

CitySpeaks Member Satisfaction Survey 2017

December 19 2017

The results of this survey, conducted between November 29 2017 and December 17 2017, are not weighted to the City of Surrey's population.

Background

On an annual basis CitySpeaks asks its members to provide feedback on various aspects of their experience with CitySpeaks.

This report compares the results from our two CitySpeaks Member Satisfaction surveys:

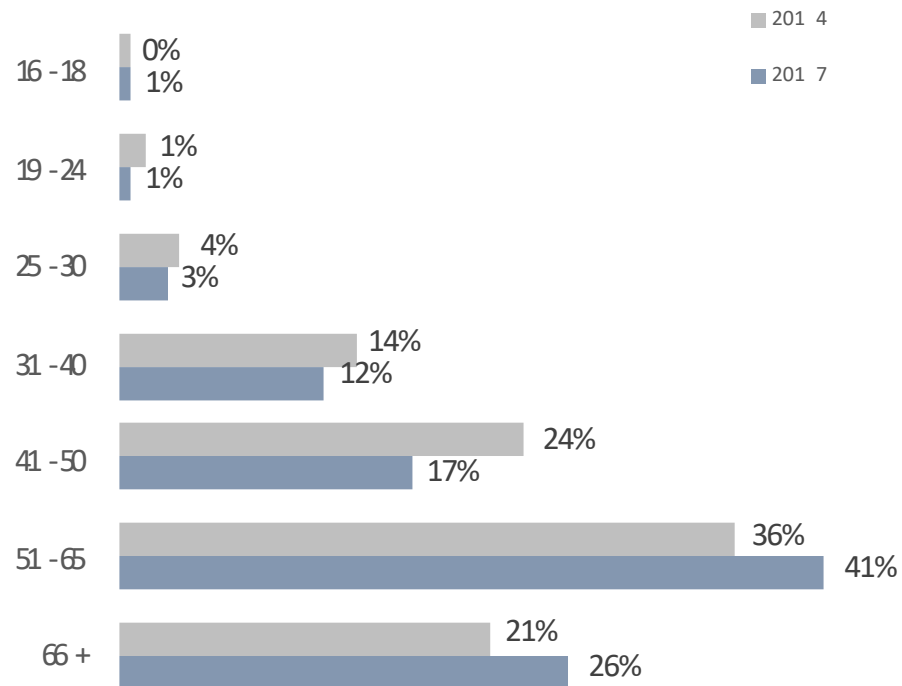
2014 Survey - 503 responses

2017 Survey - 532 responses

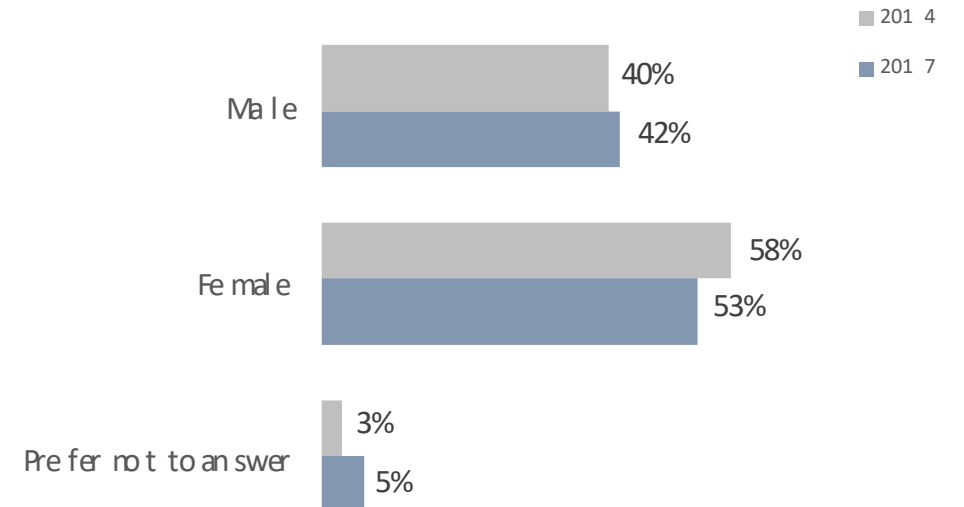
The results can be said to reflect the members of CitySpeaks.

Profile of Panel Members (#1)

Age Range



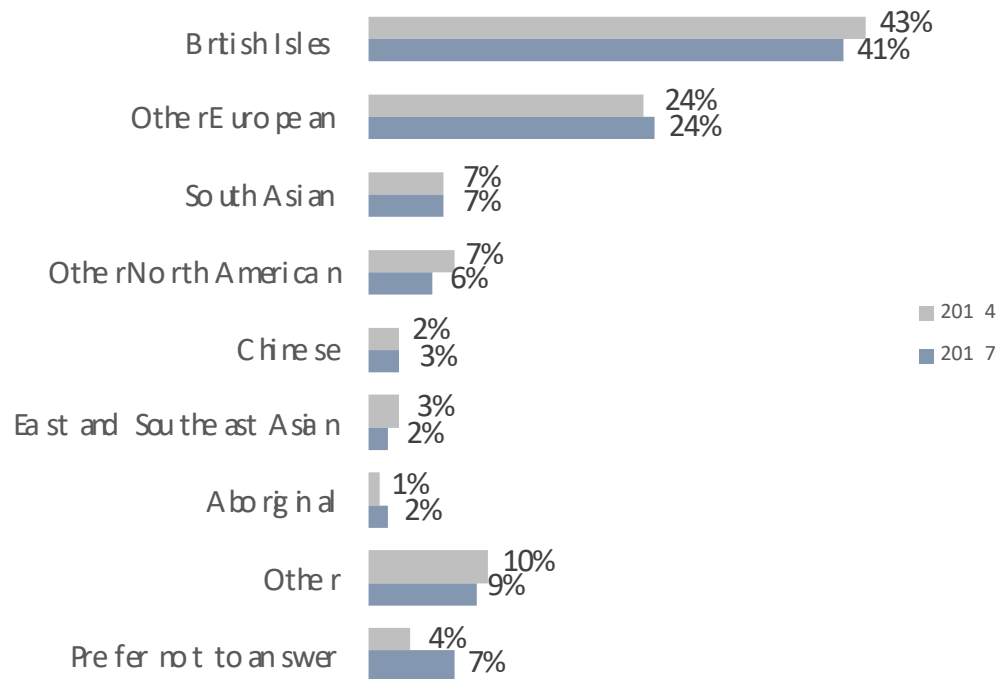
Gender



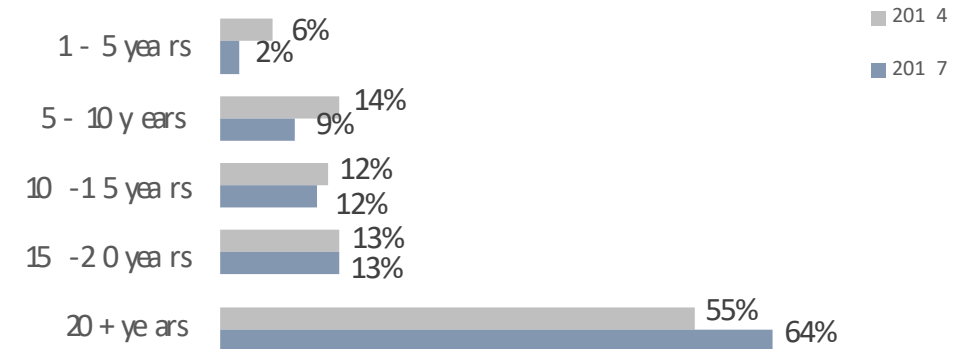
FULL SAMPLE DEMOGRAPHICS
Demographics are provided as background on the composition of survey respondents. Please note these results are not weighted to the City of Surrey's population.

