



Citizen Satisfaction Survey 2022 Report

July 2022



FORUM
RESEARCH

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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
- **(New)** Consider the impact of COVID-19 on these services
- **(New)** Identify any changes between the 2019 and 2022 Citizen Satisfaction surveys.

INTRODUCTION

Methodology

Three modes of data collection

1. The study was primarily conducted via telephone interviewing, using phone numbers for the Municipality 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 included in this report; these are considered to be collected via random sampling and are therefore appropriate for statistical analysis.
- Open link results will be shared with the District of North Cowichan in a separate report. These results should be considered directional as they were not collected via random sampling and thus may not be representative.

INTRODUCTION

Methodology

| | |
|-----------------------------------|---|
| Method | CATI (Computer Aided Telephone Interview) and CAWI (Computer Aided Web Interview) |
| Criteria for Participation | <ul style="list-style-type: none">Residents of North Cowichan who are 18 years of age or olderNone of the household members works for the Municipality of North Cowichan, or in marketing research or in media |
| Sample Size | CATI: n = 390 / CAWI: n = 14 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. |
| Average Length | CATI: 23 min / CAWI: 20 min |
| Margin of Error | ±4.84% |
| Fieldwork Dates | Jun 22 – Jul 12, 2022 |

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.

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.

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.



KEY INSIGHTS

Key Insights

95%

Rated
Positively on
Quality of Life

Top Reasons
Are:

**Happy Living
in North
Cowichan**
(33%)

**Close to
amenities**
(20%)

**It is a good
place to live**
(14%)

89%

Satisfied with
the overall level
and quality of
services

Particularly...



TOP2: **99%**
Fire protection services



TOP2: **95%**
Recreational & sports
facilities

Room for Improvement...



TOP2: **37%**
Development and
building permits



TOP2: **64%**
community planning

Key drivers analysis revealed
that the **primary areas** for
improvement are

- community planning
- development and building permits
- bylaw enforcement
- road maintenance

Key Insights

Top Issues facing North Cowichan

Most mentioned issues and the top issues for leaders to take action on...



Homelessness



Taxes



Housing

Favourite Things

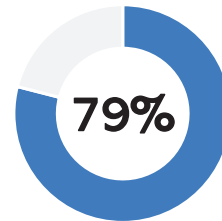
Most commonly mentioned as residents' favourite things are...



Nature (31%)



Quality of life (11%)

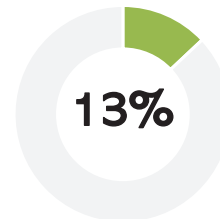
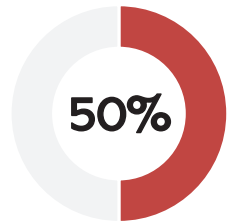


Considering the programs and services provided by North Cowichan

of residents said they received **good** value for their tax dollars

When asked about their preference when it comes to balancing taxation levels with service levels

preferred to increase taxes to maintain the services at the current levels.



preferred to increase taxes to expand or improve the services.

Key Insights



Interaction with North Cowichan

- 44% - have Interacted with North Cowichan
- 95% - satisfied with staff's courteousness
- 93% - satisfied with staff's knowledge
- 89% - satisfied with staff's helpfulness



Information from North Cowichan

- 76% - currently receive just the right amount of info
- 52% - use the municipality's website or engagement platforms to find info
- 81% - were satisfied with opportunities to provide input to the municipality



Contact by North Cowichan

- 36% - email
- 32% - telephone



Do business with North Cowichan

- 47% - online via website
- 47% - in-person at municipal hall



Changes in North Cowichan

- 53% - did not like the changes to North Cowichan over the last 5-10 years
- 47% - preferred to see North Cowichan grow at the current population growth rate.



Impact by pandemic

- 45% - impacted by changes in municipal services
- 80% - frequency of engagement stayed the same
- 40% - preferred in-person meetings

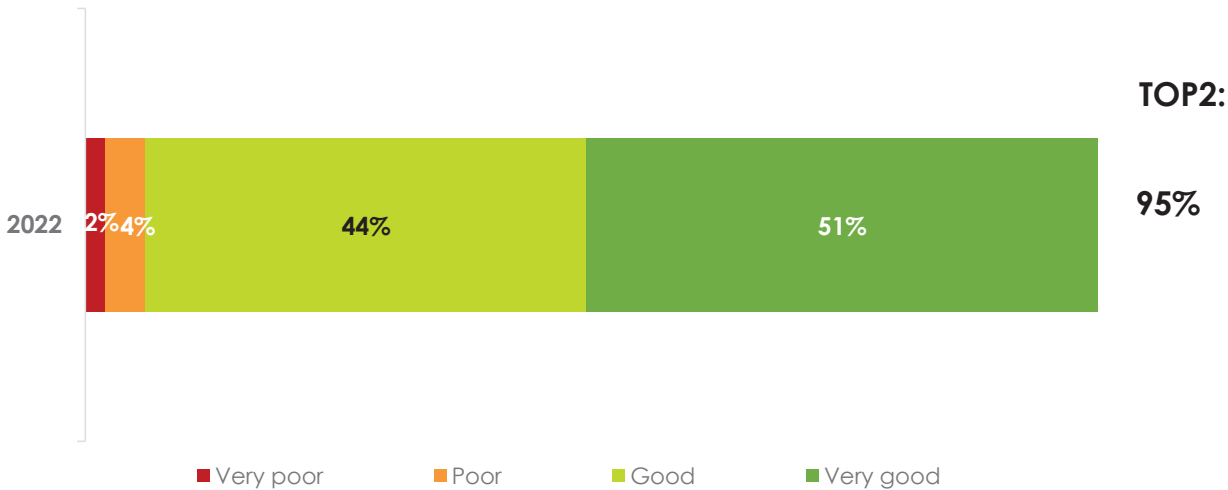


DETAILED FINDINGS QUALITY OF LIFE

QUALITY OF LIFE

Overall Quality of Life

Majority of residents (TOP2: 95%) rated their quality of life as either good or very good.



- **Younger residents** (TOP2: 100% for those aged 18-34) are **more likely to rate the quality of life as either good or very good** than older residents (TOP2: 98% for those aged 65+).
- The overall quality of life in 2019 (TOP2: 97%) is similar with that in 2022.

Other Communities in BC:

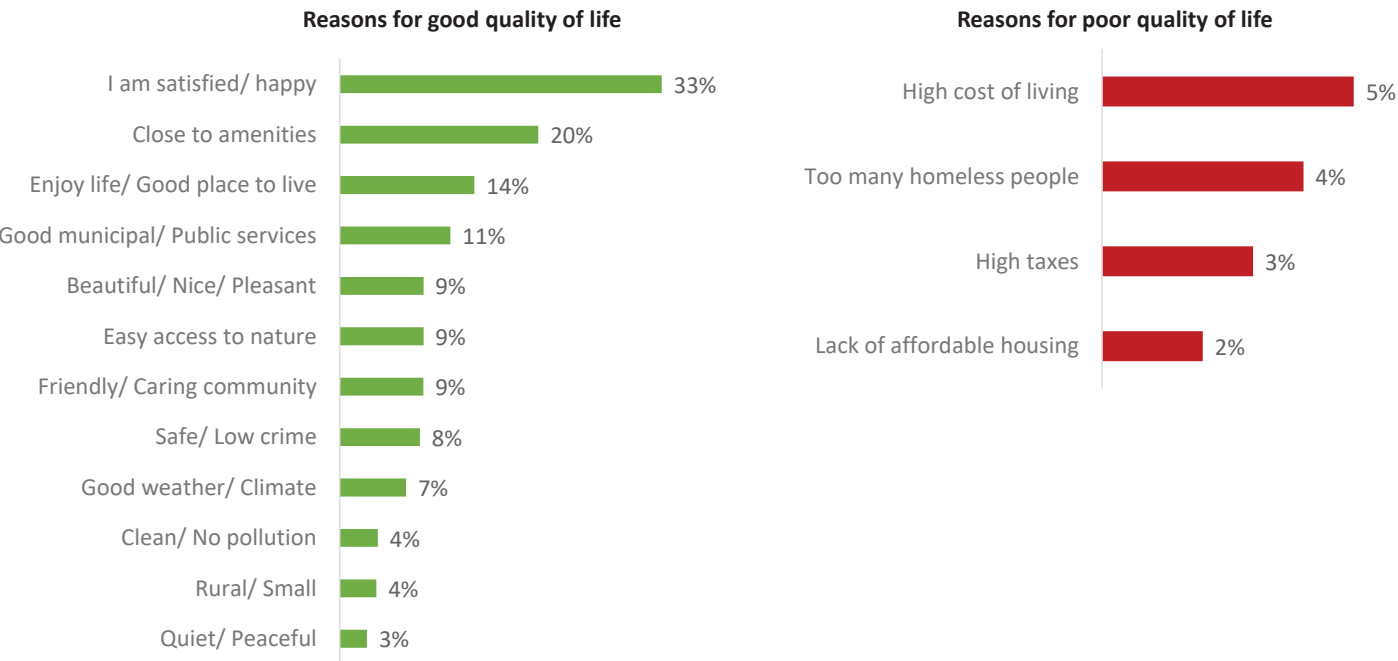
- Town of View Royal (2019): 99%
- Coquitlam (2021): 97%
- Kamloops (2019): 95%
- City of Kelowna (2022): 90%
- District of Saanich (2021): 88%
- City of Mission (2021): 77%

Question 4: How would you rate the overall quality of life in North Cowichan today?
Sample size: 400
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 and results from other BC communities

QUALITY OF LIFE

Overall Quality of Life – Reasons for the Ratings

Residents are happy living in North Cowichan. Being close to amenities is also a common reason why residents rate their quality of life positively.



