

2021 CITIZEN SATISFACTION SURVEY

County of Grande Prairie

December 23, 2021

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INTRODUCTION

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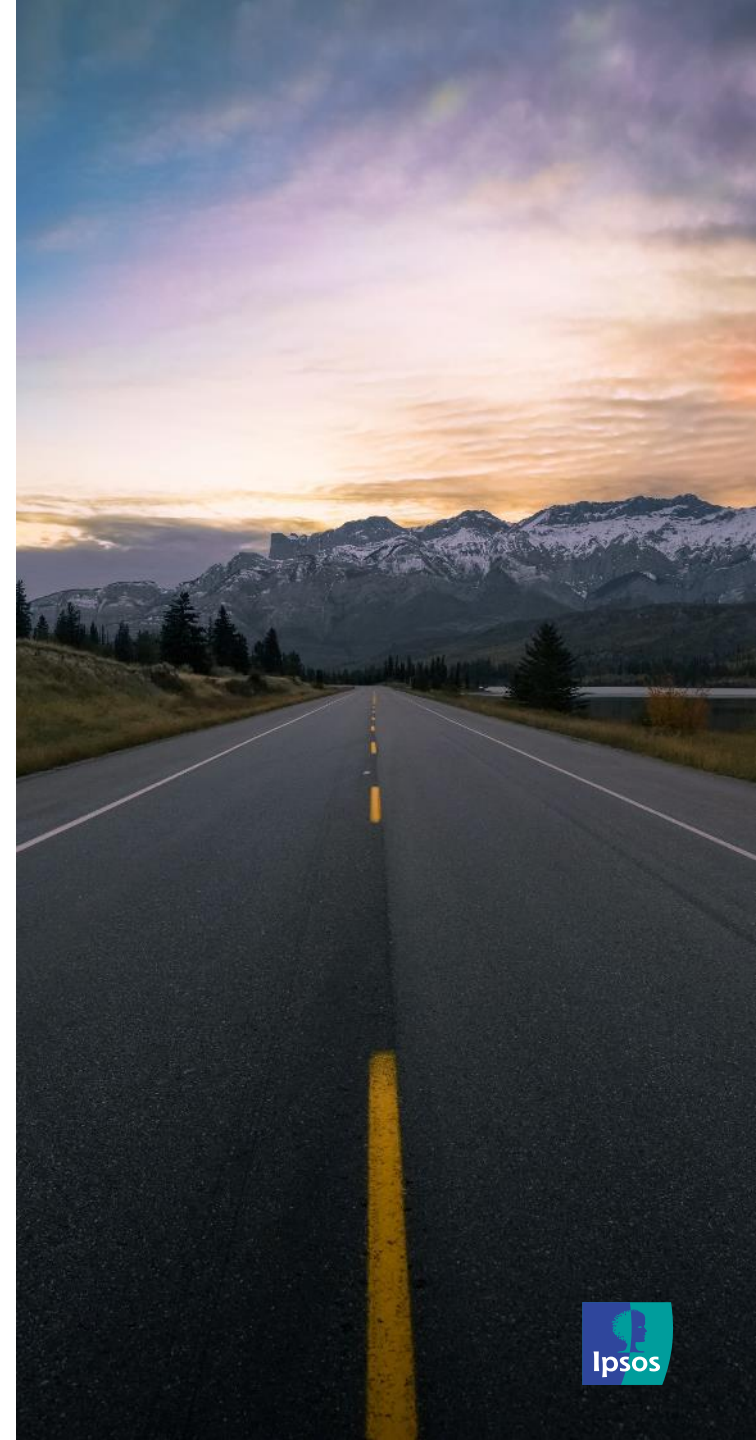
Background and Objectives

This report presents the findings of the County of Grande Prairie's 2021 Citizen Satisfaction Survey.

The primary objectives of this survey are to understand residents' views on living in the County and to obtain feedback on County services, programs, and priorities. Key research topics include:

- Top-of-mind issues
- Quality of life
- Strategic plan
- Satisfaction and importance of programs and services
- Levels of services and taxation
- Growth and development
- Safe community
- Communications (evaluating County information and customer service)
- Inter-municipal collaboration
- County performance

The results of the survey will help guide the County's strategic planning processes and provide valuable insights into what is currently working well and areas needing improvement.



Methodology

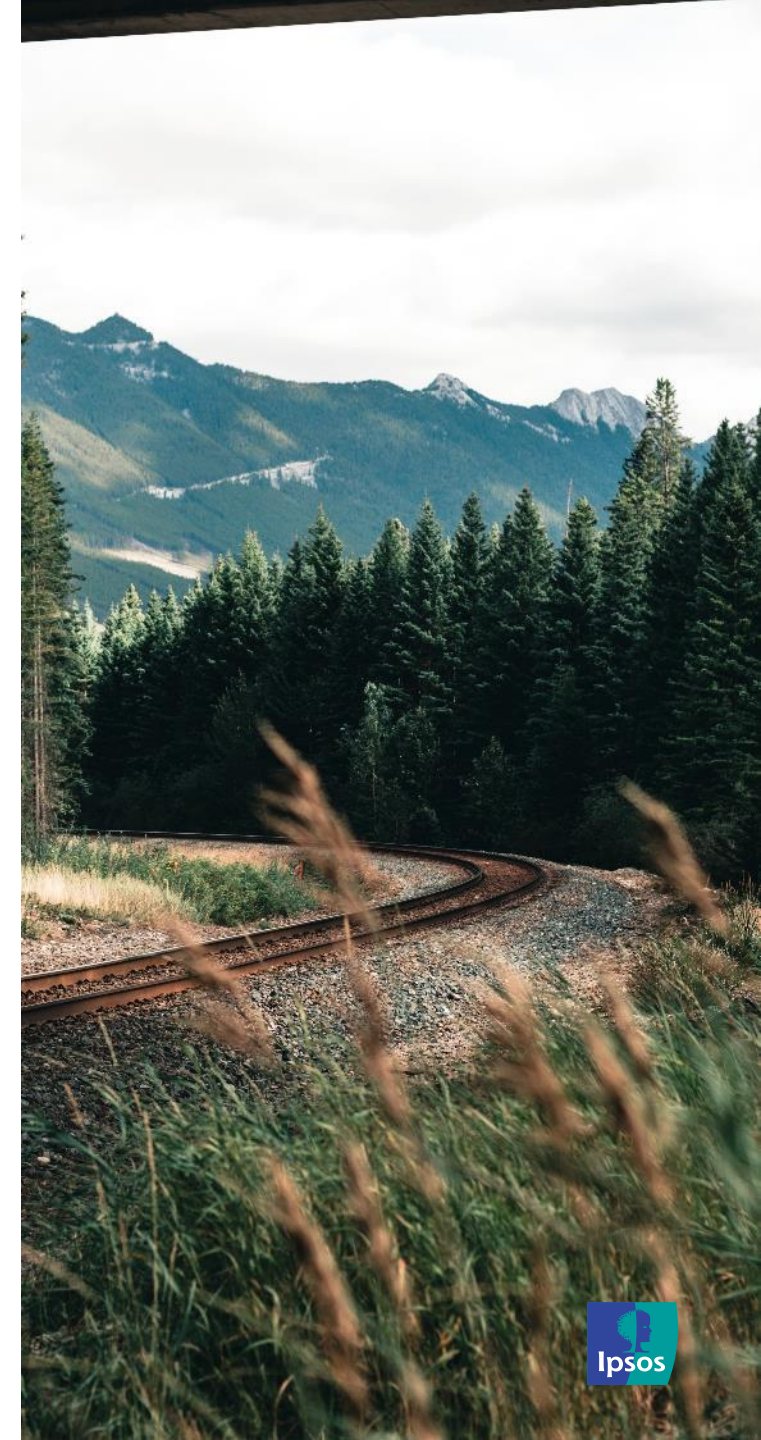
Ipsos conducted a total of 320 telephone interviews with a randomly selected representative sample of County of Grande Prairie residents aged 18 years or older.

Interviewing was conducted on both landlines and cellphones. A series of screening questions were included at the start of the survey to confirm residency in the County of Grande Prairie.

All interviews were conducted between November 3 and 22, 2021.

Overall results are accurate to within $\pm 5.5\%$, 19 times out of 20. The margin of error will be larger for sample subgroups.

The final data has been weighted to ensure that the gender/age distribution reflects that of the actual population in the County of Grande Prairie according to the most recent Census data.



Interpreting and Viewing the Results



Some totals in the report may not add to 100%. Some summary statistics (e.g., total satisfied) may not match their component parts. The numbers are correct, and the apparent errors are due to rounding.

Analysis of some of the statistically significant demographic results is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

Tracking to Previous Surveys

Where appropriate, this year's results have been compared to past County of Grande Prairie Citizen Satisfaction Surveys conducted in 2014 and 2011. Comparing the year-over-year results allows the County to understand how citizens' attitudes and priorities are changing, identify new or emerging issues facing the community, and monitor perceptions of the County's performance in key areas.

Arrows (▲ ▼) are used to denote any significant differences between 2021 and 2014.

Normative Comparisons

Where appropriate, this year's results have been compared to Ipsos' database of municipal norms. These norms are based on research Ipsos has conducted in other Canadian municipalities within the past five years. Normative comparisons provide additional insight, context, and benchmarks against which the County of Grande Prairie can evaluate its performance.

EXECUTIVE SUMMARY

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Executive Summary

Top-of-Mind Issues

Road conditions dominate the public issue agenda.

All other issues are a distant second in priority.

- Overall, 50% of citizens identify “road conditions (snow removal/plowing/maintenance/development etc.)” as the most important local issue on an open-ended basis. Road conditions have consistently been the leading top-of-mind community issue, and this year’s results are statistically similar to the last time the survey was conducted in 2014.
 - Road conditions are the leading top-of-mind issue across all key demographic groups.
- The next most frequently mentioned issues are “taxes/high taxes” (10%), “crime (breaking and entering/gangs/safety/public safety etc.)” (5%), “planning/development/land use” (5%), “sports/recreational facilities” (5%), and “infrastructure maintenance/improvement/development” (5%).
- One-in-five (21%) are unable to identify any important local issues, including 14% saying “none/nothing” and 7% saying “don’t know”. This is down 37 points from 2014.

Executive Summary

Quality of Life

Overall perceptions of quality of life are strong.

Most feel the quality of life has stayed the same over the past three years. However, those noticing a change are more negative than positive.

Citizens use a variety of positive words to describe the County of Grande Prairie as a place to live overall.

- Nearly all (96%) citizens rate the County of Grande Prairie's overall quality of life positively, including 34% saying 'very good' and 61% saying 'good'. Overall perceptions (combined 'very good/good' responses) are on par with 2014. However, the intensity has softened this year, with the percentage rating the quality of life as 'very good' down 8 points. Similarly, overall perceptions this year are on par with the municipal norm although the intensity is lower in the County of Grande Prairie.
 - Those rating the quality of life as 'very good' are more likely to be women (42% versus 28% of men) and 55+ years of age (43% versus 30% of 18-54 years).
- More than three-in-five (63%) say the quality of life in the County of Grande Prairie has 'stayed the same' over the past three years. Another 9% say it has 'improved' and 27% say it has 'worsened', yielding a net momentum score of -18. This is down from +13 in 2014. In comparison, the municipal norm is -11.
 - Those who have lived in the County of Grande Prairie for more than 15 years are more likely to say the quality of life has 'worsened' (32% versus 17% of those who have lived in the area for 15 years or less).
- When asked how they would describe the County of Grande Prairie as a place to live overall, the five most frequently mentioned open-ended responses are "good/great" (11%), "good place to live" (10%), "peaceful/relaxing" (9%), "safe/secure" (8%), and "quiet" (7%).

Executive Summary

Strategic Plan

All the evaluated priorities are important to citizens.

Overall, citizens place the greatest emphasis on developing a financial framework with a fair tax rate system and supporting partners in the development and delivery of programs and activities leading to safe communities.

Perceptions of the County's performance in addressing these priorities varies¹.

Citizens say the County has been the most successful at encouraging economic development. In contrast, views of transportation networks are more mixed.

- All the evaluated priorities are rated as important (rated as 7, 8, 9, or 10 on a 10-point scale where 10 is very important and 1 is not at all important) by a majority of residents.
- Overall, the two most important priorities are *developing a financial framework with a fair tax rate system* (81%) and *supporting partners in the development and delivery of programs and activities leading to safe communities* (80%).
- Other important priorities include:
 - *Managing land effectively* (77%)
 - *Encouraging economic development in our communities* (77%)
 - *Delivering effective services through the use of innovative tools and a strong commitment to customer service* (75%)
 - *Using future forward technology* (61%)
 - *Providing effective transportation networks* (60%)
- When it comes to perceptions of the County's performance in addressing these priorities, citizens say the County has been the most successful (combined 'very/somewhat successful' responses) at *encouraging economic development in our communities* (86%).
- More than seven-in-ten also say the County has been successful at *developing a financial framework with a fair tax rate system* (76%), *delivering effective services through the use of innovative tools* (74%), and *managing land effectively* (71%).
- Fewer feel the County has been successful at *providing effective transportation networks* (57%).

¹Performance was only evaluated for five of the seven priorities. The survey did not assess the County's performance in *supporting partners in the development and delivery of programs and activities leading to safe communities* or *using future forward technology*.

Executive Summary

Satisfaction and Importance of Programs and Services

Most citizens are satisfied with the County's overall level and quality of services and programs.

Satisfaction extends to the delivery of specific services and programs, with the highest rating going to the fire department.

All the evaluated services and programs are important to residents.

- More than four-in-five (82%) say they are satisfied with the overall level and quality of services and programs provided by the County of Grande Prairie. This includes 18% saying 'very satisfied' and 65% saying 'somewhat satisfied'. Overall satisfaction (combined 'very/somewhat satisfied' responses) is on par with 2014 although the percentage saying 'very satisfied' is down 8 points this year. Satisfaction (both overall and intensity) with services and programs in the County of Grande Prairie is lower than the municipal norm.
- Satisfaction (combined 'very/somewhat satisfied' responses) with the 14 evaluated services and programs ranges from a high of 93% for the *fire department* to a low of 63% for *maintenance, cleaning, and upgrading of streets and sidewalks*. Satisfaction with most services has not significantly changed from 2014; however, there are some notable exceptions. Specifically, citizens this year are less satisfied with *FCCS, Family and Community Support Services* (down 6 points), *recycling* (down 7 points), *wastewater treatment* (down 8 points), and *quality of drinking water* (down 7 points). Conversely, satisfaction with *support services for seniors* has increased (up 9 points). Of the normative comparisons that are available, the County is performing lower than average with respect to *parks and pathways, recycling, quality of drinking water, and maintenance, cleaning, and upgrading of streets and sidewalks*. However, the County is performing better than average when it comes to *land use and community planning*.
- Importance (combined 'very/somewhat important' responses) ranges from a high of 100% for the *fire department* to a low of 83% for *wastewater treatment*. Compared to 2014, citizens this year place an increased emphasis on *support services for seniors* (up 9 points), *agriculture services* (up 9 points), and *financial support to not for profit organizations* (up 9 points). Two services that have decreased in importance are *quality of drinking water* (down 6 points) and *FCSS, Family and Community Support Services* (down 8 points). The importance of the evaluated services and programs is generally on par with the municipal norm, with the exceptions of *quality of drinking water* and *parks and pathways*, which are rated lower in the County of Grande Prairie.
- When analyzing importance versus satisfaction ratings, the County's **primary strengths** rest with the *fire department, maintenance and cleaning of ditches, and agriculture services*. The **primary areas for improvement** are *support services for seniors, land use and community planning, and recycling*. The *maintenance, cleaning, and upgrading of streets and sidewalks* is also a border-line primary area for improvement.

Executive Summary

Level of Services and Taxation

Just over half say they receive good value for their municipal taxes.

Citizens prefer tax increases over service cuts.

- Overall, 55% of citizens say they receive good value for their municipal property taxes (rated as 7, 8, 9, or 10 on a 10-point scale where 10 is very good value and 1 is very poor value). Another 30% are neutral (rated 5 or 6). Only 13% say they receive poor value for their municipal taxes (rated 1, 2, 3, or 4). The percentage saying they receive good value is down 8 points this year.
 - Those who have lived in the County of Grande Prairie for 15 years or less are more likely to say they receive good value for their municipal taxes (69% versus 48% of those who have lived in the area for more than 15 years).
- When given the choice between increased taxes or reduced services, 50% of citizens opt for tax increases while 38% say they would prefer service cuts. This includes 15% saying 'increase taxes to expand services' and 35% saying 'increase taxes to maintain services at current levels' versus 26% saying 'cut services to maintain current tax level' and 12% saying 'cut services to reduce taxes'. The overall preference for tax increases over service cuts is consistent with 2014 and is also on par with the municipal norm.
 - Those who are between 18 and 54 years of age are more likely to prefer tax increases (55% versus 43% of 55+ years). Conversely, older residents are more likely to opt for service cuts (45% of 55+ years versus 32% of 18-54 years).