Profile of Panel Members (#2)

Ethno/Cultural Origins



Years of Residency in Surrey

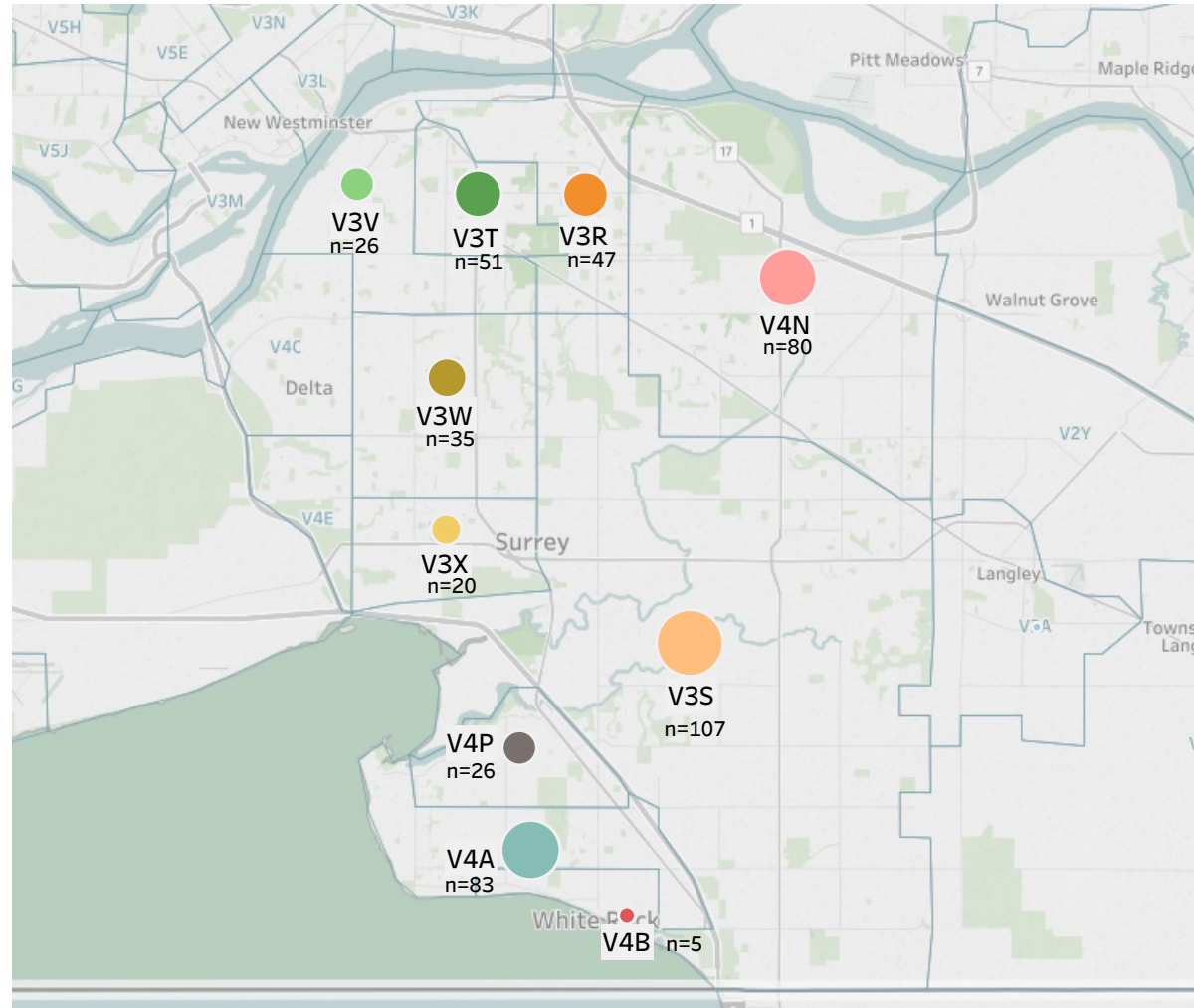


Home Ownership

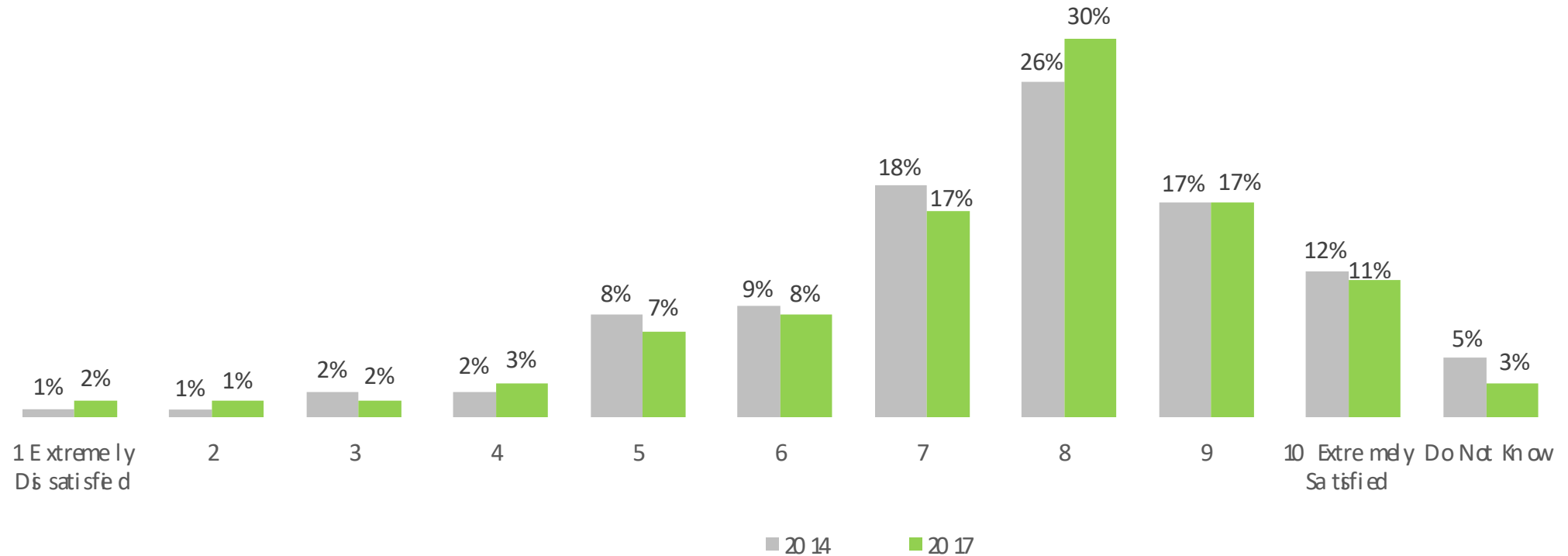


Profile of Panel Members (#3)

Geographic Distribution



Overall Satisfaction with CitySpeaks Experience



Q: Overall how would you rate your level of satisfaction with your CitySpeaks experience?

