



GEORGINA

2025 Citizen Satisfaction Study

April 2025

Survey conducted by:



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Background and Objectives



Background

The Town of Georgina was interested in conducting an unbiased and statistically significant Town-wide Citizen Survey, including the analysis and reporting of results in a way that is easy to understand and consume. The Town was also interested in setting a baseline to inform budgets and workplan priorities, and to measure progress moving forward.



Objectives

Research objectives:

Determine ...

1. How the Town is performing in its ability to provide and maintain strong citizen satisfaction with the provision of municipal services, programs, and projects
2. How residents' needs have changed and evolved and what services are of upmost priority to our community
3. What services will benefit from being reimagined and what service offerings and/or levels should be modified, adapted, or eliminated
4. How residents like to receive services and preferred means of service delivery
5. How residents like to receive information

Methodology



How was this research conducted?

- The survey was pre-tested with 14 residents from Nov. 12 to Nov. 19, 2024 by telephone recruiting individuals to complete an online survey.
- The full survey launch was delayed until Feb. 24 to Mar. 31, 2025 due to the Nov/Dec Canada Post strike.
- Postcard invitations were sent to all residences in Georgina via Canada Post.
 - Each postcard contained a QR code and a phone number to text to receive a link to an online survey
 - The survey took an average of 15.1 minutes to complete
 - Of the 20,000 postcards mailed out, 836 residents requested a link to the survey, and 750 completed the survey. This represents a higher than average response rate of 3.75% response rate (the typical postcard response rate is 2.7%).
 - Postcard invitations are a cost-effective method for obtaining statistically valid results, as all residents are invited to participate in the study, and can only complete the survey once
- Additionally, 50 residents contacted the Town to request a unique link, or an alternative survey format (phone/paper).



Who participated in this research?

- In total, 814 individuals completed the survey.
- To qualify, respondents were required to be:
 1. 18 years of age or older; and
 2. Resident or own a business in Georgina

Interpreting the Results



Analysis

- Data for which the base of respondents is less than 30 are generally not reported.
- Data for which the base of respondents is less than 50 are noted as “small base”.
- To simplify reporting, chart labels for values under 3% may not be shown.
- Values shown may not sum to the shown total, sub-total, or nets due to rounding.



Sample Frame

- Margin of error on all completes is:
 - $\pm 3.4\%$, 19 times out of 20.
 - Margin of error is larger among subgroups of the total.
- Data was weighted to population data based on age, gender, and community.

Weighting



Representativeness

Weighting was used to better represent the population and reduce non-response bias.

- Results are weighted to match age & gender population counts from the 2021 Canadian Census¹. The results are also weighted to match the community population counts from the 2021 Statistics Canada results as reported in the Environics Analytics 2022 study
- Although the results are weighted, sample sizes for each question represent the number of actual respondents (i.e., unweighted n).
- The tables below show the profile of survey respondents versus that of the population:

| Age group | Survey | Population ¹ |
|-----------|--------|-------------------------|
| 18 to 34 | 18% | 25% |
| 35 to 54 | 41% | 33% |
| 55+ | 41% | 42% |

| Gender | Survey | Population ¹ |
|--------|--------|-------------------------|
| Female | 62% | 50% |
| Male | 38% | 50% |

| Community | Survey | Population |
|----------------------------|--------|------------|
| Keswick | 58% | 56% |
| Sutton and Jackson's Point | 21% | 16% |
| All other communities | 21% | 29% |

¹Statistics Canada. 2023. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released November 15, 2023.

Note about age of participants



Age of Participants

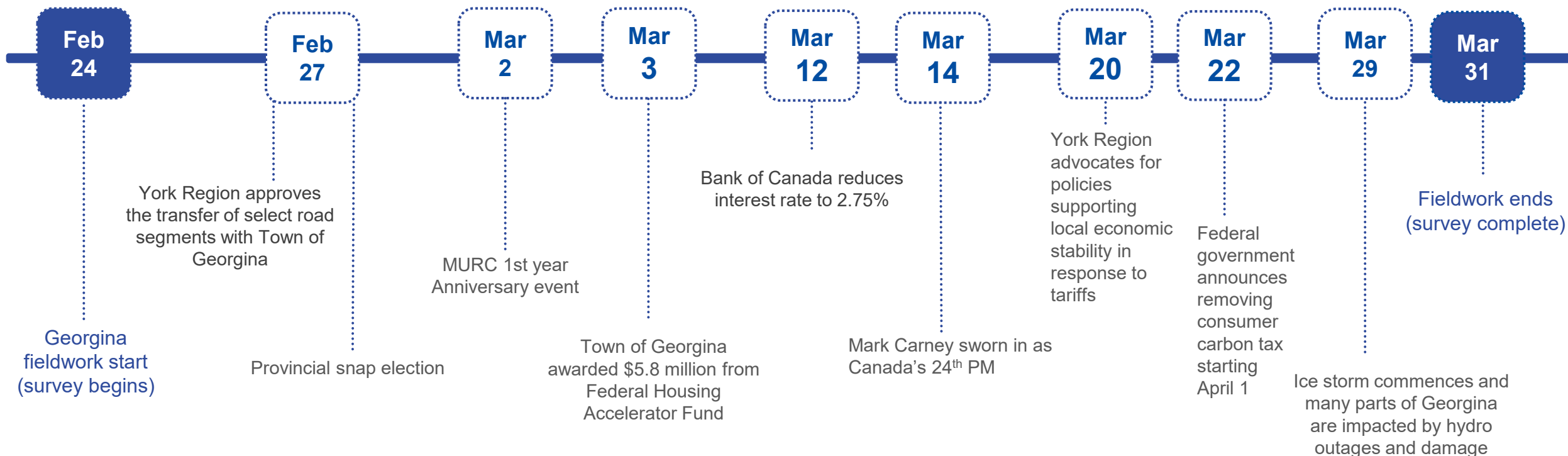
- Although citizens were required to send a text message or scan a QR code to access the survey, this did not seem to deter older adults. In fact, 20% of participants were aged 65 or older closely matching their representation in the general population.
- By contrast, very few citizens aged 18 to 24 took part in the survey. This is not uncommon in communities where few households consist solely of people in this age group. In communities with post-secondary institutions, where such households are more common, survey participation among 18 to 24 year olds tends to be higher when postcard invitations are used.

| Age group | Survey | Population ¹ |
|--------------|--------|-------------------------|
| 18 to 24 | 1% | 9% |
| 25 to 34 | 17% | 17% |
| 35 to 44 | 23% | 16% |
| 45 to 54 | 18% | 17% |
| 55 to 64 | 21% | 21% |
| 65 and older | 20% | 21% |

¹Statistics Canada. 2023. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released November 15, 2023.

Key Events Timeline

- Local, provincial, national, and international events can impact the attitudes and sentiments of residents when responding to community opinion questionnaires.
- Below is a timeline of key (non-exhaustive) events that took place between the surveying period of **February 24 to March 31, 2025**.



Economic Indicators:

- Geopolitical shift with new US Administration (Economy, Trade wars)
- Average price for a home in York Region : \$1.2 million (March 2025) **Source:** [Toronto Regional Real Estate Board](#) (note: resale homes only)
- Consumer price index (CPI) March 2025: 2.3%, **Source:** [Statistics Canada](#)
- Average price of gas/litre in GTA, March 2025: \$1.57 prior to tax levy being lifted
- Unemployment Rate Toronto, Ontario, March 2025: 8.7%, **Source:** [Statistics Canada](#)

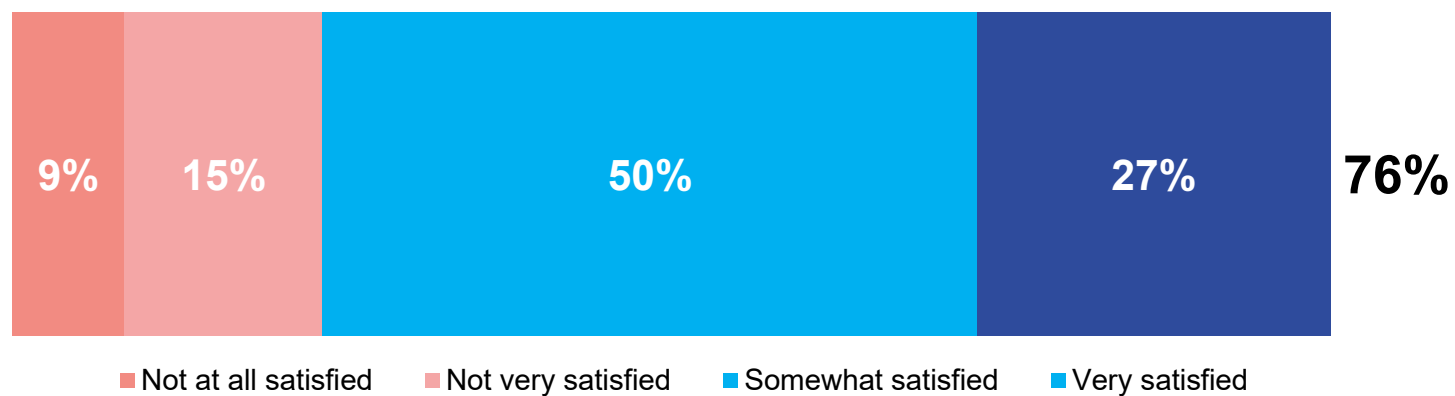
Other Notable Events:

- Jan/Feb** – Automatic Speed Enforcement communications launched in preparation of active cameras (April 10)
- Feb** – week prior to survey launch, TOG received 27 inches of snow fall. Weather event was lifted Feb 24 and it took several weeks to complete clean up
- March 20** – Civic Centre and Animal shelter experience phone outages
- Ongoing** – new Civic Centre build, occupancy 2026

EXECUTIVE SUMMARY

Highlights

Overall Satisfaction with Level and Quality of Services



Ontario
Benchmark



Highlights

Key Drivers of Satisfaction with Level & Quality of Services








Monitor or Maintain Performance:

(% very/somewhat satisfied or agreed)

-  92% Recycling collection
-  88% Proud to be part of Georgina
-  86% Waste collection
-  85% Welcoming, inclusive community
-  80% Vibrant, healthy place to live
-  79% Streetlighting
-  76% Snow removal on Town roads
-  76% Committed to protecting environment

Improve Performance:

(% very/somewhat satisfied or agreed)

-  72% Street safety infrastructure
-  70% Growing local economy
-  67% Major infrastructure improvement projects
-  62% Snow removal on sidewalks/pathways
-  58% Opportunities to have meaningful input into decision-making
-  56% Downtowns promote engagement & are welcoming
-  49% Effective in managing growth/development

Highlights

Community Services/Facilities

% Very/Somewhat Satisfied



Used in
Past 2 Years



91%

Public parks,
trails, green
spaces



88%

Recreation
facilities

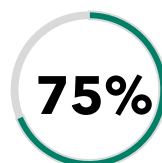


95%

Town events

Online Services

% Very/Somewhat Satisfied



Used in
Past 2 Years



89+%

Satisfaction for
most services

Legislative Services

% Very/Somewhat Satisfied

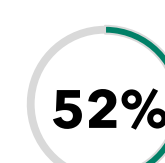


85%

Animal
Enforcement

Library Services

% Very/Somewhat Satisfied



Used in
Past 2 Years

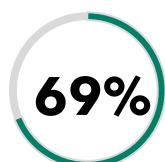


98%

Georgina Public
Library Overall

Service Georgina

% Very/Somewhat Satisfied



Contacted
in Past 2 Years

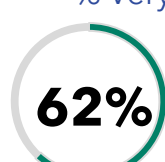


77%-85%

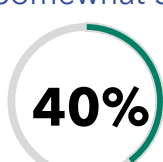
Satisfaction with
Contact Method

Tax & Water Billing Portal

% Very/Somewhat Satisfied



Aware



Enrolled

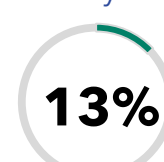


88%

Tax & Water
Billing Portal

Planning, Building, Engineering Services

% Very/Somewhat Satisfied



Used in
Past 2 Years



36%-50%

Satisfaction with
Service

Amount of Info from Town

Just enough,
53%

Too little,
46%

Too much,
1%

Key considerations

Residents are generally satisfied with services provided by the Town

At least 80% of residents are satisfied with recycling and waste collection, water pressure, taste, and odour, and animal enforcement service.

Users of the Town's community services and facilities are very satisfied. Most residents have used park services, and half have attended a Town event in the past two years.

The Georgina Public Library is doing an excellent job servicing the needs of residents, with half of residents using these services in the past two years. Nearly all library services users are satisfied with the library overall, the library facilities, and the library's collection.

Although few residents have used any of the Planning, Building or Engineering Services recently, half to two-thirds of users of these services are dissatisfied.

