

2022 SATISFACTION SURVEY

City of Guelph

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Background and Objectives

- The City of Guelph commissioned public opinion research to better understand resident needs and expectations in order to effectively prioritize and implement improvements with respect to delivery of services and the resident experience.
- The primary objectives of the survey are to gather the following information from the residents of Guelph:
 - Perception of the community's quality of life
 - Resident contact with the City of Guelph
 - Views toward property taxes and overall decision-making and priority-setting within the City
 - Perceptions of equity in service delivery
 - Perceptions of communication and engagement
 - Assessment of the City's strategic plan
- The insights gained through the survey will enhance corporate strategic planning, improve program/service design and delivery, and enhance resident experience. The survey measures and tracks findings from previous surveys conducted in 2017 and 2019 where applicable.

Background and Objectives

Methodology

- This survey was conducted by mobile and landline telephone using a sample that was drawn using random digit dialing (RDD) among adult City of Guelph residents.
- A total of n=600 interviews were completed among residents 18 years of age and older, including n=300 interviews conducted via landline and n=300 interviews conducted via by cellphone.
- The overall survey results have been weighted by age and gender according to the latest census data to reflect the population of the City of Guelph.
- A sample of 600 interviews produces results which can be considered accurate within ± 4.0 percentage points, 19 times out of 20. The margin of error will be larger for subgroups. The sample size asked each of the questions is noted after the question wording at the bottom of the graph (denoted by n=).
- This survey was conducted between March 29 and April 16, 2022.

Reporting conventions

- Throughout the report totals may not add to 100% due to rounding or because the question is a multi-select question, where respondents were permitted to choose more than one response.
- Where available tracking data has been included from a 2017 and 2019 City of Guelph survey.
- Significant differences across sub-groups are noted where they exist.
 - Colour-coding has been used to indicate whether a number is significantly higher than other numbers (denoted in green) or significantly lower than other numbers (denoted in red). In the following example, the number for those who are age 55 and older is significantly higher than that for those who are age 18 to 34 and, in contrast, the number for those age 18 to 34 is significantly lower than that for those age 55 and older.
(55% 55+ years 55% 35-54 years 44% 18-34 years).
 - When numbers are compared in tables, a similar colour-coding scheme is used: a number that is significantly higher than other numbers is denoted by a green cell, while a number that is significantly lower than other numbers is denoted by a red cell. For example, in the table below, the numbers for improve and stayed the same are significantly higher than those for declined and, in contrast, the numbers for declined is significantly lower than those for improved and stayed the same.

% by Perceived Change in Quality of Life		
Improved	Stayed the same	Declined
91%	64%	38%



Normative comparisons

Normative Comparisons

Comparisons have been made between the results of the 2022 City of Guelph Satisfaction Survey to Ipsos' database of municipal normative data where possible.

This normative database is comprised of survey findings for select questions from other municipal governments from across the country.

EXECUTIVE SUMMARY

Executive summary

The 2022 satisfaction survey was conducted in the context of Canada just passing the two-year anniversary of the COVID-19 pandemic, inflation rates at around 30-year highs, high housing prices, substantial supply chain constraints, and the war in Ukraine.

Overall, the survey continues to find very positive assessments of life in Guelph, however, there have been some notable shifts over the course of the past three years.

- Residents continue to perceive the quality of life in Guelph as being highly positive (96%). Although the proportion who say it is “very good” is on par with the National Norm (41% vs. 40%), this figure is down significantly by 10 points. Among those who perceive a change in quality of life over the past few years, small, but not significant, shifts in both perceptions of improvement and decline have resulted in the proportion with negative perceptions outweighing those with positive perceptions (26% declined vs. 19% improved). Not surprisingly, given the backdrop of the survey, negative quality of life perceptions are driven by concerns about the cost of living/high housing costs and COVID-19-related issues.
- Overwhelming majorities of residents continue to agree that they are proud to say they are from Guelph (95%) and that Guelph is a welcoming community (94%). A similar majority also perceive Guelph as an environmentally responsible City (90%). Although fewer residents believe that Guelph is a great place to own a business (78%), this figure is up significantly by 22 points from 2019.
- Large majorities feel accepted (76%), welcome (76%), and safe (71%) in the City. A majority also feel a sense of belonging (71%). Only a bare majority (51%) feel they are recognized as part of Guelph.

Executive summary (continued)

The survey finds that most residents do not report contact with the City, but among those that do, large majorities have positive perceptions of their most recent interaction.

- One-third (34%) report contacting the City in the past 12 months.
- Among those who had contact with the City, their most recent contact was via telephone (50%), but Millennials and Gen Xers are more likely than Boomers to contact the City using web/online. The most common reasons for their most recent contact are to request a service (32%), followed by requesting information (20%).
- Among residents who had contact, large majorities of three-quarters or more agree that the information/service provided was fair and equitable, easy and accessible, accurate and reliable, timely and personal, and were satisfied with the information/service.

Residents believe that the City is equitable in its service delivery and offers a variety of programs. Few experience barriers to access to programs and services or to communicating with staff.

- Eight in ten residents believe the City keeps residents informed in an open and transparent way.
- Eight in ten say it offers a variety of programs or activities through structured, registered programs. Few (8%) experienced barriers in accessing City programs and services, with the most common barrier being physically or accessibility related. Few (13%) also experienced barriers in communicating or engaging with City staff, with the most common barriers being communication and accessing staff (e.g., could not get through to staff) or culturally or language related.

Residents continue to believe that they are receiving good value for their tax dollars, user fees or rates but are divided in their preferred way for the City to pursue to pay for services - similar proportions indicate a preference for increasing user fees or increasing taxes over cutting services.

- Eight in ten (78%) residents continue to believe they are getting good value for their tax dollars, user fees or rates and those who think they are getting “very good” value outweigh those who think they are getting “very poor” value by a margin of more than three-to-one (22% vs. 6%).
- When informed that municipal property taxes are the primary way to pay for services provided by the City of Guelph and asked which of five funding options they would most prefer the City to pursue, opinions are mixed. Similar proportions opt for increasing user fees (35%) or increasing taxes (32%), while a smaller proportion prefer cutting services (22%).

Executive summary (continued)

Residents believe that the City of Guelph is meeting the five priorities in its Strategic Plan, but perceptions of achieving some priorities is higher than for others.

- Majorities agree that all five priorities of the City's Strategic Plan are being met, but there is higher agreement that the City is meeting the priority of "Navigating" (60%), while agreement is lowest for the priorities of "Working Together" and "Powering", with bare majorities agreeing that these priorities are being met (52% and 51%, respectively).
- Six in ten (62%) residents think Guelph is achieving its goal to be a Future Ready city; this belief is higher among Millennials (71%) than Gen Xers (56%) and Boomers (61%).

A slim majority of residents continue to believe they can influence municipal decisions.

- More than half (54%) of residents think they can influence municipal decisions, but four in ten (41%) disagree with this view, and those who "strongly disagree" outweigh those who "strongly agree" by a margin of two-to-one (19% vs. 9%). Since 2019, fewer residents offer no opinion (1%, down 5 points).