Total participants: 502 (2014)/532 (2017)

Reasons for Satisfaction with CitySpeaks

Those members who are satisfied with their CitySpeaks experience are very positive about:

- Feeling that the City cares about the views of citizens and are interested in their opinions on City-related matters.
- Having an opportunity to have their say on Surrey issues and feeling more involved in their city.
- Feeling more informed about the City's plans and initiatives.

The surveys are perceived positively because:

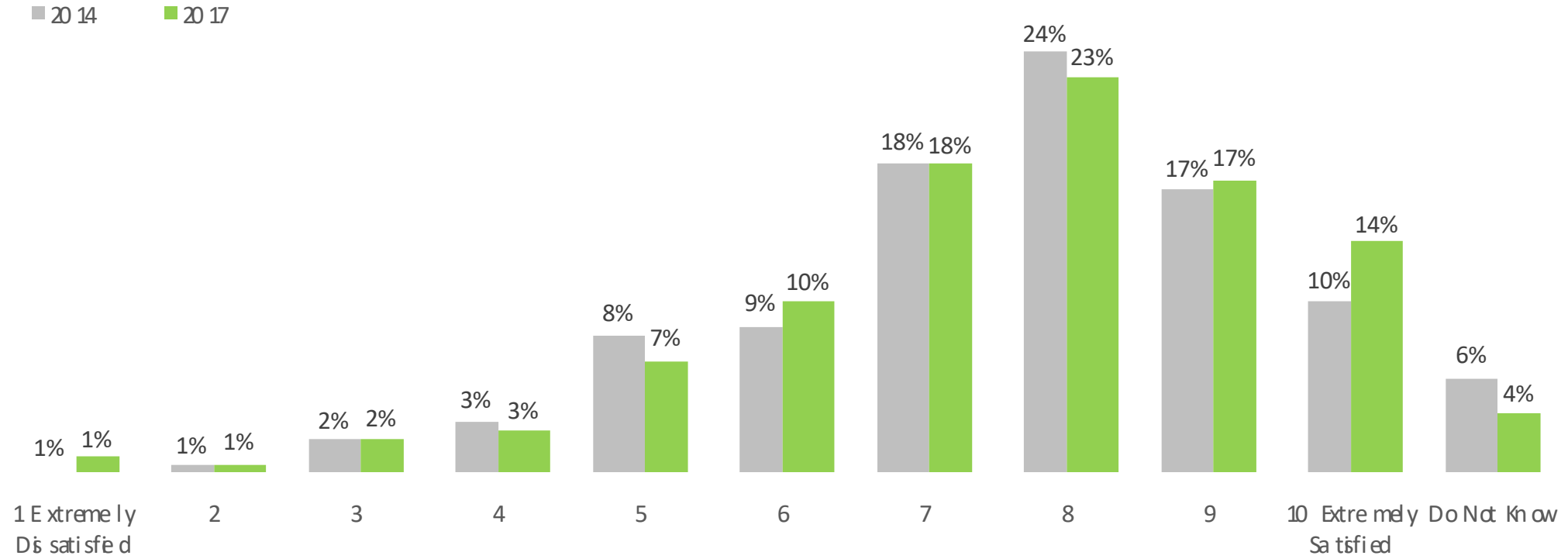
- They cover an interesting and diverse range of important questions and topics.
- They are generally not too long and easy to complete.

CitySpeaks members also value seeing the results of previous surveys.

Q: What has satisfied you the most about your experience with CitySpeaks?

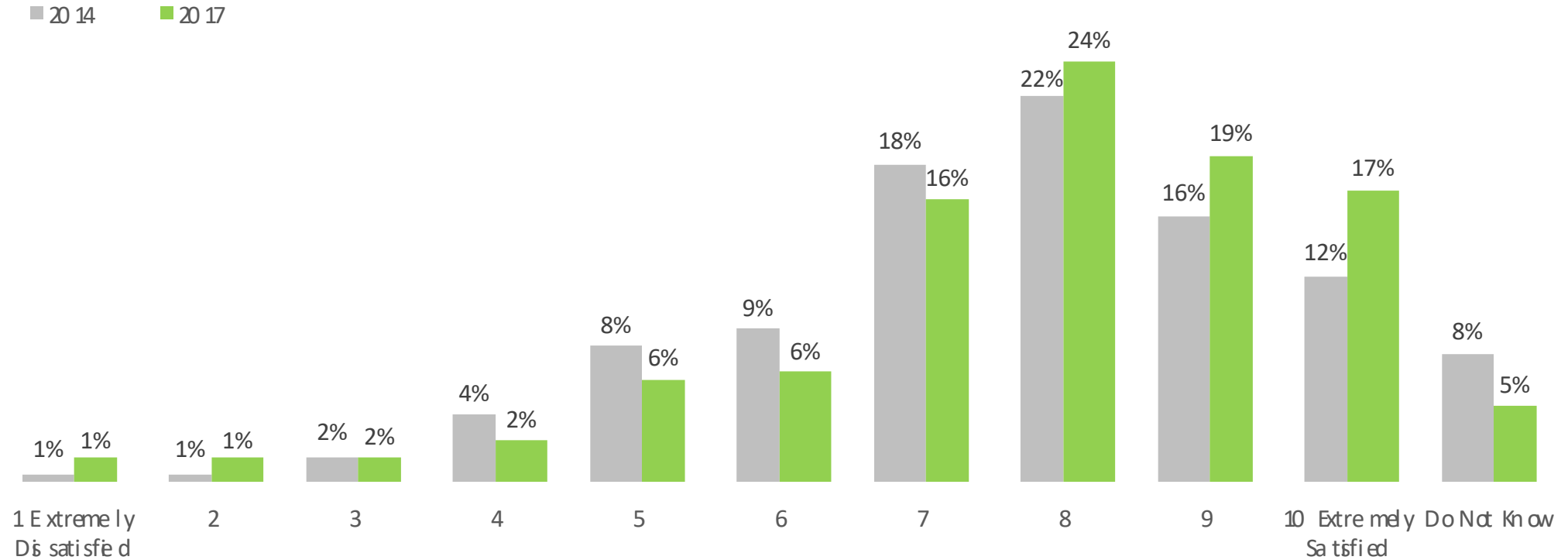
Base: If overall satisfaction is 9 OR 10
Total participants: 140. 2017 results only.