Key considerations

Service Georgina use is high, and residents are satisfied

69% of residents have interacted with Service Georgina in the past two years, primarily by phone and email. Residents are very satisfied with their interactions, particularly those that happen in person at the Civic Centre. Although only 11% mention contacting Service Georgina as one of their most preferred methods of staying informed, Service Georgina is meeting resident's needs for service and customer support.

Online service tools are working well, but are not fully adopted

75% of residents have used an online service in the past two years (primarily for resident parking passes and recreation program registration/memberships). Satisfaction is very high (89%+) for most online services.

62% of residents are aware of the tax and water billing portal, but only 40% have enrolled. While satisfaction is high among those who are enrolled (88%), an awareness gap exists, particularly among residents who live outside of Keswick, Sutton, and Jackson's Point or who are 55+. Online banking is the most preferred method of payment for tax and water bills, and is the most preferred method across all segments of residents.



Key considerations

Residents want information from the Town

While 53% of residents feel the Town provides just enough information, 46% feel too little information is provided suggesting there is an appetite for increased communication to residents. Residents generally prefer passive ways of receiving information including the official Town social media accounts, the monthly electronic newsletter, Georgina Matters newsletter, the corporate website, and local media coverage. Few residents want to have to initiate contact by attending council meetings, contacting council/staff, or attending public meetings. Preferred contact methods do differ by demographic characteristics, so the nature of the information being shared should influence the medium selected.

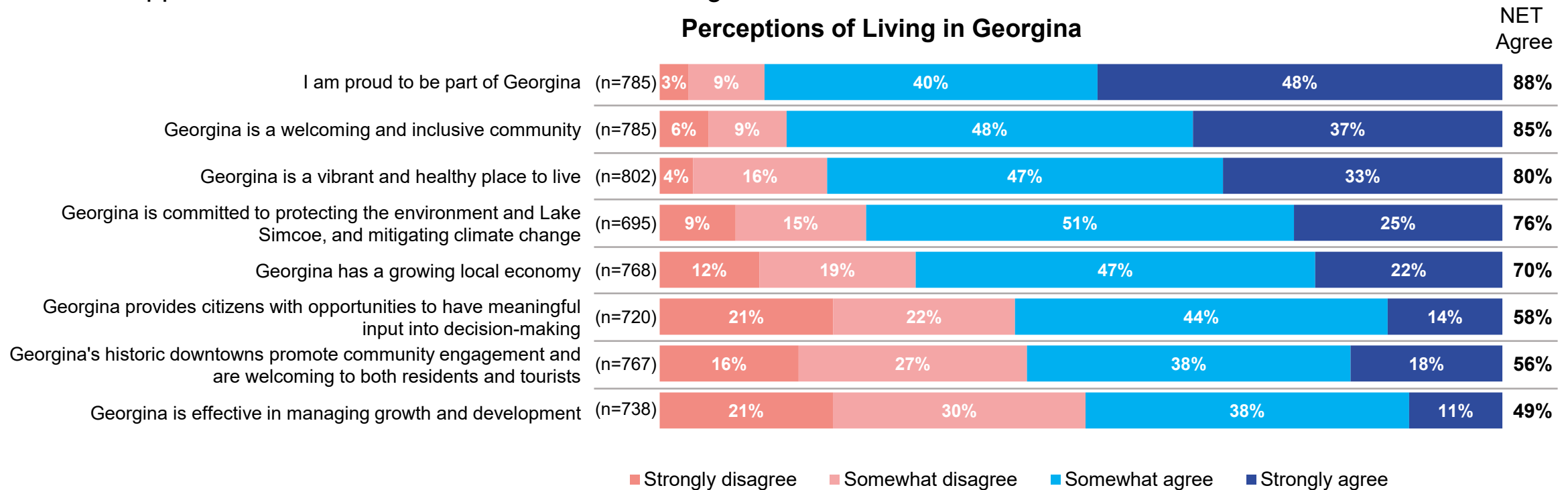
DETAILED RESULTS

A photograph of a family of three at a ski resort, overlaid with a semi-transparent blue filter. A woman in a dark puffy jacket and sunglasses stands in the center, smiling. To her right, a man in a dark ski suit and beanie gives a thumbs-up. In the foreground, a man in a blue jacket is partially visible, looking towards the camera. They are standing near a ski lift structure. In the background, there are snow-covered slopes, other people, and a modern building with large glass windows. A blue Adirondack chair is visible on the right.

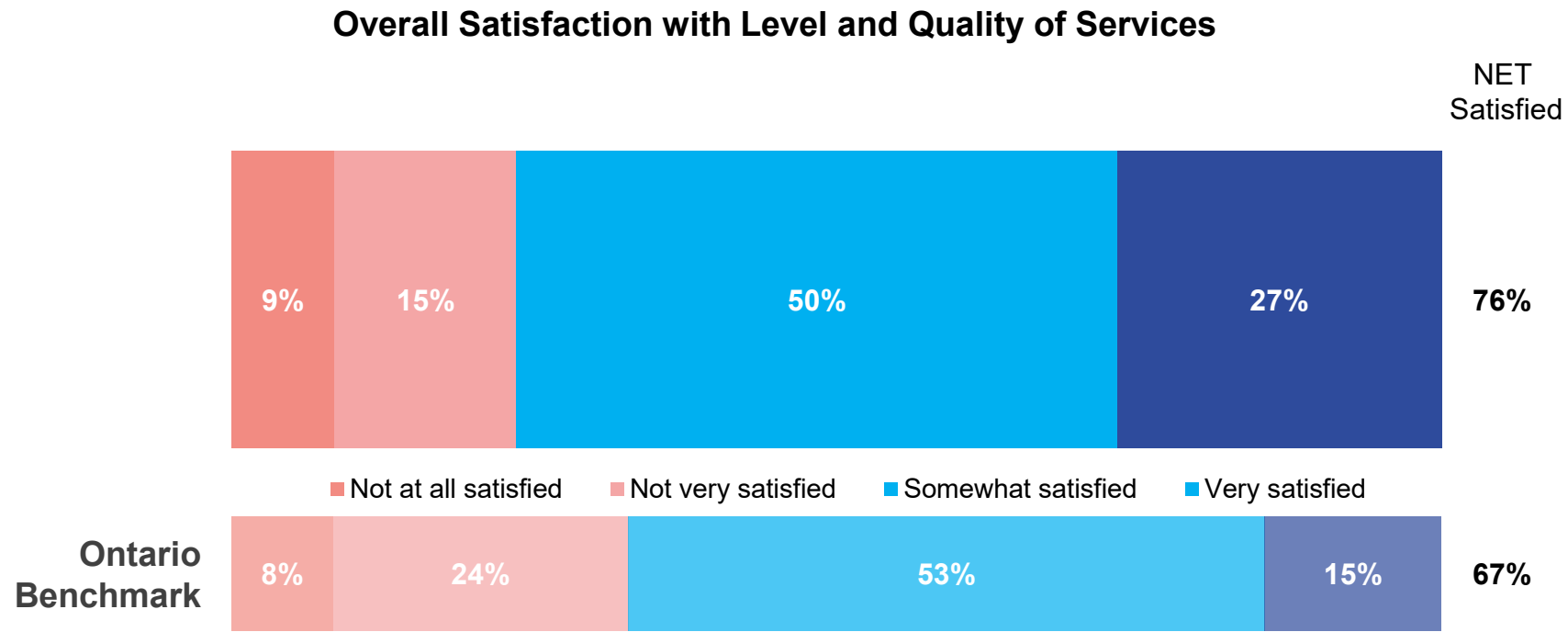
OVERALL SATISFACTION

There is high satisfaction with living in Georgina; the majority of residents are proud to live in Georgina, find the community welcoming, and view it as vibrant and healthy place to live

- Residents are less satisfied with management of growth and development, the historic downtowns, and opportunities to be involved in decision-making.



Overall satisfaction with service levels and quality is strong; one-quarter of residents are very satisfied, and an additional half are somewhat satisfied



Q2: How satisfied are you with the overall level and quality of services provided by the Town of Georgina?
Base: All residents, excluding “don’t know” and “prefer not to answer” (n=805)
Results for Ontario collected by Advanis in January and February 2025 from a random sample of Ontario residents. Data was weighted to region, gender, age, and education statistics from Statistics Canada. Base: (n=2055)

Differences by Segment Regarding Overall Quality of Services and Perceptions of Living in Georgina

- Residents from Keswick tend to have more positive views of the local economy, while residents from Sutton and Jackson's Point tend to view the historic downtowns more favorably than residents living in other communities.
- While residents younger than 35 tend to have higher levels of agreement with living perceptions, they are generally less satisfied with the overall quality of services than their older counterparts.
- Residents who have lived in Georgina for less than 10 years tend to have higher levels of agreement with living perceptions than those with longer residencies.

| | Gender | | Age Group | | | Community | | | Residency | |
|--|-------------|-------------|-------------|-------------|-------------|-------------|----------------------------|-------------|-------------|-------------|
| | Female | Male | 18-34 | 35-54 | 55+ | Keswick | Sutton and Jackson's Point | All others | 10+ years | < 10 years |
| NET AGREE* (% strongly/somewhat agree) | (n=426-494) | (n=259-298) | (n=121-145) | (n=280-329) | (n=294-328) | (n=398-470) | (n=146-166) | (n=151-166) | (n=440-501) | (n=252-298) |
| I am proud to be part of Georgina | 90% | 86% | 88% | 86% | 88% | 87% | 88% | 89% | 86% | 91% |
| Welcoming & inclusive community | 86% | 84% | 90% | 81% | 85% | 85% | 81% | 87% | 81% | 91% |
| Vibrant and healthy place to live | 81% | 79% | 79% | 81% | 80% | 81% | 82% | 77% | 76% | 86% |
| Protects Lake Simcoe, fights climate change | 75% | 77% | 82% | 75% | 72% | 75% | 76% | 76% | 71% | 83% |
| Has a growing local economy | 72% | 68% | 76% | 68% | 67% | 75% | 66% | 62% | 65% | 78% |
| Opportunity to shape decisions | 64% | 52% | 65% | 59% | 53% | 58% | 63% | 55% | 52% | 68% |
| Historic downtowns | 61% | 53% | 58% | 55% | 57% | 51% | 69% | 60% | 53% | 63% |
| Effective growth/development mgt | 53% | 46% | 50% | 49% | 50% | 52% | 49% | 45% | 45% | 58% |
| | (n=496) | (n=298) | (n=146) | (n=329) | (n=330) | (n=474) | (n=166) | (n=165) | (n=503) | (n=299) |
| Overall quality of services (% very/somewhat satisfied) | 81% | 72% | 69% | 78% | 79% | 78% | 74% | 74% | 75% | 80% |

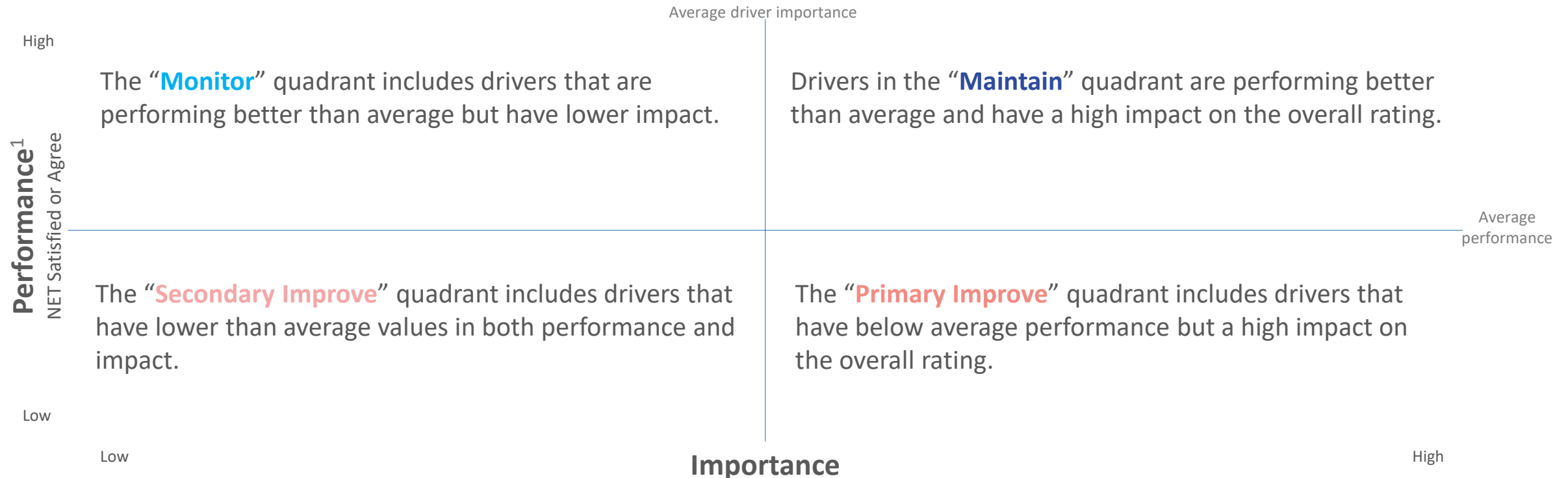
*Full statement wording can be found on the overall results [slide](#).



