



City of Grande Prairie 2017 Citizen Satisfaction Survey



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Ipsos Public Affairs



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Methodology

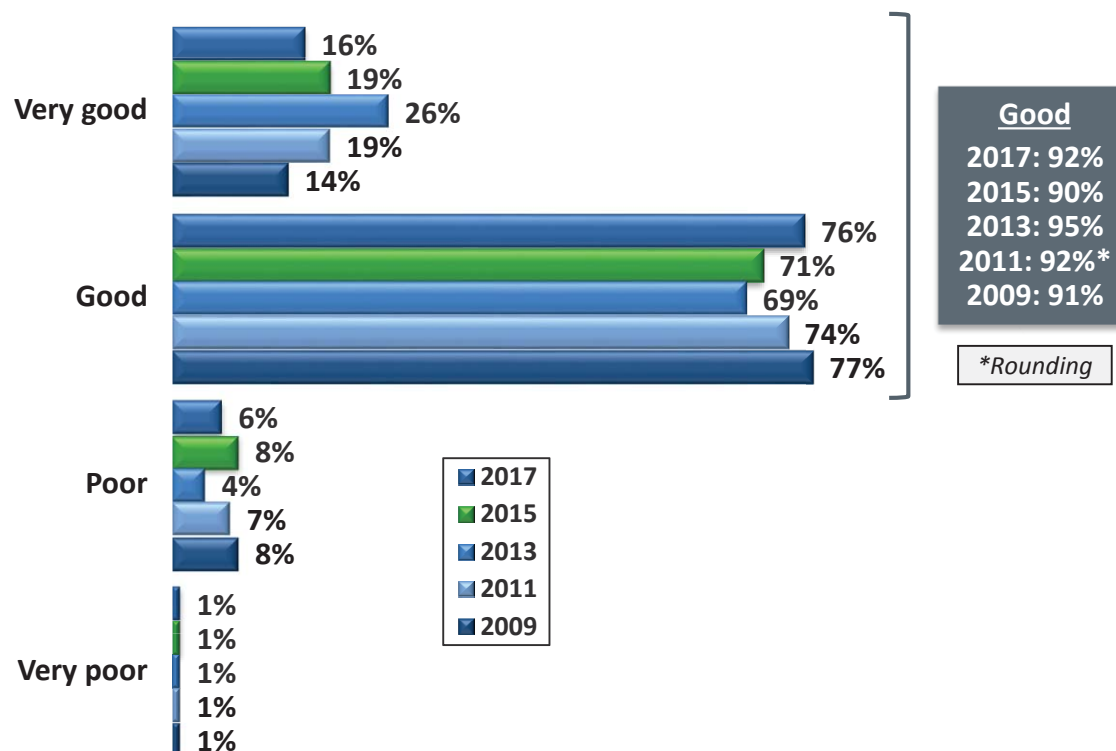
- Ipsos conducted a telephone survey with a randomly selected sample of 400 residents of the City of Grande Prairie between May 31st and June 8th, 2017.
 - Both landline (60%) and cell phone (40%) sample were used.
 - The average interview length was 20 minutes.
- The data has been weighted to ensure the age/gender composition reflects that of the actual City of Grande Prairie population aged 18 years or older according to 2016 Federal Census data.
- With a sample of 400, results are considered accurate to within ± 4.9 percentage points, 19 times out of 20, of what they would have been had the entire population of adult residents in the City of Grande Prairie been surveyed.
- Where possible, results are compared to previous iterations of the survey.
 - ↑ indicates a number is statistically higher than 2015
 - ↓ indicates number is statistically lower than 2015

Please note: Ipsos conducted this survey in 2009, 2011, 2013 and 2017, however, the 2015 iteration was conducted by a different vendor. Changes from 2015 to 2017 may be reflective of methodological differences, and therefore, should be interpreted with caution.



Quality of Life

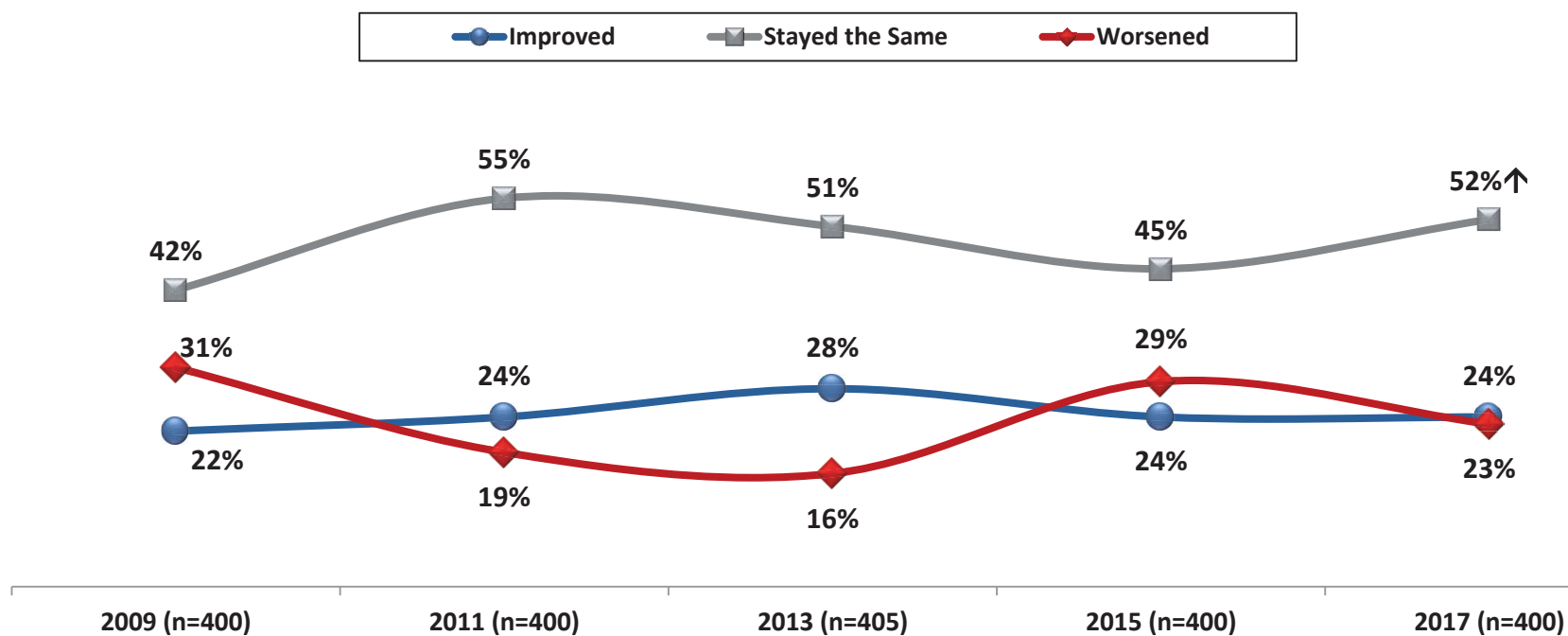
Overall Quality of Life in Grande Prairie



Q2. How would you rate the overall quality of life in the city of Grande Prairie today?

© 2017 Ipsos Base: All respondents (2017, 2015, 2011 and 2009: n=400 / 2013: n=405)

Perceived Change in the Quality of Life



Q3. And, do you feel that the quality of life in the city of Grande Prairie in the past three years has ...?

© 2017 Ipsos Base: All respondents

Reasons for Improved Quality of Life

Multiple Responses

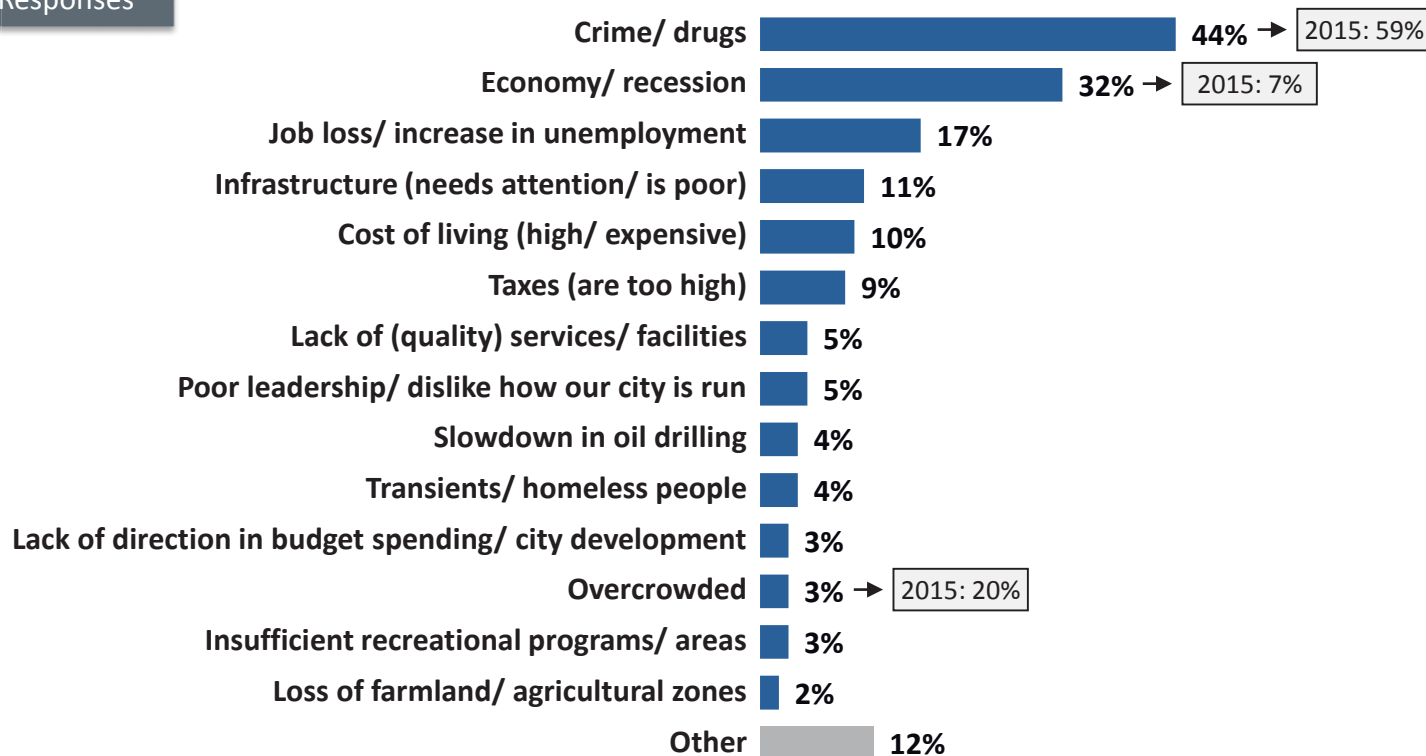


Q4. Why do you think the quality of life has improved?

