



Esquimalt Community Survey

Detailed Report on Findings

- Prepared For: *Township of Esquimalt*
- Prepared By: Discovery Research

Methodology

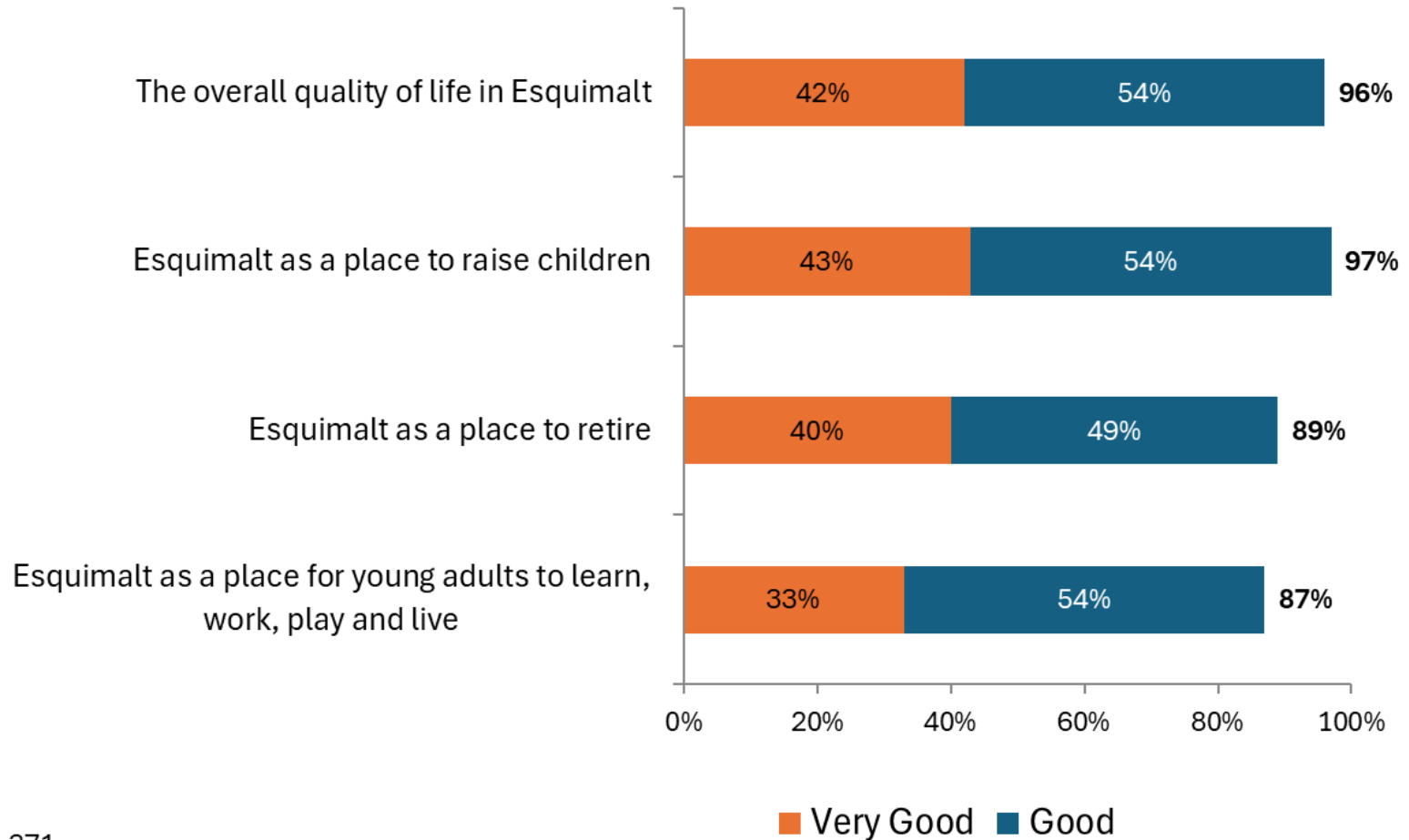
- Randomized mail survey to 1,600 Esquimalt residents
- N=376 (**23.5%** response rate)
- Statistics accurate within **±5.0%**, at the 95% confidence interval (19 times out of 20)
- Public survey – 230 online surveys received
 - Public results in appendix

