TOWN OF CANMORE

SENSE OF COMMUNITY SURVEY

OCTOBER 2008

HARGROUP MANAGEMENT CONSULTANTS

TOWN OF CANMORE

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Submitted to

Town of Canmore
Community Enrichment Service Area

By

HarGroup Management Consultants, Inc.

October 2008

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EXECUTIVE SUMMARY

The Town of Canmore, Community Enrichment Service Area conducted a Sense of Community Survey to establish benchmark measures that could be used to assess residents' feelings of community, belonging, efficacy, neighborliness, safety, civic pride and satisfaction. The findings of the survey will be used to enhance Town of Canmore programs and services. A total of 1,603 Canmore citizens participated in the survey of which 67% were permanent, 29% non-permanent and 3% seasonal residents. The Community Enrichment Service Area used a Sense of Community Measurement Tool that was adopted from The City of Calgary. HarGroup Management Consultants Inc. was engaged to consult on the project, field the survey and report the findings.

KEY FINDINGS

Citizens Perceive a Strong Sense of Community in Canmore

- Approximately seven out of ten survey respondents (70%) agreed (either completely or somewhat) that there is a strong sense of community in Canmore. A similar portion of respondents also agreed that living in their neighbourhoods gives them a strong sense of community.

- On the whole, respondents exhibit strong affinity to emotional aspects of sense of community, such as civic pride (94%), belonging (93%) and satisfaction (86%) with approximately nine out of ten respondents concurring with statements that measured these issues. Respondents were less inclined, however, to be involved in the participatory aspects of the community such as attending community events and activities (83%) and volunteering (59%).

- In terms of other sense of community aspects, a significant majority of respondents agreed that their neighbourhoods were safe (90%) and they recognized neighbours (86%), had social contact with neighbours (81%), and felt a sense of belonging in their neighbourhoods (83%). They also, to some degree, concurred that neighbours could be depended upon to deal with neighbourhood problems (67%) and that they could borrow things or trade favours with neighbours (64%). Less than half of respondents agreed that they get involved in neighbourhood events or activities (45%), have influence to make changes to their neighbourhoods (43%), and help out in neighbourhoods by volunteering (39%).

- Both permanent and non-permanent residents had similar perspectives about the Canmore community with 67% of permanent and 78% of non-permanent respondents agreeing that there is a strong sense of community. Approximately seven out of ten permanent (72%) and non-permanent (68%) respondents agreed that living in their neighbourhood gives them a sense of community.

Residents Keen on Living in Canmore

- It would take a lot for most respondents to move from Canmore. Indeed, eight out of ten respondents agreed with this statement (83%) and a similar proportion (80%) indicated they would like to stay in their neighbourhood for many years to come. Actually, when asked specifically about the possibility of moving from Canmore in the next year, only 6% indicated they had plans to do so.

Canmore Characteristics – Healthy/Active Lifestyles and Friendly People

- Some of the key characteristics that respondents identified as representing Canmore were a healthy and active lifestyle, its proximity to the mountains and nature and the small town feel with friendly people. In terms of neighbourhoods, respondents identified nice friendly people, quiet and safe places and family oriented atmospheres.

Citizens Perceive Canmore to be A Safe Place to Live

- Respondents stated that Canmore was a safe place to live. When asked to rate safety in the community, respondents gave Canmore a rating of 8 based on a scale of 1 being very unsafe and 10 being very safe. Actually, most respondents (80%) gave a rating of 8 or higher to Canmore being a safe place to live.

- There were, however, areas of concern identified among respondents. Issues related to the environment tended to resonate with respondents such as litter in streets and park spaces, movement of hazardous materials through town, use of pesticides, outdoor air quality and quality of drinking water. Issues of least concern among respondents tended to be related to personal security such as being mugged or robbed, being sexually harassed, being bullied or harassed, and domestic violence. It is worth noting, however, that the issue of most concern was being attacked by wildlife.

Community Amenities and Attributes Contribute to Sense of Community

- Public amenities such as pathways, events, the Public Library/Arts Gallery, Recreation Centre, parks and the Nordic Centre were all identified as contributing to respondents' sense of community. Restaurants, public, coffee shops and cafeterias were also identified as being key contributors.

Citizens' Suggestions to Improve Sense of Community

- When asked what might improve sense of community within Canmore, respondents typically emphasized opportunities that would enable citizens to interact and communicate with each other. For example, common suggestions offered by respondents included organizing more community events and enhancing recreation opportunities. Also, respondents suggested that residents should take more responsibility to be involved in the community and get to know each other.

1.0 INTRODUCTION

'Sense of Community' is identified by many North American communities to be an indicator of a healthy municipality. Indeed, a strong sense of community demonstrates greater feelings of belonging to community among residents, while increasing levels of community cooperation and engagement and fostering safety and security. The Town of Canmore through its community visioning document titled *Mining the Future* presents a vision of a community with an interconnected and diverse social fabric, a strong sense of identity, and a citizenry that is engaged and involved in the community. To gain a sense of these aspects of the community and assist the Town of Canmore in future planning and policy development, the Town's Community Enrichment Service Area commissioned a survey of residents to establish Sense of Community benchmark measures. In particular, the Sense of Community Survey provides an overall assessment of residents' feelings of community, belonging, efficacy, neighbourliness, safety, civic pride and satisfaction. The findings of the survey will be used to inform the Town's policies, programs and services to enhance the community's quality of life. The survey will also create benchmark data around community participation rates and volunteerism that can be used to guide and direct methods of public communication and engagement.

The Sense of Community Survey was conducted with 1,603 Canmore residents using mail and online survey methods to gather opinions. HarGroup Management Consultants was engaged to conduct the survey on behalf of the Town of Canmore.

1.1 Survey Purpose and Objectives

The overall survey purpose as identified in the project's Terms of Reference is to provide measures to understand *Canmore's 'Sense of Community' including people's perception of various community characteristics (such as safety and belonging);people's sense of community identity; and their levels of civic engagement in order to inform municipal policy and operational practices and aid in the goal of achieving Canmore's vision of a sustainable community in the future*

Specifications (or objectives) of the survey include:

- To establish Canmore's baseline Sense of Community against which it can be compared in the future with other nearby or similar municipalities.
- Identify "hot spots" of concern regarding general sense of belonging, membership, influence, needs being met, emotional attachment, connectedness, well being, attachment, belonging, civic pride, satisfaction, neighborliness, volunteerism, participation, efficacy and safety.

Detailed specifications and requirements for the survey as presented in the project's Terms of References are included in Appendix A.

1.2 Survey Methodology

The survey was conducted with 1,603 respondents who are Canmore residents.

A survey instrument was developed for the Sense of Community Survey based on a Measurement Tool that had been designed and employed by The City of Calgary in 2002. The Town of Canmore received approval from The City of Calgary to use the Measurement Tool for the Canmore Sense of Community Survey. Some modifications were applied to the Sense of Community Measurement Tool to reflect specific situations or circumstances within Canmore. However, the overall themes and structure of the question items used in the survey instrument are consistent with the Measurement Tool that was developed by The City of Calgary. A copy of the survey instrument is presented in Appendix B.

A variety of approaches were used to gain responses from Canmore residents. In the initial planning phases of the project, the population was defined as adults (at least 18 years of age) who live in or own a residence in Canmore. Several noteworthy characteristics of this defined population needed to be considered when identifying appropriate data gathering processes for the survey. First, a portion of the Canmore population owns residences in the community, but live most of the year in other cities or towns. These residents were designated as non-permanent residents. Second, a portion of the population lives and works within the community for short periods of time (such as less than one year) and these residents were identified as seasonal residents. To ensure that all residents, whether permanent (live full-time in Canmore), non-permanent, or seasonal, had similar opportunities to participate in the survey, a combination of survey approaches was used to gather data including a mail out specified distribution (mail out/delivery) sampling method and a convenience (advertising) sampling process. The following summaries present the processes used to conduct these data gather techniques.

- **Distribution Sampling Survey** – Using the Town's property tax roll, a sample of 6,400 housing units were identified to distribute questionnaire packages, which included a letter of introduction, a questionnaire and a self-addressed postage paid envelope. This sample was randomly drawn from the 9,801 housing units which comprised the population of the Town's tax roll. Within the 6,400 sample, approximately 1,300 were considered to be rental housing units and the remaining 5,100 owner/live in housing units. Of the latter, 2,071 questionnaire packages were sent to addresses outside Canmore and 3,029 inside Canmore. A further 600 questionnaire packages were distributed to apartment buildings in Canmore and companies that may employ seasonal workers. A summary of the distribution of questionnaire packages is presented in Appendix C. Each of these questionnaires were identified with an access code that enabled respondents to access an online form to complete the questionnaire. Respondents could also complete the paper questionnaire and return it using a self addressed postage paid envelope.

- **Convenience Sampling Survey** – The Town of Canmore promoted the survey to residents through local newspapers. Citizens could access a questionnaire using an online form or obtain a questionnaire at the Town offices.

Of the total 1,603 returned questionnaires, 1,515 were obtained through the Distribution Sampling Survey and 88 through the Convenience Sampling Survey (see Appendix C for returned questionnaire information).

A sample size of 1,515 for the adult population of Canmore (approximately 9,124 based on the Canmore 2005 Census) yields an estimated margin of error of ±2.3% within a 95% confidence interval. Expressed differently, if the survey were to be conducted within the same population again, in 19 surveys out of 20 the results would likely remain within ±2.3% of the results presented in this report. The margin of error is computed for the entire sample and analyses based on sample subsets will typically not achieve the same level of confidence. The estimated margin of error is calculated for the Distribution Sampling Survey due to the random selection process employed through this method. Even so, caution should be observed when considering these estimates as older residents were over represented within the sample of respondents and younger residents were under represented (see Respondent Profile section).

The survey was fielded in August/September 2008.

1.3 Respondent Profile

A profile of respondents who participated in the survey is presented in Table 1.1. The profile shows both respondents who engaged in the Distribution and Convenience Sample Surveys. In some respects the two survey methods attracted different segments of the population. For instance, the Distribution Sample Survey was more likely to involve male respondents than the

Convenience Sample Survey. Further, the Distribution Sample Survey was more likely to involve respondents who were older, live in households without children in the residence, and were non-permanent residents. As such, the two different sampling approaches generally attracted different segments of the population.

Table 1.1: Respondent Profile

Characteristics	Descriptors	% of Survey Respondents			Comparative Information
		Distribution Sample Survey	Convenience Sample Survey	Total Sample Survey	
Gender	(n=)	(1,494)	(88)	(1,582)	
	Female	57	77	42	50
	Male	43	23	58	50
	Total	100	100	100	100❖
Age	(n=)	(1,472)	(87)	(1,560)	
	18 to 24	1	0	1	14
	25 to 34	8	30	10	22
	35 to 44	19	25	20	24
	45 to 54	29	30	29	22
	55 to 64	27	13	26	11
	65+	17	2	16	10
	Total	100	100	100	100❖
Mental or Physical Disability	(n=)	(1,464)	(82)	(1,549)	
	Yes	3	1	3	n/a
	No	97	99	97	
	Total	100	100	100	
Visible Minority	(n=)	(1,469)	(84)	(1,546)	
	Yes	4	1	3	6
	No	96	99	97	94
	Total	100	100	100	100❖❖
Length of Residency in Canmore	(n=)	(1,476)	(88)	(1,546)	
	1 year or less	7	7	5	
	More than 1 to 5 years	27	33	29	
	More the 5 to 10 years	25	25	25	n/a
	More than 10 to 15 years	16	11	14	
	More than 15 years	25	23	25	
	Total	100	100	100	
Household Composition	(n=)	(1,486)	(88)	(1,574)	
	Couple with children living in your residence	34	46	34	
	Couple, no children living in your residence	46	31	45	
	Single parent household	3	7	3	n/a
	Living alone	12	7	12	
	Living with roommate(s)	3	9	3	
	Living with extended family	2	1	2	
	Total	100	100	100	
Neighbourhood					Total Dwellings
	(n=)	(1,498)	(88)	(1,586)	(7,881)
	A	4	5	4	5
	B	28	35	29	26
	D	9	6	9	12
	C	25	14	24	19
	E	28	30	28	27
	F	6	11	6	10
	Total	100	100	100	100❖
Household Type	(n=)	(1,493)	(88)	(1,581)	
	Permanent	66	89	68	
	Non-Permanent	31	5	29	n/a
	Seasonal	3	7	3	
	Total	100	100	100	

❖Source: Canmore Federal 2005 Census
❖❖Source: Federal 2006 Census

Nonetheless, the Distribution Sample Survey did not draw a fully representative sample of the population in terms of age groups. The data in Table 1.1 show that approximately one third (33%) of the adult population is between 18 and 34 years of age. In contrast, Distribution Sample Survey respondents in this age range represented 9% of the overall sample. The Convenience Sample Survey, however, attracted a greater proportion of respondents in this age range, albeit in the 25 to 34 year old category rather than the 18 to 24 category. With these results, it was determined that data from both the Distribution and Convenience Sample Surveys would be included in the analysis of findings. In this way, the analysis involves more respondents who are in the 18 to 34 year old range than if data from only the Distribution Sample Survey were used. Still, it should be noted that opinions from this age range are underrepresented in the sample, while older residents are overrepresented.

1.3 Reporting

The remaining sections of this report present the results of the survey. Basic frequencies of survey question results are presented. Various statistical procedures have also been used within the analyses to assess significance of contrasting responses or perceptions of respondents. These analyses provide additional insight into the data and allow for a greater degree of certainty in statements of inference.

When examining survey data, it should be kept in mind that the totals presented in tables and figures may not add to 100% due to rounding of frequencies.

2.0 SENSE OF COMMUNITY IN CANMORE

The survey results suggest that most Canmore residents acknowledge a strong sense of community within Canmore. Indeed, the data presented in Figure 2.1 emphasizes this point as seven out of ten survey respondents (70%) agreed completely or somewhat with this assertion about the Canmore community. Still, the survey results also suggest that there are certain aspects of sense of community for which respondents are more likely to recognize than others. Some of this divergence is apparent in this section of the report which addresses sense of community within the town as a whole. However, it becomes more evident in data presented for respondents' sense of community within the neighbourhoods that they live, which will be examined in the next section of this report.