© 2017 Ipsos Base: Respondents who say that quality of life has improved (n=90)

Reasons for Worsened Quality of Life

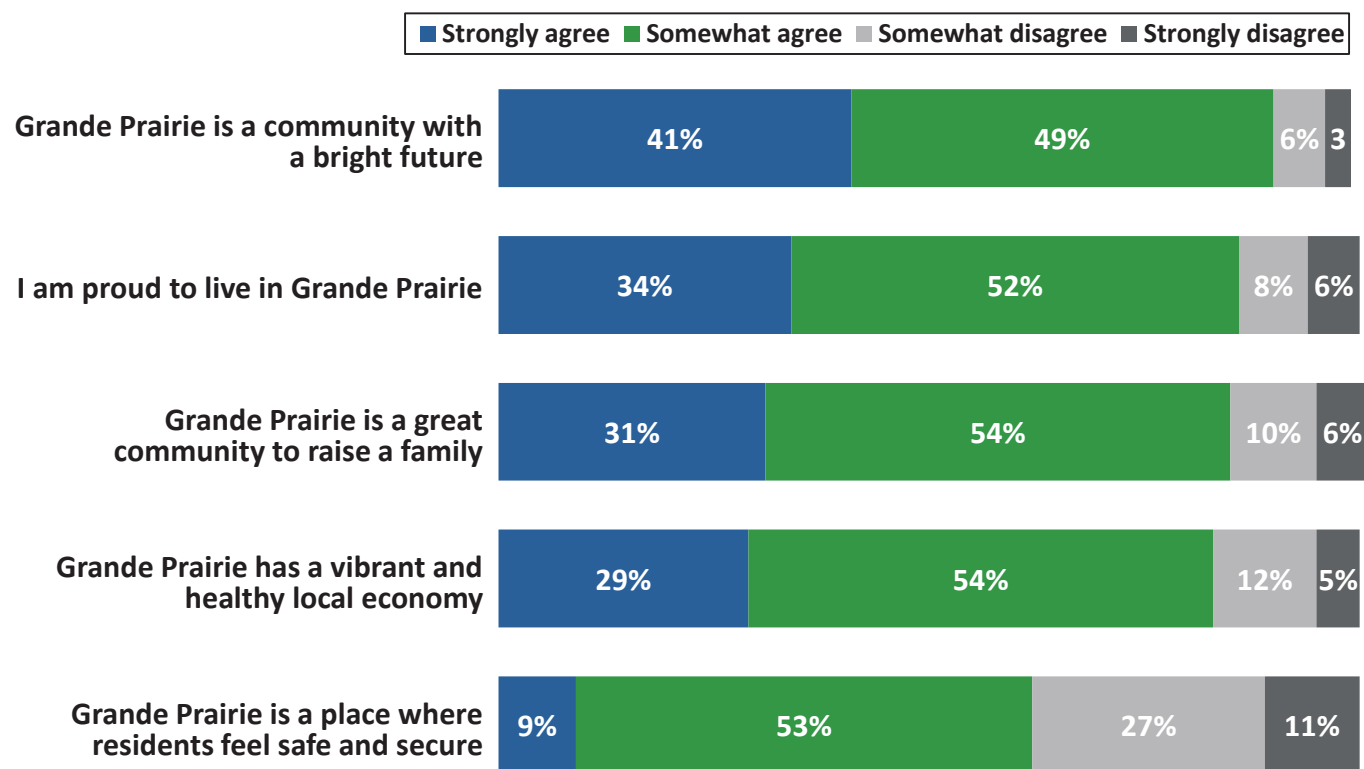
Multiple Responses



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

© 2017 Ipsos Base: Respondents who say that quality of life has worsened (n=99)

Sustainability Metrics



% Agree				
2017	2015	2013	2011	2009
90%	90%	96%	90%	89%
86%↑	80%	84%	83%	83%
85%↑	77%	87%	84%	77%
83%	82%	94%	86%	81%
62%	58%	78%	76%	71%

Q6. I'm going to read you a few statements about life in the City of Grande Prairie and I'd like you to indicate the degree to which you agree or disagree with each statement.

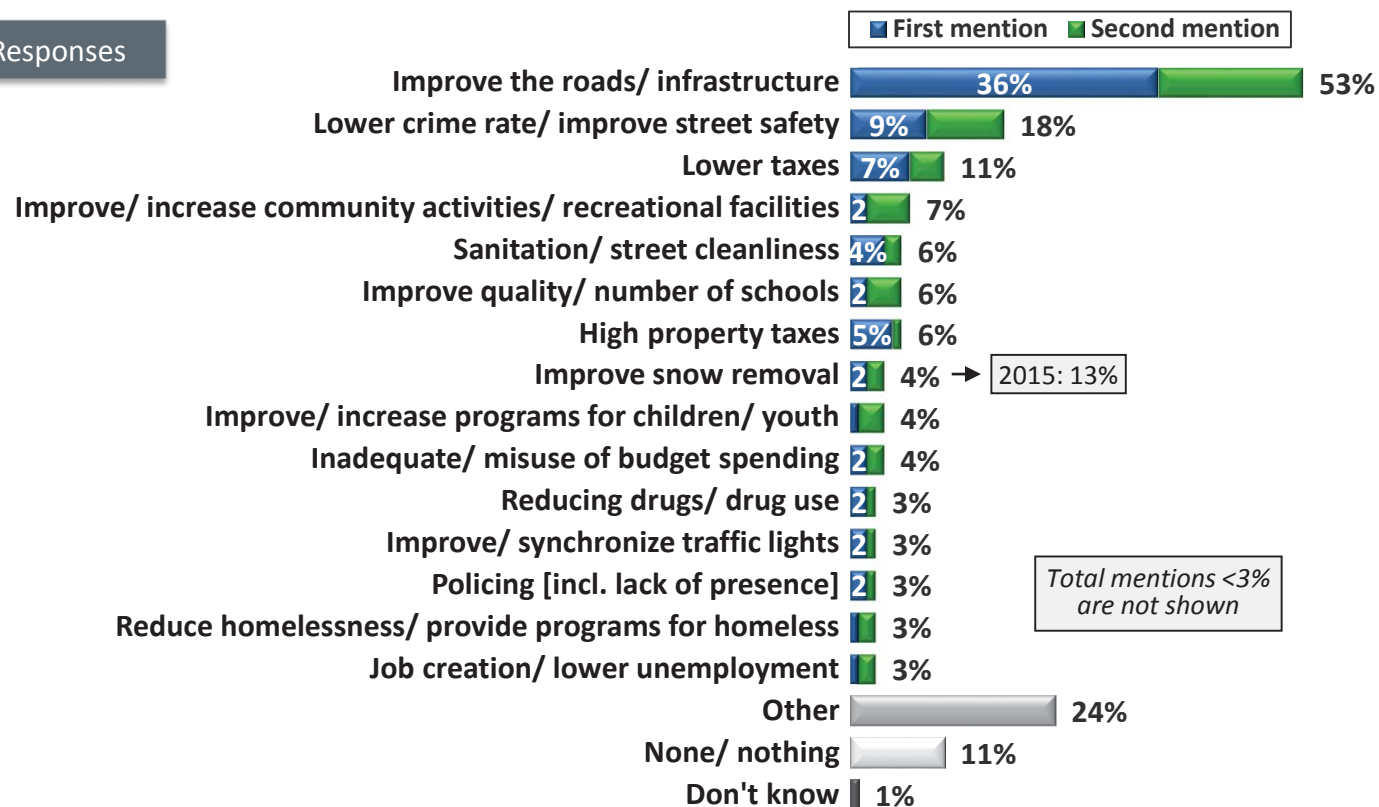
© 2017 Ipsos Base: All respondents (2017, 2015, 2011 and 2009: n=400 / 2013: n=405)



Issue Agenda

Top of Mind Issues

Multiple Responses



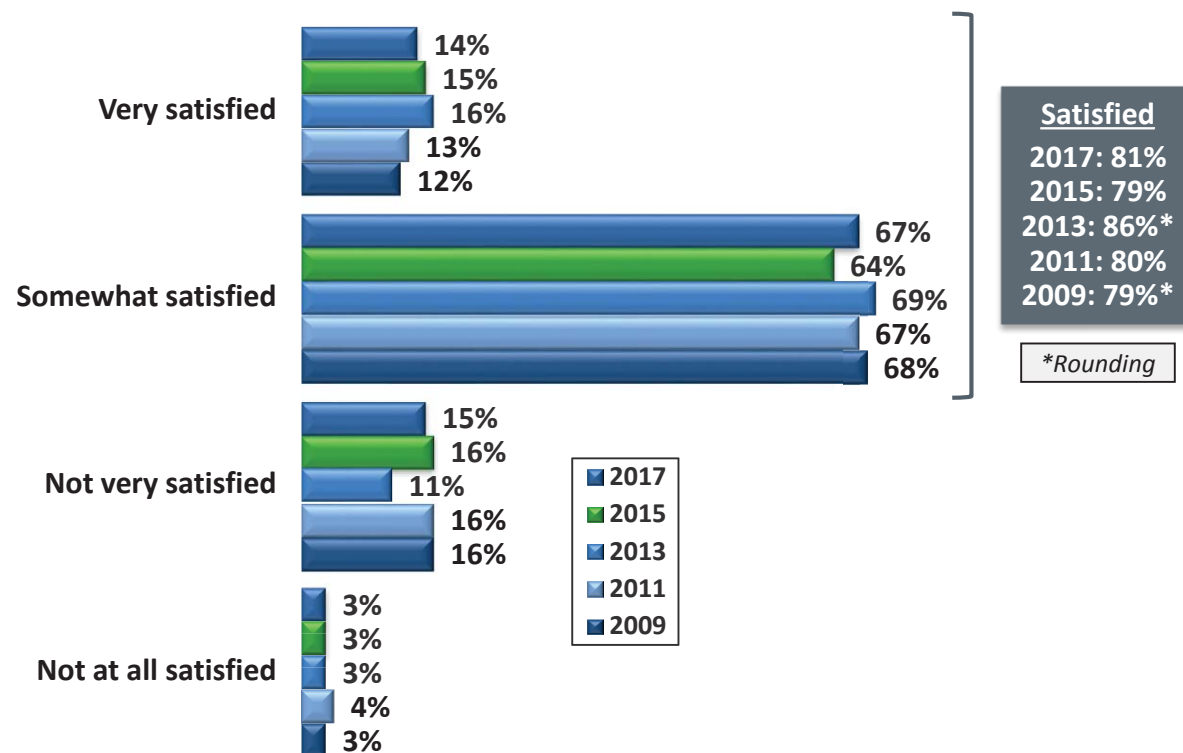
Q1. In your view, as a resident of the city of Grande Prairie, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

© 2017 Ipsos Base: All respondents 2017 (n=302)



City Programs and Services

Satisfaction with the Overall Level and Quality of City Programs and Services



Q8. Please tell me how satisfied you are with the overall level and quality of services and programs provided by the City of Grande Prairie.

© 2017 Ipsos Base: All respondents (2017, 2015, 2011 and 2009: n=400 / 2013: n=405)

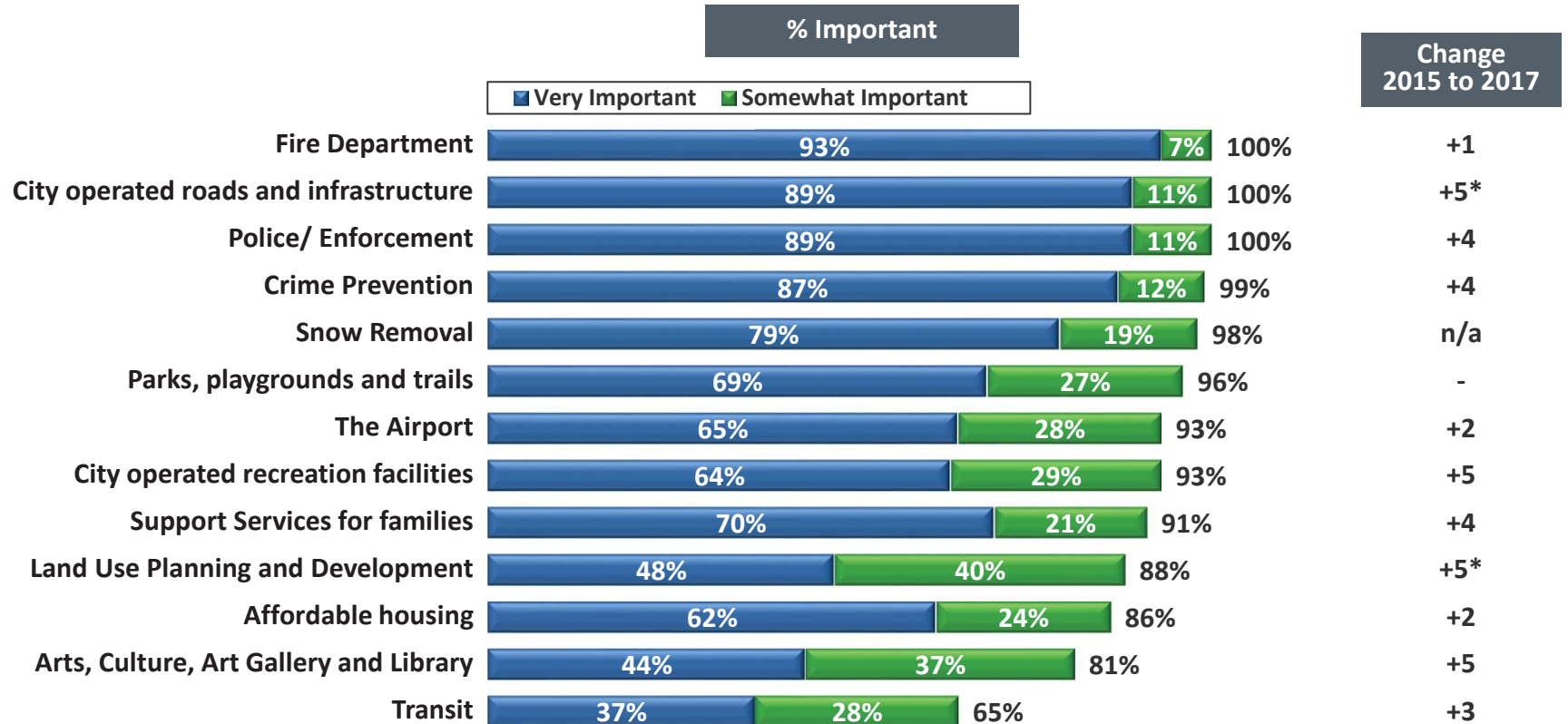
City Programs and Services

Please note, the descriptions of two services were changed significantly; therefore, results are not directly comparable to previous years.