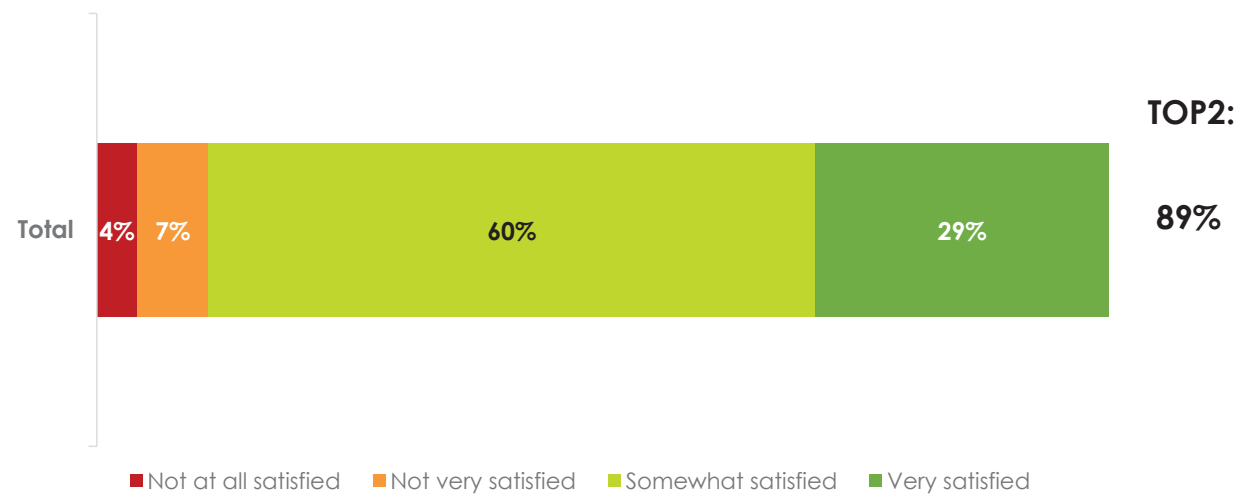
- In 2019, the top 3 most common reasons for rating the overall quality of life positively were **beautiful and natural scenery, community/ neighbours, and being happy with everything/having no issues.**

Question 5: Why do you say the overall quality of life in North Cowichan is [Q4 answer]?
Sample size: 386
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

Satisfaction with Overall Level and Quality of Services

Majority of residents (TOP2: 89%) are satisfied with the overall level and quality of services provided by North Cowichan.



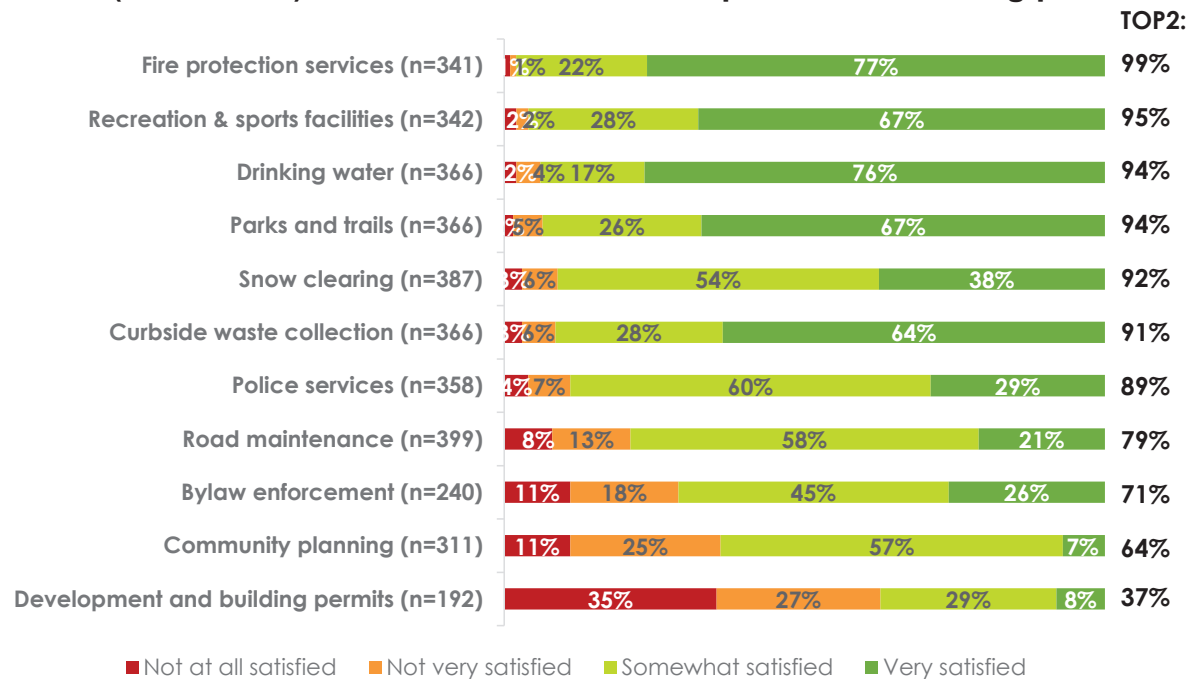
- **Younger residents** are more likely to be satisfied with the overall level and quality of services (TOP2: 100% for those aged 18-34) compared to those aged 35 or older (TOP2: 85% for those aged 35-64 and TOP2: 90% for those aged 65+).

Question 6: How satisfied are you with the overall level and quality of services provided by North Cowichan?
Sample size: 397
Sample framework: All respondents, excluding “don’t know” and “prefer not to say”

QUALITY OF LIFE

Satisfaction with Services

Residents are in general satisfied with the services provided by North Cowichan, particularly with fire protection services (TOP2: 99%). However, less than 4 in 10 residents (TOP2: 37%) were satisfied with development and building permits.



- Bylaw enforcement (TOP2: 71%), community planning (TOP2: 64%), and development and building permits (TOP2: 37%) continue to be services with the lowest satisfaction ratings since 2019*.
- In 2019*, the top 3 most satisfied services were parks and trails, recreations & sports facilities, and fire protection services.
- Compared with 2019*, residents are more satisfied with snow clearing (TOP2: 2019: 83% vs 2022: 92%).

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", "not applicable", and "prefer not to say"

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

QUALITY OF LIFE

Key Drivers of Overall Satisfaction with Services

Key Drivers Analysis

A key drivers analysis is a regression-based method that shows the difference between how satisfied residents are with each service provided by the Municipality and the impact the services have on residents' overall satisfaction with services.

- Satisfaction scores are plotted vertically (along the Y-axis). They represent the stated satisfaction (TOP2%) with each individual service provided by North Cowichan (Q7).
- Impact on overall satisfaction scores are plotted horizontally (along the X-axis). They are based on a statistical method called a multiple linear regression that determines how a specific service (often called an “independent variable”) contributes to residents' overall satisfaction with the services (“often called the “dependent variable”). Impact on overall satisfaction can also be referred to as perceived importance.
- The following variables were used in the regression model:
 - Dependent variable: Q6. How satisfied are you with the overall level and quality of services provided by North Cowichan?
 - Independent variables: Q7A-K. How satisfied are you with each of the following services provided by North Cowichan?

QUALITY OF LIFE

Key Drivers: Areas for Maintenance and Improvement

As a result of the analysis, each service provided by the Municipality are distributed among four quadrants.

1. Primary Areas for Improvement:

Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. These services should be the primary areas of focus. Increase in satisfaction with these services will have the largest impact on overall satisfaction with services provided by the Municipality.

2. Secondary Areas for Improvement:

Services that have lower impact on overall satisfaction and lower individual satisfaction scores. These services are secondary areas of focus to improve overall satisfaction.

3. Primary Areas for Maintenance:

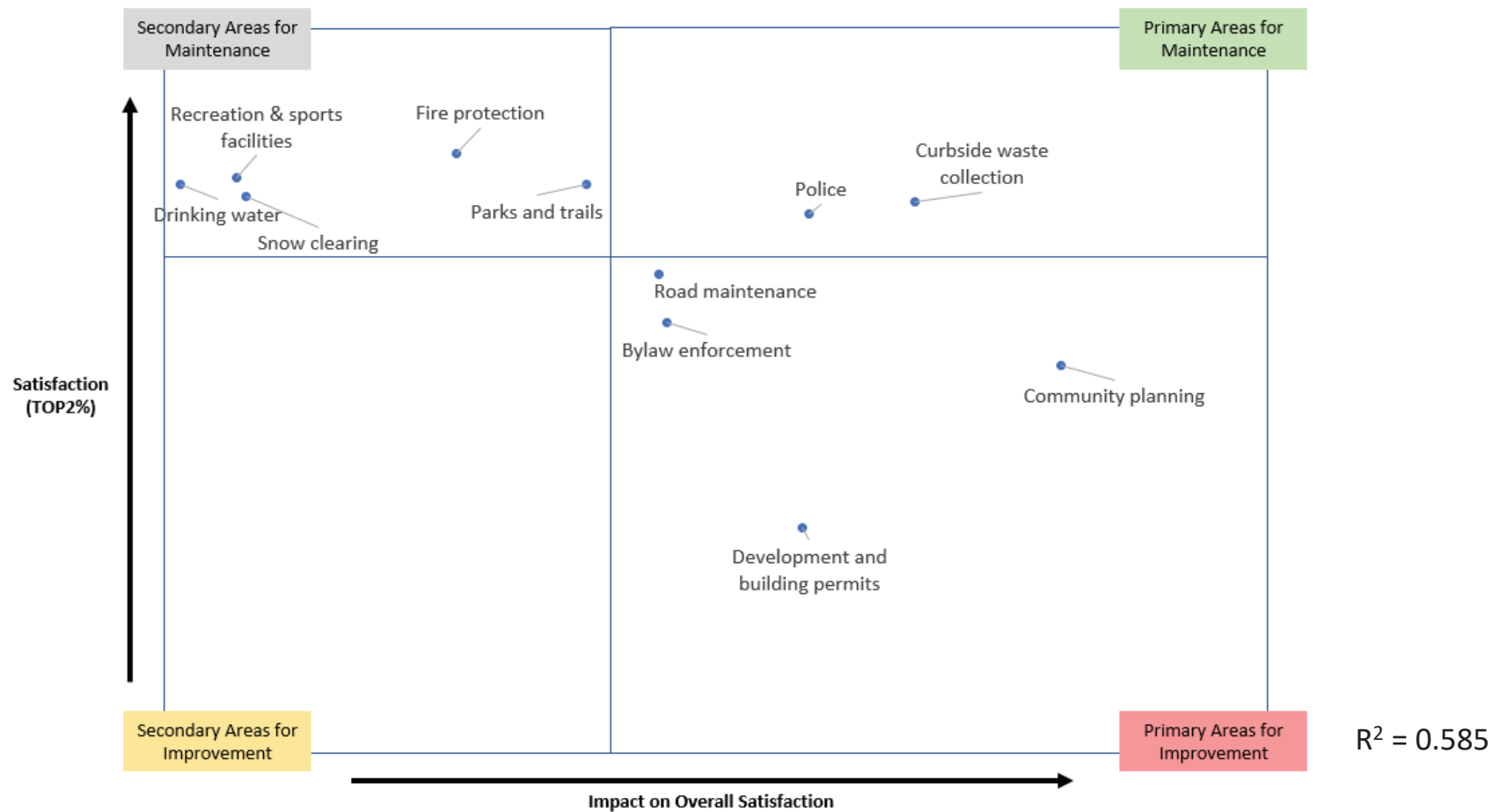
Services that have high impact on overall satisfaction and high individual satisfaction scores. The focus here is on maintaining the current levels of service and satisfaction.

