



REPORT

2023 Citizen Satisfaction Survey

County of Grande Prairie










DATE 2024-01-18





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REPORT

Context & Objectives



Context



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 2023 Citizen Satisfaction Survey. The survey is conducted every two years, but this year marks the first iteration of the online survey.

Objectives

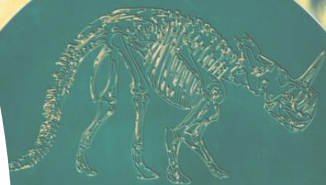


The 2023 Citizen Satisfaction survey aims to understand the perceptions and priorities of County of Grande Prairie residents, in order to inform future decision making. The report includes findings on the topics of:

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

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 8,952 letters were sent to residents, with 566 residents providing responses to the survey. A total of 273 returned letters resulted in a 3.0% rate of return. Response rates for residential addresses vs. total is shown below:

	Letters sent	Completes	Response Rate
Residential	6,533	448	6.9%
Agricultural	2,419	118	4.9%
Total	8,952	566	6.3%

Statistical Reliability

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

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Summary of Conclusions



Summary of Conclusions

Top of Mind Issues

- The issues at the top of mind for residents of County of Grande Prairie are taxes, road conditions and budget control, which all see a higher proportion of top mentions rather than second or third. Additional top mentions include healthcare and planning/development and land use.

Quality of Life

- Overall quality of life in County of Grande Prairie is remarkably high, with 96% of residents believing their quality of life is good. This is consistent with 2021.
- Quality of life for County of Grande Prairie residents has largely stayed the same in the past three years. The proportion of those who say it has stayed the same has increased in 2023, while those who say it has improved or worsened has decreased. So, while there may not have been any large improvements to say that quality of life has improved, it hasn't worsened, and concerns are not impacting their overall quality of life.
- Residents have very positive associations with the County of Grande Prairie, with many thinking it is quiet, peaceful, friendly, safe, affordable and beautiful, suggesting that the County of Grande Prairie is a great place to live overall.

County Performance

- County of Grande Prairie residents are overall satisfied with County performance – both for Council and administration. While satisfaction has decreased since 2021, no part (Council, administration, as a whole) has decreased more than the others.

Summary of Conclusions

Programs and Services

- While overall satisfaction of programs and services quality is quite high, it has decreased since 2021. This could be a contributing factor to the decrease in County performance since programs and services are frequently what residents associate their municipal government with.
- The Fire Department, road and sidewalk maintenance and upgrading, waste management, and land use and community planning are the programs and services most important to County of Grande Prairie residents.
- Matching the top priority, County of Grande Prairie residents are satisfied with the Fire Department. Residents are less satisfied with road and sidewalk maintenance and upgrading (upgrading especially so). Land use and community planning, while important to residents sees low satisfaction, which could also be a contributing factor to the decrease in County performance satisfaction. If issues such as roads and land use planning are important but see low satisfaction, that will have an impact on how residents associate with the County.
- Somewhat unsurprisingly, waste management, road and sidewalk maintenance and land use and community planning 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.
- The County of Grande Prairie has strengths in waste management and the fire department, indicating that residents both think it is important, and are satisfied. Roads and land use planning continue to be areas the County of Grande Prairie could focus on.

Summary of Conclusions

Levels of Services and Taxation

- County of Grande Prairie residents feel that they receive good value for taxes, increasing from 2021. This demonstrates that even though satisfaction may be decreasing in some areas, residents are still overall happy.
- Among those who feel they have good value for taxes the main reasons are roads being well maintained and cleaned. Affordability and taxes being more reasonable than other municipalities is also a key reason.
- On the other side, those who feel they have poor value for taxes note it is because of poor road maintenance and clearing. Limited services is also a key reason for having poor values for taxes, potentially a reason why program and service quality satisfaction has gone down.
- County of Grande Prairie residents would prefer to cut services to maintain current tax levels. This is unsurprising given the current economic climate, and it may be worthwhile for the County not to make any large spending changes in 2024.

Strategic Plan

- Quite consistent with the key issues presented by County of Grande Prairie residents, a fair tax rate system, roadways, and effective land management are the most important strategic plan priorities.
- County of Grande Prairie residents feel the County has been quite successful at providing effective transportation networks. The County falls somewhat short in management issues, including budget and land development.
- Two key areas of focus for the County of Grande Prairie would be developing a financial framework with a fair rate tax system, and managing land effectively, which are both more important to residents than they are satisfied.

Growth and Development

- Residents are more satisfied with how the County manages the level of growth and how it informs residents on growth than they are with internet connectivity in the region. Managing growth, however, has seen a large decrease since 2021 and will be important to monitor given the importance of land use planning to residents.

Summary of Conclusions

Safety & Community

- Overall, County of Grande Prairie residents feel that the County is a safe region to live in, increasing since 2021.
- Among the small number who do feel unsafe it is largely because of rising theft incidents, followed by high crime rates.
- Residents are overall very proud to be a resident of the County of Grande Prairie. There is somewhat of a personal disconnect between the residents and the region, and while they are proud of the region they do not always feel connected, or regularly participate or volunteer in community events.

Inter-Municipal Collaboration

- While County of Grande Prairie Residents are aware of joint service agreements, they are not very familiar with what they are. This could be an opportunity for education among residents and informing them what joint service agreements mean for them as County residents.
- More residents are satisfied than dissatisfied with joint service agreements, but there are still many that do not know, further supporting the idea that residents need more information on the agreements.
- For the small number who are dissatisfied with joint service agreements (9%), they note it is not worth the cost and they have not received enough information or communication on them.
- A majority (80%) of County of Grande Prairie residents did not suggest a program or service that could be delivered jointly by neighboring municipalities. Among those who did, recreation emerged as a top program or service that could be administered jointly.

Summary of Conclusions

County Information and Customer Services

- Many residents are contacting the County of Grande Prairie, largely by phoning the County directly. Many residents are contacting the County more than once, on an average of two times in the past year.
- Transportation and Utilities and Planning and Development Services are the departments that have been contacted the most by County of Grande Prairie residents. This is unsurprising seeing as these are the top issues noted by residents. Interest in planning and development could also potentially be due to increased interest in Land Use Bylaw reviews and 15-Minute Cities across the province.
- While a majority had their issue resolved with one contact, nearly half of those who recontacted the County did so to follow up on an earlier issue or inquiry. Limiting the amount of times residents need to contact the County, particularly on the same issue may result in higher satisfaction levels with the County overall.
- Overall customer service satisfaction among County of Grande Prairie residents is high and has remained consistent since 2021.
- 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.
- Most residents are satisfied with the quality of information, but this has decreased since 2021. The more information residents can be provided the better, as they want to be informed about what is going on in their County.
- 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 development issues, and more transparency and clearer communication overall would be appreciated.
- County of Grande Prairie residents have a preference of email and direct mail for information.

REPORT

Strategic Insights





Overall Satisfaction

As a whole, **County of Grande Prairie residents are very satisfied**. An overwhelming 96% are satisfied with their **quality of life**, three-quarters are satisfied with **programs and services** (76%), and over two-thirds are **satisfied with the County performance** (including Council and Administration) (69%). County of Grande Prairie residents also **feel the region is safe** (89%), they are **proud to be a resident** (86%), and they have **good value for taxes** (36%).

There have been **some decreases in satisfaction since 2021** however, notably in the areas of:

- County performance (Administration, Council and as a whole);
- Quality of programs and services;
- Program and service satisfaction; and,
- Attitudes on growth and development.

There are likely a few contributing factors to these decreases. First of note is that this year the survey was moved online when it was previously done over the phone. Telephone surveys can see more positive ratings due to social desirability bias.

Second is that the 2021 survey was conducted only one month after the municipal election, and their views on Council and campaign promises may have changed in the two years since Council has been elected. In 2021 it may have been more about what the County *will* do and now residents are noting what the County *has* done.

Additionally, some key issues have **lower satisfaction among residents**, which may be contributing to the decreases. Both roads and land use planning are important issues for residents but see lower overall satisfaction. If residents are not seeing action on their key issues, this can decrease satisfaction overall.



Issues

There are **three main issues** of relevance to County of Grande Prairie residents: taxes, fiscal responsibility and budgets; roads; and land use and development planning. These issues were mentioned repeatedly throughout the survey and did drive satisfaction among residents.

Taxes (16%) and budgets (11%) are a top-of-mind issue for Grande Prairie Residents. Fiscal considerations are always an important issue for municipal residents, potentially even more now with increased costs of living and affordability challenges. The highest proportion of County of Grande Prairie residents (31%) would like the County to cut services to maintain current tax levels. A key reason why residents felt they had good value for taxes was that the County of Grande Prairie's offers good value compared to other municipalities (11%).

Roads are always a municipal issue. They are one of the largest responsibilities a municipality has, and therefore are often top of mind for residents (particularly in snowy areas). In the County of Grande Prairie, 14% of residents note road conditions as a top-of-mind issue, and a vast majority find road and sidewalk maintenance (95%) and upgrading (90%) important. Given that roads are so important to residents it would be beneficial for the County to focus on them, if possible.

Land use and community planning emerge as a top issue for County of Grande Prairie residents, somewhat more than the rest of Alberta (5% Alberta, 10% Grande Prairie). This issue was additionally noted an important program and service (87%) and managing land effectively was identified as a priority for Council (84%). It is however an area County residents are not as satisfied in and will need to be focused on by Council.



Information

It is very clear that **County of Grande Prairie residents want and value information from the County**. They want to see the County practice **open and transparent governance** and want to be **informed of important County initiatives**. Contact with the County is also much higher than the provincial average (73% vs. 34%), suggesting residents are highly engaged.

When looking at top issues that appear to be driving some of the dissatisfaction among residents (roads, land use planning) it is clear that the County is actioning on these items. There were many calls for consultation and engagement online, as well as information about the initiatives. However, residents still have low satisfaction in these areas. A potential reason is **they may not know about the County's initiatives**.

For any endeavor that involves sharing information, residents indicate a clear preference for **direct communication** (either by email (32%) or direct mail (30%)). While email and/or direct mail are cited as most preferred means of communication, there is still a place for other forms such as websites and social media to aid in widespread communication and outreach.

When sharing more important information and updates with residents, the County may wish to consider forms of direct communication over other methods, to best reach and inform residents in a more personal and timely manner.

REPORT

Detailed Results



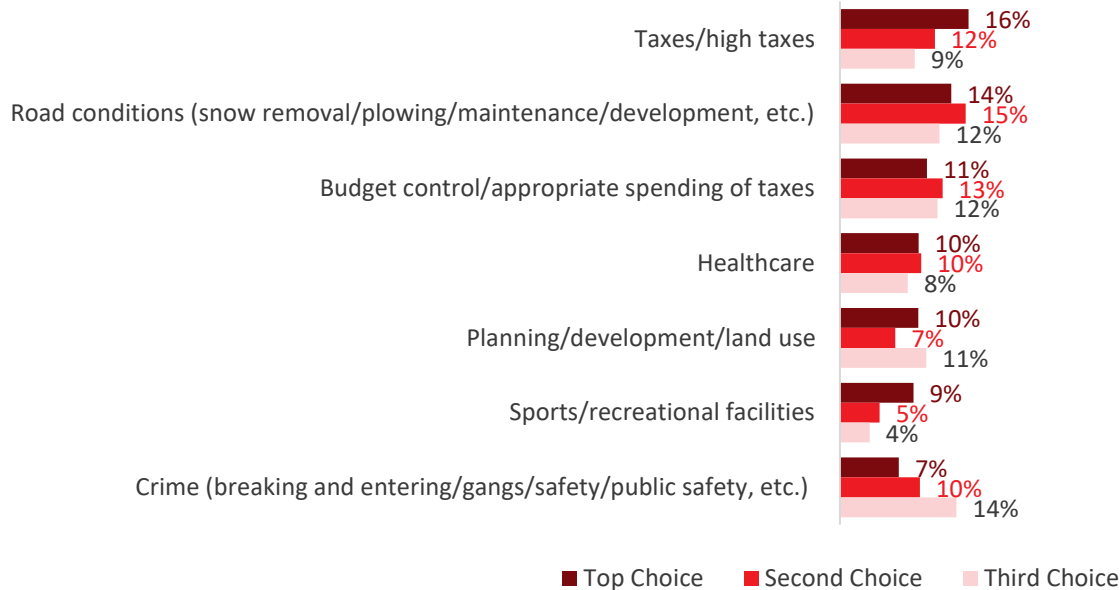


DETAILED RESULTS

Top of Mind Issues

Top of Mind Issues

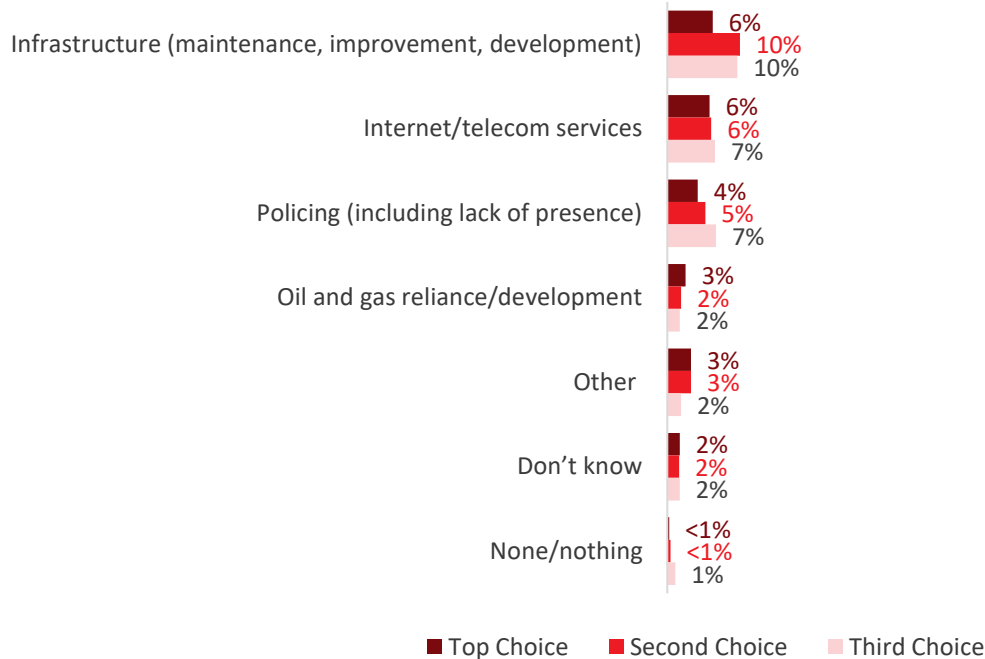
The issues at the top of mind for County of Grande Prairie residents are taxes, road conditions and budget control, which all see a higher proportion of top mentions rather than second or third. Additional top mentions include healthcare, planning/development and land use.



