

The Town of Canmore 2023 Citizen Perspectives Survey

I always appreciate the Citizen Perspectives Survey that the Town of Canmore conducts every two years as it gives us a balanced snapshot of residents' opinions. Overall, the results this year are positive while still identifying areas where we could do better.

As in past years, we contracted Ipsos to conduct a random phone survey in February among a representative sample of 400 residents to provide statistically valid results. Council uses this survey to understand the needs and perceptions of residents, which helps our strategic planning and setting service levels; administration uses the feedback to help improve service delivery.

Given society's tendency towards a growing mistrust of government, I was pleased to see that two-thirds of our residents are satisfied or very satisfied with the Town of Canmore's municipal government. Of course, we'd love that number to be higher, and so we are working to find ways to improve. While the survey was done on the heels of the announcement there would be a 12% tax increase this year, despite this reality - 72% of residents said they get good or very good value from their taxes.

As we already knew, but now it is good to have statistical confirmation, we hear loud and clear that social issues are this year's top issue as stated by 47% of the respondents. Social issues are almost entirely driven by concerns related to housing. We are taking steps to address housing by updating certain area structure plans to allow for more appropriate housing developments, working with Canmore Community Housing, and exploring other policies/tools at the municipality's disposal.

Overall perceptions of quality of life are quite positive with 93% of respondents saying it is good or very good, while 99% of residents continue to feel safe in Canmore.

That said, more than half (52%) of people noted their perceived change in quality of life has worsened over the past three years. While this is a trend for municipalities across Alberta, in Canmore the cost of living, growth/development, and housing affordability/availability are the main reasons stated for their quality of life worsening.

An area for improvement is to increase the number of residents feeling heard after they provide feedback, as only 55% agree we use input from residents in decision-making about our projects and services. Further, 48% agree our decision-making about projects and services is reflective of the voice of the majority of residents. Council must always act in the best interests of the community as a whole, despite opposing views of some individuals, but regardless of the decision it is important that people feel heard.

Overall satisfaction with Town of Canmore services and programs is high (86%), and even so we are always working to increase that number. Of note, the Town of Canmore has been doing more to reduce climate change and improve human wildlife co-existence and the numbers demonstrate it is being noticed. Both perception of environmental sustainability and management of human-wildlife interaction have improved 8% respectively with three-quarters of residents saying we are doing a good job addressing these issues.

We appreciate residents' participation in this process, as it truly helps identify important local issues and influence the long-term vision and service delivery for the Town of Canmore. Visit canmore.ca/survey if you'd like to see the full results of the survey.

Mayor Sean Krausert
April 18, 2023

2023 CITIZEN PERSPECTIVES SURVEY

Town of Canmore

Final Report

April 11, 2023

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INTRODUCTION



Background & Objectives

This report presents the findings of the Town of Canmore's 2023 Citizen Perspectives Survey. The Citizen Perspectives Survey is conducted every few years to assess citizens' attitudes and opinions toward the Town, and to understand the day-to-day experiences of local citizens.

The survey covers a wide range of topics, including:

- Important local issues
- Quality of life
- Perceptions of staff and Council
- Importance of and satisfaction with Town services
- Financial planning
- Communications, engagement, and customer service
- Environmental sustainability
- Community safety
- Growth and development
- Diversity and inclusion

Insights gained by this research help inform future priorities and direction for Town of Canmore Council and administration.



Methodology

Ipsos conducted a total of 400 telephone interviews with a randomly selected representative sample of Canmore residents aged 18 years or older¹.

Interviewing was conducted on cellphones and landlines. A screening question was included at the start of the survey to confirm residency (either full-time or part-time) in Canmore.

All interviews were conducted between February 1 and 14, 2023.

The final data has been weighted to ensure that the gender/age distribution reflects that of the actual population in Canmore according to 2021 Census data.

Overall results based on a sample size of 400 are accurate to within $\pm 4.9\%$, 19 times out of 20. The margin of error will be larger for sample subgroups.

Interpreting and Viewing the Results

Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Where possible, this year's results have been compared to the Town's 2021 and 2017 Citizen Perspectives Surveys to understand how attitudes and priorities are changing, identify new or emerging issues facing the community, and monitor perceptions of the Town's performance in key areas. Statistically significant differences between 2023 and 2021 are indicated by arrows (\uparrow statistically higher than 2021; \downarrow statistically lower than 2021).

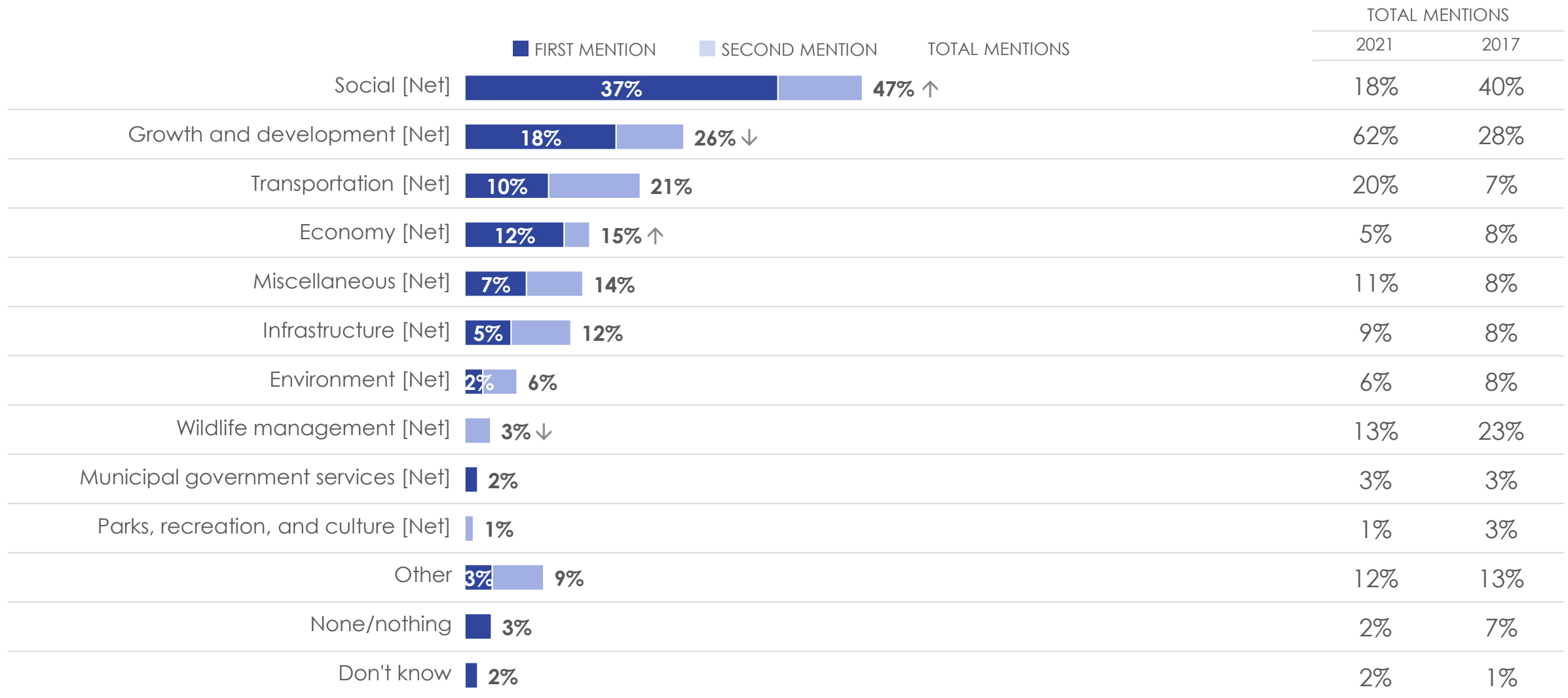
¹The methodology used to conduct the 2023 Citizen Perspectives Survey is consistent with past surveys except for the sample size, which was increased from 300 to 400. A larger sample size reduces the overall margin of error and allows for a more statistically robust analysis of sample subgroups.



DETAILED RESULTS

IMPORTANT LOCAL ISSUES

Important Local Issues (CODED OPEN-END, MULTIPLE RESPONSES ALLOWED)



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

Q1. In your view, as a resident of Canmore, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

Important Local Issues (CODED OPEN-END, MULTIPLE RESPONSES ALLOWED)

	TOTAL MENTIONS
Social [NET]	47%
Affordable housing	34%
Housing (unspecified)	8%
Availability of housing	5%

	TOTAL MENTIONS
Growth and Development [NET]	26%
Three Sisters development	6%
Development (unspecified)	5%
Too much growth/development	5%
Too many tourists/visitors	4%
Sustainable growth/development	3%
Keeping the small-town atmosphere	2%
Population growth	2%

	TOTAL MENTIONS
Transportation [NET]	21%
Parking issues/tickets	10%
Traffic congestion	9%
Public transit/bus service schedules	2%

	TOTAL MENTIONS
Economy [NET]	15%
Cost of living	14%

	TOTAL MENTIONS
Miscellaneous [NET]	14%
Budget control/appropriate spending of taxes	5%
Taxes/high taxes	4%
Health/medical services/facilities	3%
Part-time/non-residents buying properties	2%

	TOTAL MENTIONS
Infrastructure [NET]	12%
Road maintenance	7%
Improve infrastructure	4%

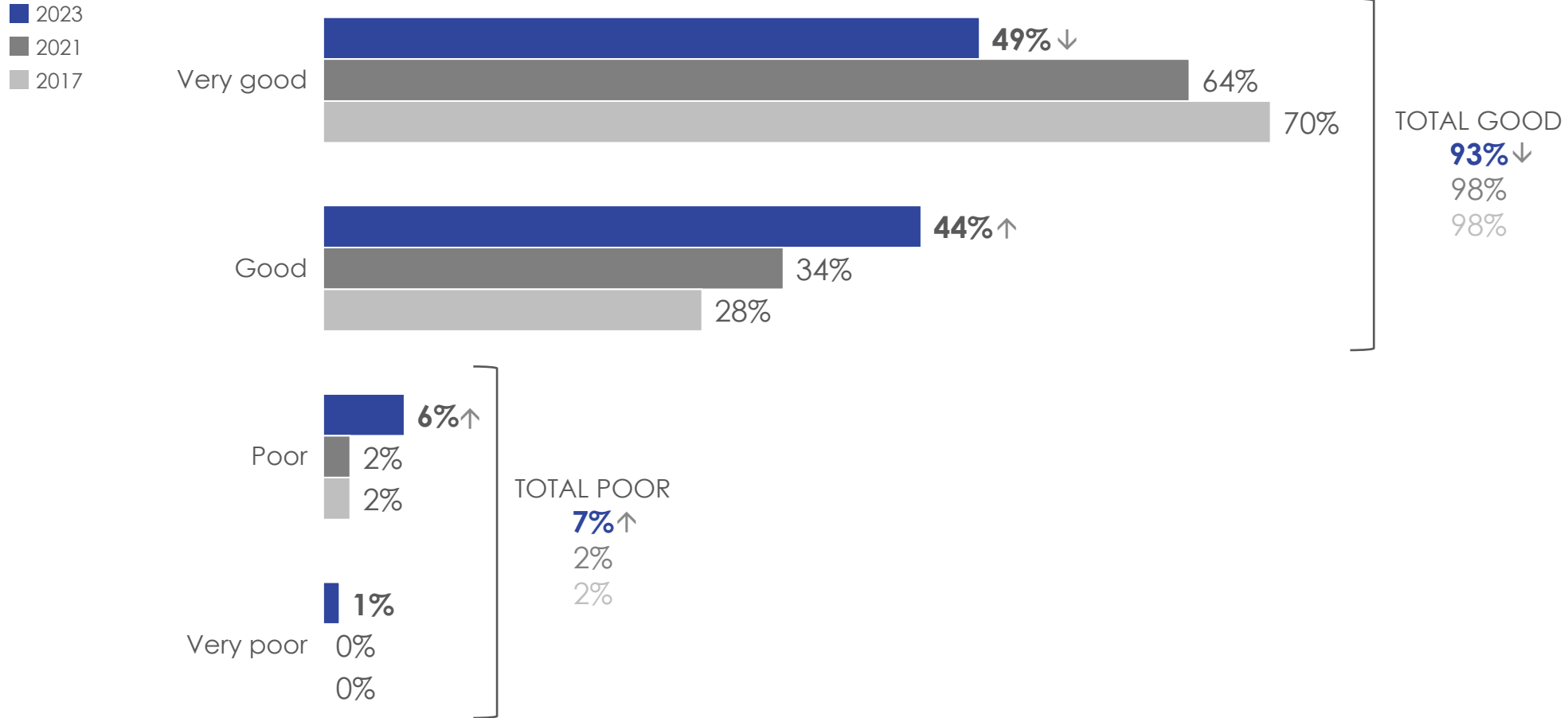
Note: A "NET" is a combination of two or more mentions that cover a specific theme. Only NETS of 10% or higher are shown – individual responses of 2% or higher shown.

