



REPORT

# 2025 Citizen Satisfaction Survey

County of Grande Prairie



DATE 2026-01-14





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REPORT

# Context & Objectives



# Context

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The County of Grande Prairie is located in northwestern Alberta, on Treaty 8 Territory and in the Metis Nation of Alberta District 13. County of Grande Prairie residents live in both urban and rural areas and have a wide array of experiences. This report presents the results from the 2025 Citizen Satisfaction Survey. The survey is conducted every two years, and this year marks the second iteration of the online survey.

# Objectives

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The 2025 Citizen Satisfaction survey aims to understand the perceptions and priorities of County of Grande Prairie residents, in order to inform future decision making. The report includes findings on the topics of:

- Top of Mind Issues
- Quality of Life
- County Performance
- Levels of Service and Taxation
- Strategic Plan
- Growth and Development
- Safety & Community
- Wildfire Responses
- County Information and Customer Service

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REPORT

# Executive Summary



# Executive Summary

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**Overall resident satisfaction in the County of Grande Prairie remains very strong in 2025.** Residents continue to report high quality of life, strong perceptions of safety, and a strong sense of pride and connection to their community. Satisfaction with County performance, programs, and services remains high, indicating a stable foundation of trust and a generally positive resident experience.

At the same time, **financial considerations are increasingly shaping how residents evaluate the County.** Taxes remain the most top-of-mind issue, with budget control rising in importance ahead of road conditions. While more residents feel they receive good rather than poor value for their municipal taxes, perceived value has softened since 2023, with most residents now expressing neutrality. This suggests that resident satisfaction is increasingly tied to affordability and visible value for money.

**Road maintenance plays a central role in perceptions of tax value and County performance.** Roads are consistently cited as the primary reason residents feel they receive either good or poor value for their taxes, positioning road conditions as a key indicator of effective financial stewardship.

Residents demonstrate a **pragmatic approach to taxation and service levels.** A majority prefer maintaining or reducing taxes even if it requires service reductions, and support for tax increases has declined since 2023. When trade-offs are required, residents prioritize protecting core services such as fire services, roads, and waste management, while identifying non-essential or less visible services, including financial support for non-profits and library services, as more acceptable areas for potential reductions.

**Strategic plan priorities continue to be viewed as important;** however, fewer residents believe the County has been successful in delivering on them. The largest gaps between importance and perceived success relate to developing a fair financial framework, managing land effectively, and supporting partners in service delivery. These gaps appear driven more by limited visibility into progress than by dissatisfaction with County direction.

While **satisfaction with customer service and accessibility remains high,** expectations for transparency, communication, and follow-through continue to rise. Residents want clearer information, particularly related to budgets, development, and decision-making, and more proactive updates on the status of issues and initiatives.

Overall, **the County is well positioned, with strong resident goodwill and confidence.** Maintaining this strength will depend on demonstrating disciplined financial management, protecting core services and infrastructure, and clearly communicating how decisions and investments align with resident priorities.

# What This Means for Council

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## What This Means for Council

- ▶ The County is starting from a position of strong resident satisfaction and trust
- ▶ Affordability and value for money now frame how residents interpret County performance
- ▶ Roads are the most visible indicator of effective tax use and represent both a key strength and risk
- ▶ Residents accept trade-offs but expect core services and infrastructure to be protected
- ▶ Strategic priorities are supported, but residents want clearer evidence of progress and outcomes
- ▶ Communication expectations are shifting toward greater transparency, faster follow-up, and proactive updates



**Maintaining resident confidence will depend less on introducing new initiatives and more on demonstrating disciplined financial management, protecting core services, and clearly showing how decisions align with resident priorities.**

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REPORT

# Methodology



Welcome to  
Pipestone Creek  
Dinosaur Playground

Designed for children ages 5-12

If you have concerns with this playground please call:  
County Parks - 780.532.9727



County of Grande Prairie No. 1



# Methodology

## Methodology

County of Grande Prairie residential property owners were sent a direct mail invitation and unique six-digit PIN to participate in an online survey hosted by Leger. Additional PINs were provided by Leger to confirmed County of Grande Prairie addresses.

## Response Rate

A total of 9,989 letters were sent to residents, with 594 residents providing responses to the survey.

	Letters sent	Completes	Response Rate
Residential	7,561	450	6.0%
Agricultural	2,428	144	5.9%
<b>Total</b>	<b>9,989</b>	<b>594</b>	<b>5.9%</b>

As a non-random online survey, a margin of error is not reported (margin of error accounts for sampling error). Had these data been collected using a probability sample, the margin of error would be  $\pm 4.0\%$  19 times out of 20. Results were weighted according to **age, gender, and region** in order to ensure a representative sample of the County of Grande Prairie.

## Analysis

Results from the 2023 (n=566) and 2021 (n=320) Citizen Satisfaction Survey are shown throughout the presentation where applicable. Statistically significant changes from 2023 are shown throughout the report. Due to a change in methodology (phone in 2021, mail to web in 2023) results cannot be directly compared between 2021 and 2023 but can provide meaningful context.

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REPORT

# Key Insights





## Overall Satisfaction

### Overall satisfaction remains very high in 2025

County of Grande Prairie residents **continue to report very high satisfaction across core measures**. Nearly all residents rate their quality of life positively, and strong majorities are satisfied with County performance, programs and services, and safety. **Pride in living in the County and sense of community connection are also strong and have increased** since 2023.

**The County continues to deliver a strong resident experience overall**, supported by quality of life, safety, and community pride. These results suggest that the fundamentals are working well and that residents generally trust the County to meet their needs. This **strong baseline** provides stability as the County may navigate fiscal pressures and competing priorities.



## Finances

### Financial concerns increasingly shape how residents evaluate the County

**Taxes remain the top issue on residents' minds**, with budget control rising in importance ahead of road conditions in 2025. While more residents feel they receive good rather than poor value for taxes, perceived value has declined since 2023, with most residents now feeling neutral. **Roads are the strongest driver of both positive and negative perceptions of tax value.**

Residents are increasingly **evaluating the County through a financial lens**, focusing not only on tax levels but on how effectively tax dollars are used. Road maintenance remains the most visible and tangible indicator of value for money. Without clear signals that financial considerations are being managed carefully, overall satisfaction may be vulnerable to erosion over time.



## Services

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### Residents favour protecting core services over expanding services

A majority of residents **prefer cutting services to maintain current tax levels, and support for increasing taxes has declined** since 2023. When cuts are considered, residents most often identify financial support for non-profits and library services. Among the smaller group open to tax increases, priorities include FCSS, recreation facilities, and intermunicipal collaboration.

**Residents recognize the need for trade-offs and generally favour fiscal restraint over service expansion.** There is a clear hierarchy of services, with core and essential services prioritized over discretionary or less visible ones. Decisions around service levels may be better received if they clearly align with resident-defined priorities.



## Communication

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### Expectations are high for transparency, communication, and follow-through

While **satisfaction with customer service and County accessibility remains high**, residents want more information, greater openness, and quicker follow-up. Many are unsure what additional information they want, but commonly cite budgets, development issues, and transparency. Strategic priorities are widely viewed as important, but residents are less likely to say the County has been successful in delivering on them.

**Residents generally trust County staff and services but want clearer visibility into decisions, progress, and outcomes.** Closing the gap between what residents see as important and what they believe the County has delivered will require stronger communication, clearer reporting on progress, and more proactive engagement.

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REPORT

# Detailed Results



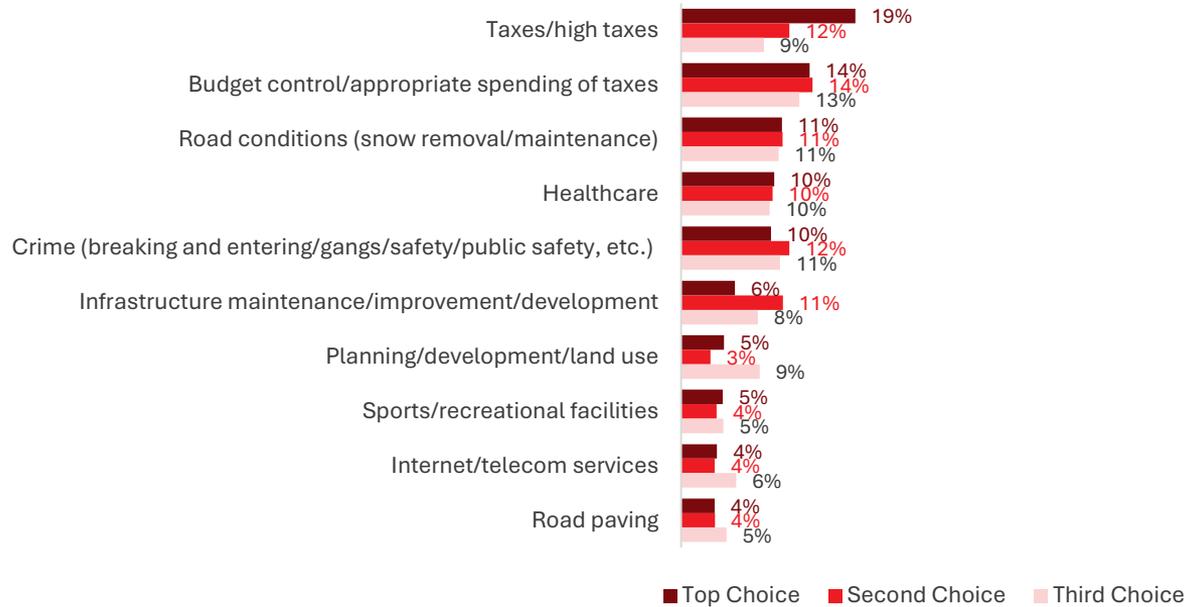


DETAILED RESULTS

# Top of Mind Issues

# Top of Mind Issues

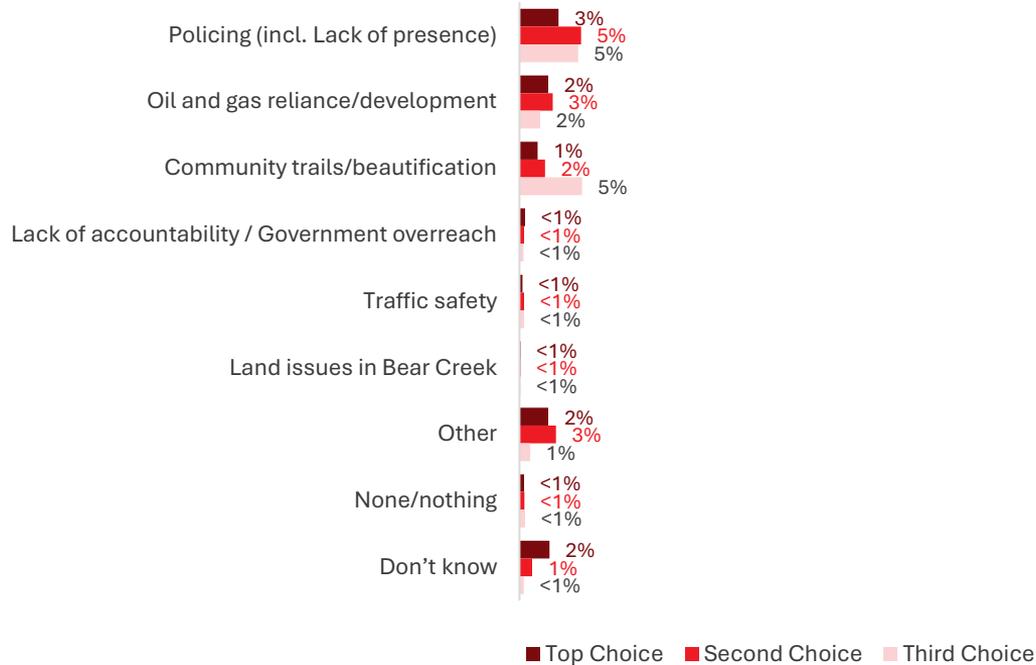
The issues at the top of mind for County of Grande Prairie residents are taxes, budget control and road conditions, with taxes seeing the highest proportion of top mention. Additional top mentions include healthcare and crime.



Q1. In your view, as a resident of the County of Grande Prairie, what is the [next] most important local issue facing the County today that is the one issue you feel should receive the greatest attention from your local leaders?

Base: County of Grande Prairie Residents (2025 n=594)

# Top of Mind Issues (Continued)



Q1. In your view, as a resident of the County of Grande Prairie, what is the [next] most important local issue facing the County today that is the one issue you feel should receive the greatest attention from your local leaders?

Base: County of Grande Prairie Residents (2025 n=594)

# Top of Mind Issues (Trending)

Taxes remains the top issue this year for County of Grande Prairie residents. Budget control takes the second spot, over road conditions this year. Land use and sport and recreational activities are less of a top of mind issue for residents this year.

## % Top Issue

	2025	2023		2025	2023
Taxes/high taxes	19%	16%	Road paving**	4% ▲	1%
Budget control/appropriate spending of taxes	14%	11%	Policing (incl. Lack of presence)	3%	4%
Road conditions (snow removal/maintenance)	11%	14%	Oil and gas reliance/development	2%	3%
Healthcare	10%	10%	*Community trails/beautification	1%	-
Crime (breaking and entering/gangs/safety/public safety, etc.)	10%	7%	*Lack of accountability / Government overreach	<1%	-
Infrastructure maintenance /improvement/development	6%	6%	*Traffic safety	<1%	-
Planning/development/land use	5% ▼	10%	Land issues in Bear Creek*	<1%	-
Sports/recreational facilities	5% ▼	9%	Other	2%	3%
Internet/telecom services	4%	6%	None/nothing	<1%	<1%
			Don't know	2%	2%

▲▼ Significantly higher/lower than 2023

Q1. In your view, as a resident of the County of Grande Prairie, what is the [next] most important local issue facing the County today that is the one issue you feel should receive the greatest attention from your local leaders?

