



Quality of Life and Financial Planning in The Township of Langley

October 2006



Demographics cont.

	Total Respondents (n=300) %
Residence:	
Own	82
Rent	16
Number of Years in Langley:	
2 or less	17
3 to 5	11
6 to 10	17
11 to 20	21
21 to 30	18
31+	14
<i>Mean</i>	<i>16 years</i>



Methodology

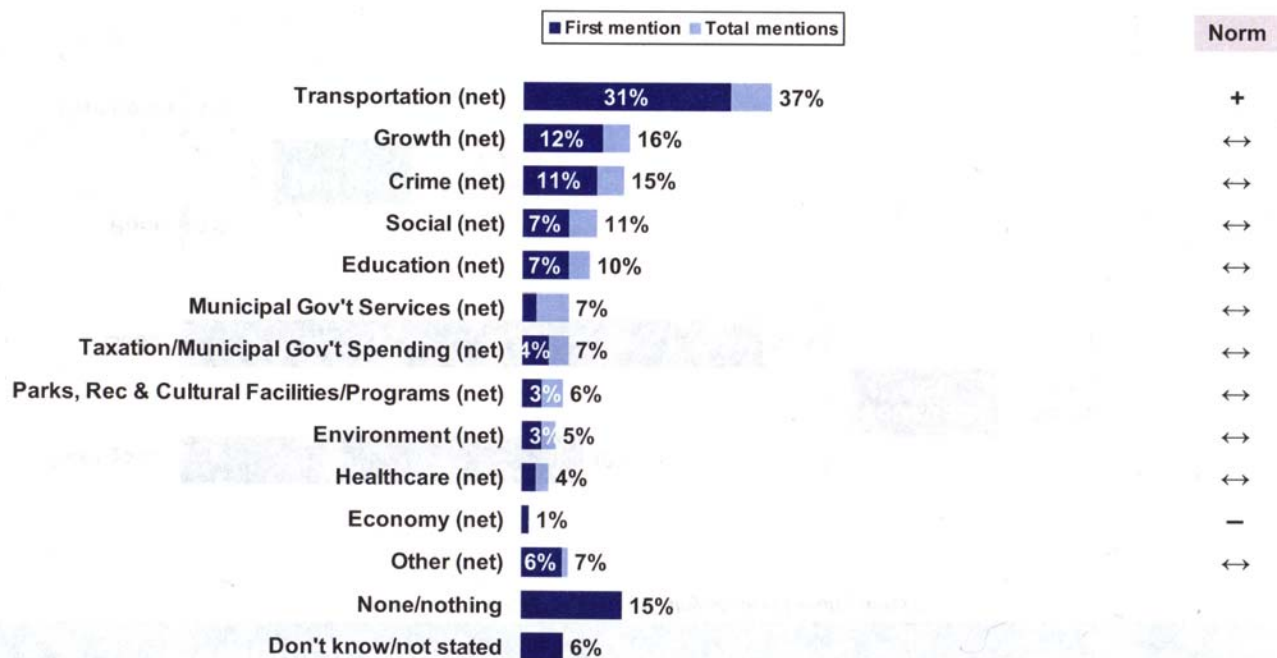
- ◆ Telephone survey conducted October 10 to 17, 2006.
- ◆ Random sample of 300 residents of the Township of Langley aged 18 and older.
- ◆ Margin of error: $\pm 5.7\%$, 19 times out of 20.
- ◆ Overall results are weighted to ensure the age/sex distribution reflects that of the actual population in Langley according to the 2001 census data.
- ◆ Where appropriate, results are compared to Ipsos Reid's database of municipal norms. Normative scoring is as follows:

Symbol	Explanation
++	13% or more above norm
+	7% to 12% above norm
↔	Within margin of error
-	7% to 12% below norm
--	13% or more below norm



Transportation is the leading concern in Langley – transportation also tops the public agenda of other BC municipalities but not to the extent seen in Langley

"In your view, as a resident of Langley, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?"

