

City of Guelph

Community Plan: Initial Findings

DATE 2019-04-11 **PROJECT NUMBER** 82041-006



The background of the slide is a photograph of a large, multi-story stone building with a classical facade, including a portico with columns. A large, leafless tree is in the foreground on the left. The sky is clear and blue. A semi-transparent grey banner is overlaid across the middle of the image, containing the word 'METHODOLOGY' in white capital letters. In the bottom right corner, there is a stone marker with the text 'Winegard Walk' and a small plaque below it.

METHODOLOGY

Winegard
Walk

WINEGARD WALK
Dedicated to the
Methodology of
Research

METHODOLOGY

QUANTITATIVE RESEARCH INSTRUMENT

A telephone survey of 600 Guelph residents was completed between January 3 and January 21, 2019, using random digit dialing. For this survey, Leger used their in-house call center, comprised of 80 CATI telephone stations, and 250 bilingual interviewers to collect responses.

- Residents were contacted by cellphone or landline.
- The survey took approximately 12 minutes per respondent.

Due to limited response in select Wards, the sample was weighted to provide a representative sample of Guelph. The margin of error for this study was +/-4.0%, 19 times out of 20.

QUALITY CONTROL

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

KEY FINDINGS

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Residents feel positively about the community, city, and outdoor space in Guelph:

- 41% say they love the liveability of Guelph; specifically, the sense of community and friendliness.
- 36% say they love the city size, with 28% specifically saying they have a love for the small city feel.
- 22% mention a love for the activities, with positive comments focused on the amenities, and the many things to do in the city of Guelph.
- 21% love the green elements of the city, including the green spaces and the walkability.

Thinking 10 years ahead, residents would primarily want Guelph to be known for it's sense of community and environmental consciousness.

- Residents of Guelph would like the city to be known for being a good place for families and community.
- Environmental consciousness and being a sustainable city are also areas residents would like Guelph to be known for.

Residents think environment, water, and waste and health, safety, and social issues are very important for Guelph to focus on for the next 10 years.

- 27% think environment, water, and waste issues are most important for Guelph to focus on for the next 10 years. Residents say this is most important because the city needs to protect its water and environment for future generations.
- 58% of residents believe both the environment and the well-being of residents should be considered most important when making decisions about the future of Guelph

Residents believe the city needs to work on the economy/future growth and transportation/accessibility to make life better.

- Specifically, 15% mention better infrastructure and 20% mention more/better transportation as areas the City of Guelph needs to work on.
- When asked to identify the one thing that Guelph could do that would create the biggest positive impact, residents again mention issues surrounding the economy/future growth such as creating job opportunities and attracting new business. Community improvement, including better infrastructure, was also mentioned as one of the top things that Guelph could do that would create the biggest positive change.

A photograph of a wooden bridge with a lattice fence in the foreground. The bridge has a gabled roof and is supported by wooden posts. The fence is made of light-colored wood with a diamond-shaped lattice pattern. The background shows a blue sky with white clouds and green trees.

DETAILED RESULTS

WHAT DO YOU LOVE ABOUT GUELPH?

Forty-one percent of those living in the city of Guelph say they love the “livability” and sense of “community” of the city – especially women (47% vs. 35% among men). The city’s size (36%), amenities (22%), and green spaces (21%), are also loved. Of note, 2% say they love everything about Guelph.

There is no statistically significant role by Ward here.



“I really think Guelph has a welcoming energy to it . . . I think City Hall is easy to get to. I really like they do downtown music weekends – even in the winter.”

“[Guelph] has been committed to social activism and concerns about the environment, and green spaces and trails . . .”

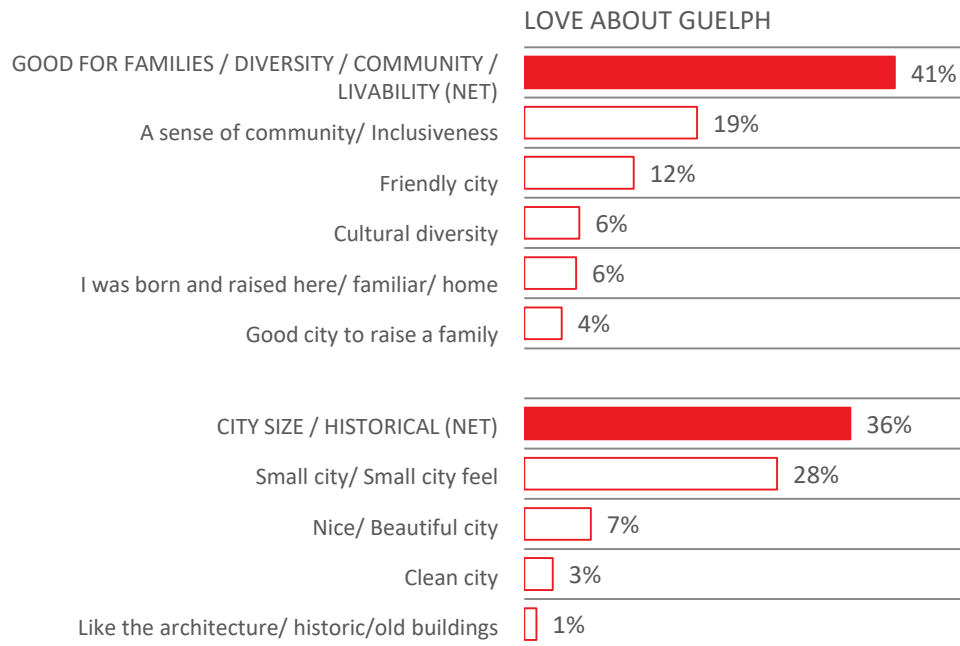
“I like . . . that it’s green. It’s the place that elected the first Green Party candidate.”