GEORGINA

Key Driver Analysis

- Key Driver Analysis is a statistical modelling technique for identifying attributes that have the greatest potential to create a desired outcome (increased satisfaction with the overall level and quality of services provided).
- To help determine which drivers should be targeted for improvement, it is useful to look at both the impact a driver can have on an overall rating, as well as the current performance of that driver.



¹Performance score is associated with the proportion of residents who selected [rating], when rating the respective statements.

Q2: How satisfied are you with the overall level and quality of services provided by the Town of Georgina? Base: All residents, excluding “don’t know” and “prefer not to answer” (n=805)

Drivers of Satisfaction with the Level and Quality of Service

- This chart displays the relative importance of the drivers of satisfaction (not the level of satisfaction).

Provides citizens with opportunities to have meaningful input into decision-making 14%

Major infrastructure improvement projects
(delivery, frequency, and management of road reconstruction, water main replacement, dam reconstruction, etc.) 13%

Snow removal on Town roads
(quality and frequency) 11%

Street safety infrastructure
(quality of, and improvements to crosswalks, school zones, speed bumps, signage, etc.) 8%

Georgina is effective in managing growth and development 7%

Snow removal on sidewalks and pathways
(quality and frequency) 6%

I am proud to be part of Georgina 6%

Georgina's historic downtowns promote community engagement and are welcoming to both residents and tourists 5%

Waste collection
(schedule frequency, number of bags allowed, etc.) 5%

Streetlighting
(location, spacing, timing, brightness etc.) 5%

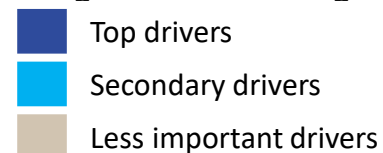
Georgina is committed to protecting the environment and Lake Simcoe, and mitigating climate change 5%

Georgina is a vibrant and healthy place to live 4%

Georgina has a growing local economy 4%

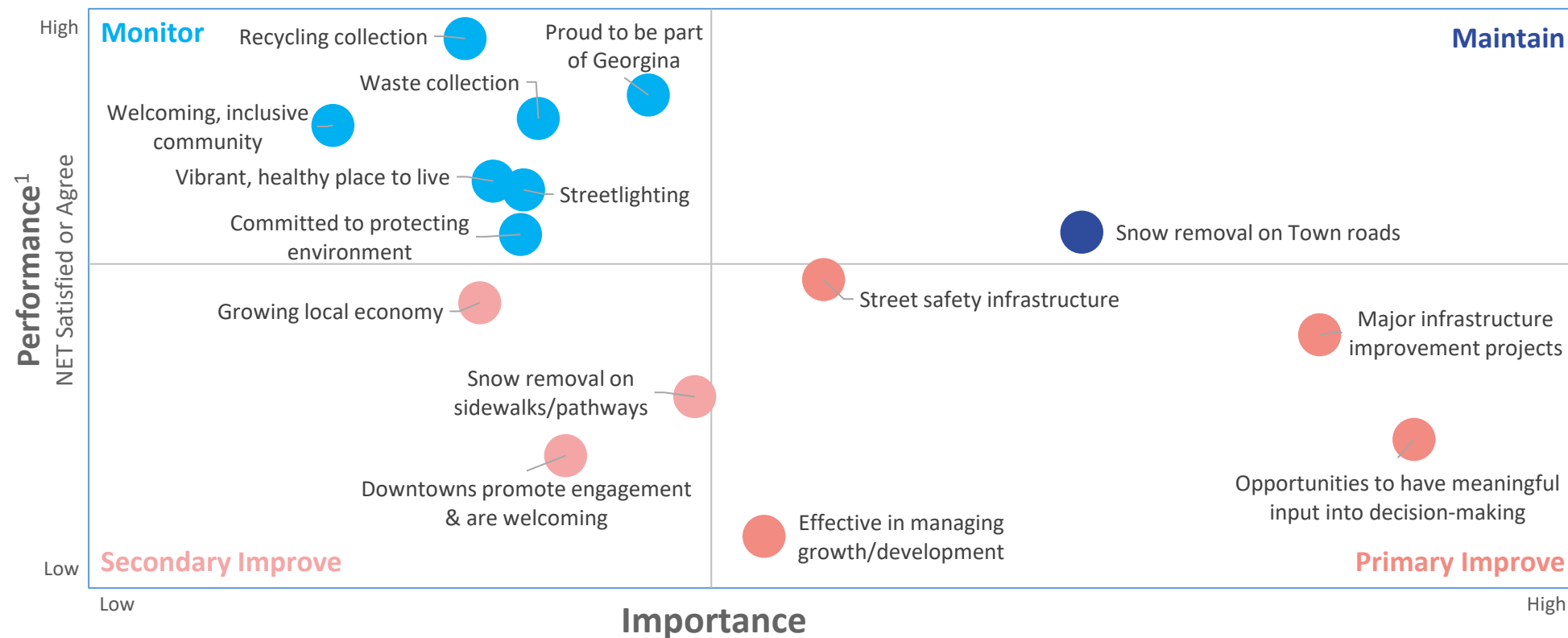
Recycling collection
(schedule frequency, item/material eligibility, etc.) 4%

Georgina is a welcoming and inclusive community 3%



Focus improvement efforts on inputs to decisions, infrastructure, and managing growth

- Engaging downtowns, sidewalk snow removal, and local economy growth are areas of secondary importance for improvement efforts.



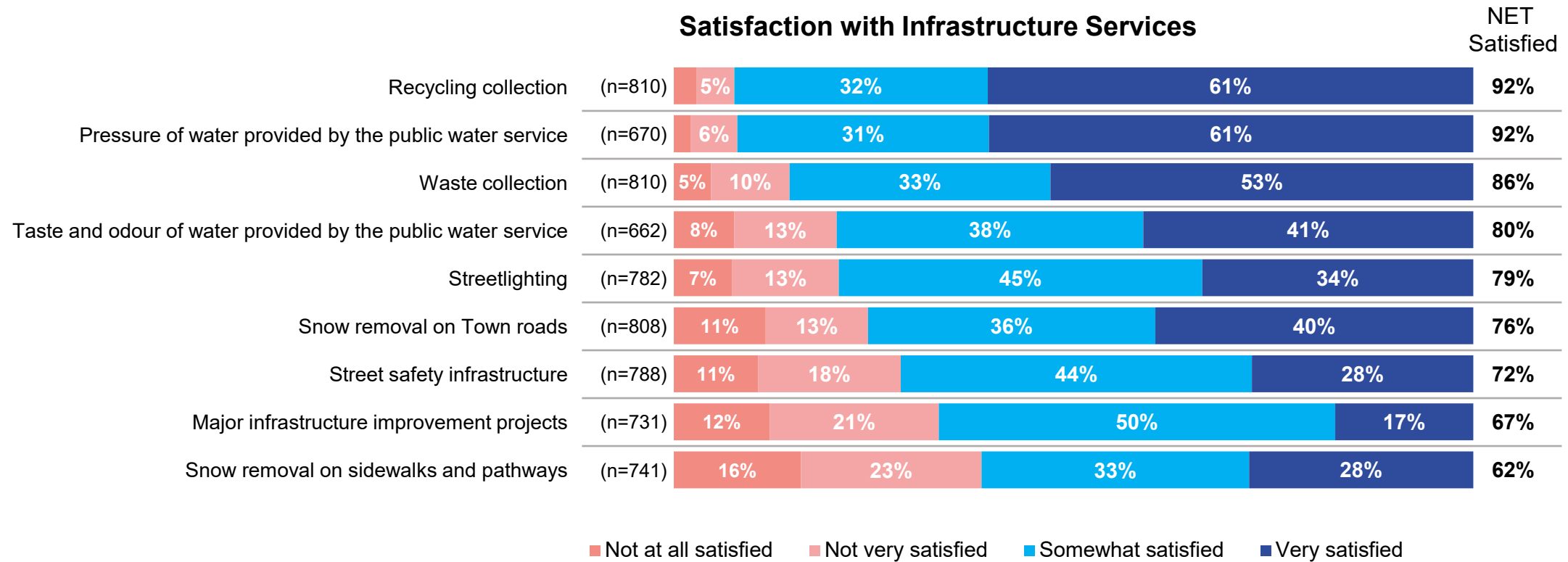
¹Performance score is associated with the proportion of residents who selected Satisfied / Agree, when rating the respective statements.

Q2: How satisfied are you with the overall level and quality of services provided by the Town of Georgina? Base: All residents, excluding "don't know" and "prefer not to answer" (n=805)

SATISFACTION WITH SERVICE COMPONENTS

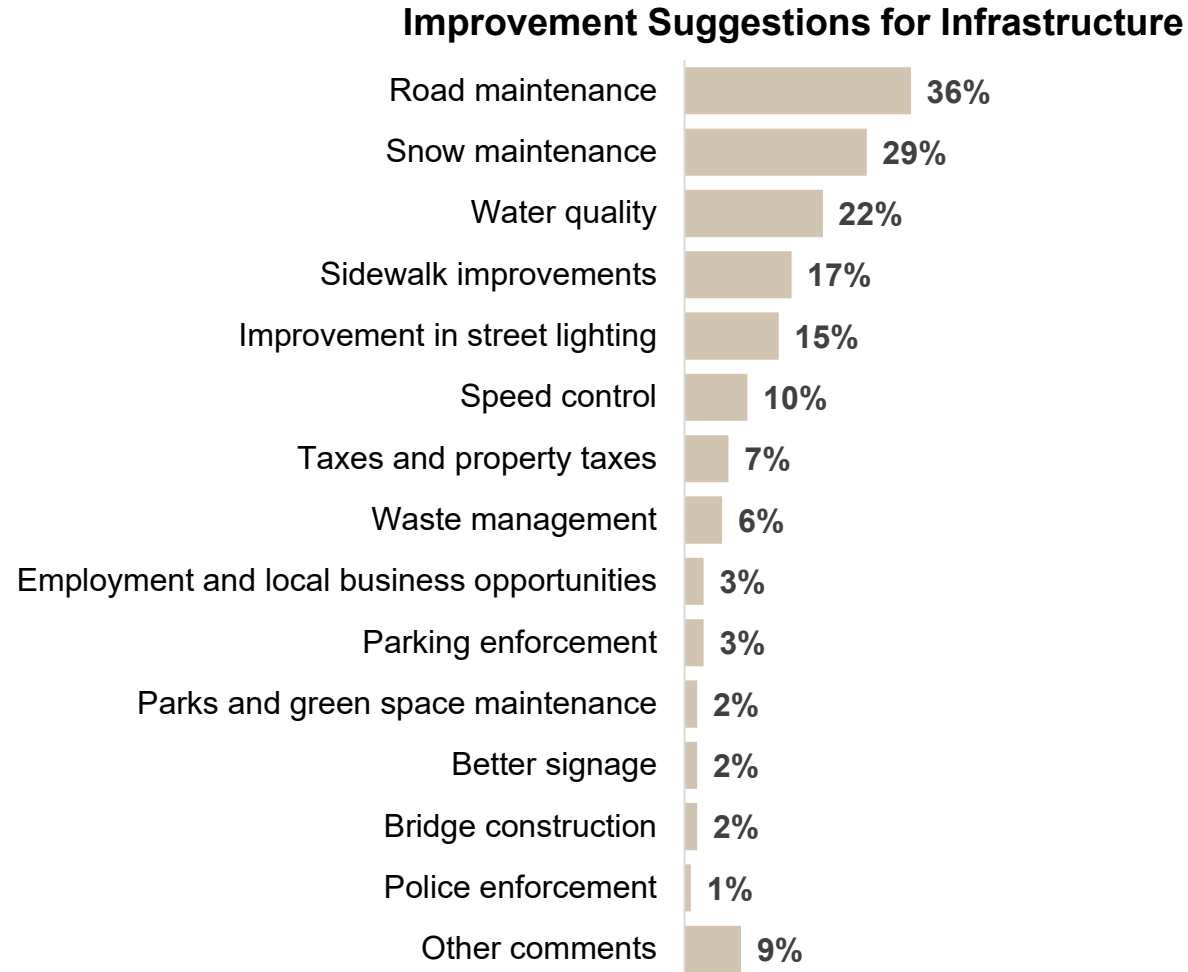


Resident satisfaction is very high with recycling collection, water pressure, and waste collection, while fewer residents are satisfied with major infrastructure projects and sidewalks/pathways snow removal



Q4a: How satisfied are you with each of the following services related to infrastructure in Georgina?
 Base: All residents, excluding “don’t know” and “prefer not to answer”

