



2012 Citizen Satisfaction Survey

Town of Canmore

Results Presentation

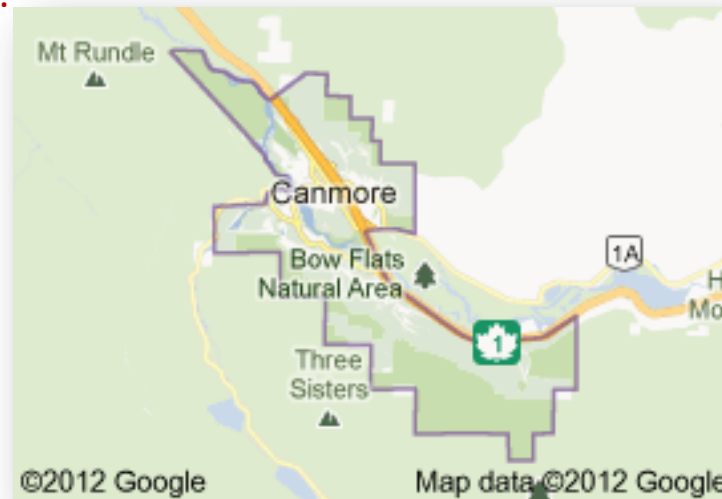
Presented by: Jamie Duncan, Vice President



March 2013

Methodology

- Telephone survey conducted with a randomly selected sample of 300 Canmore residents aged 18 years or older between October 10 and 25, 2012.
- Overall results are accurate to within ± 5.6 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Final data has been weighted to ensure the age and gender distribution reflects that of the actual population in the town of Canmore according to 2011 Census data. **Any errors in calculation are a result of rounding.**
- A focus group was held on February 23rd, with residents to further discuss the results. Quotations found throughout this presentation are directly from those participants.



DETAILED FINDINGS

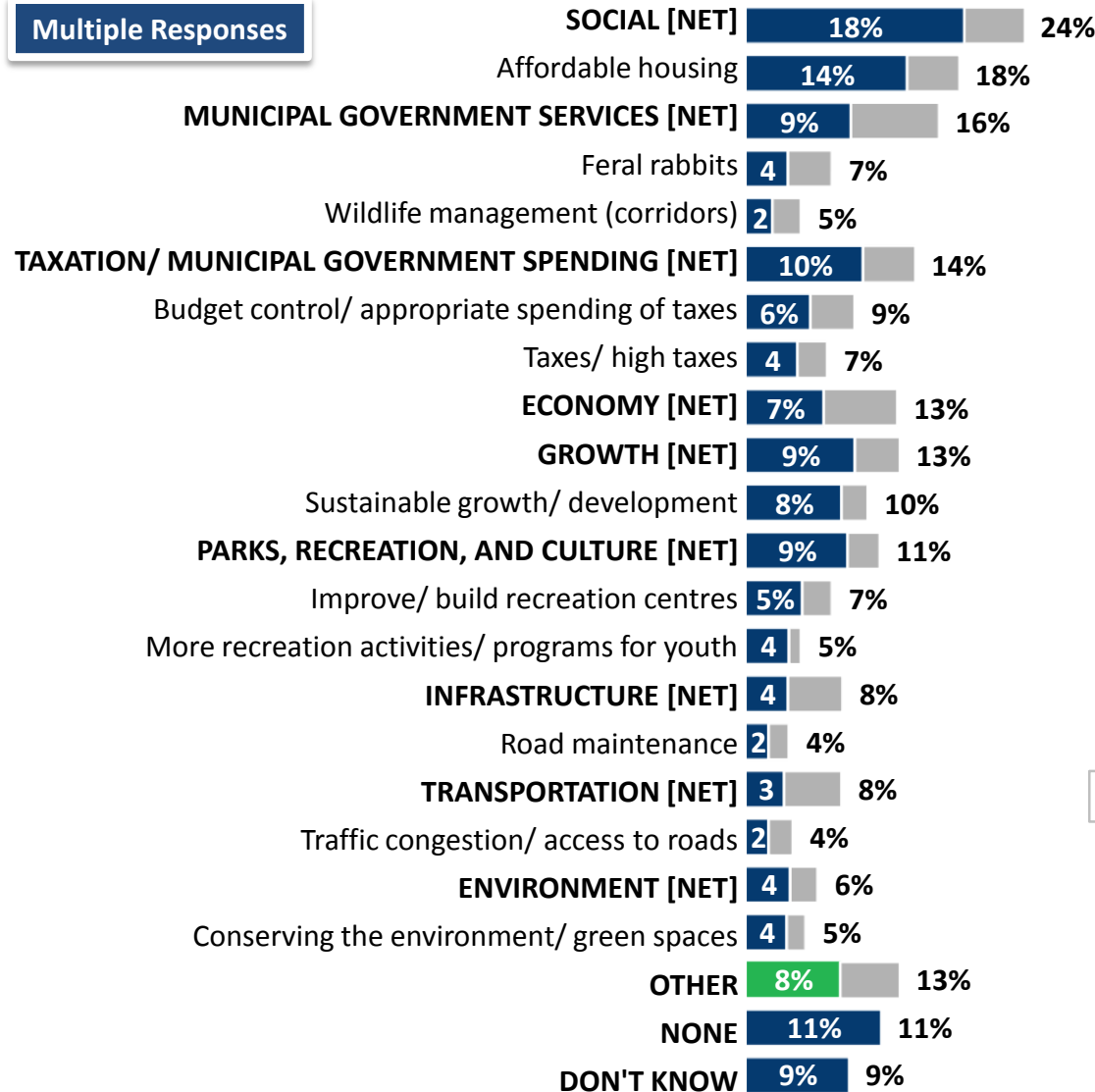


ISSUE AGENDA



Top of Mind Issues

Multiple Responses



■ First Mention ■ Other Mentions

Note: Total responses lower than 4% not shown

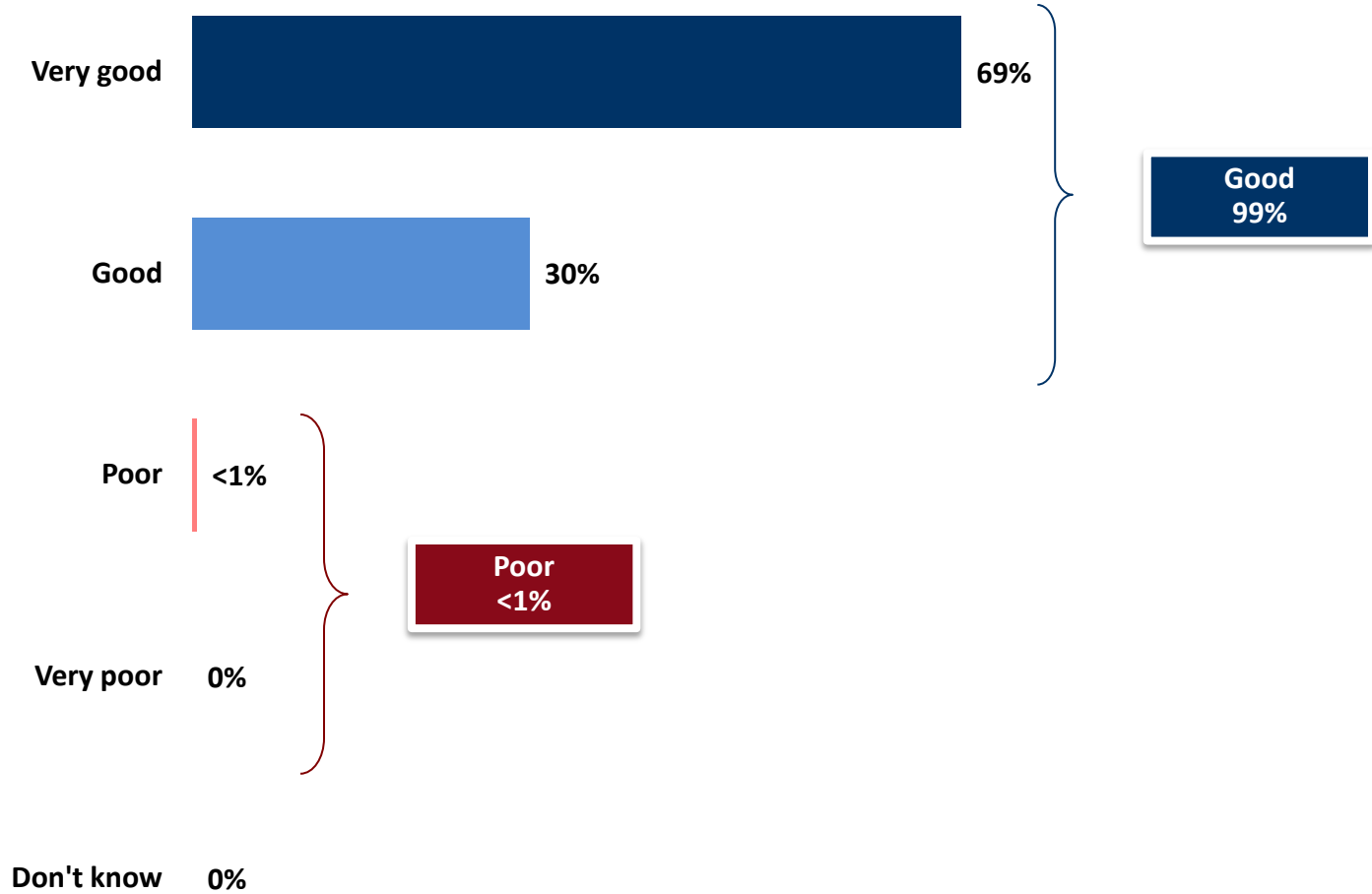
Q1. In your view, as a resident of Canmore, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: All respondents (n=300)

QUALITY OF LIFE IN CANMORE



Overall Quality of Life in Canmore

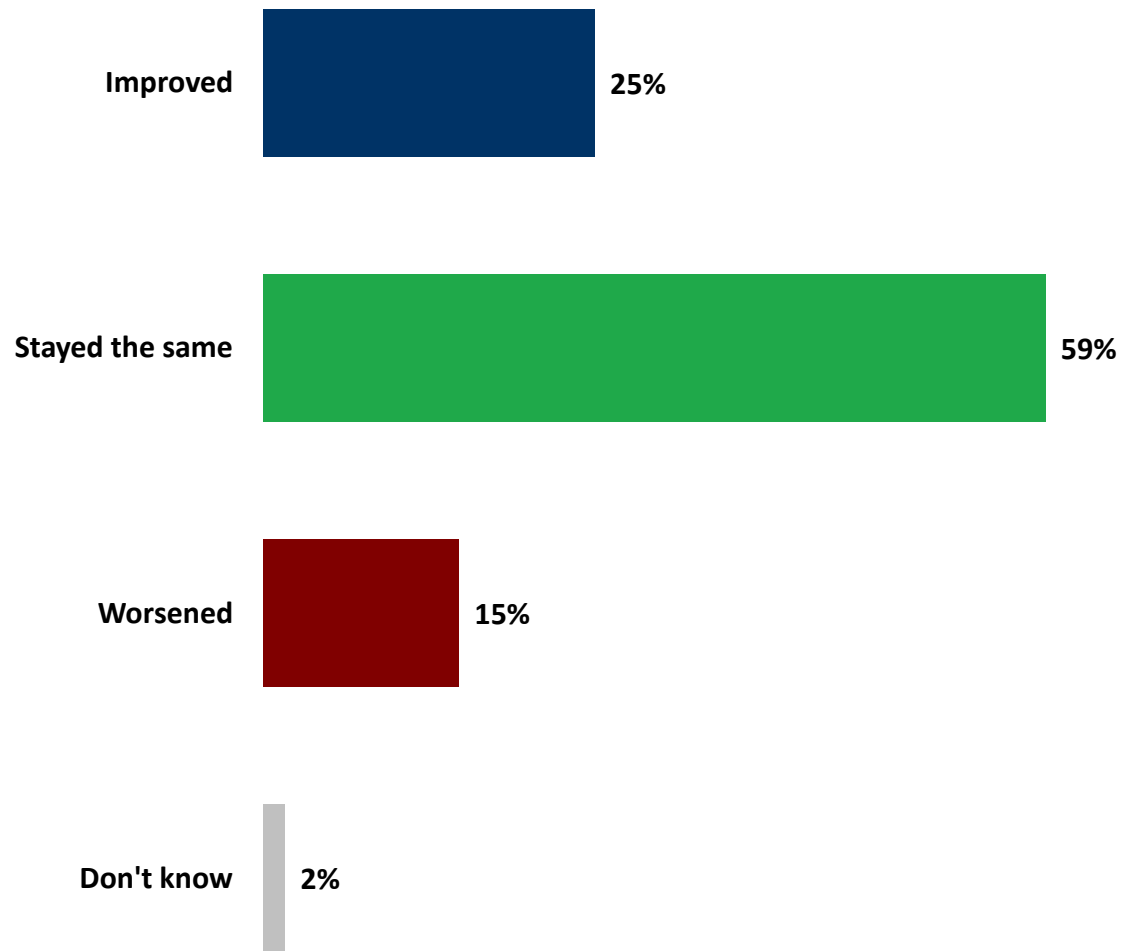


Why is Quality of Life in Canmore so High?

