

Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

2014 Citizens Satisfaction Survey



Results Presentation

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Methodology

- Telephone survey conducted with a randomly selected sample of 300 Canmore residents aged 18 years or older between October 24 and Dec 2, 2014.
- Overall results are accurate to within ± 5.6 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Final data has been weighted to ensure the age and gender distribution reflects that of the actual population in the town of Canmore according to 2011 Census data. Any errors in calculation are a result of rounding.





DETAILED FINDINGS

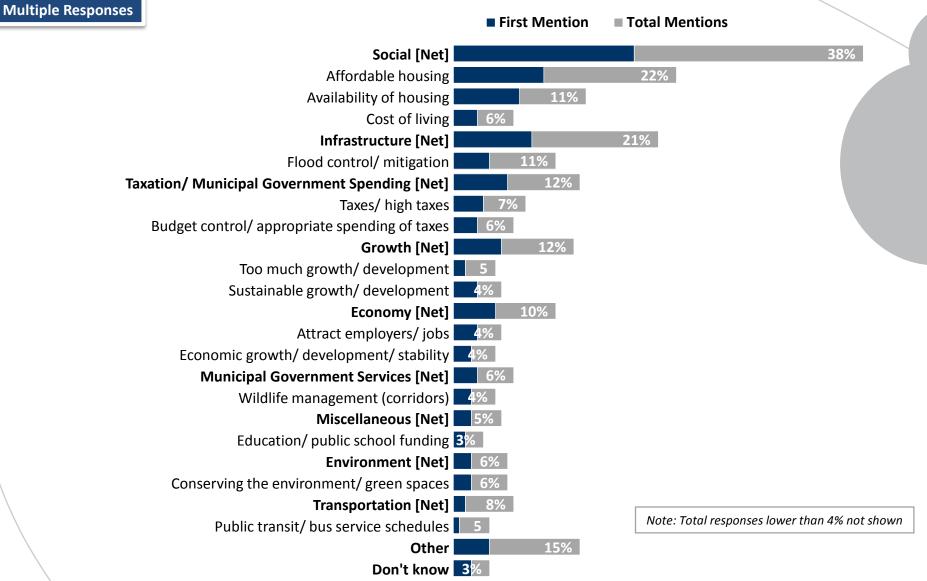




ISSUE AGENDA







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? Base: All respondents (n=300)

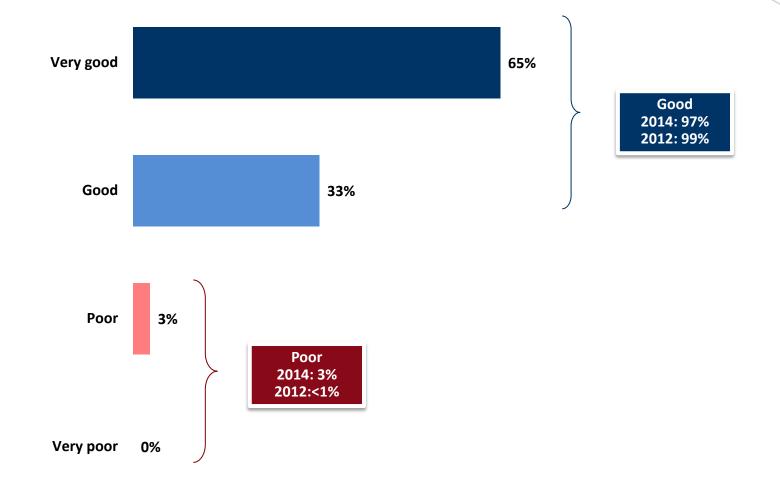


QUALITY OF LIFE IN CANMORE





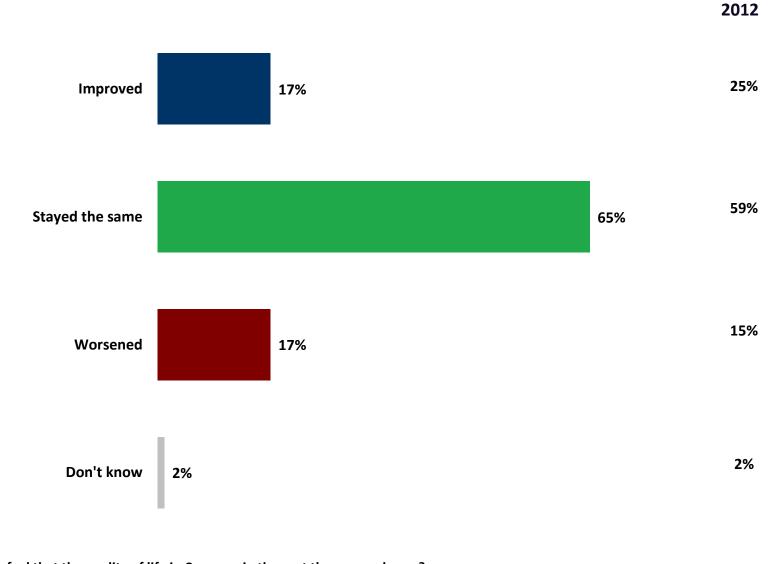
Overall Quality of Life in Canmore



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



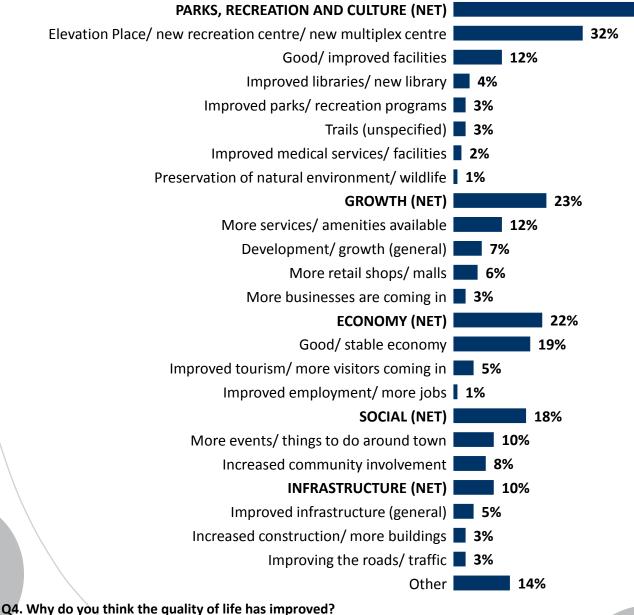
Past Three Years Perceived Change in the Quality of Life in Canmore



