



DISCOVERY RESEARCH



2026 Esquimalt Community Survey

Detailed Report on Findings

Prepared for: *Township of Esquimalt*

Prepared by: *Discovery Research*

Date: *March 2026*

Executive Summary

In February 2026, a community survey was mailed to 1,600 randomly selected Esquimalt Residents. Residents were asked to rate their satisfaction with the services provided by the Township of Esquimalt. **376** surveys were completed, giving a response rate of **23.5%**.

Quality of life in Esquimalt is very good

Ninety-six percent of respondents believe that the overall quality of life in Esquimalt is good or very good. Ninety-seven percent believe Esquimalt is a good place to raise children and **89%** felt Esquimalt is a good place to retire.

Traffic is the most important issue facing Esquimalt

Nineteen percent say the most important issue facing Esquimalt is the traffic, transportation and parking and **12%** felt the most important issue is housing affordability.

Traffic is the most important environmental issue facing Esquimalt

Eleven percent of respondents said that *traffic, idling and vehicle emissions* were the most important environmental concerns facing Esquimalt, and **8%** believe the most important environmental issue is *development, density and land use*.

Enjoyed the most about living in Esquimalt – Close to Nature

Forty-five percent enjoy *nature, parks and the waterfront* the most about living in Esquimalt.

Majority satisfied with Esquimalt services and programs

The vast majority (**93%**) are satisfied with the services and program provided by the Township of Esquimalt.

Township staff providing excellent service

Township employees are courteous (**92%**), accessible (**90%**) and knowledgeable (**88%**).

Most agree they receive good value for taxes paid

Seventy-seven percent agree that they receive good value for the municipal taxes paid.

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Introduction

In February of 2026, the Township of Esquimalt conducted a comprehensive mail survey with a random sample of Esquimalt Residents. Residents were asked to rate their level of satisfaction with a variety of Township services and programs. The survey is an important step in the process to include input from Residents when the Township is making operational, service and budget decisions for the upcoming years.

Discovery Research, an independent consulting firm, was retained to conduct the 2026 Esquimalt Community Survey. The survey was designed so that Residents' opinions could be easily summarized and prioritized.

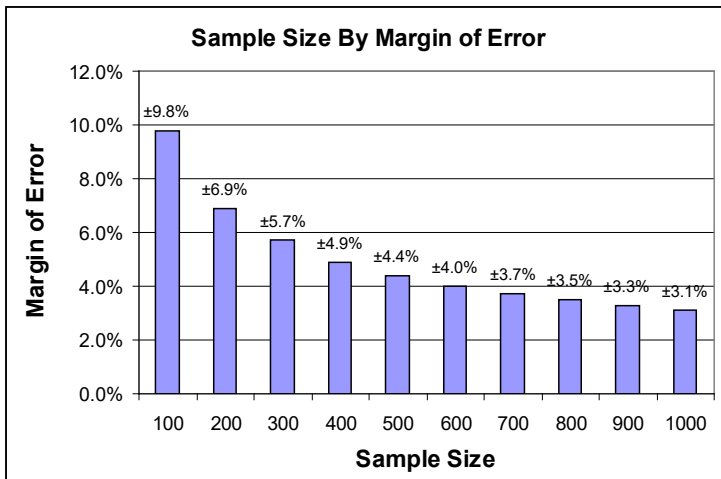
Objectives

The 2026 Community Survey has the following objectives:

- **Measure Residents' satisfaction levels with the various Township services.**
- **Determine the public's views as to the types of changes needed in Township services.**
- **Identify areas for improvement.**
- **Summarize the public's views as to the priority of future operational or infrastructure improvements.**

Methodology

A random sample of 1,600 Esquimalt Residents were mailed a survey in February 2026. The random sample was generated such that each residence in Esquimalt had an equal opportunity of being selected for the research. Included in the mailing was a cover letter with the survey QR code, allowing respondents to complete an equivalent online version of the survey. We received **376** surveys back, giving a response rate of **23.5%**.



This bar graph displays the margin of error associated with various sample sizes.

Statistics generated from a sample size of **376** will be accurate within $\pm 5.0\%$, at the 95% confidence interval (19 times out of 20).

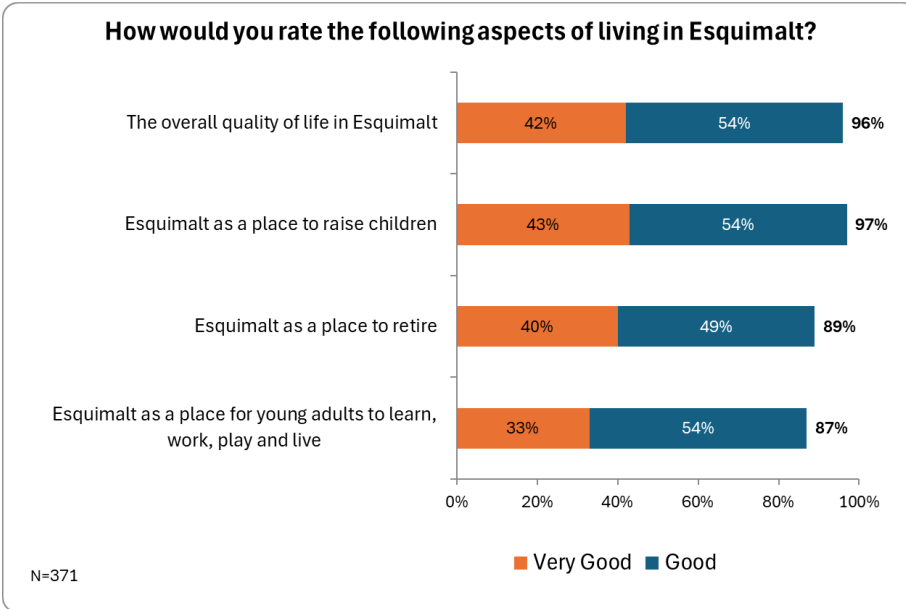
Weighting

Esquimalt’s actual population distribution by age was taken from the 2021 Canadian census results. The sample statistics have been weighted to match the age distribution of the entire population of Esquimalt.

Age	Population from 2021 Census	Unweighted Sample	Weighted Sample
18-44	44%	27%	44%
45-64	32%	35%	32%
65+	24%	38%	24%

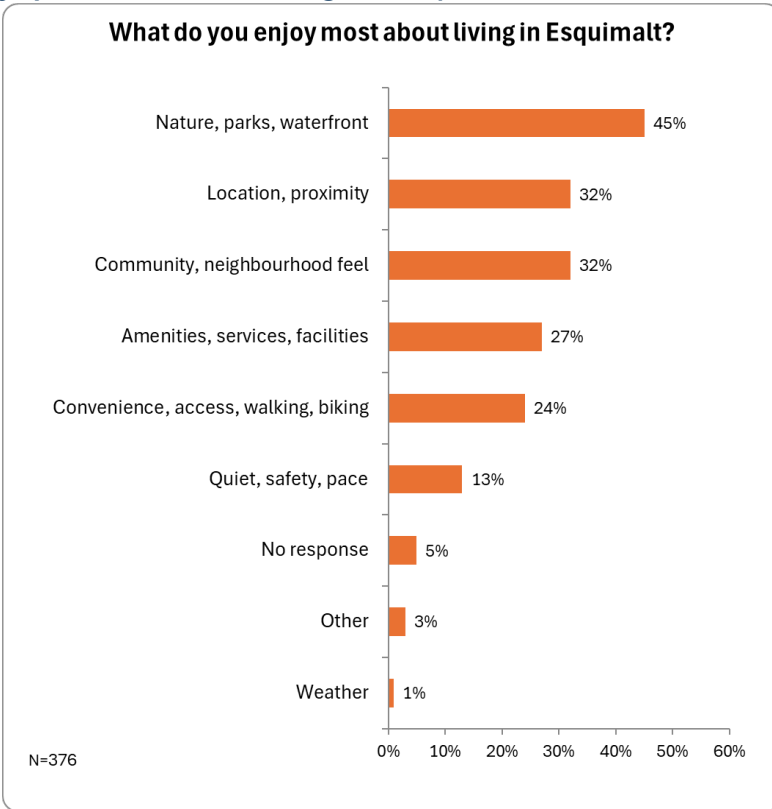
Section 1 – Overall Quality of Life

Q1. Aspects of living in Esquimalt



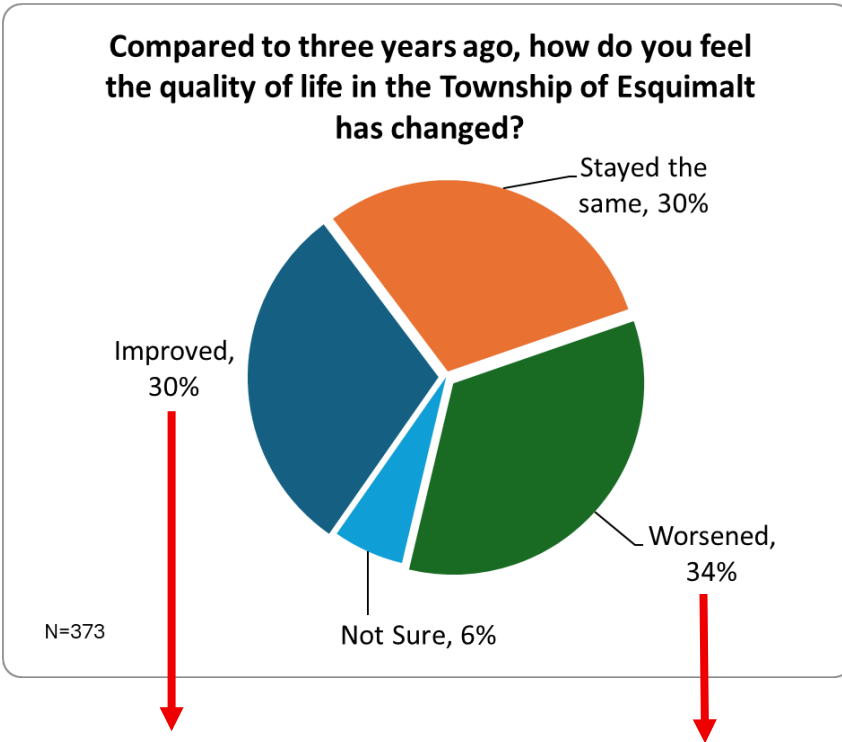
The overall quality of life in Esquimalt was rated at **96%**. Ninety-seven percent of respondents say *Esquimalt is a good or very good place to raise their children.*

Q2. Enjoy most about living in Esquimalt



Nature, parks and the waterfront are enjoyed the most about living in Esquimalt (45%), and 32% enjoy Esquimalt's location and proximity the most.

Q3. Changes in Quality of Life



Thirty percent feel the quality of life in Esquimalt has *stayed the same*, **30%** believe it has *improved* and **34%** believe that the quality of life has *worsened*.

Why do you feel the quality of life in Esquimalt has IMPROVED compared to 3 years ago?

Services, amenities, businesses	41%
Development, housing, growth	38%
Transportation, accessibility	31%
Infrastructure, facilities, civic improvements	20%
Community, vibrancy, social life	12%
Safety, cleanliness, calm	5%
Parks, recreation, public realm	3%
Other	3%
No response	2%
Base	111

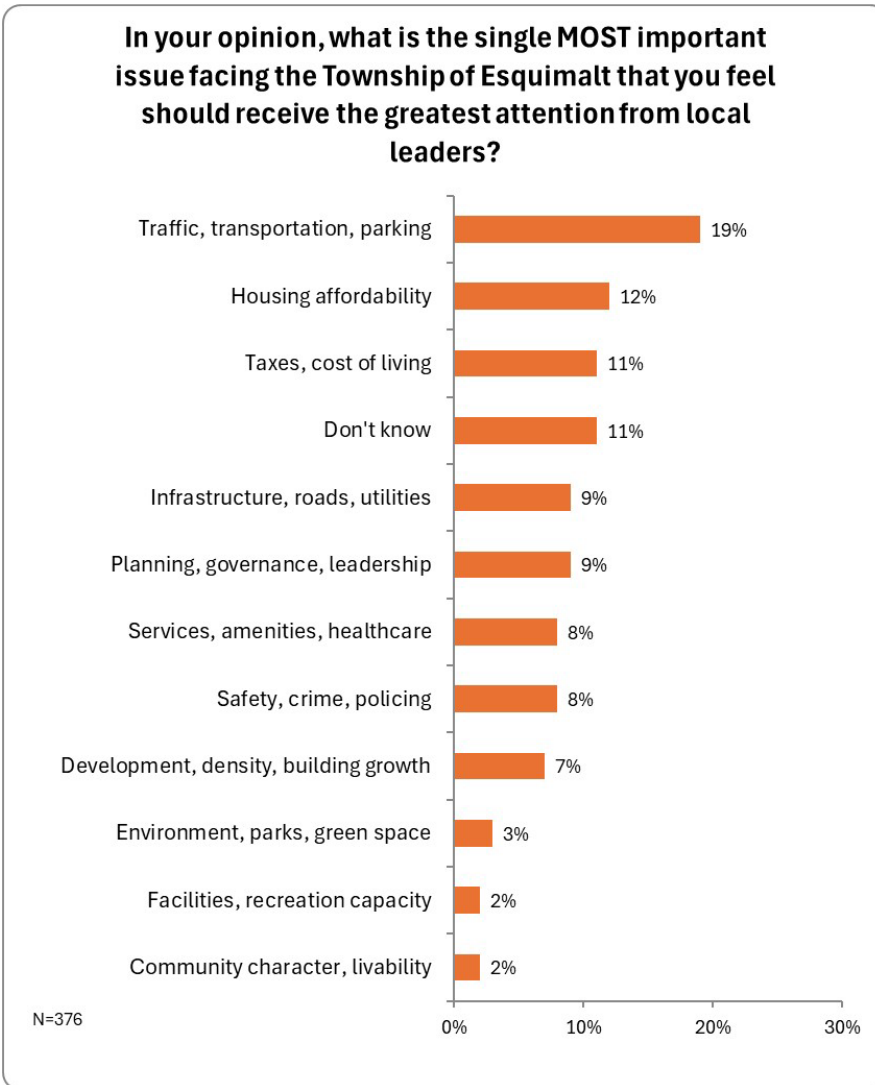
Of the 111 who felt the quality of life has improved, **41%** attribute this to services, *amenities and businesses*, **38%** say that *development, housing and growth* has improved and **31%** say *transportation and accessibility* has improved compared to three years ago.

Why do you feel the quality of life in Esquimalt has WORSENERD compared to 3 years ago?

Transportation, traffic, accessibility	64%
Development, housing, growth	34%
Affordability, taxes, cost of living	17%
Planning, infrastructure, governance	15%
Safety, disorder, noise	16%
Services, amenities, resources	13%
Community, neighbourhood character	10%
Environment, parks, public spaces	5%
No response	1%
Base	126

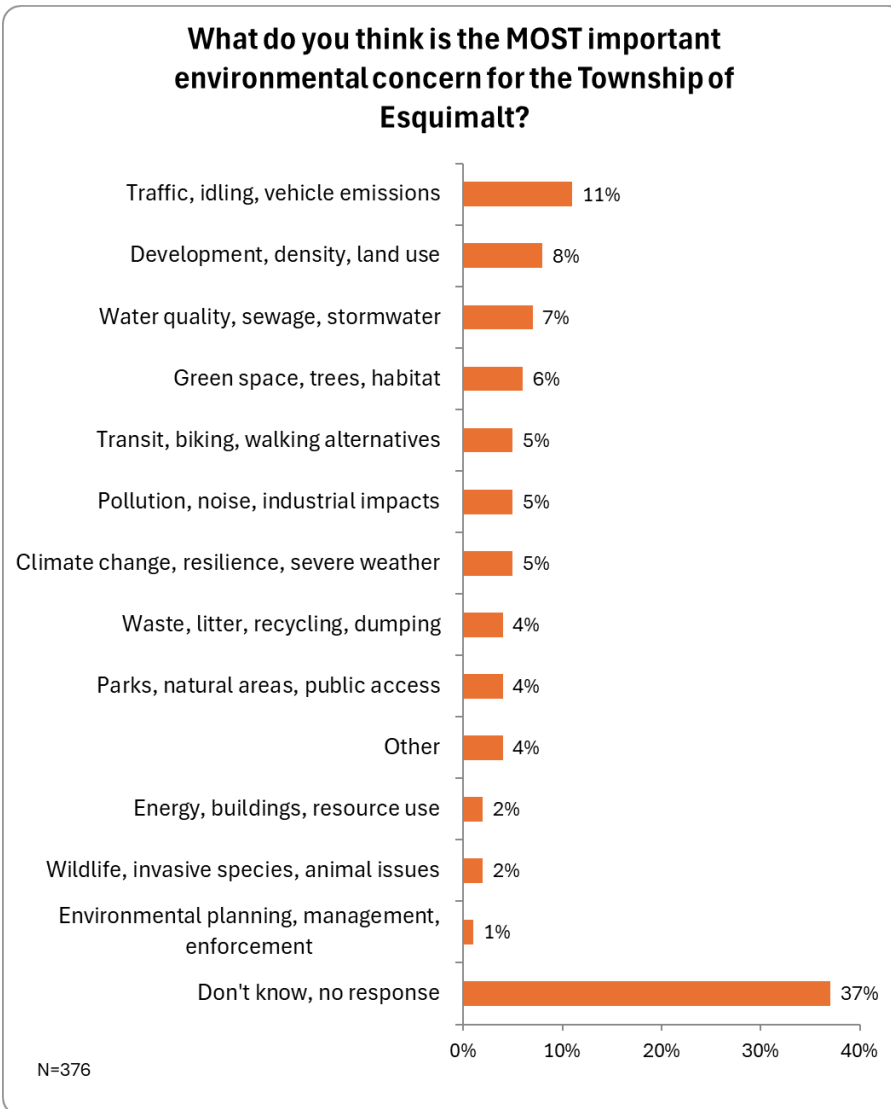
Of the 126 respondents who say the quality of life has worsened, **64%** say it's due to transportation, *traffic, accessibility*, and **34%** attribute the worsening to *development, housing and growth*.

Q4. Most important issue facing Esquimalt



Nineteen percent felt the most important issue facing Esquimalt is *traffic, transportation and parking*. Twelve percent would like attention from local leaders focused on *housing affordability* and **11%** said *taxes and the cost of living* is the most important issue.

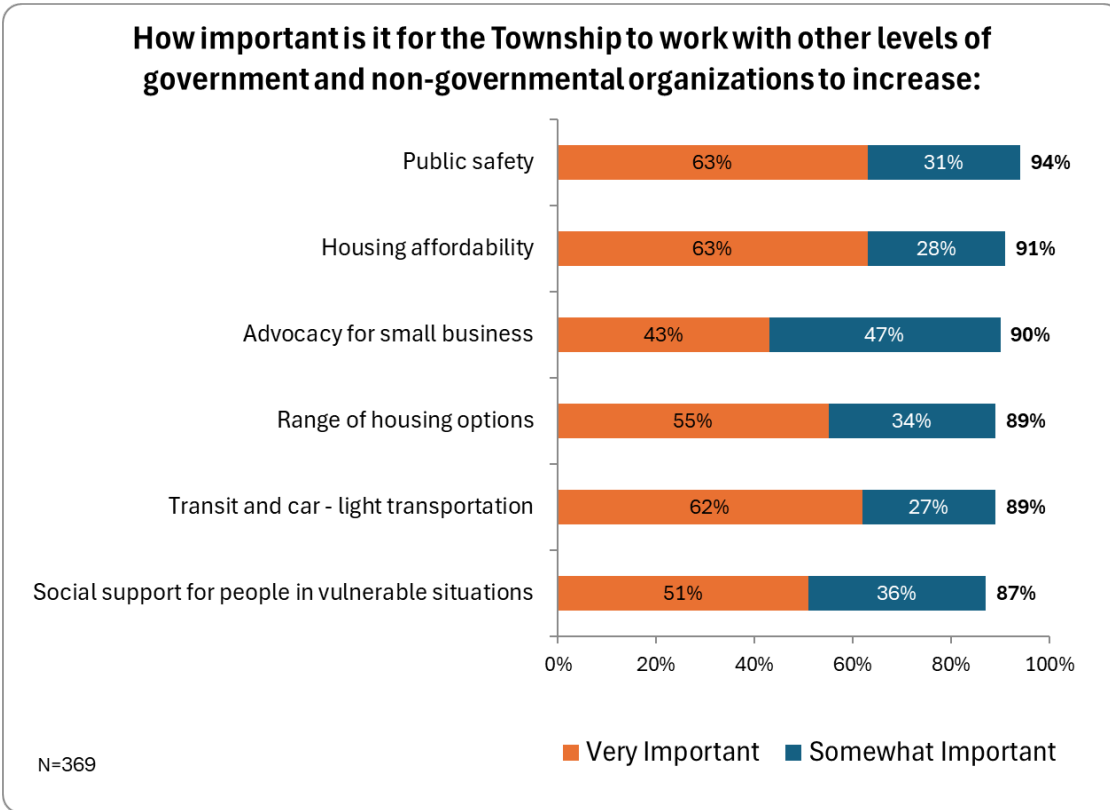
Q5. Most important environmental concern for Esquimalt



Eleven percent of respondents said that *traffic, idling and vehicle emissions* are the most important environmental concerns, while **8%** believe that it's *the development, density and land use*.

Thirty-seven percent said they either *don't know or didn't provide a response*.

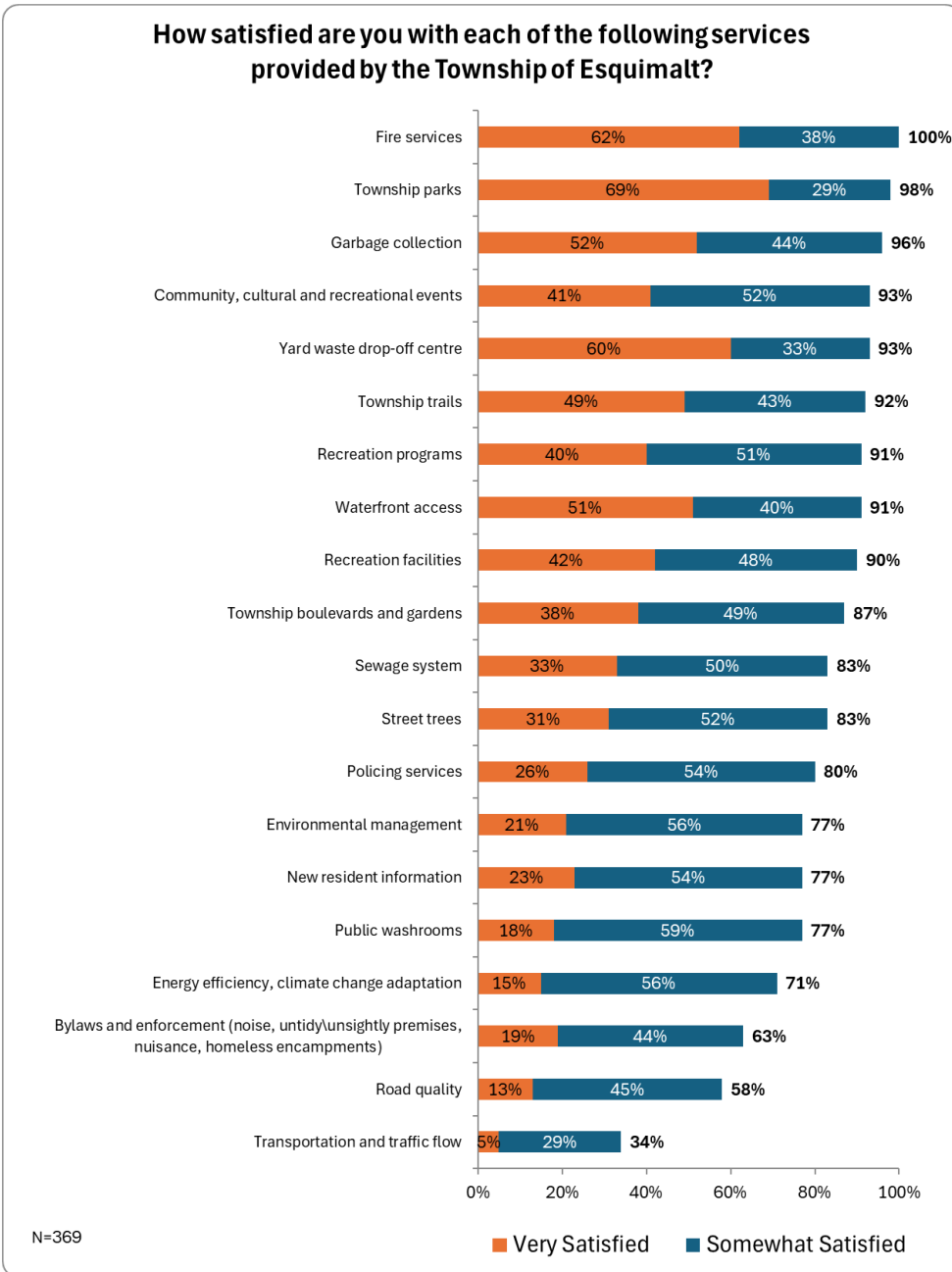
Q6. Importance of the Township working with other levels of government



Ninety-four percent feel it is important for the Township to work with other levels of government to *increase public safety*, increase *housing affordability* (**91%**) and increase advocacy for small business (**90%**).

Section 2 – Township Services & Programs

Q7. Satisfaction with services being provided by Esquimalt

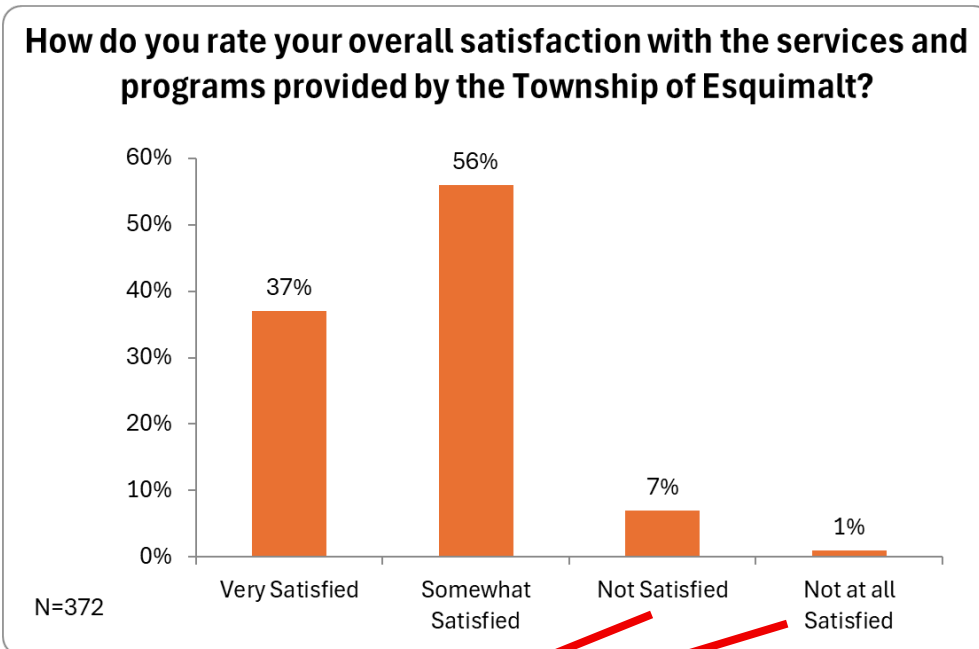


One hundred percent of respondents are satisfied with *fire services* in Esquimalt.

Ninety-eight percent are satisfied with the *townships parks* and **96%** are satisfied with *garbage collection*.

Only **34%** of respondents were satisfied with *transportation and traffic flow*.

Q8. Overall satisfaction with services and programs



Ninety-three percent were satisfied with the services and programs provided by the Township.