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 (n=547-566)

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 (n=547-566)

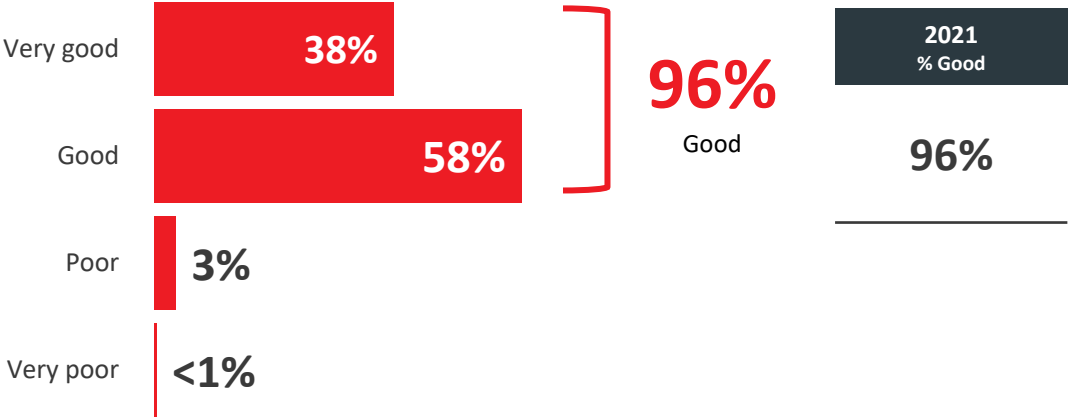


DETAILED RESULTS

Quality of Life

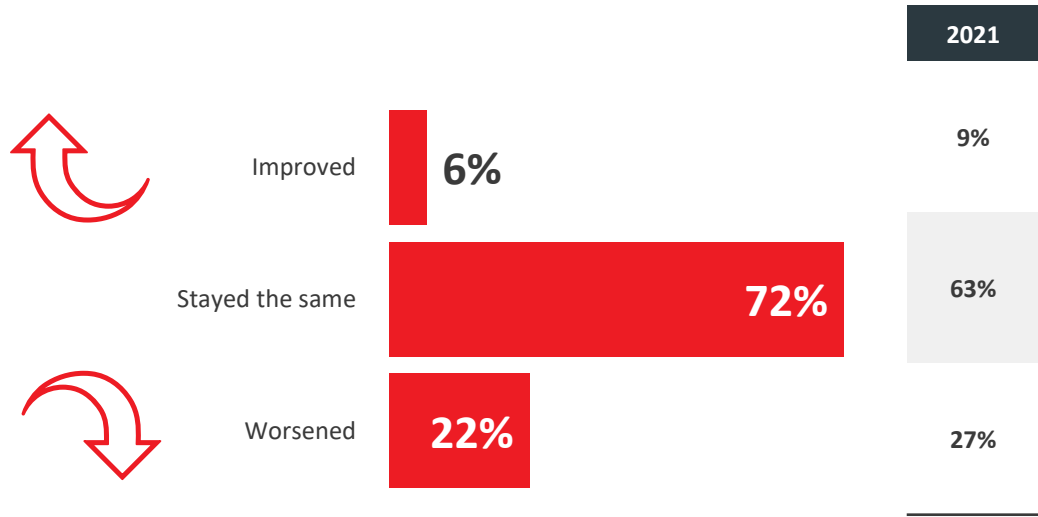
Overall Quality of Life

Overall quality of life in County of Grande Prairie is remarkably high, with 96% of residents believing their quality of life is good. This is consistent with 2021 results.



Quality of Life Improvement

Quality of Life for County of Grande Prairie residents has largely stayed the same in the past three years. The proportion of those who say it has stayed the same has increased in 2023, while those who say it has improved or worsened has decreased. So, while there may not have been any large improvements to say that quality of life has improved, it hasn't worsened, and concerns are not impacting their overall quality of life.

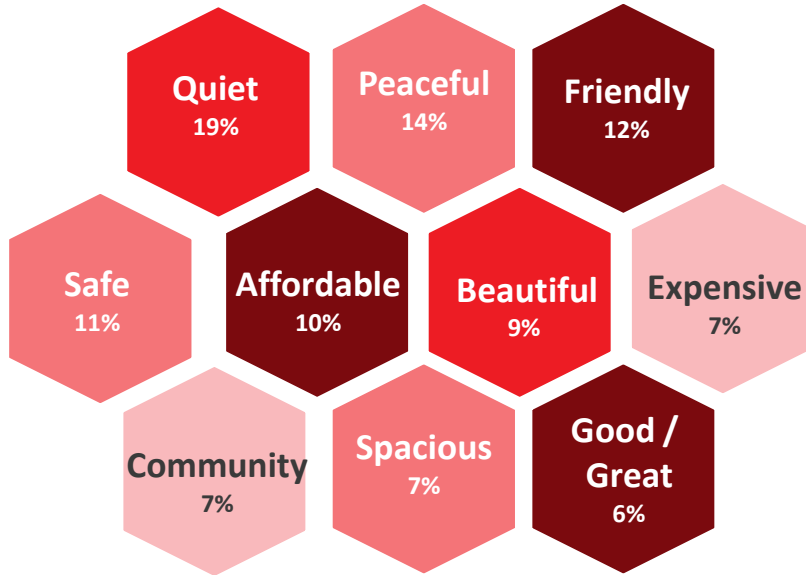


Q3. And, do you feel that the quality of life in the County of Grande Prairie in the past three years has ...

County of Grande Prairie Attributes

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

% Mentioned



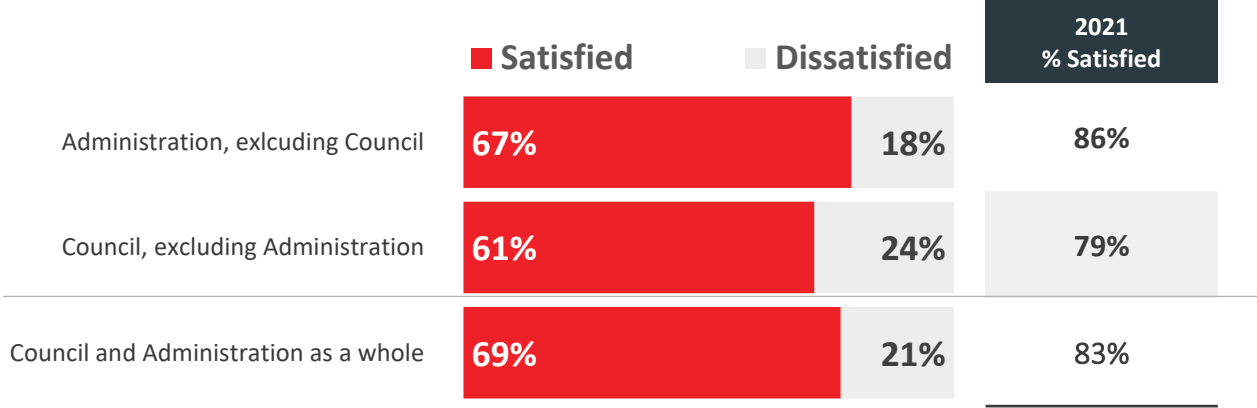


DETAILED RESULTS

County Performance

County Performance

County of Grande Prairie residents are overall satisfied with County performance – both for Council and administration. While satisfaction has decreased since 2021, no part (Council, administration, as a whole) has decreased more than another.



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 (2023 n=566, 2021 n=320)

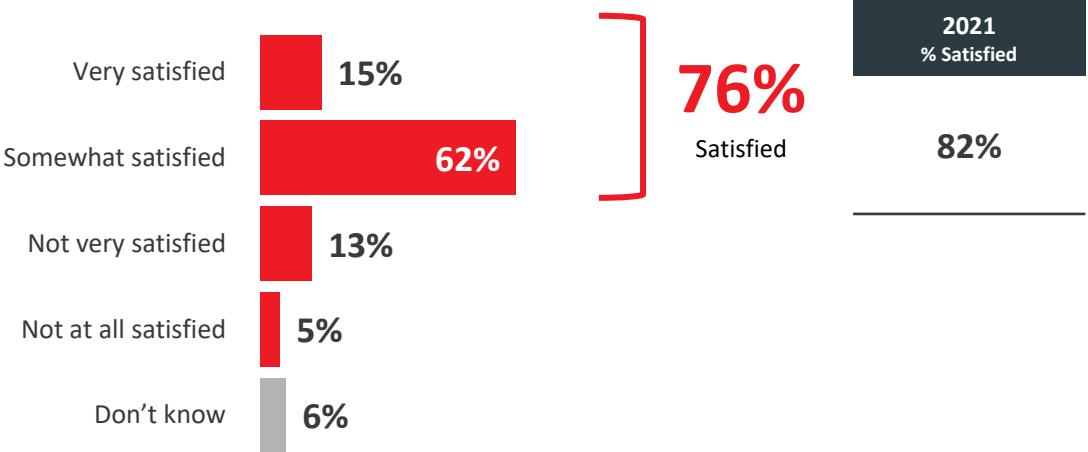


DETAILED RESULTS

Programs and Services

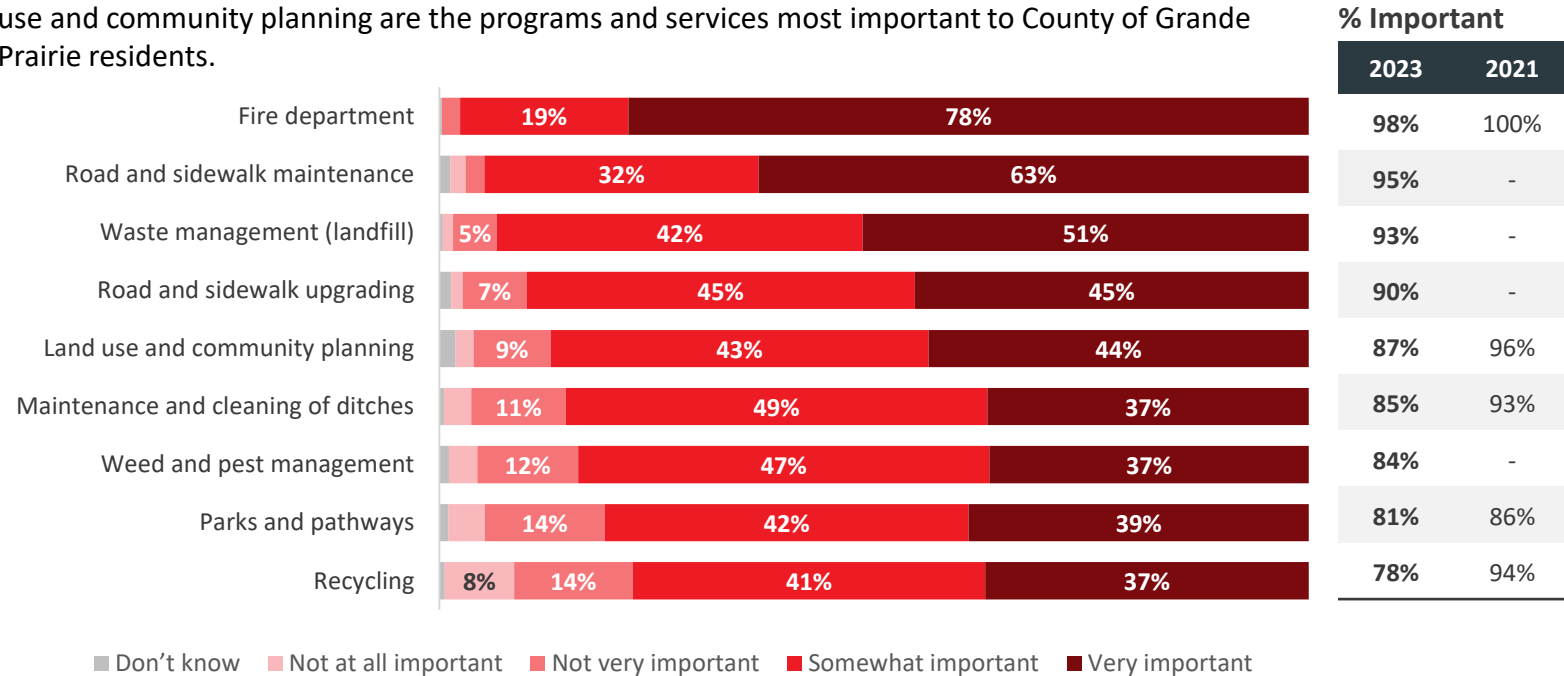
Overall Quality of Programs and Services

While overall satisfaction of programs and services quality is quite high, it has decreased since 2021. This could be a contributing factor to the decrease in County performance since programs and services are frequently what residents associate their municipal government with.