Overall Satisfaction with the Study Topics (#1)



Q: Overall how satisfied are you with the study topics?
Total participants: 502 (2014)/532 (2017)

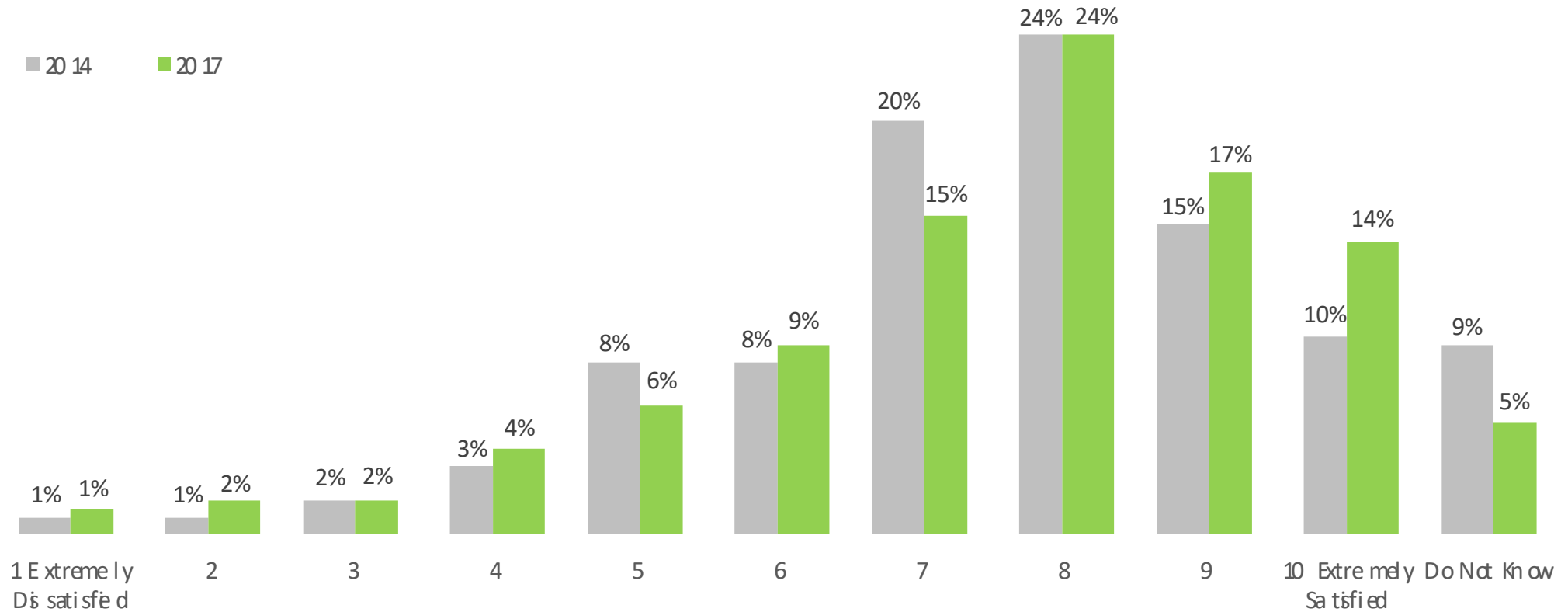
Overall Satisfaction with the Frequency of the Studies (#2)



Q: Overall how satisfied are you with the frequency of the studies?

Total participants: 502 (2014)/532 (2017)

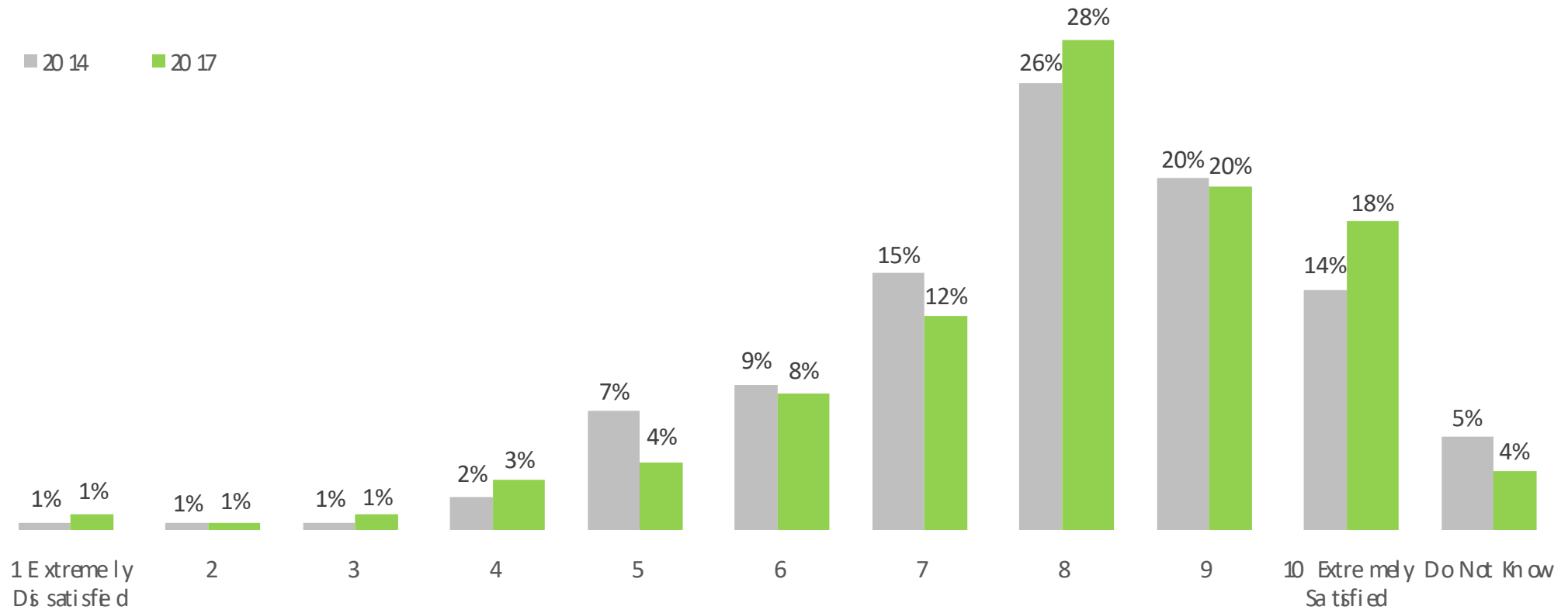
Overall Satisfaction with the Quality of the Studies (#3)



Q: Overall how satisfied are you with the quality of the studies you receive?