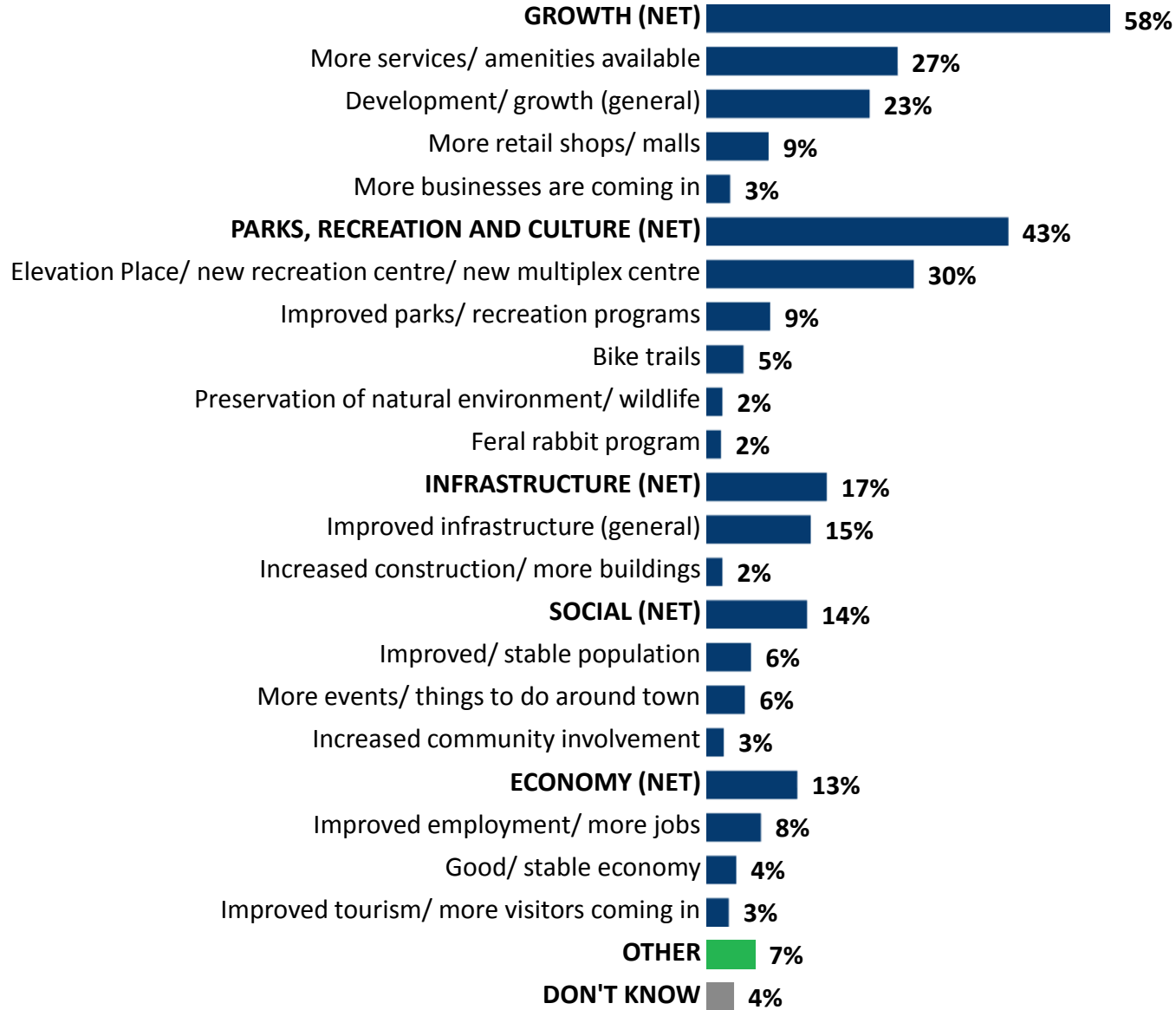
“It’s the surrounding environment. When it was a mining town in the 60s, we had the same surrounding but it was a closed community, if you were an outsider, you were kept at arms length. So I often think about how nothing has changed in the surroundings, but it’s a more pleasant place for most of us to live.” - Focus Group Participant

The support for events like Winterfest and the Carnival and things like that are amazing. It makes me happy to tell my friends from out of town to say, ‘Come and spent the weekend here because all these things are going on.’ The Canada day parade is amazing, and I love that we have support for those things. – Focus Group Participant

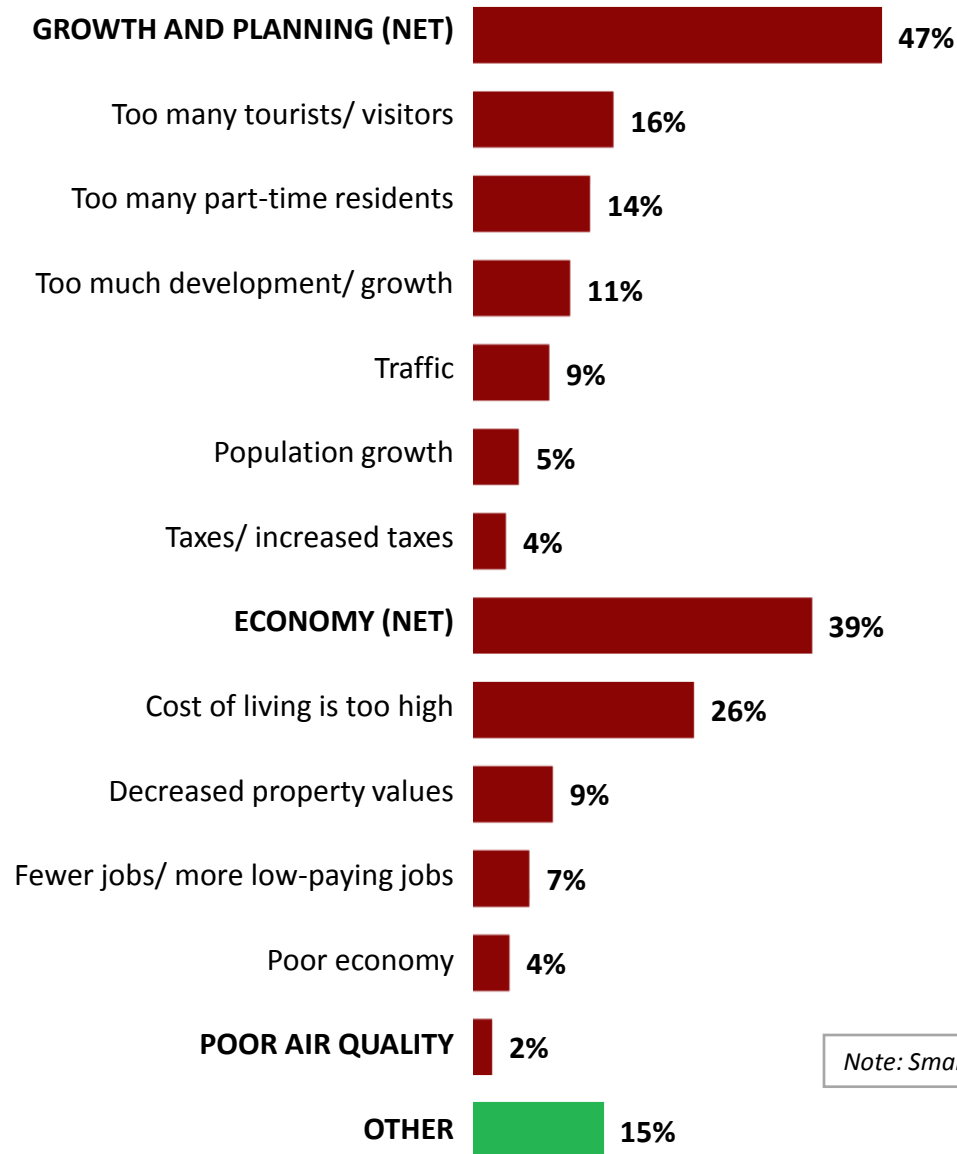
Past Three Years Perceived Change in the Quality of Life in Canmore



Reasons for Improved Quality of Life



Reasons for Deteriorated Quality of Life



Note: Small base size

GROWTH AND DEVELOPMENT IN THE TOWN



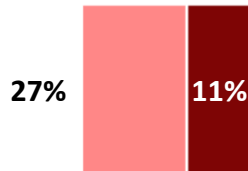
Perceptions Regarding Growth And Development In The Town Of Canmore

% Disagree

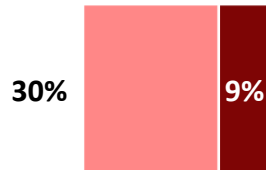
% Agree

■ Somewhat disagree ■ Strongly disagree

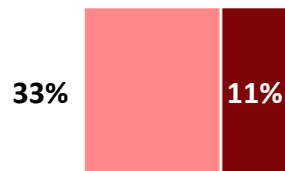
■ Strongly agree ■ Somewhat agree



It is possible for the town of Canmore to grow while maintaining the quality of life we have come to enjoy in this town



The Town of Canmore keeps citizens informed about how it plans to deal with growth



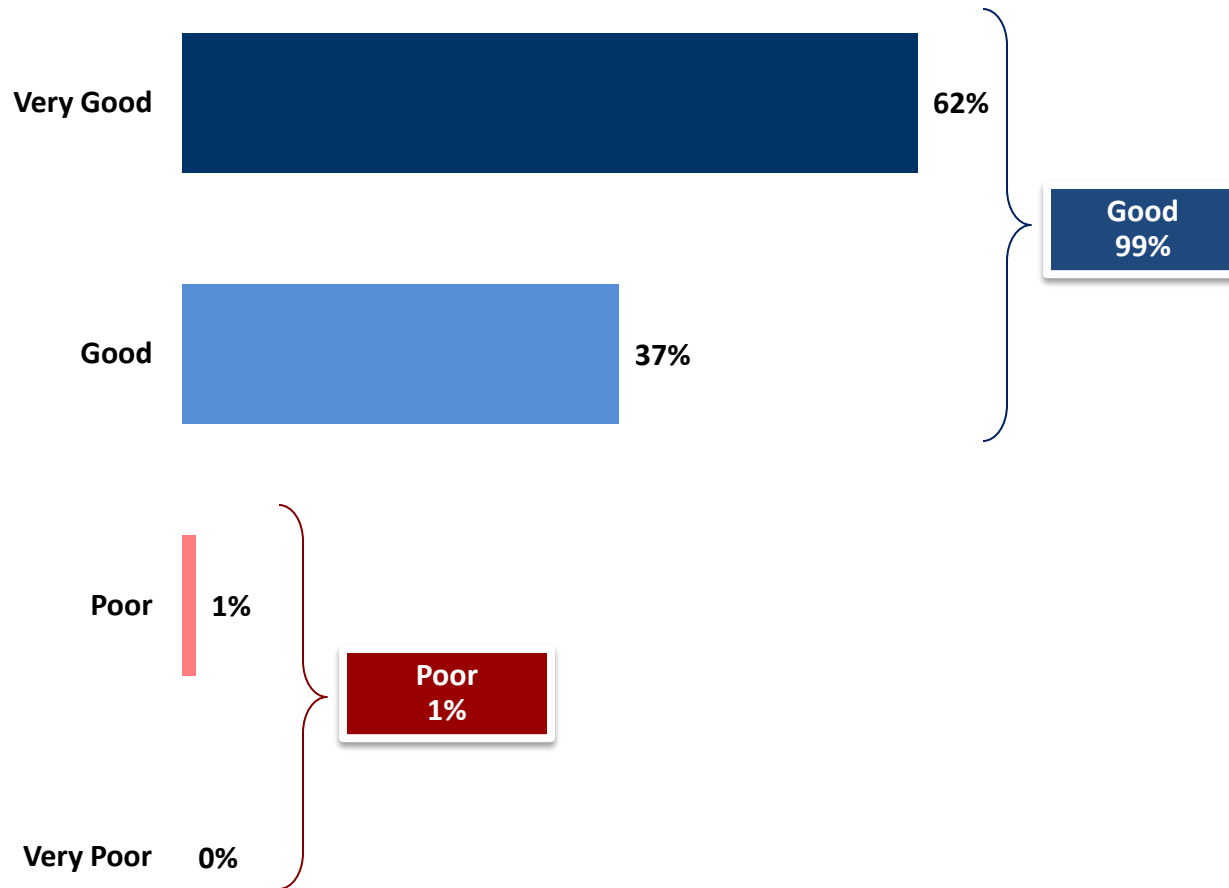
The Town of Canmore does a good job managing the level of development and growth in the town



ENVIRONMENTAL PERFORMANCE



Perceptions About Overall State of Canmore's Environment

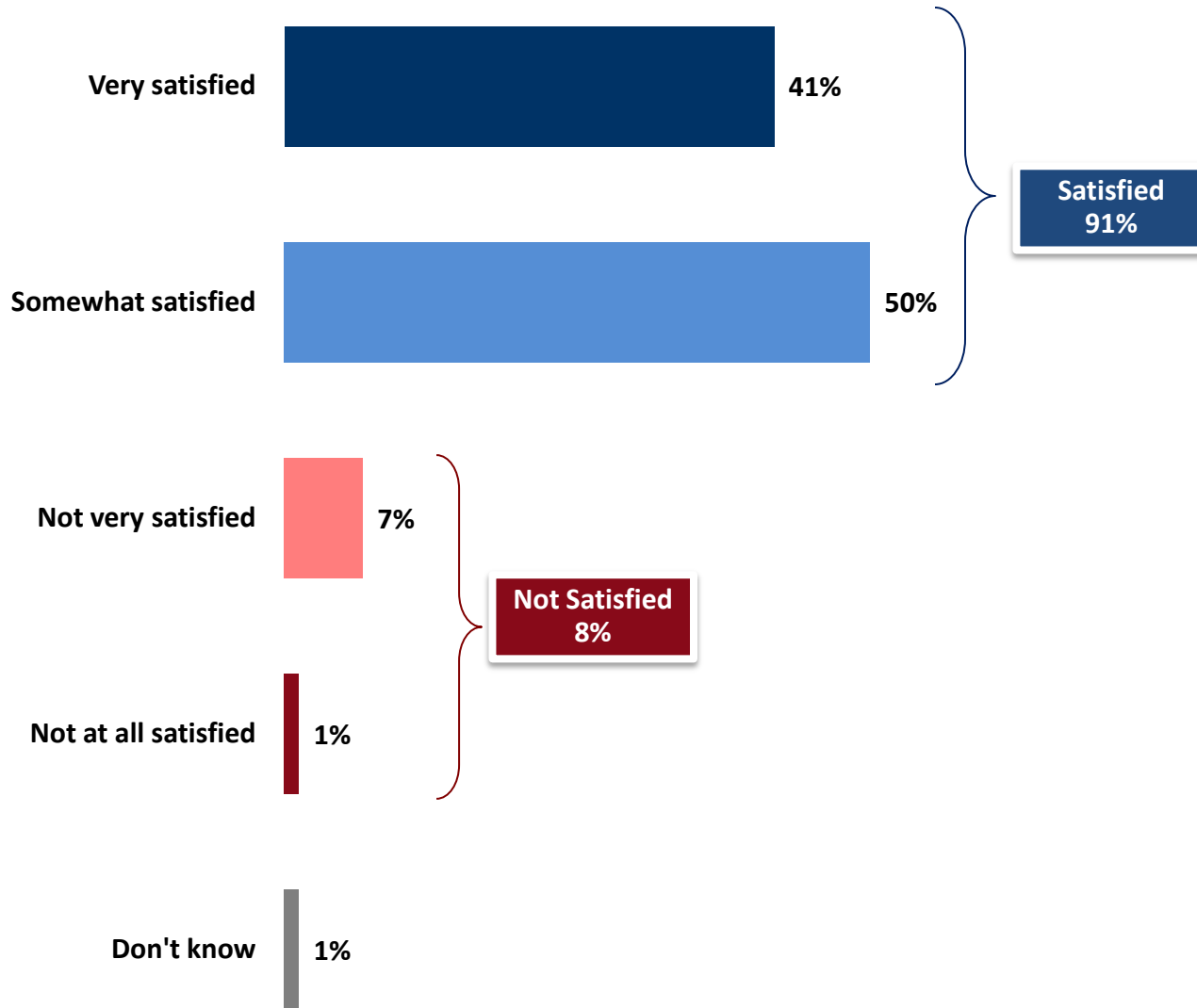


E1. Thinking about things such as air, water and land quality in Canmore how would you rate the overall state of Canmore's environment today?