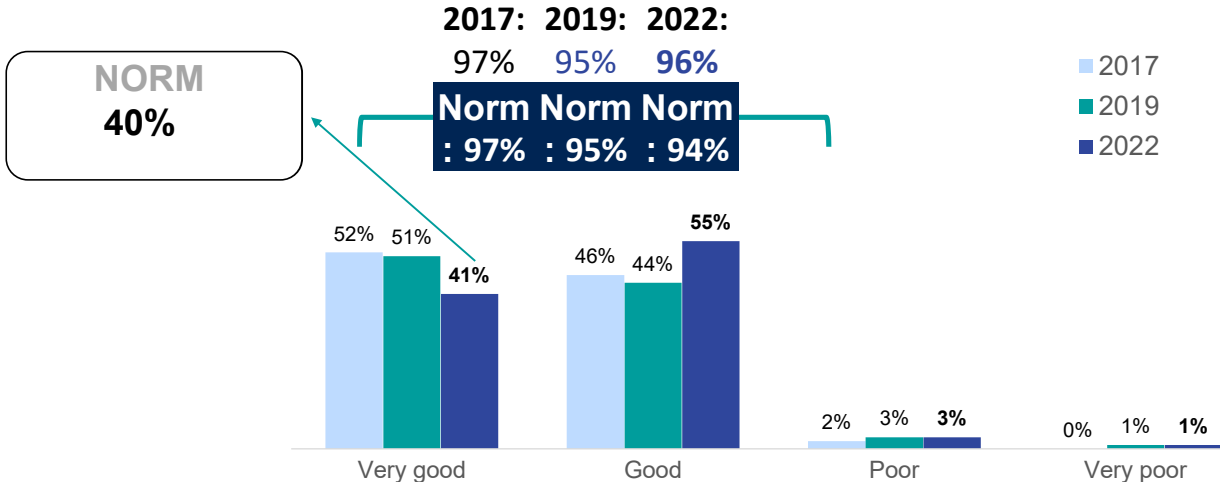
QUALITY OF LIFE

Overall quality of life in the City of Guelph

City of Guelph residents continue to almost unanimously rate the overall quality of life in the City as good or very good, including four in ten (41%) of residents who rate the quality of life as “very good.” Although overall quality of life (very good or good) is steady since 2017, the proportion who say it is “very good” is down 10 points from 2019, while those who perceive it as only “good” is up 11 points.

The perceived overall quality of life in the City of Guelph is on par with the National Norm, as is the proportion who say it is “very good.”

Quality of life ratings are similar across demographic subgroups.



Q2. How would you rate the overall quality of life in the City of Guelph Today? Would you say it is
 Base: All Respondents 2022 (n=600); 2019 (n=600); 2017 (n=600)



Quality of life in the City over the past few years

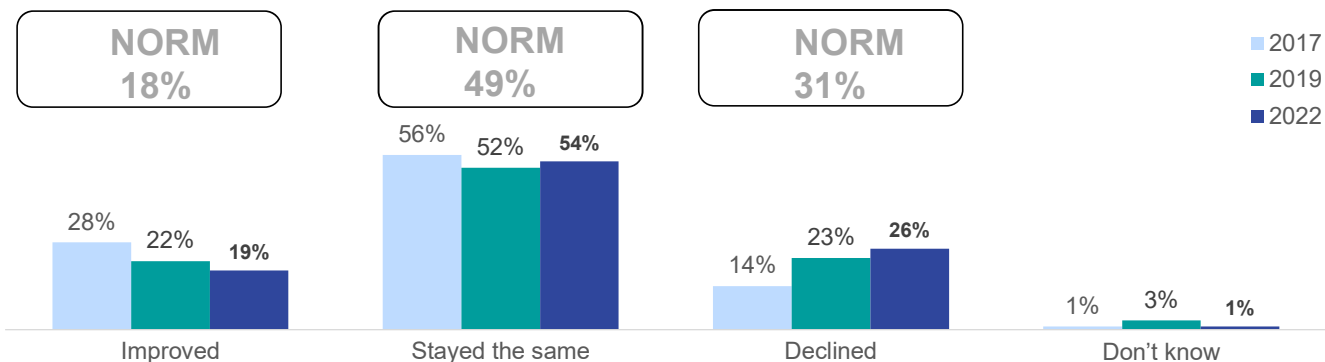
More than half (54%) of residents indicate that the quality of life in Guelph has stayed the same over the past few years. Among those who perceive a change, the proportion who think the quality of life has declined is higher than the number who perceive an improvement (26% vs. 19%).

Perception of an improved quality of life has been on a downward trend since 2017, while the number who perceive a decline has increased over the same time frame.

Perceptions of an improved quality of life is on par with the National Norm at 18%, while perceptions of a decline in quality of life is directionally lower than the National Norm at 31%.

Perceptions of the change in quality of life over the past few years varies by age. Millennials are more likely than Gen Xers and Boomers to perceive an improvement (27% vs. 14% and 15%), while Boomers are more likely than Millennials to perceive no change (62% vs. 48%).

Those born in Canada are more likely than those born outside of Canada to perceive a decline (28% vs. 18%), while those who live outside of Canada are more likely than those born in Canada to perceive an improvement (27% vs. 16%).



3T. Over the past few years, would you say the quality of life in the City of Guelph has...

Base: All Respondents 2022 (n=600); 2019 (n=600); 2017 (n=600)

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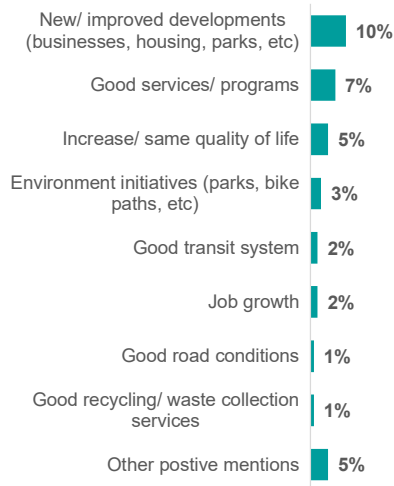
- Figures and cells in **Green** are significantly higher than those in **Red**



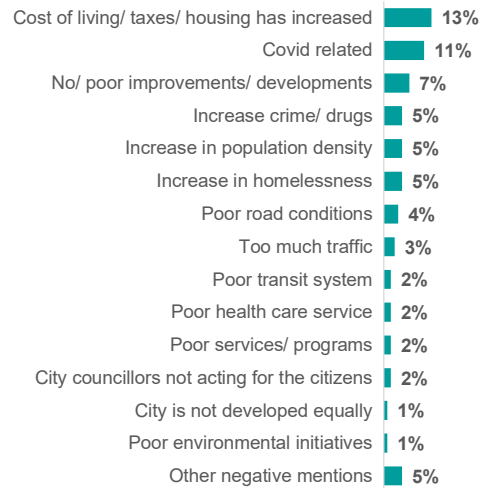
Reason for perceptions of quality of life

New or improved developments, good services or programs and, increase in quality of life are the top reasons for perceptions of improved quality of life. Cost of living, taxes, increased cost of housing, issues related to COVID are the most commonly mentioned reasons for declining perceptions.

Reasons for perceiving improvement



Reasons for perceiving decline



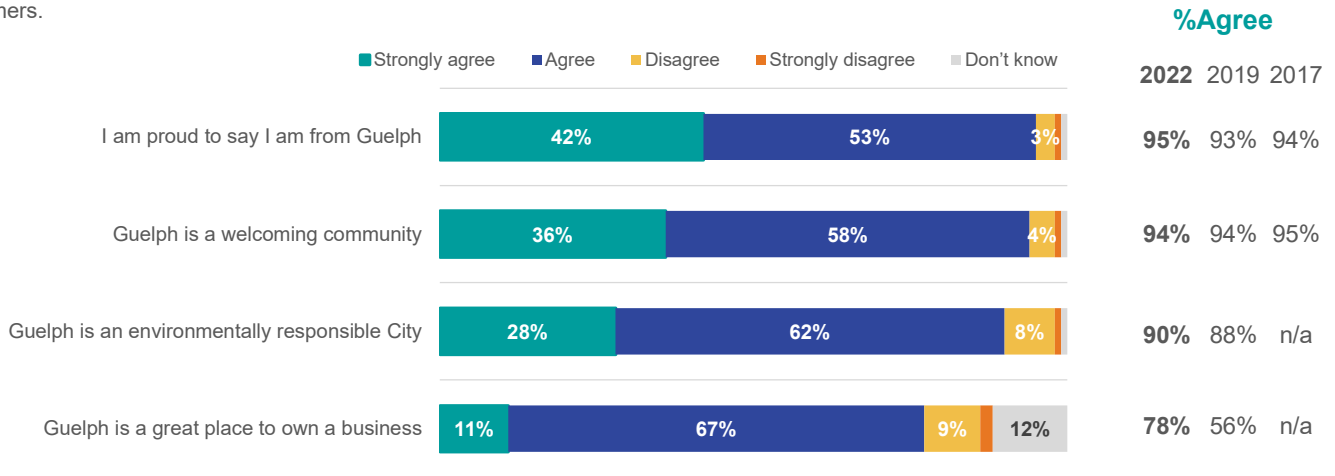
Q3AA Why do you say that?
Base: All respondents who offer an opinion about quality of life over the past few years 2022 (n=597)

Perceptions of Guelph

Residents continue to have very positive perceptions of Guelph as a community, and perceptions of it being business-friendly is up significantly.

