



# City of Grande Prairie 2020 Citizen Satisfaction Survey

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March 2, 2020



**FORUM  
RESEARCH**

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# Methodology

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Fieldwork dates	January 6 <sup>th</sup> –28 <sup>th</sup> , 2020
Sample	Residents of Grande Prairie, aged 18 or above
Survey collection method	CATI (Computer-Assisted Telephone Interviewing) random digit dial (RDD) and CAWI (Computer-Assisted Web Interviewing)
Sample Size	$N = 401$
Margin of Error	+/- 4.9%

Top 2 (TOP2) and bottom 2 (BTM2) reference the collected TOP2 positive and BTM2 negative responses, where applicable. For example, a TOP2 grouping referred to as “satisfied” may be the combined result of “very satisfied” and “somewhat satisfied,” where a grouping of “not satisfied” (BTM2) may be the combined result of “not very satisfied” and “not at all satisfied.”

Due to rounding, numbers presented throughout this document may not add up to the totals provided. For example, in some cases, the sum of all question values may add up to 101% instead of 100%. Similar logic applies to TOP2 and BTM2 groupings.

Visualisations may exclude “don’t know” or “prefer not to say” responses.

Data are weighted to accurately reflect the City’s population.

# Executive Summary

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Overall, residents of Grande Prairie feel positively about many areas of the City's operations and services.

General **quality of life** in the City is rated highly, with 9 in 10 (TOP2: 89%) respondents saying that quality of life in the City is **good**. However, an increasing number of respondents feel that quality of life is worsening and analysis of the City's net promoter score may suggest concerns are rising, potentially attributable to levels of crime, which respondents say is their number one top-of-mind issue.

Some service areas received sterling reviews, the highest of which was the **fire department**, which saw almost universal acclaim (TOP2: 99%).

A few areas were identified that may provide an improvement to overall satisfaction. Three areas were identified in our importance vs. satisfaction grid analysis: **roads and infrastructure, snow and ice removal, and local policing**. Five areas were identified in our satisfaction driver analysis: **recreational facilities, roads and infrastructure, support services for families, snow and ice removal, and arts, cultural facilities, and programs**.

The City receives high marks for **customer service**, with some of the areas covered in this section matching or exceeding historical highs. Overall satisfaction with their experience and **satisfaction with City staff** are areas that performed exceptionally well. Respondents generally want more information from the City about fiscal and budget issues. Citizens are most reachable via traditional media or digital options like Facebook and the City website.

While economic perceptions are not supremely high, the general feeling is that respondents feel that the City is resilient, with two-thirds (TOP2: 67%) of respondents saying that the economy will improve in the next six months.

Generally, respondents are proud to live in the City and feel that it has a bright future ahead.



# Key Insights



# Key Insights

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Overall quality of life in the City is highly-rated. 9 in 10 (TOP2: 89%) respondents feel that quality of life in the City is good, continuing a record of positive results in this area.

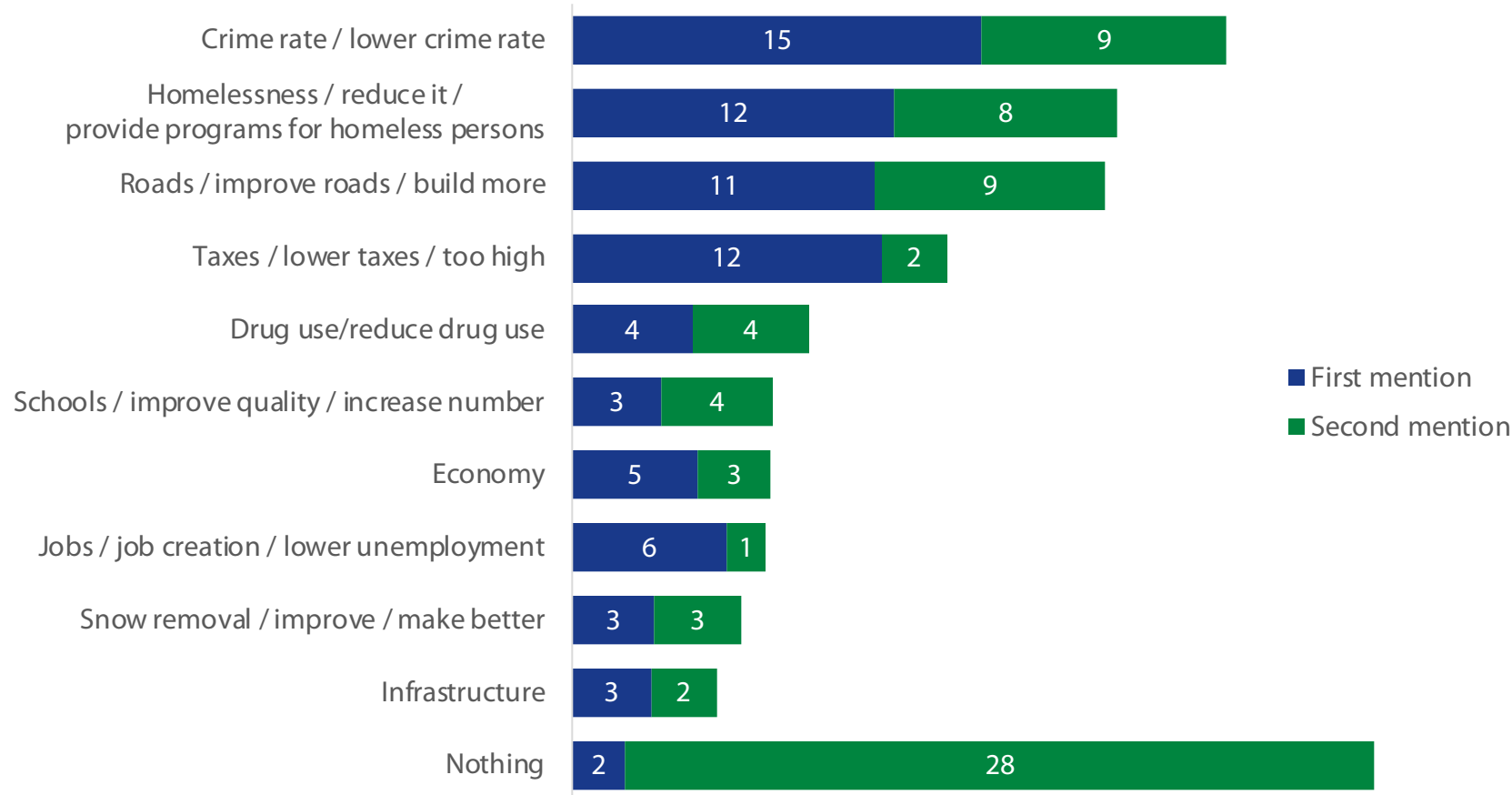
However, an increasing number of respondents feel that quality of life is worsening. The main reasons respondents give for this feeling is rising crime and a slow economy. Crime and the economy also feature prominently when respondents are asked for their top-of-mind issues.

Interestingly, for the smaller number of respondents who feel that quality of life has improved, the reason is *also* the economy. More jobs and businesses are the top reasons for improving quality of life, according to that group.

The rise in crime and the economic slowdown are likely leading to a lower net promoter score (NPS) for the City.

# Most Important Issue

## Most Important Issue Facing the City: Top 10 (%)



### Crime is the top of mind issue for respondents

When asked which issue should receive the greatest attention from local leaders, respondents most often answer that reducing the crime rate should be the government's top priority.

- 1 in 7 (15%) respondents cite crime as their first issue. An additional 1 in 10 (9%) mention it as their second top-of-mind issue.
- Other top-of-mind issues include homelessness, roads, taxes, and drug use.
- Economic anxieties also feature in respondents' answers. Jobs and the economy in general both make it into the top 10.

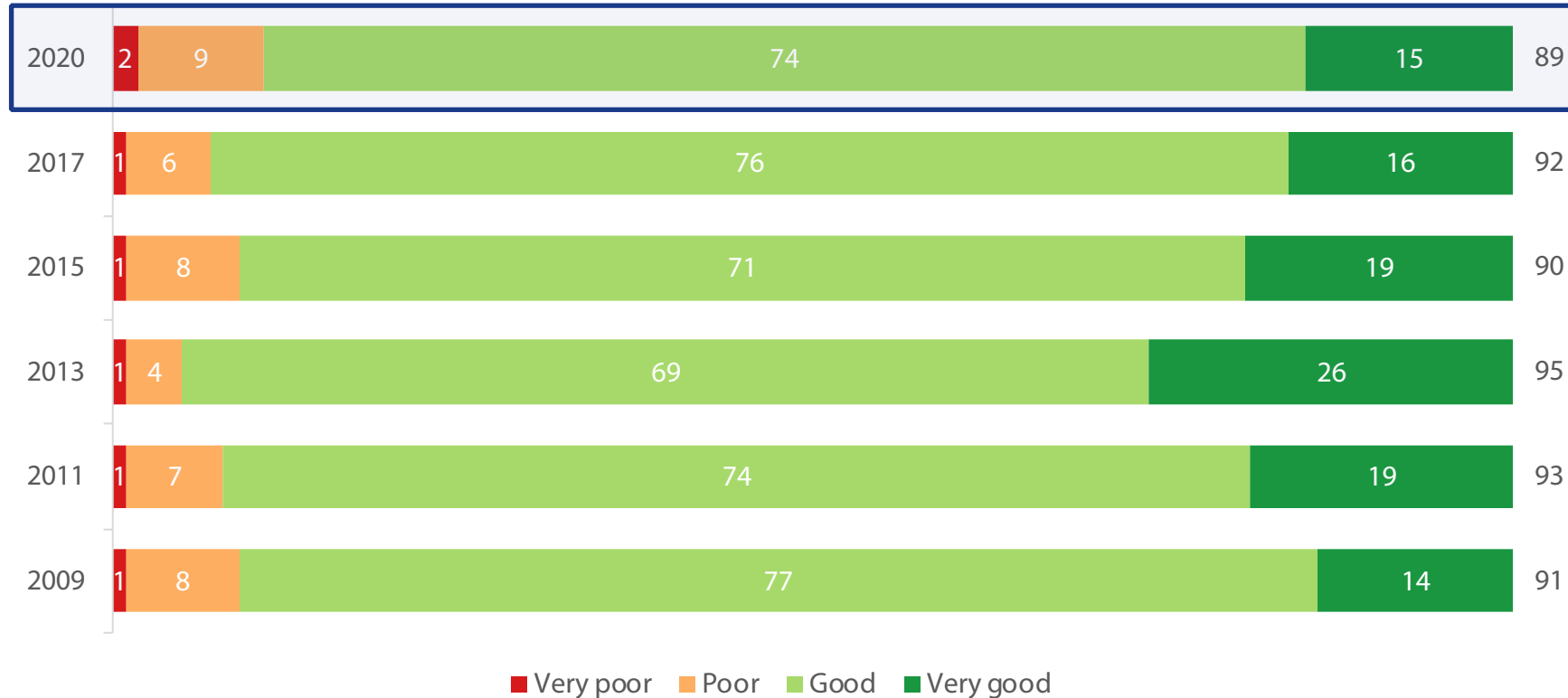
**Question:** In your view, as a resident of the City of Grande Prairie, what is the most important issue facing your community? That is, the one issue you feel should receive the greatest attention from your local leaders.

**Sample size:** 372

**Framework:** All respondents, excluding "don't know"

# Quality of Life

## Overall Quality of Life: Historical Trends (%)



### Quality of life good, consistent with past years

Respondents' rating of the overall quality of life in the City remains steady, with most saying it is good.

- 9 in 10 residents (TOP2: 89%) feel that quality of life in the City is good.
- This is comparable with ratings in past years, like 2017 (TOP2: 92%) and 2015 (TOP2: 90%).
- Unsurprisingly, lower-income respondents feel less positive about quality of life. Respondents making less than \$20k (TOP2: 74%) and \$20k–\$40k (TOP2: 80%) are not as satisfied as other groups.
- Online respondents are less positive about quality of life (TOP2: 68%) in general, than telephone respondents.

**Question:** How would you rate the overall quality of life in the City of Grande Prairie today?

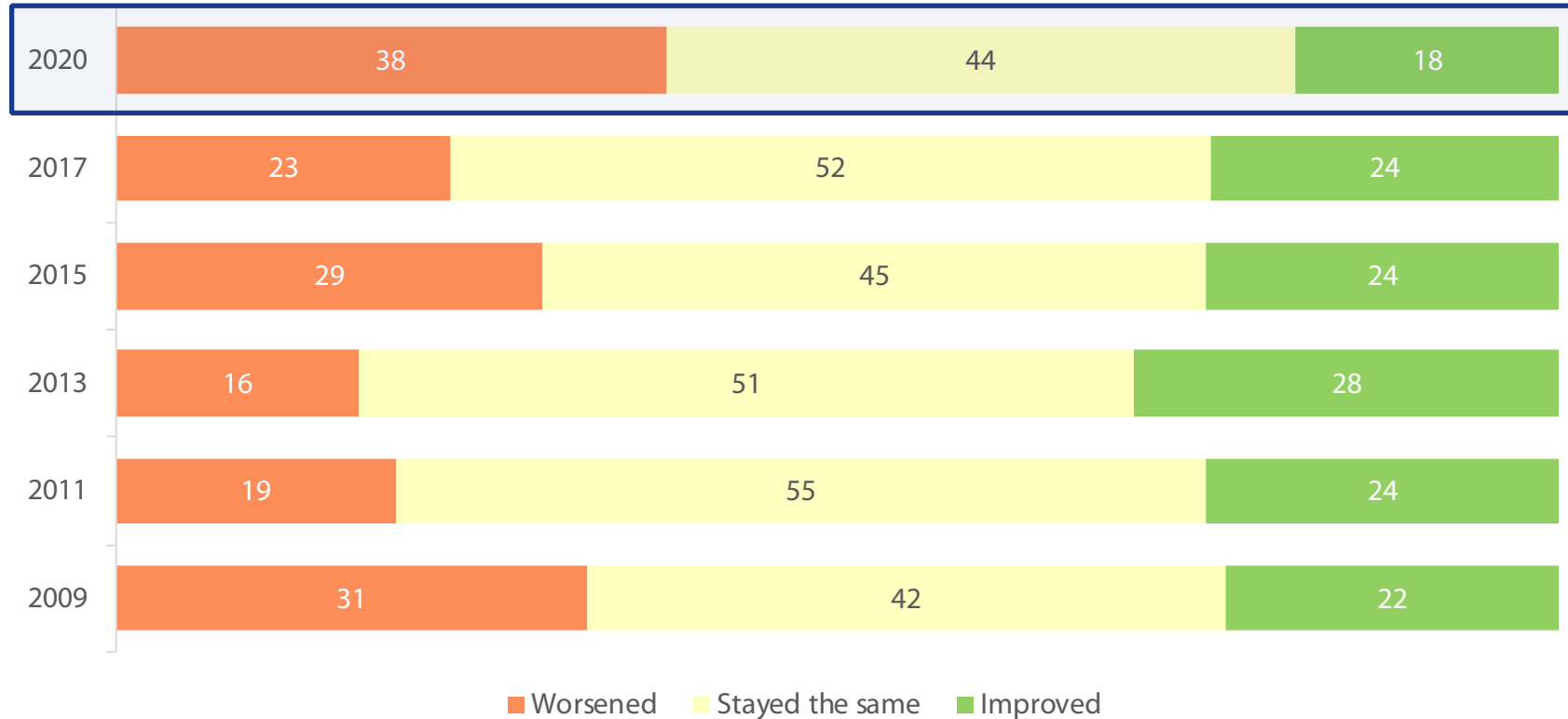
**Sample size:** 399

**Framework:** All respondents, excluding "don't know"



# Change in Quality of Life

Change in Overall Quality of Life: Historical Trends (%)



## More people feel that life has worsened over the past three years, than improved

- 4 in 10 (38%) residents feel that quality of life has worsened in the past three years. This is quite a bit higher than 2017 (23%).
- Women are more likely than men to feel that life has worsened (41% to 36%).
- Respondents aged 18–24 (12%) and 25–34 (30%) are both less negative than other demographics.
- Online respondents are more negative, overall, with more than half (57%) feeling like life has worsened.

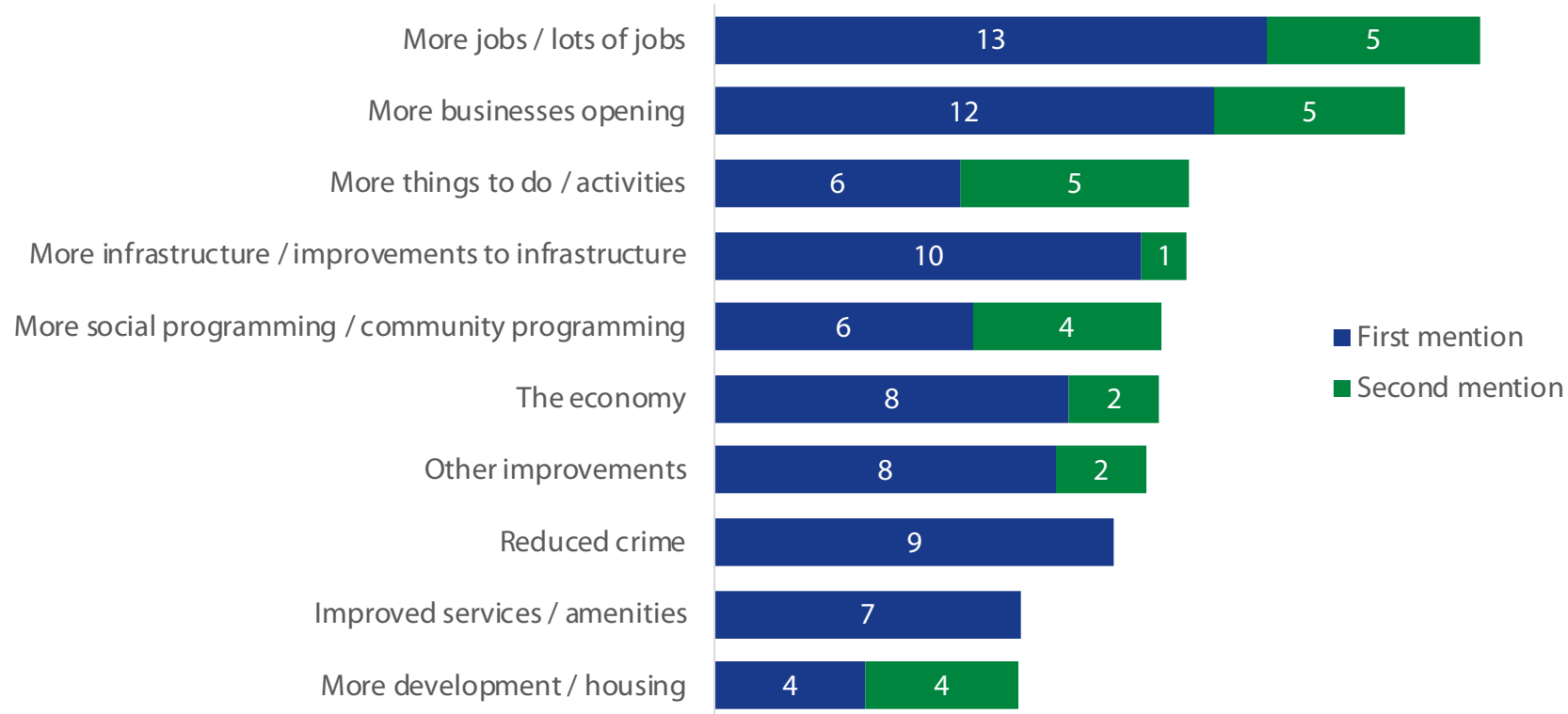
**Question:** And do you feel that the quality of life in the City of Grande Prairie in the past three years has...

**Sample size:** 392

**Framework:** All respondents, excluding “don’t know” and “prefer not to say”

# Reasons Quality of Life Has Improved

## Reasons Overall Quality of Life Has Improved: Top 10 (%)



### Those who feel quality of life has improved say the economy is the reason

Of the respondents who said that quality of life had improved over the past three years, most of them cite economic opportunities as the reason why.

- One-fifth (18%) mention more jobs as one of their top two reasons for an improved quality of life.
- The next top reason is also economic, with a similar proportion (17%) mentioning more businesses opening in their top two.

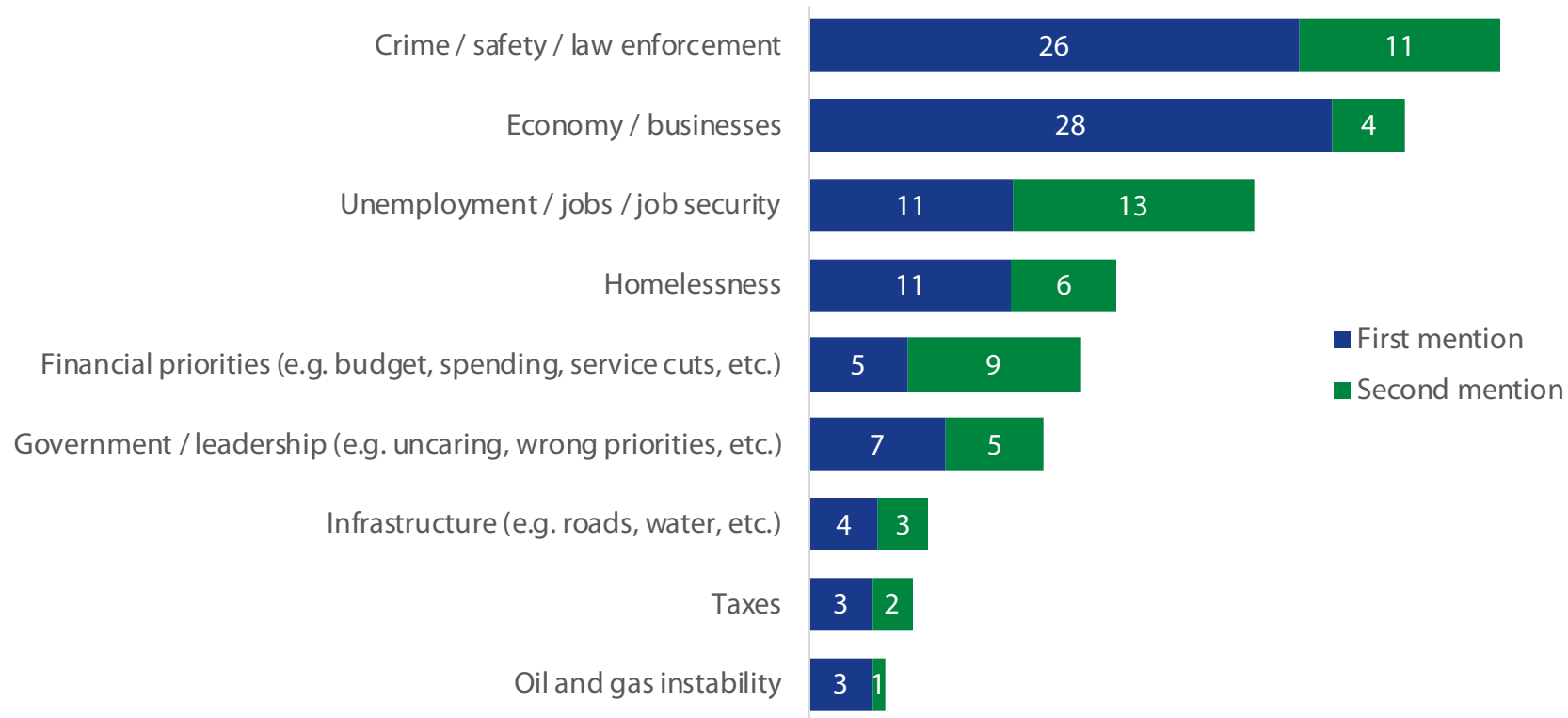
**Question:** Why do you think the quality of life has improved?