Total participants: 502 (2014)/532 (2017)

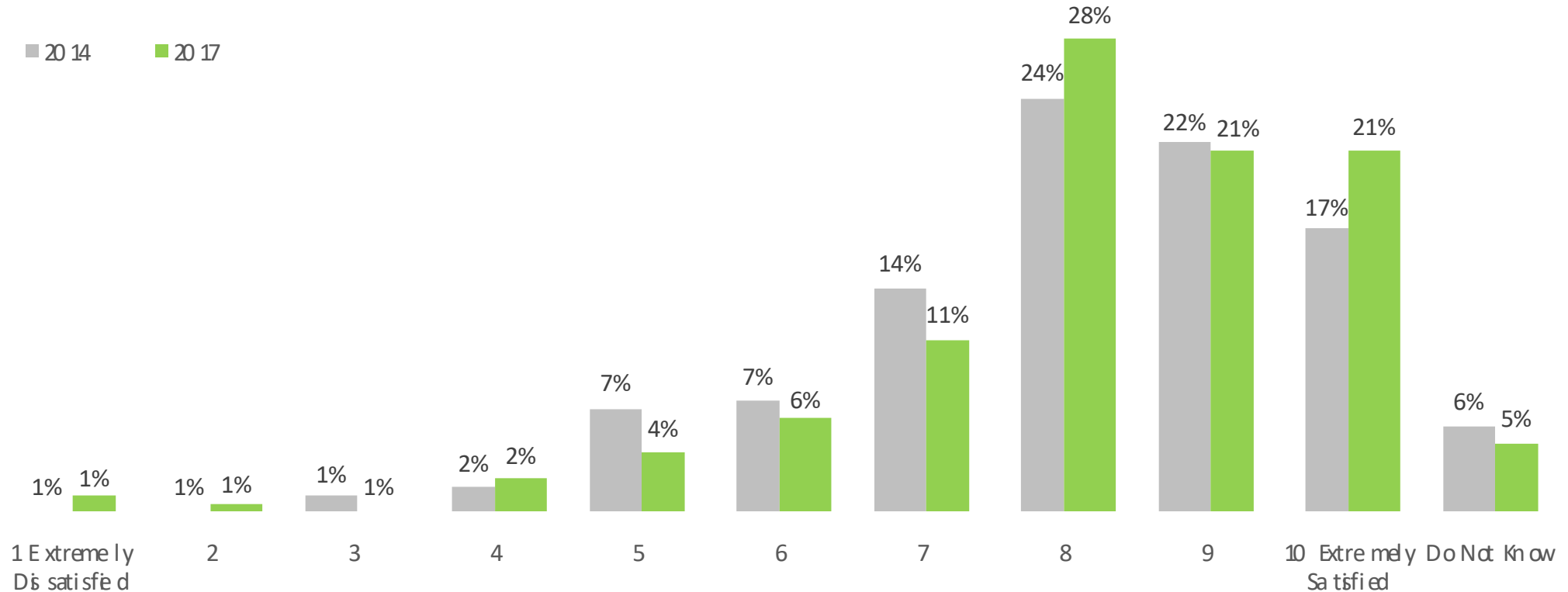
Overall Satisfaction with the Length of each Study (#4)



Q: Overall how satisfied are you with the length of each study?

Total participants: 502 (2014)/532 (2017)

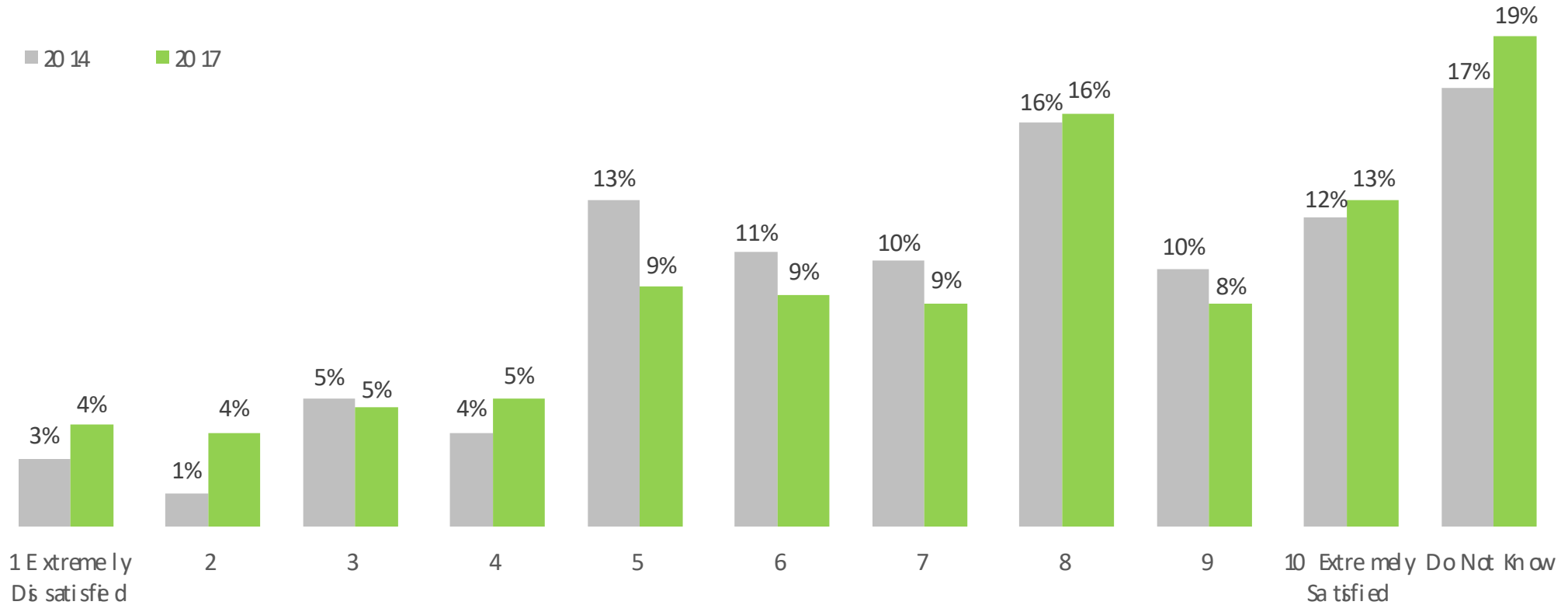
Overall Satisfaction with the Amount of Time to Respond to Studies (#5)



Q: Overall how satisfied are you with the amount of time given to respond to studies?

