



Ipsos Reid



2011 Community Survey

Final Report

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EXECUTIVE SUMMARY

Quality of Life

The Cowichan Valley and the communities contained within clearly provide for a good quality of life. Nearly all Cowichan Valley residents (96%) rate their quality of life in the Cowichan Valley positively. More specifically, 46% of citizens rate the quality of life in the Cowichan Valley as “very good” and another 50% regard it as “good”. Only 3% feel the quality of life in the Cowichan Valley is “poor”.

Similarly, perceptions of the quality of life at the local level are highly positive, with 92% of residents saying it is either “very good” (45%) or “good” (47%). Just 7% feel the quality of life in their local area is “poor”.

Issue Agenda and Priorities

Top of Mind Issues

There is no single issue that stands out more than the others. Transportation-related concerns appear to be the most important issue facing the community, but was mentioned by just 19% of residents. Specifics include: “highways, road development, and maintenance” (10%), “transportation and public transportation” (8%).

Government Services are identified as the next most important issue (14%). Specifics include: “water system (including drainage, sewer, boil water advisories)” (6%), “waste and garbage collection” (5%), and “recycling” (4%).

Health Care (10%) also falls in the top-three issues according to residents of the Cowichan Valley.

Environmental Priorities

It is clear that the management of watersheds is a top priority to residents when asked specifically about environmental initiatives. When asked to weigh in about environment issues, residents feel the priority should be on “managing regional watersheds to protect water resources and fisheries values” (50%). Of the other options presented to residents, relatively less emphasis is placed on “mapping and protecting sensitive areas, ecosystems, and species” (18%), “promoting and demonstrating energy conservation” (13%), “complying with commitments to reduce greenhouse gas emissions” (9%), and “developing strategies to mitigate and adapt to the effects of climate change” (5%).

Land Use Priorities

When asked about specific land use priorities, nearly all Cowichan Valley residents agree that top priority should be placed on some form of environmental protection. An equal proportion of residents place priority on “water conservation and future water use planning” (30%), “minimizing impacts to the natural environment and protecting environmentally sensitive areas” (28%) and “protecting agricultural or farm land” (26%).

In contrast, notably less emphasis is placed on “accommodating growth through higher densities” (13%).

Housing Priorities

In viewing the results of housing priorities, it is evident that many residents hope to stay in the region for years to come and are committed to maintaining the character of their communities. With respect to housing issues, nearly all (96%) residents support measures to “provide more housing options for seniors who want to downsize and stay in the community as they age”, “concentrating new residential development in neighbourhood centres that are well served by transit” (93%), and “preserving the character of single family neighbourhoods” (90%).

In comparison, growth does not appear to be as much of a priority. Residents are slightly less enthusiastic about measures to “encourage the supply of more new rental housing” (82%) and “encouraging more flexible use of single family properties by allowing duplexes and infill housing, for example coach house suites on top of garages” (71%).

Parks, Recreation, and Sports Facility Priorities

When assessing investment priorities of parks, recreation, and cultural services, residents place the greatest emphasis on creating more outdoor green spaces over facilities and programs. Residents feel the CVRD’s primary focus should be investing in “more natural parks and hiking or walking trails” (33%) and “more playgrounds and neighbourhood parks” (17%).

When asked to prioritize investment in sports facilities, residents place top priority on sports fields (37%). Investing in “swimming pools” (24%) and “ice and curling arenas” (18%) are deemed as secondary priorities.

Regional District Services

Residents value all services offered by the CVRD. All services tested are considered to be very or somewhat important to the vast majority of Cowichan Valley residents (over 90% for most services). Overall, residents feel that “fire services and emergency planning” (98% important) are the most important. This is followed closely by “drinking water and sewers” (96%), “policing” (96%), and “recycling and garbage services” (95%). Factoring in the intensity of the importance ratings achieved, “drinking water and sewers”, “fire services and emergency planning” and “policing” move to the forefront and in that order while “recycling and garbage services” shift to a second tier of priorities.

Given the high importance of the various services offered, it might be of value for the CVRD to implement satisfaction measures for each of these services in future research.

Residents’ opinions of the amount transit services available are tepid. When it comes to transit services, over half of residents (57%) are either “very satisfied” or “somewhat satisfied” with the amount of transit services that are provided by the District. A sizeable minority (37%), however, are displeased about the amount of transit services.

Despite satisfaction with available transit services, most residents do not choose to use public transit as a regular mode of transport. Over eight-in-ten (83%) residents drive “everyday or almost everyday”. The majority (75%) take public transit “less than once a year”.



Growth in the Cowichan Valley Regional District

Generally speaking, residents appear to be comfortable with the amount of growth in the region. Even so, there is an air of disappointment for a sizeable minority. Over half (57%) of Cowichan Valley residents feel there has been “about the right amount” of growth in the Cowichan Valley over the past five years. Three-in-ten (29%) of residents, however, feel there has been “too much” while one-in-ten (10%) feel there has been “too little” growth.

Comparisons to our municipal norms show that Cowichan Valley citizens generally have similar perceptions as other BC municipalities when it comes to the perceived level of growth in their area.

Residents also appear to be comfortable with where growth has been occurring. Nearly seven-in-ten (67%) Cowichan Valley residents feel that growth has taken place in the “right locations” of the Cowichan Valley. Still, nearly one-quarter (23%) argue that growth has been in the “wrong locations”.

Financing

The majority of residents believe they receive good value for their municipal tax dollars. Specifically, 80% feel they receive “very good” (18%) or “fairly good” (62%) value for their taxes. This viewpoint is consistent with what is seen in other British Columbia municipalities.

If given a choice, residents would choose tax increases over service cuts. This preference also pertains to funding for transit services specifically. Cowichan Valley residents also exhibit similar views with other BC municipalities when it comes to balancing tax increases with service delivery levels. In this regard, citizens would much rather see the CVRD increase taxes (62%) than cut services (30%).

Residents prefer to save for potential capital projects rather than borrowing. Eight-in-ten (79%) of Cowichan Valley residents prefer to “put aside funds each year in a savings account until funds are sufficient to undertake the project” while just 18% say they would prefer to “borrow funds” to finance large capital projects.



INTRODUCTION

Methodology

In total, 400 telephone interviews were conducted with a randomly selected representative sample of Cowichan Valley residents aged 18 years or older. All interviews were conducted between the dates of January 24 and January 31, 2011. Residents were asked upfront whether or not they lived in the Cowichan Valley Regional District to validate residency. To ensure randomness within households, the “birthday method” of selecting residents was used (i.e., asking to speak to the person in the household who most recently celebrated a birthday).

Overall results are weighted to ensure that the age and gender distribution reflects that of the actual population in the Cowichan Valley according to the most recent Census data.

The Cowichan Valley is comprised of a number of towns and communities, which can be grouped into four main regions. The following table outlines the margin of error for each of these four regions.

Region	Completed Surveys	Margin of Error (19 times out of 20)
NORTH (Ladysmith, Saltair/Gulf Islands, North Oyster/Diamond)	79	± 11.0%
WEST (Lake Cowichan, Cowichan Lake South/Skutz Falls, Youbou/Meade Creek)	19	± 22.5%
SOUTH (Mill Bay/Malahat, Shawnigan Lake, Cobble Hill)	61	± 12.6%
EAST/CENTRAL (Duncan, North Cowichan, Cowichan Bay, Cowichan Station/Sahtlam/Glenora)	241	± 6.3%
TOTAL	400	± 4.9%

Interpreting and Viewing Results

Please note that some “Totals” in this report may seem off due to rounding error. For example, 35% and 24% might add to 60% (not 59%). With decimals, the component percentages might be 35.4% (rounds down to 35%) and 24.2% (rounds down to 24%), making the total 59.6%, which rounds up to 60%. All percentages shown are correct.

DETAILED FINDINGS

Quality of Life

Quality of Life in the Cowichan Valley

Nearly all residents speak positively about the quality of life in the Cowichan Valley.

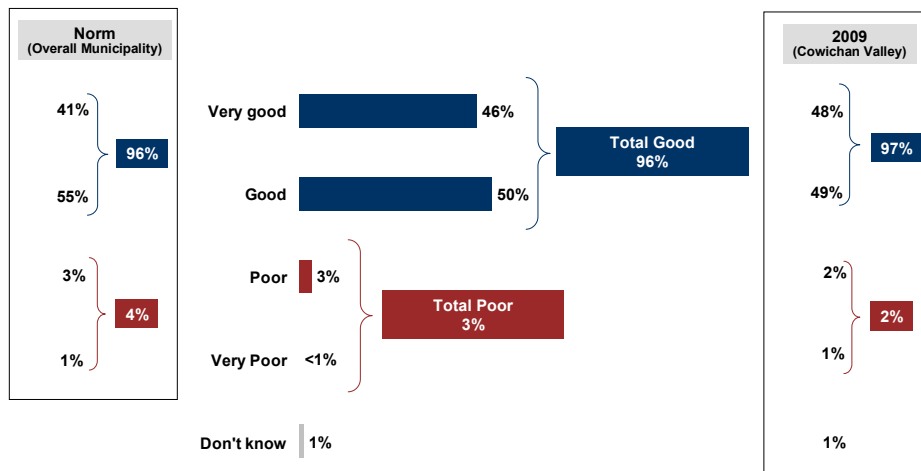
Consistent with findings from 2009, virtually all residents rate the quality of life in the Cowichan Valley favourably. At present, 96% say it is either “very good” (46%) or “good” (50%). Just 3% feel the quality of life in the Cowichan Valley is “poor”.

In comparison with Ipsos Reid’s norms, we see that these overall results are comparable to what we see in other BC municipalities (96% “very good/good”). That being said, Cowichan Valley residents provide a slightly higher ‘very good’ quality of life rating than those living elsewhere (46% vs. the provincial norm of 41%).



Quality of Life in the Cowichan Valley

“How would you rate the quality of life in the Cowichan Valley today?”



Base: All respondents (n=400) Ipsos Reid

These findings are consistent across most sub-groups, however some variations are noted by age and household income level:

- Residents who are 45 years of age and older are considerably more likely to rate the quality of life in the Cowichan Valley as “very good” compared to their younger counterparts (52% vs. 37% respectively).



- Residents earning an annual household income of \$80K or more are significantly more likely than residents with a lower annual household income to rate the quality of life in the Cowichan Valley as “very good” (59% vs. 40% earning between \$40K and \$80K and 43% earning less than \$40K per year).

Quality of Life at the Local Area Level

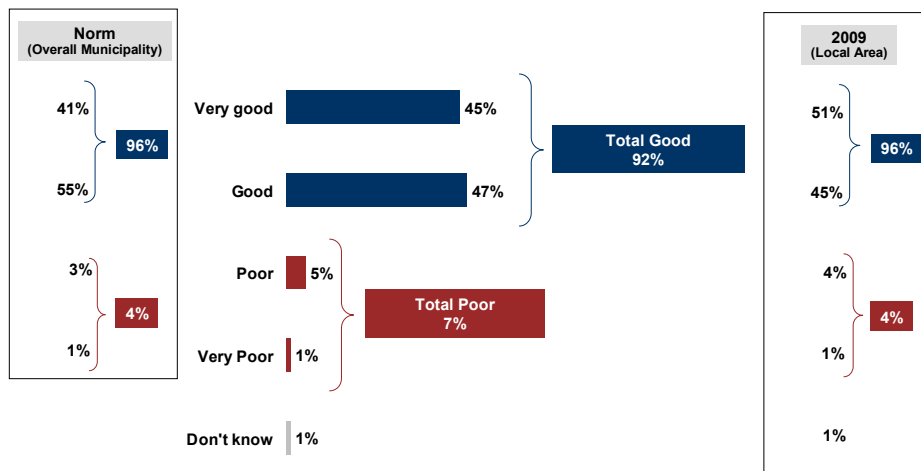
A large majority of residents speak positively about the quality of life in their respective communities.

