents

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.

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

Outcome of Interaction with City Staff

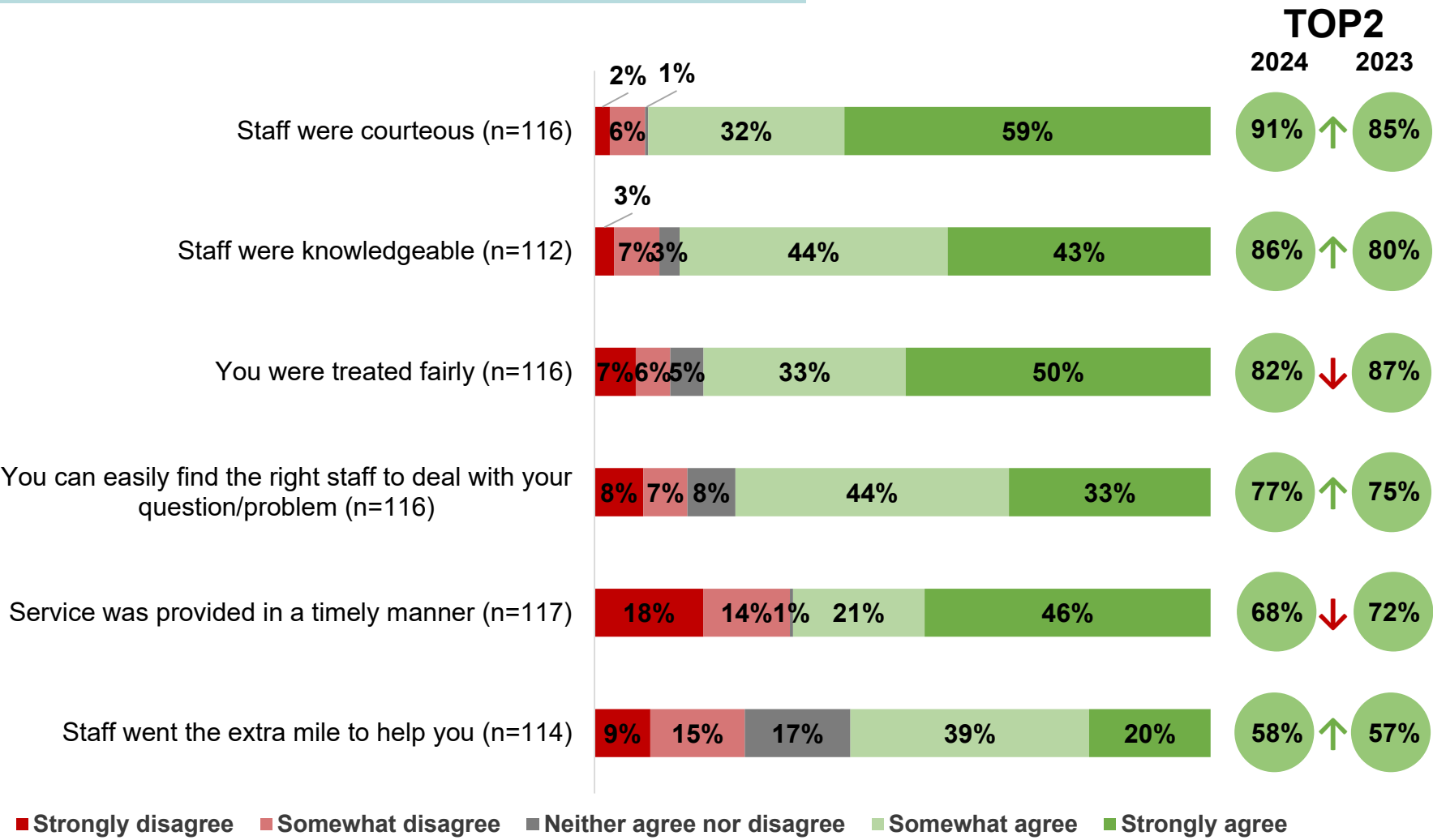


Despite the 10-percentage point decrease in satisfaction with city staff experience, 4 in 5 respondents (TOP2: 77%) received the service or support they needed, consistent with 2023 results (TOP2: 78% in 2023)

- Respondents that work full-time (76%) are significantly more likely to say they receive the support of service they needed compared to respondents that are retired (39%).

Question 11. Did you receive the service or support you needed?
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.

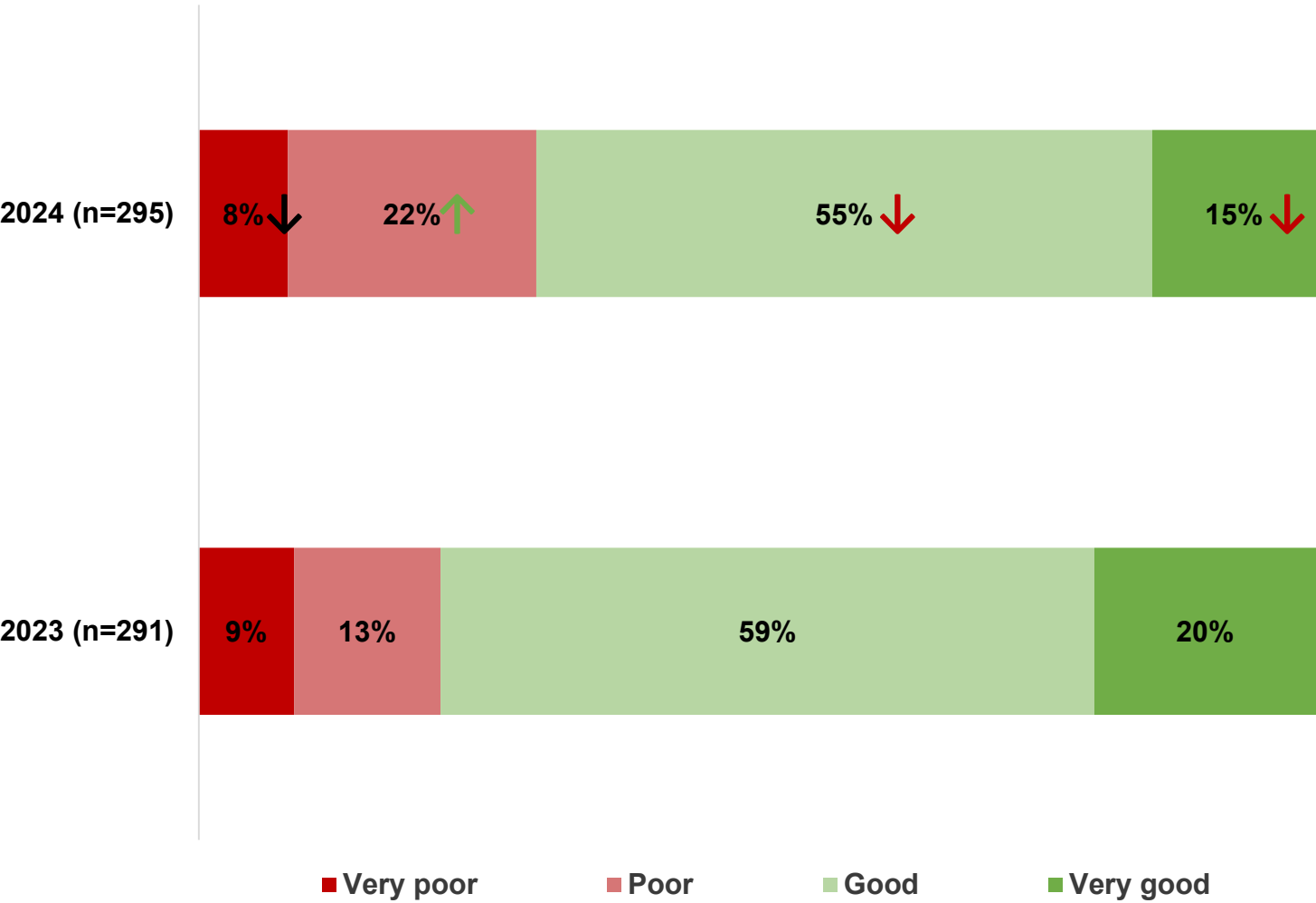
However, agreement that city staff treated them fairly decreased by 5-percentage points, from TOP2: 87% in 2023 to TOP2: 82% in 2024.