The most commonly mentioned infrastructure improvement suggestions include road maintenance, snow maintenance, and water quality



Q5a: You indicated that you were not at all satisfied with at least one item related to infrastructure in Georgina. What improvements would you like to see made? [open-ended response that has been categorized]
Base: Residents who were not satisfied with at least one item related to infrastructure, excluding "I have no improvement suggestions"(n=416)

Differences by Segment Regarding Infrastructure Services Satisfaction

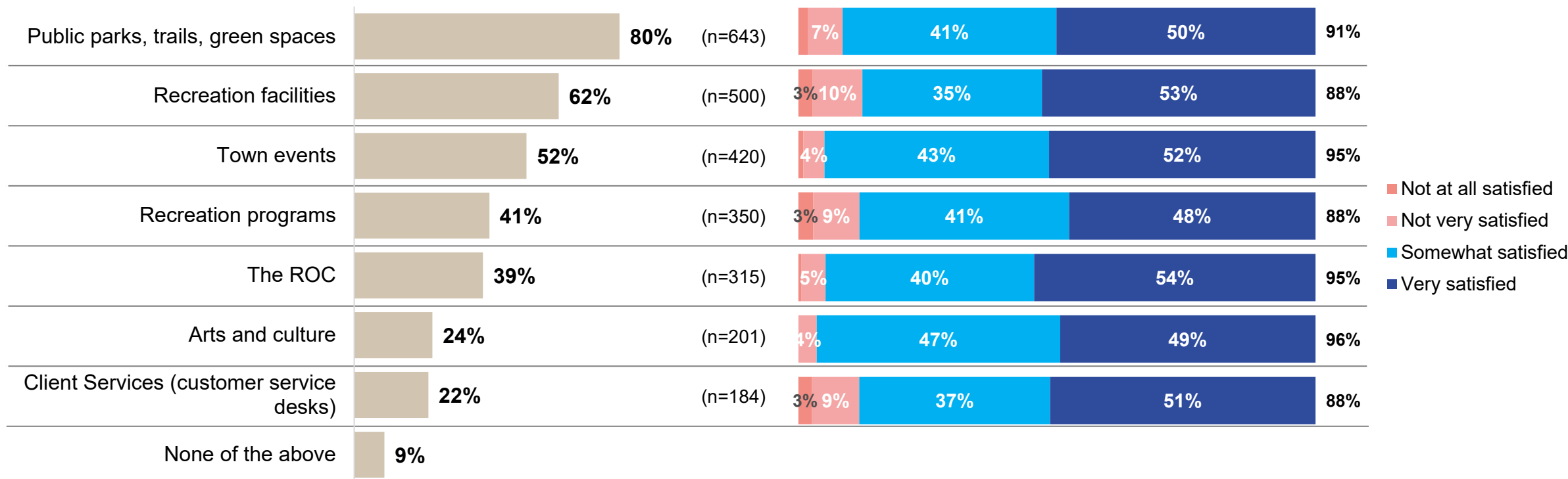
- Residents in Keswick, Sutton, and Jackson's Point tend to be more satisfied with streetlighting than residents living in other communities.
- Satisfaction with street safety infrastructure varies with satisfaction tending to be higher among females, residents of Sutton and Jackson's Point, and residents who have lived in Georgina for less than 10 years.
- Residents that have lived in Georgina for 10 or more years tend to have greater satisfaction with the water taste/odour.

| | Gender | | Age Group | | | Community | | | Residency | |
|--|-----------------------|---------------------|----------------------|----------------------|--------------------|------------------------|---|--------------------------|--------------------------|---------------------------|
| NET SATISFIED (% very/somewhat satisfied) | Female (n=398-498) | Male (n=257-301) | 18-34 (n=125-148) | 35-54 (n=284-331) | 55+ (n=253-332) | Keswick (n=426-475) | Sutton and Jackson's Point (n=132-167) | All others (n=77-169) | 10+ years (n=400-508) | < 10 years (n=260-300) |
| Recycling collection | 94% | 91% | 89% | 92% | 95% | 93% | 93% | 92% | 94% | 89% |
| Pressure of water provided by public water service | 94% | 91% | 92% | 90% | 94% | 92% | 86% | 97% | 92% | 92% |
| Waste collection | 87% | 84% | 85% | 83% | 88% | 83% | 90% | 88% | 87% | 83% |
| Taste and odour of water provided by public water service | 80% | 79% | 77% | 79% | 82% | 78% | 80% | 85% | 81% | 77% |
| Streetlighting | 81% | 79% | 83% | 78% | 78% | 82% | 83% | 73% | 78% | 82% |
| Snow removal on Town roads | 78% | 74% | 77% | 71% | 79% | 74% | 77% | 78% | 74% | 79% |
| Street safety infrastructure | 77% | 66% | 75% | 71% | 70% | 72% | 83% | 65% | 68% | 78% |
| Major infrastructure improvement projects | 68% | 66% | 68% | 64% | 68% | 71% | 64% | 60% | 62% | 75% |
| Snow removal on sidewalks and pathways | 66% | 58% | 59% | 57% | 67% | 58% | 69% | 66% | 59% | 65% |

At least 9-in-10 residents have used one of Georgina's community services/facilities in the past two years; usage varies widely across services/facilities, but satisfaction is very strong among users

Community Services and Facilities Used in the Past Two Years

Satisfaction with Community and Facilities NET Satisfied



■ Not at all satisfied
■ Not very satisfied
■ Somewhat satisfied
■ Very satisfied

Q3b: Which of the following community services/facilities provided by the Town of Georgina have you used in the past two years?

Base: All residents, excluding "don't know" and "prefer not to answer" (n=802)

Q4b: Please rate your satisfaction with each of the following community services/facilities provided by the Town of Georgina.

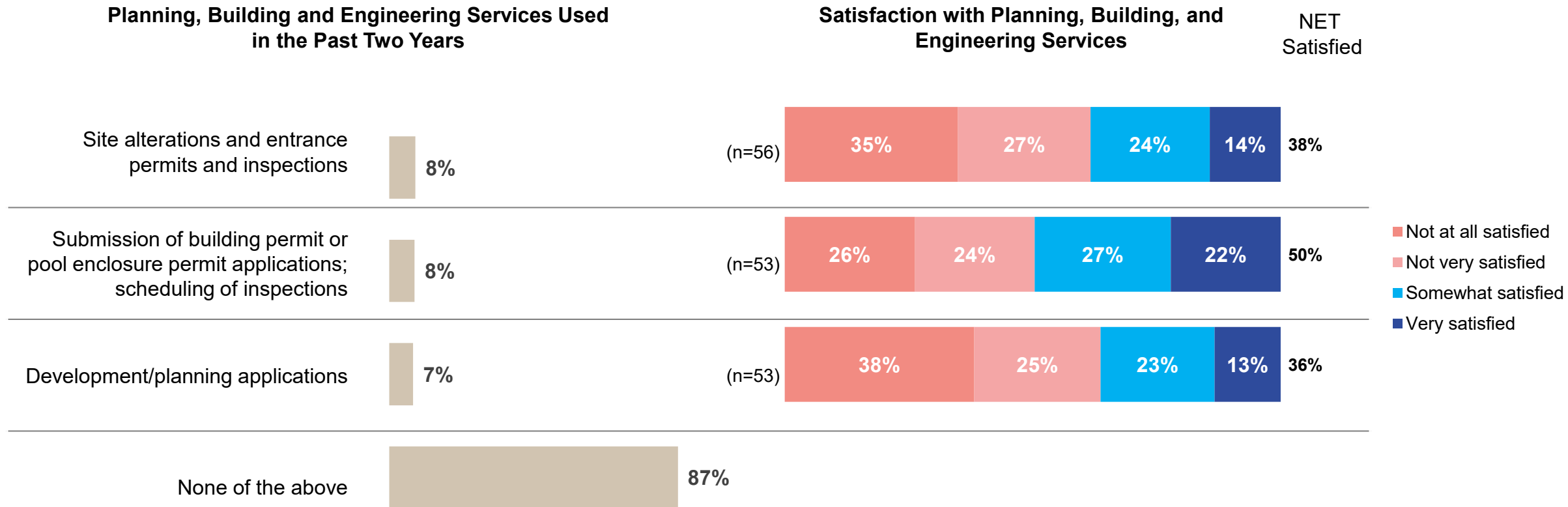
Base: Residents who have used the service and/or facility, excluding "don't know" and "prefer not to answer"

Differences by Segment Regarding Usage of Community Services and Facilities

- Usage of most community services and facilities tends to be lower among those who are 55+ with the exception of arts and culture where usage tends to be higher.
- Women have a greater tendency to use recreational facilities, recreational programs, and arts and culture compared to men.
- Residents living in Sutton and Jackson's Point are more likely to participate in Town events, arts and culture, and the client services compared to those living in other communities.

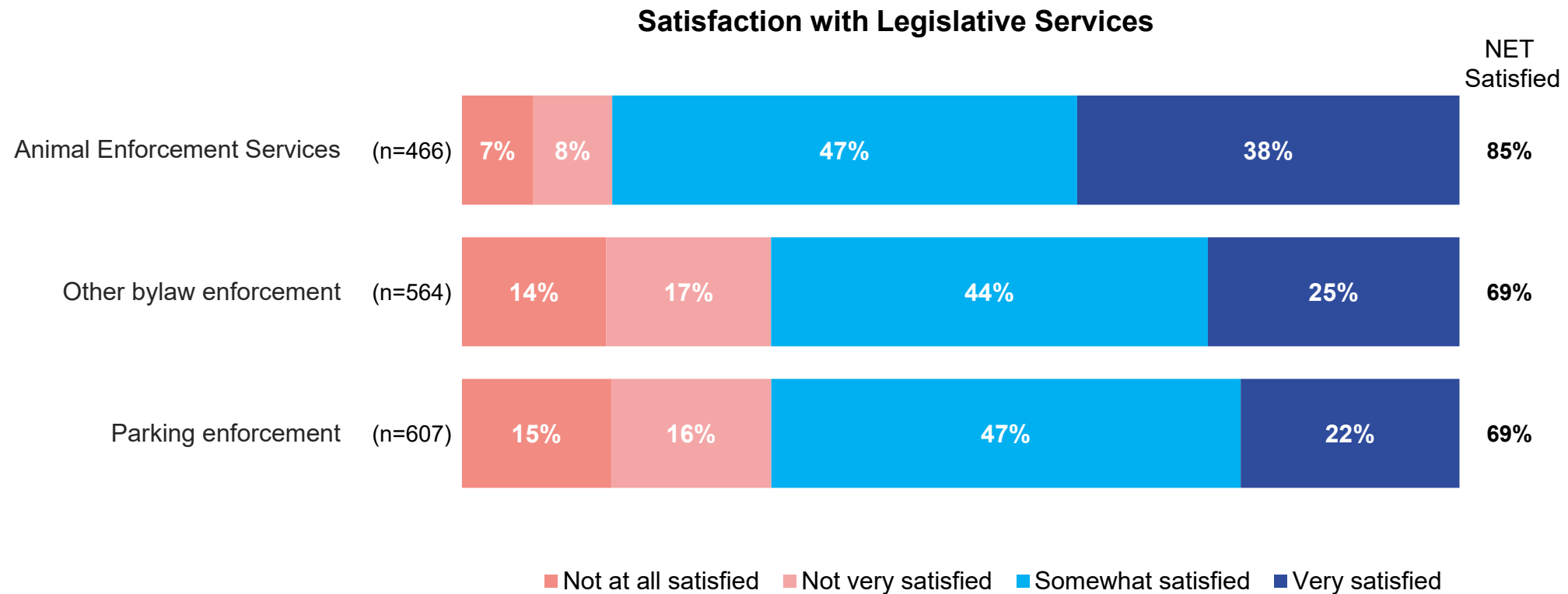
| | Gender | | Age Group | | | Community | | | Residency | |
|--|-------------------|-----------------|------------------|------------------|----------------|--------------------|---|-----------------------|----------------------|-----------------------|
| Usage (% last 2 years) | Female (n=495) | Male (n=295) | 18-34 (n=148) | 35-54 (n=327) | 55+ (n=327) | Keswick (n=469) | Sutton and Jackson's Point (n=167) | All others (n=166) | 10+ years (n=502) | < 10 years (n=297) |
| Public parks, trails, and green spaces | 81% | 79% | 84% | 85% | 74% | 81% | 79% | 78% | 76% | 87% |
| Recreation facilities | 67% | 56% | 60% | 71% | 55% | 59% | 63% | 65% | 63% | 59% |
| Town events | 55% | 48% | 54% | 57% | 46% | 49% | 60% | 53% | 49% | 56% |
| Recreation programs | 51% | 30% | 40% | 52% | 32% | 41% | 42% | 40% | 40% | 42% |
| The ROC | 38% | 39% | 46% | 52% | 24% | 41% | 40% | 33% | 38% | 41% |
| Arts and culture | 29% | 18% | 16% | 20% | 31% | 21% | 33% | 24% | 29% | 15% |
| Client Services (customer service desks) | 24% | 20% | 24% | 26% | 19% | 21% | 28% | 23% | 21% | 24% |