\*New statement for 2025 \*\*Note, added as an option in 2025, in 2023 option was a coded response, interpret with caution

Base: County of Grande Prairie Residents (2025 n=594, 2023 n=556)



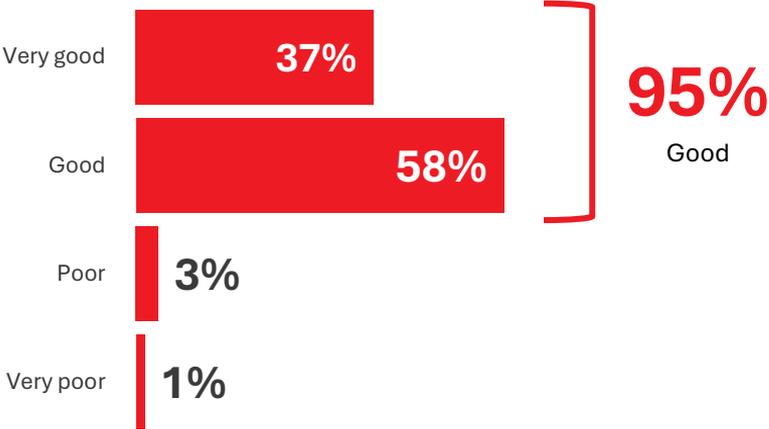
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DETAILED RESULTS

# Quality of Life

# Overall Quality of Life

Overall quality of life in County of Grande Prairie remains high, with 95% of residents believing their quality of life is good, consistent with 2023.



2023 % Good	2021 % Good
96%	96%

# County of Grande Prairie Attributes

Residents have very positive associations with the County of Grande Prairie, with many thinking it is quiet, peaceful, safe, and beautiful, suggesting that the County of Grande Prairie is a great place to live overall.

## % Mentioned



Q4. What three words do you think best describe the County of Grande Prairie as a place to live overall?

Base: County of Grande Prairie Residents (n=594)

Responses 5% or less not shown

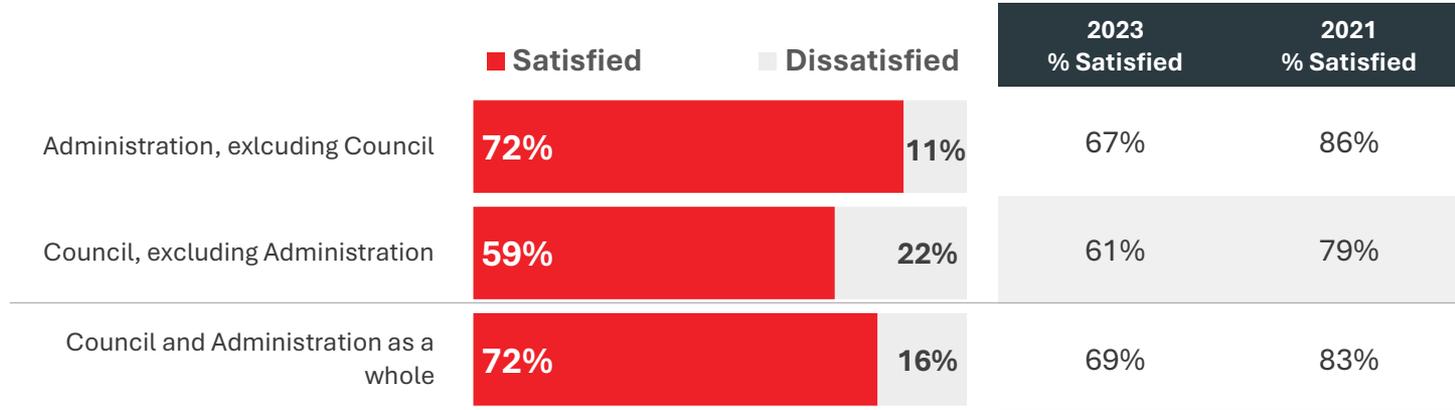


DETAILED RESULTS

# County Performance

# County Performance

County of Grande Prairie residents are overall satisfied with County performance– both for Council and administration, consistent with 2023. Similar to previous years, Council performance is slightly lower than administration, or the two combined.



T6. Taking everything into account, how satisfied or dissatisfied are you with the way the County of Grande Prairie – including Council and Administration as a whole – is going about running our County? T7. Thinking about Council, EXCLUDING Administration, how satisfied or dissatisfied are you with the way Council is going about running our County? T8. Thinking about Administration, EXCLUDING Council, how satisfied or dissatisfied are you with the way County Administration is going about running our County?

Base: County of Grande Prairie Residents (2025 n=594, 2023 n=566, 2021 n=320)



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DETAILED RESULTS

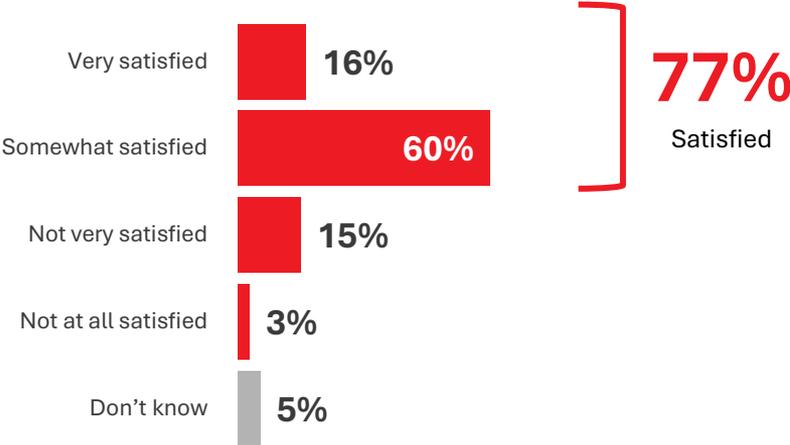
# Programs and Services

44%

Above Alberta Benchmark\*

# Overall Quality of Programs and Services

Overall satisfaction with the quality of programs and services is high, with three-quarters of County residents being satisfied with the services, consistent with 2023.



	2023 % Satisfied	2021 % Satisfied
	76%	82%

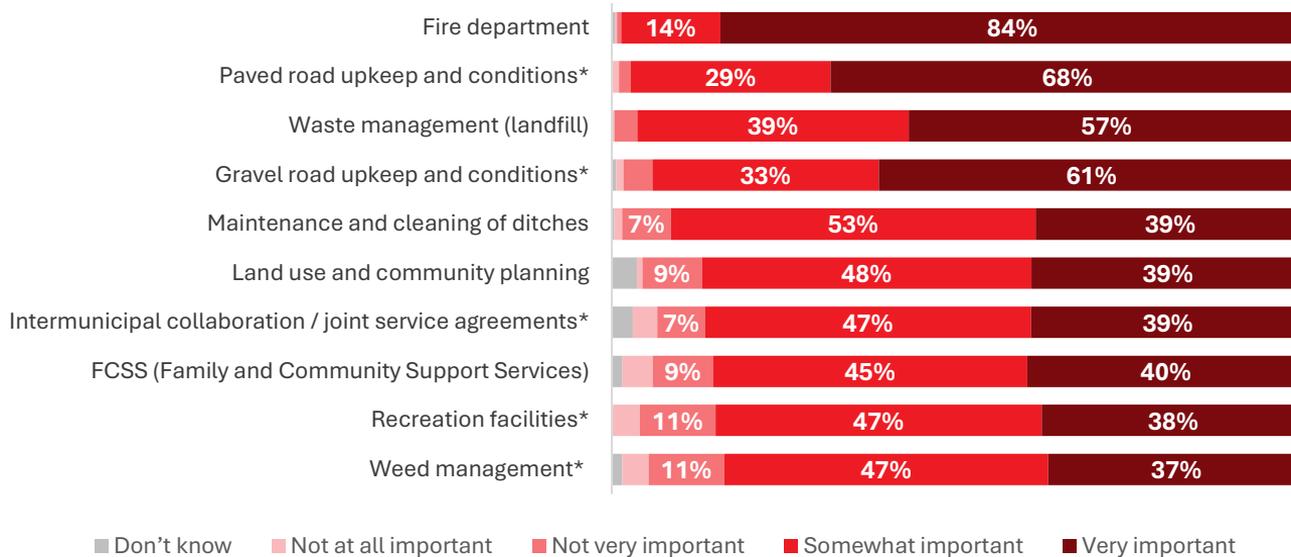
Q7. Please tell us how satisfied you are with the overall level and quality of services and programs provided by the County of Grande Prairie.

Base: County of Grande Prairie Residents (2025 n=594, 2023 n=566, 2021 n=320)

\*January 2025 Alberta Omni benchmark

# Programs and Services Importance

All programs and services are important to the majority of County of Grande Prairie residents. The Fire Department, paved road upkeep and conditions and waste management are the most important, while financial support for non-profits, and library services are relatively less important. Importance of waste management, ditch maintenance, FCSS, and others has increased this year.



## % Important

	2025	2023	2021
Fire department	99%	98%	100%
Paved road upkeep and conditions*	97%	-	-
Waste management (landfill)	96% ▲	93%	-
Gravel road upkeep and conditions*	94%	-	-
Maintenance and cleaning of ditches	91% ▲	85%	93%
Land use and community planning	87%	87%	96%
Intermunicipal collaboration / joint service agreements*	87%	-	-
FCSS (Family and Community Support Services)	85% ▲	71%	88%
Recreation facilities*	85%	-	-
Weed management*	84%	-	-

▲ ▼ Significantly higher/lower than 2023

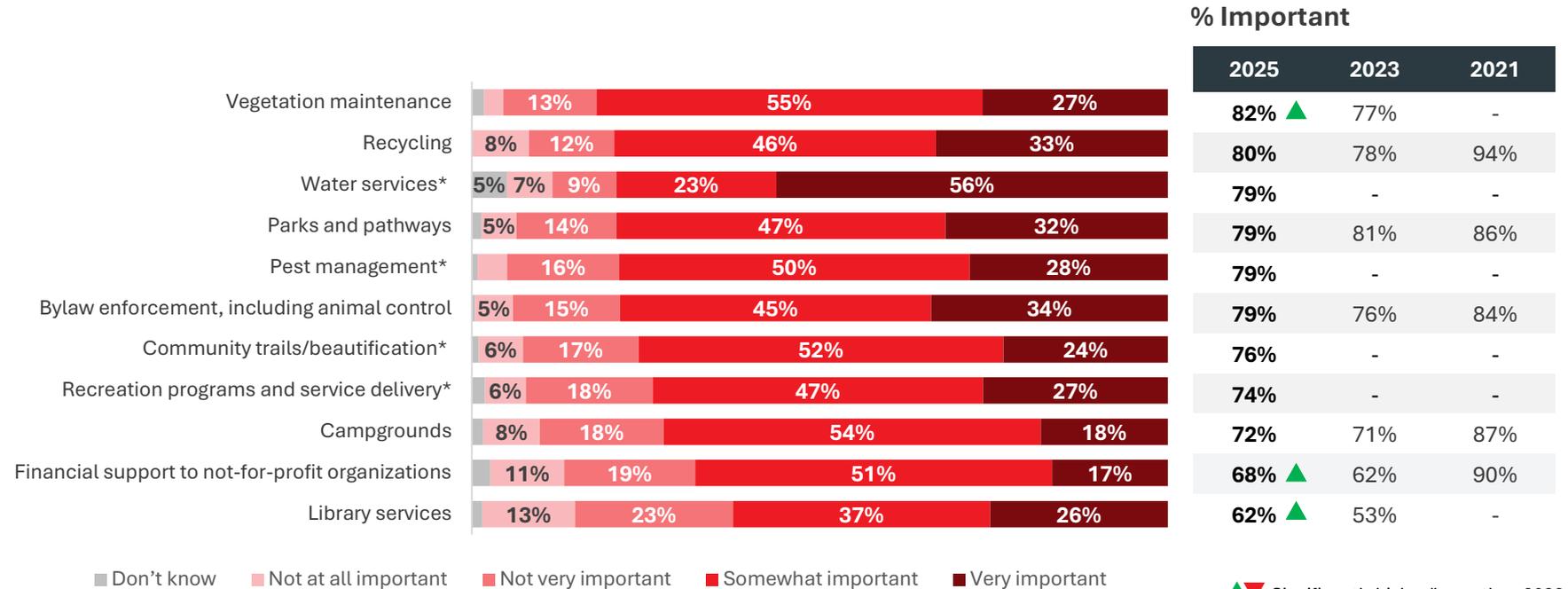
Q8a. Please tell us how important each of the following services and programs provided by the County of Grande Prairie are to you

Base: County of Grande Prairie Residents (2025 n=594, 2023 n=566, 2021 n=320)

Figures less than 5% not labelled.

\*New statement 2025

# Programs and Services Importance (continued)



Q8a. Please tell us how important each of the following services and programs provided by the County of Grande Prairie are to you

Base: County of Grande Prairie Residents (2025 n=594, 2023 n=566, 2021 n=320)

Figures less than 5% not labelled

\*New statement 2025

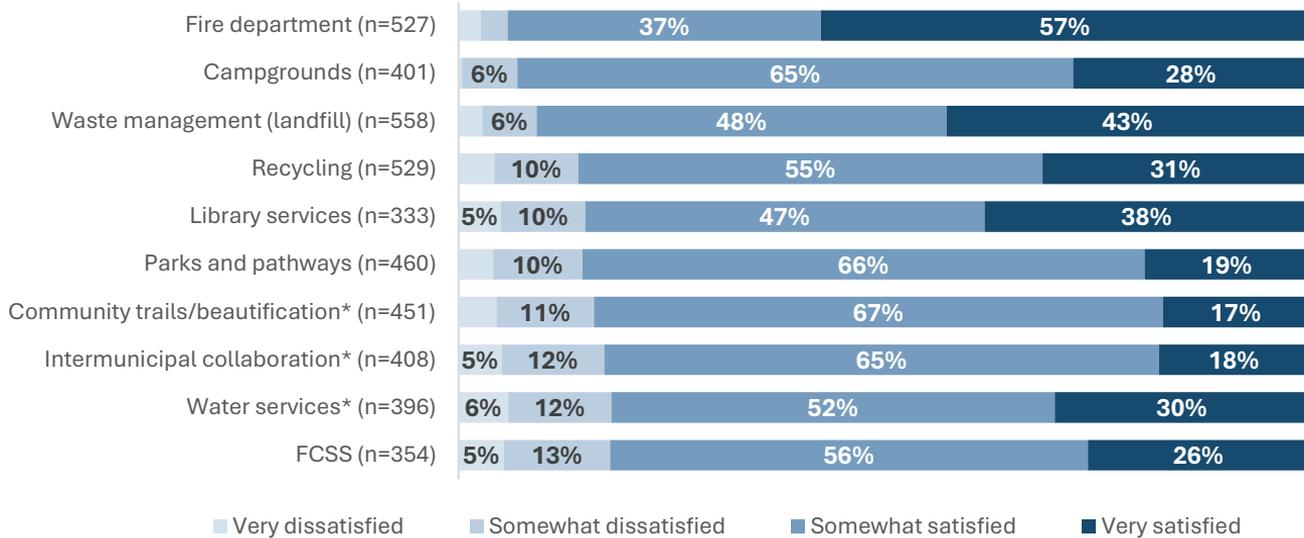
# Programs and Services Satisfaction

Among residents who provided an opinion, satisfaction is highest with the fire department, campgrounds, and waste management (landfill). While residents are least satisfied with weed management. Satisfaction with campgrounds, recycling, vegetation maintenance, and land use and community have increased this year when compared to 2023.

