# The City of BARRIE



FORUM RESEARCH INC.

## 2016 Barrie Community Survey: Detailed Findings

Prepared by: Forum Research Inc. Date: November, 2016

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## The City of BARRIE



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## **Executive Summary**

#### **Executive Summary**



The results of the 2016 Community Survey are considered positive:

- Just over 7 in 10 residents indicated they are highly/moderately satisfied with Barrie's city programs and services overall;
- The majority of residents (67%) said quality of life in the City of Barrie was excellent/very good; and,
- The majority of residents (66%) remain satisfied with Barrie's local government.

#### Satisfaction with Programs and Services:

When it comes to services provided by the City of Barrie, highest satisfaction levels were recorded for fire rescue services (91%), public libraries (86%), recreation facilities (85%), fire prevention/fire education (83%), as well as parks, trails and green spaces/tree maintenance (80%).

Compared to 2013, there were significant improvements in satisfaction recorded for support for arts and culture (up 6pp), as well as Barrie police services (up 5pp).

#### **Service Priorities:**

A derived importance analysis revealed that the highest priority areas to improving overall satisfaction with programs and services offered by the City of Barrie were: City planning; bylaw enforcement for property maintenance and land use infractions; bylaw enforcement for animal control and parking infractions; transportation network; as well as economic development (including promoting Barrie as a place to locate a business).

### **Executive Summary**



#### **Top Issues:**

Taking into consideration residents' stated importance and satisfaction levels of various topics facing Barrie City Council today, efforts should be primarily focused on dealing with traffic congestion, improving road conditions, as well as creating jobs in Barrie.

#### **Communication and Contact:**

The top ways residents are receiving information and updates about what is happening in the City of Barrie are through the newspaper (81%), radio (74%), TV news (64%) and the City of Barrie website (54%).

In the past year, the top five reasons residents contacted the City of Barrie (or performed a transaction) were regarding recreation programs, recreation facilities, garbage and recycling, general city information, as well as taxes. Furthermore, residents were most likely to contact the City of Barrie/perform a transaction by phone, in-person, or through the City of Barrie website.

#### **Property Taxes:**

When it comes to services provided by the City of Barrie, just over half of homeowners (51%) said they receive good or very good value for taxes paid. This is a significant increase from levels reported in 2013 (up 7pp), and in line with levels recorded in 2011.

Among homeowners who said they receive poor value for their tax dollars, top reasons they felt this way were: Taxes are too high in general (36%), poor spending of tax dollars (18%), and increase of tax for poor services (13%).

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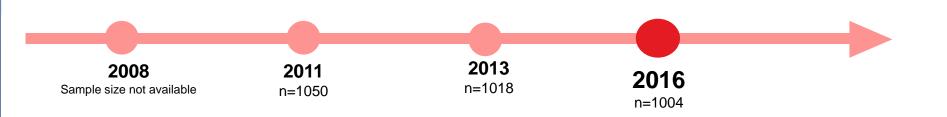
# Background, Objectives & Methodology

### **Background & Purpose**

The City of Barrie is a diverse and growing community, located on the western shore of Lake Simcoe. Home to more than 135,000 residents, the City is cherished for it's historic downtown and beach-lined waterfront.

In an effort to continuously enhance quality of life and give Barrie residents a voice when it comes to fiscal spending, the City of Barrie initiated a Community Survey.

The baseline Community Survey was initiated in 2008. In 2016, as in 2013 and 2011, the City has embarked on a follow-up survey to get a better understanding of how perceptions and attitudes have changed over time.



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#### **Research Objectives**

Specific project objectives were to explore residents' stated opinions and attitudes related to the following:

- $\checkmark\,$  Rating the quality of life in Barrie
- $\checkmark$  Satisfaction with the municipal government
- ✓ Satisfaction with the City's major service deliverables
- ✓ Importance of City services
- ✓ Contact with the City
- ✓ Service improvements and priorities
- ✓ Opinions on municipal property taxes
- ✓ Satisfaction with City communication initiatives
- ✓ City of Barrie e-Government



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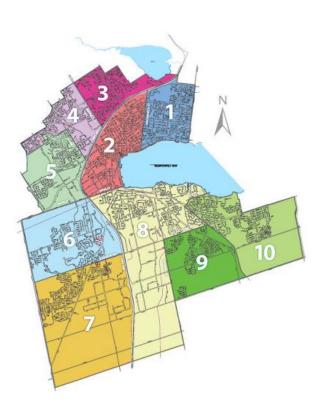
### **Research Methodology**

- Research was conducted via Computer-Assisted-Telephone-Interviewing (CATI) methodology of randomly selected residents in the City of Barrie that were 18 years of age or older.
- A total of 1,004 interviews were conducted, each approximately 18 minutes in length.
- Surveys were conducted from Wednesday, October 12<sup>th</sup> to Tuesday, October 25<sup>th</sup> (evening and weekend calling only).
- The margin of error is +/-3, 19 times out of 20.
- Response rate was 9.4%.



### Sample Disposition

- Quotas were established to ensure interviews were conducted in proportion to the population of each City ward.
- A good mix of male and female respondents who most recently had a birthday were selected at the household level.
- The data were weighted by age, gender and ward of the 18+ population of the City of Barrie based on the most recent Census data.
- Results of the 2016 Community Survey were benchmarked against community surveys conducted in 2008, 2011 and 2013. All historical results have been included in this report where applicable.
- Only statistically significant differences by various demographics that are seen as important to the analysis have been included within this report.





#### **Other Research Considerations:**

#### **Statistical Significance Testing**

Forum Research applied statistical significance testing to analyze survey results by certain demographics (i.e. age, gender, years lived in Barrie, etc.). Statistical significance testing tells us whether or not differences between the observed percentages reflect real differences among the population, or are merely a chance occurrence. As well, it allows for deeper analysis of different segments among the population, taking into account difference in percentage points, sample size, distribution, etc. For this reason, given two sets of variables with the same percentage point difference it may be found that one reveals a statistically significant difference in the population, while other does not.

#### **Total Scores**

It should be noted that in some cases, total scores may not add up to 100%. This is due to rounding and does not reflect any errors in reporting.

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### **Cellphone-Only Households**

- In the past, researchers could rest assured that their random samples were accurate simply by calling residences and surveying respondents. However, since the advent of mobile technology, an increasing number of Canadians have opted to go without a landline telephone service and use their cellphones exclusively.
- Forum leveraged IVR technology to recruit and screen for cellphone only (CPO) residents living in the City of Barrie.
  - Residents were contacted using random digit dialing of well known cellphone exchanges in the Barrie area, and asked to confirm the following:
    - (1) They live in the City of Barrie;
    - (2) Were contacted on a cellphone; and,
    - (3) They do not own a landline.
  - Once all three criteria were confirmed, the cellphone number was then added to the larger sample database as CPO and called again at random to conduct the main survey.
- A quota for CPO households was introduced to ensure residents without a landline were included in the survey (n=100).

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## **KEY FINDINGS**

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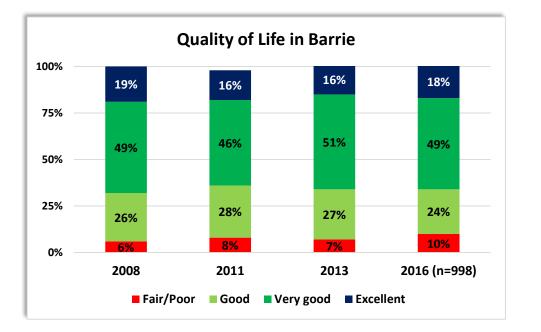


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## **Quality of Life**

### Quality of Life in the City of Barrie

The majority of residents said the City of Barrie has an excellent/very good quality of life overall.