Total participants: 502 (2014)/532 (2017)

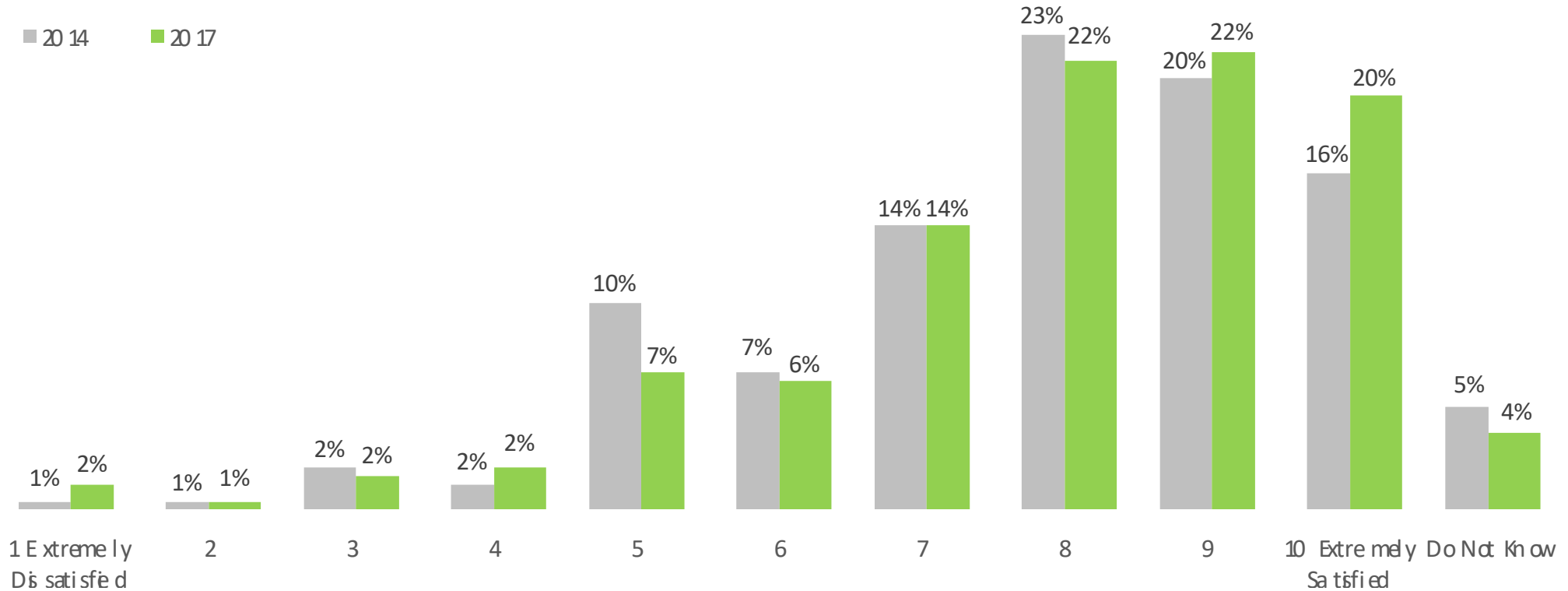
Overall Satisfaction with the Incentives Offered by CitySpeaks (#6)



Q: Overall how satisfied are you with the incentives offered by CitySpeaks?

Total participants: 502 (2014)/532 (2017)

Overall Satisfaction with the Look and Feel of Studies (#7)

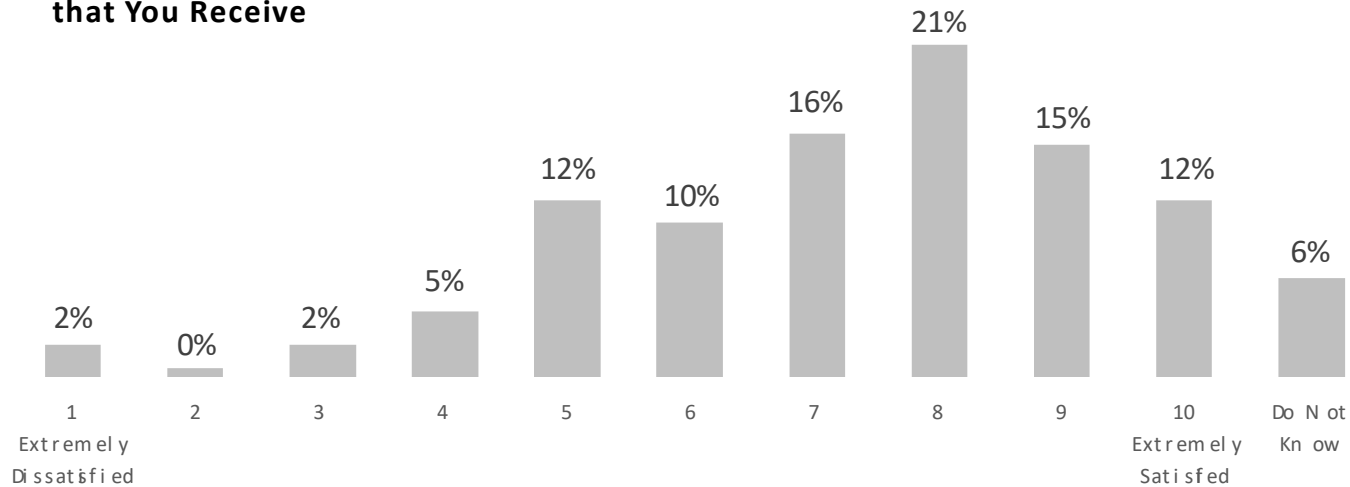


Q: Overall how satisfied are you with the look and feel of studies?

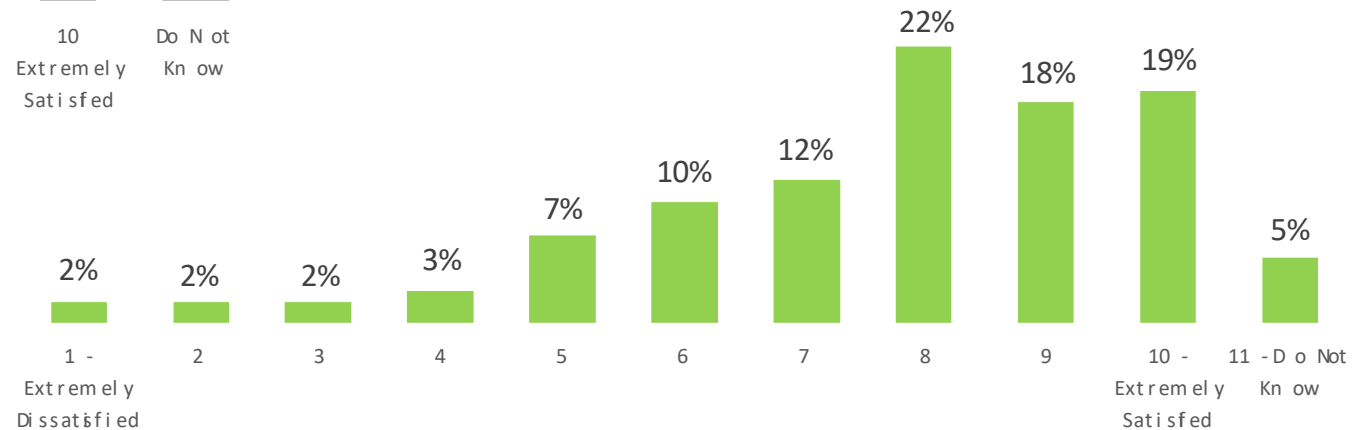
Total participants: 502 (2014)/532 (2017)

