

2018 Community Household Survey

August 20, 2018



Banister
Research

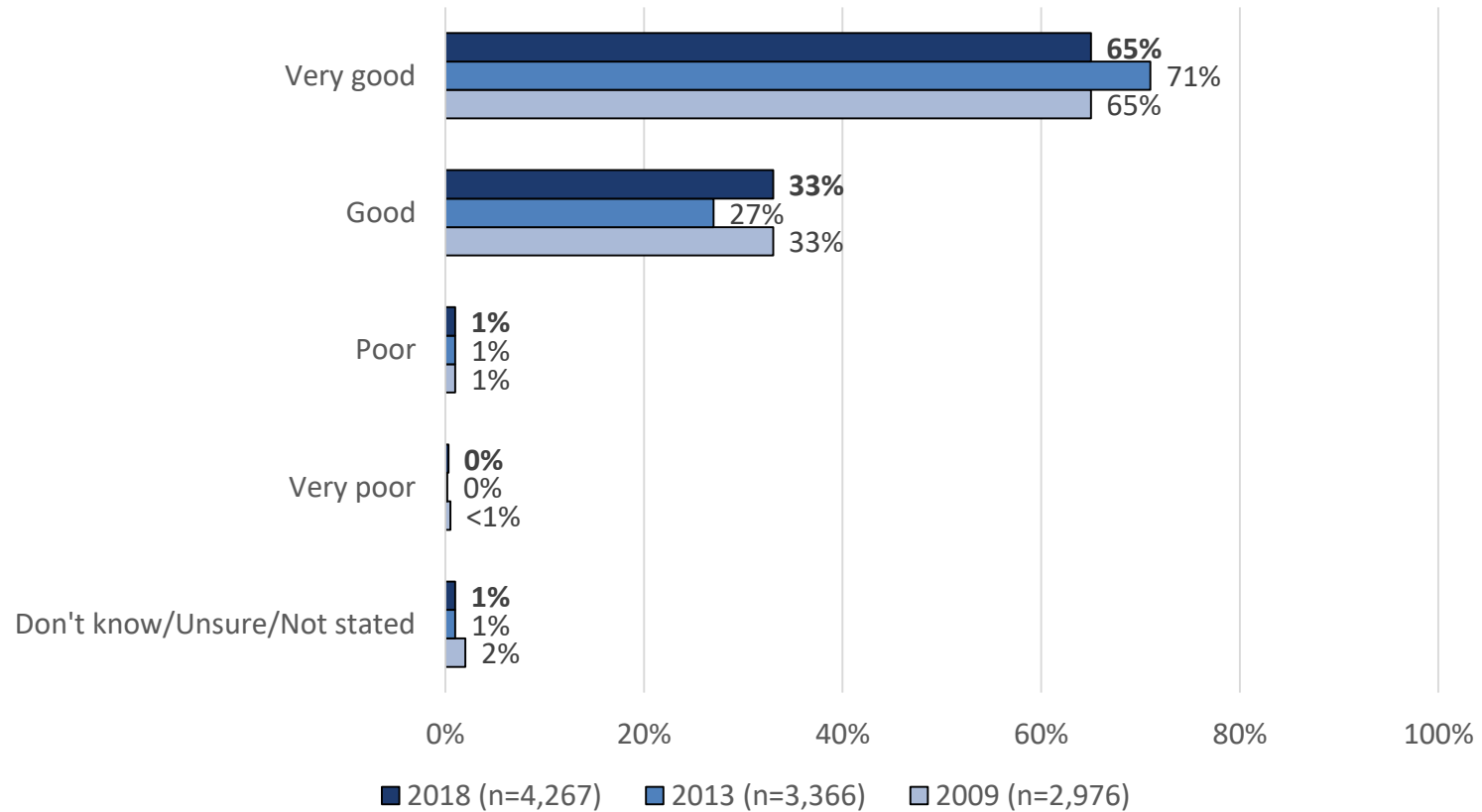
Study Background and Methodology

In 2018, the Town of Okotoks contracted Banister Research Limited to conduct a community survey with residents and stakeholders, continuing the research conducted in 2013 and 2009.

- The survey was promoted in conjunction with the census enumerations. The survey was available online for completion via web, with hard copies available upon request.
- A total of n=4,267 responses were collected from May 1st to June 15th 2018.
- Where possible, the results of this survey are compared to the results of the 2013 and 2009 surveys.
 - Due to the opt-in or self-select nature of the survey, results cannot be assigned a margin of error.

Quality of Life

How would you rate the quality of life in Okotoks?



Quality of Life

What makes Okotoks a **good place** to live? (Top Responses)*

- Small town atmosphere – e.g., friendly people, family orientated, lifestyle (38%)
- Parks, green spaces, river valley, pathways (32%)
- Amenities, services, and facilities (26%)
- Availability and convenience of shops and restaurants; friendly service (25%)
- Location – e.g., near big city, mountains and countryside (22%)

What would make Okotoks a **better place** to live? (Top Responses)*

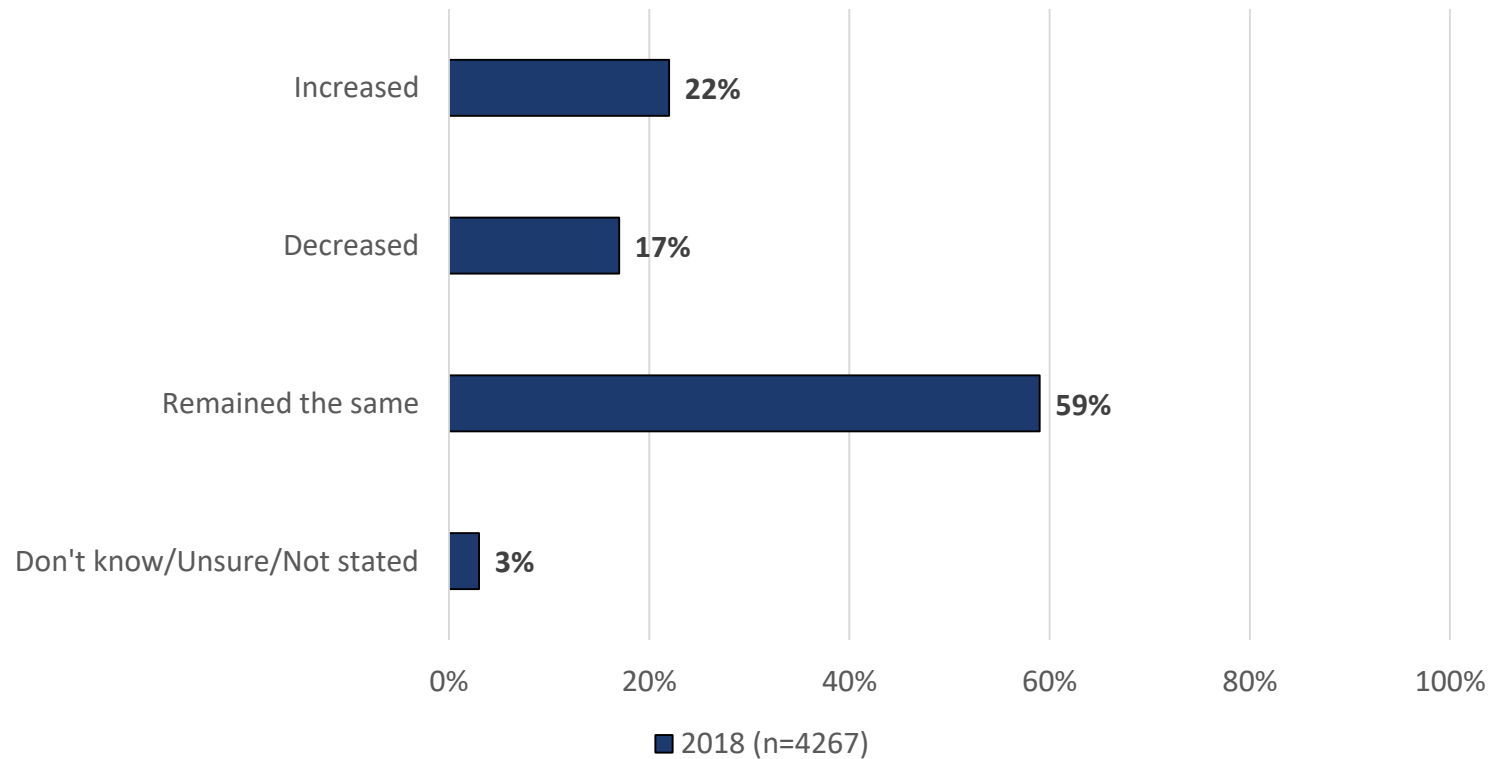
- Reduce taxes, including business and property taxes (18%)
- Restrict development; keep the Town small; stop big box stores; slow down growth, overall (17%)
- Water is too expensive; ensure water supply, better quality water, and fewer watering restrictions (17%)
- More shopping and restaurants, including longer hours, friendlier service; a shopping mall (16%)
- Better snow removal, sanding, and street cleaning (including pathways) (12%)

(n=4,267)

