



Let's **Connect** own sound

owen
sound



CITIZEN SATISFACTION SURVEY

October 2021

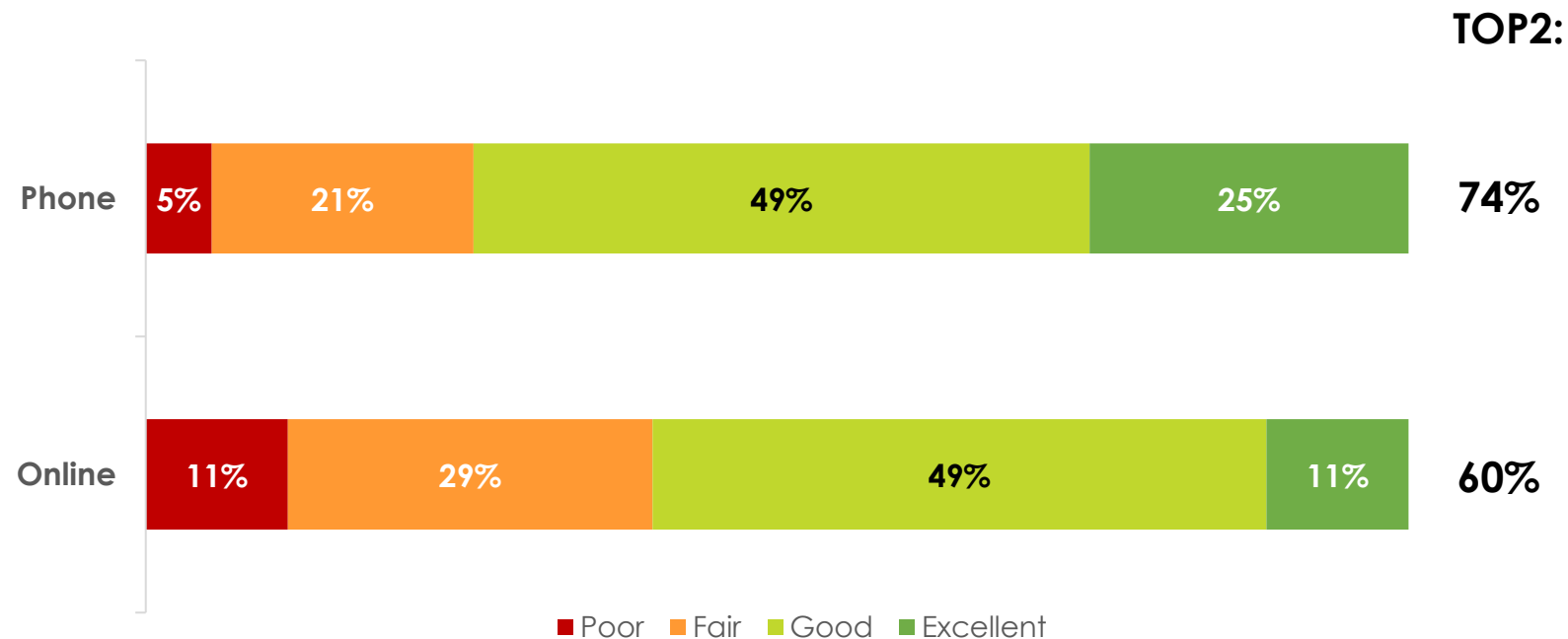
Methodology

Method	CATI (Computer Aided Telephone Interview) and CAWI (Computer Aided Web Interview)
Criteria for Participation	Residents and property owners in Owen Sound who are 18 years of age or older
Sample Size	CATI: n = 401 / CAWI: n = 908 CATI results throughout this report have been statistically weighted by age, gender, and income, to ensure that the sample reflects the target population according to 2016 Census data.
Average Length	CATI: 22 min / CAWI: 13 min
Margin of Error	±3.64%
Fieldwork Dates	July 12-30, 2021

Life in Owen Sound

Quality of Life

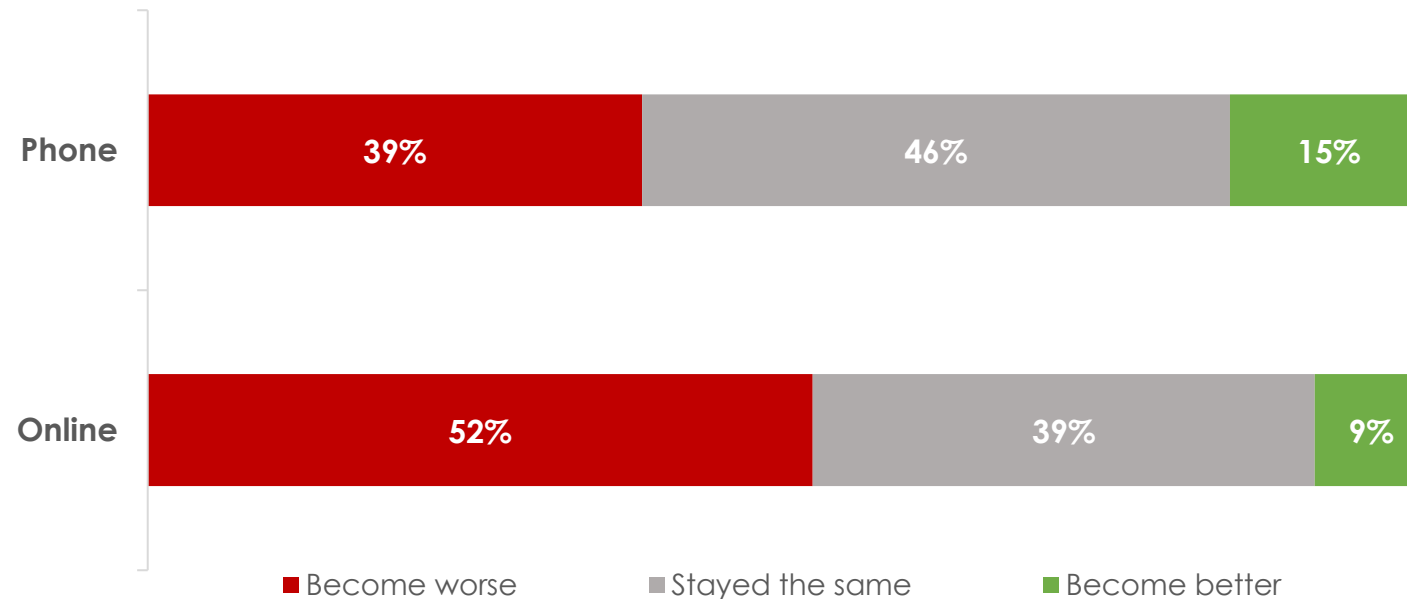
Three quarters (TOP2: 74%) rated their quality of life as either good or excellent



- Residents who rated the quality of life as either good or excellent were more likely to:
 - Be aged 65+ (TOP2: 88%) than aged 25-34 (TOP2: 58%), 35-44 (TOP2: 61%), 45-54 (TOP2: 75%) and 55-64 (TOP2: 74%).
 - Own their home (TOP2: 80%) than rent their home (TOP2: 65%).
 - Have an income from \$80K to \$100K (TOP2: 85%) than have an income from \$20K to \$40K (TOP2: 65%).
- 6 in 10 residents (TOP2: 60%) from the online survey rated their quality of life positively.

Change in Quality of Life

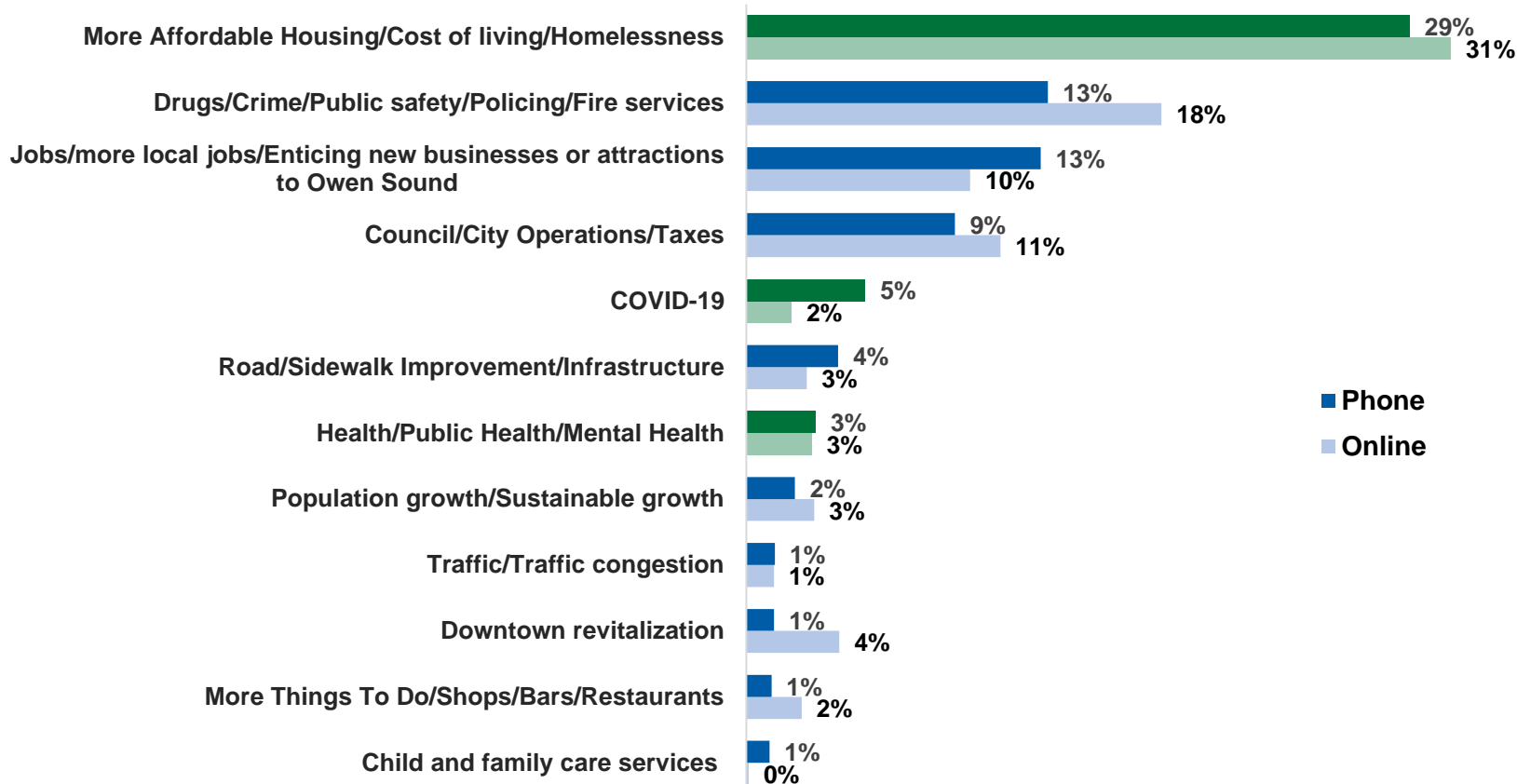
Nearly half (46%) think the quality of life in Owen Sound has stayed the same within the past three years, while 1 in 6 (15%) think it has become better