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

Taxation and Priorities



Value for Tax Dollars



TOP2

70% ↓

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

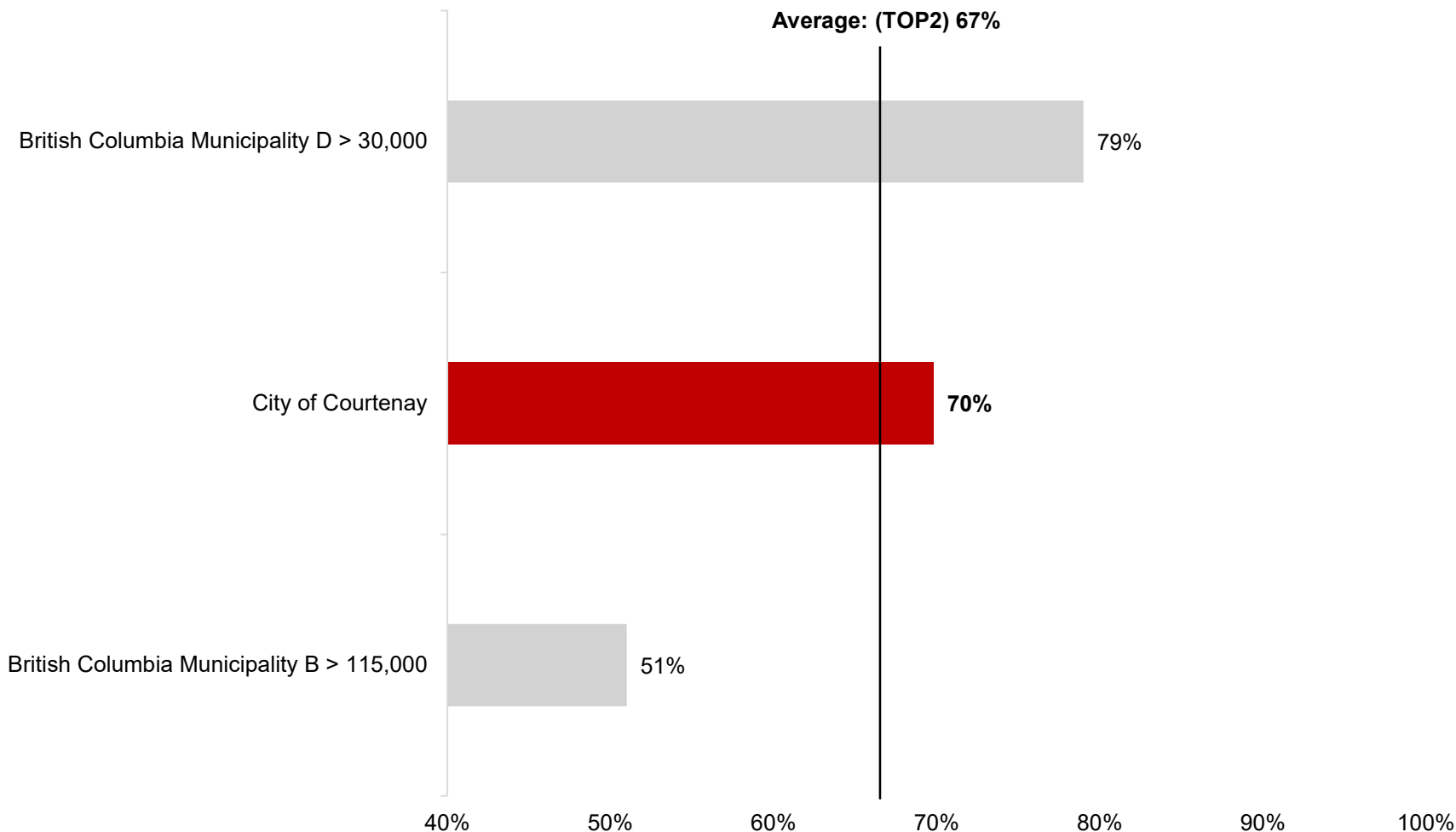
Belief that respondents receive a good value for their tax dollars (TOP2: 70%), decreased by 8-percentage points from TOP2: 78% in 2023.

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%).

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

Value for Tax Dollars – Benchmark



When benchmarked against other municipalities* in British Columbia, the City of Courtenay is slightly above the average level in terms of residents' assessments of the value they receive for tax dollars.

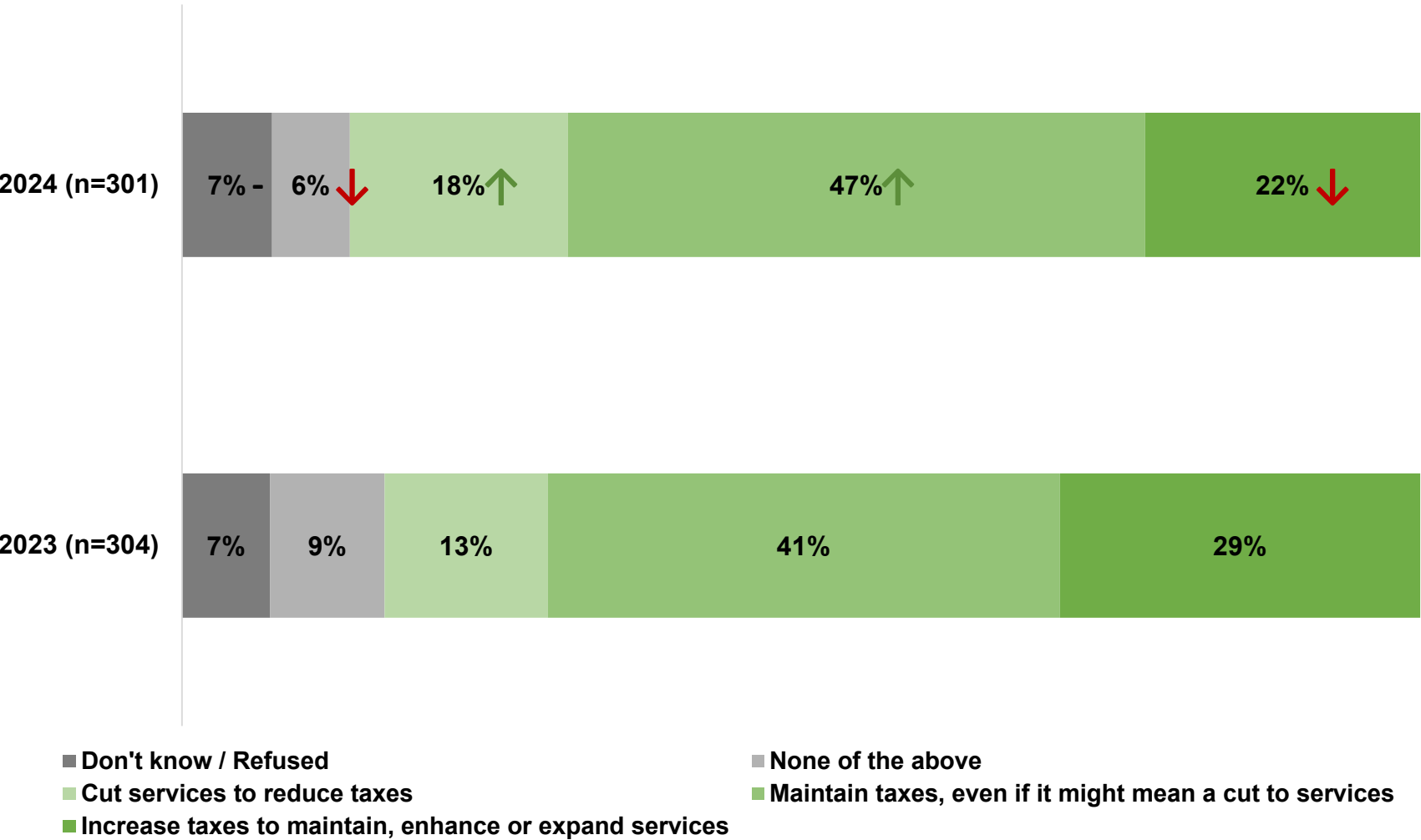
*This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2020-2023. Comparisons for this question include 2 municipalities across British Columbia, with populations ranging from ~30,000 to ~115,000. Populations shown are rounded to the nearest 5,000 based on 2021 Census data.