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

Reasons for Improved Quality of Life

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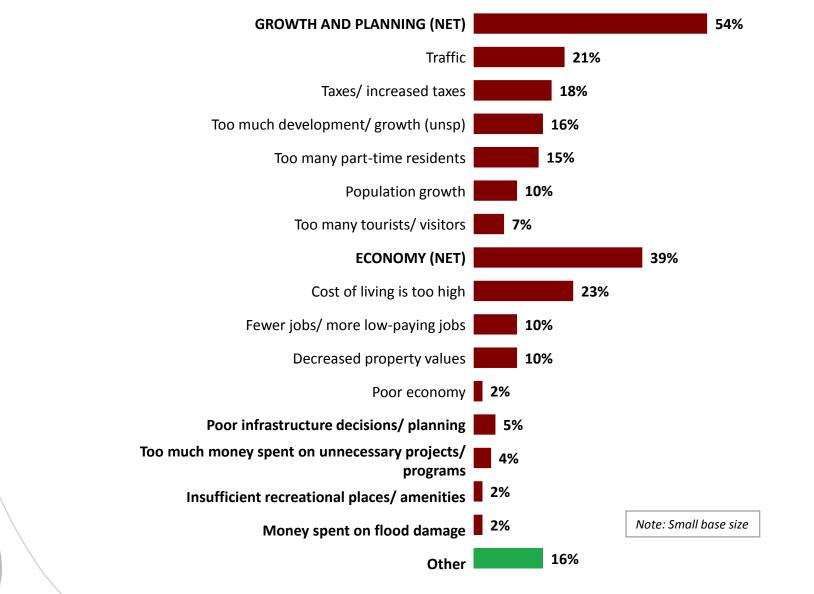


Base: Respondents who say that quality of life has improved?

45%



Reasons for Deteriorated Quality of Life



Q5. Why do you think the quality of life has worsened? Base: Respondents who say that quality of life has worsened (n=53)

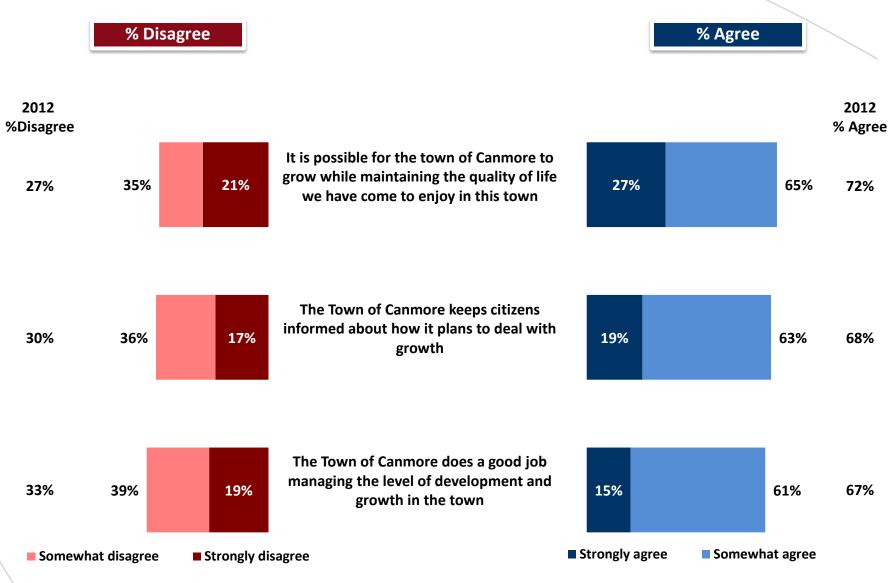


GROWTH AND DEVELOPMENT IN THE TOWN





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 (n=300)