“It has the culture of a large city, but the friendly community of a small city. I love the market, local businesses, and how downtown is thriving.”

“I like the walking trails [and] the commitment to maintaining green spaces.”

WHAT DO YOU LOVE ABOUT GUELPH?

More specifically, residents love Guelph’s sense of community (19%) and small-town feel (28%).



"It's very friendly. People smile when they see you. They are very helpful."

"I feel like I'm in a small town community. Even if Guelph is growing, I still feel like it's a small community, and being close to the river and green spaces is very beneficial."

"[The] diversity and opportunity of Guelph [is] perfect for young families . . . [There is] something for everyone: . . . activities, downtown night life."

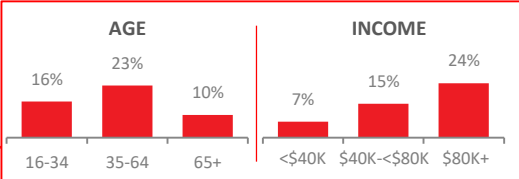
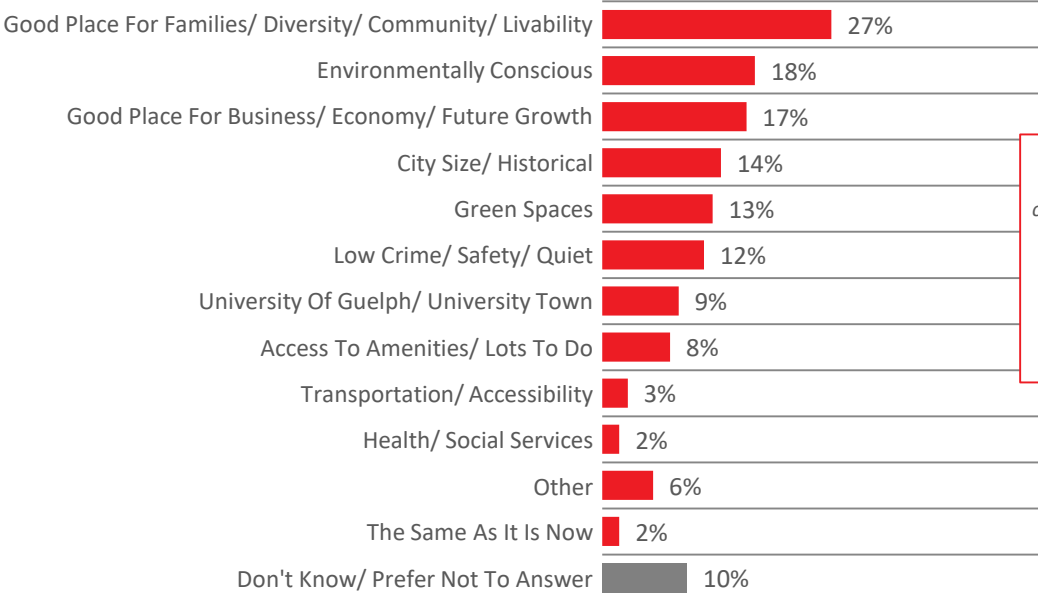
"I like the small town feel, even though it is a big city."

"I love the fact that it's small, but it has all the amenities."

IF IT WERE UP TO YOU, WHAT WOULD YOU LIKE GUELPH TO BE KNOWN FOR 10 YEARS FROM NOW?

Ten years from now, twenty-seven percent would like Guelph to be known for being a good place for families, with a diverse and livable community. Nearly two-in-ten (18%) would like Guelph to be known for its environmental consciousness, especially those 35-64 (23% vs. 16% of those 16-34 and 10% of those 65+) and those making \$80K+ per year (24% vs. less than one-third [7%] among those making <\$40K per year). Almost just as many (17%) would like Guelph to be known for being a good place for business.

GUELPH IN TEN YEARS (NETS)



"Environmental initiatives. Before I moved here, I knew that Guelph was known for the composting system with the green bins being, I think, the first in Canada to have it. In 10 years, I would like it to be known for other environmental initiatives, being at the forefront of Canada. I'd like to see the city encourage residents to conserve and reuse more."