Weighting

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

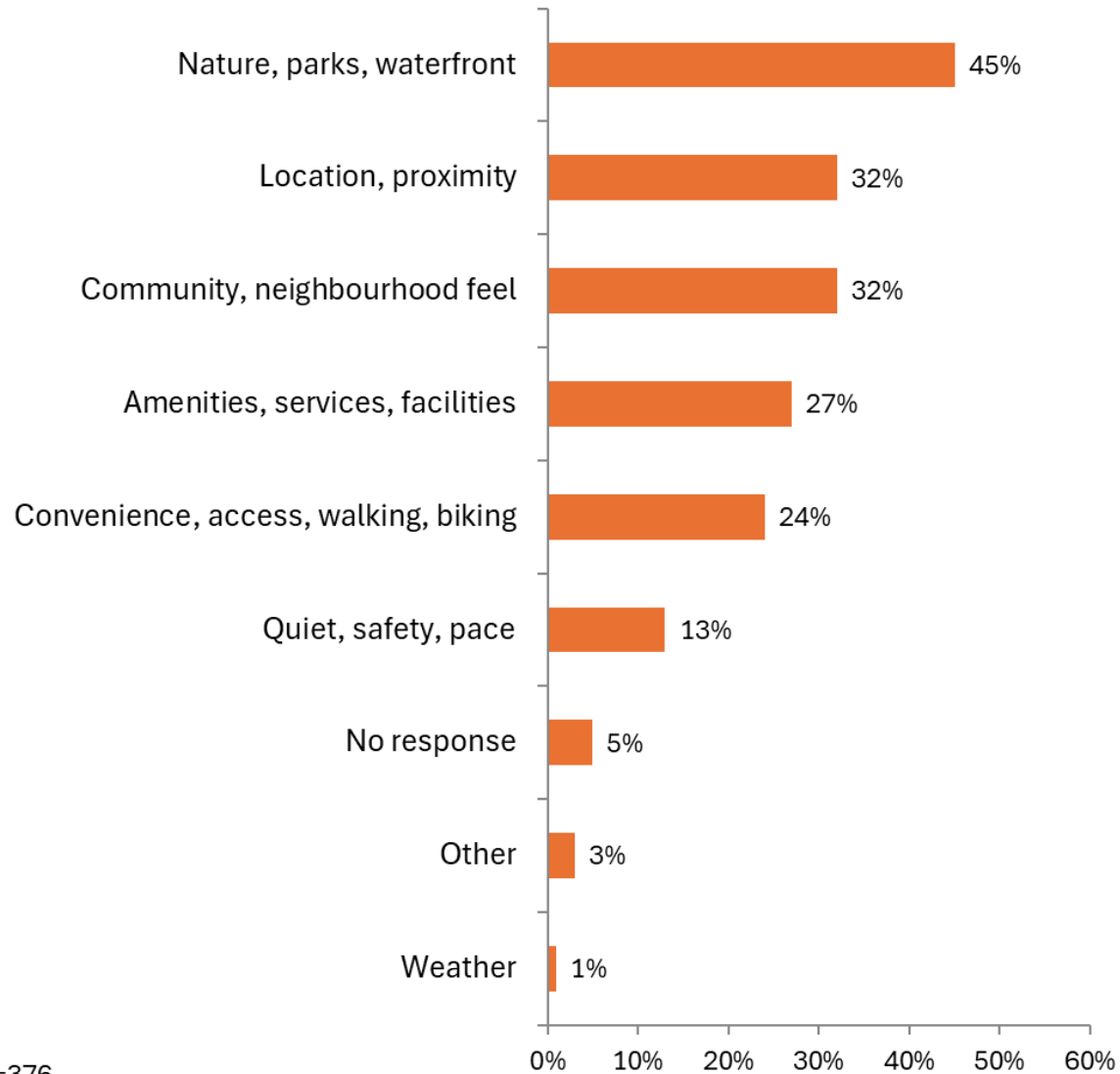
Quality of life

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



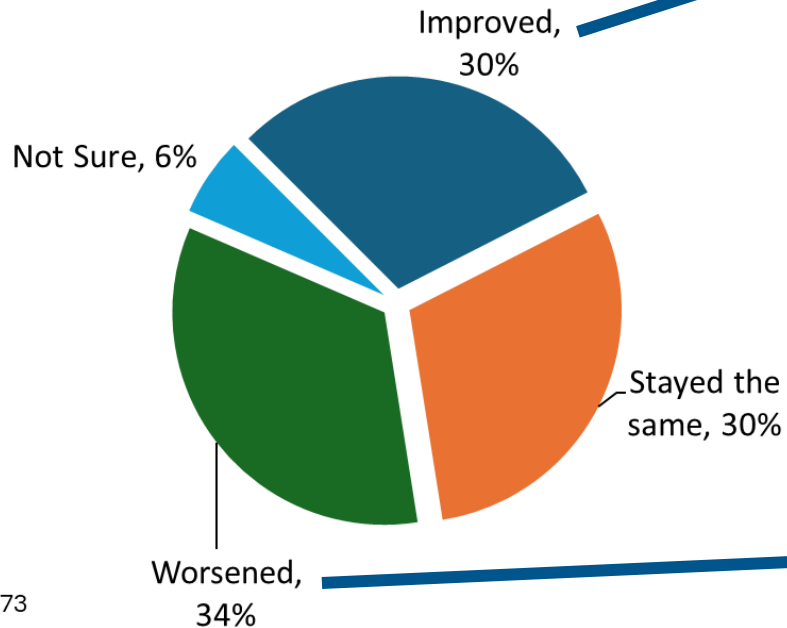
N=371

What do you enjoy most about living in Esquimalt?



N=376

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



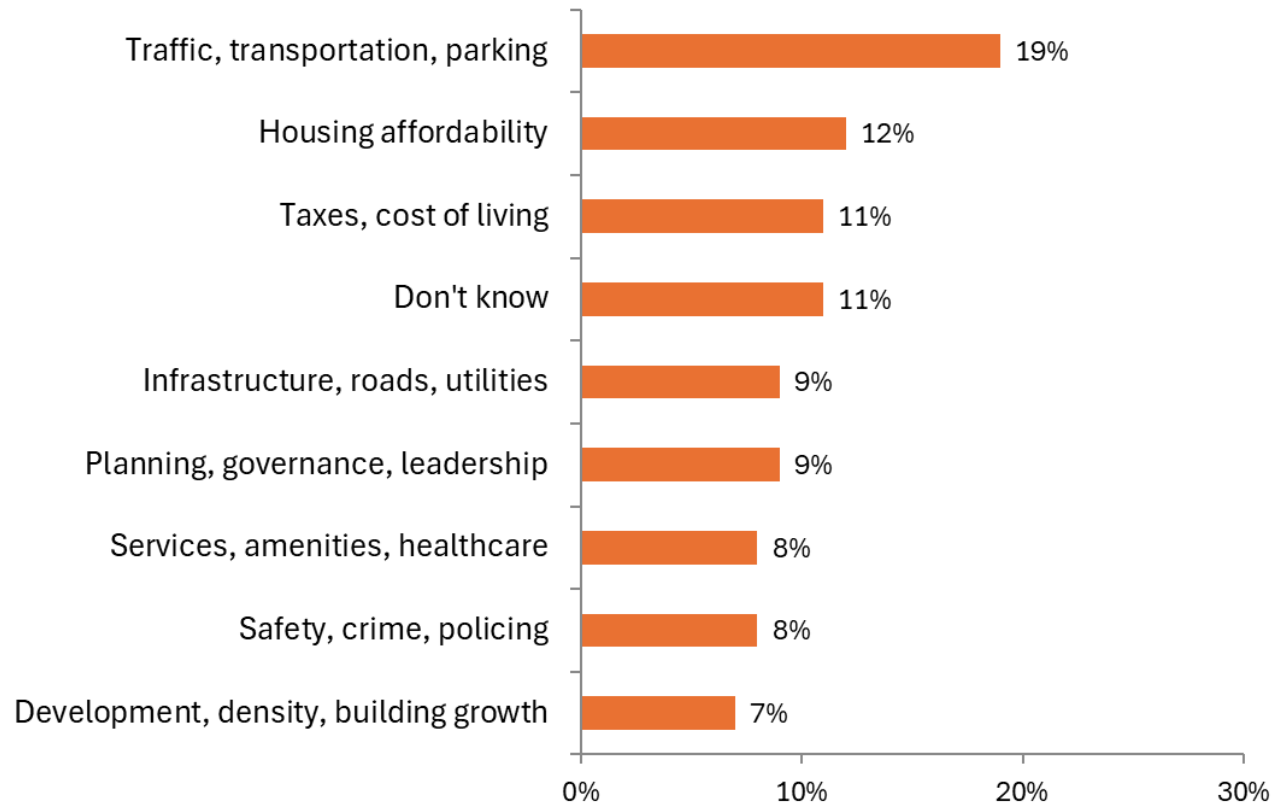
Why do you feel the quality of life in Esquimalt has IMPROVED compared to 3 years ago?

| | |
|--|-----|
| 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 |

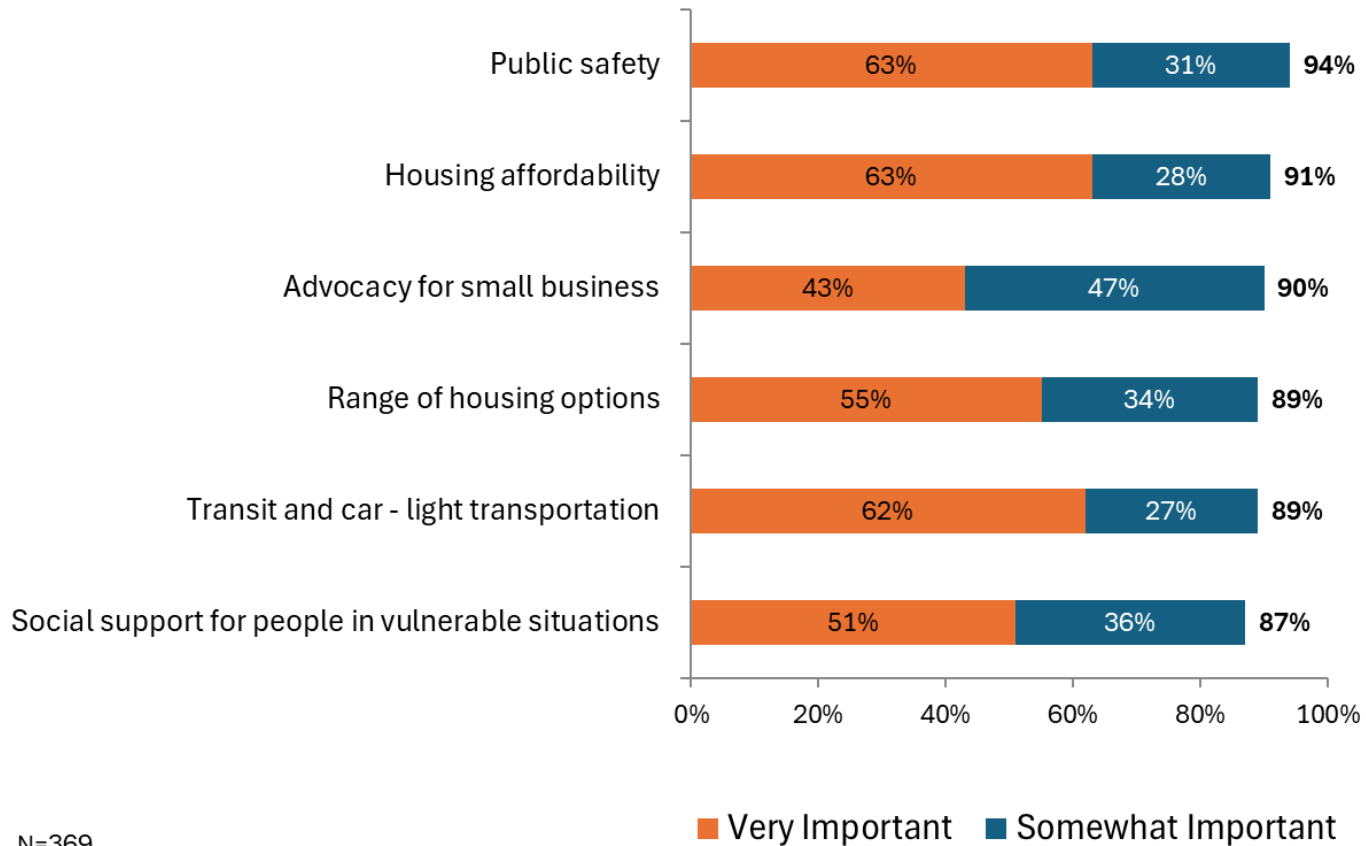
Why do you feel the quality of life in Esquimalt has WORSENERD compared to 3 years ago?

| | |
|--|-----|
| 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 |

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?

