



# Ipsos Reid Public Affairs



## Capital Regional District Resident Survey

*Draft Report*

November 2006



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## Objectives

- ◆ The Capital Regional District (CRD) commissioned Ipsos Reid to conduct a public opinion poll to better understand residents' familiarity with the CRD, as well as communication and information needs.
- ◆ Specifically, the main objectives of the research were to:
  - Assess awareness and familiarity with the CRD, including the specific services it provides;
  - Understand the key priorities and roles for the CRD in the eyes of residents;
  - Determine what, if anything, residents have recently read, seen, or heard about the CRD in the local news media;
  - Measure recall of recent CRD-provided communications;
  - Understand preferred ways of receiving and providing information from/to the CRD;
  - Measure awareness of sewage treatment initiatives planned for Southern Vancouver Island;
  - Understand attitudes towards sewage treatment plants, including benefits, concerns, and important considerations when designing a new sewage treatment plant; and,
  - Measure the public's level of interest in learning more about sewage treatment initiatives planned for Southern Vancouver Island.
- ◆ Ultimately, the results of the research will be used to help guide the CRD's future public communications initiatives and strategies.



## Methodology

- ◆ A total of 400 telephone interviews were conducted with a randomly selected representative sample of CRD residents aged 18 years or older.
- ◆ All interviews were conducted between the dates of November 15 and 22, 2006.
- ◆ Overall results are accurate to within  $\pm 4.9$  percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- ◆ Sample was drawn by census subdivision and respondents were asked in the beginning of the survey to identify the community or area in which they live to further validate residency. To ensure randomness within households, the “birthday method” of selecting respondents was used (i.e., asking to speak to the person in the household who had most recently celebrated a birthday).
- ◆ Final data has been weighted to ensure that the age, gender, and regional distribution reflects that of the actual population in the CRD according to the 2001 Census data.



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Capital Regional District

**Executive Summary**



## Executive Summary

### Awareness and Familiarity

- ◆ Virtually all residents (96%) have heard of either the CRD or the Capital Regional District.
- ◆ Residents' level of familiarity with the CRD is slightly lower (70%).
- ◆ Residents are even less likely to know how the CRD is governed, with 59% saying they were aware that the CRD Board is comprised of appointed directors who represent the member municipalities of the CRD.

### CRD Services

- ◆ Although most residents have heard of the CRD, fewer know the specific services it provides.
- ◆ On an unaided basis, residents are most likely to say the CRD is responsible for providing "water services" (39%), followed by "sewage, including solid and liquid waste management" (21%).
- ◆ When specifically asked, residents are most likely to know that the CRD provides:
  - "Water services" (76%);
  - "Recycling" (75%);
  - "Sewage, including solid and liquid waste management" (71%);
  - "Regional parks and trails" (70%); and,
  - "Regional planning" (68%).
- ◆ However, less than half (49%) are aware that the CRD is responsible for "environmental services".



## Executive Summary (cont.)

### Priorities and Role

- ◆ Sewage is a top priority for residents and is also the area where residents would most like to see the CRD play a leadership role.
  - 72% identify “sewage, including solid and liquid waste management” as the number one priority for the CRD over the next few years. In comparison to sewage, all other issues are deemed lower in importance.
  - 41% would most like to see the CRD play a leadership role in “providing services such as water and sewage”. This is higher than what is reported for any other area.

### Communication and Information Needs

- ◆ Two-thirds (67%) of residents are able to recall reading, seeing, or hearing about the CRD in the local news media in the past twelve months.
  - Specific stories recalled most often focus on the CRD’s “sewage system or treatment” (17%) and “water supply, restrictions, or quality” (15%).
- ◆ Fewer (37%) are able to recall receiving any information from the CRD during this timeframe.
  - “Information in my mailbox” is the most commonly recalled way of receiving information from the CRD (72%).
  - “Recycling schedules” is the most commonly recalled content of any CRD-provided communications (49%).
- ◆ Overall, the CRD is on the right track with how it is communicating with residents, with 64% identifying mail as their most preferred way of receiving information from the CRD. Newspapers are also considered to be an effective communication channel (50%).



## Executive Summary (cont.)

### Sewage

- ◆ Thinking back over the past twelve months, 63% of residents are able to recall reading, seeing, or hearing about specific sewage treatment initiatives planned for Southern Vancouver Island.
- ◆ A similar percentage (62%) is aware that the CRD has made plans to begin treating its sewage.
- ◆ According to residents, the primary benefits of a sewage treatment plant include “cleaner water, oceans, lakes, and rivers” (42%) and “cleaner environment/less pollution” (31%).
- ◆ Primary concerns include “potential odour from the treatment plant” (23%), “potential spills and environmental concerns” (14%), “physical appearance and cosmetic concerns” (12%), and “cost/increased taxes” (10%).
- ◆ Residents say that the number one consideration for the CRD when designing a new sewage treatment plant should be the “environmental design and impact” (61%). All other considerations rank much lower in importance.
- ◆ There is a demand for more information about sewage treatment in Southern Vancouver Island, with 80% of residents saying they are interested in learning more about current and future sewage treatment initiatives planned for the area.
- ◆ All of the specific methods tested are considered to be good ways of consulting with the public about sewage. Overall, the most effective method would be an “interactive website” (41% “very good”).



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Capital Regional District

**Detailed Findings**



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Capital Regional District

**Awareness and Familiarity with the CRD**



## Awareness and Familiarity with the CRD

- ◆ Total awareness of the CRD is high, with virtually all residents (96%) saying they have previously heard of either the CRD or the Capital Regional District.
  - 91% aware of the CRD.
  - When those who hadn't heard of the CRD were specifically asked about the Capital Regional District, awareness grows by another 5%.
- ◆ While virtually all residents have heard of the CRD or the Capital Regional District, the level of familiarity with the organization is slightly lower, with 70% saying they are familiar with the CRD.
  - Of this, most (56%) are only "somewhat familiar"; fewer (13%) are "very familiar".
- ◆ Residents are even less likely to know how the CRD is governed. In total, 59% of residents say they were previously aware that the CRD Board is comprised of appointed directors who represent the member municipalities of the CRD.



## Awareness and Familiarity with the CRD (cont.)

- ◆ Awareness and familiarity with the CRD is highest among respondents aged 35 years or older and those who have lived in the area for more than 10 years. For example:
  - Total Awareness
    - 99% of those aged 35 to 54 and 98% of those aged 55 or older, compared to only 89% of those aged 18 to 34.
    - 100% of those who have lived in the area for 11 to 30 years and 99% of those who have lived in the area for more than 30 years, compared to only 89% of those who have lived in the area for 10 years or less.
  - Familiarity
    - 72% of those aged 35 to 54 and 78% of those aged 55 plus, compared to only 57% of those aged 18 to 34.
    - 75% of those who have lived in the area for 11 to 30 years and 79% of those who have lived in the area for more than 30 years, compared to only 53% of those who have lived in the area for 10 years or less.
  - Awareness of Governance
    - 60% of those aged 35 to 54 and 78% of those aged 55 or older, compared to only 35% of those aged 18 to 34.
    - 58% of those who have lived in the area for 11 to 30 years and 81% of those who have lived in the area for more than 30 years, compared to only 39% of those who have lived in the area for 10 years or less.
    - Awareness of the CRD's governance is also higher among those living outside Saanich or Victoria (71%, compared to 57% in Saanich and 55% in Victoria).



# Total Awareness

*“Prior to today, have you ever heard of the CRD?”*

*“By the CRD, I am referring to the Capital Regional District. Prior to today, have you ever heard of the Capital Regional District?”*



Base: All respondents (n=400)