*Multiple Responses

Quality of Life

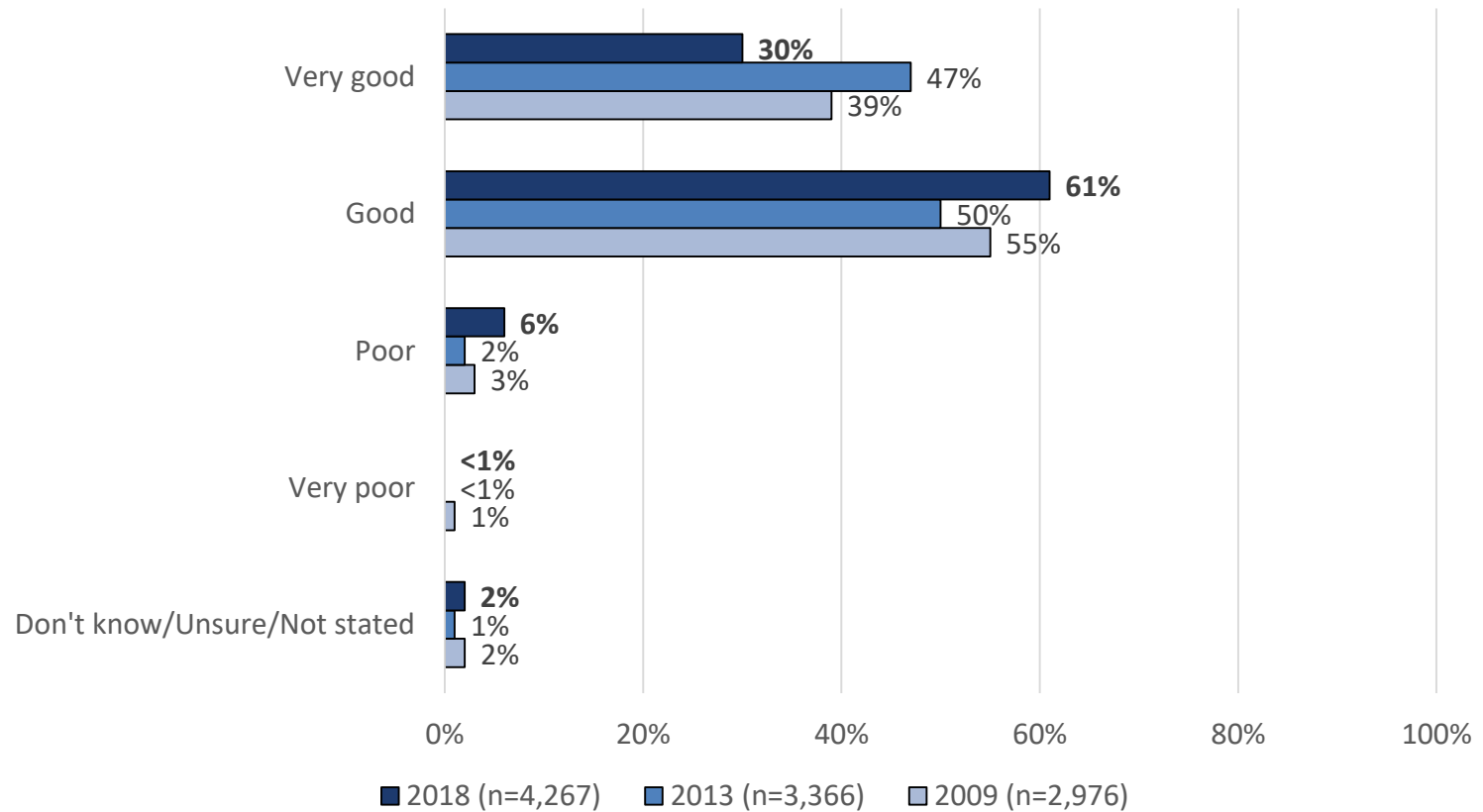
Has your quality of life improved or declined in the last 3 years?*



*This question was not asked prior to 2018

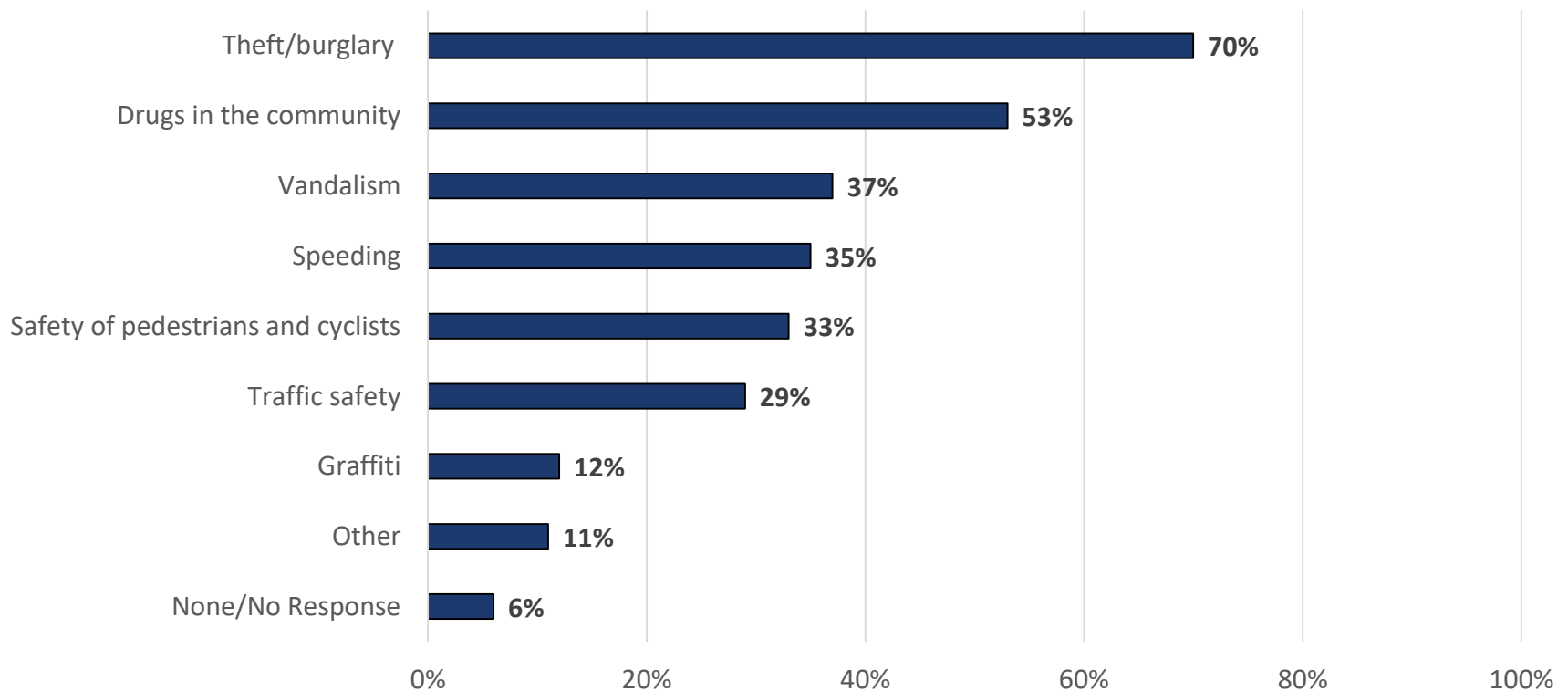
Safety in the Community

Overall, how would you rate safety in the community?



Safety and Crime Concerns

What safety and crime issues are the greatest concern for you?* **



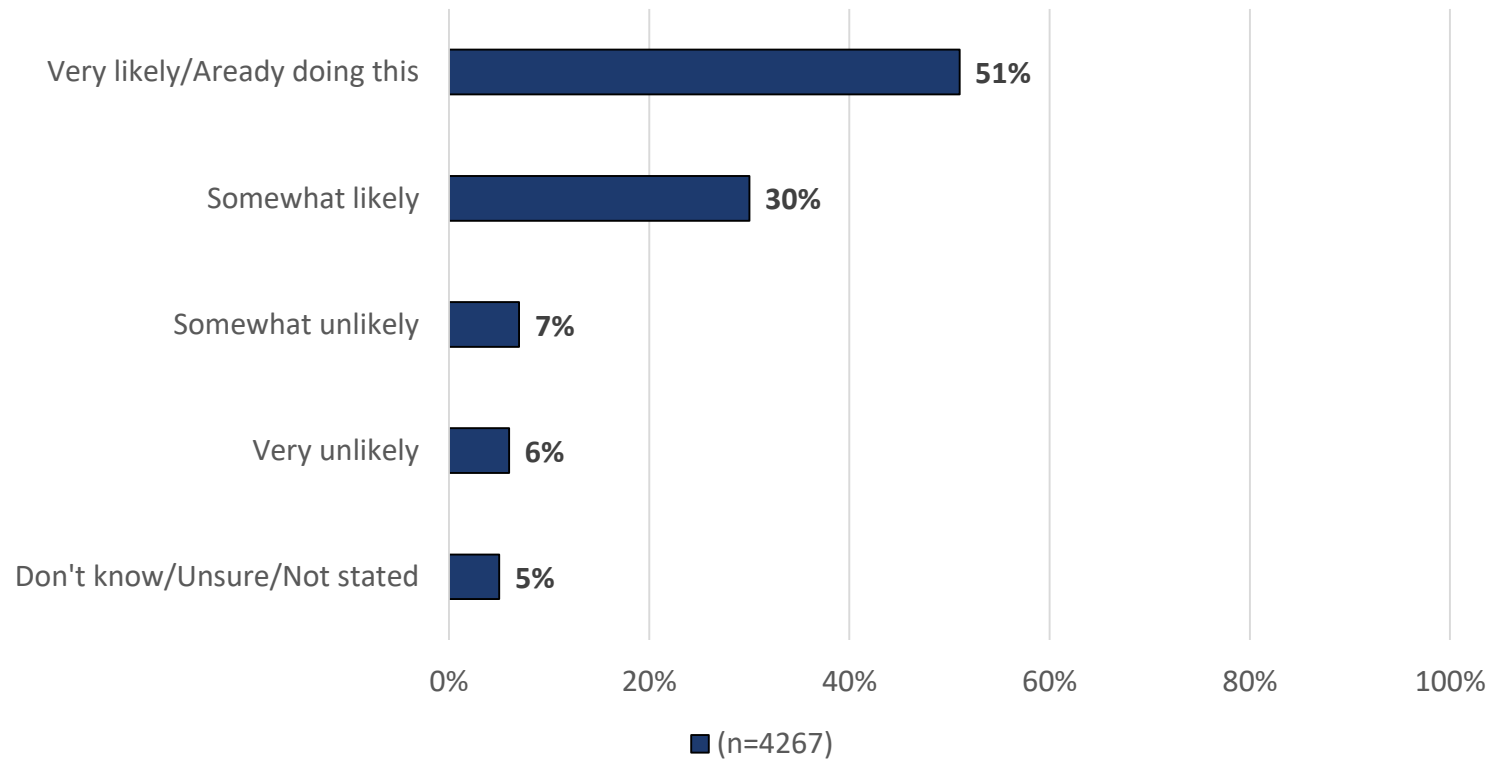
■ (n=4267)