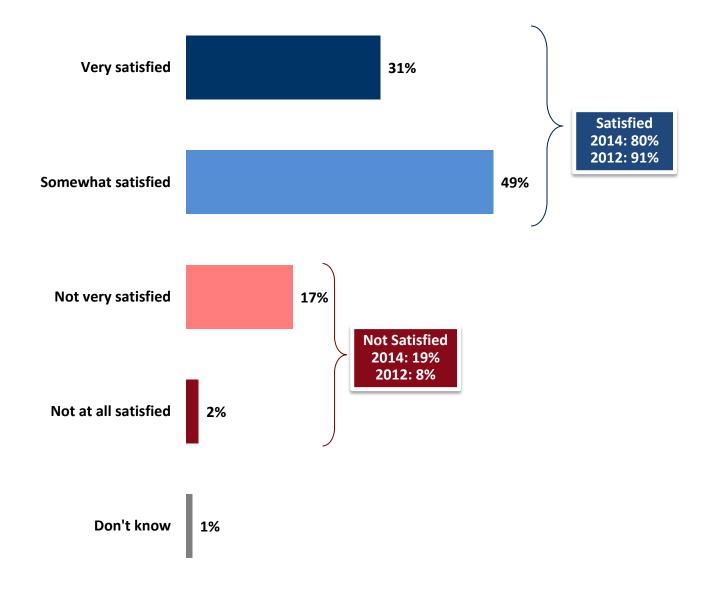


ENVIRONMENTAL PERFORMANCE



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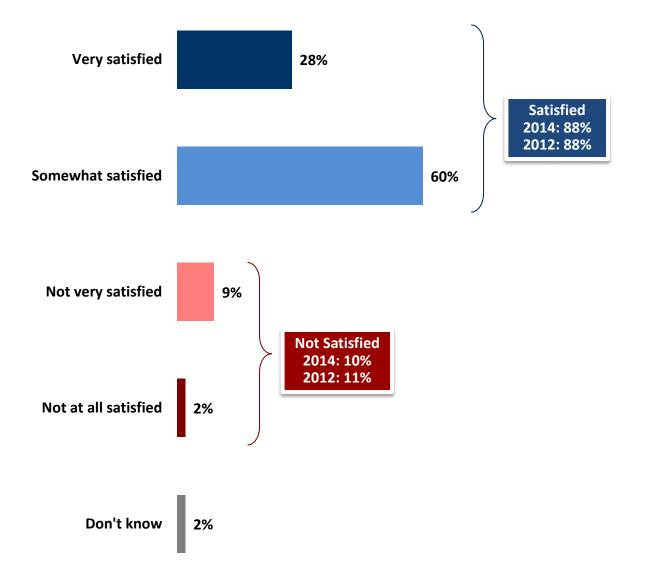
Satisfaction with The Town's Environmental Performance



E2. How satisfied are you with the job The Town of Canmore is currently doing to protect the environment? Are you...? Base: All respondents (n=300)



Satisfaction with The Town's Environmental Programs and Services



E3. How satisfied are you with Town of Canmore's programs and services aimed at helping residents reduce their environmental impact? Base: All respondents (n=300)

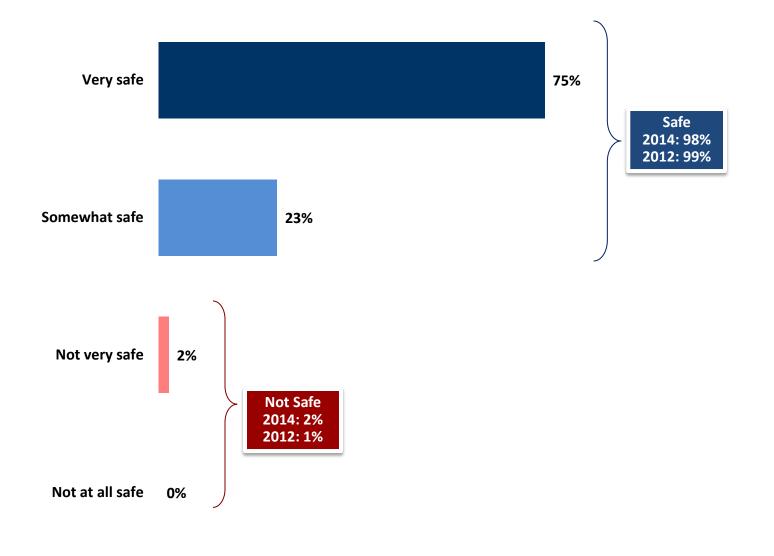


PERCEPTIONS ABOUT PUBLIC SAFETY





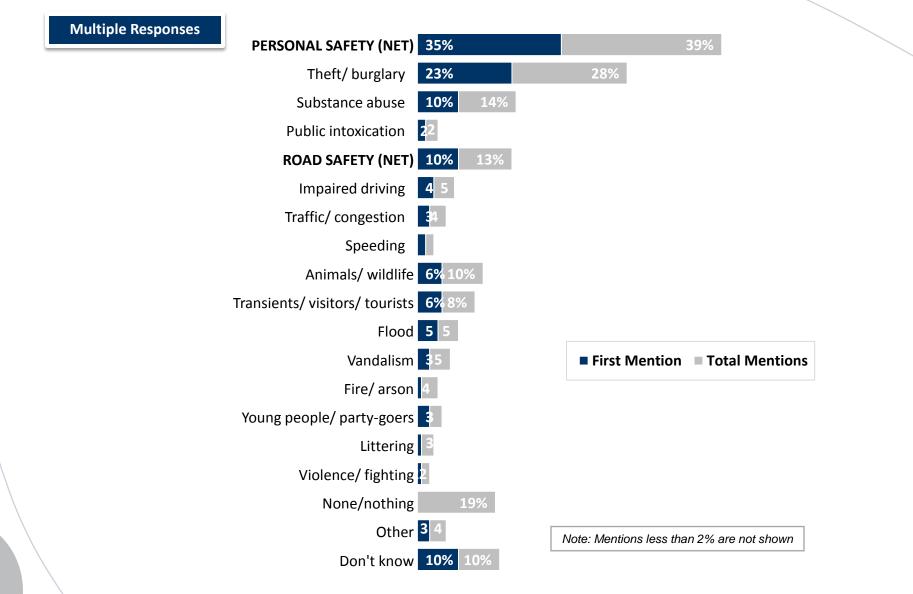
Perceived Safety in Canmore



CMS1. Overall, would you say that Canmore is...? Base: All respondents (n=300)



