

# 2025 CITIZEN SATISFACTION SURVEY

Town of Sidney

Final Report  
May 30, 2025



**Sidney**

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Citizen Satisfaction Survey | May  
2025



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# 01 INTRODUCTION



# Background and Objectives

**This report presents the findings of the Town of Sidney's 2025 Citizen Satisfaction Survey.** The primary objective of this survey is to better understand how residents feel about municipal services and priorities. It serves as a baseline measurement of community sentiment that may be repeated at regular intervals to track changes in public perception over time.

Key survey topics include:

- Quality of life
- Important local issues
- Town services
- Financial planning
- Communications and customer service
- Perceptions of the Town of Sidney

Insights from the survey will help guide strategic planning, budgeting, and decision making.







## Methodology

Invitations for the online survey were mailed to all available residential addresses in Sidney. The total number of invitations mailed was 6,545.

Each invitation included a link to the survey and a unique password that residents could use to answer the survey securely and anonymously online. To ensure the integrity of the data, each password could only be used to complete the survey a single time.

All respondents were screened to confirm they are 18 years of age or older and a resident of Sidney.

Households with members who work for the Town (either as staff or an elected official) were excluded from the survey.

All fieldwork was completed between April 9 and 30, 2025.

As an incentive for completing the survey, residents were offered the opportunity to be entered into a prize draw for one of three \$100 Sidney by the Sea gift cards.

A total of 1,156 residents completed the survey. This represents an overall response rate of 17.7%, which is good for this type of survey.

The final data has been weighted to ensure that the gender/age distribution reflects that of the actual population in Sidney according to 2021 Census data.

Overall results based on a sample size of 1,156 are accurate to within  $\pm 2.9\%$ , 19 times out of 20. The margin of error will be larger for any sample subgroups.

### Notes to Reader

Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Analysis of some of the statistically significant demographic differences is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

The survey included a mix of closed-ended and open-ended questions. Responses to open-ended questions have been grouped into common themes (codes), referred to as 'coded open-ends' throughout the report.

# 02 EXECUTIVE SUMMARY

# Executive summary (1/2)



## QUALITY OF LIFE

- Perceptions of the overall quality of life in Sidney today are overwhelmingly positive (98% total good).
- Slightly less than half (47%) feel that the quality of life in Sidney has 'stayed the same' over the past three years. Among those noticing a change, more say the quality of life has 'worsened' (28%) than 'improved' (18%).
  - Those saying the quality of life has 'improved' most frequently attribute this to "economic development/more local businesses" (23% coded open-ends). Another 14% mention "good amenities/services (unspecified)".
  - The three main reasons (coded open-ends) for saying the quality of life has 'worsened' are "growth/development" (25%), "traffic/congestion" (17%), and "poverty/homelessness" (15%).



## IMPORTANT LOCAL ISSUES

- On an unprompted basis, residents identify transportation as the most important issue facing the community (38%). The two main transportation-related issues are "parking" (13%) and "traffic flow/congestion" (12%).
- Social issues sit in second (34%), led by concerns around "housing (availability/affordability)" (24%) and "poverty/homelessness" (10%).
- Growth/development rounds out the top three (20%).



## TOWN SERVICES

- Satisfaction with the overall level and quality of services provided by the Town is high (93% total satisfied).
- Satisfaction extends to the delivery of specific services. Of the 12 evaluated services, six receive an overall satisfaction rating higher than 90%, with the overall highest score going to fire services (99%, including 82% 'very satisfied'). Another three services receive an overall satisfaction rating higher than 80%.
  - In comparison, slightly fewer residents say they are satisfied with bylaw enforcement (76%) and land use and community planning (71%).
  - The overall lowest satisfaction rating goes to traffic management and improving the flow of traffic, with only 58% of residents saying they are satisfied in this regard.
- All the evaluated services are important to residents. Importance ratings range from a high of 99% for maintenance of water, sewer, and storm drains to a low of 77% for library services.

# Executive summary (2/2)



## FINANCIAL PLANNING

- Perceptions of overall value for taxes are positive (86% total good value).
- Overall, residents say they would prefer the Town increase taxes (62%) than cut services (26%).



## COMMUNICATIONS AND CUSTOMER SERVICE

- Residents are most interested in receiving information from the Town regarding “community planning/land use/new developments” (21% coded open-ends).
- “Email” is the preferred method of communication (46% coded open-ends).
- Of the evaluated communication channels, temporary Town of Sidney signs and posters are regarded by residents as the most useful for learning about municipal news and events (81% total useful).
  - Other useful communication channels are Town website ([www.sidney.ca](http://www.sidney.ca)) (77%), Town Talk newsletter (73%), and local news outlets (68%).
  - Town of Sidney Facebook posts (42%) and Council meetings, agendas, and minutes (42%) rate lower.
- Nearly six-in-ten (59%) residents say they have personally contacted or dealt with the Town or one of its employees in the last 12 months. Among these residents, 85% say they are satisfied with the overall service received.



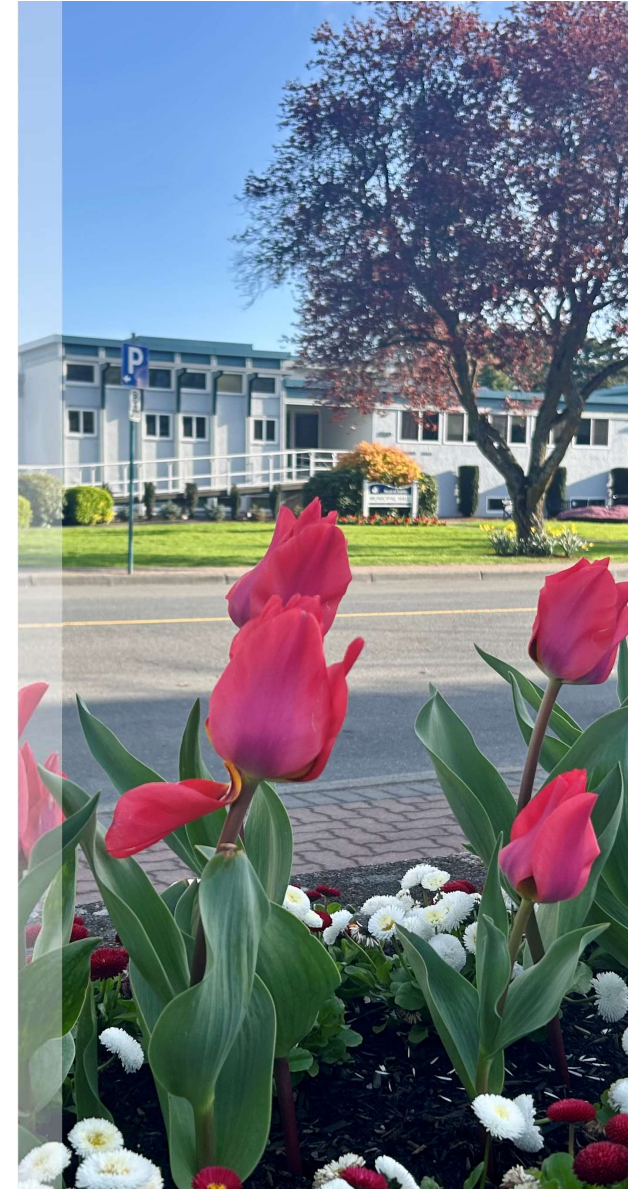
## PERCEPTIONS OF THE TOWN OF SIDNEY

- Overall satisfaction with municipal governance and leadership is high, with 86% of residents saying they are satisfied with how the Town’s municipal government, including Council and staff as a whole, is running the community.
  - Satisfaction is higher for staff (91%) than for Council (78%).
- Overall, attitudes toward the Town of Sidney are predominately positive, with minimal disagreement from residents on most evaluated statements. However, the proportion of residents who respond with ‘don’t know’ (ranging from 11% to 19%) suggests some lack of familiarity with the Town’s general municipal operations.
  - 78% agree that the Town fosters a community that is inclusive and accepting of all.
  - 71% agree that the Town is accountable to the community for leadership and good governance.
  - 68% agree that the Town does the best it can with the money available.
  - 67% agree that the Town practices open and accessible government.
  - Perceptions of public engagement efforts are lower, with only 59% agreeing that the Town provides citizens with opportunities to have meaningful input into decision-making. Nearly one-quarter (24%) of residents disagree with this statement.



# Key Takeaways

1. Key survey measures are positive.
  - Overall Quality of Life: 98% total good
  - Overall Service Satisfaction: 93% total satisfied
  - Value for Taxes: 86% total good value
  - Satisfaction with Overall Customer Service: 85% total satisfied
  - Satisfaction with Municipal Government as a Whole: 86% total satisfied
2. Satisfaction with individual services is also generally high. The three services rated relatively lower are bylaw enforcement, land use and community planning, and traffic management and improving the flow of traffic.
3. While perceptions of overall quality of life are high, some residents perceive this to be declining due to concerns regarding growth/development, traffic/congestion, and poverty/homelessness.
4. Transportation, social issues, and growth/development are identified as the three most important issues facing the community.
5. Residents prefer tax increases over service cuts.
6. Overall attitudes towards the Town are positive, particularly regarding inclusivity, accountability, financial responsibility, and open government. However, there is room for improvement in public engagement, ensuring residents feel their opinions are valued and heard.