**Sample size:** 67

**Framework:** All respondents who responded that life has improved in the past three years, excluding "don't know"

# Reasons Quality of Life Has Worsened

## Reasons Overall Quality of Life Has Worsened: Top 9 (%)



### Crime and the economy are the top reasons for worsening quality of life

Crime, which is the top-of-mind issue for respondents, is also the top mention for why quality of life worsened.

- 4 in 10 (37%) respondents say crime is one of their top two reasons for worsening quality of life.
- Economic concerns are also central. The economy (32%) and unemployment (24%) are the next top reasons for worsening quality of life.

**Question:** Why do you think the quality of life has worsened?

**Sample size:** 149

**Framework:** All respondents who said that life has worsened in the past three years, excluding "don't know"

# Net Promoter Score

## Net Promoter Score Analysis (2020) (%)



$$\begin{aligned}
 \text{Net Promoter Score} &= 12\% - 47\% \\
 &= -35
 \end{aligned}$$

### Worsening quality of life and slow economy likely to blame for poor net promoter score

A net promoter score (NPS) assesses brand loyalty. Respondents are asked to rate how likely they would be to recommend Grande Prairie as a place to live, on a scale from 1 to 10.

Promoters (9–10) are people who would recommend, detractors are those who would not (1–6), and passives are those who are on the fence (7–8).

- Currently, few respondents would recommend the City as a place to live. Only 1 in 10 (12%) are promoters.
- Almost half (47%) are detractors who would not recommend the City as a place to live.
- Four in 10 (42%) respondents are passives. Converting these respondents to promoters is the focus of later analysis in this report.
- Online respondents score –59%.

**Question:** How likely would you be to recommend the City of Grande Prairie as a place to live to a friend or colleague?

**Sample size:** 399

**Framework:** All respondents, excluding “prefer not to say”



# Sustainability

# Sustainability

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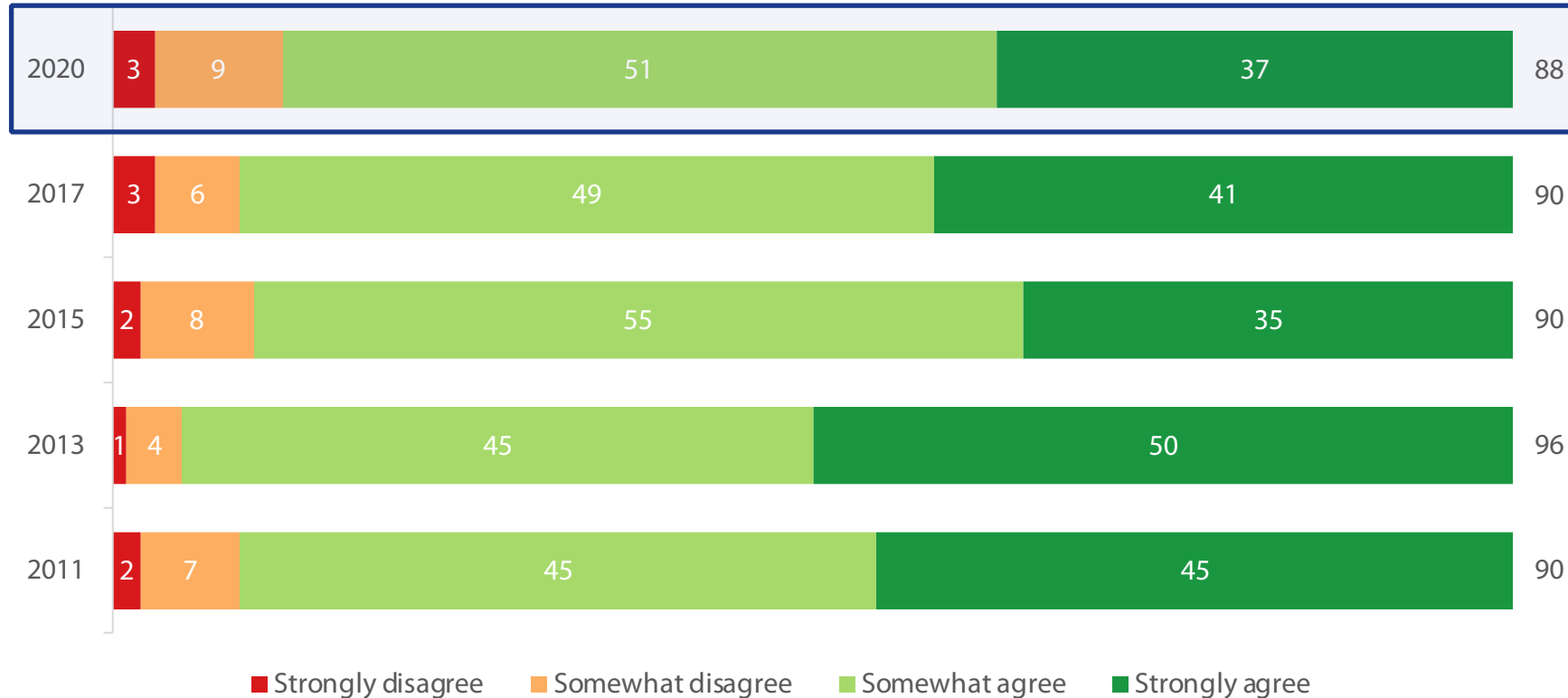
The City's sustainability metrics remain largely consistent with past waves of data. Generally, respondents are proud to live in the City and feel that it has a bright future ahead. Despite current economic conditions, most respondents still feel that the City has a vibrant and healthy economy.

Consistent with the previous section's findings that crime is top-of-mind for many respondents, fewer respondents agree that they feel safe and secure in the City.



# "Bright Future"

## "Community with a Bright Future": Historical Trends (%)



### Most respondents still feel the City has a bright future

The vast majority of respondents agree that "Grande Prairie is a community with a bright future."

- 9 in 10 (TOP2: 88%) respondents agree that the City has a bright future.
- The 2020 results are consistent with past years, where TOP2 scores have also hovered around 9 in 10.
- Younger and older respondents were the most likely to agree with the statement. Respondents 18–24 (TOP2: 97%) and 65+ (TOP2: 92%) were the most positive age groups.

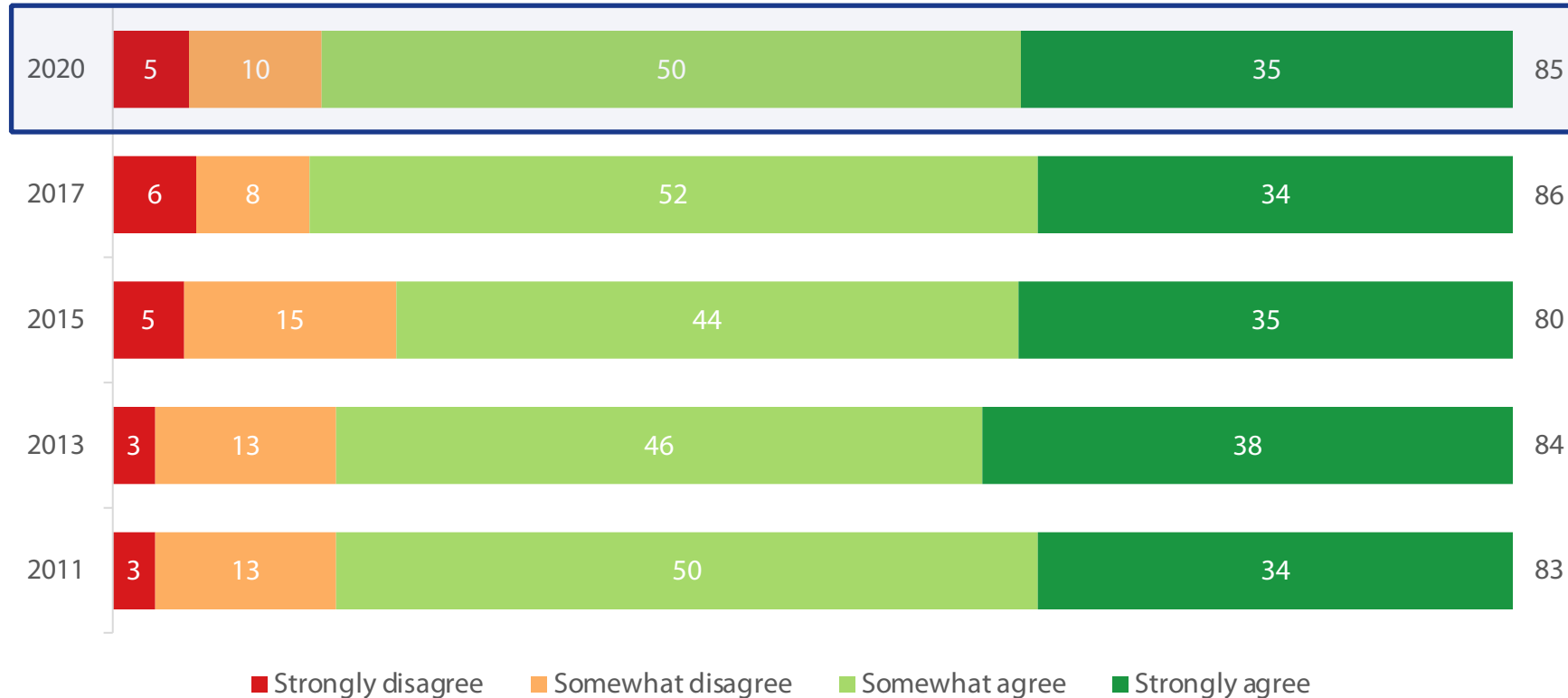
**Question:** Now I'm going to read you a few statements about life in the City of Grande Prairie and I'd like you to indicate how much you agree or disagree with each statement ... "Grande Prairie is a community with a bright future."

**Sample size:** 399

**Framework:** All respondents, excluding "don't know" (2011–2015 data drawn from past reports which do not exclude "don't know", though "don't know" accounted for either minimal or no cases)

# Community Pride

## "Proud to Live in Grand Prairie": Historical Trends (%)



### Community pride strong, holding steady with past years

Levels of community pride in the City are consistent with past years.

- More than 8 in 10 (TOP2: 85%) respondents agree that they are proud to live in the City.

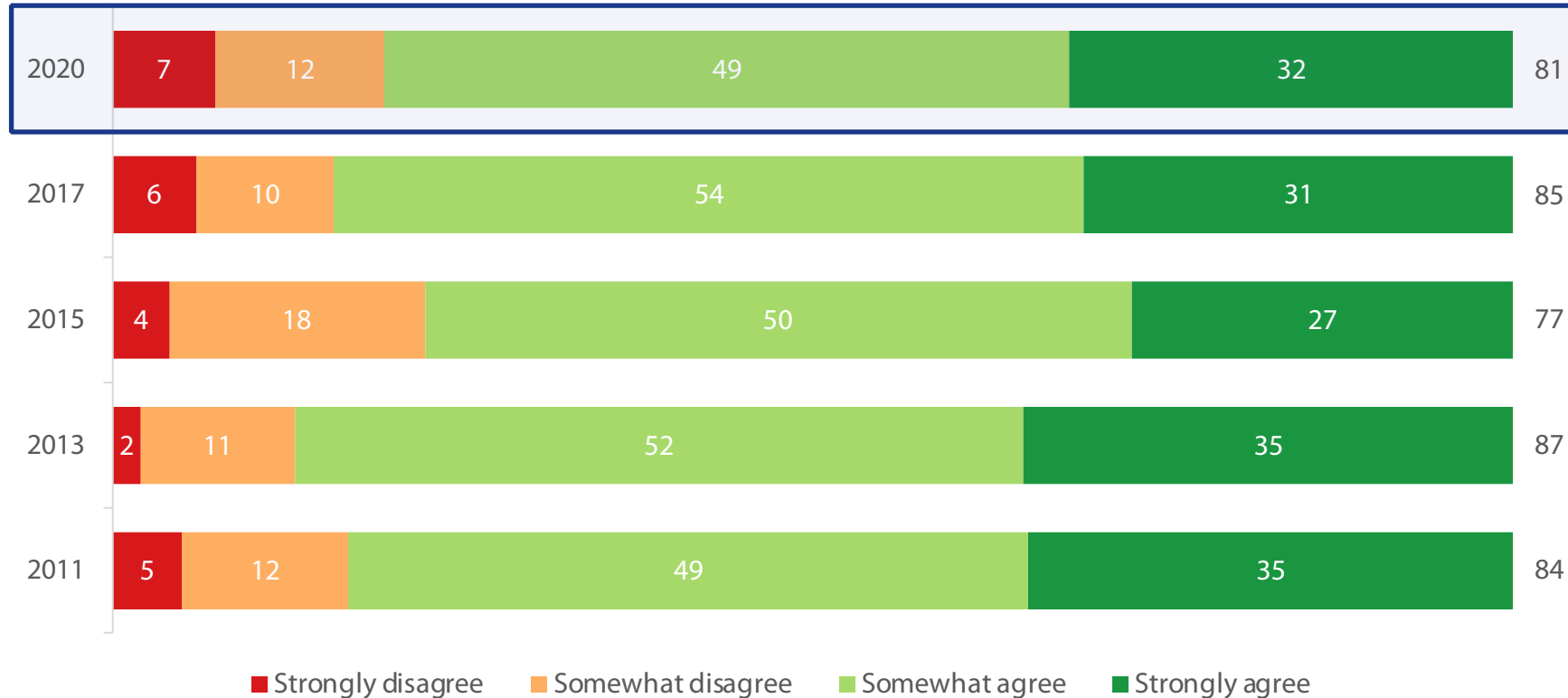
**Question:** Now I'm going to read you a few statements about life in the City of Grande Prairie and I'd like you to indicate how much you agree or disagree with each statement ... "I am proud to live in Grande Prairie."

**Sample size:** 395

**Framework:** All respondents, excluding "don't know" (2011–2015 data drawn from past reports which do not exclude "don't know", though "don't know" accounted for either minimal or no cases)

# "Great Community to Raise a Family"

## "Great Community to Raise a Family": Historical Trends (%)



### Most think Grande Prairie is a great community to raise a family

When asked for their agreement with the statement "Grande Prairie is a great community to raise a family," most respondents agreed.

- 4 in 5 (TOP2: 81%) agree that the City is a great community in which to raise a family.
- This figure is comparable to the past two waves of data.
- TOP2 scores were comparable between respondents who had children (TOP2: 80%) in the household and respondents who did not (TOP2: 81%).

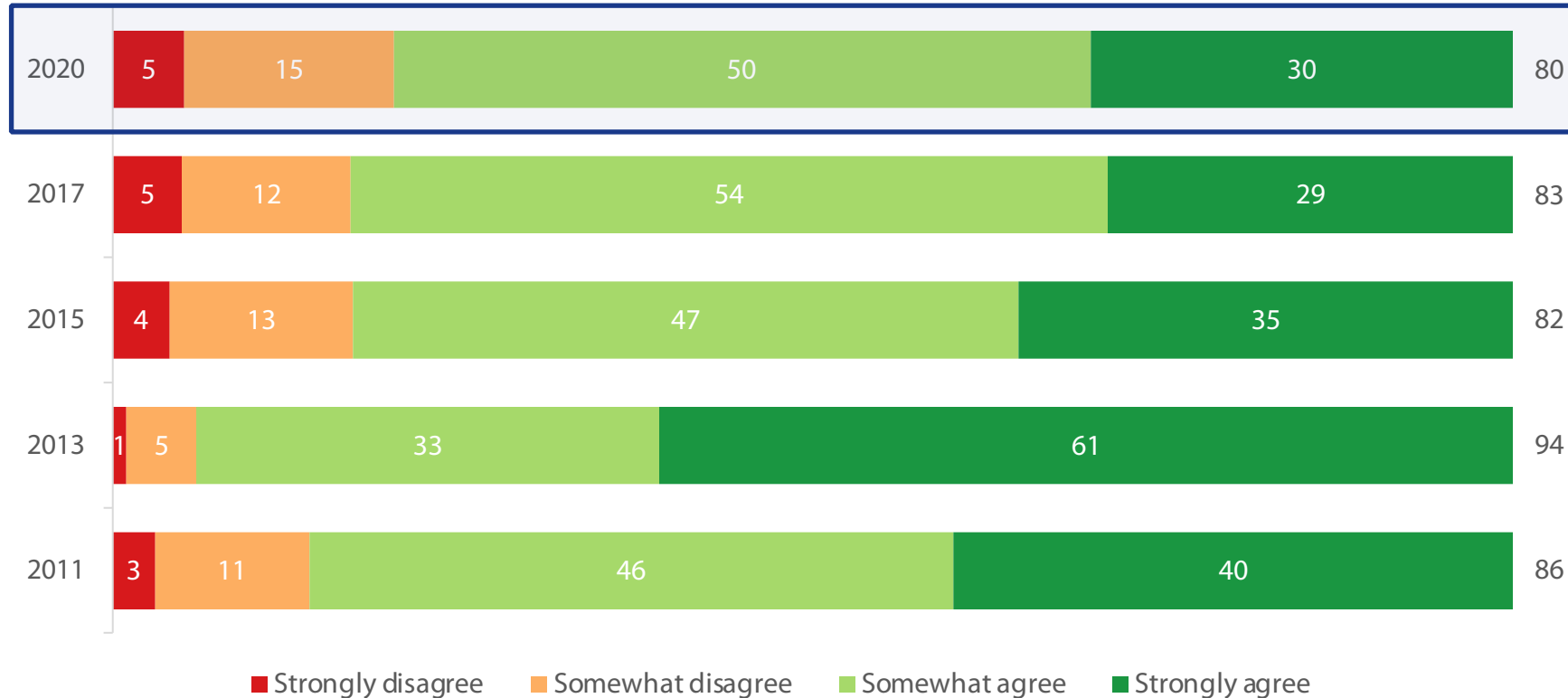
**Question:** Now I'm going to read you a few statements about life in the City of Grande Prairie and I'd like you to indicate how much you agree or disagree with each statement ... "Grande Prairie is a great community to raise a family."

**Sample size:** 397

**Framework:** All respondents, excluding "don't know" (2011–2015 data drawn from past reports which do not exclude "don't know", though "don't know" accounted for either minimal or no cases)

# "Vibrant and Healthy Local Economy"

## "Vibrant and Healthy Local Economy": Historical Trends (%)



### Most think the City's economy is healthy

The vast majority of respondents still agree that "Grande Prairie has a vibrant and healthy local economy."

- 4 in 5 (TOP2: 80%) respondents agree with the statement about the City's economy.
- This is about the same as the past two waves of data. However, looking back further at 2013 and 2011, this continues a trend of slightly less positive results on this metric.

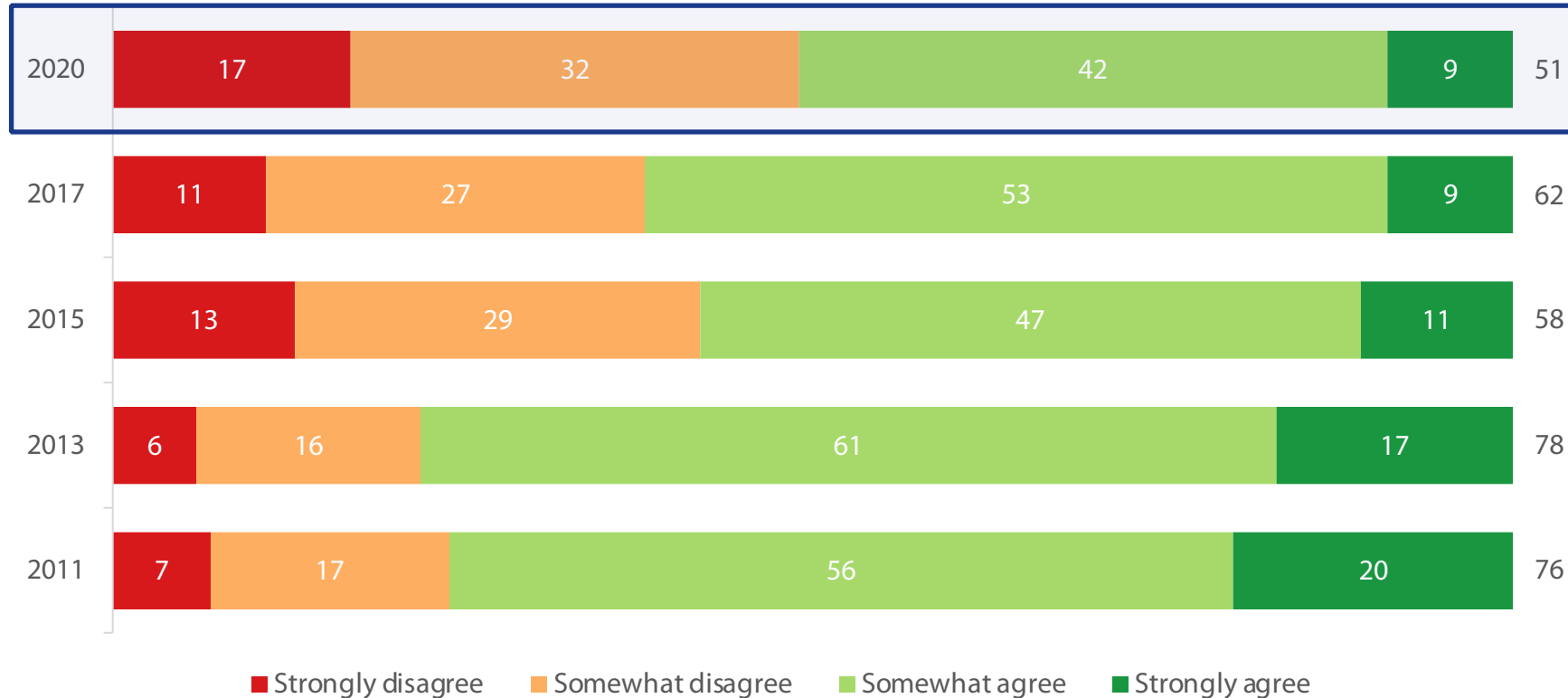
**Question:** Now I'm going to read you a few statements about life in the City of Grande Prairie and I'd like you to indicate how much you agree or disagree with each statement ... "Grande Prairie has a vibrant and healthy local economy."

**Sample size:** 395

**Framework:** All respondents, excluding "don't know" (2011–2015 data drawn from past reports which do not exclude "don't know", though "don't know" accounted for either minimal or no cases)

# "Safe and Secure"

"Residents Feel Safe and Secure": Historical Trends (%)



## Fewer residents feel the City is safe and secure

Reflecting the feeling of rising crime highlighted in the previous section, fewer residents agree with the statement "Grande Prairie is a place where residents feel safe and secure."

