

# The Town of Canmore 2017 Citizen Satisfaction Survey



How would you rate your overall quality of life in Canmore? Well, if you are like 98% of Canmore residents, you would say it's good - or even very good!

We might not have needed Ipsos to tell us this, but it is one thing that the 2017 Citizen Satisfaction Survey indicates.

We certainly didn't need the survey to tell us that Council's decisions haven't been universally popular. However, the real value in conducting this exercise every two or three years is that the information gathered on a broad number of benchmark questions is one tool that informs future priorities and direction for Council and Town Administration.

Of course, a survey only assesses how citizens feel at a particular moment in time, and the time we chose to poll Canmore residents was during a period when we were making difficult decisions on contentious issues. Despite all of that, it is reassuring that three out of four residents are satisfied with how we are running the community.

Given that this is the time of year when the tax notices are sent, we often hear from people who are unhappy with their tax bill. Yet the survey shows that 83% of the respondents feel they are getting good or very good value for their tax dollars: citing good community services, good quality of life, and a well-managed town. Overall, 94% of respondents are satisfied with the level and quality of the programs and service that we provide.

Lately, I've been speaking about growth and change in our town. Not surprisingly, it is clear from the survey that growth is a factor for many people who feel that their quality of life has changed. The interesting thing is that "growth" is cited as the primary factor both for those who indicate a worsening in their quality of life, as well as for those who say it is the main reason for improvement to their quality of life.

While approximately 75% of the respondents indicated their quality of life in Canmore had improved or stayed the same over the past three years, the other 25% indicated it had worsened. When asked why they felt things had improved for them, 32% percent said it had to do with growth (more services, amenities, and businesses here, and more housing available). Interestingly, of the smaller number of people who indicated their quality of life had worsened, many indicated the reason is also growth-related (traffic, too much development, increased population and visitors).

I continue to believe that if growth is planned and managed, and if citizens continue to be engaged and participate in shaping the community, growth will bring opportunities for community benefit. Human nature is to resist change - focusing on what we may be giving up rather than what we have to gain. We are a community that has been in a steady state of transition for decades, and this is not likely to change. However, even with all of the change that we have seen since the mines closed, this continues to be a wonderful place to live and a community that has so much to offer. I encourage you to focus on the positive, while helping to address the things that you feel detract from your quality of life.

Mayor John Borrowman  
July 6, 2017

# The Town of Canmore 2017 Citizen Satisfaction Survey



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# Contents



**3** Background, Objectives and Approach

**5** Quality of Life

**13** Satisfaction and Importance of Services

**18** Financial Planning

**20** Customer Service

**29** Sustainability

**35** Parking

**38** Demographics

# Background, Objectives and Approach

## Background

- In 2017 Ipsos conducted a telephone survey to assess citizens' attitudes and opinions toward The Town of Canmore, and to understand the day-to-day experiences of the citizens of Canmore
- This survey contains tracking questions from the 2014 Citizen Satisfaction Survey, which are included throughout the report where relevant, to provide a comparative analysis.

## Objectives

- The Town of Canmore and its municipal administration recognize the need to fully engage citizens as it relates to evaluating programs and services that The Town currently offers.
- Assess citizens' changing attitudes by comparing the 2017 Citizen Satisfaction Survey results with the 2014 Citizen Satisfaction Survey where applicable.

## Approach



A telephone survey was conducted among a representative sample of residents aged 18+



Sample size of n=300

### Margin of Error

The margin of error for a sample of this size is +/-7.2%, 95% of the time, 19 times out of 20.

The data has been weighted to ensure the age/gender distribution reflects that of the actual population in Canmore according to the most recent Census data.

# Methodology

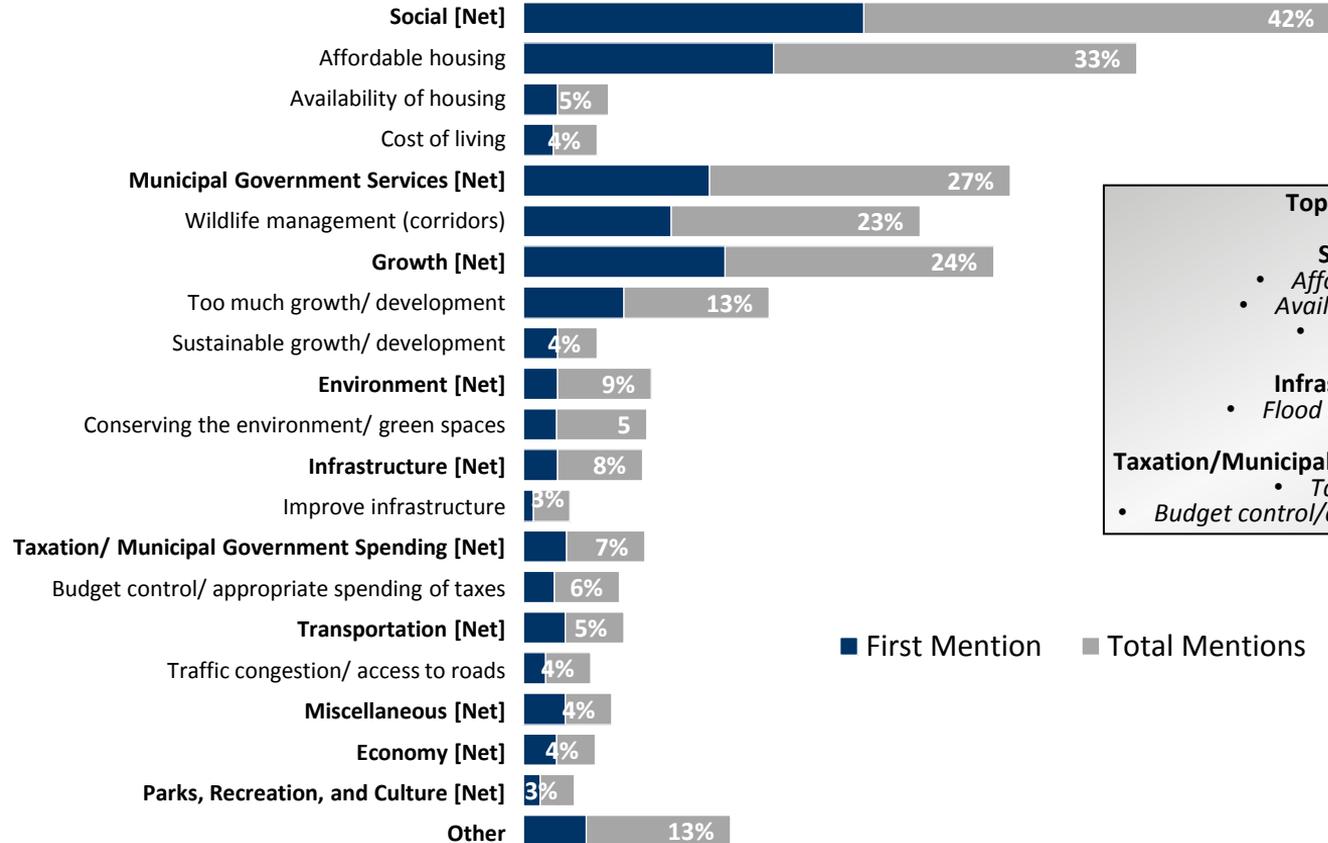
- These are the topline results of The Town of Canmore 2017 Citizen Satisfaction Survey
- A total of 300 telephone interviews have been conducted with a randomly selected representative sample of Canmore residents aged 18 years or older.
  - Both landline and cell phone sample were used
- The data has been weighted to ensure the gender/age distribution reflects that of the actual population in Canmore according to the most recent 2011 Federal Census data.
- With this sample of 300, results are considered accurate to within  $\pm 7.2$  percentage points, 19 times out of 20, of what they would have been had the entire population of adult residents in Canmore been surveyed.
  - The margin of error is larger for sub-groupings of the survey population.
- Where possible, results are compared to the 2014 Citizen Satisfaction survey.
- Some slides may not add to 100% due to rounding.
- As a part of fielding of this research, an additional 152 individuals completed the online survey link posted on the Town's website. Results from the online survey are provided separately, as it is a non-random feedback mechanism and not statistically representative of the population of Canmore.

# Issue Agenda



# Top of Mind Issues

Multiple Responses



Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

**Top Mentions in 2014:**

- Social NET (38%)**
  - Affordable housing (22%)
  - Availability of housing (11%)
    - Cost of living (6%)
- Infrastructure NET (21%)**
  - Flood control/mitigation (11%)
- Taxation/Municipal Government Spending NET (12%)**
  - Taxes/high taxes (7%)
  - Budget control/appropriate spending of taxes (6%)

■ First Mention ■ Total Mentions

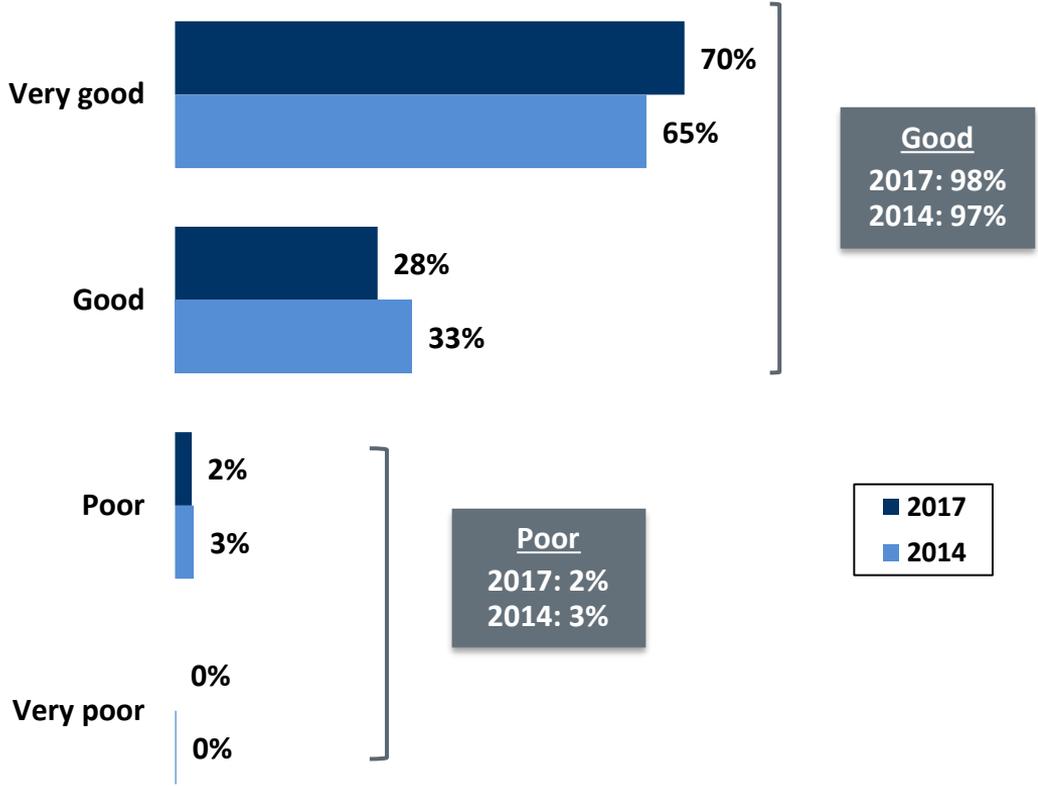
Total mentions <2% are not shown

Q1. In your view, as a resident of Canmore, 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?

# Quality of Life

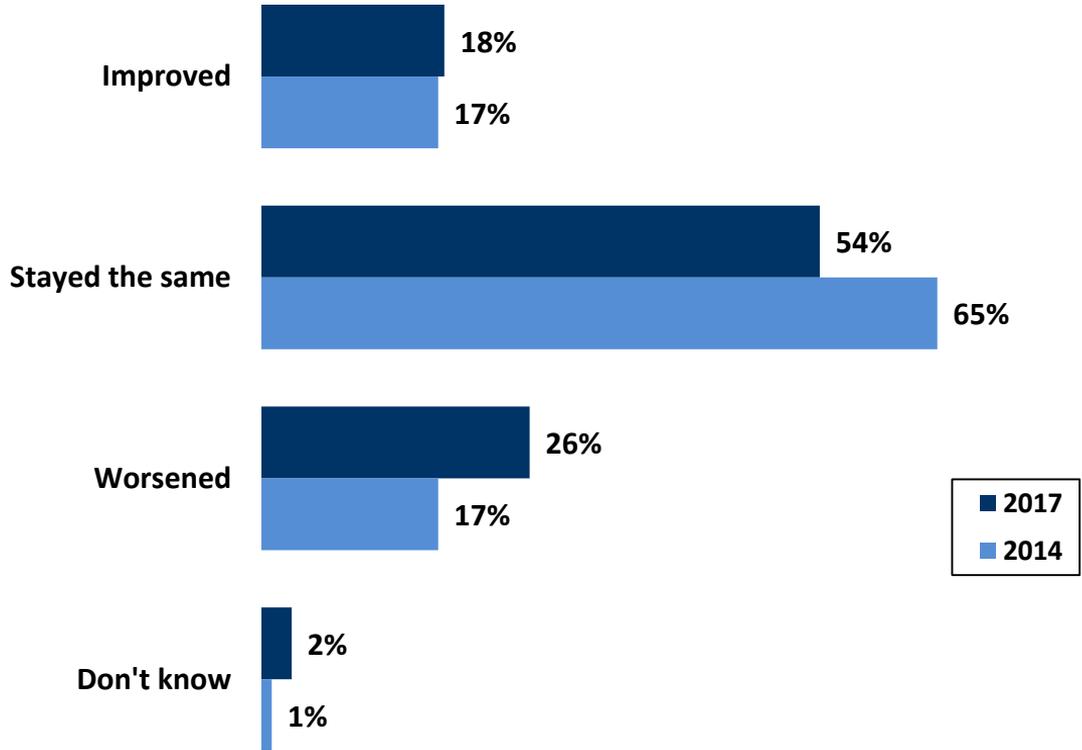


# Overall Quality of Life in Canmore



Q2. How would you rate the overall quality of life in Canmore today? Would you say... ?  
Base: All respondents 2017 (n=302); 2014 (n=300)

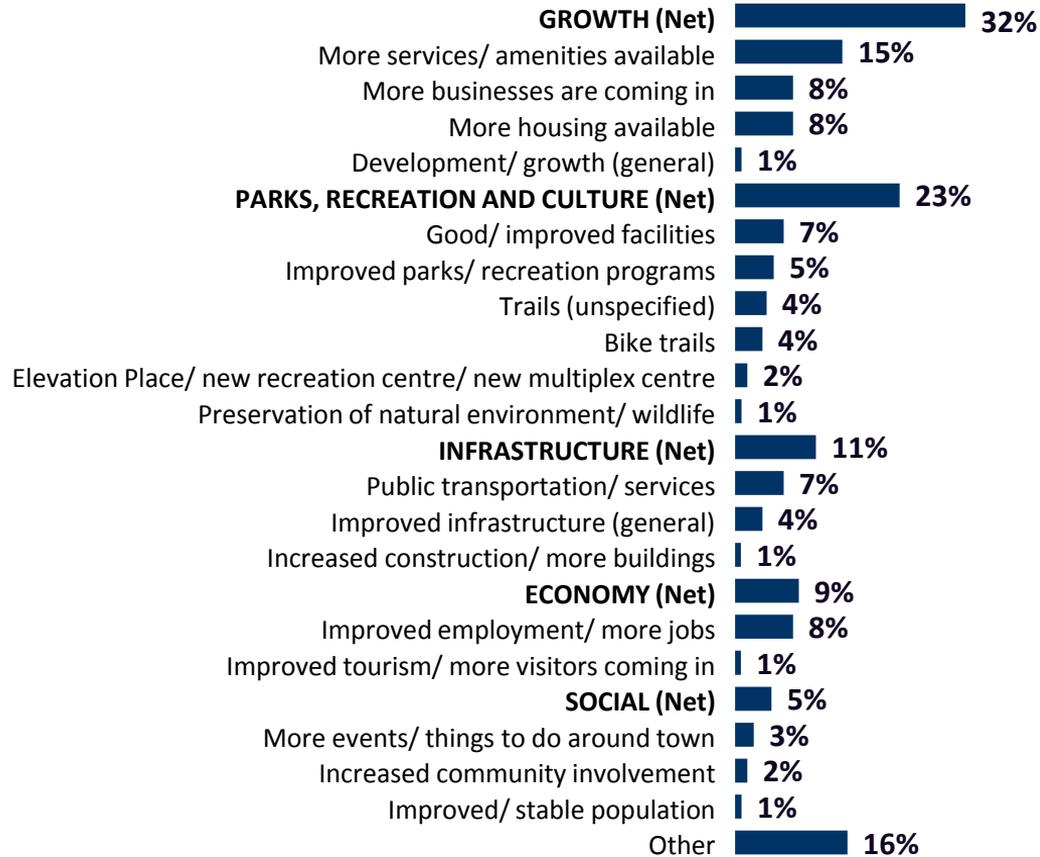
# Past Three Years Perceived Change in the Quality of Life in Canmore



Q3. And, do you feel that the quality of life in Canmore in the past three years has ...?  
Base: All respondents 2017 (n=302); 2014 (n=300)

# Reasons for Improved Quality of Life

Multiple Responses



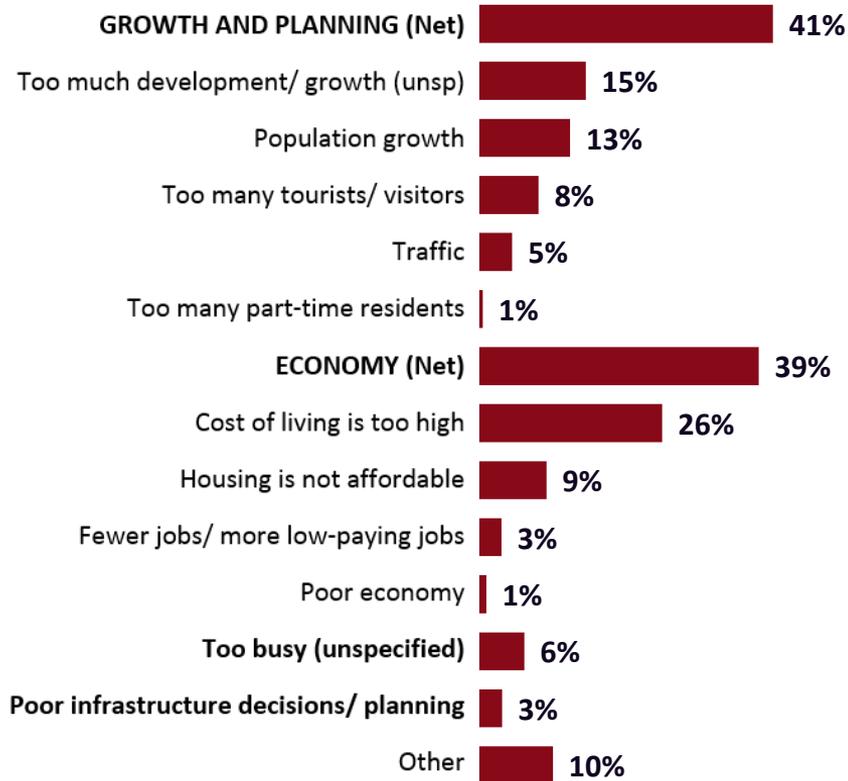
- Top Mentions in 2014:**
- **Parks, Recreation and Culture NET (45%)**
    - Elevation place/new recreation center (32%)
      - Good/improved facilities (12%)
      - Improved libraries/ new library (4%)
    - **Growth NET (23%)**
      - More services/ amenities available (12%)
      - Development/ growth (general) (7%)
        - More retail shops/ malls (6%)
    - **Economy NET (22%)**
      - Good/stable economy (19%)
  - Improved tourism/ more visitors coming (5%)

Q4. Why do you think the quality of life has improved?  
 Base: Respondents who say that quality of life has improved 2017 (n=46)

Note: Small base size

# Reasons for Deteriorated Quality of Life

Multiple Responses



## Top Mentions in 2014:

- **Growth and Planning NET (54%)**
  - Traffic (21%)
  - Taxes/ increased taxes (18%)
- Too much development/ growth (16%)
  - **Economy NET (39%)**
    - Cost of living is too high (23%)
- Fewer jobs/ more low-paying jobs (10%)
- Decreased property values (10%)

Q5. Why do you think the quality of life has worsened?