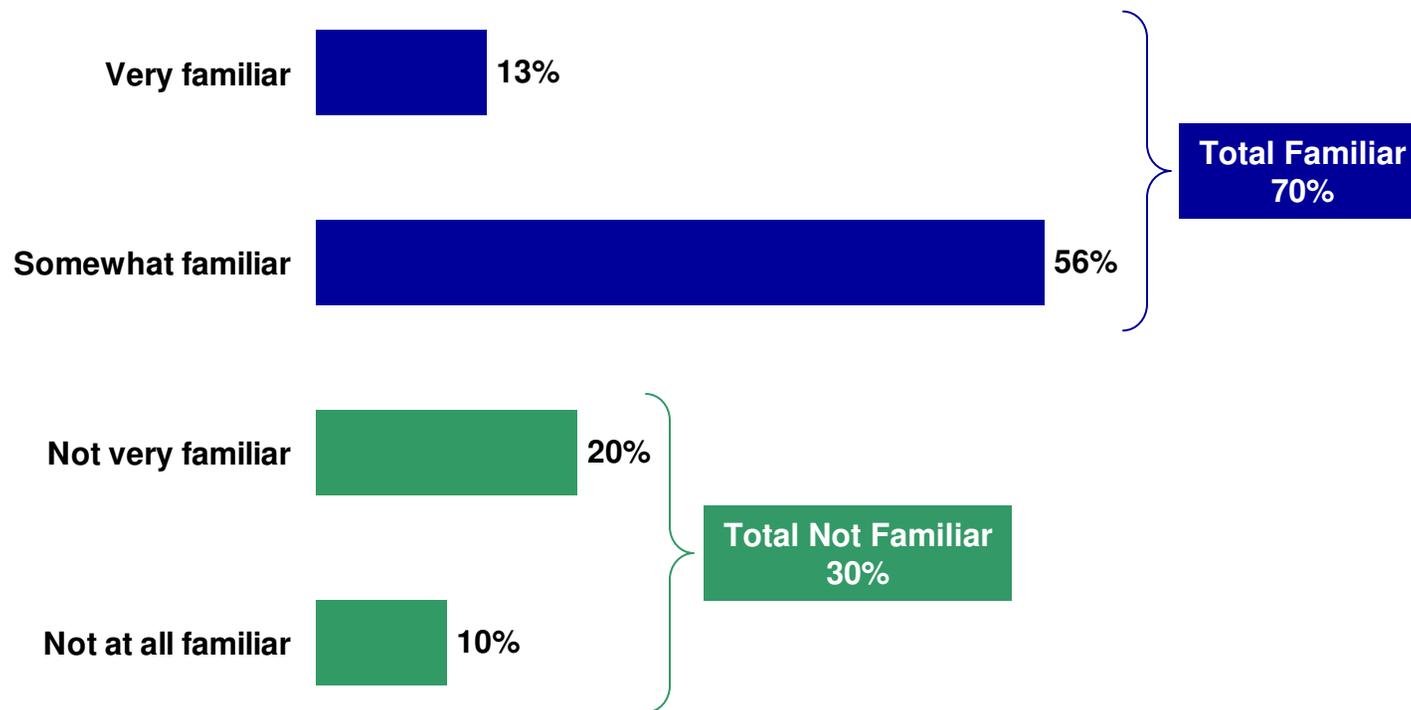


## Familiarity with the CRD

*“As you may know, the CRD, otherwise known as the Capital Regional District, is a regional government body that serves three electoral areas and thirteen municipal governments in Southern Vancouver Island. The CRD works with these local governments to provide and coordinate services in both urban and rural areas.*

*While the term ‘CRD’ is also sometimes used as a geographic reference, for the purpose of this survey we will be focussing specifically on the regional government body.”*

*“Based on this description and anything else you may have read, seen or heard, how familiar are you with the services provided by the CRD? Would you say very familiar, somewhat familiar, not very familiar, or not at all familiar?”*



Base: All respondents (n=400)



## Awareness of CRD Governance

*“Prior to today, were you aware that the CRD Board is comprised of appointed directors who represent the member municipalities of the CRD?”*

Yes 59%

No 40%

Don't know/not stated <1%

Base: All respondents (n=400)



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Capital Regional District

**CRD Services**



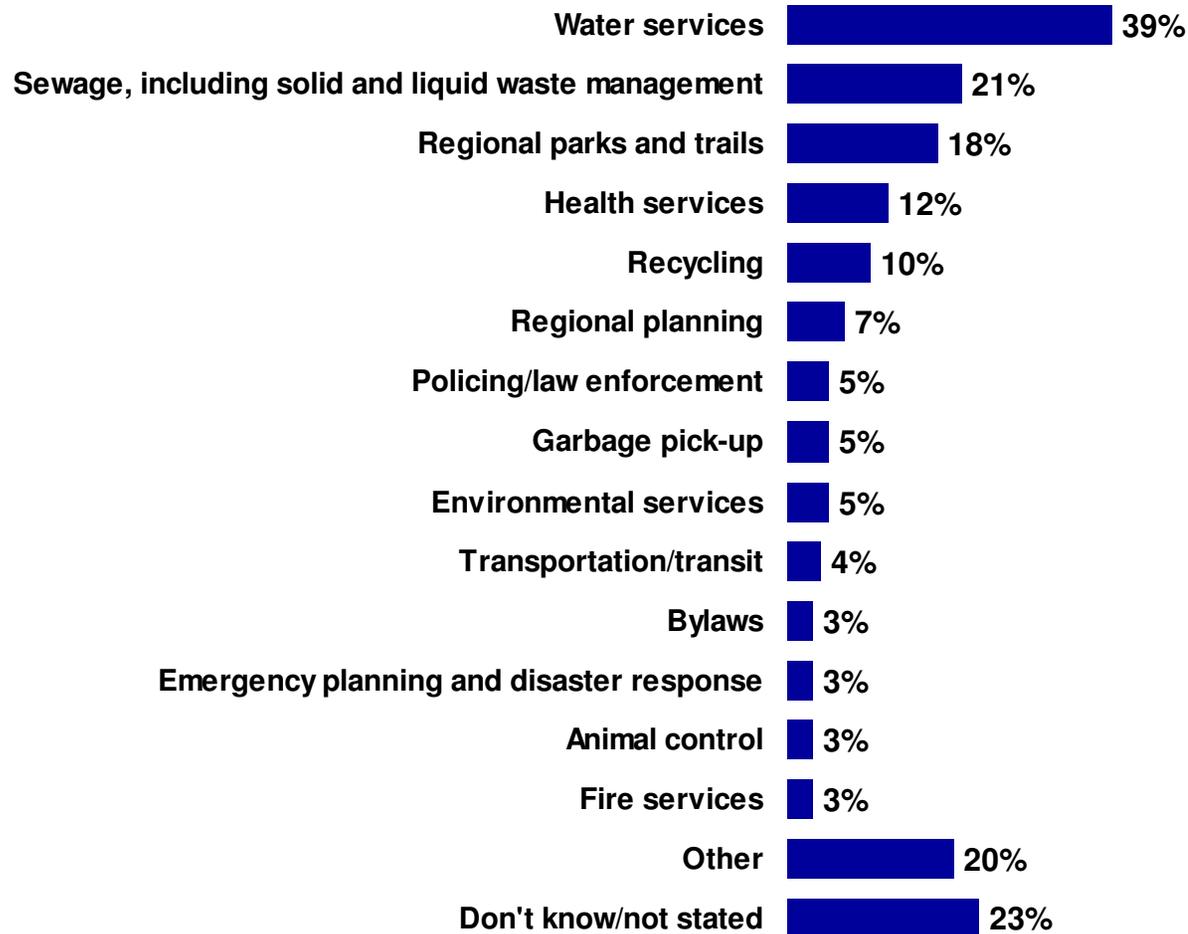
## Awareness of the CRD's Services

- ◆ Although most residents have heard of the CRD, fewer know the specific services it provides.
- ◆ When asked to name the main services provided by the CRD, more than two-in-ten (23%) are unable to name any specific services.
- ◆ Overall, “water services” is mentioned the most often on an unaided basis (39%), followed by “sewage, including solid and liquid waste management” (21%). Other unaided mentions include:
  - “Regional parks and trails” (18%);
  - “Health services” (12%); and,
  - “Recycling” (10%).
- ◆ Prompted awareness of specific CRD-provided services varies. When specifically asked, residents are most likely to know that the CRD provides:
  - “Water services” (76%);
  - “Recycling” (75%);
  - “Sewage, including solid and liquid waste management” (71%);
  - “Regional parks and trails” (70%); and,
  - “Regional planning” (68%).
- ◆ In comparison, less than half (49%) are aware that the CRD provides “environmental services”.
  - Nearly three-in-ten (29%) believe this service is provided by another government body, while 21% are unsure who is responsible for providing this service.
- ◆ Residents who are familiar with the CRD are the most likely to know that the CRD is responsible for providing all of these services, although even relatively few of these respondents (55%) are aware of the CRD's role in providing environmental services.



## Unaided Awareness of the CRD's Services

*"To the best of your knowledge, what are the main services that the CRD provides? Any others?"*



Base: All respondents (n=400)



## Prompted Awareness of Specific CRD-Provided Services

*"I am now going to read you a list of services. For each one, please tell me if you think this service is provided by the CRD, provided by another government body, or if you don't know who is responsible for providing this service. The first one is ..."*

■ Provided by CRD ■ Provided by another gov't body ■ Don't know



Base: All respondents (n=400)