Biggest Crime and Personal Safety Issue Currently Facing Canmore



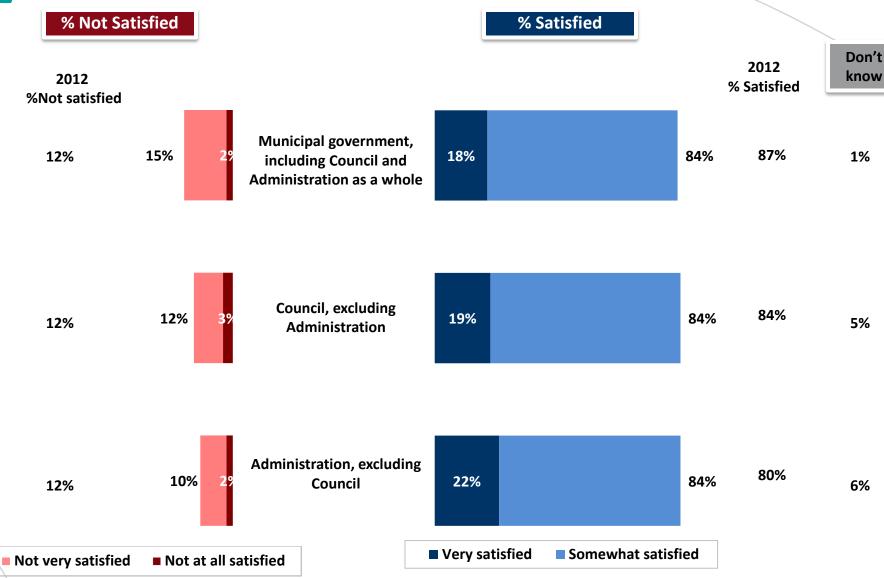


TOWN PERFORMANCE





Overall Satisfaction with the Town of Canmore's Council and Administration



Q6. Taking everything into account, how satisfied are you with the way The Town of Canmore's [INSERT ITEM] is going about running the community? Base: All respondents (n=300)

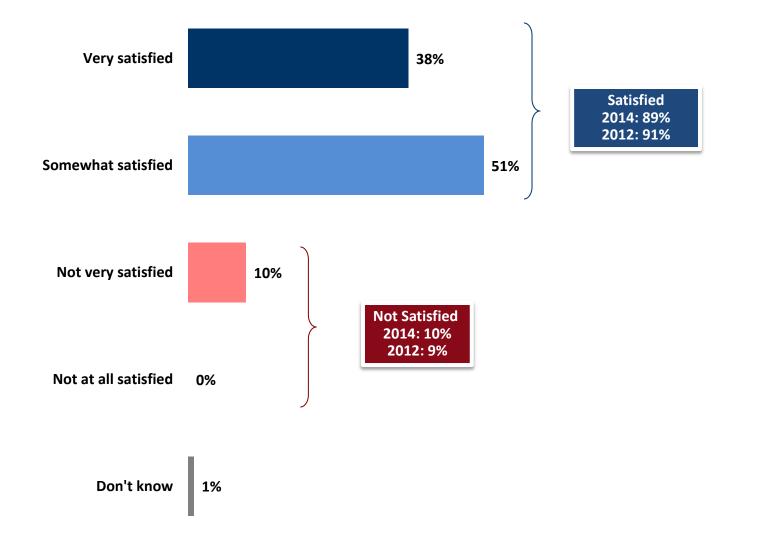


SATISFACTION WITH TOWN SERVICES





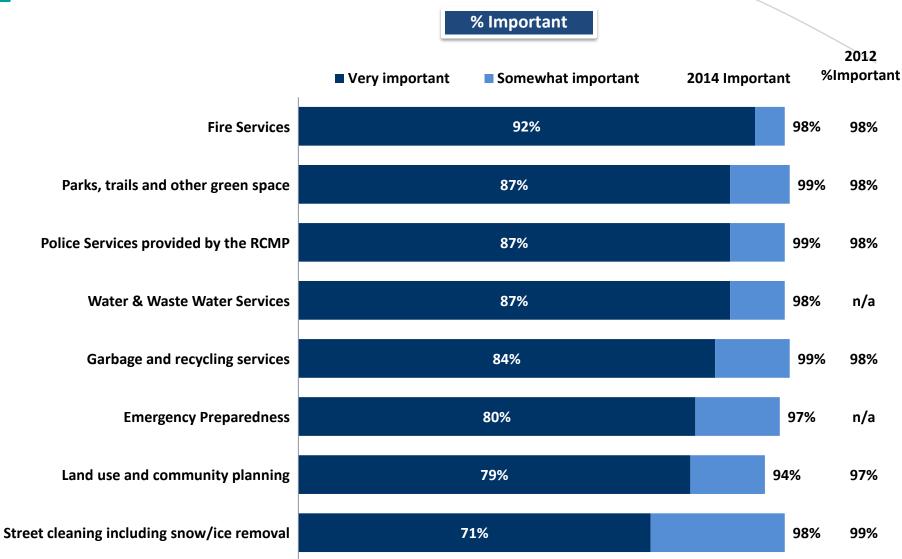
Overall Satisfaction with Town Programs and Services



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 (n=300)

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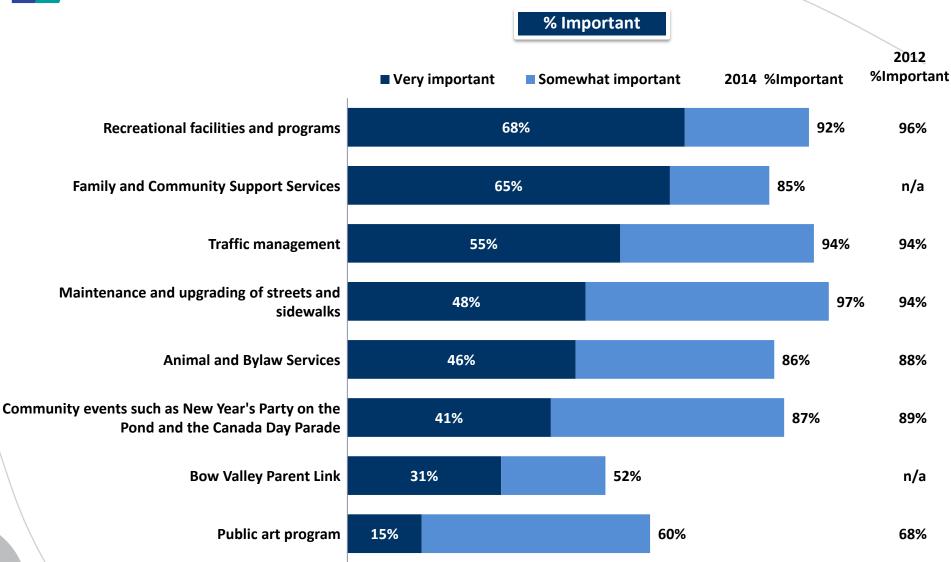
Importance of Town Programs and Services