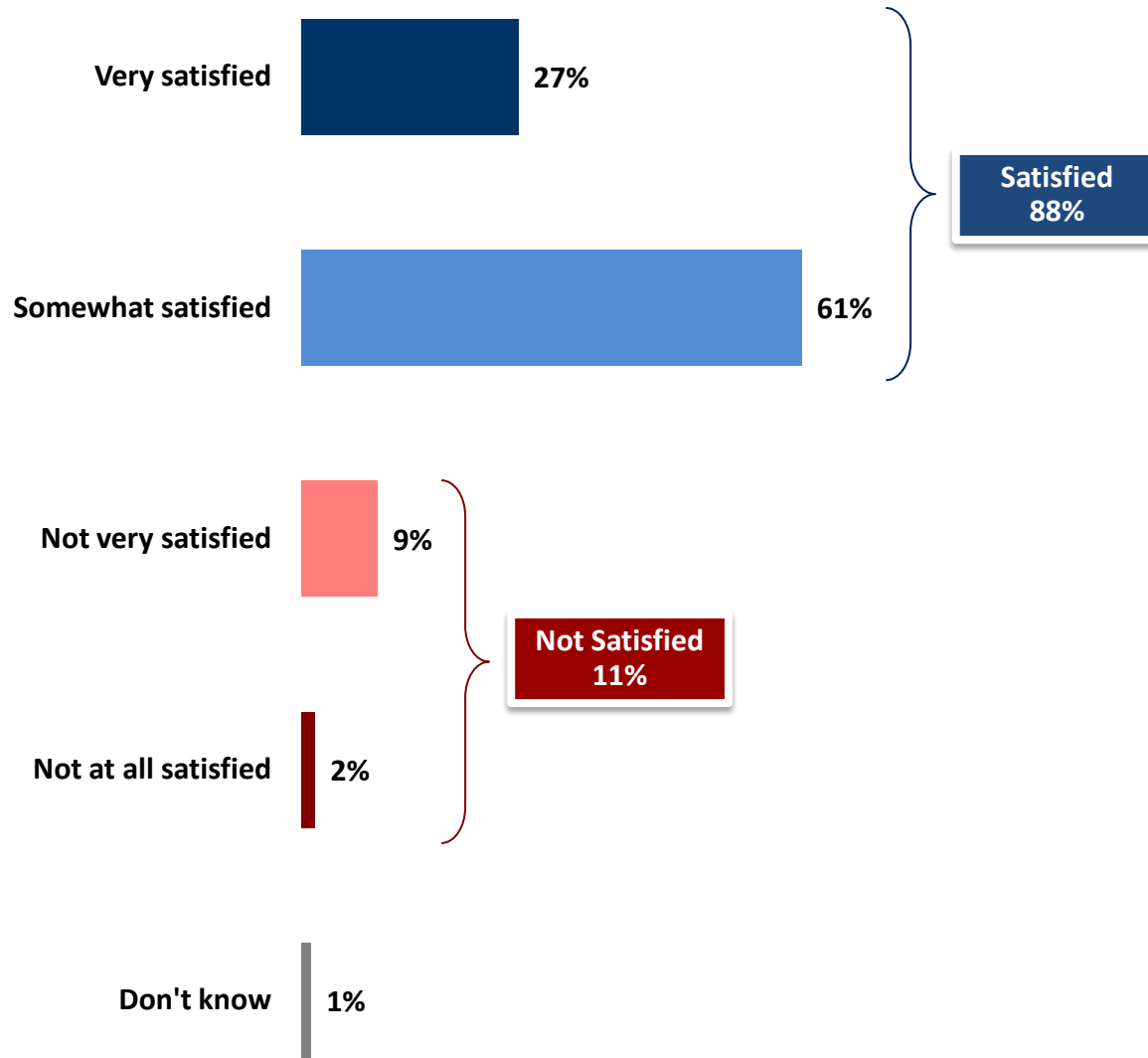
Would you say that it is...?

Base: All respondents (n=300)

Satisfaction with The Town's Environmental Performance



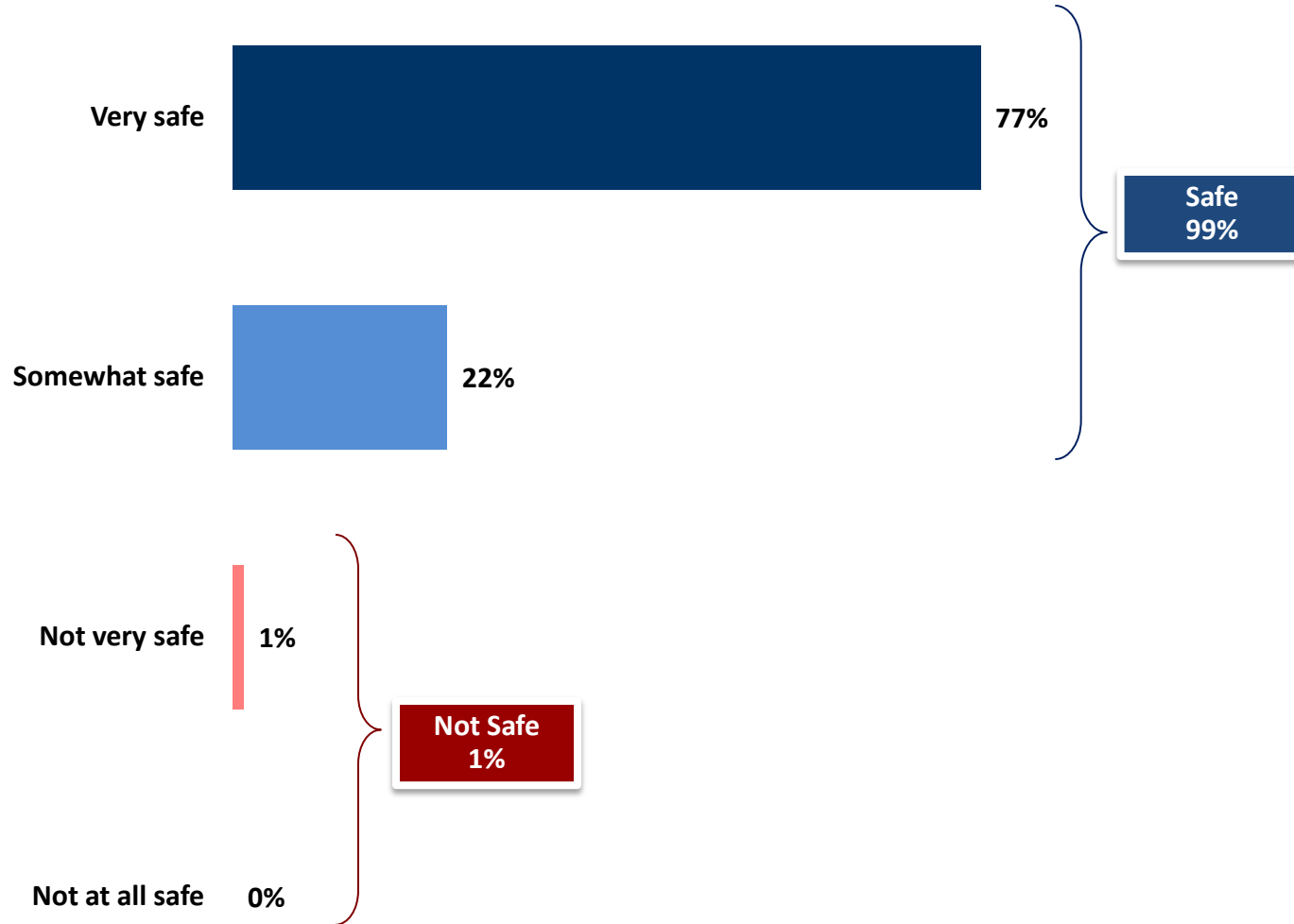
Satisfaction with The Town's Environmental Programs and Services



PERCEPTIONS ABOUT PUBLIC SAFETY

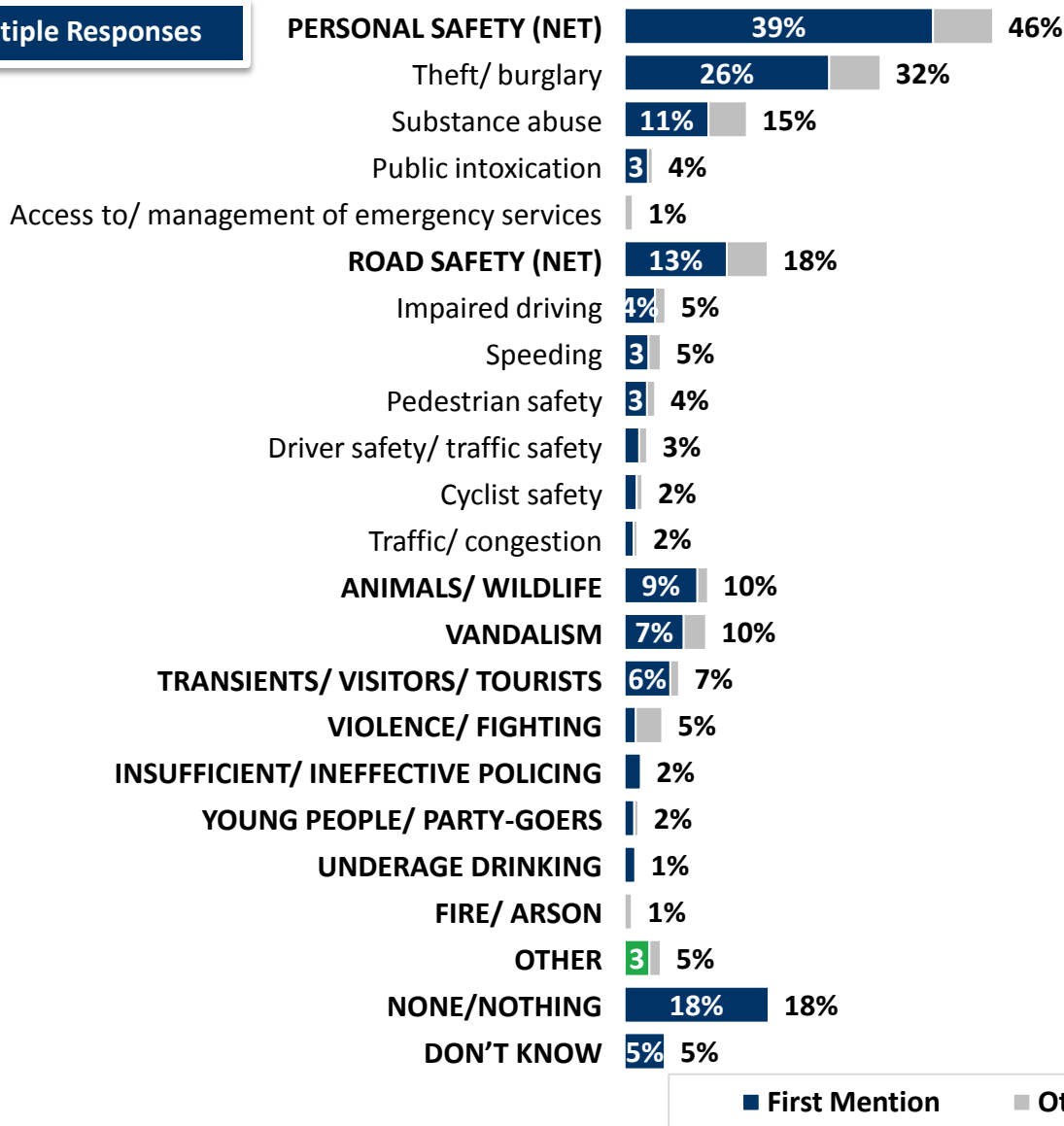


Perceived Safety in Canmore



Biggest Crime and Personal Safety Issue Currently Facing Canmore

Multiple Responses



Note: Mentions less than 1% are not shown

■ First Mention ■ Other Mentions

Why is Quality of Life in Canmore so High?

