



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

2014 Citizens Satisfaction Survey



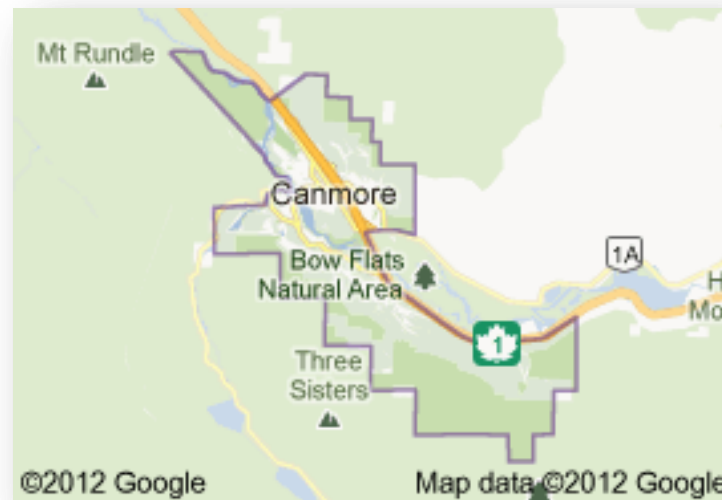
Town of
CANMORE

Results Presentation

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Methodology

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



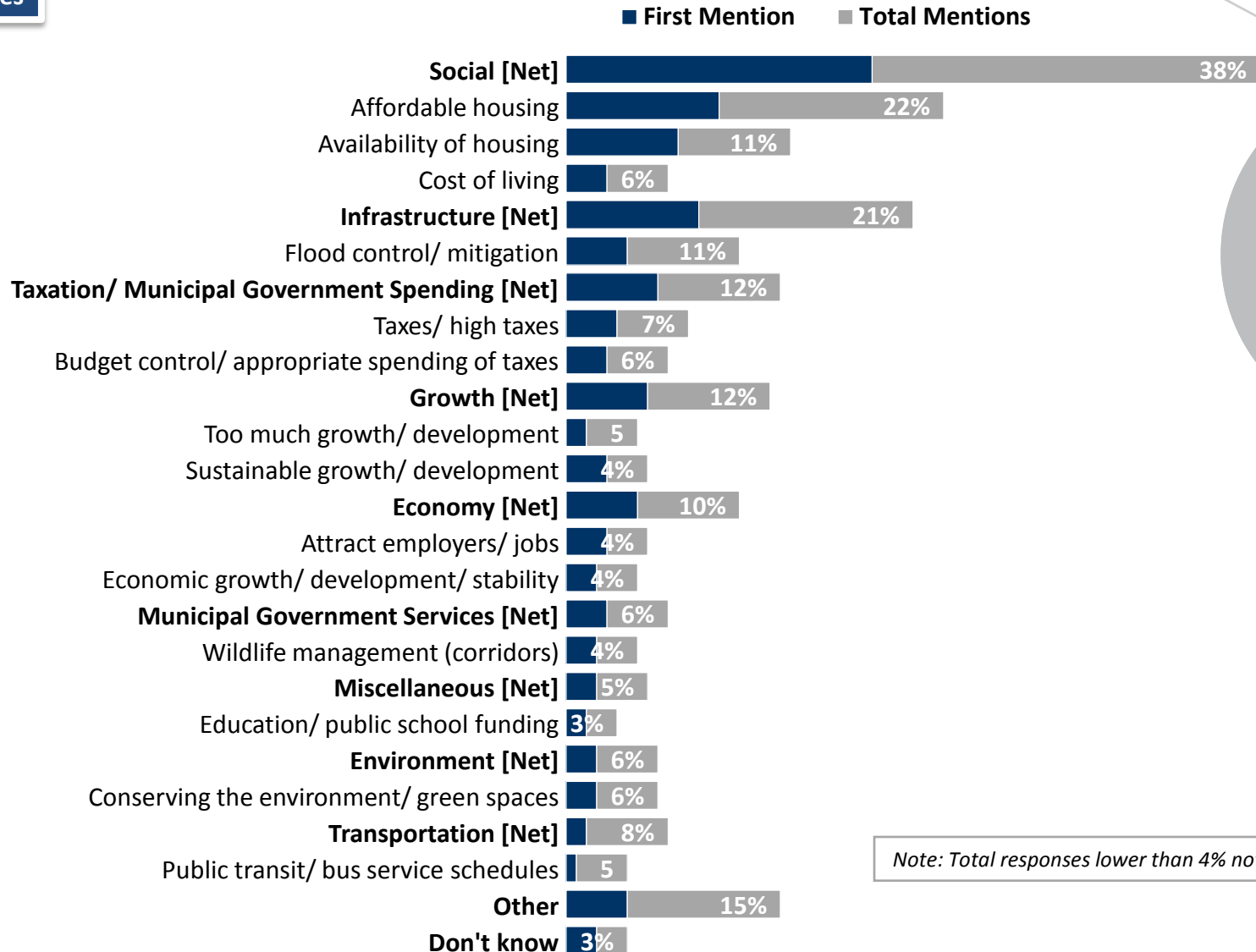
DETAILED FINDINGS

ISSUE AGENDA



Top of Mind Issues

Multiple Responses



Note: Total responses lower than 4% not shown

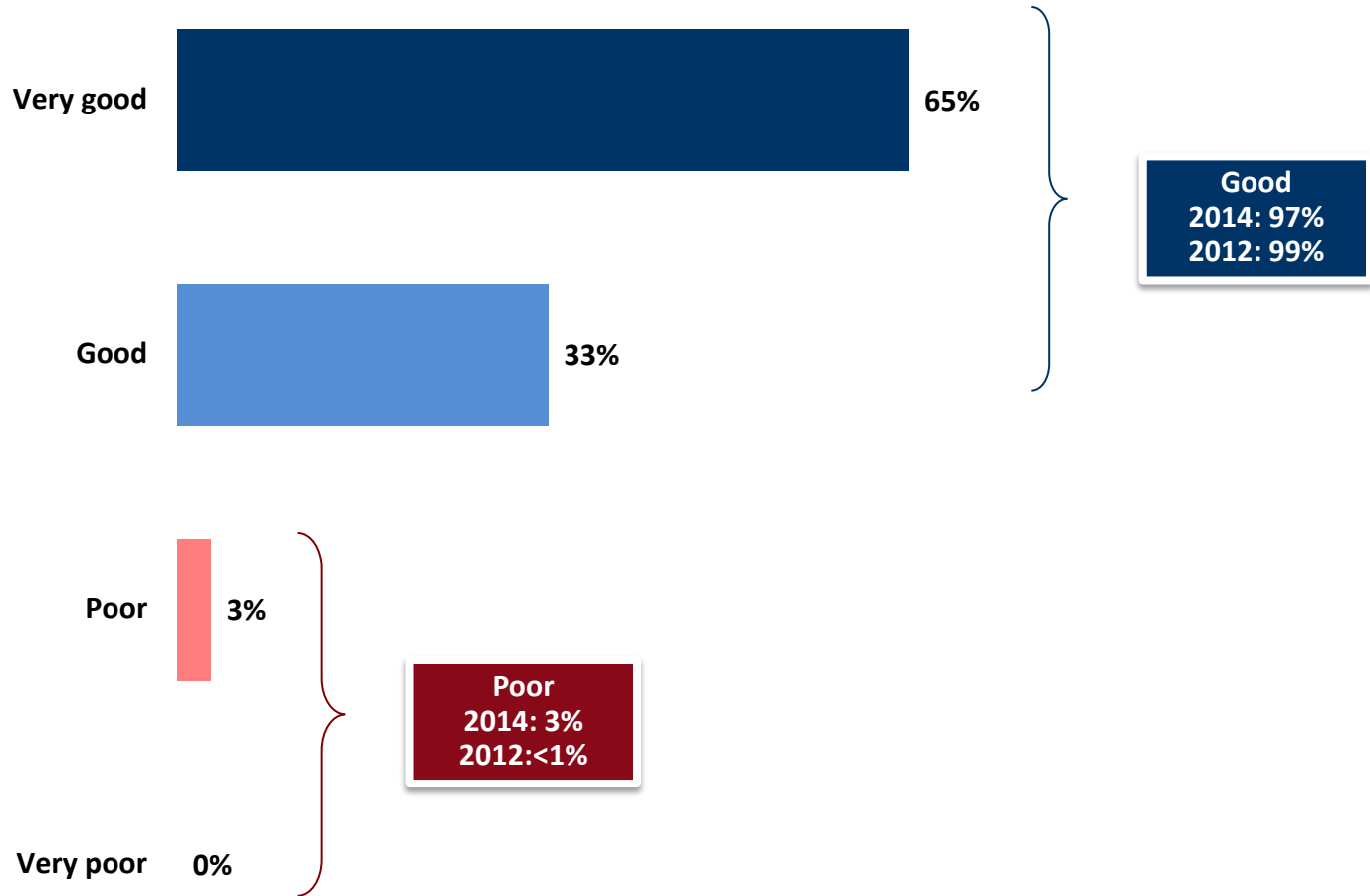
Q1. In your view, as a resident of Canmore, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: All respondents (n=300)