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 (n=300)

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Importance of Town Programs and Services (continued)

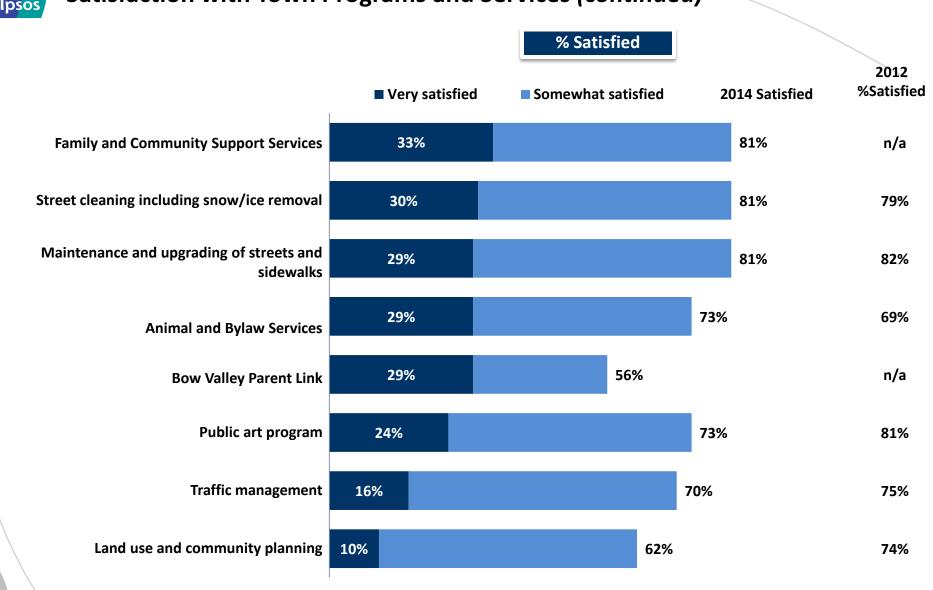


Q7. I am going to read a list of programs and services provided to you by The Town of Canmore. Please tell me how important each one is to you... Base: All respondents (n=300)

Satisfaction with Town Programs and Services psos % Satisfied 2012 % Satisfied Very satisfied Somewhat satisfied 2014 Satisfied **Fire Services** 76% 96% 92% Community events such as New Year's Party on the Pond and the Canada Day Parade 62% 94% 96% Garbage and recycling services 62% 92% 90% Police Services provided by the RCMP 62% 88% 92% Parks, trails and other green space 61% 93% 95% Water & Waste Water Services 55% 89% n/a **Recreational facilities and programs** 52% 86% 87% **Emergency Preparedness** 44% 81% n/a

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

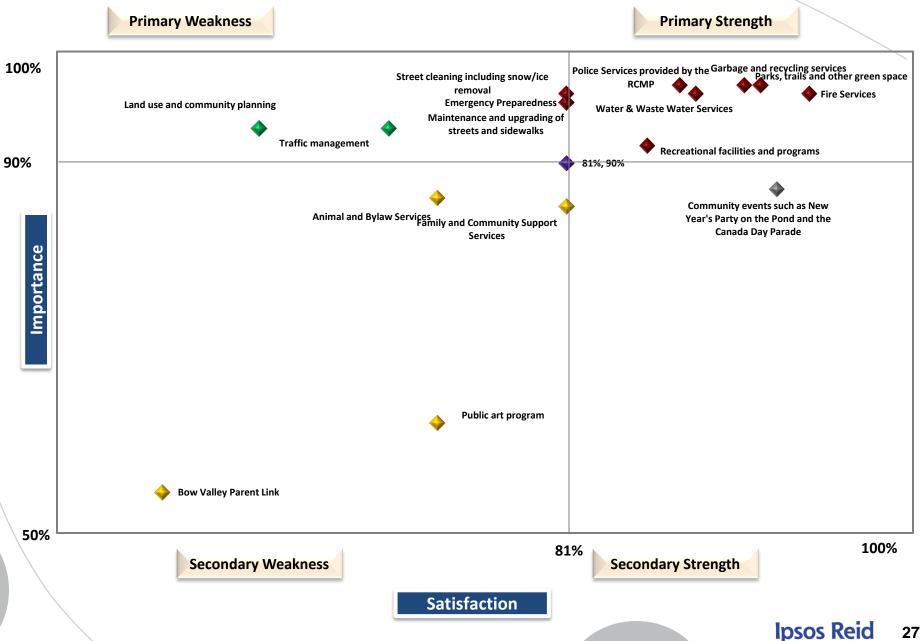
Satisfaction with Town Programs and Services (continued)