"I would hope that we would be known to be innovative in the environment: Respecting and maintaining the environment, reducing the consumption that we have. That we are a hub that helps steer our planet in the direction of concern... Being more focused on families and the environment."

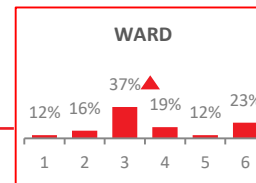
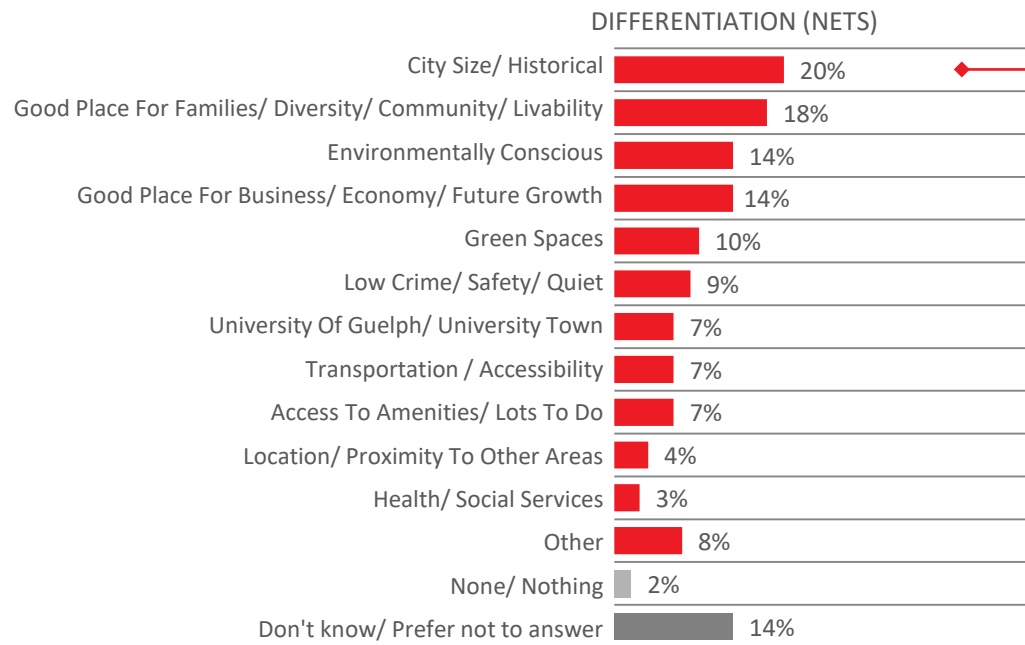
"Being a green community, not harmful to the environment, supporting innovation and entrepreneurship, and . . . being safe."

"Our commitment to providing green spaces, community, and family activities in a friendly way."

0005 Base: All (n=600).

WHAT COULD SET GUELPH APART FROM OTHER CITIES?

Two-in-ten believe that the city's size (particularly those in Ward 3) set Guelph apart from other cities. Eighteen percent believe the community feel could set it apart from other cities. Fourteen percent also believe the environmental consciousness of Guelph could set it apart from other cities, a sentiment that becomes more and more popular as residents' household income levels increase.



"A more progressive environmental plan, like bike infrastructure, green sustainable development, and not a cookie-cutter . . . approach. More attention to the culture and the arts, and also dealing constructively with the drug problem downtown through social action."

"Its position as an environmental leader, to demonstrate how a city can grow and develop while remaining sustainable and being an attractive place to live."

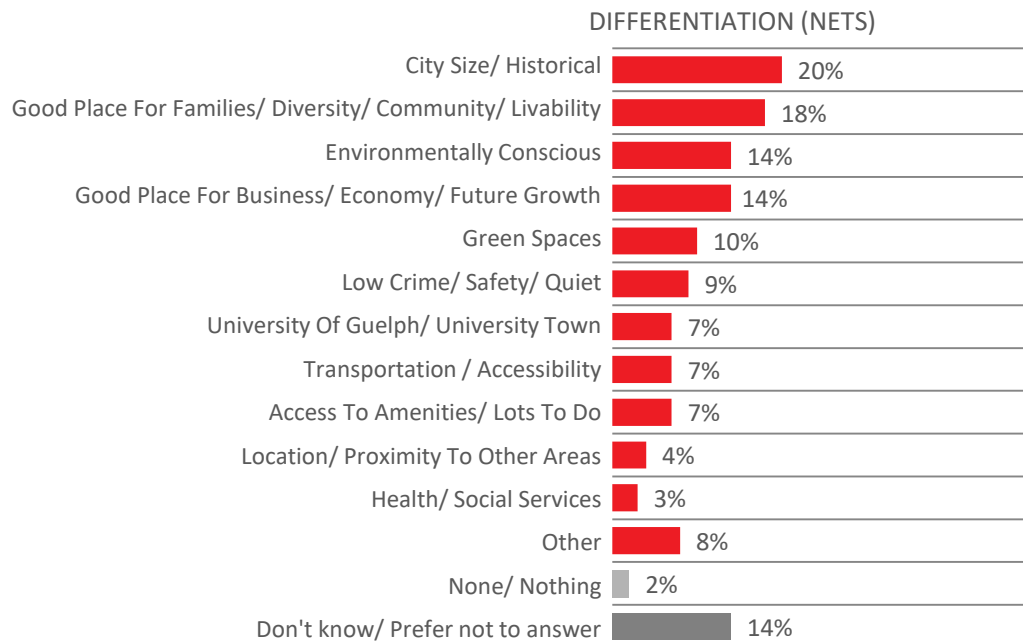
"To be willing to be creative about attacking climate change, consequently being at forefront to do what is to be done . . ."