Overwhelming majorities continue to agree that they are proud to say they are from Guelph (95%) and that Guelph is a welcoming community (94%). An overwhelming majority also agree that Guelph is an environmentally responsible City (90%). There has been a marked increase in the proportion who agree that Guelph is a great place to own a business (78%, up 22 pts).

Strong agreement with perceptions of Guelph in most areas are higher among men than women and, among Millennials compared to Gen Xers and Boomers.



Q3A. Please rate the extent to which you agree or disagree with the following statements
 Base: All Respondents 2022 (n=600); 2019 (n=600); 2017 (n=600)

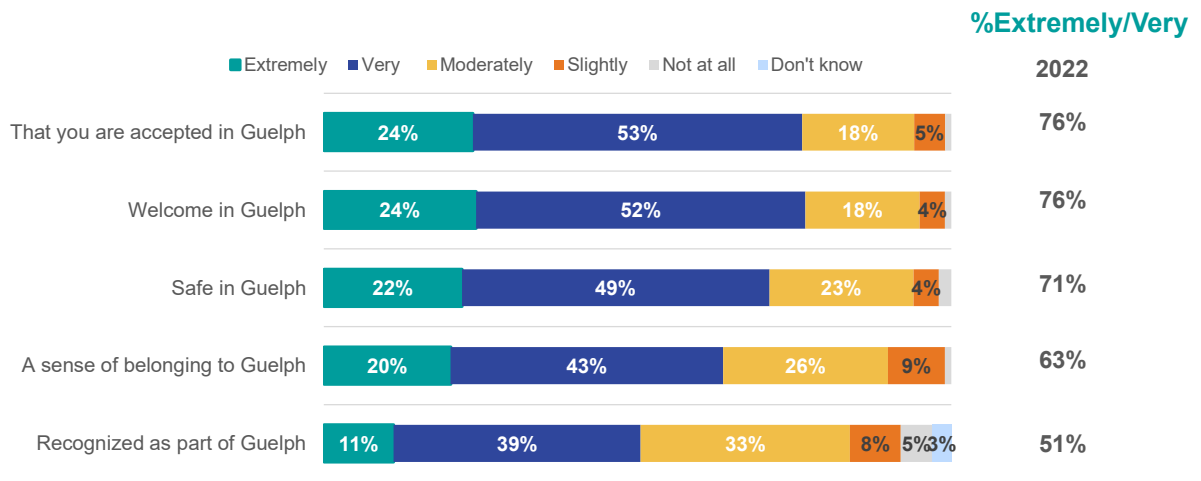


Perceptions of residing in Guelph

Residents most likely to feel accepted or welcome in Guelph but least likely to feel recognized as part of Guelph.

Large majorities feel very or extremely accepted or welcome in Guelph (76% each), or safe in Guelph (71%). A smaller majority (63%) feel a sense of belonging to Guelph. Only half (51%) feel recognized as part of Guelph.

Millennials are more likely than Boomers to feel extremely welcome and safe in Guelph.



Q3B. I am going to read you a list of statements, please tell me how much you feel [INSERT ROW STATEMENT]. Would you say...[INSERT COLUMN RESPONSE]
 Base: All Respondents 2022 (n=600)



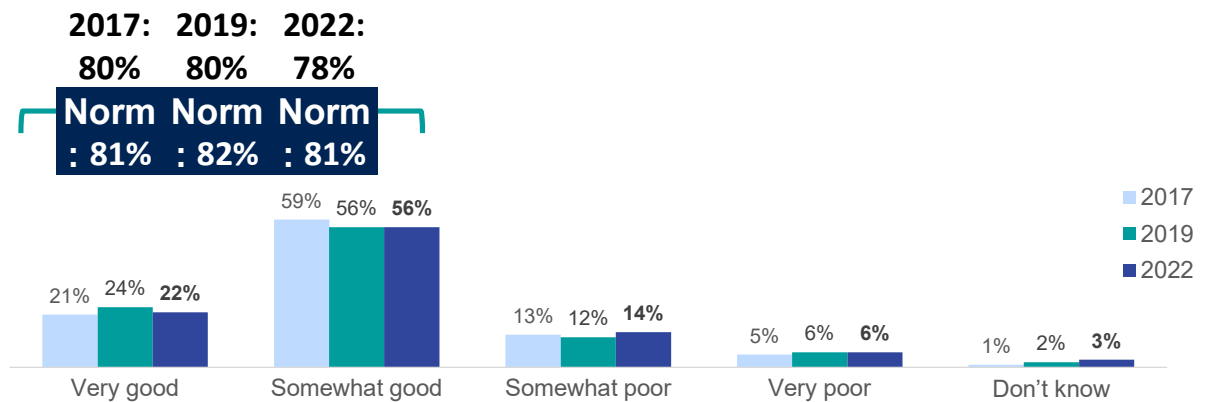
TAXES AND SERVICES

Value for tax dollars, user fees or rates

Eight in ten (78%) residents continue to believe that they receive good value for their tax dollars, user fees or rates. Moreover, the proportion who think they get “very good” value is more than three times greater than the number who think it is “very poor” (22% vs. 6%).

The perceived value for tax dollars, user fees or rates for Guelph residents continues to be on par with the National Norm, including the proportion who say it is “very good” (22% vs. 20%, respectively).

Large majorities of residents across nearly all demographic and regional subgroups think they receive good value for their tax dollars, user fees or rates.

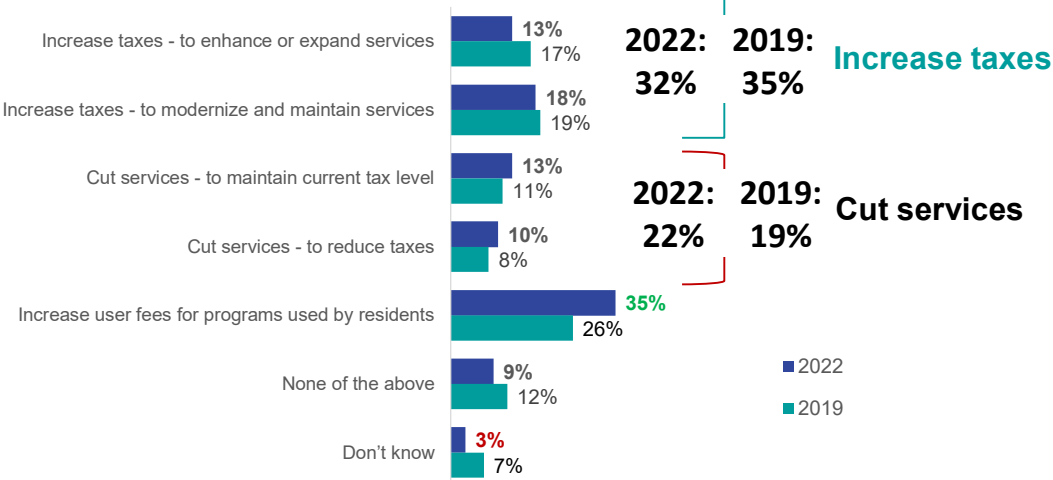


Q18 Thinking about all the programs and services you receive from the City of Guelph, would you say that overall you get good value or poor value for your tax dollars and user fees or rates? (Is that very or somewhat good/poor value?) Base: All Respondents 2022 (n=600); 2019 (n=600); 2017 (n=600)

Options for the City to pursue to pay for services

When residents are told that municipal property taxes are the primary way to pay for services provided by the City of Guelph, and asked which of five options they would like the City to pursue, residents are marginally more likely to prefer increasing user fees for programs used by residents (35%, up by 9 points from 2019) over increasing taxes (32% - divided between those who want to increase taxes to enhance or expand services and those who want increased taxes to modernize and maintain services) and cutting services (22% - divided between those who want to cut services to maintain current tax level and those who want cuts to reduce taxes).