“It’s the personal safety, we travel and we see how you are not safe. We don’t even lock our doors at night. You are more concerned about meeting a bear or cougar than you are about being mugged.” – Focus Group Participant

TOWN PERFORMANCE



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

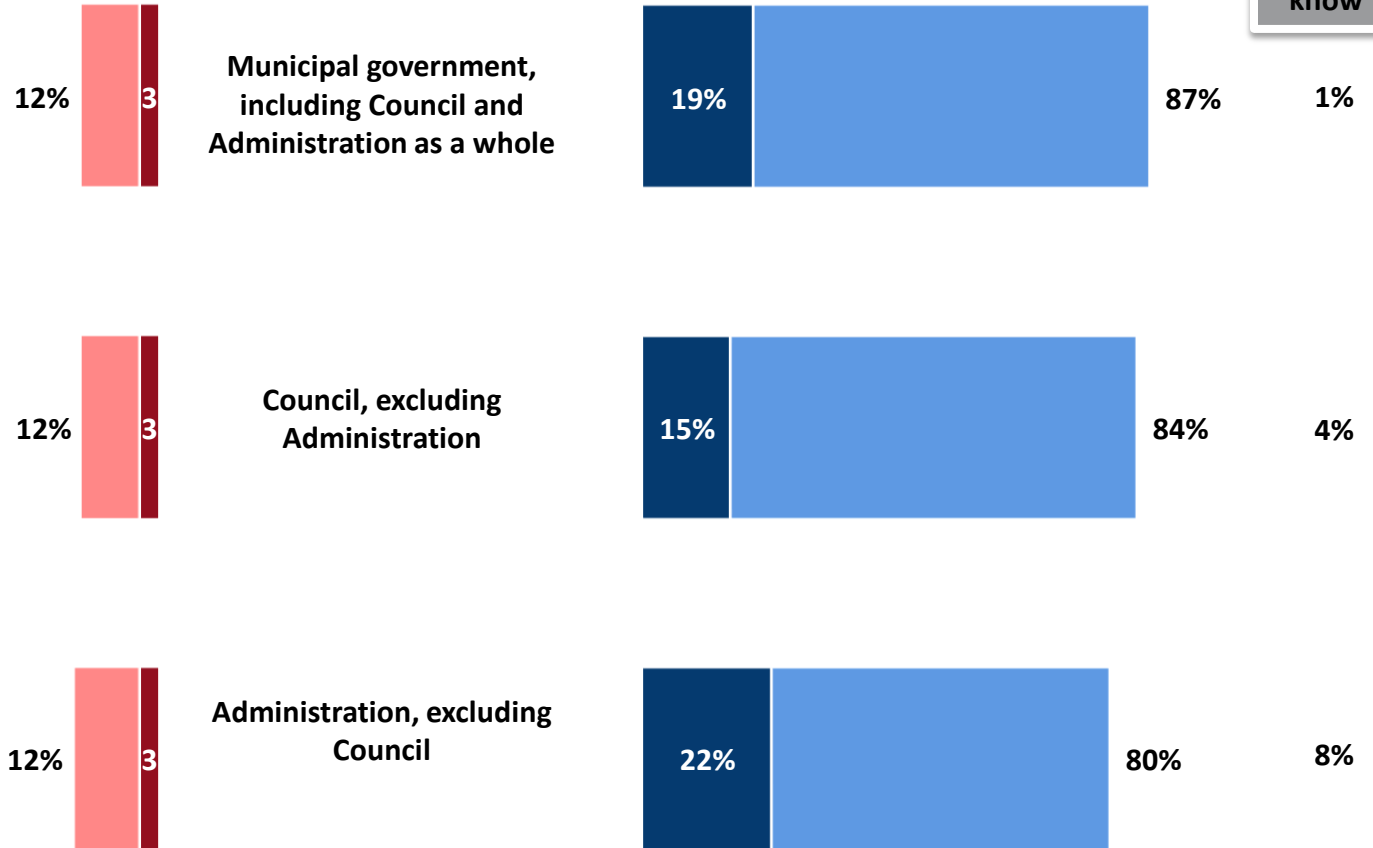
% Not Satisfied

Not very satisfied Not at all satisfied

% Satisfied

Very satisfied Somewhat satisfied

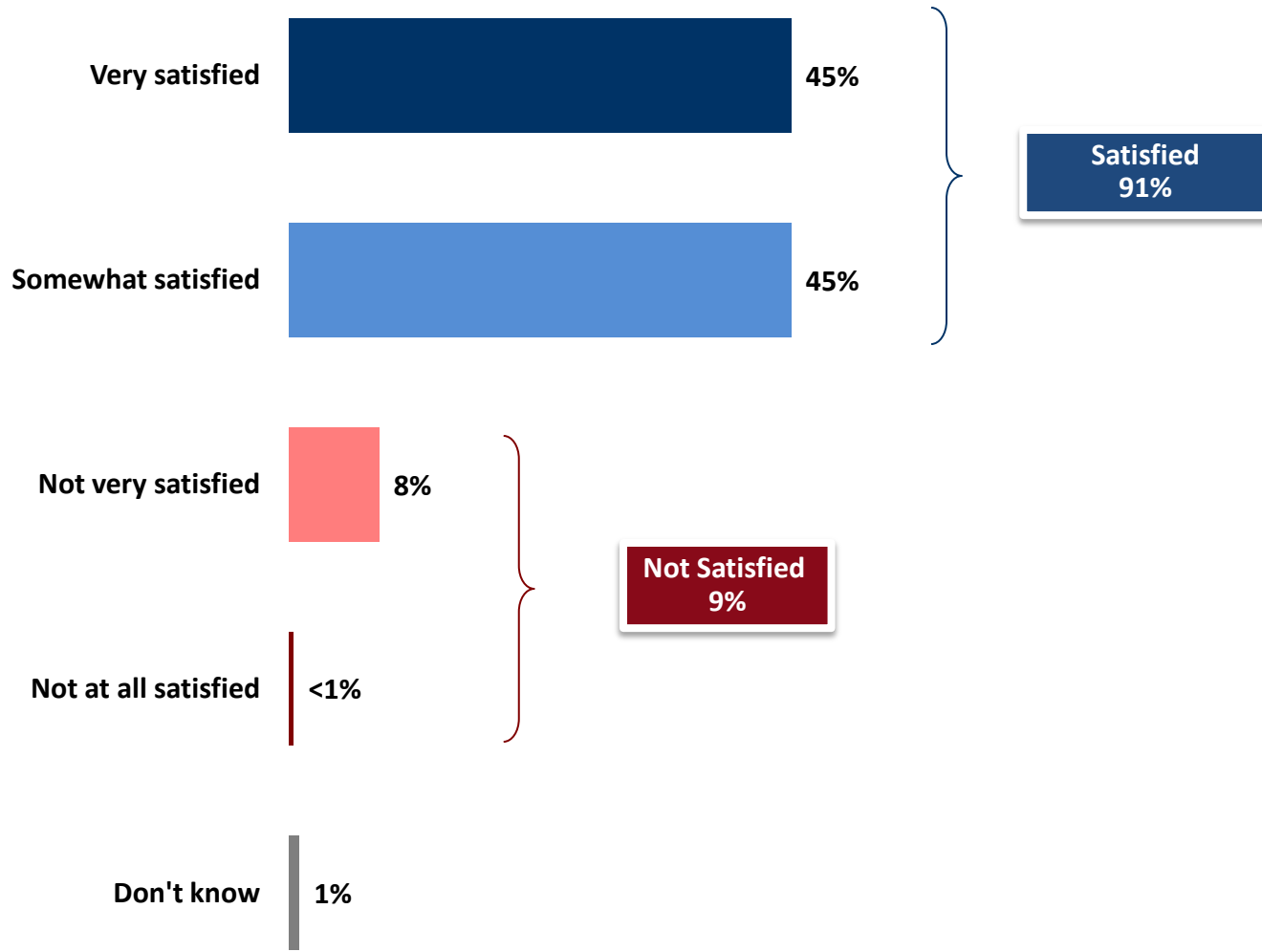
Don't know



SATISFACTION WITH TOWN SERVICES



Overall Satisfaction with Town Programs and Services



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

Base: All respondents (n=300)

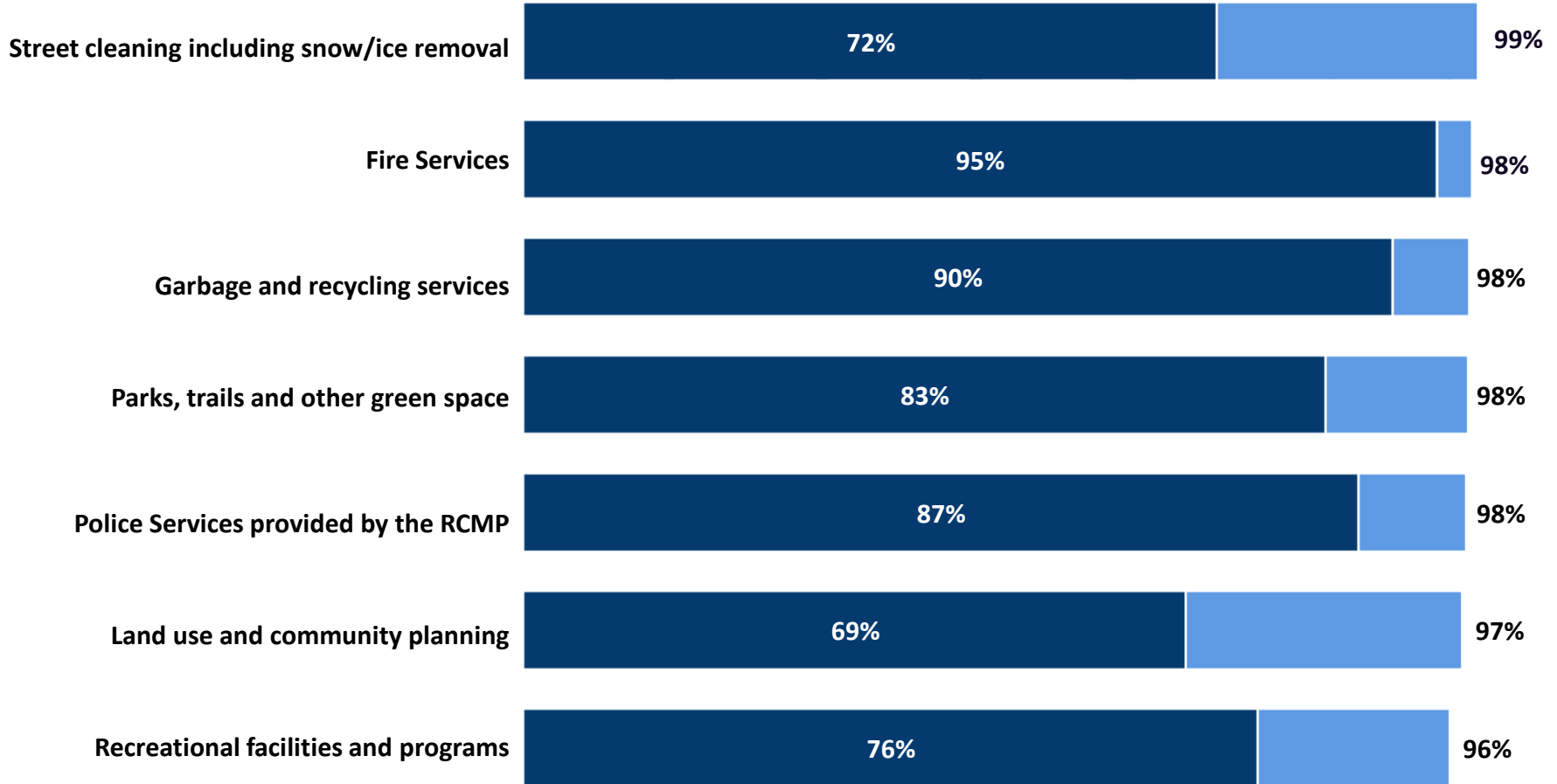
I don't interact with the Town as much as I used to, so that's why I said "somewhat". Back in the day I would say dissatisfied, but that's not my impression now. People do return calls, but it does seem remote now. I don't interact with the people, but administration I don't interact with at all, so I chose lower down the scale.

Importance of Town Programs and Services

% Important

Very important

Somewhat important



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

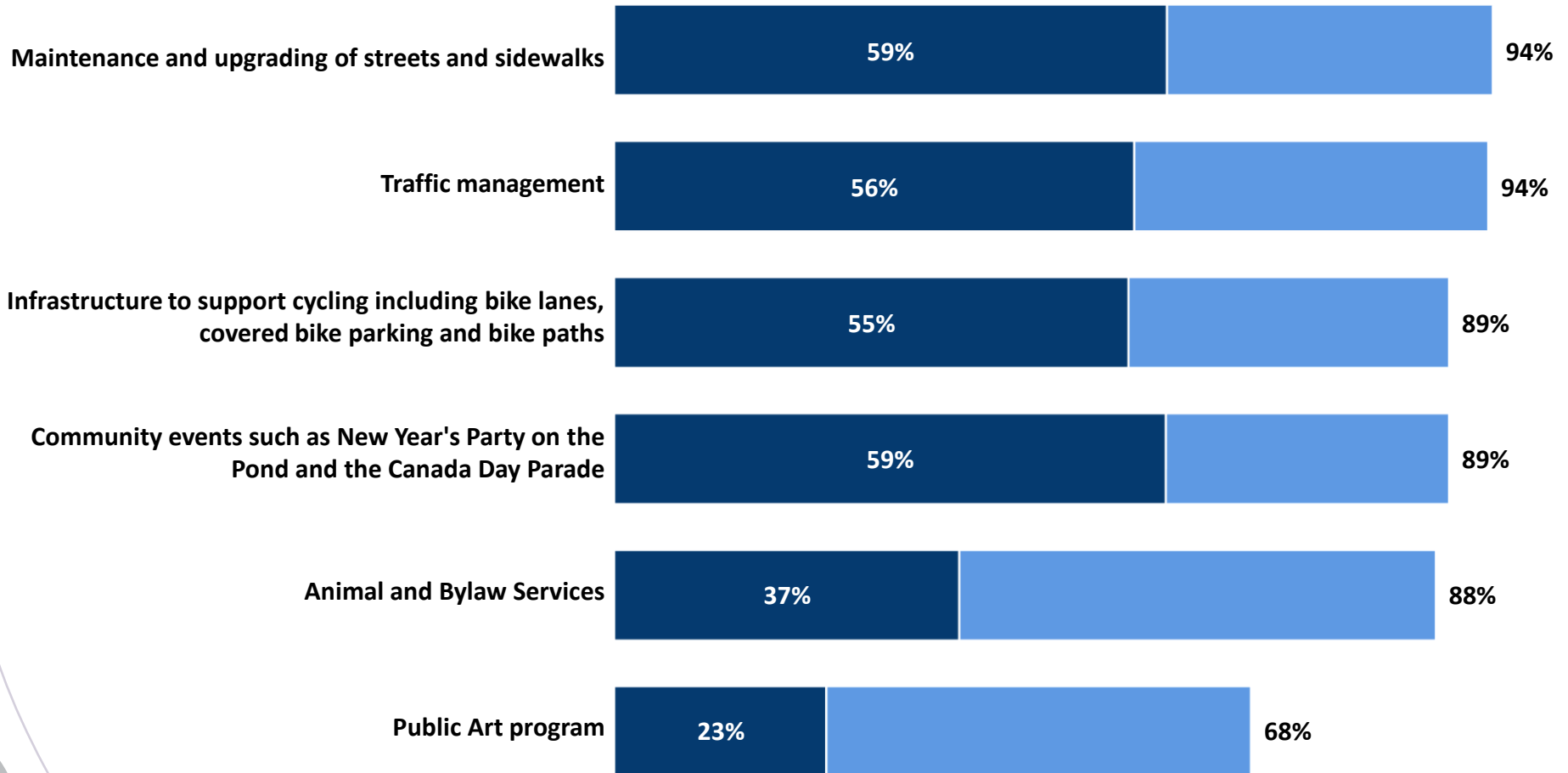
Base: All respondents (n=300)

Importance of Town Programs and Services (continued)