Q1. In your view, as a resident of Canmore, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: All respondents – 2023 (n=400)

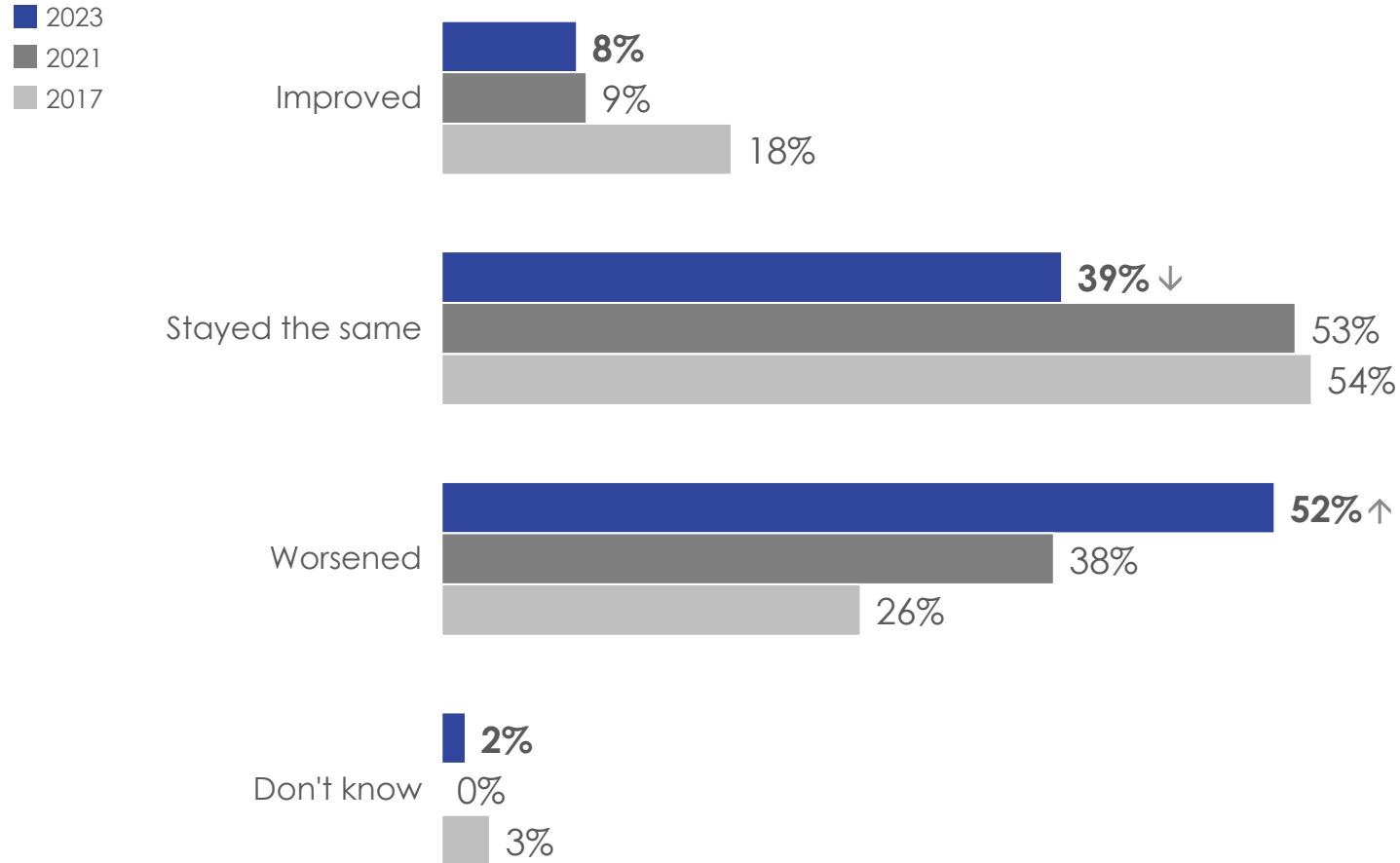
QUALITY OF LIFE

Overall Quality of Life



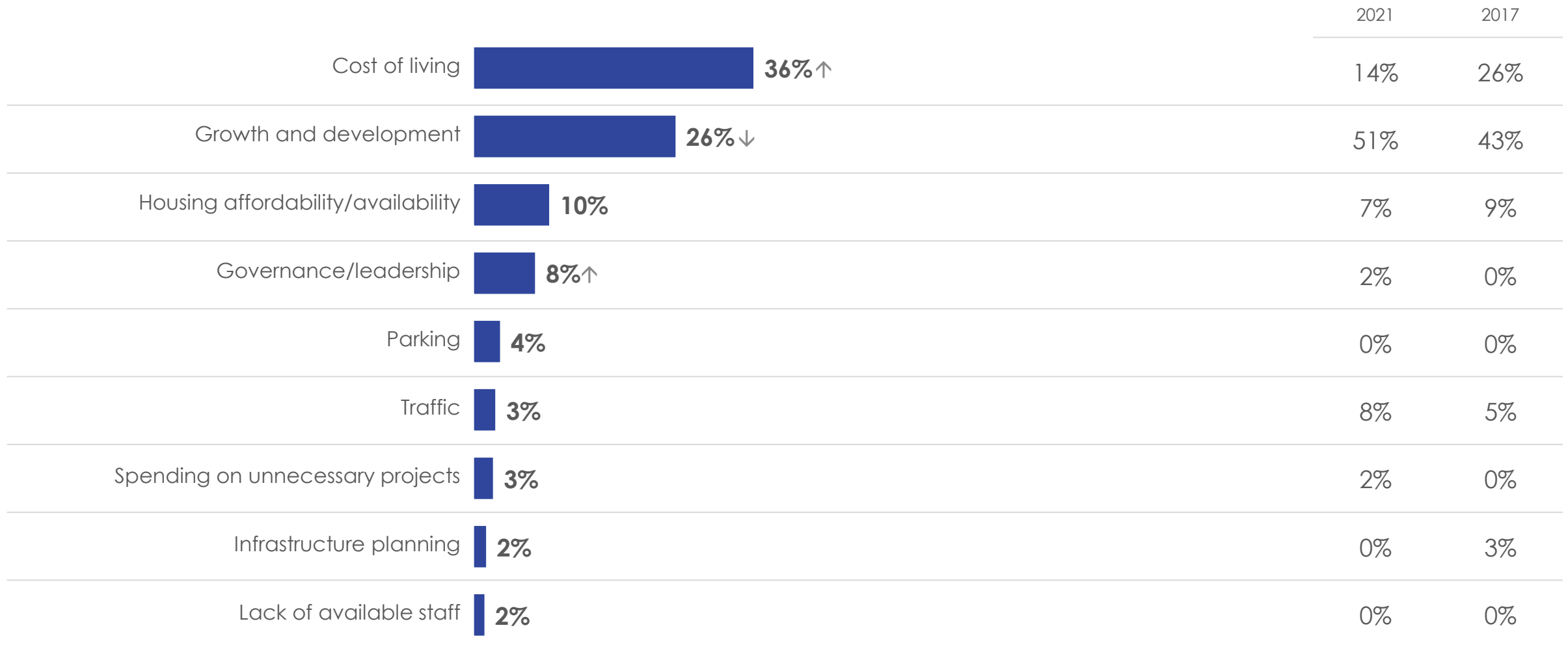
Q2. How would you rate the overall quality of life in Canmore today? Would you say ...?
 Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

Change in Quality of Life Past 3 Years



Q3. And, do you feel that the quality of life in Canmore in the past three years has ...?
Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

Reasons Quality of Life has Worsened (CODED OPEN-END)



2023 mentions <2% not shown.

* Small base size (<100), interpret with caution.

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

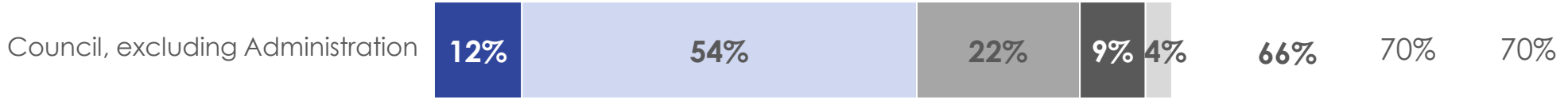
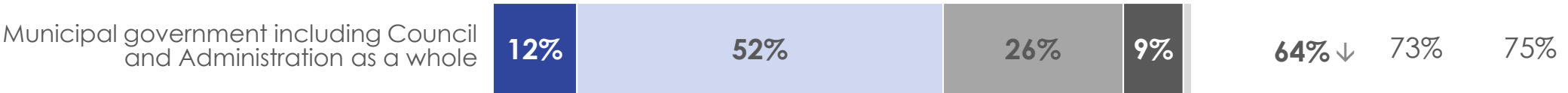
Base: Those saying the quality of life has worsened – 2023 (n=210); 2021 (n=132); 2017 (n=88)*