The preferred option for the City to pursue to pay for services does not differ significantly across subgroups.



Q19. Municipal property taxes are the primary ways to pay for services provided by the City of Guelph. That being the case, which of the following five options would you most like the City of Guelph to pursue? Base: All Respondents 2022 (n=600); 2019 (n=600);

• In the graph above, figures in **Green** represent an increase from 2019 and figures in **Red** represent a decline

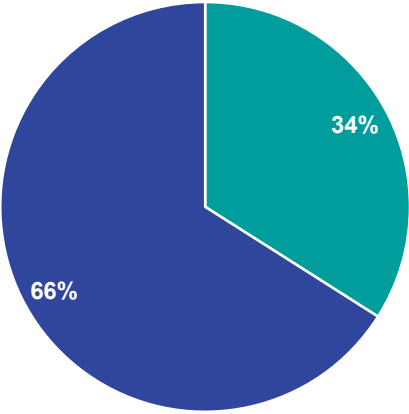


INTERACTION WITH THE CITY

Contact with the City in the past 12 months

One-third of residents have contacted the City in the past 12 months.

Contact with the City in the past 12 months is higher among homeowners than among renters (37% vs. 26%).



■ Yes ■ No

8. In the past 12 months, have you contacted the City? Base: All Respondents 2022 (n=600); 2019 (n=600); 2017 (n=600)

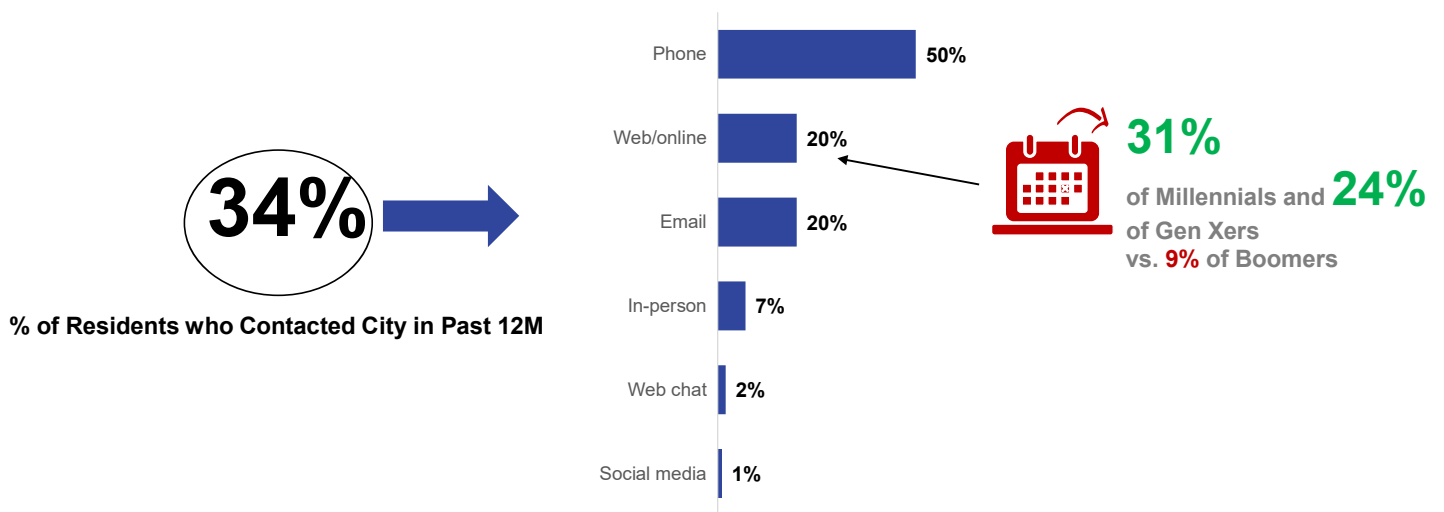
• Figures and cells in Green are significantly higher than those in Red



Mode of most recent contact with City in past 12 months

Among residents who had contact with the City in the past 12 months (34%), the most common mode used for their most recent contact was phone. Sizeable proportions contacted the city via web/online or e-mail.

Millennials and Gen Xers are more likely than Boomers to have contacted the city via web/online.

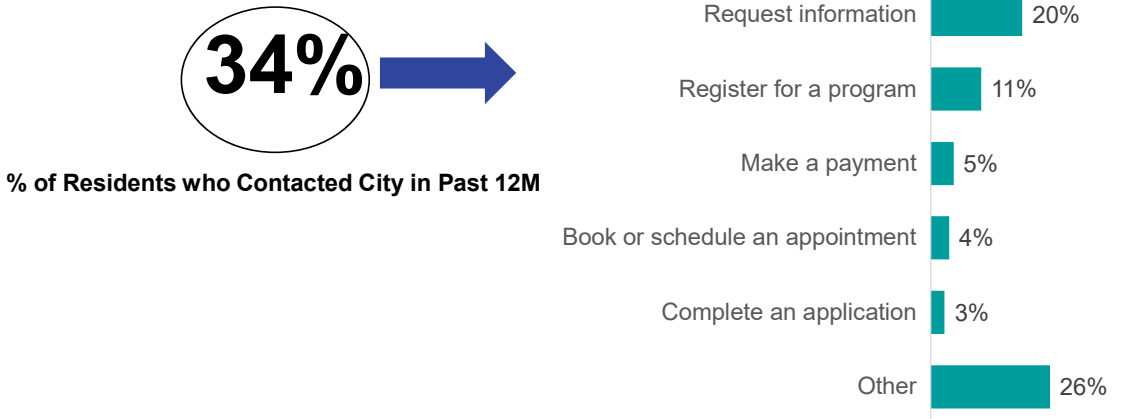


Q10. During your most recent interaction, how did you contact the City? Base: Had Contact with the City in past 12 months 2022 (n=215)

Reasons for contacting the City

Residents who had contact with the City of Guelph in the past 12 months were asked to think about their most recent interaction with the City. When presented with several reasons for contacting the City residents, a third say they made contact to request a service, followed by two in ten who were requesting information. One in ten were registering for a program, with smaller proportions who made contact for other reasons.

There is very little significant difference across demographic and regional groups in their reasons for contacting the City.



Department contacted in most recent interaction

Residents who had contact with the City of Guelph in the past 12 months were asked which department they contacted in their most recent interaction with the City.

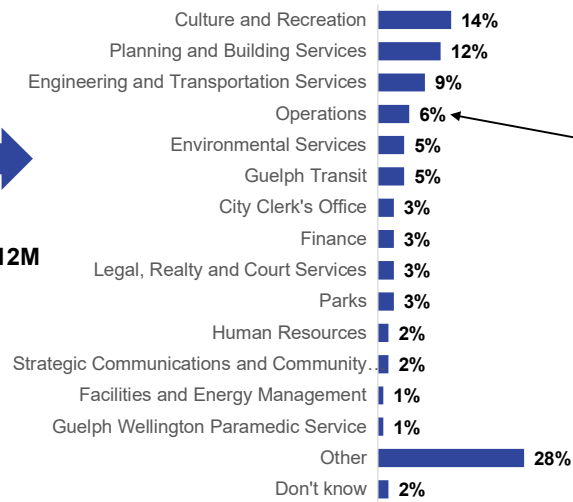
About one in ten (each) mention Culture and Recreation, Planning and Building Services or Engineering and Transportation Services.