% Important

Very important

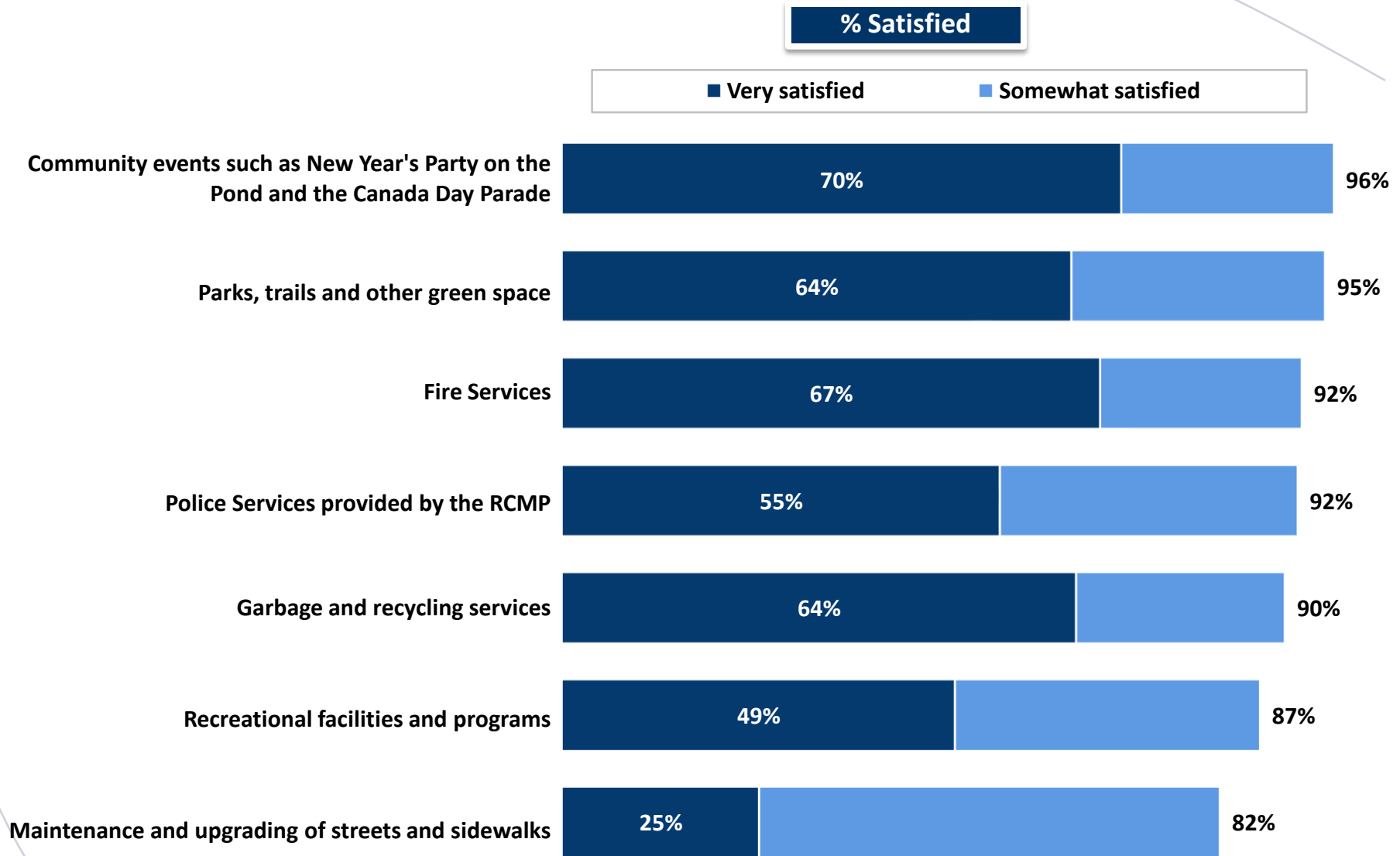
Somewhat important



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

Base: All respondents (n=300)

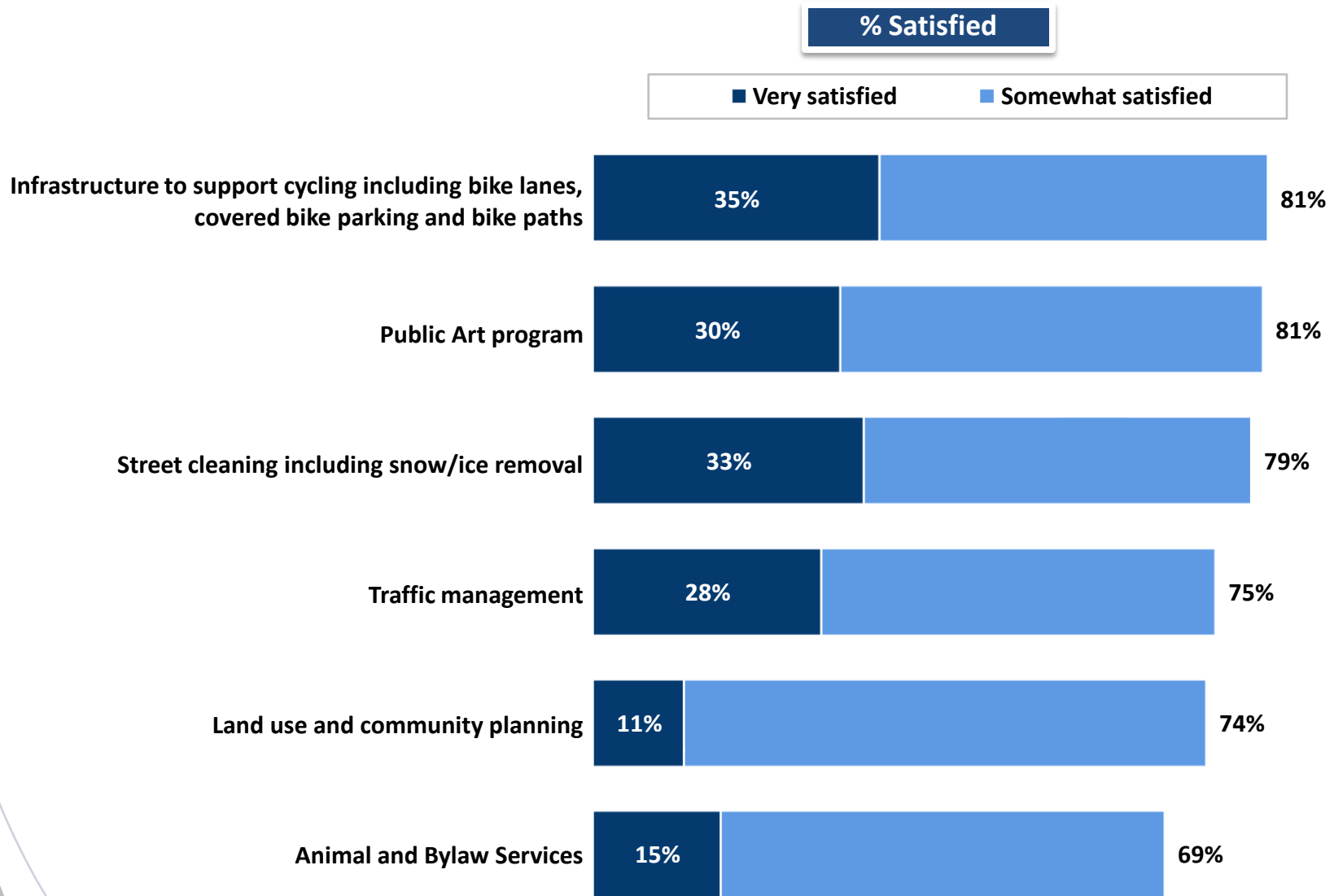
Satisfaction with Town Programs and Services



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

Base: All respondents (n=300)

Satisfaction with Town Programs and Services (continued)

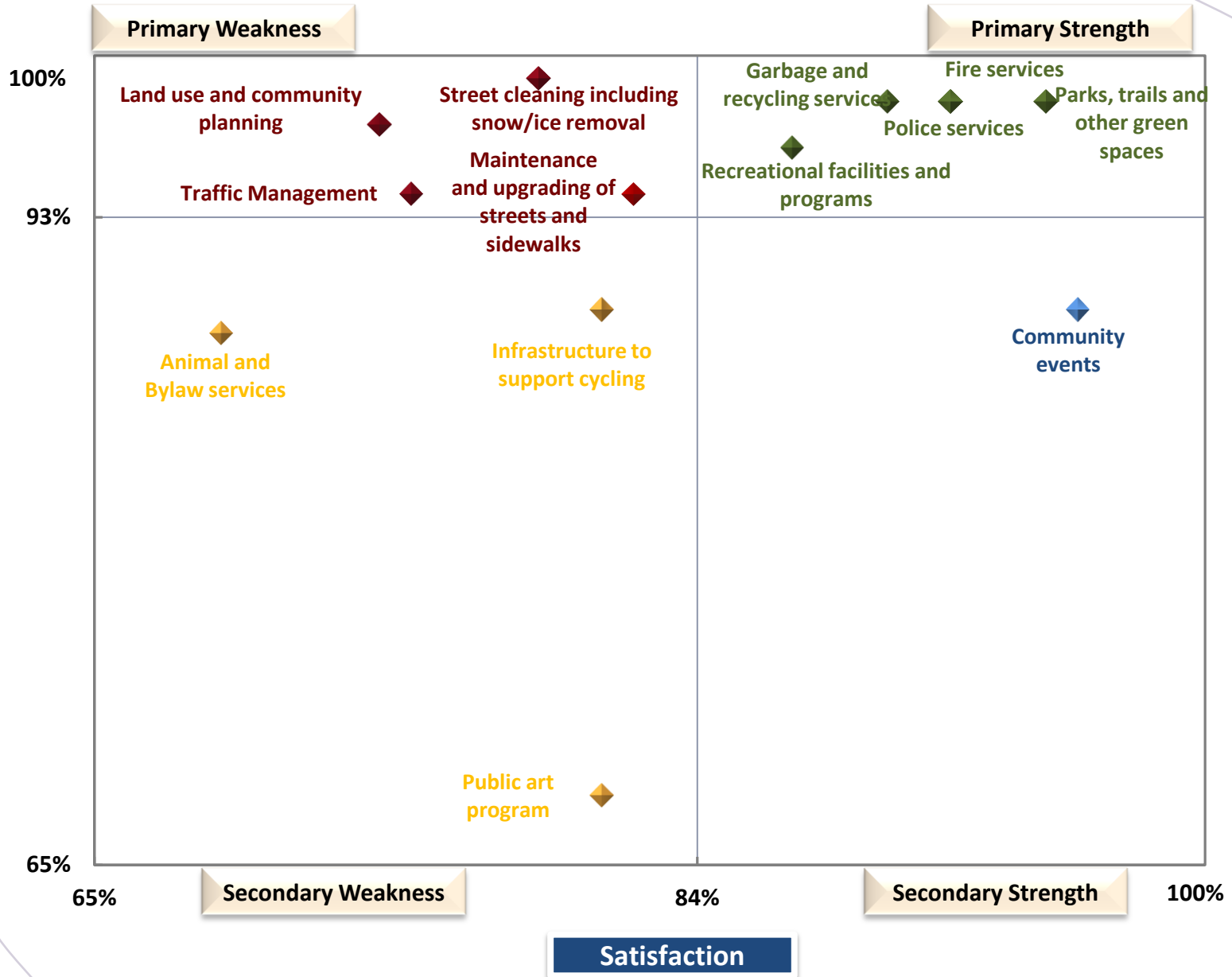


Q7a. Please tell me how satisfied are you with the job The Town is doing in providing this program or service?

Base: All respondents (n=300)

Importance vs. Satisfaction Grid

Importance



Views about Key Services

Animal & Bylaw Services: “I am a dog owner and I love the poop bags and the strategic locations. It’s a wonderful service to the community. We have the most beautiful off dog leash parks in the world. I am worried about whether my fellow dog owners are as diligent as I am to pick up after the dogs. I think that they do an admirable job with the off leash areas.” – Focus Group Participant

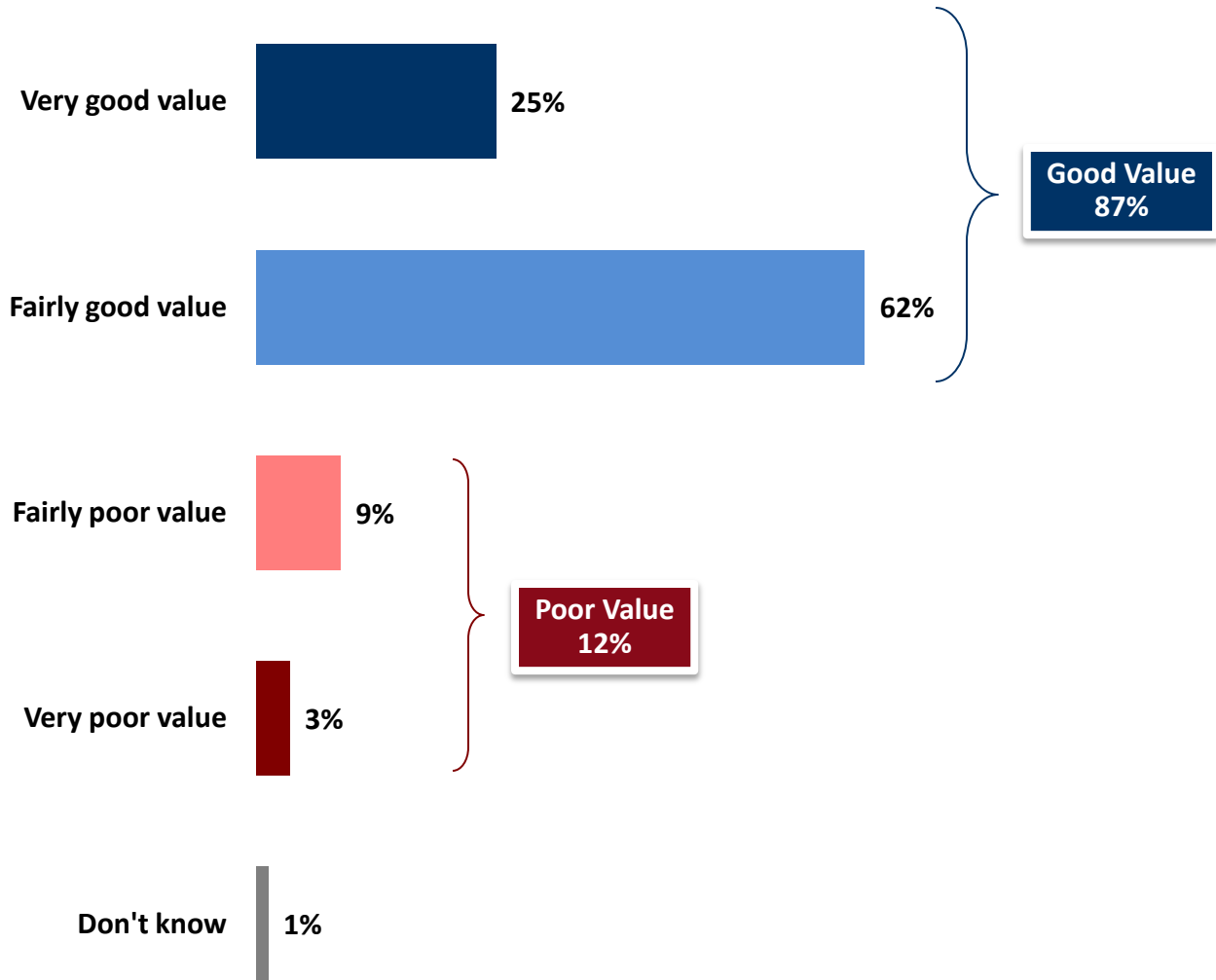
Animal & Bylaw Services: “There is not enough enforcement, most dogs are off the leash, in the wildlife border, and I don’t know what you can do about that, and that concerns me.” – Focus Group Participant

