

Re: Item No. 15.1.3

HALIFAX

January 14, 2025

2024 Resident Survey

Summary of Results

Recommendation

That Halifax Regional Council:

1. Direct the Chief Administrative Officer to incorporate the results of the 2024 Resident Survey in the preparation of the updated 2026-2030 Strategic Plan.

Survey Overview

- Tool for measuring satisfaction with programs and services, identifying issues and needs.
- 11th survey conducted since amalgamation.
- Conducted between Sept. 20 – Oct. 13, 2024 (Invitation) and Oct. 4 – Oct. 28 (Open).

A graphic for the 2024 Resident Survey. It features a grid of icons: a city skyline, a tall building, a boat, a van, a person kayaking, a row of houses, two ducks, and a government building. The text reads: "2024 Resident Survey", "For misplaced passcodes or other technical questions, please contact Narrative Research:", "• surveys@narrativeresearch.ca", and "• 1.833.327.0548 (toll-free)". The word "HALIFAX" is at the bottom.

**2024
Resident Survey**

For misplaced passcodes or other technical questions, please contact Narrative Research:

- surveys@narrativeresearch.ca
- 1.833.327.0548 (toll-free)

HALIFAX

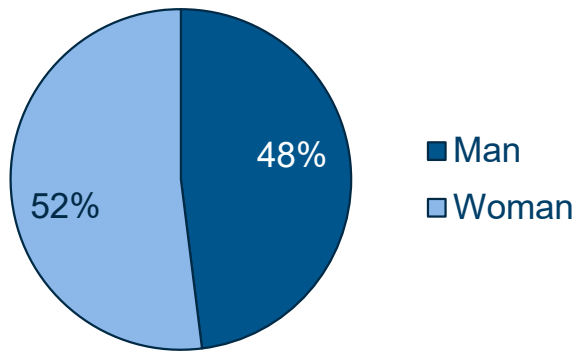
Methodology – Invitation Survey

- 25,000 invitations sent to randomly selected households.
- 2,029 residents responded to the survey.
 - Online (98%), telephone (0.8%), and mail (0.6%).
 - Response rate of 8.5%. Canada Post strike may affect response rate, but impact expected to be minimal.
- Final results weighted by age, gender, and district, based on 2021 Statistics Canada census data.
- Margin of error $\pm 2.2\%$, 19 times out of 20, at the Regional level. The margin of error is higher for sub-populations analyzed in the results.

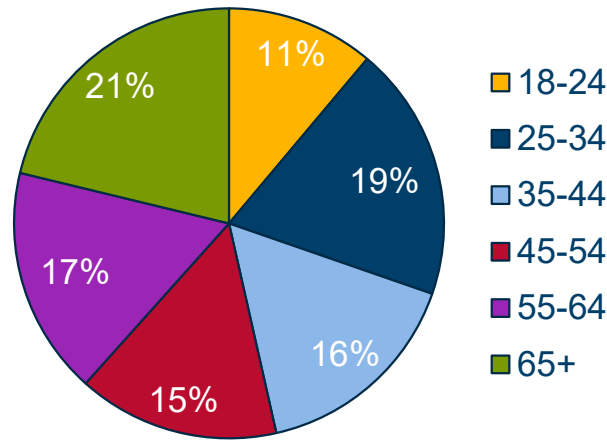
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Demographics

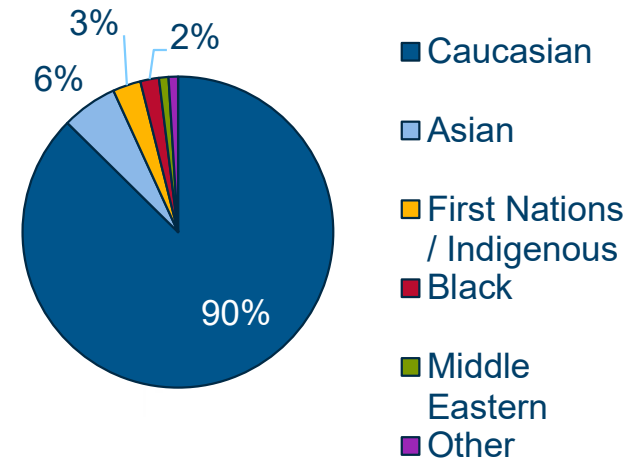
Gender (Weighted)



Age (Weighted)