- About 4 in 10 (39%) said the quality of life in Owen Sound has become worse in the past three years. These residents were more likely to be aged 55-64 (44%) compared to 65+ (28%).
- Half (52%) of residents from the online survey also think the quality of life in Owen Sound has become worse within the past three years.

Issue Agenda

Residents say the the most important issue facing Owen Sound today is related to housing, cost of living, and homelessness



- Almost 3 in 10 residents (29%) mentioned affordable housing, cost of living, and homelessness as the most important issue facing Owen Sound today.
- The other common issues mentioned were related to safety (13%), creating more local jobs (13%), and city operations (9%).

Note: Categories in green are considered county or provincial jurisdiction.

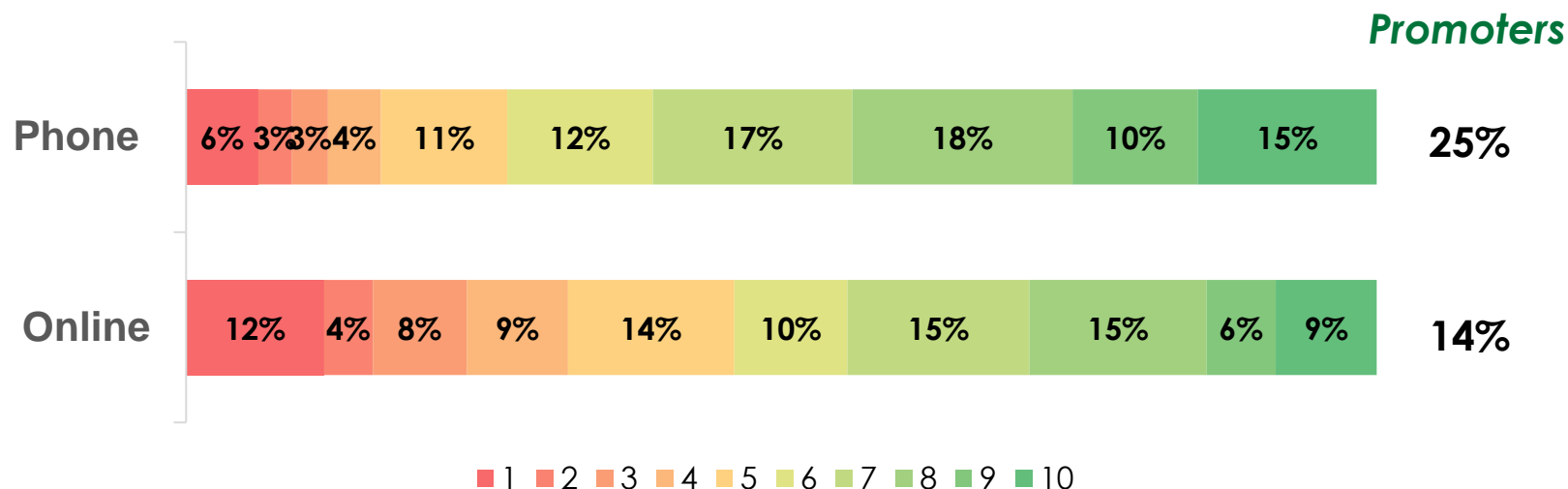
Q4. What, in your opinion, is the single most important issue facing Owen Sound today? [Do not read] (Phone answers with 1% or more shown only, excluding "nothing", "don't know", "other")

Framework: All Respondents

Sample size: Phone n = 401 / Online n = 908

Recommending Owen Sound

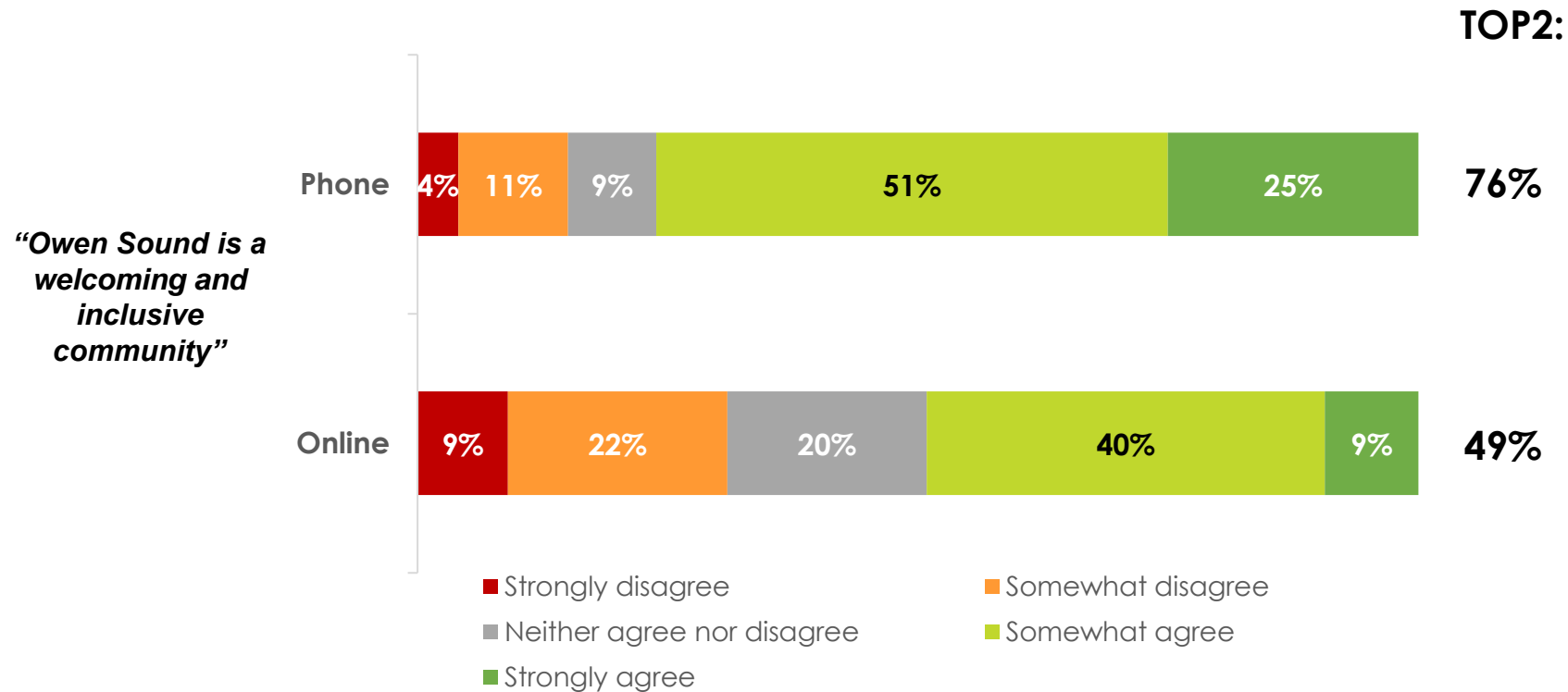
One quarter (Promoters: 25%) are very or extremely likely to recommend Owen Sound as a place to live to others.



- One quarter of residents (Promoters: 25%) were enthusiastic about recommending Owen Sound to others as a place to live.
- Promoters were more likely to be aged 65+ (42%) than aged 25-34 (16%), 35-44 (9%), and 45-54 (17%).
- 1 in 7 (14%) residents who participated in the online survey were promoters.