"In my mind, it's already set apart from other cities, [like its] proximity to [other] major cities, [and a] good diversification of industries . . ."

"it has its combination of culture and environment. [A] vibrant downtown and clean water. Its beautiful arts. To be a desirable place to live."

WHAT COULD SET GUELPH APART FROM OTHER CITIES? WHY DO YOU THINK THIS WOULD SET GUELPH APART FROM OTHER CITIES?

The combination of Guelph's city size (20%), livability and community (18%), and environmental consciousness (14%), all contribute to setting the city apart from other cities.



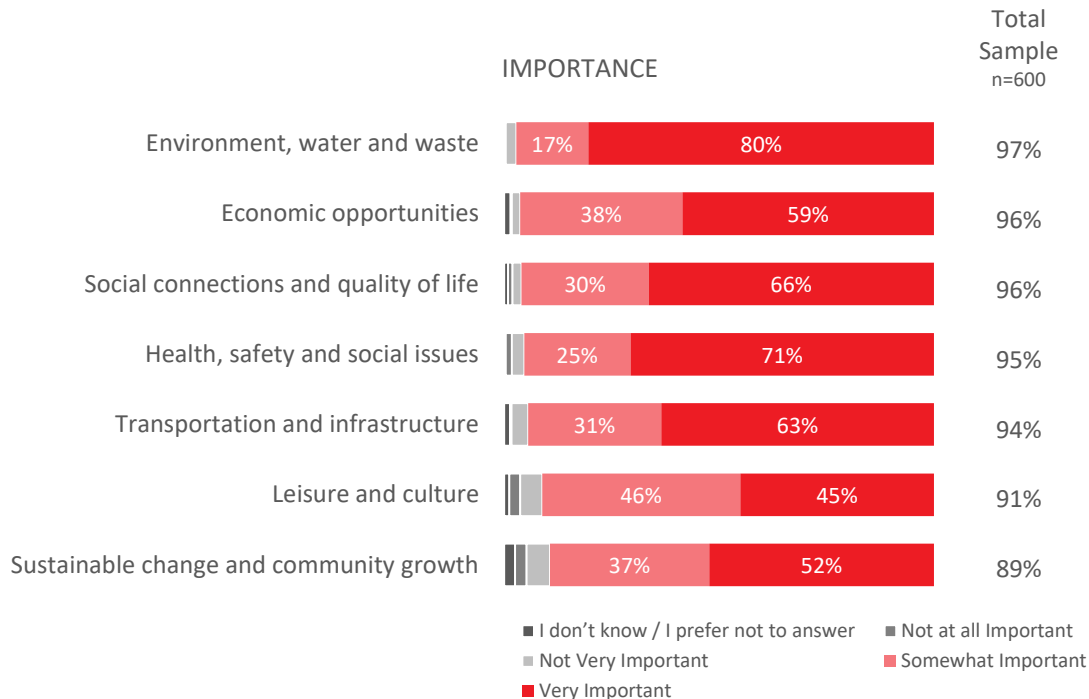
"[Guelph is set apart] mostly [because of] the idea of balance, which is seen in so many aspects in life. The idea there are job opportunities, recreation opportunities. Balance in accessibility in amenities. Pharmacies not far away. The city's decision offering free parking helps. Opportunities for community engagement."

"Well it's the combination of things all in one place. And the combination of industry, university, culture, and the diversity of the population."

HOW IMPORTANT, IF AT ALL, ARE EACH OF THE FOLLOWING FOR GUELPH TO FOCUS ON FOR THE NEXT 10 YEARS?