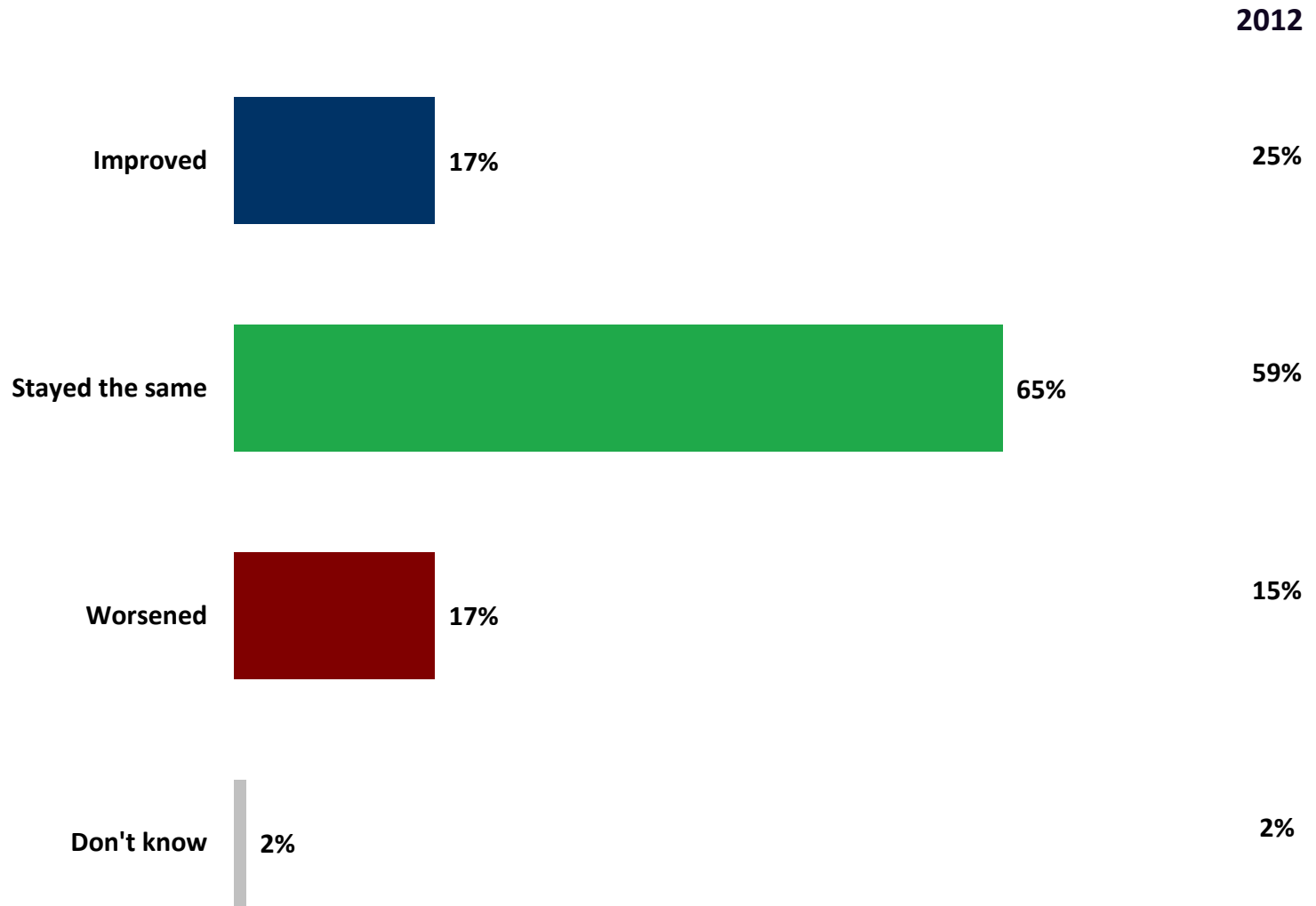
QUALITY OF LIFE IN CANMORE



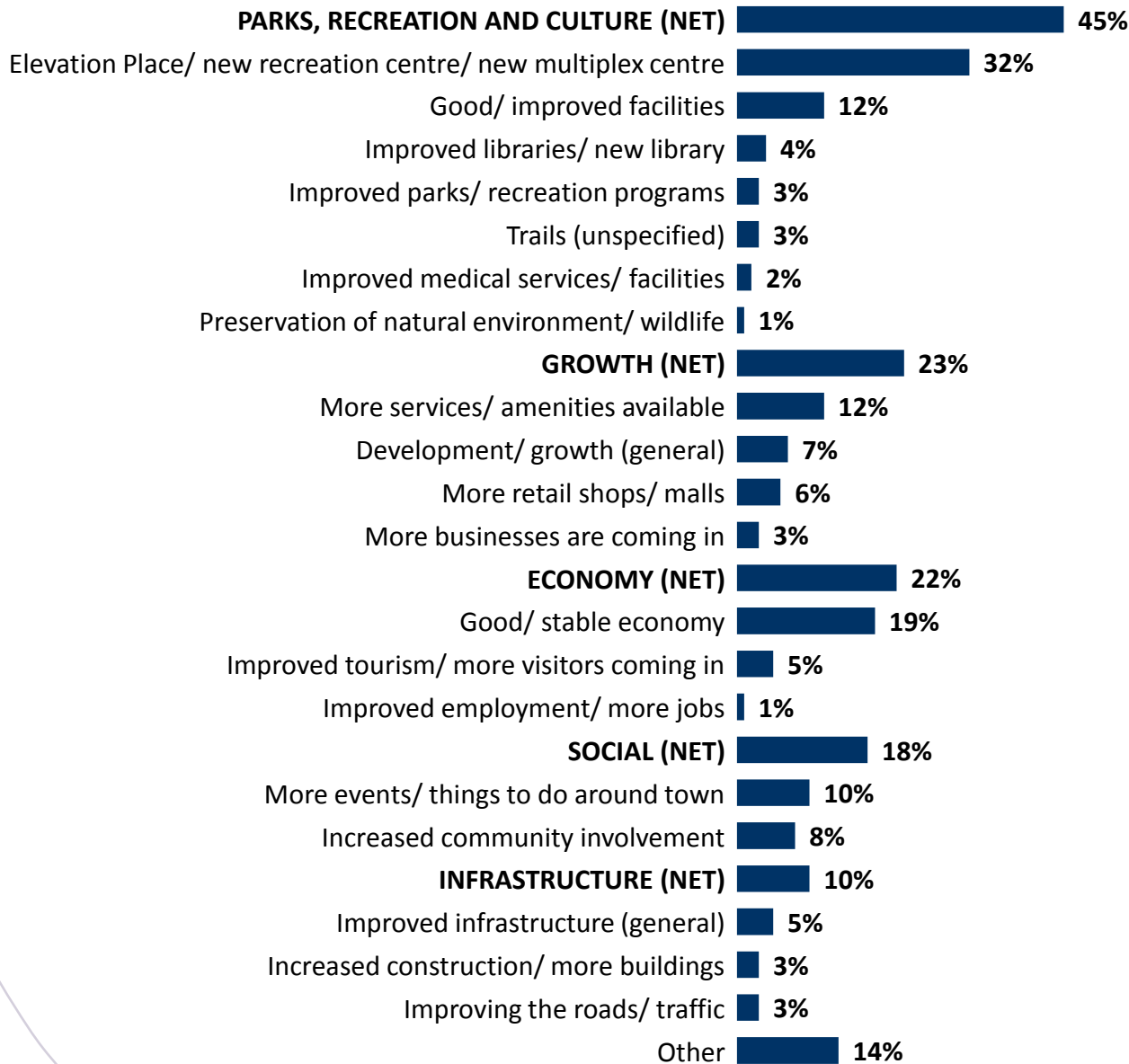
Overall Quality of Life in Canmore



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



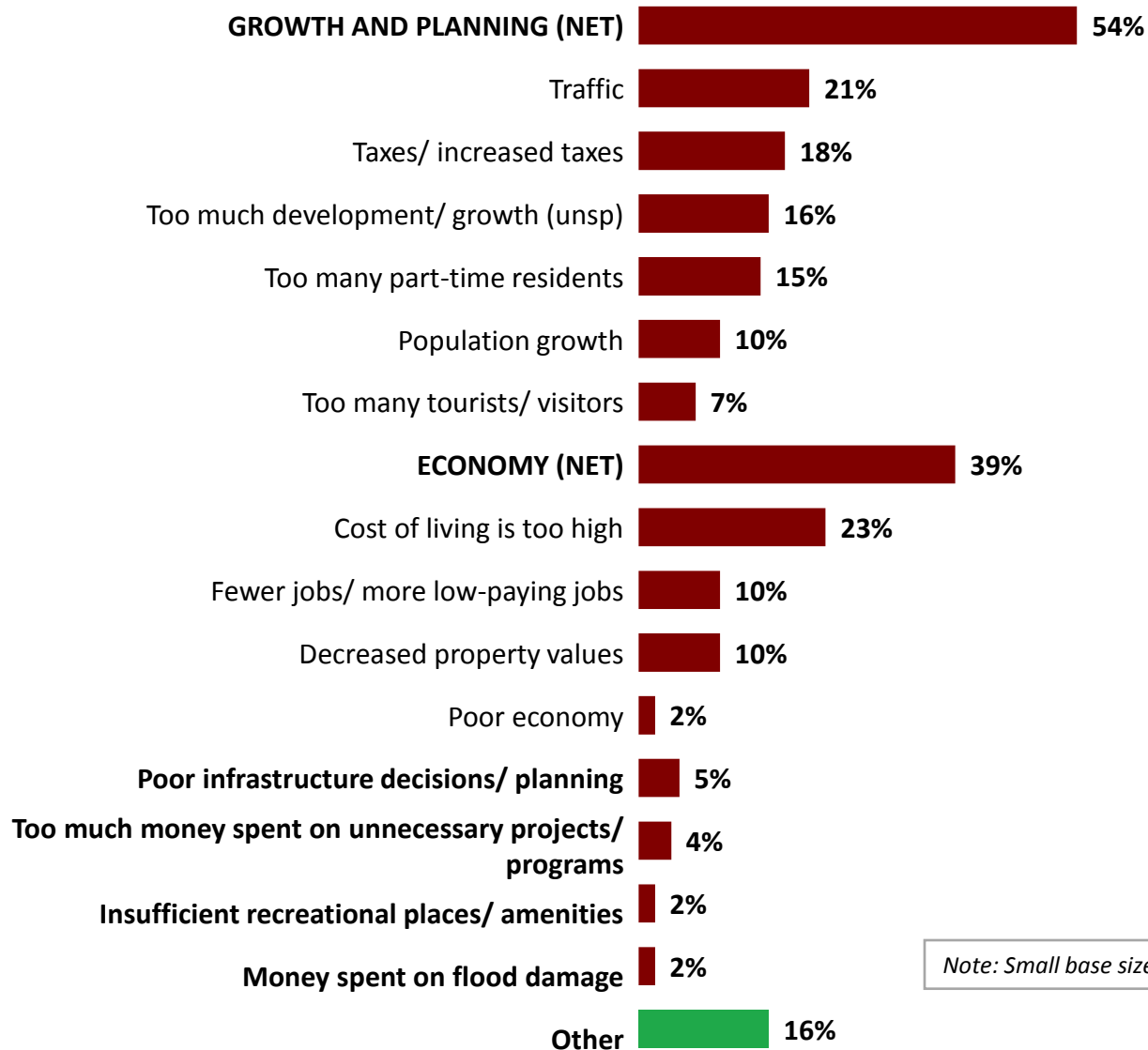
Reasons for Improved Quality of Life



Q4. Why do you think the quality of life has improved?

Base: Respondents who say that quality of life has improved (n=63)

Reasons for Deteriorated Quality of Life



Note: Small base size

GROWTH AND DEVELOPMENT IN THE TOWN



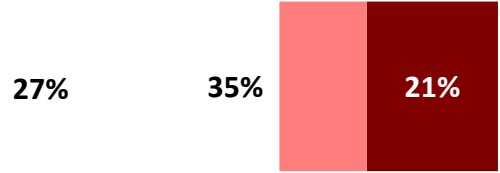
Perceptions Regarding Growth And Development In The Town Of Canmore

