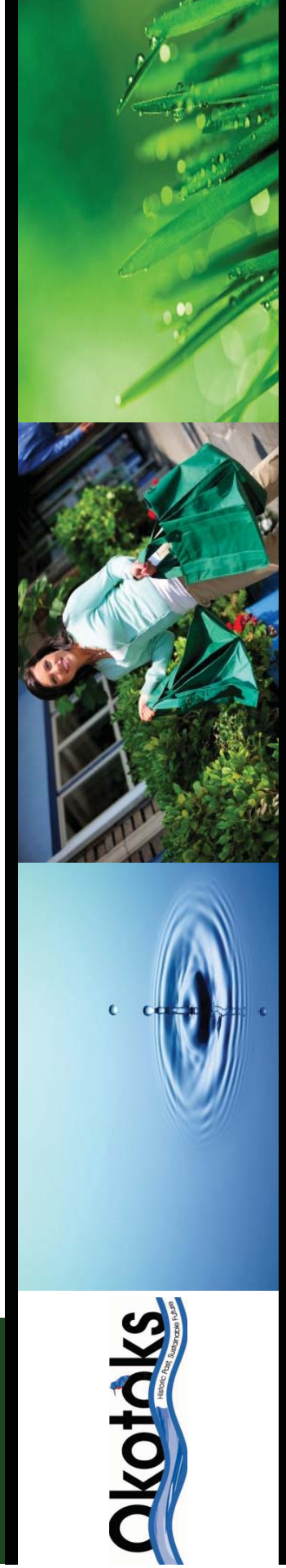




Ipsos Reid



2010 Municipal Solutions for a Greener Earth – The Town of Okotoks –



Methodology

- ◆ Telephone survey with a random and representative sample of 400 Okotoks residents aged 18 years or older.
- ◆ Conducted between September 30th and October 10th, 2010.
- ◆ Overall results accurate to within ± 4.9 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- ◆ Final data was weighted to ensure the age/gender distribution reflects that of the actual population in Okotoks according to the 2006 Census data.
- ◆ Where appropriate, results have been compared to Ipsos Reid's database of municipal norms to provide additional context, insight, and benchmarks.