## Ipsos Reid Public Affairs



Capital Regional District

**Priorities and Role**



## Future Priorities

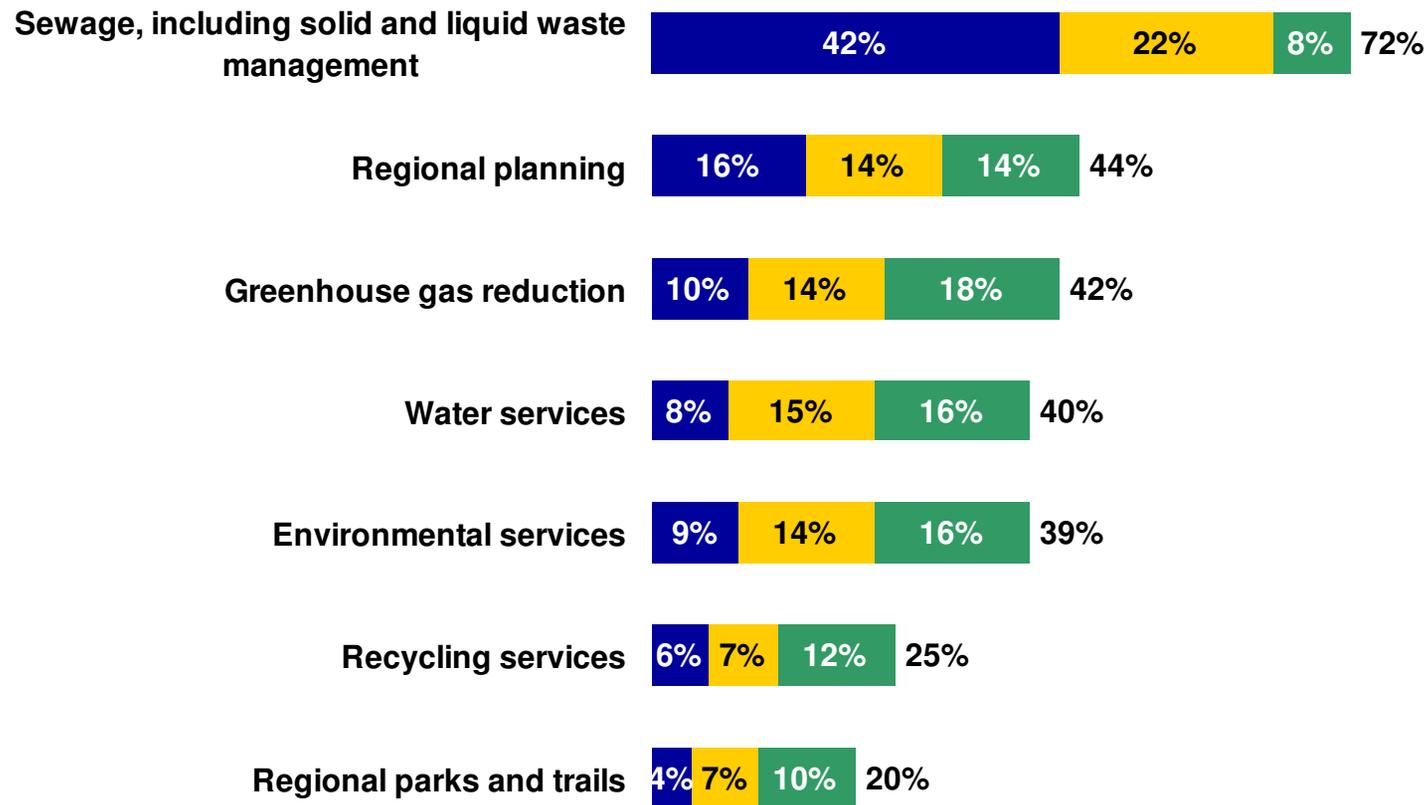
- ◆ Residents identify “sewage, including solid and liquid waste management” as the top priority for the CRD over the next few years (72% total mentions, including 42% first mentions).
  - While sewage is the number one priority for residents of all ages, it is particularly important to those aged 55 years or older (79%, compared to a low of 66% among those aged 18 to 34).
  - Residents are also more likely to emphasize sewage if they recall reading, seeing, or hearing about the CRD in the local news media over the past twelve months (76%, compared to 66% of those unable to recall any CRD-related news stories).
- ◆ In comparison to sewage, all other issues are deemed lower in importance, achieving overall ratings of between 44% and 20%.
- ◆ Following sewage, second-tier priorities include:
  - “Regional planning” (44% total mentions);
  - “Greenhouse gas reduction” (42% total mentions);
  - “Water services” (40% total mentions); and,
  - “Environmental services” (39% total mentions).
- ◆ Residents place an even lower emphasis on the following two issues:
  - “Recycling services” (25% total mentions); and,
  - “Regional parks and trails” (20% total mentions).



# Future Priorities

*“Thinking about all the various issues facing Southern Vancouver Island, please tell me which one of the following you think should be the greatest priority for the CRD over the next few years. And which one should be the next greatest priority? And which one should be the third greatest priority?”*

■ First priority ■ Second priority ■ Third priority



Base: All respondents (n=400)



## Leadership Roles

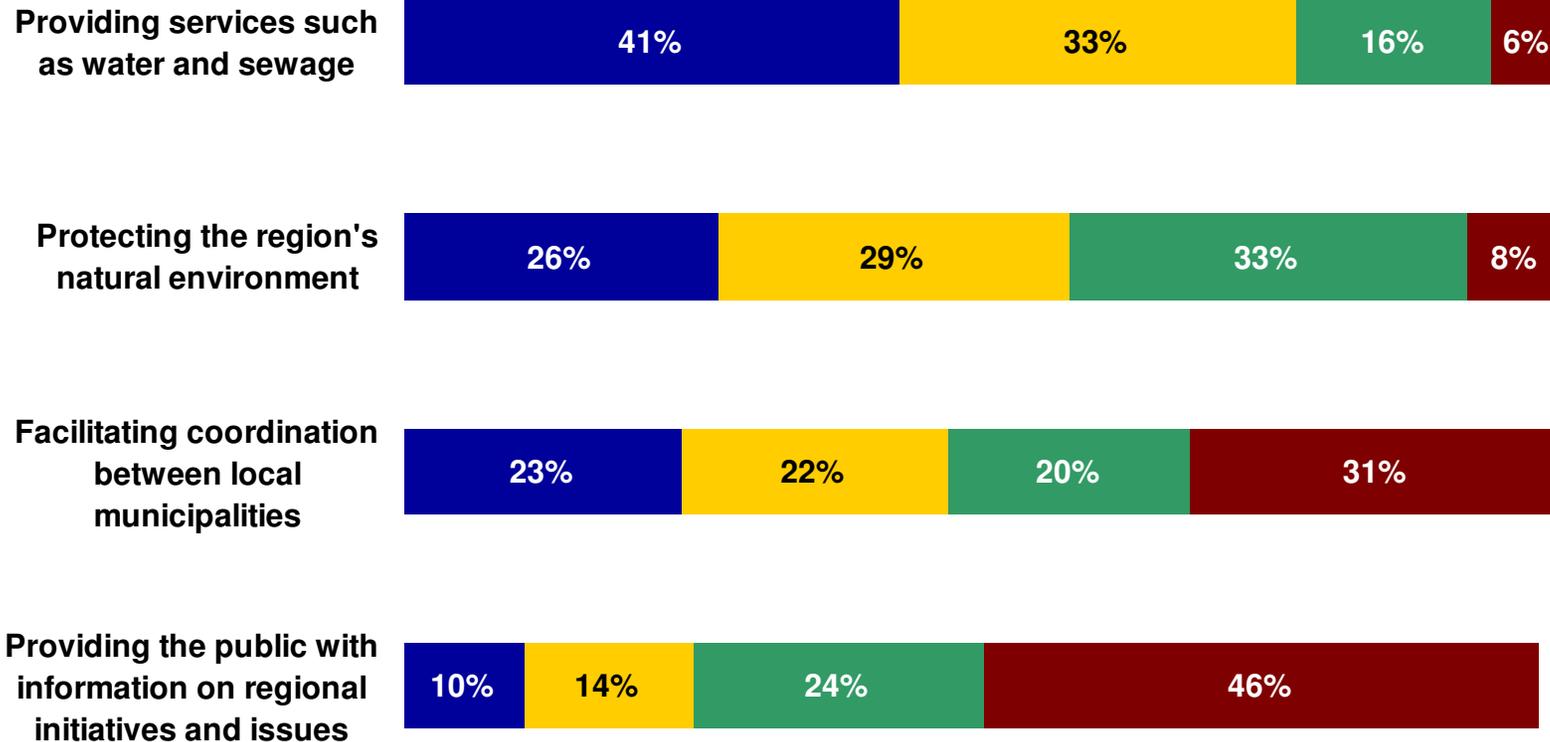
- ◆ The importance of sewage to residents is also evident when looking at the leadership roles residents would most like to see the CRD pursue.
- ◆ In total, 41% of residents say that the area where it is most important for the CRD to play a leadership role is in “providing services such as water and sewage”.
  - Again, water and sewage services are particularly important to those aged 55 or older (48%, compared to a low of 30% among those aged 18 to 34).
  - Water and sewage services also score particularly high among those living in Saanich (45%, compared to a low of 32% among those living outside Saanich or Victoria) and those who have lived in the area for more than 30 years (45%, compared to a low of 32% among those who have lived in the area for 10 years or less).
- ◆ Following the provision of water and sewage services, residents would next most like to see the CRD play a leadership role in:
  - “Protecting the region’s natural environment” (26% say this is the most important leadership role for the CRD); and,
  - “Facilitating coordination between local municipalities” (23% say this is the most important leadership role for the CRD).
- ◆ In comparison, much less emphasis is placed on “providing the public with information on regional initiatives and issues”, with only 10% saying this is the most important leadership role for the CRD.
  - Nearly half (46%) identify this as the least important of the four leadership roles tested.