% Disagree

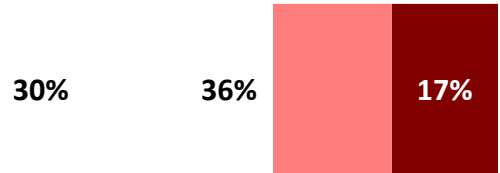
% Agree

2012
%Disagree

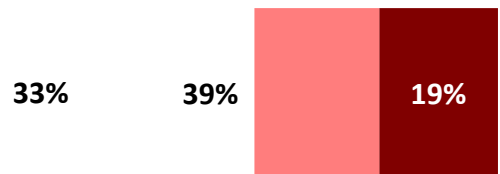
2012
% Agree



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



■ Somewhat disagree ■ Strongly disagree

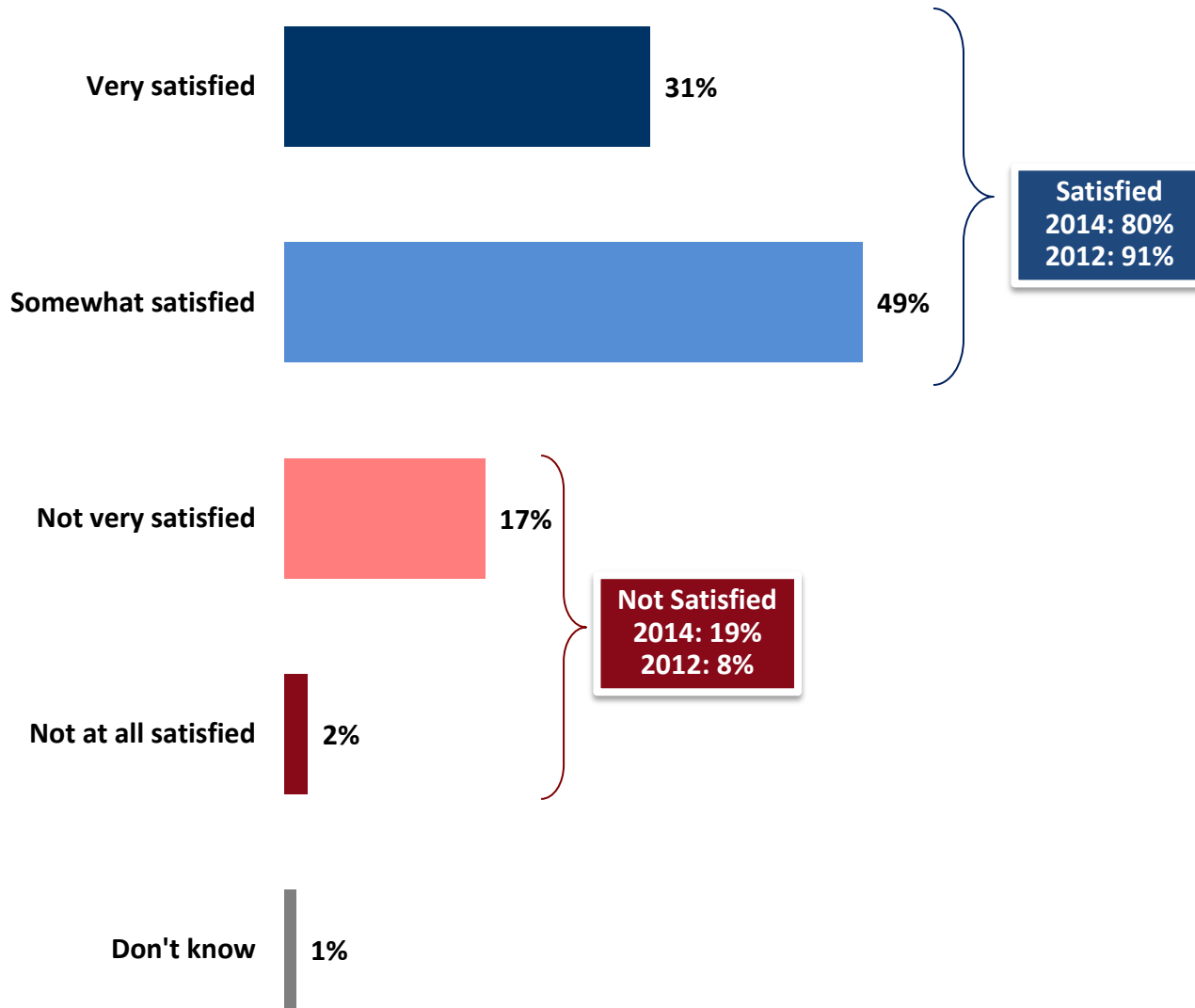
■ Strongly agree ■ Somewhat agree

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

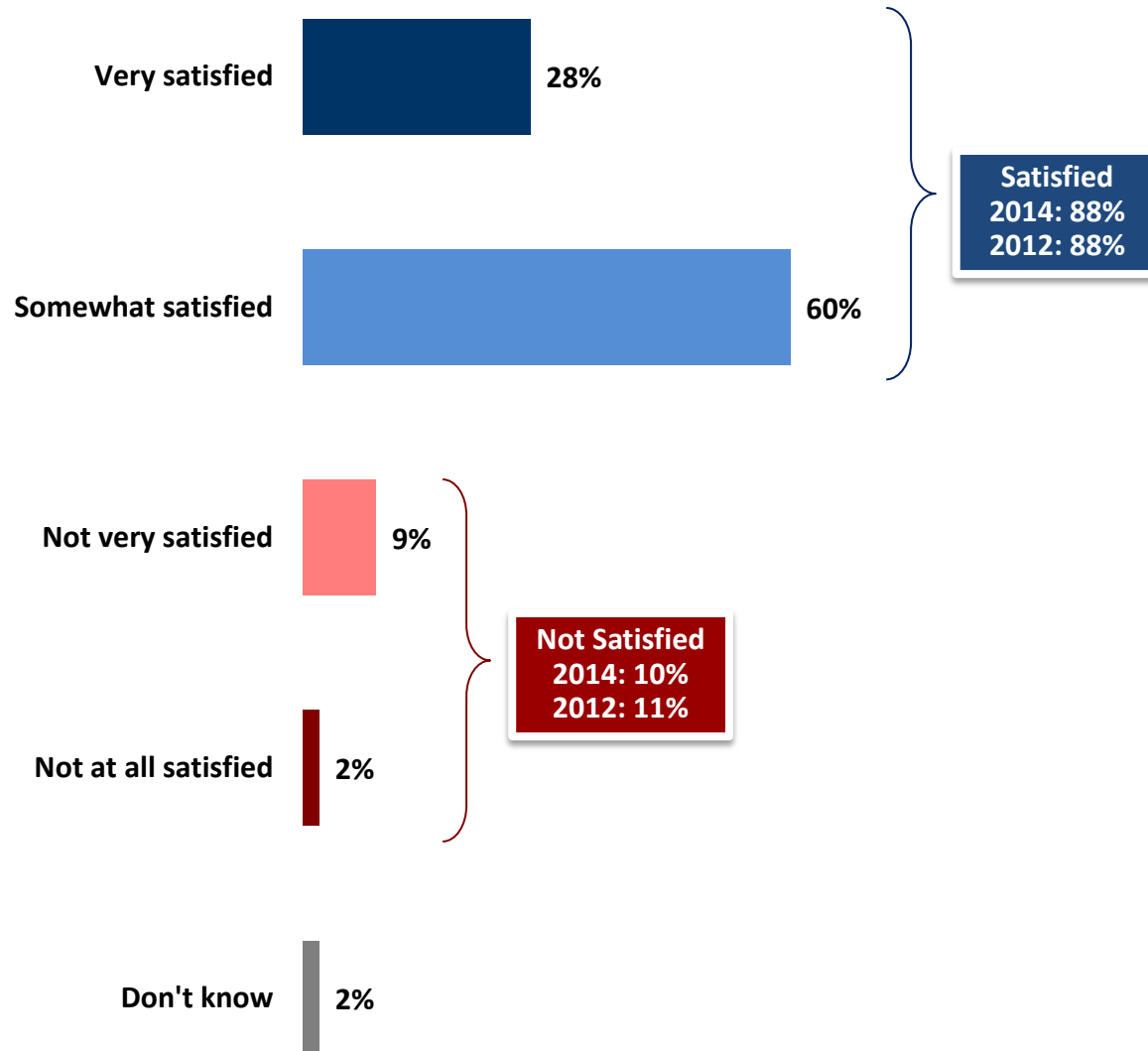
ENVIRONMENTAL PERFORMANCE



Satisfaction with The Town's Environmental Performance