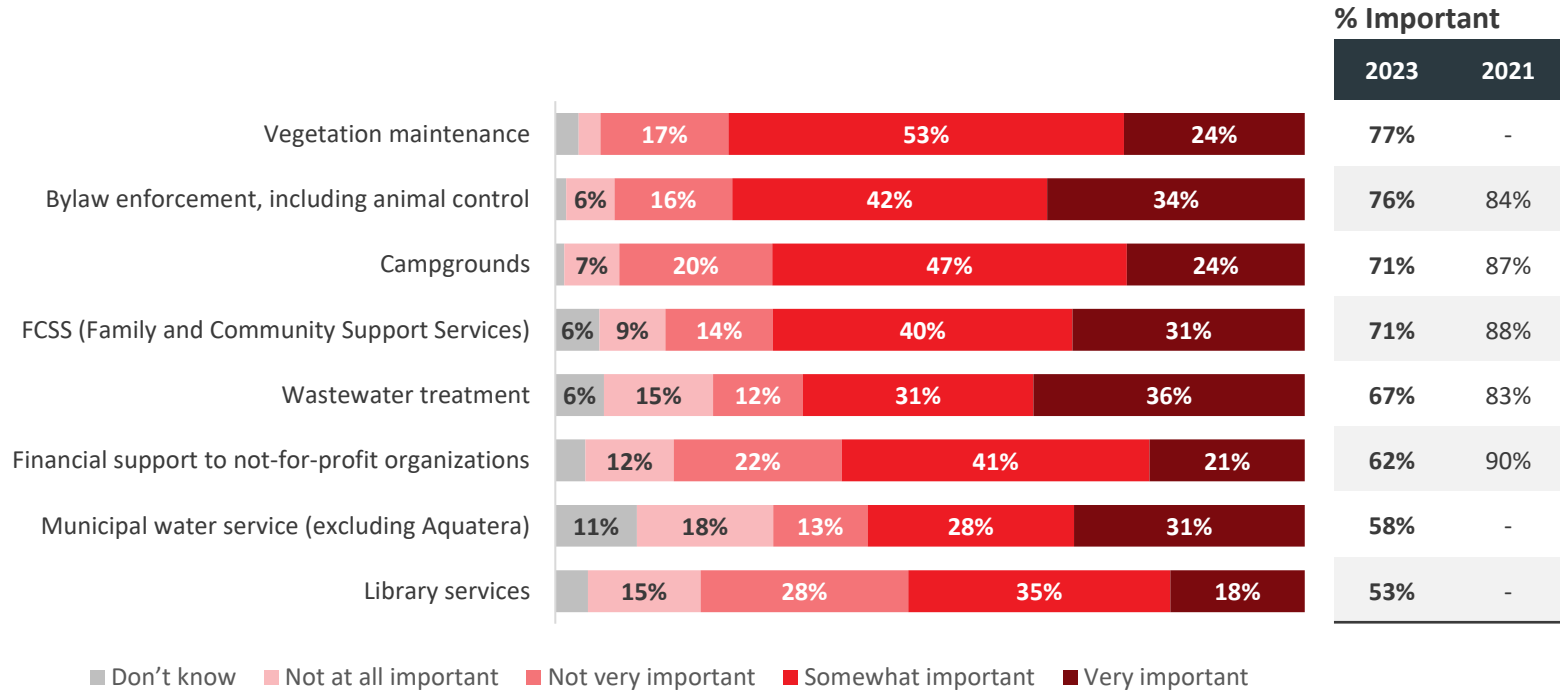
Programs and Services Importance

Fire department, road and sidewalk maintenance and upgrading, waste management, and land use and community planning are the programs and services most important to County of Grande Prairie residents.



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 (2023 n=566, 2021 n=320)
 Responses less than 5% not labelled

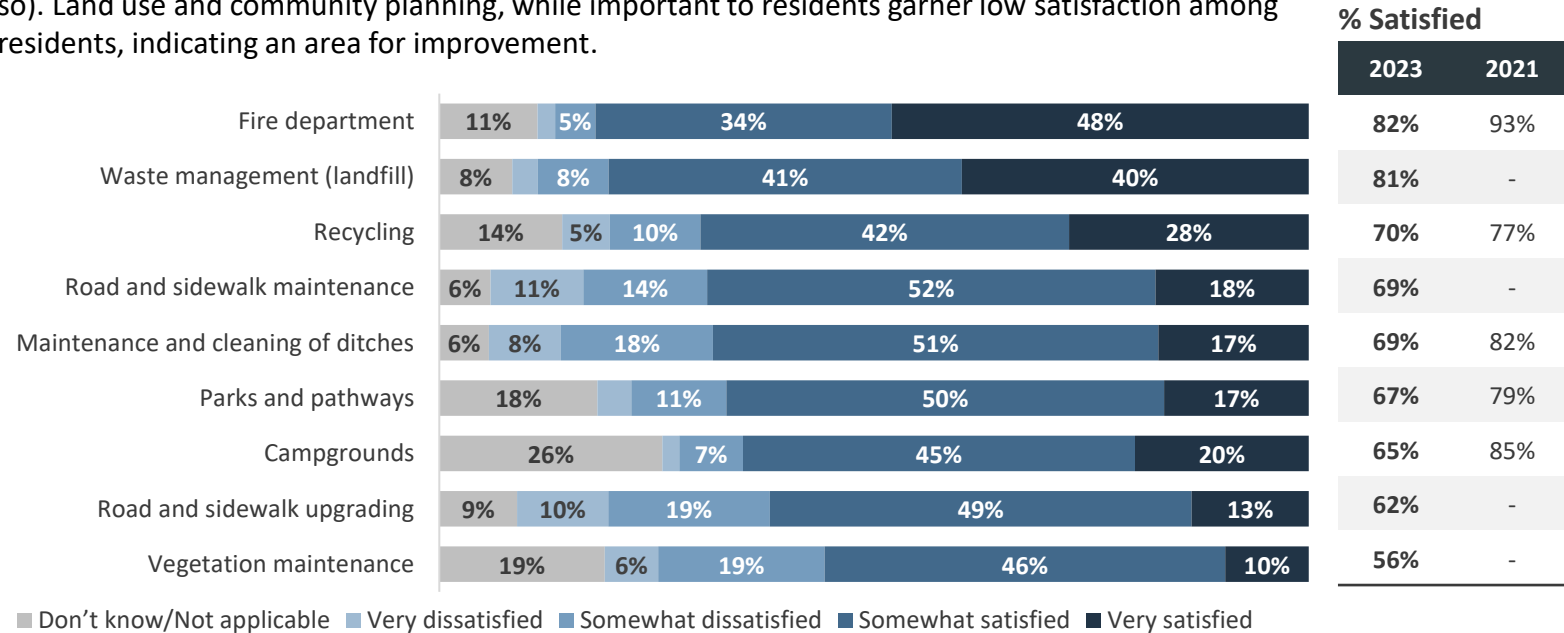
Programs and Services Importance (continued)



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 (2023 n=566, 2021 n=320)
 Responses less than 5% not labelled

Programs and Services Satisfaction

Matching the top priority, County of Grande Prairie residents are satisfied with the fire department. Residents are less satisfied with road and sidewalk maintenance and upgrading (upgrading especially so). Land use and community planning, while important to residents garner low satisfaction among residents, indicating an area for improvement.

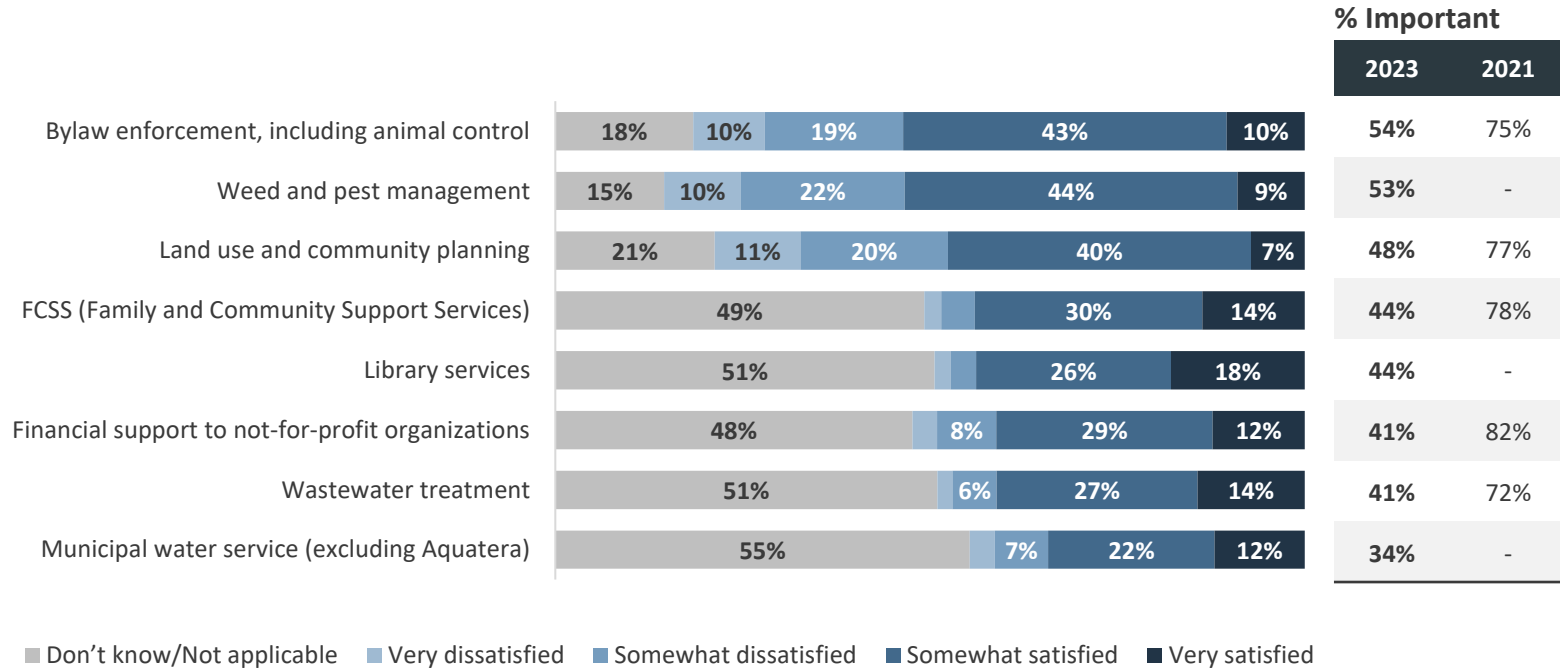


Q8b. Please tell us how satisfied you are with the job the County is doing in providing each of the following programs or services.

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

Responses less than 5% not labelled

Programs and Services Satisfaction (continued)



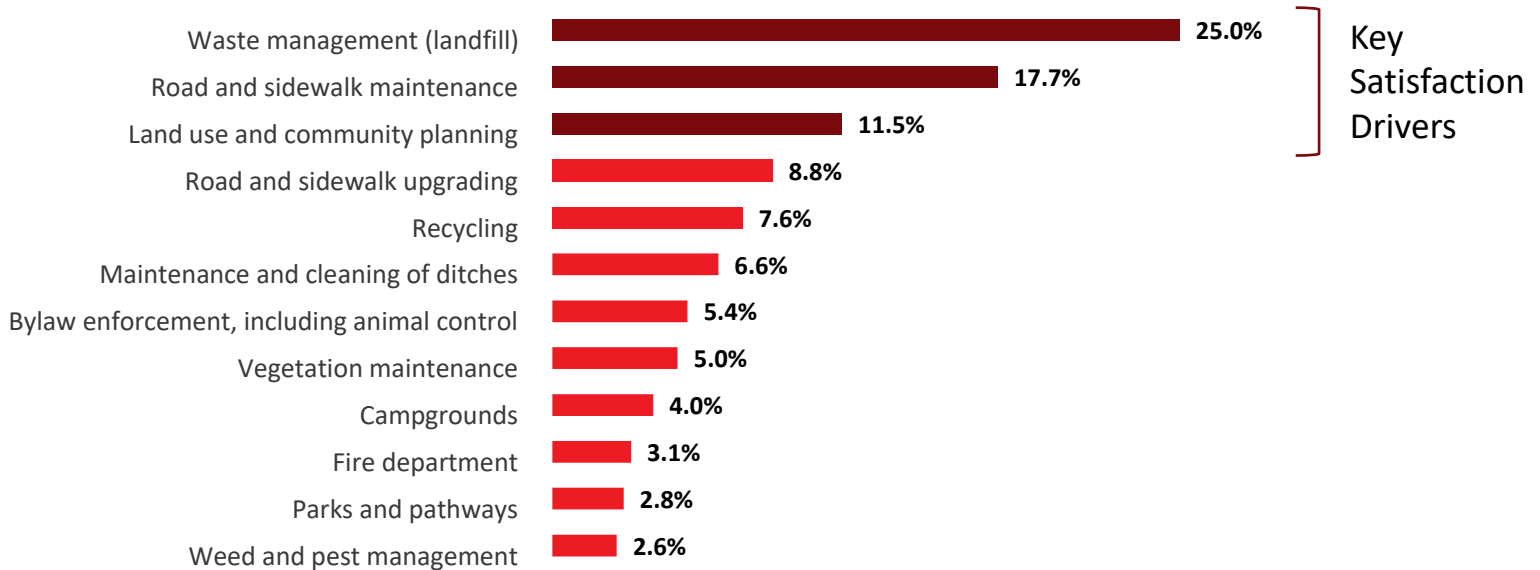
Q8b. Please tell us how satisfied you are with the job the County is doing in providing each of the following programs or services.