4. Secondary Areas for Maintenance:

Services that have lower impact on overall satisfaction but high individual satisfaction scores. The focus here is on maintaining the current levels of service and satisfaction.

QUALITY OF LIFE

Key Drivers of Overall Satisfaction



QUALITY OF LIFE

Key Drivers of Overall Satisfaction

The primary areas for improvement are community planning, development and building permits, bylaw enforcement, and road maintenance.

- These are services that have a high impact on residents' overall satisfaction with services but have lower satisfaction scores from residents. It is important to focus on these services to improve overall satisfaction.

The primary areas for maintenance are curbside waste collection and police services.

- These are services that have a high impact on residents' overall satisfaction with services and also have high satisfaction scores from residents. These services should be maintained at current levels.

The secondary areas for maintenance are parks and trails, fire protection services, snow clearing, recreation and sports facilities, and drinking water.

- These are services that have a low impact on residents' overall satisfaction with services but have high satisfaction scores from residents. These services should also be maintained at current levels.

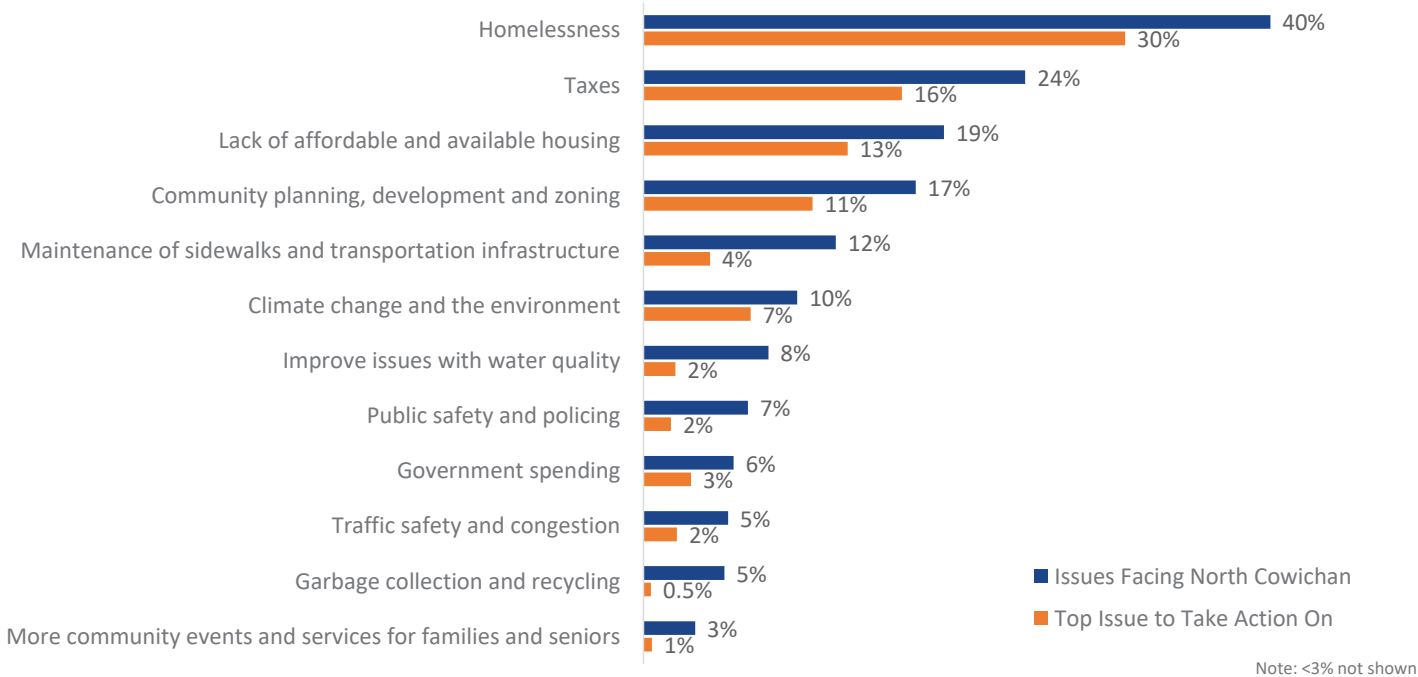


DETAILED FINDINGS ISSUE AGENDA

ISSUES AGENDA

Challenges Facing North Cowichan

Homelessness was the most mentioned issue facing North Cowichan, followed by taxes and housing. These are also the top issues picked for local leaders to take action on.



- Residents who mentioned homelessness as an important challenge facing North Cowichan are more likely to be:
 - Females (58%) than males (19%)
 - Residents who have lived in North Cowichan for 31-45 years (39%) than those who have lived in North Cowichan for 16-30 years (20%).
- Similarly, females (50%) are more likely to choose homelessness as the top issue to take action on than males (8%).
- Being the top most mentioned challenge in 2019, water quality issues was less of a concern in 2022. However, taxes and homelessness continue to be the most mentioned challenges.
- Mentions of climate change have also increased slightly in 2022 compared to 2019.

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?

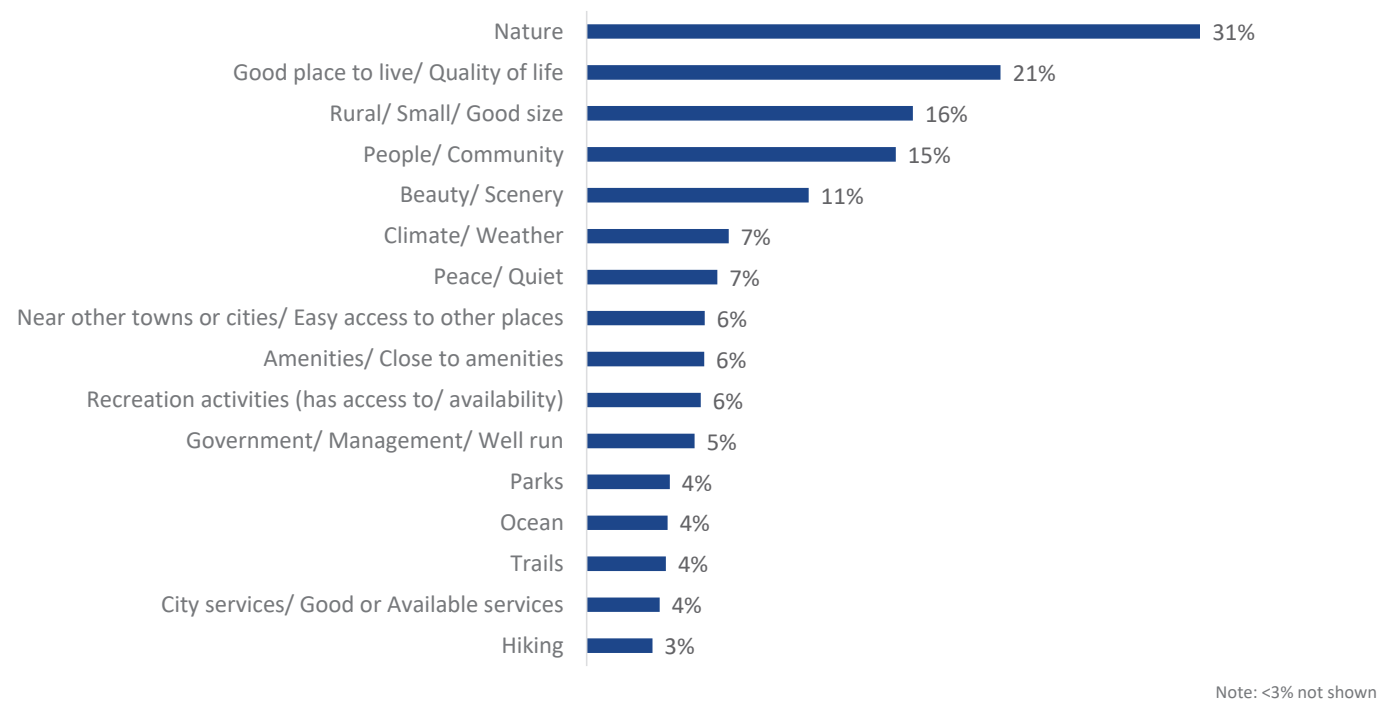
Sample size: Q1: 373 / Q2: 369

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

ISSUES AGENDA

Favourite Thing About North Cowichan

The nature (31%) and quality of life (21%) are most mentioned as residents' favourite thing about North Cowichan.



- Nature continue to be residents' most favourite thing about North Cowichan since 2019.

Question 3: What is your favourite thing about North Cowichan?
Sample size: 385
Sample framework: All respondents, excluding "don't know" and "prefer not to say"

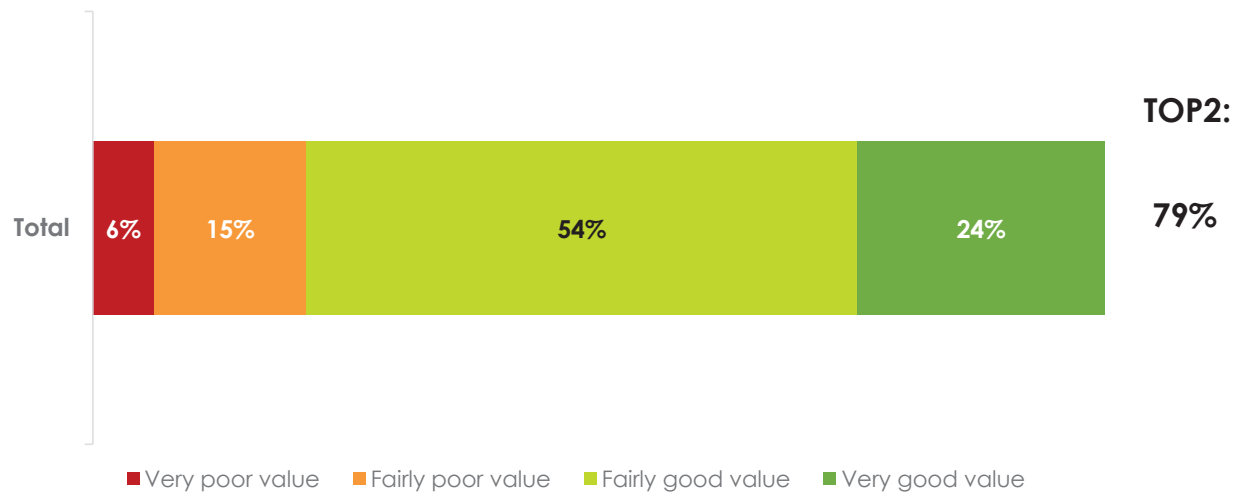


DETAILED FINDINGS TAXATION

TAXATION

Value for Tax Dollar

8 in 10 residents (79%) said they received good value for their tax dollars considering the programs and services provided by North Cowichan.