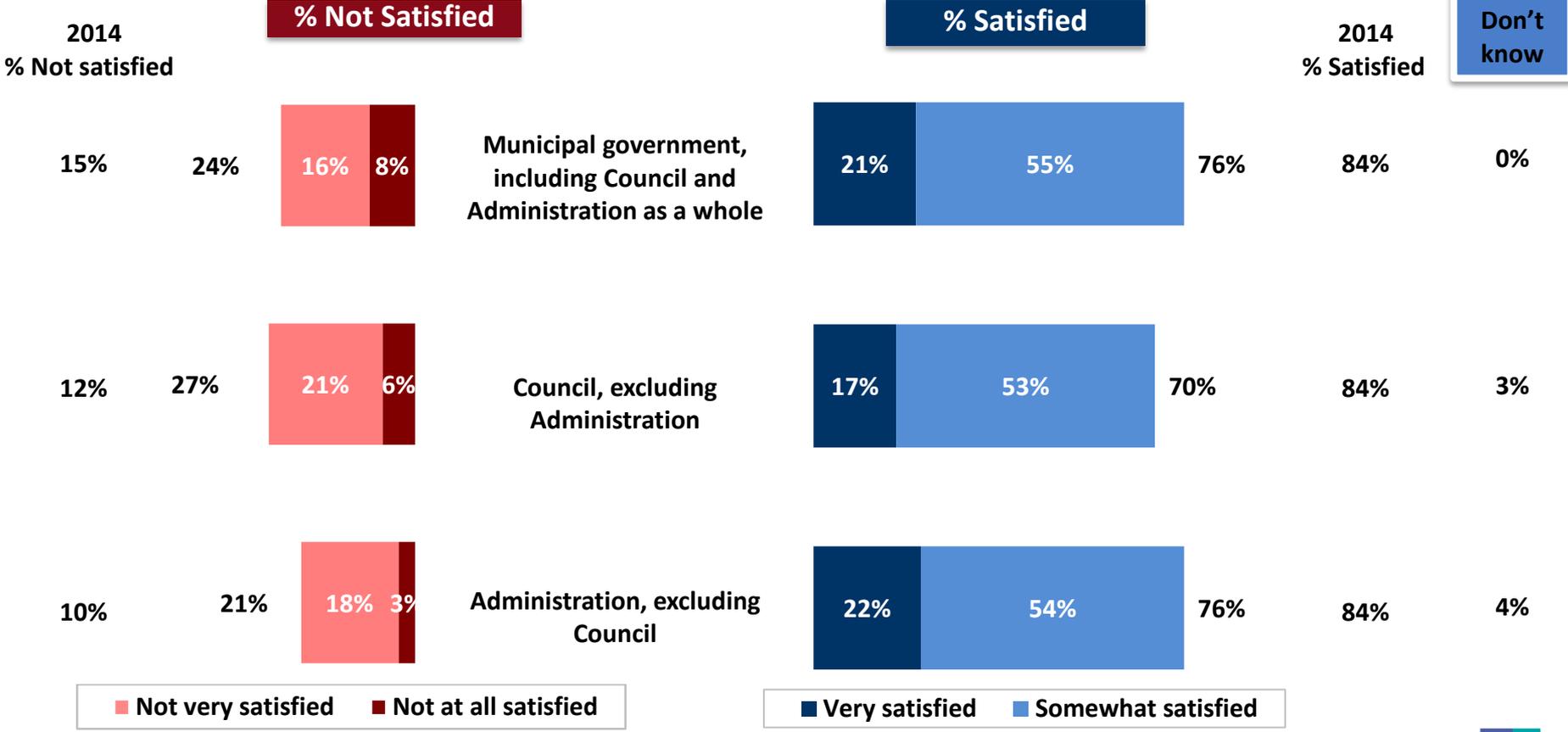
Base: Respondents who say that quality of life has worsened 2017 (n=88)

Note: Small base size

# Town Performance



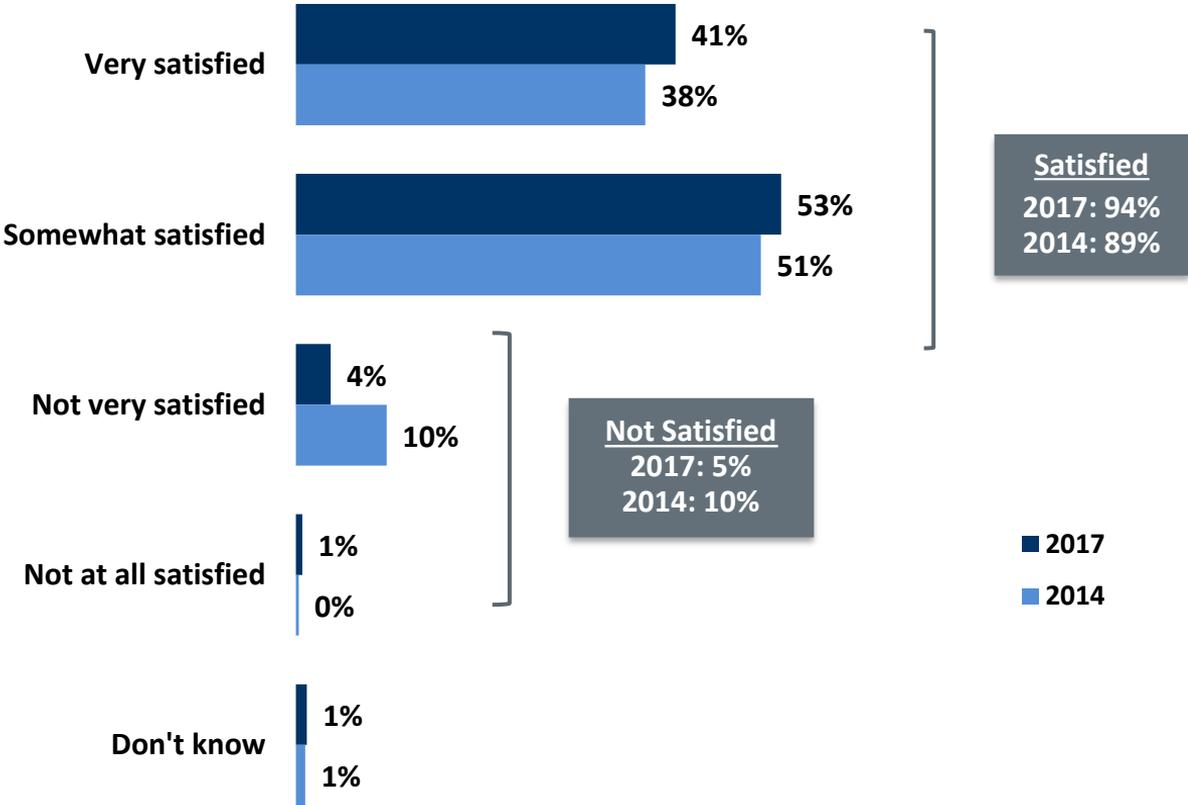
# Overall Satisfaction with The Town of Canmore's Council and Administration



# Satisfaction with Town Services



# Overall Satisfaction with Town Programs and Services



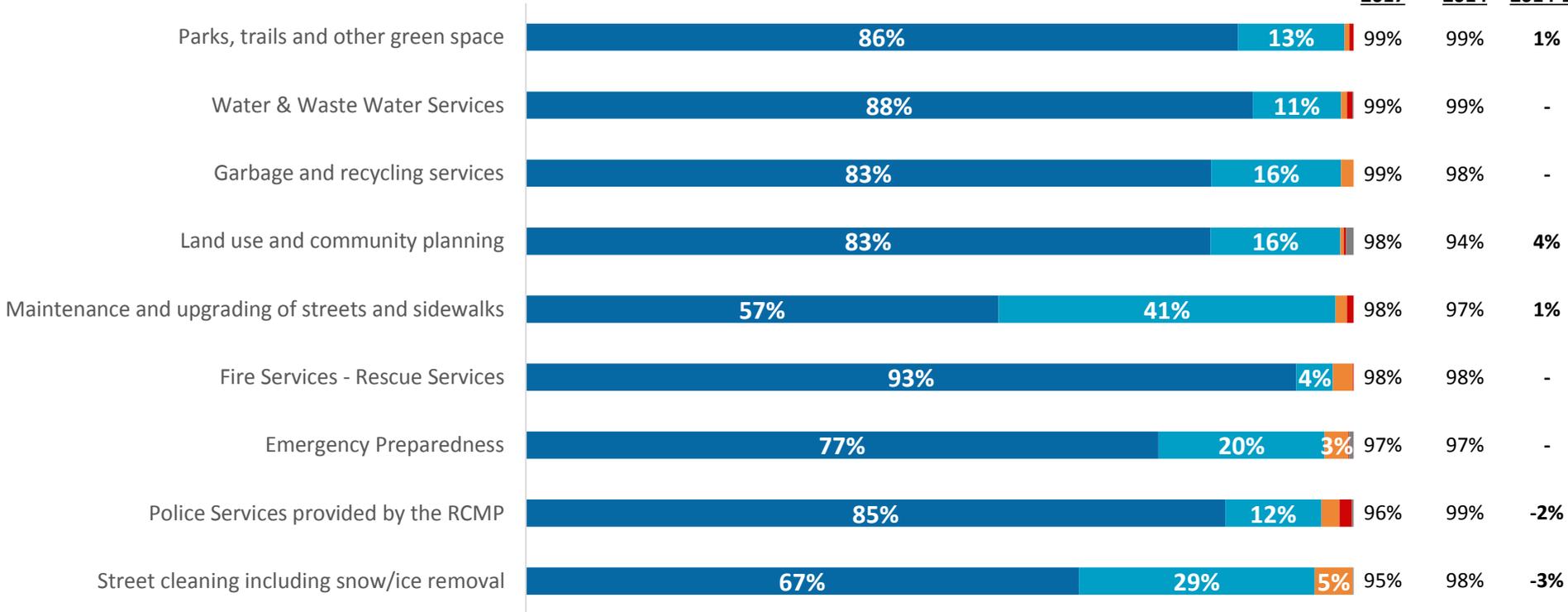
Q7x. How satisfied you are with the overall level and quality of services and programs provided by The Town of Canmore? Are you...?  
 Base: All respondents 2017 (n=302); 2014 (n=300)

# Importance of Town Programs and Services

■ Very important ■ Somewhat important ■ Not very important ■ Not at all important ■ Don't know

Important

**2017** **2014** **Change**  
**2014-17**



Q7. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how important each one is to you...  
Base: All respondents 2017 (n=302); 2014 (n=300)

Data < 3% not labelled

# Importance of Town Programs and Services

■ Very important ■ Somewhat important ■ Not very important ■ Not at all important ■ Don't know

Important

**2017** **2014** **Change**  
**2014-17**

Recreation facilities and programs



95% 92% 3%

Traffic management



95% 94% 1%

Perpetual Affordable Housing (PAH) Program



89% - -

Community events



88% 87% -

Family & Community Support Services



85% 85% -

Animal Control and Bylaw Services



85% 86% -1%

Local transit



77% - -

Public art program



65% 60% 4%

Bow Valley Parent Link



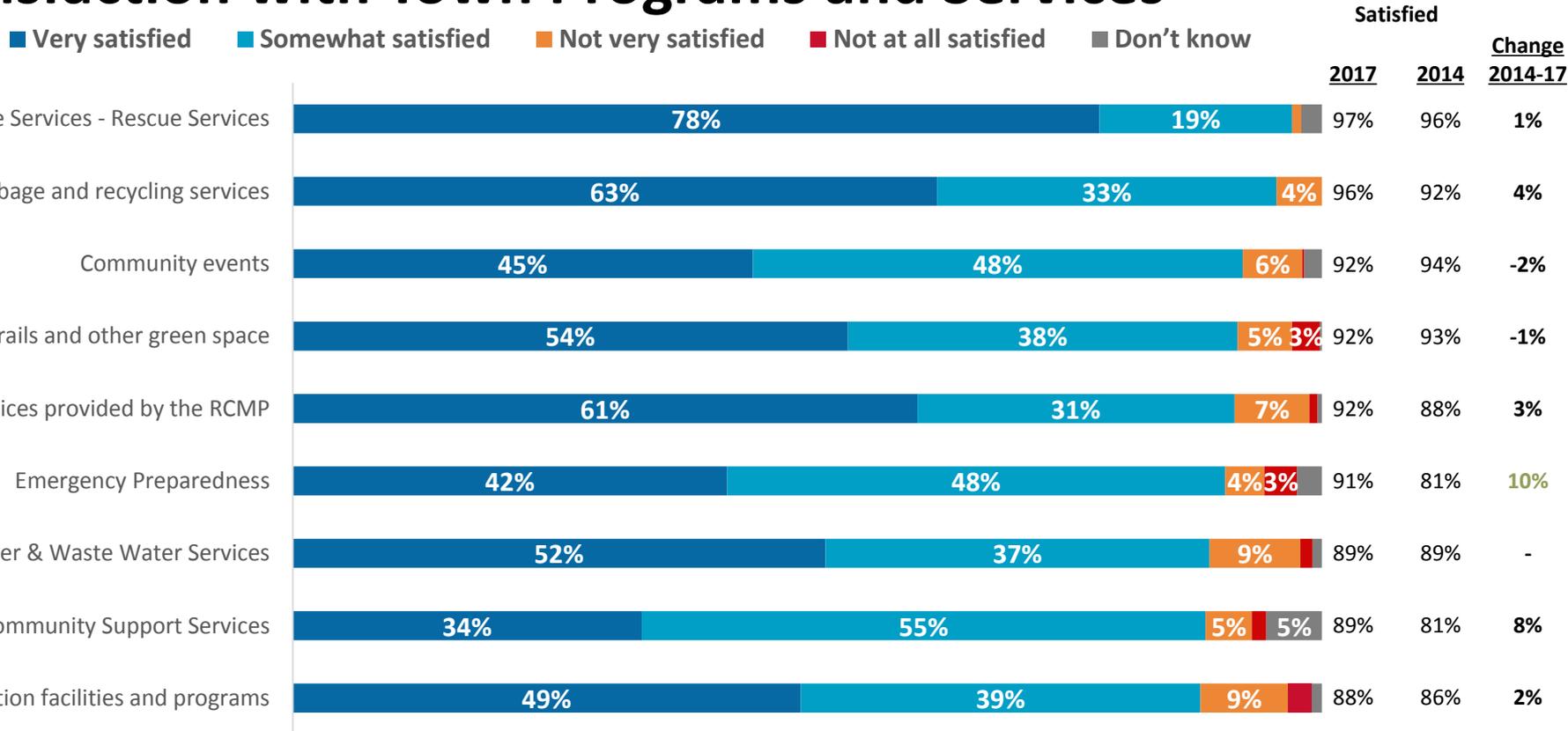
50% 52% -1%

Q7. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how important each one is to you...

Base: All respondents 2017 (n=302); 2014 (n=300)

Data < 3% not labelled

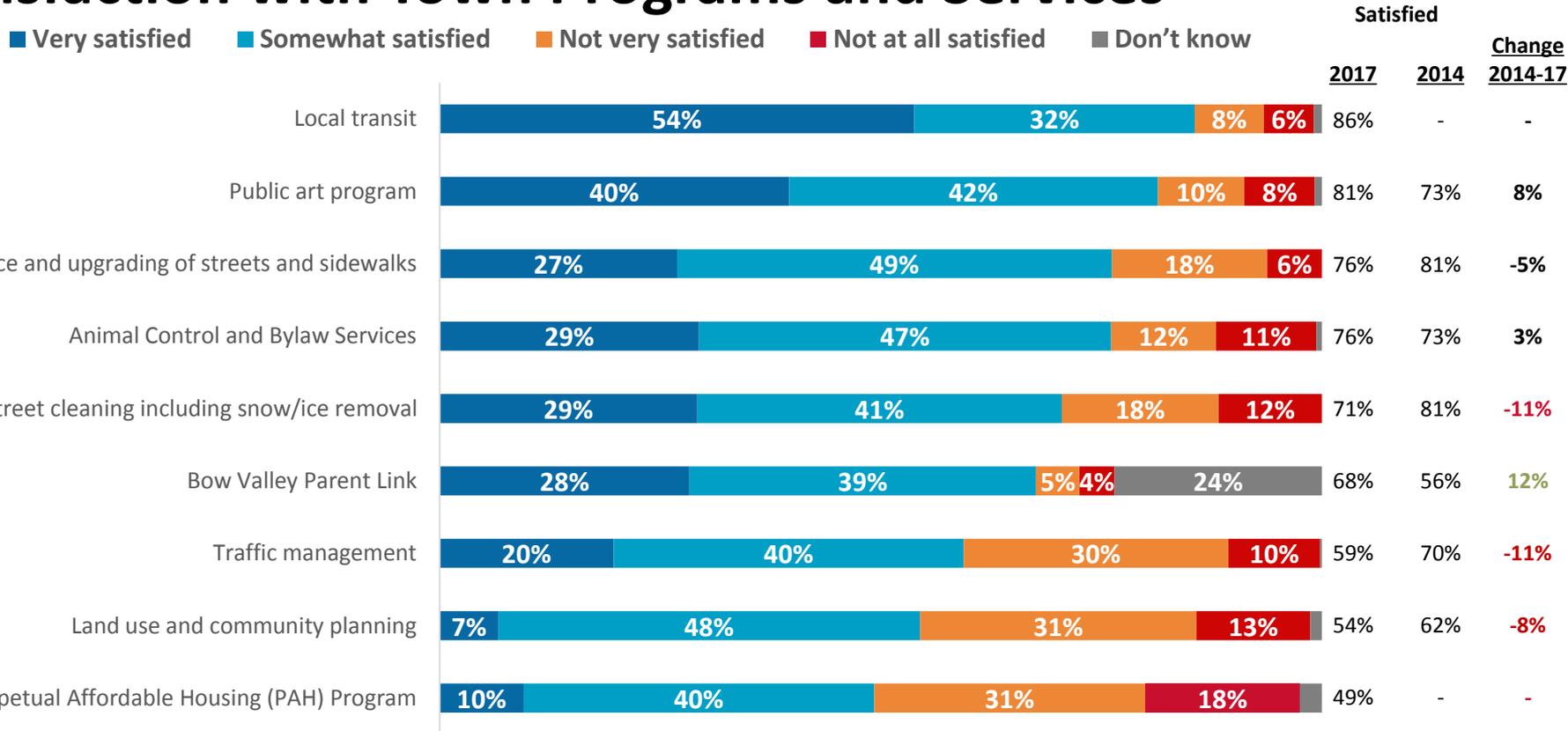
# Satisfaction with Town Programs and Services



Q7a. Please tell me how satisfied are you with the job The Town is doing in providing this program or service?  
 Base: All respondents 2017 (n=302); 2014 (n=300)

Data < 3% not labelled

# Satisfaction with Town Programs and Services

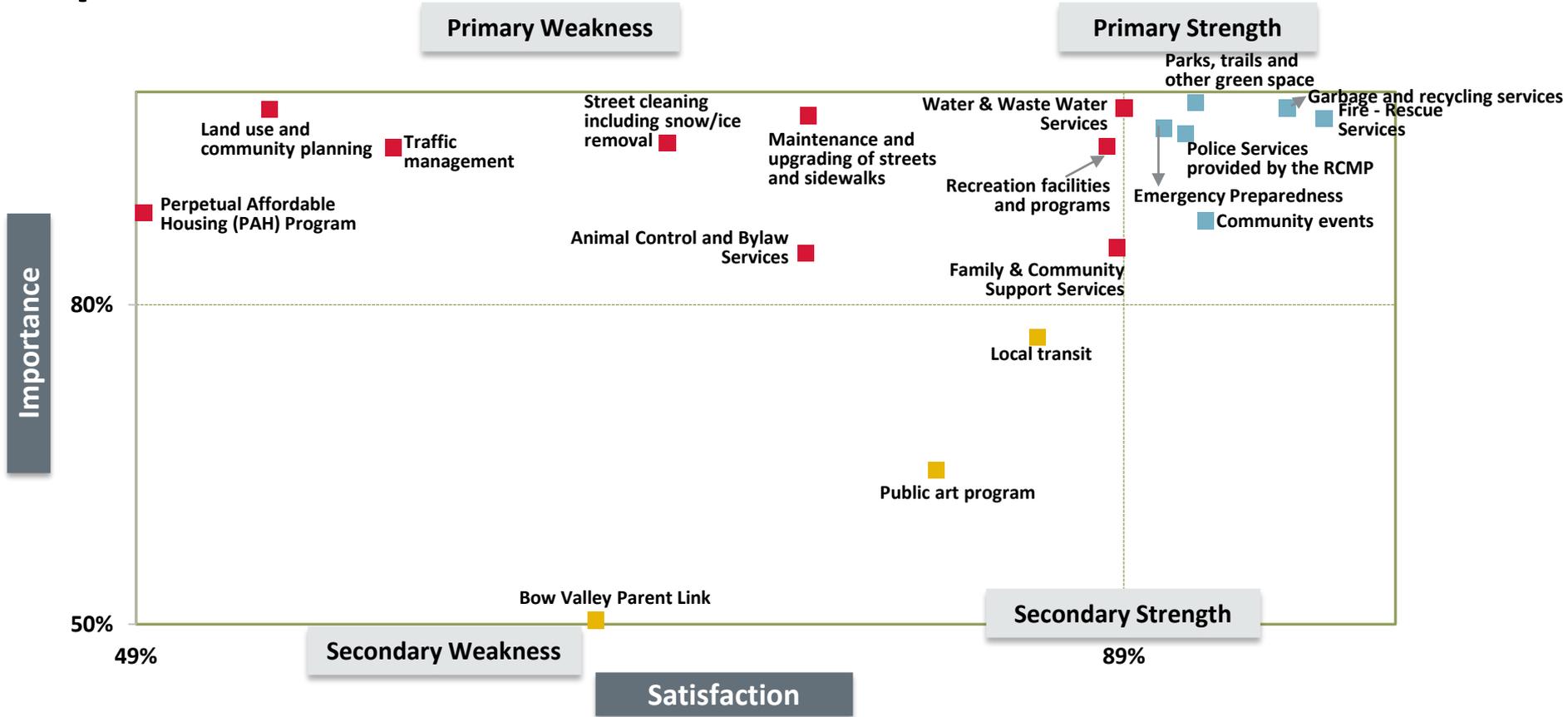


Q7a. Please tell me how satisfied are you with the job The Town is doing in providing this program or service?

Base: All respondents 2017 (n=302); 2014 (n=300)

Data < 3% not labelled

# Importance vs. Satisfaction Grid



Q7. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how important each one is to you...

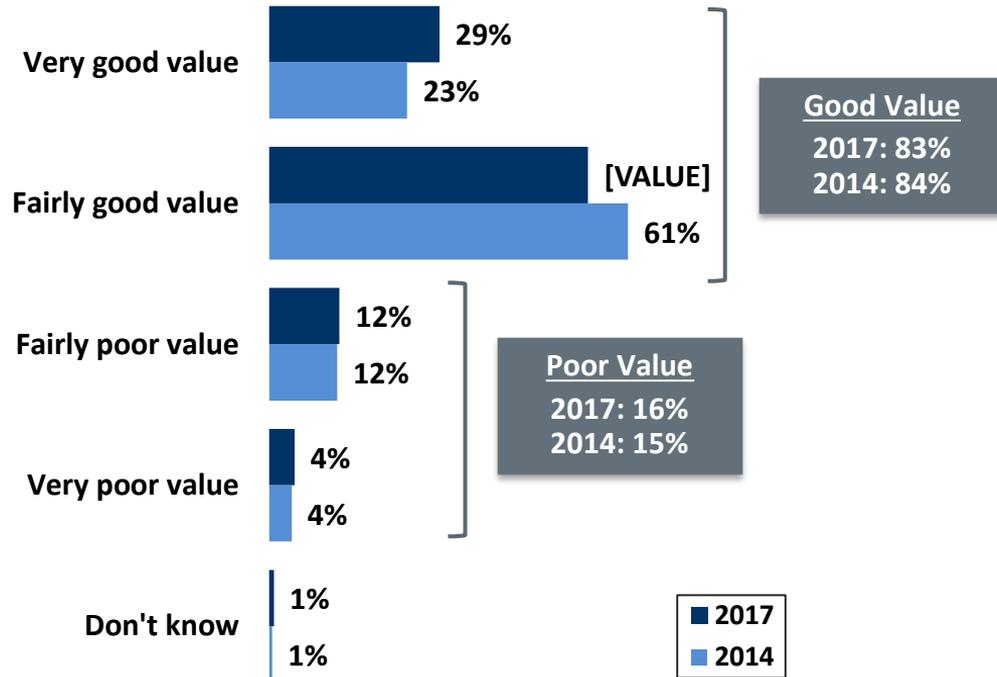
Q7a. Please tell me how satisfied are you with the job The Town is doing in providing this program or service?