Executive Summary

Growth and Development

Citizens think the County does a good job managing the level of development and keeping citizens informed about its plans to deal with growth.

Perceptions of internet connectivity are less favourable.

- More than three-quarters (78%) agree (combined 'strongly/somewhat agree' responses) that *the County of Grande Prairie does a good job managing the level of development and growth in the County*. This is on par with 2014 but notably higher than the municipal norm.
- Most (61%) also agree that *the County of Grande Prairie keeps citizens informed about how it plans to deal with growth*. Agreement is down 9 points from 2014 although is on par with the municipal norm.
 - Agreement is higher among those who are 55+ years of age (70% versus 55% of 18-54 years).
- Less than half (47%) agree that *internet connectivity in the County of Grande Prairie meets my needs*. Tracking and normative comparisons are unavailable for this item.
 - Agreement is higher among men (54% versus 40% of women).

Executive Summary

Safe Community

Overall perceptions of community safety are positive.

Perceptions of daytime safety are notably higher than nighttime.

Perceptions of other aspects of community life are predominately positive, particularly when considering feelings of civic pride and knowing neighbours by name.

- Most (86%) citizens agree (combined 'strongly/somewhat agree' responses) that the County of Grande Prairie is overall, a safe region. An even greater proportion (94%) agree that the County is a safe region during the daytime. Fewer (70%) agree that the County is a safe region during the nighttime.
 - Those who have lived in the County of Grande Prairie for 15 years or less are more likely to agree that the County is a safe region overall (95% versus 80% of those who have lived in the area for more than 15 years).
- A strong majority agree that *I am proud to be a resident of the County of Grande Prairie* (95%) and *I know my neighbours by name* (90%). Feelings of civic pride are comparable to both 2014 and the municipal norm. Tracking and normative comparisons are unavailable for all other statements.
 - Those who are 18-54 years of age are more likely to say they are proud residents (97% versus 90% of 55+ years).
 - Those who have lived in the County of Grande Prairie for more than 15 years are more likely to say they know their neighbours by name (93% versus 84% of those who have lived in the area for 15 years or less).
- Most also agree that *I feel connected to the County of Grande Prairie* (75%), *being a County of Grande Prairie resident is part of my identity* (70%), and *I am regularly involved in my community and local events* (65%).
 - Those with household incomes of <\$60K are more likely to say that being a County resident is part of their identity (82% versus 63% of \$60K-<\$120K, 66% of \$120K+).
 - Women are more likely than men to say they are regularly involved in community and local events (73% versus 58%). Agreement is also higher among those living in households with children under the age of 18 (74% versus 59% of those without children at home) and university graduates (76% versus 54% of high school or less, 66% of some post-secondary).

Executive Summary

Communications: Evaluating County Information and Customer Service

Most say they have been in contact with the County in the last 12 months.

Contact has occurred primarily through the phone.

Public Works is the most frequently contacted department.

Most are satisfied with the customer service they received.

- More than three-in-five (63%) say they contacted or dealt with the County of Grande Prairie or one of its employees in the last 12 months. Claimed contact is up 14 points from 2014 and is also higher than the municipal norm.
- Among those who contacted or dealt with the County in the last 12 months:
 - 64% say they contacted the County 'by phoning the County directly' (up 14 points from 2014). The next most frequently mentioned methods of contact are 'in person, for example visiting County offices' (20%, down 23 points) and 'via email' (11%, up 10 points). The changes in contact methods are likely at least partly attributable to the COVID-19 pandemic which has severely restricted opportunities for in-person interactions.
 - 37% say they most recently contacted Public Works. Other frequently contacted departments include Planning and Development Services (15%) and Regional Enforcement Services (10%). Public Works was also the most frequently contacted department in 2014.
 - Mentions of Public Works are higher among those who are 55+ years of age (46% versus 31% of 18-54 years) and those living in households without children under the age of 18 (48% versus 19% of those with children at home).
 - Conversely, mentions of Planning and Development Services are higher among those who are 18-54 years of age (20% versus 7% of 55+ years) and those living in households with children under the age of 18 (26% versus 9% of those without children at home).
 - 79% say they are satisfied with the overall level and quality of customer service from their most recent contact with the County. This includes 58% saying 'very satisfied' and 21% saying 'somewhat satisfied'. Satisfaction has not significantly changed from 2014 and is also on par with the municipal norm.

Executive Summary

Communications: Evaluating County Information and Customer Service (cont'd)

Perceptions of the County's customer service are predominately positive.

Citizens are interested in receiving a variety of information from the County.

Most are satisfied with the overall quality of County information and communications.

Email and direct mail are by far the two most preferred communication channels.

- A strong majority of residents agree (combined 'strongly/somewhat agree' responses) that *County staff are courteous, helpful and knowledgeable* (89%) and *the County of Grande Prairie practices open and accessible government* (83%). Agreement is on par with 2014 in both instances. Perceptions of courteousness are also on par with the municipal norm, while perceptions of openness and accessibility in the County of Grande Prairie are higher than average.
- Most also agree that *County staff are easy to get a hold of when I need them* (77%), *the quality of service from the County is consistently high* (76%), and *the County responds quickly to requests and concerns* (70%). Agreement in all instances is on par with 2014 as well as the municipal norm.
- The three most frequently requested types of information (coded open-ends) are "road conditions (snow removal/plowing/maintenance/development etc.)" (11%), "community events/happenings" (9%), and "budget control/appropriate spending of taxes" (9%). Other top mentions include "any changes/anything new in the community" (6%) and "planning/development/land use" (6%). More than one-third (37%) indicate they have no immediate information needs (includes 5% saying "none/nothing" and 32% saying "don't know"). This year's results are similar to 2014.
- Overall, 81% say they are satisfied with the overall quality of County information and communications. This includes 22% saying 'very satisfied' and 59% saying 'somewhat satisfied'. Satisfaction is on par with the municipal norm.
- Citizens would prefer to receive information from the County of Grande Prairie via "email" (46% coded open-ends) or "direct mail" (44%). Email mentions are up 38 points from 2014 and are also higher than the municipal norm. All other communication channels are mentioned significantly less frequently, with "information flyers" (10%), "social media" (10%, up 7 points), and "newspaper" (8%, up 5 points) rounding out the top five.
 - Communication preferences vary by age. For example, those who are 18-54 years of age are more likely to mention "email" (55% versus 29% of 55+ years) and "social media" (12% versus 4% of 55+ years). Conversely, mentions of "information flyers" are higher among those who are 55+ years of age (22% versus 4% of 18-54 years).

Executive Summary

Inter-Municipal Collaboration

Citizens recognize the importance of joint service provision with other municipalities.

Most are satisfied with the County's efforts in this regard.

Over half are unable to identify any specific services or programs that could be provided by other municipalities to help serve County residents. Of the suggestions that are offered, sport/recreational services top the list.

- Nine-in-ten (91%) say it is important that the County of Grande Prairie participate in joint service provision with other municipalities. This includes 46% saying 'very important' and 45% saying 'somewhat important'.
 - Those who have lived in the County of Grande Prairie for 15 years or less are more likely to say this is 'very important' (56% versus 41% of those who have lived in the area for more than 15 years).
- Eight-in-ten (80%) say they are satisfied (19% 'very satisfied', 61% 'somewhat satisfied') with the County's efforts to participate in joint service provision with other municipalities.
- When asked on an open-ended basis for suggestions of services or programs that could be provided by other municipalities to help serve residents of the County of Grande Prairie, 59% are unable to offer any specific suggestions (includes 6% saying "none/nothing" and 53% saying "don't know"). Of the suggestions that are provided, the most frequently mentioned response is "sport/recreational services" (14%), followed by "road maintenance/service" (5%) and "fire/paramedic services" (5%).
 - Mentions of "sport/recreational services" are higher among women (21% versus 8% of men) and university graduates (31% versus 8% of high school or less, 11% of some post-secondary).

Executive Summary

County Performance

Most citizens are satisfied with the County of Grande Prairie's government performance.

Satisfaction is higher for Administration than for Council.

- Overall, 83% say they are satisfied (combined 'very/somewhat satisfied' responses) with the way *Council and Administration as a whole* is going about running the County.
- A total of 86% say they are satisfied with *Administration, excluding Council*.
- Slightly fewer (79%) say they are satisfied with *Council, excluding Administration*.
- Satisfaction with government performance in the County of Grande Prairie is higher than the municipal norm.

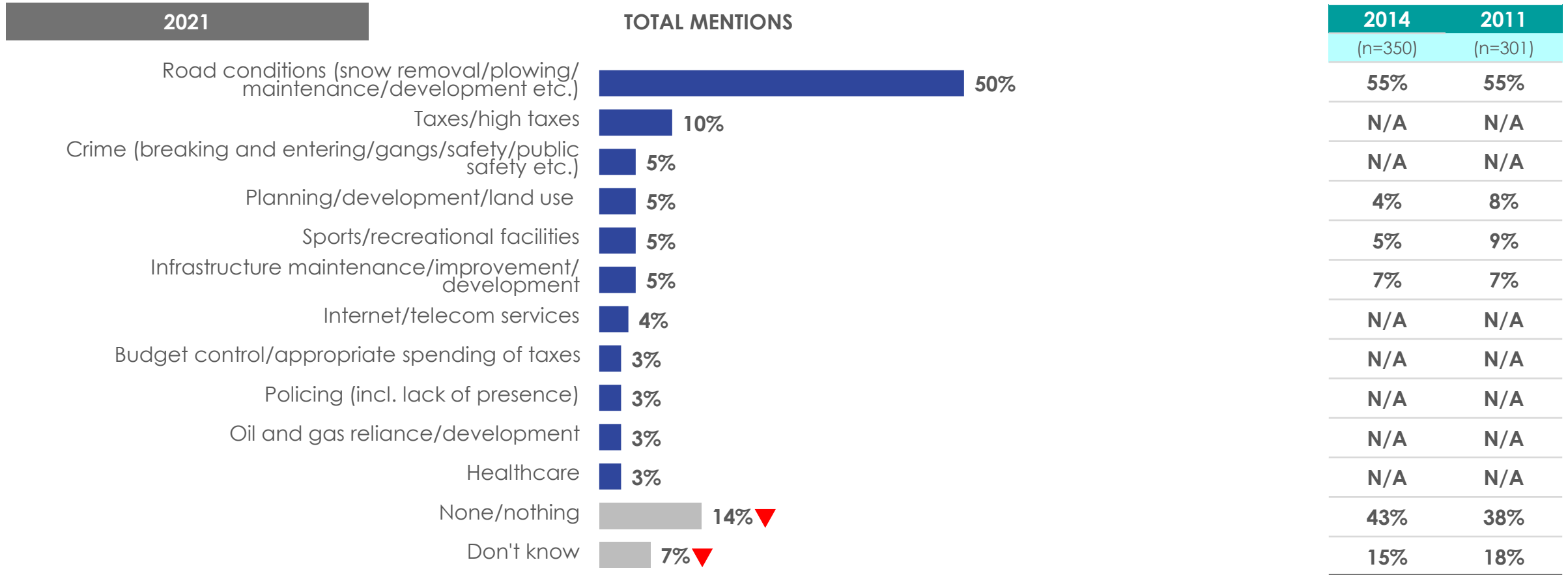
DETAILED RESULTS

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TOP-OF-MIND ISSUES

Top-of-Mind Issues

(coded open-ends, multiple mentions allowed)



Mentions <3% not shown.

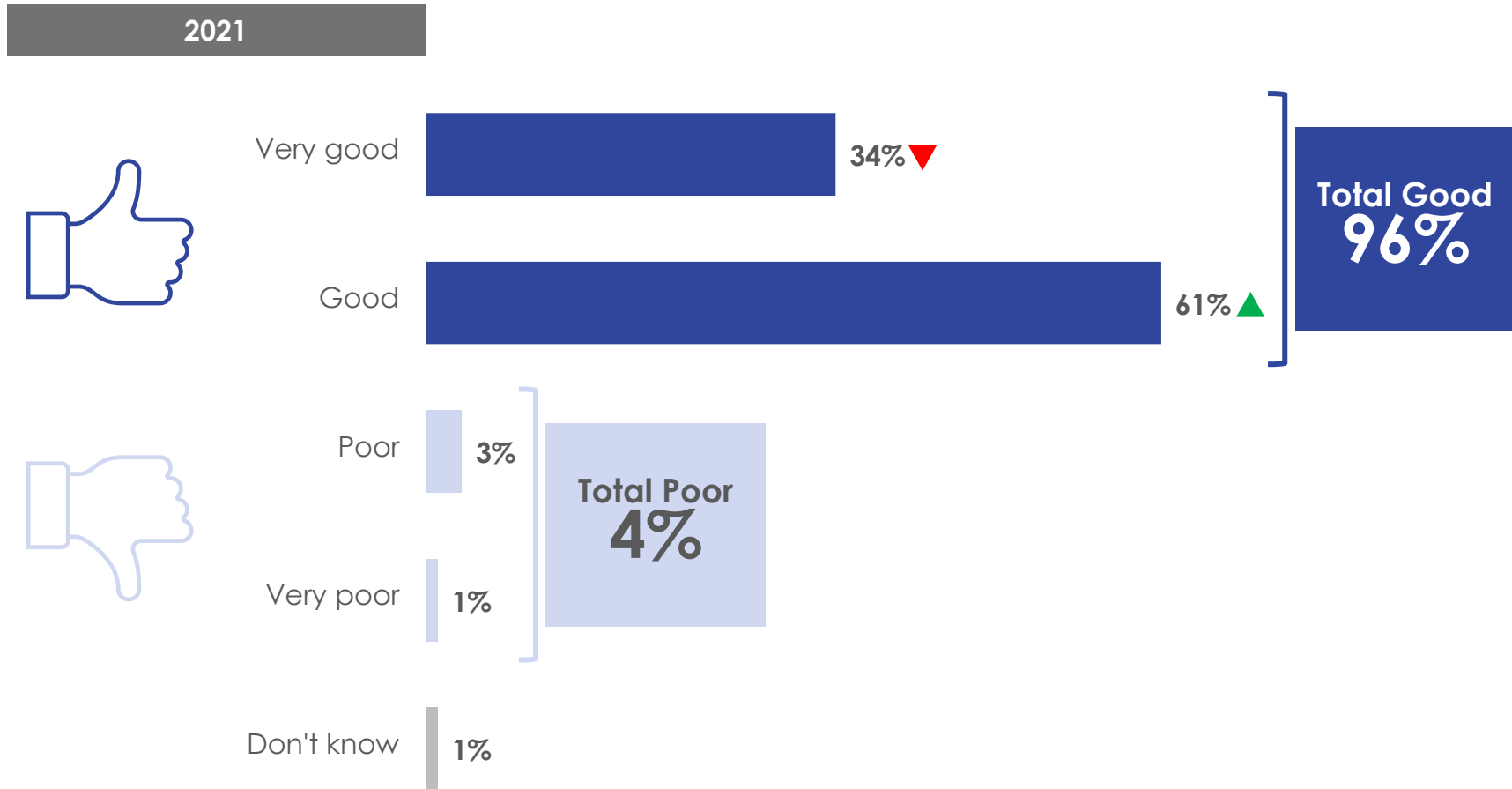
Base: All respondents (n=320)

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?

▲ ▼ Significantly higher/lower than 2014.

