

# County of Grande Prairie 2014 Citizen Research Results Final Report





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- ◆ Telephone survey conducted with a randomly selected sample of 350 County of Grande Prairie Residents aged 18 years and older between October 23<sup>rd</sup> and November 19<sup>th</sup>, 2014.
  - The average interview length was 18 minutes.
- ◆ Final data were weighted to ensure the overall sample's quadrant, ward and age/gender composition reflects that of the actual population aged 18 or older according to recent census data.
- ◆ The margin of error for the total sample of 800 is  $\pm 5.2$  percentage points, 19 times out of 20.

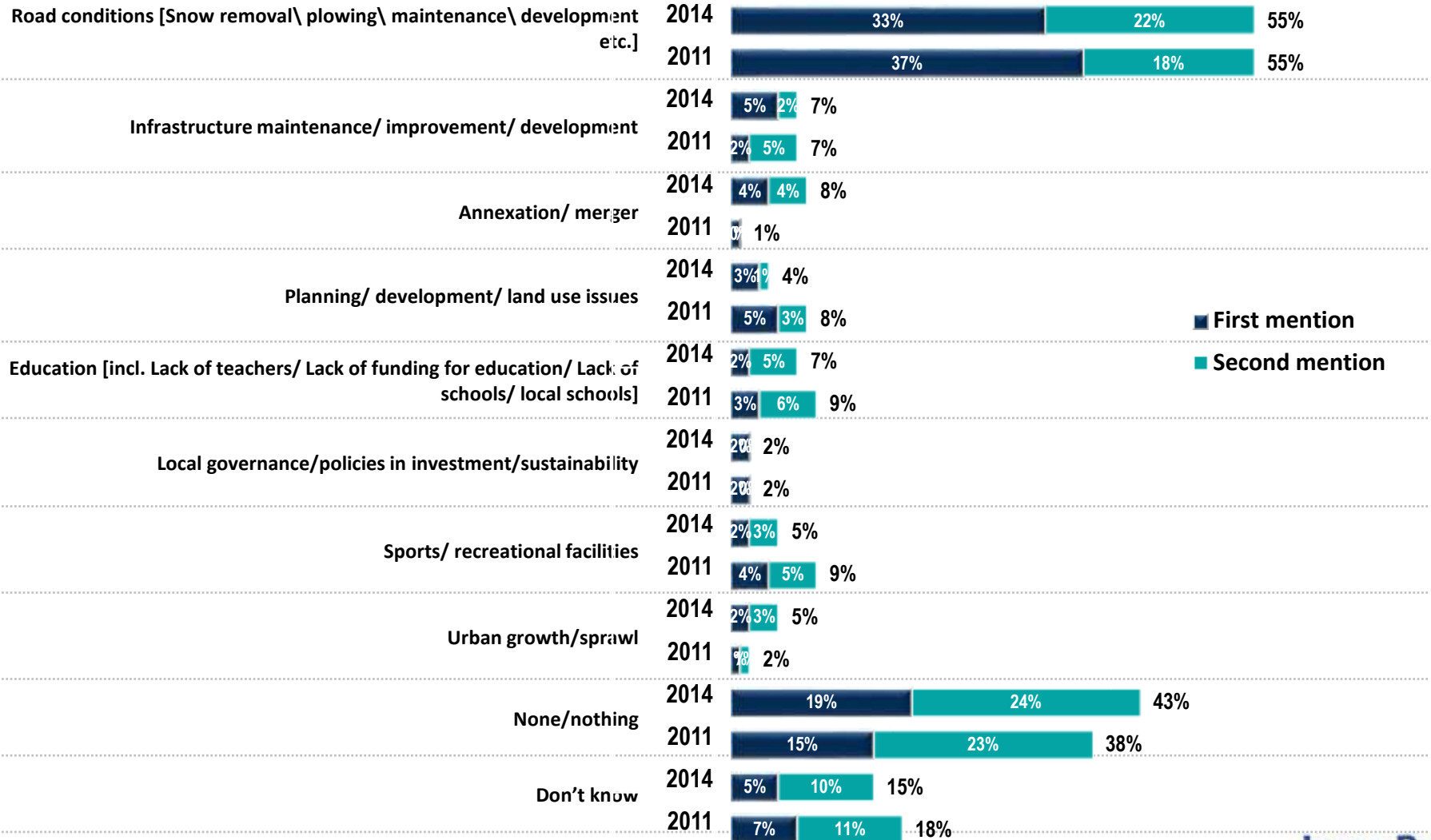
# Detailed Findings

# Issue Agenda



# Road conditions and infrastructure/improvement/development continue to top the issue agenda. Annexation/merger is new in 2014.

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



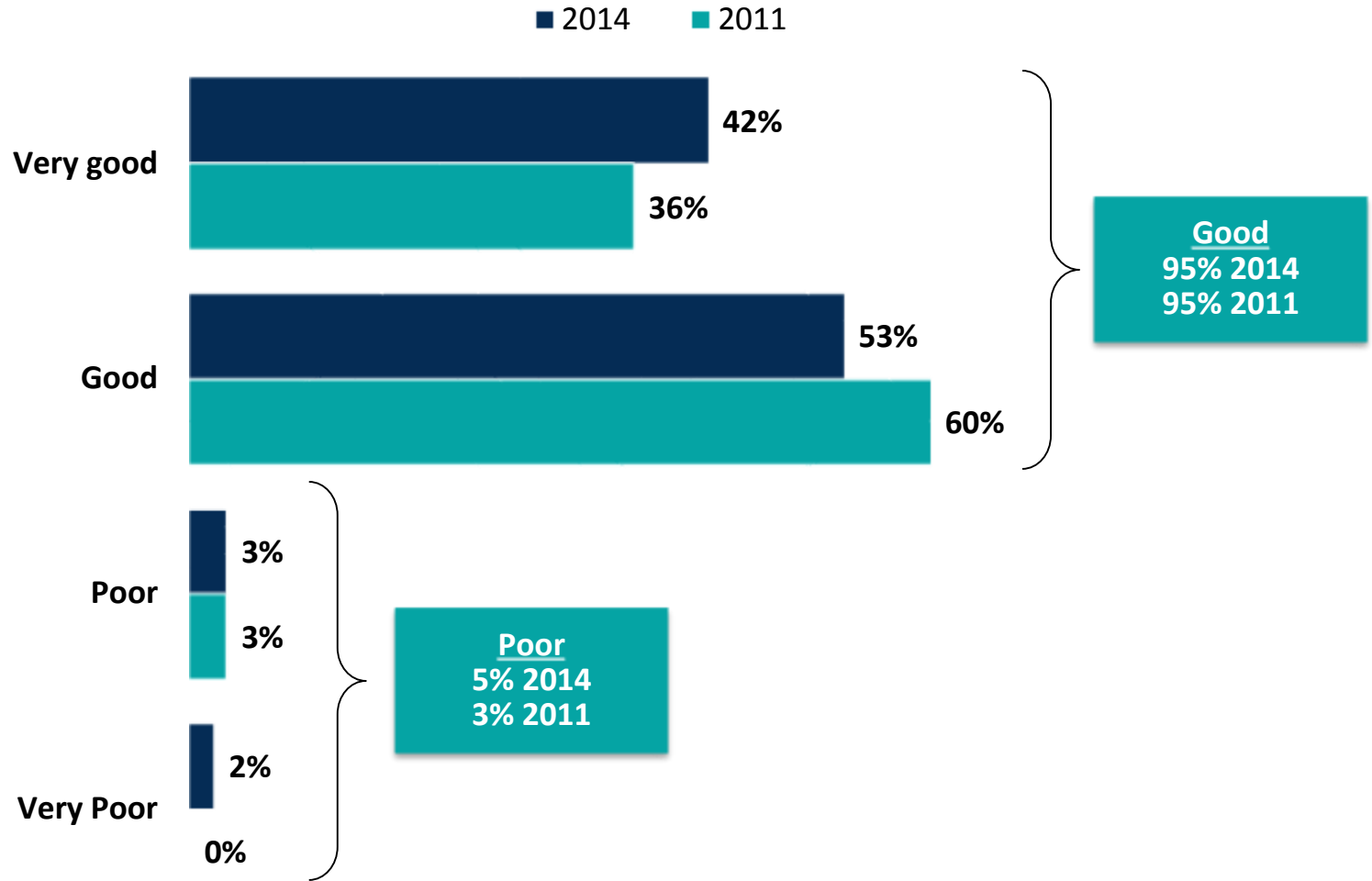
■ First mention  
■ Second mention

# Quality of Life



# A strong majority of citizens say the overall quality of life in the County is good, on par with 2011.

Q2. How would you rate the overall quality of life in the County of Grande Prairie today? Would you say it is?



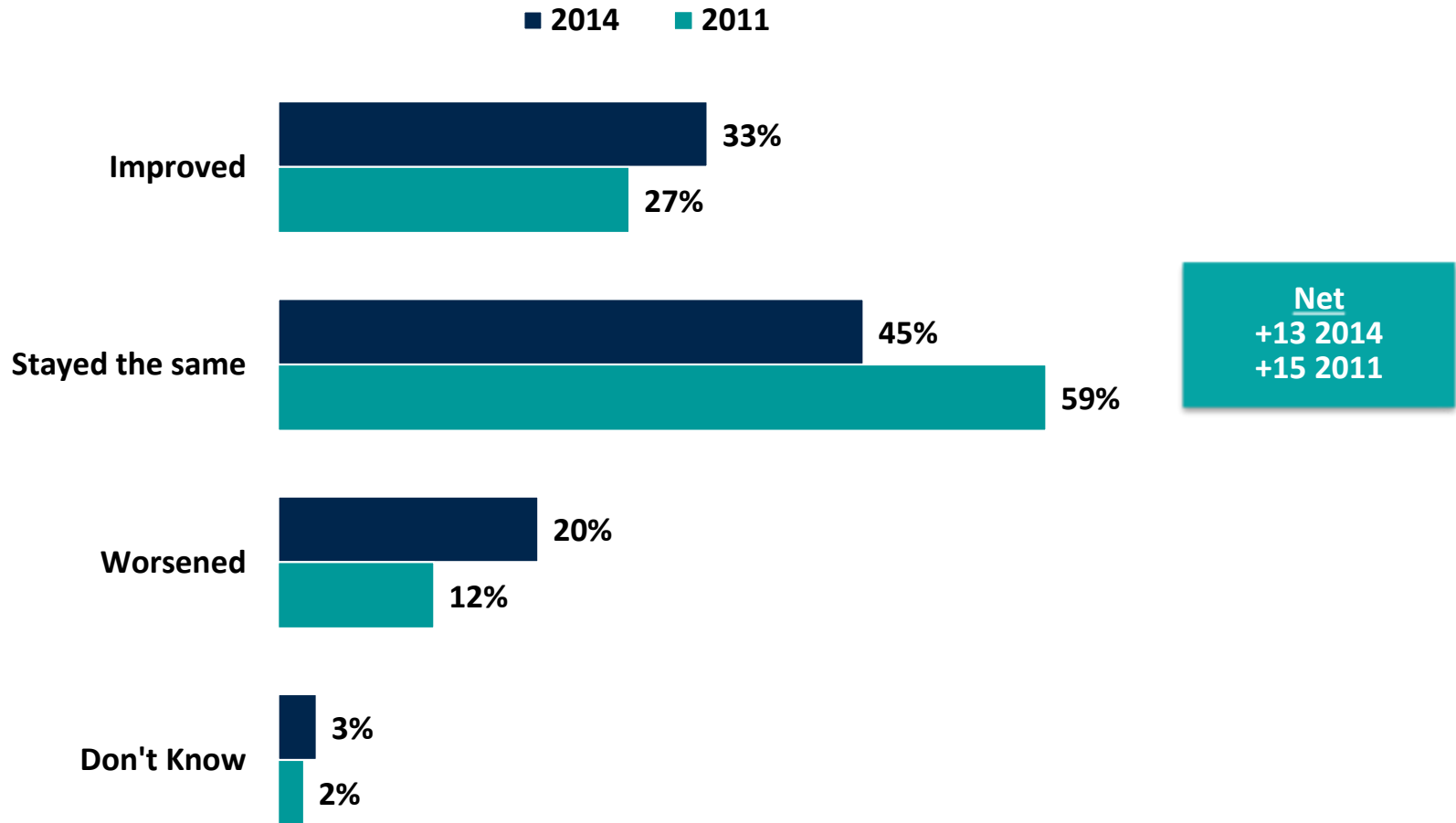
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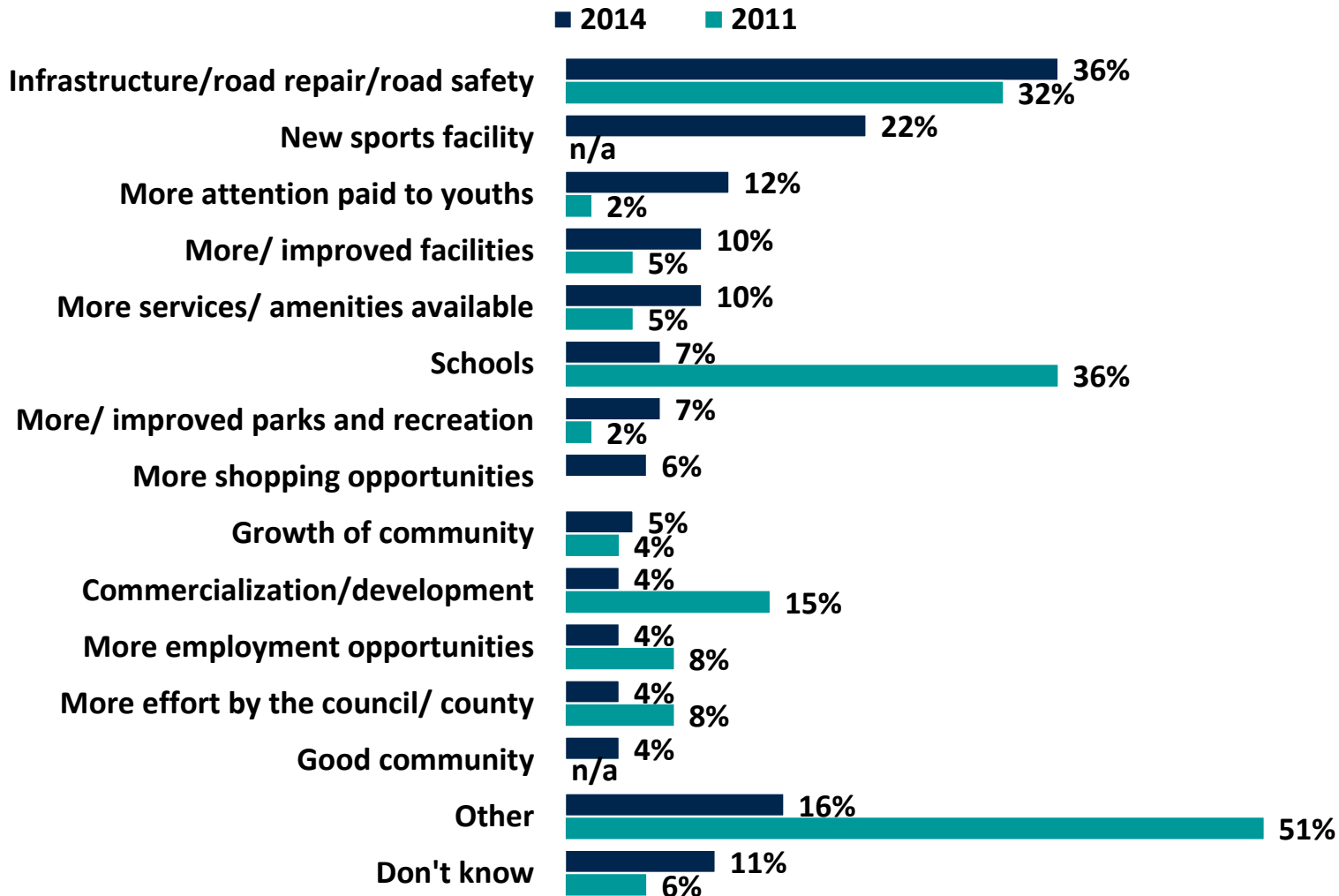
# While close to half of residents say that quality of life in the County has remained the same, significantly more residents provide a worsened rating in 2014.