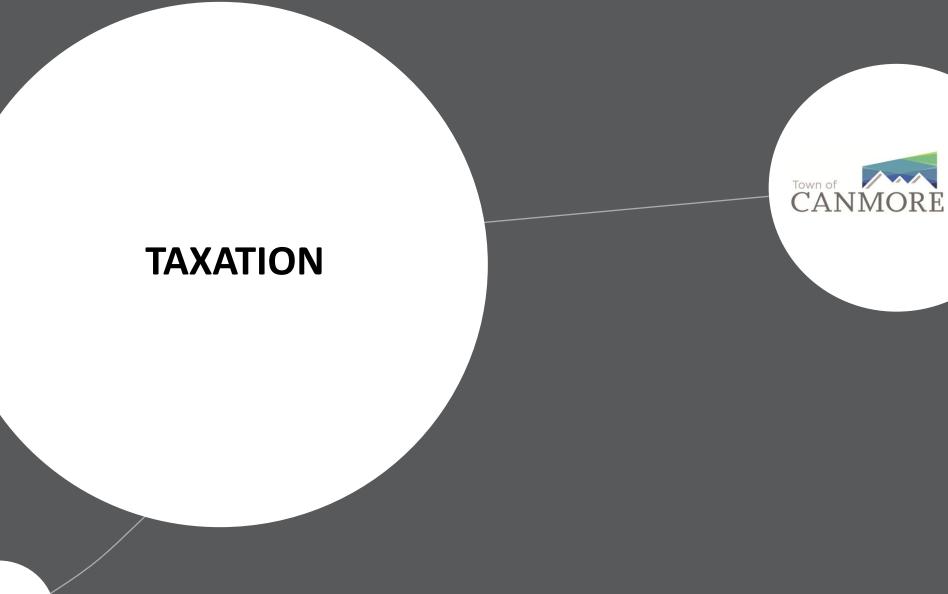
Q7a. Please tell me how satisfied are you with the job The Town is doing in providing this program or service? Base: All respondents (n=300)



Importance vs. Satisfaction Grid

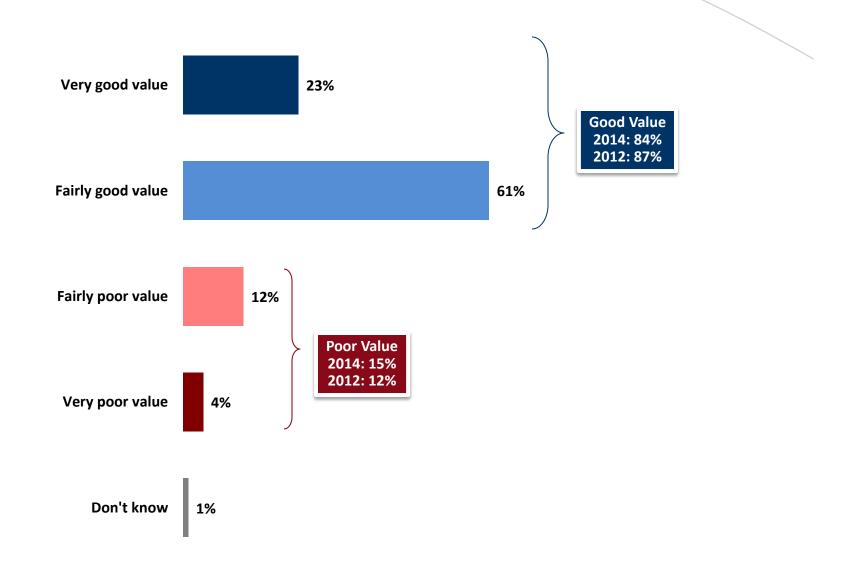






Perceived Value of Property Taxes

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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 (n=300)

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Reasons for Perceived Value of Property Taxes

Reasons Positive [Net] 42% Good community services/ programs/ amenities 18% Well managed/ maintained/ only minor problems 17% Good quality of life/ happy with the state of Canmore 9% Low/ reasonable taxes (compared to services received) 5% Good trails/ paths/ parks 1% Good value (taxes paid vs services) 1% Other positive mentions 2% Negative [Net] 55% Disagree with budget allocations/ poor financial management 17% High taxes (compared to services received) 15% Ineffective/ unresponsive administration 6% Insufficient community services/ amenities 6% Always room for improvement 6% Poor infrastructure (maintenance) 3% Too much focus on tourists/ part-time residents 2% High cost of living 2% Excessive community services/ amenities (per capita) 1% Other negative mentions 2% Neutral [Net] 4% Other neutral mentions 4% Other **1%** Don't know 4%

Q9. Why do you say that you get for your tax dollars? Base: All those who say that they receive good value for their municipal tax dollars (n=253)

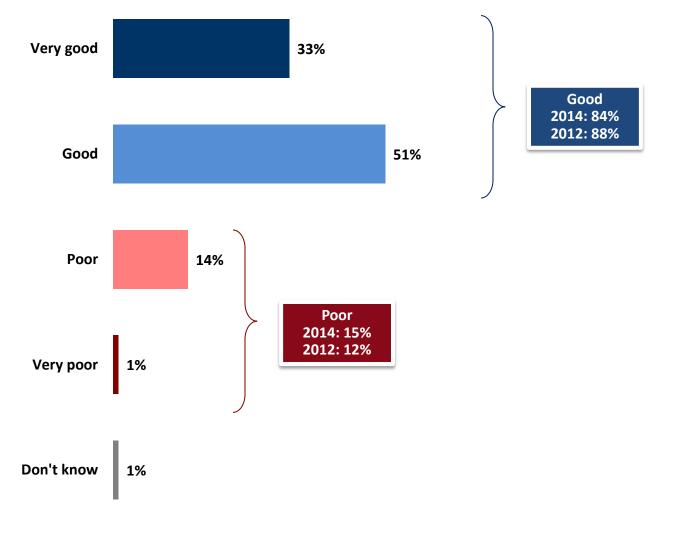


TOWN COMMUNICATIONS & WEBSITE





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? **Ipsos Reid**

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Base: All respondents (n=300)