Inclusive Community

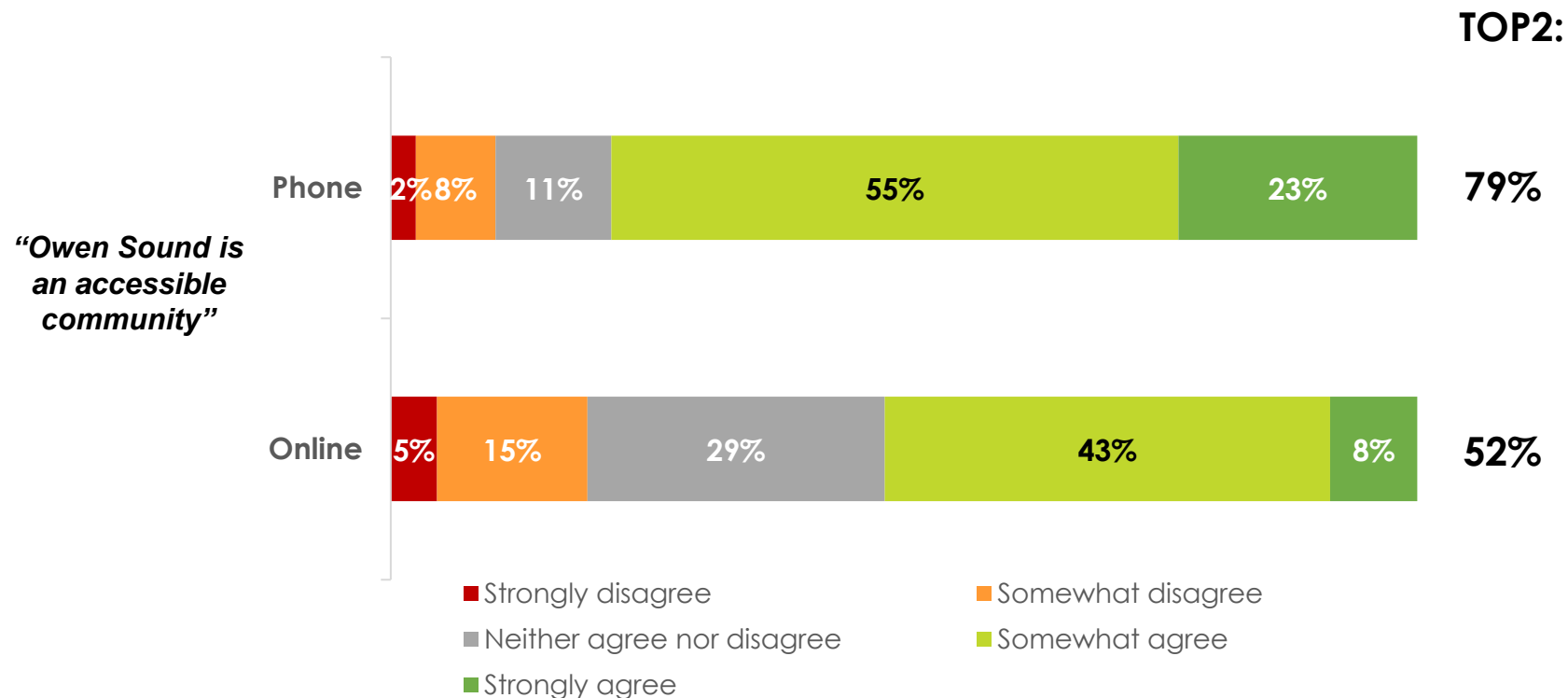
Three quarters (TOP2: 76%) agreed that Owen Sound is a welcoming and inclusive community



- Residents who agreed with this statement were more likely to be:
 - Aged 65+ (TOP2: 85%) than aged 45-54 (TOP2: 70%)
 - High school graduates (TOP2: 87%) than those with a Bachelor's degree (TOP2: 65%)
- Half of residents (TOP2: 49%) from the online survey agreed with this statement.

Accessible Community

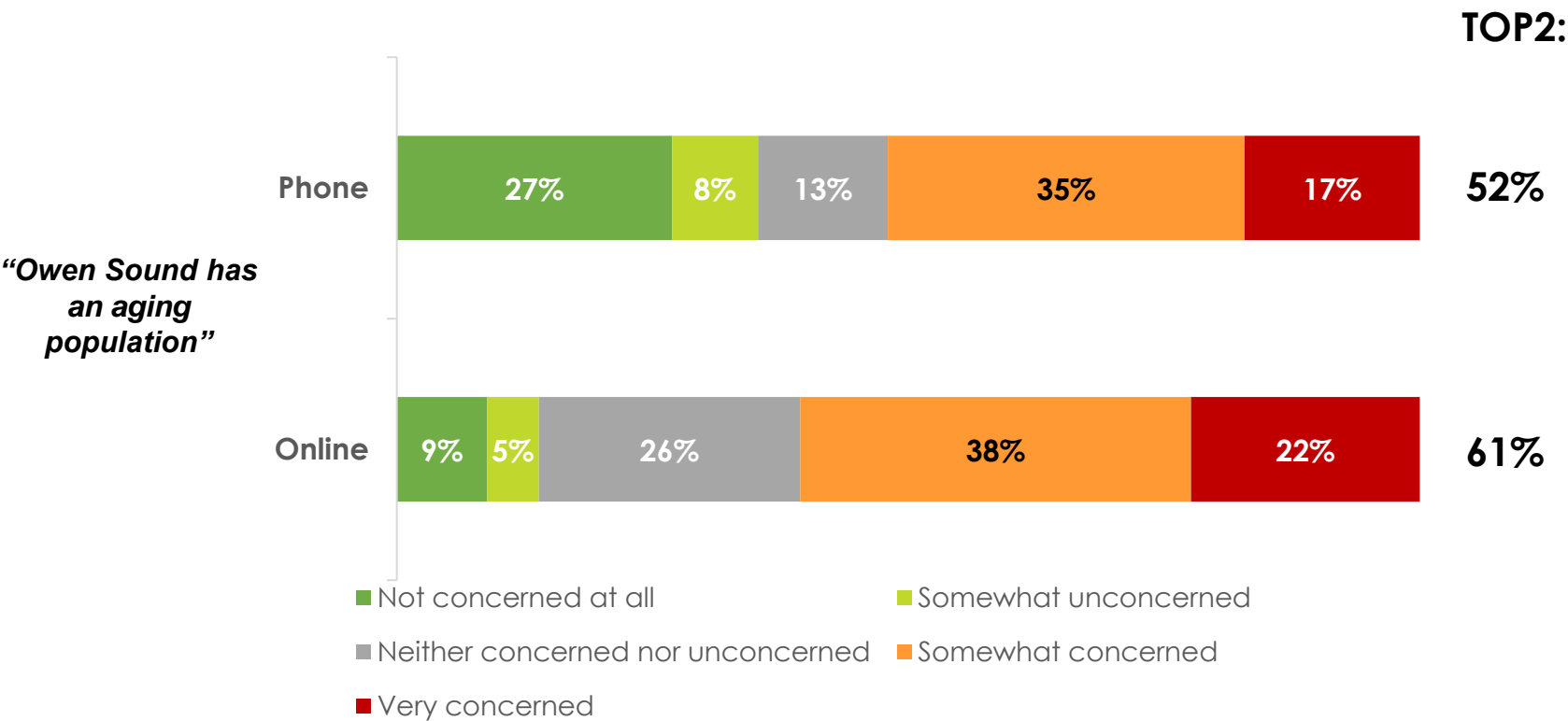
Nearly 4 in 5 (TOP2: 79%) agreed that Owen Sound is an accessible community



- Residents who agreed with this statement were more likely to:
 - Be aged 65+ (TOP2: 88%) than aged 45-54 and 55-64 (TOP2: 73% for both)
 - Be high school (TOP2: 87%) or college graduates (TOP2: 81%) than those with a Bachelor's degree (TOP2: 66%)
 - Have an income less than \$20K (TOP2: 87%) than have an income from \$60K to \$80K (TOP2: 66%)
- Half of residents (TOP2: 52%) from the online survey agreed with this statement.