Racial Identity

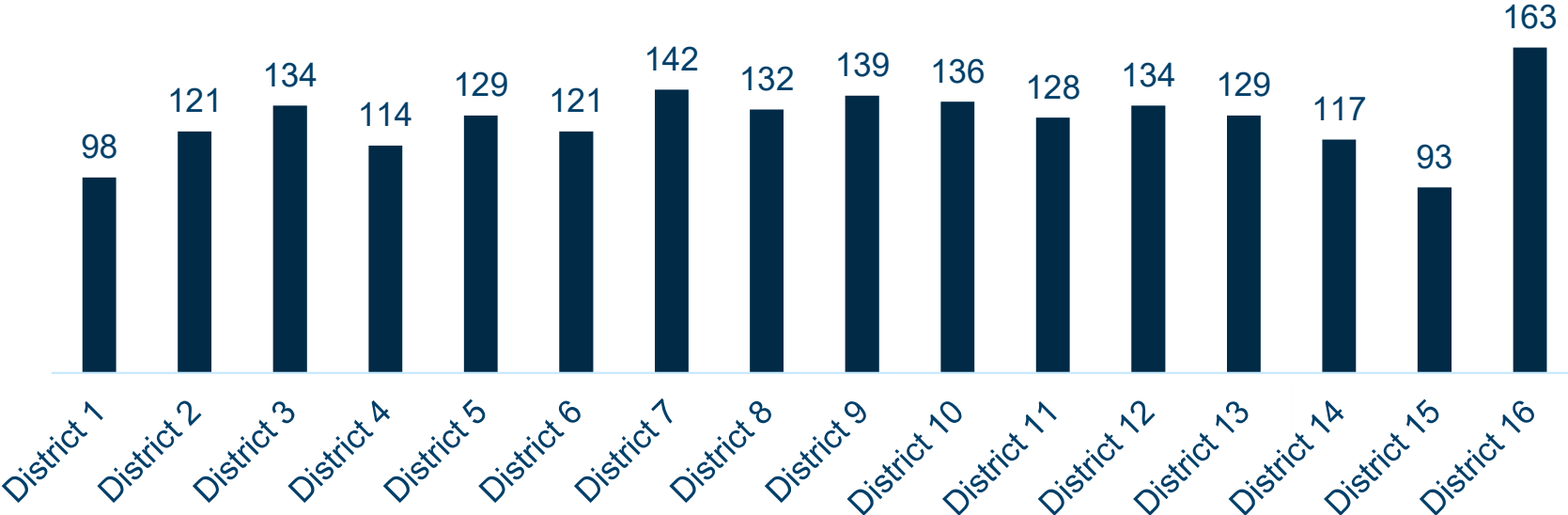


Notes:

- Data presented is based on people who answered the survey questions (excludes “don’t know/refused” response).
- Percentages shown may not add up to exactly 100%, due to rounding.

Districts Breakdown

Responses by District (Weighted)



Overall Satisfaction

Value for Taxes (Very good / Good)		
2018	2021	2024
74%	72%	43%

Quality of Life (Very good / Good)		
2018	2021	2024
96%	88%	80%

Net Promoter Score: -35

Customer Service (Very Satisfied / Satisfied)		
2018	2021	2024
N/A	N/A	84%

Overall City Services (Very satisfied / Satisfied)		
2018	2021	2024
81%	82%	60%

Top Issues

Issue	2024	2021	2018
More housing / available housing / build homes	44%	21%	n/a
Affordable housing / rent control	29%	37%	12%
Transportation infrastructure / traffic – congestion, management, flow	25%	9%	21%
Transit – improvement, route, price, access, encourage use, etc.	21%	10%	23%
Poverty / homelessness / panhandlers	21%	6%	n/a
Health / healthcare / hospitals / mental health	20%	8%	6%
Cost of living / affordability / economy / inflation	16%	4%	1%

Satisfaction with Services

Highest Satisfaction

- 94% - Fire services
- 93% - Halifax Public Libraries
- 89% - Garbage / recycling / organics collection
- 86% - Civic events
- 85% - Playgrounds
- 84% - Outdoor rec facilities
- 84% - Arts / cultural facilities and programs

Lowest Satisfaction

- 19% - Homelessness / unhoused
- 30% - Traffic management
- 37% - Community planning / Land use approvals
- 37% - Food security / food system
- 38% - Street/road maintenance
- 39% - Parking availability
- 39% - Conventional bus

Key Themes and Trends

When asked to consider the importance of aspects of priorities aligned to current Strategic Priorities Plan, residents ranked these the highest:

- **97%** - Ensuring municipal infrastructure is well maintained
- **96%** - Ensuring the ease of movement around the region
- **94%** - Working with partners to improve housing affordability
- **92%** - Supporting local economies
- **92%** - Protecting our ecosystems
- **91%** - Addressing the negative impacts of homelessness
- **90%** - Directing housing growth where needed

Key Themes and Trends

- Residents would like to see **increased service levels** for addressing homelessness, food security, overall transit service / conventional transit, street / road maintenance, and climate action. Bike lanes / cycling facilities is the one service with the most residents in favour of **decreased service levels**.
- **84%** want to see the municipality focus on maintaining existing facilities, assets and infrastructure.
- Majority of residents are satisfied with municipal efforts around environment and climate change.
- Around **80%** of residents think the municipality should be doing more to support affordable housing and addressing homelessness.

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Key Themes and Trends

- **57%** of residents think the police are doing a good job overall.
- Most residents **feel safe walking alone in their own neighbourhood**, but much less so at night in downtown Halifax and Dartmouth. Most residents feel safe using municipal facilities, except bike lanes.
- More people are **commuting by bus (19%)** than in 2021 (13%). **62%** report using Halifax Transit within the past 12 months (up from 45% in 2021).
- **55%** are satisfied with ease of getting around by car. **35%** satisfied with ease of getting around by public transit.
- **29%** of residents rated the overall condition of roads in the municipality as very good or good. Roads and streets in local neighbourhoods were rated at **47%**.

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Thank you

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