QUALITY OF LIFE

Overall Quality of Life

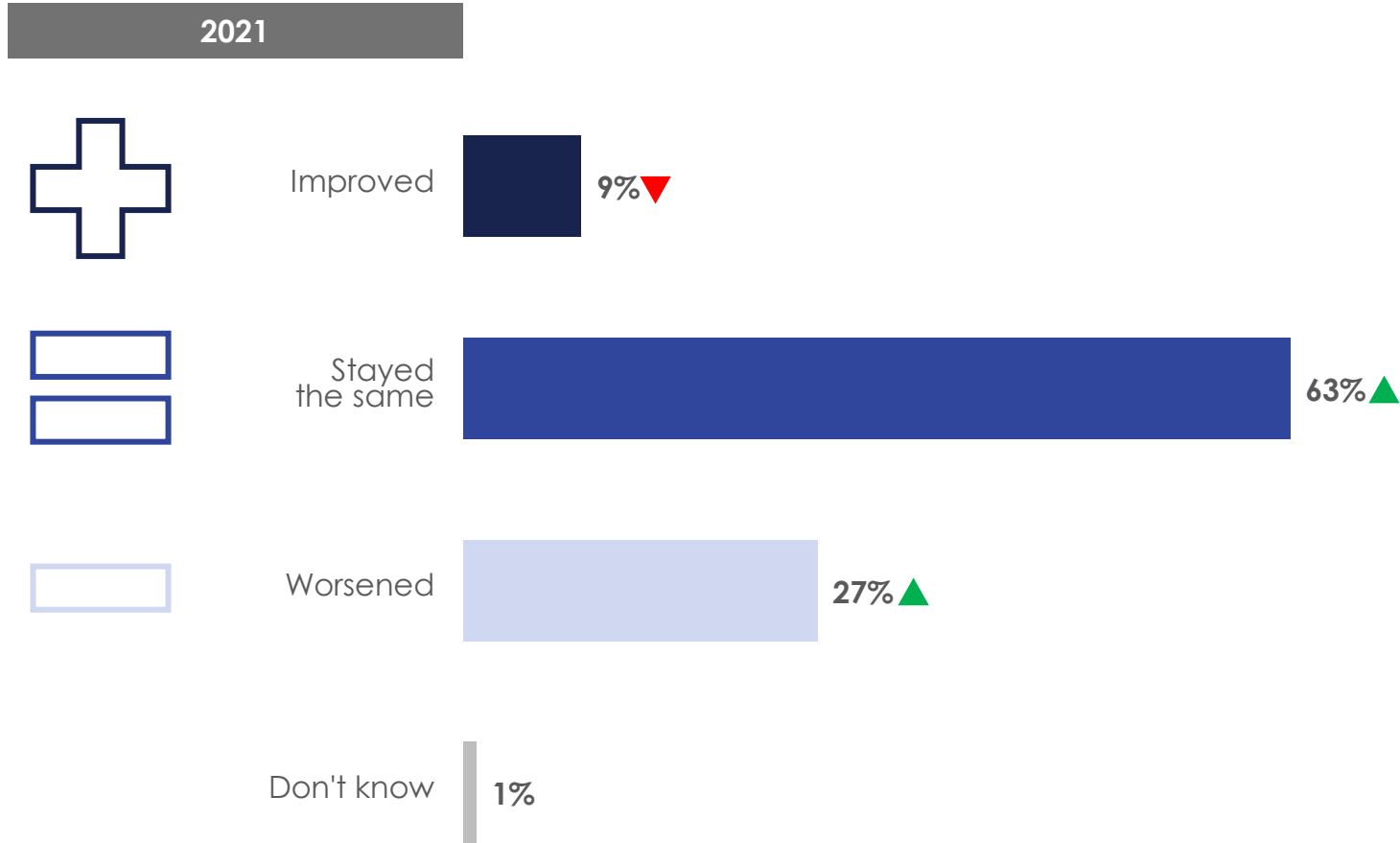


	2014 (n=350)	2011 (n=301)	NORM
Very good	42%	36%	40%
Good	95%	95%	94%
Poor	53%	60%	54%
Very poor	3%	3%	5%
Don't know	5%	3%	6%
	2%	0%	1%
	0%	2%	0%

Base: All respondents (n=320)
Q2. How would you rate the overall quality of life in the County of Grande Prairie today?

▲ ▼ Significantly higher/lower than 2014.

Change in Quality of Life



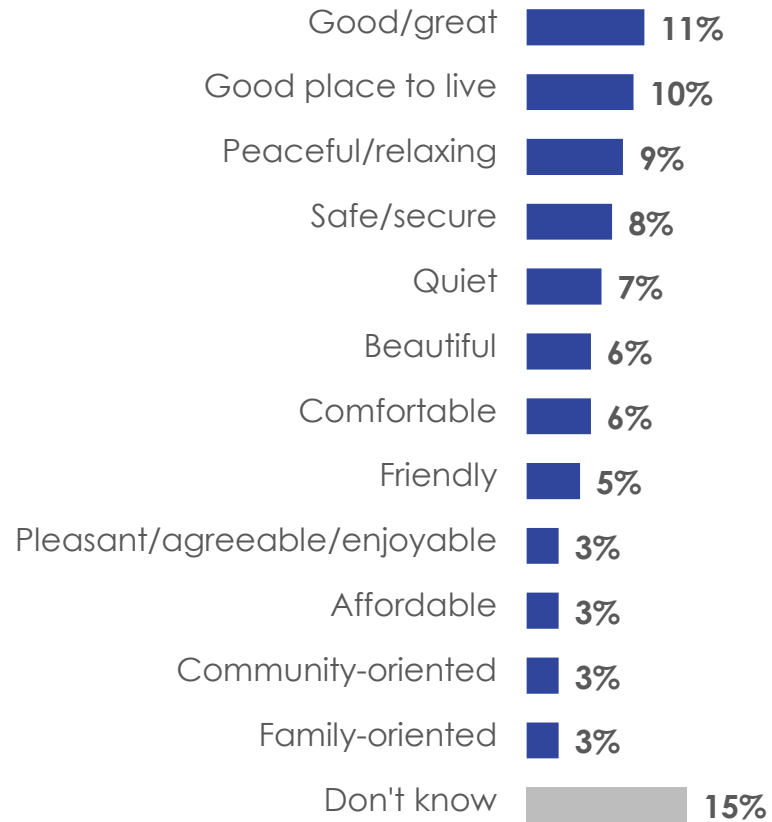
	2014 (n=350)	2011 (n=301)	NORM
Improved	33%	27%	19%
Stayed the same	45%	59%	49%
Worsened	20%	12%	30%
Don't know	3%	2%	2%

Base: All respondents (n=320)
Q3. And, do you feel that the quality of life in the County of Grande Prairie in the past three years has improved, stayed the same, or worsened?

▲ ▼ Significantly higher/lower than 2014.

Perceptions of the County of Grande Prairie as a Place to Live Overall (coded open-ends, multiple mentions allowed)

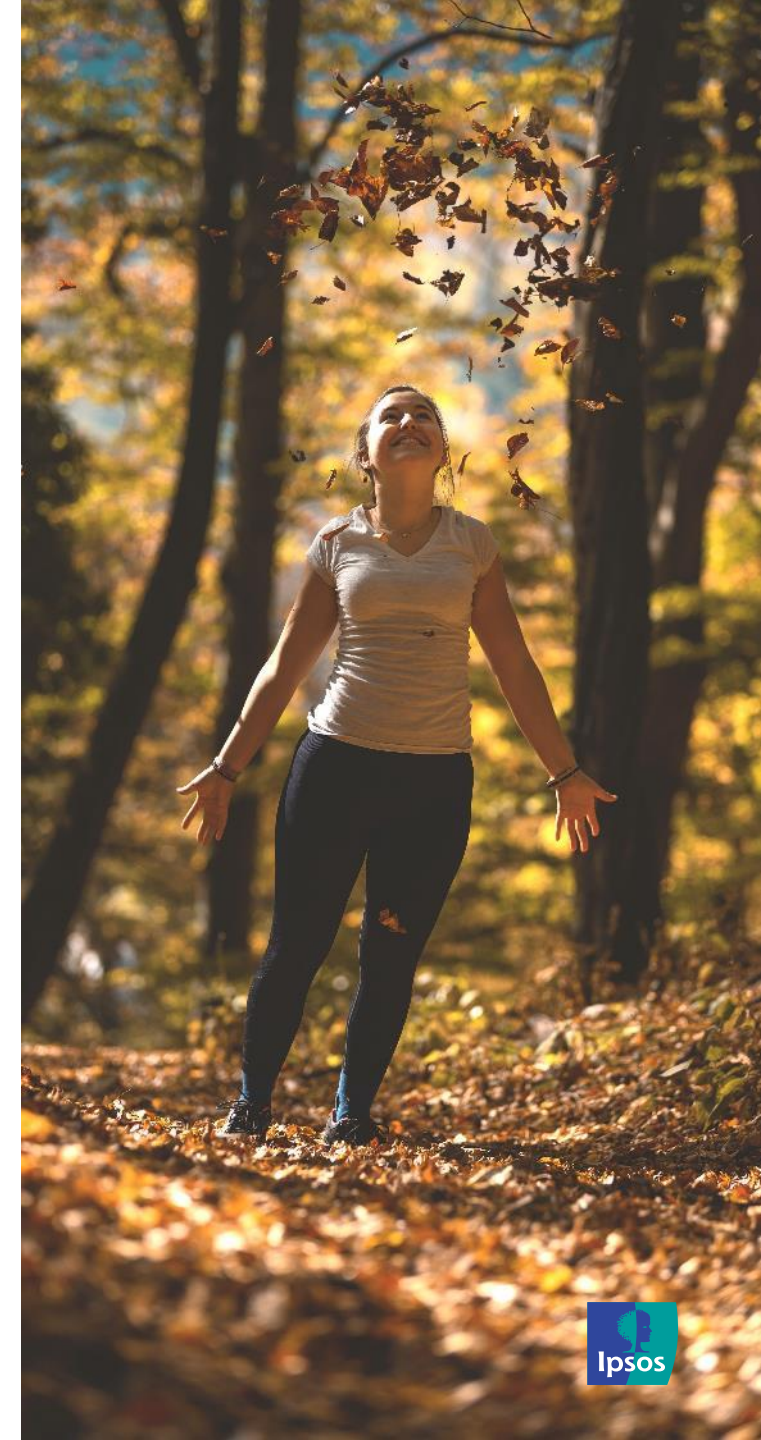
2021



Mentions <3% not shown.

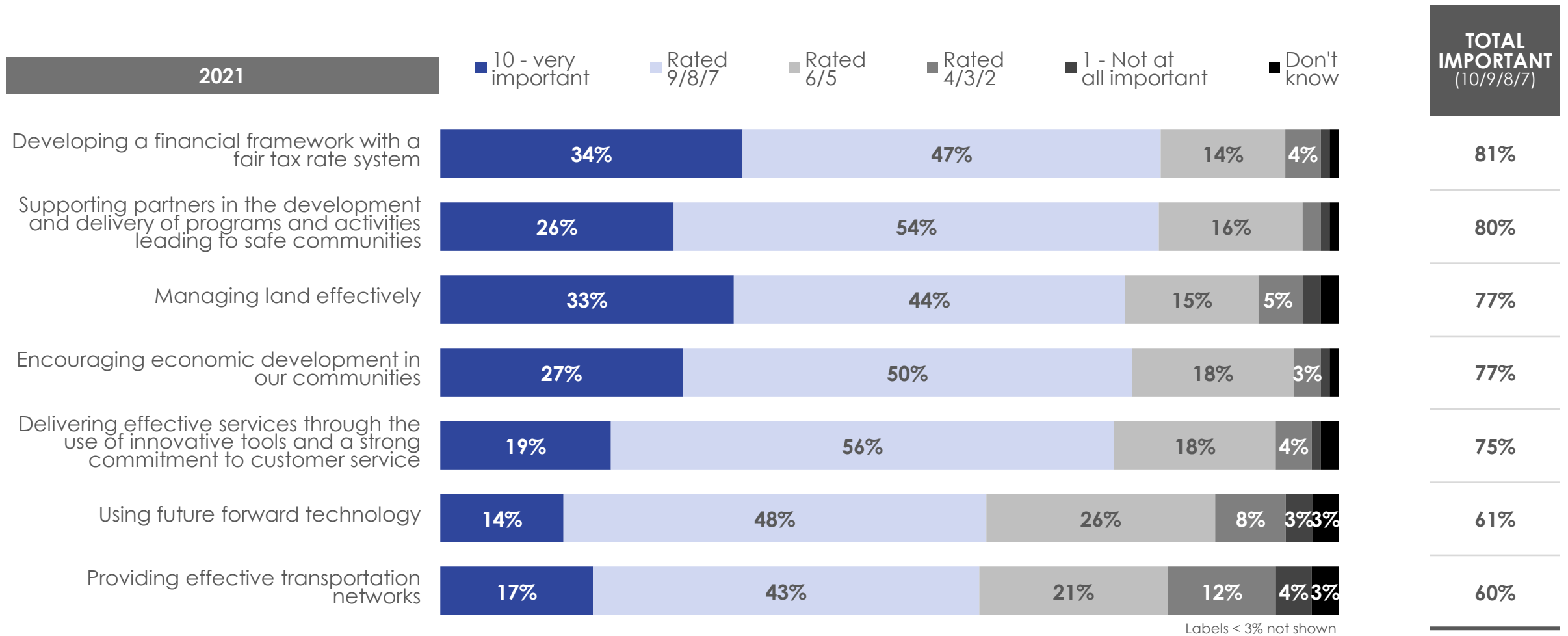
Base: All respondents (n=320)

Q7. What three words do you think best describe the County of Grande Prairie as a place to live overall?



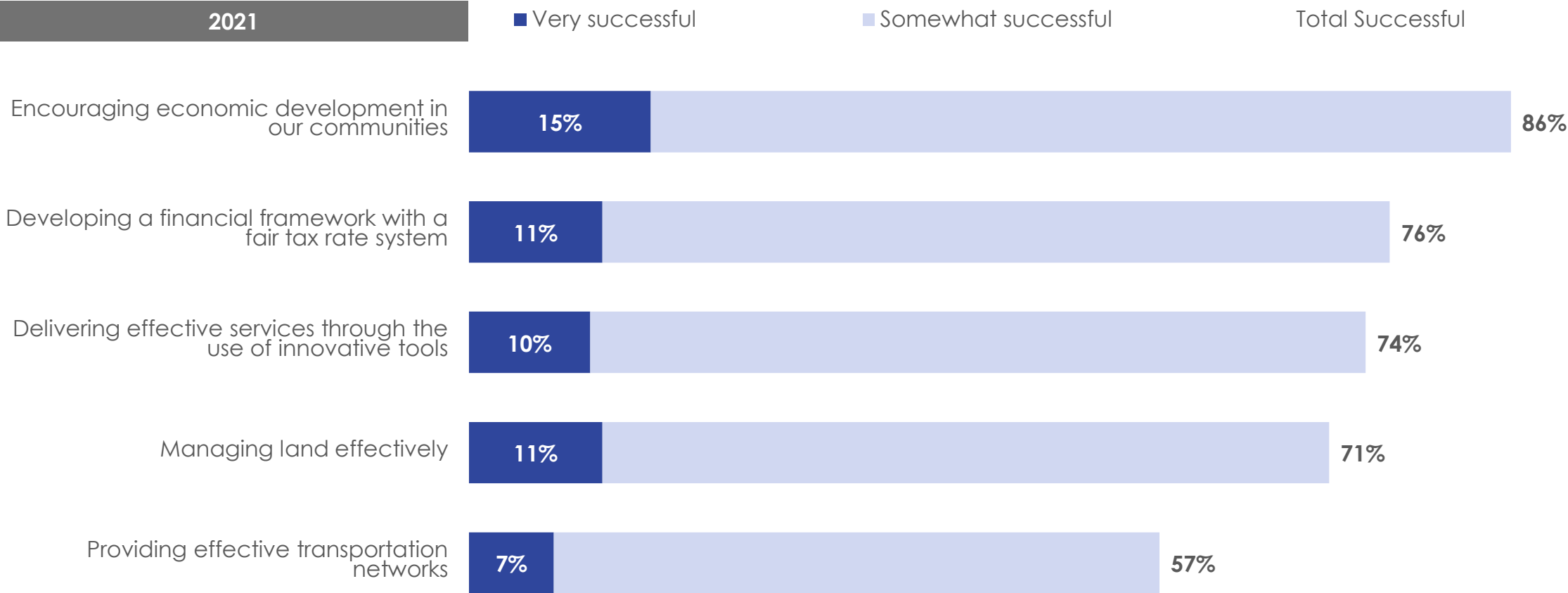
STRATEGIC PLAN

Important Priorities



Base: All respondents (n=320)
 SP1. 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? Please use a scale of 1 to 10 where 1 means not at all important and 10 means very important.