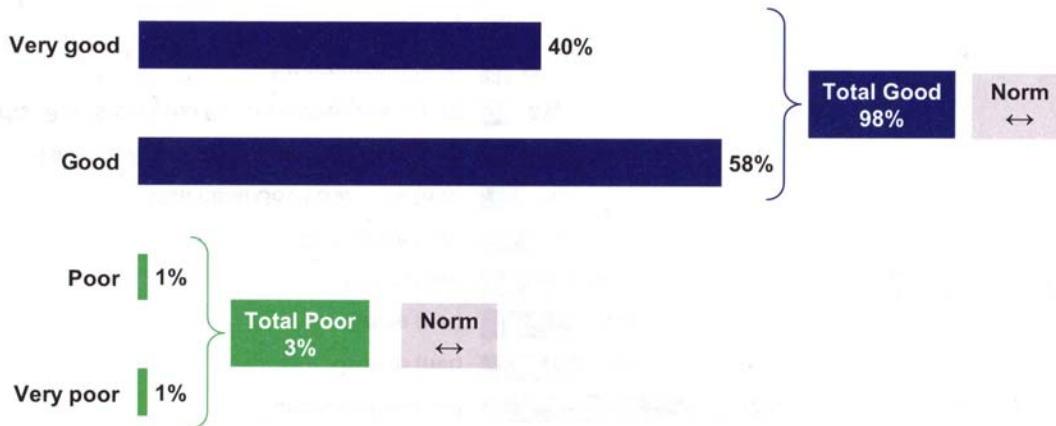


Base: All respondents (n=300)



Overall perceptions of quality of life in Langley are favourable – on par with what is seen in other BC municipalities

"How would you rate the overall quality of life in Langley today?"

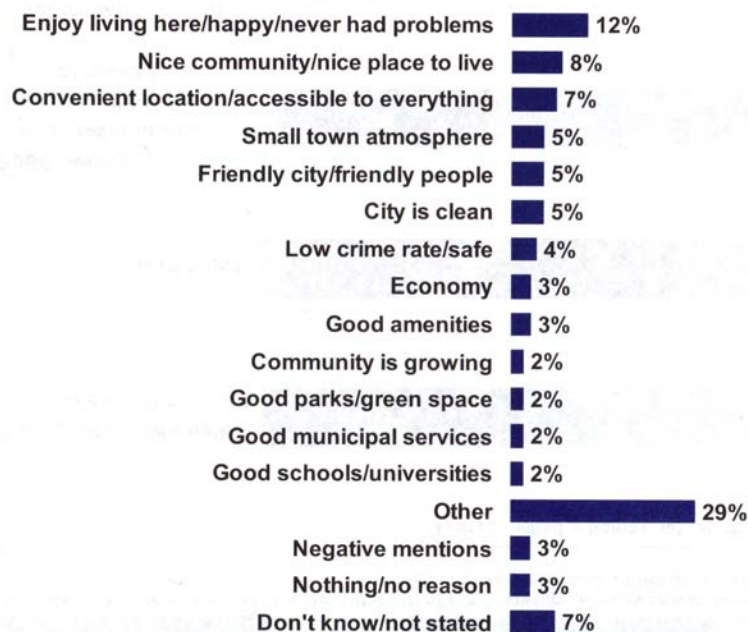


Base: All respondents (n=300)



Enjoy living there is the main reason why Langley offers a good quality of life

"Why do you say the overall quality of life in Langley today is good?"



Base: Rated overall quality of life very good/good (n=293)



Residents satisfied with Langley's services except for traffic management – overall on par with other BC municipalities but lower scores are seen for public works and traffic management in Langley

"Please tell me how satisfied you are with each of the following services provided by Langley. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied."

Very satisfied Somewhat satisfied

Norm

Overall level and quality of services

33%

92%

↔

Fire services

53%

86%

↔

Public works, including road maintenance, drinking water quality and sewers

29%

79%

—

Traffic management including traffic calming and improving the flow of traffic

10%

45%

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Base: All respondents (n=300)

Ipsos Reid Public Affairs 6



Most residents say they receive good value for their tax dollars – on par with other BC municipalities

"Thinking about all the programs and services you receive from Langley, would you say that overall you get good value or poor value for your tax dollars? Is that very or fairly?"

