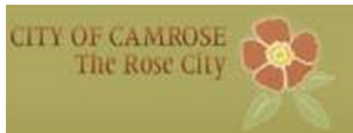




Ipsos Reid



2013 Citizen Satisfaction Syndicated Survey

City of Camrose



July 2013

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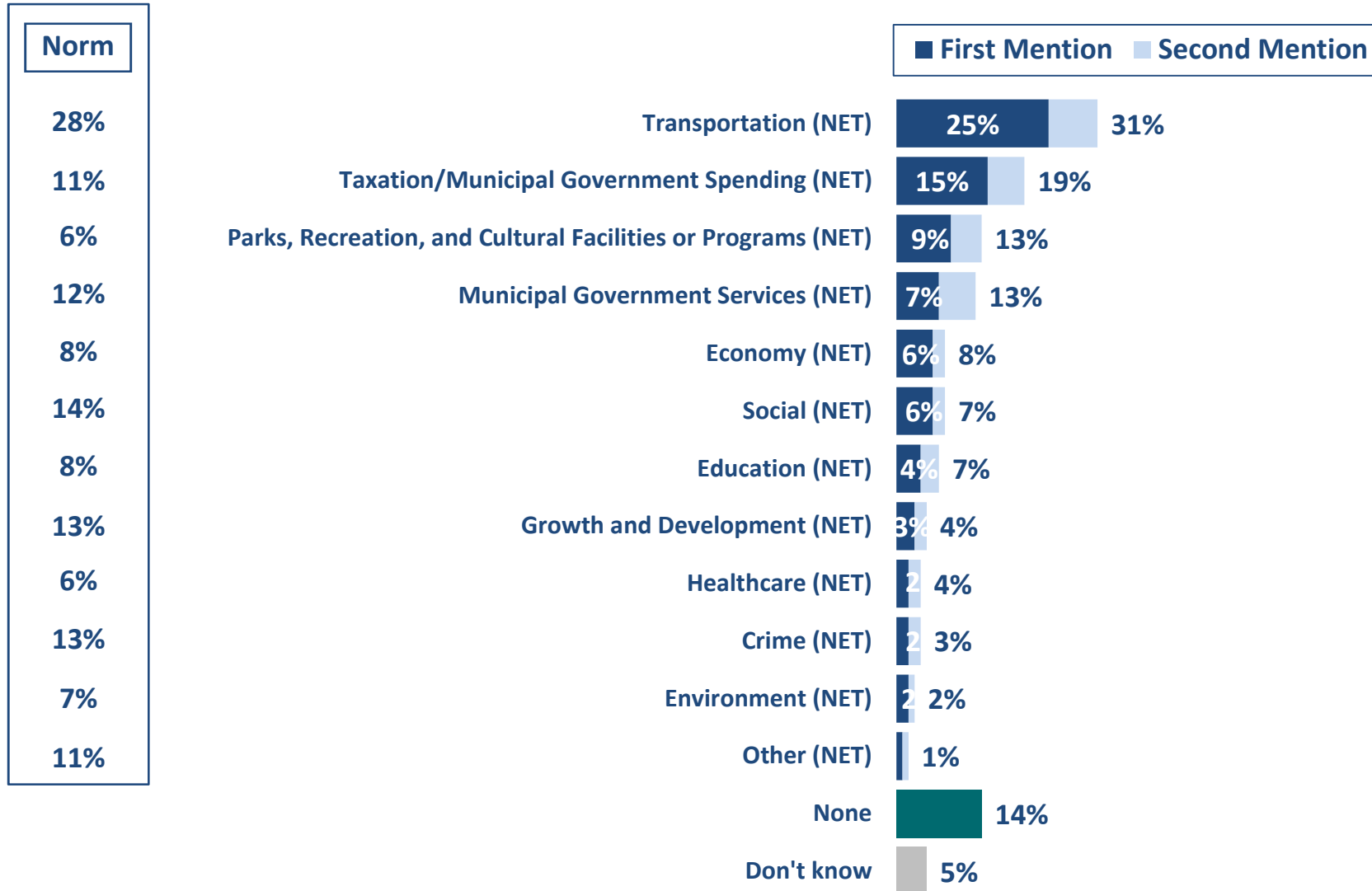
Methodology

- 300 telephone interviews conducted with a randomly selected representative sample of Camrose residents aged 18 years or older.
- Interviews conducted between May 16 and June 9, 2013.
- Final data was weighted to ensure the age/gender distribution reflects that of the actual population in Camrose according to the most recent Census data.
- Overall results are accurate to within ± 5.7 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Where comparable, this year's results have been tracked and reported against past surveys to understand how attitudes and priorities have changed and assess the City's progress in addressing key issues.
- In addition, the City of Camrose's results have also been compared to Ipsos Reid's database of municipal norms (where comparable) to provide additional context, insight, and benchmarks.

Issue Agenda



Top-of-Mind Community Issues



Q1. In your view, as a resident of the City of Camrose, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: All respondents (n=300)



Top-of-Mind Community Issues (cont'd)

Top mentions included under the three leading top-of-mind community issues:

- Transportation (31% total mentions)
 - *Roads/streets* (14%)
 - *Public transit* (13%)
 - *Transportation (general)* (4%)

- Taxation/Municipal Government Spending (19% total mentions)
 - *Taxes/Property taxes* (10%)
 - *Budget/Balancing budget* (10%)

- Municipal Government Services (13% total mentions)
 - *Municipal Government services (general)* (2%)
 - *Political leadership governance* (2%)



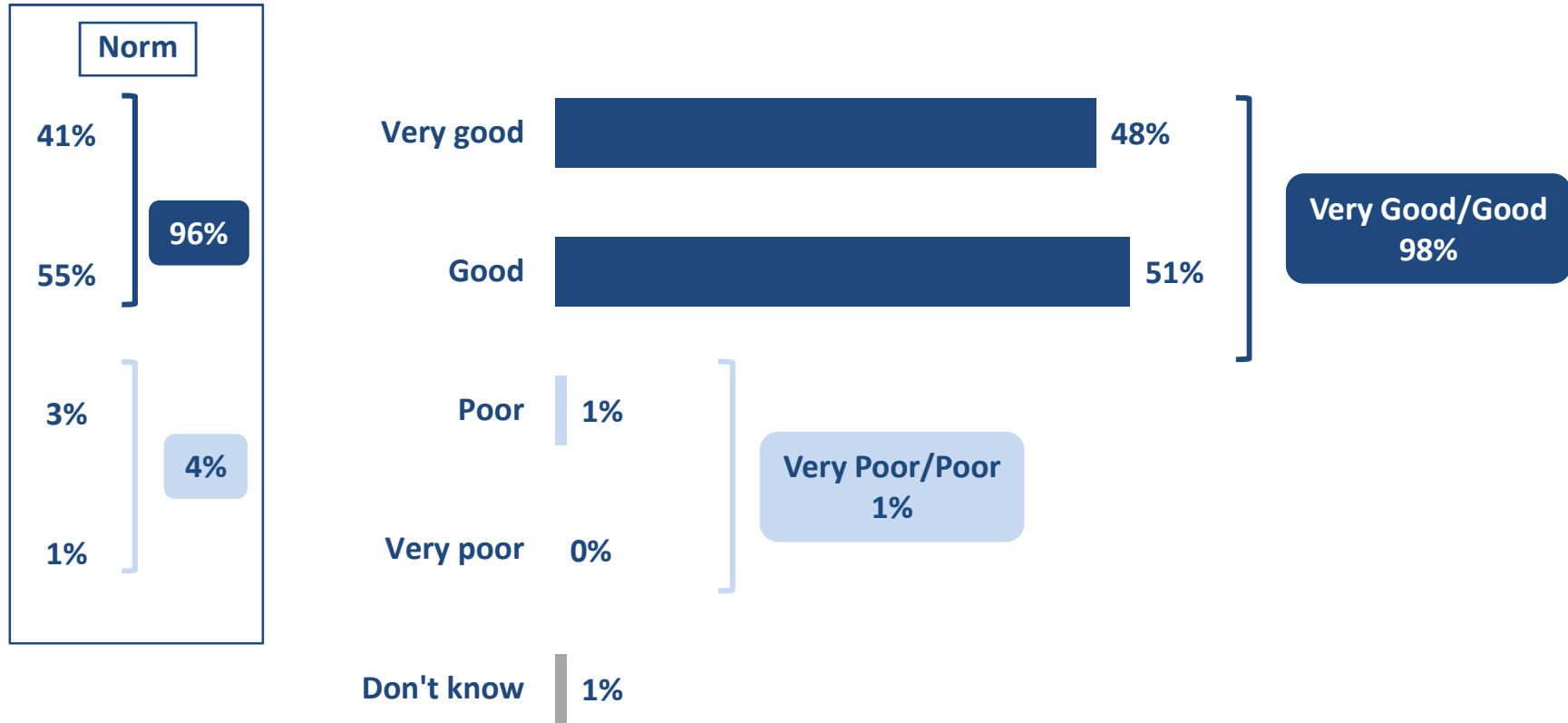
Tracking Top-of-Mind Community Issues

	2011 (n=300)	2013 (n=300)
Transportation (NET)	25%	31%
Taxation/Municipal Government Spending (NET)	10%	19%
Municipal Government Services (NET)	16%	13%
Parks, Recreation, and Cultural Facilities or Programs (NET)	11%	13%
Economy (NET)	10%	8%
Social (NET)	12%	7%
Education (NET)	8%	7%
Growth and Development (NET)	3%	4%
Healthcare (NET)	4%	4%
Crime (NET)	5%	3%
Environment (NET)	3%	2%
Other (NET)	8%	1%