*Multiple Responses

**This question was not asked prior to 2018

Environmental Footprint

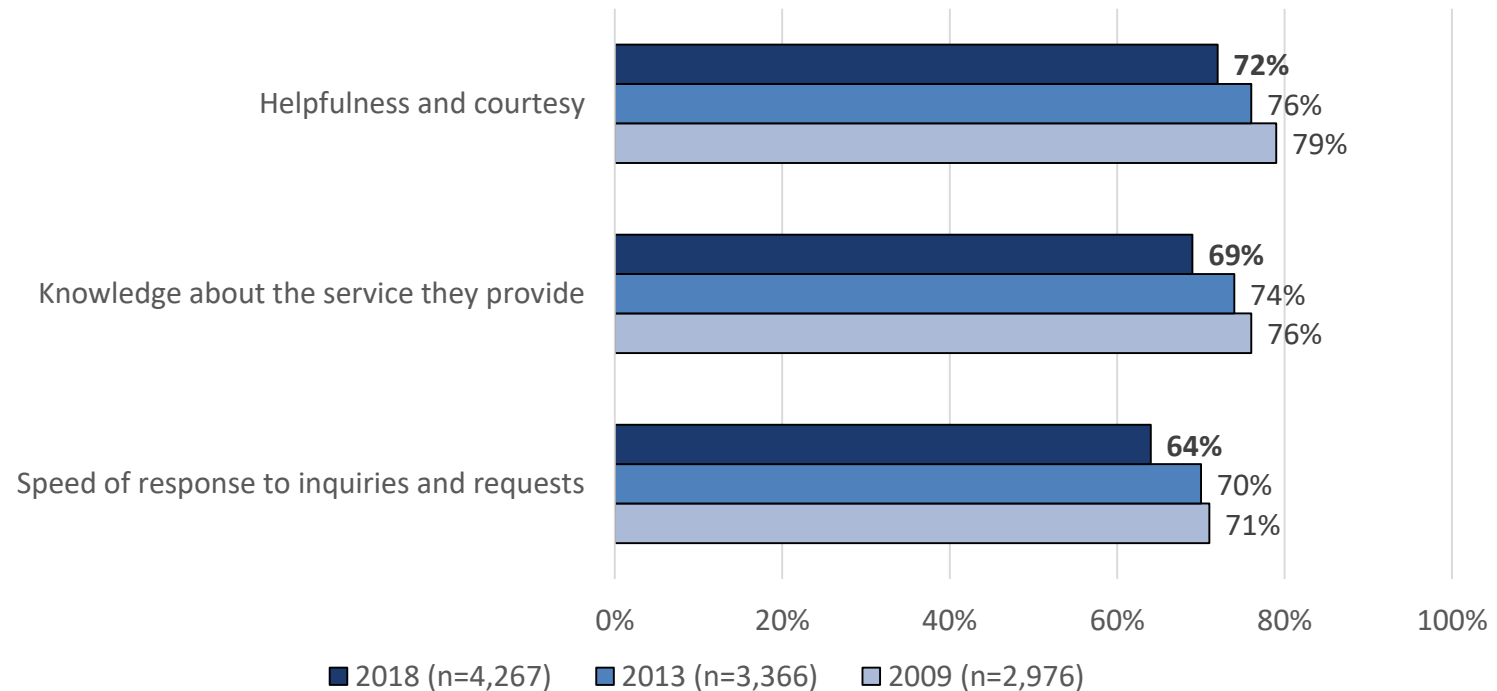
How likely are you to make changes that would lessen your environmental footprint?



*This question was not asked prior to 2018

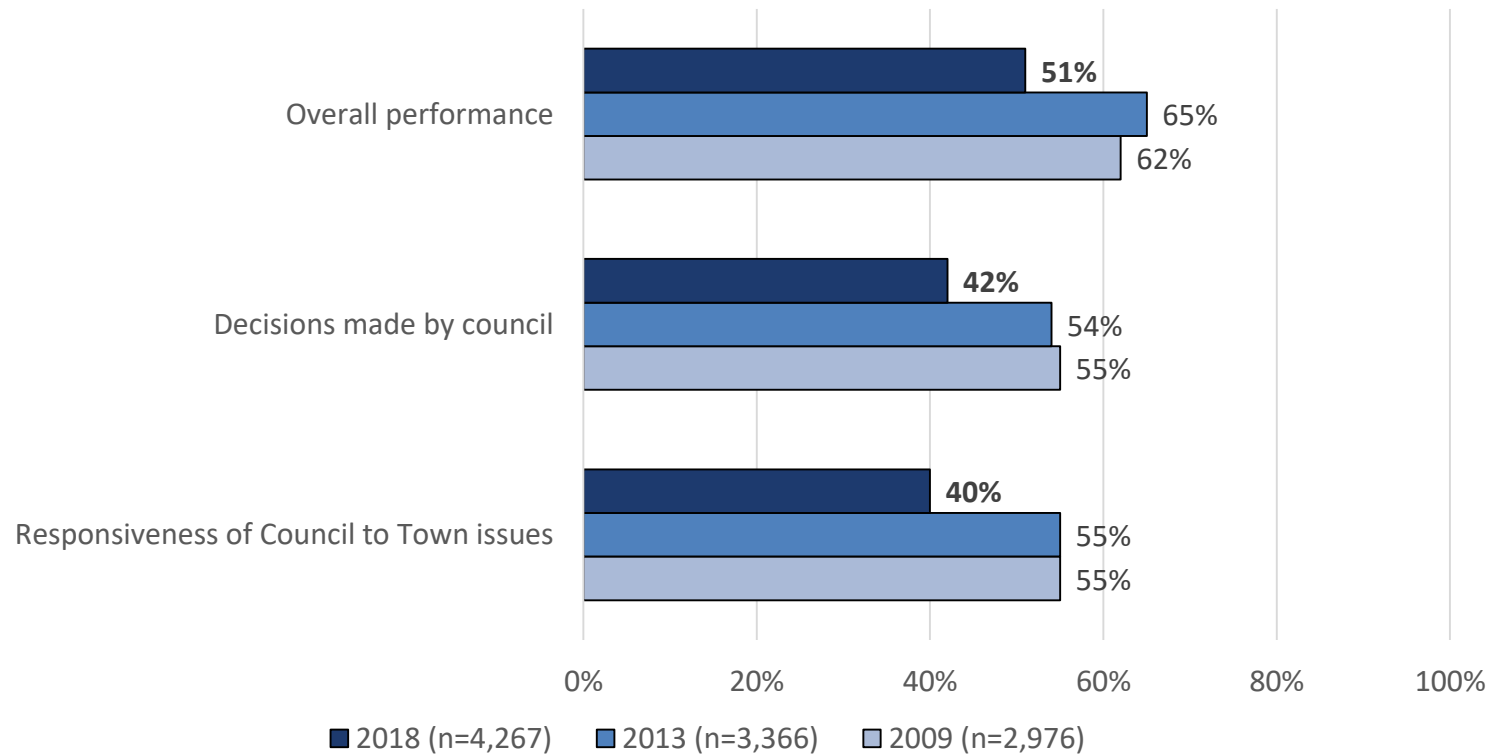
Satisfaction with Town Employees

Considering the interactions you have had over the past year with Town employees, please rate your level of satisfaction in the following areas:



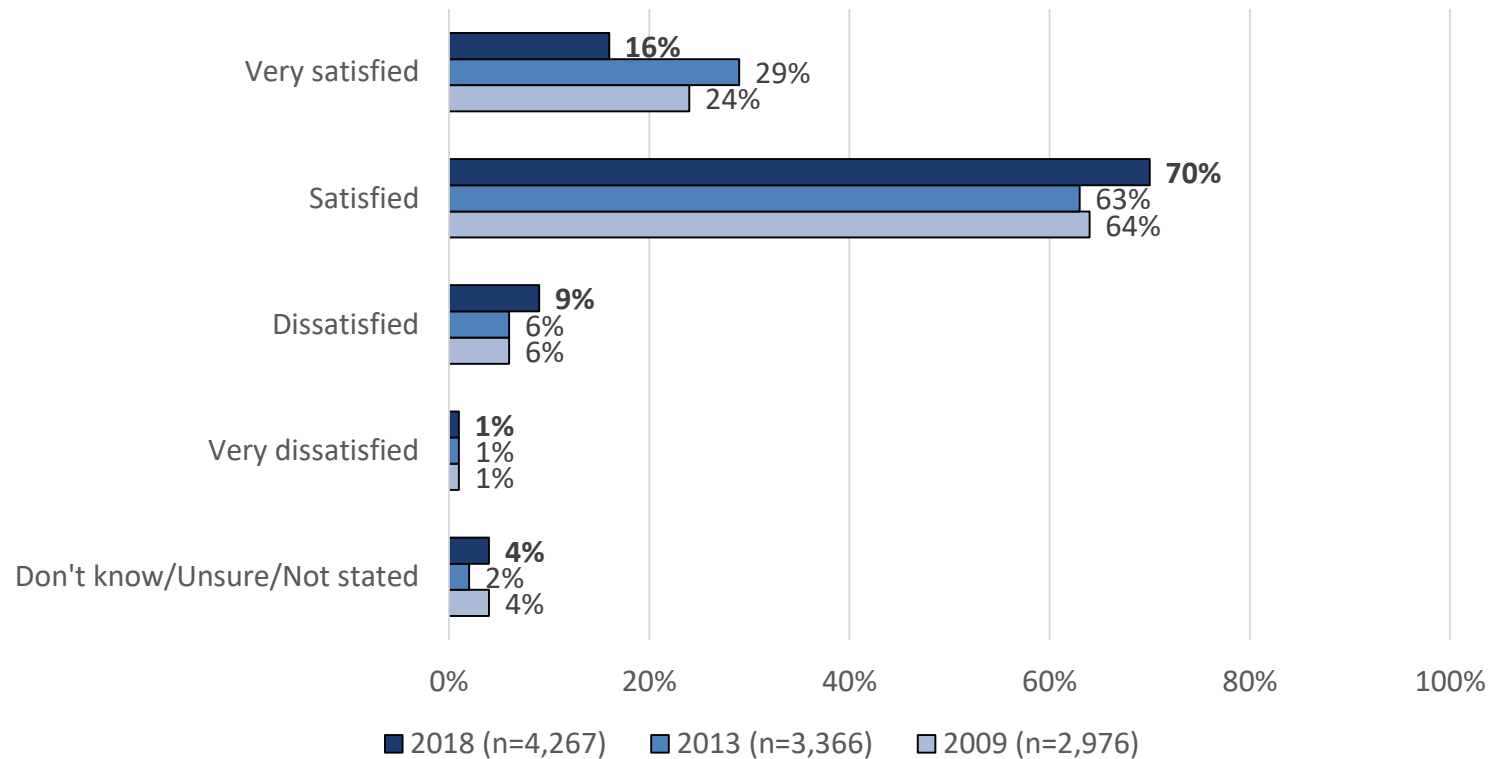
Satisfaction with Town Council

When you think about Okotoks Town Council, how satisfied are you with each of the following areas?



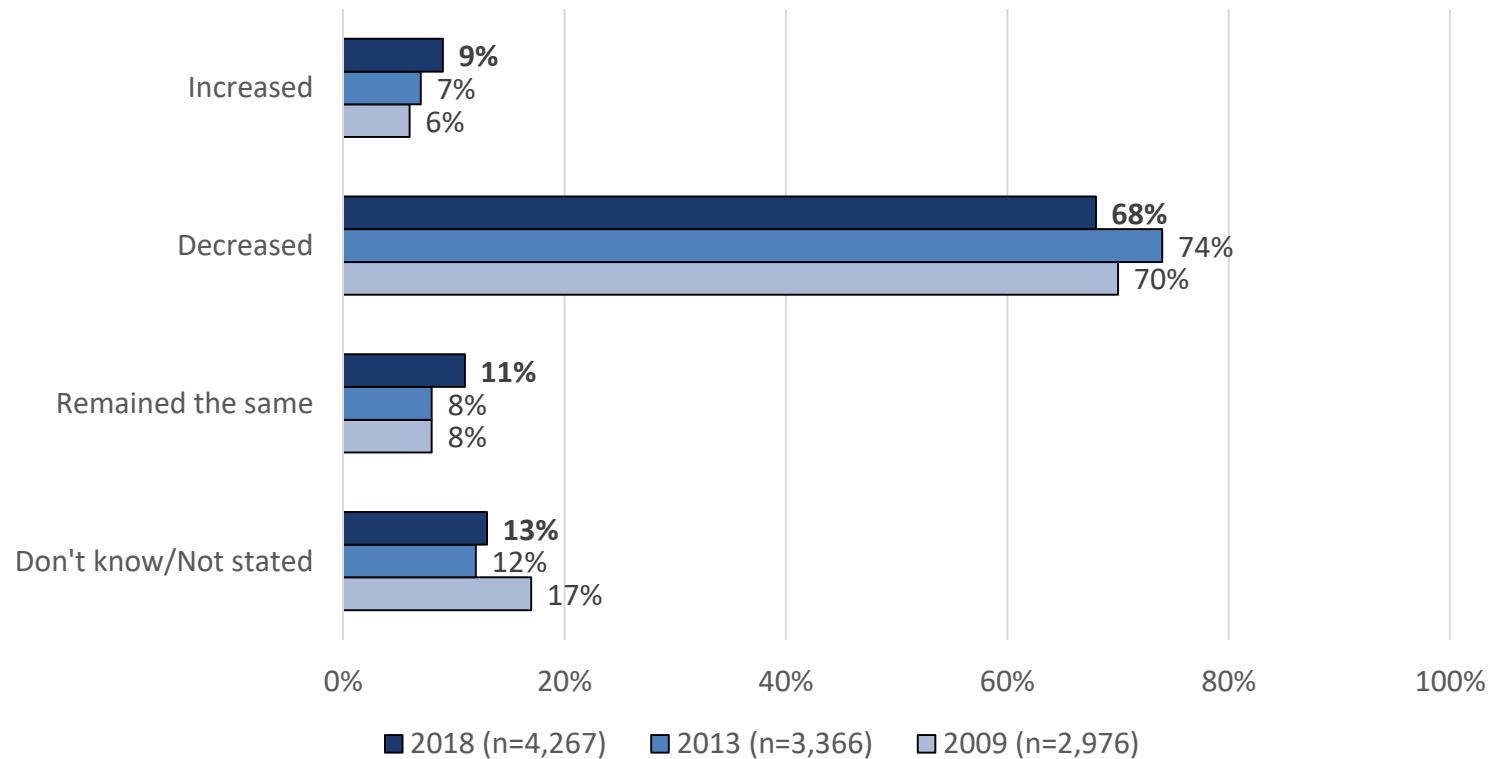
Overall Satisfaction with Town Services

How satisfied are you with the services provided by the Town of Okotoks?



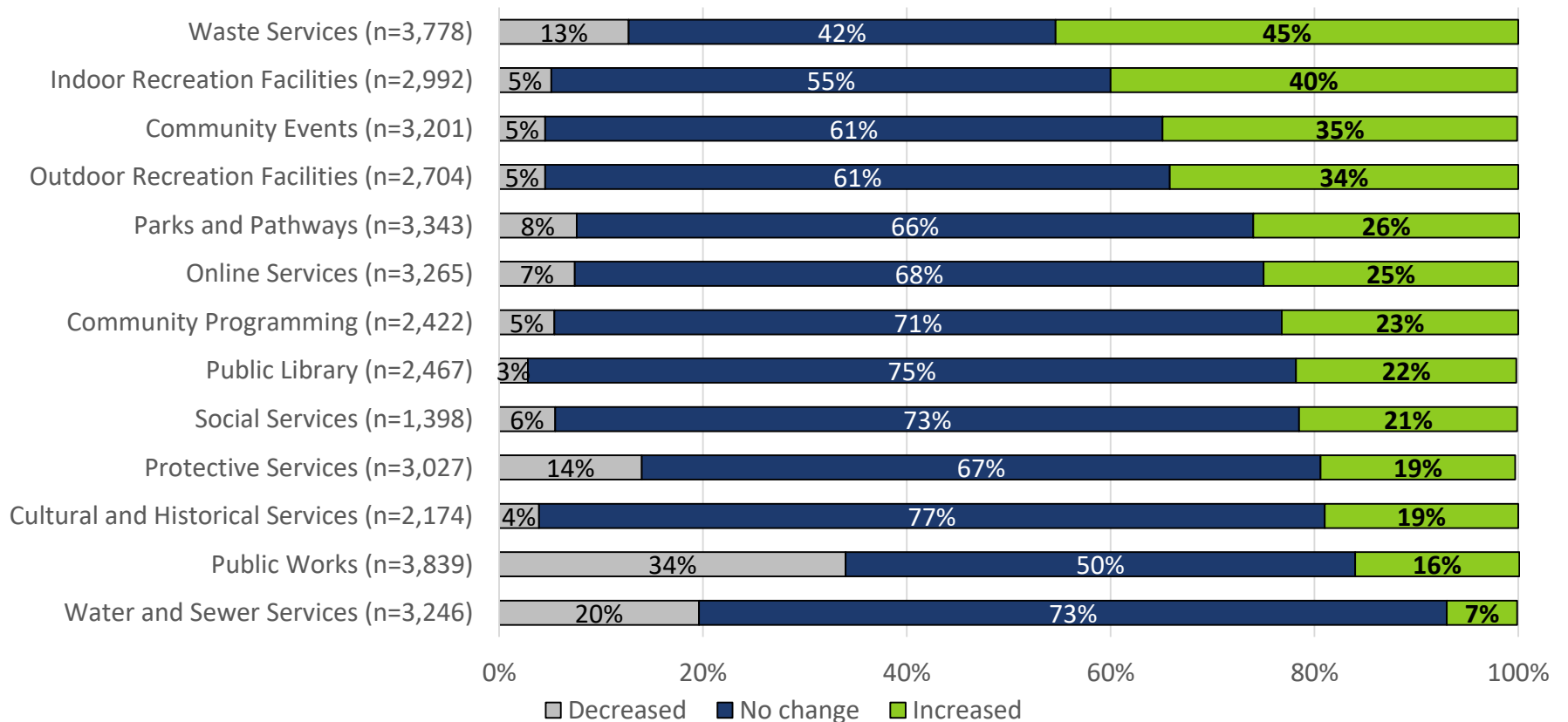
Quality of Town Services

Thinking back over the past 12 months, do you feel the quality of service provided by the Town has...?