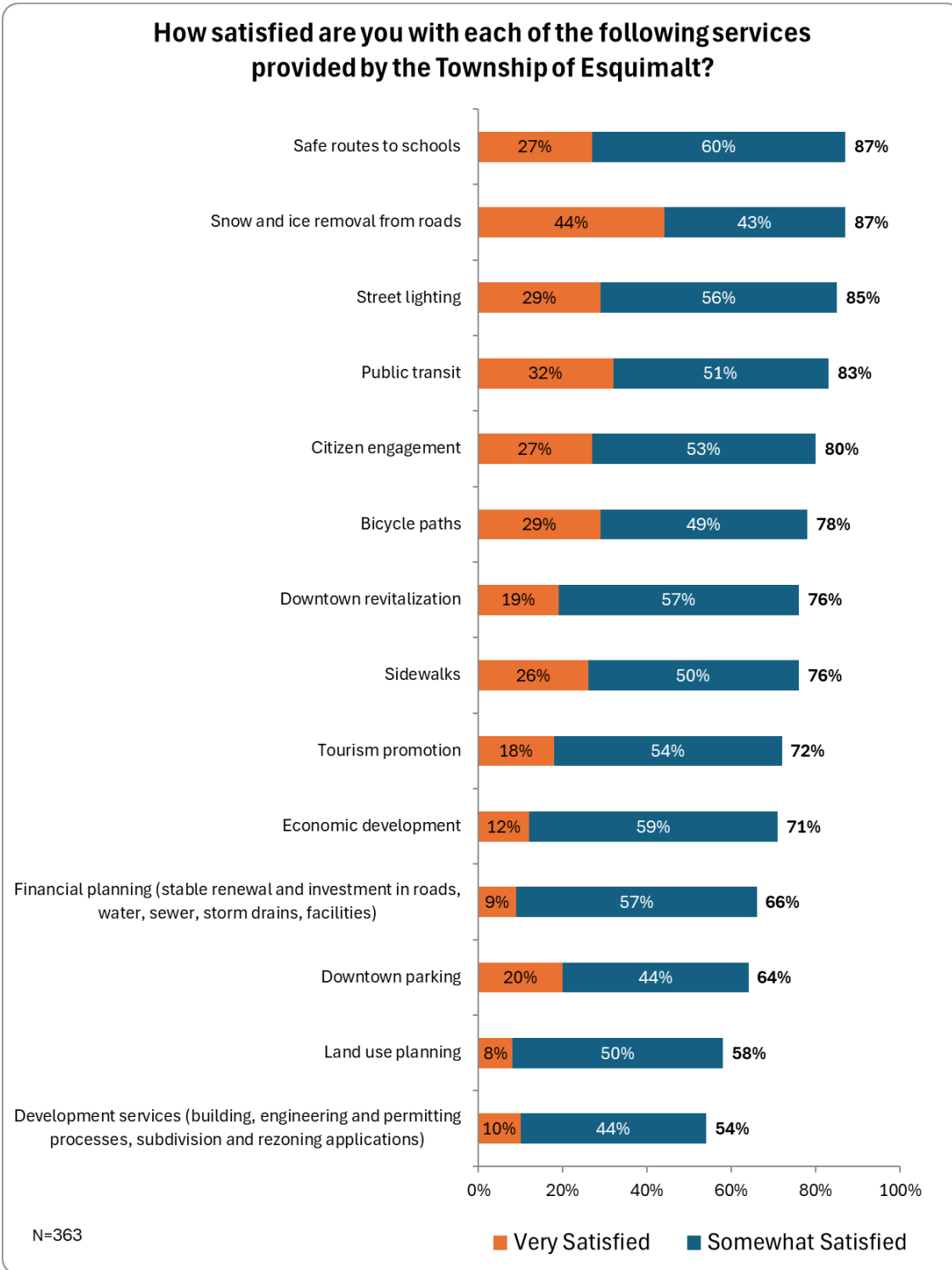
Eight percent stated they are *not satisfied* with the services and programs provided by the township.

Why are you not satisfied with the services and programs provided by the Township of Esquimalt?

Service response, communication, follow-through	20%
Programs access, availability, capacity	16%
Programs cost, affordability, value	12%
Growth, development, zoning, housing	11%
Bylaw enforcement, inspections, complaints	11%
Don't know, no response	11%
Other	9%
Public works, maintenance, infrastructure	6%
Traffic, roads, transportation, parking	4%
Seniors, accessibility, inclusion	2%
Base	28

Of the 28 respondents who were not satisfied, **20%** of them attribute this to *service response, communication and follow-through* and **16%** were not satisfied because of *programs access, availability and capacity*.

Q9. Satisfaction with services provided by Esquimalt

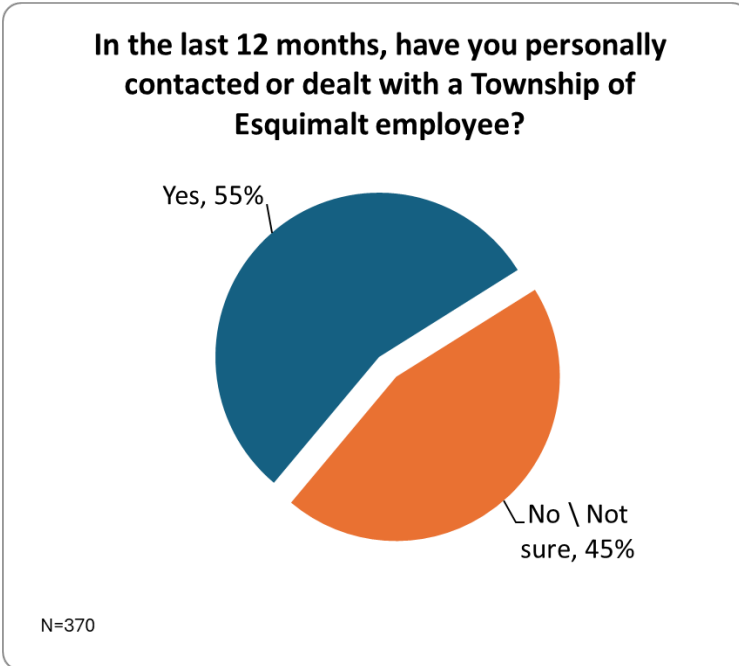


Eighty-seven percent were satisfied or very satisfied with the *safe routes to schools*, **87%** were satisfied with *snow and ice removal from the roads* and **85%** are satisfied with the *street lighting*.

Only **54%** percent were satisfied with *development services (building, engineering and permitting processes, subdivision and rezoning applications)*.

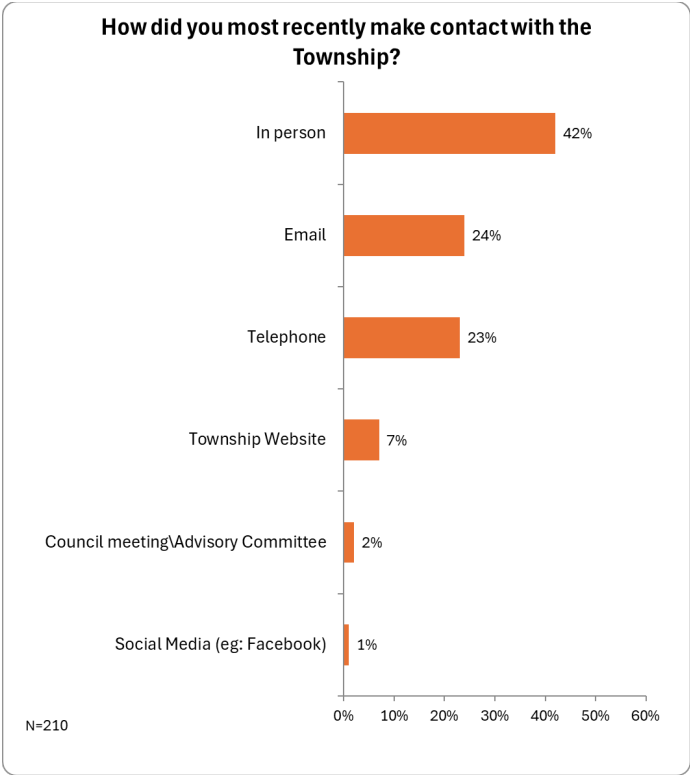
Section 3 – Services Provided by Township Employees

Q10. Contact with Esquimalt employees



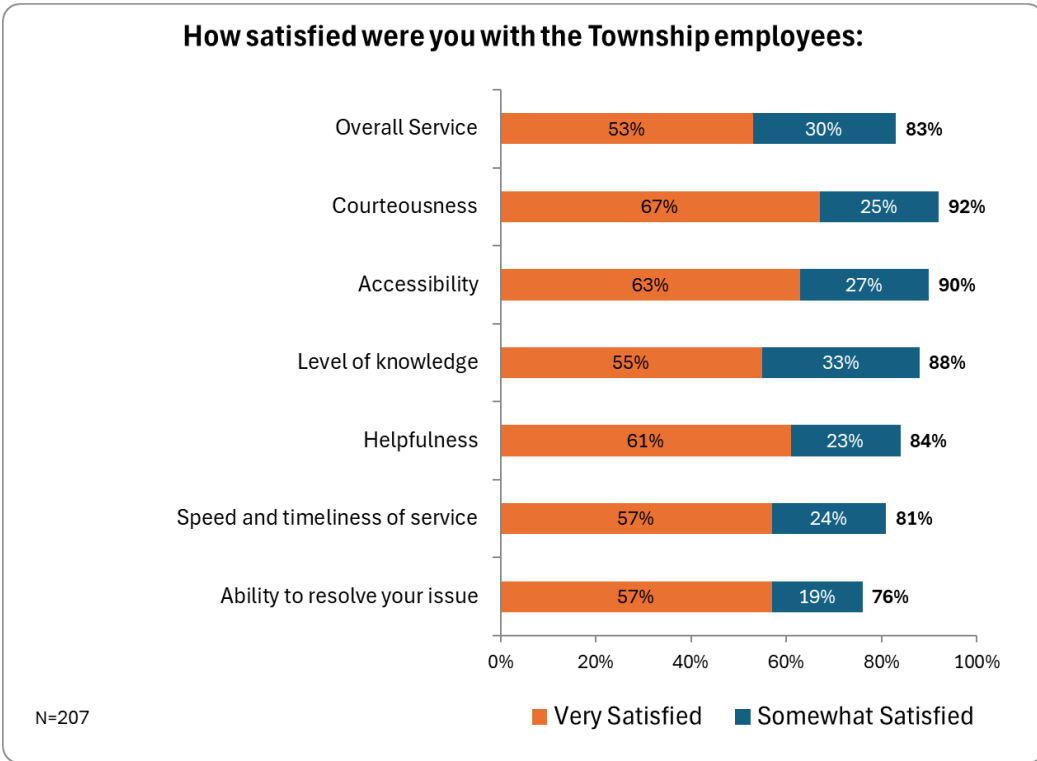
More than half the respondents (**55%**) have *personally contacted township employees in the last 12 months.*

Q11. How Did You Contact the Township?



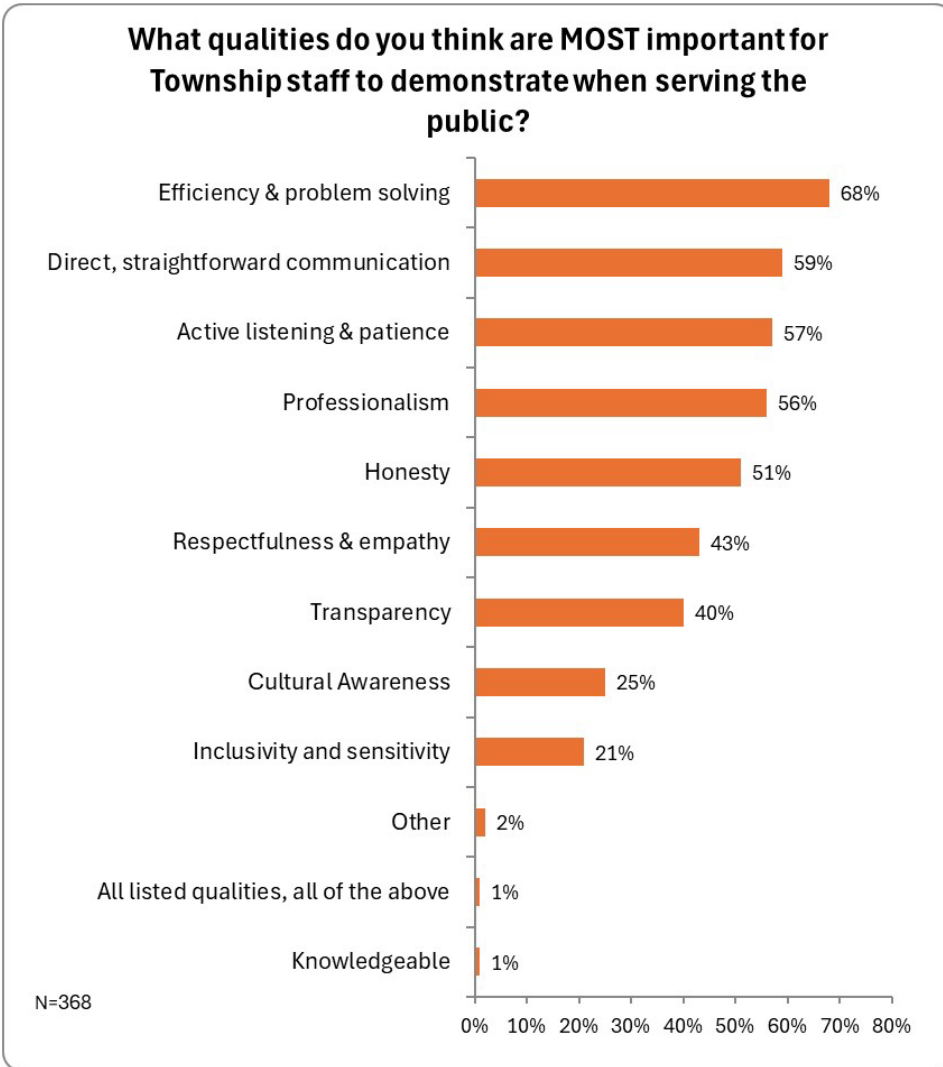
Among people who had contacted Township employees in the past 12 months, **42%** made contact *in person*, **24%** by *email* and **23%** by *phone*.

Q12. Satisfaction with Township Employees



Ninety-two percent were satisfied with Township employees *courteousness*, and **90%** were satisfied with the *accessibility*.

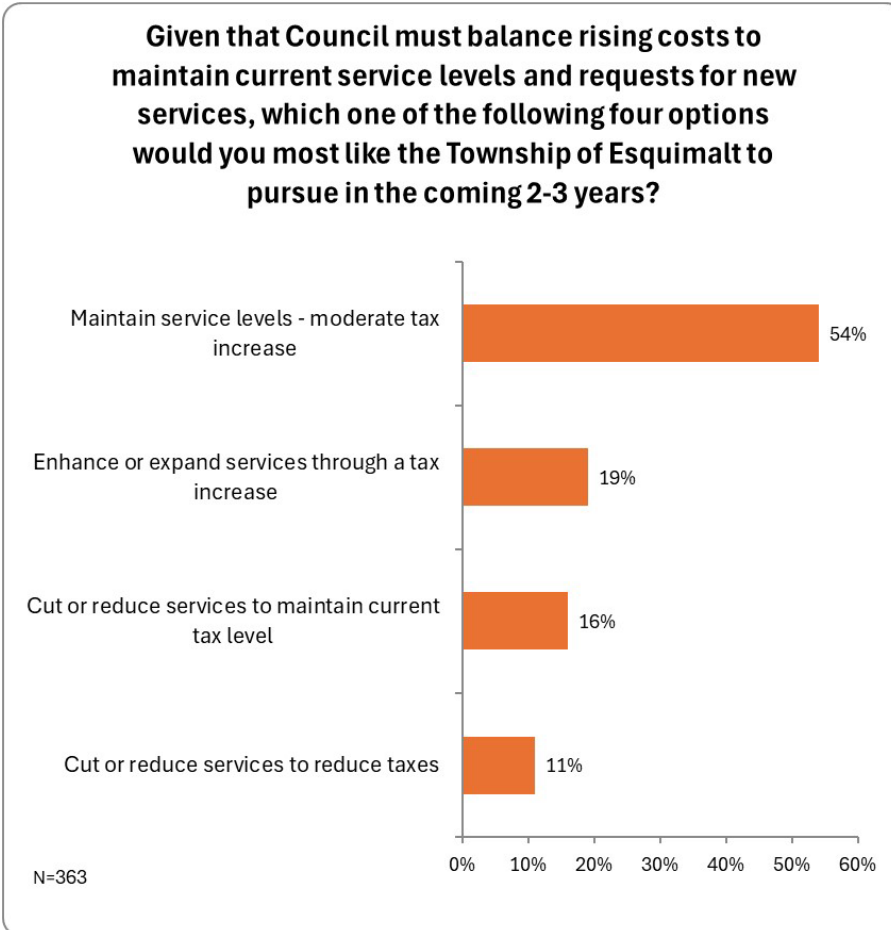
Q13. Most Important Qualities for Township Staff



Sixty-eight percent of respondents believe it's important for township staff to demonstrate *efficiency & problem solving*, **59%** feel it is important for township staff to demonstrate *direct, straightforward communication*, and **57%** said staff need to demonstrate *active listening and patience*.

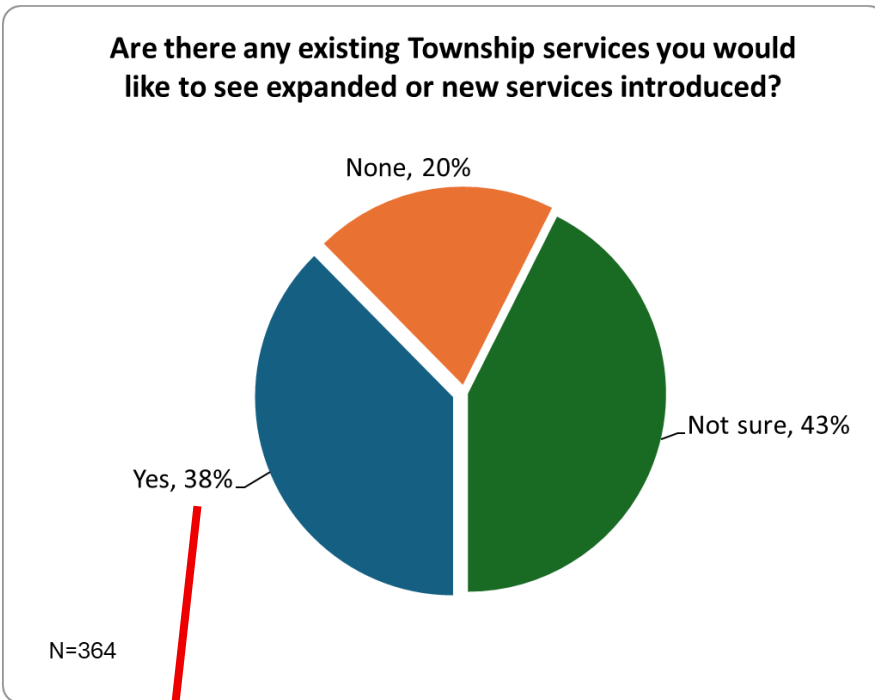
Section 4 – Service Priorities

Q14. New Services to Pursue



Fifty-four percent would like to *maintain current service levels with a moderate tax increase*, **19%** would like to *enhance or expand services through a tax increase* and **16%** would prefer to *cut or reduce services to maintain the current tax level*.

Q15. Services to Expand or Introduce



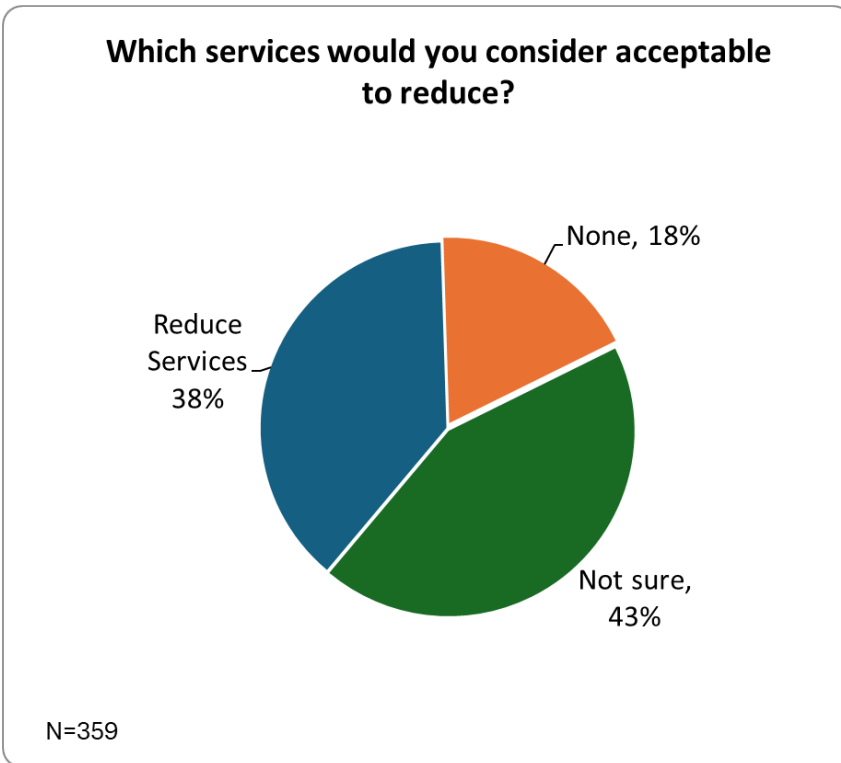
Thirty-eight percent of respondents would like to see *services expanded or new services introduced*.

Please specify the Township services you would like to see expanded or new services introduced?

Recreation	35%
Public transit and active transportation	17%
Transportation and sidewalks	16%
Bylaw and policing, enforcement and safety	12%
Community amenities, events, civic life, local services	12%
Utilities, Water and sewer infrastructure	9%
Waste, recycling, yard waste, disposal	9%
Health, childcare, seniors, youth, social supports	6%
Housing, development, planning, permits, growth	5%
Other	4%
Communication, consultation, customer service	1%
Base	136

Of the 136 respondents who would like to see services expanded or introduced, **35%** want the spending to go *towards recreation*, **17%** said it should be for *public transit and active transportation* and **1%** said *communication, consultation and customer service*.

Q16. Services to Reduce



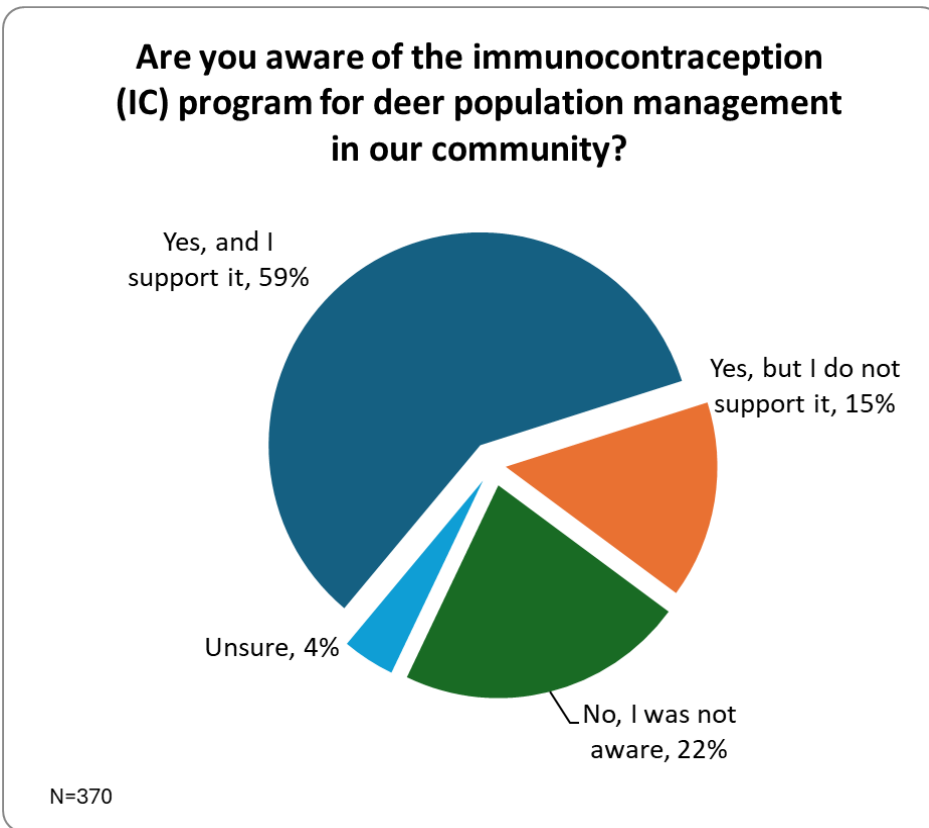
Thirty-eight percent of respondents would like to *reduce services* and **43%** are *not sure*.

Please specify Township services acceptable to reduce:

Not sure	43%
None	18%
Bike lanes and traffic calming	12%
Police and enforcement	6%
Administration and staffing	5%
Roads and parking	4%
Culture and special initiatives	3%
Parks and beautification	2%
Other	2%
Shared services and amalgamation	1%
Development and housing	1%
Waste and local services	1%
Recreation and sports	1%
Deer management	0%
Base	359

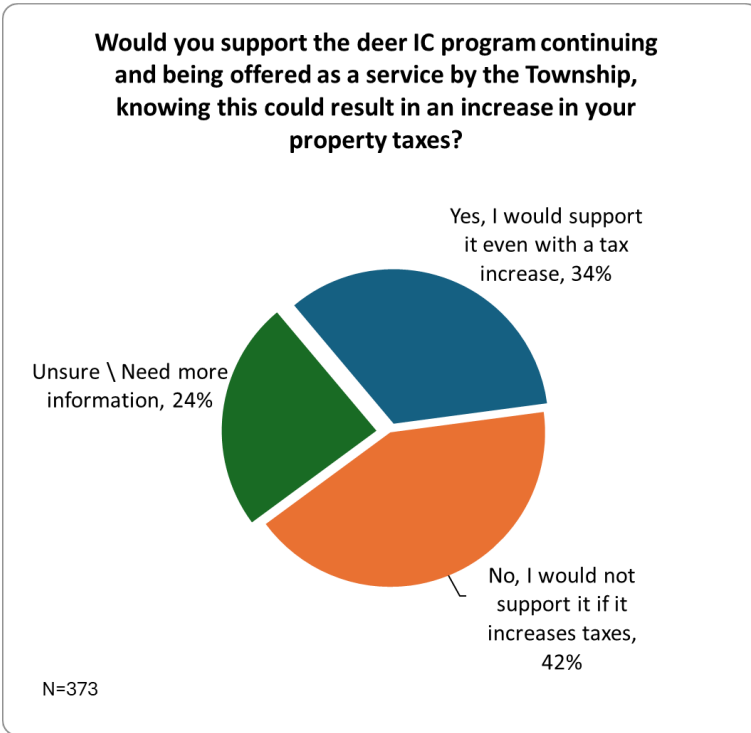
Twelve percent indicated it would be acceptable if the Township reduced *bike lanes and traffic calming* and **6%** said it was acceptable to reduce *Police and enforcement*.