Quality of Life



Overall Quality of Life



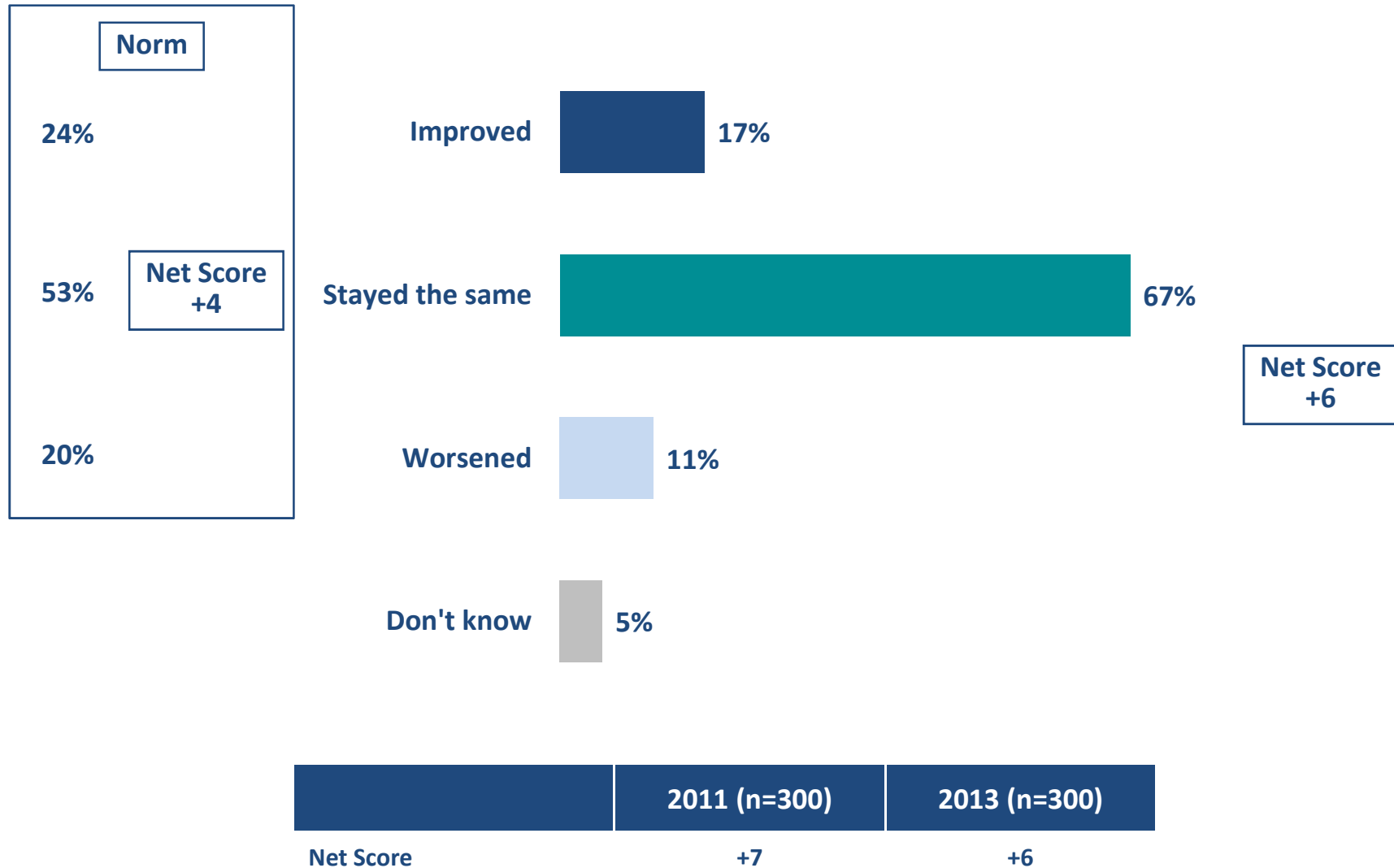
	2011 (n=300)	2013 (n=300)
Very good/good	97%	98%
Very good	46%	48%

Q2. How would you rate the overall quality of life in the City of Camrose today?

Base: All respondents (n=300)



Change in Quality of Life Past Three Years

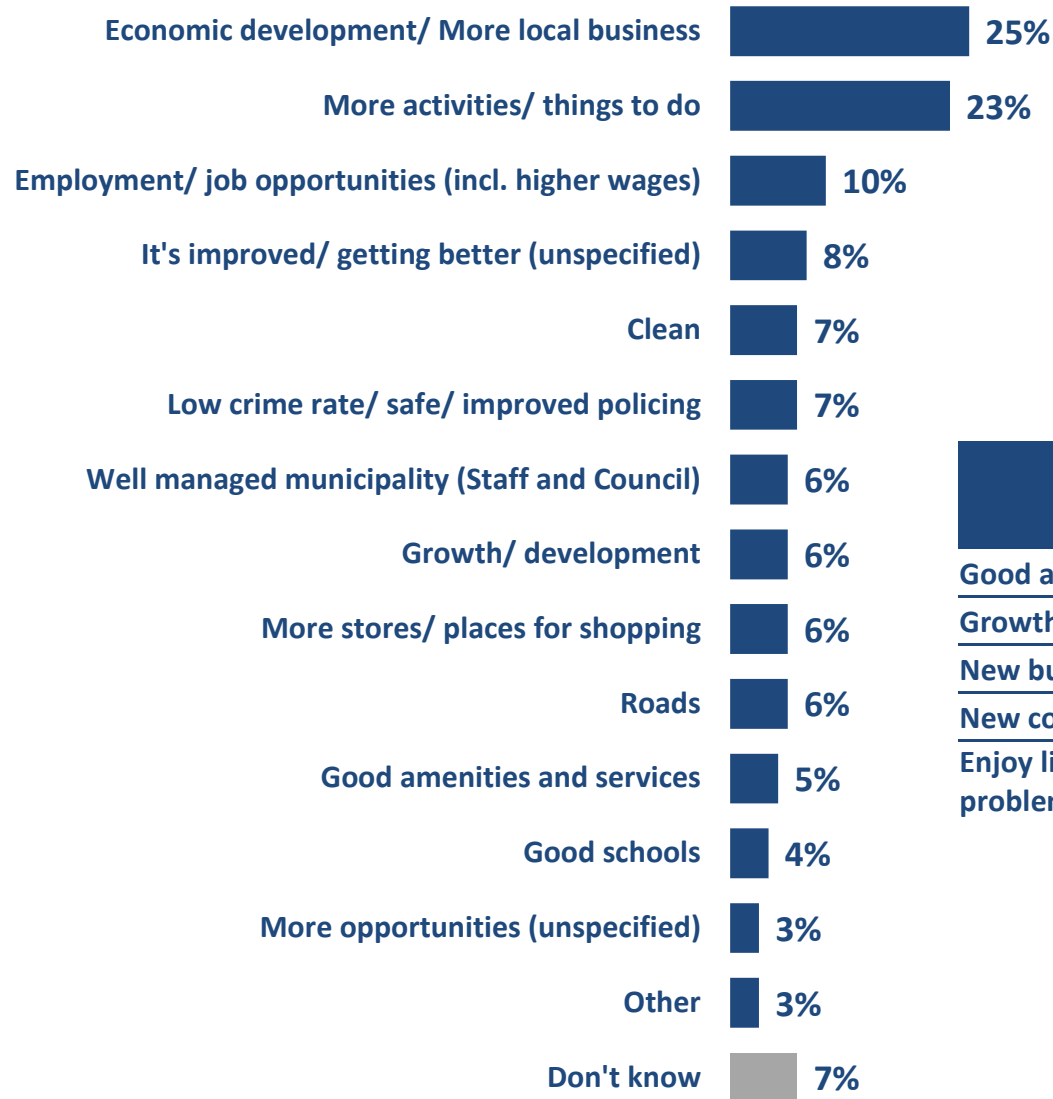


Q3. And, do you feel that the quality of life in the City of Camrose in the past three years has...

Base: All respondents (n=300)



Reasons Why Quality of Life has Improved



Top Mentions 2011 (n=58)*	
Good amenities and services	25%
Growth/development	11%
New businesses/more business is coming in	7%
New construction (housing, buildings)	7%
Enjoy living here/happy/never had any problems	6%

Note: includes mentions of 3% or more.

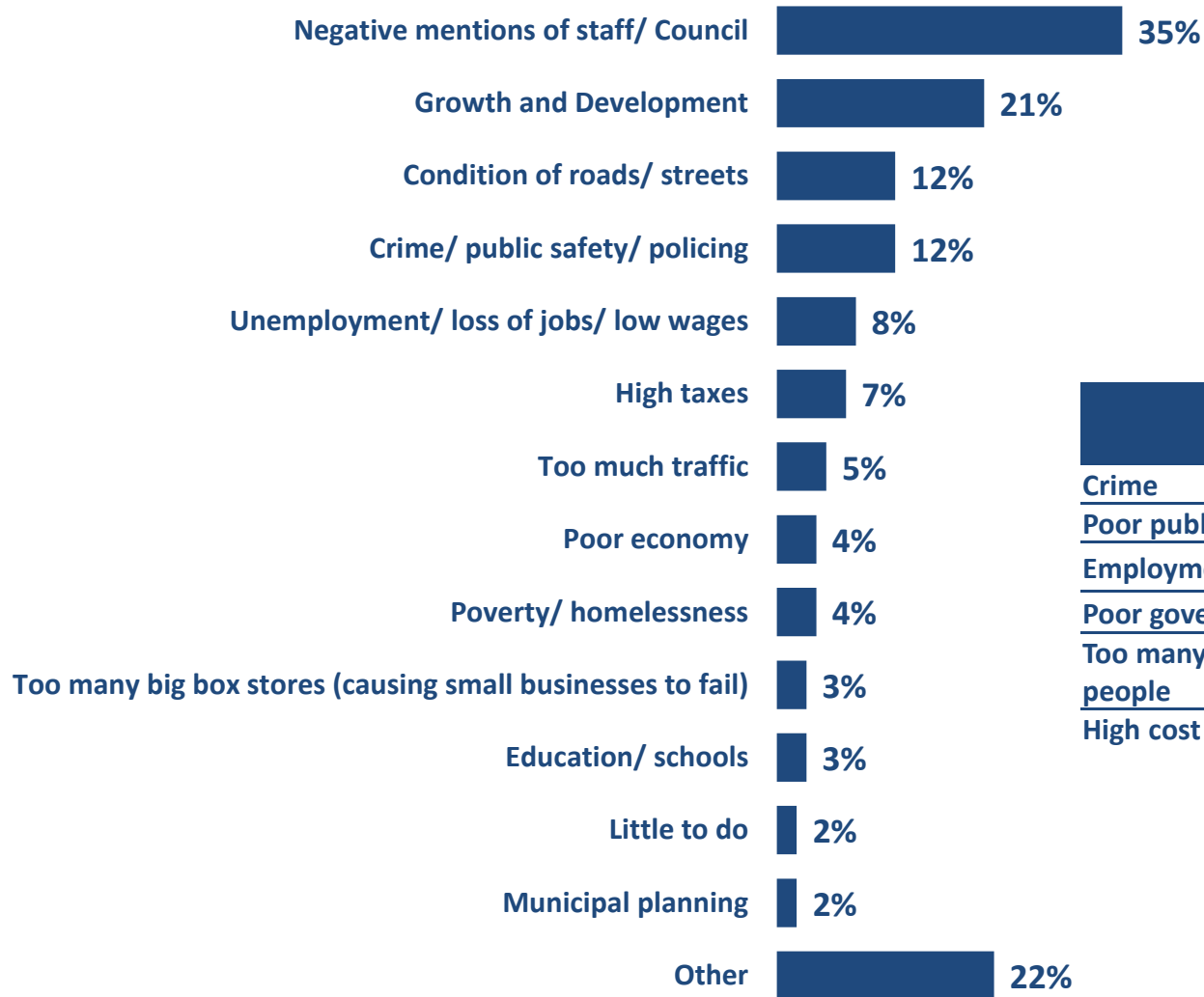
*Small base size, interpret with caution.