## Leadership Roles

*“As your regional government body, the CRD plays a number of different leadership roles. Please tell me which one of the following leadership roles of the CRD is the most important to you. Which one of these leadership roles is the next most important to you? And which one of these leadership roles is the least important to you?”*

■ Most important ■ Second most important ■ Third most important ■ Fourth most important



Base: All respondents (n=400)



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Capital Regional District

## Communication and Information Needs



## Recall of Recent CRD-Related News Stories

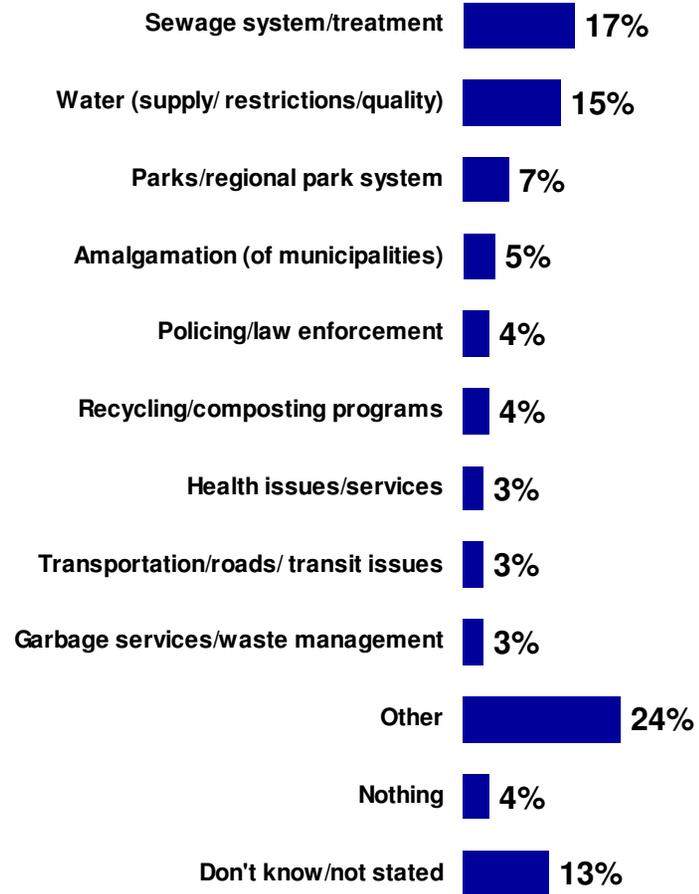
- ◆ In total, two-thirds (67%) of residents are able to recall reading, seeing, or hearing about the CRD in the local news media in the past twelve months.
  - Residents who are the most likely to recall CRD-related news stories are:
    - Men (72%, compared to 62% of women);
    - Those aged 55 years or older (72%, compared to 57% of those aged 18 to 34); and,
    - Those who have lived in the area for more than 10 years (69% of those who have lived in the area for 11 to 30 years and 75% of those who have lived in the area for 31 or more years, compared to only 56% of those who have lived in the area for 10 years or less).
- ◆ Specific stories that are the most frequently recalled focus on the CRD’s “sewage system or treatment” (17%) and “water supply, restrictions, or quality” (15%).



# Recall of Recent CRD-Related News Stories

*"In the past twelve months, have you read, seen or heard anything about the CRD in the local news media?"*

*"What specifically do you recall reading, seeing or hearing about the CRD in the local news media? Anything else?"*



Base: All respondents (n=400)

Base: Has seen or heard anything about the CRD in local news media in past 12 months (n=273)



## Communication and Information Needs

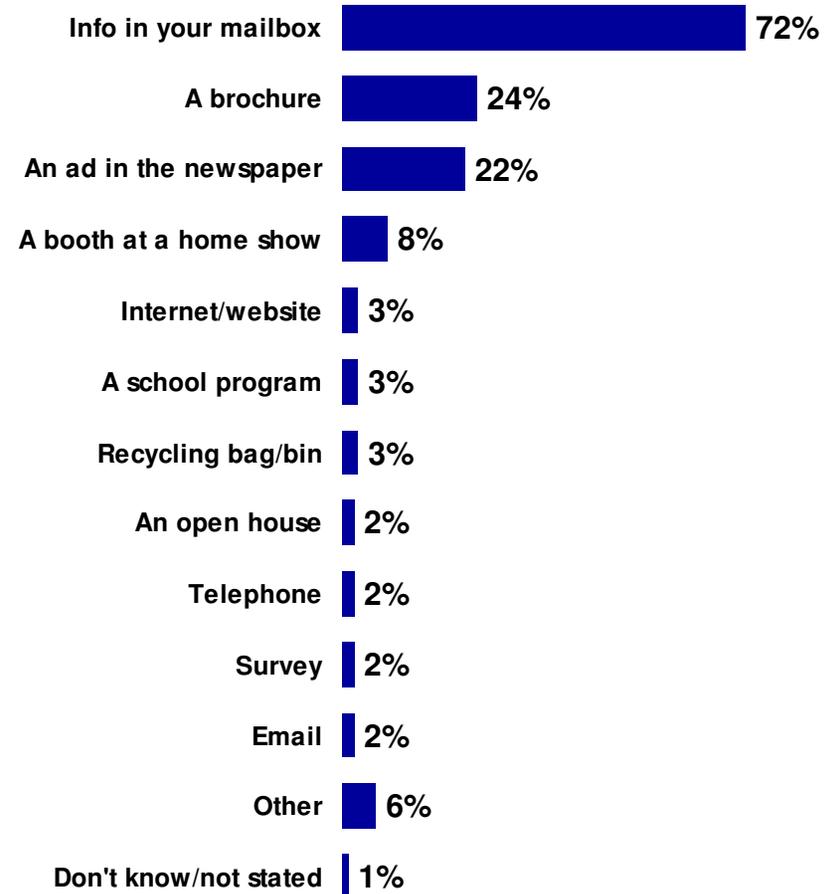
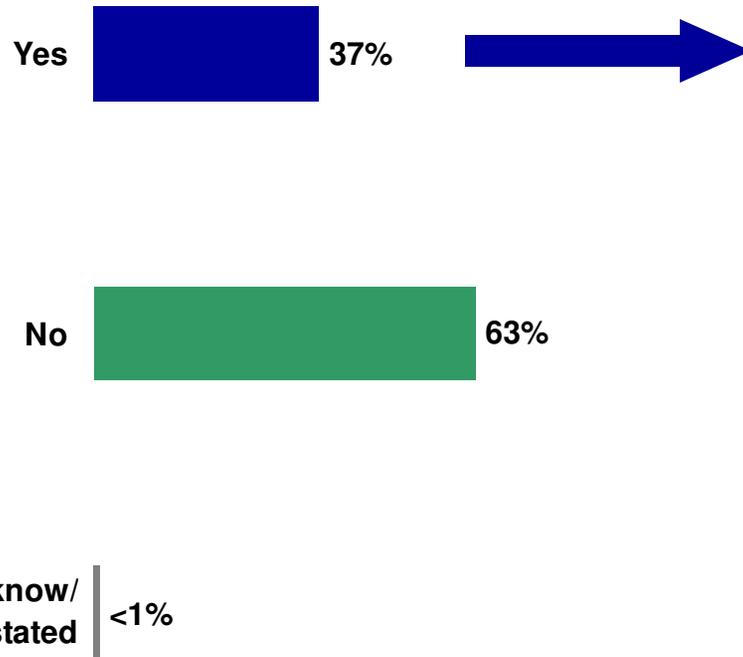
- ◆ While two-thirds are able to recall reading, seeing, or hearing about the CRD in the local news media in the past twelve months, much fewer recall receiving any information from the CRD during this time frame (37%).
  - Residents who are the most likely to recall receiving information from the CRD are:
    - Aged 35 to 54 (44%, compared to a low of 29% among those aged 18 to 34); and,
    - Have children living at home (44%, compared to 33% of those without children).
- ◆ “Information in my mailbox” is the most commonly recalled way of receiving information (72%). Other communication channels include “a brochure” (24%) and “an ad in the newspaper” (22%).
- ◆ Of those who are able to recall receiving information from the CRD, nearly half (49%) say this information was related to “recycling schedules”. Other types of information focused on “water usage, restrictions, quality” (22%), “transit information or survey” (11%), and “garbage collection or waste management” (10%).
- ◆ The CRD is on the right track with how it is communicating with residents. When asked what would be their preferred way of receiving information from the CRD, a total of 64% mention mail (includes 46% first mentions).
  - Many (50% total mentions) would also like to receive information via the newspaper.
  - Other preferred communication channels include email (28%), television (20%), pamphlets, flyers, or brochures (19%), the Internet (includes the CRD’s website) (17%), radio (16%), telephone (13%), and unspecified media mentions (10%).
  - Respondents under the age of 55 are much more likely than those aged 55 or older to demonstrate a preference for electronic communications such as email or the Internet.