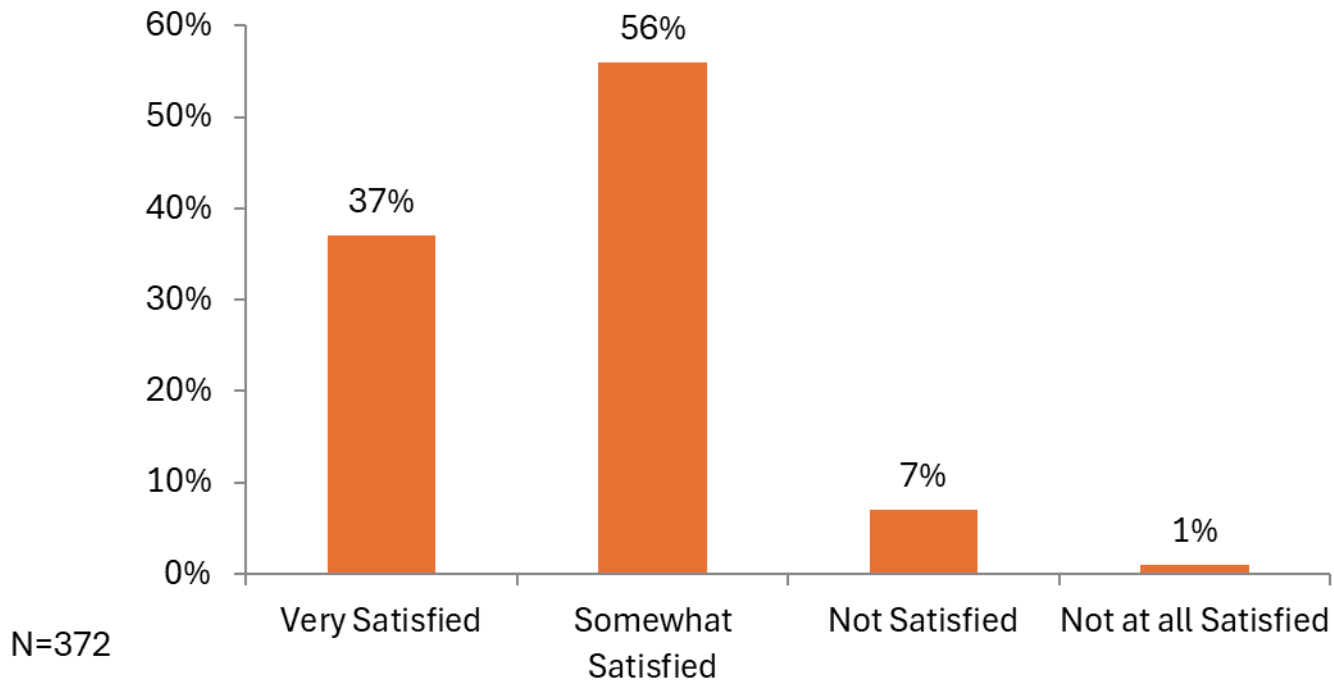


How important is it for the Township to work with other levels of government and non-governmental organizations to increase:

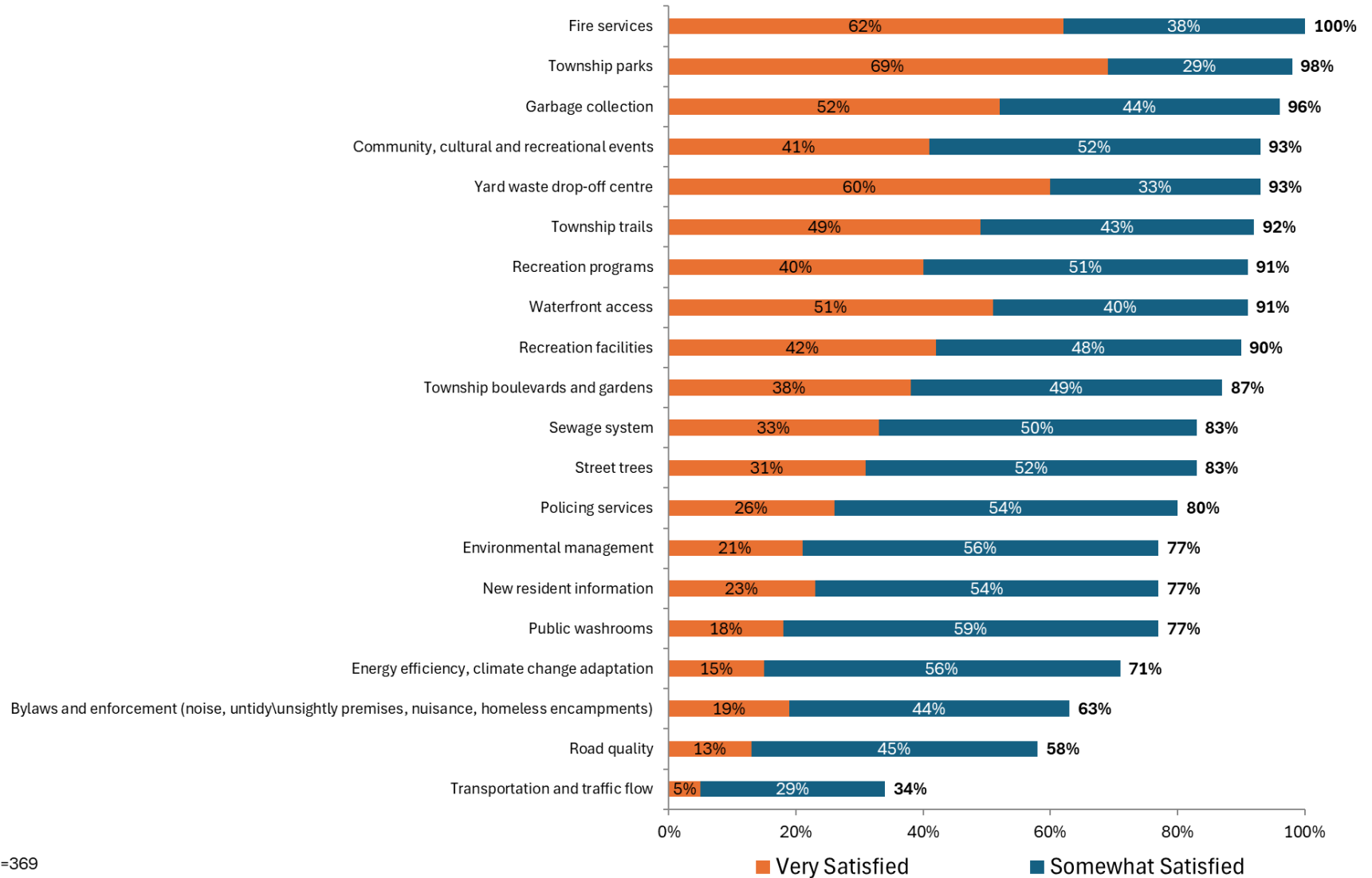


N=369

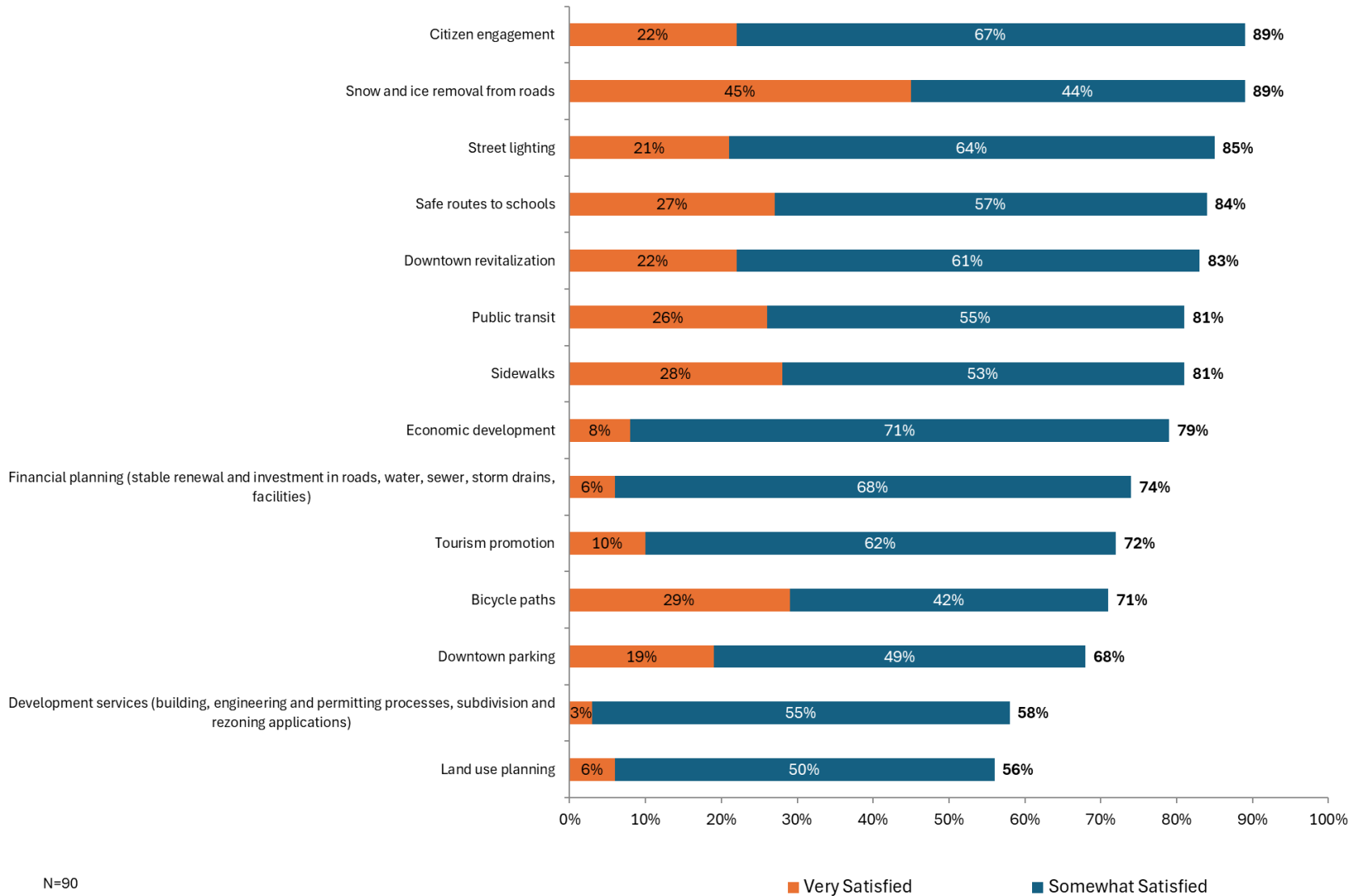
How do you rate your overall satisfaction with the services and programs provided by the Township of Esquimalt?



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



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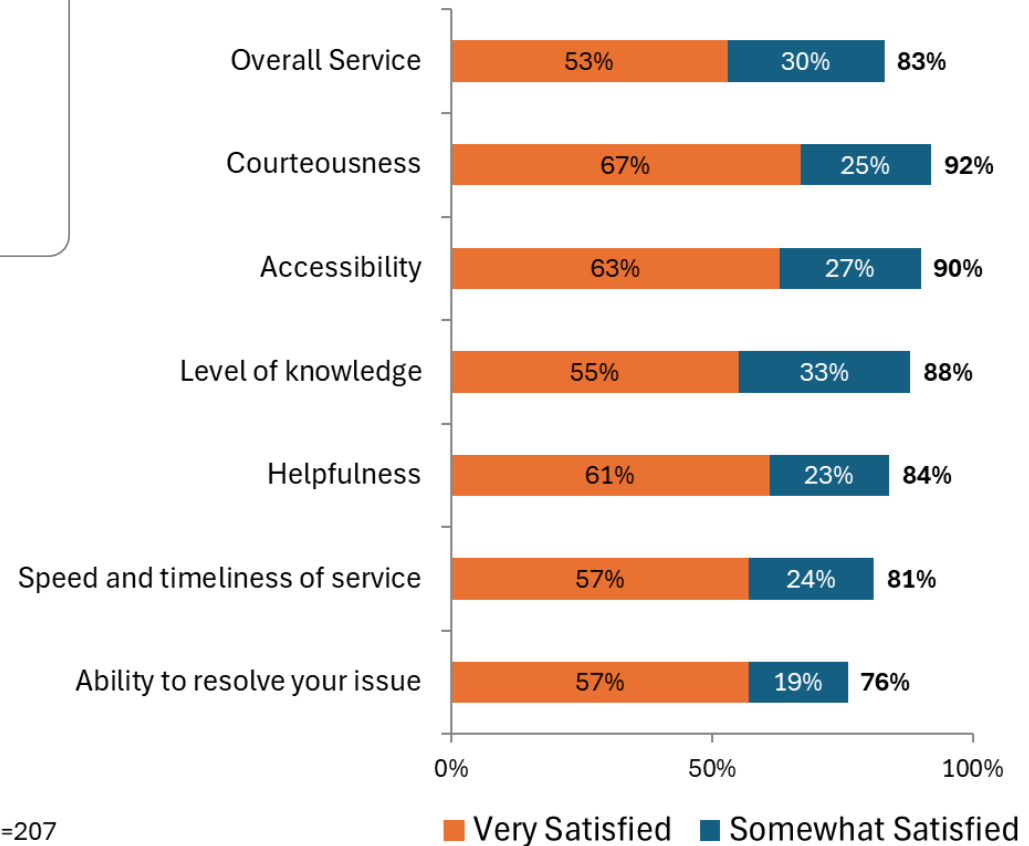


In the last 12 months, have you personally contacted or dealt with a Township of Esquimalt employee?