Quality of Town Services and Facilities

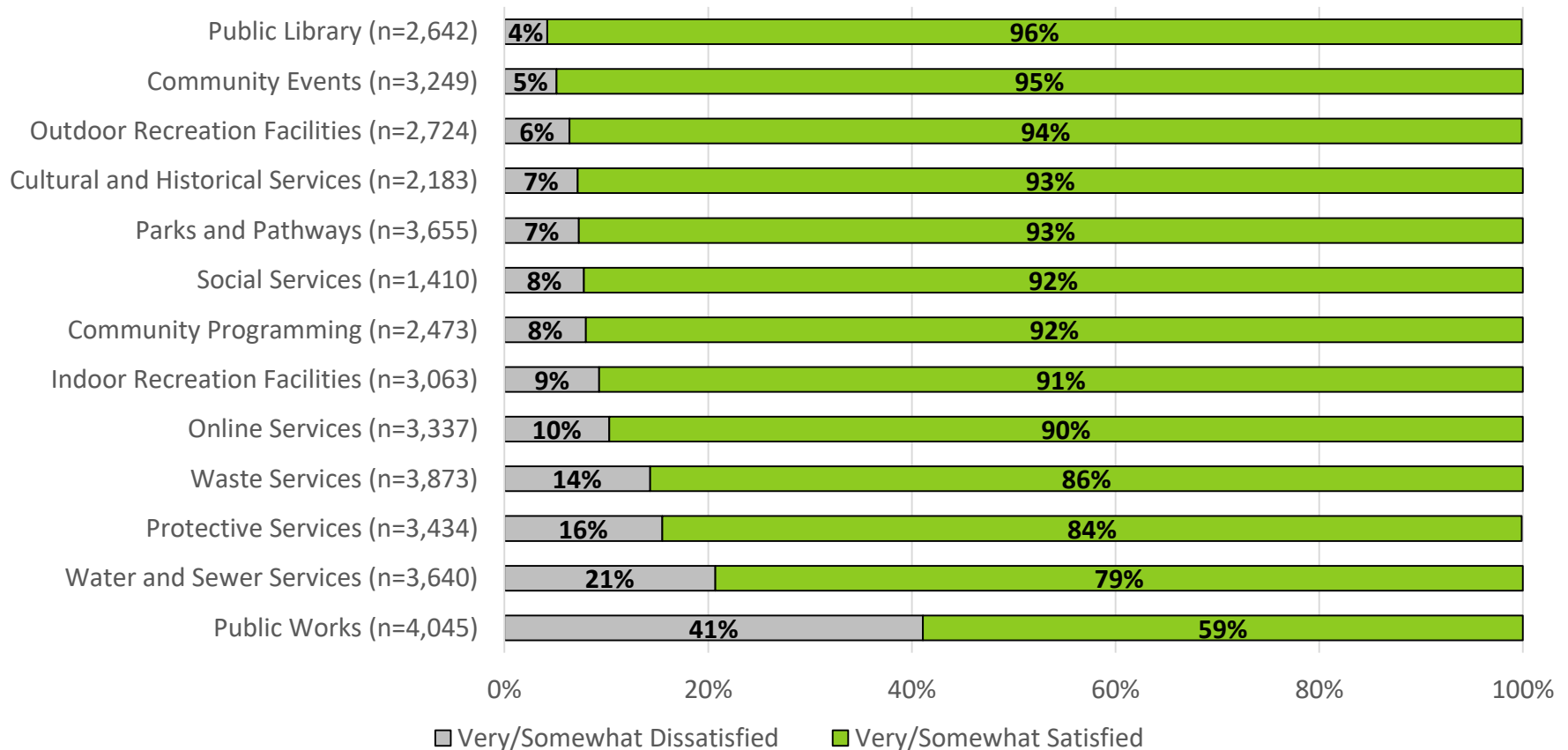
Has the quality of each service increased, decreased or stayed the same over the past 3 years?*



*Excludes Don't know / Can't comment / Not stated responses

Satisfaction with Town Services and Facilities

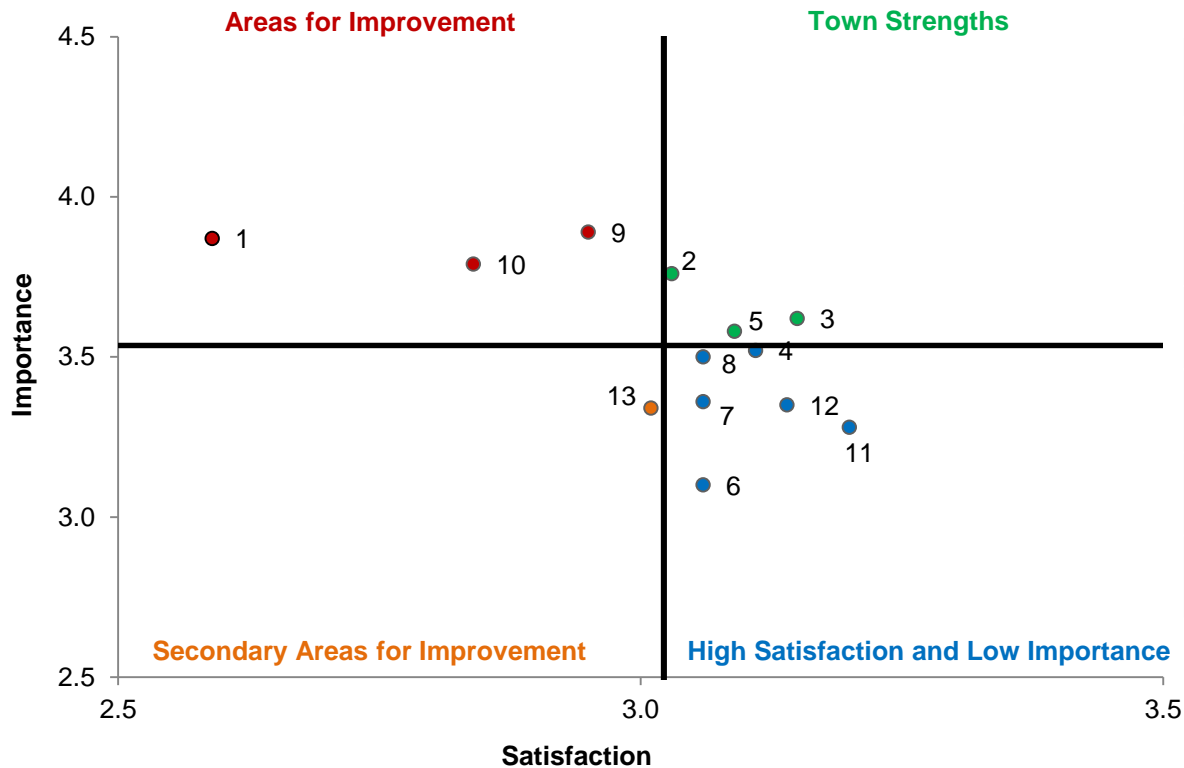
What is your level of satisfaction with each service?*



*Excludes Don't know / Can't comment / Not stated responses

High vs. Low Priority Areas

Importance versus Satisfaction

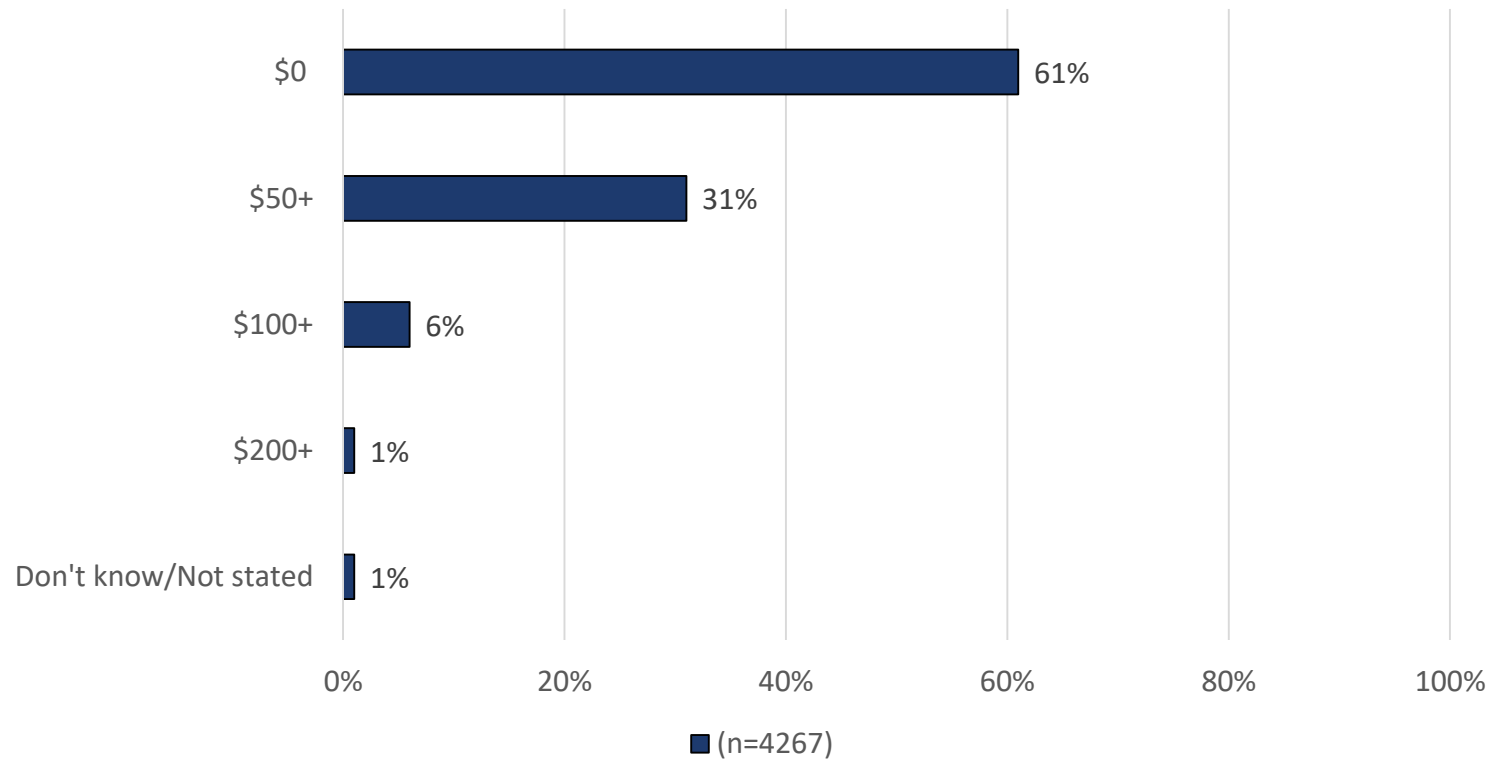


1. Public Works	8. Social Services
2. Waste Services	9. Protective Services
3. Parks and Pathways	10. Water and Sewer Services
4. Outdoor Recreation Facilities	11. Public Library
5. Indoor Recreation Facilities	12. Community Events
6. Cultural and Historical Services	13. Online Services
7. Community Programming	