Ipsos Reid

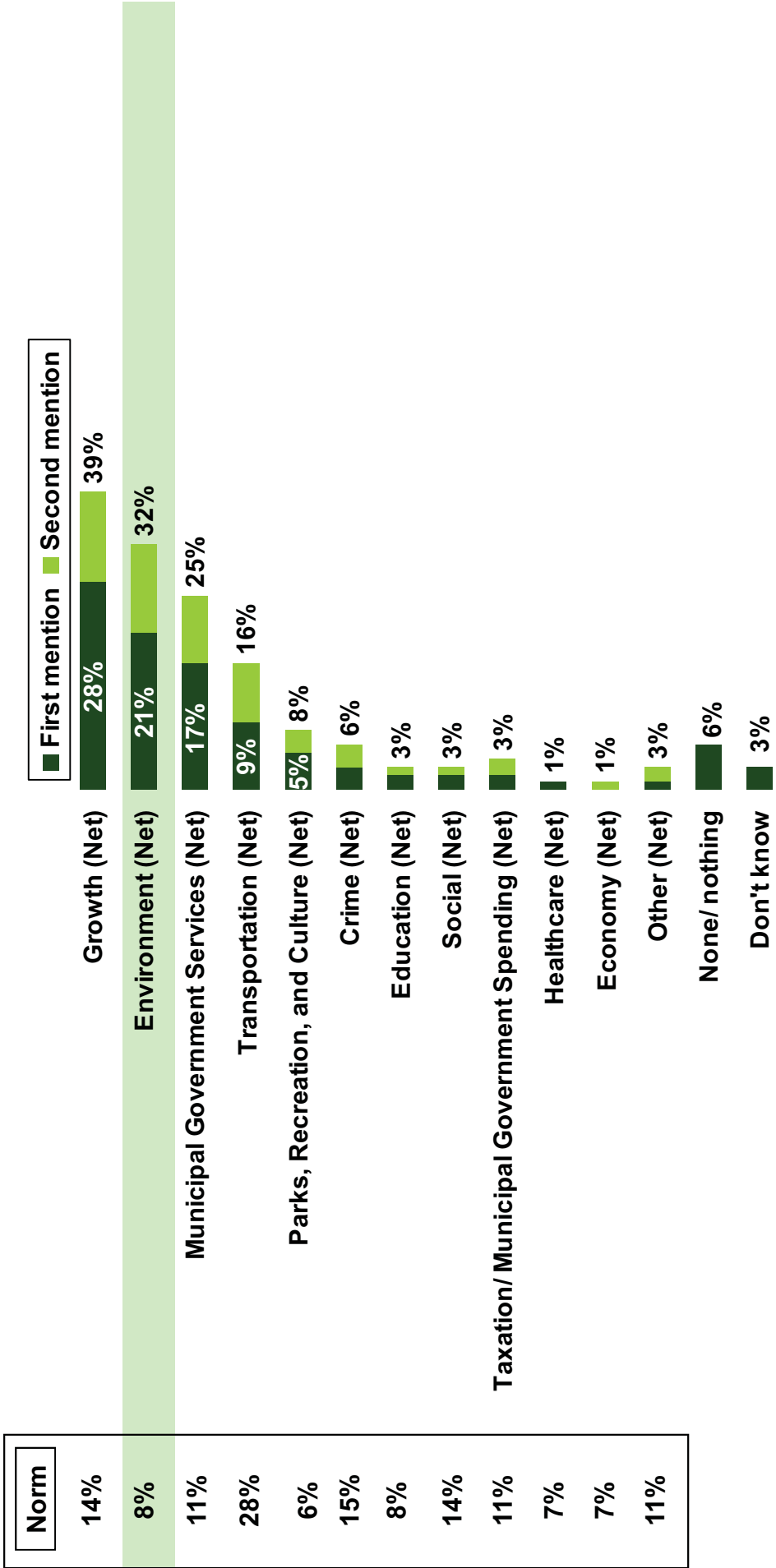


Prioritizing the Issue



Top of Mind Issues

In your view, as a resident of the Town of Okotoks, 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?



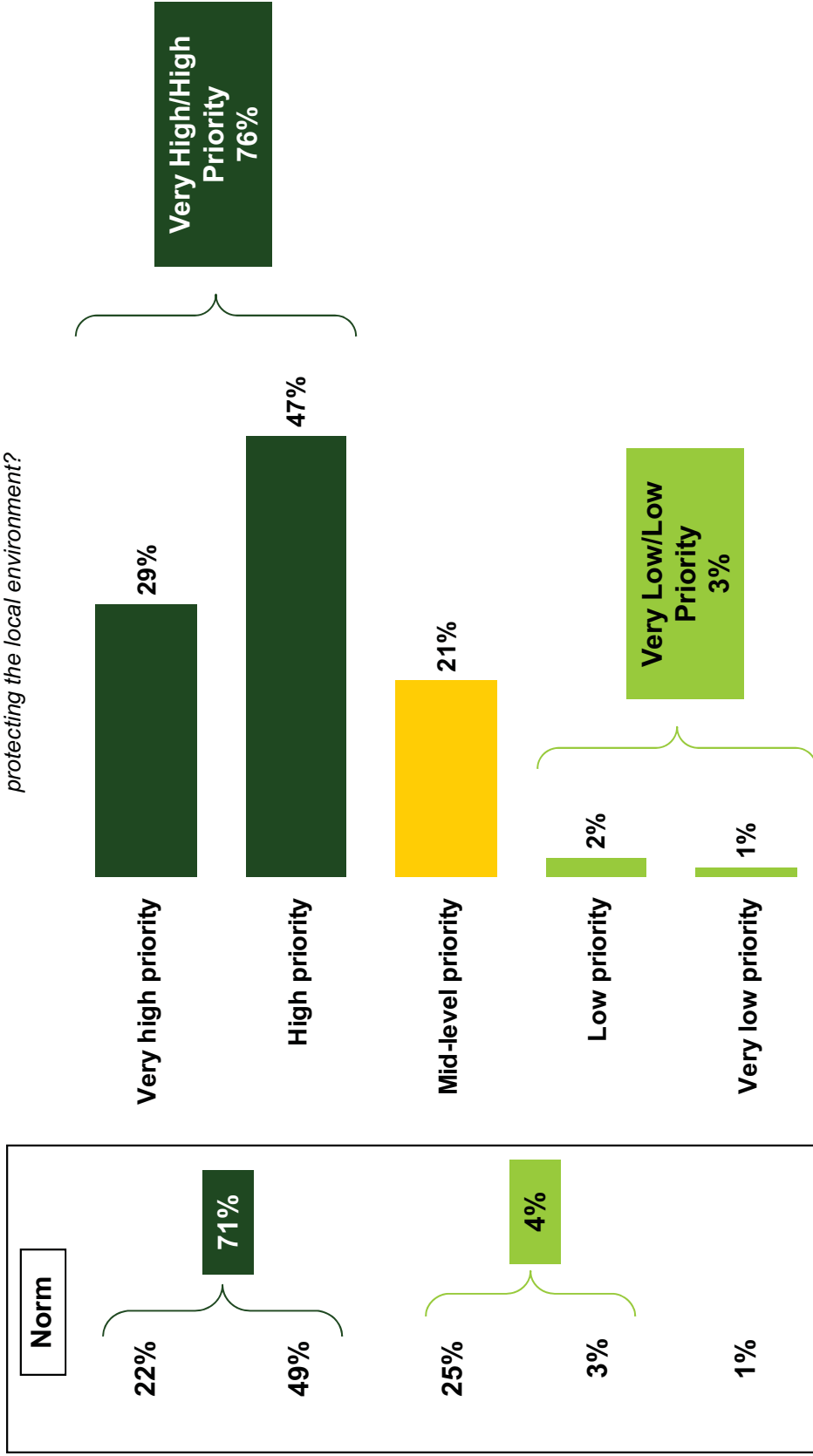
Base: All respondents (n=400)





