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METHODOLOGY

Methodology

Method: CATI (Computer Aided Telephone Interview) / CAWI (Computer Aided Web Interview)

Criteria for Participation: Respondents in the City of Guelph who are 18 years of age or older

Sample Size: Telephone: n= 610; Online: n= 330

Average Length of Interview (LOI): Telephone: 21 minutes; Online: 13 minutes

Margin of Error: Telephone: ± 3.97%

Fieldwork Dates: March 22 – April 8, 2024

Additional Notes:
- Quota targets of n=100 completes per each of the 6 wards were implemented for the telephone survey.
- CATI sample was drawn using random digit dialing (RDD) among the City of Guelph respondents. A mix of landline and cell phone sample was used to reach cell phone-only households.
- CATI results throughout this report have been statistically weighted by age and gender, to ensure that the sample reflects the target population according to 2021 Census data.
- Comparisons to other Canadian municipalities have been included where possible.
- Significant differences across sub-groups are noted where they exist.
- The online data collected through an online link hosted by the City, which consists of only self-selected respondents, who have chosen to take part in the survey on their own accord. Due to this fact, CAWI data is reported separately as it is affected by self-selection bias and cannot be representative of the total sample.
- Forum Research Inc. was contracted by the City of Guelph to conduct the research.

Reporting Considerations

TOP2 / BTM2
Top 2 (TOP2) and Bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, respectively where applicable. For example, a TOP2 grouping referred to as "satisfied" may be the combined result of "very satisfied" and "somewhat satisfied," where a grouping of "not satisfied" (BTM2) may be the combined result of "not very satisfied" and "not at all satisfied."

Rounding
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.

Multi-mentions
In some cases, more than one answer option is applicable to a respondent. Multiple mention questions allow respondent to select more than one answer category for a question. For questions that ask for multiple mentions (e.g., "How would you prefer to get information from the City?"), it is important to note that the percentages typically add to over 100%. This is because the total number of answer categories selected for a question can be greater than the number of respondents who answered the question. For example, respondents were able to select "printed City marketing materials" and "email" as their answer.

Significance Testing
Throughout the report, statistically significant differences (at the 95% confidence level) between demographic segments have been stated under the related finding in the right text boxes. It is important to point out that, statistical differences exist only between the segments mentioned in the notes.

EXECUTIVE SUMMARY

Executive Summary

Respondents are overall satisfied with the quality of life in the City of Guelph and feel accepted, however, there are some important top of mind issues that the City should prioritize.

- Nearly 9 in 10 respondents (TOP2: 88%) rate the overall quality of life as good or very good and nearly half of the respondents (TOP2: 45%) think the quality of life in the City of Guelph has stayed the same or improved over the past few years. *Slide 14 & 15*

- Just over 2 in 3 respondents (TOP2: 67%) feel that they are accepted in Guelph. *Slide 19*

- Some of the top of mind issues include:
    - Housing availability / affordability (33%)
    - Poverty / homelessness / social issues / food insecurity (15%) *Slide 13*

The majority of respondents are overall satisfied with the services provided by the City.

- Nearly 9 in 10 respondents (TOP2: 88%) are satisfied with the delivery of all services provided by the City of Guelph. *Slide 23*

- The top 3 services respondents are most satisfied with are:
    - Parks and trails (94%)
    - Garbage and recycling (92%)
    - Water/wastewater services (90%) *Slide 25*

Executive Summary

Of those that contacted the City in the past 12 months, the most common method was by phone.

- Nearly 2 in 5 respondents (39%) had contact with the City in the past 12 months. *Slide 30*

- Of those who contacted the City, the most common subject of the resident's interaction was regarding bylaw and security (12%) and more than 3 in 4 respondents (TOP2: 78%) agree that the information / service provided was easy and accessible, and friendly and reliable (TOP2: 77%). *Slide 31 & 32*

Few respondents experienced barriers in communicating or accessing programming/services within the City.

- About 1 in 6 respondents (16%) experienced barriers in communicating with City staff. The most common barriers experienced were related to communication (45%) and staff (24%). *Slide 34*

- Just over 1 in 7 respondents (15%) experienced barriers in accessing City programming or services. The most common barrier experienced was related to availability (34%) and physical or accessibility (27%). *Slide 35*

Respondents primarily receive their information about the City through the City website, Guelph.ca.

- The plurality of respondents cited their top source for receiving City information is through the City website, Guelph.ca (30%). Although, the most preferred way to receive City information is through email (25%). *Slide 38 & 39*

Executive Summary

Some respondents agree that they can influence municipal decisions affecting Guelph.

• Nearly half of respondents (TOP2: 47%) agree that they can influence municipal decisions affecting Guelph. *Slide 42*

The majority of respondents are interested to know how municipal tax dollars are invested in various City services, and think they receive a good or very good value for their tax dollars.

• Nearly 9 in 10 respondents (TOP2: 87%) are interested in knowing how municipal tax dollars are invested in various City services, whereas just over half of respondents (TOP2: 51%) think the City does a good job of providing information on how municipal tax dollars are invested in various City services. *Slide 44*

• Nearly 3 in 4 respondents (TOP2: 70%) think the value they receive from municipal tax dollars is good or very good. *Slide 45*

• The plurality of respondents (40%) prefer maintaining the existing programs, service levels, and facilities even if it means taxes or user fees must increase. *Slide 47*

More than half of respondents think Guelph is achieving its vision to be an inclusive, connected, and prosperous City.

• Just over 3 in 5 respondents (63%) think Guelph is achieving its vision to be an inclusive, connected, and prosperous City. *Slide 49*

Executive Summary – Gap Analysis

Opportunities for Improvement

Results from the gap analysis indicate that the three primary areas of improvement for the City are:

• Economic development/Tourism

• Transit

• Road and sidewalk maintenance/Snow removal

The services mentioned above have below average satisfaction scores among the respondents (TOP2: 56%-67%). *Slide 28*
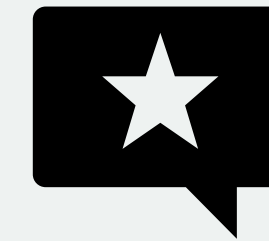
Primary Areas to Maintain

The primary areas to maintain include:

• Bylaw and security

• Parks and trails

• Culture and recreation programs or facilities. *Slide 28*

DETAILED FINDINGS

ISSUES AGENDA & QUALITY OF LIFE

Top of Mind Issues

1 in 3 respondents (33%) indicated that the most important issue facing Guelph today is housing availability/affordability.

Issue	%
Housing availability/affordable housing	33%
Poverty/homelessness/social issues/food security	15%
Property tax rates/taxes in general	8%
Infrastructure/road construction and maintenance	7%
Employment/job creation/supporting business	4%
Public transportation	4%
Health concerns/health care	4%
Urban development/growth/over population	2%
New hospital	2%
Other	1%
Nothing	1%
Don't know	5%
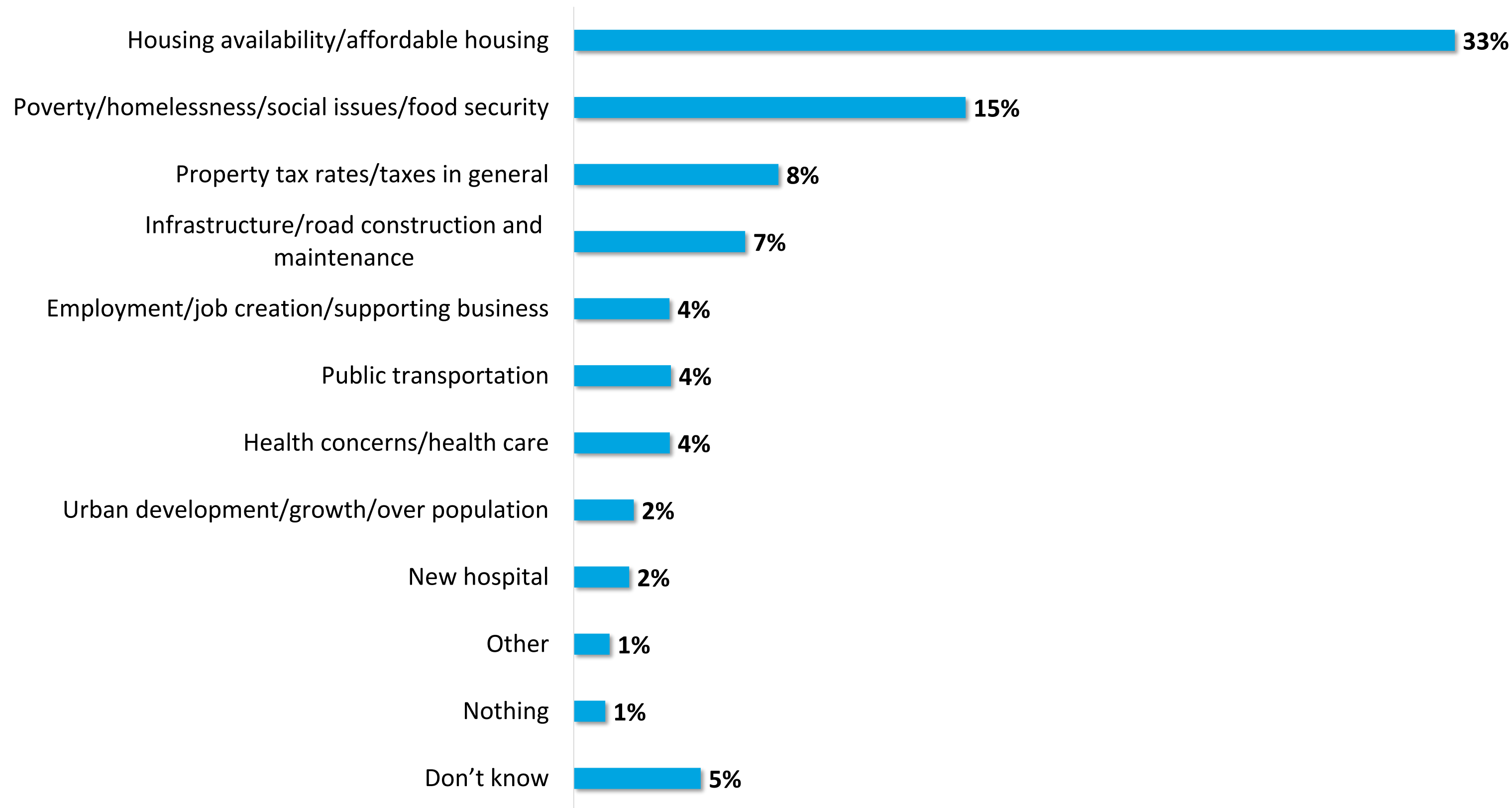
*note: option not shown if <2%

- Those who have lived in the City of Guelph for 10 to 20 years (42%) were more likely to think the most important issue facing Guelph is housing availability/affordability, compared to those who have lived in the City of Guelph for 20+ years (28%).

Q1. In your view, what is the most important issue facing Guelph today – the one that should receive priority attention from local leaders?
Framework: All respondents
Sample Size: n= 610

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Quality of Life

Nearly 9 in 10 respondents (TOP2: 88%) rate the overall quality of life in the City of Guelph as good or very good.

TOP2

Year	Don't know	Very poor	Poor	Good	Very good	TOP2
2024		1%	10%	58%	30%	88%
2022		<1%	3%	55%	41%	96%
2019		%3%		44%	51%	95%
2017			2%	46%	52%	98%

Legend: ■ Don't know ■ Very poor ■ Poor ■ Good ■ Very good
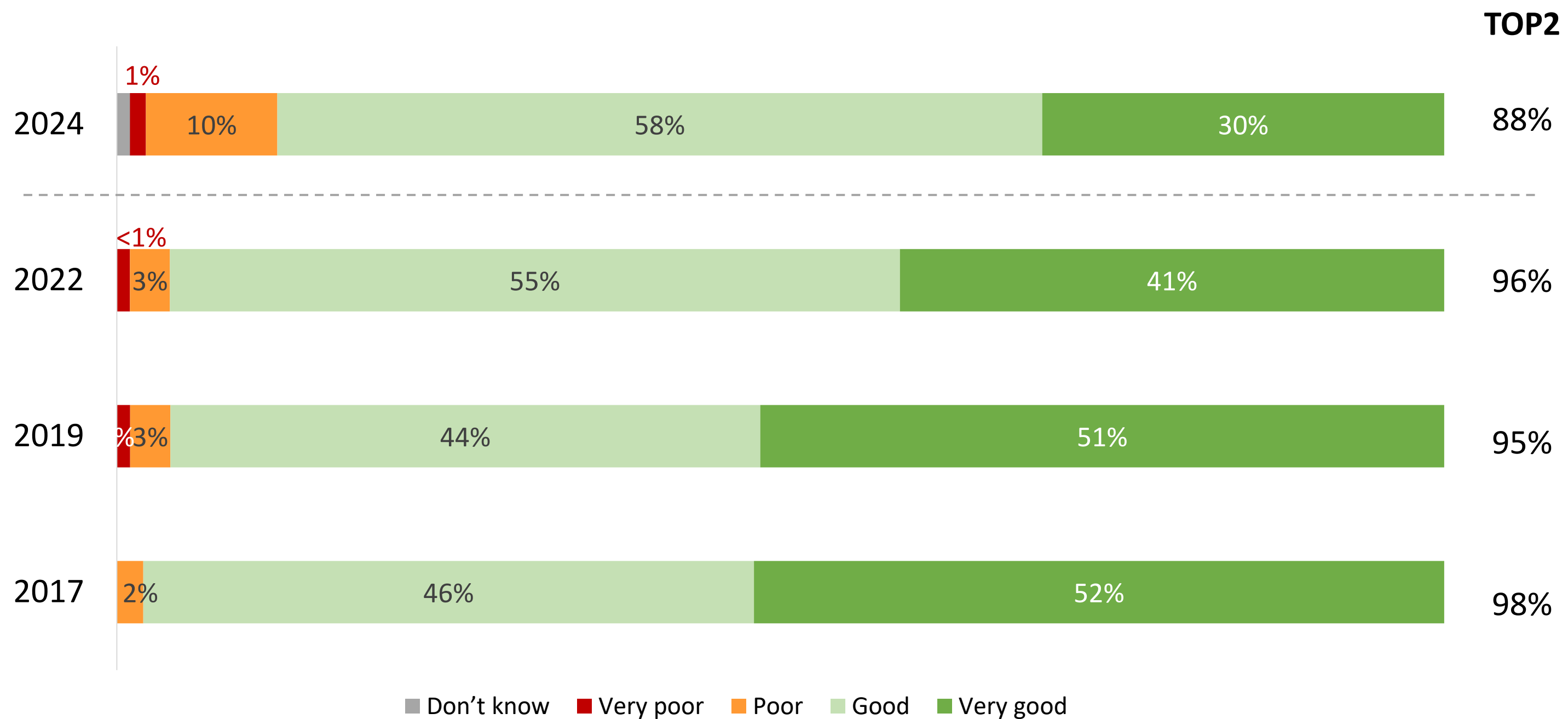
- Those who earn more than $100K (TOP2: 93%) were more like to rate the quality of life as good or very good, compared to those who earn less than $50K (TOP2: 81%).

Q2. How would you rate the overall quality of life in the City of Guelph today? Would you say it's...
Framework: All respondents
Sample Size: n= 610; 2022 (n=600); 2019; (n=600); 2017 (n=600)

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Change of Quality of Life

More than 2 in 5 respondents (TOP2: 45%) think the quality of life in the City of Guelph has stayed the same or improved, however, the majority (52%) think it has declined.

TOP2

Year	Don't know	Declined	Stayed the Same	Improved	TOP2
2024	3%	52%	36%	10%	45%
2022		26%	54%	19%	73%
2019	3%	23%	52%	22%	74%
2017		14%	56%	28%	84%

Legend: ■ Don't know ■ Declined ■ Stayed the Same ■ Improved
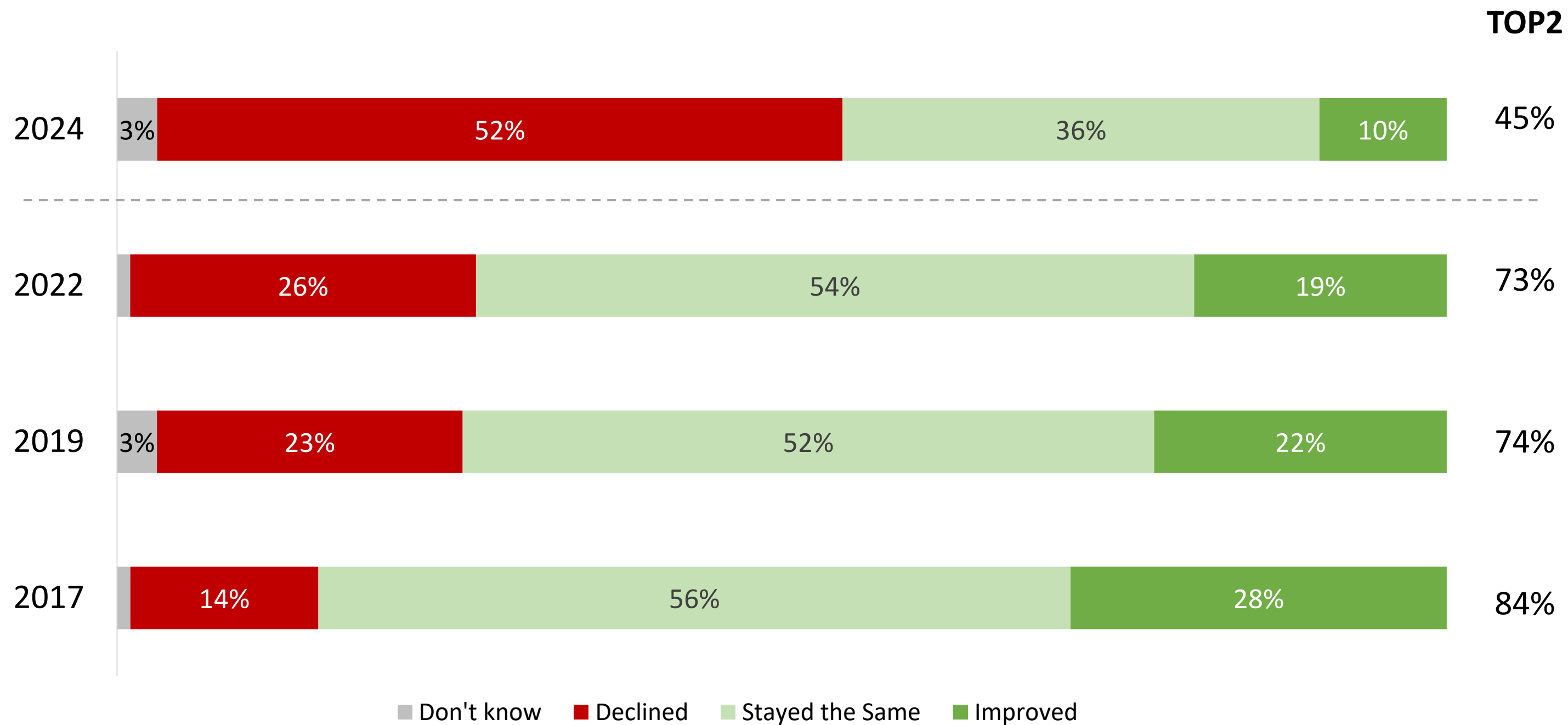
- Respondents aged 35 to 54 (57%) were more likely to think the quality of life has declined, compared to their older counterparts aged 55+ (47%).

Q3. Over the past few years, would you say the quality of life in the City of Guelph has…
Framework: All respondents
Sample Size: n= 610; 2022 (n=600); 2019; (n=600); 2017 (n=600)

Change in Quality of Life – Benchmark

Mean: 49%

Region	Value
Ontario Town A: <250,000	63%
Ontario County: <250,000	62%
Alberta City: <100,000	61%
City of Guelph, ON	45%
Ontario Municipality C: <250,000	34%
British Columbia City: <100,000	27%

Axis: 20% 30% 40% 50% 60% 70% 80% 90% 100%
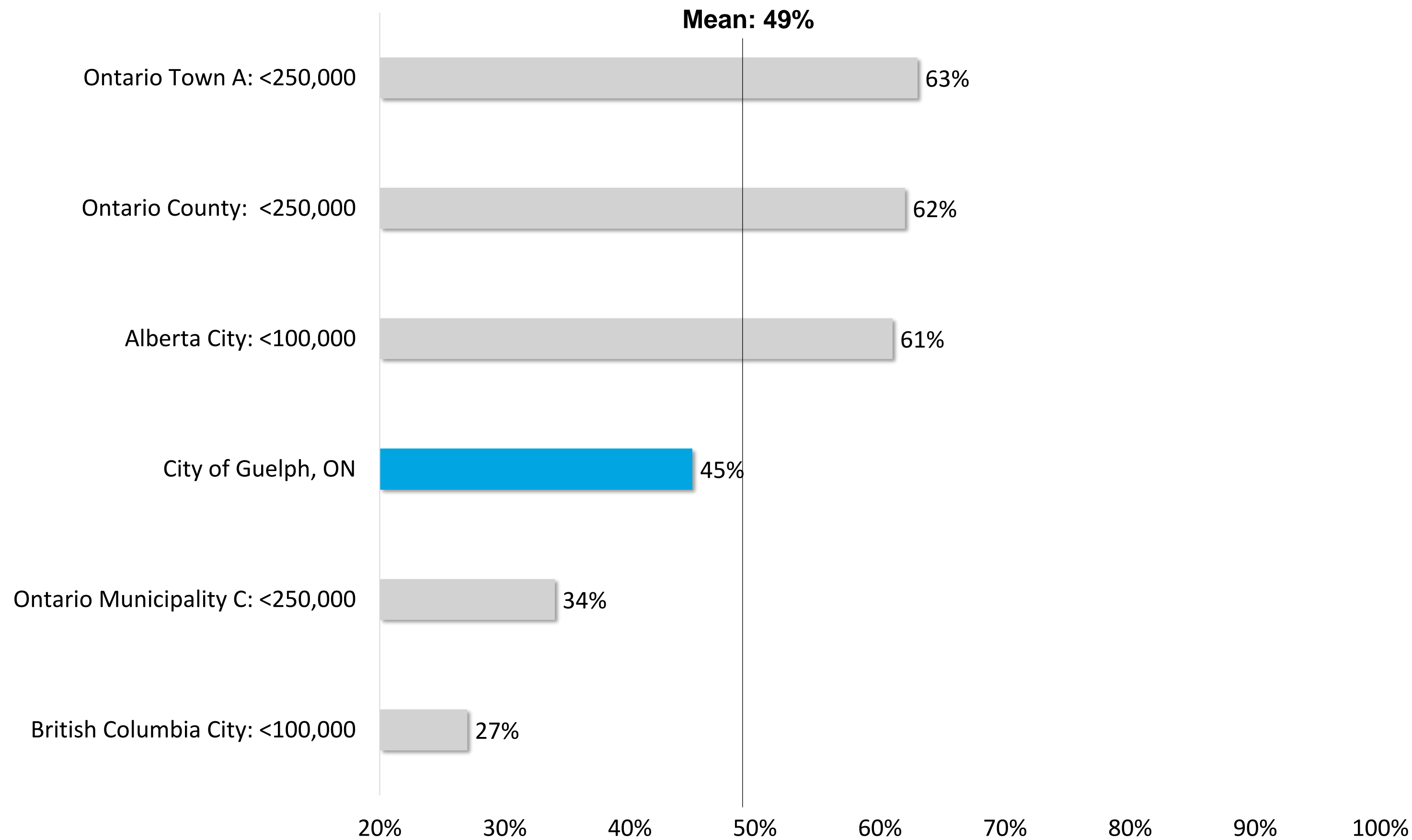
45% of respondents stated the quality of life in the City of Guelph has become better or stayed the same, slightly lower than the average benchmark score (49%).

This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2021-2023. Comparisons for this question includes 5 municipalities across Canada, with populations ranging from ~150,000 to ~250,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

Q3. Over the past few years, would you say the quality of life in the City of Guelph has…
Framework: All respondents
Sample Size: n= 610

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Reasons Quality of Life has Improved

Similar to 2022, the top response cited for the improved quality of life is because of the new/improved developments such as businesses, housing, and parks (27%).

Chart: Reasons Quality of Life has Improved (2024 vs 2022)

Reason	2024	2022
New/improved developments (businesses, housing, parks, etc.)	27%	10%
Good services/programs	15%	7%
Other or unspecified infrastructure (e.g. more roads, buildings, etc.)	10%	
Good transit system	10%	2%
New library being built	6%	
Job growth	4%	2%
Environment initiatives (parks, bikes, paths, etc.)	3%	3%
Good road conditions	2%	1%
Good recycling/waste collection services	1%	1%
Other	1%	

■ 2024 ■ 2022

- New responses reported in 2024 were:
  - Other infrastructure for example more roads and buildings (10%)
  - The new library being built (6%)
- The second most common response was good services/programs (15%).

Q4a. Why do you say that the quality of life has improved?
Framework: Respondents who think the quality of life has improved over the past few years
Sample Size: n= 58; 2022 (n=597)

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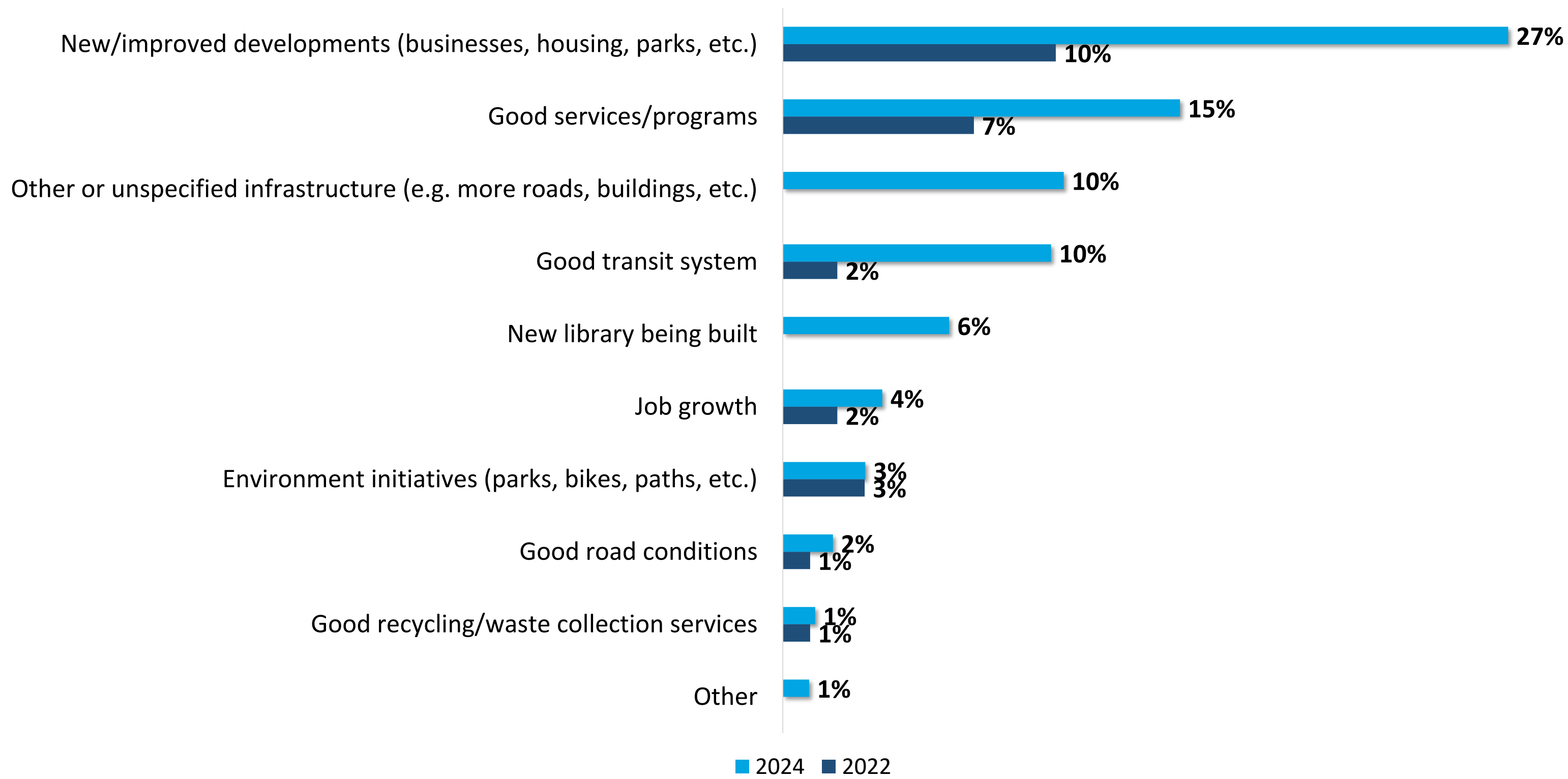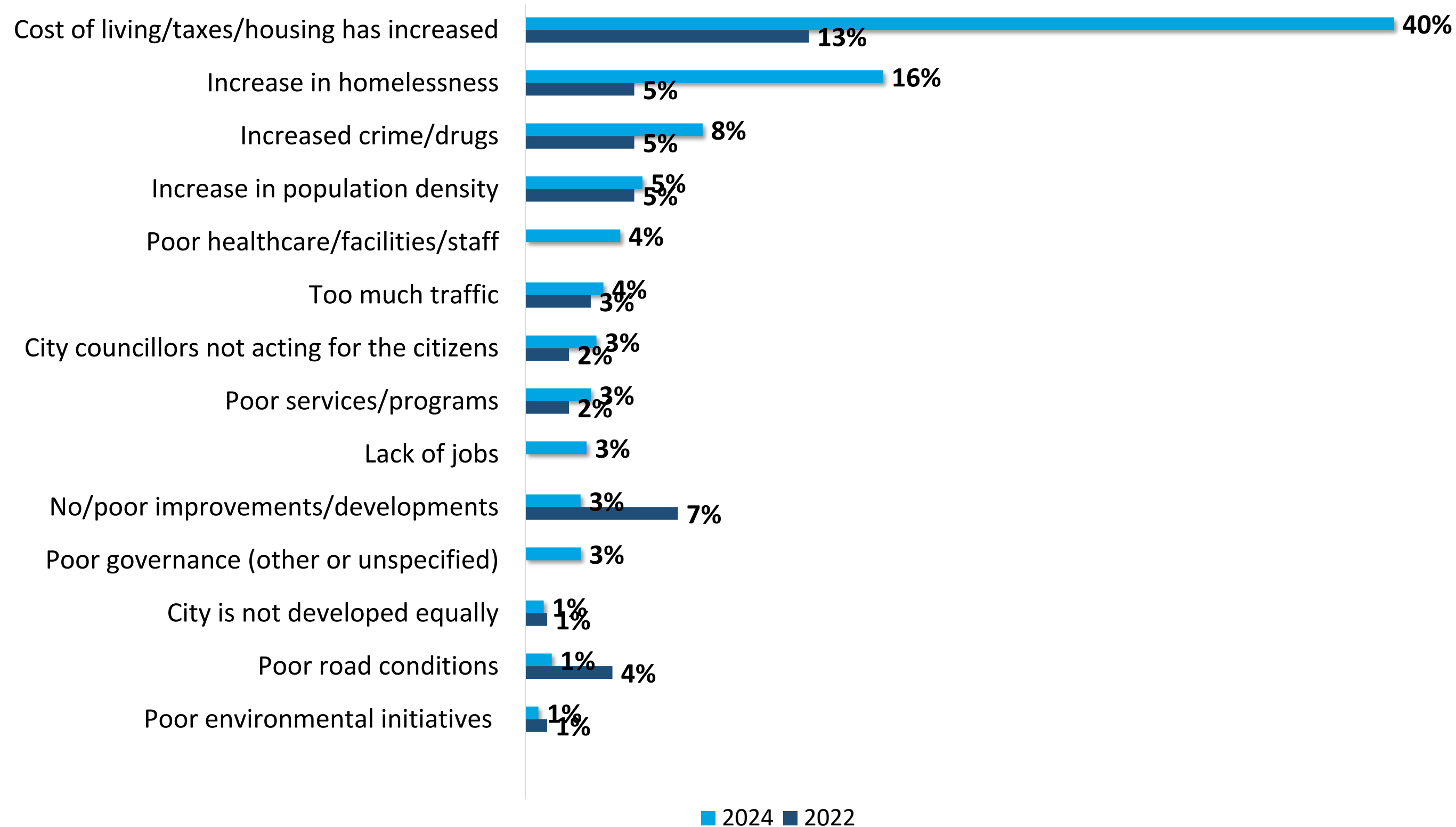
Reasons Quality of Life has Declined

Similar to 2022, the top response cited for the decline in quality of life is because of the cost of living/taxes/housing has increased (40%).

	2024	2022
Cost of living/taxes/housing has increased	40%	13%
Increase in homelessness	16%	5%
Increased crime/drugs	8%	5%
Increase in population density	5%	5%
Poor healthcare/facilities/staff	4%	
Too much traffic	4%	3%
City councillors not acting for the citizens	3%	2%
Poor services/programs	3%	2%
Lack of jobs	3%	
No/poor improvements/developments	3%	7%
Poor governance (other or unspecified)	3%	
City is not developed equally	1%	1%
Poor road conditions	1%	4%
Poor environmental initiatives	1%	1%

- New responses reported in 2024 were:
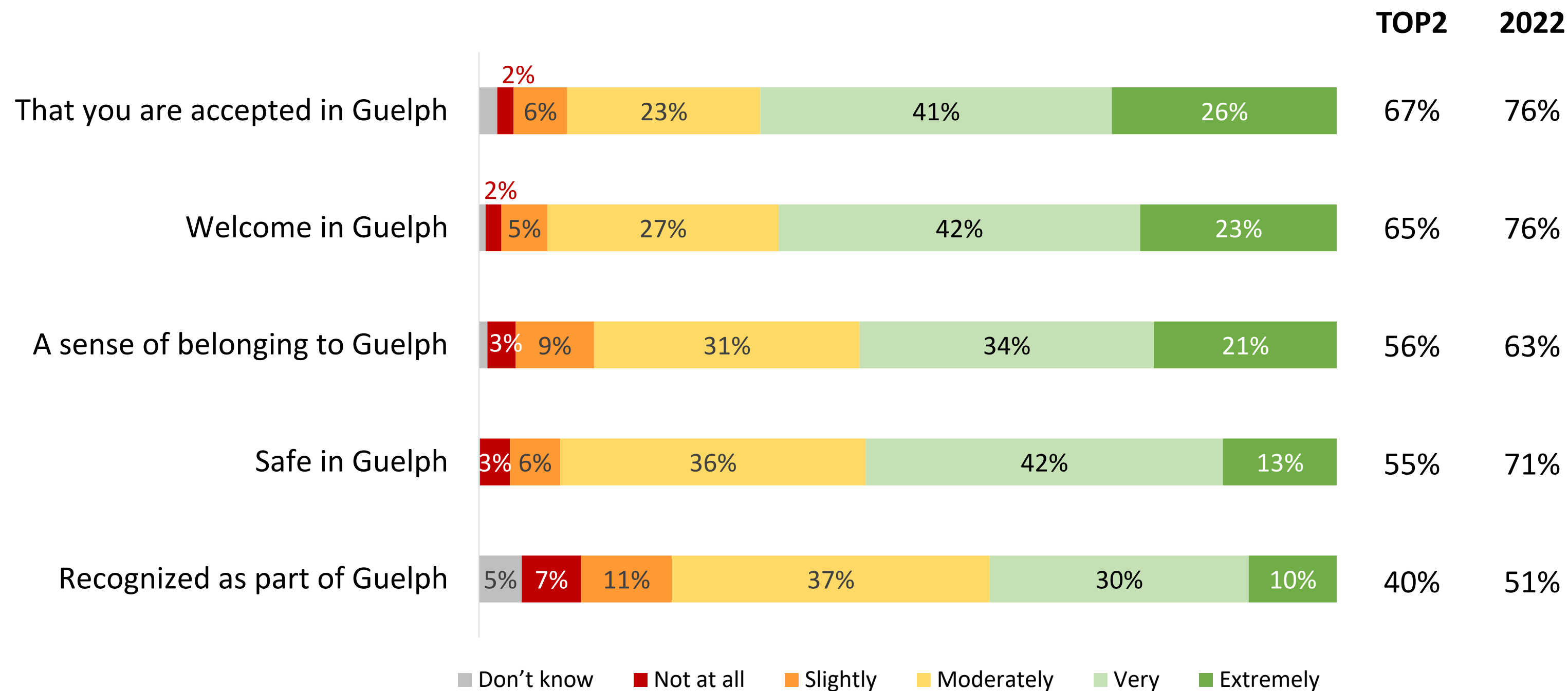 - Poor health care/facilities/staff (4%)
  - Lack of jobs (3%)
  - Poor governance (3%)

- The second and third most common responses were the increase in homelessness (16%) and crime/drugs (8%).

Q4b. Why do you say that the quality of life has declined?
Framework: Respondents who think the quality of life has decreased over the past few years
Sample Size: n= 314; 2022 (n=597)

Perceptions of Guelph

Respondents were more likely to feel that they are accepted in Guelph (TOP2: 67%) but least likely to feel recognized as part of Guelph (TOP2: 40%).

	TOP2	2022
That you are accepted in Guelph	67%	76%
Welcome in Guelph	65%	76%
A sense of belonging to Guelph	56%	63%
Safe in Guelph	55%	71%
Recognized as part of Guelph	40%	51%

That you are accepted in Guelph: 2%, 6%, 23%, 41%, 26%
Welcome in Guelph: 2%, 5%, 27%, 42%, 23%
A sense of belonging to Guelph: 3%, 9%, 31%, 34%, 21%
Safe in Guelph: 3%, 6%, 36%, 42%, 13%
Recognized as part of Guelph: 5%, 7%, 11%, 37%, 30%, 10%

Legend: ■ Don't know ■ Not at all ■ Slightly ■ Moderately ■ Very ■ Extremely

- The feeling of safety in the City of Guelph decreased by 16 percentage points between 2022 and 2024 (TOP2: 55% and TOP2: 71%, respectively).

- Respondents earning more than $100K (TOP2: 73%) were more likely to feel welcome in Guelph, compared to respondents earning less than $50K (TOP2: 55%).
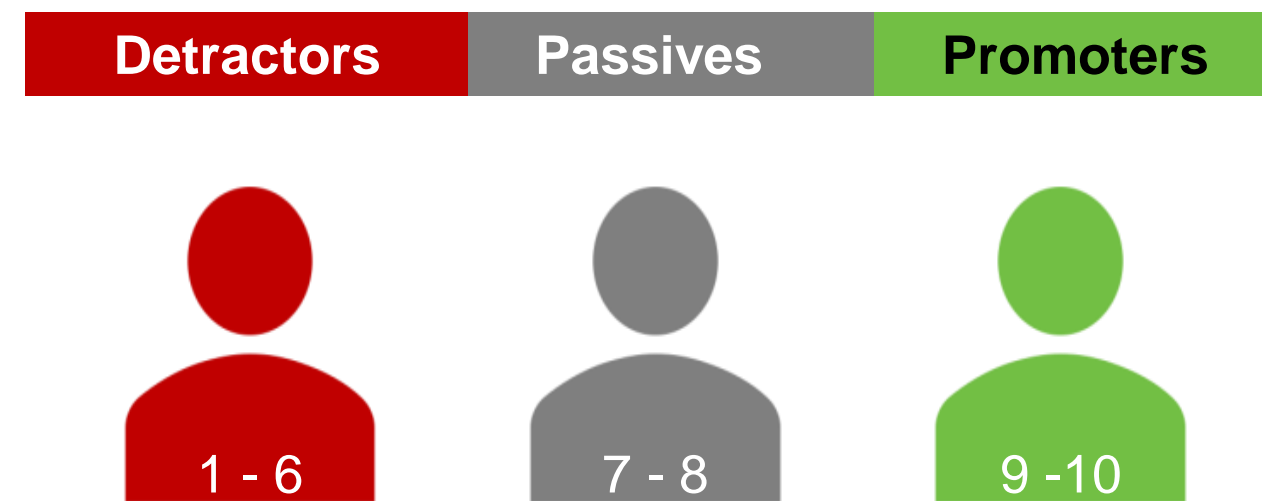
Q5. I am going to read you a list of statements, please tell me how much you feel... Would you say…
Framework: All respondents
Sample Size: n= 610; 2022 (n=600)

Net Promoter Score (NPS)

Net Promoter Score = Promoters − Detractors

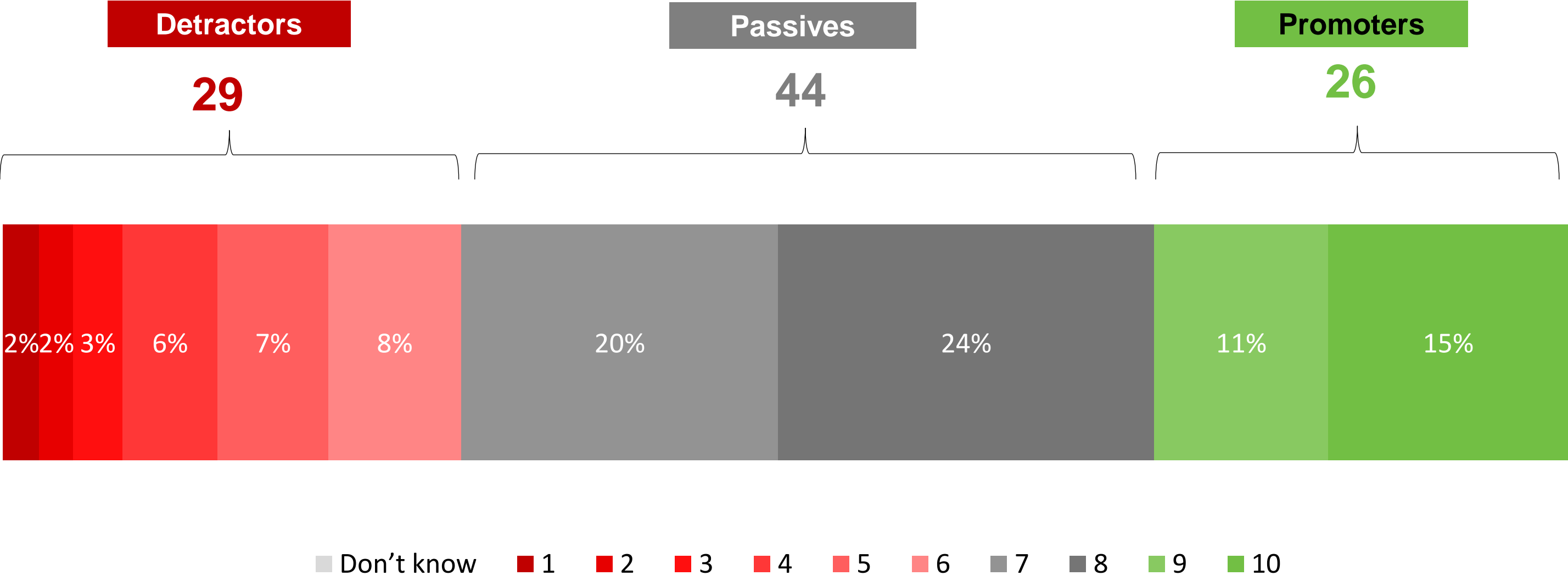| Detractors	Passives	Promoters
1 - 6	7 - 8	9 -10

Question: *How likely would you be to recommend the City of Guelph as a place to live to a friend or colleague?*
Please use a rating scale of 1 to 10, where 1 means 'not likely at all' and 10 means 'extremely likely'.