# 03 DETAILED RESULTS

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Satisfaction Survey | May 2025

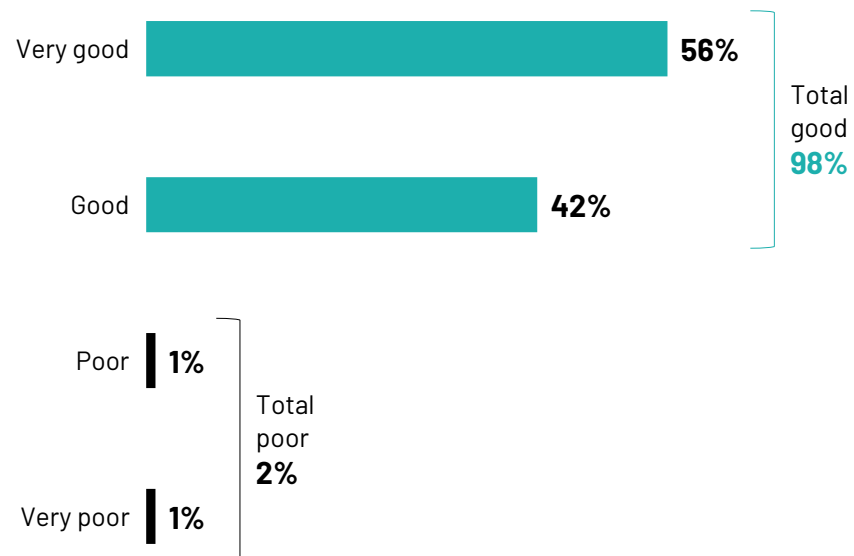


# QUALITY OF LIFE

# 3.1

# Overall Quality of Life in Sidney Today

- Perceptions of the overall quality of life in Sidney today are overwhelmingly positive (98% total good).
- This includes more than half (56%) rating the quality of life as 'very good'. Another 42% say 'good'.
- Residents who are more likely to rate Sidney's overall quality of life as 'very good' include:
  - Women (62% versus 50% of men)
  - Those who are 65+ years of age (63% versus 45% of 18-44 years, 53% of 45-64 years)
  - Those who have lived in Sidney for 10 years or less (63% versus 46% of 21+ years, 50% of 11-20 years)

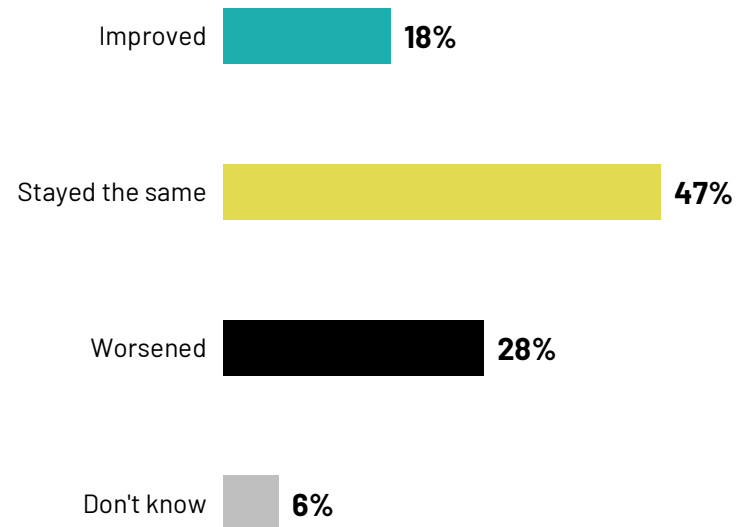


Base: All respondents (n=1156)  
Q2. How would you rate the overall quality of life in the Town of Sidney today? Select one response.



# Change in Quality of Life in Past Three Years

- Slightly less than half (47%) of residents feel that the quality of life in Sidney has 'stayed the same' over the past three years.
- Among those noticing a change, more say the quality of life has 'worsened' (28%) than 'improved' (18%).
- Those who have lived in Sidney for more than 10 years are more likely to feel the quality of life has 'worsened' (includes 37% of 11-20 years and 34% of 21+ years versus 23% of 10 years or less).

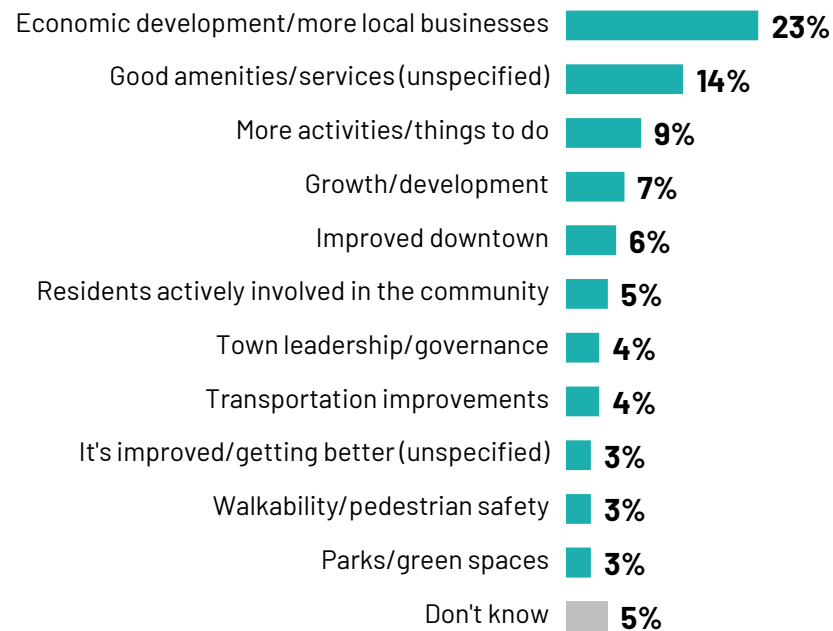


Base: All respondents (n=1156)  
Q3. Do you feel that the quality of life in the Town of Sidney in the past three years has...? Select one response.

# Reasons Quality of Life has Improved

(coded open-ends)

- Those saying the quality of life has 'improved' most frequently attribute this to "economic development/ more local businesses" (23% coded open-ends).
- Another 14% mention "good amenities/services (unspecified)".

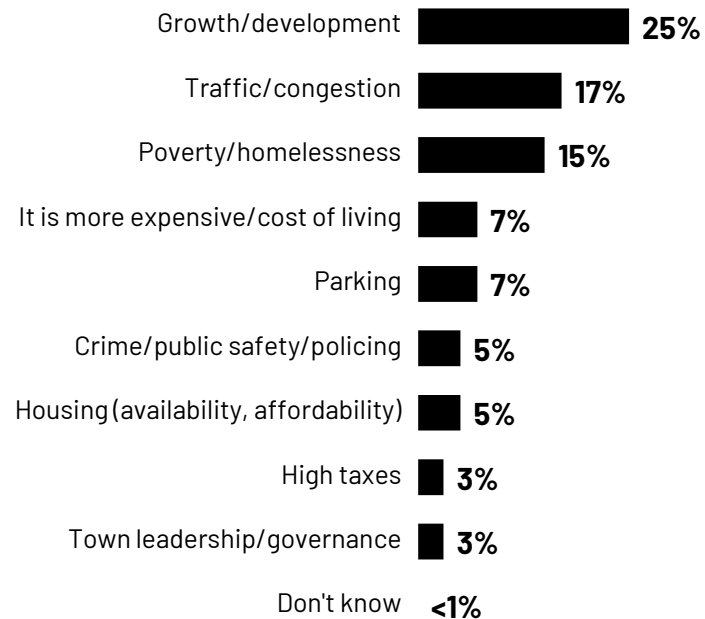


Mentions <3% not shown.  
Base: Those saying the quality of life has improved (n=210)  
Q4. Why do you think the quality of life has improved? Enter one response.

# Reasons Quality of Life Has Worsened

(coded open-ends)

- The three main reasons (coded open-ends) for saying the quality of life has 'worsened' are:
  - "Growth/development" (25%)
  - "Traffic/congestion" (17%)
  - "Poverty/homelessness" (15%)



Mentions <3% not shown.  
Base: Those saying the quality of life has worsened (n=324)  
Q5. Why do you think the quality of life has worsened? Enter one response.

# IMPORTANT LOCAL ISSUES

# 3.2



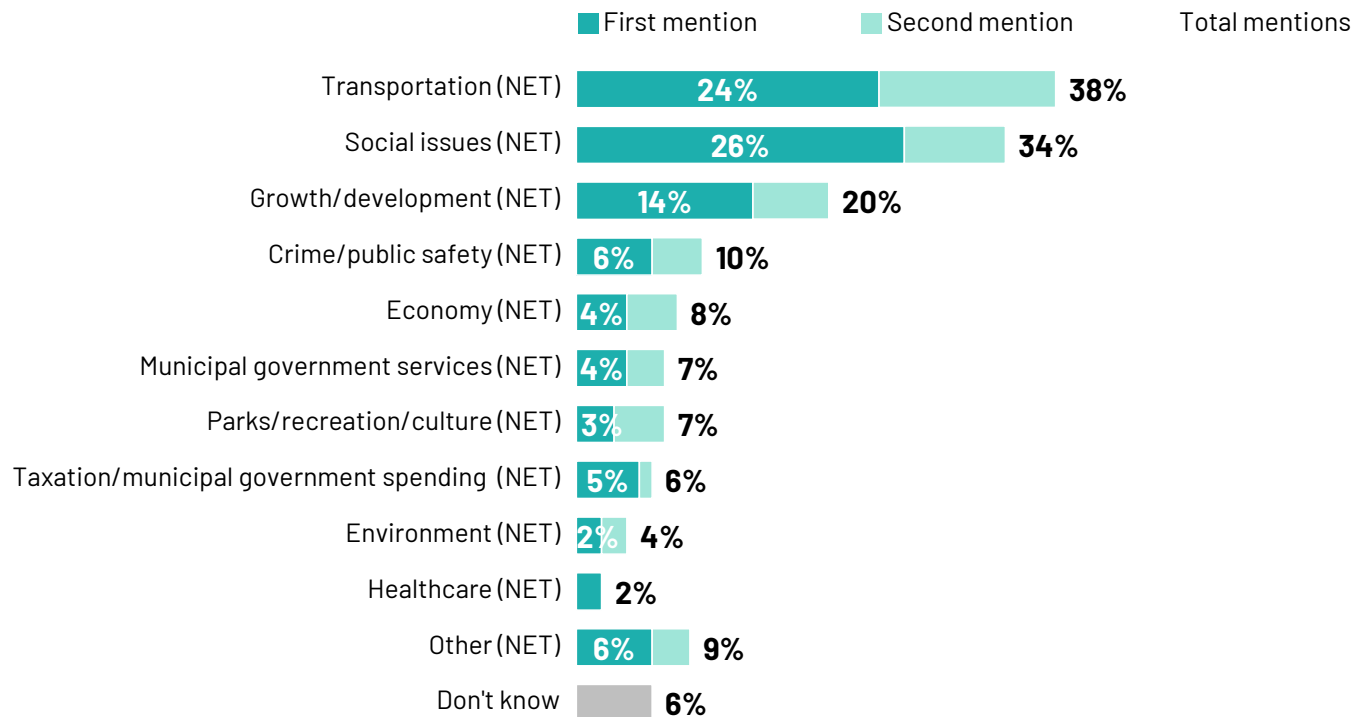
# Important Local Issues

(coded open-ends, multiple mentions allowed)