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

Base: Quality has improved (n=48)*



Reasons Why Quality of Life has Worsened



Top Mentions 2011 (n=44)*	
Crime	16%
Poor public transit	9%
Employment issues	8%
Poor government	7%
Too many immigrants/newcomers/other people	5%
High cost of living	5%

Note: includes mentions of 2% or more.

**Small base size, interpret with caution.*

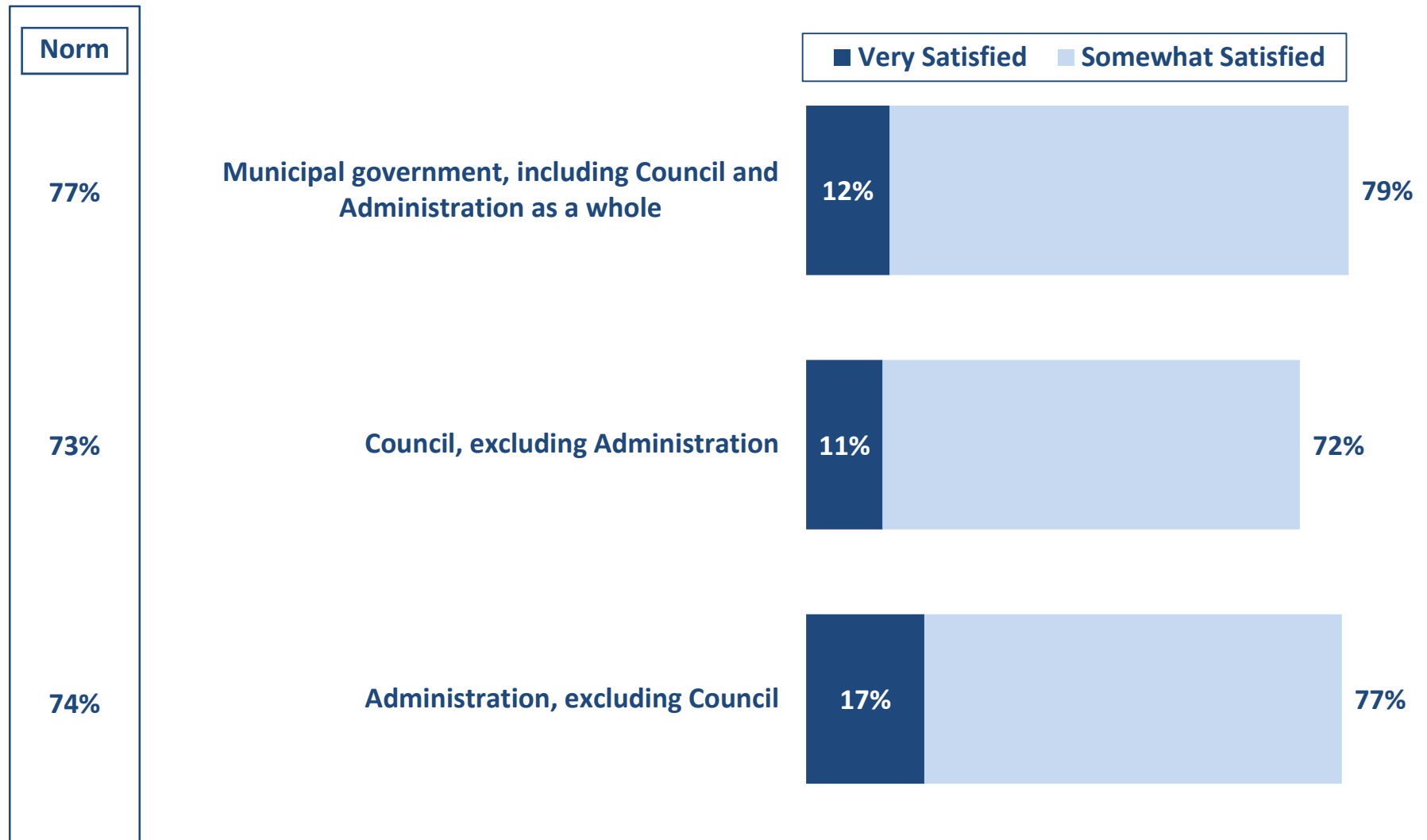
Q5. Why do you think the quality of life has worsened?

Base: Quality has worsened (n=34)*

PERCEPTIONS OF STAFF AND COUNCIL



Satisfaction with Municipal Operations



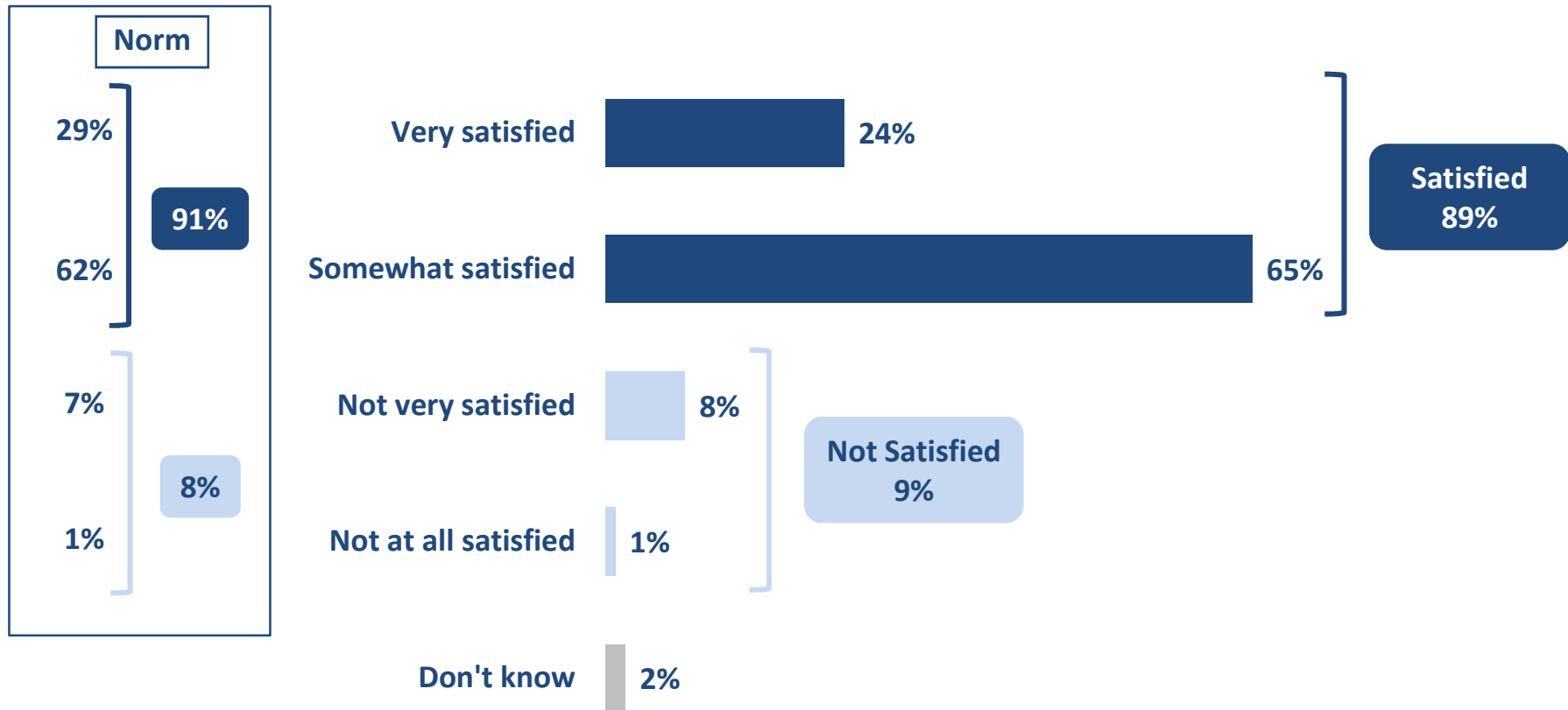
Q6. Taking everything into account, how satisfied are you with the way theas a whole is going about running the community?