PERCEPTIONS OF STAFF AND COUNCIL

Satisfaction with Council and Administration

■ VERY SATISFIED
 ■ SOMEWHAT SATISFIED
 ■ NOT VERY SATISFIED
 ■ NOT AT ALL SATISFIED
 ■ DON'T KNOW

TOTAL SATISFIED		
2023	2021	2017

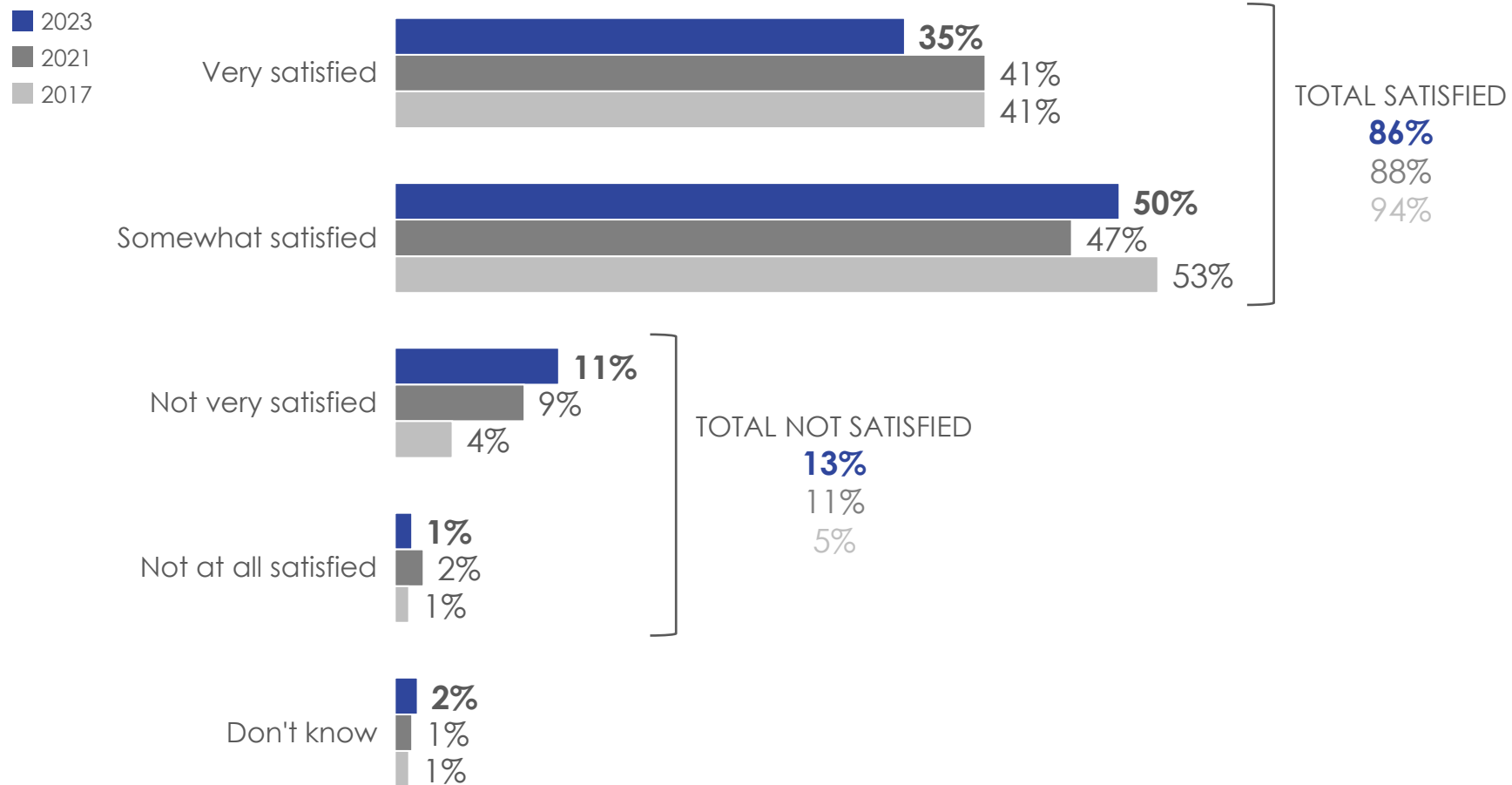


Q6. Taking everything into account, how satisfied are you with the way the Town of Canmore's [INSERT ITEM] is going about running the community?
 Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)



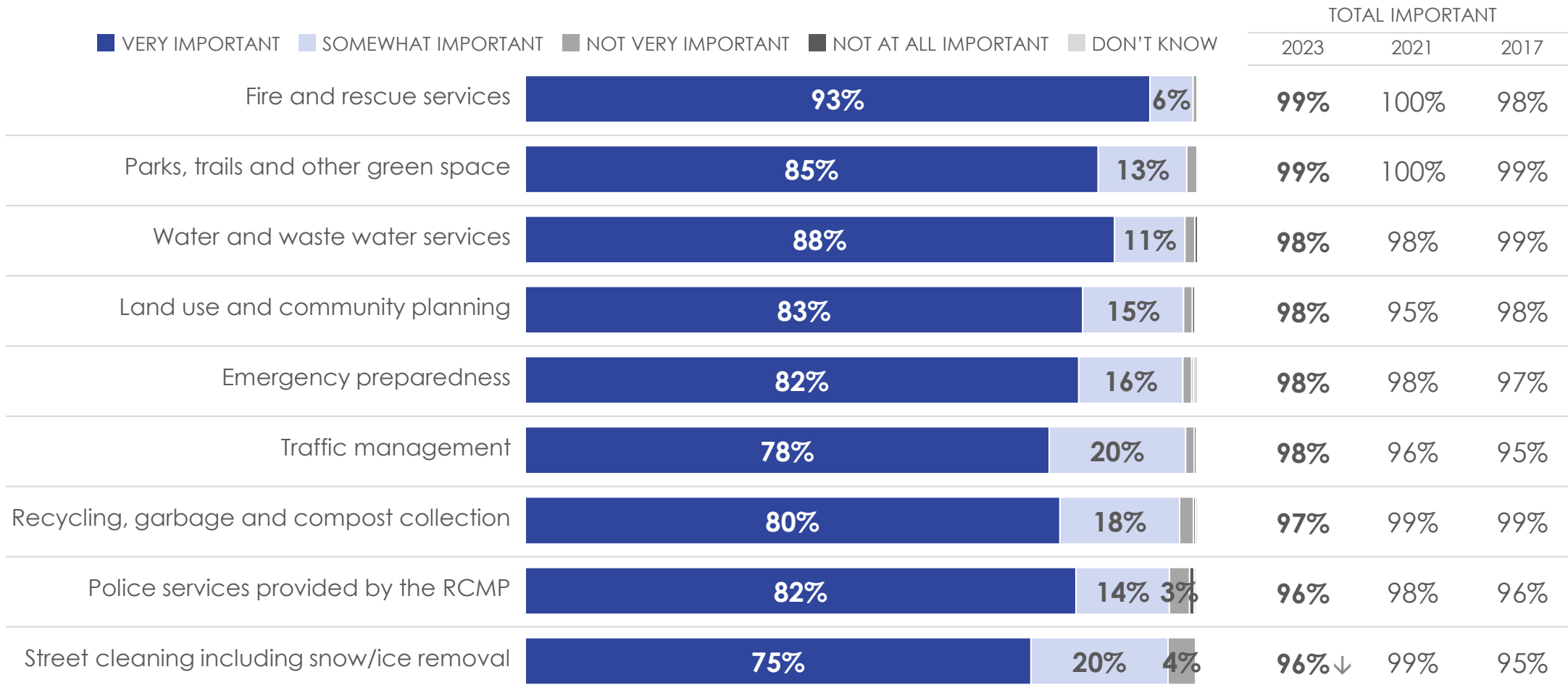
IMPORTANCE OF AND SATISFACTION WITH TOWN SERVICES

Overall Satisfaction with Town Programs and Services



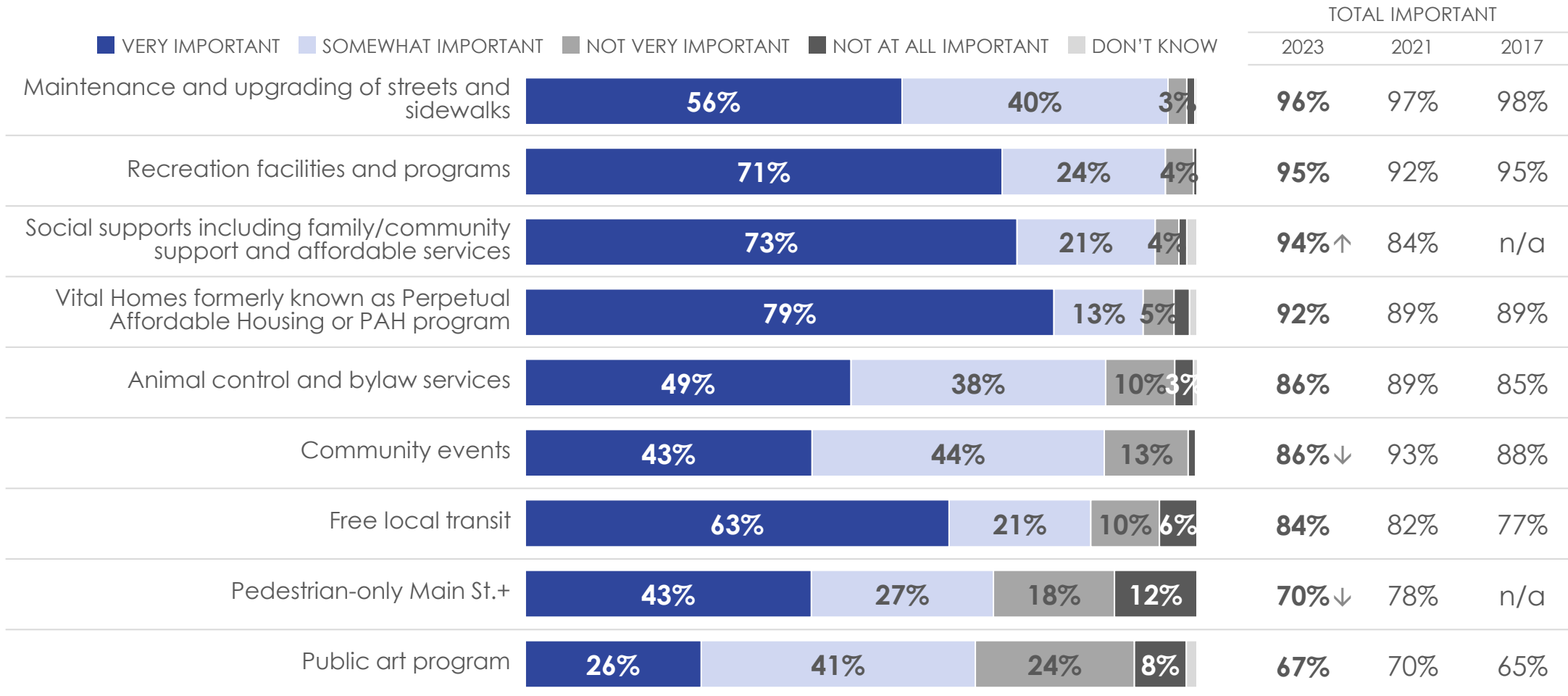
Q7x. How satisfied are you with the overall level and quality of services and programs provided by the Town of Canmore? Are you ...?
 Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

Importance of Town Programs and Services (1/2)



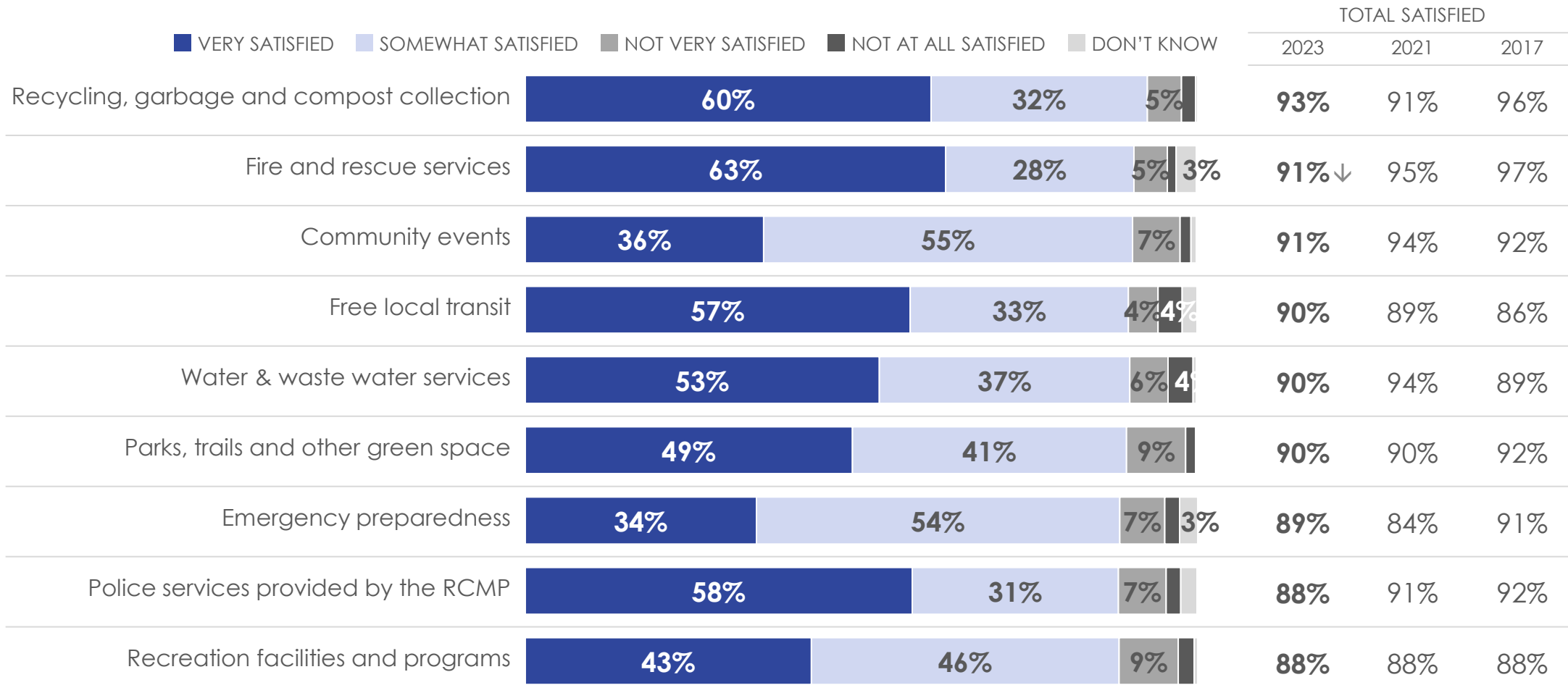
Q7a. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how important each one is to you.
 Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