- Compared to 2019*, slightly fewer residents said they received good value for their tax dollars (TOP2: 2019: 85% vs 2022: 79%).

Other Communities in BC*:

- Town of View Royal (2019): 90%
- Coquitlam (2021): 89%
- Kamloops (2019): 80%
- City of Kelowna (2022): 77%
- District of Saanich (2021): 51%

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: 323

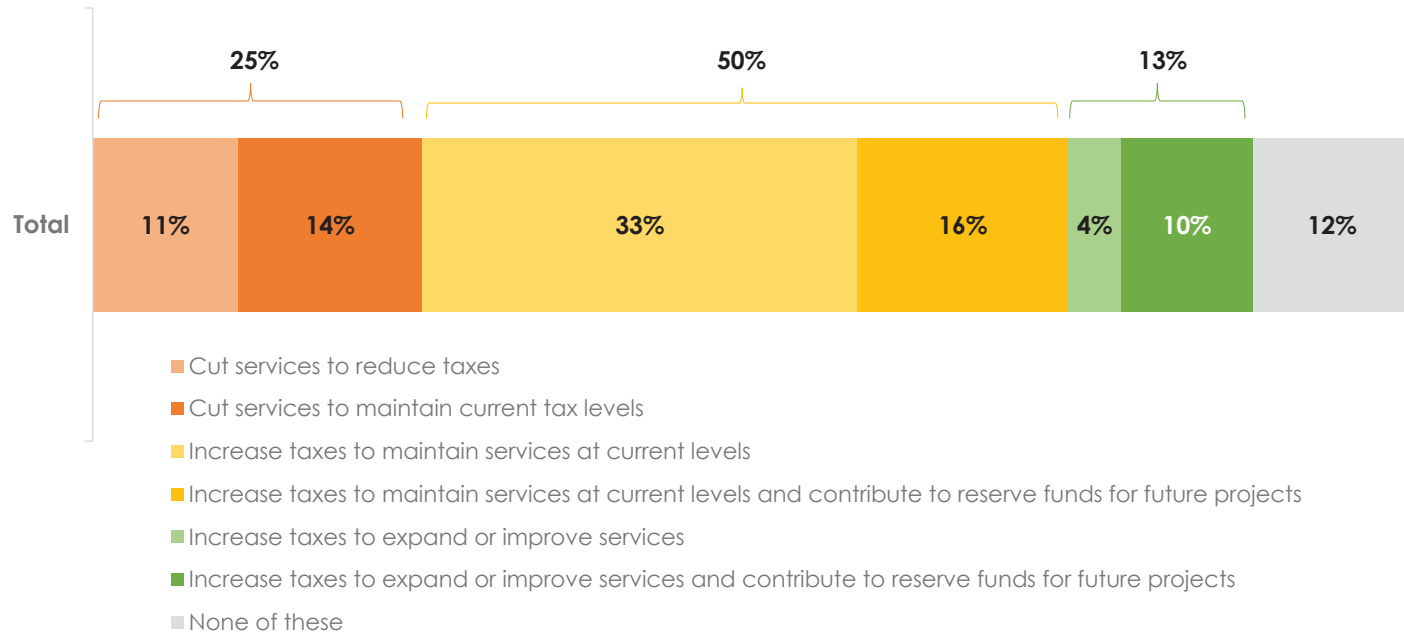
Sample framework: All respondents, excluding "don't know" and "prefer not to say"

*Note: "Don't know/Refused" answers were excluded from the analysis when making comparisons to the 2019 results and results from other BC communities.

TAXATION

Balance of Services and Taxation

Half of the residents (50%) preferred increasing taxes to maintain the services at current levels.



- When asked about their preference for an increase in taxes or cutting services, half of the residents preferred to increase taxes to maintain the services at current levels and about 1 in 10 (13%) preferred to increase taxes to expand or improve the services.
- Compared to 2019*, slightly more residents preferred an increase in taxes (2019: 58% vs 2022: 63%).

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: 378

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



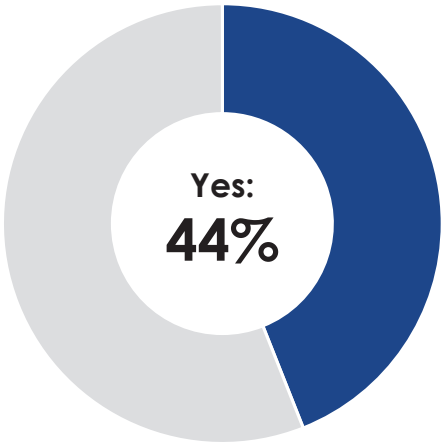
DETAILED FINDINGS CUSTOMER SERVICE AND COMMUNICATION

CUSTOMER SERVICE AND COMMUNICATION

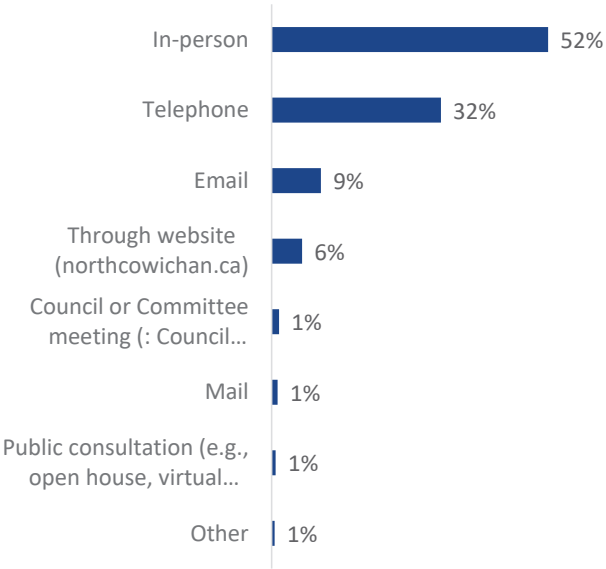
Interaction with North Cowichan

Fewer than half of the residents (44%) have interacted with North Cowichan within the past 12 months. The contacts were commonly in-person (52%) and through telephone (32%).

Interacted with North Cowichan within past 12 months



Method of Interaction with North Cowichan



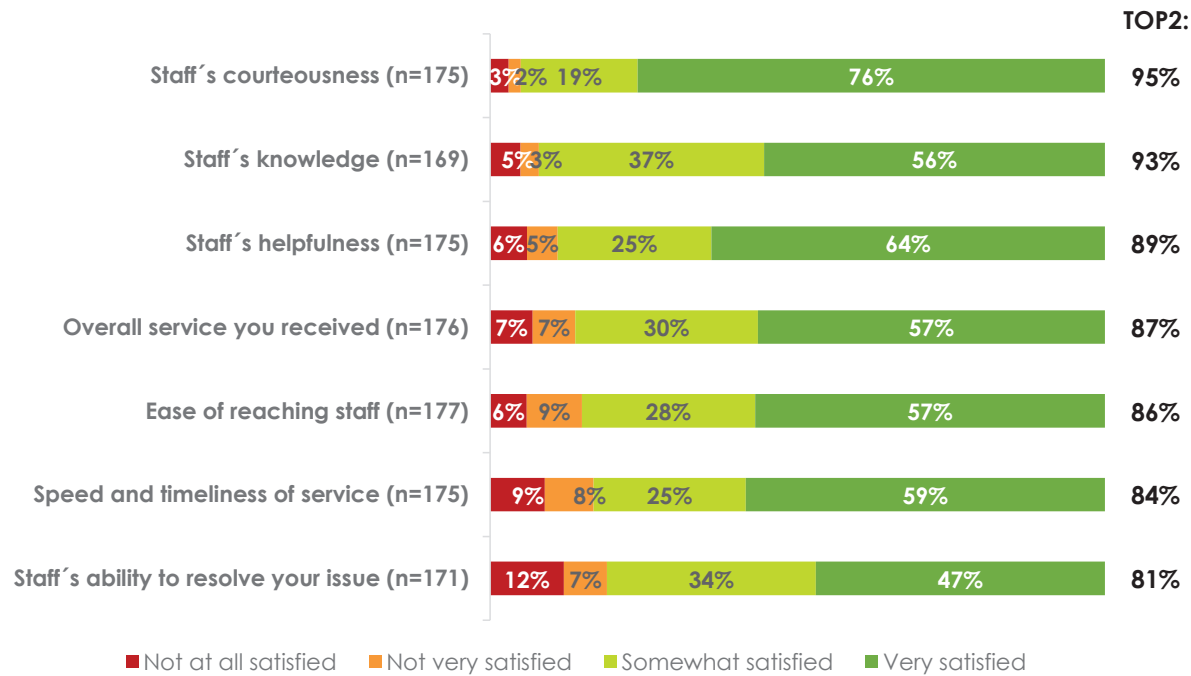
- Those who have interacted with North Cowichan are more likely to be:
 - Middle aged (64% for those aged 35-64).
 - Those with household income of \$60K-80K (63%) than those with household income of <\$40K (30%).

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: 402 / Q11: 178
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 in general satisfied with their interaction with staff, particularly the staff's courteousness (TOP2: 91%), knowledge (TOP2: 93%), and helpfulness (TOP2: 89%).



- In 2019*, residents were most satisfied with the staff's courteousness.