## % Satisfied

	2025	2023
Fire department (n=527)	94%	92%
Campgrounds (n=401)	93% ▲	88%
Waste management (landfill) (n=558)	91%	88%
Recycling (n=529)	86% ▲	81%
Library services (n=333)	85%	89%
Parks and pathways (n=460)	85%	82%
Community trails/beautification* (n=451)	84%	-
Intermunicipal collaboration* (n=408)	83%	-
Water services* (n=396)	82%	-
FCSS (n=354)	82%	87%

▲ ▼ Significantly higher/lower than 2023



Very dissatisfied    Somewhat dissatisfied    Somewhat satisfied    Very satisfied

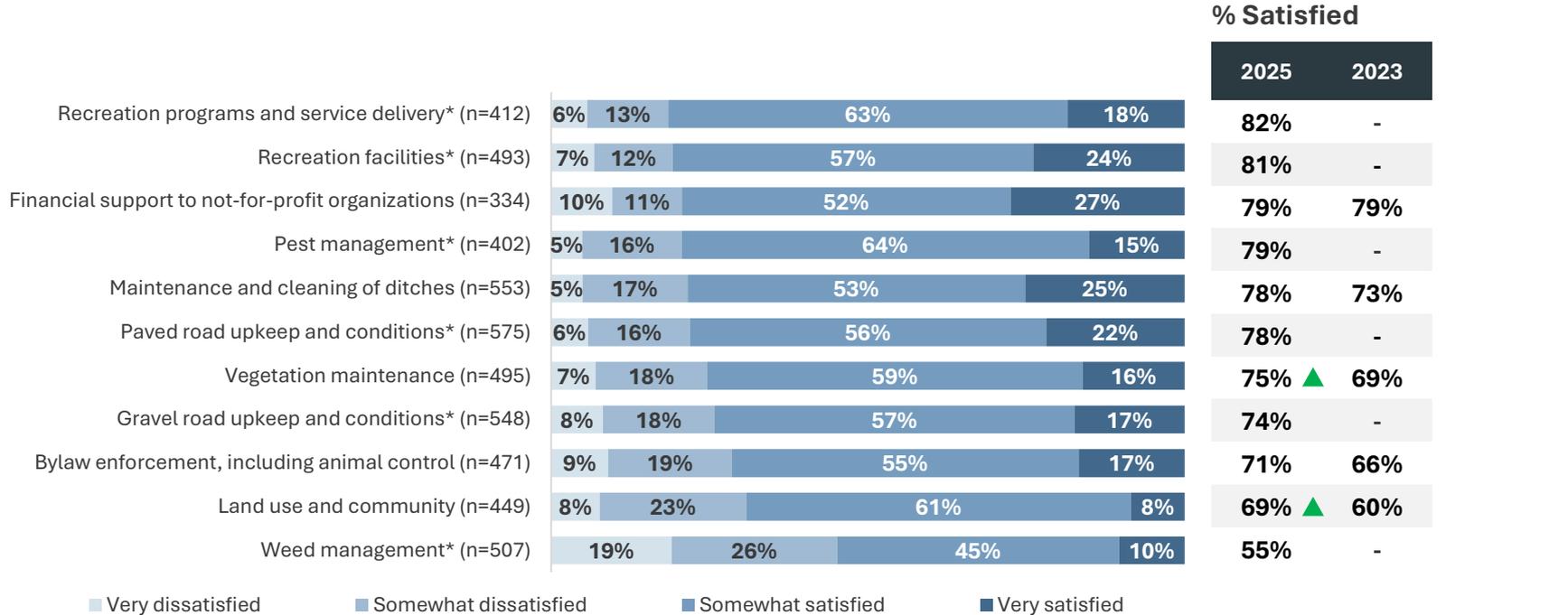
Q8b. Please tell us how satisfied you are with the job the County is doing in providing each of the following programs or services.

Base: County of Grande Prairie Residents who provided an opinion on program/service

Responses less than 5% not labelled

\*New statement 2025 / Don't knows removed from results in 2025, tracking data for 2021 unavailable

# Programs and Services Satisfaction (continued)



Q8b. Please tell us how satisfied you are with the job the County is doing in providing each of the following programs or services.

Base: County of Grande Prairie Residents who provided an opinion on program/service

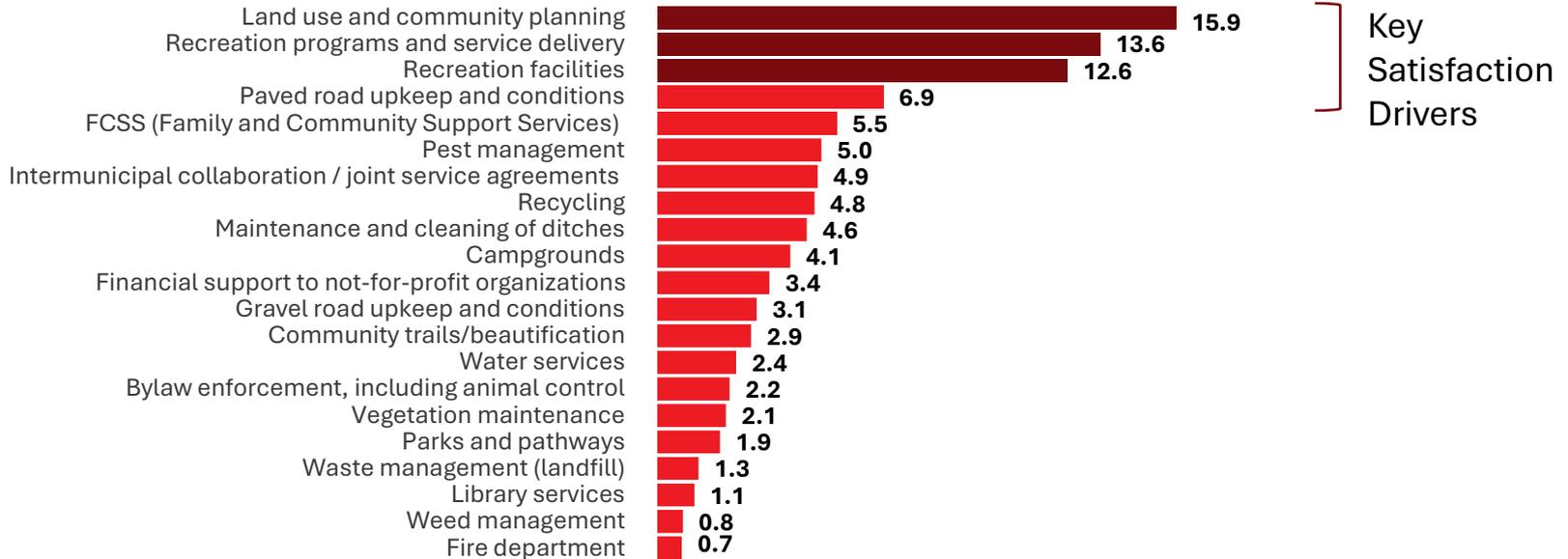
Responses less than 5% not labelled

\*New statement 2025 / Don't knows removed from results in 2025, tracking data for 2021 unavailable

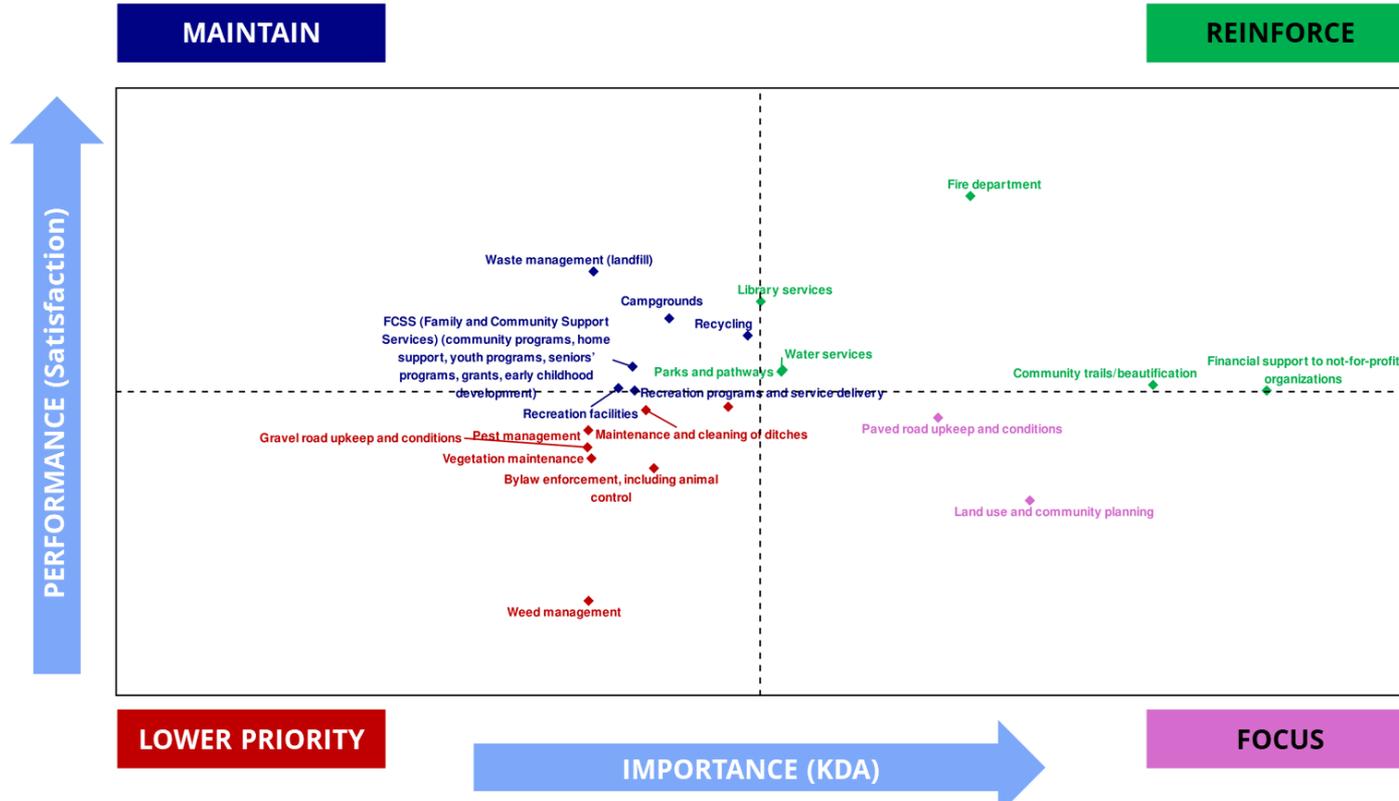
▲ ▼ Significantly higher/lower than 2023

# Key Drivers Analysis

When looking at services delivered by the County, land use and community planning, recreation programs and service delivery, and recreation facilities emerge as key satisfaction drivers. It will be key to monitor these programs and services and improving them may help to increase satisfaction among County of Grande Prairie residents.



# Importance vs. Satisfaction





DETAILED RESULTS

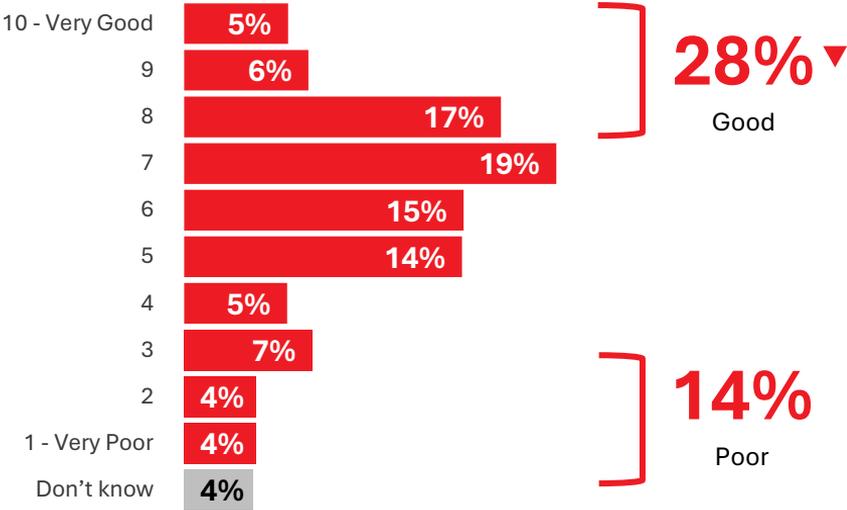
# Levels of Services and Taxation



**Below Alberta Benchmark\***

# Value for Taxes

Among County of Grande Prairie residents, feeling that they receive good value for taxes, has decreased since 2023. More residents feel they receive good value for taxes, rather than poor, while the majority feel neutral.