Importance of Town Programs and Services (2/2)



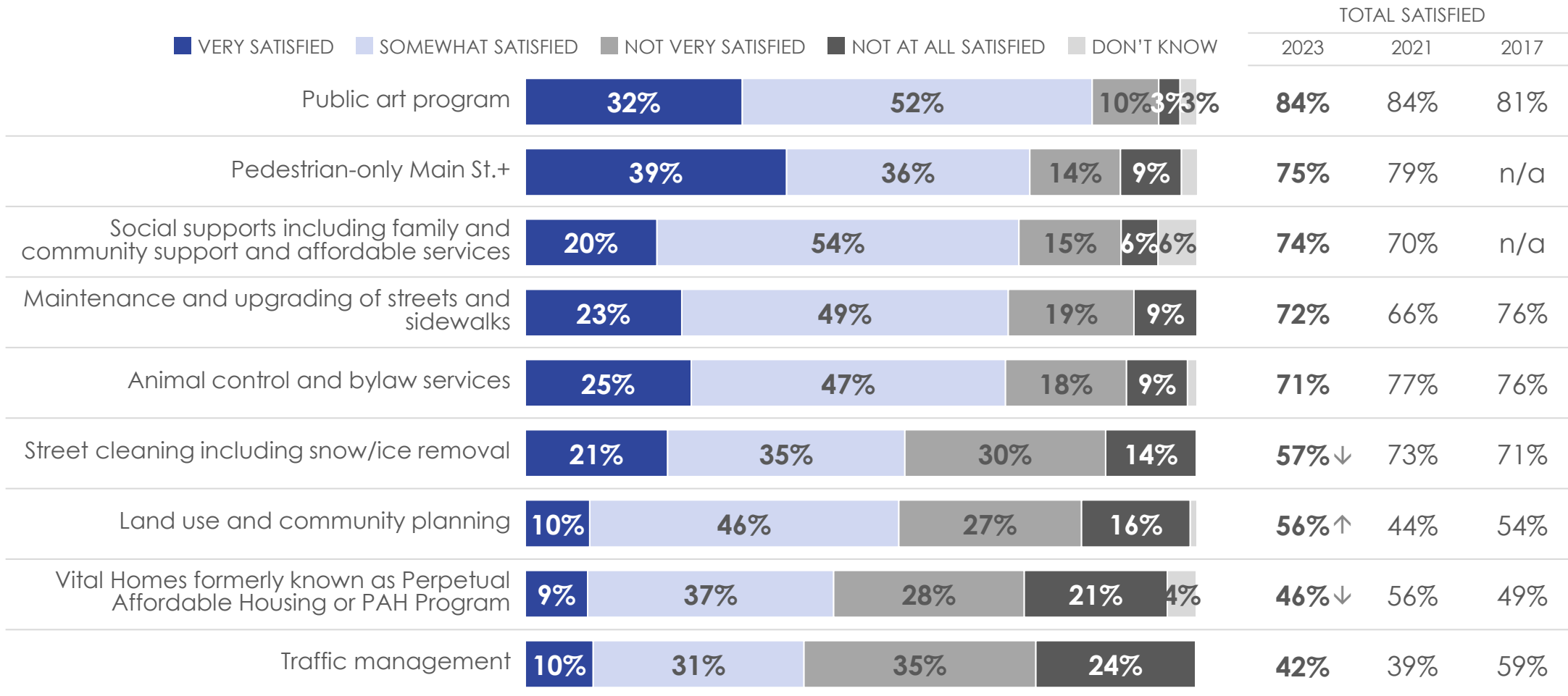
+ The words "in response to COVID-19" removed in 2023.
 Q7a. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how important each one is to you.
 Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

Satisfaction with Town Programs and Services (1/2)



Q7b. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how satisfied you are with the job the Town is doing in providing that program or service.
 Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

Satisfaction with Town Programs and Services (2/2)

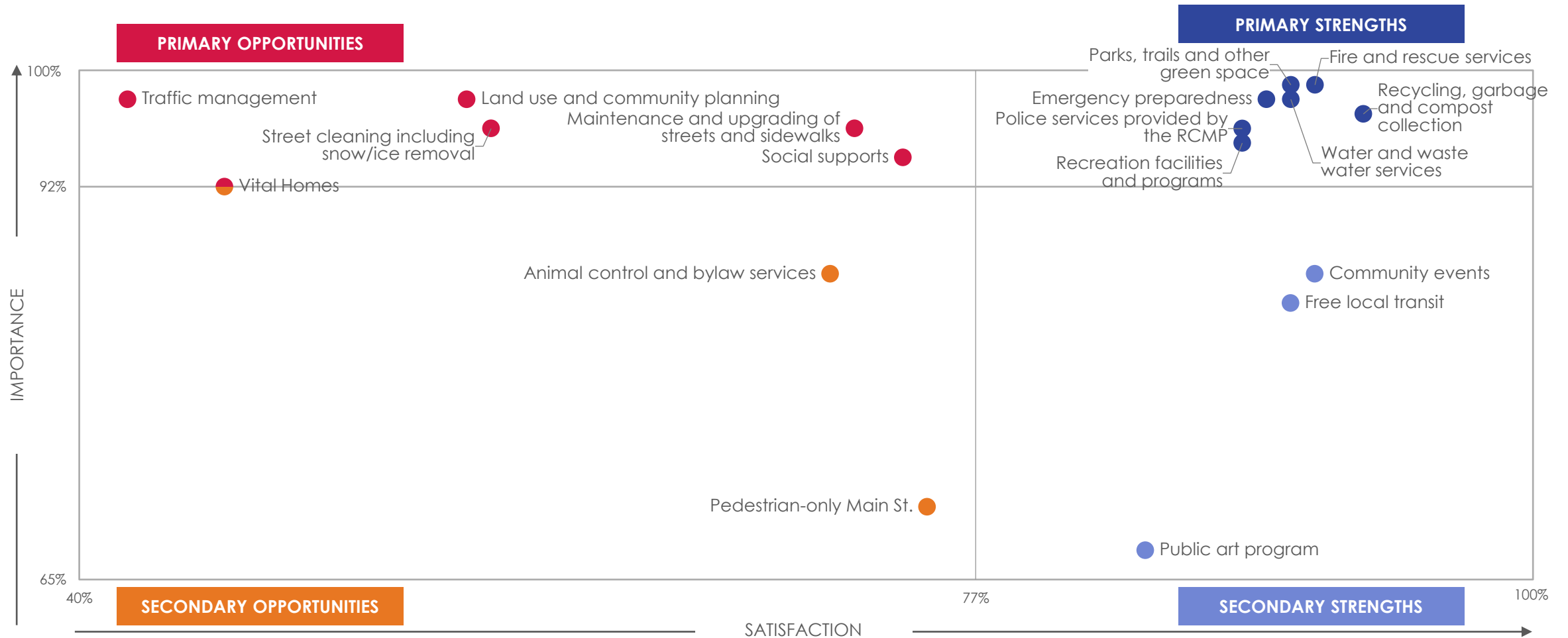


+ The words "in response to COVID-19" removed in 2023.

Q7b. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how satisfied you are with the job the Town is doing in providing that program or service.

Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

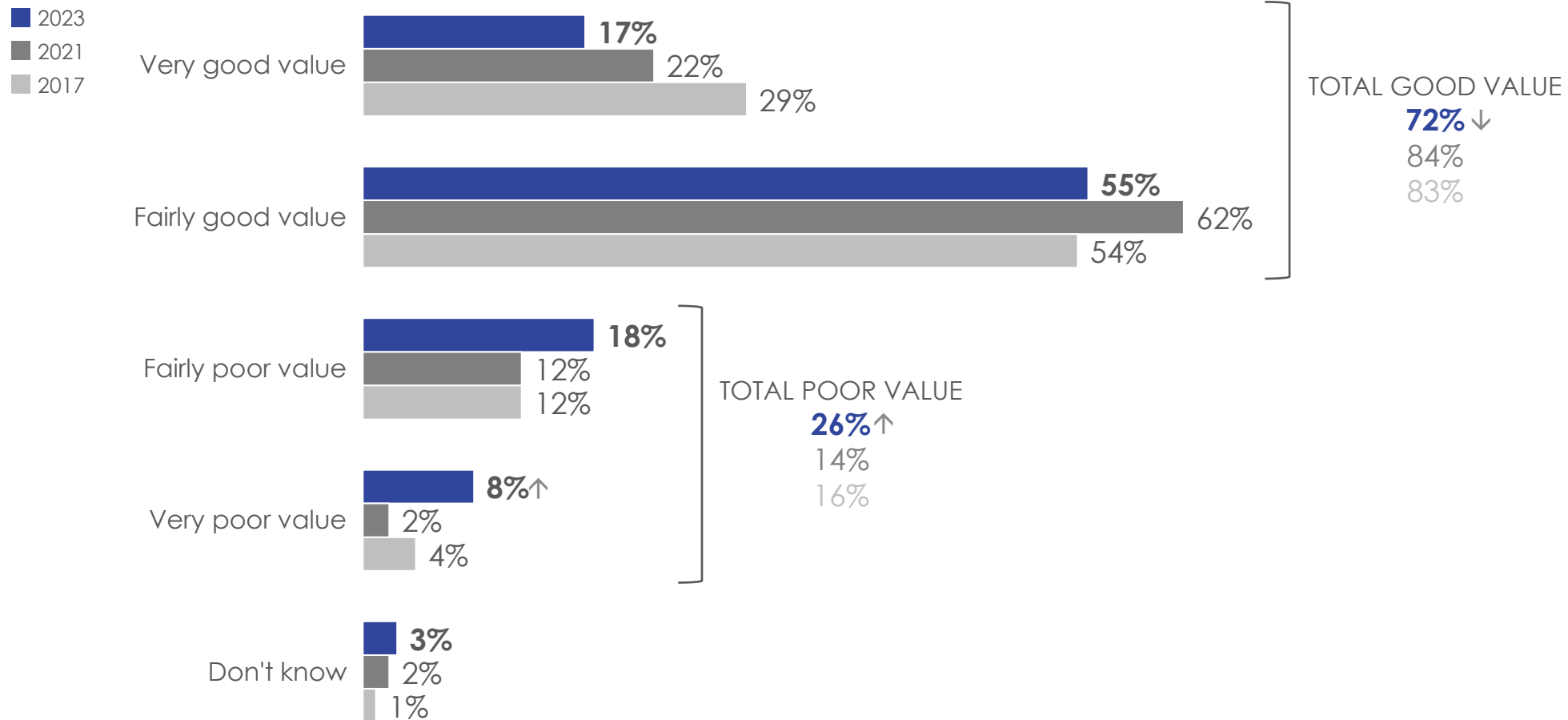
Importance vs. Satisfaction Action Grid



Q7a. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how important each one is to you.
 Q7b. I am going to read a list of programs and services provided to you by the Town of Canmore. Please tell me how satisfied you are with the job the Town is doing in providing that program or service.
 Base: All respondents – 2023 (n=400)