Base: All respondents (n=300)

Satisfaction with Services



Overall Satisfaction with City Services



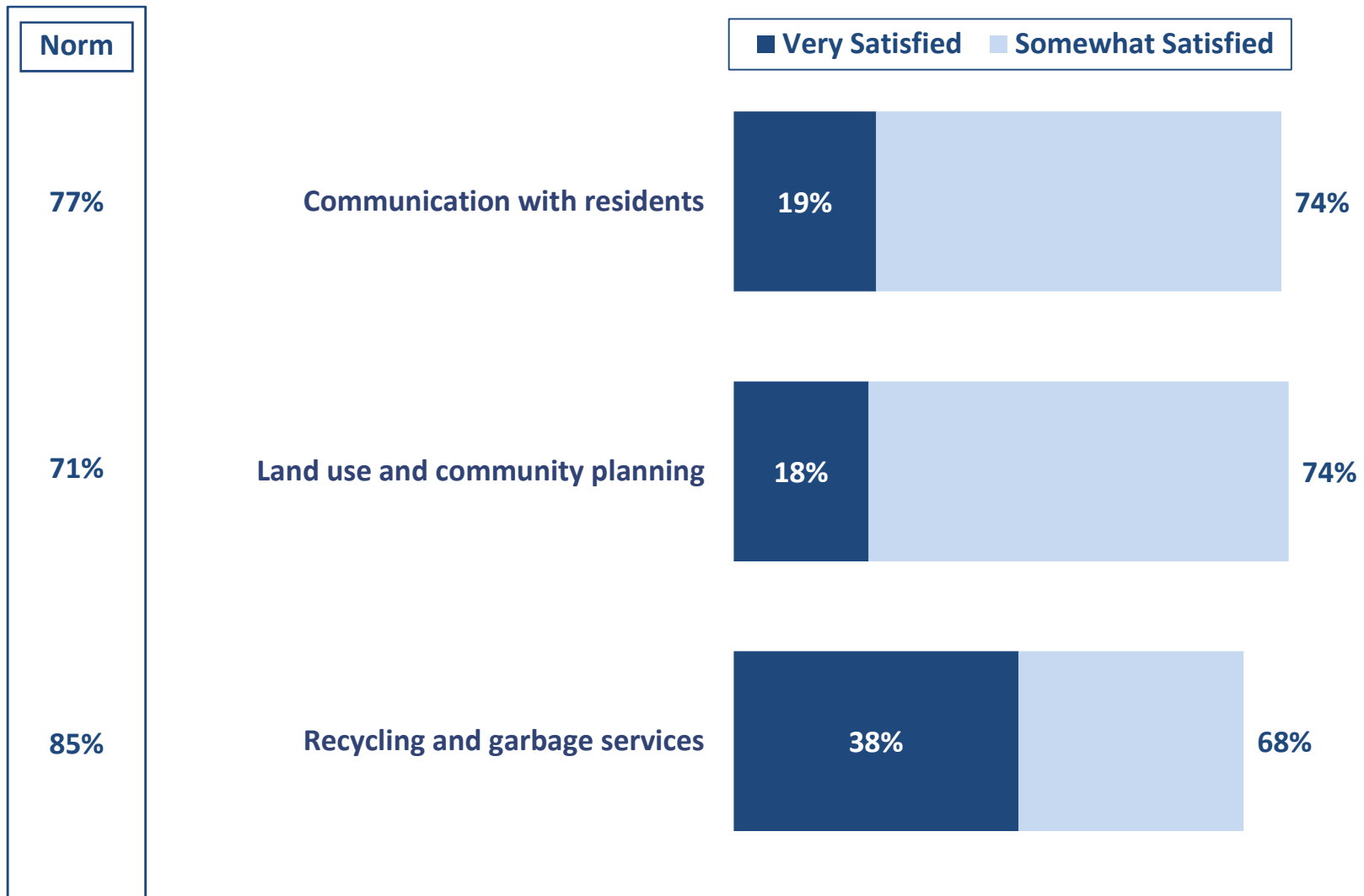
	2011 (n=300)	2013 (n=300)
Very/somewhat satisfied	93%	89%
Very satisfied	35%	24%

Q7. Please tell me how satisfied you are with each of the following services provided by the City of Camrose. The first one is the overall level and quality of services provided by the City of Camrose. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents (n=300)



Satisfaction with Specific City Services



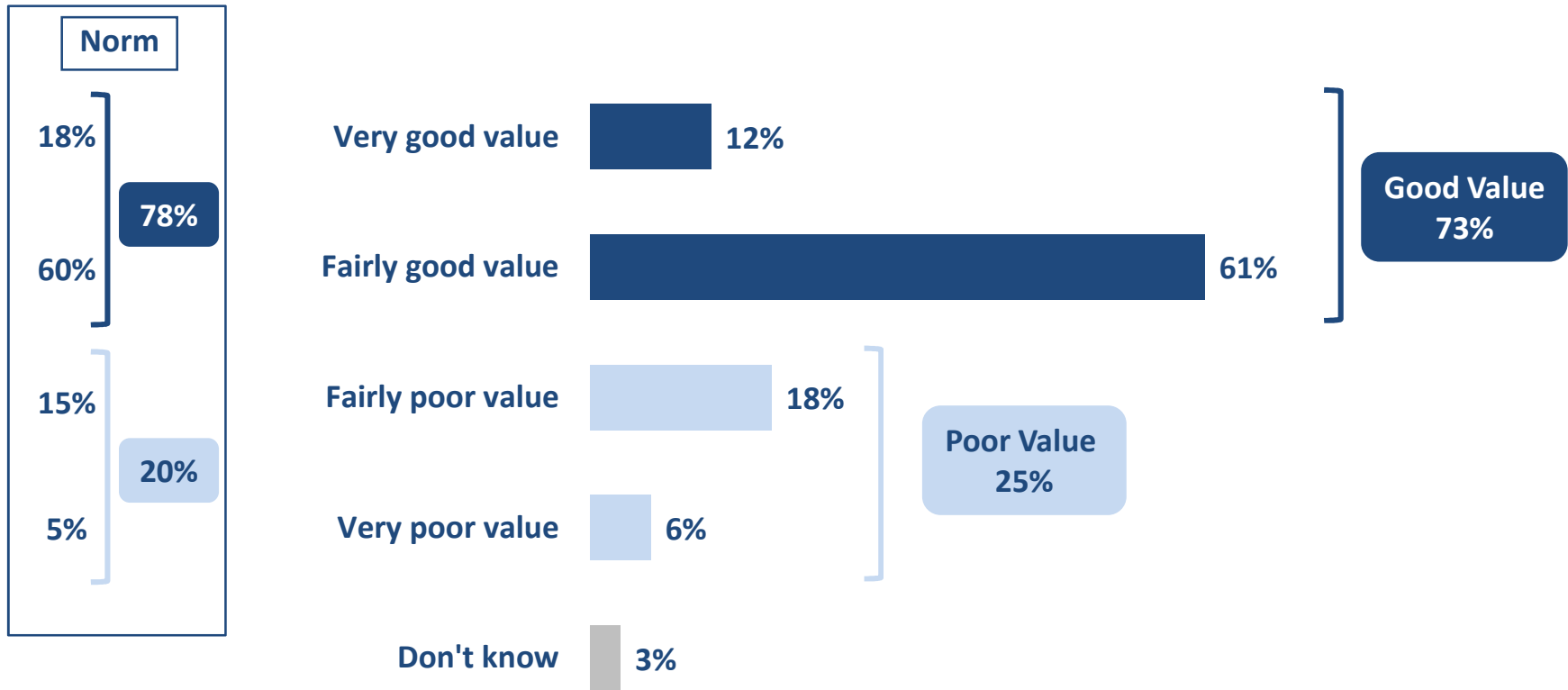
Q7. Please tell me how satisfied you are with each of the following services provided by the City of Camrose. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents (n=300)

Financial Planning



Value for Taxes



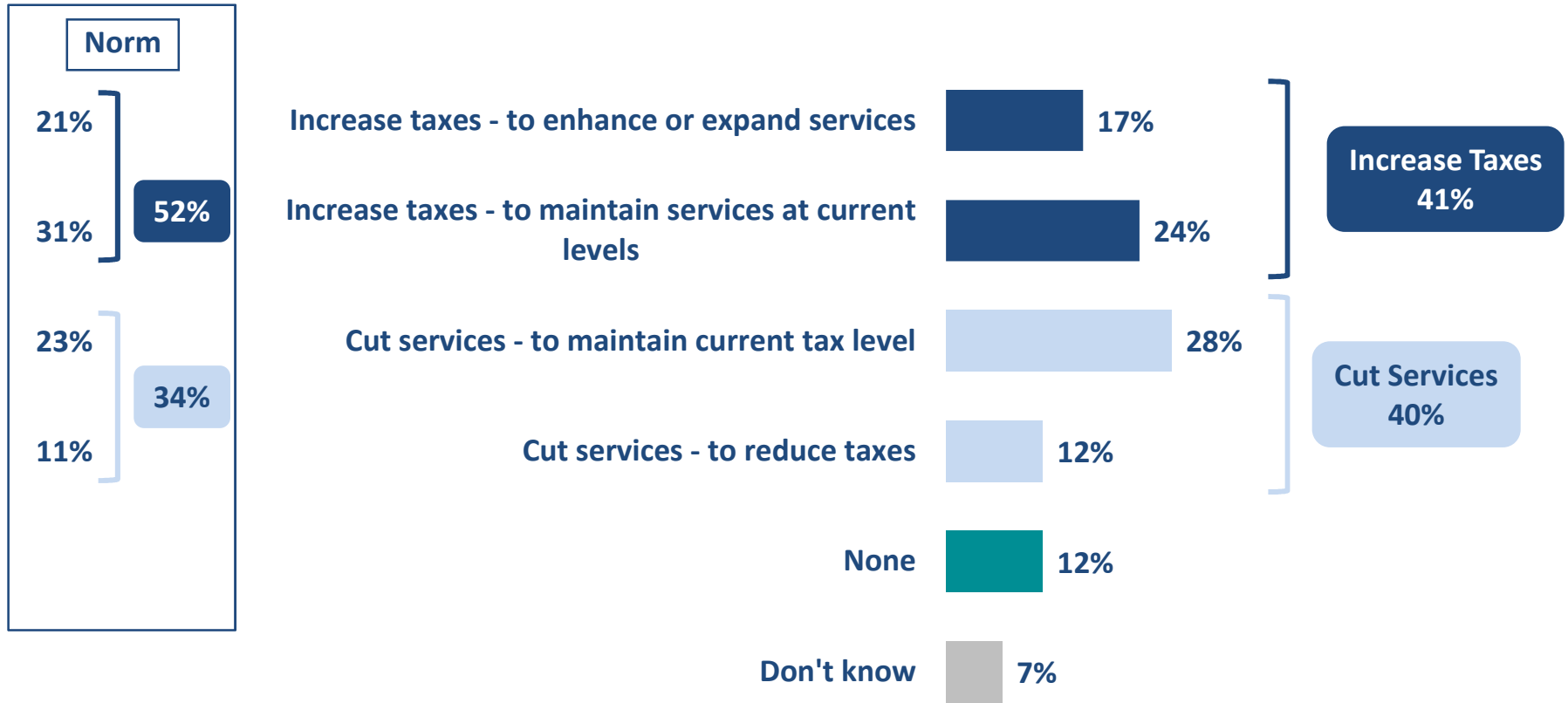
	2011 (n=300)	2013 (n=300)
Very good/fairly good	78%	73%
Very good	21%	12%