Base: All respondents 2017 (n=302); 2014 (n=300)

# Financial Planning



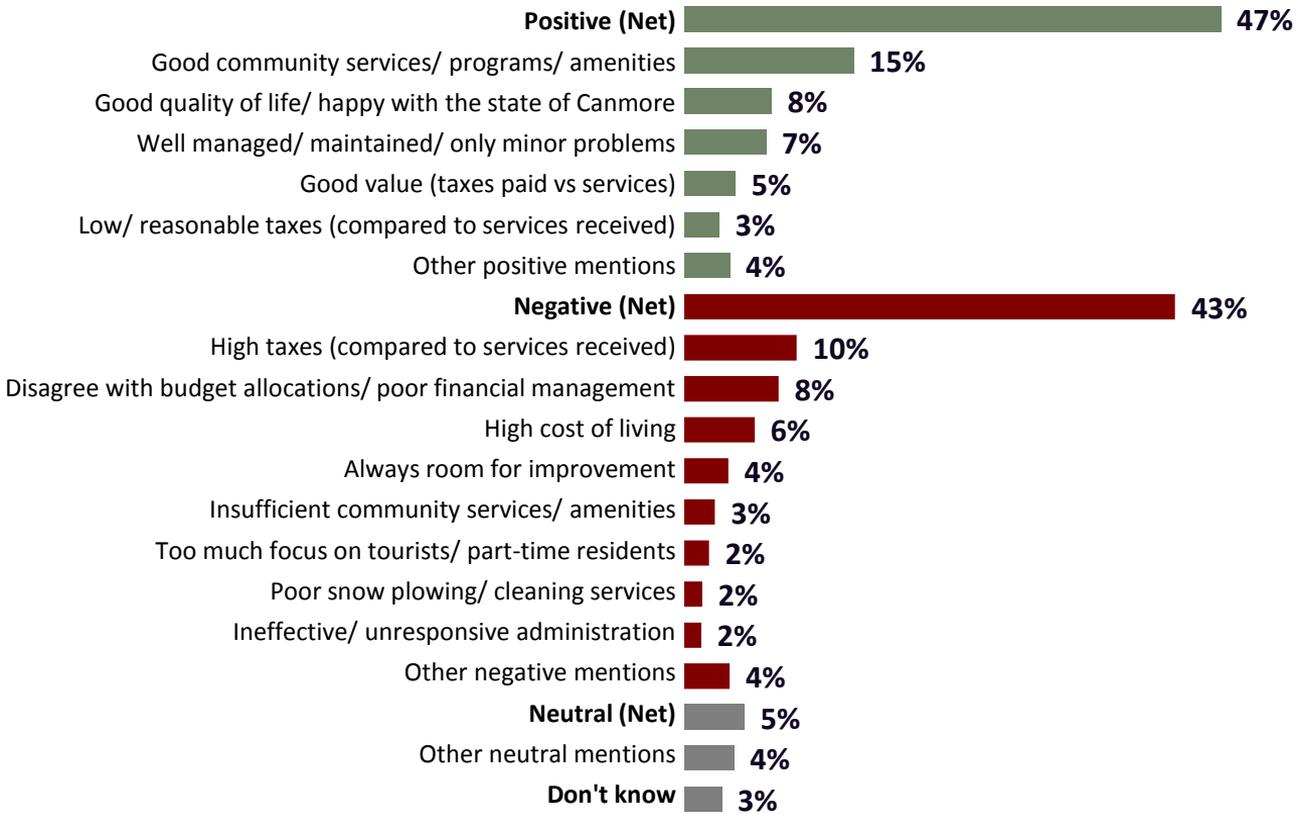
# Perceived Value for Taxes



Q8. Thinking about all the programs and services you receive from the Town of Canmore, would you say that overall you get good value or poor value for your tax dollars?  
Base: All respondents 2017 (n=302); 2014 (n=300)

# Reasons for Perceived Value of Property Taxes

Multiple Responses



**Top Mentions in 2014:**

- **Positive NET(42%)**
  - Good community(18%) services/programs
    - Well managed/maintained (17%)
  - Good quality of life/happy w state of Canmore (9%)
- **Negative NET (55%)**
  - Disagree with budget allocations/poor financial management (17%)
  - High taxes (compared to services received (15%)
  - Ineffective/unresponsive administration (6%)

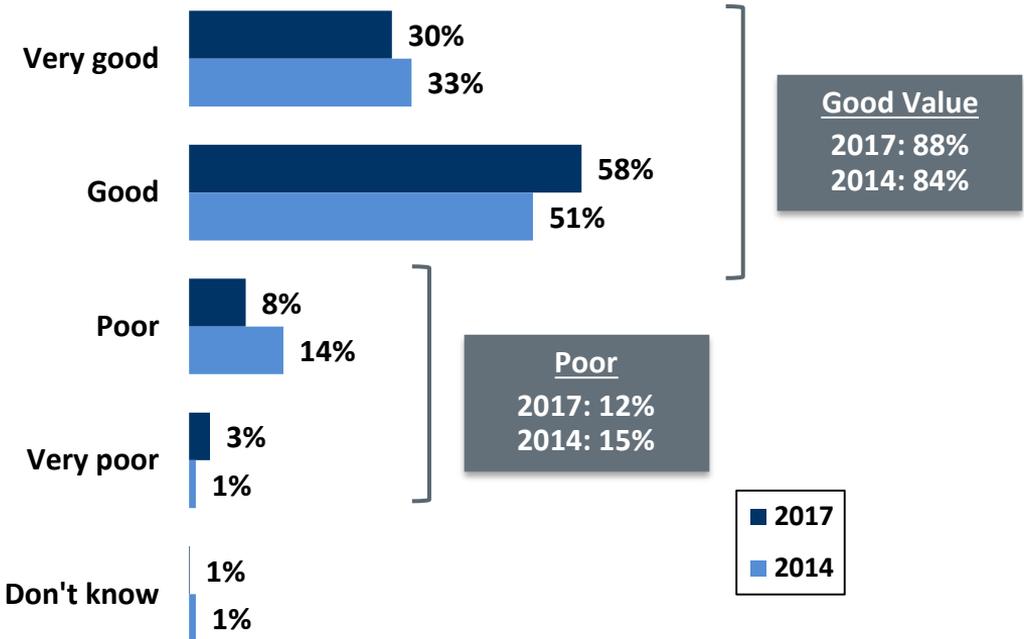
Q9. Why do you say that you get .... for your tax dollars?

Base: All those who say that they receive [very, somewhat good value] for their municipal tax dollars (n=141) and All those who say that they receive [fairly, very poor value] (n=129)

# Communications



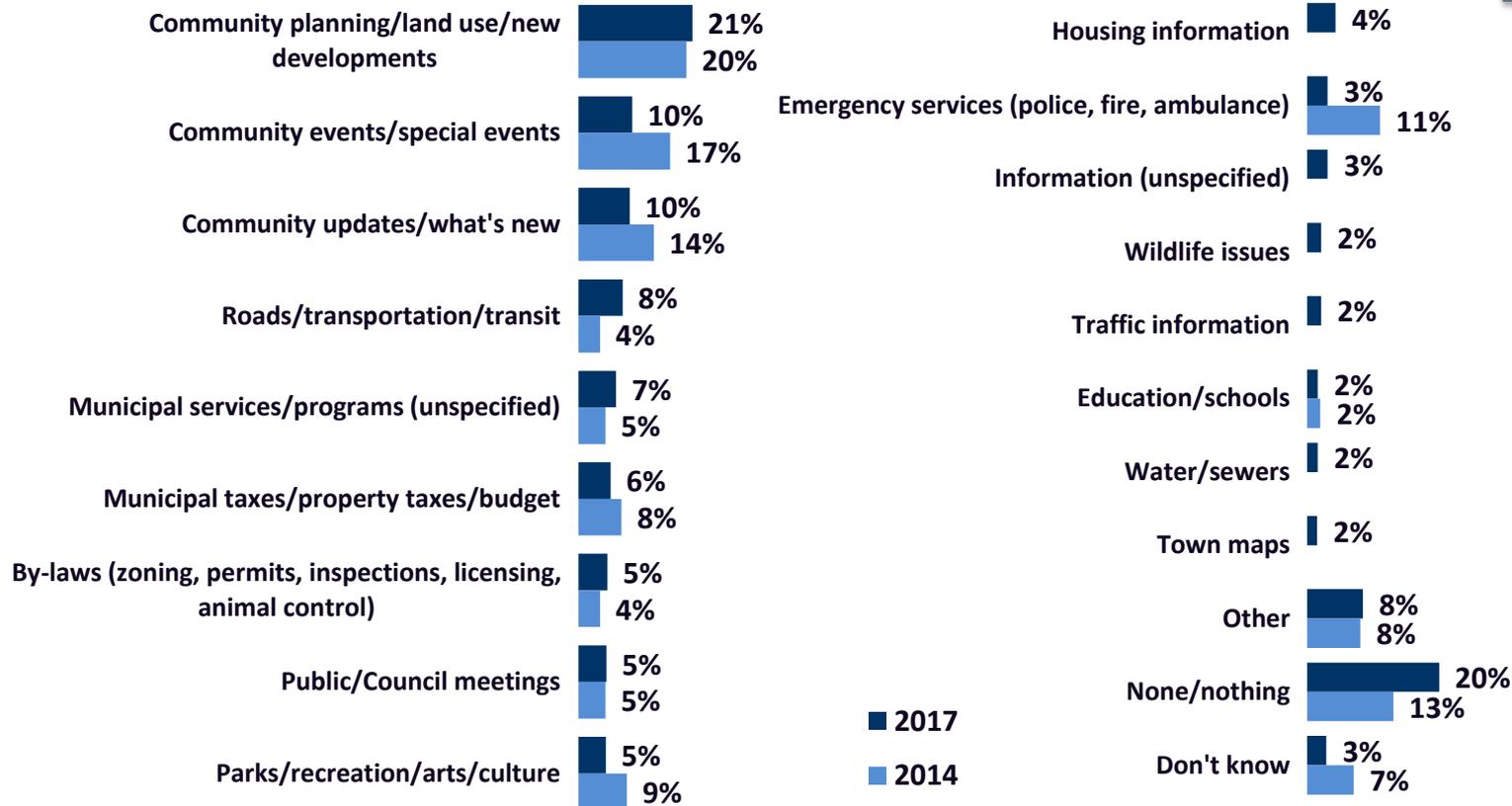
# Overall Rating of Town Communications



Q10. Overall, how would you rate The Town of Canmore in terms of how well it communicates with citizens about its services, programs, policies and plans?  
Base: All respondents 2017 (n=302); 2014 (n=300)

# Information Needs

Multiple Responses



Total mentions <2% are not shown



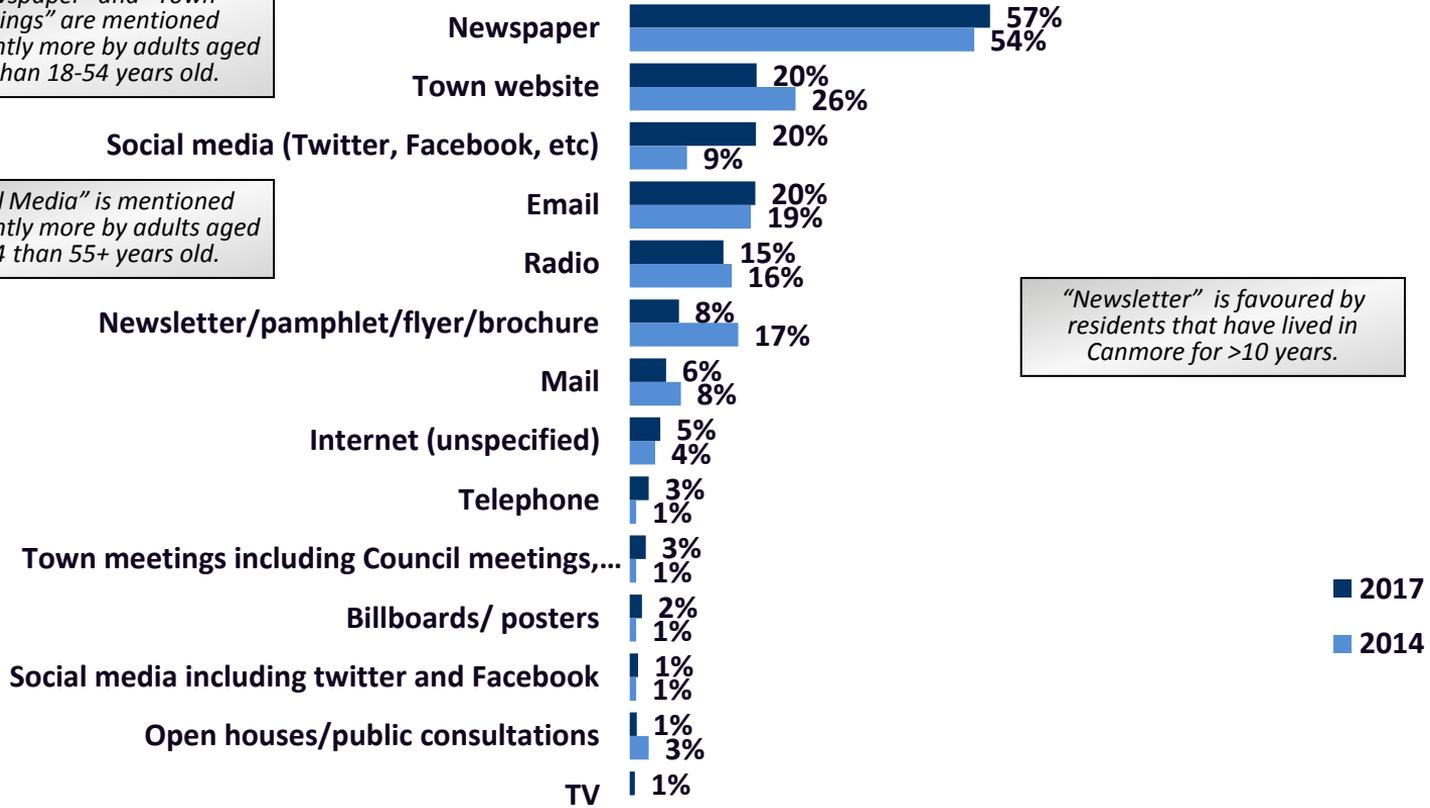
# Preferred Communications Channels

Multiple Responses

*“Newspaper” and “Town meetings” are mentioned significantly more by adults aged 55+ than 18-54 years old.*

*“Social Media” is mentioned significantly more by adults aged 18-54 than 55+ years old.*

*“Newsletter” is favoured by residents that have lived in Canmore for >10 years.*



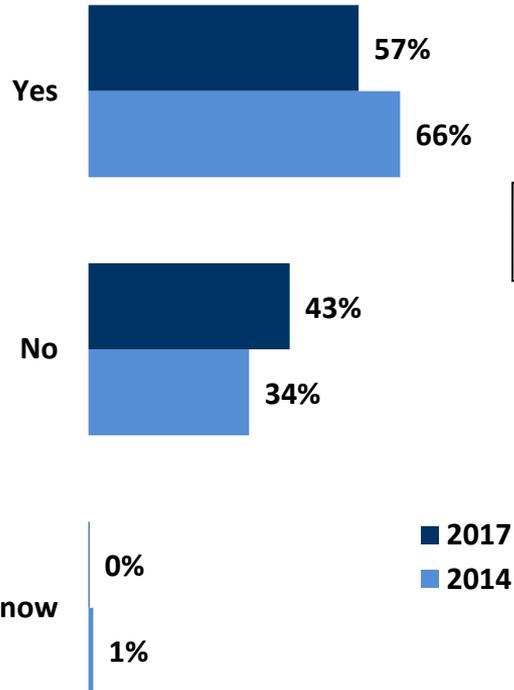
Q12. And what methods would be best for The Town of Canmore to communicate information to you?  
 Base: All respondents 2017 (n=302)

**Contact with  
The Town of  
Canmore**



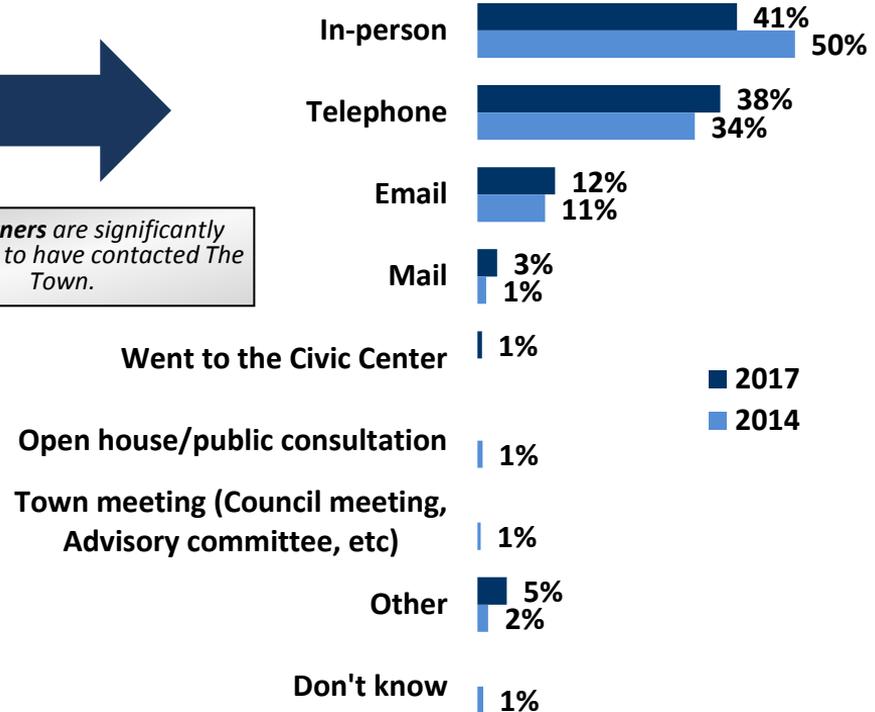
# Contact with the Town of Canmore

## Contacted Town in last 12 months



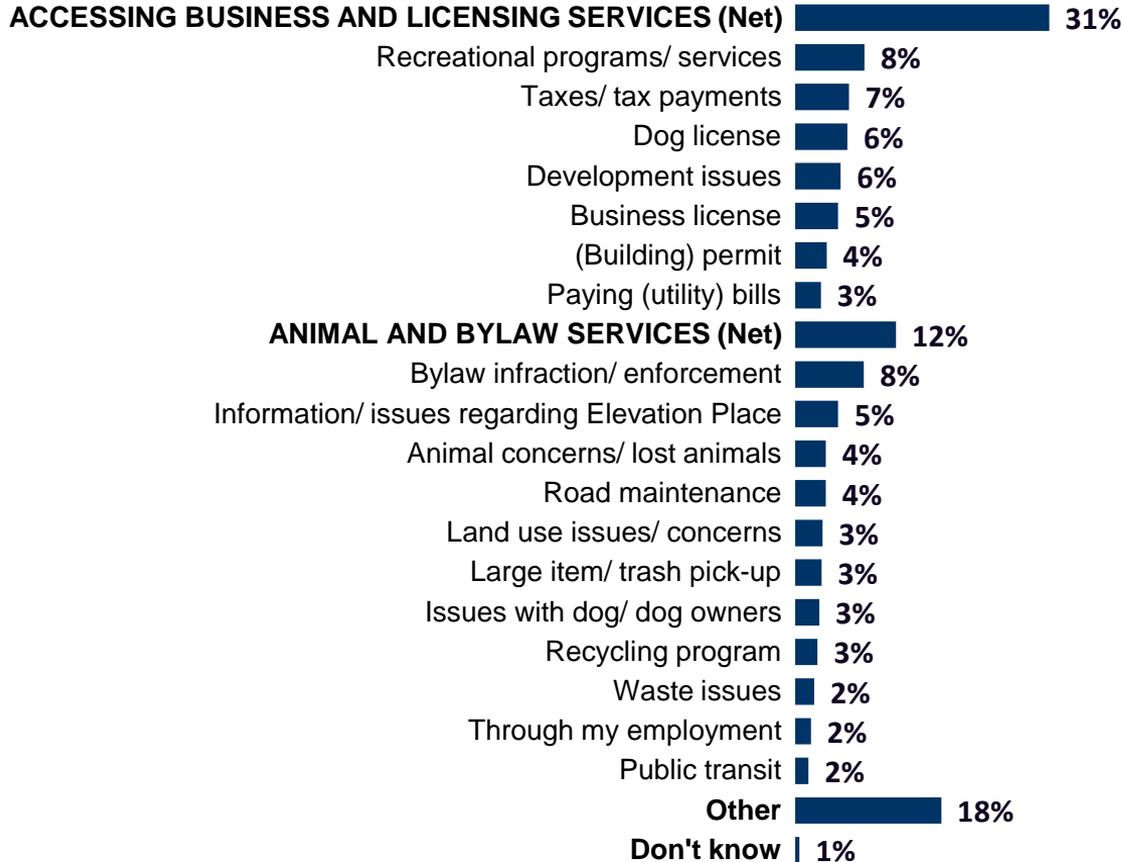
*Homeowners are significantly more likely to have contacted The Town.*

## Method of Contact



CS1. In the last 12 months, have you personally contacted or dealt with The Town of Canmore or one of its employees? Base: All respondents 2017 (n=302); 2014 (n=300)  
 CS3. How did this contact occur? Base: Respondents who have contacted the Town in the last 12 months 2017 (n=185); 2014 (n=198)

# Main Reason for Contacting The Town of Canmore



Multiple Responses

**Top Mentions in 2014:**

**Accessing Business and Licensing Services NET (36%)**

- Taxes/tax payments (9%)
- Paying utility bills (7%)
- Dog license (7%)

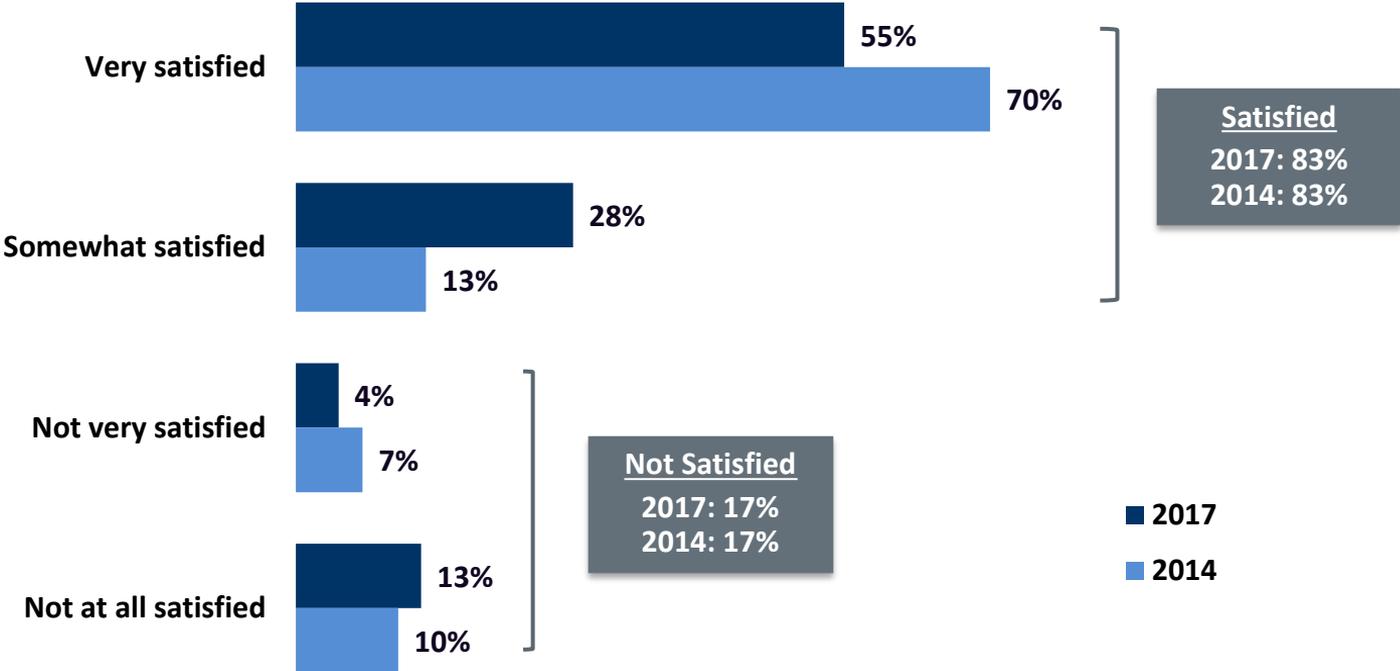
**Animal and Bylaw Services NET (4%)**

- Bylaw infraction/enforcement (3%)
- Animal concerns/ lost animals (1%)

CS2. What was the main reason you contacted The Town of Canmore?