Q17. Immunocontraception Program for Deer



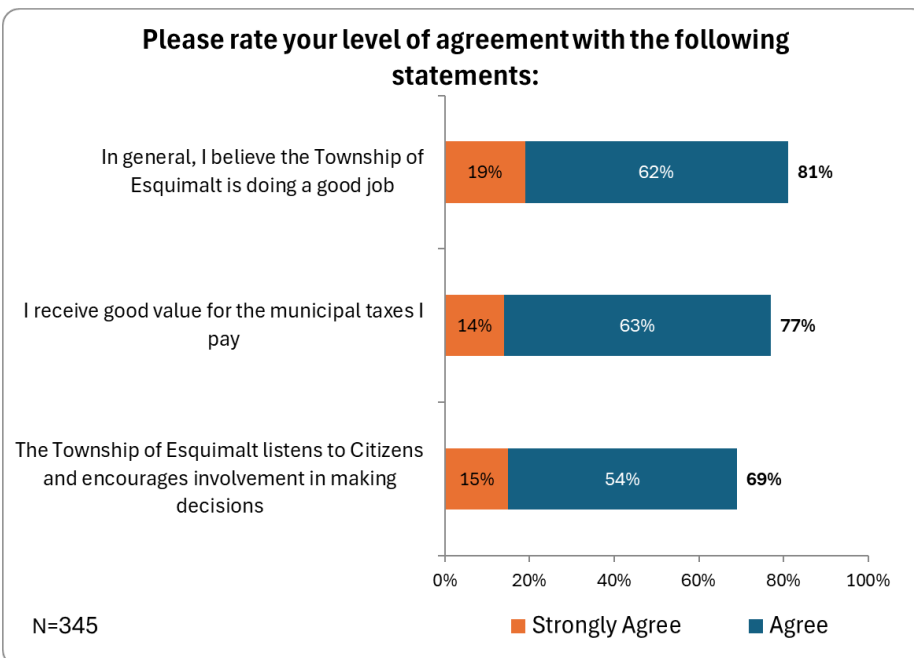
Fifty-nine percent support the deer IC program continuing and being offered as a service, 15% do not support it.

Q18. Immunocontraception Program for Deer Tax Increase



Forty-two do not support the deer IC program continuing and being offered as a service if it increases their taxes.

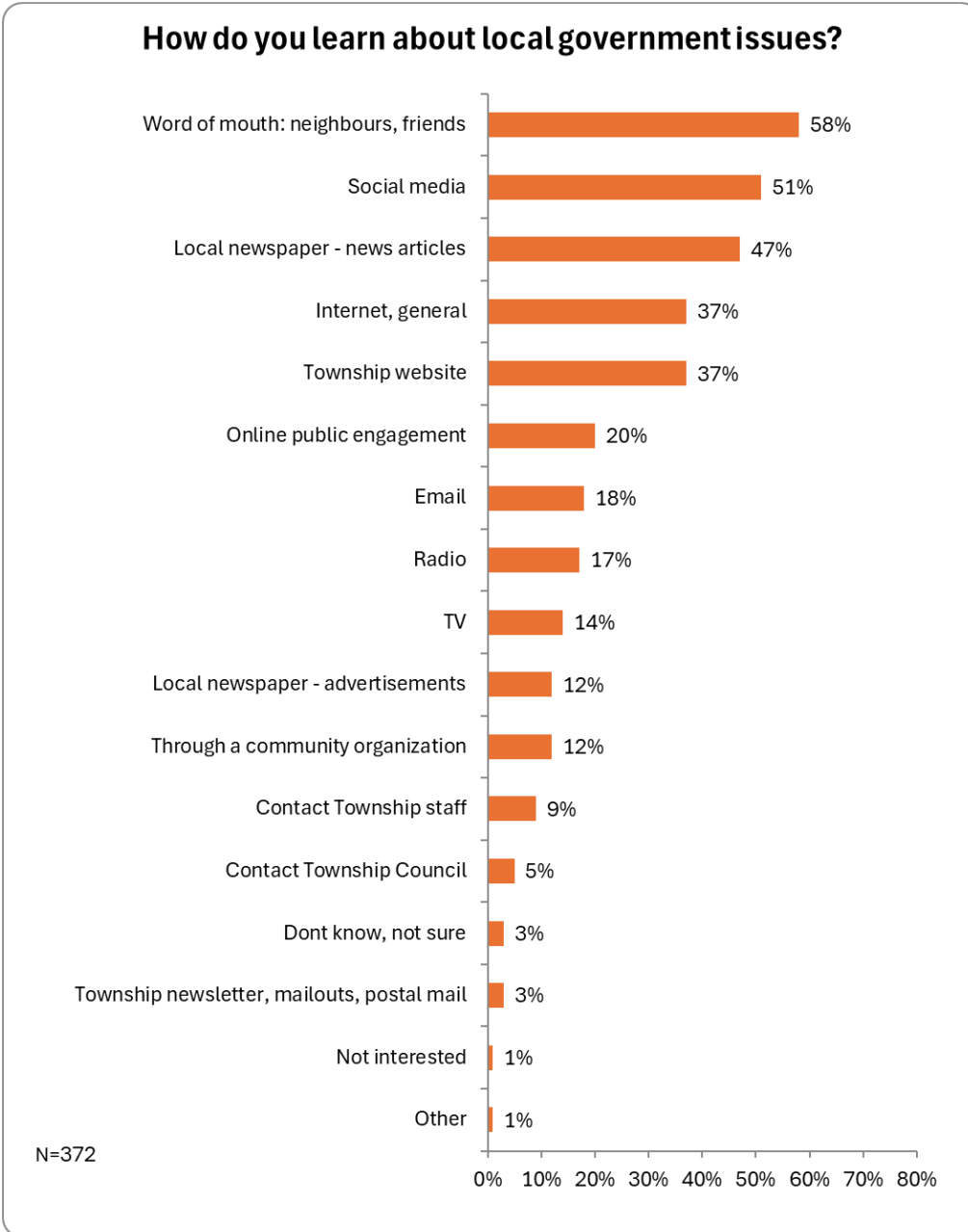
Q19. Level of Agreement with these Service Priorities



Eighty-one percent agree that *in general, the Township of Esquimalt is doing a good job* and **77%** agree they *receive good value for municipal taxes paid*.

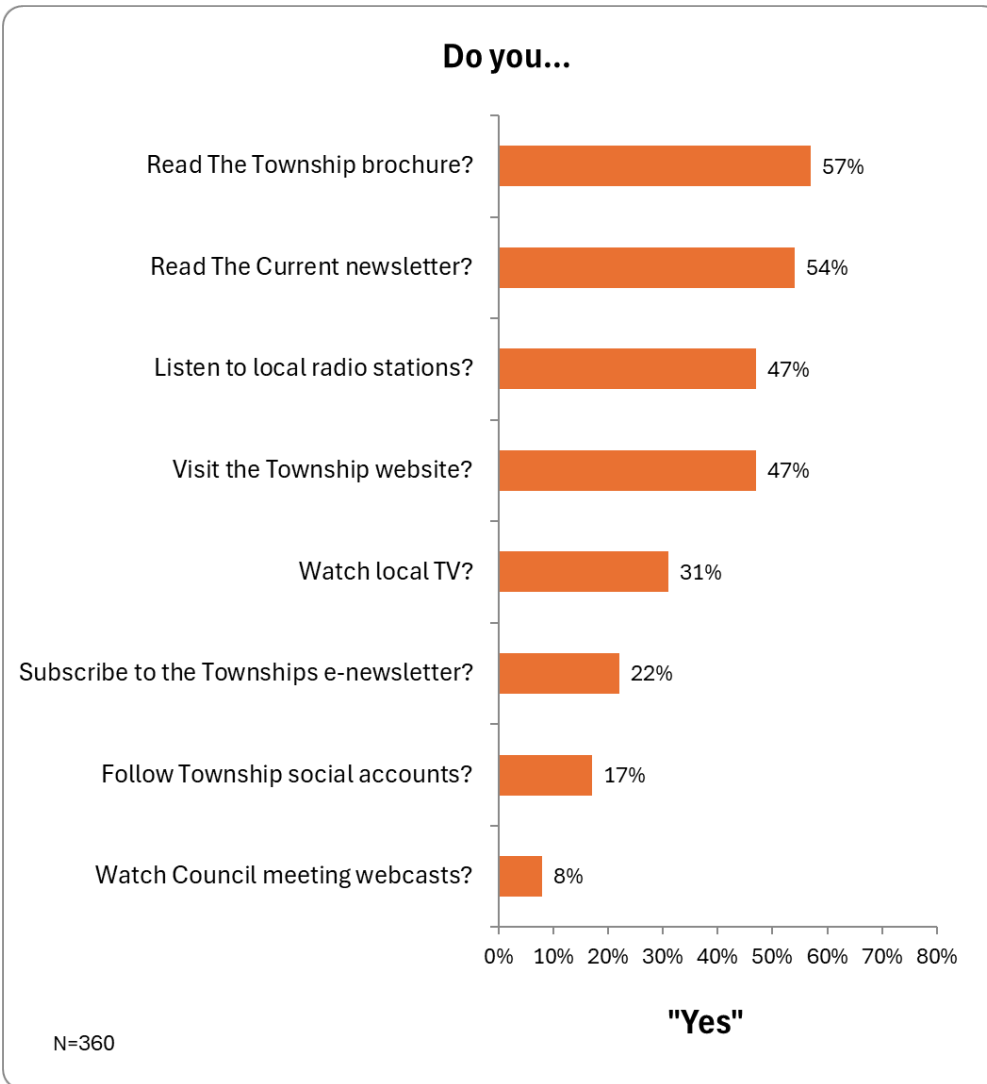
Section 5 – Communications

Q20. Local Government Issues



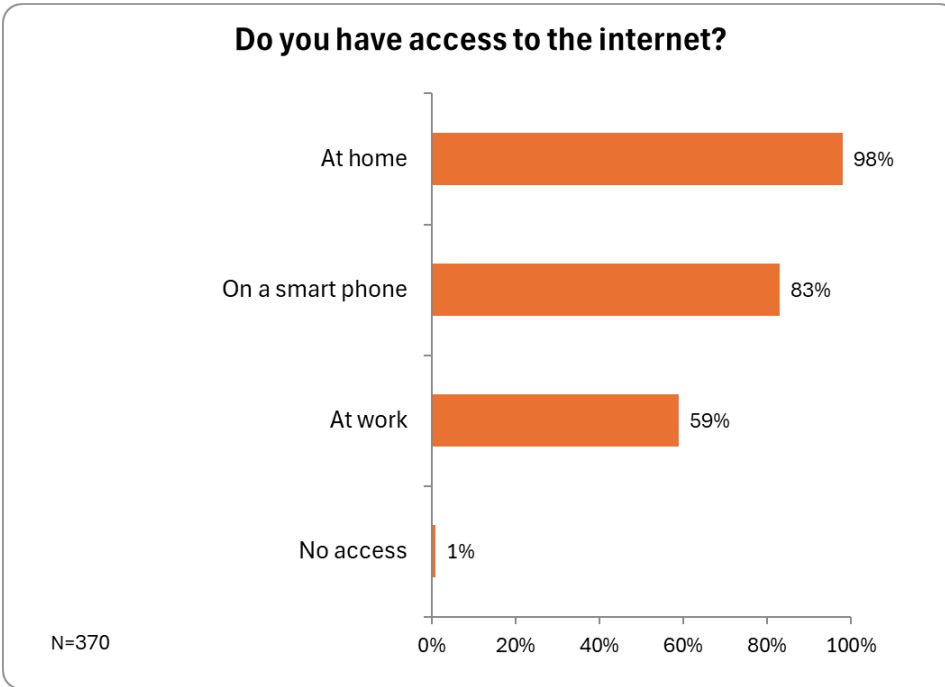
Fifty-eight percent *learn about local government issues via word of mouth, neighbors and friends, 51% learn through social media and 47% learn through the local newspaper.*

Q21. Local Forms of Media



Fifty-seven percent *read the township property tax brochure*, and **54%** *read The Current newsletter*.

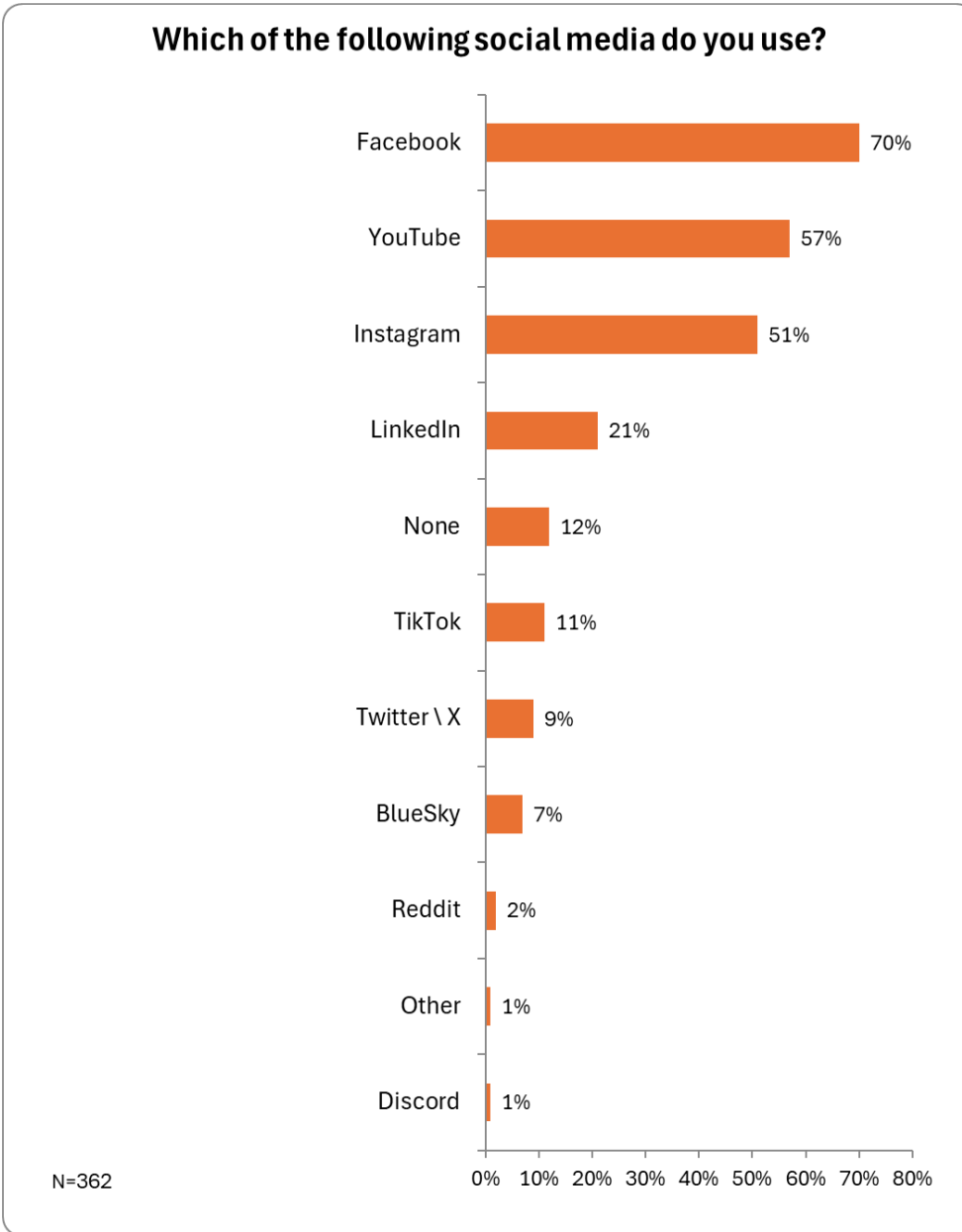
Q22. Internet Access



Ninety-eight percent have access to the internet *at home*.

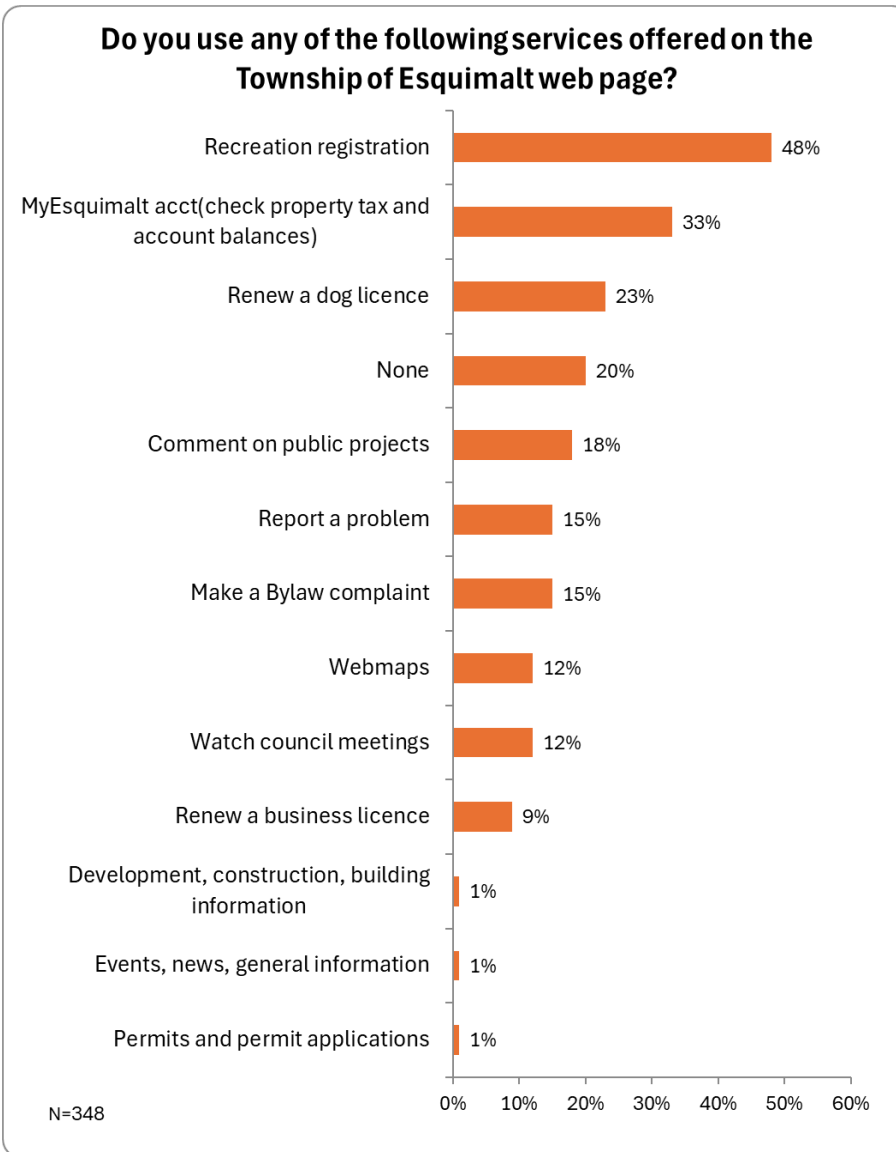
1% have *no access* to the internet.

Q23. Social Media



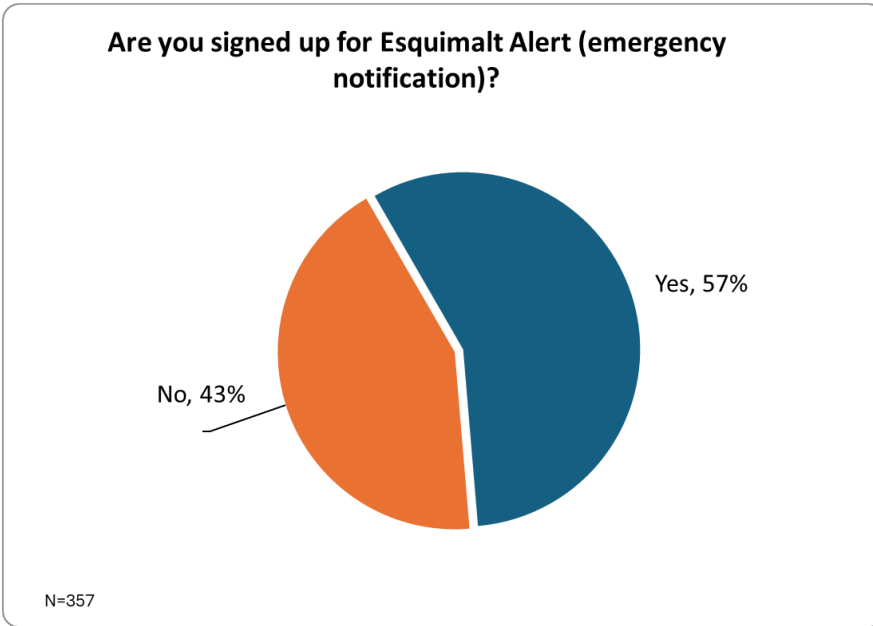
Seventy percent of respondents are using *Facebook*, **57%** use *YouTube* and **51%** use *Instagram*.

Q24. Township Webpage Services



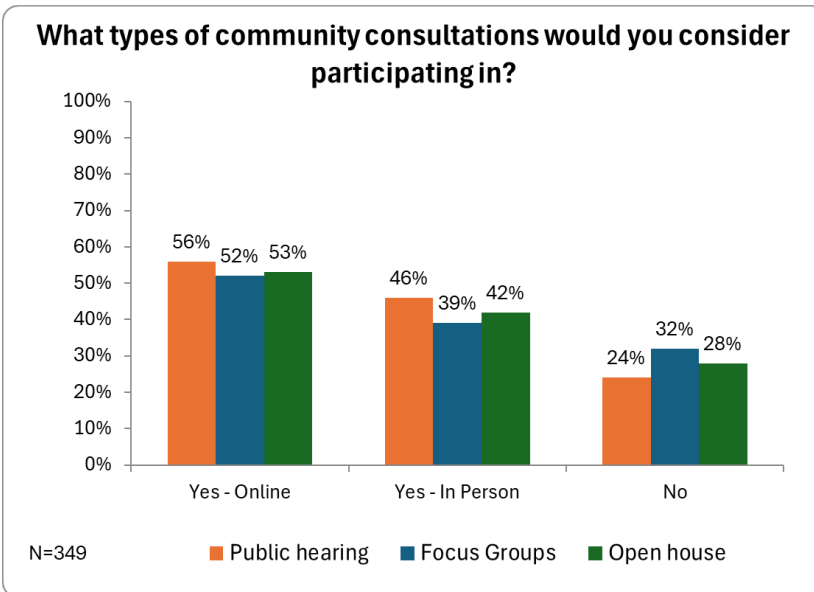
Forty-eight percent use the *recreation registration* on the Esquimalt web page, **33%** use it for their *MyEsquimalt account* and **23%** use the website to *renew a dog license*.

Q25. Esquimalt Alert



Fifty-seven percent *are signed up for Esquimalt Alert.*

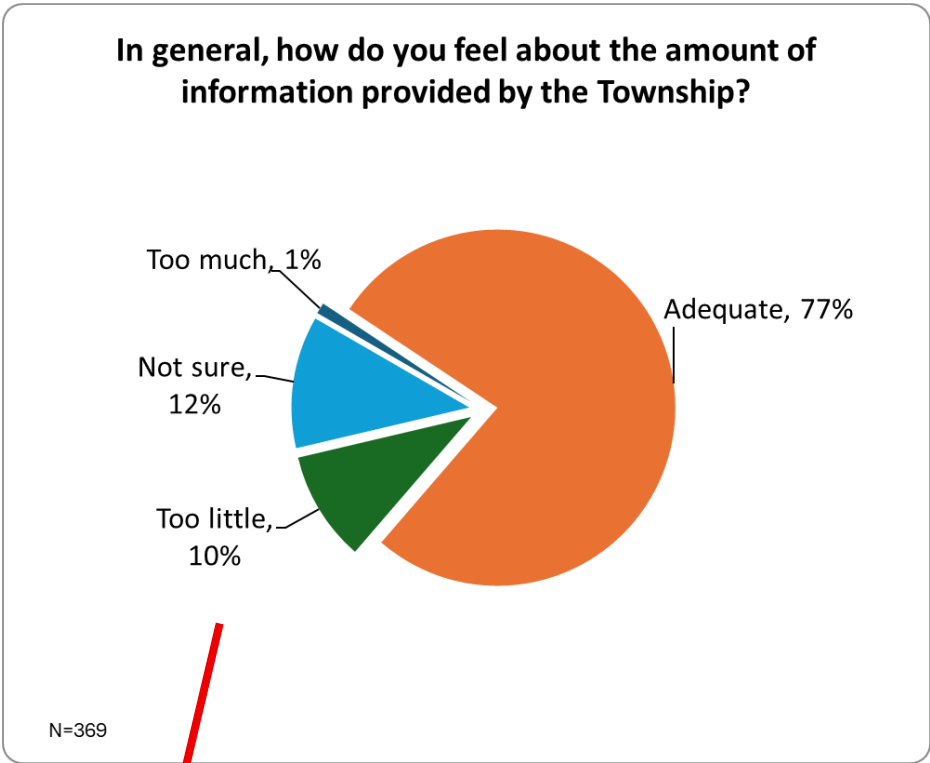
Q26. Participation in Consultations



Fifty-six percent would consider participating in a public hearing *online* and **46%** would consider attending a public hearing *in person*.

Fifty-three percent would consider participating in an open house *online* and **46%** would consider attending an open house *in person*.

Q27. Amount of Information provided by the Township



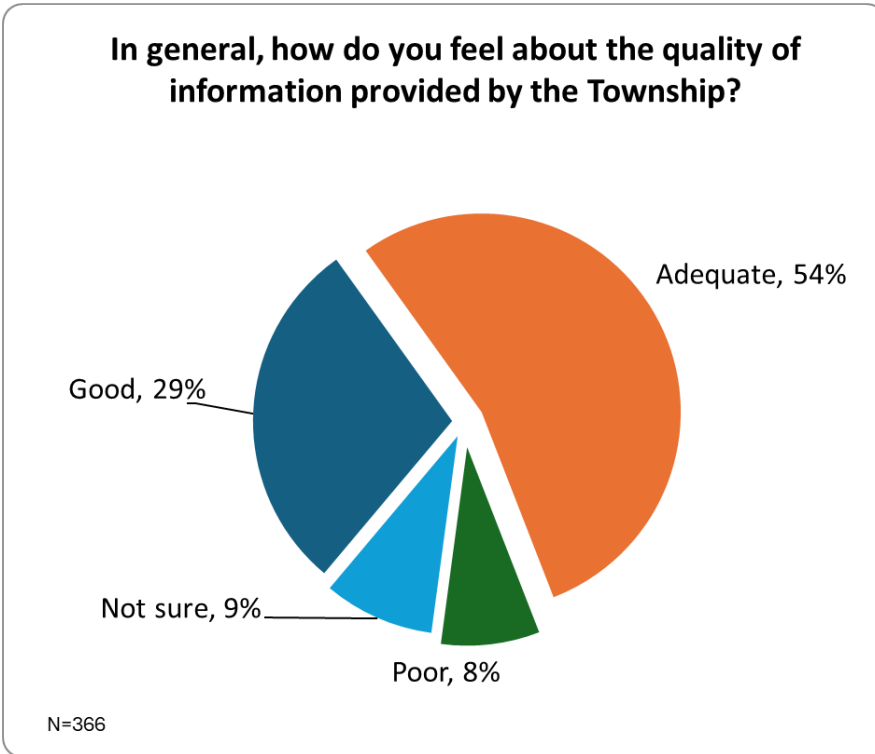
Seventy-seven percent feel they *receive an adequate amount of information* from the Township.

What additional information would you like from the city?