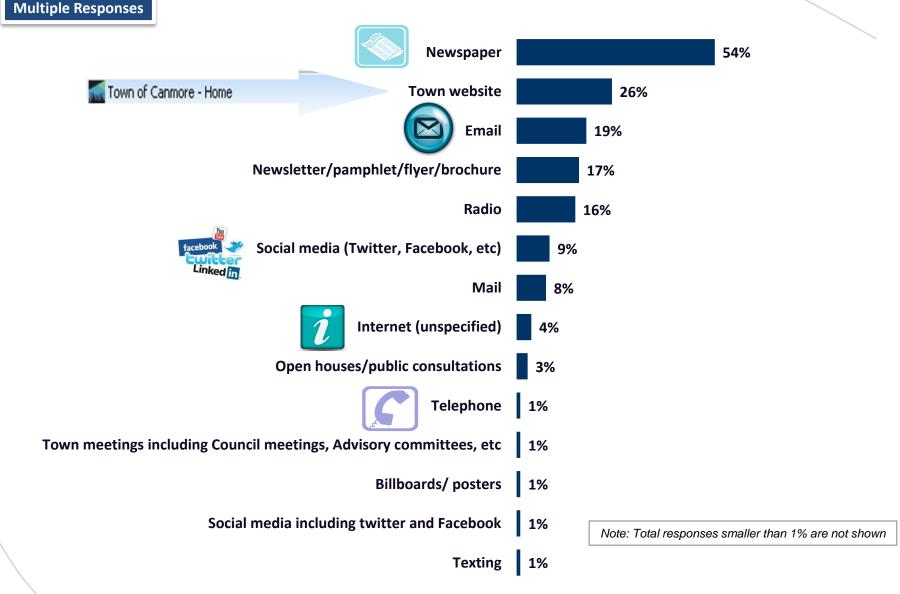
Information Needs

Multiple Respor	Ses Community planning/land use/new developments	20	%
	Community updates/what's new	17%	
	Community events/special events	14%	
	Emergency services (police, fire, ambulance	11%	
	Parks/recreation/arts/culture	9%	
	Municipal taxes/property taxes/budge	8%	
	Public/Council meeting	5%	
	Municipal services/programs (unspecified	5%	
	Roads/transportation/transi	4%	
Ву	laws (zoning, permits, inspections, licensing, animal control	4%	
	Family programs	4%	
	Media mentions	2%	
	Improve website	2%	
	Education/schools	2%	
	Housing information	2%	
	Othe	8%	
	None/nothing	13%	Note: Mentions less than 1% are not shown
	Don't know	7%	

Q11. Thinking about your information needs, what kinds of information do you want The Town of Canmore to provide you with? Base: All respondents (n=300)



Preferred Communication Channels

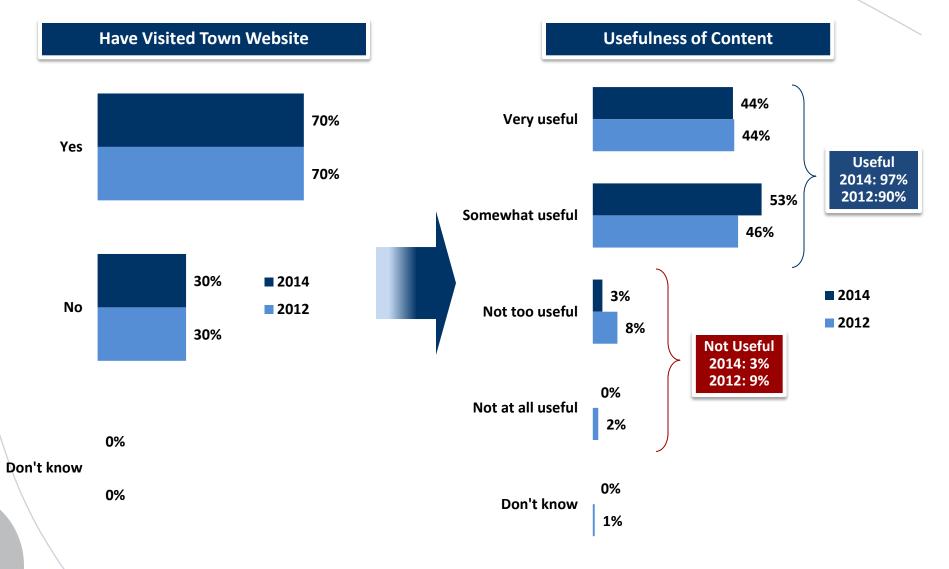


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Q12. And what methods would be best for The Town of Canmore to communicate information to you? Base: All respondents (n=300)





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

W2. How useful was the content of information and online services available on the website?

Base: Respondents who have visited the Town's website in the last 12 months (n=203)