- The Net Promoter Score (NPS) assesses the willingness of respondents to promote Guelph. The NPS was measured by asking respondents to rate their likelihood of recommending Guelph as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely.

- Based on the score provided, respondents were classified as Promoters, Passives, or Detractors of Guelph.

- A Net Promoter Score (NPS) is calculated by subtracting the detractors from the promoters, which provides a net score for the proportion of respondents promoting Guelph.

* Note: The graphics are a visualization of the methodology and not of the actual results

Recommending the City of Guelph
Net Promoter Score (NPS) Analysis

Detractors
29

Passives
44

Promoters
26

| 2% | 2% | 3% | 6% | 7% | 8% | 20% | 24% | 11% | 15% |

Don't know ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

Net Promoter Score = 26 − 29 = -3

• A net promotor score of -3 indicates that respondents of Guelph are less likely to say they would recommend the City as a place to live to a friend or colleague than to promote it.

NPS. How likely would you be to recommend the City of Guelph as a place to live to a friend or colleague? Please use a rating scale of 1 to 10, where 1 means 'not likely at all' and 10 means 'extremely likely'.
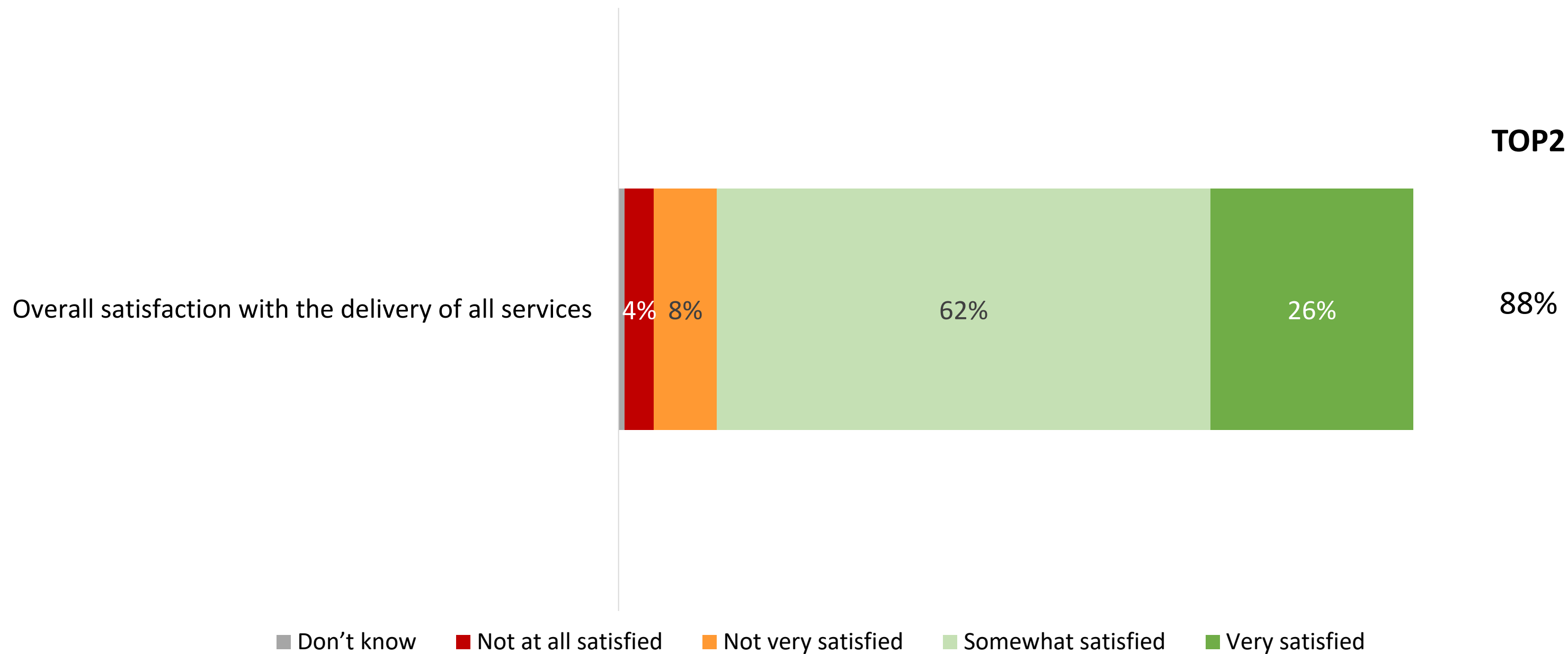**Framework**: All respondents
Sample Size: n= 610

SERVICE
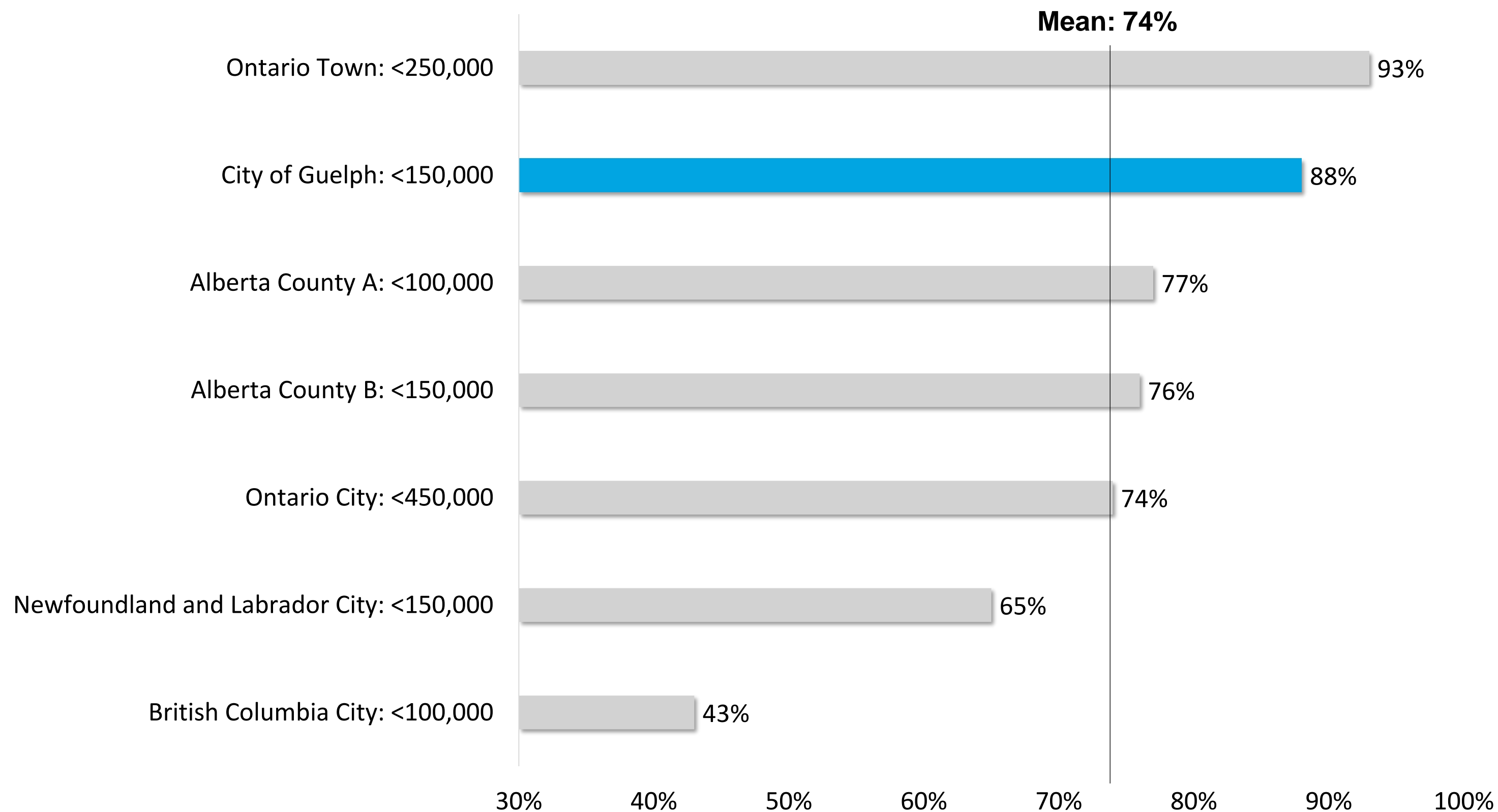SATISFACTION

Satisfaction with Services Provided by the City

Nearly 9 in 10 respondents (TOP2: 88%) are overall satisfied with the delivery of all services provided by the City of Guelph.

TOP2

Overall satisfaction with the delivery of all services	4% 8% 62% 26%	88%

Legend: ■ Don't know ■ Not at all satisfied ■ Not very satisfied ■ Somewhat satisfied ■ Very satisfied

- Respondents who have lived within the City of Guelph for less than 10 years (TOP2: 97%) were more likely to be satisfied with the delivery of all services provided by the City, compared to those who have lived within the City for 10 to 20 years (TOP2: 84%) and more than 20 years (TOP2: 87%).

- Respondents with a household size of 2 (TOP2: 91%) and more than 3 (TOP2: 89%) were satisfied with the services provided by the City of Guelph, compared to respondents living alone (TOP2: 79%).

Q6. Overall, how satisfied are you with the delivery of all services provided by the City of Guelph?
Framework: All respondents
Sample Size: n= 610

Satisfaction with Services – Benchmark

Mean: 74%

Municipality	Satisfaction
Ontario Town: <250,000	93%
City of Guelph: <150,000	88%
Alberta County A: <100,000	77%
Alberta County B: <150,000	76%
Ontario City: <450,000	74%
Newfoundland and Labrador City: <150,000	65%
British Columbia City: <100,000	43%

30% 40% 50% 60% 70% 80% 90% 100%

When compared to other municipalities across Canada, the City of Guelph has the second highest rating of satisfaction with services and is higher than the average benchmark score (74%).

This benchmark analysis is based on the results of surveys that asked a similar question and were conducted between 2021-2023. Comparisons for this question include 6 municipalities across Canada, with populations ranging from ~250,000 to ~450,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

Q4. Overall, would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with the services provided by the City of Guelph?
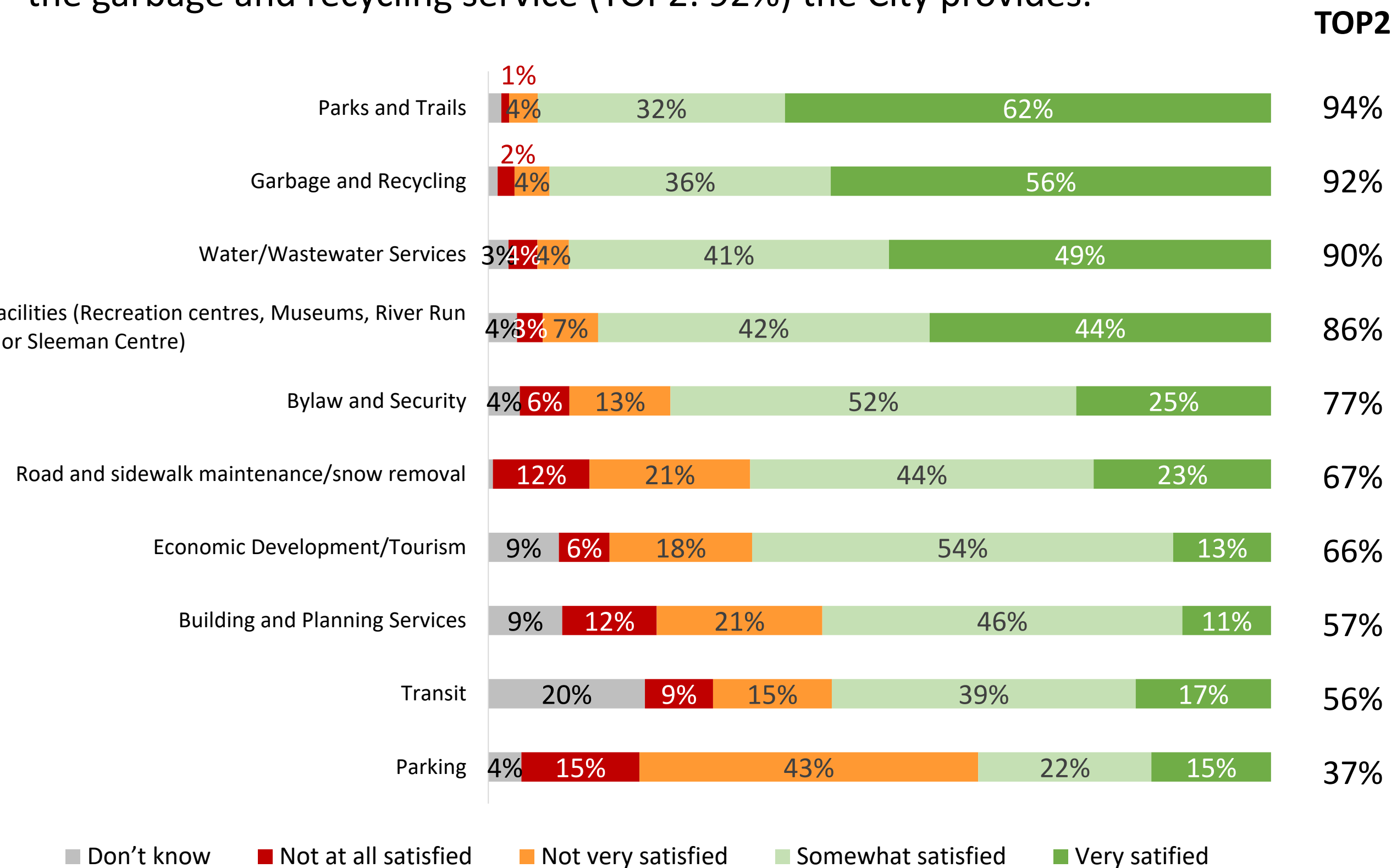**Framework**: All respondents
Sample Size: n= 610

Satisfaction of Services Provided

More than 9 in 10 respondents are satisfied with the park and trails services (TOP2: 94%) and the garbage and recycling service (TOP2: 92%) the City provides.

TOP2

Service	Breakdown	TOP2
Parks and Trails	1% / 4% / 32% / 62%	94%
Garbage and Recycling	2% / 4% / 36% / 56%	92%
Water/Wastewater Services	3% / 4% / 4% / 41% / 49%	90%
Culture and recreation programs or facilities (Recreation centres, Museums, River Run Centre, or Sleeman Centre)	4% / 3% / 7% / 42% / 44%	86%
Bylaw and Security	4% / 6% / 13% / 52% / 25%	77%
Road and sidewalk maintenance/snow removal	12% / 21% / 44% / 23%	67%
Economic Development/Tourism	9% / 6% / 18% / 54% / 13%	66%
Building and Planning Services	9% / 12% / 21% / 46% / 11%	57%
Transit	20% / 9% / 15% / 39% / 17%	56%
Parking	4% / 15% / 43% / 22% / 15%	37%

Legend: ■ Don't know ■ Not at all satisfied ■ Not very satisfied ■ Somewhat satisfied ■ Very satified

- Respondents with a household of more than 3 (TOP2: 95%) were more likely to be satisfied with the garbage and recycling services, compared to a single household (TOP2: 84%).

- Respondents earning more than $100K (TOP2: 94%) were more likely to be satisfied with the water and wastewater services, compared to respondents earning between $50K to $100K (TOP2: 86%).

- Respondents who have lived within the City of Guelph for less than 10 years (TOP2: 88%) were more likely be satisfied with the bylaw and security services, compared to respondents who have lived within the City for 10 to 20 years (TOP2: 76%) and more than 20 years (TOP2: 73%).

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GAP ANALYSIS

Interpreting the Gap Analysis

The Gap analysis shows the difference between how satisfied respondents are with each City service and the impact of the services to respondents' overall service satisfaction.

- **Satisfaction scores** are plotted vertically (along the Y-axis). They represent overall stated satisfaction (TOP2%) with each of the individual City services.

- **Impact on overall satisfaction scores** are plotted horizontally across the bottom of the chart (along the X-axis). They are based on a statistical method called regression analysis that determines how a specific service ("independent variable") contributes to respondents' overall satisfaction with the services ("dependent variable"). Impact on overall satisfaction can also be referred to as perceived importance.

As a result of the analysis, City services have distributed among four areas:

1. **Primary Areas for Improvement:**

- Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. The regression analysis identifies that these services are the strongest drivers of satisfaction. If the City can increase satisfaction in these areas, this will have the largest impact on overall satisfaction with City services.

2. **Secondary Areas for Improvement:**

- Services that have relatively low impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.
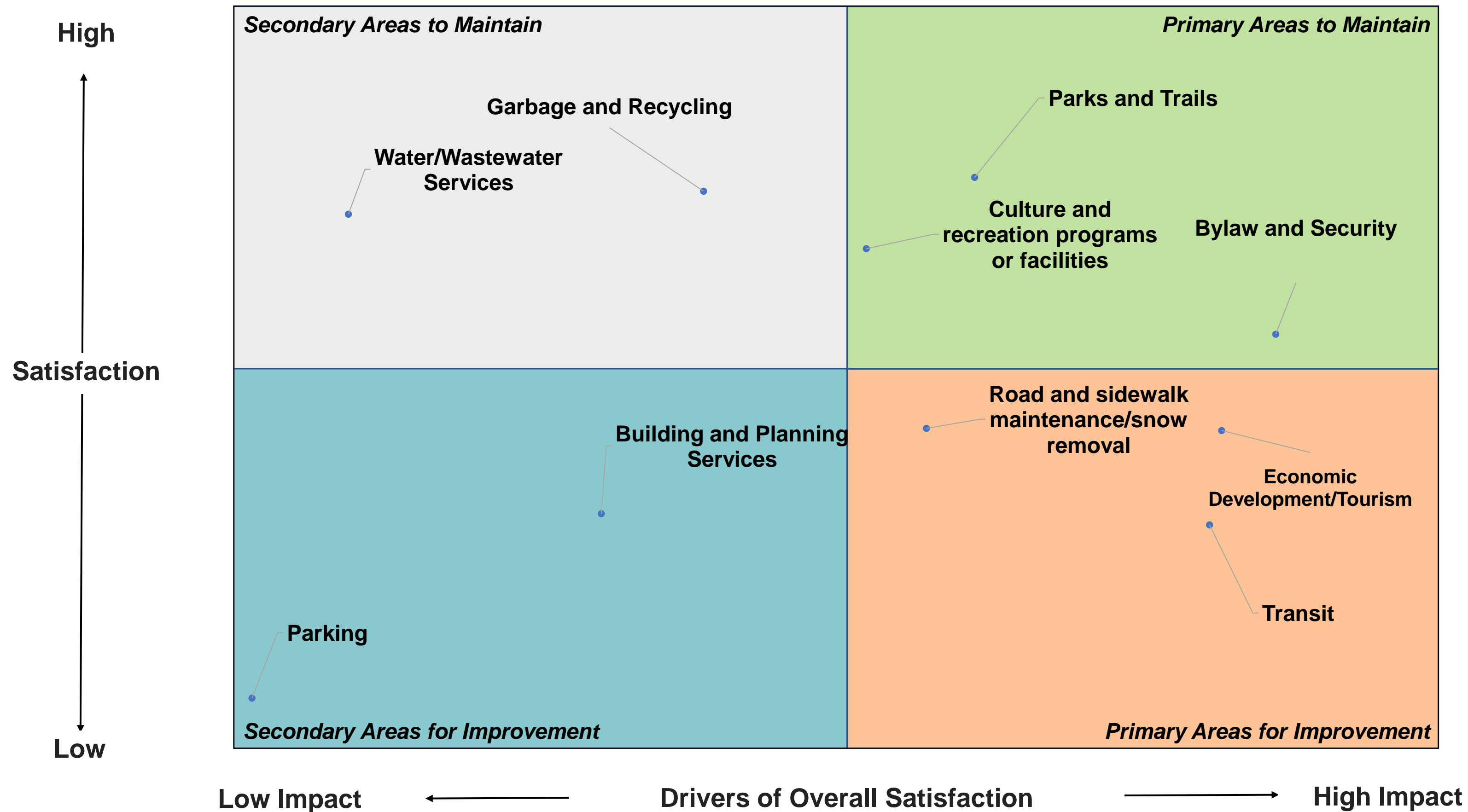
3. **Primary Areas to Maintain:**

- Services that have relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is on maintaining the current level of service and satisfaction.

4. **Secondary Areas to Maintain:**

- Services with lower impact on overall satisfaction but high individual satisfaction scores. The focus here should also be to maintain current satisfaction levels.

Gap Analysis

High

Satisfaction

Low

Secondary Areas to Maintain

Garbage and Recycling

Water/Wastewater Services

Primary Areas to Maintain

Parks and Trails

Culture and recreation programs or facilities

Bylaw and Security

Building and Planning Services

Road and sidewalk maintenance/snow removal

Economic Development/Tourism

Parking

Transit

Secondary Areas for Improvement

Primary Areas for Improvement

Low Impact ← **Drivers of Overall Satisfaction** → High Impact

The services that the City should consider as primary areas for improvement include:

1. **Economic Development/Tourism**
2. **Transit**
3. **Road and sidewalk maintenance/snow removal**

The services that the City is doing well on and should continue to maintain include:

1. **Bylaw and security**
2. **Parks and rails**
3. **Culture and recreation programs or facilities**
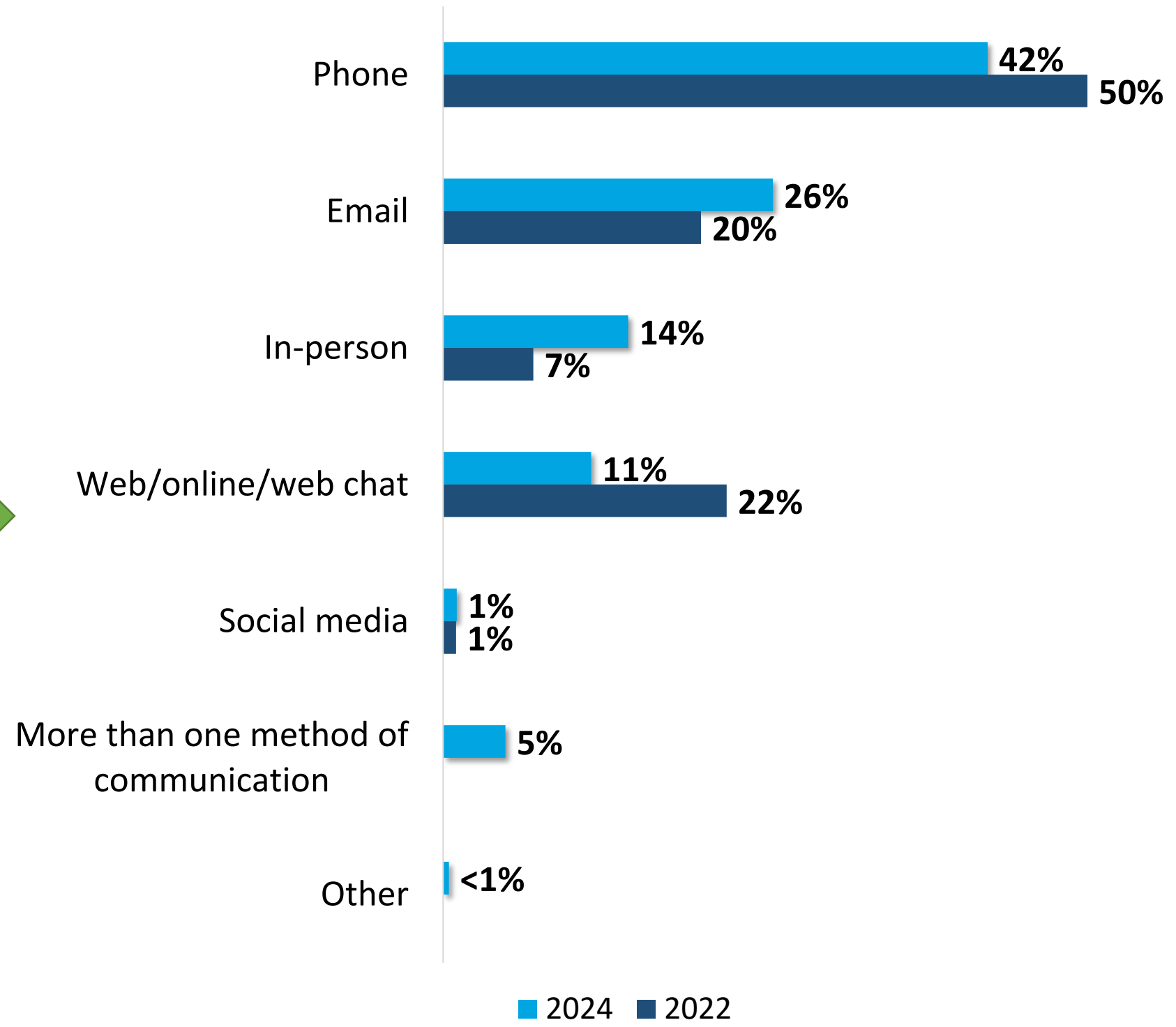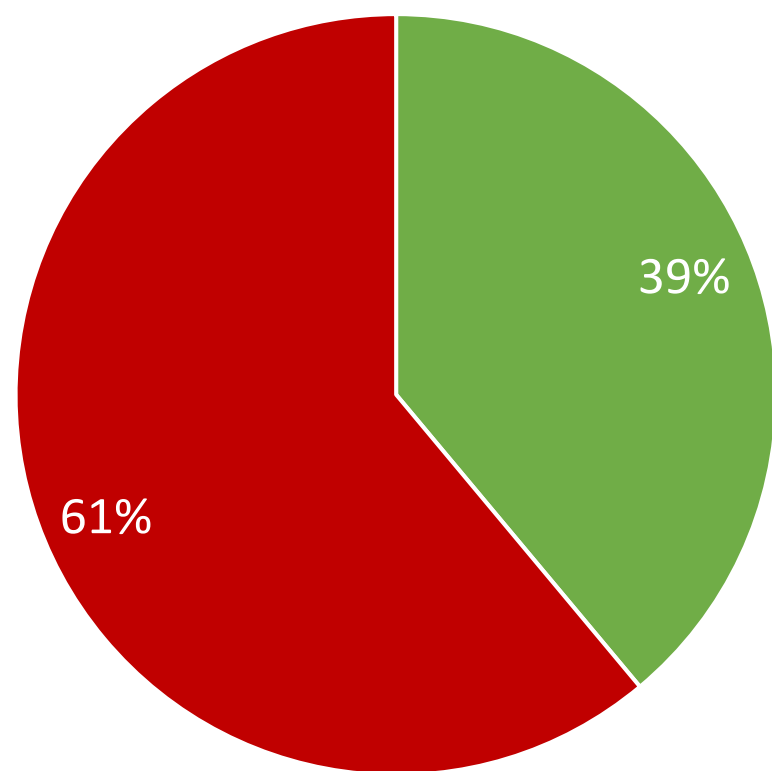
Sample size: n=391
R-squared: 0.389

INTERACTION WITH THE CITY

Contact with the City

Nearly 2 in 5 respondents (39%) had contact with the City in the past 12 months, and the majority contacted the City by phone (42%), consistent with 2022 results.

Contact with City of Guelph

% Yes	
2022	34%

■ Yes ■ No

Had contact using...

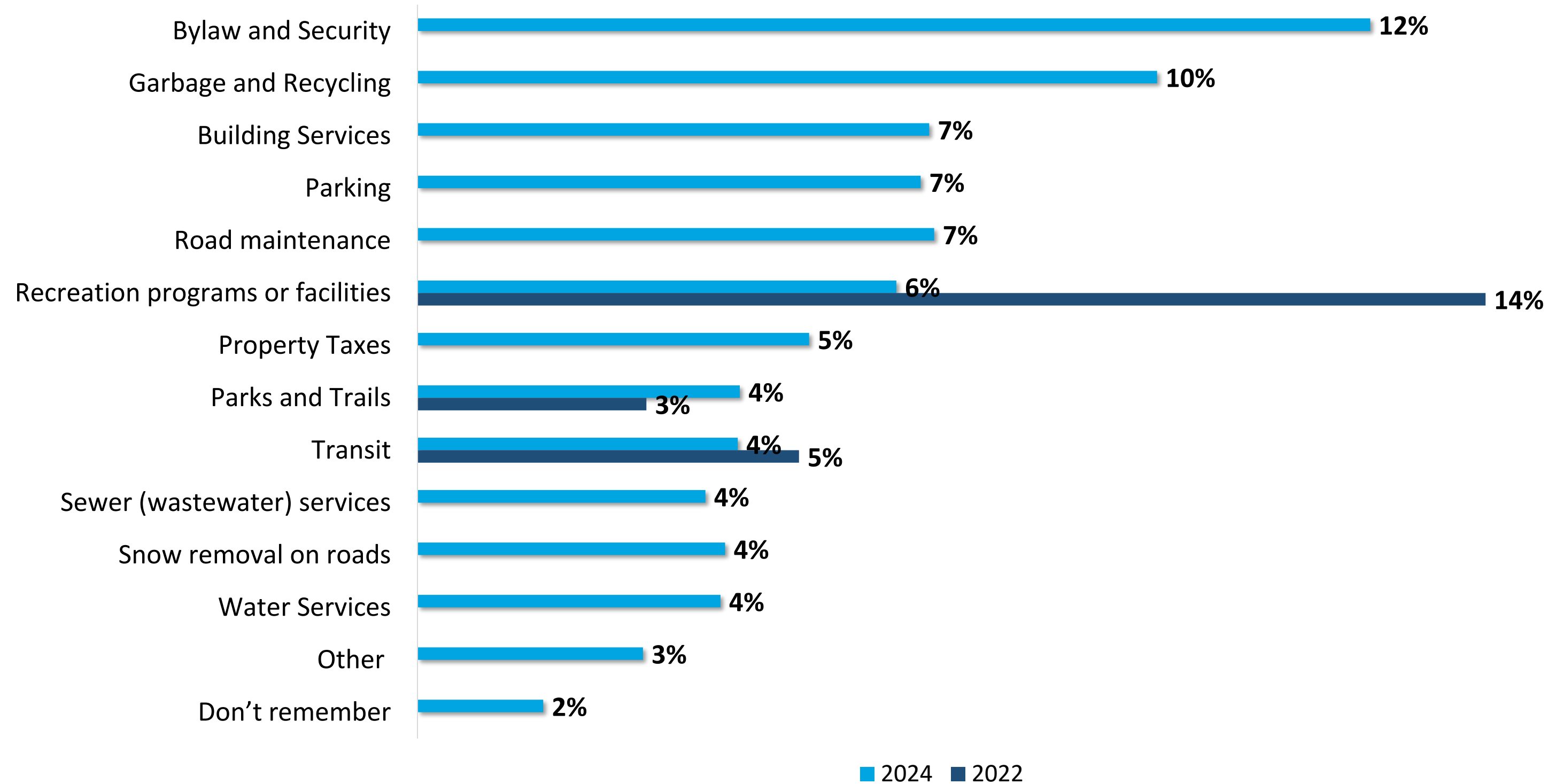|	2024	2022
Phone	42%	50%
Email	26%	20%
In-person	14%	7%
Web/online/web chat	11%	22%
Social media	1%	1%
More than one method of communication	5%	
Other	<1%	

■ 2024 ■ 2022

- Respondents aged 35 to 54 (TOP2: 49%) and 55+ (TOP2: 39%) were more likely to have contacted the City in the past 12 months, compared to respondents aged 18 to 34 (TOP2: 27%).

- Women (TOP2: 34%) were more likely to contact the City through e-mail, compared to men (TOP2: 16%).

Q8a. In the past 12 months, have you contacted the City? / **Q8b.** During your most recent interaction, how did you contact the City?
Framework: All respondents / **Q8b.** Respondents who had contact with the City in the past 12 months
Sample Size: n= 610; 2022 (n=600) / n= 237; 2022 (n=215)

Department Contacted in Recent Interaction

More than 1 in 10 respondents (12%) contacted the City about bylaws and security in their most recent interaction.

Department	2024	2022
Bylaw and Security	12%	
Garbage and Recycling	10%	
Building Services	7%	
Parking	7%	
Road maintenance	7%	
Recreation programs or facilities	6%	14%
Property Taxes	5%	
Parks and Trails	4%	3%
Transit	4%	5%
Sewer (wastewater) services	4%	
Snow removal on roads	4%	
Water Services	4%	
Other	3%	
Don't remember	2%	

■ 2024 ■ 2022

- Respondents aged 55+ (15%) were more likely to contact the City about garbage recycling in their most recent interaction, compared to respondents aged 35 to 54 (6%).

- Women (11%) were more likely to contact the City about road maintenance in their most recent interaction, compared to men (2%).

- Respondents with children (14%) were more likely to contact the City about road maintenance in their most recent interaction, compared to respondents with no children (4%).

*note: option Recreation programs or facilities was written as Culture and Recreation in 2022.

*note: option not shown if <4%

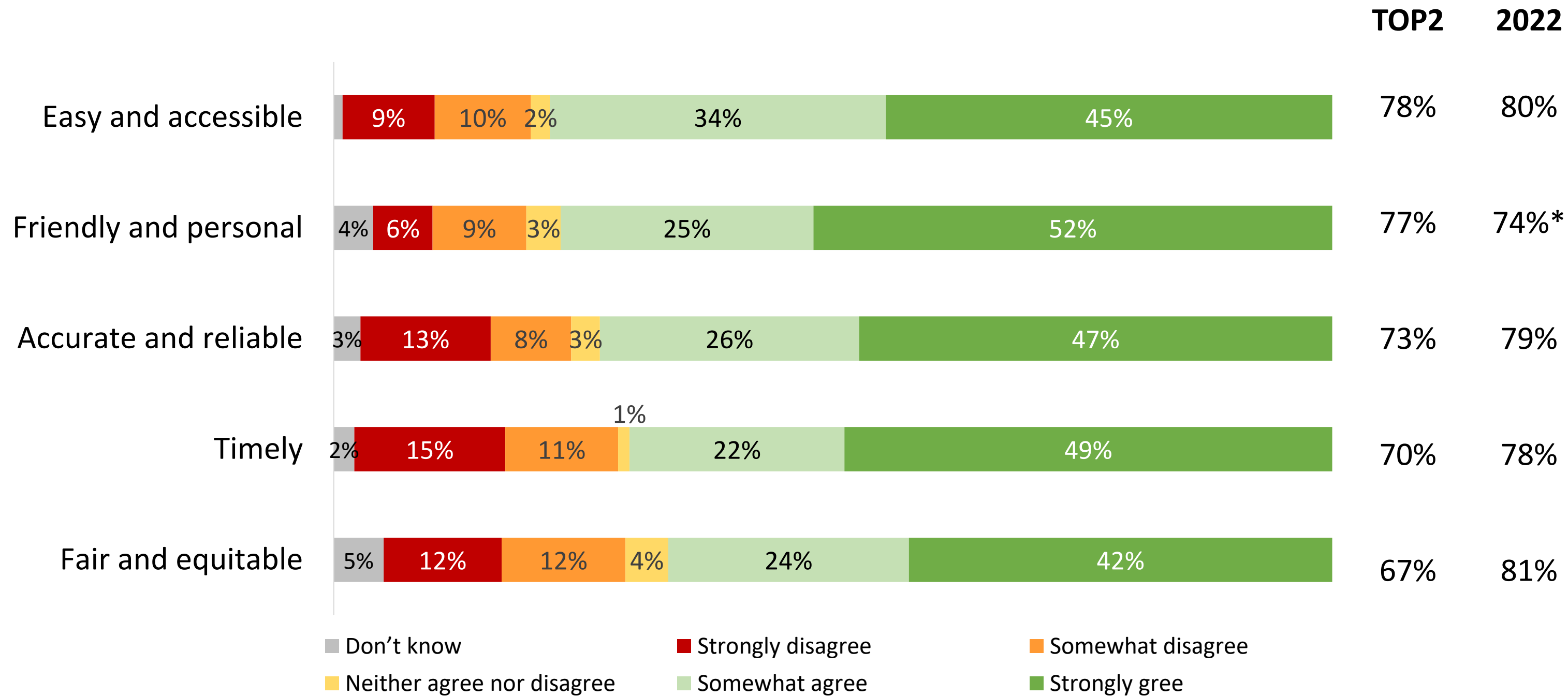**Q8c.** Please tell us which City service was the subject of your most recent interaction.
Framework: Respondents who had contact with the City in the past 12 months
Sample Size: n=237; 2022 (n=215)

Most Recent Interaction Experience

More than 3 in 4 respondents (TOP2: 78%) agree that the information or service provided by the City was easy and accessible.

	TOP2	2022
Easy and accessible — 9% / 10% / 2% / 34% / 45%	78%	80%
Friendly and personal — 4% / 6% / 9% / 3% / 25% / 52%	77%	74%*
Accurate and reliable — 3% / 13% / 8% / 3% / 26% / 47%	73%	79%
Timely — 2% / 15% / 11% / 1% / 22% / 49%	70%	78%
Fair and equitable — 5% / 12% / 12% / 4% / 24% / 42%	67%	81%

Legend:
- ■ Don't know
- ■ Strongly disagree
- ■ Somewhat disagree
- ■ Neither agree nor disagree
- ■ Somewhat agree
- ■ Strongly gree

- Respondents with children (TOP2: 87%) were more likely to agree that the City is easy and accessible, compared to respondents with no children (TOP2: 74%).

- Respondents with children (TOP2: 86%) were more likely to agree that the City is accurate and reliable, compared to respondents with no children (TOP2: 68%).

*Note: option 'Friendly and personal' was written as 'Personal' in 2022.

Q8d. 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…
Framework: Respondents who had contact with the City in the past 12 months
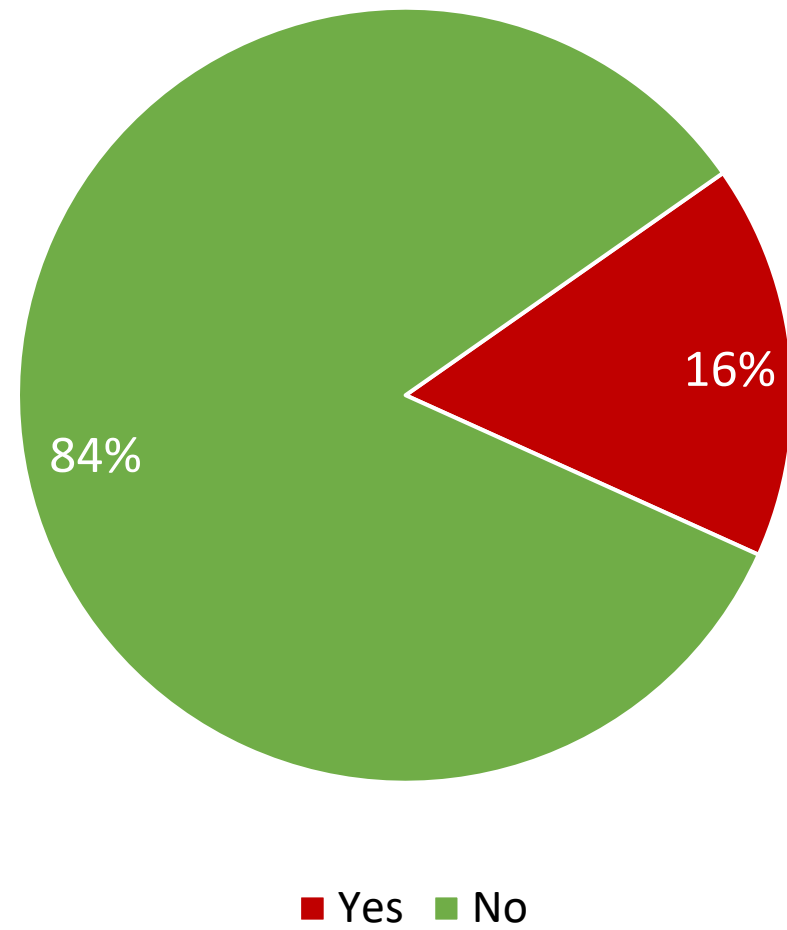**Sample Size**: n= 237; 2022 (n=215)

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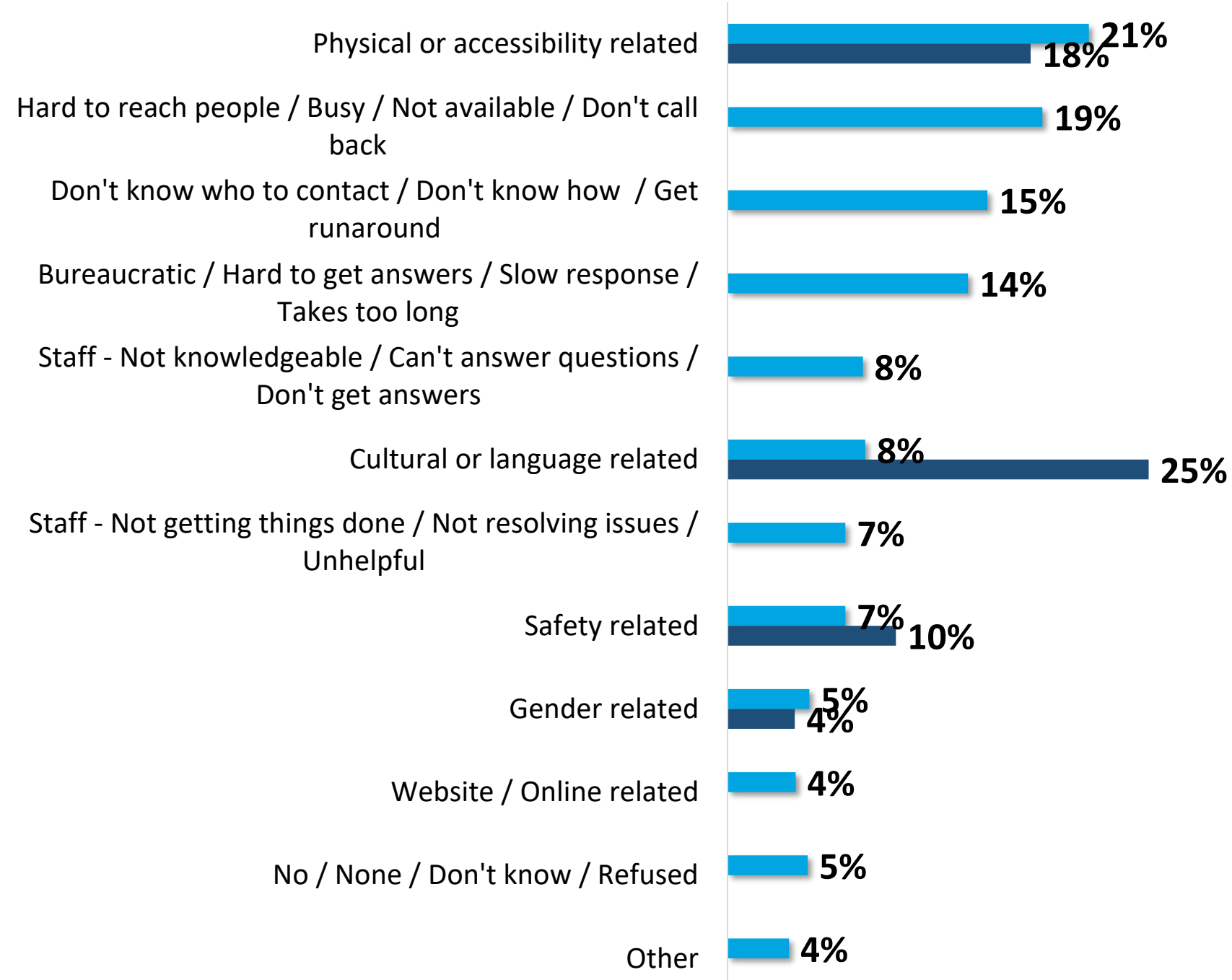
EQUITY IN SERVICE DELIVERY

Barriers in Communication

About 1 in 6 respondents (16%) experienced barriers in communicating with City staff. The most common barrier experienced was communication related (45%), consistent with 2022 results (34%).