There was a slight increase in residents who said quality of life in the City of Barrie is excellent (up 2pp from 2013), though this change is not statistically significant.

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Homeowners gave higher quality of life ratings compared to renters.

Residents age 35 years and older were significantly more likely to say Barrie has an excellent quality of life compared to residents age 18 to 24.

Historical Trend - Summary					
	2008	2011	2013	2016	% Change from 2013
Top Box % [Excellent]	19%	16%	16%	18%	+2%
Top 2 Box % [Very Good/Excellent]	68%	62%	67%	67%	0%

\*\*indicates statistically significant change

B1. To begin, please think about the overall quality of life in the City of Barrie for you and your family, in comparison to other communities where you could live. Would you say, overall, the quality of life in Barrie is....? [Excludes DK/NA]

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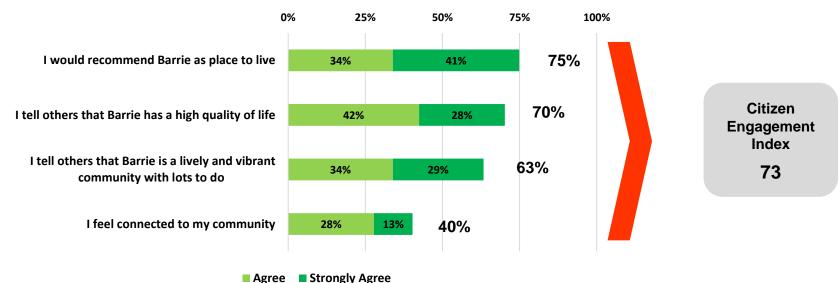


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## **Citizen Engagement**

#### Citizen Engagement Index

Citizen Engagement is a composite measure of a set of behaviours associated with engagement (i.e. the kind of behaviours that one would expect to see in engaged citizens). Citizen engagement currently rests at 73 out of a possible 100.



#### **Citizen Engagement Index**

(n=1004)

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B4. Using a scale of 1 to 5, where 1 means "strongly disagree" and 5 means "strongly agree", please indicate how much you agree or disagree with the following statements: [Excludes DK/NA]

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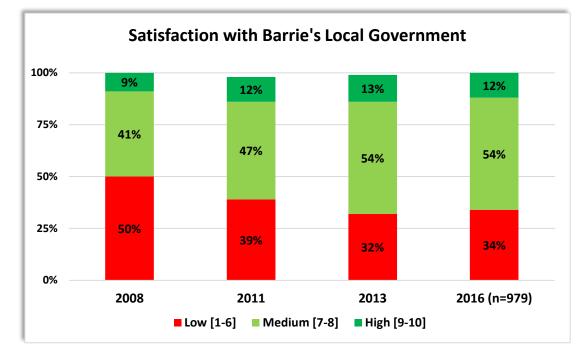
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# Satisfaction with Local Government

#### Satisfaction with Barrie's Local Government



The majority of residents remain satisfied when it comes to the City of Barrie's local government.



Resident satisfaction with Barrie's local government has not changed significantly from 2013.

Highest satisfaction levels were recorded among residents 55 years of age and older.

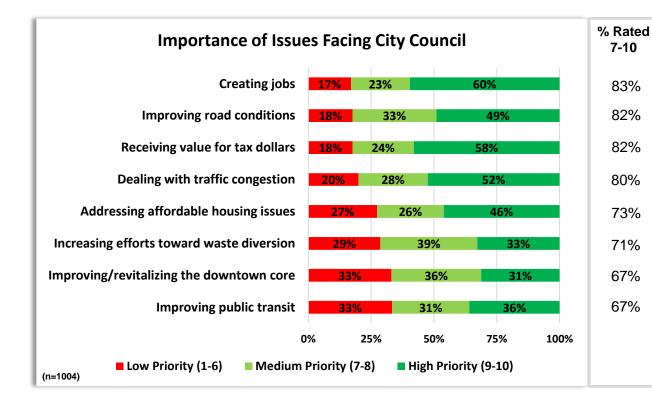
Historical Trend - Summary					
	2008	2011	2013	2016	% Change from 2013
High [9-10]	9%	12%	13%	12%	-1%
High/Medium [7-10]	50%	59%	67%	66%	-1%

\*\*indicates statistically significant change

B2. Next, how satisfied are you with the City of Barrie's local government? Please use a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". [Excludes DK/NA]

#### Importance of Topics Facing Barrie City Council

According to residents, the most important topics facing Barrie City Council today are: Creating jobs, improving road conditions, and ensuring residents are receiving value for their tax dollars.



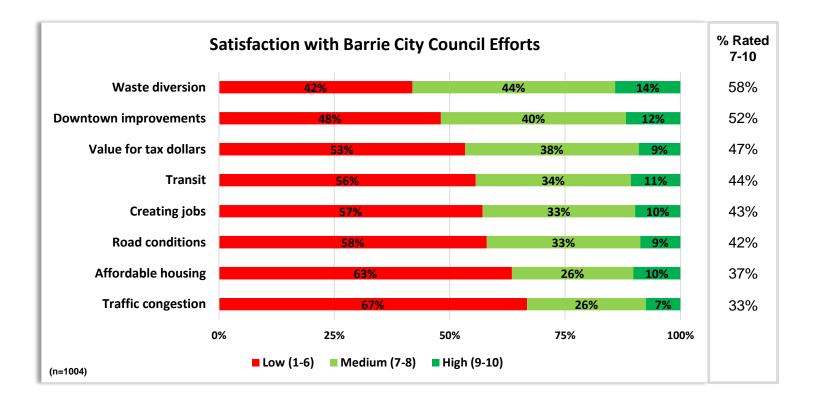
#### Female residents gave higher importance ratings to creating jobs, addressing affordable housing issues, and increasing efforts toward waste diversion compared to males.

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Residents age 55 years and older were significantly more likely to say improving public transit is of high importance than residents age 35 to 44.

## Satisfaction with Barrie City Council's Efforts in Dealing with Key Issues

The majority of residents are satisfied with City Council's efforts in waste diversion and downtown improvements. Residents are least satisfied with the City's efforts in dealing with traffic congestion, affordable housing, and road conditions.



B6. Overall, how satisfied are you with the efforts in these areas? Please use a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". [Excludes DK/NA]

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### Priority Matrix Primary & Secondary Focus

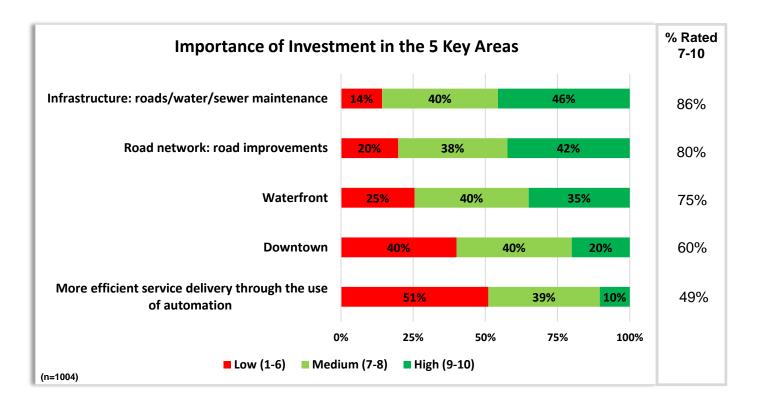




### Importance of Investment in the 5 Key Areas



The majority of residents said investment in infrastructure and in Barrie's road network is most important for the City to focus on.