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



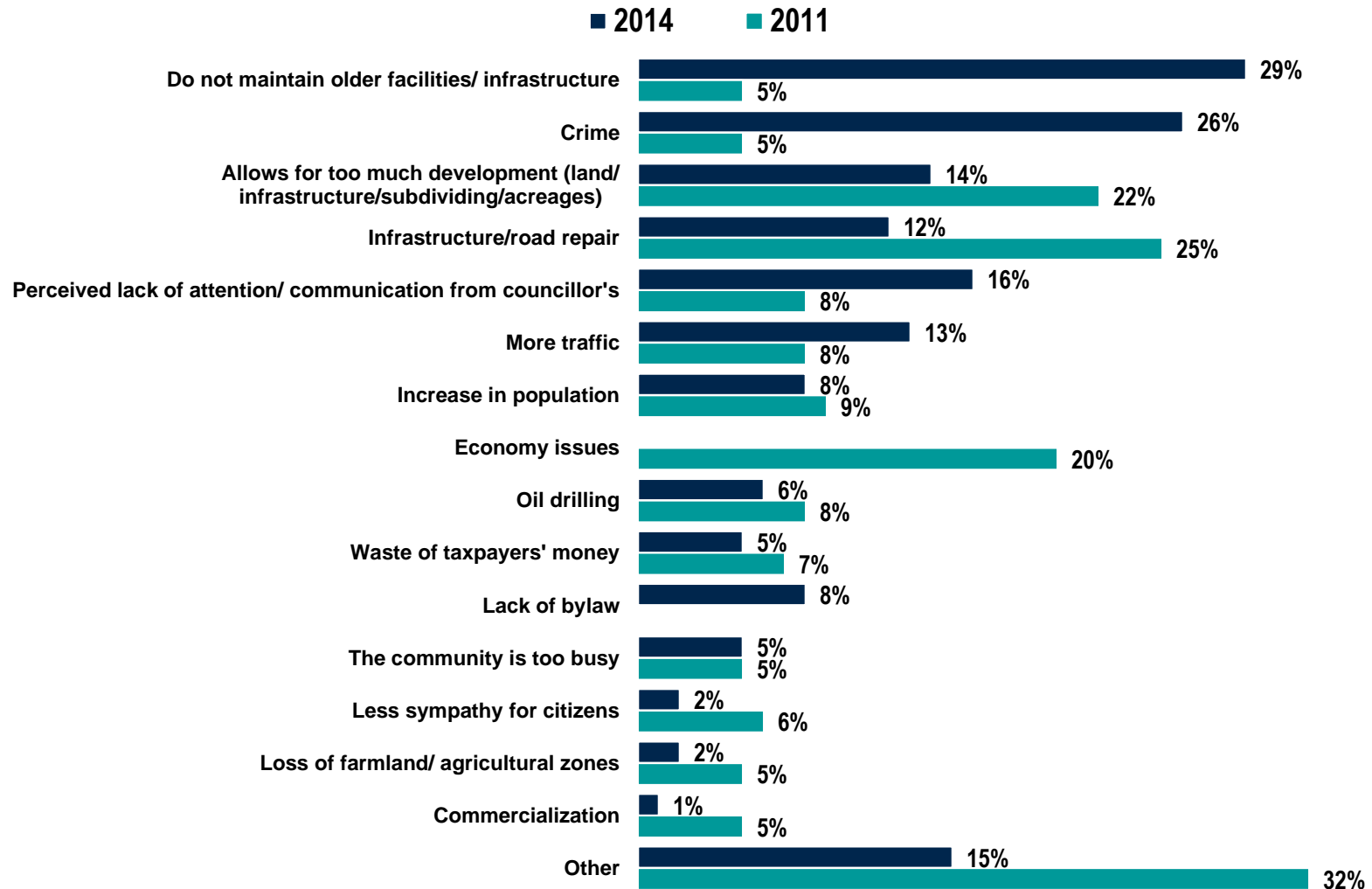
# Infrastructure, a new sports facility, and increased attention being paid to youth, are driving perceptions among those who say quality of life has improved.

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



# Concerns about the maintenance of older facilities/infrastructure and crime are driving perceptions among those who say quality of life has worsened.

Q5. Why do you think the quality of life has worsened?



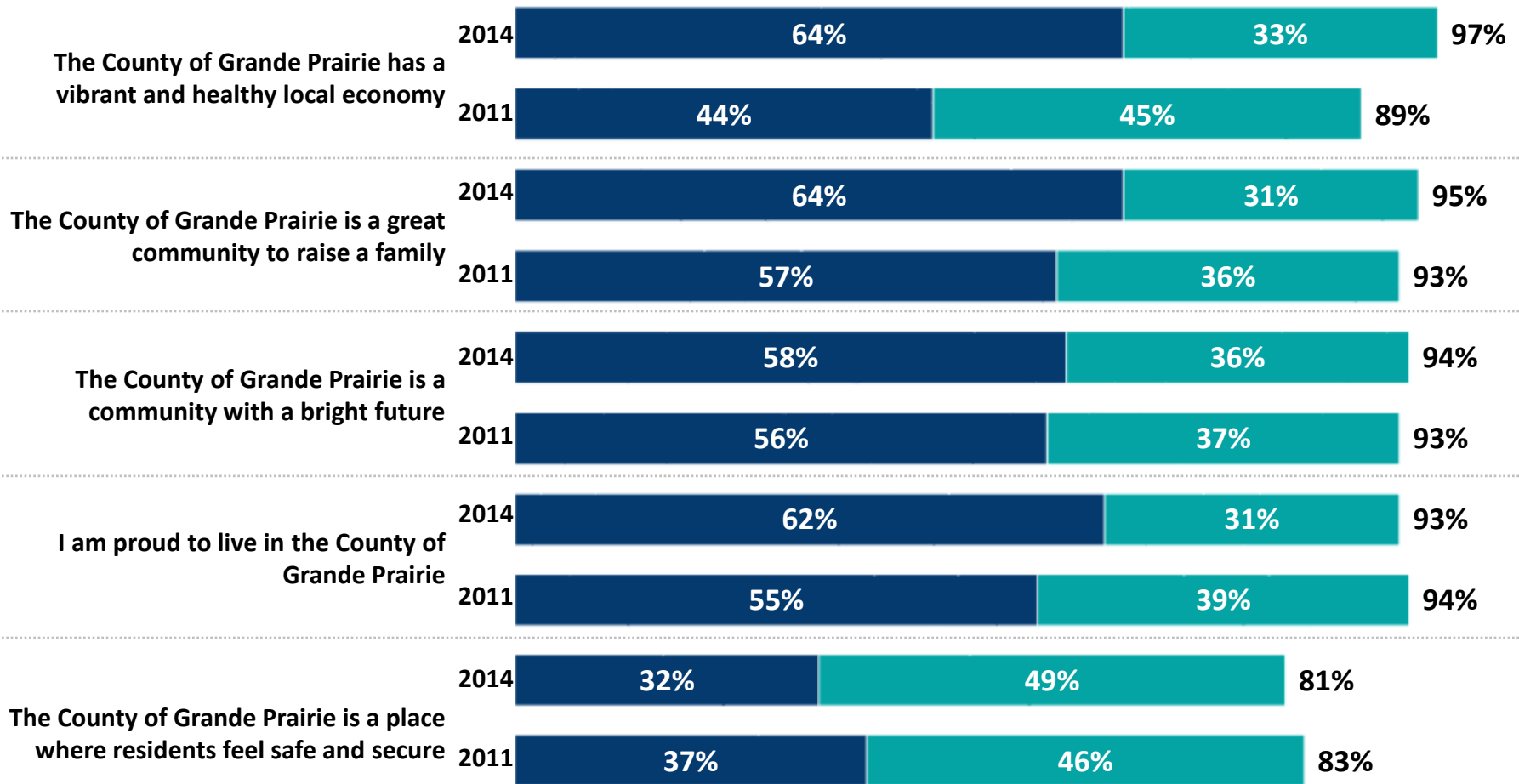
“\*” denotes rounding



# Citizens continue to express positive views about life in the County, with strong majorities agreeing that it has a strong economy, has a bright future, and is a great community to raise a family.

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

■ Strongly Agree ■ Somewhat Agree



“\*\*” denotes rounding



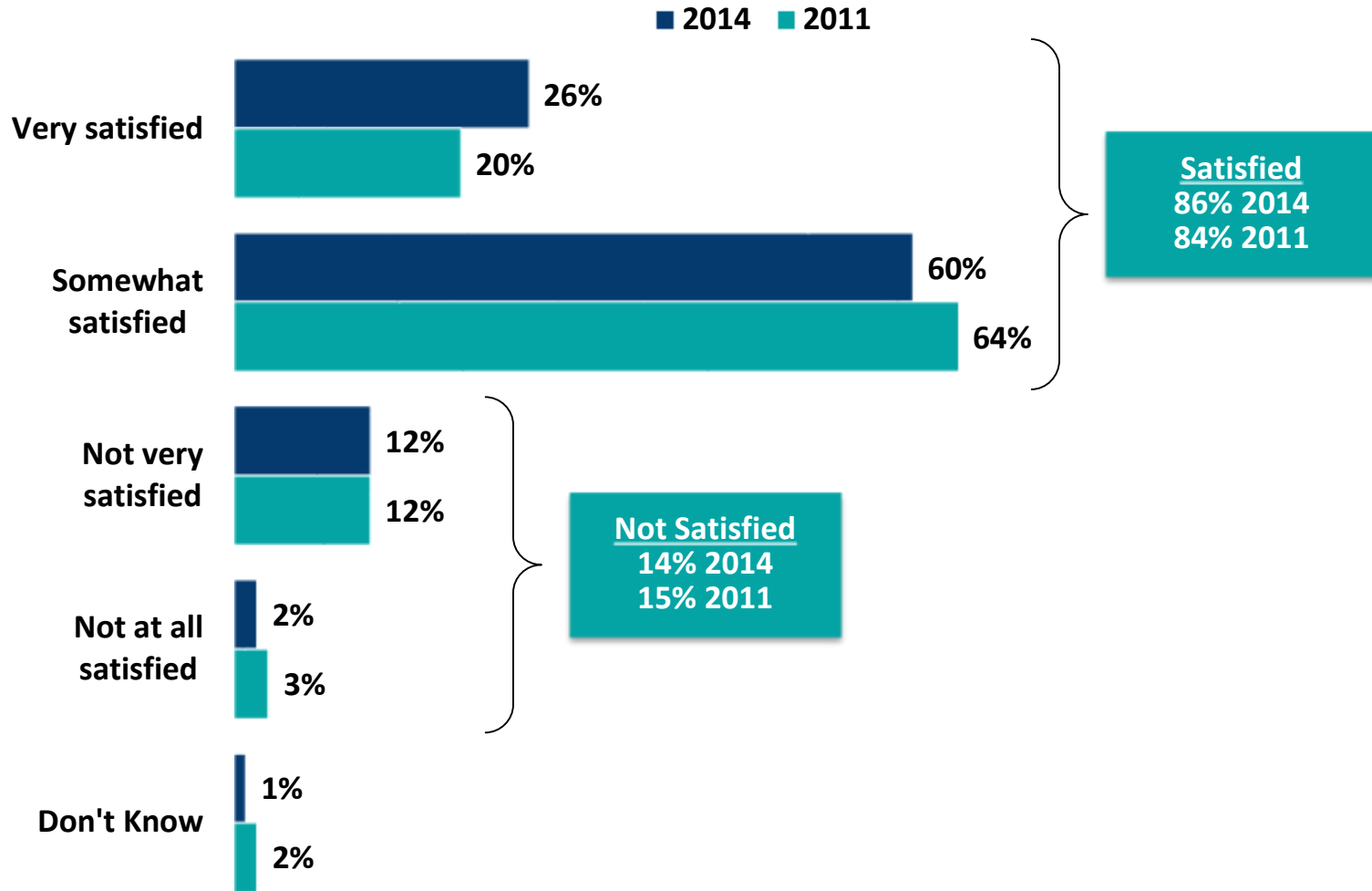
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# County Performance