- On an unprompted basis, residents identify **transportation** as the most important issue facing the community overall (38% NET mentions).
  - The two main transportation-related concerns are “parking” (13%) and “traffic flow/congestion” (12%).
  - Other transportation issues include “condition of streets/roads” (5%), “pedestrian walkways/crosswalks” (5%), “bike lanes” (3%), “public transit” (2%), and “other transportation mentions” (3%).
- **Social issues** sit in second, garnering 34% of NET mentions.
  - Social issues mainly includes mentions of “housing (availability/affordability)” (24%) and “poverty/homelessness” (10%).
  - Less frequently mentioned are “seniors’ issues” (1%) and “other social issues mentions” (1%).
- **Growth/development** rounds out the top three at 20% NET mentions.
  - Growth/development includes mentions of “overdevelopment” (5%), “high rises/condominiums/high density housing” (4%), “population growth” (3%), “municipal zoning/planning” (2%), “impact of growth/development on neighbourhood character” (2%), “growth/development (general)” (2%), “pace of development/growing too fast” (1%), and “other growth and development mentions” (2%).
- Demographic highlights include:
  - **Transportation** mentions are higher among those who have lived in Sidney for more than 20 years (49% versus 33% of 10 years or less, 38% of 11-20 years).
  - **Social issues** mentions are higher among those who are under 65 years of age (39% versus 30% of 65+ years) and renters (50% versus 32% of homeowners). For these residents, social issues are the number one issue overall.
  - **Growth/development** mentions are higher among those who are 65+ years of age (23% versus 13% of 18-44 years, 20% of 45- 64 years) and homeowners (22% versus 10% of renters).

# Important Local Issues

(coded open-ends, multiple mentions allowed)



A "NET" is a combination of two or more mentions that cover a specific theme.

Base: All respondents (n=1156)

Q1. In your view, as a resident of the Town of Sidney, what are the most important issues facing your community, that is the issues you feel should receive the greatest attention from Town of Sidney Council? Enter up to two responses.

# Important Local Issues by Key Demographics

TOTAL MENTIONS													
	TOTAL	GENDER		AGE			NUMBER OF YEARS IN SIDNEY			HOUSING TENURE		CHILDREN IN HH	
		Male	Female	18-44	45-64	65+	10 or less	11-20	21+	Own	Rent	With children	Without children
Base:	1156	436	667	118	283	755	625	230	285	997	145	114	1032
Transportation(NET)	38%	38%	37%	34%	38%	39%	33%	38%	49%	37%	41%	33%	39%
Social issues(NET)	34%	33%	36%	39%	39%	30%	34%	39%	31%	32%	50%	35%	34%
Growth/development(NET)	20%	22%	19%	13%	20%	23%	19%	19%	22%	22%	10%	19%	20%
Crime/public safety(NET)	10%	9%	12%	8%	11%	11%	10%	11%	10%	10%	10%	11%	10%
Economy(NET)	8%	6%	9%	13%	9%	5%	9%	6%	6%	8%	8%	12%	7%
Municipal government services(NET)	7%	6%	7%	7%	7%	6%	7%	6%	7%	7%	5%	9%	6%
Parks/recreation/culture(NET)	7%	5%	8%	9%	8%	6%	8%	10%	3%	8%	2%	12%	6%
Taxation/municipal government spending(NET)	6%	10%	3%	8%	6%	6%	5%	10%	6%	7%	1%	7%	6%
Environment(NET)	4%	4%	3%	3%	5%	4%	5%	2%	4%	4%	2%	5%	4%
Healthcare(NET)	2%	1%	3%	1%	<1%	4%	2%	2%	1%	2%	2%	<1%	2%
Other(NET)	9%	10%	8%	10%	8%	10%	10%	7%	8%	9%	9%	10%	9%
Don't know	6%	5%	7%	7%	5%	7%	8%	4%	5%	6%	7%	4%	7%

A "NET" is a combination of two or more mentions that cover a specific theme.

Base: All respondents (n=1156)

Q1. In your view, as a resident of the Town of Sidney, what are the most important issues facing your community, that is the issues you feel should receive the greatest attention from Town of Sidney Council? Enter up to two responses.

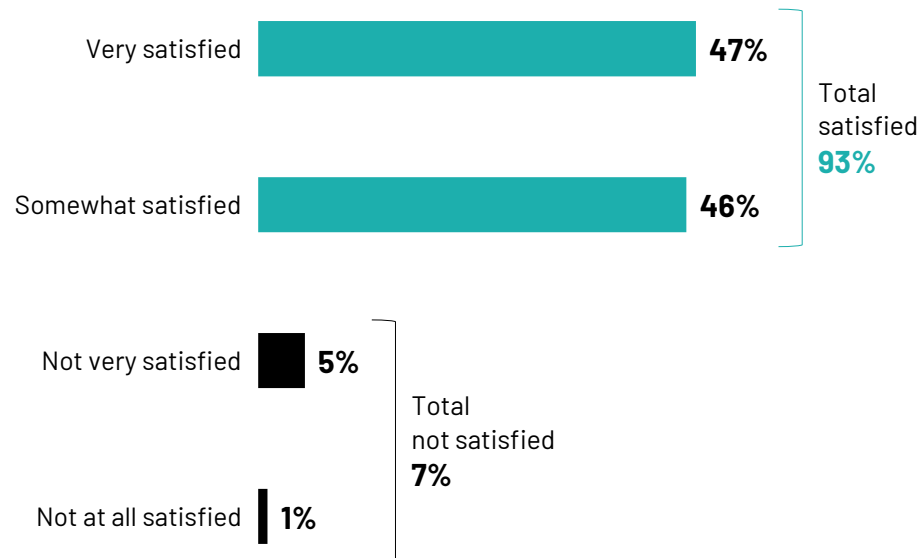
# TOWN SERVICES

# 3.3



# Overall Satisfaction with Town Services

- Satisfaction with the overall level and quality of services provided by the Town is high (93% total satisfied, including 47% 'very satisfied' and 46% 'somewhat satisfied').
- 'Very satisfied' ratings are higher among:
  - Women (52% versus 42% of men)
  - Those who are 65+ years of age (54% versus 36% of 18-44 years, 44% of 45-64 years)
  - Those who have lived in Sidney for 10 years or less (53% versus 38% of 21+ years, 41% of 11-20 years)
  - Homeowners (49% versus 40% of renters)
  - Those living in households without children under the age of 18 (49% versus 38% of those with children at home)

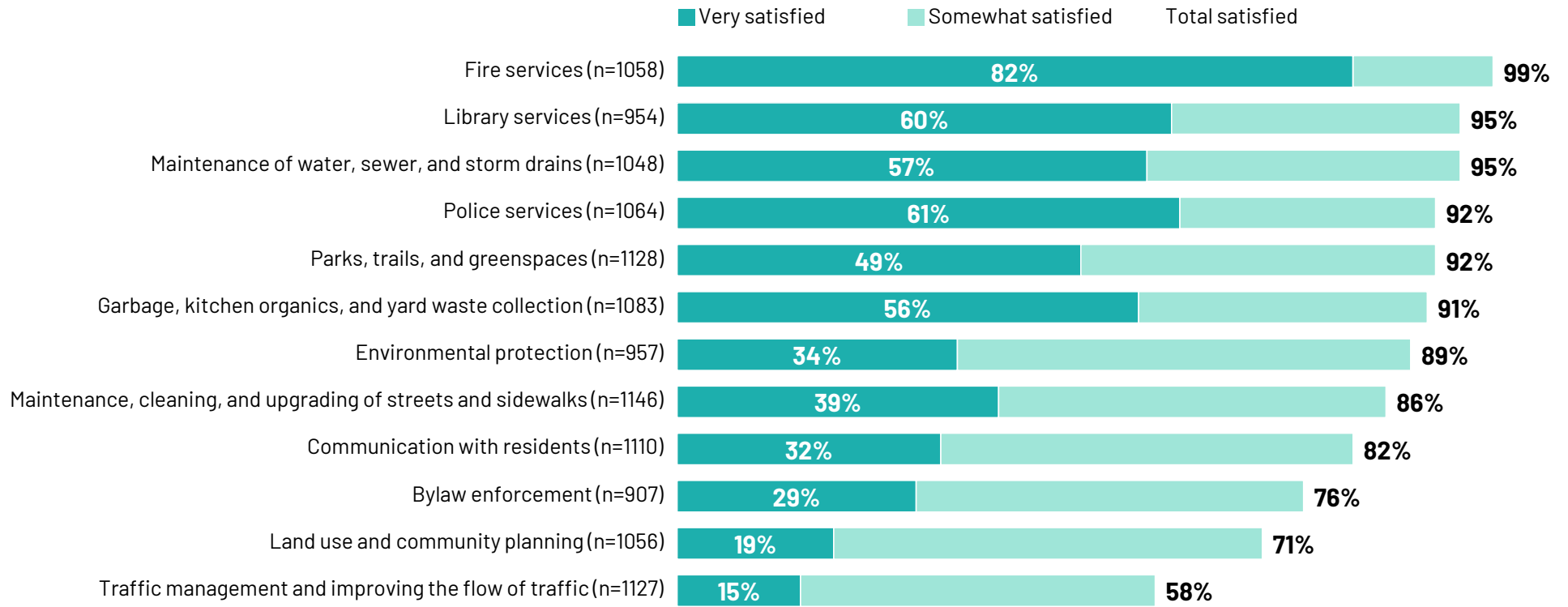


<sup>1</sup>To ensure an accurate understanding of performance, 'don't know' responses have been excluded from the analysis for all performance-based (e.g., satisfaction) questions.  
Base: Excludes those saying 'don't know' (n=1152)  
Q6. How satisfied are you with the overall level and quality of services provided by the Town of Sidney? Select one response.