N=370

How satisfied were you with the Township employees:

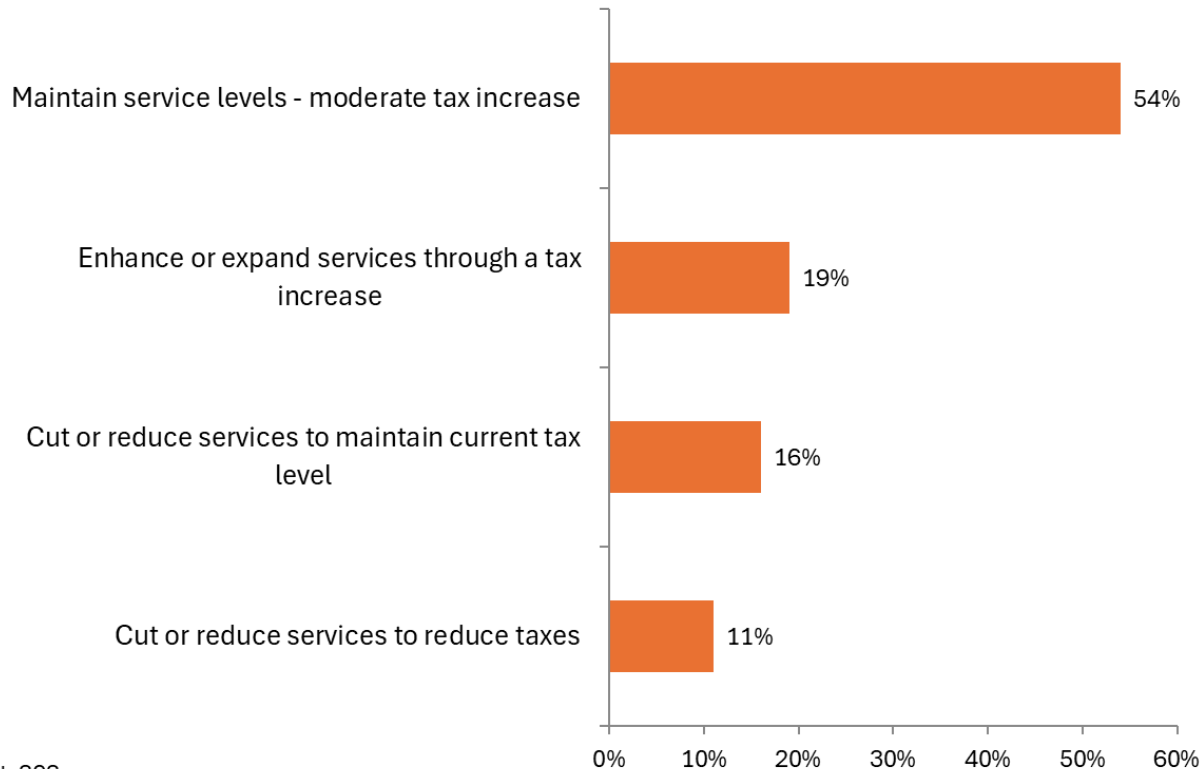


N=207

Very Satisfied Somewhat Satisfied

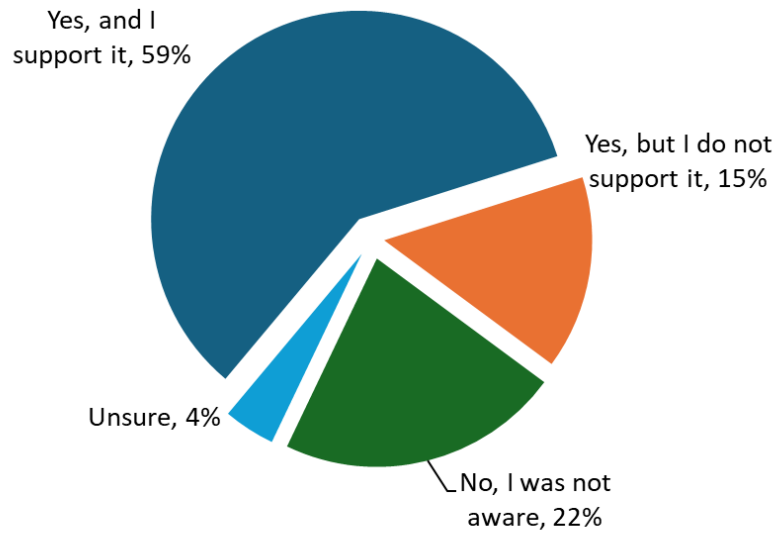
Service Priorities

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?



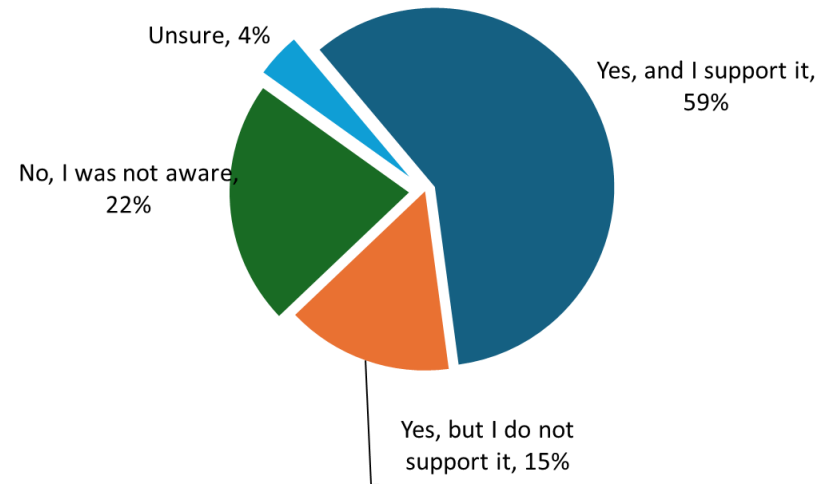
N=363

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



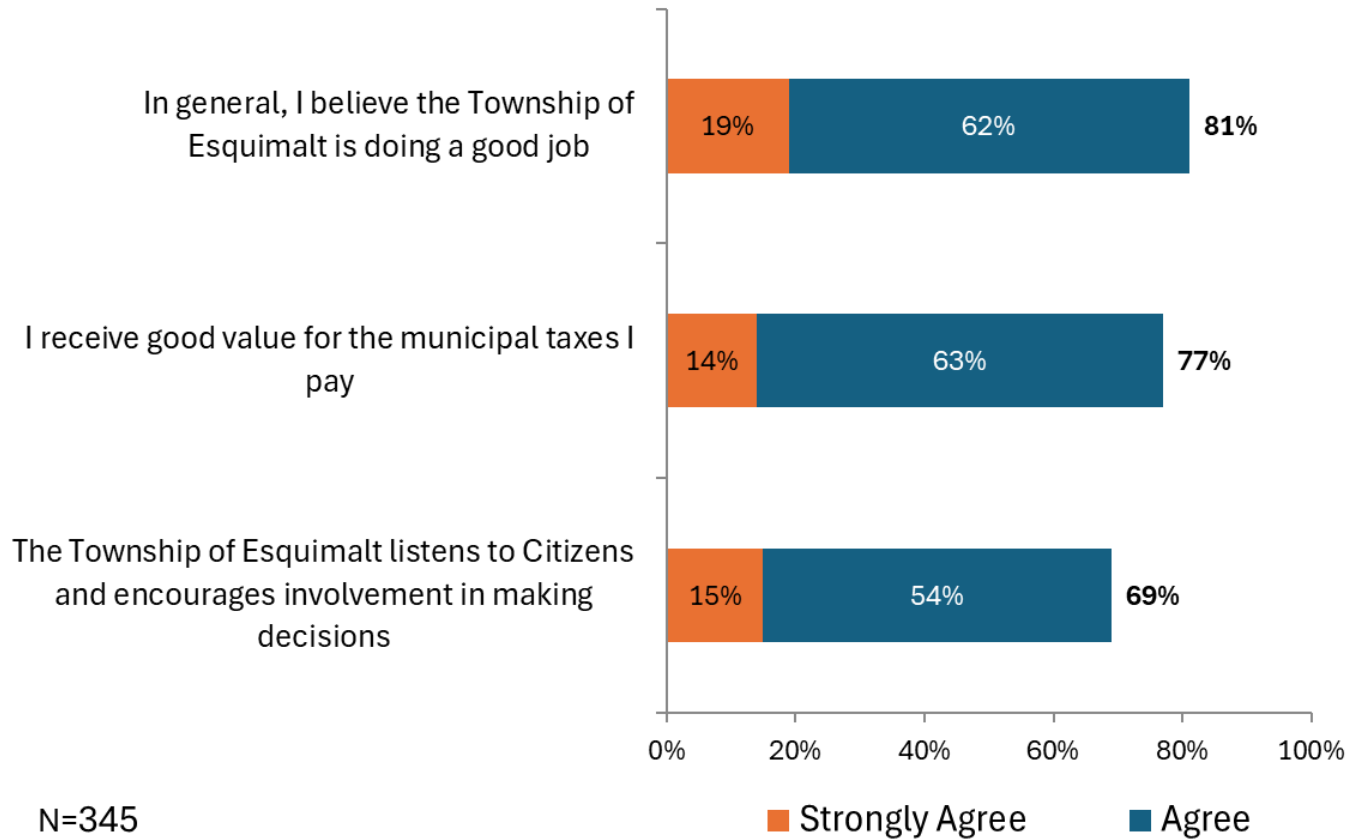
N=370

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?