Not specified	32%
How to get updates	19%
Public input and consultation	18%
Development and growth	8%
Budget and spending	7%
Projects and road impacts	4%
Other	4%
Community programs and events	5%
Council business	3%
Clearer detail and summaries	1%
Base	37

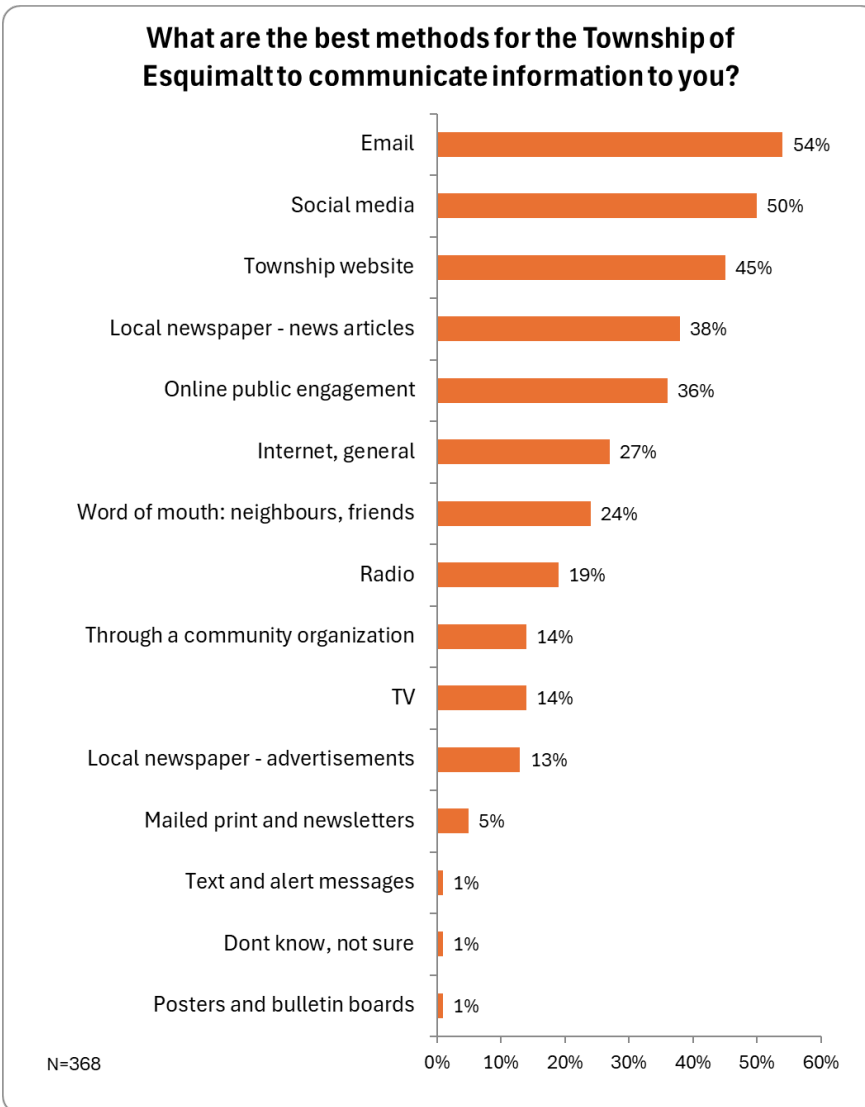
Of the 37 respondents who feel they receive too little information from the Township, **19%** of them would like additional information on *how to get updates* and **18%** would like additional information on *public input and consultation*.

Q28. Quality of Information provided by the Township



Fifty-four percent feel that the quality of information provided by the township is *adequate* and **8%** believe the quality to be *poor*.

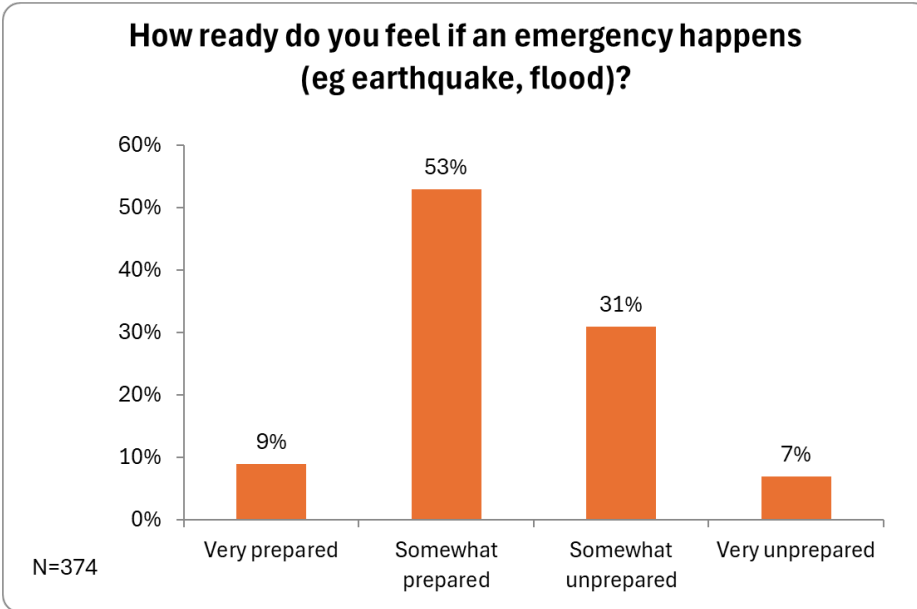
Q29. Methods for Esquimalt to Communicate with Residents



Fifty-four percent would prefer to be contacted by the township via *email* and **50%** would like to be contacted via *social media*.

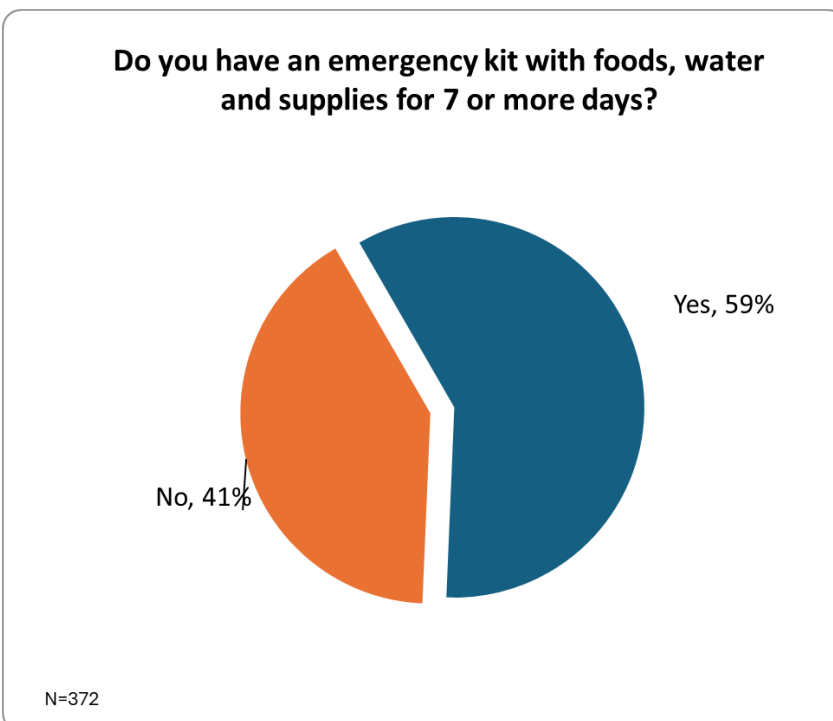
Section 6 – Public Safety

Q30. Emergency Readiness



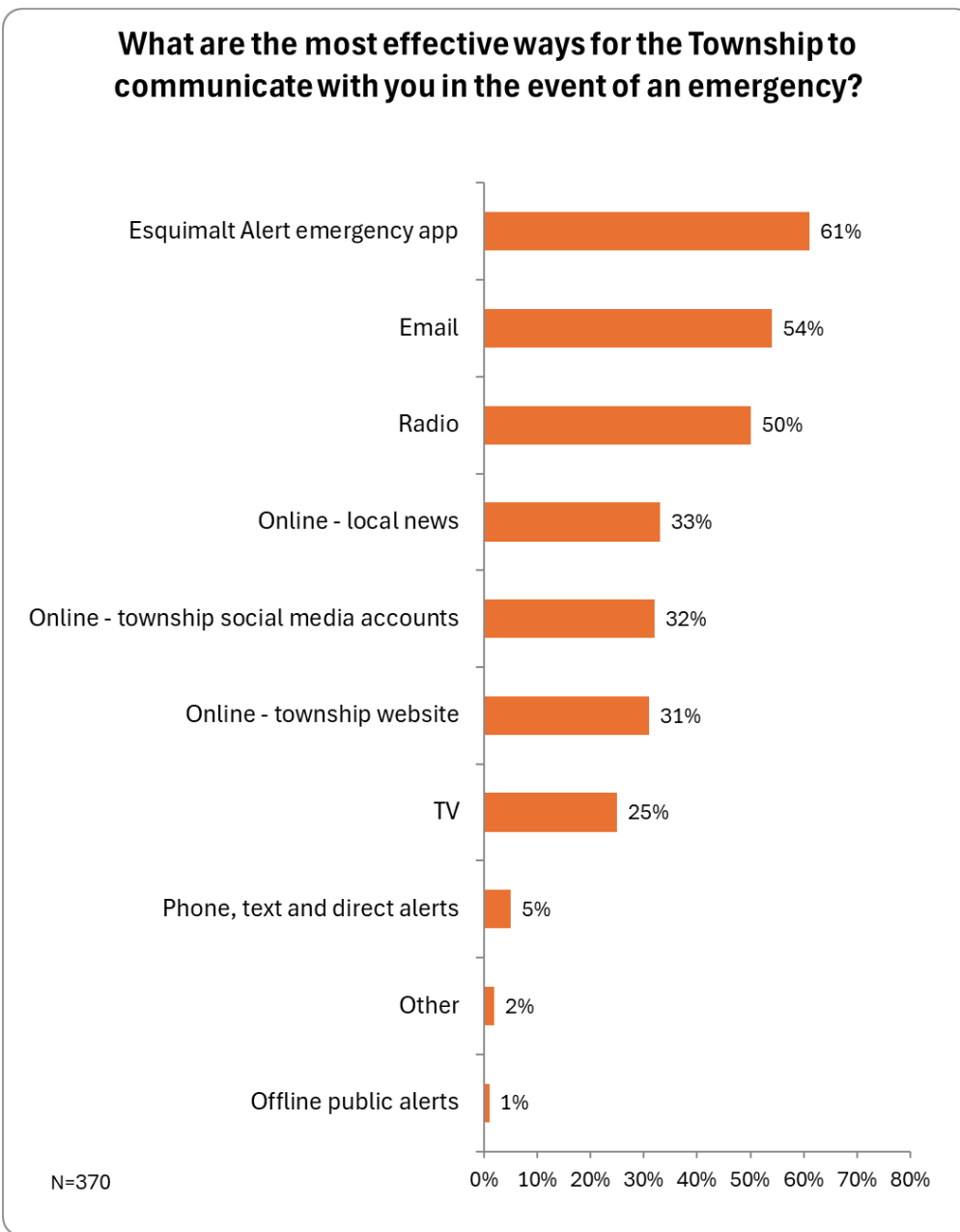
Thirty-eight percent of respondents feel either *somewhat unprepared* (**31%**) or *very unprepared* (**7%**) in the event of an emergency.

Q31. Emergency Kit



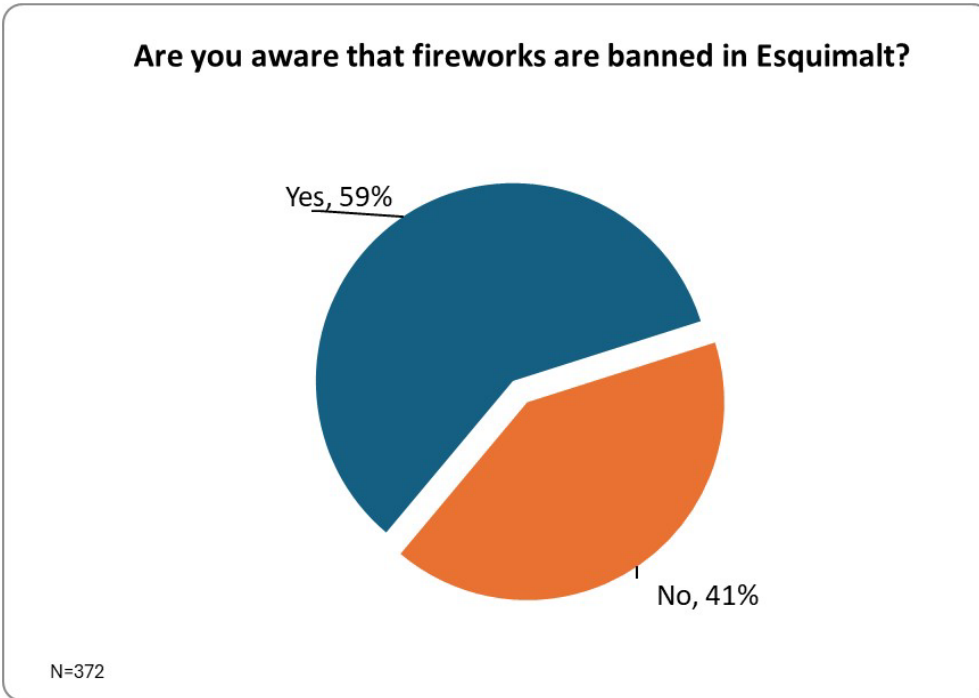
Fifty-nine percent of respondents *have an emergency kit prepared for 7 or more days*.

Q32. Township Communication



Sixty-one percent feel the most effective way for the township to reach them in an emergency would be through the *Esquimalt Alert Emergency App*, **54%** feel the most effective way would be via *email* and **50%** feel the most effective way would be via the *radio*.

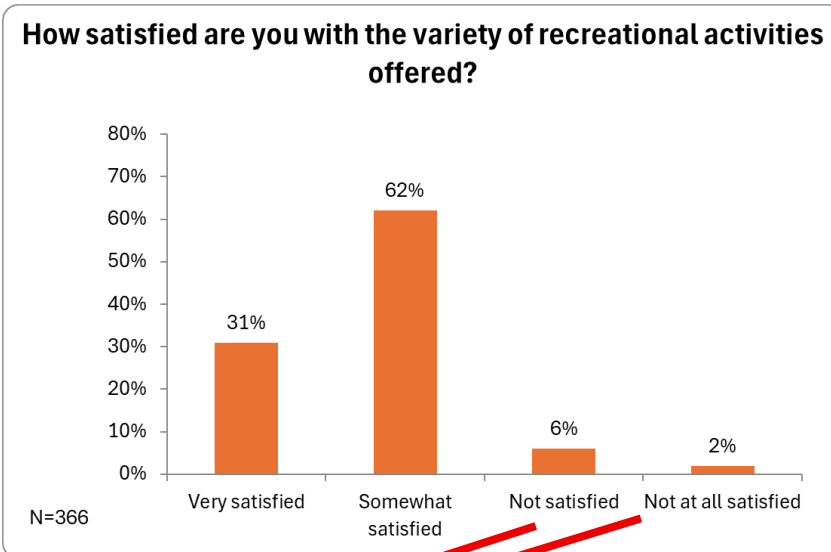
Q33. Fireworks



Fifty-nine percent of respondents are aware of the *Fireworks ban* in Esquimalt.

Section 7 – Recreation

Q34. Recreational Activities offered



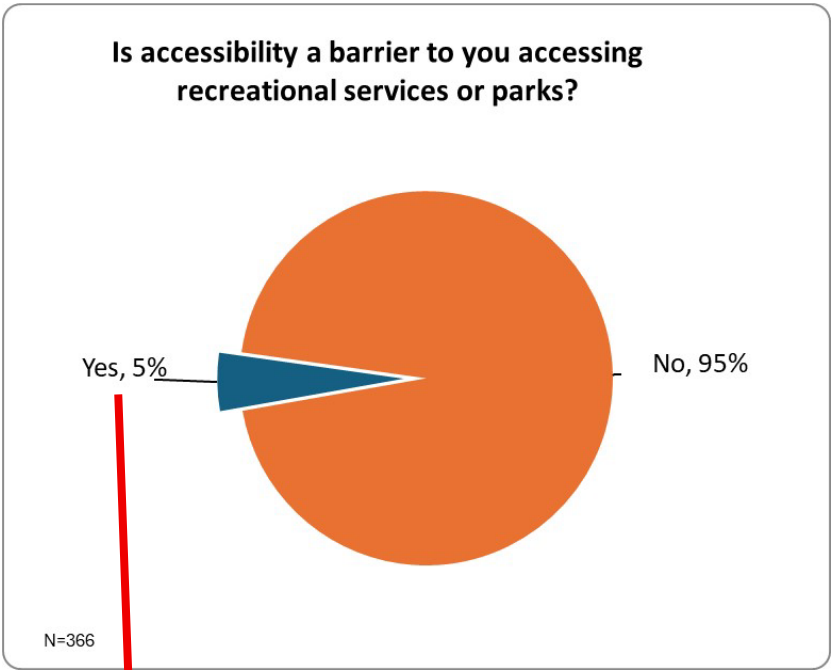
Ninety-three percent are satisfied with *variety of recreational activities offered*.

How can we improve our recreational programs?

Facility size and capacity	20%
Better times and availability	17%
Facilities, access and amenities	16%
Program awareness and engagement	13%
Resident priority and registration	10%
Other	9%
Children and youth programs	5%
Adults, seniors and mobility programs	4%
Cost and affordability	4%
More program variety	2%
Base	25

Of those who feel that there is room for improvement with recreation activities offered, **20%** feel the improvement could focus on *facility size and capacity*, while **17%** would like to see *better times and availability*.

Q35. Accessibility Barriers



Only **5%** feel that *accessibility is a barrier to accessing recreational services and parks.*

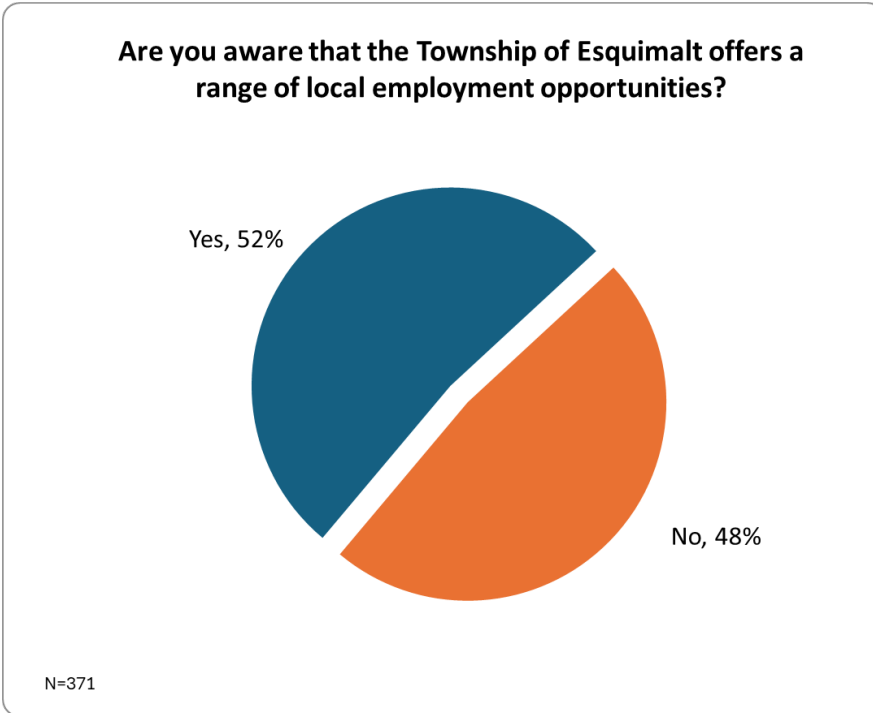
Please specify the barrier:

Parking and vehicle access	34%
Other	24%
Health, mobility and disability	14%
Cost and affordability	12%
No response	11%
Transit, distance and travel access	5%
Base	21

Of those in that five percent, **34%** attribute this to *parking and vehicle access* and **14%** say the barrier is *due to health, mobility and disability.*

Section 8 – Community Relations

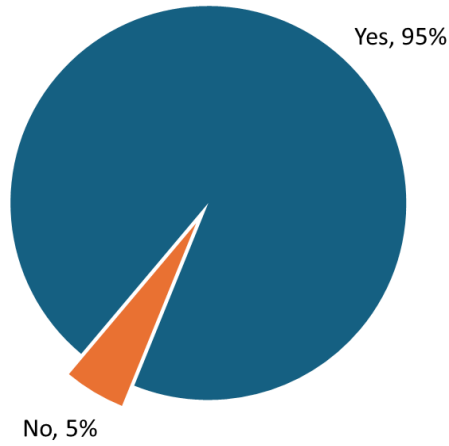
Q36. Employment Opportunities



Just over half (**52%**) are aware that the Township of Esquimalt offers a range of local employment opportunities.

Q37. Township Service Delivery

Do you feel that Township services are delivered in a way that is inclusive and respectful of Esquimalt's diverse community?



N=349

Ninety-five percent feel that Township services are delivered in a way that *is inclusive and respectful*.

Q38. Esquimalt Employment

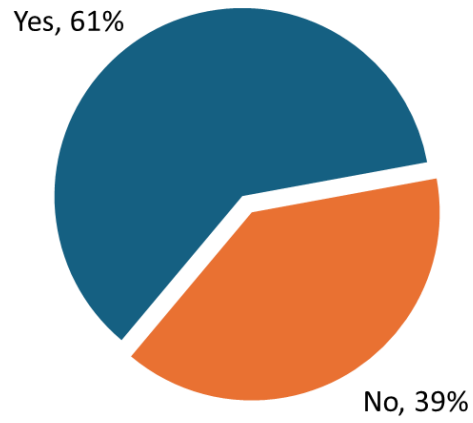
Do you work in Esquimalt?



N=364

Twenty-seven percent of Respondents *work in Esquimalt*.

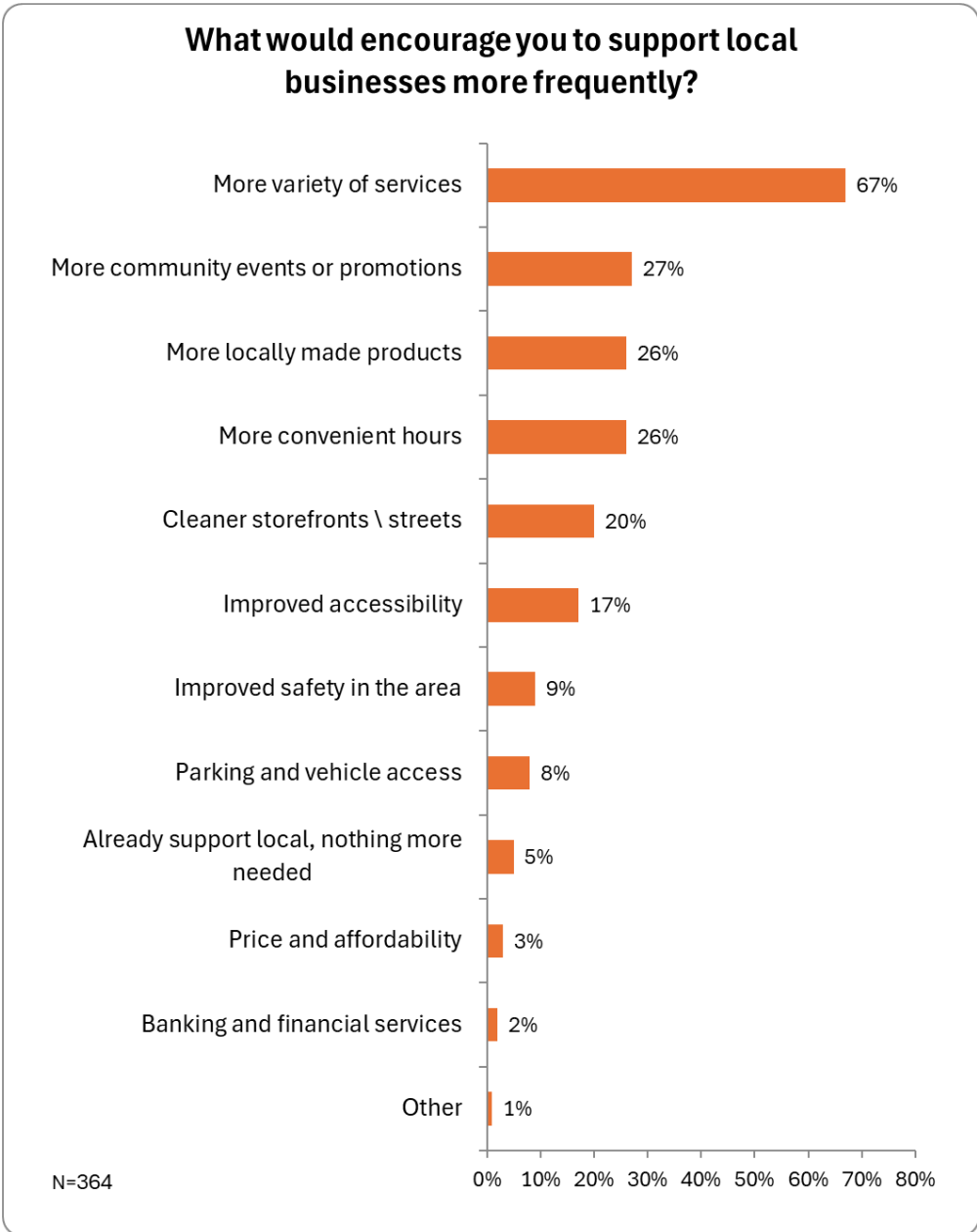
Would you consider working locally if more opportunities were available?



N=251

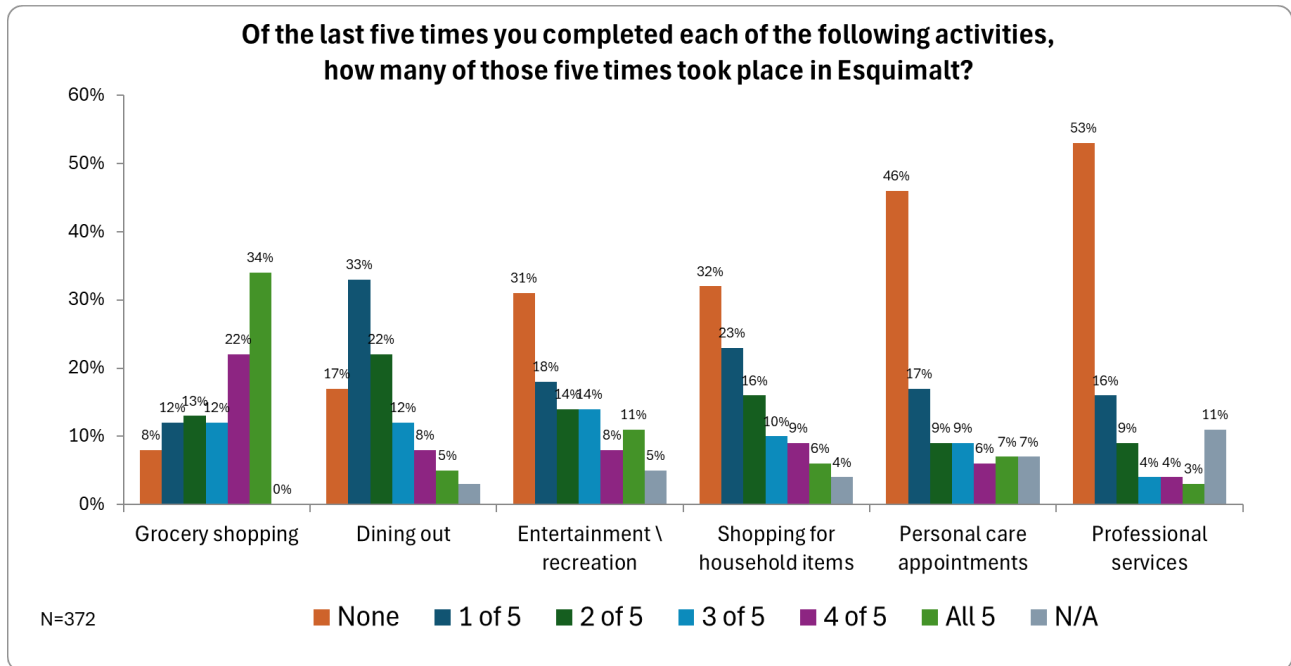
Among people that do not work in Esquimalt, **61%** *would consider working locally* if there were more opportunities to do so.