# Satisfaction with Specific Services

- Satisfaction (combined 'very/somewhat satisfied' responses) extends to the delivery of specific services.
- Services receiving the overall highest satisfaction ratings (90% or more) are:
  - **Fire services** (99%, including 82% saying 'very satisfied')
  - **Library services** (95%)
  - **Maintenance of water, sewer, and storm drains** (95%)
  - **Police services** (92%)
  - **Parks, trails, and greenspaces** (92%)
  - **Garbage, kitchen organics, and yard waste collection** (91%)
- Strong satisfaction ratings (80% or more) are also seen for:
  - **Environmental protection** (89%)
  - **Maintenance, cleaning, and upgrading of streets and sidewalks** (86%)
  - **Communication with residents** (82%)
- In comparison, slightly fewer residents say they are satisfied with **bylaw enforcement** (76%) and **land use and community planning** (71%). However, these services are still deemed satisfactory by more than seven-in-ten residents.
- The overall lowest satisfaction rating goes to **traffic management and improving the flow of traffic**, with only 58% of residents saying they are satisfied in this regard.

# Satisfaction with Specific Services



Base: Excludes those saying 'don't know' (n=varies)

Q8. Now, please rate how satisfied you are with the Town of Sidney's services. Select one response per item.

# Satisfaction with Specific Services by Key Demographics

TOTAL SATISFIED													
Base:	TOTAL varies	GENDER		AGE			NUMBER OF YEARS IN SIDNEY			HOUSING TENURE		CHILDREN IN HH	
		Male varies	Female varies	18-44 varies	45-64 varies	65+ varies	10 or less varies	11-20 varies	21+ varies	Own varies	Rent varies	With children varies	Without children varies
Fire services	99%	97%	100%	96%	99%	99%	99%	99%	97%	98%	100%	94%	99%
Library services	95%	95%	96%	95%	96%	95%	96%	95%	96%	95%	98%	96%	95%
Maintenance of water, sewer, and storm drains	95%	92%	98%	90%	95%	98%	96%	97%	93%	95%	97%	92%	96%
Police services	92%	88%	96%	78%	95%	96%	93%	91%	91%	93%	86%	85%	93%
Parks, trails, and greenspaces	92%	90%	95%	87%	94%	94%	93%	94%	89%	93%	91%	88%	93%
Garbage, kitchen organics, and yard waste collection	91%	86%	96%	85%	90%	95%	92%	91%	89%	92%	88%	89%	92%
Environmental protection	89%	88%	91%	86%	90%	90%	91%	87%	87%	89%	91%	86%	90%
Maintenance, cleaning, and upgrading of streets and sidewalks	86%	85%	88%	83%	87%	88%	90%	86%	79%	87%	87%	79%	88%
Communication with residents	82%	76%	88%	71%	82%	87%	86%	81%	76%	84%	73%	75%	84%
Bylaw enforcement	76%	74%	80%	67%	76%	80%	79%	76%	73%	78%	71%	75%	76%
Land use and community planning	71%	67%	75%	64%	73%	72%	75%	65%	65%	71%	69%	61%	73%
Traffic management and improving the flow of traffic	58%	55%	61%	47%	55%	63%	62%	56%	47%	59%	52%	47%	60%

Base: Excludes those saying 'don't know' (n=varies)

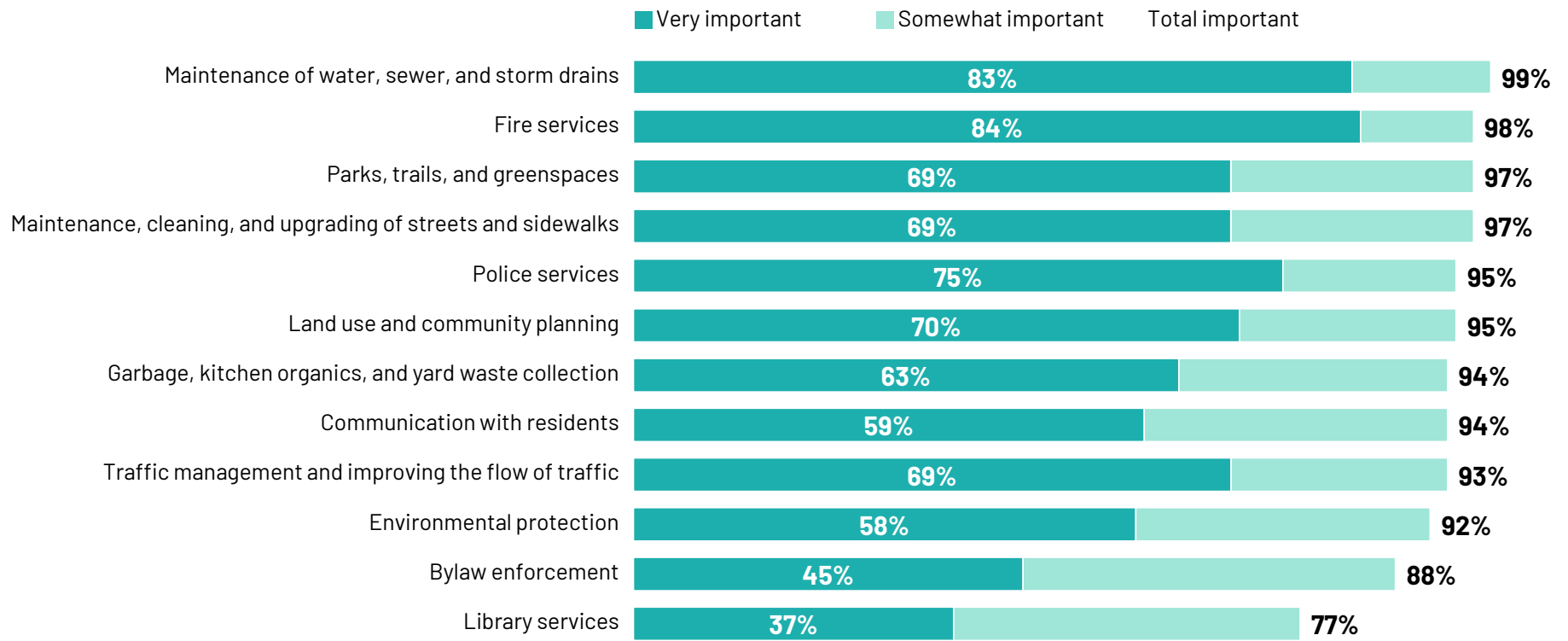
08. Now, please rate how satisfied you are with the Town of Sidney's services. Select one response per item.



# Importance of Specific Services

- All the evaluated services are important (combined 'very/somewhat important' responses) to residents.
- The two highest scoring overall are **maintenance of water, sewer, and storm drains** (99%) and **fire services** (98%). Additionally, both services are deemed 'very important' by more than eight-in-ten residents, highlighting their significance to the community.
- Other highly important services include:
  - **Parks, trails, and greenspaces** (97%)
  - **Maintenance, cleaning, and upgrading of streets and sidewalks** (97%)
  - **Police services** (95%)
  - **Land use and community planning** (95%)
  - **Garbage, kitchen organics, and yard waste collection** (94%)
  - **Communication with residents** (94%)
  - **Traffic management and improving the flow of traffic** (93%)
  - **Environmental protection** (92%)
- In comparison, slightly fewer, but still a strong majority (88%), say **bylaw enforcement** is important.
- The lowest scoring service is **library services**, with 77% saying this is important.

# Importance of Specific Services



Base: All respondents (n=1156)

Q7. Below is a list of services provided to you by the Town of Sidney. Please rate how important each one is to you personally. Select one response per item.