Successfulness of Addressing Priorities

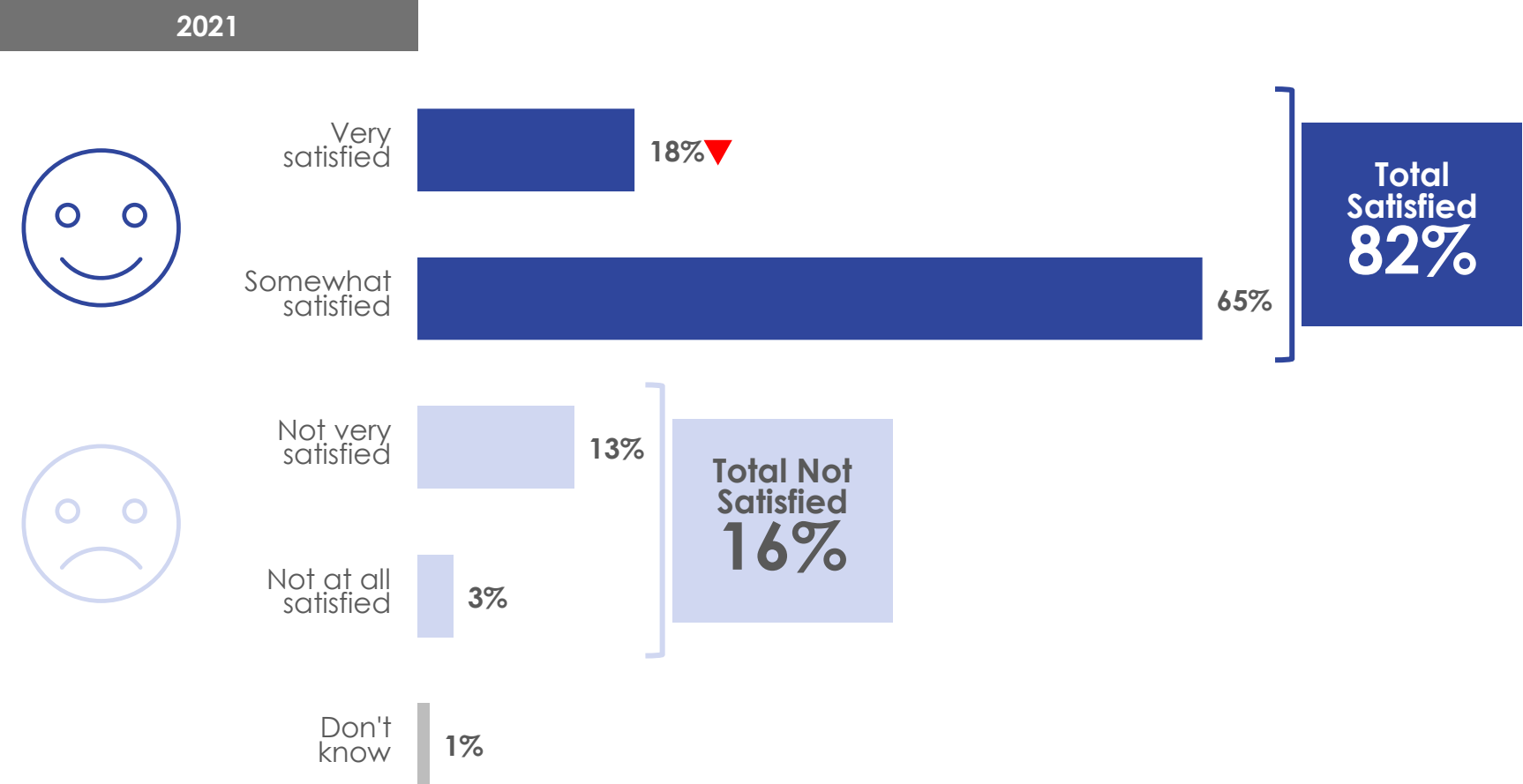


Base: All respondents (n=320)
 SP2. How successful or unsuccessful would you say the County of Grande Prairie is in...? Would you say they are very successful, somewhat successful, somewhat unsuccessful, or very unsuccessful?



SATISFACTION AND IMPORTANCE OF PROGRAMS AND SERVICES

Satisfaction with Overall Level and Quality of Services and Programs



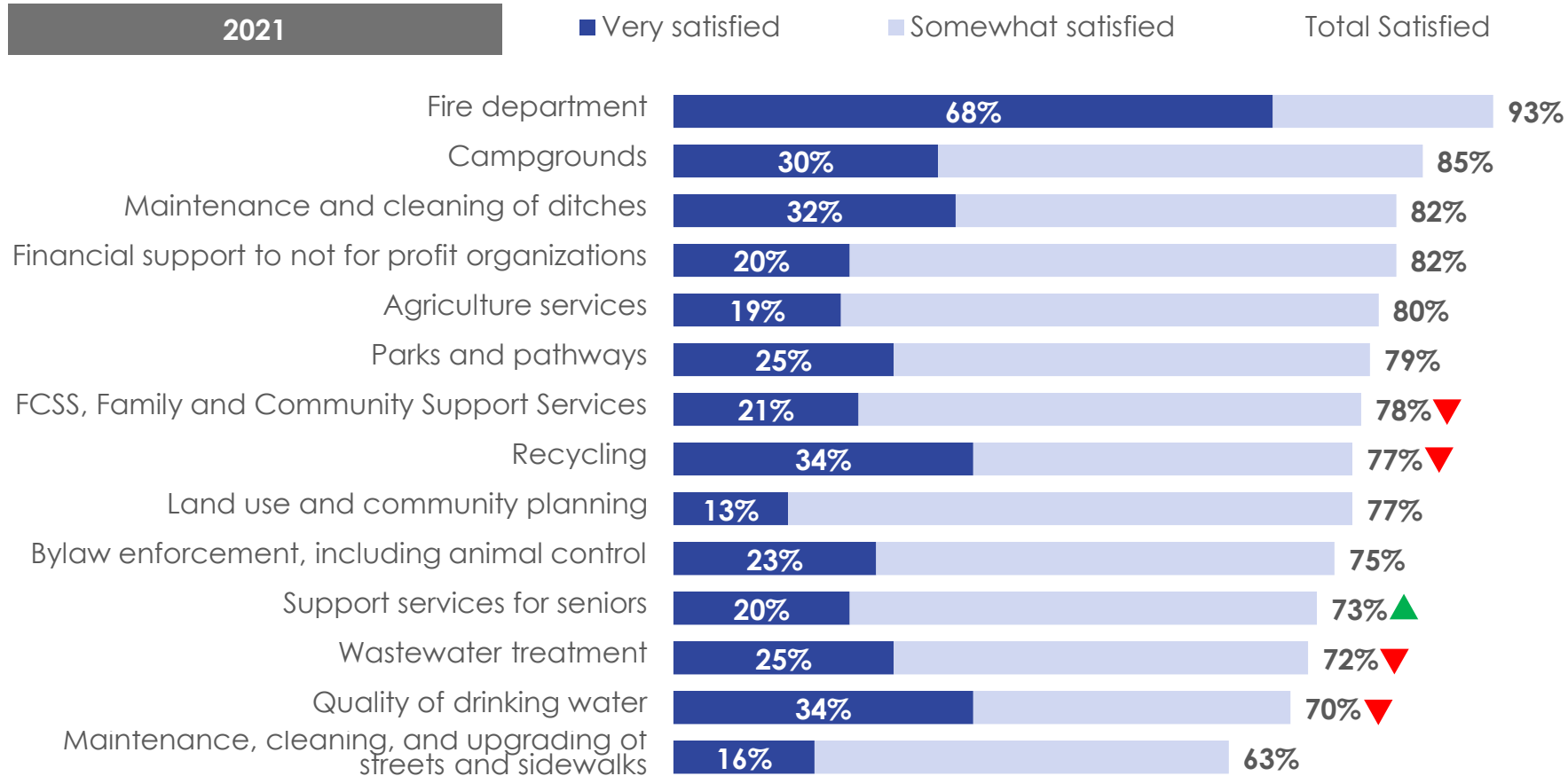
2014 (n=350)	2011 (n=301)	NORM
26%	20%	31%
86%	84%	90%
60%	64%	59%
12%	12%	8%
14%	15%	10%
2%	3%	2%
1%	2%	0%

Base: All respondents (n=320)
 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. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

▲ ▼ Significantly higher/lower than 2014.



Satisfaction with Specific Services and Programs



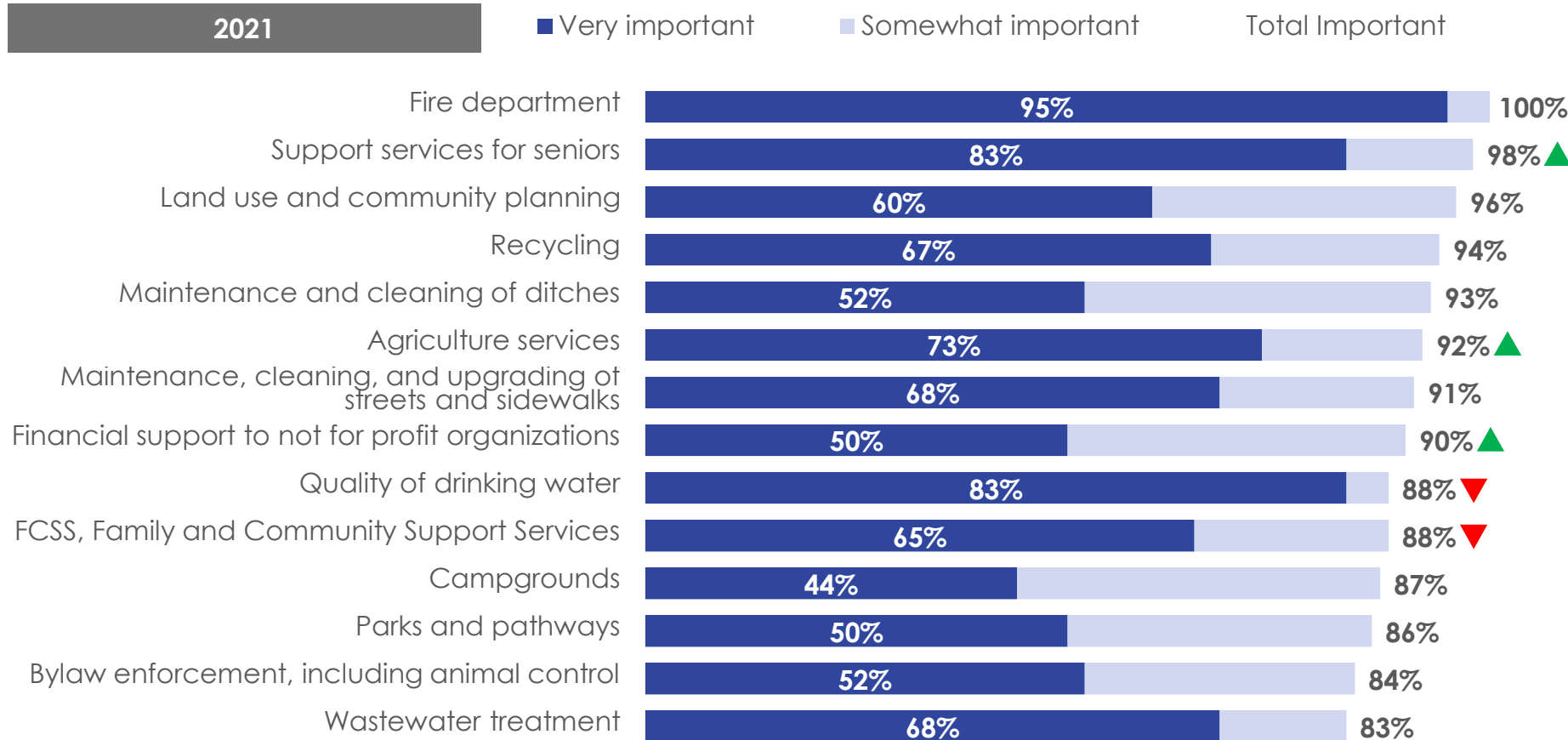
TOTAL SATISFIED		
2014	2011	NORM*
(n=350)	(n=301)	
93%	88%	96%
N/A	N/A	N/A
N/A	N/A	N/A
81%	78%	N/A
81%	84%	N/A
82%	70%	94%
84%	82%	N/A
84%	76%	85%
71%	76%	71%
77%	74%	77%
64%	74%	N/A
80%	81%	N/A
77%	81%	90%
67%	61%	71%

Base: All respondents (n=320)
 Q9A. And how satisfied are you with the job the County is doing in providing this program or service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

*Normative comparisons are directional in nature only due to slight differences in question wording.

▲ ▼ Significantly higher/lower than 2014.

Importance of Specific Services and Programs



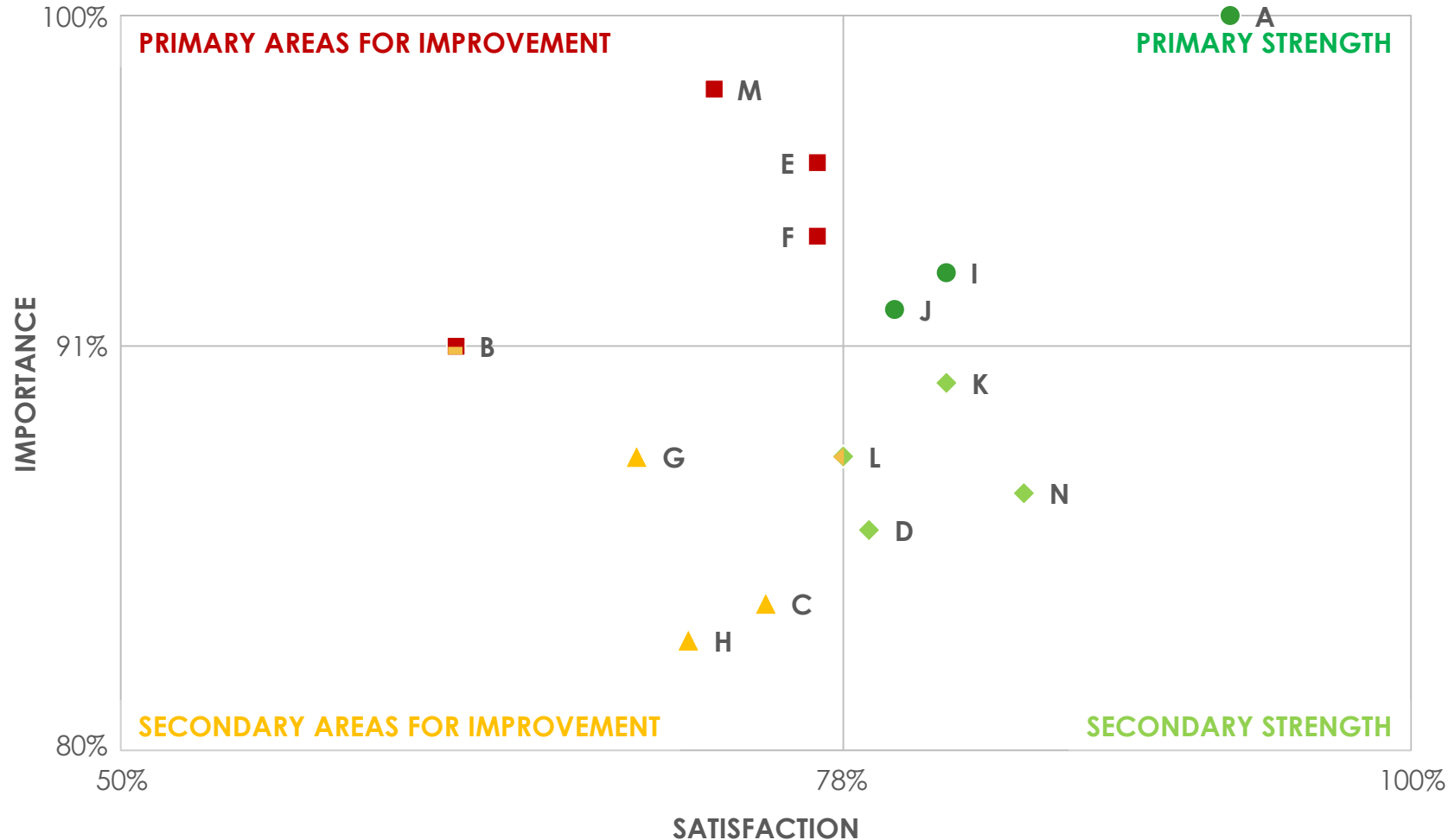
TOTAL IMPORTANT		
2014	2011	NORM*
(n=350)	(n=301)	
99%	99%	99%
89%	89%	N/A
96%	92%	91%
95%	95%	93%
N/A	N/A	N/A
83%	84%	N/A
91%	94%	96%
81%	87%	N/A
94%	93%	99%
96%	90%	N/A
N/A	N/A	N/A
84%	90%	97%
83%	88%	85%
87%	91%	N/A

Base: All respondents (n=320)
 Q9. Please tell us how important the services and programs provided by the County of Grande Prairie are to you and how satisfied you are with the job the County is doing in providing the program or service. How important is this program or service? Our scale is very important, somewhat important, not very important, or not at all important.