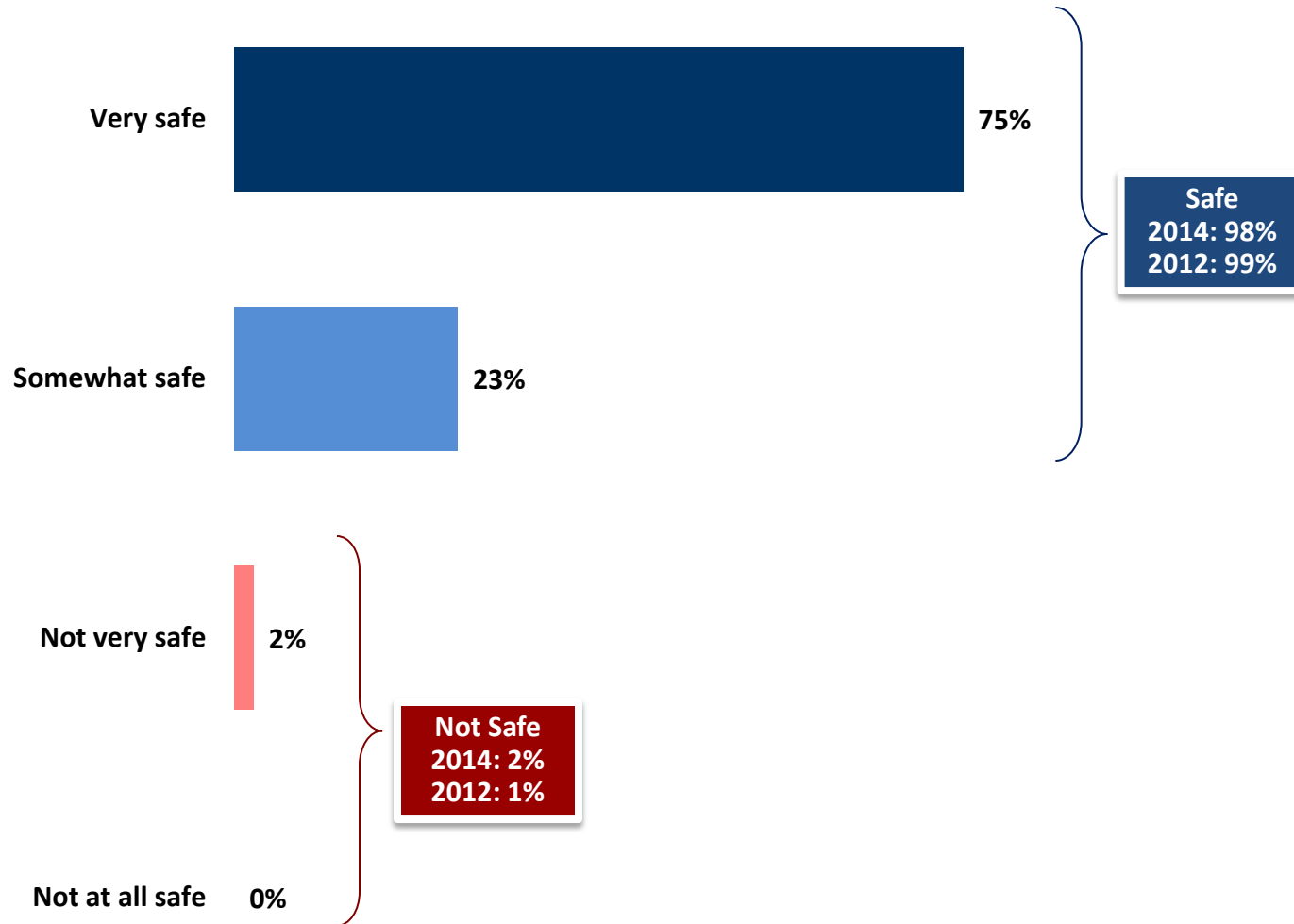


Satisfaction with The Town's Environmental Programs and Services



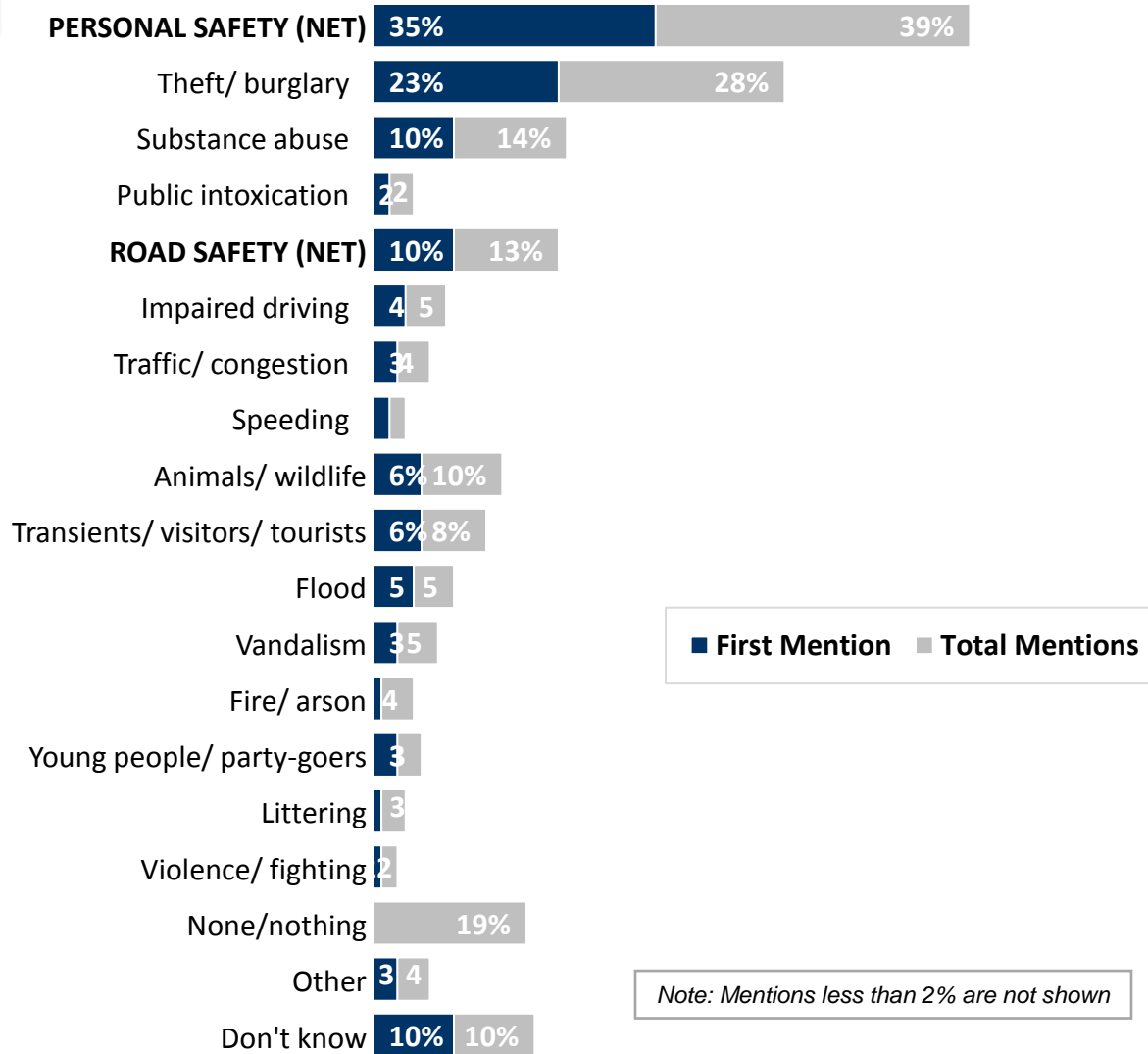
PERCEPTIONS ABOUT PUBLIC SAFETY

Perceived Safety in Canmore



Biggest Crime and Personal Safety Issue Currently Facing Canmore

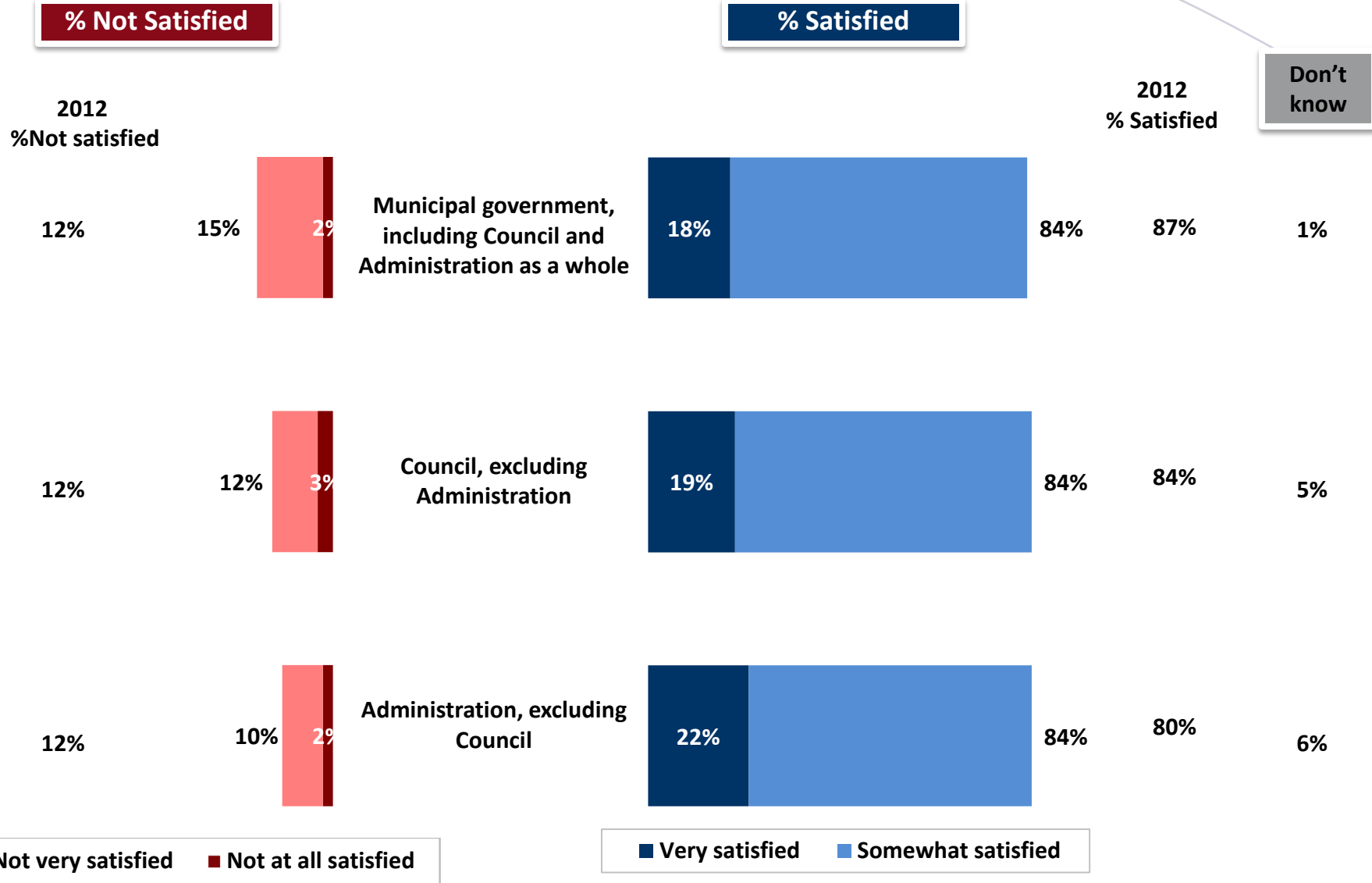
Multiple Responses



TOWN PERFORMANCE



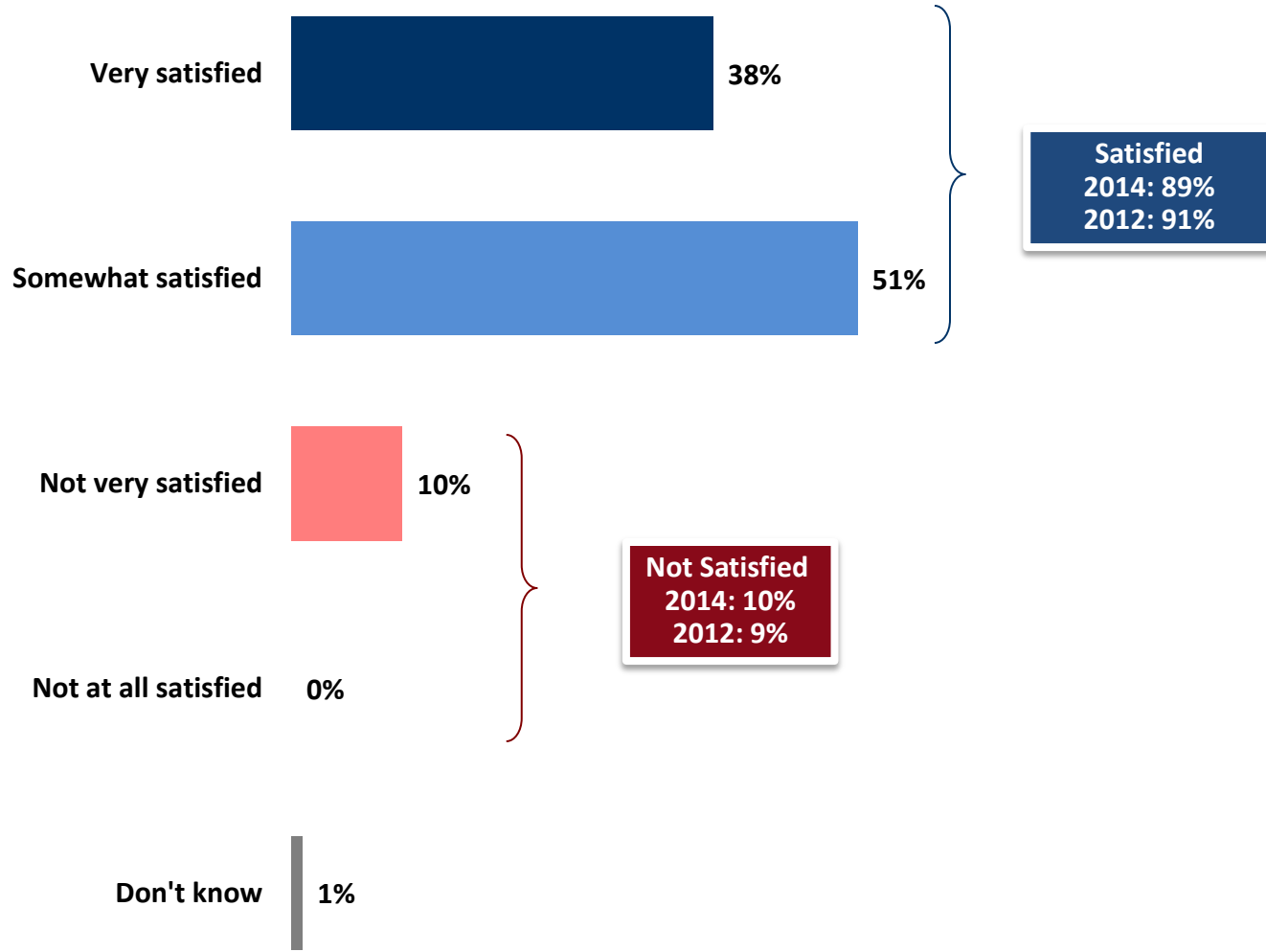
Overall Satisfaction with the Town of Canmore's Council and Administration