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

Sample size: varies for each aspects

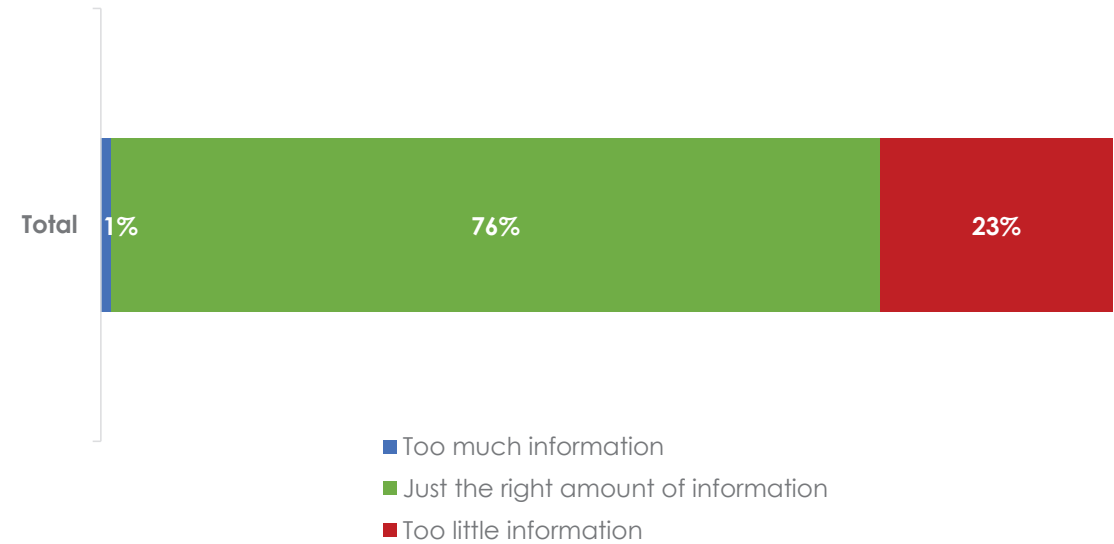
Sample framework: Among those who have contacted North Cowichan, excluding "don't know" and "prefer not to say"

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

CUSTOMER SERVICE AND COMMUNICATION

Amount of Information Received

Three quarters of residents (76%) said they currently receive the right amount of information from North Cowichan.



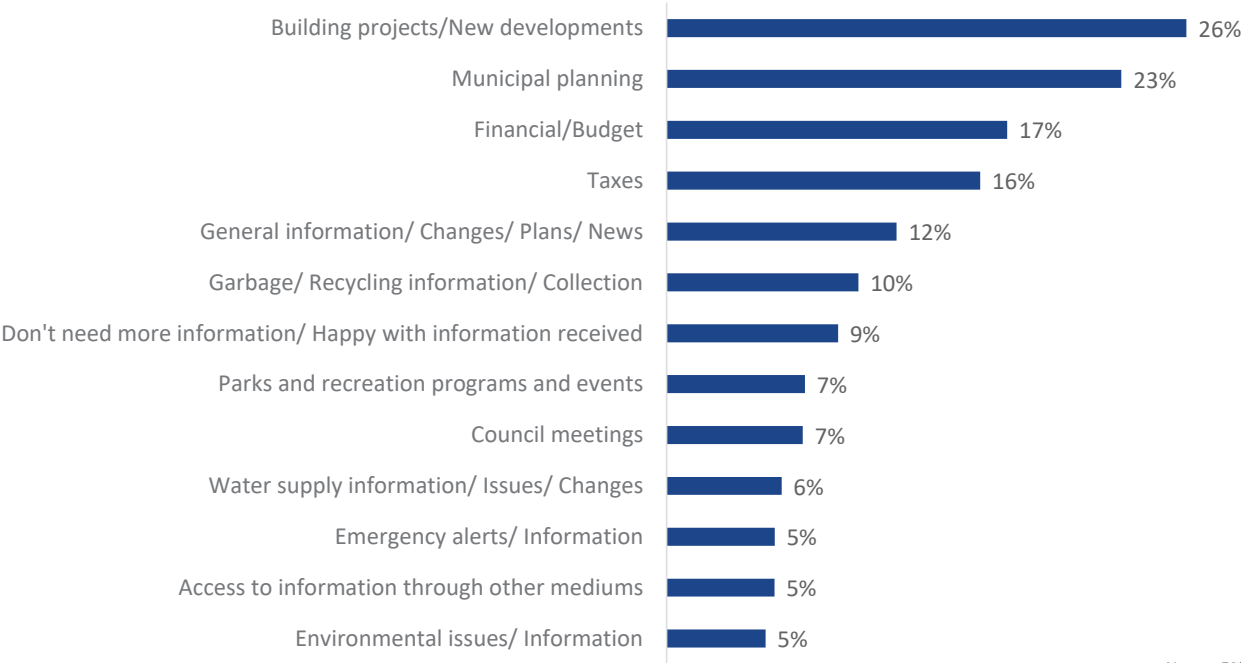
- Compared to 2019*, considerably fewer residents said they receive too little information from North Cowichan (2019: 34% vs 2022: 23%).
- In contrast, more residents said they receive just the right amount of information compared to 2019 (2019: 65% vs 2022: 76%).

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: 393
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

CUSTOMER SERVICE AND COMMUNICATION

Information Preferred from North Cowichan

Building projects (26%), municipal planning (23%), financial/ budget (17%), and taxes (16%) are the most common information that residents wanted to receive.



Note: <5% not shown

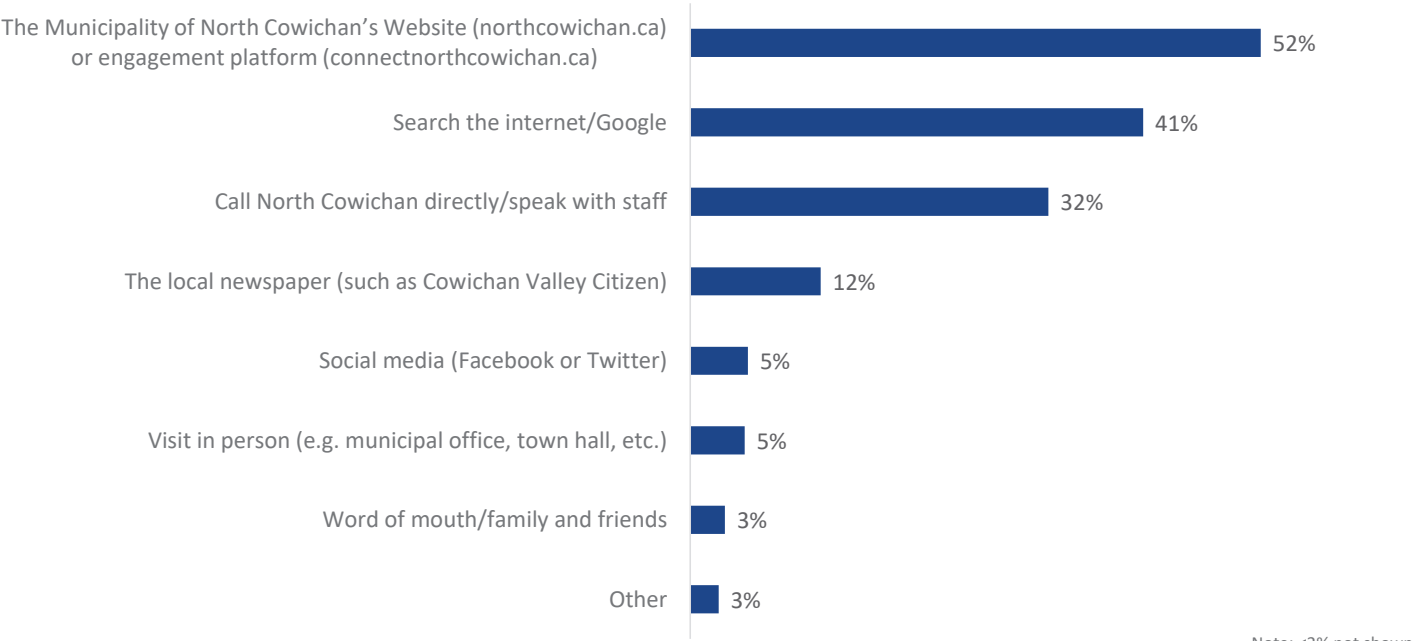
- In 2019, residents were the most interested in information on taxes, building projects, and parks/recreation programs/events.

Question 14: Thinking about your information needs, what kinds of information do you want North Cowichan to provide you with?
Sample size: 237
Sample framework: All respondents, excluding "don't know" and "prefer not to say"

CUSTOMER SERVICE AND COMMUNICATION

Source of Information

Half of the residents (52%) stated they would use the Municipality’s website or engagement platform to find information about North Cowichan.



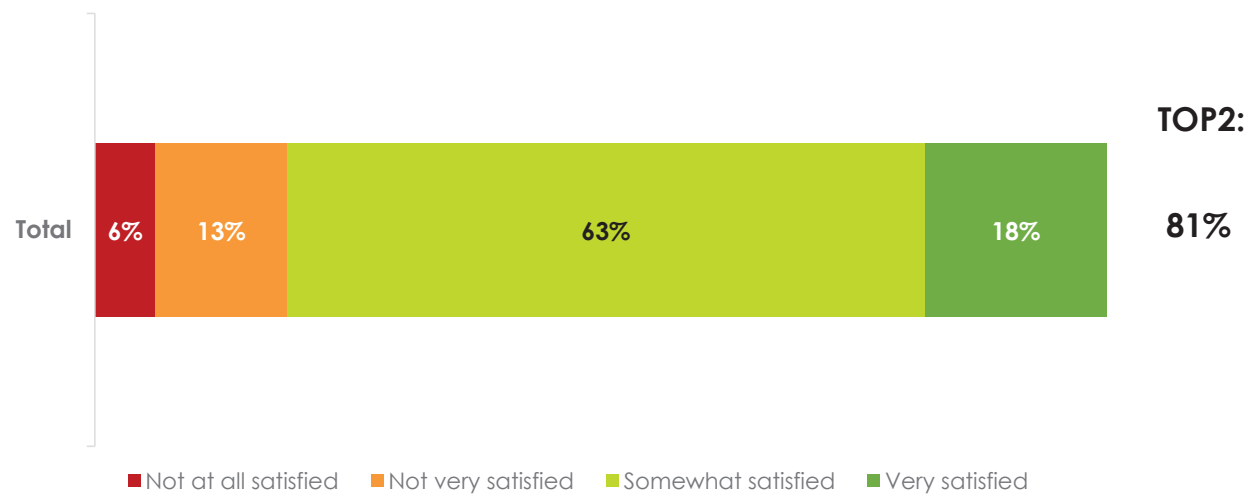
- The middle-aged are more likely to use the Municipality’s website or engagement platform (80% for those aged 35-64 years) to find information about North Cowichan.
- Local newspaper are more likely to be the source of information for the older residents (20% for those aged 65+).