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



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

City Communication



Preferred Method of Contacting the City about Concerns

2024		2023
Telephone	51%↑	48%
Email	21%↑	19%
In-person at an office or service counter	17%↑	14%
City website	6%↓	7%
Other or unspecified online / Website (e.g. chat, etc.)	1% -	1%
Regular mail	1% -	1%
Social media (e.g., Facebook, Twitter, Instagram)	1%↓	2%
Other	1%↑	<1%
Don't know / Refused	2%↓	7%

Respondents' preferred method of contacting the City regarding inquiries and concerns continues to be telephone (51% in 2024, 48% in 2023), followed by email (21% in 2024, 19% in 2023).

Respondents ages 55-64 (64%), and respondents with an income of \$40K to <\$60K (65%) are significantly more likely to prefer the telephone than respondents ages 35 to 44 (33%) and respondents with an income of \$100K to <\$150K (34%).

Additionally, households with no children (58%) are significantly more likely to prefer telephone, whereas households with children (43%) are significantly more likely to prefer email.

Question 17. What is your most preferred method of contacting the City with an inquiry or concern?

Sample Size: n=301

Framework: All respondents

Amount of Information from the City



■ Too much information ■ Too little information ■ Just the right amount of information

Nearly 2 in 3 respondents (64%) are satisfied with the current amount of information they receive from the City, and about 1 in 3 respondents (35%) would like to receive more information from the City.

Households with children (48%) are significantly more likely to say they receive too little information than households without children (31%).

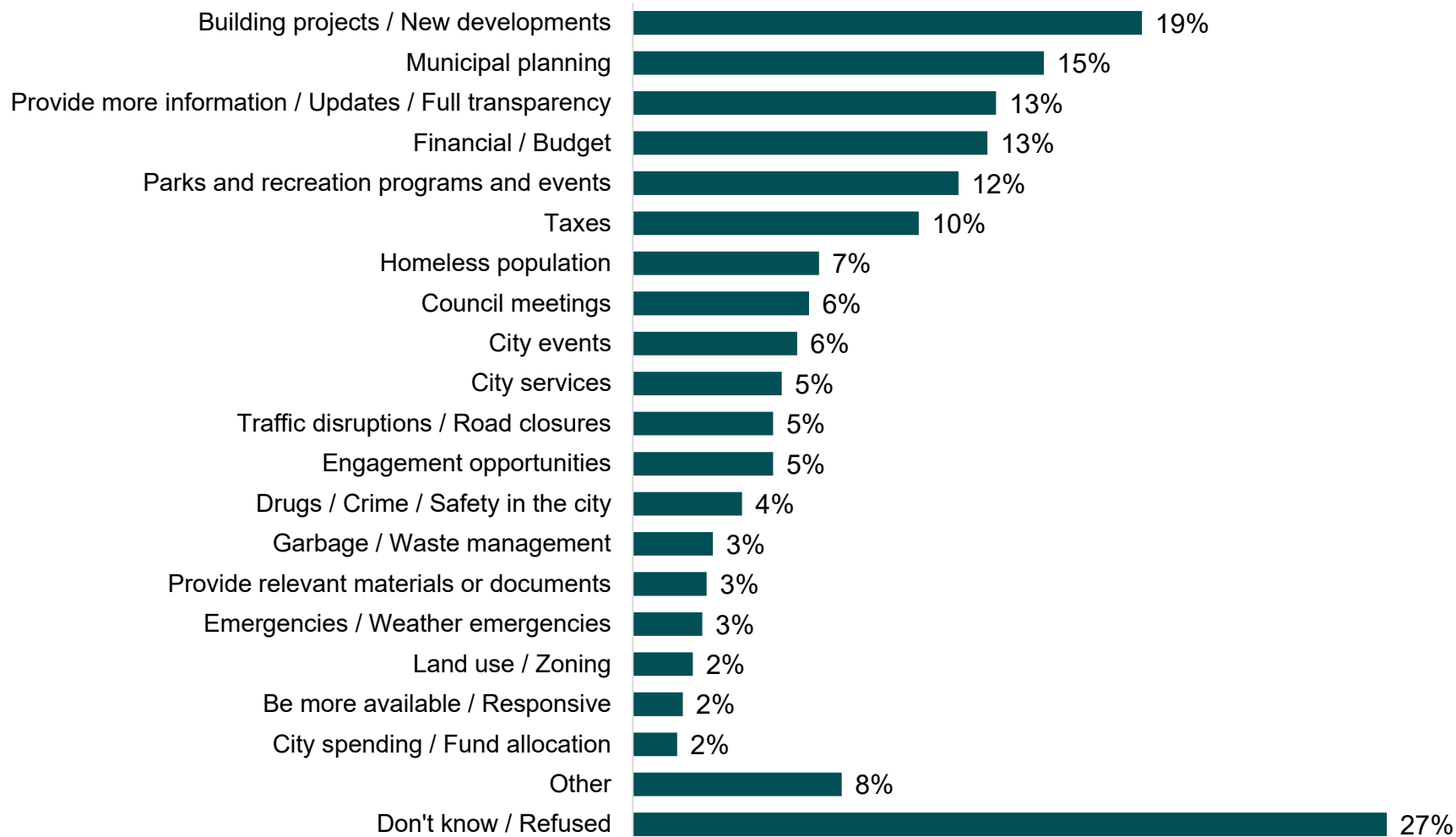
City detractors (56%) are also significantly more likely to say they receive too little information compared to City passives (21%) and promoters (25%).

Question 19. In your opinion, do you currently receive too much, too little, or just the right amount of information from Courtenay?

Sample Size: n=289

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

Types of Information Needed from the City



Respondents are most interested in receiving information from the City on building projects/new developments (19%), municipal planning (15%), finances/budget (13%), and more information and updates that are transparent in general (13%).

Respondents that make \$40K to <\$80K (19%-25%) and \$100K to <\$150K (33%) are significantly more likely to want information on building projects and new developments than respondents that make under \$40K (1%).

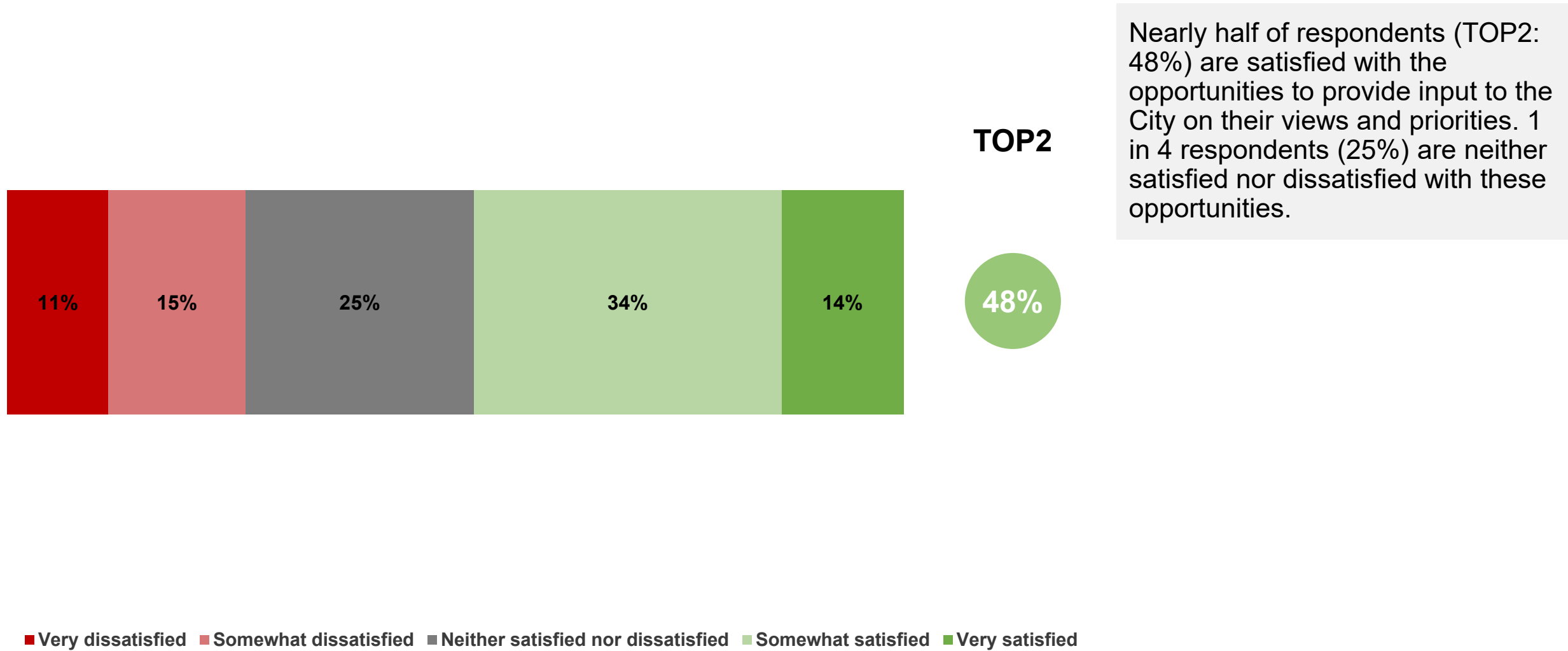
Additionally, respondents that do not have a disability (21%) are also significantly more likely to want information on building projects and new developments than respondents that have a disability (8%).