Boomers are more likely than Gen Xers or Millennials to have contacted the Operations department.

34%



% of Residents who Contacted City in Past 12M



14%
of Boomers vs. **3%** of Gen Xers
and **0%** Millennials

Perceptions of information or service provided in most recent interaction

Residents who had contact with the City of Guelph in the past 12 months were asked how much they agree with a number of statements about the information or service provided to them during their most recent interaction.

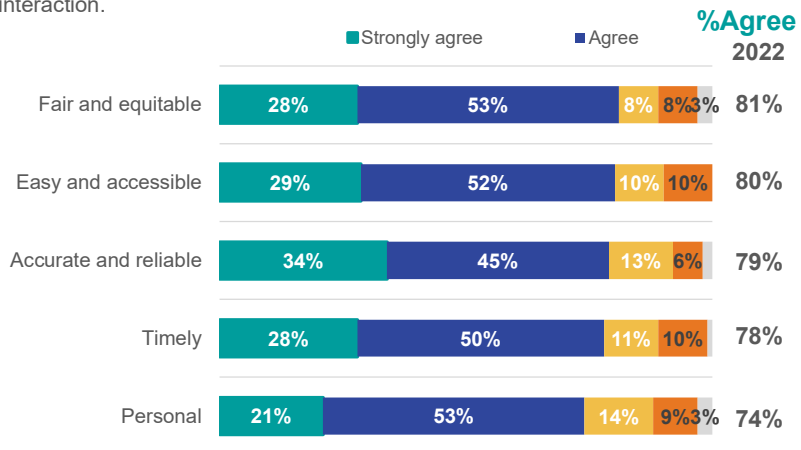
Large majorities agree that the information or service provided to them in their most recent interaction with the City was fair and equitable, easy and accessible, accurate and reliable, timely or personal.

There is very little significant difference across demographic and regional groups in their agreement with several statements about the information or service provided to them during their most recent interaction.

34%



% of Residents who Contacted City in Past 12M

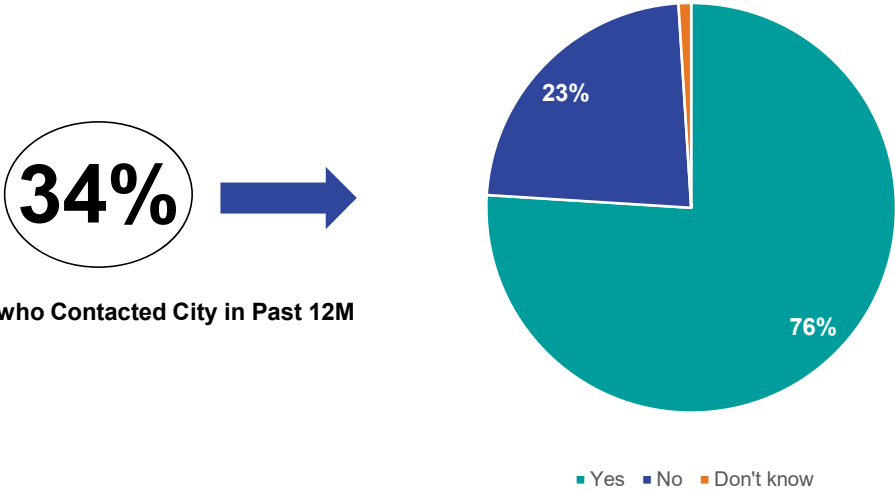


Q11. During your most recent interaction with the City, please tell us how much you agree with each of the following statements. The information or service provided was...
Base: Had Contact with the City in past 12 months 2022 (n=215)

Overall satisfaction with information or service provided

Three-quarters (76%) of those who had contacted the City within the past 12 months, say they were satisfied with the information or service provided to them.

There is no significant difference across demographic and regional groups in satisfaction with the information or service provided.



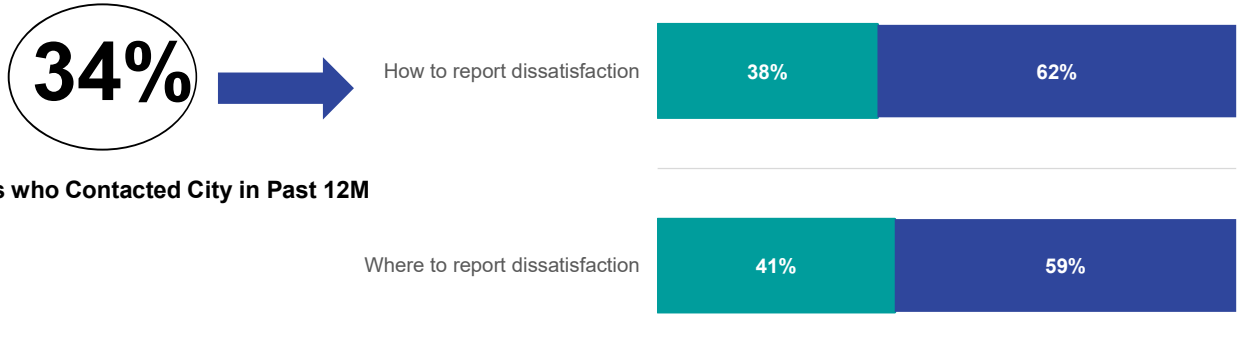
Q12. Overall, were you satisfied with the information or service provided? Base: Had Contact with the City in past 12 months 2022 (n=215)



Knowledge of How or Where to report dissatisfaction

Among those who had contact with the City in the past 12 months, four in ten (each) report that they know how to or where to report satisfaction with the City's services and programs.

There are no significant differences across demographic and regional groups in reported knowledge of how or where to report dissatisfaction with the City's services or programs.



% of Residents who Contacted City in Past 12M

Q13. Do you know [INSERT ROW STATEMENT] with the City's services and programs?

Base: Had Contact with the City in past 12 months 2022 (n=215)



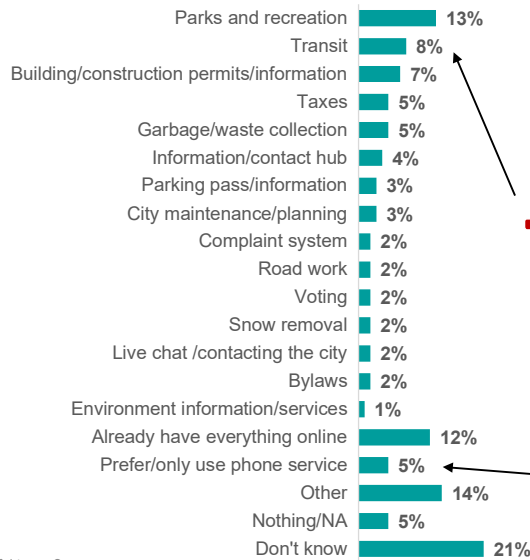
Which online services would be most useful

When asked which services would be most useful to them as the City makes more services available online, the most common service mentioned is parks and recreation, followed by transit, building, construction permits or information, taxes or garbage or waste collection.

34%



% of Residents who Contacted City in Past 12M



23%
of Millennials vs. **3%** of Gen Xers and **2%** Boomers



14%
of Boomers vs. **0%** of Gen Xers and **0%** Millennials

Q14. As the City makes more services available online, which services would be most useful to you?
Base: Had Contact with the City in past 12 months 2022 (n=215)

• Figures in **Green** are significantly higher than those in **Red**



COMMUNICATION

Sources of information about the City

Millennials and Gen Xers are more likely than Boomers to get information about the City via the City Facebook account or the Mayor or Council social media, while Boomers are more likely than Gen Xers and Millennials to use the City News pages in the Guelph Mercury Tribune or print advertising. Millennials are more likely than Boomers to get information about the City via digital advertising, the City Twitter account, other social media sources or word of mouth.

