



Town of Whitby Policy

Policy Title:	Customer Service Standards
Policy Number:	MS 420
Category:	Municipal Service Levels
Reference:	Council Resolution #281-17
Date Approved:	May 8, 2017
Date Revised:	As Required
Approval:	Council
Point of Contact:	Town Clerk

Policy Statement

The Town of Whitby is committed to meeting or exceeding the needs and expectations of all Customers accessing Town Services.

Purpose

The purpose of this policy is to provide standards for Customer Service that individuals can expect when accessing Town Services.

Scope

This policy applies to all Town Employees who are involved in the provision of Town Services.

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1. Definitions

1.1 Customer means an individual accessing the Services of the Town of Whitby.

1.2 Employee means a person employed by the Town of Whitby, including those on contract, but does not include the Mayor and Members of Council.

1.3 Service(s) means a program or operation provided or offered by the Town to residents in exchange for the payment of taxes or on a user-pay basis, and includes inquires for information regarding such Services.

1.4 Town means The Corporation of the Town of Whitby.

2. Responsibilities

2.1. All Employees to:

2.1.1. Adhere to the standards as outlined in the Customer Service Standards attached as Appendix 1.

2.1.2. Adhere to the standards set out in this policy for providing Customer Service to Members of Council.

2.2. Department Heads to:

2.2.1. Ensure adherence to the Customer Service Standards as defined in this Appendix 1.

3. Standards for Members of Council as Customers

3.1. The following timelines are to be followed by Town staff when responding to an inquiry made by a Member of Council:

3.1.1. Respond within the same or next business day to written (and electronic) correspondence.

3.1.2. Respond within the same business day to telephone correspondence.

4. Customer Feedback Survey Forms

4.1. In order to measure Customer satisfaction and ensure adherence to the prescribed Customer Service Standards, a Customer Service Feedback Form will be made available to individuals receiving in-person Customer Service at a Town facility.

4.2. Customer Service Feedback Forms shall be collected weekly and be provided to the Department Head responsible for the Service that the feedback pertains to. Upon review by the Department Head, all Customer Service Feedback Forms shall be forwarded to the Office of the Town Clerk for retention.

4.3. As technology or operations permit, alternative methods of receiving Customer feedback by phone or online will be explored.

5. Public Opinion Poll

5.1. Every two years the Town shall undertake a Public Opinion Poll to benchmark resident's satisfaction with Town Services. The Public Opinion Poll completed by Leger, the Research Intelligence group, in May 2016 and attached as Appendix 2 shall be used as the benchmark for which future public opinion and satisfaction is measured.

6. Customer Service Records

6.1. Records and information collected to provide a Service may be used to determine whether the Customer Service Standards are being adhered to subject to restrictions as outlined in the Municipal Freedom of Information and Protection of Privacy Act and the Corporate Access and Privacy Policy CA 060.

Appendices

Appendix 1	Customer Service Standards
Appendix 2	2024 Community Survey Results
Appendix 3	2020 Community Survey Results (Ipsos)
Appendix 4	2018 Community Survey Results (Forum)
Appendix 5	Public Opinion Poll Research Results – May 19, 2016 (Leger)

This Policy is hereby approved by Council Resolution #281-17 on this 8th day of May, 2017.



Customer Service Standards

The Town of Whitby delivers services that are customer focused. Together with the Mayor and Councillors, all Town of Whitby staff are committed to excellence in customer service. We are here to assist you in any way we can and we strive to meet the following standards with each and every customer.

- **Treat you with dignity and respect.**
- **Treat you fairly while complying with all our policies, by-laws and regulations.**
- **Ensure our services are accessible for all of our customers in accordance with the Accessible Customer Service Policy CA 170.**
- **Respond to your written (and electronic) correspondence within 3 business days.**
- **Respond to your telephone correspondence within 2 business days.**
- **Identify ourselves to you by using our name, title, and the department in which we work.**
- **Provide our service in the most cost-effective and timely manner possible.**
- **Professionally handle any complaints regarding services and service standards in accordance with the Public Complaint Policy CA 190.**

Contact us:

 **In-person**
575 Rossland Rd E
Whitby, ON

 **Phone**
905.430.4300

 **Email**
info@whitby.ca



Community Survey

Quantitative Report

Town of Whitby

June 2024



**FORUM
RESEARCH**



Goal: The Town commissioned Forum to conduct a community survey to better understand the needs, expectations, priorities, and concerns of its residents. Forum has also been contracted to administer the next five surveys over ten years to capture trends and comparisons.

Methodology: The sample was drawn using random digit dialing (RDD) among Town of Whitby Residents.

Participation: From March 19 to April 21, 601 residents participated in the Town's Community Survey via telephone (cell and landlines), offering a randomized statistically valid sample of the community.

Given this sample size, the margin of error is $\pm 3.9\%$ for the CATI (computer assisted telephone interviewing).

Note: Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%.

Where indicated, TOP2 indicates a combination of the two positive dimensions such as "Strongly agree" and "Somewhat agree" or "Good" and "Excellent." TOP4 indicates a combination of the four most positive responses such as 7, 8, 9 or 10 on a 10-point scale.

Living in Whitby

- Residents' overall satisfaction with living in Whitby is high (82%). Residents find the Town to be a welcoming (89%) and safe (86%) community.

Quality of Life

- The majority (87%) of residents find their quality of life in Whitby to be excellent or good.

Value for Tax Dollars

- Residents also perceive that they are getting good value for their tax dollars (59%).

Customer Service

- Residents agree that staff are courteous (92%), and treat them fairly (89%).

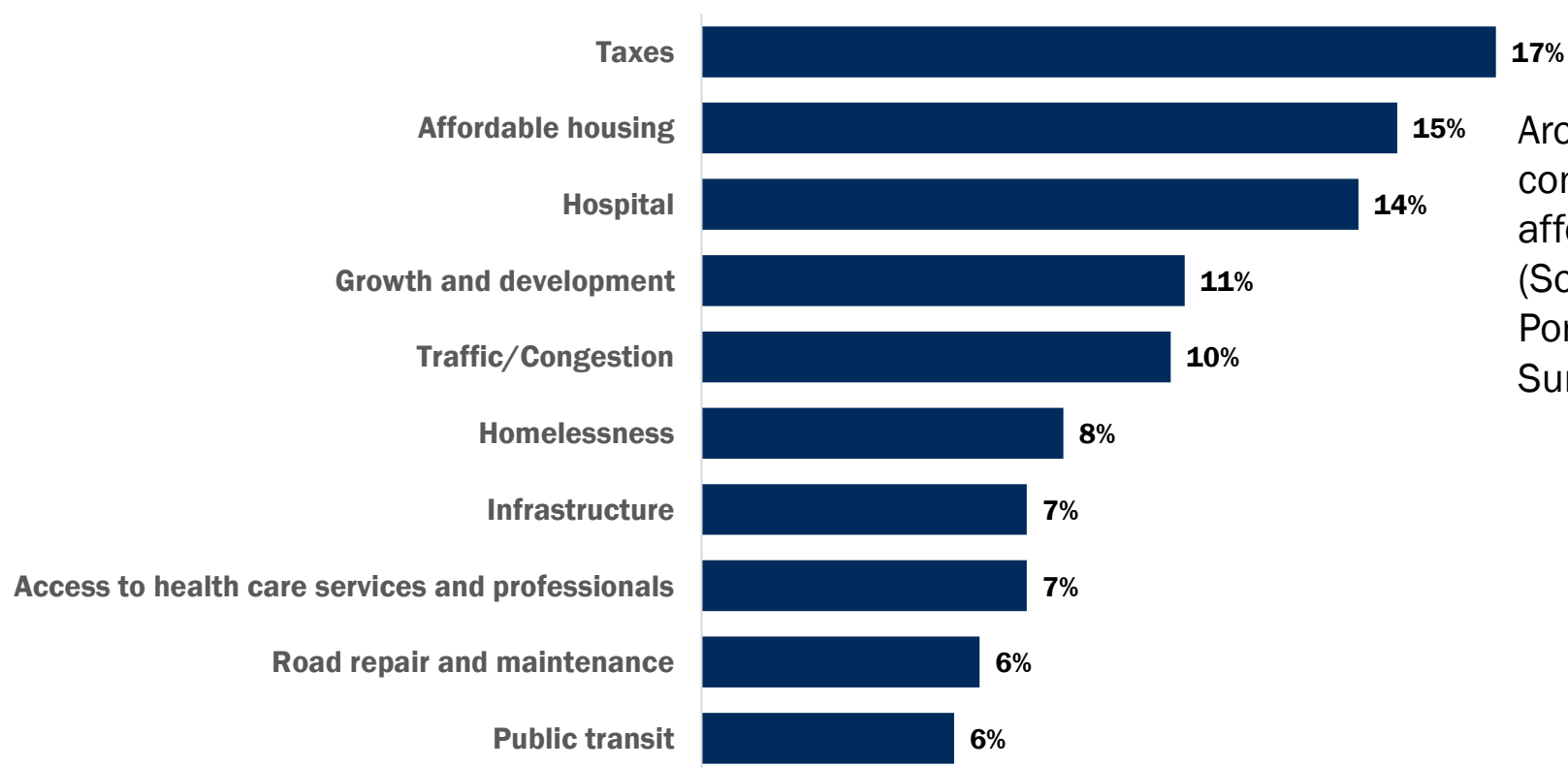
Quality of Services

- Residents continue to express high satisfaction with the quality of services provided by the Town (70%).

A-

Top of Mind Issues – Top 10

Taxes is the top issue identified by residents, followed by affordable housing and hospitals.



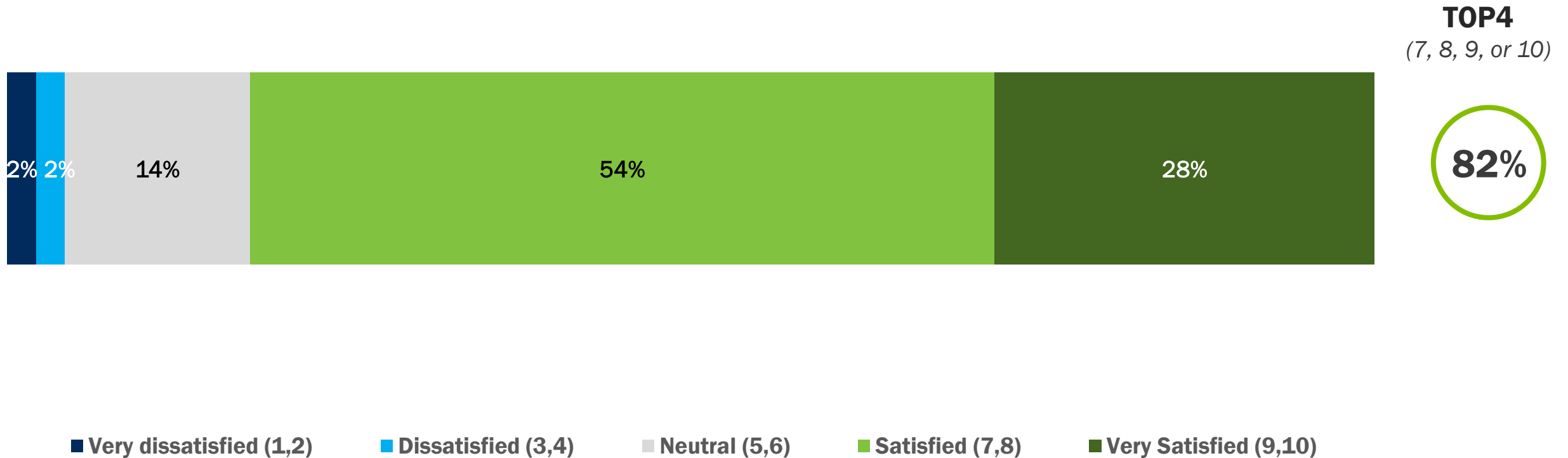
Around 56% of Canadians are concerned about housing affordability
(Source: Statistics Canada – Portrait of Canadian Society Survey)

NEWQ5. In your opinion, what is the single most important issue facing the Town of Whitby today? [OPEN-ENDED]

Sample Size: n=601

Base: All respondents (CATI) **Note:** Top 10 issues shown in the visual. Other, not sure, refused, and no/ none not included in the visual.

About 8 in 10 residents are satisfied or very satisfied with living in the Town.



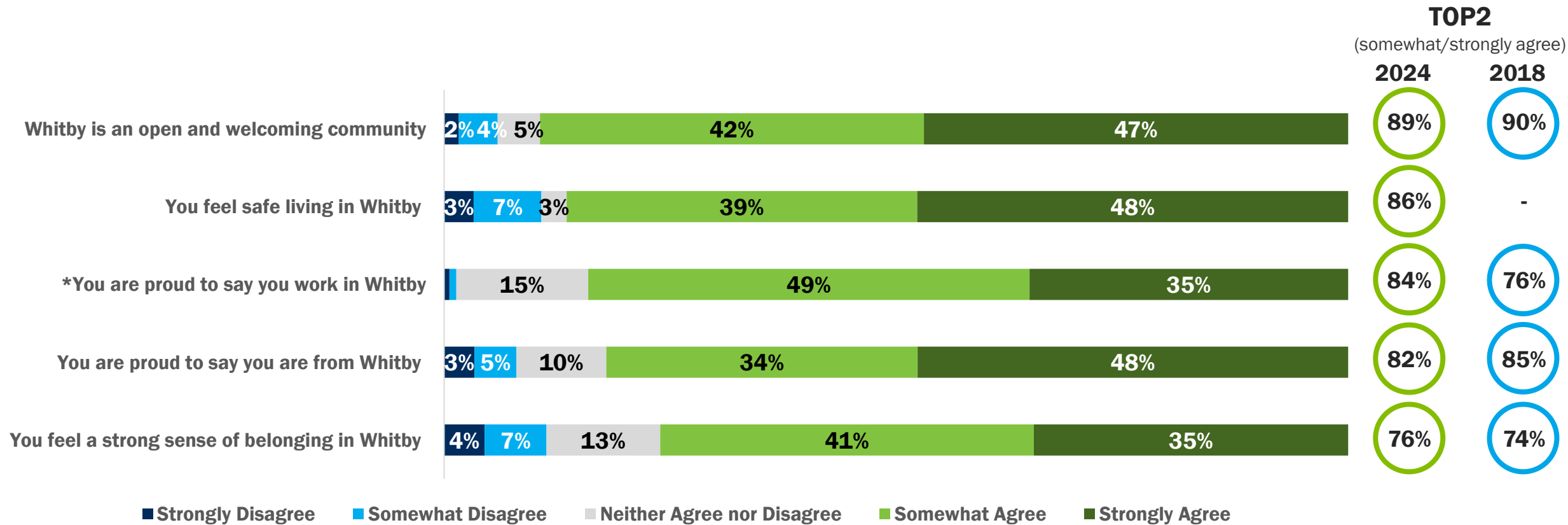
Q1a. Overall, how satisfied, or dissatisfied, are you with living in the Town of Whitby? Please use a number from 1 to 10, where 1 is not satisfied at all, and 10 is very satisfied.

Sample Size: n=600

Base: All respondents (CATI), excluding "Not sure" responses

Living and Working in Whitby

Nearly 9 in 10 residents say that Whitby is an open and welcoming community. A similar proportion say that they feel safe living in the Town of Whitby.



Q18. Next, I am going to read you a list of statements. We would like to know if you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or neither agree nor disagree with each.

Sample Size: n=601

Base: All respondents (CATI), excluding “Not sure” responses

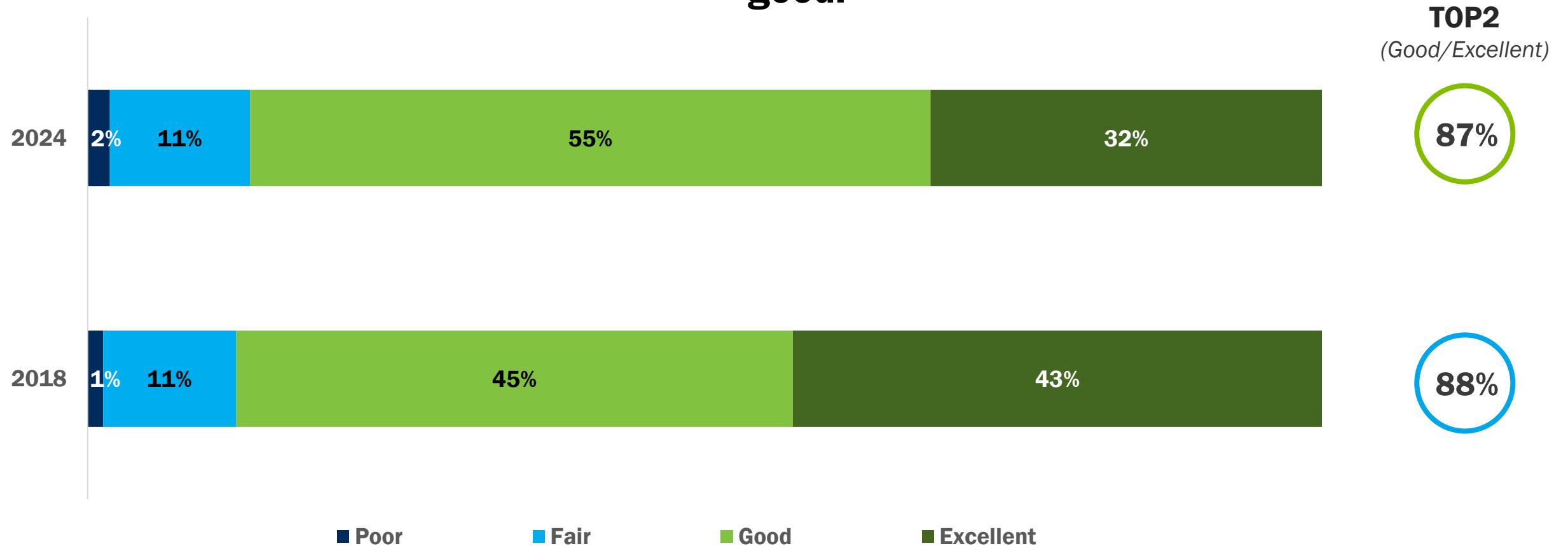
Note: the survey was changed from ‘I’ statements to ‘you’ statements.

*Note: “you are proud to say you work in Whitby” was only asked to respondents that indicated they work in town in the screener.

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Quality of Life

Almost 9 in 10 residents report overall quality of life in Whitby as being excellent or good.



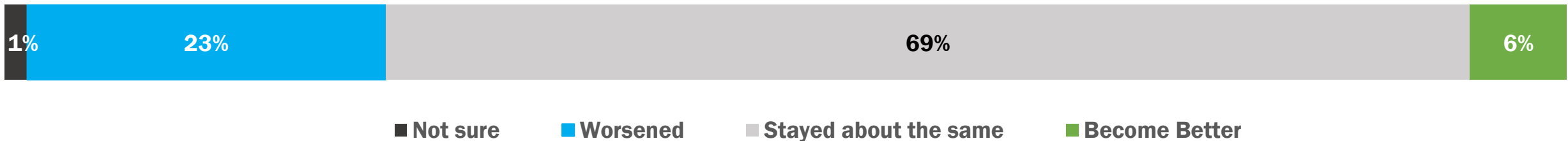
Q1c. Please think about the overall quality of life in the Town of Whitby for you and your family. Would you say that the quality of life in the Town is...

Sample Size: n=600

Base: All respondents (CATI), excluding "Not sure" responses

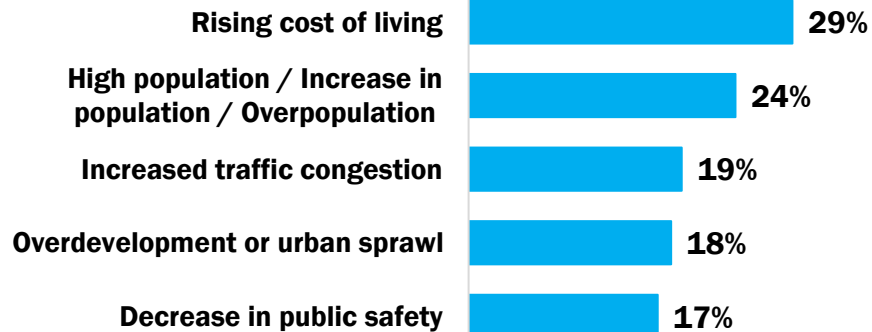
Change in Quality of Life

76% of residents think their quality of life in Whitby has become better or stayed the same in the past 3 years, which is similar to the average score of 6 municipalities in Canada (75%).



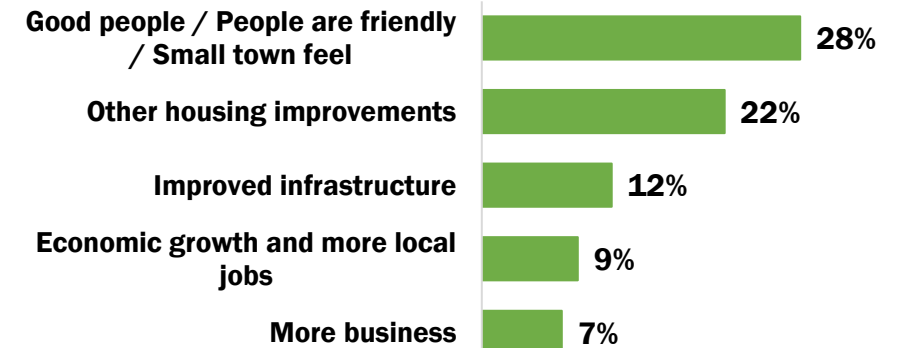
65% Of residents who believe quality of life has worsened believe this change in quality of life is due to changes in Ontario and Canada.

Top 5 reasons quality of life has worsened



44% of residents who believe quality of life has improved believe this change in quality of life is due to changes in their local community of Whitby.

Top 5 reasons quality of life has become better



Q1d. In the past 3 years, has your quality of life living in the Town of Whitby become better, worsened, or stayed about the same?

Sample Size: n=601

Base: All respondents (CATI)

Q1d_POS. Why has your quality of life in the Town of Whitby become better in the past 3 years?

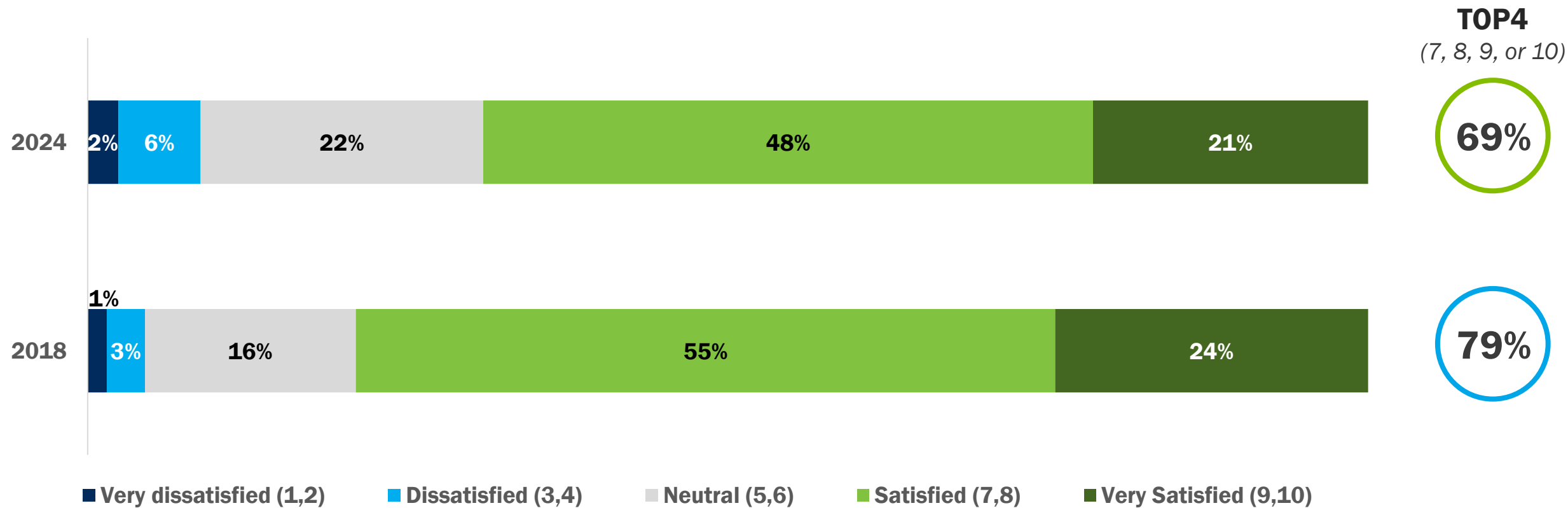
Sample Size: n=37 **Base:** Respondents that said their quality of life has become better in the past 3 years (CATI)

Q1d_NEG. Thinking about your local community and not broader provincial or national issues, why has your quality of life in the Town of Whitby worsened in the past 3 years?

Sample Size: n=138 **Base:** Respondents that said their quality of life has worsened in the past 3 years (CATI)

Overall Quality of Services Provided by the Town

Nearly 7 in 10 residents are satisfied with the quality of services provided by the Town.



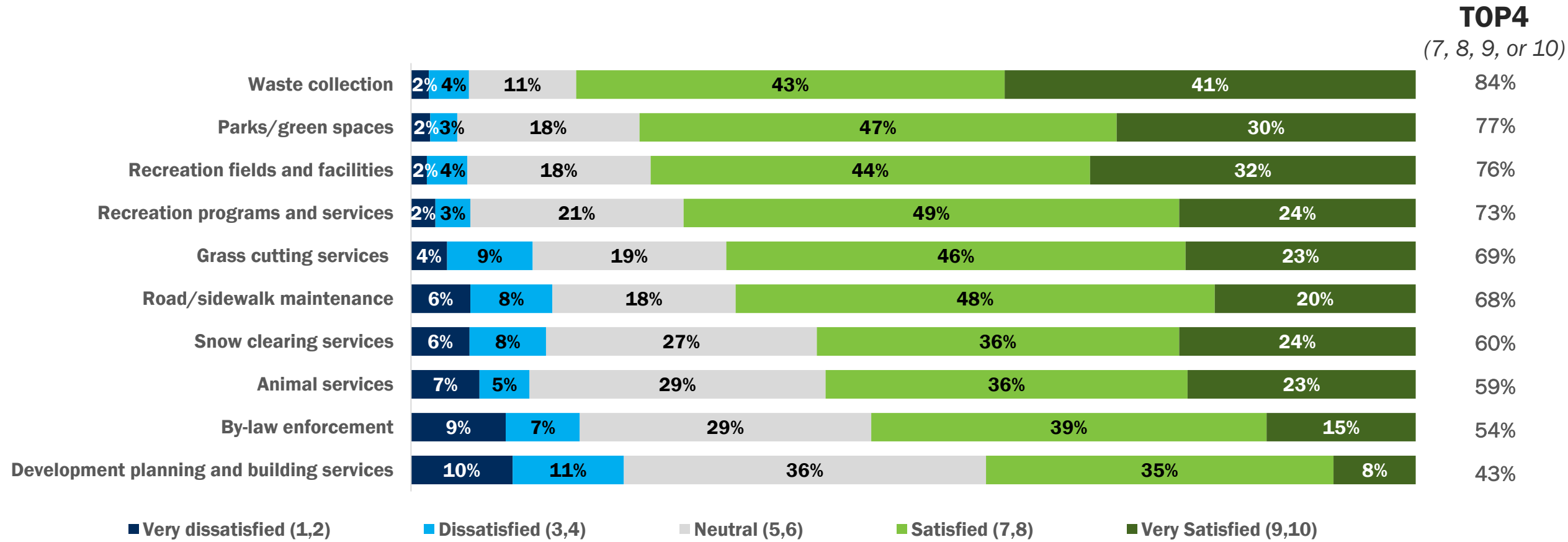
Q1b. Using the same scale, generally, how satisfied, or dissatisfied, are you with the quality of the services provided by the Town of Whitby? Please use a number from 1 to 10, where 1 is not satisfied at all, and 10 is very satisfied.

Sample Size: n=586

Base: All respondents (CATI), excluding "Not sure" responses

Quality of Services Provided by the Town

About 8 in 10 residents are satisfied with waste collection, and about 3 in 4 residents are satisfied with parks / green spaces and recreation fields and facilities.



Q1b_2. I am going to read you a list of services provided by the Town of Whitby. Using a scale from 1 to 10, where 1 means “Not satisfied at all” and 10 means “Very satisfied,” how satisfied, or dissatisfied, are you with each service

Sample Size: n=601

Base: All respondents (CATI), excluding “Not sure” responses

Value for Tax Dollars

Almost 6 in 10 residents believe they get good value for their tax dollars.

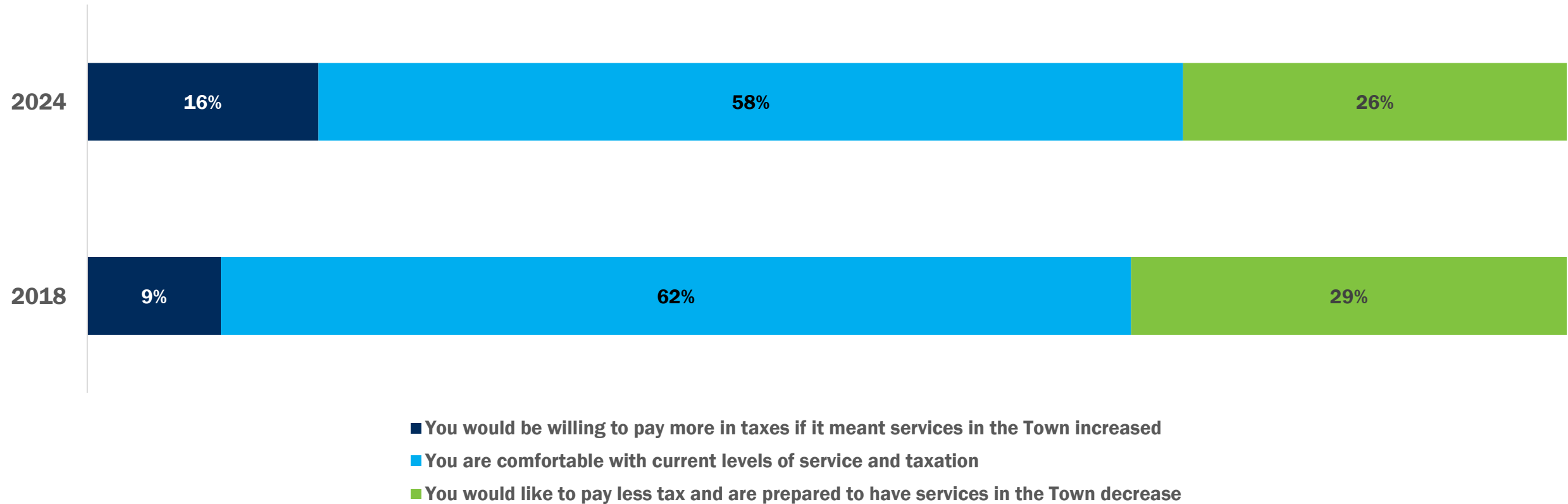


Q9a. Based on your experience with, or your general impressions of the services provided by the Town of Whitby, would you say that these services are a good value for your tax dollars or not? Please use a number from 1 to 10, where 1 is not a good value at all, and 10 is very good value.

Sample Size: n=587

Base: All respondents (CATI), excluding "Not sure" responses

The majority of residents remain comfortable with the current level of service and taxation.



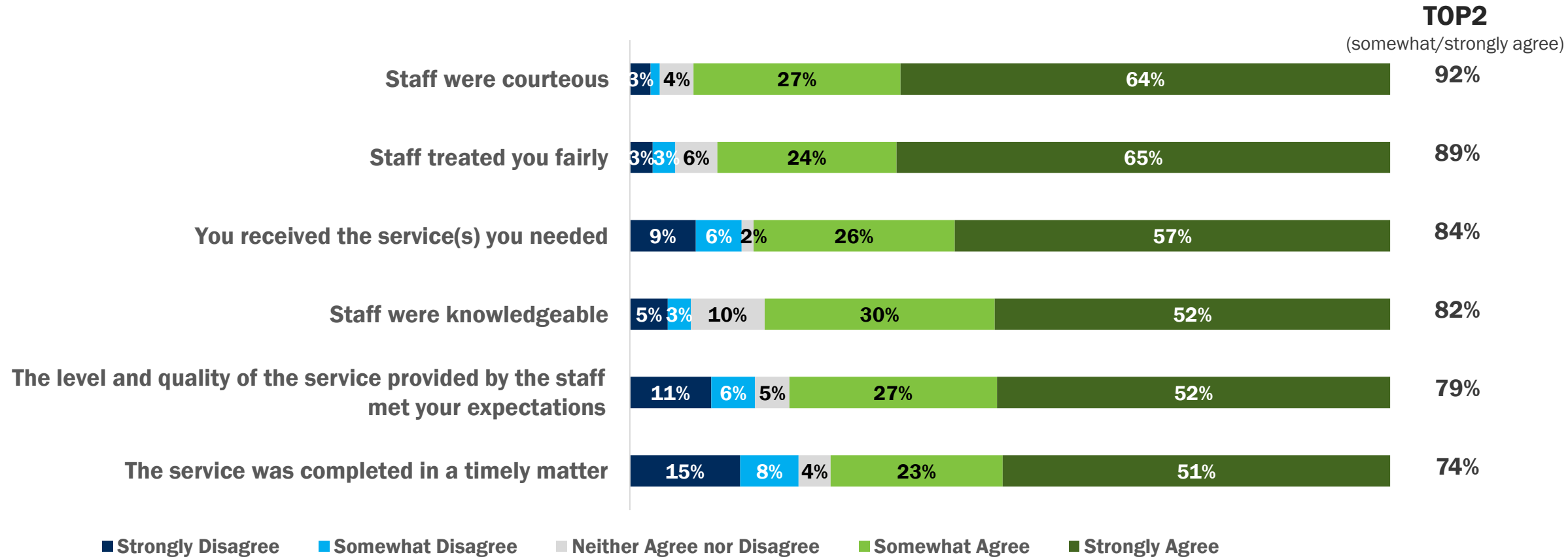
Q10. Thinking about the services provided by the Town of Whitby and the taxes you pay, which of the following statements best describes you...

Sample Size: n=521

Base: All respondents (CATI), excluding "Other" responses Note: the statements were changed from 'I' statements to 'you' statements in 2024.

Customer Service Delivery

About 9 in 10 residents agree the staff were courteous during their recent contact with the Town. A similar proportion of residents agree that staff treated them fairly.



Q6a. I am going to read you a list of statements. Thinking of your most recent contact with the Town of Whitby, we would like to know if you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or neither agree nor disagree with each.

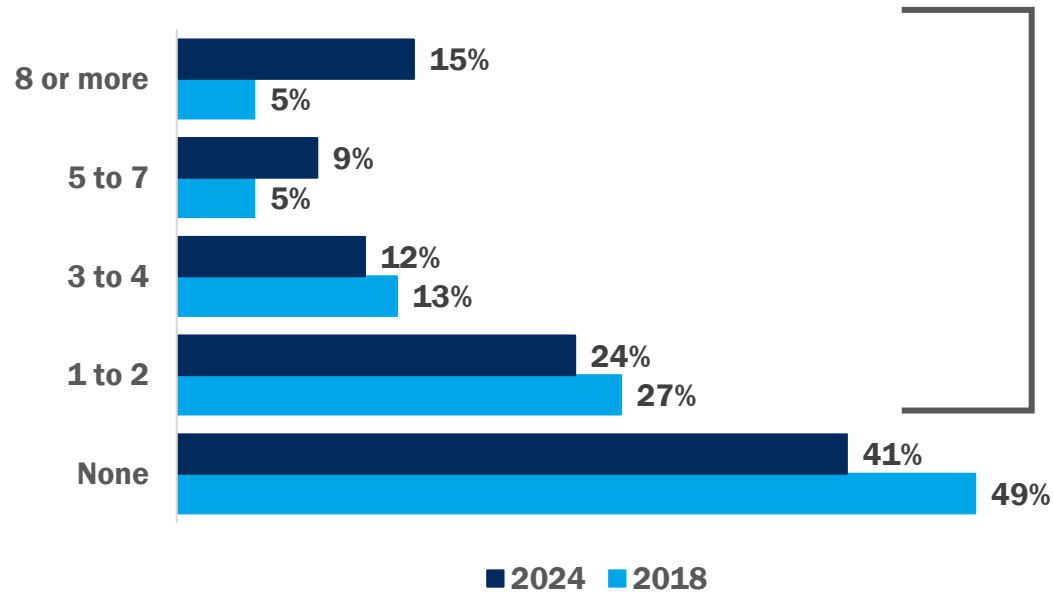
Sample Size: n=349

Base: Respondents that have interacted with the Town 1 to 8+ times in the past year (CATI), excluding "Don't recall/Not applicable" responses

Contacting the Town

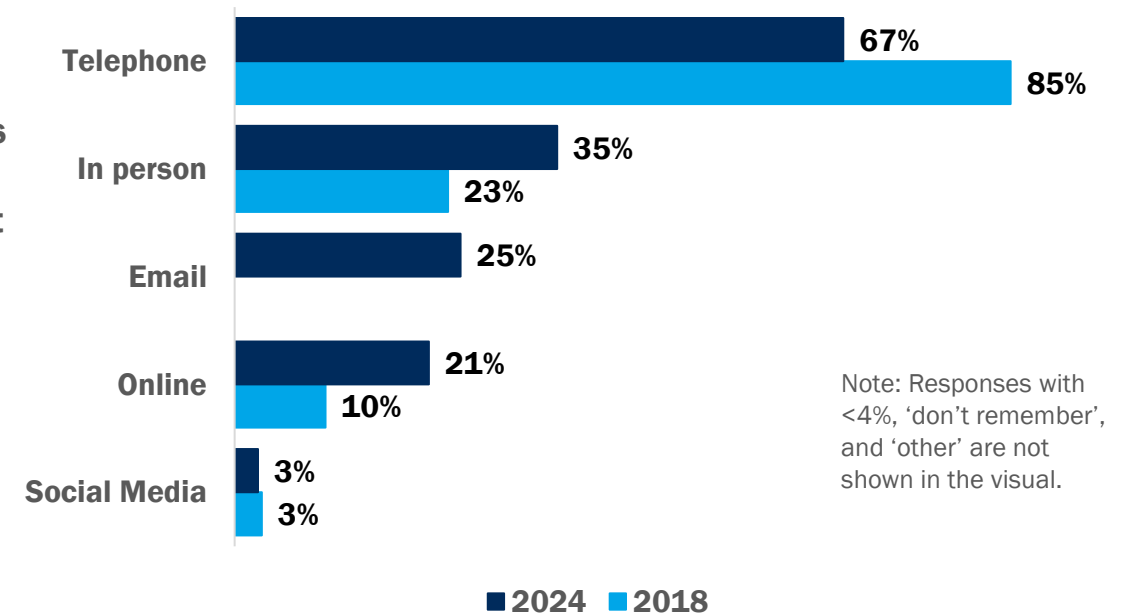
The majority of residents have contacted the Town in the past year (59%). Of those who contacted the Town, 67% contacted the Town using the telephone.

Number of Times Contacting the Town in the Past Year



59% of residents contacted the Town in the past year.

Method of Contacting the Town



Q3. In the past year, approximately how many times, if any, have you interacted with the Town of Whitby?

Sample Size: n=592

Base: All respondents, excluding "Not sure" responses

Q4. How did you contact the Town of Whitby? If you tried more than one way, please list each.

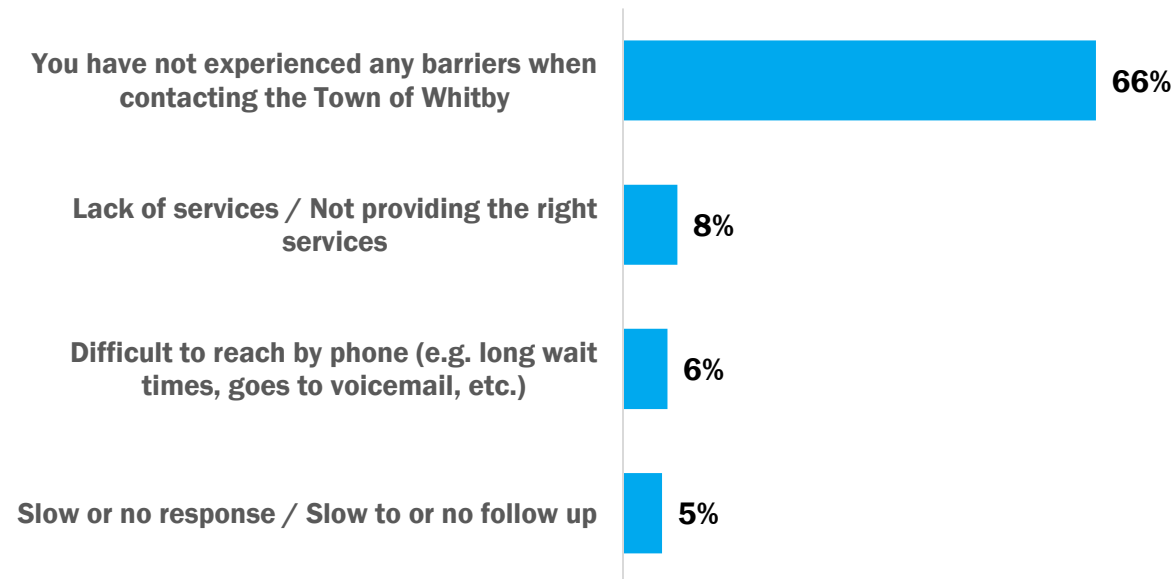
Sample Size: n=347

Base: Respondents that have interacted with the Town 1 to 8+ times in the past year, excluding "Other" and "Don't remember" responses

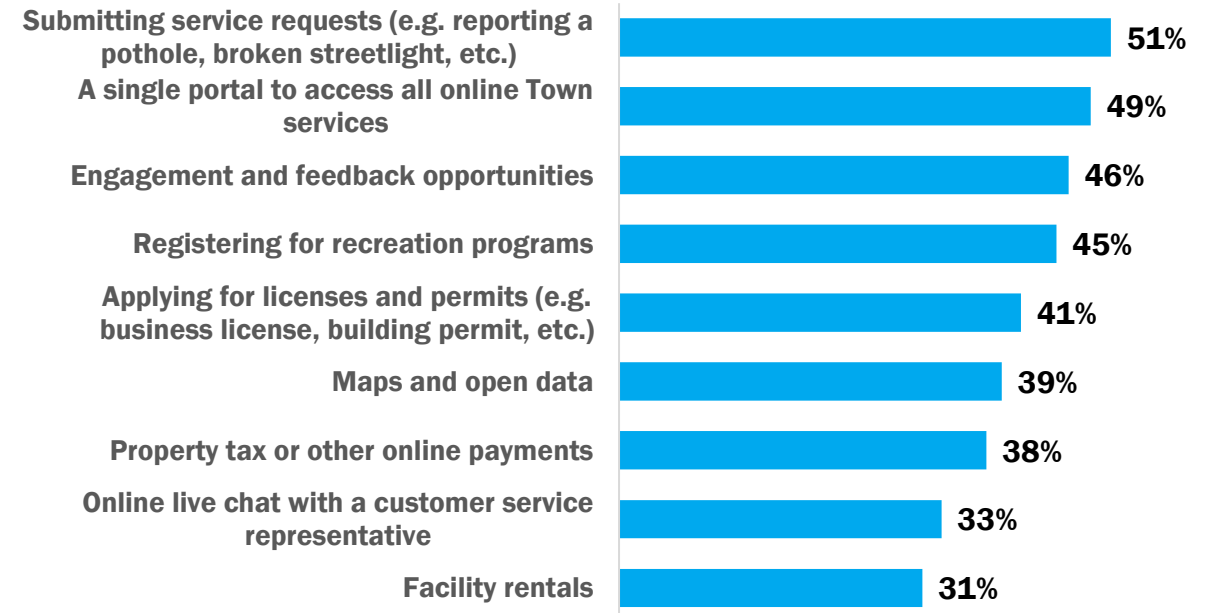
Improvements for Town Services

Of the residents that have interacted with the Town in the past year, two-thirds of residents don't face barriers when contacting the Town.

Top 3 Barriers to Services When Contacting the Town



Services to Improve/Offer Online

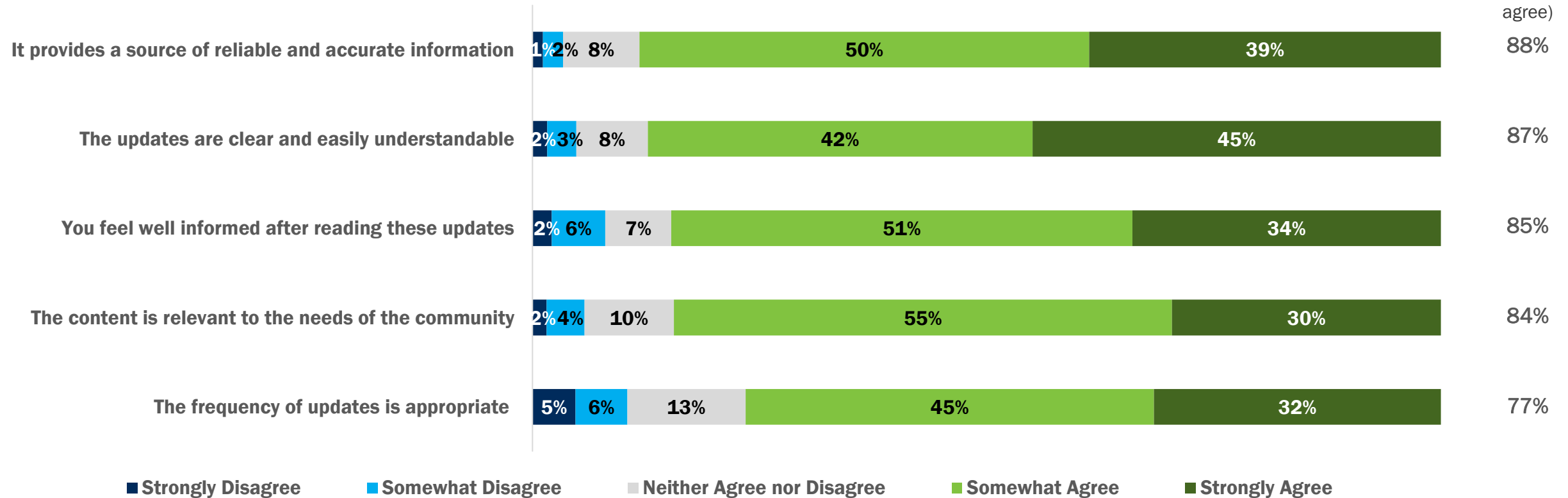


NEWQ1b. What, if any, barriers to services have you experienced when contacting the Town of Whitby? [MULTI-SELECT]
Sample Size: N=349 **Note:** responses with <5% are not shown in the visual.
Base: Respondents that have interacted with the Town 1 to 8+ times in the past year (CATI)

NEWQ6. What services, if any, would you like the Town of Whitby to offer or improve online? I will read you a list of services, please say yes or no to each service. [MULTI-SELECT]
Sample Size: N=601
Base: All respondents (CATI)

Nearly 9 in 10 residents agree that the Town is a source of reliable and accurate information. A similar proportion agree that Town updates are clear and easily understandable.

TOP2
(somewhat/strongly agree)



NEWQ2. I am going to read you a list of statements. Thinking about the updates and information you receive from the Town of Whitby, we would like to know if you strongly agree, somewhat agree, somewhat disagree, strongly disagree, or neither agree nor disagree with each.

Sample Size: n=437

Base: Respondents who use various sources to get updates or information from the Town about what's happening in Whitby (CATI), excluding "Not sure" responses

Participant Demographics

Gender	Forum Survey 2024 (u/w)	StatsCan Census (2021)
Female	56%	52%
Male	44%	48%
Age		
18 to 34	5%	29%
35 to 44	9%	18%
45 to 54	21%	18%
55 to 64	24%	16%
65 or older	41%	18%

Notes:

Gender, age, education, and income percentages from 2021 Census represent residents 15 years of age and older.

Prefer not to answer was excluded from the calculation.

For education, elementary school was excluded from the calculation.

StatsCan Sources: Statistics Canada. Census Profile, 2021 Census

Education	Forum Survey 2024 (u/w)	StatsCan Census (2021)
High School	18%	31%
Post secondary below bachelors	42%	34%
Bachelor's degree or higher	40%	35%
Income		
Less than \$20,000	3%	2%
\$20,000 to just under \$40,000	8%	7%
\$40,000 to just under \$60,000	12%	9%
\$60,000 to just under \$80,000	21%	10%
\$80,000 to just under \$100,000	16%	10%
\$100,000 and over	40%	61%



Thank You



**FORUM
RESEARCH**





Town of Whitby

2020 COMMUNITY SURVEY

- Detailed Findings

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Introduction & Methodology

Goal

- The Town of Whitby commissioned Ipsos to undertake the Town's second biennial community survey to better understand the needs, expectations, priorities, and perceptions of its residents.

From October 5 to 25, more than 1,600 people participated in the survey.

- Telephone survey: both cell phones and landlines via live agent Computer Assisted Telephone Interviewing (CATI)
 - 400 participants (same as 2018)
- Online survey: via the Town's Connect Whitby site
 - 1,255 participants (up from 1,215 in 2018)

Given the sample size, the margin of error is $\pm 2.4\%$, 19 times out of 20.

Note: Due to rounding, numbers presented throughout may not add up to totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Where indicated, **TOP2** indicates a combination of the two positive dimensions such as "Strongly agree" and "Somewhat agree" or "Good" and "Excellent." **TOP3** indicates a combination of the three most positive responses such as 8, 9 or 10 on a 10-point scale.

Please note that on slides that include a TOP2 OR TOP3 BOX, the figure has been adjusted to add up to the sum of the numbers that are being combined rather than the statistical combination.

COVID-19 in Context

Concerns about COVID-19 among Canadians are very much focused on economic concerns (compared to health), however perceptions are starting to see this shift.