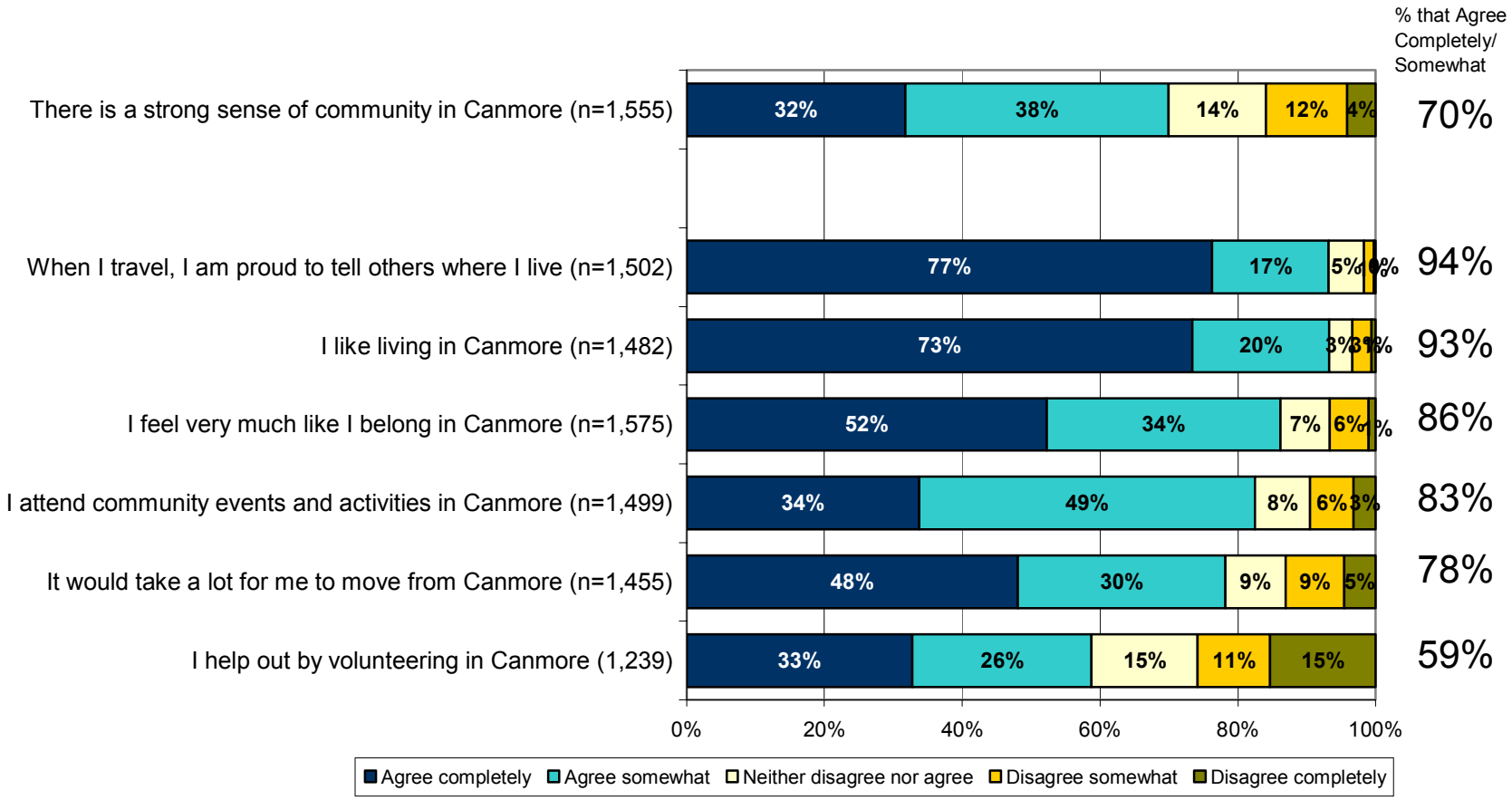
Nonetheless, in terms of the community as a whole, respondents expressed a strong sense of civic pride, satisfaction and belonging in the Canmore community. For instance, almost all of the respondents agreed that they are proud to tell others where they live when travelling (94%) and that they like living in Canmore (93%). Further, a significant majority of respondents concurred that they feel like they belong (86%) in Canmore.

A similar proportion of respondents stated that they attend community events and activities (83%) and most indicated (78%) that it would take a lot for them to move from Canmore. Still, almost a quarter of the respondents did not state agreement (either completely or somewhat) with this last aspect of sense of community. On the other hand, 6% of respondents specifically indicated that they had intentions of moving from Canmore in the next twelve months, and this is mainly due to high living costs that are perceived to exist in Canmore rather than sense of community issues (see Appendix D).

Approximately six out of ten respondents (59%) agreed that they help out by volunteering in the community; however, out of all the concepts measured for sense of community in Canmore, this one received the lowest level of agreement.

On the whole, these findings may suggest that respondents exhibit strong affinity to emotional aspects of sense of community, such as civic pride, belonging and satisfaction, but are less inclined to get involved in the participatory aspects of the community such as attending community events and activities and volunteering.

Figure 2.1: Sense of Community in Canmore



Detailed analysis provides further insight into the survey findings. Table 2.1 reveals distinctions observed among respondents based on type of residency. For instance, non-permanent residents were significantly more likely to state a strong sense of community compared to permanent respondents. Even so, permanent respondents were significantly more likely to have a sense of belonging, attend community events and volunteer in the community than non-permanent respondents.

Table 2.1: Residency Perceptions of Sense of Community in Canmore

Attributes	Type of Residency	% of Respondents						
		Agree Completely	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Completely	Total	Agree❖
There is a strong sense of community in Canmore	Permanent (n=1058)	29	38	14	14	5	100	67
	Non-Permanent (n=428)	39	39	15	6	1	100	78
	Seasonal (n=48)	29	44	13	8	6	100	71
I feel very much like I belong in Canmore	Permanent (n=1061)	57	30	5	6	1	100	88
	Non-Permanent (n=441)	40	43	10	6	0	100	83
	Seasonal (n=51)	53	28	14	6	0	100	81
I attend community events and activities in Canmore	Permanent (n=1041)	37	47	7	6	3	100	84
	Non-Permanent (n=389)	26	54	10	7	4	100	80
	Seasonal (n=50)	30	60	4	6	0	100	89
I help out by volunteering in Canmore	Permanent (n=948)	40	29	12	9	10	100	69
	Non-Permanent (n=234)	8	16	25	17	35	100	23
	Seasonal (n=41)	12	30	29	12	17	100	32

Statistically significant differences (p<.05)
❖% that agree completely or somewhat

Further, older respondents were significantly more likely to identify a strong sense of community compared to younger respondents (Table 2.2).

Table 2.2: Age Category Perceptions of Sense of Community in Canmore

Level of Agreement	% of Respondents					
	18 - 24yrs (n=9)❖	25 - 34yrs (n=150)	35 - 44yrs (n=301)	45 - 54yrs (n=431)	55 - 64yrs (n=382)	65+yrs (n=240)
Agree completely	11	19	27	29	36	44
Agree somewhat	44	43	44	39	34	34
Neither disagree nor agree	11	17	14	16	14	10
Disagree somewhat	22	17	9	13	11	10
Disagree completely	11	4	6	3	4	2
Total	100	100	100	100	100	100

Question: There is a strong sense of community in Canmore.
Statistically significant differences (p<.05)
❖ Note: Caution should be observed due to small number of respondents.

2.1 Contributions to Sense of Community

Respondents were asked to identify amenities or attributes that contribute to sense of community in Canmore. This question is premised on the concept that community infrastructure can enable or facilitate citizens' opportunities to congregate, meet or 'bump into' friends and relatives to converse, socialize and generally keep in contact with each other. As can be seen in Table 2.3, respondents cited community pathways as the main amenity to contribute to sense of community within Canmore. Other prominent amenities and attributes identified by respondents included restaurants/pubs/coffee shops and cafeterias, the proximity to Federal and Provincial Parks and community events.

Table 2.3: Community Amenities/Attributes the Contribute to Sense of Community

Amenities/Attributes	% of Responses (n=1,582)
Community pathways	20
Restaurants/pubs/coffee shops/cafeterias	13
Proximity to Federal and Provincial Parks	11
Community events	10
Public Library/Art Gallery	7
Recreation Centre (arena, pool, hall, gymnasium, etc.)	7
Community parks (includes ball diamonds, public gardens and open spaces)	7
Proximity to Nordic Centre	6
A variety of stores and businesses	5
Schools	4
Other community services (e.g., clinic, social clubs, non-profit organizations)	3
Churches	3
Seniors Centre	2
Miners' Union Hall	1
Other	1
Total	100

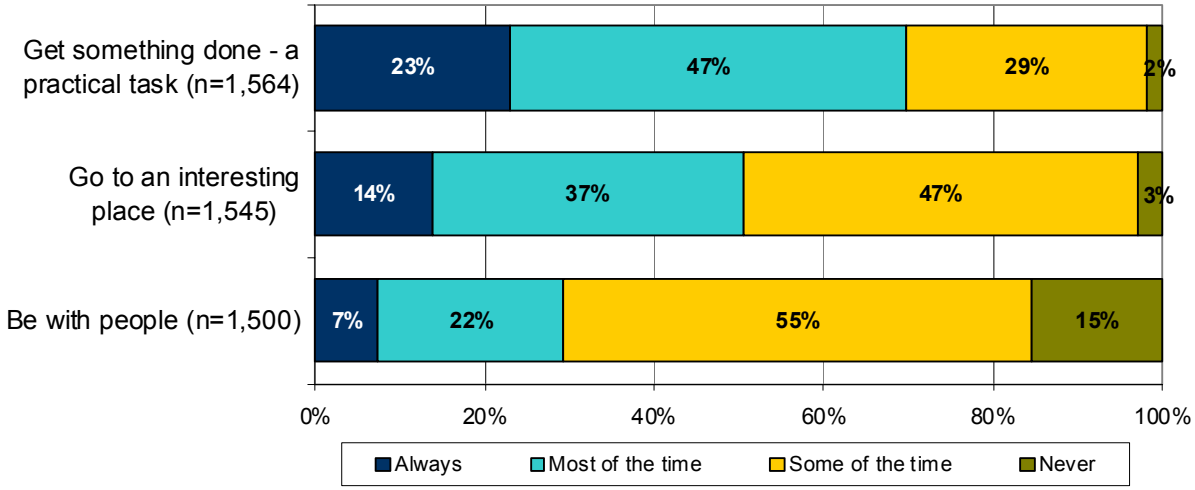
Note: Respondents could select up to three amenities or attributes.

Another way of analyzing the data presented in Table 2.3 is to consider those responses that are public infrastructure compared to other private or commercial amenities or attributes. With this in mind, many of the most cited amenities or attributes are public infrastructure such as community pathways, Federal and Provincial Parks, Public Library/Art Gallery, Recreation Centre, community parks and proximity to the Nordic Centre. Indeed, these mentioned amenities represent most of the responses (58%) offered by respondents.

In keeping with the importance of community pathways to sense of community, respondents were asked about the purposes of walks within the community. For the most part, respondents indicated that they walk to get things done such as accomplish tasks (e.g. making a purchase, developing fitness, walking the dog, etc.) or to go to an interesting place (e.g. a park, viewpoint, community event,

etc.). As is shown in Figure2.2, most respondents indicated that they always or most of the time take walks for these purposes (70% for getting something done and 51% for going to an interesting place). Still, over a quarter of respondents (29%) stated that the purpose of their walks is always or most of the time to be with people (e.g. pass the time of day, bump into neighbours, discuss issues, watch people, etc.).

Figure 2.2: Purpose of Walks in Canmore



Further analysis reveals that permanent residents are significantly more likely to walk to get something done compared to non-permanent residents (see Appendix D). Conversely, non-permanent residents are significantly more likely to go to an interesting place when they go for walks. However, the frequency by which permanent and non-permanent residents go for walks to be with people is essentially the same; in other words there are no significant differences observed between these types of respondents for walking to be with people.

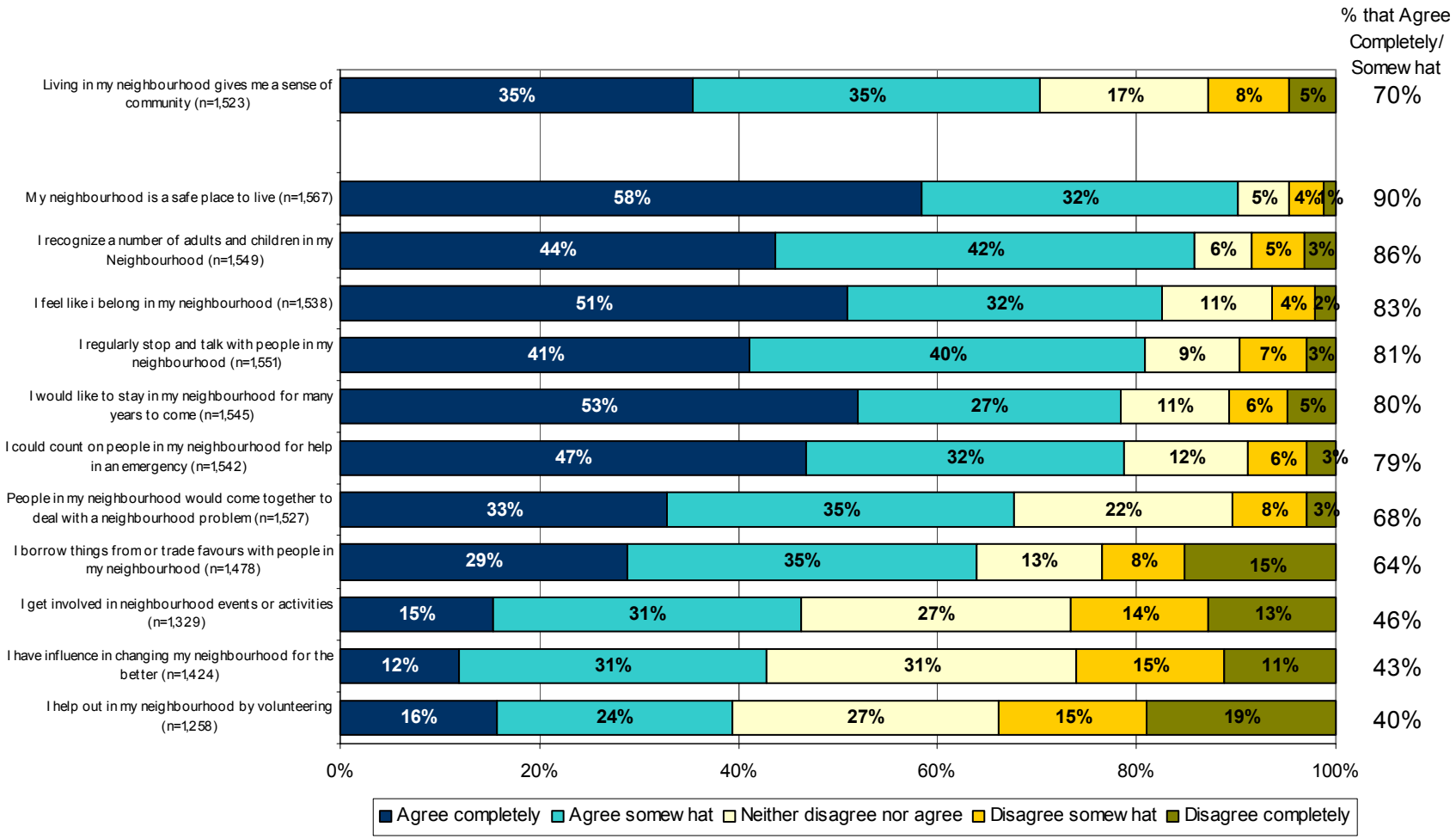
3.0 SENSE OF COMMUNITY IN CANMORE NEIGHBOURHOODS

Similar to the results achieved for sense of community for Canmore as a whole, seven out of ten respondents (70%) agreed completely or somewhat that living in their neighbourhood gives them a sense of community (Figure 3.1).

In observing specific aspects of sense of community within neighbourhoods, some are clearly perceived by respondents as being more representative in the neighbourhood than others such as safety, social networks, belongingness, satisfaction and, to some degree, dependence among neighbours. For example, approximately nine out of ten respondents agreed completely or somewhat that their neighbourhoods are safe (90%) and that they recognize adults and children in their neighbourhoods (86%). Further approximately eight out of ten respondents feel like they belong in their neighbourhood (83%), regularly stop to talk with neighbours (81%), would like to stay in their neighbourhood (80%), and feel as though they could rely on neighbours in an emergency (79%). Other aspects of sense of community, however, are perceived to be less probable among respondents such as community engagement and participation. For instance, approximately two-thirds of respondents agreed completely or somewhat that neighbours could assemble to address neighbourhood problems (68%) and that they borrow things or trade favours with neighbours (64%). Further, less than half of respondents agreed that they get involved in neighbourhood events or activities (46%), have influence to make changes their neighbourhood (43%), and help out in the neighbourhood by volunteering (40%).

The above analysis presents a depiction about sense of community in neighbourhoods similar to that of Canmore as a whole. Some of the emotional aspects of senses of community such as belonging and satisfaction rate highly among respondents within the neighbourhood, while participatory aspects like attending events and activities, potentially having influence to change the neighbourhood and volunteering rate lower. Other aspects that represent social efficacy within the community, such as social relationships, connections and to some degree dependence on neighbours also rated highly within neighbourhoods, even though these factors are somewhat participatory in nature (e.g. regularly stopping and talking to people is participatory).