Comparable with 2009 findings, a large majority of residents (92%) consider the quality of life in their local area to be a positive. Specifically, 45% say the quality of life in their local area is “very good” and another 47% say the quality of life in their local area is “good”. Just 7% of residents consider the quality of life in their local area to be a negative.



Quality of Life in the Local Area

“How would you rate the quality of life in your local area today?”



Base: All respondents (n=400) Ipsos Reid

These findings are consistent across most sub-groups, however some variations are noted by age and household income level:

- Residents who are 45 years of age and older (49%) are notably more likely to feel “very good” about the quality of life in their local area than those between the ages of 18 and 44 (38%).
- Residents with a higher annual household income are far more likely to rate the quality of life in their local area as “very good” than those with a lower household income (56% earning \$80K or more vs. 39% earning between \$40K and \$80K and 38% earning less than \$40K per year).



Issue Agenda

Top of Mind Issues Facing the Cowichan Valley Regional District

No single issue stands out as being an overriding concern for Cowichan Valley residents. Of the few issues mentioned Transportation and government services make the top of the list.

The top of mind issues among the Cowichan Valley residents have shifted since 2009. This year, Transportation (19%) appears to be the top issue followed by Government Services (14%), and Health Care (10%).

Specific transportation-related concerns include: “highways, road development, and maintenance” (10%), as well as “transportation and public transportation” (8%).

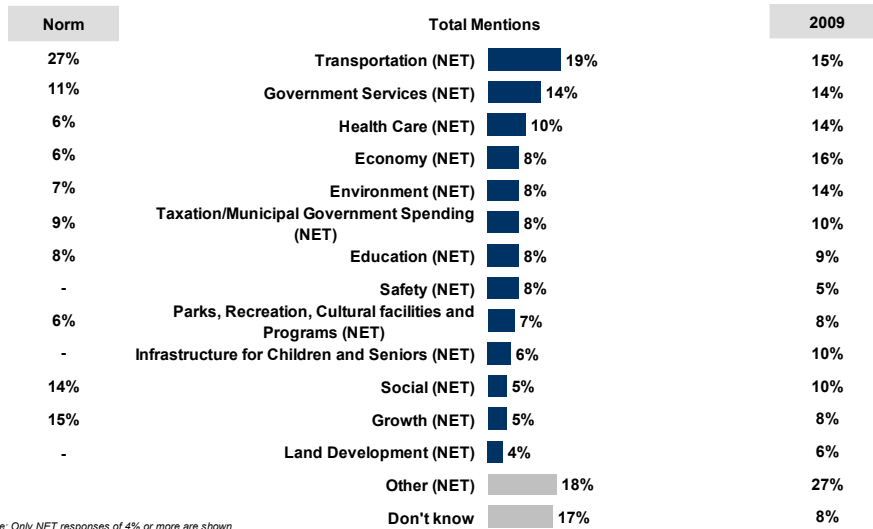
Specific mentions of Government Services include: “water system (including drainage, sewer, boil water advisories” (6%), “waste and garbage collection” (5%), and “recycling” (4%).

In 2009, the top issue was the economy; this has subsided significantly by 8 points. Other statistically significant declines include mentions of the environment (down 6 points) and mentions of social issues (down 5 points).



Top of Mind Issues Facing the Community

“In your view, as a resident of the Cowichan Valley, 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? Are there any other important issues?”



Note: Only NET responses of 4% or more are shown.

Base: All respondents (n=400)



In viewing these results by sub-group, we see a few minor variations (albeit all are among minor mentions):

- Men are more than twice more likely than women to prioritize “Taxation and Government Spending” (11% vs. 5% of women) and “jobs and job creation” (6% vs. 2% of women).
- Residents who are 45 years of age and older are more likely than their younger counterparts to mention “Taxation and Government Spending” (10% vs. 4% of those aged 18 to 44), “Government Services” (17% vs. 8% of those aged 18 to 44), “Social Issues” (7% vs. 2% of those aged 18 and 44), and “highways, road development and maintenance” (13% vs. 6% of those between the ages of 18 to 44).
- Younger residents are more likely than their older counterparts to mention “Education” (14% vs. 4%) as an important issue.
- Renters are more likely than home owners to mention “crime and policing” (13% vs. 5% of home owners), “infrastructure for children and youth including child care” (9% vs. 2% of home owners), and “social issues” (13% vs. 4% of home owners).
- Unsurprisingly, households with children (14%) are significantly more likely to be concerned about “education including schools” than those without children (4%).
- Regionally, residents living in the South End are significantly more likely than those other parts of the region to be concerned about “Government Service” (31% vs. 12% from the West Side, 9% from East/Central, and 7% from the North End) and “Growth” (13% vs. 4% from East/Central and 2% from the North End).
- Those residing in the North End (13%), West Side (13%), and East/Central (12%) are more likely to be concerned with “Health Care” issues than South End (2%) residents.
- East/Central residents are more likely than those living in other parts of the region to cite “Safety” as an important issue (12% vs. 5% of West Side residents, 3% of North End residents, and 3% of South End residents).



Regional District Services

Importance of Regional District Services

A majority of residents agree that all services provided by the CVRD are important. Residents continue to place emphasis on fire services, water services and policing.

As seen in 2009 results, nearly all residents (90% or more) deem each of the services tested as being important (“very important” plus “somewhat important”). The one exception to this is “trails” with still a considerable 83% deeming this important.

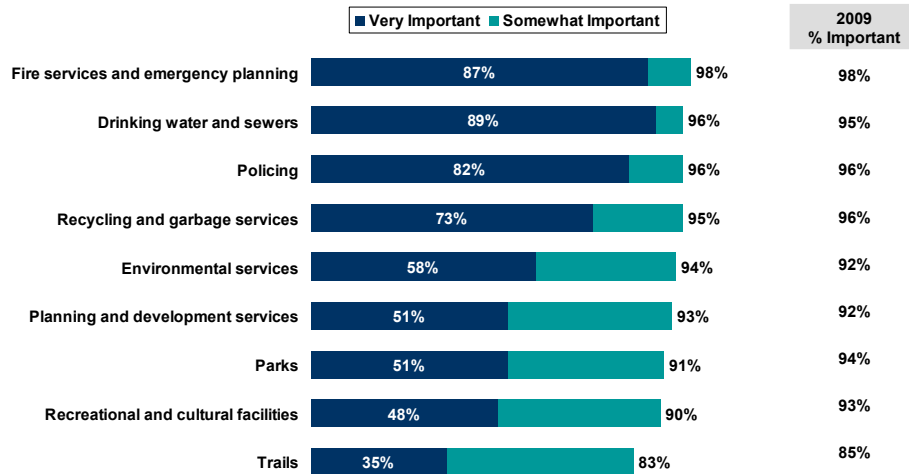
As mentioned in 2009, since all services are important, it may be more useful for the CVRD to view the intensity of ratings (“very important”) in isolation to get a clearer picture of the importance ranking of services.

In viewing the results by “very important” only, we see that drinking water and sewers (89%), fire services and emergency planning (87%), and policing (82%) are clearly the top three most important services according to residents. Recycling and garbage services (73%) follows relatively closely. A third tier includes environmental services (58%), planning and development services (51%), parks (51%), and recreational and cultural facilities (48%). Trails fall distantly at 35%.



Importance of District Services

“As you may know, the CVRD is the organization that provides and delivers services such as parks and recreation, development services and permits, water and sewers, garbage collection, and others. Please rate how important the following services are to you on a scale of of very important, somewhat important, not very important, or not at all important.”



Base: All respondents (n=400) Ipsos Reid



In viewing results by sub-group, we see minor variations:

- Women are more likely than men to rate “policing” (99% vs. 94% of men) and “parks” (96% vs. 85% of men) as important services.
- Residents between the ages of 18 and 44 are more likely than their older counterparts to rate “parks” (95% vs. 89% respectively) and “recreational and cultural facilities” (95% vs. 87% respectively) as important.



Usage of Various Modes of Transportation

For the majority of Cowichan Valley residents, driving is the main mode of transportation.

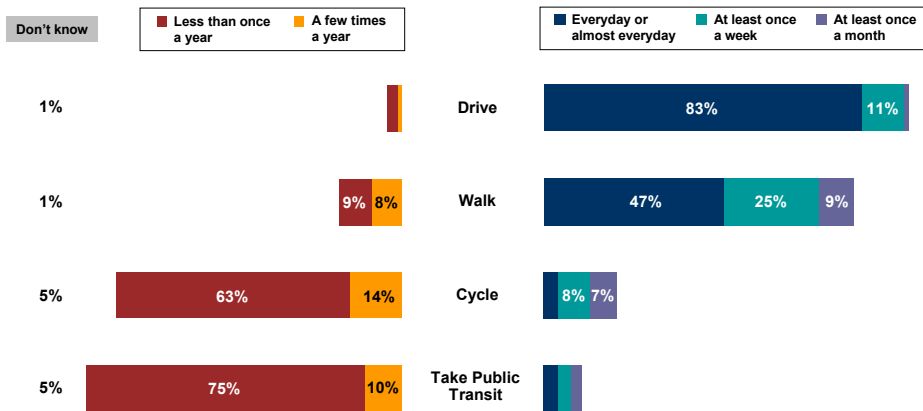
Over eight-in-ten (83%) residents drive “everyday or almost everyday”, while one-half (47%) walk “everyday or almost everyday” as their main mode of transport when commuting to work or school, running errands or other trips.

On the other hand, only 4% of residents cycle or take public transit “everyday or almost everyday”; the majority cycle (63%) and take public transit (75%) “less than once a year”.



Modes of Transport

“Please tell me how often you use each of the following modes of transportation for commuting to work or school, running family and personal tasks, or making social and recreational trips such as visiting friends or family, going out to eat, or attending an entertainment event.”



Base: All respondents Ipsos Reid

In viewing results by sub-groups, we see some variations:

- There is a significantly higher proportion of younger residents (age 18 to 44) who drive “everyday or almost everyday” compared with those 45 years of age and older (89% vs. 80% respectively). Conversely, residents 45 years of age and older are more likely to walk “everyday or almost everyday” compared to younger residents (54% vs. 35% respectively).
- Expectedly, the proportion of residents who drive every day increases as household income increases (99% of those who earn \$80K or more per year and 85% of those who earn between \$40K and \$80K per year vs. 65% of those who earn \$40K or less per year). On the other hand, residents with household incomes of \$40K or less are more likely to walk “everyday or almost everyday” (55%) as a mode of transport compared with 41% of those earning \$80K or more.
- There is also a relationship between home ownership and main mode of transportation. The majority of those who own their home drive “everyday or almost everyday” (88% vs. 58% of



renters), while significantly more renters walk “everyday or almost everyday” compared to home owners (61% vs. 45% respectively).

- Households with children are significantly more likely to drive “everyday or almost everyday” compared to households without children (92% vs. 78% respectively). Households without children are more likely to walk “everyday or almost everyday” than those with children (54% vs. 37%).

Satisfaction with Amount of Transit Services

Satisfaction with Transit Services remains mixed. Just over half are satisfied with the amount of transit services.

As seen in 2009, a small majority of residents are satisfied with the amount of transit services provided to them. Just over half of Cowichan Valley residents (57%) say they are “very satisfied” (15%) or “satisfied” (42%).