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

Responses less than 5% not labelled

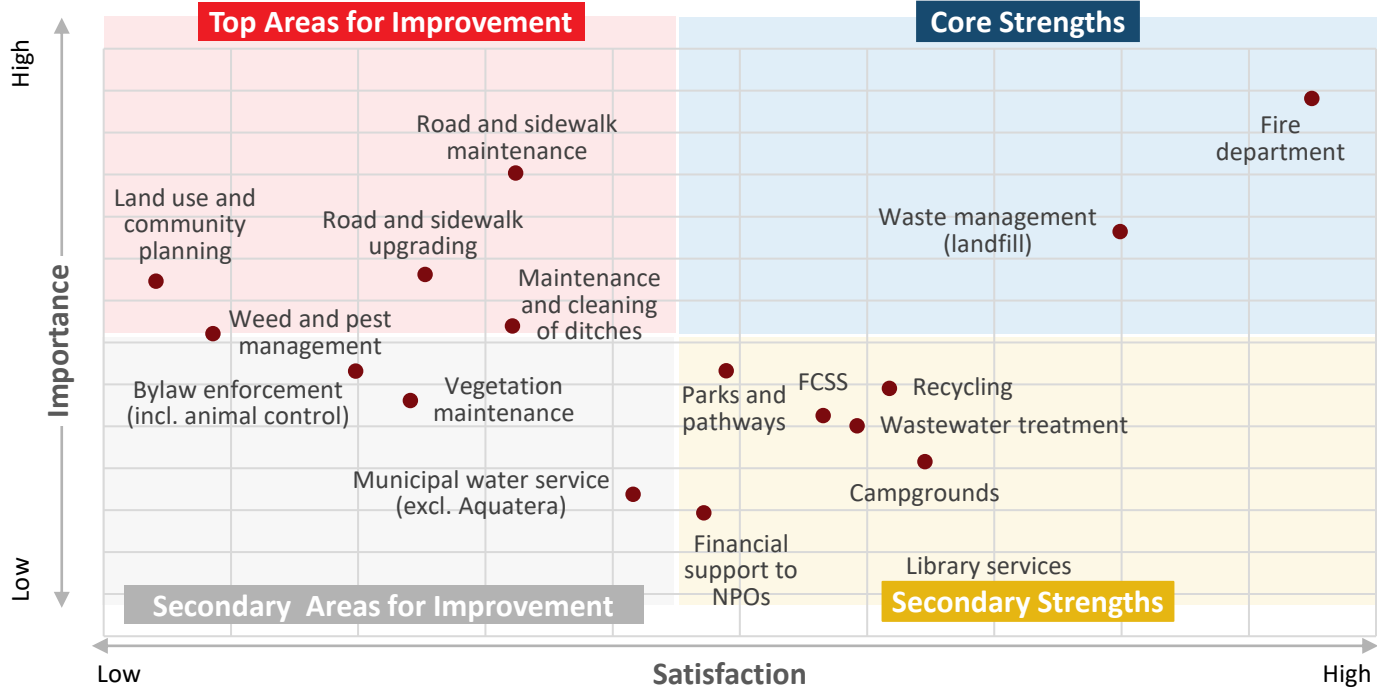
Key Drivers Analysis

Waste management, road and sidewalk maintenance and land use and community planning 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

The County of Grande Prairie has strengths in waste management and the fire department, indicating that residents both think they are important, and are satisfied. Roads and land use planning are areas the County of Grande Prairie should consider focusing on moving forward.



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

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, excluding those who answered Don't know or not applicable

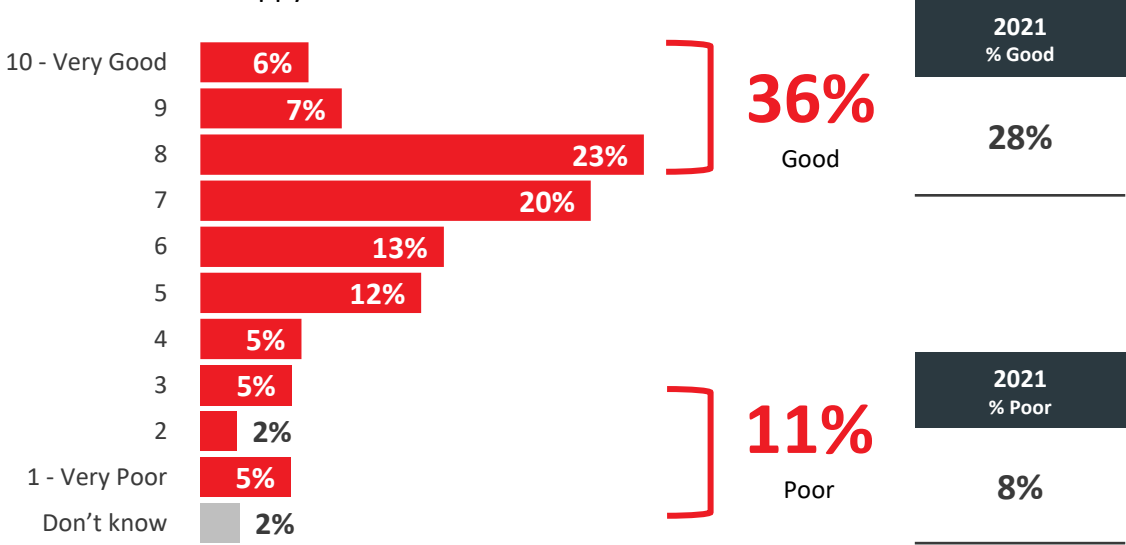


DETAILED RESULTS

Levels of Services and Taxation

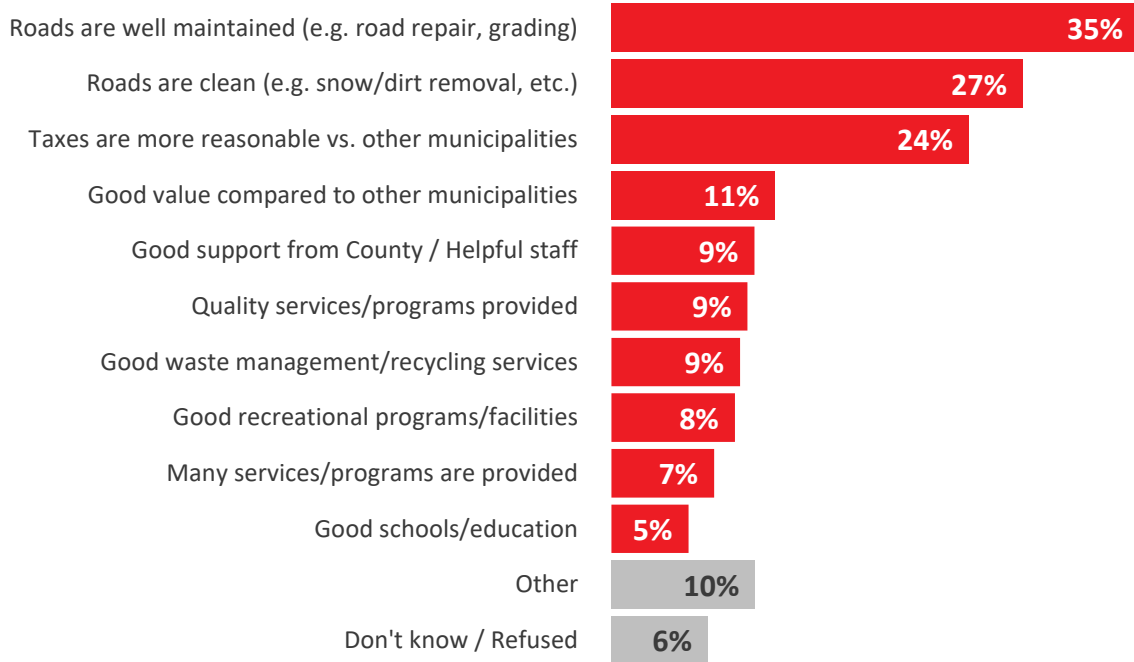
Value for Taxes

County of Grande Prairie residents feel that they receive good value for taxes, increasing from 2021. This demonstrates that even though satisfaction may be decreasing in some areas, residents are still overall happy.



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. Affordability and taxes being more reasonable than other municipalities is also a key reason.



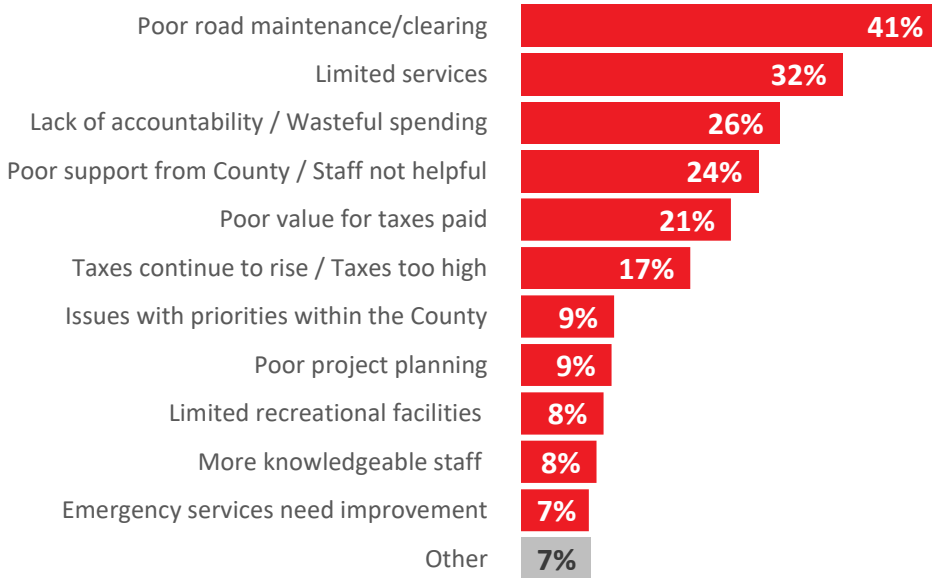
Q9a. For what reasons do you feel you receive good value for your municipal property tax dollars?

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

Responses less than 5% not shown

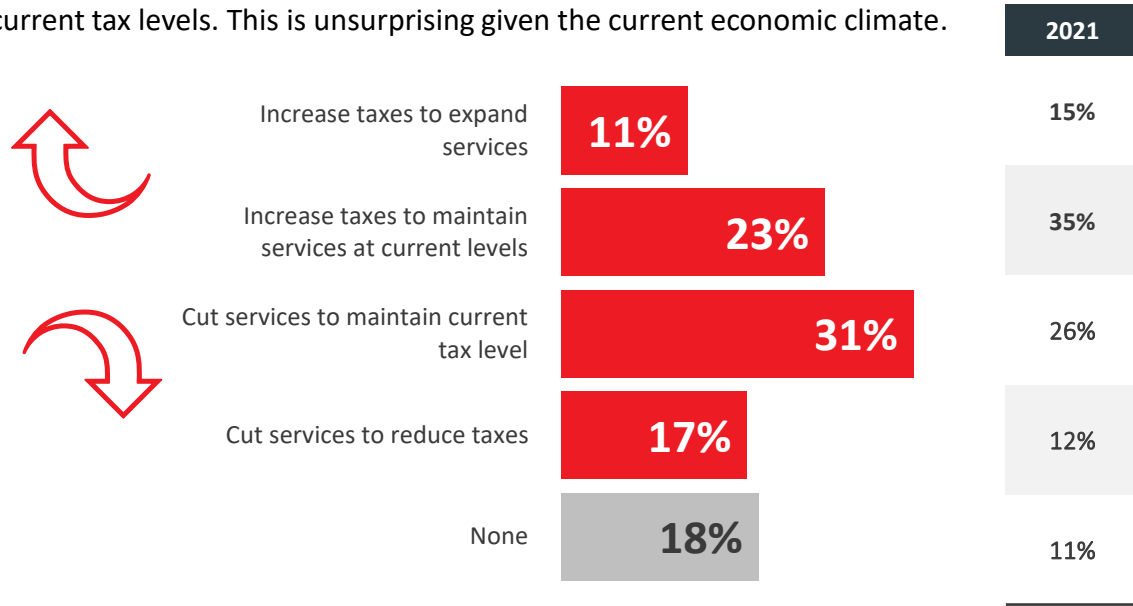
Reasons for Poor Value for Taxes

On the other side, those who feel they have poor value for taxes note it is because of poor road maintenance and clearing. Limited services is also a key reason for having poor values for taxes.



Tax and Service Preferences

County of Grande Prairie residents would prefer to cut services to maintain current tax levels. This is unsurprising given the current economic climate.



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 (2023 n=566, 2021 n=320)

2021 Don't know not shown



DETAILED RESULTS

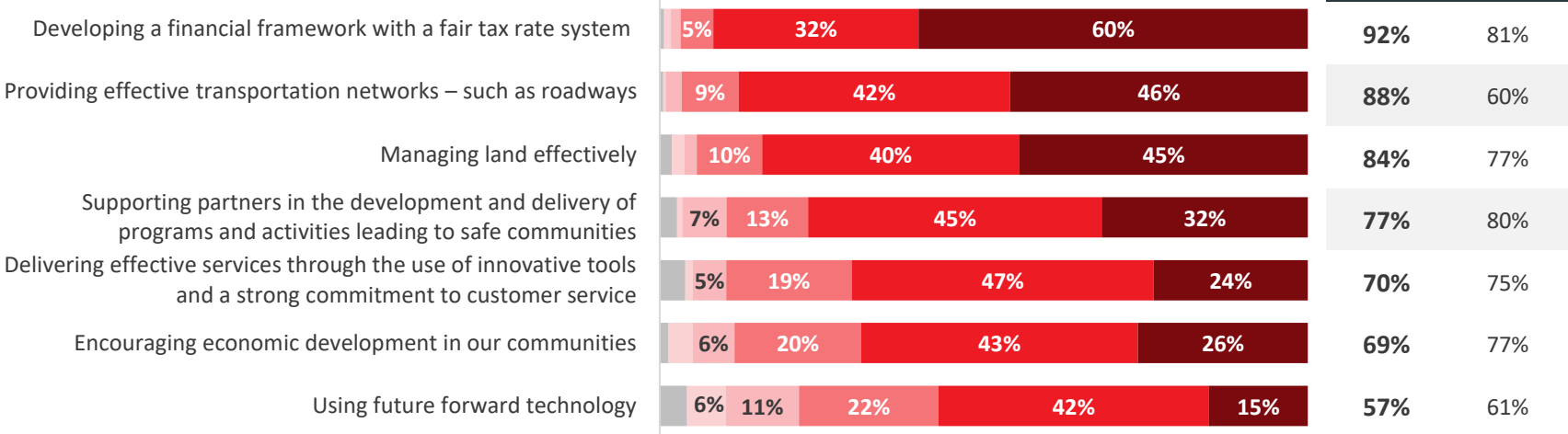
Strategic Plan

Strategic Plan Important Priorities

Quite consistent with the key issues presented by County of Grande Prairie residents, a fair tax rate system, roadways, and effective land management are the most important strategic plan priorities.