Concern About the Aging Population

Half (TOP2: 52%) were concerned about the aging population in Owen Sound, though over 1 in 4 (27%) are not concerned at all

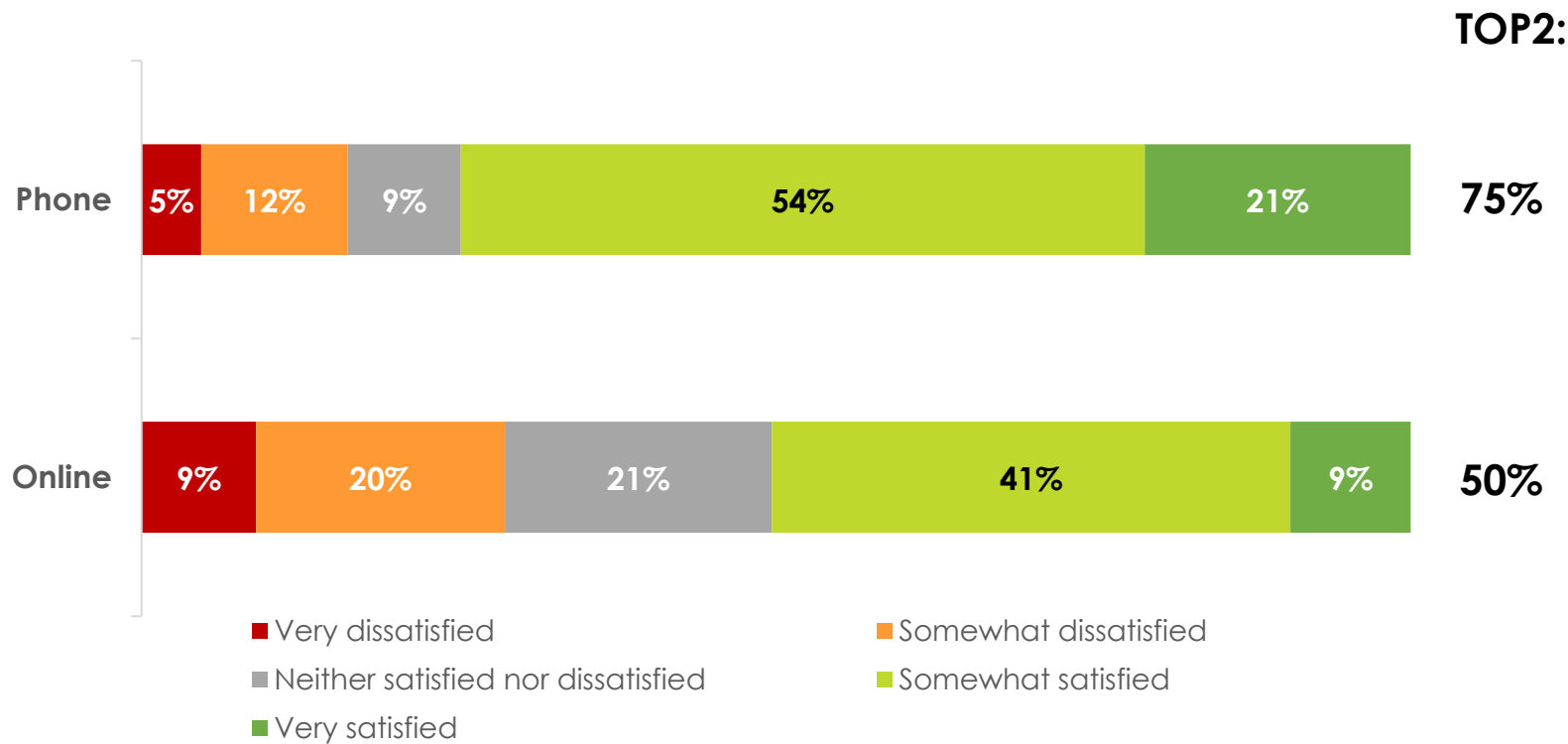


- Residents who are concerned were more likely to:
 - Be aged 45-54 (TOP2: 62%) and 65+ (TOP2: 57%) than aged 35-44 (TOP2: 39%)
 - Have an income from \$60K to \$80K (TOP2: 64%) and from \$80K to \$100K (TOP2: 68%) than have an income less than \$20K (TOP2: 39%)
- 6 in 10 residents (TOP2: 61%) from the online survey were concerned that Owen Sound has an aging population.

Satisfaction with Services

Overall Satisfaction with the Quality of Services

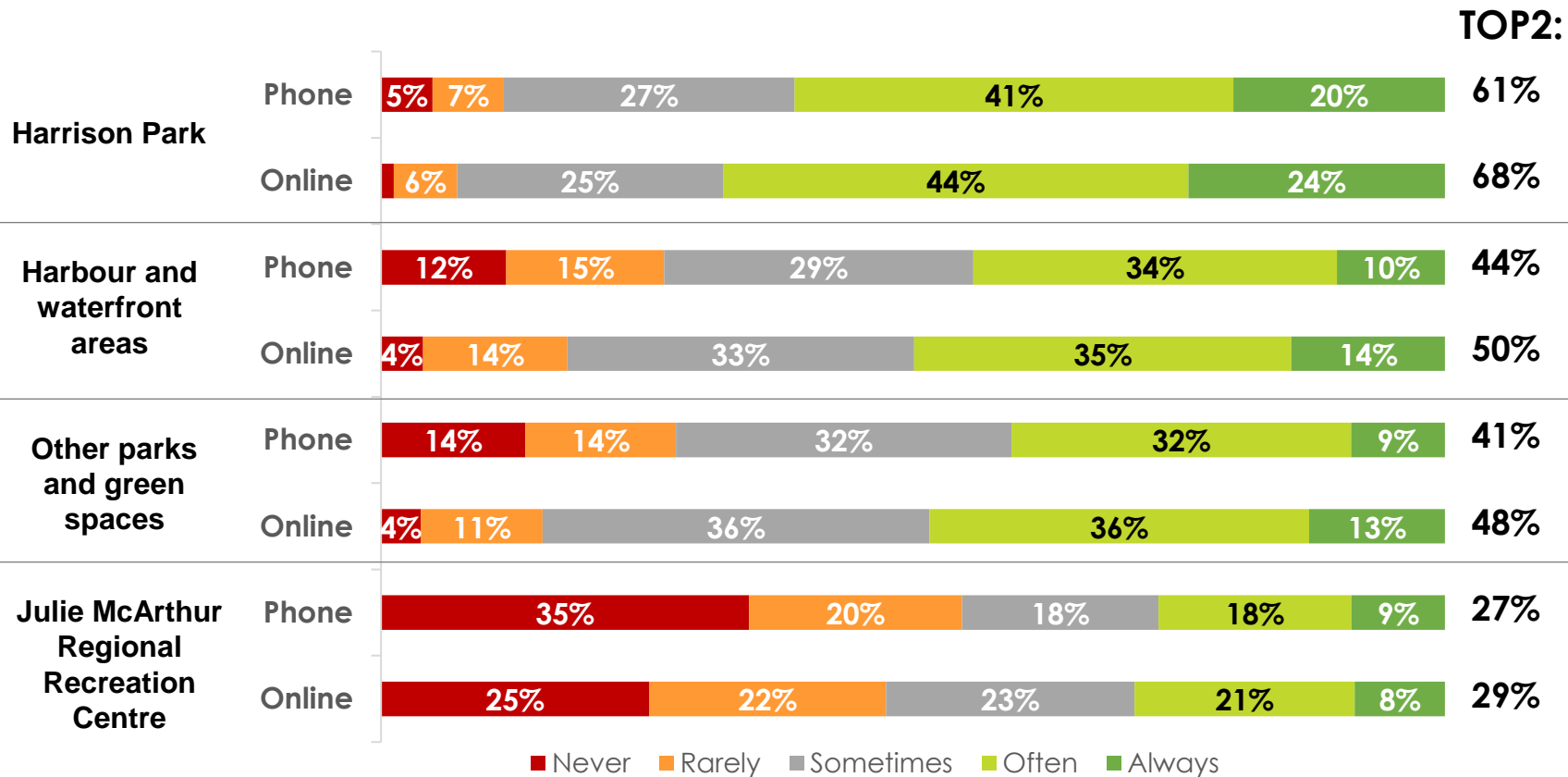
Three quarters (TOP2: 75%) were satisfied with the services delivered by the City of Owen Sound



- Residents who are satisfied with the delivery of services were more likely to:
 - Be aged 55-64 (TOP2: 78%) and 65+ (TOP2: 81%) than aged 25-34 (TOP2: 60%)
 - Have an income from \$40K to \$60K (TOP2: 81%) than have an income from \$60K to \$80K (TOP2: 65%)
- Half of residents (TOP2: 50%) from online survey stated to be satisfied with the overall services delivered by Owen Sound.

Frequency of the Usage of Services

Harrison Park was the most frequented by residents of Owen Sound prior to the Covid-19 pandemic (TOP2: 61%)



- Prior to the Covid-19 pandemic, Harrison Park (TOP2: 61%), Harbour and Waterfront areas (TOP2: 44%), and other parks and green spaces (TOP2: 41%) were the top 3 recreation areas that residents reported to have used frequently.
- Those who frequented Harrison Park were more likely to:
 - Be female (TOP2: 66%) than male (TOP2: 55%)
 - Own a home (TOP2: 66%) than rent (TOP2: 52%)
 - Have an income from \$40K to \$60K (TOP2: 76%) and \$80K to \$100K (TOP2: 77%) than have an income less than \$20K (TOP2: 43%), \$20K to \$40K (TOP2: 47%), and more than \$100K (TOP2: 55%)

Q8. As you know, the City of Owen Sound provides many services to its residents and businesses. We'd like to ask you about some recreation opportunities or services residents of Owen Sound use. Prior to the Covid-19, please indicate how often you have used each of the following. Starting with...