Note: Axes set at 3.01 mean satisfaction rating and 3.54 mean importance rating
 Scale: 1 = “not at all important”/“very dissatisfied”; 4 = “very important/satisfied”

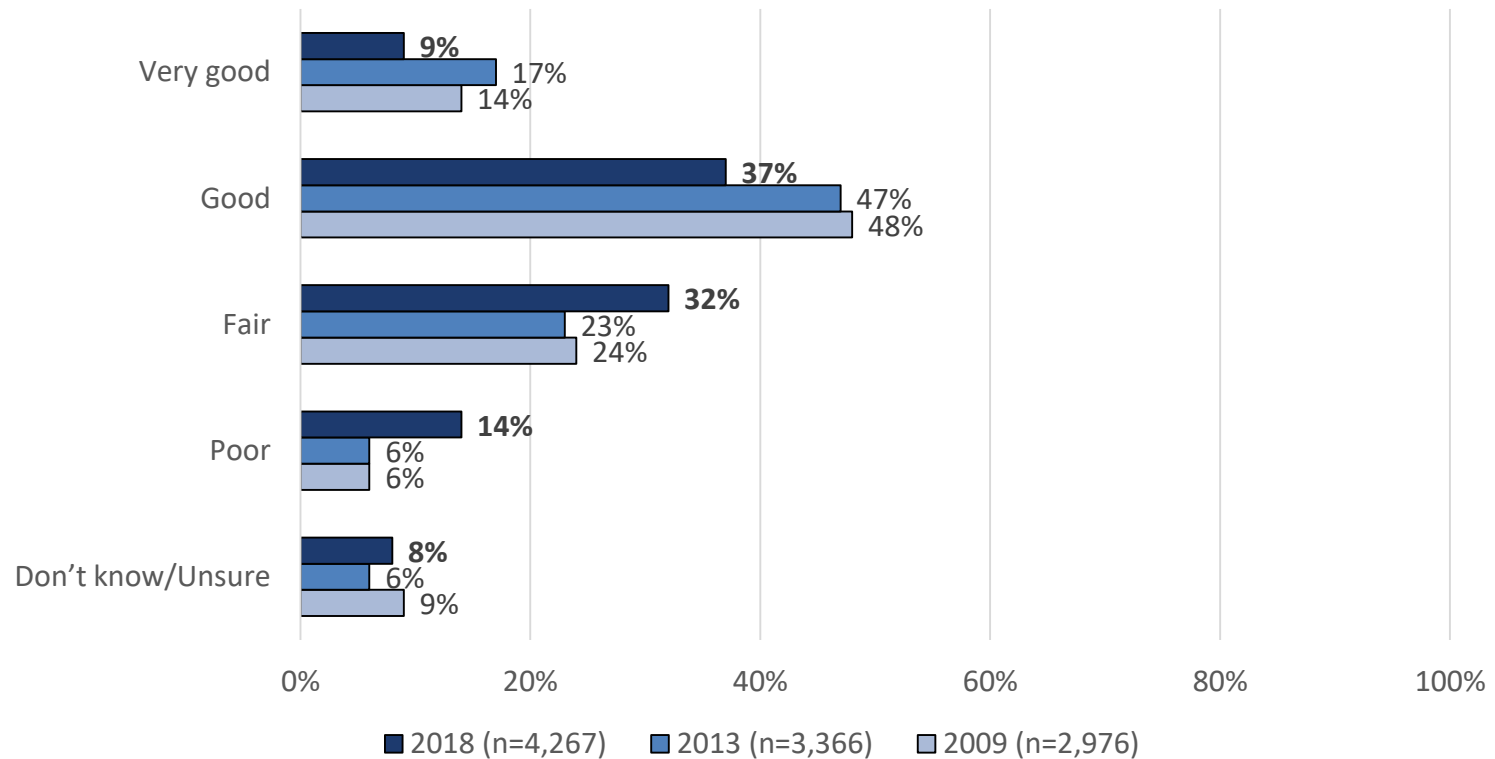
Increase in Snow Clearing Service

To facilitate an increase in snow clearing in residential areas, how much would be willing to pay on your taxes?



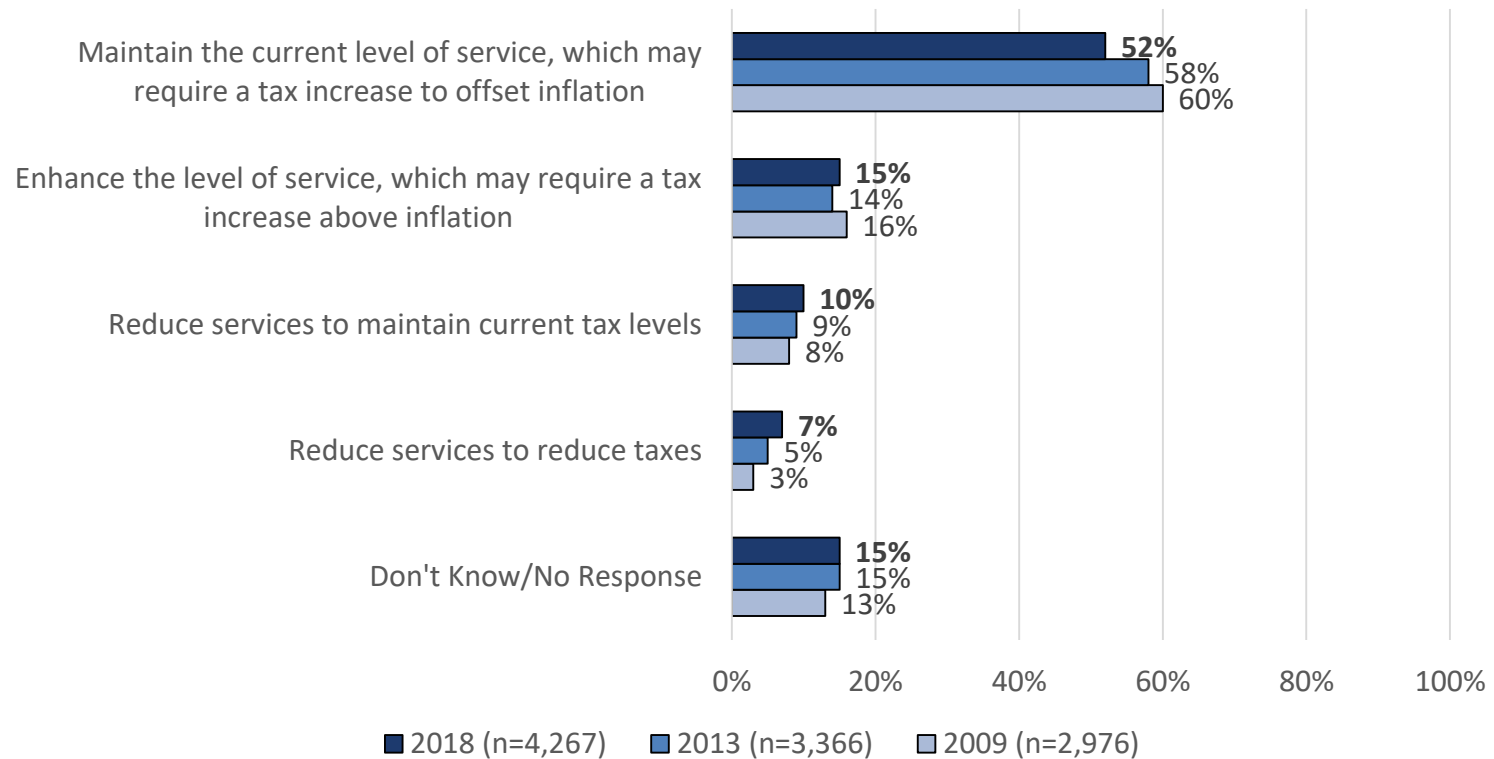
Value for Tax Dollar

How would you rate the value for your tax dollars that you receive from the Town?



Tax Strategy

Which of the following tax strategies do you support most over the next 5 years?