Question 20. Thinking about your information needs, what kinds of information do you want the City to provide you with? [Open-end]

Sample Size: n=301

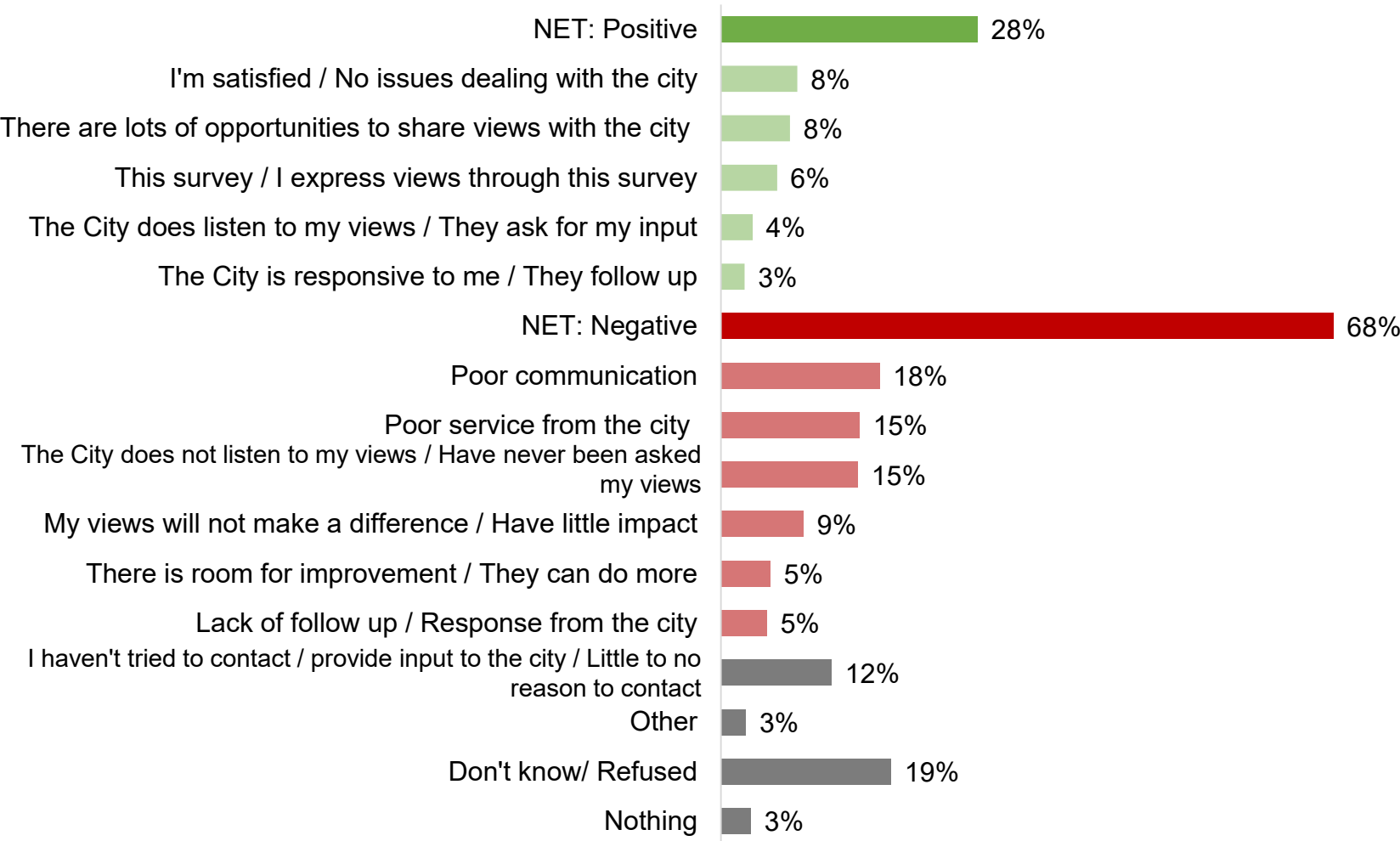
Framework: All respondents

Satisfaction with Opportunities to Provide Input



Question 21a. How satisfied are you with your opportunities to provide input to the City of Courtenay on your views and priorities? Are you...
Sample Size: n=290
Framework: All respondents, excluding don't know / refused responses

Reasons for Satisfaction or Dissatisfaction Opportunities to Provide Input



Reasons for dissatisfaction with opportunities to provide input include:

- Poor communication (18%)
- Poor services from the City (15%)
- The City not listening to or asking for their views (15%)

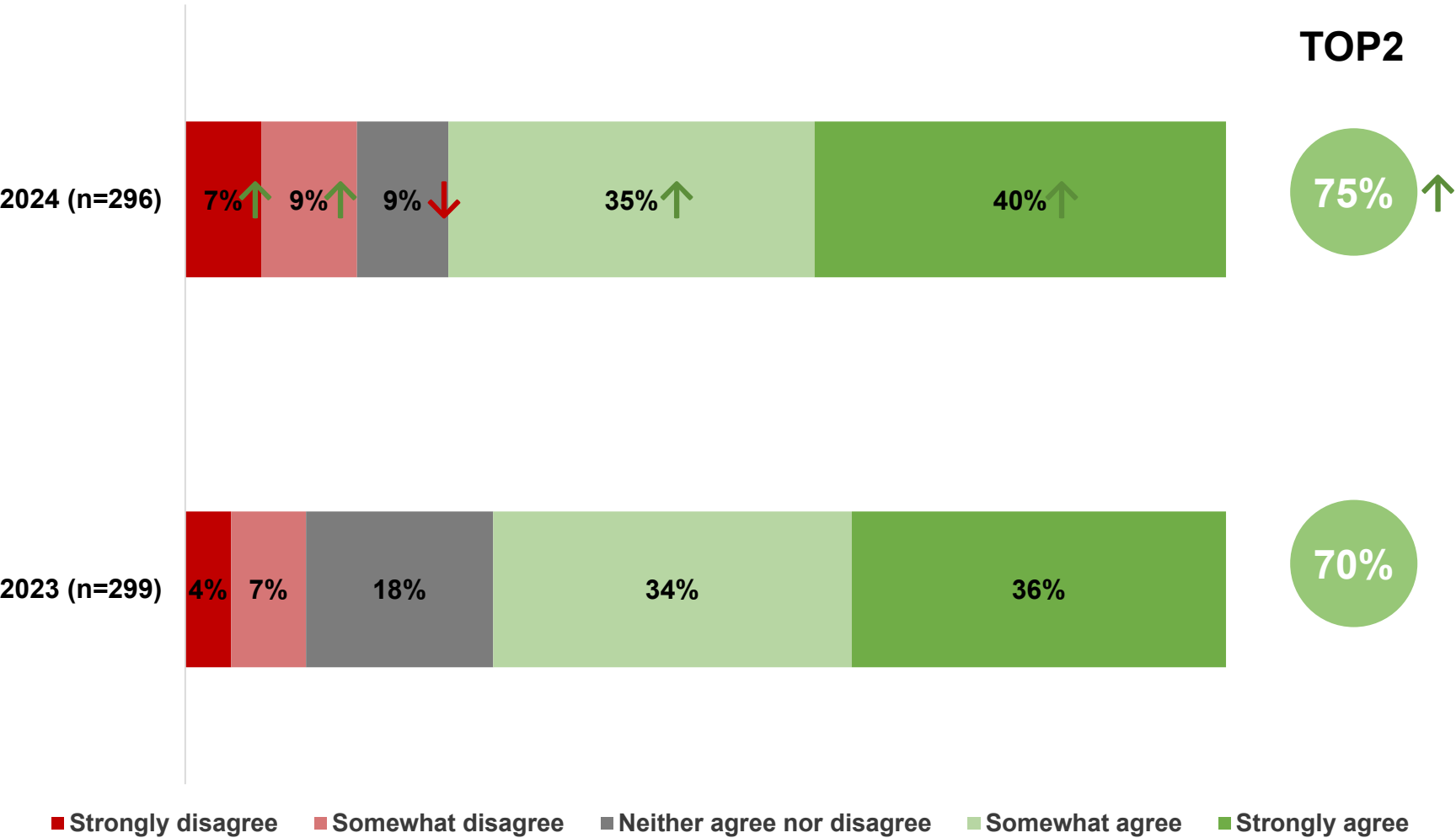
Reasons for satisfaction with opportunities to provide input include:

- Having no issues with the City (8%)
- Lots of opportunities to share views with the City (8%)
- Using this survey to express their views (6%)

Sense of Belongingness



Sense of Belonging



TOP2

3 in 4 respondents (TOP2: 75%) agree that they have a strong sense of belonging in the City.

From 2023 to 2024, the TOP2 score has increased by 5-percentage points (70% in 2023 to 75% in 2024). This improvement is primarily driven by the increase in “strongly agree” responses, which rose by 4-percentage points (36% in 2023 to 40% in 2024).

The following demographic groups are significantly more likely to agree they have a strong sense of belonging (TOP2):

- Respondents with higher incomes (\$80K to <\$100K; 86%) compared to respondents with lower incomes (\$40K to <\$80K; 56%-65%).
- High School graduates or equivalent (82%) compared to respondents with some community/ technical/ university education (60%).

W1a. Please rate the extent to which you agree or disagree with the following statements: I have a strong sense of belonging in the City of Courtenay
Sample Size: Shown in chart above
Framework: All respondents, excluding don't know / refused responses

The City Being a Welcoming Community



4 in 5 respondents (TOP2: 81%) agree that the City is a welcoming community.

From 2023 to 2024, the TOP2 score has increased by 4-percentage points (77% in 2023 to 81% in 2024). This improvement is primarily driven by the increase in “somewhat agree” responses, which rose by 6-percentage points (40% in 2023 to 46% in 2024).

The following demographic groups are significantly more likely to agree the City is a welcoming community (TOP2):

- Younger respondents (25-34; 93%) compared to older respondents (55-64; 70%)
- Respondents with higher incomes (\$100K to <\$150K; 93%) compared to respondents with lower incomes (\$40K to <\$80K; 68%-74%)

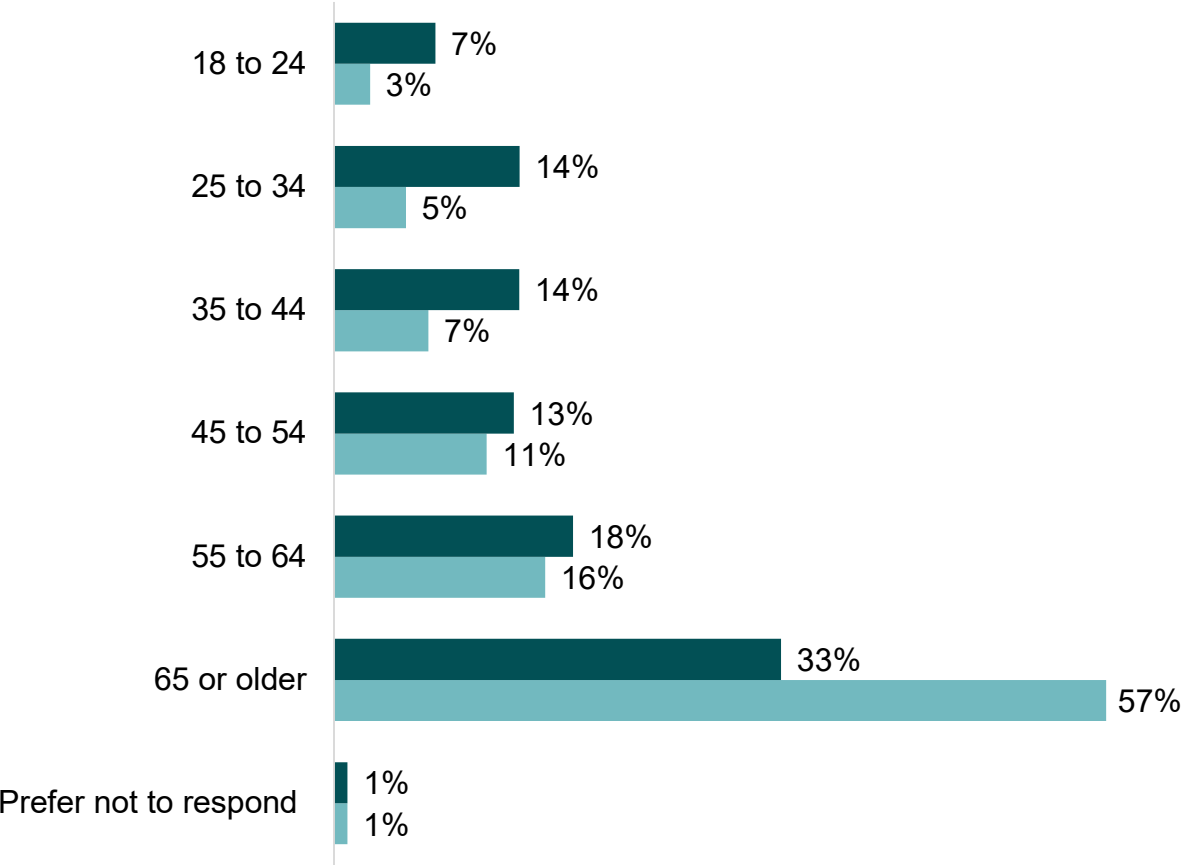
W1b. Please rate the extent to which you agree or disagree with the following statements: The City of Courtenay is a welcoming community
Sample Size: Shown in chart above
Framework: All respondents, excluding don't know / refused responses