Sources of Information About the City	Age		
	Millennials	Gen Xers	Boomers
City website (guelph.ca)	41%	51%	35%
City News pages in the Guelph Mercury Tribune	21%	20%	43%
City information hub on Guelphtoday.com	29%	35%	33%
News stories by local media (specify: print, digital, radio)	30%	22%	20%
Print advertising (e.g., Guelph Mercury Tribune)	8%	9%	21%
Digital advertising (e.g., Google ad, local news websites, Weather Network, social media)	25%	17%	10%
City Facebook account	15%	18%	3%
City Twitter account	21%	14%	5%
Other social media sources (e.g., community Facebook groups)	21%	14%	3%
Mayor or Council social media	19%	21%	8%
Word of mouth (e.g., friends, family, online or in-person)	44%	37%	30%
Paid advertising	5%	0%	1%
Radio	5%	4%	4%
Television	4%	5%	7%
Other	2%	1%	6%

Q15. What are your top three sources for getting information about the City? [Read list, Record up to three mentions]?
Base: All Respondents 2022 (n=600)

- Cells in **Green** are significantly higher than those in **Red**

Preferred source for getting information from the City

Millennials and Gen Xers are more likely than Boomers to want to get information from the City via City social media, while Boomers are more likely than Gen Xers and Millennials to want to get this information through print advertising. Millennials are more likely than Gen Xers and Boomers to prefer text and more likely than Boomers to prefer digital advertisement. Gen Xers are more likely than Millennials and Boomers to prefer visiting the City's website: guelph.ca.

SOCIAL MEDIA
 Facebook 36%
 Twitter 29%
 Instagram 26%

Sources of Information About the City	Age		
	Millennials	Gen Xers	Boomers
By visiting the city's website: guelph.ca	48%	62%	43%
Email	28%	33%	30%
City social media	43%	35%	15%
Text	16%	7%	9%
Print advertisements (e.g., Guelph Mercury Tribune)	21%	22%	42%
Digital advertisement (e.g., Google ad, local news websites)	26%	22%	16%
Through local news coverage (i.e., an article or story spec)	27%	30%	37%
City live stream online (e.g., Council committee meetings)	6%	11%	7%
Radio	3%	4%	6%
Television	6%	6%	7%
Other	4%	3%	3%

Q16. How would you prefer to get information from the City? Base: All Respondents 2022 (n=600)
 Q16A What is your preferred City social media channel? Base: Those who prefer to get information from the City via City social media

- Cells in **Green** are significantly higher than those in **Red**



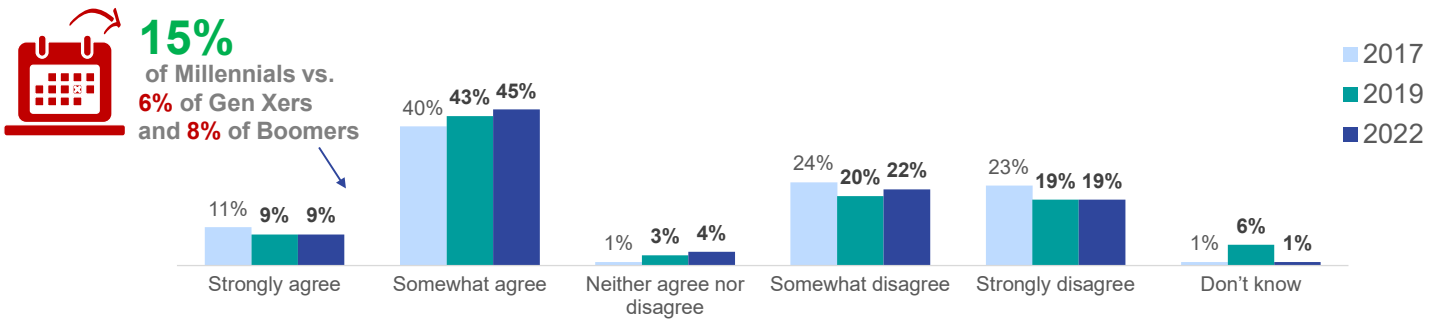
COMMUNITY ENGAGEMENT

Belief that one can influence municipal decisions

More than half (54%) of Guelph residents agree that they can influence municipal decisions affecting Guelph. Four in ten say they disagree with this view (41%), while fewer than in 2019 do not have an opinion (1%, down 5 points and back to the level found in 2017).

Millennials are significantly more likely than Gen Xers and Boomers to strongly agree that they can influence municipal decisions affecting Guelph.

2017: 51% 2019: 52% 2022: 54%



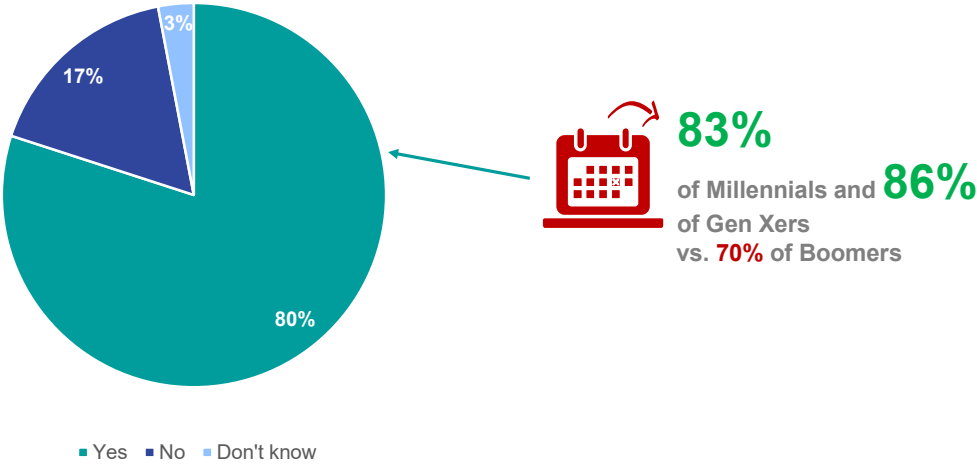
Q17. Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that you can influence municipal decisions affecting Guelph?
 Base: All Respondents 2022 (n=600); 2019 (n=600); 2017 (n=600)

EQUITY IN SERVICE DELIVERY

Guelph provides information in open and transparent way

Eight in ten residents feel the City of Guelph keeps residents informed and provides information in an open and transparent manner.

Millennials and Gen Xers are more likely than Boomers to feel that the City keeps them informed and provides information in an open and transparent way.

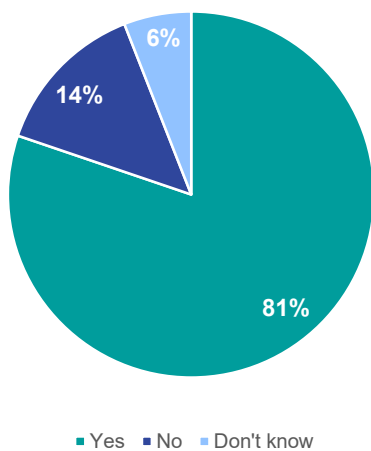


Q23. Do you feel the City of Guelph keeps residents informed and provides information in an open and transparent manner?
Base: All Respondents 2022 (n=600)

Guelph offers variety of programs/activities through structured, registered programs

Eight in ten residents think Guelph offers a variety of programs and activities through structured, registered programs that meet their needs.

There is little significant difference across demographic and regional subgroups in response to this question.