Figure 3.1: Sense of Community in Canmore Neighbourhoods



Detailed analysis of the data reveals that type of residency, and in particular, permanent residency, tends to resonate a greater sense of community within neighbourhoods. As can be seen in Table 3.1, permanent residents are significantly more likely to agree that living in their neighbourhood gives them a sense of community compared to non-permanent residents. Similar findings are apparent to aspects such as belongingness, social networks, dependence, and reliance and neighbourhood engagement and participation. Conversely, non-permanent residents were significantly more likely to want to stay in their neighbourhoods.

Table 3.1: Sense of Community in Neighbourhood

Attributes	% of Respondents							
	Resident	Agree Completely	Agree Somewhat	Neither Agree Nor Disagree	Disagree Somewhat	Disagree Completely	Total	Agree❖
Living in my neighbourhood gives me a sense of community	Permanent (n=1051)	39	34	14	9	6	100	73
	Non-Permanent (n=402)	28	40	23	7	3	100	68
	Seasonal (n=50)	28	32	32	6	2	100	60
I recognize a number of adults and children in my Neighbourhood	Permanent (n=1060)	54	36	4	4	2	100	90
	Non-Permanent (n=416)	21	55	9	10	5	100	76
	Seasonal (n=51)	33	57	6	4	0	100	89
I feel like i belong in my neighbourhood	Permanent (n=1045)	56	28	10	5	2	100	84
	Non-Permanent (n=422)	42	42	14	3	1	100	84
	Seasonal (n=49)	51	29	18	2	0	100	80
I regularly stop and talk with people in my neighbourhood	Permanent (n=1045)	48	36	8	6	3	100	84
	Non-Permanent (n=419)	25	50	14	8	3	100	75
	Seasonal (n=51)	37	37	18	6	2	100	74
I would like to stay in my neighbourhood for many years to come	Permanent (n=1045)	50	26	12	6	6	100	76
	Non-Permanent (n=432)	60	28	8	4	1	100	88
	Seasonal (n=48)	54	30	13	4	0	100	84
I could count on people in my neighbourhood for help in an emergency	Permanent (n=1053)	54	29	9	5	3	100	83
	Non-Permanent (n=419)	25	50	14	9	3	100	75
	Seasonal (n=50)	38	34	22	4	2	100	72
I borrow things from or trade favours with people in my neighbourhood	Permanent (n=1027)	35	35	11	7	12	100	70
	Non-Permanent (n=382)	13	36	15	11	25	100	49
	Seasonal (n=48)	30	25	29	6	10	100	55
I get involved in neighbourhood events or activities	Permanent (n=922)	18	31	27	14	11	100	49
	Non-Permanent (n=346)	10	31	27	14	18	100	41
	Seasonal (n=43)	7	49	23	11	9	100	56
I have influence in changing my neighbourhood for the better	Permanent (n=983)	13	32	29	15	11	100	45
	Non-Permanent (n=376)	9	29	36	13	13	100	37
	Seasonal (n=46)	13	26	30	15	15	100	39
I help out in my neighbourhood by volunteering	Permanent (n=911)	18	25	27	14	15	100	43
	Non-Permanent (n=286)	8	19	26	15	33	100	27
	Seasonal (n=42)	10	24	33	7	26	100	34

❖% that agree completely or somewhat
Statistically significant difference (p<.05)

Further analysis suggests that type of residency is not the only factor that may contribute to differences of opinions among respondents. Age of respondent is also a contributing factor. In particular, the older the respondent, the more likely they are to perceive greater sense of community in the neighbourhood. Table 3.2 shows that older respondents were significantly more likely to state that living in their neighbourhood gives them a sense of community. Other aspects of sense of community in neighbourhood are also prevalent among older respondents (see Appendix C).

Table 3.2: Age Category Perceptions of Sense of Community in Neighbourhood

Level of Agreement	% of Respondents					
	18 - 24yrs (n=9)❖	25 - 34yrs (n=145)	35 - 44yrs (n=294)	45 - 54yrs (n=424)	55 - 64yrs (n=378)	65+yrs (n=233)
Agree completely	22	19	32	35	40	43
Agree somewhat	11	39	38	35	33	35
Neither disagree nor agree	56	21	15	17	16	16
Disagree somewhat	0	15	9	10	7	4
Disagree completely	11	7	7	3	5	3
Total	100	100	100	100	100	100

Question: Living in my neighbourhood gives me a sense of community.
Statistically significant differences (p<.05)
❖ Note: Caution should be observed due to small number of respondents.

There are also significant distinctions observed among respondents based on the location of their residency. Table 3.3 shows that respondents residing in Neighbourhood Areas A, C and F stated lower agreement that living in their neighbourhood gives a sense of community (see Figure 3.2 for locations). Furthermore, other distinctions are observed based on location of residency; however Neighbourhood Area F is the only location that tended to have a consistent pattern of lower ratings of agreement for aspects of sense of community in neighbourhood (see Appendix D).

Table 3.3: Neighbourhood Residency Perceptions of Sense of Community in Neighbourhood

Level of Agreement	% of Respondents					
	A (n=60)❖	B (n=438)	C (n=139)	D (n=366)	E (n=412)	F (n=94)
Agree completely	33	39	27	40	33	17
Agree somewhat	28	35	38	35	37	27
Neither disagree nor agree	23	16	18	14	17	26
Disagree somewhat	10	6	9	6	10	17
Disagree completely	5	4	9	4	3	14
Total	100	100	100	100	100	100

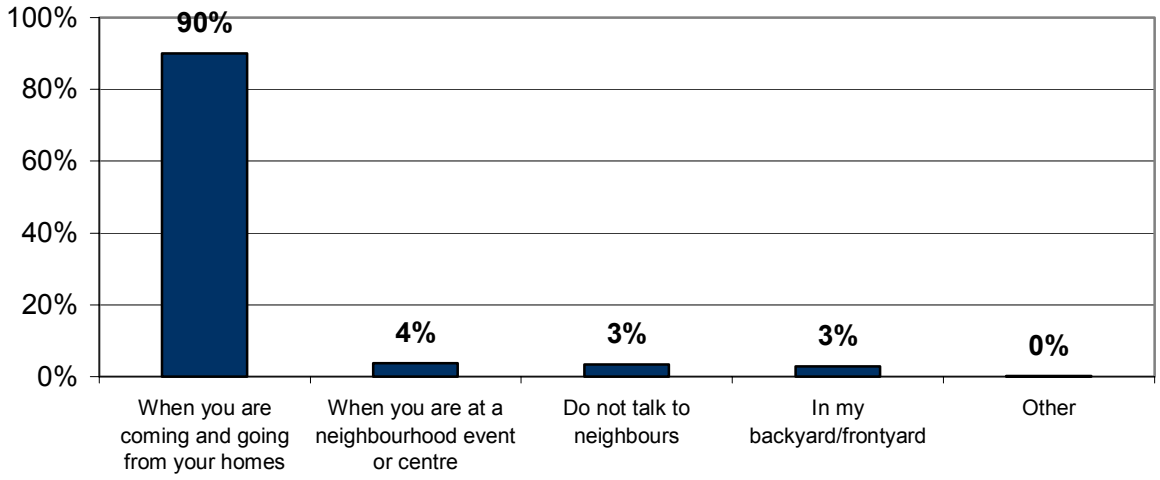
Question: Living in my neighbourhood gives me a sense of community.
Statistically significant differences (p<.05)
❖ Note: Caution should be observed due to small number of respondents.

Figure 3.2: Neighbourhood Areas in Canmore

3.1 Social Efficacy

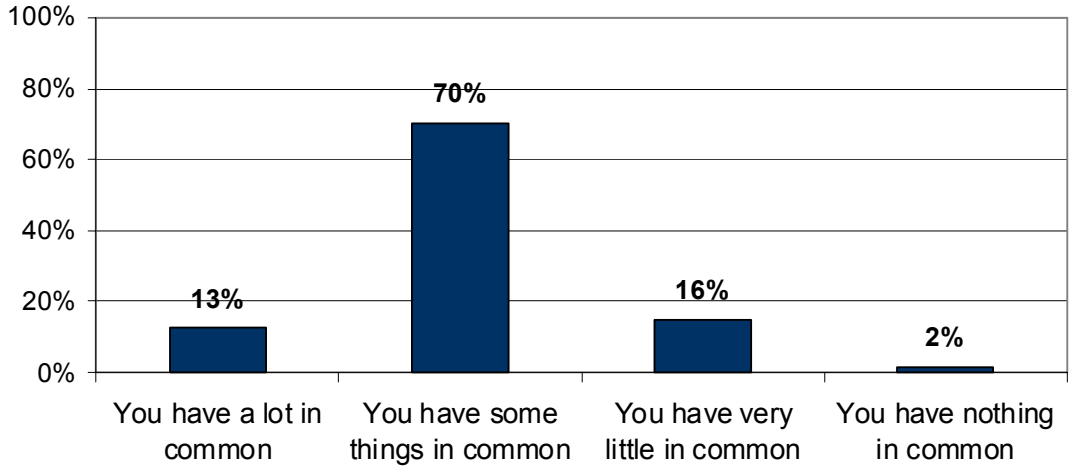
A few questions in the survey specifically examined respondents' perceptions of social relationships and connections with neighbours. The first of these questions asked about occasions when respondents communicate with neighbours. Overwhelmingly, most respondents indicated that they typically talk to their neighbours when coming and going from their homes. Indeed, 90% of respondents indicated that they talk to neighbours when they are coming and going from their homes (Figure 3.3).

Figure 3.3: Usual Occasion to Talk with Neighbours
(n=1,564)



Most respondents felt that they had at least some connection with their neighbours. Figure 3.4 shows that approximately eight out of ten respondents (83%) indicated they had a lot or some things in common with their neighbours, albeit most of these stated some things rather than a lot in common.

Figure 3.4: Something in Common with Neighbours
(n=1,483)



While type of residency and age did not reveal any distinctions among segments for connections among neighbours, neighbourhood residency did. Table 3.4 shows that respondents who reside in Neighbourhood Areas E and F were significantly less likely that state that they had something in common with neighbours.

Table 3.4: Neighbourhood Residency Perceptions of Something in Common with Neighbours

Level of Commonality	% of Respondents					
	A (n=56)❖	B (n=432)	C (n=133)	D (n=360)	E (n=403)	F (n=83)
A lot in common	18	12	14	15	11	10
Some things in common	77	74	66	72	67	61
Very little in common	5	13	17	13	20	27
Nothing in common	0	2	3	0	2	2
Total	100	100	100	100	100	100

Question: How much do you have in common with your neighbours.
Statistically significant differences ($p<.05$)
❖ Note: Caution should be observed due to small number of respondents.

4.0 COMMUNITY AND NEIGHBOURHOOD CHARACTERISTICS

Respondents were asked to identify characteristics that represent the Canmore community as a whole and the specific neighbourhoods in which they live. There were many different characteristics identified by respondents for each of these geographic areas and, in most cases, the characteristics were unique for either the community as a whole or neighbourhood. Table 4.1 presents the characteristics that were identified for both the community and neighbourhoods.

The most common characteristics identified for Canmore were the healthy and active lifestyle that exists within the community, its proximity to the mountains and nature, and the friendly small town feel of the community. Conversely, neighbourhoods were primarily described as being comprised of nice friendly people, offering peaceful and secure places to live and being family oriented. Other characteristics were offered such as having a general sense of community, but these were identified much less frequency by respondents than the characteristics mentioned above.

Table 4.1: General Characteristics

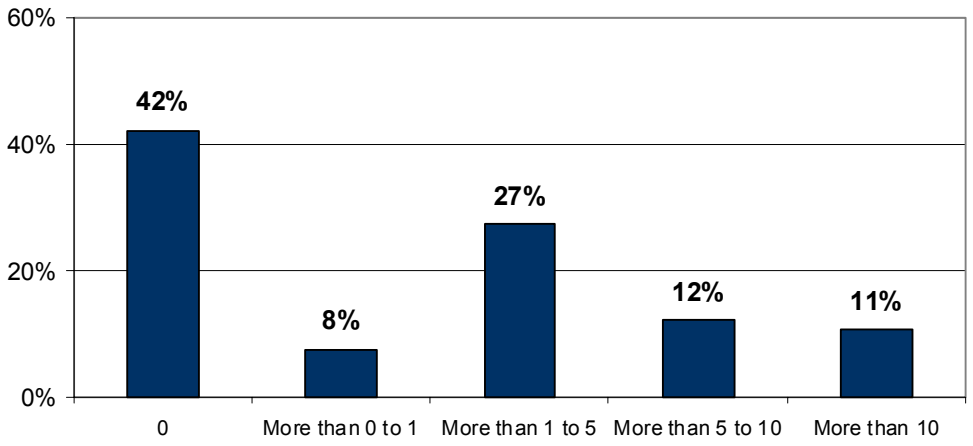
Canmore Community (Total number of responses, 1,750)			
Primary Suggestion	**% of Respondents** (n=1,515)	**Detailed Suggestion**	**% of Respondents** (n=1,515)
Healthy/active lifestyle	34	Healthy outdoor lifestyle/activity	11
		Mountain/outdoor activities	9
		Active lifestyle/active community	6
		Mountain living/culture	6
		Other	2
Proximity to mountains/ nature	21	Mountains/proximity to the mountains	11
		Natural setting/wildlife	3
		Scenic/good views	3
		Beautiful/pristine/clean	2
		Three Sisters Mountains	2
Pleasant/friendly town/people	16	Small town feel	6
		Friendly people/town	5
		Relaxed pace	2
		Quiet/pleasant	1
		Other	2
General sense of community	9	Good sense of community	4
		Committed/dedicated/involved people	2
		Other	3
Upscale living opportunities	4	Upscale living	2
		High cost of living	2
Rapid growth/ development	4	Too much development/rapid	2
		Other	2
Recreation facilities	3	Nordic Centre	2
		Other	1
History of town	2	Coal mining town	1
		Other	1
Tourist destination	2	Tourist town	1
		Other	1
Vibrant community	2	Vibrant downtown/arts/restaurant	1
		Other	1
Other	7	Other	7
Don't know	14	Don't know	14

Neighbourhood (Total number of responses, 1758)			
Primary Suggestion	**% of Respondents** (n=1,515)	**Detailed Suggestion**	**% of Respondents** (n=1,515)
Nice friendly people	24	Friendly/nice people	9
		Neighbours know/help/respect each other	8
		Established/long time neighbours	6
		Other	1
Quiet/safe	16	Quiet/peaceful/relaxed place	12
		Safe and secure	2
		Isolated/private/solitude	1
		Other	1
Family oriented	11	Family oriented neighbourhood	5
		Families with children/young families	3
		Diverse mix of people	3
Close to trail system	7	Close to trails/easy to access trails	3
		Walking/cycling access to trails	3
		Other	1
Non-permanent resident homes	7	Many non-permanent resident homes	4
		Tourist homes	1
		Weekend owners	1
		Other	1
Close to amenities	6	Close to downtown/amenities	5
		Other	1
Scenic/close to nature	6	Great view/scenic	2
		Natural environment/mountain village	1
		Close to river/lake	1
		Close to nature/wildlife/mountains	1
		Other	1
Sense of community	4	Good sense of community	2
		Other	2
Too much development	3	Too much development	2
		Other	1
High density	2	High density/too many condos	2
Clean/well maintained	2	Clean/tidy/well maintained	1
		Nice street/beautiful setting	1
Large homes	2	Expensive properties	1
		Spacious large homes/yards	1
Other	10	Other	10
Don't know	21	Don't know	21

5.0 VOLUNTEERING IN CANMORE

In previous sections of this report, respondents indicated the extent to which they agreed that they volunteered in the community as a whole and in their neighbourhoods. To help understand this aspect of sense of community further, respondents were asked to identify how many hours a month, on average, they help out in the Canmore community. The survey data reveal that, on average, Canmore residents help out five hours a month (of those who volunteer the average is eight hours per month).