- 2017: *City operated roads and infrastructure including maintenance such as pothole repairs and street cleaning* versus 2015: *City infrastructure services, including maintenance, street cleaning, snow removal, pothole repair, new construction, and traffic lights.*
- 2017: *Land use planning and development* versus 2015: *Land use and planning.*

Additionally, satisfaction with snow removal was previously asked as a stand alone question in a later section of the survey, therefore, results are not directly comparable to previous years.

Importance of City Programs and Services



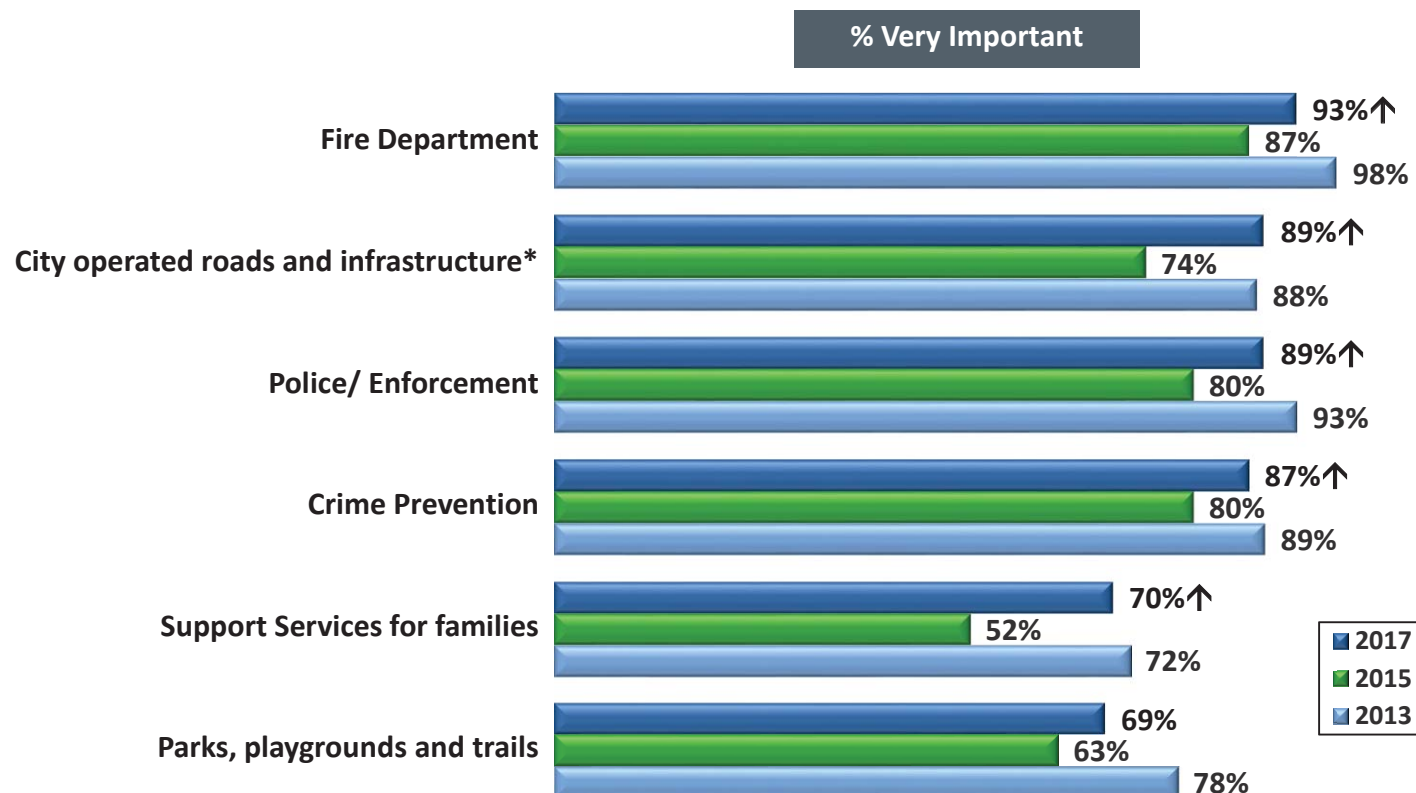
Q8x. I am going to read a list of programs and services provided to you by the City of Grande Prairie. Please tell me how important each one is.

*Caution: Changes are not directly comparable

© 2017 Ipsos Base: All respondents (n=400)



Tracking Importance of City Programs and Services

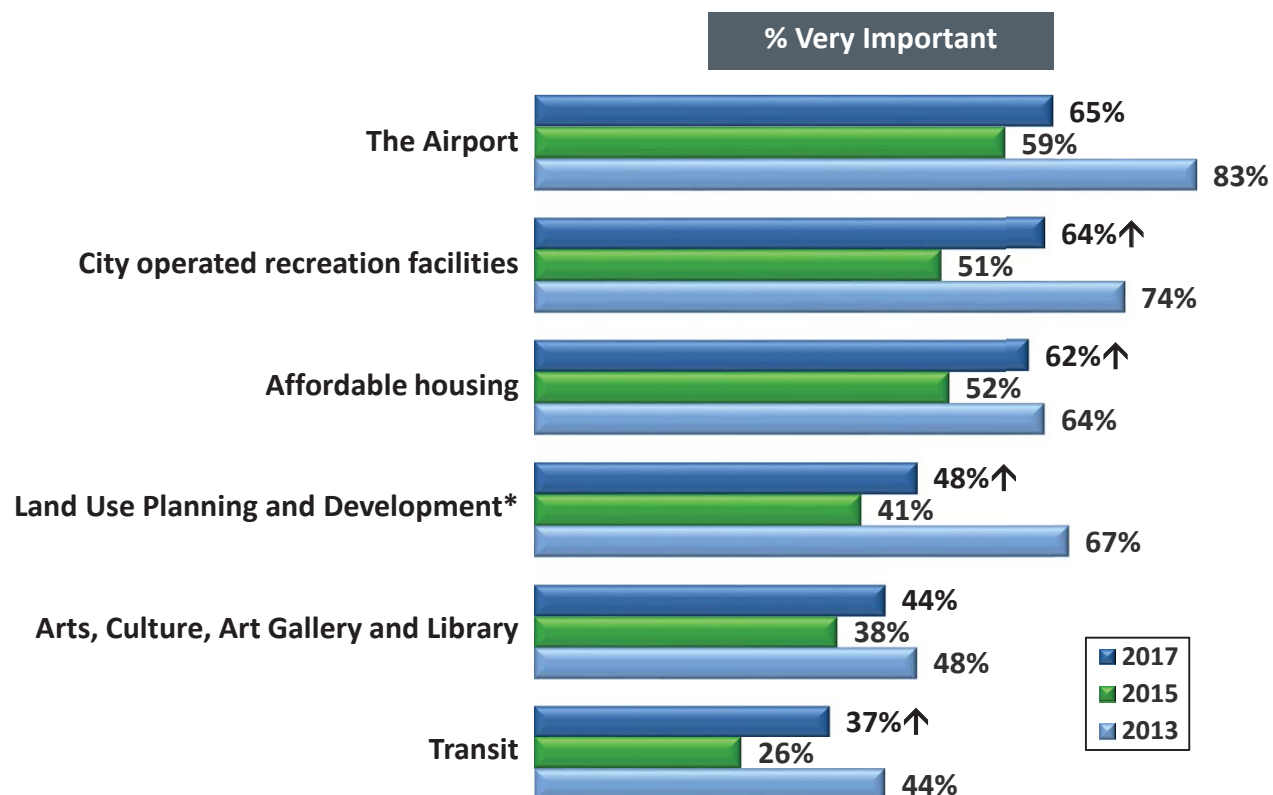


Q8x. I am going to read a list of programs and services provided to you by the City of Grande Prairie. Please tell me how important each one is.

**Caution: Changes are not directly comparable*

© 2017 Ipsos Base: All respondents (2017 and 2015: n=400 / 2013: n=405)

Tracking Importance of City Programs and Services (cont'd)

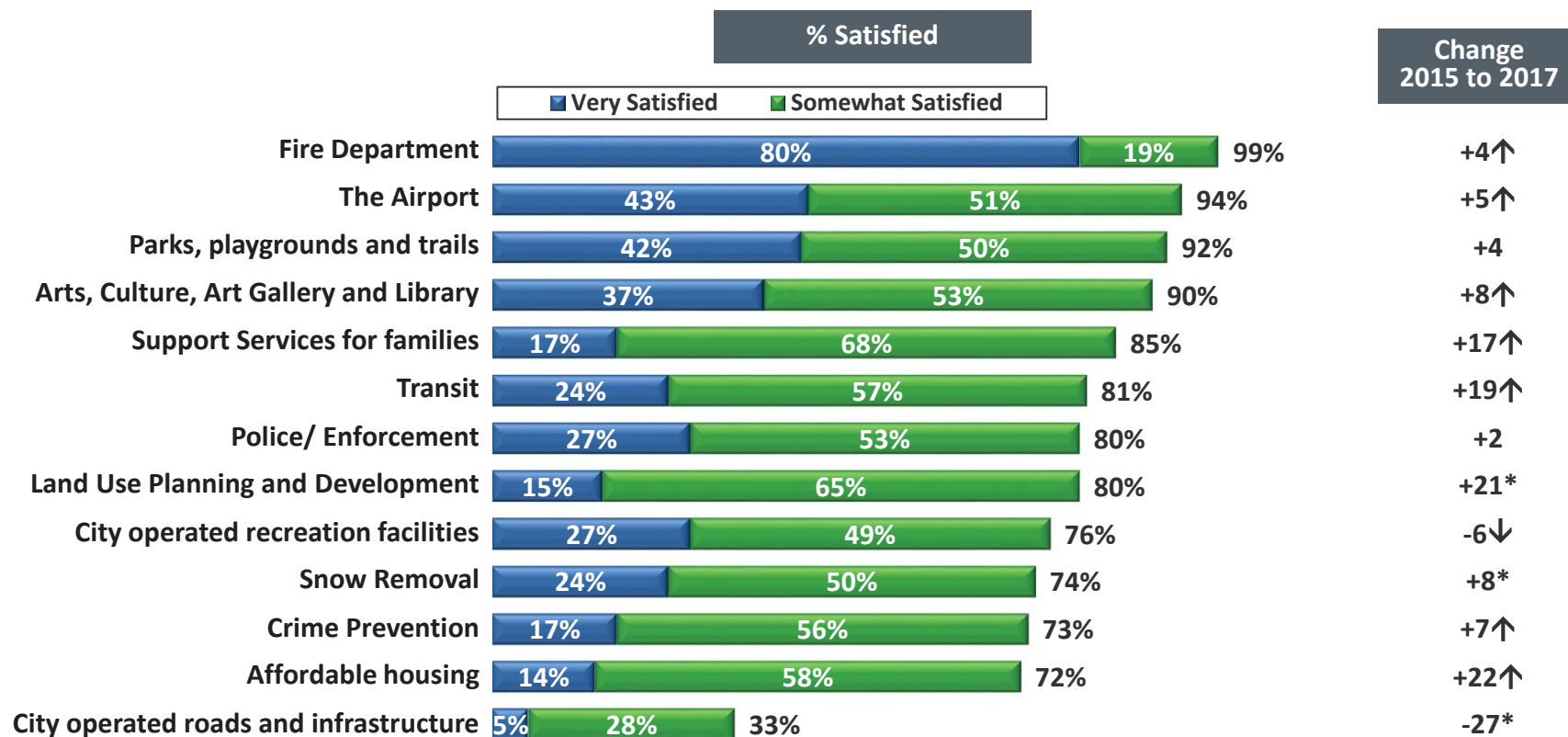


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*Caution: Changes are not directly comparable

© 2017 Ipsos Base: All respondents (2017 and 2015: n=400 / 2013: n=405)