Priority of Preserving and Protecting Local Environment

Compared to all of the issues facing the Town of Okotoks today, how high a priority do you think local leaders should place on preserving and protecting the local environment?



Base: All respondents (n=400)






Top of Mind Environmental Issues

In your view, what is the most important environmental issue facing the Town of Okotoks today, that is the one environmental issue you feel should receive the greatest attention from your local leaders? Are there any other important local environmental issues?


Includes mentions of 2% or more only.

Water pollution/ quality/ supply  **61%**

Recycling  **8%**

Amount of green space/ parks/ trees  **7%**

Overdevelopment/ urban sprawl  **6%**

Waste management/ garbage disposal  **4%**

Population growth/ overpopulation  **4%**

Renewable/ alternative energy sources  **2%**

None/ nothing  **14%**

Don't know  **4%**

Norm Top Mentions	
Water pollution/ quality/ supply	27%
Amount of green space/ parks/ trees	12%
Recycling	11%
Waste management/ garbage disposal	9%
Air pollution/ quality	7%
Alternative models of transportation	7%

Base: All respondents (n=400)





Ipsos Reid

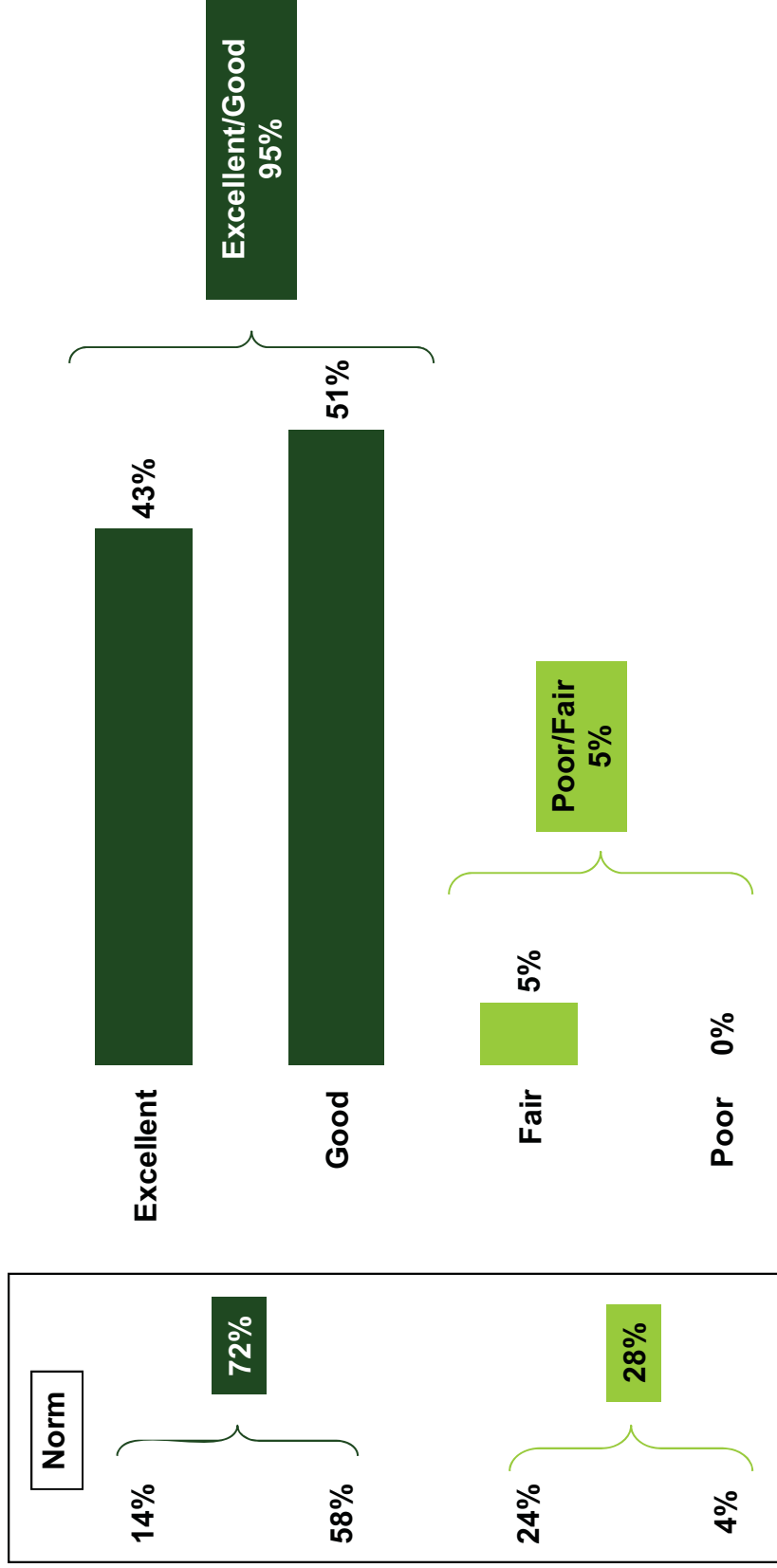


Perceptions of the Local Environment



Overall Quality of Environment in Okotoks

How would you rate the overall quality of the environment in the Town of Okotoks today?



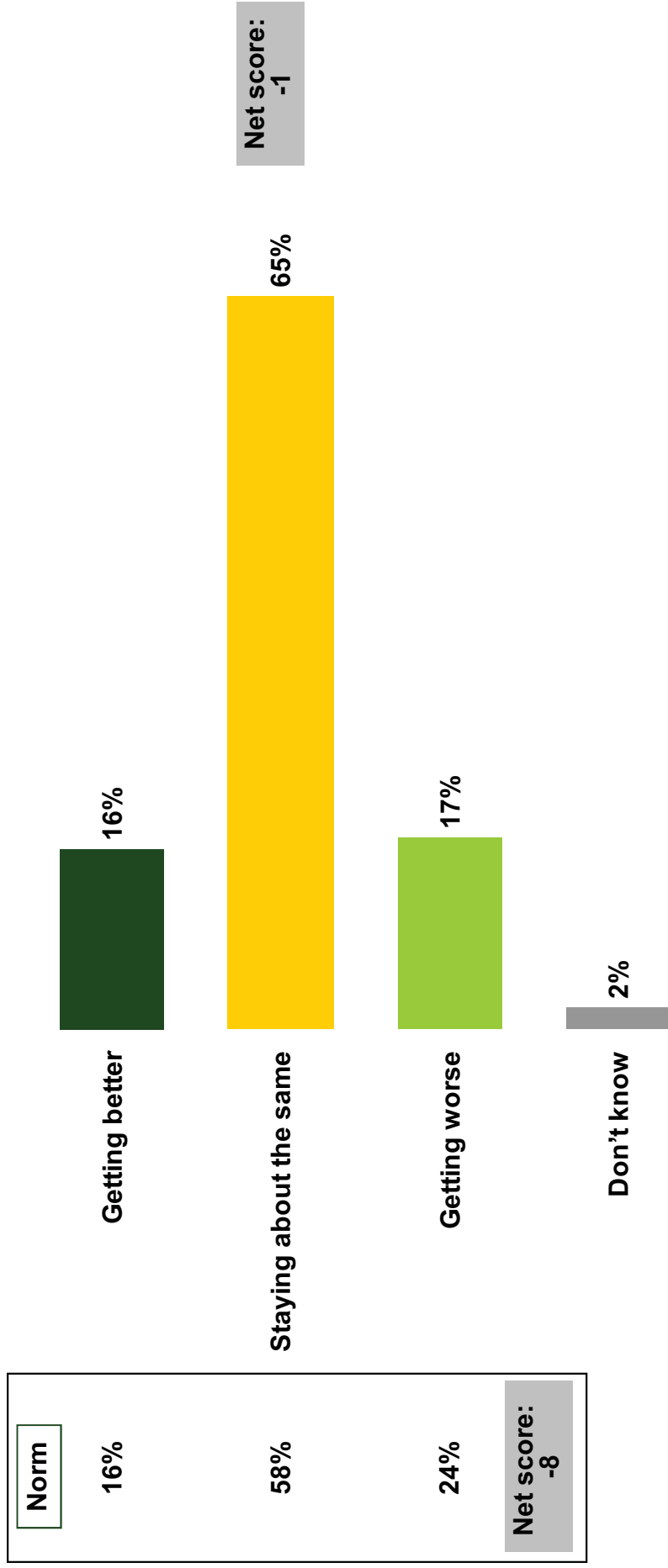
Base: All respondents (n=400)