Figure 5.0: Monthly Hours Volunteering in Canmore
(Overall average is 5 hours per month, n=1,602;
Of those who volunteer the average is 8 hours per month, n=926)



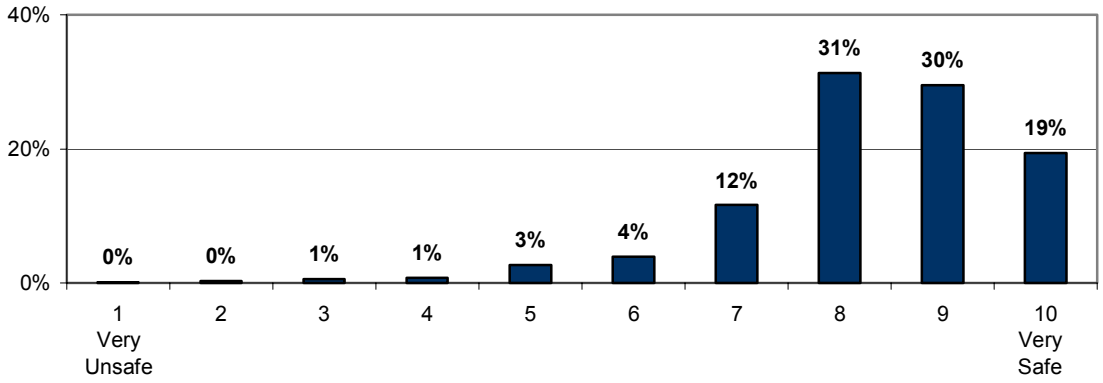
Further analysis reveals that permanent residents volunteer an average of 7 hours per month in Canmore (of those who volunteer the average is 9 hours per month), while non-permanent residents volunteer 3 hours per month (or 5 hours per month for those who volunteer).

6.0 COMMUNITY SAFETY

6.1 Canmore as a Safe Place to LIve

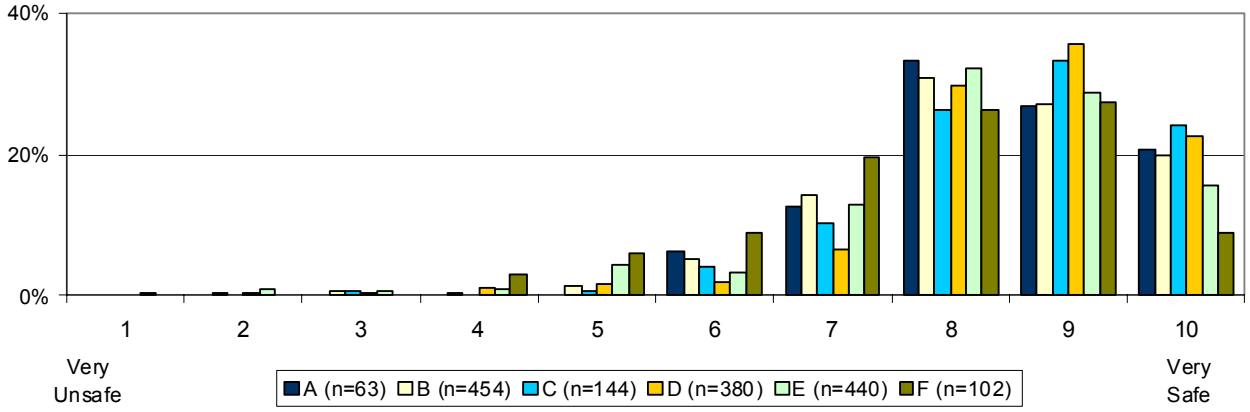
When given the opportunity to rate Canmore as a safe place to live, respondents gave an average rating of 8 on a scale of 1 being very unsafe and 10 being very safe. Actually, most respondents (80%) gave a rating of 8 or better as can be seen in Figure 6.1. Further, few respondents gave a rating of less than 5 (2%).

Figure 6.1: Canmore as a Place to Live
(n=1,599)



Detailed analysis did not reveal any distinctions for perceptions among respondents based on type of residency and age categories. Distinctions were observed, however, for neighbourhood residency. In particular, respondents from Neighbourhood Area F were significantly less likely to rate Canmore as a safe place to live than other respondents (Figure 6.2).

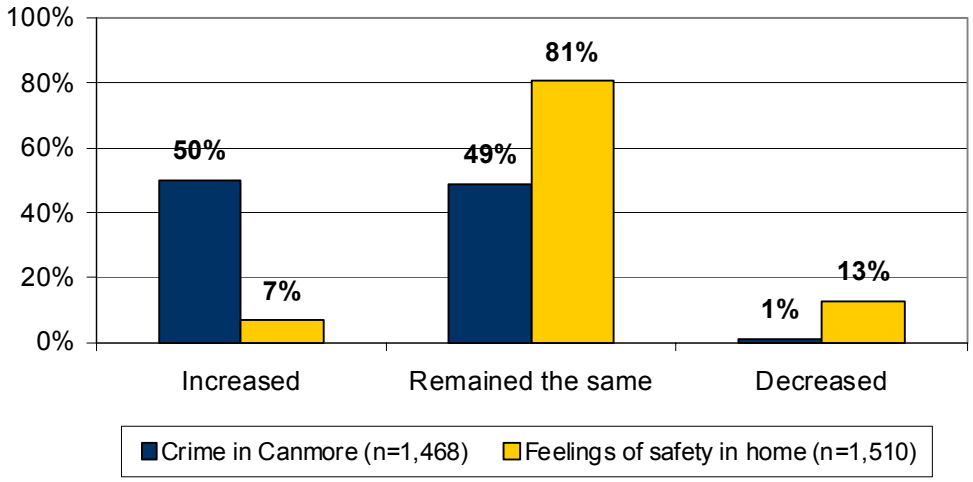
Figure 6.2: Neighbourhood Residency Perceptions of Canmore as a Place to Live



Statistically significant difference (p<05)
For percentages, see Appendix C.

Further queries about safety in the community were conducted with respondents, which revealed that a substantial portion felt that crime had increased in Canmore in the past three years; however this perceived increase had not affected their feelings of safety in their homes. Figure 6.3 shows that half of respondents (50%) indicated that they perceived crime to have increased in the past three years, but the majority (81%) stated that their feelings of safety in their home had remained the same over a similar period of time.

Figure 6.3: Changes Perceived in Past 3 Years



Further analysis reveals that respondents who are permanent residents of Canmore were more likely to state that crime had increased in the past three years and their feelings of safety in the home decrease (compared to non-permanent respondents). Nevertheless, almost eight out of ten permanent (78%) residents indicated that their feelings of safety in the home had remained the same.

Table 6.1: Changes Perceived in Past 3 Years

Changes	% of Respondents				
	Resident	Increased	Remained the Same	Decreased	Total
Crime in Canmore	Permanent (n=1013)	55	44	1	100
	Non-Permanent (n=389)	38	61	1	100
	Seasonal (n=47)	47	51	2	100
Feeling of safety in home	Permanent (n=1033)	8	78	14	100
	Non-Permanent (n=409)	4	89	7	100
	Seasonal (n=50)	4	80	16	100

Statistically significant difference (p<.05)

6.2 Safety Concerns

While the vast majority of respondents stated that Canmore is a safe place to live, the survey data suggest that many Canmore residents are concerned about safety related issues, which may encumber their lives. As the data presented in this section will reveal, respondents identified numerous issues for which they have apprehension or distress.

Respondents were presented with a list of issues and asked to rate the degree of concern they may have for these issues. Respondents were asked to consider the issues in relation to affecting them directly or as a result of someone in their household who is dealing with the issues.

The list of issues incorporated items that address health, security and environmental factors.

Figure 6.4 presents respondents' ratings of concern for the various issues. The most common issues of concern were "being attacked by wildlife," and "litter in streets and park places." At least half of respondents stated that they were very or somewhat concerned with these items.

Issues of Concern to Most Respondents
(More than 50% of respondents stating very or somewhat concerned)

- Being attacked by wildlife
- Litter in streets and park spaces

Issues of Concern to at Least a Third of Respondents
(Between 33% and 49% of respondents stating very or somewhat concerned)

- Pedestrian safety at crosswalks and school zones
- Movement of hazardous materials through town
- Use of pesticides
- Theft or damage to my property
- Walking alone at night

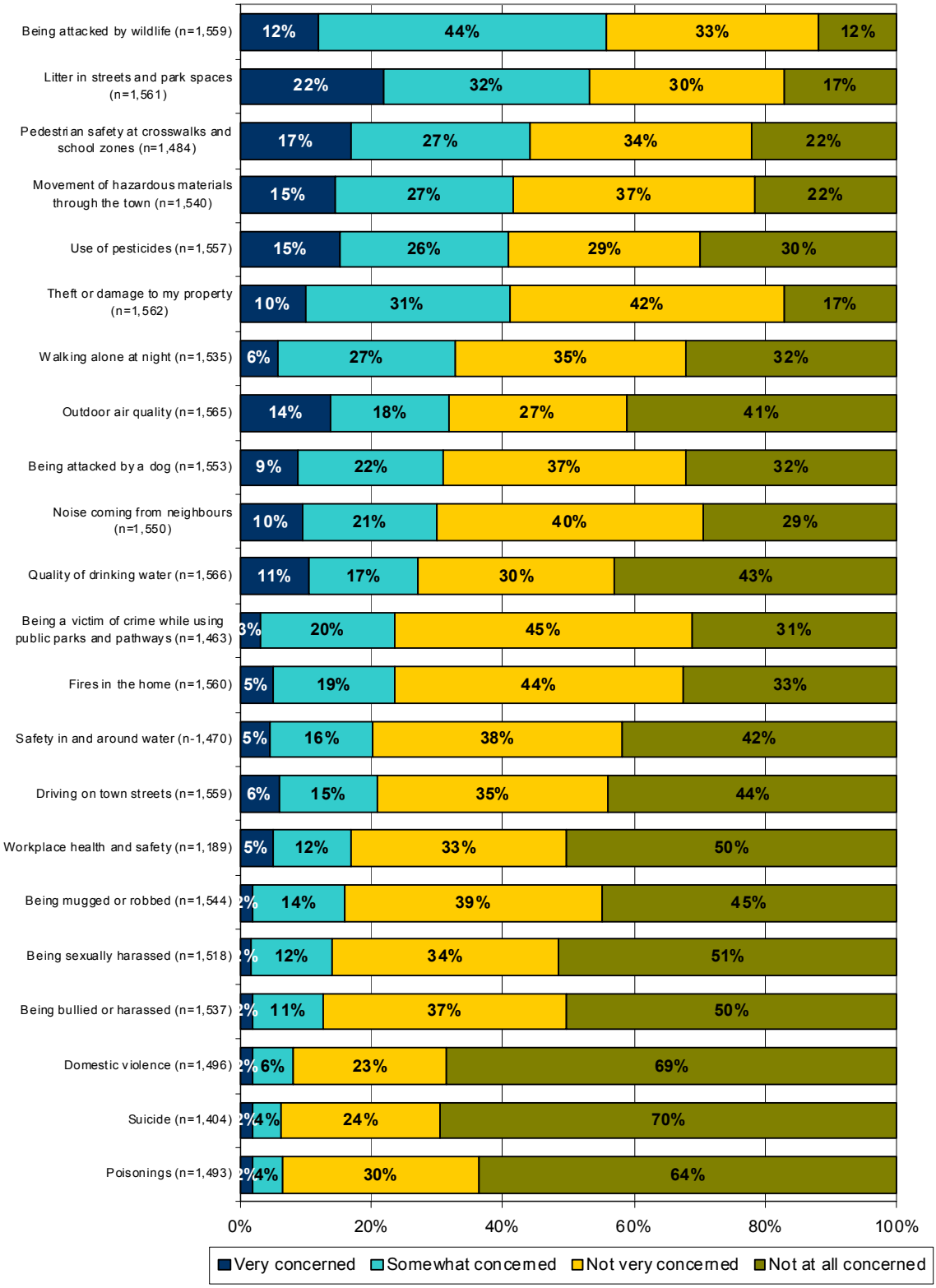
Issues of Concern to at Least a Quarter of Respondents
(Between 25% and 32% of respondents stating very or somewhat concerned)

- Outdoor air quality
- Being attacked by a dog
- Noise coming from neighbours
- Quality of drinking water

Issues of Concern to At Least One in Five Respondents
(Between 20% and 24% of respondents stating very or somewhat concerned)

- Being a victim of crime while using public parks and pathways
- Fires in the home
- Safety in and around water
- Driving around town streets

Figure 6.4: Issues of Concern among Canmore Residents



Issues of Concern to At Least One in Ten Respondents
(Between 10 and 20% of respondents stating very or somewhat concerned)

- Workplace health and safety
- Being mugged or robbed
- Being sexually harassed
- Being bullied or harassed

Issues of Concern to Less than One in Ten Respondents
(Between 0 and 10% of respondents stating very or somewhat concerned)

- Domestic violence
- Suicide
- Poisonings

The issues of least concern among respondents were "domestic violence," "suicide," and "poisonings." Still, at least some respondents expressed concern with these issues.

Issues related to the environment tended to resonate with respondents. Many of the top concerns identified by respondents were environmental in nature such as litter in streets and park spaces, movement of hazardous materials through town, use of pesticides, outdoor air quality and quality of drinking water. Issues of least concern among respondents tended to be related to personal security such as being mugged or robbed, being sexually harassed, being bullied or harassed, and domestic violence.

Table 6.2 reveals distinctive differences in perceptions among respondents based of type of residency. While non-permanent residents were more concerned with “being attacked by wildlife,” permanent residents had greater concern about other issues such as environmental (e.g. litter in streets and park spaces, use of pesticides and outdoor air quality) and street safety (e.g. pedestrian safety at crosswalks and school zones and driving on town streets.).

Further analysis revealed that older respondents were more likely to be concerned with “movement of hazardous materials through town” and younger respondents were more likely to be concerned with “theft or damage to my property” (see Appendix D). As well, respondents residing in Neighbourhood Area F were more likely to be concerned with many of the items examined in the survey.

Table 6.2: Residency Perceptions of Issues of Concern						
	% of Respondents					
Concerns	Resident	Very concerned	Somewhat concerned	Not very concerned	Not at all concerned	Total
Being attacked by wildlife	Permanent (n=1047)	11	41	34	14	100
	Non-Permanent (n=440)	13	50	29	7	100
	Seasonal (n=51)	8	49	31	14	100
Litter in streets and park spaces	Permanent (n=1045)	24	34	27	15	100
	Non-Permanent (n=444)	17	27	36	20	100
	Seasonal (n=50)	18	26	28	28	100
Pedestrian safety at crosswalks and school zones	Permanent (n=1056)	23	29	29	20	100
	Non-Permanent (n=443)	5	25	43	27	100
	Seasonal (n=50)	16	20	36	28	100
Use of pesticides	Permanent (n=1047)	18	27	26	29	100
	Non-Permanent (n=437)	10	20	38	32	100
	Seasonal (n=51)	8	28	28	37	100
Outdoor air quality	Permanent (n=1053)	15	20	27	39	100
	Non-Permanent (n=439)	11	13	29	47	100
	Seasonal (n=51)	6	22	20	53	100
Driving on town streets	Permanent (n=1045)	7	18	34	41	100
	Non-Permanent (n=438)	2	10	38	50	100
	Seasonal (n=51)	8	10	31	51	100
Statistically significant difference (p<.05)						

6.3 Safety Precautions

Survey respondents were asked questions about precautions that they or their household might use for safety reasons. Figure 6.5 presents the precautions that respondents employ to enhance their safety. While some of the precautions have been used by most respondents, some have been used by few respondents. Those precautions that are used by most respondents generally are within the direct control of the individual, while those that are used by fewer respondents are not. For example, an individual has direct control over locking the doors at home, but they may not report suspicious persons or activities to police if they do not observe such occurrences in their neighbourhoods.