Town's Priority

Obtaining a long-term water supply is currently the Town's top priority. If there is a budget remaining, what do you think the next most important priority should be? (Top Responses)*

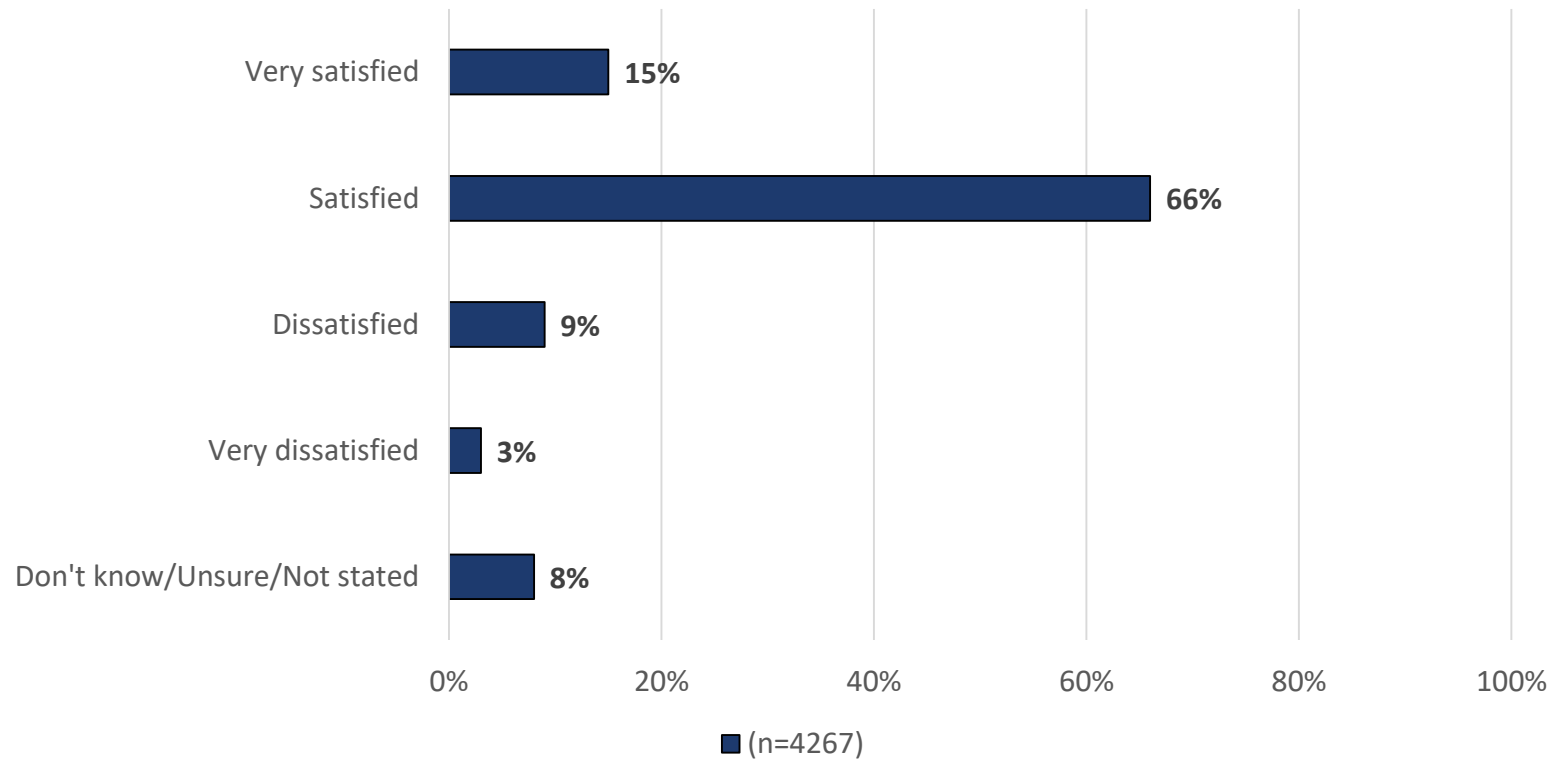
- Improve snow removal services (7%)
- Restrict development, slow down Town growth, and/or keep a population cap (6%)
- Improve police and law enforcement services; reduce the crime rate (6%)
- Add more recreational facilities, programs, and activities (5%)
- Improve road maintenance – i.e., repairs and upgrades (5%)
- Don't know / not stated (43%)

(n=4,267)

*Multiple Responses

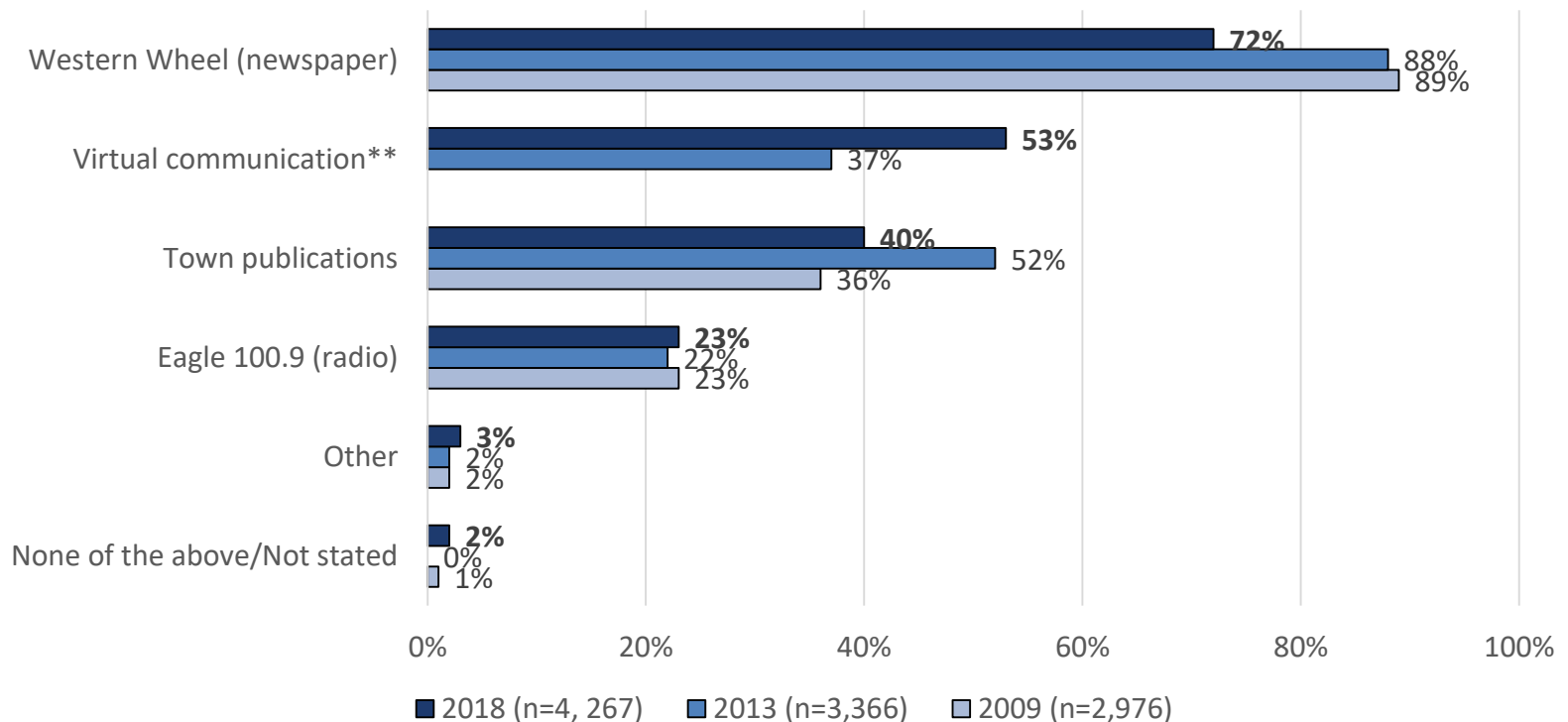
Satisfaction with Communication

How satisfied are you with the quality of communication/notification that you receive from the Town?



Methods of Communication

What methods do you use as your major source(s) of information regarding the Town?*