Barriers in Communicating

% Yes	
2022	13%

- Yes ■ No

Type of barrier(s) experienced

Physical or accessibility related — 2024: 21%, 2022: 18%
Hard to reach people / Busy / Not available / Don't call back — 19%
Don't know who to contact / Don't know how / Get runaround — 15%
Bureaucratic / Hard to get answers / Slow response / Takes too long — 14%
Staff - Not knowledgeable / Can't answer questions / Don't get answers — 8%
Cultural or language related — 2024: 8%, 2022: 25%
Staff - Not getting things done / Not resolving issues / Unhelpful — 7%
Safety related — 2024: 7%, 2022: 10%
Gender related — 2024: 5%, 2022: 4%
Website / Online related — 4%
No / None / Don't know / Refused — 5%
Other — 4%

*note: option not shown if <5%
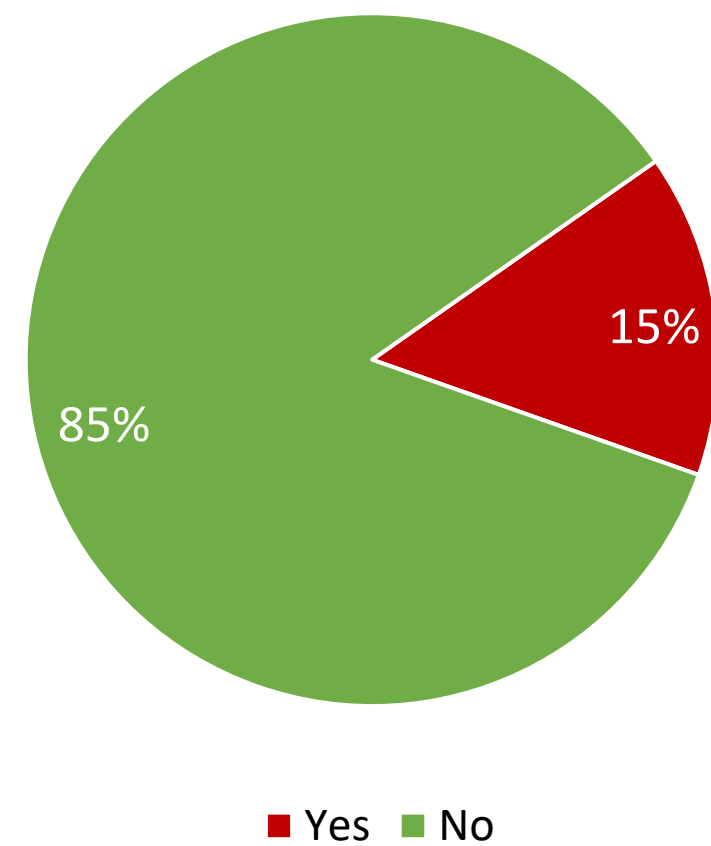
■ 2024 ■ 2022

- Some new top barriers reported in 2024 were:
  - Hard to reach people / Busy / Not available / Don't call back (19%)
  - Don't know who to contact / Don't know how / Get runaround (15%)
  - Bureaucratic / Hard to get answers / Slow response / Takes too long (14%)

- Respondents with a household of 1 (25%) were more likely to experience barriers in communicating with City staff, compared to a household of 2 (16%).

- Respondents who identify with having a disability (26%) were more likely to experience barriers in communicating with City staff, compared to those who do not identify with a disability (15%).
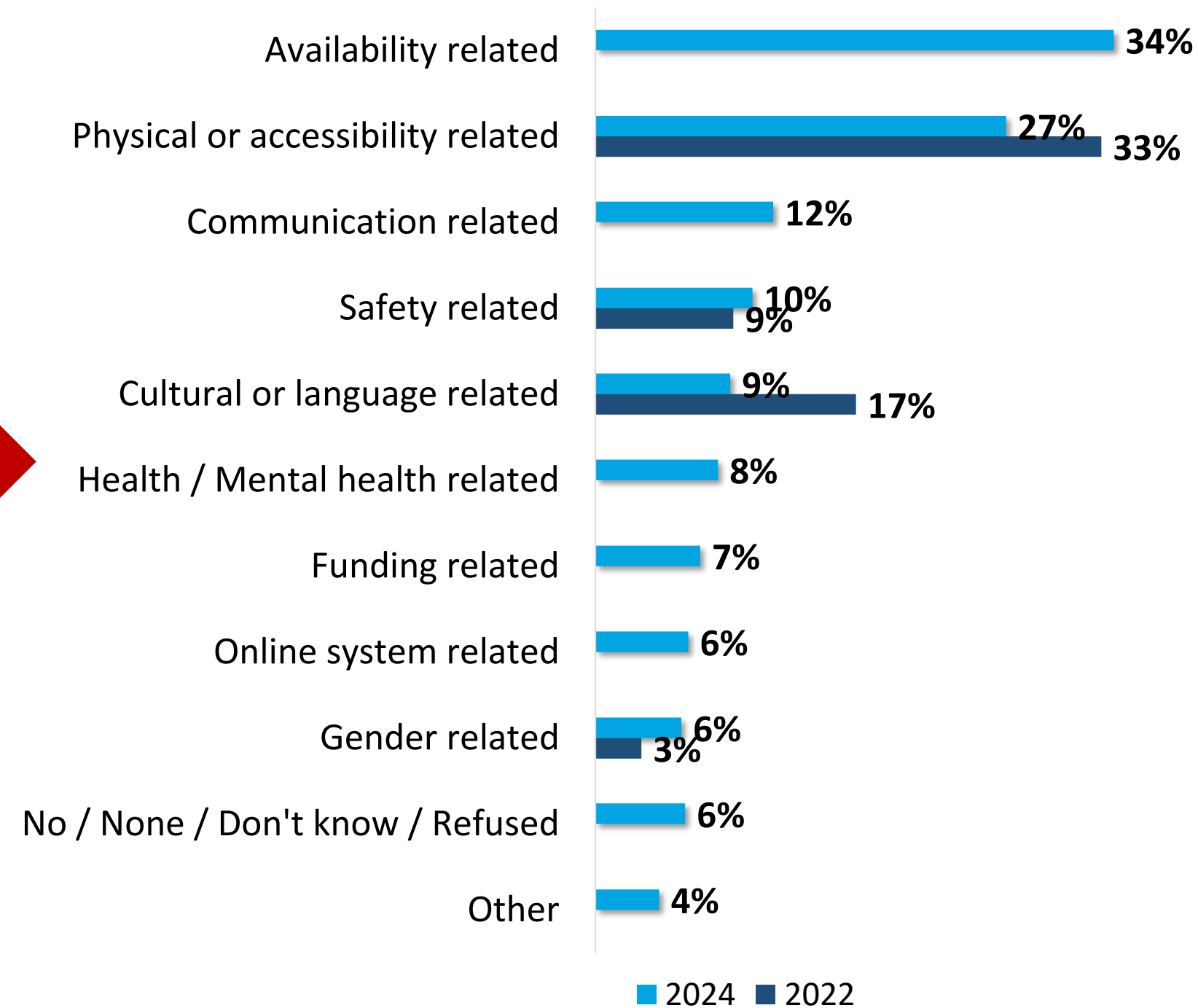
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Barriers in Accessing Programs or Services

Just over 1 in 7 respondents (15%) experienced barriers in accessing City programming or services. The most common barrier experienced was related to availability (34%), a new barrier mentioned in 2024.

Barriers in Accessing City Programming/Services

85% No
15% Yes

■ Yes ■ No

% Yes	
2022	8%

Type of barrier(s) experienced

| Barrier	2024	2022
Availability related	34%	
Physical or accessibility related	27%	33%
Communication related	12%	
Safety related	10%	9%
Cultural or language related	9%	17%
Health / Mental health related	8%	
Funding related	7%	
Online system related	6%	
Gender related	6%	3%
No / None / Don't know / Refused	6%	
Other	4%	

■ 2024 ■ 2022

*note: option not shown if <6%

- New barriers reported in 2024 were:
  - Communication related (12%)
  - Health / mental health related (8%)
  - Funding related (7%)
  - Online system related (6%)

- Respondents aged 35 to 54 (20%) were more likely to experience barriers in accessing City programming or services, compared to respondents aged 55+ (10%).

- Women (46%) were more likely to experience availability related barriers, compared to men (18%).

Q11a. Do you experience barriers in accessing city programming or services? / **Q11b.** What type of barriers or difficulty do you experience? Multi-response
Framework: All respondents / **Q11b.** Respondents who had contact with the City in the past 12 months.
Sample Size: n= 610; 2022 (n=600) / **Q11b.** n= 92; 2022 (n=56)

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City Transparency

Nearly 2 in 3 respondents (65%) feel that the City of Guelph keeps respondents informed and provides information in an open and transparent manner, a decrease from 2022 results.

% Yes	
2022	80%

■ Yes ■ No ■ Don't know
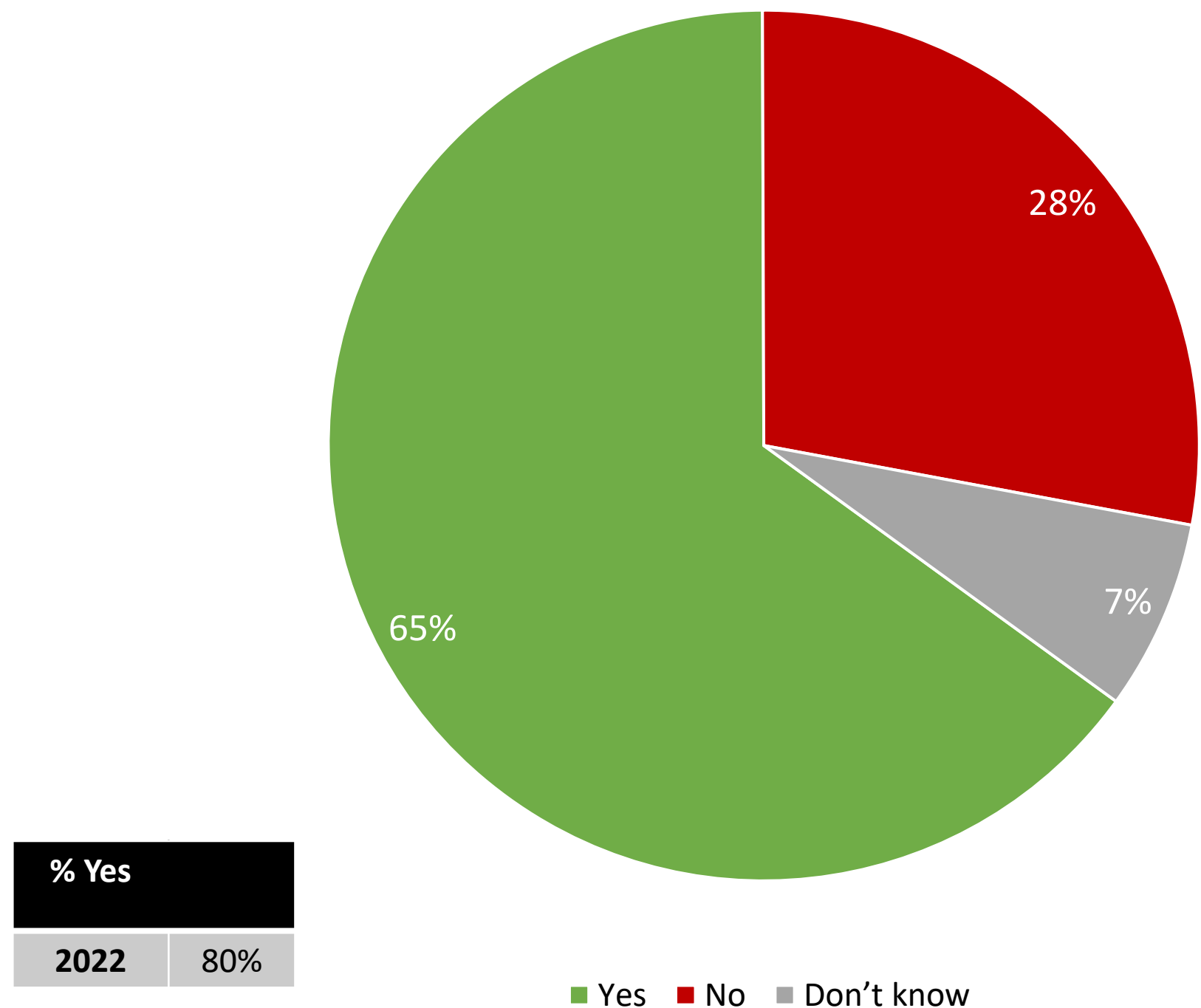
- Respondents who have lived within the City of Guelph for less than 10 years (74%) were more likely to feel that the City keeps respondents informed and provides information in an open and transparent manner, compared to those who have lived within the City for more than 20 years (62%).

Q12. Do you feel the City of Guelph keeps residents informed and provides information in an open and transparent manner?
Framework: All respondents
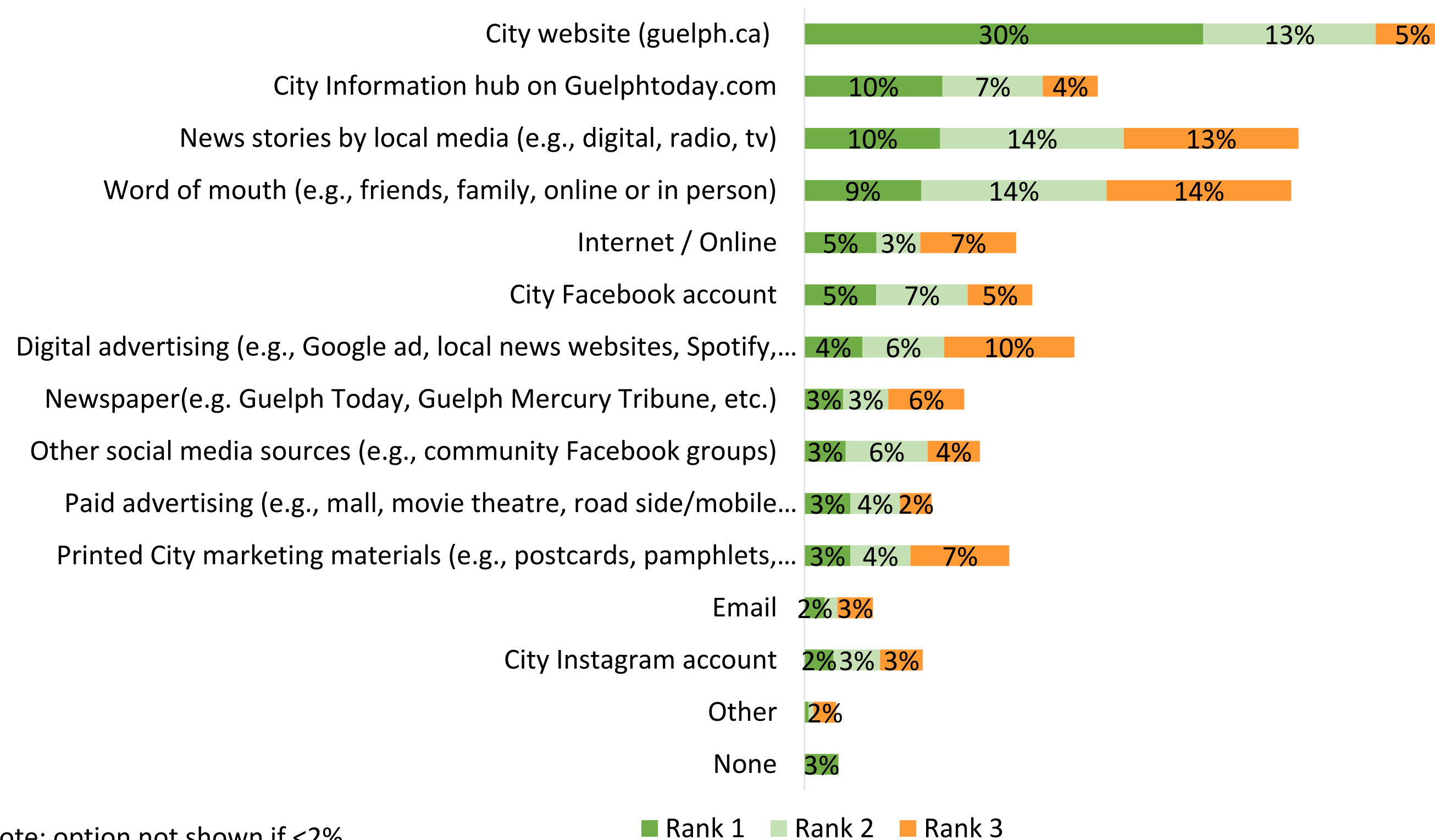**Sample Size**: n= 610; 2022 (n=600)

COMMUNICATIONS

Top 3 Sources for Information

The top 3 sources for getting information about the City are through the City website (30%), the City information hub on Guelphtoday.com (10%), and news stories by local media (10%).

Source	Rank 1	Rank 2	Rank 3
City website (guelph.ca)	30%	13%	5%
City Information hub on Guelphtoday.com	10%	7%	4%
News stories by local media (e.g., digital, radio, tv)	10%	14%	13%
Word of mouth (e.g., friends, family, online or in person)	9%	14%	14%
Internet / Online	5%	3%	7%
City Facebook account	5%	7%	5%
Digital advertising (e.g., Google ad, local news websites, Spotify,…	4%	6%	10%
Newspaper(e.g. Guelph Today, Guelph Mercury Tribune, etc.)	3%	3%	6%
Other social media sources (e.g., community Facebook groups)	3%	6%	4%
Paid advertising (e.g., mall, movie theatre, road side/mobile…	3%	4%	2%
Printed City marketing materials (e.g., postcards, pamphlets,…	3%	4%	7%
Email	2%		3%
City Instagram account	2%	3%	3%
Other	2%		
None	3%		

■ Rank 1 ■ Rank 2 ■ Rank 3

*note: option not shown if <2%

- **Rank one**
  - Respondents aged 35 to 54 (37%) were more likely to select Guelph.ca as their top source for getting information, compared to respondents aged 55+ (22%).
  - Respondents aged 55+ (17%) were more likely to select the City information hub on Guelphtoday.com as their top source for getting information, compared to respondents aged 18 to 34 (4%) and 35 to 54 (9%).

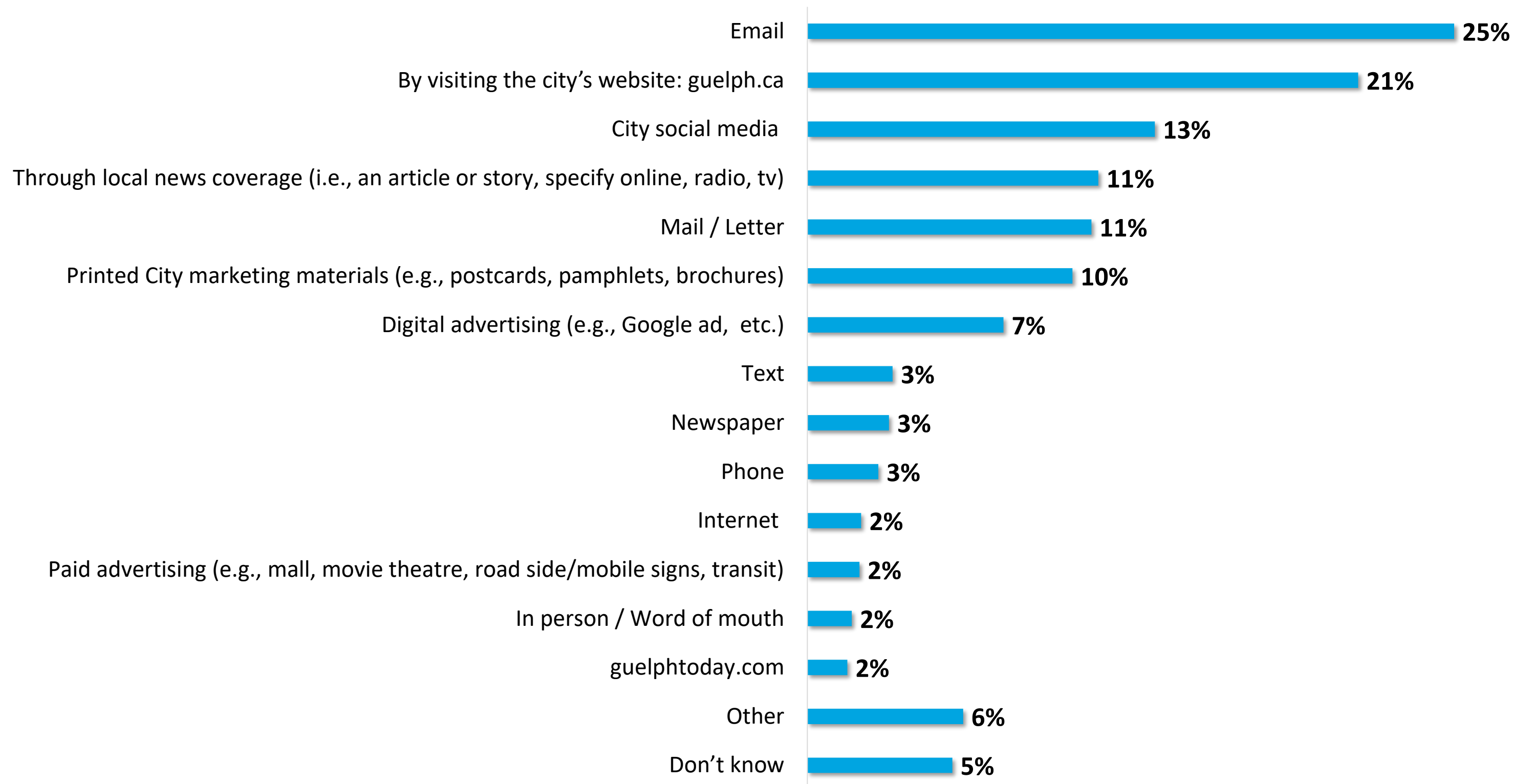**Q13.** What are your top 3 sources for getting information about the city? Up to 3 responses
Framework: All respondents
Sample Size: Rank 1 n= 610; Rank 2 n= 470; Rank 3 n= 284

Preferred Channels for City Information Access

Email (25%) and visiting Guelph.ca (21%) are the most preferred channels to access City information.

Channel	%
Email	25%
By visiting the city's website: guelph.ca	21%
City social media	13%
Through local news coverage (i.e., an article or story, specify online, radio, tv)	11%
Mail / Letter	11%
Printed City marketing materials (e.g., postcards, pamphlets, brochures)	10%
Digital advertising (e.g., Google ad, etc.)	7%
Text	3%
Newspaper	3%
Phone	3%
Internet	2%
Paid advertising (e.g., mall, movie theatre, road side/mobile signs, transit)	2%
In person / Word of mouth	2%
guelphtoday.com	2%
Other	6%
Don't know	5%

- Respondents with a household of 2 (27%) were more likely to prefer getting their information through Email, compared to respondents with a household of 1 (16%).

- Respondents aged 18 to 34 (22%) and 35 to 54 (15%) were more likely to prefer getting their information by visiting the City's social media accounts, compared to their older counterparts aged 55+ (5%).

- Respondents living within the City of Guelph for 10 to 20 years (19%) were more likely to prefer getting their information by visiting the City's social media accounts, compared to respondents who have lived within the City for more than 20 years (9%).
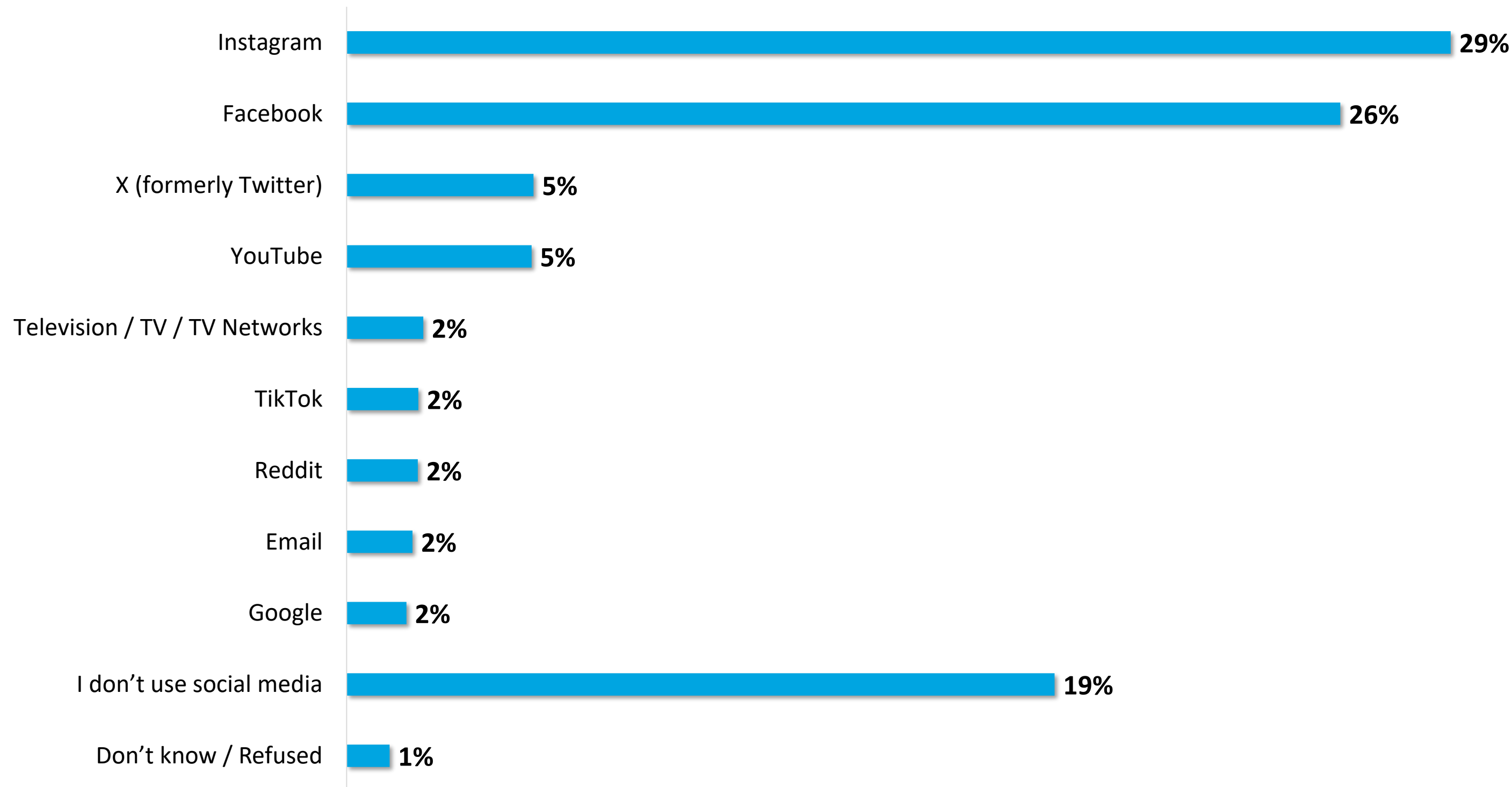
Q14. How would you prefer to get information from the city?
Framework: All respondents
Sample Size: n= 610

Preferred Social Media Channel

In general day to day life, Instagram (29%) and Facebook (26%) are the most used or preferred social media channels.

Channel	Percentage
Instagram	29%
Facebook	26%
X (formerly Twitter)	5%
YouTube	5%
Television / TV / TV Networks	2%
TikTok	2%
Reddit	2%
Email	2%
Google	2%
I don't use social media	19%
Don't know / Refused	1%

*note: option not shown if <2%

- Respondents aged 18 to 34 (54%) and 35 to 54 (23%) were more likely to use or prefer Instagram for general day-to-day use, compared to those aged 55+ (11%).

- Respondents with children (35%) were more likely to use or prefer Facebook for general day-to-day use, compared to respondents with no children (24%).

- Respondents living within the City of Guelph for 10 to 20 years (9%) were more likely to use or prefer X (formerly Twitter) for general day-to-day use, compared to respondents who have lived within the City for more than 20 years (3%).

Q15. In your general day to day life, what is your preferred social media channel or the social media channel you use most often?
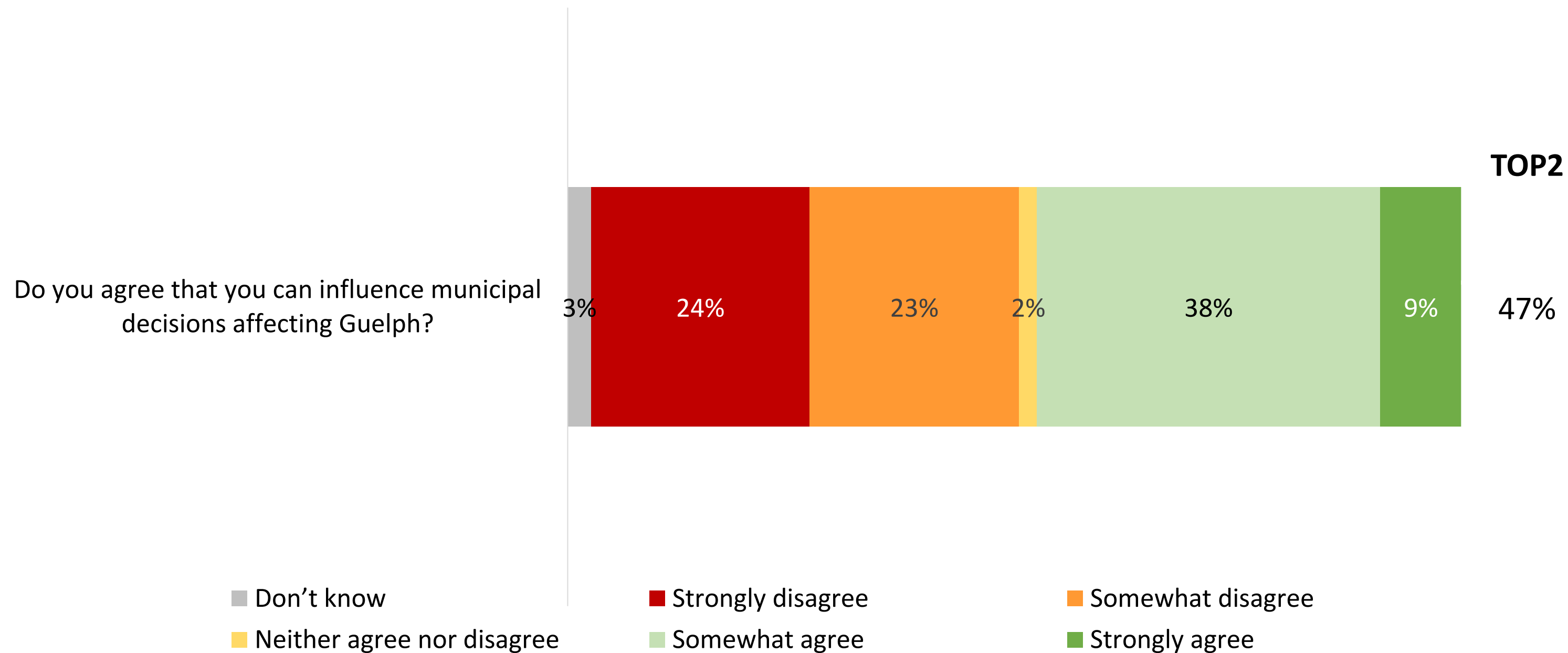**Framework**: All respondents
Sample Size: n= 610

COMMUNITY ENGAGEMENT

Influence on Municipal Decisions

Nearly half of respondents (TOP2: 47%) agree that they can influence municipal decisions affecting Guelph.

TOP2

Do you agree that you can influence municipal decisions affecting Guelph?

| 3% | 24% | 23% | 2% | 38% | 9% | **47%** |

- Don't know
- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree

- Respondents born outside of Canada (TOP2: 59%) were more likely to agree that they can influence municipal decisions affecting Guelph, compared to respondents that were born in Canada (TOP2: 43%).

- Respondents who have lived within the City of Guelph for less than 10 years (TOP2: 66%) were more likely to agree that they can influence municipal decisions affecting Guelph, compared to respondents who have lived within the City for 10 to 20 years and more than 20 years (TOP2: 42% and TOP2: 44%, respectively).

Q16. Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that you can influence municipal decisions affecting Guelph?
**Framework**: All respondents
Sample Size: n= 610

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VALUE FOR TAX DOLLARS

Municipal Tax Dollars

Nearly 9 in 10 respondents (TOP2: 87%) are interested in knowing how municipal tax dollars are invested in various City services.
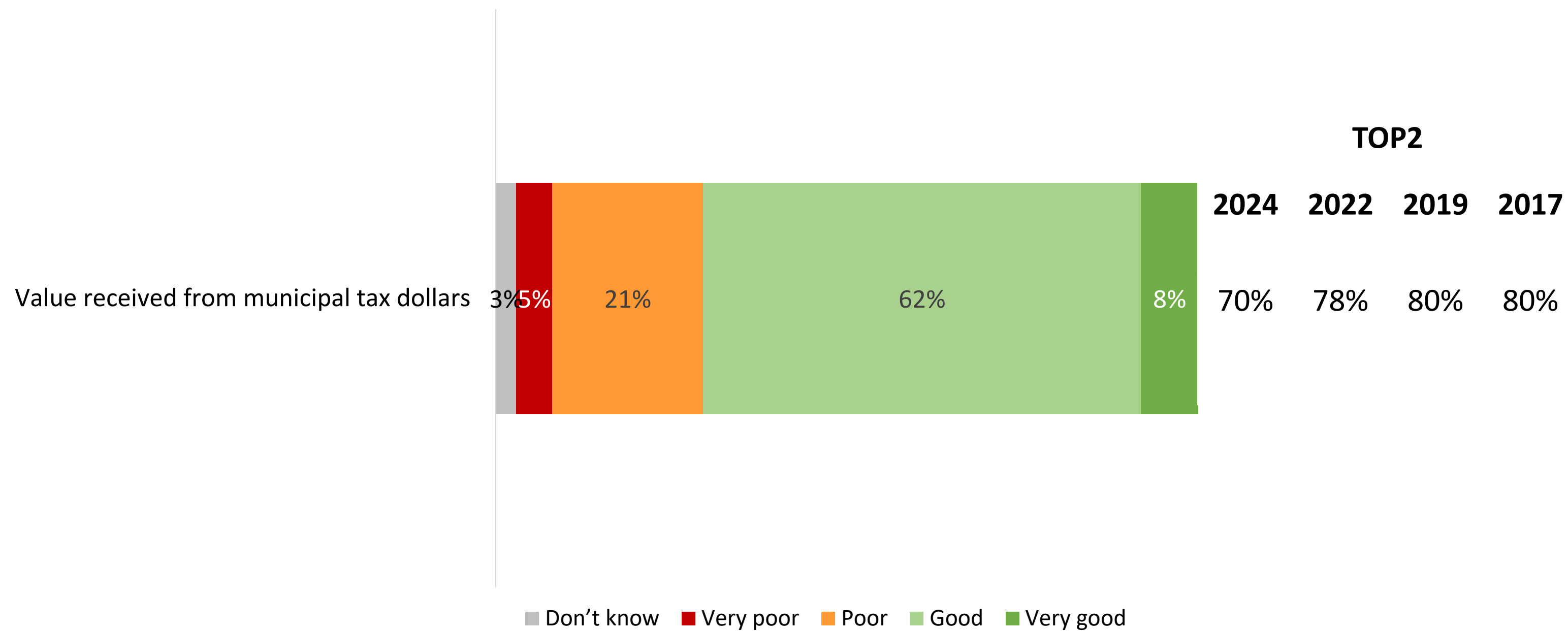
TOP2

I am interested in knowing how municipal tax dollars are invested in various City services.

| 4% | 7% | 2% | 31% | 56% | 87% |

The City does a good job of providing information on how municipal tax dollars are invested in various City services.

| 4% | 13% | 28% | 4% | 42% | 9% | 51% |

- Don't know
- Strongly disagree
- Somewhat disagree
- Neither agree nor disagree
- Somewhat agree
- Strongly agree
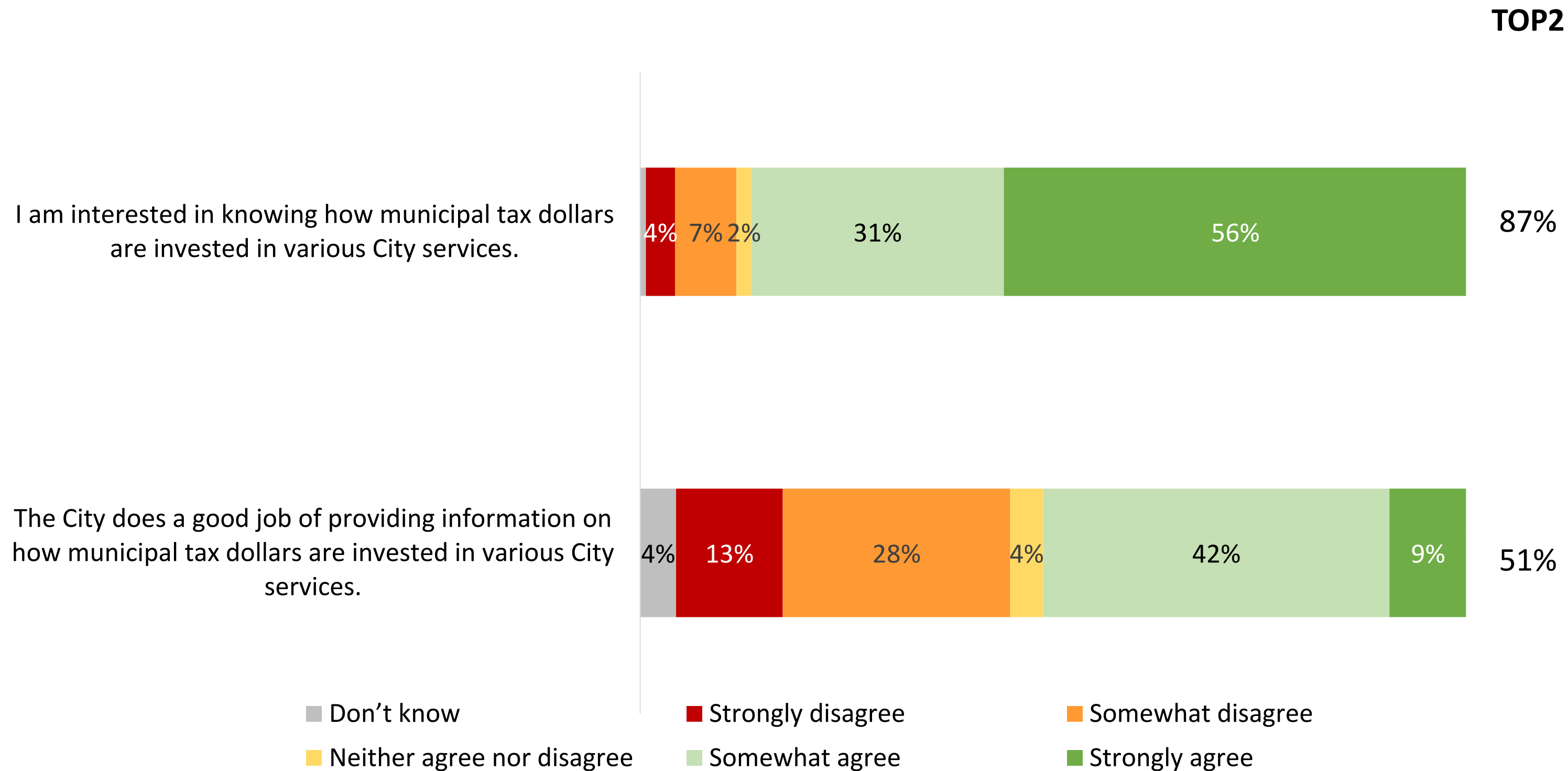
- Just over half of respondents (TOP2: 51%) agree that the City does a good job of providing information on how municipal tax dollars are invested in various City services.

- Women (TOP2: 89%) were more likely to be interested in knowing how municipal tax dollars are invested in various City services, compared to men (TOP2: 83%).