Satisfaction and Importance of Programs & Services

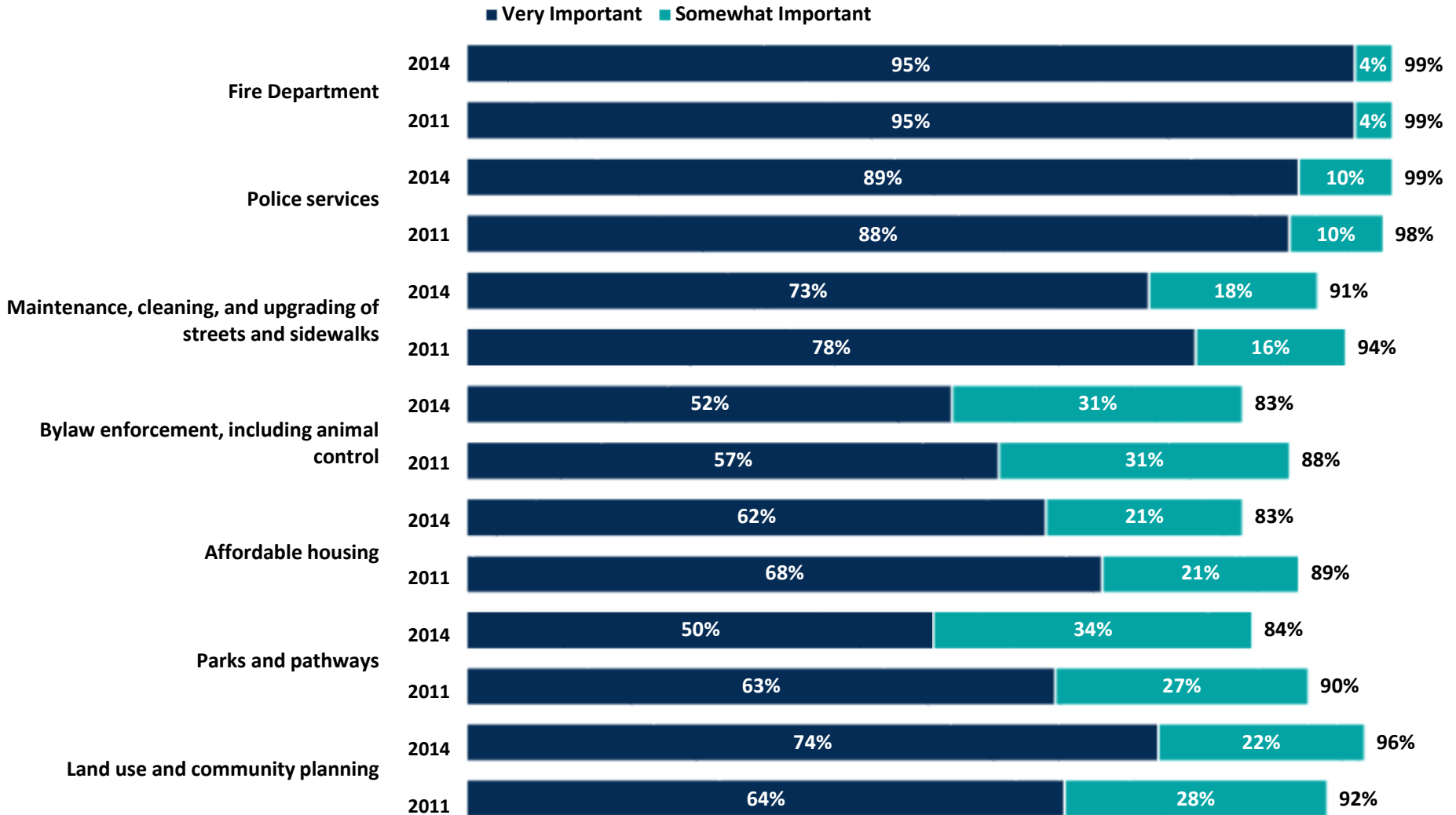
# A majority of residents are satisfied with the overall level and quality of services & programs provided by the County, on par with 2011

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



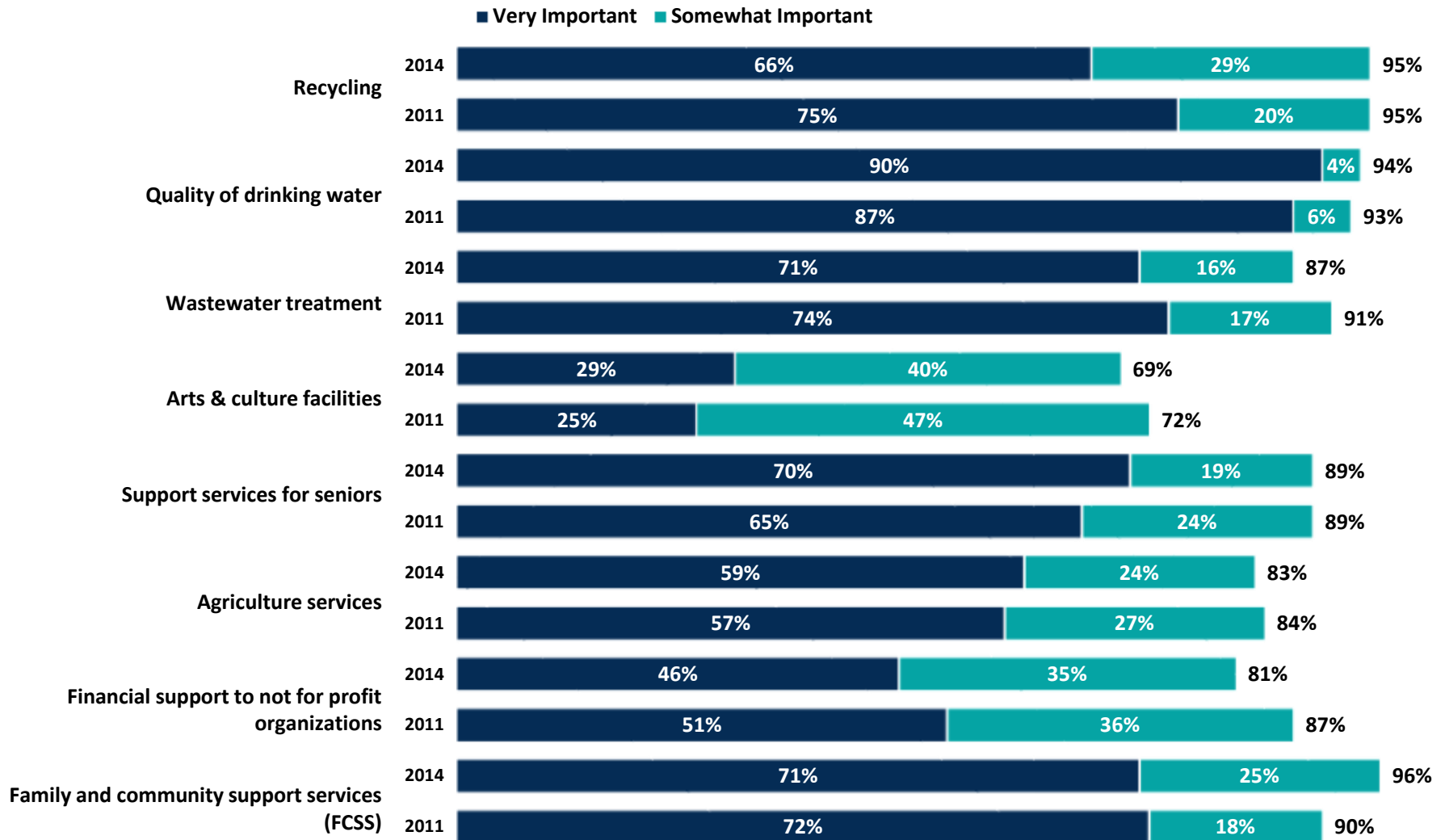
# Virtually all County services are deemed continue to be seen as important.

Q9. Please tell me how important the services and programs provided by the County of Grande Prairie are to you.



# Virtually all County services are deemed continue to be seen as important.

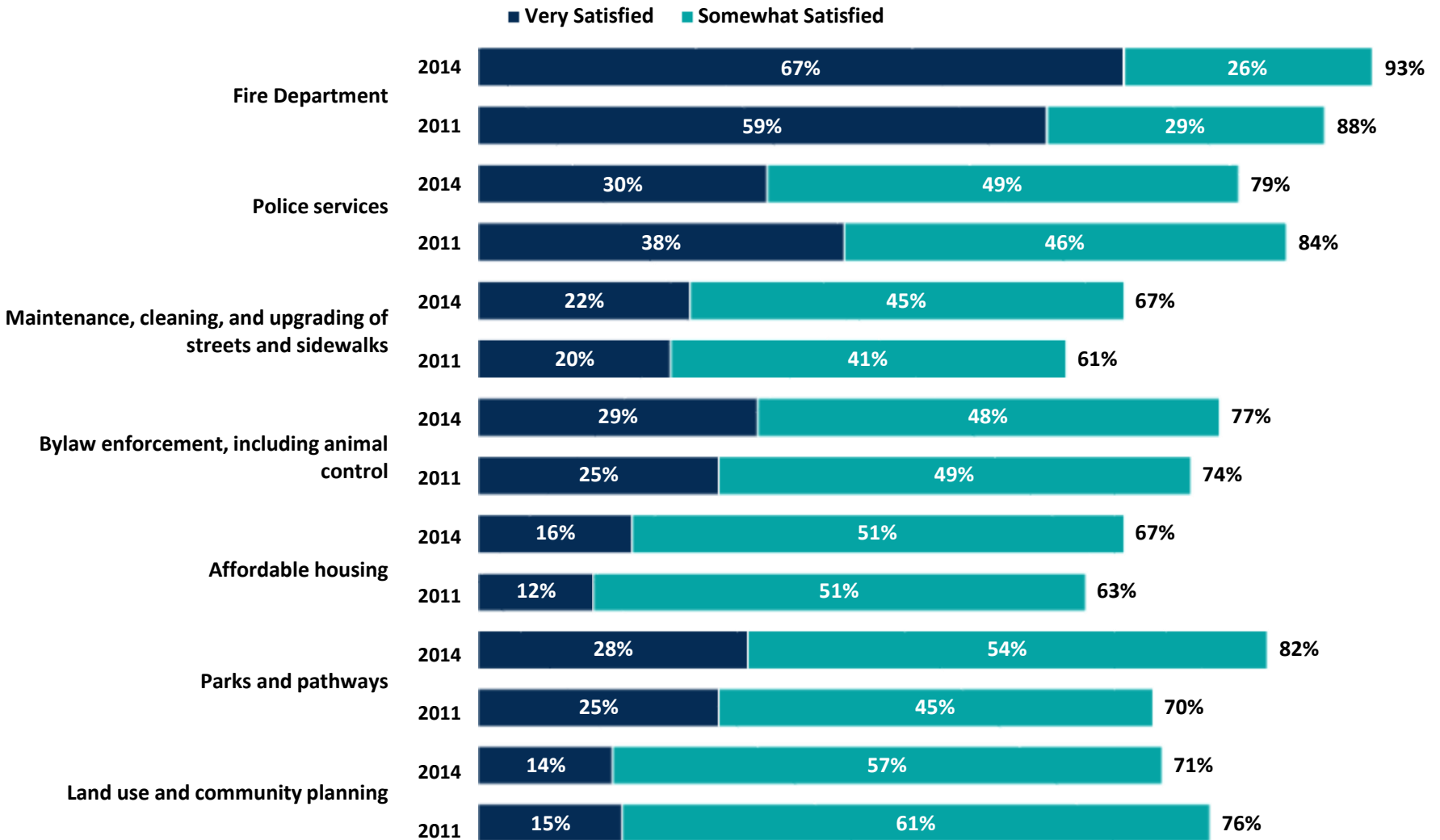
Q9. Please tell me how important the services and programs provided by the County of Grande Prairie are to you.





# Overall satisfaction with the majority of County programs and services continues to be strong, with significant increases noted for parks and pathways, and recycling.

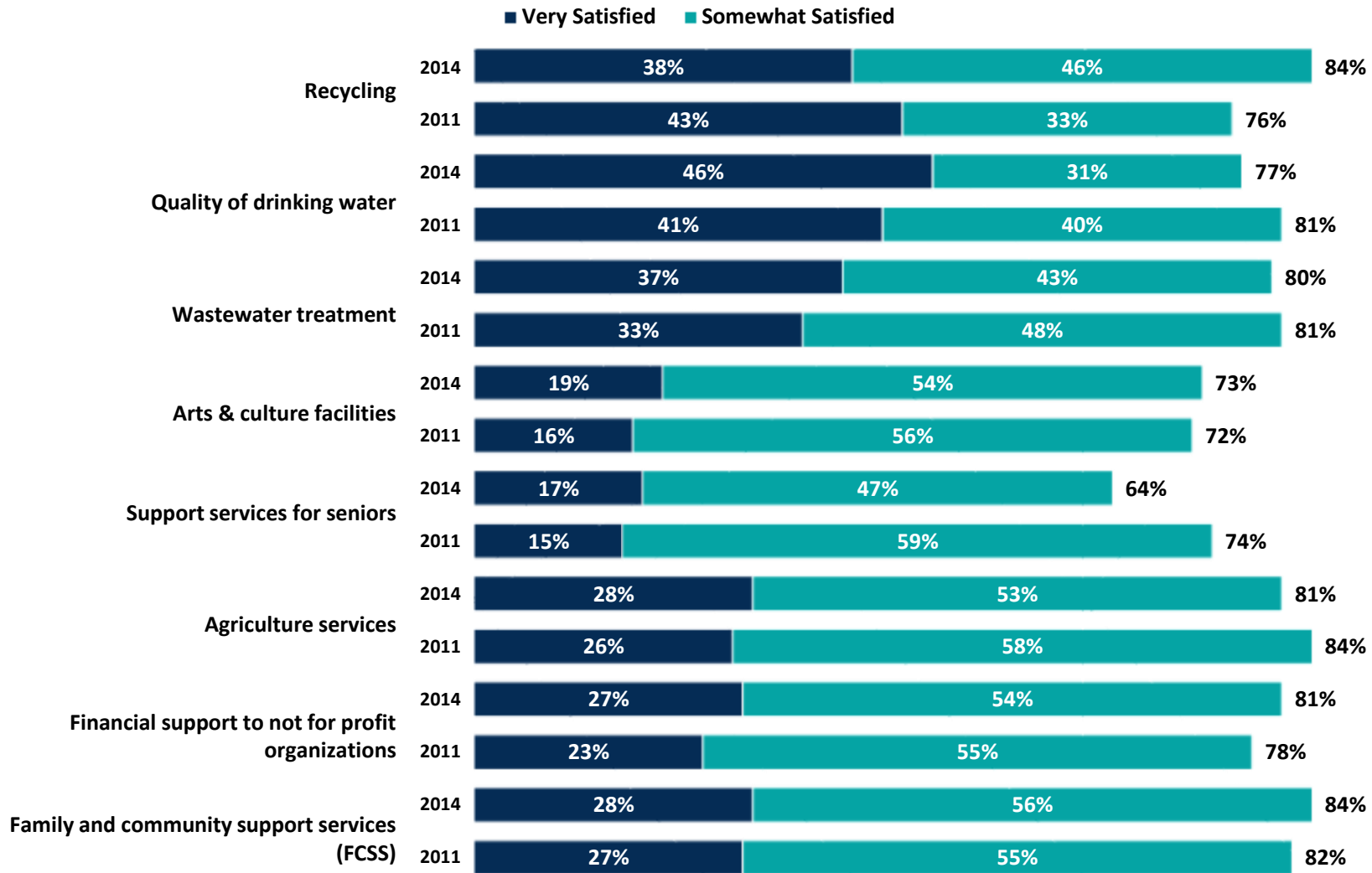
Q9a\_1. And how satisfied are you with the job the County is doing in providing this program or service?