2023 % Good	2021 % Good
36%	28%

2023 % Poor	2021 % Poor
11%	8%

▲▼ Significantly higher/lower than 2023

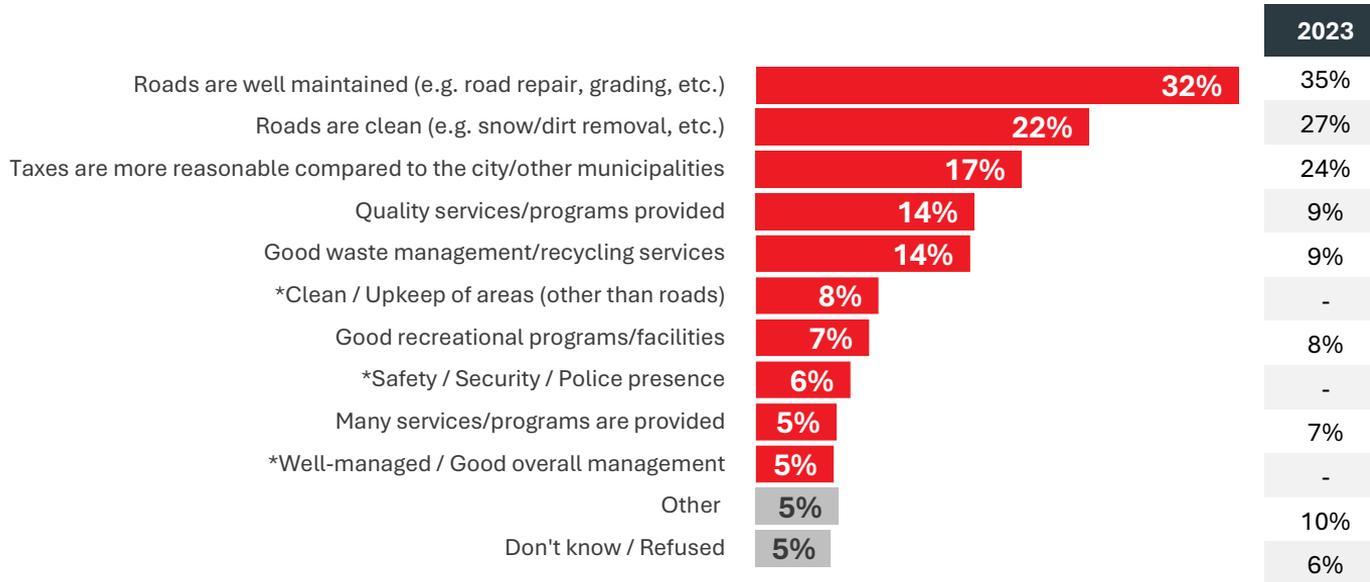
Q9. Please rate the value you feel you receive from your municipal property tax dollars

Base: County of Grande Prairie Residents (2025 n=594, 2023 n=566, 2021 n=320)

\*January 2025 Alberta Omni benchmark

# Reasons for Good Value for Taxes

Among those who feel they have good value for taxes – the main reasons are roads being well maintained and cleaned. Taxes being more reasonable than other municipalities, quality of programs and services, and good waste management are also key reasons. Clean or upkept areas (other than roads), safety security and police presence, and good management emerge as new reasons for good value for taxes this year.



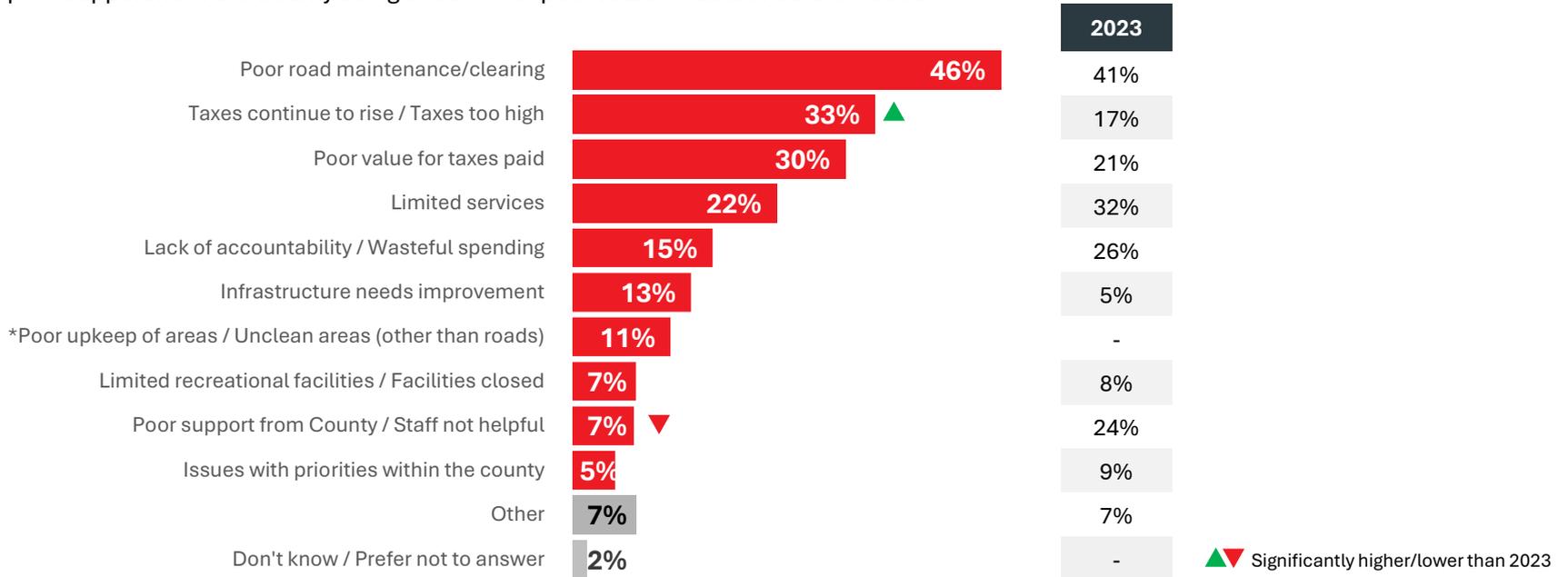
Q9a. For what reasons do you feel you receive good value for your municipal property tax dollars?

Base: County of Grande Prairie residents who feel they have good value for taxes (2025 n=183, 2023 n=213)

Responses less than 5% not shown \*New mention 2025

# Reasons for Poor Value for Taxes

Those who feel they have poor value for taxes note it is primarily because of poor road maintenance and clearing. Taxes continuing to rise, poor value for taxes paid, and limited services are also key reasons for having poor values for taxes. Tax sensitivity has increased this year, with more residents noting that taxes continuing to rise or being too high as a key reason for poor value for taxes. Positively, poor support from the County being a reason for poor value for taxes has decreased.



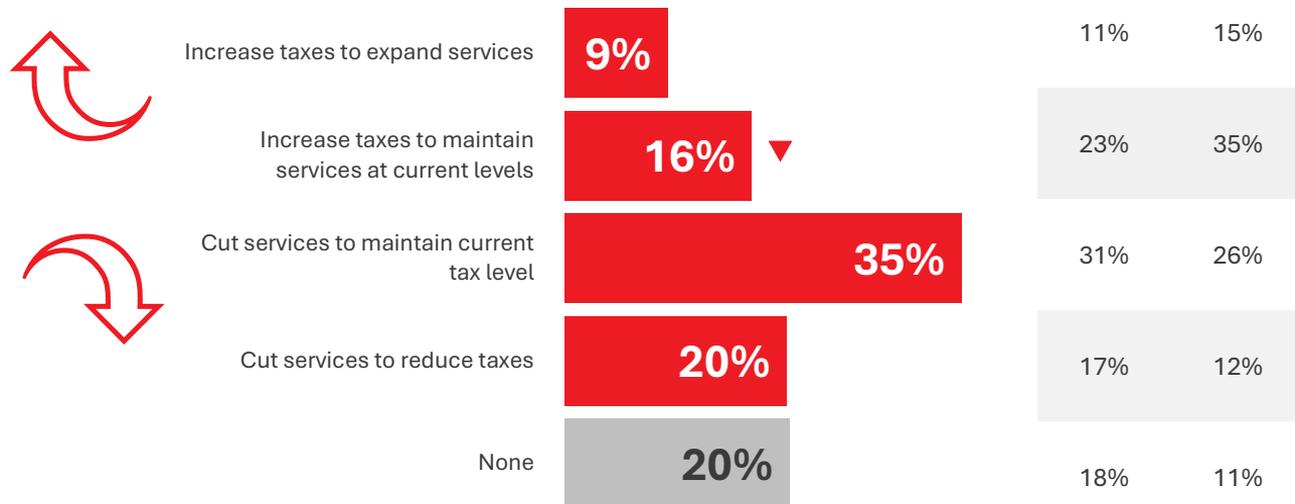
Q9b. For what reasons do you feel you receive poor value for your municipal property tax dollars?

Base: County of Grande Prairie residents who feel they have poor value for taxes (2025 n=77, 2023 n=65)

Responses less than 5% not shown \*New mention 2025

# Tax and Service Preferences

County of Grande Prairie residents continue to prefer to cut services to maintain current tax levels, with those feeling taxes should be increased to maintain service levels decreasing since 2023.



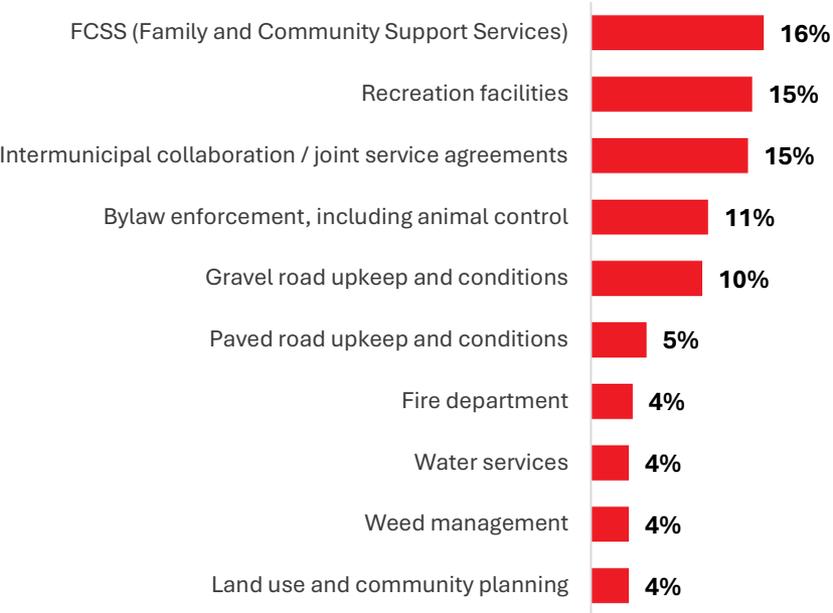
▲▼ Significantly higher/lower than 2023

**Q10.** Municipal property taxes are the primary way to pay for services and programs provided by the County of Grande Prairie. Due to the increased cost of maintaining current service levels and infrastructure, the County must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like the County to pursue?

Base: County of Grande Prairie Residents (2025 n=594, 2023 n=566, 2021 n=320)

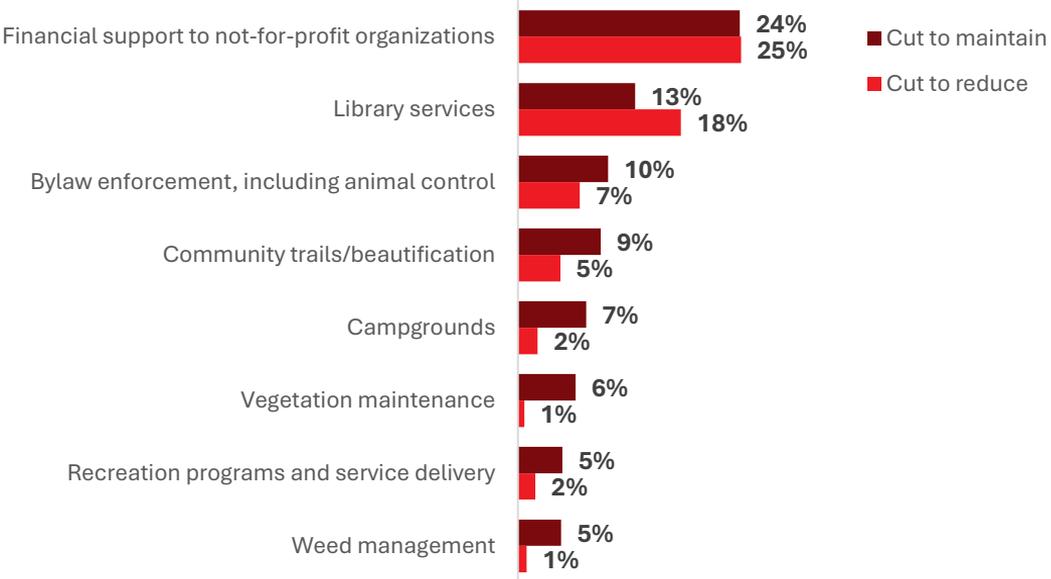
# Service to Expand by Increasing Taxes

Among residents who noted they would prefer to increase taxes to expand services, FCSS, recreation facilities and intermunicipal collaboration were the top services they wish to increase.



# Services to Cut to Reduce or Maintain Tax Levels

County of Grande prairie residents who wish to cut services to reduce or maintain the current tax level note financial support for not-for-profit organizations as their top service to cut, followed by library services.



Q10b. If you had to choose ONE program/service for the County to cut services to maintain the current tax level, which would you choose:

Q10c. If you had to choose ONE program/service for the County to cut services to reduce taxes, which would you choose:

Base: County of Grande Prairie residents who wish to cut services to maintain current tax level or reduce it (2025 n=106-188) Responses less than 5% not shown. New question 2025.