Very good value 20%

Fairly good value 58%

Total Good Value
78%

Norm
↔

Fairly poor value 12%

Very poor value 7%

Total Poor Value
19%

Norm
↔

Don't know/not stated 3%

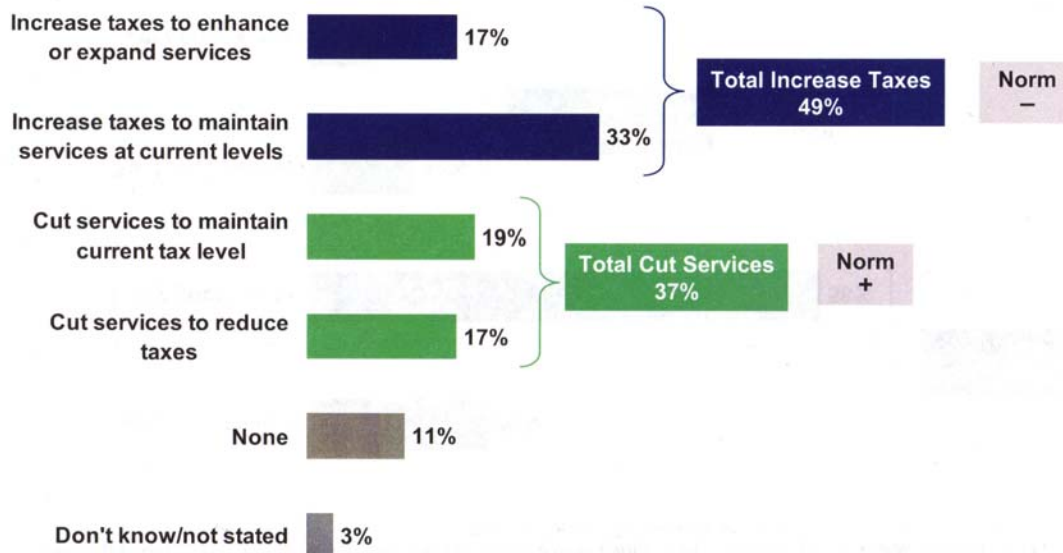
Base: All respondents (n=300)

Ipsos Reid Public Affairs 7



Residents prefer tax increases over service cuts – however, Langley’s tolerance for tax increases is lower than is seen in other BC municipalities

“Municipal property taxes are the primary way to pay for services provided by Langley. Due to the increased cost of maintaining current service levels and infrastructure, Langley must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like Langley to pursue?”

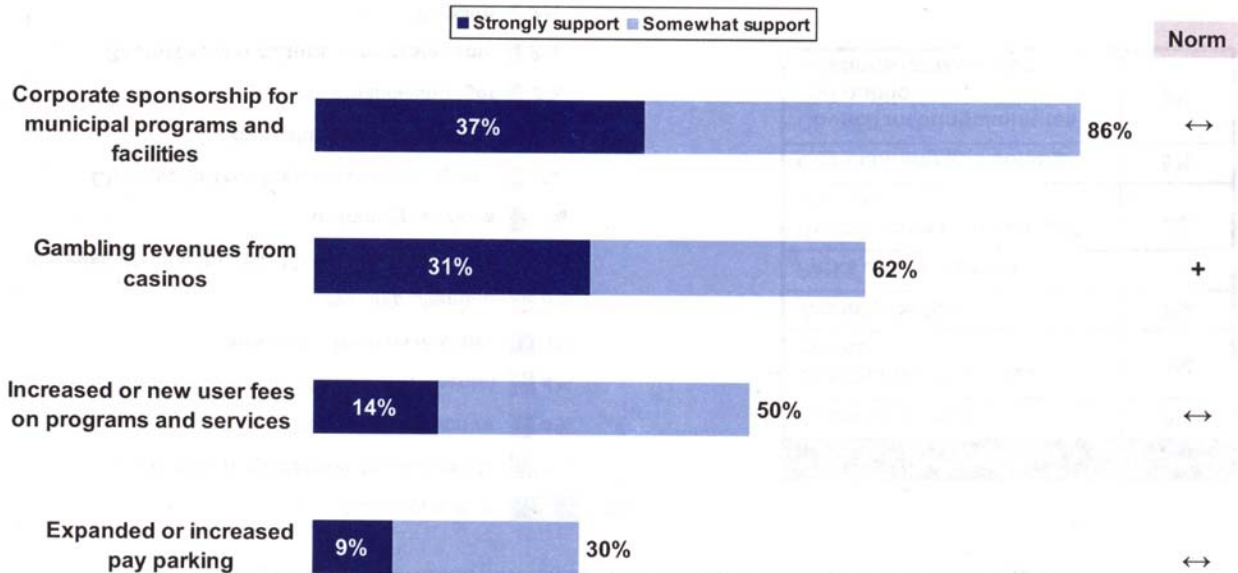


Base: All respondents (n=300)



Highest support for corporate sponsorships – few support expanded or increased pay parking

“In addition to adjusting the property tax/service delivery balance, Langley has the option to generate other forms of revenue. Please tell me whether you would support or oppose using each of the following to pay for municipal services and programs.”