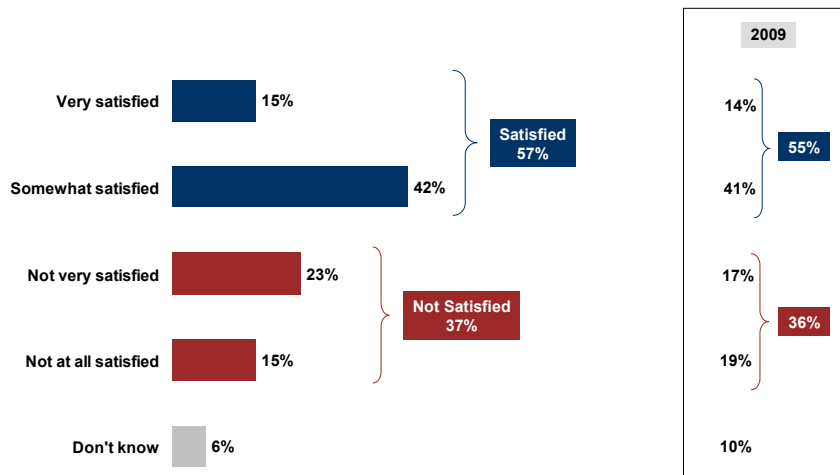
On the contrary, a notable minority (37%) are not satisfied with the amount of transit services provided. An additional 6% were not able to provide a response.

As mentioned in 2009, these findings suggest that there is an opportunity to make improvements to transit services with the aim of enhancing citizen satisfaction.



Satisfaction with Amount of Transit Services

“Overall, how satisfied are you with the amount of transit services that are provided to residents of the Cowichan Valley Regional District?”



Base: All respondents (n=400) Ipsos Reid

These findings are generally consistent across most sub-groups. One slight variation was noted by region:

- Those residing in the North End (58%) are the most likely to be dissatisfied with the amount of transit services that are provided.

Safety of Walking Alone After Dark

While the majority of Cowichan Valley residents still feel that it is safe to walk alone in their neighbourhood after dark, perceptions of safety have declined over the past couple of years.

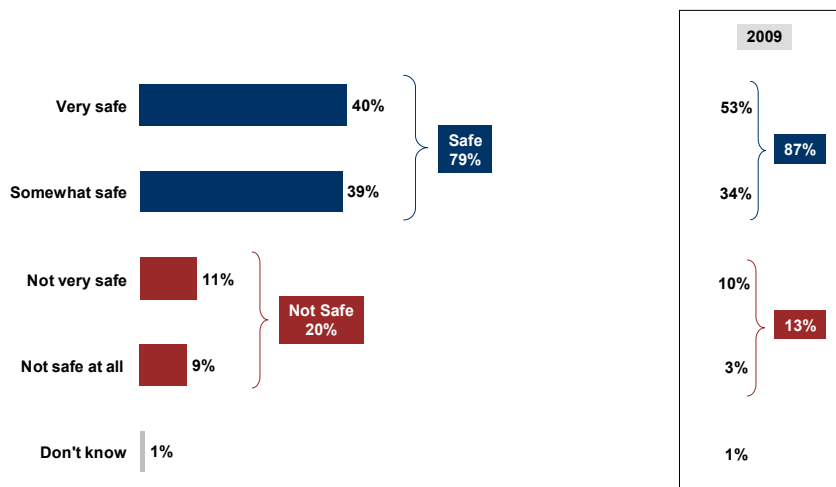
Over three-quarters (79%) of Cowichan Valley residents feel that it is either “very safe” (40%) or “somewhat safe” (39%) to walk alone in their neighbourhood past dark. Two-in-ten (20%) do not agree that it is safe – specifically, 11% say that it is “not very safe” and another 9% say that it is “not safe at all” to walk alone in their neighbourhood past dark.

Perceptions of safety are down a statistically significant amount over 2009 results. In 2009, 87% felt “safe” walking alone at night – 8 points higher than this year. Specifically, the degree to which residents feel safe has since shifted. In 2009, 53% of residents felt “very safe” – 13 points higher than this year.



Safety of Walking Alone After Dark

“Overall, how safe do you feel or would you feel walking alone in your neighbourhood after dark? Do you or would you feel ...?”



Base: All respondents (n=400) Ipsos Reid

In viewing results by sub-groups, we see slight variations by gender, region, and home ownership:

- Men are more likely than women to feel “very safe” or “somewhat safe” when walking alone in their neighbourhood after dark (91% vs. 68%). Only 26% of women feel “very safe” compared to 54% of men.
- Residents in the West Side and East/Central are less likely to feel “very safe” walking alone past dark (29% and 33% respectively compared to over 50% of residents in the North End and South End). Overall, residents in the North End are most likely to feel “very” or “somewhat” safe (91%) and residents in the East/Central (75%) are the least likely to feel safe in this regard.
- Home owners are more likely than renters to say they feel “very safe” or “somewhat safe” if they were to walk alone in their neighbourhood after dark (81% vs. 67%).

Growth

Perception of Amount of Growth in Last Five Years

Many Cowichan Valley residents believe that there has been the right amount of growth in the region; however, a sizeable minority feel that there has been too much growth over the past five years.

Consistent with 2009 findings, over half (57%) of Cowichan Valley residents believe that the amount of growth in the region has been “about right” over the past few years.

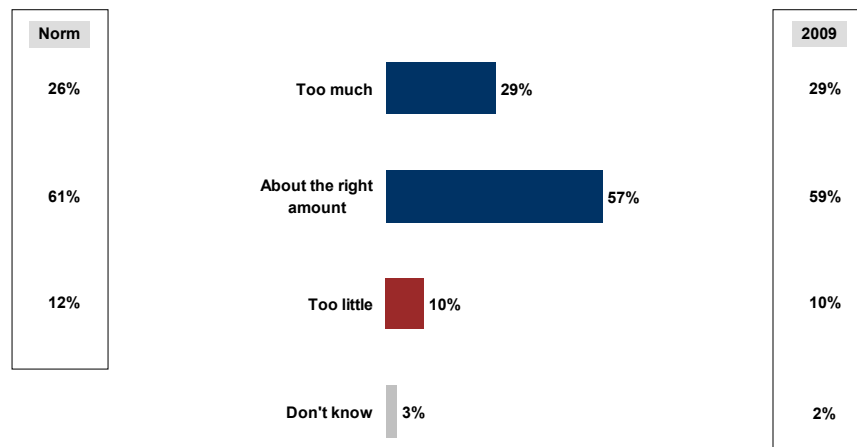
In contrast, 29% of residents feel there has been “too much” growth. Meanwhile, 10% believe that there has been “too little” growth over the past five years.

In comparing these results with Ipsos Reid’s norms, we see that the perceived levels of growth are comparable to what we see in other BC municipalities.



Perception of Amount of Growth in Last Five Years

“In your opinion, has there been too much, too little, or about the right amount of growth in the Cowichan Valley over the past 5 years?”



Base: All respondents (n=400) Ipsos Reid

In viewing these findings by sub-group, we see a variety of differing opinions:

- Women (36%) are more likely to feel there has been “too much” growth in the Cowichan Valley over the past five years compared to men (23%).
- The proportion who feel there has been “too much” growth in the Cowichan Valley increases as the length of residency increases. Those who have resided in the Cowichan Valley for 21 years or more (33%) being the most likely to feel there has been “too much” growth, and those who have



resided in the Valley for 5 years or less (16%) being the least likely to feel this way about growth in the Cowichan Valley.

- Residents who earn an annual household income of \$40K or less (37%) are more likely feel there has been “too much” growth in the Cowichan Valley than those earning \$80K or more (18%).
- Households with children are more likely to feel there has been “too little” growth compared to households without children (15% vs. 8%).



Satisfaction with Locations of Growth

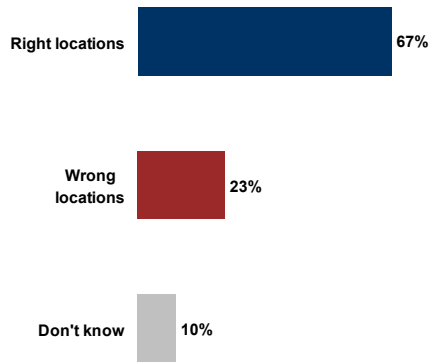
A majority of residents believe growth in the Cowichan Valley is occurring in the “right locations” of the region.

Two-thirds (67%) of Cowichan Valley residents feel that growth has generally been occurring in the “right locations” of the Cowichan Valley while over two-in-ten (23%) of residents feel the growth has been in “wrong locations”.



Satisfaction with Locations of Growth

“Would you say that growth in the Cowichan Valley is generally occurring in the right or wrong locations of the region?”



Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-groups, we see variations by age and household income level:

- Younger residents (age 18 to 44) are more likely to be content with the locations of growth than those 45 years of age and older (75% vs. 63% respectively).
- Residents with an annual household income of \$40K or less are less likely than residents with a higher household income to feel that growth has been occurring in the “right locations” of the Cowichan Valley (59% vs. 72% of residents earning an income between \$40K and \$80K and 75% of those earning an income of \$80K or more).

Land Use and Development Priorities

Land Use Priorities

Residents place equal priority on water conservation and future water use, protecting the natural environment, and finally protecting agricultural land.

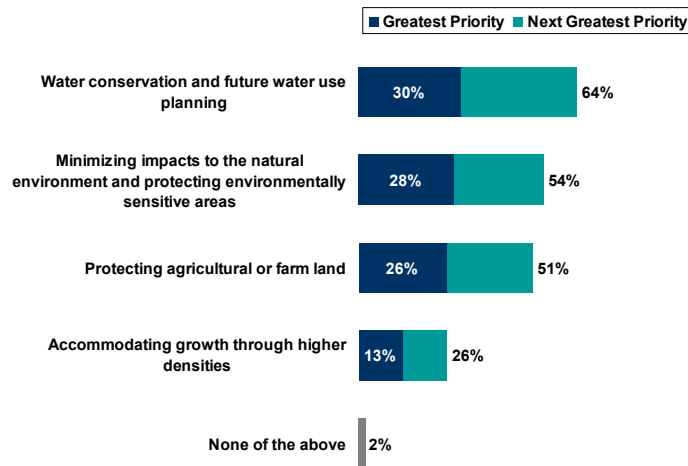
Overall, residents feel the CVRD’s highest priority for resolving various land use issues should be placed on “water conservation and future water use planning” (30%). Next, residents feel the CVRD needs to focus on “minimizing impacts to the natural environment and protecting environmentally sensitive areas” (28%) and “protecting agricultural or farm land” (26%).

In comparison, slightly less emphasis is placed on “accommodating growth through higher densities” (13%).



Land Use Priorities

“Compared to all the various land use issues facing the Cowichan Valley, please tell me which one of the following you think should be the greatest priority for the CVRD over the next few years. Which one should be the next greatest priority?”



Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-groups, we see variations by gender, age and household income levels:

- Women (33%) are far more likely to place the greatest priority on “minimizing impacts to the natural environment and protecting environmentally sensitive areas” compared to men (24%).
- Those 45 years of age and older are more likely to name “water conservation and future water use planning” as a top priority compared to younger residents between the ages of 18 and 44 (34% vs. 23% respectively). Meanwhile, younger residents are more likely to prioritize “accommodating growth through higher densities” compared to those 45 years and older (18% vs. 10% respectively).

Measures to Diversify Housing Choices

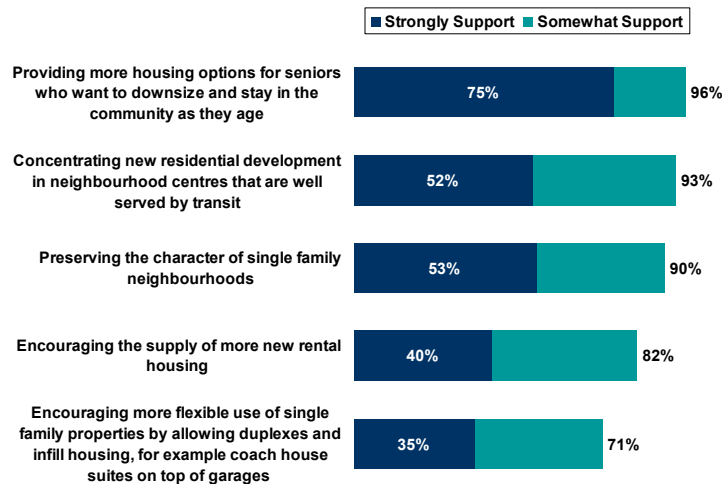
An overwhelming majority of residents support measures to provide more housing options for seniors and residential development in areas well served by transit. Support for preserving the character of single family neighbourhoods is also high.