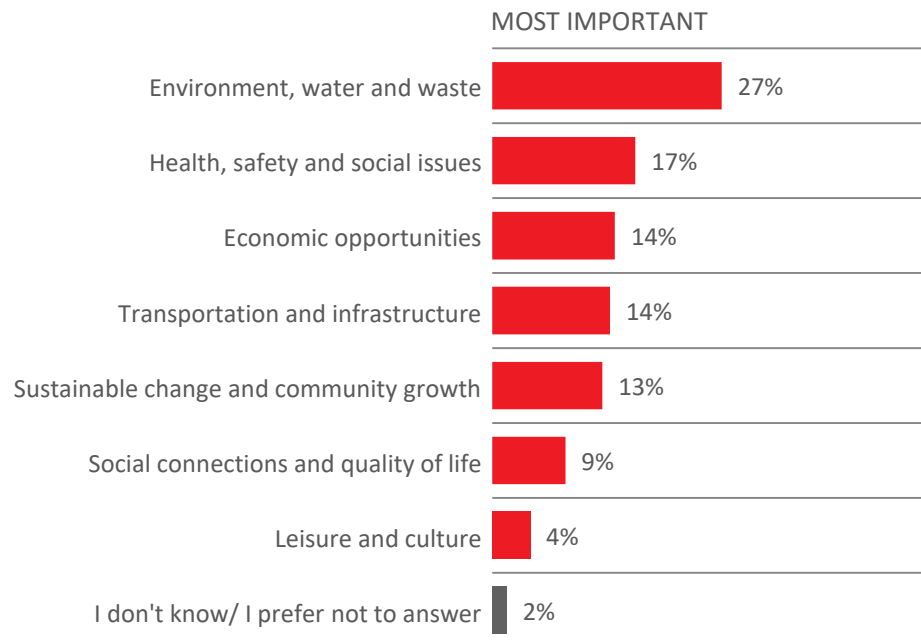
Nine-in-ten residents believe all of the issues listed below are at least *somewhat* important for the city of Guelph to focus on over the next decade. More importantly, for all but one statement, over half of those surveyed believe each statement is *very important*.

Demographically, women are significantly more likely to say that that environment, water, and waste is *very important* (86% vs. 75% among men). They're also more likely to deem health, safety, and social issues as *very important* (80% vs. 61% among men).



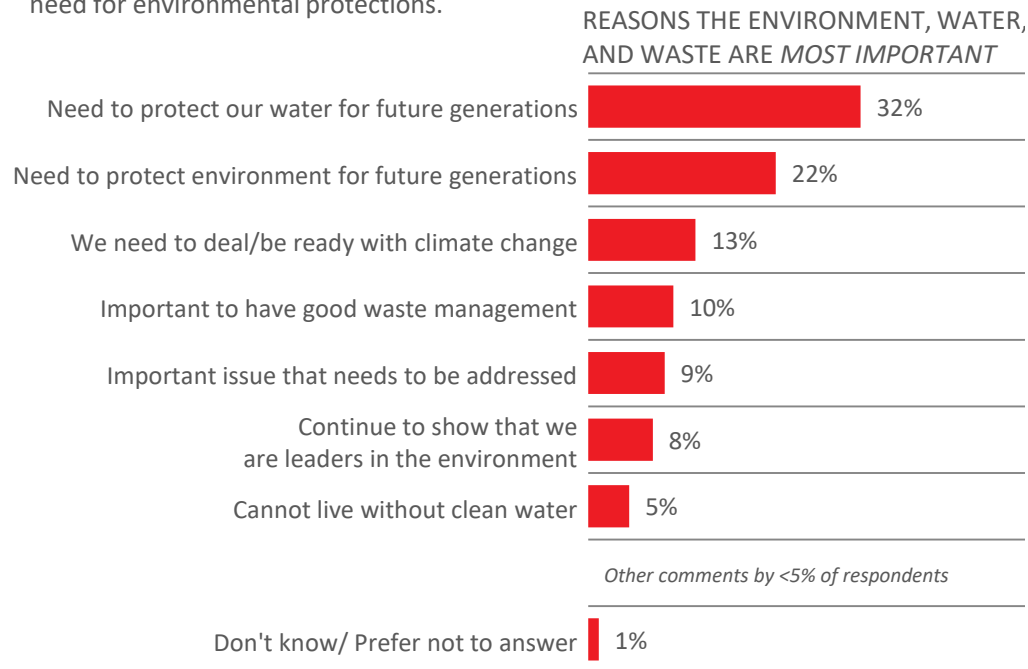
THINKING ABOUT THE FOLLOWING, WHAT DO YOU BELIEVE IS MOST IMPORTANT FOR GUELPH TO FOCUS ON FOR THE NEXT 10 YEARS?

Twenty-seven percent of Guelph's residents believe that issues surrounding the environment, water, and waste should be the city's focus over the next 10 years. This percentage is nearly double that of any other issue listed.



WHY DO YOU THINK THE ENVIRONMENT, WATER AND WASTE ARE MOST IMPORTANT FOR GUELPH TO KEEP OR FOCUS ON FOR THE NEXT 10 YEARS?

The need to protect Guelph's water (32%) and environment (22%) for future generations top the list of reasons why the environment is *most important* for Guelph to focus on for the next 10 years. Interestingly, more residents in Wards 1 (38%) and 4 (52%) believe in the need for environmental protections.



"I believe that other cities' habitants are not environmentally aware or care about the environment as much as we do in Guelph."