- 62% of Canadians believe that COVID-19 will have a financial impact on them and their family.
- 72% of Canadians agree that the economy will get worse in 2021.
- 41% of Canadians are worried about losing their job (down from 55% in April).

Canadians are more likely to see COVID-19 as a national threat than a threat to themselves or their community, but these proportions continue to climb.

- Only 35% of Canadians see COVID-19 as a threat to their community, compared to 57% for Canada and 76% for the world.
- As case numbers rise, more and more Canadians personally know who has had COVID-19 (now at 31%, compared to 11% in April). Personally knowing someone who has contracted the virus heightens one's perceived threat.
- 84% of Canadians think the Coronavirus is not contained and the number of people that will get infected will increase.
- Nationally, 51% of Canadians are satisfied with the way that their municipal government is handling COVID-19, compared to 55% for the provincial government and 48% for the Federal Government.

Executive Summary

LIVING IN WHITBY

Despite the challenges that residents have faced as a result of COVID-19, **perceptions of quality of life in Whitby have remained high (86%)**. In fact, **residents are now more likely to recommend the Town as a place to live**, mainly because it is perceived as safe, enjoyable, clean and friendly, with good access to amenities.

COMMUNICATION WITH RESIDENTS

The majority (70%) of residents have been satisfied with the information they have received related to the pandemic. Digital channels represented the most common ways that residents learn about what's happening in the Town.

VALUES + PRIORITIES

Residents indicate their **top priorities** include more local job opportunities, more green spaces, and enhanced communications and community engagement. An increasing number also perceive that they are getting **value for their tax dollar** (84%, up from 80% in 2018 and 77% in 2016).

CUSTOMER SERVICE

Despite the need for service changes related to COVID-19, **residents continue to express high and growing satisfaction with the quality of services provided by the Town**. Residents indicated a high-level satisfaction (average of 90%) with the knowledge, fairness and courtesy of customer service staff.

WORKING IN WHITBY

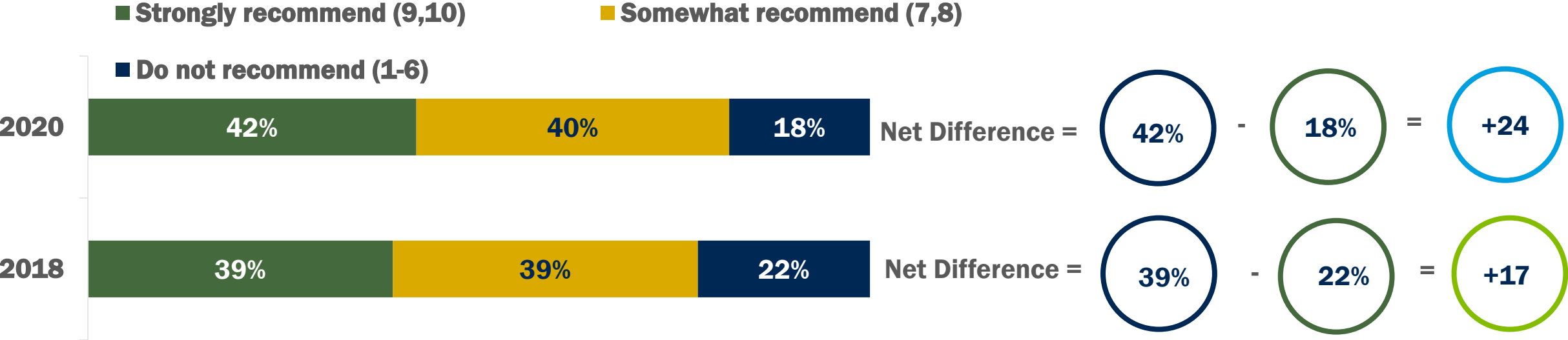
Perceptions of working in Whitby have improved since 2018: 80% of respondents said they are proud to say they work in Whitby (up from 76% in 2018) and a growing number said it is a good location to work (73%, up from 62% in 2018). Most also say they would recommend it as a place to work (62%).



Quality of Life

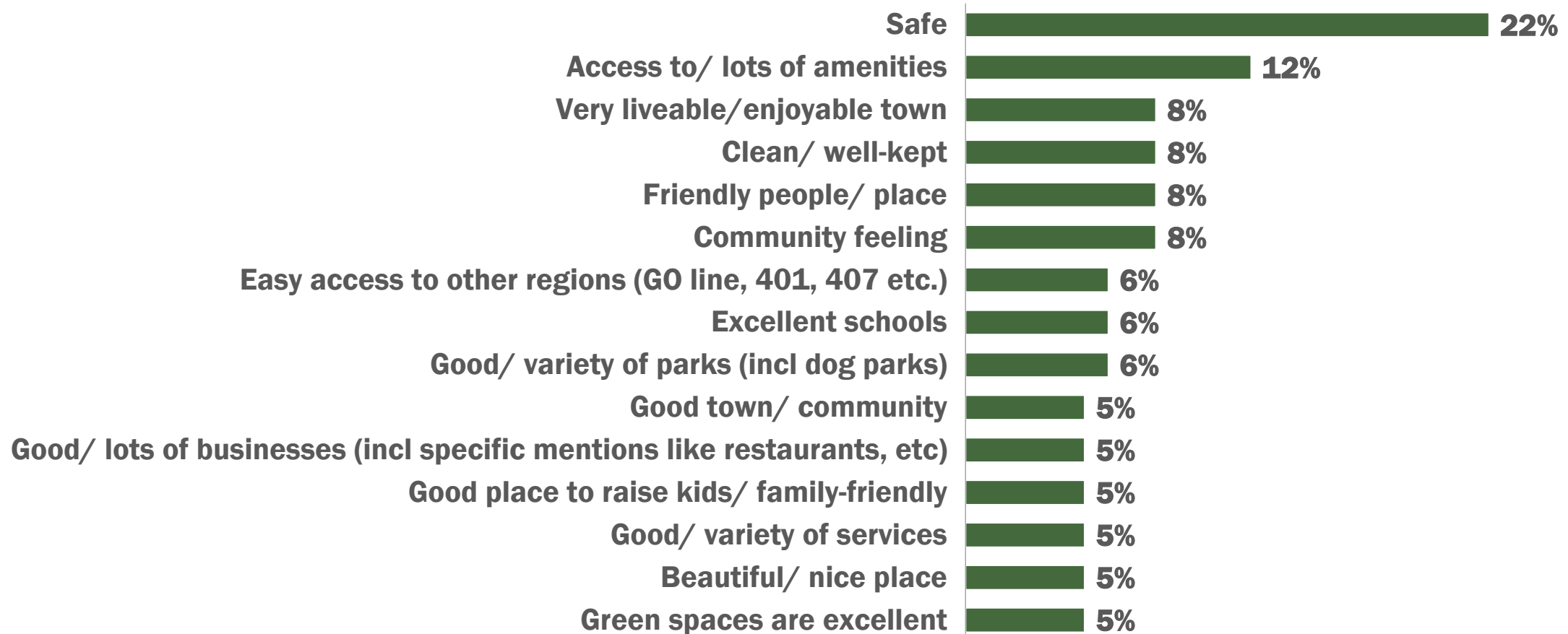
Recommending Whitby As a Place to Live

The number of residents who would recommend Whitby as a place to live has increased since 2018, while the number of people who would not recommend the town has declined. On a ten-point scale, 42% of residents responded with a 9 or 10 when asked if they would recommend Whitby as a place to live. Only 18% of residents responded with a score of 6 or less.



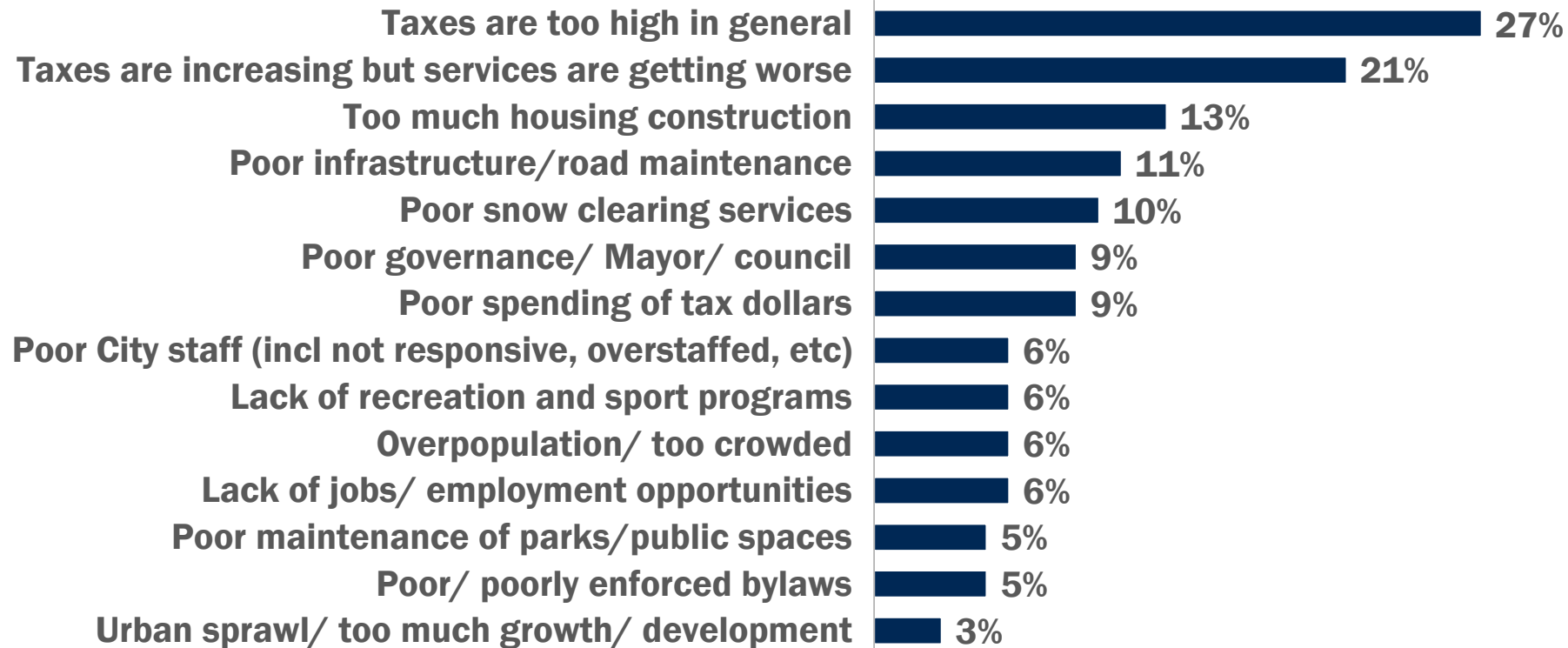
Recommending Whitby as a Place to Live

Of the respondents who were likely to recommend Whitby as a place to live (8-10 on a 10-point scale), they are most likely to indicate that the Town is very safe (22%) or that the Town has access to lots of amenities (12%).



Not Recommending Whitby as a Place to Live

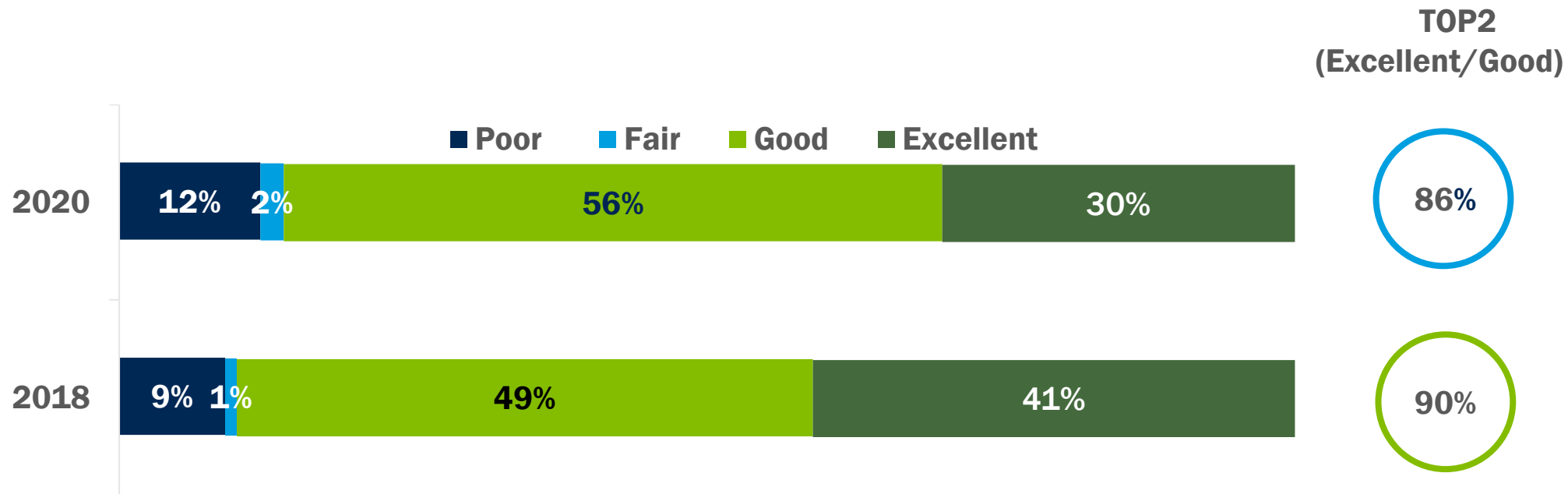
Respondents who were least likely to recommend Whitby as a place to live (1-3) indicate that taxes are too high (27%) or taxes are increasing, but services are getting worse.



Quality of Life

A large majority (TOP2: 86%) of respondents surveyed reported overall quality of life in Whitby as excellent (30%) or good (56%).

Fewer people described quality of life in Whitby as excellent compared to 2018 (down 11 points), not surprising given the impact of COVID-19 on the everyday lives of people.



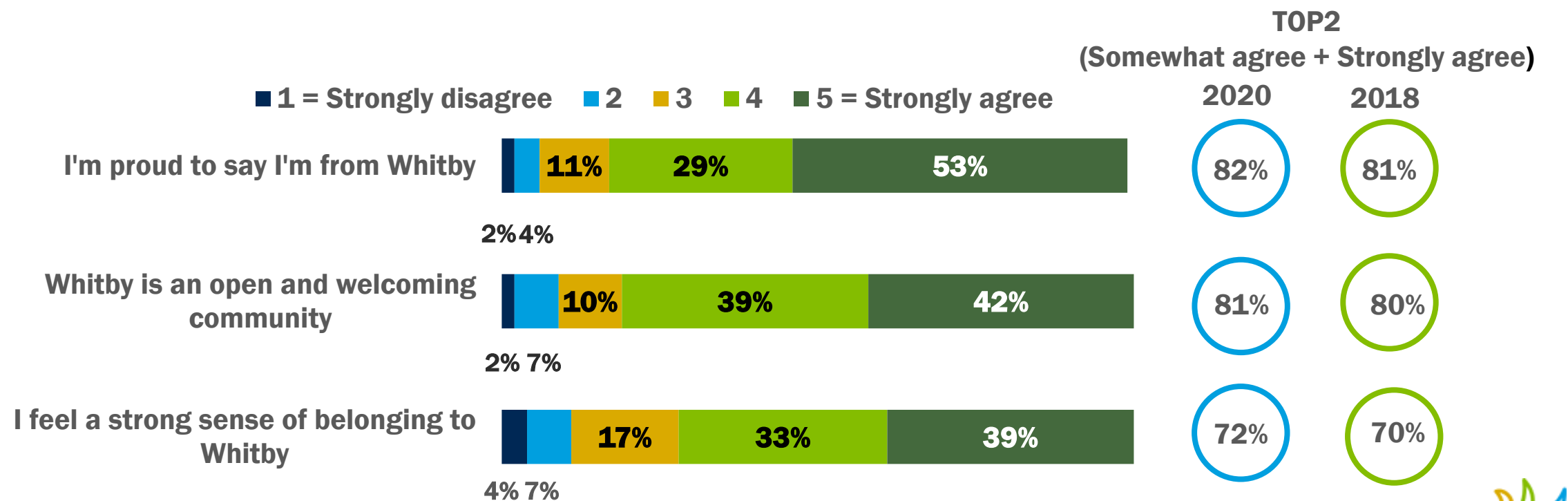
Rating of Overall Quality of Life

Perceptions of quality of life being excellent is higher among those with higher levels of education. Residents between the ages of 18 and 24 are the most likely to provide 'fair' ratings of the quality of life in Whitby.

	AGE						EDUCATION				
	18-24	25-34	35-44	45-54	55-64	65 or older	High School	College	Univ. cert. or diploma	Bachelors	Masters
Excellent	23%	33%	27%	32%	33%	33%	26%	28%	32%	35%	35%
Good	46%	58%	60%	56%	57%	58%	61%	60%	59%	57%	54%
Fair	27%	7%	10%	11%	9%	9%	12%	11%	8%	8%	11%
Poor	5%	2%	3%	1%	1%	1%	1%	2%	2%	1%	1%

Living in Whitby

Eight in ten (TOP2: 82%) respondents say they are proud to say they are from Whitby. A similar proportion (TOP2: 81%) say Whitby is an open and welcoming community. While, seven in ten (TOP2: 72%) continue to say they have a strong sense of belonging to Whitby.





Values + Priorities

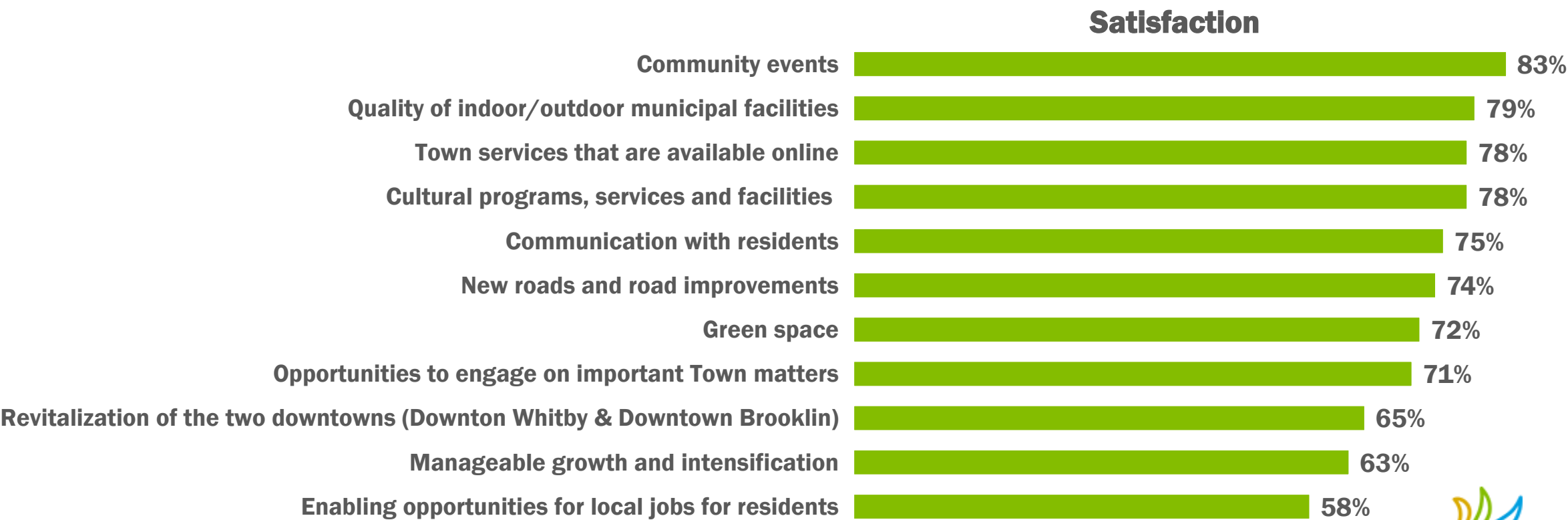
Priorities For the Town

When asked to indicate the importance of a list of priorities, residents indicated local jobs for residents (94%) and communication with residents as most important. This is followed by opportunities to engage on important Town matters (92%), new roads & road improvements (91%) and more green space (90%).



Satisfaction with Priorities

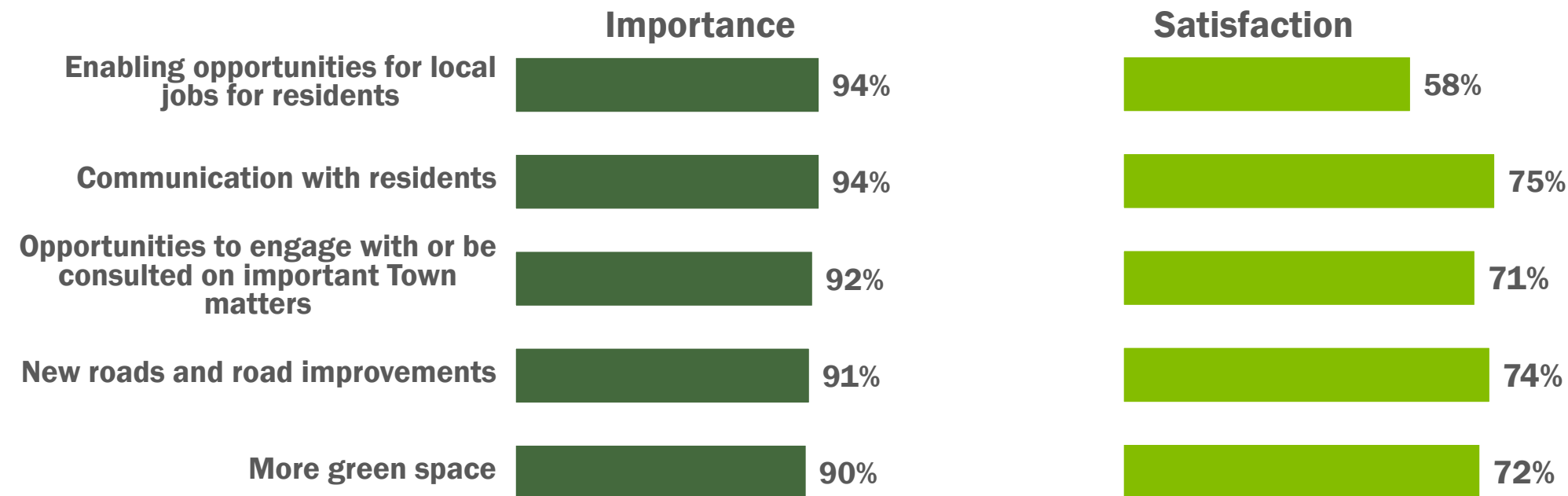
When asked to rate their satisfaction with Town priorities, residents indicate they are satisfied most with community events (83%), the quality of indoor/outdoor municipal facilities (79%), more Town services being available online (78%), and cultural programs, services and facilities (78%). Residents were least satisfied with local jobs for residents (58%).



Top Five Priorities For Residents

Looking at the top five priorities, a majority of residents are satisfied with how the Town is addressing all of them. However, the biggest gap between importance and satisfaction is found for enabling opportunities for local jobs.

In 2016, when residents were asked their level of satisfaction with the quality of communications on a scale of 0 to 10, 64% said they were very satisfied (25%) or satisfied (39%) with communications.





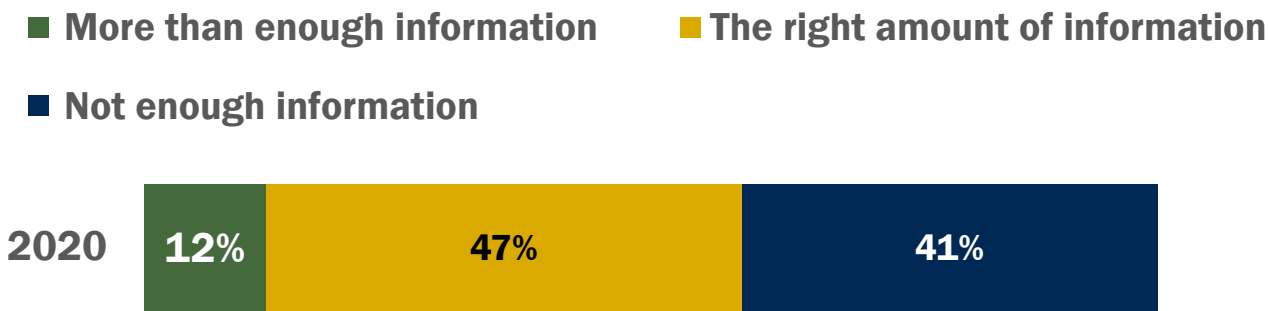
Communication With Residents

Town Information on COVID-19

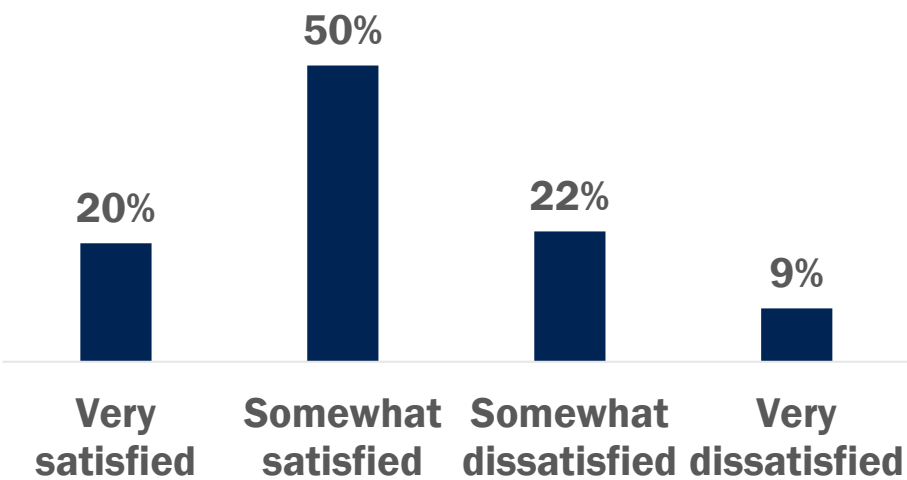
A total of six in ten residents say they received the right amount of information from the Town about facility, service, or program changes resulting from COVID-19 (47%) or say they received too much information about these topics (12%).

Seven in ten (TOP2: 70%) residents are satisfied with the information they received from the Town on these changes.

Assessment of amount of information



Satisfaction with information



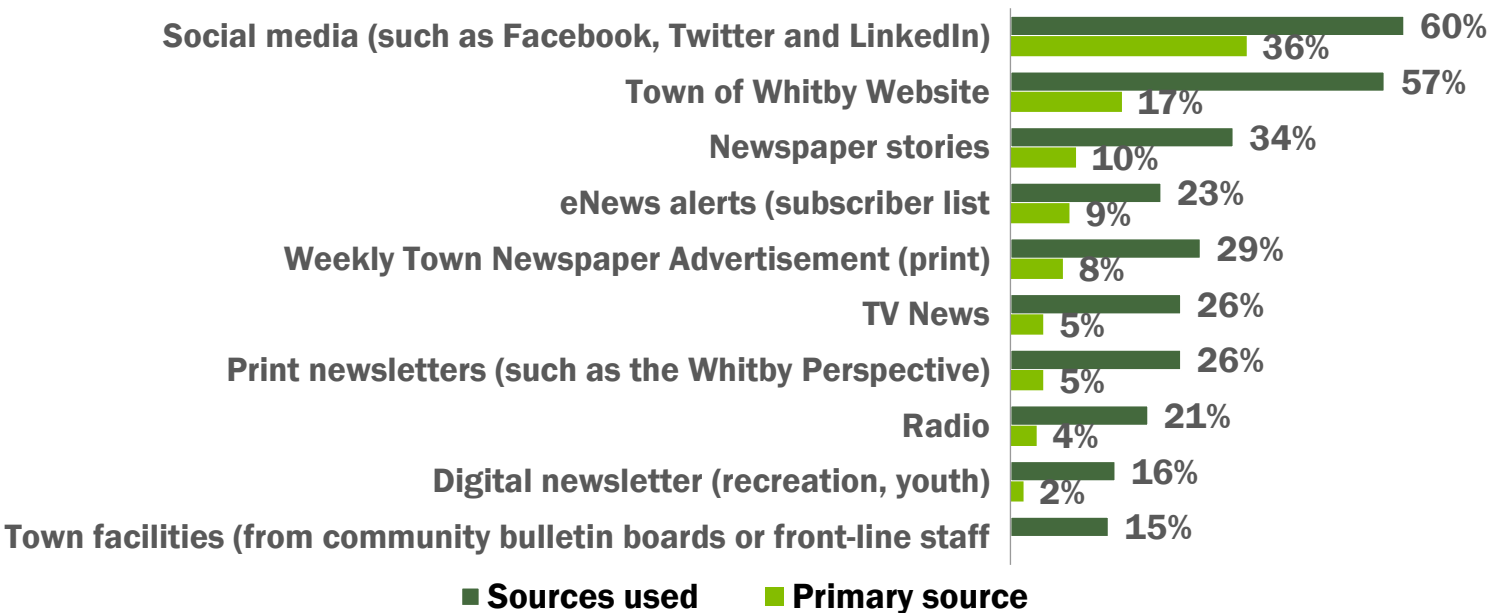
18 – © Ipsos Q14c. Do you feel that you received enough, not enough, or the right amount of information about Town facility, service and program changes being implemented as a result of the coronavirus or COVID-19? Base: All Respondents excluding 'Don't know' and 'Refused' (n=1644); Q14d. How satisfied would you say that you are with information about coronavirus or COVID-19 you received from the Town of Whitby? Base: All Respondents excluding 'Don't know' and 'Refused' n=1644

Getting Updates About the Town

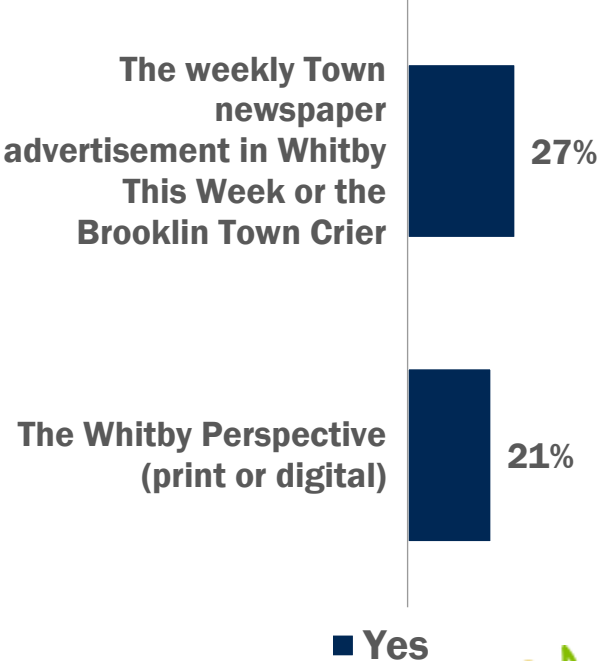
Over half of respondents continue to indicate digital channels as their primary source of getting updates about what’s happening in the Town. Examples include social media (36%) and the Town’s website (17%).

One-quarter of residents read the weekly Town newspaper advertisement in ‘Whitby This Week’ or ‘The Brooklin Town Crier’, while a smaller proportion, two in ten (21%), read the ‘Whitby Perspective’ (print or digital).

Sources of Information



Do you read the following?

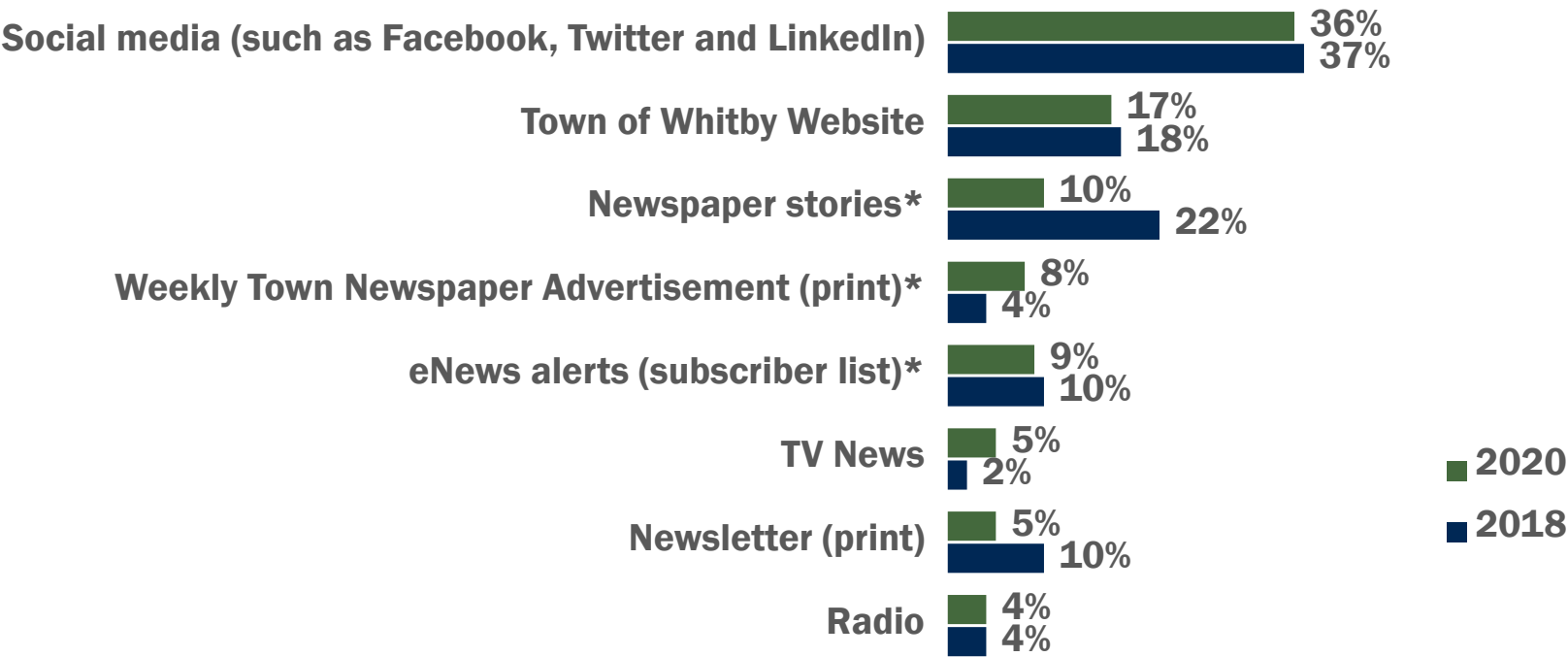


Q13. Which of the following, if any, is a source you use to get updates or information about what’s happening in the Town of Whitby?
Base: All Respondents n=1655; “Other” and “Don’t remember” not shown
Q14. You identified a number of sources that you use to get information about what’s happening in the Town of Whitby. Which of the sources you identified would you say is your primary one? Base: All Respondents n=1655; “Other” and “Don’t remember” not shown
Q15. Do you read the following Town publications...? Base: All Respondents n=1655 ;Mentions of less than 3% not shown

Primary Ways of Accessing Town Information

Digital channels are the primary way residents access information on what's happening in the Town.

Compared to 2018, digital is now preferred over print. The proportion of residents who access information via newspapers is down considerably (10%, down from 22% in 2018).



* Newspaper stories was Newspapers in 2018; *Weekly Town Newspaper Advertisement (print) was Town Page in 2018; * eNews alerts (subscriber list) was Newsletter in 2018



Primary Ways of Accessing Town Information

The primary ways of accessing Town information varies by age, with younger residents (under the age of 45) more likely to use social media, while older residents (aged 65 or older) are more likely to use the Weekly Town Newspaper Advertisement (print).

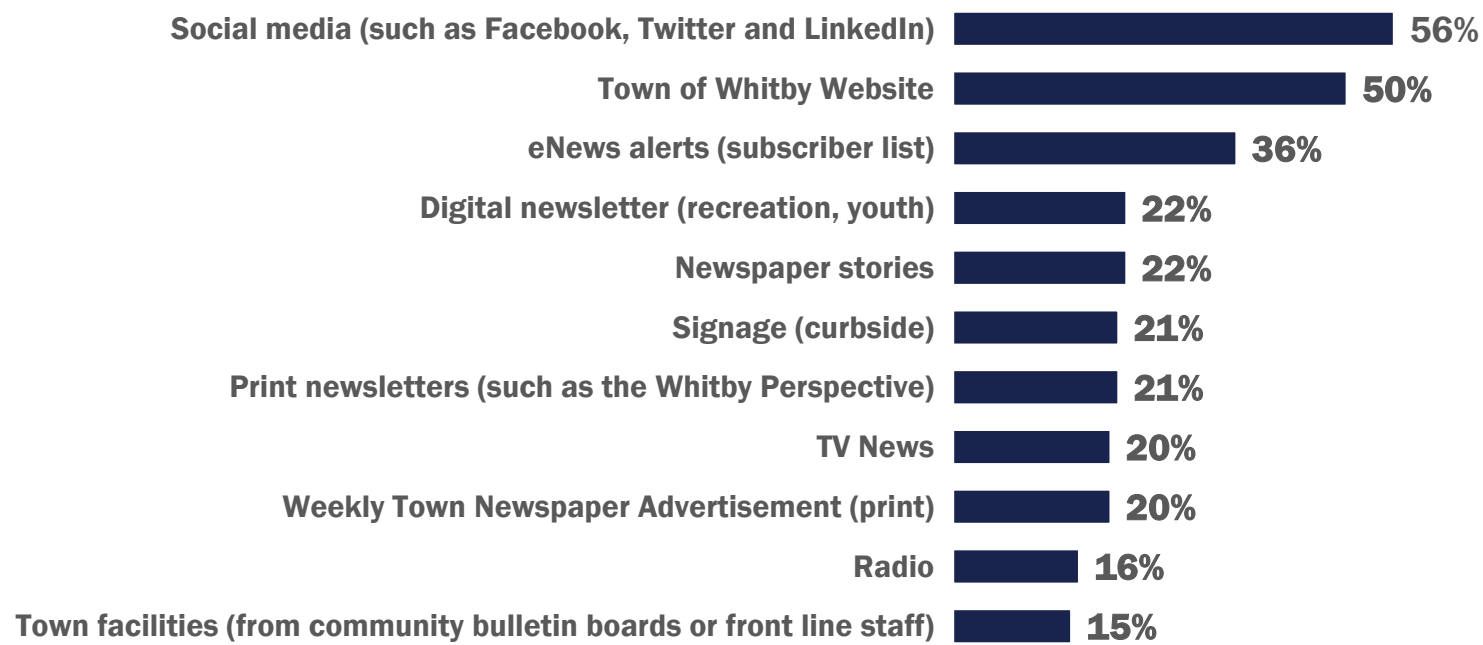
	AGE					
	18-24	25-34	35-44	45-54	55-64	65 or older
Social media (such as Facebook, Twitter and LinkedIn)Very good value for your money	49%	45%	50%	39%	24%	13%
Town of Whitby Website	6%	21%	17%	16%	20%	20%
Newspaper stories	10%	5%	6%	9%	14%	14%
eNews alerts (subscriber list)	0%	12%	10%	10%	8%	8%
Weekly Town Newspaper Advertisement (print)	3%	5%	3%	7%	12%	19%

Preferred Methods for Town Communications

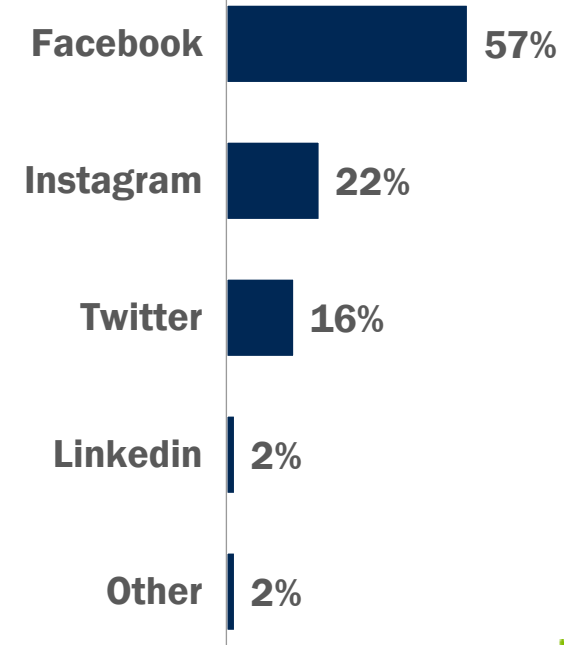
Social media (56%) and the Town’s website (50%) are the most preferred ways in which residents would like the Town to communicate with them, followed by eNews alerts (36%).

Of those who said social media, the most frequently used platform used by residents in their day-to-day life is Facebook (57%), followed by Instagram (22%) and Twitter (16%).

Preferred methods for Town communicating with them



Most frequently used social media platform

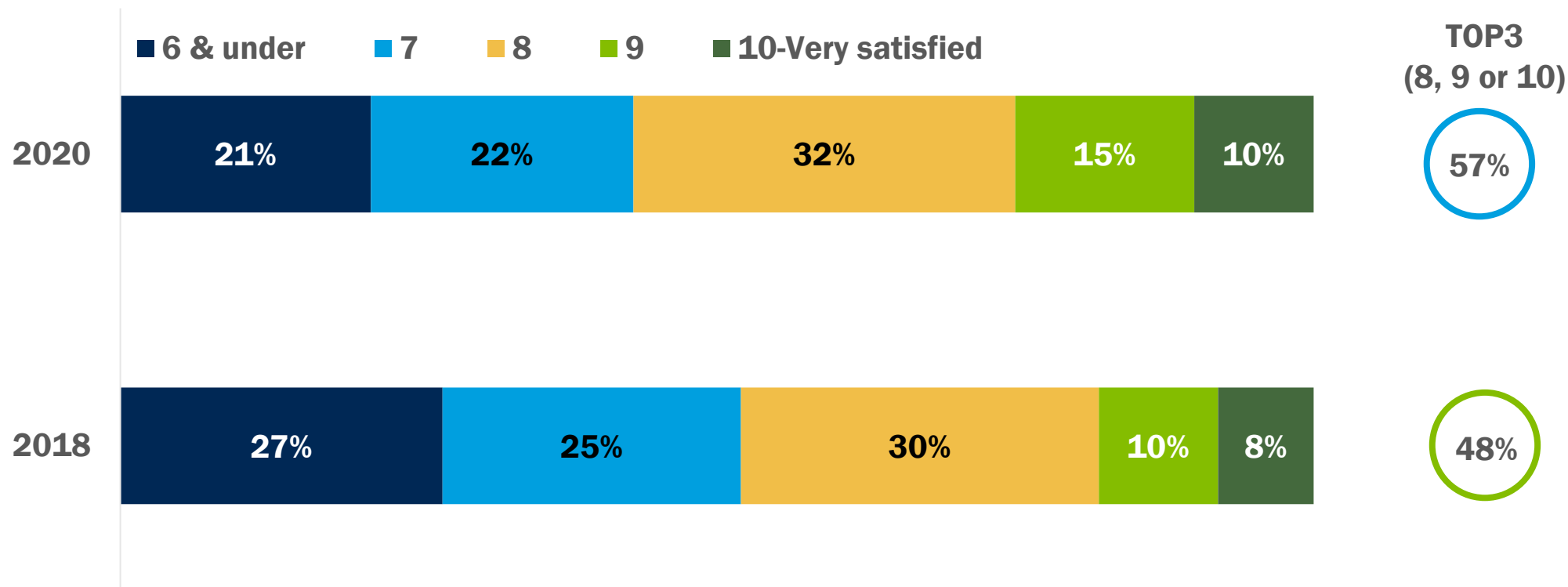




Quality of Services & Customer Service

Quality of Services Provided by the Town

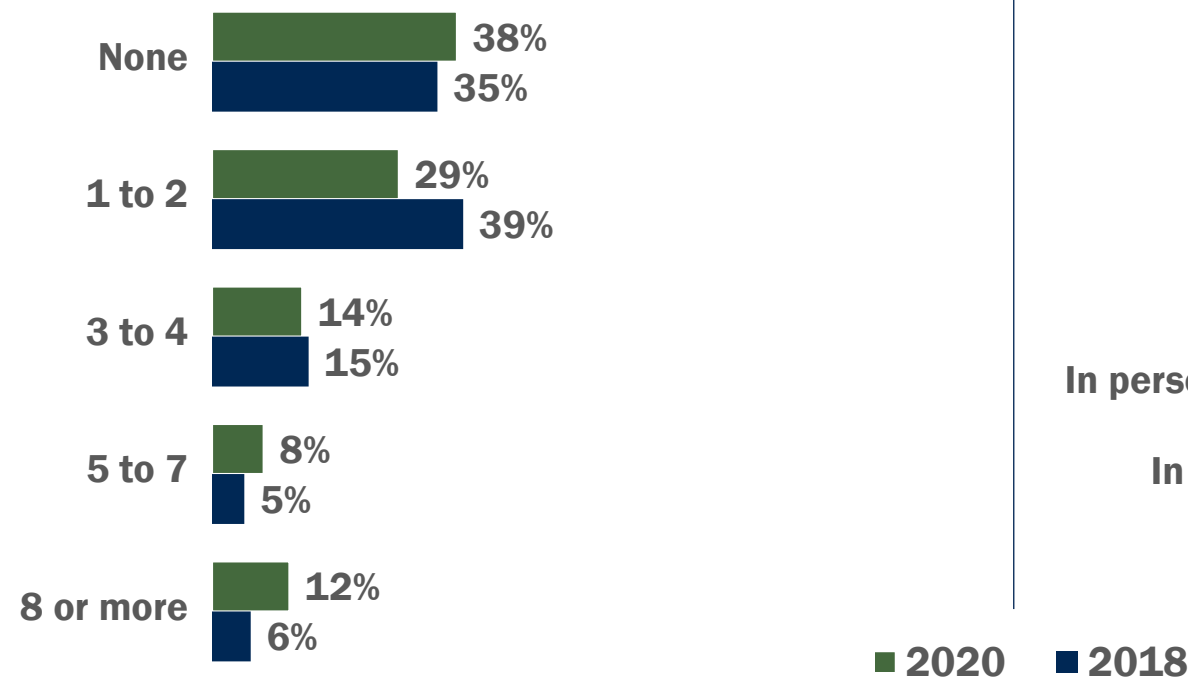
Residents were asked to rate their satisfaction with the quality of the services provided by the Town of Whitby using a scale of 1 (not at all satisfied) to 10 (very satisfied). Three-quarters of residents rate the quality of services provided by the Town as 7 or better out of ten, with more than half (57%) indicating that they are very satisfied (rated satisfaction 8, 9 or 10) with the quality of the services. This proportion has grown (up 9 percentage points from 2018).



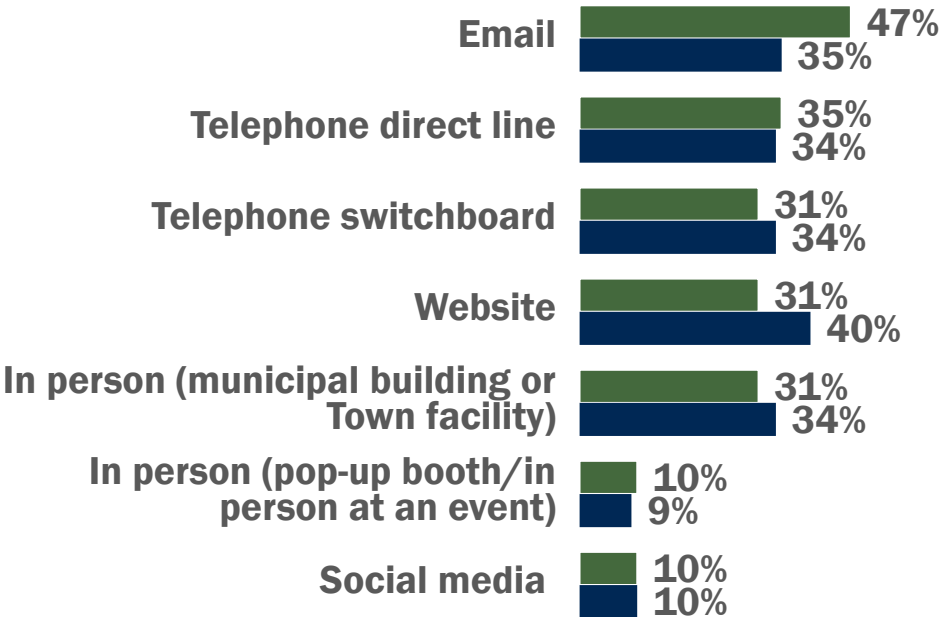
Contacting the Town

Six in ten (62%) respondents contacted the Town of Whitby in the past year, including three in ten (29%) indicating that they contacted the Town 1 to 2 times (down 10 percentage points from 2018). Of those who indicated they contacted the Town in the last year, about half (47%) used e-mail, followed by approximately one-third who used telephone direct line (35%).