Framework: All Respondents

Sample size: Phone n = 401 / Online n = 908

Satisfaction with the Services

All Services

When all services are ranked together, parks and trails topped the list with 87% satisfied (TOP4)

Core Services	Percentage Satisfied (7-10)
Parks and trails	87%
Library services	84%
Fire services	83%
Drinking water	79%
Recreation Facilities	79%
Tom Thomson Art Gallery	70%
Police services	69%
Garbage and recycling collection	68%
Recreation Programs	67%
Parking	64%
Winter maintenance – Roads	58%
Transit services	51%
By-law	49%
Roads and Sidewalks	46%
Winter maintenance - Sidewalks	45%

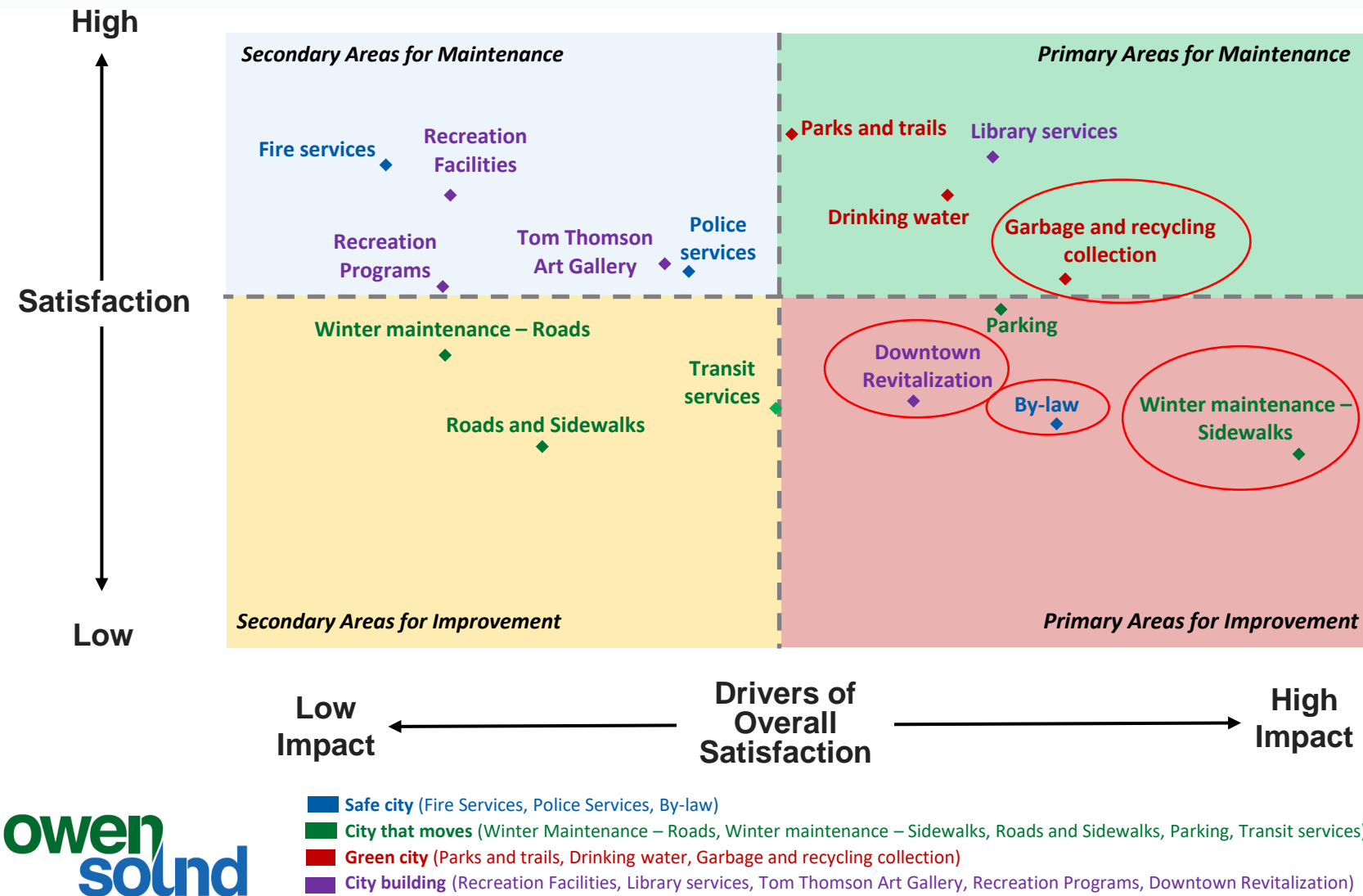
- **Parks and trails** was ranked highest (TOP4: 87%) in terms of satisfaction of residents, followed by **Library services** (TOP4: 84%) and **Fire services** (TOP4: 83%).
- **Winter maintenance – sidewalks** was ranked last, with only 45% (TOP4) being satisfied with the service.
- **Roads and Sidewalks, by-law, and transit services** all ranked relatively low.

Q9. Now we'd like to ask you about your satisfaction with some of these services. When answering, please use a number from 1 to 10, where 1 means not satisfied at all and 10 means extremely satisfied. You may also say you don't know. Thinking about all the services related to the City of Owen Sound, how satisfied are you with the following? / Q10. Now we'd like to ask about your satisfaction with some other services in Owen Sound. How satisfied are you with...

Framework: All Respondents, excluding "not applicable" and "don't know"

Sample size: Phone n = 401 / Online n = 908 (varies per category)

Gap Analysis



The services in the **Primary areas for improvement** have relatively lower satisfaction scores but are stronger drivers of satisfaction for the City’s overall level of service.

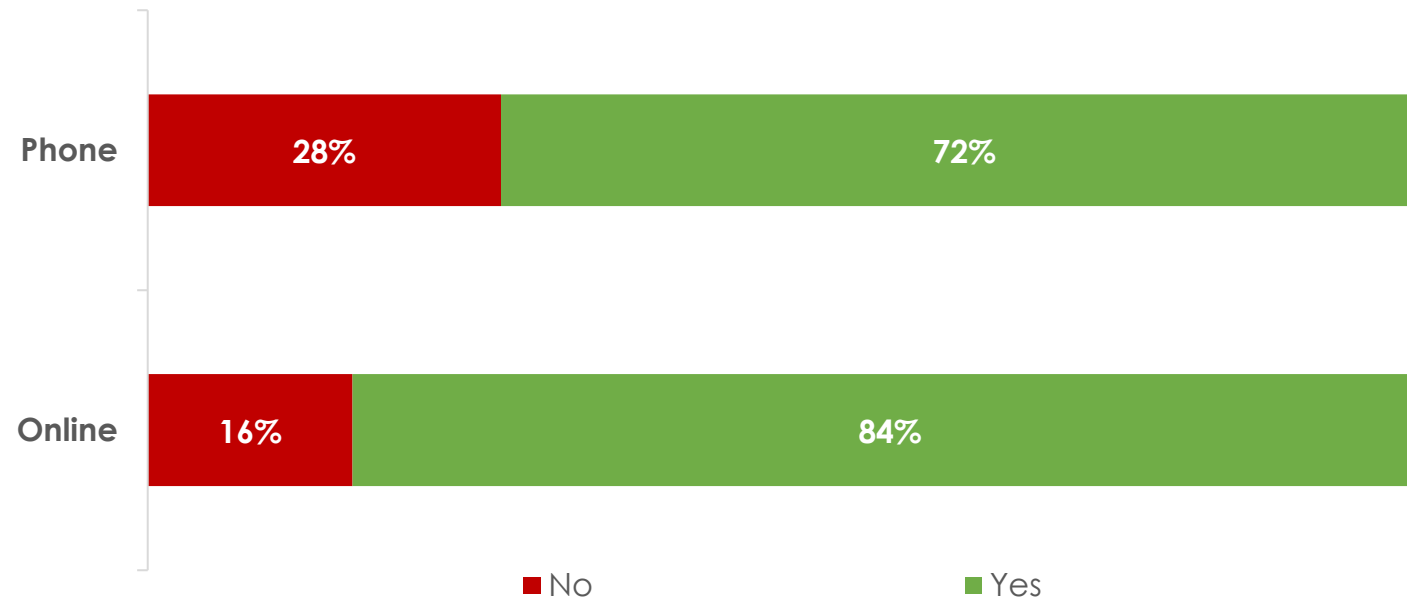
Based on their higher impact on overall satisfaction and lower individual scores for satisfaction, the major services to focus on for each service group are:

- **By-law** in Safe City
- **Winter maintenance-Sidewalks** in City that moves
- **Garbage and recycling collection** in Green city
- **Downtown revitalization** in City Building

Communication

Live Council Meetings Awareness

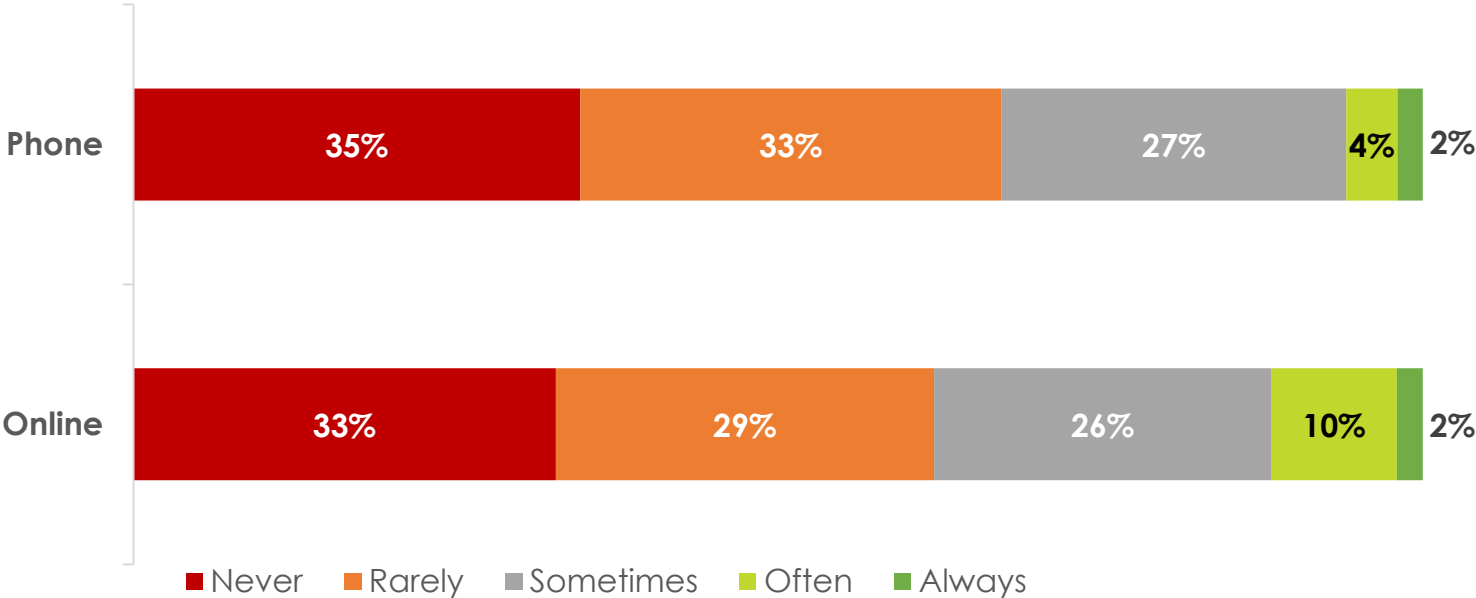
Around 7 in 10 (72%) are aware that they can watch live council meetings on Rogers cable or online