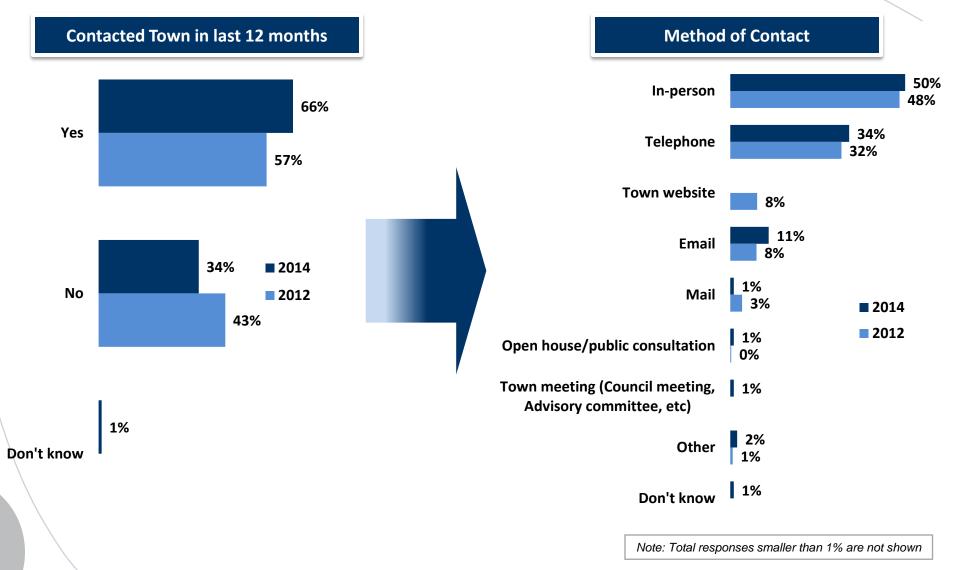


CONTACT WITH THE TOWN OF CANMORE





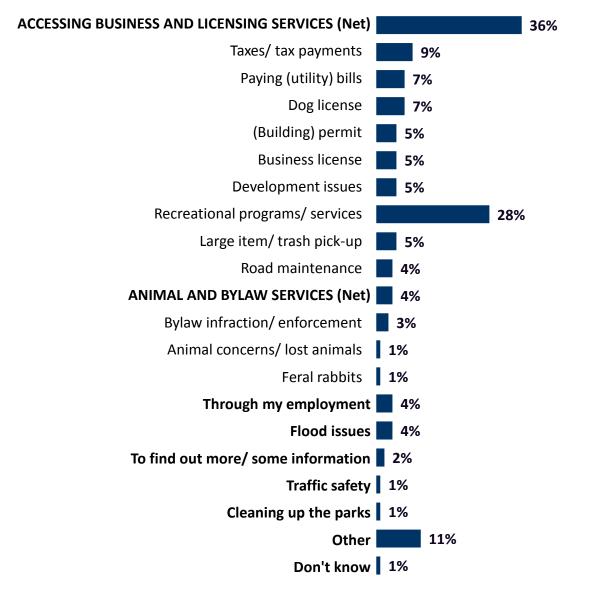
Contact with the Town of Canmore



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



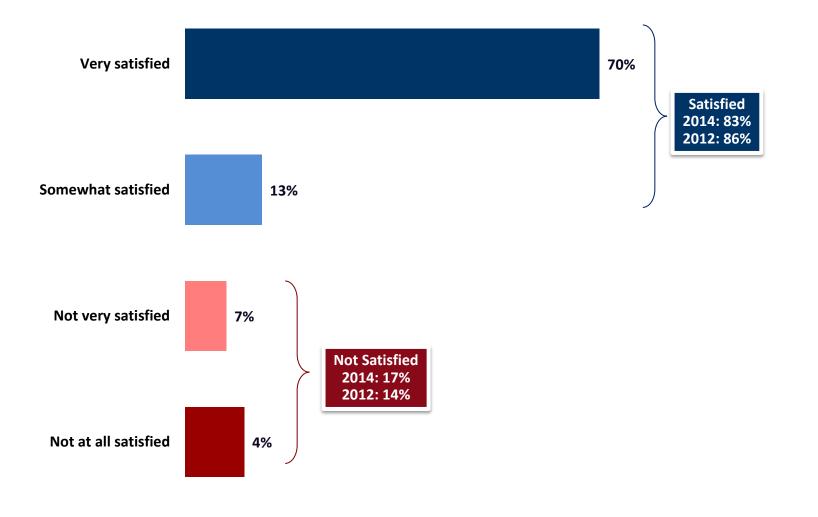
Main Reason for Contacting the Town of Canmore



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 (n=198)



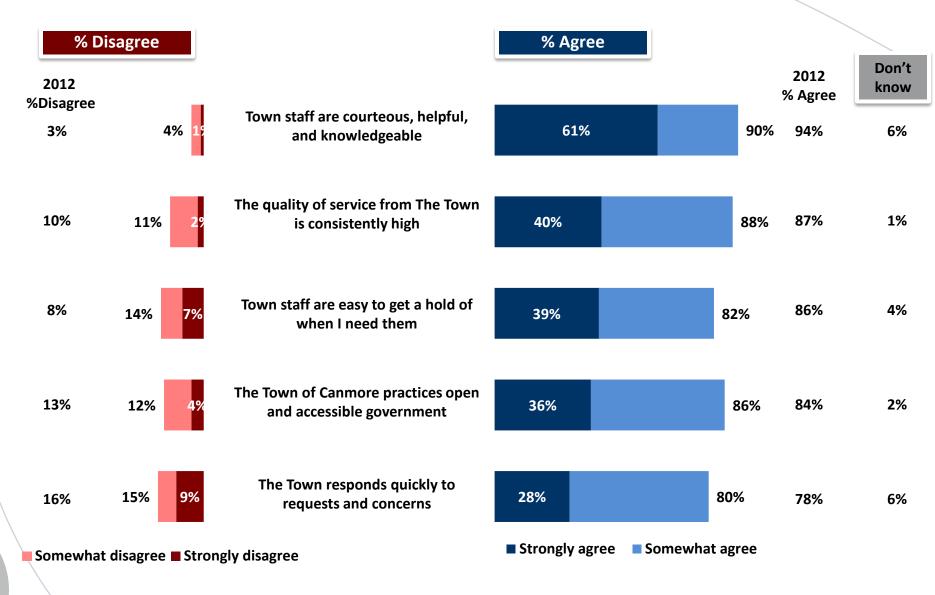
Satisfaction with Town Contact



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



Attitudes Regarding Town Service Delivery and Transparency



CS5. Thinking about your personal dealings with The Town of Canmore, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The Town? Base: All respondents (n=300)



- Results continues to show a positive, yet balanced report card. And, statistically on par compared to 2012.
- Residents of Canmore are happy with their quality of life and share a significant amount of community pride.
 - Satisfaction / Perceived Performance continue to be strong.
 - But there are opportunities to shift perceptions moving forward.
- There continues to be opportunities for demonstrating greater value for money.
- Town communications and website continue to rate well opportunity to include more information to meet citizen needs and increase focus on growth/development.
- Town staff continue to deliver outstanding customer service important message to reinforce both internally and externally.



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