Q39. Supporting Local Business



Sixty-seven percent of Respondents would be encouraged to support local business more frequently if there were *more of a variety of services offered*, **27%** would like to see *more community events or promotions* and **26%** would like *more locally made products*.

Q40. Activities in Esquimalt

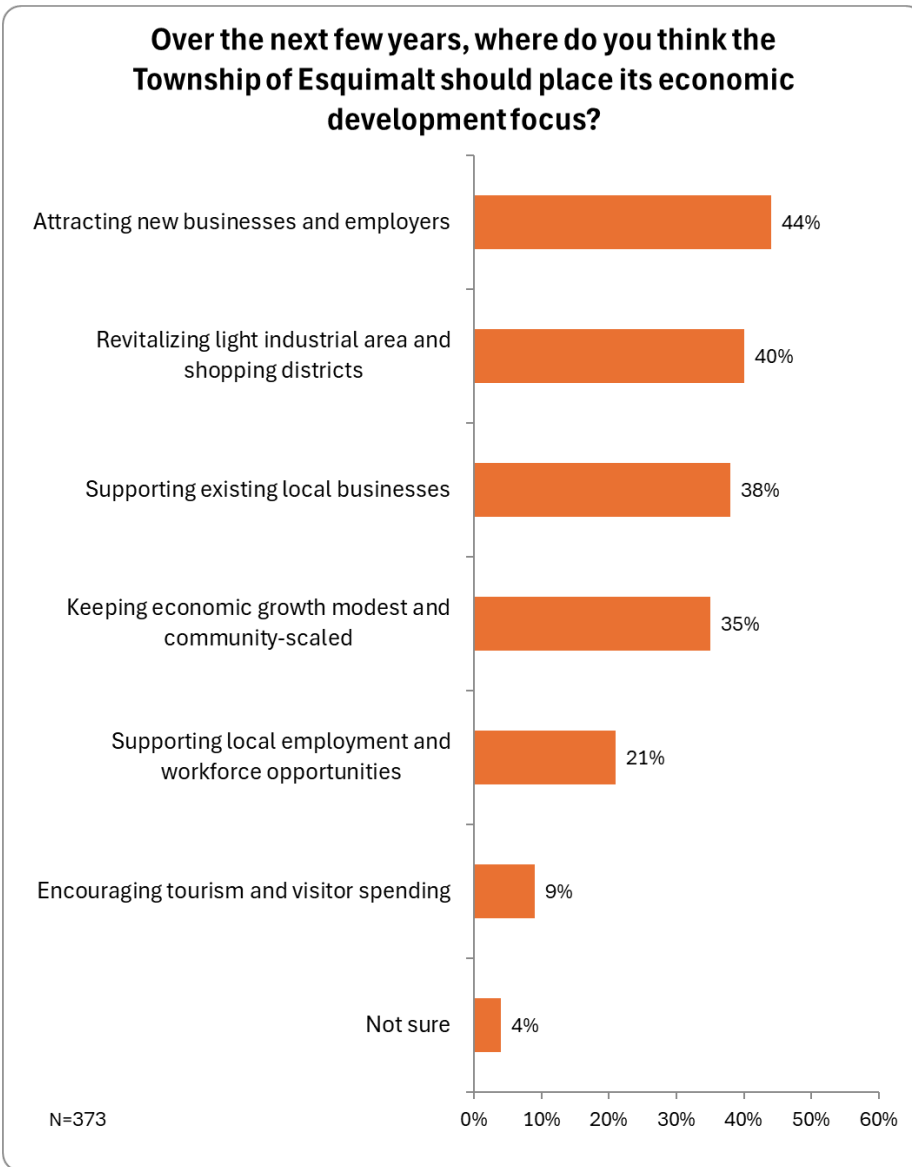


Ninety-two percent of Esquimalt Residents did their *grocery shopping in Esquimalt* 1 or more times out of the last 5 times.

Eighty-three percent of Esquimalt Residents *dine out in Esquimalt* 1 or more times out of the last 5 times.

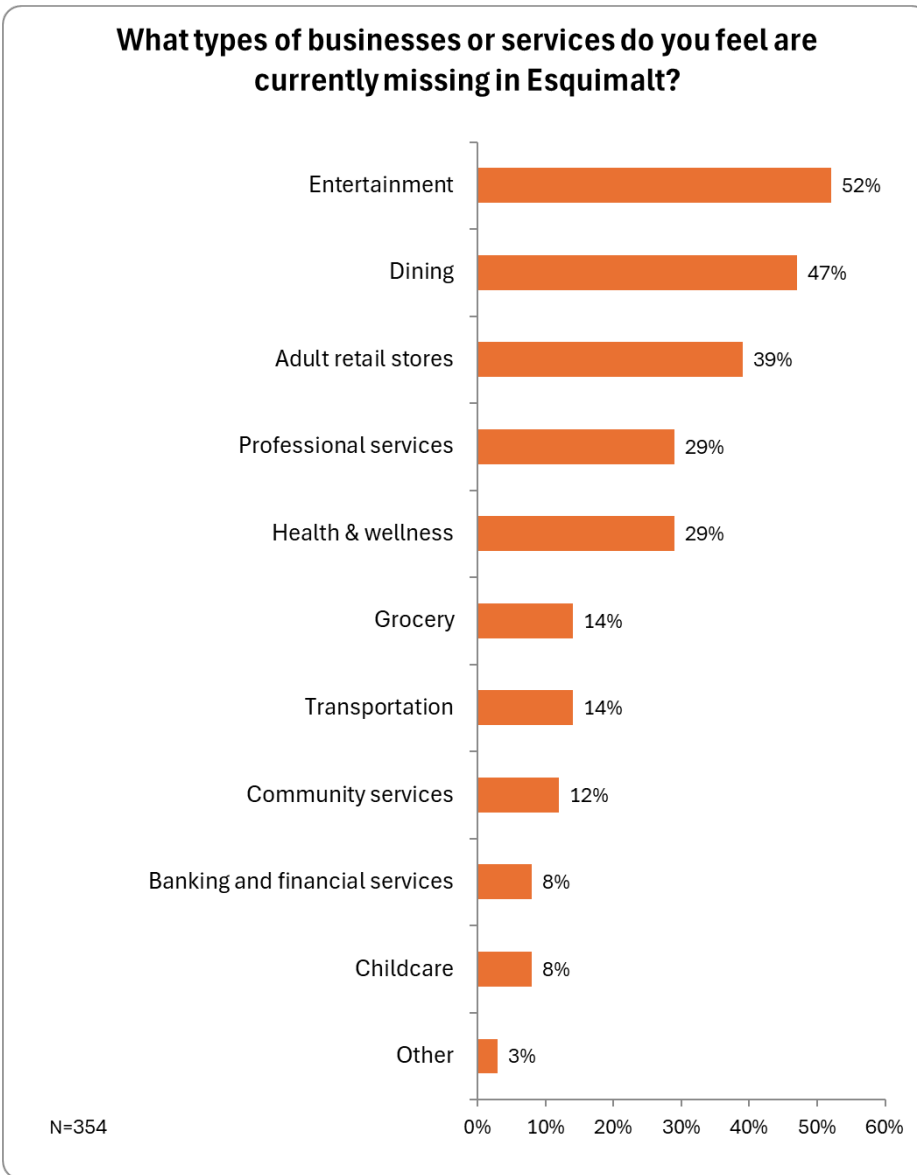
Forty-seven percent of Esquimalt Residents *used professional services in Esquimalt* 1 or more times out of the last 5 times.

Q41. Esquimalt's Economic Development Focus



Forty-four percent feel Esquimalt should place economic development focus on *attracting new businesses and employers*, and **40%** would like to *encourage tourism and visitor spending*.

Q42. Services Missing in Esquimalt

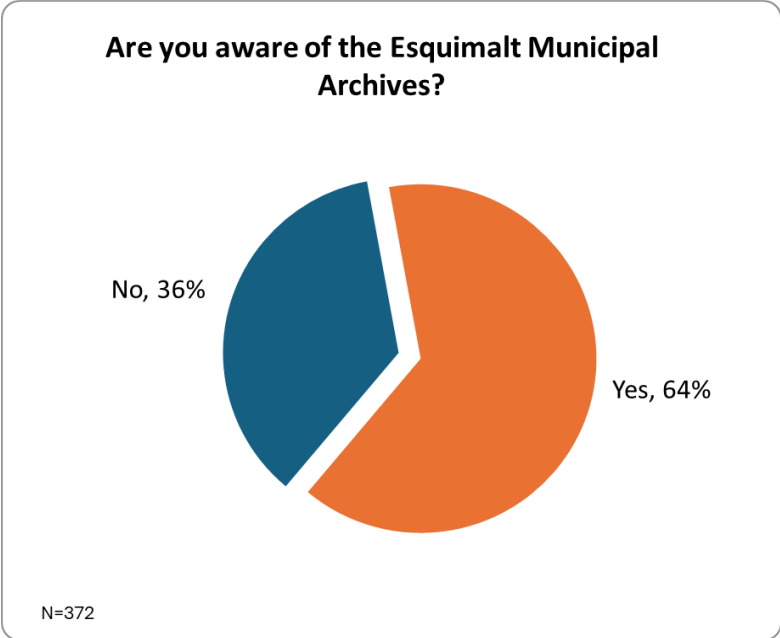


Fifty-two percent feel that *entertainment* businesses or services are missing in Esquimalt.

Closely behind at **47%**, Respondents feel Esquimalt is missing *dining* businesses.

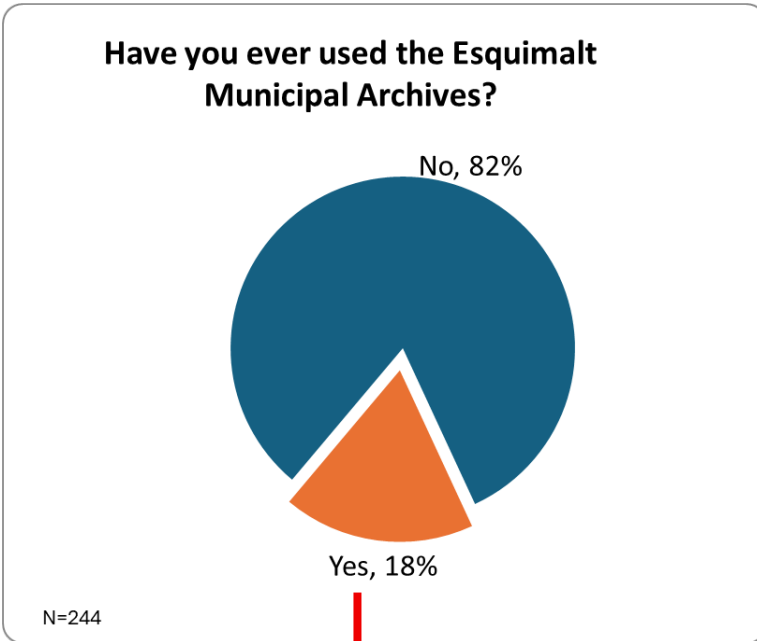
Section 9 – Corporate Services

Q43. Esquimalt’s Municipal Archives

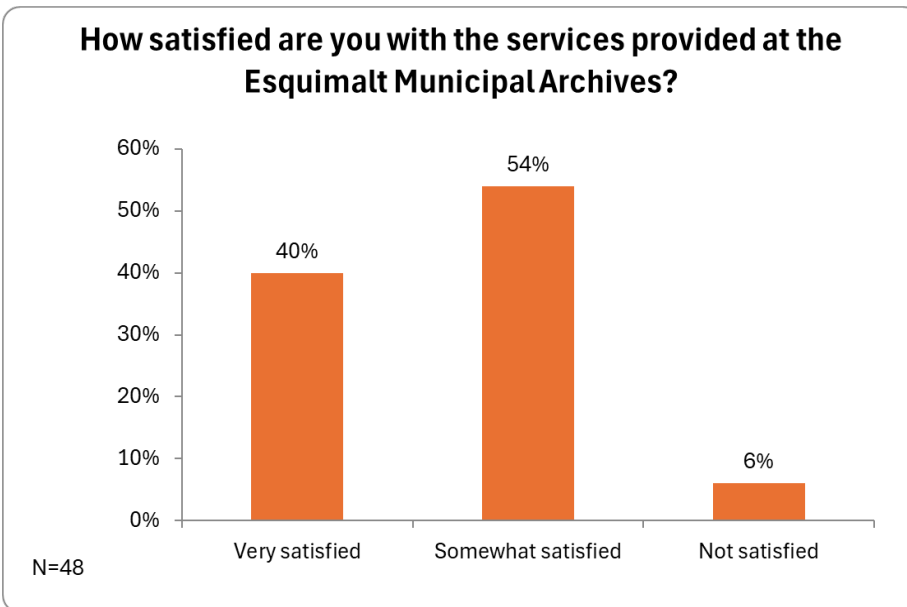


Most Respondents (**64%**) are aware of the Esquimalt Municipal Archives.

Q44. Use of Esquimalt's Municipal Archives

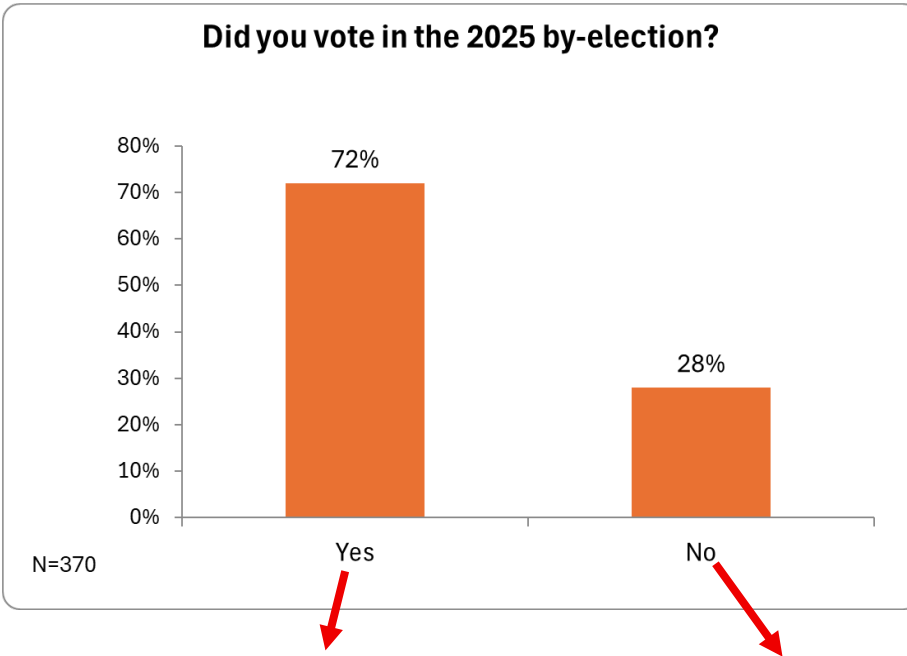


Among people that are aware of the Municipal Archives, the majority (**82%**) have *never used* the Esquimalt Municipal Archives.

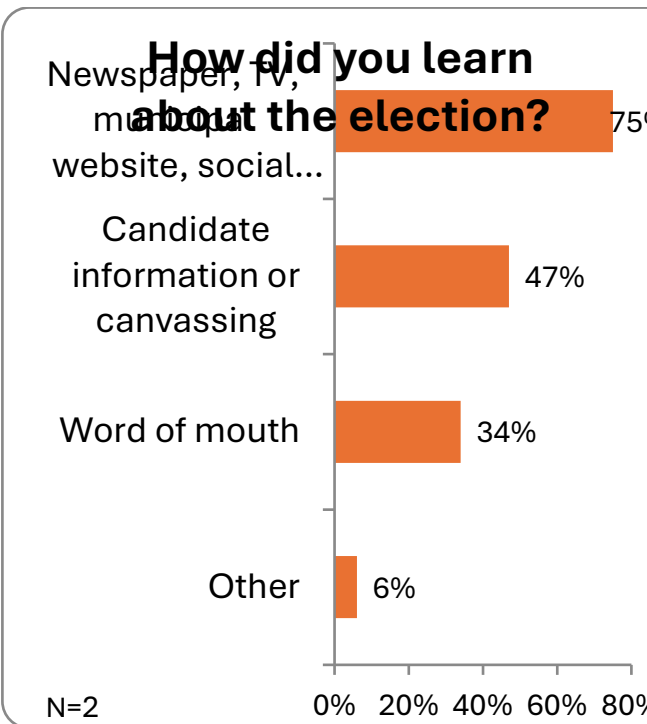


Of those who have used the Esquimalt Municipal Archives, **94%** were *satisfied* with the services provided there.

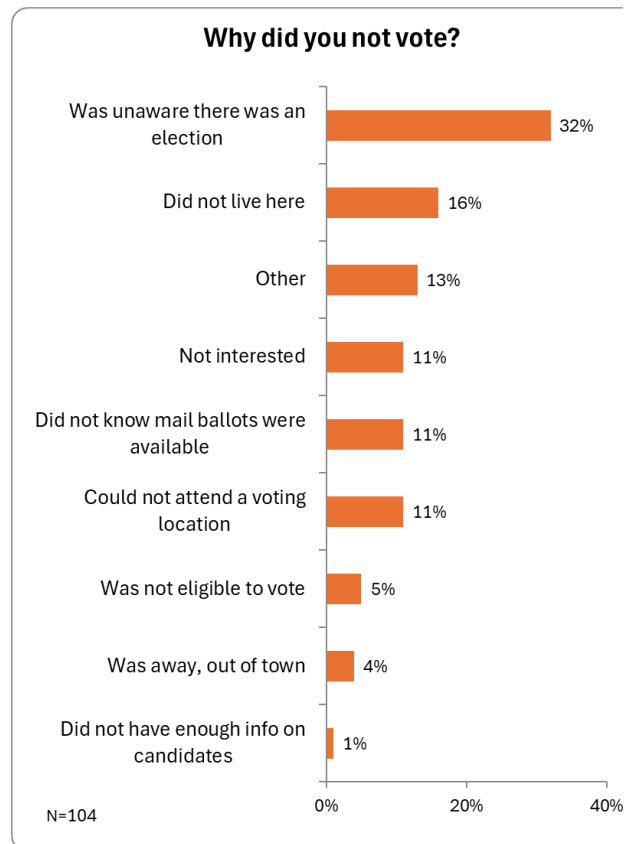
Q45. Voting in the By-Election



Seventy-two percent said that they did vote in the 2025 by-election.

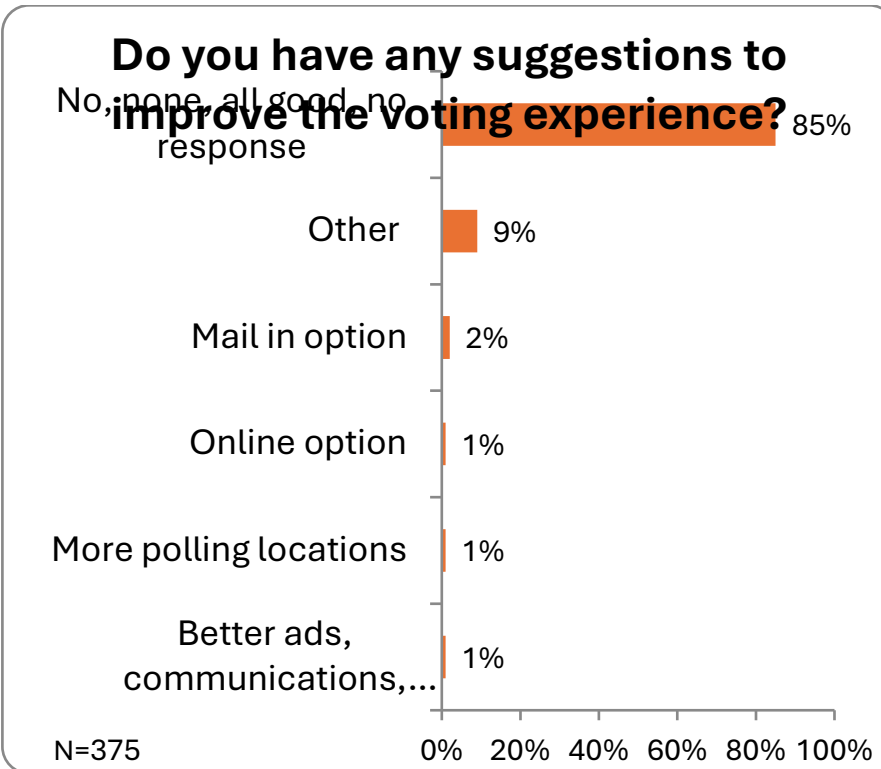


Of those who said they did vote, **75%** learned about the election via *Newspaper, TV, Municipal Website or social media*.



Of those who said they *did not* vote, **32%** were *unaware there was an election*.

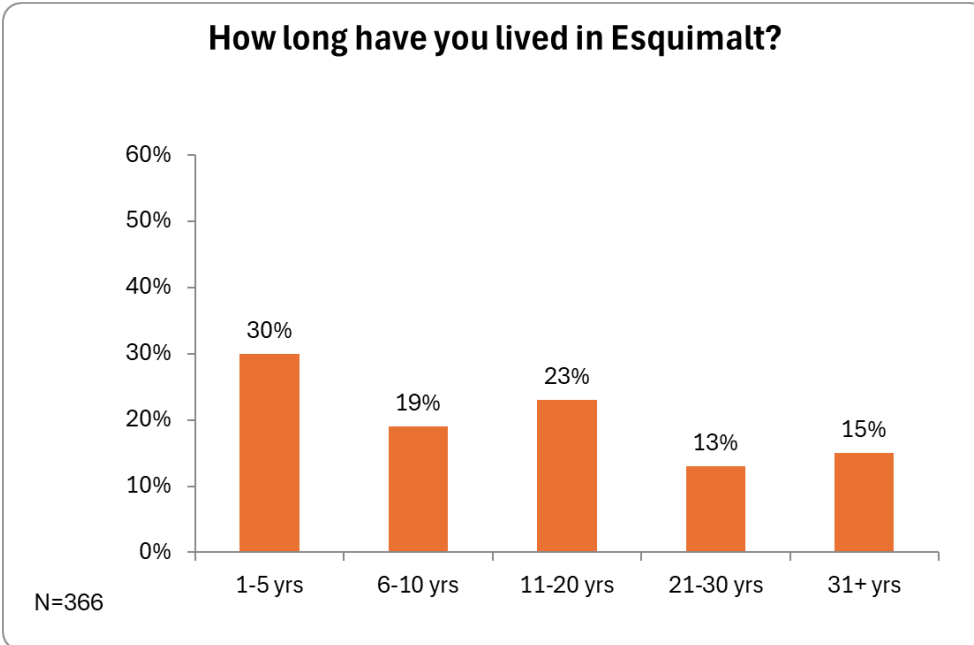
Q46. Voters Experience Suggestions



Most Respondents did not *have any suggestions to improve the voting experience (85%)*. Two percent would like to see a *mail-in option* and **1%** would like an *online option to vote*.

Section 10 – About You

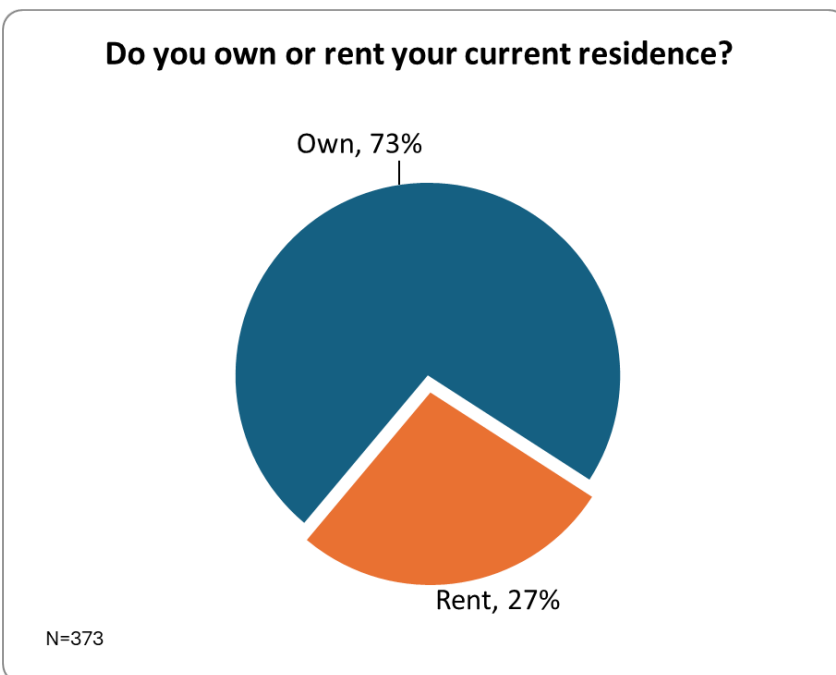
Q47. Years Lived in Esquimalt



There was an excellent balance of Respondent demographics on this survey.

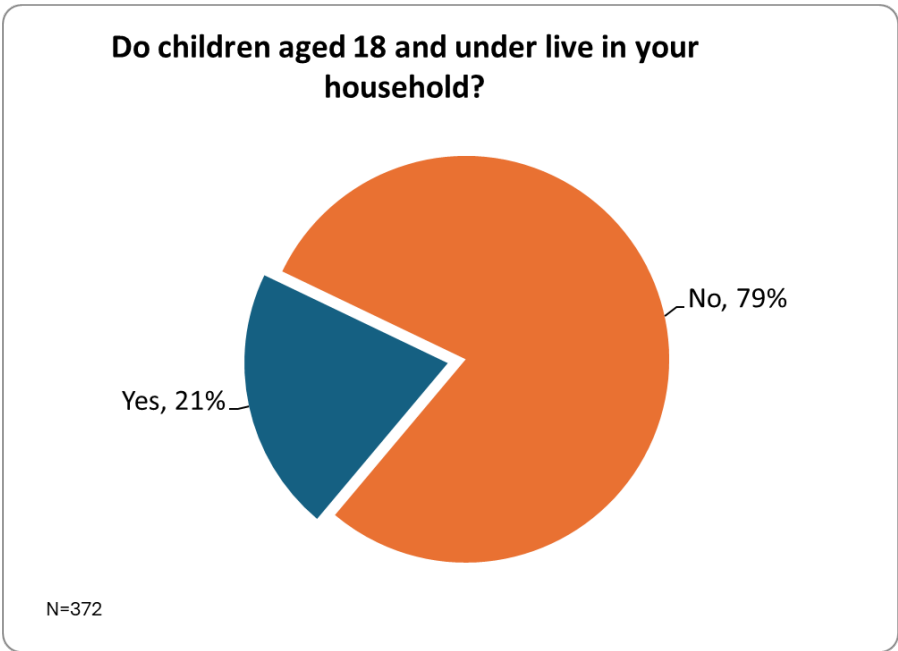
Thirty percent of Respondents have *lived here for less than 5 years*, and **15%** have *lived here for 31 years or more*.