Q17A/B. Please rate your level of agreement with the following statements:
Framework: All respondents
Sample Size: n= 610

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Value for Tax Dollars

7 in 10 respondents (TOP2: 70%) think the value they receive from municipal tax dollars is good or very good.
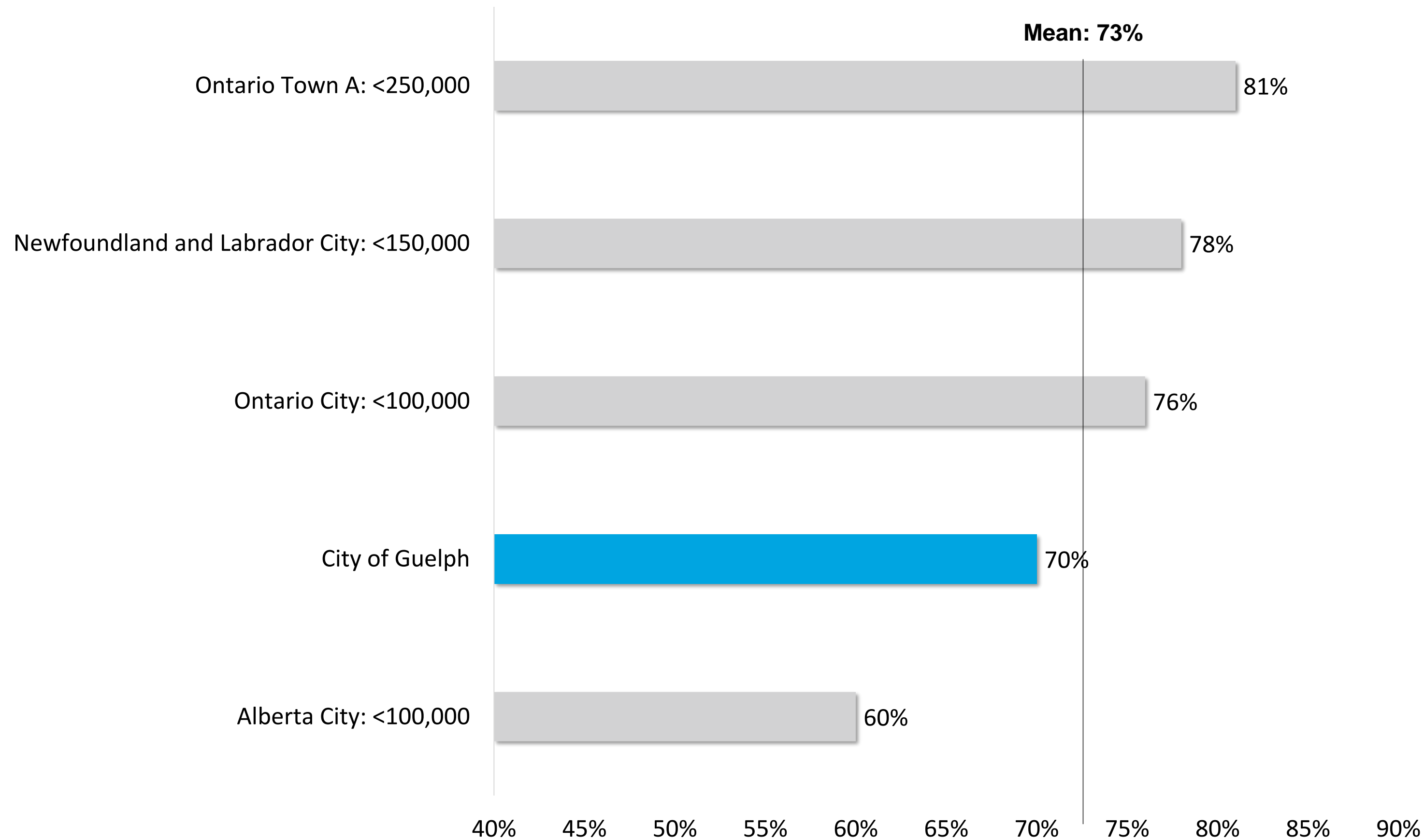
- Respondents with a household of 2 (TOP2: 73%) and 3 or more (TOP2: 72%) were more likely to think the programs and services they receive from the City of Guelph are good/very good, compared to respondents with a household of 1 (TOP2: 58%).

		TOP2			
		2024	**2022**	**2019**	**2017**
Value received from municipal tax dollars	3% 5% 21% 62% 8%	70%	78%	80%	80%

■ Don't know ■ Very poor ■ Poor ■ Good ■ Very good

Q18. Thinking about all the programs and services you receive from the City of Guelph, please rate the value you feel you receive from municipal tax dollars. Would you say the value you receive is…
**Framework**: All respondents
Sample Size: n= 610

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Value for Tax Dollars - Benchmark

Mean: 73%

Municipality	Value
Ontario Town A: <250,000	81%
Newfoundland and Labrador City: <150,000	78%
Ontario City: <100,000	76%
City of Guelph	70%
Alberta City: <100,000	60%

Axis: 40% 45% 50% 55% 60% 65% 70% 75% 80% 85% 90%

When compared to other municipalities across Canada, the City of Guelph has the fourth highest rating of value for tax dollars, and slightly lower than the average benchmark score (73%).

This benchmark analysis is based on the results of surveys that asked this same question and were conducted between 2021-2023. Comparisons for this question includes 4 municipalities across Canada, with populations ranging from ~50,000 to ~500,000. Populations shown are rounded to the nearest 50,000 based on 2021 Census data.

Q18. Thinking about all the programs and services you receive from the City of Guelph, please rate the value you feel you receive from municipal tax dollars. Would you say the value you receive is…
Framework: All respondents
Sample Size: n= 610

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Balancing Taxes and Services in Guelph

2 in 5 respondents (40%) stated that maintaining existing programs, service levels, and facilities, even if it means taxes or user fees must increase best reflects their view.
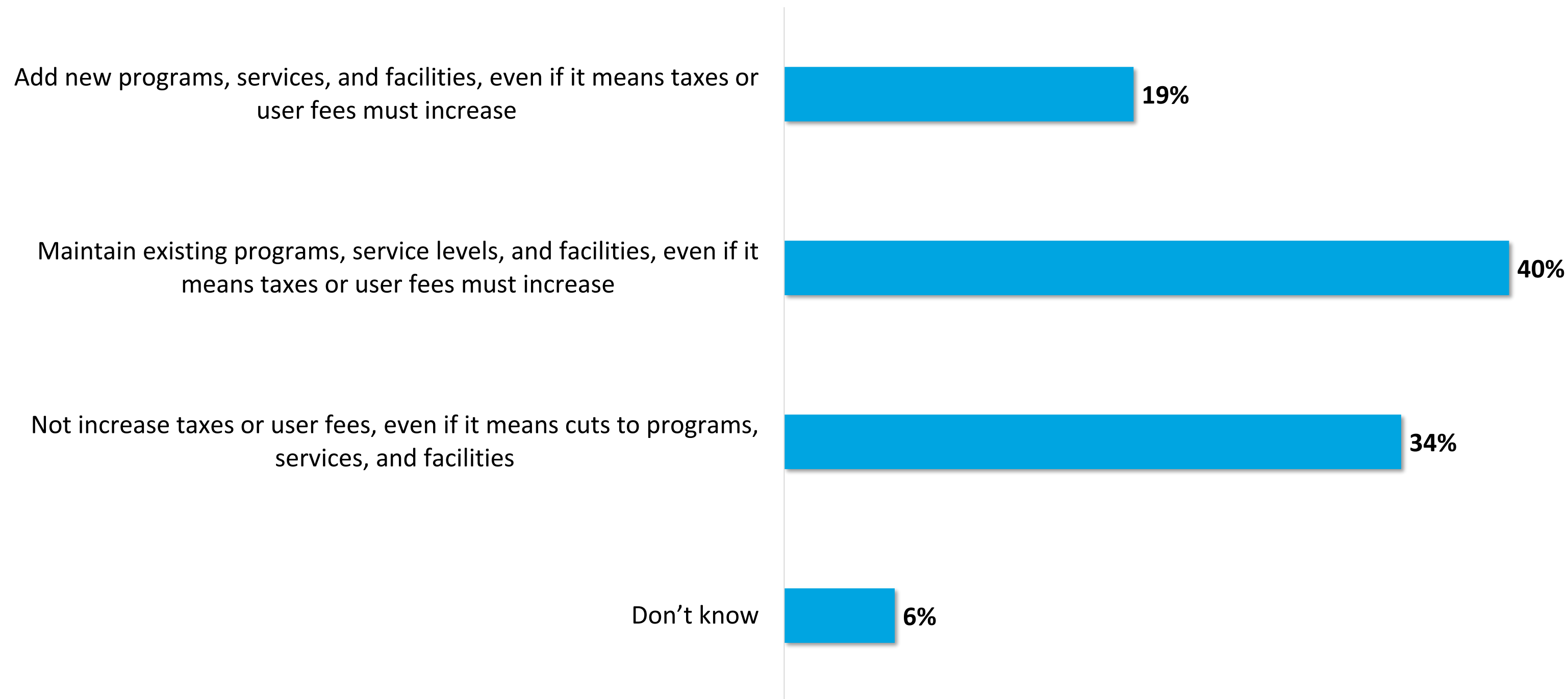
- Respondents aged 55+ (46%) were more likely to prefer that the City maintains existing programs, service levels, and facilities, even if it means taxes or user fees must increase, compared to respondents aged 18 to 34 (33%).

- Respondents aged 18 to 34 (26%) were more likely to prefer that the City adds new programs, services, and facilities, even if it means taxes or user fees must increase, compared to respondents aged 55+ (14%).

Q19. The primary source of funding to pay for services provided by the City of Guelph is through the collection of municipal property taxes. Due to the increased cost of maintaining current service levels and infrastructure, the City of Guelph must balance taxation and service delivery levels. To deal with this situation, which of the following three statements best reflects your view?
Framework: All respondents
Sample Size: n= 610
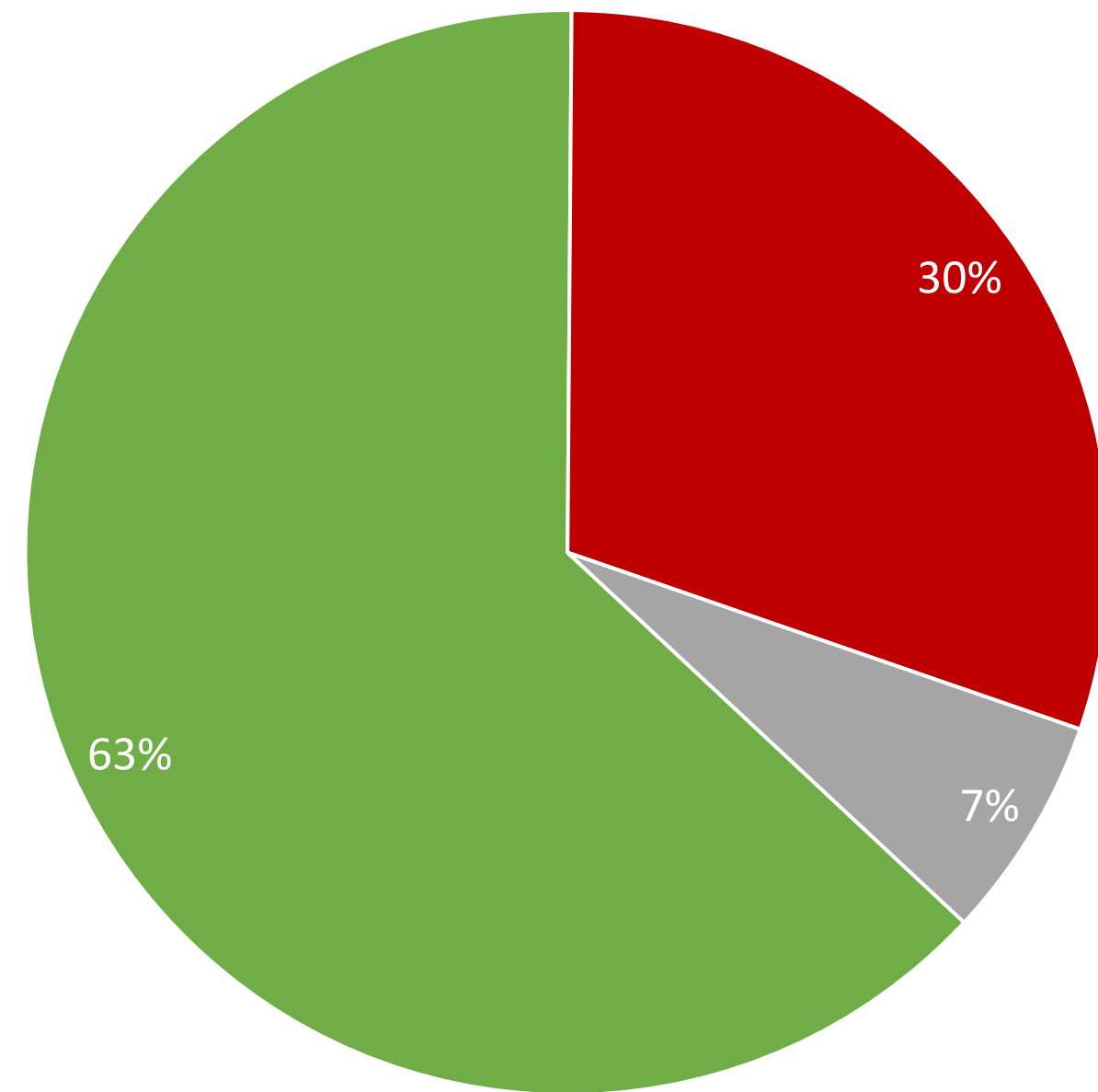
STRATEGIC PLAN / DIRECTION OF MUNICIPAL GOVERNMENT

Progress Towards Future Guelph's Vision

Just over 3 in 5 respondents (63%) think Guelph is achieving its vision to be an inclusive, connected, and prosperous City.

% by Perceived Change in Quality of Life

Improved	Stayed the same	Declined
90%	73%	51%

Legend: ■ Yes ■ No ■ Don't know

- 90% of respondents that cited that the quality of life has improved think that Guelph is achieving its vision to be an inclusive, connected, and prosperous City.

- Respondents that were born outside of Canada (72%) were more likely to state that they think the City of Guelph is achieving its vision to be an inclusive, connected, and prosperous City, compared to respondents that were born in Canada (60%).

Q20. Based on what you know of the City's strategic plan Future Guelph, is Guelph achieving its vision to be an inclusive, connected, prosperous city where we look after each other and our environment?
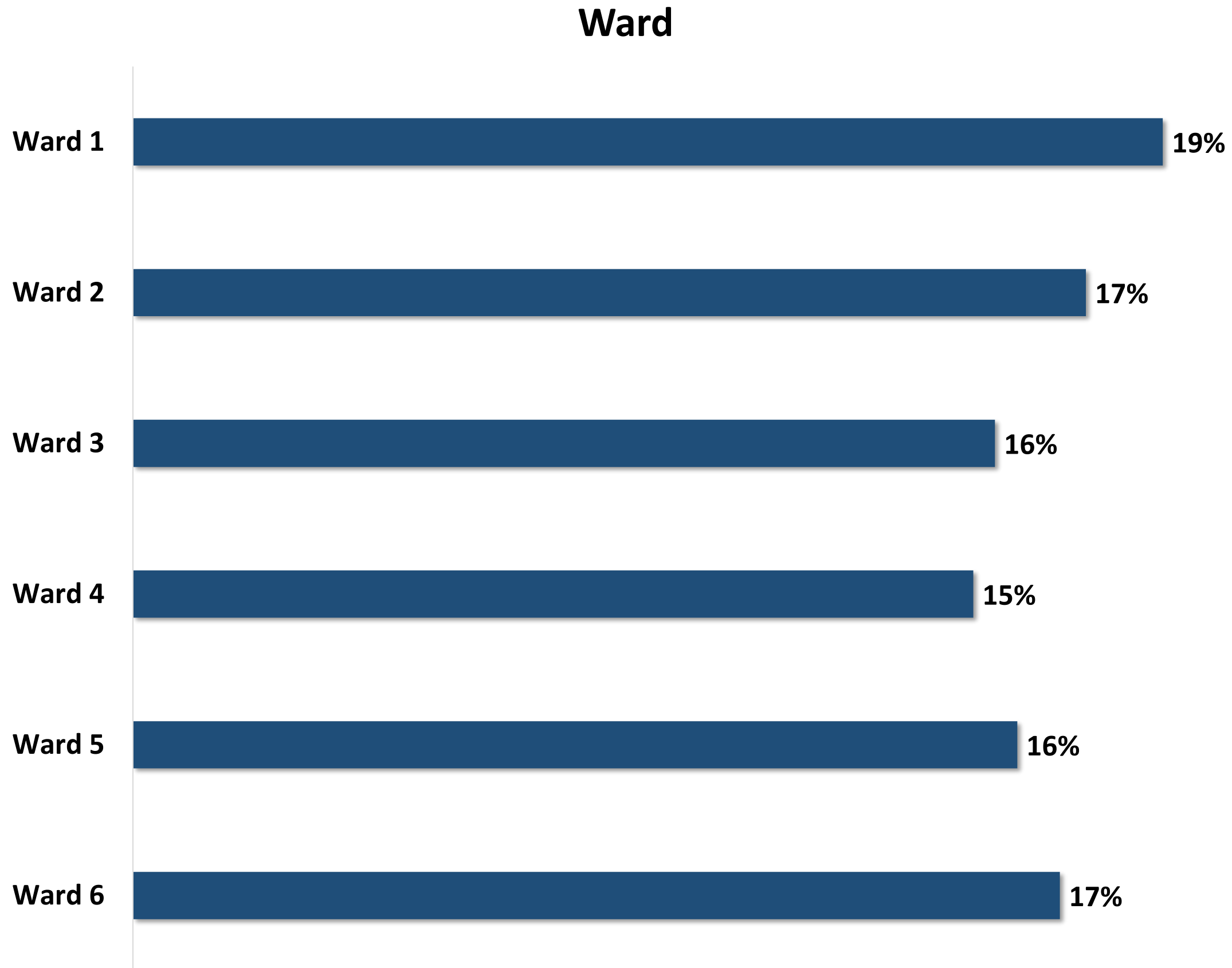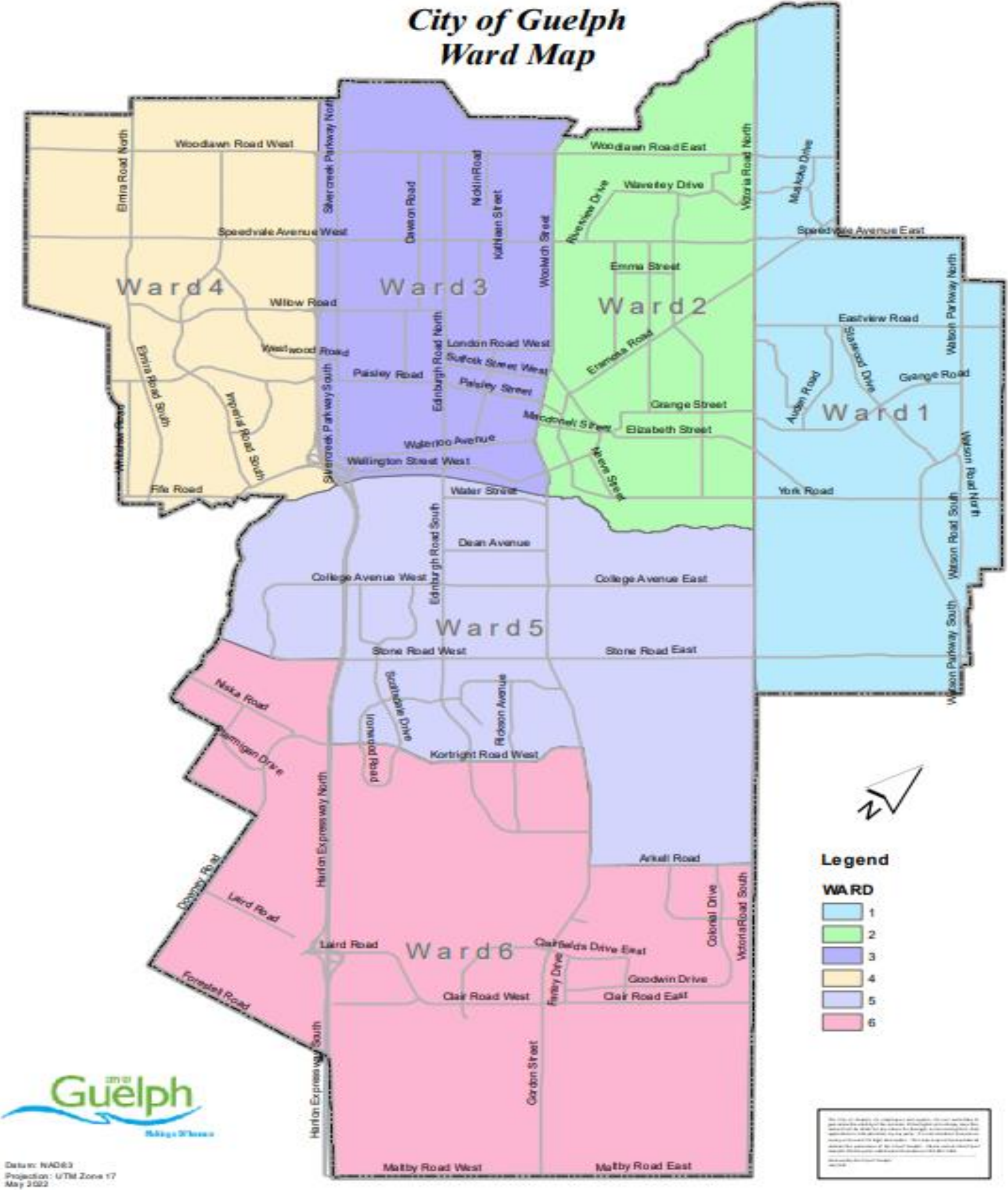**Framework**: All respondents
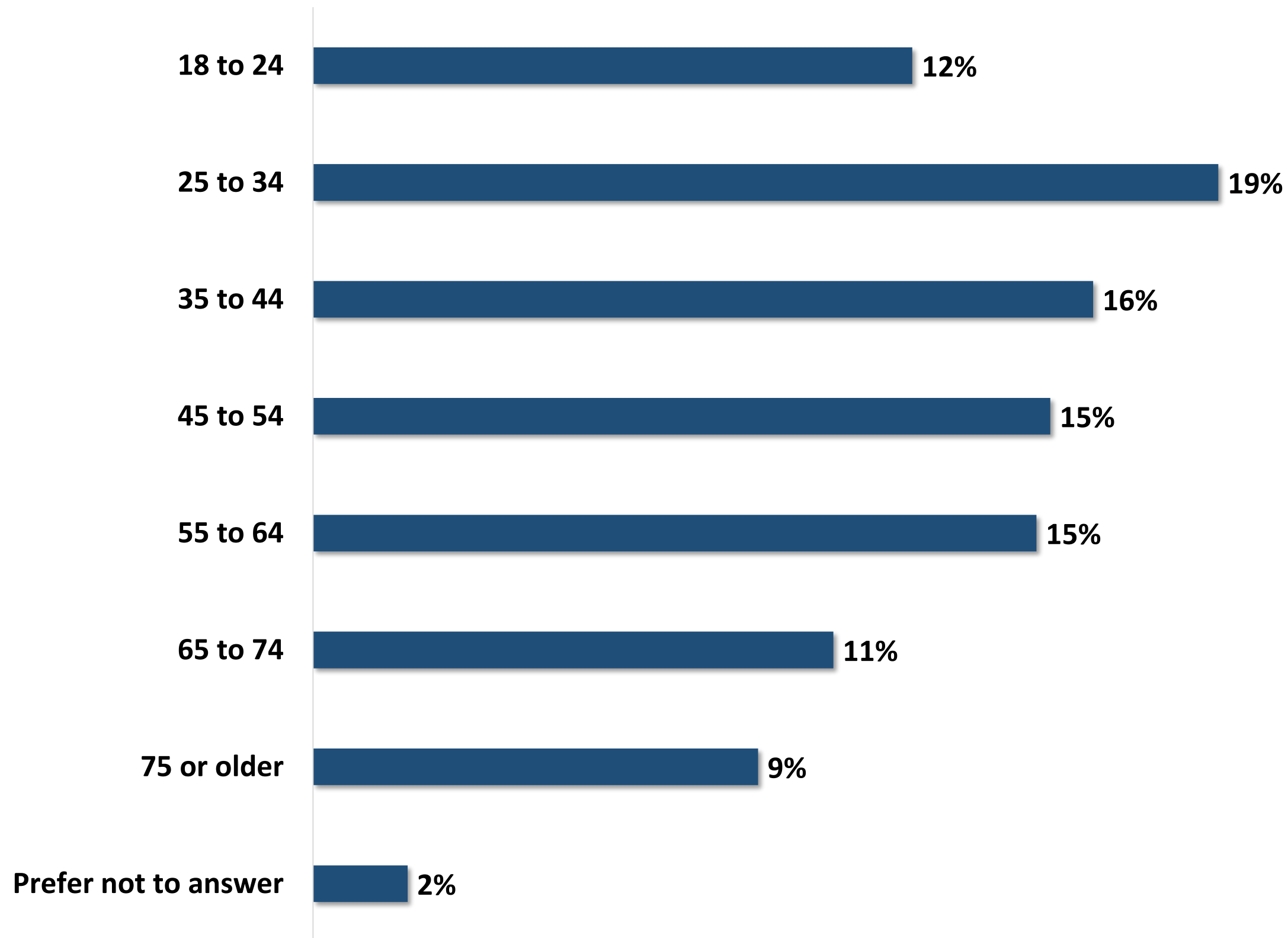**Sample Size**: n= 610

DEMOGRAPHICS

Demographics

Ward

Ward	
Ward 1	19%
Ward 2	17%
Ward 3	16%
Ward 4	15%
Ward 5	16%
Ward 6	17%

City of Guelph Ward Map

WARD
Framework: All respondents
Sample Size: n= 610

FORUM RESEARCH INC.

Demographics

Age

18 to 24	12%
25 to 34	19%
35 to 44	16%
45 to 54	15%
55 to 64	15%
65 to 74	11%
75 or older	9%
Prefer not to answer	2%

Gender

Male	47%
Female	51%
Non-binary	1%
Prefer not to answer	1%

D1. Which of the following age categories do you belong to? **/ D2.** With which gender do you most identify with?
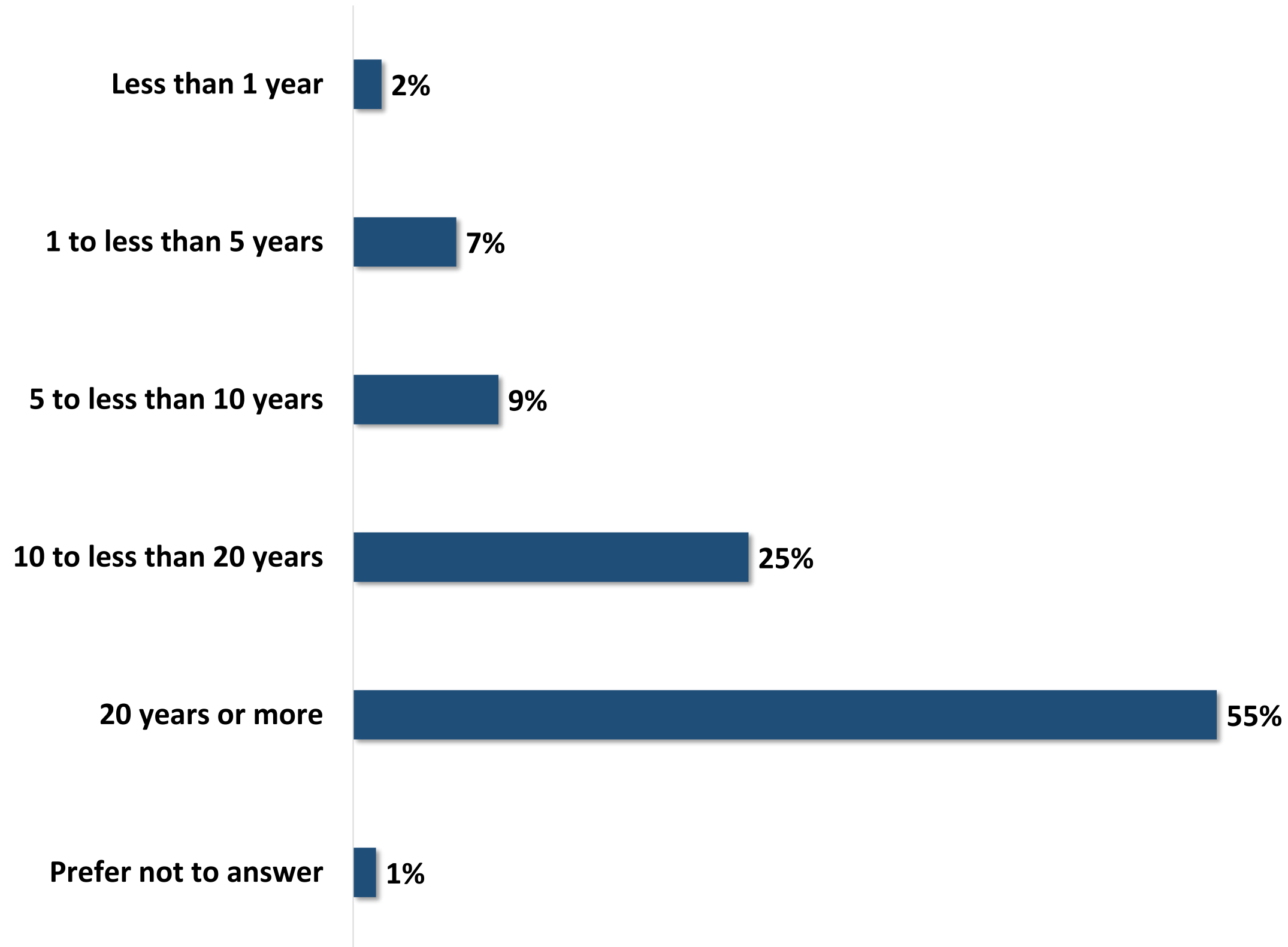**Framework**: All respondents / **D2.** All respondents
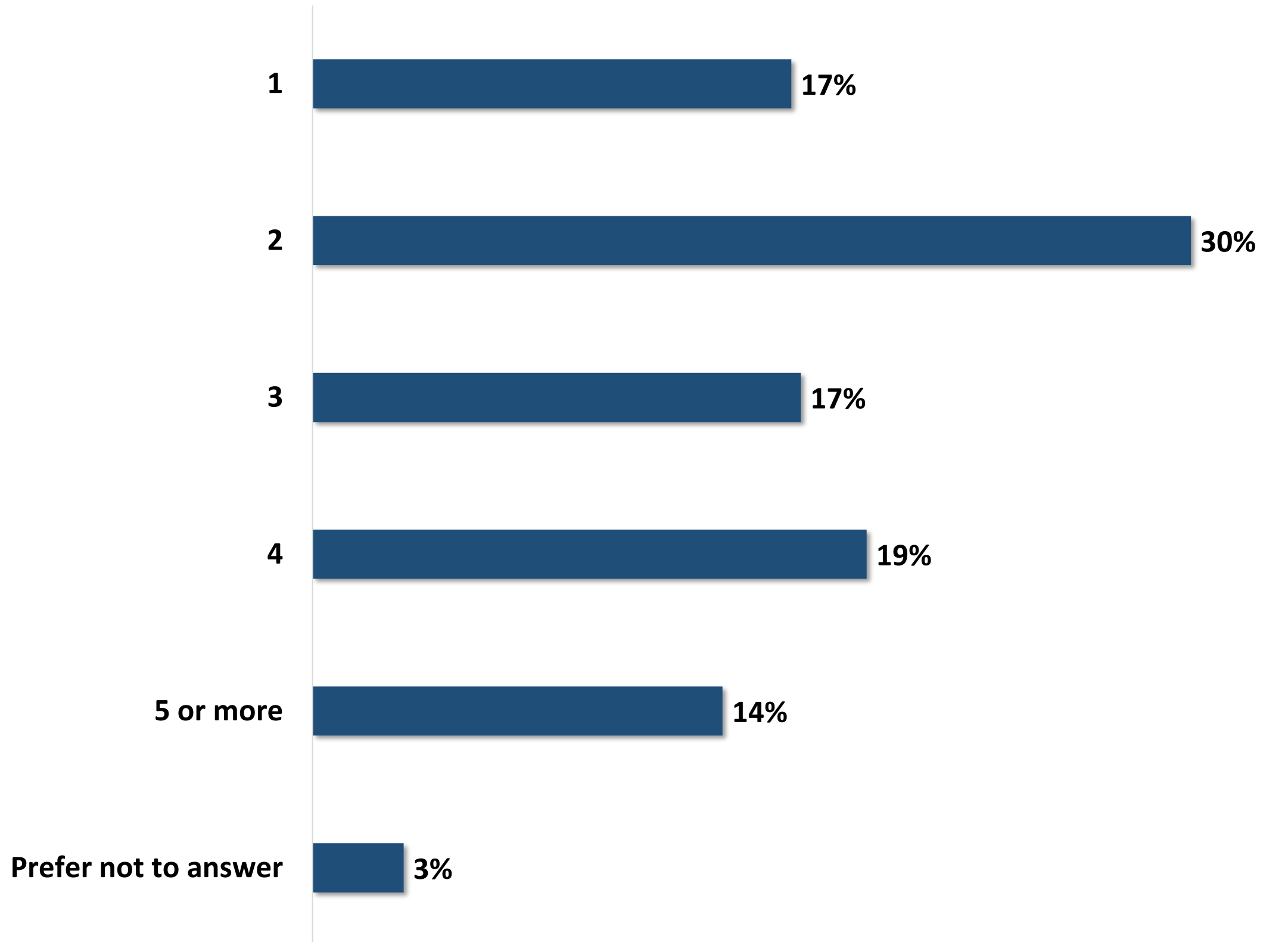**Sample Size**: n= 610 / **D2.** n= 610

52

Demographics

Tenure of Living in Guelph

- Less than 1 year: **2%**
- 1 to less than 5 years: **7%**
- 5 to less than 10 years: **9%**
- 10 to less than 20 years: **25%**
- 20 years or more: **55%**
- Prefer not to answer: **1%**

Household Size

- 1: **17%**
- 2: **30%**
- 3: **17%**
- 4: **19%**
- 5 or more: **14%**
- Prefer not to answer: **3%**
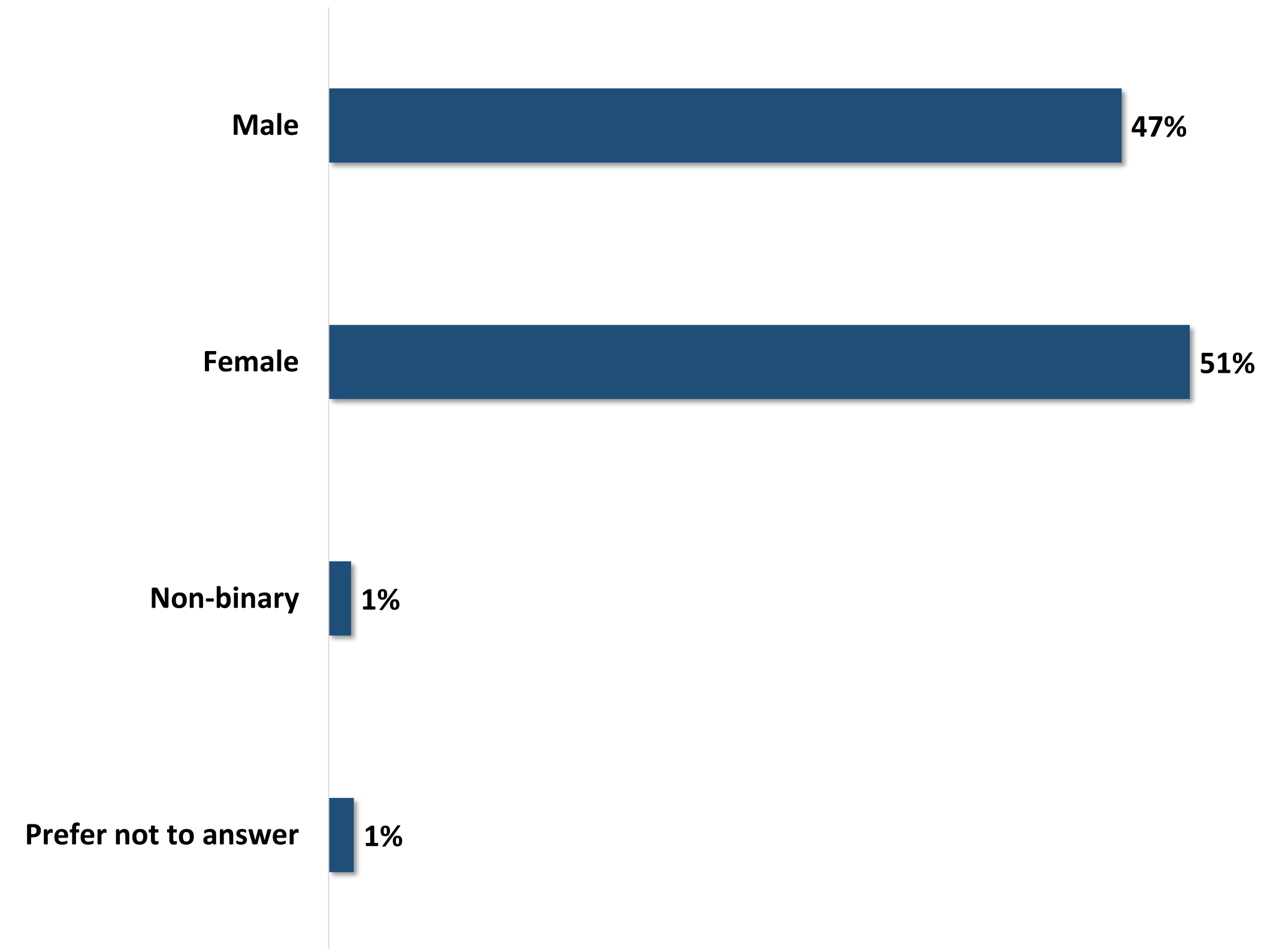
D3. How long have you lived in the City of Guelph? / **D4a.** Including yourself, how many people are living in your household?
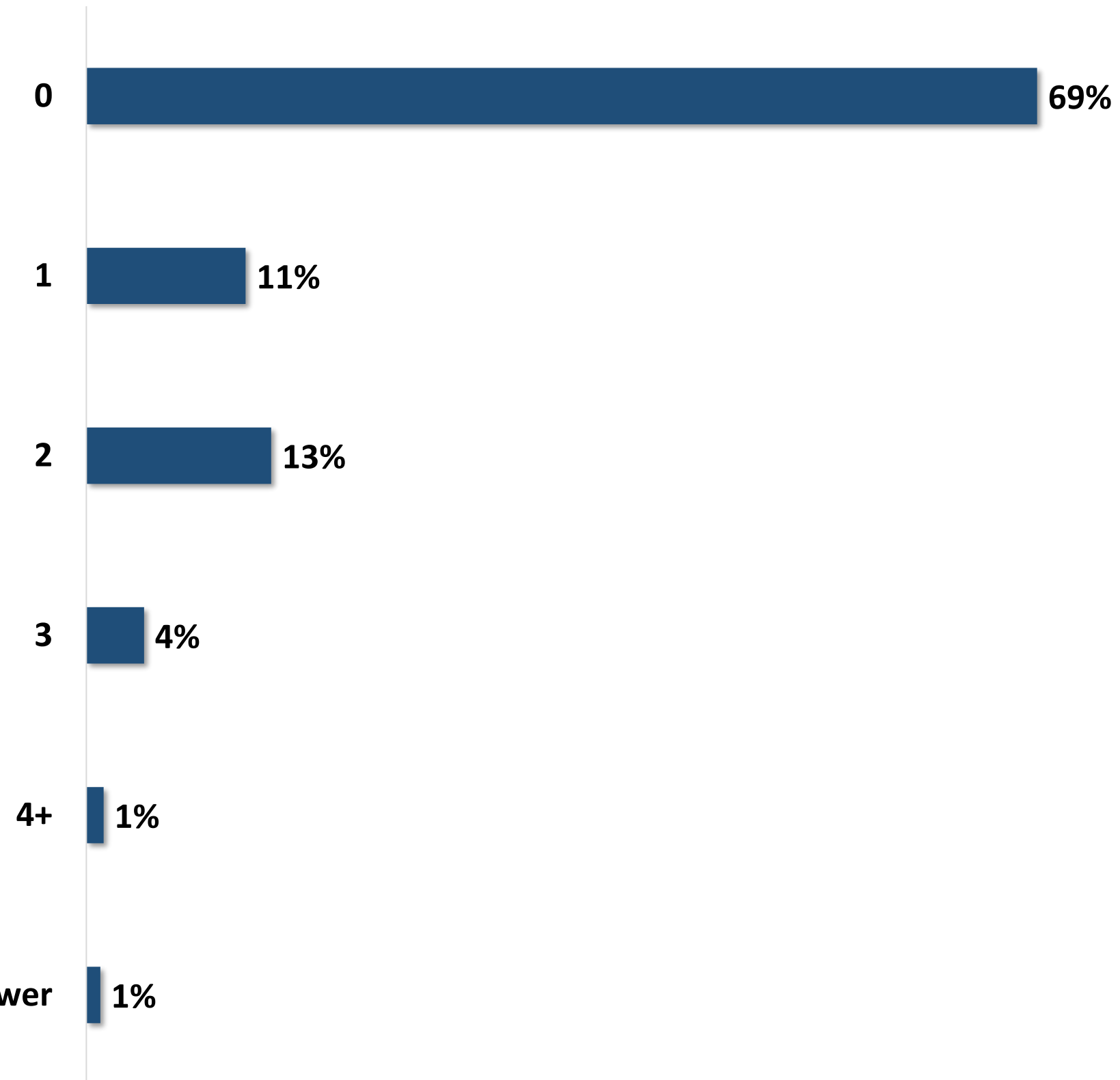**Framework**: All respondents / **D4a.** All respondents
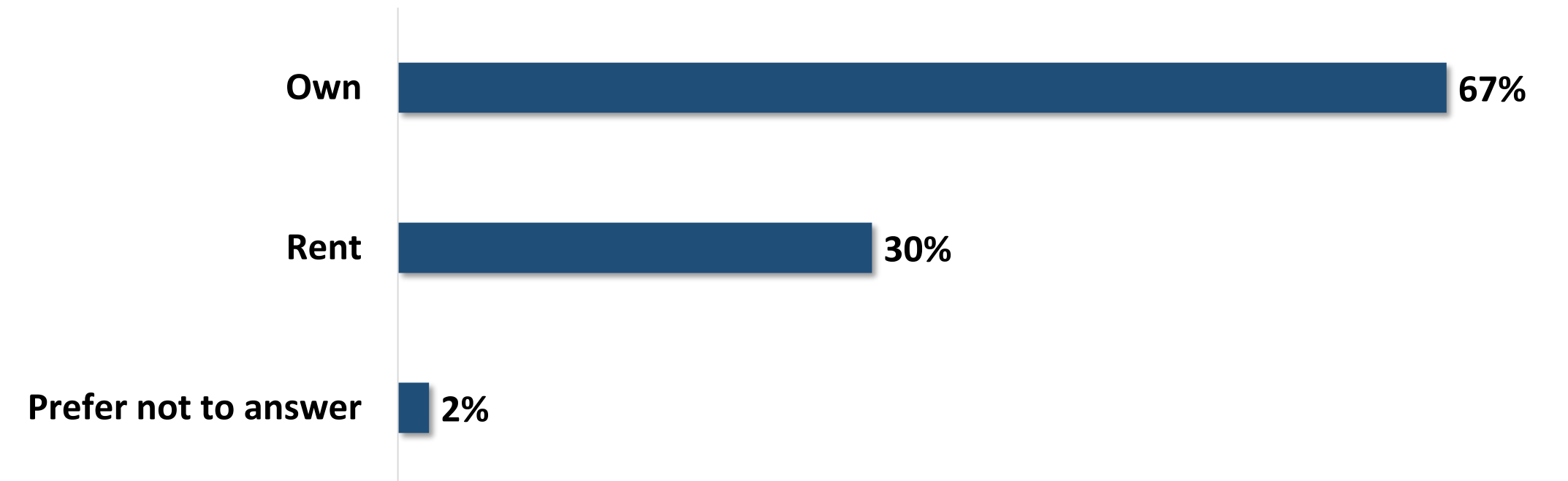**Sample Size**: n= 610 / **D4a.** n= 610