- Half of residents (TOP2: 51%) agree that the City is a place where people feel safe and secure.
- This is down from past waves.
- Compared to 2017 (TOP2: 62%) and 2015 (TOP2: 58%), fewer people agree.
- Taking the longer view, the past three waves have been a decrease from the high of 2013 (TOP2: 78%).

**Question:** Now I'm going to read you a few statements about life in the City of Grande Prairie and I'd like you to indicate how much you agree or disagree with each statement ... "Grande Prairie is a place where residents feel safe and secure."

**Sample size:** 399

**Framework:** All respondents, excluding "don't know" (2011–2015 data drawn from past reports which do not exclude "don't know", though "don't know" accounted for either minimal or no cases)



A blue-tinted photograph of an indoor water park. In the foreground, there's a pool with a tiled edge and a set of stairs with metal railings. To the left, a large dinosaur statue is partially submerged in a pool of water. In the center, a water play structure with multiple arches and colorful buckets is visible. The background shows a large, open indoor space with a high ceiling and structural beams.

# Services



# Services

Services in the City are seen as well-run and receive generally positive reviews from respondents. Some positives to highlight include quality of essential services like the fire department which receives almost universally positive responses (TOP2: 99%). The fire department is followed by parks, playgrounds, and trails; recreational facilities; and arts, cultural facilities, and programs. All of these areas receive excellent reviews from respondents.

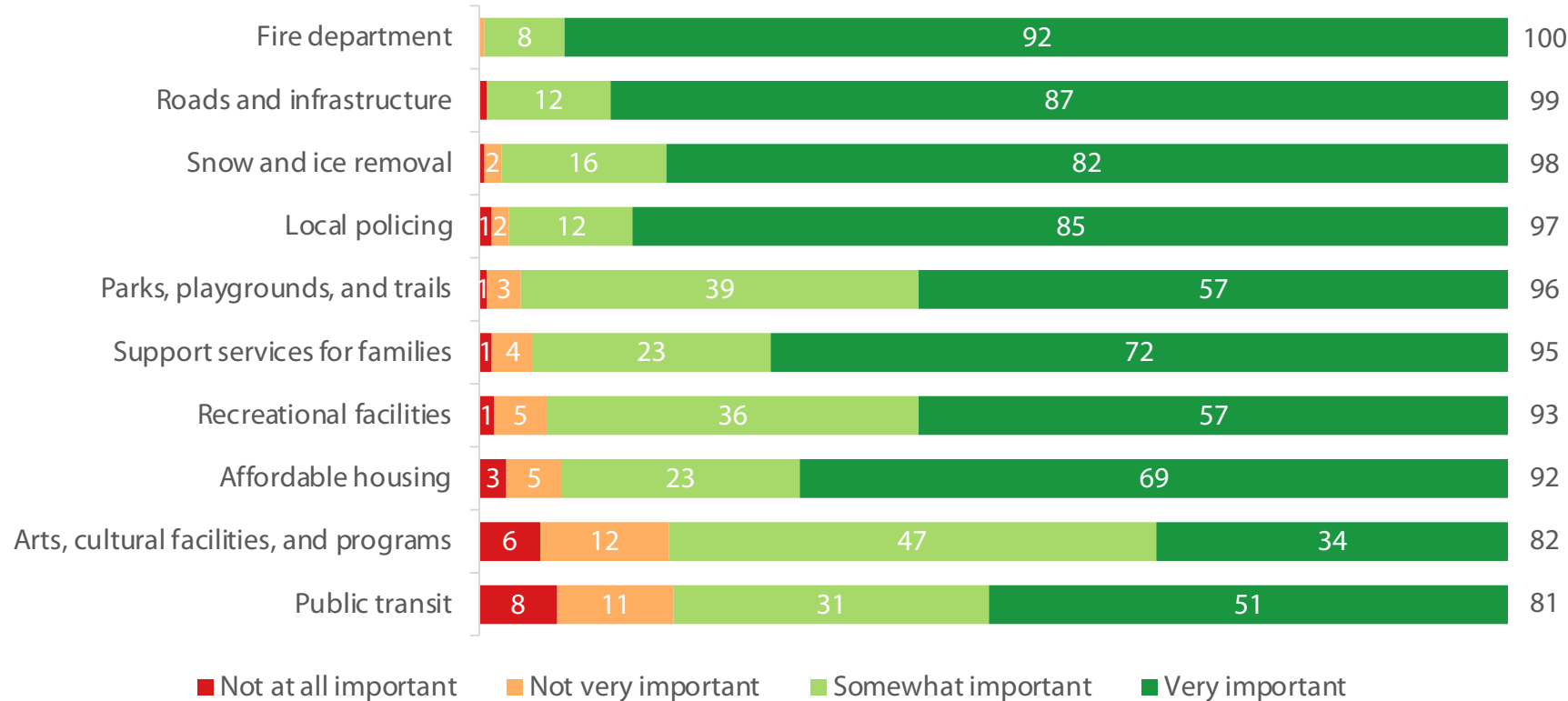
Forum has used two different approaches for identifying service areas the City should target to continue improving citizen satisfaction. First is an importance vs. satisfaction grid, which plots respondents' stated importance and stated satisfaction on a grid to find high-importance low-satisfaction areas the City can target. This analysis finds three areas—roads and infrastructure, snow and ice removal, and local policing—which are rated as very important but receive lower satisfaction ratings. There are also successes to highlight from this analysis. The fire department and parks, playgrounds, and trails, receive both high importance and high satisfaction ratings from respondents.

Forum's second approach is to use a relative weights analysis to find the drivers of overall satisfaction. While survey respondents may rate certain areas as important, research shows that this is not always the most reflective of what is really driving overall satisfaction with the government. The relative weights analysis overcomes this problem using statistical methods. This approach finds five areas drive overall satisfaction with the City: recreational facilities, roads and infrastructure, support services for families, snow and ice removal, and arts, cultural facilities, and programs.

Forum also ran a relative weights analysis to find what drives satisfaction specifically for passives identified in our NPS analysis. This approach found support services for families, public transit, parks, playgrounds, and trails, the fire department, and arts, cultural facilities, and programs to be especially important drivers for passives.

# Importance

## Service Importance (%)



### Essential municipal services are the most important in respondents' minds

Fire department, roads, and snow and ice removal are rated by respondents as most important.

- When asked, respondents say the fire department is the most important service provided by the city (TOP2: 100%).
- This is followed by roads and infrastructure (TOP2: 99%), snow and ice removal (TOP2: 98%), and local policing (TOP2: 97%).
- While public transit (TOP2: 81%) and the arts (TOP2: 82%) rank the lowest of the surveyed service areas, they still receive high ratings, overall.

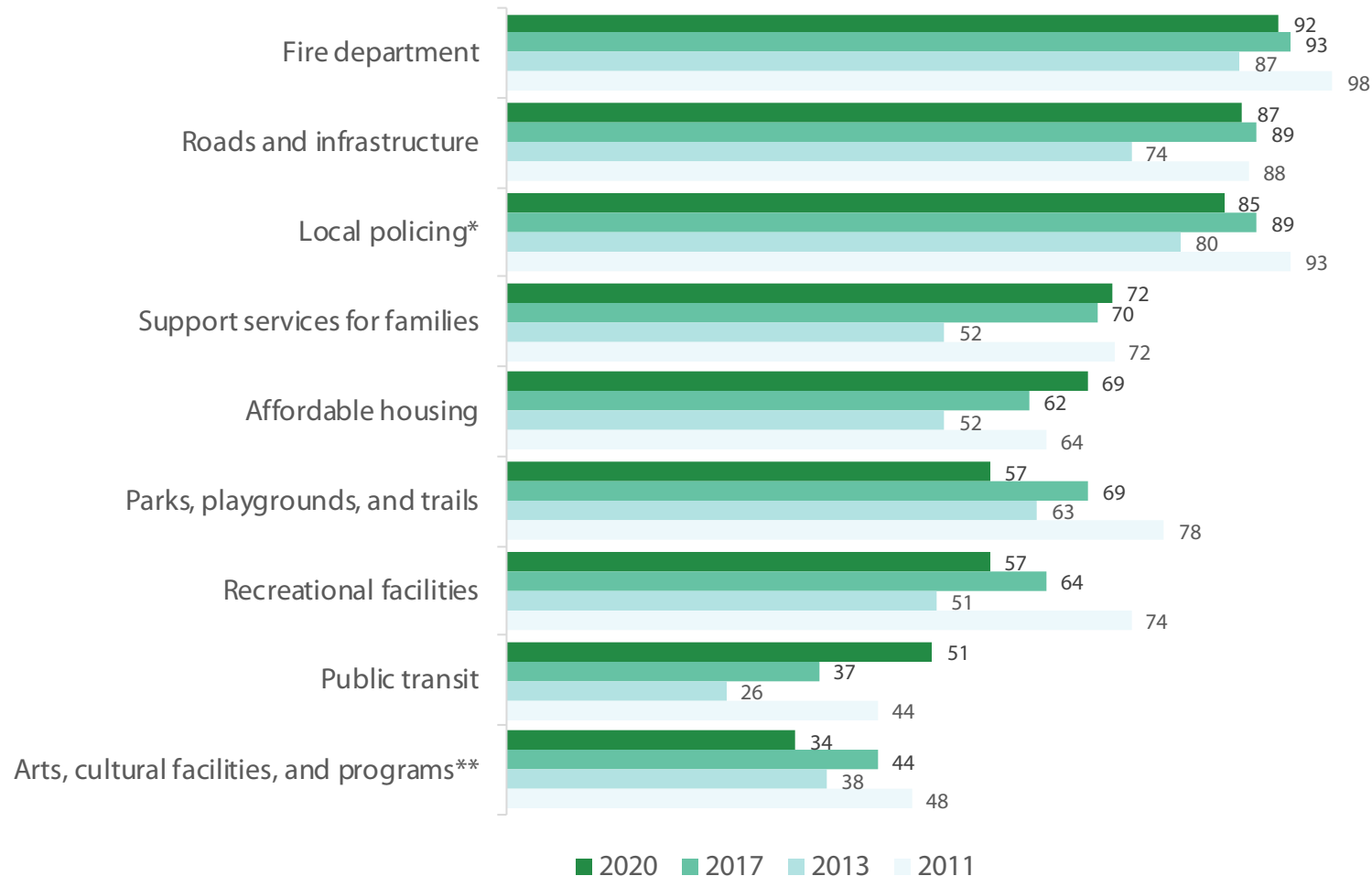
**Question:** Next, I'm going to read you a list of programs and services provided by the City of Grande Prairie. Please tell me how important each one is. You may say very important, somewhat important, not very important, or not at all important.

**Sample size:** Varies

**Framework:** All respondents, excluding "don't know"

# Importance

## Service Importance: Historical Trends (% Very Important)



### Service importance generally consistent over time

Respondents' stated importance for various services has remained relatively consistent over time.

- The general priority of services has remained fairly consistent over time.
- The fire department has ranked first for multiple years. Roads and policing also remained close to the top historically.
- Public transit and the arts generally are lower priorities for respondents.

\* Not directly comparable. Past surveys said "Police/Enforcement."

\*\* Not directly comparable. Past surveys said "Arts, Culture, The Gallery, and Library"

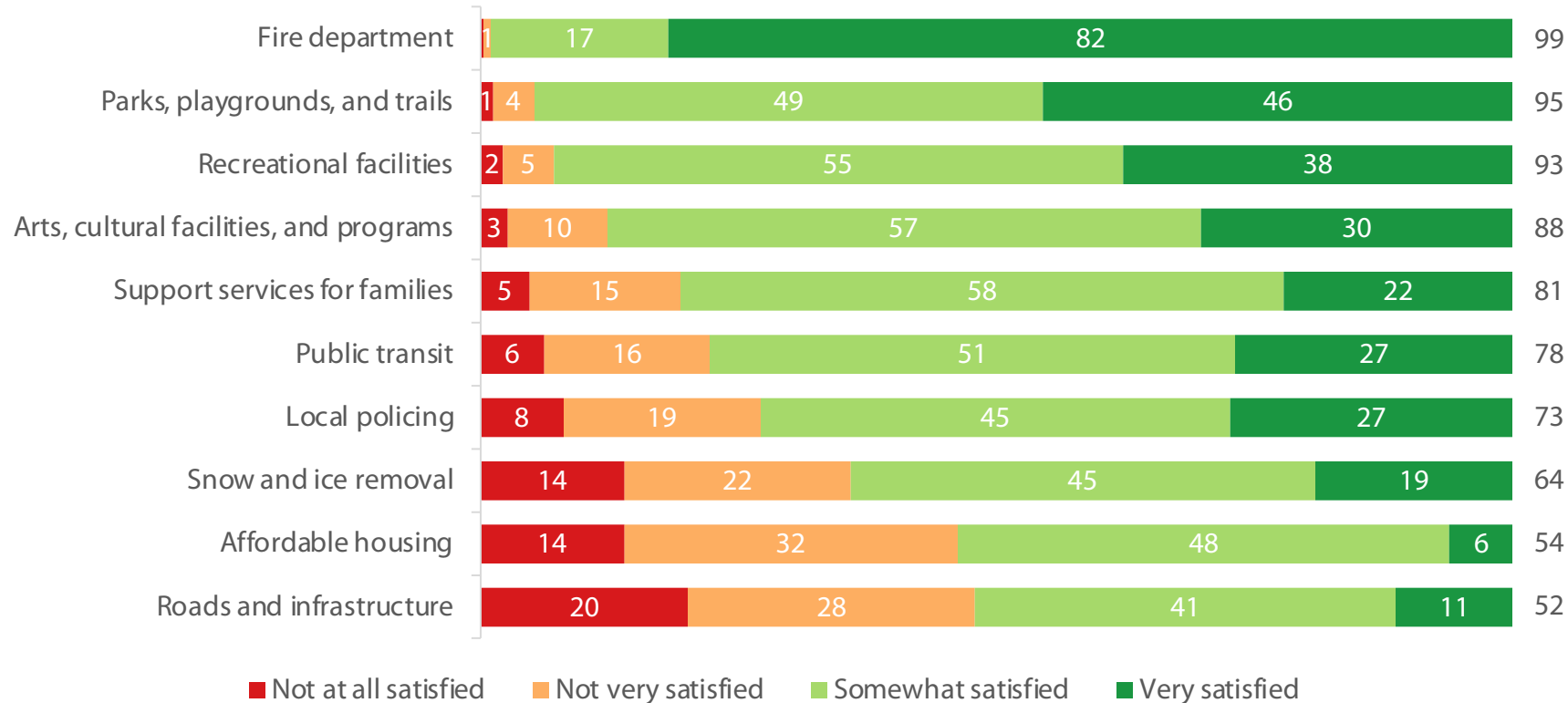
**Question:** Next, I'm going to read you a list of programs and services provided by the City of Grande Prairie. Please tell me how important each one is. You may say very important, somewhat important, not very important, or not at all important.

**Sample size:** Varies

**Framework:** All respondents, excluding "don't know"

# Satisfaction

## Service Satisfaction (%)



### Wide variance in service satisfaction

In contrast to importance, service satisfaction has much more variance among respondents.

- The fire department scores highly, with almost complete satisfaction (TOP2: 99%).
- The fire department is followed by parks, playgrounds, and trails; recreational facilities; and arts, cultural facilities, and programs.
- The lowest scoring service area is roads and infrastructure (TOP2: 52%).

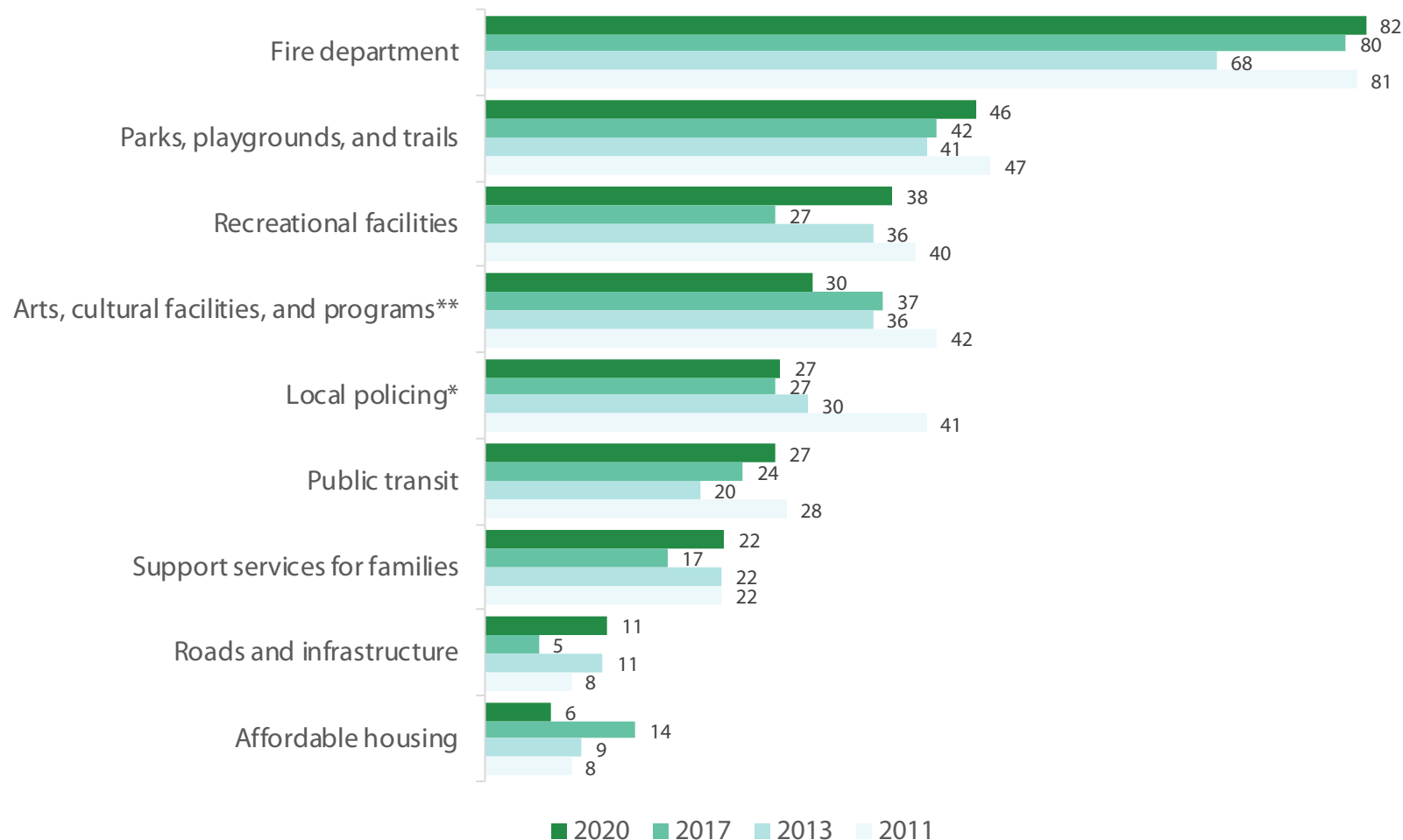
**Question:** Now I'd like to go back to the programs and services provided by the City of Grande Prairie. This time I'd like to know how satisfied you are with each service. So, how satisfied are you with...

**Sample size:** Varies

**Framework:** All respondents, excluding "don't know"

# Satisfaction

## Service Satisfaction: Historical Trends (% Very Satisfied)



### Service satisfaction generally consistent over time

Satisfaction in service areas has not changed greatly over time.

- Some areas have seen periodic dips, but these usually recover in successive waves (e.g., recreational facilities).
- After a high in 2011, local policing has dropped from 41% very satisfied to around 27%.<sup>\*</sup> This is possibly reflective of growing concerns about crime.

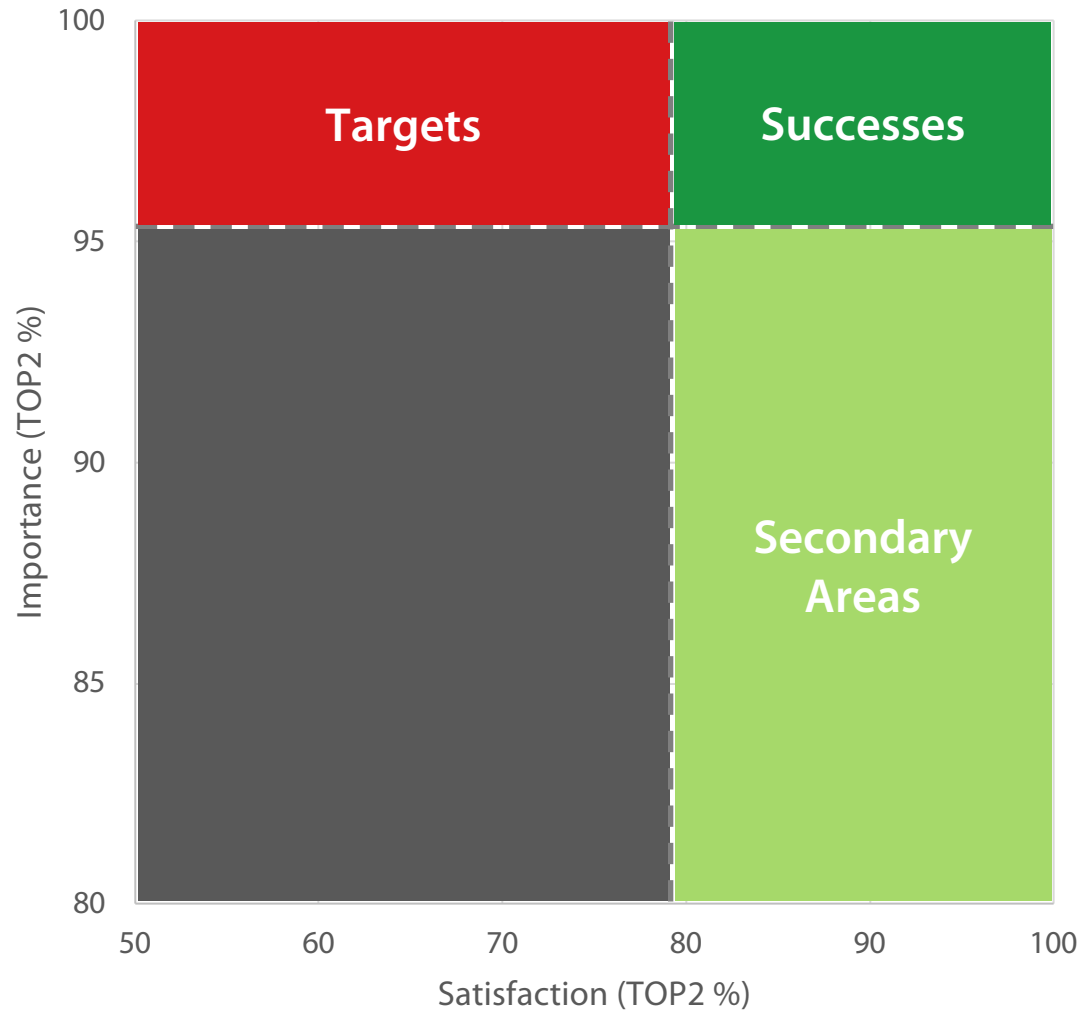
<sup>\*</sup> Not directly comparable. Past surveys said "Police/Enforcement," so caution should be drawn when considering this trend.  
<sup>\*\*</sup> Not directly comparable. Past surveys said "Arts, Culture, The Gallery, and Library"

**Question:** Now I'd like to go back to the programs and services provided by the City of Grande Prairie. This time I'd like to know how satisfied you are with each service. So, how satisfied are you with...