Change in Overall Quality of Environment

Do you think the overall quality of the environment in the Town of Okotoks is getting better, staying about the same, or getting worse?



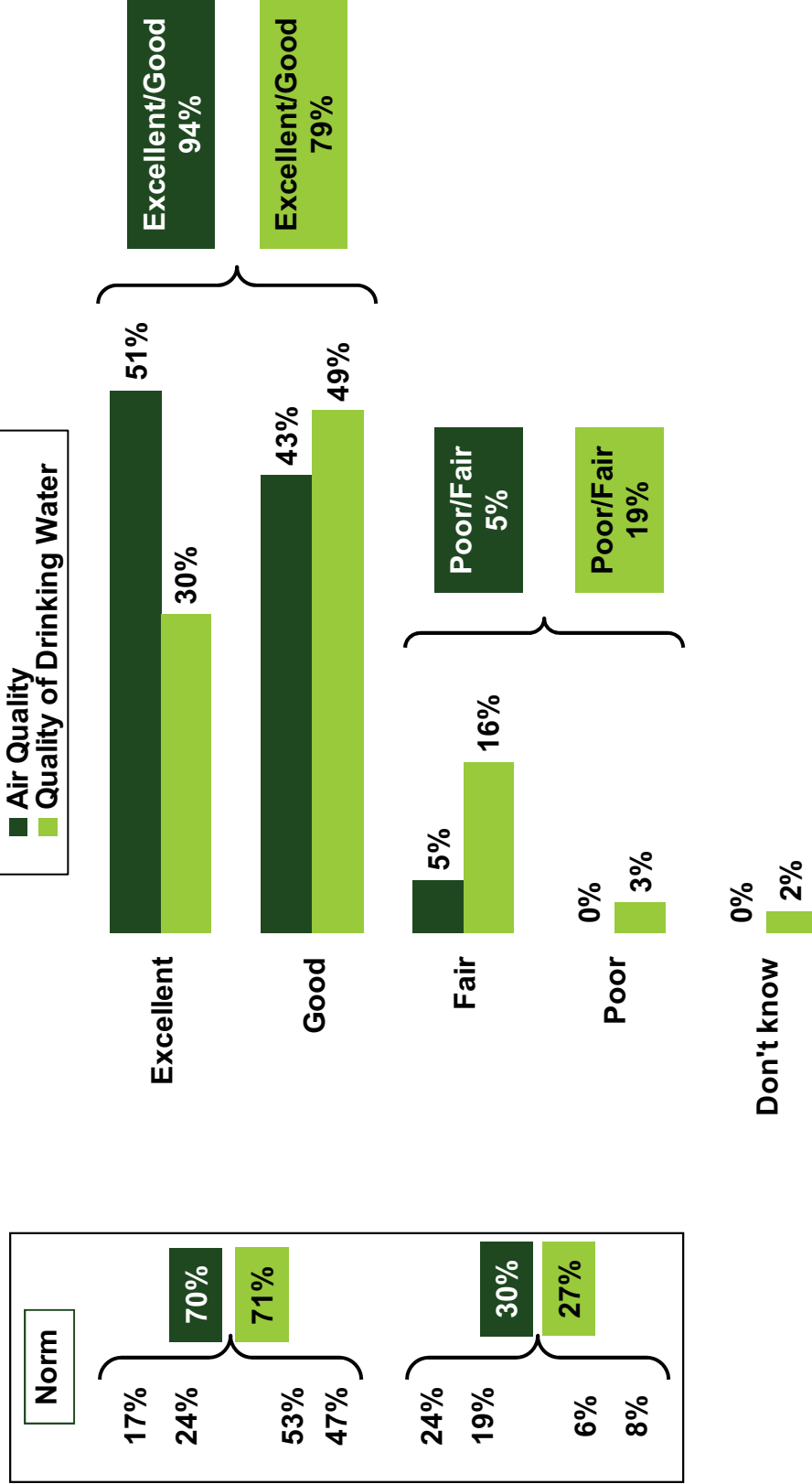
Base: All respondents (n=400)