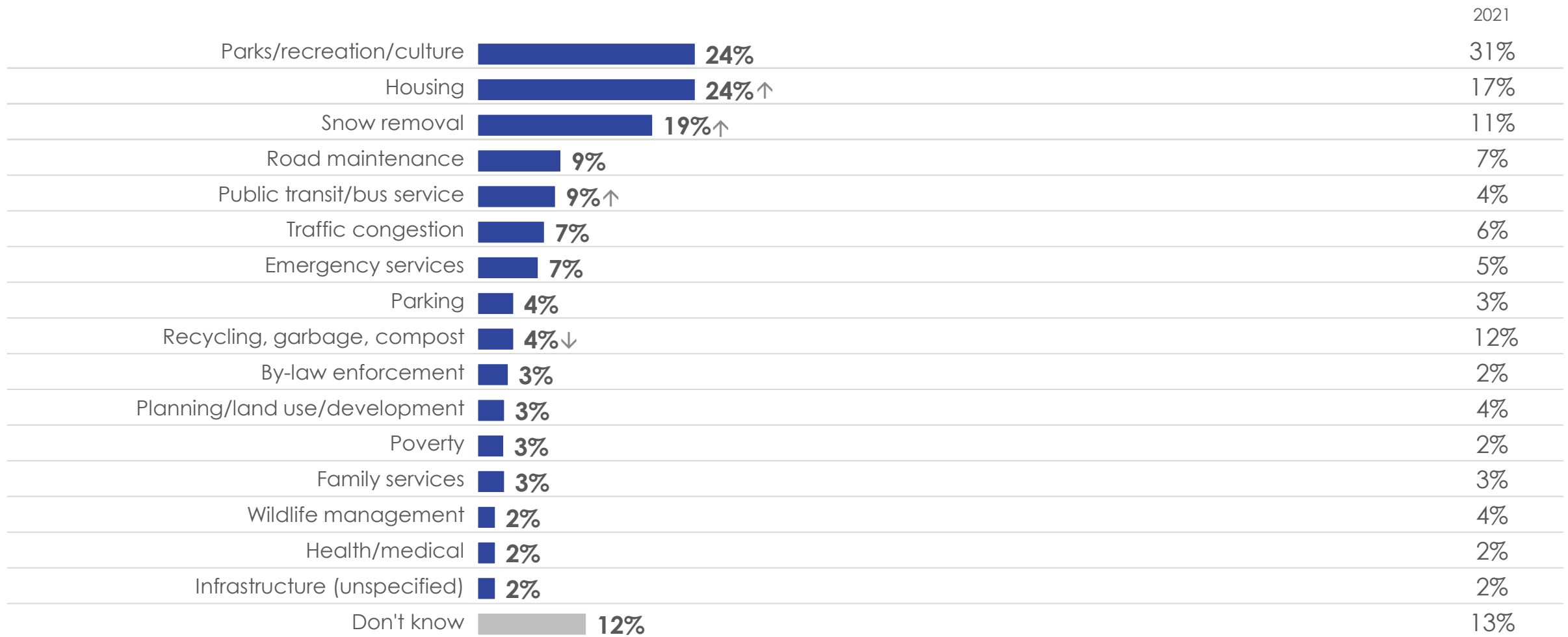
FINANCIAL PLANNING

Value for Taxes



Q8. Thinking about all the programs and services you receive from the Town of Canmore, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)
 Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

Suggestions for Services to Spend More On (CODED OPEN-END, MULTIPLE RESPONSES ALLOWED)



2023 mentions <2% not shown.

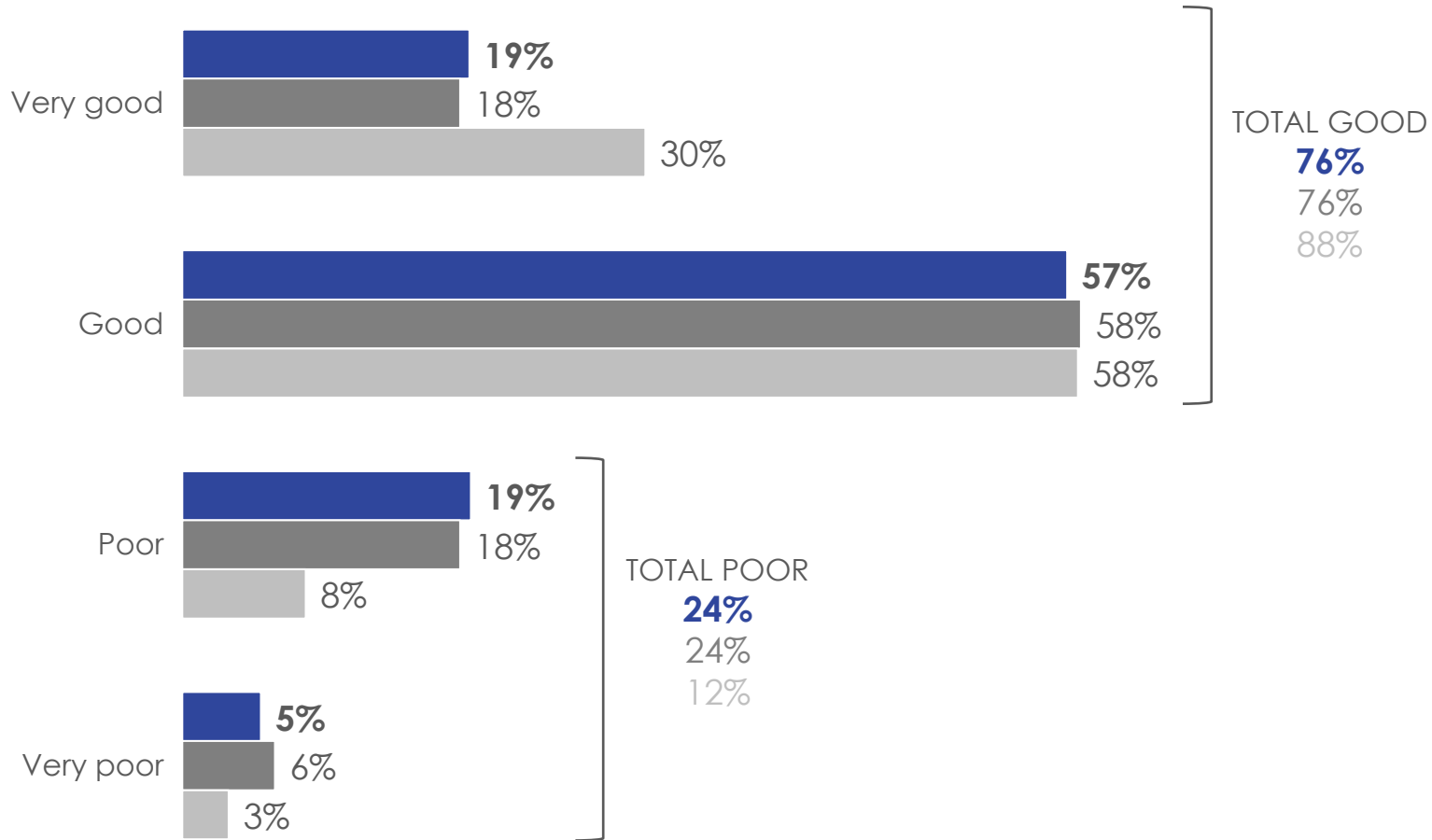
Q8b. Considering all the services that you know the Town of Canmore offers, name up to two services that you would propose to spend more on to receive an increase in service.

Base: All respondents – 2023 (n=400); 2021 (n=300)

COMMUNICATIONS, ENGAGEMENT, AND CUSTOMER SERVICE




















Overall Town Communications

■ 2023
■ 2021
■ 2017



Q10. Overall, how would you rate the Town of Canmore in terms of how well it communicates with citizens about its services, programs, policies and plans? Would you say the communication has been ...?
Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

Information Needs (CODED OPEN-END, MULTIPLE RESPONSES ALLOWED)


















		2021	2017
Community planning/land use/new developments	 22%	30%	21%
Roads/transportation/transit	 10%	9%	8%
Emergency services	 9%	4%	3%
Community updates/what's new	 8%↓	21%	10%
Municipal taxes/property taxes/budget	 8%	6%	6%
Community/special events	 8%	7%	10%
Public/Council meetings	 6%	7%	5%
Municipal services/programs (unspecified)	 5%	5%	7%
Parks/recreation/arts/culture	 4%	3%	5%
Information (unspecified)	 3%	2%	3%
Bylaws	 3%	5%	5%
Cost of living/affordability	 2%	0%	0%
Public engagement	 2%	1%	0%
Environment	 2%	3%	1%
Parking	 2%	0%	1%
Town initiatives	 2%	0%	0%
Infrastructure	 2%	0%	1%
None/nothing	 19%	13%	20%
Don't know	 6%	6%	3%

2023 mentions <2% not shown.

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

Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

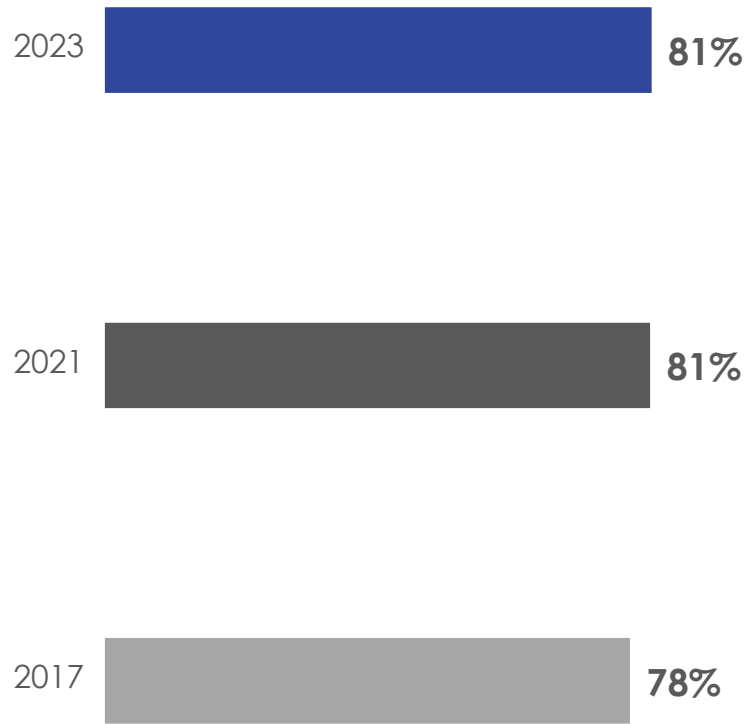
Preferred Communications Channels (CODED OPEN-END, MULTIPLE RESPONSES ALLOWED)