# Importance of Specific Services by Key Demographics

TOTAL IMPORTANT													
	TOTAL	GENDER		AGE			NUMBER OF YEARS IN SIDNEY			HOUSING TENURE		CHILDREN IN HH	
		Male	Female	18-44	45-64	65+	10 or less	11-20	21+	Own	Rent	With children	Without children
Base:	1156	436	667	118	283	755	625	230	285	997	145	114	1032
Maintenance of water, sewer, and storm drains	99%	98%	99%	97%	98%	99%	99%	99%	97%	99%	97%	97%	99%
Fire services	98%	97%	98%	94%	98%	99%	98%	97%	96%	98%	97%	94%	98%
Parks, trails, and greenspaces	97%	96%	98%	98%	96%	98%	98%	98%	95%	97%	99%	97%	97%
Maintenance, cleaning, and upgrading of streets and sidewalks	97%	96%	98%	94%	97%	99%	97%	97%	98%	97%	95%	93%	98%
Police services	95%	93%	97%	85%	97%	98%	94%	94%	98%	96%	92%	89%	96%
Land use and community planning	95%	92%	98%	94%	92%	98%	97%	94%	92%	96%	91%	93%	96%
Garbage, kitchen organics, and yard waste collection	94%	92%	96%	89%	95%	96%	95%	96%	90%	94%	93%	90%	95%
Communication with residents	94%	91%	97%	86%	95%	97%	96%	92%	93%	95%	90%	90%	95%
Traffic management and improving the flow of traffic	93%	91%	95%	92%	90%	96%	93%	94%	94%	94%	94%	90%	94%
Environmental protection	92%	88%	95%	89%	89%	94%	93%	92%	90%	91%	95%	87%	93%
Bylaw enforcement	88%	86%	90%	75%	88%	94%	89%	86%	87%	88%	86%	80%	90%
Library services	77%	68%	84%	76%	71%	82%	80%	77%	72%	77%	82%	77%	77%

Base: All respondents (n=1156)

Q7. Below is a list of services provided to you by the Town of Sidney. Please rate how important each one is to you personally. Select one response per item.

# Action Grid Explanation

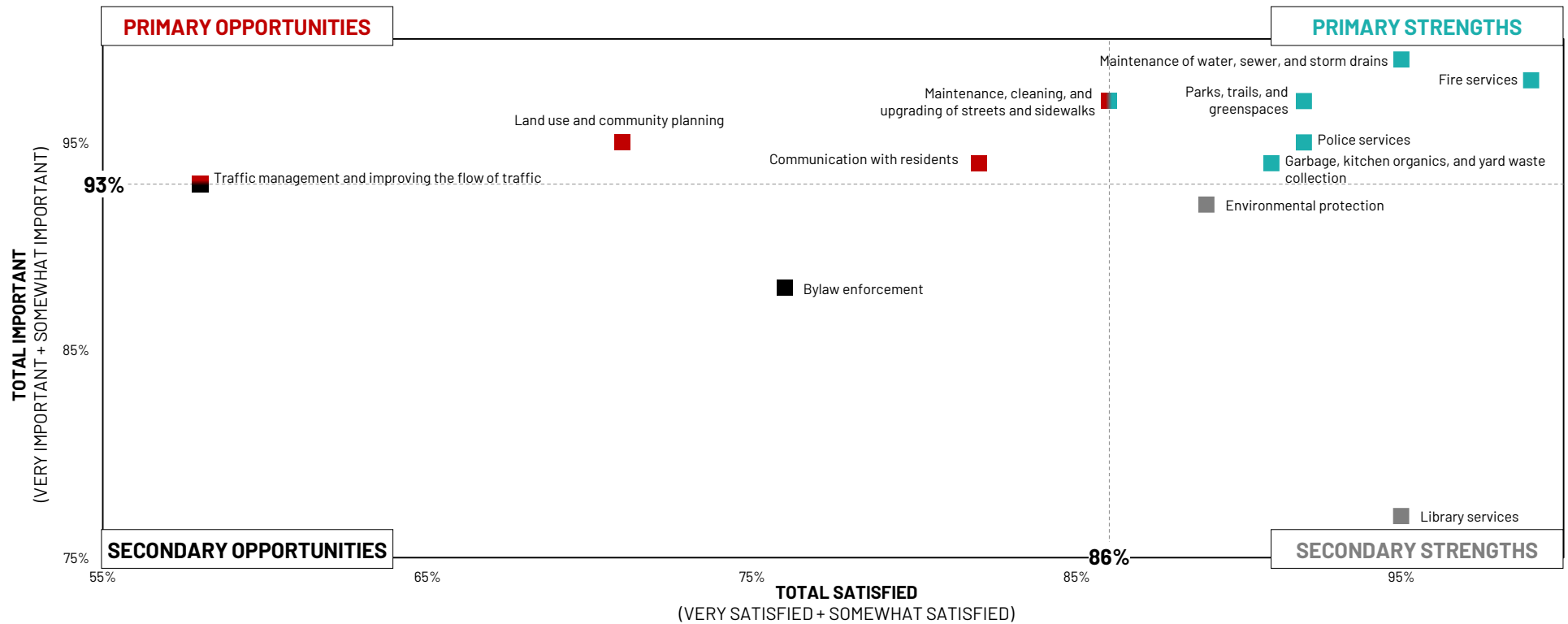
- An Importance versus Satisfaction **Action Grid** was plotted to better understand the Town's perceived strengths and opportunities for improvement.
- This analysis simultaneously displays the perceived value (e.g., importance) of the Town's services and how well the Town is seen to be performing (e.g., satisfaction) in each area.
- Action Grids are a relative type of analysis, meaning that services are scored relative to one another. As such, there will always be areas of strength and opportunity.
- Individual services would fall into one of four categories:
  - **Primary Strengths** represent services where both importance and satisfaction are relatively high.
  - **Secondary Strengths** represent services that have relatively high satisfaction scores but lower importance ratings.
  - **Primary Opportunities** represent key areas for improvement. These areas are regarded as relatively high in importance but relatively low in satisfaction.
  - **Secondary Opportunities** are areas relatively low in satisfaction but are also generally less important.

# Action Grid (Importance versus Satisfaction)

- Five **Primary Strengths** have been identified. These are:
  - Fire services
  - Maintenance of water, sewer, and storm drains
  - Parks, trails, and greenspaces
  - Police services
  - Garbage, kitchen organics, and yard waste collection
- There are also two **Secondary Strengths**:
  - Library services
  - Environmental protection
- Maintenance, cleaning, and upgrading of streets and sidewalks sits on the border of being a primary strength versus a primary opportunity.
- Two **Primary Opportunities** have been identified. These are:
  - Communication with residents
  - Land use and community planning
- There is also one **Secondary Opportunity**:
  - Bylaw enforcement
- Traffic management and improving the flow of traffic is also an opportunity for improvement, sitting on the border of being a primary versus secondary opportunity.



# Action Grid (Importance versus Satisfaction)



Base: Importance – All respondents (n=1156); Satisfaction – Excludes those saying 'don't know' (n=varies)  
 07. Below is a list of services provided to you by the Town of Sidney. Please rate how important each one is to you personally. Select one response per item.  
 08. Now, please rate how satisfied you are with the Town of Sidney's services. Select one response per item.

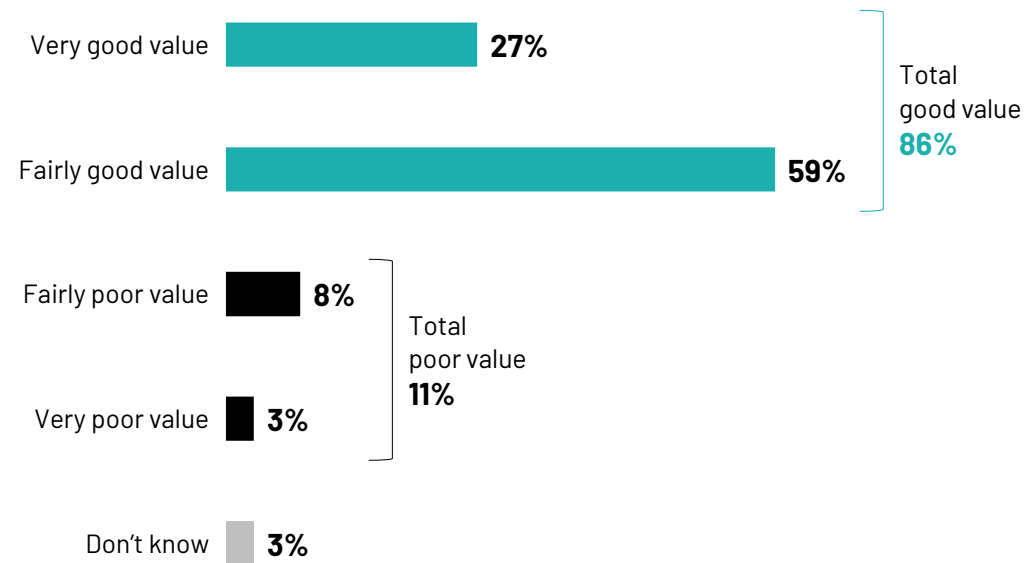
# FINANCIAL PLANNING

# 3.4



# Value for Taxes

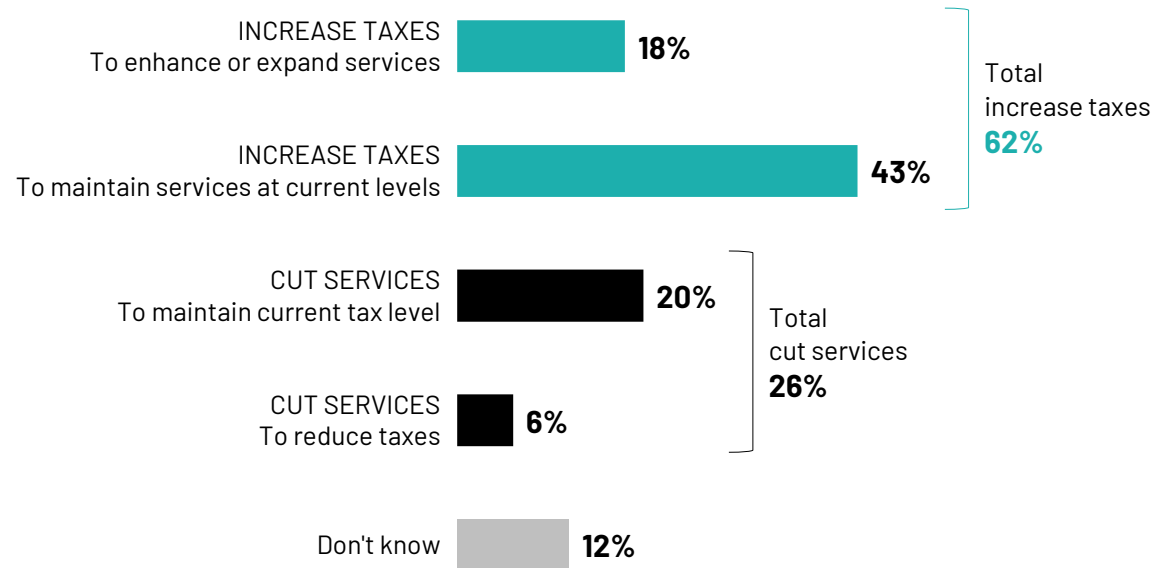
- Perceptions of overall value for taxes are positive, with 86% of residents saying they receive good value for their tax dollars (27% 'very good value', 59% 'fairly good value').
- Total good value is higher among:
  - Women (91% versus 81% of men)
  - Those who are 65+ years of age (93% versus 71% of 18-44 years, 85% of 45-64 years)
  - Those who have lived in Sidney for 10 years or less (89% versus 82% of 21+ years, 86% of 11-20 years)
  - Homeowners (88% versus 77% of renters)
  - Those living in households without children under the age of 18 (88% versus 78% of those with children at home)