Satisfaction with City Programs and Services



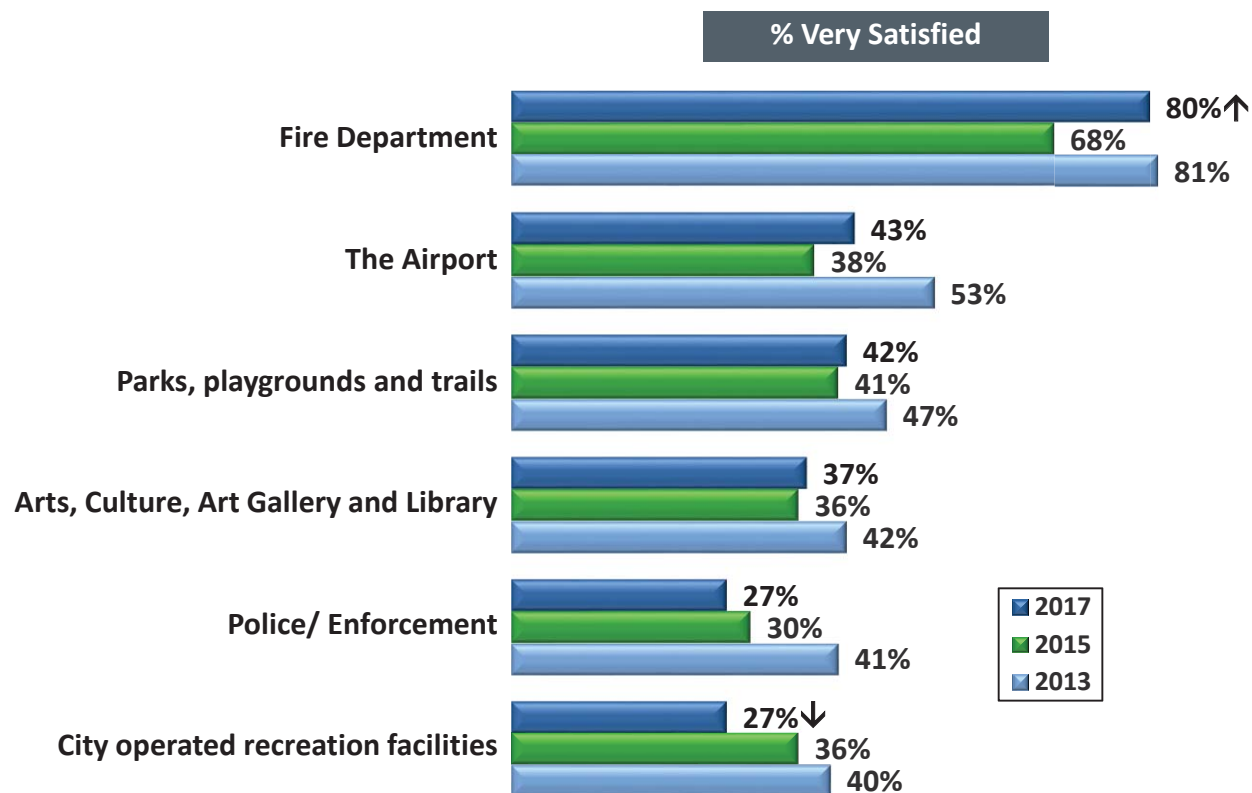
Q8x. I am going to read a list of programs and services provided to you by the City of Grande Prairie. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

*Caution: Changes are not directly comparable

© 2017 Ipsos Base: All respondents (n=400)



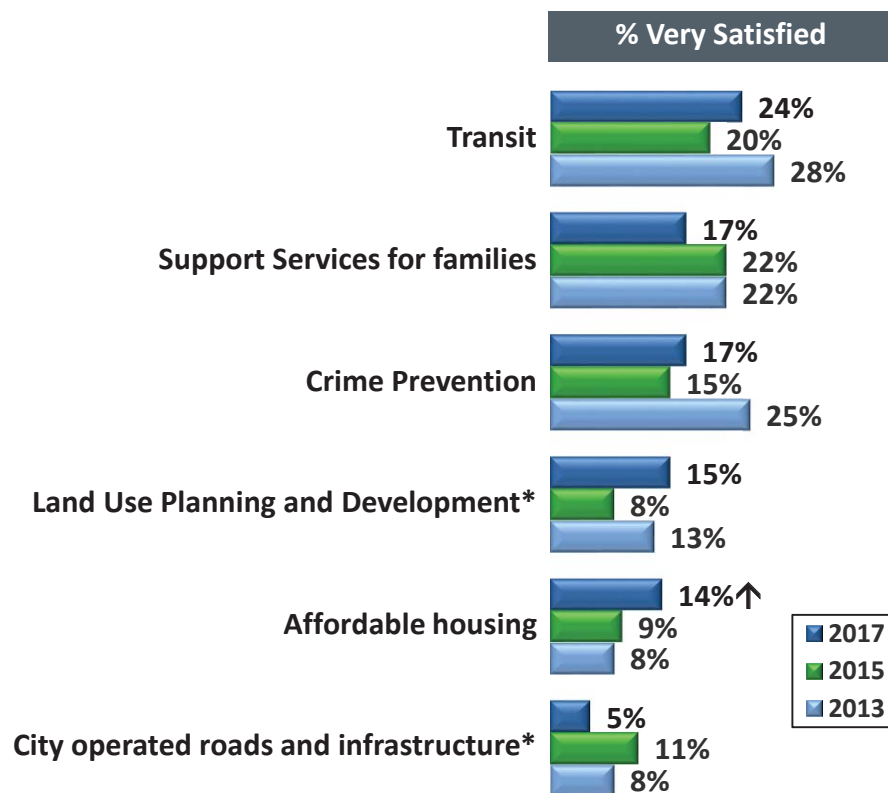
Tracking Satisfaction with City Programs and Services



Q8x. I am going to read a list of programs and services provided to you by the City of Grande Prairie.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.

© 2017 Ipsos Base: All respondents (2017 and 2015: n=400 / 2013: n=405)

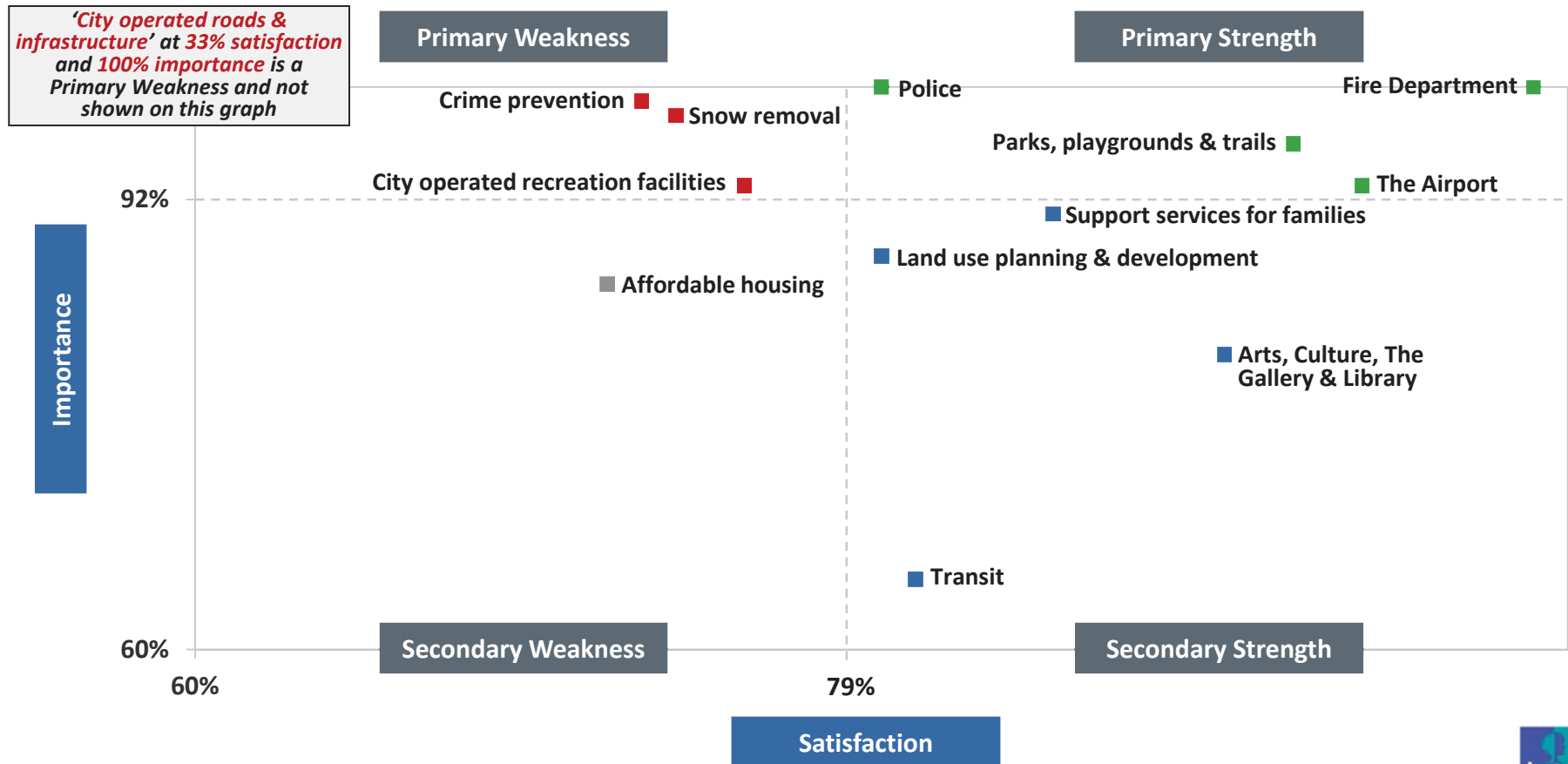
Tracking Satisfaction with City Programs and Services (cont'd)



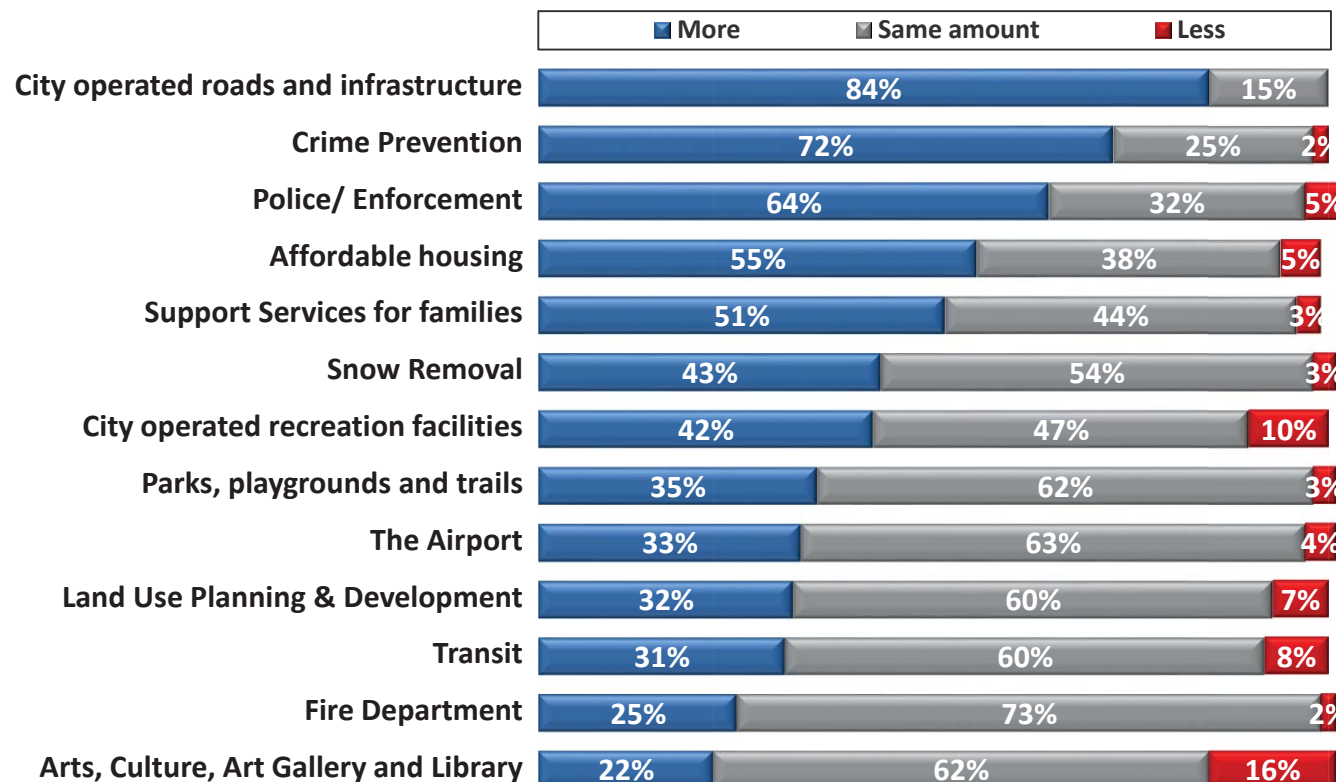
Q8x. I am going to read a list of programs and services provided to you by the City of Grande Prairie. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: All respondents (2017 and 2015: n=400 / 2013: n=405)