SATISFACTION WITH TOWN SERVICES

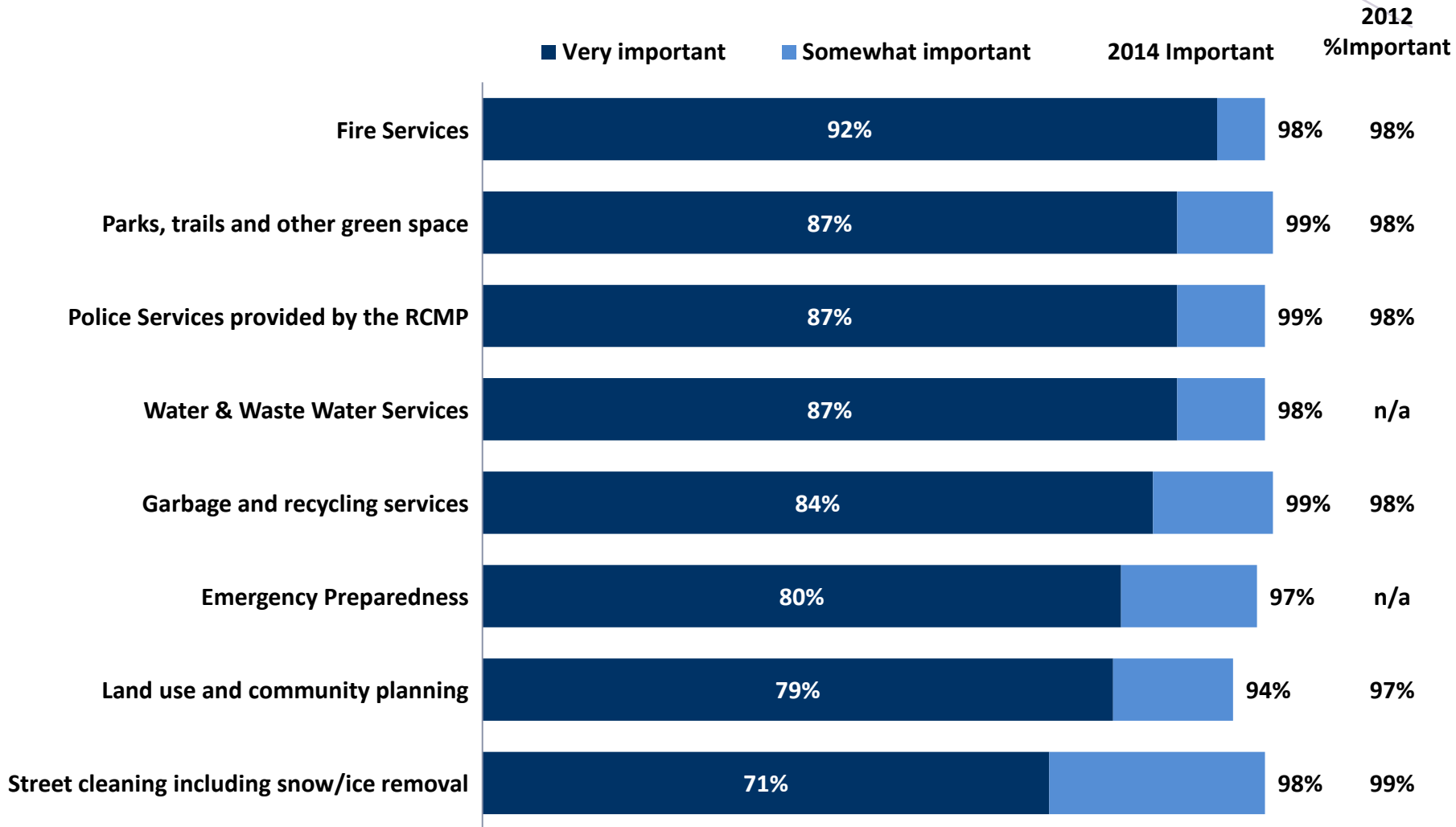


Overall Satisfaction with Town Programs and Services



Importance of Town Programs and Services

% 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)*

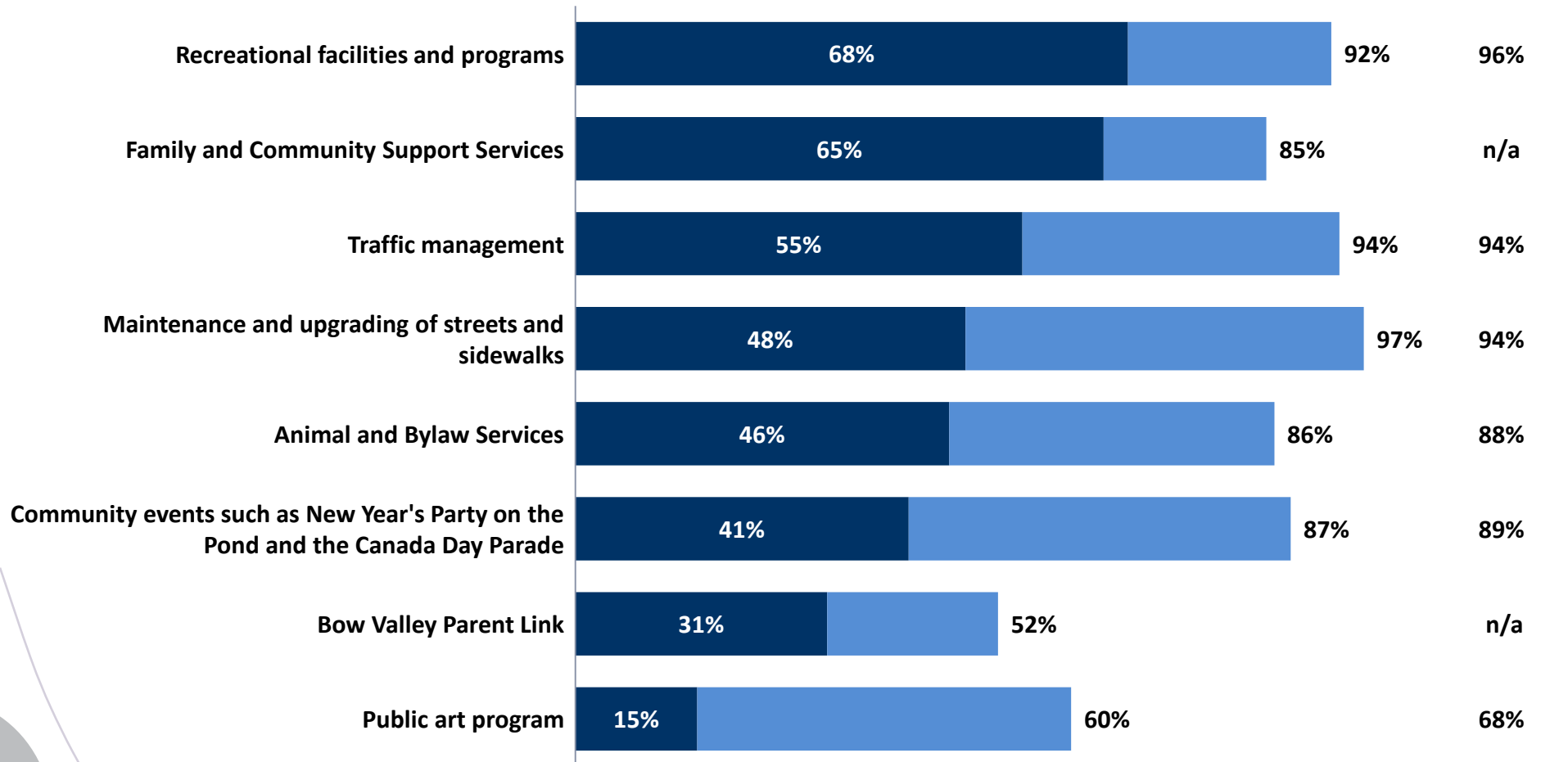
% Important

■ Very important

■ Somewhat important

2014 %Important

2012 %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

% Satisfied

■ Very satisfied

■ Somewhat satisfied

2014 Satisfied

2012
% Satisfied

Fire Services

76%

96%

92%

Community events such as New Year's Party on the Pond and the Canada Day Parade

62%

94%

96%

Garbage and recycling services

62%

92%

90%

Police Services provided by the RCMP

62%

88%

92%

Parks, trails and other green space

61%

93%

95%

Water & Waste Water Services

55%

89%

n/a

Recreational facilities and programs

52%

86%

87%

Emergency Preparedness

44%

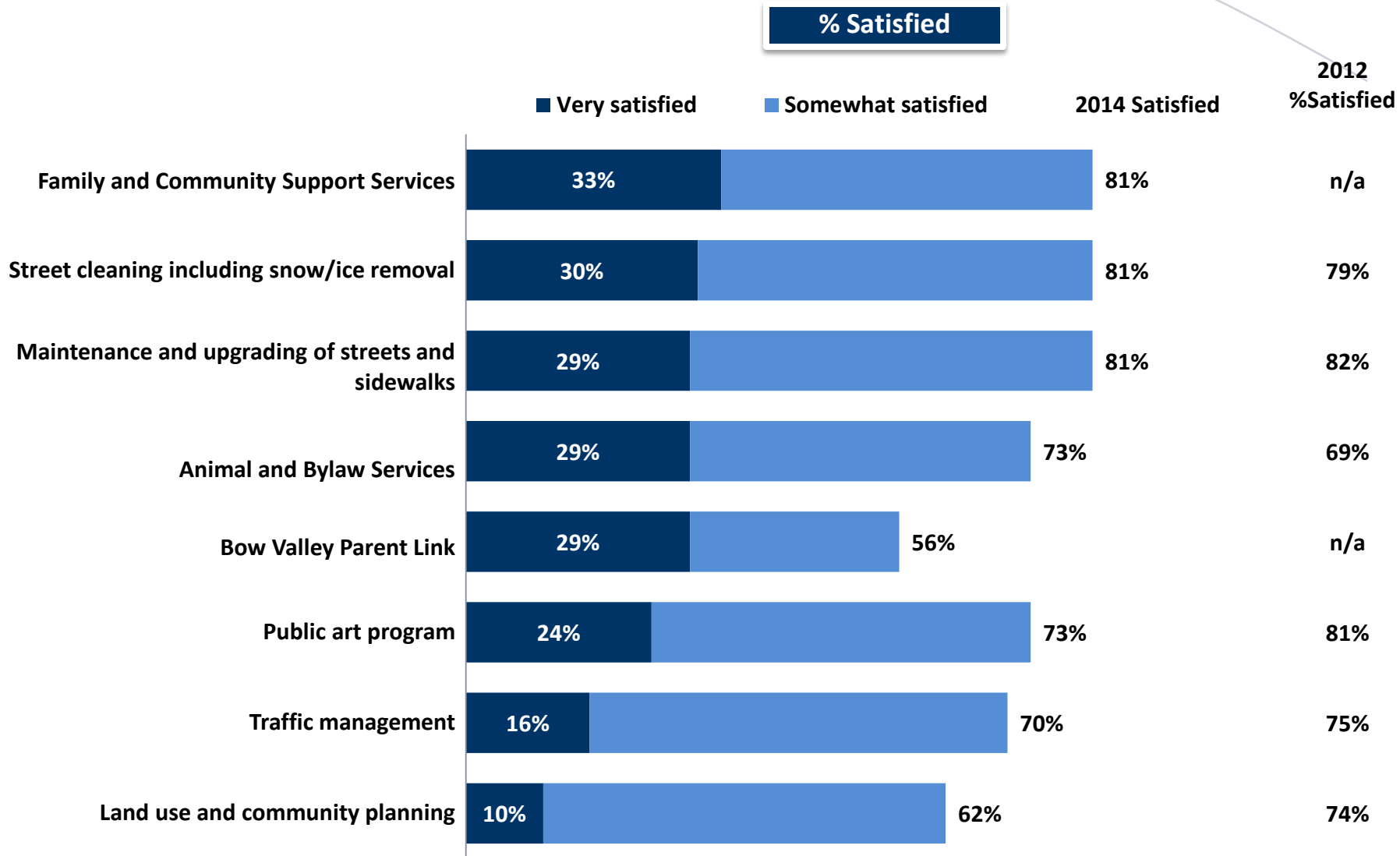
81%

n/a

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

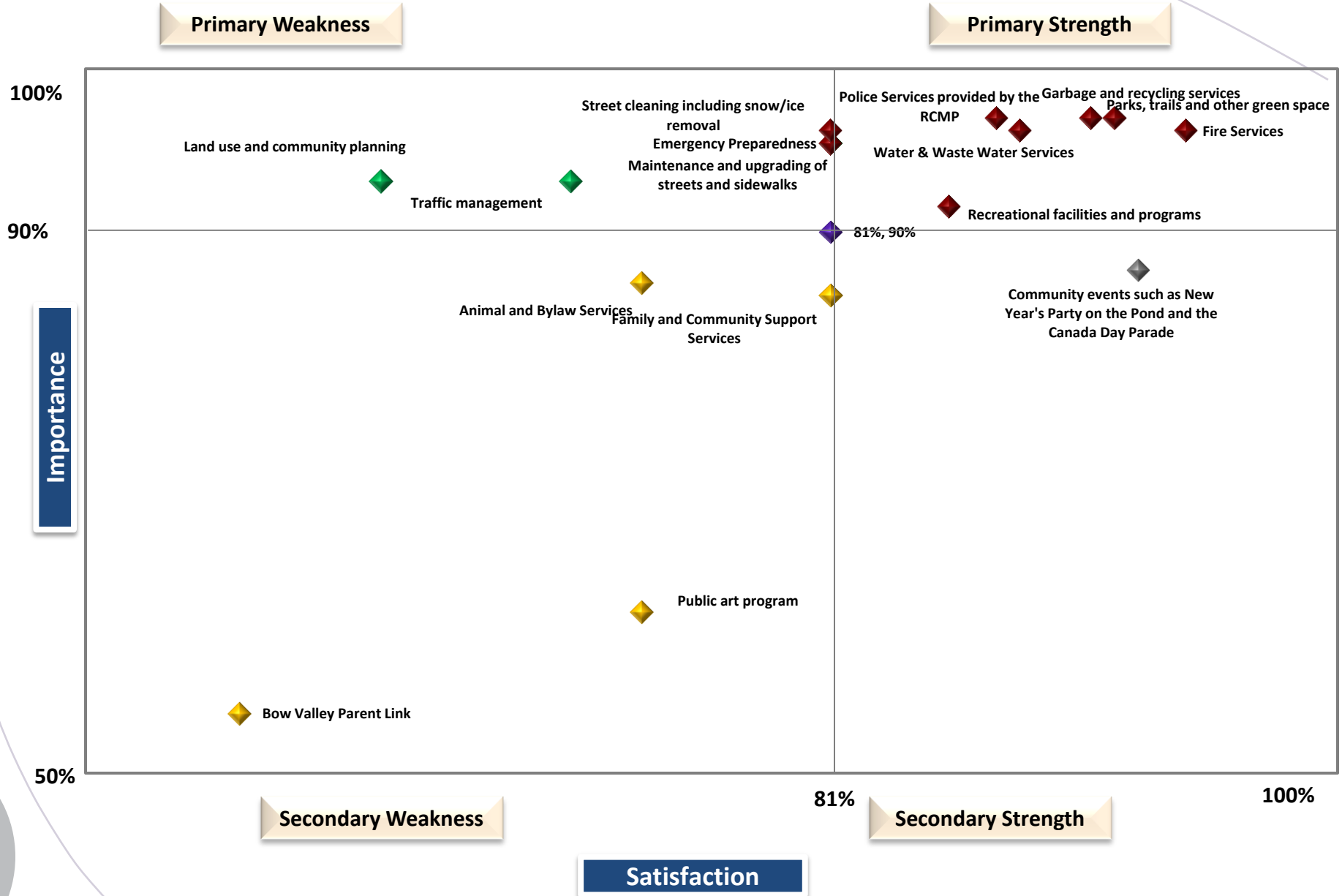
Base: All respondents (n=300)