Few residents have used any Planning, Building, or Engineering services; among those who have, 36% to 50% are satisfied with the experience



Q3c: Which of the following Planning, Building and Engineering services provided by the Town of Georgina have you used in the past two years?
 Base: All residents, excluding “don’t know” and “prefer not to answer” (n=764)
 Q4c: Please rate your satisfaction with each of the following Planning, Building and Engineering services provided by the Town of Georgina.
 Base: Residents who have used Planning, Building and Engineering services, excluding “don’t know” and “prefer not to answer”

Satisfaction with animal enforcement services is strong (85%), while 69% of residents are satisfied with parking and other bylaw enforcement



Q4d: Please rate your satisfaction with each of the following legislative services provided by the Town of Georgina.
Base: All residents, excluding “don’t know” and “prefer not to answer”

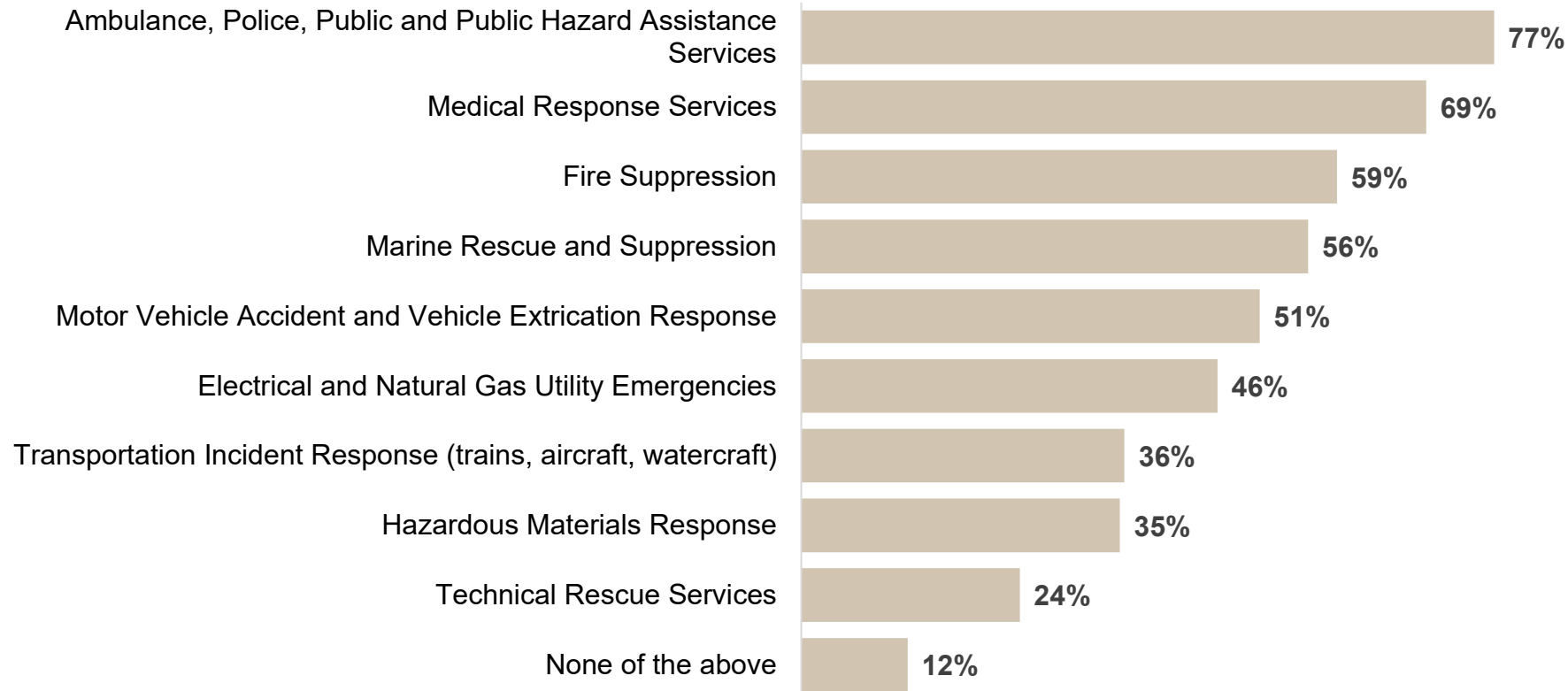
Differences by Segment Regarding Satisfaction with Legislative Services

- Women tend to be more satisfied with legislative services than men.
- Residents aged 18 to 34 tend to be more satisfied with parking enforcement and other bylaw services compared to their older counterparts.
- Satisfaction levels with legislative services across other segments are generally consistent. However, residents living in Georgina for less than 10 years tend to have higher satisfaction with parking and other bylaw enforcement than those living here for 10 years or more.

| | Gender | | Age Group | | | Community | | | Residency | |
|--|-----------------------|---------------------|---------------------|----------------------|--------------------|------------------------|--|---------------------------|--------------------------|---------------------------|
| NET SATISFIED (% very/somewhat satisfied) | Female (n=286-374) | Male (n=175-226) | 18-34 (n=77-114) | 35-54 (n=184-250) | 55+ (n=205-243) | Keswick (n=267-373) | Sutton and Jackson's Point (n=97-122) | All others (n=102-114) | 10+ years (n=318-383) | < 10 years (n=146-223) |
| Animal Enforcement Services | 90% | 79% | 88% | 83% | 85% | 82% | 92% | 87% | 84% | 87% |
| Other bylaw enforcement | 76% | 63% | 77% | 69% | 64% | 68% | 74% | 69% | 65% | 75% |
| Parking enforcement | 74% | 63% | 77% | 64% | 67% | 67% | 67% | 74% | 63% | 79% |

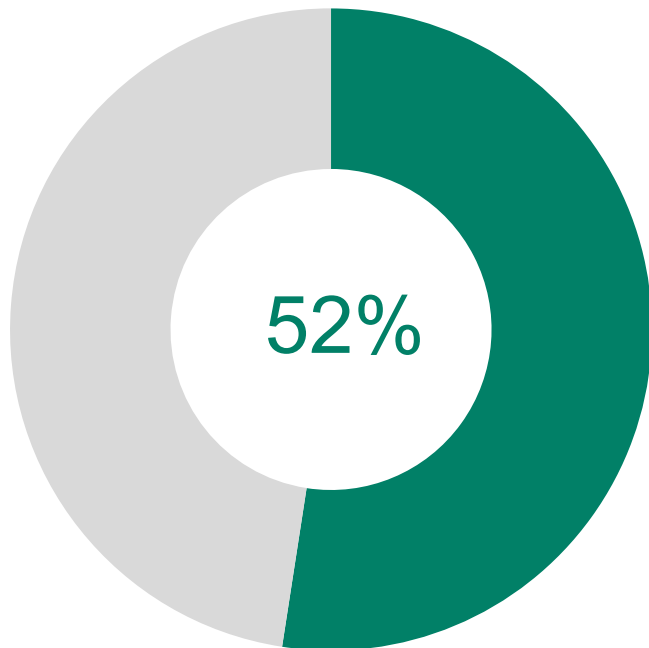
Awareness of the services provided by Fire & Rescue Services varies by service, with fewer residents being aware of transportation incident and hazardous materials response, or technical rescue services

Awareness of Services Provided by Georgina Fire & Rescue Services

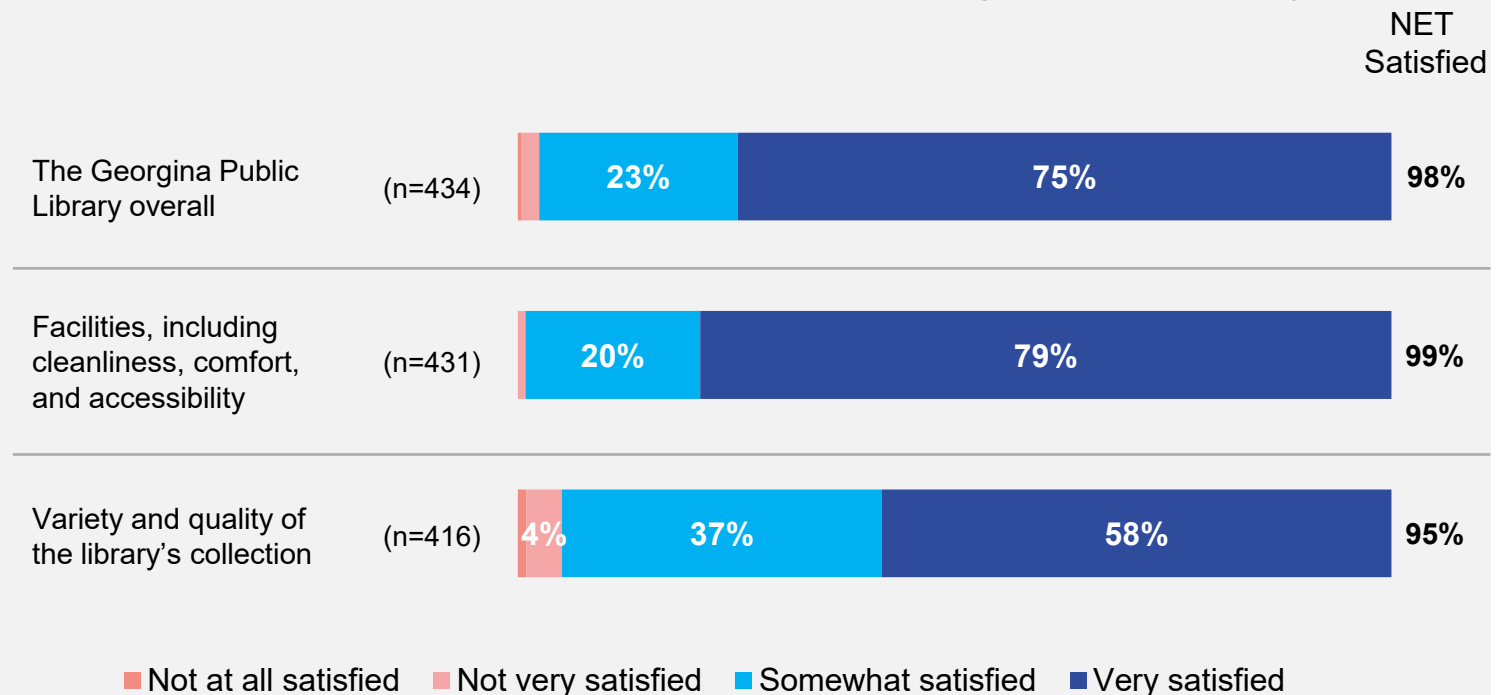


Half of residents have used Georgina Public Library services in the past 2 years; satisfaction among users is nearly universal and 3-in-4 users are very satisfied overall and with the facilities

Used Georgina Public Library Services in the Past Two Years



Satisfaction with the Georgina Public Library



Q3i: Have you used any of the services provided by Georgina Public Library in the past 2 years?

Base: All residents, excluding "don't know" and "prefer not to answer" (n=793)

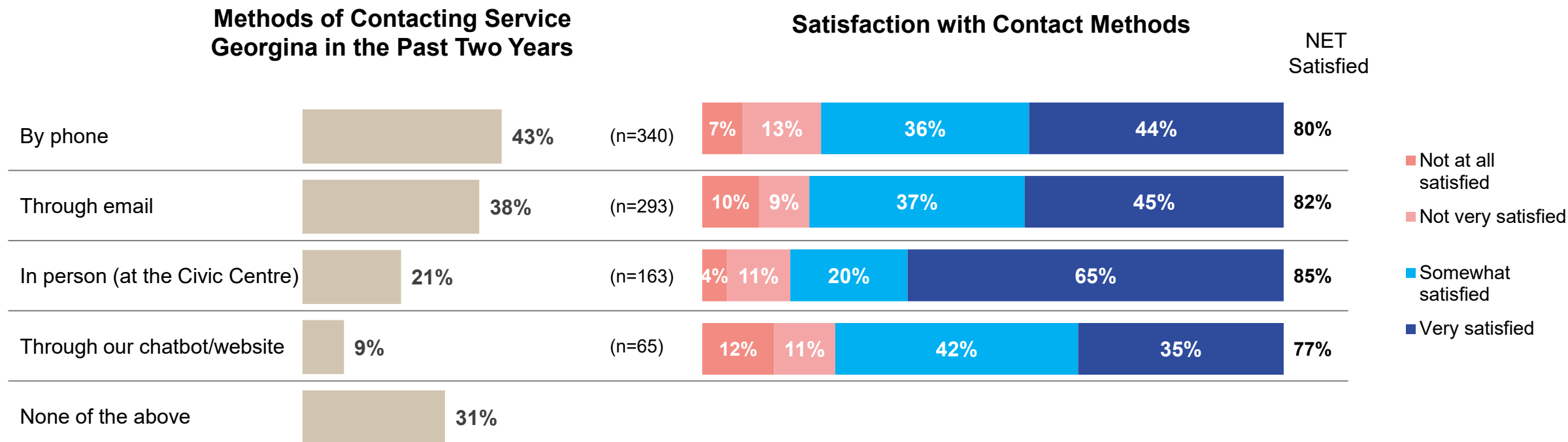
Q4i: How satisfied are you with the following aspects of the Georgina Public Library?