Residents strongly or somewhat support measures to “provide more housing options for seniors who want to downsize and stay in the community as they age” (96%), “concentrating new residential development in neighbourhood centres that are well served by transit” (93%), and “preserving the character of single family neighbourhoods” (90%). Residents are relatively less enthusiastic about measures to “encourage the supply of more new rental housing” (82%) and “encouraging more flexible use of single family properties by allowing duplexes and infill housing, for example coach house suites on top of garages” (71%).



Support for Measures to Increase Diversity of Housing Choices

“Please tell me if you would support or oppose the CVRD taking the following measures to increase the diversity of housing choices in the area over the next 15 years.”



Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-groups, we see slight variations by age and home ownership:

- Expectedly, residents 45 years of age and older are slightly more likely to support measures to “provide more housing options for seniors who want to downsize and stay in the community as they age” compared to their younger counterparts (98% vs. 93% respectively).
- Younger residents (age 18 to 44) are more supportive of measures to “concentrate new residential development in neighbourhood centres that are well served by transit” than residents 45 years of age and older (97% vs. 90% respectively).
- Home owners are more likely than renters to support measures to “provide more housing options for seniors who want to downsize and stay in the community as they age” (97% vs. 91%



respectively) and “concentrating new residential development in neighbourhood centres that are well served by transit” (94% vs. 87% respectively).



Environmental Priorities

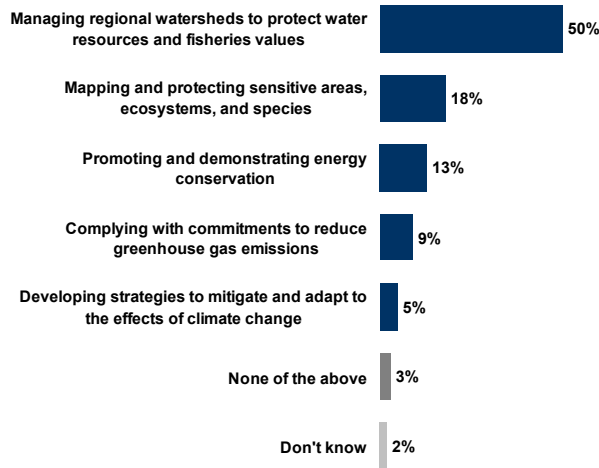
Residents would like to see the greatest priority placed on managing regional watersheds.

In resolving environment issues, residents feel the highest priority should be on “managing regional watersheds to protect water resources and fisheries values” (50%). In comparison, far less emphasis is placed on “mapping and protecting sensitive areas, ecosystems, and species” (18%), “promoting and demonstrating energy conservation” (13%), “complying with commitments to reduce greenhouse gas emissions” (9%), and “developing strategies to mitigate and adapt to the effects of climate change” (5%).



Priorities for Environmental Issues

“Please tell me which one of the following environmental issues you think should be the greatest priority for the CVRD over the next few years.”



Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-groups, we see variations by age and household income level:

- Residents 45 years of age and older are more likely to prioritize “managing regional watersheds to protect water resources and fisheries values” compared to their younger counterparts (56% vs. 40% of those age 18 to 44).
- Younger residents (age 18 to 44) place greater priority on “mapping and protecting sensitive areas, ecosystems, and species” than their older counterparts (26% vs. 14% respectively).



Reduction of Low Density Patterns of Development

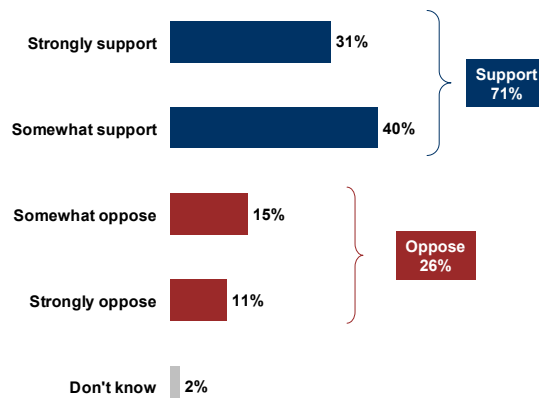
Seven-in-ten residents support local governments in actively reducing low density patterns of development.

In total, seven-in-ten (71%) Cowichan Valley residents support their local governments in taking a more active role in reducing low density patterns of development. Specifically, 31% “strongly support” this action and 40% “somewhat support” it. One-quarter (26%) of residents feel differently, with 15% “somewhat opposed” to local governments’ involvement and 11% “strongly opposing” it.



Support for Governments Reducing Low Density Development Patterns

“Many communities are increasingly making efforts to move away from low density patterns of development in order to improve their carbon footprint, reduce the use of natural resources, and make more liveable communities. Do you generally support or oppose local governments taking a more active role in reducing low density patterns of development?”



Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-groups, we see slight variations by age and region:

- Younger residents (age 18 to 44) are generally more supportive than their older counterparts of local governments’ involvement in reducing low density patterns of development (80% vs. 66% respectively).

Parks, Recreation and Sports Facility Priorities

Parks and Recreation Priorities

With respect to investing in parks, recreation and cultural services, residents say the highest priority should be on natural parks and trails followed by playgrounds and neighbourhood parks and new community centres.

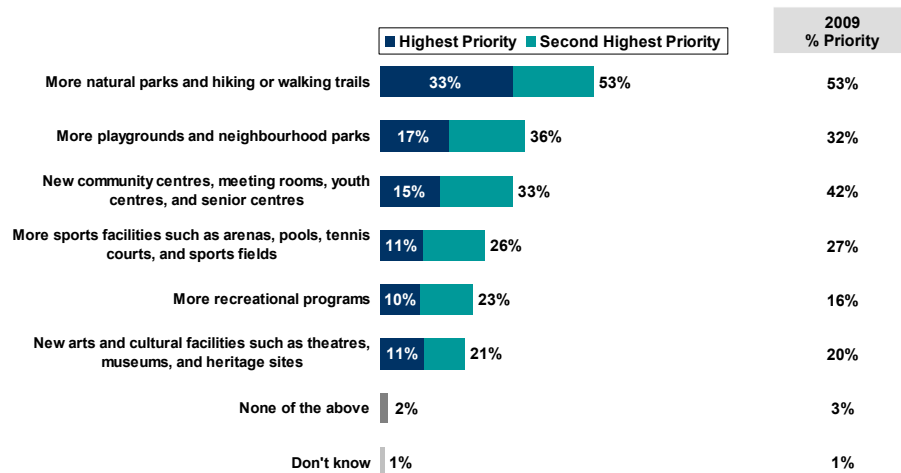
When it comes to Parks and Recreation priorities, residents believe that the CVRD’s top focus for investing should be toward “natural parks and hiking or walking trails” (33%). Following as a second tier of priorities, residents feel the CVRD should focus on “new playgrounds and neighbourhood parks” (17%) and “new community facilities such as community centres, meeting rooms, youth centres, and senior centres” (15%).

Relatively speaking, less emphasis is placed on “more sports facilities” (11%), “more recreational programs” (10%), and “new cultural services and facilities” (11%).



Parks and Recreation Priorities

“When it comes to investing in parks, recreation, and cultural services, please tell me which of the following you think should be the highest priority for the CVRD over the next 5 years. And which one should be the second highest priority?”



Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-groups, we see a variety of differing opinions:

- Women are more likely than men to name “more recreational programs” as the highest priority (13% vs. 5% respectively).
- Younger residents (age 18 to 44) are more likely than their older counterparts to prioritize “more playgrounds and neighbourhood parks” (23% vs. 14% of those 45 years of age and older).



- Those without children in the household are more likely than those with to feel “new arts and cultural facilities such as theatres, museums, and heritage sites” should be the top priority over the next five years (13% vs. 7% respectively).

Sports Facility Priorities

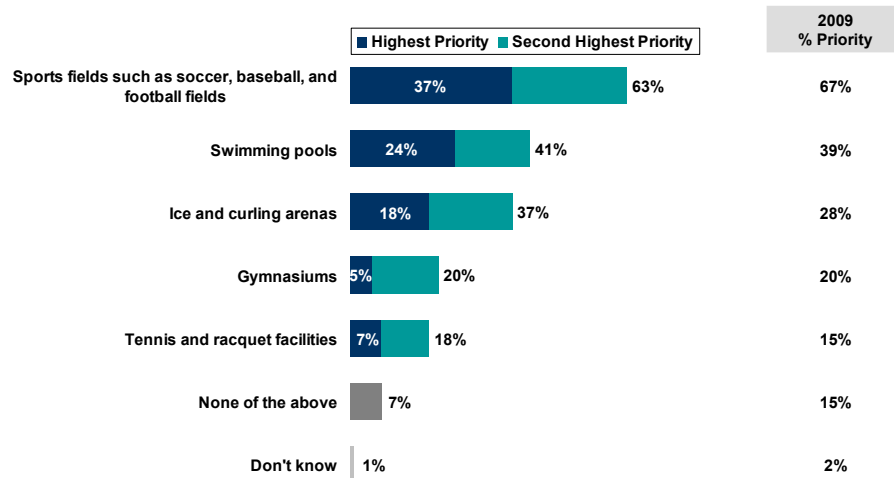
With respect to investing in sports facilities over the next few years, residents say the greatest priority should be on sports fields followed by swimming pools and ice sports facilities.

Nearly four-in-ten (37%) residents feel that the highest priority should be focused on investing in “sports fields”. Following at a distant second (at 24%) is “swimming pools” while “ice and curling arenas” (18%) comes in third. Residents place relatively less emphasis on “gymnasiums” (5%) and “tennis and racquet facilities” (7%).



Sports Facility Priorities

“When it comes to investing in sports facilities, please tell me which one of the following you think should be the highest priority for the CVRD over the next 5 years. And which one should be the second highest priority?”



Base: All respondents (n=400) Ipsos Reid

Results are generally consistent by sub-group. We do note some variation gender and age:

- “Swimming pools” is a higher priority among women than men (32% vs. 15% respectively). Men prefer “sports fields such as soccer, baseball, and football fields” than women (45% vs. 30% respectively).
- Younger residents (age 18 to 44) are more likely to name “ice and curling arenas” as the highest priority compared to those 45 years of age and older (25% vs. 14%).



Financing

Value for Tax Dollars

Overall, most Cowichan Valley residents agree that they receive good value for their tax dollars.

Consistent with findings from 2009, the majority (80%) of Cowichan Valley residents believe they receive good value for their tax dollars. Also as seen in 2009, more residents believe they receive “fairly good value” (62%) rather than “very good value” (18%).

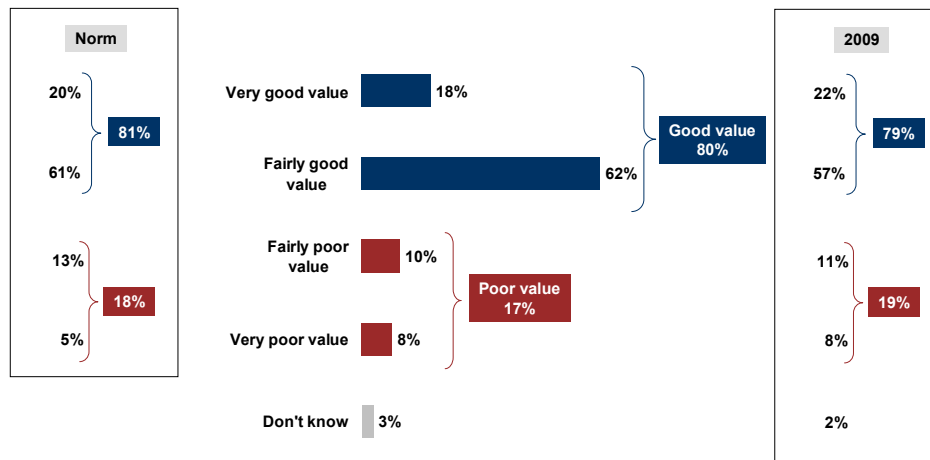
Less than one-in-five (17%) say that they receive poor value for their tax dollars. Just 10% believe that they receive “fairly poor value” and 8% believe they receive “very poor” value for their taxes.