- Residents who are aware are more likely to:
 - Be aged 45-54 (81%) or 65+ (83%) than aged 25-34 (59%)
 - Have completed a University Bachelor's degree (82%) than be a high school graduate (66%)
 - Own a home (81%) than rent their home (59%)
 - Have an income of \$40K to \$60K (77%), \$60K to \$80K (79%), \$80K to \$100K (85%), and \$100K+ (72%) than earn less than \$20K (49%)

Live Council Meetings Frequency

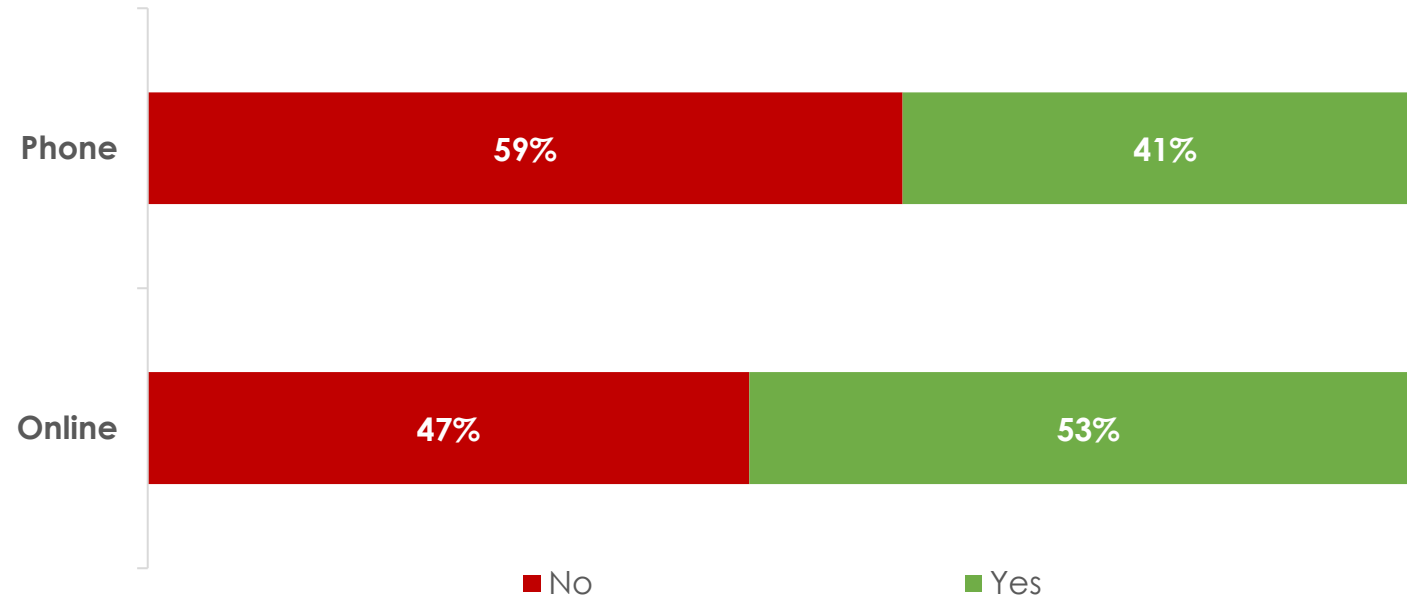
Of those who are aware of the live council meetings on Rogers cable or online, more than two thirds (68%) have never or rarely watched these meetings



- A third (33%) of residents rarely watch live council meetings, while a slightly smaller proportion (27%) watch them sometimes.
- Around one third (35%) of residents have never watched a live council meeting on Rogers cable or online.

City Staff Interaction

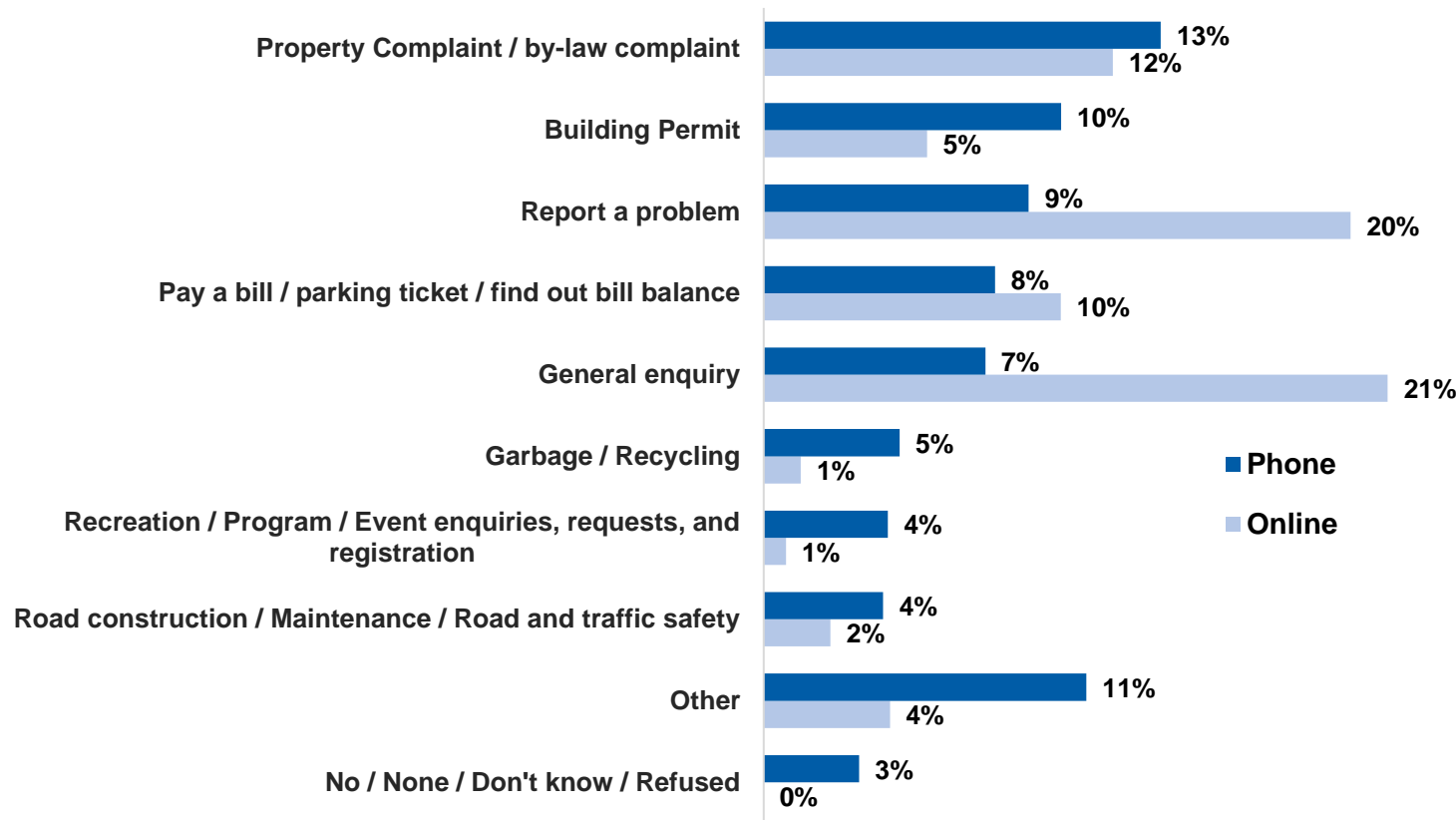
Around 2 in 5 (41%) have interacted with or contacted City of Owen Sound staff in the past 12 months



- Residents who have contacted the City are more likely to:
 - Be aged 35-44 (55%) or 45-54 (59%) than be aged 65+ (36%)
 - Have a College diploma (45%) or a University Bachelor's degree (51%) than be a high school graduate (28%)
 - Own their home (47%) than rent their home (32%)
 - Have an income of more than \$100K (57%) than have an income of less than \$20K (36%) or \$20K to \$40K (32%)