Q8. Thinking about all the programs and services you receive from the City of Camrose, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

Base: All respondents (n=300)



Balancing Taxation and Service Delivery Levels



	2011 (n=300)	2013 (n=300)
Increase taxes	47%	41%
Cut services	38%	40%

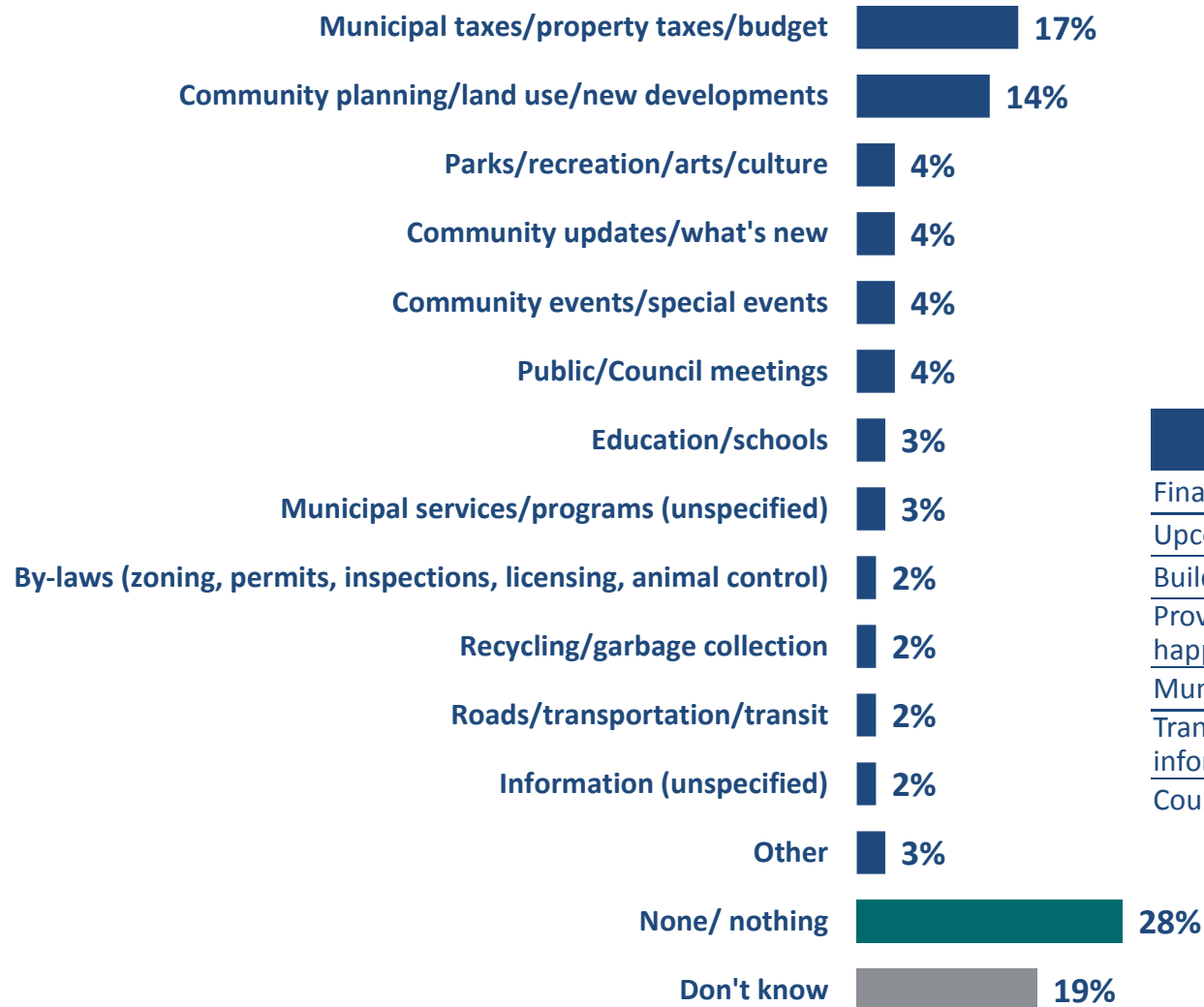
Q9. Municipal property taxes are the primary way to pay for services provided by the City of Camrose. Due to the increased cost of maintaining current service levels and infrastructure, the City of Camrose must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City to pursue?

Base: All respondents (n=300)

Communication



Information Needs



2011 Top Mentions (n=300)	
Financial/budget	15%
Upcoming events	8%
Building projects/new developments	6%
Provide current information/what's happening now	6%
Municipal services	5%
Transparent/honest/accountable information	5%
Council meetings/minutes	5%

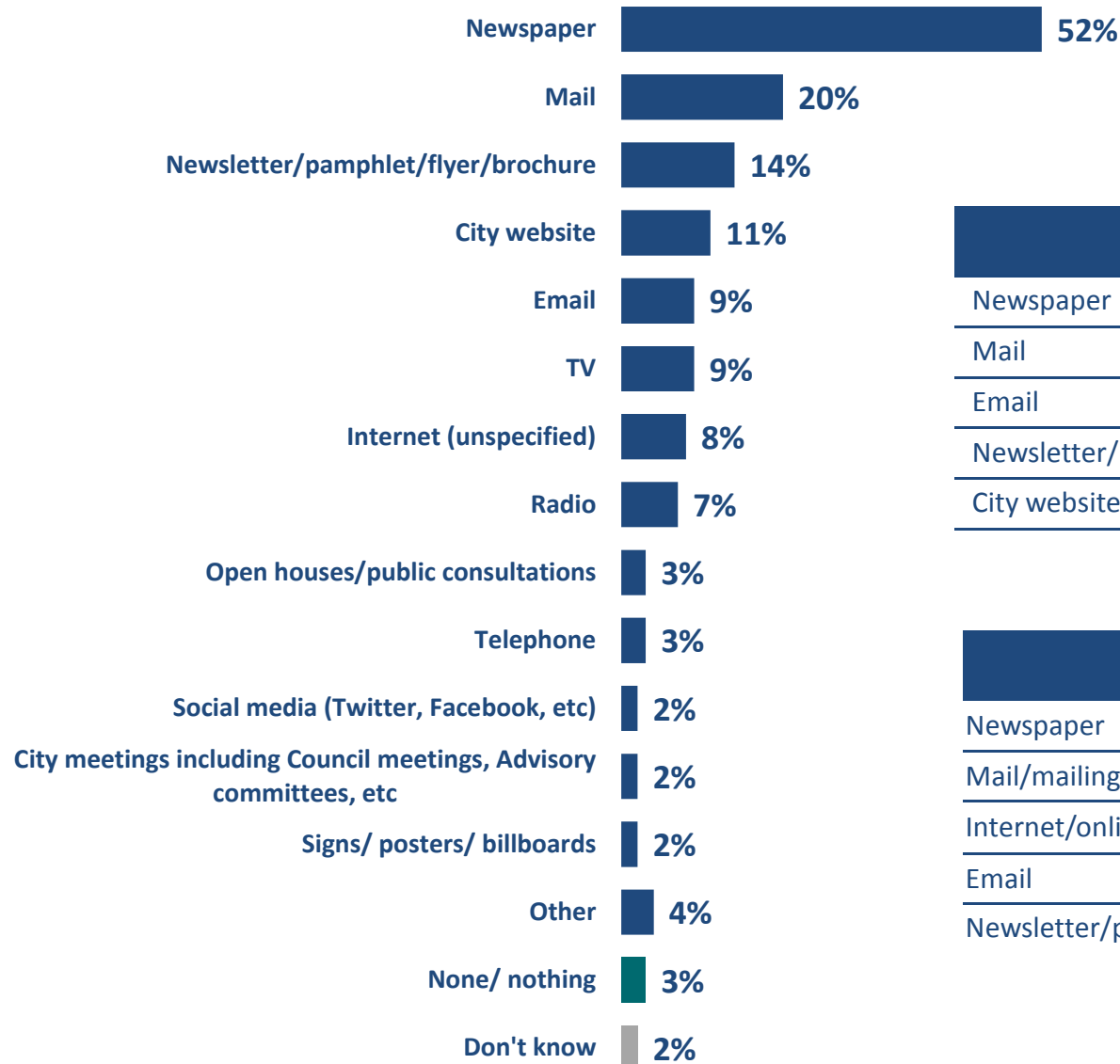
Note: includes mentions of 2% or more.

Q10. Thinking about your information needs, what kinds of information do you want the City of Camrose to provide you with? Any others?