Base: Residents who have used Georgina public library services, excluding "don't know" and "prefer not to answer"

A woman and a man are sitting at a desk in an office. The woman is holding a large, colorful brochure and looking at it with a smile. The man is sitting next to her, looking at the brochure. The office has several computer monitors and desks in the background. The text "SERVICE GEORGINA" is overlaid on the image in white capital letters.

SERVICE GEORGINA

Phone and email are the most commonly used methods of contacting Service Georgina; residents are satisfied across all contact methods, with 2-in-3 visiting in person being very satisfied with the experience



Q3f: Service Georgina is the centralized service team which acts as the first point of contact for Town services and customer support. Over the past two years, have you reached out to this team of customer service agents by any of the following means?

Base: All residents, excluding “don’t know” and “prefer not to answer” (n=769)

Q4f: Please rate your satisfaction with each of the following Service Georgina contact methods.

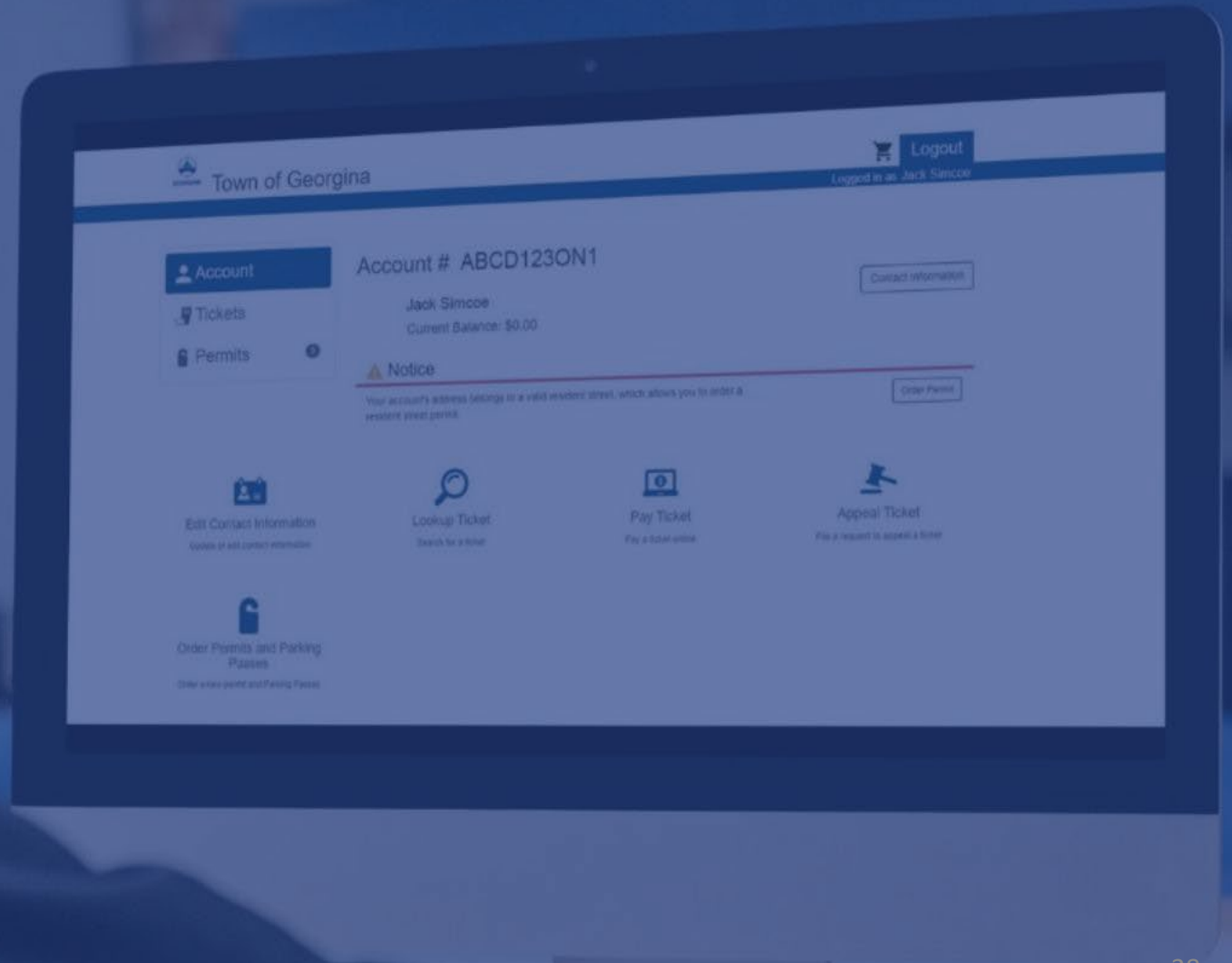
Base: Residents who have contacted service Georgina, excluding “don’t know” and “prefer not to answer”

Differences by Segment Regarding Contact with Service Georgina

- Methods used to contact Service Georgina differs by age with those who are 18 to 34 being less likely to call, while those who are 55+ are less likely to send an email.
- Phone and in person methods tend to be more common among residents from Sutton and Jackson's Point.
- Residents living in Georgina for 10 years or more tend to use the phone more often than other residents to contact Service Georgina.

| | Gender | | Age Group | | | Community | | | Residency | |
|---|-------------------|-----------------|------------------|------------------|----------------|--------------------|---------------------------------------|-----------------------|----------------------|-----------------------|
| Method of Contacting Service Georgina in Past 2 Years | Female (n=481) | Male (n=278) | 18-34 (n=138) | 35-54 (n=317) | 55+ (n=314) | Keswick (n=447) | Sutton and Jackson's Point (n=161) | All others (n=161) | 10+ years (n=483) | < 10 years (n=283) |
| By phone | 45% | 41% | 30% | 44% | 49% | 41% | 48% | 44% | 47% | 37% |
| Through email | 39% | 37% | 41% | 44% | 31% | 36% | 40% | 42% | 37% | 40% |
| In person | 22% | 21% | 21% | 23% | 20% | 19% | 27% | 23% | 20% | 23% |
| Through our chatbot/website (georgina.ca) | 9% | 9% | 9% | 7% | 10% | 9% | 10% | 8% | 8% | 11% |

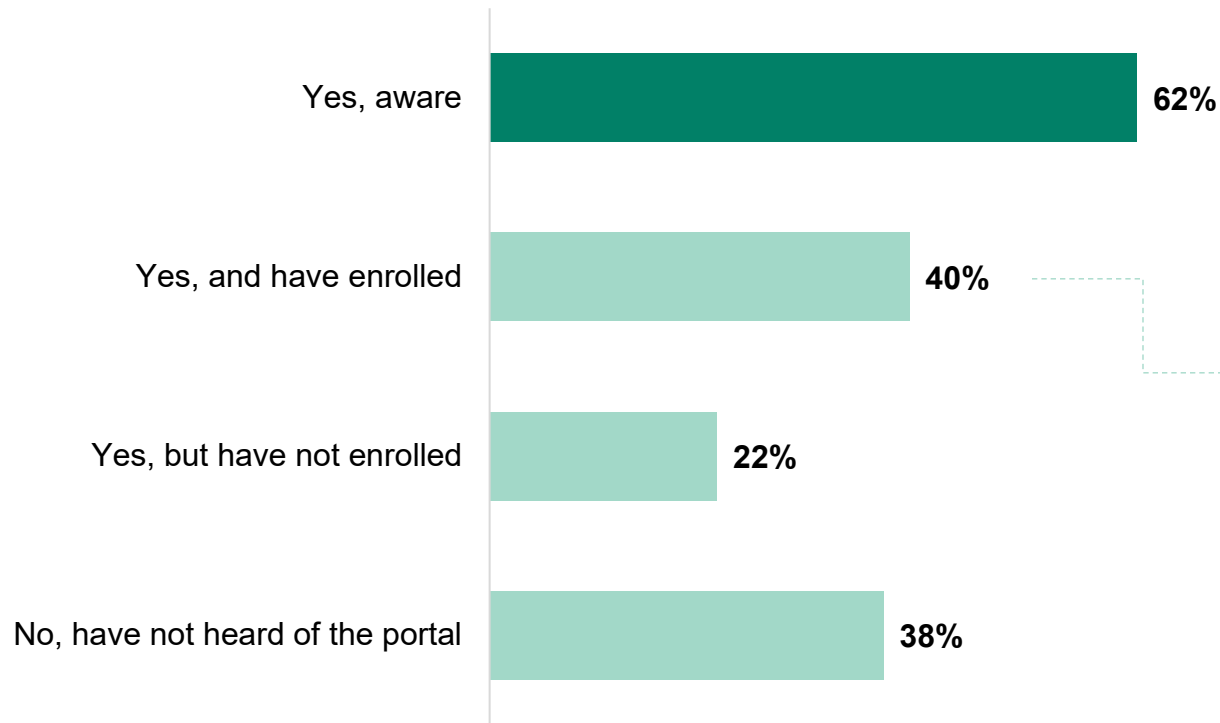
ONLINE SERVICES



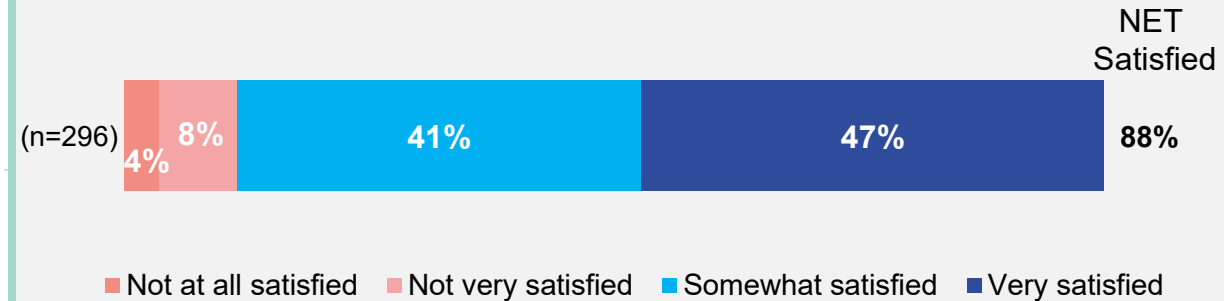


6-in-10 residents are aware of Georgina's tax and water billing portal, and 9-in-10 enrolled report being satisfied with the service