*Caution: Changes are not directly comparable

Importance vs. Satisfaction Grid



Investment in City Programs and Services

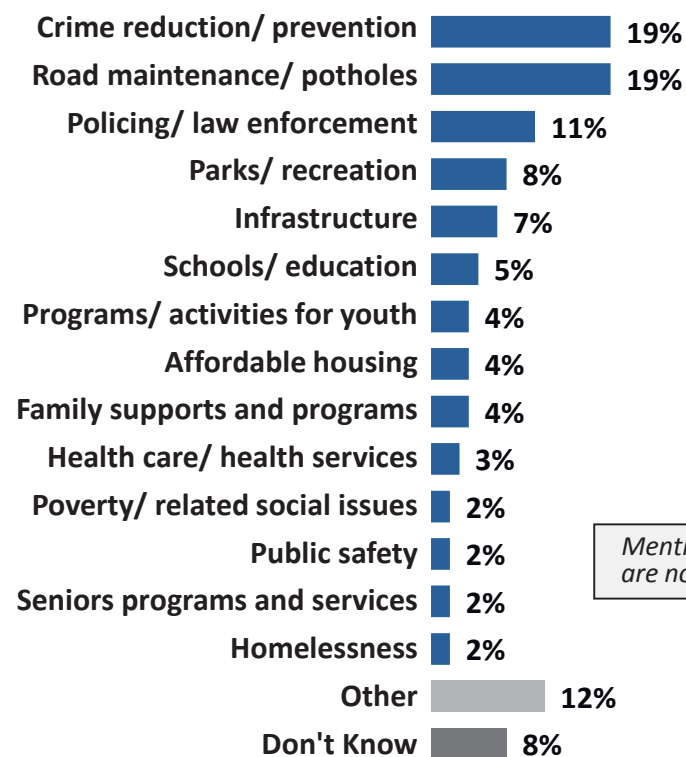


Q8x. I am going to read a list of programs and services provided to you by the City of Grande Prairie.
Please tell if you think The City should invest more, less or the same amount on this program or service.

© 2017 Ipsos Base: All respondents (n=400)

Most Important Program or Service to be Funded by the City

Multiple Responses

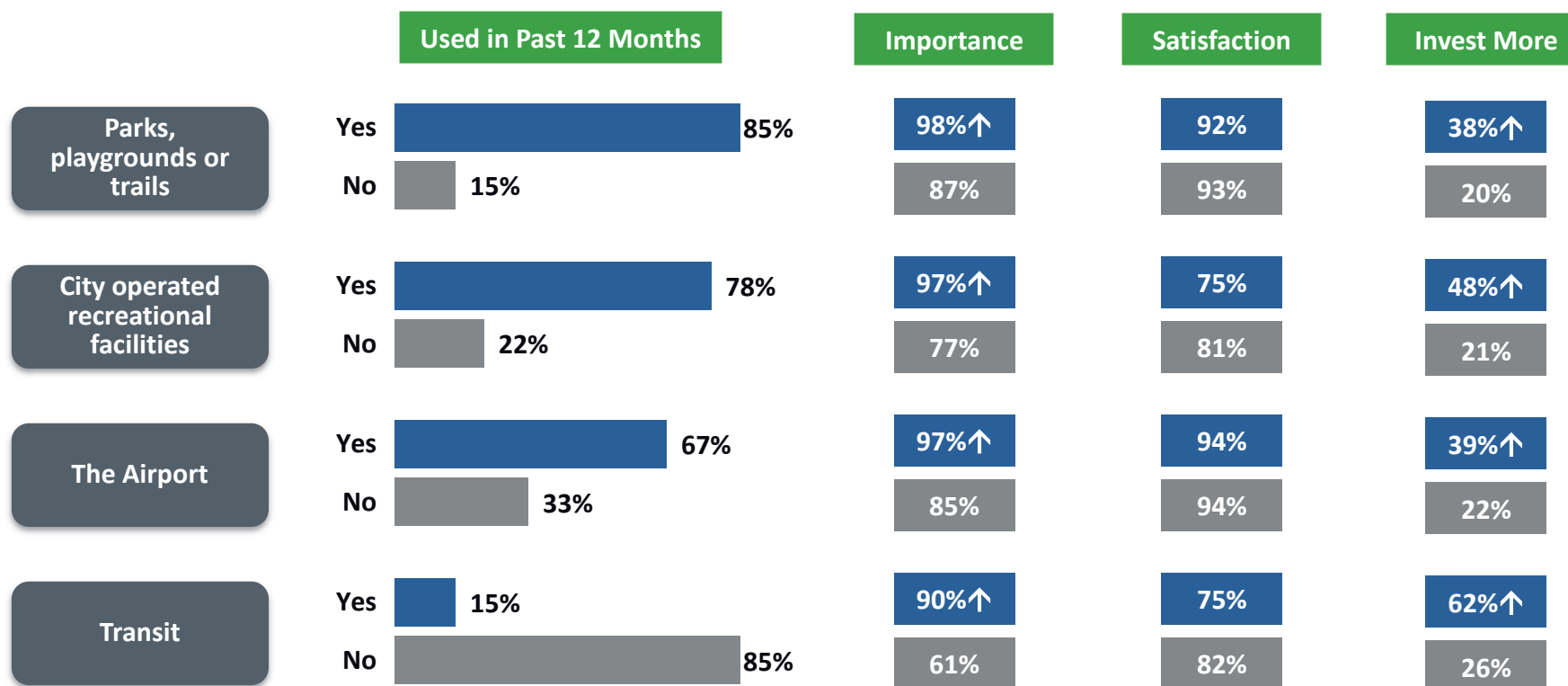


Mentions <2%
are not shown

Q9B. In your opinion, what is the MOST IMPORTANT service or program that the City of Grande Prairie should focus on funding in the future?

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Users of Specific City Services

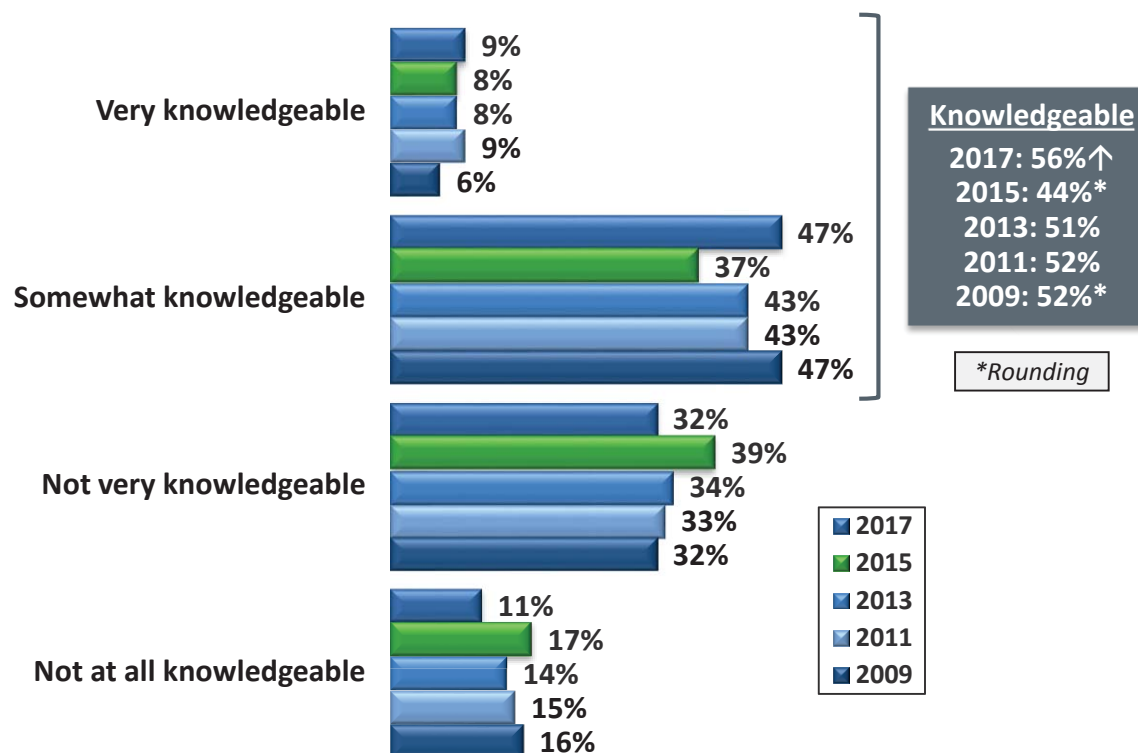


↑ Statistically higher than non-users



Taxation

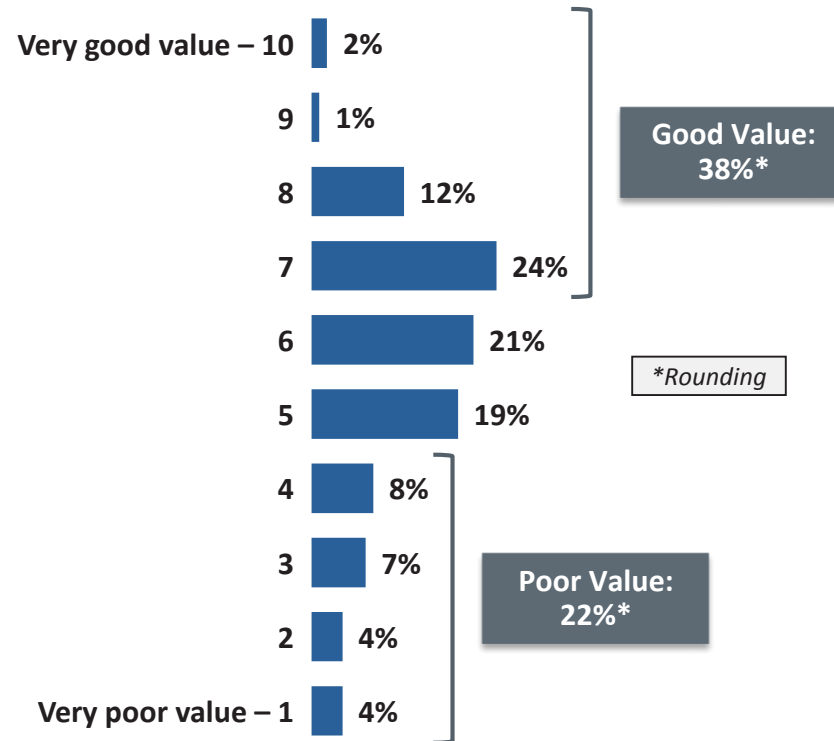
Perceived Knowledge Levels of Municipal Tax Dollar Spending



Q11. Thinking about how the City of Grande Prairie government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how municipal tax dollars are spent?