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Q9a\_1. And how satisfied are you with the job the County is doing in providing this program or service?



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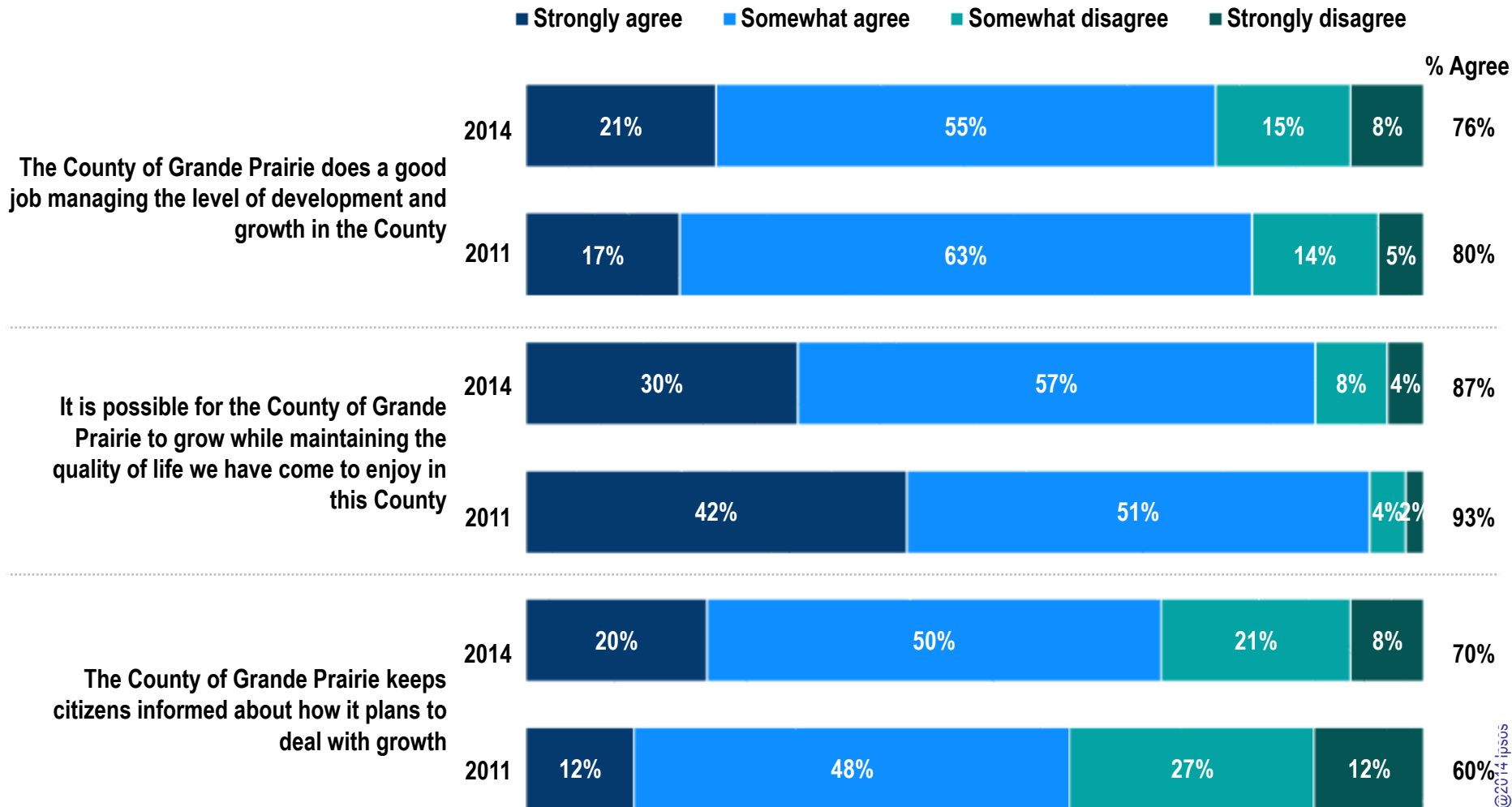
# A Growing County

Perceptions related to Growth and Development



# Perceptions about growth management continue to be strong, with a significant 10 percentage point increase in perceptions about County growth-related communications.

Q30. I'm going to read you a few statements about growth and development in the County of Grande Prairie. Please tell me whether you agree or disagree with each. The first one is...?



“\*\*” denotes rounding



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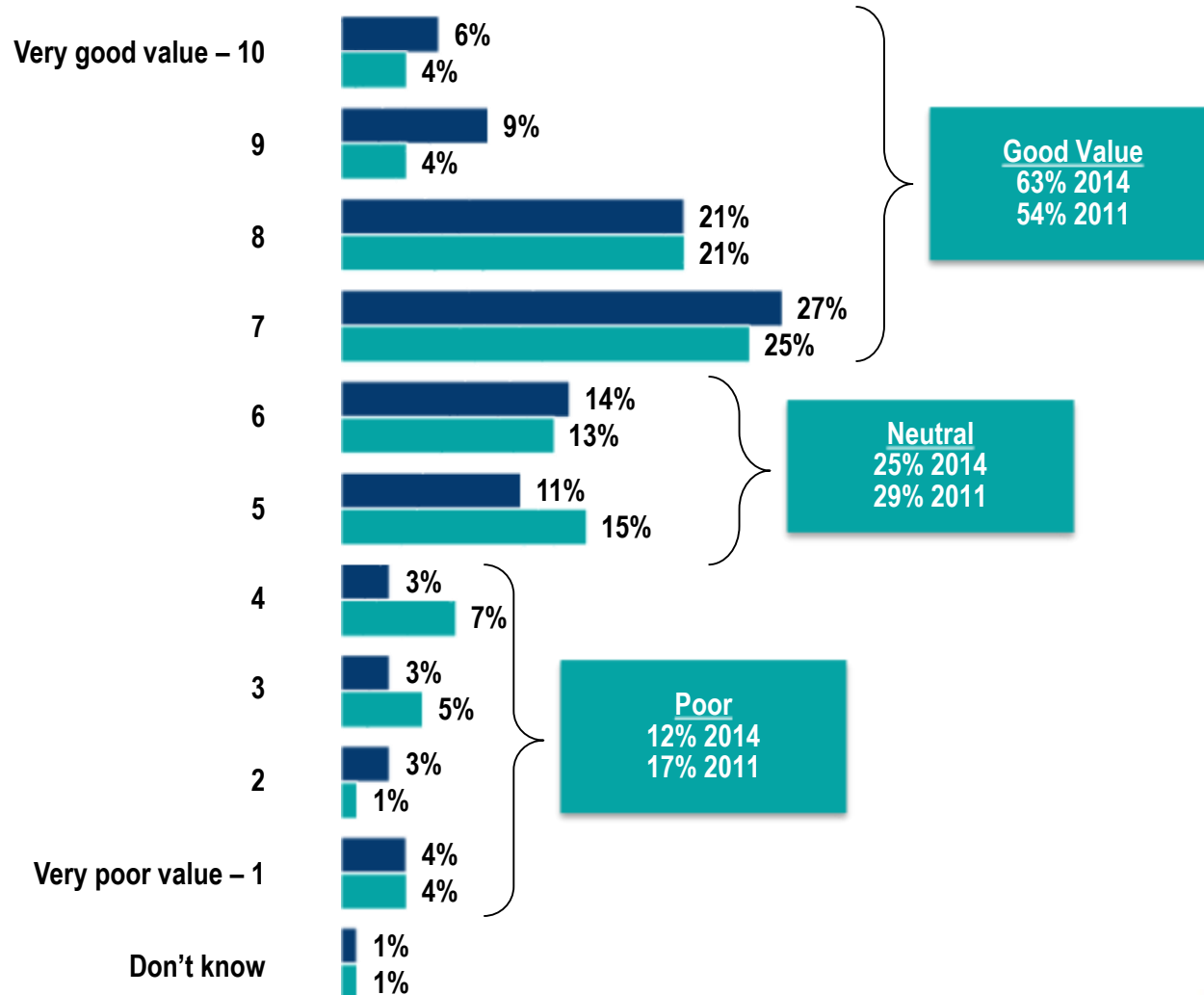
# Tax Dollars and User Fees

Perceptions related to County Finances



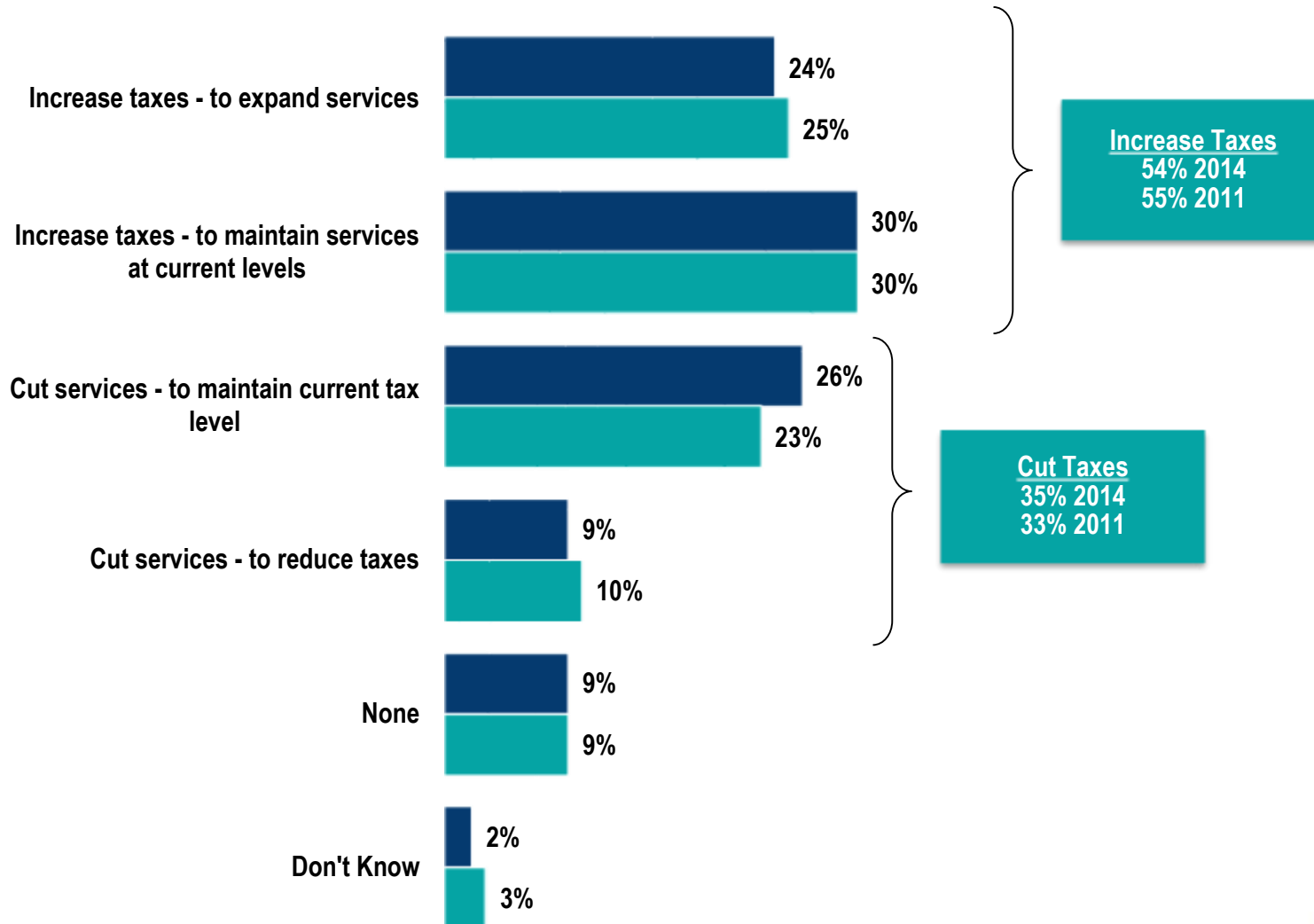
# Perceptions about value for taxes have increased significantly since 2011; over six-in-ten say that they receive good value for the municipal portion of their property tax bill.