# Recall of Recent CRD-Provided Communications

*“Thinking back over the past twelve months, can you recall receiving any information directly from the CRD?”*

*“How did you receive this information? Was it through ...?”*



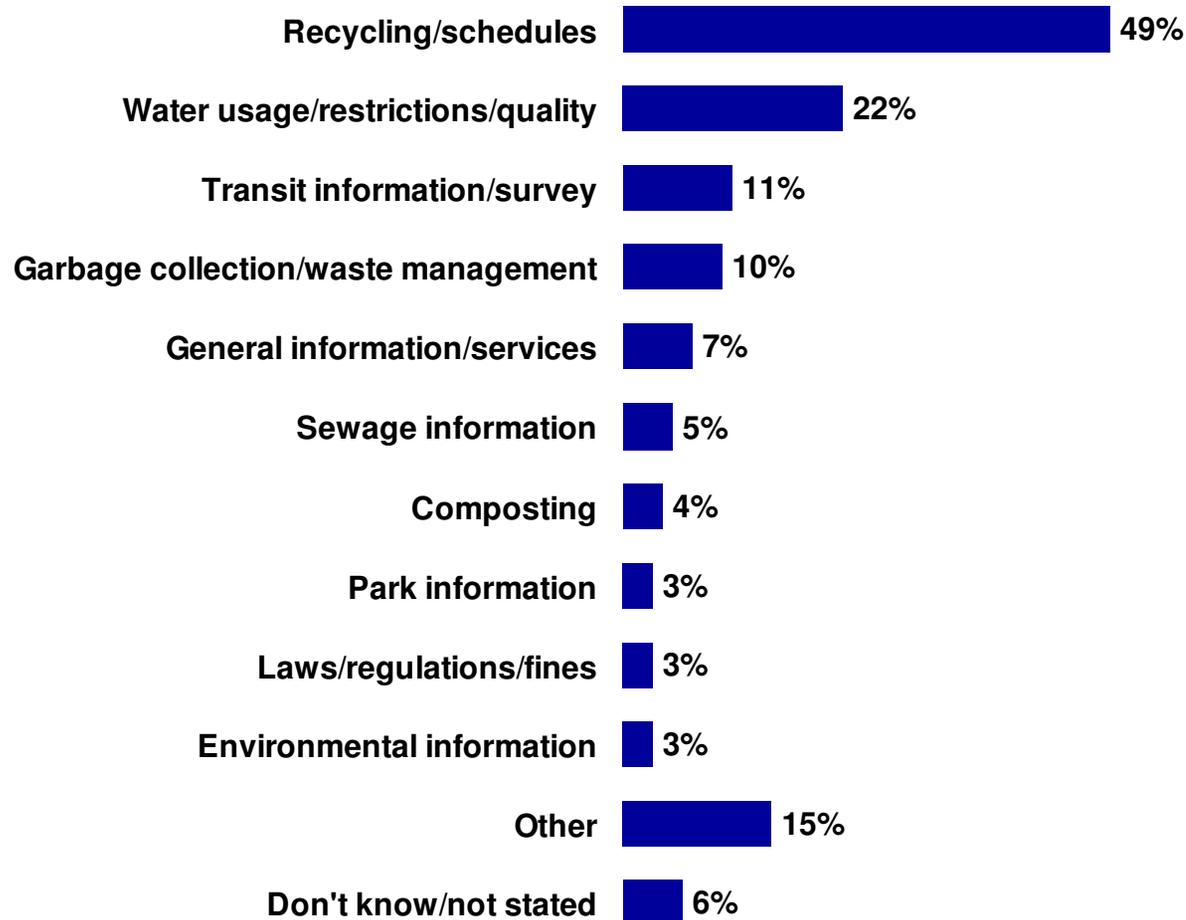
Base: All respondents (n=400)

Base: Recalls receiving information directly from the CRD in past 12 months (n=148)



# Recall of the Specific Content of the CRD-Provided Communications

*“What was the information about? Anything else?”*



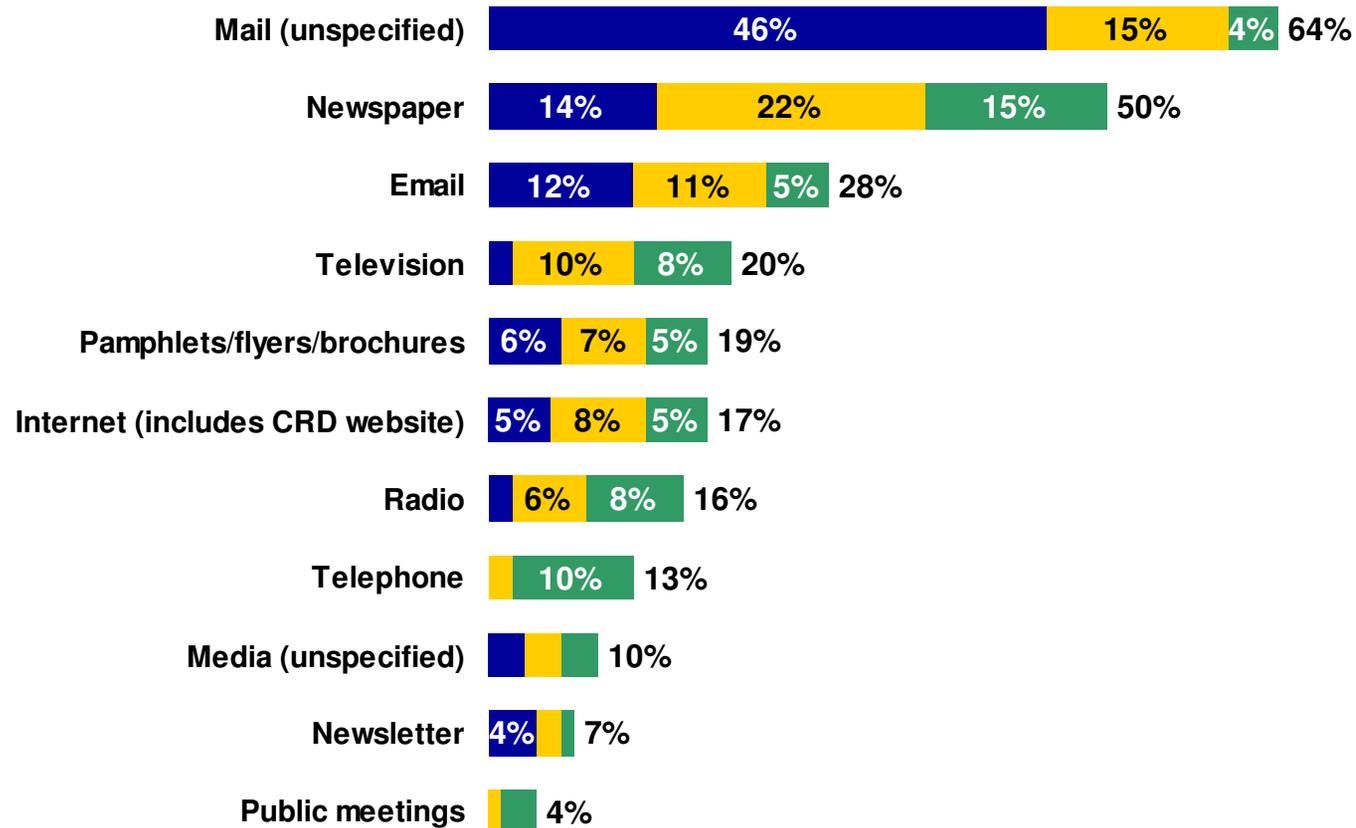
Base: Recalls receiving information directly from the CRD in past 12 months (n=148)



# Preferred Methods of Receiving Information from the CRD

“What would be your preferred way of receiving information from the CRD? What would be your next most preferred way of receiving information? And what would be your third most preferred way of receiving information?”

■ Most preferred method ■ Second preferred method ■ Third preferred method



Base: All respondents (n=400)



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Capital Regional District

**Sewage**



## Awareness of Sewage Treatment Initiatives

- ◆ Thinking back over the past twelve months, nearly two-thirds (63%) of residents are able to recall reading, seeing, or hearing about specific sewage treatment initiatives planned for Southern Vancouver Island.
  - Residents who are the most likely to heard of these sewage treatment initiatives are:
    - Aged 35 or older (66% of those aged 35 to 54 and 71% of those aged 55 plus, compared to 47% of those aged 18 to 34);
    - Those who have lived in the area for more than 10 years (66% of those who have lived in the area for 11 to 30 years and 69% of those who have lived in the area for 31 years or more, compared to 52% of those who have lived in the area for 10 years or less);
    - Those who recall hearing about the CRD in the local news media (74%, compared to 39% of those who do not recall hearing about the CRD); and,
    - Those who recall receiving information from the CRD (74%, compared to 56% of those who do not recall receiving information from the CRD).
  