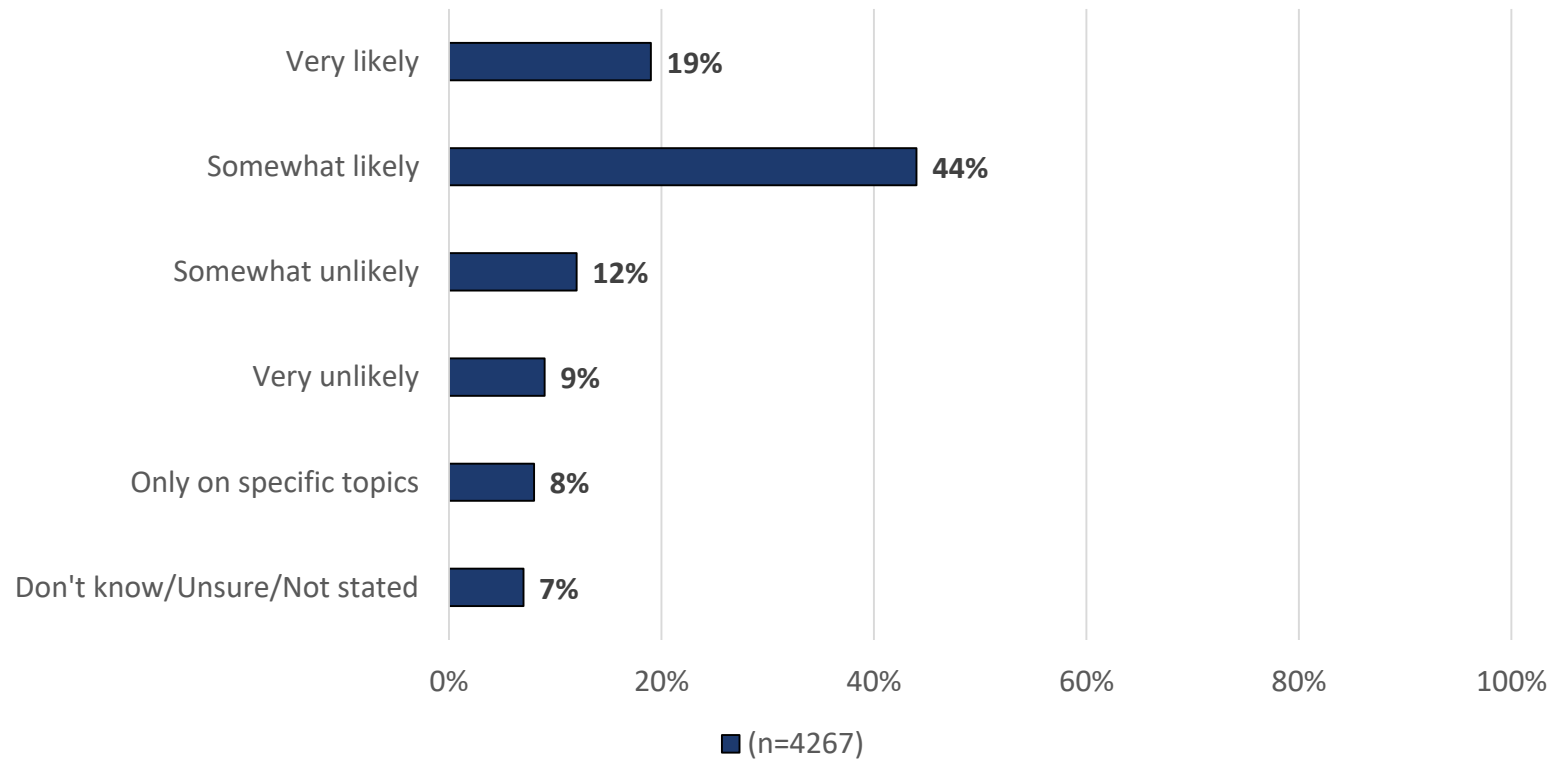


*Multiple Responses

**New to the 2013 questionnaire

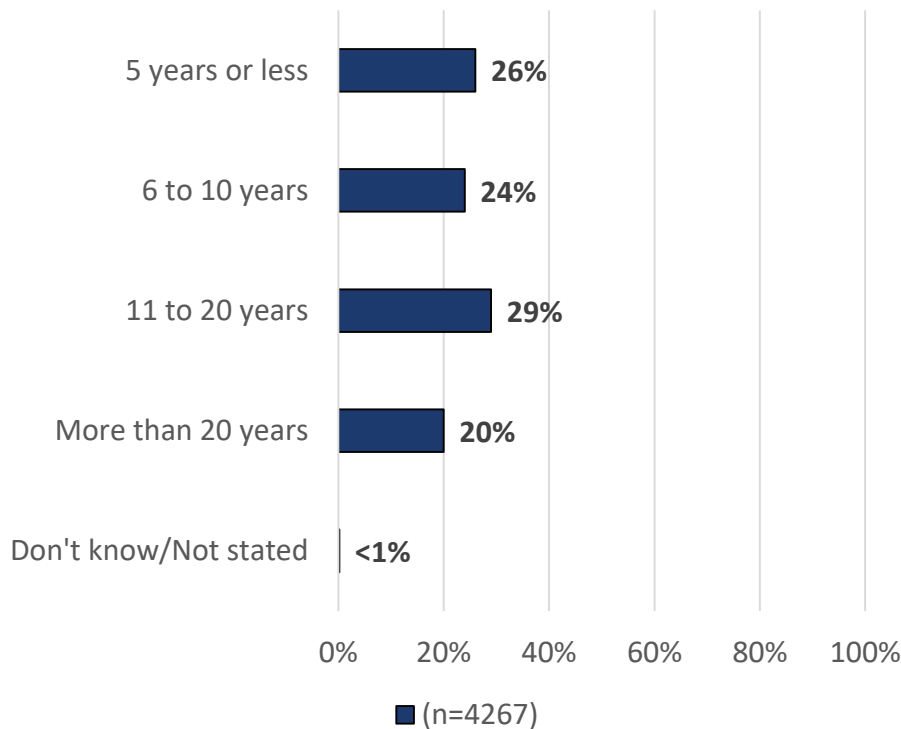
Public Participation

How likely are you to participate in public participation opportunities?

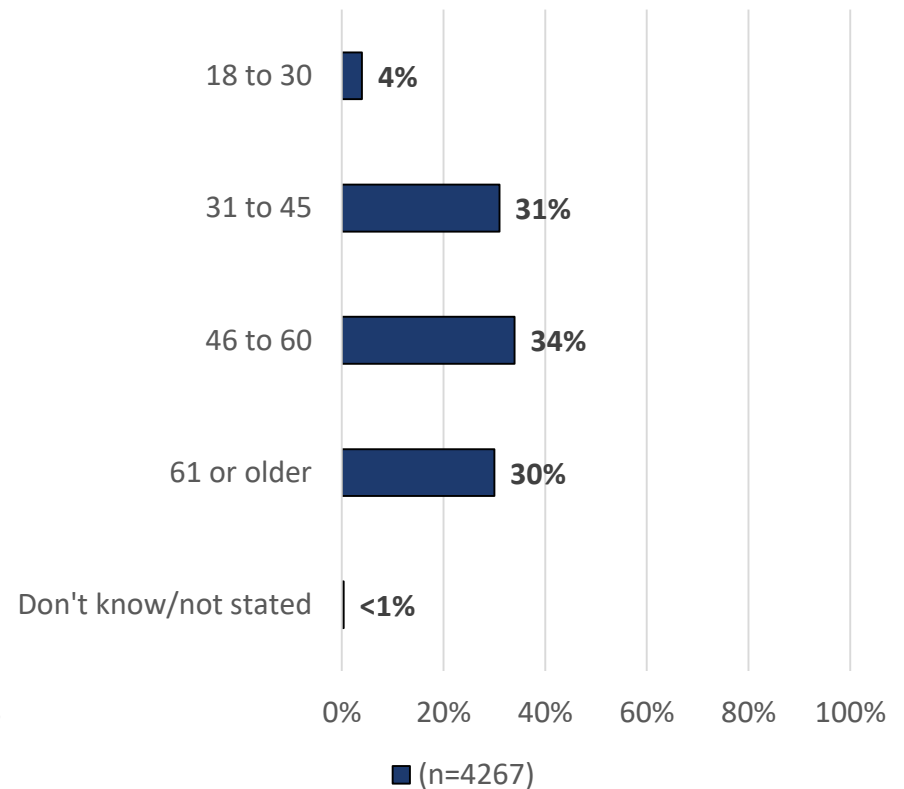


Respondent Demographics

How long have you lived in Okotoks?

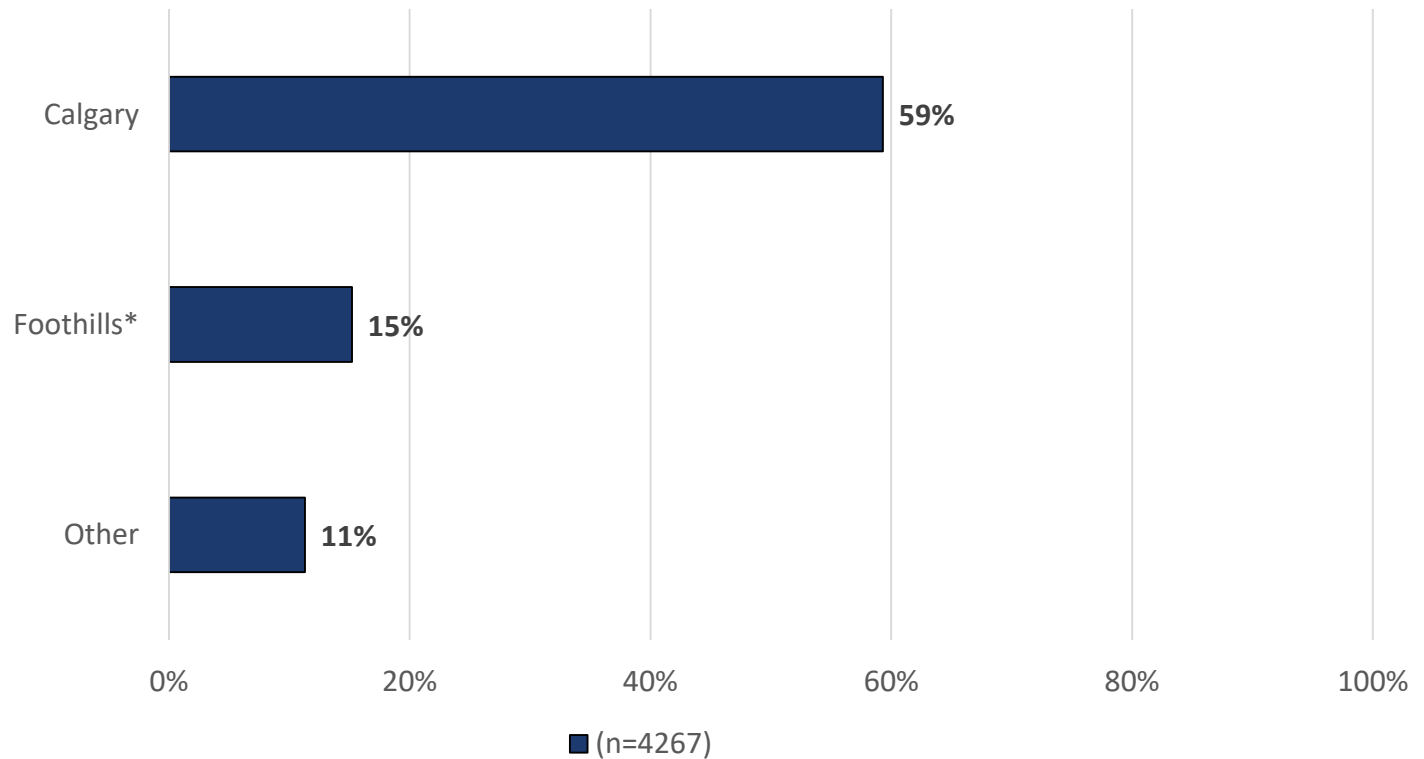


Age



Respondent Demographics

Percent of Households with Commuters to Other Communities



*Black Diamond, Turner Valley, and High River