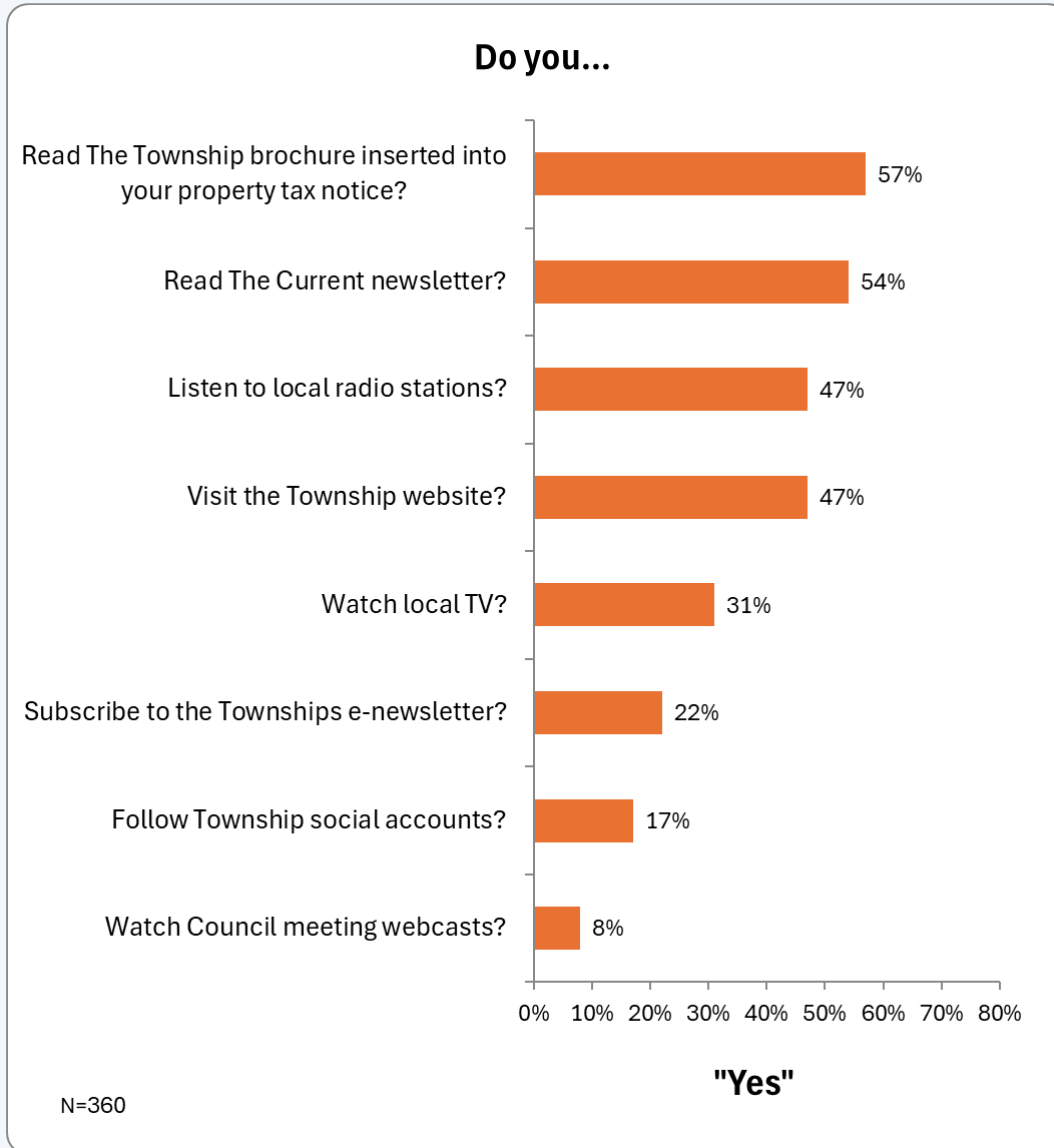


N=370

Please rate your level of agreement with the following statements:



Communications

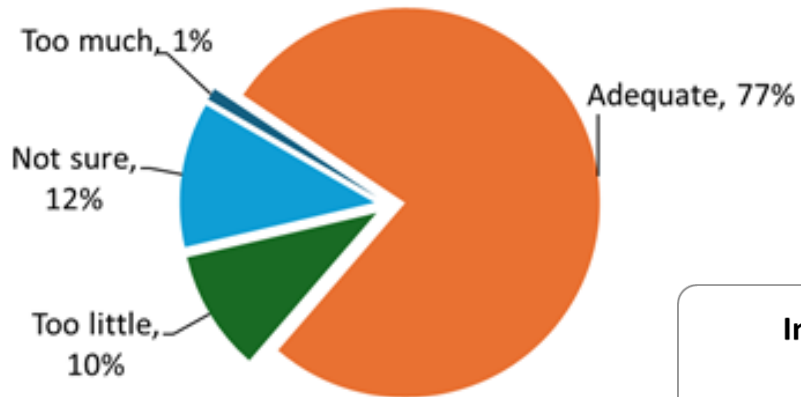


Are you signed up for Esquimalt Alert (emergency notification)?



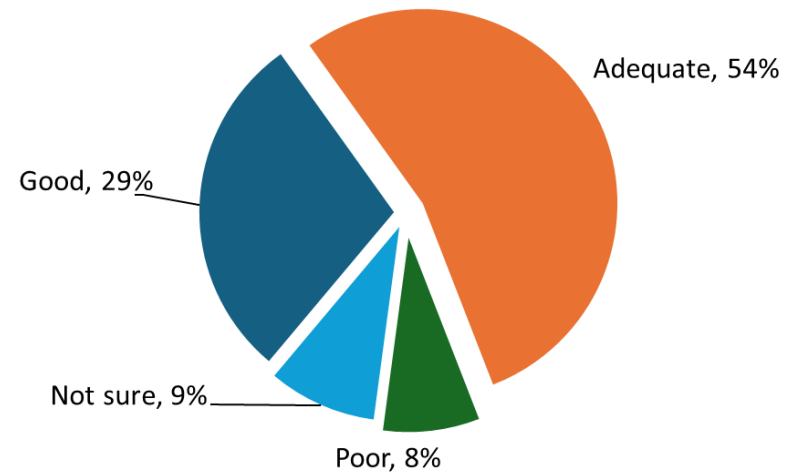
N=357

In general, how do you feel about the amount of information provided by the Township?