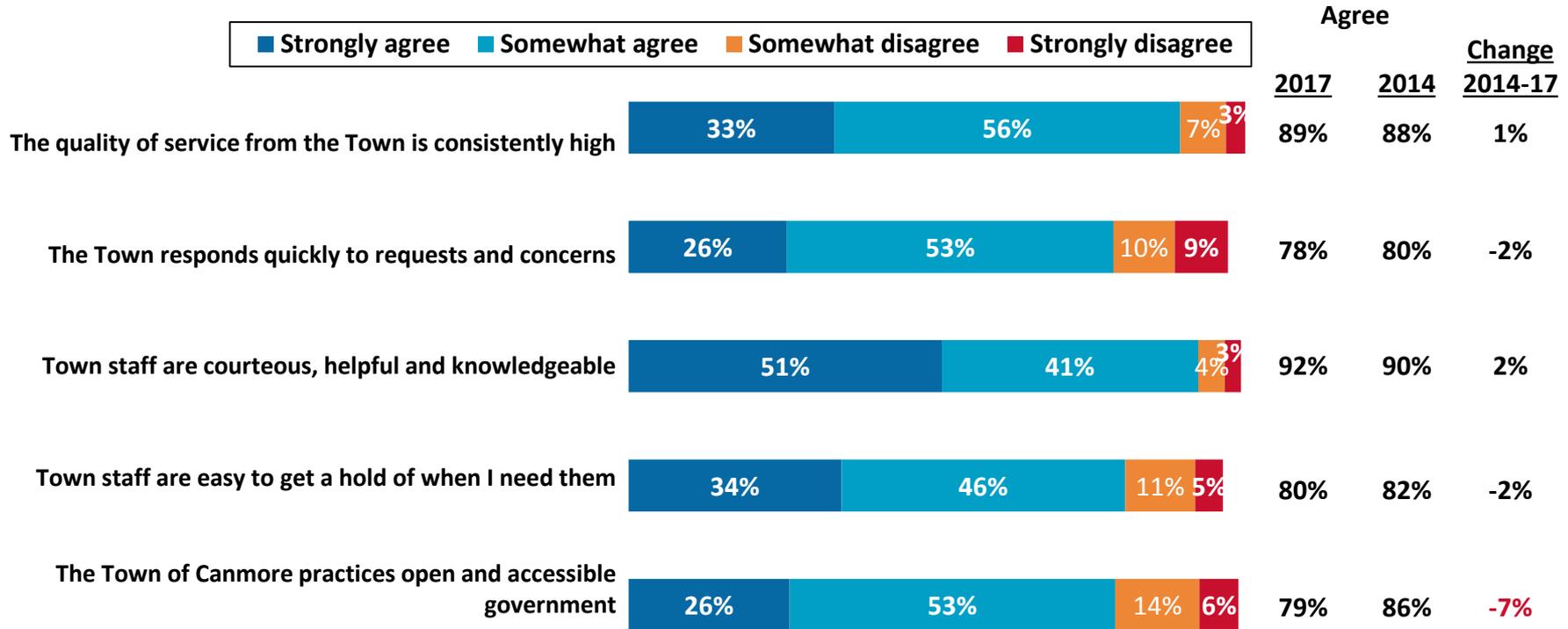
Base: Base: Respondents who have contacted the Town in the last 12 months 2017 (n=185)

# Satisfaction with Town Contact



CS4. How satisfied are you with the overall service you received?  
 Base: Respondents who have contacted the Town in the last 12 months 2017 (n=185); 2014 (n=198)

# Attitudes Regarding Town Service Delivery and Transparency



Data < 3% not labelled

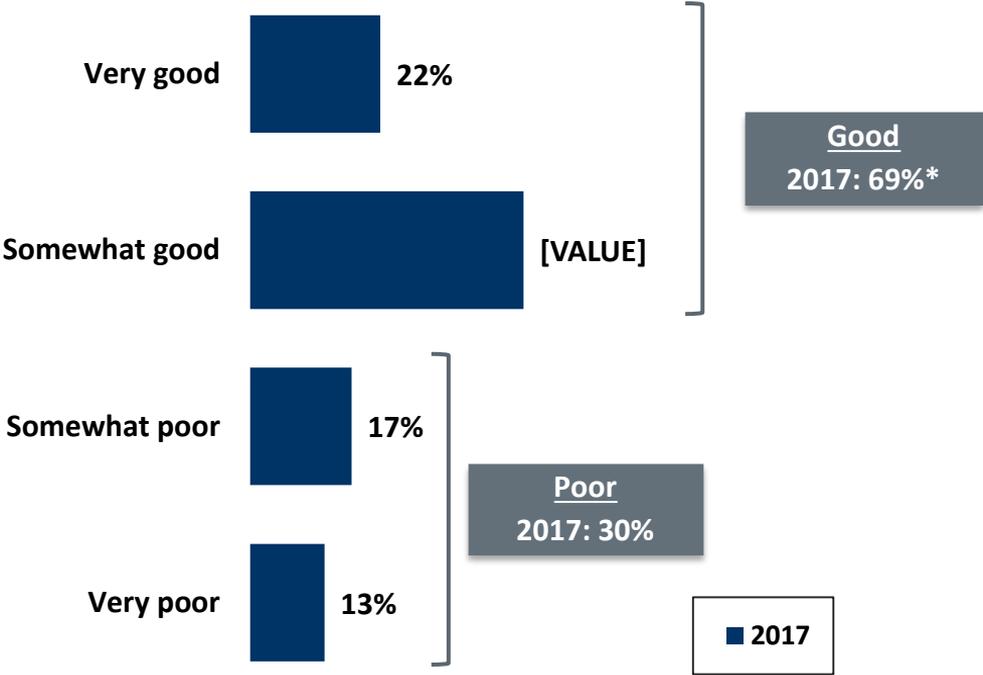
QCS5. Please indicate your agreement or disagreement with the following statements. Is that strongly or somewhat? - Top2Box (Agree) Summary

Base: All Respondents: 2017 (n=302); 2014 (n=300)

# Sustainability



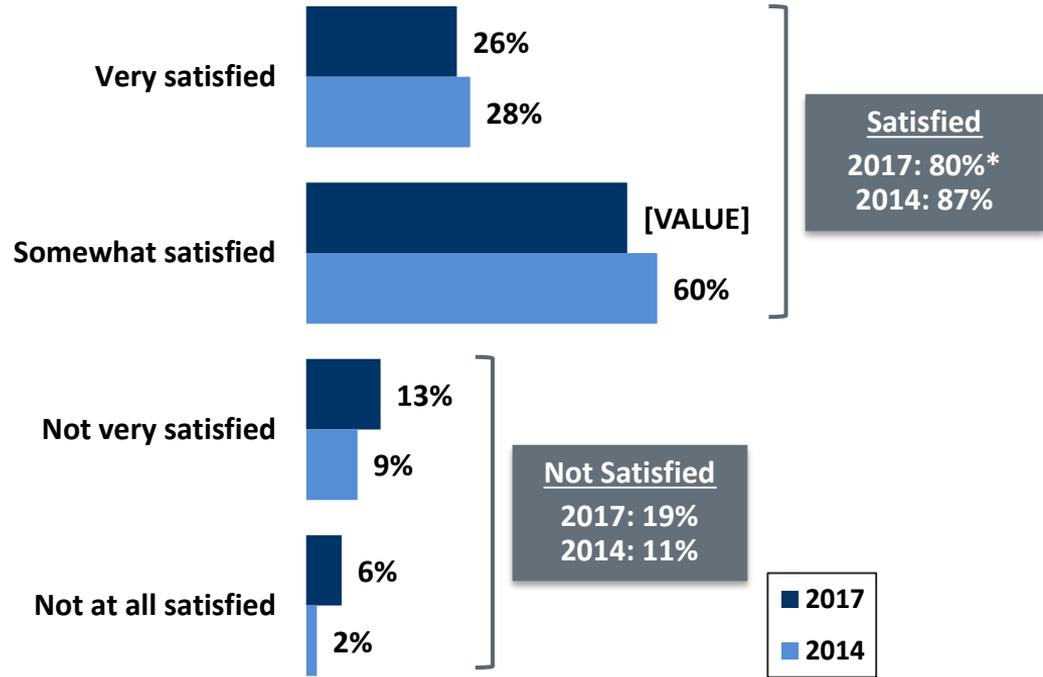
# Managing Human and Wildlife Interaction



QE4. How is the Town of Canmore doing when it comes to addressing the issue of human-wildlife interaction in the Town?  
Base: All Respondents: 2017 (n=302)

\*Rounding

# Satisfaction with Town's Efforts to Reduce Environmental Impact

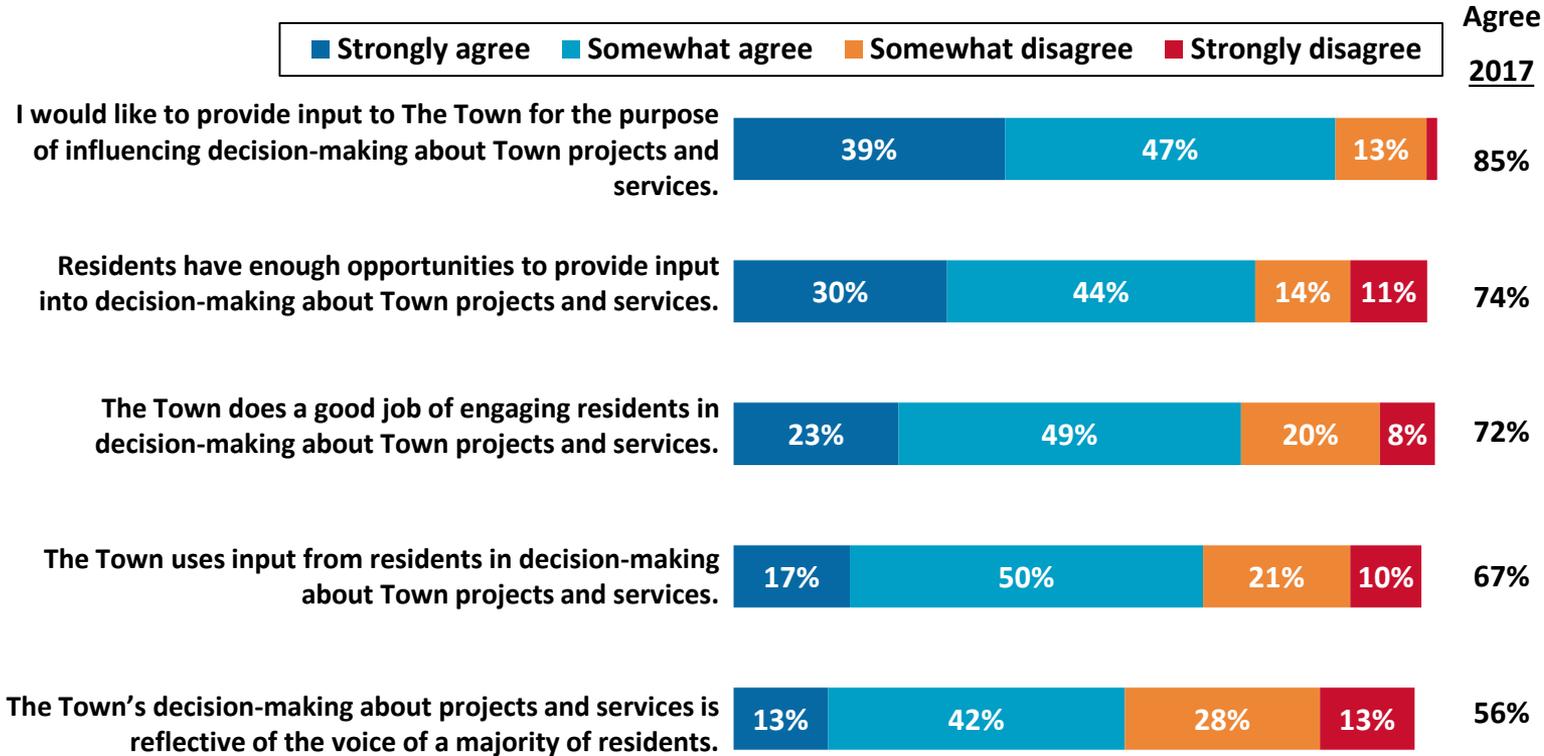


QE3. How satisfied are you with the Town of Canmore's programs and services aimed at helping residents reduce their environmental impact?  
 Base: All Respondents: 2017 (n=302); 2014 (n=300)

Engagement



# Attitudes Regarding Engagement Opportunities



QA1. Please indicate your agreement or disagreement with the following statements. Is that strongly or somewhat?

Base: All Respondents: 2017 (n=302)

Website



# Website Visitation

## Have Visited Town Website



No

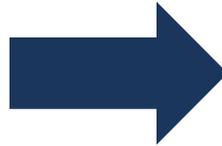
22%  
30%

■ 2017  
■ 2014

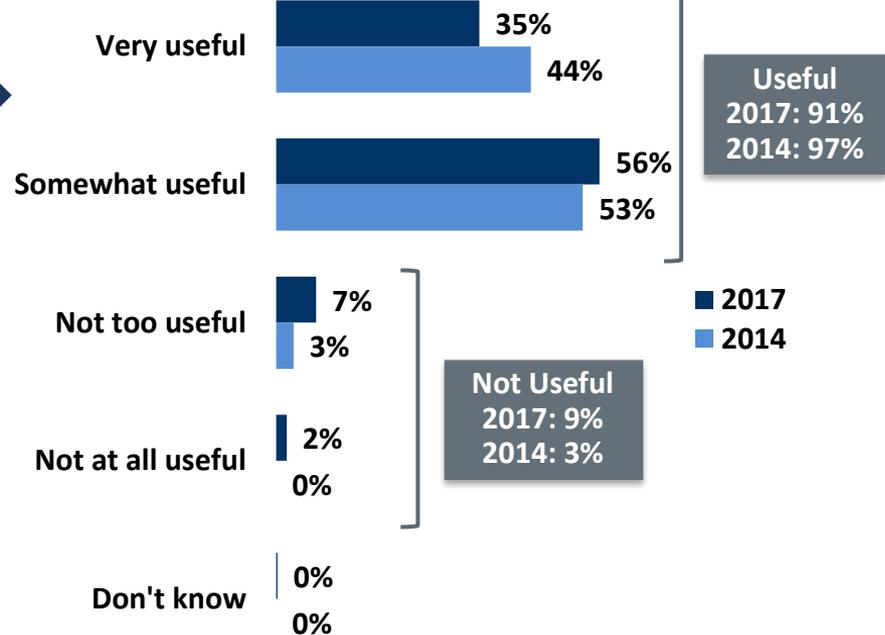
0%  
0%

Don't know

*Families with children, and homeowners are significantly more likely to have visited the Town's website.*



## Usefulness of Content



Very useful

35%  
44%

Somewhat useful

56%  
53%

Not too useful

7%  
3%

Not at all useful

2%  
0%

Don't know

0%  
0%

**Useful**  
2017: 91%  
2014: 97%

**Not Useful**  
2017: 9%  
2014: 3%

■ 2017  
■ 2014

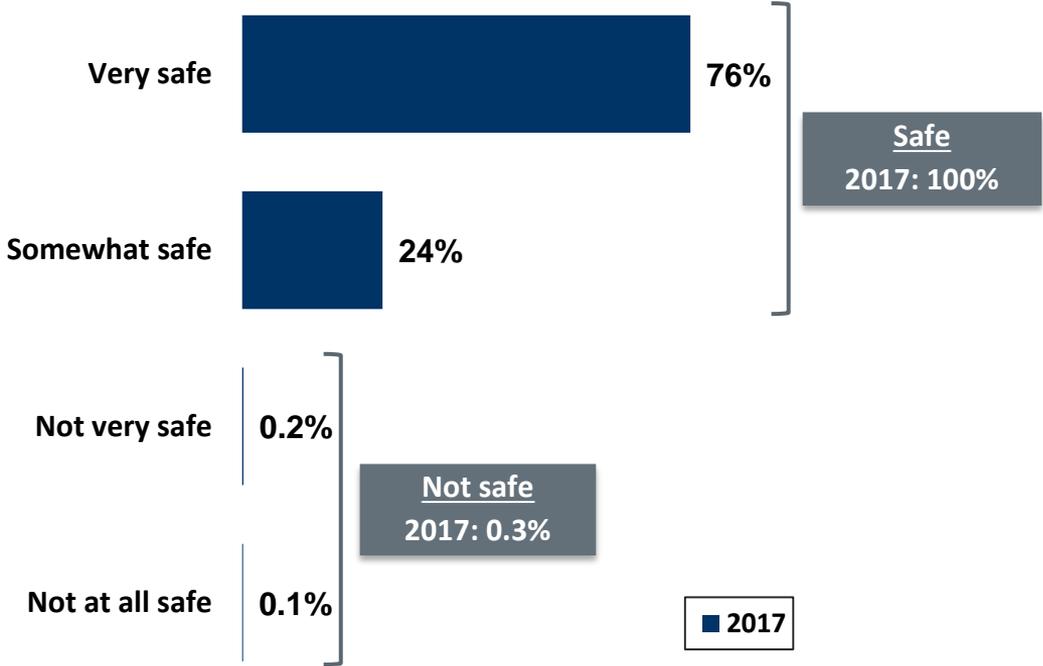
W1. Have you been to The Town of Canmore's website in the last twelve months? Base: All respondents 2017 (n=302); 2014 (n=300)

© 2017 Ipsos W2. How useful was the content of information and online services available on the website? Base: Respondents who visited the website 2017 (n=224); 2014 (n=200)

# Community Safety

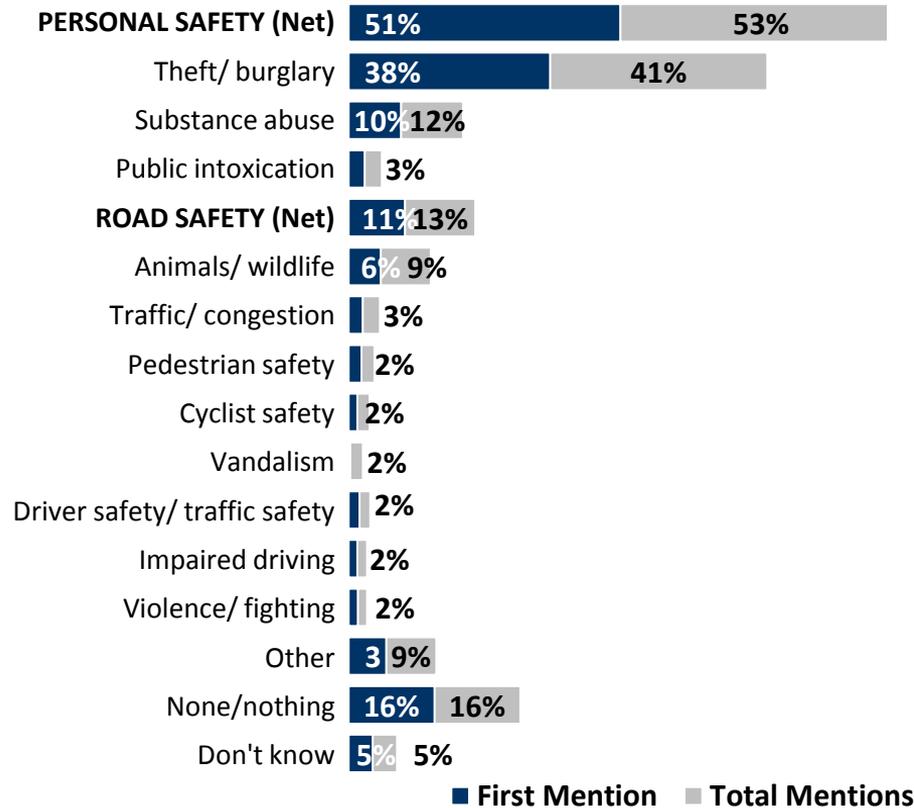


# Safety of Canmore



QCMS1. Overall, would you say that Canmore is safe?  
Base: All Respondents: 2017 (n=302)