In comparison with Ipsos Reid’s norms, we see that these overall results are comparable to what we see in other BC municipalities (81% receive good value for tax dollars).



Value for Tax Dollars

“Thinking about all the programs and services you receive from the CVRD, would you say that overall you get good value or poor value for your tax dollars?”



Base: All respondents (n=400) Ipsos Reid

These findings are consistent across all sub-groups.

Balancing Taxation and Service Delivery Levels

If given a choice, twice as many residents are in favour of raising taxes over cutting existing services. A focus should be on maintaining services rather than enhancing or expanding services.

To contend with the increased cost of maintaining current service levels and infrastructure more than twice as many Cowichan Valley residents would prefer that the CVRD increase taxes than cut services.

Specifically, over one-third (37%) feel the CVRD should “increase taxes to maintain services at current levels” while fewer (25%) say the CVRD should “increase taxes to enhance or expand services”.

On the other hand, 23% say that the CVRD should “cut services to maintain current tax levels” and 7% would prefer that the CVRD “cut services to reduce taxes”.

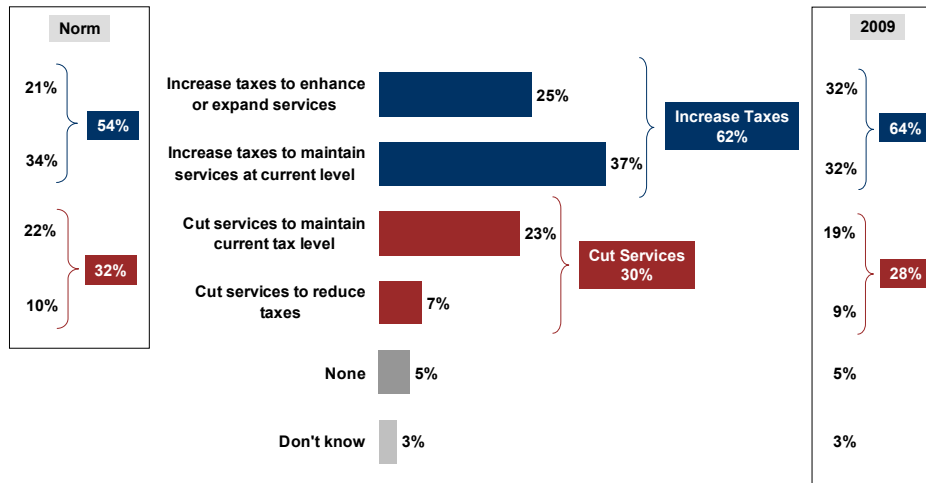
While the ratio between increasing taxes versus cutting services is the same as 2009, this year we see a slight decline in the proportion of residents who would increase taxes to enhance or expand services (down 7 points).

In comparison to Ipsos Reid norms, Cowichan Valley residents are slightly more in favour of increased taxation than other BC municipalities.



Balancing Taxation and Service Delivery Levels

“Property taxes are the primary way to pay for services provided by the CVRD. Due to the increased cost of maintaining current service levels and infrastructure, the CVRD must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the District to pursue?”



Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-groups, we see slight variations by gender, age, and household income level:

- Women are more likely than men to support the option of “increasing taxes to enhance or expand services” (32% vs. 19% respectively).



- Younger residents (age 18 to 44) prefer the option of “cutting taxes to maintain current tax level” (29% compared with 19% among those 45 years of age and older).
- Residents earning \$40K or less (10%) and high income residents earning \$80K or more (11%) prefer the option to “cut services to reduce taxes” while those earning between \$40K and \$80K a year are actually less in favour of this approach (3%).



Balancing Taxation and Transit Service Delivery Levels

Over one-half of Cowichan Valley residents prefer tax increases – although more are in support of a tax increase if it means an improvement over simple maintenance.

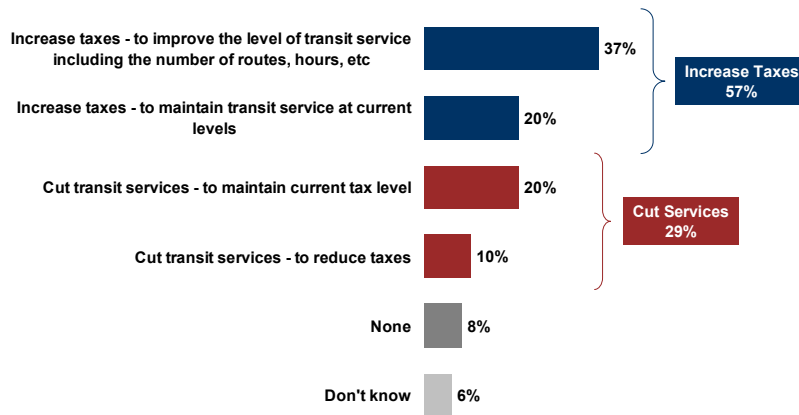
To contend with the increased cost of maintaining current transit service levels and infrastructure many Cowichan Valley residents would prefer that the CVRD increase taxes than cut transit services. Specifically, 37% would like to see an “increase taxes to improve the level of transit service including the number of routes, hours, etc” and 20% prefer to “increase taxes to maintain transit service at current levels”.

In contrast, 29% would opt to cut services. Specifically 20% say the CVRD should “cut transit services to maintain current tax level” and an additional 10% feel the CVRD should “cut transit services to reduce taxes”.



Balancing Taxation and Transit Service Delivery Levels

“Property taxes are the primary way to pay for local transit services. Due to the increased cost of maintaining current transit service levels and infrastructure, the CVRD must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the Regional District to pursue?”



Base: All respondents (n=400) Ipsos Reid

In viewing these results by sub-groups, we see slight variations by gender and household income level:

- Women are more likely than men to say they prefer to “increase taxes to improve the level of transit service including the number of routes, hours, etc” (42% vs. 32% respectively).
- Residents earning \$80K or more (i.e. those who drive more) are more likely to prefer the option to “cut transit services to reduce taxes” than those earning less (16% vs. 6% respectively).
- Residents living in the South End are the least likely to support tax increases (43%). Meanwhile, residents in the West Side are the least likely to support cuts in services (13%).



Preferred Financing Approach for Large Capital Projects

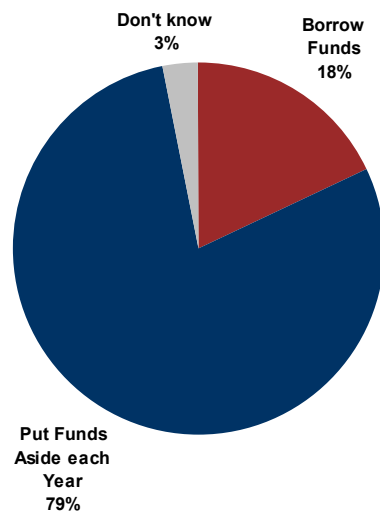
If given the choice, most Cowichan Valley residents would prefer that the CVRD set aside funds each year as a reserve to finance large capital projects.

As seen in 2009, the majority (79%) of residents choose setting aside funds each year over borrowing (18%) to finance large capital projects. Only 3% are unsure.



Preferred Financing Approach for Large Capital Projects

"Which one of the following financing approaches would you prefer the CVRD use to fund future large capital projects?"



2009	
Borrow Funds	23%
Put Funds Aside each Year	75%

Base: All respondents (n=400) Ipsos Reid

The only sub-group variation we see is by age:

- Younger residents (age 18 to 44) are more in favour of “putting aside funds each year in a savings account until funds are sufficient to undertake the project” than those 45 years of age and older (86% vs. 75% respectively).

Communications

Satisfaction with Opportunities to Make Opinions Heard

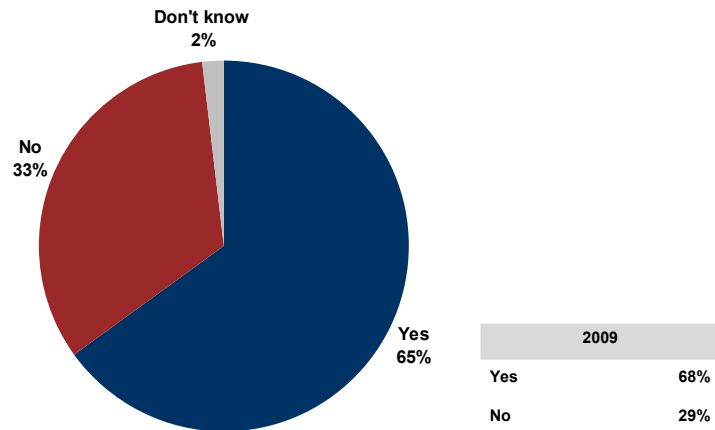
Two-thirds of Cowichan Valley residents feel they have been provided with a sufficient amount of opportunities to make their opinions heard.

Consistent with findings from 2009, two-thirds (65%) of residents feel that they are provided with sufficient opportunity to make their opinions heard. On the other hand, 33% feel they have not had sufficient opportunity to make their opinions heard.



Satisfaction with Opportunities to Make Opinions Heard

"Overall, do you feel the CVRD provides you with enough opportunities to make your opinions heard?"



Base: All respondents (n=400) Ipsos Reid

These findings are consistent across all sub-groups.



WEIGHTED SAMPLE CHARACTERISTICS



Weighted Sample Characteristics

	All Respondents (n=400)		All Respondents (n=400)
Gender:		Household Income:	
Male	48%	Under \$40,000	25%
Female	52%	\$40,000 to less than \$60,000	22%
Age:		\$60,000 to less than \$80,000	16%
18 – 24	4%	\$80,000 to less than \$100,000	12%
25 – 34	17%	\$100,000 or more	15%
35 – 44	16%	Don't know / Not Stated	10%
45 – 54	22%	Children Under the Age of 18 Living in Household:	
55 – 64	17%	Yes	37%
65 or older	25%	No	63%

Ipsos Reid



Weighted Sample Characteristics (cont'd)

	All Respondents (n=400)		All Respondents (n=400)
Region:		Number of Years in Cowichan Valley:	
North End	16%	<1 - 5	15%
West Side	8%	6 - 10	19%
South End	22%	11 - 20	24%
East/Central	54%	21 +	42%
		Average Number of Years	21.5
		Residence:	
		Own	84%
		Rent	15%
		Don't know / Not Stated	1%
		Type of Residence:	
		Single, detached house	77%
		Duplex, triplex, or semi-detached	8%
		Apartment	7%
		Townhouse or rowhouse	4%
		Mobile home/ trailer	2%
		Secondary suite	2%
		Other / Not Stated	1%

Ipsos Reid

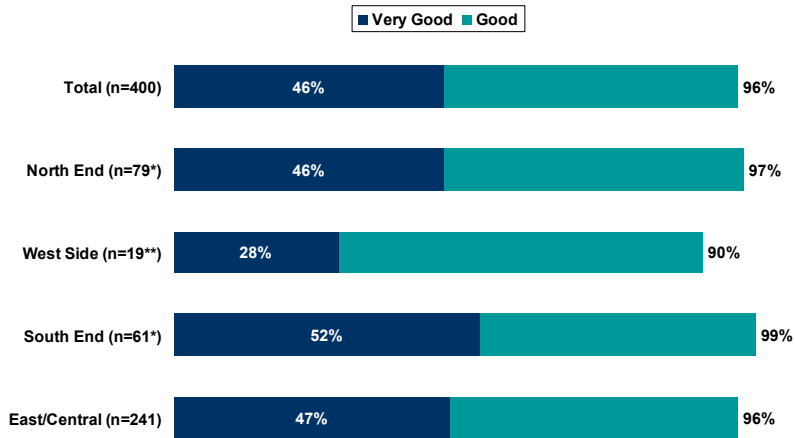
APPENDIX A: Neighbourhood Results

The following section contains a summary of the neighbourhood results for each question in the survey. In total, 400 interviews were conducted with a randomly selected representative sample of Cowichan Valley residents aged 18 years or older, providing an overall margin of error of ± 4.9 percentage points, nineteen times out of twenty. The margin of error will be larger within regions and for other sub-groupings of the survey population. Results based on a sample size of less than 100 should be interpreted with caution and be considered directional in nature only.