		2021	2017
Email	 39%	34%	20%
Newspaper	 33%↓	43%	57%
Social media	 31%	29%	20%
Town website	 19%	25%	20%
Mail	 9%	10%	6%
Radio	 8%	9%	15%
Printed newsletter/pamphlet/brochure	 8%	6%	8%
Texting	 5%	3%	0%
Telephone	 3%	2%	3%
Billboards/posters	 2%	2%	2%
Town/Council meetings	 2%	1%	3%
Open houses/public consultations	 1%	1%	1%
With tax statements	 1%	1%	0%
TV	 1%	0%	1%
Other	 1%	2%	2%
None/nothing	 4%↑	1%	1%
Don't know	 2%	2%	1%

Q12. What methods would be best for the Town of Canmore to communicate information to you? Any others?
 Base: All respondents – 2023 (n= 400); 2021 (n=300); 2017 (n=302)

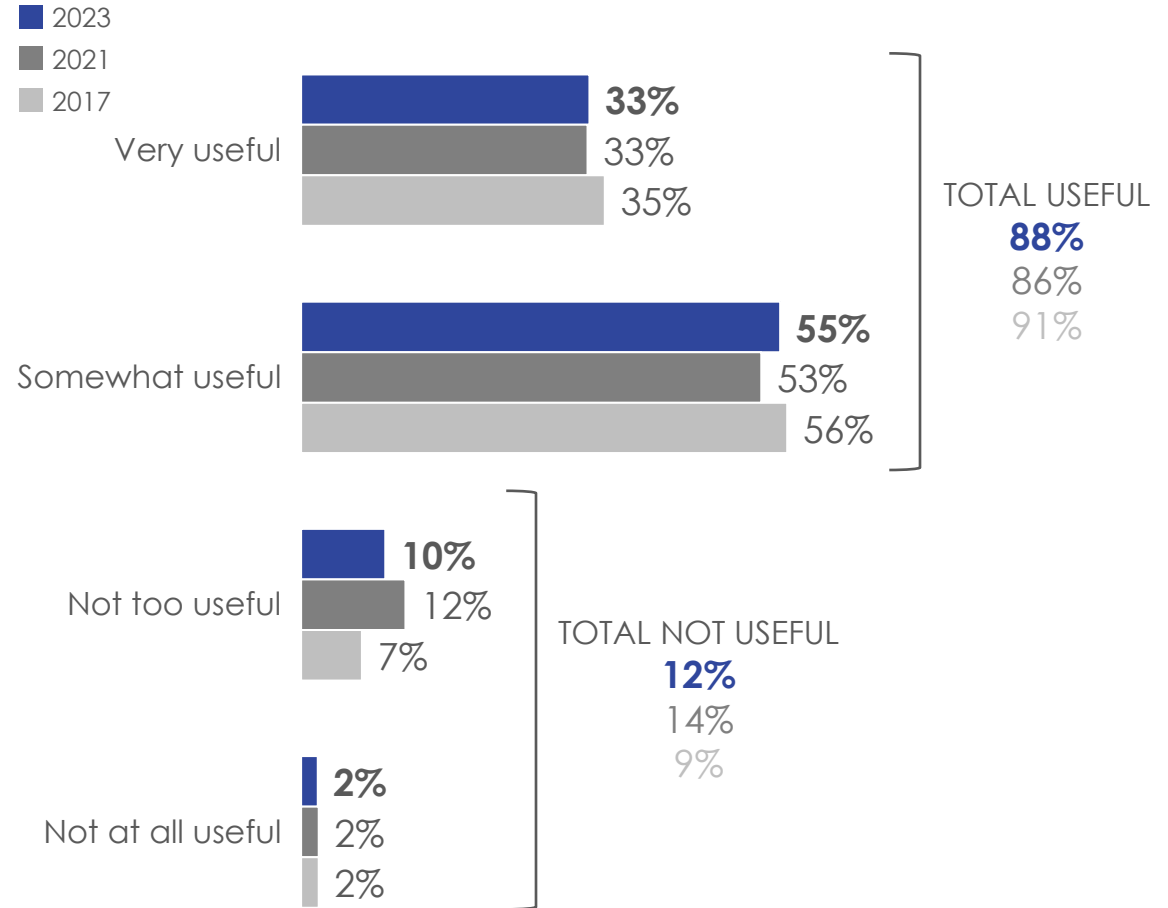
Website Visitation

HAVE VISITED TOWN WEBSITE



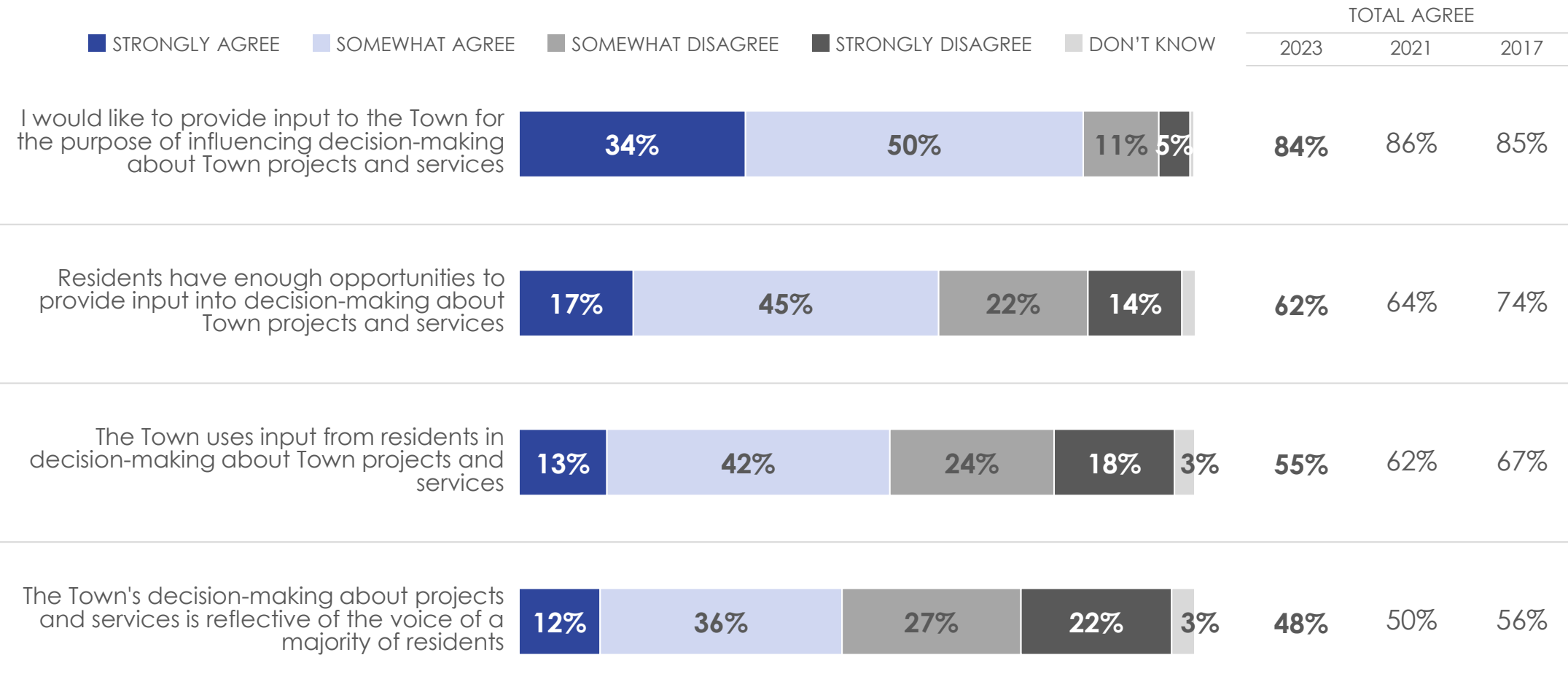
QW1. Have you been to the Town of Canmore's website in the last twelve months?
Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

USEFULNESS OF CONTENT



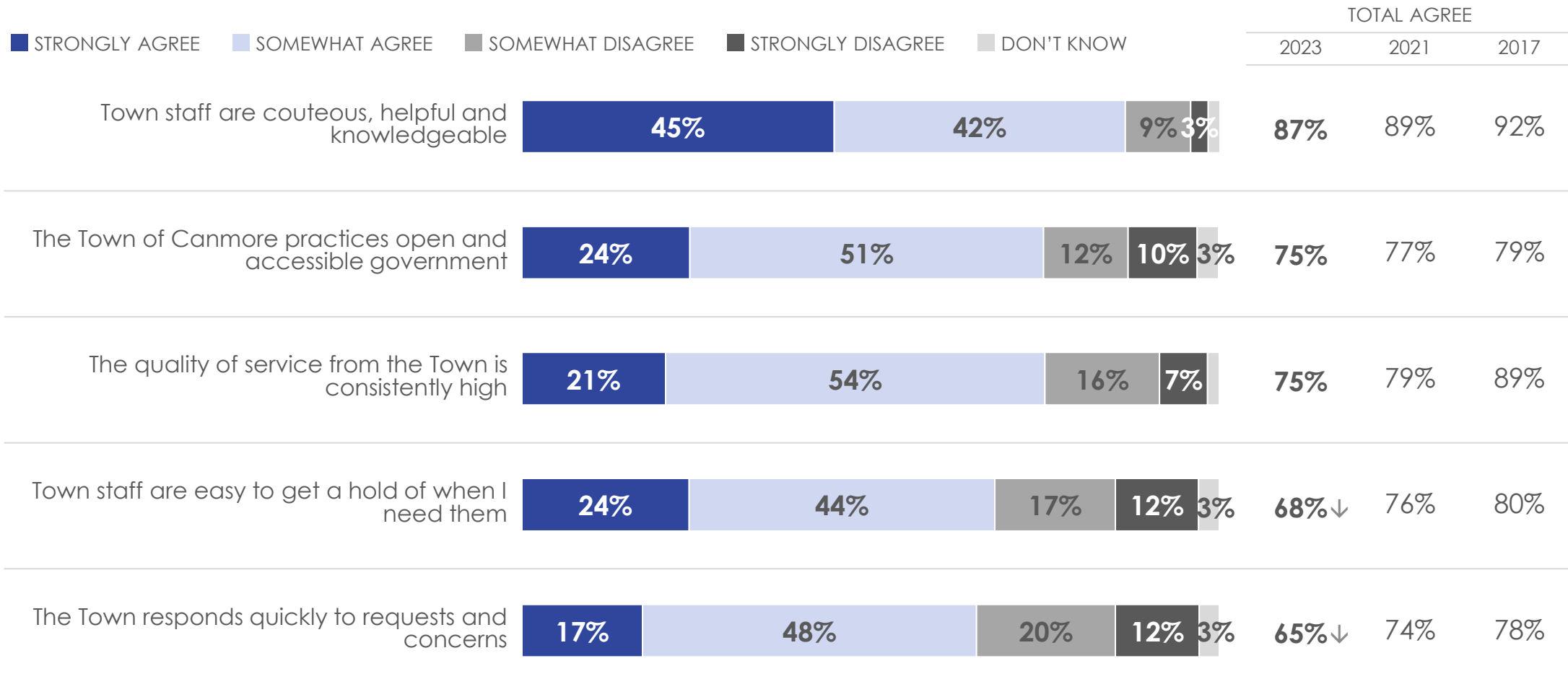
QW2. How useful was the content of information and online services available on the website? Was it ...?
Base: Those who visited the website – 2023 (n=323); 2021 (n=246); 2017 (n=224)

Attitudes towards Engagement Opportunities



QA1. Please indicate your agreement or disagreement with the following statements. Is that strongly or somewhat?
 Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