Overall Satisfaction with Communications (#8)

With the Newsletters/ Communication that You Receive



With the Results Highlights that You Receive at the End of Surveys

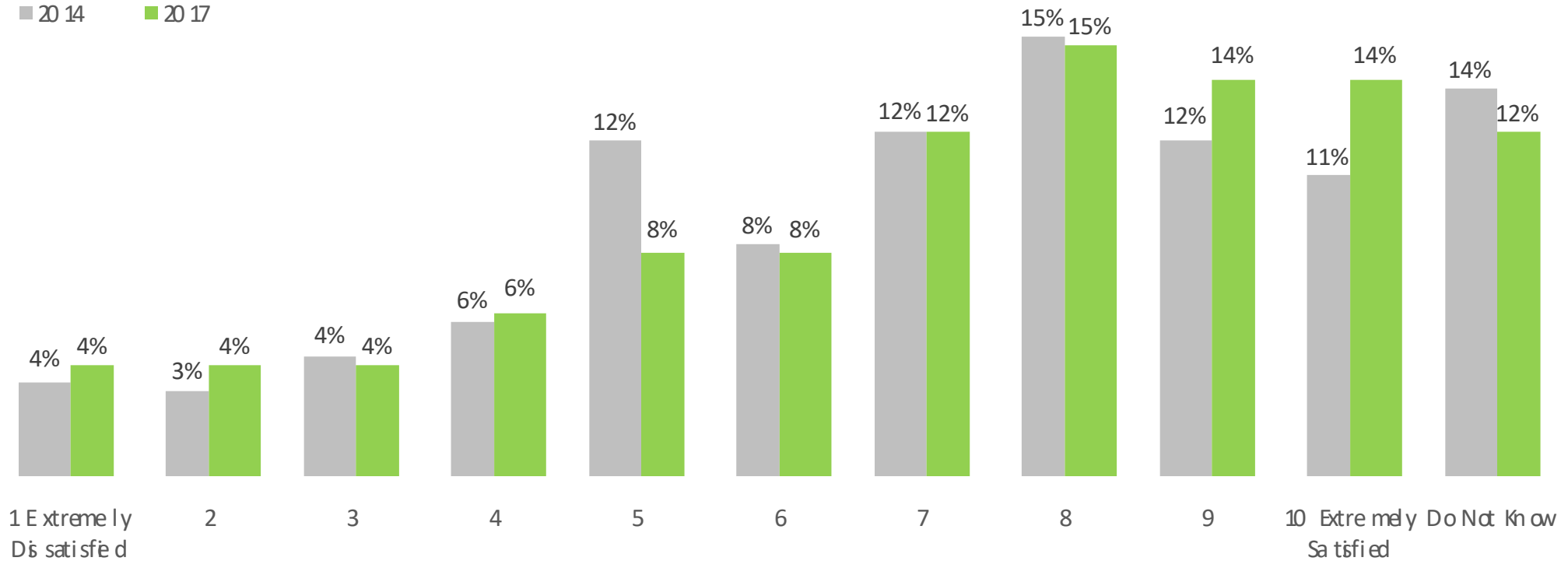


Q: Overall how satisfied are you with the newsletters / communications that you receive? [2014]

Q: Overall how satisfied are you with the results highlights you receive at the end of surveys? [2017]

Total participants: 502 (2014)/532 (2017)

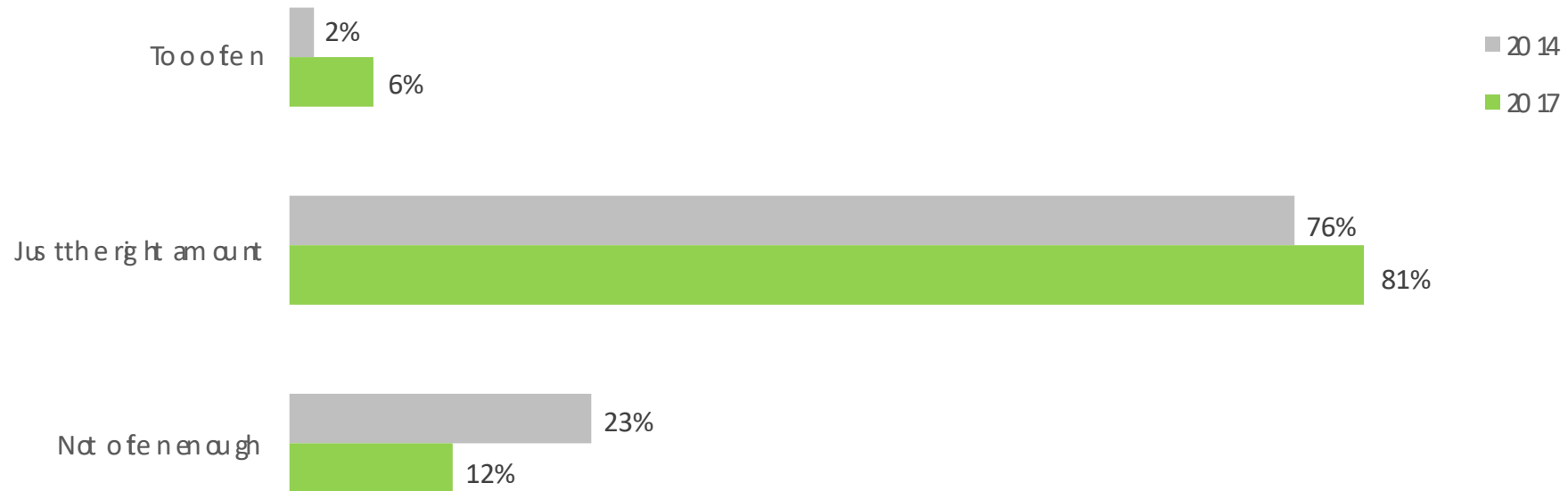
Overall Satisfaction that the Input You Provide is Valued (#9)



Q: Overall how satisfied are you that the input you provide is valued?