Air and Water Quality

How would you rate the overall air quality/quality of drinking water in the Town of Okotoks today?



Base: All respondents (n=400)





Ipsos Reid

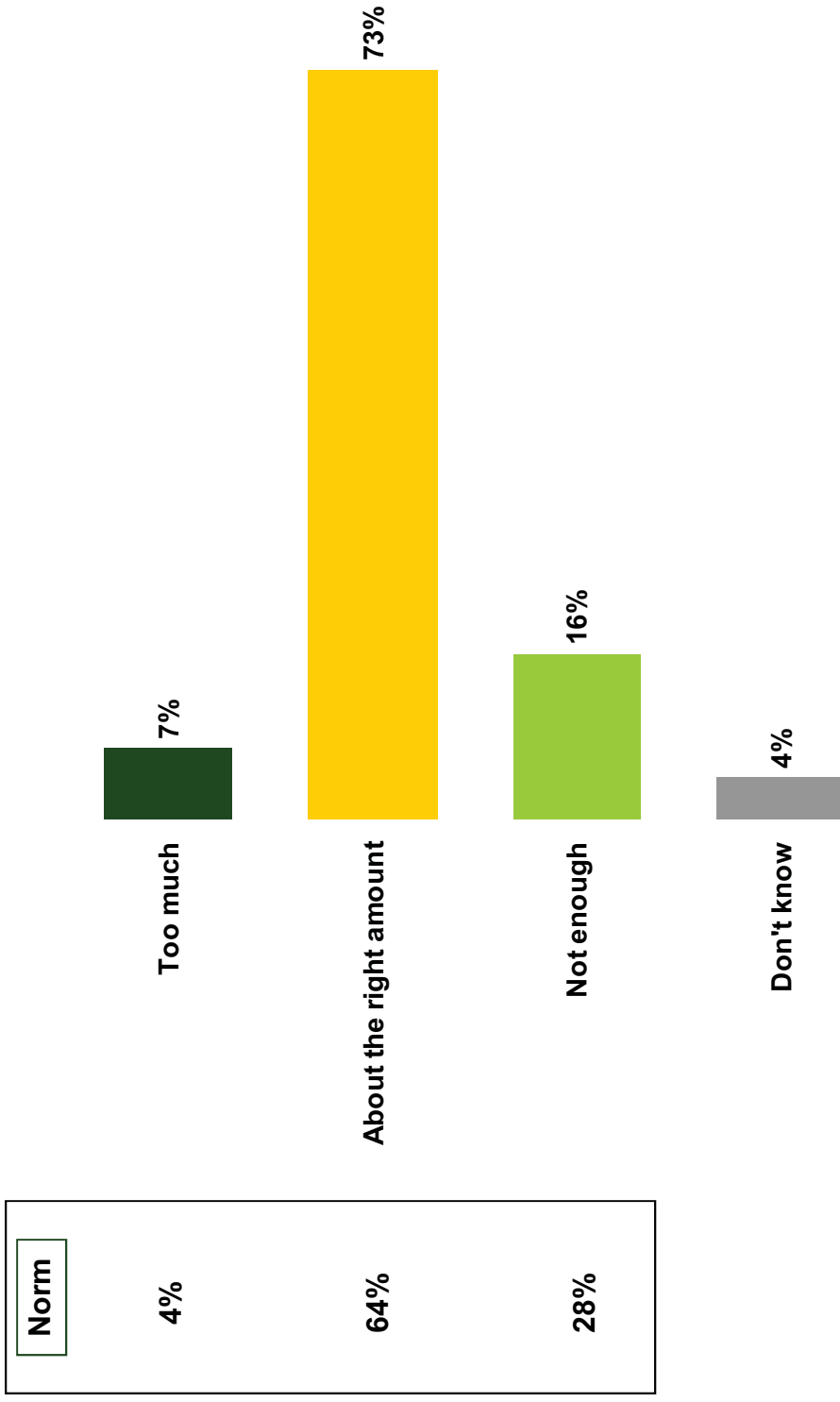


Assessment of the Town of Okotoks Environmental Performance and Priorities



Town Time and Resources Spent on Preserving and Protecting the Local Environment