Traffic Management: “The lack of planning like with Elevation Place, the traffic planning pattern, they haven’t thought it through.” – Focus Group Participant

TAXATION



Perceived Value of Property Taxes

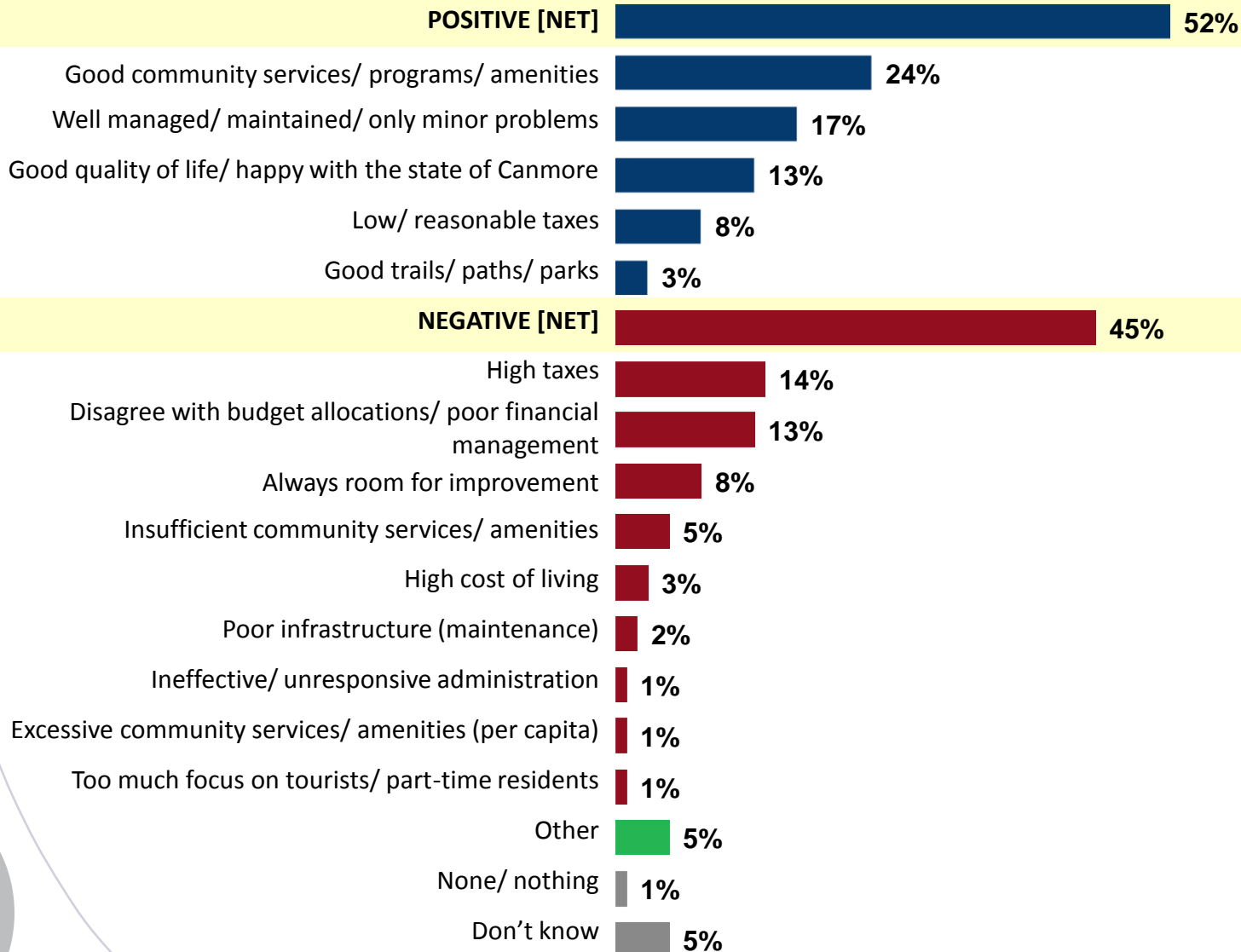


Q8. Thinking about all the programs and services you receive from the Town of Canmore, would you say that overall you get good value or poor value for your tax dollars?

Base: All respondents (n=300)

Reasons for Perceived Value of Property Taxes

Those Who Say That They Receive 'Good Value'



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

Base: All those who say that they receive good value for their municipal tax dollars (n=253)

Reasons for Perceived Value of Property Taxes

Those Who Say That They Receive 'Poor Value'

POSITIVE [NET] ■ 3%

Good community services/ programs/ amenities ■ 1%

Good trails/ paths/ parks ■ 1%

Good quality of life/ happy with the state of Canmore 0

Low/ reasonable taxes 0

Well managed/ maintained/ only minor problems 0%

NEGATIVE [NET] ■ 94%

Disagree with budget allocations/ poor financial management 46%

Ineffective/ unresponsive administration 32%

High taxes 26%

Excessive community services/ amenities 15%

Poor infrastructure (maintenance) 12%

High cost of living 8%

Insufficient community services/ amenities 7%

Too much focus on tourists/ part-time residents 5%

Always room for improvement 0%

Other ■ 6%

None/ nothing ■ 1%

Don't know 0

**Note: Small base size*

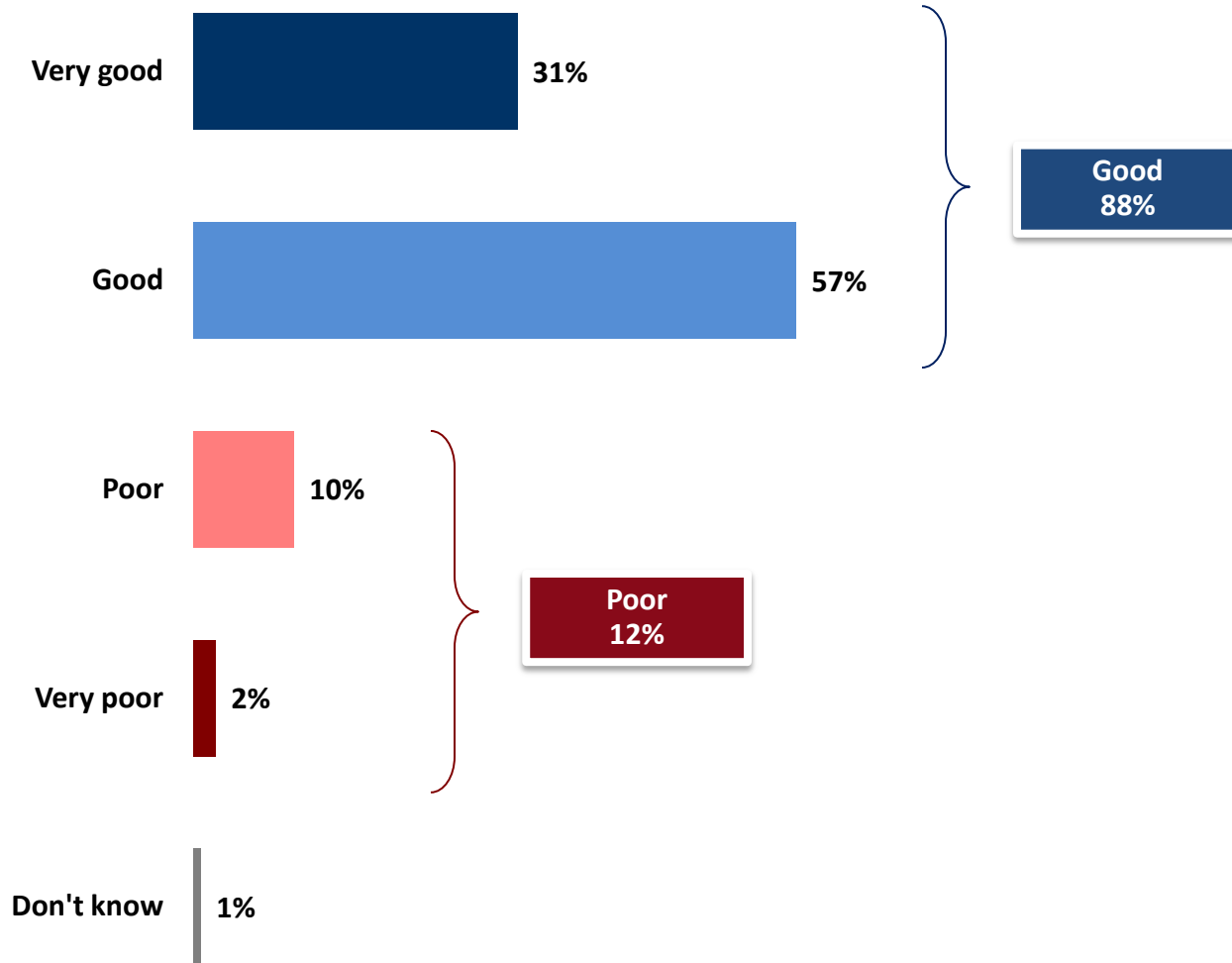
Q9. Why do you say that you get for your tax dollars?

Base: All those who say that they receive poor value for their municipal tax dollars (n=42)

TOWN COMMUNICATIONS & WEBSITE



Overall Rating of Town Communications

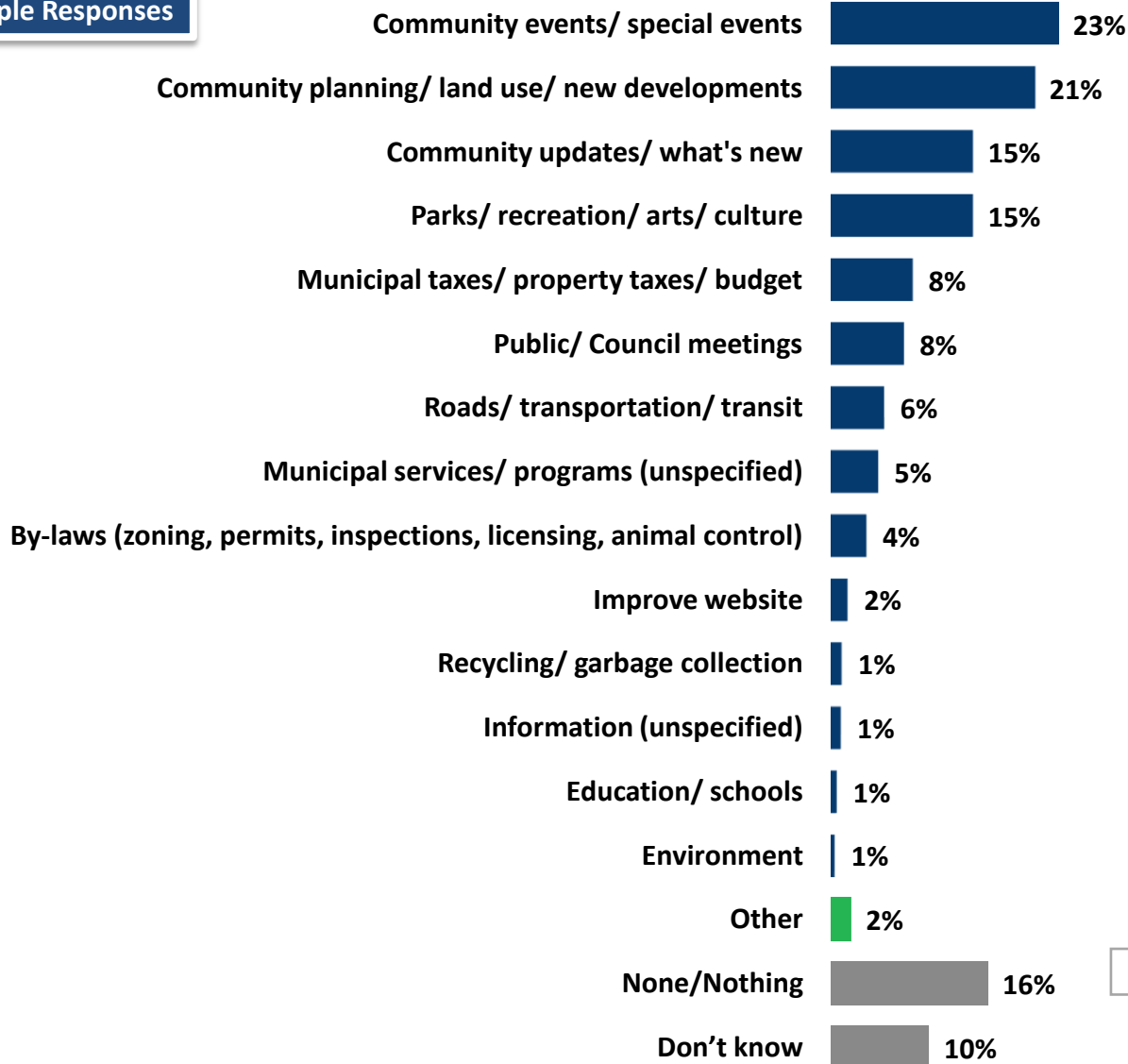


Q10. Overall, how would you rate The Town of Canmore in terms of how well it communicates with citizens about its services, programs, policies and plans?