© 2017 Ipsos Base: All respondents (n=400)

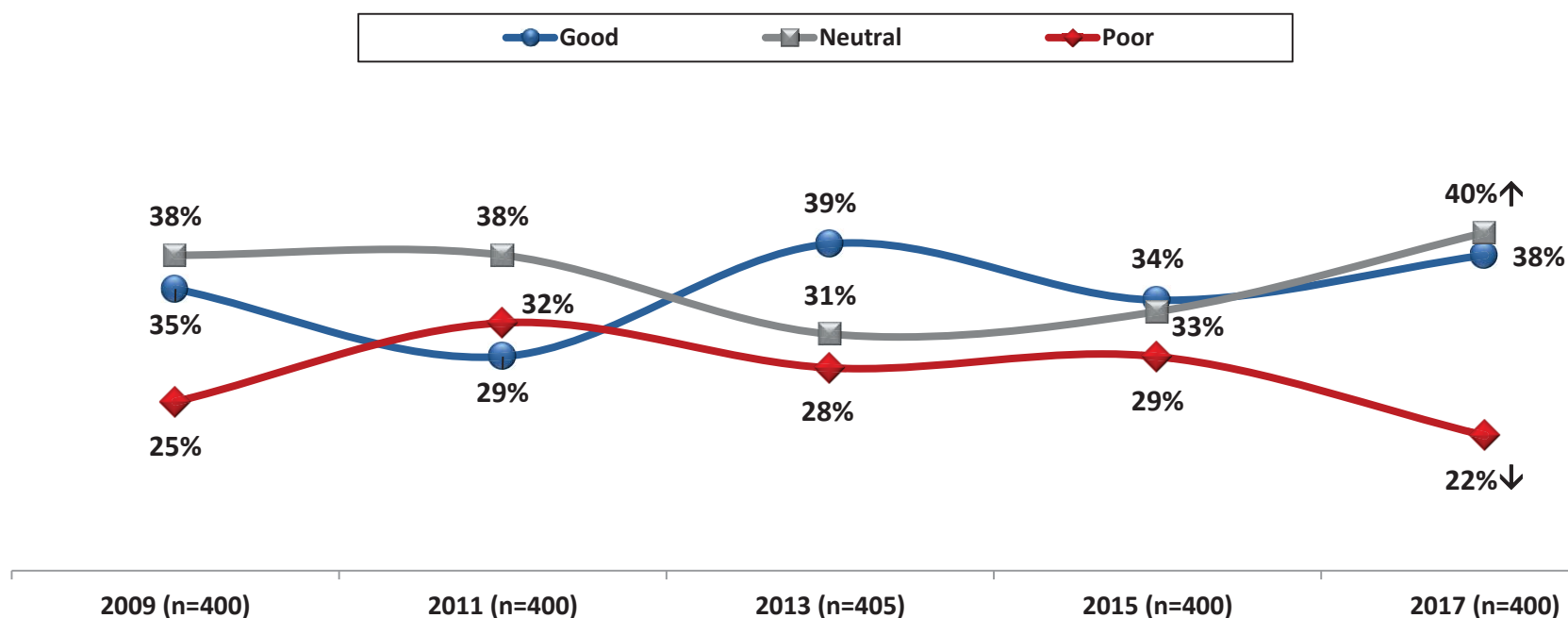
Perceived Value of Property Taxes



Q12. Your property tax dollars are divided between the City and the Province. In Grande Prairie, approximately three-quarters (75%) of your property tax bill goes to the City to fund municipal services. Considering the services provided by the City, please rate the value you feel you receive from your municipal property tax dollars.

© 2017 Ipsos Base: All respondents (2017, 2015, 2011 and 2009: n=400 / 2013: n=405)

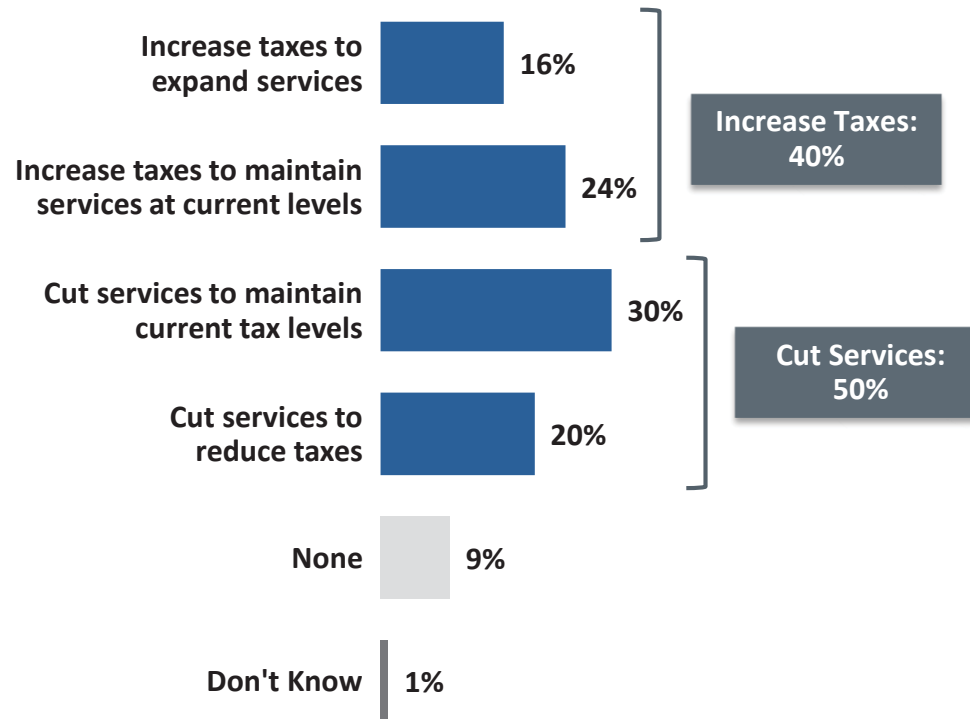
Tracking Perceived Value of Property Taxes



Q12. Your property tax dollars are divided between the City and the Province. In Grande Prairie, approximately three-quarters (75%) of your property tax bill goes to the City to fund municipal services. Considering the services provided by the City, please rate the value you feel you receive from your municipal property tax dollars.

© 2017 Ipsos Base: All respondents

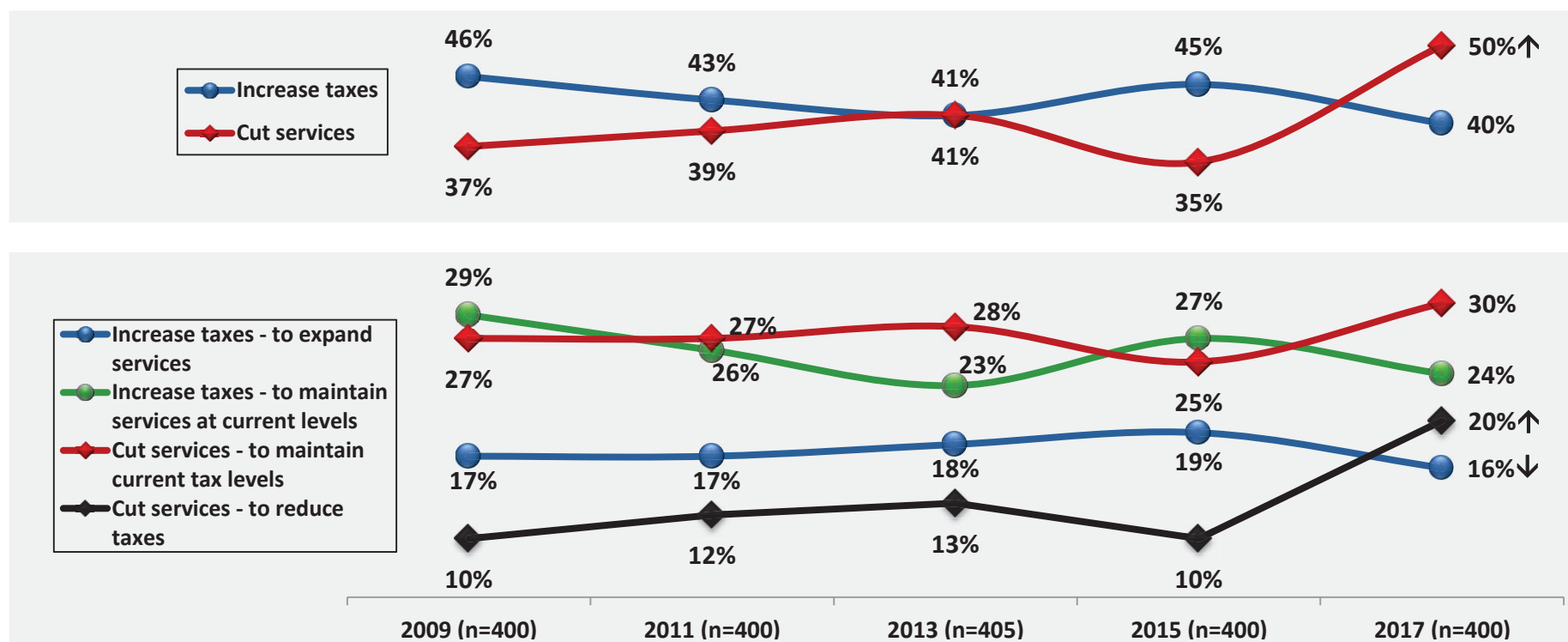
Balancing Taxation and Service Delivery Levels



Q13. Municipal property taxes are the primary way to pay for services and programs provided by the City of Grande Prairie. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the City to pursue?

© 2017 Ipsos Base: All respondents (n=400)

Tracking Balancing Taxation and Service Delivery Levels



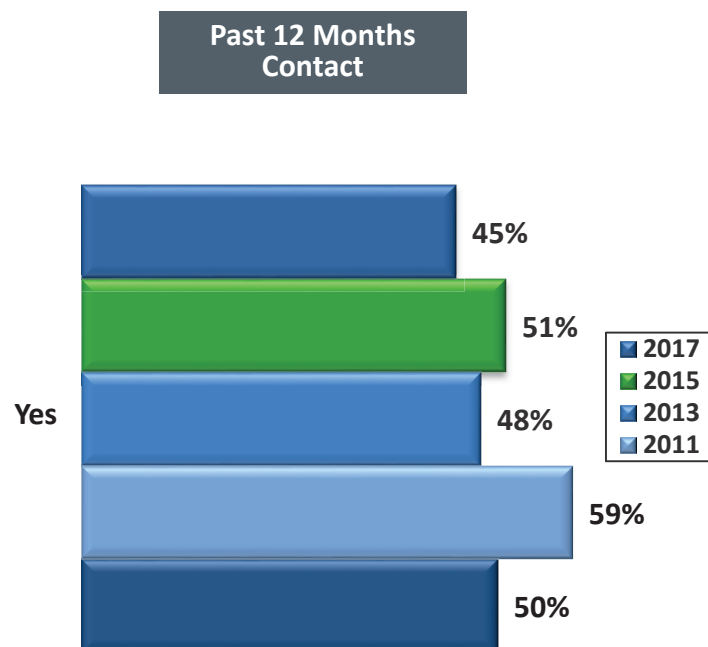
[Note: In 2015, "it depends" was added as a response option; therefore, data may not be comparable to other years and comparisons should be interpreted with caution]

Q13. Municipal property taxes are the primary way to pay for services and programs provided by the City of Grande Prairie. Due to the increased cost of maintaining current service levels and infrastructure, the City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the City to pursue? Base: All respondents



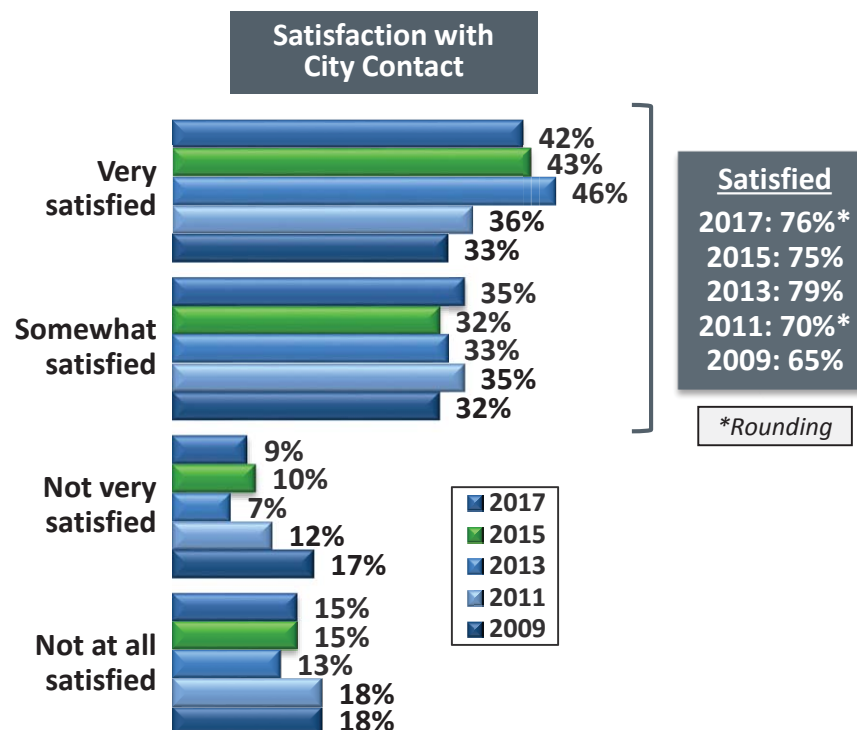
Customer Service, Communications and Engagement

Contact with the City of Grande Prairie



Q15. Have you contacted or dealt with the City of Grande Prairie or one of its employees in the last twelve months?