# Biggest Crime and Personal Safety Issue Currently Facing Canmore



## Multiple Responses

### Top Mentions in 2014:

#### Personal Safety NET (39%)

- Theft/burglary (28%)
- Substance abuse (14%)
- Public intoxication (2%)

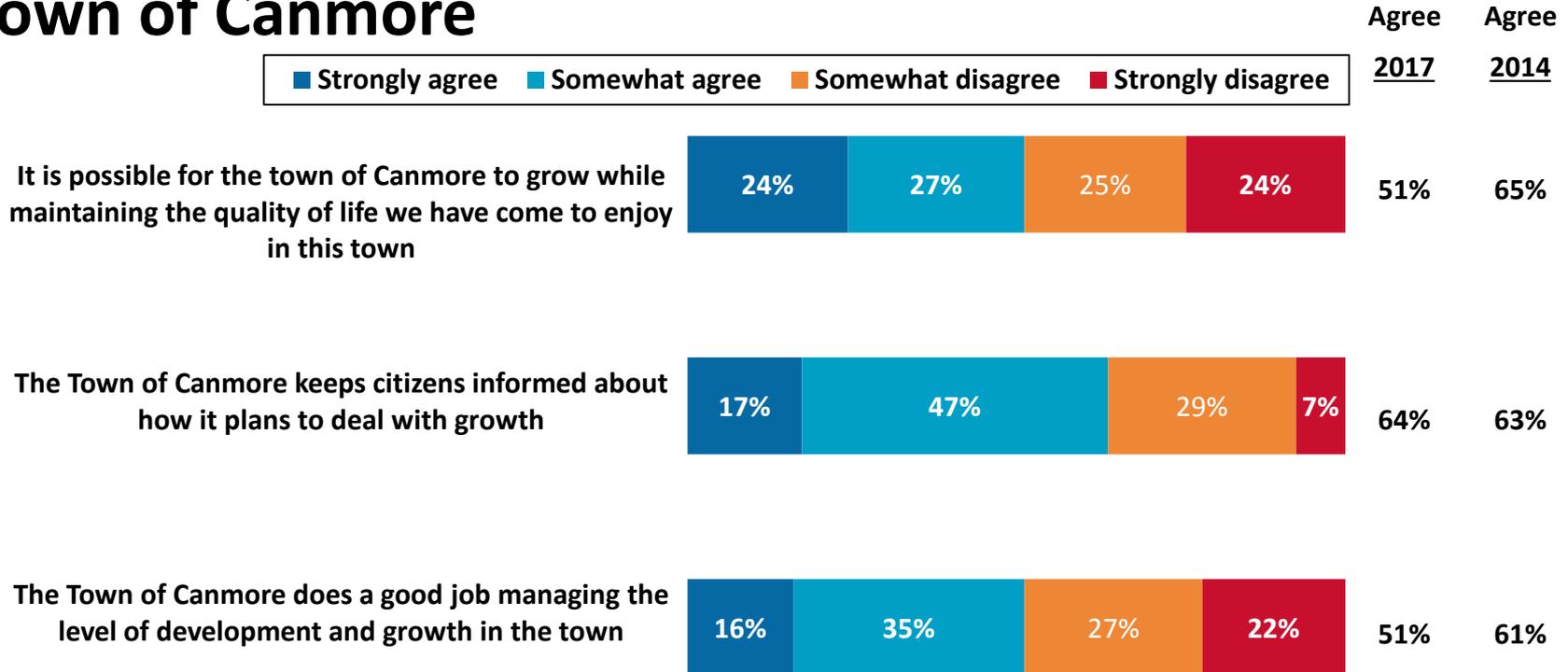
#### Road Safety NET (3%)

- Impaired driving (5%)
- Traffic/congestion (3%)

# Growth and Development



# Perceptions Regarding Growth and Development in the Town of Canmore



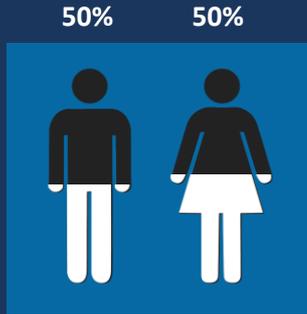
G1. I'm going to read you a few statements about growth and development in the town of Canmore. Please tell me whether you agree or disagree with each.  
 Base: All respondents 2017 (n=302); 2014 (n=300)



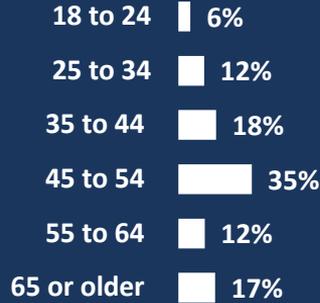
# DEMOGRAPHICS

# Demographics

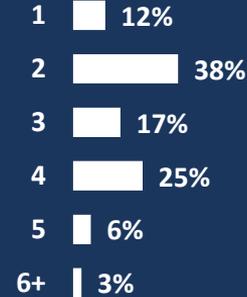
## Gender



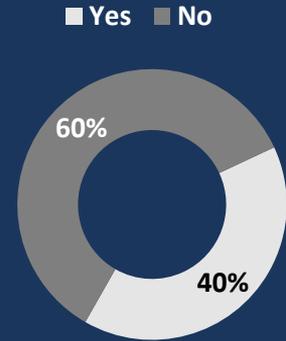
## Age



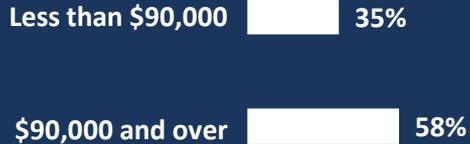
## Household Size



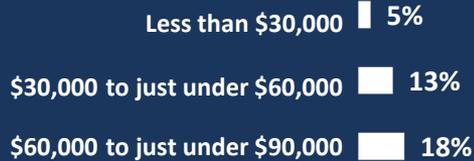
## Children Under 18 in the Household



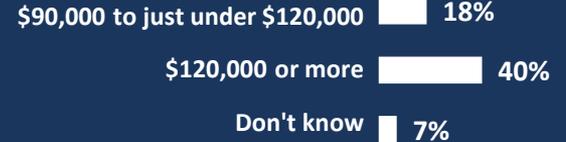
## Income



## Less than \$90,000



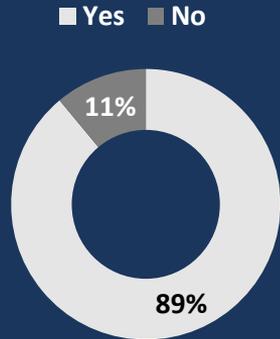
## Over \$90,000



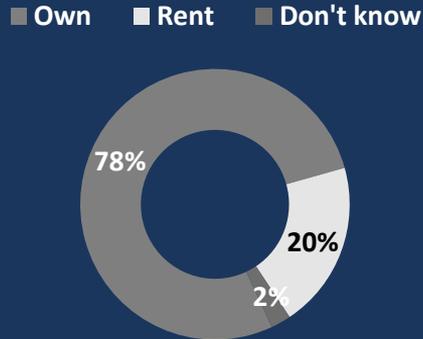
Don't Know/Refused ■ 7%

# Demographics

## Responsible for Property Taxes or Rent



## Own or Rent



## Years Lived in Canmore



# Contacts

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## GAME CHANGERS

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At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.

# The Town of Canmore 2017 Citizen Satisfaction Survey

## ONLINE SURVEY RESULTS



Jamie Duncan  
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587-952-4863

# Methodology

- These are the results of The Town of Canmore's **Online** 2017 Resident Satisfaction Survey.
- This survey link was posted on The Town of Canmore's website and accessible to anyone who wished to participate.
- Since this survey sample was self-selected, the data is **not statistically** representative of The Town of Canmore and should be interpreted with caution.
- A total of 80 individuals clicked through the online survey link posted on the Town's website, with 66 who completed the survey in its entirety and who live in The Town of Canmore.

Results from this online survey are provided separately from the 2017 Telephone Survey, as it is a non-random feedback mechanism and not statistically representative of the population of Canmore. Thus, these results are qualitative in nature and should be interpreted with caution.

# Issue Agenda



# Top of Mind Issues – Verbatim Responses

- Excessive development with council not listening the wishes of constituents or public hearings
- Affordable housing and seniors savings on taxes
- Affordability and economic sustainability
- managing development
- Keeping what little wildlife corridors that we have free from development
- Development without comparable infrastructure plans and improvements to be put in place prior to the increase in density.
- The town is growing too big and too fast, negatively affecting the citizens and wildlife
- Property and related taxes
- Protection and stewardship of the remaining undeveloped land. This includes supporting a cumulative
- Impact assessment before ANY further development proposals are entertained.
- Managing/restricting Population growth and development
- moratorium on new subdivisions until PAH housing can be legislatively imposed
- Respect land owners who pay the taxes that allow the municipality to function
- Municipal taxes
- Conservation of biodiversity
- preserving green space in existing communities.
- population growth is unsustainable and more growth not appropriate in Bow Valley
- affordability
- Densification of existing neighbourhoods & loss of green space
- run away development
- Out of control development that is impacting Canmore residents, wildlife and the environment
- Corruption within the planning department.

*Q1. In your view, as a resident of Canmore, 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?*

# Top of Mind Issues – Verbatim Responses (continued)

- MR lands like Larch Park/Daycare Lands not be built as there is a deficit of available flat MR lands. We need more tennis, skills/pump bike parks, soccer, unstructured play. There are too many PAH proposals without the confirmed buyers, just tire kickers applying. The process for applying for PAH is not ethical as no monies put down, no bank confirmation that applicant has mortgage, PAH rentals not at 100% occupancy and ESPECIALLY full time employment requirement for each and every PAH resident....not just one applicant!!! Change the system as our taxes do not have to be supporting Banff employers and elsewhere like FtMcMurray
- Too much emphasis on developing affordable housing by reasoning parkland
- Massive overdevelopment, destruction of wildlife habitat and green space
- Development - loss of open spaces & encroachment of wildlife corridors
- Over development
- residential and commercial development
- more hearing the concerns of the citizens of Canmore and less those of developers.
- Perpetually affordable housing
- DEVELOPMENT AND VIABLE WILDLIFE CORRIDORS
- The future of our town with respect to development and growth that needs to be based on what the identity of our community is as a mountain town...that growth is done in a coordinated way based on a comprehensive and integrated assessment and plan...where the voice of residents is given respect over developers. It is our town...not the developers.
- Over development - poor planning - lack of consideration for the quality of life of wildlife, environment or full time Canadian residents
- Services for current residents (Ex. addressing 1 year wait list for daycare)
- To start recognizing that our infrastructure cannot support the development that continues to be approved and encroaches on the wildlife corridors. This has been an ongoing issue for years yet large developments are continually approved.
- Don't develop our green space and wildlife areas
- Overdevelopment
- Slowing development and maintains or reducing expenditures to decrease tax burden
- Think more on the ,decisions re development. Currently poor decisions with 3 sisters
- Development Permits being approved w/o any thought to wildlife or safety. (Old land mines)

*Q1. In your view, as a resident of Canmore, 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?*

# Top of Mind Issues – Verbatim Responses (continued)

- Greater transparency on what the Town of Canmore and their Planning Department are planning on doing to
- in our Town.
- Managing growth - retaining necc infrastructure as town grows (e.g. affordable housing, good walk/bike/public transit, keeping town beautiful equal to building projects)
- Unchecked housing development.
- Development and wildlife balance
- Affordable housing
- Over population, over development, Losing small town atmosphere. Too many nonresident million dollar second homes falsely inflating housing prices.
- Enforcement: Parking, Bylaws, Dogs Off-Leash, School Zones, etc.
- Rising cost of living in Canmore for many of the "original" community. And the over development of areas of
- Canmore town without proper care and consideration of the "original" community, its all about profit for developers at costs to community.
- affordable housing
- where our tax paying dollars are being spent
- Protection of functional Wildlife Corridors from development - Wildlife Needs to Coexist
- Adequate greenspace within town. For humans and wildlife.
- Growth and the impact it has on the environment
- Living with wildlife
- Environmental protection
- Provide proper accommodation for seasonal workers and stop promoting "affordable" housing
- Cutting down on expenses by cutting Town staff and consultants
- Lack of concern for residents
- Too many to mention
- That viable wildlife corridors in the Town be established and then preserved
- Being responsible citizens to the environment and health of the water, earth and air that support us.
- TSMV golf course developement
- environmental management

*Q1. In your view, as a resident of Canmore, 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?*

# Top of Mind Issues – Verbatim Responses (continued)

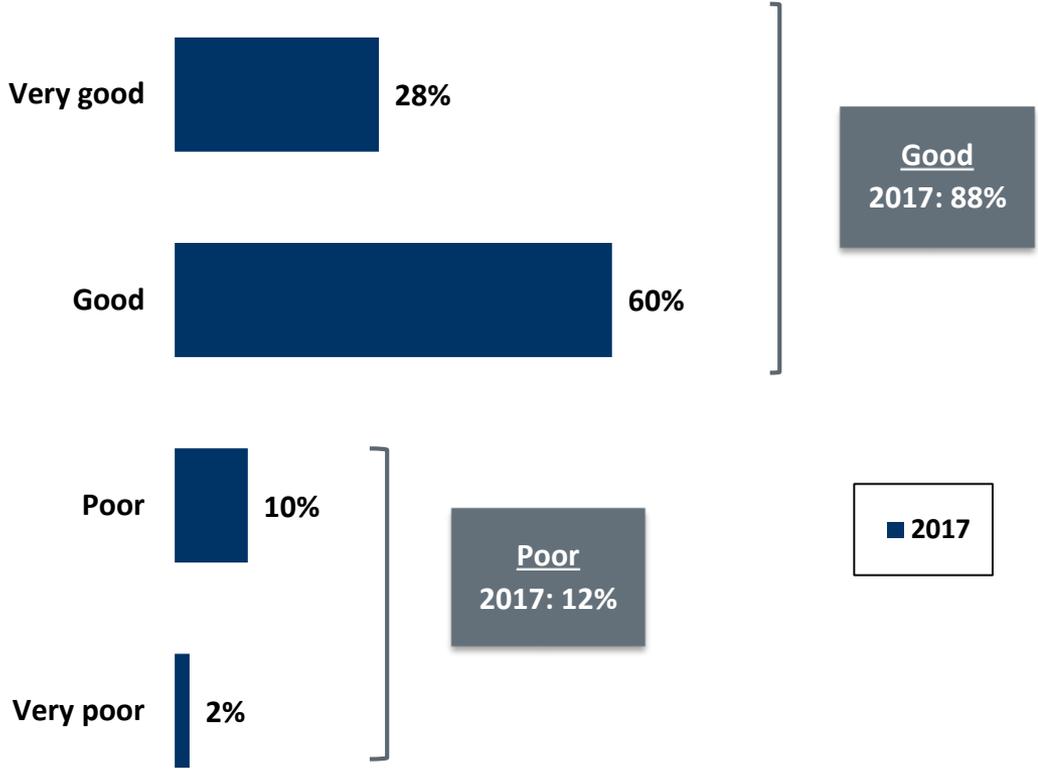
- Development
- municipal debt and interest payments
- Housing and land use
- Wildlife and environment
- Wasteful spending (enough with the traffic circles and cougar creek)
- Achieving balance between developers' desires to expand Canmore and Canmore's vision as a mountain town.
- ETHICAL DECISIONS
- I think it is very important that local leaders and the community should look very carefully at future development, especially using previous green spaces in already existing mature neighbourhoods.
- wildlife corridor
- Rampant development and corrupt practices by council
- Crazy growth projections. Canmore has pretty much reached its growth limit now
- developers have been allowed to build big-city-style suburban mega-projects instead of maintaining small town organic growth and feel
- The amount of future planned development and cost of housing
- The over development needs to be curtailed as it is ruining the character of Canmore.

Q1. In your view, as a resident of Canmore, 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?

# Quality of Life

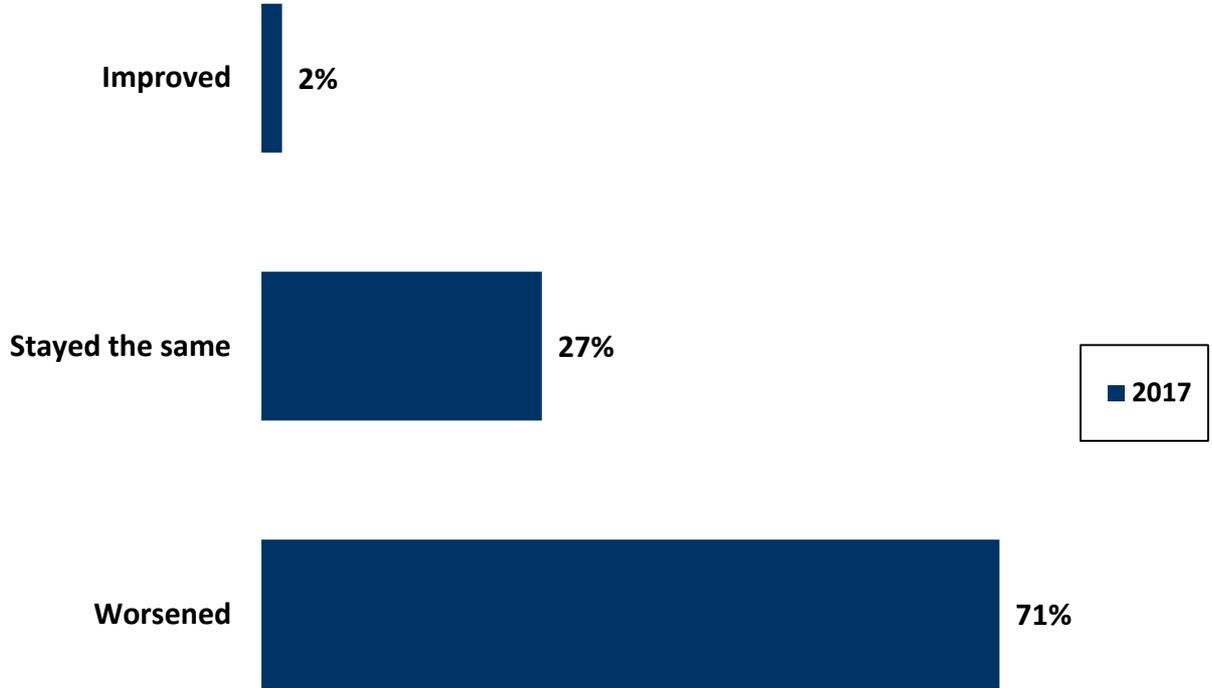


# Overall Quality of Life in Canmore



Q2. How would you rate the overall quality of life in Canmore today? Would you say... ?  
Base: Base: n=78

# Past Three Years Perceived Change in the Quality of Life in Canmore



Q3. And, do you feel that the quality of life in Canmore in the past three years has ...?  
Base: Base: n=75

# Reasons for Improved/Deteriorated Quality of Life

- Town willingness to bow to developers leave neighbourhoods with uncertainty of how they will look in the future.
- too much crap on council
- The cost of living and busyness of town continue to increase at an unsustainable rate.
- Increased visitation & pressure to develop Canmore
- Congestion, lack of parking, traffic without mitigation, rising cost of living
- high taxes, stressed over huge development projects, don't trust administration, loss of wildlife
- It is less affordable for people who work in tourism, which is the motor ever economy. It is a much busier, consumer oriented place than the one I move to. I find a great sense of entitlement and insatiable greed.
- Administration do not respect residents and misleads Council with erroneous information. Council has lost the trust of residents. There is no transparency
- overcrowded downtown area and population becoming more part-time residents
- The Mayor, administration and some Town Councillors have chosen to vilify residents who do not agree with them
- Wasteful spending on global warming remediation. Any truly informed person understands this this a contrived political issue. 2. Completely unrealistic spending on CAO \$300k salary based on irrelevant salary survey methods promoted by town employees and councillors to ease their guilt.
- The congestion and volume of people are taxing the capacity of businesses, roadways and some recreation areas (quarry lake, grassi lakes, etc)
- The Town has become too crowded on weekends for the infrastructure
- Too many proposed developments that do not respect taxpayers
- too crowded, too much traffic and congestion downtown
- The quality of life is having to alter for the worst as development runs out of control. Affordability has become a double standard and the middle income , full time resident is being forced to overcompensate for bad business practices and developers who are profiteering.
- Our R1 established neighborhoods like Larch Park & Peaks of Grassi are being threatened with PAH development when 3 Sisters & Silvertip have not contributed sufficiently. Buses run everywhere so there is no negative to any lands, not just downtown core. Absolutely no reason MR lands need to be disposed of for PAH housing when there is not sufficient people with approved mortgages lined up to buy. The process is flawed. Undue stress and discourse pushing Larch Park through to development. It should be a plebiscite vote in Oct 16 election
- A Council hell-bent on development whatever the cost to the community

Q4. Why do you think the quality of life has improved?  
Base: n=49

Note: Small base size

# Reasons for Improved/Deteriorated Quality of Life (continued)

- Increased development, Increased traffic, too many events, too much promotion.
- The administrations attitude toward development at any cost. This needs to be refocused.
- too much emphasize on development and less on quality of life.
- province and town making decisions that are counter to quality of life, ecology and viable corridors
- There is stress and anxiety about what the future holds for our town. What will downtown look like and feel like if 30,000 more people are living in Canmore. How could we ever handle that. What about parking for all those people? I don't think it is reasonable for the residents to absorb this on their street. We are a town not a major urban center.
- The
- We cannot trust the Administration or Council to look after the interest of residents. Collaboration with developers has occurred at the expense of the citizens of canmore. There is no transparency. The new website has removed information previously available. Citizens are bullied by administration. Take the highline website, is one example. One councillor and 1/2 of admin. and their families have signed on to this website.
- This current town councils obsession with PAH while not addressing other major needs.
- Our infrastructure cannot handle the growth that continues to dramatically increase every year. You take your life in your hands when walking and crossing at both lights and crosswalks - the number of vehicles in town is unbelievable and drivers grow impatient and take risks.
- Development and parking
- Overdevelopment, parking,
- Too much fanning of the growth fire with increased focus on planned events to attract people to Canmore
- Poor decisions made by council for spending tax payers dollars
- Too much development! And the Town of Canmore has agreed to more development regardless of what is best for the citizens, the wildlife and the environment. The developers are able to push their agenda and the Town of Canmore administration believes that "bigger is better" and this is wrong. Canmore does not have to grow to be better-the infrastructure in this town is not prepared to handle an increase in population.
- More staff/low-income workers living in neighbourhood, 6-8 people stacked in single family homes, no parking on the street due to all their vehicles, more parties and noise and lack of respect for neighbours. No re-course to maintain a nice community.
- bus service

Q4. Why do you think the quality of life has improved?  
Base: n=49

Note: Small base size

# Reasons for Improved/Deteriorated Quality of Life (continued)

- Too many people and all that comes with it. Citizens have not had a voice in important matters affecting our lives.
- We've gone overboard with promoting tourism
- traffic congestion moving through the downtown core
- Too much focus on "affordable" housing which is mostly bureaucratic manipulation to fill in subdivisions like Peaks of Grassi that were capped
- Developers are tearing the soul of the town apart
- It has improved with Elevation place services. And worsened with traffic and being overrun on the weekends.
- or worsened due to being very busy.
- Emphasis on growth/development
- Over development and shrinkage of wildy d and natural spaces affecting wildlife
- Developers manipulation of town administration
- Turmoil on new development and rezoning of established communities
- Increased development encroaching on greenspaces has caused crowding, parking issues, noise and Canmore is losing their quiet, pristine mountain community appeal. We have been a part of the Canmore community and owned property, paid taxes, and supported the local economy for 21 years with the hope of retiring here in a few years.
- Rampant development and corruption in council
- The amount of tourists during the weekends and summer
- Over development and overuse is wirsening quality of life.