Demographics

Children in Household

0	69%
1	11%
2	13%
3	4%
4+	1%
Prefer not to answer	1%

Own or Rent

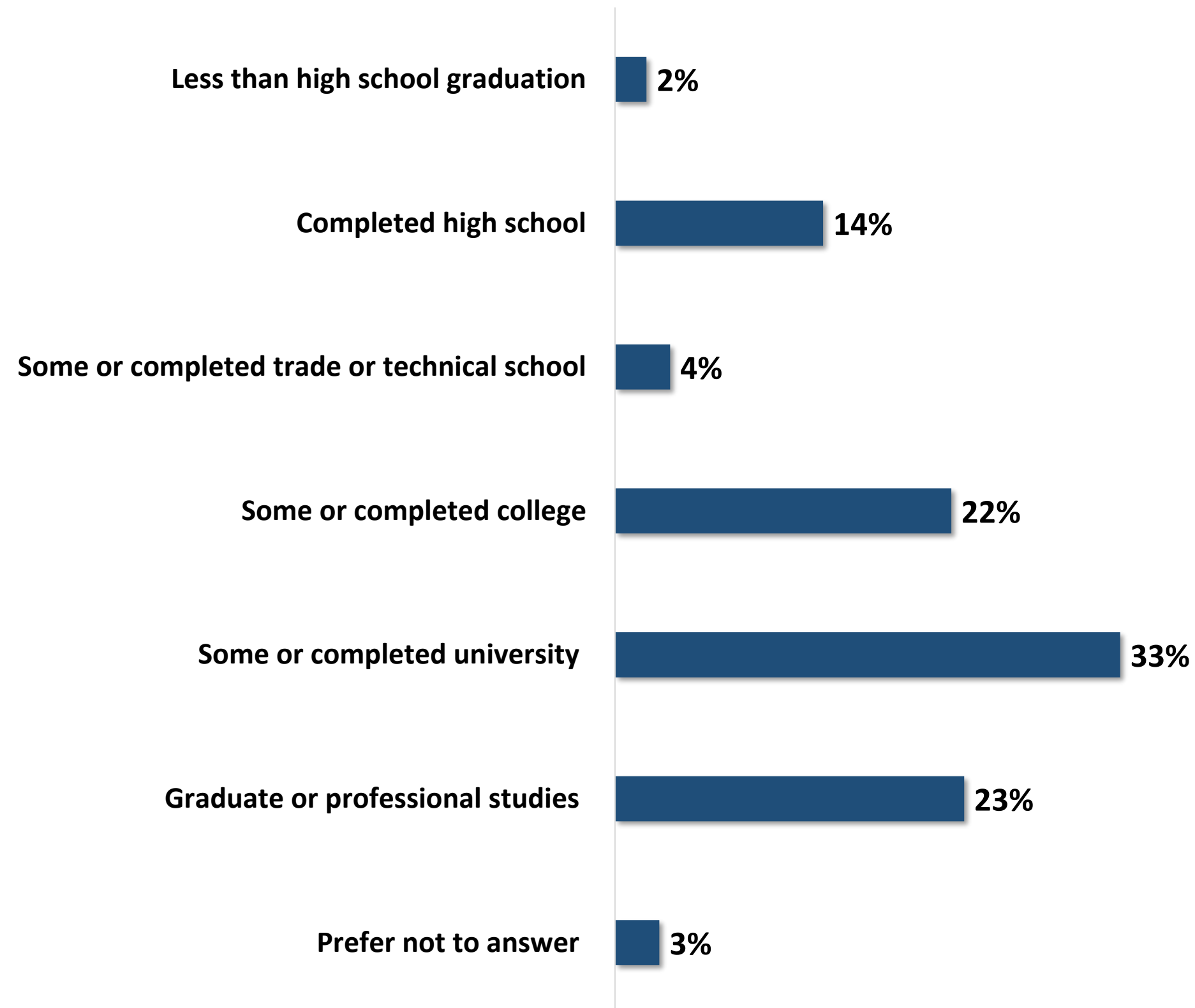|	
Own	67%
Rent	30%
Prefer not to answer	2%

D4b. How many children under the age of 18 are living in your home? / **D5.** Do you own or rent your home?
Framework: Respondents who live with someone / **D5.** All respondents
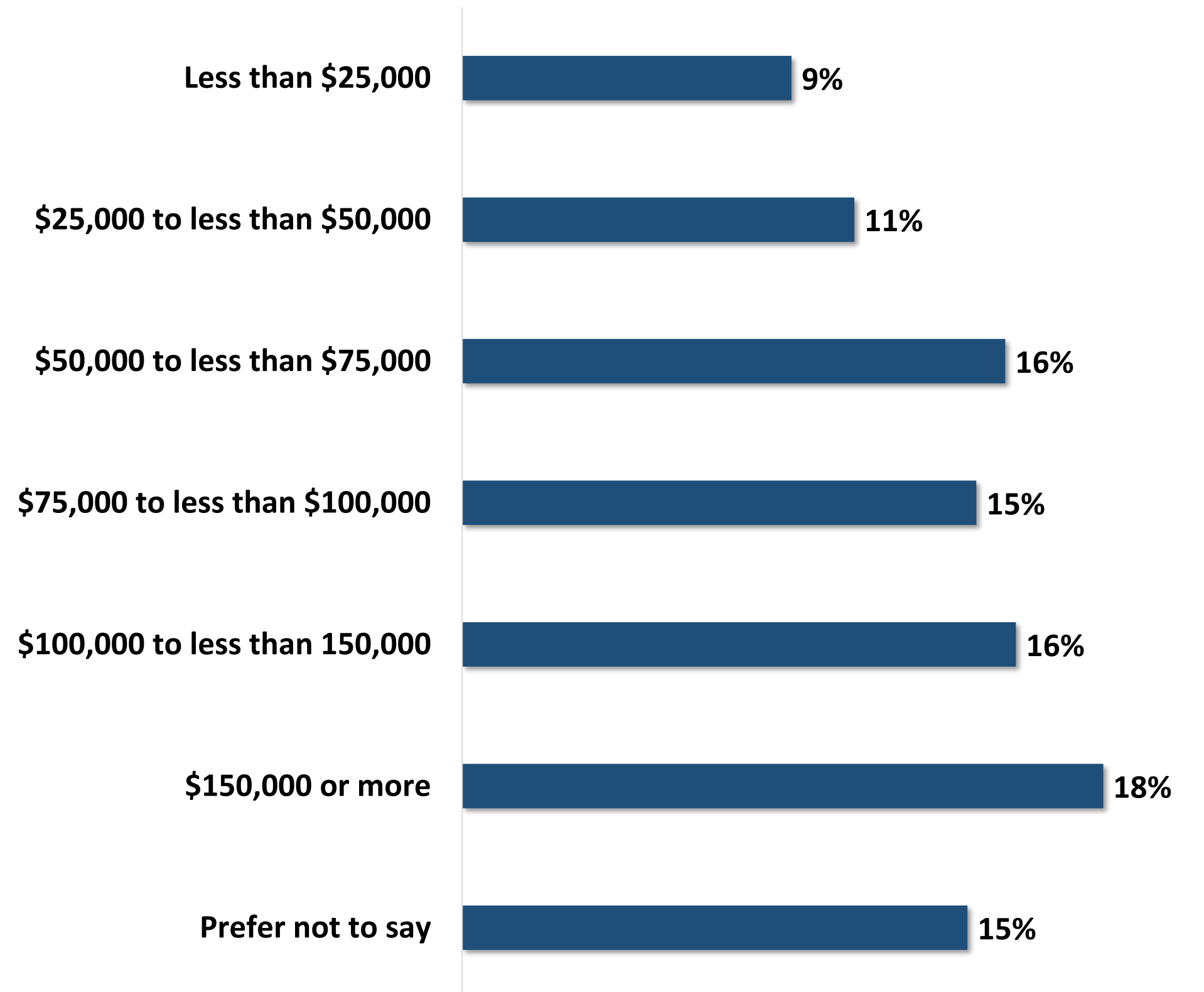**Sample Size**: n= 490 / n=610

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RESEARCH INC.

Demographics

Education Level

Less than high school graduation	2%
Completed high school	14%
Some or completed trade or technical school	4%
Some or completed college	22%
Some or completed university	33%
Graduate or professional studies	23%
Prefer not to answer	3%

Annual Income

Less than $25,000	9%
$25,000 to less than $50,000	11%
$50,000 to less than $75,000	16%
$75,000 to less than $100,000	15%
$100,000 to less than 150,000	16%
$150,000 or more	18%
Prefer not to say	15%

Demographics

Born in Canada

Yes	72%
No	26%
Prefer not to say	2%

Status in Canada

Canadian Citizen	65%
Permanent Resident	17%
Temporary Resident	15%
Refugee Claimant	1%
Other	2%
Prefer not to answer	1%

Identify with Disability

Yes	13%
No	85%
Prefer not to say	2%
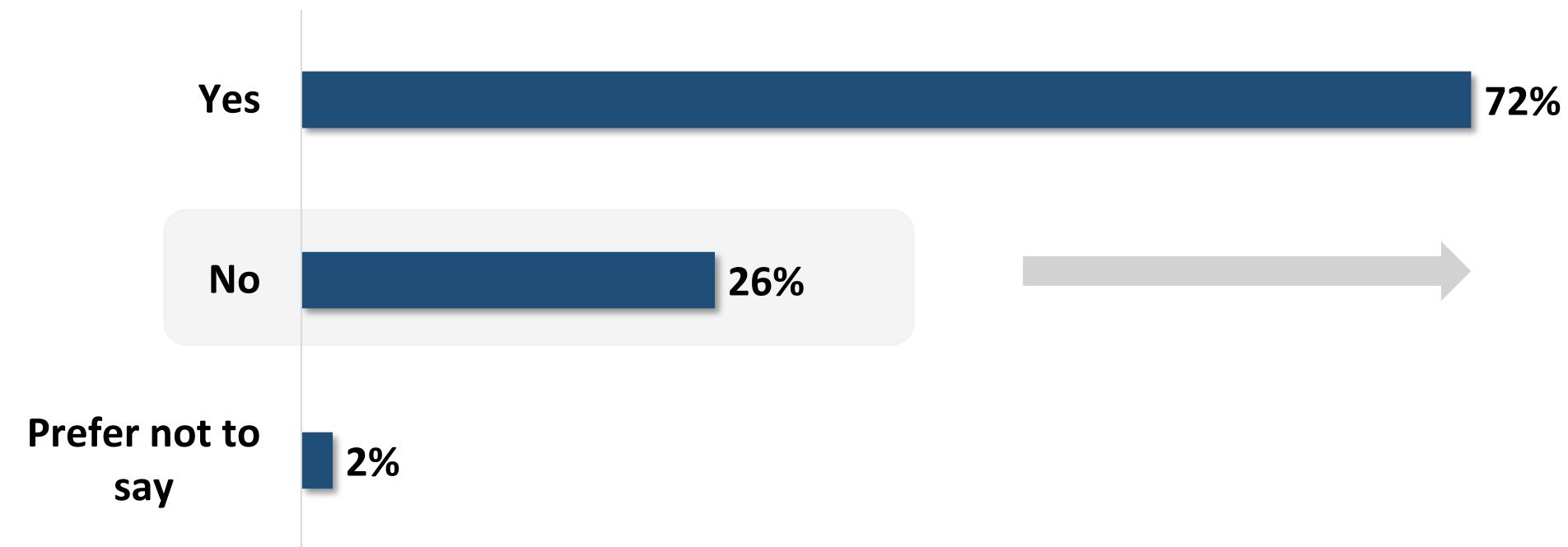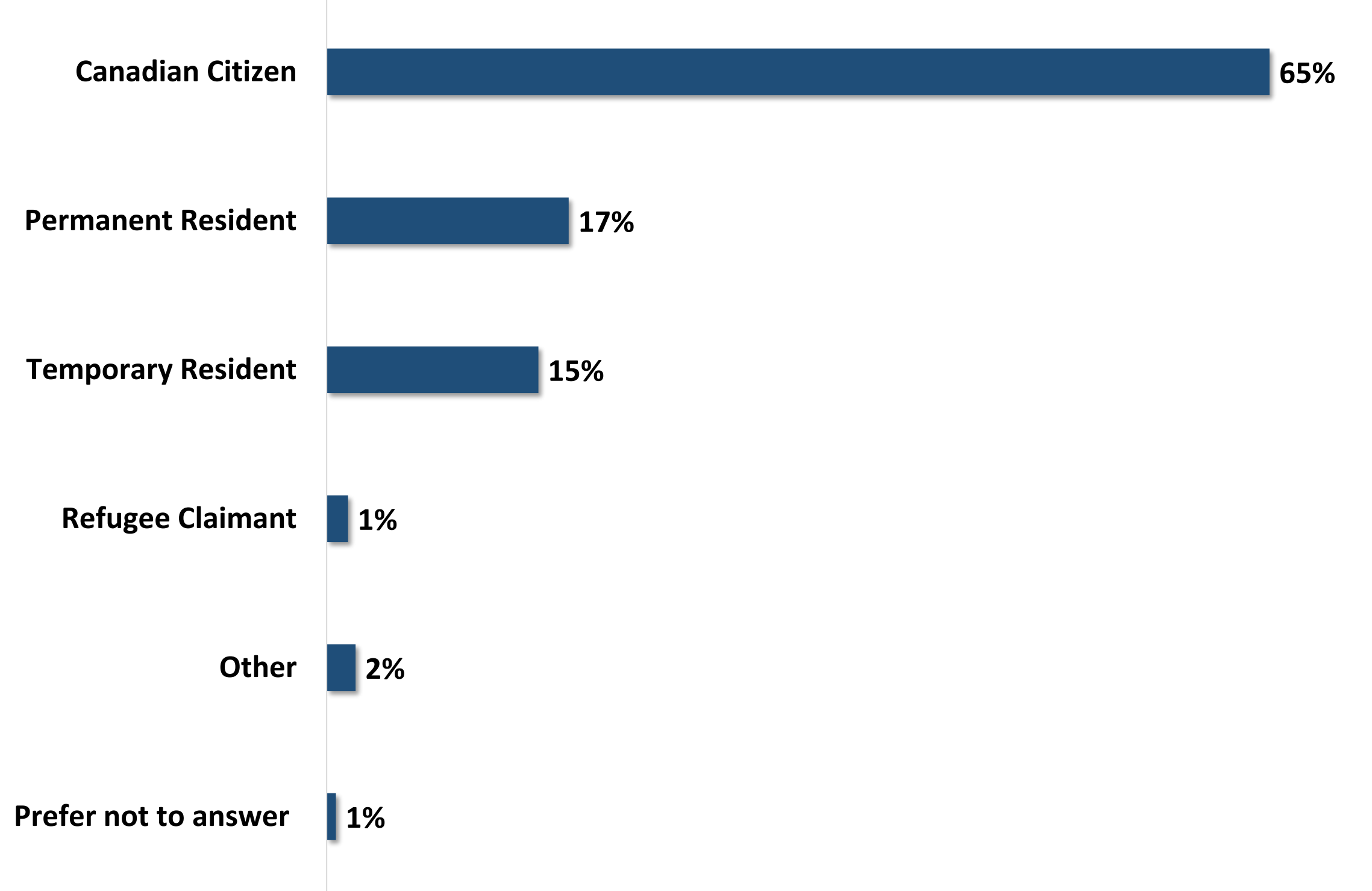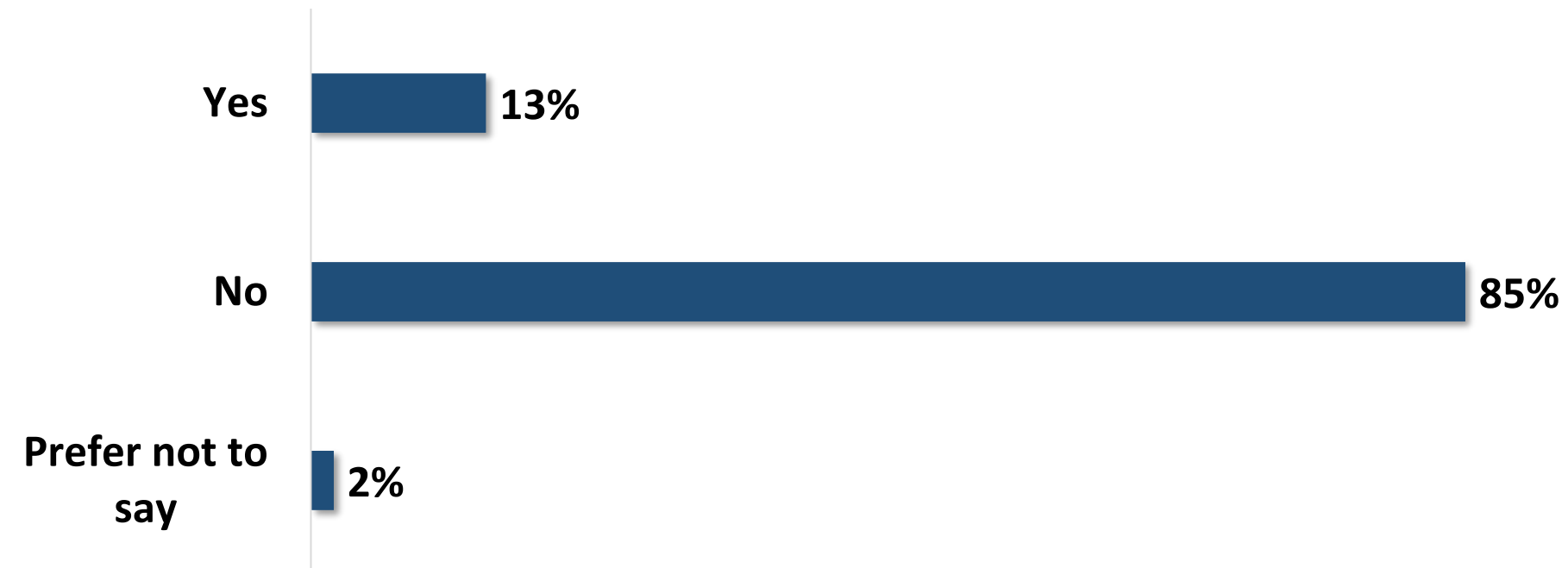
D8a. Were you born in Canada? / **D8b.** What is your current immigration status? / **D9.** Do you identify as a person with a disability, or are you a person with accessibility needs?
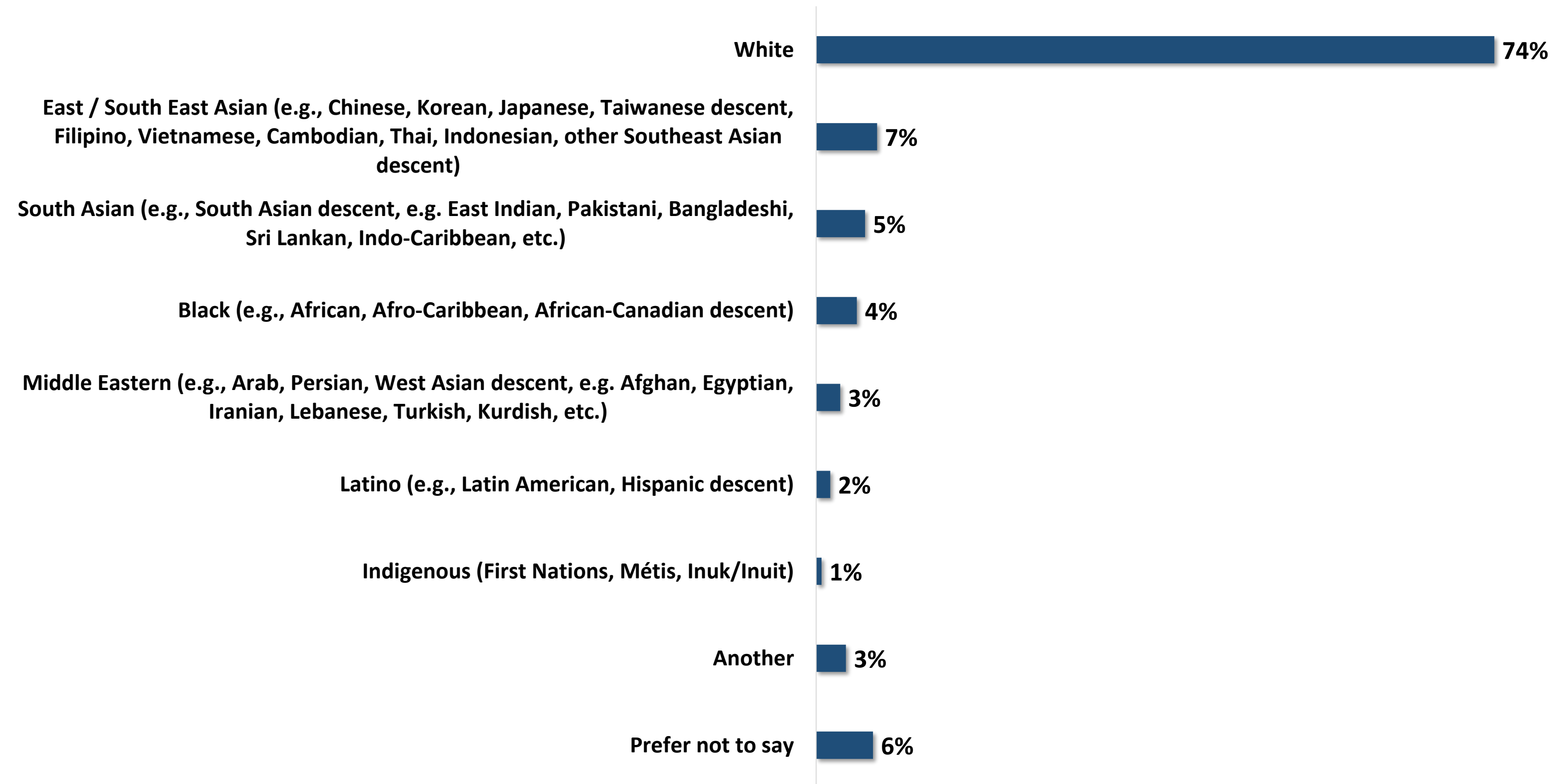**Framework**: All respondents / **D8b.** Respondents who were not born in Canada / **D9**. All respondents
Sample Size: n= 610 / **D8b.** n= 156 / **D9**. n= 610

Demographics

Ethnicity

Category	Percentage
White	74%
East / South East Asian (e.g., Chinese, Korean, Japanese, Taiwanese descent, Filipino, Vietnamese, Cambodian, Thai, Indonesian, other Southeast Asian descent)	7%
South Asian (e.g., South Asian descent, e.g. East Indian, Pakistani, Bangladeshi, Sri Lankan, Indo-Caribbean, etc.)	5%
Black (e.g., African, Afro-Caribbean, African-Canadian descent)	4%
Middle Eastern (e.g., Arab, Persian, West Asian descent, e.g. Afghan, Egyptian, Iranian, Lebanese, Turkish, Kurdish, etc.)	3%
Latino (e.g., Latin American, Hispanic descent)	2%
Indigenous (First Nations, Métis, Inuk/Inuit)	1%
Another	3%
Prefer not to say	6%

D10. In our society, people are often described by their race or racial background. For example, some people are considered "White" or "Black" or "East/Southeast Asian," etc. Which race category best describes you? Please select all that apply
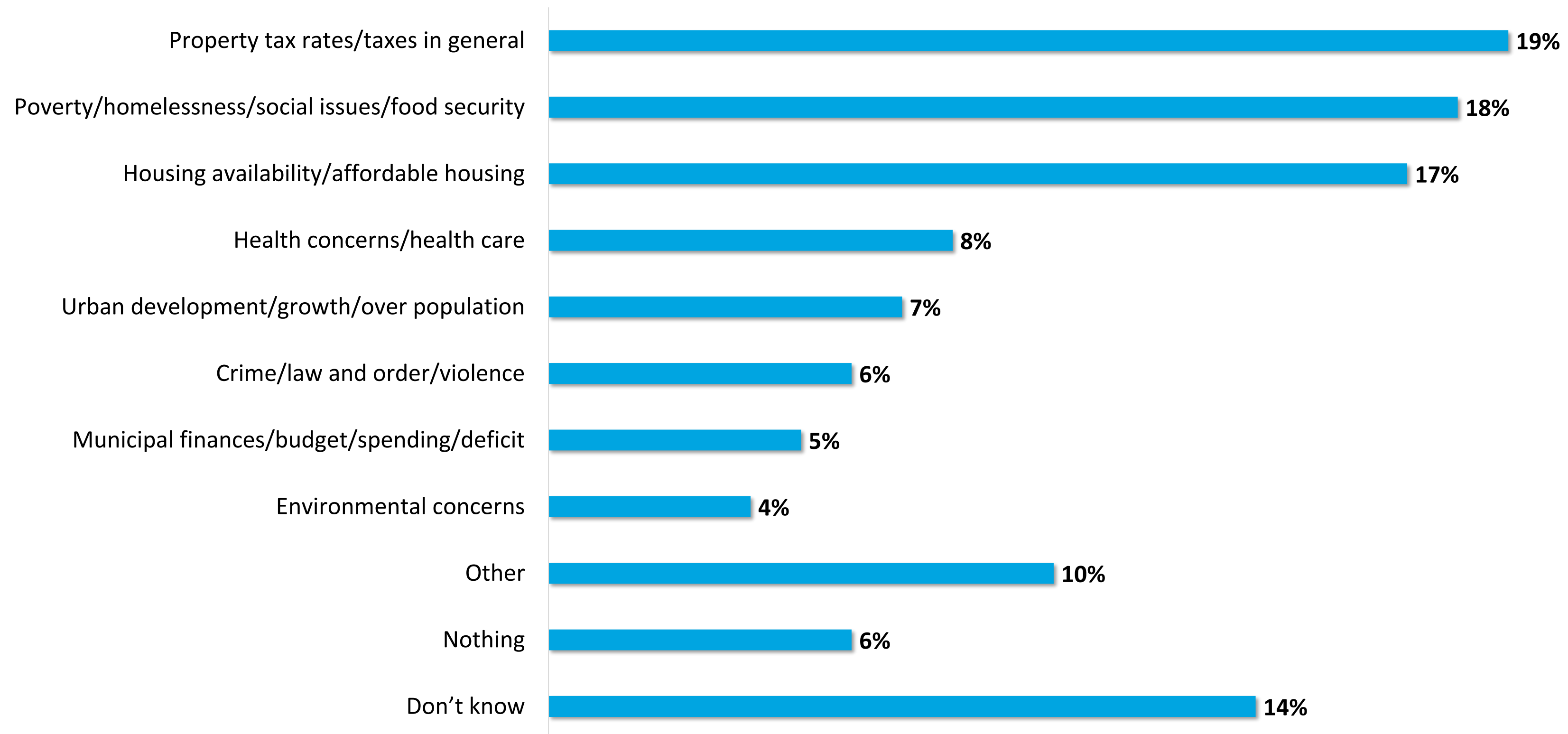**Framework**: All respondents
Sample Size: n= 610

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APPENDIX: ONLINE RESPONDENTS

Top of Mind Issues

Nearly 1 in 5 respondents (19%) indicated that the most important issue facing Guelph today are the property tax rates/taxes in general.

Issue	%
Property tax rates/taxes in general	19%
Poverty/homelessness/social issues/food security	18%
Housing availability/affordable housing	17%
Health concerns/health care	8%
Urban development/growth/over population	7%
Crime/law and order/violence	6%
Municipal finances/budget/spending/deficit	5%
Environmental concerns	4%
Other	10%
Nothing	6%
Don't know	14%

*note: option not shown if <3%

Q1. In your view, what is the most important issue facing Guelph today – the one that should receive priority attention from local leaders?
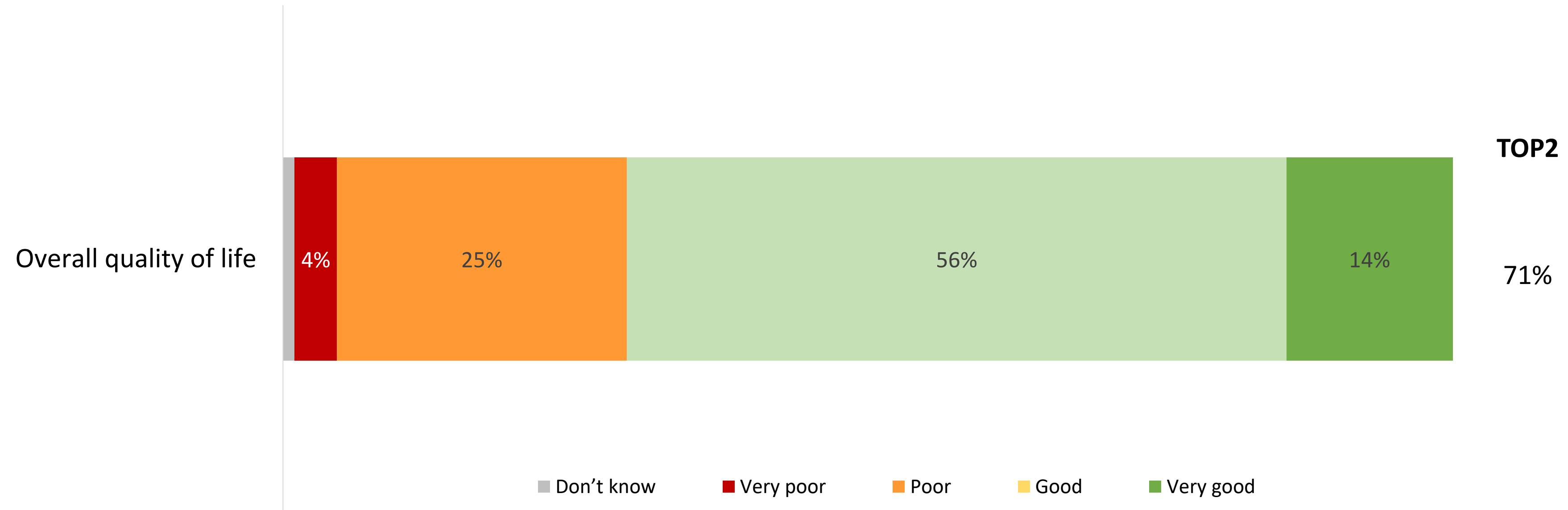**Framework**: All respondents
Sample Size: n= 330

Quality of Life

Nearly 3 in 4 respondents (TOP2: 71%) rate the overall quality of life in the City of Guelph as good or very good.

TOP2

| Overall quality of life | 4% | 25% | 56% | 14% | **71%** |

Legend: ■ Don't know ■ Very poor ■ Poor ■ Good ■ Very good

Q2. How would you rate the overall quality of life in the City of Guelph today? Would you say it's...
Framework: All respondents
Sample Size: n=330

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Change of Quality of Life

1 in 4 respondents (TOP2: 25%) think the quality of life in the City of Guelph has stayed the same or improved.
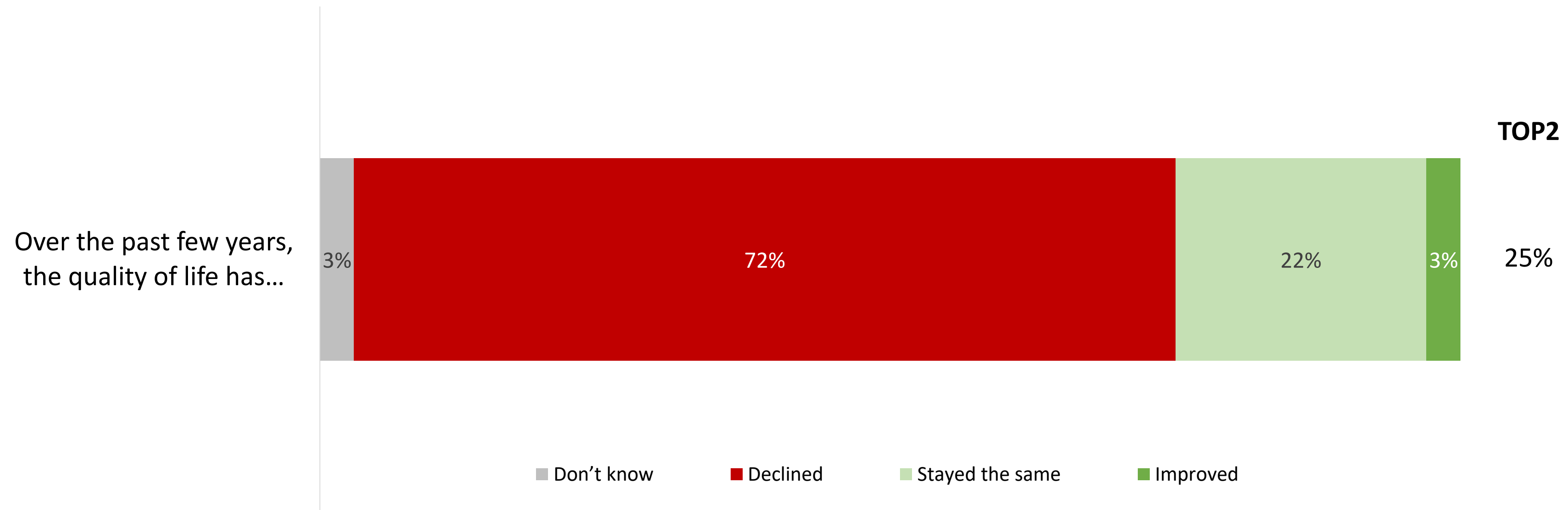
TOP2

Over the past few years, the quality of life has…

| 3% | 72% | 22% | 3% | 25% |

- Don't know
- Declined
- Stayed the same
- Improved

Q3. Over the past few years, would you say the quality of life in the City of Guelph has…
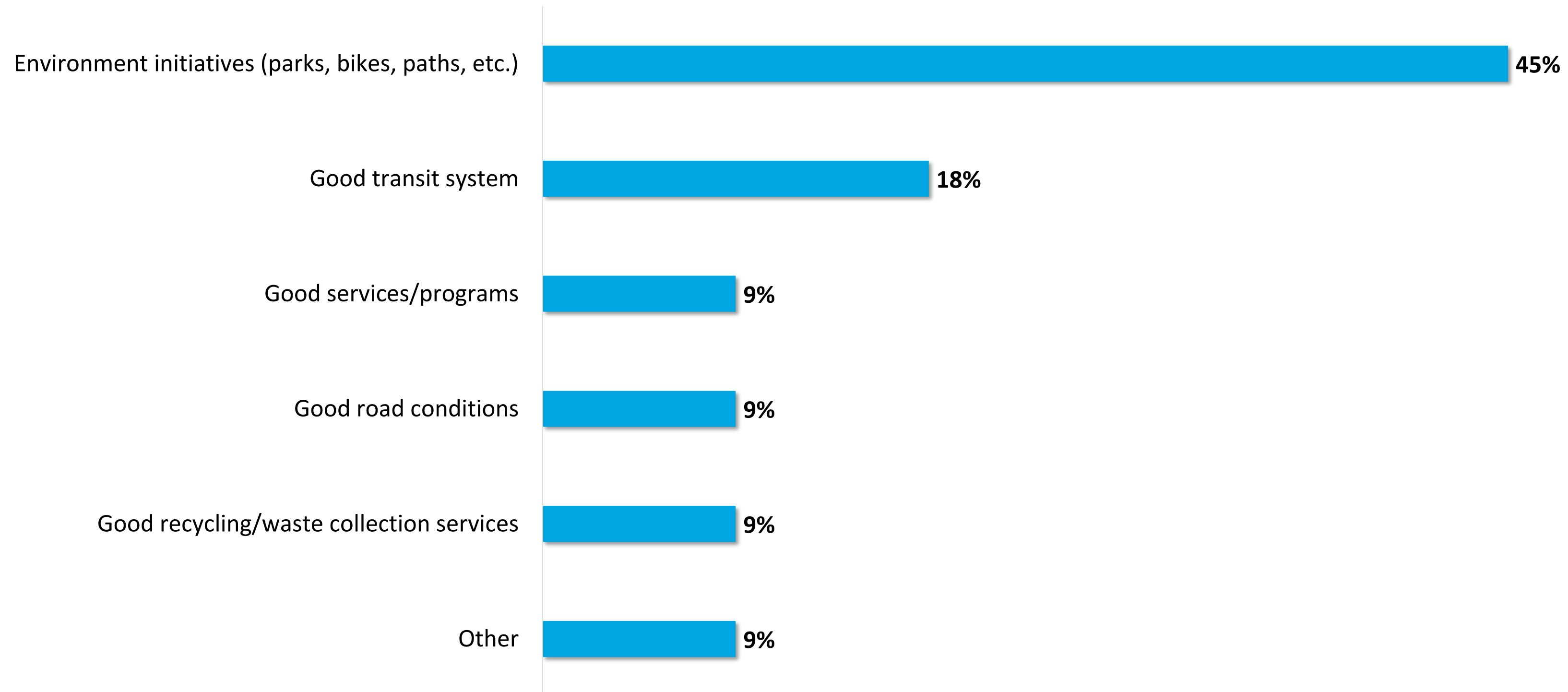**Framework**: All respondents
Sample Size: n=330

Reasons Quality of Life has Improved

Nearly half of respondents (45%) cite the reason the quality of life has improved because of environment initiatives such as parks, bikes, and paths.

Environment initiatives (parks, bikes, paths, etc.) — **45%**

Good transit system — **18%**

Good services/programs — **9%**

Good road conditions — **9%**

Good recycling/waste collection services — **9%**

Other — **9%**

*Note: small sample, interpret with caution.

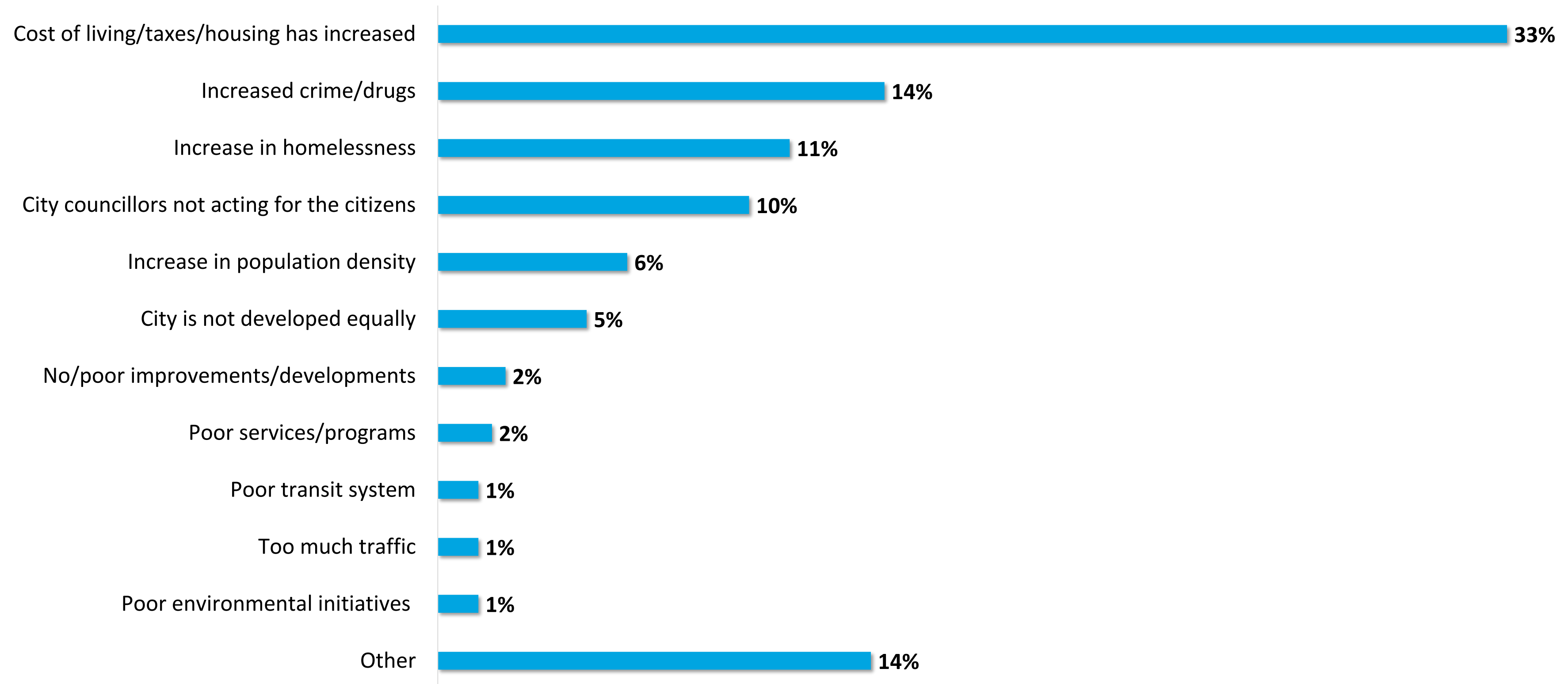**Q4a.** Why do you say that the quality of life has improved?
Framework: Respondents who think the quality of life has improved over the past few years
Sample Size: n= 11*

Reasons Quality of Life has Declined

The top response cited for the decline in quality of life is because of the cost of living/taxes/housing has increased (33%).