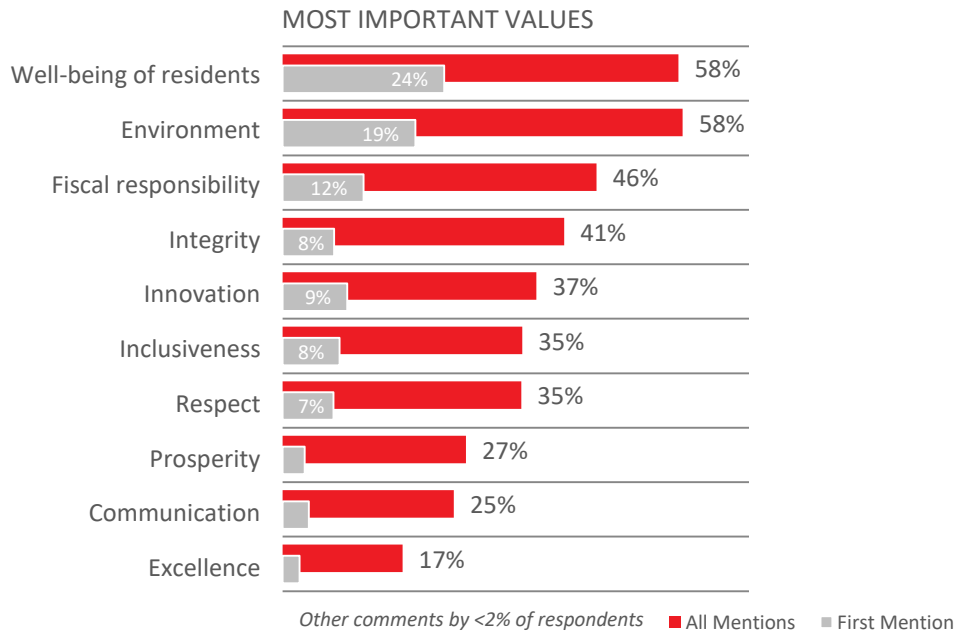
"I don't see other cities or the federal govt taking climate change seriously, just talk & talk, Guelph has to be up front, citizens should have rights over their own water vs. companies controlling it."

"Our impact on climate. I think that's the most valuable to us, to be known for environmental initiatives."

"Environmental leadership that would set us apart from other cities that are not doing enough."

WHICH OF THE FOLLOWING VALUES SHOULD BE CONSIDERED MOST IMPORTANT WHEN MAKING DECISIONS ABOUT THE FUTURE OF GUELPH?

When making decisions about the future of Guelph, nearly six-in-ten (58%) say the environment, and the well-being of its residents, should be considered important. Specifically, 24% first indicate that the well-being of residents should be considered *most* important. This is followed by the environment (19%). Fiscal responsibility, integrity, and innovation round out the top five.



WHAT DOES THE CITY OF GUELPH NEED TO WORK ON TO MAKE LIFE BETTER IN GUELPH (WHETHER IT IS FOR YOUR BUSINESS OR YOUR PERSONAL LIFE)?

Twenty-nine percent of residents say the city needs to work on future growth/the economy in order to make life better in Guelph, especially among men (37% vs. 21% among women). Transportation, at 23%, is another area mentioned.

BETTER LIFE IN GUELPH (NETS)