**Sample size:** Varies

**Framework:** All respondents, excluding "don't know"

# Importance vs. Satisfaction



## Importance vs. satisfaction: Methodology

This next section explores the importance of core services to residents versus their level of satisfaction with those services.

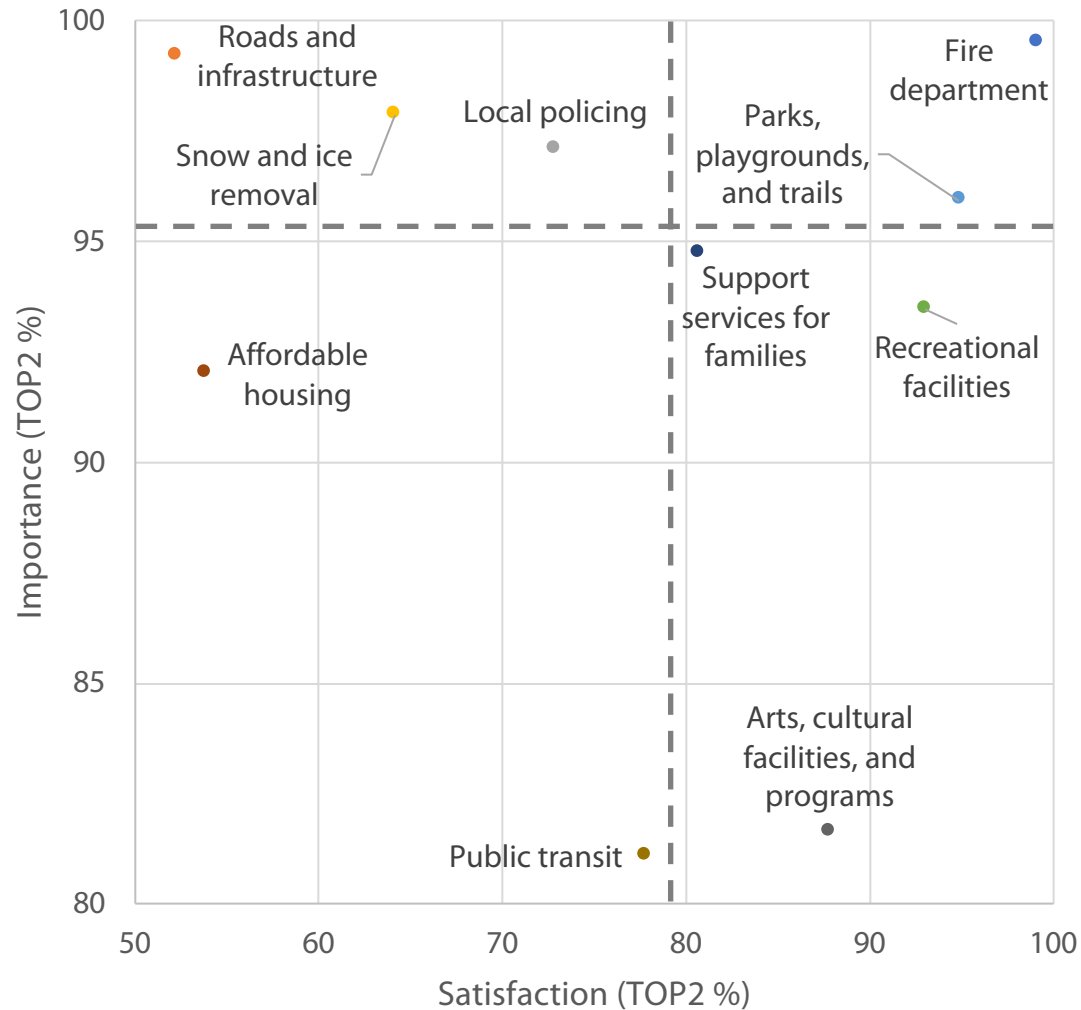
- Successes are important services that have a high level of satisfaction.
- Targets are important services that have lower levels of satisfaction.
- Secondary areas are services that enjoy a high level of satisfaction, but are relatively less important to residents.

Thresholds are established by finding the median TOP2 values for importance and satisfaction. These determine the grid quadrants (targets, successes and secondary areas).

- The median satisfaction is 79.2.
- The median importance is 95.3.



# Importance vs. Satisfaction



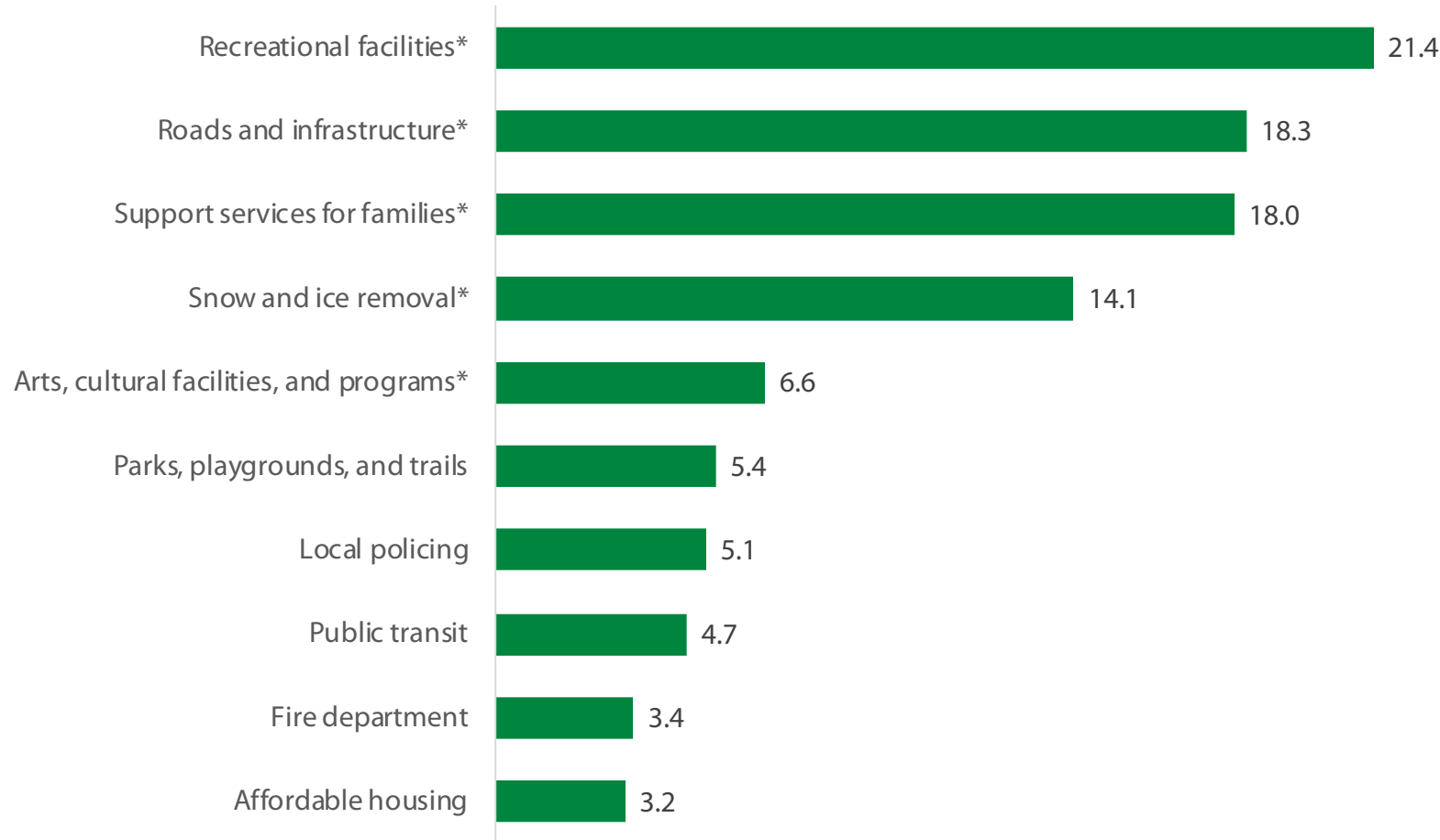
## Importance vs. satisfaction: Grid

Three target areas are identified as potential areas for growth.

- The fire department and parks, playgrounds, and trails, receive both high importance and high satisfaction ratings from respondents, and are considered successes.
- Three high-importance service areas receive low scores in the 2020 wave. These are roads and infrastructure, snow and ice removal, and local policing, and are considered targets.

# Drivers of Satisfaction

## Drivers of Overall Service Satisfaction (/100)



### Five key areas driving satisfaction

While respondents might *state* how important service areas are to them, Forum can use relative weights analysis to understand what is *really* driving their overall satisfaction. These areas are scored of 1–100 signifying their power in driving overall satisfaction.

- Five areas are driving overall satisfaction: **recreational facilities** (21.4), **roads and infrastructure** (18.3), **support services for families** (18.0), **snow and ice removal** (14.1), and **arts, cultural facilities, and programs** (6.6).
- These are the areas the City might choose to target to improve overall service satisfaction.

\* Statistically significant predictors of overall satisfaction.

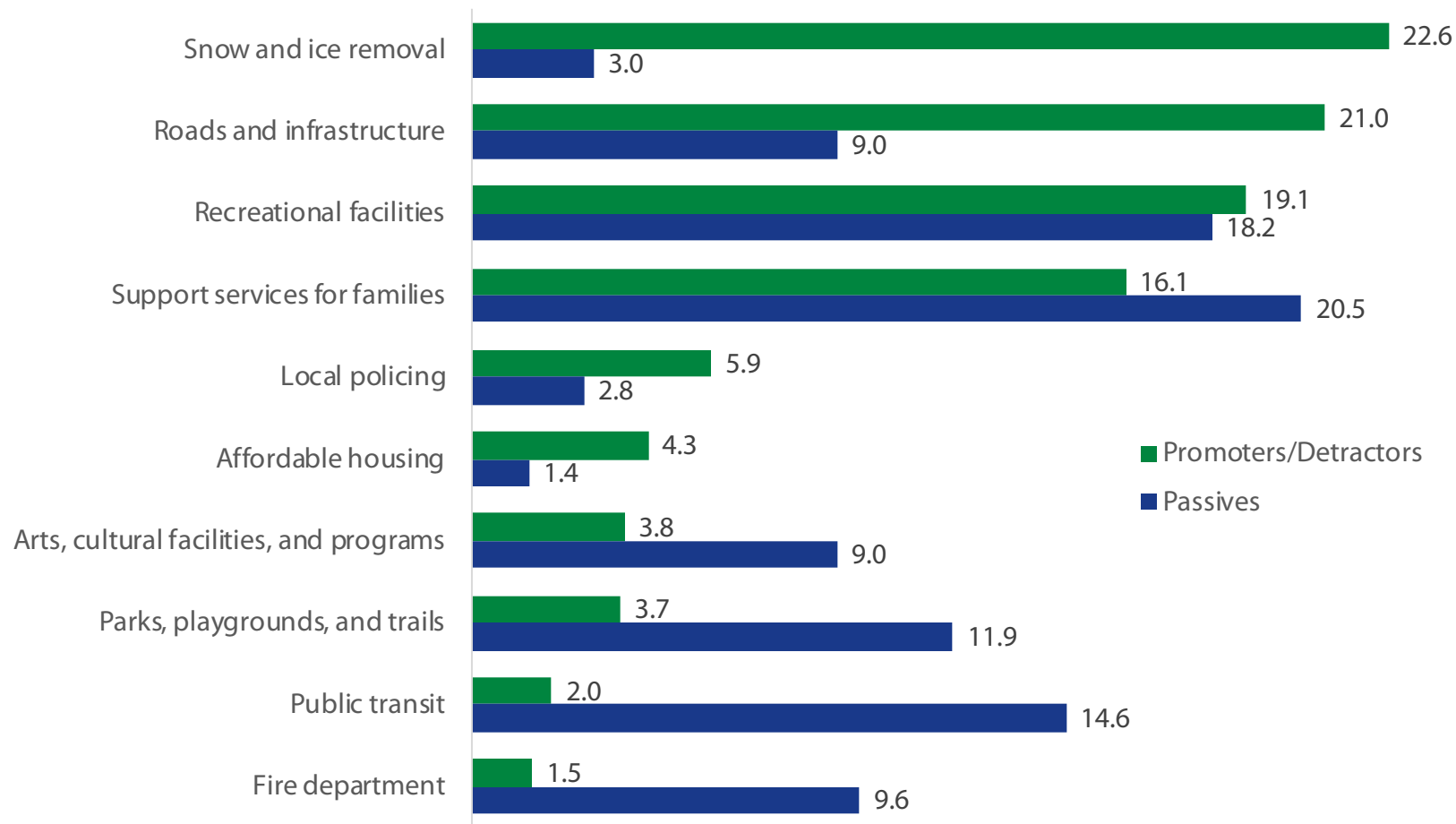
**Questions:** Now I'd like to go back to the programs and services provided by the City of Grande Prairie. This time I'd like to know how satisfied you are with each service. So, how satisfied are you with... and Please tell me how satisfied you are with the overall level and quality of services and programs provided by the City of Grande Prairie.

**Sample size:** 274

**Framework:** All respondents, excluding "don't know"

# Drivers of Satisfaction

## Drivers of Overall Service Satisfaction: Passives (/100)



### Some areas especially drive satisfaction for passives

By comparing the drivers of satisfaction for passives vs. other respondents, the City can target specifically the areas that matter to passives and convert them to promoters.

- **Support services for families** (20.5), **public transit** (14.6), **parks, playgrounds, and trails** (11.9), the **fire department** (9.6), and **arts, cultural facilities, and programs** (9.0) are especially important drivers for passives.
- Targeting these areas will potentially convert passives to promoters and improve the City's NPS.

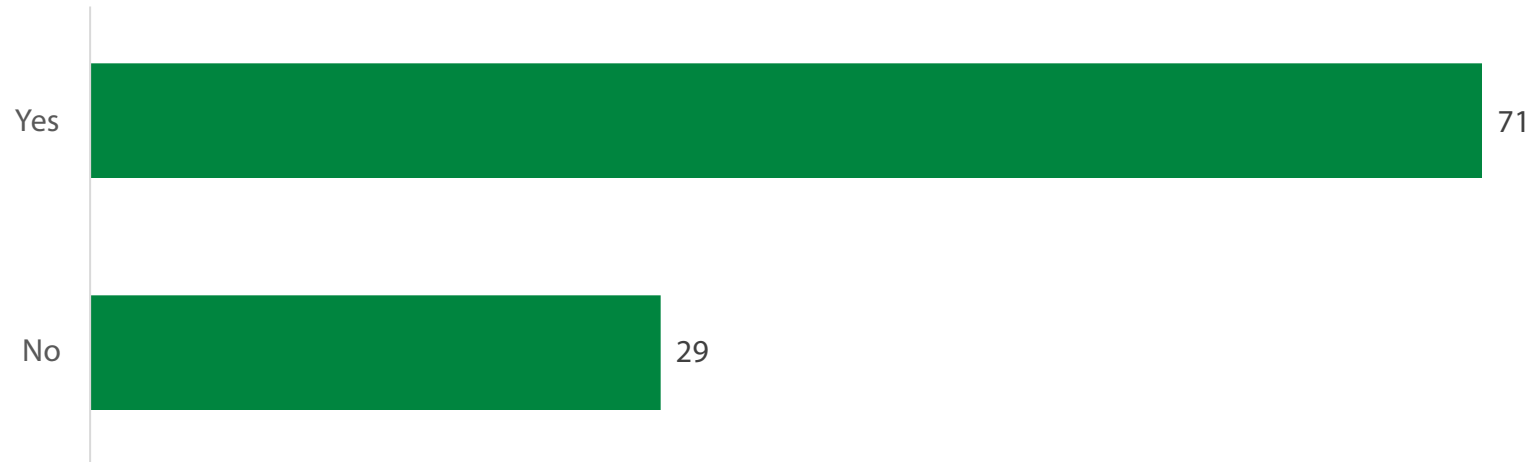
**Questions:** Now I'd like to go back to the programs and services provided by the City of Grande Prairie. This time I'd like to know how satisfied you are with each service. So, how satisfied are you with... and Please tell me how satisfied you are with the overall level and quality of services and programs provided by the City of Grande Prairie.

**Sample size:** 273

**Framework:** All respondents, excluding "don't know"

# Eastlink

## Visited Eastlink in the Past 12 Months (%)



### Most have visited Eastlink in the past 12 months

The vast majority of respondents report visiting the Eastlink recreational facility in the past year.

- 7 in 10 (71%) of respondents say they visited the facility.
- Younger respondents are the most likely to have visited Eastlink, with 9 in 10 (87%) respondents aged 18–24 saying they’ve visited the facility.

**Question:** Have you visited Eastlink recreational facility in the past 12 months?

**Sample size:** 400

**Framework:** All respondents, excluding “don’t know”

# Eastlink

## Quality of Eastlink (%)



■ Not good at all 
 ■ Not very good 
 ■ Good 
 ■ Very good

### Favourable reviews for quality of Eastlink facility

The vast majority of residents that have visited Eastlink have positive feelings about its quality.

- 19 in 20 (TOP2: 94%) described the Eastlink facility to be good quality.
- Men are more highly satisfied than women with the quality of the facility. 59% of men say that the facility is very good, compared to 42% of women.

**Question:** Overall, how would you describe the quality of Eastlink? Would you say it is...

**Sample size:** 281

**Framework:** Respondents who visited Eastlink the past 12 months, excluding "don't know"

A photograph of four business professionals walking along a paved path outdoors. From left to right: a man in a dark suit and blue tie looking at a smartphone, a man in a dark blazer and light trousers looking forward, a woman in a light blue dress and black boots smiling, and a woman in a dark blazer and brown trousers looking towards the woman in the dress. The background shows trees, a clear blue sky, and a building in the distance. The entire image is overlaid with a semi-transparent blue filter.

# Communication & Engagement



# Communication & Engagement

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The City receives high marks for customer service, with some of the areas covered in this section matching or exceeding historical highs. Overall satisfaction with their experience and satisfaction with City staff are areas that performed exceptionally well.

This wave has seen a slight dip in respondents who feel like the City practices open and accessible government and a corresponding rise in the number of respondents who wish to give input in the City's decision-making processes about projects and services.

Respondents generally want more information from the City about fiscal and budget issues.

Their top source of receiving information from the City is traditional media like news outlets, radio, and newspapers, however, digital media also rank quite highly, with Facebook and the City website being popular options. These sources are potential ways for the City to continue to improve communication and engagement with residents.

# Contacting the City

## Contacted the City or its Employees in the Past 12 Months (%)



### Slightly less than half of respondents contacted the City

Just under half of respondents say they contacted the City or its employees in the past 12 months.

- 44% of respondents say they contacted the City in the past 12 months.
- Older respondents are the most likely to contact the City, with around half of respondents 45 and up reaching out.
- The youngest respondents are the least likely to contact the City. Three in 10 (30%) of respondents 18–24 say they contacted the City.
- Online respondents (61%) are more likely to contact the City than telephone respondents.

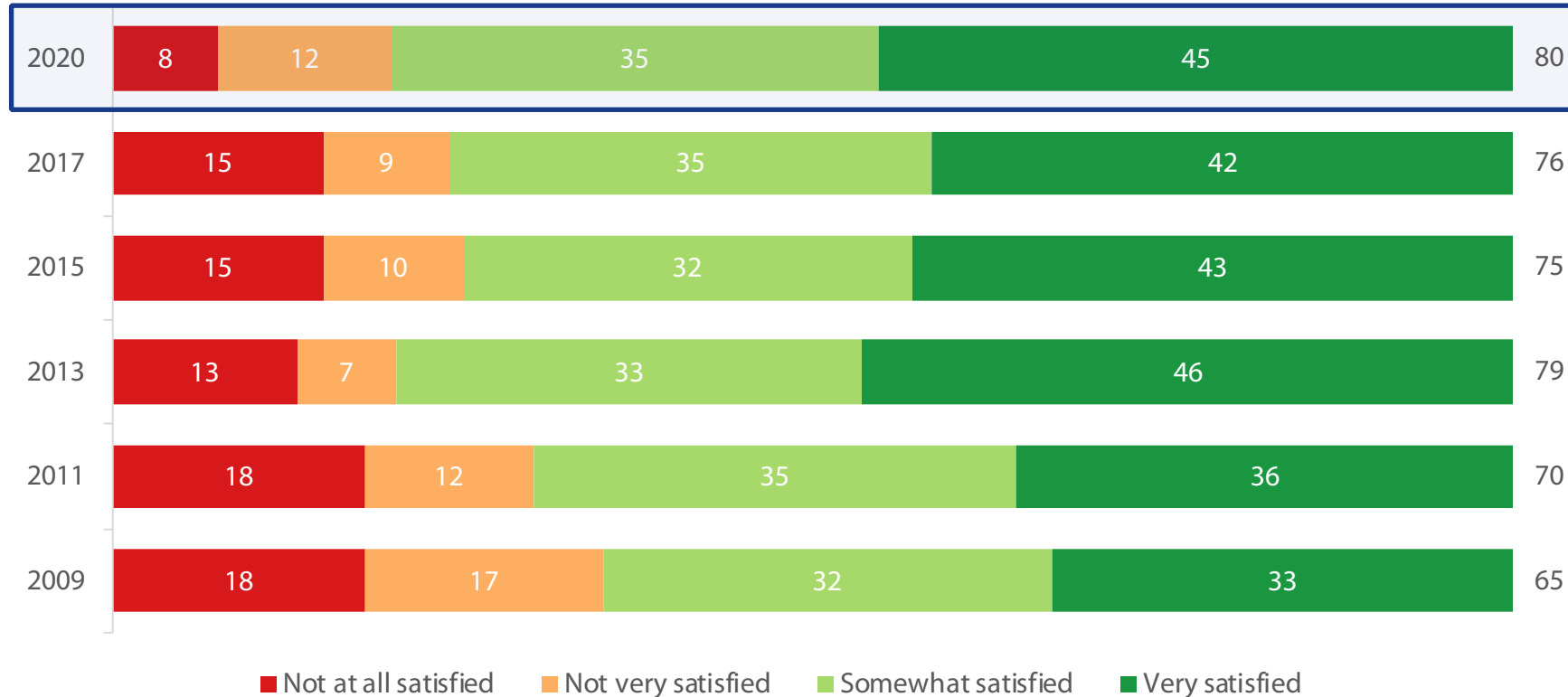
**Question:** Have you visited Eastlink recreational facility in the past 12 months?