*Normative comparisons are directional in nature only due to slight differences in question wording.

▲▼ Significantly higher/lower than 2014.

Importance versus Satisfaction Action Grid



- A** Fire department
- B** Maintenance, cleaning, and upgrading of streets and sidewalks
- C** Bylaw enforcement, including animal control
- D** Parks and pathways
- E** Land use and community planning
- F** Recycling
- G** Quality of drinking water
- H** Wastewater treatment
- I** Maintenance and cleaning of ditches
- J** Agriculture services
- K** Financial support to not for profit organizations
- L** FCSS, Family and Community Support Services
- M** Support services for seniors
- N** Campgrounds

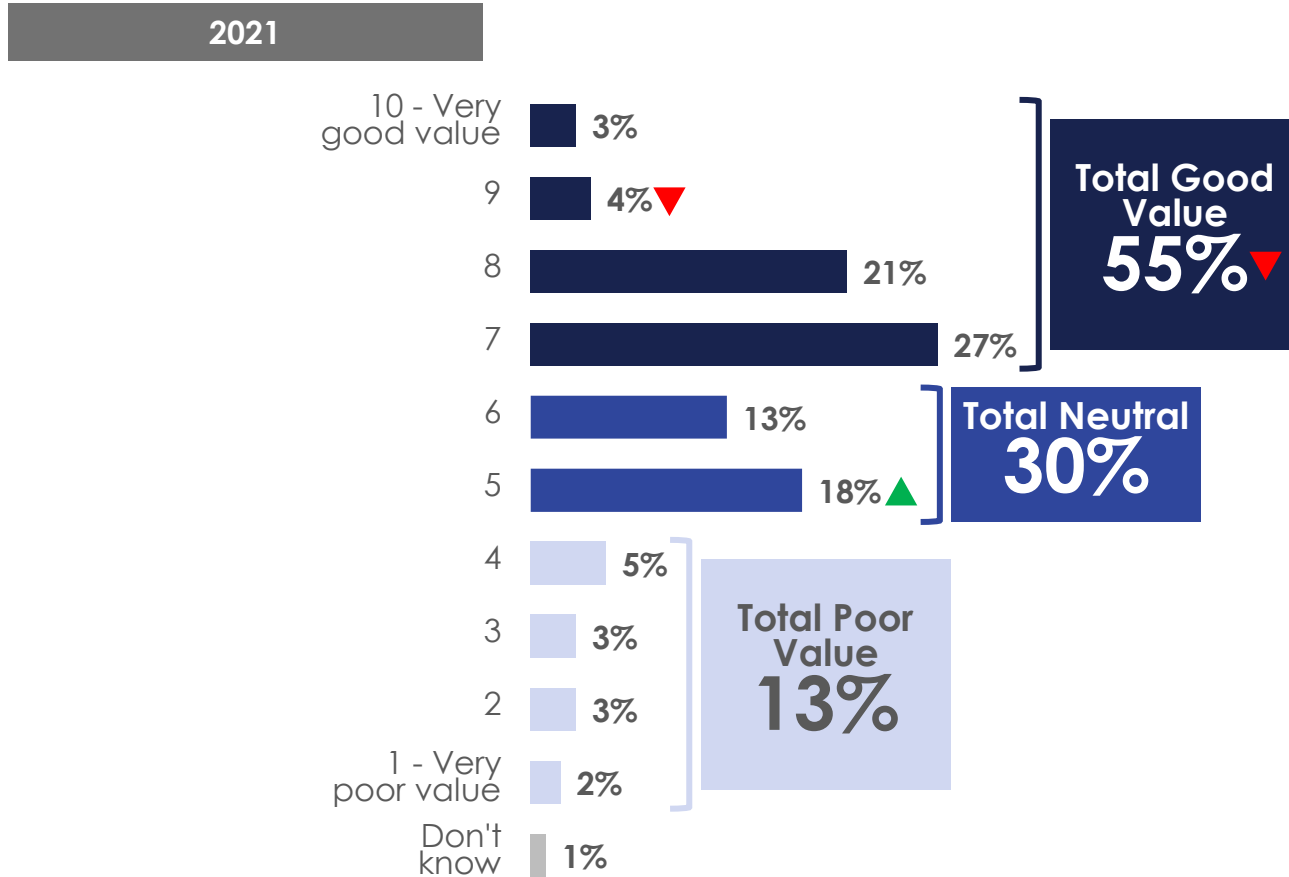
Base: All respondents (n=320)

Q9. Please tell us how important the services and programs provided by the County of Grande Prairie are to you and how satisfied you are with the job the County is doing in providing the program or service. How important is this program or service? Our scale is very important, somewhat important, not very important, or not at all important.

Q9A. And how satisfied are you with the job the County is doing in providing this program or service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

LEVEL OF SERVICES AND TAXATION

Value for Taxes



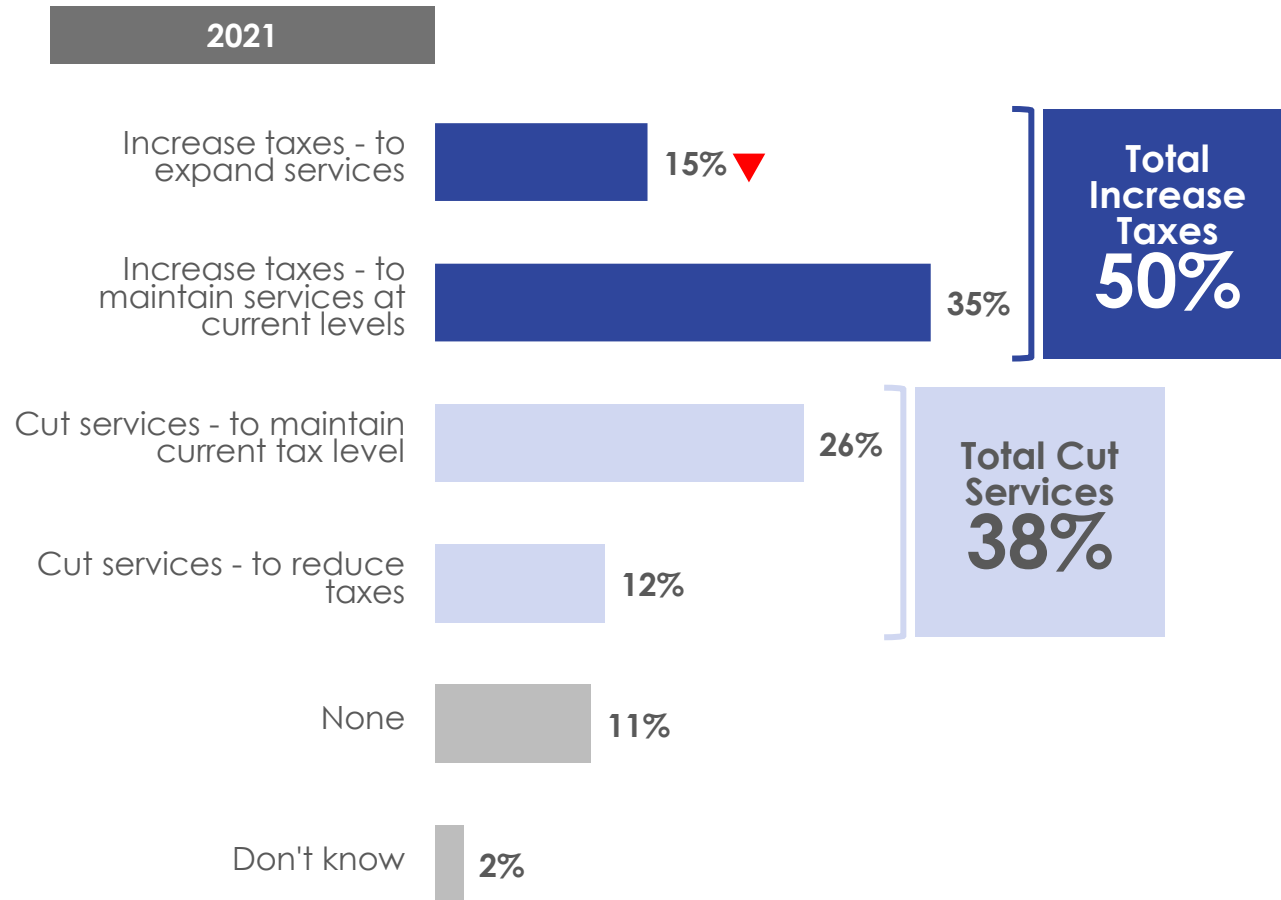
2014	2011
(n=350)	(n=301)
6%	4%
9%	4%
63% ▼	54% ▼
21%	21%
27%	25%
14%	13%
25% ▼	29% ▼
11%	15%
3%	7%
3%	5%
12% ▼	17% ▼
3%	1%
4%	4%
1%	1%

Base: All respondents (n=320)

Q12. Your property tax dollars are divided between the County and the Province. In the County of 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.

▲ ▼ Significantly higher/lower than 2014.

Balancing Taxation and Service Delivery Levels



2014 (n=350)	2011 (n=301)	NORM
24%	25%	21%
54%	55%	52%
30%	30%	31%
26%	23%	25%
35%	33%	38%
9%	10%	13%
9%	9%	8%
2%	3%	2%

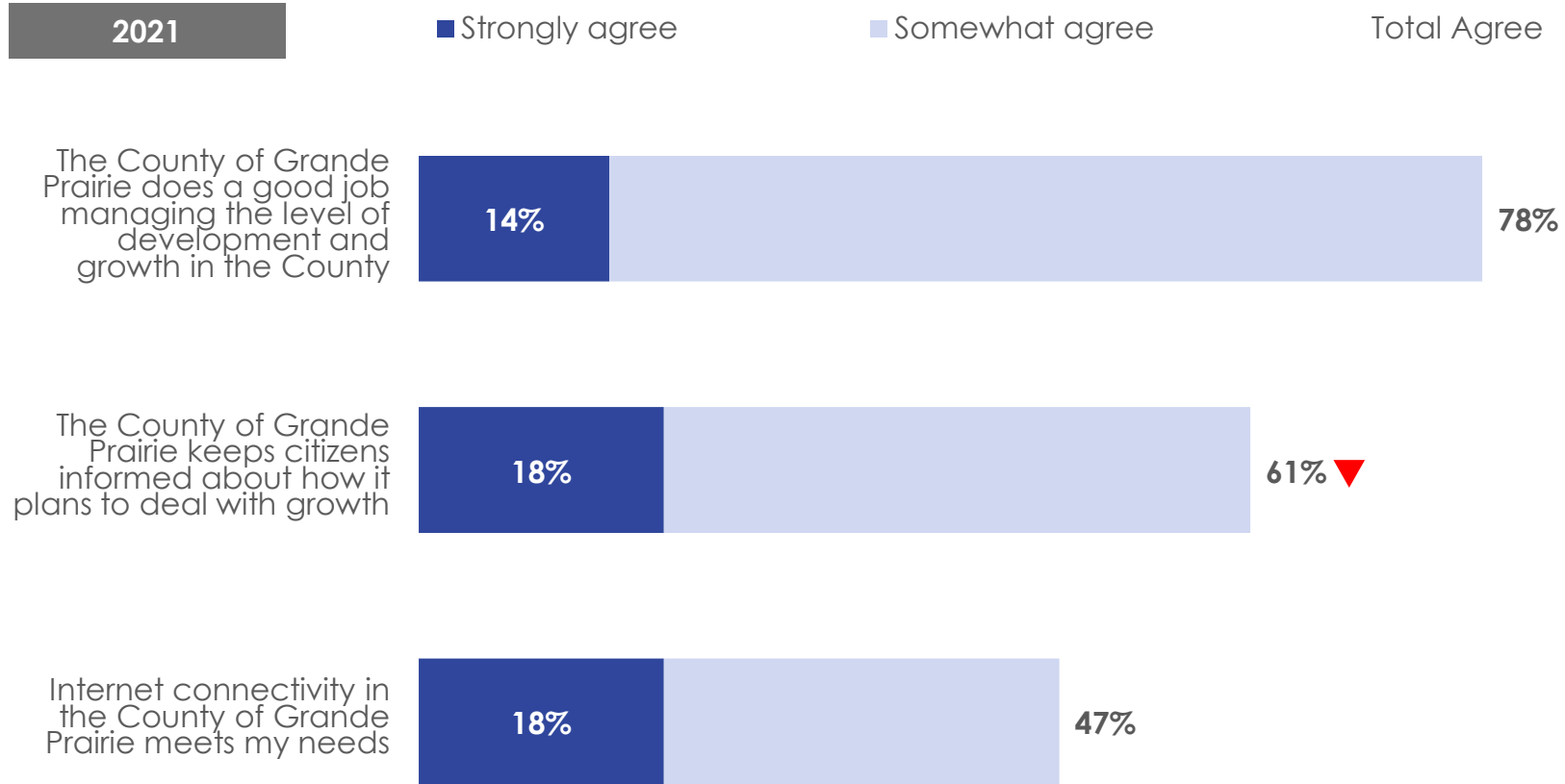
Base: All respondents (n=320)

Q13. 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?

  Significantly higher/lower than 2014.

GROWTH AND DEVELOPMENT

Perceptions of Growth and Development



TOTAL AGREE		
2014 (n=350)	2011 (n=301)	NORM
76%	80%	52%
70%	60%	58%
N/A	N/A	N/A

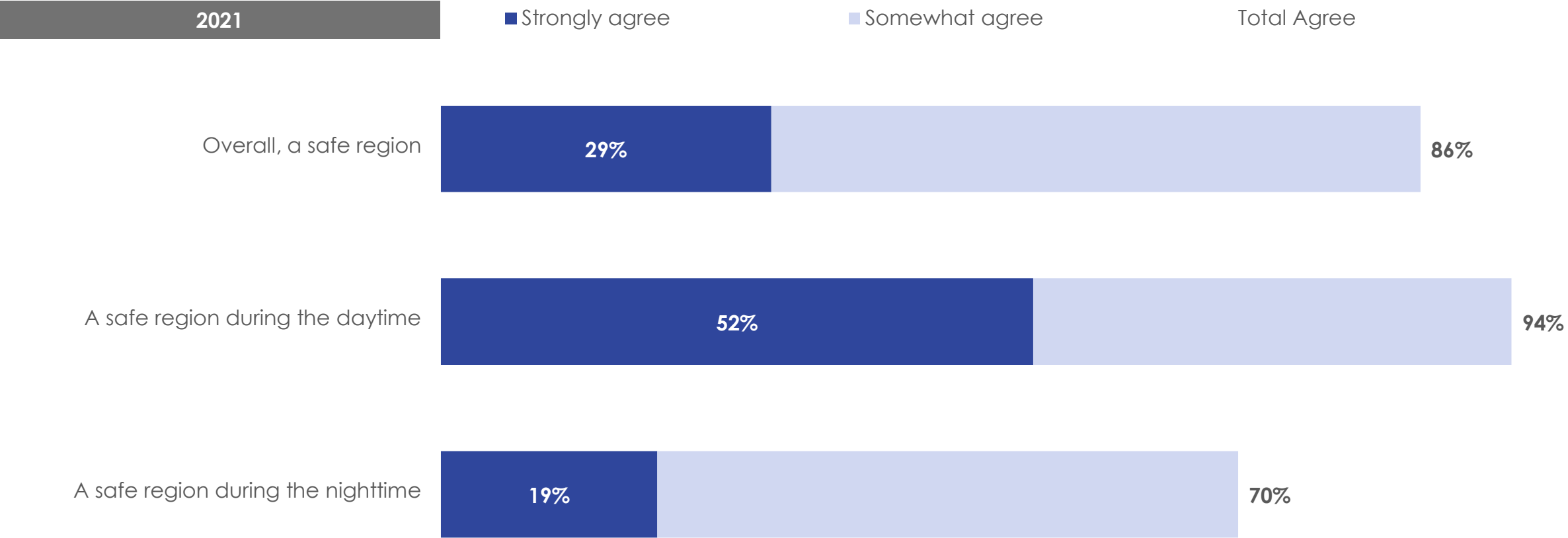
Base: All respondents (n=320)
 Q30. I'm going to read you a few statements about growth and development in the County of Grande Prairie. Please tell me whether you strongly agree, somewhat agree, somewhat disagree, strongly disagree for each statement.