Q12. Your property tax dollars are divided between the County and the Province. In Grande Prairie, approximately two-thirds [64%] of your property tax bill goes to the County to fund municipal services. Considering the services provided by the County, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where 1 represents "very poor value" and 10 represents "very good value"



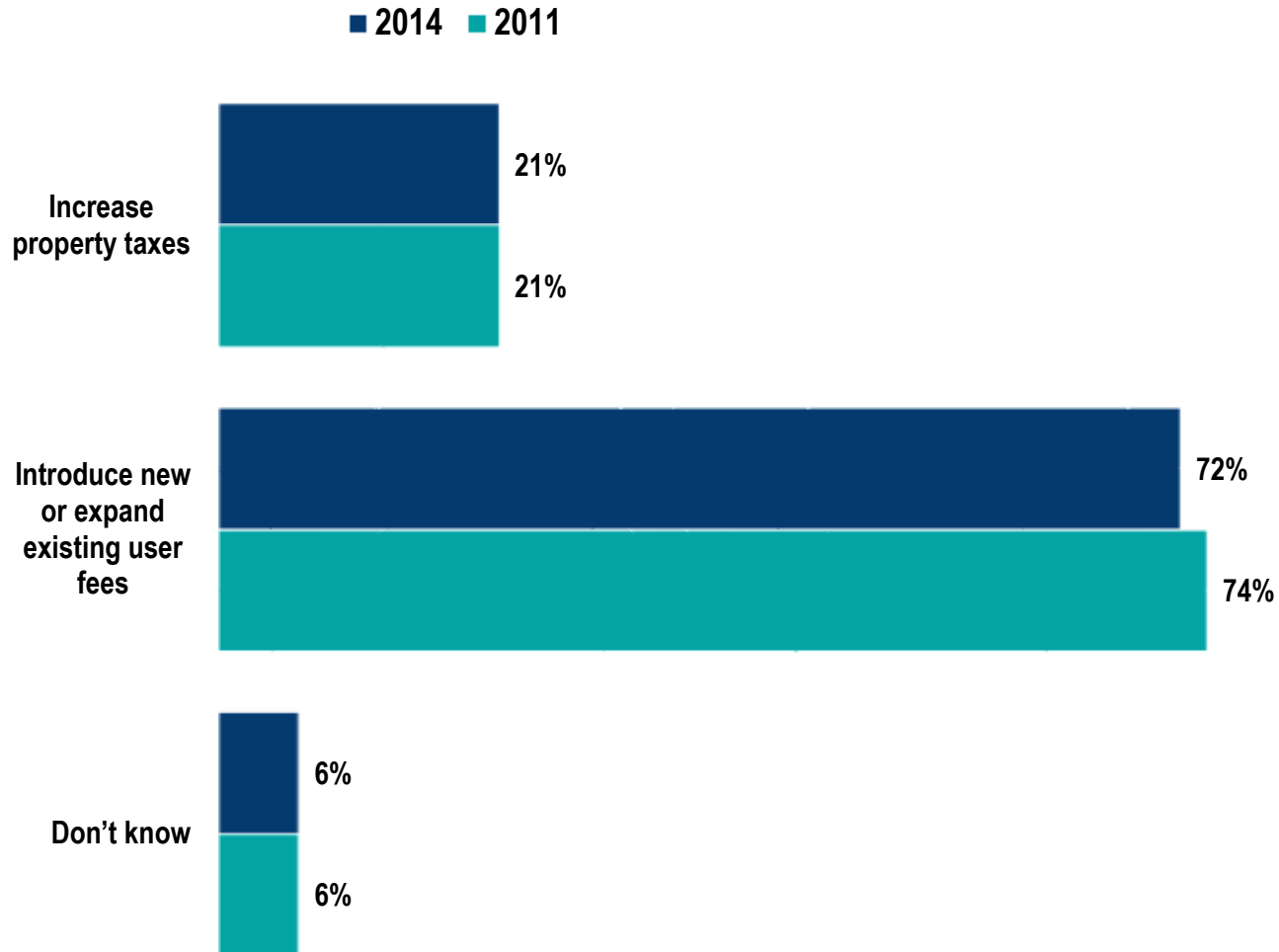
# Over half of County residents support increasing taxes to maintain or expand services, on par with 2011

Q13. Municipal property taxes are the primary way to pay for services and programs provided by 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?



# On par with 2011, a majority of residents prefer user fees over property tax increases.

Q14. Assuming the County needs to increase the amount of revenue it collects from citizens, would you prefer the County to... ?

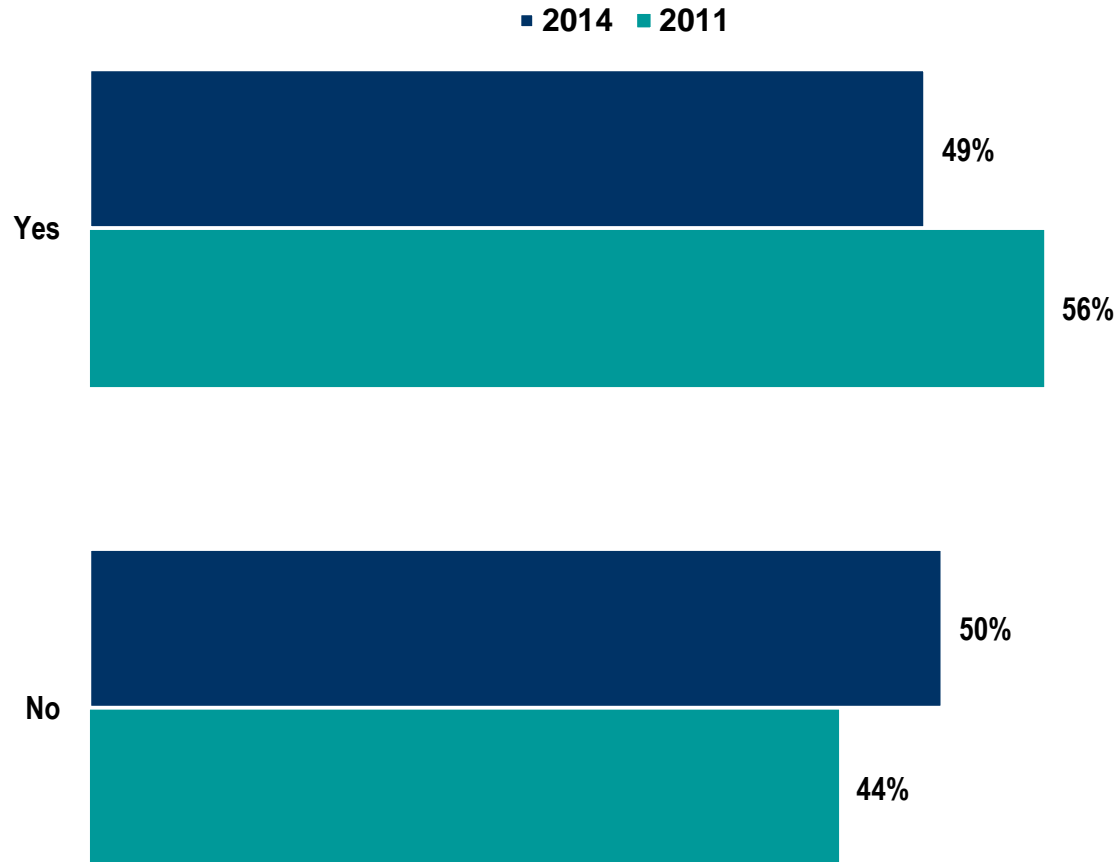


# Communications

Evaluating County Information & Customer Service

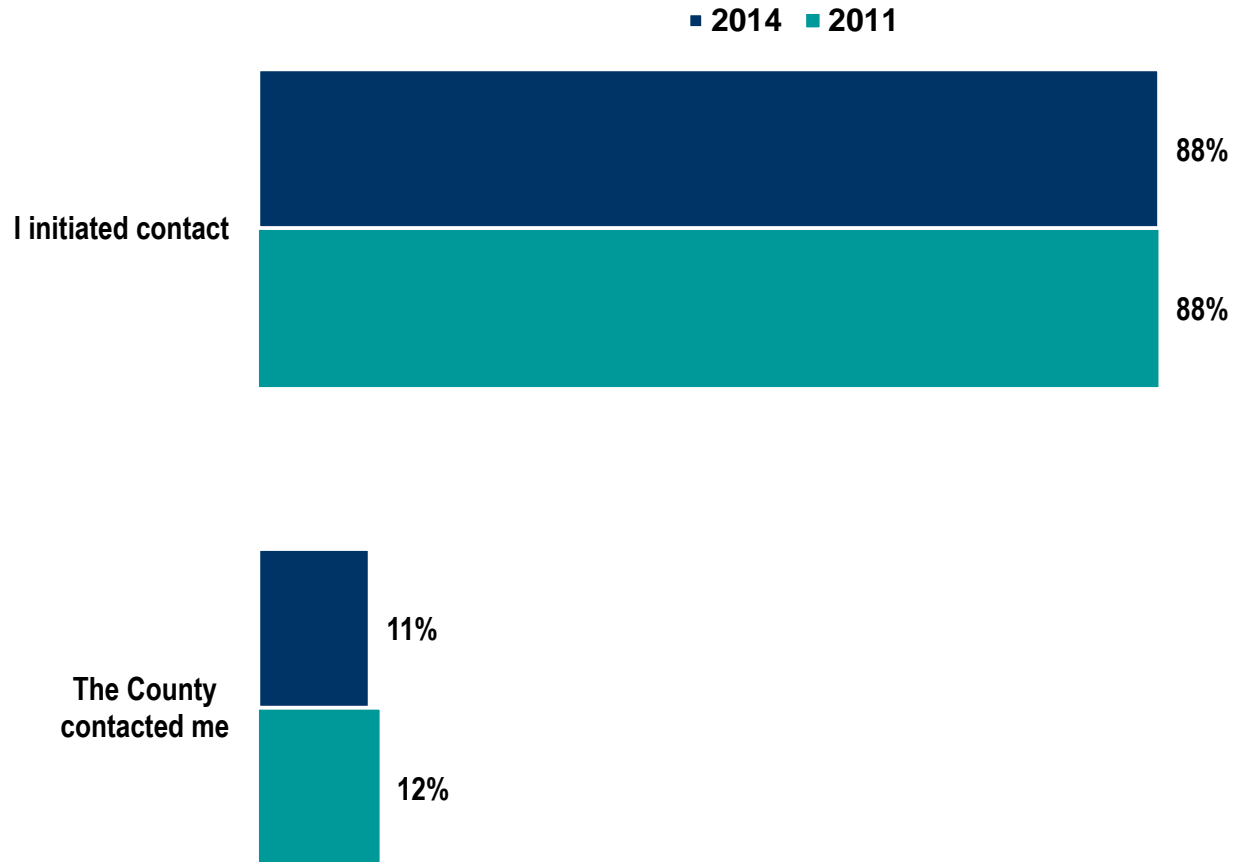
# In 2014, half of residents have made contact with the County or one of its employees in the past 12 months.

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



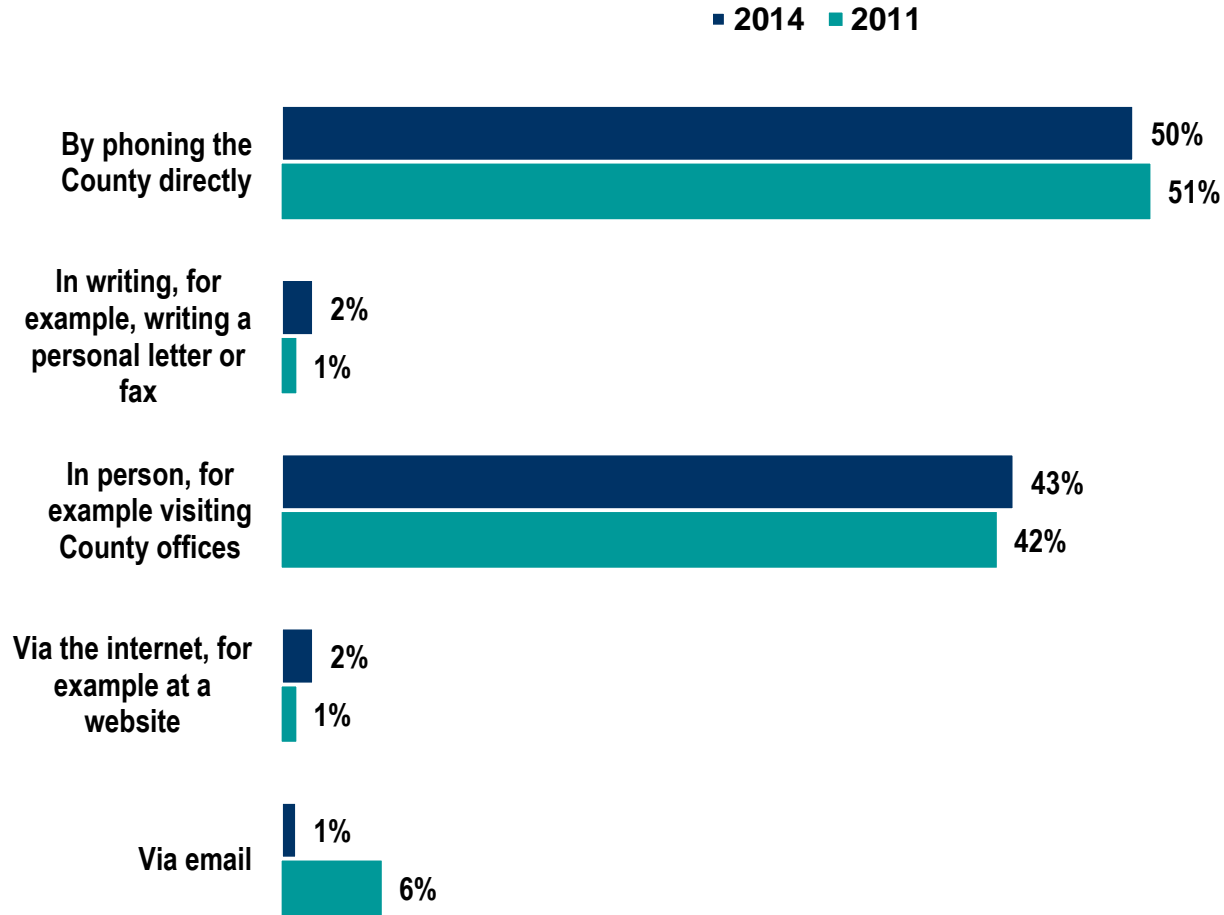
# The majority of contact with the County is citizen initiated.

Q16. Thinking of the most recent time you had contact with the County, did you initiate this contact, or did the County contact you?