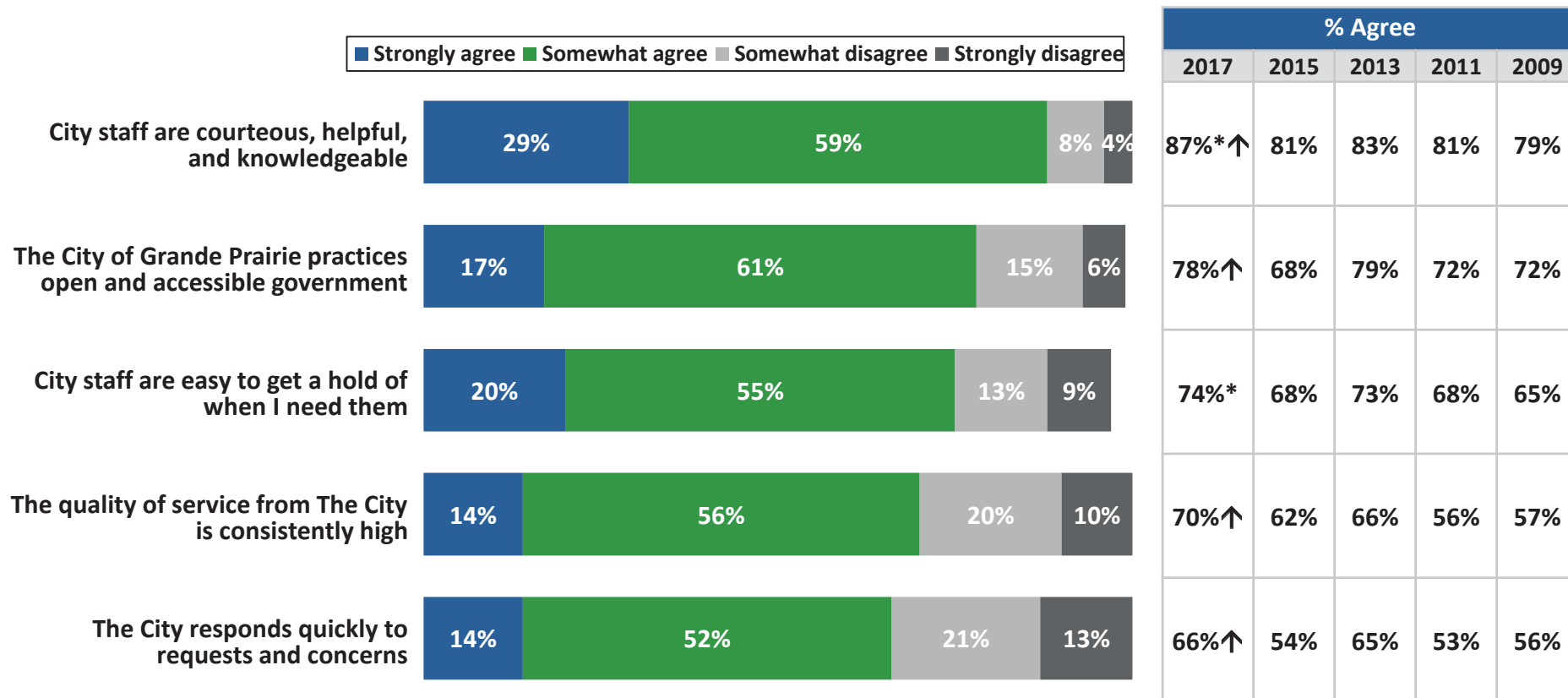
Base: All respondents (2017, 2015, 2011 and 2009: n=400 / 2013: n=405)



Q19. How satisfied were you with your most recent contact with the City?

Base: Have contacted or dealt with the City in the past 12 months
 (2017: n=xxx / 2015: n=220 / 2013: n=205 / 2011: n=239 / 2009: n=204)

Perceptions of City Service Delivery and Transparency

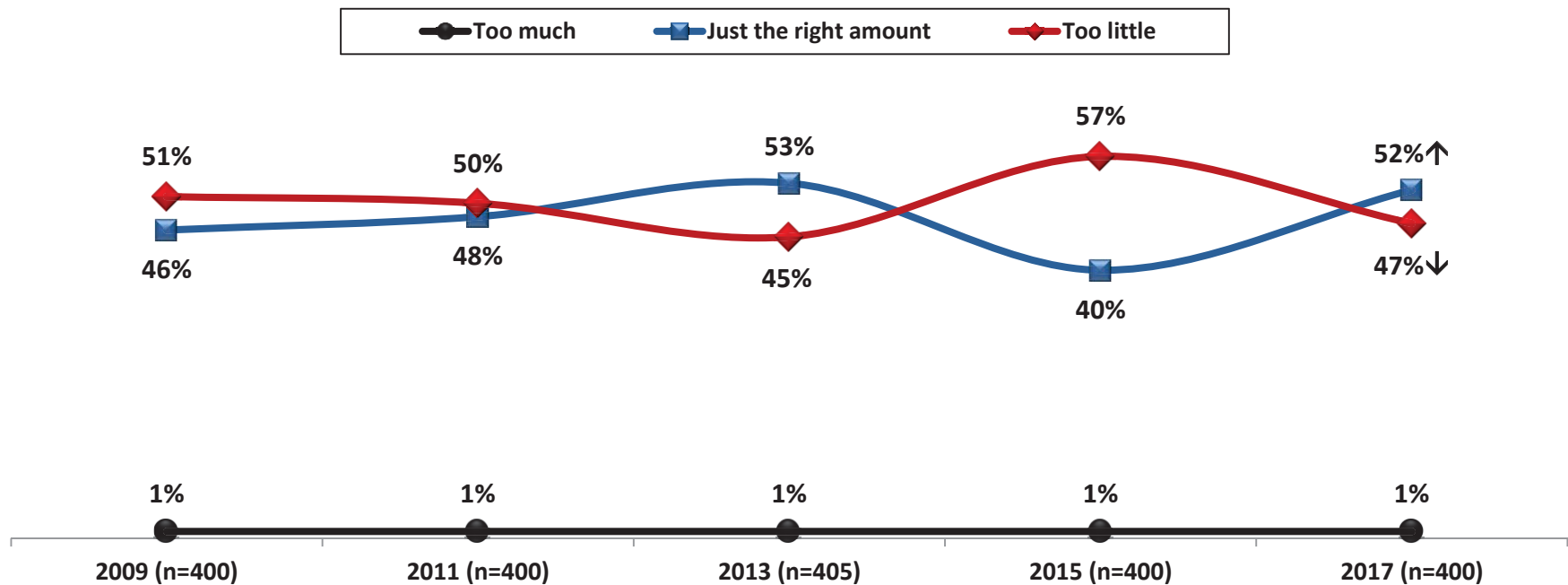


Q20. Thinking about your personal dealings with the City of Grande Prairie, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about the City?

*Rounding



The Amount of Information Received

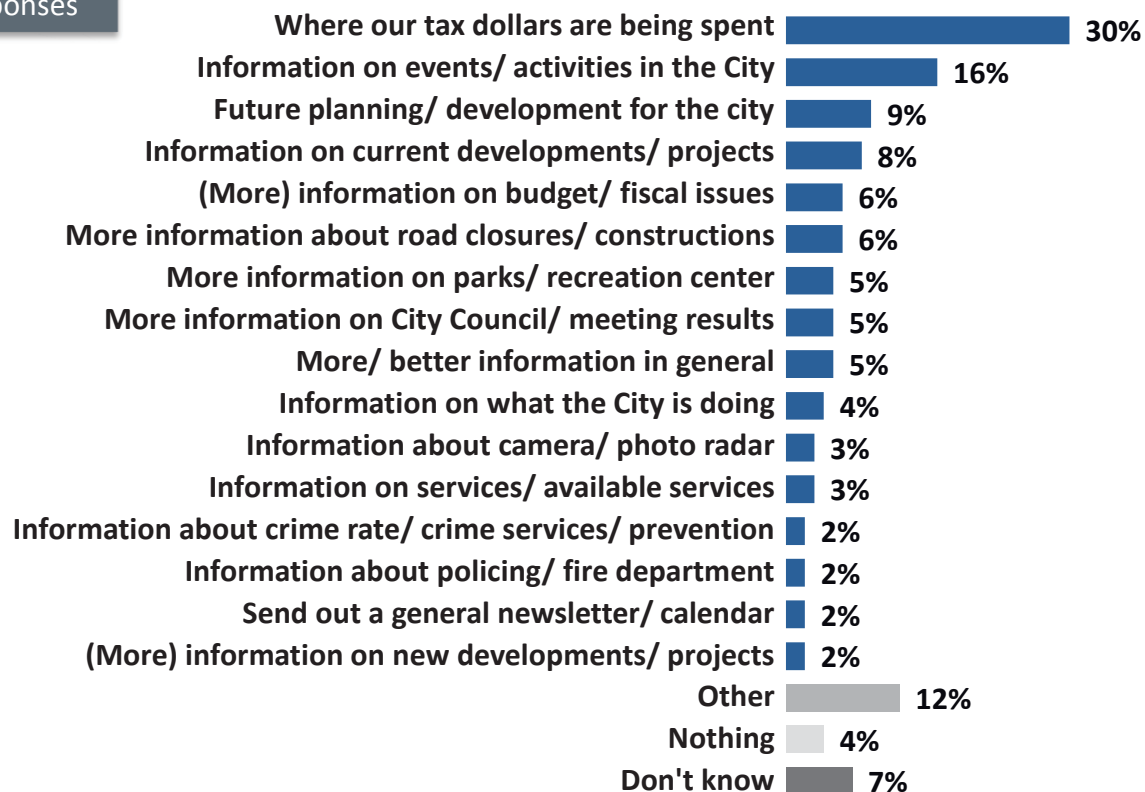


Q21. In your opinion, do you currently receive too much, too little, or just the right amount of information from the City of Grande Prairie?

© 2017 Ipsos Base: All respondents

Additional Information Desired

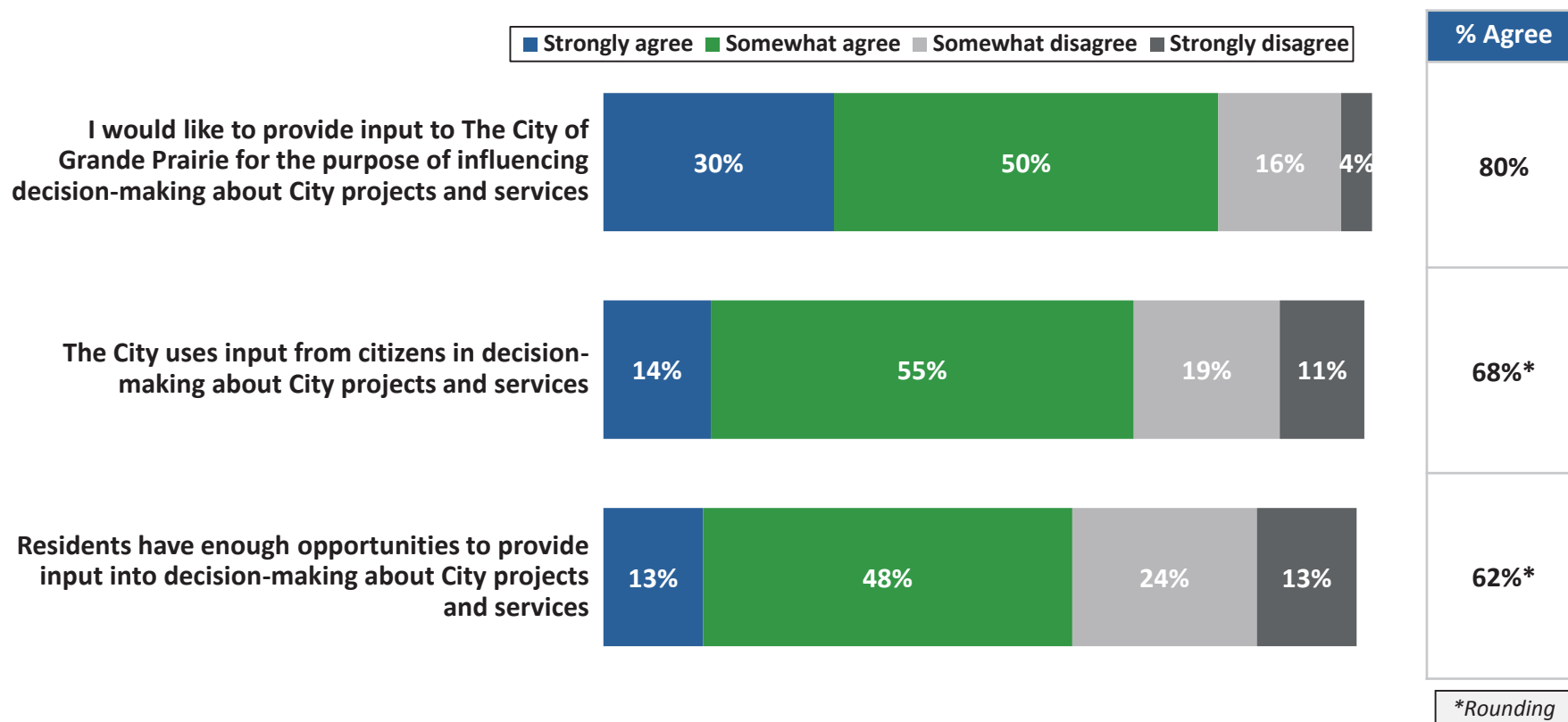
Multiple Responses



Q21B. What additional information would you like to receive from the City of Grande Prairie?