B7. City Council is investing in 5 key areas of our community. For each area, please indicate how important you feel each is using a scale of 1 to 10, where 1 is "not important" and 10 is "very important". How important to you is...?

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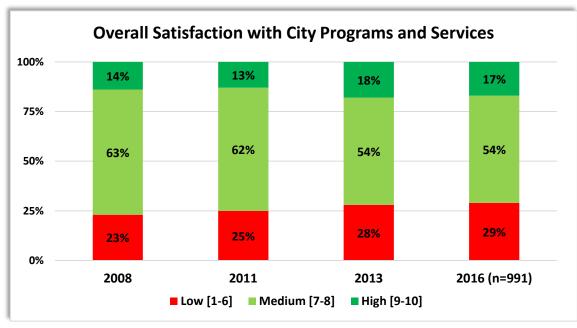


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## Satisfaction with City Programs and Services

#### **Overall Satisfaction with City Services**

The majority of residents indicated they are highly/moderately satisfied with City of Barrie services and programs.



Historical Trend						
	2008	2011	2013	2016	% Change from 2013	
High [9-10]	14%	13%	18%	17%	-1%	
High/Medium [7-10]	77%	75%	72%	71%	-1%	

\*\*indicates statistically significant change

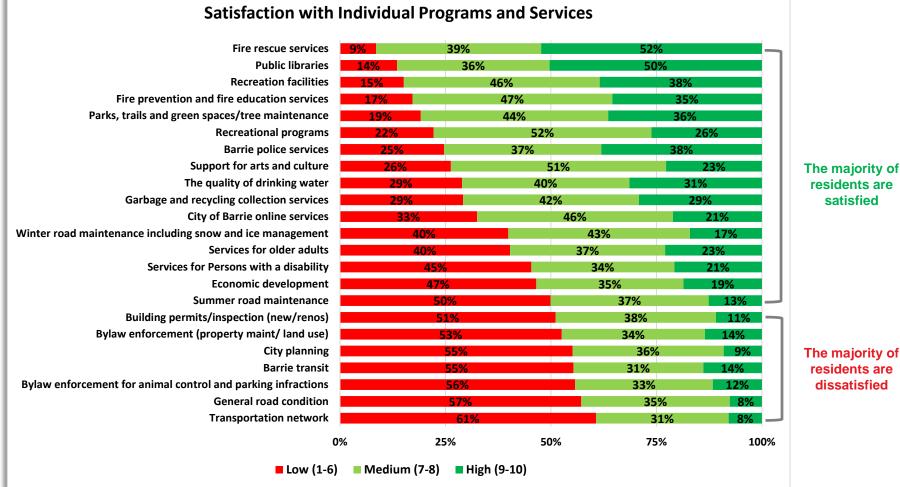
Though satisfaction has not changed significantly since 2013, satisfaction has been trending downward since 2008 (down 6pp).

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B3. Taking into consideration all City of Barrie services and programs, based on your personal experiences or general impressions, overall, how satisfied are you with the services provided by the City? Please use a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". [Excludes DK/NA]

#### Satisfaction with Individual Programs and Services



C1. Next, I am going to read you a list of specific services provided or funded by the City of Barrie to residents. For each service, please rate your level of satisfaction using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied". Please rate your level of satisfaction based on your personal experiences in the past 12 months. If you have had 25 no personal experience with the service please indicate by answering "DK or NA" [Excludes DK/NA]

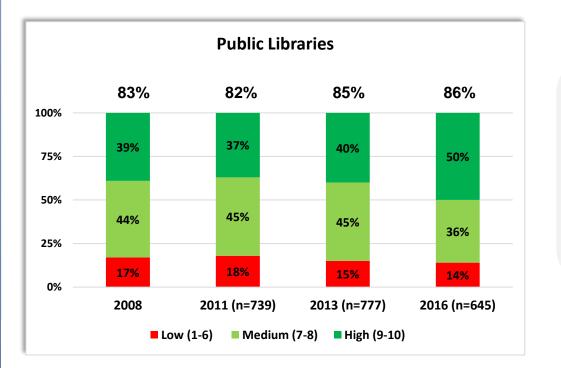
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#### Satisfaction with Services Public Libraries



The majority of residents said they are highly/moderately satisfied with the City of Barrie's public libraries.

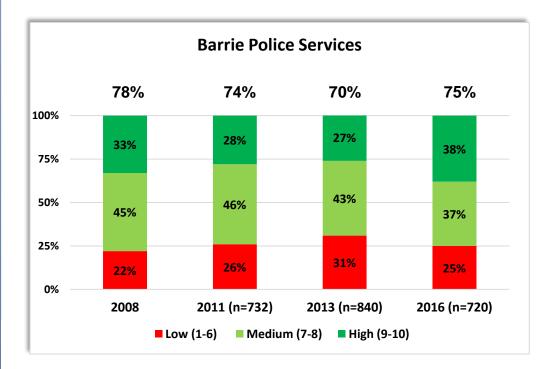


Satisfaction levels are trending upward, with a significant increase in satisfaction since 2011 (up 4pp).

There was also significant growth in the proportion of residents who said they were highly satisfied compared to 2013 (40% in 2013 compared to 50% in 2016), highlighting a shift from moderate to high satisfaction levels.

#### Satisfaction with Services Barrie Police Services

3 in 4 residents indicated they are highly/moderately satisfied with City of Barrie police services.



Satisfaction has increased significantly from 2013 (up 5pp), breaking the downward trend since 2008.

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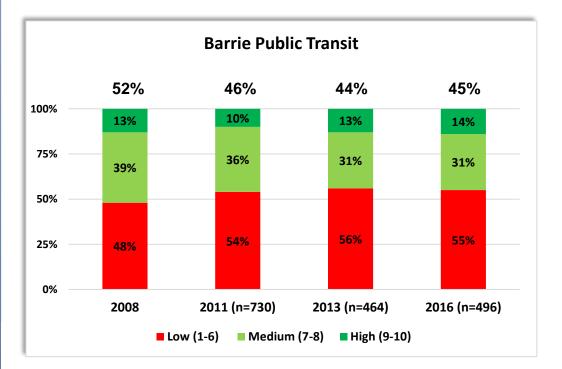
Highest satisfaction for Barrie police services was recorded among residents 55 years of age and older.



#### Satisfaction with Services Barrie Public Transit



When it comes to public transit in the City of Barrie, satisfaction levels remain unchanged for the majority of residents.



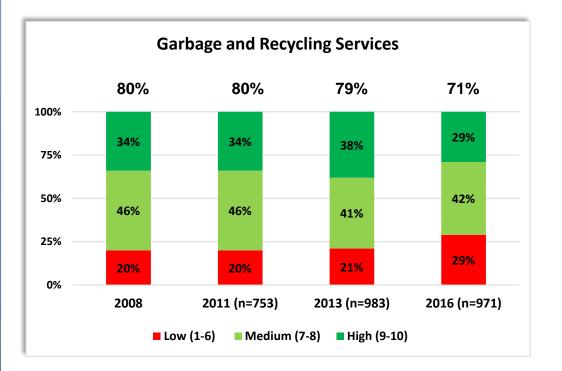
Resident satisfaction with public transit has not changed significantly since 2013, and remains at par with levels recorded in 2011.

Satisfaction among young residents age 18 to 25 was significantly lower compared to all other observed age groups (age 26 and over).