**Sample size:** 400

**Framework:** All respondents, excluding “prefer not to say”

# Contacting the City

**Satisfaction with City Contact: Historical Trends (%)**



## Satisfaction with contacting the city very high compared to historical data

The vast majority of respondents who contacted the City say they are satisfied with their most recent experience.

- 4 in 5 (TOP2: 80%) respondents are satisfied with their experience, tied for amongst the highest levels.
- The City's historical track record in this area is generally very positive so these results are unsurprising.

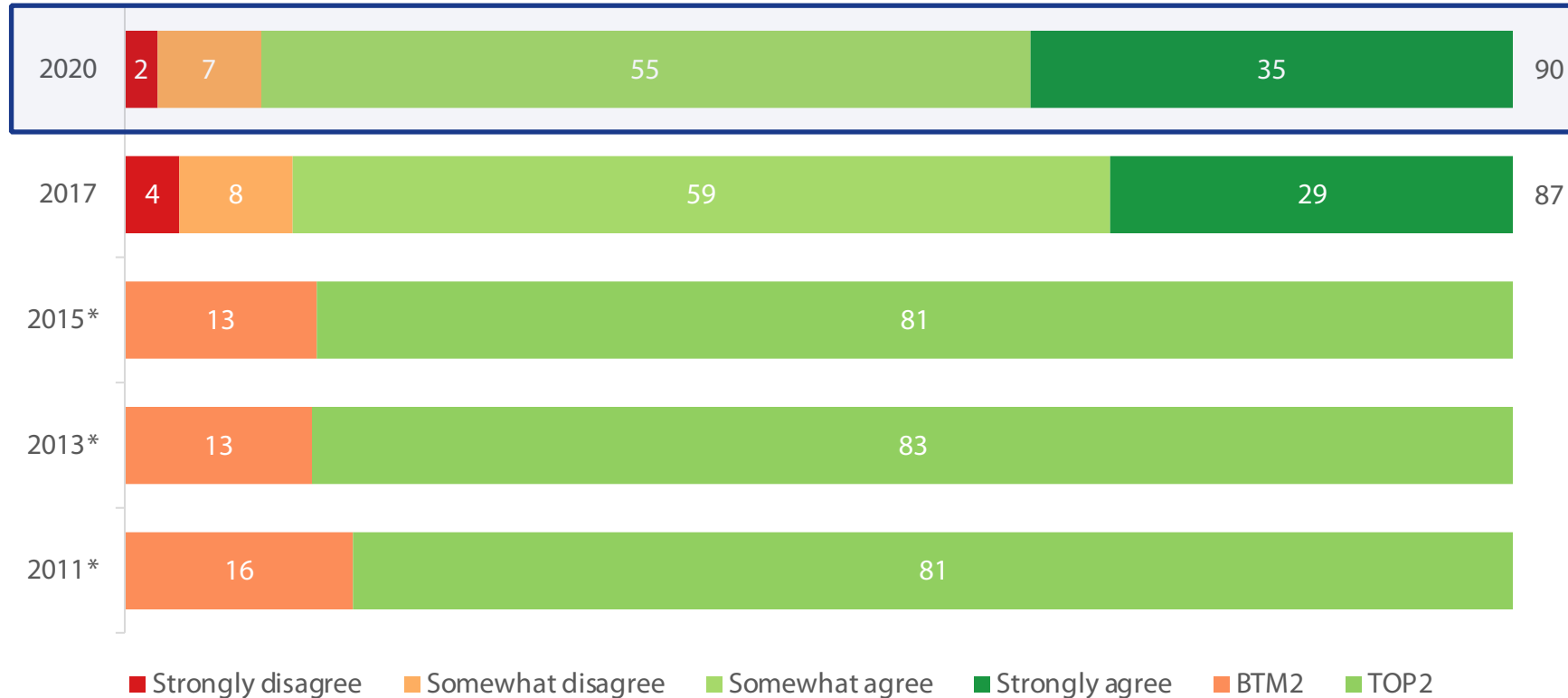
**Question:** How satisfied were you with your most recent contact with the City? Were you...

**Sample size:** 174

**Framework:** Respondents who contacted the City in the past 12 months, excluding "don't know"

# City Staff

## “Courteous, Helpful, Knowledgeable”: Historical Trends (%)



### High levels of satisfaction with city staff

Once again, the City receives high marks for customer service. City staff receive the most positive ratings on record.

- 9 in 10 (TOP2: 90%) residents agree that “City staff are courteous, helpful, and knowledgeable.”
- This is the highest TOP2 score since 2011, representing an excellent level of customer service.

*\* Only TOP2 and BTM2 data are available for 2011–2015, data includes “don’t know.”*

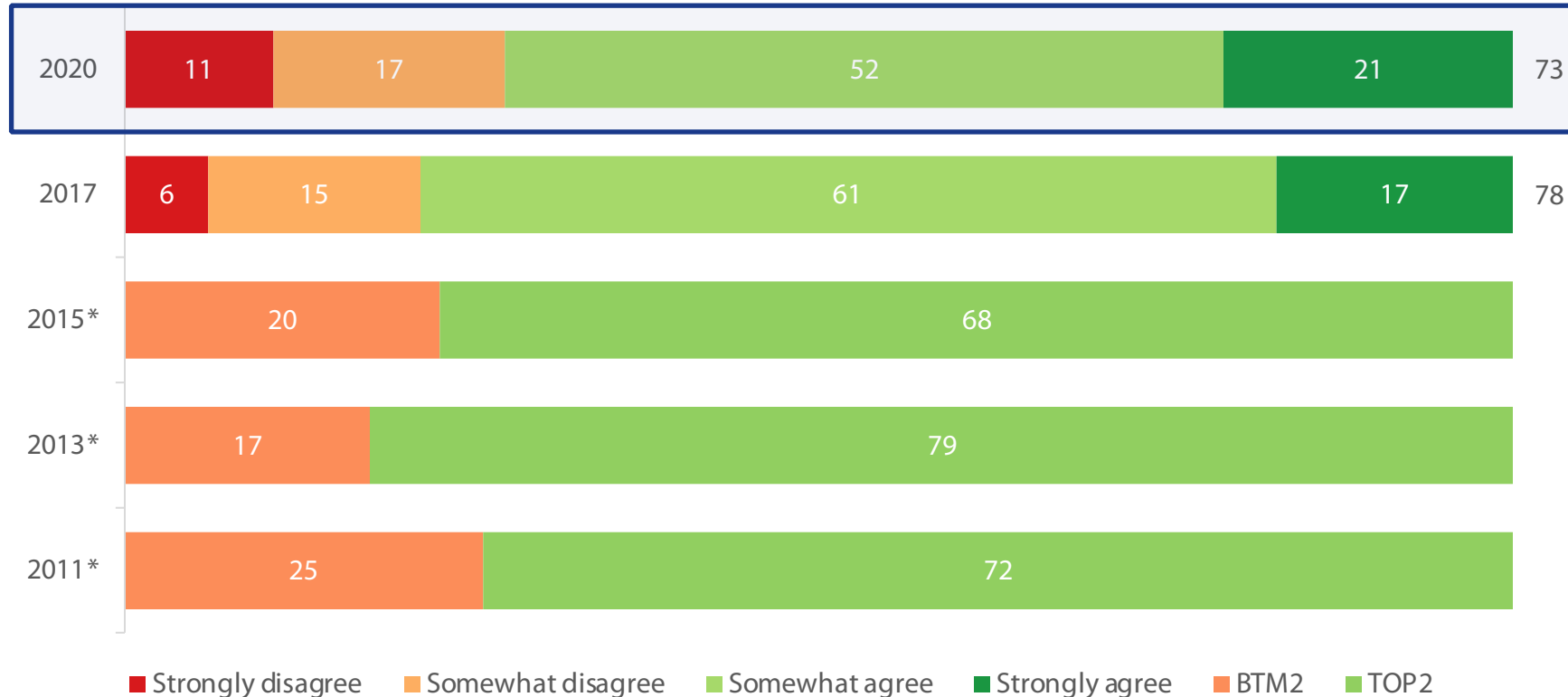
**Question:** Thinking about your personal dealings with the City of Grande Prairie, your general impressions, and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about the City: “City staff are courteous, helpful, and knowledgeable.”

**Sample size:** 374

**Framework:** All respondents, excluding “don’t know”

# Open and Accessible Government

## "Open and Accessible Government": Historical Trends (%)



### Similar numbers think City practices open and accessible government

Compared to past years, similar numbers of respondents agree with the statement "The City of Grande Prairie practices open and accessible government."

- 7 in 10 (TOP2: 73%) respondents agree that the City practices open and accessible government. 3 in 10 (BTM2: 28%) disagree.
- This is comparable to 2017 (TOP2: 78%).

*\* Only TOP2 and BTM2 data are available for 2011–2015, data includes "don't know."*

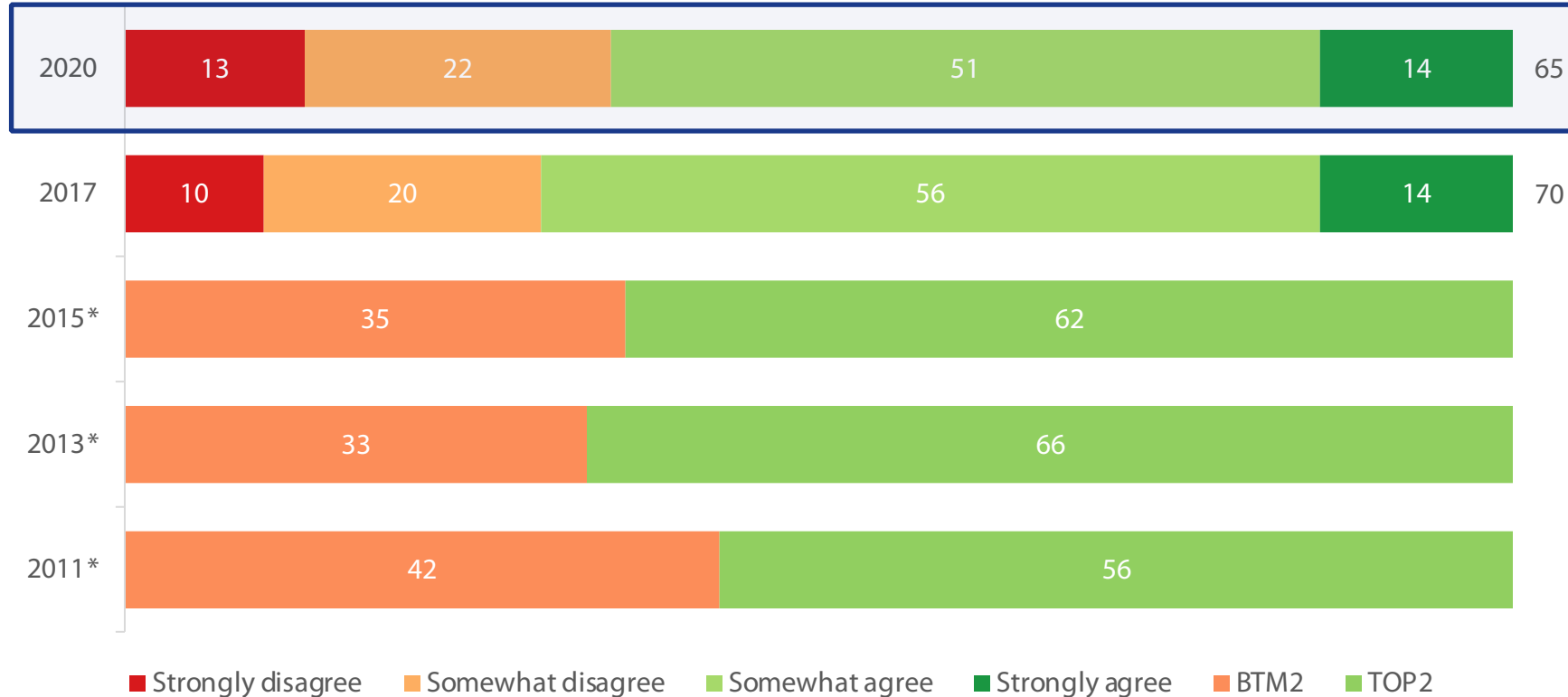
**Question:** Thinking about your personal dealings with the City of Grande Prairie, your general impressions, and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about the City: "The City of Grande Prairie practices open and accessible government."

**Sample size:** 370

**Framework:** All respondents, excluding "don't know"

# Quality of Service from the City

## "Consistently High" Quality of Service: Historical Trends (%)



### Growing numbers agree that the city offers "consistently high" quality of service

Looking into the historical record, the past few waves mark an improvement in quality of service for the City.

- Two-thirds of (TOP2 65%) respondents agree that "the quality of service from the City is consistently high."
- This result is comparable to 2017 (TOP2: 70%).
- These recent waves both mark an improvement since 2015 (TOP2: 56%).

*\* Only TOP2 and BTM2 data are available for 2011–2015, data includes "don't know."*

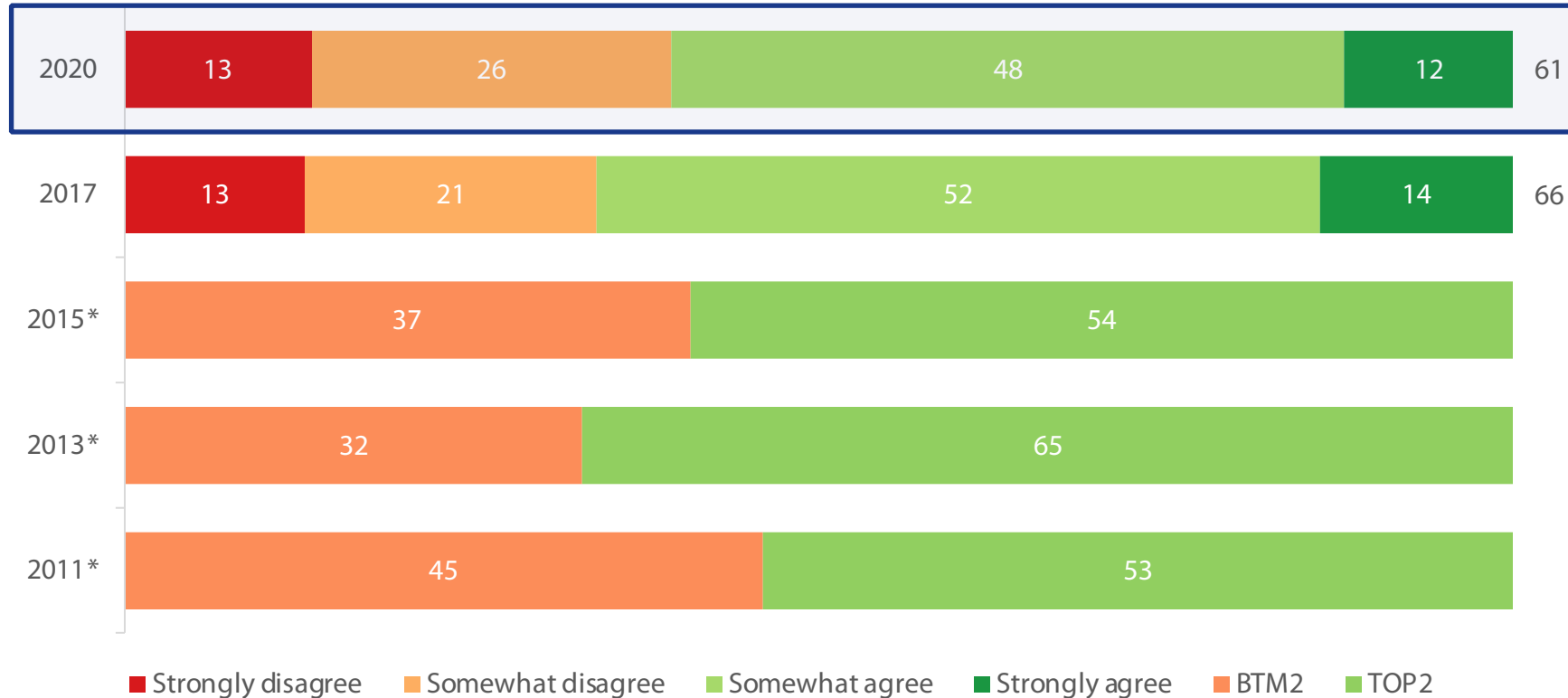
**Question:** Thinking about your personal dealings with the City of Grande Prairie, your general impressions, and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about the City: "The quality of service from the City is consistently high."

**Sample size:** 390

**Framework:** All respondents, excluding "don't know"

# Response Time to Requests and Concerns

## The City Responds Quickly: Historical Trends (%)



### City response time comparable with past years

While the percentage of respondents who agree that the City responds quickly has remained somewhat consistent, a substantial portion of respondents are dissatisfied.

- 6 in 10 TOP2: (61%) respondents agree with the statement “the City responds quickly to requests and concerns.”
- 4 in 10 (BTM2: 39%) disagree, which is broadly consistent with historical levels.

*\* Only TOP2 and BTM2 data are available for 2011–2015, data includes “don’t know.”*

**Question:** 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: “The City responds quickly to requests and concerns.”

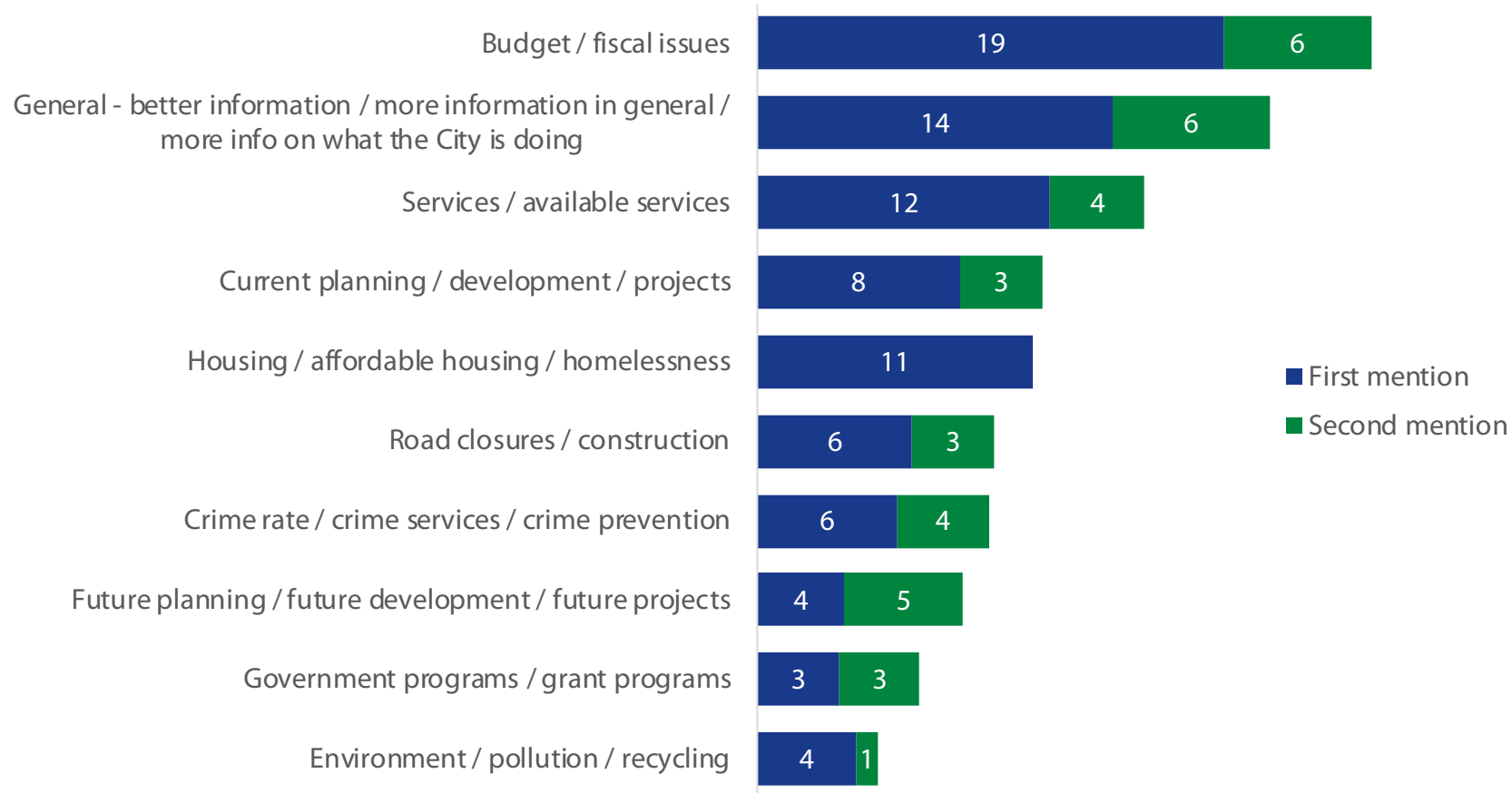
**Sample size:** 369

**Framework:** All respondents, excluding “don’t know”



# Additional Information Desired

## Areas Where Additional Information Is Desired: Top 10 (%)



### Budget and fiscal issues top the list of areas where respondents want more information

Respondents who say they wish they received more information from the City specifically highlighted the budget and fiscal issues (among others) as areas they would like more information on.

- One quarter (25%) mention the budget or other fiscal issues as one of their top two areas where they would like more information from the City.
- One-fifth (21%) respondents just want more general information from the City.
- Services ranks third, and specific service areas like planning, housing, and roads follow.

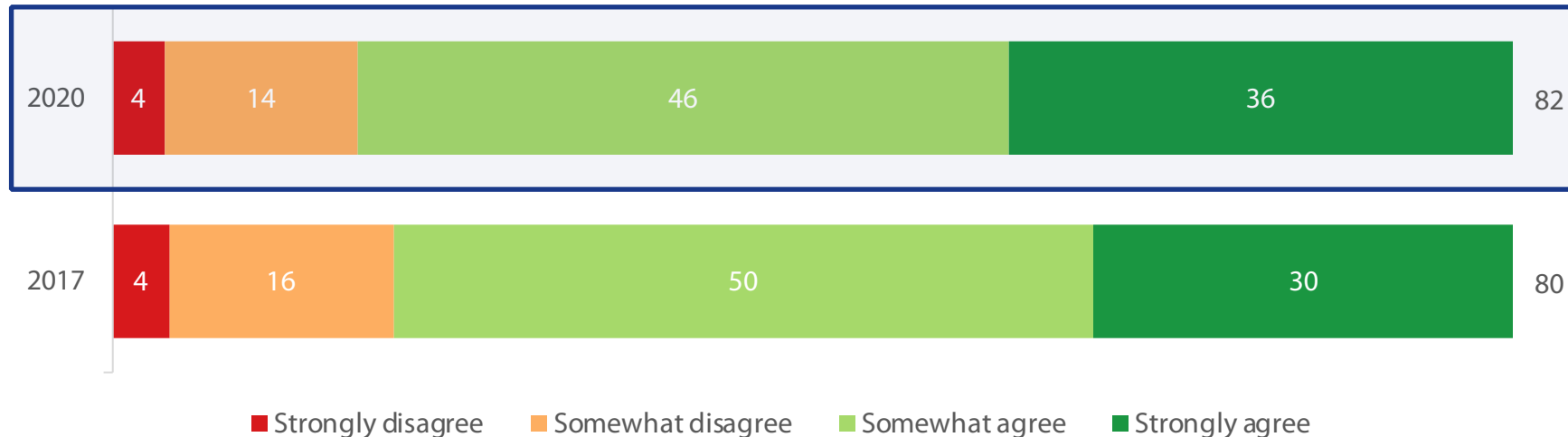
**Question:** What additional information would you like to receive from the City of Grande Prairie?