Precautions Used by Vast Majority of Respondents
(More than 80% of respondents stating frequently or sometimes)

- Locking doors at home
- Made yourself aware of your surroundings when walking alone

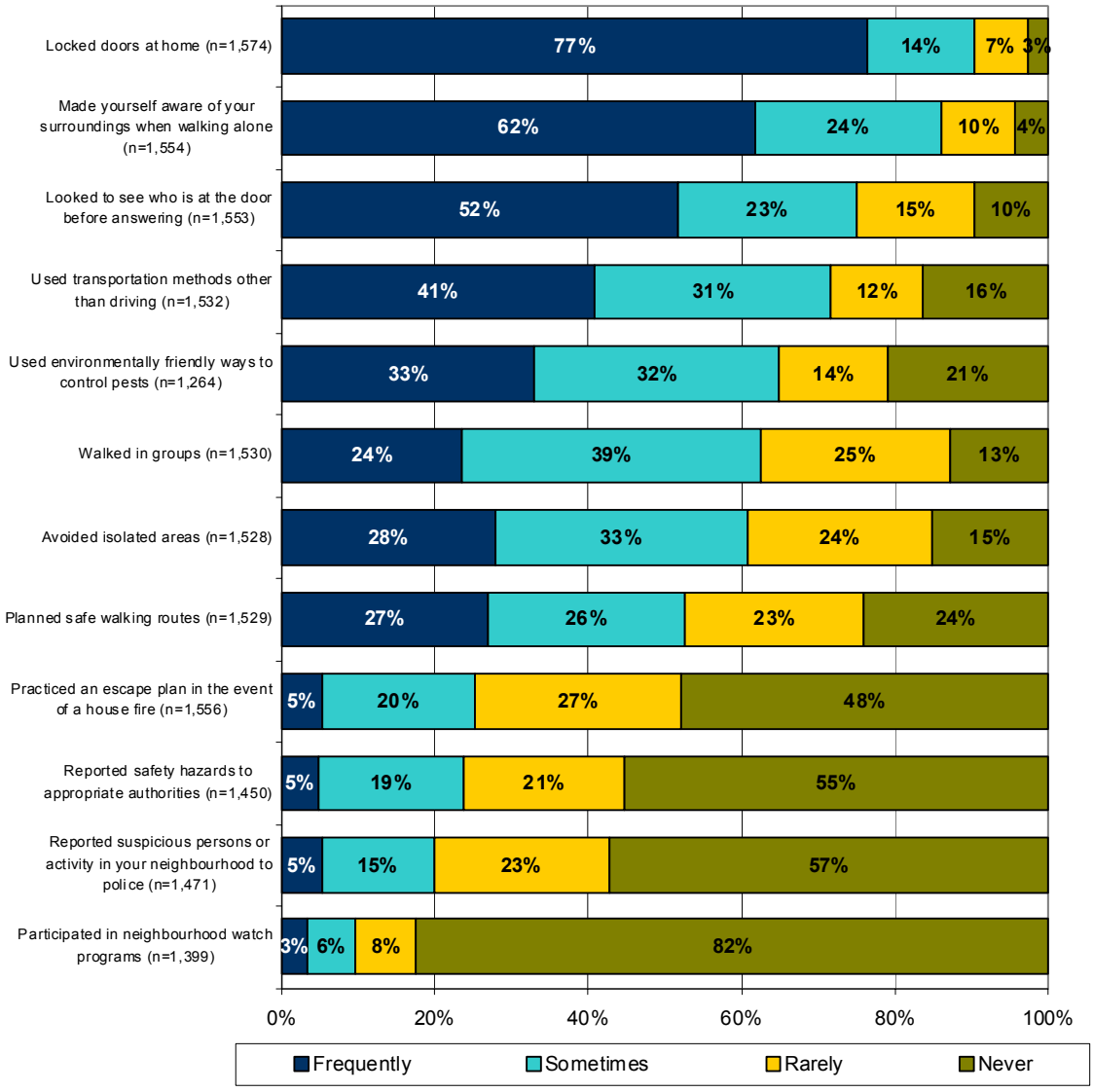
Precautions Used by Most Respondents
(Between 50% and 89% of respondents stating frequently or sometimes)

- Looked to see who is at the door before answering
- Used transportation methods other than driving
- Used environmentally friendly ways to control pests
- Walked in groups
- Avoided isolated areas
- Planned safe walking routes

Precautions Used by Few Respondents
(Less than 50% of respondents stating frequently or sometimes)

- Practised an escape plan in the event of a house fire
- Reported safety hazards to appropriate authorities
- Reported suspicious persons or activity in your neighbourhood to police
- Participated in neighbourhood watch programs

Figure 6.5: Precautions taken by Canmore Residents



In some cases, permanent respondents were less likely to employ precautions than non-permanent respondents. For example, permanent respondents were less likely to lock doors at home, look to see who is at the door before answering, walk in groups, avoid isolated areas, and plan safe walking routes. On the other hand, non-permanent respondents were less likely to use transportation methods other than driving, use environmentally friendly ways to control pests, report safety hazards to appropriate authorities and report suspicious persons or activity to police.

Table 6.3: Residency Perceptions of Precautions taken by Canmore Residents

Precautions	% of Respondents					
	Resident	Frequently	Sometimes	Rarely	Never	Total
Locked doors at home	Permanent (n=1060)	723	15	9	4	100
	Non-Permanent (n=443)	87	11	2	1	100
	Seasonal (n=50)	78	10	10	2	100
Looked to see who is at the door before answering	Permanent (n=1051)	50	23	16	11	100
	Non-Permanent (n=431)	59	24	11	6	100
	Seasonal (n=49)	41	22	26	12	100
Used transportation methods other than driving	Permanent (n=1033)	44	31	13	13	100
	Non-Permanent (n=428)	34	29	12	24	100
	Seasonal (n=50)	40	32	10	18	100
Used environmentally friendly ways to control pests	Permanent (n=866)	38	31	12	18	100
	Non-Permanent (n=341)	19	35	19	27	100
	Seasonal (n=38)	32	34	2	32	100
Walked in groups	Permanent (n=1027)	19	39	28	14	100
	Non-Permanent (n=432)	34	39	18	9	100
	Seasonal (n=50)	28	38	22	12	100
Avoided isolated areas	Permanent (n=1030)	27	32	25	16	100
	Non-Permanent (n=429)	30	38	22	11	100
	Seasonal (n=50)	24	32	18	26	100
Planned safe walking routes	Permanent (n=1030)	26	25	23	26	100
	Non-Permanent (n=427)	30	29	23	18	100
	Seasonal (n=51)	24	16	29	31	100
Practiced an escape plan in the event of a house fire	Permanent (n=1052)	5	21	28	46	100
	Non-Permanent (n=433)	5	17	26	52	100
	Seasonal (n=51)	0	10	22	69	100
Reported safety hazards to appropriate authorities	Permanent (n=985)	6	21	22	51	100
	Non-Permanent (n=401)	4	13	18	66	100
	Seasonal (n=47)	2	21	19	57	100
Reported suspicious persons or activity in your neighbourhood to police	Permanent (n=1008)	6	17	25	52	100
	Non-Permanent (n=395)	5	9	17	69	100
	Seasonal (n=48)	6	15	21	58	100

Statistically significant difference (p<.05)

Older respondents were more likely to lock their doors and look to see who is at the door before answering (see Appendix D). Conversely, younger respondents were more likely to use transportation methods other than driving.

Respondents residing in Neighbourhood Area F were more likely to use quite a few of the precautions more frequently than respondents from other Areas (see Appendix D).

7.0 SUGGESTIONS TO IMPROVE SENSE OF COMMUNITY

Respondents were offered an opportunity to provide suggestions for how their sense of community might be improved in Canmore. Table 7.1 shows the suggestions provided by respondents, which were diverse in content. Some of the more common suggestions related to the Town putting more emphasis on community events and enhancing recreation opportunities and residents taking more responsibility to be involved in the community and get to know other residents. Essentially, the general context of these suggestions tends to be associated with enabling citizens to interact and communicate with each other.

A few of the responses reflected current issues regarding permanent and non-permanent residents. Some respondents expressed concern about the number of secondary homes that are within the community, while other respondents felt that residents should not be segmented into permanent and non-permanent categories. Rather, all residents should be considered beneficial citizens of the community.

Other responses related to enhancing enforcement of laws/bylaws, improving existing traffic systems and increasing retail opportunities within the town.

Table 7.1: Suggestions to Improve Sense of Community
(Total number of responses, 1,952)

Primary Suggestion	% of Respondents (n=1,515)	Detailed Suggestion	% of Respondents (n=1,515)
Fewer non-permanent residents	10	Fewer non-permanent residents	3
		Non-permanent residents becoming permanent	2
		Fewer second/vacation homes	2
		Other	3
More emphasis on community events	9	More community/neighbourhood events	5
		More promotion of community events	2
		Attend more community events	1
		Involve non-permanent residents in events	1
Enhance recreation opportunities	9	Further development of pathway system	3
		Upgrade/New recreation centre	3
		Expand library	1
		More recreation facilities	1
		Other	1
More social efficacy among residents	8	Residents become more involved in community in general	4
		More volunteering	3
		Non-permanent residents spending more time in community	3
		Get to know your neighbours	1
More affordable living in town	7	More affordable housing	5
		More affordable living	2
Refrain from categorizing residents	6	Not treating non-permanent differently	3
		Discontinue defining or segregating non-permanent from permanent residents	1
		Recognize non-permanent residents as important to community	1
		Other	1
Limit population growth	6	Limit further growth/development	5
		Limit population	1
Greater enforcement of laws/bylaws	6	More police presence	3
		Tougher bylaws/more enforcement	2
		Other	1
Improve traffic system in town	6	Public transit system	2
		Limit traffic downtown	1
		Other	3
More retail opportunities for local residents	5	More stores for local residents (not tourists)	3
		Movie theatre	1
		Other	1
Town Council engage residents	4	Council listen to residents	3
		Other	1
Further support for young families	3	Support young families	1
		More activities for children	1
		Other	1
Enhance recycling	1	Promote recycling	1
Clean up town	1	Clean up litter in town	1
Address dogs	1	Put dogs on leashes	1
Nothing is needed	3	Nothing needed	3
Other	9	Other	9
Don't know	32	Don't know	32

8.0 CONCLUDING REMARKS

The survey results suggest that Canmore residents on the whole acknowledge a strong sense of community within the town and that living in their neighbourhoods gives them a sense of community. Indeed, seven out of ten survey respondents agreed with these assertions about Canmore.

The survey findings also reveal that there is a strong sense of civic pride, satisfaction and belonging in the Canmore community. These aspects of sense of community were prevalent for the community as a whole, as well as within the neighbourhoods where residents live. Less common among respondents were participatory aspects of community such as attending events and activities and volunteering; however, respondents distinctly engage in social relationships and connections with neighbours and to some degree feel that they can depend or rely on their neighbours.

Some distinctions were observed among various segments of the population about aspects of sense of community. For example, non-permanent residents were more likely to state that there is a strong sense of community in Canmore compared to permanent residents. Conversely, permanent residents were more likely to concur that living in their neighbourhoods gives them a sense of community. Further, older respondents were more likely to identify a strong sense of community compared to younger respondents.

For the most part, respondents felt that Canmore was a safe place to live. When specifically asked to rate safety in the community, respondents gave Canmore a rating of 8 based on a scale of 1 being very unsafe and 10 being very safe. Nonetheless, there were areas of concern identified among respondents. When taken as a whole, issues related to the environment tended to resonate with respondents such as litter in streets and park spaces, movement of hazardous materials through town, use of pesticides, outdoor air quality and quality of drinking water. Issues of least concern among respondents tended to be related to personal security such as being mugged or robbed, being sexually harassed, being bullied or harassed, and domestic violence. It is worth noting, however, that the issue of most concern was being attacked by wildlife.

When asked for suggestions about how to improve sense of community within Canmore, respondents typically emphasized opportunities that would enable citizens to interact and communicate with each other. For example, common suggestions included organizing more community events and enhancing recreation opportunities. Also, respondents suggested that residents should take more responsibility to be involved in the community and get to know each other.

APPENDIX A – TERMS OF REFERENCE SPECIFICATIONS

- The Consultant, in collaboration with the Town, will adapt the City of Calgary Sense of Community Survey to meet Canmore's specific needs, and collect survey data from established target groups in Canmore. The product will be a multi-dimensional conceptual framework, accessing all ages, stages and geographic areas of Canmore, which will be used to establish Canmore's baseline Sense of Community against which it can be compared in the future and with other nearby or similar municipalities.
- Develop a methodology to collect data pertinent to all dimensions established in the framework, whether by quantitative or qualitative means.
- The consultant will incorporate objective causal measures, delineating factors affecting the perceived sense of community that may be expected to change over the next 10 years. For example this will help the Town understand how certain neighbourhoods and age groups perceive their sense of belonging differently.
- Ensure that the study reliably incorporates an adequate sampling of diverse responses of recent and long-term resident and temporary sub-populations as well as those of various age and economic statuses.
- Identify "hot spots" of concern regarding general sense of belonging, membership, influence, needs being met, emotional attachment, connectedness, well being, attachment, belonging, civic pride, satisfaction, neighbourliness, volunteerism, participation, efficacy and safety.

APPENDIX B – SURVEY INSTRUMENT

Town of Canmore
Sense of Community Survey

August 2008

If you live in or own a residence in Canmore, we would like to hear from you. Your opinions will help the Town of Canmore with future community programs and services!

Dear Canmore Resident

The Town of Canmore, Community Enrichment Service Area is conducting a Sense of Community Survey to better understand residents' perceptions of Canmore.

We want to hear from you. All residents, whether Canmore is your primary or secondary residence, have a stake in the future of the community. The best decisions can be made only if we hear from you!

You can participate in the survey by filling out this questionnaire and returning it in the enclosed self-addressed postage paid envelope (you can also drop off your completed questionnaire at the Town Civic Centre, 902 – 7 Avenue). Alternatively, you can access and complete a questionnaire at the following website. If you use the Internet to participate in the survey, you will need to enter a code to access the questionnaire.

www.hargroup.ca/canmore.htm **Access Code: NNNNNN**

The Town of Canmore is pleased to offer a prize draw for a lucky survey participant to win a ***30 minute helicopter sightseeing tour (Mt. Assiniboine Glacier Tour) for two (2) passengers worth over $450 courtesy of Alpine Helicopters Ltd.*** To enter, fill out the form below (or the form on the Internet questionnaire) and include it with your completed questionnaire.

Alpine HELICOPTERS LTD.

We ask that you participate in the survey by September 5, 2008.

An independent research firm, HarGroup Management Consultants, has been contracted to conduct the survey. All information gathered in the survey will be held strictly confidential.

THIS IS YOUR OPPORTUNITY TO TELL US YOUR IMPRESSIONS OF CANMORE. Your participation will greatly assist the future of your community and will be taken VERY SERIOUSLY.

Thank you for your participation. We look forward to hearing from you!

Sincerely,

The Town of Canmore, Community Enrichment Service Area

P.S. If you have any questions about the survey, or require assistance to complete the questionnaire, please contact HarGroup Management Consultants, at 1-877-431-5002 (toll free), Monday to Friday, 9:00 am to 5:00 pm. You can also send an e-mail to survey@hargroup.ca

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Please fill out this entry form and include it in the self-addressed postage paid envelope along with your completed questionnaire.