Base: All respondents (n=1156)  
 Q9. Thinking about all the programs and services you receive from the Town of Sidney, would you say that overall you get good value or poor value for your tax dollars?  
 Select one response.

# Balancing Taxation and Service Delivery Levels

- Overall, residents say they would prefer the Town increase taxes (62%) than cut services (26%).
- Total increase taxes is higher among:
  - Women (66% versus 57% of men)
  - Those who are 65+ years of age (71% versus 49% of 18-44 years, 55% of 45-64 years)
  - Those who have lived in Sidney for 20 years or less (includes 66% of 10 years or less and 62% of 11-20 years versus 51% of 21+ years)



Base: All respondents (n=1156)

Q10. Municipal property taxes are the primary way to pay for services provided by the Town of Sidney. Due to the increased cost of maintaining current service levels and infrastructure, the Town must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the Town of Sidney to pursue? Select one response.

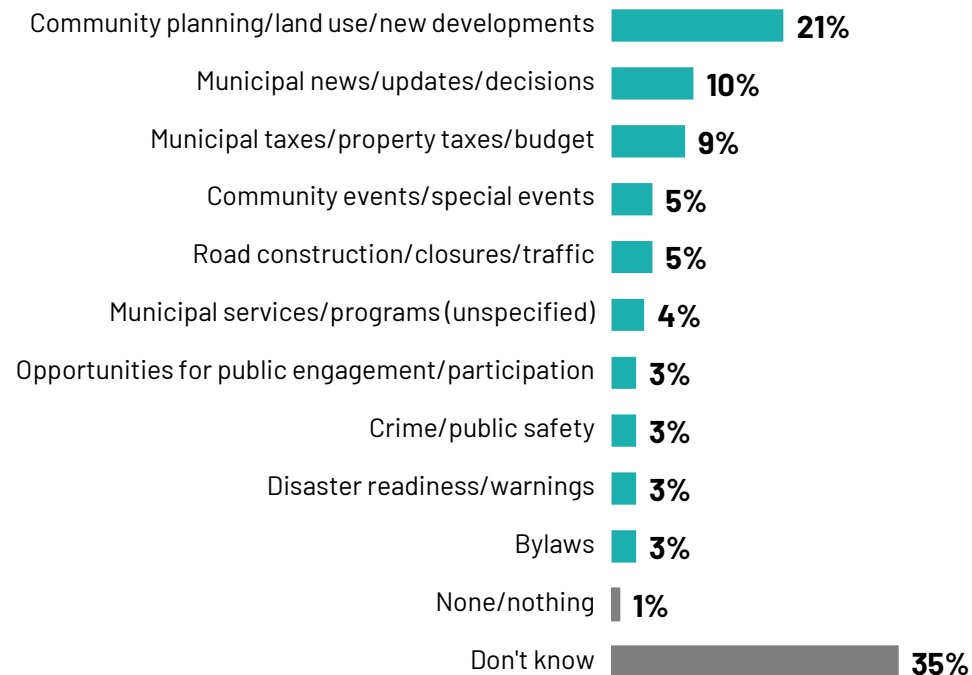
# COMMUNICATIONS AND CUSTOMER SERVICE

# 3.5

# Information Needs

(coded open-ends, multiple responses allowed)

- Residents are interested in receiving a variety of information from the Town.
- The most frequently requested type of information is related to “community planning/land use/new developments” (21% coded open-ends).
- This is followed by “municipal news/updates/decisions” (10%) and “municipal taxes/property taxes/budget” (9%).
- A total of 36% indicate they have no immediate information needs (includes 1% saying “none/nothing” and 35% saying “don’t know”).



Mentions <3% not shown.

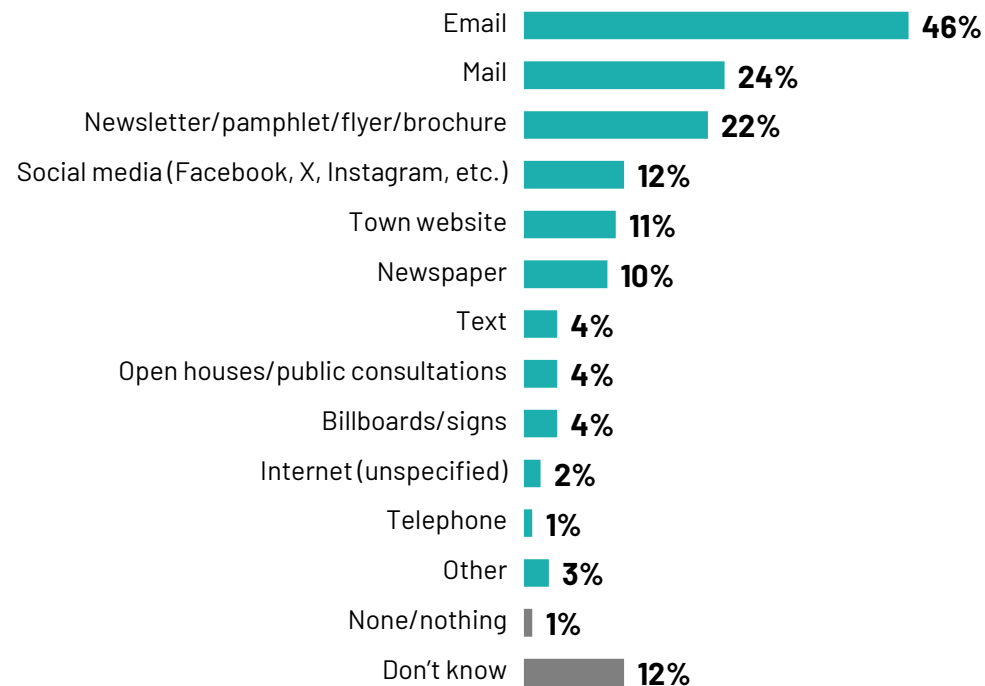
Base: All respondents (n=1156)

Q11. Thinking about your information needs, what kinds of information do you want the Town of Sidney to provide you with? Enter up to two responses.

# Preferred Methods of Communication

(coded open-ends, multiple responses allowed)

- On an unprompted basis, nearly half (46%) say they would like to receive more information from the Town via “email”.
- “Mail” sits in second (24%), closely followed by “newsletter/pamphlet/flyer/brochure” (22%).
- While “email” is the leading response across all age groups, mentions are particularly high among those under 65 years of age (includes 60% of 18-44 years and 53% of 45-64 years versus 37% of 65+ years).
- “Social media” mentions are also higher among those under 65 years of age (includes 18% of 18-44 years and 16% of 45-64 years versus 7% of 65+ years).
- Conversely, mentions of the “newspaper” are higher among those who are 65+ years (15% versus 1% of 18-44 years, 8% of 45-64 years).



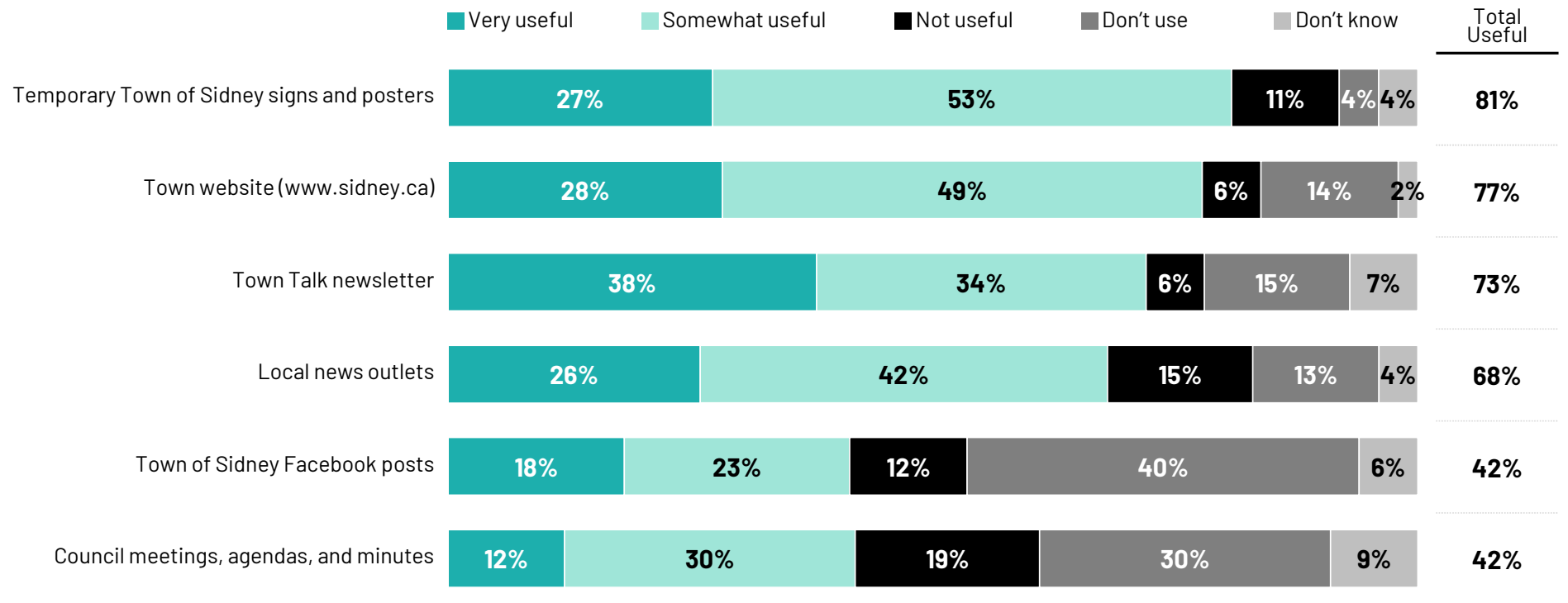
Base: All respondents (n=1156)