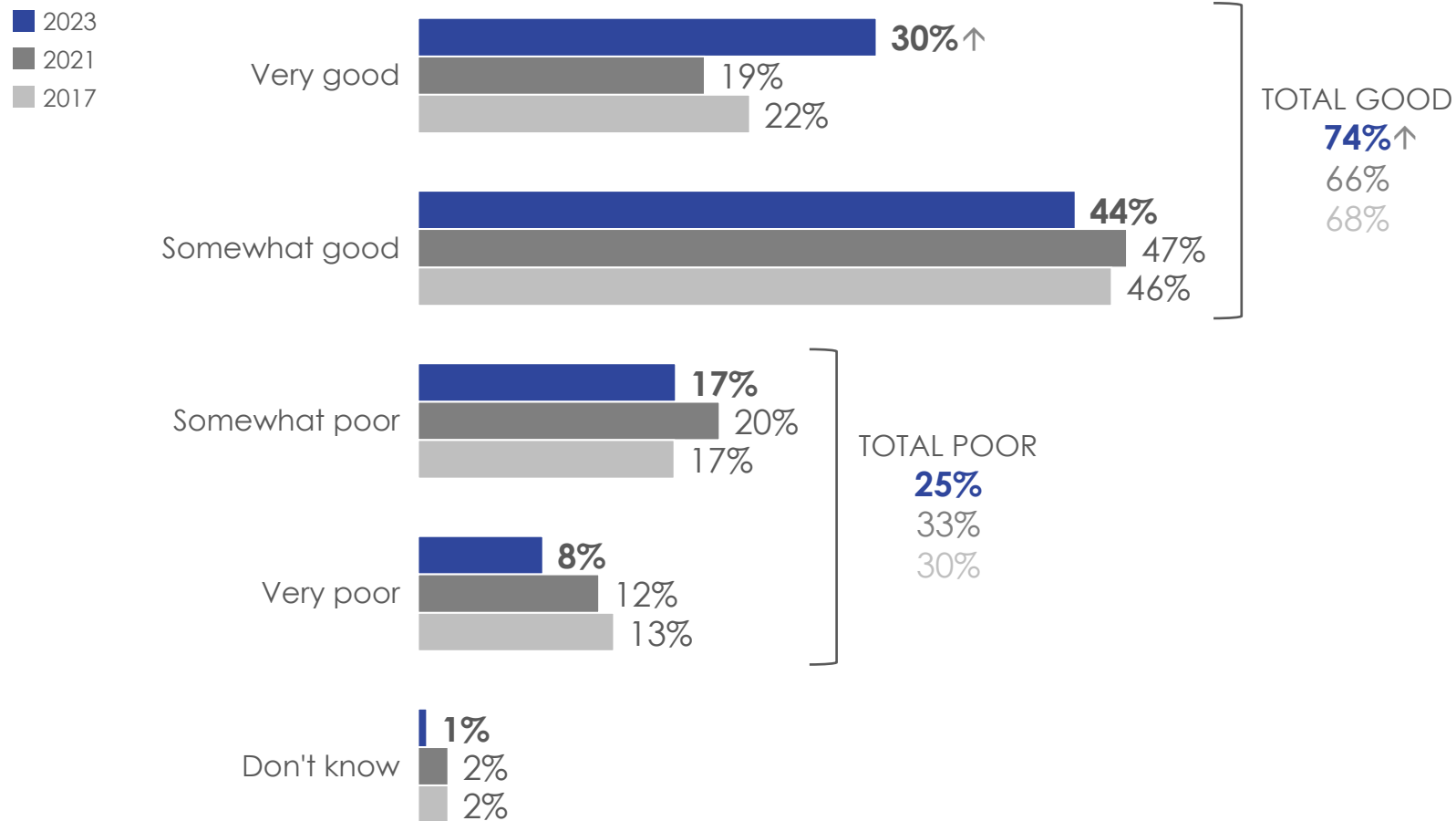
Attitudes towards Customer Service Delivery and Transparency



QCS5. Please indicate your agreement or disagreement with the following statements. Is that strongly or somewhat?
 Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

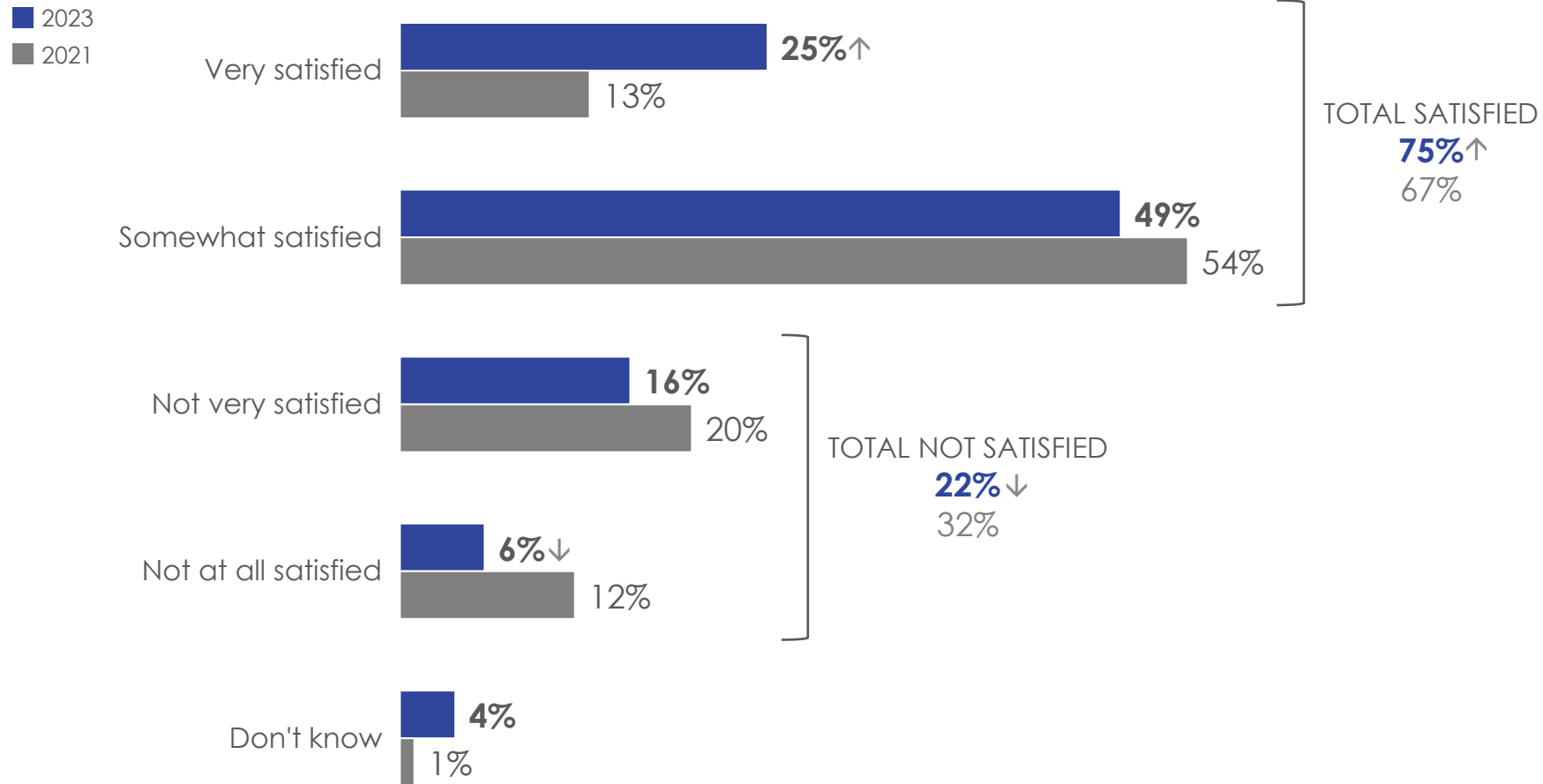
ENVIRONMENTAL SUSTAINABILITY

Managing Human and Wildlife Interaction



QE4. How is the Town of Canmore doing when it comes to addressing the issue of human-wildlife interaction in the Town?
 Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

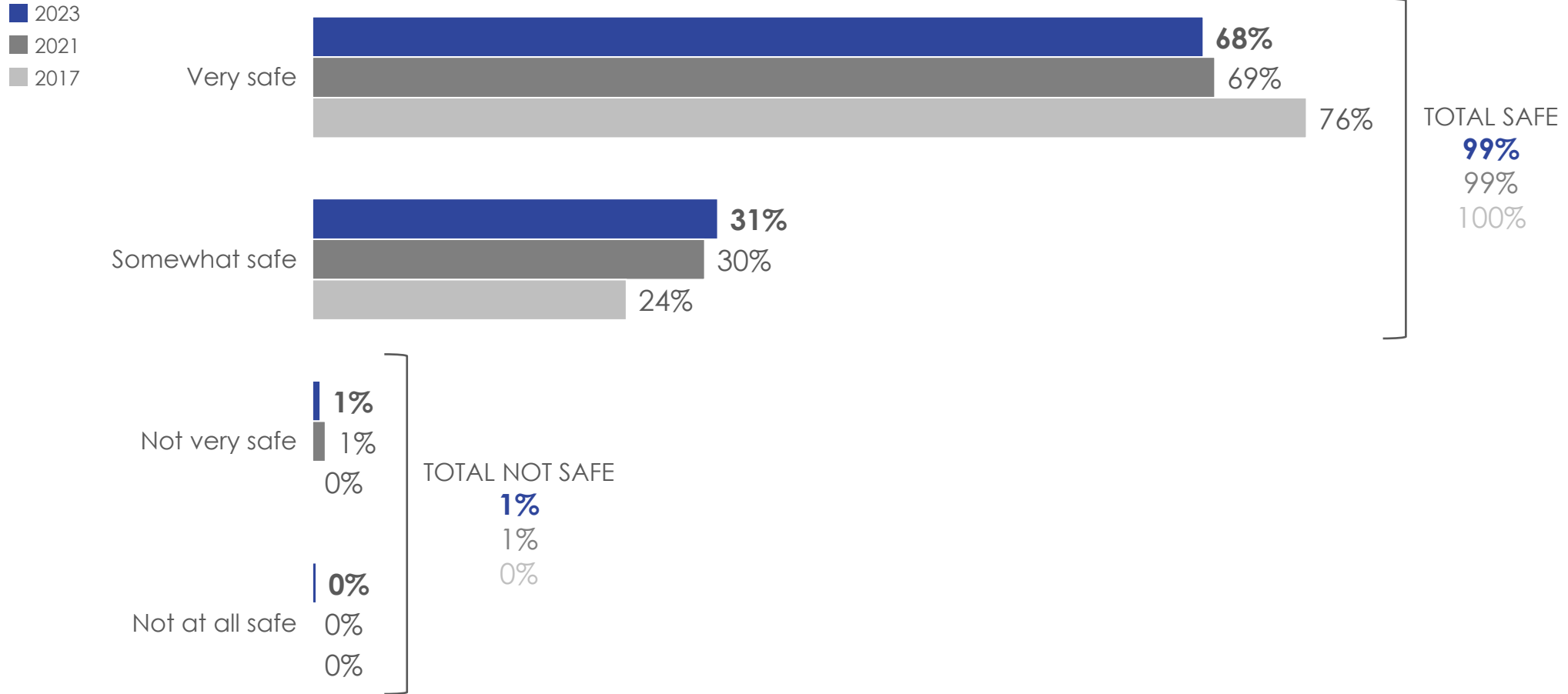
Satisfaction with Programs and Services Aimed at Reducing Climate Change



QE3. How satisfied are you with the Town of Canmore's programs and services aimed at reducing our community impact on climate change? Are you ...?
 Base: All respondents – 2023 (n=400); 2021 (n=300)