© 2017 Ipsos Base: Currently receive too little information from the City of Grande Prairie (n=170)

Citizen Engagement



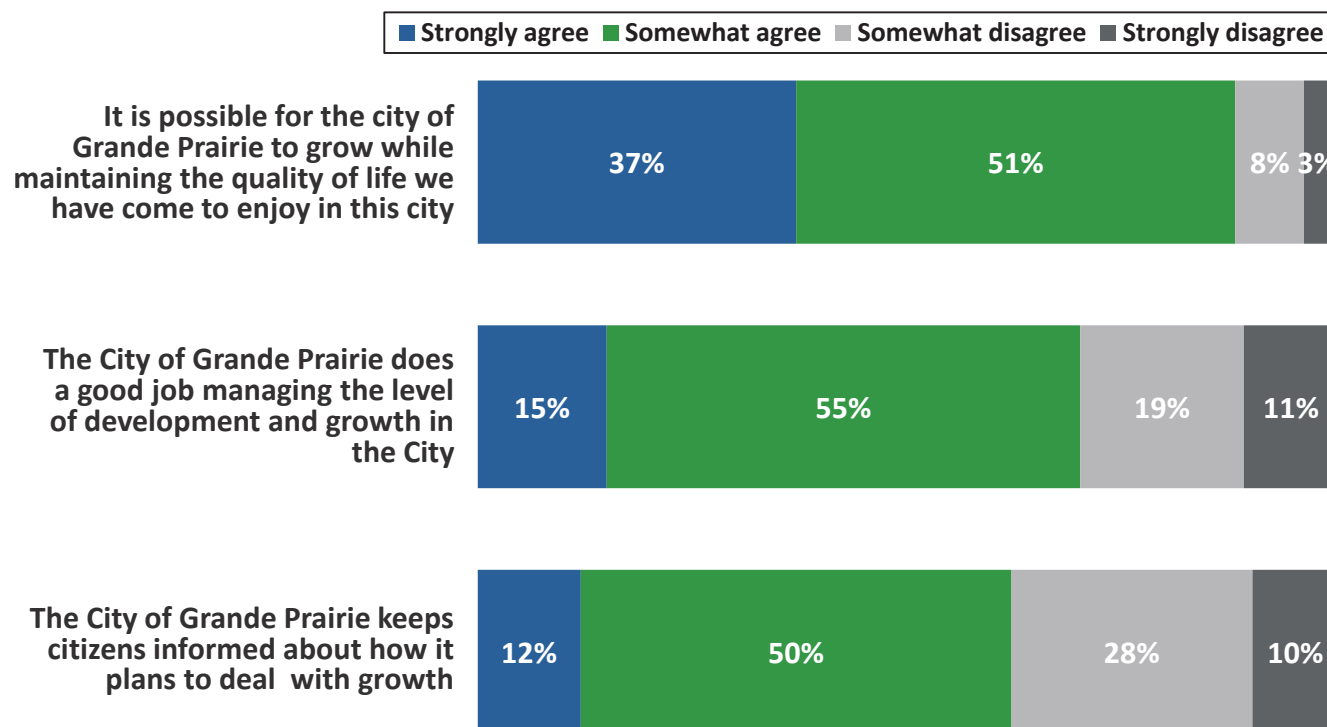
Q22. Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

© 2017 Ipsos Base: All respondents (n=400)



Growth and Development

Citizen Perceptions Related to Growth and Development



Q30. I'm going to read you few statements about growth and development in the City of Grande Prairie. Please tell me whether you agree or disagree with each.

© 2017 Ipsos Base: All respondents (2017, 2015, 2011 and 2009: n=400 / 2013: n=405)

% Agree				
2017	2015	2013	2011	2009
88%↑	77%	87%	88%	79%
69%*↑	60%	69%	60%	59%
62%↑	51%	62%	52%	52%

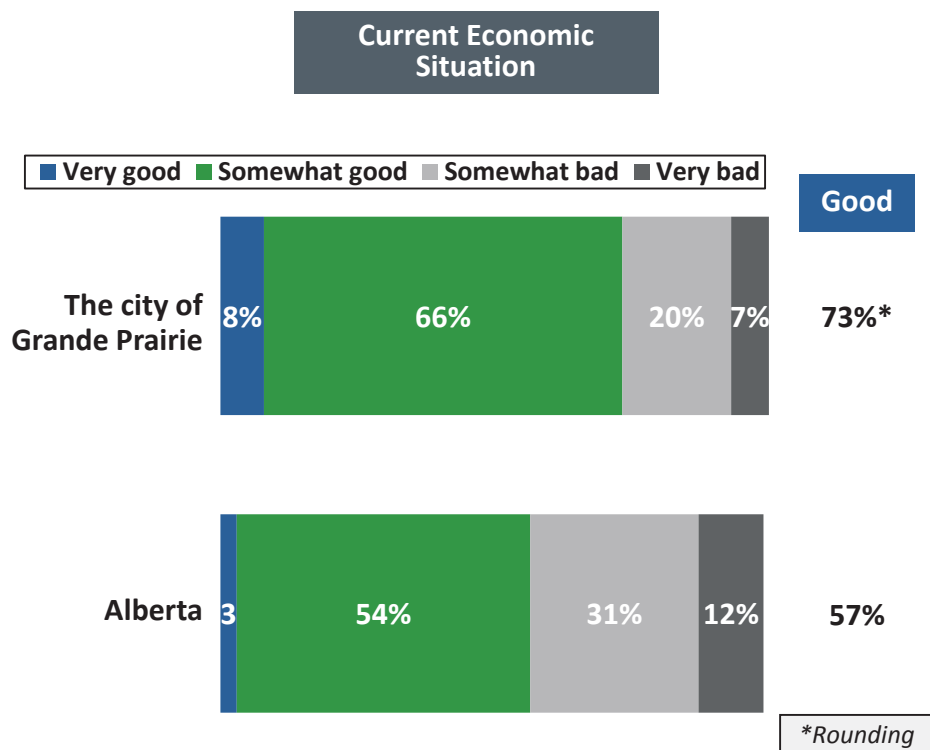
*Rounding



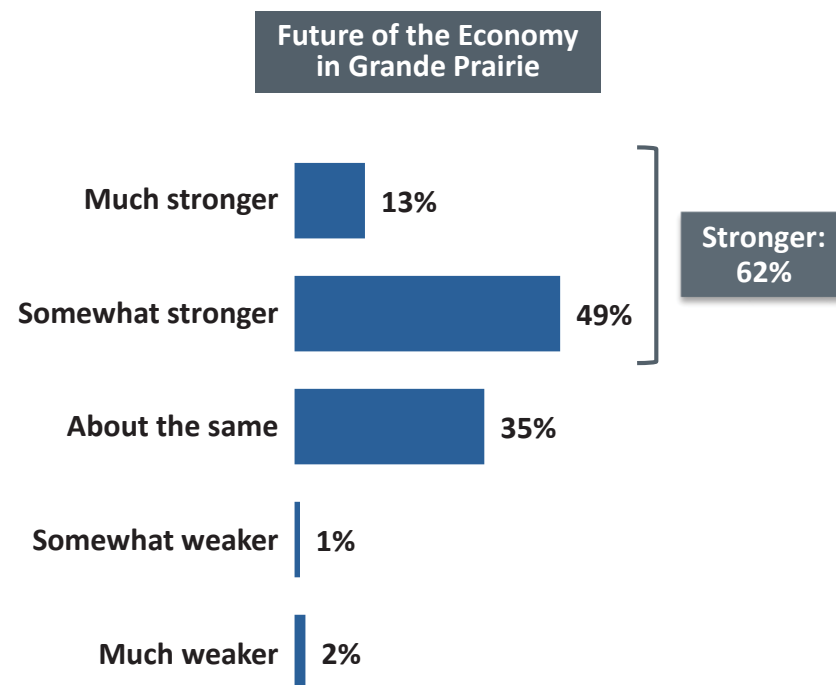


The Economy

Perceptions of the Economy



QE1. How would you describe the current economic situation in...?
Base: All respondents (n=400)



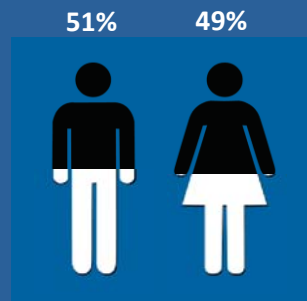
QE2. Looking ahead six months from now, do you expect the economy in the city of Grande Prairie to be much stronger, somewhat stronger, about the same, somewhat weaker or much weaker than it is now?
Base: All respondents (n=400)



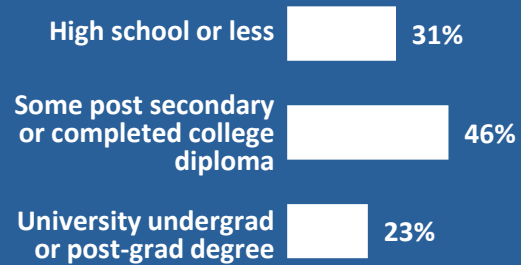
Respondent Profile

Demographics

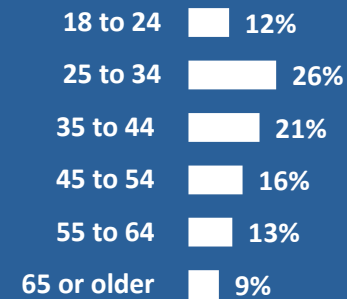
Gender



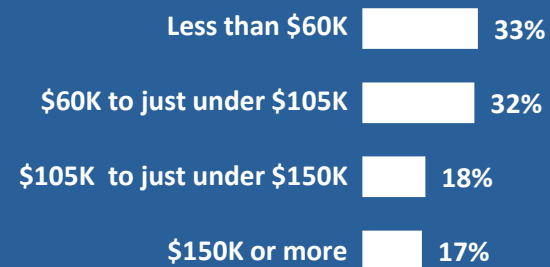
Education



Age

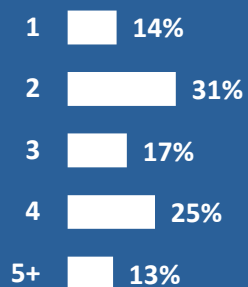


Income

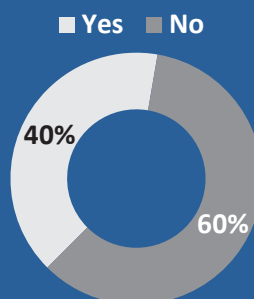


Household Characteristics

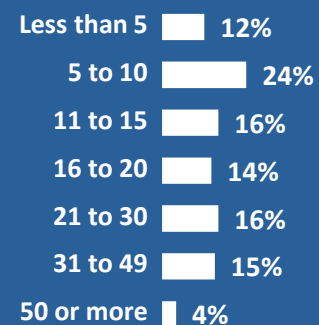
Household Size



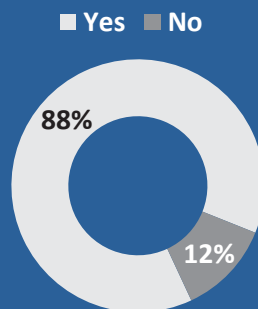
Children Under 18 in the Household



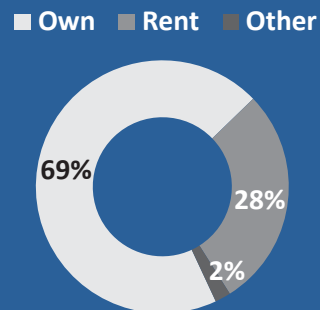
Years Lived in Grande Prairie



Responsible for Property Taxes or Rent



Own or Rent





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We believe that our work is important. Security, simplicity, speed and substance applies to everything we do.

Through specialisation, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest calibre of people who have the ability and desire to influence and shape the future.

“GAME CHANGERS” – our tagline – summarises our ambition.