% Important (7-10)

2023	2021
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■ Don't know ■ 1 - Not at all important ■ Not important (2,3,4) ■ Neutral (5,6) ■ Important (7,8,9) ■ 10 - Very Important

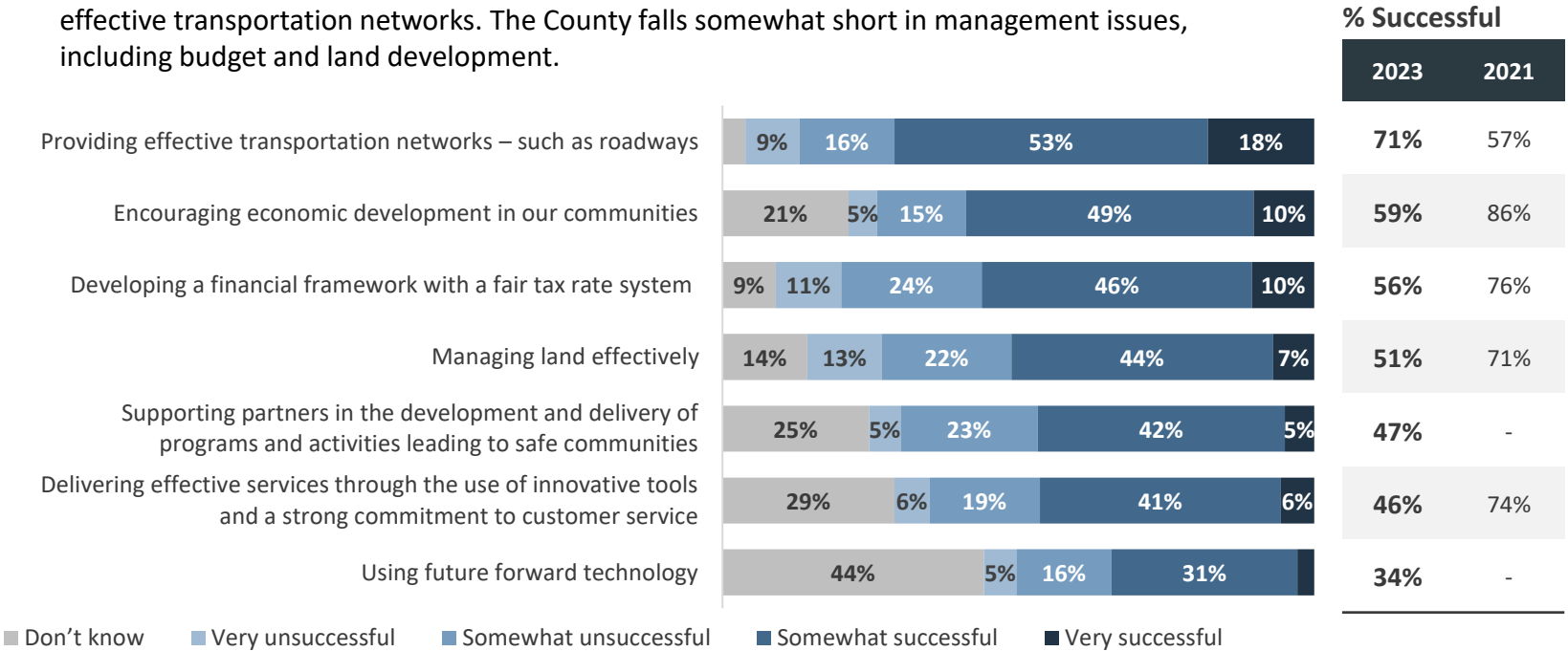
Q5. How important are each of the following priorities that the County of Grande Prairie is addressing through the Strategic Plan over the next four years?

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

Responses less than 5% not labelled

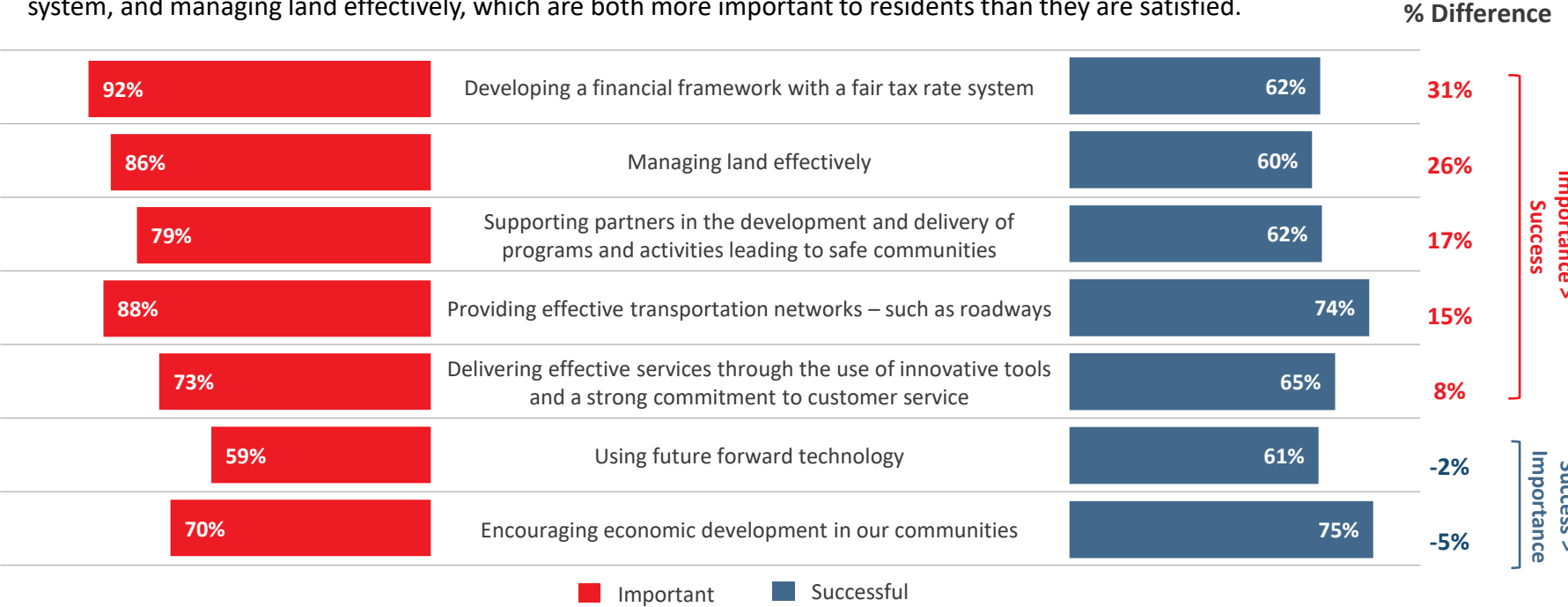
Success on Actioning the Strategic Plan

County of Grande Prairie residents feel the County has been quite successful at providing effective transportation networks. The County falls somewhat short in management issues, including budget and land development.



Strategic Plan Importance vs. Success

Two key areas of focus for the County of Grande Prairie could be developing a financial framework with a fair rate tax system, and managing land effectively, which are both more important to residents than they are satisfied.



■ Important ■ Successful

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, excluding those who answered Don't know or not applicable (2023 n=316-563)
 % Difference = Importance (7,8,9,10) – Successful (Very + Somewhat)

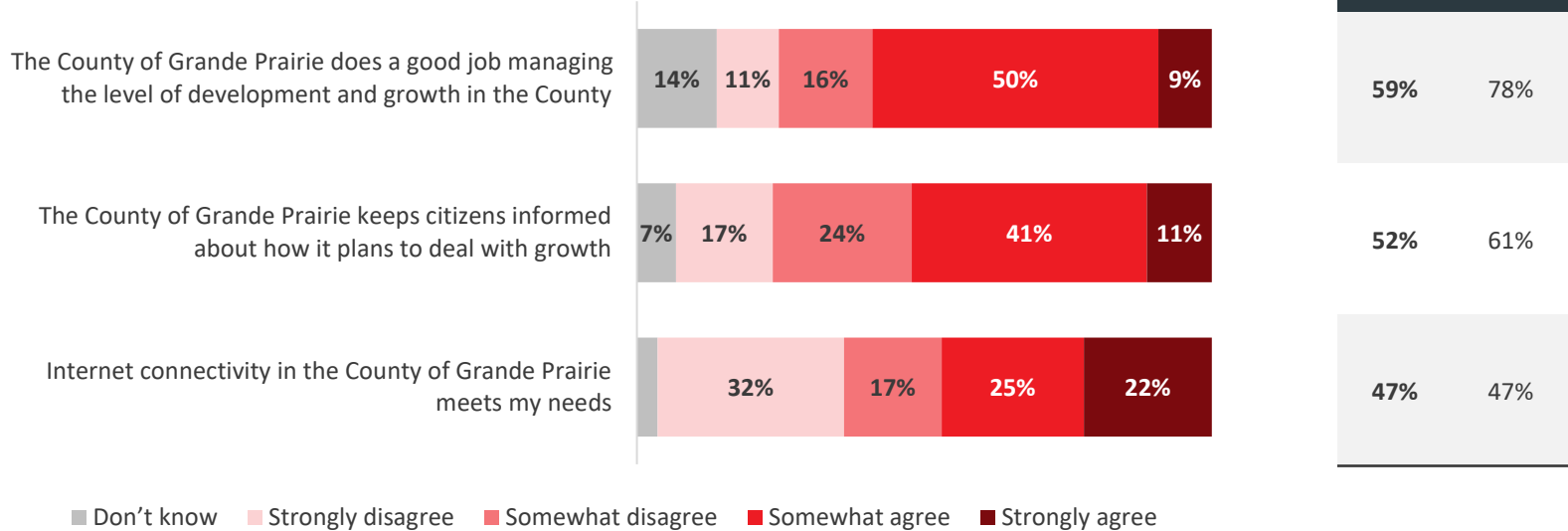


DETAILED RESULTS

Growth and Development

Attitudes on Growth and Development

Residents are more satisfied with how the County manages the level of growth and how it informs residents on growth than they are with internet connectivity in the region. Managing growth, however, has seen large decreases since 2021 and will be important to monitor given the importance of land use planning to residents.



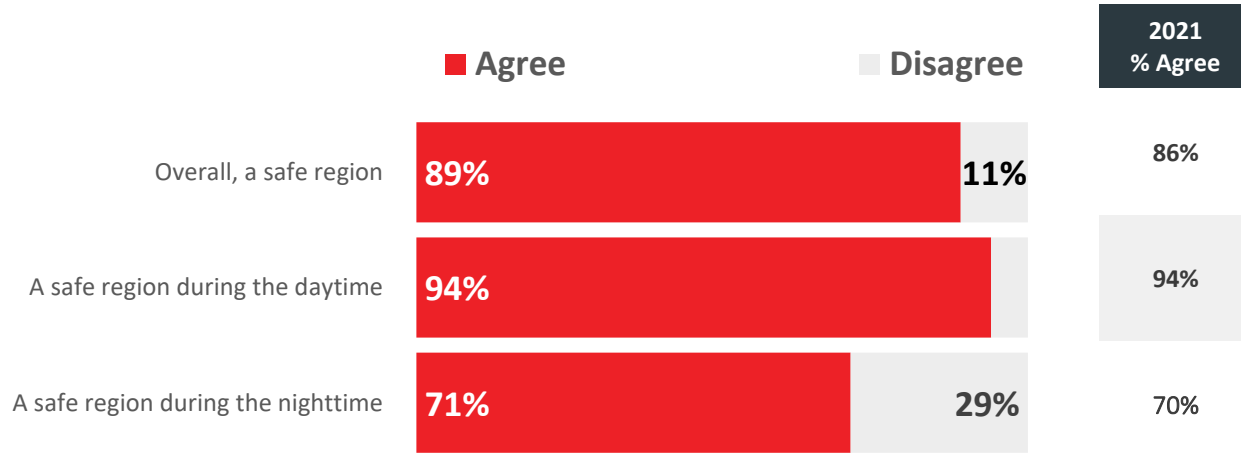


DETAILED RESULTS

Safety & Community

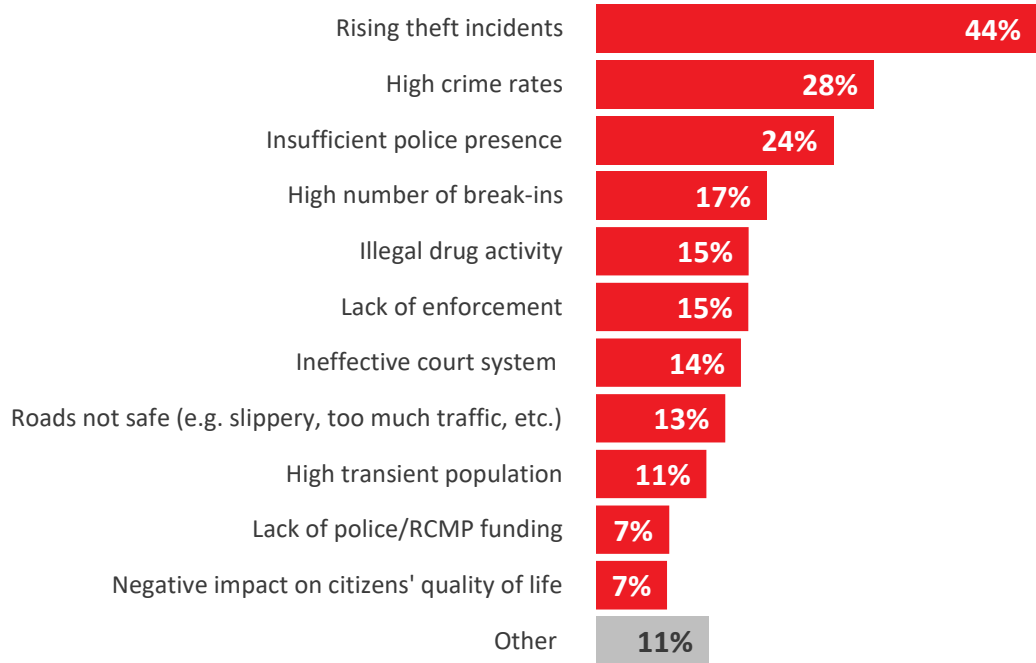
Perceptions on Safety

Overall, County of Grande Prairie residents feel that the County is a safe region to live in, and this has increased since 2021.