**Sample size:** 113

**Framework:** All respondents who said there are topics they wanted more information on from the City, excluding "don't know"

# Providing Input on Projects and Services

## Would Like to Provide Input on Projects and Services: Historical Trends (%)



### Most want their voices heard during decision-making

The vast majority of respondents want to provide input in City decision-making.

- 4 in 5 (TOP2: 82%) agree with the statement "I would like to provide input to the City of Grande Prairie for the purpose of influencing decision making about City projects and services."
- This is comparable to 2017 (TOP2: 80%).

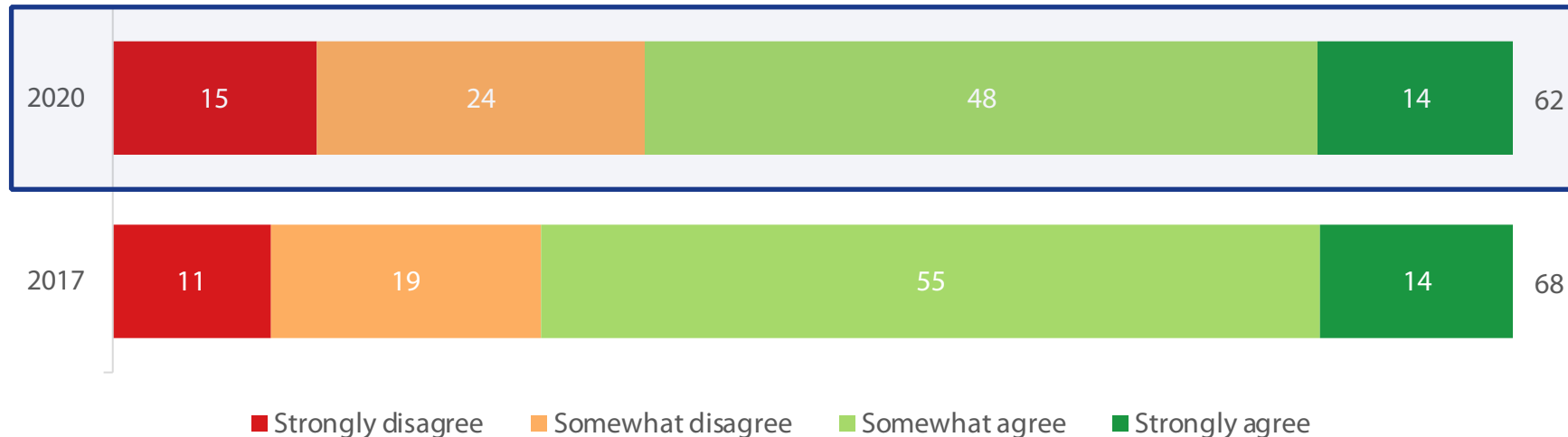
**Question:** Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements... "I would like to provide input to the City of Grande Prairie for the purpose of influencing decision making about City projects and services."

**Sample size:** 394

**Framework:** All respondents, excluding "don't know"

# City Usage of Citizen Input

## The City Uses Input From Citizens in Decision-Making: Historical Trends (%)



### Slight increase in those who think the City does not use citizen input

Compared to 2017, slightly more respondents feel that the City does not use citizen input in its decision-making.

- 6 in 10 (TOP2: 62%) respondents agree with the statement "The City uses input from citizens in decision-making about projects and services."
- This is slightly down from the 7 in 10 (TOP2: 68%) observed in 2017.
- Newer residents tended to be more positive. Respondents who have lived in the city for less than five years (TOP2: 77%) and five to 10 years (TOP2: 71%) are the most positive.
- Altogether, this indicates a desire from respondents to have more citizen engagement in decision-making about projects and services.

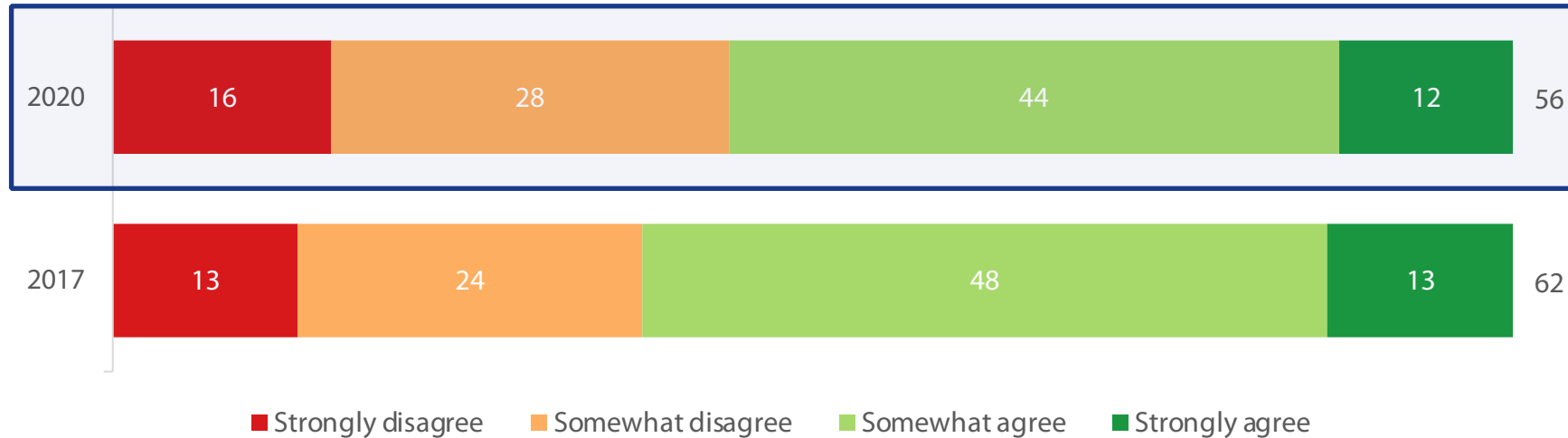
**Question:** Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements... "The City uses input from citizens in decision-making about projects and services."

**Sample size:** 373

**Framework:** All respondents, excluding "don't know"

# Opportunities to Provide Input

## Residents Have Enough Opportunities to Provide Input Into Decision-Making: Historical Trends (%)



### Desire for more opportunities for input is growing

Slightly fewer respondents agree that there are enough opportunities for citizens to provide input into City decision-making compared to 2017.

- More than half (TOP2: 56%) of respondents agree with the statement "residents have enough opportunities to provide input into decision-making about City projects and services."
- This marks a slight decrease from 2017 (TOP2: 62%).

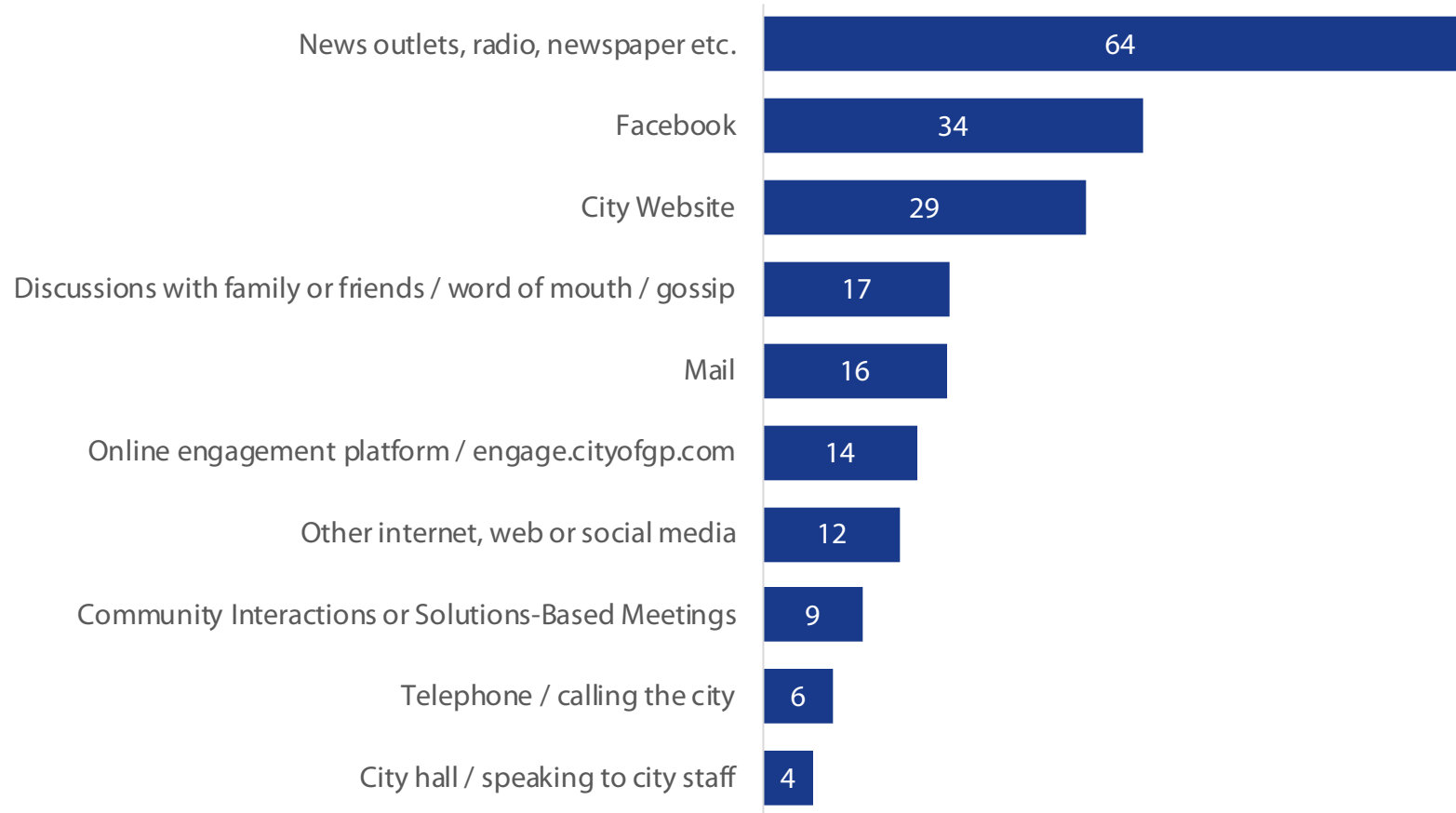
**Question:** Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements... "Residents have enough opportunities to provide input into decision-making about City projects and services."

**Sample size:** 381

**Framework:** All respondents, excluding "don't know"

# Sources of Receiving City Info

## Sources of Receiving Info from the City: Top 10 (%)



### Mainstream media is the main source of info from the City

When asked for their top three sources, two-thirds of (64%) respondents say news outlets, radio, newspapers, and other traditional media are one of their top three sources of City information.

- The next most popular options are digital, with Facebook (34%) and the City website (29%) rounding out the top three.

**Question:** Thinking about yourself, what are your top 3 sources of receiving information from the City of Grande Prairie?

**Sample size:** 401

**Framework:** All respondents



# Taxation

# Taxation

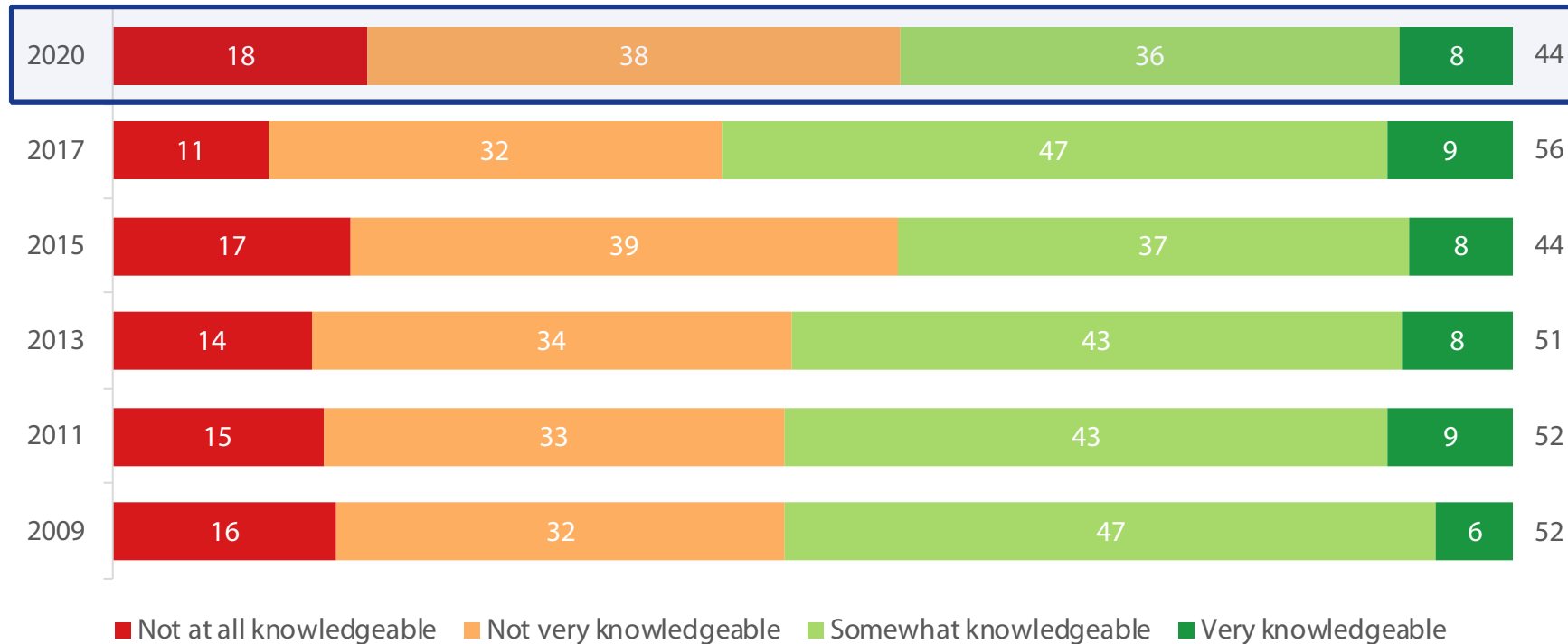
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Slightly more respondents feel that they get good value for their taxes as opposed to poor value. This is a trend that holds consistently in historical data from the City.



# Knowledge About Tax Dollar Spending

## Knowledge About Municipal Tax Dollar Spending: Historical Trends (%)



### Wide range of knowledge levels about tax dollar spending

Residents are very evenly split for self-perceptions of knowledge about tax dollar spending.

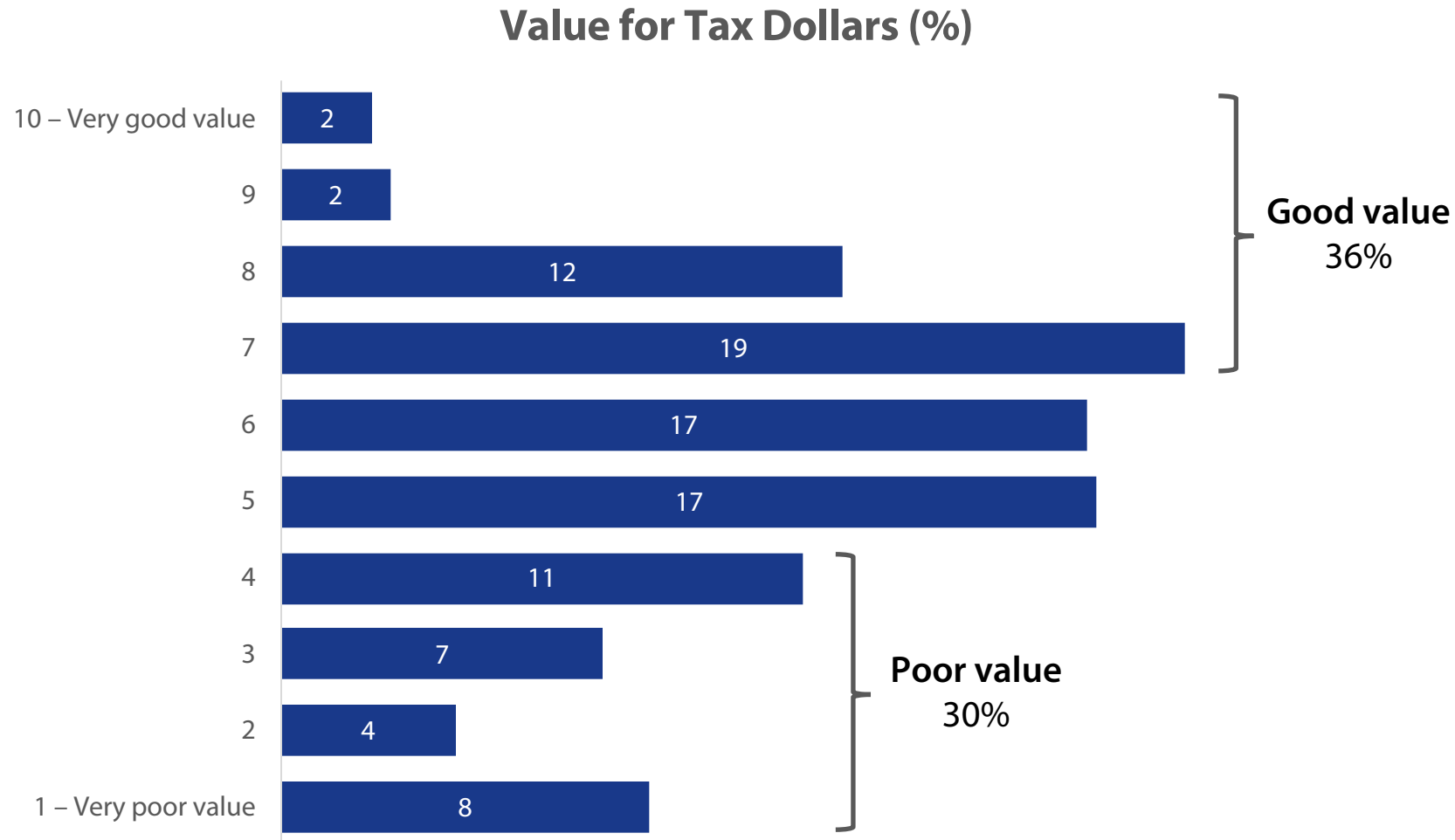
- Less than half (TOP2: 44%) of respondents say they are knowledgeable.
- Just over half (BTM2: 56%) feel they are not as knowledgeable about where their tax dollars go.
- Online respondents (TOP2: 59%) generally think they are more knowledgeable compared to telephone respondents.

**Question:** 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?

**Sample size:** 394

**Framework:** All respondents, excluding "don't know"

# Value for Tax Dollars



## Slightly more residents feel they get good value for taxes

More residents think they receive good value for tax dollars than think they receive poor value.

- Just over one-third (36%) of residents feel they get good value.
- Just under one-third (30%) say they get poor value for their tax dollars.

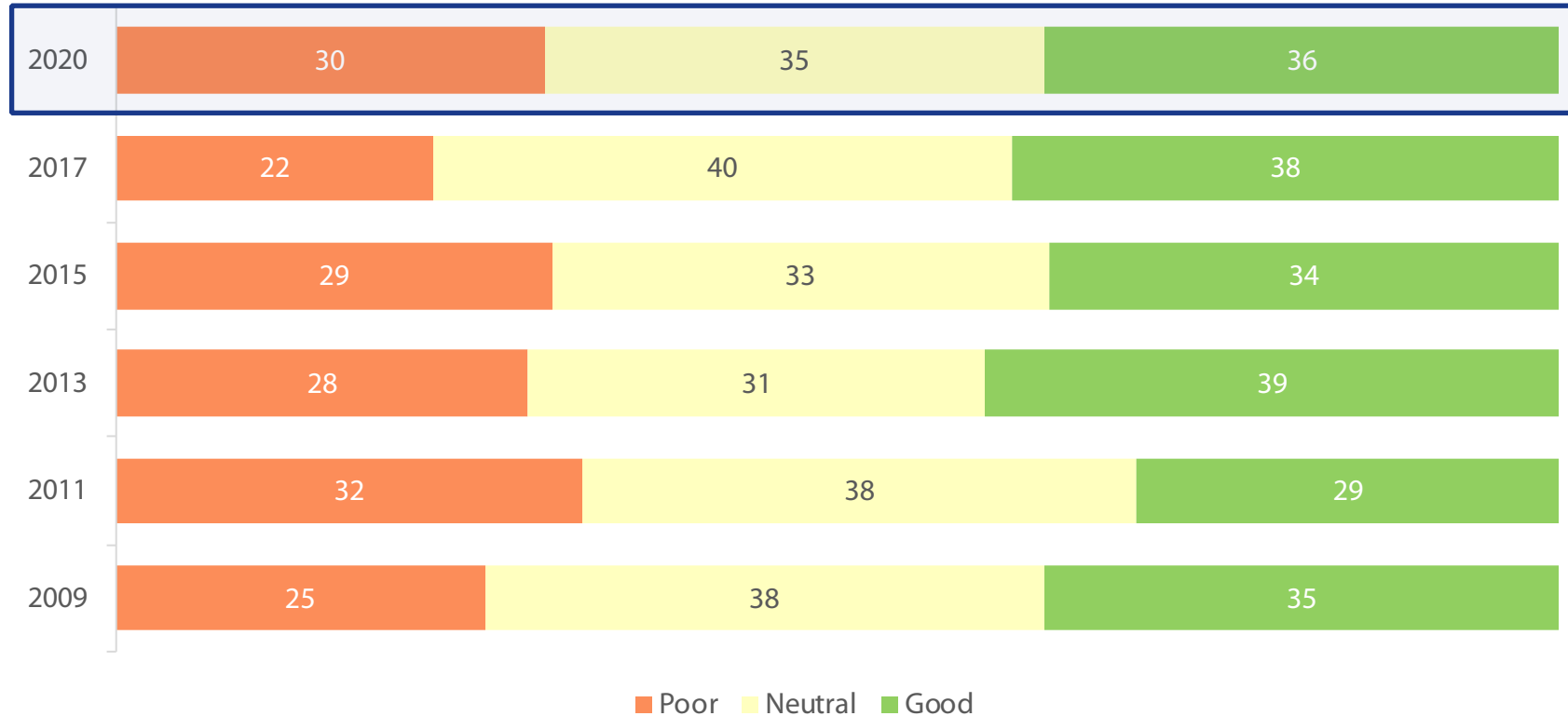
**Question:** Your property tax dollars are divided between the City and the Province. In Grande Prairie, approximately three-quarters of your property tax bill goes to the City to fund municipal services. Considering the services provided by the City, please rate the value you receive from your municipal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

**Sample size:** 380

**Framework:** All respondents, excluding "prefer not to say"

# Value for Tax Dollars

**Value for Tax Dollars: Historical Trends (%)**



## Feelings about value for tax dollars comparable to past waves

Like in past surveys, slightly more think they receive good value than poor value, though respondents are generally always split.