Demographics

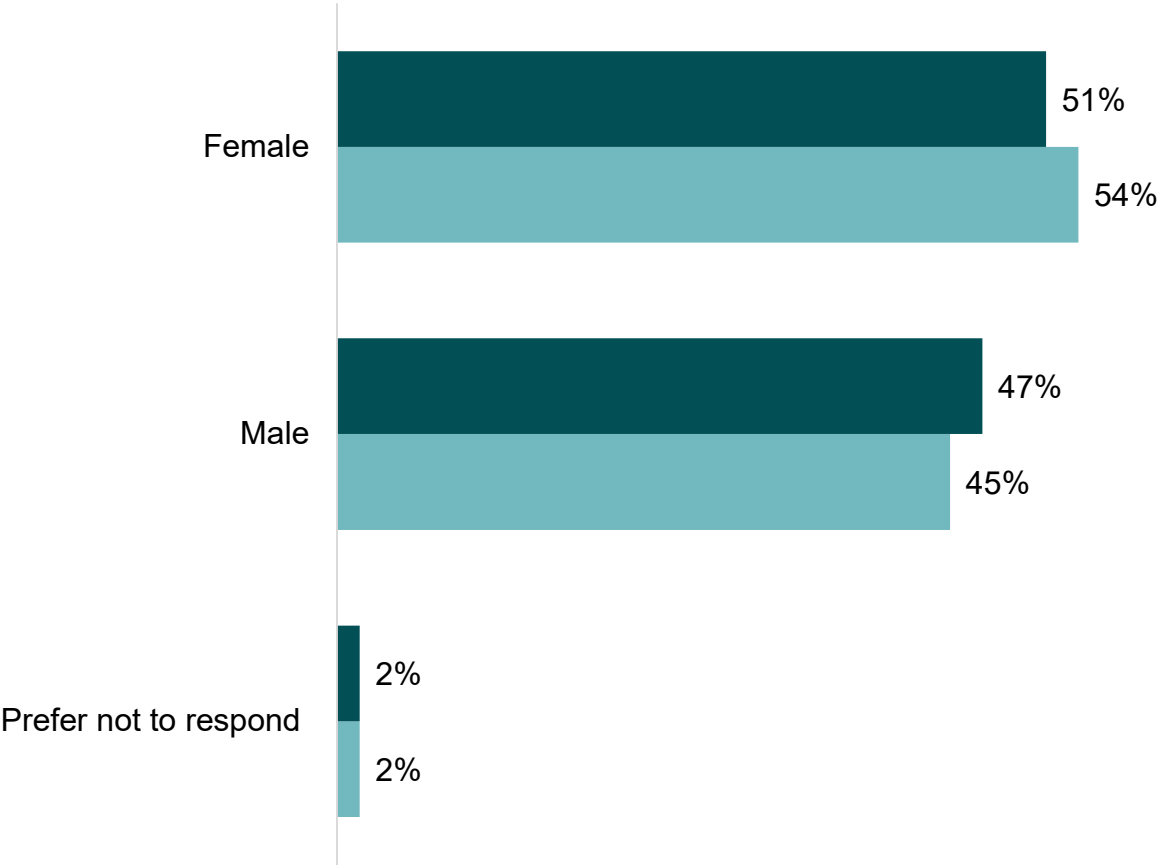


Demographics

Age



Gender Identity

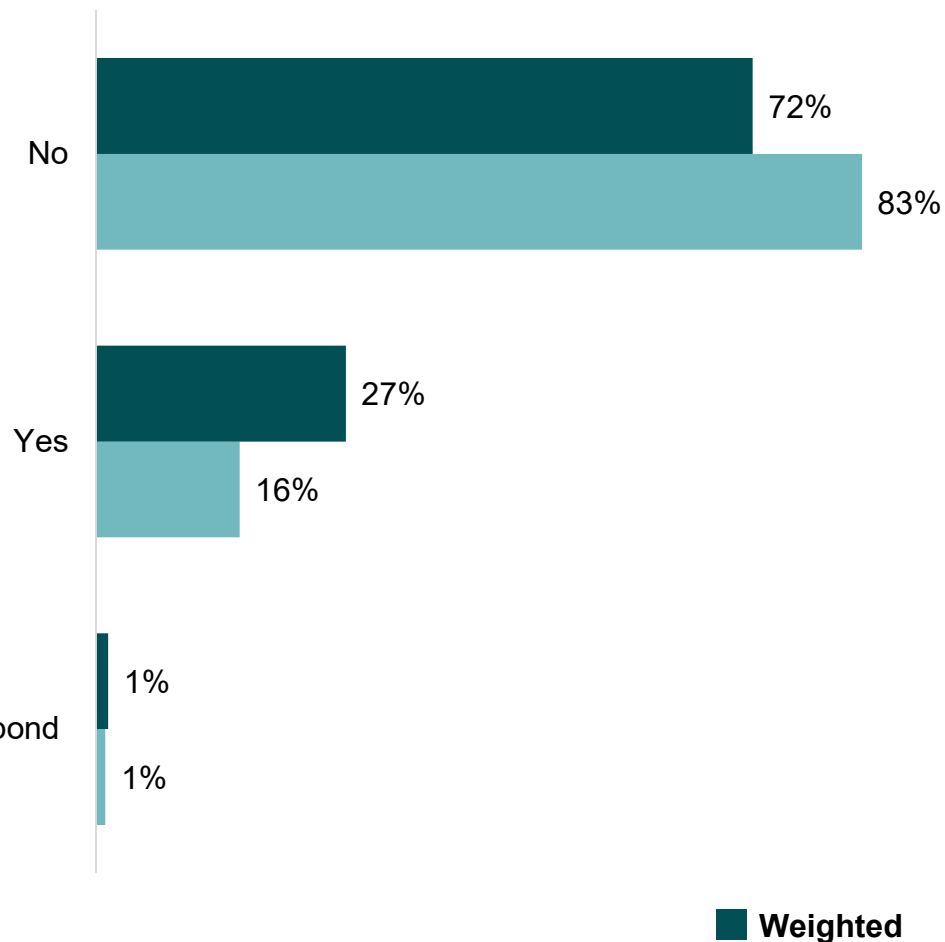


Weighted Unweighted

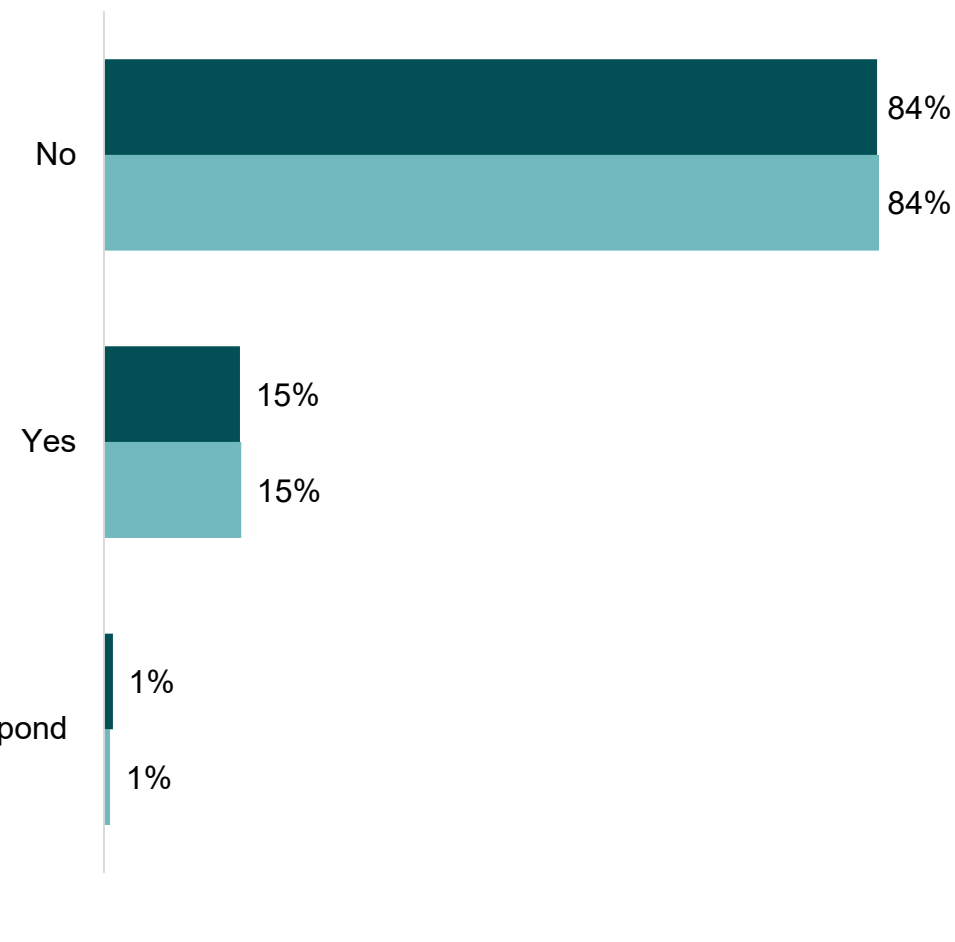
D1. Which of the following age categories do you belong to? | D2. What is your gender identity?
Sample Size: n=301
Framework: All respondents