Satisfaction with Town Programs and Services *(continued)*



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

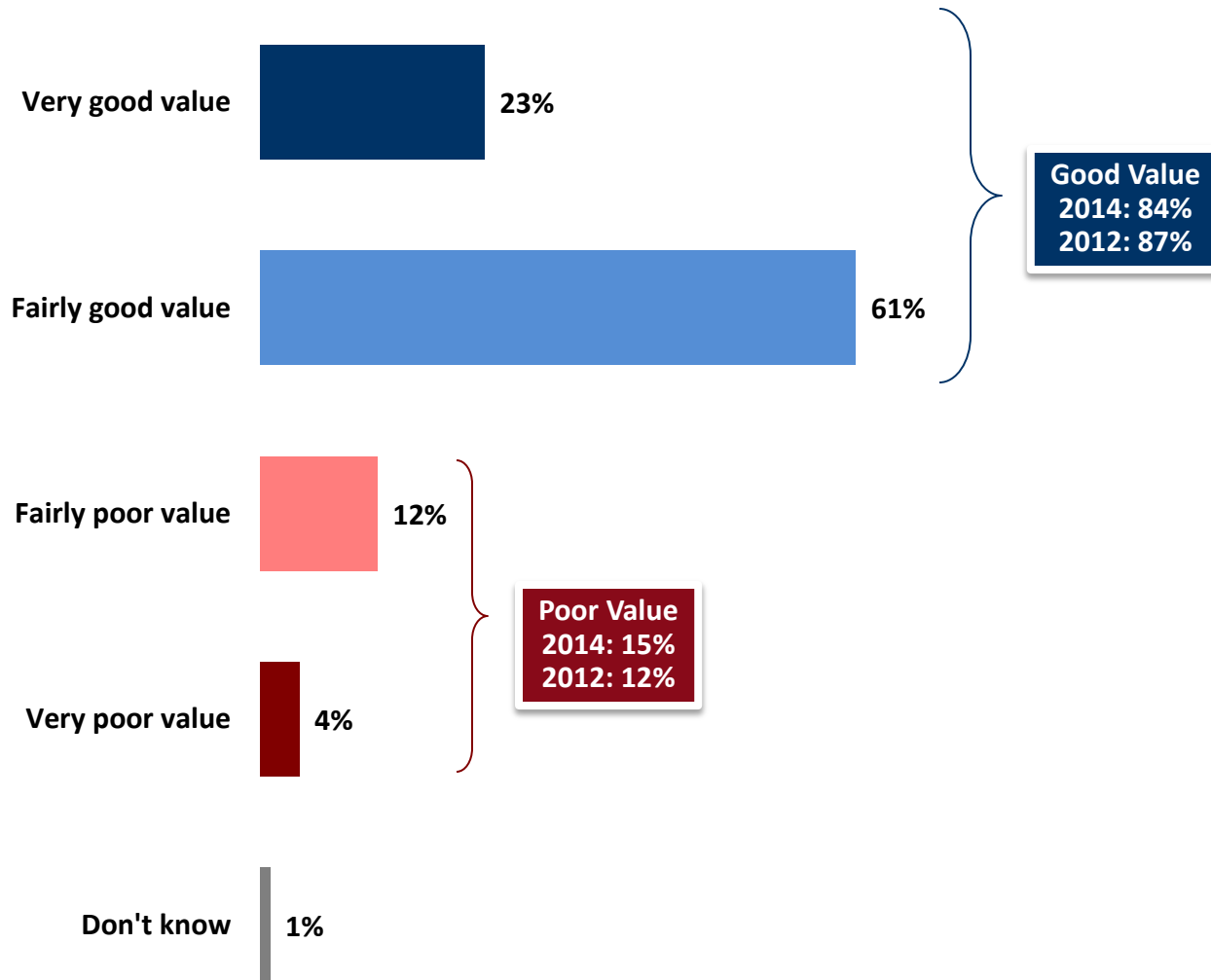
Importance vs. Satisfaction Grid



TAXATION



Perceived Value of Property Taxes

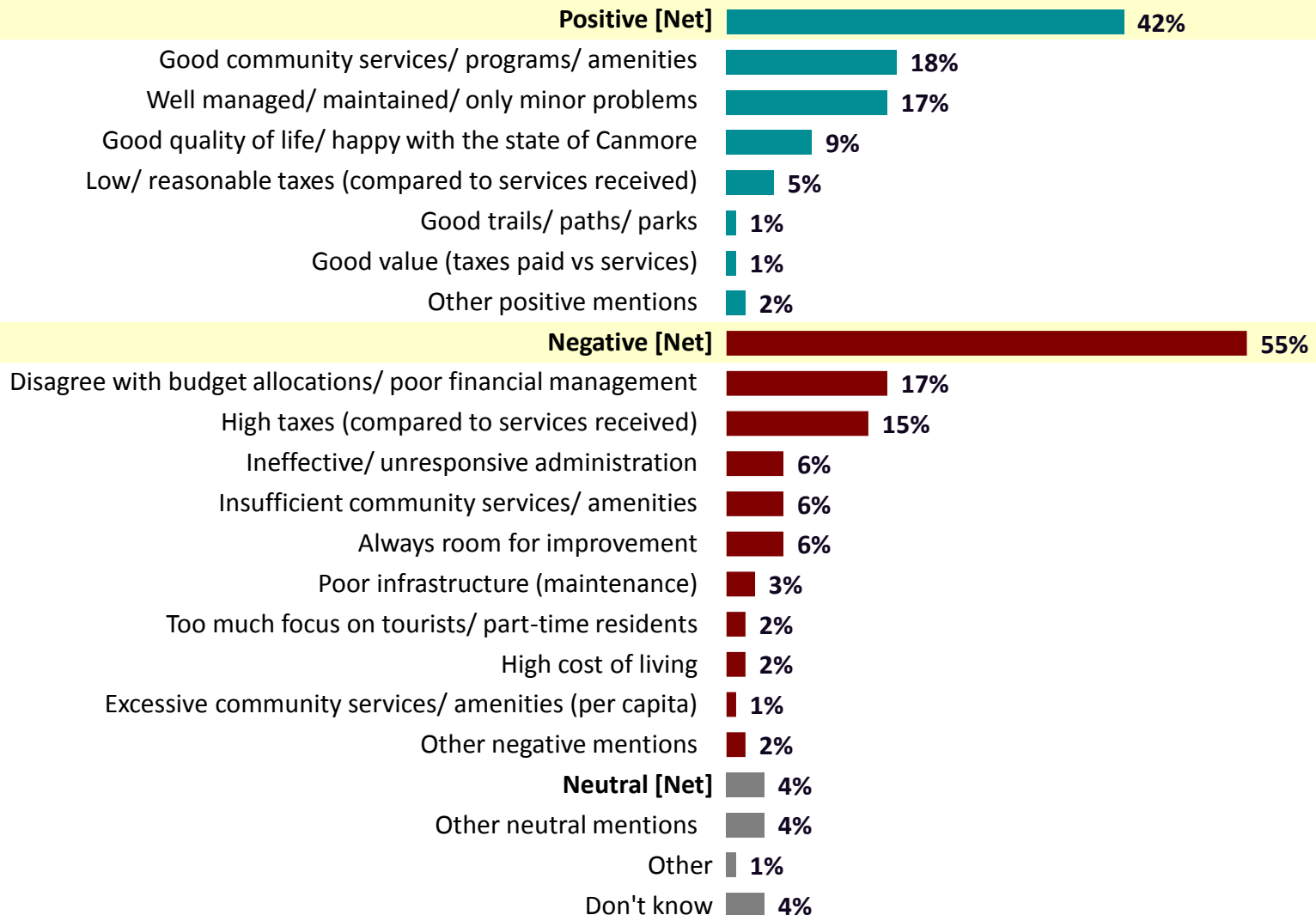


Q8. Thinking about all the programs and services you receive from the Town of Canmore, would you say that overall you get good value or poor value for your tax dollars?

Base: All respondents (n=300)

Reasons for Perceived Value of Property Taxes

Reasons



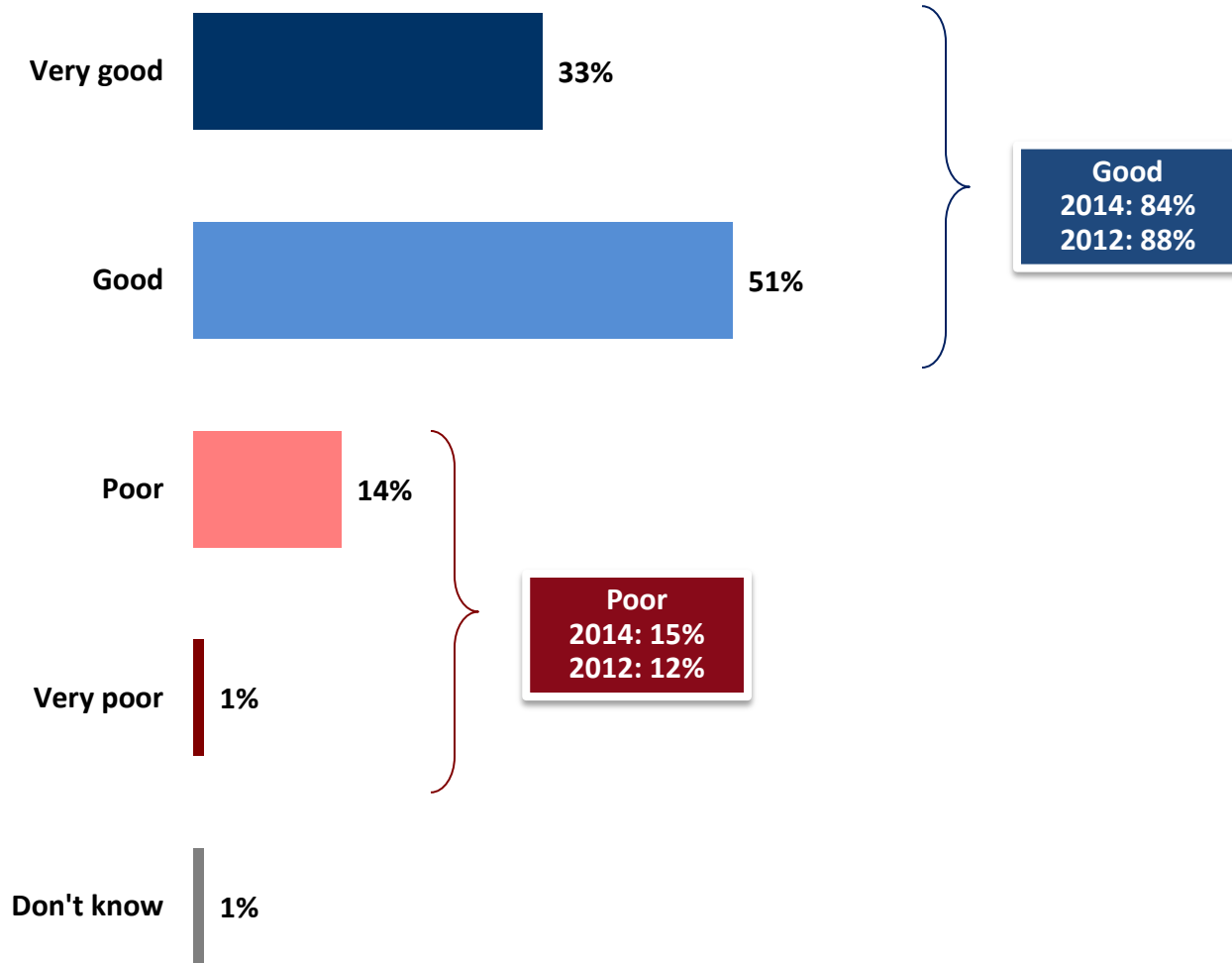
Q9. Why do you say that you get for your tax dollars?

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

TOWN COMMUNICATIONS & WEBSITE



Overall Rating of Town Communications



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

Base: All respondents (n=300)