- 2020's figure of 36% feeling like they get good value is comparable with past years.

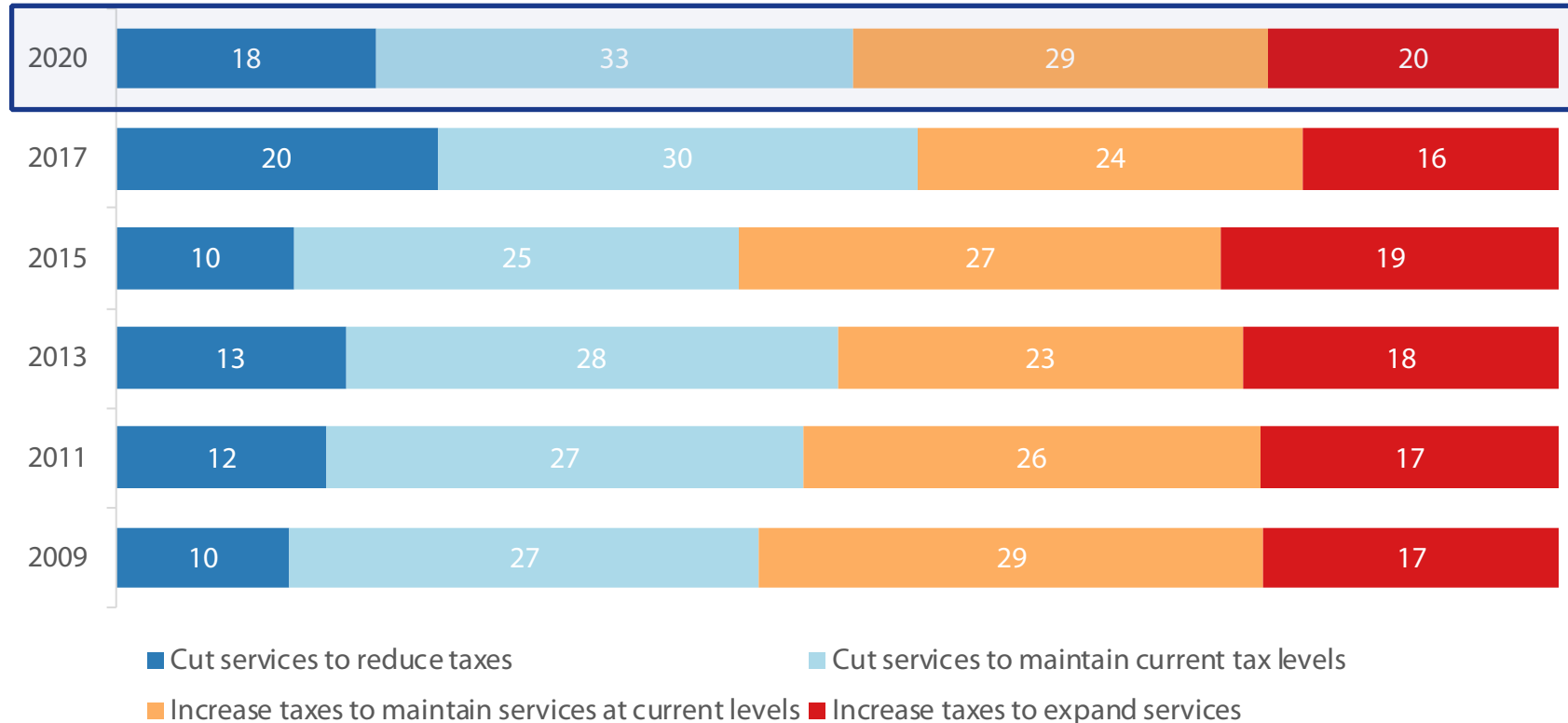
**Question:** Your property tax dollars are divided between the City and the Province. In Grande Prairie, approximately three-quarters of your property tax bill goes to the City to fund municipal services. Considering the services provided by the City, please rate the value you receive from your municipal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

**Sample size:** 380

**Framework:** All respondents, excluding "prefer not to say"

# Balancing Taxes and Services

**Balancing Taxes and Services: Historical Trends (%)**



## Most respondents either want to maintain tax levels or maintain service levels

- One-third (33%) of respondents say they want the City to cut services to maintain current taxation levels.
- 3 in 10 (29%) support increasing taxes, but only to maintain current service levels.
- One-fifth each support increasing taxes to expand services (20%) and cutting services to reduce taxes (18%).
- All of these figures are fairly consistent, and seem to represent a desire for a measured approach from the City when it comes to balancing taxation and services.

**Question:** 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 like the city to pursue?

**Sample size:** 344

**Framework:** All respondents, excluding "don't know"

A woman in a business suit and sunglasses is walking past a coffee shop. She is holding a smartphone in her right hand and a shopping bag in her left. The coffee shop has large glass windows and a sign that says "Grand Prairie Coffee Co." with a coffee cup icon. There are also signs in the window that say "OPEN", "PEACH OUT", and "RAW". The entire image has a blue overlay.

# The Economy

# The Economy

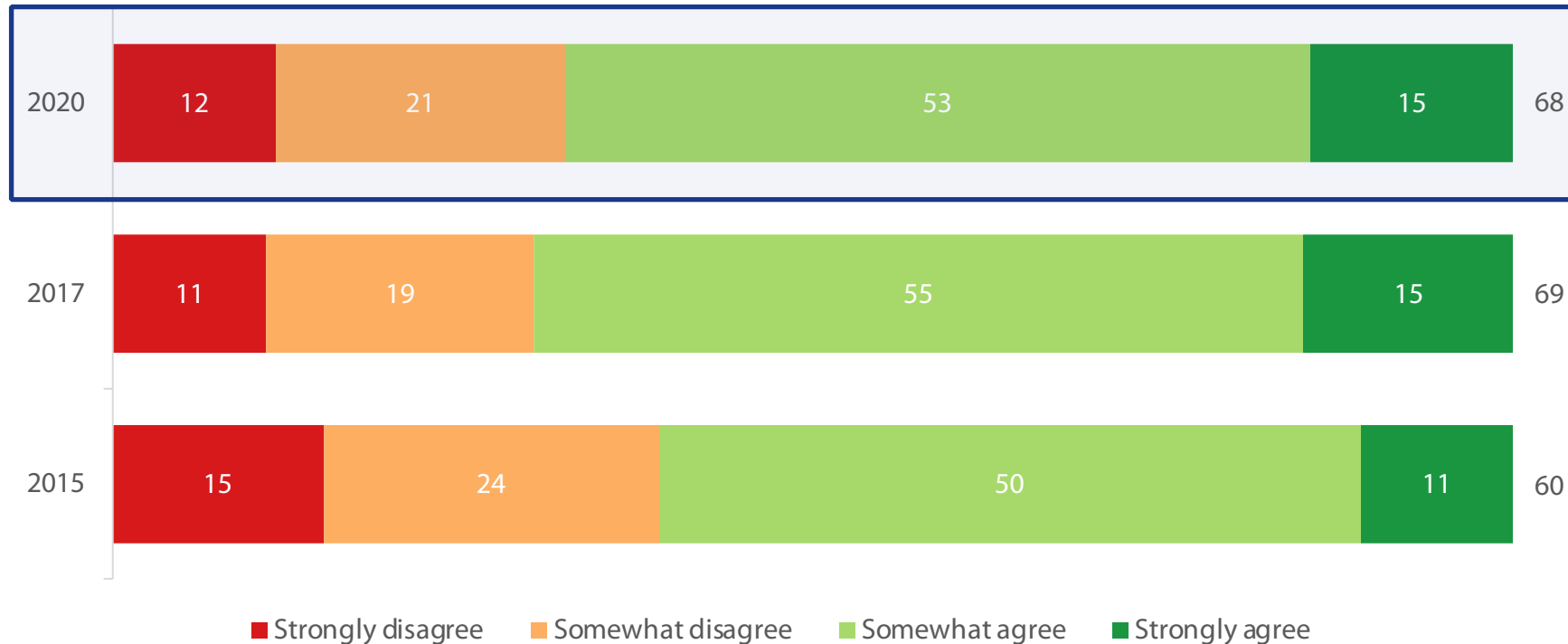
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Respondents' perception of the City's economy is positive (TOP2: 69%), especially in light of the economic slowdown. Perceptions of the City's economy are still much better than perceptions of the broader Albertan economy.

Respondents generally feel that the City is resilient. Their perceptions of the City's management ability is positive, and two-thirds (TOP2: 67%) of respondents feel that the economy will improve in the next six months.

# Managing Development and Growth

## The City Does a Good Job Managing Development and Growth: Historical Trends (%)



### Confidence in the City's economic management is steady

Most people still have confidence in the City's ability to develop and grow.

- 7 in 10 (TOP2: 68%) respondents agree with the statement "The City of Grande Prairie does a good job of managing the level of development and growth in the City."
- This is consistent with 2017 (TOP2: 69%) and an increase from 2015 (TOP2: 60%).

**Question:** Now I'm going to read you a few statements about growth and development in the City of Grande Prairie. Please tell me whether you agree or disagree with each: "The City of Grande Prairie does a good job of managing the level of development and growth in the City."

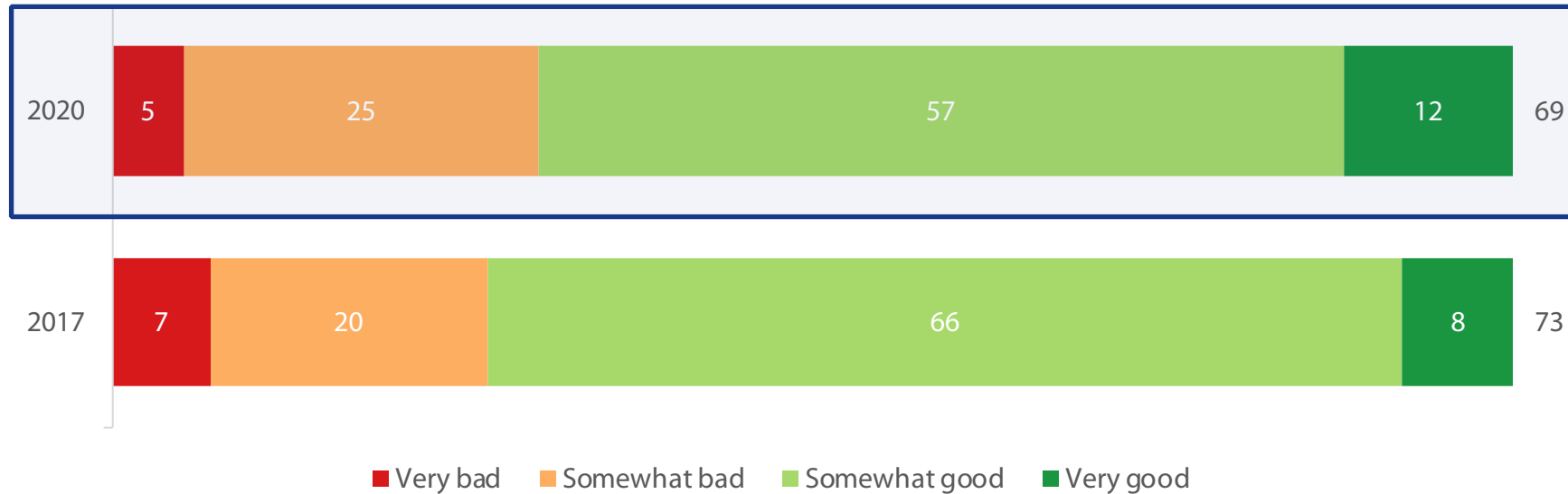
**Sample size:** 393

**Framework:** All respondents, excluding "don't know" (2015 data include "don't know," which accounts for 1% of responses)



# Economic Perceptions: The City

## Economic Situation in the City: Historical Trends (%)



### Economic perceptions in the City consistent with last wave

Perceptions of the economic situation in the City have changed greatly since 2017.

- 7 in 10 (TOP2: 69%) respondents feel positively about the economic situation in the City.
- This is not far off from 2017 (TOP2: 73%).

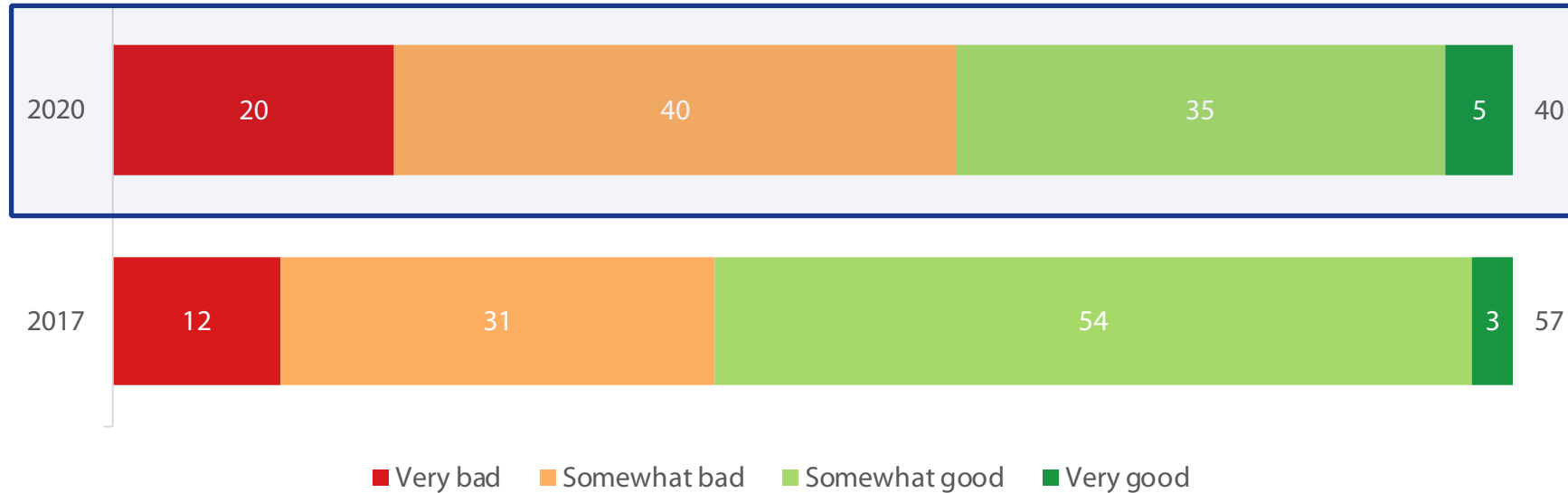
**Question:** How would you describe the economic situation in the City of Grande Prairie?

**Sample size:** 396

**Framework:** All respondents, excluding "don't know"

# Economic Perceptions: Alberta

**Economic Situation in Alberta: Historical Trends (%)**



## Perceptions of Alberta's economy worse than the City's

Respondents feel more negatively about Alberta's economy than about the City's.

- Only 4 in 10 (TOP2: 40%) respondents feel positively about Alberta's economy.
- This is a marked decrease from 2017 (TOP2: 57%).
- Respondents feel less positive about Alberta's economy than about the City's, which was the case in 2017 as well.

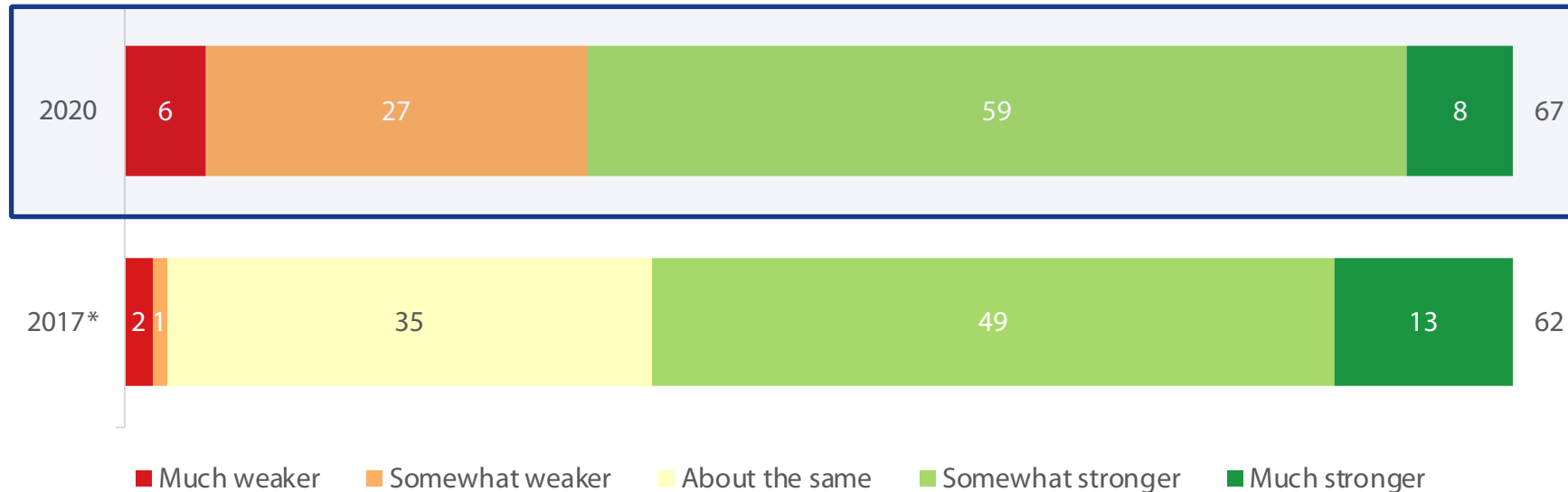
**Question:** How would you describe the economic situation in the City of Grande Prairie?

**Sample size:** 396

**Framework:** All respondents, excluding "don't know"

# Economic Outlook: The City

**Economic Outlook in the City: Historical Trends (%)**



## Outlook is positive for the City's economy

Most respondents feel that the City's economy will be stronger in the future.

- Two-thirds (TOP2: 67%) of respondents think the City's economy will be stronger than it is now in six months. This represents a generally positive outlook from.

*\* Data not directly comparable because it included "about the same" as an option.*

**Question:** Looking ahead six months from now, do you expect the economy in the City of Grande Prairie to be much stronger, somewhat stronger, somewhat weaker, or much weaker than it is now?

**Sample size:** 385

**Framework:** All respondents, excluding "don't know"

A photograph of a family (a man, a woman, and a child) walking away from the camera across a wooden bridge in a park. The man is pointing towards the left. The background is filled with dense green trees. On the far left, a vertical sign reads 'MUSEUM'. The entire image is overlaid with a semi-transparent blue filter.

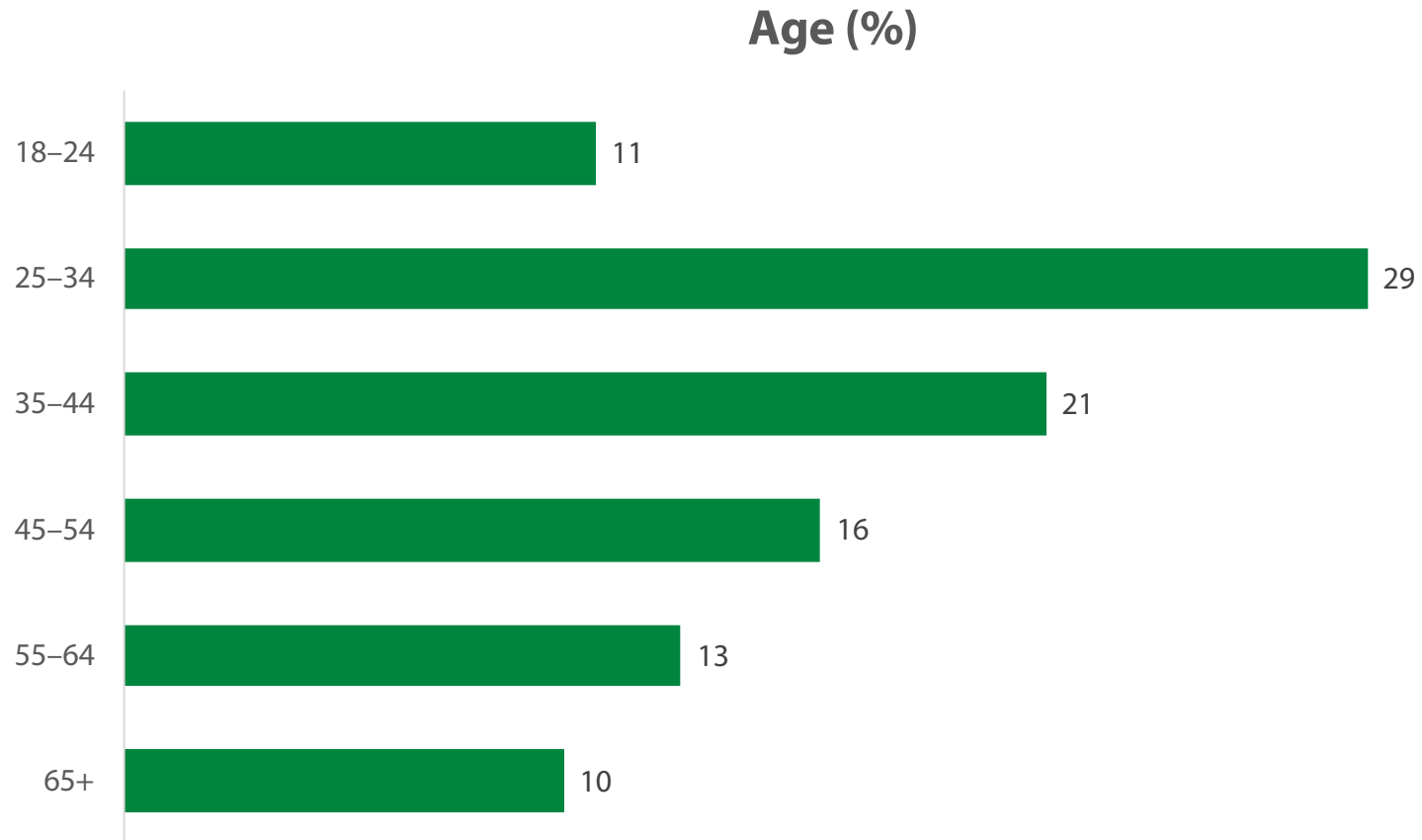
# Demographics

# Demographics

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The following section contains demographic breakdowns of respondents.