Question 15: If you were looking for information about North Cowichan, what sources would you use to find this information?
Sample size: 392
Sample framework: All respondents, excluding “don’t know” and “prefer not to say”

CUSTOMER SERVICE AND COMMUNICATION

Opportunities to Provide Input to North Cowichan

8 in 10 residents (TOP2: 81%) are satisfied with their opportunities to provide input to the Municipality of North Cowichan.



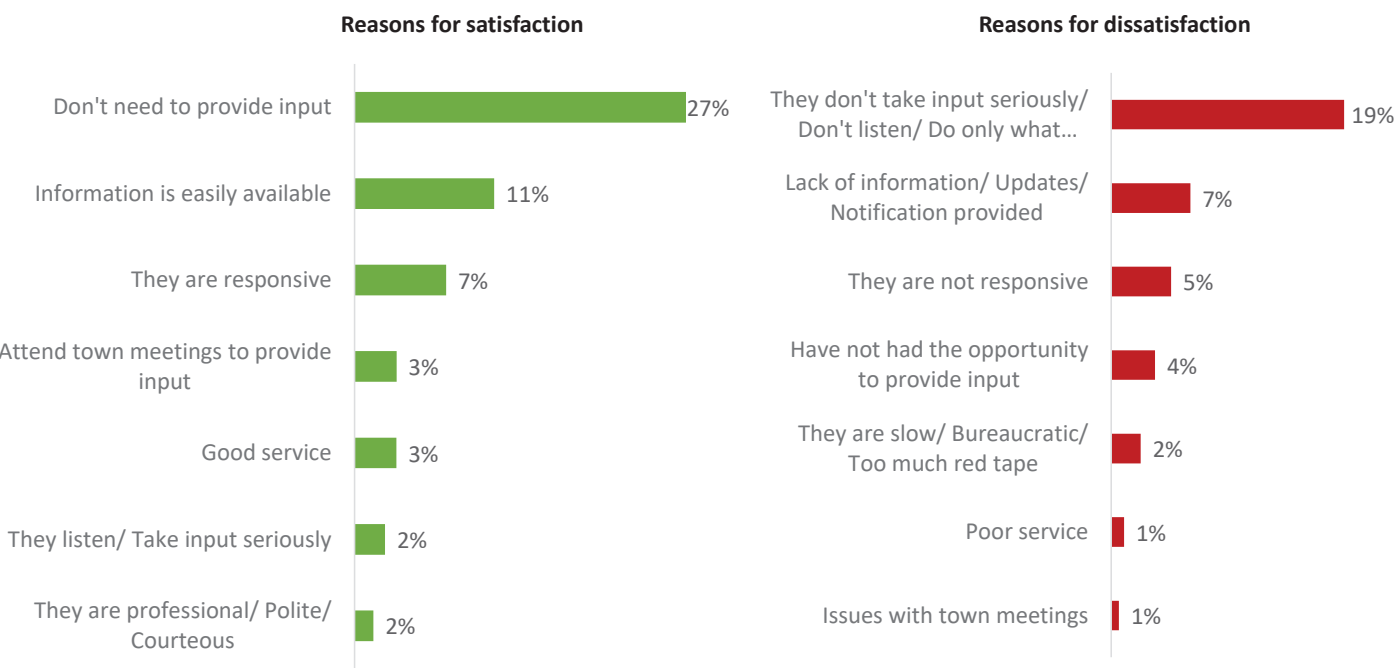
- Younger residents are more likely to be satisfied (TOP2: 100% for those aged 18-34 years).
- Residents are slightly more satisfied with their opportunities to provide input in 2022 than in 2019 (TOP2: 79%).

Question 17a: How satisfied are you with your opportunities to provide input to the Municipality of North Cowichan on your views and priorities?
Sample size: 356
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.

CUSTOMER SERVICE AND COMMUNICATION

Opportunities to Provide Input to North Cowichan

Having no need to provide input (27%) and information being easily available (11%) are the common reasons for satisfaction with opportunity to provide input.



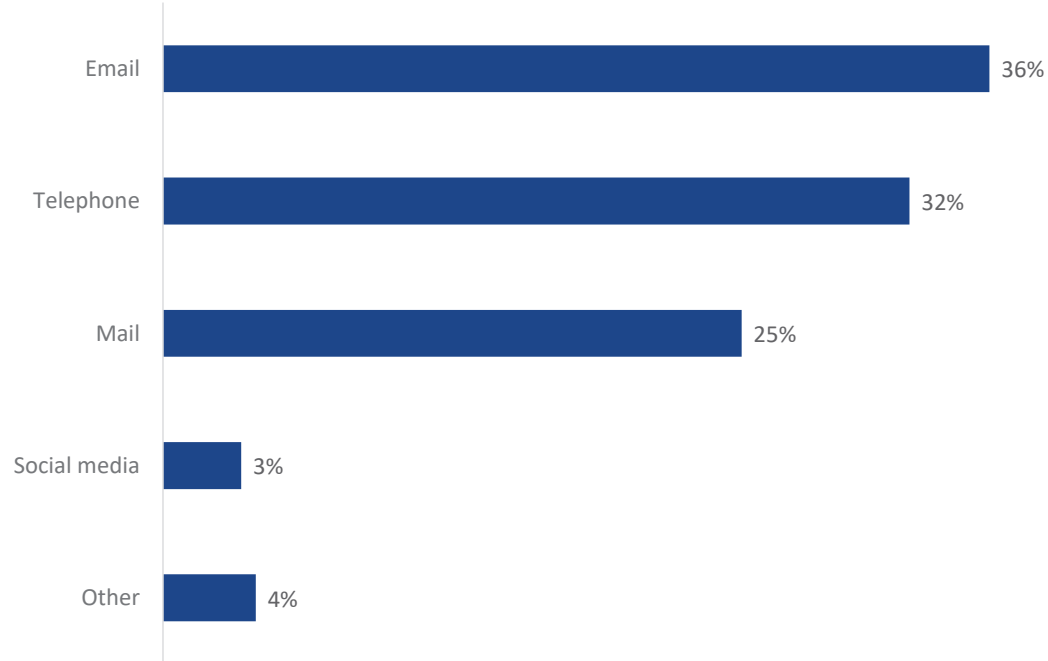
- The most common reason for dissatisfaction was that residents thought the Municipality of North Cowichan do not take their input seriously (19%).

Question 17b: And why do you feel this way?
Sample size: 316
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

The most preferred method to be contacted by North Cowichan are email, telephone, and mail.



- Email continues to be the most preferred method to be contacted since 2019.
- While more residents preferred telephone in 2022 (2019: 15% vs 2022: 32%), slightly fewer residents preferred social media (2019: 6% vs 2022: 3%).

Question 16: Of the following options, how would you most prefer to be contacted by North Cowichan in the future?

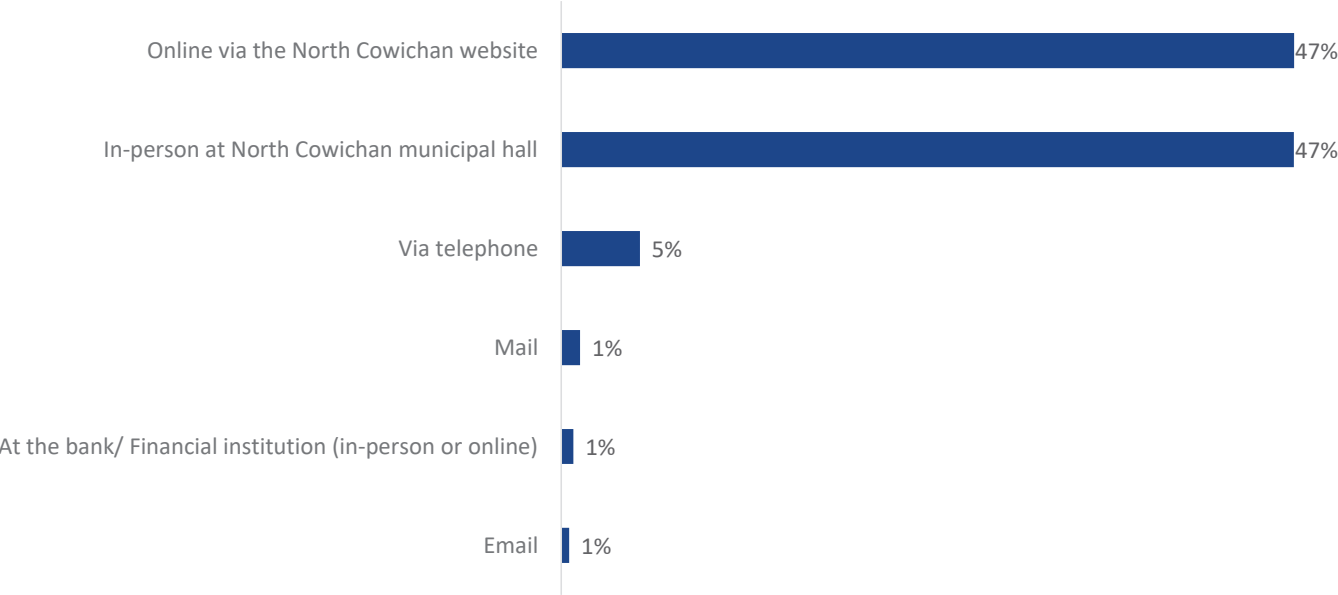
Sample size: 398

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

CUSTOMER SERVICE AND COMMUNICATION

Preferred Method to Conduct Business with North Cowichan

The most preferred way to do business with North Cowichan are online via website (47%) and in-person at municipal hall (47%).