▲ ▼ Significantly higher/lower than 2014.



SAFE COMMUNITY

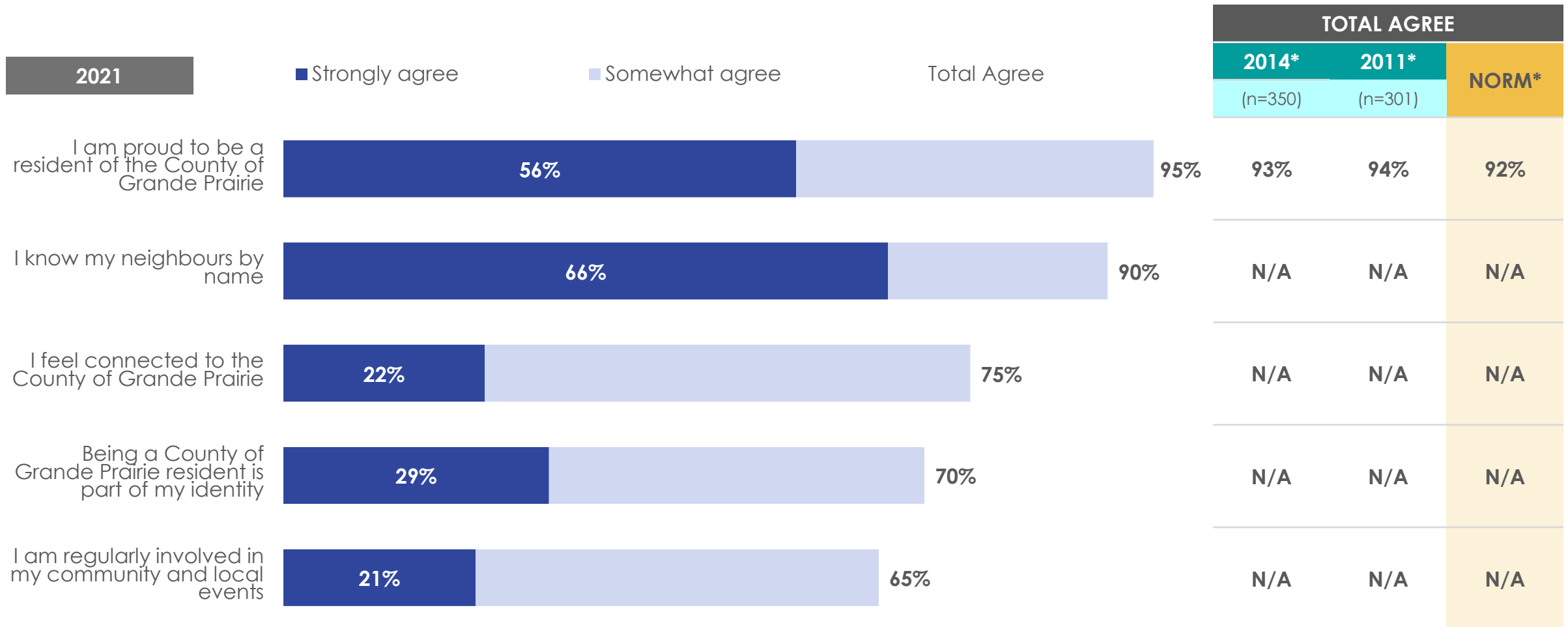
Perceptions of Community Safety



Base: All respondents (n=320)
SC1. How much do you agree or disagree that the County of Grande Prairie is...? Would you say strongly agree, somewhat agree, somewhat disagree, or strongly disagree?



Perceptions of Other Aspects of Community Life



Base: All respondents (n=320)

SC2. I am going to read you some statements that some people have made about the County of Grande Prairie. Please indicate whether you agree or disagree with each statement.

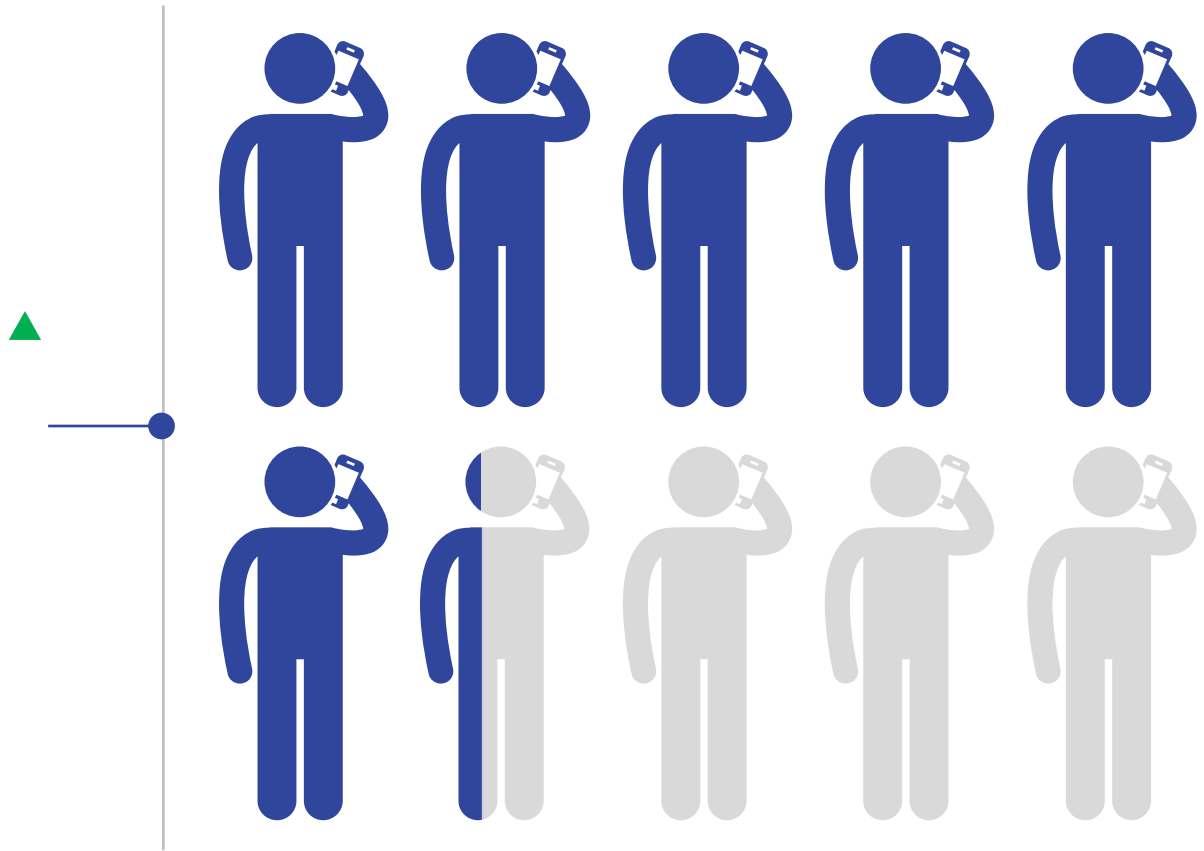
*Comparisons to previous surveys and norm are directional in nature only due to differences in question wording.

COMMUNICATIONS: EVALUATING COUNTY INFORMATION AND CUSTOMER SERVICE

Contact with County Past 12 Months

63%

% Yes



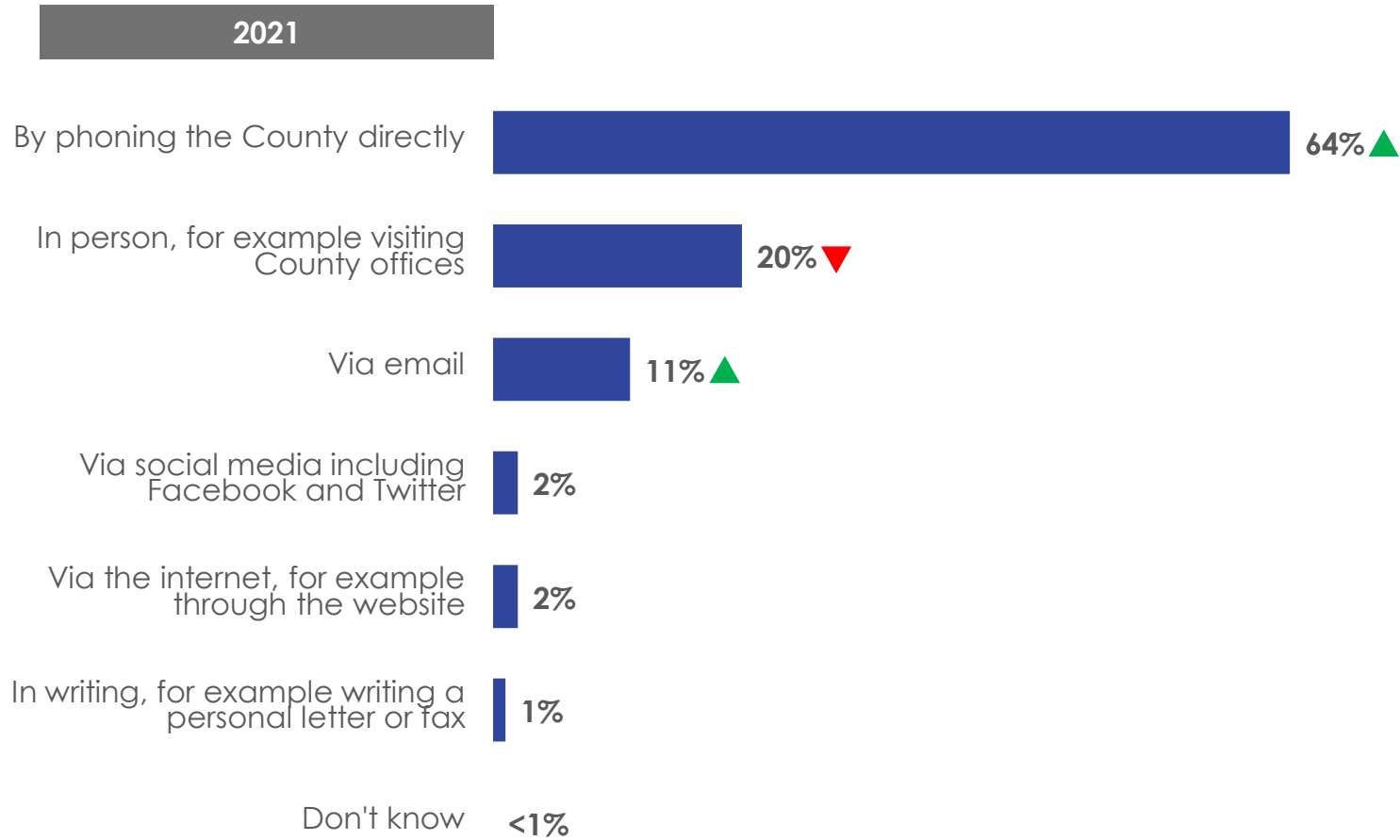
YES		NORM
2014 (n=350)	2011 (n=301)	
49%	56%	50%

Base: All respondents (n=320)
 Q15. Have you contacted or dealt with the County of Grande Prairie or one of its employees in the last 12 months?

Significantly higher/lower than 2014.

Contact Method

(among those saying they contacted or dealt with the County in the last 12 months)



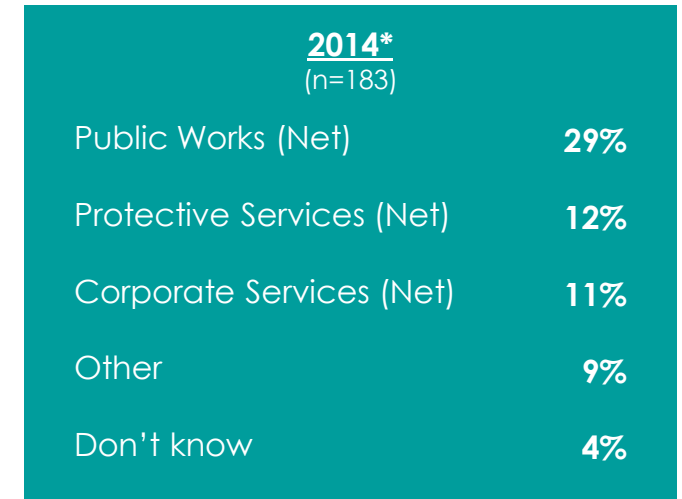
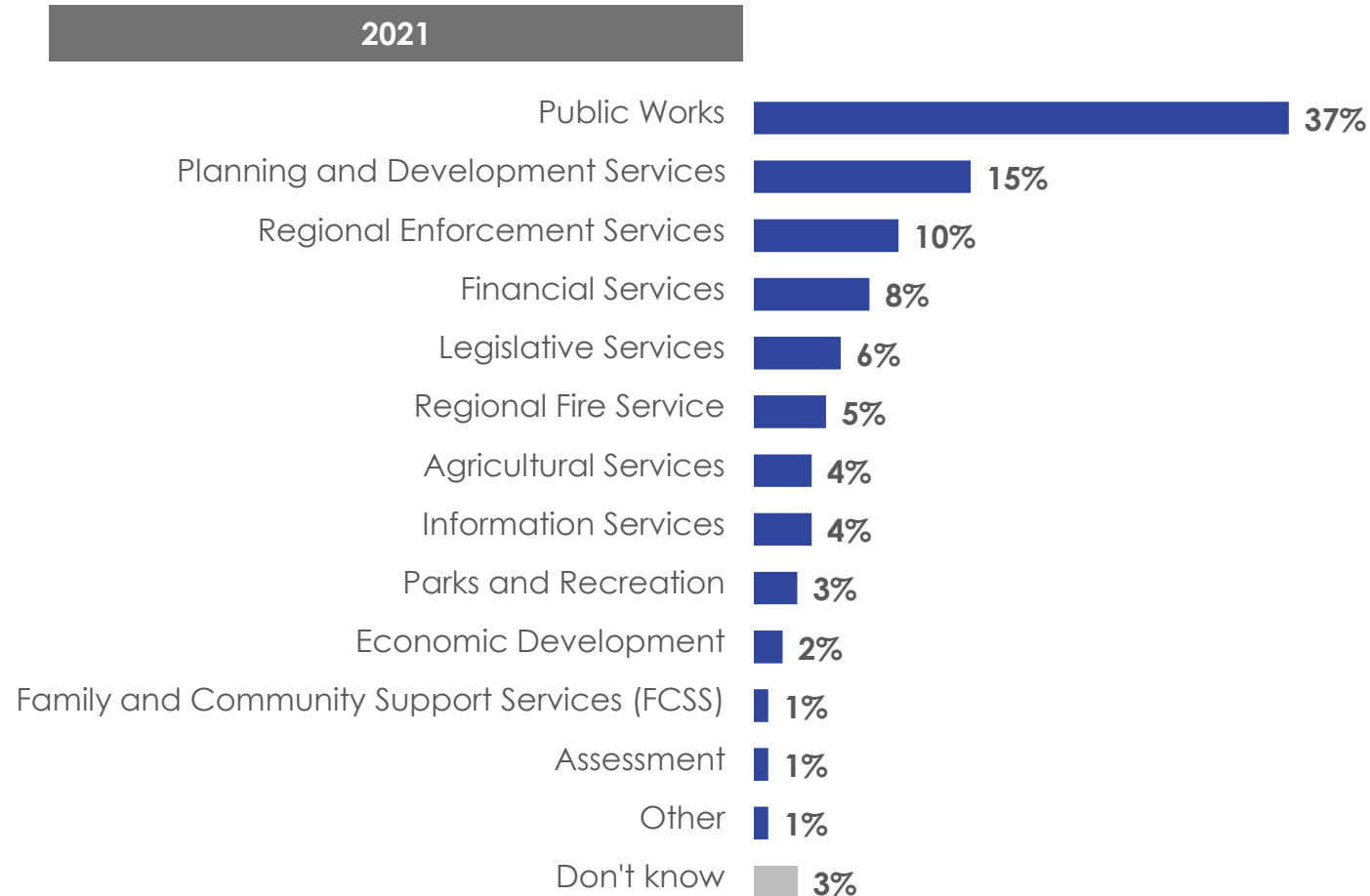
	2014 (n=183)	2011 (n=169)
By phoning the County directly	50%	51%
In person, for example visiting County offices	43%	42%
Via email	1%	6%
Via social media including Facebook and Twitter	N/A	N/A
Via the internet, for example through the website	2%	1%
In writing, for example writing a personal letter or fax	2%	1%
Don't know	N/A	N/A

Base: Respondents saying they contacted or dealt with the County in the last 12 months (n=207)
Q17. When you contacted the County, was it...?