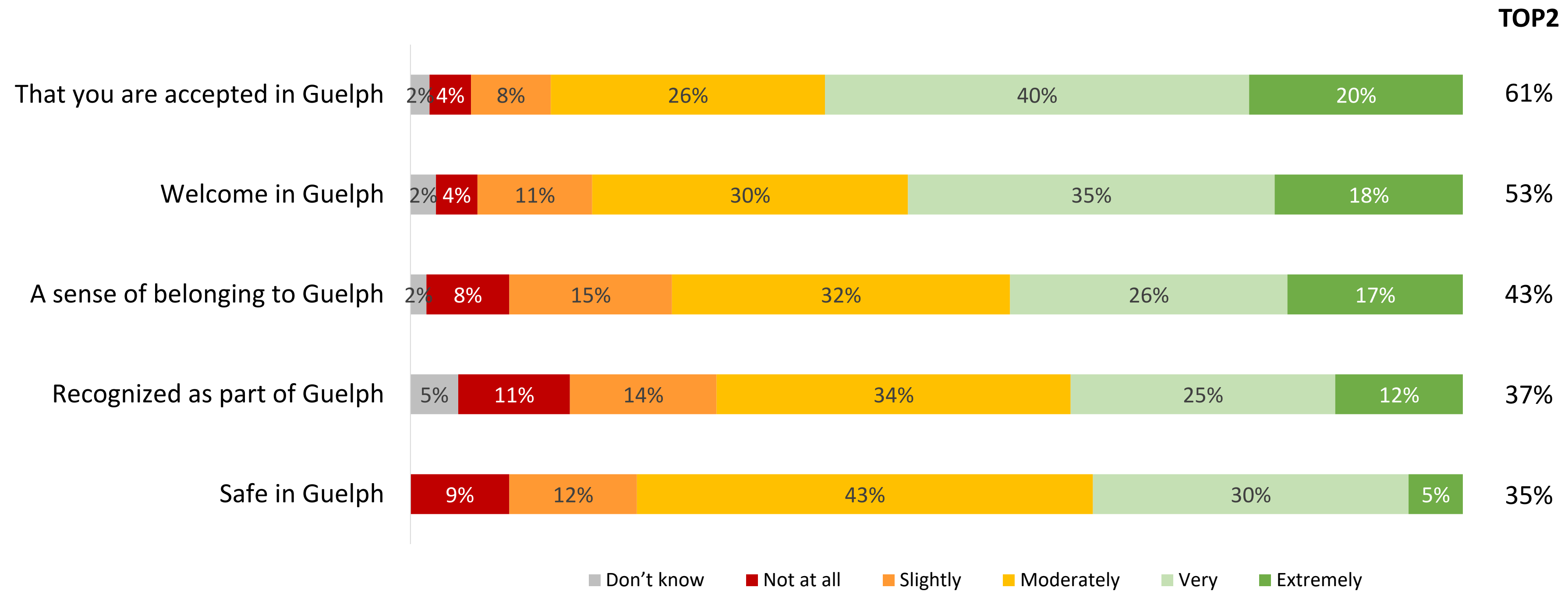| Reason	Percentage
Cost of living/taxes/housing has increased	33%
Increased crime/drugs	14%
Increase in homelessness	11%
City councillors not acting for the citizens	10%
Increase in population density	6%
City is not developed equally	5%
No/poor improvements/developments	2%
Poor services/programs	2%
Poor transit system	1%
Too much traffic	1%
Poor environmental initiatives	1%
Other	14%

Q4b. Why do you say that the quality of life has declined?
Framework: Respondents who think the quality of life has decreased over the past few years
Sample Size: n= 237

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Perceptions of Guelph

Respondents were more likely to feel that they are accepted in Guelph (TOP2: 61%) but least likely to feel safe in Guelph (TOP2: 35%).
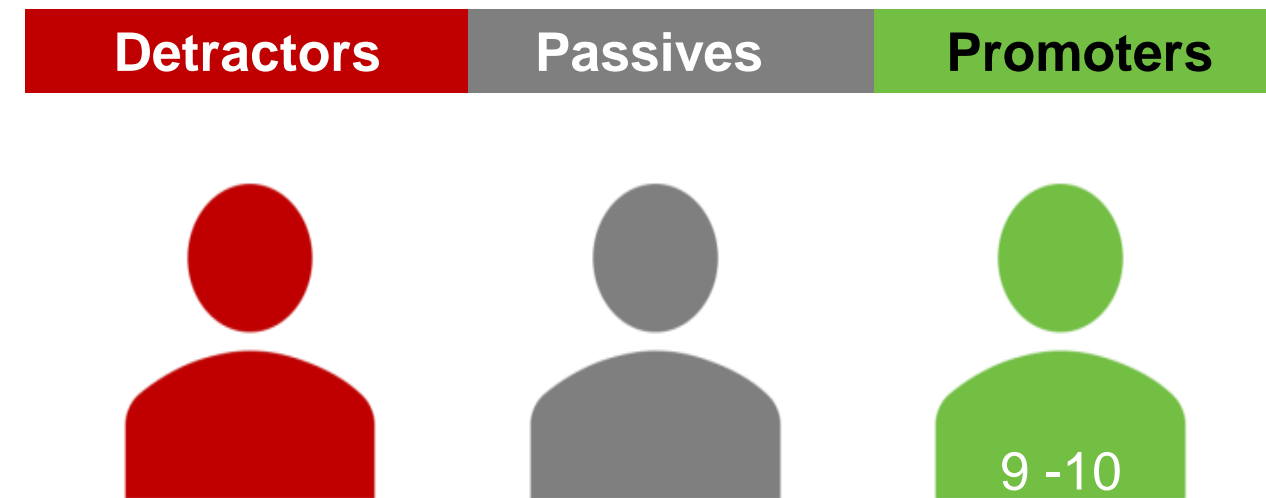
TOP2

Statement	Don't know	Not at all	Slightly	Moderately	Very	Extremely	TOP2
That you are accepted in Guelph	2%	4%	8%	26%	40%	20%	61%
Welcome in Guelph	2%	4%	11%	30%	35%	18%	53%
A sense of belonging to Guelph	2%	8%	15%	32%	26%	17%	43%
Recognized as part of Guelph	5%	11%	14%	34%	25%	12%	37%
Safe in Guelph		9%	12%	43%	30%	5%	35%

Legend: ■ Don't know   ■ Not at all   ■ Slightly   ■ Moderately   ■ Very   ■ Extremely

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Net Promoter Score (NPS)

Net Promoter Score = Promoters − Detractors

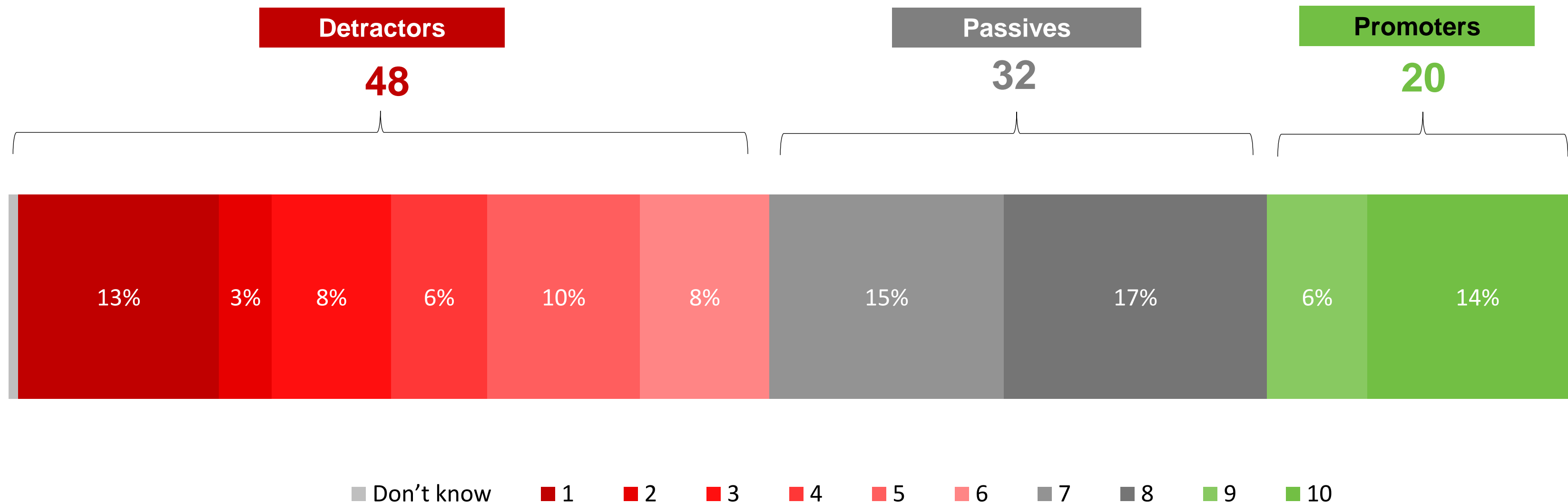| Detractors	Passives	Promoters

9 -10

Question: *How likely would you be to recommend the City of Guelph as a place to live to a friend or colleague?*
Please use a rating scale of 1 to 10, where 1 means 'not likely at all' and 10 means 'extremely likely'.

- The Net Promoter Score (NPS) assesses the willingness of respondents to promote Guelph. The NPS was measured by asking respondents to rate their likelihood of recommending Guelph as a place to live, on a scale from 1 to 10, with 1 being not at all likely and 10 being very likely.

- Based on the score provided, respondents were classified as Promoters, Passives, or Detractors of Guelph.

- A Net Promoter Score (NPS) is calculated by subtracting the detractors from the promoters, which provides a net score for the proportion of respondents promoting Guelph.

* Note: The graphics are a visualization of the methodology and not of the actual results

Recommending the City of Guelph
Net Promoter Score (NPS) Analysis

Detractors	Passives	Promoters
48	**32**	**20**

13%	3%	8%	6%	10%	8%	15%	17%	6%	14%

Don't know ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10

Net Promoter Score = 20 − 48 = -28

NPS. How likely would you be to recommend the City of Guelph as a place to live to a friend or colleague? Please use a rating scale of 1 to 10, where 1 means 'not likely at all' and 10 means 'extremely likely'.
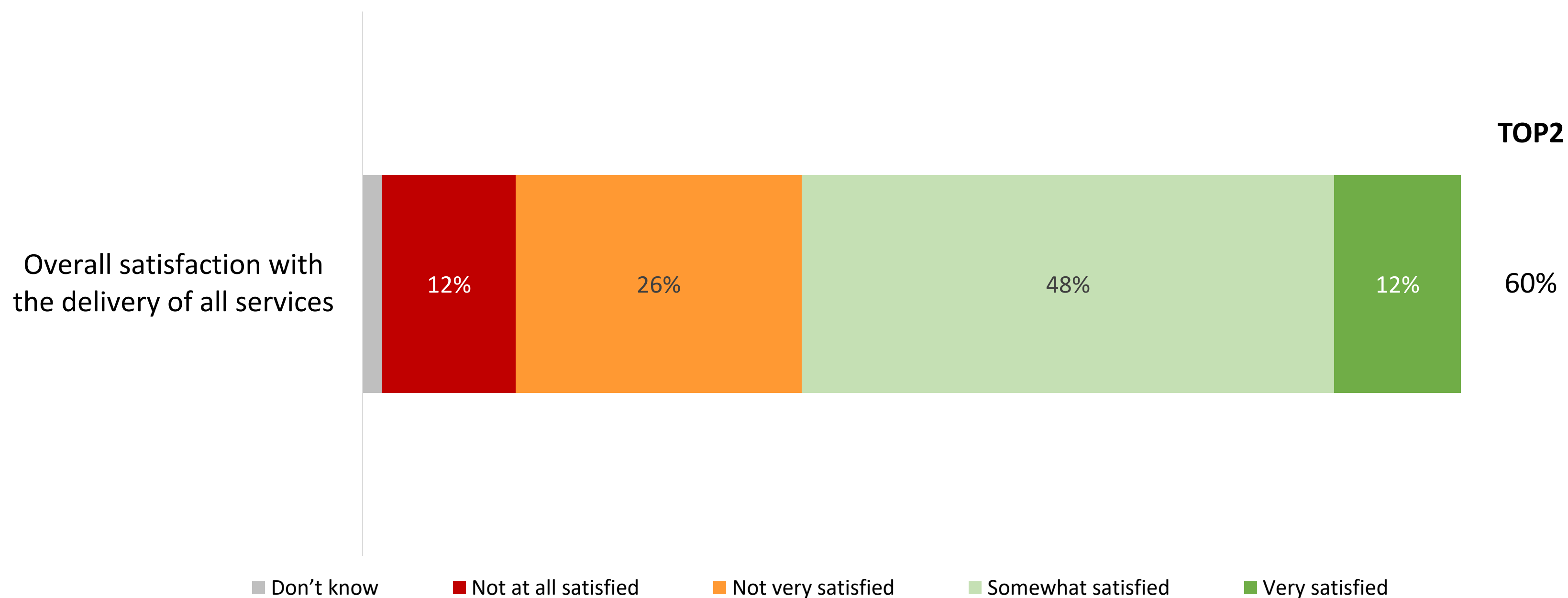**Framework**: All respondents
Sample Size: n= 330

SERVICE SATISFACTION

Satisfaction with Services Provided by the City

3 in 5 respondents (TOP2: 60%) are satisfied with the delivery of all services provided by the City of Guelph.

TOP2

Overall satisfaction with the delivery of all services: 12% | 26% | 48% | 12% — 60%

Legend: Don't know | Not at all satisfied | Not very satisfied | Somewhat satisfied | Very satisfied

Q6. Overall, how satisfied are you with the delivery of all services provided by the City of Guelph?
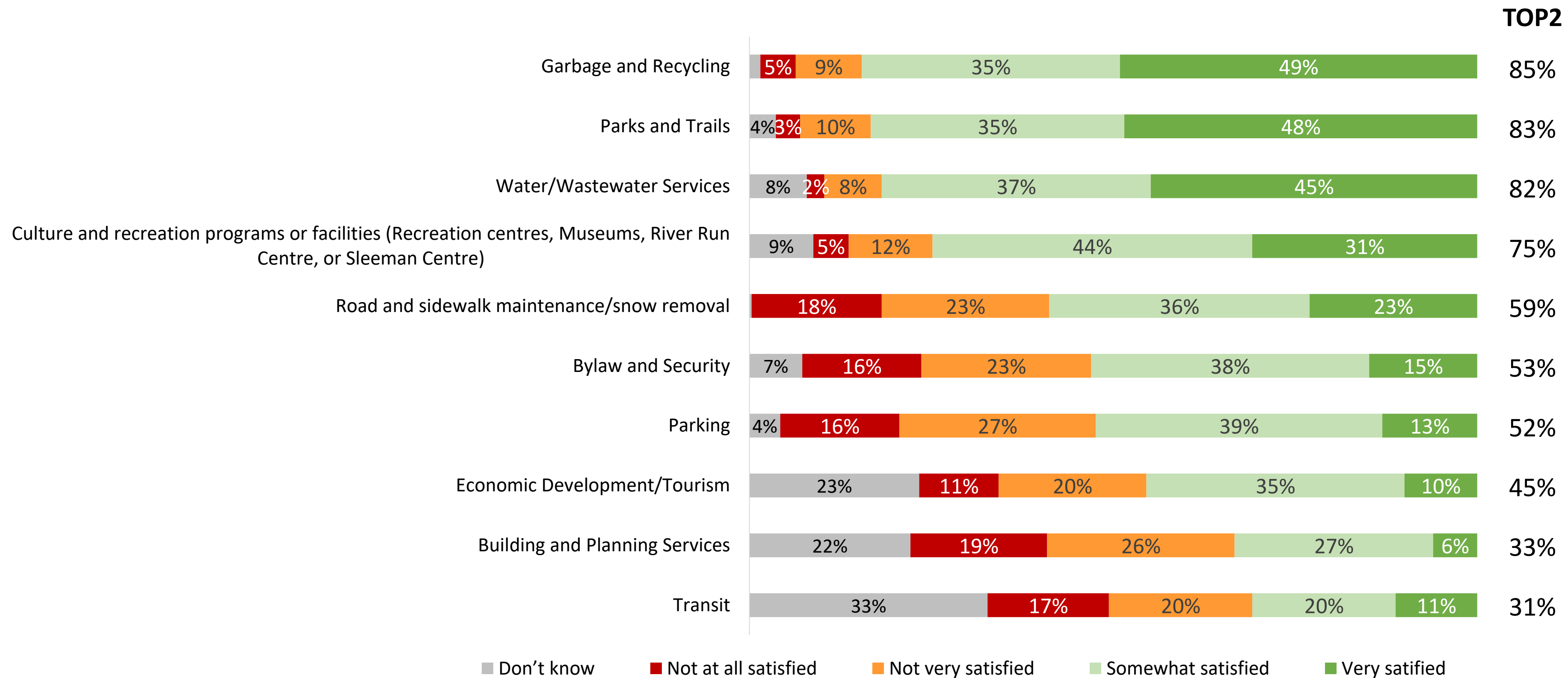**Framework**: All respondents
Sample Size: n= 330

Satisfaction of Services Provided

More than 4 in 5 respondents are satisfied with the garbage and recycling services (TOP2: 85%), the parks and trails (TOP2: 83%), and the water/wastewater services (TOP2: 82%) the City provides.

TOP2

Service	Don't know	Not at all satisfied	Not very satisfied	Somewhat satisfied	Very satisfied	TOP2
Garbage and Recycling		5%	9%	35%	49%	85%
Parks and Trails	4%	3%	10%	35%	48%	83%
Water/Wastewater Services	8%	2%	8%	37%	45%	82%
Culture and recreation programs or facilities (Recreation centres, Museums, River Run Centre, or Sleeman Centre)	9%	5%	12%	44%	31%	75%
Road and sidewalk maintenance/snow removal		18%	23%	36%	23%	59%
Bylaw and Security	7%	16%	23%	38%	15%	53%
Parking	4%	16%	27%	39%	13%	52%
Economic Development/Tourism	23%	11%	20%	35%	10%	45%
Building and Planning Services	22%	19%	26%	27%	6%	33%
Transit	33%	17%	20%	20%	11%	31%

■ Don't know ■ Not at all satisfied ■ Not very satisfied ■ Somewhat satisfied ■ Very satified

Q7. Now, using the same scale, please rate how satisfied you are with each individual service provided by the City of Guelph.
Framework: All respondents
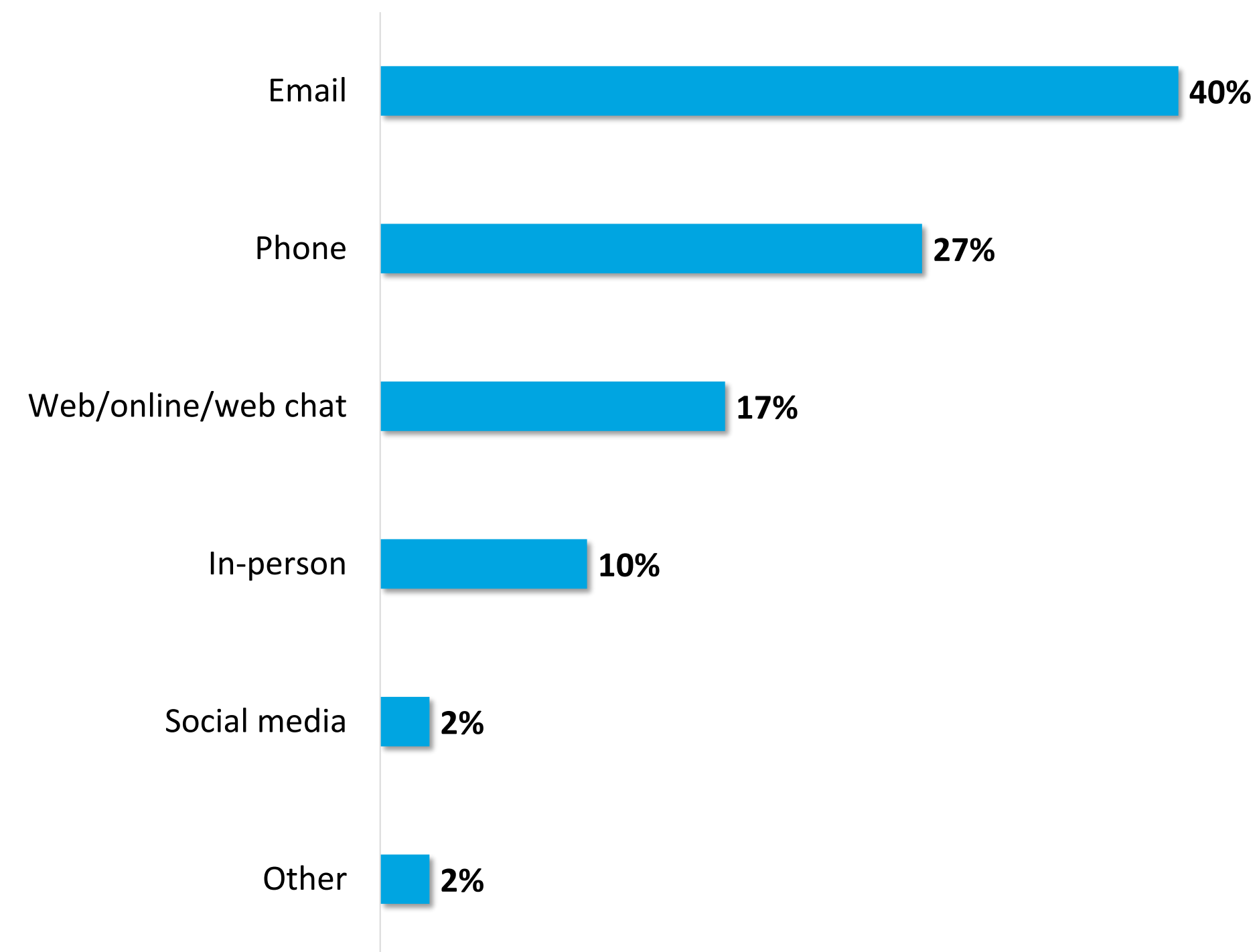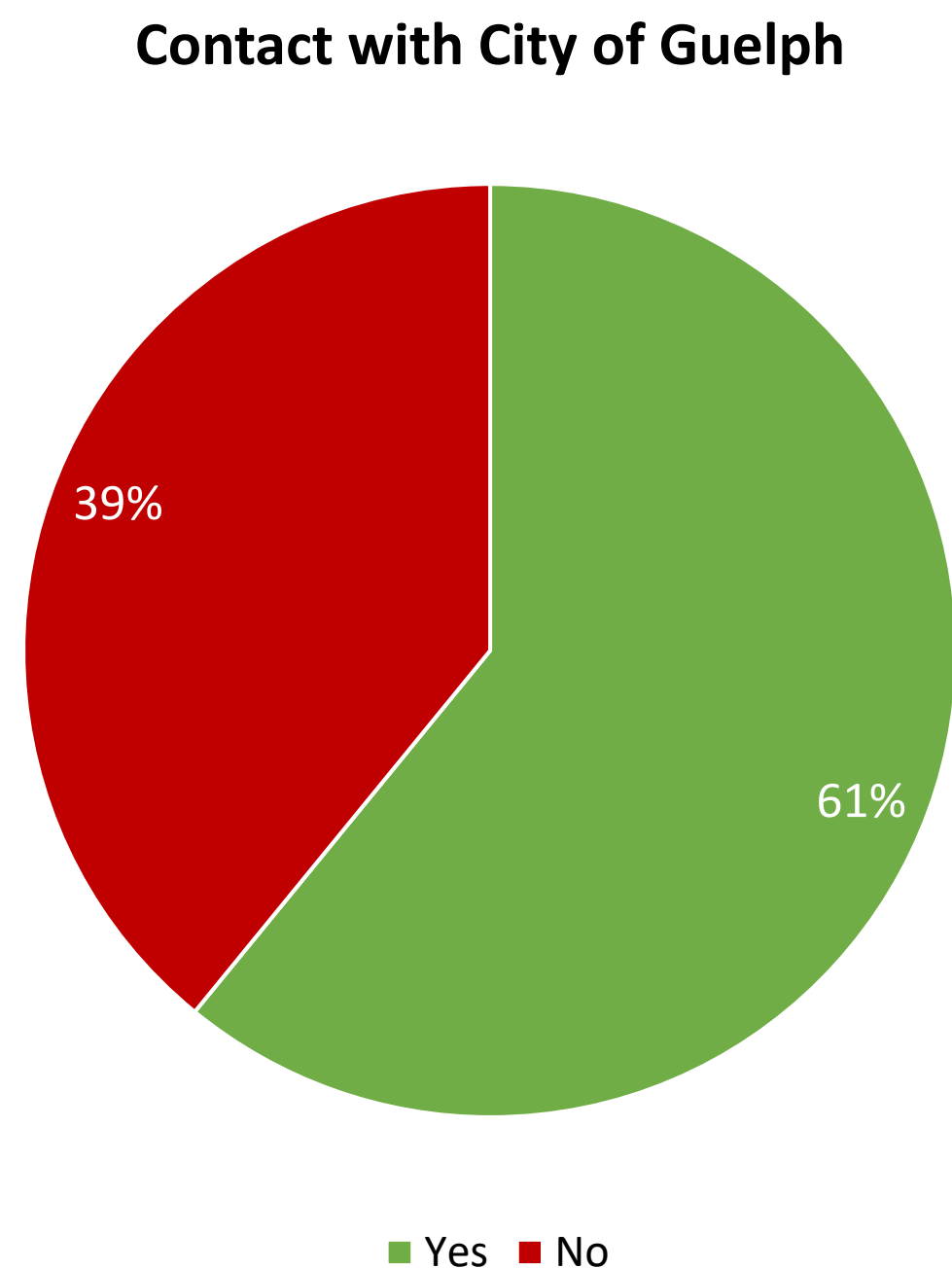**Sample Size**: n= 330

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69

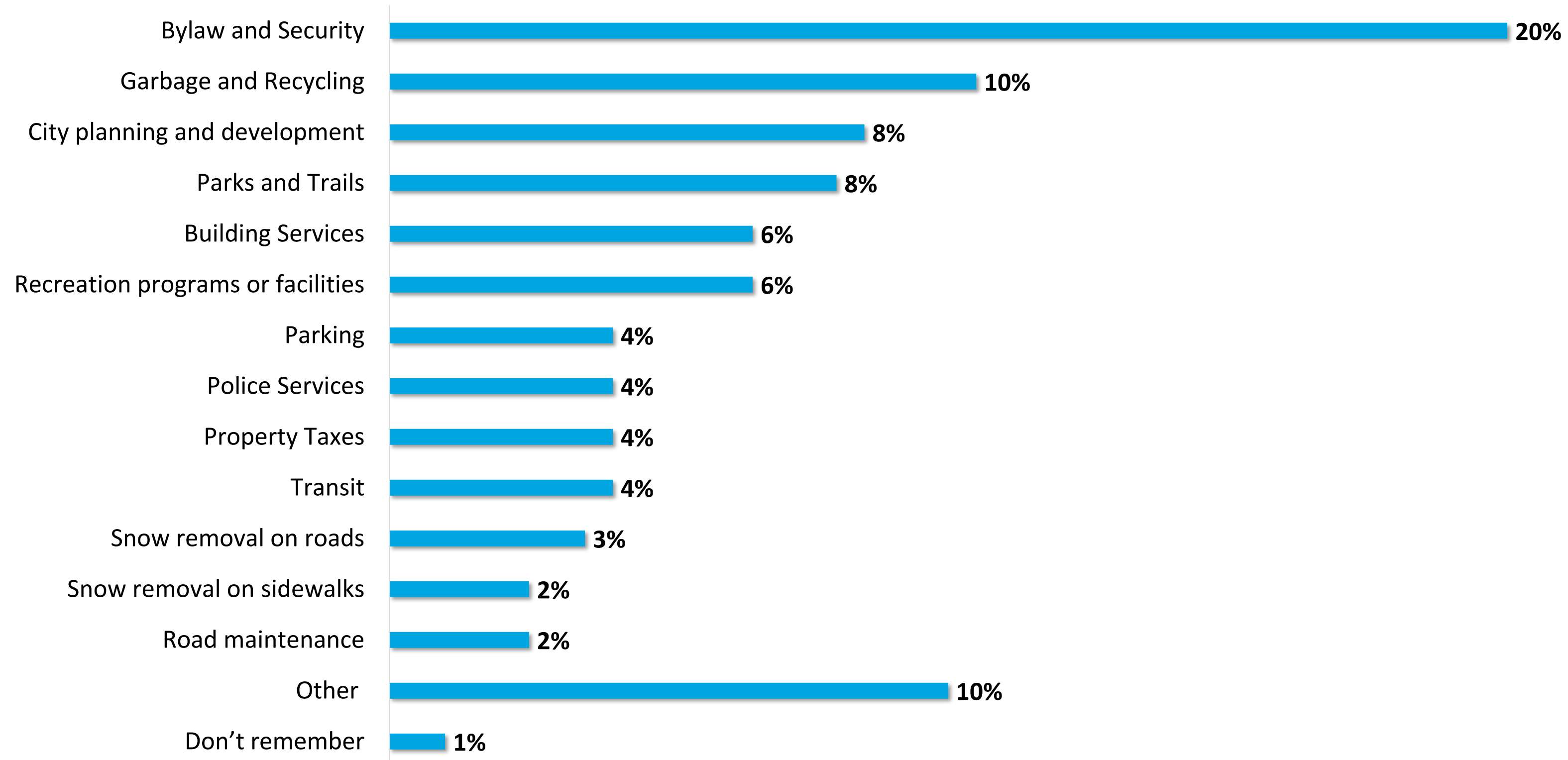# INTERACTION WITH THE CITY

Satisfaction with Services Provided by the City

Just over 3 in 5 respondents (TOP2: 61%) had contact with the City in the past 12 months. Of those, 40% contacted the City by email.

Contact with City of Guelph

39%

61%

■ Yes ■ No

Had contact using...

Email	40%
Phone	27%
Web/online/web chat	17%
In-person	10%
Social media	2%
Other	2%

Department Contacted in Recent Interaction

1 in 5 respondents (20%) contacted the City about bylaws and security in their most recent interaction.

Department	Percentage
Bylaw and Security	20%
Garbage and Recycling	10%
City planning and development	8%
Parks and Trails	8%
Building Services	6%
Recreation programs or facilities	6%
Parking	4%
Police Services	4%
Property Taxes	4%
Transit	4%
Snow removal on roads	3%
Snow removal on sidewalks	2%
Road maintenance	2%
Other	10%
Don't remember	1%

*note: option not shown if <2%

Q8c. Please tell us which City service was the subject of your most recent interaction.
Framework: Respondents who had contact with the City in the past 12 months.
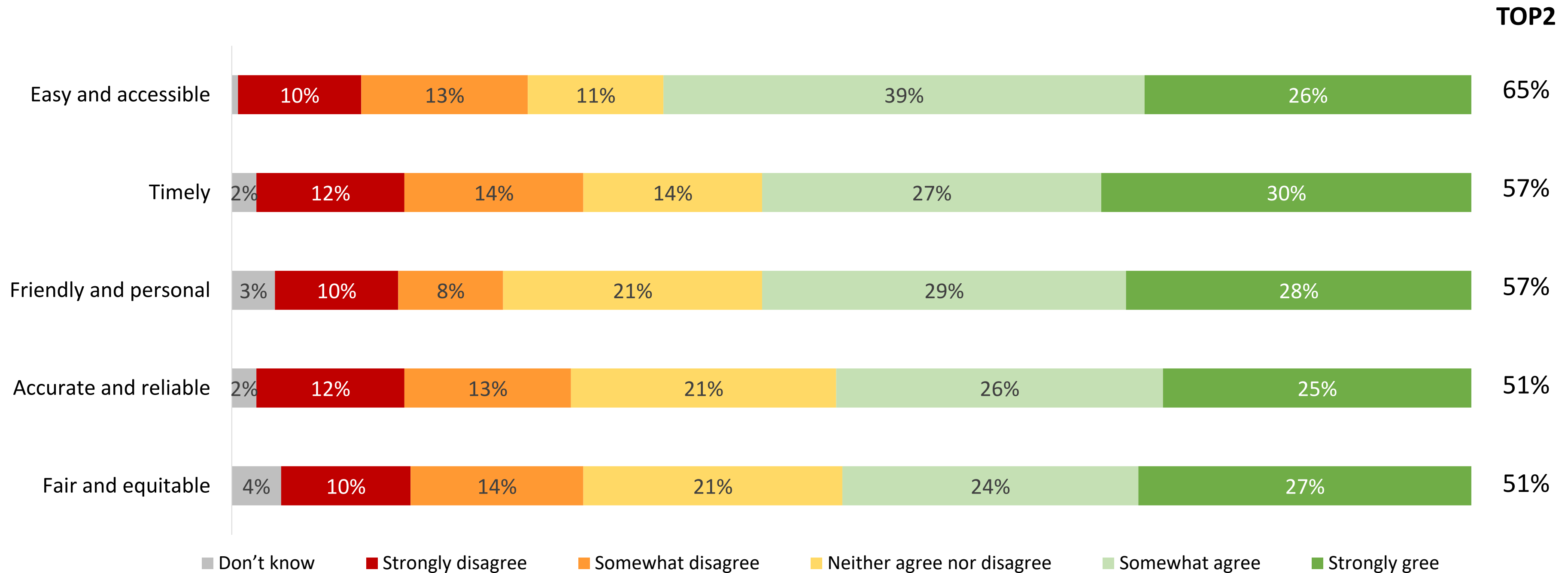**Sample Size**: n= 201

Most Recent Interaction Experience

More than 3 in 5 respondents (TOP2: 65%) agree that the City is easy and accessible.

TOP2

Category	Don't know	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree	TOP2
Easy and accessible		10%	13%	11%	39%	26%	65%
Timely	2%	12%	14%	14%	27%	30%	57%
Friendly and personal	3%	10%	8%	21%	29%	28%	57%
Accurate and reliable	2%	12%	13%	21%	26%	25%	51%
Fair and equitable	4%	10%	14%	21%	24%	27%	51%

■ Don't know ■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree ■ Somewhat agree ■ Strongly gree

Q8d. 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…
Framework: Respondents who had contact with the City in the past 12 months.
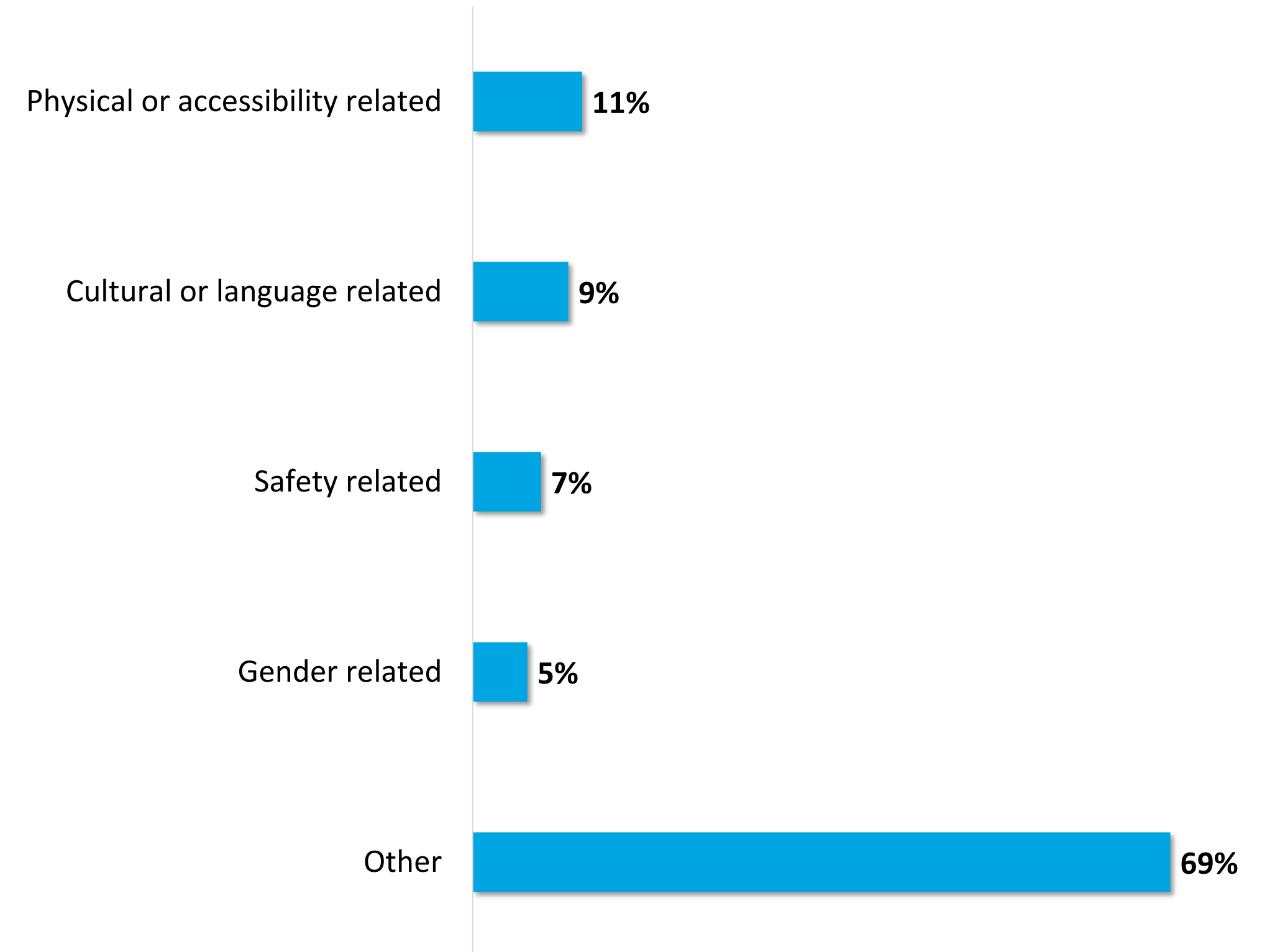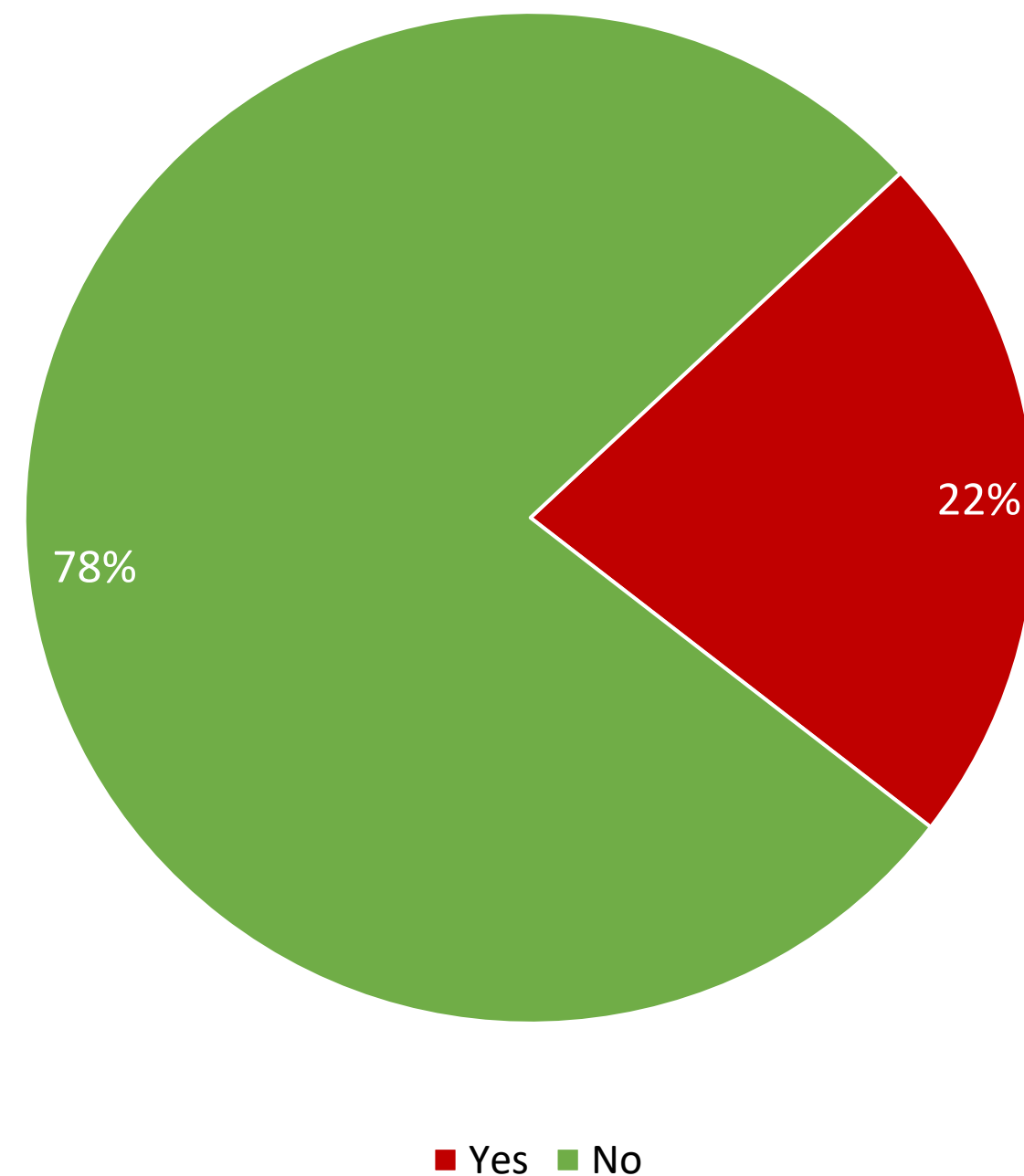**Sample Size**: n= 201

EQUITY IN SERVICE DELIVERY

Barriers in Communication

Just over 1 in 5 respondents (22%) had barriers in communicating with City staff. The most common barrier mentioned was physical or accessibility related (11%).

Barriers in Communicating

- Yes
- No

Type of barrier(s) experienced →

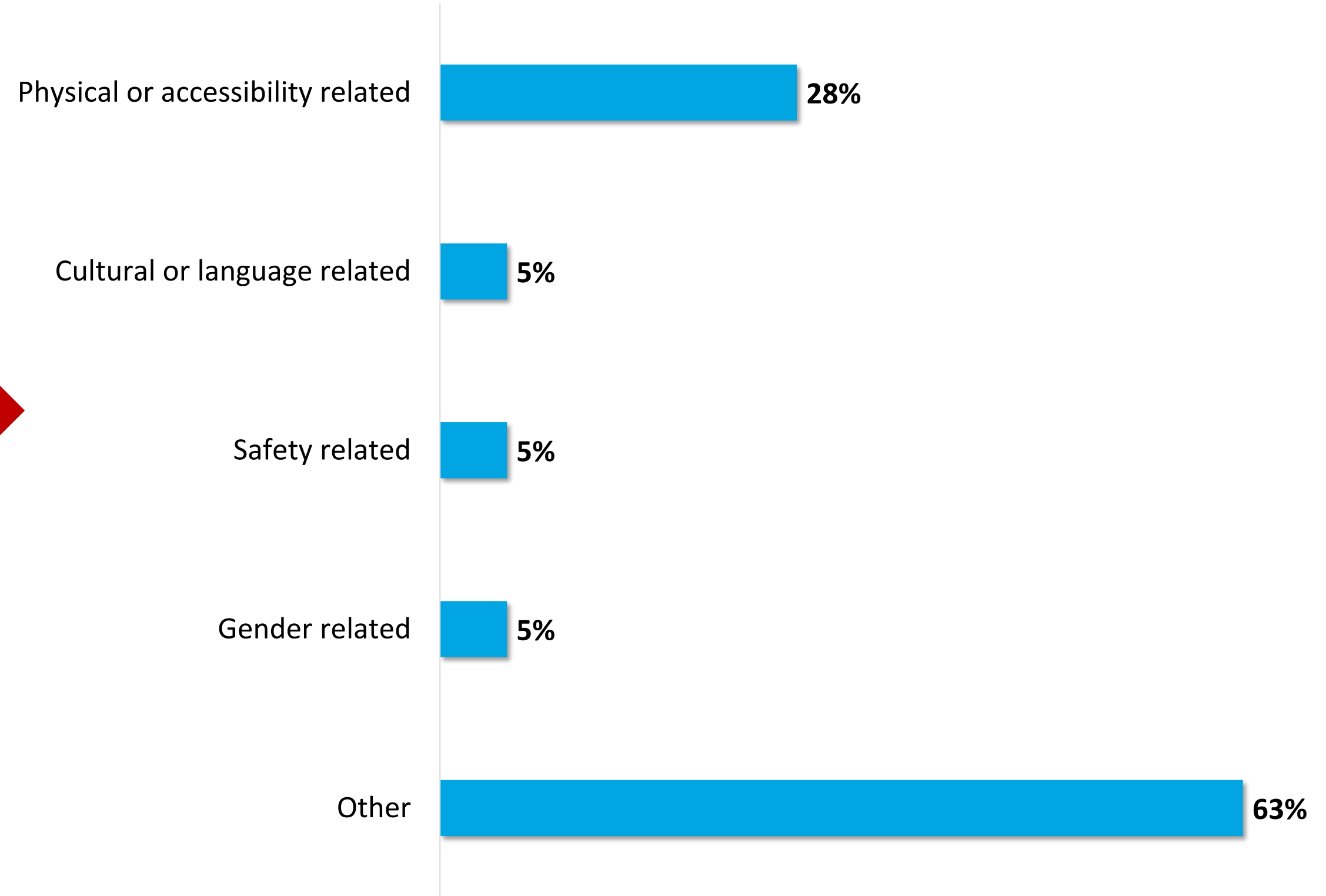|	
Physical or accessibility related	**11%**
Cultural or language related	**9%**
Safety related	**7%**
Gender related	**5%**
Other	**69%**

Barriers in Accessing Programs or Services

Just over 1 in 7 respondents (17%) experienced barriers in accessing City programming or services. The most common barrier experienced was physical or accessibility related (28%).