Quality of Life in Cowichan Valley

"How would you rate the quality of life in the Cowichan Valley today?"



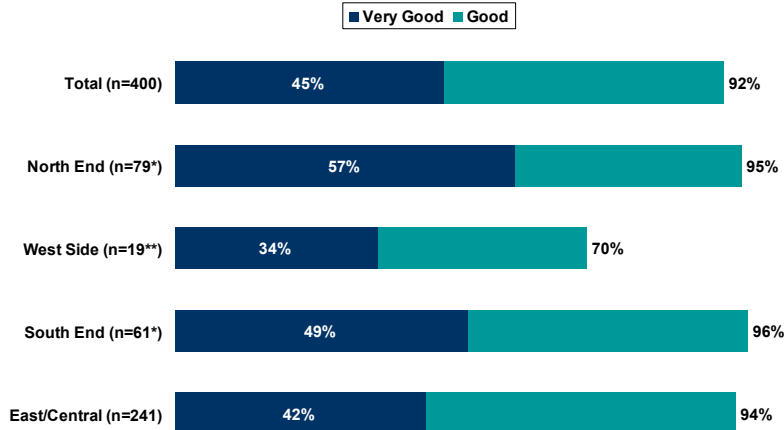
*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Base: All respondents



Quality of Life in Local Area

"How would you rate the quality of life in your local area today?"



*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Base: All respondents



Top of Mind Issues Facing the Community

"In your view, as a resident of the Cowichan Valley, 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? Are there any other important issues?"

	Total Mentions				
	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Transportation (NET)	19%	22%	5%	16%	21%
Government Services (NET)	14%	7%	12%	31%	9%
Health Care (NET)	10%	13%	13%	2%	12%
Economy (NET)	8%	10%	19%	4%	7%
Environment (NET)	8%	14%	9%	7%	7%
Taxation/Municipal Government Spending (NET)	8%	12%	5%	7%	8%
Education (NET)	8%	4%	26%	3%	8%
Safety (NET)	8%	3%	5%	3%	12%
Parks, Recreation, Cultural Facilities and Programs (NET)	7%	7%	-	16%	5%
Infrastructure for Children and Seniors (NET)	6%	5%	12%	4%	6%
Social (NET)	5%	4%	4%	2%	7%
Growth (NET)	5%	2%	-	13%	4%
Land Development (NET)	4%	3%	-	8%	3%
Other (NET)	18%	18%	19%	17%	19%
Don't know	17%	21%	19%	12%	18%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.
 Note: Only NET responses of 5% or more (Total mentions) are shown.

Base: All respondents



Importance of District Services

"As you may know, the CVRD is the organization that provides and delivers services such as parks and recreation, development services and permits, water and sewers, garbage collection, and others. Please rate how important the following services are to you on a scale of very important, somewhat important, not very important, or not at all important."

Very Important/Somewhat Important					
	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Fire services and Emergency Planning	98%	100%	95%	97%	98%
Drinking water and sewers	96%	96%	100%	93%	96%
Policing	96%	97%	90%	95%	98%
Recycling and garbage services	95%	96%	100%	89%	97%
Environmental services	94%	93%	100%	93%	93%
Planning and Development services	93%	90%	93%	96%	92%
Parks	91%	92%	93%	85%	93%
Recreational and cultural facilities	90%	92%	88%	84%	93%
Trails	83%	91%	89%	75%	83%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Modes of Transport

"Please tell me how often you use each of the following modes of transportation for commuting to work or school, running family and personal tasks, or making social and recreational trips such as visiting friends or family, going out to eat, or attending an entertainment event."

	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Drive					
Everyday or almost everyday	83%	88%	68%	90%	81%
At least once a week	11%	10%	20%	9%	11%
At least once a month	1%	2%	-	-	1%
A few times a year	1%	-	-	1%	1%
Less than once a year	3%	-	8%	-	4%
Don't know	1%	-	4%	-	1%
Walk					
Everyday or almost everyday	47%	58%	46%	42%	46%
At least once a week	25%	23%	34%	21%	25%
At least once a month	9%	4%	5%	13%	10%
A few times a year	8%	9%	4%	12%	8%
Less than once a year	9%	5%	10%	11%	10%
Don't know	1%	1%	-	1%	1%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Modes of Transport (cont'd)

"Please tell me how often you use each of the following modes of transportation for commuting to work or school, running family and personal tasks, or making social and recreational trips such as visiting friends or family, going out to eat, or attending an entertainment event."

	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Cycle					
Everyday or almost everyday	4%	6%	10%	-	4%
At least once a week	8%	8%	-	6%	9%
At least once a month	7%	7%	4%	10%	7%
A few times a year	14%	17%	10%	15%	13%
Less than once a year	63%	58%	75%	64%	61%
Don't know	5%	3%	-	5%	6%
Take Public Transit					
Everyday or almost everyday	4%	7%	13%	-	3%
At least once a week	3%	-	-	2%	6%
At least once a month	3%	5%	5%	-	4%
A few times a year	10%	6%	10%	10%	10%
Less than once a year	75%	77%	71%	85%	70%
Don't know	5%	5%	-	4%	7%

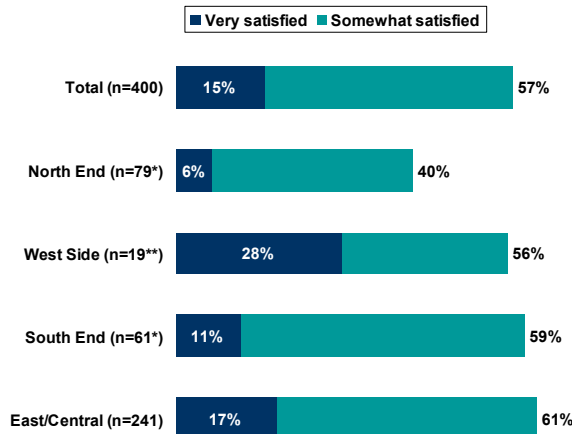
*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Satisfaction with Amount of Transit Services

"Overall, how satisfied are you with the amount of transit services that are provided to residents of the Cowichan Valley Regional District?"



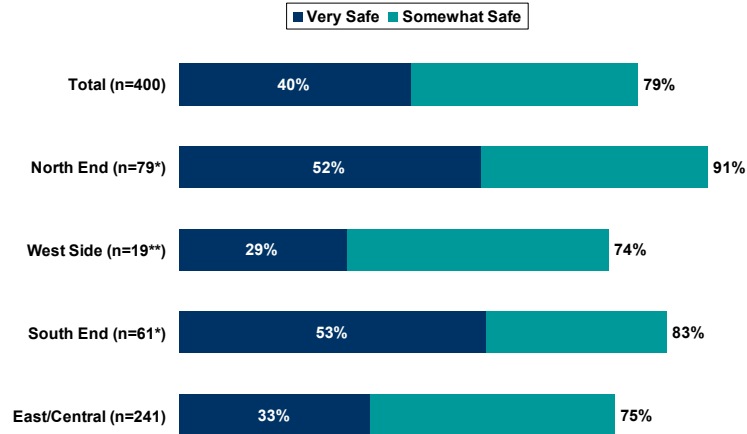
*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Safety of Walking Alone After Dark

"Overall, how safe do you feel or would you feel walking alone in your neighbourhood after dark?
Do you or would you feel...?"



*Small base size (<100), interpret with caution.
**Very small base size (<50), interpret with extreme caution.

Ipsos Reid
Base: All respondents



Perception of Amount of Growth in Last Five Years

"In your opinion, has there been too much, too little, or about the right amount of growth in the Cowichan Valley over the past 5 years?"

	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Too much	29%	25%	14%	28%	34%
About the right amount	57%	66%	68%	58%	53%
Too little	10%	8%	13%	11%	10%
Don't know	3%	1%	5%	3%	3%

*Small base size (<100), interpret with caution.
**Very small base size (<50), interpret with extreme caution.

Ipsos Reid
Base: All respondents



Satisfaction with Locations of Growth

"Would you say that growth in the Cowichan Valley is generally occurring in the right or wrong locations of the region?"

	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Right locations	67%	73%	57%	56%	72%
Wrong locations	23%	20%	12%	32%	22%
Don't know	10%	8%	32%	12%	6%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Land Use Priorities

"Compared to all the various land use issues facing the Cowichan Valley, please tell me which one of the following you think should be the greatest priority? Which one should be the next greatest priority?"

Greatest Priority/Next Greatest Priority					
	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Water conservation and future water use planning	64%	64%	73%	68%	60%
Minimizing impacts to the natural environment and protecting environmentally sensitive areas	54%	67%	45%	48%	54%
Protecting agricultural or farm land	51%	40%	50%	52%	54%
Accommodating growth through higher densities	26%	23%	22%	26%	27%
None of the above	2%	4%	5%	2%	2%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Support for Measures to Increase Diversity of Housing Choices

"Please tell me if you would support or oppose the CVRD taking the following measures to increase the diversity of housing choices in the area over the next 15 years."

Strongly Support/Somewhat Support					
	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Providing more housing options for seniors who want to downsize and stay in the community as they age	96%	94%	100%	98%	95%
Concentrating new residential development in neighbourhood centres that are well served by transit	93%	90%	95%	93%	93%
Preserving the character of single family neighbourhoods	90%	85%	88%	90%	92%
Encouraging the supply of more new rental housing	82%	87%	86%	76%	81%
Encouraging more flexible use of single family properties by allowing duplexes and infill housing, for example coach house suites on top of garages	71%	71%	68%	69%	73%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Base: All respondents Ipsos Reid



Priorities for Environmental Issues

"Please tell me which one of the following environmental issues you think should be the greatest priority for the CVRD over the next few years."

	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Managing regional watersheds to protect water resources and fisheries values	50%	48%	49%	40%	55%
Mapping and protecting sensitive areas, ecosystems, and species	18%	21%	8%	18%	19%
Promoting and demonstrating energy conservation	13%	9%	23%	13%	14%
Complying with commitments to reduce greenhouse gas emissions	9%	9%	10%	16%	7%
Developing strategies to mitigate and adapt to the effects of climate change	5%	12%	5%	2%	4%
None of the above	3%	-	5%	9%	1%
Don't know	2%	1%	-	3%	2%

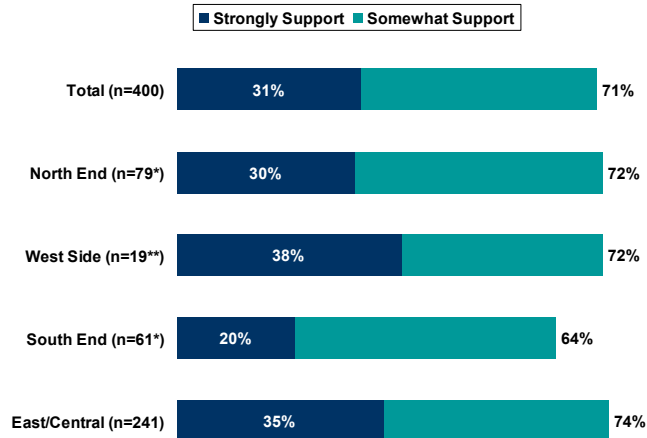
*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Base: All respondents Ipsos Reid



Support for Governments Reducing Low Density Development Patterns

"Many communities are increasingly making efforts to move away from low density patterns of development in order to improve their carbon footprint, reduce the use of natural resources, and make more liveable communities. Do you generally support or oppose local governments taking a more active role in reducing low density patterns of development?"