#### Satisfaction with Services Garbage and Recycling Services

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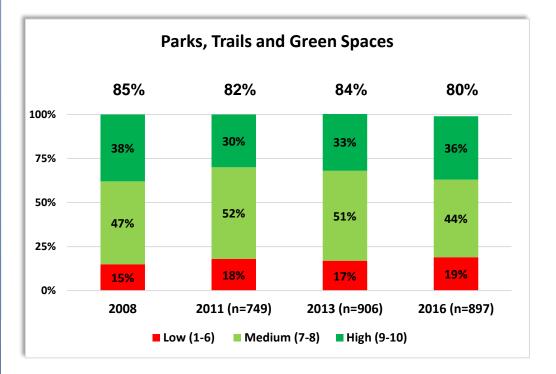
71% of residents said they are highly/moderately satisfied with the City of Barrie's garbage and recycling service.



Satisfaction with garbage and recycling services has decreased significantly since 2013 (down 8pp).

#### Satisfaction with Services Parks, Trails and Green Spaces

The majority of residents indicated they are highly/moderately satisfied with Barrie's parks, trails and green spaces.



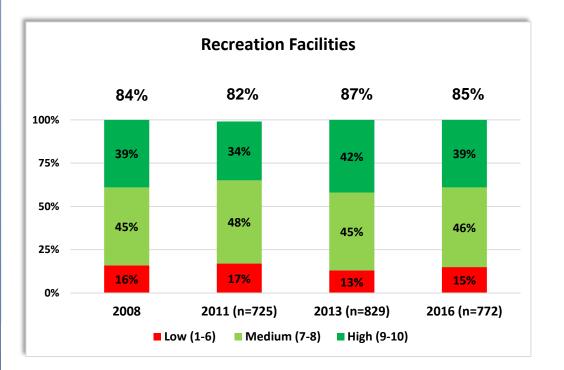
Satisfaction has not changed significantly from levels in 2013.

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#### Satisfaction with Services Recreational Facilities

85% of residents indicated they are highly/moderately satisfied with Barrie's recreational facilities.



Satisfaction did not change significantly from levels in 2013.

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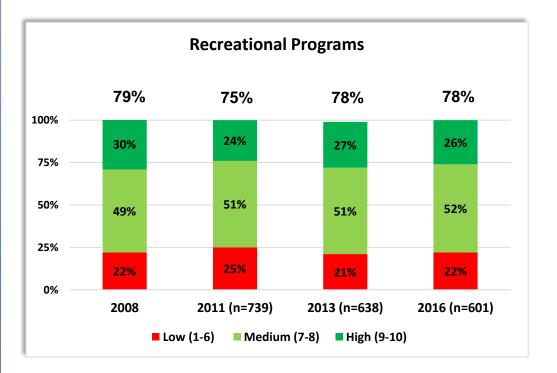
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Renters were significantly more likely to say they were highly satisfied compared to homeowners (50% vs. 37%, respectively).

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#### Satisfaction with Services Recreational Programs

Just over 3 in 4 residents indicated they are highly/moderately satisfied with Barrie's recreational programs, though the majority are moderately satisfied (52%).



Satisfaction has not changed since 2013.

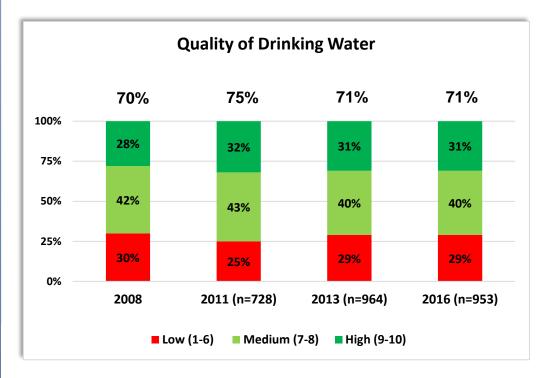
Highest satisfaction was recorded among younger residents 18 to 34 years of age.

Satisfaction among homeowners was significantly higher compared to renters (85% vs. 74%, respectively).



#### Satisfaction with Services Quality of Drinking Water

71% of residents indicated they are highly/moderately satisfied with the quality of drinking water in the City of Barrie.



Satisfaction with the quality of drinking water has not changed significantly since 2013.

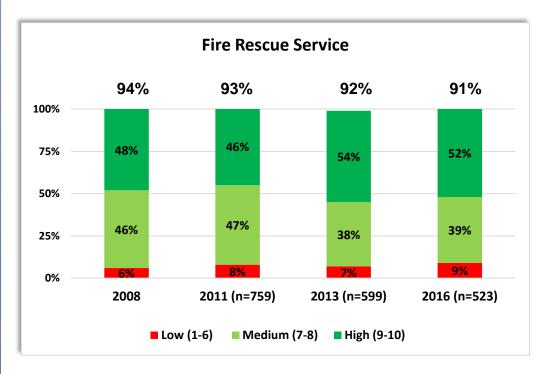
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Residents 55 years of age and older were significantly more likely to say they were highly satisfied with the quality of drinking water compared to younger residents age 18 to 24.

#### Satisfaction with Services Fire Rescue Service

91% of residents indicated they are highly/moderately satisfied with Barrie's fire rescue service, though the majority are highly satisfied (52%).



Satisfaction levels have not changed significantly since 2013.

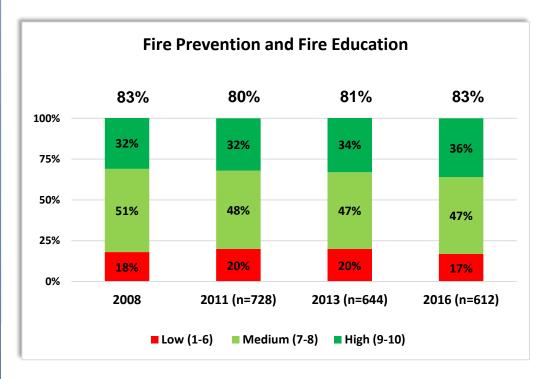
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#### Satisfaction with Services Fire Prevention and Education



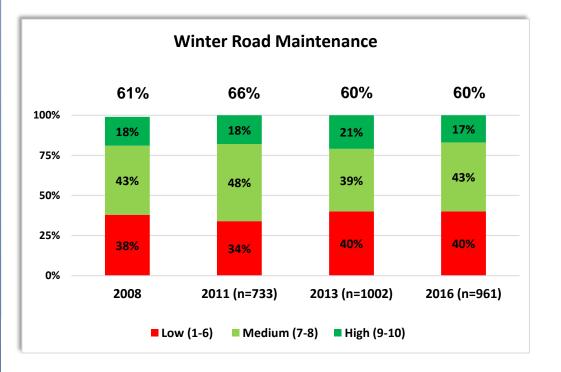
83% of residents indicated they are highly/moderately satisfied with fire prevention and fire education in Barrie.



Satisfaction has not changed significantly since 2013.

#### Satisfaction with Services Winter Road Maintenance

3 in 5 residents indicated they are highly/moderately satisfied with winter road maintenance in Barrie.



Residents 55 years of age and older were significantly more likely to say they were highly satisfied with winter road maintenance compared to all younger age groups observed.

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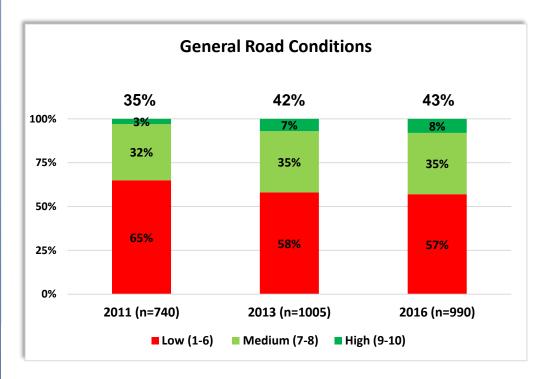
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Homeowners were significantly more satisfied than renters (64% vs. 57%, respectively).