Number of times contacted the Town in the past year



Method of contacting the Town



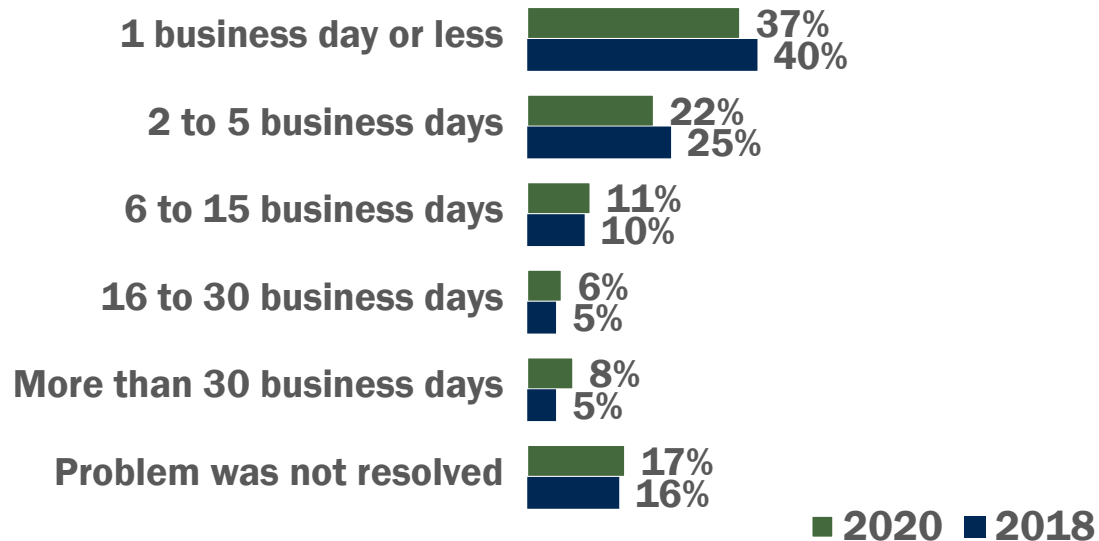
(Left) Q3. In the past year, approximately how many times, if any, have you contacted the Town of Whitby? By contacted we mean contacting the government by telephone, e-mail, or in person, being involved with a Town program, visiting a Town facility, or accessing a service, such as a permit. (Right) Q4. How did you contact the Town of Whitby? If you tried more than one way, please tell me each. Base: n=1408 (left); n=1127 (Right multiple response question, results may be greater than 100%)
Base: (Left) Exclude “Not sure”; (Right) Those who contacted the Town; “By mail, Other”, “Don’t remember” not shown

Inquiry Resolution

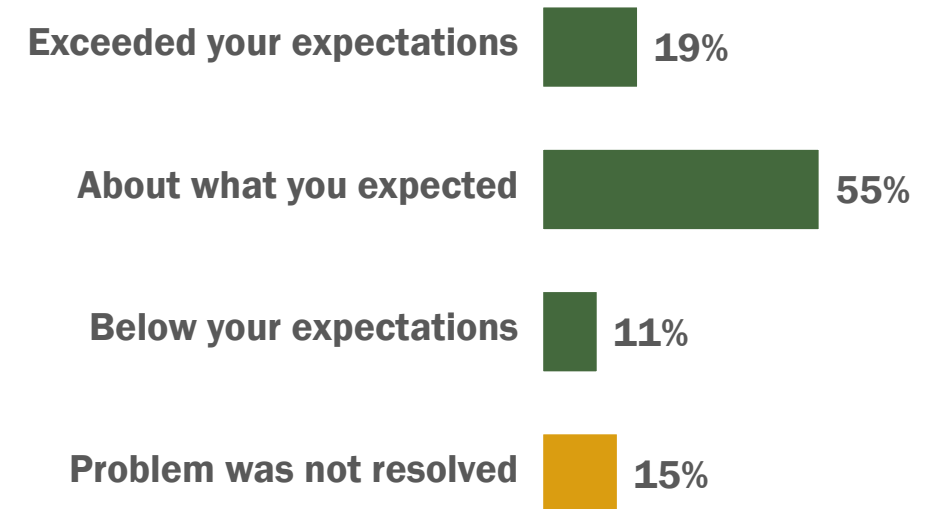
Of those who contacted the Town, about four in ten (37%) respondents say their most recent inquiry was resolved within 1 business day or less, followed by one in five (22%) who say 2 to 5 business days. About two in ten (17%) say their inquiry was not resolved.

Of those who contacted the Town, a majority (55%) say the time it took to resolve their most recent inquiry was about what they expected.

Business days for inquiry resolution



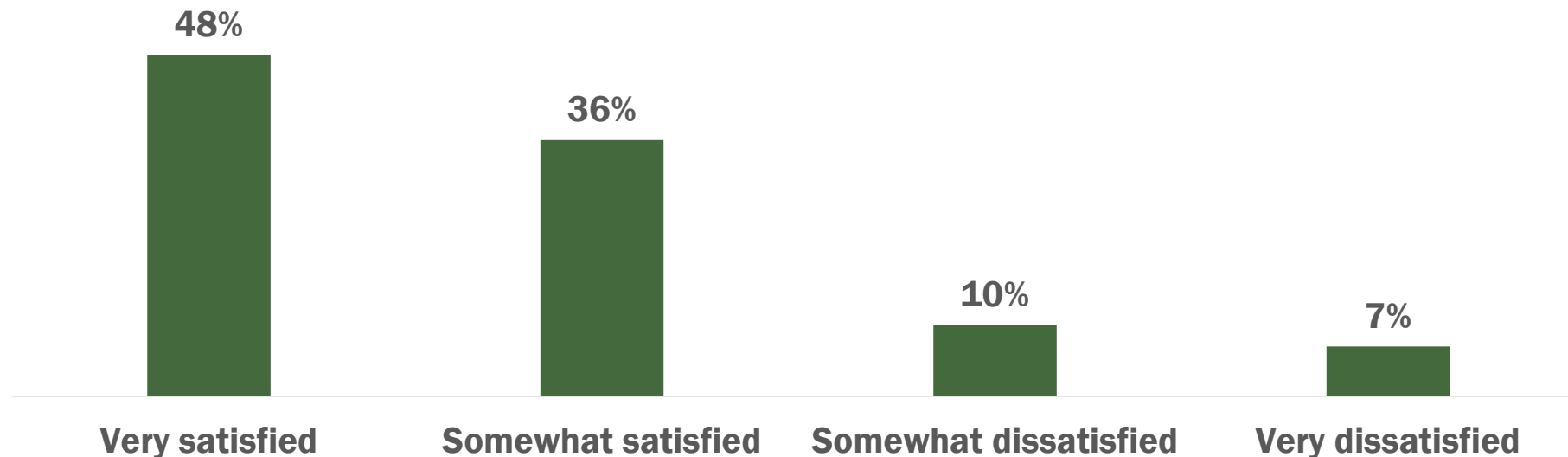
Satisfaction with inquiry resolution



(Left) Q8a. Based on your experience with the Town, approximately how long did your most recent request, inquiry, or question take to be resolved? (Right) Q4. How did you contact the Town of Whitby? If you tried more than one way, please tell me each. (Right) Q8c. Did the time it took to resolve your most recent request, inquiry, or question exceed your expectations, was below your expectations or about what you expected? Base: (Left) Respondents who had contact with the town, excluding those who said they “Do not recall or Don’t know” n=872 Right Base: Respondents who had contact with the Town excluding ‘Do not recall’, Don’t know’ and ‘Refused’) n=910

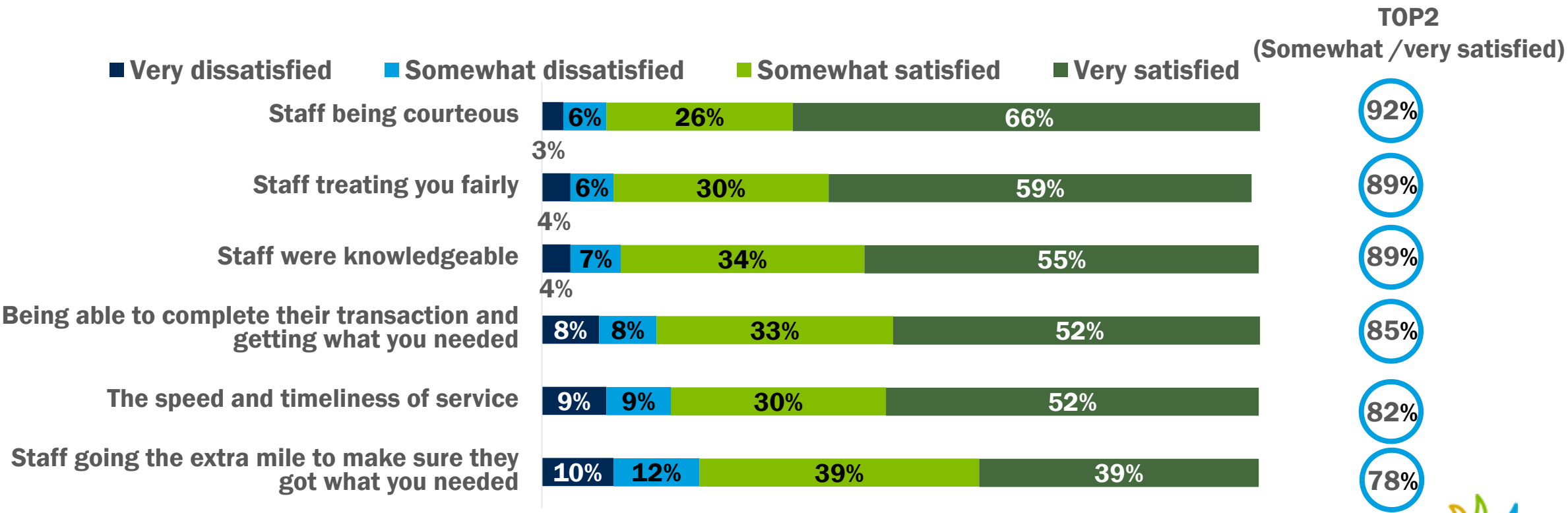
Satisfaction with Quality of Service Received When Contacting the Town

Of those who contacted the Town, a large majority (84%) are satisfied with the overall quality of service they received, including about half (48%) who are 'very satisfied'.



Customer Service Delivery

Large majority of respondents are satisfied with the Town’s customer service delivery, particularly on being courteous (66% very satisfied), followed by treating them fairly (59%) and being knowledgeable (55%).





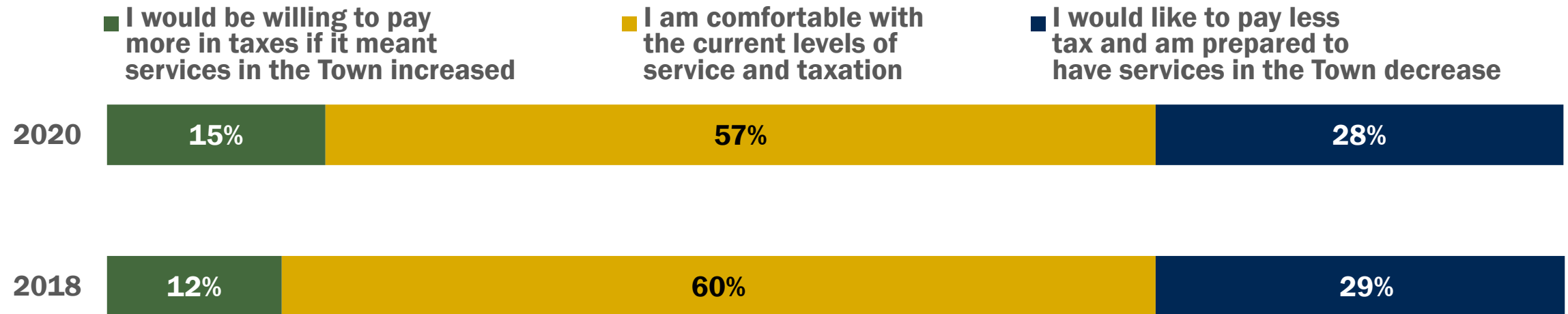
Value for Tax Dollars

Level of Taxation

The majority of respondents (57%) report that they are comfortable with the current level of services and taxation in the Town. Three in ten respondents (28%) indicate that they would like to pay less tax, while 15% would be willing to pay more taxes.

Since 2018, there has been a slight decline in the proportion of residents who prefer the status quo and a similar increase in the proportion who would be willing to pay more in taxes if services were increased.

In 2016, when residents were asked how likely they would be to support an increase in taxes, a total of 28% said they would be very likely (13%) or likely (15%) to support an increase in taxes.



Level of Taxation – by Age

A majority in most age groups are comfortable with current levels of service and taxation. About a third of those aged 25 to 64 indicate that they would like to pay less.

	AGE					
	18-24	25-34	35-44	45-54	55-64	65 or older
I would be willing to pay more in taxes if it meant services in the Town increased	35%	22%	9%	13%	6%	8%
I am comfortable with current levels of service and taxation	55%	41%	65%	53%	60%	71%
I would like to pay less tax and am prepared to have services in the Town decrease	10%	37%	26%	35%	34%	21%

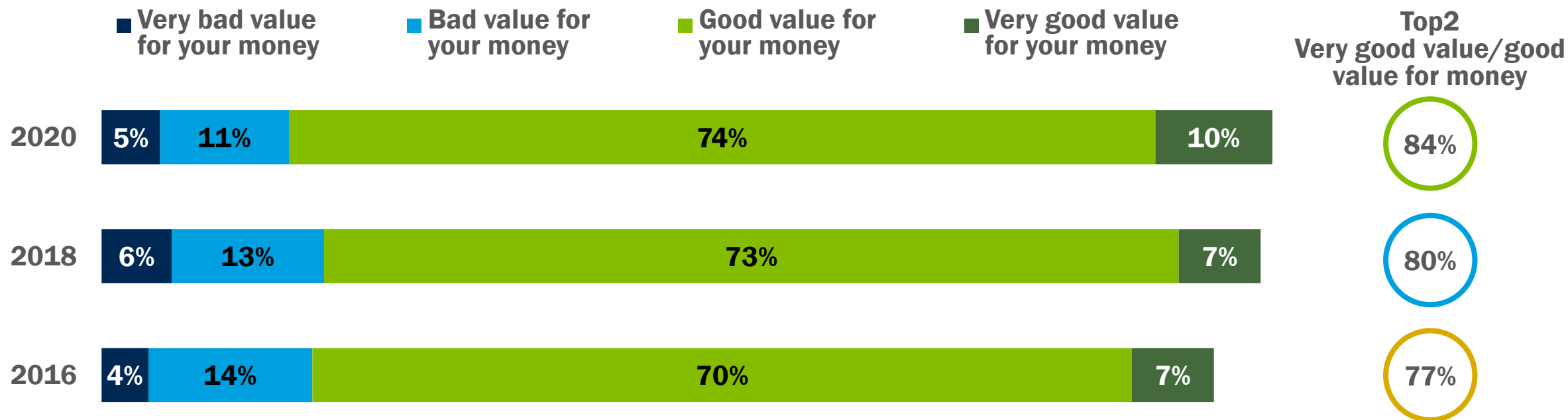
Level of Taxation – by Education

At least half of residents from all education groups are comfortable with current levels of service and taxation.

	Education				
	High School	College	Univ. cert. or diploma	Bachelors	Masters
I would be willing to pay more in taxes if it meant services in the Town increased	9%	16%	9%	18%	13%
I am comfortable with current levels of service and taxation	70%	53%	50%	58%	58%
I would like to pay less tax and am prepared to have services in the Town decrease	21%	30%	41%	24%	29%

Value for Tax Dollars

Respondents were asked to rate the value of services for their tax dollars using a scale of 1 (Not a good value at all) to 10 (Very good value). More than eight in ten rate the value of services as good (7, 8, 9 and 10). Residents are more likely to place good or very good value for the tax dollars they pay in 2020, compared to in 2018 (up 4%).



33 – © Ipsos

Q9a. Based on your experience with, or your general impressions of, the services provided by the Town of Whitby, would you say that these services are a good value for your tax dollars or not? Please use a number from 1 to 10, where 1 is not a good value at all, and 10 is very good value.

Base: n=1652 “Don’t know” not included

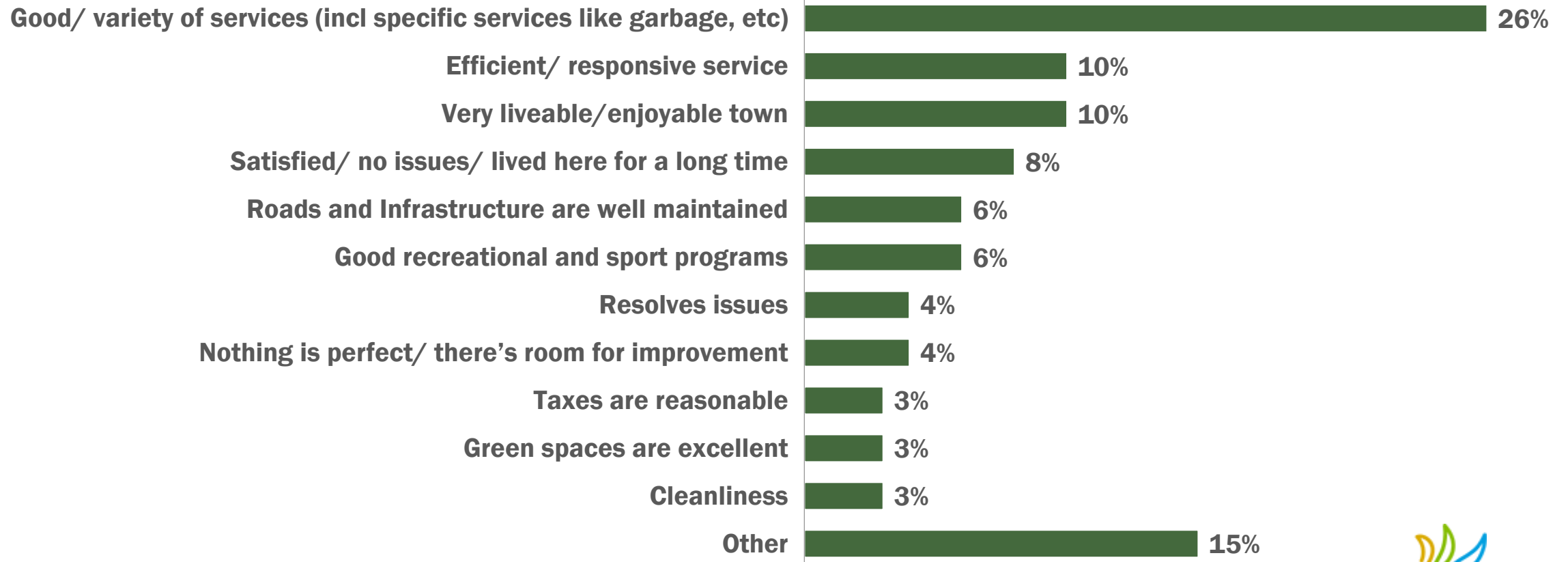
Value for Tax Dollars – By Likelihood to Recommend

Those who strongly or somewhat recommend Whitby as a place to live are more likely to indicate that they receive very good value for their tax dollars. Those who do not recommend the Town as a place to live are more inclined to indicate that they receive bad or very bad value. However, even among this last group, half say they receive good value.

	Likely to Recommend Whitby as a Place to Live		
	Strongly recommend	Somewhat recommend	Do not recommend
Very good value for your money	21%	2%	1%
Good value for your money	75%	85%	49%
Bad value for your money	4%	10%	23%
Very bad value for your money	0%	3%	27%

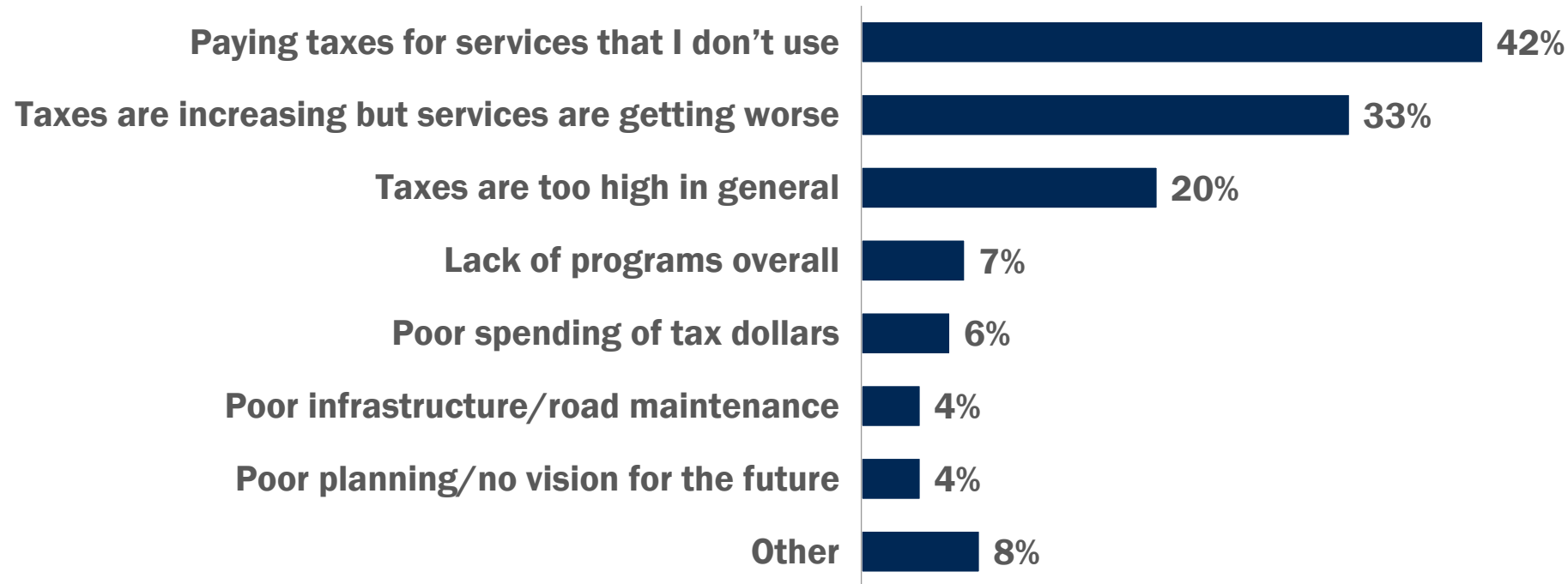
Reasons for Good Value for Tax Dollars

The top reasons Whitby residents indicate that they receive good value for their tax dollars are because of the variety of services they receive (26%), followed by efficient or responsive service (10%) or Whitby being an enjoyable town (10%).



Reasons for Poor Value for Tax Dollars

The top reasons Whitby residents indicate that services are not a good value for their tax dollars are paying taxes for services they don't use (42%), followed by the perception that taxes are increasing but services are getting worse (33%), or because they feel taxes are high in general (20%).



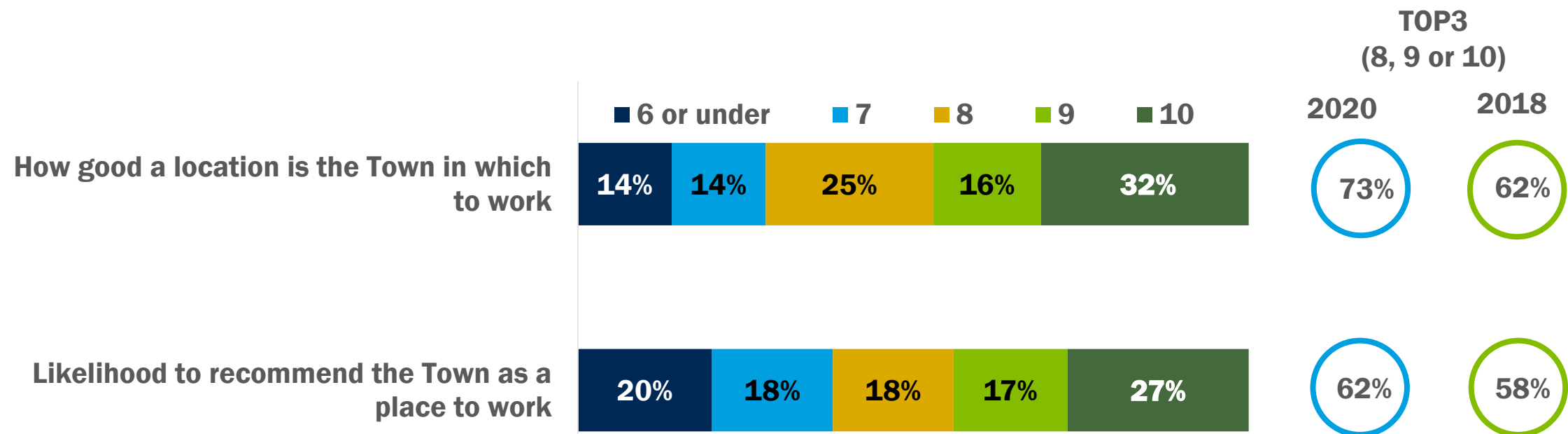


Working In Whitby

Working in Whitby

Among those who work in Whitby, more than seven in ten (TOP3: 73%) say Whitby is a good location in which to work, including half (48%) who say it is a very good place to work.

Six in ten (TOP3: 62%) are likely to recommend the Town as a place to work.



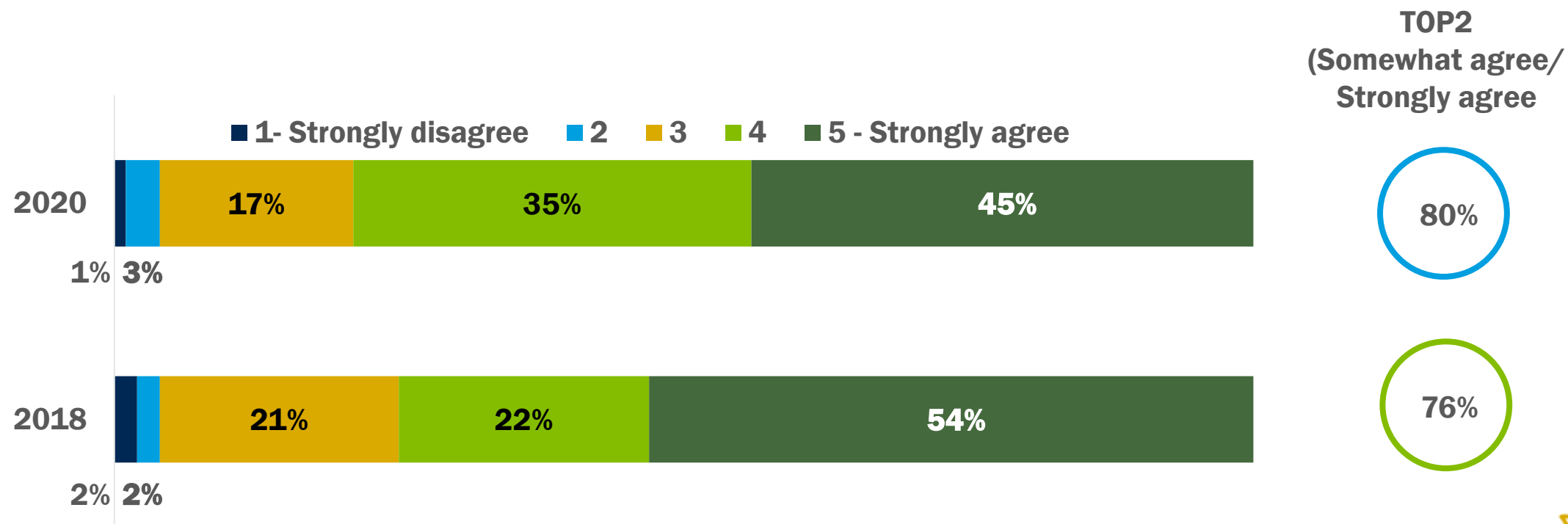
Q19. Earlier you said you work in the Town of Whitby, based on your experience, how good a location, or not, is the Town as a place in which to work? Please use a number from 1 to 10, where 1 is not good at all, and 10 is excellent.

Q20. How likely would you be to recommend Whitby as a place to work? Please use a number from 1 to 10, where 1 is not at all likely, and 10 is very likely.

Base: Respondents who work in Whitby n=338

Proud to Work in Whitby

Of those who work in Whitby, eight in ten (TOP2: 80%) of residents' state that they are proud to say they work in Whitby.



Creating a Great Place to Work

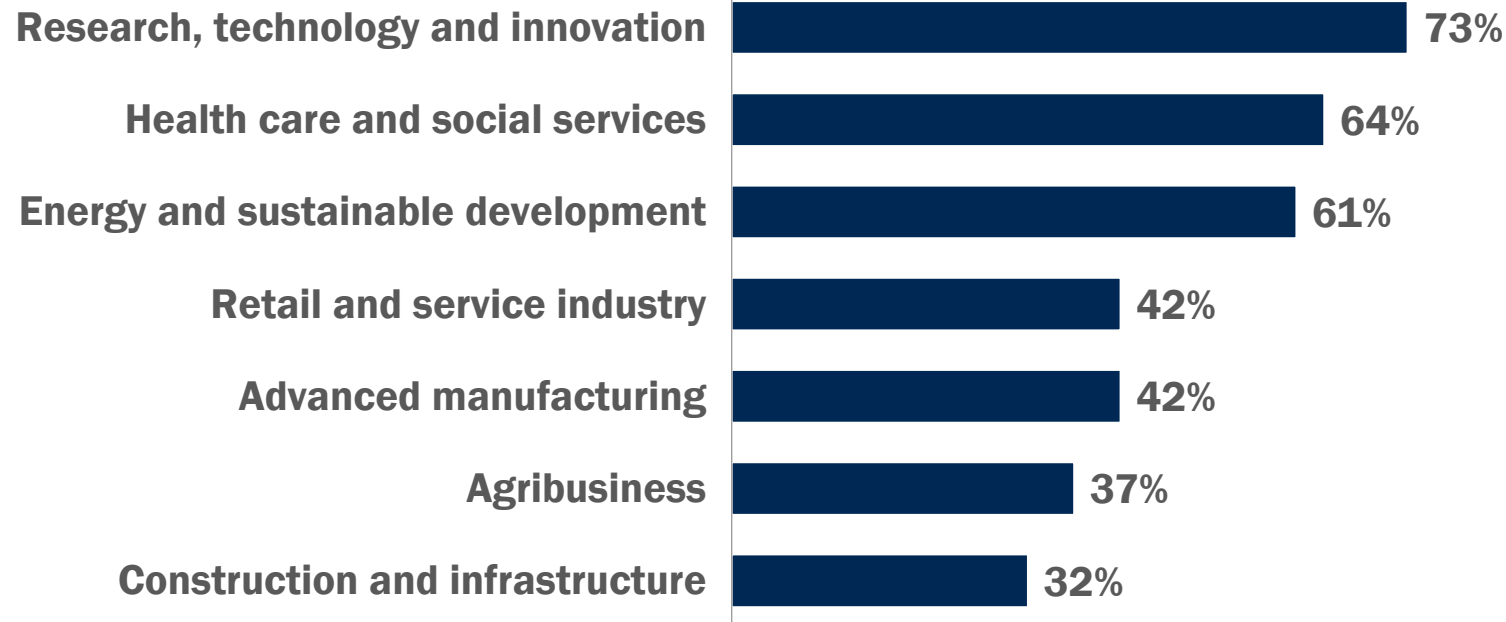
From residents' point of view, the top three priorities for making Whitby a good place to work is supporting local and small businesses (69%), developing community assets (66%) and providing a good quality of life (62%).



Types of Employment Whitby Should Attract

Respondents were asked what types of employment opportunities should the Town be focusing on attracting. The most common responses provided are jobs in research, technology and innovation (73%), followed by health care and social services (64%), and energy and sustainable development (61%).

Older residents are more likely than younger residents to want a focus on health care and social services, retail and service industry, advanced manufacturing and construction and infrastructure.



Top Recommendations

Despite the challenges faced from COVID-19, the Town is performing well overall in the eyes of residents.

- The Town should stay the course in its actions to deal with COVID-19 as a growing number of residents are satisfied with the services provided by the Town and say they are getting good value for their tax dollars.
- More residents recommend Whitby has a place to live compared to in 2018 (this was a key area of focus from the previous research). This is driven up by views of the Town as being safe, as well as residents' views of it as a small town, friendly community along with having amenities nearby. The Town should continue to focus on these aspects of Whitby in future campaigns as these are important to residents.
- One of the top priorities for Whitby residents is the provision of opportunities to create local jobs (particularly in light of the negative impacts of COVID-19 on the local economy). It is also the area in which residents are the least satisfied. The Town should communicate what it is doing in this area, particularly how it is assisting local and small businesses and its efforts in attracting jobs the areas of research, technology and innovation, health care and social services and energy and sustainable development, the top employment opportunities residents think the Town should attract.
- Social media is the most common way in which residents learn about what's happening in the Town. The Town should reach out to residents through their social media platforms, particularly Facebook, which is one of the main platforms that residents would like the Town to communicate with them.



Town of Whitby

2020 COMMUNITY SURVEY

- Detailed Findings

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Town of Whitby
2018 COMMUNITY SURVEY
FINAL RESULTS – FULL REPORT

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PURPOSE

The Town of Whitby commissioned a community survey in an continued effort to better understand the needs, expectations, priorities, and concerns of its residents and businesses.

The results of the survey were intended to enhance corporate strategic planning, improve program/service design, and deliver an enhanced resident experience.

Additionally, the community survey will be used to understand current levels of resident satisfaction, inform departmental service delivery changes, identify trends, contribute to service reviews, develop baseline performance data, and integrate into ongoing corporate strategy work.

The primary objectives of the survey were the following:

- Gauge overall impressions of quality of life in Whitby;
- Gauge awareness of and satisfaction with the Town's current programs and services;
- Assess views toward property taxes, investment, and overall decision-making and priority-setting within the Town;
- Identify citizen perceptions and expectations concerning specific municipal planning priorities given current rapid growth;
- Determine the level of satisfaction with Town communications, how they would like to receive information and preferred ways of engagement in the future; and,
- Determine the level of satisfaction with Town service channels, how they would like to receive services and preferred ways for service provision in the future.

METHODOLOGY

A stratified random sample was used that was representative of the Town's demographics.

Forum Research recruited this sample using random digit dialing (RDD) techniques, which will also be inclusive of cell-phone only (CPO) households.

Forum established strategies and techniques to minimize sample bias when conducting high-quality survey research. The response target was to obtain the highest response rate possible and have a number of established techniques to achieve this.

In addition to the telephone survey, Forum Research hosted an online survey that was linked to the Town's website.

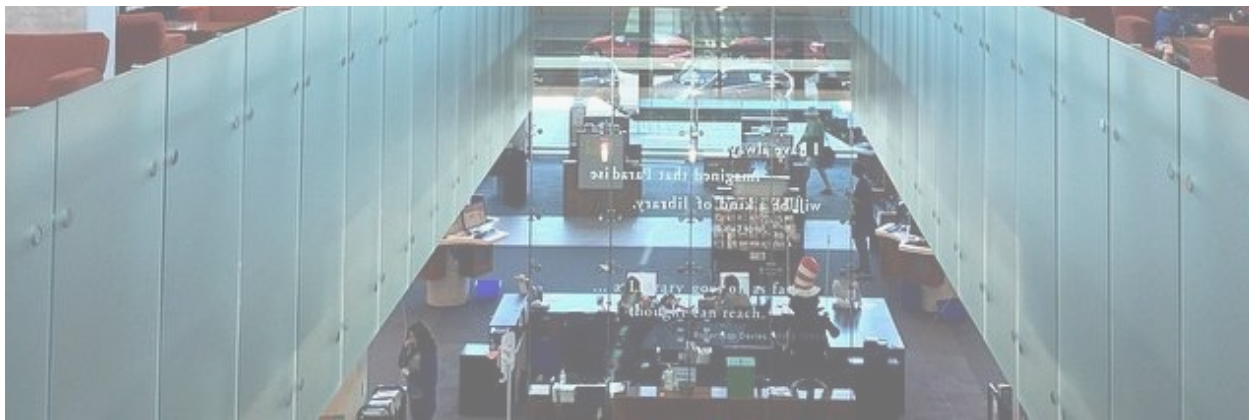
The online survey was open to any resident that chose to participate, and the opportunity was communicated to residents, and local businesses, through a number of communications channels.

Fieldwork Dates	June 18 – July 6, 2018
Method	Computer Assisted Telephone Interviewing (CATI), Online
Criteria for Participation	Residents within the Town of Whitby who are 18 years of age / older
Sample Size	1616 (401 CATI, 1215 online)
Average Length	14 minutes
Margin of Error	± 2.4%, 19 times out of 20

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.



Key Insights



EXECUTIVE SUMMARY

Residents of Whitby over the age of 18, including those who work locally, were surveyed to better understand the needs, expectations, priorities, and concerns of its residents and businesses, and its key findings are highlighted in this summary.

Note: TOP2 indicates a combination of “Strongly agree” and “Somewhat agree”.

Quality of Life

Most Whitby residents (TOP2: 91%) say the quality of life in the town is either good or excellent. Many residents also have a high level of satisfaction with the town, with a third (30%) rating their satisfaction a 9 or 10, out of 10. Amongst those likely to recommend Whitby as a place to live, [a] *very liveable / enjoyable town* (63%) was identified as the top reason for the recommendation. Other reasons for recommending the town include *easy access to other regions* (57%), *safe* (55%), and *community feeling* (52%).

The majority of town residents (TOP2: 81%) are proud to say they are from Whitby, and a similar proportion (TOP2: 80%) agreed that Whitby is an open and welcoming community. Those that work in Whitby are proud of working in their community, with three-quarters of those who work in the town (TOP2: 76%) saying they feel proud to work there.

Programs and Services

Overall, Whitby residents rated the value of services for their tax dollars as 6.3 on average, using a scale of 1 (not a good value at all) to 10 (very good value). Over half (53%) rate the value of services for their tax dollars at 7 and above on that scale. Those who found the services a very good value (score of 8 to 10) reported similar results to those who gave high ratings to quality of life, emphasizing Whitby being a *very liveable / enjoyable town* (39%) and *easy access to other regions* (34%). Notable mentions include *good recreational and sport programs* (34%) and *community feeling* (34%).

EXECUTIVE SUMMARY

Communications

Overall, a majority (TOP2: 73%) of residents are either very satisfied or somewhat satisfied with the customer service they received contacting the Town. Overall, two-thirds (65%) of inquiries are resolved in less than 5 business days, where 4-in-10 (40%) of those had their inquiry resolved in one business day or less. Two-thirds (66%) of residents had their inquiry resolved on their first call.

Residents who contacted the Town in the last year indicated they most often use the Town's website (40%); this is followed by going in person to a municipal building or Town facility (34%), using a telephone switchboard (34%) or using a direct line (34%). Residents said that they are most likely to get updates about the Town through social media (37%), a newspaper (22%), or the Town's website (18%).

Taxes

When it comes to paying taxes in the Town, more than half of (60%) of residents are comfortable with the current levels of service and taxation; however, just under a third (29%) of residents indicated they would like to pay less tax and are prepared to have services in the Town decrease.

Working Locally

Of those who work in the Town, (32%) consider the location excellent and (28%) are very likely to recommend the Town as a place to work. When asked how well the Town encourages a positive business environment, over half (51%) of residents rated the Town as doing a less than satisfactory job (rating of 6 and under on a scale of 1-10).

EXECUTIVE SUMMARY

Town Priorities

Residents were asked to rate their satisfaction with current priorities on a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied. Residents are satisfied with:

- *recreation programs and facilities* (3.9),
- *parks and green spaces* (3.9),
- *moving more Town services online* (3.6), and
- *enhancing community events* (3.6).

They were then asked to rate the importance of future priorities on a scale of 1 to 4, where 1 is not at all important and 4 is very important. Here, residents indicated *local jobs for residents* (3.6) and *new roads and road improvements* (3.6) as important priorities.

Telephone vs. Online Survey Results

One key difference between the online and telephone surveys was in how residents would prefer updates. Respondents who participated in the online survey were significantly more likely to prefer Town updates through social media, than those who were randomly contacted by telephone.

Another key difference between online and telephone surveys was problem resolution. Respondents who participated in the online survey were slightly more likely to say that their problem was not resolved.

EXECUTIVE SUMMARY

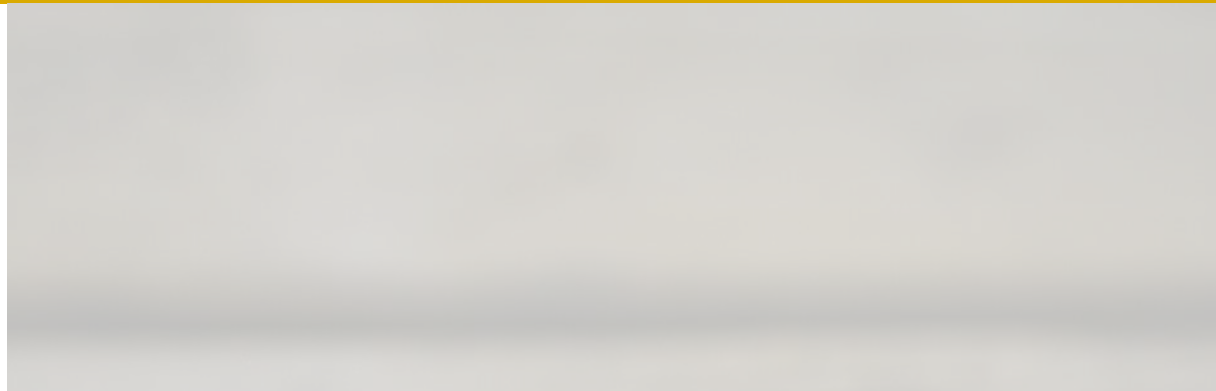
Municipal Benchmarking

The Town of Whitby's performance in a number of key metrics compares favourably to other Canadian municipalities, either meeting the average, or exceeding it. On overall satisfaction Whitby equals the average, but on overall quality of life, Whitby exceeds the average.

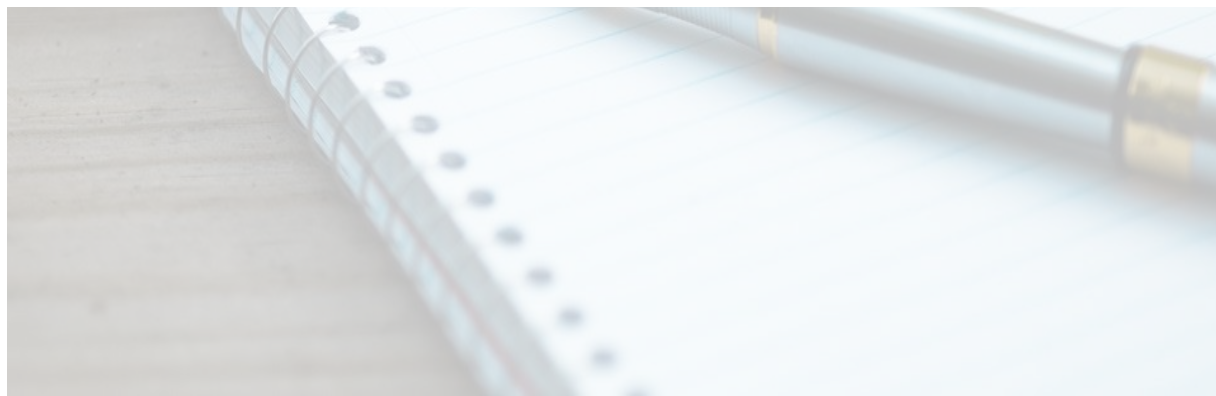
TOP RECOMMENDATIONS

This study confirms the Town is performing well, but it also revealed some opportunities for modest refinement, which could yield impactful results.

- The Town of Whitby has a robust plan for the future, but many of those that would not recommend Whitby as a place to live either aren't familiar with it or believe it's poor. Tailoring materials to each channel, social media, newspaper etc., could lead to improved awareness amongst key groups, and improve the net promoter score by moving passives (7-8) to promoters (9-10).
- Many support more local jobs in the town, if possible, tie local development/construction/congestion (seen as negative) to an increase of local jobs and improvement of the economy (seen as positives).
- It is important to understand why those that work in Whitby do not see the town as encouraging a positive environment for business in the town, which is an opportunity for further inquiry.
- Many in the community see positives living in the Town, such as the small town feeling, safety, and close sense of community; this could be a focus on future campaigns, "Small Town Community Connected to the World".
- The Waste Collection Calendar is the most prominent communications tool identified by residents. Leveraging the Waste Collection Calendar for high profile campaigns could help increase awareness.



Detailed Findings





Quality of Life



NET PROMOTER SCORE (NPS)

Top 3 Positive Aspects

Promoters	Passives	Detractors
It's safe / quiet / low crime	It's safe / quiet / low crime	It's safe / quiet / low crime
Small town feel	Parks / green space	Parks / green space
Convenience / location	Convenience / location	Waterfront

Top 3 Improvement Areas

Promoters	Passives	Detractors
Improve the roads / traffic congestion	Improve the roads / traffic congestion	Improve the roads / traffic congestion
City maintenance	Less construction	Less construction
Lower taxes	City maintenance / Lower taxes	City maintenance

Priorities for the different types of respondents are similar, with all groups appreciating the safety, and general tranquility of the Town. When it comes to improvements, each group is looking for better maintenance, improvements to traffic, and lower taxes.

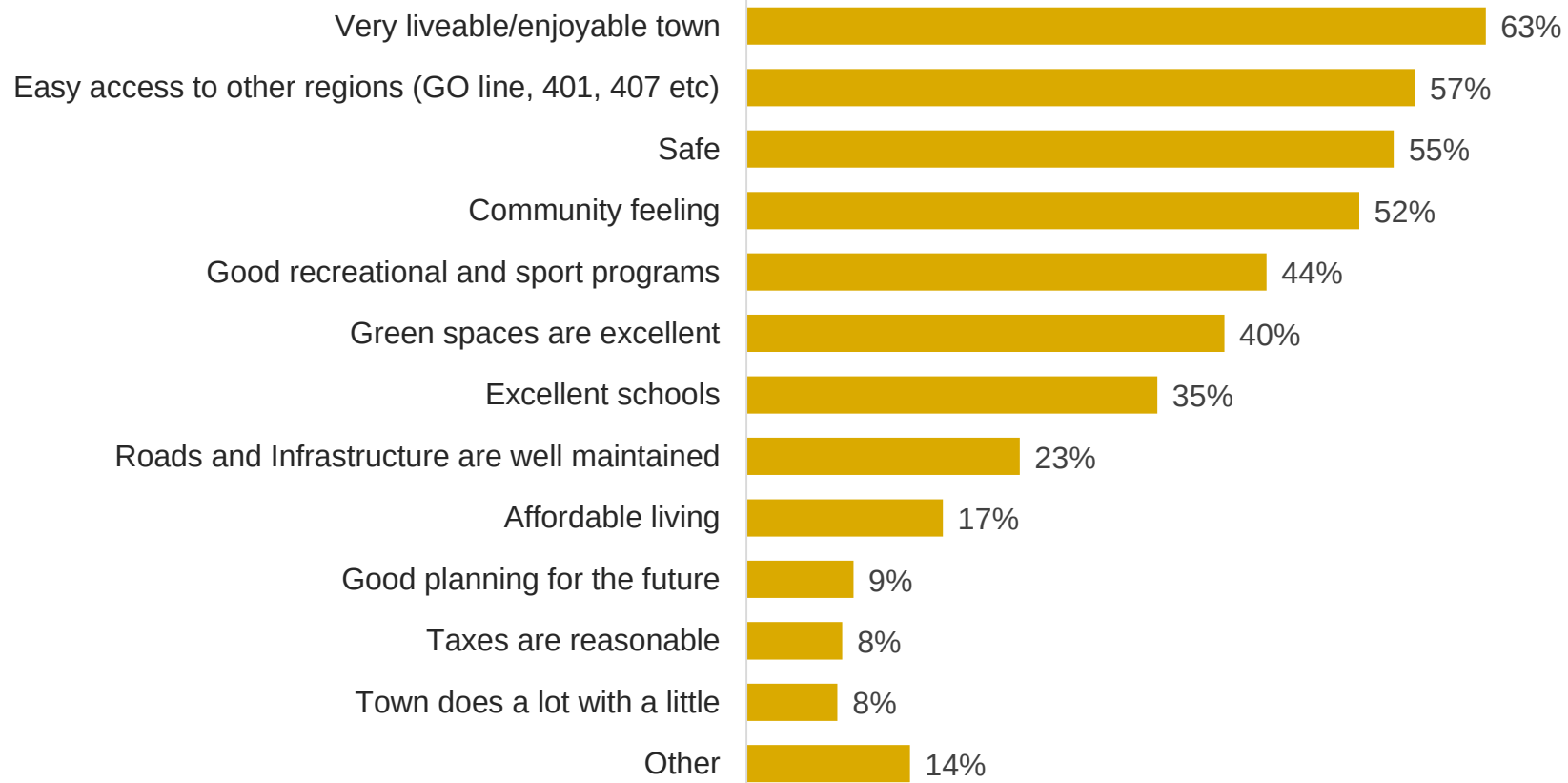
Question: Top Table - What do you like best about Whitby? **Bottom Table** – What one thing would you change about Whitby?

Sample size: 1616

Framework: All respondents.

RECOMMENDING WHITBY

Reasons for recommending Whitby as a place to live



Of the respondents who were likely to recommend Whitby as a place to live (8-10), they indicated that the Town is very liveable/enjoyable (63%), has easy access to other regions (57%), and is safe (55%).

Other notable factors include:

- Community feeling (52%)
- Good recreational and sports programs (44%)
- Green spaces are excellent (40%)
- Excellent schools (35%)

Question: Why do you feel that way?