- ◆ A similar proportion (62%) is aware that the CRD has made plans to begin treating its sewage.
  - Residents who are the most likely to be aware of the CRD's sewage treatment plans are:
    - Aged 55 or older (69%, compared to a low of 54% among those aged 18 to 34);
    - Those who recall hearing about the CRD in the local news media (70%, compared to 48% of those who do not recall hearing about the CRD); and,
    - Those who recall receiving information from the CRD (72%, compared to 57% of those who do not recall receiving information from the CRD).



## Awareness of Sewage Treatment Initiatives

*"In the past twelve months, have you read, seen or heard about any specific sewage treatment initiatives that are planned for Southern Vancouver Island?"*

Yes 63%

No 37%

Don't know/not stated <1%

Base: All respondents (n=400)



## Awareness of the CRD's Plans for Sewage Treatment

*"Prior to today, were you aware that the CRD has made plans to begin treating its sewage?"*

Yes  62%

No  37%

Don't know/not stated  <1%

Base: All respondents (n=400)



## Sewage Treatment Plants

- ◆ Although less than half (41%) have actually seen an urban sewage treatment plant, most residents are still able to think of specific benefits and concerns associated with having a sewage treatment plant in a community.
- ◆ Primary benefits include “cleaner water, oceans, lakes, and rivers” (42%) and “cleaner environment/less pollution” (31%).
  - Other benefits include “cleaning/treating sewage” (17%) and general mentions of it’s a “good idea” (10%).
- ◆ Primary concerns include “potential odour from the treatment plant” (23%), “potential spills and environmental concerns” (14%), “physical appearance and cosmetic concerns” (12%), and “cost/increased taxes” (10%).
  - In total, 22% do not have any specific concerns about having a sewage treatment plant in a community, while another 19% are unsure what concerns they would have.



## Sewage Treatment Plants (cont.)

- ◆ According to residents, the number one consideration for the CRD when designing a new sewage treatment plant should be “the environmental design and impact”, with 61% identifying this as the most important consideration overall.
  - Environmental considerations are particularly important to:
    - Those under the age of 55 (75% of 18 to 34 year olds and 64% of 35 to 54 year olds, compared to only 47% of those aged 55 or older); and,
    - Those who have lived in the area for 10 years or less (70%, compared to a low of 54% among those who have lived in the area for more than 30 years).
- ◆ Following environmental considerations, residents would like to see the next greatest emphasis placed on “the impact on the local community” (17% say this should be the most important consideration and another 39% say this should be the second most important consideration).
- ◆ In comparison to the above, both “cost” (10% most important, 22% second most important) and “general location” (10% most important, 19% second most important) are deemed much less important considerations when designing a new sewage treatment plant.



## Seen Urban Sewage Treatment Plant

*"Have you ever seen an urban sewage treatment plant?"*

Yes



41%

No



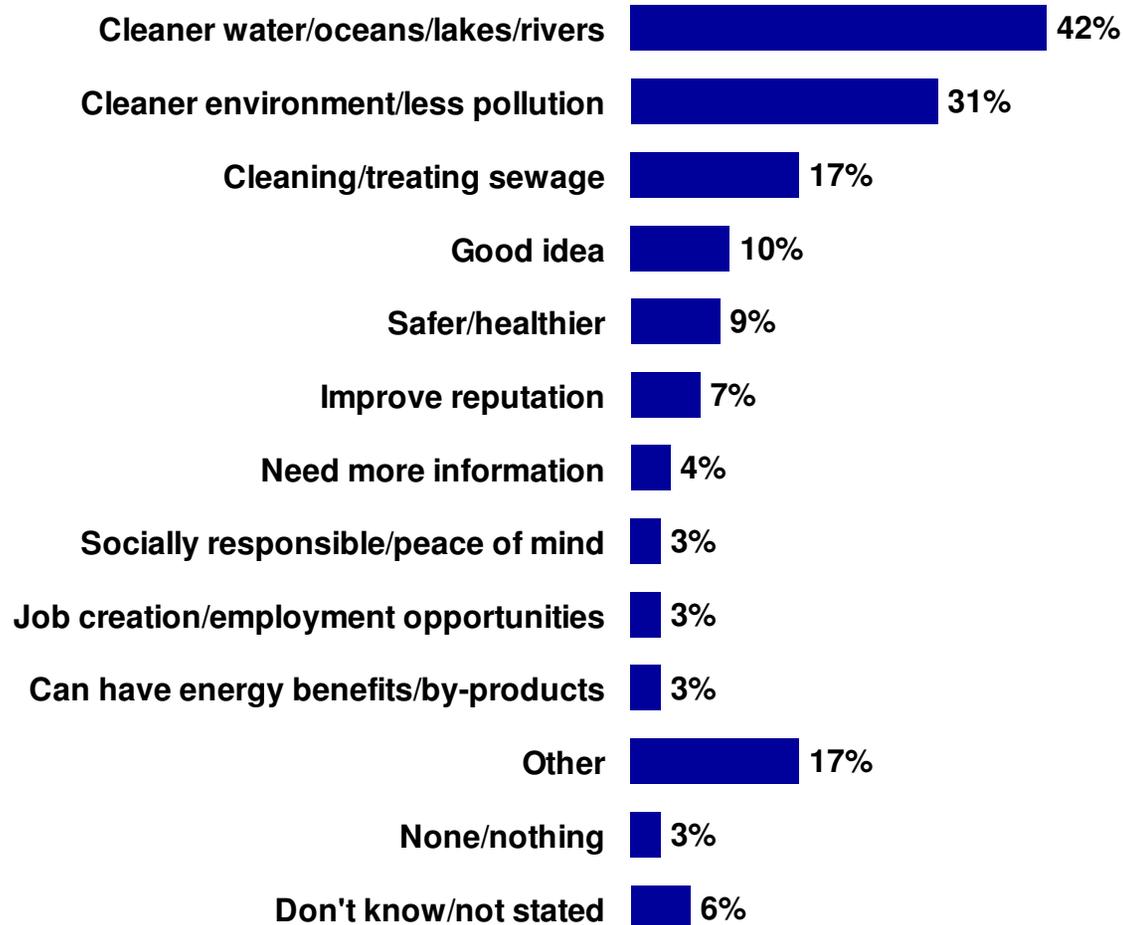
59%

Base: All respondents (n=400)



## Benefits of a Community Sewage Treatment Plant

*“What, if anything, do you think would be the benefits of having a sewage treatment plant in a community? Any others?”*

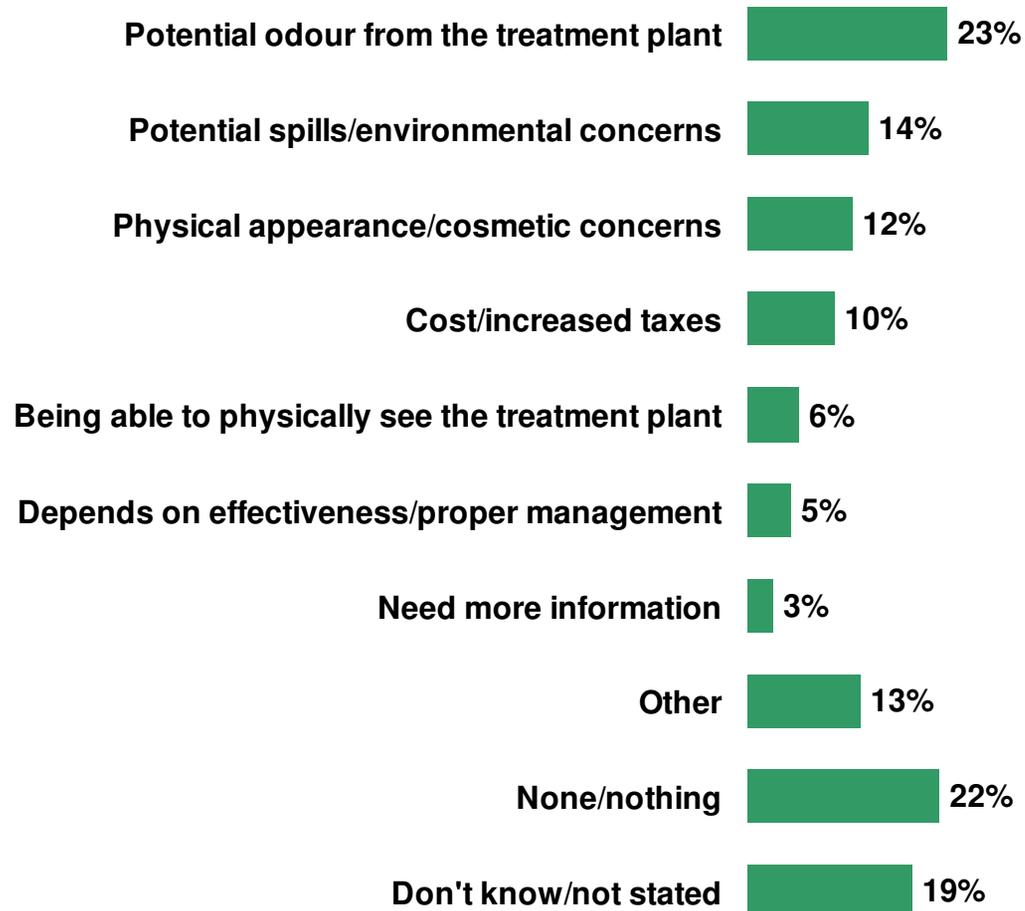


Base: All respondents (n=400)