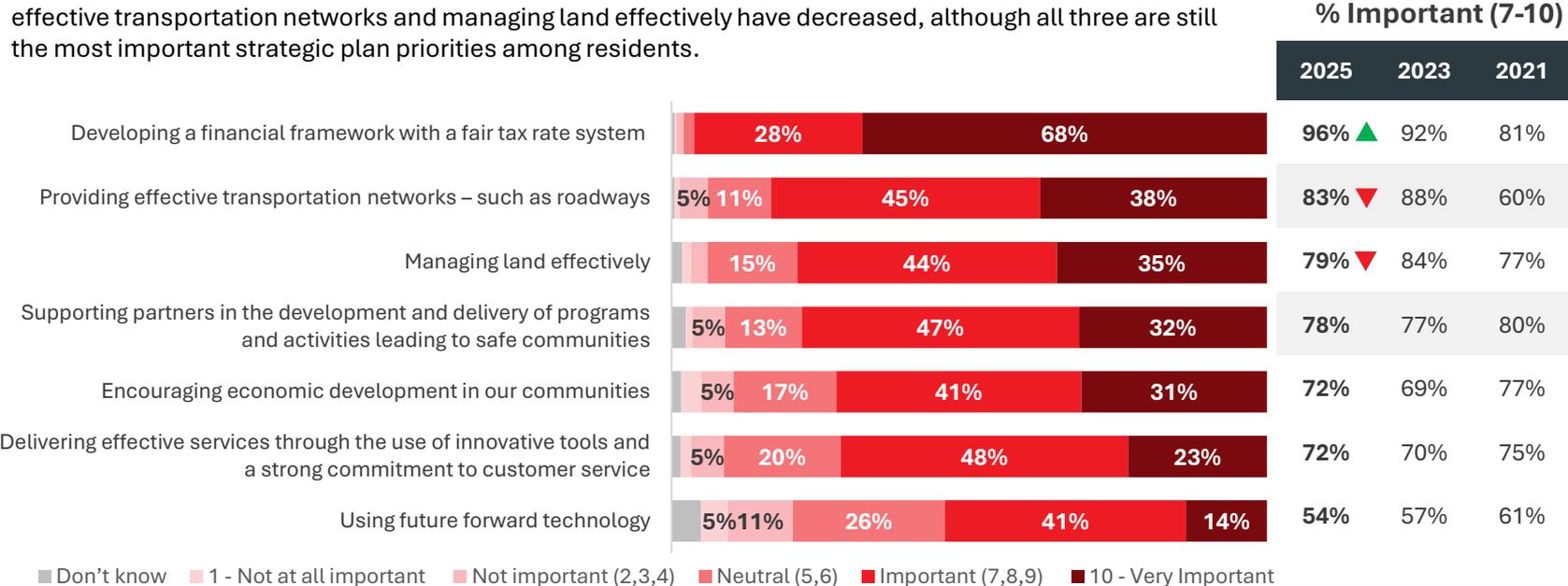
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DETAILED RESULTS

# Strategic Plan

# Strategic Plan Important Priorities

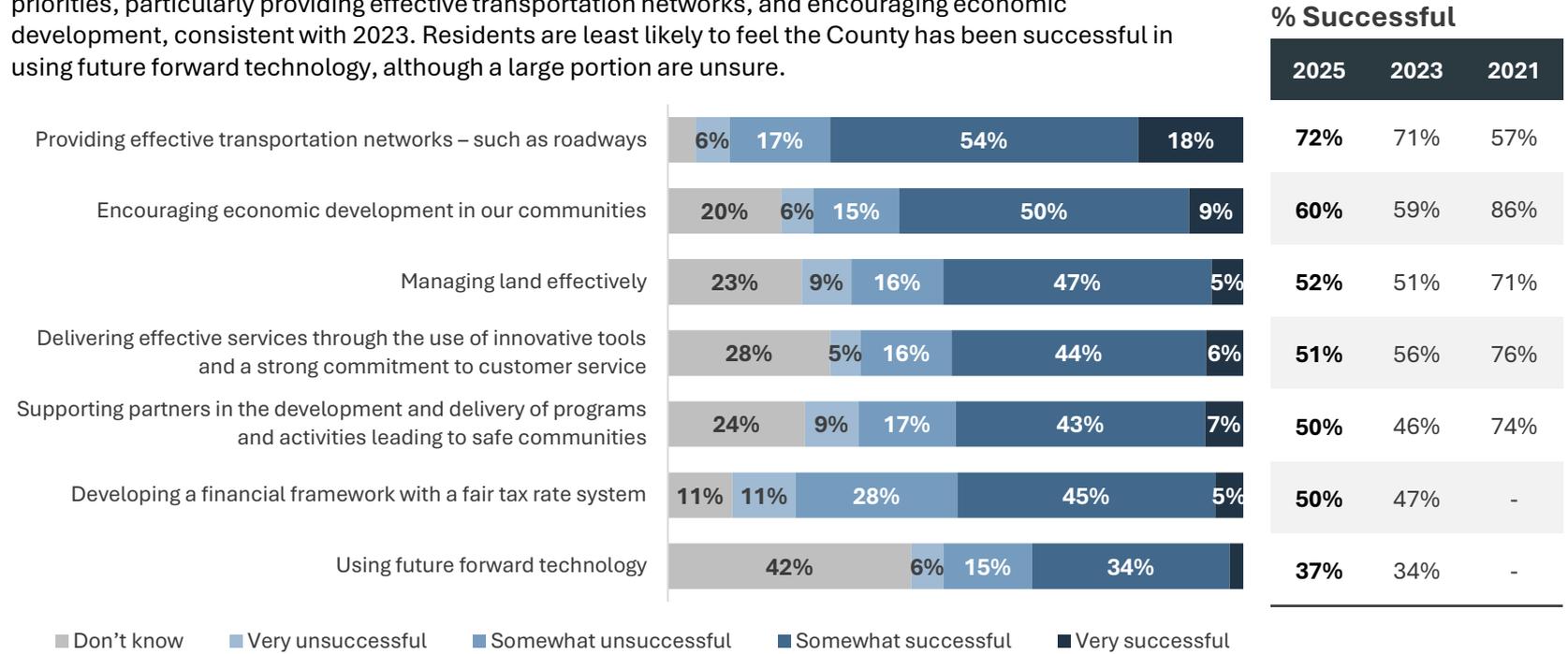
Most strategic plan priorities maintain similar levels of importance to residents in 2025. Belief that developing a financial framework with a fair tax rate system has increased since 2023, while providing effective transportation networks and managing land effectively have decreased, although all three are still the most important strategic plan priorities among residents.



▲ ▼ Significantly higher/lower than 2023

# Success on Actioning the Strategic Plan

For most areas of the action plan, at least half of residents feel the County has been effective on actioning priorities, particularly providing effective transportation networks, and encouraging economic development, consistent with 2023. Residents are least likely to feel the County has been successful in using future forward technology, although a large portion are unsure.



Q6. How successful or unsuccessful would you say the County of Grande Prairie is in the following?

Base: County of Grande Prairie Residents (2025 n=594, 2023 n=566, 2021 n=320)

Figures less than 5% not labelled

# Strategic Plan Importance vs. Success

Overall, more County of Grande Prairie residents are likely to feel strategic plan priorities are important, rather than successful. Areas with the most opportunity to close the gap include developing a financial framework, supporting partners in the delivery of programs and activities, and managing land effectively.



Q5. How important are each of the following priorities that the County of Grande Prairie is addressing through the Strategic Plan over the next four years? Q6. How successful or unsuccessful would you say the County of Grande Prairie is in the following?

Base: County of Grande Prairie Residents (2025 n=594)

% Difference = Importance (7,8,9,10) – Successful (Very + Somewhat)



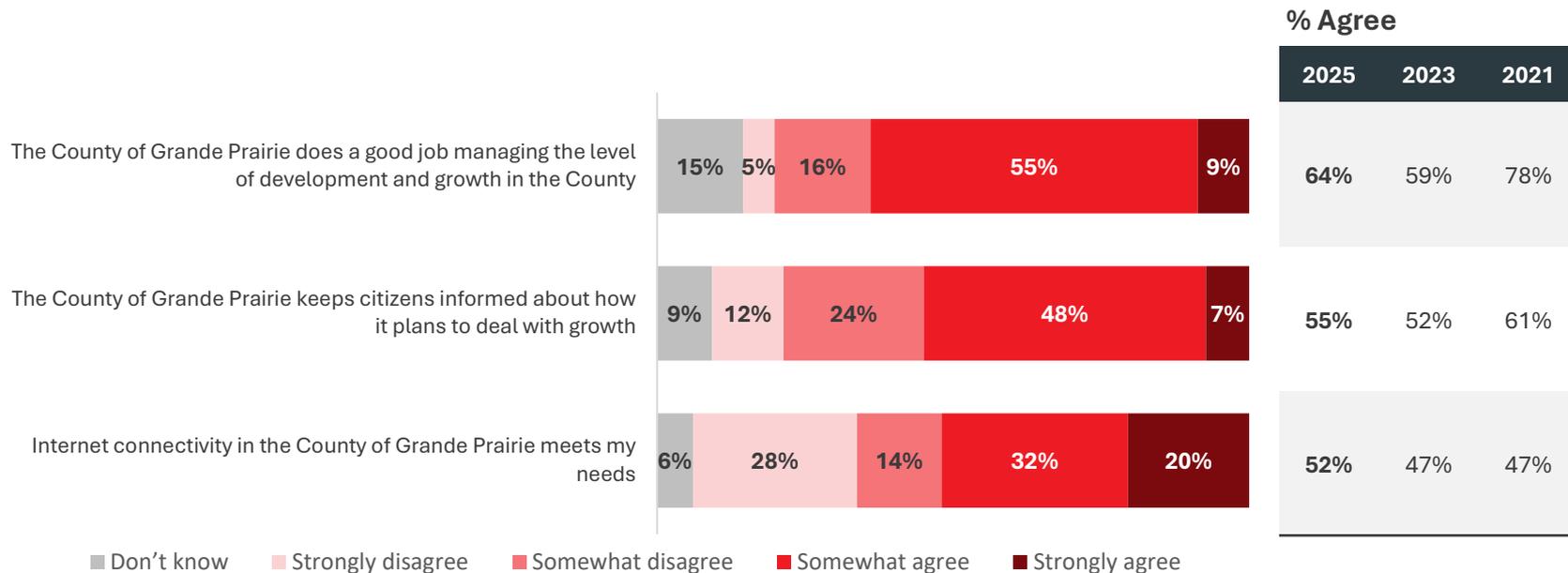
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DETAILED RESULTS

# Growth and Development

# Attitudes on Growth and Development

Consistent with 2023, a majority of residents feel the County does a good job managing growth and development, keeps citizens informed on growth plans, and internet connectivity meets their needs.



Q11. The following statements are about growth and development in the County of Grande Prairie. Please tell us whether you strongly agree, somewhat agree, somewhat disagree, strongly disagree for each statement  
 Base: County of Grande Prairie Residents (2025 n=594, 2023 n=566, 2021 n=320)



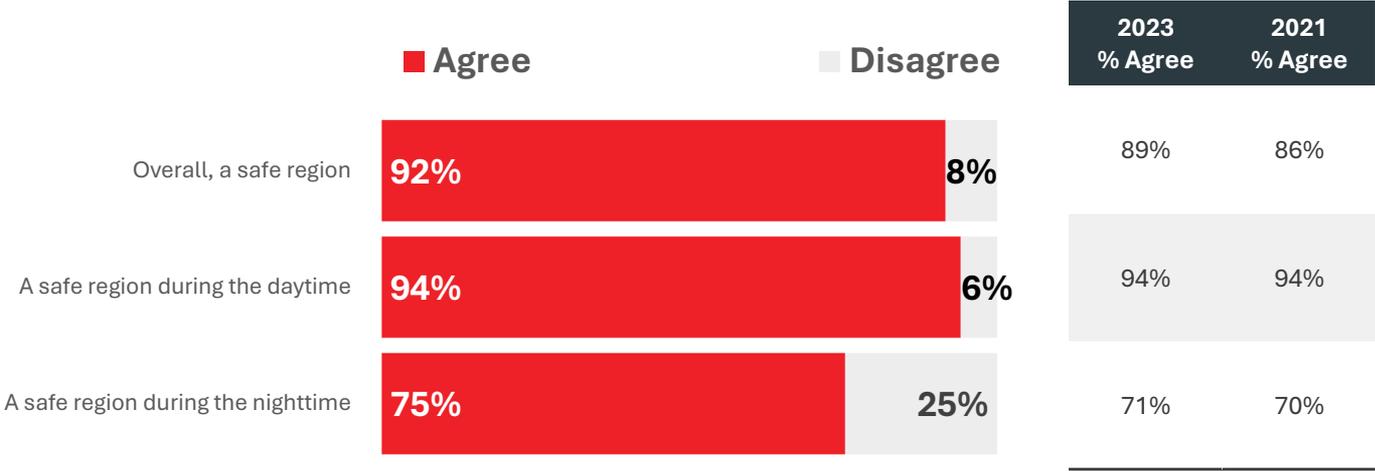
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DETAILED RESULTS

# Safety & Community

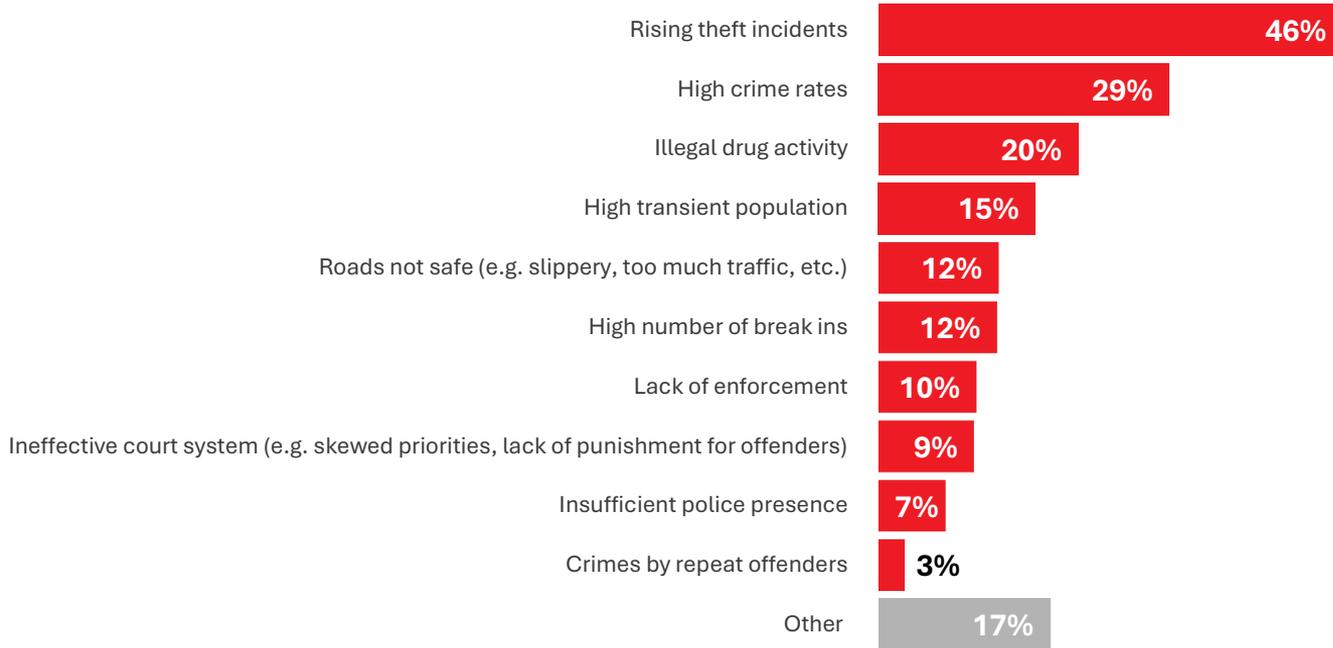
# Perceptions on Safety

Overall, County of Grande Prairie residents feel that the County is a safe region to live in, consistent with 2023.