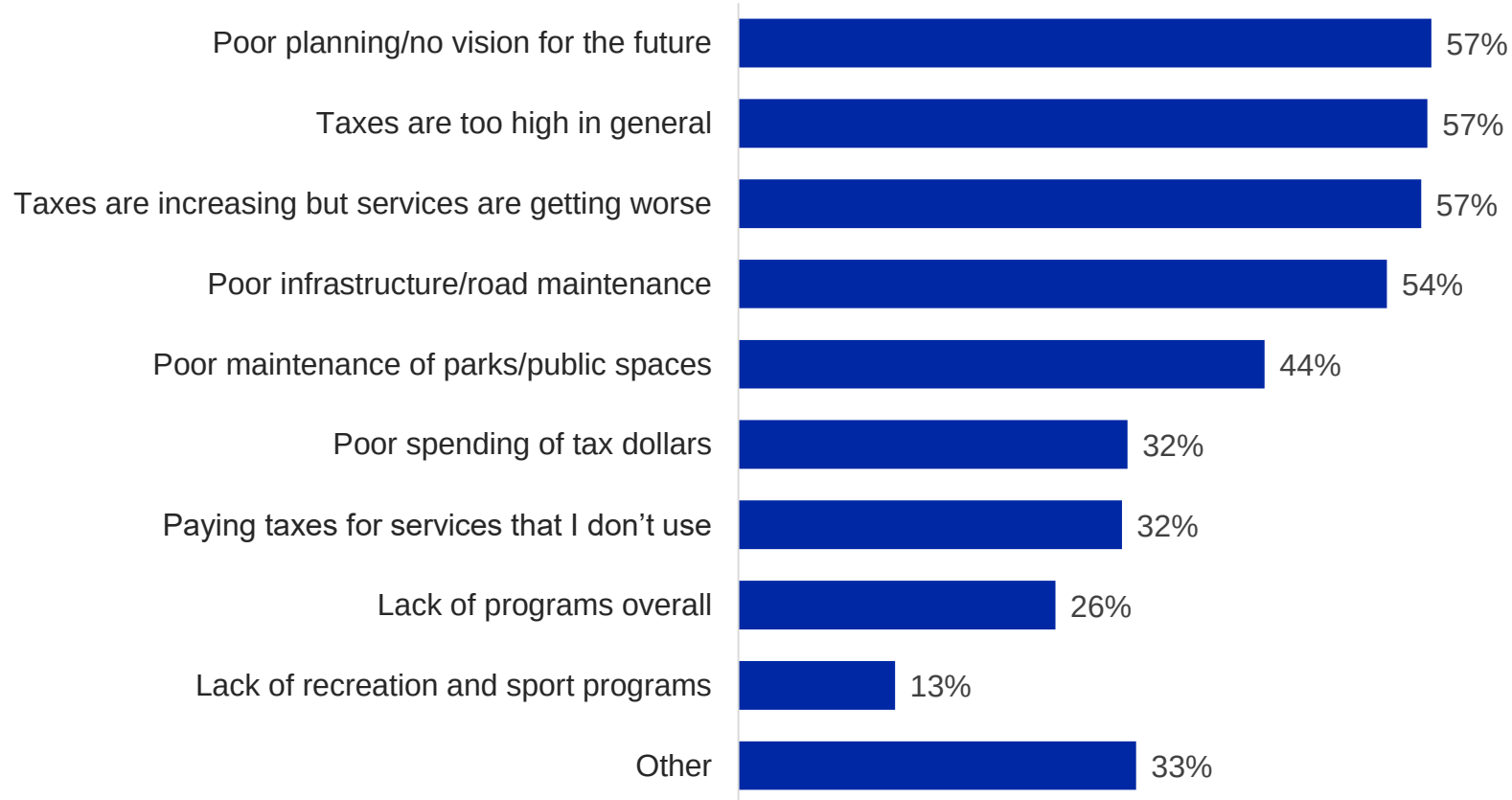
Sample size: 991 (multiple response question)

Framework: Q2a = 8,9 or 10; "Nothing" and "Not sure" not shown

A Net Promoter Score (NPS) is calculated by subtracting the detractors from the promoters, which provides a net score for the proportion of citizens promoting the Town of Whitby brand.

RECOMMENDING WHITBY

Reasons for not recommending Whitby as a place to live



Respondents who were least likely to recommend Whitby as a place to live (1-3) indicated that there is poor planning, high taxes, and an increase in taxes but a decrease in services (57% each).

Other factors contributing to their rating are:

- Poor infrastructure / road maintenance (54%)
- Poor maintenance of parks / public spaces (44%)
- Poor spending of tax dollars and paying for services they don't use (32% each)

Question: Why do you feel that way?

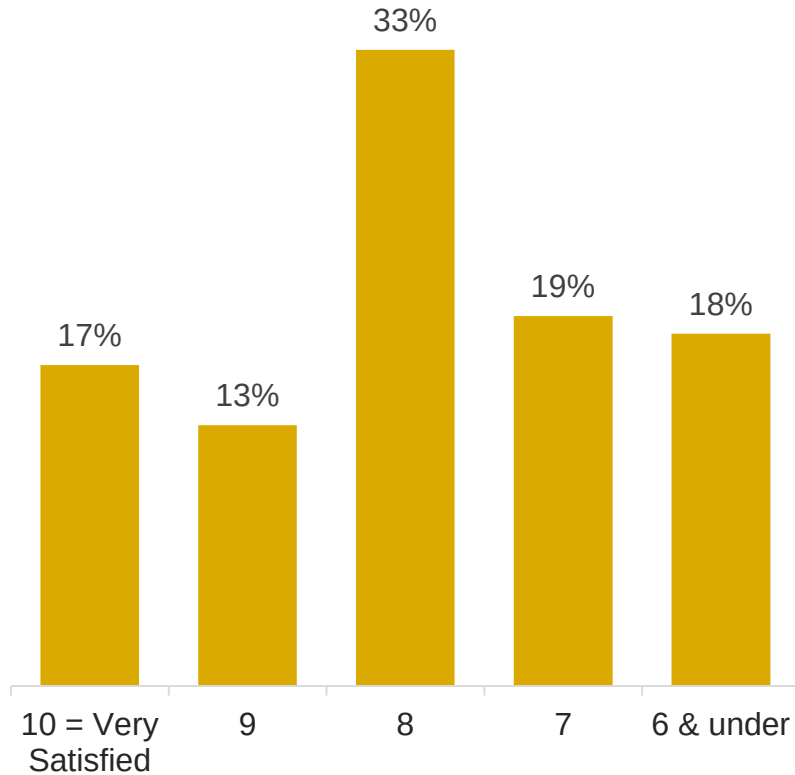
Sample size: 90 (multiple response question)

Framework: Q2a = 1, 2 or 3; "Nothing" and "Not sure" not shown.

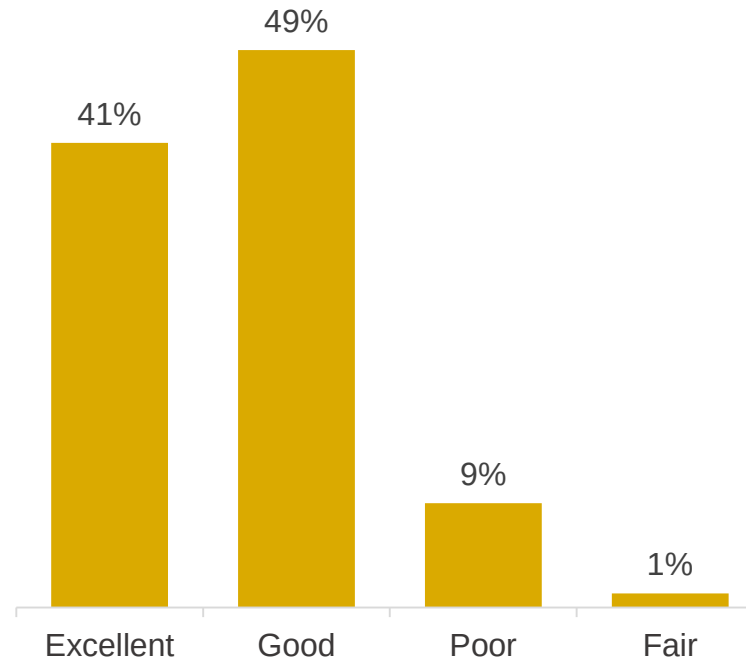
LIVING IN WHITBY

Satisfaction & Quality of Life

Rating of Satisfaction with living in the Town



Rating of Overall quality of life



Residents were asked to rate their satisfaction with living in the Town of Whitby using a scale of 1 (Not at all satisfied) to 10 (Very satisfied).

Almost two-thirds of respondents (63%) indicated that they're satisfied (rated satisfaction 8, 9 or 10) with living in the Town.

Nine-in-ten (TOP2: 91%) respondents surveyed reported overall quality of life in Whitby as Excellent (41%) or Good (49%).

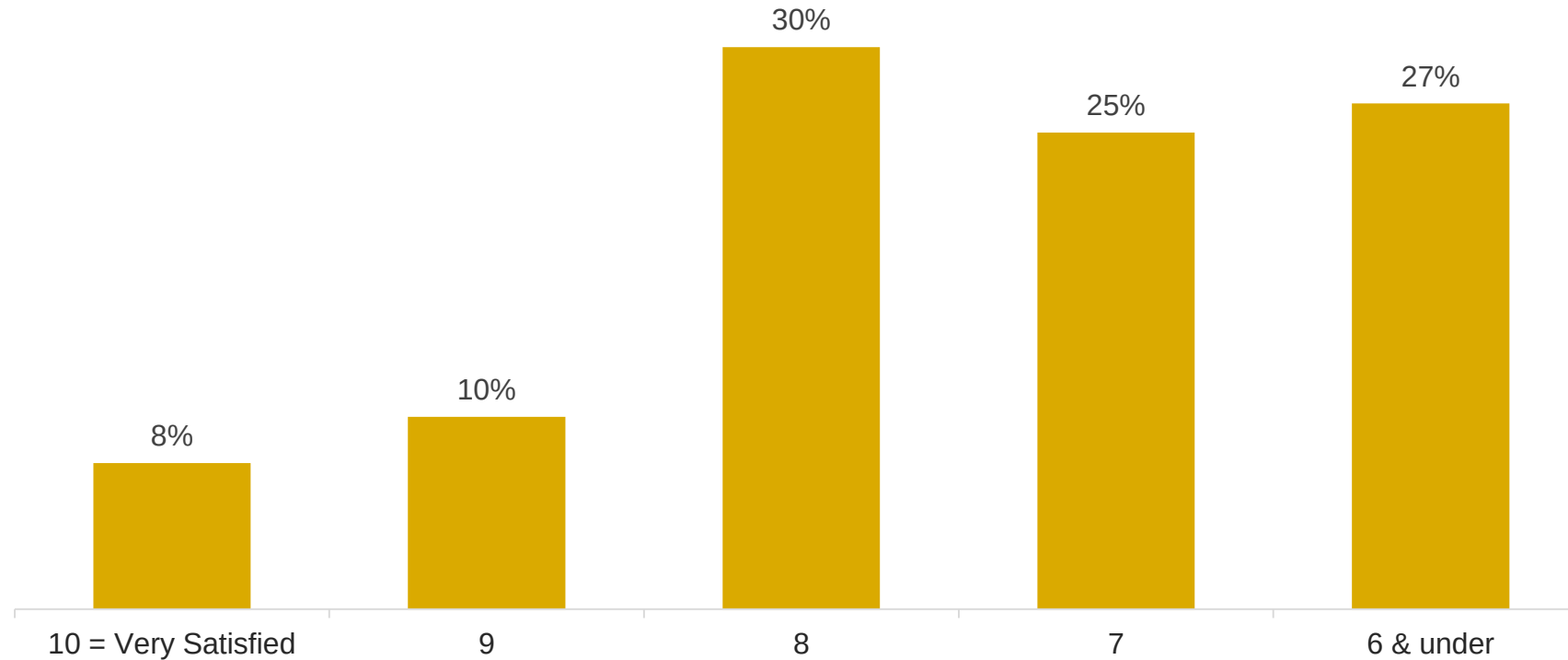
Question: (Left) Overall, how satisfied are you with living in the Town of Whitby? Please use a number from 1 to 10, where 1 is not satisfied at all, and 10 is very satisfied. (Right) Please think about the overall quality of life in the Town of Whitby for you and your family. Would you say that the quality of life in the Town is.

Sample size: 1616, 1613

Framework: (Right) Excluded "Don't know"

SERVICES

Quality of Services Provided by the Town



Residents were asked to rate their satisfaction with the quality of the services provided by the Town of Whitby using a scale of 1 (Not at all satisfied) to 10 (Very satisfied).

Almost half of respondents (48%) indicated that they're satisfied (rated satisfaction 8, 9 or 10) with the quality of the services provided by the Town.

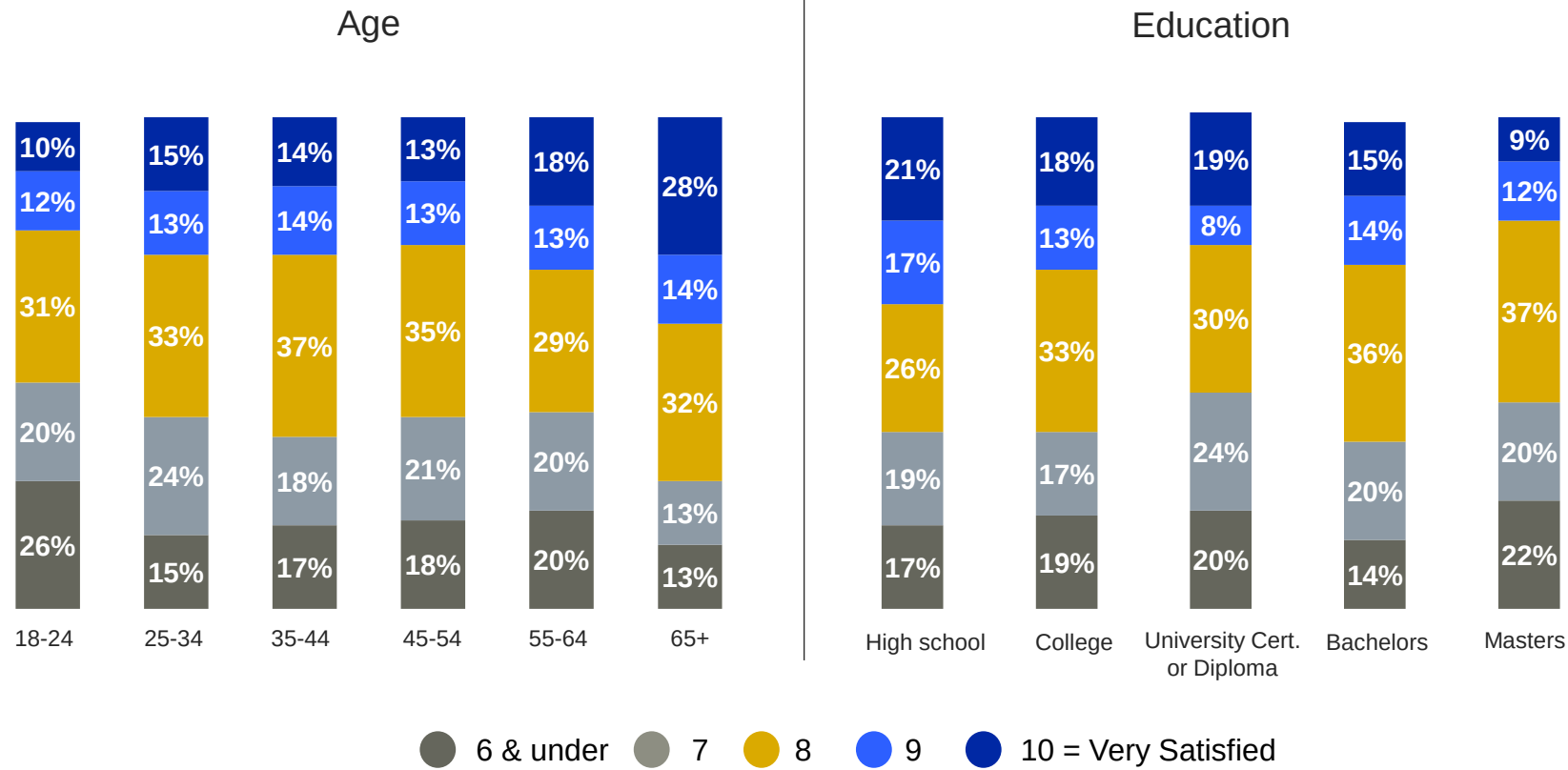
Question: Generally, how satisfied are you with the quality of the services provided by the Town of Whitby? Please use a number from 1 to 10, where 1 is not satisfied at all, and 10 is very satisfied.

Sample size: 1616

Framework: All

LIVING IN WHITBY

Rating of Satisfaction with living in the Town

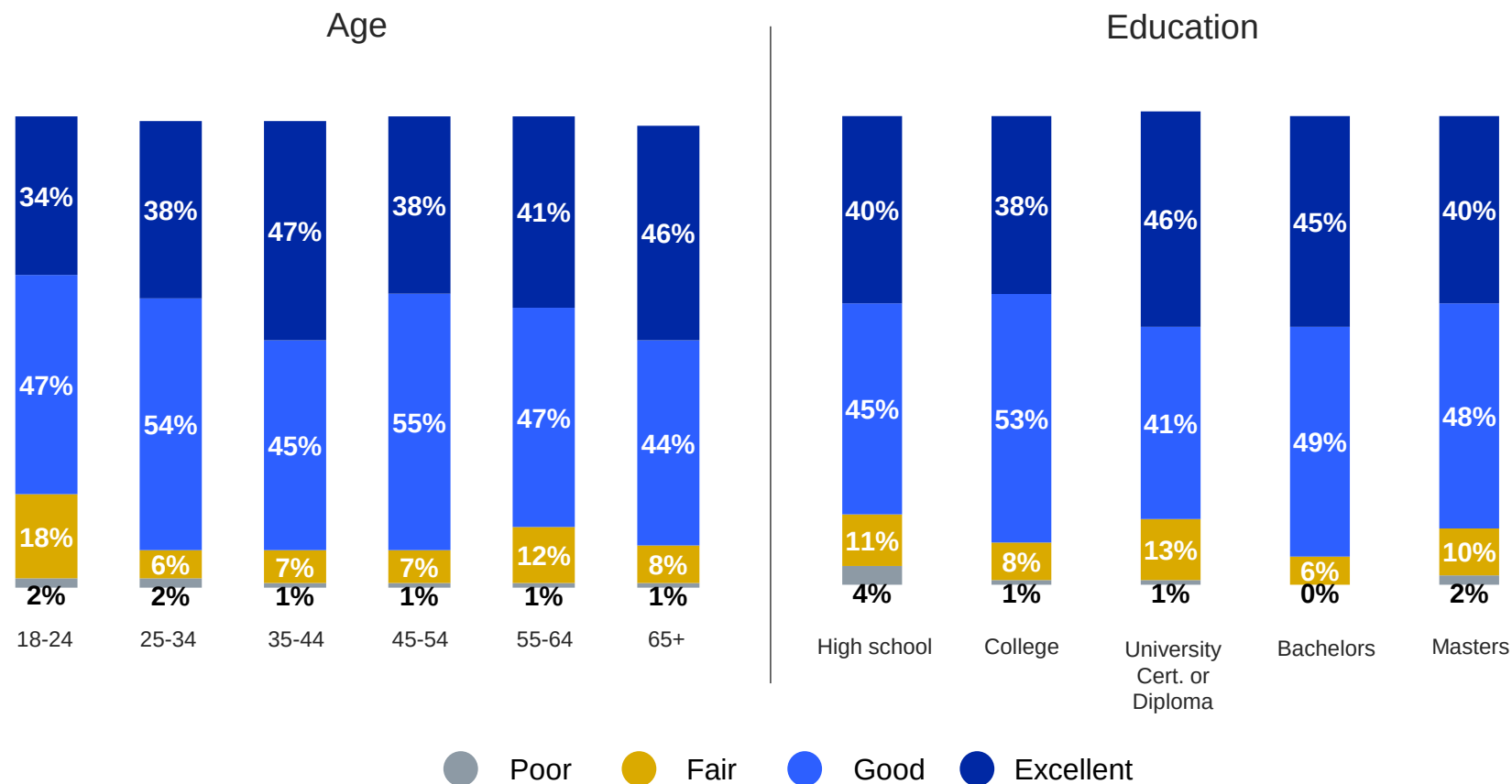


Over a quarter (28%) of residents 65 and over indicated they were very satisfied with living in the Town, while only a tenth (10%) of those 18 to 24 are likely to indicate being very satisfied.

Just over a fifth of respondents (21%) with a high school education indicated being very satisfied with living in the Town. Smaller portions of respondents with higher education, like a Bachelors (15%) or Masters degree (9%), indicated they were very satisfied.

LIVING IN WHITBY

Rating of Overall quality of life



Nearly half (46%) of residents aged 65 and over rated the quality of life in the Town as excellent, with a third (34%) of 18 to 24 year old residents indicating the same.

For education, results are similar across the different education levels, with a close majority (46%) of those with a university certificate or diploma rating the quality of life as excellent.

Question Please think about the overall quality of life in the Town of Whitby for you and your family. Would you say that the quality of life in the Town is. (Left to Right) By Gender, Age, and Education

Sample size: 1611, 1611, 1526

Framework: (Gender) Excluded "Don't know"; (Education) "Elementary School" and "University Doctorate" not shown due to low N

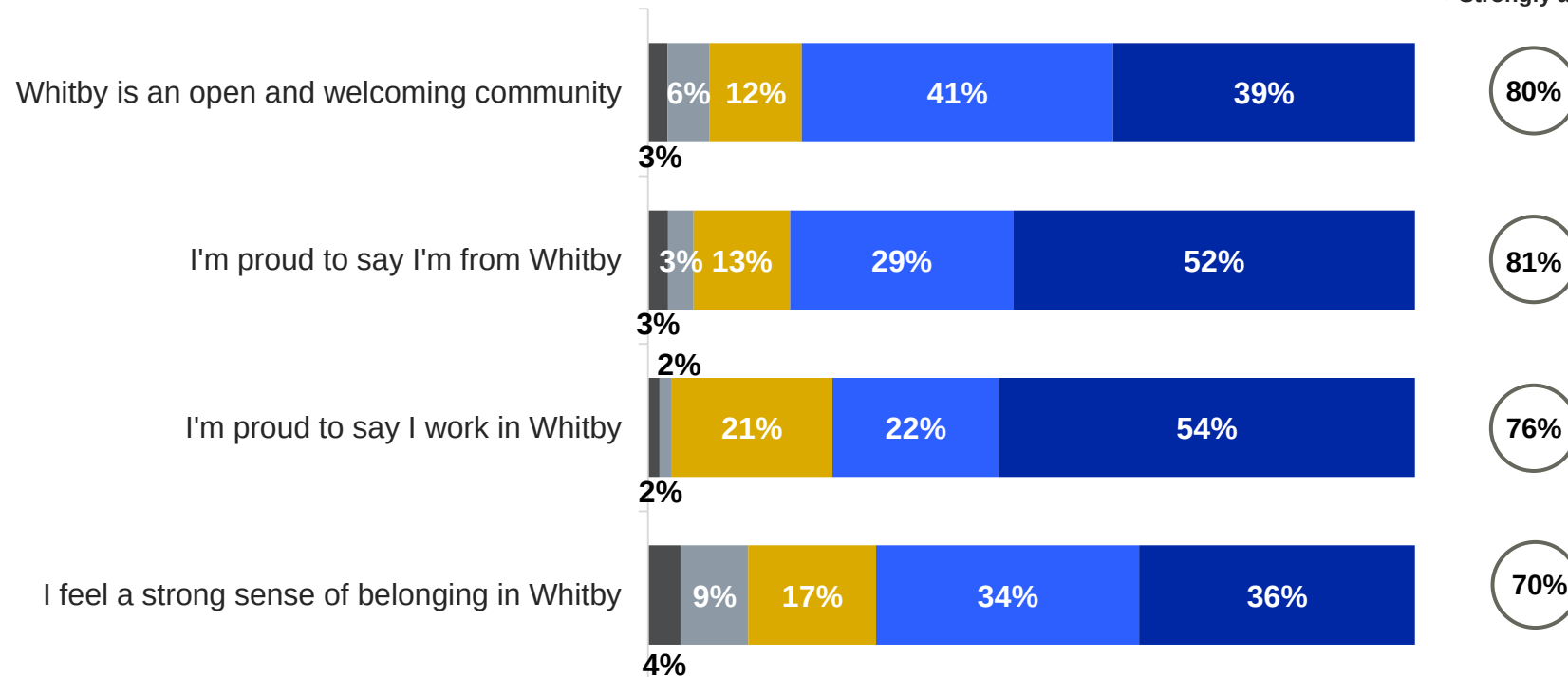
QUALITY OF LIFE

LIVING IN WHITBY

Agreement with Statements about the Town of Whitby

■ 1 = Strongly disagree ■ 2 ■ 3 ■ 4 ■ 5 = Strongly agree

TOP2
(Somewhat agree
+ Strongly agree)



About four-fifths (TOP2: 81%) of respondents stated that they are proud to say they are from Whitby, a similar proportion to those that say Whitby is an open and welcoming community (TOP2: 80%).

Of those who work in Whitby, about three-quarters (TOP2: 76%) stated that they are proud to say they work in Whitby.

Question: Next, you will be presented a series of statements. We would like to know if agree, disagree, or neither agree nor disagree, about each.

Sample size: 1604, 1603, 361, 1609

Framework: Excluded "Not sure" from all options

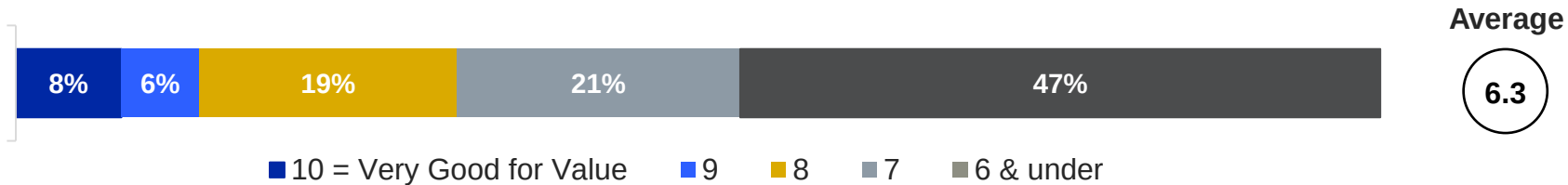


Value for Tax Dollars

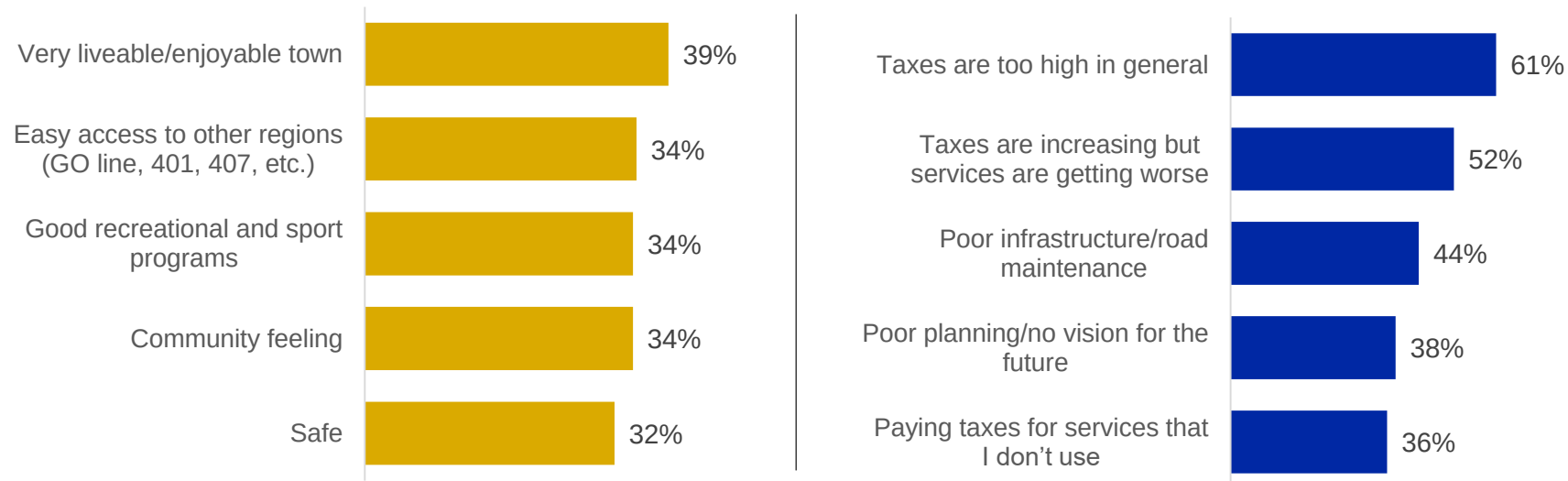


VALUE

Value of Services in the Town for Tax Dollars



Top Reasons for Rating



Residents were asked to rate the value of services for their tax dollars using a scale of 1 (Not a good value at all) to 10 (Very good value).

Respondents' average rating of services as good value for tax dollars was 6.3 out of 10. Just under half (47%) rated the value of services at 6 or less, out of 10.

Respondents who rated the value of services for their tax dollars at 8-10 reported that they feel that way due to the Town:

- being very liveable / enjoyable (39%),
- easy access to other regions (34%),
- good recreational programs (34%), and
- has a community feeling (34%).

Comparatively, respondents who rated the value of services for their tax dollars at 1-3, they reported that taxes are too high (61%), taxes are increasing but services are getting worse (52%), and identified poor infrastructure/road maintenance (44%).

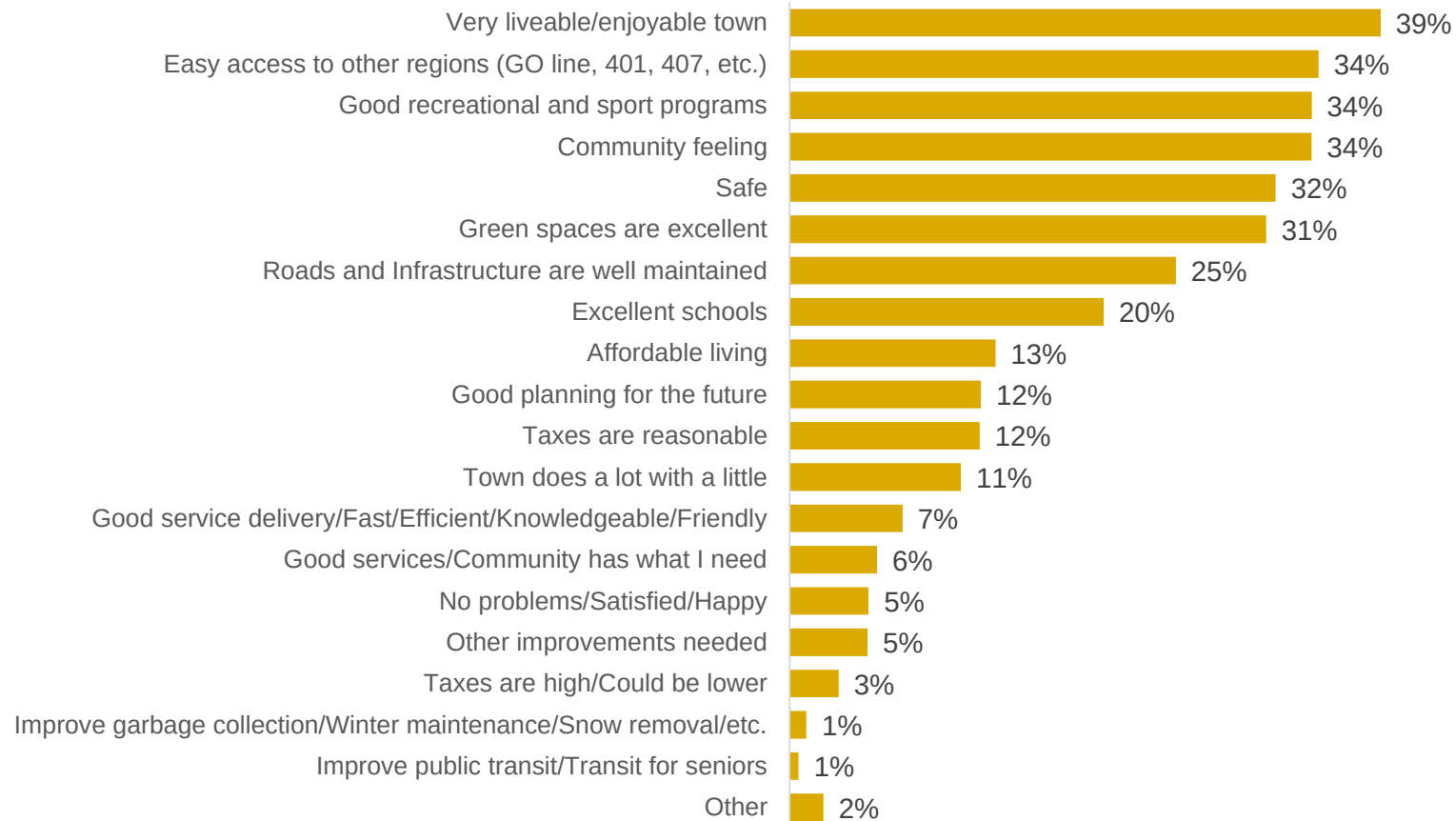
Question: (Top) Based on experiences with the services provided by the Town of Whitby, would you say that these services are good value for your tax dollars? **(Bottom)** Why do you feel that way? Please select any that apply. (multiple response question)

Sample size: 1557 (top); 503 (left); 204 (right)

Framework: (Right) Q9b = 1, 2, or 3; **(Left)** Q9c = 10, 9 or 8; "Nothing" and "Not sure" not shown.

SERVICES

Services a Good Value for Tax Dollars



The top 5 reasons Whitby residents indicated that services are a good value for their tax dollars are:

- Very liveable / enjoyable town (39%)
- Easy access to other regions (34%)
- Good recreational and sports programs (34%)
- Community feeling (34%)
- Safe (32%)
- Green spaces are excellent (31%)
- Roads and infrastructure are well maintained (25%)

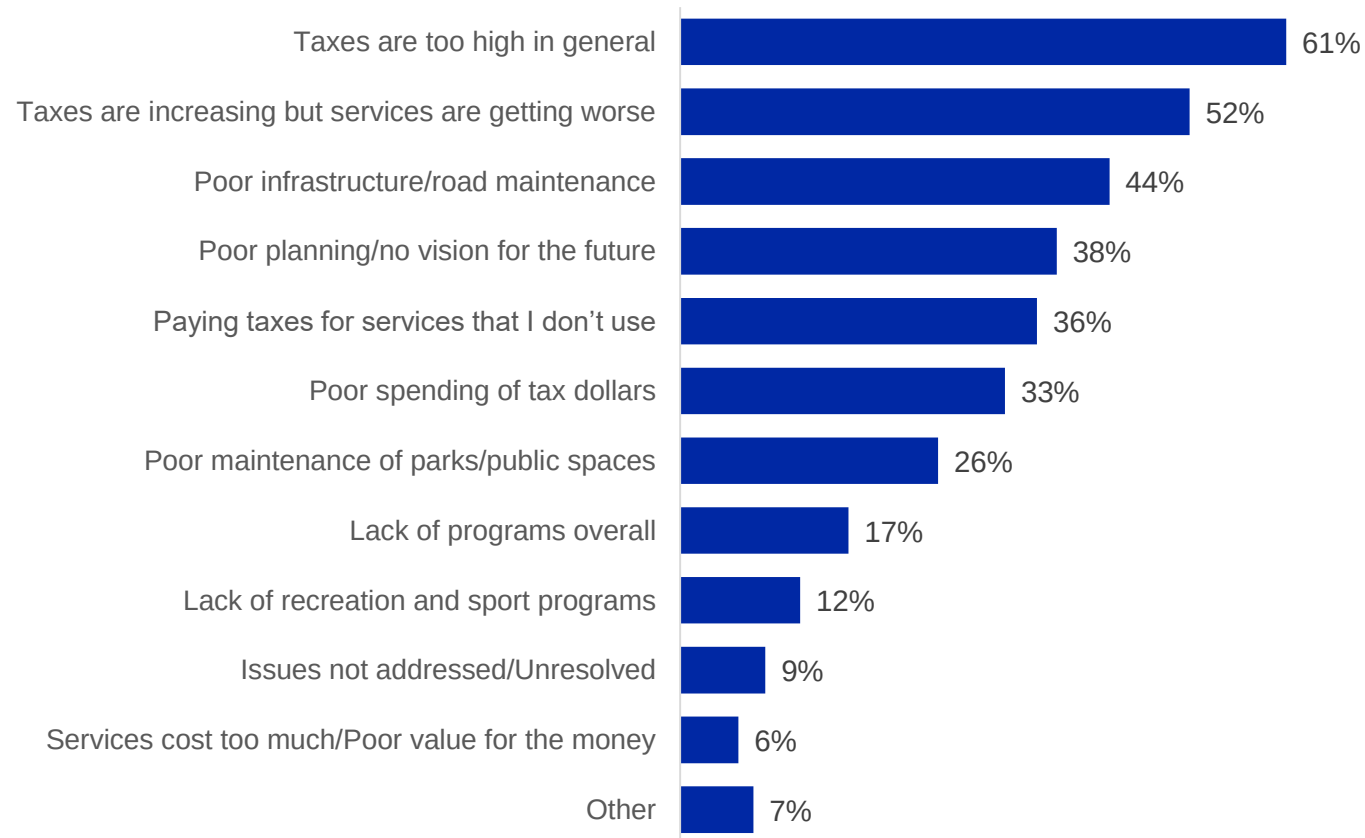
Question: Why do you feel that way? Please select any that apply. (multiple response question)

Sample size: 503

Framework: Q9c = 10, 9 or 8; "Not sure" and "Nothing" not shown

SERVICES

Services Not a Good Value for Tax Dollars



The top 5 reasons Whitby residents indicated that services are not a good value for their tax dollars are:

- Taxes are too high (61%)
- Taxes are increasing but services are getting worse (52%)
- Poor infrastructure / road maintenance (44%)
- Poor planning / no vision for the future (38%)
- Paying taxes for services that I don't use (36%)

Question: Why do you feel that way? Please select any that apply. (multiple response question)

Sample size: 204

Framework: Q9b = 1, 2 or 3; "Not sure" and "Nothing" not shown



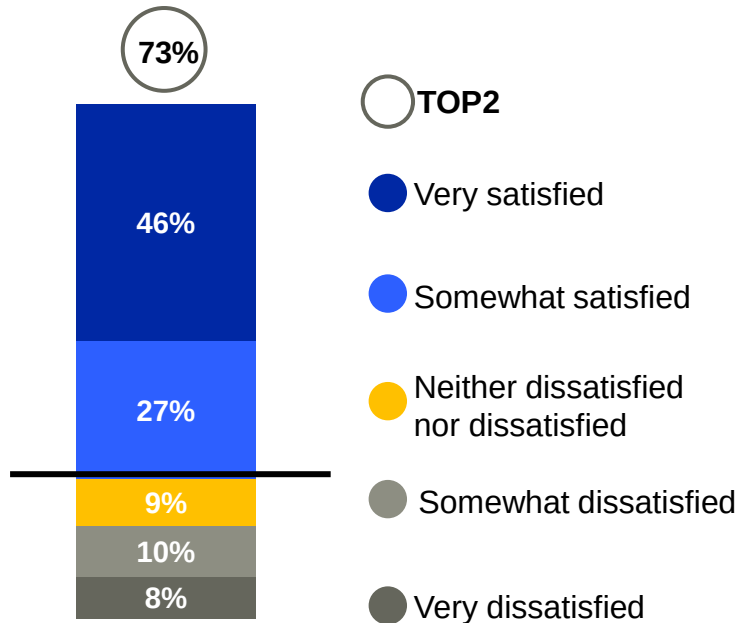
Communications



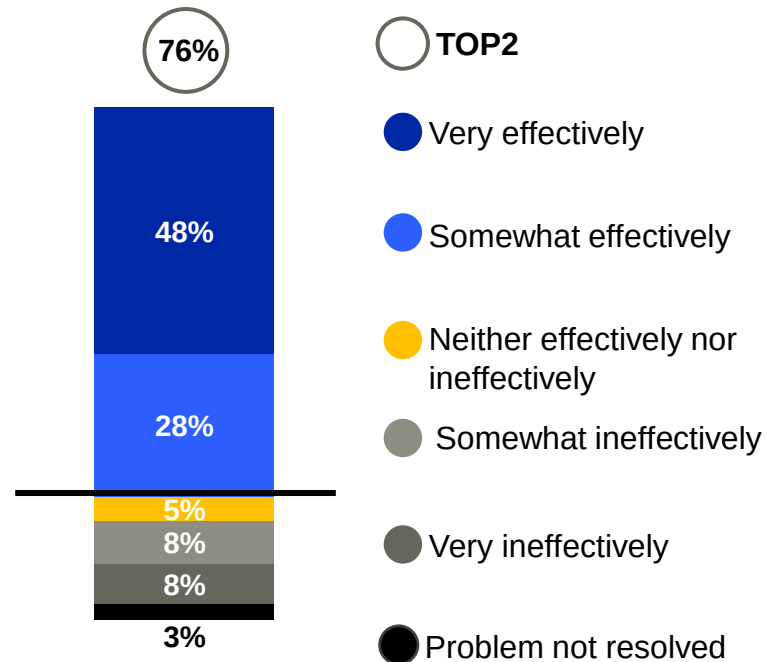
CONTACTING THE TOWN

Contacting the Town of Whitby

Satisfaction with Customer Service



Effectiveness of Staff Response



In regard to customer service when contacting the Town, almost three-quarters (TOP2: 73%) of respondents reported being satisfied with the customer service they received.

When asked about effectiveness of the response they received, over three-quarters (TOP2: 76%) of respondents found the response to be effective in regards to their inquiry.

Question: (Left) Based on your experience with the Town in the areas you've identified previously, how satisfied or dissatisfied you are with the customer service you received when you contacted the Town of Whitby? **(Right)** Based on your experience with the Town in the areas you've identified previously, how effectively, or ineffectively did the staff respond to your request, inquiry, or question?

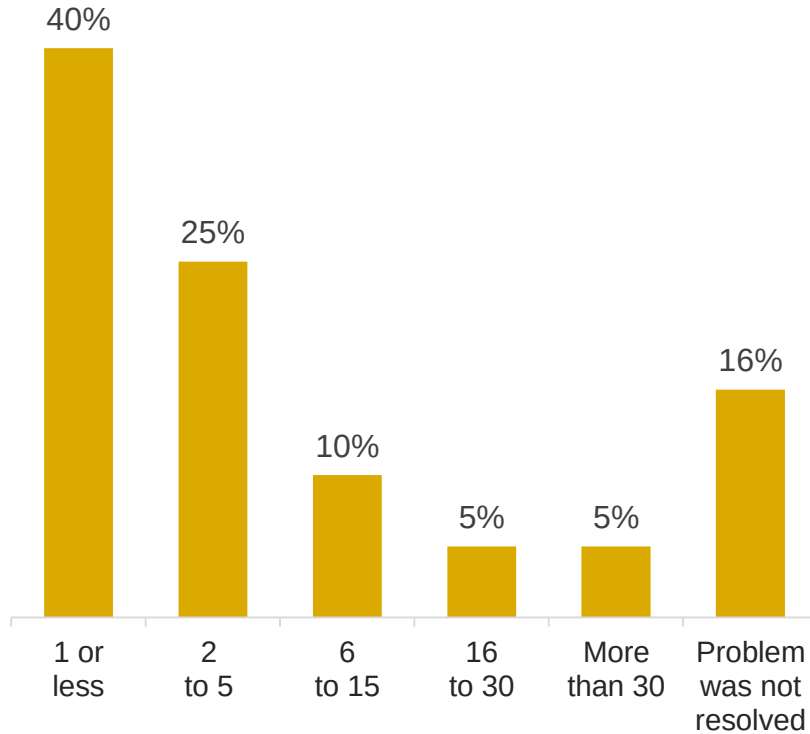
Sample size: 863 (left), 856 (right)

Framework: Excluded "Do not recall"

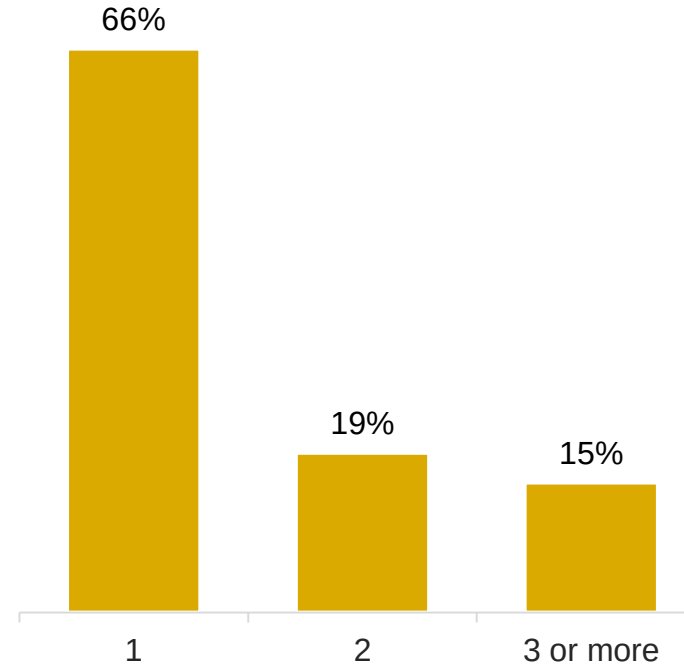
CONTACTING THE TOWN

Contacting the Town of Whitby

Business Days to Inquiry Resolution



Times Contacted the Town



Two-fifths (40%) of respondents reported that their most recent inquiry was resolved within 1 business day or less, followed by quarter (25%) who indicated their problem was resolved in 2-5 business days. Out of the respondents who indicated they had an inquiry, (16%) indicated that their problem was not solved.

Of those who had their inquiry resolved, two-thirds (66%) of respondents only needed to call once to have their inquiry resolved.

Question: (Left) How long did your most recent request, inquiry, or question take to be resolved? (Right) How many times did you need to contact the Town to resolve your request, inquiry, or question?

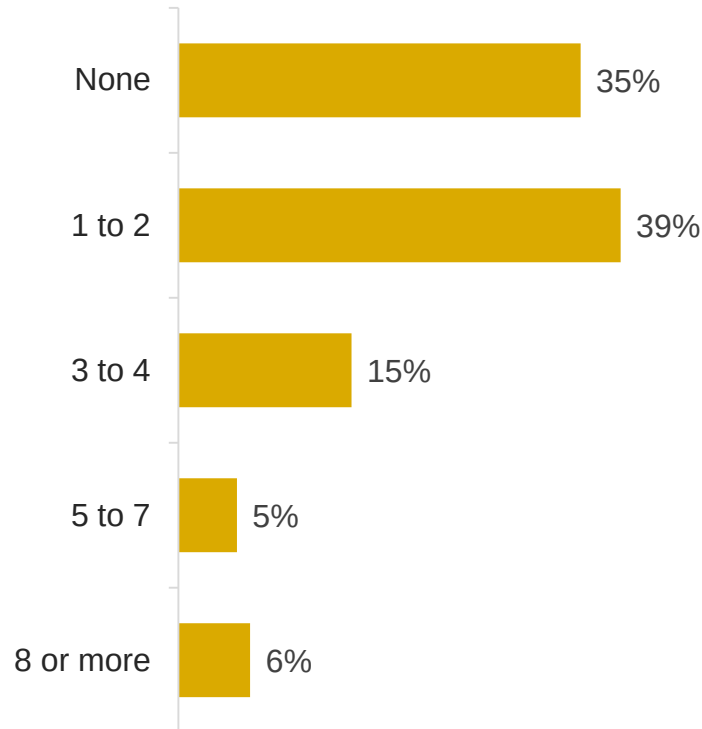
Sample size: 781 (left), 720 (right)

Framework: (Left) Excluded "Do not recall"; (Right) Response 1-9 and 10+..

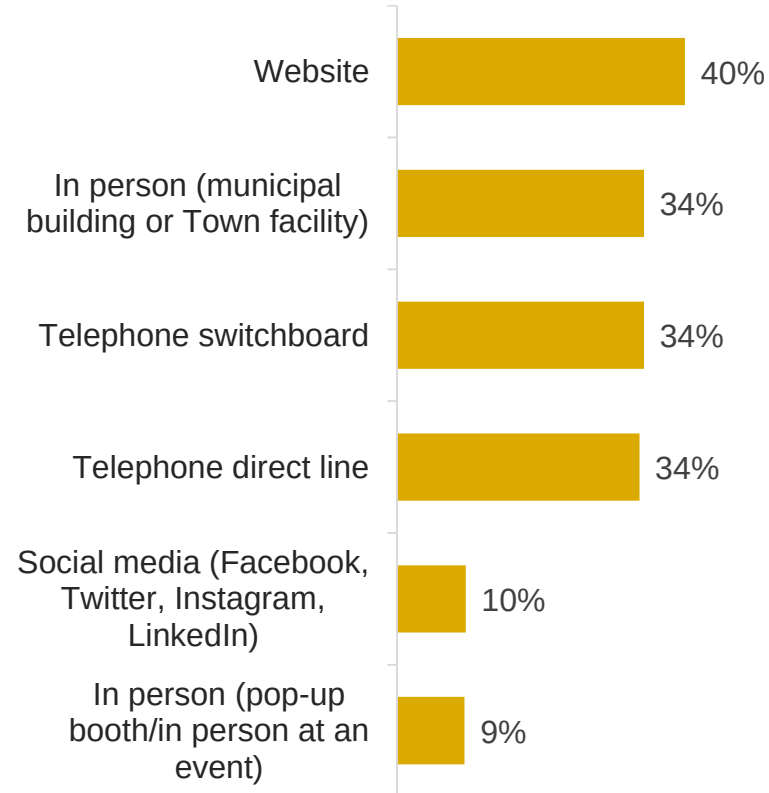
CONTACTING THE TOWN

Contacting the Town of Whitby

Number of Times Contacted the Town in the Past Year



Method of Contacting the Town



About 4-in-10 respondents (39%) indicated that they contacted the Town of Whitby 1-2 times in the past year, followed by about a third (35%) who did not contact the Town.

Of those who indicated they contacted the Town in the last year, two fifths (40%) used the Town's website, followed by an equal proportion of respondents that indicated they went in person (34%), used a telephone switchboard (34%) or a direct line (34%).

Question: (Left) In the past year, how many times have you contacted the Town of Whitby? **(Right)** How did you contact the Town of Whitby?