Barriers Accessing City Programming/Services

- Yes
- No

83%

17%
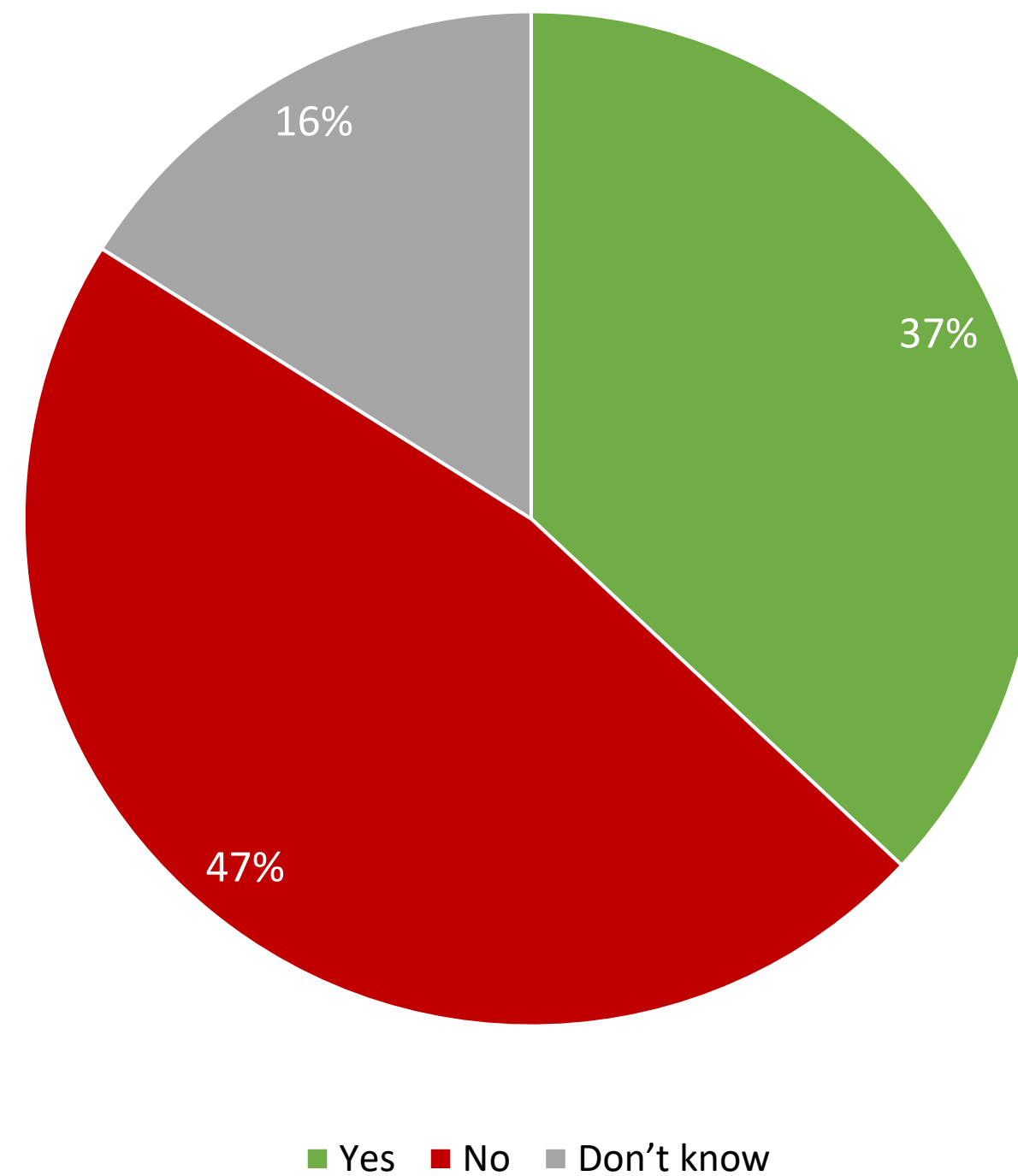
Type of barrier(s) experienced

Type	Percentage
Physical or accessibility related	28%
Cultural or language related	5%
Safety related	5%
Gender related	5%
Other	63%

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City Transparency

Over 1 in 3 respondents (37%) feel that the City of Guelph keeps respondents informed and provides information in an open and transparent manner.

Legend: ■ Yes ■ No ■ Don't know

37%

47%

16%

Q12. Do you feel the City of Guelph keeps respondents informed and provides information in an open and transparent manner?
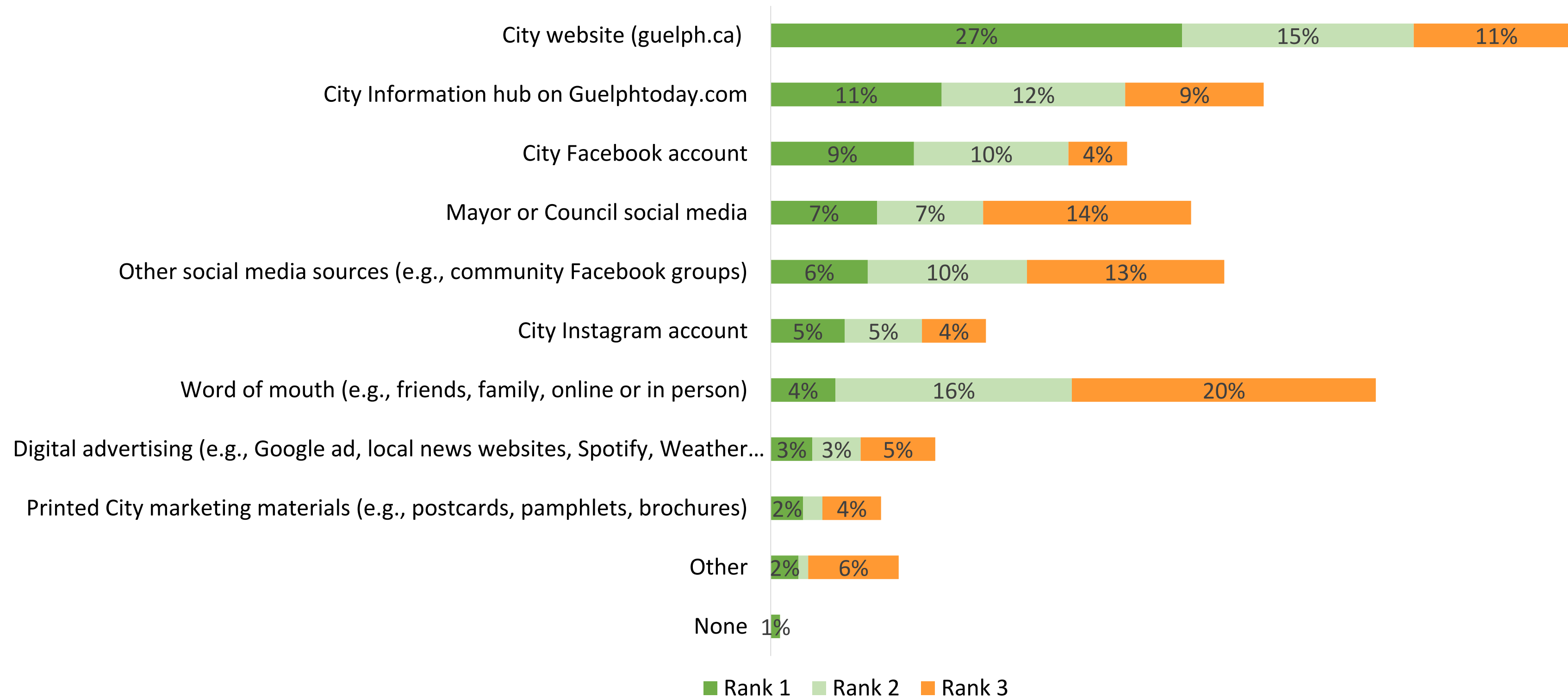**Framework**: All respondents
Sample Size: n= 330

COMMUNICATIONS

Top 3 Sources for Information

The top 3 sources for getting information about the City are through the City website (27%), City information hub (11%), and the City Facebook account (9%).

Source	Rank 1	Rank 2	Rank 3
City website (guelph.ca)	27%	15%	11%
City Information hub on Guelphtoday.com	11%	12%	9%
City Facebook account	9%	10%	4%
Mayor or Council social media	7%	7%	14%
Other social media sources (e.g., community Facebook groups)	6%	10%	13%
City Instagram account	5%	5%	4%
Word of mouth (e.g., friends, family, online or in person)	4%	16%	20%
Digital advertising (e.g., Google ad, local news websites, Spotify, Weather…)	3%	3%	5%
Printed City marketing materials (e.g., postcards, pamphlets, brochures)	2%		4%
Other	2%		6%
None	1%		

■ Rank 1   ■ Rank 2   ■ Rank 3

*note: option not shown if <2%

Q13. What are your top three sources for getting information about the City? Please indicate your ranking by dragging each item to the right, with the most important item at the top. You do not have to rank up to three sources if only one or two are applicable. If none are applicable, that is also an acceptable answer.
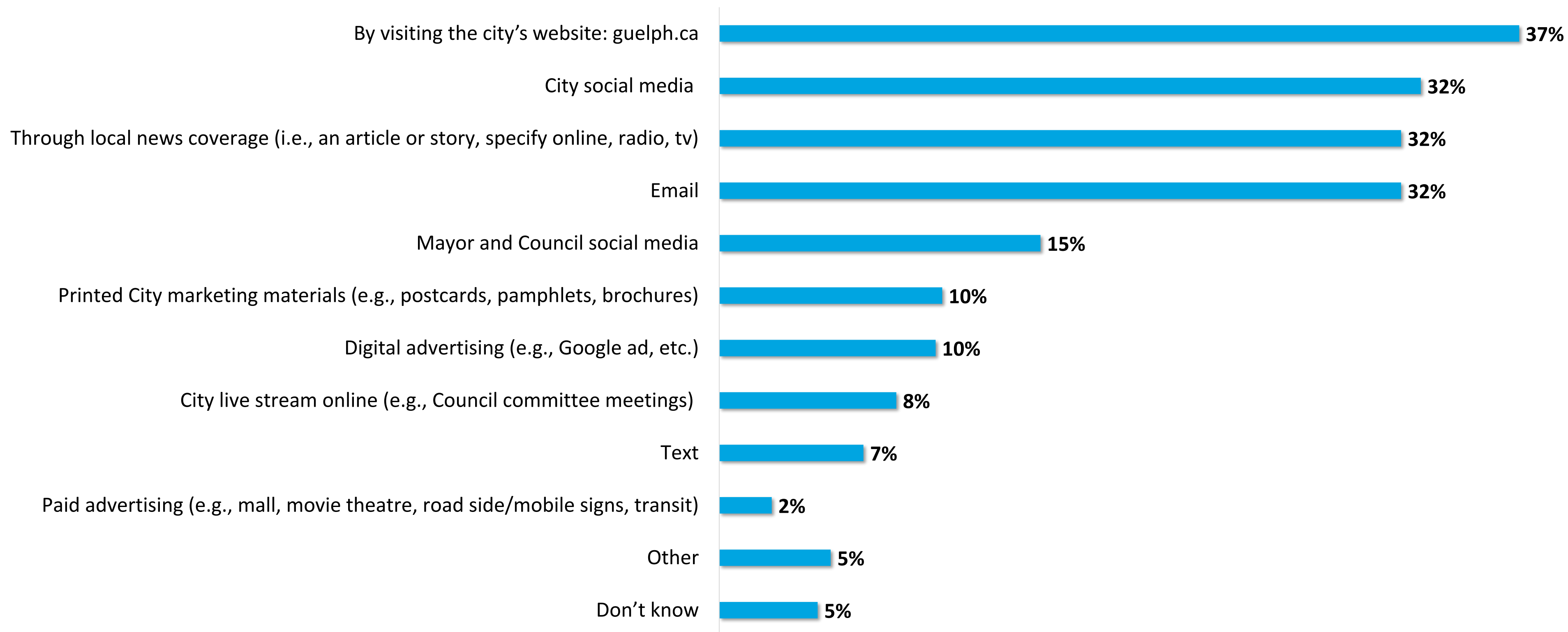**Framework**: All respondents
Sample Size: Rank 1 n= 330; Rank 2 n= 316; Rank 3 n= 286

Preferred Channels for City Information Access

Guelph.ca (37%) is the most preferred channels to access City information.

Channel	Percentage
By visiting the city's website: guelph.ca	37%
City social media	32%
Through local news coverage (i.e., an article or story, specify online, radio, tv)	32%
Email	32%
Mayor and Council social media	15%
Printed City marketing materials (e.g., postcards, pamphlets, brochures)	10%
Digital advertising (e.g., Google ad, etc.)	10%
City live stream online (e.g., Council committee meetings)	8%
Text	7%
Paid advertising (e.g., mall, movie theatre, road side/mobile signs, transit)	2%
Other	5%
Don't know	5%

Q14. How would you prefer to get information from the city?
Framework: All respondents
Sample Size: n= 330

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Preferred Social Media Channel

In general day to day life, Facebook (38%) and Instagram (30%) are the most used or preferred social media channels.
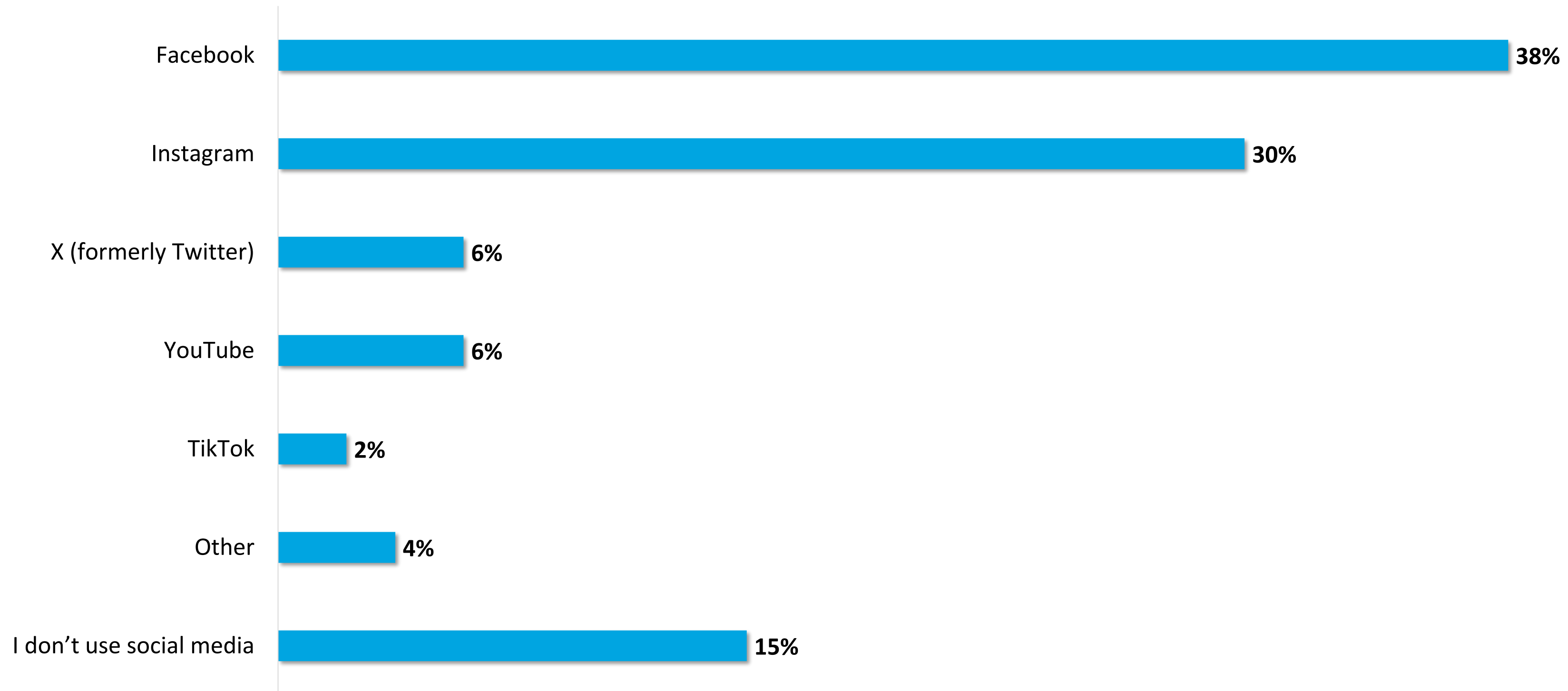
Q15. In your general day to day life, what is your preferred social media channel or the social media channel you use most often?
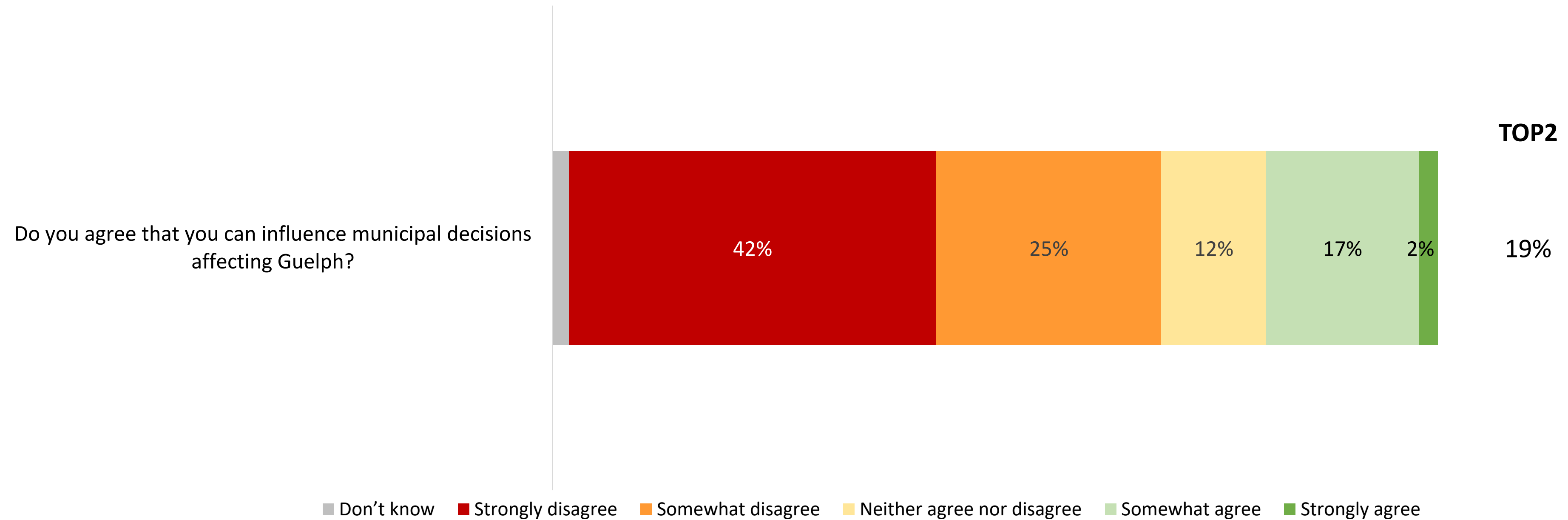**Framework**: All respondents
Sample Size: n= 330

COMMUNITY ENGAGEMENT

Influence on Municipal Decisions

Nearly 1 in 5 respondents (TOP2: 19%) agree that they can influence municipal decisions affecting Guelph.

TOP2

Do you agree that you can influence municipal decisions affecting Guelph?

| 42% | 25% | 12% | 17% | 2% | **19%** |

Legend: ■ Don't know ■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree ■ Somewhat agree ■ Strongly agree

Q16. Would you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that you can influence municipal decisions affecting Guelph?
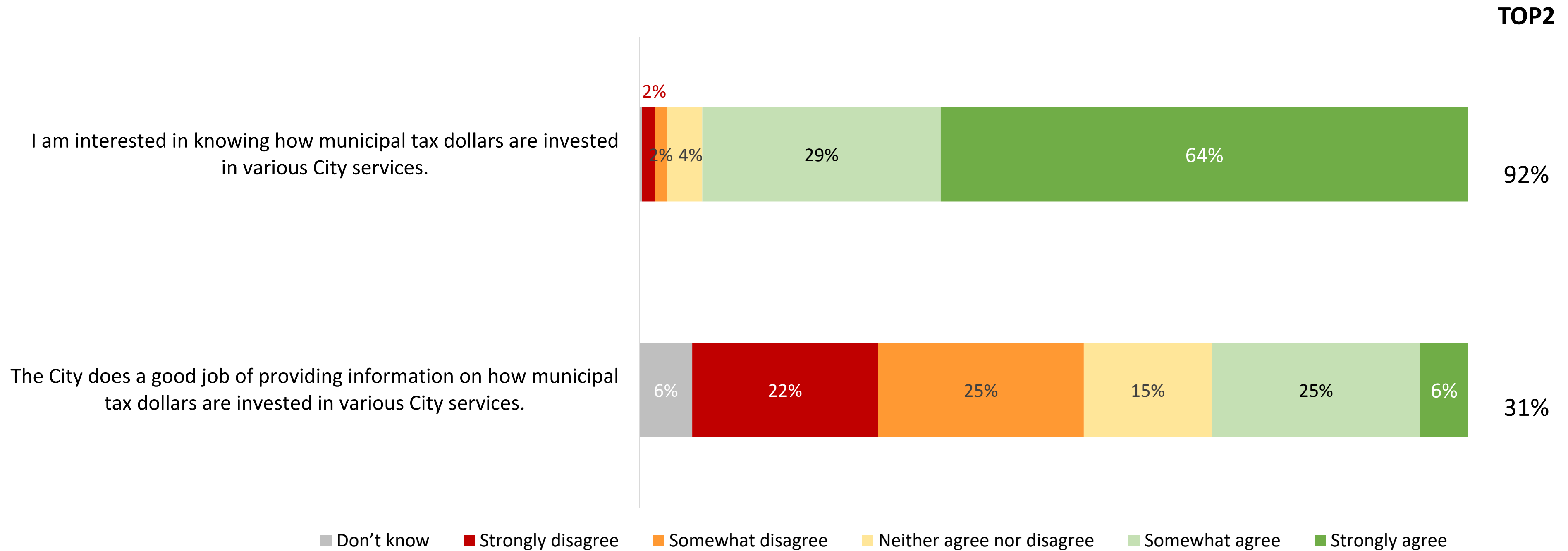**Framework**: All respondents
Sample Size: n= 330

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VALUE FOR TAX DOLLARS

Municipal Tax Dollars

Just over 9 in 10 respondents (TOP2: 92%) are interested in knowing how municipal tax dollars are invested in various City services.
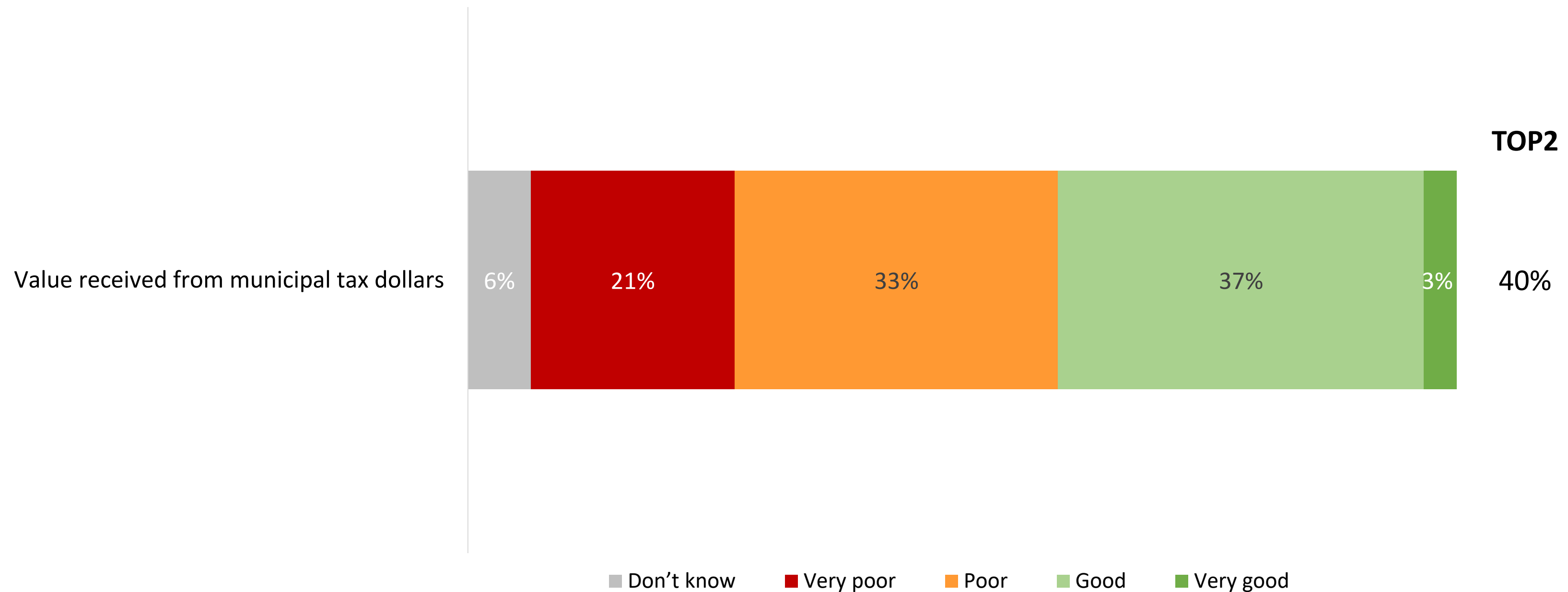
TOP2

I am interested in knowing how municipal tax dollars are invested in various City services.

2%

2% 4% | 29% | 64%

92%

The City does a good job of providing information on how municipal tax dollars are invested in various City services.

6% | 22% | 25% | 15% | 25% | 6%

31%

■ Don't know   ■ Strongly disagree   ■ Somewhat disagree   ■ Neither agree nor disagree   ■ Somewhat agree   ■ Strongly agree

Q17. Please rate your level of agreement with the following statements:
Framework: All respondents
Sample Size: n= 330

Value for Tax Dollars

2 in 5 respondents (TOP2: 40%) think the programs and services they receive from the City of Guelph are good.

TOP2

Value received from municipal tax dollars	6%	21%	33%	37%	3%	**40%**

Legend: ■ Don't know ■ Very poor ■ Poor ■ Good ■ Very good

Q18. Thinking about all the programs and services you receive from the City of Guelph, please rate the value you feel you receive from municipal tax dollars. Would you say the value you receive is…
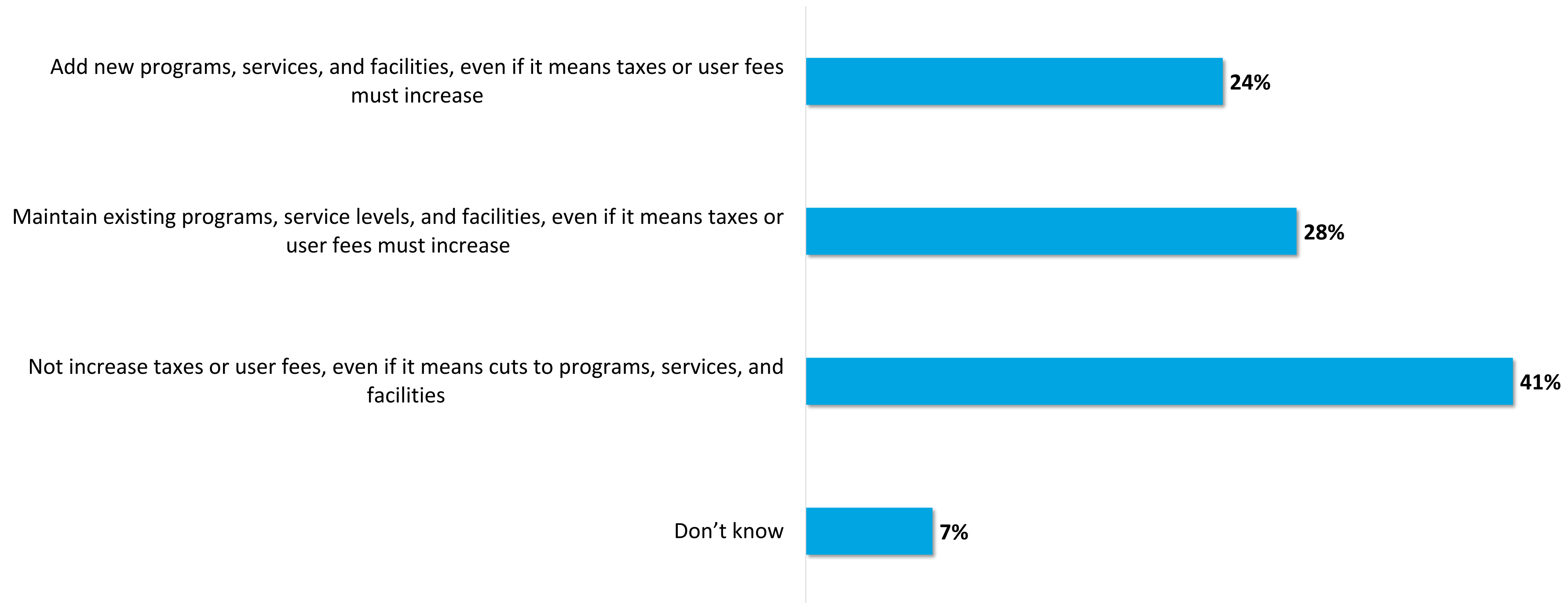**Framework**: All respondents
Sample Size: n= 330

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Balancing Taxes and Services in Guelph

Just over 2 in 5 respondents (41%) stated that not increasing taxes or user fees, even if its means to cut programs, services, and facilities best reflects their view.

Category	Percentage
Add new programs, services, and facilities, even if it means taxes or user fees must increase	24%
Maintain existing programs, service levels, and facilities, even if it means taxes or user fees must increase	28%
Not increase taxes or user fees, even if it means cuts to programs, services, and facilities	41%
Don't know	7%

Q19. The primary source of funding to pay for services provided by the City of Guelph is through the collection of municipal property taxes. Due to the increased cost of maintaining current service levels and infrastructure, the City of Guelph must balance taxation and service delivery levels. To deal with this situation, which of the following three statements best reflects your view?
Framework: All respondents
Sample Size: n= 330
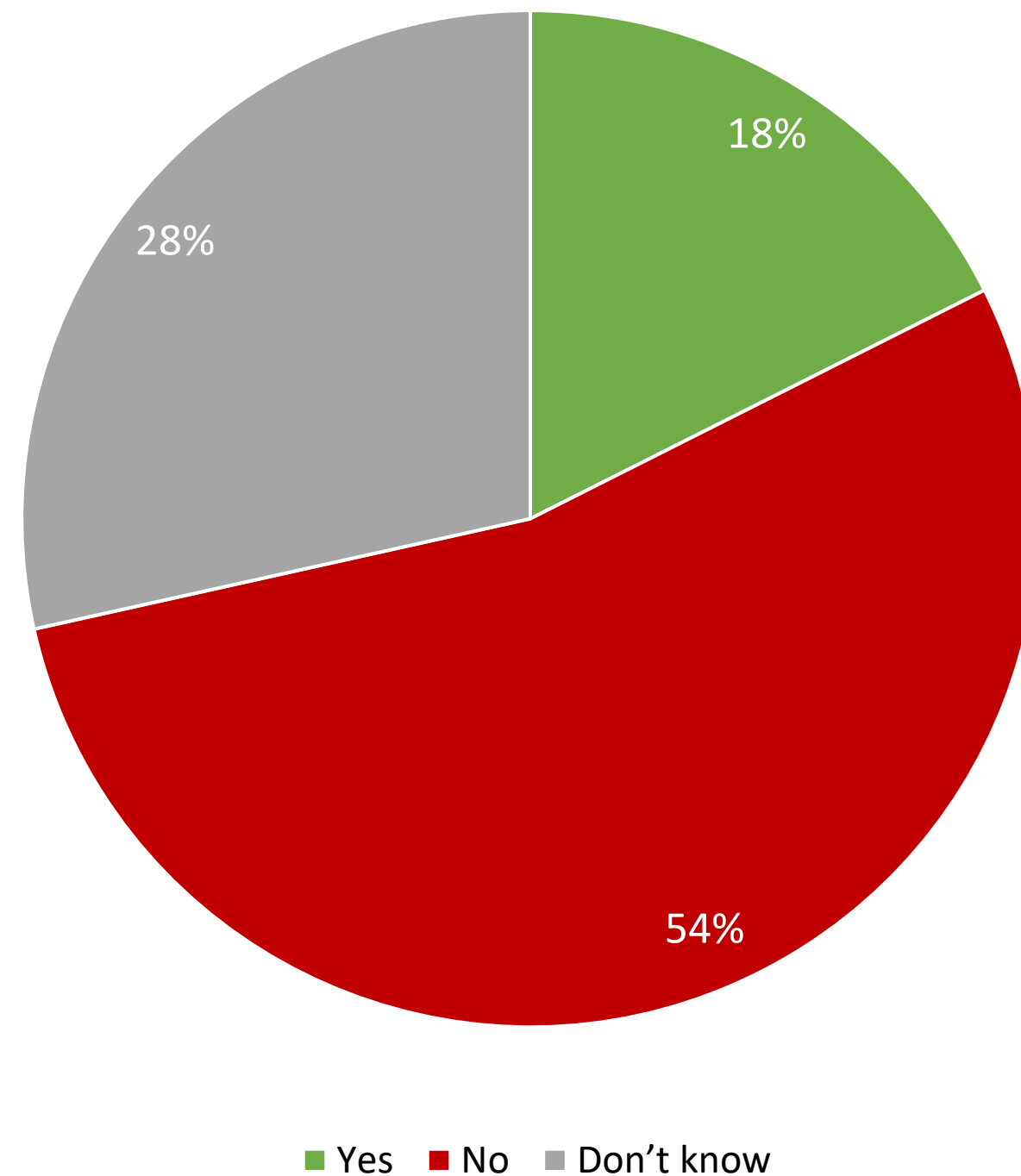
STRATEGIC PLAN / DIRECTION OF MUNICIPAL GOVERNMENT

Progress Towards Future Guelph's Vision

Nearly 1 in 5 respondents (18%) stated that they think the City of Guelph is achieving its vision to be an inclusive, connected, and prosperous City.

18%

28%

54%

■ Yes ■ No ■ Don't know

Q20. Based on what you know of the City's strategic plan Future Guelph, is Guelph achieving its vision to be an inclusive, connected, prosperous city where we look after each other and our environment?
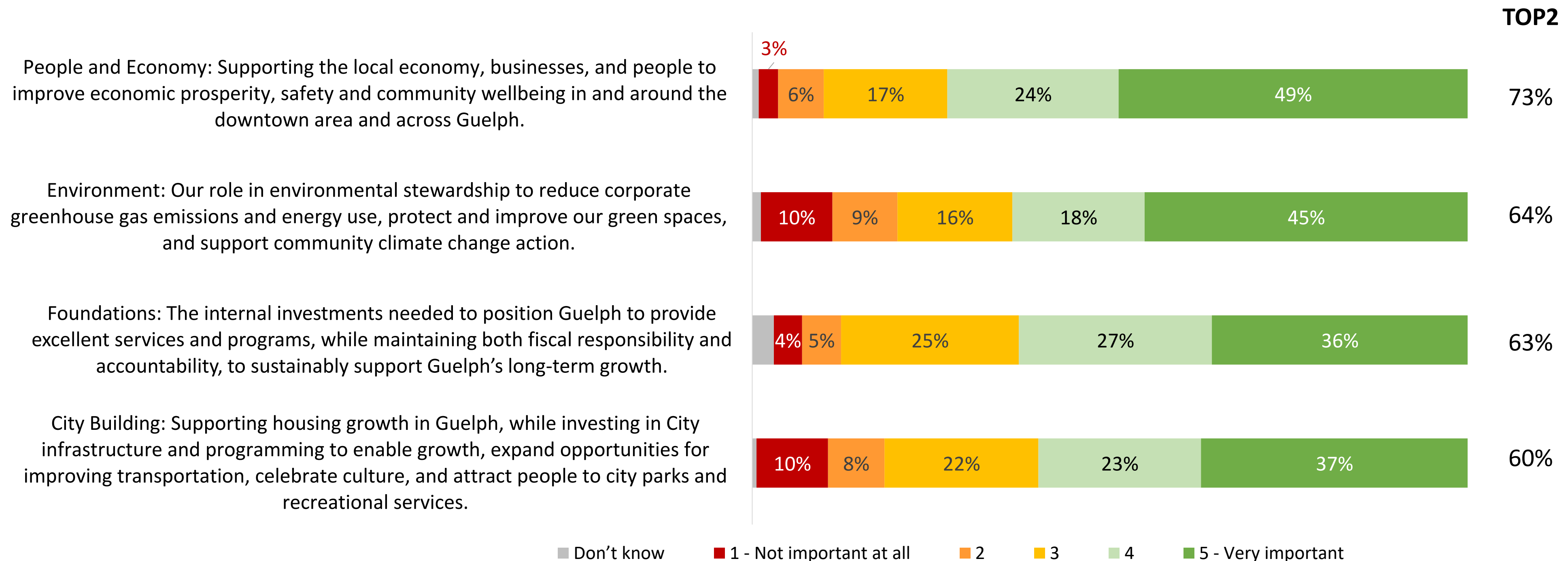**Framework**: All respondents
Sample Size: n= 330

Progress Towards Future Guelph's Vision

Nearly 3 in 4 respondents (TOP2: 73%) rate people and the economy as an important priority for the City.