Good Place For Business/ Economy/ Future Growth 29%

Transportation/ Accessibility 23%

Good Place For Families/ Diversity/ Community/ Livability 16%

Access To Amenities/ Accessibility/ Things To Do 12%

Health/ Social Services 10%

City Size/ Historical 8%

Environmentally Conscious 6%

Low Crime/ Safety/ Quiet 4%

Green Spaces 4%

Other 5%

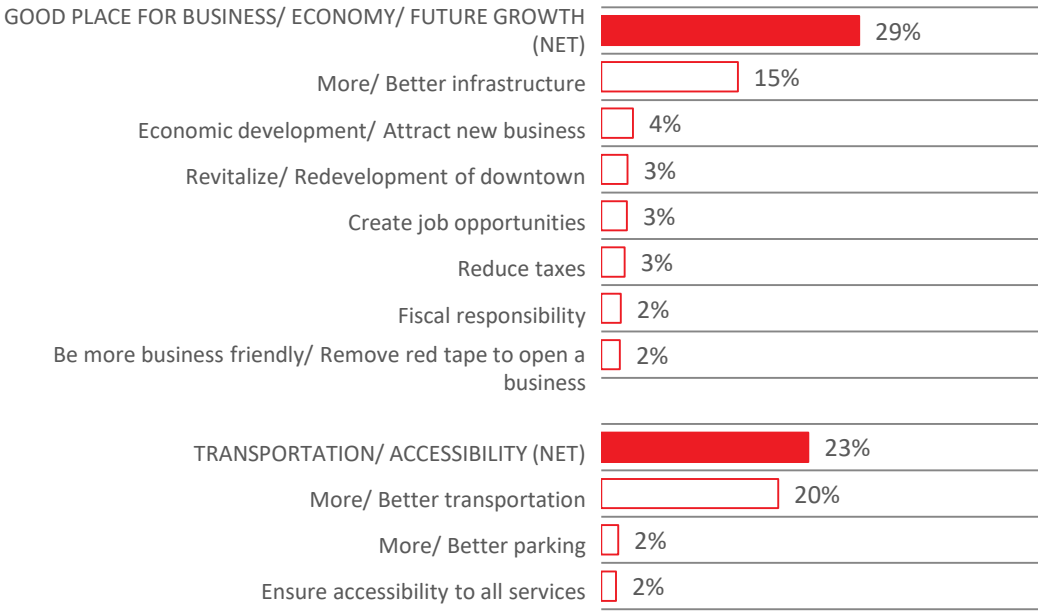
None/ Nothing/ Stay The Course 2%

Don't know/ Prefer not to answer 14%

WHAT DOES THE CITY OF GUELPH NEED TO WORK ON TO MAKE LIFE BETTER IN GUELPH (WHETHER IT IS FOR YOUR BUSINESS OR YOUR PERSONAL LIFE)?

Residents mention better transportation (20%) and infrastructure (15%) more than anything else.

BETTER LIFE IN GUELPH



"They have to attract more businesses and industries to lessen the burden of taxes of the general population."

"We need to focus a bit more on transportation. There are huge traffic problems on Hanlon Expressway and parkway, we also have huge issues in the south end of Guelph, that have not been sorted that out. We have more & more traffic issues & problems."

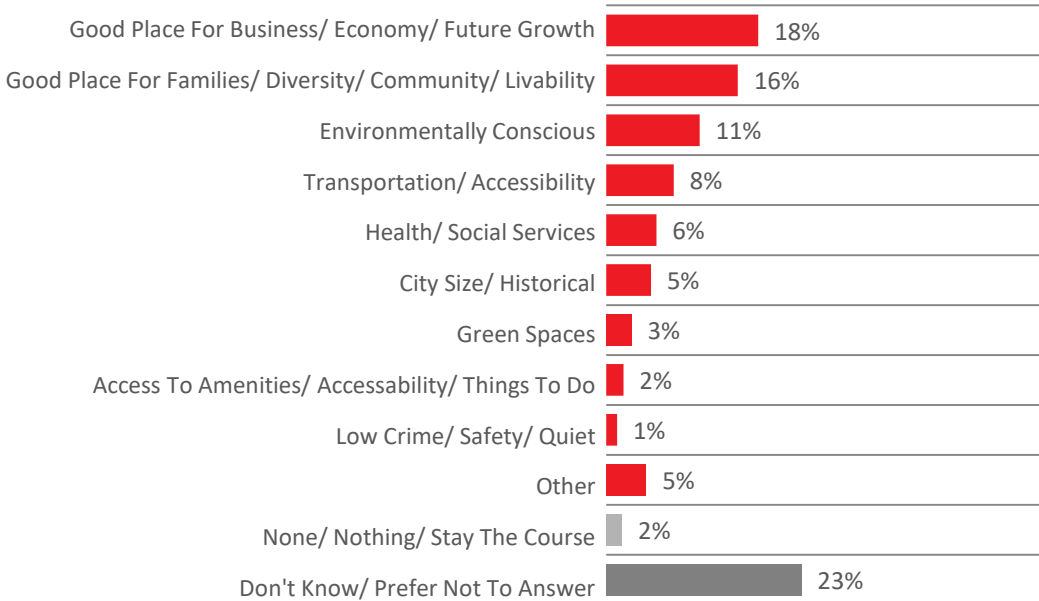
"Transportation needs to be made better and easier both within the city and between nearby other cities."

0012 What does the City of Guelph need to work on to make life better in Guelph (whether it is for your business or your personal life)? Base: All (n=600).

THINKING ABOUT THE FUTURE, WHAT IS THE ONE THING THAT GUELPH COULD DO THAT WOULD CREATE THE BIGGEST POSITIVE IMPACT?

Residents mention future growth (18%) and community improvements (16%) as the top things that Guelph could do that would create the biggest positive impact. It is important to note here that nearly a quarter (23%) have no idea what the city of Guelph could do.

POSITIVE IMPACT ON FUTURE (NETS)



"Industrial mall. Get something going there. More industry would promote more prosperity and benefits for the residents. Attract new industry whether it's machining or computers. Create more jobs in the area which will benefit the people of Guelph."