How do you feel about the amount of time and resources the Town of Okotoks spends on activities related to preserving and protecting the local environment? Would you say they are doing too much, about the right amount, or not enough?



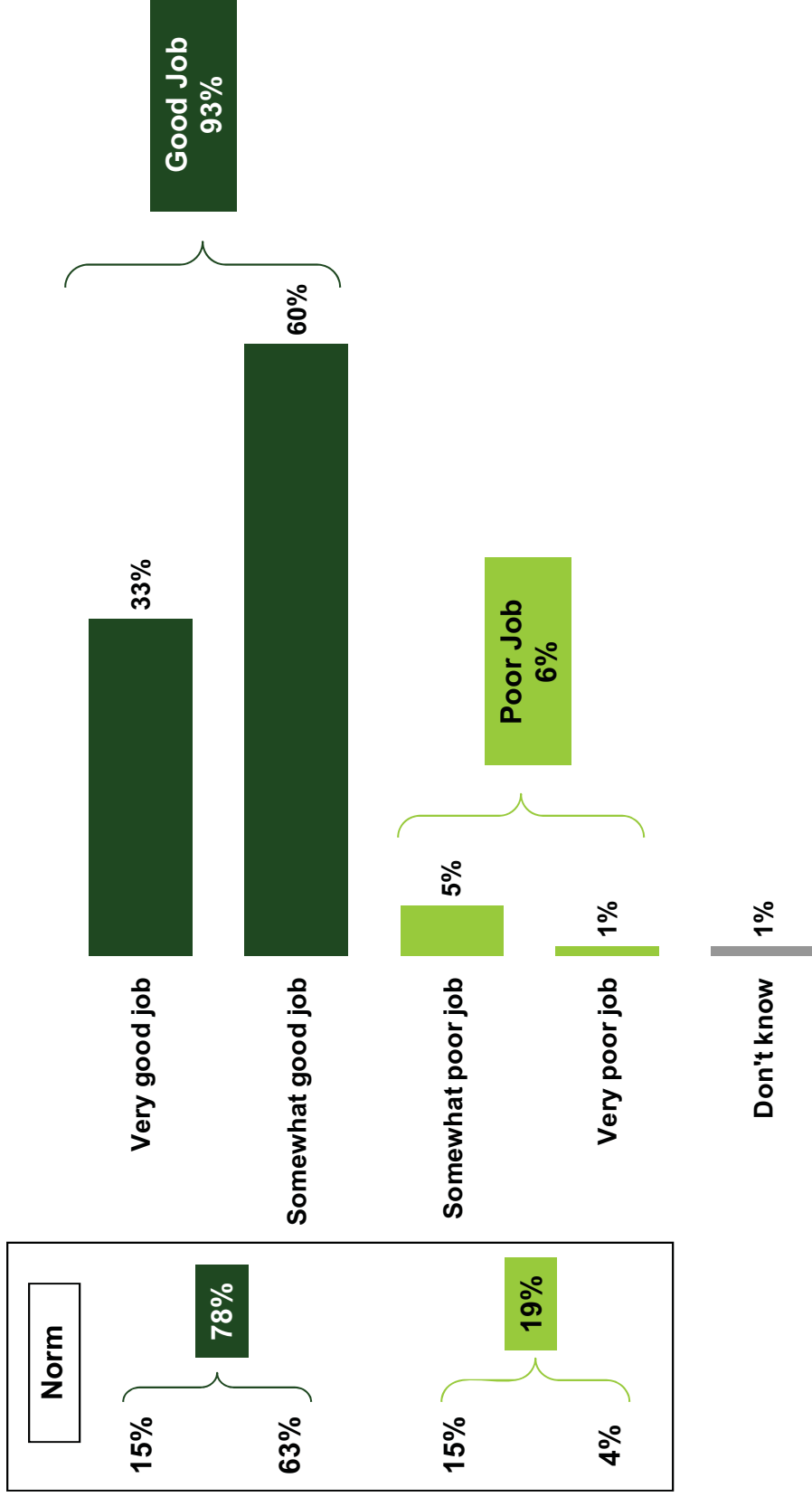
Base: All respondents (n=400)