Base: All respondents (n=300)

Information Needs

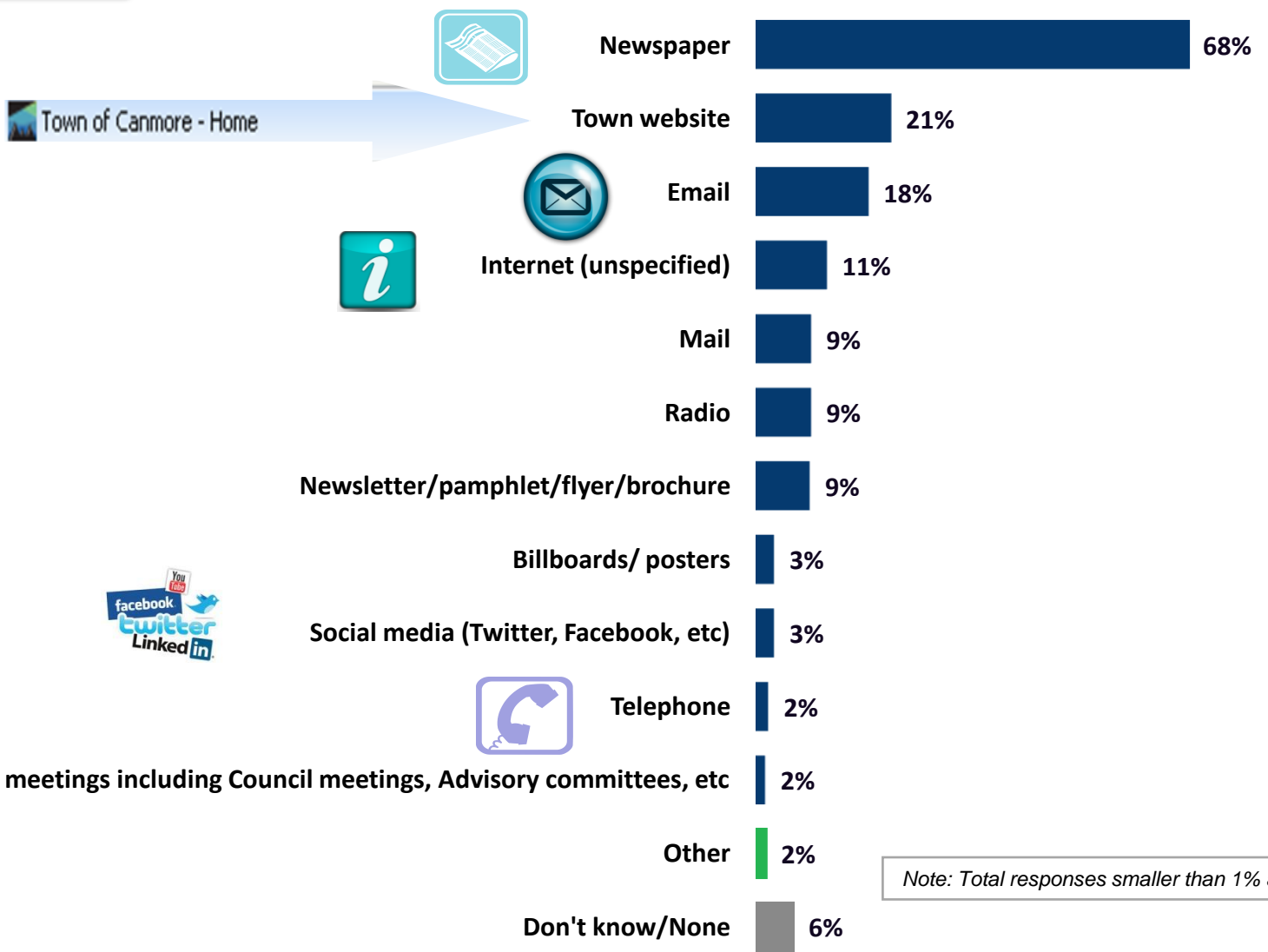
Multiple Responses



Note: Mentions less than 1% are not shown

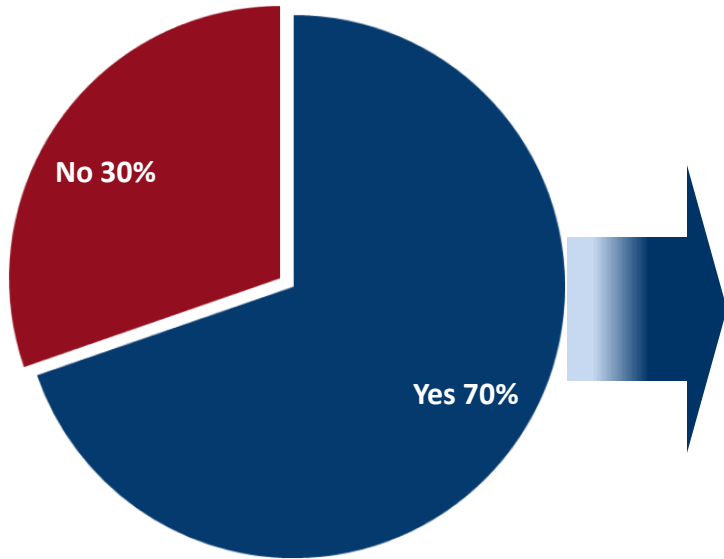
Preferred Communication Channels

Multiple Responses

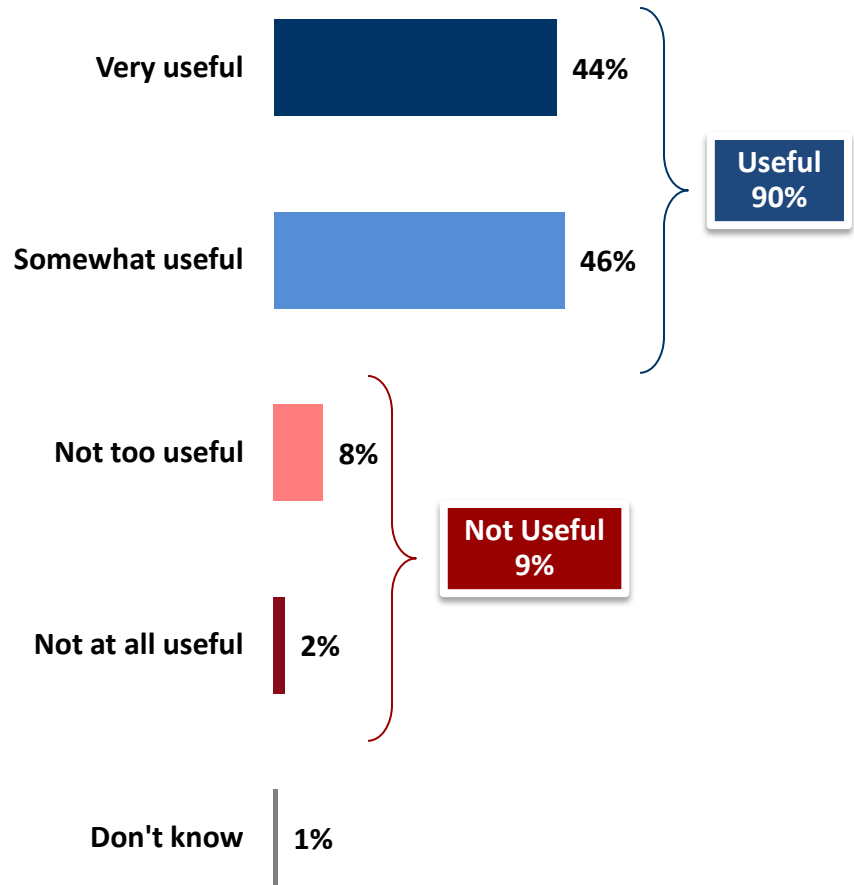


Note: Total responses smaller than 1% are not shown

Have Visited Town Website



Usefulness of Content



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

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

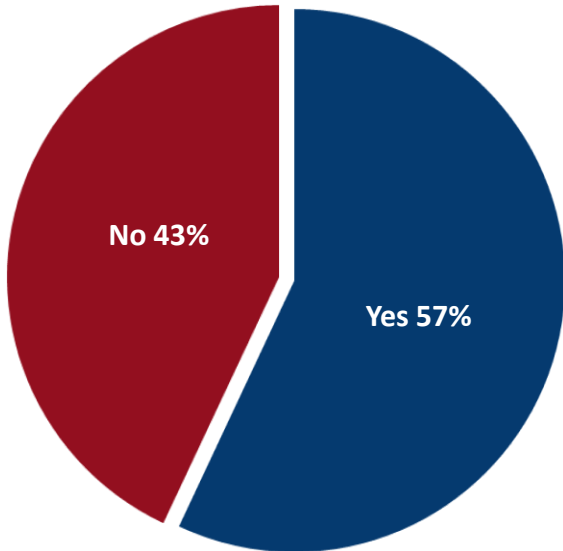
Base: Respondents who have visited the Town's website in the last 12 months (n=203)

CONTACT WITH THE TOWN OF CANMORE

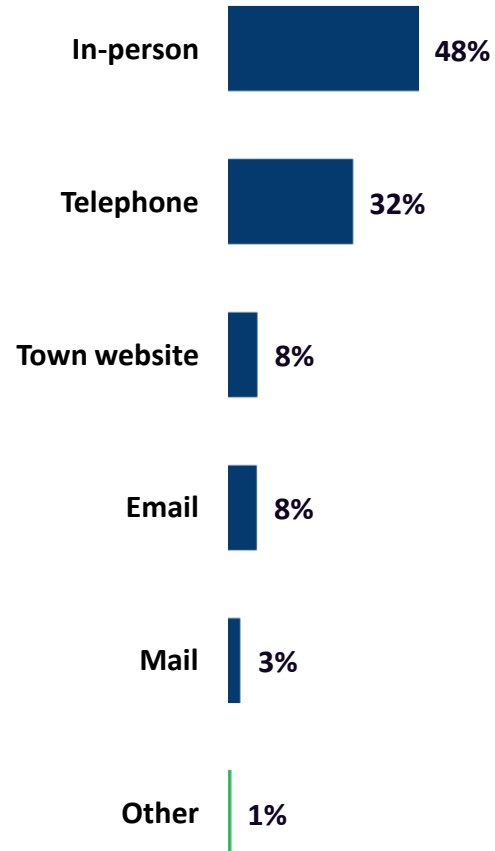


Contact with the Town of Canmore

Contacted Town in last 12 months



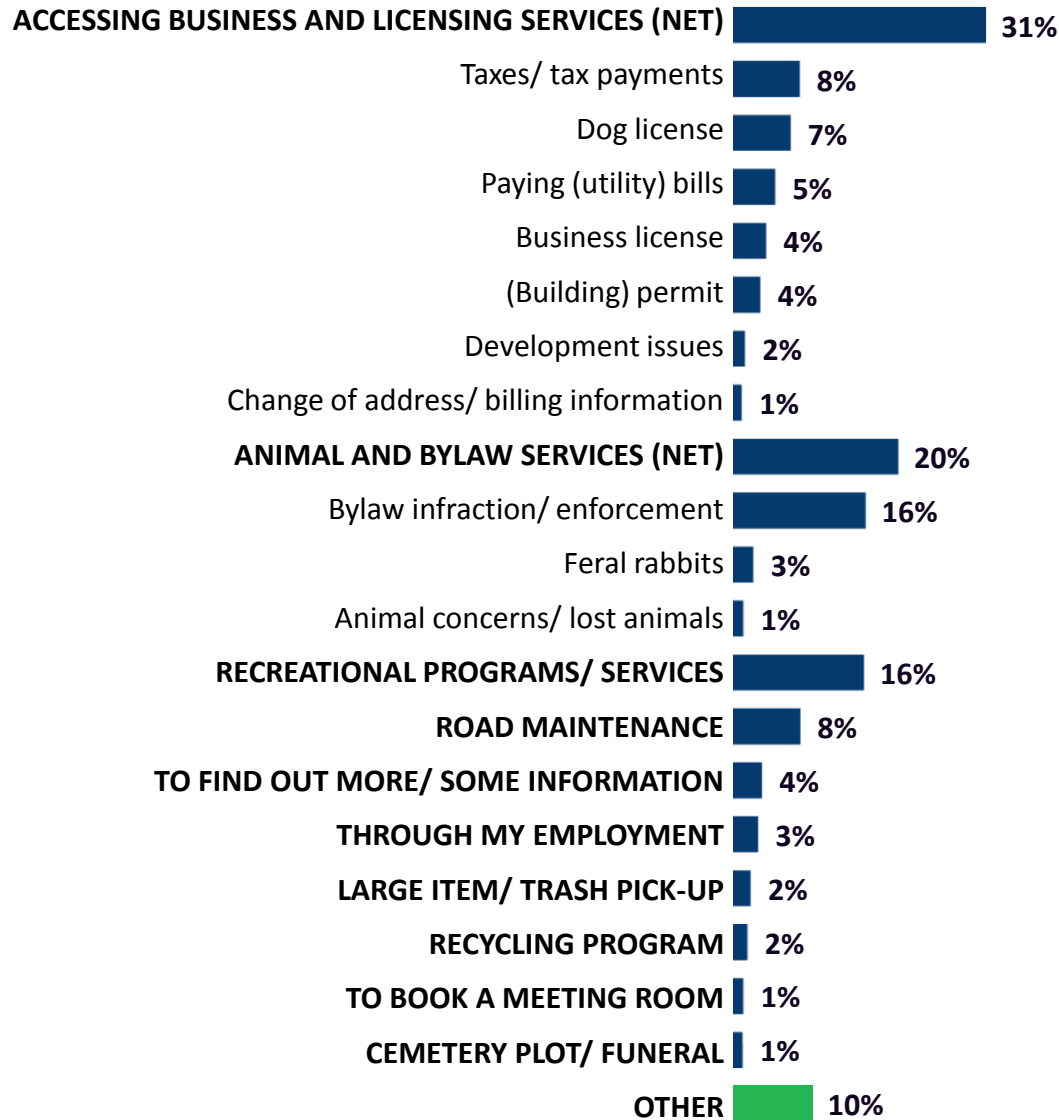
Method of Contact



Note: Total responses smaller than 1% are not shown

CS1. In the last 12 months, have you personally contacted or dealt with The Town of Canmore or one of its employees? Base: All respondents (n=300)
 CS3. How did this contact occur? Base: Respondents who have contacted the Town in the last 12 months (n=184)