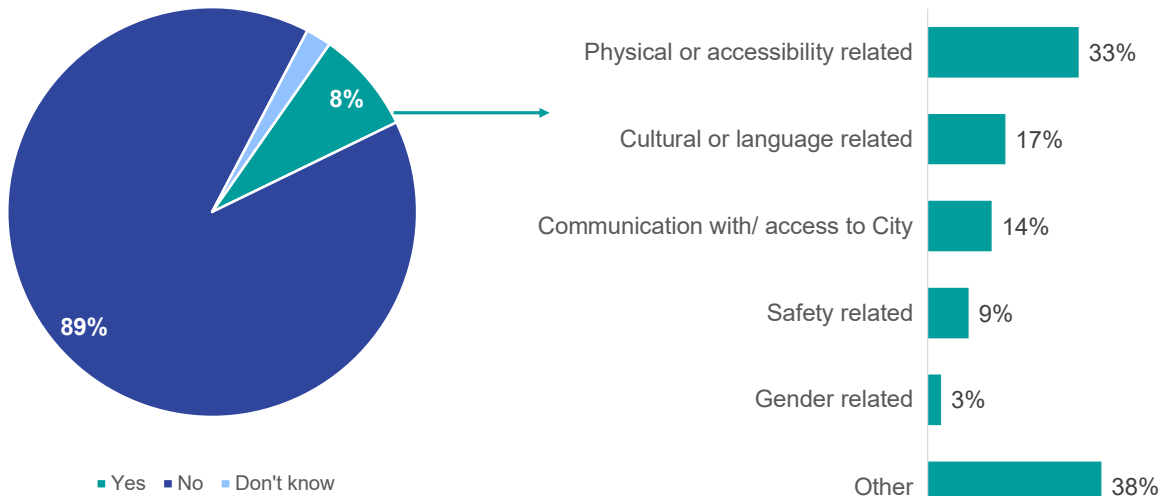
Q22. Does Guelph offer a variety of programs and activities through structured, registered programs to meet your needs?
Base: All Respondents 2022 (n=600)

Experience barriers in accessing City programs or services

Approximately one in ten (8%) residents have experienced barriers or difficulties in accessing City programs or services.

There are no significant differences in experiencing barriers/difficulties across demographic and regional subgroups.

Among the 8% who report a barrier or difficulty in accessing city programs or services, the most common barriers reported are: physical or accessibility related, followed by cultural or language related or communication with/access to City. Four in ten mention a number of other barriers.



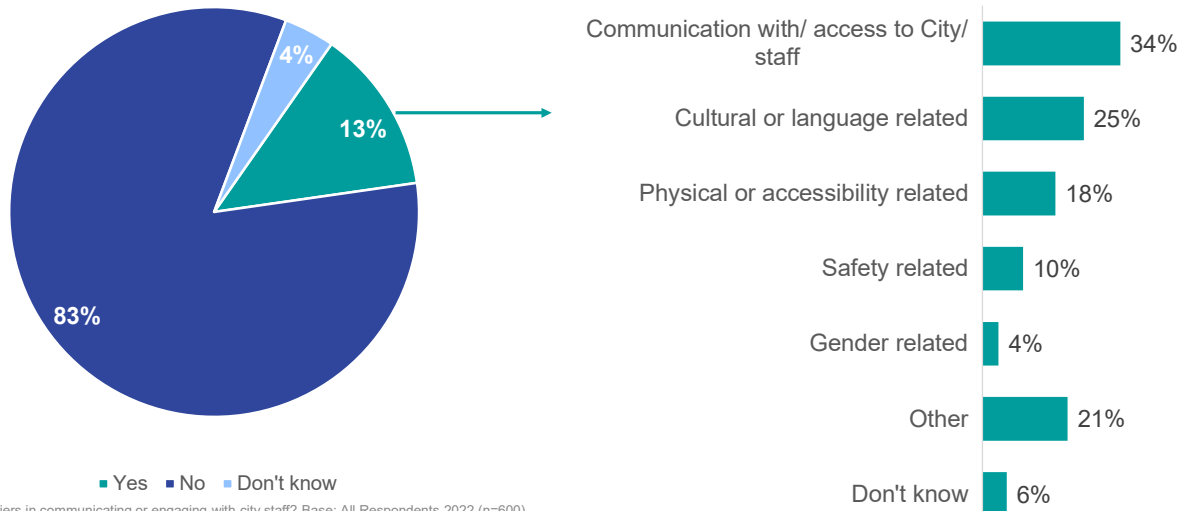
Q21. Do you experience barriers or difficulties in accessing city programming or services? Base: All Respondents 2022 (n=600)
Q21A. What type of barrier or difficulty do you experience? Base: Respondents who experience barriers in accessing City programs or services2022 (n=56)

Experience barriers in communicating/engaging with City staff

More than one in ten (13%) residents have experienced barriers in communicating or engaging with City staff.

Men are more likely than women to report communication/engagement barriers with City staff (16% vs. 10%).

Among the 13% who report a communication or engagement barrier with City staff, the most common barriers reported are: communication with or access to staff, cultural or language related, physical or accessibility related, with smaller proportions indicating that they are safety or gender related. Two in ten mention a number of other barriers.



Q20. Do you experience barriers in communicating or engaging with city staff? Base: All Respondents 2022 (n=600)

Q20A. What type of barrier or difficulty do you experience? Base: Respondents who experience barriers in communicating/engaging with staff 2022 (n=70)

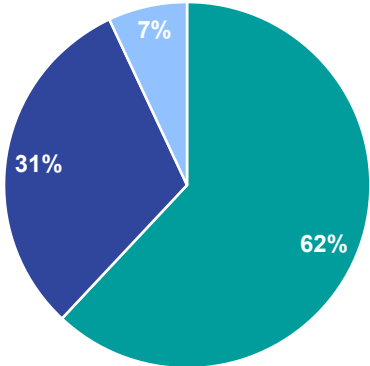
STRATEGIC PLAN

Is Guelph achieving its goal to be a Future Ready city?

Based on what they know about City of Guelph initiatives, a majority (62%) of residents think Guelph is achieving its goal to be a Future Ready city.

Millennials and Gen Xers are more likely than Boomers to think Guelph is achieving its goal to be a Future Ready city.

Perceptions of Guelph achieving its goal to be a Future Ready city are significantly higher among those who perceive that the quality of life in Guelph has improved or stayed the same over the past few years compared to those who think it has declined. Moreover, a majority of those who think quality of life has declined over the past few years do not think that the City has achieved this goal.



■ Yes ■ No ■ Don't know



71%
of Millennials vs. **56%** of Gen Xers and **61%** Boomers

% by Perceived Change in Quality of Life		
Improved	Stayed the same	Declined
91%	64%	38%

Q24. Based on what you know of City of Guelph initiatives, is Guelph achieving its goal to be a Future Ready city?
Base: All Respondents 2022 (n=600)