Information Needs

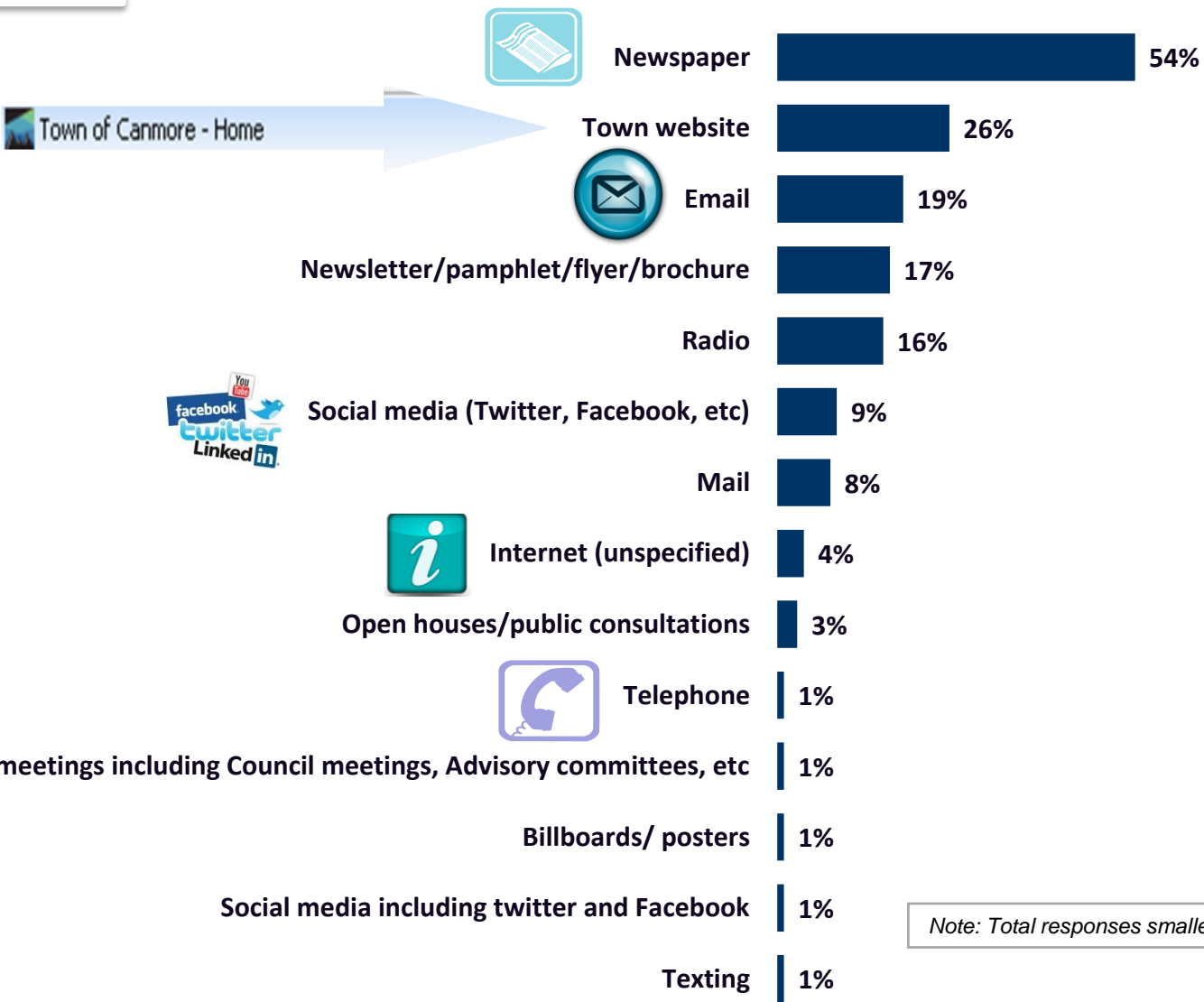
Multiple Responses



Note: Mentions less than 1% are not shown

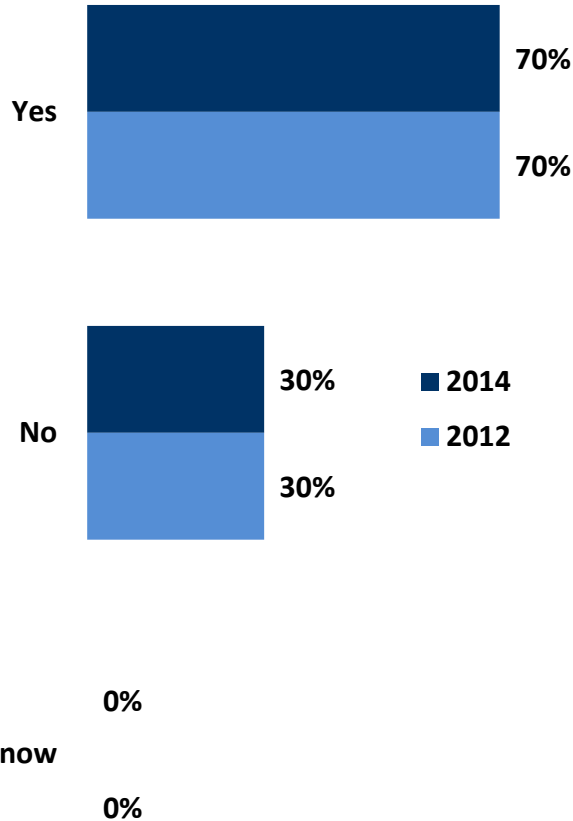
Preferred Communication Channels

Multiple Responses

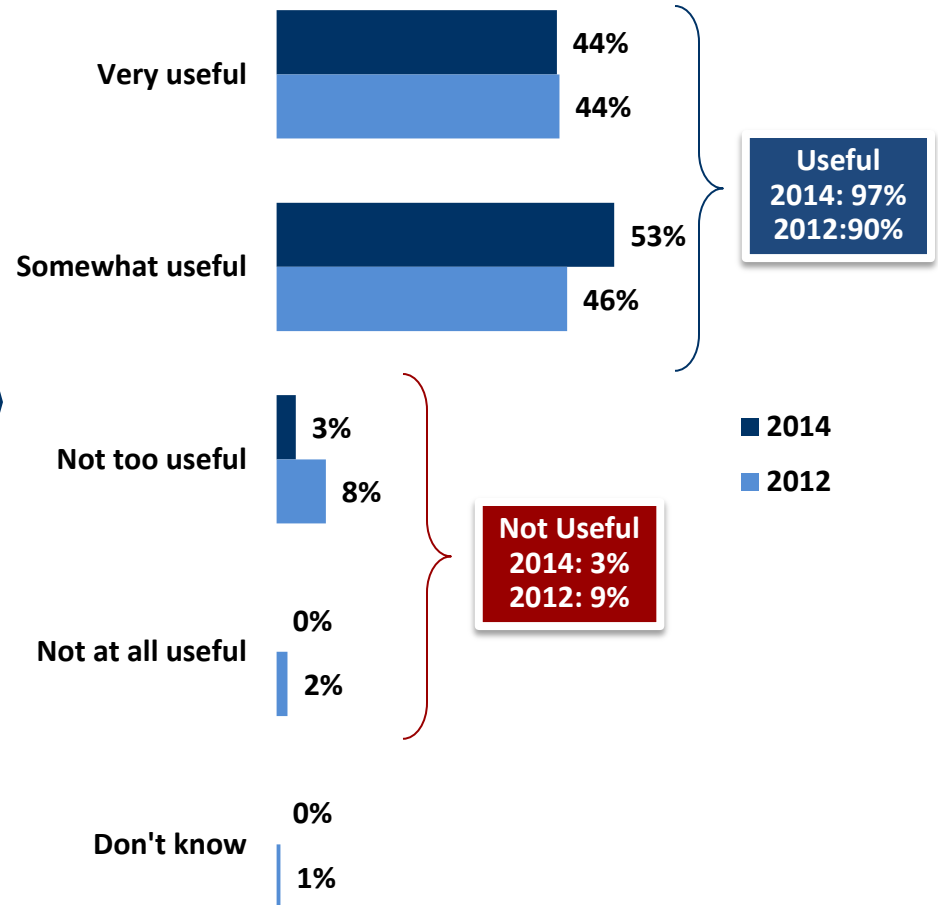


Note: Total responses smaller than 1% are not shown

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?

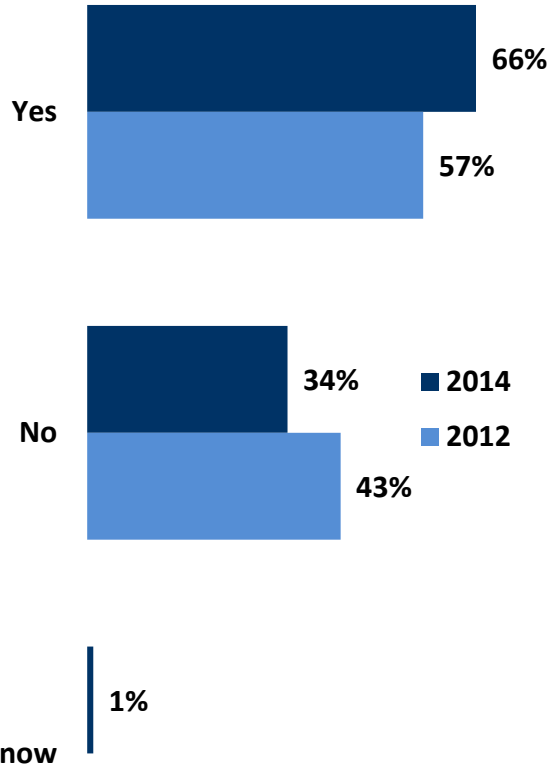
Base: Respondents who have visited the Town's website in the last 12 months (n=203)