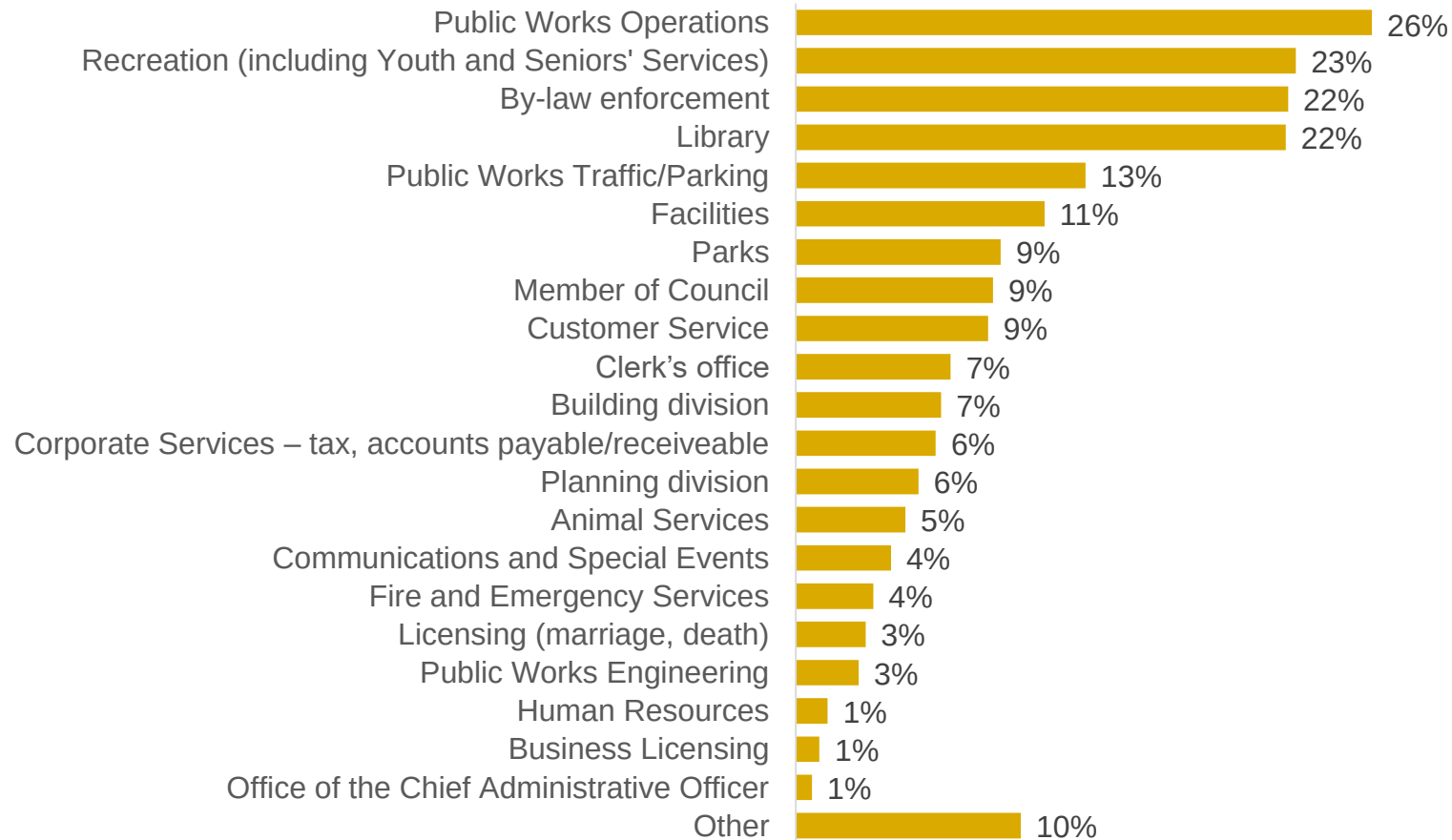
Sample size: 1592 (left), 1034 (right; multiple response question, results may be greater than 100%)

Framework (Left): Excluded "Not sure"

Framework (Right): "By mail", "Fax", "Other", "Don't remember" not shown; respondents who contacted the Town.

CONTACTING THE TOWN

Municipal Department Contacted



Of those who contacted the Town, about a quarter (26%) indicated contacting the Public Works Operations Department most often, followed closely behind by Recreation (23%), By-law enforcement (22%), and the Library (22%).

Question: Which municipal department did you contact?

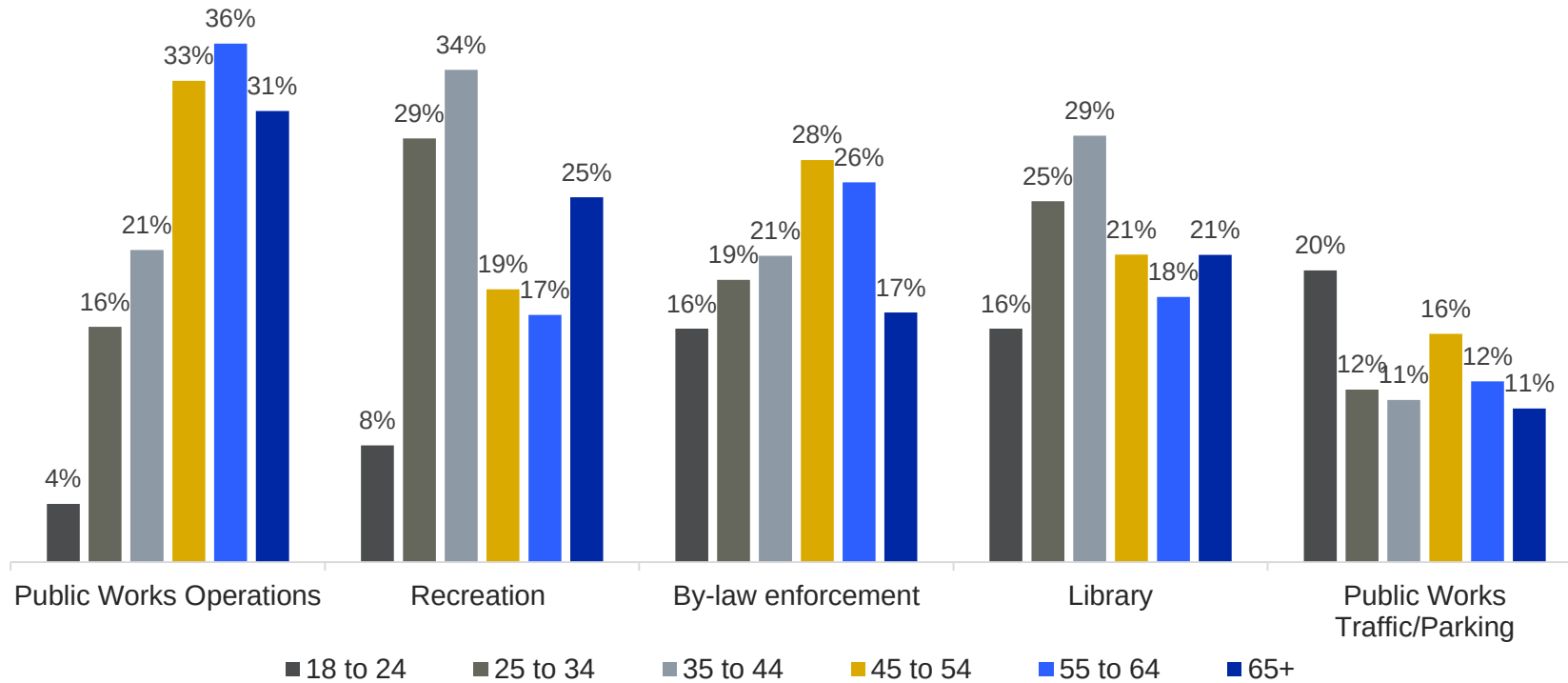
Sample size: 1034 (multiple response question, results may be greater than 100%)

Framework: Q3=02, 03 or 04; Excluded "Refused"

CONTACTING THE TOWN

Municipal Department Contacted

Top 5 Municipal Departments Contacted by Age



Young people (18-24) are likely to contact the Town for assistance with Traffic/Parking issues.

Young-middle aged persons (25-44) are likely to contact the Town about recreation.

Those aged 45 and above are likely to contact the Town's Public Works Operations.

18 to 24

Public Works Traffic/Parking (20%)

25 to 34

Recreation (29%)

35 to 44

Recreation (34%)

45 to 54

Public Works Operations (33%)

55 to 64

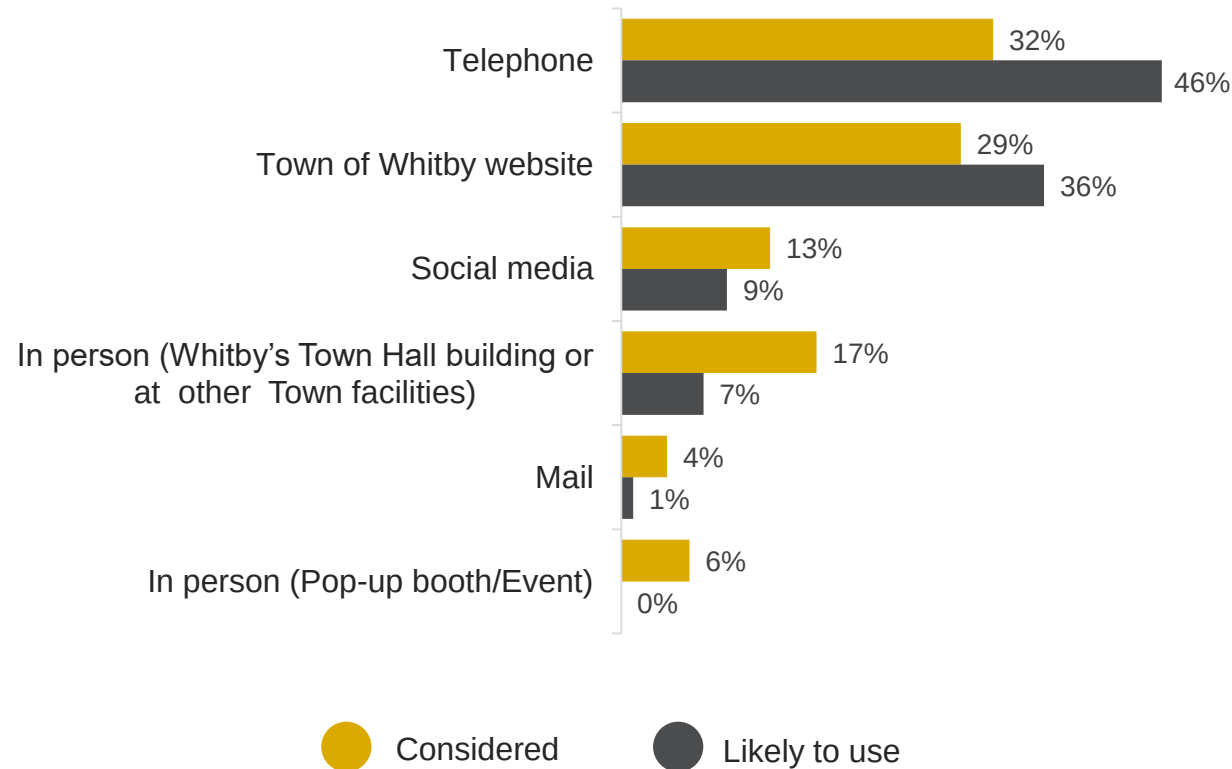
Public Works Operations (36%)

65 and over

Public Works Operations (31%)

CONTACTING THE TOWN

Contacting the Town of Whitby in the Future



Respondents were asked what methods they would consider when contacting the Town in the future. If more than one option was selected for consideration, respondents were asked a follow-up question asking which of their considered methods would be the one they are most likely to use.

Telephone was reported as the most considered (32%) and likely (46%) method those surveyed would use to contact the Town of Whitby.

Respondents indicated similar preference with the Town website: (29%) would use website and (36%) would be most likely to use it.

The least considered (4%) and likely (1%) method of contacting the town is by mail.

Question: (Yellow) There are many ways to contact the Town of Whitby. Regardless of whether you've contacted the Town in the past or not, if you needed to contact the Town in the future, which of the following ways would you consider using? Please select any that apply. **(Grey)** Of the options you've selected, which would be your most likely method of contacting the town?

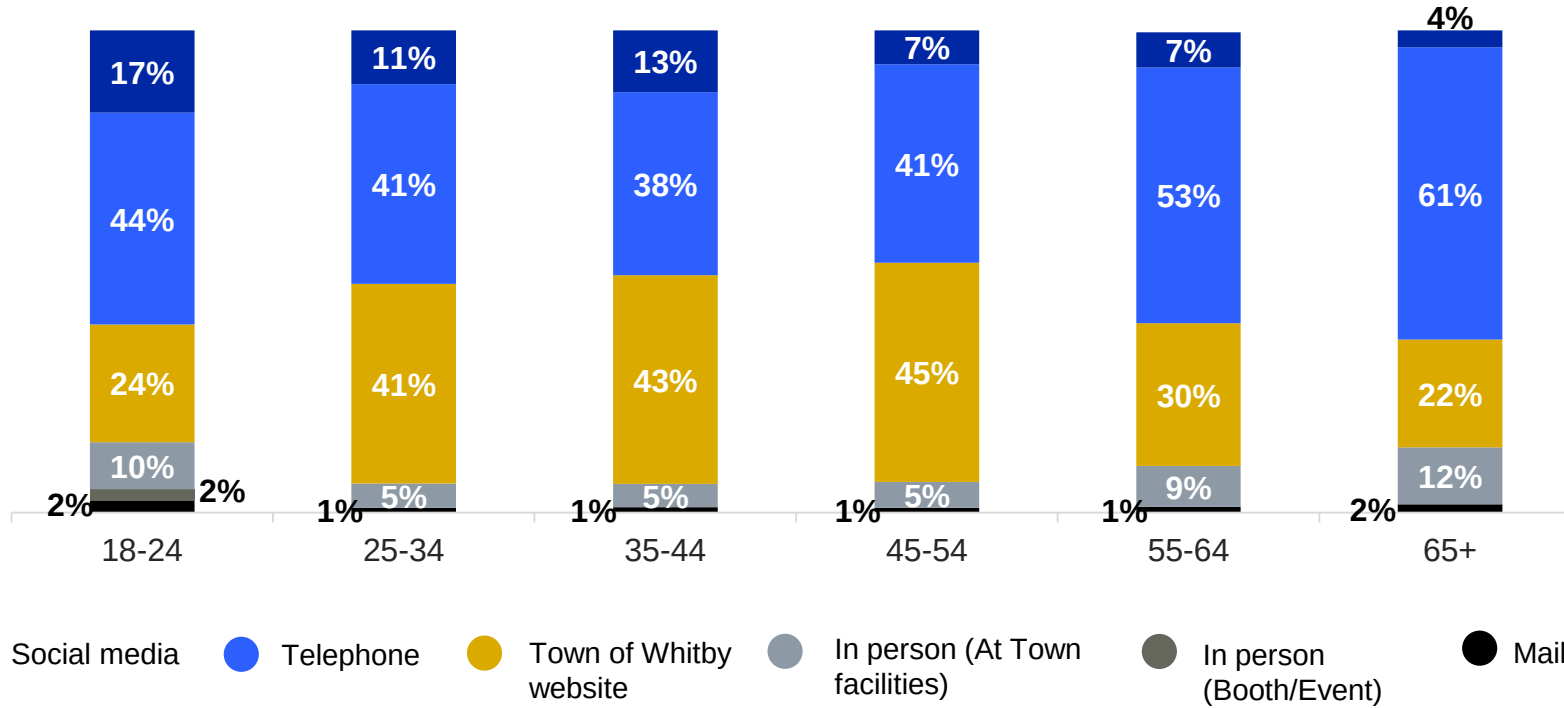
Sample size: 1616 (left; multiple response question), 1140 (right)

Framework: Q16 = 2 or more options selected; top question rebased to 100%.

CONTACTING THE TOWN

Contacting the Town of Whitby

Most likely method of contacting the town by Age



Below a breakdown of the most likely method different age groups would use when contacting the Town:

- 18 to 24 - Telephone (44%)
- 25 to 34 – Telephone and Town of Whitby website (41%, each)
- 35 to 44 – Town of Whitby website (43%)
- 45 to 54 – Town of Whitby website (45%)
- 55 to 64 – Telephone (53%)
- 65 and over – Telephone (61%)

About one-fifth (17%) of residents 18 to 24 are likely to use social media to contact the town, the largest proportion out of all age groups.

Question: Of the options you've selected, which would be your most likely method of contacting the town? By age

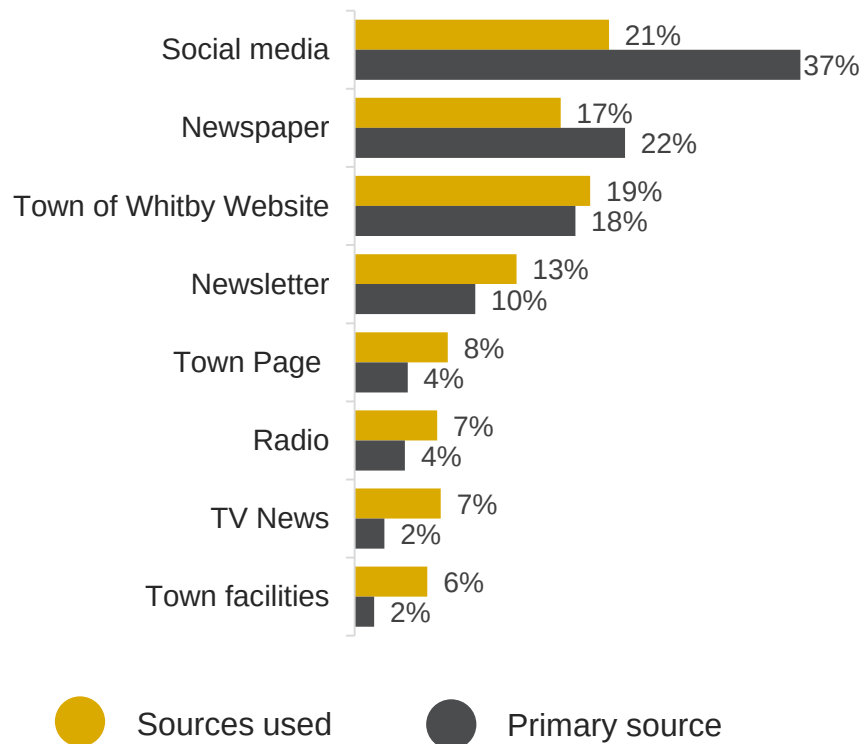
Sample size: 1112

Framework: Q16 = 2 or more options selected; top question rebased to 100%. Excluded: "Prefer not to say" (Age)

GETTING UPDATES

Getting Updates about the Town

Sources Used & Primary Sources for Updates



Town Publications Received



Over a third of respondents indicated social media (37%) was their primary source of getting updates from the town, followed by newspaper (22%), and the Town website (18%).

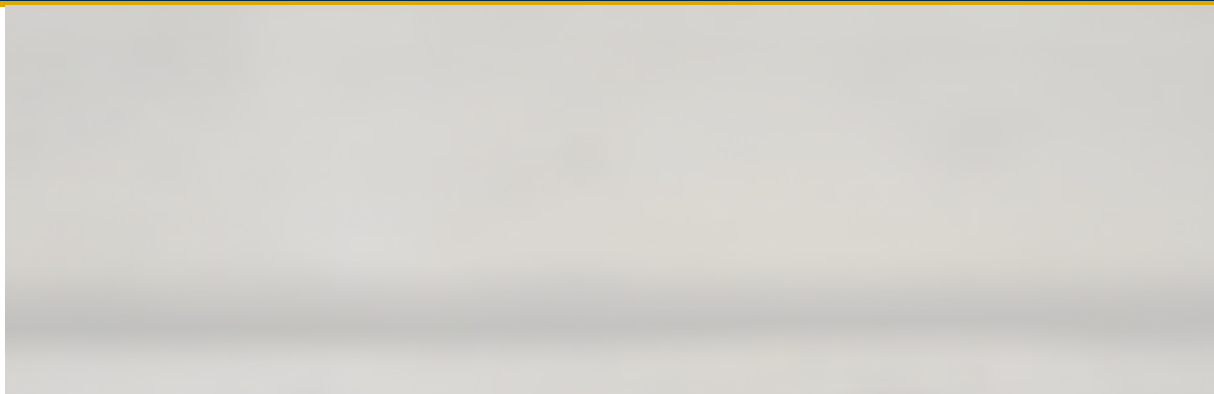
When asked about publications received, the Waste Collection Calendar was the most received (77%), followed by the Activity Guide (46%) and The Whitby Perspective (45%).

Question: (Left Top) Which of the following, if any, is a source you use to get updates or information about what's happening in the Town of Whitby? Please select any that apply.* **(Left Bottom)** You identified a number of sources that you use to get information about what's happening in the Town of Whitby. Which of the sources you identified would you say is your primary one? **(Right)** Which of the following Town publications do you currently receive?*

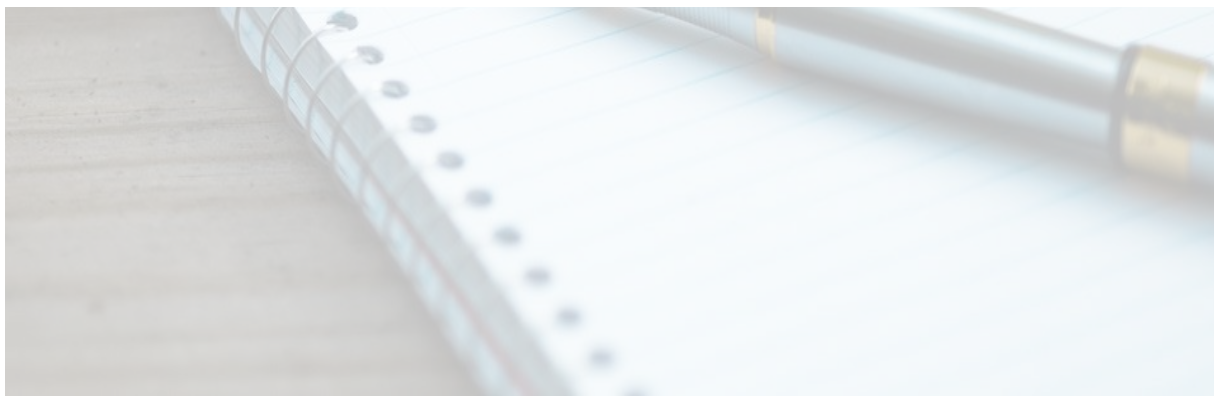
Sample size: 1616 (Left Top), 1221 (Left Bottom), 1584 (Right)

Framework: Q14 = 2 or more options selected; Q15: "None of these" not shown

* Multiple response questions.

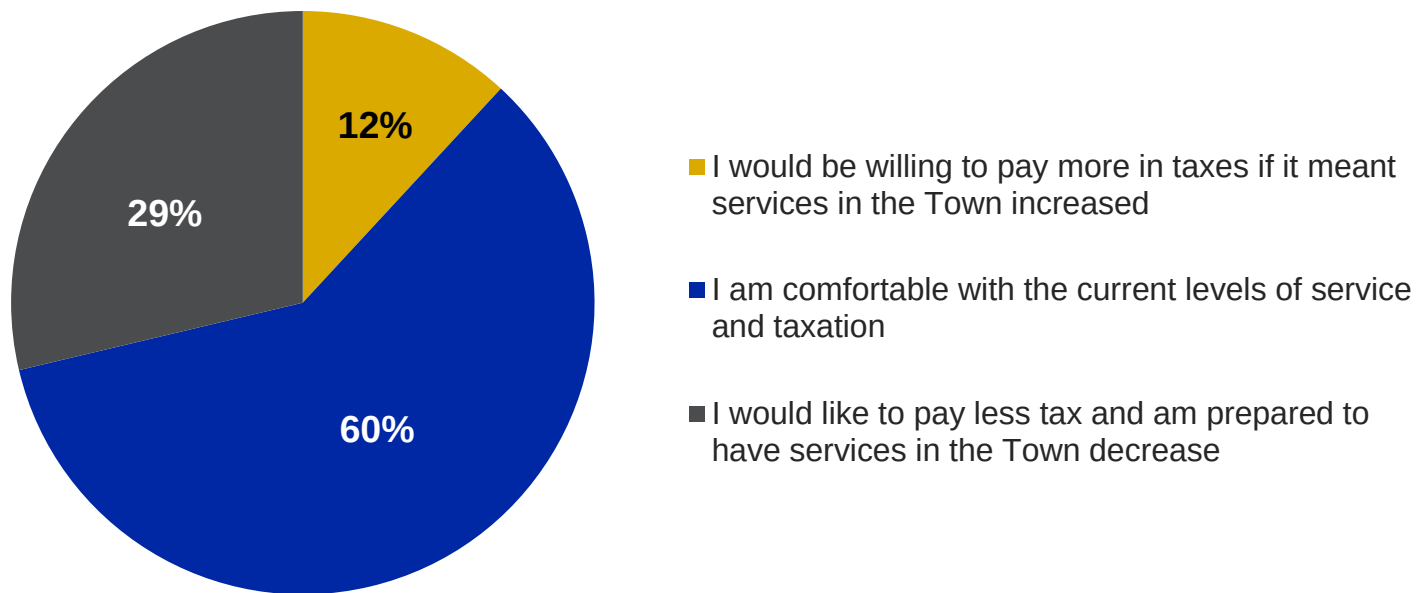


Opinions



TAXATION

Services & Taxes



The majority of respondents (60%) reported they were comfortable with the current level of service and taxation in the Town.

Nearly a third of respondents (29%) indicated that they would like to pay less tax, and were willing accept a corresponding decrease in Town services.

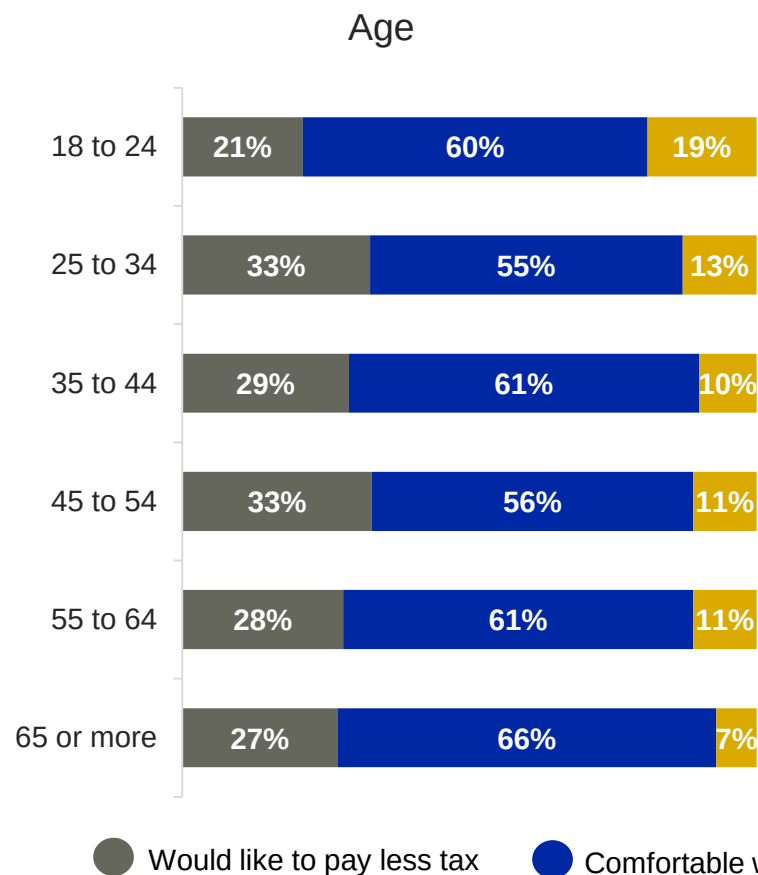
Question: Thinking about the services provided by the Town of Whitby and the taxes you pay, which of the following statements best describes you.

Sample size: 1331

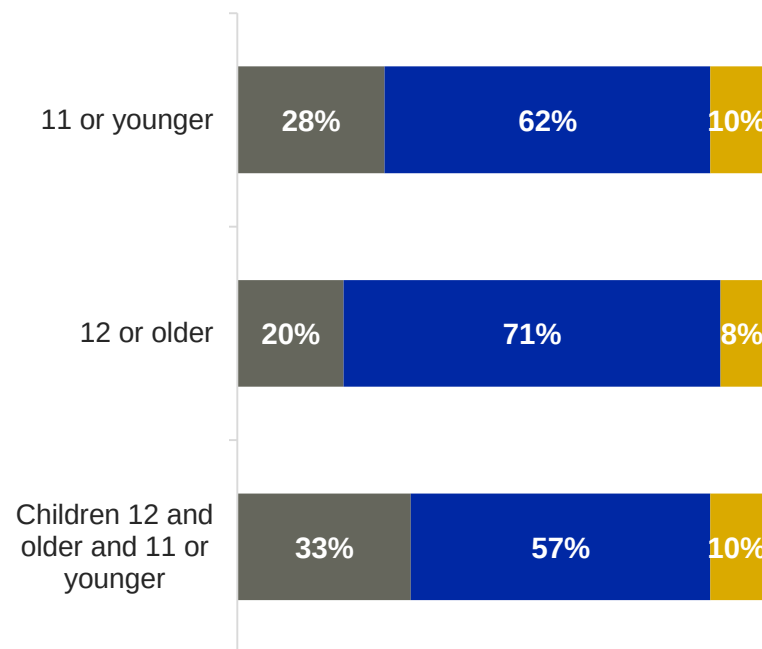
Framework: Excluded "Other"

TAXATION

Services & Taxes



Children Age Categories



The majority of respondents were comfortable with current levels of service and taxation.

A third (33%) of those aged 25 to 34 or 45 to 54 indicated they would like to pay less tax.

A majority (71%) of respondents with children 12 and older indicated that they were comfortable with current levels of service and tax, more so than other age categories.

Question: Thinking about the services provided by the Town of Whitby and the taxes you pay, which of the following statements best describes you, by Age and Children age categories

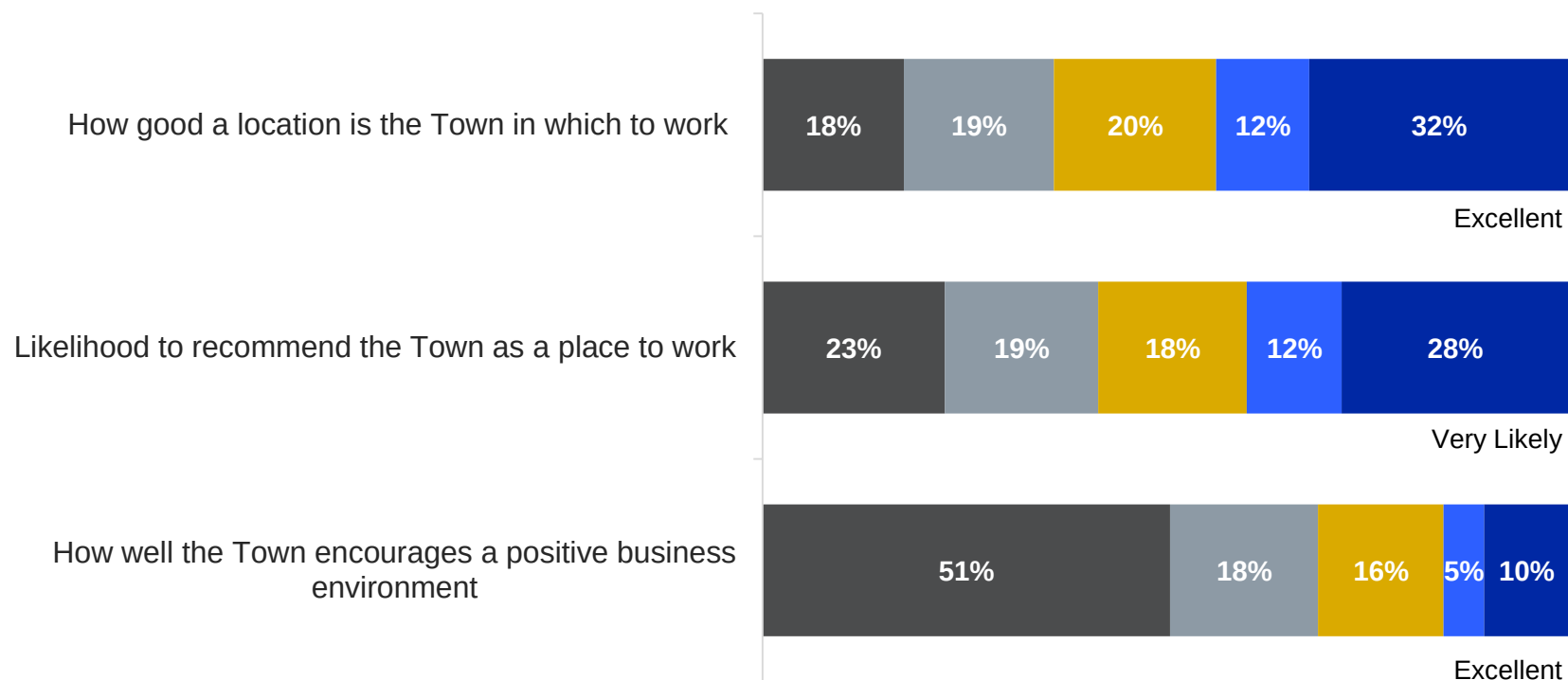
Sample size: 1314, 485

Framework: Excluded "Other"

WORKING IN WHITBY

Working in the Town

■ 6 & under ■ 7 ■ 8 ■ 9 ■ 10



Nearly one-third of respondents (32%) rated working in the Town a 10 (excellent).

Just over a quarter of respondents (28%) were very likely to recommend the Town as a place to work.

When asked how well the Town encourages a positive business environment, residents are divided. About half of respondents (51%) rated the business environment 6 or less, while a similar proportion (49%) rated the town's encouragement of the local business environment 7 or higher.

Question How likely would you be to recommend Whitby as a place to work? ; How good is the Town of Whitby at encouraging a positive environment for business in the Town?

Sample size (top to bottom): 348, 349, 304

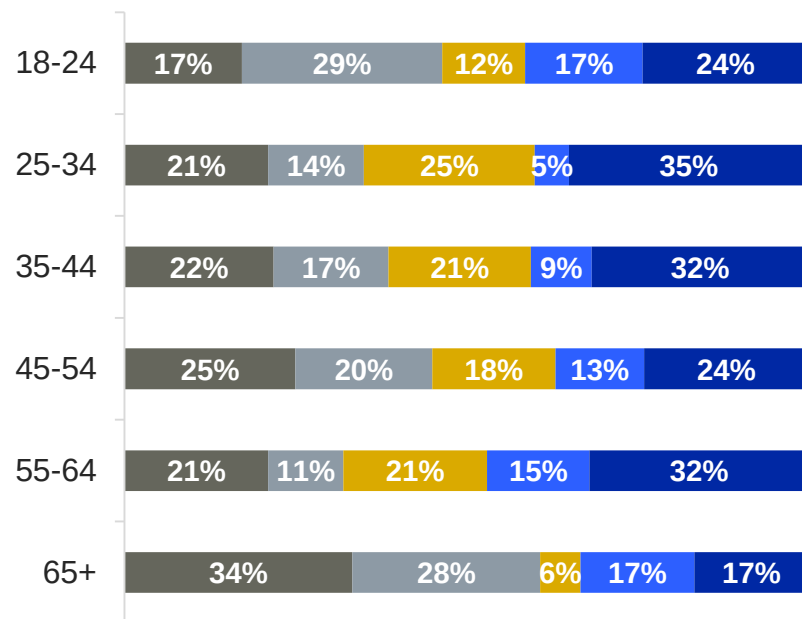
Framework: Excluded "Don't know"

WORKING IN WHITBY

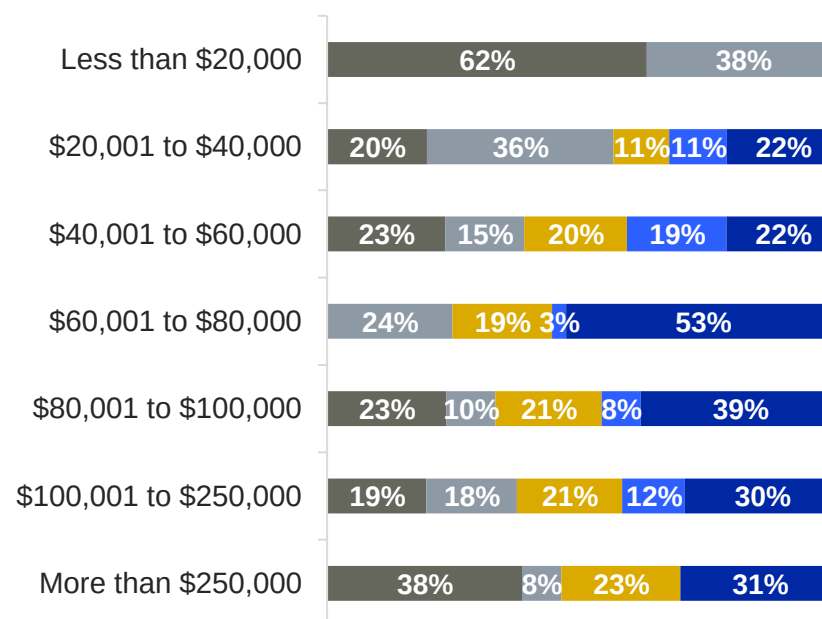
Working in the Town

Likelihood to recommend the Town as a place to work

Age



Annual Income



● 6 & under ● 7 ● 8 ● 9 ● 10 = Very likely

Over a third (35%) of those aged 25 to 34 that work in Whitby indicated that they were very likely to recommend the Town as a place to work, while similar proportions of those 65 and over (34%) were less likely to indicate so (rating 6 and under).

Over half (53%) of those who work in Whitby earning \$60,001 to \$80,000 indicated that they were very likely to recommend the Town as a place to work, followed closely behind by 4-in-10 (39%) of those earning \$80,001 to \$100,000.

Question How likely would you be to recommend Whitby as a place to work?

Sample size (top to bottom): 343, 258

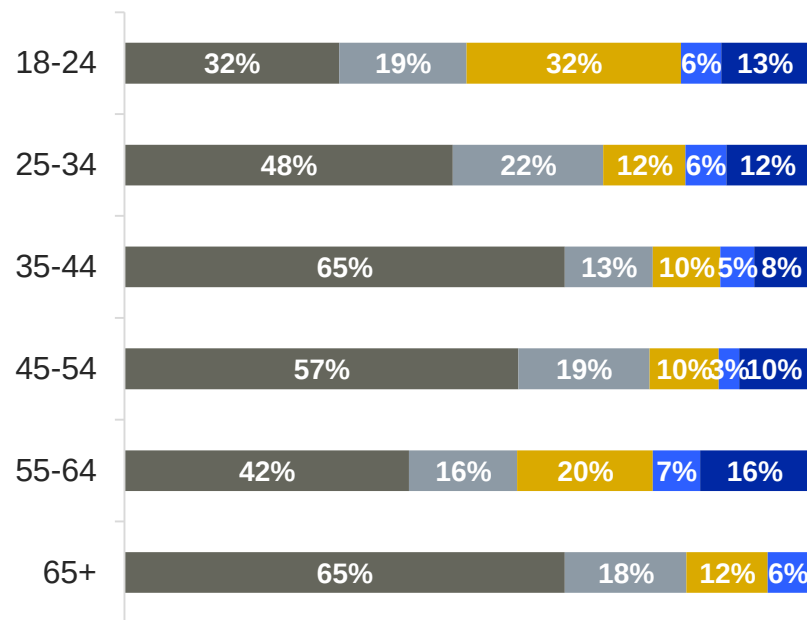
Framework: Excluded "Don't know"

WORKING IN WHITBY

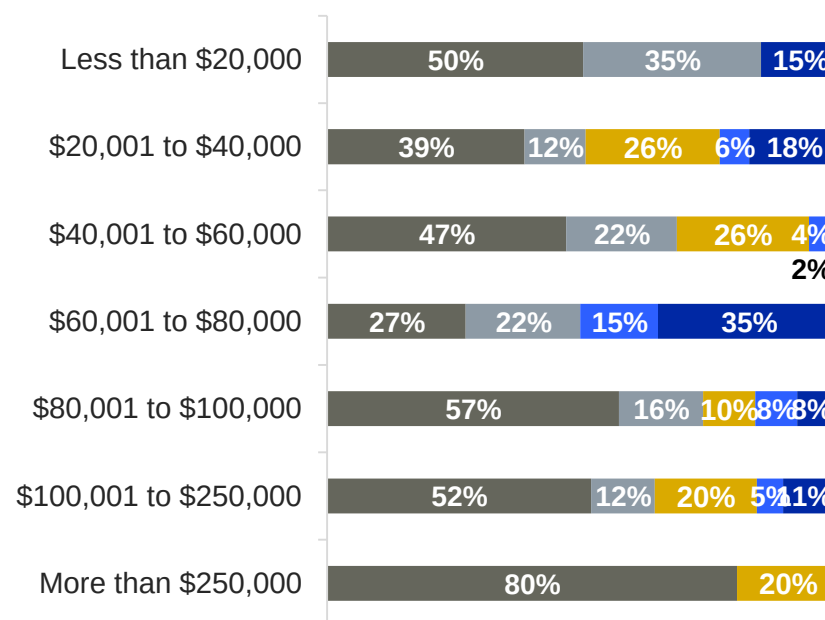
Working in the Town

How well the Town encourages a positive business environment

Age



Annual Income



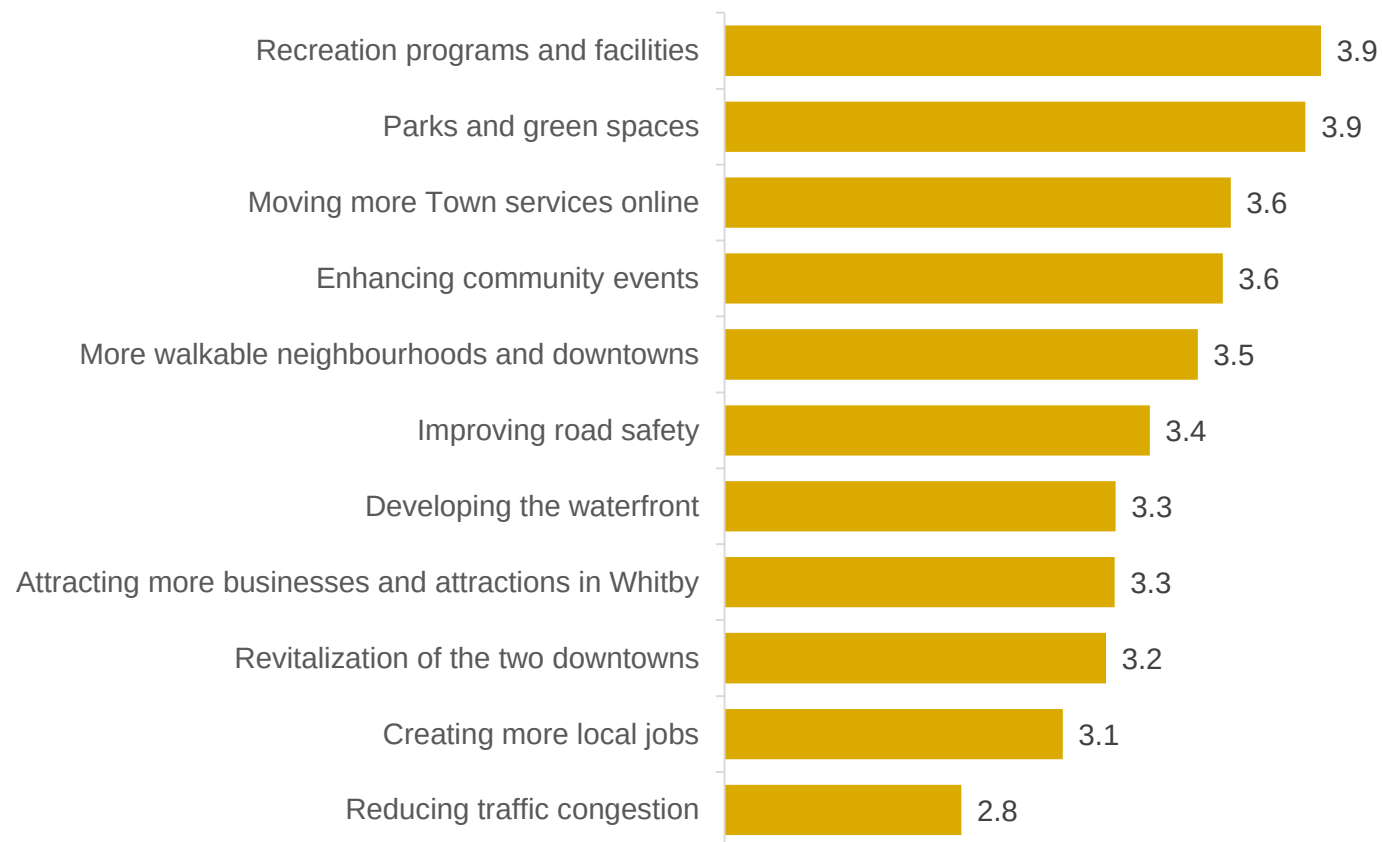
● 6 & under ● 7 ● 8 ● 9 ● 10 = Excellent

When asked how well the Town encourages a positive business environment, two-thirds (65%) of those 35-44 and 65 and over are less likely to indicate the Town does a good job (rating 6 and under).

Just over a third (35%) of those earning \$60,001 to \$80,000 are more likely to indicate that the Town is doing an excellent job, while over half (57%) of respondents who indicated a household income of \$80,001 to \$100,000 are less likely to indicate the Town does a good job (rating 6 and under).

MUNICIPAL PLANNING

Satisfaction with Current Priorities



When asked to rate their satisfaction with current Town priorities, residents indicated they were satisfied with:

- Recreation programs and facilities (3.9)
- Parks and green spaces (3.9)
- Moving more Town services online (3.6)
- Enhancing community events (3.6)

Residents were least satisfied with reducing traffic congestion (2.8) and creating more local jobs (3.1).

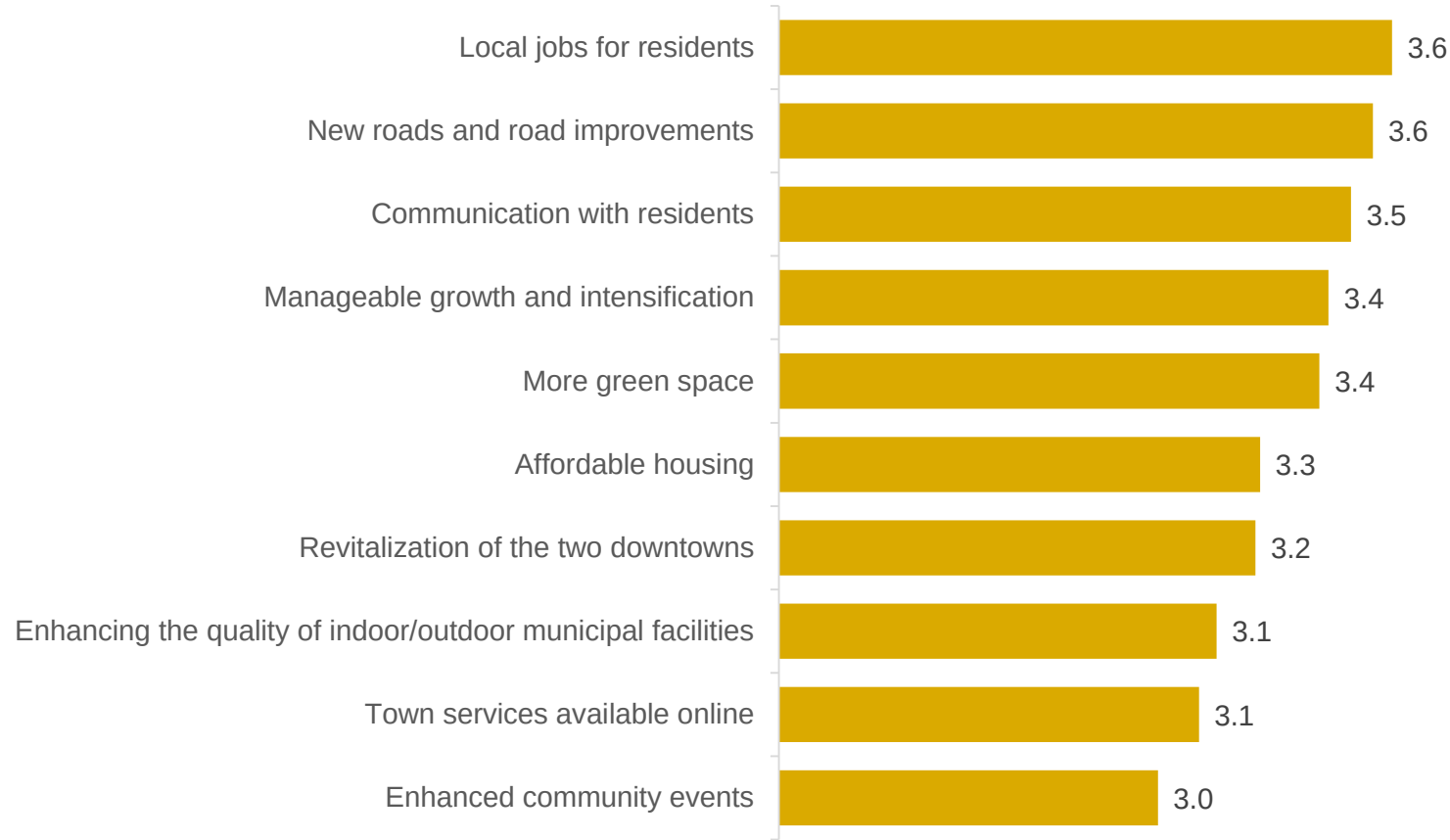
Question: How satisfied are you with the Town of Whitby's current priorities?

Sample size: 1616

Framework: Excluded "Not sure"

MUNICIPAL PLANNING

Importance of Future Priorities



When asked to indicate importance of future priorities, residents indicated local jobs for residents and new roads & road improvements as most important (3.6 each). This is followed closely by communication (3.5), growth (3.4), and more green space (3.4).