# Reasons for Feeling Unsafe

Among the small number who do feel unsafe, it is largely because of rising theft incidents, followed by high crime rates.



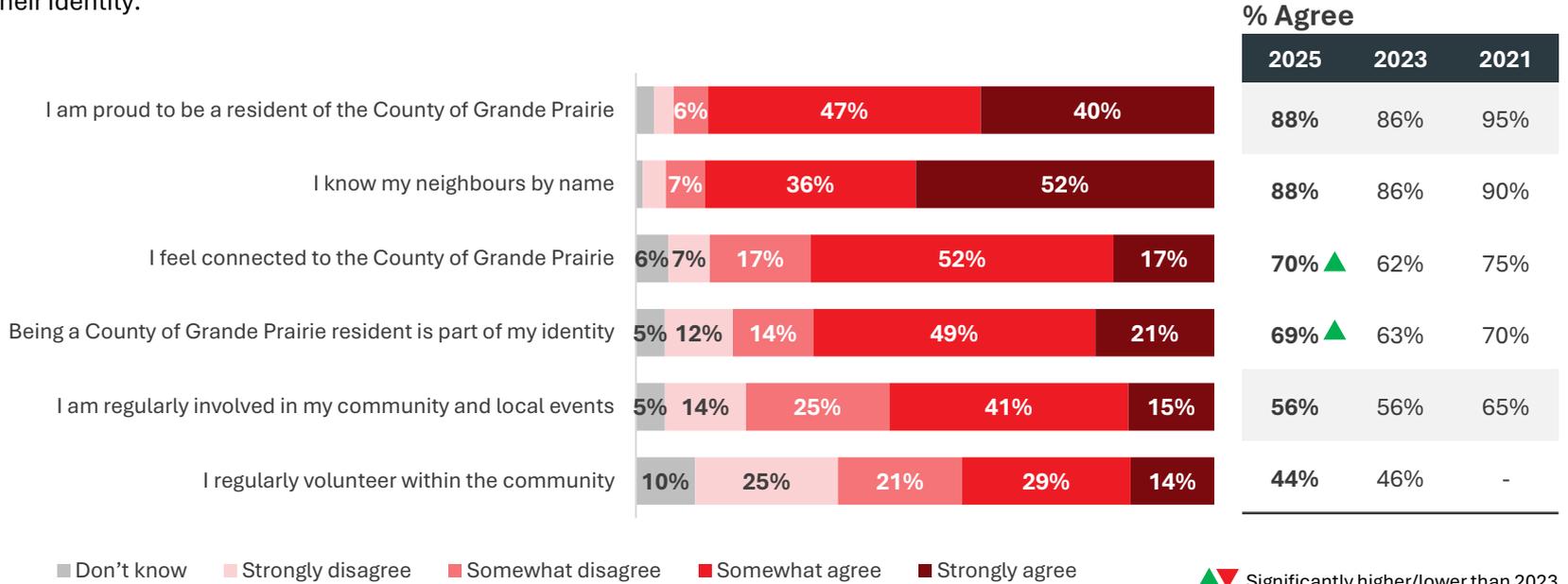
Q12a. For what reasons do you feel the County of Grande Prairie is not a safe place overall?

Base: County of Grande Prairie residents who feel that the County of Grande Prairie is not a safe place overall (2025 n=52)

Responses less than 3% not shown

# Sense of Community

County of Grande Prairie residents continue to be proud of living in the County, and a strong connection to community. Increasing from 2023, more residents are feeling connected, and that being a resident is part of their identity.



Q13. The following are statements that some people have made about the County of Grande Prairie. Please indicate whether you agree or disagree with each statement.

Base: County of Grande Prairie Residents (2025 n=594, 2023 n=566, 2021 n=320)  
 Responses 4% or less not labelled



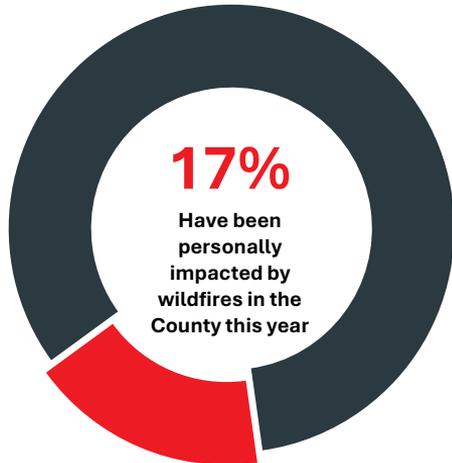
DETAILED RESULTS

# Wildfires

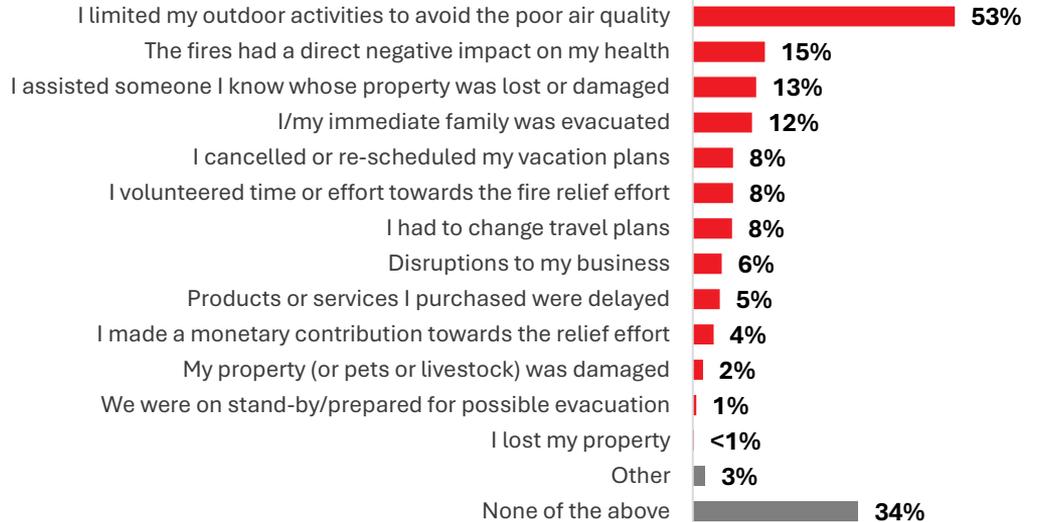
# Wildfire Impact

While only 17% of residents claim to have experienced personal impacts from wildfires in the past year, two-thirds (66%) report some impact overall. The primary impact was limiting outdoor activities to avoid poor air quality, followed distantly by wildfires having a direct negative impact on their health, knowing someone whose property was lost or damaged, or themselves or their family being evacuated.

## Wildfire Impact This Year



## Ways Wildfires Have Created an Impact

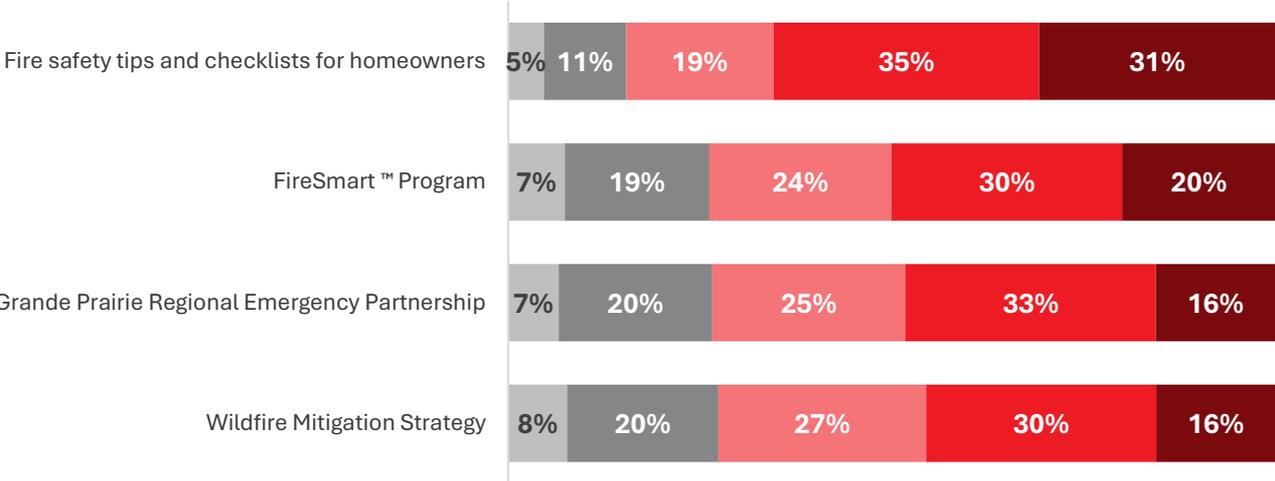


# Awareness of Wildfire Efforts

County of Grande Prairie residents have overall high awareness of wildfire efforts, with nearly three-quarters being aware of each program. Residents are most aware of fire safety tips and checklists for homeowners.

% Aware

2025
85%
74%
73%
73%

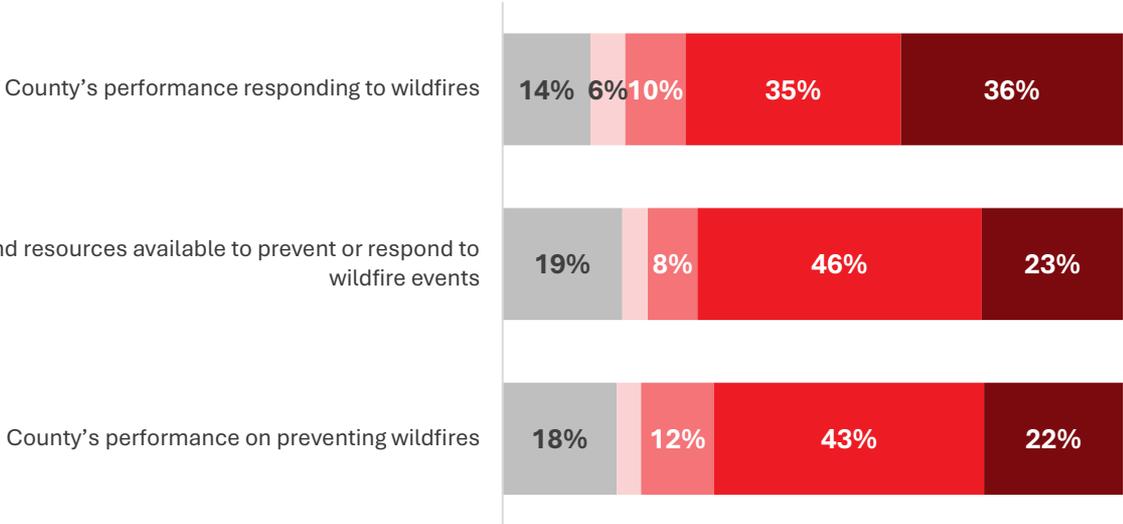
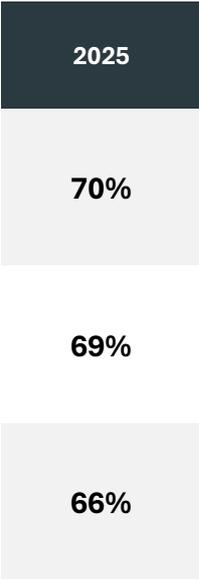


■ Don't know ■ Not aware at all ■ Aware, but not very familiar ■ Aware, and somewhat familiar ■ Aware, and very familiar

# Satisfaction with Wildfire Efforts

County of Grande Prairie residents are also satisfied with the County’s efforts on wildfire response and performance, with at least two thirds being satisfied which each area. Residents are slightly more satisfied with the County’s performance in responding to wildfires, over preventing them.

**% Satisfied**



■ Don't know   ■ Very dissatisfied   ■ Somewhat dissatisfied   ■ Somewhat satisfied   ■ Very satisfied



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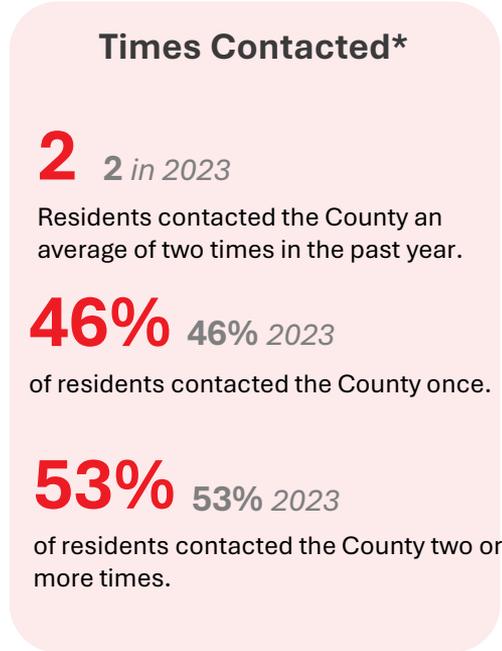
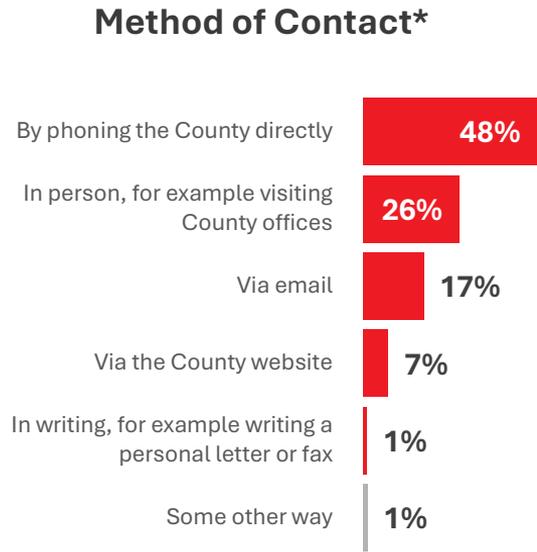
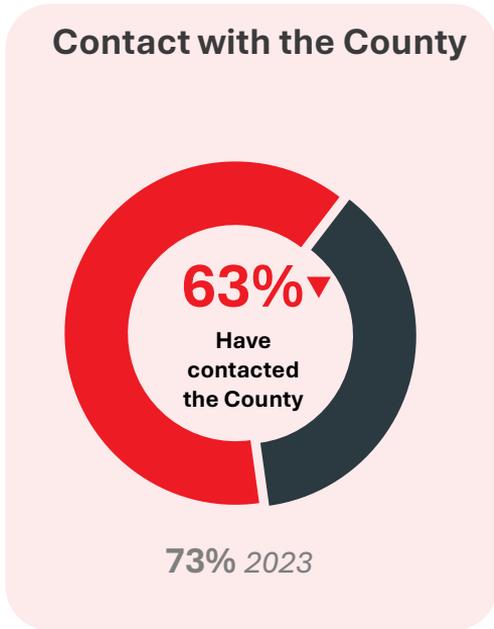
DETAILED RESULTS

# County Information and Customer Service

# Contact with the County

34% **Above Alberta Benchmark\*\***

Fewer County of Grande Prairie residents have contacted the County in 2025 than in 2023. However among those who have, metrics remain consistent – with residents contacting the County an average of two times, and over half having called more than once.