*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Parks and Recreation Priorities

"When it comes to investing in parks, recreation, and cultural services, please tell me which of the following you think should be the highest priority for the CVRD over the next 5 years. And which one should be the second highest priority?"

Highest Priority/Second Highest Priority					
	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
More natural parks and hiking or walking trails	53%	56%	64%	32%	59%
More playgrounds and neighbourhood parks	36%	35%	24%	34%	40%
New community centres, meeting rooms, youth centres, and senior centres	33%	38%	28%	37%	29%
More sports facilities such as arenas, pools, tennis courts, and sports fields	26%	20%	27%	42%	22%
More recreational programs	23%	21%	41%	20%	22%
New arts and cultural facilities such as theatres, museums, and heritage sites	21%	18%	17%	24%	20%
None of the above	5%	7%	-	8%	4%
Don't know	<1%	-	-	-	<1%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Sports Facility Priorities

"When it comes to investing in sports facilities, please tell me which one of the following you think should be the highest priority for the CVRD over the next 5 years? And which one should be the second highest priority?"

Highest Priority/Second Highest Priority					
	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Sports fields such as soccer, baseball, and football fields	63%	68%	71%	57%	62%
Swimming pools	41%	46%	44%	49%	36%
Ice and curling arenas	37%	29%	42%	40%	37%
Gymnasiums	20%	29%	15%	9%	22%
Tennis and racquet facilities	18%	14%	10%	17%	21%
None of the above	11%	8%	7%	13%	12%
Don't know	1%	-	5%	2%	<1%

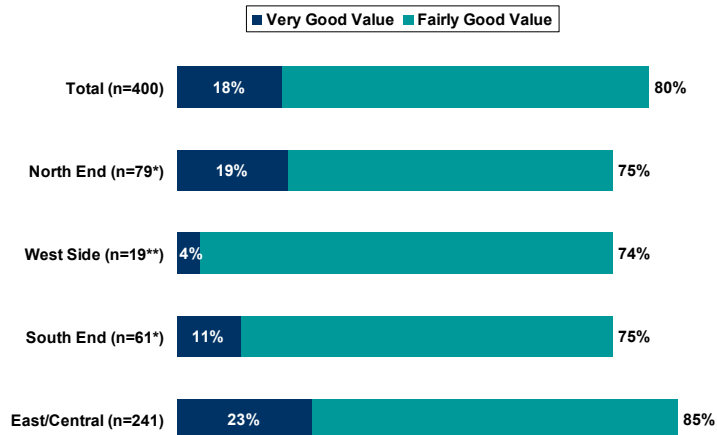
*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Base: All respondents



Value for Tax Dollars

"Thinking about all the programs and services you receive from the CVRD, would you say that overall you get good value or poor value for your tax dollars?"



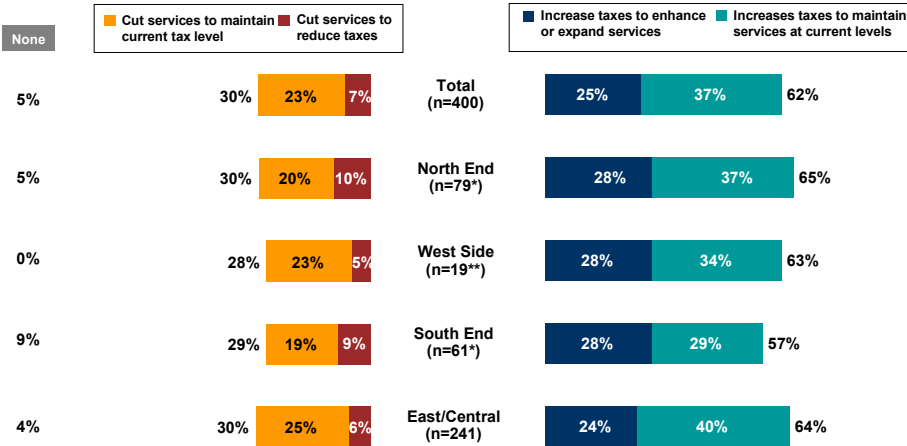
*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Base: All respondents



Balancing Taxation and Service Delivery Levels

"Property taxes are the primary way to pay for services provided by the CVRD. Due to the increased cost of maintaining current service levels and infrastructure, the CVRD must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the District to pursue?"



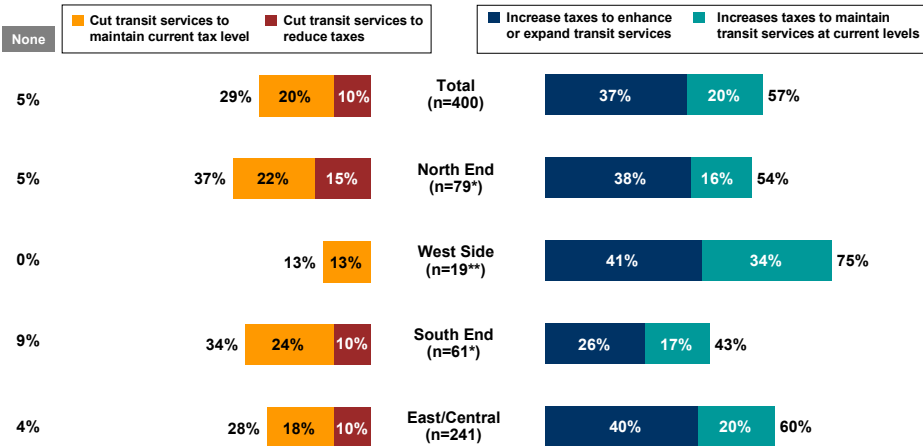
*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Balancing Taxation and Transit Service Delivery Levels

"Property taxes are the primary way to pay for local transit services. Due to the increased cost of maintaining current transit service levels and infrastructure, the CVRD must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the Regional District to pursue?"



*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

Ipsos Reid
 Base: All respondents



Preferred Financing Approach for Large Capital Projects

"Which one of the following financing approaches would you prefer the CVRD use to fund future large capital projects?"

	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Put aside funds each year in a savings account until funds are sufficient to undertake the project	79%	76%	81%	73%	82%
Borrow Funds	18%	22%	14%	19%	17%
Don't know	3%	3%	5%	8%	1%

*Small base size (<100), interpret with caution.
**Very small base size (<50), interpret with extreme caution.

Base: All respondents Ipsos Reid



Satisfaction with Opportunities to Make Opinions Heard

"Overall, do you feel the CVRD provides you with enough opportunities to make your opinions heard?"

	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Yes	65%	60%	43%	71%	68%
No	33%	38%	57%	29%	30%
Don't know	2%	2%	-	-	2%

*Small base size (<100), interpret with caution.
**Very small base size (<50), interpret with extreme caution.

Base: All respondents Ipsos Reid



Weighted Sample Characteristics

	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Gender:					
Male	48%	50%	47%	46%	49%
Female	52%	50%	53%	54%	51%
Age:					
18 – 24	4%	7%	-	-	5%
25 – 34	17%	15%	23%	7%	20%
35 – 44	16%	15%	15%	14%	18%
45 – 54	22%	17%	25%	19%	25%
55 – 64	17%	16%	11%	23%	15%
65 or older	25%	30%	27%	37%	18%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

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Weighted Sample Characteristics (cont'd)

	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Household Income:					
Under \$40,000	25%	18%	51%	13%	29%
\$40,000 to less than \$60,000	22%	29%	19%	21%	20%
\$60,000 to less than \$80,000	16%	20%	16%	20%	14%
\$80,000 to less than \$100,000	12%	12%	13%	14%	12%
\$100,000 or more	15%	9%	-	22%	15%
Don't know / Not Stated	10%	12%	-	11%	11%
Children Under the Age of 18 Living in Household:					
Yes	37%	38%	32%	27%	41%
No	63%	62%	68%	71%	59%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.

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Weighted Sample Characteristics (cont'd)

	Total (n=400)	North End (n=79*)	West Side (n=19**)	South End (n=61*)	East/Central (n=241)
Number of Years in Cowichan Valley:					
<1 – 5	15%	18%	18%	10%	15%
6 – 10	19%	25%	15%	17%	19%
11 – 20	24%	25%	25%	34%	20%
21 +	42%	33%	42%	39%	47%
Average Number of Years	21.5	18.9	21.5	22.1	22.0
Residence:					
Own	84%	90%	87%	96%	77%
Rent	15%	8%	13%	4%	23%
Don't know / Not Stated	1%	2%	-	-	1%
Type of Residence:					
Single, detached house	77%	82%	83%	96%	66%
Duplex, triplex, or semi-detached	8%	6%	4%	-	12%
Apartment	7%	-	-	-	12%
Townhouse or rowhouse	4%	5%	-	1%	5%
Mobile home/ trailer	2%	4%	-	1%	3%
Secondary suite	2%	1%	13%	1%	1%
Other / Not Stated	1%	2%	-	-	<1%

*Small base size (<100), interpret with caution.
 **Very small base size (<50), interpret with extreme caution.



APPENDIX B: Questionnaire

Cowichan Valley Regional District 2011 Community Survey Questionnaire Final (REV Jan 18)

Hello, this is _____ calling from Ipsos Reid. We're a professional public opinion research company calling on behalf of the Cowichan Valley Regional District, otherwise known as the CVRD.

Do you have anyone in your household who is 18-34 years old?

[IF YES] Can I speak to the person in that age group?

[ARRANGE CALL-BACK IF 18-34 YEAR OLD HOUSEHOLD MEMBER IS UNAVAILABLE]

[IF NO MEMBERS OF THE HOUSEHOLD ARE 18-34 YEARS OF AGE:] May I speak to the person in the household who is 35 years of age or older, and who had their birthday last? [ARRANGE CALL-BACK IF 35+ HOUSEHOLD MEMBER IS UNAVAILABLE]

[ONCE RESPONDENT IS REACHED:] The CVRD is looking for your input about important issues facing the community and the issues you think the CVRD should prioritize. We are not selling anything. Please be assured that this survey is completely confidential.

(IF NECESSARY, ADD: The CVRD is interested in hearing from a broad cross section of the public, including all age groups. However, we are making a special effort to encourage the participation of younger residents, because we know from past experience that younger residents are harder to reach and less likely to take part in surveys.)

(IF NECESSARY: The Cowichan Valley Regional District (CVRD) is the regional government for the municipalities and electoral areas that are located on the southeast coast of Vancouver Island. It has responsibility for regional services such as parks and recreation, development services and permits, water and sewers, garbage collection, and others.)

(IF NECESSARY: The survey will take about 15 minutes to complete.)

(IF NECESSARY: Please be assured that this survey is completely confidential.)

(IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN: If you wish to talk to a CVRD official about this survey, we encourage you to contact Jacob Ellis, Manager of Corporate Planning, at 250-746-2520 during regular business hours.)

(INTERVIEWER NOTE: If inconvenient timing, schedule a call back.)

A. First of all, do you or does anyone in your household work for **(READ LIST)**?

[RANDOMIZE]

The Cowichan Valley Regional District

An advertising agency

The media, that is a radio or TV station or a newspaper or magazine

A market research firm

[ALWAYS LAST] (DO NOT READ) None



[IF 'NONE' IN QA, CONTINUE. OTHERWISE, THANK & TERMINATE.]