Entry Form for Community Survey Prize Draw

First Name: _____

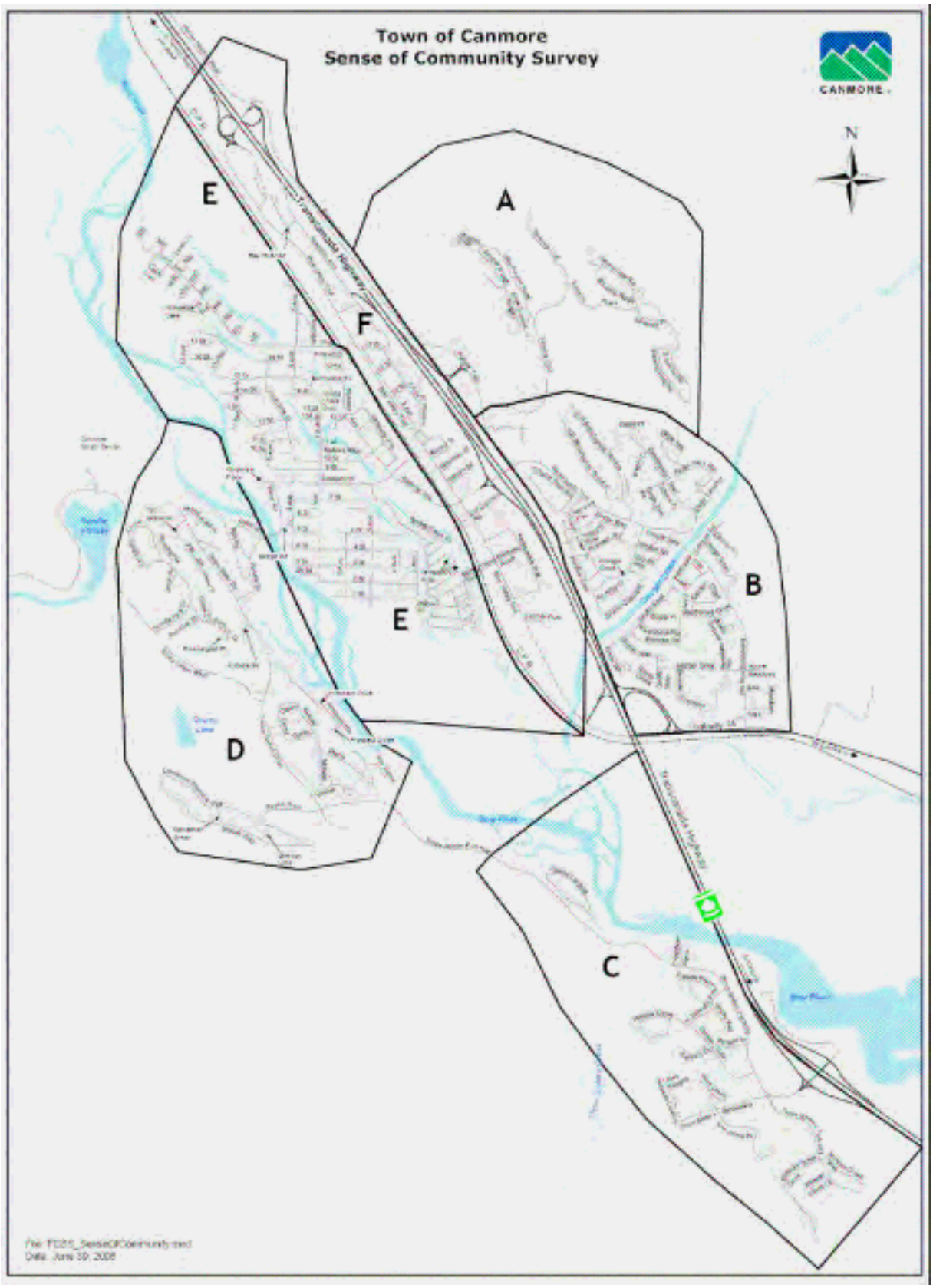
E-mail address: _____

Telephone Number: _____

Alpine HELICOPTERS LTD.

The winner of the prize draw will receive a certificate for two (2) passengers to experience the Mt. Assiniboine Glacier Tour (go to www.alpinehelicopters.com for tour details). Some restrictions apply (see contest rules at www.hargroup.ca/contest.htm).

Note: Survey participants and entrants for the prize draw must be at least 18 years of age.


Town of Canmore
Sense of Community Survey
CANMORE
N
E
A
F
B
E
D
C

Town of Canmore
Sense of Community Survey

If you want to complete this questionnaire using the Internet, go to www.hargroup.ca/canmore.htm and enter: NNNNNN

- The Canmore Sense of Community Survey is for individuals who live in or own a residence in Canmore.
- Survey participants must be at least 18 years of age.
- The questions can be answered with either check marks (☑) or by writing in your comments or responses.
- If you feel that a question does not apply to your situation, please check 'Not applicable.'
- Please submit your completed questionnaire by September 5, 2008.

1. Please indicate the extent to which you disagree or agree with the following statements as they relate to Canmore.

	Disagree completely	Disagree somewhat	Neither disagree nor agree	Agree somewhat	Agree completely	Not applicable
I feel very much like I belong in *Canmore*	☐1	☐2	☐3	☐4	☐5	☐6
When I travel, I am proud to tell others where I live	☐1	☐2	☐3	☐4	☐5	☐6
I like living in *Canmore*	☐1	☐2	☐3	☐4	☐5	☐6
It would take a lot for me to move from *Canmore*	☐1	☐2	☐3	☐4	☐5	☐6
I help out by volunteering in *Canmore*	☐1	☐2	☐3	☐4	☐5	☐6
I attend community events and activities in *Canmore*	☐1	☐2	☐3	☐4	☐5	☐6
There is a strong sense of community in *Canmore*	☐1	☐2	☐3	☐4	☐5	☐6

2. If you were to point to ONE thing or characteristic that you think represents *Canmore*, what would it be? (Please provide as much detail as possible)

_____

_____

_____

3. Various amenities or attributes can contribute to your sense of community in Canmore. Which THREE contribute most to your SENSE OF COMMUNITY (Select up to THREE options)?

☐1 Community pathways
☐2 Community parks (includes ball diamonds, public gardens and open spaces)
☐3 Recreation Centre (arena, pool, hall, gymnasium, etc.)
☐4 Public Library/Art Gallery
☐5 Centennial Museum
☐6 Miners' Union Hall
☐7 Bow Valley Parent Link
☐8 Schools
☐9 Bow Valley College
☐10 Restaurants/pubs/coffee shops/cafeterias
☐11 A variety of stores and businesses
☐12 Day cares
☐13 Churches
☐14 Seniors Centre
☐15 Civic Centre (Town Offices)
☐16 Other community services (e.g., clinic, social clubs, non-profit organizations)
☐17 Community events
☐18 Proximity to Federal and Provincial Parks
☐19 Proximity to Nordic Centre
☐ Other (please specify) _____

_____

_____

4. When you WALK in Canmore, how often is it because you intend to:

	Always	Most of the time	Some of the time	Never	Not applicable
Go to an interesting place? (e.g., a park, viewpoint, community event, etc.)	☐1	☐2	☐3	☐4	☐5
Get something done - a practical task? (e.g., making a purchase, developing fitness, walking a dog, etc.)	☐1	☐2	☐3	☐4	☐5
Be with people? (e.g., pass the time of day, bump into neighbours, discuss issues, watch people, etc.)	☐1	☐2	☐3	☐4	☐5

5. How many hours a month, on average, do you help out in the Canmore community (e.g. helping neighbours or volunteering with a group or organization)?

hours: _____

6. A map of Canmore has been included on the back of the introduction letter that accompanies this questionnaire (Note: You can also access the map at www.hargroup.ca/canmore/map.htm). On the map, there are various neighbourhoods identified within Canmore. Please indicate the *neighbourhood* in which your residence is located:

A. ☐ D. ☐
B. ☐ E. ☐
C. ☐ F. ☐

7. The following statements apply to *your neighbourhood* (the neighbourhood that you identified on the map of Canmore). Again, please indicate the extent to which you disagree or agree with the following statements:

	Disagree completely	Disagree somewhat	Neither disagree nor agree	Agree somewhat	Agree completely	Not applicable
I borrow things from or trade favours with people in *my neighbourhood*	☐1	☐2	☐3	☐4	☐5	☐6
I recognize a number of adults and children in *my neighbourhood*	☐1	☐2	☐3	☐4	☐5	☐6
I regularly stop and talk with people in *my neighbourhood*	☐1	☐2	☐3	☐4	☐5	☐6
I could count on people in *my neighbourhood* for help in an emergency	☐1	☐2	☐3	☐4	☐5	☐6
My neighbourhood is a safe place to live	☐1	☐2	☐3	☐4	☐5	☐6
I feel like I belong in *my neighbourhood*	☐1	☐2	☐3	☐4	☐5	☐6
People in *my neighbourhood* would come together to deal with a *neighbourhood* problem	☐1	☐2	☐3	☐4	☐5	☐6
I help out in *my neighbourhood* by volunteering	☐1	☐2	☐3	☐4	☐5	☐6
I get involved in *neighbourhood* events or activities	☐1	☐2	☐3	☐4	☐5	☐6
I have influence in changing my *neighbourhood* for the better	☐1	☐2	☐3	☐4	☐5	☐6
I would like to stay in *my neighbourhood* for many years to come	☐1	☐2	☐3	☐4	☐5	☐6
Living in *my neighbourhood* gives me a sense of community	☐1	☐2	☐3	☐4	☐5	☐6

8. If you were to point to ONE thing or characteristic that you think represents *your neighbourhood*, what would it be? (Please provide as much detail as possible):

_____

_____

_____

9. When you talk with your neighbours - where does that usually happen? Is it... (Select ONE option only)

☐1 When you are coming and going from your homes
☐2 When you are at a neighbourhood event or centre
☐3 Do not talk to neighbours
☐4 Other (please specify) _____

10. How much do you feel you have in common with your neighbours? Would you say... (Select ONE option only)

☐1 You have a lot in common
☐2 You have some things in common
☐3 You have very little in common
☐4 You have nothing in common
☐5 Unsure

The remaining questions relate to all aspects of the community (not just neighborhood) and your life in general

11. The following issues may affect you directly or as a result of someone in your household who is dealing with these issues. Please indicate how concerned you have been with the following issues over the past 12 months.

	Not at all concerned	Not very concerned	Somewhat concerned	Very concerned	Not Applicable
Walking alone at night in my area	☐1	☐2	☐3	☐4	☐5
Being sexually harassed	☐1	☐2	☐3	☐4	☐5
Domestic violence	☐1	☐2	☐3	☐4	☐5
Being mugged or robbed	☐1	☐2	☐3	☐4	☐5
Being attacked by a dog	☐1	☐2	☐3	☐4	☐5
Being attacked by wildlife (e.g. bears, cougars, etc.)	☐1	☐2	☐3	☐4	☐5
Being a victim of crime while using public parks and pathways	☐1	☐2	☐3	☐4	☐5
Being bullied or harassed	☐1	☐2	☐3	☐4	☐5
Theft or damage to my property	☐1	☐2	☐3	☐4	☐5
Driving on town streets	☐1	☐2	☐3	☐4	☐5
Fires in the home	☐1	☐2	☐3	☐4	☐5
Pedestrian safety at crosswalks and school zones	☐1	☐2	☐3	☐4	☐5
Noise coming from neighbors	☐1	☐2	☐3	☐4	☐5
Workplace health and safety	☐1	☐2	☐3	☐4	☐5
Safety in and around water	☐1	☐2	☐3	☐4	☐5
Poisonings	☐1	☐2	☐3	☐4	☐5
Suicide	☐1	☐2	☐3	☐4	☐5
Quality of drinking water	☐1	☐2	☐3	☐4	☐5
Use of pesticides	☐1	☐2	☐3	☐4	☐5
Outdoor air quality	☐1	☐2	☐3	☐4	☐5
Litter in streets and park spaces	☐1	☐2	☐3	☐4	☐5
Movement of hazardous materials through the town (by train, semi-transport trucks and trailers, etc.)	☐1	☐2	☐3	☐4	☐5

12. Please indicate how often in the past 12 months you have undertaken the following

	Never	Rarely	Sometimes	Frequently	Not applicable
Made yourself aware of your surroundings when walking alone	☐1	☐2	☐3	☐4	☐5
Avoided isolated areas	☐1	☐2	☐3	☐4	☐5
Walked in groups	☐1	☐2	☐3	☐4	☐5
Planned safe walking routes	☐1	☐2	☐3	☐4	☐5
Locked doors at home	☐1	☐2	☐3	☐4	☐5
Looked to see who is at the door before answering	☐1	☐2	☐3	☐4	☐5
Reported suspicious persons or activity in your neighbourhood to police	☐1	☐2	☐3	☐4	☐5
Practiced escape plan in the event of a house fire	☐1	☐2	☐3	☐4	☐5
Reported safety hazards to appropriate authorities	☐1	☐2	☐3	☐4	☐5
Used transportation methods other than driving	☐1	☐2	☐3	☐4	☐5
Participated in neighbourhood watch programs (e.g. C.O.P. Block Watch, etc.)	☐1	☐2	☐3	☐4	☐5
Used environmentally friendly ways to control pests	☐1	☐2	☐3	☐4	☐5

13. Using a scale of 1 being a very unsafe place to live and 10 being a very safe place to live, how would you rate Canmore as a place to live?

Very unsafe									Very safe
1☐	2☐	3☐	4☐	5☐	6☐	7☐	8☐	9☐	10☐

	Increased	Decreased	Remained the same	Not applicable
14. Do you think that crime in Canmore has increased, decreased or remained the same in the past 3 years	☐1	☐2	☐3	☐4
15. Has your feeling of safety in your home increased, decreased or remained the same in the past 3 years	☐1	☐2	☐3	☐4

16. What do you think is required to improve your sense of community in Canmore? (Please provide as much detail as possible)

_____

_____

_____

The last set of questions is being asked so that we can group your answers with those of others who have participated in the survey. All answers will be kept strictly confidential.

17. How long have you lived in Canmore? # years:____

18. Which of the following most closely describes your residency in Canmore? (Select ONE option only)

- ☐1 Live full time in Canmore (permanent resident)
- ☐2 Currently live full time in Canmore, but likely for a specific period of time associated with my work (seasonal resident)
- ☐3 Live full time in another community (city, town, etc.), but have a residence in Canmore (non-permanent resident)
- ☐4 Other (please specify) _____

19. In what year were you born? 19____

20. Which of the following most closely describes the people who are living in your household? (Select ONE option only)

- ☐1 Couple with children living in your residence
- ☐2 Couple, no children living in your residence
- ☐3 Single Parent household
- ☐4 Living alone
- ☐5 Living with roommate(s)
- ☐6 Living with extended family
- ☐7 Other (please specify): _____

21. Do you have a mental or physical disability? ☐1 Yes ☐2 No

22. Are you: (Select all that apply). This information is collected to support services that promote equal opportunities for everyone in Canmore.

- ☐1 Aboriginal (North American Indian, Metis, Inuit)
- ☐2 Arab
- ☐3 Black
- ☐4 Chinese
- ☐5 Filipino
- ☐6 Japanese
- ☐7 Korean
- ☐8 Latin American
- ☐9 Southeast Asian (e.g. Vietnamese, Cambodian, Malaysian, etc)
- ☐10 South Asian (e.g. East Indian, Pakistani, Sri Lankan, etc)
- ☐11 West Asian (e.g. Iranian, Afghan, etc.)
- ☐12 Caucasian/White
- ☐13 Other (please specify) _____

22. Are you: ☐1 Female ☐2 Male

23. Do you have plans of moving from Canmore in the next 12 months?

- ☐1 Yes → For what reasons do you plan to move from Canmore? (Select all that apply)
  - ☐1 Want to be closer to family/friends
  - ☐2 Work has transferred my household
  - ☐3 Generally want to live in another community
  - ☐4 General living expenses are high in Canmore
  - ☐5 Housing costs are high in Canmore
  - ☐6 Other (specify) _____
- ☐2 No
- ☐3 Don't know

The Town of Canmore, Community Enrichment Service Area wishes to thank you for taking the time to answer these questions.