Q48. Owning and Renting



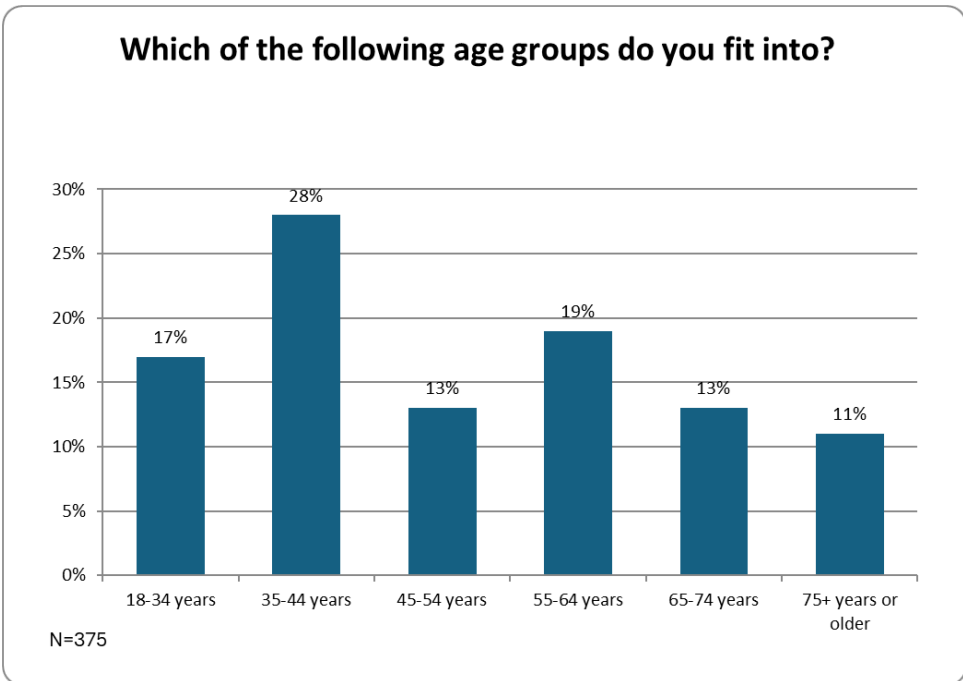
Twenty-seven percent of Respondents were *renters*.

Q49. Children in the Household



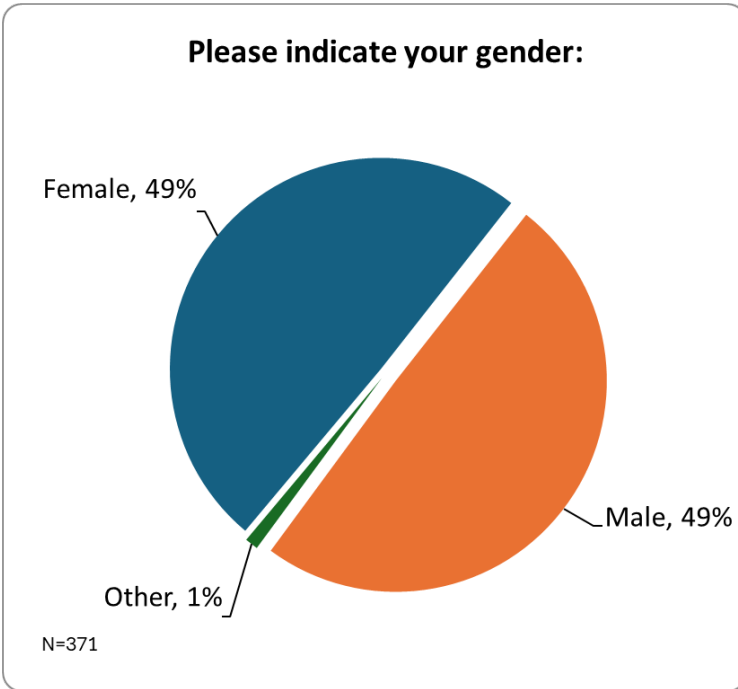
Twenty-one percent of Respondents stated they *have children under the age of 18 at home.*

Q50. Age



Twenty-eight percent were between the ages of *35-44*, and **19%** were aged *55-64*.

Q51. Gender



An equal split between *male* and *female* at **49%** each.

Appendices

Appendix 1 – Mailed Questionnaire

Appendix 2 – Detailed Tables

2026 Esquimalt Community Satisfaction Survey



Please take a few minutes to share your thoughts on the programs and services offered by the Township of Esquimalt. Your input will help us make important decisions on future community investment, while improving our understanding of the values and priorities of Esquimalt residents.

Respondents are guaranteed complete anonymity.

Please return your survey in the enclosed postage-paid envelope by March 15, 2026. Thank you for your help!

Overall Quality of Life

1. How would you rate the following aspects of living in Esquimalt?

	Very Good	Good	Poor	Very Poor
Esquimalt as a place to raise children	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Esquimalt as a place to retire	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
Esquimalt as a place for young adults to learn, work, play and live	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
The overall quality of life in Esquimalt	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

2. What do you enjoy most about living in Esquimalt?

3. Compared to three years ago, how do you feel the quality of life in the Township of Esquimalt has changed?

- Improved → Why? _____
- Stayed the same
- Worsened → Why? _____
- Not sure

4. In your opinion, what is the single MOST important issue facing the Township of Esquimalt that you feel should receive the greatest attention from local leaders? [PROVIDE ONE ISSUE ONLY] Don't know

5. What do you think is the MOST important environmental concern for the Township of Esquimalt? [PROVIDE ONE ISSUE ONLY] Don't know

6. How important is it for the Township to work with other levels of government and non-governmental organizations to increase:

	Very Important	Somewhat Important	Not Important	Not at all Important	Not Applicable / Don't know
Housing affordability	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Range of housing options	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Social support for people in vulnerable situations	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Public safety	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Advocacy for small business	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Transit and car-light transportation	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

Township Services & Programs

7. How satisfied are you with each of the following services provided by the Township of Esquimalt?

	Very Satisfied	Somewhat Satisfied	Not Satisfied	Not at all Satisfied	Not Appl / Don't k
Township parks	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Township playgrounds	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Township trails	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Township boulevards and gardens	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Public washrooms	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Street trees	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Waterfront access	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Recreation programs	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Community, cultural and recreational events	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Road quality	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Recreation facilities	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Energy efficiency, climate change adaptation	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Policing services	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Fire services	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Bylaws and enforcement (noise, untidy/unsightly premises, nuisance, homeless encampments)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
New resident information	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Transportation and traffic flow	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Sewage system	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Garbage collection	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Yard waste drop-off centre	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅
Environmental management (Foreshore rehabilitation, urban forest management, regulations for environmentally sensitive areas, noxious weeds, invasive plants,)	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄	<input type="checkbox"/> ₅

8. How do you rate your overall satisfaction with the services and programs provided by the Township of Esquimalt?

- Very satisfied
- Somewhat satisfied
- Not satisfied → Why not? _____
- Not at all satisfied ↗

PLEASE TURN OVER →

Township Services & Programs

9. How satisfied are you with each of the following services provided by the Township of Esquimalt?

	Very Satisfied	Somewhat Satisfied	Not Satisfied	Not at all Satisfied	Not Applicable /Don't know
Snow and ice removal from roads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safe routes to schools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle paths	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Citizen engagement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Financial planning (stable renewal and investment in roads, water, sewer, storm drains, facilities)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Land use planning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Development services (building, engineering and permitting processes, subdivision and rezoning applications)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downtown revitalization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Economic development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Service Provided by Township Employees

10. In the last 12 months, have you personally contacted or dealt with a Township of Esquimalt employee?

- Yes
 No / Not sure → IF 'NO / NOT SURE', SKIP TO Q13

11. How did you most recently make contact with the Township?

In person Mail

Telephone Fax

Email Township Website

Council meeting/Advisory Committee Social Media (eg: Facebook)

Open house, public consultation Downtown Safety Office

Online public consultation (Zoom) Other-Specify: _____

12. How satisfied were you with the Township employees:

	Very Satisfied	Somewhat Satisfied	Not Satisfied	Not at all Satisfied	Not Applicable /Don't know
Level of knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to resolve your issue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Courteousness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Speed and timeliness of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall Service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

13. What qualities do you think are most important for Township staff to demonstrate when serving the public?

Active listening & patience Cultural Awareness

Professionalism Transparency

Direct, straightforward communication Honesty

Efficiency & problem solving Inclusivity and sensitivity

Respectfulness & empathy Other-specify: _____

Service Priorities

14. Given that Council must balance rising costs to maintain current service levels and requests for new services, which one of the following four options would you most like the Township of Esquimalt to pursue in the coming 2-3 years?

- Enhance or expand services through a tax increase
 Maintain services at current levels through a moderate tax increase
 Cut or reduce services to maintain current tax level
 Cut or reduce services to reduce taxes

15. Are there any existing Township services you would like to see expanded or new services introduced?

- Yes – Please specify: _____
 None
 Not sure

16. Which services would you consider acceptable to *reduce*?

- Please specify: _____
 None
 Not sure

17. Are you aware of the immunocontraception (IC) program for deer population management in our community?

- Yes, and I support it
 Yes, but I do not support it
 No, I was not aware
 Unsure

18. Would you support the deer IC program continuing and being offered as a service by the Township, knowing this could result in an increase in your property taxes?

- Yes, I would support it even with a tax increase
 No, I would not support it if it increases taxes
 Unsure / Need more information

19. Please rate your level of agreement with the following statements:

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not Applicable /Not sure
I receive good value for the municipal taxes I pay	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Township of Esquimalt listens to Citizens and encourages involvement in making decisions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In general, I believe the Township of Esquimalt is doing a good job	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Communications

20. How do you learn about local government issues?

Contact Township staff Local newspaper-news articles

Contact Township Council Local newspaper-advertisements

Through a community organization Internet, general

Word of mouth: neighbours, friends Online public engagement

Township website Social media

Email Not interested

TV Don't know, not sure

Radio Other-Specify: _____

Communications

21. Do you: [PLEASE CHECK ALL THAT APPLY]
- Yes
- Listen to local radio stations? → Which stations? _____
- Watch local TV?
- Visit the Township website?
- Subscribe to the Township's e-newsletter?
- Watch Council meeting webcasts?
- Read The Current newsletter?
- Read The Township brochure inserted into your property tax notice?
- Follow Township social accounts? → Which pages? _____

22. Do you have access to the Internet? [PLEASE CHECK ALL THAT APPLY]
- At home
- At work
- On a smart phone
- No access → [IF 'NO ACCESS', SKIP TO Q25]

23. Which of the following social media do you use? [PLEASE CHECK ALL]
- Facebook YouTube
- Twitter Instagram
- LinkedIn TikTok
- BlueSky None
- Other. Which one? _____

24. Do you use any of the following services offered on the Township of Esquimalt web page? [PLEASE CHECK ALL THAT APPLY]
- Recreation registration Watch council meetings
- Renew a dog licence Comment on public projects
- Renew a business licence Report a problem
- Webmaps Make a Bylaw complaint
- MyEsquimalt account (check property tax and account balances)
- None
- Other – Please Specify _____

25. Are you signed up to Esquimalt Alert (emergency notification)?
- Yes
- No

26. What types of community consultations would you consider participating in? [PLEASE CHECK ALL THAT APPLY]
- | | Yes-Online | Yes-In Person | No |
|----------------|--------------------------|--------------------------|--------------------------|
| Public hearing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Focus groups | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Open house | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

27. In general, how do you feel about the amount of information provided by the Township?
- Too much
- Adequate
- Too little → What additional information would you like? _____
- Not sure

28. In general, how do you feel about the quality of information provided by the Township?
- Good
- Adequate
- Poor
- Not sure

Communications

29. What are the best methods for the Township of Esquimalt to communicate information to you?
- Online public engagement
- Social media
- Through a community organization
- Word of mouth: neighbours, friends
- Township website
- Email
- TV
- Radio
- Local newspaper-news articles
- Local newspaper-advertisements
- Internet, general
- Not interested
- Don't know, not sure
- Other-Specify: _____

Public Safety

30. How ready do you feel if an emergency happens (e.g. earthquake, flood)?
- Very prepared
- Somewhat prepared
- Somewhat unprepared
- Very unprepared

31. Do you have an emergency kit with foods, water and supplies for 7 or more days:
- Yes
- No

32. What are the most effective ways for the township to communicate with you in the event of an emergency? [CHECK ALL THAT APPLY]
- TV
- Online – township website
- Online – township social media accounts
- Online – local news
- Esquimalt Alert emergency app
- Radio
- Email
- Other, please specify: _____

33. Are you aware that fireworks are banned in Esquimalt?
- Yes
- No

Recreation

34. How satisfied are you with the variety of recreational activities offered?
- Very satisfied
- Somewhat satisfied
- Not satisfied
- Not at all satisfied → How can we improve our recreational programs? _____

35. Is accessibility a barrier to you accessing recreational services or parks?
- Yes → Please specify: _____
- No

PLEASE TURN OVER →

Community Relations

36. Are you aware that the Township of Esquimalt offers a range of local employment opportunities?
- Yes
 No
37. Do you feel that Township services are delivered in a way that is inclusive and respectful of Esquimalt's diverse community?
- Yes
 No
38. Do you work in Esquimalt?
- Yes
 No → Would you consider working locally if more opportunities were available?
- Yes
 No
39. What would encourage you to support local businesses more frequently? [PLEASE CHECK ALL THAT APPLY]
- More variety of services More locally made products
 More convenient hours Cleaner storefronts /streets
 Improved accessibility Other. Please specify: _____
 Improved safety in the area _____
 More community events or promotions
40. Of the last 5 times you completed each of the following activities, how many of those 5 times took place in Esquimalt?
- | | None | 1 of 5 | 2 of 5 | 3 of 5 | 4 of 5 | All 5 | Not Applicable |
|------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Dining out | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Grocery shopping | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Shopping for household items | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Professional services | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Entertainment / recreation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Personal care appointments | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
41. Over the next few years, where do you think the Township of Esquimalt should place its economic development focus? [PLEASE CHECK UP TO TWO OPTIONS]
- Supporting existing local businesses
 Revitalizing light industrial area and shopping districts
 Attracting new businesses and employers
 Supporting local employment and workforce opportunities
 Encouraging tourism and visitor spending
 Keeping economic growth modest and community-scaled
 Not sure

42. What types of businesses or services do you feel are currently missing in Esquimalt?
- Adult retail stores Entertainment
 Childcare Health & wellness
 Dining Grocery
 Professional services Community services
 Transportation Other – please specify: _____

Corporate Services

43. Are you aware of the Esquimalt Municipal Archives?
- No → [IF 'NO', SKIP TO Q45]
 Yes
44. Have you ever used the Esquimalt Municipal Archives?
- No
 Yes → How satisfied are you with the services provided?
- Very satisfied
 Somewhat satisfied
 Not satisfied
 Not at all satisfied
45. Did you vote in the 2025 by-election?
- Yes → How did you learn about the election?
- Newspaper, TV, municipal website, social media
 Candidate information or canvassing
 Word of mouth
 Other- please specify: _____
- No → Why?
- Was unaware there was an election
 Could not attend a voting location
 Did not know mail ballots were available
 Not interested
 Other- please specify: _____
46. Do you have any suggestions to improve the voting experience?
- _____

About You

47. How long have you lived in Esquimalt? Years: _____
48. Do you own or rent your current residence?
- Own
 Rent
49. Do children aged 18 and under live in your household?
- Yes
 No
50. Which of the following age groups do you fall into?
- 17 years or younger 55-64
 18-34 65-74
 35-44 75 years or older
 45-54
51. Please indicate your gender:
- Female
 Male
 Other

THANK YOU FOR YOUR HELP!

Contest Entry

Completed surveys will be eligible for one of:

- Three \$100 gift certificates for fitness, community or recreation programs offered through Esquimalt Recreation

Name*: _____ Phone*: _____

*Contact information will only be used to contact you if you win a prize. Survey responses will remain anonymous.

OVERALL QUALITY OF LIFE

How would you rate the following aspects of living in Esquimalt?

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Esquimalt as a place to raise children	Very Good	43%	39%	51%	37%	43%	42%	50%	41%	40%
	Good	54%	58%	44%	60%	54%	54%	48%	56%	56%
	Poor	3%	3%	4%	2%	2%	3%	2%	3%	3%
	Very Poor	0%			1%	0%			0%	2%
Total	Base	368	165	118	86	180	181	80	287	230
Esquimalt as a place to retire	Very Good	40%	28%	49%	48%	41%	37%	27%	43%	41%
	Good	49%	58%	41%	43%	51%	48%	60%	46%	50%
	Poor	10%	12%	10%	8%	8%	13%	13%	10%	7%
	Very Poor	1%	1%	1%	1%	0%	1%		1%	1%
Total	Base	370	163	117	90	181	182	77	292	230
Esquimalt as a place for young adults to learn, work, play and live	Very Good	33%	38%	33%	26%	33%	33%	28%	35%	22%
	Good	54%	50%	56%	60%	57%	52%	58%	53%	60%
	Poor	11%	10%	11%	14%	10%	12%	13%	10%	17%
	Very Poor	2%	3%	1%	1%	1%	3%	1%	2%	2%
Total	Base	366	163	116	87	178	182	77	288	230
The overall quality of life in Esquimalt	Very Good	42%	43%	43%	39%	45%	39%	43%	42%	34%
	Good	54%	55%	52%	56%	52%	58%	55%	54%	62%
	Poor	3%	1%	5%	4%	3%	3%	2%	3%	3%
	Very Poor	0%			1%	0%			0%	1%
Total	Base	371	163	118	90	181	183	78	291	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
What do you enjoy most about living in Esquimalt?	Nature, parks, waterfront	45%	52%	44%	34%	50%	41%	58%	42%	55%
	Community, neighbourhood feel	32%	34%	35%	23%	34%	31%	45%	29%	43%
	Location, proximity	32%	33%	35%	28%	24%	41%	28%	34%	28%
	Amenities, services, facilities	27%	33%	23%	22%	34%	22%	40%	24%	43%
	Convenience, access, walking, biking	24%	30%	20%	17%	21%	24%	21%	24%	28%
	Quiet, safety, pace	13%	12%	19%	9%	13%	15%	11%	14%	9%
	No response	5%	2%	5%	12%	5%	5%		6%	
	Other	3%	2%	2%	6%	3%	3%	2%	4%	4%
	Weather	1%	1%	1%	1%		1%		1%	0%
Total	Base	376	166	118	90	183	183	80	292	230

Column percentages may exceed 100% because multiple responses given

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Compared to three years ago, how do you feel the quality of life in the Township of Esquimalt has changed?	Improved	30%	37%	28%	18%	25%	34%	23%	32%	33%
	Stayed the same	30%	29%	28%	35%	34%	27%	33%	30%	27%
	Worsened	34%	23%	38%	46%	33%	34%	34%	33%	33%
	Not Sure	6%	10%	5%	2%	9%	5%	10%	6%	7%
Total	Base	373	163	118	90	181	183	80	290	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Why do you feel the quality of life in Esquimalt has IMPROVED compared to 3 years ago?	Services, amenities, businesses	41%	42%	41%	37%	49%	37%	48%	39%	53%
	Development, housing, growth	38%	34%	49%	30%	36%	41%	42%	37%	23%
	Transportation, accessibility	31%	39%	29%	9%	26%	32%	11%	35%	39%
	Infrastructure, facilities, civic improvements	20%	20%	23%	15%	20%	21%	7%	22%	24%
	Community, vibrancy, social life	12%	7%	20%	15%	15%	8%	13%	12%	16%
	Safety, cleanliness, calm	5%	10%			3%	8%	20%	3%	4%
	Parks, recreation, public realm	3%	4%	2%	3%	3%	4%	13%	1%	16%
	Other	3%	4%		6%		5%		4%	3%
	No response	2%			12%	2%	2%		2%	
Total	Base	111	61	34	16	46	62	19	92	75

Base: People who feel the quality of life has improved

Column percentages may exceed 100% because multiple responses given

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Why do you feel the quality of life in Esquimalt has WORSENE compared to 3 years ago?	Transportation, traffic, accessibility	64%	73%	56%	63%	65%	65%	69%	63%	67%
	Development, housing, growth	34%	31%	38%	33%	46%	22%	22%	38%	53%
	Affordability, taxes, cost of living	17%	19%	13%	20%	9%	25%	27%	15%	24%
	Planning, infrastructure, governance	15%	14%	15%	17%	18%	12%	3%	19%	24%
	Safety, disorder, noise	16%	13%	20%	14%	19%	13%	8%	18%	9%
	Services, amenities, resources	13%	3%	19%	17%	20%	7%	12%	13%	25%
	Community, neighbourhood character	10%	13%	10%	8%	10%	12%	11%	11%	16%
	Environment, parks, public spaces	5%	10%	3%	2%	4%	5%	7%	4%	4%
	No response	1%		3%			2%	5%		
	Other									1%
Total	Base	126	38	45	41	59	63	27	96	76

Base: People who feel the quality of life has worsened
Column percentages may exceed 100% because multiple responses given

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
In your opinion, what is the single MOST important issue facing the Township of Esquimalt that you feel should receive the greatest attention from local leaders?	Traffic, transportation, parking	19%	20%	20%	15%	19%	19%	25%	17%	22%
	Housing affordability	12%	15%	9%	10%	12%	13%	12%	12%	12%
	Don't know	11%	14%	8%	9%	13%	9%	3%	13%	10%
	Taxes, cost of living	11%	9%	15%	6%	8%	14%	16%	9%	4%
	Planning, governance, leadership	9%	8%	10%	9%	8%	9%	9%	9%	13%
	Infrastructure, roads, utilities	9%	7%	10%	12%	10%	10%	8%	10%	7%
	Safety, crime, policing	8%	9%	7%	9%	10%	7%	8%	9%	6%
	Services, amenities, healthcare	8%	8%	9%	8%	6%	8%	3%	9%	8%
	Development, density, building growth	7%	3%	6%	13%	6%	7%	4%	7%	10%
	Environment, parks, green space	3%	3%	3%	1%	3%	1%	5%	2%	3%
	Community character, livability	2%	2%	1%	2%	2%	1%	2%	1%	3%
	Facilities, recreation capacity	2%	2%	1%	3%	3%	1%	3%	1%	1%
	Other	0%			1%		1%		0%	0%
Total	Base	376	166	118	90	183	183	80	292	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
What do you think is the MOST important environmental concern for the Township of Esquimalt?	Don't no, no response	37%	38%	36%	35%	35%	39%	47%	34%	29%
	Traffic, idling, vehicle emissions	11%	8%	16%	11%	12%	11%	15%	10%	16%
	Development, density, land use	8%	9%	5%	9%	9%	6%	3%	9%	6%
	Water quality, sewage, stormwater	7%	5%	9%	9%	6%	8%	4%	8%	7%
	Green space, trees, habitat	6%	7%	5%	6%	7%	6%	6%	6%	11%
	Climate change, resilience, severe weather	5%	6%	5%	5%	6%	4%	7%	4%	7%
	Pollution, noise, industrial impacts	5%	5%	4%	5%	5%	4%	2%	6%	4%
	Transit, biking, walking alternatives	5%	6%	5%	3%	2%	8%	2%	5%	3%
	Other	4%	4%	4%	5%	4%	4%	4%	4%	3%
	Parks, natural areas, public access	4%	4%	2%	4%	4%	4%	3%	4%	6%
	Waste, litter, recycling, dumping	4%	4%	4%	4%	5%	3%		5%	2%
	Wildlife, invasive species, animal issues	2%	1%	2%	3%	3%	1%	2%	2%	2%
	Energy, buildings, resource use	2%	1%	3%	1%	2%	2%	6%	1%	0%
	Environmental planning, management, enforcement	1%	1%		1%	1%	1%		1%	2%
Total	Base	376	166	118	90	183	183	80	292	230

How important is it for the Township to work with other levels of government and non-governmental organizations to increase:

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Housing affordability	Very Important	63%	67%	58%	60%	68%	57%	59%	64%	66%
	Somewhat Important	28%	25%	28%	32%	24%	32%	26%	28%	26%
	Not Important	7%	5%	11%	6%	4%	9%	9%	6%	7%
	Not at all Important	2%	2%	3%	2%	4%	1%	5%	2%	1%
Total	Base	369	165	117	88	180	182	80	288	227
Range of housing options	Very Important	55%	58%	55%	51%	55%	56%	60%	54%	53%
	Somewhat Important	34%	33%	32%	39%	35%	33%	25%	37%	34%
	Not Important	8%	8%	9%	7%	6%	9%	12%	7%	10%
	Not at all Important	3%	2%	4%	3%	4%	2%	3%	3%	2%
Total	Base	368	165	117	87	180	181	80	287	227
Social support for people in vulnerable situations	Very Important	51%	53%	50%	49%	60%	44%	54%	51%	53%
	Somewhat Important	36%	34%	34%	41%	30%	41%	28%	38%	35%
	Not Important	9%	8%	12%	7%	8%	9%	7%	9%	10%
	Not at all Important	4%	5%	4%	3%	2%	7%	11%	3%	2%
Total	Base	367	160	118	89	181	178	75	290	224
Public safety	Very Important	63%	55%	70%	67%	74%	52%	64%	62%	70%
	Somewhat Important	31%	38%	24%	30%	23%	41%	25%	33%	26%
	Not Important	5%	6%	6%	3%	4%	7%	10%	4%	3%
	Not at all Important	0%	1%						1%	1%
Total	Base	373	166	118	89	181	183	80	291	227
Advocacy for small business	Very Important	43%	42%	46%	41%	50%	37%	46%	42%	52%
	Somewhat Important	47%	48%	44%	51%	46%	49%	46%	48%	42%
	Not Important	9%	10%	10%	7%	4%	14%	8%	10%	5%
	Not at all Important	0%			1%		1%		0%	1%
Total	Base	360	160	116	85	181	172	75	284	225
Transit and car - light transportation	Very Important	62%	66%	58%	60%	60%	65%	57%	64%	74%
	Somewhat Important	27%	24%	27%	31%	30%	23%	34%	25%	19%
	Not Important	7%	6%	10%	7%	7%	8%	4%	8%	5%
	Not at all Important	4%	5%	4%	2%	3%	5%	5%	3%	3%
Total	Base	362	157	117	88	181	174	75	286	227

TOWNSHIP SERVICES AND PROGRAMS

How satisfied are you with each of the following services provided by the Township of Esquimalt?

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Township parks	Very Satisfied	69%	73%	64%	68%	75%	62%	73%	68%	66%
	Somewhat Satisfied	29%	25%	32%	32%	23%	36%	27%	29%	32%
	Not Satisfied	2%	2%	3%		1%	2%		2%	2%
	Not at all Satisfied	0%		1%		0%			0%	0%
Total	Base	368	162	116	90	183	178	78	289	228
Township playgrounds	Very Satisfied	56%	59%	58%	50%	66%	49%	60%	55%	52%
	Somewhat Satisfied	39%	36%	39%	46%	28%	49%	33%	42%	44%
	Not Satisfied	4%	5%	3%	5%	6%	2%	7%	3%	4%
Total	Base	269	117	87	65	130	132	76	192	153
Township trails	Very Satisfied	49%	50%	51%	45%	53%	44%	59%	46%	45%
	Somewhat Satisfied	43%	37%	45%	51%	41%	47%	29%	47%	50%
	Not Satisfied	8%	13%	2%	4%	5%	9%	11%	7%	5%
	Not at all Satisfied	0%		1%		0%			0%	
Total	Base	343	154	112	77	171	164	75	267	216
Township boulevards and gardens	Very Satisfied	38%	37%	41%	37%	44%	32%	39%	38%	40%
	Somewhat Satisfied	49%	49%	48%	49%	43%	54%	50%	48%	48%
	Not Satisfied	9%	9%	9%	11%	10%	9%	6%	10%	9%
	Not at all Satisfied	4%	6%	2%	3%	2%	5%	5%	4%	2%
Total	Base	357	159	111	88	177	174	77	279	223
Public washrooms	Very Satisfied	18%	15%	22%	18%	27%	8%	18%	18%	19%
	Somewhat Satisfied	59%	62%	62%	52%	52%	68%	62%	59%	53%
	Not Satisfied	20%	21%	15%	25%	18%	23%	18%	21%	23%
	Not at all Satisfied	2%	2%	1%	5%	3%	1%	2%	3%	5%
Total	Base	302	127	100	76	156	141	73	230	193
Street trees	Very Satisfied	31%	30%	31%	32%	38%	24%	35%	30%	31%
	Somewhat Satisfied	52%	48%	59%	54%	47%	59%	50%	53%	55%
	Not Satisfied	12%	17%	8%	10%	12%	13%	11%	13%	13%
	Not at all Satisfied	4%	5%	2%	4%	4%	4%	5%	4%	1%
Total	Base	356	157	112	86	178	171	75	279	224
Waterfront access	Very Satisfied	51%	52%	57%	43%	59%	43%	55%	50%	46%
	Somewhat Satisfied	40%	40%	36%	47%	36%	45%	36%	42%	42%
	Not Satisfied	5%	5%	4%	8%	3%	7%	7%	5%	9%
	Not at all Satisfied	3%	4%	4%	2%	1%	5%	2%	3%	2%
Total	Base	357	157	115	85	177	173	76	280	229

How satisfied are you with each of the following services provided by the Township of Esquimalt?