# Contact by phone and in-person continue to be the most frequently used channels for interacting with the County.

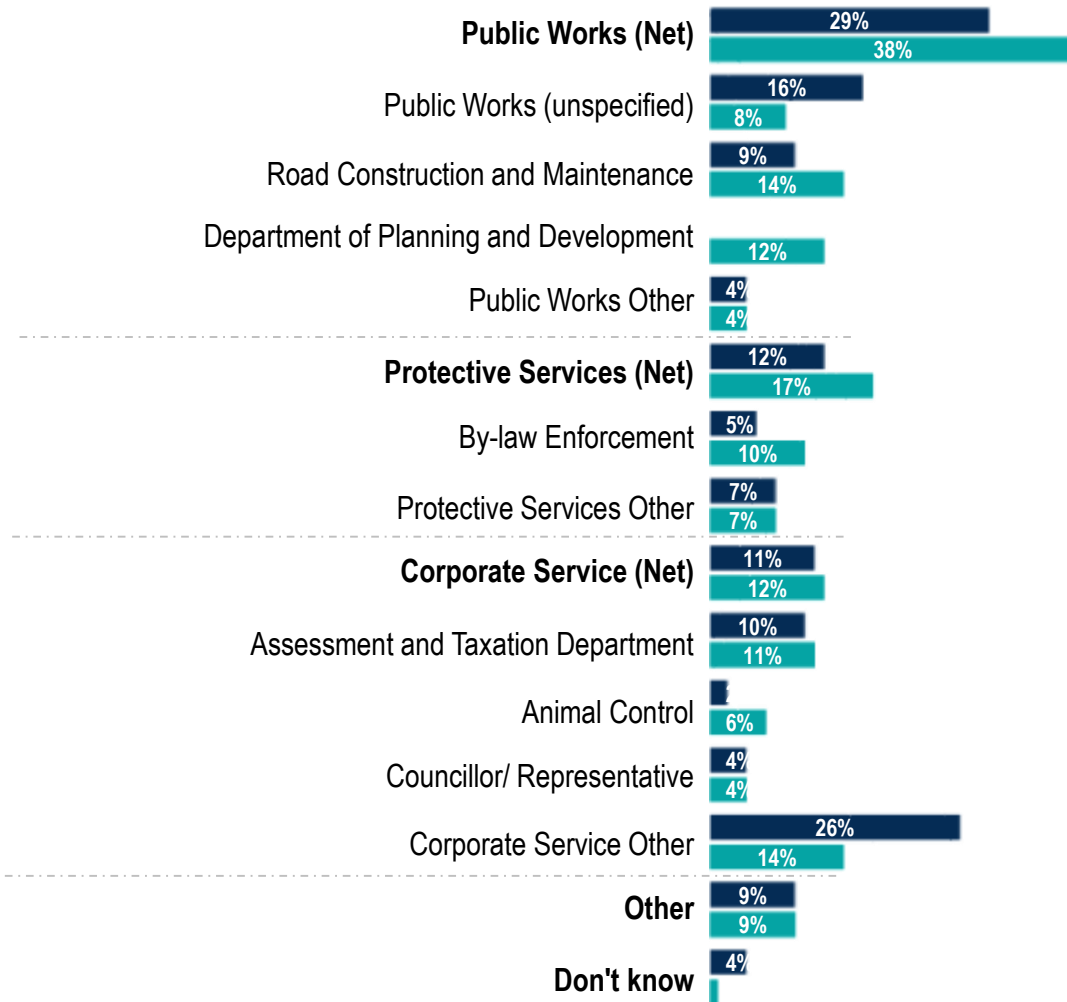
Q17. When you contacted the County was it...



# Public Works; the highest reported area of contact for County residents.

Q18b. Specifically, what one Department or area of the County did you last have contact with?

■ 2014 ■ 2011

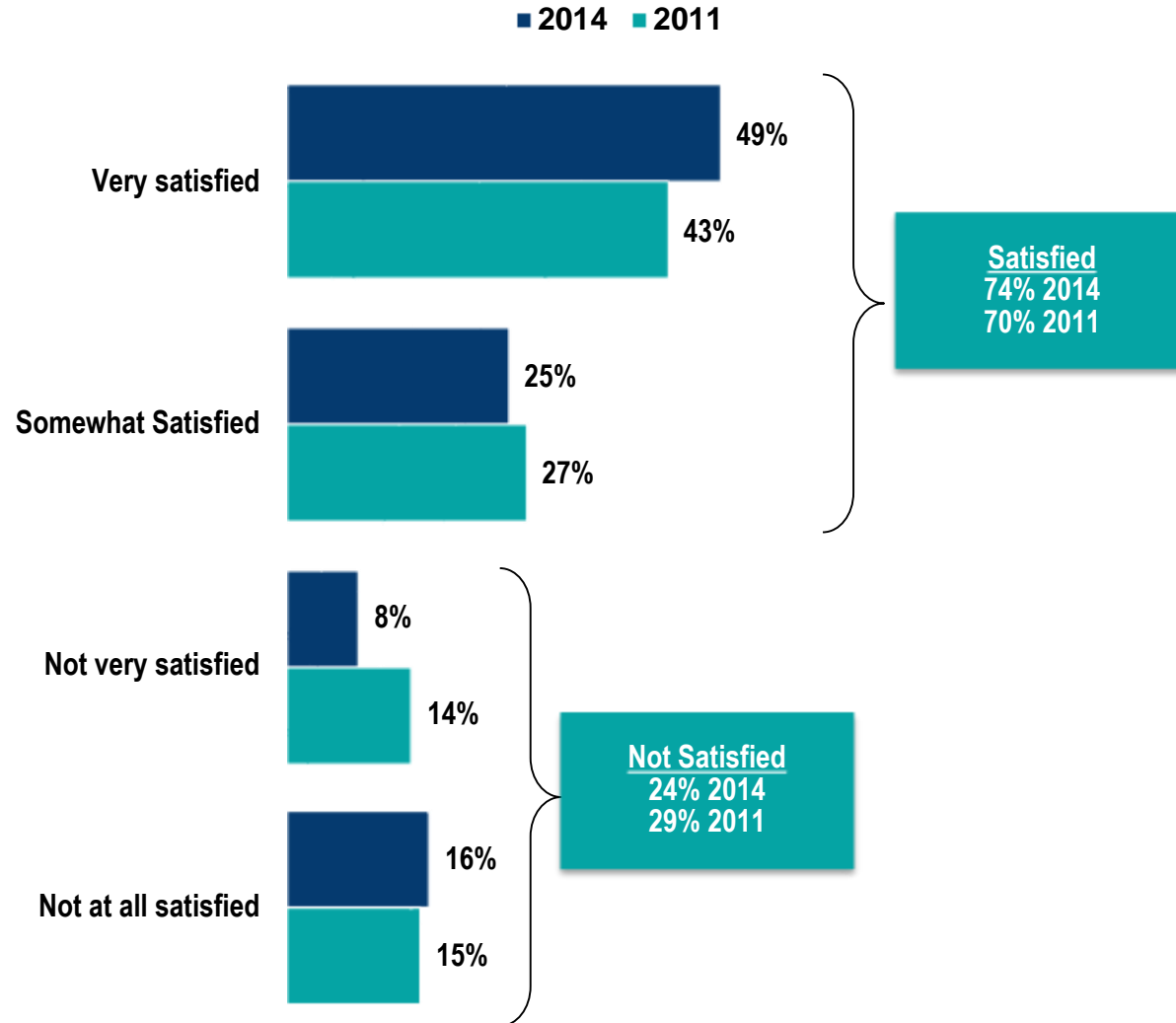


“\*\*” denotes rounding



# Overall, three-quarters of residents are satisfied with their recent contact with the County.

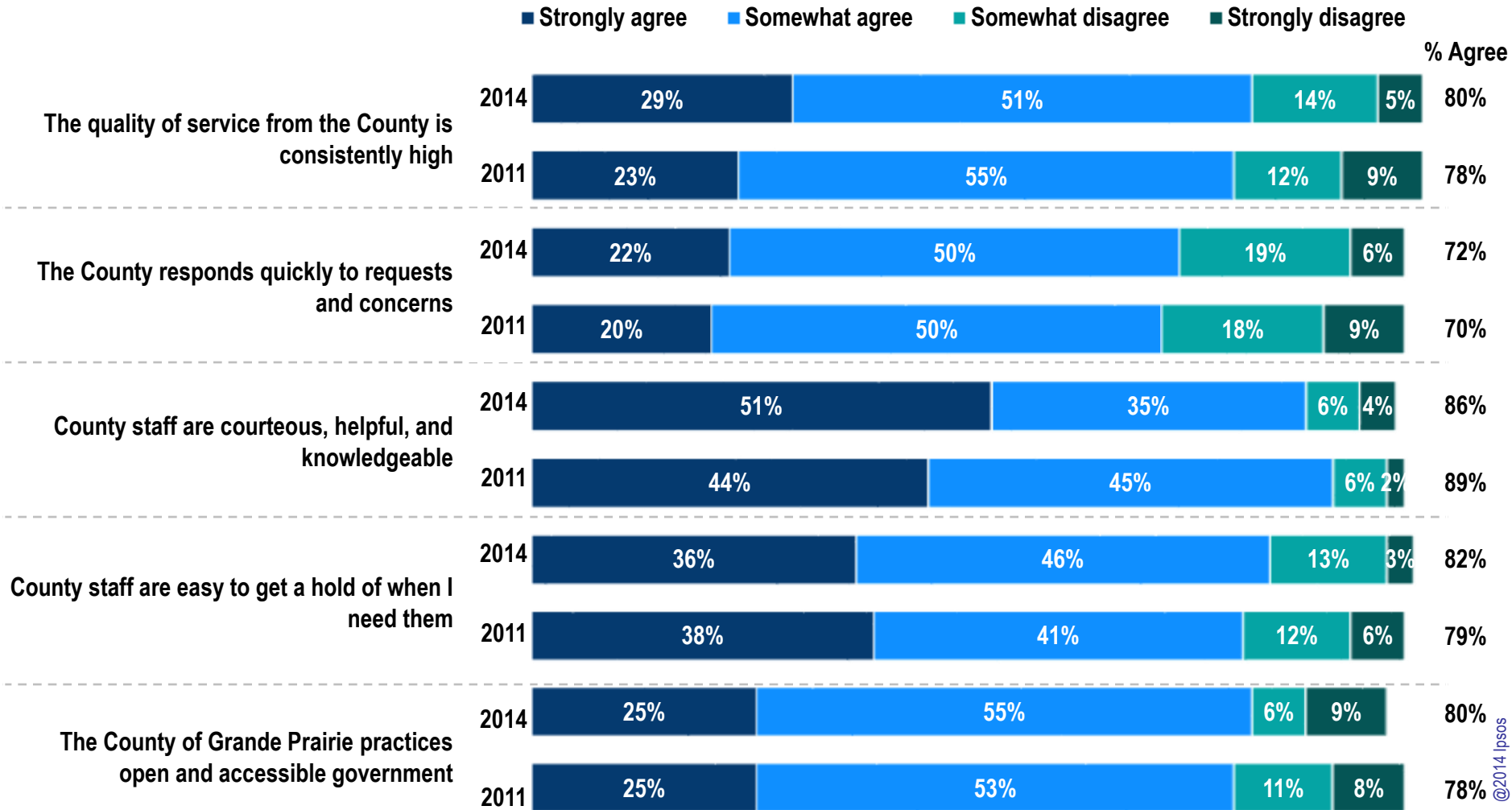
Q19. How satisfied were you with your most recent contact with the County? Were you...





# Residents continue to indicate that the County delivers on a strong customer service experience, in addition to being open and accessible.

Q20. 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 me whether you agree or disagree with each of the following statements about the County?



“\*\*” denotes rounding

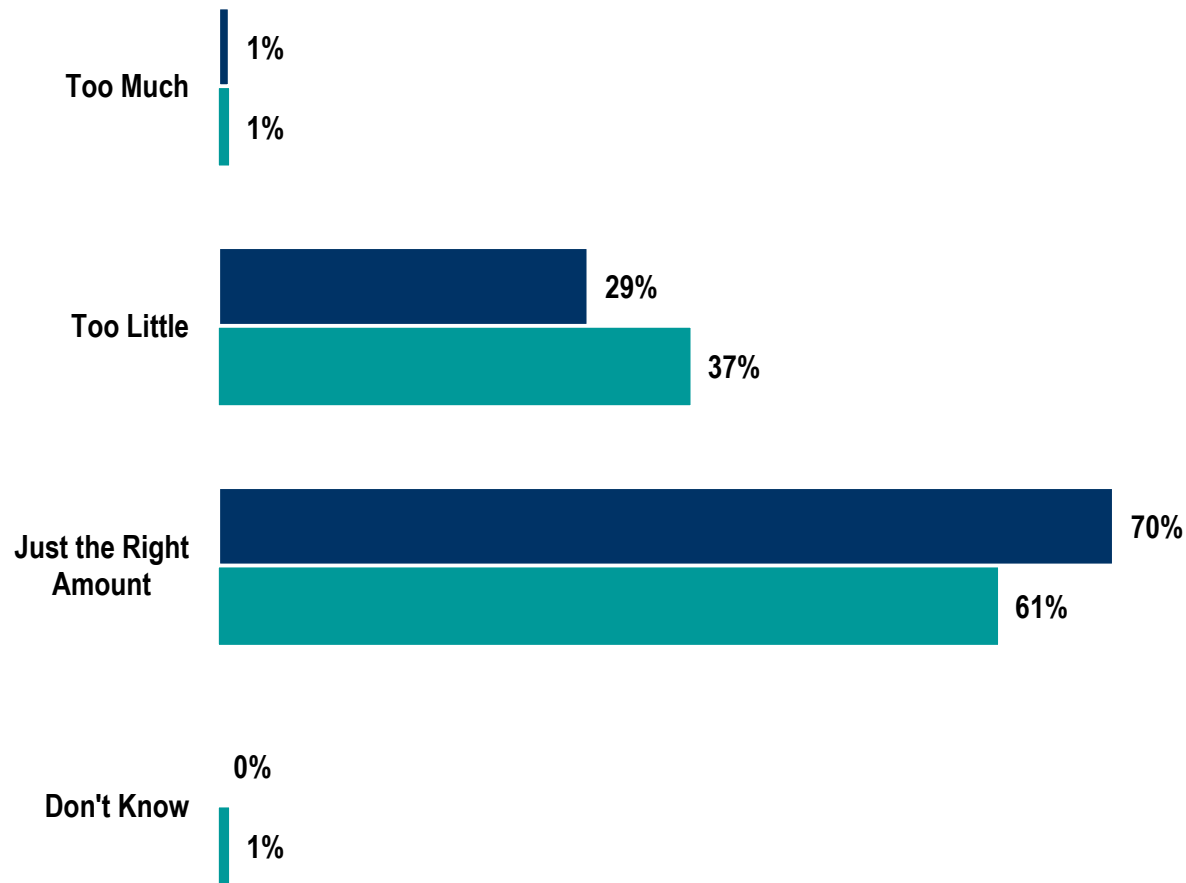


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# A majority of residents say that they have the right amount of information from the County; a significant 9 percentage point increase compared to 2011.