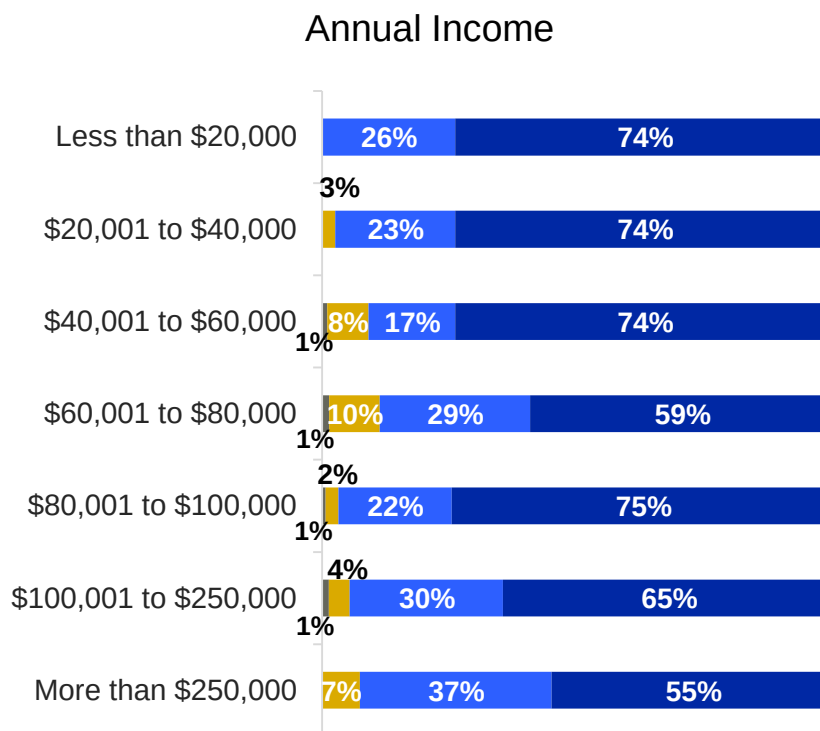
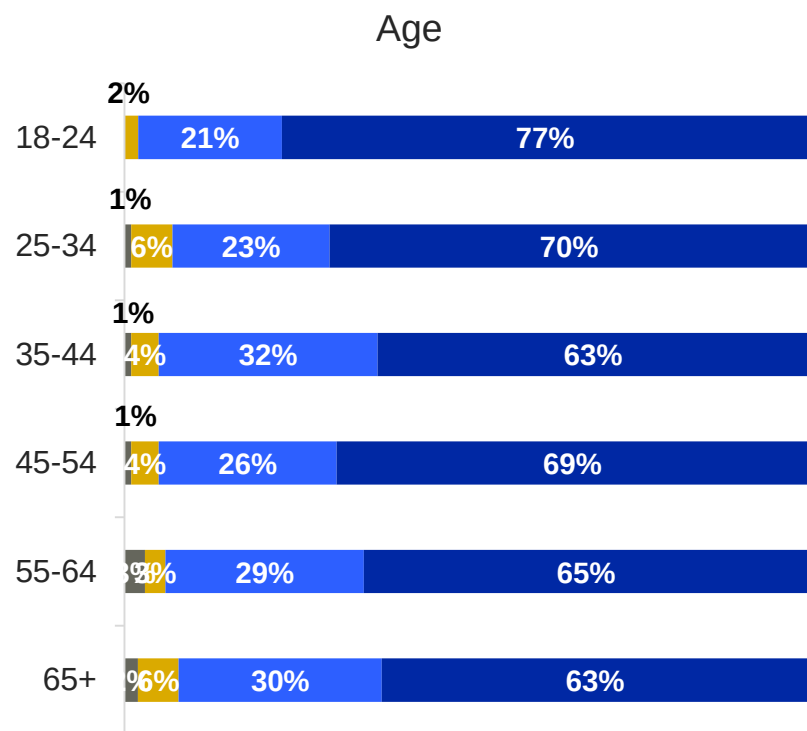
Question: This next list contains priorities that the Town of Whitby could address in the future. How important would you say the following are to you?

Sample size: 1616

Framework: Excluded "Not sure"

MUNICIPAL PLANNING

Importance of Future Priorities – Local Jobs for Residents



● Not at all important
● Not very important
● Somewhat important
● Very important

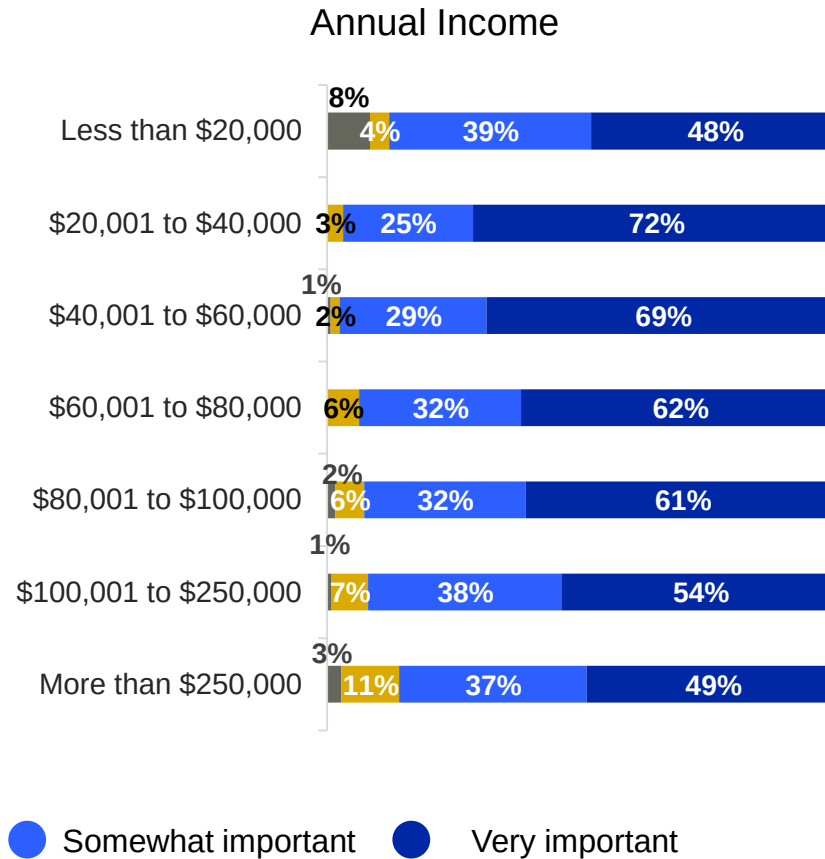
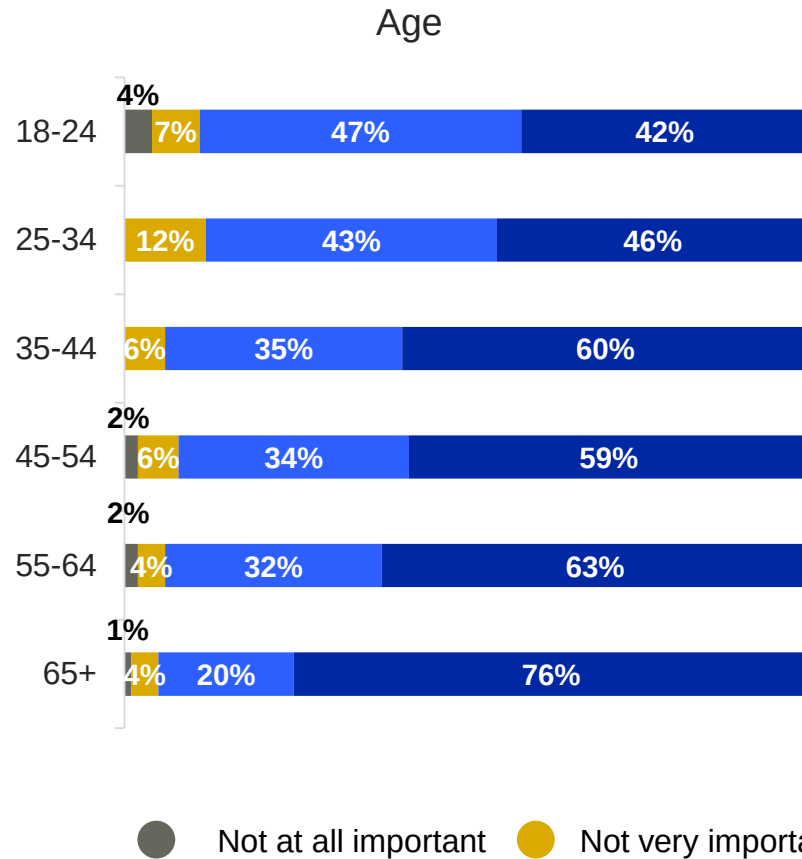
When it came to prioritizing local jobs for residents by age, younger age groups were more likely to indicate this as very important. Over three quarters (77%) of respondents between the ages 18 to 24 indicated that it was very important, followed by 70% of those aged 25 to 34, who indicated the same.

Respondents from lower income groups were more likely to indicate local jobs as very important.

- Less than \$20,000 (74%)
- \$20,001 to \$40,000 (74%)
- \$40,001 to \$60,000 (74%)

MUNICIPAL PLANNING

Importance of Future Priorities – Communication with Residents

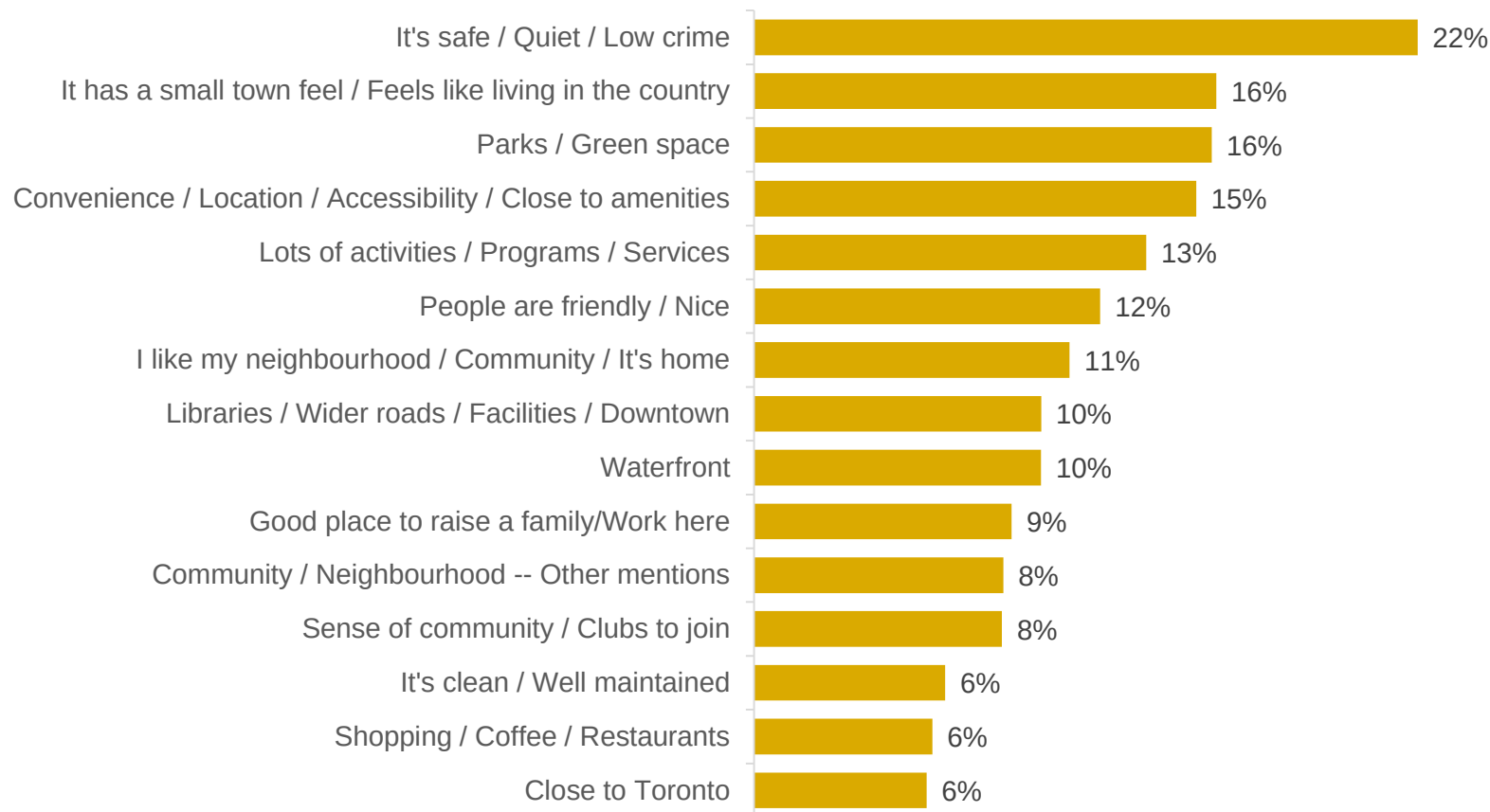


Over three-quarters (76%) of respondents over 65 indicated that communication with residents was very important.

Almost three-quarters (72%) of those earning \$20,001 to \$40,000 were more likely to report communication with residents as very important, followed closely by those earning \$40,001 to \$60,000 (69%).

POSITIVE ASPECTS

What Residents Like About Whitby



Residents indicated more often that they liked that the Town is safe and quiet (22%). This is followed by those who liked the small town feel (16%), parks & green space (16%), and its convenience / location (15%).

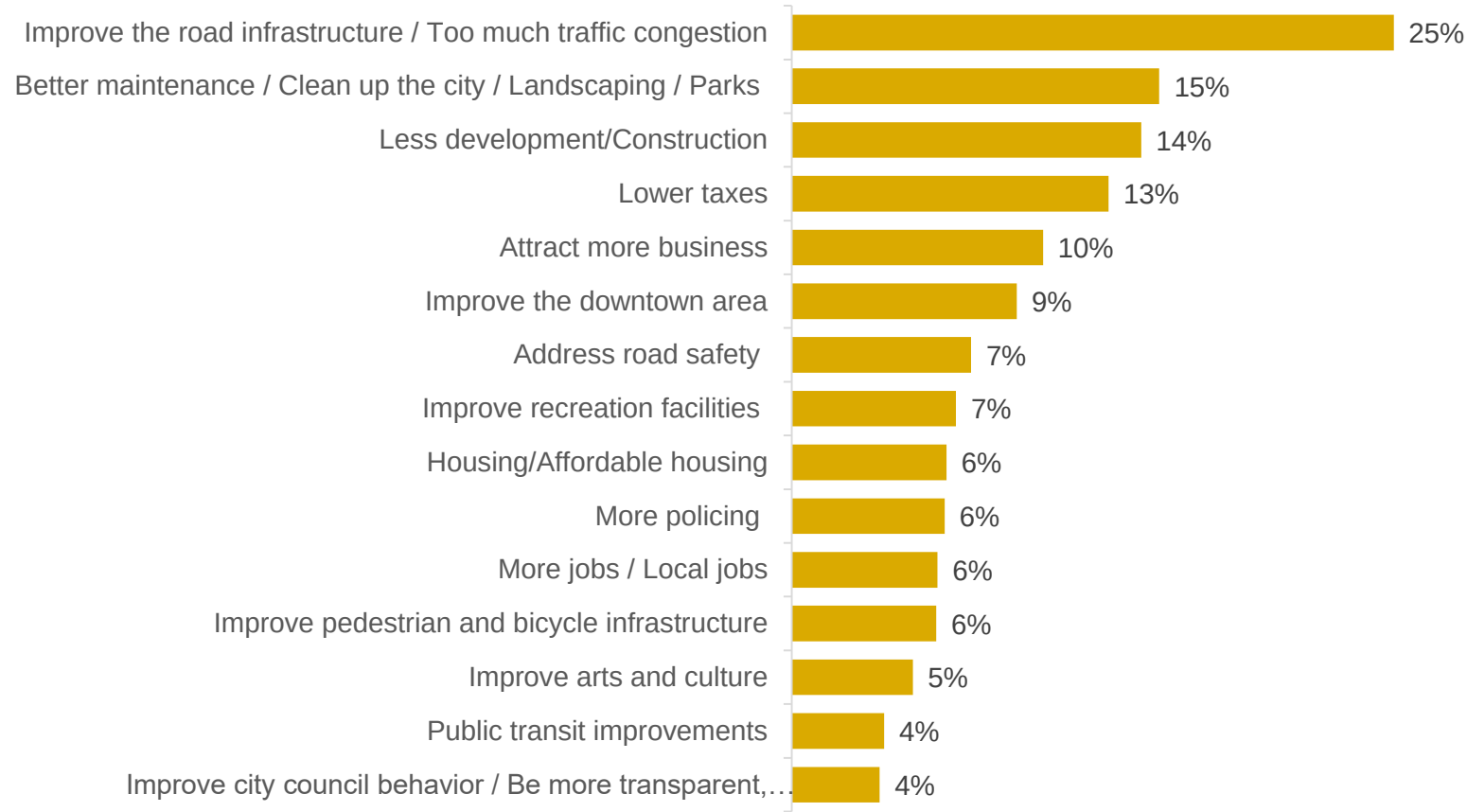
Question: What do you like best about Whitby? (open-end)

Sample size: 1029

Framework: "Not sure", "No comment" not shown. Only top 10 responses shown.

IMPROVEMENT AREAS

What Residents Would Change About Whitby



When asked about changes the Town, residents indicated more often that they like improvements to road infrastructure (25%), followed by better maintenance (15%), less development (14%), and lower taxes (13%).

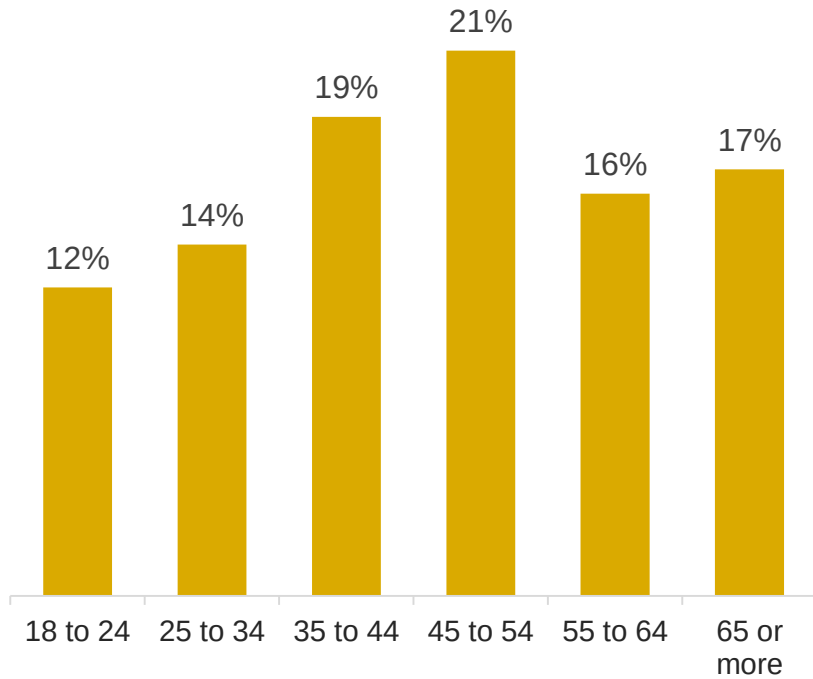
Question: What one thing would you change about Whitby? (open-end)

Sample size: 1177

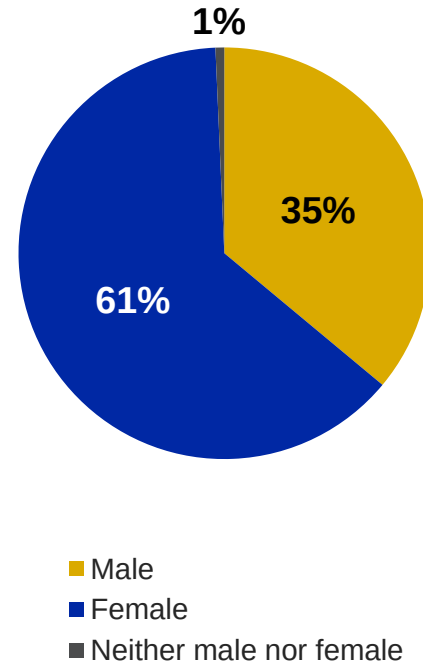
Framework: "Not sure", "No comment" not shown. Only top 10 responses shown.

AGE, GENDER & EDUCATION

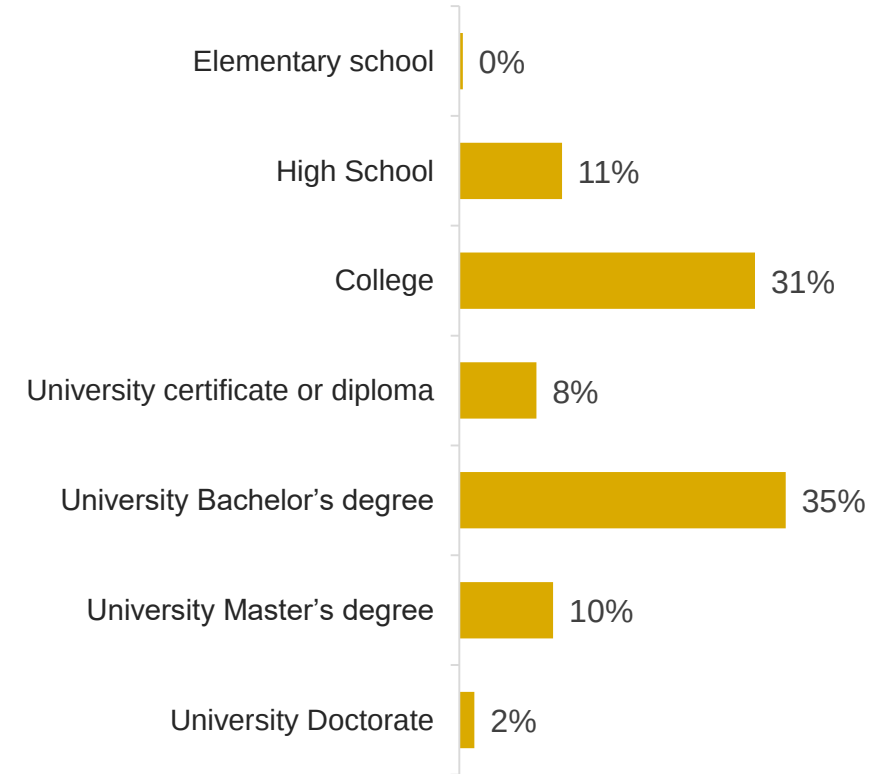
Age



Gender

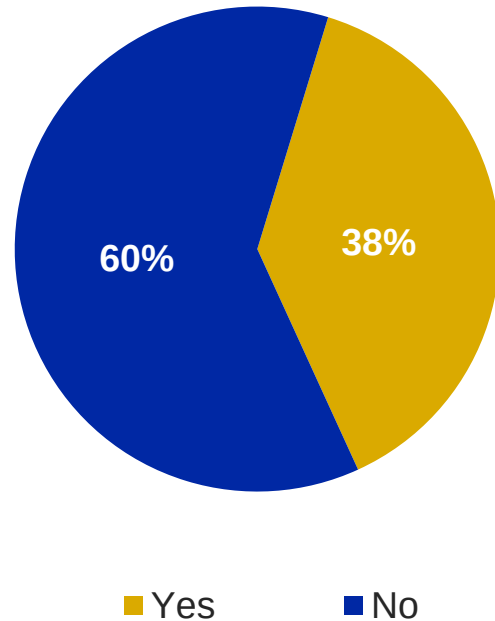


Education

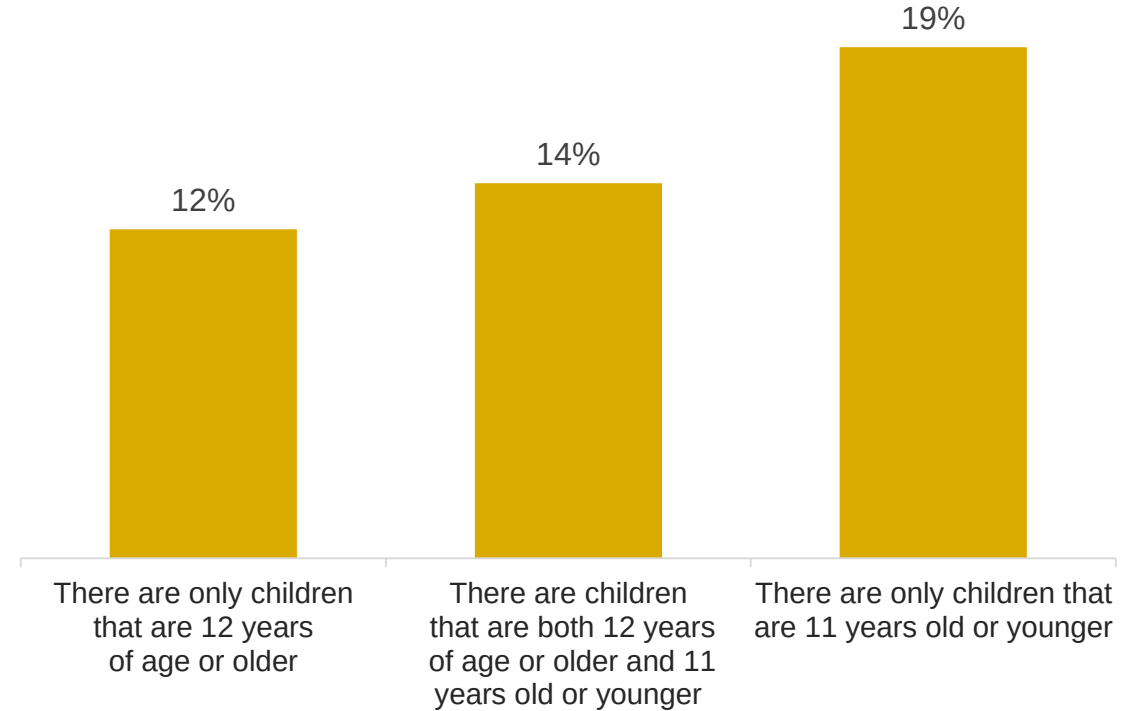


CHILDREN IN THE HOUSEHOLD

Children in the Household

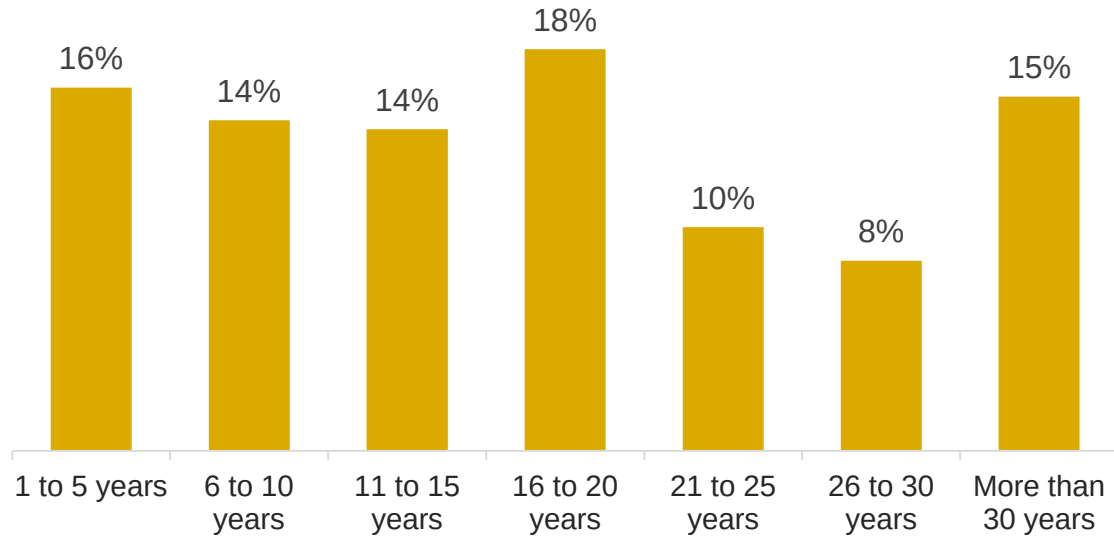


Children Age Categories

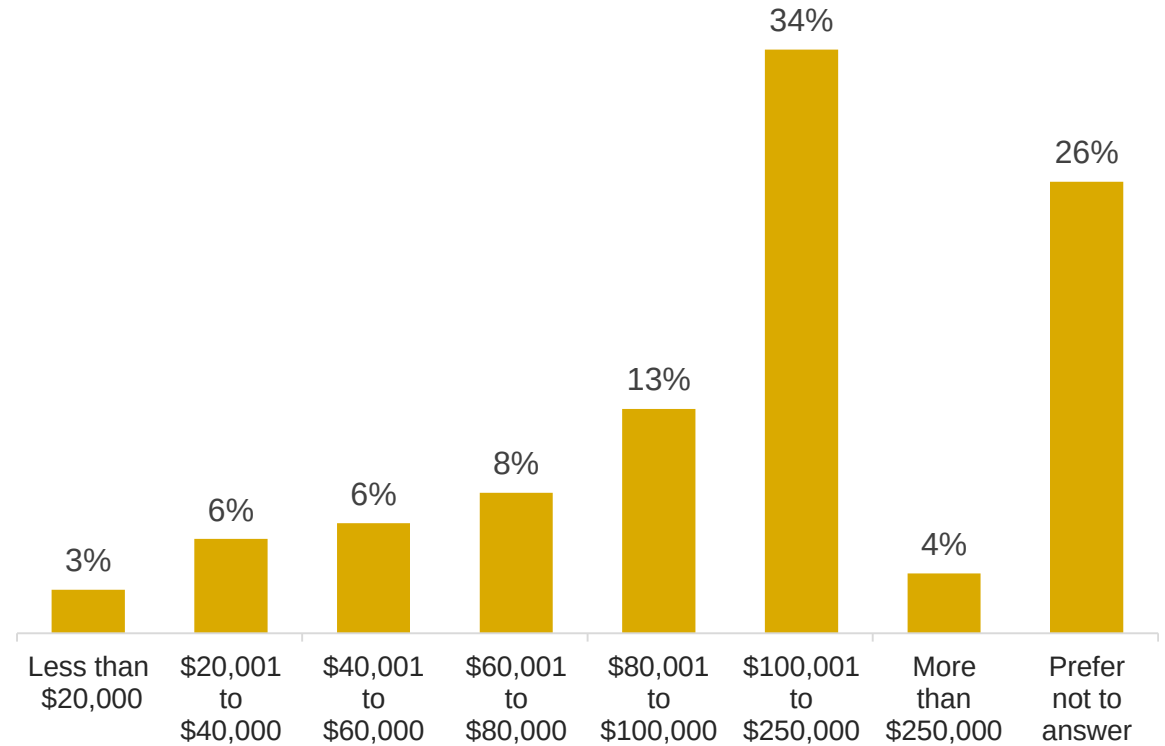


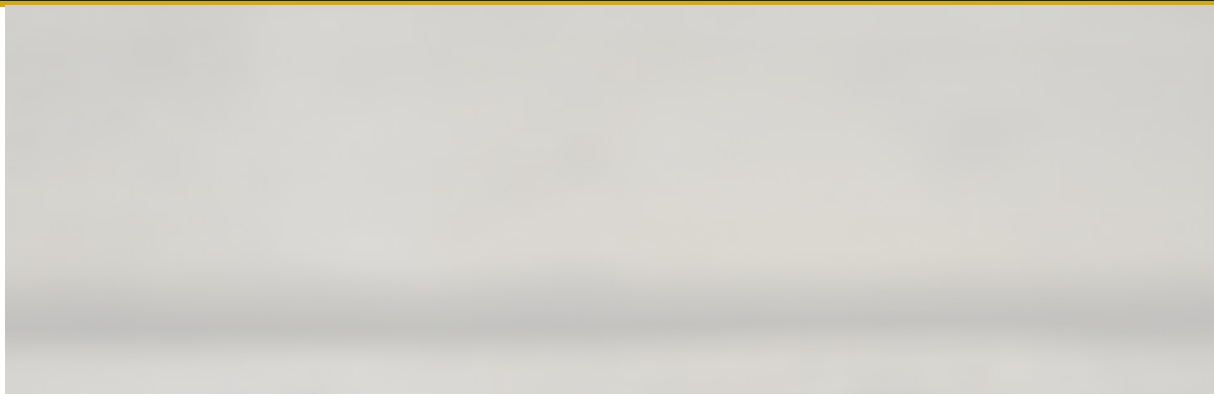
LIVING IN WHITBY & HOUSEHOLD INCOME

How Long Residents Have Lived in Whitby

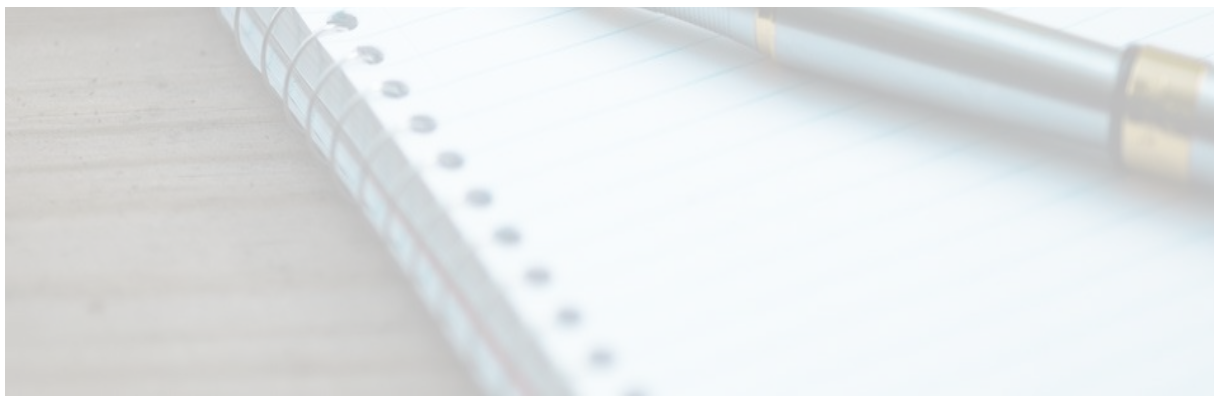


Household Income





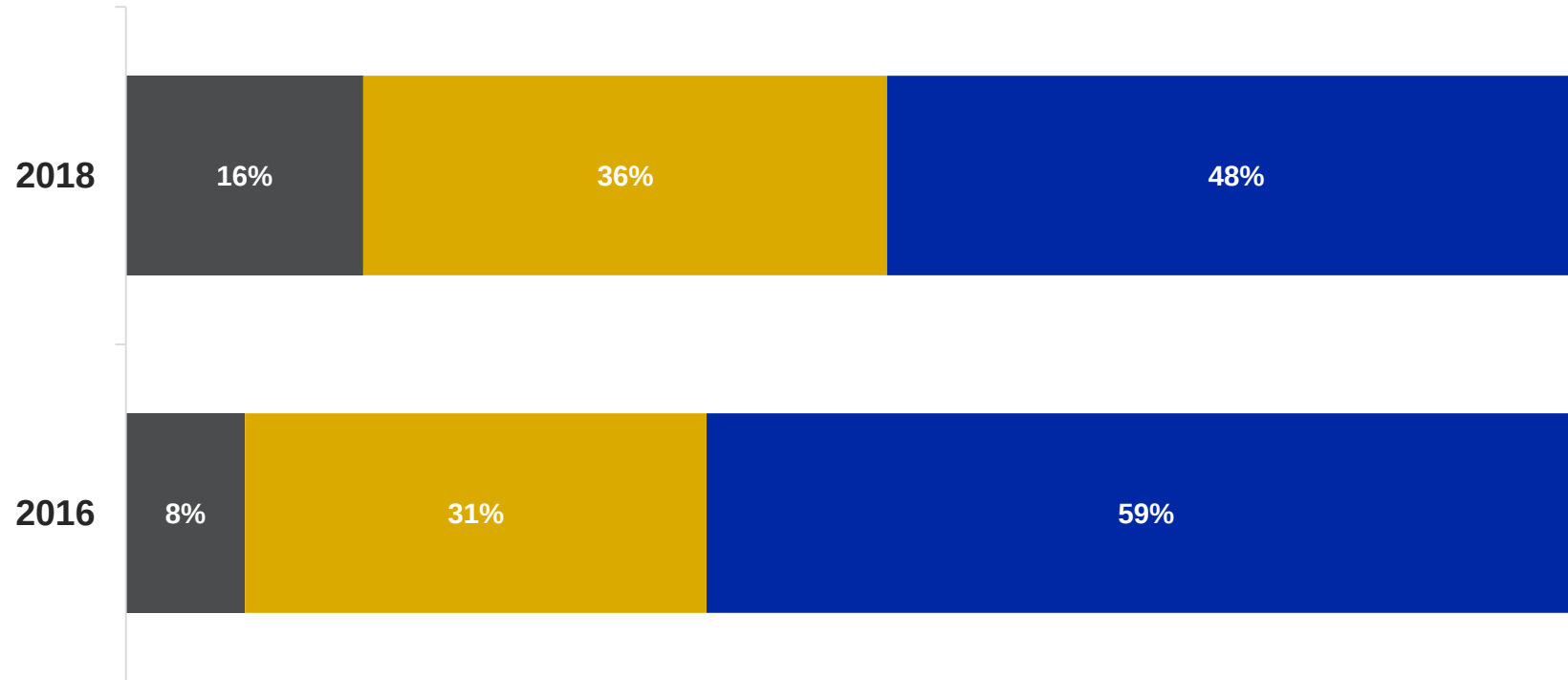
Appendix



SERVICES – TREND 2016 TO 2018

Quality of Services Provided by the Town

■ Not/Not very Satisfied (0-5) ■ Satisfied (6-7) ■ Very Satisfied (8-10)



Residents were asked to rate their satisfaction with the quality of the services provided by the Town of Whitby using a scale of 1 (Not at all satisfied) to 10 (Very satisfied).

Just under half (48%) of respondents indicated they were Very Satisfied in 2018, an 11% decrease from 2016 (59%).

The Satisfied group remained fairly proportional, with only a 5% difference between 2018 (36%) and 2016 (31%).

The Not/Not very satisfied group doubled from 2016 (8%) to 2018 (16%).

Question: Generally, how satisfied are you with the quality of the services provided by the Town of Whitby? Please use a number from 1 to 10, where 1 is not satisfied at all, and 10 is very satisfied. (Trended to Concerning the SERVICES OFFERED by your municipality in GENERAL, are you satisfied with the QUALITY of these services on a scale of 0 to 10?)

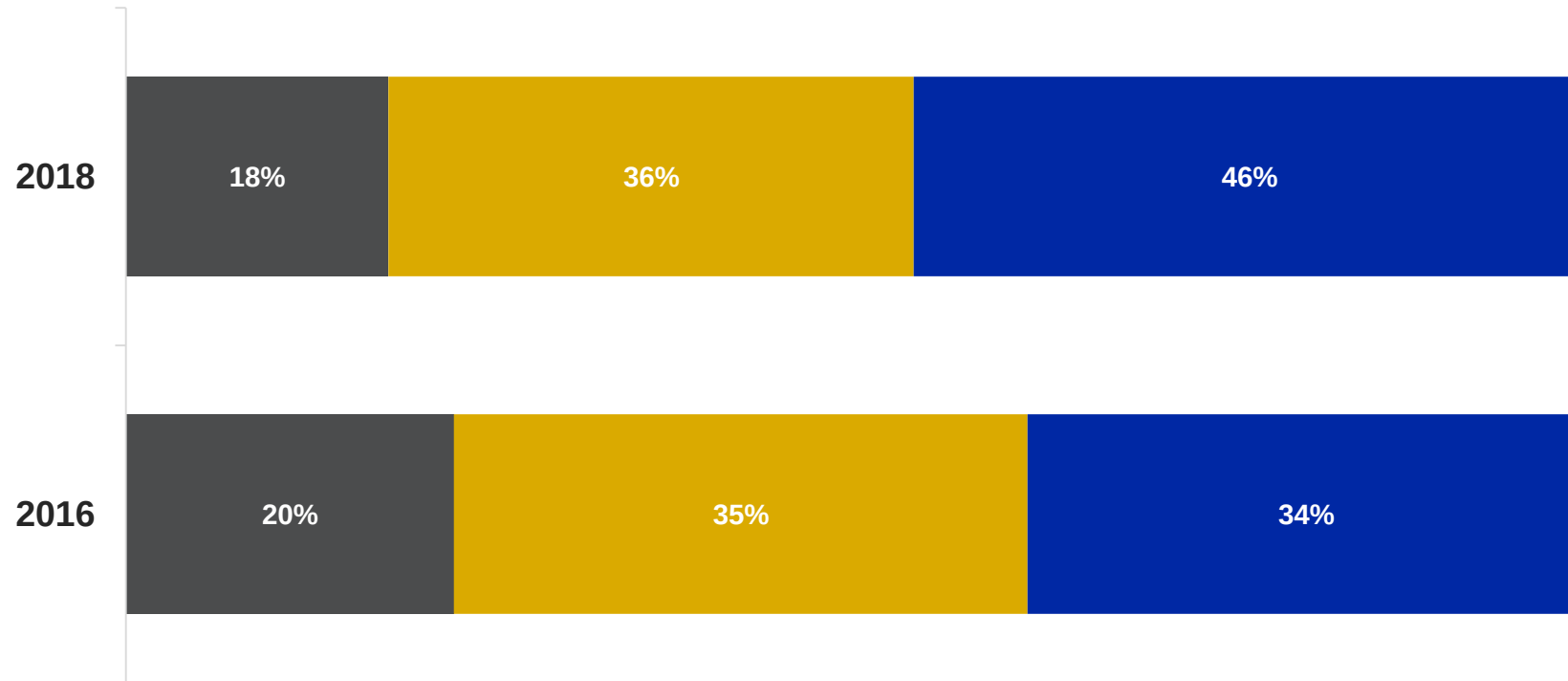
Sample size: 1616

Framework: All

CONTACTING THE TOWN – TREND 2016 TO 2018

Contacting the Town

■ Not/Not very satisfied (0-5) ■ Satisfied (6-7) ■ Very Satisfied (8-10)



Residents were asked to rate their satisfaction with the customer service they received when contacting the Town.

There was a 12% increase in those who were very satisfied with the Town's customer service from 2016 (34%) to 2018 (46%). The remaining levels of satisfaction have remained consistent.

Question: Based on your experience with the Town in the areas you've identified previously, how satisfied or dissatisfied you are with the customer service you received when you contacted the Town of Whitby? (Trended to What is your level of overall satisfaction with the quality of your municipal administration's current level of customer service?)

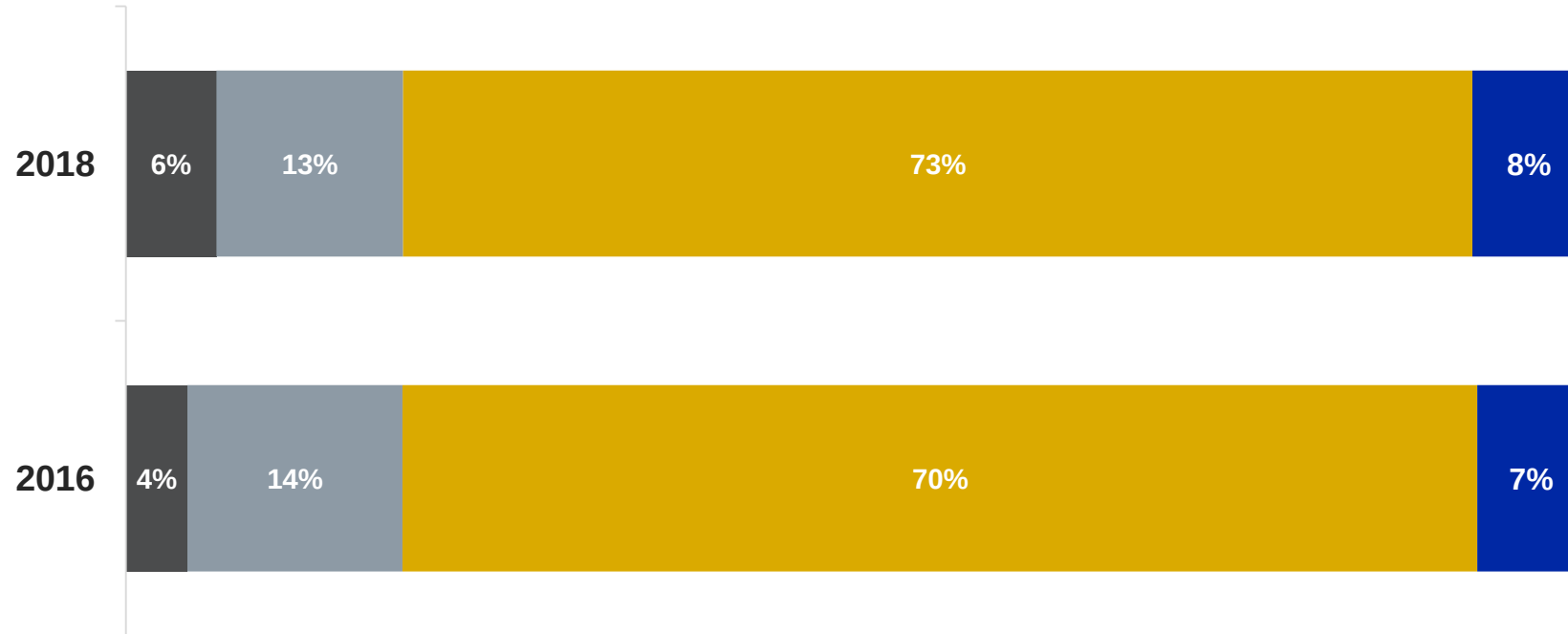
Sample size: 863

Framework: Excluded "Do not recall"

TAXES – TREND 2016 TO 2018

Value of Services in the Town for Tax Dollars

- Very bad value for your money
- Bad value for your money
- Good value for your money
- Very good value for your money



Residents were asked to rate the value of services for their tax dollars using a scale of 1 (Not a good value at all) to 10 (Very good value).

There were minimal differences between 2016 and 2018. There was a 3% increase in respondents who found the services as a good value for their tax dollars from 2016 (70%) to 2018 (73%).

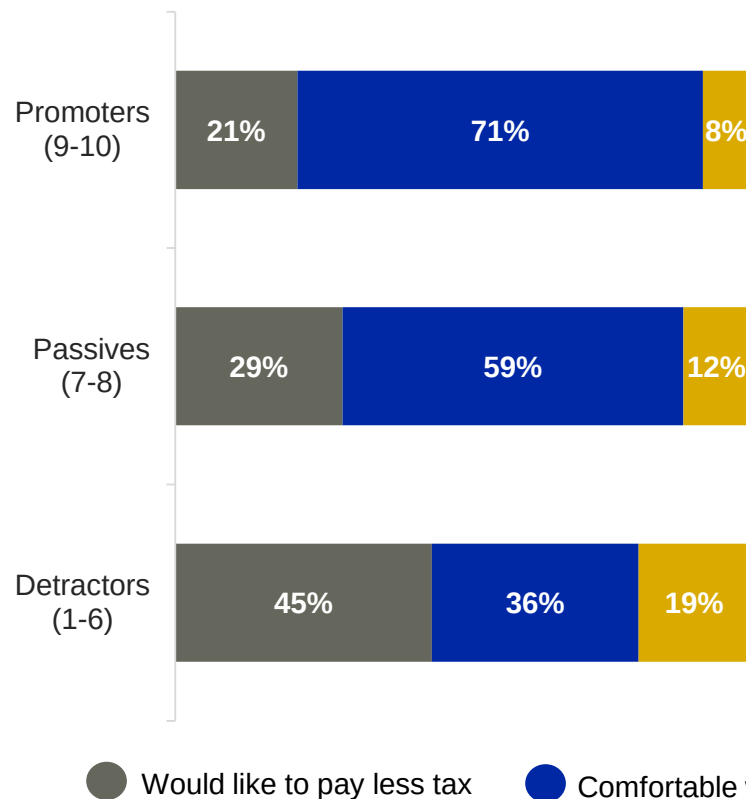
Question: Based on your experience with, or your general impressions of, the services provided by the Town of Whitby, would you say that these services are a good value for your tax dollars or not? Please use a number from 1 to 10, where 1 is not a good value at all, and 10 is very good value. (Trended to Taking into account the taxes you pay your municipality and the municipal services you receive, would you say you get...?) **Sample size:** 1557

Framework: 'Don't know' not included

TAXATION

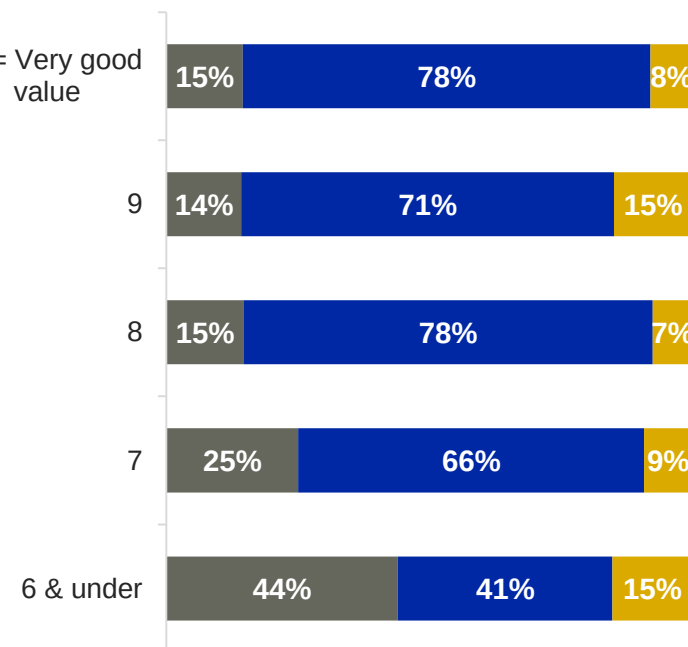
Services & Taxes

Net Promoter Score (NPS)



Value for Tax Dollars

10 = Very good value



The majority of respondents that were considered Promoters and Passives were comfortable with the current level of tax; however, almost half (45%) of respondents considered Detractors indicated they would like to pay less tax.

The majority of respondents who rated Value for Tax Dollars as a 7 or higher were comfortable with current level of tax.