### Satisfaction with Services General Road Conditions



Less than half of residents (43%) indicated they are highly/moderately satisfied with general road conditions in Barrie.

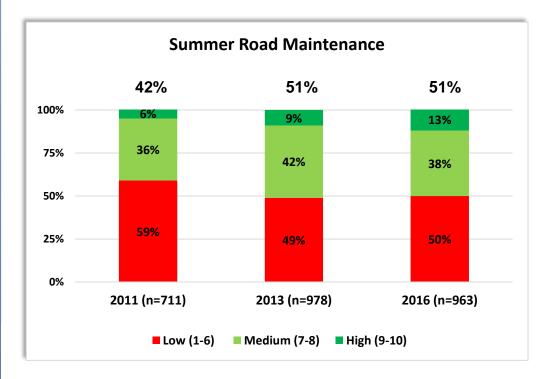




### Satisfaction with Services Summer Road Maintenance



Just over half of residents indicated they are highly/moderately satisfied with summer road maintenance in Barrie.



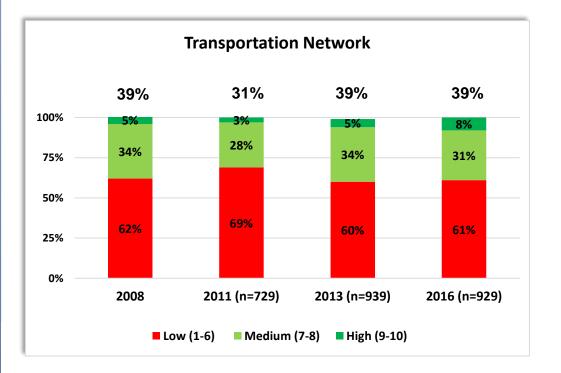
Satisfaction has not changed since 2013.

Highest satisfaction with summer road maintenance was recorded among residents 25 to 34 years of age.

### Satisfaction with Services Transportation Network

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39% of residents indicated they are highly/moderately satisfied with Barrie's transportation network.



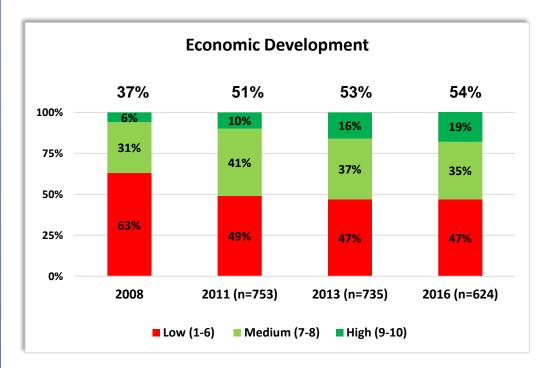
Satisfaction has not changed since 2013.

Renters were significantly more satisfied with Barrie's transportation network compared to homeowners (51% vs. 35%, respectively).

Newer residents to Barrie (less than five years) were significantly more satisfied with the transportation network compared to residents who have lived in Barrie for five years or more.

#### Satisfaction with Services Economic Development

54% of residents indicated they are highly/moderately satisfied with economic development in Barrie (including promoting the City as a place to locate a business).



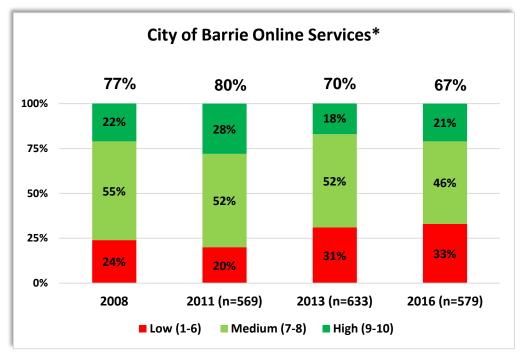
Though satisfaction has not changed significantly since 2013, satisfaction levels continue to trend upward since 2008.

Females were significantly more satisfied with Barrie's economic development compared to males (58% vs. 49%, respectively).



#### Satisfaction with Services City of Barrie Online Services

67% of residents indicated they are highly/moderately satisfied with City of Barrie online services.



Satisfaction has not changed significantly since 2013.

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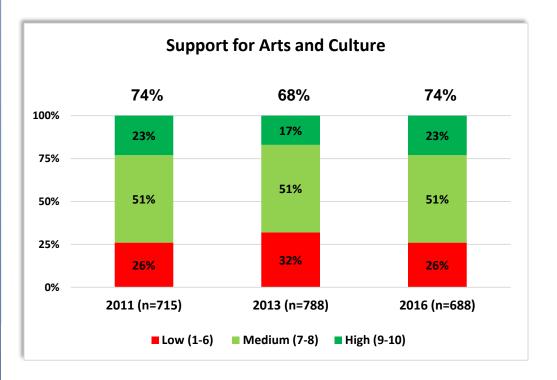
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Residents 25 to 34 years of age were significantly more satisfied with Barrie's online services compared to all other age groups observed.

<sup>\*2011</sup> and 2013 question asked about the "City of Barrie Website"

### Satisfaction with Services Support for Arts and Culture

Close to 3 in 4 residents indicated they are highly/moderately satisfied with the City's support for arts and culture, though the majority are moderately satisfied (51%).



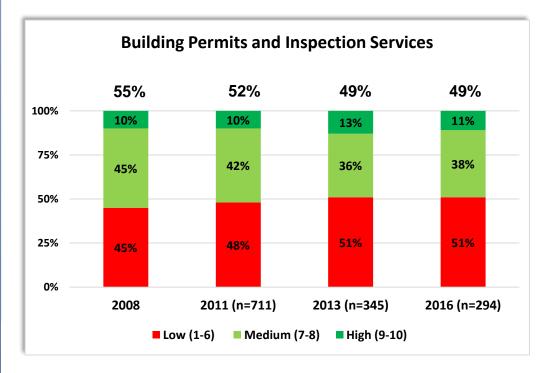
Satisfaction increased significantly since 2013 (up 6pp).

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### Satisfaction with Services Building Permits and Inspection Services

About half of residents indicated they are highly/moderately satisfied with building permits and inspection services.



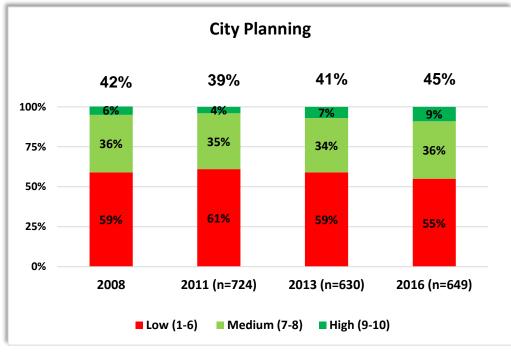


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### Satisfaction with Services City Planning

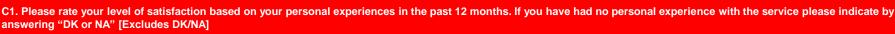
45% of residents indicated they are highly/moderately satisfied with City planning.



\*2011 question asked about "Land Use Planning and Development Control".

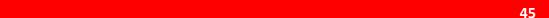
Satisfaction has increased since 2011 (up 6pp).

Satisfaction among residents 25 to 34 years of age was significantly higher than all other age groups observed.