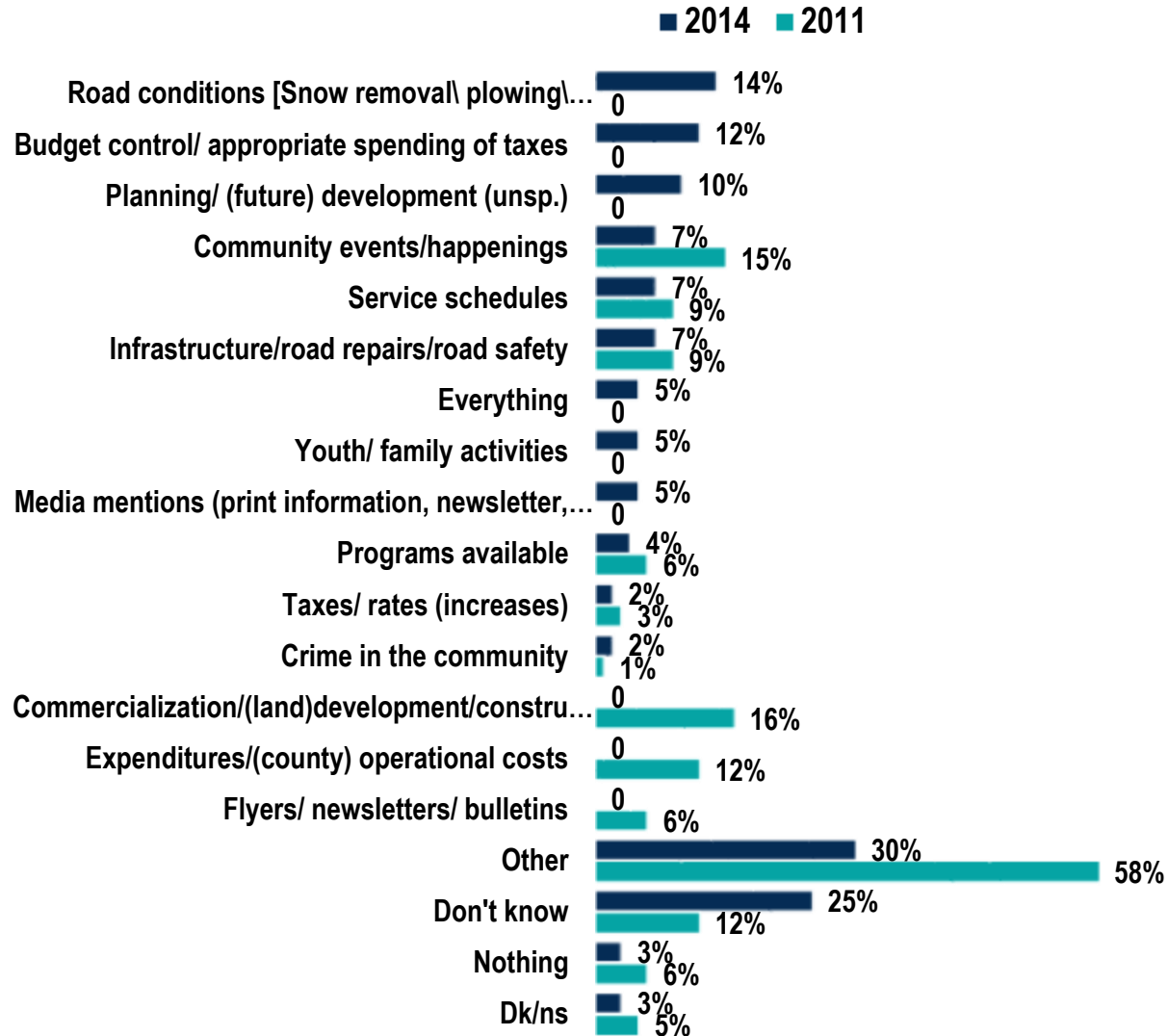
Q21. In your opinion, do you currently receive too much, too little, or just the right amount of information from the County of Grande Prairie?





# Road conditions, budget, planning, service schedules, and infrastructure/road repair/ road safety top the list of information residents would like the County to provide.

Q22. Thinking about your community information needs, what kinds of information do you want the County of Grande Prairie to provide you with?

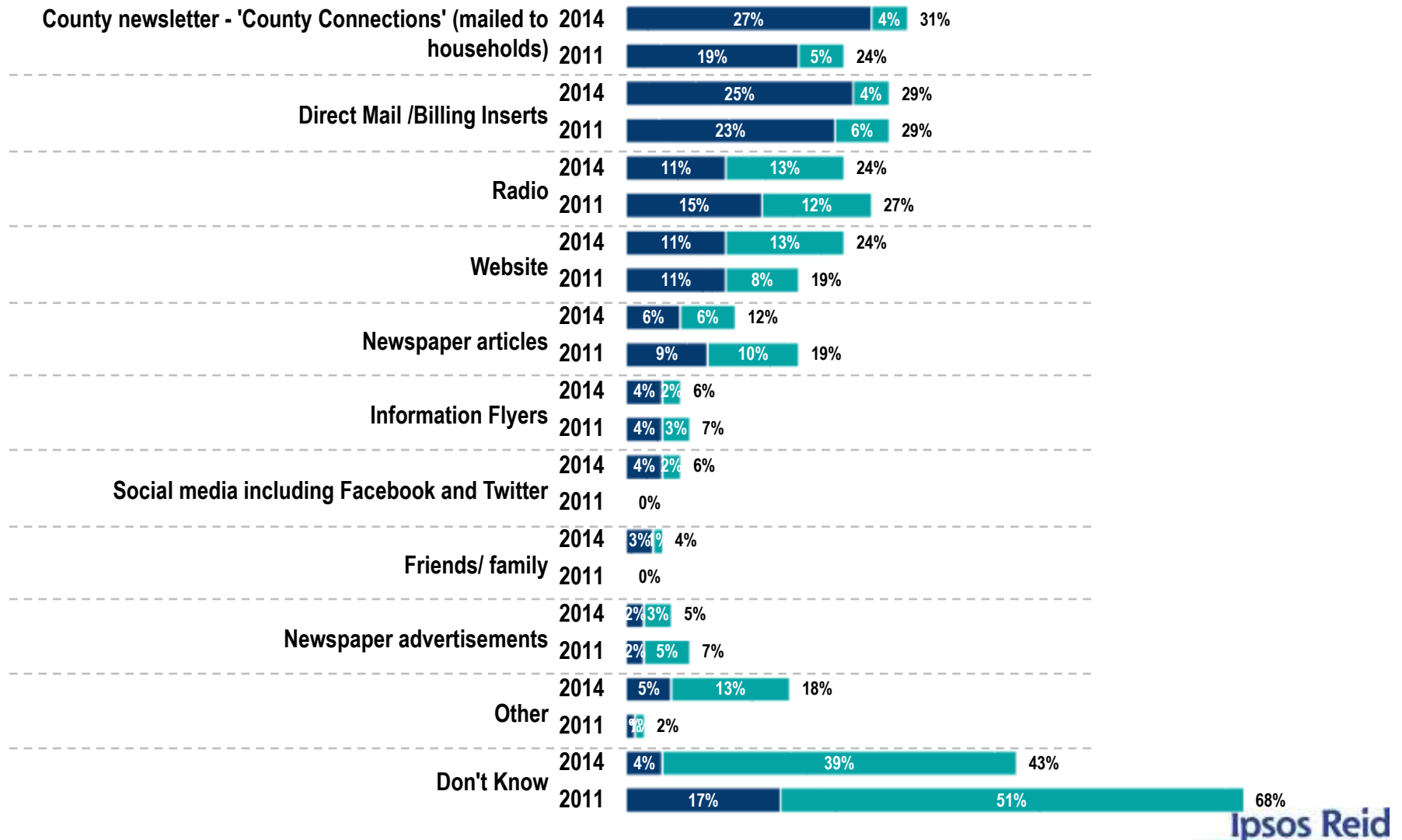




# Direct Mail, specifically County Connections, continues to be the primary source of information about the County.

Q23. Thinking about yourself, what is your main source of receiving information from the County of Grande Prairie?

■ First mention ■ Second mention



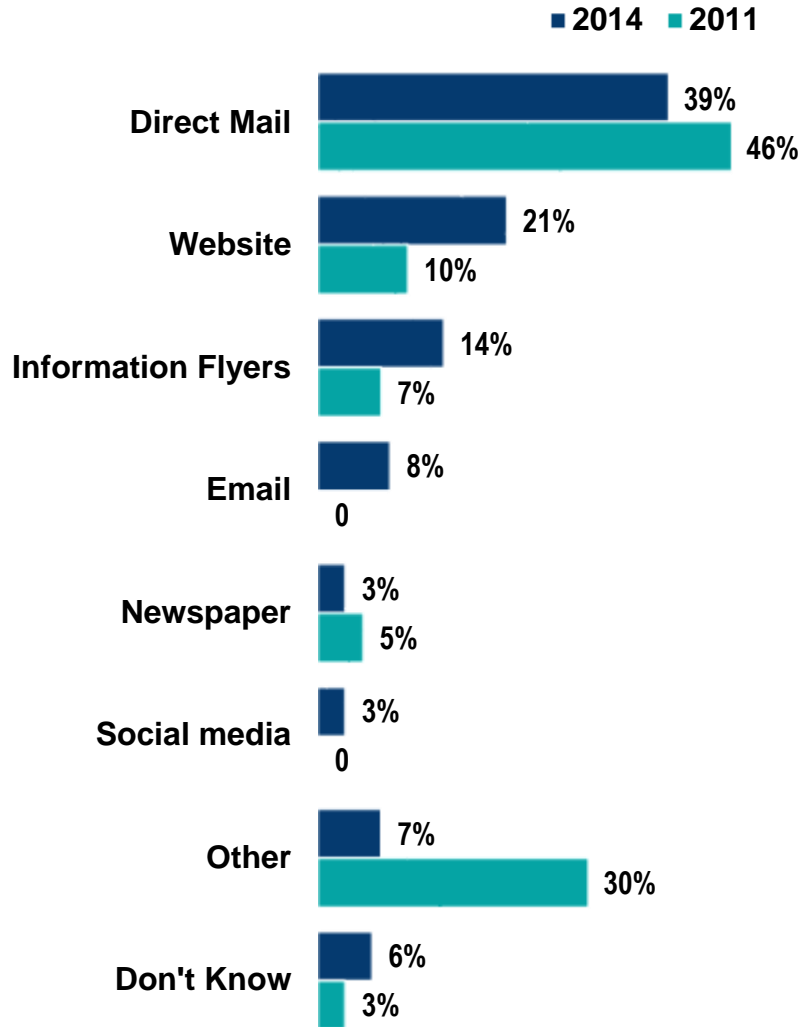
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While direct mail is the most preferred method for receiving County information, results show a significant 11 percentage point increase in mentions of the County's website.

Q24. And, thinking about your own preferences how would you most like to receive information from the County of Grande Prairie?