Base: All respondents (n=300)



Preferred Communication Channels



Norm Top Mentions	
Newspaper	36%
Mail	26%
Email	15%
Newsletter/pamphlet/flyer/brochure	11%
City website	11%

2011 Top Mentions (n=300)	
Newspaper	48%
Mail/mailings	17%
Internet/online/website	15%
Email	12%
Newsletter/pamphlet/flyer/brochure	11%

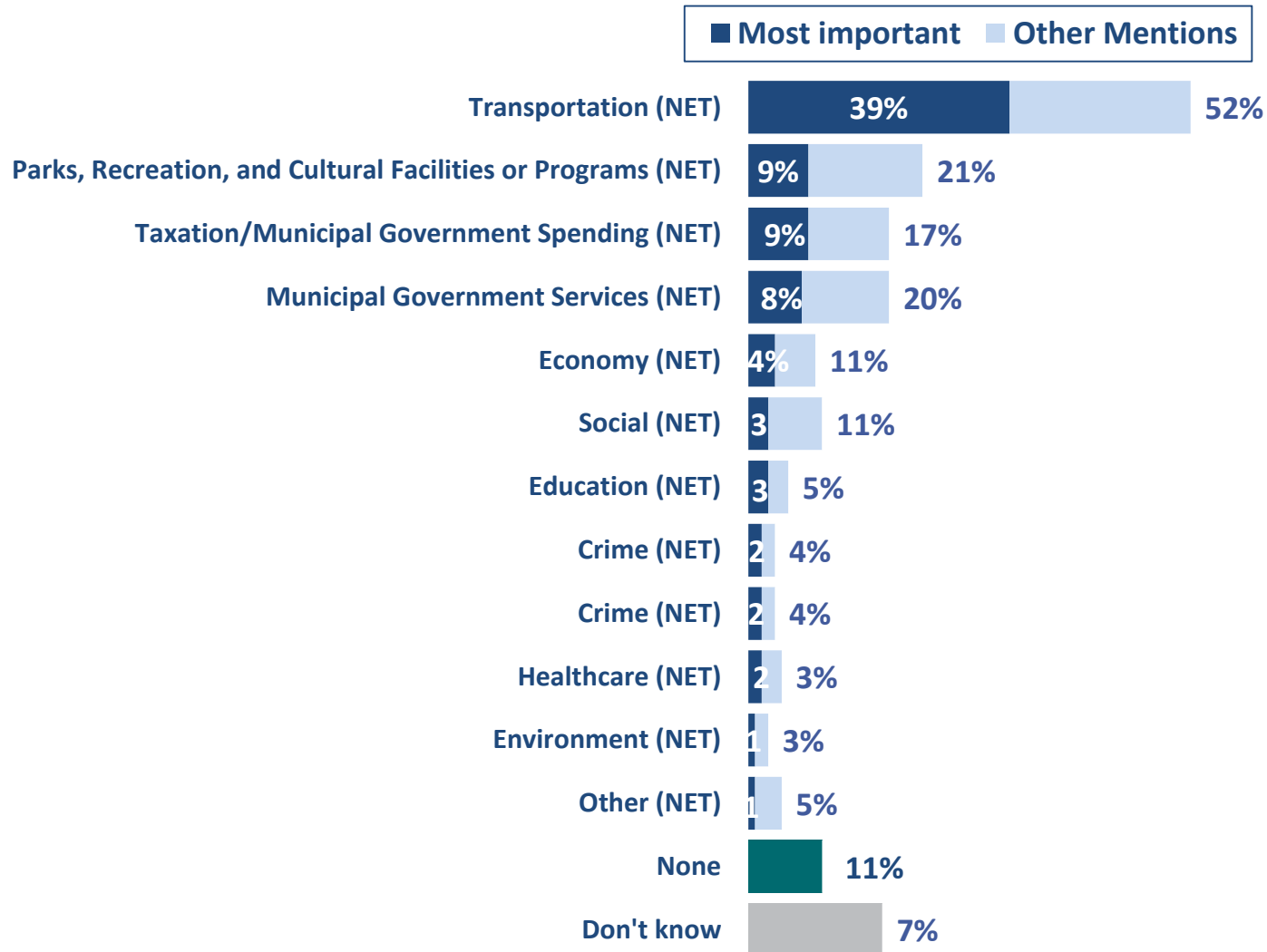
Q11. And what methods would be best for the City of Camrose to communicate information to you? Any others?

Base: All respondents (n=300)

Citizen Priorities & Expectations



Top Three Priorities (Unprompted)



E1. Thinking about all of the priorities that exist in the City today, please tell me the top three priorities that you feel the City should address over the next 12 months. Next, I'd like you to rate these priorities from most important to least important.

Base: All respondents (n=300)



Top Three Priorities (Unprompted) Tracking

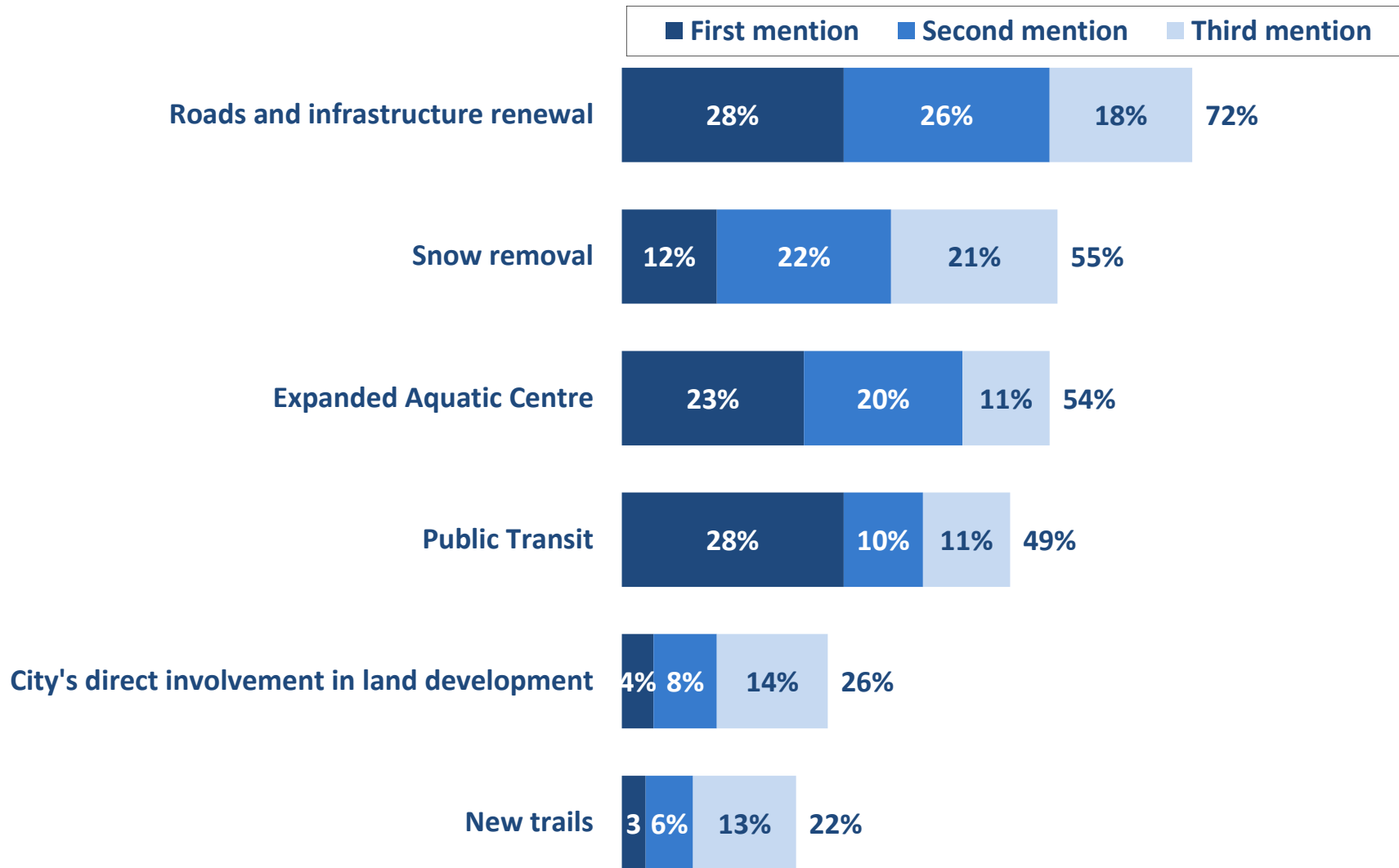
	2011 (n=300)	2013 (n=300)
Transportation (NET)	45%	52%
Municipal Government Services (NET)	39%	20%
Parks, Recreation, and Culture (NET)	25%	21%
Social (NET)	15%	11%
Economy (NET)	11%	11%
Taxation/Municipal Government Spending (NET)	11%	17%
Crime (NET)	4%	4%
Education (NET)	4%	5%
Growth (NET)	3%	6%
Healthcare (NET)	3%	3%
Environment (NET)	1%	3%
Other (NET)	15%	5%

E1. Thinking about all of the priorities that exist in the City today, please tell me the top three priorities that you feel the City should address over the next 12 months. Next, I'd like you to rate these priorities from most important to least important.

Base: All respondents (n=300)



Ranking Municipal Priorities



E3. Next, I'm going to read you a list of priorities that the City might consider addressing over the coming year, and would like you to tell me which one is these is the most important to you personally. Which one is the next more important? Which one is the third most important?