City Staff Interaction Main Reason

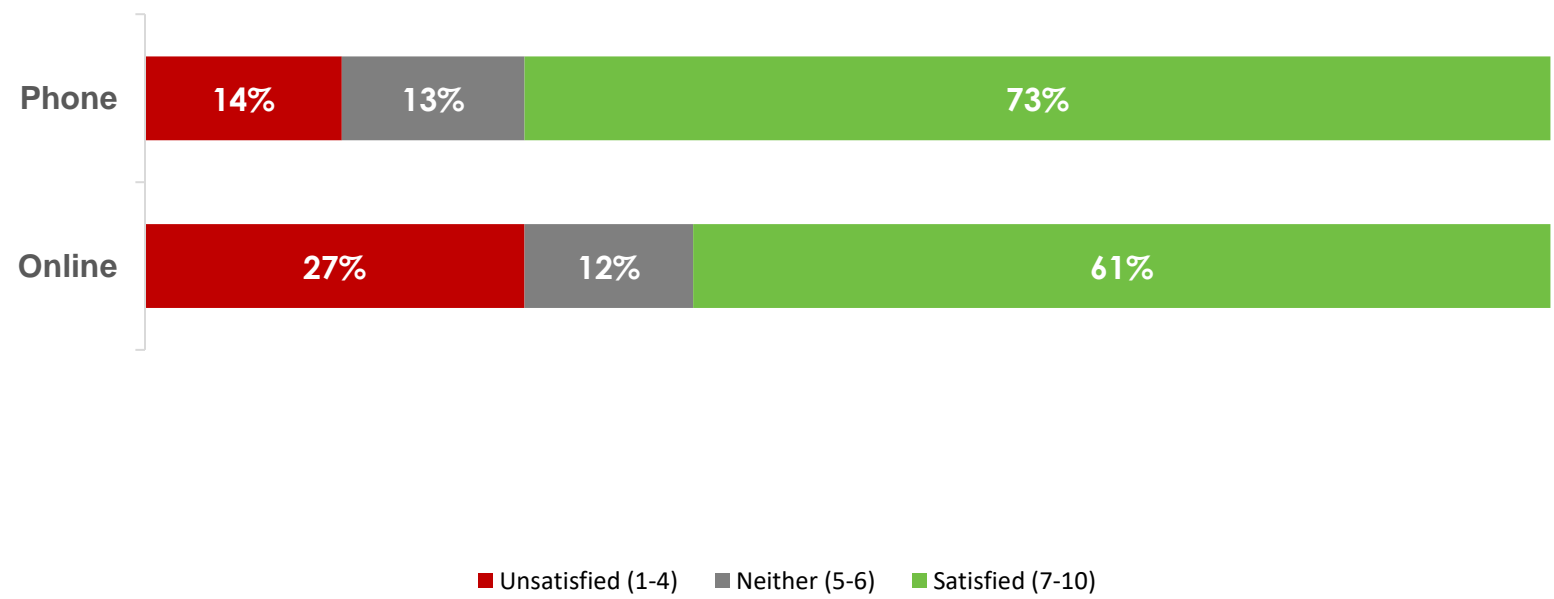
Residents most commonly contacted the City to make a property/by-law complaint (13%), inquire about building permits (10%), or report a problem (9%)



- The top reasons residents contacted the City were:
 - Making a property/by-law complaint (13%)
 - Inquiring about building permit (10%)
 - Reporting a problem (9%)
 - Paying a bill/ticket (8%), and
 - General enquiries (7%)
- Residents who contacted the City to make a property or by-law complaint are more likely to be aged 65+ (26%) than be aged 45-54 (7%).

City Staff Interaction Satisfaction

Three quarters (TOP4: 73%) are satisfied with the quality of their most recent interaction with a City staff

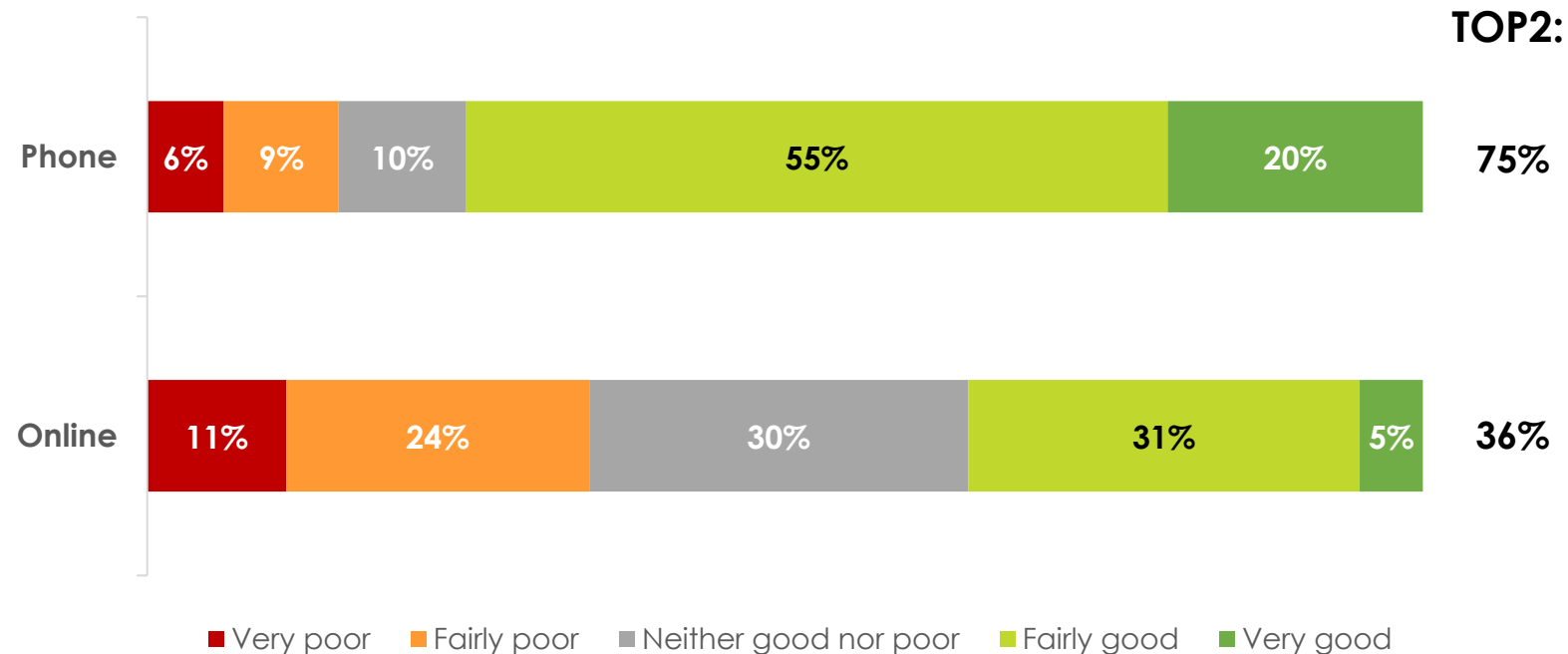


- Of residents who have interacted with or contacted City staff, majority (73%) stated they were satisfied with the quality of the service delivery.

Spending and Taxation

Value for Tax Dollars

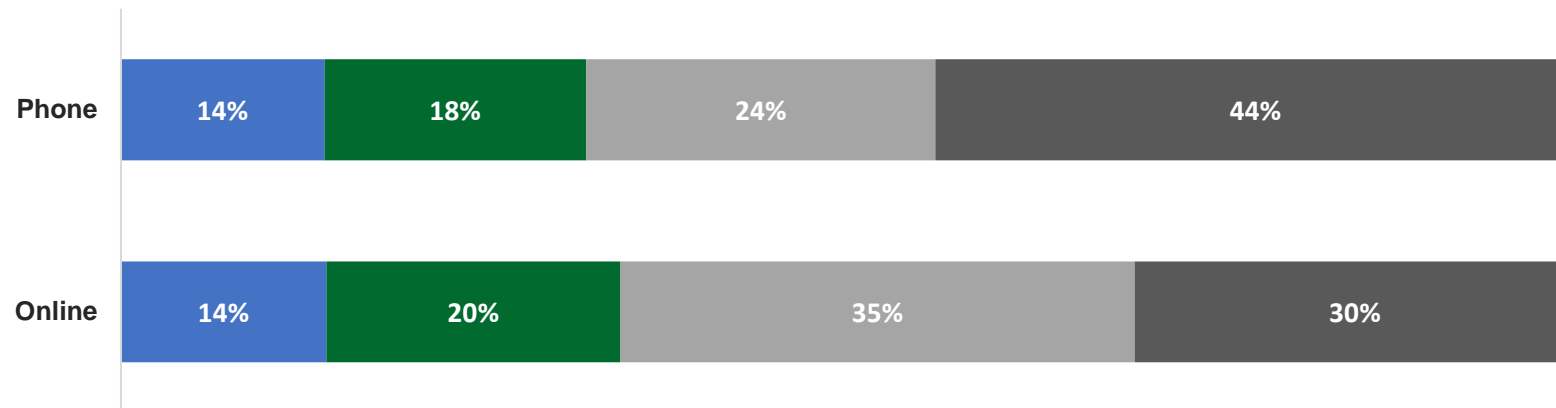
Three quarters (TOP2: 75%) said they received good value of city programs and services for their tax dollars