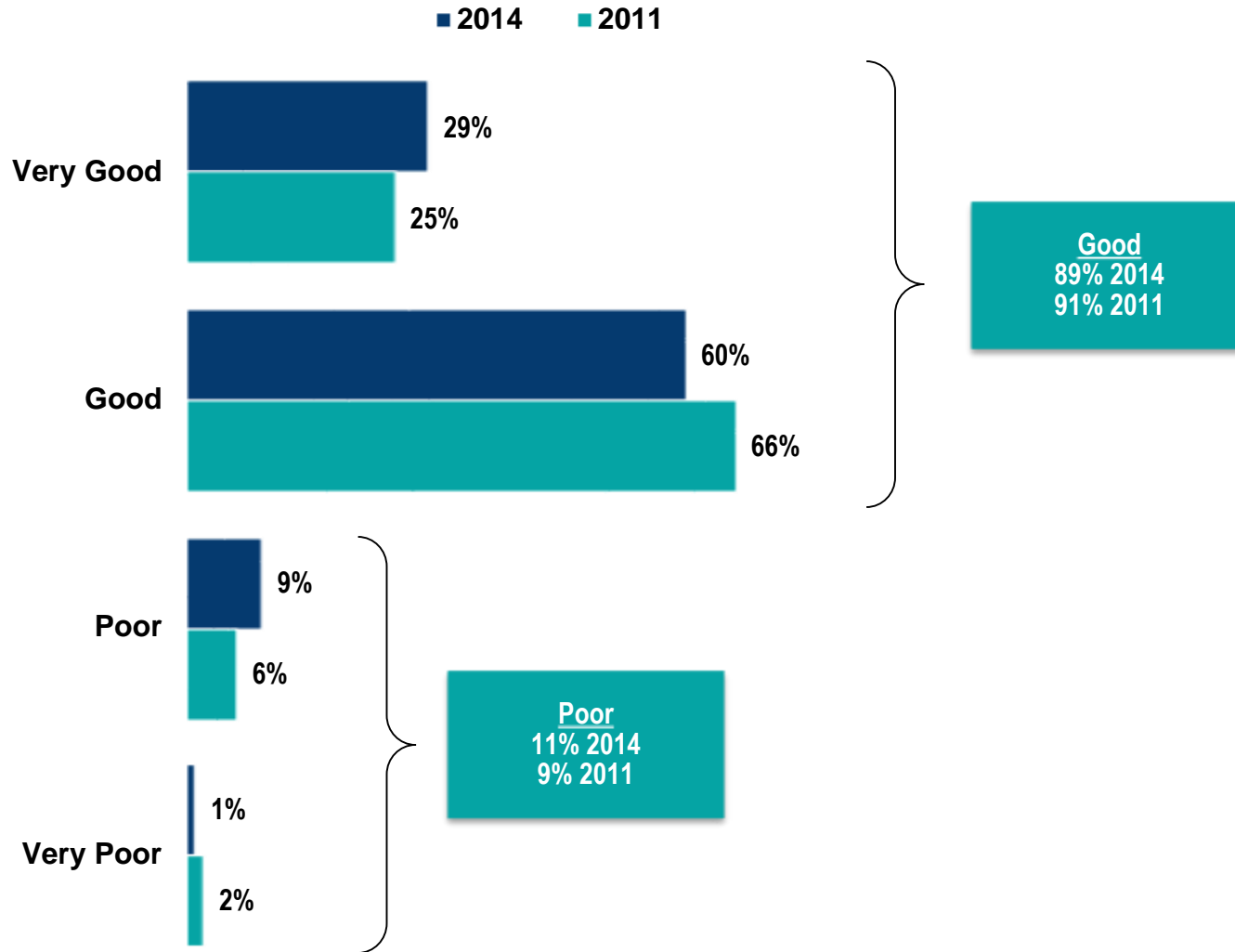


# Environment

County Performance

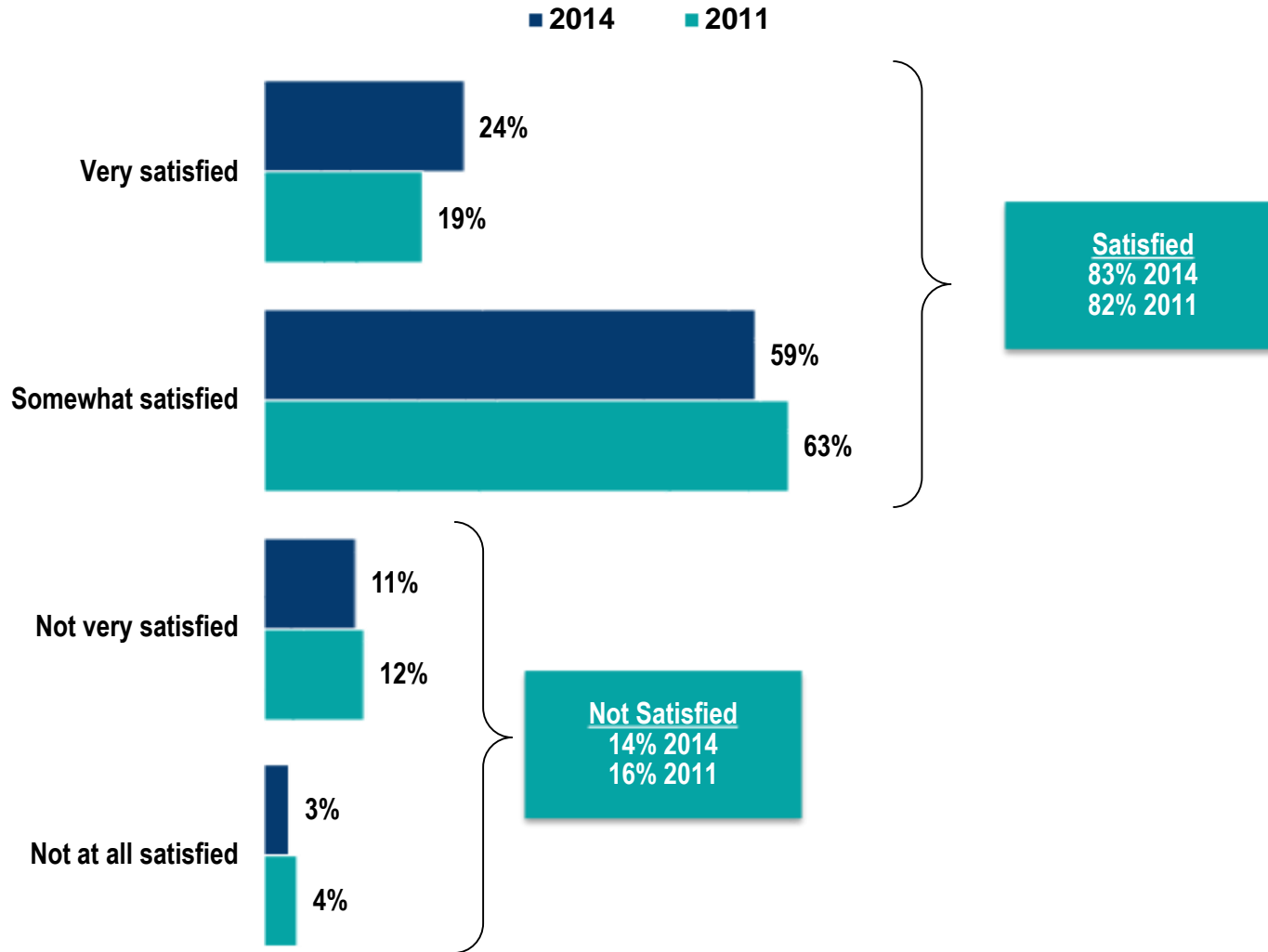
# Perceptions remain very strong about the County's overall environmental state.

Q25. Thinking about things such as air, water and land quality in the County of Grande Prairie how would you rate the overall state of the County of Grande Prairie's environment today?



# A majority residents continue to be satisfied with the County's performance in protecting the environment.

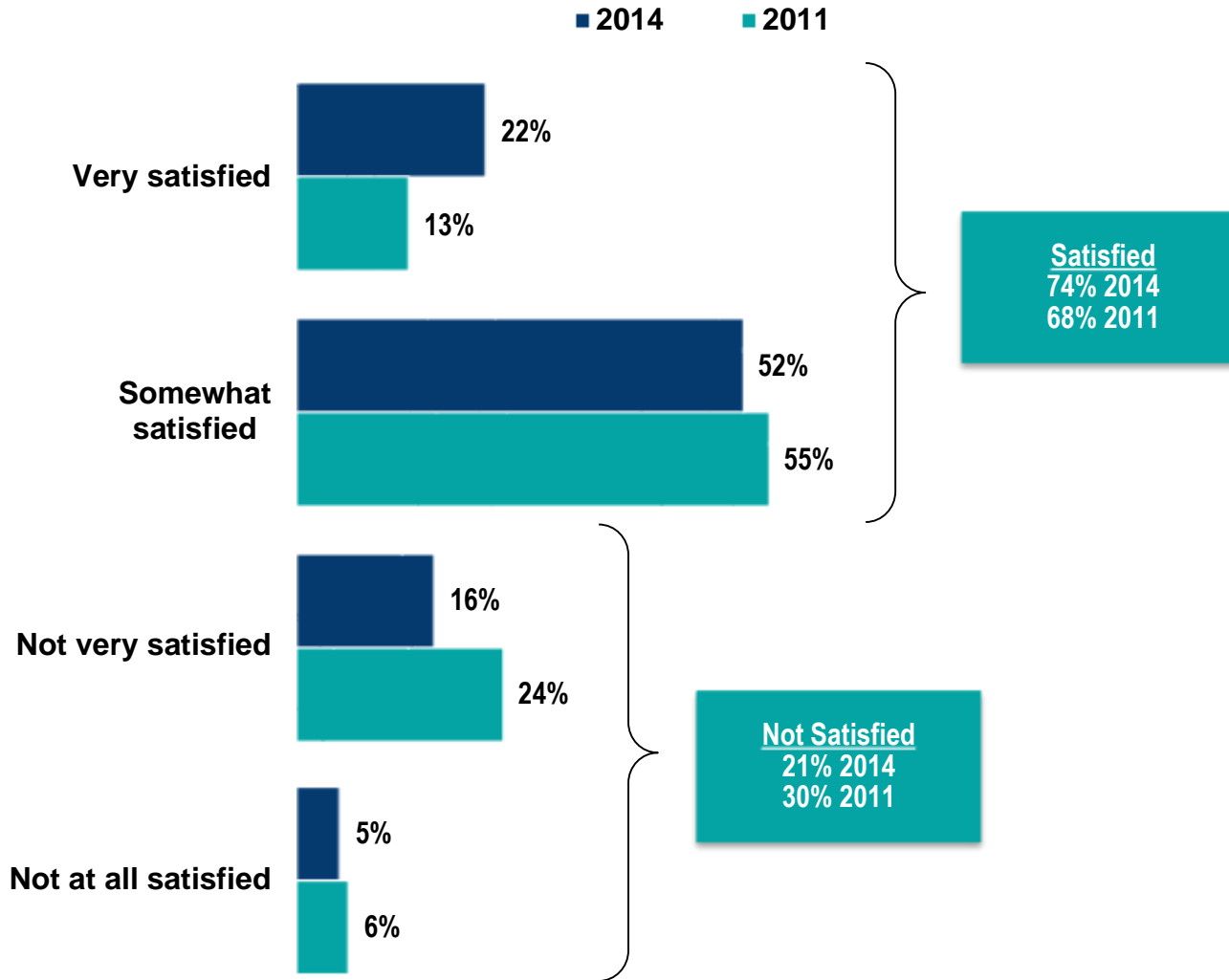
Q26. How satisfied are you with the job the County of Grande Prairie is currently doing to protect the environment?





# Results show positive momentum as it relates to satisfaction with County programs and services that enable residents to reduce their own environmental impact.

Q27. How satisfied are you with County of Grande Prairie programs and services aimed at helping County residents reduce their environmental impact?



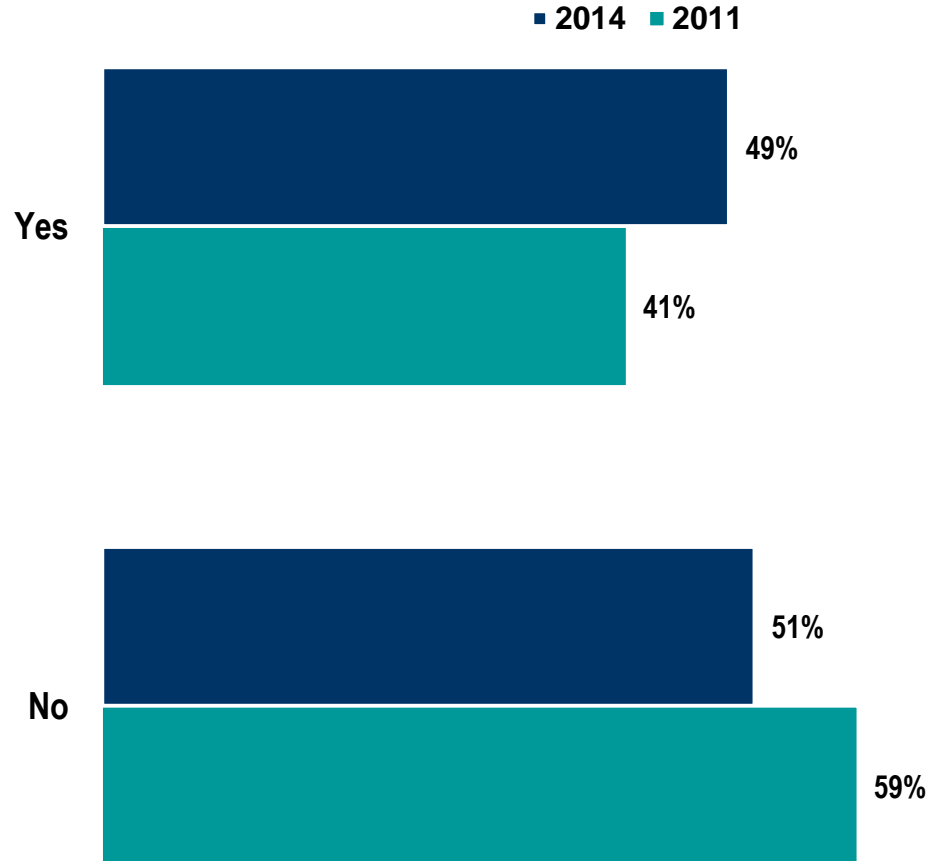
# Website Evaluation

Measuring Usage & Usefulness



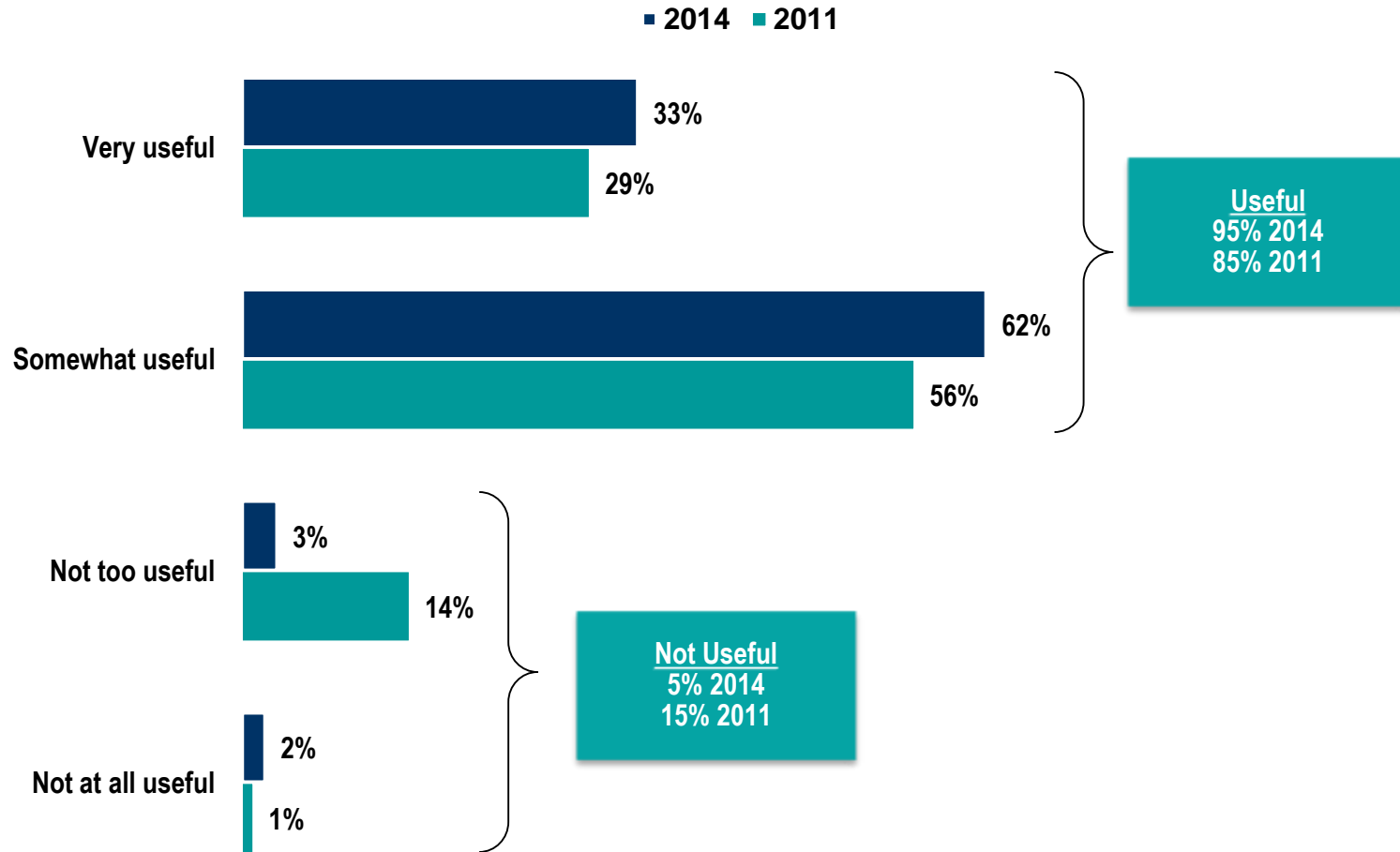
# Half of residents have visited the County's website in the past 12 months; an 8 percentage point increase compared to 2011.

Q28. Have you been to the County of Grande Prairie's website in the last twelve months?



# Perceived usefulness of the County's website has increased a significant 10 percentage points compared to 2011.

Q29. How useful was the content of information and online services available on the website?





## Contact Information

### **Jamie Duncan**

Vice President

Ipsos Reid, Canada Public Affairs

1950 – 700 6th Avenue, SW,  
Calgary AB, Canada T2P 0T8

Phone: 587.952.4863

email: [jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)