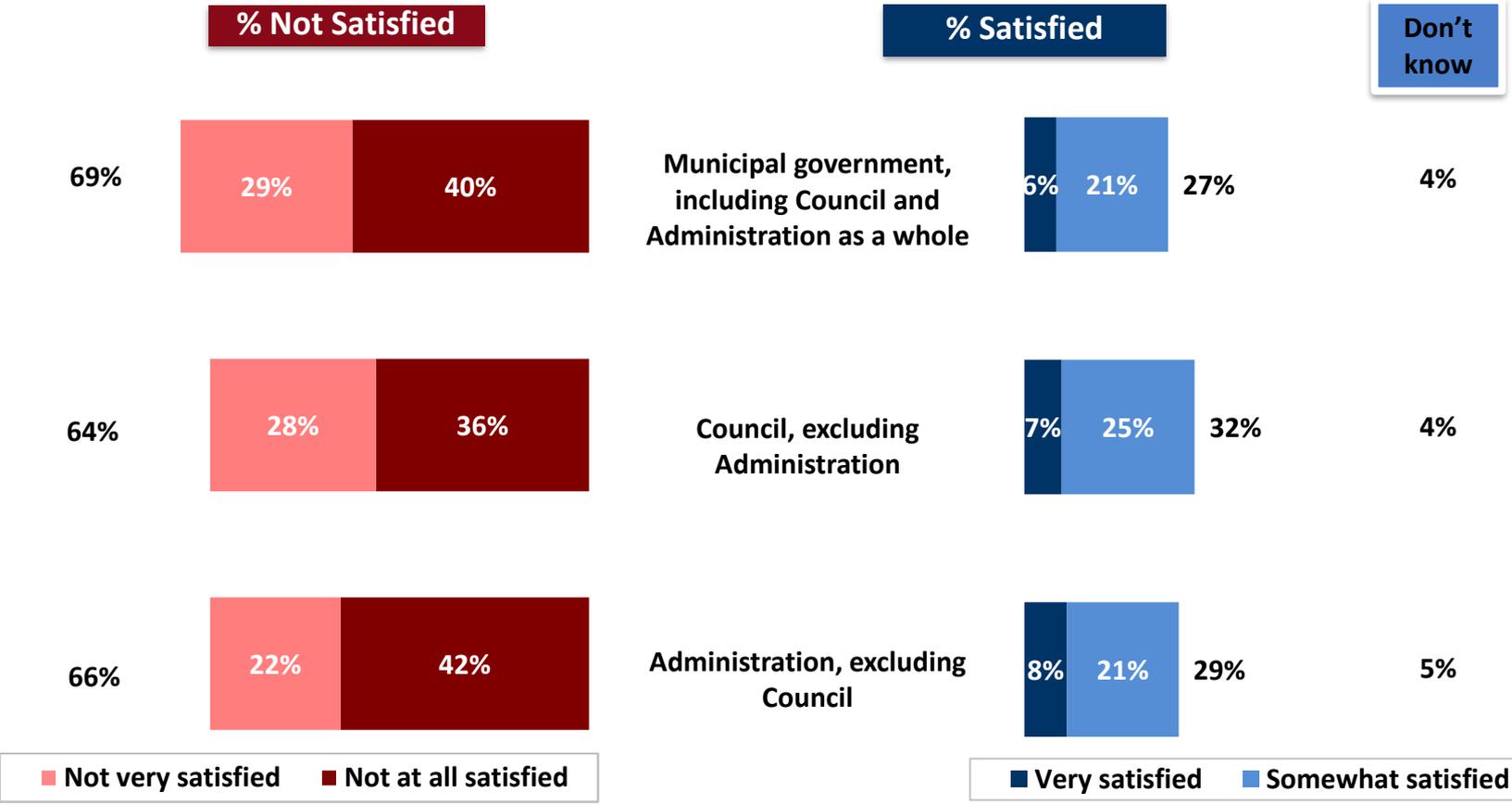
Q4. Why do you think the quality of life has improved?  
Base: n=49

Note: Small base size

# Town Performance



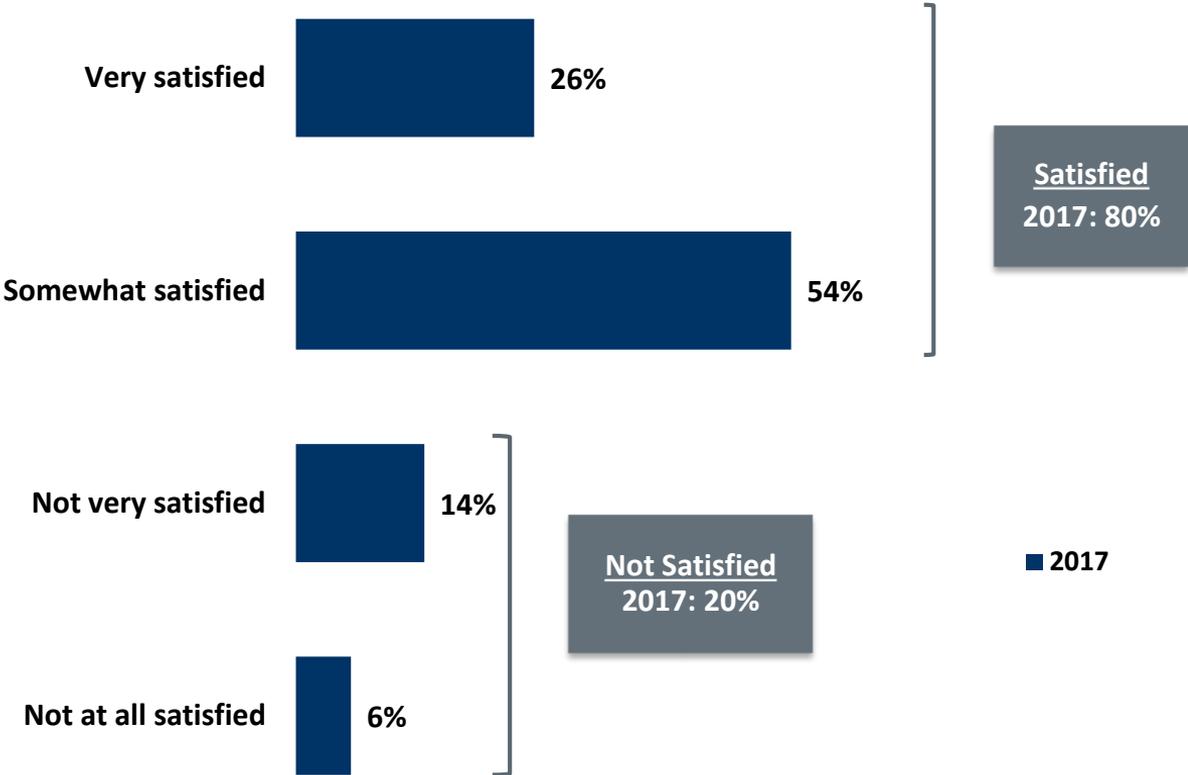
# Overall Satisfaction with The Town of Canmore's Council and Administration



# Satisfaction with Town Services



# Overall Satisfaction with Town Programs and Services

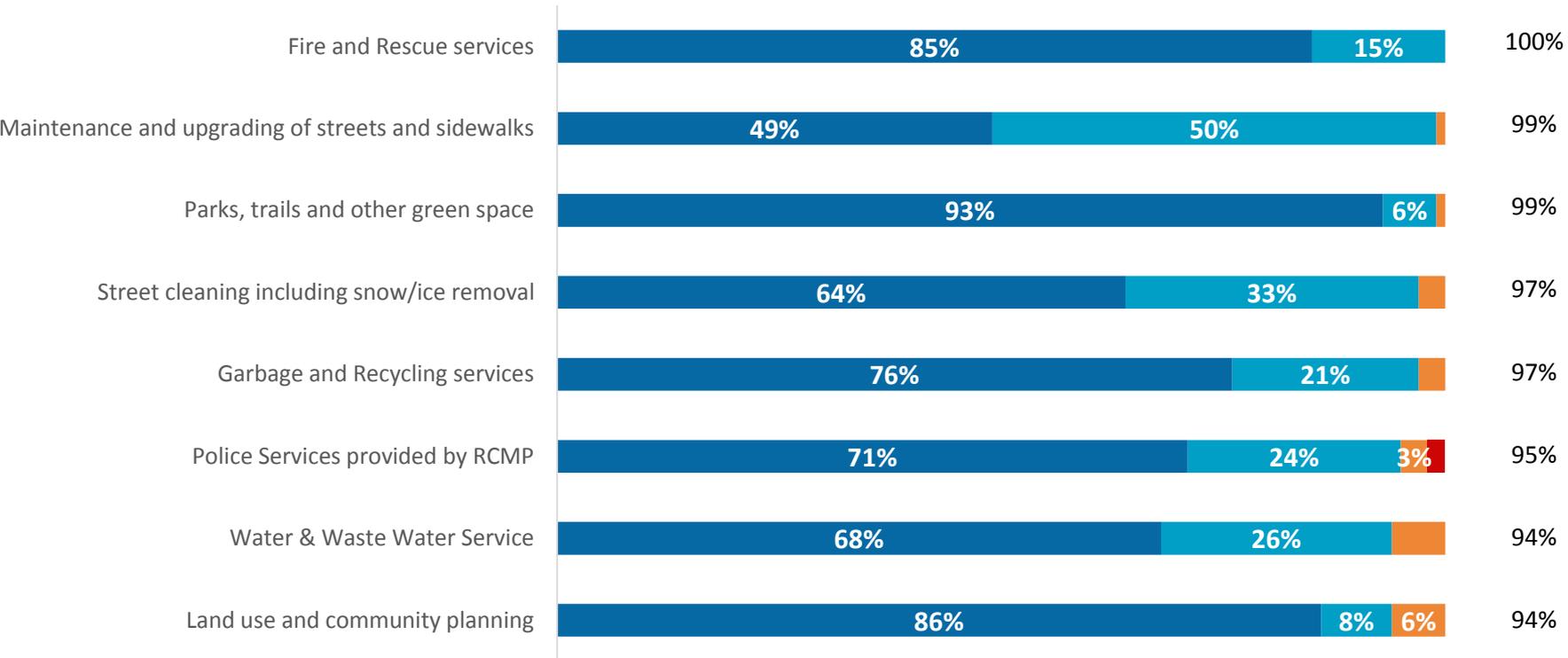


Q7x. How satisfied you are with the overall level and quality of services and programs provided by The Town of Canmore? Are you...?  
Base: n=69

# Importance of Town Programs and Services

■ Very important ■ Somewhat important ■ Not very important ■ Not at all important ■ Don't know

2017



Q7. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how important each one is to you...

Base: n=69

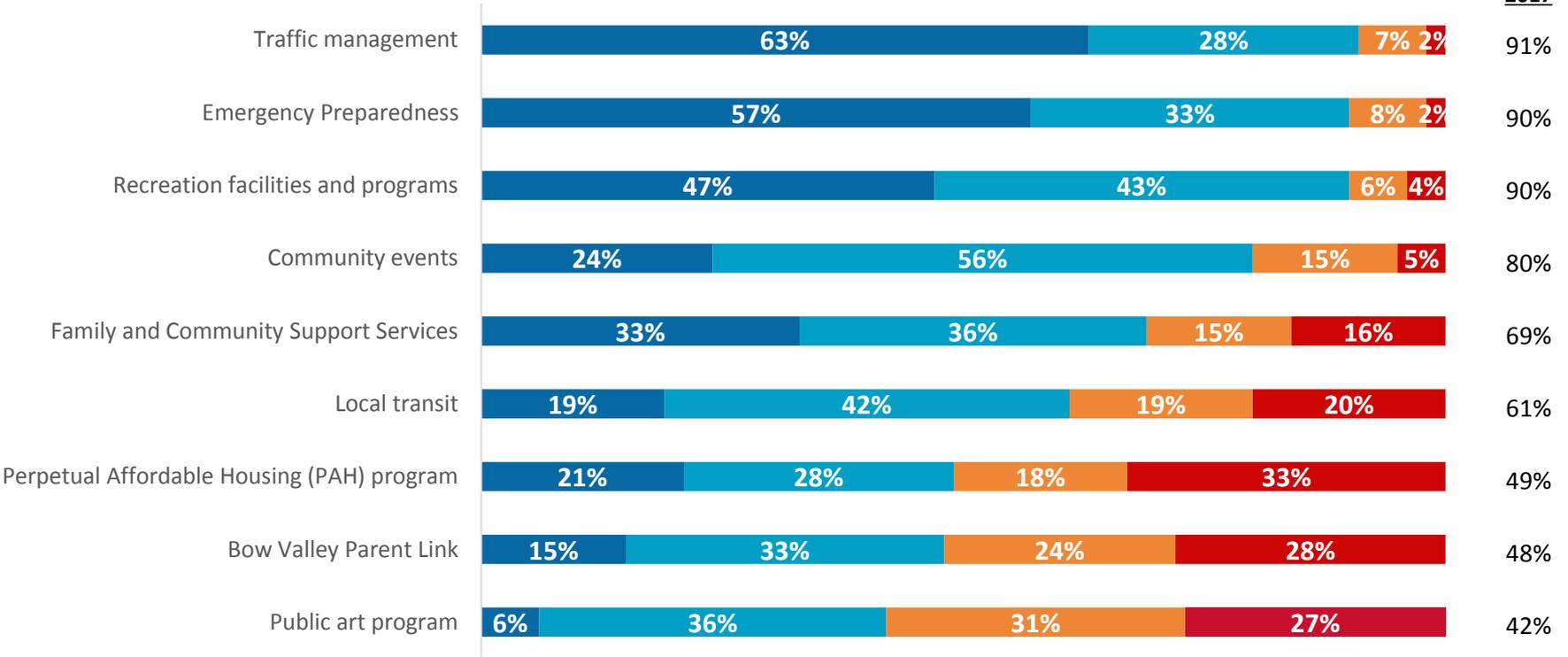
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# Importance of Town Programs and Services

Important

2017

■ Very important ■ Somewhat important ■ Not very important ■ Not at all important ■ Don't know



Q7. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how important each one is to you...

Base: n=69

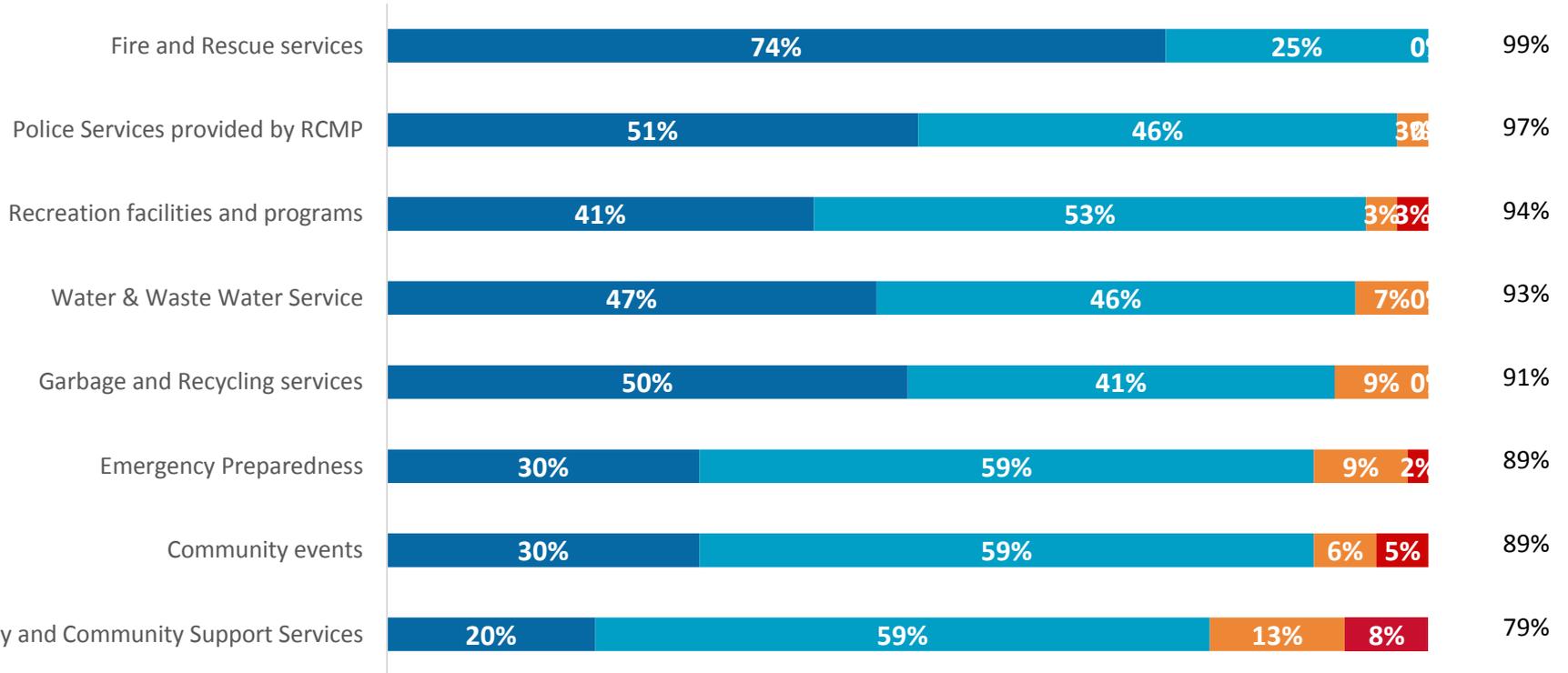
Data < 3% not labelled

# Satisfaction with Town Programs and Services

■ Very satisfied   
 ■ Somewhat satisfied   
 ■ Not very satisfied   
 ■ Not at all satisfied   
 ■ Don't know

Satisfied

2017



Q7a. Please tell me how satisfied are you with the job The Town is doing in providing this program or service?

Base: n=69

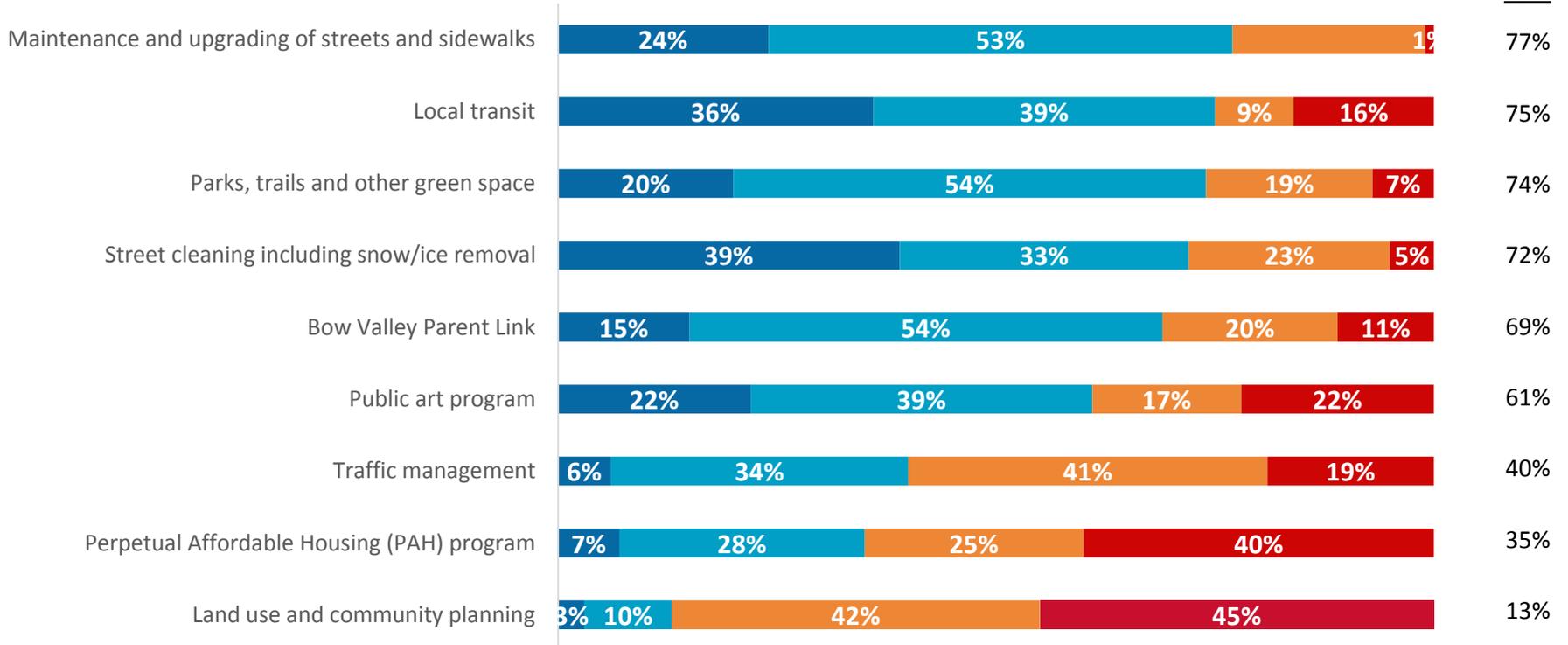
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# Satisfaction with Town Programs and Services

■ Very satisfied ■ Somewhat satisfied ■ Not very satisfied ■ Not at all satisfied ■ Don't know

Satisfied

2017



Q7a. Please tell me how satisfied are you with the job The Town is doing in providing this program or service?