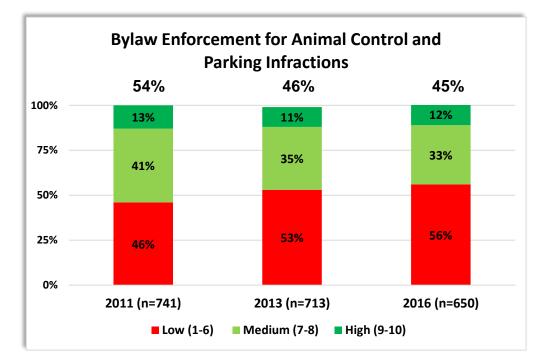
#### C1. Please rate your level of satisfaction based on your personal experiences in the past 12 months. If you have had no personal experience with the service please indicate by answering "DK or NA" [Excludes DK/NA]



## Satisfaction with Services

#### Bylaw Enforcement for Animal Control and Parking Infractions

45% of residents indicated they are highly/moderately satisfied with bylaw enforcement for animal control and parking infractions.



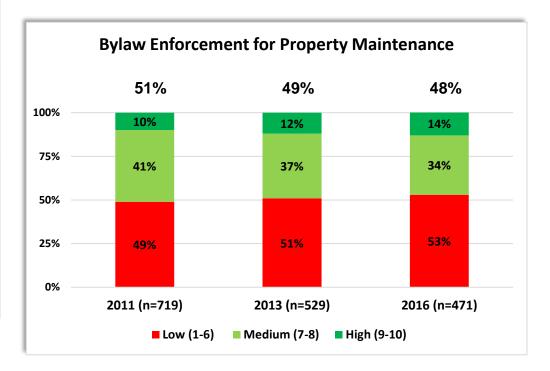
Satisfaction has not changed significantly since 2013, though down from levels in 2011.

Lowest satisfaction was recorded among residents age 25 to 34 years of age.



### Satisfaction with Services Bylaw Enforcement for Property Maintenance

48% of residents indicated they are highly/moderately satisfied with bylaw enforcement for property maintenance.

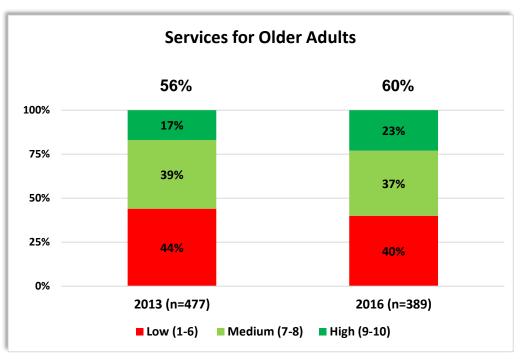


Satisfaction has not changed significantly since 2013.

Renters were significantly more satisfied than homeowners (64% vs. 41%, respectively).

#### Satisfaction with Services Services for Older Adults

6 in 10 residents indicated they are highly/moderately satisfied with services for older adults.



Though satisfaction has increased since 2013 (up 4pp), this change it is not statistically significant.

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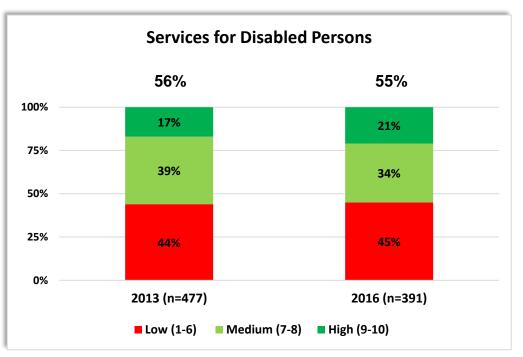
Residents age 55 years and older were significantly more likely to say they were highly satisfied with services for older adults compared to all other age groups observed.

\*2013 question asked about "Services for Seniors/Disables Persons"

#### Satisfaction with Services Services for Disabled Persons

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55% of residents indicated they are highly/moderately satisfied with services for Persons with a disability.



Male residents were significantly more satisfied with services for Persons with a disability compared to females (65% vs. 46%, respectively).

\*2013 question asked about "Services for Seniors/Disables Persons"

Satisfaction has not changed significantly since 2013.

# Priorities for Improving Overall Satisfaction with Services and Programs



Rank	City Service / Program	Importance	Performance
1	City planning – i.e. the development and redevelopment of residential, commercial, institutional, industrial and open space lands	0.502	45%
2	Bylaw enforcement for property maintenance and land use infractions	0.490	48%
3	Bylaw enforcement for animal control and parking infractions	0.438	45%
4	Transportation network including traffic flow and control	0.396	39%
5	Economic development including promoting the City as a place to locate a business	0.490	54%
6	Barrie transit	0.408	45%
7	General road condition, including surface conditions such as potholes	0.378	43%
8	Building permits, inspection services for new buildings, and renovations	0.404	49%
9	Summer road maintenance, including major road construction and resurfacing	0.411	51%
10	Services for older adults*	0.463	60%
11	Services for Persons with a disability*	0.373	55%
12	Winter road maintenance including snow and ice management	0.419	60%
13	City of Barrie online services	0.442	67%
14	Garbage and recycling collection services	0.351	71%
15	Barrie police services	0.402	75%
16	Recreational programs such as youth, seniors and family programs	0.429	78%
17	The quality of drinking water	0.322	71%
18	Support for arts and culture including support to arts organizations, artists, festivals, events and celebrations	0.344	74%
19	Parks, trails and green spaces/tree maintenance	0.424	80%
20	Fire prevention and fire education services	0.329	83%
21	Recreation facilities including pools, arenas and recreation centres	0.357	85%
22	Public libraries	0.298	86%
23	Fire rescue services	0.315	91%



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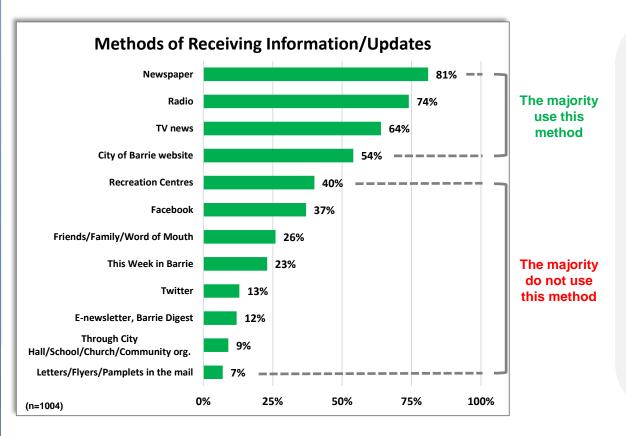


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#### **Communication & Contact**

## Current Methods of Receiving Information and Updates

The top ways residents say they receive information and updates about what is happening in the City of Barrie were: Newspaper (81%), radio (74%), TV news (64%) and the City of Barrie website (54%).



Residents age 25 to 44 were significantly more likely to receive information and updates from the radio compared to residents 55 years of age and older.

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A significantly larger proportion of older residents (55+) said they receive information from TV News compared to all younger age groups observed.

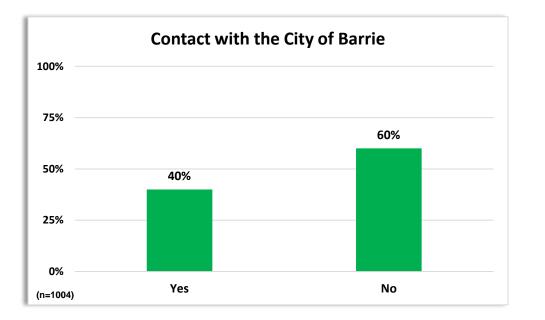
Residents who said they access Facebook/Twitter for the purpose of getting information/updates were largely within the 18 to 44 age groups.