# Age

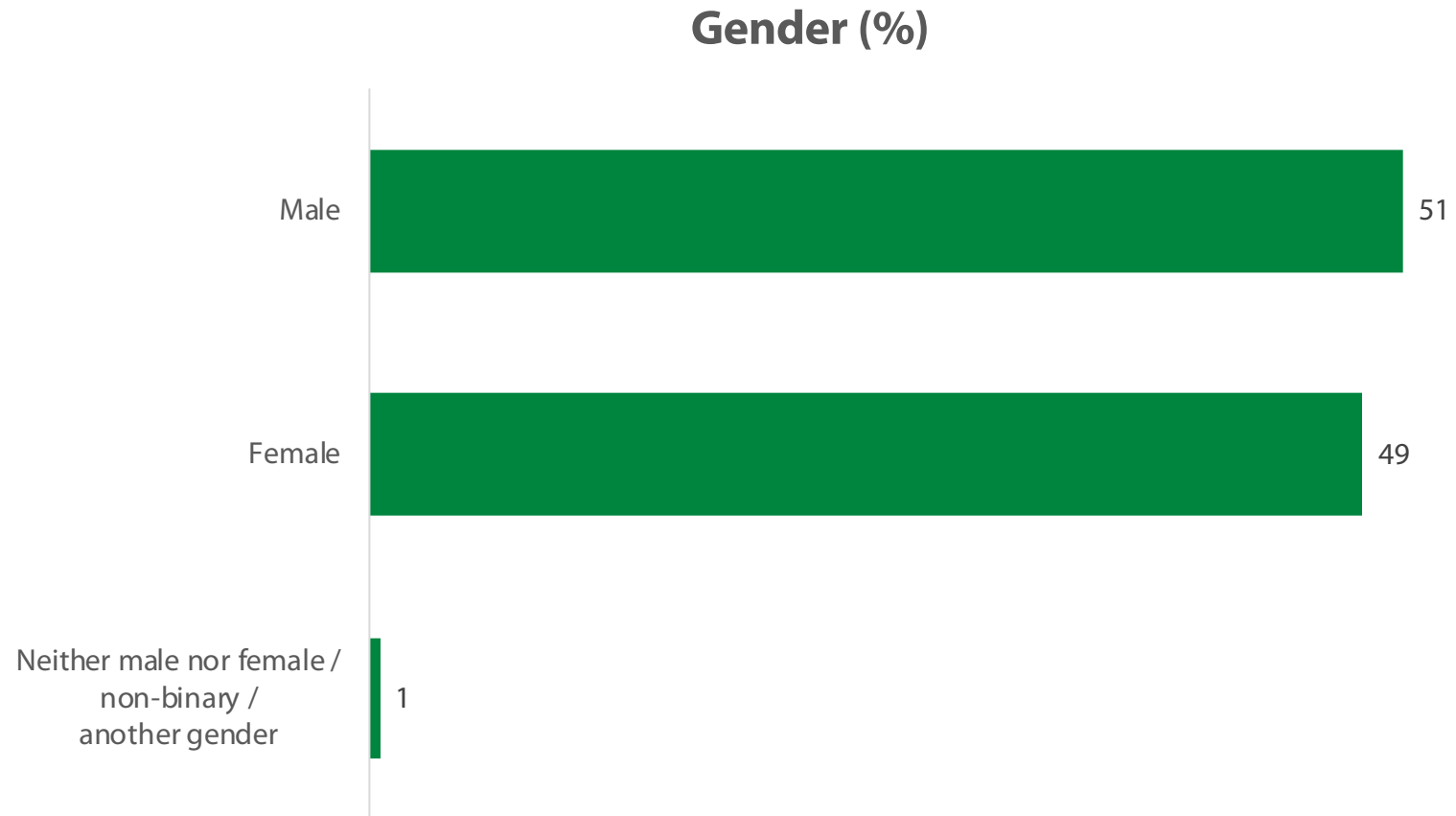


**Question:** How old are you?

**Sample size:** 395

**Framework:** All respondents, excluding "prefer not to say"

# Gender



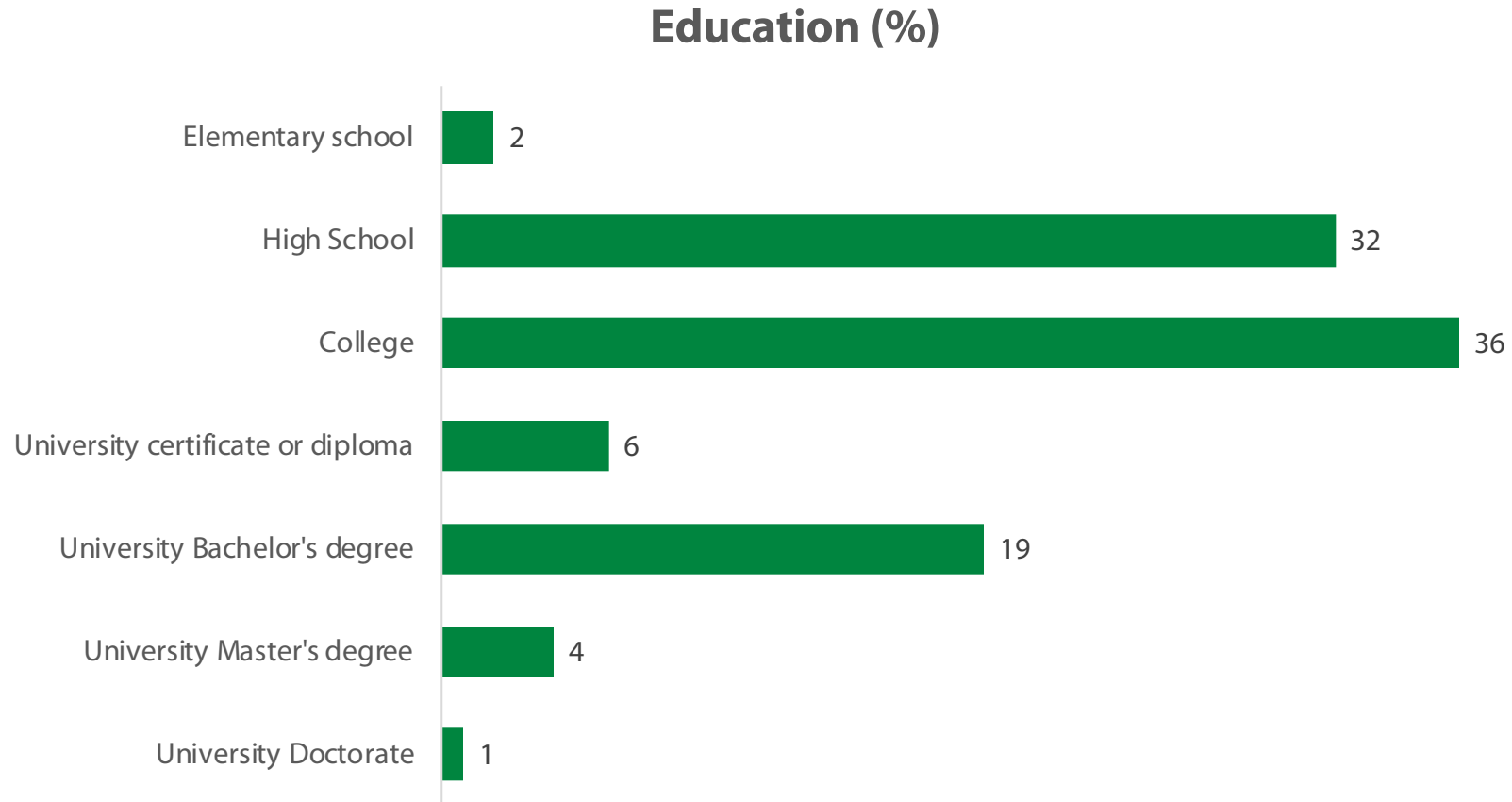
**Question:** How would you describe your gender?

**Sample size:** 395

**Framework:** All respondents, excluding "prefer not to say"



# Education

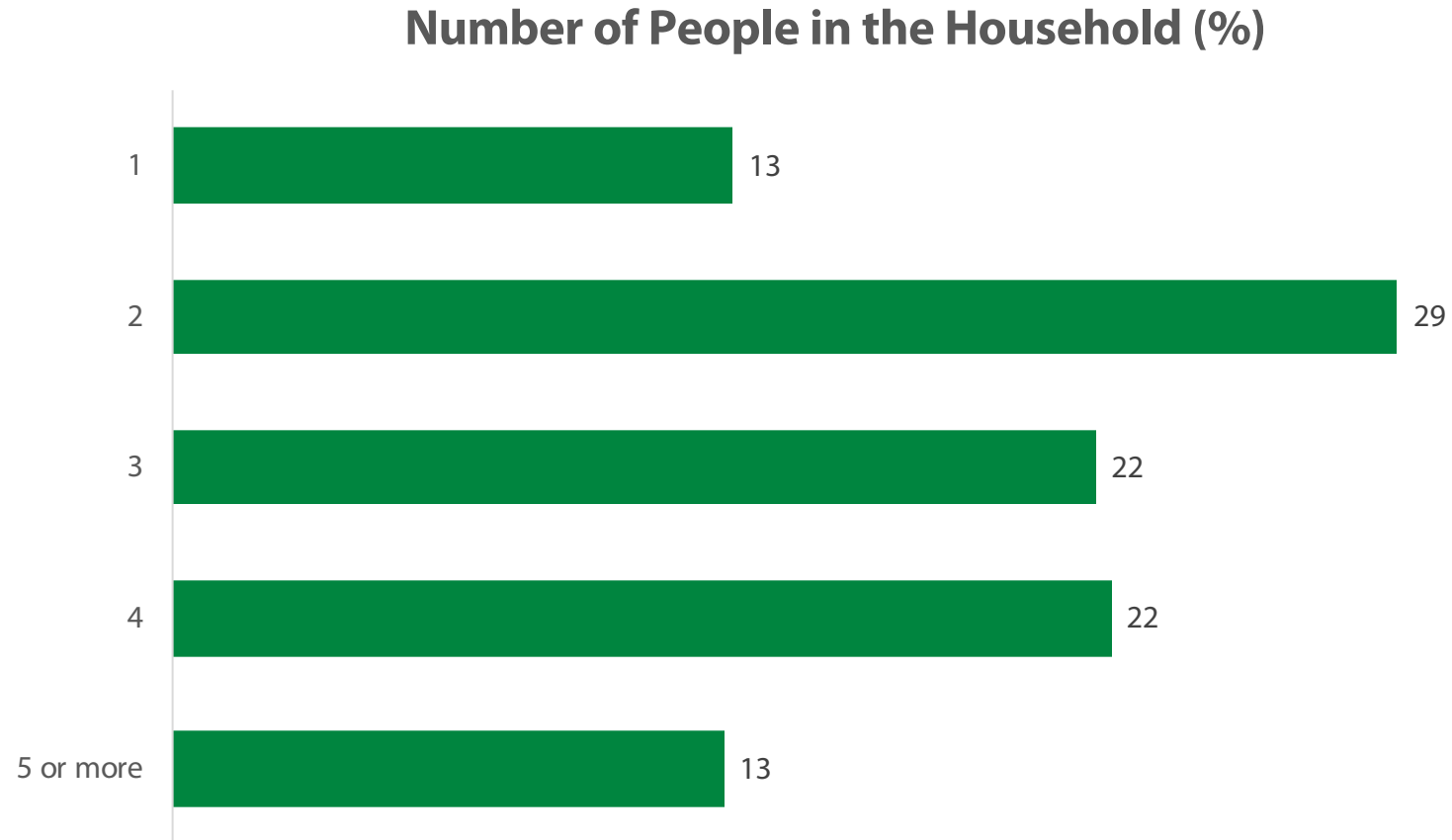


**Question:** Which of the following categories best reflects your last year of formal education?

**Sample size:** 389

**Framework:** All respondents, excluding "prefer not to say"

# Number of People in the Household

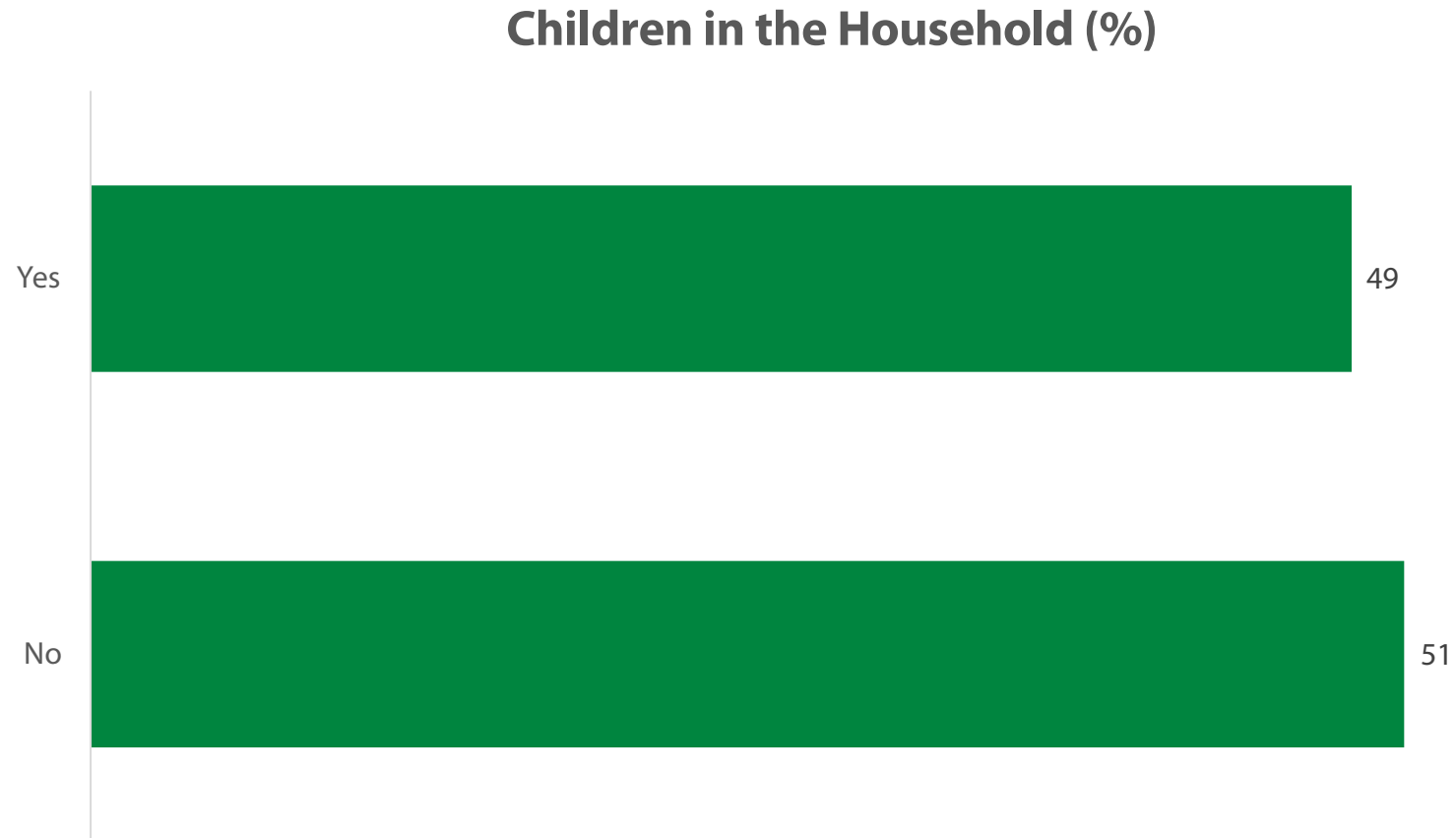


**Question:** How many people live in your household?

**Sample size:** 395

**Framework:** All respondents, excluding "prefer not to say"

# Children in the Household

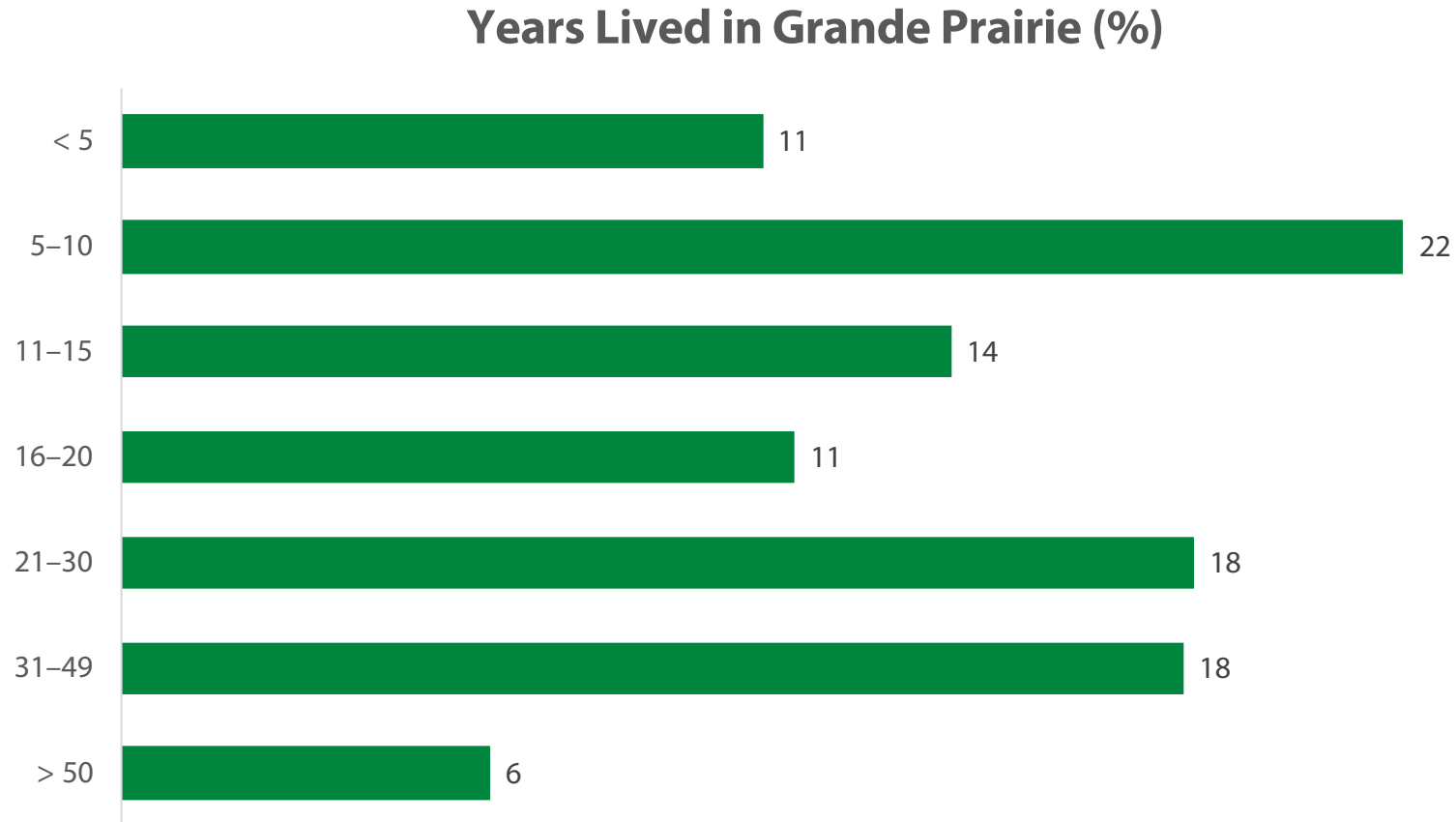


**Question:** Do you have children under 18 living in your home?

**Sample size:** 343

**Framework:** All respondents, excluding "prefer not to say"

# Years Lived in Grande Prairie

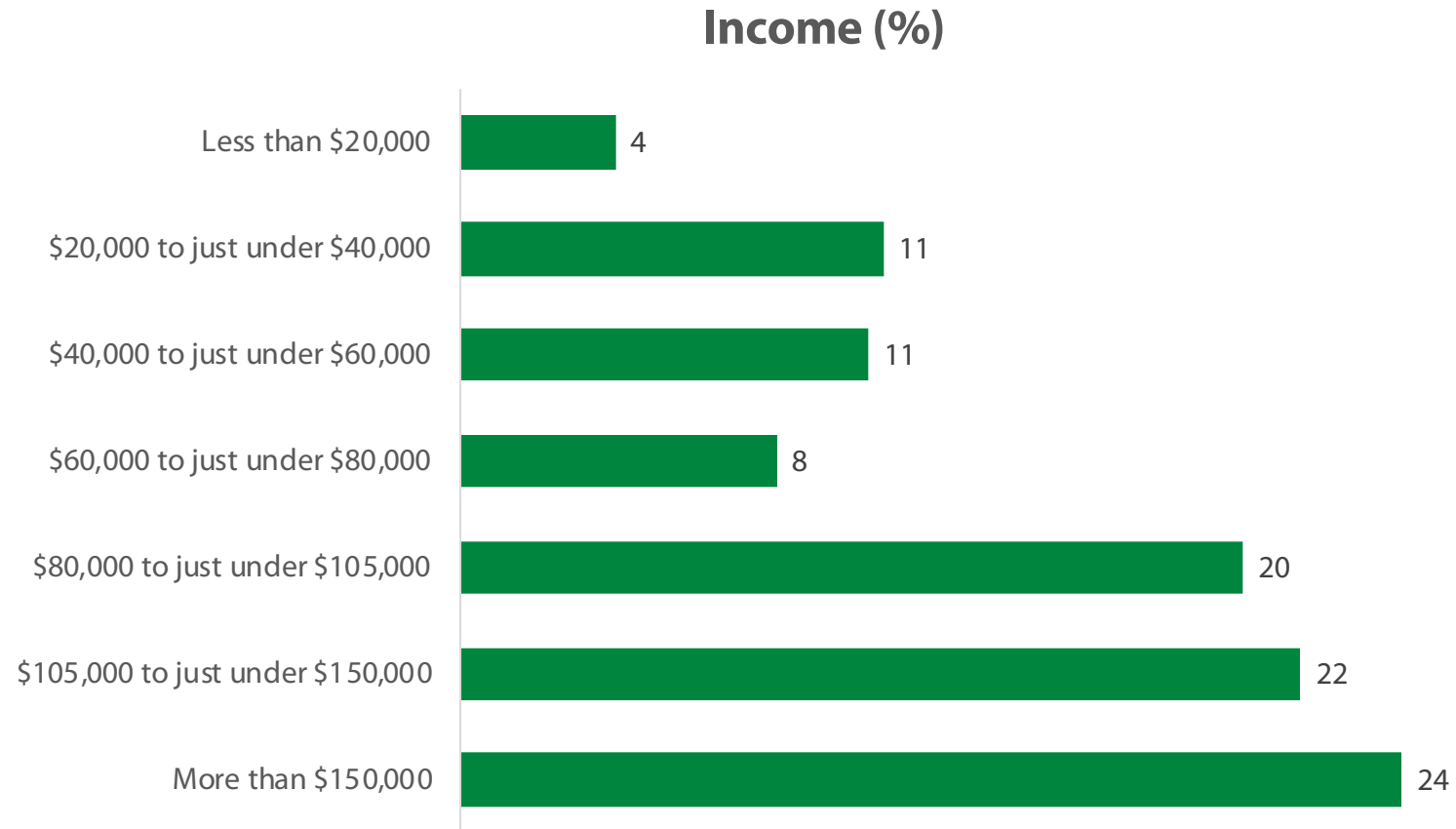


**Question:** How many years have you lived in Grande Prairie?

**Sample size:** 397

**Framework:** All respondents, excluding "prefer not to say"

# Income



**Question:** And finally, which of the following categories best describes your household's annual income, before taxes?

**Sample size:** 359

**Framework:** All respondents, excluding "prefer not to say"

**Prepared by:**

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**FORUM**  
**RESEARCH**