Base: All respondents (n=300)



Ranking Municipal Priorities Tracking

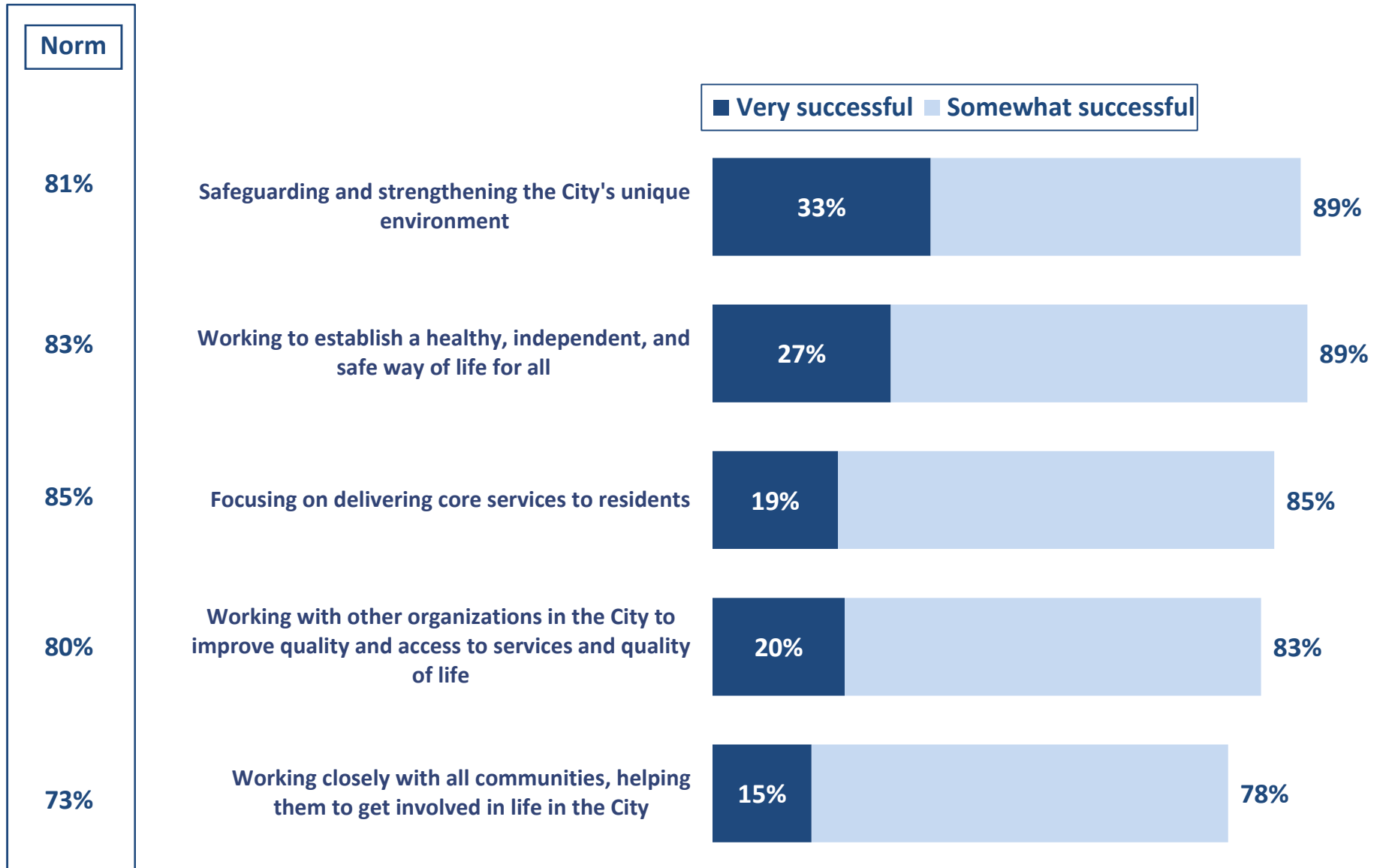
	2011 (n=300)	2013 (n=300)
Roads and infrastructure renewal	28%	28%
Snow removal	21%	12%
Curbside recycling	23%	-
Expanded Aquatic Centre	17%	23%
Performing Arts Centre	8%	-
New trails	3%	3%
City's direct involvement in land development	-	4%
Public Transit	-	28%

E3. Next, I'm going to read you a list of priorities that the City might consider addressing over the coming year, and would like you to tell me which one is these is the most important to you personally. Which one is the next more important? Which one is the third most important?

Base: All respondents (n=300)



Municipal Success in Priority Areas



E4. How successful or unsuccessful would you say the City of Camrose is in...?

Base: All respondents (n=300)



Municipal Success in Priority Areas Tracking

Very/Somewhat Successful		
	2011 (n=300)	2013 (n=300)
Working with other organizations in the City to improve quality and access to services and quality of life	83%	83%
Working to establish a healthy, independent, and safe way of life for all	91%	89%
Working closely with all communities, helping them to get involved in life in the City	76%	78%
Safeguarding and strengthening the City's unique environment	90%	89%
Focusing on delivering core services to residents	86%	85%

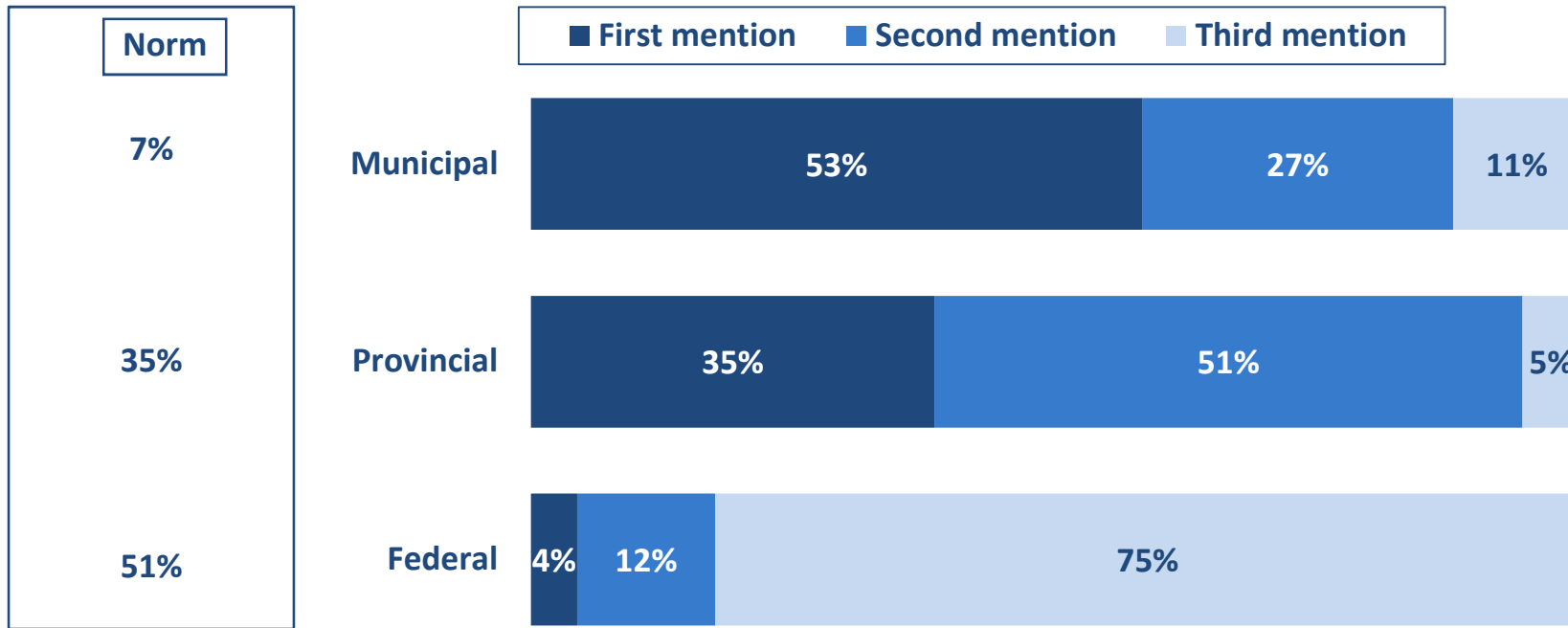
E4. How successful or unsuccessful would you say the City of Camrose is in...?

Base: All respondents (n=300)

Infrastructure



Level of Government Responsible for Health of Infrastructure in Community



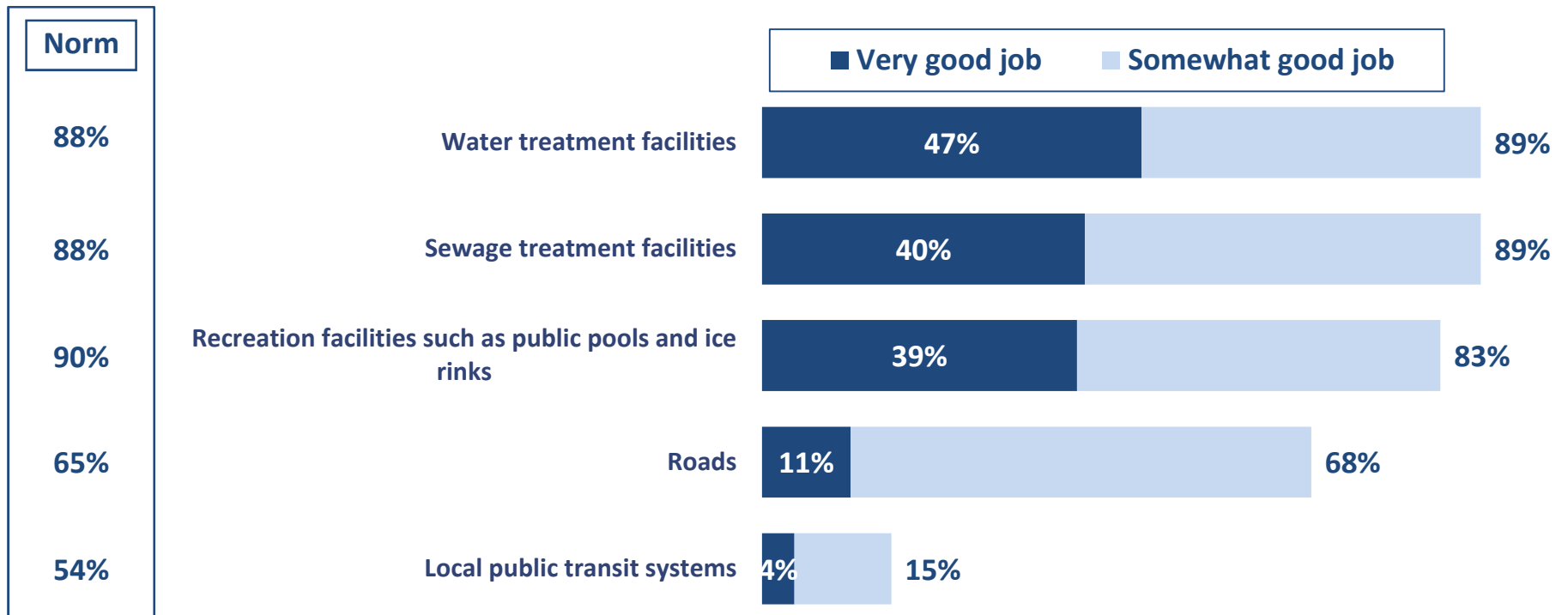
	2011 (n=300)	2013 (n=300)
Municipal	58%	53%
Provincial	32%	35%
Federal	4%	4%