Awareness of the Town of Georgina's Tax and Water Billing Portal



Satisfaction with Online Tax and Water Billing Portal



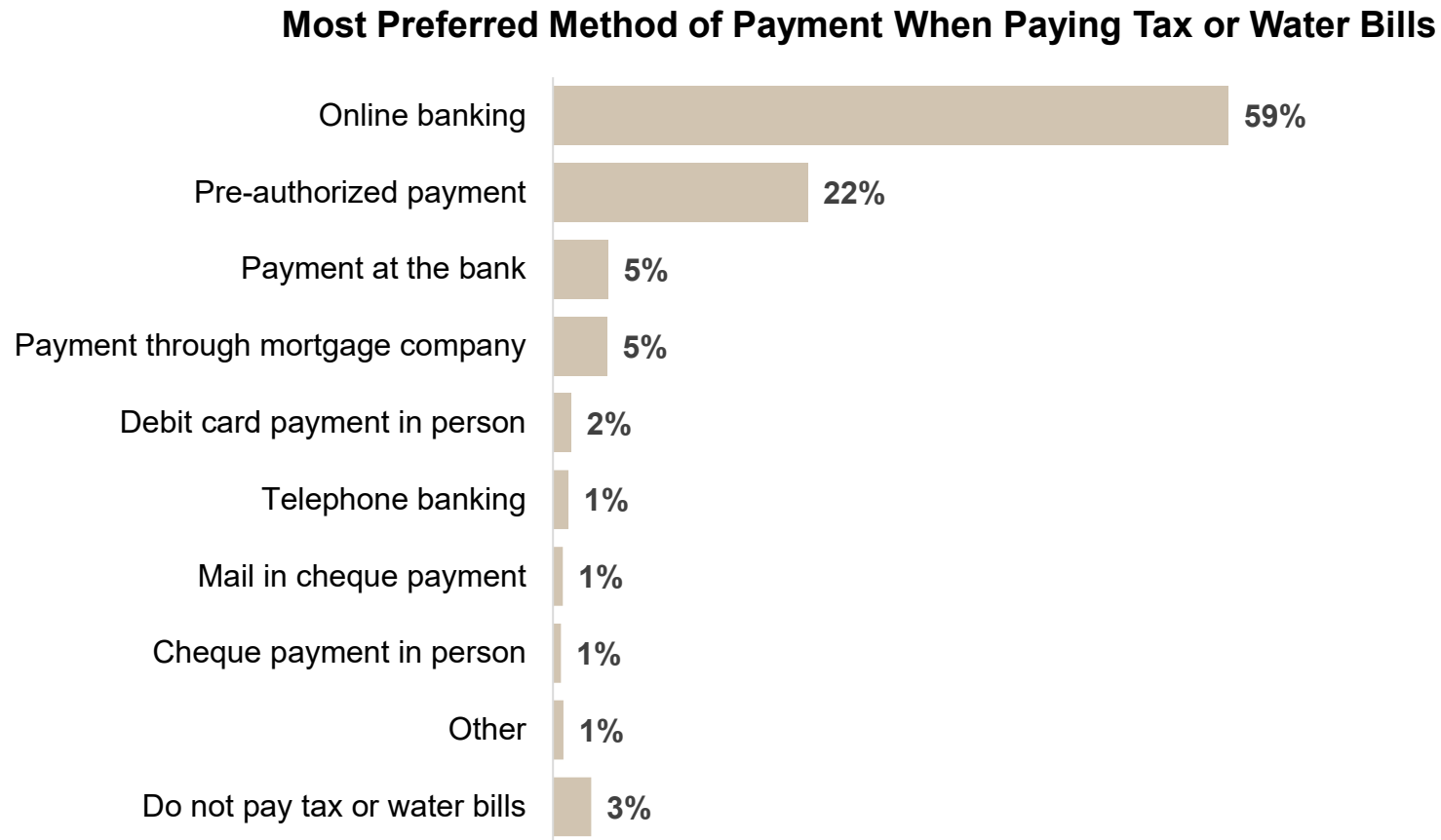
Q14: The Town of Georgina has a tax and water billing portal that residents can use to access their tax and water bills, view transactions, and view account balances. Are you aware of the tax and water billing portal?

Base: All residents, excluding "don't know" and "prefer not to answer" (n=741)

Q15: Please rate your satisfaction with the online tax and water billing portal provided by the Town of Georgina.

Base: Residents who are enrolled in the tax and water billing portal, excluding "don't know" and "prefer not to answer"

Online banking is the most preferred method for paying tax or water bills, with pre-authorized payment trailing behind; few prefer any other payment options



Q16: Please select your most preferred method of payment when paying your tax or water bills.
Base: All residents, excluding "don't know" and "prefer not to answer" (n=778)

Differences by Segment Regarding Awareness and Satisfaction with Tax and Water Billing Portal and Preferred Method of Payment

- Enrollment in the Tax and Water Billing Portal is most common among residents who are 18 to 34, reside in Keswick, Sutton, or Jackson's Point, and who have lived in Georgina for less than 10 years.
- All segments of users are satisfied with the portal.
- Although online banking is the most preferred method of payment for all segments or residents, it is particularly preferred among those who are 35 to 54 or have lived in Georgina for less than 10 years.

| | Gender | | Age Group | | | Community | | | Residency | |
|--|-------------------|-----------------|------------------|------------------|----------------|--------------------|---|-----------------------|----------------------|-----------------------|
| | Female (n=454) | Male (n=277) | 18-34 (n=132) | 35-54 (n=307) | 55+ (n=302) | Keswick (n=436) | Sutton and Jackson's Point (n=154) | All others (n=151) | 10+ years (n=457) | < 10 years (n=281) |
| Aware and have enrolled in Tax and Water Billing Portal | 42% | 39% | 51% | 41% | 33% | 45% | 44% | 30% | 32% | 54% |
| NET Satisfied (% very/somewhat satisfied) | (n=191) | (n=103) | (n=66) | (n=128) | (n=102) | (n=190) | (n=62) | (n=44) | (n=143) | (n=153) |
| Overall satisfaction with Tax and Water Billing Portal | 91% | 85% | 86% | 87% | 92% | 90% | 88% | 86% | 82% | 95% |
| Preferred method of payment for tax or water bills | (n=484) | (n=286) | (n=140) | (n=322) | (n=316) | (n=458) | (n=160) | (n=160) | (n=483) | (n=293) |
| Online banking | 59% | 60% | 56% | 65% | 56% | 61% | 52% | 59% | 57% | 64% |
| Pre-authorized payment | 24% | 21% | 29% | 18% | 22% | 22% | 26% | 22% | 22% | 23% |

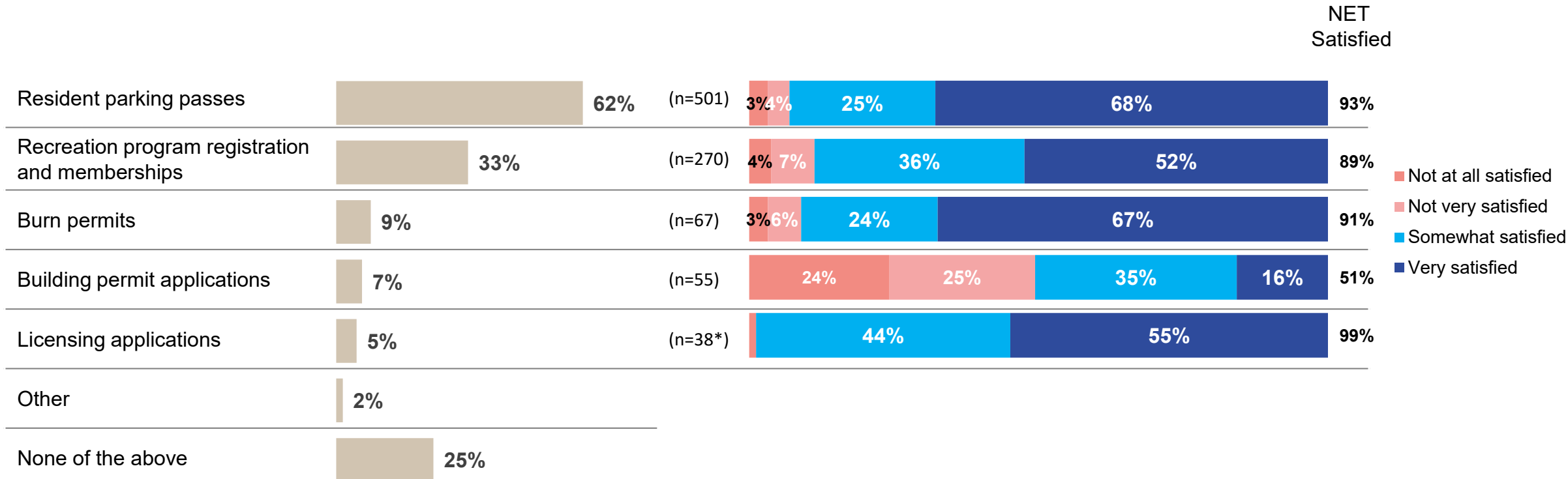


Resident parking passes are the most commonly used online service, followed by recreation program registration/ memberships; with both receiving high satisfaction ratings from users

- Only half of building permit application users are satisfied.

Usage of Online Services in the Past Two Years

Online Service(s) Used in the Past Two Years



*Caution: Small base (n<50).

Q3h: Which of Georgina's online service(s) have you used in the past two years? Base: All residents, excluding "don't know" and "prefer not to answer" (n=793)

Q4h: How satisfied are you with the following online services provided by the Town of Georgina? Base: Residents who have used online service(s), excluding "don't know" and "prefer not to answer"

Differences by Segment Regarding Usage and Satisfaction with Online Services

- Women tend to have higher use of online recreation program registration and memberships compared to men, while online use of resident parking passes and recreation program registration and memberships tends to be lower among those who are 55+.

| | Gender | | Age Group | | | Community | | | Residency | |
|---|-------------|------------|-----------|-------------|------------|-------------|----------------------------|------------|-------------|-------------|
| | Female | Male | 18-34 | 35-54 | 55+ | Keswick | Sutton and Jackson's Point | All others | 10+ years | < 10 years |
| Usage % | (n=491) | (n=291) | (n=140) | (n=329) | (n=324) | (n=465) | (n=162) | (n=166) | (n=499) | (n=291) |
| Resident parking passes | 65% | 59% | 64% | 69% | 56% | 62% | 67% | 61% | 59% | 66% |
| Recreation program registration and memberships | 41% | 26% | 36% | 43% | 24% | 33% | 29% | 36% | 32% | 36% |
| Burn permits | 9% | 8% | 1% | 9% | 13% | 5% | 10% | 15% | 12% | 3% |
| Building permit applications | 7% | 6% | 6% | 7% | 6% | 4% | 15% | 8% | 6% | 8% |
| Licensing applications | 5% | 5% | 7% | 6% | 4% | 6% | 5% | 5% | 5% | 6% |
| NET Satisfied (% very/somewhat satisfied) | (n=197-321) | (n=71-173) | (n=53-94) | (n=142-229) | (n=75-178) | (n=166-295) | (n=49-108) | (n=55-98) | (n=162-301) | (n=108-197) |
| Resident parking passes | 94% | 93% | 94% | 93% | 93% | 91% | 95% | 92% | 93% | 94% |
| Recreation program registration and memberships | 89% | 89% | 95% | 83% | 91% | 93% | 80%* | 88% | 86% | 86% |

*Caution: Small base (n<50)

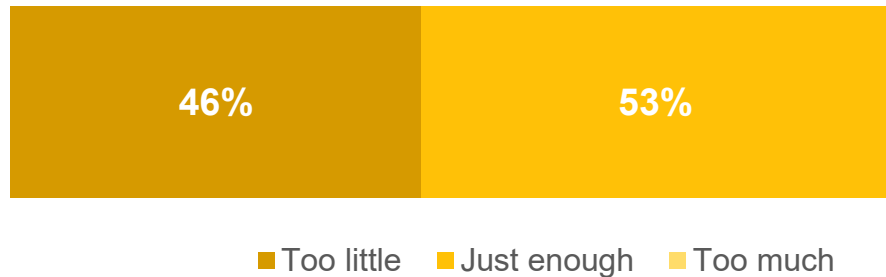
COMMUNICATION AND ENGAGEMENT



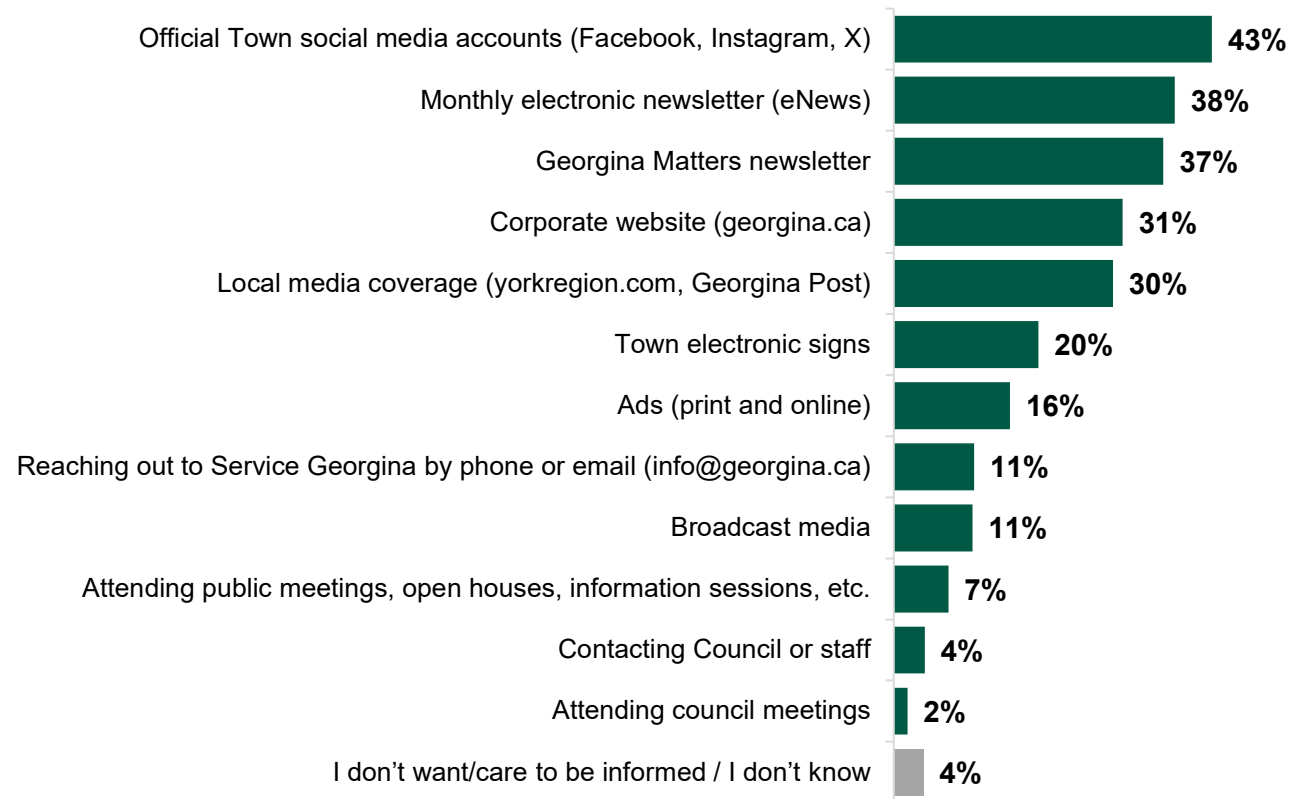


Opinions are mixed as to whether residents perceive they receive just enough or too little information from the Town. Residents prefer a mix of digital platforms, with official Town social media accounts, the monthly electronic newsletter, and Georgina Matters newsletter being the most preferred methods to stay informed

Amount of Information Received from the Town of Georgina



Top Three Preferred Methods of Staying Informed



Q9: In your opinion, is the amount of information you receive from the Town of Georgina ...