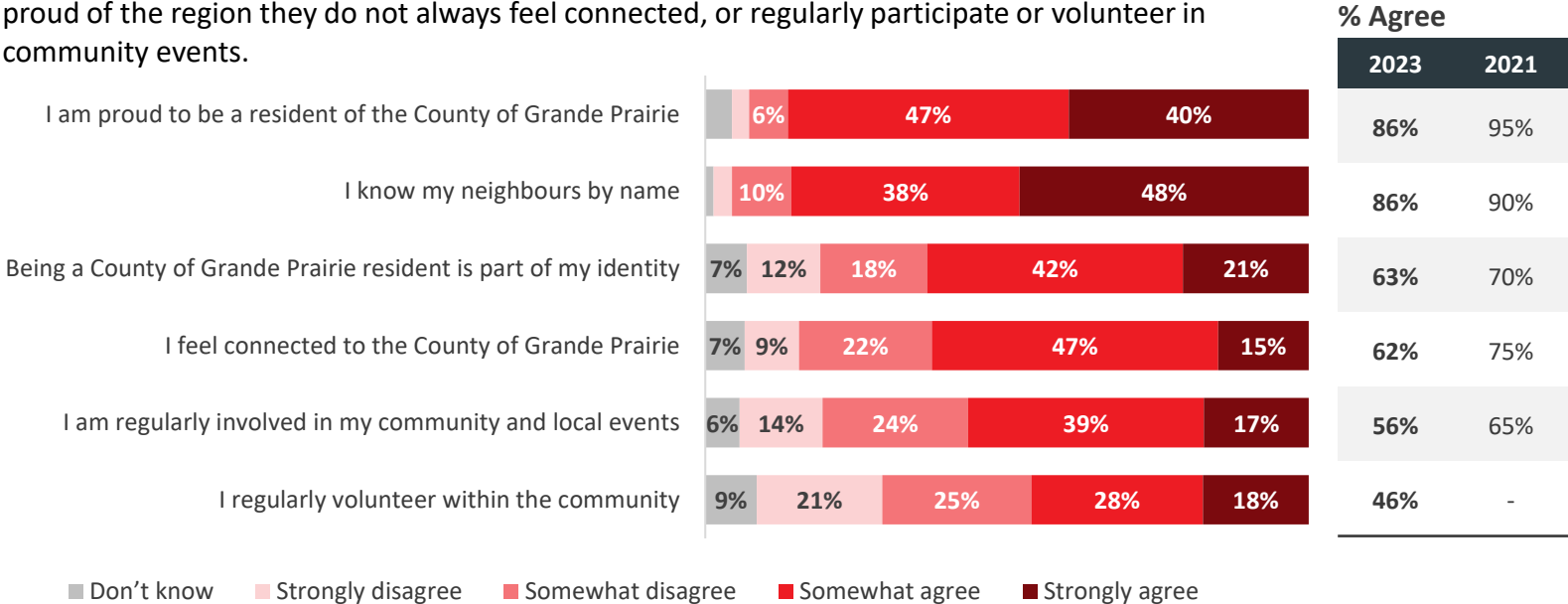
Reasons for Feeling Unsafe

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



Sense of Community

Residents are overall very proud to be residents of the County of Grande Prairie. There is somewhat of a personal disconnect between the residents and the region, and while they are proud of the region they do not always feel connected, or regularly participate or volunteer in community events.



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 (2023 n=566, 2021 n=320)
Responses 5% or less not labelled

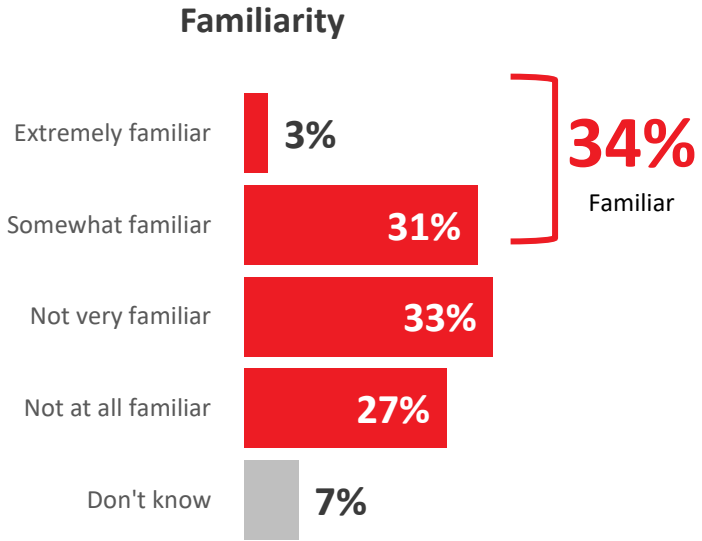
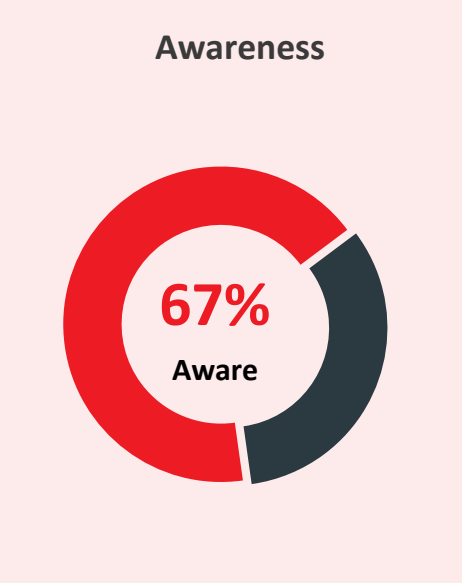


DETAILED RESULTS

Inter-Municipal Collaboration

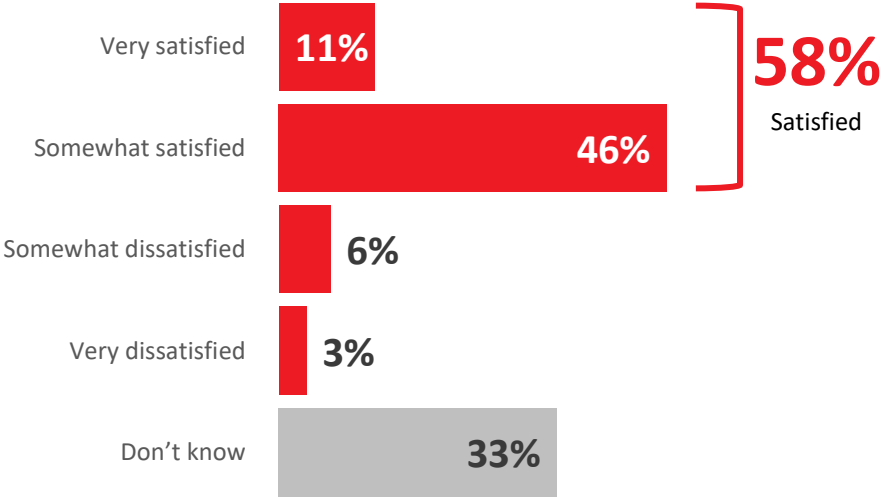
Awareness of Joint Service Agreements

While County of Grande Prairie residents are aware of joint service agreements, they are not very familiar with what they are. This is an opportunity for education among residents and informing them what joint service agreements mean for them as County residents.



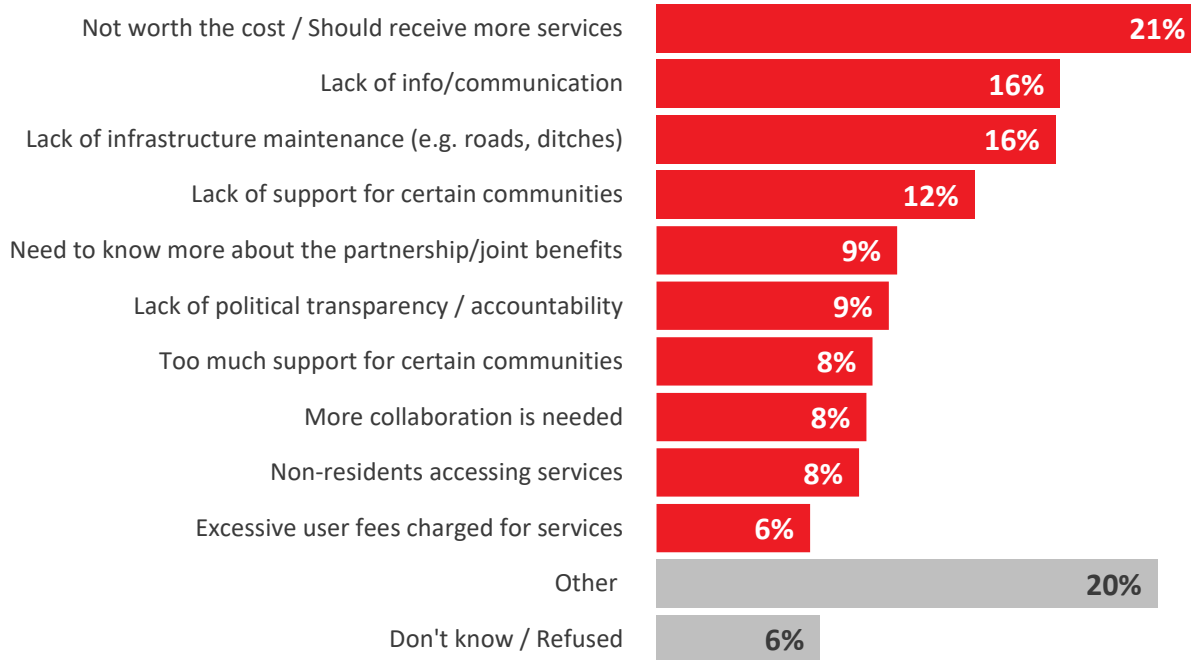
Satisfaction with Joint Service Agreements

More residents are satisfied than dissatisfied with joint service agreements, but there are still many who do not know, further supporting the suggestion that residents need more information on the agreements.



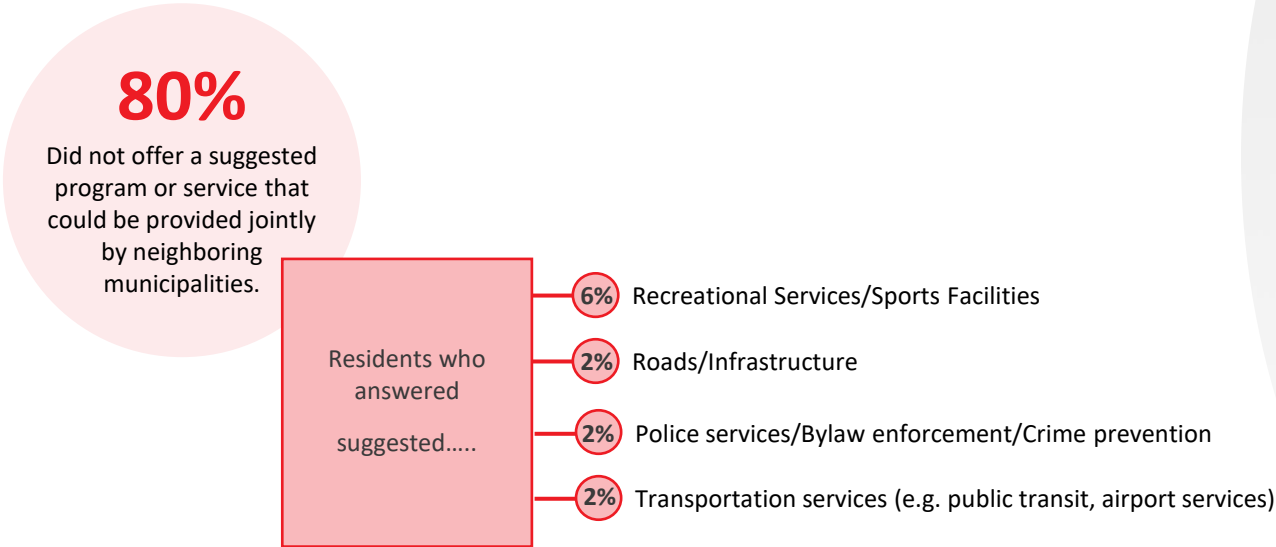
Reasons for Dissatisfaction

For the small number who are dissatisfied with joint service agreements (9%), they cite it is not worth the cost and they have not received enough information on them.



Additional Programs or Services

A majority (80%) of County of Grande Prairie residents did not suggest a program or service that could be delivered jointly by neighboring municipalities. Among those who did, recreation emerged as a top program or service that could be administered jointly.



Q24. What other services or programs could be provided jointly by neighboring municipalities delivery to help serve your community better?