11. Which level of government do you think is most responsible for the health of the infrastructure in your community?

Base: All respondents (n=300)



Municipal Performance in Managing Infrastructure Assets



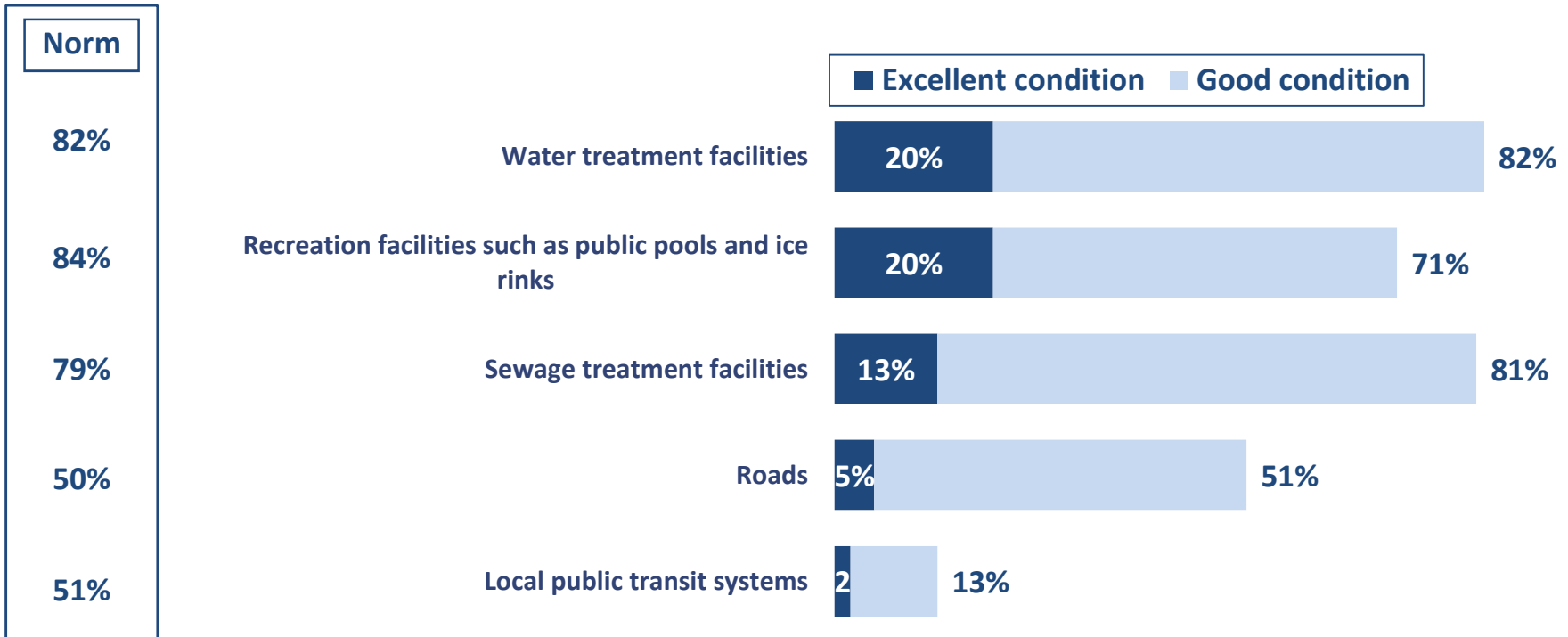
	2011 (n=300)	2013 (n=300)
Water treatment facilities	90%	89%
Sewage treatment facilities	86%	89%
Recreation facilities such as public pools and ice rinks	92%	83%
Roads	75%	68%
Local public transit systems	17%	15%

12. Please tell me if you think the City is doing a good job or poor job of managing each of the following infrastructure assets in your community.

Base: All respondents (n=300)



Condition of Infrastructure Assets



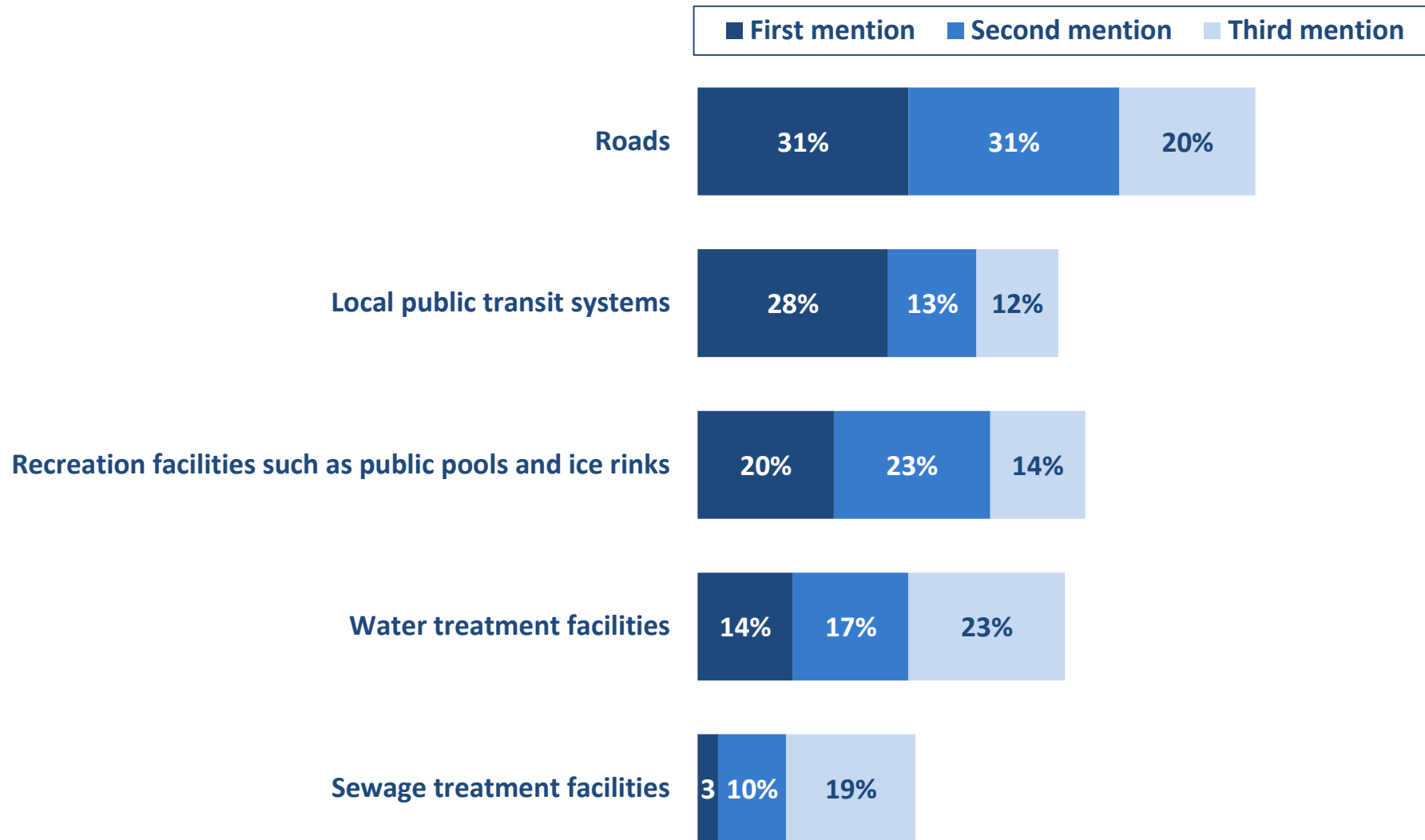
	2011 (n=300)	2013 (n=300)
Roads	60%	51%
Water treatment facilities	80%	82%
Local public transit systems	14%	13%
Sewage treatment facilities	76%	81%
Recreation facilities such as public pools and ice rinks	79%	71%

13. Generally speaking, how would you rate the current condition of each of the following in the City of Camrose?

Base: All respondents (n=300)



Infrastructure Priorities



14. And if you could choose which infrastructure assets should get the highest and immediate priority of government attention for construction or upgrade in your community, which one of the following would you assign the greatest importance?

Base: All respondents (n=300)



Infrastructure Priorities Tracking

	2011 (n=300)	2013 (n=300)
Roads	30%	31%
Water treatment facilities	15%	14%
Local public transit systems	37%	28%
Sewage treatment facilities	4%	3%
Recreation facilities such as public pools and ice rinks	13%	20%

14. And if you could choose which infrastructure assets should get the highest and immediate priority of government attention for construction or upgrade in your community, which one of the following would you assign the greatest importance?

Base: All respondents (n=300)

Weighted Sample Characteristics



Weighted Sample Characteristics

Gender

Male	46%
Female	54%

Age

18 to 24	6%
25 to 34	21%
35 to 44	11%
45 to 54	22%
55 to 64	11%
65 or older	29%

Length of Residency

Less than 5 years	16%
5 to less than 10 years	19%
10 - 15	15%
16 - 20	12%
21 - 30	16%
31 - 40	12%
More than 40	10%

Mean 19.5 years

Homeownership

Own	77%
Rent	23%

Primary Tax Payer

Yes	91%
No	9%

Children in Household under 18

Yes	35%
No	65%



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