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Recreation programs	Very Satisfied	40%	30%	44%	50%	43%	37%	39%	40%	34%
	Somewhat Satisfied	51%	58%	46%	45%	47%	55%	46%	53%	57%
	Not Satisfied	8%	11%	7%	3%	9%	7%	15%	6%	8%
	Not at all Satisfied	1%		3%	2%	1%	1%		1%	0%
Total	Base	318	139	100	78	164	148	77	239	205
Community, cultural and recreational events	Very Satisfied	41%	35%	47%	42%	47%	33%	47%	39%	46%
	Somewhat Satisfied	52%	57%	46%	53%	47%	59%	48%	54%	47%
	Not Satisfied	6%	6%	6%	5%	6%	6%	2%	7%	7%
	Not at all Satisfied	1%	2%	1%			2%	3%		0%
Total	Base	334	139	111	82	171	154	73	258	215
Road quality	Very Satisfied	13%	17%	9%	10%	17%	9%	16%	12%	14%
	Somewhat Satisfied	45%	50%	41%	40%	45%	44%	41%	46%	39%
	Not Satisfied	29%	22%	37%	30%	27%	32%	27%	29%	32%
	Not at all Satisfied	14%	11%	14%	19%	12%	15%	16%	13%	15%
Total	Base	369	162	118	89	182	180	80	288	227
Recreation facilities	Very Satisfied	42%	41%	40%	47%	42%	44%	50%	40%	36%
	Somewhat Satisfied	48%	46%	52%	46%	49%	47%	42%	50%	50%
	Not Satisfied	9%	12%	7%	5%	8%	9%	7%	9%	12%
	Not at all Satisfied	1%	1%	1%	2%	2%			1%	1%
Total	Base	353	157	113	83	172	174	78	273	222
Energy efficiency, climate change adaptation	Very Satisfied	15%	12%	20%	15%	15%	15%	14%	16%	10%
	Somewhat Satisfied	56%	52%	63%	53%	60%	54%	47%	59%	64%
	Not Satisfied	22%	26%	13%	28%	19%	25%	27%	20%	20%
	Not at all Satisfied	7%	9%	5%	4%	6%	6%	12%	5%	5%
Total	Base	252	107	87	59	123	120	57	193	166
Policing services	Very Satisfied	26%	21%	31%	27%	27%	23%	26%	26%	26%
	Somewhat Satisfied	54%	58%	46%	56%	56%	54%	55%	54%	54%
	Not Satisfied	12%	11%	13%	12%	11%	13%	8%	13%	12%
	Not at all Satisfied	9%	9%	10%	5%	6%	10%	11%	8%	8%
Total	Base	340	146	109	84	168	164	78	260	208
Fire services	Very Satisfied	62%	53%	69%	67%	65%	59%	60%	62%	62%
	Somewhat Satisfied	38%	47%	30%	31%	35%	40%	40%	37%	36%
	Not Satisfied	1%		1%	2%	1%	1%		1%	1%
	Not at all Satisfied									0%
Total	Base	338	143	109	86	167	164	74	263	205

How satisfied are you with each of the following services provided by the Township of Esquimalt?

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Bylaws and enforcement (noise, untidy/unsightly premises, nuisance, homeless encampments)	Very Satisfied	19%	17%	24%	17%	22%	17%	20%	19%	20%
	Somewhat Satisfied	44%	44%	41%	46%	48%	40%	43%	44%	54%
	Not Satisfied	26%	29%	23%	24%	21%	33%	31%	25%	17%
	Not at all Satisfied	11%	9%	11%	13%	9%	11%	7%	12%	8%
Total	Base	329	144	105	80	165	157	70	257	206
New resident information	Very Satisfied	23%	23%	21%	28%	27%	18%	29%	21%	15%
	Somewhat Satisfied	54%	51%	57%	56%	52%	57%	46%	57%	62%
	Not Satisfied	19%	21%	20%	11%	17%	21%	19%	18%	18%
	Not at all Satisfied	4%	5%	3%	5%	4%	4%	5%	3%	5%
Total	Base	194	98	59	37	99	91	48	145	129
Transportation and traffic flow	Very Satisfied	5%	5%	6%	5%	6%	5%	6%	5%	4%
	Somewhat Satisfied	29%	27%	24%	38%	30%	27%	20%	32%	28%
	Not Satisfied	33%	34%	37%	28%	32%	36%	38%	32%	40%
	Not at all Satisfied	32%	33%	33%	29%	32%	32%	36%	31%	28%
Total	Base	365	160	118	87	177	180	78	285	228
Sewage system	Very Satisfied	33%	36%	31%	33%	32%	34%	32%	34%	33%
	Somewhat Satisfied	50%	43%	57%	51%	51%	50%	43%	52%	52%
	Not Satisfied	11%	13%	8%	10%	11%	10%	17%	8%	10%
	Not at all Satisfied	6%	8%	4%	6%	6%	6%	9%	6%	4%
Total	Base	320	135	106	79	150	163	70	250	203
Garbage collection	Very Satisfied	52%	48%	51%	60%	49%	55%	47%	54%	58%
	Somewhat Satisfied	44%	47%	44%	35%	47%	40%	44%	43%	37%
	Not Satisfied	3%	3%	3%	4%	3%	3%	7%	2%	3%
	Not at all Satisfied	1%	1%	2%	1%	0%	2%	2%	1%	1%
Total	Base	352	159	112	81	173	171	80	270	220
Yard waste drop-off centre	Very Satisfied	60%	55%	60%	66%	61%	58%	59%	60%	62%
	Somewhat Satisfied	33%	35%	34%	30%	33%	35%	41%	31%	33%
	Not Satisfied	6%	9%	5%	3%	4%	8%		8%	3%
	Not at all Satisfied	1%	1%	2%	1%	2%			1%	2%
Total	Base	290	112	105	73	148	137	67	222	199
Environmental management	Very Satisfied	21%	21%	21%	21%	26%	14%	9%	24%	20%
	Somewhat Satisfied	56%	54%	63%	51%	55%	57%	71%	52%	65%
	Not Satisfied	18%	20%	13%	22%	12%	25%	13%	19%	11%
	Not at all Satisfied	5%	6%	3%	6%	7%	4%	6%	5%	4%
Total	Base	294	135	92	66	151	136	64	230	197

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
How do you rate your overall satisfaction with the services and programs provided by the Township of Esquimalt?	Very Satisfied	37%	34%	39%	38%	42%	31%	37%	37%	33%
	Somewhat Satisfied	56%	60%	52%	54%	51%	62%	57%	56%	61%
	Not Satisfied	7%	6%	7%	8%	7%	6%	6%	6%	5%
	Not at all Satisfied	1%		2%		0%	1%		1%	1%
Total	Base	372	165	118	89	181	183	79	291	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Why are you not satisfied with the services and programs provided by the Township of Esquimalt?	Programs access, availability, capacity	16%	36%	7%		15%	20%	54%	9%	38%
	Service response, communication, follow-through	20%	12%	44%		15%	23%	30%	16%	
	Programs cost, affordability, value	12%		28%	7%	15%	12%	16%	12%	8%
	Growth, development, zoning, housing	11%	23%	7%		6%	20%		15%	8%
	Other	9%	12%	7%	7%	19%			12%	23%
	Bylaw enforcement, inspections, complaints	11%	16%		21%	4%	8%		12%	
	Don't no, no response	11%			28%	8%	8%		9%	
	Public works, maintenance, infrastructure	6%		7%	14%	6%	8%		8%	
	Traffic, roads, transportation, parking	4%			15%	8%			5%	8%
	Seniors, accessibility, inclusion	2%			7%	4%			2%	8%
	Parks, green space, yard waste, environment									8%
Total	Base	28	10	10	7	13	12	4	21	13

Why are you NOT satisfied with the overall services and programs provided by the Township of Esquimalt?

How satisfied are you with each of the following services provided by the Township of Esquimalt?

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Snow and ice removal from roads	Very Satisfied	44%	49%	41%	40%	46%	41%	53%	42%	39%
	Somewhat Satisfied	43%	39%	44%	48%	42%	45%	38%	44%	49%
	Not Satisfied	9%	7%	12%	11%	8%	11%	9%	9%	11%
	Not at all Satisfied	4%	6%	3%	1%	4%	3%		5%	1%
Total	Base	301	124	101	75	148	146	63	237	196
Sidewalks	Very Satisfied	26%	33%	21%	20%	26%	26%	32%	25%	22%
	Somewhat Satisfied	50%	47%	49%	55%	52%	48%	43%	51%	48%
	Not Satisfied	20%	16%	26%	20%	18%	23%	23%	19%	23%
	Not at all Satisfied	4%	4%	4%	5%	4%	3%	2%	5%	7%
Total	Base	338	150	107	81	172	158	69	268	220
Street lighting	Very Satisfied	29%	30%	29%	29%	34%	24%	27%	30%	29%
	Somewhat Satisfied	56%	55%	56%	58%	51%	62%	53%	57%	56%
	Not Satisfied	13%	12%	14%	12%	14%	12%	17%	11%	12%
	Not at all Satisfied	2%	4%	1%		1%	3%	3%	2%	3%
Total	Base	363	163	114	86	177	178	80	282	226
Safe routes to schools	Very Satisfied	27%	21%	32%	29%	27%	25%	21%	30%	26%
	Somewhat Satisfied	60%	62%	57%	62%	63%	59%	65%	58%	57%
	Not Satisfied	9%	10%	9%	6%	7%	11%	11%	8%	16%
	Not at all Satisfied	4%	7%	2%	3%	3%	5%	3%	4%	1%
Total	Base	205	84	78	43	98	105	72	133	144
Bicycle paths	Very Satisfied	29%	32%	31%	19%	30%	26%	23%	31%	31%
	Somewhat Satisfied	49%	52%	43%	49%	50%	50%	60%	46%	44%
	Not Satisfied	9%	5%	11%	14%	9%	8%	7%	9%	14%
	Not at all Satisfied	13%	11%	14%	18%	10%	15%	10%	14%	11%
Total	Base	317	151	98	68	147	163	74	241	190
Public transit	Very Satisfied	32%	28%	35%	37%	33%	32%	18%	37%	31%
	Somewhat Satisfied	51%	50%	50%	53%	51%	50%	68%	46%	52%
	Not Satisfied	13%	18%	10%	8%	11%	16%	11%	14%	12%
	Not at all Satisfied	4%	4%	5%	3%	5%	2%	3%	4%	5%
Total	Base	322	148	98	76	157	161	72	249	202
Downtown parking	Very Satisfied	20%	29%	13%	11%	19%	19%	30%	16%	20%
	Somewhat Satisfied	44%	42%	49%	40%	38%	52%	42%	45%	34%
	Not Satisfied	20%	16%	21%	28%	24%	17%	14%	22%	29%
	Not at all Satisfied	16%	13%	17%	21%	19%	12%	13%	17%	17%
Total	Base	322	141	105	76	159	156	73	248	203

How satisfied are you with each of the following services provided by the Township of Esquimalt?

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Citizen engagement	Very Satisfied	27%	30%	26%	23%	31%	23%	32%	26%	22%
	Somewhat Satisfied	53%	50%	53%	58%	52%	55%	48%	54%	61%
	Not Satisfied	14%	13%	13%	15%	11%	15%	11%	15%	15%
	Not at all Satisfied	7%	8%	7%	4%	6%	7%	9%	6%	2%
Total	Base	314	145	97	72	154	154	71	242	206
Financial planning (stable renewal and investment in roads, water, sewer, storm drains, facilities)	Very Satisfied	9%	5%	10%	16%	13%	5%	6%	10%	11%
	Somewhat Satisfied	57%	67%	47%	54%	58%	59%	66%	55%	56%
	Not Satisfied	22%	19%	25%	24%	17%	27%	14%	24%	24%
	Not at all Satisfied	12%	9%	18%	6%	13%	9%	14%	11%	10%
Total	Base	264	110	91	62	123	135	55	208	178
Land use planning	Very Satisfied	8%	8%	8%	6%	8%	8%	4%	9%	9%
	Somewhat Satisfied	50%	55%	45%	51%	49%	52%	63%	47%	48%
	Not Satisfied	26%	21%	31%	28%	26%	27%	12%	30%	29%
	Not at all Satisfied	15%	16%	15%	15%	16%	13%	21%	14%	15%
Total	Base	276	116	97	63	130	141	61	214	185
Development services (building, engineering and permitting processes, subdivision and rezoning applications)	Very Satisfied	10%	13%	9%	7%	8%	11%	10%	10%	8%
	Somewhat Satisfied	44%	45%	37%	52%	42%	45%	38%	46%	40%
	Not Satisfied	27%	30%	26%	23%	30%	25%	37%	24%	31%
	Not at all Satisfied	19%	12%	27%	19%	19%	19%	15%	20%	21%
Total	Base	225	99	76	51	110	110	54	170	153
Tourism promotion	Very Satisfied	18%	14%	19%	24%	17%	19%	11%	20%	11%
	Somewhat Satisfied	54%	48%	59%	57%	57%	51%	48%	55%	64%
	Not Satisfied	18%	24%	14%	14%	18%	19%	26%	17%	19%
	Not at all Satisfied	9%	13%	8%	4%	8%	10%	15%	8%	6%
Total	Base	197	82	68	48	109	84	35	161	144
Downtown revitalization	Very Satisfied	19%	18%	18%	21%	19%	16%	13%	20%	22%
	Somewhat Satisfied	57%	59%	61%	48%	56%	59%	70%	54%	59%
	Not Satisfied	17%	19%	13%	19%	15%	19%	11%	18%	16%
	Not at all Satisfied	7%	4%	9%	12%	9%	5%	5%	8%	3%
Total	Base	316	134	105	77	159	150	67	248	206
Economic development	Very Satisfied	12%	8%	16%	16%	10%	14%	9%	13%	13%
	Somewhat Satisfied	59%	61%	57%	57%	61%	58%	64%	58%	62%
	Not Satisfied	23%	26%	19%	20%	22%	23%	24%	22%	19%
	Not at all Satisfied	6%	5%	8%	7%	7%	5%	4%	7%	6%
Total	Base	277	126	92	58	135	136	58	218	165

SERVICE PROVIDED BY TOWNSHIP EMPLOYEES

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
In the last 12 months, have you personally contacted or dealt with a Township of Esquimalt employee?	Yes	55%	55%	57%	54%	54%	57%	66%	52%	60%
	No \ Not sure	45%	45%	43%	46%	46%	43%	34%	48%	40%
Total	Base	370	165	117	89	181	182	80	289	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
How did you most recently make contact with the Township?	In person	42%	43%	33%	52%	32%	53%	42%	42%	32%
	Email	24%	27%	30%	12%	31%	16%	25%	23%	28%
	Telephone	23%	24%	18%	29%	26%	21%	16%	26%	20%
	Township Website	7%	4%	11%	6%	7%	7%	14%	4%	10%
	Council meeting\Advisory Committee	2%		5%		1%	3%	1%	2%	4%
	Social Media (eg: Facebook)	1%	1%	1%	1%	2%		2%	1%	
	Open house, public consultation	0%		1%		1%			0%	3%
	Other	0%			1%	0%			0%	3%
	Mail	0%		1%		1%			0%	1%
	Downtown Safety Office									1%
Total	Base	210	92	68	50	102	104	53	156	138

Base: People that dealt with Township employees in the past year

How satisfied were you with the Township employees:

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Level of knowledge	Very Satisfied	55%	53%	50%	66%	57%	55%	39%	61%	65%
	Somewhat Satisfied	33%	36%	34%	26%	30%	35%	45%	29%	26%
	Not Satisfied	6%	3%	12%	6%	10%	3%	7%	6%	8%
	Not at all Satisfied	5%	8%	5%	2%	3%	7%	9%	4%	1%
Total	Base	203	90	65	49	95	104	52	150	133
Helpfulness	Very Satisfied	61%	59%	55%	73%	60%	63%	41%	69%	67%
	Somewhat Satisfied	23%	24%	25%	18%	23%	24%	35%	18%	22%
	Not Satisfied	8%	7%	9%	7%	10%	4%	11%	7%	10%
	Not at all Satisfied	8%	9%	11%	3%	6%	9%	13%	6%	1%
Total	Base	207	91	66	50	98	104	53	152	134
Ability to resolve your issue	Very Satisfied	57%	59%	50%	63%	50%	64%	46%	61%	50%
	Somewhat Satisfied	19%	16%	22%	21%	26%	13%	15%	21%	31%
	Not Satisfied	11%	9%	14%	10%	13%	7%	15%	9%	9%
	Not at all Satisfied	13%	16%	14%	6%	10%	16%	23%	9%	11%
Total	Base	198	90	63	45	95	99	50	147	133
Courteousness	Very Satisfied	67%	69%	62%	72%	62%	73%	58%	71%	74%
	Somewhat Satisfied	25%	22%	32%	24%	31%	20%	30%	24%	21%
	Not Satisfied	5%	7%	4%	2%	5%	3%	7%	3%	4%
	Not at all Satisfied	3%	3%	3%	3%	1%	4%	6%	2%	2%
Total	Base	205	91	65	50	97	104	53	151	133
Speed and timeliness of service	Very Satisfied	57%	53%	58%	64%	54%	63%	41%	63%	61%
	Somewhat Satisfied	24%	25%	23%	24%	28%	18%	26%	24%	29%
	Not Satisfied	9%	13%	6%	5%	13%	5%	19%	5%	8%
	Not at all Satisfied	10%	8%	14%	7%	5%	14%	14%	8%	2%
Total	Base	196	86	62	48	97	95	50	145	132
Accessibility	Very Satisfied	63%	63%	65%	62%	57%	71%	45%	70%	63%
	Somewhat Satisfied	27%	27%	25%	30%	36%	19%	39%	22%	33%
	Not Satisfied	5%	6%	5%	5%	5%	4%	9%	4%	4%
	Not at all Satisfied	4%	5%	6%	2%	2%	6%	7%	3%	
Total	Base	170	74	53	44	84	82	44	125	113
Overall Service	Very Satisfied	53%	53%	50%	55%	52%	53%	42%	57%	60%
	Somewhat Satisfied	30%	30%	26%	34%	29%	31%	33%	29%	28%
	Not Satisfied	9%	8%	13%	8%	11%	6%	11%	8%	10%
	Not at all Satisfied	9%	10%	11%	4%	7%	10%	13%	7%	1%
Total	Base	202	86	65	50	98	99	50	150	135

Base: People that dealt with Township employees in the past year

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
What qualities do you think are MOST important for Township staff to demonstrate when serving the public?	Efficiency & problem solving	68%	71%	71%	60%	71%	67%	81%	65%	65%
	Direct, straightforward communication	59%	57%	57%	66%	65%	54%	51%	62%	66%
	Active listening & patience	57%	56%	52%	67%	63%	53%	54%	58%	61%
	Professionalism	56%	51%	62%	58%	56%	59%	51%	57%	62%
	Honesty	51%	49%	48%	60%	47%	57%	41%	54%	49%
	Respectfulness & empathy	43%	48%	36%	42%	46%	40%	42%	43%	43%
	Transparency	40%	47%	34%	35%	40%	41%	34%	42%	46%
	Cultural Awareness	25%	27%	20%	27%	27%	20%	20%	26%	28%
	Inclusivity and sensitivity	21%	21%	18%	22%	26%	15%	19%	21%	26%
	Other	2%	1%	4%	2%	1%	2%		3%	2%
	Knowledgeable	1%	1%	1%	1%	0%	1%		1%	1%
	All listed qualities, all of the above	1%		2%	1%	1%	1%		1%	1%
Total	Base	368	163	117	88	180	181	78	288	230

Base: Column percentages may exceed 100% because multiple responses given

SERVICE PRIORITIES

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Given that Council must balance rising costs to maintain current service levels and requests for new services, which one of the following four options would you most like the Township of Esquimalt to pursue in the coming 2-3 years?	Enhance or expand services through a tax increase	19%	23%	16%	13%	18%	18%	25%	17%	18%
	Maintain service levels - moderate tax increase	54%	53%	47%	67%	54%	56%	42%	58%	59%
	Cut or reduce services to maintain current tax level	16%	13%	20%	15%	18%	13%	17%	15%	15%
	Cut or reduce services to reduce taxes	11%	10%	17%	5%	10%	12%	16%	10%	8%
Total	Base	363	164	115	84	178	177	77	283	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Are there any existing Township services you would like to see expanded or new services introduced?	Yes	38%	42%	35%	34%	34%	39%	57%	32%	38%
	None	20%	16%	25%	20%	17%	23%	21%	19%	18%
	Not sure	43%	42%	40%	46%	49%	37%	22%	49%	44%
Total	Base	364	160	116	88	177	178	80	281	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Please specify the Township services you would like to see expanded or new services introduced.	Recreation	35%	41%	34%	23%	39%	33%	37%	35%	52%
	Transportation and sidewalks	16%	17%	17%	15%	22%	13%	25%	12%	18%
	Public transit and active transportation	17%	29%	7%	3%	11%	24%	23%	14%	13%
	Community amenities, events, civic life, local services	12%	17%	3%	12%	15%	8%	8%	14%	11%
	Bylaw and policing, enforcement and safety	12%	8%	16%	15%	12%	9%	7%	13%	14%
	Waste, recycling, yard waste, disposal	9%	8%	10%	10%	11%	6%	5%	12%	7%
	Utilities, Water and sewer infrastructure	9%	7%	12%	11%	6%	13%	10%	10%	1%
	Health, childcare, seniors, youth, social supports	6%	4%	12%	5%	8%	6%	12%	4%	10%
	Housing, development, planning, permits, growth	5%	4%	5%	8%	2%	8%		8%	10%
	Other	4%	2%	7%	2%	1%	4%		4%	1%
Communication, consultation, customer service	1%			5%	1%	1%		2%	2%	
Total	Base	136	66	41	29	58	70	44	89	87

Base: People who would like town services expanded or new services introduced

Column percentages may exceed 100% because multiple responses given

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Which services would you consider acceptable to reduce?	Please specify:	38%	37%	46%	30%	35%	40%	39%	38%	34%
	None	18%	16%	17%	24%	13%	25%	11%	21%	16%
	Not sure	43%	46%	37%	47%	52%	35%	49%	42%	50%
Total	Base	359	160	114	85	172	178	77	279	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Please specify services acceptable to reduce:	Not sure	43%	46%	37%	47%	52%	35%	49%	42%	50%
	None	18%	16%	17%	24%	13%	25%	11%	21%	16%
	Bike lanes and traffic calming	12%	7%	18%	13%	13%	11%	11%	12%	15%
	Police and enforcement	6%	8%	6%	1%	5%	5%	6%	6%	8%
	Administration and staffing	5%	6%	4%	5%	4%	4%	5%	4%	3%
	Roads and parking	4%	6%	3%	1%	2%	5%	5%	3%	1%
	Culture and special initiatives	3%	5%	4%		3%	4%	5%	3%	1%
	Parks and beautification	2%	1%	4%	3%	3%	3%	2%	3%	2%
	Other	2%	1%	2%	2%	1%	3%	3%	2%	
	Shared services and amalgamation	1%	1%	1%			2%		1%	1%
	Development and housing	1%	2%	1%		2%		2%	1%	0%
	Waste and local services	1%	1%	1%	1%	1%	1%	2%	1%	1%
	Recreation and sports	1%		1%	2%	1%	1%		1%	1%
	Deer management	0%			1%		1%		0%	0%
Total	Base	359	160	114	85	172	178	77	279	230

Base: People who would accept reducing town services

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Are you aware of the immunocontraception (IC) program for deer population management in our community?	Yes, and I support it	59%	54%	61%	68%	66%	55%	51%	62%	60%
	Yes, but I do not support it	15%	10%	19%	19%	15%	15%	14%	15%	15%
	No, I was not aware	22%	32%	16%	10%	14%	28%	33%	19%	20%
	Unsure	4%	4%	4%	3%	4%	3%	2%	4%	5%
Total	Base	370	164	118	89	181	181	77	290	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Would you support the deer IC program continuing and being offered as a service by the Township, knowing this could result in an increase in your property taxes?	Yes, I would support it even with a tax increase	34%	32%	32%	41%	40%	30%	26%	37%	33%
	No, I would not support it if it increases taxes	42%	44%	46%	34%	37%	47%	52%	40%	40%
	Unsure \ Need more information	24%	24%	22%	25%	23%	23%	23%	24%	26%
Total	Base	373	166	118	90	181	183	80	291	230

Please rate your level of agreement with the following statements:

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
I receive good value for the municipal taxes I pay	Strongly Agree	14%	14%	16%	12%	13%	15%	18%	13%	12%
	Agree	63%	68%	52%	67%	65%	62%	58%	65%	60%
	Disagree	18%	14%	24%	17%	17%	19%	18%	18%	23%
	Strongly Disagree	5%	4%	8%	3%	5%	4%	6%	4%	5%
Total	Base	324	140	102	82	157	161	73	249	205
The Township of Esquimalt listens to Citizens and encourages involvement in making decisions	Strongly Agree	15%	13%	17%	16%	17%	14%	17%	15%	13%
	Agree	54%	59%	41%	63%	50%	59%	51%	56%	56%
	Disagree	22%	20%	29%	15%	23%	21%	22%	22%	23%
	Strongly Disagree	8%	7%	12%	6%	10%	6%	10%	8%	8%
Total	Base	305	127	102	75	148	153	68	236	197
In general, I believe the Township of Esquimalt is doing a good job	Strongly Agree	19%	19%	19%	18%	22%	15%	22%	18%	16%
	Agree	62%	67%	51%	69%	60%	66%	57%	64%	63%
	Disagree	16%	13%	26%	10%	15%	18%	18%	16%	17%
	Strongly Disagree	3%	2%	4%	3%	4%	1%	3%	2%	4%
Total	Base	345	153	110	82	169	171	74	269	219

COMMUNICATIONS

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
How do you learn about local government issues?	Word of mouth: neighbours, friends	58%	63%	58%	50%	57%	60%	69%	56%	58%
	Social media	51%	61%	53%	28%	57%	44%	71%	45%	61%
	Local newspaper - news articles	47%	28%	57%	68%	44%	52%	34%	50%	40%
	Township website	37%	31%	45%	37%	37%	38%	34%	37%	48%
	Internet, general	37%	43%	36%	28%	36%	38%	33%	38%	41%
	Online public engagement	20%	24%	24%	6%	21%	19%	27%	18%	31%
	Email	18%	18%	20%	17%	17%	20%	16%	19%	20%
	Radio	17%	12%	22%	22%	16%	19%	17%	17%	11%
	TV	14%	5%	18%	25%	16%	11%	6%	16%	17%
	Through a community organization	12%	13%	12%	7%	11%	12%	18%	10%	20%
	Local newspaper - advertisements	12%	7%	12%	20%	13%	11%	10%	12%	9%
	Contact Township staff	9%	7%	9%	12%	9%	9%	7%	9%	7%
	Contact Township Council	5%	5%	5%	6%	7%	5%	5%	6%	7%
	Township newsletter, mailouts, postal mail	3%	4%	1%	4%	2%	4%	2%	3%	4%
	Dont know, not sure	3%	2%	2%	4%	2%	2%	2%	3%	2%
	Other	1%		1%	1%	1%	1%	2%	0%	1%
Not interested	1%	1%				1%		1%	1%	
Total	Base	372	165	118	90	180	183	78	291	230

Column percentages may exceed 100% because of multiple responses.