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

Responses 1% or less not shown

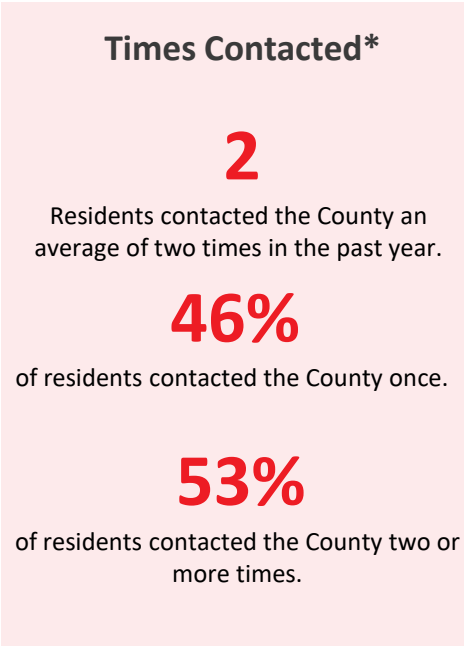
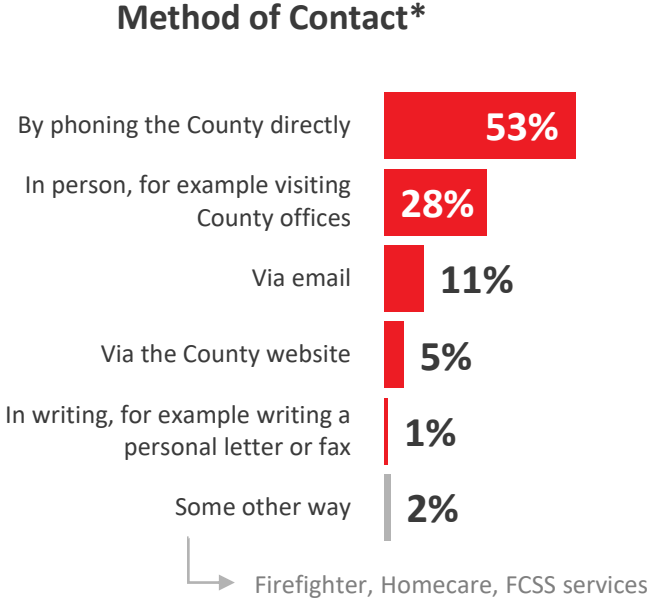
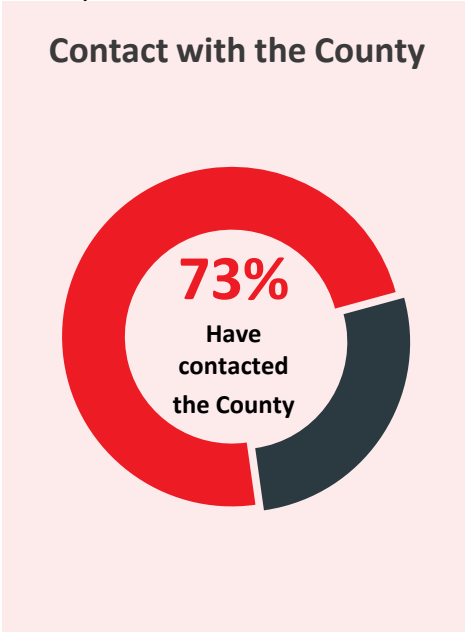


DETAILED RESULTS

County Information and Customer Service

Contact with the County

Many residents are contacting the County of Grande Prairie, largely by phoning the County directly. Many residents are contacting the County more than once, on an average of two times in the past year.



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?

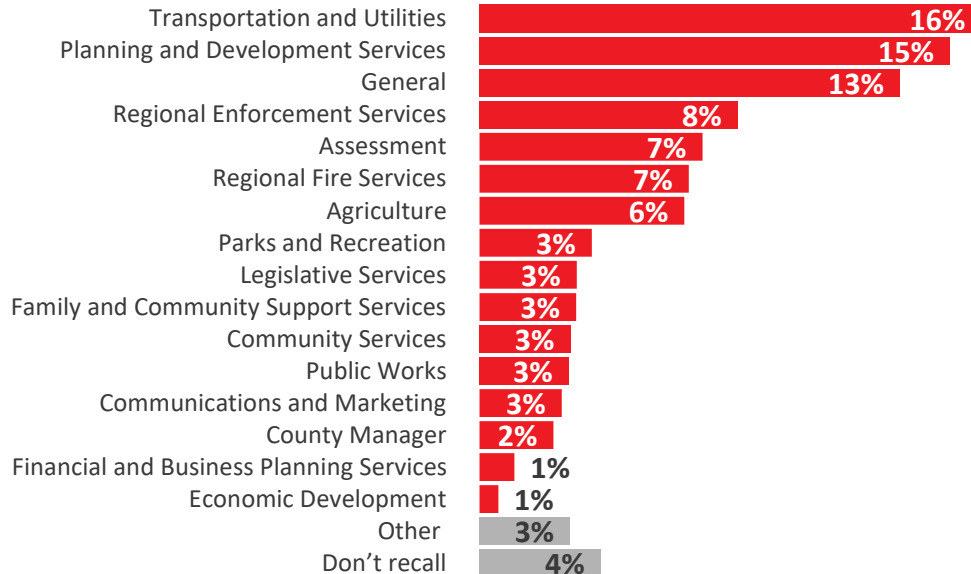
Base: County of Grande Prairie Residents (2023 n=566)

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

Responses less than 1% not shown

Department Contacted

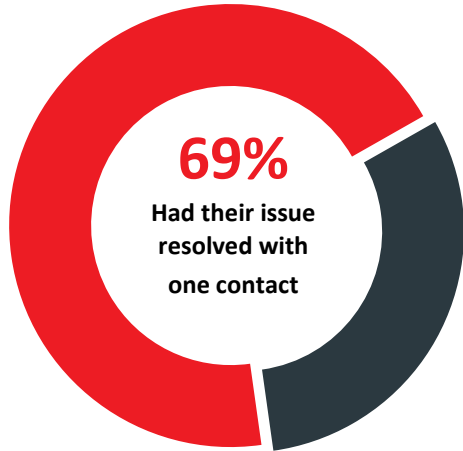
Transportation and Utilities and Planning and Development Services are the departments that have been contacted the most by County of Grande Prairie residents. This is unsurprising seeing as these are the top issues noted by residents. Interest in planning and development could also potentially be due to increased interest in Land Use Bylaw reviews and 15-Minute Cities across the province.



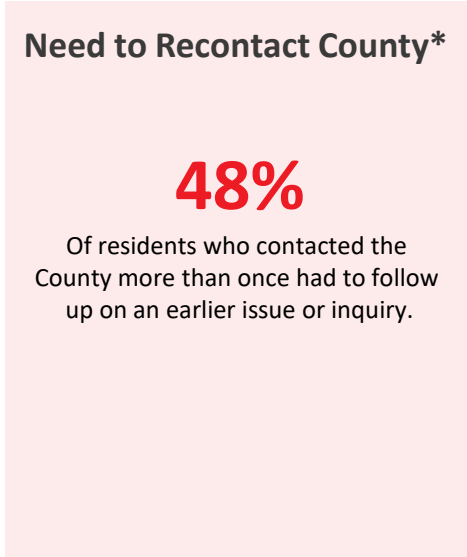
Multiple County Contacts

While a majority had their issues resolved with one contact, nearly half of those who recontacted the County did so to follow up on an earlier issue or inquiry. Limiting the amount of times residents need to contact the County, particularly on the same issue may result in higher satisfaction levels with the County overall.

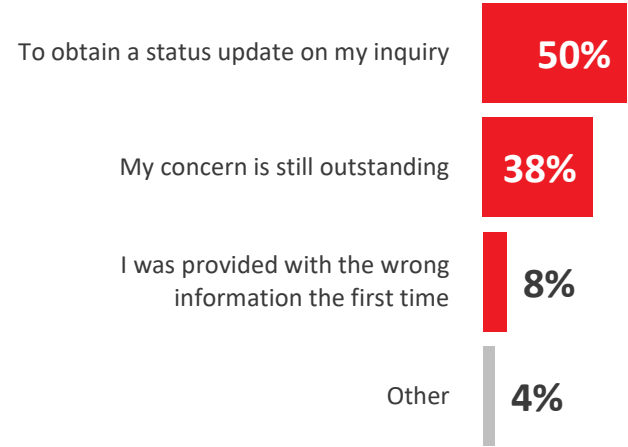
Issue Resolution



Need to Recontact County*



Reason for Recontact**



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.

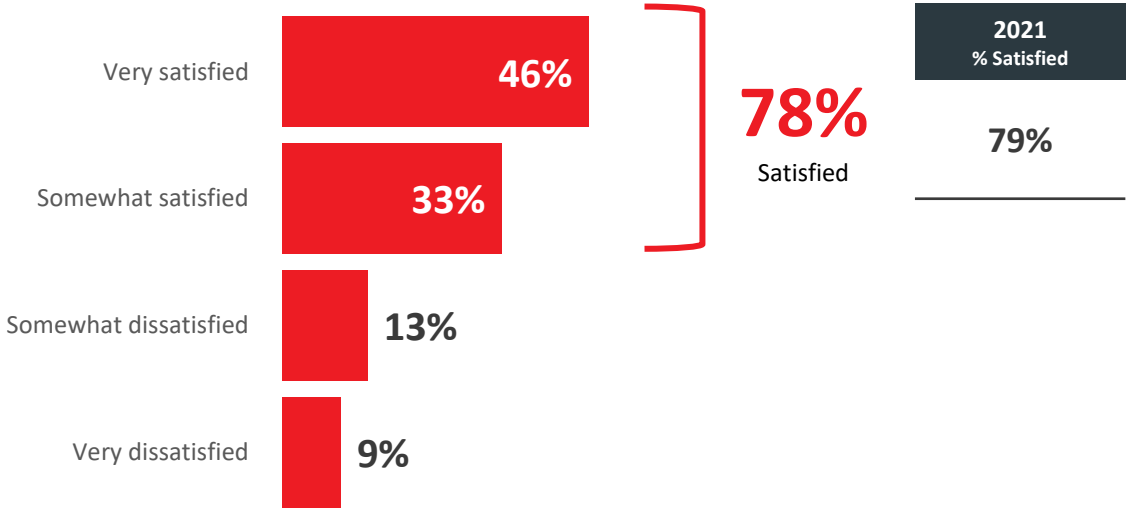
Base: County of Grande Prairie Residents who have contacted the County in the past 12 months (2023 n=408)

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

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

Customer Service Satisfaction

Overall customer service satisfaction among County of Grande Prairie residents is high and has remained consistent with 2021 results.

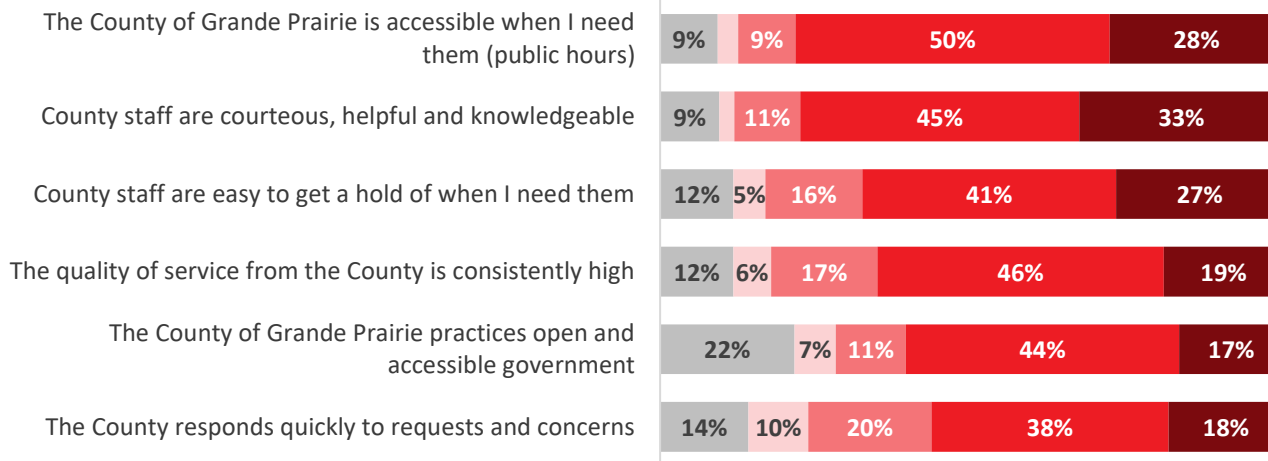


Perceptions of Customer Service

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

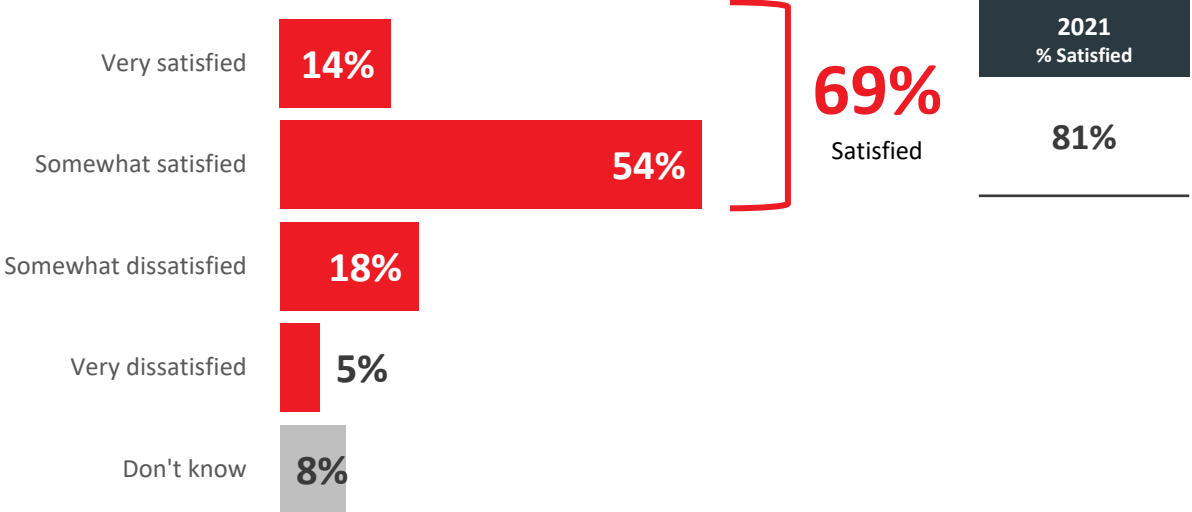
	2023	2021
The County of Grande Prairie is accessible when I need them (public hours)	78%	-
County staff are courteous, helpful and knowledgeable	78%	89%
County staff are easy to get a hold of when I need them	68%	77%
The quality of service from the County is consistently high	65%	76%
The County of Grande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