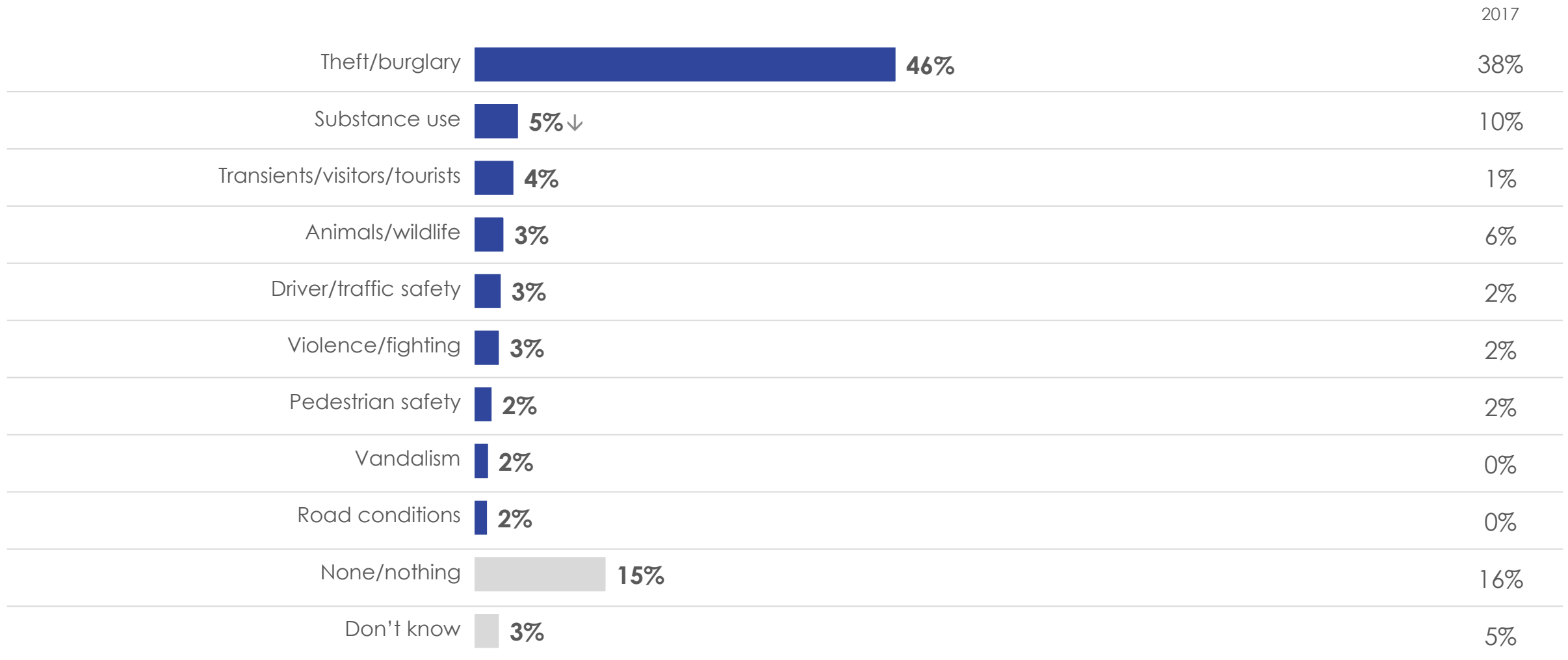
COMMUNITY SAFETY

Overall Community Safety



QCMS1. Overall, would you say that Canmore is ...?
 Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

Biggest Crime and Personal Safety Issue (CODED OPEN-END)

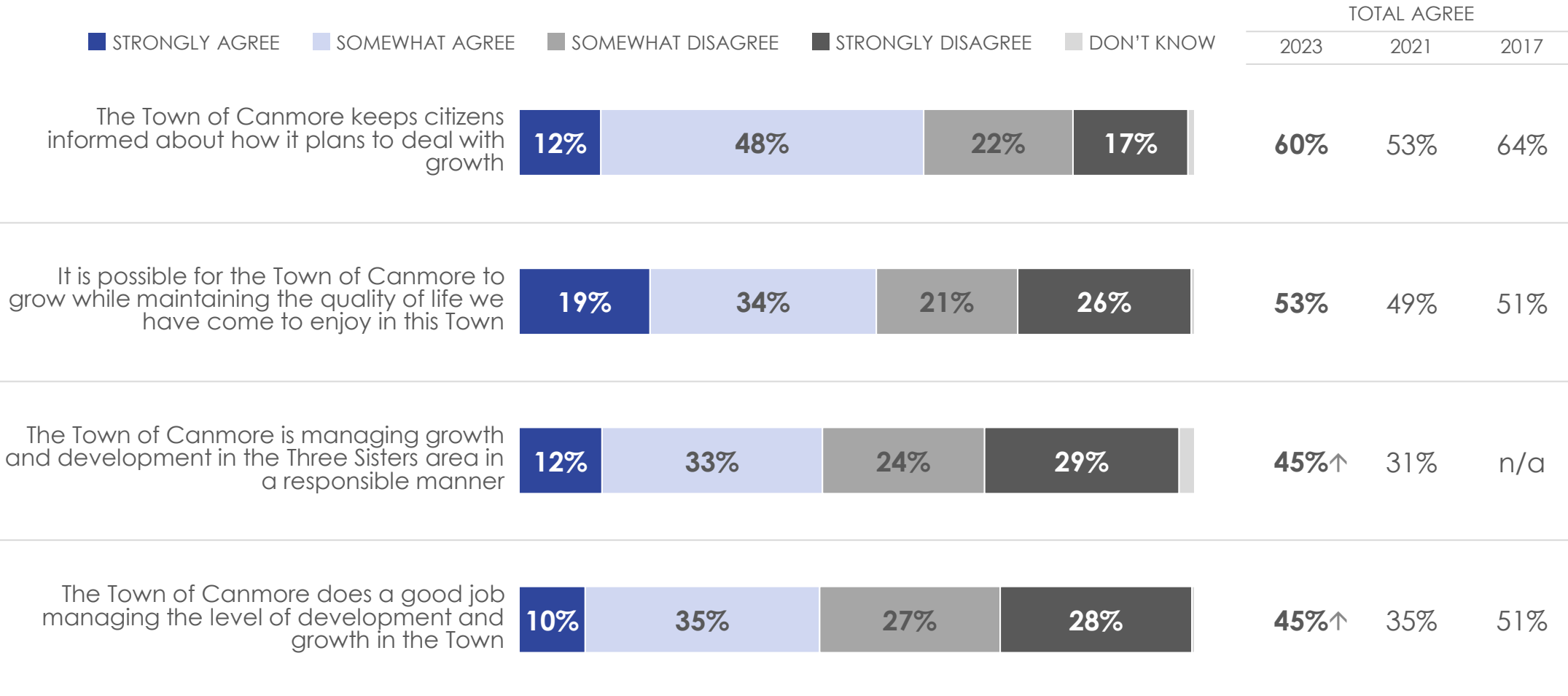


2023 mentions <2% not shown.
 QCMS2. In your opinion, what is the biggest crime and personal safety issue currently facing Canmore?
 Base: All respondents – 2023 (n=400); 2017 (n=302)

Not asked in 2021. ↑/↓ significantly higher/lower than 2017.
 Interpret year-over-year comparisons with caution due to changes in question wording (2023 allowed 1 mention, 2017 allowed 2 mentions).

GROWTH AND DEVELOPMENT

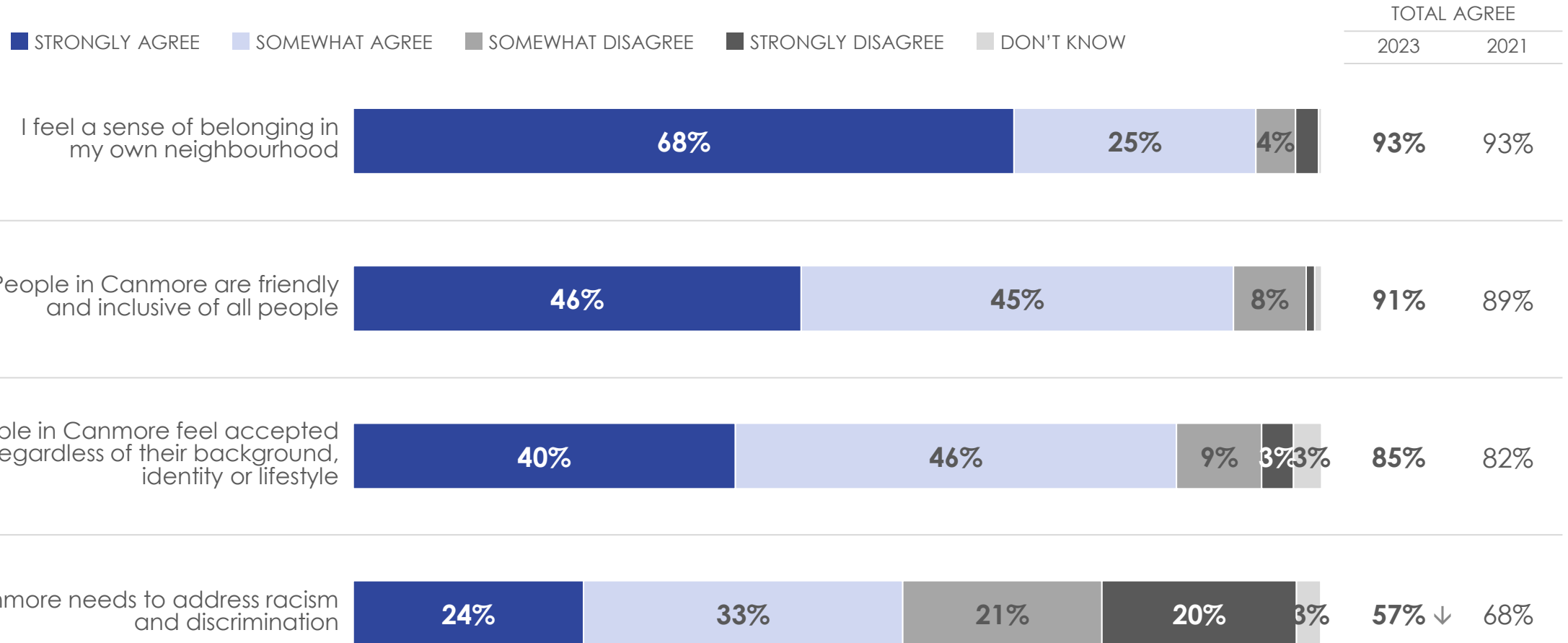
Attitudes towards Growth and Development



QG1. I'm going to read you a few statements about growth and development in the Town of Canmore. Please tell me whether you agree or disagree with each.
 Base: All respondents – 2023 (n=400); 2021 (n=300); 2017 (n=302)

DIVERSITY AND INCLUSION

Attitudes towards Diversity and Inclusion



QED11. The next few statements are about how you personally feel about diversity and inclusion in Canmore. To what extent do you agree or disagree with the following statements?
 Base: All respondents – 2023 (n=400); 2021 (n=300)

WEIGHTED SAMPLE CHARACTERISTICS

Weighted Sample Characteristics



GENDER



49%



51%



AGE

18 to 34 22%

35 to 54 44%

55+ 34%

Prefer not to answer 1%



PAY PROPERTY TAXES/RENT

No 9%

Yes 91%



CHILDREN <18 IN HH

Yes 33%

No 67%

Prefer not to answer 1%



RESIDENCY STATUS

Full-time 90%

Part-time 10%



YEARS LIVED IN CANMORE

5 years or less 17%

6-10 20%

11-20 31%

21-30 22%

More than 30 11%

Mean 17.0 years



HOME OWNERSHIP

Own 68%

Rent 28%

Other 3%

Prefer not to answer 1%

Note: Some totals may not add to 100% due to rounding.
Base: All respondents (n=400)

About Ipsos

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

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Game Changers

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:
You act better when you are sure.