## Concerns Associated with a Community Sewage Treatment Plant

*“What, if any, concerns would you have about having a sewage treatment plant in a community? Any others?”*



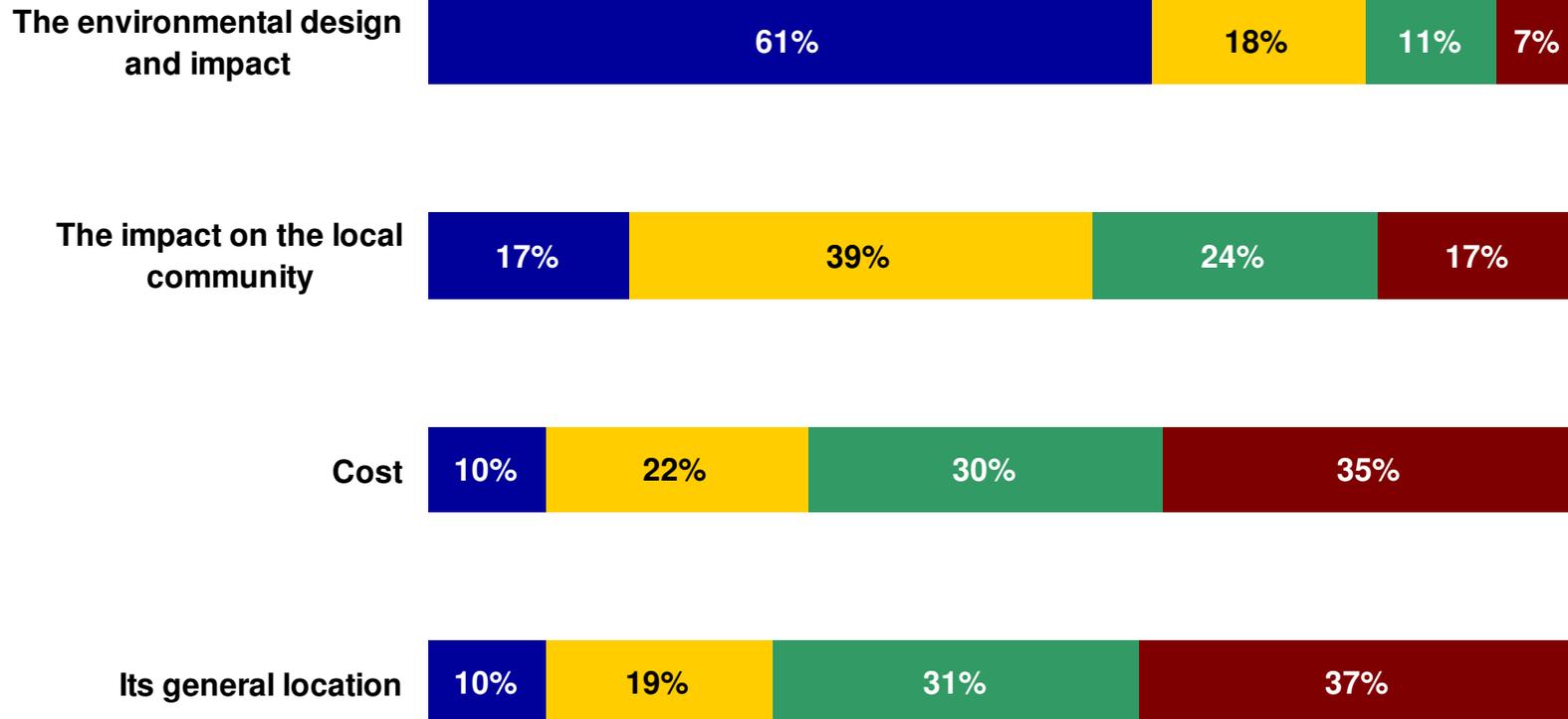
Base: All respondents (n=400)



# Important Considerations in Designing New Sewage Treatment Plant

*“In your opinion, which one of the following should be the most important consideration for the CRD in designing its new sewage treatment plant? And which one should be the next most important consideration? And which one should be the third most important consideration?”*

■ Most important ■ Second most important ■ Third most important ■ Fourth most important



Base: All respondents (n=400)



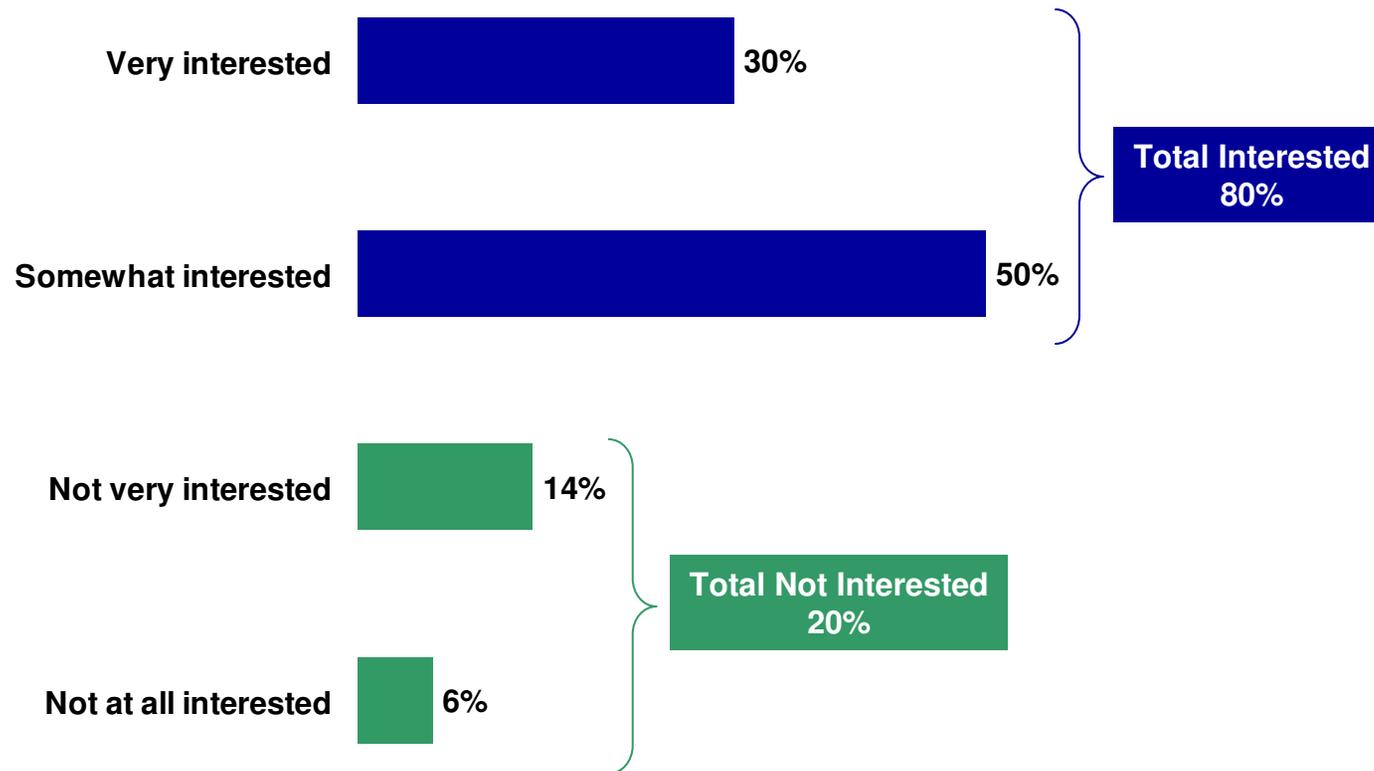
## Public Consultation Around Sewage

- ◆ There is a demand for more information about sewage treatment in Southern Vancouver Island. In total, 80% of residents say they are interested in learning more about current and future sewage treatment initiatives planned for the area.
  - Of this, 30% say they are “very interested” and 50% say they are “somewhat interested”.
  - Residents aged 55 or older are the most interested in receiving such information (84%, compared to a low of 72% among those aged 18 to 34).
  
- ◆ All of the specific methods tested are considered to be good ways of consulting with the public about sewage treatment, with 73% to 78% of residents saying these would be a good way of consulting with them on this issue.
  - Analysis of the “very good” scores shows that the most effective method overall would be an “interactive website” (41% “very good”).
  - The remaining three methods all achieve similar “very good” scores:
    - “Public open houses” (33% “very good”);
    - “Community mall displays” (28% “very good”); and,
    - “Surveys” (27% “very good”).
  
- ◆ The majority of residents (57%) are unable to think of any other ways they would like the CRD to consult with them about regional sewage treatment (includes 44% saying “nothing” and 13% saying “don’t know”).
  - Other suggestions include the newspaper (7%), mail (6%), and public meetings, forums, or open houses (6%).