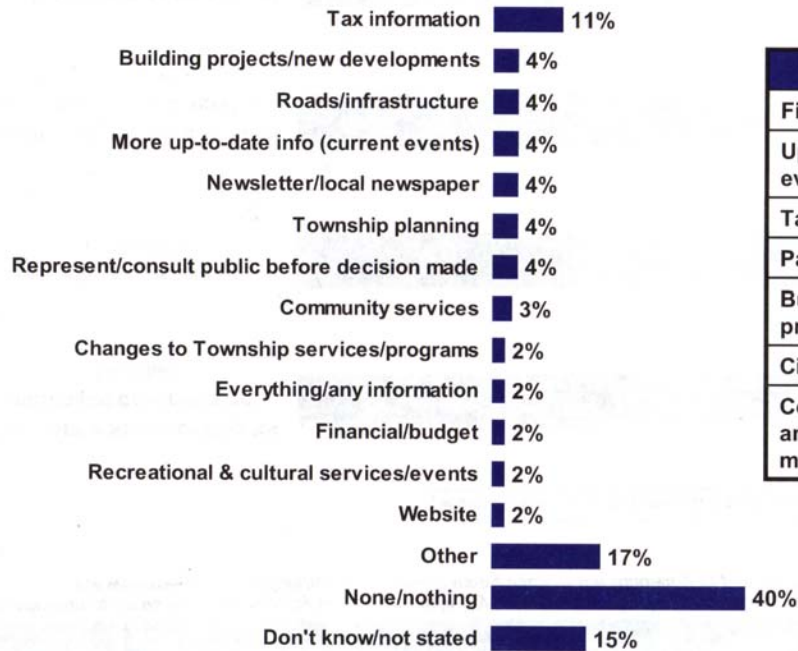


Base: All respondents (n=300)



Information needs are diverse and individualistic – tax information tops the list

"Thinking about your information needs, what kinds of information do you want Langley to provide you with?"



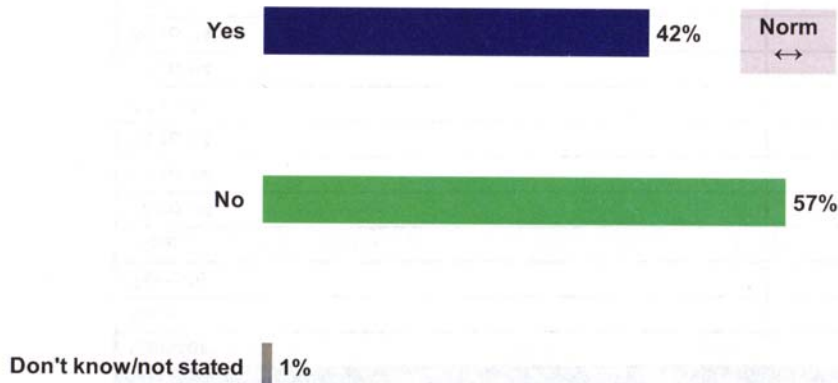
BC Norm	
Financial/budget	9%
Upcoming and current events	7%
Tax information	7%
Parks and recreation	6%
Building and development projects	5%
City planning and zoning	5%
Council meetings/minutes and public meetings/consultation	5%

Base: All respondents (n=300)



Four-in-ten residents have visited Langley's website in the past year – on par with other BC municipalities

"Have you been to Langley's website in the last twelve months?"



Base: All respondents (n=300)



Demographics

	Total Respondents (n=300) %
Gender:	
Male	49
Female	51
Age:	
18 to 24	10
25 to 34	17
35 to 44	20
45 to 54	22
55 to 64	13
65 to 74	9
75+	6
<i>Mean</i>	<i>46 years</i>
Household Composition:	
Children under 18	40
No children	59
Responsible for property taxes/rent:	
Yes	88
No	11