Demographics

Children Under 18 in the Household



Identify as a Person with a Disability



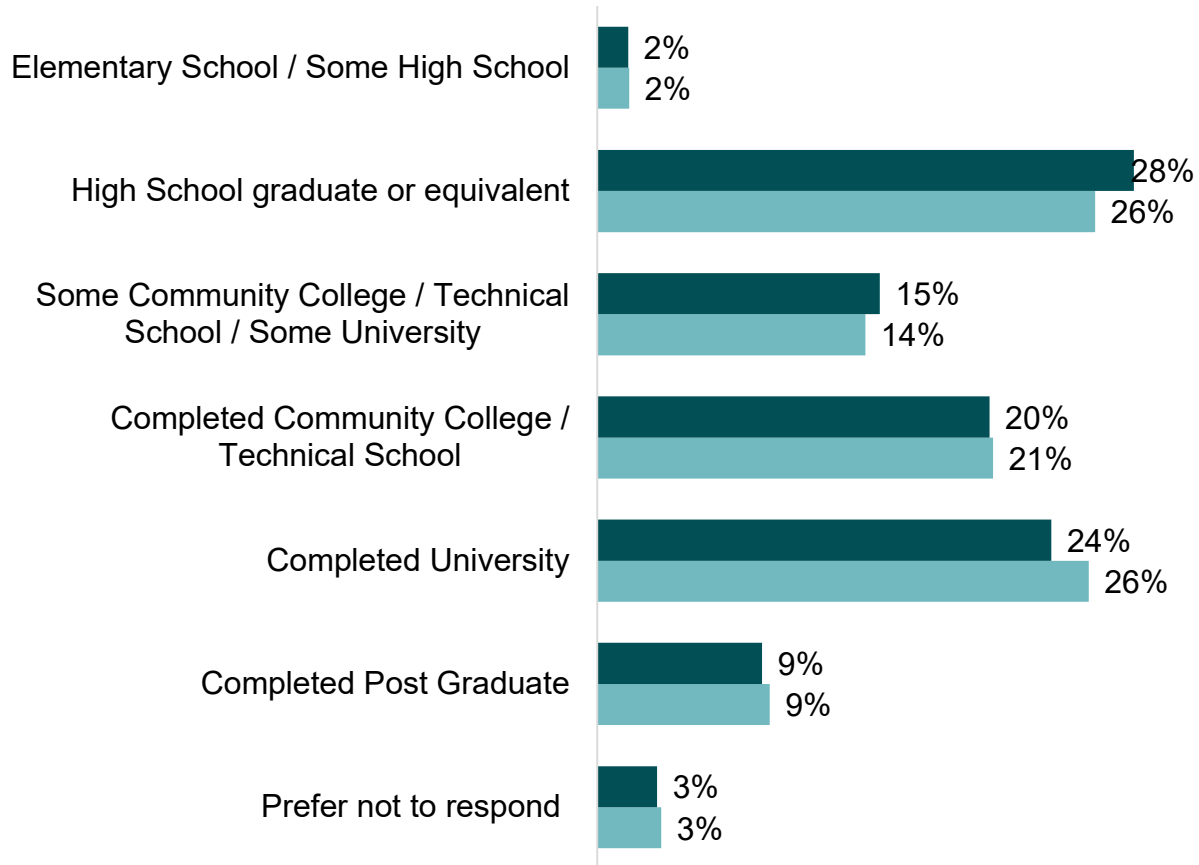
D7. Do you have any children under the age of 18 living in your household? | D8. Do you identify as a person with a disability?

Sample Size: n=301

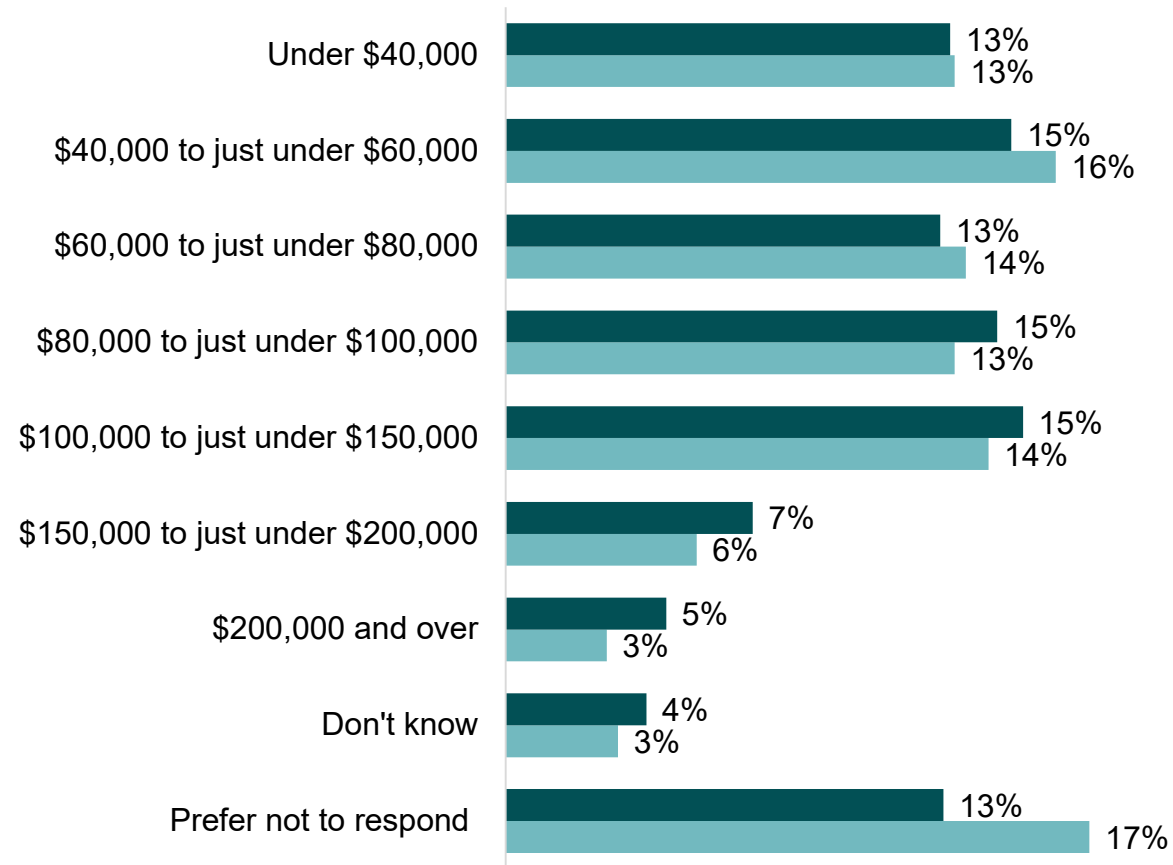
Framework: All respondents

Demographics

Level of Education



Household Income



■ Weighted

■ Unweighted

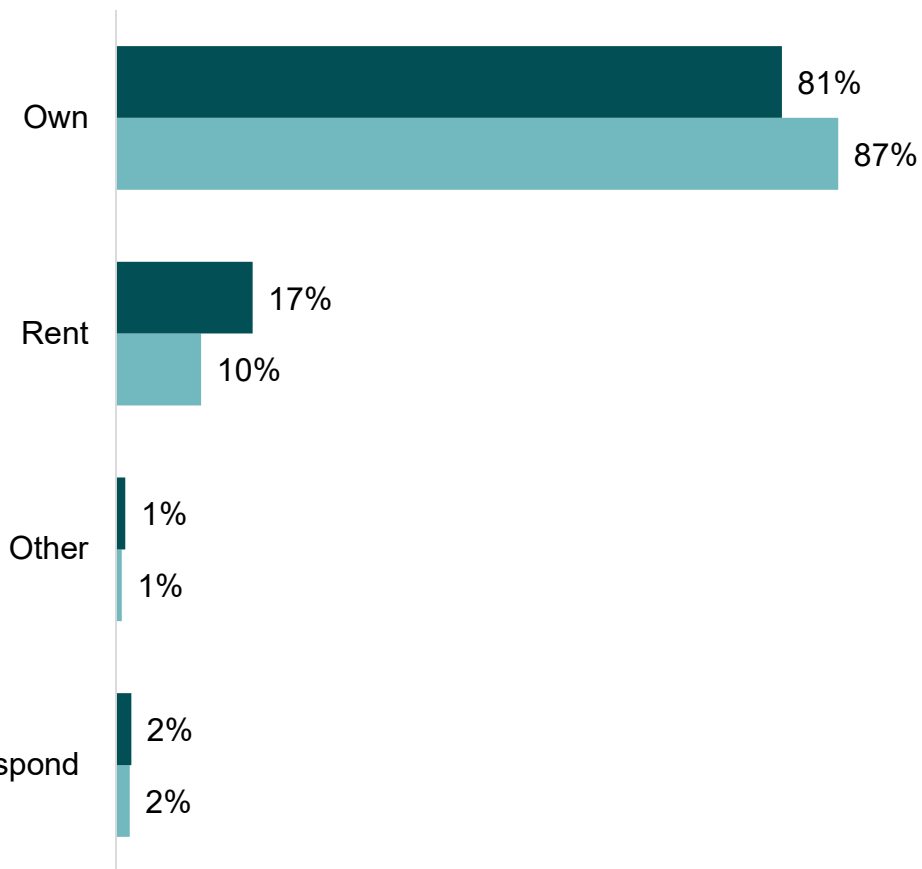
D3. What is the highest level of formal education that you have completed? | **D9.** And lastly, which of the following categories was your total household income before taxes in 2023?