All personal information will be kept confidential and will be used for classification purposes only. Please be assured that your responses will only be reviewed by the researchers and will not be shared with anyone else. This survey collects information in accordance with section 32 of the Alberta Freedom of Information and Protection of Privacy Act.

APPENDIX C – DISTRIBUTION OF QUESTIONNAIRE PACKAGES AND COMPLETED QUESTIONNAIRES

Distribution of Questionnaire Package		
Distribution of Questionnaires		7,000
Distribution to Tax Rolls		6,400
Rental housing units	1,300	
Owner/live in housing units	5,100	
• sent to addresses in Canmore	2,071	
• sent to addresses outside of Canmore	3,029	
Distribution to Apartments/Employers		600
To apartments	200	
To employers	300	
Through the Town Offices	100	

Distribution of Completed Questionnaires		
Total Completes		1,603
Distributed Sampling Survey (Access Code Questionnaires)		1,515
Returned by mail	1,286	
Returned by online form	229	
Convenience Sampling Survey		88

APPENDIX D – ADDITIONAL DATA

Associated with Section 2.0 :Do you have plans of moving from Canmore in the next 12 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	98	6.1	6.7	6.7
	No	1358	84.7	93.3	100.0
	Total	1456	90.8	100.0	
Missing	Don't know	147	9.2		
Total		1603	100.0		

Associated with Section 2.0: For what reasons do you plan to move from Canmore?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Want to be closer to family/friends	9	.6	9.2	9.2
	Work has transferred my household	5	.3	5.1	14.3
	Generally want to live in another community	16	1.0	16.3	30.6
	General living expenses are high in Canmore	23	1.4	23.5	54.1
	Housing costs are high in Canmore	21	1.3	21.4	75.5
	Other (specify):	24	1.5	24.5	100.0
	Total	98	6.1	100.0	

Associated with Table 2.2: Age Category Perceptions of Sense of Community in Canmore

Question Item	Level of Agreement	% of Respondents					
		18 - 24yrs❖	25 - 34yrs	35 - 44yrs	45 - 54yrs	55 - 64yrs	65+yrs
It would take a lot for me to move from Canmore	n=	9	143	285	400	363	219
	Agree completely	11	31	42	48	53	59
	Agree somewhat	33	35	34	30	28	29
	Neither disagree nor agree	33	14	8	10	6	6
	Disagree somewhat	22	13	9	9	8	5
	Disagree completely		7	7	4	4	1
	Total	11	31	42	48	53	59
I help out by volunteering in Canmore	n=	6	130	261	339	289	181
	Agree completely	17	20	25	33	37	41
	Agree somewhat	0	30	27	26	25	29
	Neither disagree nor agree	33	15	16	18	13	15
	Disagree somewhat	17	17	12	8	10	7
	Disagree completely	33	18	19	15	14	8
	Total	17	20	25	33	37	41

❖ Note: Caution should be observed due to small number of respondents.

Associated with Figure 2.2.: Residency Perceptions of Purpose of Walks in Canmore						
Purpose		**% of Respondents**				
	Resident	**Always**	**Most of the Time**	**Some of the Time**	**Never**	**Total**
Get something done – a practical task❖	Permanent (n=1,049)	26	47	26	2	100
	Non-Permanent (n=444)	17	45	36	2	100
	Seasonal (n=50)	26	52	22	0	100
Go to an interesting place❖	Permanent (n=1,029)	13	34	49	4	100
	Non-Permanent (n=446)	15	40	43	2	100
	Seasonal (n=49)	16	44	40	0	100
Be with people	Permanent (n=1,007)	8	23	54	15	100
	Non-Permanent (n=424)	7	21	58	15	100
	Seasonal (n=48)	8	19	58	15	100
❖Statistically significant difference (p<.05)						

Associated with Table 3.2: Age Category Perceptions of Sense of Community in Neighbourhood							
Question Item	**Level of Agreement**	**% of Respondents**					
		18 - 24yrs❖	**25 - 34yrs**	**35 - 44yrs**	**45 - 54yrs**	**55 - 64yrs**	**65+yrs**
I feel like I belong in my neighbourhood	n=	9	144	293	430	386	235
	Agree completely	33	39	47	51	56	59
	Agree somewhat	56	39	32	33	28	29
	Neither disagree nor agree	0	12	14	10	11	8
	Disagree somewhat	0	8	4	4	4	3
	Disagree completely	11	3	2	1	1	1
	Total	100	100	100	100	100	100
I regularly stop and talk with people in my neighbourhood	n=	9	145	299	426	389	239
	Agree completely	22	27	43	41	43	48
	Agree somewhat	33	46	35	39	40	41
	Neither disagree nor agree	22	11	11	8	10	5
	Disagree somewhat	11	14	8	8	4	4
	Disagree completely	11	3	2	4	2	2
	Total	100	100	100	100	100	100
I would like to stay in my neighbourhood for many years to come	n=	7	145	302	430	386	234
	Agree completely	43	29	44	55	59	63
	Agree somewhat	14	36	30	26	23	24
	Neither disagree nor agree	29	16	11	10	11	6
	Disagree somewhat	0	8	8	5	4	6
	Disagree completely	14	11	7	4	3	2
	Total	100	100	100	100	100	100
I could count on people in my neighbourhood for help in an emergency	n=	9	146	298	426	387	236
	Agree completely	33	37	47	46	47	53
	Agree somewhat	33	35	30	30	34	31
	Neither disagree nor agree	11	15	11	14	12	9
	Disagree somewhat	0	8	8	6	4	4
	Disagree completely	22	5	4	3	3	2
	Total	100	100	100	100	100	100
People in my neighbourhood would come together to deal with a neighbourhood problem	n=	8	146	298	421	382	233
	Agree completely	13	23	28	33	38	39
	Agree somewhat	25	32	36	36	32	37
	Neither disagree nor agree	38	33	25	19	20	19
	Disagree somewhat	0	10	9	8	8	3
	Disagree completely	25	3	3	3	2	1
	Total	100	100	100	100	100	100
I get involved in neighbourhood events or activities	n=	6	124	269	369	334	195
	Agree completely	17	8	11	18	17	16
	Agree somewhat	17	25	30	28	35	35
	Neither disagree nor agree	33	31	29	30	21	27
	Disagree somewhat	0	18	15	14	15	9
	Disagree completely	33	18	15	11	12	13
	Total	100	100	100	100	100	100
I help out in my neighbourhood by volunteering	n=	7	130	271	350	302	169
	Agree completely	0	5	13	16	19	21
	Agree somewhat	29	20	20	24	26	26
	Neither disagree nor agree	14	32	26	28	24	30
	Disagree somewhat	29	22	19	15	13	6
	Disagree completely	29	21	22	17	18	18
	Total	100	100	100	100	100	100
❖ Note: Caution should be observed due to small number of respondents.							

Associated with Figure 6.2: Neighbourhood Residency Perceptions of Canmore as a Place to LIve						
	% of Respondents					
Level of Safety	**A** (n=63)❖	**B** (n=454)	**C** (n=144)	**D** (n=380)	**E** (n=440)	**F** (n=102)
10 Very safe	21	20	24	23	16	9
9	27	27	33	36	29	27
8	33	31	26	30	32	26
7	13	14	10	7	13	20
6	6	5	4	2	3	9
5	0	2	1	2	4	6
4	0	0	0	1	1	3
3	0	1	1	0	1	0
2	0	0	0	0	1	0
1 Very unsafe	0	0	0	0	0	0
Total	100	100	100	100	100	100

Question: How would you rate Canmore as a place to live.
Statistically significant differences (p<.05)
❖ Note: Caution should be observed due to small number of respondents.

Associated with Section 6.2: Age Category Perceptions of Issues of Concern							
		% of Respondents					
Question Item	**Level of Concern**	**18 - 24yrs❖**	**25 - 34yrs**	**35 - 44yrs**	**45 - 54yrs**	**55 - 64yrs**	**65+yrs**
Movement of hazardous materials through the town	n=	9	146	298	425	388	237
	Very concerned	0	12	11	14	17	17
	Somewhat concerned	22	21	24	26	28	34
	Not very concerned	56	45	36	38	35	35
	Not at all concerned	22	23	29	23	20	15
	Total	100	100	100	100	100	100
I regularly stop and talk with people in my neighbourhood	n=	9	147	305	434	393	234
	Very concerned	11	18	9	11	7	8
	Somewhat concerned	56	30	30	33	30	30
	Not very concerned	22	40	39	41	45	46
	Not at all concerned	11	12	22	15	18	17
	Total	100	100	100	100	100	100

Statistically significant differences (p<.05)
❖ Note: Caution should be observed due to small number of respondents.

Associated with Section 6.2: Location of Residency Perceptions of Issues of Concern							
Question Item	**Level of Concern**	**% of Respondents**					
		A❖	**B**	**C**	**D**	**E**	**F**
Walking alone at nigh	n=	60	436	141	367	420	96
	Very concerned	10	5	7	4	6	15
	Somewhat concerned	25	26	27	21	30	41
	Not very concerned	35	39	32	35	34	33
	Not at all concerned	30	30	34	40	30	11
	Total	100	100	100	100	100	100
Being sexually harassed	n=	59	436	140	359	417	93
	Very concerned	2	1	1	1	3	6
	Somewhat concerned	5	11	9	10	14	27
	Not very concerned	41	36	29	31	35	39
	Not at all concerned	53	53	61	58	47	28
	Total	100	100	100	100	100	100
Domestic violence	n=	58	430	137	358	408	93
	Very concerned	2	1	1	1	2	9
	Somewhat concerned	2	7	7	4	7	12
	Not very concerned	34	27	18	20	20	32
	Not at all concerned	62	65	75	76	71	47
	Total	100	100	100	100	100	100
Being mugged or robbed	n=	61	439	142	366	423	98
	Very concerned	2	1		1	3	10
	Somewhat concerned	11	13	13	9	16	28
	Not very concerned	46	39	30	36	41	47
	Not at all concerned	41	47	57	54	40	15
	Total	100	100	100	100	100	100
Being attacked by wildlife	n=	62	448	142	367	427	98
	Very concerned	27	13	15	9	10	13
	Somewhat concerned	50	43	56	49	39	33
	Not very concerned	23	33	25	33	34	40
	Not at all concerned		11	4	9	18	14
	Total	100	100	100	100	100	100
Being a victim of crime while using public parks and pathways	n=	62	442	142	366	426	97
	Very concerned	2	2	1	2	5	8
	Somewhat concerned	21	20	13	15	24	36
	Not very concerned	55	44	50	45	44	41
	Not at all concerned	23	34	36	38	27	14
	Total	100	100	100	100	100	100
Being bullied or harassed	n=	62	440	141	363	420	97
	Very concerned	2	2	0	2	6	2
	Somewhat concerned	10	7	8	12	18	10
	Not very concerned	35	28	36	41	43	35
	Not at all concerned	52	62	56	45	33	52
	Total	100	100	100	100	100	100
Theft or damage to my property	n=	62	448	142	371	426	100
	Very concerned	5	8	5	4	16	20
	Somewhat concerned	34	29	27	29	37	27
	Not very concerned	45	43	45	48	35	38
	Not at all concerned	16	19	23	19	12	15
	Total	100	100	100	100	100	100
Driving on town streets	n=	62	446	142	373	426	95
	Very concerned	2	5	3	5	8	6
	Somewhat concerned	16	16	11	16	17	9
	Not very concerned	34	34	35	35	36	43
	Not at all concerned	48	45	51	45	39	41
	Total	100	100	100	100	100	100
Pedestrian safety at crosswalks and school zones	n=	62	449	143	372	431	98
	Very concerned	11	18	8	15	22	24
	Somewhat concerned	31	32	24	23	27	28
	Not very concerned	32	30	41	36	32	33
	Not at all concerned	26	20	27	26	19	15
	Total	100	100	100	100	100	100

Associated with Section 6.2: Location of Residency Perceptions of Issues of Concern							
Question Item	**Level of Concern**	**% of Respondents**					
		A❖	**B**	**C**	**D**	**E**	**F**
Noise coming from neighbours	n=	63	447	141	371	417	96
	Very concerned	10	11	7	7	11	22
	Somewhat concerned	24	19	21	15	24	36
	Not very concerned	33	43	43	41	41	26
	Not at all concerned	33	27	28	37	25	16
	Total	100	100	100	100	100	100
Workplace health and safety	n=	41	369	104	267	316	79
	Very concerned	2	4	4	5	5	14
	Somewhat concerned	7	14	9	10	11	19
	Not very concerned	39	35	32	26	36	30
	Not at all concerned	51	47	56	59	48	37
	Total	100	100	100	100	100	100
Quality of drinking water	n=	63	449	141	371	431	97
	Very concerned	21	8	11	8	14	13
	Somewhat concerned	21	15	16	17	17	15
	Not very concerned	32	32	30	27	30	27
	Not at all concerned	27	44	43	47	39	44
	Total	100	100	100	100	100	100
Outdoor air quality	n=	63	447	143	373	425	100
	Very concerned	17	13	10	13	15	20
	Somewhat concerned	16	19	10	19	18	16
	Not very concerned	24	28	27	24	29	29
	Not at all concerned	43	40	52	44	38	35
	Total	100	100	100	100	100	100
Litter in streets and park spaces	n=	63	448	141	371	426	98
	Very concerned	17	19	14	20	28	34
	Somewhat concerned	30	34	27	29	33	36
	Not very concerned	37	30	33	31	25	23
	Not at all concerned	16	17	26	20	13	7
	Total	100	100	100	100	100	100
Movement of hazardous waste materials through town	n=	62	443	138	367	420	97
	Very concerned	18	11	8	16	16	26
	Somewhat concerned	31	24	18	30	28	31
	Not very concerned	29	44	41	32	35	29
	Not at all concerned	23	21	33	22	21	14
	Total	100	100	100	100	100	100

Statistically significant differences (p<.05)
❖ Note: Caution should be observed due to small number of respondents.

Associated with Section 6.3: Age Category Perceptions of Precautions Taken							
Question Item	**Frequency**	**% of Respondents**					
		18 - 24yrs❖	**25 - 34yrs**	**35 - 44yrs**	**45 - 54yrs**	**55 - 64yrs**	**65+yrs**
Locked doors at home	n=	9	147	302	438	397	240
	Frequently	44	69	74	75	80	86
	Sometimes	33	17	16	13	12	11
	Rarely	22	9	7	9	6	2
	Never	0	5	4	3	2	1
	Total	100	100	100	100	100	100
Looked to see who is at the door before answering	n=	9	145	298	431	392	235
	Frequently	11	48	51	50	54	55
	Sometimes	33	25	20	23	26	23
	Rarely	44	17	18	17	11	15
	Never	11	11	10	10	9	7
	Total	100	100	100	100	100	100
Used transportation methods other than driving	n=	9	147	300	428	385	225
	Frequently	67	47	52	42	42	18
	Sometimes	22	33	29	35	29	29
	Rarely	0	10	7	12	11	24
	Never	11	11	11	11	18	29
	Total	100	100	100	100	100	100

Statistically significant differences (p<.05)
❖ Note: Caution should be observed due to small number of respondents.