B. As you may know, the Cowichan Valley Regional District includes the area stretching from the Malahat in the south, to the south end of the Nanaimo airport in the North and includes the Towns of Ladysmith, Lake Cowichan, the Municipality of North Cowichan, and the City of Duncan. Do you live in the Cowichan Valley Regional District or do you live in some other community?

Cowichan Valley Regional District
Some other community

[IF 'COWICHAN VALLEY REGIONAL DISTRICT' IN QB, CONTINUE. OTHERWISE, THANK & TERMINATE.]

C. In what town or community do you live? **(READ LIST AS NECESSARY)**

Duncan
Ladysmith
Lake Cowichan
North Cowichan
Mill Bay or the Malahat
Shawnigan Lake
Cobble Hill
Cowichan Bay
Cowichan Station, Sahtlam, or Glenora
Cowichan Lake South/Skutz Falls (Honeymoon Bay, Mesachie Lake, or anywhere else in Electoral Area F)
Saltair/Gulf Islands
North Oyster/Diamond
Youbou or Meade Creek
Elsewhere in the Cowichan Valley

D. The CVRD is interested in hearing from a broad cross-section of the public, including representation from all age groups. Please tell me into which of the following age categories you fall. **(READ LIST UNTIL ANSWERED)**

18 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 or older

E. **(RECORD GENDER) (DO NOT ASK)**

Male
Female



TOP-OF-MIND ISSUES

1. In your view, as a resident of the Cowichan Valley, 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? **[ACCEPT 1 MENTION]** Are there any other important issues? **[ACCEPT 1 MENTION]** **[IF 'NONE/DK/REF' AT ANY TIME, SKIP TO Q2.]**

None/nothing
Other [specify]

[RECORD 1ST MENTION]
[RECORD 2ND MENTION]

2. QUESTION DELETED

QUALITY OF LIFE

3. How would you rate the quality of life in the Cowichan Valley today? **(READ LIST)**

Very good
Good
Poor
Very poor

4. QUESTION DELETED
5. QUESTION DELETED

6. And how would you rate the quality of life in your local area today? **(READ LIST)**

Very good
Good
Poor
Very poor

7. QUESTION DELETED
8. QUESTION DELETED

SAFETY

9. Overall, how safe do you feel or would you feel walking alone in your neighbourhood after dark? Do you or would you feel **(READ LIST)**?

Very safe
Somewhat safe
Not very safe
Not safe at all



REGIONAL DISTRICT SERVICES

10. As you may know, the CVRD is the organization that provides and delivers services such as parks and recreation, development services and permits, water and sewers, garbage collection, and others. Please rate how important the following services are to you on a scale of **(READ LIST)**. The first one is **[INSERT ITEM]**. How about **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

[RANDOMIZE]

- Recycling and garbage services
- Drinking water and sewers
- Policing
- Fire services and Emergency Planning
- Parks
- Trails
- Recreational and cultural facilities
- Planning and Development services
- Environmental services

- Very important
- Somewhat important
- Not very important
- Not at all important

11. Thinking about all the programs and services you receive from the CVRD, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good value/poor value)?

- Very good value
- Fairly good value
- Fairly poor value
- Very poor value

GROWTH

Next, I'd like to ask you a few questions about growth and development in the Cowichan Valley.

12. In your opinion, has there been **(READ LIST)** growth in the Cowichan Valley over the past 5 years?

[ROTATE FIRST TWO CATEGORIES]

- Too much
- Too little
- About the right amount of

13. Would you say that growth in the Cowichan Valley is generally occurring in the right or wrong locations of the region?

- Right locations
- Wrong locations



The Cowichan Valley's population is expected to increase by approximately 18% over the next 15 years and this growth will bring both opportunities and challenges.

14. Compared to all the various land use issues facing the Cowichan Valley, please tell me which one of the following you think should be the greatest priority for the CVRD over the next few years. **(READ LIST)** Which one of these should be the greatest priority? **[ACCEPT 1 MENTION]** Which one should be the next greatest priority? **(READ REMAINING ITEMS IF NECESSARY) [ACCEPT 1 MENTION]** Which one should be the third greatest priority? **(READ REMAINING ITEMS IF NECESSARY) [ACCEPT 1 MENTION]** **[IF 'NONE/DK/REF' AT ANY TIME, SKIP TO Q15.]**

[RANDOMIZE]

Protecting agricultural or farm land

Accommodating growth through higher densities

Minimizing impacts to the natural environment and protecting environmentally sensitive areas

Water conservation and future water use planning

[ALWAYS LAST] (DO NOT READ) None of the above

[RECORD MOST IMPORTANT]

[RECORD 2ND MOST IMPORTANT]

[RECORD 3RD MOST IMPORTANT]

[RECORD 4TH MOST IMPORTANT – AUTOPUNCH]

15. Please tell me if you would support or oppose the CVRD taking the following measures to increase the diversity of housing choices in the area over the next 15 years. The first one is **[INSERT ITEM]**. (Is that strongly or somewhat support/oppose?) How about **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

[RANDOMIZE]

Providing more housing options for seniors who want to downsize and stay in the community as they age

Preserving the character of single family neighbourhoods

Encouraging the supply of more new rental housing

Encouraging more flexible use of single family properties by allowing duplexes and infill housing, for example coach house suites on top of garages

Concentrating new residential development in neighbourhood centres that are well served by transit

Strongly support

Somewhat support

Somewhat oppose

Strongly oppose



ENVIRONMENTAL ISSUES

Next, a few questions on the environment...

16. Please tell me which one of the following environmental issues you think should be the greatest priority for the CVRD over the next few years. **(READ LIST)** Which one of these should be the greatest priority? **[ACCEPT 1 MENTION]**

[RANDOMIZE]

Developing strategies to mitigate and adapt to the effects of climate change
Managing regional watersheds to protect water resources and fisheries values
Mapping and protecting sensitive areas, ecosystems, and species
Complying with commitments to reduce greenhouse gas emissions
Promoting and demonstrating energy conservation
[ALWAYS LAST] (DO NOT READ) None of the above

[RECORD MOST IMPORTANT]

17. Many communities are increasingly making efforts to move away from low density patterns of development in order to improve their carbon footprint, reduce the use of natural resources, and make more liveable communities. Do you generally support or oppose local governments taking a more active role in reducing low density patterns of development? (Is that strongly or somewhat support/oppose?)

Strongly support
Somewhat support
Somewhat oppose
Strongly oppose

TRANSPORTATION

[ASK ALL]

Next, a few transportation-related questions...

18. Please tell me how often you use each of the following modes of transportation for commuting to work or school, running family and personal tasks, or making social and recreational trips such as visiting friends or family, going out to eat, or attending an entertainment event. How often do you **[INSERT ITEM]**? Would you say **(READ LIST)**? How often do you **[INSERT ITEM]**? **(REPEAT LIST IF NECESSARY)**

[RANDOMIZE]

Drive (IF ASKED: Either as driver or passenger)
Walk
Cycle
Take public transit

Everyday or almost everyday



- At least once a week
- At least once a month
- A few times a year
- Less than once a year

19. Overall, how satisfied are you with the amount of transit services that are provided to residents of the Cowichan Valley Regional District? Would you say **(READ LIST)**?

- Very satisfied
- Somewhat satisfied
- Not very satisfied
- Not at all satisfied

20. Property taxes are the primary way to pay for local transit services. Due to the increased cost of maintaining current transit service levels and infrastructure, the CVRD must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the Regional District to pursue? **(READ LIST) [ACCEPT 1 MENTION]**

[ROTATE 1-4, 4-1]

- Increase taxes – to improve the level of transit service including the number of routes, hours, etc
- Increase taxes – to maintain transit service at current levels
- Cut transit services – to maintain current tax level
- Cut transit services – to reduce taxes
- [ALWAYS LAST] (DO NOT READ) None**

PARKS, RECREATION, & CULTURE PRIORITIES

Changing topics slightly...

[ROTATE Q21-Q22]

21. When it comes to investing in parks, recreation, and cultural services, please tell me which of the following you think should be the highest priority for the CVRD over the next 5 years. **(READ LIST) [ACCEPT 1 MENTION]** And which one should be the second highest priority? **(READ REMAINING ITEMS IF NECESSARY) [ACCEPT 1 MENTION] [IF 'NONE/DK/REF' AT ANY TIME, SKIP TO NEXT QUESTION.]**

[RANDOMIZE]

- New arts and cultural facilities such as theatres, museums, and heritage sites
- More playgrounds and neighbourhood parks
- More sports facilities such as arenas, pools, tennis courts, and sports fields
- New community centres, meeting rooms, youth centres, and senior centres
- More recreational programs
- More natural parks and hiking or walking trails
- [ALWAYS LAST] (DO NOT READ) None of the above**

[RECORD MOST IMPORTANT][RECORD NEXT MOST IMPORTANT]



22. When it comes to investing in sports facilities, please tell me which one of the following you think should be the highest priority for the CVRD over the next 5 years. **(READ LIST) [ACCEPT 1 MENTION]**
And which one should be the second highest priority? **(READ REMAINING ITEMS IF NECESSARY)**
[ACCEPT 1 MENTION] [IF 'NONE/DK/REF' AT ANY TIME, SKIP TO NEXT QUESTION.]

[RANDOMIZE]

Sports fields such as soccer, baseball, and football fields

Tennis and racquet facilities

Ice and curling arenas

Swimming pools

Gymnasiums

[ALWAYS LAST] (DO NOT READ) None of the above

[RECORD MOST IMPORTANT]

[RECORD NEXT MOST IMPORTANT]

FUNDING OPTIONS

Next, I'd like to ask you some questions on funding.

23. Property taxes are the primary way to pay for services provided by the CVRD. Due to the increased cost of maintaining current service levels and infrastructure, the CVRD must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the District to pursue? **(READ LIST) [ACCEPT 1 MENTION]**

[ROTATE 1-4, 4-1]

Increase taxes – to enhance or expand services

Increase taxes – to maintain services at current levels

Cut services – to maintain current tax level

Cut services – to reduce taxes

[ALWAYS LAST] (DO NOT READ) None

24. Which one of the following financing approaches would you prefer the CVRD use to fund future large capital projects? **(READ LIST) [ACCEPT 1 MENTION]**

[RANDOMIZE]

Borrow funds

Put aside funds each year in a savings account until funds are sufficient to undertake the project

COMMUNICATIONS

Changing topics slightly...

25. Overall, do you feel the CVRD provides you with enough opportunities to make your opinions heard?

Yes

No



26. QUESTION DELETED

27. QUESTION DELETED

DEMOGRAPHICS

[ASK ALL]

Finally, I just want to ask you some questions for statistical purposes.

28. How many years have you lived in the Cowichan Valley? **(RECORD NUMBER OF YEARS) (IF LESS THAN 1 YEAR ENTER 0)**

[RANGE 0 TO 100]

29. Do you own or rent your current place of residence?

Own

Rent

30. What type of housing do you currently occupy? (INTERVIEWER NOTE: If respondent says they live in a condominium, get them to clarify if this is an apartment, townhouse/rowhouse, or duplex/triplex/semi-detached.) **(READ LIST UNTIL ANSWERED)**

[DO NOT RANDOMIZE]

Single, detached house

Duplex, triplex, or semi-detached

Apartment

Townhouse or rowhouse

Secondary suite

Other [specify]

31. Do have children under the age of 18 living in your household?

Yes

No

32. Which of the following categories best describes your household's income? That is, the total income before taxes of all persons in your household combined. Please stop me when I've reached your category. **(READ LIST)**

Under \$40,000

\$40,000 to less than \$60,000

\$60,000 to less than \$80,000

\$80,000 to less than \$100,000

\$100,000 or more

Thank you for helping us to complete this survey!