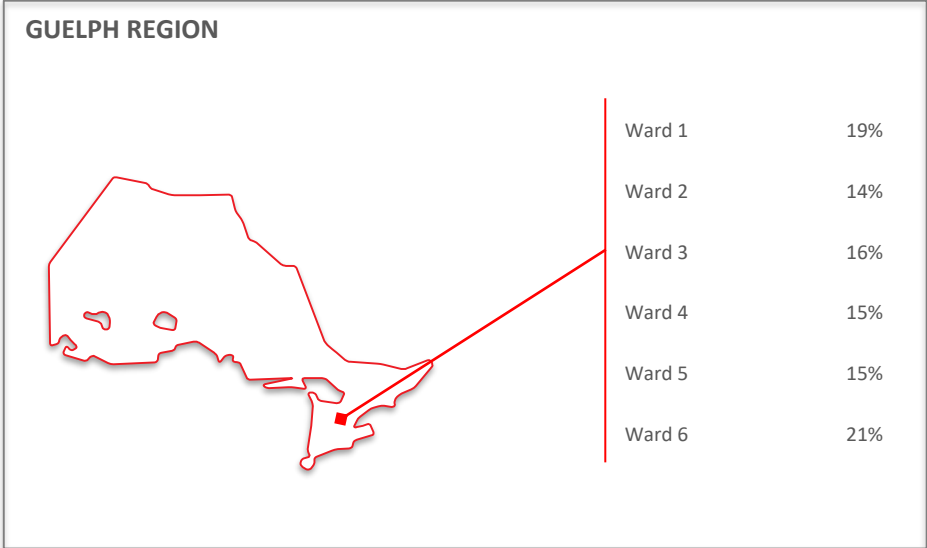
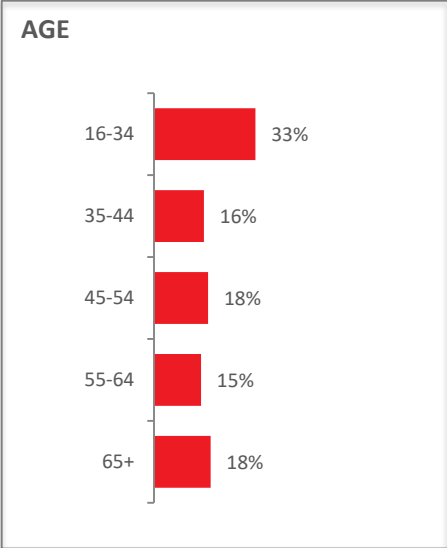
"Creating opportunities for people who don't have opportunities, retraining, employment, whatever it takes to help people who are generationally poor. This will make us wealthier, reduce crime and mental health issues."

"Making a commitment to the social fabric, people before money, the downtown public library and south end community center have been waiting to be built for thirty years."

"I'll say like opportunities and support for health and well-being for residents. Like whole person support that would include all aspects, to study, find employment, maintain a good health, social connections, arts and leisure, the whole person."

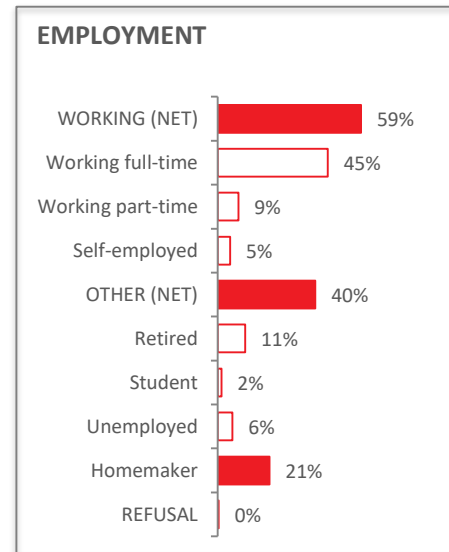
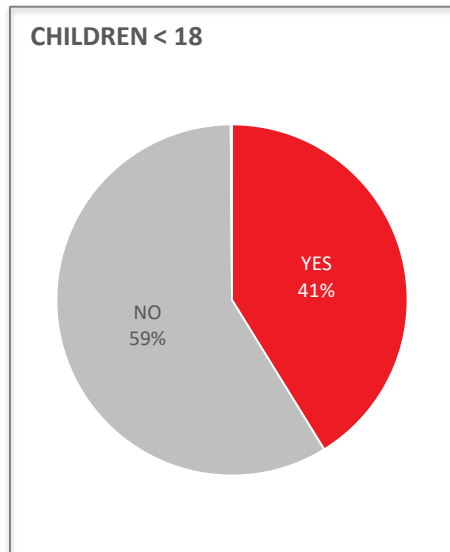
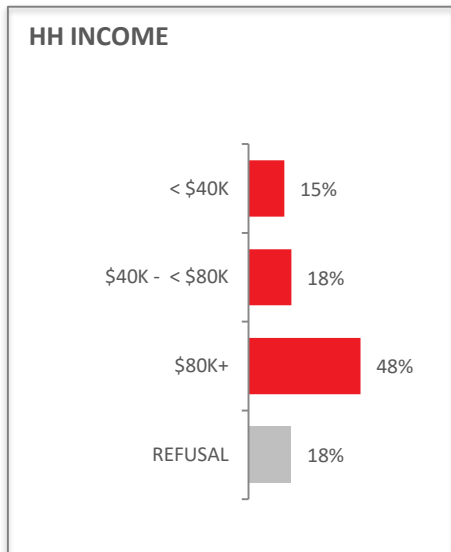
RESPONDENT PROFILE

RESPONDENT PROFILE



Base: All (n=600).

RESPONDENT PROFILE





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