TOP2

People and Economy: Supporting the local economy, businesses, and people to improve economic prosperity, safety and community wellbeing in and around the downtown area and across Guelph.
3% | 6% | 17% | 24% | 49%
73%

Environment: Our role in environmental stewardship to reduce corporate greenhouse gas emissions and energy use, protect and improve our green spaces, and support community climate change action.
10% | 9% | 16% | 18% | 45%
64%

Foundations: The internal investments needed to position Guelph to provide excellent services and programs, while maintaining both fiscal responsibility and accountability, to sustainably support Guelph's long-term growth.
4% | 5% | 25% | 27% | 36%
63%

City Building: Supporting housing growth in Guelph, while investing in City infrastructure and programming to enable growth, expand opportunities for improving transportation, celebrate culture, and attract people to city parks and recreational services.
10% | 8% | 22% | 23% | 37%
60%

■ Don't know   ■ 1 - Not important at all   ■ 2   ■ 3   ■ 4   ■ 5 - Very important

Q21. In the City's Strategic Plan, there are four strategic themes. For each of the following themes, please rate the level of importance of this being a city priority on a scale of 1 to 5, where 1 means 'not important at all' and 5 means 'very important'
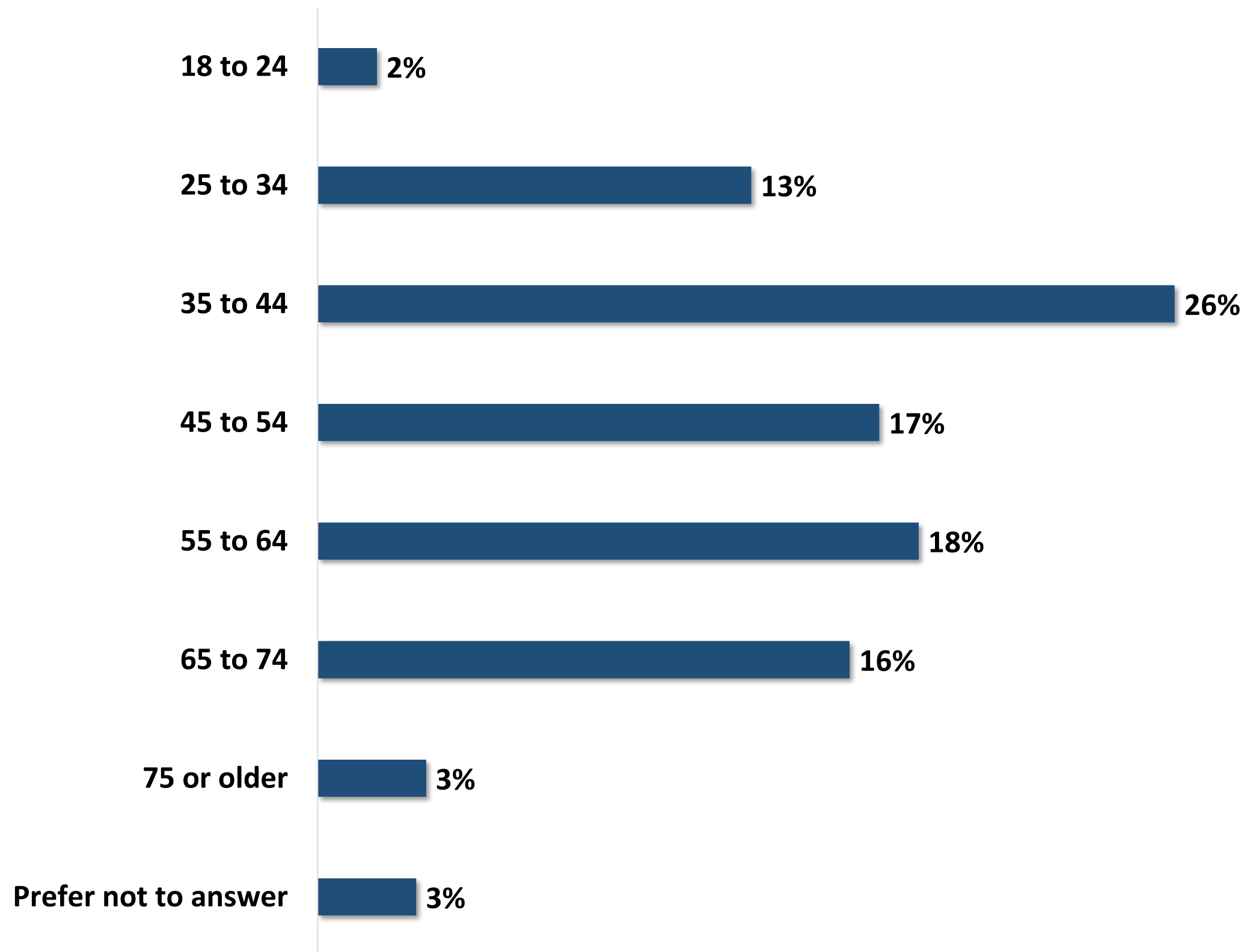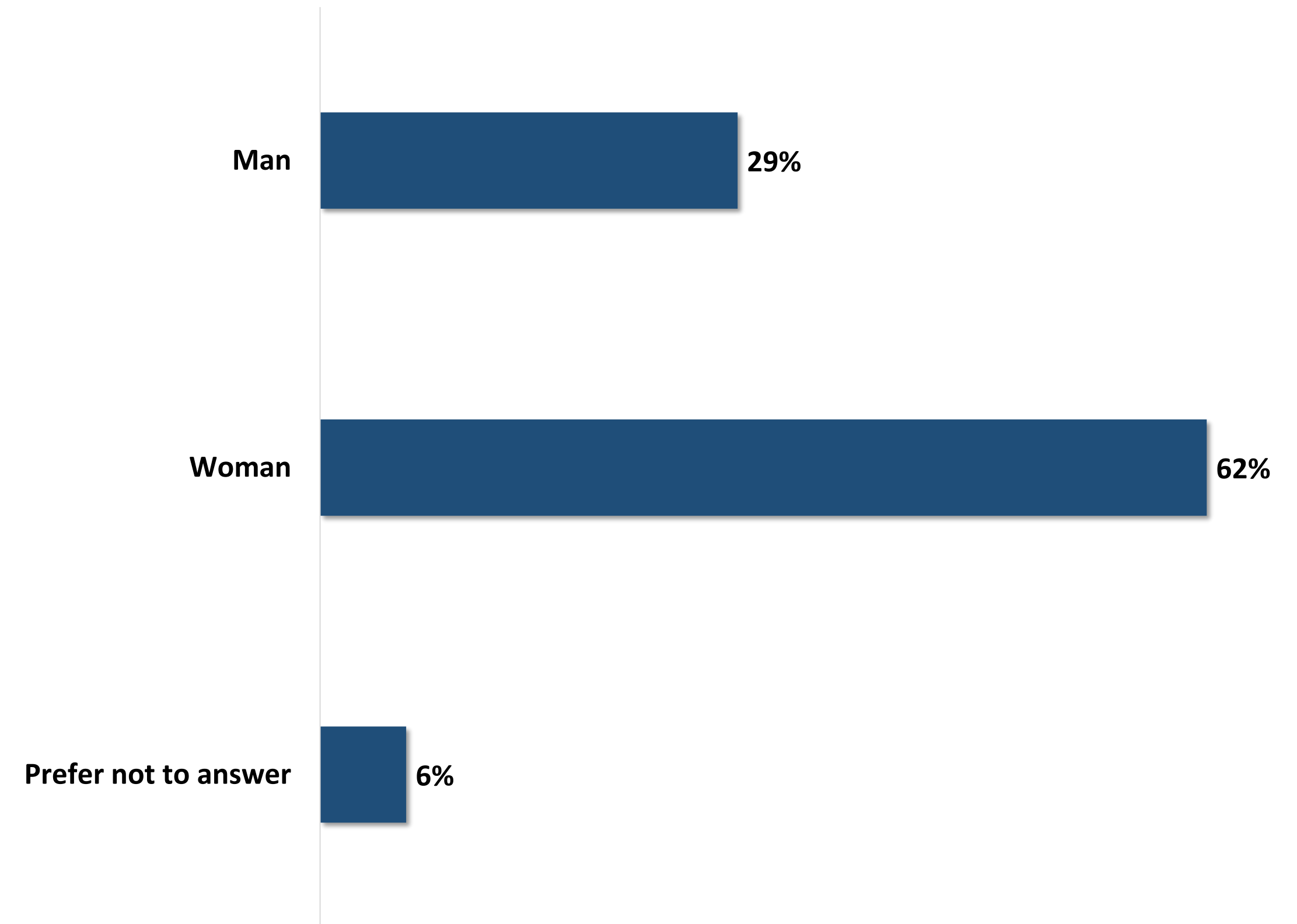**Framework**: All respondents
Sample Size: n= 330

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DEMOGRAPHICS

Demographics

Age

- **18 to 24**: 2%
- **25 to 34**: 13%
- **35 to 44**: 26%
- **45 to 54**: 17%
- **55 to 64**: 18%
- **65 to 74**: 16%
- **75 or older**: 3%
- **Prefer not to answer**: 3%

Gender

- **Man**: 29%
- **Woman**: 62%
- **Prefer not to answer**: 6%

D1. Which of the following age categories do you belong to? **/ D2.** With which gender do you most identify with?
Framework: All respondents **/ D2.** All respondents
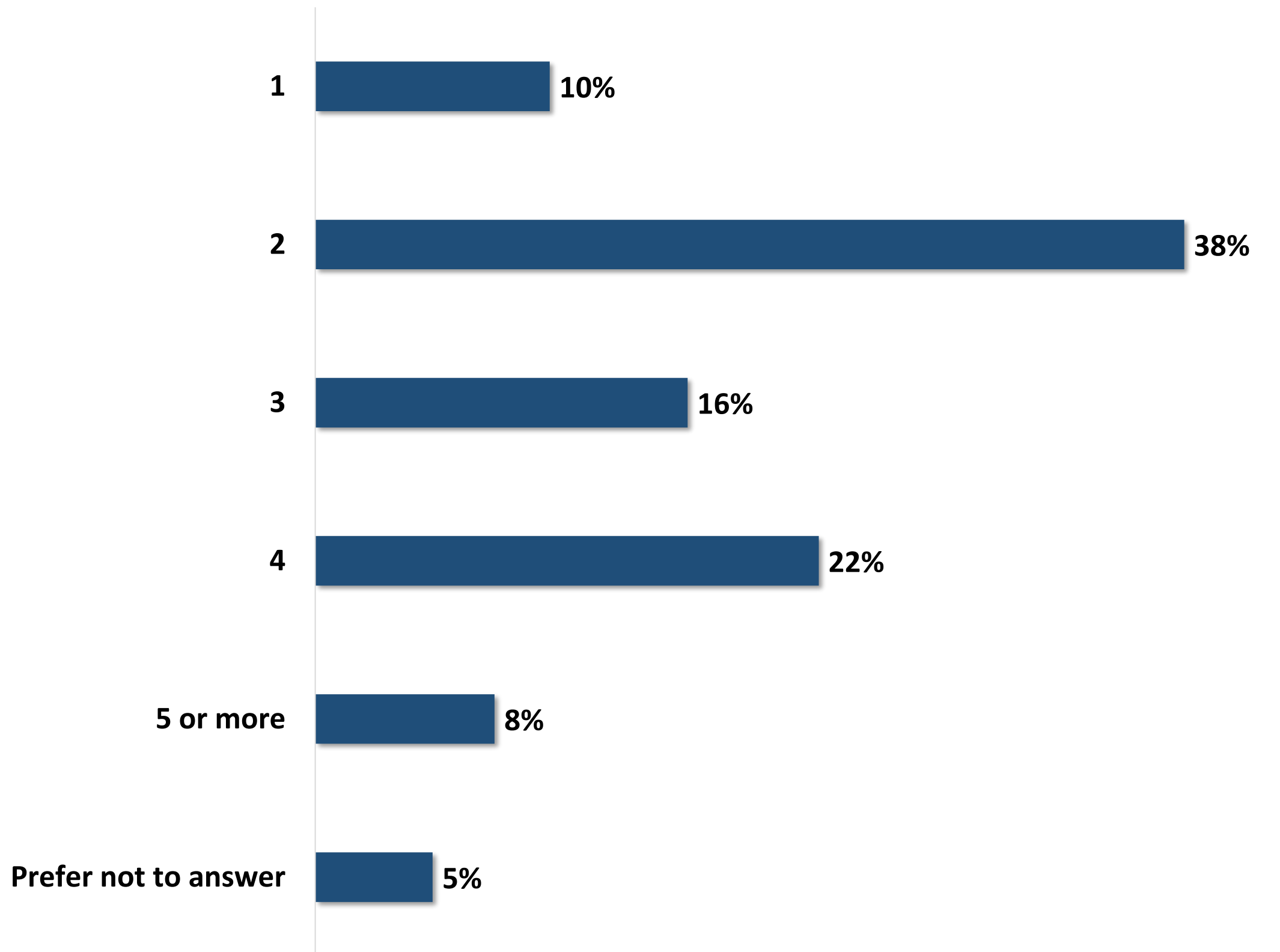**Sample Size**: n= 330 **/ D2.** n= 330

Demographics

Tenure of Living in Guelph
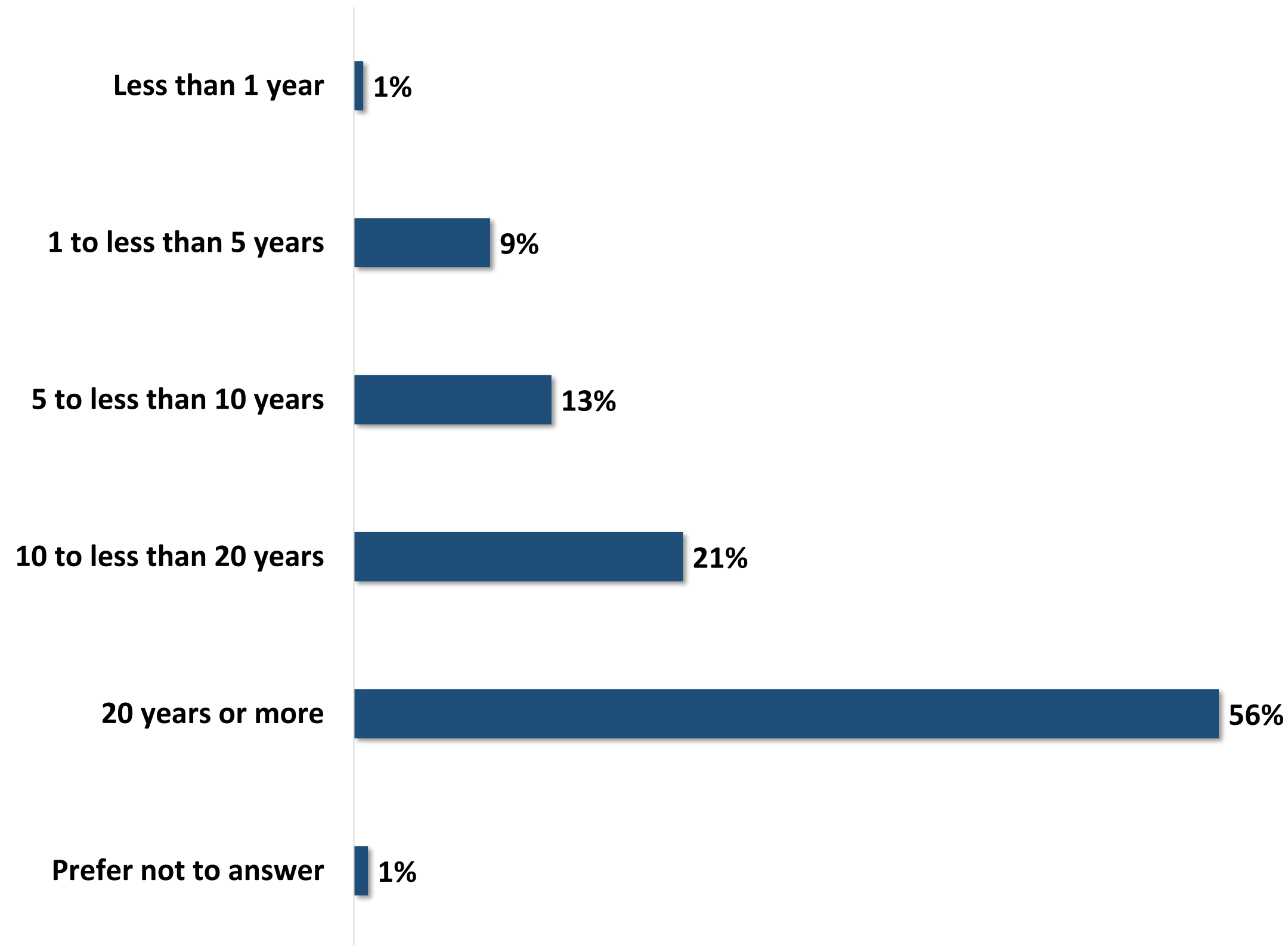
- Less than 1 year: 1%
- 1 to less than 5 years: 9%
- 5 to less than 10 years: 13%
- 10 to less than 20 years: 21%
- 20 years or more: 56%
- Prefer not to answer: 1%

Household Size

- 1: 10%
- 2: 38%
- 3: 16%
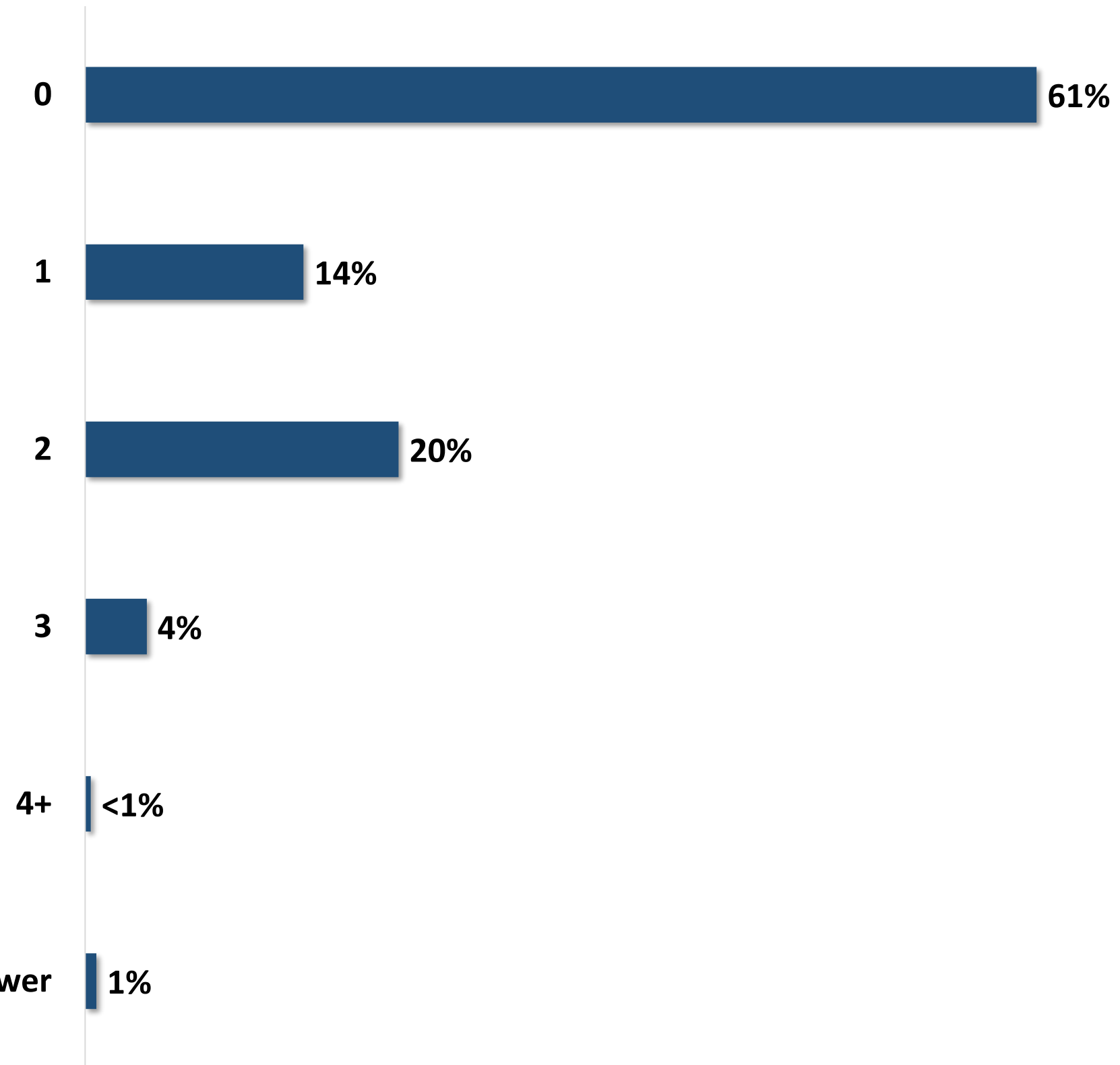- 4: 22%
- 5 or more: 8%
- Prefer not to answer: 5%

D3. How long have you lived in the City of Guelph? / **D4a.** Including yourself, how many people are living in your household?
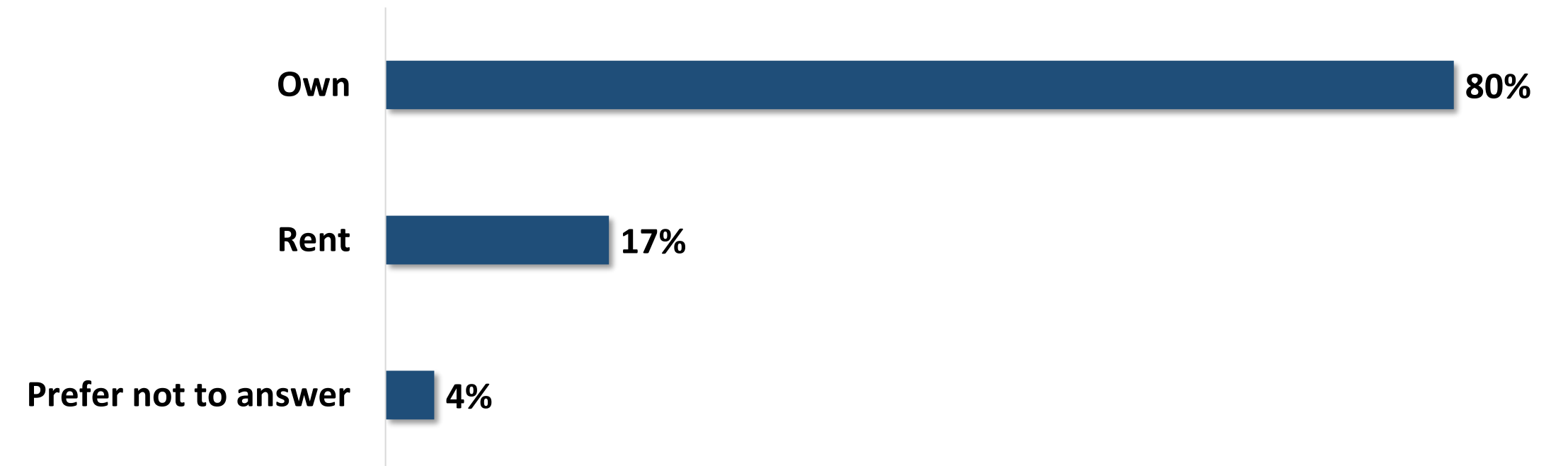**Framework**: All respondents / **D4.** All respondents
Sample Size: n= 330 / **D4.** n= 330

Demographics

Children in Household

0	61%
1	14%
2	20%
3	4%
4+	<1%
Prefer not to answer	1%

Own or Rent

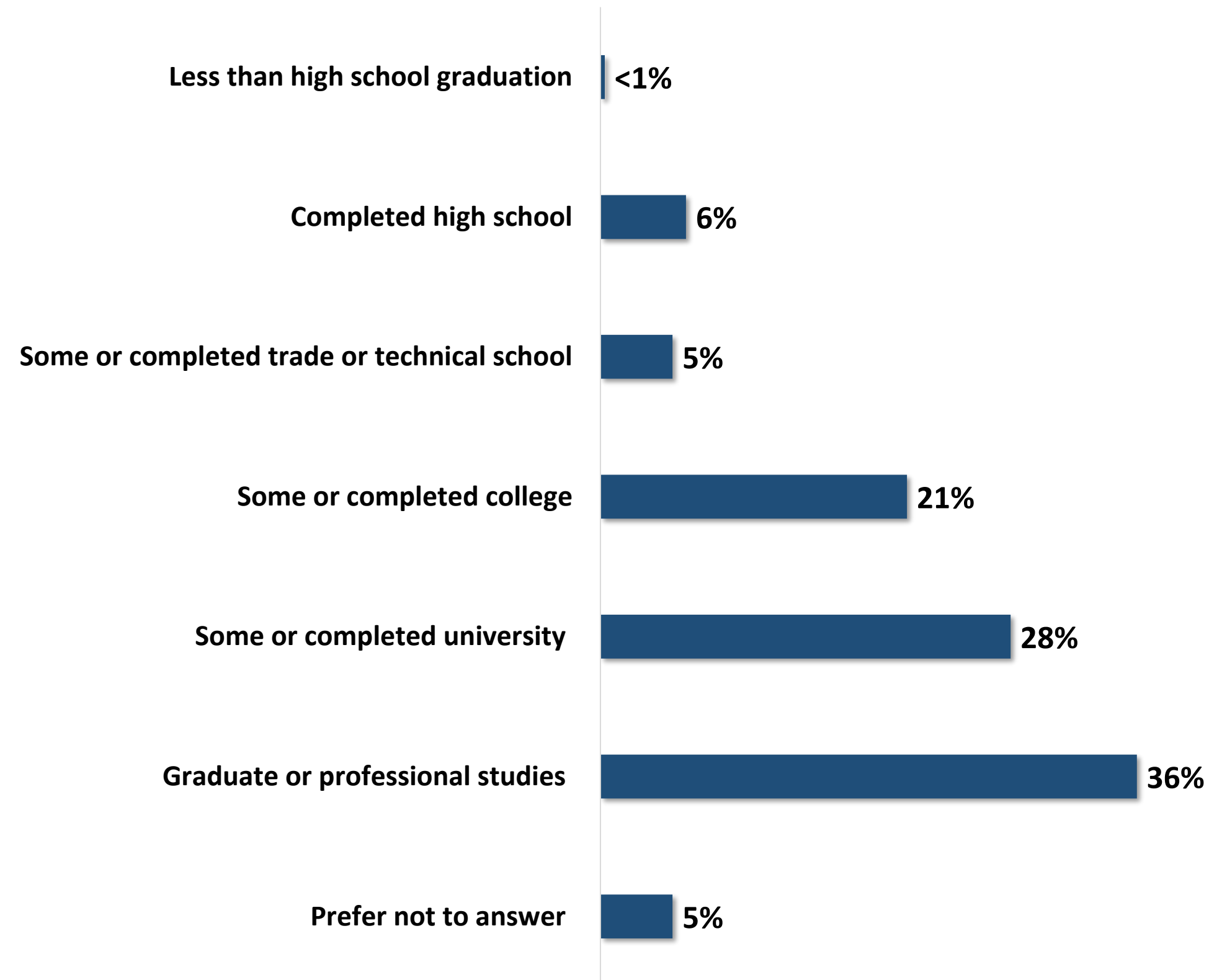|	
Own	80%
Rent	17%
Prefer not to answer	4%

D4b. How many children under the age of 18 are living in your home? / **D5.** Do you own or rent your home?
Framework: Respondents who live with someone / **D5.** All respondents
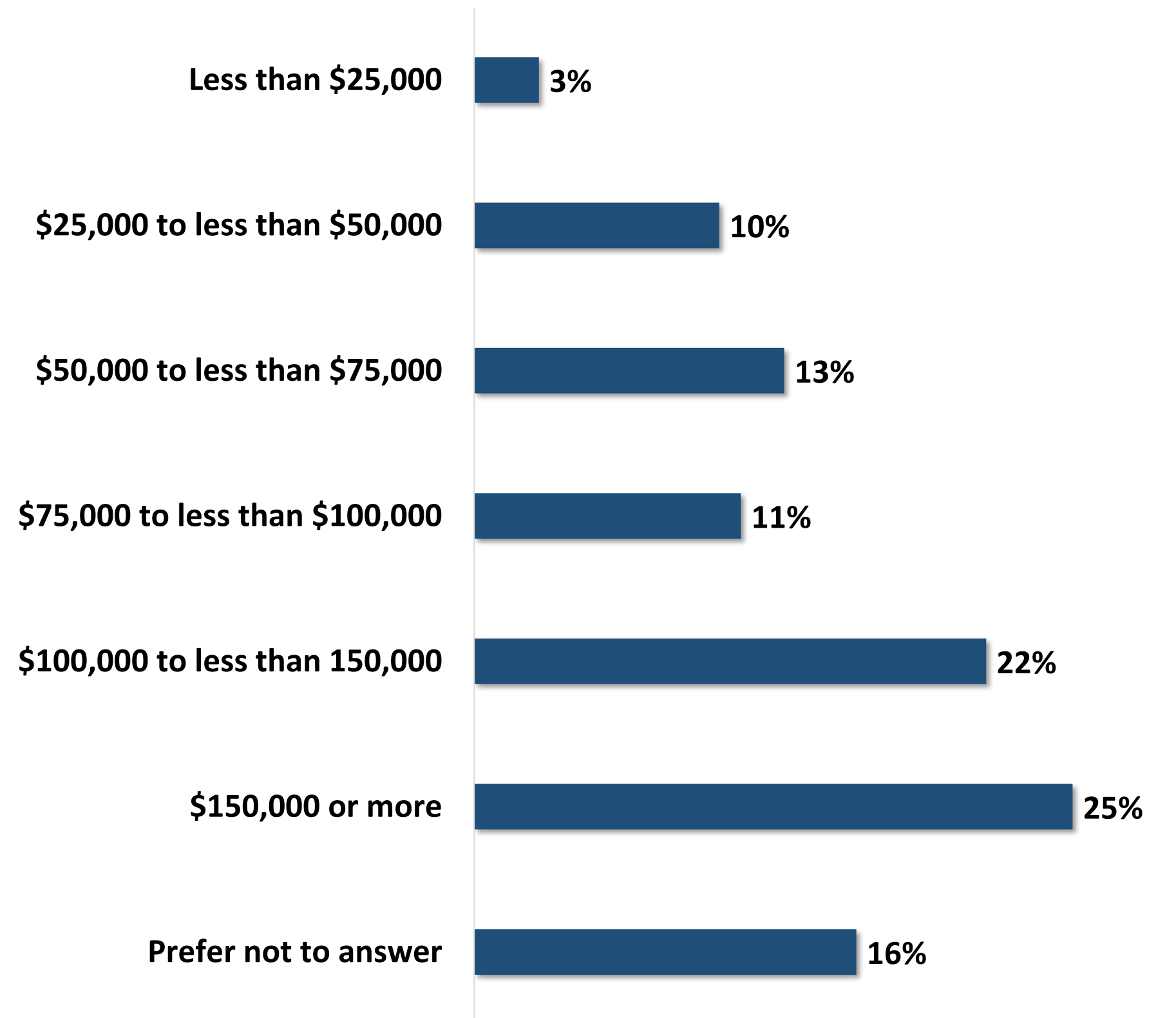**Sample Size**: n= 279 / **D5.** n= 330

Demographics

Education Level

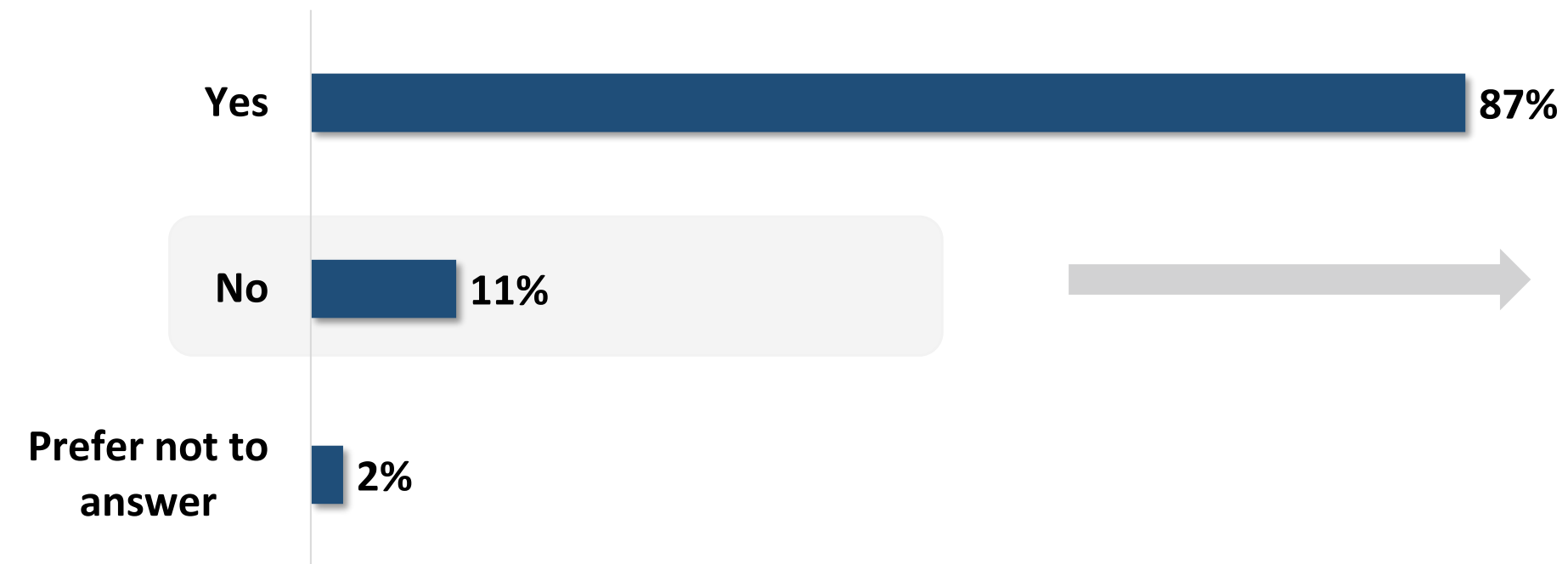|	
Less than high school graduation	<1%
Completed high school	6%
Some or completed trade or technical school	5%
Some or completed college	21%
Some or completed university	28%
Graduate or professional studies	36%
Prefer not to answer	5%

Annual Income

Less than $25,000	3%
$25,000 to less than $50,000	10%
$50,000 to less than $75,000	13%
$75,000 to less than $100,000	11%
$100,000 to less than 150,000	22%
$150,000 or more	25%
Prefer not to answer	16%

Demographics

Born in Canada

- Yes — 87%
- No — 11%
- Prefer not to answer — 2%

Identify with Disability

- Yes — 15%
- No — 80%
- Prefer not to answer — 5%

Status in Canada

- Canadian Citizen — 81%
- Permanent Resident — 17%
- Temporary Resident — 3%
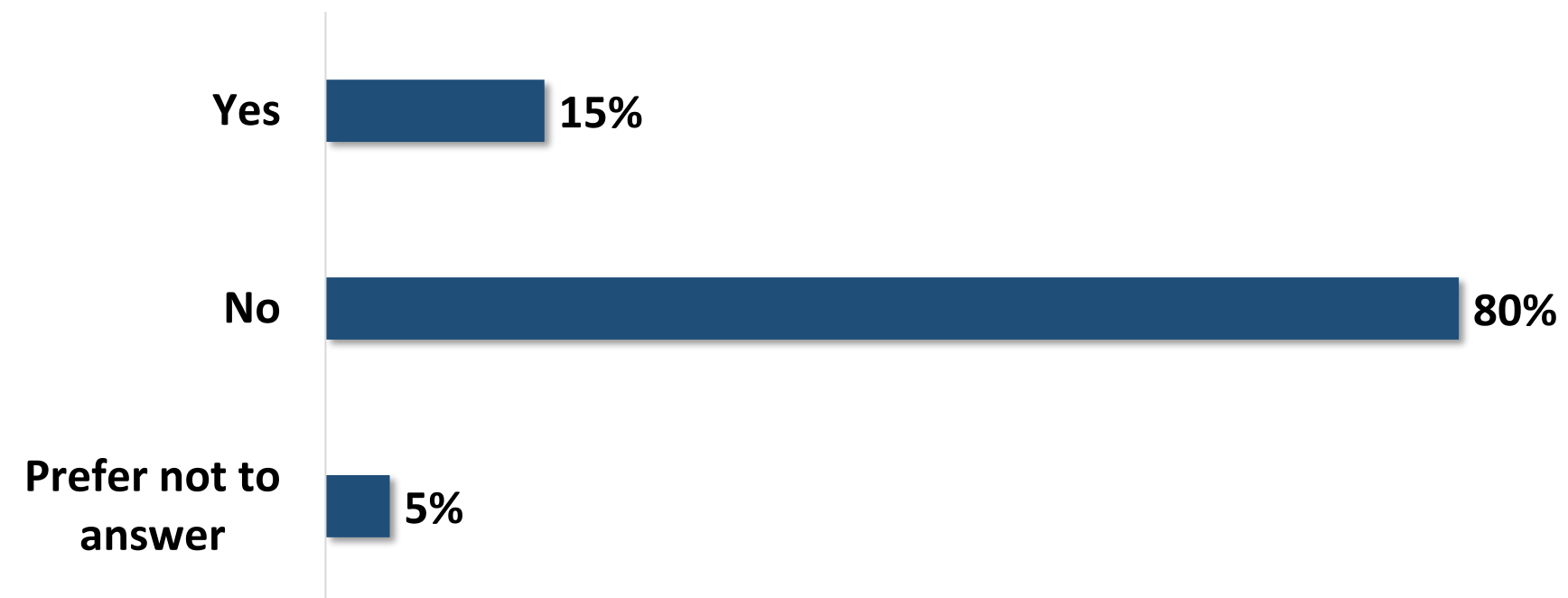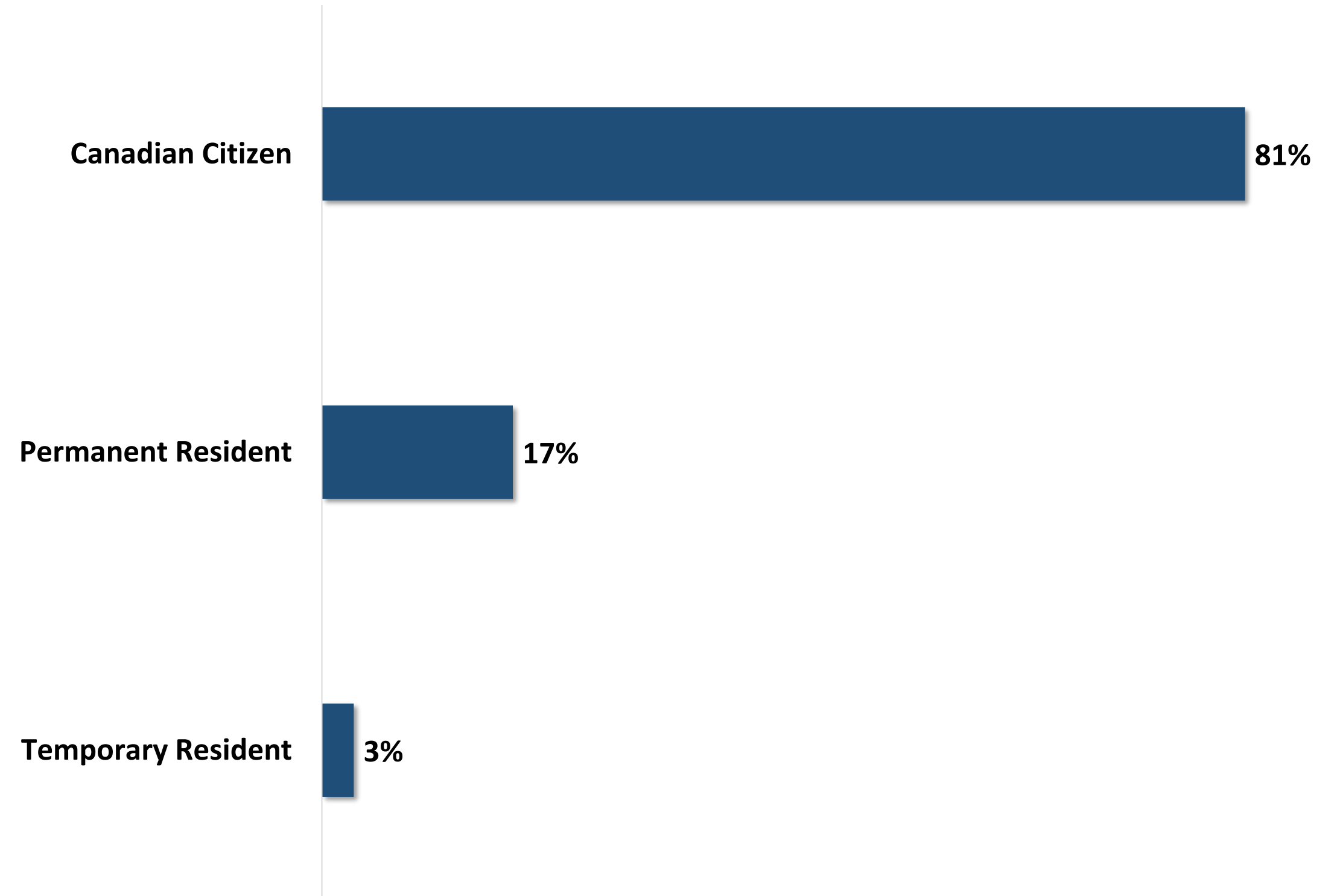
D8a. Were you born in Canada? / **D8b.** What is your current immigration status? / **D9.** Do you identify as a person with a disability, or are you a person with accessibility needs?
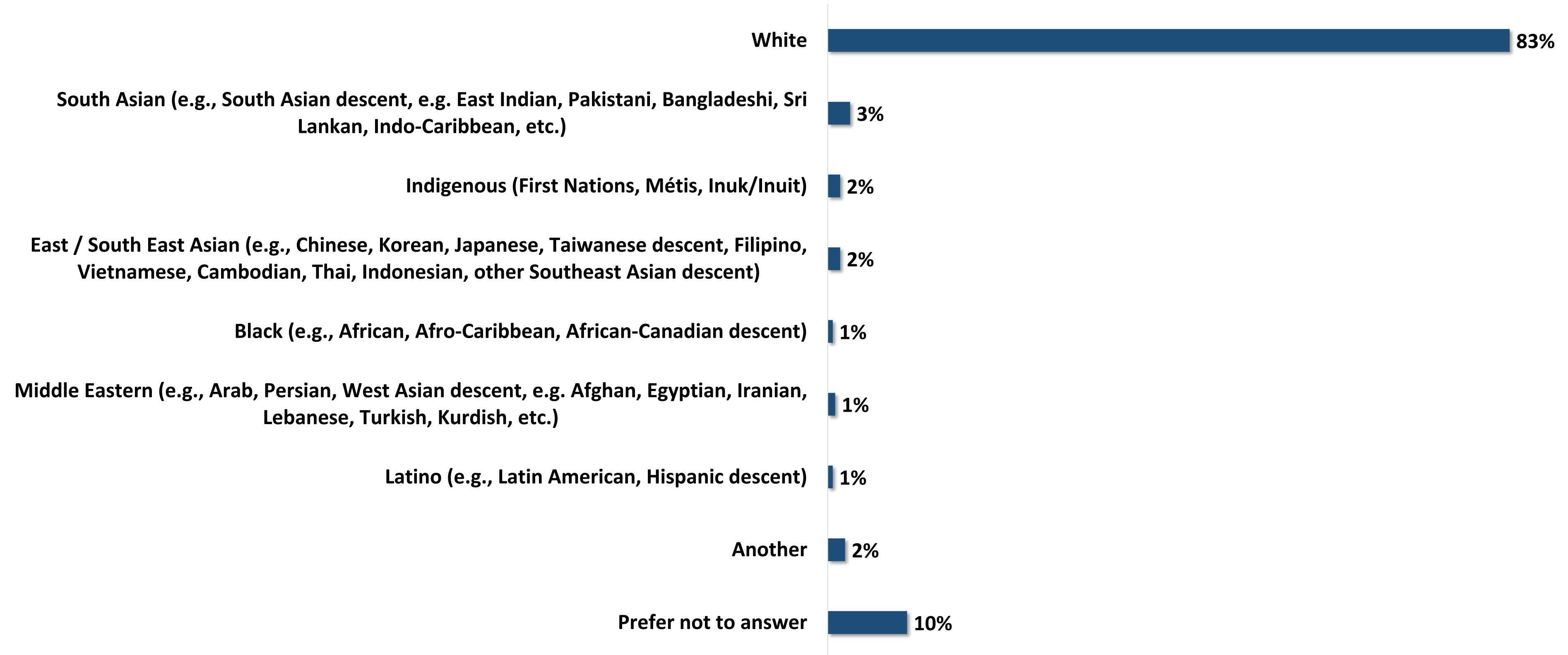**Framework**: **D8a**: All respondents / **D8b.** Respondents who were not born in Canada / **D9**. All respondents
Sample Size: n= 330 / **D8b.** n= 36 / **D9**. n= 330

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Demographics

Ethnicity

Category	Percent
White	83%
South Asian (e.g., South Asian descent, e.g. East Indian, Pakistani, Bangladeshi, Sri Lankan, Indo-Caribbean, etc.)	3%
Indigenous (First Nations, Métis, Inuk/Inuit)	2%
East / South East Asian (e.g., Chinese, Korean, Japanese, Taiwanese descent, Filipino, Vietnamese, Cambodian, Thai, Indonesian, other Southeast Asian descent)	2%
Black (e.g., African, Afro-Caribbean, African-Canadian descent)	1%
Middle Eastern (e.g., Arab, Persian, West Asian descent, e.g. Afghan, Egyptian, Iranian, Lebanese, Turkish, Kurdish, etc.)	1%
Latino (e.g., Latin American, Hispanic descent)	1%
Another	2%
Prefer not to answer	10%

D10. In our society, people are often described by their race or racial background. For example, some people are considered "White" or "Black" or "East/Southeast Asian," etc. Which race category best describes you? Please select all that apply
Framework: All respondents
Sample Size: n= 330