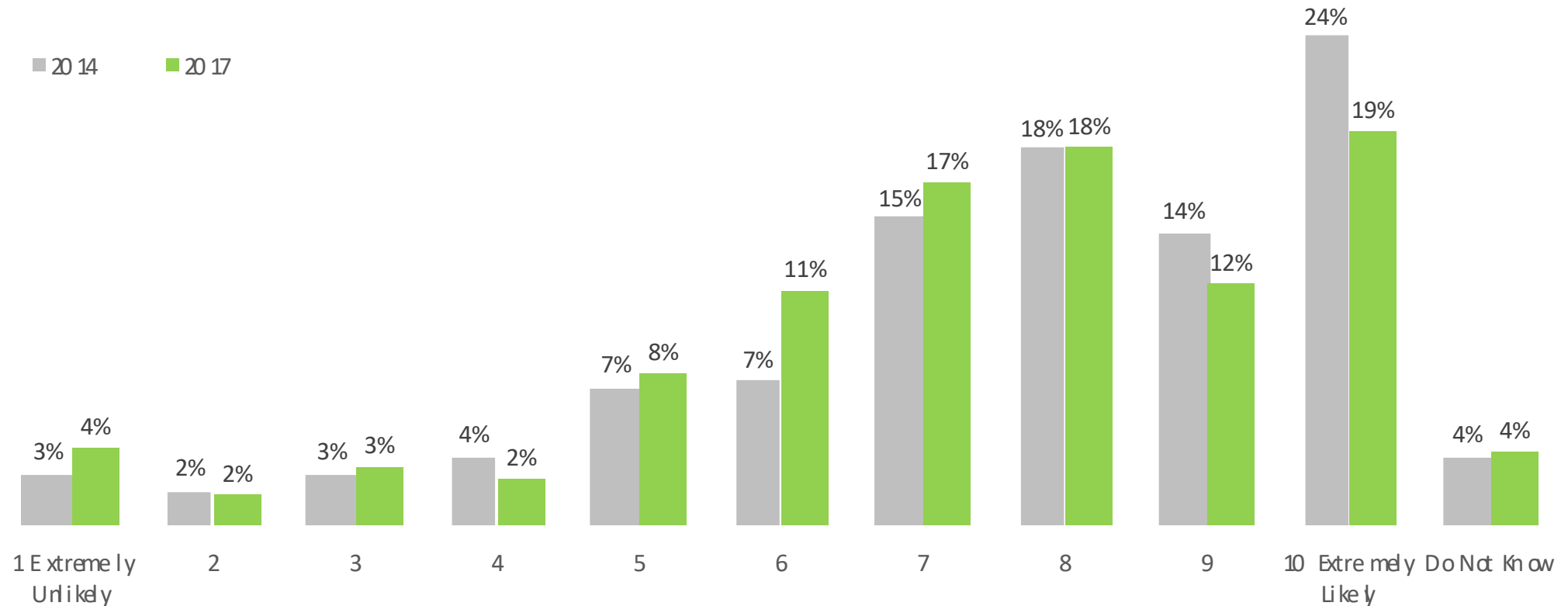
Total participants: 502 (2014)/532 (2017)

Invitation to Participate in Surveys



Q: Are you invited to participate...?
Total participants: 502 (2014)/532 (2017)

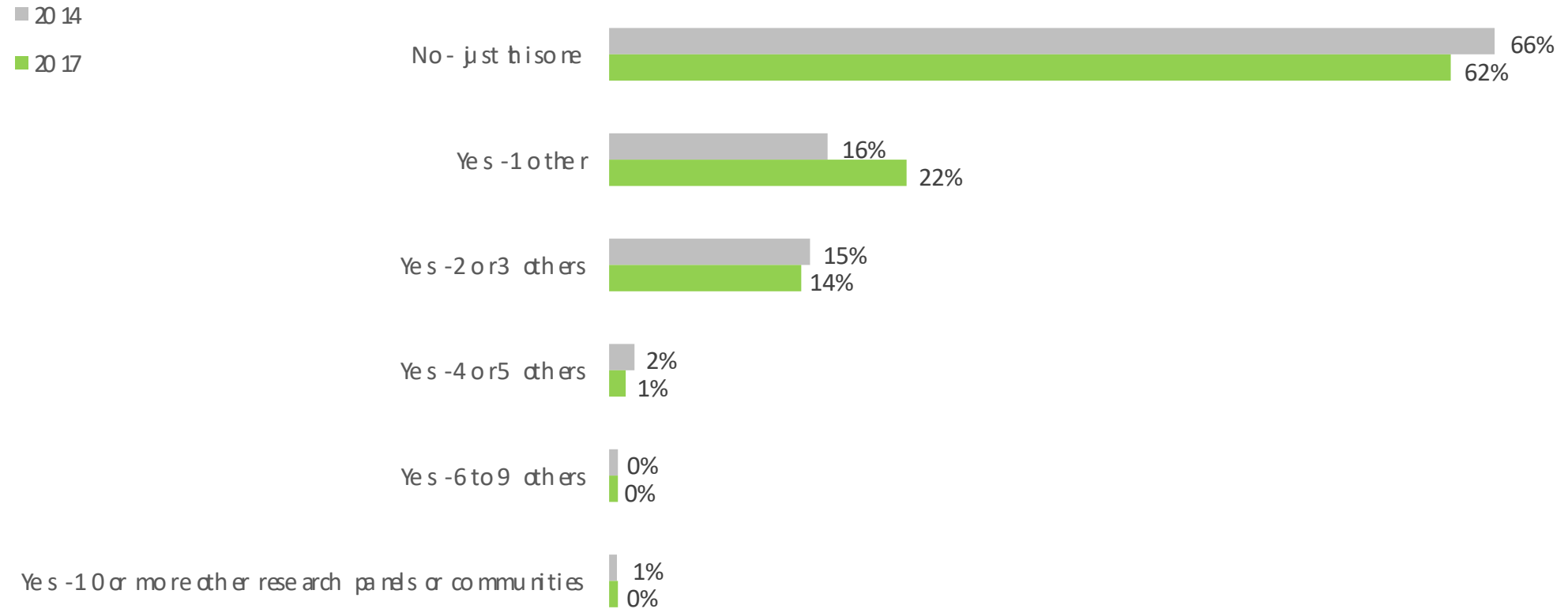
Likelihood to Recommend CitySpeaks Membership



Q: Based on your experiences in this community panel, how likely would you be to recommend membership to a friend or colleague?

Total participants: 502 (2014)/532 (2017)

Membership of Other Research Panels



Q: Some people contribute their views by participating in a number of different panels or research communities. It is useful for us to get a feel for this.

Do you belong to any other research panels or communities, and, roughly how many?

Total participants: 502 (2014)/532 (2017)

Final Comments about CitySpeaks

“I see it as a civic obligation because responding to the surveys is one of the main ways that employees and management have of getting citizen input.”

“Appreciate the opportunity to voice my thoughts in shaping the community.”

“Some topics need a 'qualify or get out' option...i.e. if I don't know anything about the topic I shouldn't be continued in the survey as I'd skew your results by answering with just a wild guess.”

“It would be nice to see more results on previous surveys. When its been provided, it was interesting to see how others answered the questions.”

“Happy to participate. I wish there was a way we could see more clearly that our feedback is acted on. Also, providing more incentives to participate would be welcome.”

“I feel this outreach on your behalf is valuable for a feeling of inclusiveness and contribution for participants.”

“Appreciate seeing the survey results but would like to see reports on what action is taken in regards to the results.”

Q: Are there any other comments you would like to provide regarding your involvement and participation in CitySpeaks?

Total participants: 164. 2017 results only.