N=369

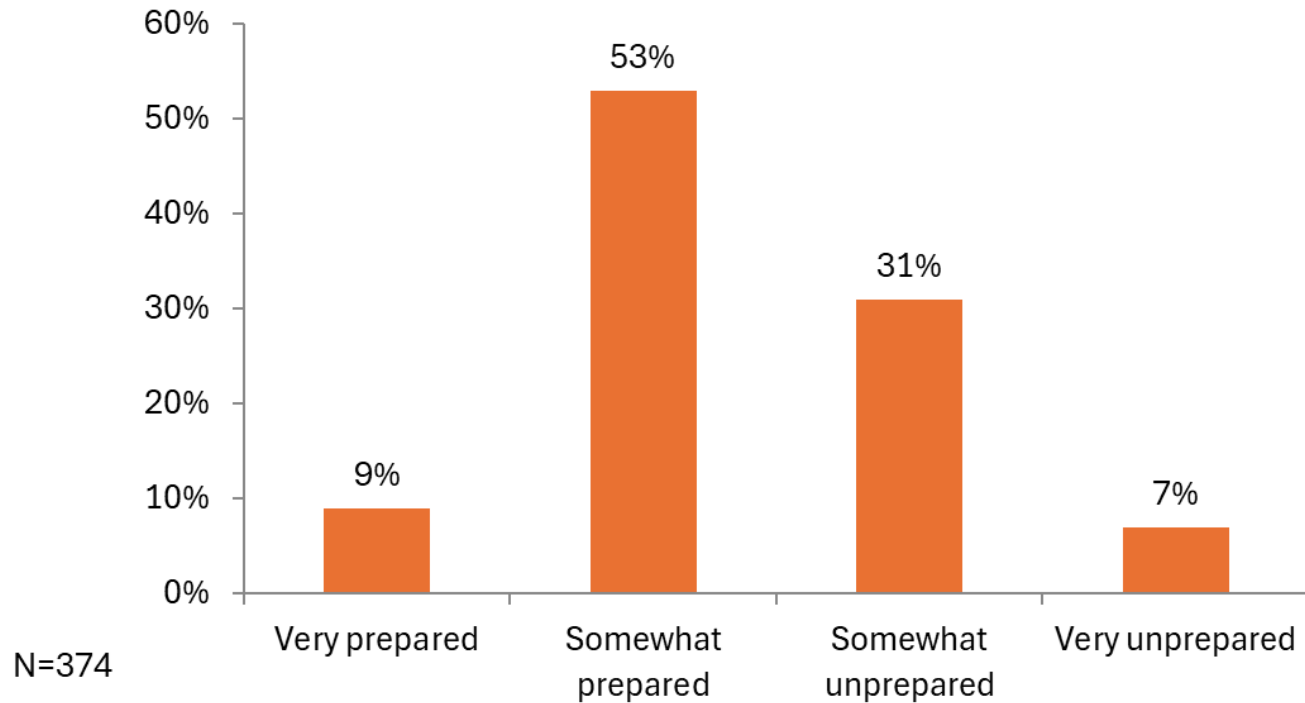
In general, how do you feel about the quality of information provided by the Township?



N=366

Public Safety

**How ready do you feel if an emergency happens
(eg earthquake, flood)?**

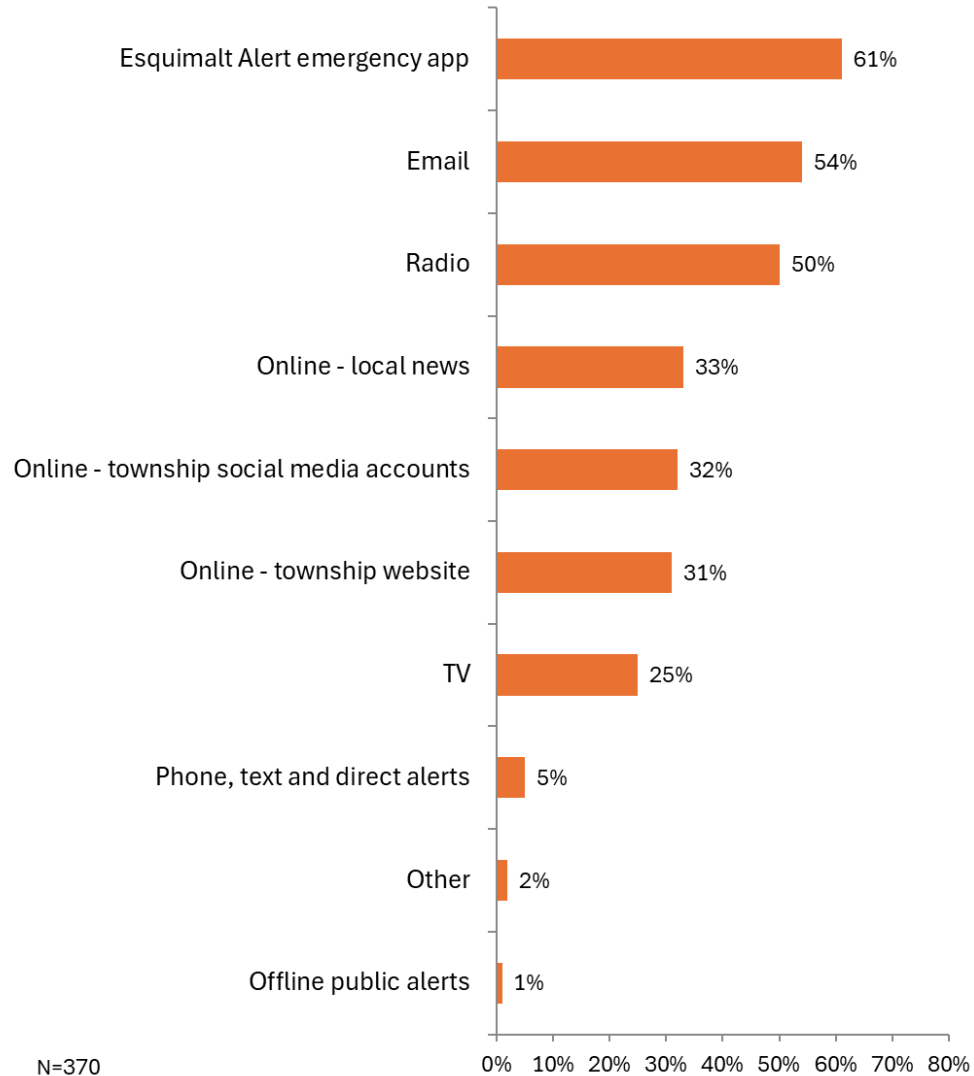


**Do you have an emergency kit with foods, water
and supplies for 7 or more days?**



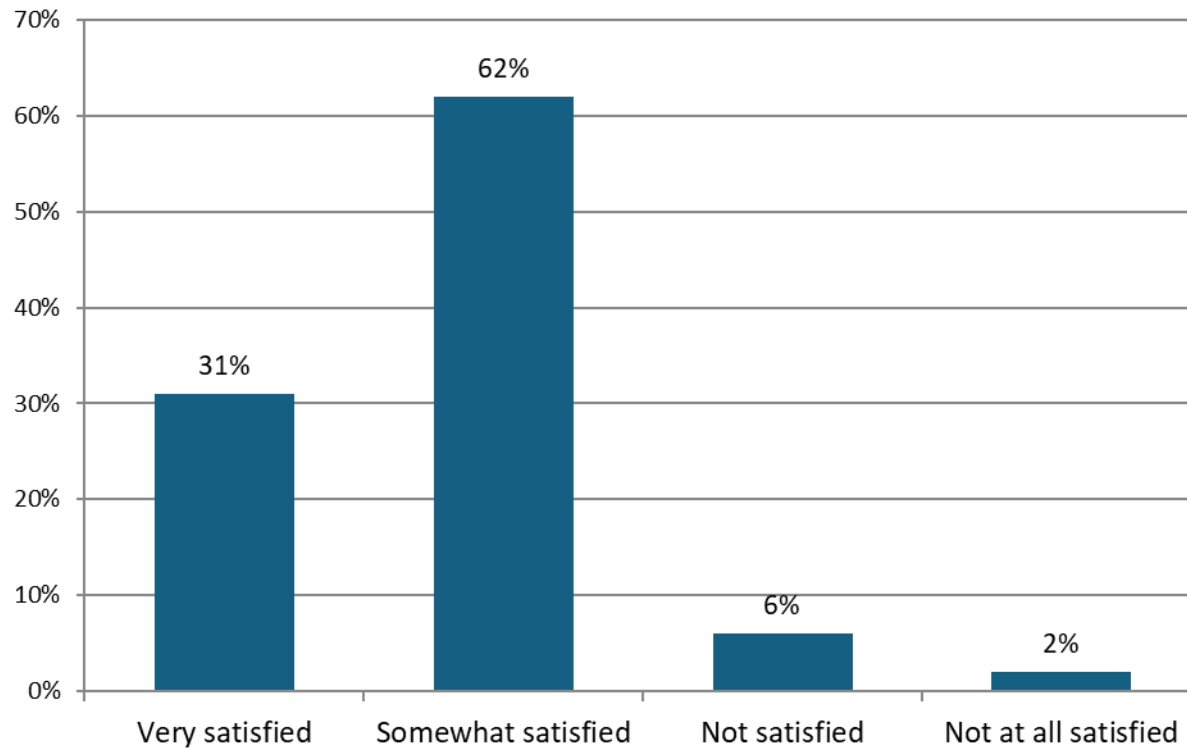
N=372

What are the most effective ways for the Township to communicate with you in the event of an emergency?