Respondents who rated Value for Tax Dollars as a 9 were almost twice as likely (15%) to indicate they were willing to pay more tax than respondents who rated Value for Tax Dollars as a 7, 8 or 10.

Nearly half (44%) of respondents who rated Value for Tax Dollars as 6 & under indicated they would like to pay less tax.

Question: Thinking about the services provided by the Town of Whitby and the taxes you pay, which of the following statements best describes you, by NPS & Value for Tax Dollars

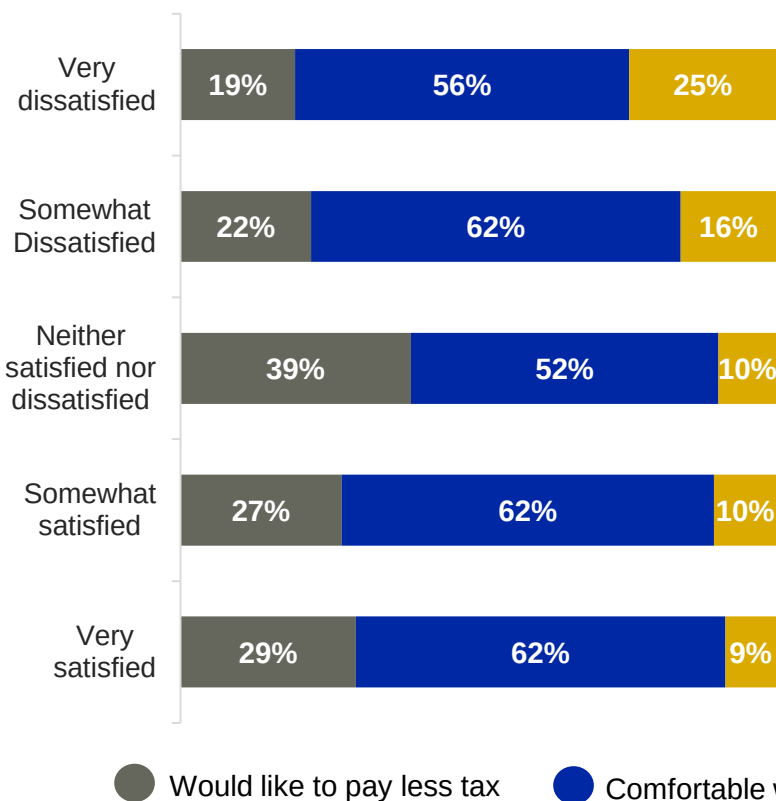
Sample size: 1331, 1289

Framework: All

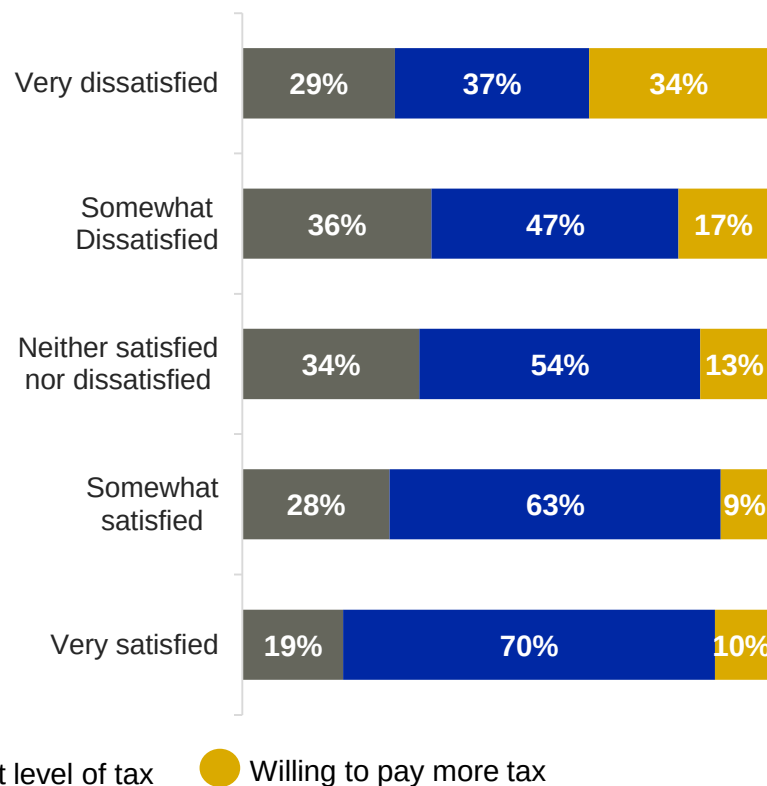
TAXATION

Services & Taxes

More walkable neighbourhoods



Enhancing community events



The majority of respondents who rated satisfaction with 'More walkable neighbourhoods' indicated they were comfortable with the current level of tax.

A quarter (25%) of respondents who indicated they were very dissatisfied with 'More walkable neighbourhoods' indicated they were willing to pay more tax.

Overall, as satisfaction with 'Enhancing community events' increased so did respondents' comfortability with the current level of tax.

Subsequently, over a third of respondents (34%) who indicated they were Very dissatisfied with 'Enhancing community events' indicated they were willing to pay more tax.

Question: Thinking about the services provided by the Town of Whitby and the taxes you pay, which of the following statements best describes you, by satisfaction with 'More walkable neighbourhoods' and 'Enhancing community events'

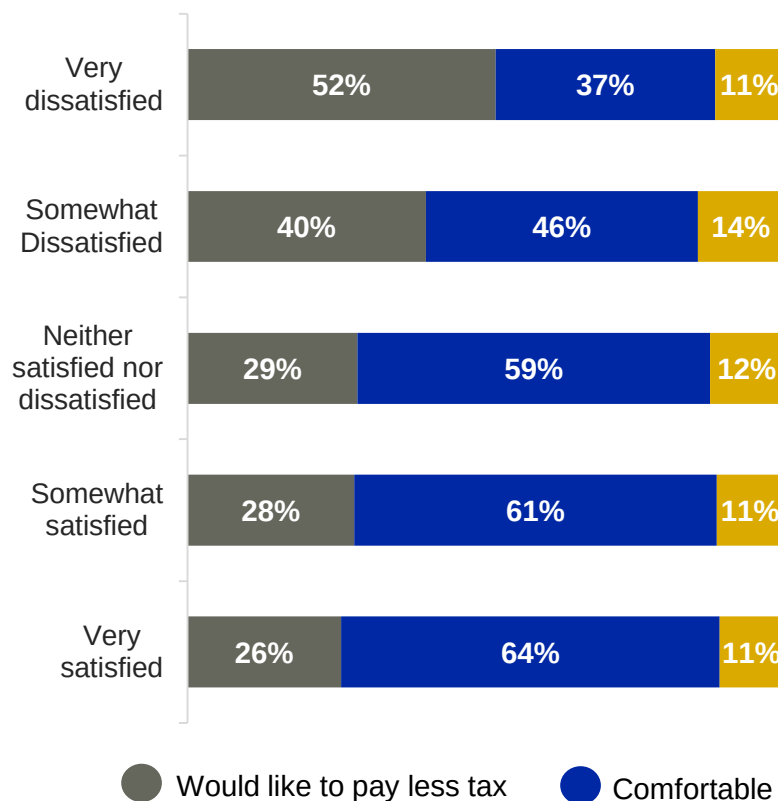
Sample size: 1289, 1267

Framework: All

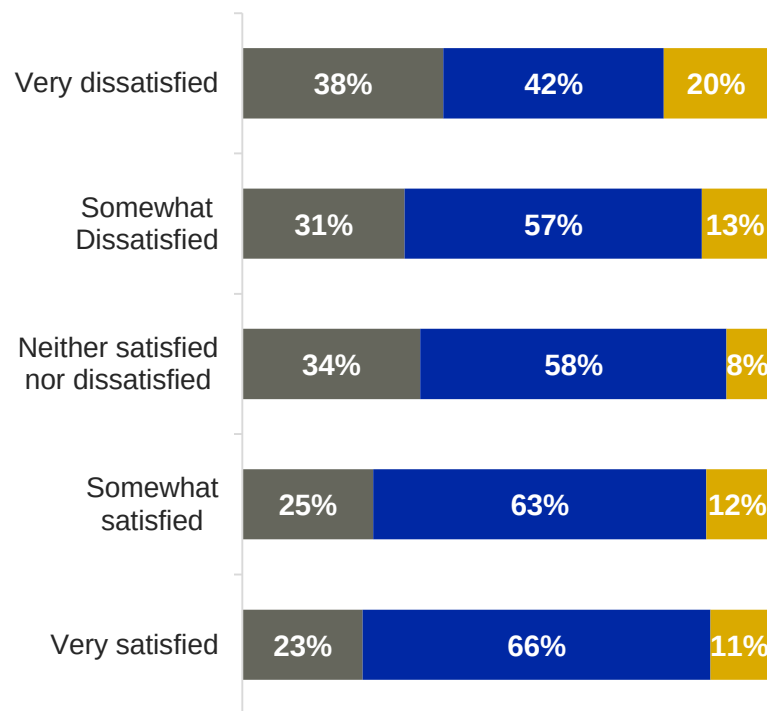
TAXATION

Services & Taxes

Moving more Town services online



Revitalization of the two downtowns



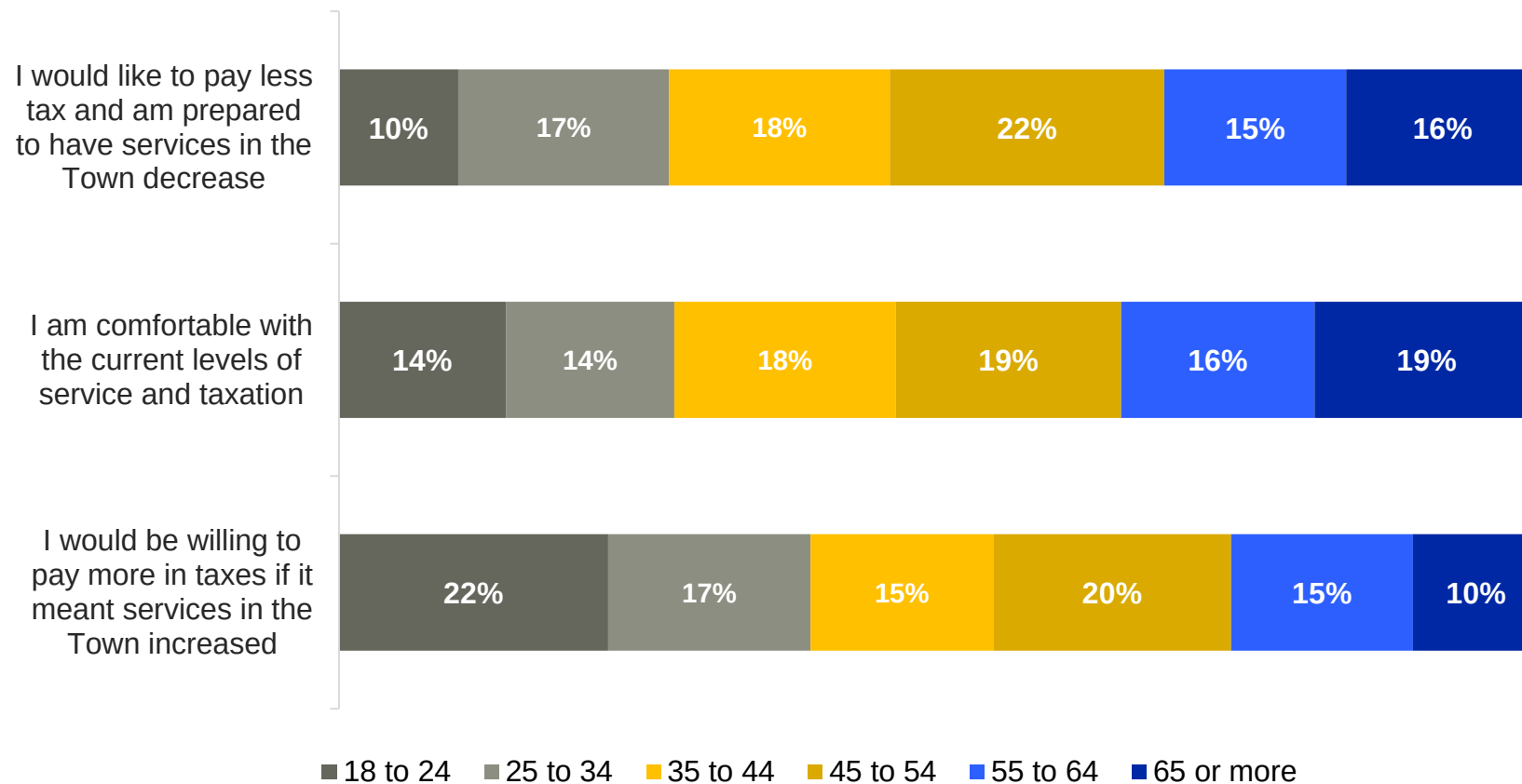
Over half of respondents (52%) who indicated they were very dissatisfied when it came to 'Moving more Town services online' indicated they would like to pay less tax. Similarly, 4-in-10 (40%) respondents who indicated they were somewhat dissatisfied indicated they would like to pay less tax.

Two-thirds of respondents (66%) who indicated they were very satisfied with 'Revitalization of the two downtowns' indicated they were comfortable with the current level of tax. Noticeably, comfortability with current level of tax declined with levels of satisfaction.

A fifth of respondents (20%) who indicated they were very dissatisfied with 'Revitalization of the two downtowns' indicated they were willing to pay more tax.

TAXATION

Taxes by Age



Respondents between the ages 18 to 24 were most likely to indicate they would pay more in taxes if it meant services in the Town increased than any other age group.

Respondents 45 to 54 were more likely to indicate they would pay less in taxes if it meant services in the Town decreased.

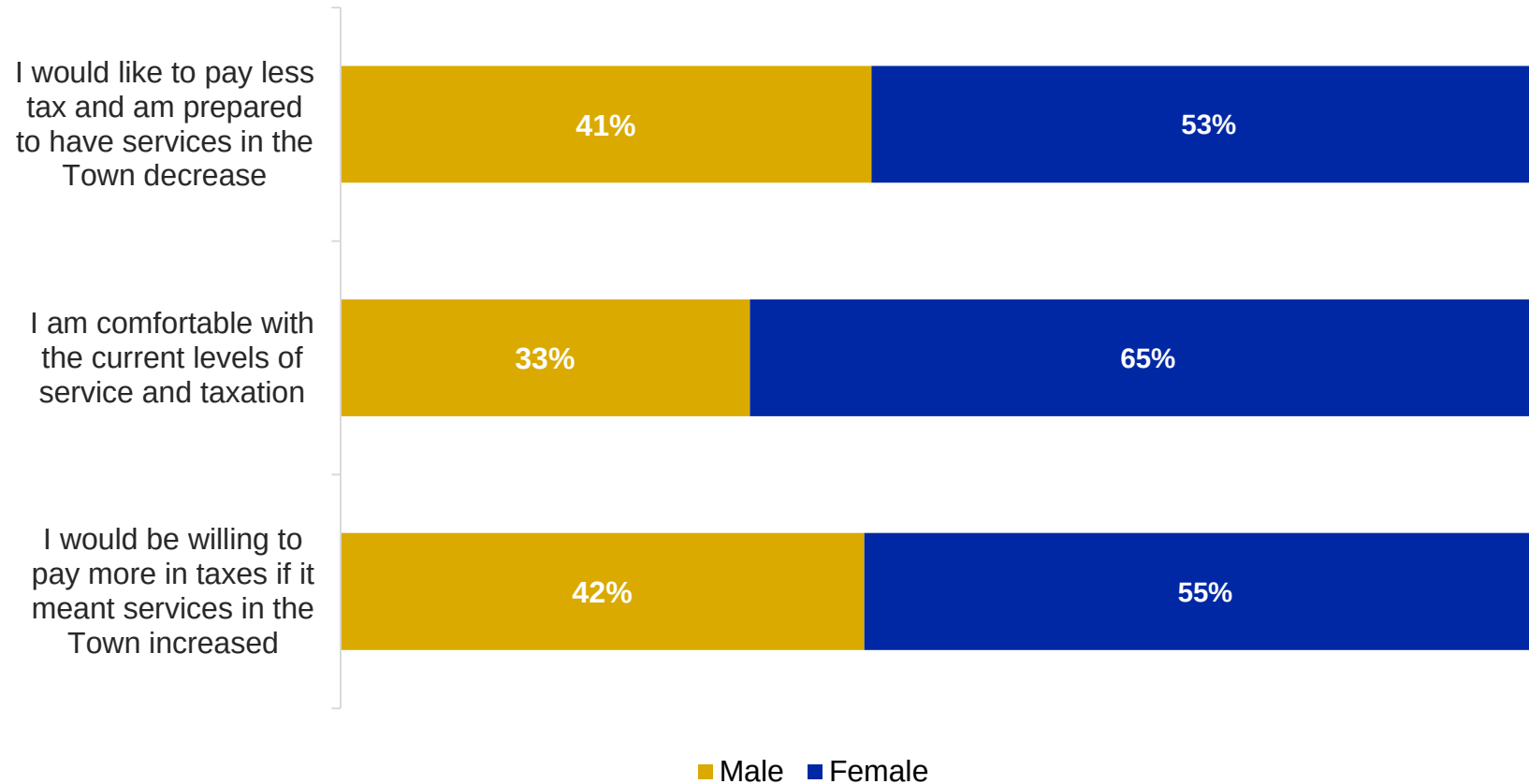
Question: Thinking about the services provided by the Town of Whitby and the taxes you pay, which of the following statements best describes you, by Age

Sample size: 1331

Framework: 'Prefer not to say' not shown

TAXATION

Taxes by Gender



Female respondents were more likely to indicate they were comfortable with the current levels of service and taxation in the Town than male respondents.

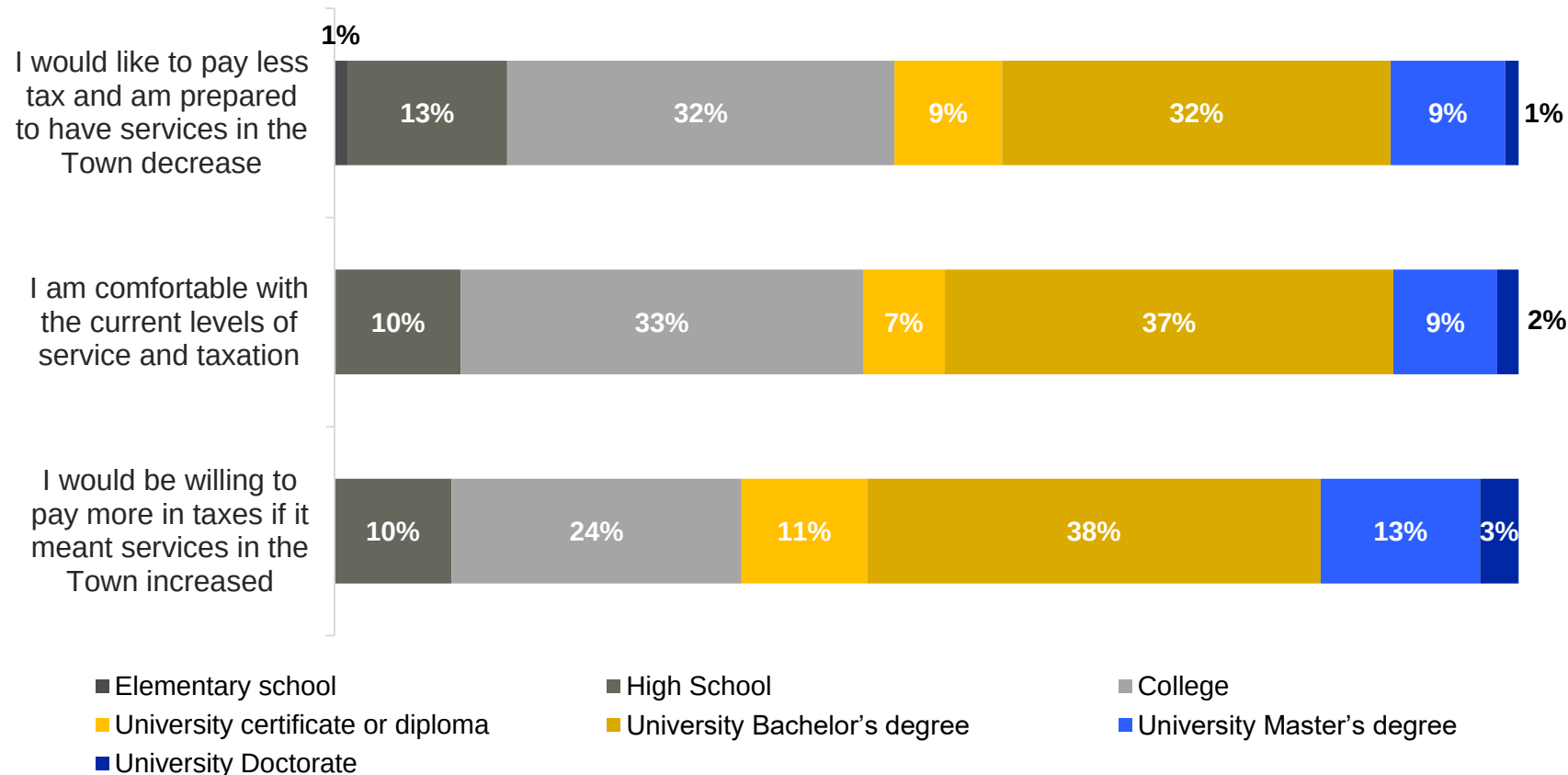
Question: Thinking about the services provided by the Town of Whitby and the taxes you pay, which of the following statements best describes you, by Gender

Sample size: 1331

Framework: 'Neither male nor female' and 'Prefer not to say' not shown

TAXATION

Taxes by Education



Respondents with a University Bachelor's degree were more likely report being comfortable with the current levels of service and tax (37%) and to be willing to pay more in taxes if it meant the services in the Town increased (38%).

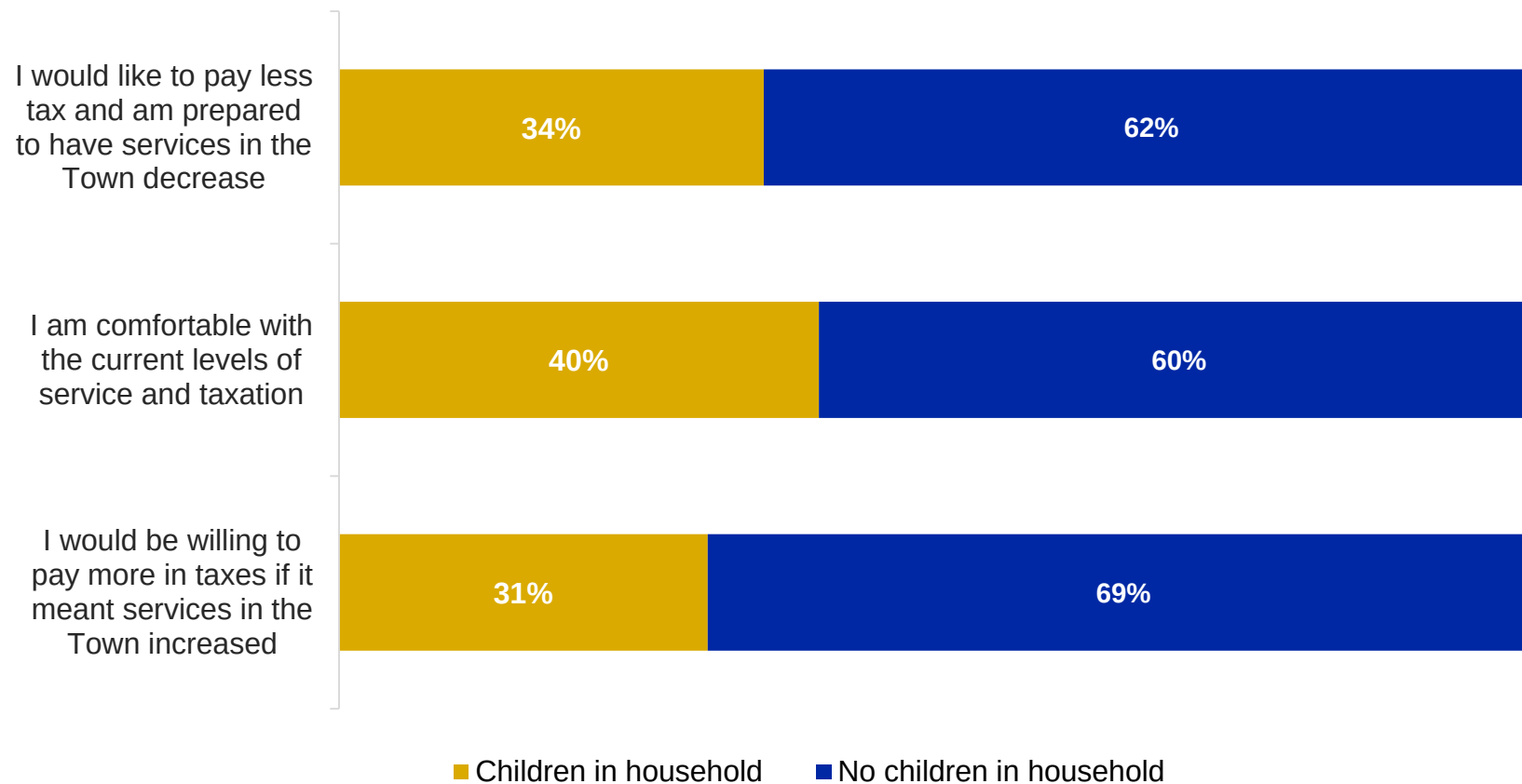
Question: Thinking about the services provided by the Town of Whitby and the taxes you pay, which of the following statements best describes you, by Education

Sample size: 1331

Framework: 'Prefer not to say' not shown

TAXATION

Taxes by Children in Household



Respondents with no children in household were slightly more likely to indicate they would be willing to pay more in taxes if it meant services in the Town increased.

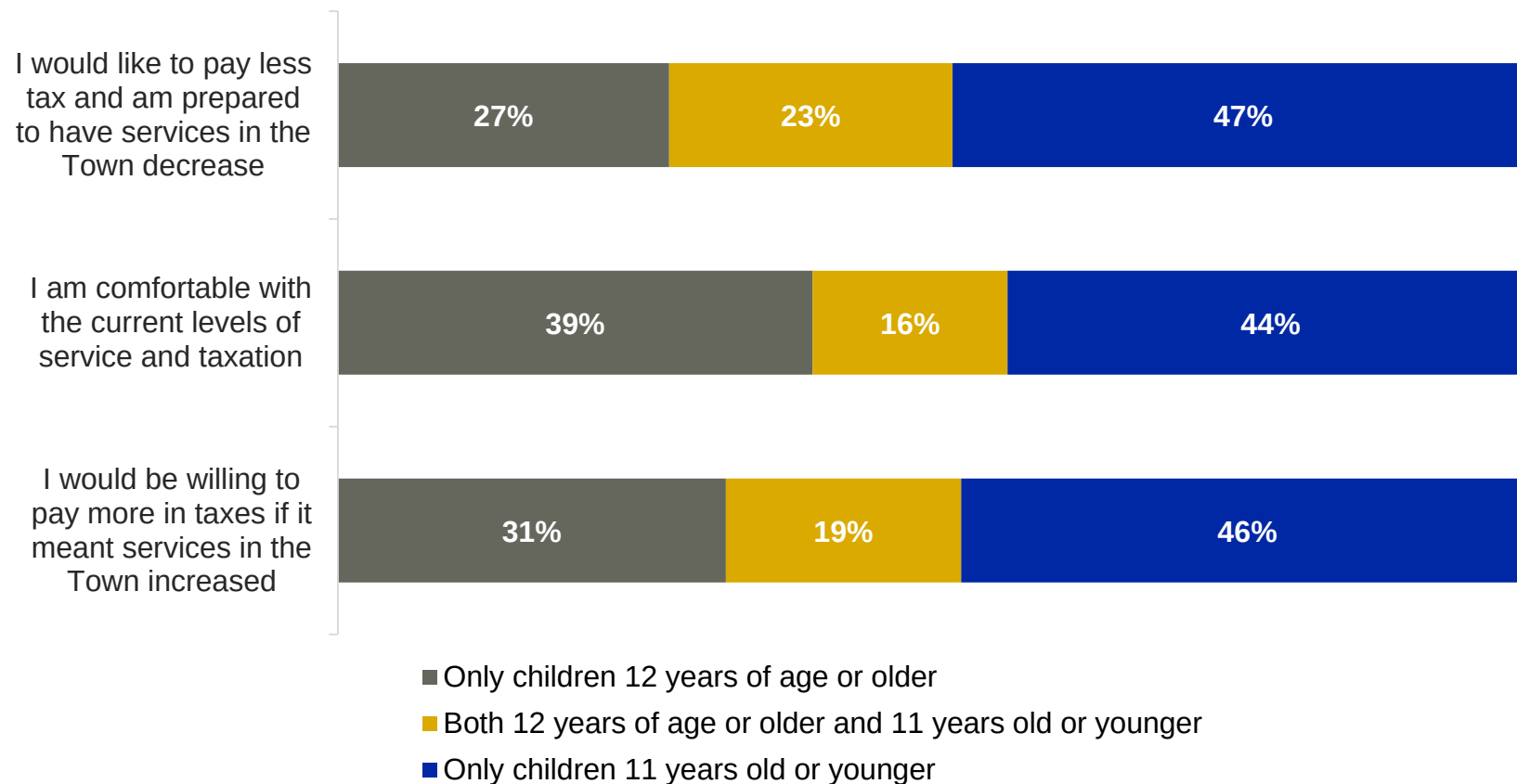
Question: Thinking about the services provided by the Town of Whitby and the taxes you pay, which of the following statements best describes you, by Children in Household

Sample size: 1331

Framework: 'Prefer not to say' not shown

TAXATION

Taxes by Children Age Categories



Respondents with only children 12 years of age or older were more likely to indicate they were comfortable with the current levels of service and taxation.

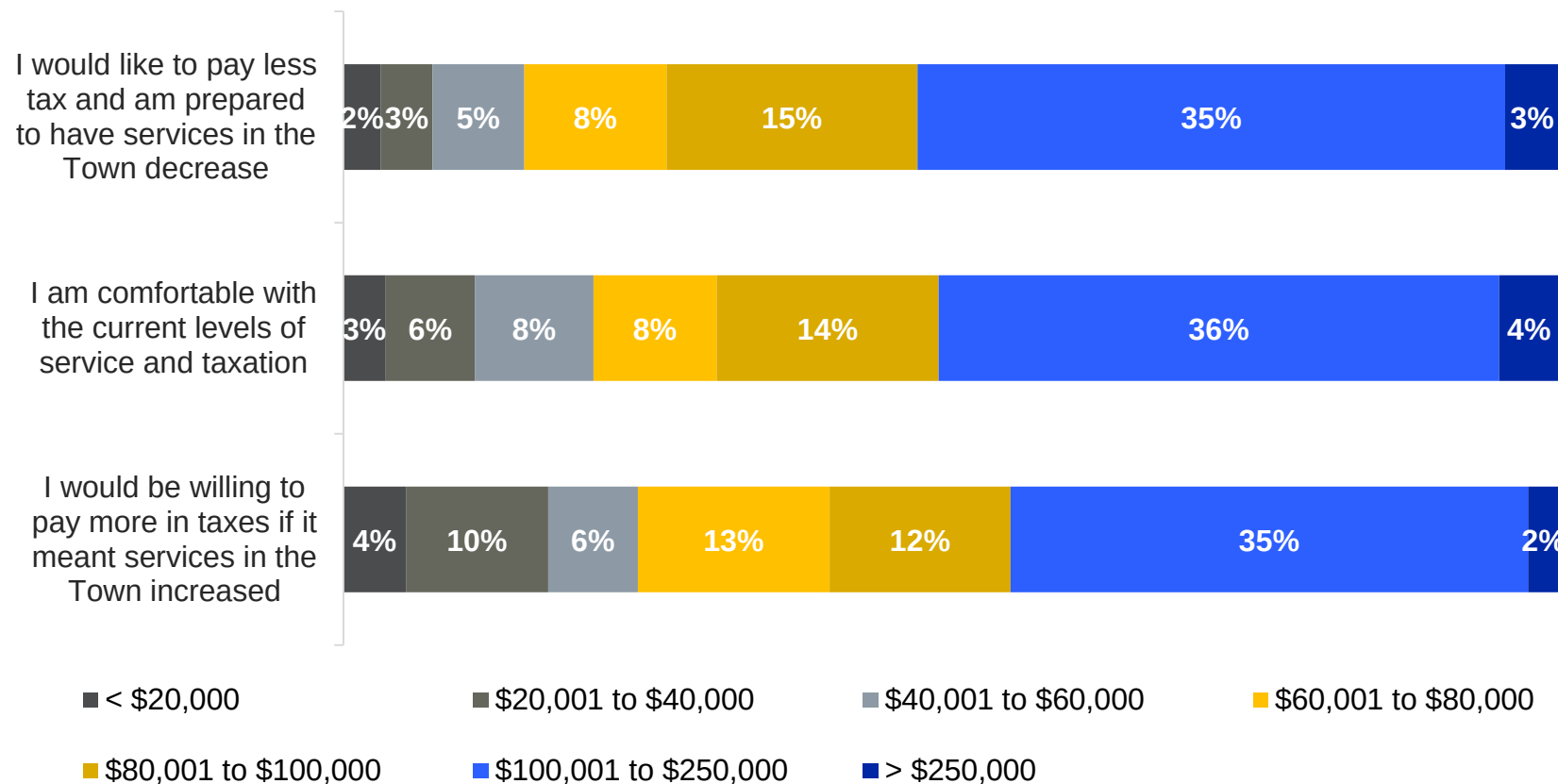
Question: Thinking about the services provided by the Town of Whitby and the taxes you pay, which of the following statements best describes you, by Children Age Categories

Sample size: 493

Framework: Those who have children in their household; 'Prefer not to say' not shown

TAXATION

Taxes by Income



Similar proportions of respondents who reported an income of \$100,001 to \$250,000 are comfortable with the levels of tax, and are either prepared to pay less or more tax.

Question: Thinking about the services provided by the Town of Whitby and the taxes you pay, which of the following statements best describes you, by Income

Sample size: 1331

Framework: 'Prefer not to answer' not shown



WHITBY
ONTARIO • CANADA

Public Opinion Poll Research Results

May 19th, 2016

Leger

METHODOLOGY

INSTRUMENT

A representative telephone survey of 400 residents in Whitby Ontario was completed online between April 29th to May 15th, 2016.

A probability sample of the same size would yield a margin of error of +/- 4.9% 19 times out of 20.

QUALITY CONTROL

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.



Key Insights

KEY INSIGHTS

Satisfied overall with quality of services:

- Nine in ten Whitby residents are satisfied overall with the quality of services offered in their town.
- Whitby residents place residual garbage removal and street / sidewalk maintenance as important issues, and overall they are very satisfied with the quality of these services.
- Similarly, residents place the quality of parks and green spaces and facilities for recreation and cultural services as important services and residents are highly satisfied with these services.
- Public safety and security is a top priority to residents and Whitby is also performing well on this aspect.
- Women and older residents in Whitby are more likely to give positive ratings on numerous measures regarding quality of services.

Areas of improvement:

- Whitby residents place snow removal as an important service in their town, however residents report they are least satisfied with this service.
- Only 25% of Whitby residents report being very satisfied with the quality of communication to citizens. Eight in ten residents prefer digital media (Town website and social media) as their preferred communication method, while newspaper and in-person community events are the preferred non-digital forms of communication.

Looking forward:

- Two-thirds of Whitby residents are hopeful about the future of the town, believing that it will develop and become more prosperous, while one-quarter say it will not really change. *Given satisfaction results, remaining the same is not negative.*
- In terms of paying taxes, more than three-quarters (77%) of Whitby residents believe they are getting good / very good value for their money, however, seven in ten are not likely to support an increase in taxes.



Detailed Results

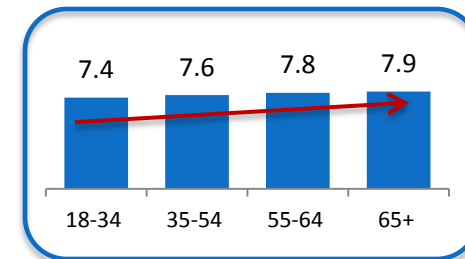
SATISFACTION WITH THE OVERALL QUALITY OF SERVICES OFFERED

The majority (90%) of Whitby residents are satisfied with the services offered by the town. The average satisfaction score increases for older Whitby residents and women (7.9 vs 7.4).

Concerning the services offered by your municipality, in general are you satisfied with the quality of these on a scale of 0 to 10?



■ Not/Not very Satisfied (0-5) ■ Satisfied (6-7) ■ Very Satisfied (8-10)
3% don't know/prefer not to answer



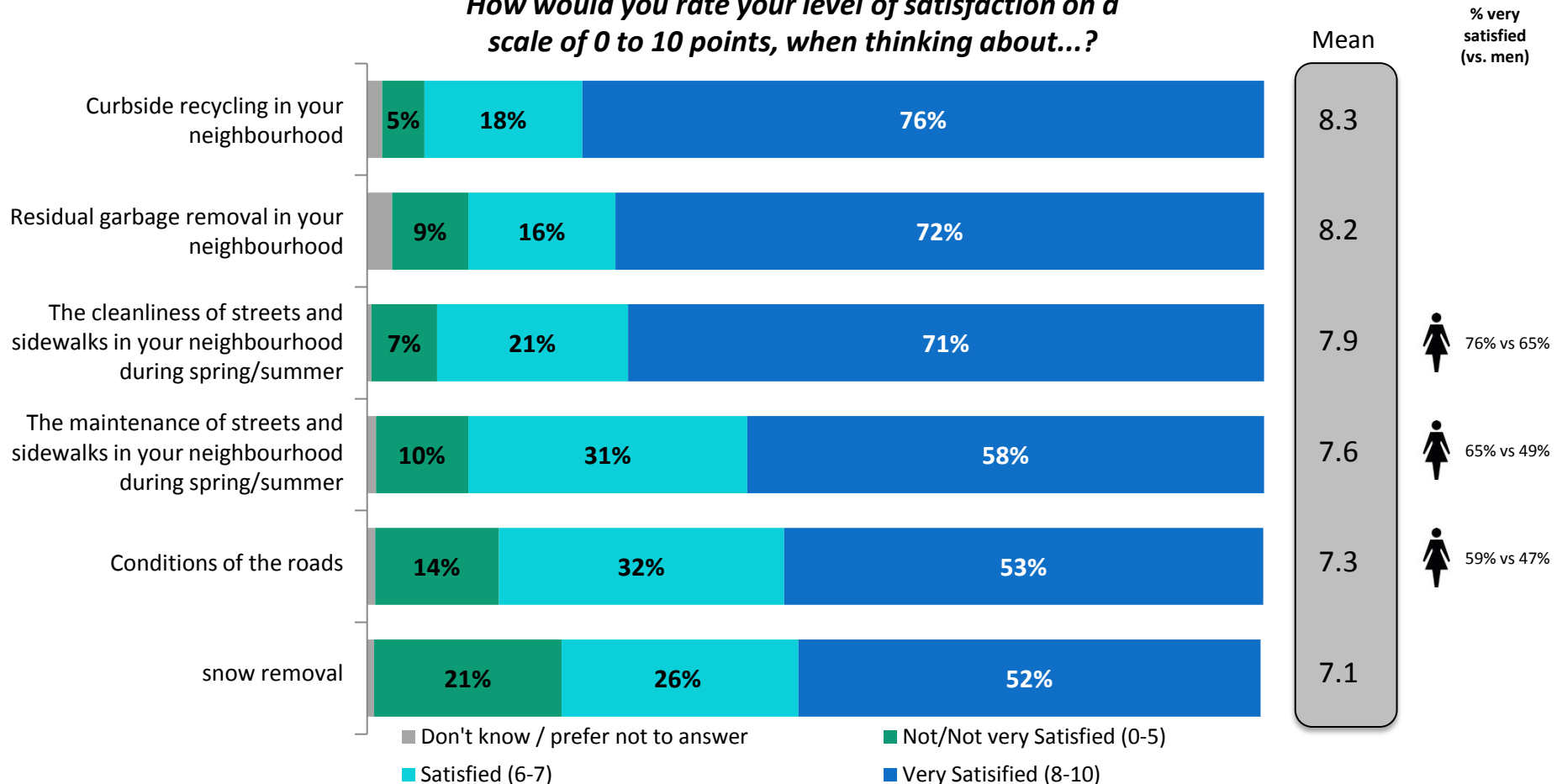
Mean:
7.6

7.9 vs 7.4

SATISFACTION WITH THE QUALITY OF SPECIFIC SERVICES OFFERED

Whitby residents report the highest ratings of satisfaction with the town's curbside recycling and garbage removal in their neighbourhood. While still positive, residents report lower levels of satisfaction with the condition of the roads and snow removal. Women in Whitby have significantly higher satisfaction scores than men in terms of cleanliness and maintenance of streets and sidewalks as well as road conditions.

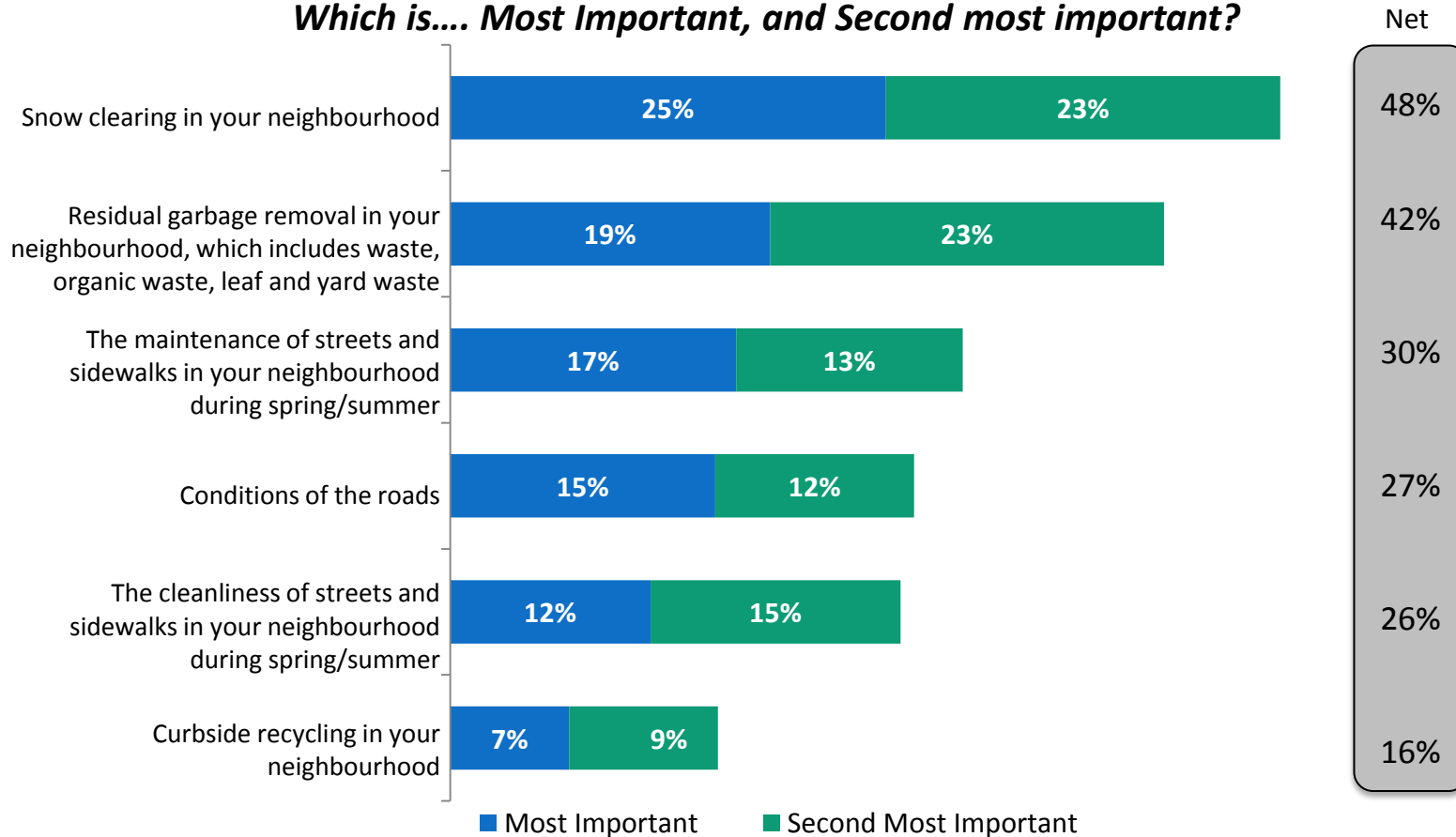
How would you rate your level of satisfaction on a scale of 0 to 10 points, when thinking about...?



PERCEIVED IMPORTANCE OF SERVICES

When asked to choose which service is MOST important and SECOND most important, Whitby residents choose snow removal (48%) and residual garbage removal (42%) as being highly important.

Which is.... Most Important, and Second most important?

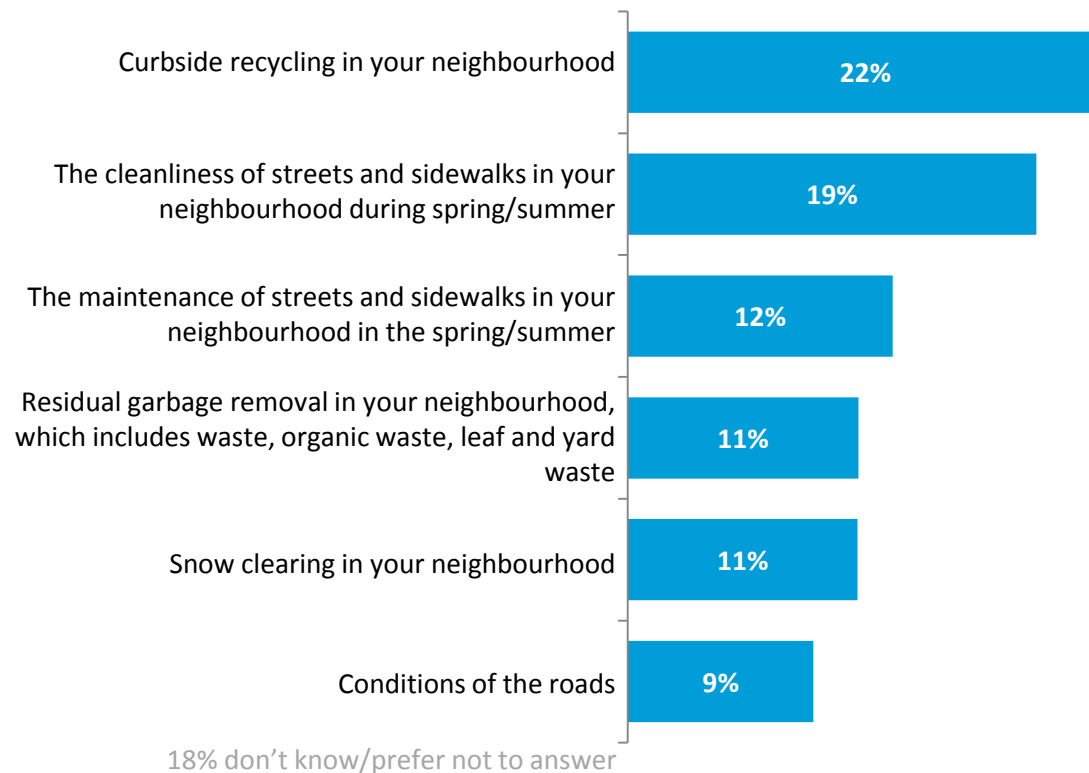


5% don't know/prefer not to answer

PERCEIVED IMPORTANCE OF SERVICES

Whitby residents were asked which of the six services listed was the LEAST important to them. Curbside recycling and the cleanliness of streets and sidewalks in their neighbourhood during spring/summer was viewed as LEAST important.

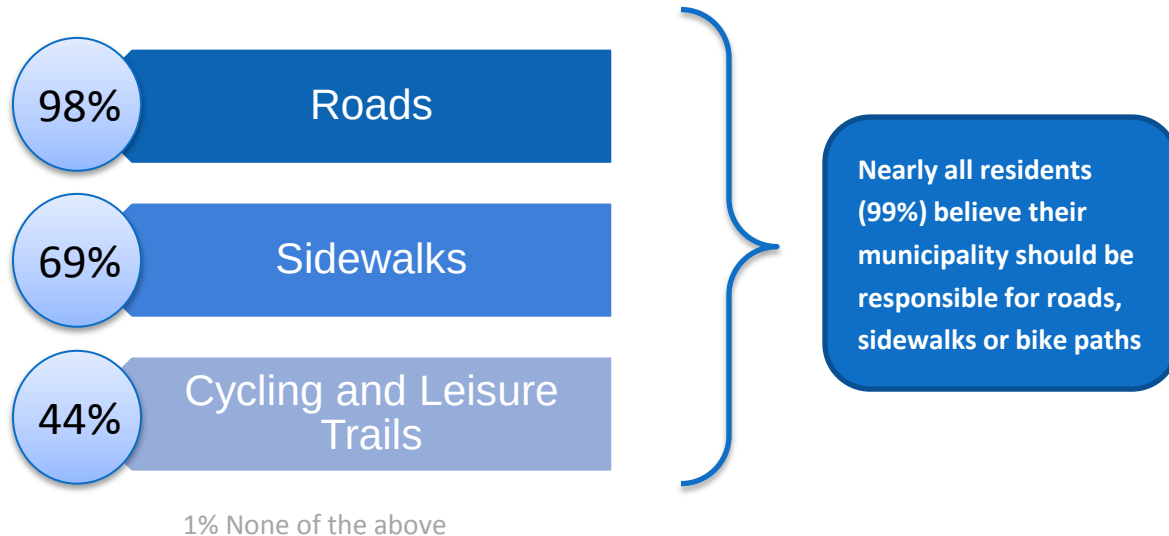
Which is...the LEAST important?