CONTACT WITH THE TOWN OF CANMORE

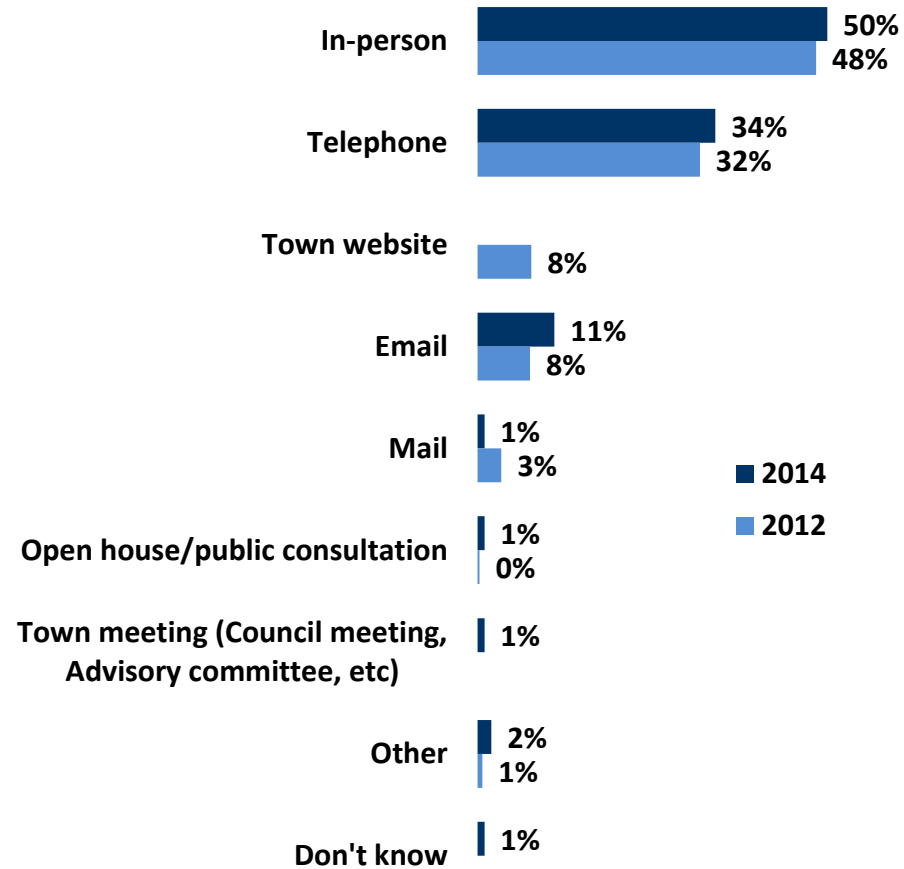


Contact with the Town of Canmore

Contacted Town in last 12 months

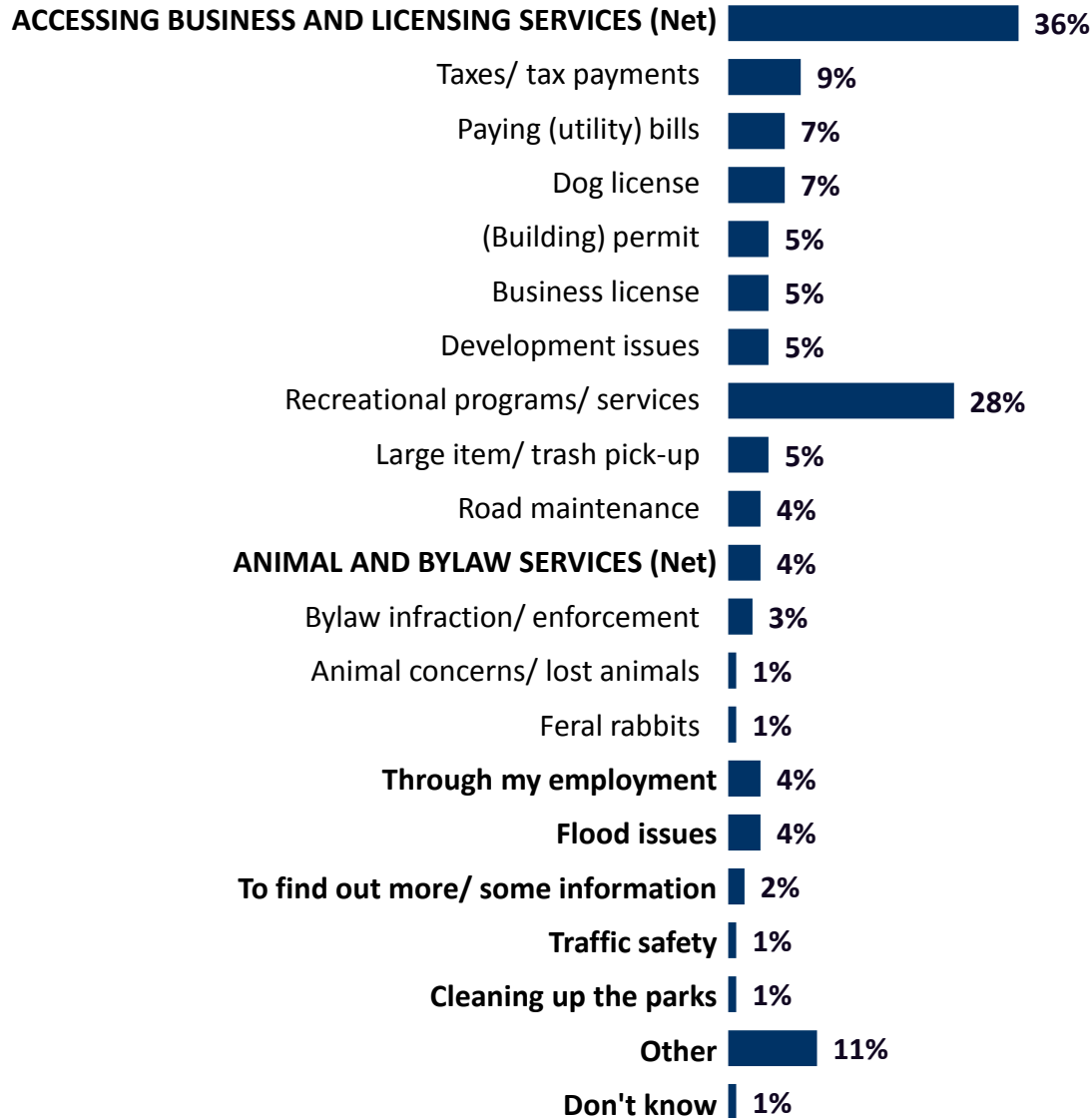


Method of Contact



Note: Total responses smaller than 1% are not shown

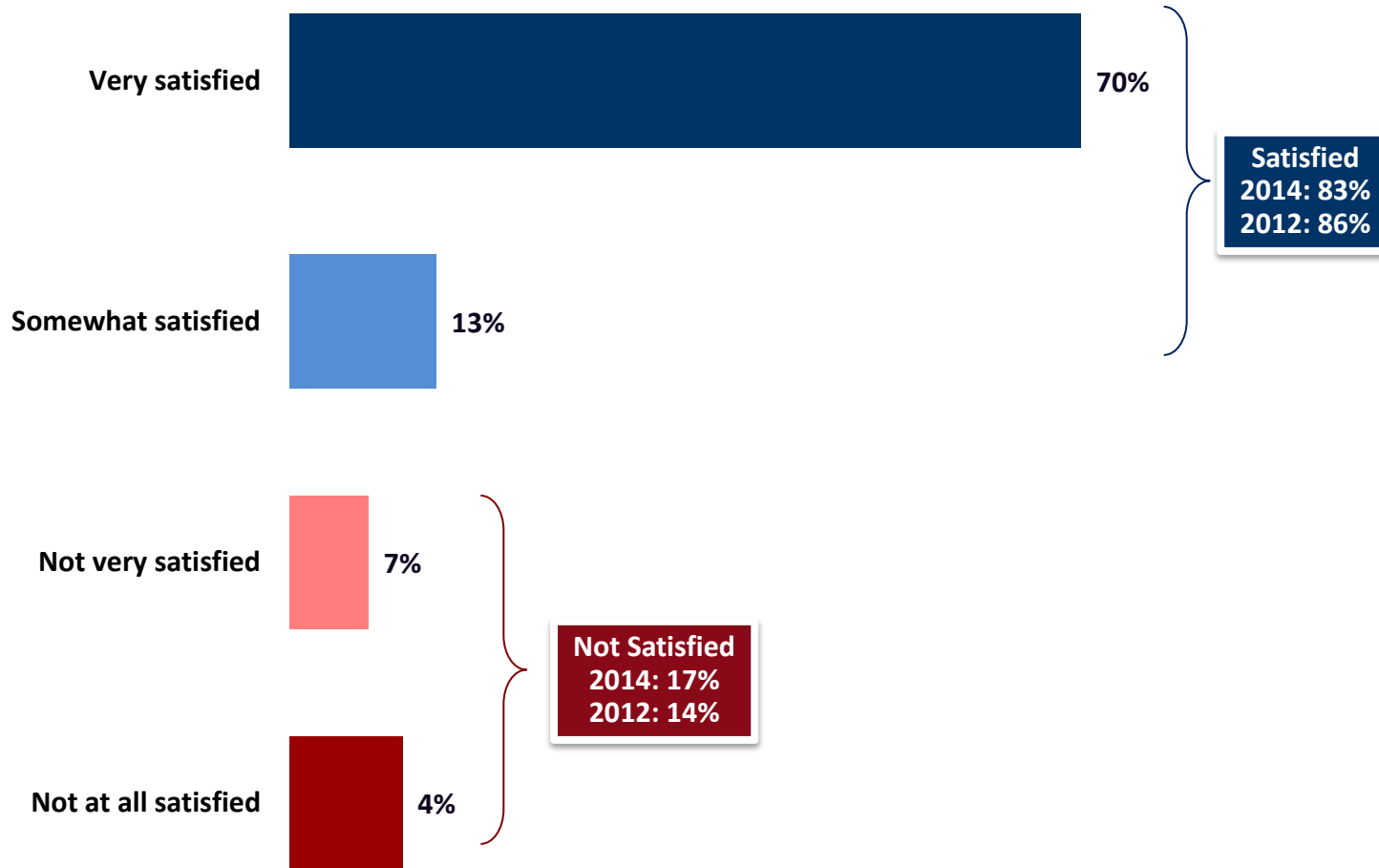
Main Reason for Contacting the Town of Canmore



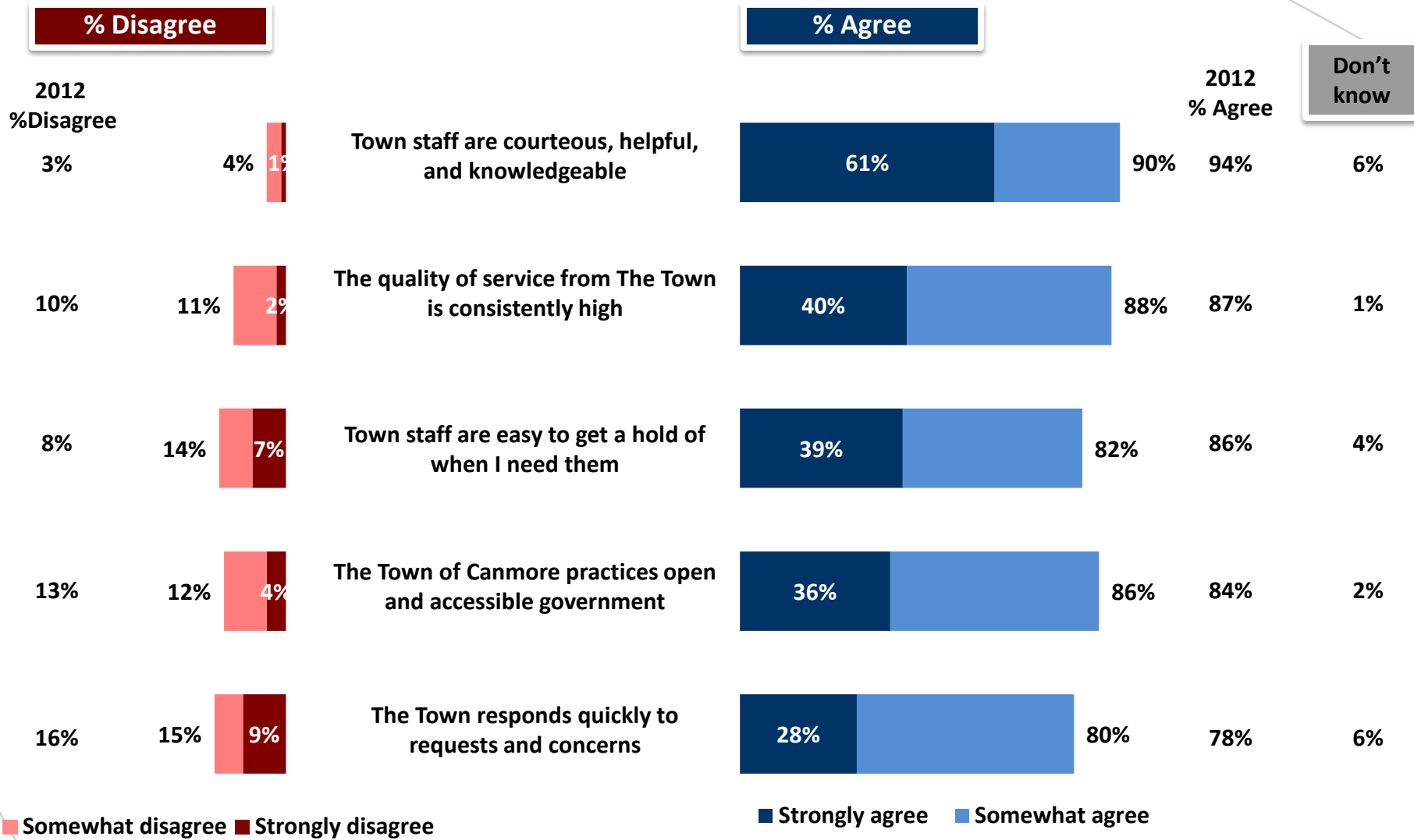
CS2. What was the main reason you contacted The Town of Canmore?

Base: Base: Respondents who have contacted the Town in the last 12 months (n=198)

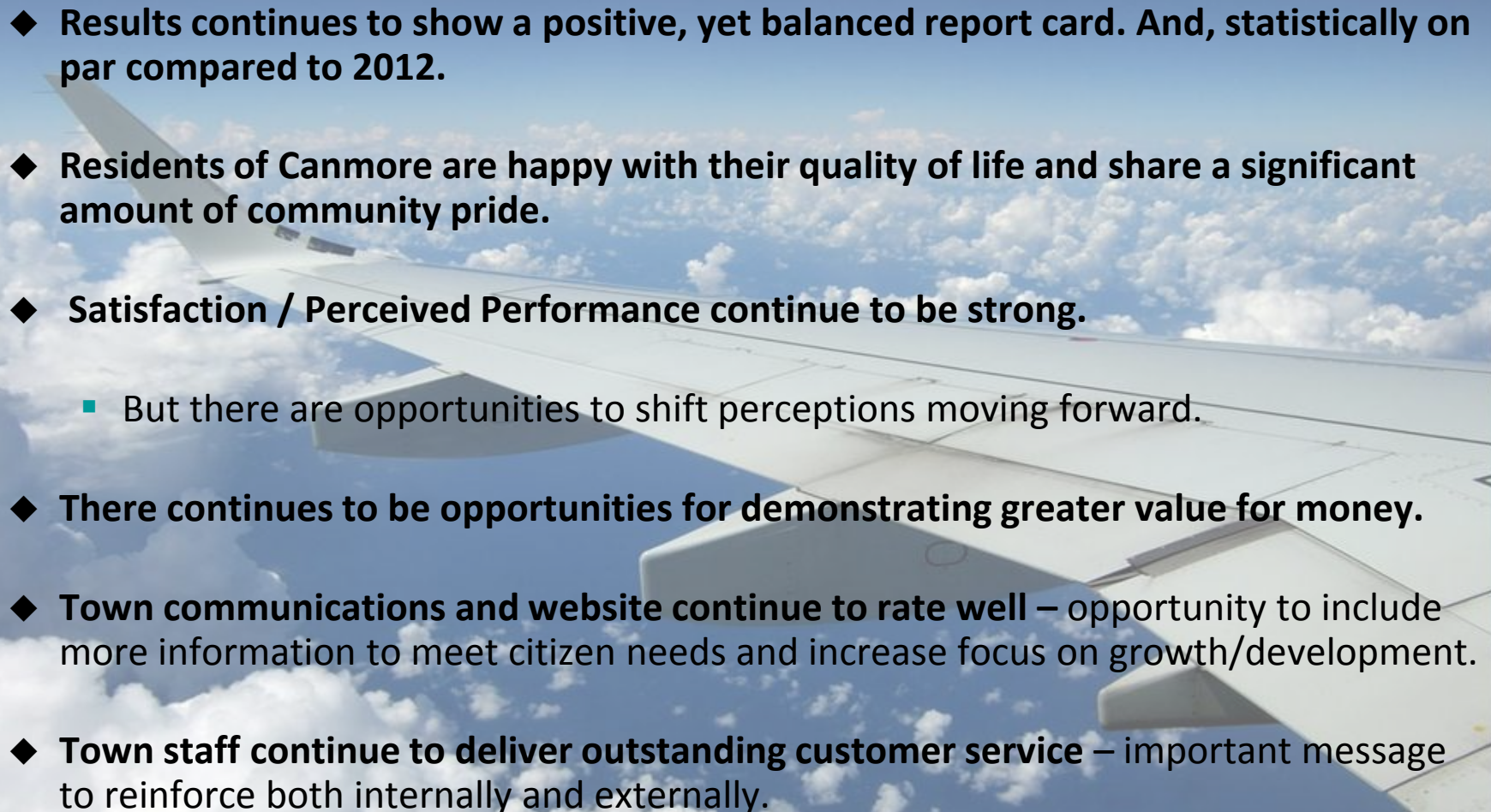
Satisfaction with Town Contact



Attitudes Regarding Town Service Delivery and Transparency



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

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

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Thank you