Base: All residents, excluding "don't know" and "prefer not to answer" (n=763)

Q10a: Please select your top three preferred methods of staying informed on Town matters, including events and things to do around town.

Base: All residents (n=814)

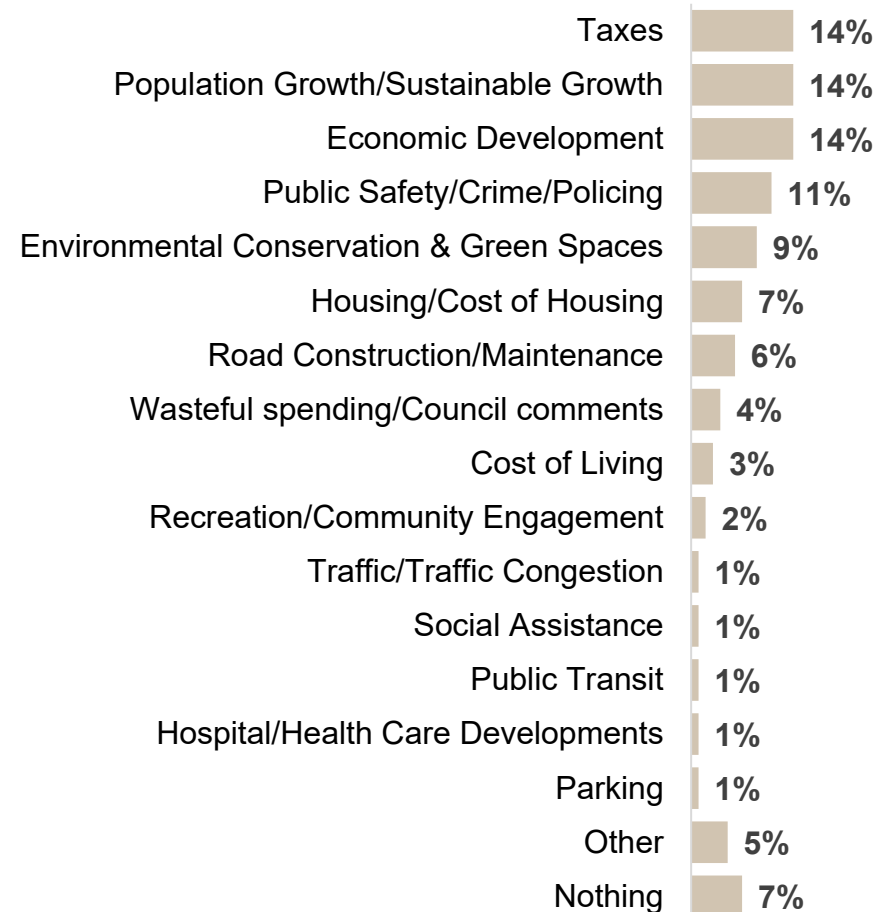
Differences by Segment Regarding Amount of Information from the Town of Georgina and Preferred Methods of Staying Informed

- Over half of women feel they receive sufficient information from the Town, while men are more likely to feel they receive too little. In terms of preferred methods of staying informed, women are more likely to prefer official Town social media accounts.
- Social media accounts are a preferred information source for residents who are 18 to 54, while those who are 55+ prefer local media coverage and newsletters.

| | Gender | | Age Group | | | Community | | | Residency | |
|--|---------|---------|-----------|---------|---------|-----------|----------------------------|------------|-----------|------------|
| | Female | Male | 18-34 | 35-54 | 55+ | Keswick | Sutton and Jackson's Point | All others | 10+ years | < 10 years |
| Amount of information from the Town is ... | (n=472) | (n=281) | (n=144) | (n=312) | (n=307) | (n=446) | (n=161) | (n=156) | (n=467) | (n=294) |
| Too little | 41% | 52% | 50% | 45% | 46% | 47% | 42% | 48% | 49% | 42% |
| Just right | 59% | 47% | 50% | 54% | 54% | 53% | 58% | 51% | 50% | 58% |
| Too much | 0% | 1% | 0% | 1% | 1% | 1% | 1% | 1% | 1% | 0% |
| Preferred methods to stay informed (among top 3) | (n=499) | (n=303) | (n=149) | (n=333) | (n=332) | (n=476) | (n=169) | (n=169) | (n=508) | (n=303) |
| Official Town social media accounts | 54% | 33% | 53% | 50% | 32% | 44% | 44% | 41% | 41% | 47% |
| Monthly electronic newsletter (eNews) | 37% | 39% | 40% | 37% | 38% | 43% | 34% | 31% | 36% | 42% |
| Georgina Matters newsletter | 35% | 39% | 36% | 32% | 41% | 38% | 31% | 38% | 35% | 40% |
| Corporate website (georgina.ca) | 31% | 32% | 30% | 35% | 29% | 28% | 32% | 36% | 31% | 32% |
| Local media coverage | 32% | 27% | 19% | 23% | 42% | 26% | 29% | 38% | 34% | 23% |

The most frequently mentioned issues facing the Town today include taxes, population growth/sustainable growth, economic development, and public safety/crime/policing

Important Issues Facing the Town of Georgina



Q8: What, in your opinion, is the most important issues facing the Town of Georgina today? [open-ended response that has been categorized]

Base: All residents, excluding "don't know" and "prefer not to answer" (n=660)

An aerial photograph of a suburban neighborhood, likely in a coastal area, featuring a large body of water in the background. The foreground is dominated by a dense grid of residential houses with dark roofs. The image is overlaid with a semi-transparent blue filter. The text "RESIDENT PROFILE" is prominently displayed in the center-left area.

RESIDENT PROFILE

Demographics

Location

| | |
|-----------------|-----|
| Keswick | 55% |
| Sutton | 11% |
| Pefferlaw | 10% |
| Willow Beach | 5% |
| Jackson's Point | 4% |
| Island Grove | 3% |
| Udora | 3% |
| Baldwin | 2% |
| Virgina | 2% |
| Roche's Point | 1% |
| Ravenshoe | 1% |
| Port Bolster | 0% |
| Belhaven | 0% |
| Egypt | 0% |
| Other | 2% |

Gender

| | |
|-------------------------|-----|
| Male | 50% |
| Female | 50% |
| Prefer to self-describe | 0% |

Respondent Age

| | |
|--------------|-----|
| 18 to 24 | 2% |
| 25 to 34 | 24% |
| 35 to 44 | 18% |
| 45 to 54 | 15% |
| 55 to 64 | 21% |
| 65 and older | 21% |

S1: Which of the following age groups do you belong to? Base: All residents (n=814)

S5: Where do you live or own/lease rent property in Georgina? / Where is your business located in Georgina? Base: All residents (n=814)

S7: What is your gender? Base: All residents, excluding "prefer not to answer" (n=802)

Demographics

Full-time or Seasonal Residency

| | |
|------------|-----|
| Full-time | 99% |
| Seasonally | 1% |

Own or Operate a Business

| | |
|-----|-----|
| Yes | 9% |
| No | 91% |

Length of time in Georgina

| | |
|---|-----|
| All my life | 15% |
| 10 years or more (but not my whole life) | 47% |
| 5 to 9 years | 16% |
| 2 to 4 years | 14% |
| Less than 2 years | 9% |

S2a: Do you live or own/lease/rent property in Georgina full-time or seasonally? Base: All residents, excluding "prefer not to answer" (n=812)

S3: Do you own or operate a business in Georgina? Base: All residents, excluding "prefer not to answer" (n=803)

S4: How long have you lived or owned/leased/rented property in Georgina? Base: All residents, excluding "prefer not to answer" and "don't know" (n=811)

Demographics

Education

| | |
|-----------------------------------|-----|
| Elementary school | 1% |
| High School | 17% |
| College | 39% |
| University certificate or diploma | 7% |
| University Bachelor's degree | 26% |
| University Master's degree | 9% |
| University Doctorate | 1% |

Identity

| | |
|----------------------|-----|
| Non-visible minority | 87% |
| Visible minority | 11% |
| Indigenous | 2% |

Children in Household

| | |
|-----|-----|
| Yes | 37% |
| No | 63% |

D4: What is the highest level of education that you have completed? Base: All residents, excluding "prefer not to answer" (n=777)

D1: Are you an Indigenous person, that is, First Nations, Métis, or Inuk (Inuit)? D2: Do you identify as a visible minority? Base: All residents, excluding "prefer not to answer" (n=768)

D6: Are there any children under the age of 18 in your household? Base: All residents, excluding "prefer not to answer" (n=800)

Demographics

Employment Status

| | |
|--------------------------------|-----|
| Self-employed | 10% |
| Employed full time (>30 hours) | 55% |
| Employed part time (<30 hours) | 4% |
| On leave | 3% |
| Not currently employed | 2% |
| Retired | 24% |
| Homemaker | 1% |
| Student | 1% |

Residence

| | |
|----------------------------------|-----|
| Own | 87% |
| Rent or lease | 9% |
| Live with a friend/family member | 3% |
| Something else | 0% |
| Not applicable | 0% |

Income

| | |
|------------------------------|-----|
| Under \$50,000 | 11% |
| \$50,000 to under \$100,000 | 26% |
| \$100,000 to under \$150,000 | 27% |
| \$150,000 to under \$200,000 | 20% |
| \$200,000 or more | 16% |

D3: Which of the following best describes your current employment status? Base: All residents, excluding "prefer not to answer" (n=797)

D5: Do you own, rent, or lease your home? Base: All residents, excluding "prefer not to answer" (n=797)

D7: Which of the following categories best describes your household's annual income, before taxes? Base: All residents, excluding "prefer not to answer" (n=636)

A high-angle, wide shot of an outdoor pickleball court complex. The courts are arranged in a grid, with blue and red playing surfaces separated by green walkways. Several people are visible on the courts, engaged in play or walking. A white car is parked in the background near a fence. The entire image has a blue color overlay.

APPENDIX

| | |
|---|---|
| Research sponsor (including all financial sponsors) | Town of Georgina |
| Research/data collection supplier | Advanis |
| Population represented | Residents of Georgina who are 18 years of age or older |
| Sample size | n=814 |
| Mode of data collection | <ul style="list-style-type: none"> • Survey pre-tested via telephone recruitment to an online survey • Postcard mail-out to households with a phone number to send an SMS to receive a link to the online survey (English only) |
| Source of sample | <ul style="list-style-type: none"> • ASDE Listed & Unlisted RDD landline numbers for pre-test • Postcards to all households in Georgina via Canada Post |
| Description of sample | Probability sample |
| Sample design | All sample contacted |
| Start and end dates of data collection | Pretest: Nov. 12, 2024 to Nov. 19, 2024 Postcard Recruit: Feb. 24, 2025 to March 31, 2025 |
| Strategies used to gain cooperation | <ul style="list-style-type: none"> • Postcards sent to all residential addresses within Georgina; reminders to those who requested a link to the survey but did not complete the survey • Town advertised study to encourage participation • Residents could also contact someone from the Town if they were having difficulty accessing the survey from the postcard. A unique link to the survey was emailed to these individuals. |
| Margin of sampling error for total sample | ± 3.4%, 19 times out of 20 |
| Is data weighted? | Yes, by age and gender based on Statistics Canada, 2021 Census of Population; and by community based on Environics Analytics 2022 based on data collected by Statistics Canada for the Current Canadian Census. |
| Contact for more information | Mary Ann Charters (519-340-0124; maryannm@advanis.net) |
| Survey text | See individual slides |



www.advanis.net

Contact:

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Edmonton | Waterloo | Montréal