- Older residents prefer the in-person approach (62% for those aged 65+), while younger and middle-aged residents preferred online (99% for those aged 18-34 and 49% for those aged 35-64).
- In 2022, more residents preferred doing business with North Cowichan online than in 2019 (2019: 26% vs 2022: 47%).

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: 396
Sample framework: All respondents, excluding “don’t know” and “prefer not to say”

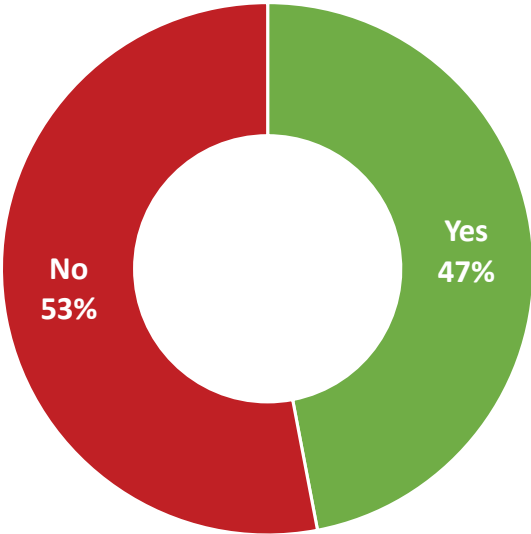


DETAILED FINDINGS PLANNING FOR THE FUTURE

PLANNING FOR THE FUTURE

Liked the Changes Over the Last 5-10 Years

A similar proportion of residents said they do and do not like the changes to North Cowichan over the last 5-10 years.



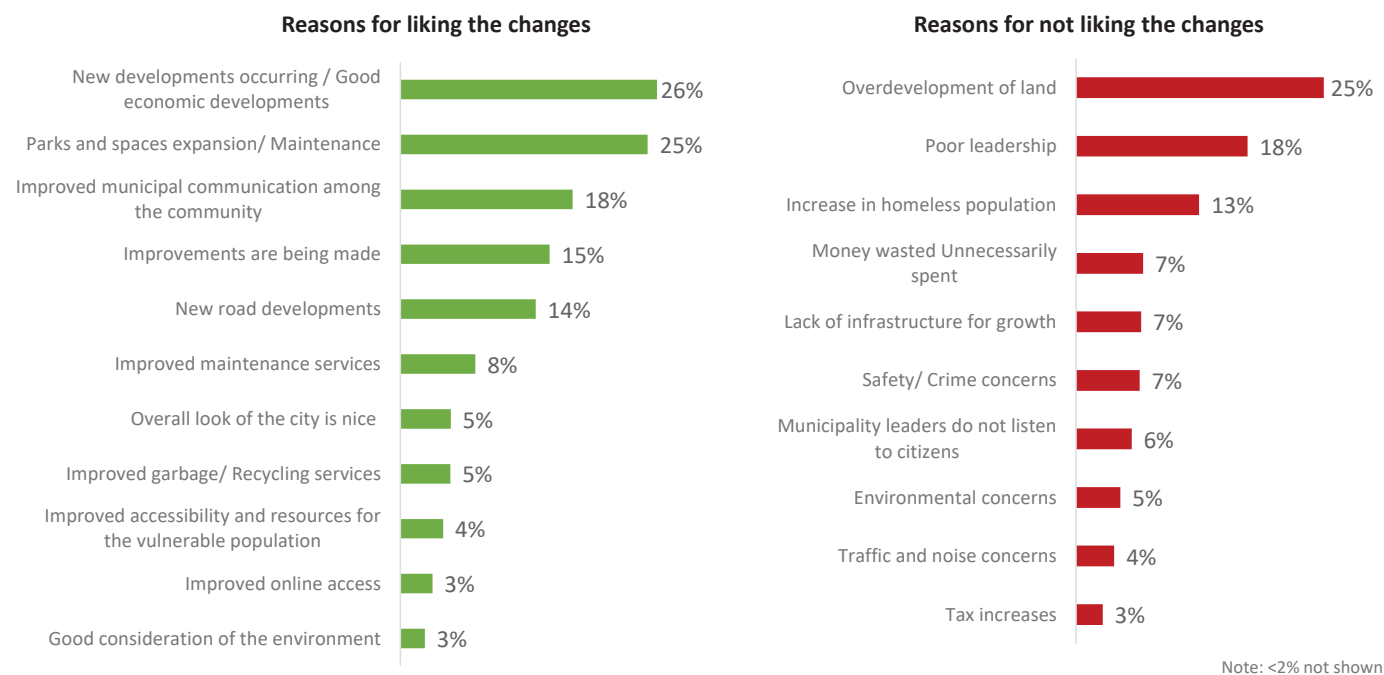
- In 2019*, 76% of residents liked the changes, which is higher than that in 2022.

Question 20a: In general, have you liked the changes to North Cowichan over the last 5-10 years?
Sample size: 343
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

PLANNING FOR THE FUTURE

Reasons for Liked / Disliked the Changes

Among those indicating they do not like the changes to the Municipality, the leading reasons cited are overdevelopment of land (25%) and poor leadership (18%).



- New development (26%) and parks and space expansions (25%) were the common changes residents liked.
- In 2019, the top changes residents liked were recreational activities, parks and greenspace, and housing development.
- Regarding poor leadership, some residents said...:
"The council does not address issues or wants or questions of citizens."
"Population density and planning are not working well..."

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

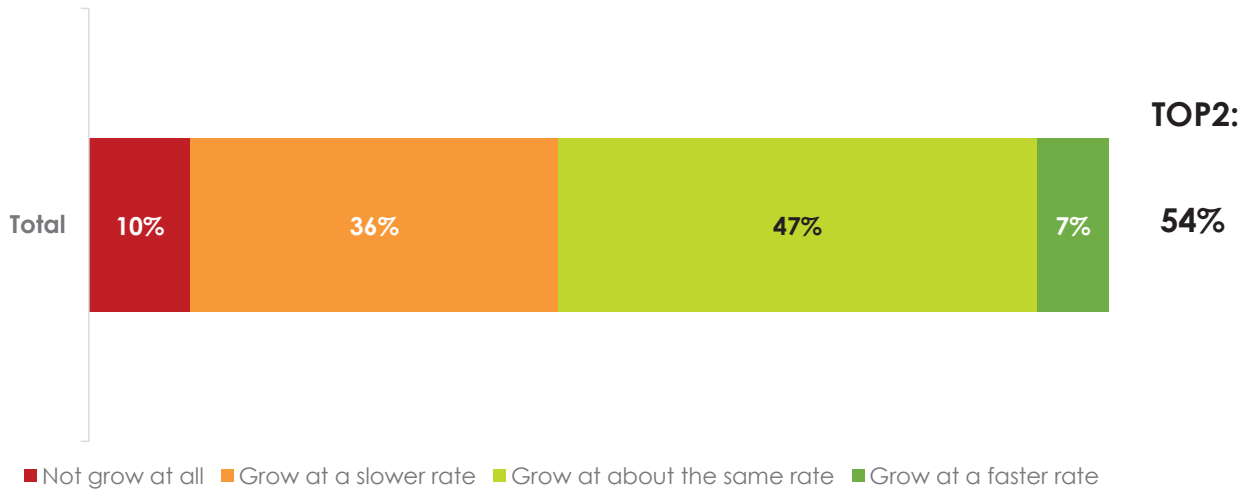
Sample size: Q20b: 114 / Q20c: 173

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

More than half of the residents (TOP2: 54%) preferred to see North Cowichan grow at the current population growth rate or faster (about 1.5% per year).



- One third (36%) of residents preferred a slower population growth rate, particularly among the older residents (29% for those aged 65+) and middle aged (45% for those aged 35-64).
- In 2022, fewer residents preferred the current or faster population growth rate than in 2019 (TOP2: 60%).

Question 21: North Cowichan's population has been growing by about 1.5% per year. Would you prefer to see North Cowichan...
Sample size :310
Sample framework: All respondents, excluding "don't know" and "prefer not to say"

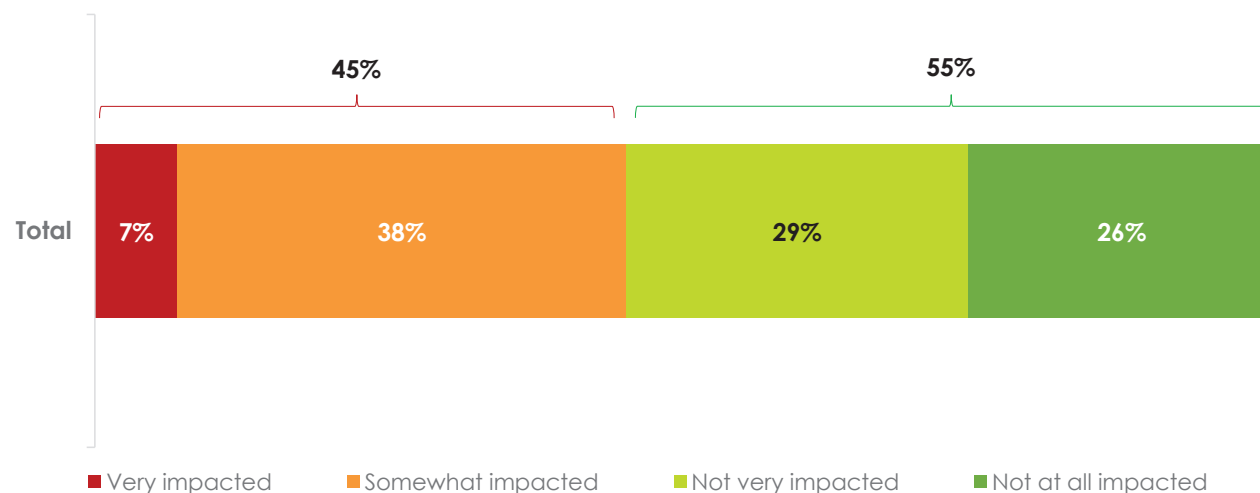


DETAILED FINDINGS IMPACT OF COVID-19

IMPACT OF COVID-19

Impacted by Changes in Municipal Services due to COVID-19

Fewer than half of the residents (BTM2: 45%) stated that they were impacted by changes in municipal services due to the pandemic.