Associated with Section 6.3: Location of Residency Perceptions of Precautions Taken							
		% of Respondents					
Question Item	**Frequency**	**A❖**	**B**	**C**	**D**	**E**	**F**
Made yourself aware of your surroundings when walking alone	n=	61	439	142	375	423	99
	Frequently	72	58	72	65	58	71
	Sometimes	21	26	23	23	22	24
	Rarely	7	11	3	8	13	4
	Never	0	5	3	4	6	1
	Total	72	58	72	65	58	71
Avoided isolated areas	n=	59	435	143	366	415	96
	Very concerned	24	27	31	23	29	39
	Somewhat concerned	41	32	34	34	30	43
	Not very concerned	17	25	20	28	24	15
	Not at all concerned	19	16	15	14	17	4
	Total	100	100	100	100	100	100
Walked in groups	n=	61	436	142	366	415	95
	Very concerned	34	23	33	26	17	29
	Somewhat concerned	39	39	33	42	38	39
	Not very concerned	18	24	20	20	32	25
	Not at all concerned	8	14	13	12	13	6
	Total	100	100	100	100	100	100
Planned safe walking routes	n=	61	434	142	364	413	100
	Very concerned	18	27	31	29	22	39
	Somewhat concerned	43	24	23	26	26	30
	Not very concerned	23	25	22	23	24	19
	Not at all concerned	16	24	25	23	28	12
	Total	100	100	100	100	100	100
Looked to see who is at the door before answering	n=	61	444	143	374	420	96
	Very concerned	56	49	57	52	50	65
	Somewhat concerned	30	25	27	23	20	23
	Not very concerned	15	17	8	17	18	4
	Not at all concerned	0	8	8	9	12	8
	Total	100	100	100	100	100	100
Reported suspicious persons or activity in your neighbourhood to police	n=	56	421	127	352	406	95
	Very concerned	4	4	6	3	8	11
	Somewhat concerned	11	12	14	10	21	21
	Not very concerned	25	29	13	21	21	23
	Not at all concerned	61	55	67	66	50	45
	Total	100	100	100	100	100	100
Reported safety hazards to appropriate authorities	n=	55	409	128	351	396	96
	Very concerned	4	4	2	3	6	13
	Somewhat concerned	20	20	20	16	19	20
	Not very concerned	25	21	19	21	21	19
	Not at all concerned	51	54	59	60	53	49
	Total	100	100	100	100	100	100
Used transportation methods other than driving	n=	62	433	140	370	416	99
	Very concerned	26	38	28	44	49	42
	Somewhat concerned	29	36	40	29	25	27
	Not very concerned	27	11	17	12	10	11
	Not at all concerned	18	14	15	15	16	19
	Total	100	100	100	100	100	100
Participated in neighbourhood watch programs	n=	51	407	125	333	385	85
	Very concerned	6	3	2	2	4	4
	Somewhat concerned	6	8	6	3	8	5
	Not very concerned	10	9	8	6	7	14
	Not at all concerned	78	80	85	89	81	78
	Total	100	100	100	100	100	100
Used environmentally friendly ways to control pests	n=	51	376	108	305	343	67
	Very concerned	27	35	25	36	33	24
	Somewhat concerned	35	30	27	33	35	33
	Not very concerned	16	16	10	11	13	15
	Not at all concerned	22	19	38	19	19	28
	Total	100	100	100	100	100	100

Statistically significant differences ($p<.05$)
❖ Note: Caution should be observed due to small number of respondents.

APPENDIX E – NEIGHBOURHOOD ANALYSIS

My neighbourhood is a safe place to live

			Neighborhood						Total
			A	B	C	D	E	F	
	Disagree completely	Count	1	4	2	1	6	5	19
		% within Q6. Neighborhood	1.6%	.9%	1.4%	.3%	1.4%	5.2%	1.2%
	Disagree somewhat	Count	1	12	1	7	21	13	55
		% within Q6. Neighborhood	1.6%	2.7%	.7%	1.9%	4.9%	13.5%	3.5%
	Neither disagree nor agree	Count	3	18	5	8	32	13	79
		% within Q6. Neighborhood	4.8%	4.0%	3.5%	2.1%	7.5%	13.5%	5.1%
	Agree somewhat	Count	15	123	42	104	173	36	493
		% within Q6. Neighborhood	24.2%	27.3%	29.8%	27.5%	40.7%	37.5%	31.8%
	Agree completely	Count	42	293	91	258	193	29	906
		% within Q6. Neighborhood	67.7%	65.1%	64.5%	68.3%	45.4%	30.2%	58.4%
Total		Count	62	450	141	378	425	96	1552
		% within Q6. Neighborhood	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)

Il recognize a number of adults and children in my Neighbourhood

			Neighborhood						Total
			A	B	C	D	E	F	
	Disagree completely	Count	3	7	12	4	8	12	46
		% within Q6. Neighborhood	4.9%	1.6%	8.5%	1.1%	1.9%	12.9%	3.0%
	Disagree somewhat	Count	6	14	12	14	24	13	83
		% within Q6. Neighborhood	9.8%	3.1%	8.5%	3.7%	5.8%	14.0%	5.4%
	Neither disagree nor agree	Count	1	20	11	15	27	11	85
		% within Q6. Neighborhood	1.6%	4.5%	7.7%	4.0%	6.5%	11.8%	5.5%
	Agree somewhat	Count	30	154	69	164	183	41	641
		% within Q6. Neighborhood	49.2%	34.5%	48.6%	43.4%	44.2%	44.1%	41.8%
	Agree completely	Count	21	251	38	181	172	16	679
		% within Q6. Neighborhood	34.4%	56.3%	26.8%	47.9%	41.5%	17.2%	44.3%
Total		Count	61	446	142	378	414	93	1534
		% within Q6. Neighborhood	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)

I feel like i belong in my neighbourhood

			Q6. Neighborhood						Total
			A	B	C	D	E	F	
	Disagree completely	Count	1	5	2	3	6	6	23
		% within Q6. Neighborhood	1.6%	1.1%	1.5%	.8%	1.4%	6.3%	1.5%
	Disagree somewhat	Count	2	12	7	15	19	11	66
		% within Q6. Neighborhood	3.2%	2.7%	5.1%	4.0%	4.6%	11.6%	4.3%
	Neither disagree nor agree	Count	5	45	22	26	53	18	169
		% within Q6. Neighborhood	8.1%	10.2%	16.2%	7.0%	12.7%	18.9%	11.1%
	Agree somewhat	Count	23	122	42	115	146	35	483
		% within Q6. Neighborhood	37.1%	27.6%	30.9%	30.7%	35.0%	36.8%	31.7%
	Agree completely	Count	31	258	63	215	193	25	785
		% within Q6. Neighborhood	50.0%	58.4%	46.3%	57.5%	46.3%	26.3%	51.4%
Total		Count	62	442	136	374	417	95	1526
		% within Q6. Neighborhood	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)

I regularly stop and talk with people in my neighbourhood

			Neighborhood						Total
			A	B	C	D	E	F	
	Disagree completely	Count	3	11	5	4	9	11	43
		% within Q6. Neighborhood	4.8%	2.5%	3.5%	1.1%	2.2%	11.7%	2.8%
	Disagree somewhat	Count	6	19	16	24	28	13	106
		% within Q6. Neighborhood	9.7%	4.3%	11.3%	6.3%	6.7%	13.8%	6.9%
	Neither disagree nor agree	Count	6	47	19	16	38	19	145
		% within Q6. Neighborhood	9.7%	10.6%	13.4%	4.2%	9.2%	20.2%	9.4%
	Agree somewhat	Count	27	154	57	151	181	39	609
		% within Q6. Neighborhood	43.5%	34.6%	40.1%	39.9%	43.6%	41.5%	39.6%
	Agree completely	Count	20	214	45	183	159	12	633
		% within Q6. Neighborhood	32.3%	48.1%	31.7%	48.4%	38.3%	12.8%	41.2%
Total		Count	62	445	142	378	415	94	1536
		% within Q6. Neighborhood	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)

I would like to stay in my neighbourhood for many years to come

			Neighborhood						Total
			A	B	C	D	E	F	
	Disagree completely	Count	1	23	6	13	15	15	73
		% within Q6. Neighborhood	1.8%	5.2%	4.3%	3.5%	3.5%	15.8%	4.8%
	Disagree somewhat	Count	4	27	4	17	20	11	83
		% within Q6. Neighborhood	7.0%	6.2%	2.8%	4.6%	4.7%	11.6%	5.4%
	Neither disagree nor agree	Count	3	58	12	30	42	17	162
		% within Q6. Neighborhood	5.3%	13.2%	8.5%	8.1%	9.8%	17.9%	10.6%
	Agree somewhat	Count	18	118	36	92	119	22	405
		% within Q6. Neighborhood	31.6%	26.9%	25.5%	24.7%	27.9%	23.2%	26.5%
	Agree completely	Count	31	213	83	220	231	30	808
		% within Q6. Neighborhood	54.4%	48.5%	58.9%	59.1%	54.1%	31.6%	52.8%
Total		Count	57	439	141	372	427	95	1531
		% within Q6. Neighborhood	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)

I could count on people in my neighbourhood for help in an emergency

			Neighborhood						Total
			A	B	C	D	E	F	
	Disagree completely	Count	4	8	8	4	12	17	53
		% within Q6. Neighborhood	6.3%	1.8%	5.6%	1.1%	2.9%	18.1%	3.5%
	Disagree somewhat	Count	6	18	12	19	33	4	92
		% within Q6. Neighborhood	9.5%	4.1%	8.5%	5.1%	8.0%	4.3%	6.0%
	Neither disagree nor agree	Count	9	43	29	29	45	30	185
		% within Q6. Neighborhood	14.3%	9.7%	20.4%	7.8%	10.9%	31.9%	12.1%
	Agree somewhat	Count	20	126	41	125	148	27	487
		% within Q6. Neighborhood	31.7%	28.4%	28.9%	33.6%	35.7%	28.7%	31.9%
	Agree completely	Count	24	248	52	195	176	16	711
		% within Q6. Neighborhood	38.1%	56.0%	36.6%	52.4%	42.5%	17.0%	46.5%
Total		Count	63	443	142	372	414	94	1528
		% within Q6. Neighborhood	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)

People in my neighbourhood would come together to deal with a neighbourhood problem

			Neighborhood						Total
			A	B	C	D	E	F	
	Disagree completely	Count	3	9	3	7	14	8	44
		% within Q6. Neighborhood	4.8%	2.0%	2.2%	1.9%	3.4%	8.8%	2.9%
	Disagree somewhat	Count	6	25	10	23	38	15	117
		% within Q6. Neighborhood	9.7%	5.7%	7.2%	6.3%	9.1%	16.5%	7.7%
	Neither disagree nor agree	Count	6	91	33	73	101	28	332
		% within Q6. Neighborhood	9.7%	20.7%	23.7%	19.9%	24.3%	30.8%	21.9%
	Agree somewhat	Count	29	154	42	132	135	34	526
		% within Q6. Neighborhood	46.8%	35.0%	30.2%	36.1%	32.5%	37.4%	34.7%
	Agree completely	Count	18	161	51	131	128	6	495
		% within Q6. Neighborhood	29.0%	36.6%	36.7%	35.8%	30.8%	6.6%	32.7%
Total		Count	62	440	139	366	416	91	1514
		% within Q6. Neighborhood	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)

I borrow things from or trade favours with people in my neighbourhood

			Neighborhood						Total
			A	B	C	D	E	F	
	Disagree completely	Count	11	33	39	46	64	29	222
		% within Q6. Neighborhood	19.6%	7.8%	30.0%	12.5%	16.0%	33.7%	15.1%
	Disagree somewhat	Count	6	36	8	27	35	9	121
		% within Q6. Neighborhood	10.7%	8.5%	6.2%	7.3%	8.7%	10.5%	8.3%
	Neither disagree nor agree	Count	8	46	21	38	54	20	187
		% within Q6. Neighborhood	14.3%	10.8%	16.2%	10.3%	13.5%	23.3%	12.8%
	Agree somewhat	Count	18	151	36	146	140	19	510
		% within Q6. Neighborhood	32.1%	35.6%	27.7%	39.6%	34.9%	22.1%	34.8%
	Agree completely	Count	13	158	26	112	108	9	426
		% within Q6. Neighborhood	23.2%	37.3%	20.0%	30.4%	26.9%	10.5%	29.1%
Total		Count	56	424	130	369	401	86	1466
		% within Q6. Neighborhood	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)

I get involved in neighbourhood events or activities

			Neighborhood						Total
			A	B	C	D	E	F	
	Disagree completely	Count	6	43	18	37	46	20	170
		% within Q6. Neighborhood	10.3%	11.1%	14.8%	11.8%	13.0%	24.7%	12.9%
	Disagree somewhat	Count	11	60	21	31	46	12	181
		% within Q6. Neighborhood	19.0%	15.4%	17.2%	9.9%	13.0%	14.8%	13.7%
	Neither disagree nor agree	Count	11	120	34	78	96	22	361
		% within Q6. Neighborhood	19.0%	30.8%	27.9%	24.8%	27.1%	27.2%	27.4%
	Agree somewhat	Count	20	104	29	115	118	22	408
		% within Q6. Neighborhood	34.5%	26.7%	23.8%	36.6%	33.3%	27.2%	31.0%
	Agree completely	Count	10	62	20	53	48	5	198
		% within Q6. Neighborhood	17.2%	15.9%	16.4%	16.9%	13.6%	6.2%	15.0%
Total		Count	58	389	122	314	354	81	1318
		% within Q6. Neighborhood	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences (p<.05)

I have influence in changing my neighbourhood for the better

			Neighborhood						Total
			A	B	C	D	E	F	
	Disagree completely	Count	5	40	15	35	51	13	159
		% within Q6. Neighborhood	8.5%	9.7%	11.7%	10.3%	13.2%	14.9%	11.3%
	Disagree somewhat	Count	10	65	16	48	56	12	207
		% within Q6. Neighborhood	16.9%	15.8%	12.5%	14.1%	14.5%	13.8%	14.7%
	Neither disagree nor agree	Count	16	124	40	116	115	24	435
		% within Q6. Neighborhood	27.1%	30.2%	31.3%	34.0%	29.8%	27.6%	30.8%
	Agree somewhat	Count	19	130	39	104	114	30	436
		% within Q6. Neighborhood	32.2%	31.6%	30.5%	30.5%	29.5%	34.5%	30.9%
	Agree completely	Count	9	52	18	38	50	8	175
		% within Q6. Neighborhood	15.3%	12.7%	14.1%	11.1%	13.0%	9.2%	12.4%
Total		Count	59	411	128	341	386	87	1412
		% within Q6. Neighborhood	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I help out in my neighbourhood by volunteering

			Q6. Neighborhood						Total
			A	B	C	D	E	F	
	Disagree completely	Count	10	62	33	51	62	21	239
		% within Q6. Neighborhood	20.4%	16.3%	29.5%	17.9%	18.0%	26.9%	19.1%
	Disagree somewhat	Count	9	63	13	38	46	13	182
		% within Q6. Neighborhood	18.4%	16.5%	11.6%	13.3%	13.4%	16.7%	14.6%
	Neither disagree nor agree	Count	12	108	31	80	87	24	342
		% within Q6. Neighborhood	24.5%	28.3%	27.7%	28.1%	25.3%	30.8%	27.4%
	Agree somewhat	Count	9	82	17	76	91	18	293
		% within Q6. Neighborhood	18.4%	21.5%	15.2%	26.7%	26.5%	23.1%	23.5%
	Agree completely	Count	9	66	18	40	58	2	193
		% within Q6. Neighborhood	18.4%	17.3%	16.1%	14.0%	16.9%	2.6%	15.5%
Total		Count	49	381	112	285	344	78	1249
		% within Q6. Neighborhood	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Significant differences ($p<.05$)

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MARKETING RESEARCH, STRATEGY,

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