Q12. What methods of communication should the Town of Sidney use more often to communicate information to you? Enter up to two responses.

# Usefulness of Communication Channels

- Of the evaluated communication channels, **temporary Town of Sidney signs and posters** are regarded by residents as the most useful for learning about municipal news and events, with a combined 'very/somewhat useful' rating of 81%.
- Additionally, a majority of residents say they find the following communication channels useful:
  - **Town website (www.sidney.ca)** (77%)
  - **Town Talk newsletter** (73%)
  - **Local news outlets** (68%)
- Fewer than half say they find the following communication channels useful for staying informed about municipal news and events:
  - **Town of Sidney Facebook posts** (42%)
  - **Council meetings, agendas, and minutes** (42%)
- The perceived usefulness of specific communication channels varies by age. Highlights include:
  - Older residents (65+ years) are more likely to say they find the following channels useful: **Town Talk newsletter** (79% versus 60% of 18-44 years, 72% of 45-64 years), **local news outlets** (76% versus 52% of 18-44 years, 65% of 45-64 years), and **Council meetings, agendas, and minutes** (51% versus 25% of 18-44 years, 40% of 45-64 years).
  - Conversely, those under 65 years are more likely to say they find **Town of Sidney Facebook posts** useful (includes 50% of 18-44 years and 49% of 45-64 years versus 34% of 65+ years).
  - Additionally, those who are 45-64 years of age are more likely to find the **Town website** useful (81% versus 75% of 65+ years, 78% of 18-44 years).

# Usefulness of Communication Channels



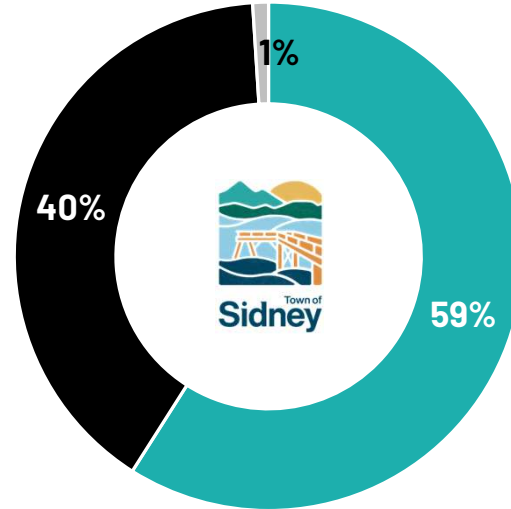
Base: All respondents (n=1156)  
 Q13. How useful do you find each of the following for learning about municipal news and events? Select one response per item.



# Contact with Town Last 12 Months

- Nearly six-in-ten (59%) residents say they have personally contacted or dealt with the Town or one of its employees in the last 12 months.
- Claimed contact is higher among those living in households with children under the age of 18 (67% versus 57% of those without children at home).

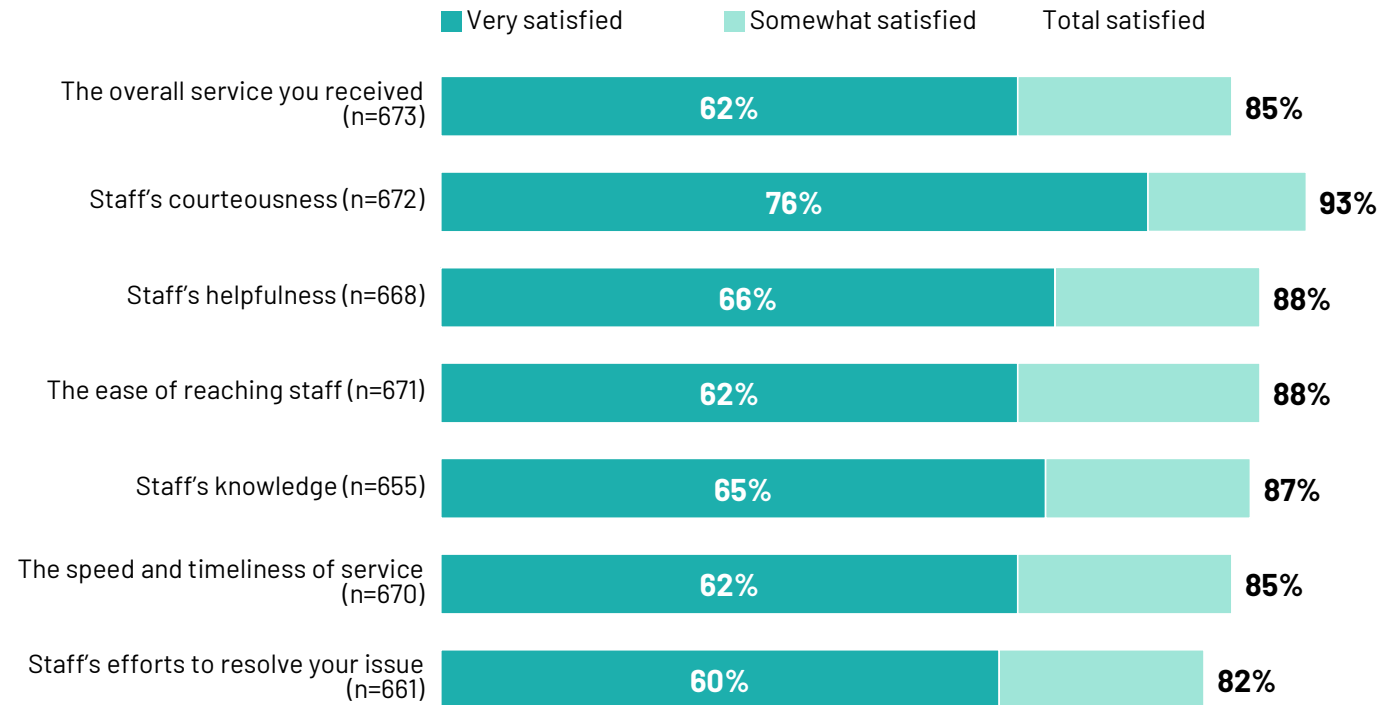
■ Yes  
■ No  
■ Don't know



Base: All respondents (n=1156)  
Q14. In the last 12 months, have you personally contacted or dealt with the Town of Sidney or one of its employees? Select one response.

# Satisfaction with Customer Service

- Residents who have contacted the Town are largely satisfied with the service received, with an **overall satisfaction** rating of 85%.
- Staff's courteousness** tops the satisfaction ratings at 93%.
- Strong satisfaction ratings are also seen for:
  - Staff's helpfulness** (88%)
  - The ease of reaching staff** (88%)
  - Staff's knowledge** (87%)
  - The speed and timeliness of service** (85%)
  - Staff's efforts to resolve issues** (82%)



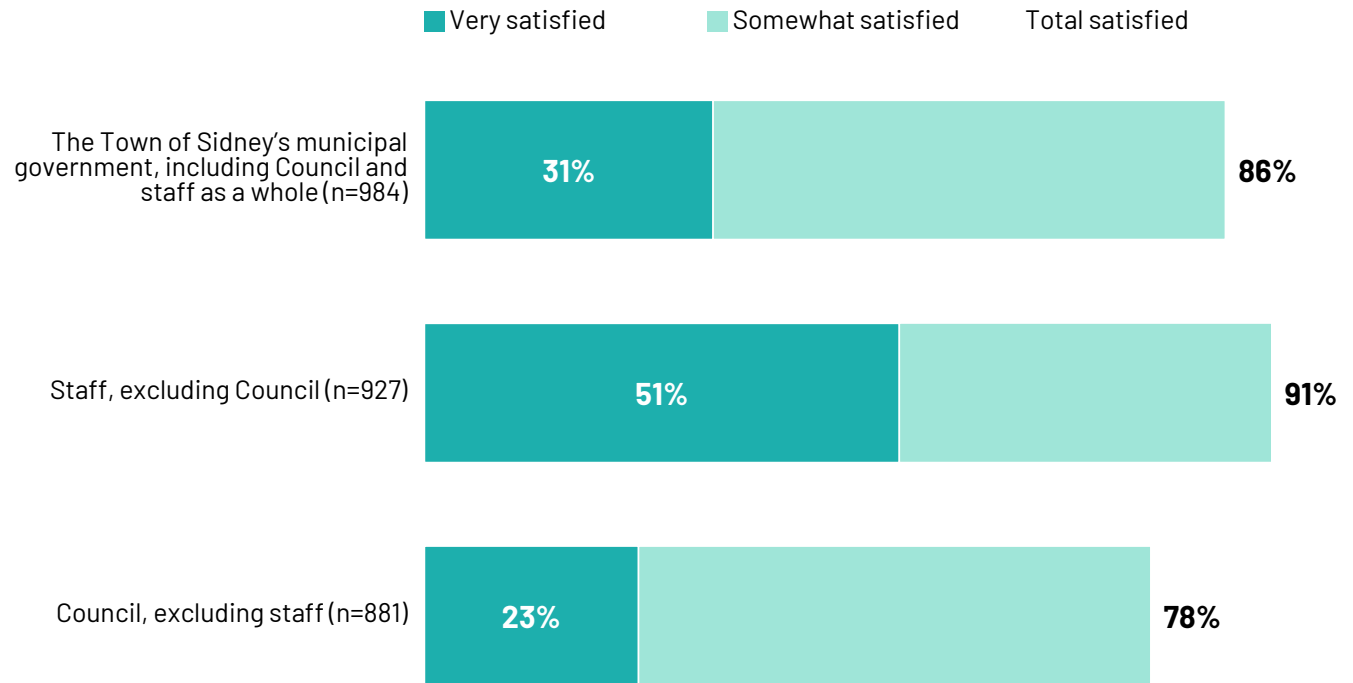
Base: Those who personally contacted or dealt with the Town - excludes those saying 'don't know' (n=varies)  
 Q15. Thinking of your most recent contact experience, how satisfied are you with each of the following? Select one response per item..