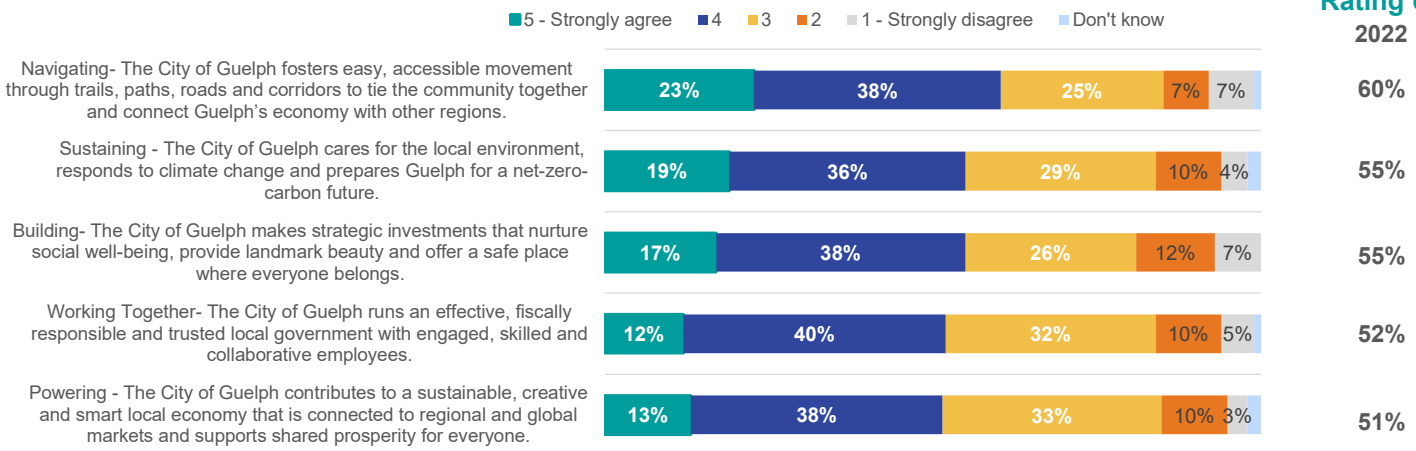
City meeting its Strategic Plan's priorities

Residents were informed that the City's Strategic Plan has five priority areas, and then asked their agreement with whether the City is meeting these priorities.

Majorities agree that all these priorities are being met, but there is higher agreement that the City is meeting the priority of "Navigating" (60%), while agreement is lowest for the priorities of "Working Together" and "Powering."

Between a quarter to three in ten express a view on whether the City is meeting each of the five priorities in the Strategic Plan (rating of 3 on a 5-point scale), while two in ten or fewer disagree that these priorities are being achieved.

**%Top2Box
Rating of 4/5
2022**



Q25. In the City's Strategic Plan, there are five priority areas. For each of the following statements please use a scale where 1 means strongly disagree and 5 means strongly agree
Base: All Respondents 2022 (n=600)

City meeting its Strategic Plan's priorities

Perceptions of the City meeting its Strategic Plan's priorities are significantly higher among Millennials compared to Gen Xers and Boomers.

Perceptions of the City meeting its Strategic Plan's priorities are significantly higher among those who perceive that the quality of life in Guelph has improved or stayed the same over the past few years compared to those who think it has declined.

Priorities	% Agree by Age		
	18-34	35-54	55+
	%		
Navigating	67%	59%	56%
Sustaining	67%	49%	51%
Building	65%	51%	50%
Working Together	66%	48%	42%
Powering	64%	48%	43%

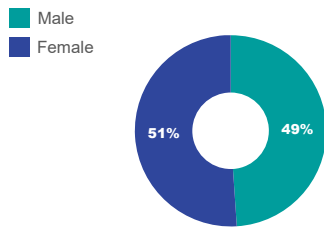
Priorities	% Agree by Perceived Change in Quality of Life		
	Improved	Stayed the same	Declined
Navigating	78%	61%	47%
Sustaining	74%	56%	39%
Building	80%	56%	33%
Working Together	74%	53%	32%
Powering	71%	56%	26%

Q25. In the City's Strategic Plan, there are five priority areas. For each of the following statements please use a scale where 1 means strongly disagree and 5 means strongly agree
Base: All Respondents 2022 (n=600)

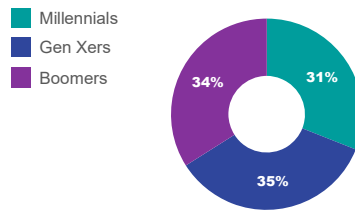
DEMOGRAPHICS

Demographics

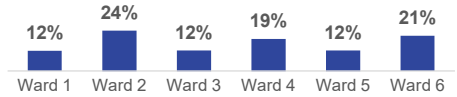
Gender



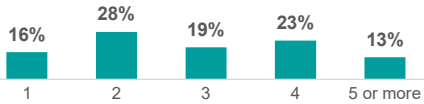
Age



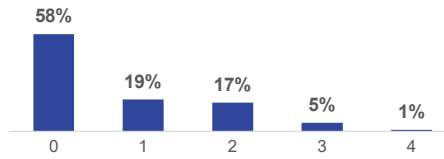
Region



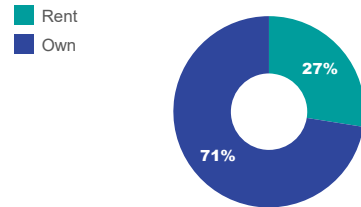
Household Number



Number of Children

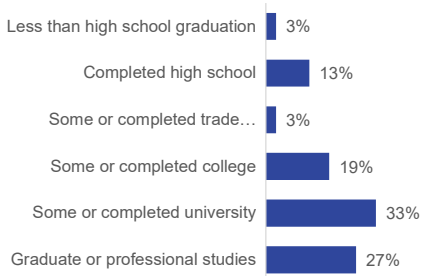


Home Ownership

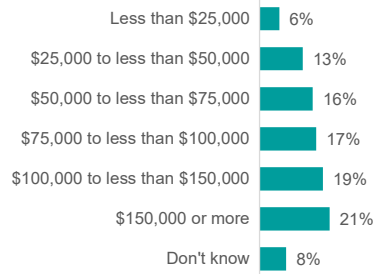


Demographics

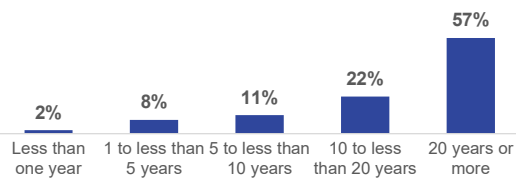
Education



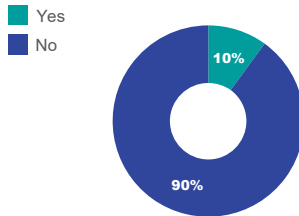
Income



Tenure in Guelph



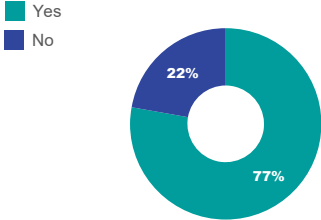
Disability/accessibility needs



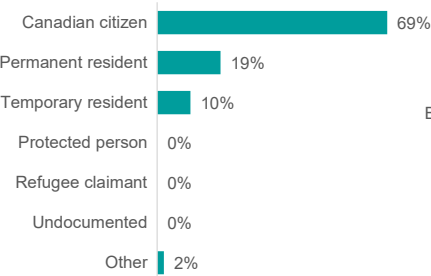
Demographics

Demographics

Born in Canada

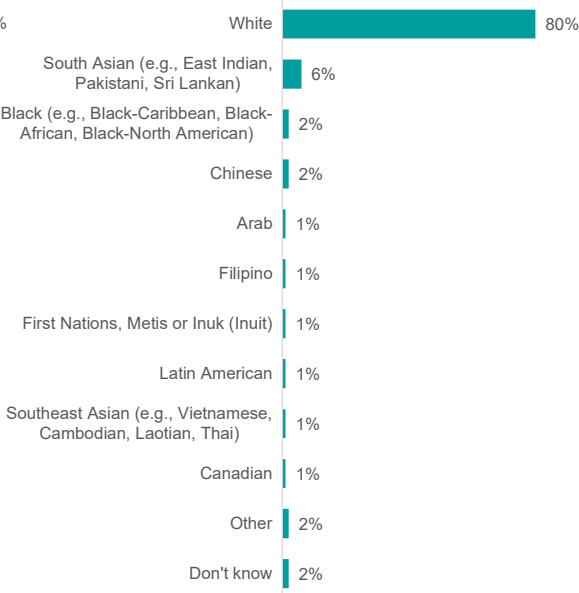


Immigration status



Base: Respondents not born in Canada

Race/Ethnicity



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