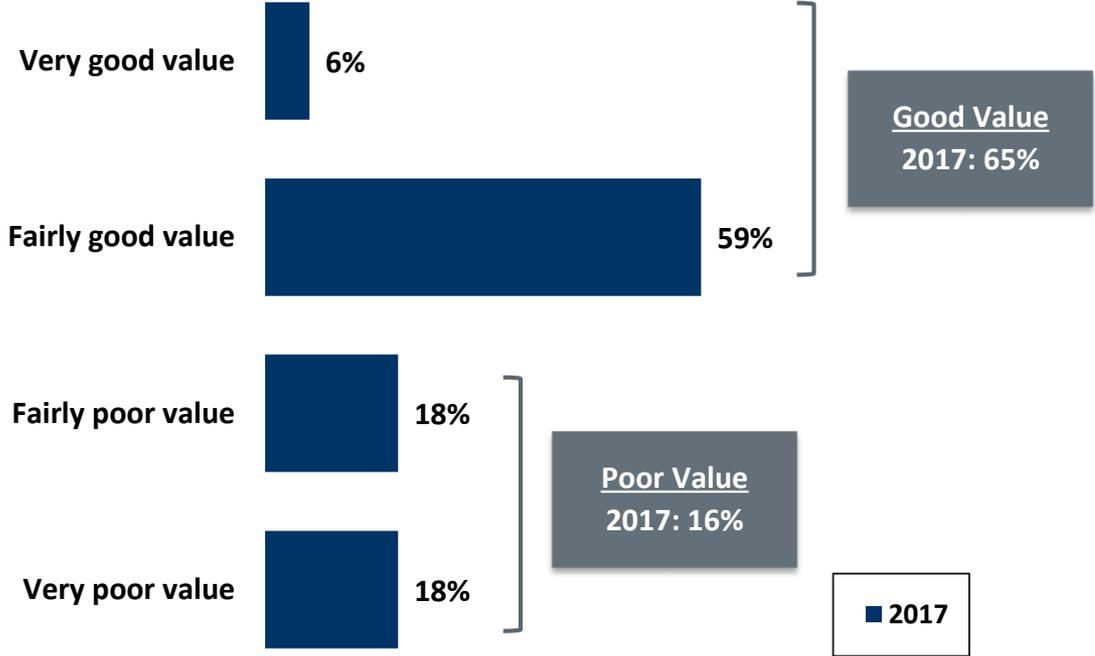
Base: n=69

Data < 3% not labelled

# Financial Planning



# Perceived Value for Taxes



Q8. Thinking about all the programs and services you receive from the Town of Canmore, would you say that overall you get good value or poor value for your tax dollars?  
Base: n=68

# Reasons for Perceived Value of Property Taxes

- Basic services often lack (snow removal) yet social programs and public art increase unabated.
- No breaks for seniors on taxes
- I think administration is paid WAY too much for their general incompetence. I often think about what a waste of money as they appear often quite worthless. The town supports development financially in many ways that are unthinkable!
- Taxes are high compared to other centres
- The sidewalk clearing in the winter is inconsistent and not even as good as the job I do on my own property to comply with bylaws. Treacherous sidewalks cost our health system and affect people's lives significantly.
- Too much is being spent frivolously to the benefit of developers, not the residents. E.G. Spring Creek Road "improvements" . This is infrastructure needed for the new Spring Creek development, yet the Tax payers (provincially and municipally) are paying the bill. The PAH program paradigm is not a good one, but we keep dumping money into it. Municipal taxes go up 4.5% in 2017, but Offsite levies for developers only increase at inflation rate. The new Website does not provide the information needed, it seems like a conscious effort was made to suppress information. The town has paid grants (\$25,000 Plus) to at least one PRIVATE FOR PROFIT company to stage mountain biking event. I do not support corporate welfare paid by municipal taxes. The public arts program is out of hand. It is too expensive and needs to be stopped, The mountains are public art at \$0 cost. I could go on for a very long time,
- very complex community to operate - expensive but good value
- The PAH ownership program is totally misguided and naive, it does not serve the interest of buyers - the need is for affordable rental, but Council continues to promote PAH ownership without any credible evidence of need and demand
- Essential services are all charged for separately so where is the value of that huge municipal tax bill?
- Rather than spending \$\$ for complete streets - would rather have a bridge over railway for hospital access. An ambulance stuck at the railway crossing could cost someone their life
- I think the breadth of programs and services available and the proactive approach to adding services is very impressive.
- PAH homes for purchase do not meet the community need for Rental Accommodation.

Q9. Why do you say that you get .... for your tax dollars?

Base: n=49

# Reasons for Perceived Value of Property Taxes (continued)

- over spending on pet projects ex elevation place, civic centre, PAH ownership, excessive signage, too many employees, poor transparency on budgets
- Over riding concerns with the mayor and council and their massive urge for development at all costs.
- Stop spending so much money. Affordability is a double standard in many of these programs. Too much subsidization.
- Each department is over populated with bursting expenses. No reason for baseball diamond in Lion's Park to be weeded & raked when tennis expansion/Lion's Park upgrade to occur. We believe in user pay for facilities and do not agree with Elevation Place expanded gym vs public spaces exist. Do not agree with arts place as building should be apartment rentals with parkade. There is no reason garbage pick up is needed on Sundays! Parks employees very slow workers vs private contractors doing landscaping!! Asked numerous times for all garbage dispensers to have dog bag dispenser on side of bin to promote cleanliness....still haven't seen one retrofitted!! Less T of C employees as Calgary has less employees/capita than Canmore. 1st street sweeping should always be Main st/downtown core as we are a tourist destination. BRZ has asked for this for almost 10 years...only done once. As soon as there is no snow, start downtown 1st. No to photo radar. Instead, all crosswalks in playgrounds & schools should be raised like a monster speed bump. More traffic calming. Plebiscites for items such as DC instead of following bylaws. Let us vote on large items like removing MR lands.
- Far too much emphasis on development and social engineering, and a badly bloated and incompetent planning department.
- Could be better if town paid greater attention to town planning; e.g bus stops at pedestrian crossings currently causes motorists to stop unnecessarily for people waiting for a bus
- some tax dollars are spent well others are spent at the whim of small focus groups
- It is an expensive place to live and operate a mountain town with so many tourists and issues to manage. So what I get is okay but how thing's are run is not always great. Elevation place is consistently not clean. It is expensive so I find the pool is used often by people and families driving in from Calgary as their facilities are crowded.
- Questions o admin are not answered properly. Money is wasted, eg the upgrade to Spring Creek Road is for the new development, but the citizens will pay more than half the bill, via municipal taxes or provincial grants. CCHC is too costly . The paradigm for affordable housing being used does not work. Town owned land is being given away for housing. Planning and development seems to work for the developers . They sit together to prepare applications . The Planning department then has a difficult time reviewing applications objectively. The Town is a member of BOWDA.

Q9. Why do you say that you get .... for your tax dollars?

Base: n=49

# Reasons for Perceived Value of Property Taxes (continued)

- Taxes are currently reasonable.
- roads and sidewalks are not well maintained (depends on where you live...).
- Example: covered shelters for bikes and nothing for the bus stops!!
- Efforts too much on affordable housing and art programs
- Wanted to choose not applicable
- Good Value : recycling program/Elevation Place/bike friendly town initiatives/
- Living on Cougar Creek, i think having to look at the "gravel pit" nature of the creek 4 years after the flood is beyond reasonable. This should have been beautified much sooner. Also, our exposure to our backyard privacy is not being replaced to what it was before the flood. Snow removal on our street is basically non-existent... a few days after a storm does not help so much, all the snow/ice is already compacted. Infrastructure projects seem to take so long (Benchlands/Eagle Terr circle, pile of rocks in front of hockey rink) and are an eyesore in our beautiful town. I appreciate the recycling services available, but do not appreciate the change to close main Glacier Drive access on evenings, etc. The local bins are often over-full. Also, the amount of work required to recycle is so much more in a city, where tax rates are generally lower
- Council is engaged and realistic.
- I'm generally satisfied with the town services. I don't approve of photo radar and the town needs a secondary traffic link between north and south sides of town.
- Planning and administration doesn't have a grasp on sustainability, spending too much money on services we won't use that should be privatized.
- I feel we pay a very high level of taxes, and the snow isn't cleaned off my street in the winter, the street sweeper flew past my house leaving piles of gravel, domestic water pressure was over 100psi at my house and the town's response was "you should put in a regulator", dogs are constantly off-leash in town and on the surrounding trails, no enforcement of rules and laws created by town. Don't have a law if you can't enforce it.
- the over administration and high costs of having by law / peace officers in brand new trucks with costly equipment is a perfect example of the over spending and waste of tax dollars, there needs to be far more accountability for infrastructure costs and management, the town needs to get education dollars back from the AB govt. Control on loans and benefits to development needs to be curtailed, and many more reasons, and if properly managed and accounted for, then possibly my trust in council might return.

Q9. Why do you say that you get .... for your tax dollars?

Base: n=49

# Reasons for Perceived Value of Property Taxes (continued)

- we have been very unsatisfied with our street sweeping, and snow removal services.
- There seems to be a waste of taxpayers dollars - the latest with the Coop, the "oversight" of \$600,000 in building McArthur Place, the poor solution to fix Dyrgas gate, and our planning dept seems to want to put us all at more risk with more undermining issues and a fence in Three Sisters.
- Canmore is an amazing community, it's hard to complain, we have everything we need.
- Overall services are good. I would be very happy if recycling/garbage services included household composting.
- We look after our own activities to a large extent and prefer that the Council looks after only necessary things instead of giving the appearance that they are following the administration's ideas to keep things busy
- I keep subsidizing people who don't want to work, to save, to take responsibility for themselves
- The town pampers low income earners. Why do we keep encouraging businesses that create low end paying jobs?
- The majority of Town services (including those contracted out) are excellent however, our planning on land use and development need a major overhaul i.e. new vision and/or personnel.
- Quality of life is high. But equally I would like to see more going into environmental sustainability and programs like compost bins.
- A lot of good things happening but we also pay a lot.
- Most services are fairly good value. Some not so much
- Very expensive tax in Canmore, for average services
- I don't want to pay for PAH scammers, or needless traffic circles and whatever they are doing at cougar creek.
- Council spends wildly and the draw to borrow 5 million is wrong
- Way to much money & effort effort spent to please developers
- There are nice community services

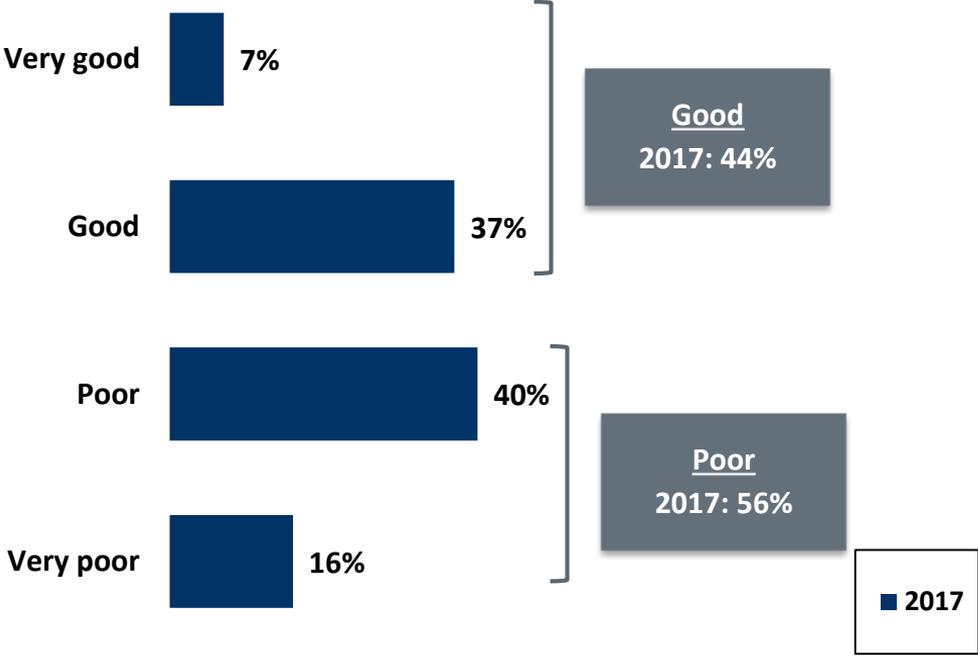
Q9. Why do you say that you get .... for your tax dollars?

Base: n=49

# Communications



# Overall Rating of Town Communications



Q10. Overall, how would you rate The Town of Canmore in terms of how well it communicates with citizens about its services, programs, policies and plans?  
Base: n=68

# Information Needs

- Neighbourhood issues (construction, etc), events, upcoming public hearings.
- taxes for seniors
- updates on infrastructure programs, important council agenda items, community events
- How they plan to keep Canmore liveable after they approve all the expansion that is before them
- Too much is happening behind closed doors. Have been flabbergasted at how many times they have said, "sorry our recording or video equipment wasn't working. Or we don't have a good record of that meeting, so can't share. So tired of their secrecy.
- Efforts to contain or reduce costs
- Of course, emergency updates as needed; community events.
- A lot of money is being spent on advertising with the Rocky Mountain Outlook. A much better and cost effective way would be to post information on the Town's website. Mayors message should be mailed to residents with utility bill. His message in the RMO, is too often, for issues that often are not important. They seem more like political propaganda. The Open houses held for different issues, as not effective. If the Town would be serious about informing the public, it would hold sessions, similar to the ones put on by the community (residents) to inform the public on Three Sisters Wildlife corridors. It is not just the information, but the time given to digest it. Council agenda packages are only provided to the public on the Friday before the Tuesday Council meeting. Minutes take too long to be posted. BOWDA has notes on the Council meeting the morning after the meeting, but the town takes one week.
- more transparent land use planning process
- credible studies to justify the major commitments it makes to programs like PAH ownership and public transport. Canmore is picking up the tab for Banff.
- What is the status and plan for essential infrastructure and why. Stop the whining about global warming. This is not within the town's mandate.
- Better enforcement of leash laws and outlaw dogs in wildlife corridors. Encourage people not to recreate in wildlife corridors
- Key decisions of Council, new programs and services
- Please audit & disclose the full costs of the PAH program & the Roam bus.
- honest accounting, and if public input is sought- it needs to be listened to
- Current development plans and how they justify ongoing destruction of green spaces, wildlife corridors, and lack of affordable housing.
- Stop marketing, and start being honest with the public. Get staff who are qualified.
- Plebiscites for large issues as residents are very disgruntled with PAH mandate. User pay for bus, artsplace, Elevation Place so that taxes can be reduced. Provide paper copies of all information packages the public requests. Website is difficult at times to find SSR and other pertinent documents. In case of MR lands, all residents expressing interest should be granted email or mail communication instead of just immediate neighbor. We asked for this but planning department did bare minimum. Causes distrust in system for Public Hearings.

Q11. Thinking about your information needs, what kinds of information do you want The Town of Canmore to provide you with?

Base: n=47

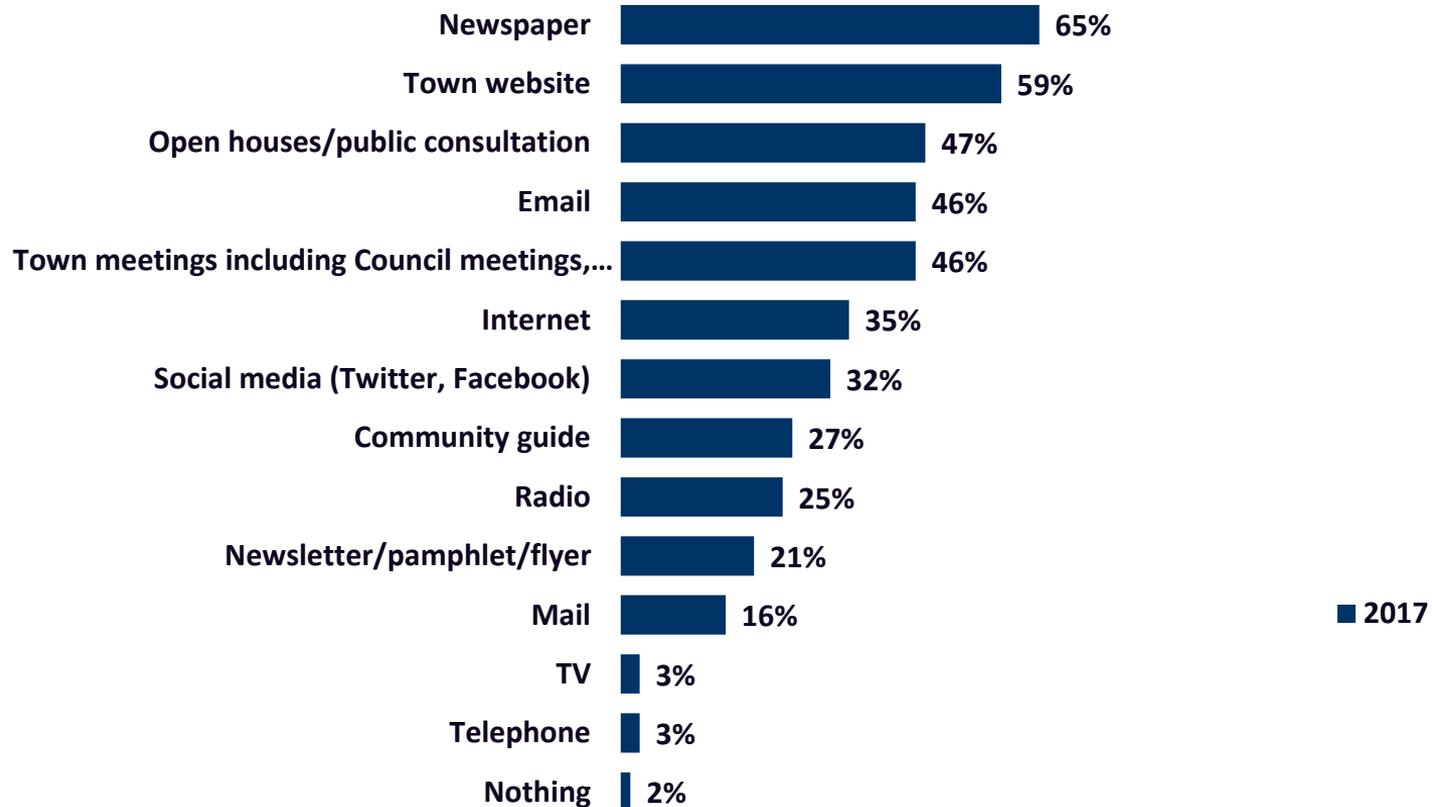
# Information Needs (continued)

- Transparency! FOR EXAMPLE :To advise or step-down when conflict of interests occur, particular business relationships (or otherwise) between council members and developer
- be open about all meetings and decisions.
- Easier to find up to date info about recreational facilities closures.
- Lots of money is spent with the RMO, but critica informationis not provided. For example the Mayor's message in RMO about this survey did not specify the link to do it on-line. It provided a pone number instead. Agenda pakages for council are posted on firdayes prior to the Tuesday meeting. Why can these not be two weeks in advance to give the public and Council sufficient time to read and digest, if they want to do so. Adminstration needs to answer questions and not provide misinformation, which they do regularly.
- Extremely clear rationale as to why contentious decisions are being made.
- That there will be some accountability and justification for approving large developments in town and taking away green spaces.
- Transparency and honesty
- Honesty and openness
- Town events for community, efforts to work with province and developers for housing needs
- This is in my view the #1 problem with the Town of Canmore---no communication. Residents are expected to read the Rocky Mountain Outlook newspaper or the Town of Canmore web site to get the information on what is going on - and the Town of Canmore Planning Department take advantage of this and try to push through each and every scheme they dream up and know they can get away with it because no one (they think/hope) is paying attention. Case in point this very survey-the only reason I got this is because a friend of a friend forwarded it to me --and this is wrong. There has to be some sort of email mailing list put in place that provides information to residents on what is happening! Thank you for this email / web survey it's much better than a telephone survey which generally annoys most people.
- New building permits, infrastructure plans, snow removal info (yes I know it exists)
- Where the tax dollars are spent. Development plans
- More details on revenue sources, and how/where/why money is spent.
- Credible, Honest, no hidden agendas. Council and Administration not being up front about development. Hiding and concealing information for benefit of development agenda.
- How they plan on reducing my taxes, or how they will better spend my tax dollars on things that matter (quality of life, not Art).
- Accountability for all the major expenditures, costs of salaries, costs of infrastructure rebuilds, loans and interests.
- available programs, wildlife issues in a prompt manner, housing options.
- Full Transparency. Better ways for citizens to engage in more of a Town Hall type format, not open houses, or some other way
- Changes to zoning, plans, strategy, upcoming events

# Information Needs (continued)

- Meaningful summaries of issues that affect citizens (anything to do with planning seems to be written to a town planning audience, instead of layperson language)
- Information about planning before the plans have been approved by council.
- The true facts about developers and their links to Council; true facts about the myth of PAH
- Why the town gives select developers calls on land up for sale and not advertise it
- where tax dollars are being distributed
- Events
- Developers applications for major changes and projects
- More transparency
- True information about development and proper information regarding their plans
- Information on master planning, long term plans and values. I feel council is pro development without thinking about its negative impact on our community resulting in loss of green space and animal habitat, excessive retail and crowding in town.