# PERCEPTIONS OF THE TOWN OF SIDNEY

# 3.6

# Satisfaction with Municipal Governance and Leadership

- Overall satisfaction with municipal governance and leadership is high, with 86% of residents saying they are satisfied with how the **Town's municipal government, including Council and staff as a whole**, is running the community.
- Satisfaction is higher for **staff** (91%) than for **Council** (78%).
- Satisfaction with **municipal government as a whole** is higher among:
  - Women (89% versus 82% of men)
  - Those who are 65+ years of age (93% versus 69% of 18-44 years, 83% of 45-64 years)
  - Those who have lived in Sidney for 20 years or less (includes 89% of 10 years or less and 87% of 11-20 years versus 77% of 21+ years)
  - Homeowners (87% versus 80% of renters)
  - Those living in households without children under the age of 18 (88% versus 72% of those with children at home)

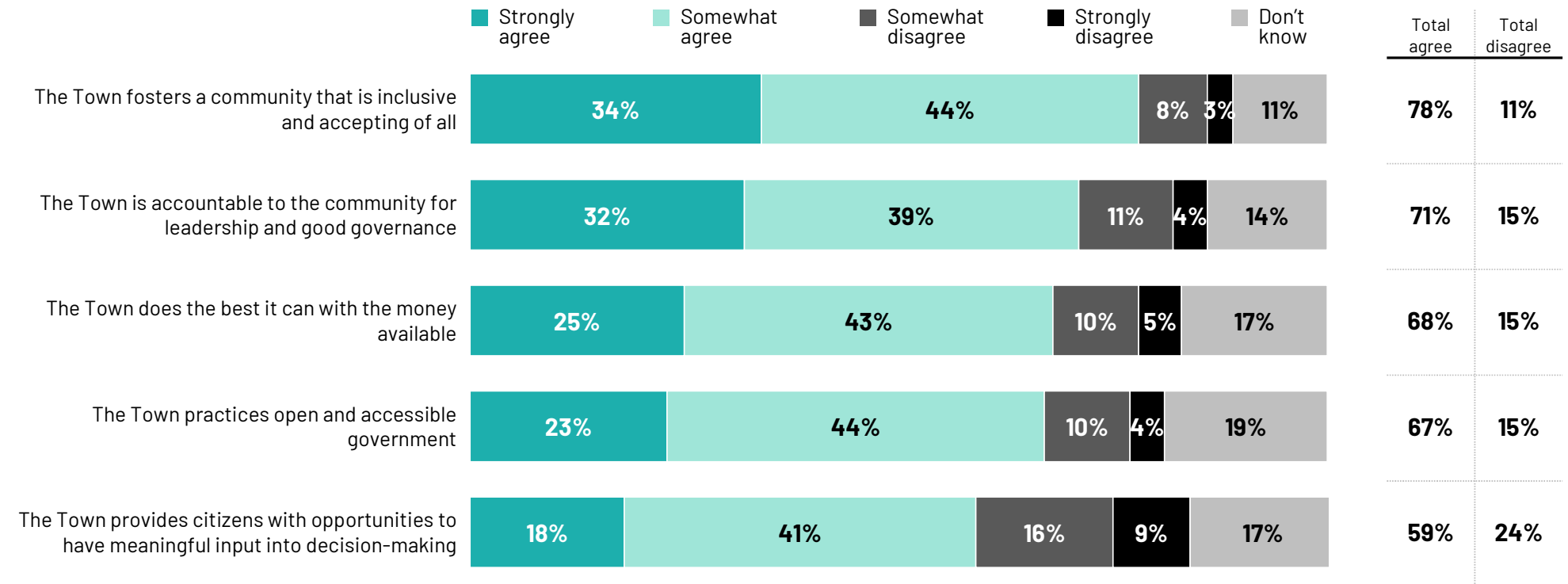


Base: Excludes those saying 'don't know' (n=varies)  
 Q16. How satisfied are you with how your community is being run by each of the following? Select one response per item.

# Attitudes Regarding the Town of Sidney

- Overall, attitudes toward the Town of Sidney are predominately positive, with minimal disagreement from residents on most evaluated statements.
- However, the proportion of residents who respond with 'don't know' (ranging from 11% to 19%) suggests some lack of familiarity with the Town's general municipal operations.
- Perceptions of inclusivity are the most positive, with 78% of residents agreeing that **the Town fosters a community that is inclusive and accepting of all.**
- Perceptions of accountability, financial responsibility, and open government also score relatively high:
  - 71% agree that **the Town is accountable to the community for leadership and good governance**
  - 68% agree that **the Town does the best it can with the money available**
  - 67% agree that **the Town practices open and accessible government**
- Perceptions of public engagement efforts are lower, with only 59% of residents agreeing that **the Town provides citizens with opportunities to have meaningful input into decision-making.**
  - Nearly one-quarter (24%) of residents disagree with this statement.

# Attitudes Regarding the Town of Sidney



Base: All respondents (n=1156)

Q17. Thinking about your personal dealings with the Town of Sidney, your general impressions, and anything you may have read, seen or heard, please indicate if you agree or disagree with each of the following statements. Select one response per item.

# Attitudes Regarding the Town of Sidney by Key Demographics

TOTAL AGREE													
	TOTAL	GENDER		AGE			NUMBER OF YEARS IN SIDNEY			HOUSING TENURE		CHILDREN IN HH	
		Male	Female	18-44	45-64	65+	10 or less	11-20	21+	Own	Rent	With children	Without children
Base:	1156	436	667	118	283	755	625	230	285	997	145	114	1032
The Town fosters a community that is inclusive and accepting of all	<b>78%</b>	<b>76%</b>	<b>80%</b>	<b>69%</b>	<b>79%</b>	<b>81%</b>	<b>79%</b>	<b>78%</b>	<b>77%</b>	<b>79%</b>	<b>73%</b>	<b>76%</b>	<b>78%</b>
The Town is accountable to the community for leadership and good governance	<b>71%</b>	<b>69%</b>	<b>74%</b>	<b>60%</b>	<b>64%</b>	<b>80%</b>	<b>73%</b>	<b>67%</b>	<b>71%</b>	<b>73%</b>	<b>64%</b>	<b>65%</b>	<b>73%</b>
The Town does the best it can with the money available	<b>68%</b>	<b>65%</b>	<b>72%</b>	<b>58%</b>	<b>64%</b>	<b>74%</b>	<b>72%</b>	<b>64%</b>	<b>64%</b>	<b>70%</b>	<b>62%</b>	<b>63%</b>	<b>69%</b>
The Town practices open and accessible government	<b>67%</b>	<b>66%</b>	<b>68%</b>	<b>58%</b>	<b>61%</b>	<b>73%</b>	<b>68%</b>	<b>66%</b>	<b>66%</b>	<b>67%</b>	<b>66%</b>	<b>58%</b>	<b>69%</b>
The Town provides citizens with opportunities to have meaningful input into decision-making	<b>59%</b>	<b>55%</b>	<b>62%</b>	<b>49%</b>	<b>57%</b>	<b>64%</b>	<b>61%</b>	<b>59%</b>	<b>55%</b>	<b>61%</b>	<b>51%</b>	<b>52%</b>	<b>60%</b>



Base: All respondents (n=1156)




Q17. Thinking about your personal dealings with the Town of Sidney, your general impressions, and anything you may have read, seen or heard, please indicate if you agree or disagree with each of the following statements. Select one response per item.

# 04 WEIGHTED SAMPLE CHARACTERISTICS



# Weighted Sample Characteristics

	TOTAL (n=1156)
 <b>AGE</b>	
18-44	22%
45-64	27%
65+	51%
 <b>GENDER</b>	
Male	42%
Female	53%
Non-binary	<1%
Prefer not to answer	4%

	TOTAL (n=1156)
 <b>NUMBER OF YEARS LIVING IN SIDNEY</b>	
10 or less	56%
11-20	19%
21+	23%
Prefer not to answer	2%
Mean	14.0
 <b>HOUSING TENURE</b>	
Own	84%
Rent	15%
Prefer not to answer	1%
 <b>CHILDREN UNDER 18 LIVING IN HOUSEHOLD</b>	
Yes	17%
No	83%
Prefer not to answer	1%