Residents age 35 to 44 were significantly more likely to access the City of Barrie website compared to residents age 55 years or older.

D1. Which of the following ways do you receive information and updates about what is happening in the City of Barrie? Please answer "yes" or "no" to the following: [All respondents]

#### Contact with the City of Barrie

40% of residents indicated they had contacted the City of Barrie in the past year to obtain information, complete a transaction or make a complaint about City of Barrie programs or services.



Residents 35 to 44 years of age were significantly more likely to have contacted the City of Barrie in the past year compared to residents 55 years of age and older (46% vs. 36%, respectively).

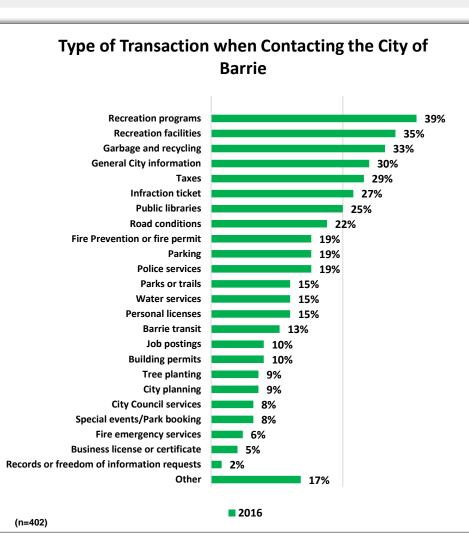
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Homeowners were also more likely to have contacted the City of Barrie compared to renters (44% vs. 28%, respectively).

D2. Have you contacted the City of Barrie in the past year to obtain information, complete a transaction or make a complaint about City programs or services? [All respondents]

### Type of Transaction when Contacting the City of Barrie



The top five reasons residents contacted the City of Barrie in the past year were regarding recreation programs, recreation facilities, garbage and recycling, general city information, as well as taxes.

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TOP FIVE TRANSACTION TYPES										
2013	2016									
General City information	52%	<b>Recreation programs</b>	39%							
Recreation programs	40%	<b>Recreation facilities</b>	35%							
Garbage and recycling	39%	Garbage and recycling	33%							
Recreation facilities	33%	General City information	30%							
Special events/Park booking	24%	Taxes	29%							

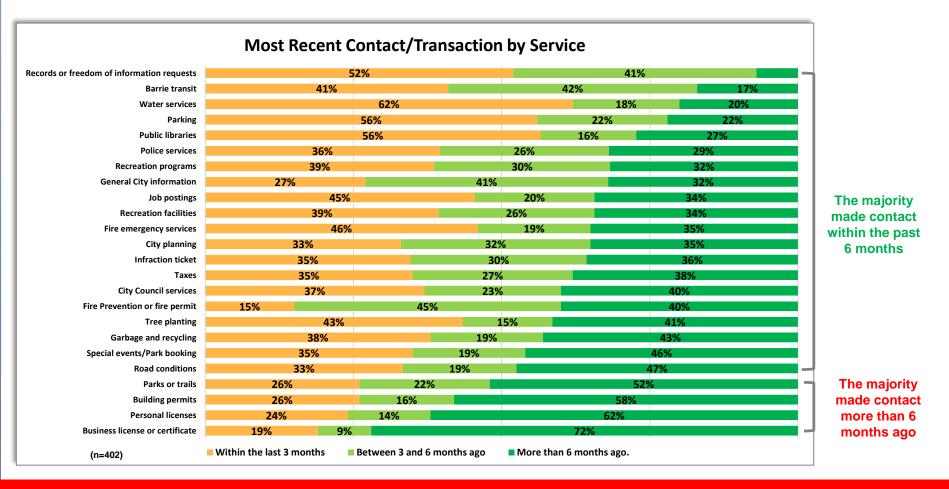
D3. In the past year, which programs or services have you contacted the City of Barrie about, or performed a transaction regarding? [Only respondents who contacted City of Barrie]

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#### Most Recent Contact/Transaction with the City of Barrie by Service



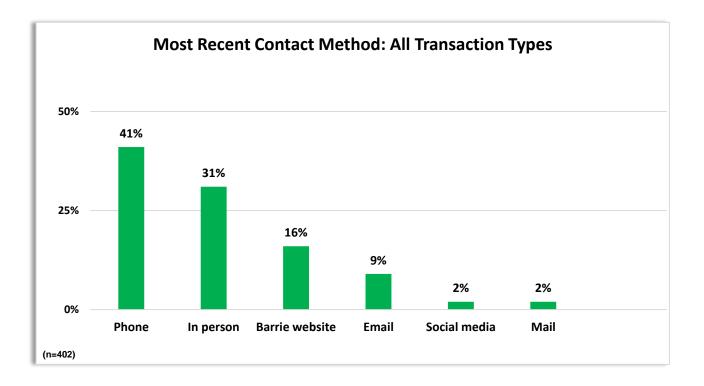
For 20 of the 24 main transaction types for which residents had made contact with the City of Barrie, the majority of residents said contact had been made within the past six months.



#### Most Recent Contact Method All Transaction Types



The most common contact method used by residents who had contacted the City of Barrie most recently, was by phone, followed by in-person and through the City of Barrie website.



#### Most Recent Contact Method All Transaction Types



The following chart reports the method by which residents used to contact the City of Barrie most recently, highlighting the most used method by transaction type.

Transaction Type	Phone	In person	Email	Mail	Barrie website	Social media
Recreation programs (n=158)	28%	23%	21%	0%	28%	1%
Recreation facilities (n=140)	34%	25%	22%	0%	19%	1%
Garbage and recycling (n=133)	70%	21%	3%	0%	6%	0%
General City information (n=121)	53%	3%	4%	0%	31%	9%
Taxes (n=118)	46%	40%	5%	3%	5%	0%
Infraction ticket (n=107)	36%	38%	4%	1%	18%	2%
Public libraries (n=99)	20%	55%	7%	0%	16%	1%
Road conditions (n=90)	47%	23%	17%	3%	8%	2%
Fire Prevention or fire permit (n=76)	30%	45%	4%	0%	20%	1%
Parking (n=77)	34%	43%	5%	2%	12%	4%
Police services (n=76)	65%	20%	2%	8%	4%	0%
Parks or trails (n=62)	52%	19%	12%	0%	14%	2%
Water services (n=58)	55%	30%	7%	3%	3%	2%
Personal licenses (n=61)	15%	47%	3%	1%	33%	0%
Barrie transit (n=51)	46%	17%	7%	1%	25%	5%
Job postings (n=41)	4%	9%	11%	1%	71%	5%
Building permits (n=40)	33%	46%	11%	1%	9%	1%
Tree planting (n=35)	83%	11%	4%	0%	1%	0%
City planning (n=35)	37%	21%	24%	10%	1%	6%
City Council services (n=33)	39%	17%	16%	0%	28%	0%
Special events/Park booking (n=34)	35%	10%	32%	0%	20%	3%
Fire emergency services (n=23)	88%	10%	2%	0%	0%	0%
Business license or certificate (n=19)	10%	82%	0%	0%	7%	0%
Records or freedom of information requests (n=7)	25%	75%	0%	0%	0%	0%

D5. [If yes from D3] Was the contact or transaction made by ...?

# Satisfaction with Last Contact by Transaction Type

Among residents who had recently contacted the City of Barrie, highest satisfaction scores were recorded for transactions related to fire emergency services, fire prevention/fire permit, recreation programs, public libraries, as well as recreation facilities. Contrastingly, lowest satisfaction scores, where the majority of residents indicated they were dissatisfied, were recorded for transactions related to road conditions, City planning, records or freedom of information requests, and tree planting.