▲ ▼ Significantly higher/lower than 2014.

Department Most Recently Contacted

(among those saying they contacted or dealt with the County in the last 12 months)

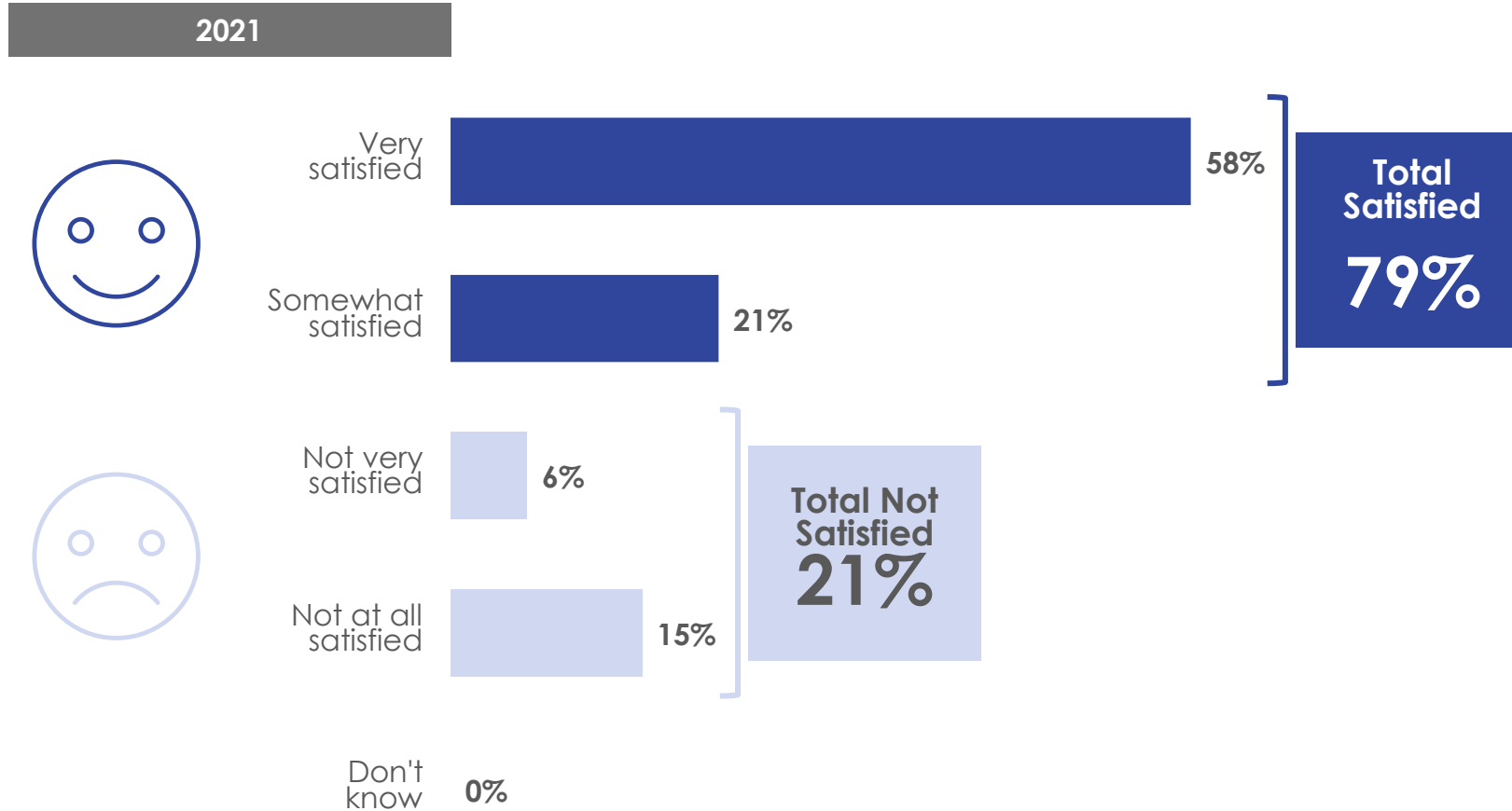


*Comparisons to previous surveys are directional in nature only due to differences in question wording.

Base: Respondents saying they contacted or dealt with the County in the last 12 months (n=207)
Q18b. Specifically, what one Department or area of the County did you last have contact with?

Satisfaction with Overall Level and Quality of Customer Service

(among those saying they contacted or dealt with the County in the last 12 months)

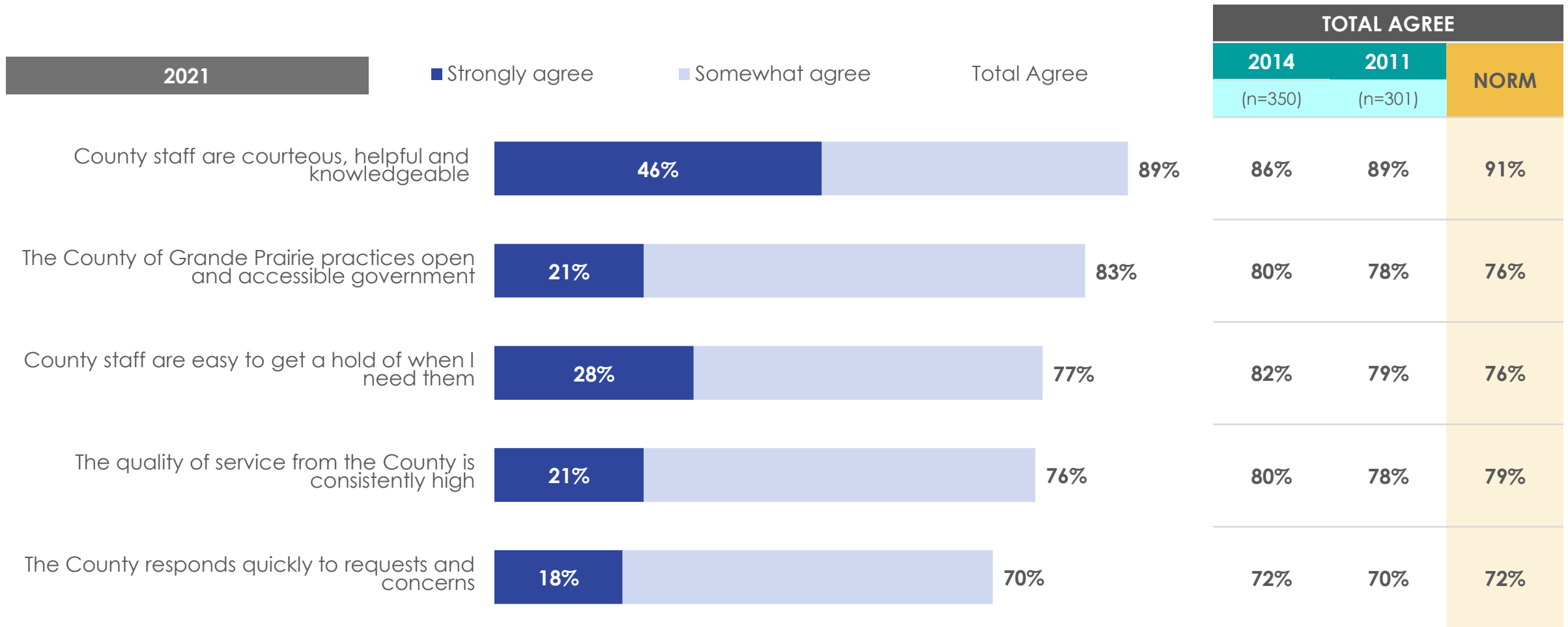


2014*	2011*	NORM*
(n=183)	(n=169)	
49%	43%	52%
74%	70%	81%
25%	27%	29%
8%	14%	10%
24%	29%	19%
16%	15%	9%
2%	1%	0%

Base: Respondents saying they contacted or dealt with the County in the last 12 months (n=207)
 Q19. How satisfied were you with the overall level and quality of customer service from your most recent contact with the County?

*Comparisons to previous surveys and norms are directional in nature only due to differences in question wording.

Perceptions of Customer Service



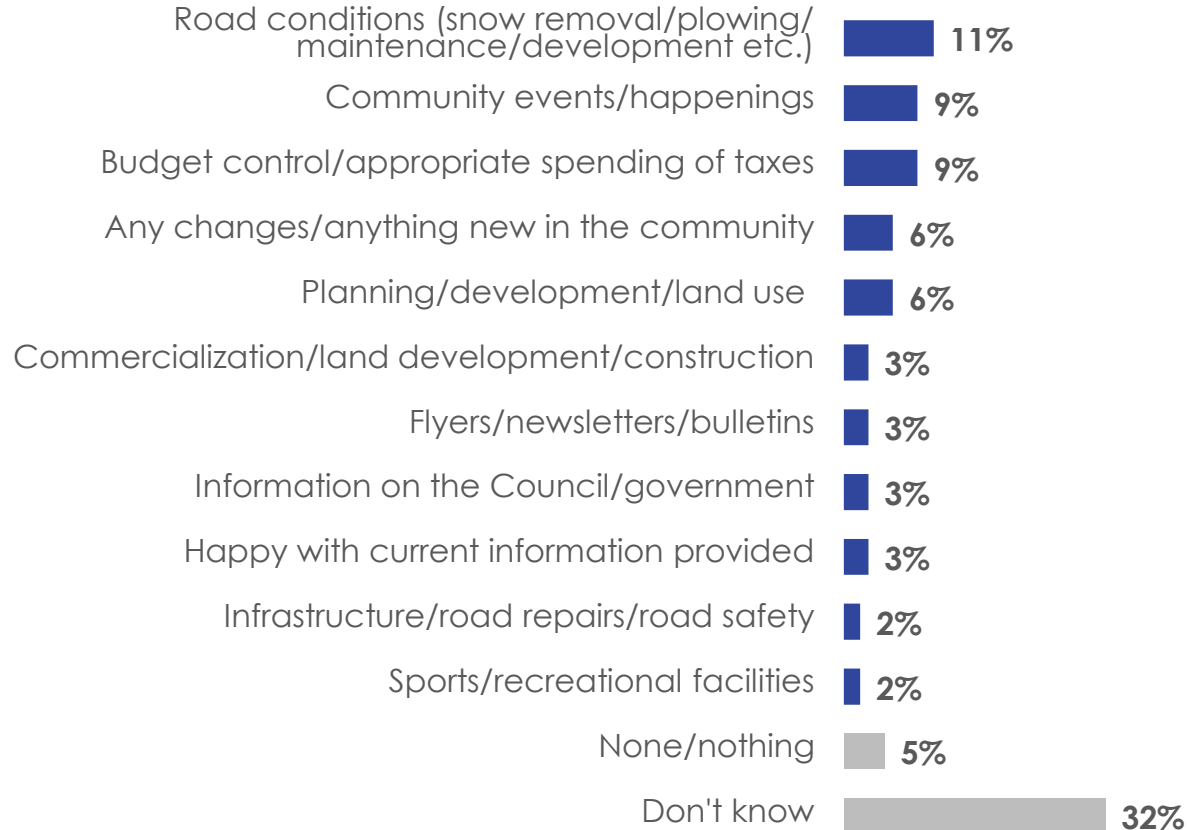
Base: All respondents (n=320)
 Q20. Thinking about your personal dealings with the County of Grande Prairie, your general impressions and anything you may have read, seen or heard, please tell us whether you agree or disagree with each of the following statements about the County?

▲ ▼ Significantly higher/lower than 2014.

Information Needs

(coded open-ends, multiple mentions allowed)

2021



Top Mentions (2014)

(n=350)



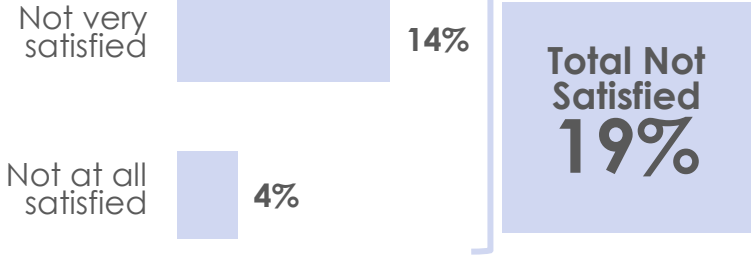
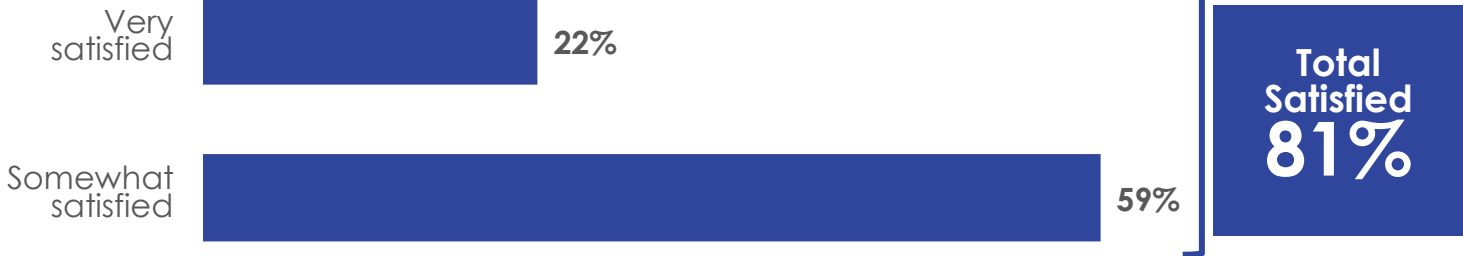
Base: All respondents (n=320)

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

▲ ▼ Significantly higher/lower than 2014.

Satisfaction with Overall Quality of County Information and Communications

2021



Don't know <1%

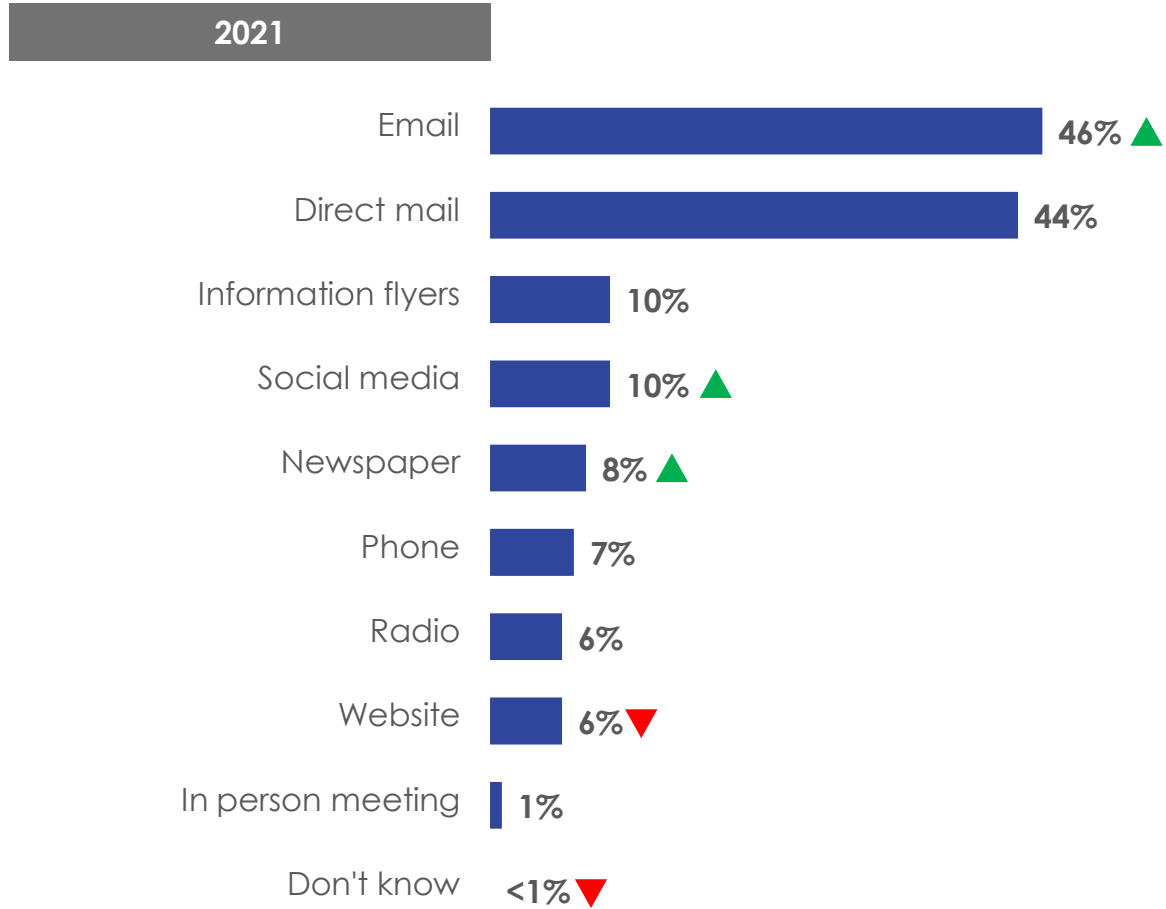
NORM
19%
76%
57%
17%
21%
4%
3%

Base: All respondents (n=320)
 QCOMM. How satisfied are you with the overall quality of County information and communications?