# Interest in Learning More About Sewage Treatment Initiatives

*“How interested are you in learning more about current and future sewage treatment initiatives that are planned for Southern Vancouver Island? Would you say ...?”*

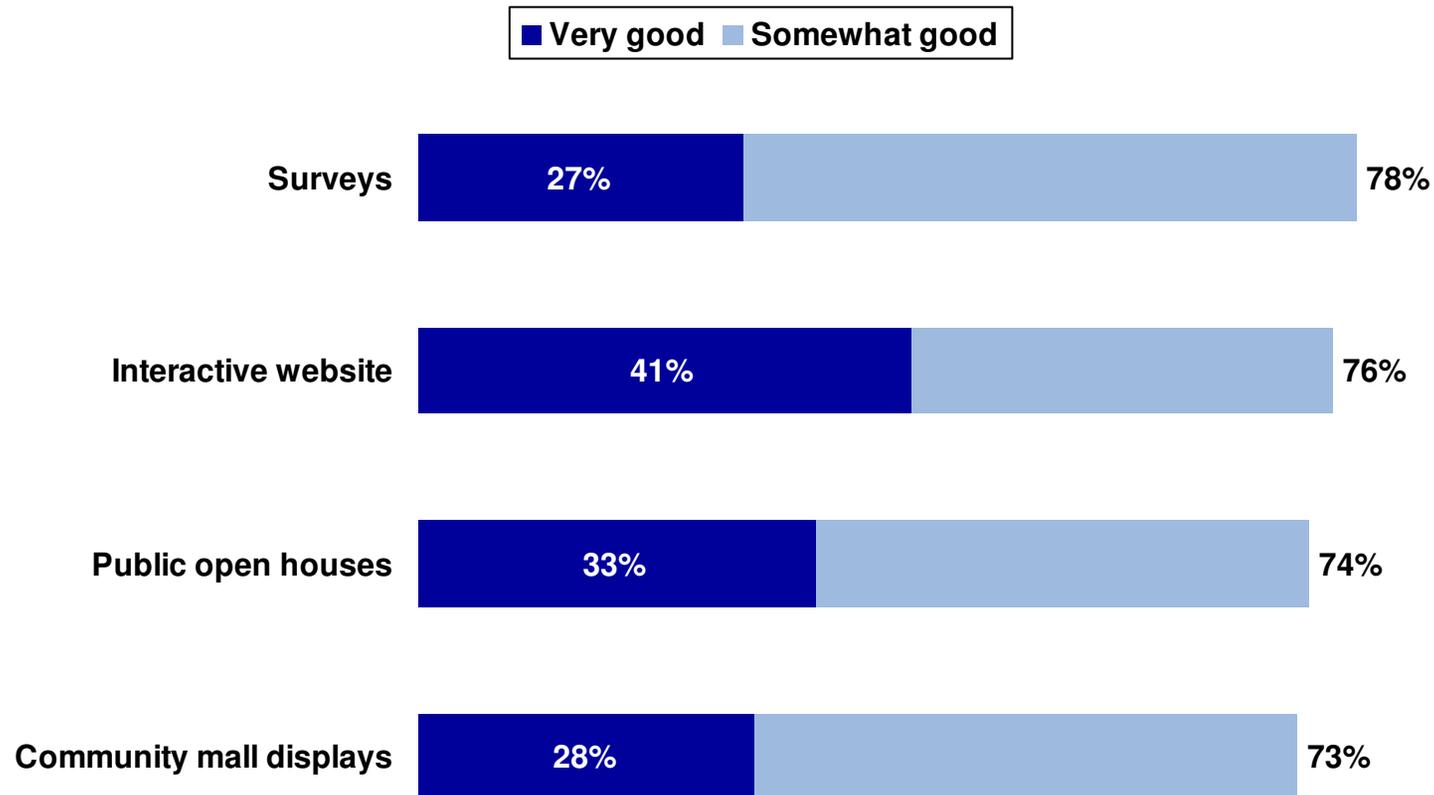


Base: All respondents (n=400)



# Public Consultation Concerning Sewage

*“The CRD is committed to a strong public input process about sewage treatment in Southern Vancouver Island. There are a number of different ways that the CRD can consult with the public on this issue. I am now going to read a list of different ways the CRD may use to obtain public input on sewage treatment in the region. For each one, please tell me if this would be a good way or a poor way for the CRD to consult with you on this issue. This first one is ... Is that very or somewhat good/poor?”*

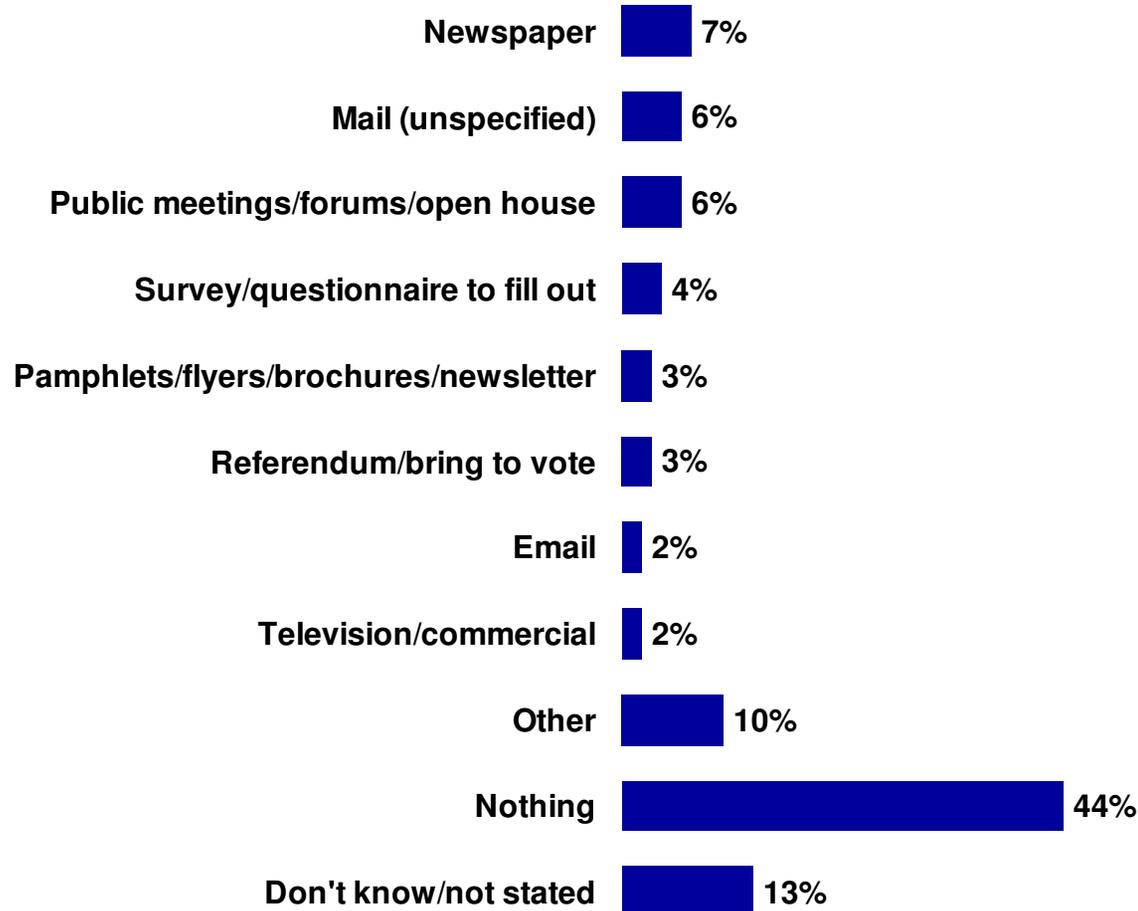


Base: All respondents (n=400)



## Other Methods of Consulting the Public About Regional Sewage Treatment

*“Are there any other methods that would be a good way for the CRD to consult with you about regional sewage treatment?”*



Base: All respondents (n=400)



# Ipsos Reid Public Affairs



Capital Regional District

## Demographic Profile



## Demographics

	All Respondents (n=400) %
<b>Gender:</b>	
Male	47
Female	53
<b>Age:</b>	
18 to 24	9
25 to 34	17
35 to 44	17
45 to 54	21
55 to 64	15
65 or more	20
<i>Mean</i>	<i>48 years</i>
<b>Children Under 18 in Household:</b>	
Yes	32
No	68



## Demographics (cont.)

	All Respondents (n=400) %
<b>Region:</b>	
Saanich	43
Victoria	35
Rest of CRD	22
<b>Number of Years Living in Southern Vancouver Island area:</b>	
5 years or less	16
6 to 10 years	14
11 to 15 years	8
16 to 20 years	13
21 to 25 years	10
26 to 30 years	9
31 to 35 years	7
36 to 40 years	6
41 or more years	17
<i>Mean</i>	<i>24 years</i>