Fire emergency services (n=23)	<mark>4%</mark> 4%				92%				-	
Fire Prevention or fire permit (n=76)	7%	23%				70%				
Recreation programs (n=158)	10%		29%			61	%			
Public libraries (n=99)	10%		29%			619	%			
Recreation facilities (n=140)	11%		29%			60	%			
versonal licenses such as pet, wedding or death certificates (n=61)	19	9%	21%			60	%			
City Council services (n=33)		24%		27%			50%			
Building permits (n=40)		24%		30%			46%			
Taxes (n=118)		25%		22%			53%			The
General City information (n=121)		27%		30%			43%	6		majori
Barrie transit (n=51)		28%		24%			48%			were
Job postings (n=41)		32%		33	%			35%		satisfi
Special events/Park booking (n=34)		34%		29	%			37%		
Parking (n=77)		36%			29%			35%		
Business license or certificate (n=19)		37%		17%			46%			
Infraction ticket such as parking, sign or bylaw (n=107)		429	%		28%			30%		
Parks or trails (n=62)		44	1%		25%			31%		
Garbage and recycling (n=133)		4	6%		269	6		28%		
Water services (n=58)			47%		22%			31%		
Police services (n=76)			50%		12%		3	8%	-	1 The
Tree planting (n=35)			51%		11%			39%	-	majo
Records or freedom of information requests (n=7)			56%		1	1%		33%		wer
City planning (n=35)			61%				29%		10%	dissati
Road conditions (n=90)			64	%			28%	6	9%	

D6. [If yes from D3] Using a scale of 1 to 10, where 1 means "not at all satisfied" and 10 means "very satisfied", overall, how satisfied were you with your last contact or transaction about \_\_\_\_\_\_ [Insert from D3]?

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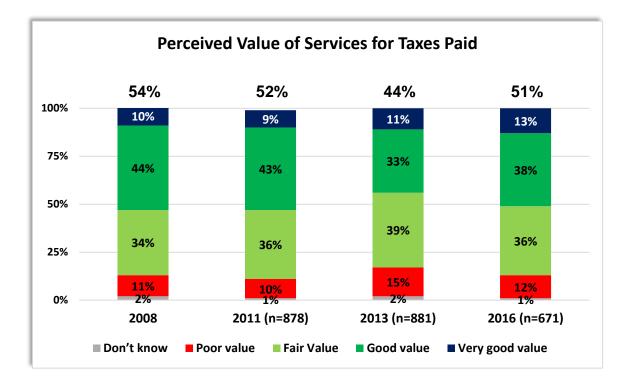
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### **Property Taxes**

#### Perceived Value of Services Provided for Taxes Paid



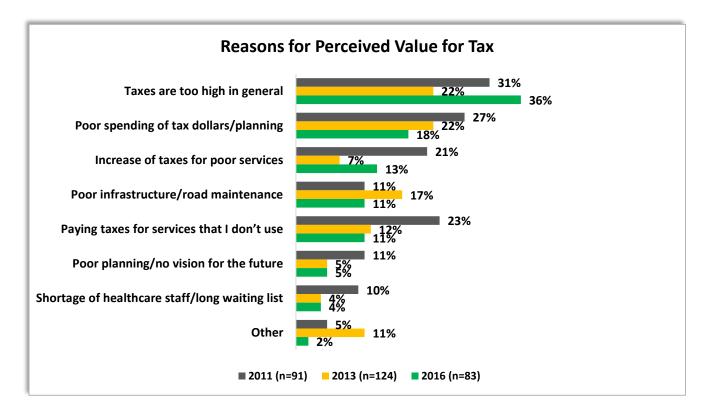
When it comes to services provided by the City of Barrie, just over half of homeowners indicated they receive very good/good value of services for the taxes they pay. This is a significant increase from levels reported in 2013 (up 7pp) and in line with levels recorded in 2011. Improvement since 2011 can be seen in the proportion of residents who said they receive very good value for their tax dollars (9% in 2011 compared to 13% in 2016).



E2. Over half of your property tax bill goes to Provincial education costs and the City of Barrie's service partners including Police, the County of Simcoe, and healthcare services. This means that less than half of your property tax bill is used by the City to fund municipal services. Thinking about the amount of your tax bill that pays for City of Barrie services, would you say you receive...? [Homeowners asked only]

#### **Reasons for Perceived Poor Value for Tax**

Homeowners who said they receive poor value for their tax dollars were asked to provide the main reason for why they felt that way. The top responses were: Taxes are too high in general, poor spending of tax dollars/planning, as well as increase of taxes for poor services.

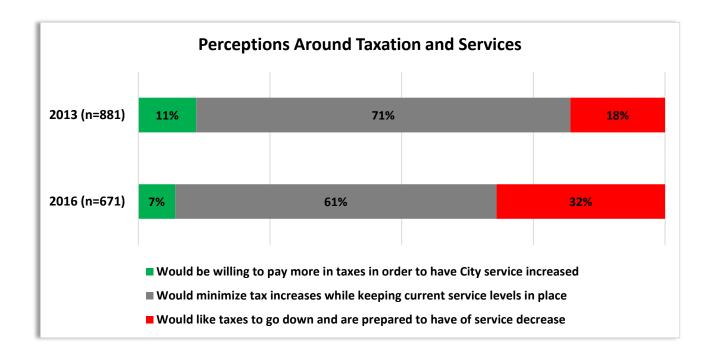


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# Perceptions Around Taxation and Services



The majority of homeowners indicated they would minimize tax increases while keeping current service levels in place. However, 32% of homeowners said they would like to see taxes go down, even if it means a decrease in current service levels. This is a significant shift in opinion from 2013 toward decreasing taxes (by 14 pp).



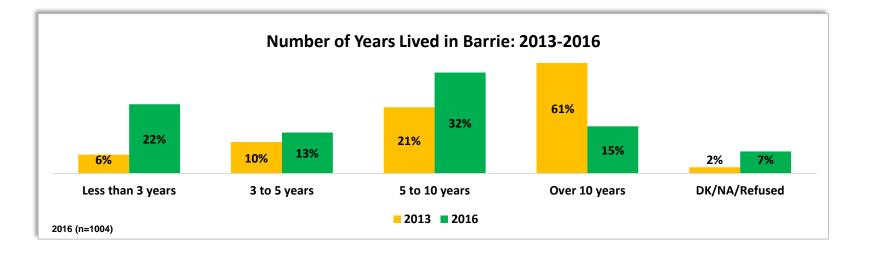
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## **Demographic Profile**

#### **Demographic Profile**



#### Number of Members of Household; By age group 2011-2016

	Under 13			13 to 18			19 to 44			45 to 64			65 or older		
	2011	2013	2016	2011	2013	2016	2011	2013	2016	2011	2013	2016	2011	2013	2016
None	67%	66%	68%	78%	79%	78%	42%	36%	36%	48%	47%	53%	75%	76%	67%
One	13%	14%	14%	13%	15%	15%	22%	21%	21%	25%	24%	20%	13%	14%	19%
Тwo	13%	14%	12%	7%	5%	6%	30%	36%	33%	25%	28%	26%	10%	9%	12%
3+	5%	3%	6%	1%	0%	1%	4%	6%	10%	1%	0%	1%	0%	1%	0%
DK/NA	1%	3%	0%	1%	0%	1%	1%	0%	1%	1%	0%	1%	1%	0%	1%

2016 (n=1004)

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#### **Demographic Profile**