- Residents who said they receive good value of services for their tax dollars are more likely to:
 - Be aged 55-64 (TOP2: 83%) and 65+ (TOP2: 84%) than those aged 35-44 (TOP2: 59%)
 - Have an income of less than \$20K (TOP2: 91%) than those who have an income higher than \$40K (TOP2: ranging from 66% to 80%)

Balancing Cost and Taxes

In order for the City to balance cost of services with taxation, residents prefer to maintain taxes or reduce services and programs (44%)

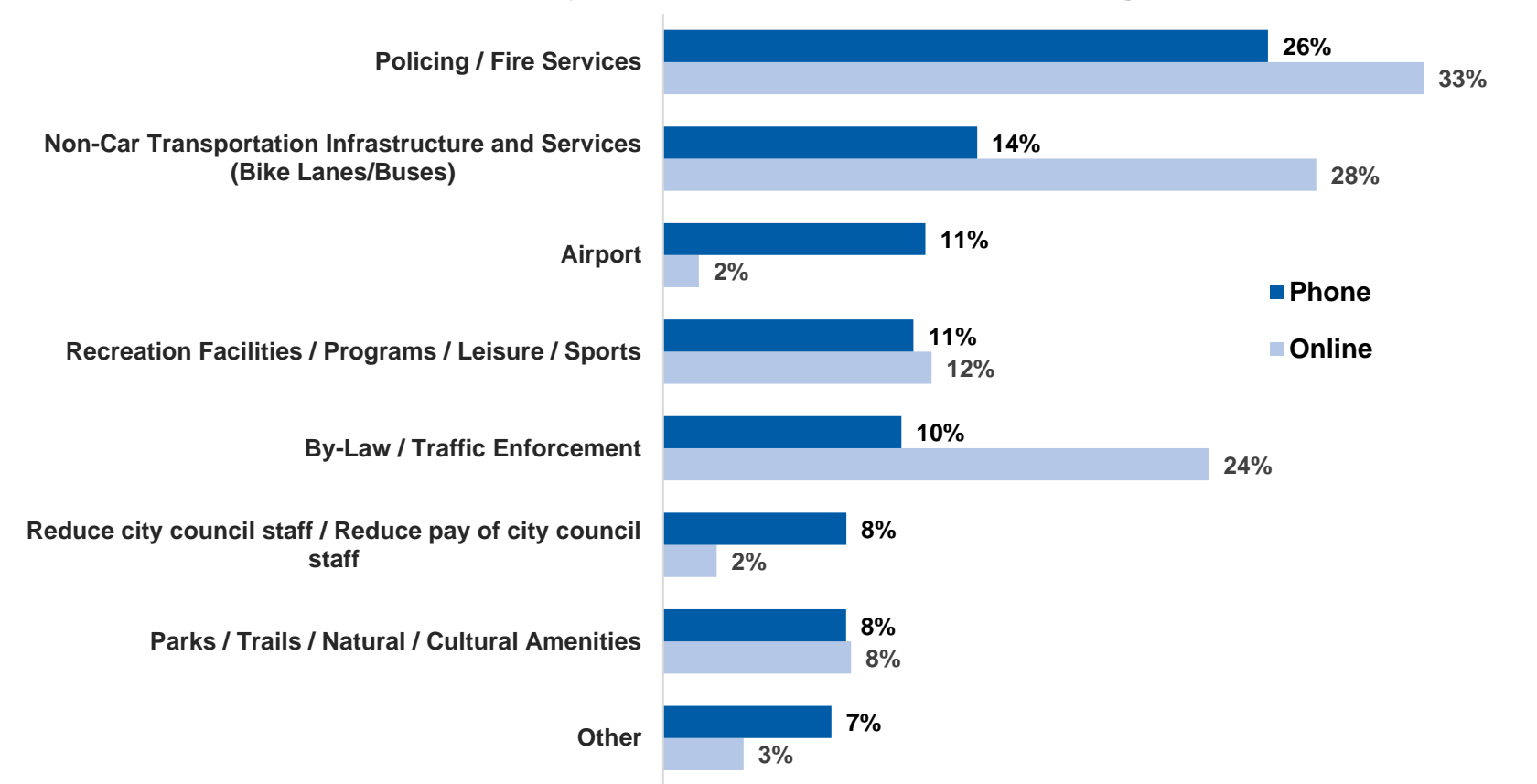


- Increase taxes to expand/improve capital projects
- Increase taxes to expand/improve services and programs
- Increase user fees to expand/improve services and programs, while maintaining taxes
- Maintain taxes for services and programs or reduce services and programs

- Residents who prefer to maintain taxes or reduce services and programs are more likely to:
 - Be aged 65+ (56%) than be aged 35-44 (35%) and 45-54 (33%)
 - Have a college diploma (47%) than have a University Bachelor's degree (31%)
 - Have an income of \$40K to \$60K (56%) than have an income of \$40K to \$100K (changing from 29%) to 39%)

Reducing Services

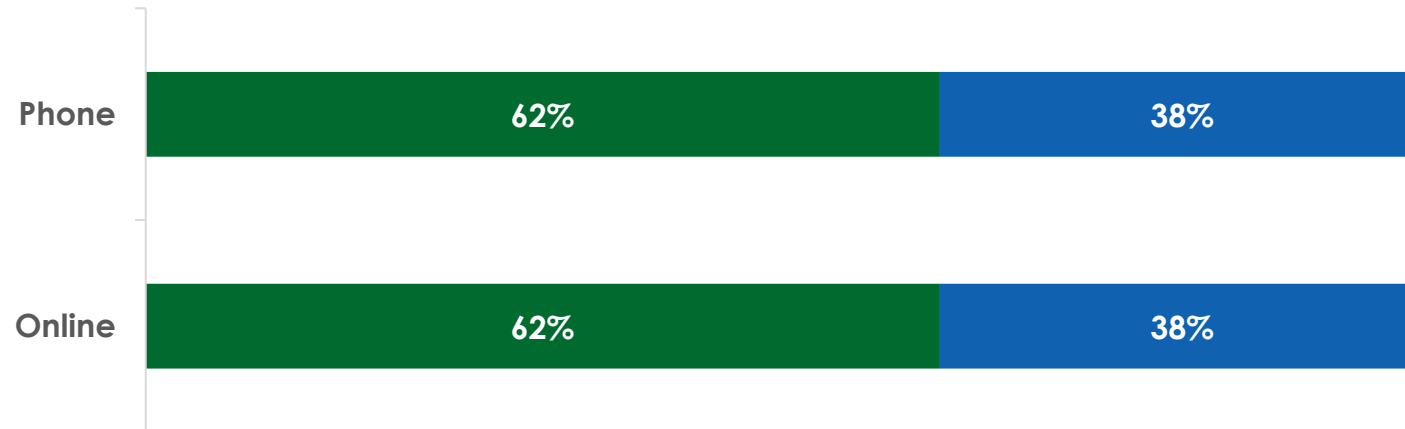
Of those who provided an opinion on which services they would reduce in order to maintain taxes, the plurality (26%) said to reduce policing and fire services



- Residents who selected they would want to maintain taxes or reduce services were asked which service(s) they would reduce.
- The most mentioned services was policing/fire services (26%) followed by non-car transportation and services (14%).

Tax Revenue vs User Fees

Most (62%) believe that services and program should be paid through property tax revenue instead of user fees



■ Municipal services and programs should be available for everyone through property tax revenues

■ Those who use municipal programs and services should pay for them through user fees

- Residents who believe services and programs should be paid through taxes are more likely to:
 - Be aged 25-54 (25-34, 73%; 35-44, 71%; 45-54, 71%) than 65+ (54%)
 - Have an income of \$20K to \$40K (80%) than have an income of \$40K to \$80K (\$40K-\$60K, 60%; \$60K-\$80K, 55%) or \$100K and more (56%)
- In contrast, those who believe services and programs should be paid through user fees are more likely to:
 - Be aged 55+ (55-64, 45%; 65+, 46%) than 25-34 (27%) or 45-54 (29%)
 - Have an income of \$40K to \$80K (\$40K-\$60K, 40%; \$60K-\$80K, 45%) or \$100K+ (44%) than have an income of \$20K to \$40K (20%)

Summary of Findings

Improvement in overall service satisfaction

- The services in the primary and secondary areas for improvement from the Gap Analysis are the areas where further focus may contribute to an improvement in overall service satisfaction scores.
 - **Winter maintenance of sidewalks, downtown revitalization, parking, and by-law** are all primary areas for improvement. Making a property or by-law complaint was also the most common reason respondents contacted the City in the past 12 months. Reviewing the specifics of these complaints and creating solutions accordingly will help boost overall satisfaction in the long-run.
- The services in “the secondary areas to maintain” category, such as fire and police services, are the ones with higher satisfaction but lower impact on overall satisfaction scores. Moreover, when residents are asked which service they would prefer to reduce to maintain taxes, the plurality spontaneously mentioned fire and police services. In the long-run, revising the budget allocation by increasing the share of resources for services in the primary and secondary areas for improvement will help increase overall satisfaction levels.

Lastly, monitoring and maintaining services that yield high satisfaction scores and have high impacts on overall satisfaction, such as **garbage and recycling collection, library services, drinking water, and parks and trails**, will continue to drive overall positive satisfaction scores.