Preferred Communication Channels

(coded open-ends, multiple mentions allowed)



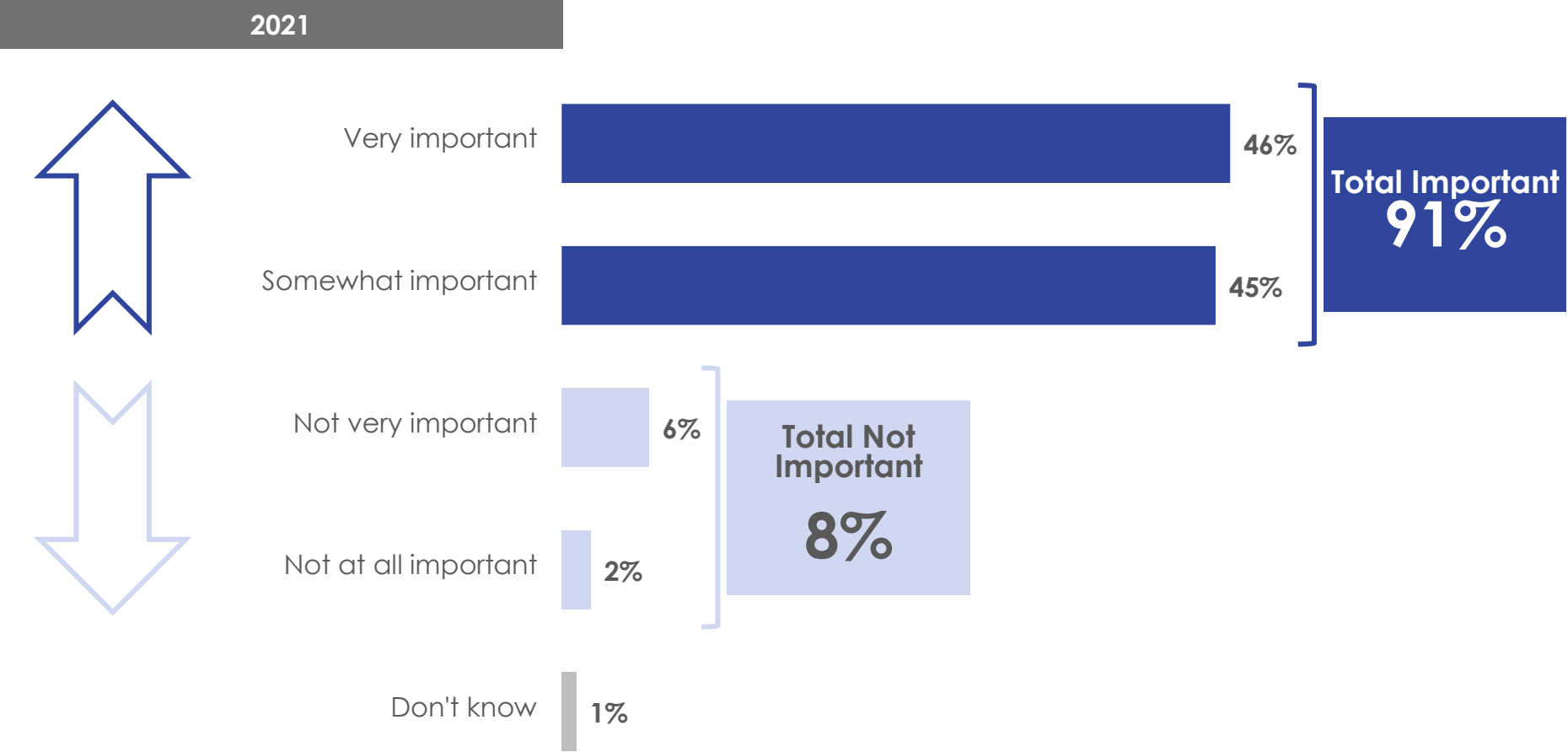
2014 (n=350)	2011 (n=301)	NORM
8%	0%	34%
39%	46%	25%
14%	7%	11%
3%	0%	15%
3%	5%	22%
N/A	N/A	6%
N/A	N/A	5%
21%	10%	14%
N/A	N/A	3%
6%	3%	N/A

Base: All respondents (n=320)
Q24. Thinking about your own preferences, how would you most like to receive information from the County of Grande Prairie?

▲ ▼ Significantly higher/lower than 2014.

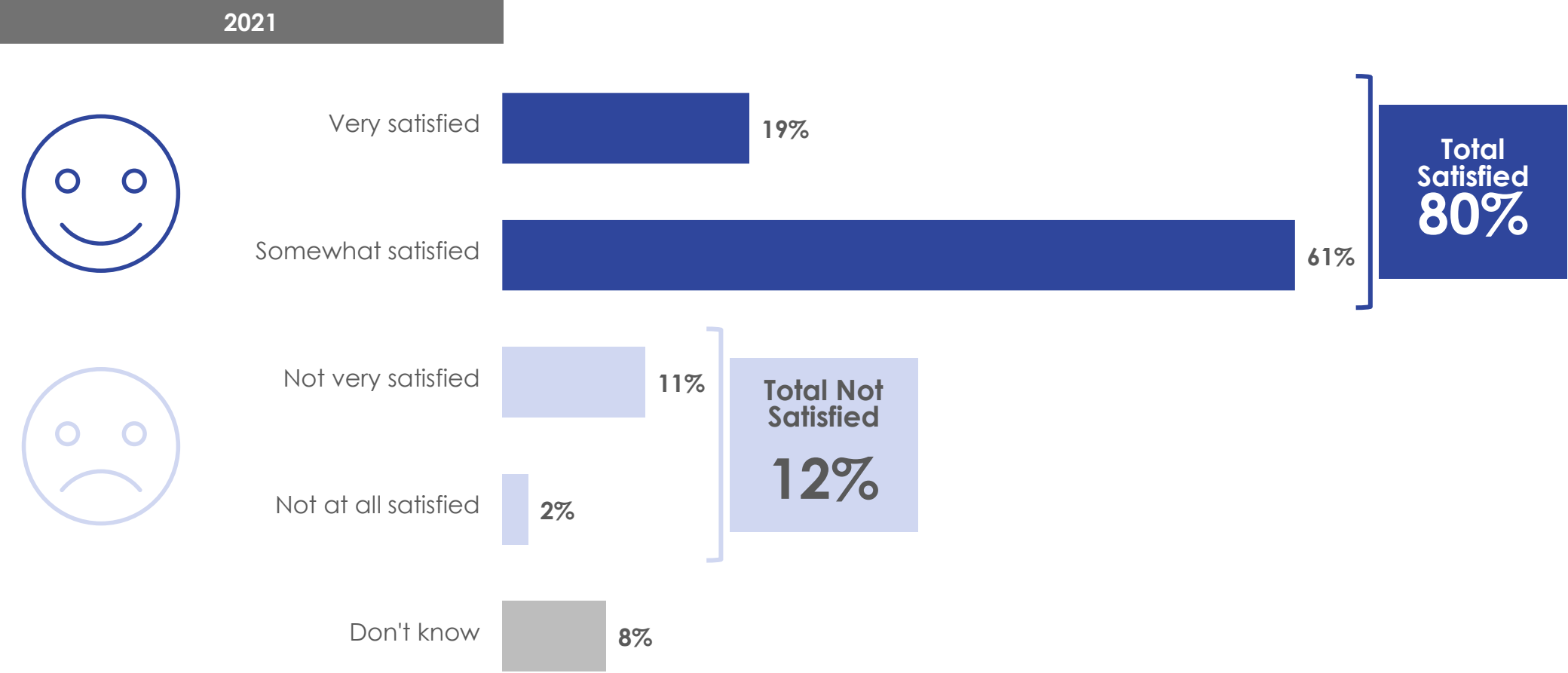
INTER-MUNICIPAL COLLABORATION

Importance of Participating in Joint Service Provision



Base: All respondents (n=320)
IM1. How important is it that the County of Grande Prairie participates in joint service provision with other municipalities?

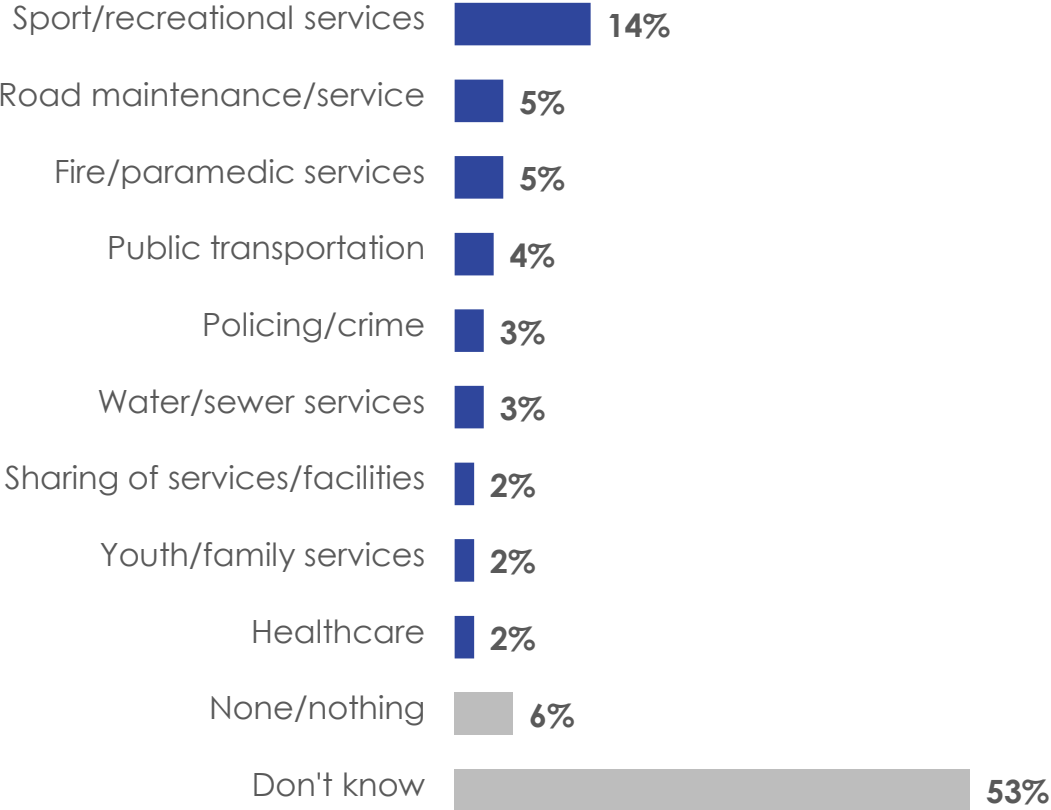
Satisfaction with Efforts to Participate in Joint Service Provision



Base: All respondents (n=320)
IM2. How satisfied are you with the County of Grande Prairie's efforts to participate in joint service provision with other municipalities?

Suggestions for Services or Programs that Could be Provided from Other Municipalities (coded open-ends, multiple mentions allowed)

2021

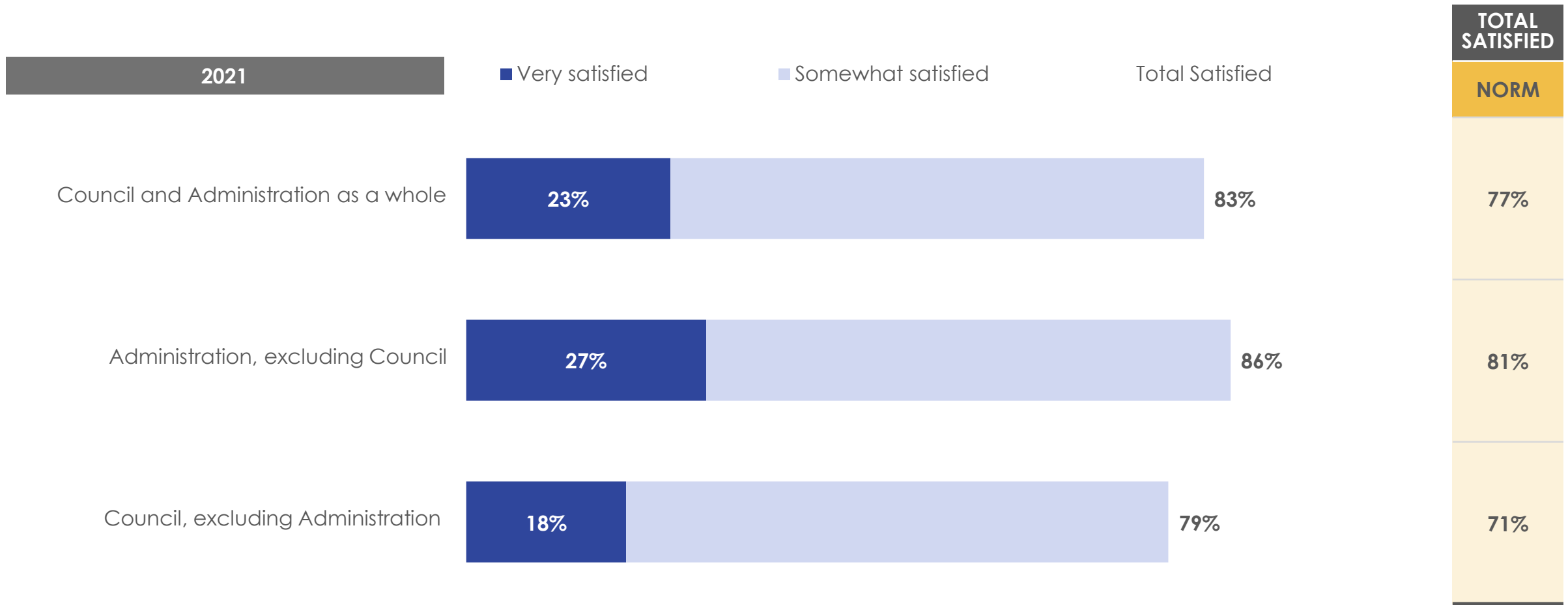


Mentions <2% not shown.
Base: All respondents (n=320)
IM3. What services or programs could be provided by other municipalities to help serve residents of the County of Grande Prairie?



COUNTY PERFORMANCE

Perceptions of County Operations



Base: All respondents (n=320)

CP1. 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?

CP2. Thinking about Council, EXCLUDING Administration, how satisfied or dissatisfied are you with the way Council is going about running our County?

CP3. Thinking about Administration, EXCLUDING Council, how satisfied or dissatisfied are you with the way County Administration is going about running our County?

WEIGHTED SAMPLE CHARACTERISTICS

4

Weighted Sample Characteristics

	TOTAL
AGE	
18 to 54	65%
55 and over	31%
Refused	3%
GENDER	
Male	51%
Female	48%
Prefer to self-describe	<1%
Refused	1%
NUMBER OF PEOPLE IN HOUSEHOLD	
1	9%
2	36%
3+	54%
Refused	1%
CHILDREN IN HOUSEHOLD	
Yes	40%
No	59%
Refused	<1%
PRIMARILY/JOINTLY RESPONSIBLE FOR PAYING PROPERTY TAXES/RENT	
Yes	91%
No	9%
Refused	<1%

	TOTAL
RENT OR OWN	
Own	87%
Rent	8%
Other	5%
NUMBER OF YEARS LIVING IN COUNTY OF GRANDE PRAIRIE	
15 years or less	36%
More than 15 years	64%
Mean	26 years
EDUCATION	
Completed high school or less	31%
Some post-secondary or completed a college diploma	45%
Completed university degree or post-grad degree	23%
Refused	2%
INCOME	
<\$60K	15%
\$60K-<\$120K	35%
\$120K+	34%
Refused	15%

Base: All respondents (n=320)
Q31, Q53, Q32, Q33, Q34, Q35, Q36, Q37, Q38a

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