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Do you:	Read The Township brochure?	57%	48%	64%	66%	61%	54%	61%	56%	62%
	Read The Current newsletter?	54%	48%	52%	66%	53%	55%	50%	55%	55%
	Visit the Township website?	47%	44%	56%	39%	42%	53%	53%	45%	47%
	Listen to local radio stations?	47%	37%	50%	62%	46%	48%	39%	49%	40%
	Watch local TV?	31%	15%	32%	61%	32%	30%	6%	38%	33%
	Subscribe to the Townships e-newsletter?	22%	15%	28%	27%	23%	20%	18%	23%	21%
	Follow Township social accounts?	17%	23%	18%	7%	23%	11%	28%	14%	32%
	Watch Council meeting webcasts?	8%	8%	9%	7%	5%	11%	9%	8%	9%
Total	Base	360	160	113	87	179	174	77	281	230

Column percentages may exceed 100% because of multiple responses.

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Which radio stations do you listen to?	CBC Radio, CBC Victoria, 90.5	33%	23%	34%	43%	40%	28%	32%	33%	36%
	CFOX 107.0	28%	21%	29%	33%	20%	33%	16%	30%	33%
	The Q, 100.3	19%	19%	28%	10%	19%	20%	35%	16%	20%
	The Zone, 91.3	17%	31%	16%	2%	12%	22%	20%	16%	15%
	The Ocean, 98.5	15%	13%	15%	17%	19%	10%	13%	15%	7%
	Virgin Radio, 107.3	10%	17%	5%	7%	10%	9%	17%	8%	5%
	Jack FM, 103.1	4%	6%	6%	1%	3%	6%	17%	2%	3%
	CHEK or other TV mention	4%		2%	10%	3%	5%		5%	
	Other, unclear	2%	2%	2%	3%	4%	1%		3%	2%
	Multiple local stations unspecified	1%	4%				3%		2%	4%
	CFUV, 101.9	2%	4%	1%		1%	3%		2%	
	Ici Musique, 88.9									1%
	Ici Premiere, 99.7									1%
	Z95.3, 95.3									1%
	Total	Base	168	59	57	53	81	84	30	137

Base: People that listen to local radio stations

Column percentages may exceed 100% because of multiple responses.

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Which Township Social accounts do you follow?	Township Facebook	64%	58%	80%	43%	74%	46%	79%	56%	55%
	Township Instagram	21%	30%	10%		17%	32%	27%	18%	27%
	Community Connection or community group	18%	14%	17%	50%	16%	24%	6%	25%	16%
	Township recreation account	9%	10%	11%		14%		12%	8%	7%
	Other social platform or alert	9%	13%	4%		2%	25%	11%	8%	4%
	Other, unclear	6%	8%		16%	3%	5%		9%	3%
	Other Esquimalt social page									8%
	Website, newsletter, email, notices									4%
Total	Base	62	36	20	6	41	19	21	41	74

Base: People that follow Township Social accounts

Column percentages may exceed 100% because of multiple responses.

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Do you have access to the internet?	At home	98%	100%	97%	95%	98%	98%	99%	98%	97%
	On a smart phone	83%	95%	89%	52%	82%	83%	93%	80%	87%
	At work	59%	84%	60%	9%	53%	65%	84%	52%	52%
	No access	1%			3%		2%		1%	
Total	Base	370	165	117	89	182	181	80	289	230

Column percentages may exceed 100% because of multiple responses.

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Which of the following social media do you use?	Facebook	70%	68%	77%	64%	76%	65%	86%	66%	81%
	YouTube	57%	62%	57%	47%	47%	67%	55%	58%	51%
	Instagram	51%	67%	51%	21%	54%	48%	62%	48%	61%
	LinkedIn	21%	29%	21%	7%	22%	20%	27%	20%	19%
	None	12%	7%	11%	23%	12%	13%	5%	14%	9%
	TikTok	11%	18%	10%	2%	12%	9%	14%	11%	8%
	Twitter \ X	9%	14%	7%	3%	7%	11%	8%	9%	9%
	BlueSky	7%	8%	5%	5%	4%	9%	11%	5%	9%
	Reddit	2%	3%	2%	1%	2%	3%		3%	0%
	Discord	1%	3%				3%	3%	1%	1%
	Other	1%	1%	1%			2%	3%	0%	
Total	Base	362	162	115	85	180	175	77	284	230

Base: People with access to the internet

Column percentages may exceed 100% because of multiple responses.

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Do you use any of the following services offered on the Township of Esquimalt web page?	Recreation registration	48%	57%	44%	38%	55%	41%	73%	41%	43%
	MyEsquimalt acct(check property tax and account balances)	33%	40%	32%	20%	33%	32%	33%	33%	33%
	Renew a dog licence	23%	26%	28%	11%	21%	26%	19%	25%	25%
	None	20%	14%	21%	30%	19%	21%	6%	24%	17%
	Comment on public projects	18%	14%	28%	11%	14%	22%	20%	17%	25%
	Make a Bylaw complaint	15%	13%	22%	11%	18%	12%	9%	17%	24%
	Report a problem	15%	7%	24%	18%	13%	18%	14%	15%	21%
	Watch council meetings	12%	13%	13%	11%	9%	16%	14%	12%	13%
	Webmaps	12%	10%	14%	12%	6%	18%	12%	12%	13%
	Renew a business licence	9%	12%	9%	2%	8%	9%	21%	5%	7%
	Permits and permit applications	1%	2%	1%		0%	1%	1%	1%	1%
	Events, news, general information	1%		1%	1%	1%			1%	1%
	Development, construction, building information	1%	1%		1%	1%			1%	1%
	Garbage, recycling, yard waste information	0%		1%		1%		1%	0%	1%
Other	0%			1%	0%			0%		
Total	Base	348	154	113	81	175	168	77	270	230

Base: People with access to the internet

Column percentages may exceed 100% because of multiple responses.

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Are you signed up for Esquimalt Alert (emergency notification)?	Yes	57%	53%	61%	60%	60%	55%	68%	54%	59%
	No	43%	47%	39%	40%	40%	45%	32%	46%	41%
Total	Base	357	160	115	82	175	175	78	277	230

What types of community consultations would you consider participating in?

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Public hearing	Yes - Online	56%	61%	57%	42%	55%	57%	70%	52%	64%
	Yes - In Person	46%	41%	51%	50%	43%	50%	47%	46%	46%
	No	24%	26%	19%	27%	27%	19%	16%	26%	16%
Total	Base	349	162	111	76	172	170	78	270	230

Column percentages may exceed 100% because of multiple responses.

What types of community consultations would you consider participating in?

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Focus Groups	Yes - Online	52%	63%	49%	33%	53%	50%	57%	51%	55%
	Yes - In Person	39%	40%	40%	35%	36%	42%	46%	37%	43%
	No	32%	26%	32%	47%	33%	33%	27%	34%	27%
Total	Base	341	161	110	70	168	165	77	262	230

Column percentages may exceed 100% because of multiple responses.

What types of community consultations would you consider participating in?

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Open house	Yes - In Person	53%	50%	59%	51%	49%	59%	62%	51%	60%
	Yes - Online	42%	46%	43%	33%	41%	43%	44%	41%	43%
	No	28%	30%	21%	33%	33%	23%	23%	29%	22%
Total	Base	339	154	110	76	171	161	72	266	230

Column percentages may exceed 100% because of multiple responses.

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
In general, how do you feel about the amount of information provided by the Township?	Too much	1%	1%	1%	2%	0%	2%	3%	1%	
	Adequate	77%	79%	77%	73%	76%	78%	85%	75%	71%
	Too little	10%	10%	12%	8%	13%	7%	10%	10%	16%
	Not sure	12%	10%	11%	17%	11%	12%	2%	14%	13%
Total	Base	369	165	116	89	181	181	80	288	229

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
What additional information would you like from the city?	Not specified	32%	30%	40%	20%	36%	29%	30%	32%	11%
	How to get updates	19%	33%	10%	7%	25%		16%	20%	24%
	Public input and consultation	18%	29%	15%		9%	36%	38%	13%	8%
	Development and growth	8%		10%	20%	8%	7%		10%	11%
	Budget and spending	7%		15%	7%	5%	10%	17%	4%	8%
	Projects and road impacts	4%			20%	7%			5%	5%
	Other	4%		10%			10%		5%	5%
	Community programs and events	5%	8%		7%	8%			6%	
	Council business	3%			13%		7%		3%	5%
	Clearer detail and summaries	1%			7%	2%			2%	8%
	Future plans and priorities									8%
	Policies and bylaws									5%
Total	Base	37	16	14	7	23	13	8	29	37

Base: People who indicated too little information provided by the Township

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
In general, how do you feel about the quality of information provided by the Township?	Good	29%	28%	30%	30%	28%	30%	34%	28%	19%
	Adequate	54%	57%	54%	48%	53%	54%	49%	55%	59%
	Poor	8%	8%	7%	11%	10%	7%	14%	6%	11%
	Not sure	9%	8%	10%	12%	10%	9%	3%	11%	12%
Total	Base	366	161	116	89	180	178	77	287	227

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
What are the best methods for the Township of Esquimalt to communicate information to you?	Email	54%	53%	56%	51%	49%	61%	60%	52%	53%
	Social media	50%	62%	53%	26%	57%	42%	60%	48%	59%
	Township website	45%	44%	53%	36%	44%	47%	47%	44%	56%
	Online public engagement	36%	42%	37%	23%	33%	39%	38%	35%	48%
	Local newspaper - news articles	38%	26%	37%	59%	39%	37%	34%	39%	32%
	Internet, general	27%	27%	31%	24%	25%	29%	22%	29%	31%
	Word of mouth: neighbours, friends	24%	30%	19%	21%	20%	27%	25%	24%	22%
	Radio	19%	11%	23%	27%	18%	20%	17%	20%	23%
	TV	14%	8%	13%	25%	12%	15%	8%	15%	17%
	Through a community organization	14%	21%	11%	7%	15%	13%	23%	12%	14%
	Local newspaper - advertisements	13%	7%	11%	25%	12%	13%	15%	12%	7%
	Mailed print and newsletters	5%	7%	4%	4%	4%	7%	3%	6%	5%
	Posters and bulletin boards	1%	3%				3%	3%	1%	1%
	Dont know, not sure	1%	1%	2%		1%	1%		1%	2%
	Text and alert messages	1%		2%	1%	1%	1%	1%	1%	
Other	0%		1%	1%	0%	1%		1%	0%	
Not interested									1%	
Total	Base	368	162	116	90	182	179	77	290	229

Column percentages may exceed 100% because of multiple responses.

PUBLIC SAFETY

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
How ready do you feel if an emergency happens (eg earthquake, flood)?	Very prepared	9%	8%	13%	7%	6%	13%	6%	10%	12%
	Somewhat prepared	53%	44%	52%	70%	50%	54%	52%	53%	60%
	Somewhat unprepared	31%	38%	29%	19%	32%	30%	33%	30%	21%
	Very unprepared	7%	10%	7%	4%	12%	3%	9%	7%	7%
Total	Base	374	166	117	90	183	182	80	291	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Do you have an emergency kit with foods, water and supplies for 7 or more days:	Yes	44%	33%	53%	54%	40%	49%	38%	46%	45%
	No	56%	67%	47%	46%	60%	51%	62%	54%	55%
Total	Base	370	166	115	89	180	181	80	287	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
What are the most effective ways for the Township to communicate with you in the event of an emergency?	Esquimalt Alert emergency app	61%	56%	71%	58%	70%	52%	65%	60%	68%
	Email	54%	55%	57%	49%	56%	53%	53%	55%	57%
	Radio	50%	43%	54%	59%	44%	57%	48%	52%	47%
	Online - local news	33%	36%	32%	30%	36%	30%	24%	36%	41%
	Online - township social media accounts	32%	44%	30%	14%	34%	30%	36%	31%	34%
	Online - township website	31%	34%	33%	24%	31%	32%	26%	33%	30%
	TV	25%	18%	25%	38%	24%	25%	14%	28%	28%
	Phone, text and direct alerts	5%	4%	8%	3%	3%	6%	5%	5%	5%
	Other	2%	1%	2%	3%	1%	3%	2%	2%	1%
	Offline public alerts	1%			4%	1%	1%		1%	1%
Total	Base	370	166	115	90	181	181	79	289	230

Column percentages may exceed 100% because of multiple responses.

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Are you aware that fireworks are banned in Esquimalt?	Yes	59%	46%	66%	75%	64%	55%	52%	61%	66%
	No	41%	54%	34%	25%	36%	45%	48%	39%	34%
Total	Base	372	166	116	90	182	182	80	290	230

RECREATION

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
How satisfied are you with the variety of recreational activities offered?	Very satisfied	31%	21%	39%	40%	33%	30%	28%	32%	30%
	Somewhat satisfied	62%	70%	55%	55%	59%	64%	61%	62%	63%
	Not satisfied	6%	6%	6%	4%	7%	3%	9%	5%	6%
	Not at all satisfied	2%	3%	1%	1%	0%	3%	3%	1%	1%
Total	Base	366	165	116	85	177	179	80	283	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
How can we improve recreational programs?	Facility size and capacity	20%	17%	30%	11%	10%	32%	16%	21%	25%
	More program variety	2%			11%	4%			3%	6%
	Better times and availability	17%	26%	10%		17%	20%	29%	12%	13%
	Children and youth programs	5%		19%			11%	16%		6%
	Adults, seniors and mobility programs	4%			23%	8%			6%	13%
	Cost and affordability	4%			22%		8%		6%	6%
	Swimming and aquatic offer									13%
	Resident priority and registration	10%	9%	10%	11%	21%		9%	10%	
	Facilities, access and amenities	16%	12%	20%	22%	12%	8%		24%	13%
	Program awareness and engagement	13%	18%	10%		27%			19%	
	Other	9%	17%				20%	29%		6%
Total	Base	25	14	7	4	12	12	8	17	16

Base: People who are not satisfied with recreational programs

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Is accessibility a barrier to you accessing recreational services or parks?	Yes	5%	5%	4%	6%	7%	3%	8%	4%	8%
	No	95%	95%	96%	94%	93%	97%	92%	96%	92%
Total	Base	366	165	115	87	180	179	80	285	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
How is accessibility a barrier to you accessing recreational services or parks?	Health, mobility and disability	14%		28%	28%	21%			21%	44%
	Cost and affordability	12%	12%	14%	9%	18%		31%	4%	11%
	Parking and vehicle access	34%	52%	14%	18%	40%		31%	38%	17%
	Transit, distance and travel access	5%			18%	7%			7%	
	Physical accessibility of parks and facilities									17%
	Programs full or hard to access									6%
	No response	11%		18%	27%	4%	20%		11%	
	Other	24%	35%	26%		9%	80%	38%	19%	6%
Total	Base	21	10	5	5	14	5	6	14	18

Base: People who feel accessibility is a barrier to accessing recreational services

COMMUNITY RELATIONS

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Are you aware that the Township of Esquimalt offers a range of local employment opportunities?	Yes	52%	50%	59%	48%	54%	50%	48%	53%	56%
	No	48%	50%	41%	52%	46%	50%	52%	47%	44%
Total	Base	371	165	117	90	181	183	80	291	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Do you feel that Township services are delivered in a way that is inclusive and respectful of Esquimalt's diverse community?	Yes	95%	94%	93%	99%	96%	95%	94%	96%	88%
	No	5%	6%	7%	1%	4%	5%	6%	4%	12%
Total	Base	349	156	109	84	172	171	72	276	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Do you work in Esquimalt?	Yes	27%	37%	24%	10%	26%	27%	54%	19%	24%
	No	73%	63%	76%	90%	74%	73%	46%	81%	76%
Total	Base	364	162	118	85	178	180	80	283	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Would you consider working locally if more opportunities were available?	Yes	61%	85%	65%	16%	61%	60%	77%	58%	56%
	No	39%	15%	35%	84%	39%	40%	23%	42%	44%
Total	Base	251	104	82	65	123	125	38	212	174

Base: People who do not work in Esquimalt

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
What would encourage you to support local businesses more frequently?	More variety of services	67%	65%	74%	61%	64%	71%	64%	68%	62%
	More community events or promotions	27%	29%	31%	18%	28%	26%	31%	26%	35%
	More convenient hours	26%	36%	27%	7%	24%	30%	33%	25%	26%
	More locally made products	26%	27%	23%	26%	26%	24%	22%	27%	27%
	Cleaner storefronts \ streets	20%	16%	26%	21%	28%	13%	15%	22%	21%
	Improved accessibility	17%	18%	18%	15%	19%	16%	20%	17%	21%
	Improved safety in the area	9%	7%	12%	8%	11%	7%	12%	8%	13%
	Parking and vehicle access	8%	10%	6%	9%	12%	4%	10%	8%	9%
	Already support local, nothing more needed	5%	4%	4%	8%	6%	4%	4%	5%	3%
	Price and affordability	3%	4%	1%	2%	1%	5%	3%	3%	1%
	Banking and financial services	2%	1%	1%	6%	1%	3%	3%	2%	2%
Other	1%			3%	0%	1%		1%	0%	
Total	Base	364	163	118	82	177	179	78	284	229

Column percentages may exceed 100% because of multiple responses.

Of the last five times you completed each of the following activities, how many of those five times took place in Esquimal?

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Dining out	None	17%	13%	21%	17%	22%	11%	10%	18%	20%
	1 of 5	33%	39%	26%	32%	31%	34%	40%	32%	30%
	2 of 5	22%	23%	24%	18%	18%	25%	23%	21%	21%
	3 of 5	12%	13%	13%	10%	14%	11%	11%	13%	17%
	4 of 5	8%	8%	8%	8%	6%	10%	8%	8%	6%
	All 5	5%	4%	5%	8%	5%	5%	6%	5%	3%
	N/A	3%	1%	3%	8%	3%	4%	2%	3%	3%
Total	Base	372	165	118	89	180	183	78	291	230
Grocery shopping	None	8%	11%	7%	4%	6%	9%	6%	9%	7%
	1 of 5	12%	10%	14%	12%	13%	11%	14%	11%	13%
	2 of 5	13%	16%	13%	6%	13%	10%	10%	13%	15%
	3 of 5	12%	8%	11%	20%	12%	12%	14%	11%	15%
	4 of 5	22%	19%	25%	21%	18%	25%	14%	24%	18%
	All 5	34%	35%	30%	36%	37%	33%	40%	33%	31%
	N/A	0%			1%	1%			0%	0%
Total	Base	374	166	118	90	182	183	80	292	230
Shopping for household items	None	32%	29%	36%	32%	33%	28%	29%	32%	37%
	1 of 5	23%	29%	23%	14%	22%	25%	25%	23%	23%
	2 of 5	16%	18%	12%	18%	13%	20%	17%	16%	11%
	3 of 5	10%	9%	11%	10%	11%	9%	16%	8%	13%
	4 of 5	9%	7%	11%	10%	8%	10%	5%	10%	7%
	All 5	6%	6%	4%	11%	6%	7%	4%	7%	5%
	N/A	4%	3%	4%	6%	7%	1%	4%	4%	5%
Total	Base	370	166	118	86	179	182	80	287	230

Of the last five times you completed each of the following activities, how many of those five times took place in Esquimal?

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Professional services	None	53%	57%	51%	47%	47%	58%	56%	52%	48%
	1 of 5	16%	20%	14%	13%	18%	15%	24%	15%	19%
	2 of 5	9%	7%	9%	10%	11%	7%	8%	9%	14%
	3 of 5	4%	2%	5%	6%	5%	3%		5%	5%
	4 of 5	4%	2%	7%	4%	4%	4%	2%	4%	1%
	All 5	3%	1%	5%	6%	4%	3%	2%	4%	2%
	N/A	11%	10%	8%	16%	12%	10%	8%	12%	11%
Total	Base	371	165	118	88	180	182	78	290	230
Entertainment \ recreation	None	31%	26%	37%	31%	27%	34%	23%	32%	30%
	1 of 5	18%	24%	14%	13%	16%	19%	19%	18%	19%
	2 of 5	14%	17%	9%	14%	16%	10%	17%	13%	15%
	3 of 5	14%	13%	19%	9%	14%	14%	16%	13%	13%
	4 of 5	8%	7%	10%	7%	6%	10%	7%	8%	9%
	All 5	11%	12%	8%	13%	16%	7%	17%	10%	10%
	N/A	5%	2%	3%	13%	4%	6%	2%	6%	5%
Total	Base	370	163	118	88	179	183	78	290	230
Personal care appointments	None	46%	50%	43%	43%	42%	50%	42%	47%	43%
	1 of 5	17%	15%	21%	17%	20%	15%	19%	17%	19%
	2 of 5	9%	10%	8%	6%	10%	8%	13%	8%	13%
	3 of 5	9%	13%	4%	6%	9%	8%	12%	8%	9%
	4 of 5	6%	5%	9%	3%	5%	7%	6%	6%	3%
	All 5	7%	3%	8%	13%	8%	6%	6%	7%	6%
	N/A	7%	3%	7%	13%	6%	7%	3%	8%	7%
Total	Base	372	166	118	88	181	182	80	290	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Over the next few years, where do you think the Township of Esquimalt should place its economic development focus?	Attracting new businesses and employers	44%	46%	47%	35%	40%	48%	46%	43%	40%
	Revitalizing light industrial area and shopping districts	40%	45%	39%	32%	36%	44%	50%	37%	42%
	Supporting existing local businesses	38%	39%	33%	44%	41%	37%	36%	39%	38%
	Keeping economic growth modest and community-scaled	35%	29%	41%	36%	33%	34%	23%	38%	30%
	Supporting local employment and workforce opportunities	21%	25%	18%	19%	25%	18%	21%	22%	18%
	Encouraging tourism and visitor spending	9%	7%	9%	13%	11%	8%	13%	8%	8%
	Not sure	4%	4%	3%	4%	4%	4%	8%	3%	4%
Total	Base	373	166	118	89	181	183	80	290	230

Column percentages may exceed 100% because of multiple responses.

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
What types of businesses or services do you feel are currently missing in Esquimalt?	Entertainment	52%	55%	57%	40%	55%	52%	60%	51%	66%
	Dining	47%	54%	44%	39%	49%	46%	45%	48%	52%
	Adult retail stores	39%	32%	45%	43%	49%	30%	31%	41%	48%
	Health & wellness	29%	29%	28%	30%	30%	28%	23%	30%	30%
	Professional services	29%	27%	33%	28%	30%	29%	34%	29%	24%
	Transportation	14%	21%	6%	12%	12%	15%	9%	16%	12%
	Grocery	14%	18%	12%	11%	12%	17%	7%	17%	9%
	Community services	12%	16%	10%	6%	11%	12%	10%	12%	11%
	Childcare	8%	11%	3%	8%	5%	11%	13%	6%	8%
	Banking and financial services	8%	5%	9%	10%	6%	9%	8%	7%	9%
Other	3%	5%		6%	1%	5%		4%	3%	
Total	Base	354	159	111	83	176	169	74	277	230

Column percentages may exceed 100% because of multiple responses.

CORPORATE SERVICES

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Are you aware of the Esquimalt Municipal Archives?	No	36%	45%	27%	30%	35%	36%	41%	35%	28%
	Yes	64%	55%	73%	70%	65%	64%	59%	65%	72%
Total	Base	372	166	117	89	182	182	80	290	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Have you ever used the Esquimalt Municipal Archives?	No	82%	89%	83%	71%	86%	77%	95%	79%	79%
	Yes	18%	11%	17%	29%	14%	23%	5%	21%	21%
Total	Base	244	89	91	64	125	118	50	193	165

Base: People who are aware of the municipal archives

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
How satisfied are you with the services provided at the Esquimalt Municipal Archives?	Very satisfied	40%	51%	36%	38%	52%	32%	100%	36%	47%
	Somewhat satisfied	54%	49%	52%	58%	44%	61%		57%	44%
	Not satisfied	6%		12%	4%	4%	8%		7%	9%
Total	Base	48	10	17	22	19	29	3	46	34

Base: People who have USED the municipal archives

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Did you vote in the 2025 by-election?	Yes	72%	66%	74%	81%	78%	66%	73%	72%	69%
	No	28%	34%	26%	19%	22%	34%	27%	28%	31%
Total	Base	370	165	117	88	179	183	78	290	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
How did you learn about the election?	Newspaper, TV, municipal website, social media	75%	68%	74%	88%	75%	76%	69%	77%	79%
	Candidate information or canvassing	47%	50%	42%	51%	48%	47%	40%	50%	46%
	Word of mouth	34%	39%	34%	26%	28%	39%	38%	33%	36%
	Other	6%	6%	7%	4%	4%	8%	8%	5%	2%
Total	Base	256	105	85	67	133	118	57	198	159

Base: People who voted in the 2025 by-election

Column percentages may exceed 100% because of multiple responses.

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Why did you not vote?	Was unaware there was an election	32%	40%	24%	23%	37%	28%	25%	34%	31%
	Did not live here	16%	24%	9%	3%	14%	17%	17%	16%	11%
	Other	13%	13%	18%	3%	11%	14%	29%	9%	11%
	Could not attend a voting location	11%	11%	11%	11%	14%	10%	18%	9%	20%
	Did not know mail ballots were available	11%	8%	13%	18%	11%	12%		14%	15%
	Not interested	11%	4%	20%	14%	13%	9%		13%	8%
	Was not eligible to vote	5%	4%	5%	6%	4%	5%	15%	2%	4%
	Was away, out of town	4%			26%	4%	5%	2%	5%	4%
	Did not have enough info on candidates	1%		4%			2%		2%	7%
	Health	0%			3%	1%			1%	
Total	Base	104	56	31	17	39	63	21	83	71

Base: People who did not vote in the 2025 by-election

Column percentages may exceed 100% because of multiple responses.

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Do you have any suggestions to improve the voting experience?	No, none, all good, no response	85%	86%	80%	92%	89%	82%	85%	85%	70%
	Other	9%	9%	13%	4%	7%	11%	11%	9%	18%
	Mail in option	2%	4%		1%	1%	3%		2%	1%
	Better ads, communications, more info	1%	2%	2%		2%	1%	2%	1%	5%
	More polling locations	1%		2%	3%	1%	2%	2%	1%	3%
	Online option	1%		3%	1%	1%	1%		1%	4%
Total	Base	375	166	118	90	183	183	80	292	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
How long have you lived in Esquimalt?	1-5 yrs	30%	47%	20%	12%	27%	32%	33%	29%	26%
	6-10 yrs	19%	26%	15%	11%	18%	19%	25%	17%	20%
	11-20 yrs	23%	22%	28%	20%	24%	24%	28%	22%	26%
	21-30 yrs	13%	2%	19%	24%	15%	11%	7%	15%	16%
	31+ yrs	15%	2%	18%	33%	16%	14%	8%	17%	13%
Total	Base	366	158	117	90	178	181	78	286	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Do you own or rent your current residence?	Own	73%	67%	76%	82%	79%	69%	76%	73%	79%
	Rent	27%	33%	24%	18%	21%	31%	24%	27%	21%
Total	Base	373	166	117	90	182	183	80	292	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Do children aged 18 and under live in your household?	Yes	21%	32%	23%	1%	22%	21%	100%		22%
	No	79%	68%	77%	99%	78%	79%		100%	78%
Total	Base	372	165	117	90	182	183	80	292	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Which of the following age groups do you fit into?	18-34 years	17%	38%			13%	19%	11%	18%	10%
	35-44 years	28%	62%			29%	25%	55%	20%	19%
	45-54 years	13%		41%		12%	15%	18%	11%	15%
	55-64 years	19%		59%		20%	18%	15%	20%	27%
	65-74 years	13%			54%	13%	14%	1%	16%	23%
	75+ years or older	11%			46%	13%	10%		14%	7%
Total	Base	375	166	118	90	183	183	80	292	230

		Total	Age			Gender		Kids?		Public
			18-44	45-64	65+	Female	Male	Yes	No	
Please indicate your gender:	Female	49%	48%	50%	52%	100%		51%	49%	66%
	Male	49%	50%	50%	48%		100%	49%	50%	30%
	Other	1%	3%						2%	3%
Total	Base	371	163	117	90	183	183	80	291	230