Q14. Have you contacted or dealt with the County of Grande Prairie or one of its employees in the last 12 months? Q15. When you contacted the County was it? Q15a. How many times have you contacted the County within the last 12-months?

Base: County of Grande Prairie Residents (2025 n=594, 2023 n=566)

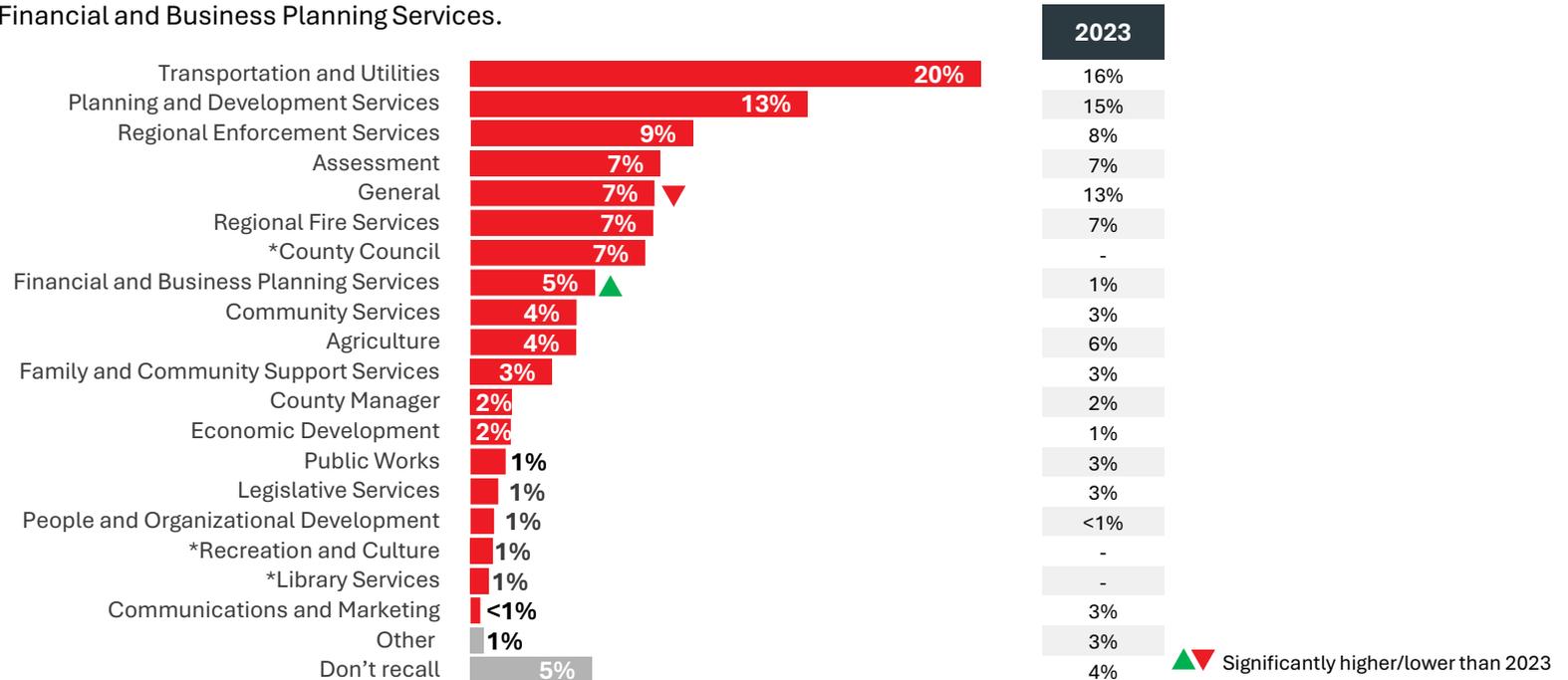
\*Base: County of Grande Prairie Residents who have contacted the County in the past 12 months (2025 n=386, 2023 n=408)

\*Responses less than 1% not shown \*\*January 2025 Alberta Omni benchmark

▲ ▼ Significantly higher/lower than 2023

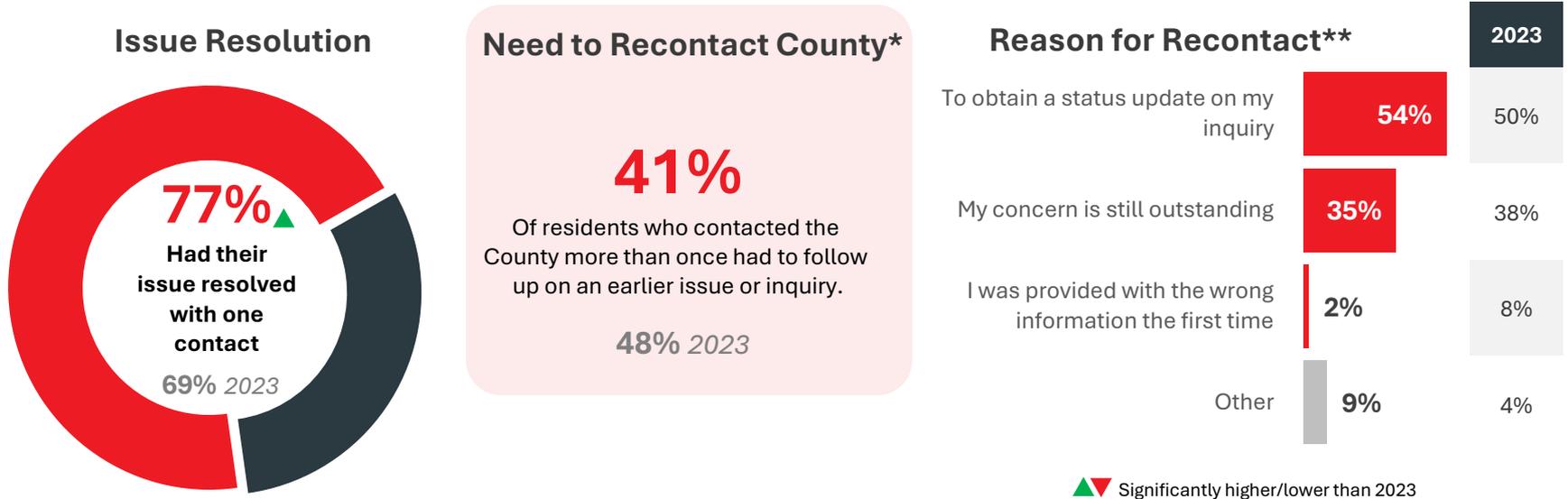
# Department Contacted

Transportation and Utilities and Planning and Development Services are the departments that have been contacted the most by County of Grande Prairie residents, since these are important issues to residents, it is unsurprising they are the most frequently contacted. While most departments contacted remains stable in 2025, fewer residents have contacted the General department, while more have contacted Financial and Business Planning Services.



# Multiple County Contacts

Residents who had their issue resolved with one contact has increased since 2023, with three quarters noting this first call resolution. Among those who did not have their issue resolved in one contact, 41% noted it was to follow up on an earlier issue or inquiry, primarily to obtain a status update.



Q17a. Thinking about your most recent contact with the County, was your inquiry resolved, or were you provided the information you needed with one contact with the County? Q17b. You said you contacted the County more than once. Thinking about your most recent contact, were you following up on an earlier issue or inquiry? Q17c. Tell us why you had to call back on the same issue.

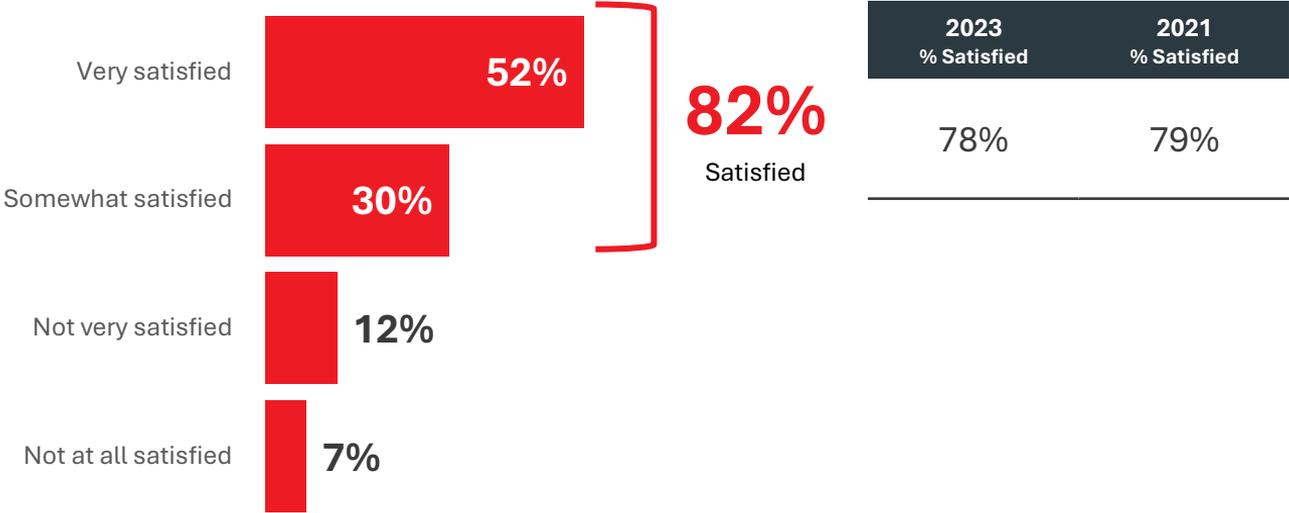
Base: County of Grande Prairie Residents who have contacted the County in the past 12 months (2025 n=386, 2023 n=408)

\*Base: County of Grande Prairie Residents who have contacted the County multiple times in the past 12 months (2025 n=209, 2023 n=224)

\*\*Base: County of Grande Prairie Residents who had to re-contact the County on a previous issue (2025 n=93, 2023 n=104)

# Customer Service Satisfaction

Consistent with 2023, overall customer service satisfaction among County of Grande Prairie residents is high.

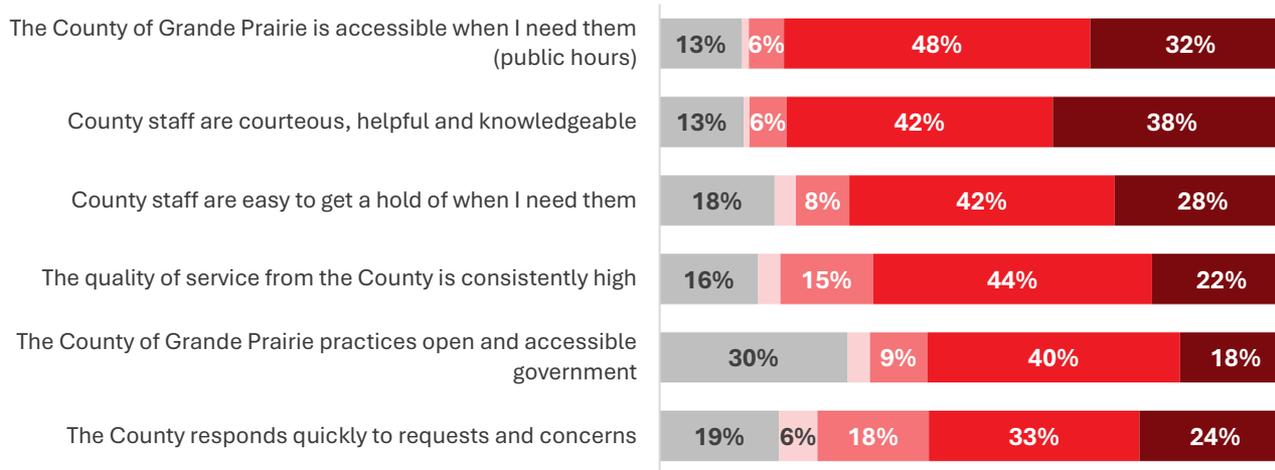


# Perceptions of Customer Service

Consistent with 2023, County of Grande Prairie residents find that the County is accessible when they need them, and staff are courteous, helpful and knowledgeable. However, County residents do want to see more information, openness and quicker follow-up.