SNOW CLEARING RESPONSIBILITY

Nearly all (98%) Whitby residents believe that their municipality should be responsible for the clearing of snow off of roads. Two-thirds of residents believe that the municipality should be responsible for clearing snow from sidewalks (69%) and 44% said cycling and leisure trails. Women (53% vs 34%) and younger Whitby residents are more likely to say the municipality should be in charge of snow removal for cycling and leisure trail.

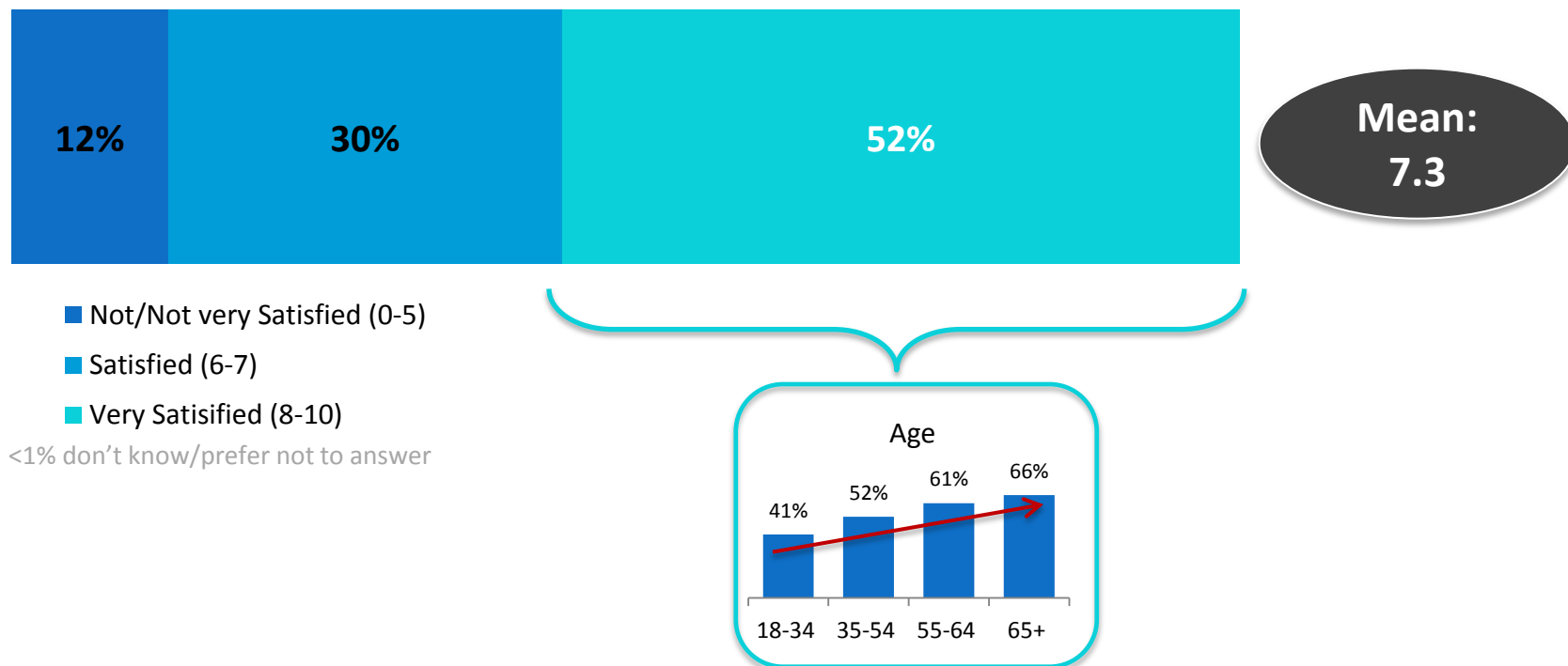
Which do you expect your municipality to be responsible for when clearing of snow?



SATISFACTION WITH RECREATION AND CULTURAL SERVICES OFFERED

The majority (82%) of Whitby residents are satisfied or very satisfied with the recreation and culture services offered in their town. Older residents are more likely to be very satisfied with the recreation and culture services offered in Whitby .

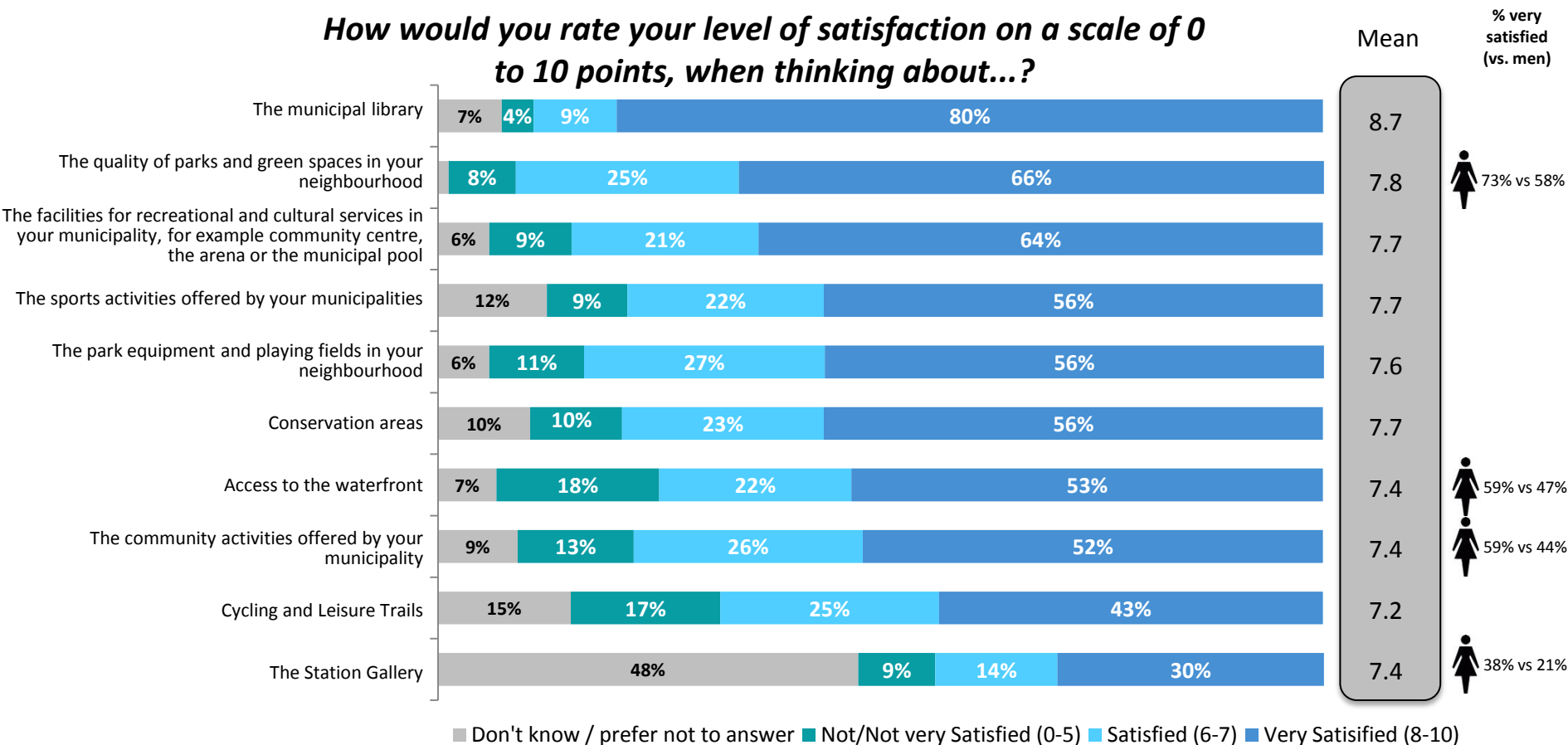
Level of satisfaction on a scale of 0 to 10, when you think about recreation and culture services offered in Whitby?



SATISFACTION WITH SPECIFIC SERVICES

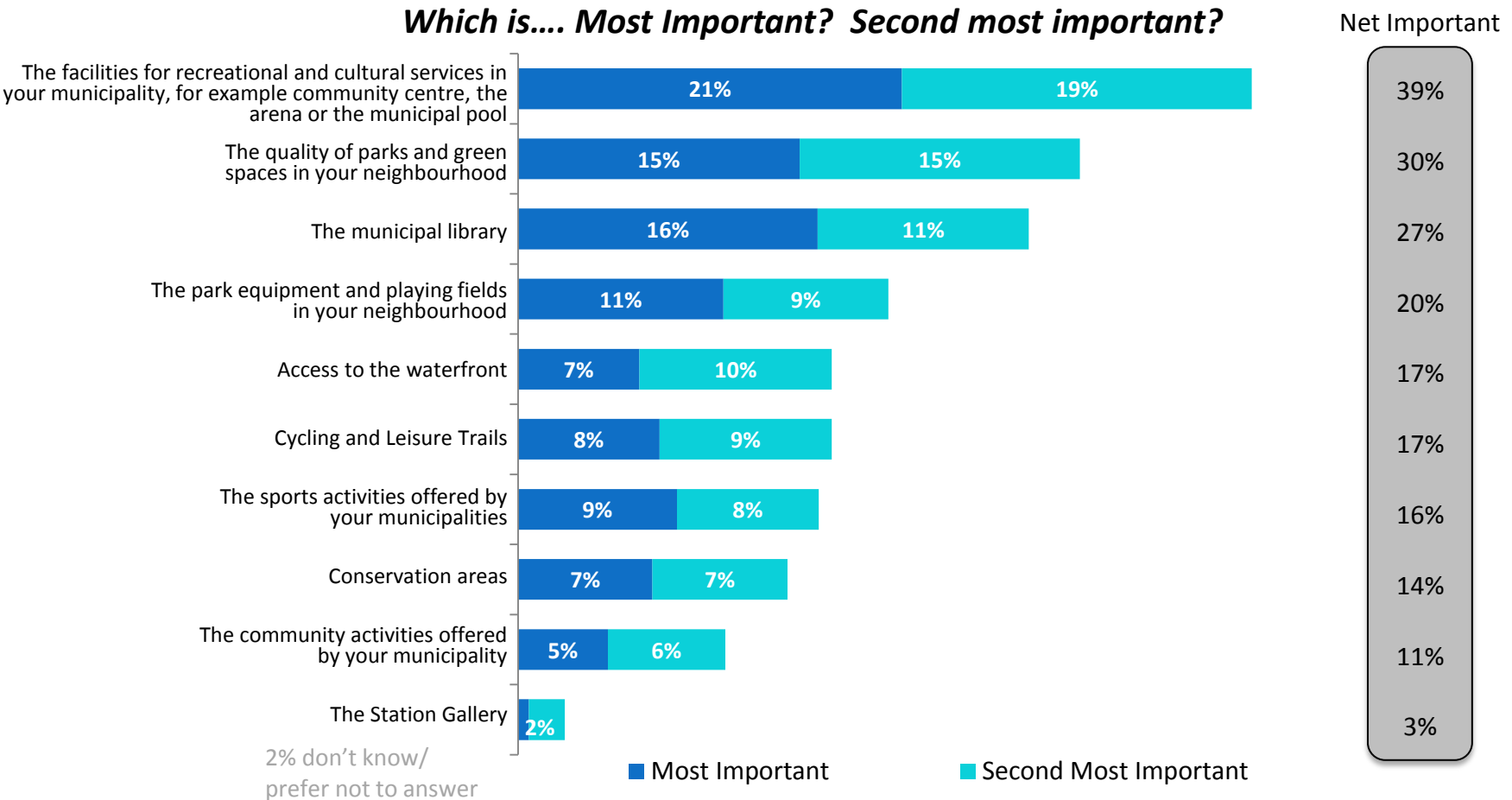
Whitby residents report the highest ratings of satisfaction with the municipal library and the quality of parks and green spaces in their neighborhood for recreation and cultural services. Residents report lower levels of satisfaction for cycling and leisure trails and the station gallery. Women are significantly more likely to be very satisfied on numerous measures.

How would you rate your level of satisfaction on a scale of 0 to 10 points, when thinking about...?



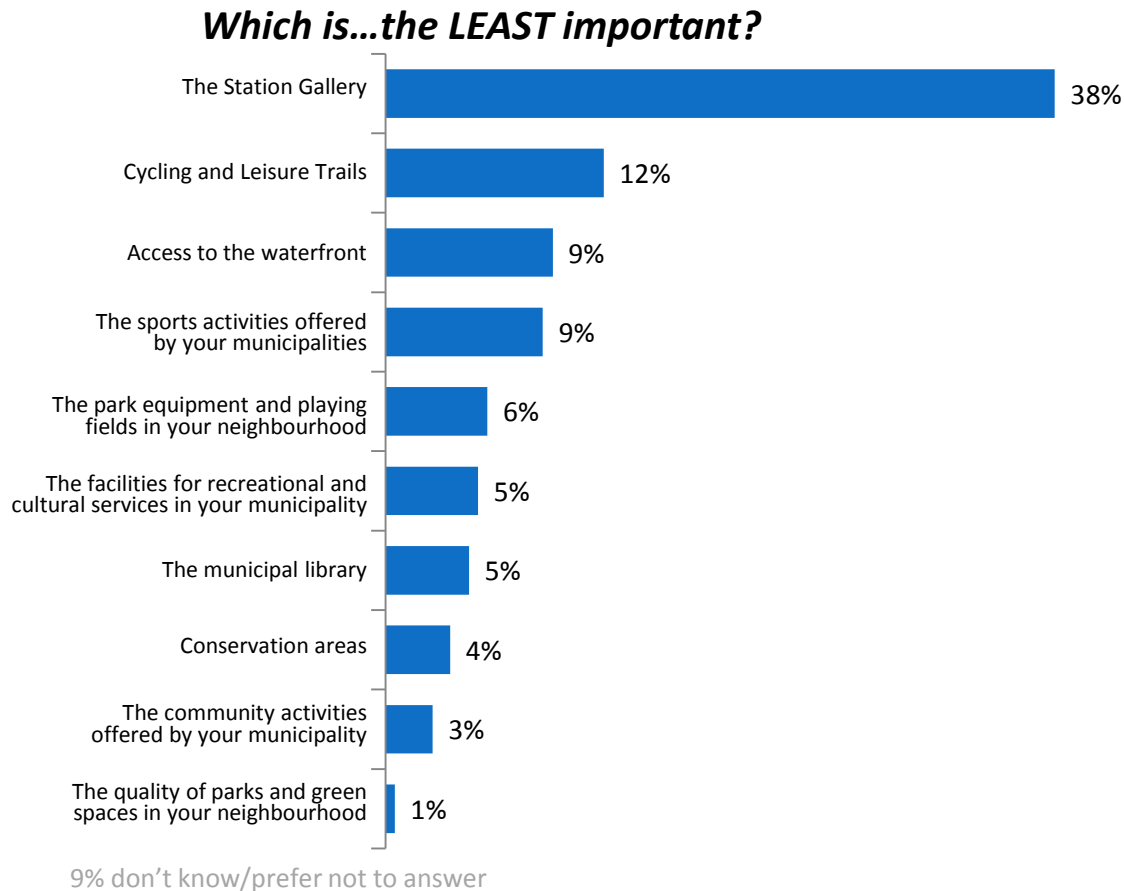
PERCEIVED IMPORTANCE OF SERVICES

When asked to choose which service is MOST important and SECOND most important, Whitby residents placed the facilities for recreation and cultural services in their municipality (39%), the quality of parks and green spaces in their neighbourhood (30%), and the municipal library (27%) as highly important.



PERCEIVED IMPORTANCE OF SERVICES

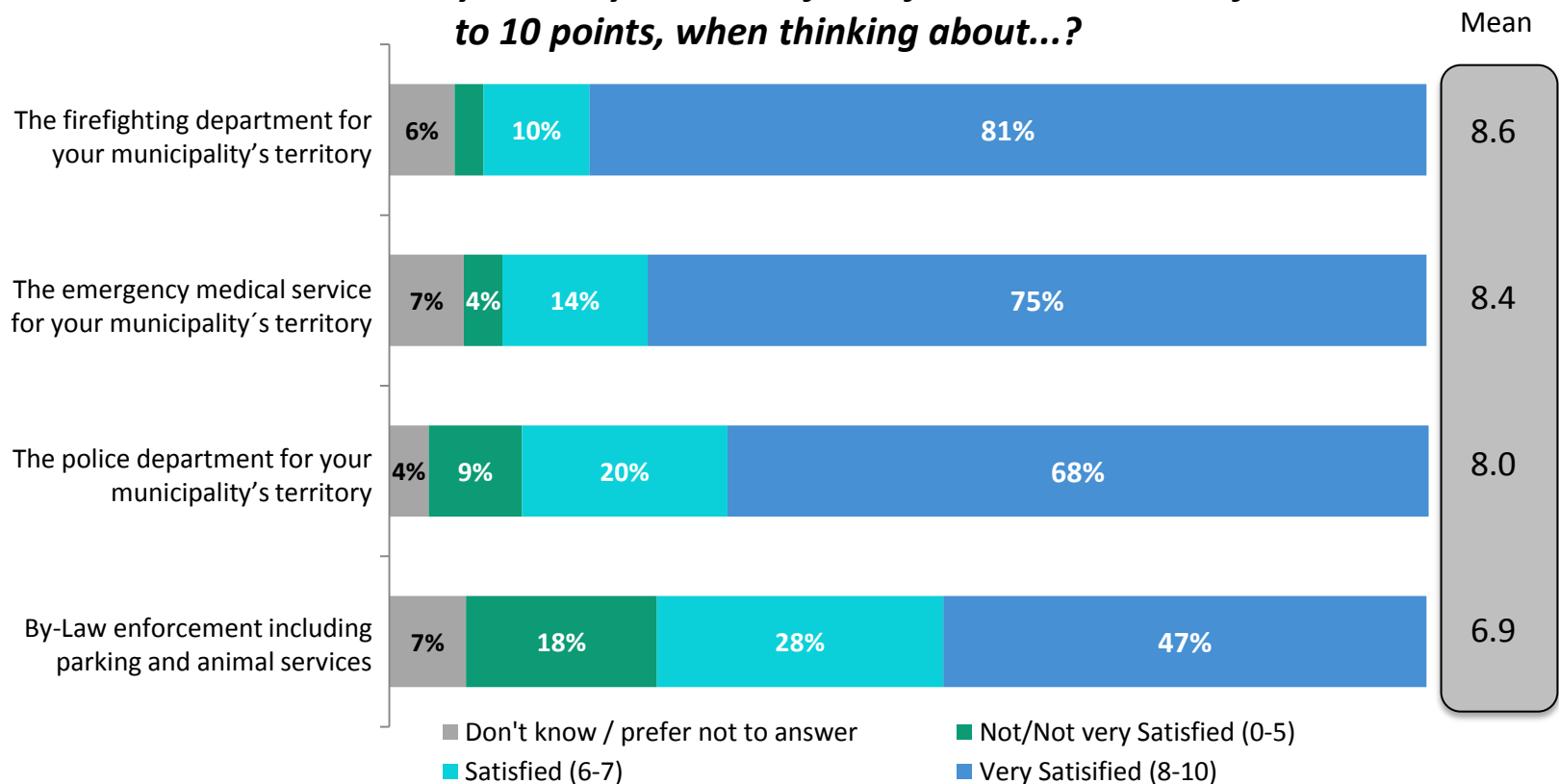
Whitby residents were asked which of the services listed were the LEAST important to them. The Station Gallery is seen as the least important service by four in ten (38%) Whitby residents.



SATISFACTION WITH THE PUBLIC SAFETY

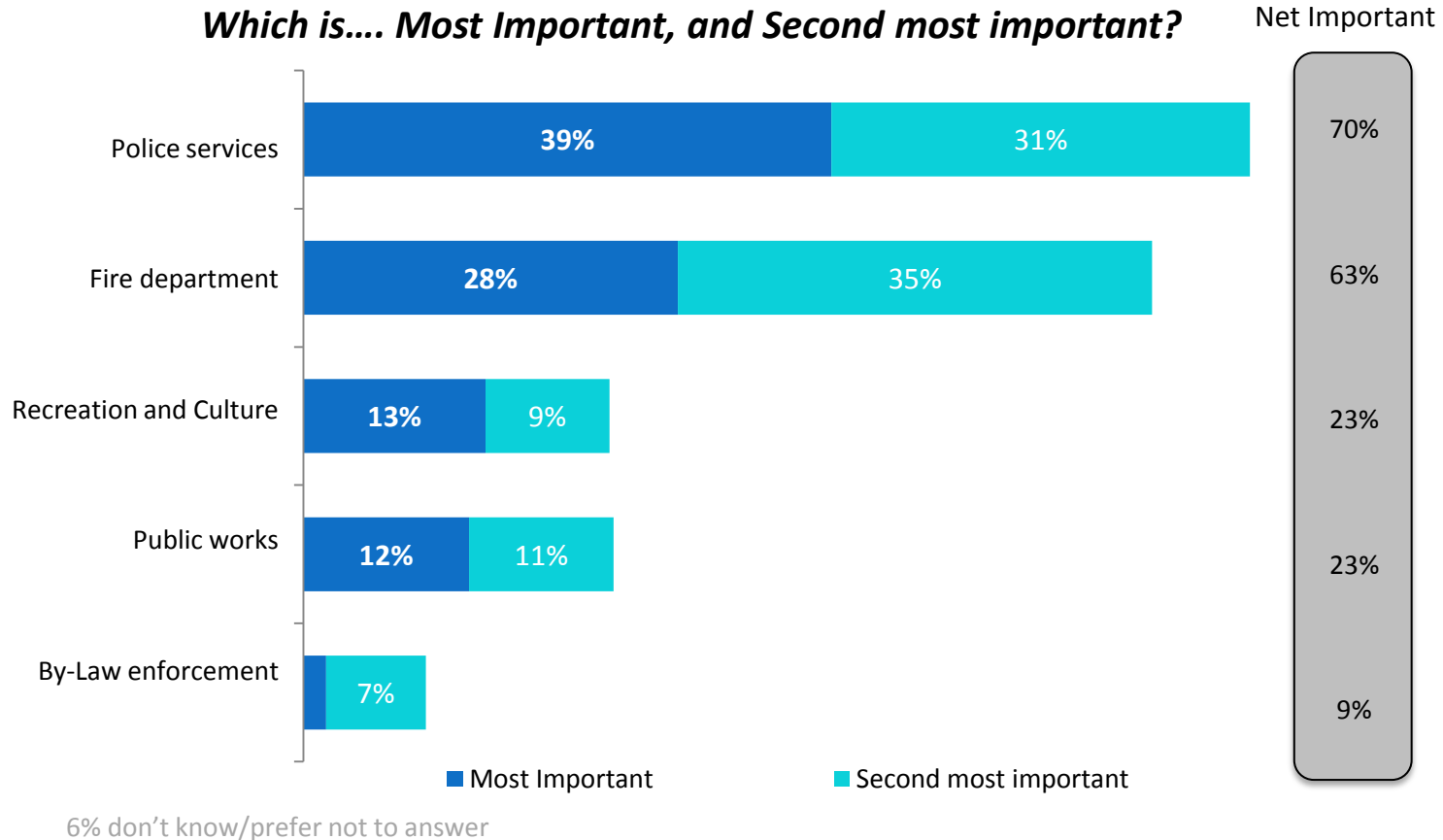
In general, the majority of residents are satisfied / very satisfied with public safety in Whitby. More specifically, eight in ten (81%) Whitby residents are very satisfied with their fire fighting department, and three-quarters of residents are very satisfied with their emergency medical service. Less than half (47%) report that they are very satisfied with by-law enforcement.

How would you rate your level of satisfaction on a scale of 0 to 10 points, when thinking about...?



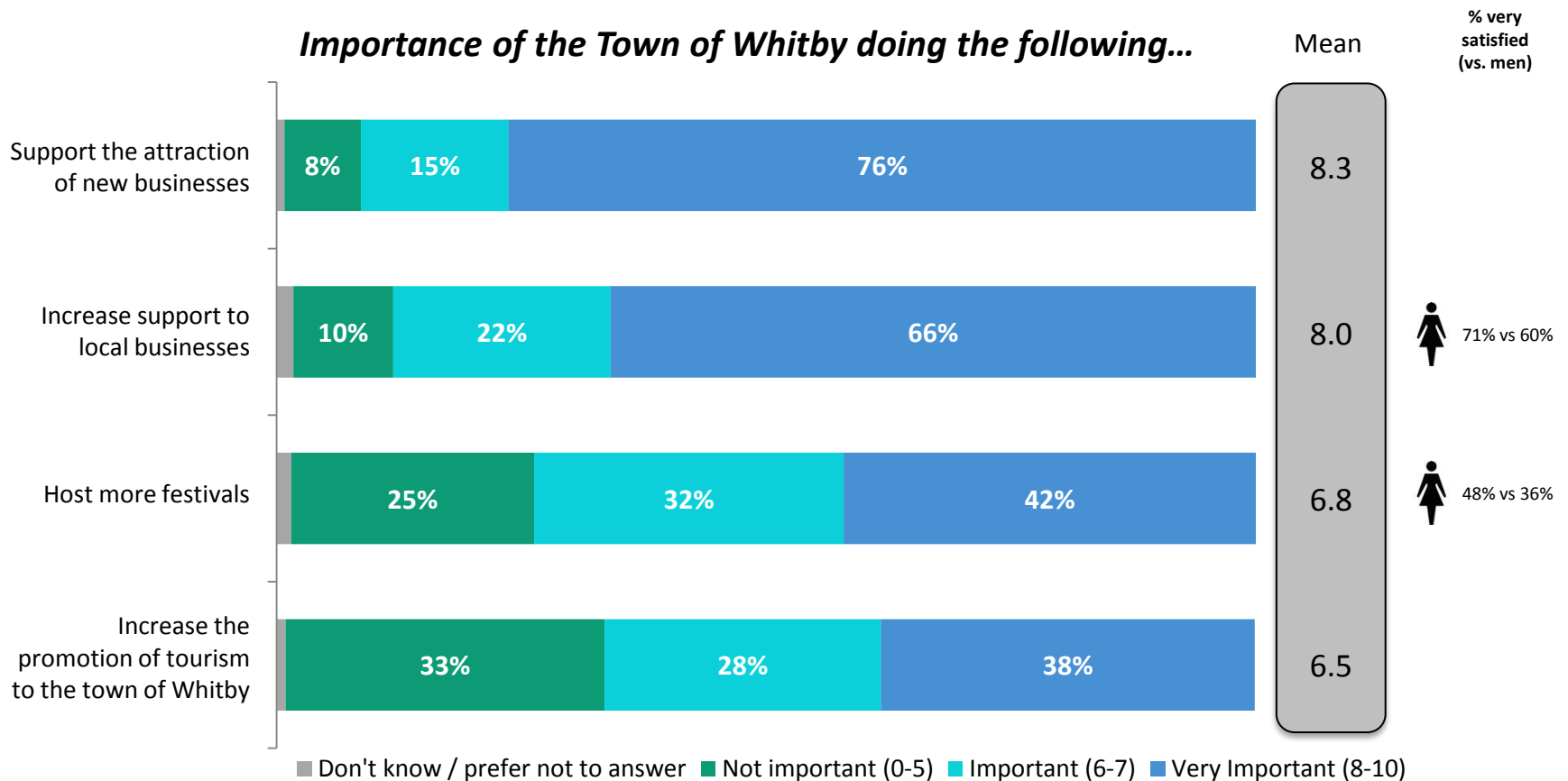
PERCEIVED IMPORTANCE OF SERVICES

When asked to choose which service is MOST important and SECOND most important in terms of quality of life in Whitby, seven in ten (70%) residents said police services, and slightly less than two-thirds (63%) said the fire department are seen as important services to ensure quality of life.



PERCEIVED IMPORTANCE OF SERVICES

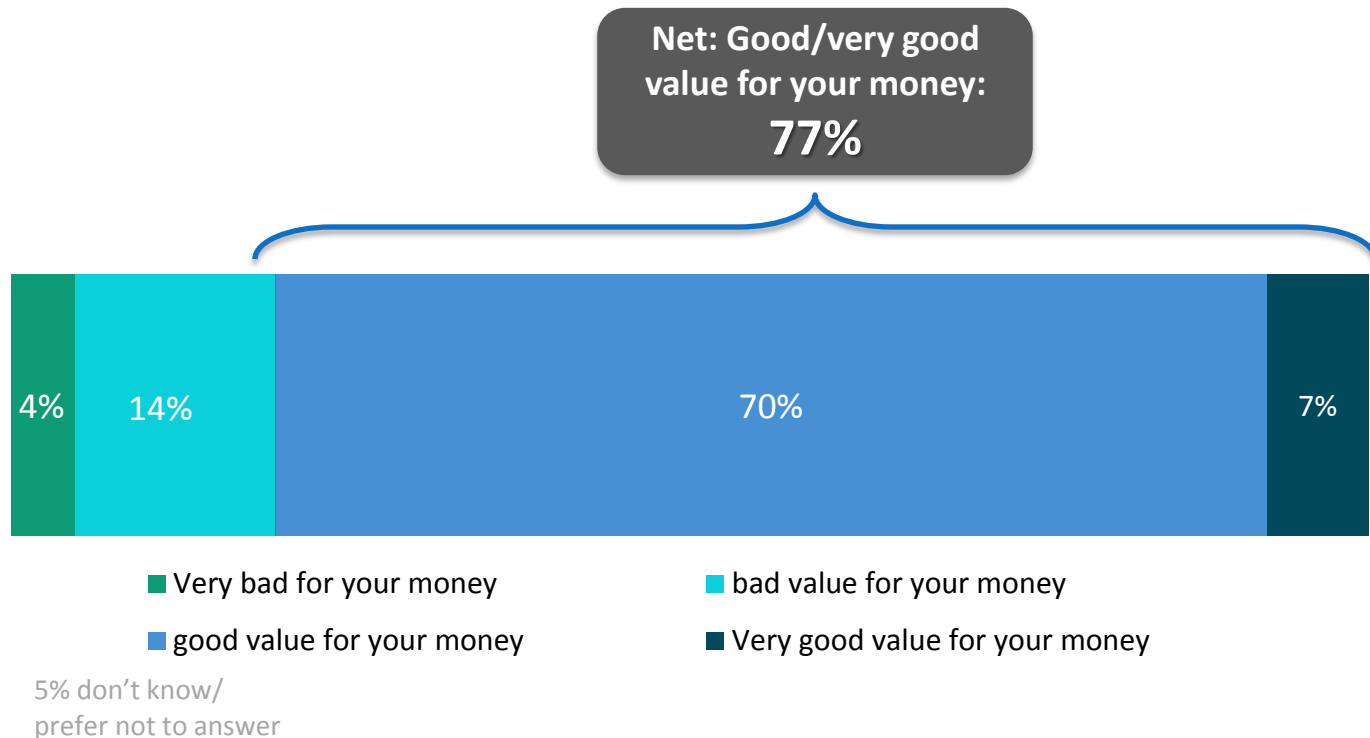
Three-quarters (76%) of Whitby residents feel that supporting the attraction of new businesses (76%) and increasing support of local businesses (66%) is very important. Women are significantly more likely to say increasing the support of local businesses and hosting more festivals are very important. Younger Whitby residents also place higher importance on hosting more festivals.



SEEING VALUE IN PAYING TAXES

Three-quarters (77%) of Whitby residents believe they get good or very good value for their money when it comes to paying taxes in their municipality and the services they receive.

How much value are you getting on the taxes you pay your municipality and the municipal services you receive?



LIKELIHOOD TO SUPPORT AN INCREASE IN TAXES

Seven in ten (70%) residents in Whitby are not likely to support an increase in taxes. Not surprisingly, residents in the lower income categories (<\$100K) are less supportive of increasing taxes (79% vs 65%).

How likely would you be to support an increase in taxes?



■ Not likely (0-5)

■ Likely (6-7)

■ Very likely (8-10)

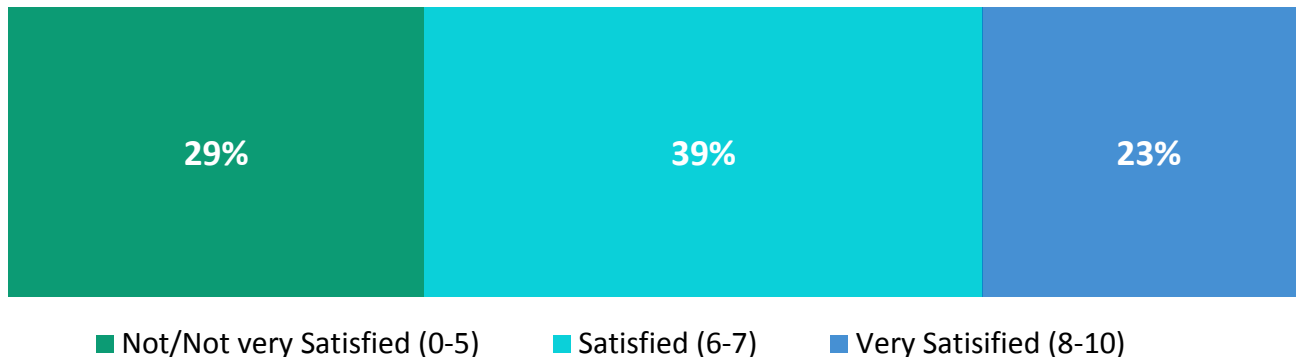
2% don't know/
prefer not to answer

Mean:
3.6

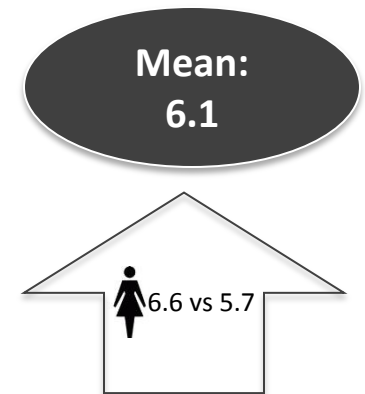
SATISFACTION WITH COUNCIL DECISIONS

Nearly two-thirds (62%) of Whitby residents are satisfied or very satisfied with the quality of their municipality council's decisions. Women are significantly more likely to be very satisfied (30% vs 16%), while men are significantly more likely to be not/not very satisfied (41% vs 18%) with the quality of their municipality council's decisions. Whitby residents who own a home are significantly more likely to be not/not very satisfied with the quality of their municipality council's decisions (32% vs 15%).

Level of satisfaction on a scale of 0 to 10, with the quality of your municipality council's decisions



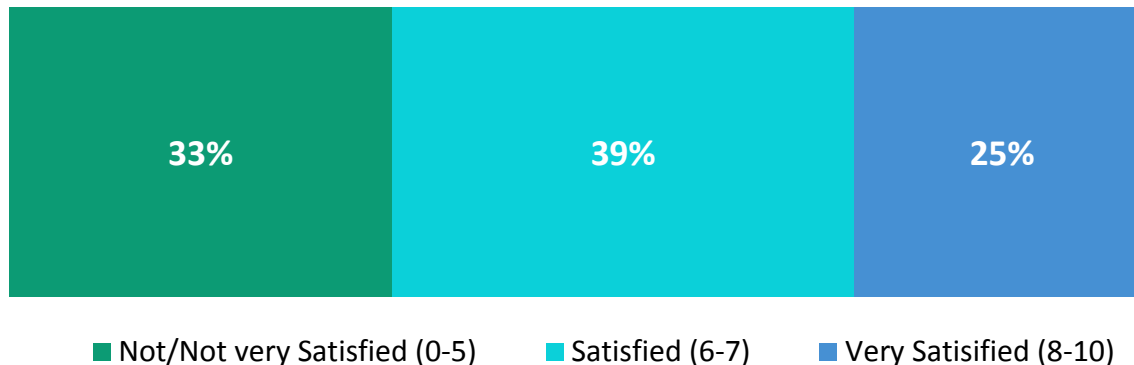
8% don't know/prefer not to answer



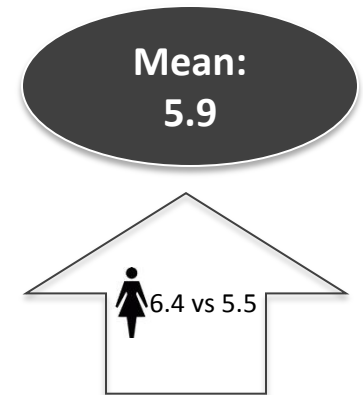
SATISFACTION WITH COMMUNICATION TO RESIDENTS

Two-thirds (64%) of Whitby residents are satisfied or very satisfied with the quality of their municipality's communications to the citizens. The average satisfaction score for older Whitby residents and women (6.4 vs 5.5) is significantly higher.

Level of satisfaction on a scale of 0 to 10, with the quality of communications



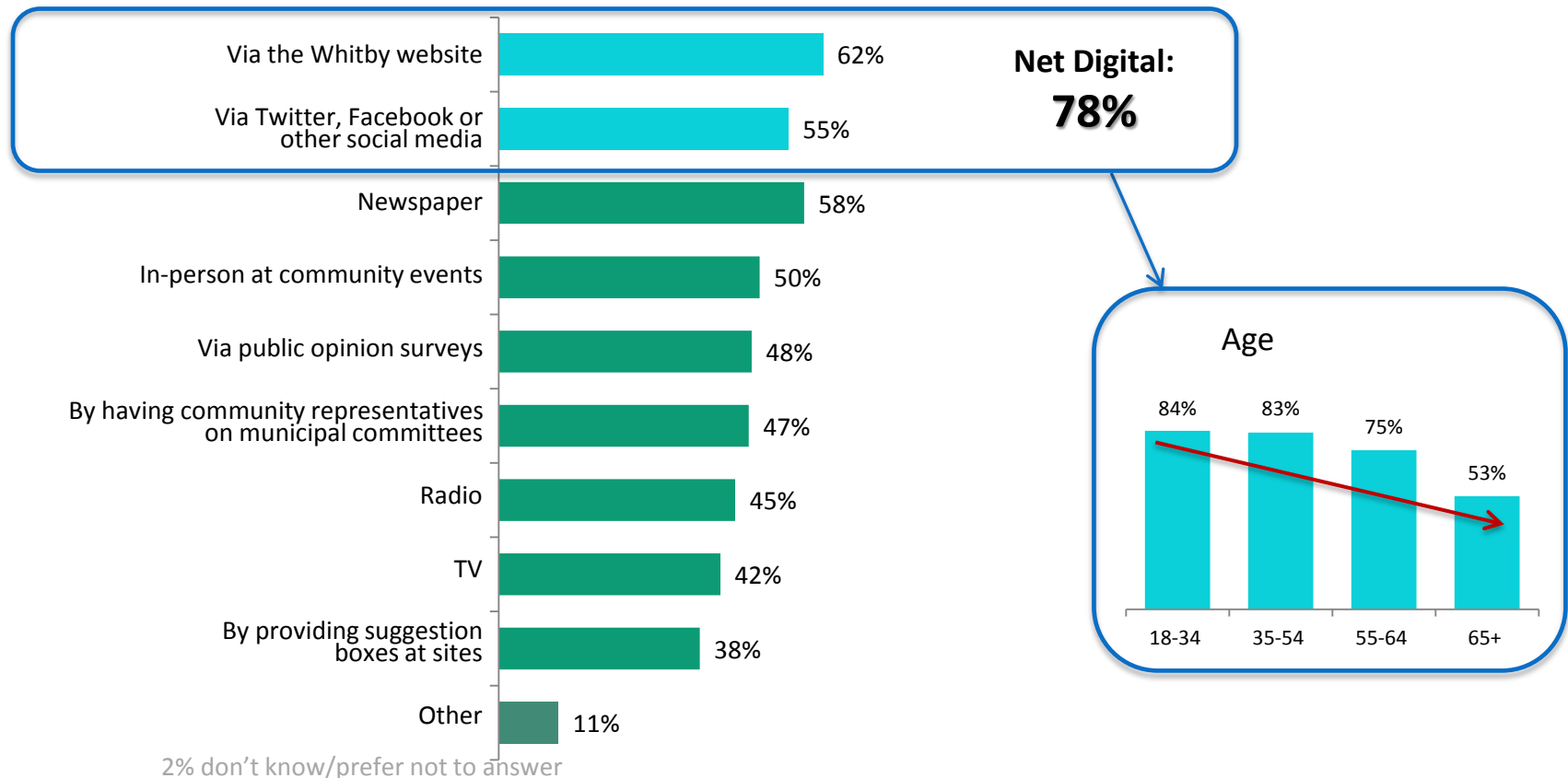
3% don't know/prefer not to answer



EFFECTIVE WAYS TO COMMUNICATE

Nearly eight in ten (78%) Whitby residents prefer to use digital media to connect on issues and decisions related to changes in service delivery in their community. Not surprisingly, younger Whitby residents prefer using digital media compared to older residents. Newspaper (58%) and in-person community events (50%) are the preferred non-digital ways to connect on issues and decisions related to changes in service delivery.

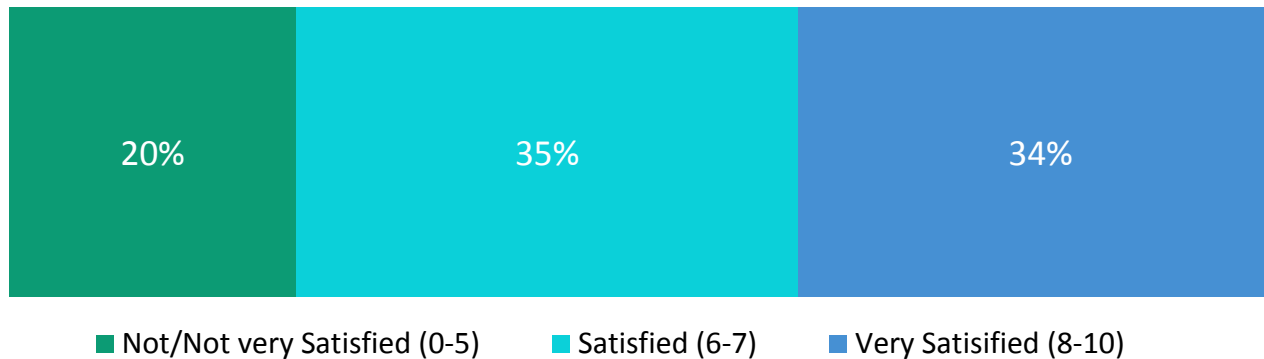
Effective ways to connect on issues and decisions related to changes in service delivery in your community



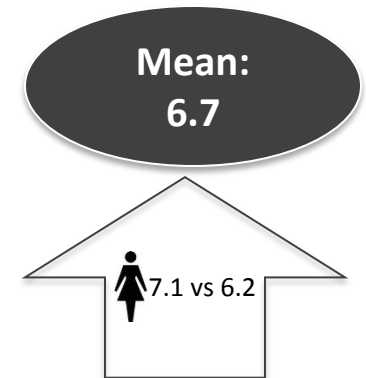
SATISFACTIONS WITH MUNICIPAL ADMINISTRATION CUSTOMER SERVICE

Seven in ten (70%) Whitby residents are satisfied or very satisfied with the quality of their municipal administration's current level of customer service. Average satisfaction scores for older Whitby residents and women (7.1 vs 6.2) are significantly higher.

Level of satisfaction on a scale of 0 to 10, with the quality of your municipality council's decisions?



11% don't know/prefer not to answer



FUTURE OF MUNICIPALITY

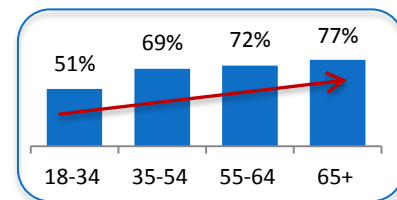
Two-thirds (66%) of Whitby residents believe their town will develop and become more prosperous in the next five years, while one-quarter (26%) believe Whitby will not really change and remain the same as it is today. Older residents are more optimistic regarding Whitby's future, and younger residents believe Whitby will not really change very much in the near future.

How do you see the FUTURE of your municipality in the next five years?



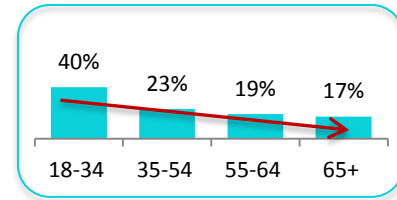
66%

...Will develop and become more prosperous



26%

...Will not really change and will remain the same as it is today



5%

... Will lose its vitality and prosperity

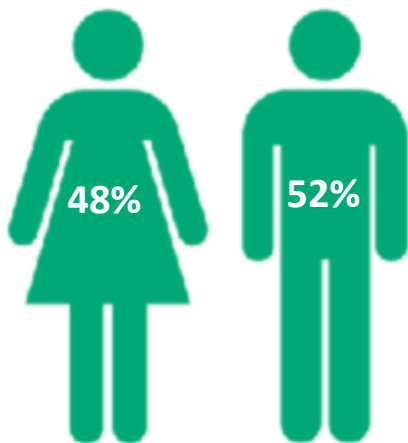
3% don't know/prefer not to answer



Respondent Profile

RESPONDENT PROFILE

Gender

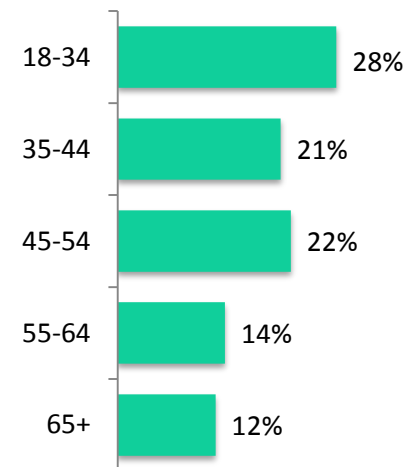


Marital Status

Marital Status	% of Respondents
Single	19%
Married	65%
Living with a partner	6%
Widowed	5%
Separated	1%
Divorced	3%

2% don't know / prefer not to answer

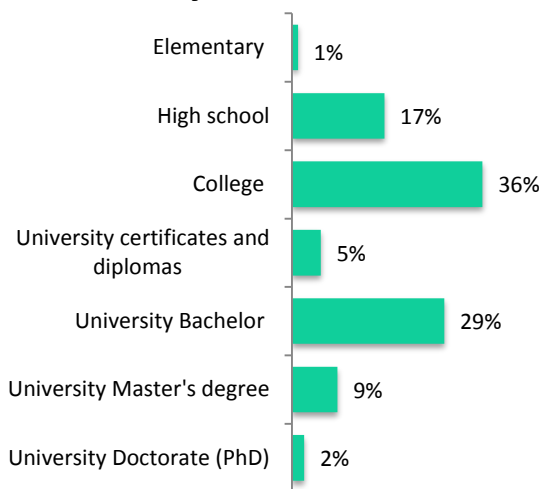
Age



4% don't know / prefer not to answer

RESPONDENT PROFILE

Last year of education



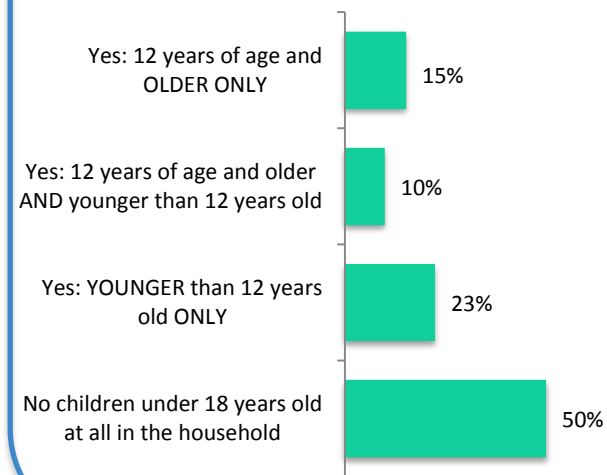
1% don't know / prefer not to answer

Household Income

Income	% of Respondents
Less than \$ 20 000	3%
\$20 000 to \$39 000	5%
\$40 000 to \$59 000	5%
\$60 000 to \$79 000	7%
\$80 000 to \$99 000	14%
\$100 000 or more	47%

20% don't know / prefer not to answer

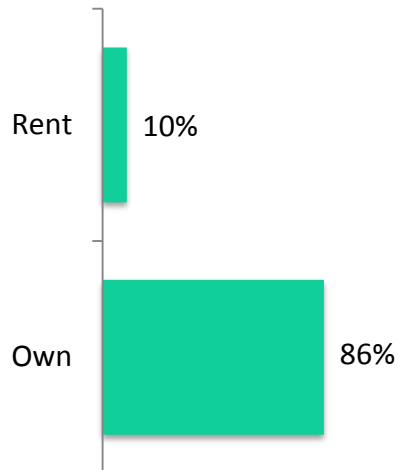
Children in household



2% don't know / prefer not to answer

RESPONDENT PROFILE

Do you OWN or RENT current residence



5% don't know / prefer not to answer

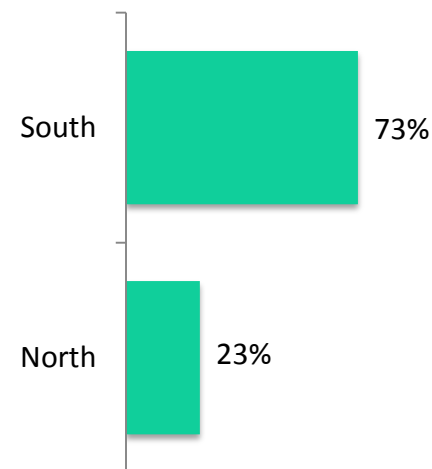
Length of time living in Whitby

Number of Years	% of Respondents
<8 years	21%
8-20 years	50%
21+ years	28%

Mean: 17 years

1% don't know / prefer not to answer

Live North or South of new 407 highway



3% don't know / prefer not to answer

www.leger360.com

Lisa Covens

Vice-President

Communications and Public Affairs

O: 416-964-4107

lcovens@leger360.com

Ashley Simac

Research Analyst

Communications and Public Affairs

O: 416-964-4114

asimac@leger360.com