Sample Size: n=301

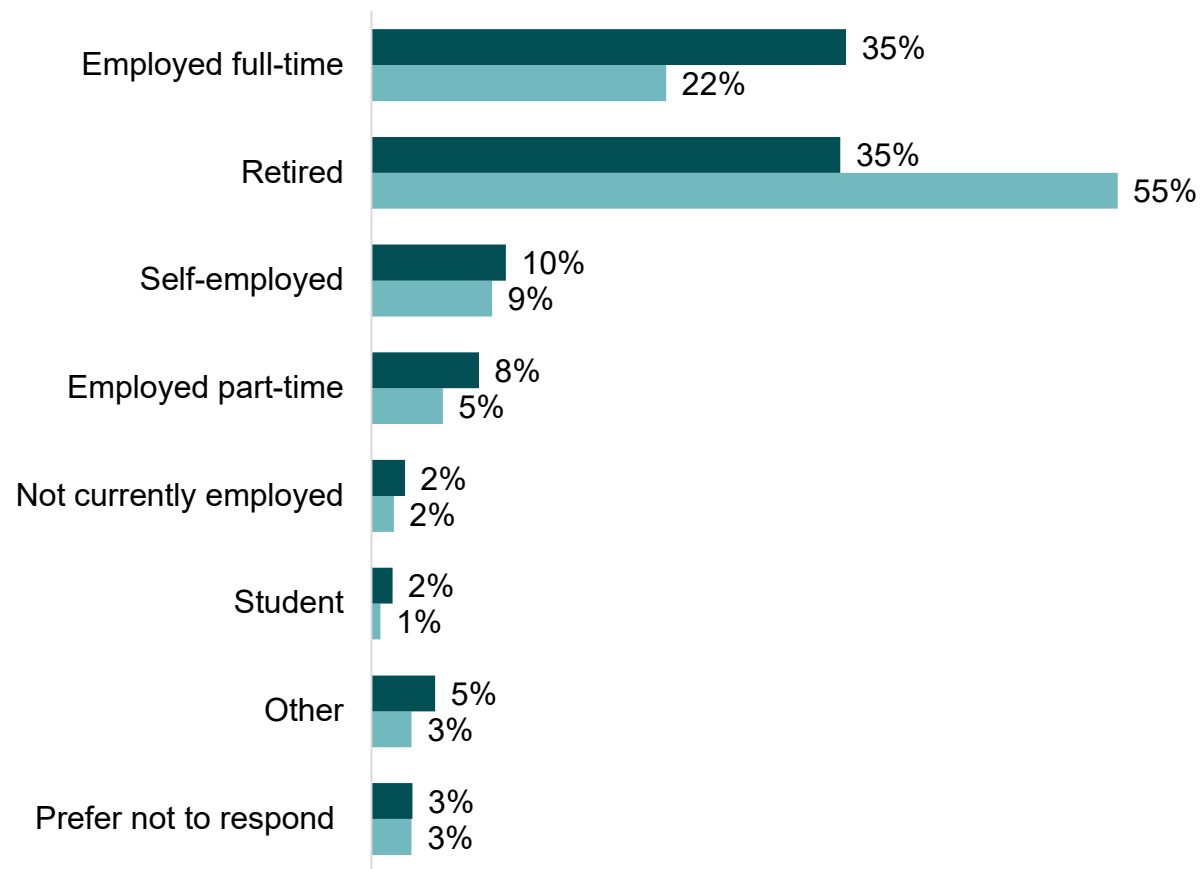
Framework: All respondents

Demographics

Living Arrangement / Home Ownership



Employment Status



■ Weighted

■ Unweighted

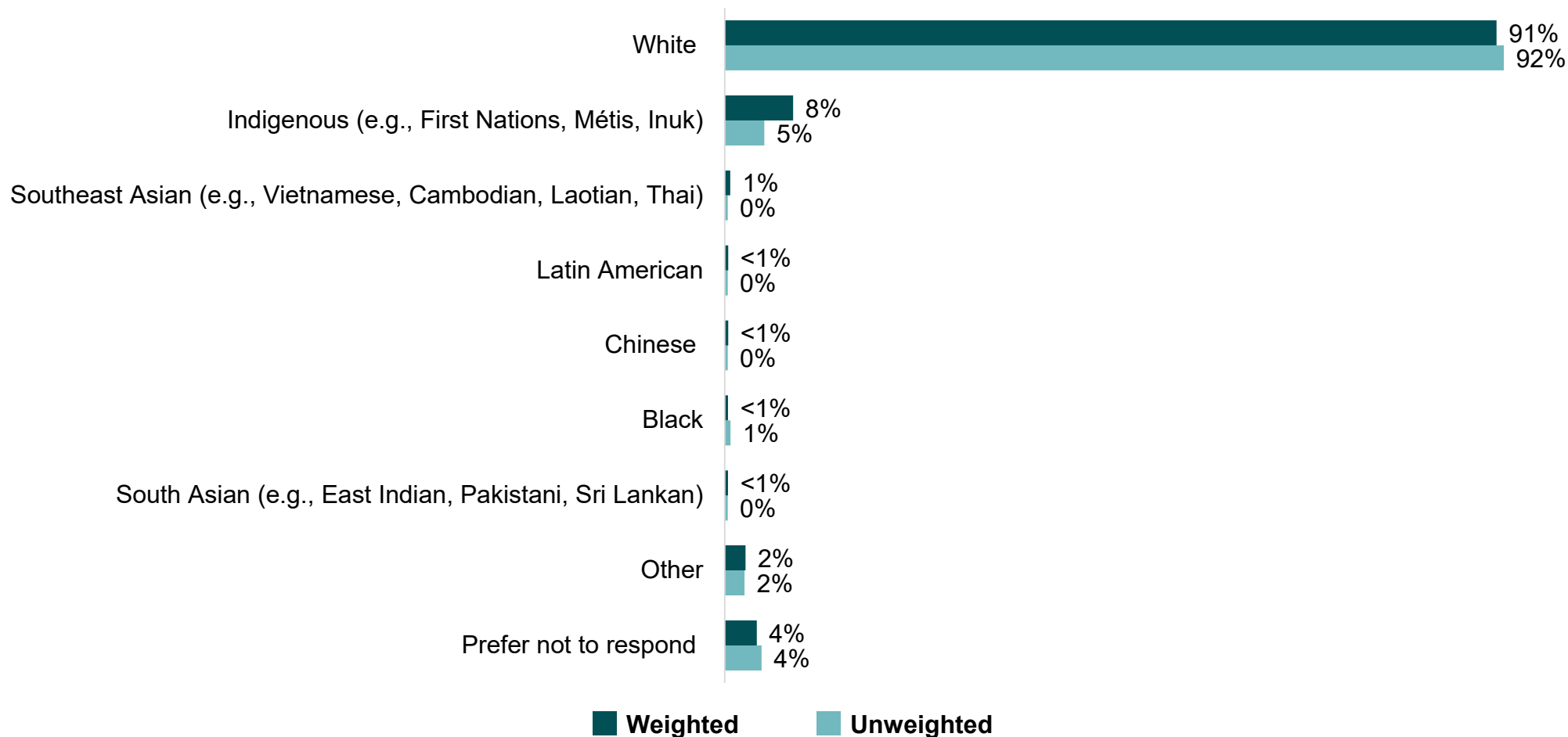
D5. Do you (or does a member of your household) own or rent your home? | D6. What is your current primary employment status?

Sample Size: n=301

Framework: All respondents

Demographics

Living Arrangement / Home Ownership



D4. Which race category would you say best describes you? You may mention more than one. [Multi-select]

Sample Size: n=301

Framework: All respondents