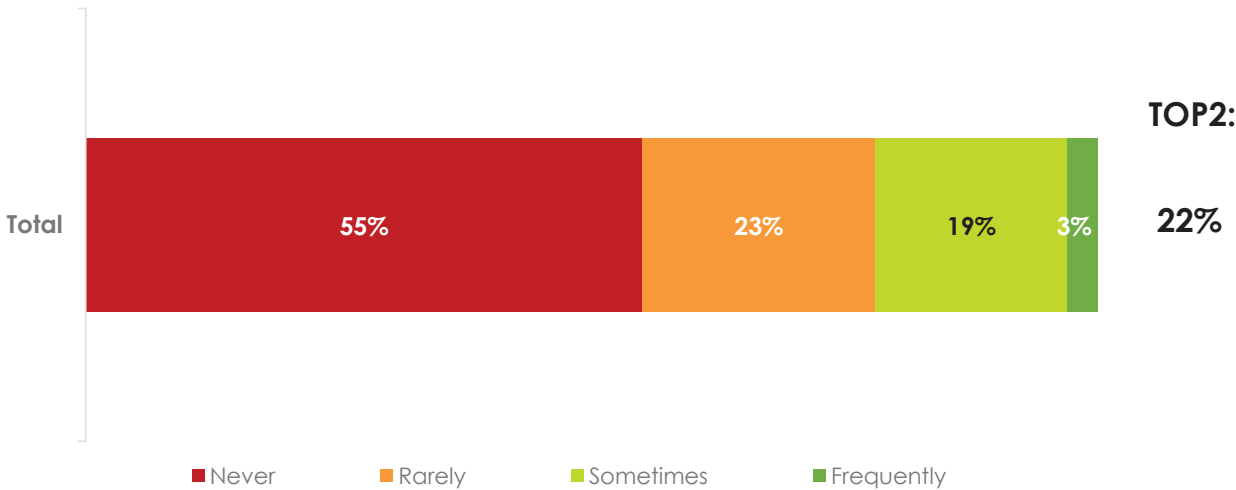
- Those who were impacted are more likely to be:
 - Female (BTM2: 64%) than male (BTM2: 27%)

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: 395
Sample framework: All respondents, excluding "don't know" and "prefer not to say"

IMPACT OF COVID-19

Participation in Council Meetings

Only 2 in 10 residents (22%) sometimes or frequently participated in council meetings or public engagement opportunities before the pandemic.



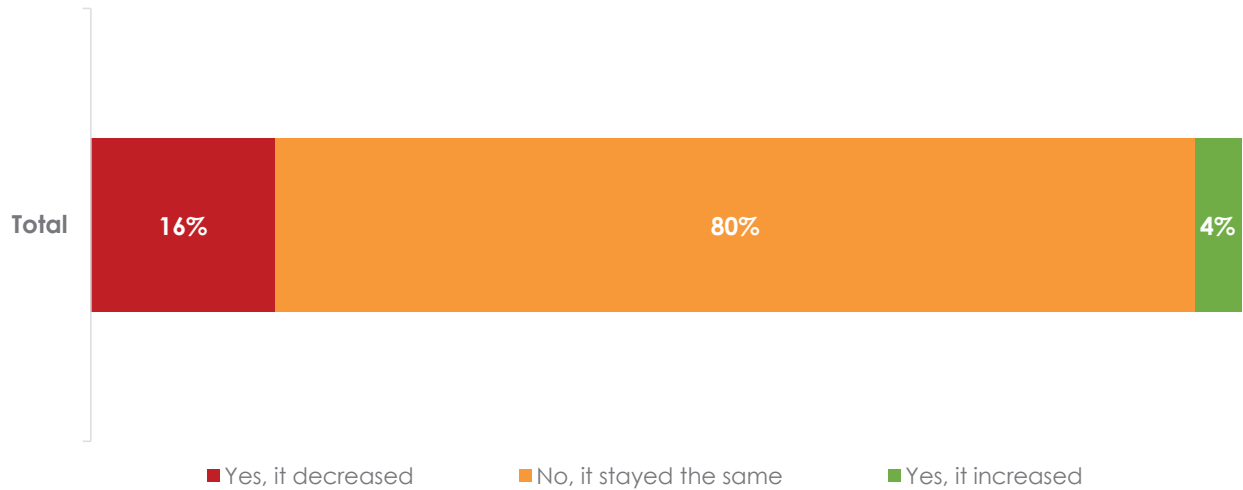
- The middle aged (TOP2: 27%) and older residents (TOP2: 28%) are more likely to have participated in council meetings or public engagement opportunities.

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 :399
Sample framework: All respondents, excluding "don't know" and "prefer not to say"

IMPACT OF COVID-19

Changes in Participation in Council Meetings Since COVID-19

Majority of resident (80%) stated that their participation in council meetings and public engagement opportunities did not change since the onset of the pandemic.



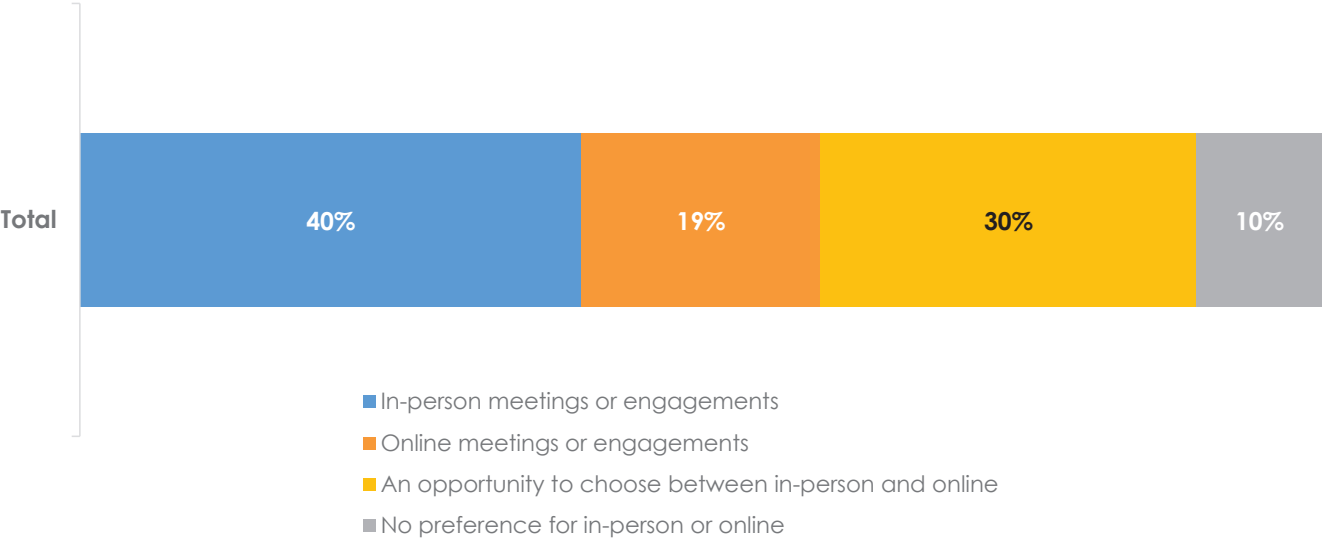
- 2 in 10 residents (16%) said their engagement decreased since the onset of the pandemic. They are more likely to be aged 35-64 (17%) and 65+ (23%).

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 : 389
Sample framework: All respondents, excluding "don't know" and "prefer not to say"

IMPACT OF COVID-19

Preferred Method of Meetings

4 in 10 residents preferred in-person meetings whereas 3 in 10 residents preferred having an opportunity to choose between in-person and online.



- Residents aged 65+ were more likely to prefer in-person meeting (52%) than those aged 35-64 (23%).

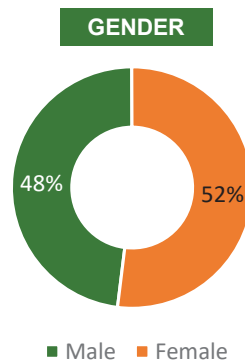
Question 23c: Following the pandemic experience of using online platforms or apps to attend meetings or to participate in public engagement opportunities, do you prefer online or in-person options?
Sample size: 166
Sample framework: Respondents who have participated in council meetings or engagement opportunities, excluding “don’t know” and “prefer not to say”



RESPONDENT PROFILES

RESPONDENT PROFILES

| AGE | |
|-------|-----|
| 18-34 | 18% |
| 34-64 | 35% |
| 65+ | 47% |



| EDUCATION | |
|---------------------------------|-----|
| Some high school | 4% |
| Graduated high school | 14% |
| Some college or university | 21% |
| Graduated college or university | 49% |
| Post-graduate | 11% |

| INCOME | |
|-----------------------------------|-----|
| Less than \$20,000 | 3% |
| \$20,000 to just under \$40,000 | 11% |
| \$40,000 to just under \$60,000 | 12% |
| \$60,000 to just under \$80,000 | 18% |
| \$80,000 to just under \$100,000 | 8% |
| \$100,000 to just under \$150,000 | 39% |
| More than \$150,000 | 7% |

| YEARS LIVED IN NORTH COWICHAN | |
|-------------------------------|-----|
| 1 – 5 years | 4% |
| 6 – 15 years | 31% |
| 16 – 30 years | 31% |
| 31 – 45 years | 16% |
| 46 years or more | 18% |

| ANTICIPATED YEARS OF RESIDENCE IN NORTH COWICHAN | |
|--|-----|
| Less than 2 years | 2% |
| 2 – 5 years | 6% |
| 6 – 10 years | 6% |
| More than 10 years | 86% |

RESPONDENT PROFILES

EMPLOYMENT

| | |
|-----------------------|-----|
| Employed full-time | 14% |
| Employed part-time | 21% |
| Self-employed | 8% |
| Retired | 50% |
| Not currently working | 6% |

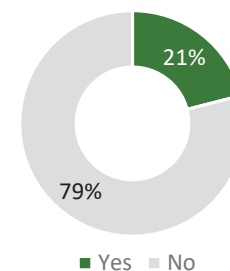
HOME OWNERSHIP

| | |
|------|-----|
| Own | 78% |
| Rent | 22% |

NUMBER OF PEOPLE IN HOUSEHOLD

| | |
|------------|-----|
| 1 person | 32% |
| 2 persons | 45% |
| 3 persons | 8% |
| 4 persons | 7% |
| 5+ persons | 7% |

CHILDREN AGED <18 IN THE HOUSEHOLD



Sample framework: All respondents, excluding "prefer not to answer", "not applicable" or "don't know"



QUESTIONS?