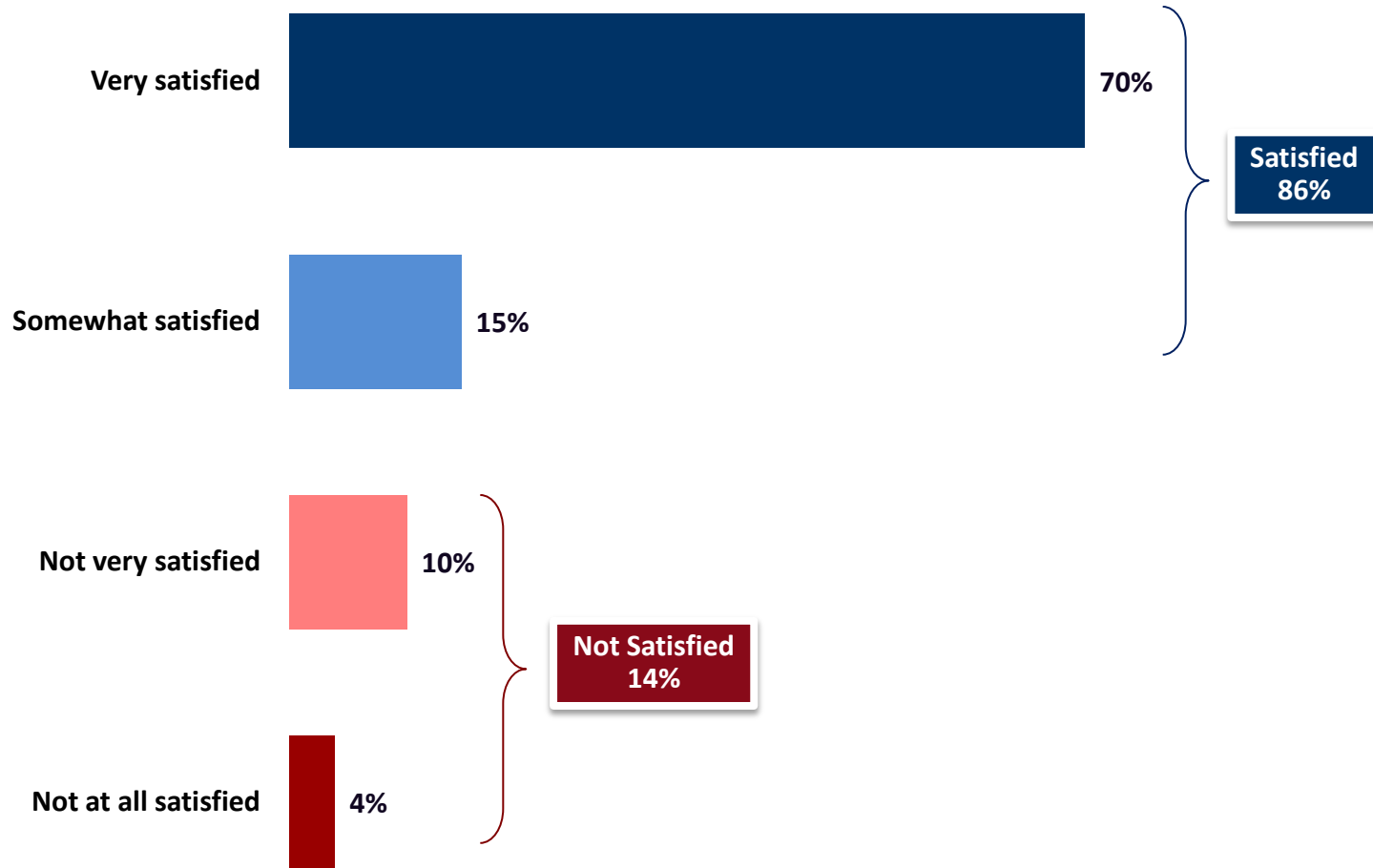
Main Reason for Contacting the Town of Canmore



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

Base: Base: Respondents who have contacted the Town in the last 12 months (n=184)

Satisfaction with Town Contact



Attitudes Regarding Town Service Delivery and Transparency

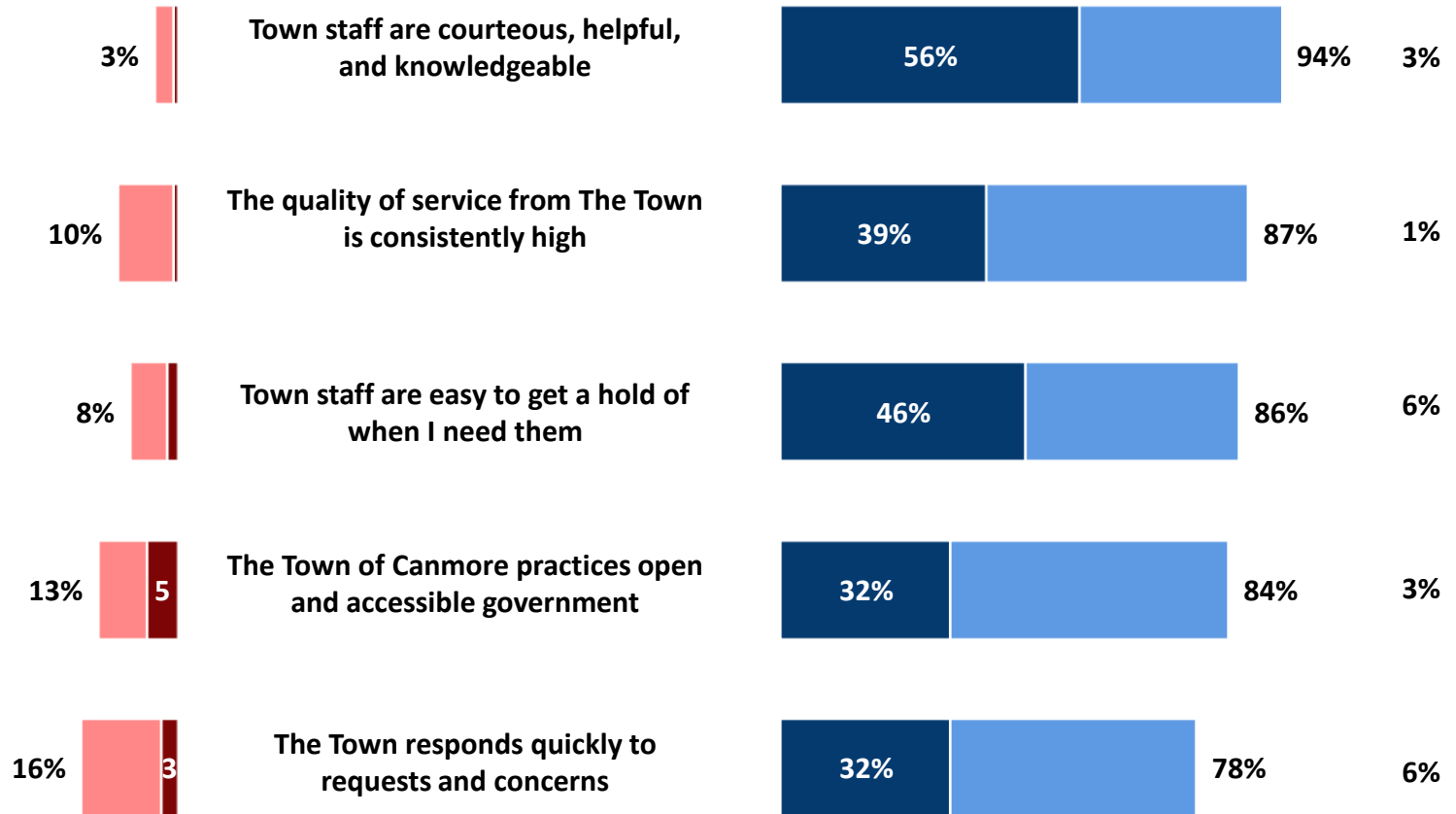
% Disagree

% Agree

■ Somewhat disagree ■ Strongly disagree

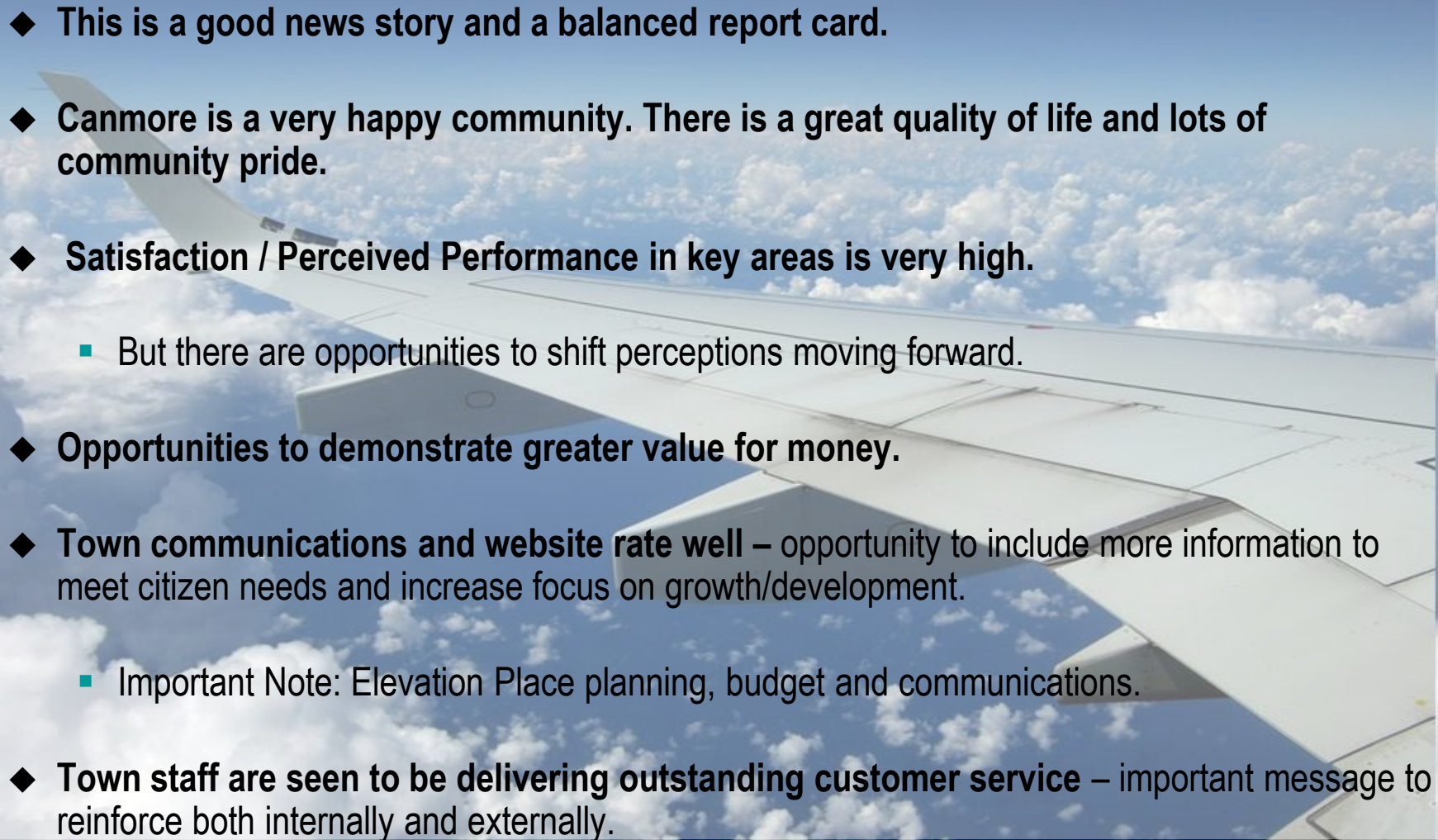
■ Strongly agree ■ Somewhat agree

Don't know



CS5. Thinking about your personal dealings with The Town of Canmore, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The Town?

Base: All respondents (n=300)

- 
- ◆ **This is a good news story and a balanced report card.**
 - ◆ **Canmore is a very happy community. There is a great quality of life and lots of community pride.**
 - ◆ **Satisfaction / Perceived Performance in key areas is very high.**
 - But there are opportunities to shift perceptions moving forward.
 - ◆ **Opportunities to demonstrate greater value for money.**
 - ◆ **Town communications and website rate well** – opportunity to include more information to meet citizen needs and increase focus on growth/development.
 - Important Note: Elevation Place planning, budget and communications.
 - ◆ **Town staff are seen to be delivering outstanding customer service** – important message to reinforce both internally and externally.



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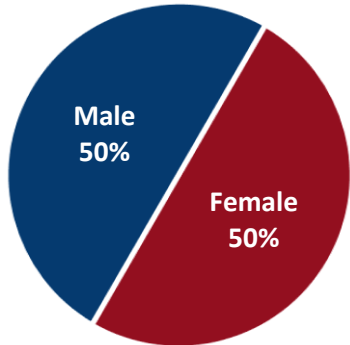
Phone: 403.294.7396
email: shrishma.dave@ipsos.com

A white circular graphic containing the handwritten text "Thank you" in a cursive script. A white marker is shown at the end of the word "you", as if it has just finished writing.

DEMOGRAPHICS



Gender



Age

18-24	6%
25-34	23%
35-44	15%
45-54	26%
55-64	17%
65+	13%
Mean	46.5

Education

Completed high school or less	11%
Some post secondary or completed a college diploma	39%
Completed university degree or post-grad degree	50%
Don't know	1%*

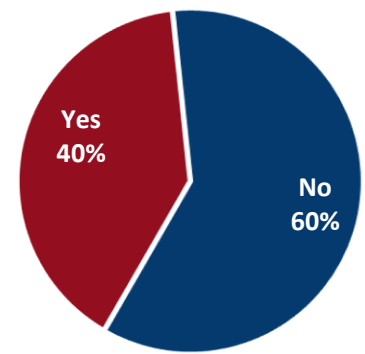
Income

Less than \$30,000	4%
\$30,000 to just under \$60,000	21%
\$60,000 to just under \$90,000	19%
\$90,000 to just under \$120,000	27%
\$120,000 or more	24%
Don't know	6%

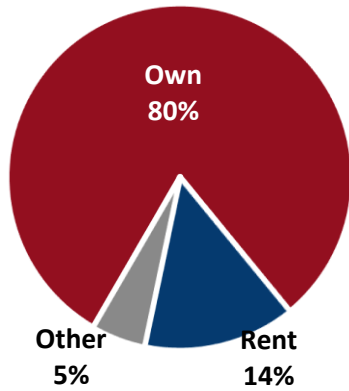
Number of People In Household

1	10%
2	40%
3	26%
4	18%
5	6%
6	1%
Don't know	1%
Mean	2.7

Children in Household



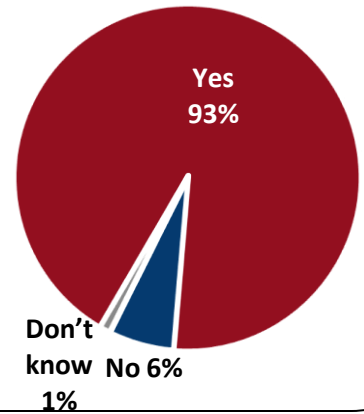
Own or Rent



Tenure in Canmore

0	1%
1	3%
2	2%
3	7%
4	3%
5	4%
6-10	27%
11-20	34%
21-30	12%
More than 30	8%
Mean	14.4

Property Taxes



Residency Status