# Preferred Communications Channels

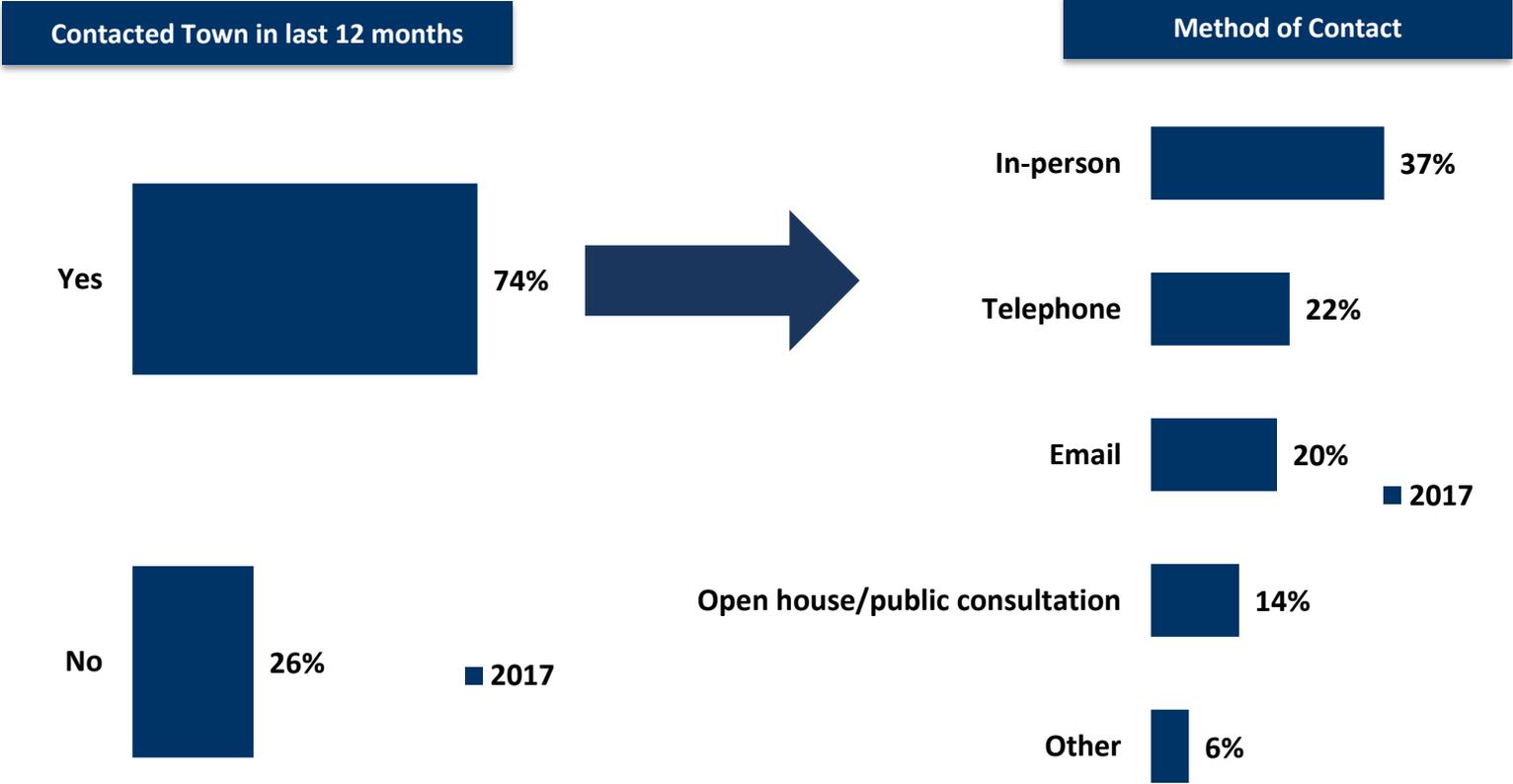


Q12. And what methods would be best for The Town of Canmore to communicate information to you?  
Base: n=68

**Contact with  
The Town of  
Canmore**



# Contact with the Town of Canmore



CS1. In the last 12 months, have you personally contacted or dealt with The Town of Canmore or one of its employees? Base: n=68  
 CS3. How did this contact occur? Base: Respondents who have contacted the Town in the last 12 months 2017 n=49

# Main Reason for Contacting The Town of Canmore

- Billing, and town maintenance
- concerned about the recycle program
- Very concerned with the proposed The bicycle track and Three Sisters Development
- Understanding programs, development approvals and tax increases
- To renew a development permit
- Three Sisters planning issues
- community land use planning
- Development concerns
- Issue related to building development on Cougar Creek
- I disagree with bylaws that are being considered
- To get factual information about various planning matters.
- Kate Van Frassen was Town Planner for MR lands Larch Park and failed to follow communication outlined in process. Spoke with numerous planners regarding process
- to voice my opinion on decisions being considered or passed without adequate consultation
- We were having speeding issues and snow removal issues in our lane
- Development issues. Garbagge issues. Bylaw parking issues.
- Discussion over placement of bus stop.
- Development!
- Trying to save our park from housing development
- Kids taking recyclables from our blue bin.

CS2. What was the main reason you contacted The Town of Canmore?

Base: n=39

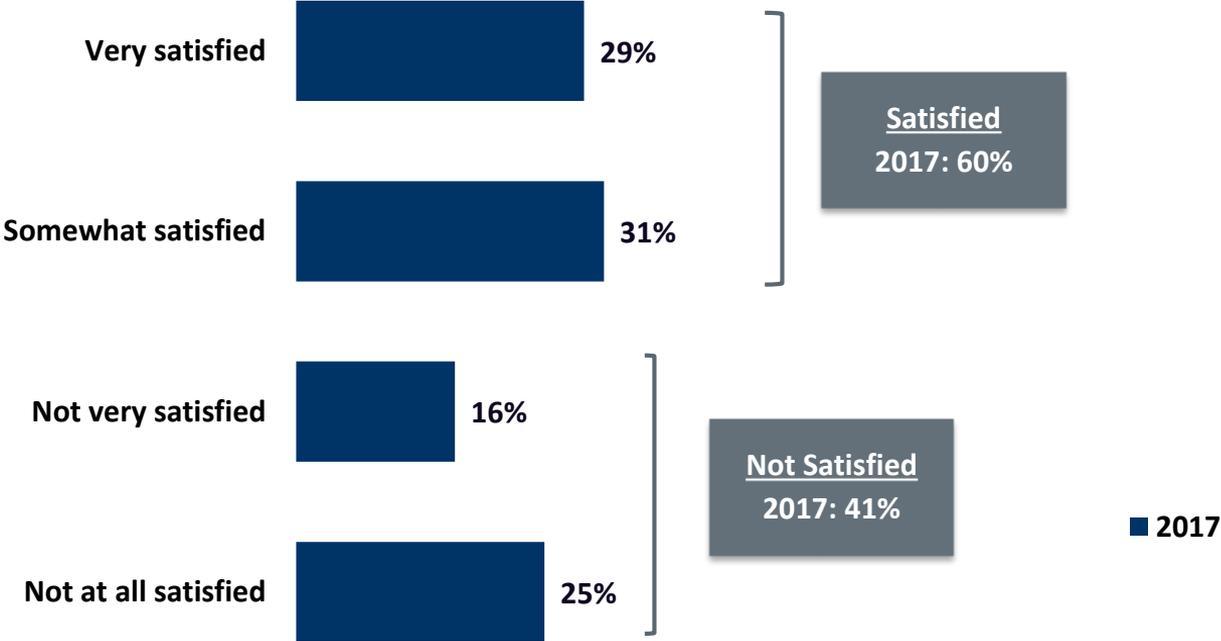
# Main Reason for Contacting The Town of Canmore (continued)

- A group of our neighbors learned about the proposed and imminent mountain bike Flow Trail that was planned to start construction in Eagle Terrace and continue all the way down to the existing dirt jump park at the bottom of Benchlands Trail. We contacted the Town of Canmore planning department to outline our concerns for putting such a facility in our neighborhood and they came and met with us to listen to our concerns. After listening to us the Town of Canmore Planning Department continued with their agenda all the way to the Council meeting which was thankfully voted down. We also met with the Mayor prior to the Council meeting for one hour and he began to understand our concerns and realized the entire residential community in an uproar. The Mayor was under the impression that this was something that everyone wanted and the Planning Department did their best to have it pushed through Council before anyone actually knew what was going on-there was no communication other than the Rocky Mountain Outlook, the Town of Canmore web site and Face book page-something many of us residents don't read. Which brings me back to my prior suggestion- the Town of Canmore Planning Department must be accountable and transparent to what they are doing.
- Question on Cougar Creek rebuild
- With respect to the current development plans in three sisters and Silvertio
- Public policy development (MDP)
- to pay my taxes, and to write letters of concern to council
- coyote sleeping in yard.
- bi-law enforcement
- Issues with Development
- Most probably to Public Works regarding garbage issues and also graffiti, they responded quickly.
- To request an interview with planning
- Fight to save green space; fight to stop rampant development; fight to stand up for people who are in the silent majority
- Tax information, By-law information, planning/development information
- Event
- Overflowing garbage bins
- To learn about rezoning and developers actions in my area
- Needed a receipt
- Scout Hall Lease
- Wrote the Mayor and Town Council about our dissatisfaction with allowing developers to rezone green spaces for potential development
- Bus parking in my residential neighborhood
- Development proposals

CS2. What was the main reason you contacted The Town of Canmore?

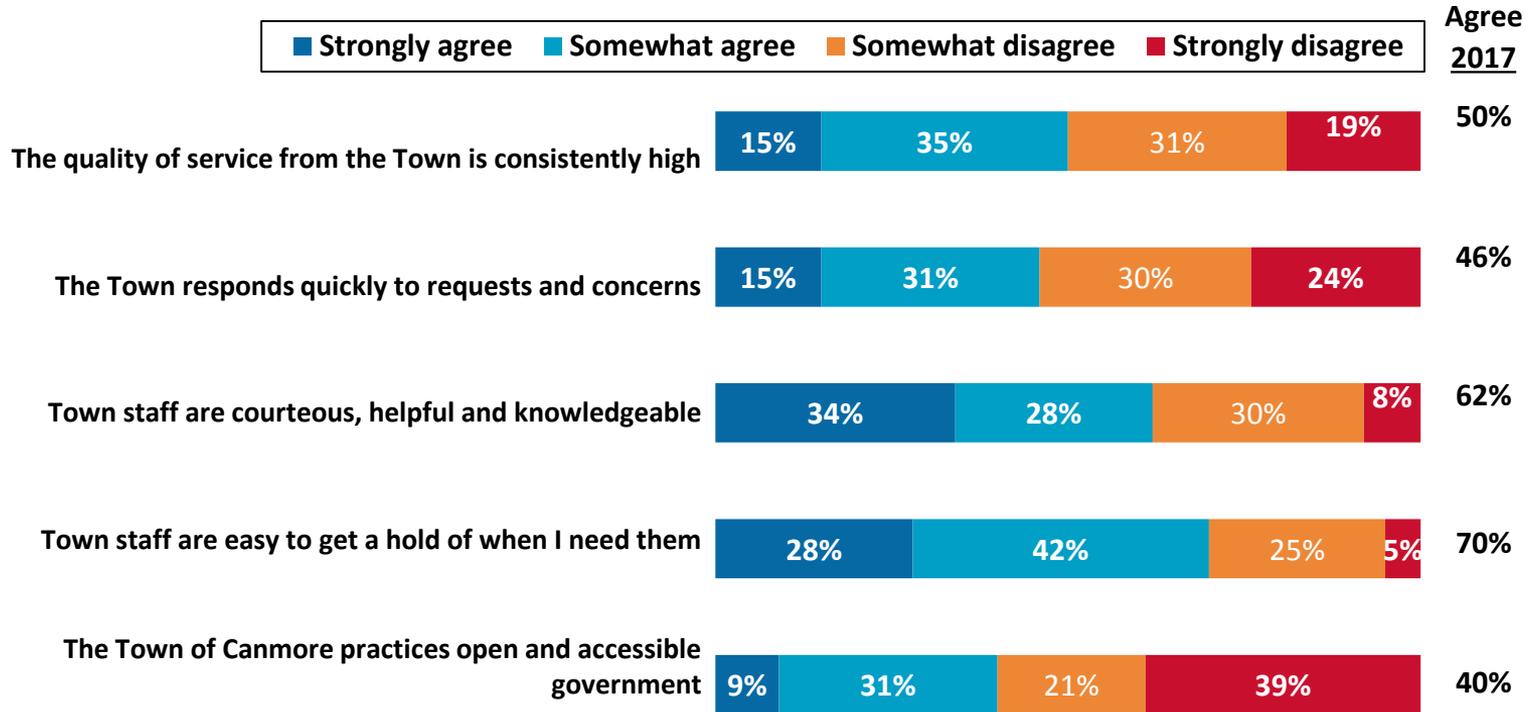
Base:n=39

# Satisfaction with Town Contact



CS4. How satisfied are you with the overall service you received?  
Base: Respondents who have contacted the Town in the last 12 months 2017 (n=185); 2014 (n=198)

# Attitudes Regarding Town Service Delivery and Transparency



Data < 3% not labelled

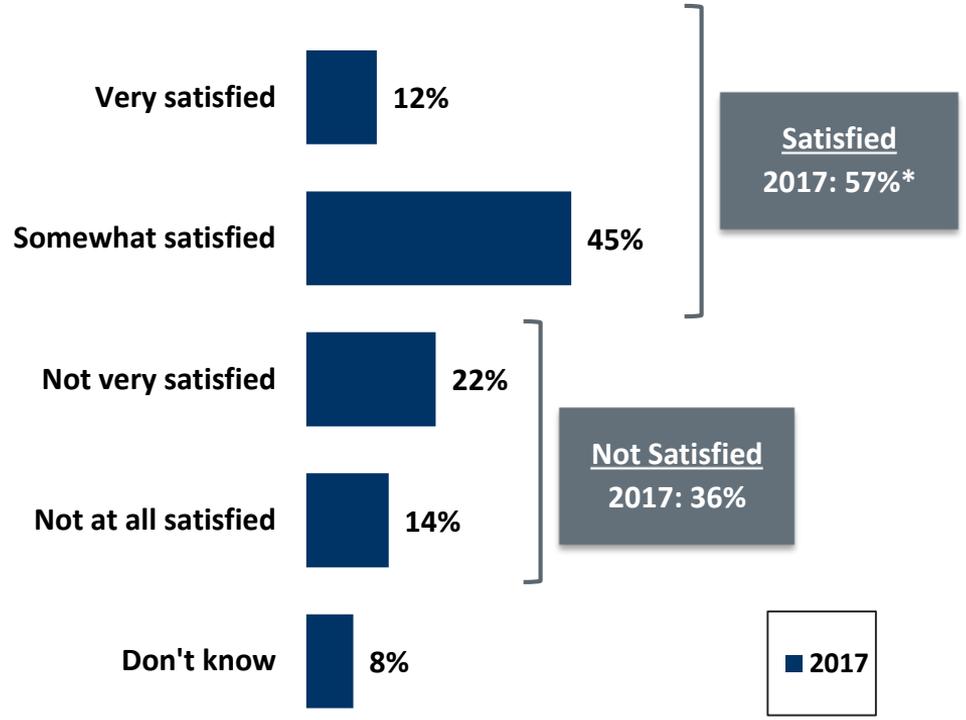
QCS5. Please indicate your agreement or disagreement with the following statements. Is that strongly or somewhat? - Top2Box (Agree) Summary

Base: n=67

# Sustainability



# Satisfaction with Town's Efforts to Reduce Environmental Impact



QE3. How satisfied are you with the Town of Canmore's programs and services aimed at helping residents reduce their environmental impact?  
Base: n=65

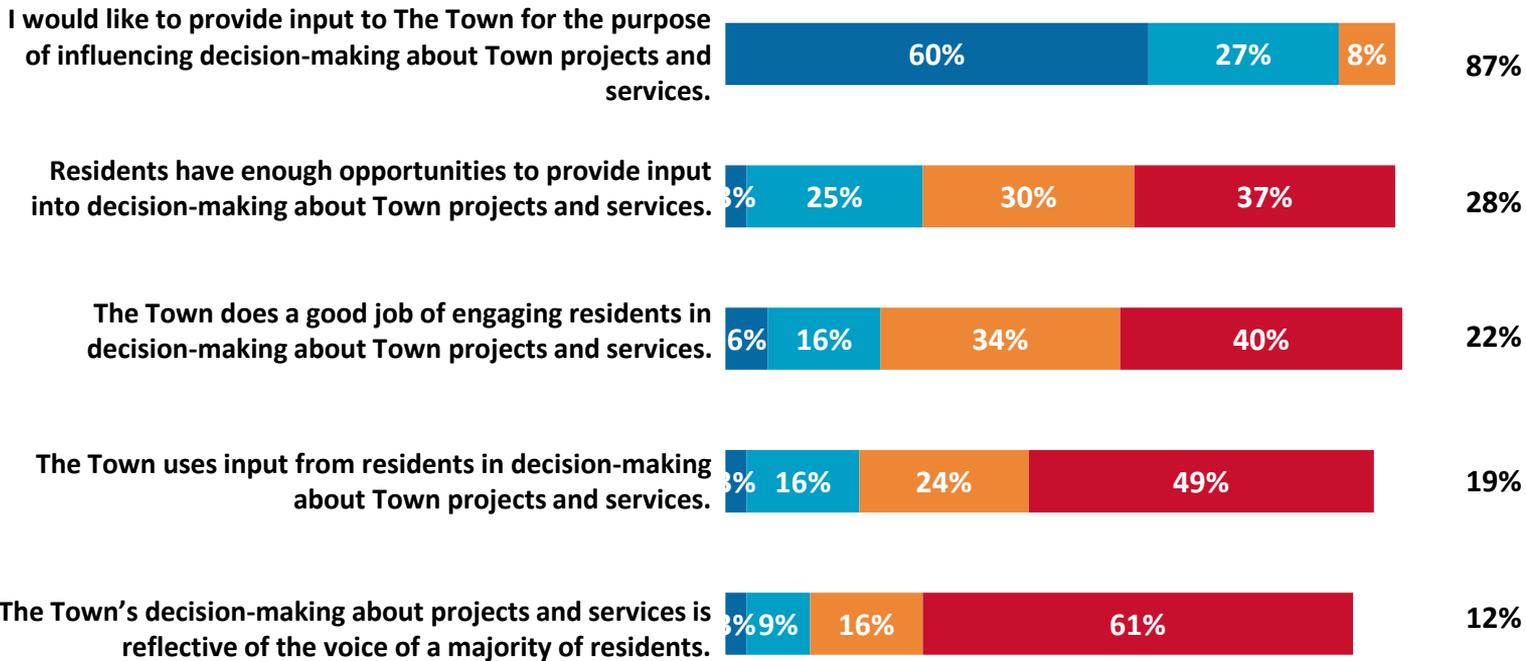
Engagement



# Attitudes Regarding Engagement Opportunities



Agree  
2017



QA1. Please indicate your agreement or disagreement with the following statements. Is that strongly or somewhat?

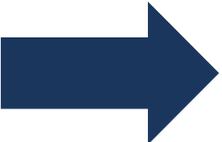
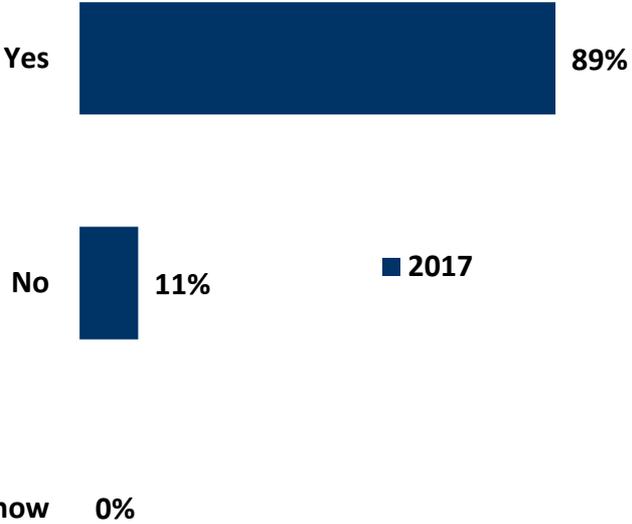
Base: n=65

Website

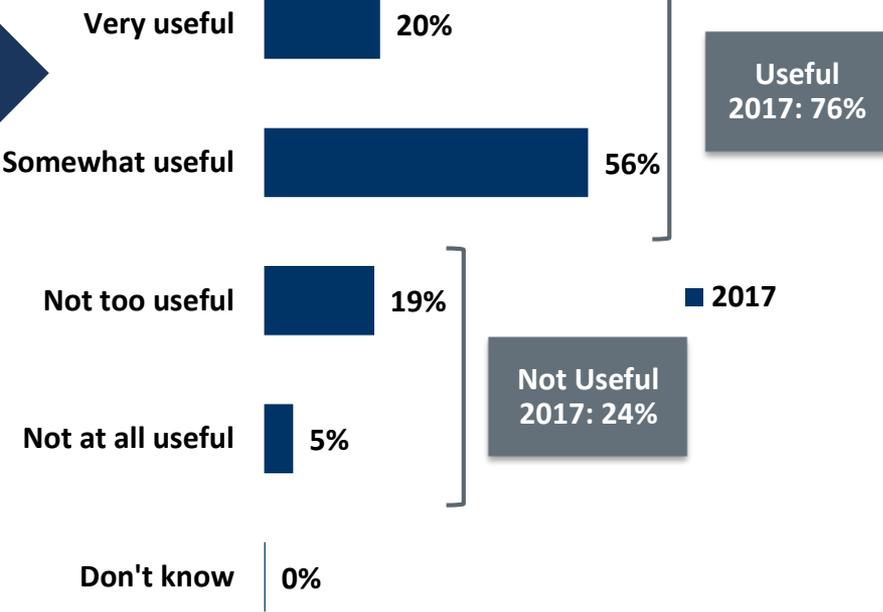


# Website Visitation

## Have Visited Town Website



## Usefulness of Content



W1. Have you been to The Town of Canmore's website in the last twelve months? Base: n=59

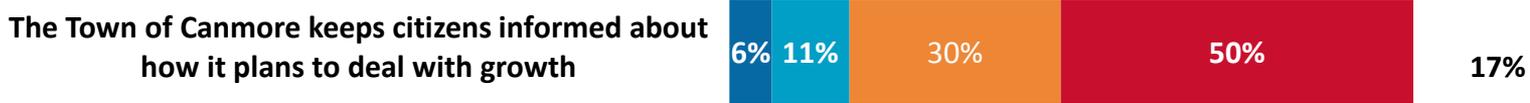
© 2017 Ipsos W2. How useful was the content of information and online services available on the website? Base: Respondents who visited the website 2017 n=59

# Growth and Development



# Perceptions Regarding Growth and Development in the Town of Canmore

Agree  
2017



G1. I'm going to read you a few statements about growth and development in the town of Canmore. Please tell me whether you agree or disagree with each.  
Base: n=66

# Contacts

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Vice President



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## GAME CHANGERS

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