## % Agree

	2025	2023	2021
The County of Grande Prairie is accessible when I need them (public hours)	80%	78%	-
County staff are courteous, helpful and knowledgeable	80%	78%	89%
County staff are easy to get a hold of when I need them	70%	68%	77%
The quality of service from the County is consistently high	66%	65%	76%
The County of Grande Prairie practices open and accessible government	58%	61%	83%
The County responds quickly to requests and concerns	57%	56%	70%



■ Don't know ■ Strongly disagree ■ Somewhat disagree ■ Somewhat agree ■ Strongly agree

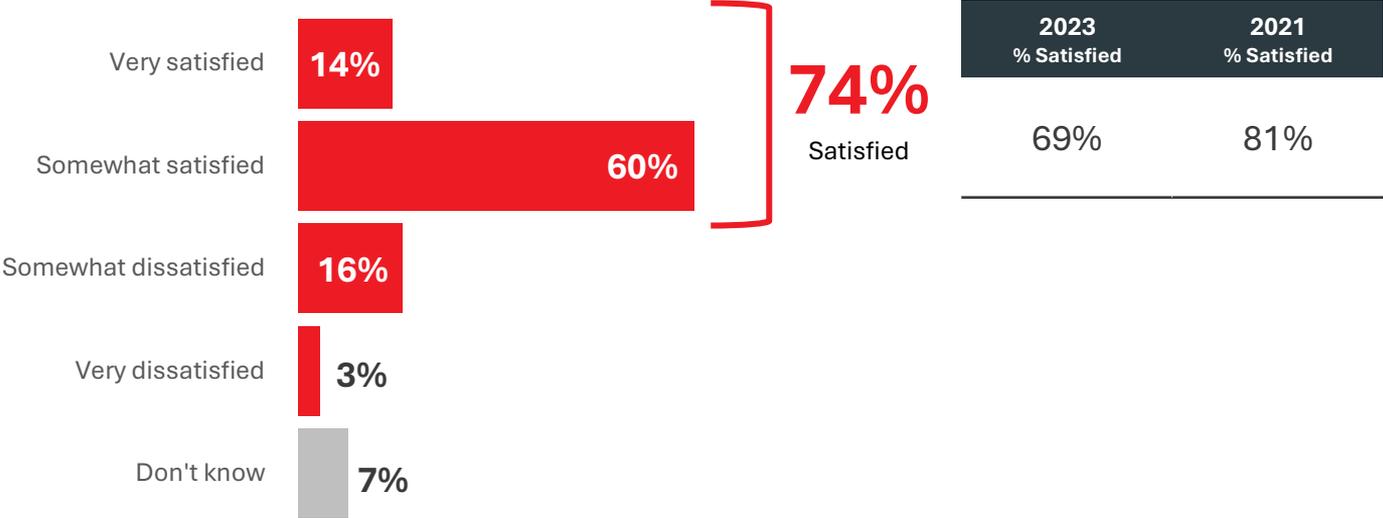
Q18. Thinking about your personal dealings with the County of Grande Prairie, your general impressions and anything you may have read, seen or heard, please tell us whether you agree or disagree with each of the following statements about the County?

Base: County of Grande Prairie Residents who have contacted the County in the past 12 months (2025 n=594, 2023 n=408, 2021 n=320)

Figures 3% or less not shown

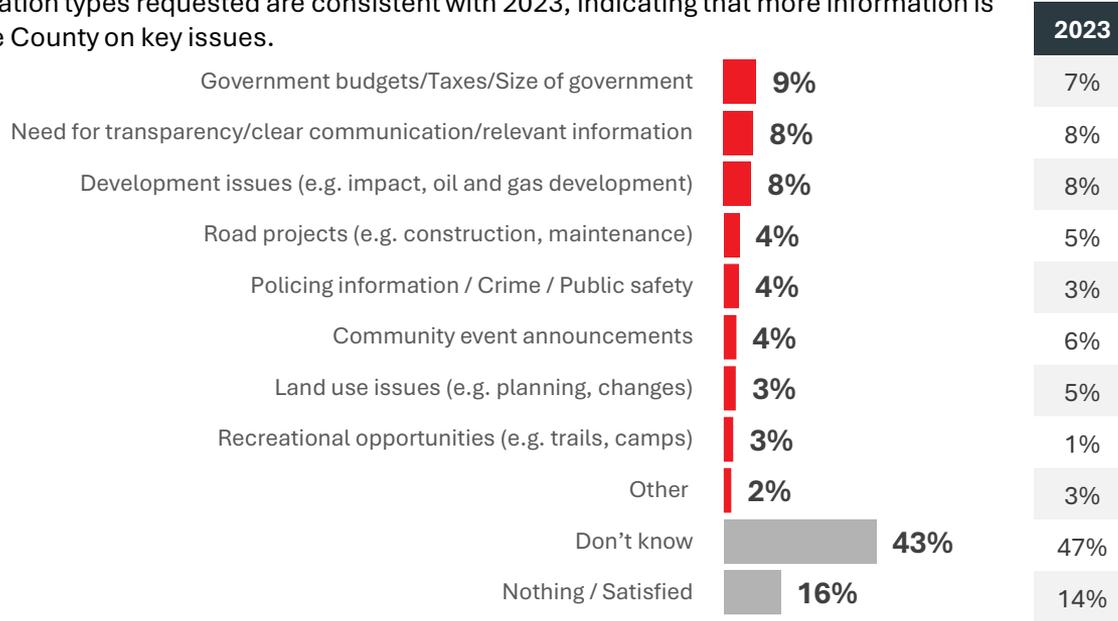
# Satisfaction with the Quality of Information

Nearly three quarters of residents are satisfied with the quality of information provided by the County.



# Community Information Needs

County of Grande Prairie residents want more information from the County. While the majority are unsure what specifically they want information on, others commonly note that more information on budget, development issues, and more transparency and clearer communication overall would be appreciated. Information types requested are consistent with 2023, indicating that more information is still desired from the County on key issues.



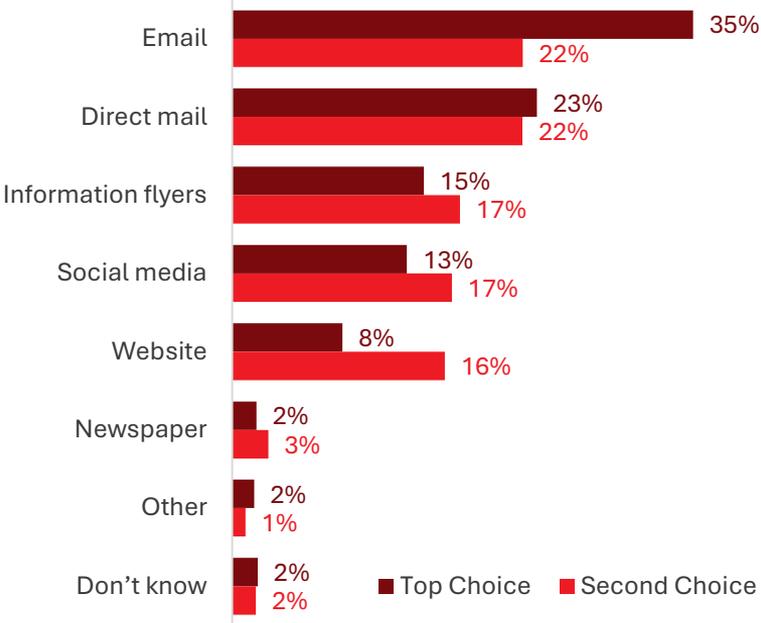
**Q19.** Thinking about your community information needs, what kinds of information do you want the County of Grande Prairie to provide you with?

Base: County of Grande Prairie Residents (2025 n=594, 2023 n=566)

Responses less than 3% not shown

# Information Source Preference

County of Grande Prairie residents have a preference of email and direct mail for information.



Q20. Thinking about your own preferences, how would you most like to receive information from the County?

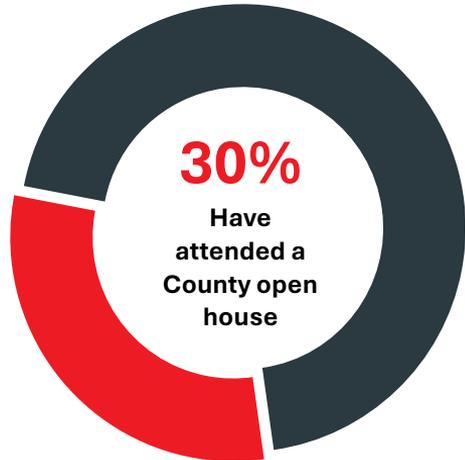
Q20a. And what would be your second choice to receive information from the County?

Base: County of Grande Prairie Residents (2025 n=579-594)

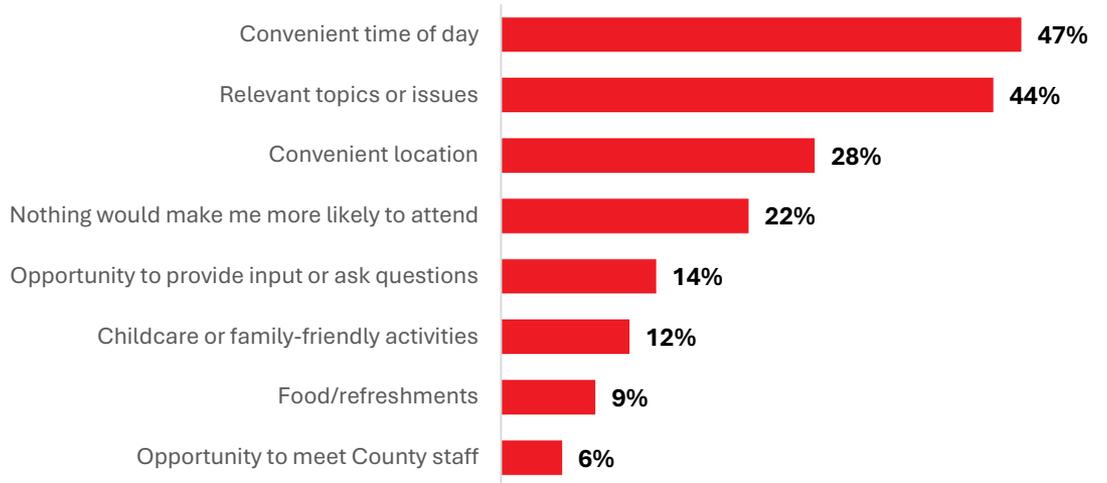
# County Open Houses

While 30% of County of Grande Prairie residents have attended an open house, offering them at more convenient times of day or focusing on relevant topics or issues may make them more appealing.

## Attended a County Open House



## Making County Open House Attendance More Likely\*



Q21. Have you attended a County open house?

Q22. What would make you more likely to attend a County Open House?

Base: County of Grande Prairie Residents (2025 n=594) and \*residents who have not attended a County open house (2025 n=389)  
New question 2025.

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REPORT

# Respondent Profile



# Respondent Profile

		Percent of Respondents (%) n=594
<b>Gender</b>		
Male		50%
Female		47%
<b>Age</b>		
25 to 34		23%
35 to 44		25%
45 to 64		35%
65+		16%
<b>Length of Residency</b>		
Less than 3 years		14%
3-10 years		26%
10+ years		60%
<b>Income</b>		
Under \$60K		8%
\$60K-\$120K		24%
Over \$120K		46%

# Respondent Profile

	Percent of Respondents (%) n=594
<b>Equity Deserving</b>	
Racialized / visible minority	6%
Person with disabilities	5%
Indigenous	3%
New to Canada	<1%
LGBTQ2S+	1%
Other	3%
None of these	74%
I prefer not to answer	9%
<b>Marital Status</b>	
Single	5%
Married/living common-law	81%
Divorced	2%
Separated	2%
Widowed	4%
I prefer not to answer	5%

# Respondent Profile

	Percent of Respondents (%) n=594
<b>Number of People in Household</b>	
One person	7%
2	37%
3	16%
4	16%
5+ (NET)	16%
Prefer not to answer	8%
<b>Children in Household</b>	
n=540	
Yes: 12 years of age and older only	10%
Yes: 12 years of age and older and younger than 12 years old	9%
Yes: younger than 12 years old only	26%
No children under 18 years old at all in the household	50%
Prefer not to answer	5%
<b>Tax Responsibility</b>	
Primarily responsible	52%
Jointly responsible	46%
Neither	2%

# Respondent Profile

	Percent of Respondents (%) n=594
<b>Own vs. Rent</b>	
Own	98%
Rent	<1%
Prefer not to answer	2%
<b>Property Ownership</b>	
Residential property to rent out	7%
Commercial property	2%
Other non-residential property (e.g., industrial)	4%
None of the above	84%
Prefer not to answer	5%
<b>Residence Type</b>	
House	88%
Duplex	2%
Four-plex	<1%
Apartment/Condo	<1%
Townhouse	1%
Other	8%

# Respondent Profile

	Percent of Respondents (%) n=594
<b>Education</b>	
Elementary (7 years or less)	1%
High school, general or vocational (8 to 12 years)	18%
College	40%
University certificates and diplomas	7%
University Bachelor	21%
University Master's degree	5%
University Doctorate (PhD)	1%
I prefer not to answer	7%
<b>Employment</b>	
Working full time	64%
Working part time	7%
A student	<1%
Not working outside the home	6%
Retired	18%
I prefer not to answer	4%

# Respondent Profile

	Percent of Respondents (%) n=594
<b>Occupation</b>	
Office worker (Cashier, office clerk, accounting clerk, secretary, etc.)	6%
Personnel specialized in sales (Insurance agent, sales person, etc.)	3%
Personnel specialized in services (Security agent, taxi driver, etc.)	1%
Manual worker (Farmer, packer, unskilled worker, miner, etc.)	6%
Skilled, semi-skilled worker (Bricklayer, truck driver, electrician, etc.)	16%
Science and technologies worker (Computer operator, programmer, etc.)	3%
Professional (Archeologist, architect, artist, lawyer, banker, etc.)	18%
Manager / administrator/owner (Director, editor, entrepreneur, etc.)	15%
Homemaker	3%
Retired (Pre-retired or private means)	17%
Unemployed (Unemployment, welfare)	1%
Other	3%
I prefer not to answer	7%
<b>Business Owner</b>	
Yes	15%
No	79%
Prefer not to answer	5%

# Respondent Profile

	Percent of Respondents (%) n=594
<b>Region</b>	
Bad Heart	6%
Beaverlodge	4%
Bezanson	5%
Outside of City of Grande Prairie limits	18%
Clairmont	<1%
Demmitt	2%
Elmworth	1%
Goodfare	<1%
Huallen	2%
Hythe	<1%
Kleskun Hill/Kleskun Lake	4%
La Glace	<1%
Lymburn	6%
Rio Grande	<1%
Saskatoon Lake	<1%

	Percent of Respondents (%) n=594
<b>Region</b>	
Sexsmith	8%
Teepee Creek	4%
Valhalla Centre	1%
Webster	2%
Wedgewood	2%
Wembley	5%
Dimsdale	2%
Carriage Lane	3%
Dunes West	2%
Flyingshot Lake	<1%
Maple Ridge Estates	2%
Silverpointe Estates	1%
Triple L Mobile Home Park	1%
Westlake Village	1%
Whispering Ridge	7%
Other	14%

## Our services

### Leger

Marketing research and polling

### Customer Experience (CX)

Strategic and operational customer experience consulting services

### Leger Analytics (LEA)

Data modelling and analysis

### Leger Opinion (LEO)

Panel management

### Leger Communities

Online community management

### Leger Digital

Digital strategy and user experience

### International Research

Worldwide Independent Network (WIN)

300  
employees

185  
consultants

8  
offices

MONTRÉAL | QUÉBEC |  
TORONTO | WINNIPEG  
EDMONTON | CALGARY |  
VANCOUVER | NEW YORK

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