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

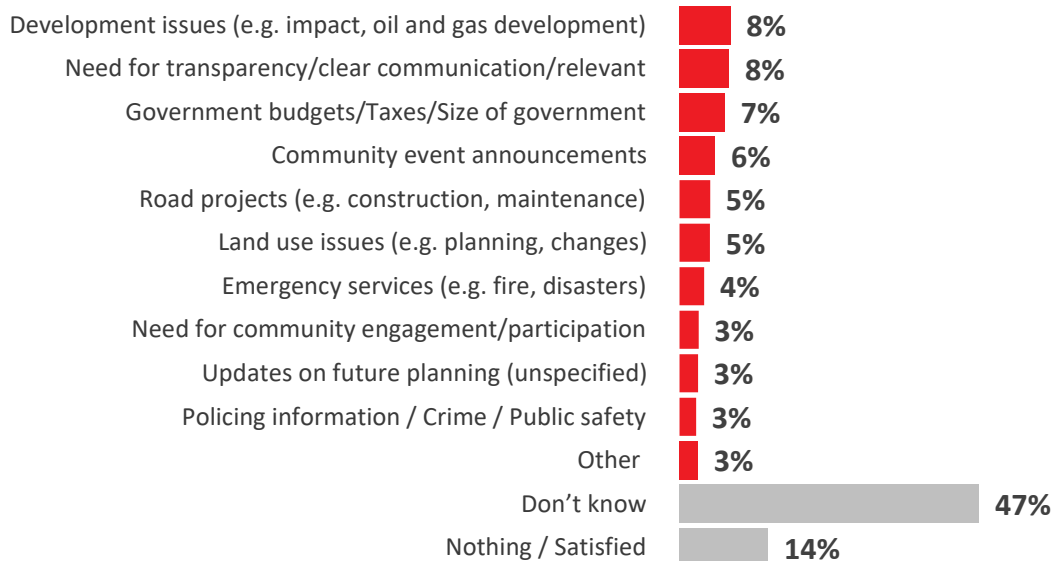
Satisfaction with the Quality of Information

Most residents are satisfied with the quality of information, but this has decreased since 2021. The more information residents can be provided the better, as they want to be informed about what is going on in their 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 development issues, and more transparency and clearer communication overall would be appreciated.



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 (2023 n=566)

Responses less than 3% not shown

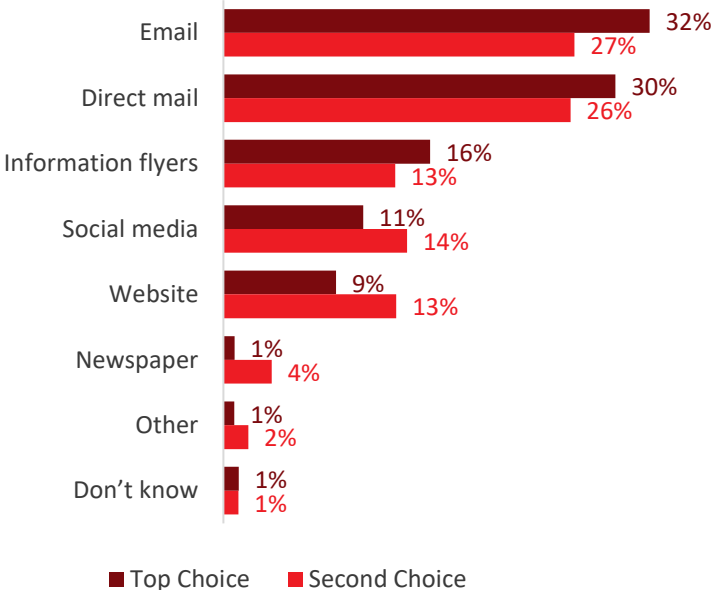
DID YOU KNOW

60% of Canadians want more information from their City

Source: Leger Municipal Index Tracker (October-November 2023)

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?

Base: County of Grande Prairie Residents (n=554-566)

REPORT

County Scorecard



County Scorecard

Top Issues

Alberta

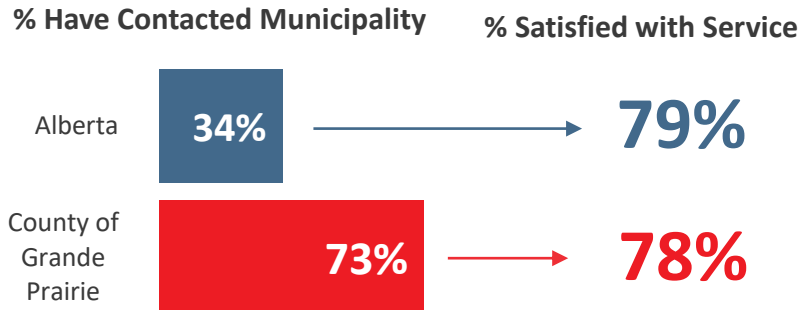
1. Taxes/high taxes (23%)
2. Health care (18%)
3. Crime (17%)
4. Budget Control (9%)
5. Infrastructure maintenance (5%)

County of Grande Prairie

1. Taxes/high taxes (16%)
2. Road conditions (14%)
3. Budget Control (11%)
4. Health care (10%)
5. Planning, development, land use (10%)



Contact with Municipality



Quality of Life



Value for Taxes



County Scorecard – Detailed Results

	County of Grande Prairie	Total Alberta	Calgary	Edmonton	Other Alberta	AB Urban Area	AB Suburban Area	AB Rural Area
<i>n=</i>	566	1002	331	321	350	446	352	197
Top Issue*								
Taxes/high taxes	16%	23%	26%	26%	15%	24%	21%	22%
Healthcare	10%	18%	17%	20%	18%	17%	21%	15%
Crime	7%	17%	17%	18%	15%	16%	18%	19%
Budget control/appropriate spending of taxes	11%	9%	9%	10%	8%	10%	10%	5%
Infrastructure (maintenance, improvement, development)	6%	5%	4%	4%	7%	4%	5%	7%
Road conditions	14%	5%	4%	4%	7%	4%	4%	8%
Planning/development/land use	10%	5%	5%	3%	7%	4%	7%	4%
Affordable housing / housing	-	3%	5%	1%	1%	3%	2%	1%
Other	3%	2%	3%	2%	2%	3%	2%	1%
Quality of Life								
Good	96%	85%	85%	84%	88%	84%	87%	85%
Very good	38%	17%	16%	16%	19%	14%	19%	20%
Good	58%	69%	69%	68%	69%	71%	68%	64%
Poor	4%	15%	15%	16%	12%	16%	13%	15%
Poor	3%	12%	13%	13%	10%	13%	11%	12%
Very poor	<1%	2%	2%	3%	2%	2%	2%	3%

*Total AB responses less than 3% not shown

% County of Grande Prairie higher than total Alberta
% County of Grande Prairie lower than total Alberta

County Benchmark – Detailed Results

	County of Grande Prairie	Total Alberta	Calgary	Edmonton	Other Alberta	AB Urban Area	AB Suburban Area	AB Rural Area
<i>n=</i>	566	1002	331	321	350	446	352	197
Quality and Service Satisfaction								
Satisfied	76%	73%	74%	69%	75%	72%	75%	71%
Very satisfied	15%	11%	10%	10%	14%	10%	14%	10%
Somewhat satisfied	62%	61%	64%	58%	61%	62%	61%	62%
Not satisfied	17%	24%	22%	27%	22%	24%	22%	26%
Not very satisfied	13%	17%	16%	20%	16%	18%	17%	18%
Not at all satisfied	5%	6%	6%	7%	6%	7%	5%	8%
Don't know	6%	3%	3%	4%	2%	4%	3%	3%
Value for Taxes								
Good (8-10)	36%	19%	19%	17%	20%	20%	19%	18%
Neutral (4-7)	50%	58%	60%	58%	57%	58%	60%	56%
Poor (1-3)	11%	15%	15%	15%	14%	14%	15%	17%

% County of Grande Prairie higher than total Alberta

% County of Grande Prairie lower than total Alberta

County Benchmark – Detailed Results

	County of Grande Prairie	Total Alberta	Calgary	Edmonton	Other Alberta	AB Urban Area	AB Suburban Area	AB Rural Area
<i>n=</i>	566	1002	331	321	350	446	352	197
Contact Municipality								
Yes	73%	34%	28%	35%	41%	33%	34%	39%
No	27%	66%	72%	65%	59%	67%	66%	61%
Contact Satisfaction								
<i>n=</i>	408	400	115	128	157	169	137	91
Satisfied	78%	79%	74%	82%	81%	78%	77%	83%
Very satisfied	46%	37%	27%	38%	44%	35%	36%	43%
Somewhat satisfied	33%	42%	46%	44%	37%	43%	41%	40%
Not satisfied	22%	21%	26%	18%	19%	22%	23%	17%
Not very satisfied	13%	14%	13%	14%	14%	12%	18%	11%
Not at all satisfied	9%	7%	14%	5%	5%	10%	5%	6%

% County of Grande Prairie higher than total Alberta

% County of Grande Prairie lower than total Alberta

County Benchmark – Detailed Results

	County of Grande Prairie	Total Alberta	Calgary	Edmonton	Other Alberta	AB Urban Area	AB Suburban Area	AB Rural Area
n=	566	1002	331	321	350	446	352	197
Sense of Community (% Agree)								
I am proud to be a resident of the County of Grande Prairie/my current city or town	86%	76%	80%	73%	73%	78%	72%	77%
I feel connected to the County of Grande Prairie/my current city or town	62%	63%	67%	62%	61%	64%	64%	61%
I know my neighbours by name	86%	65%	64%	62%	70%	56%	71%	77%
Being a resident of County of Grande Prairie/my current city or town is part of my identity	63%	56%	61%	53%	55%	59%	56%	51%
I am regularly involved in my community and local events	56%	34%	37%	29%	36%	32%	35%	35%
I regularly volunteer within the community	46%	33%	33%	29%	37%	32%	31%	36%

% County of Grande Prairie higher than total Alberta
% County of Grande Prairie lower than total Alberta

REPORT

Respondent Profile



Respondent Profile

		Percent of Respondents (%) n=566
Gender		
Male		50%
Female		50%
Age		
25 to 34		24%
35 to 44		25%
45 to 64		35%
65+		16%
Length of Residency		
Less than 3 years		10%
3-10 years		25%
10+ years		65%
Income		
Under \$60K		9%
\$60K-\$120K		21%
Over \$120K		44%

Respondent Profile

	Percent of Respondents (%) n=566
Equity Deserving	
Racialized / visible minority	3%
Person with disabilities	2%
Indigenous	2%
New to Canada	<1%
LGBTQ2S+	<1%
Senior	1%
Other	5%
None of these	79%
I prefer not to answer	9%
Marital Status	
Single	5%
Married/living common-law	88%
Divorced	1%
Separated	1%
Widowed	2%
I prefer not to answer	3%

Respondent Profile

Percent of Respondents (%)	
n=566	
Number of People in Household	
One person	7%
2	39%
3	16%
4	23%
5+ (NET)	10%
Prefer not to answer	5%
Children in Household	
n=524	
Yes: 12 years of age and older only	10%
Yes: 12 years of age and older and younger than 12 years old	7%
Yes: younger than 12 years old only	27%
No children under 18 years old at all in the household	50%
Prefer not to answer	6%
Tax Responsibility	
Primarily responsible	49%
Jointly responsible	50%
Neither	2%

Respondent Profile

	Percent of Respondents (%) n=566
Own vs. Rent	
Own	99%
Rent	<1%
Don't know	<1%
Prefer not to answer	1%
Property Ownership	
Residential property to rent out	12%
Commercial property	4%
Other non-residential property (e.g., industrial)	3%
None of the above	79%
Prefer not to answer	5%
Residence Type	
House	88%
Duplex	1%
Four-plex	<1%
Condo	<1%
Townhouse	1%
Other	11%

Respondent Profile

	Percent of Respondents (%) n=566
Education	
Elementary (7 years or less)	<1%
High school, general or vocational (8 to 12 years)	18%
College	45%
University certificates and diplomas	7%
University Bachelor	18%
University Master's degree	4%
University Doctorate (PhD)	2%
I prefer not to answer	6%
Employment	
Working full time	61%
Working part time	11%
A student	1%
Not working outside the home	3%
Retired	17%
I prefer not to answer	6%

Respondent Profile

	Percent of Respondents (%) n=566
Occupation	
Office worker (Cashier, office clerk, accounting clerk, secretary, etc.)	7%
Personnel specialized in sales (Insurance agent, sales person, etc.)	2%
Personnel specialized in services (Security agent, taxi driver, etc.)	1%
Manual worker (Farmer, packer, unskilled worker, miner, etc.)	7%
Skilled, semi-skilled worker (Bricklayer, truck driver, electrician, etc.)	16%
Science and technologies worker (Computer operator, programmer, etc.)	4%
Professional (Archeologist, architect, artist, lawyer, banker, etc.)	13%
Manager / administrator/owner (Director, editor, entrepreneur, etc.)	16%
Homemaker	3%
Student (Full-time or whose studies take up most of his / her time)	1%
Retired (Pre-retired or private means)	17%
Unemployed (Unemployment, welfare)	<1%
Other	2%
I prefer not to answer	9%
Business Owner	
Yes	20%
No	73%
Prefer not to answer	8%

Respondent Profile

	Percent of Respondents (%) n=566
Region	
Bad Heart	<1%
Beaverlodge	4%
Bezanson	8%
Outside of City of Grande Prairie limits	6%
Clairmont	22%
Demmitt	1%
Elmworth	<1%
Goodfare	1%
Huallen	1%
Hythe	3%
Kleskun Hill/Kleskun Lake	1%
La Glace	5%
Lymburn	<1%
Pipestone	1%

	Percent of Respondents (%) n=566
Region	
Saskatoon Lake	1%
Sexsmith	4%
Teepee Creek	2%
Valhalla Centre	4%
Webster	4%
Wedgewood	4%
Wembley	7%
Bear Lake	1%
Carriage Lane	2%
Dimsdale	3%
Dunes West	3%
Flyingshot Lake	1%
Maple Ridge Estates	1%
Other	9%

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