Recreation

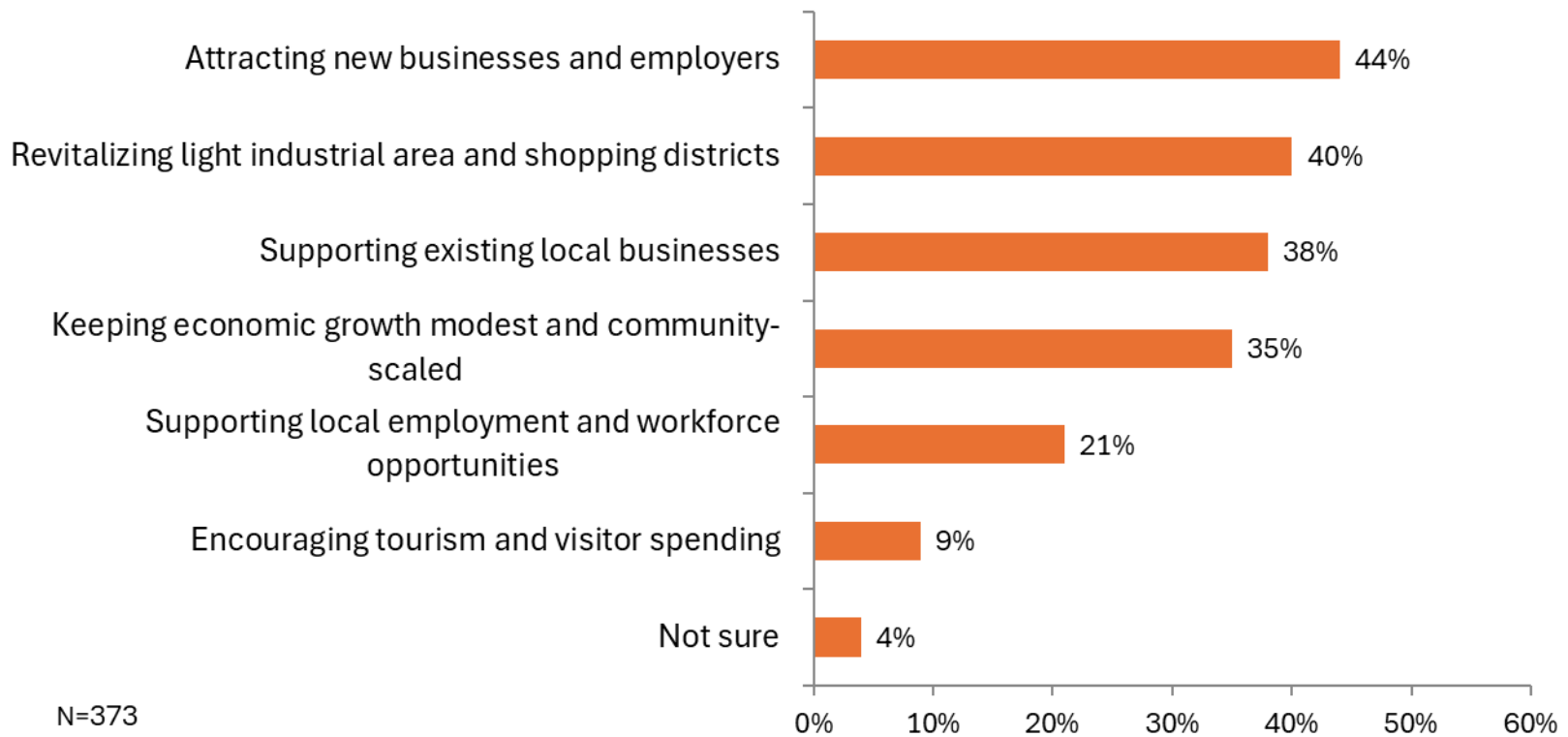
How satisfied are you with the variety of recreational activities offered?



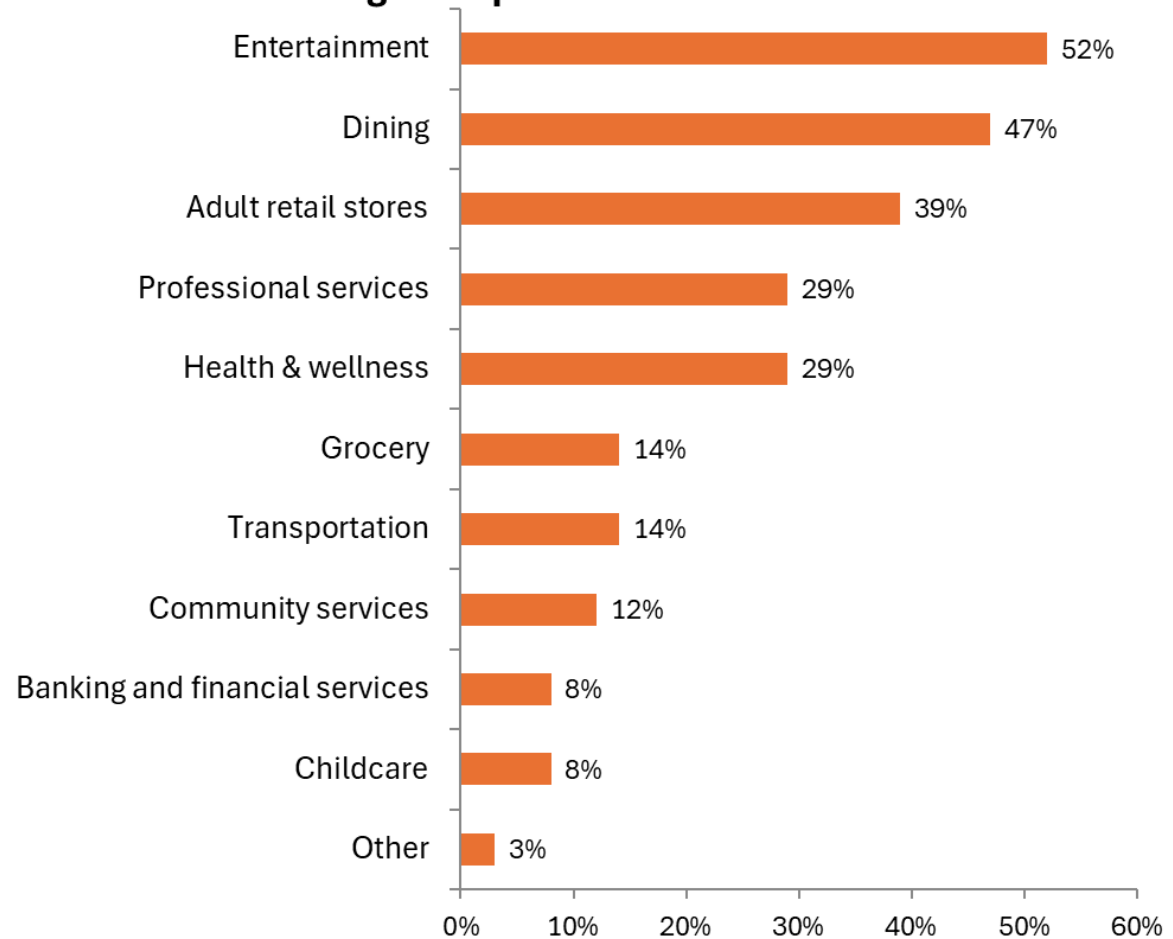
N=366

Economic Development

Over the next few years, where do you think the Township of Esquimalt should place its economic development focus?



What types of businesses or services do you feel are currently missing in Esquimalt?



N=354



Questions?