Town Performance Preserving and Protecting Local Environment

And, how would you rate the overall performance of the Town of Okotoks when it comes to preserving and protecting the local environment?



Base: All respondents (n=400)

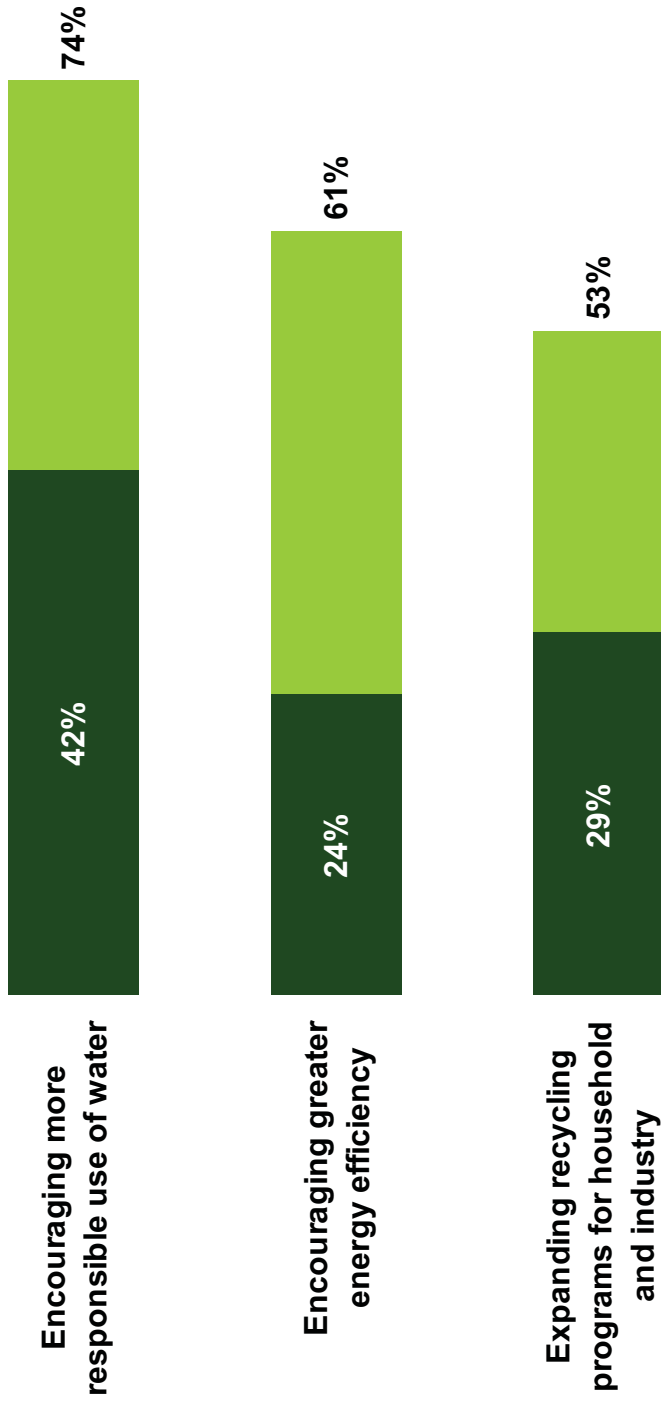




Environmental Priorities

I'm going to read a list of things the Town of Okotoks could do to preserve and protect the local environment in your community. Please tell me which one of these you think should be the highest priority for the Town of Okotoks over the next year. And which one should be the next highest priority?

■ First Mention ■ Second Mention



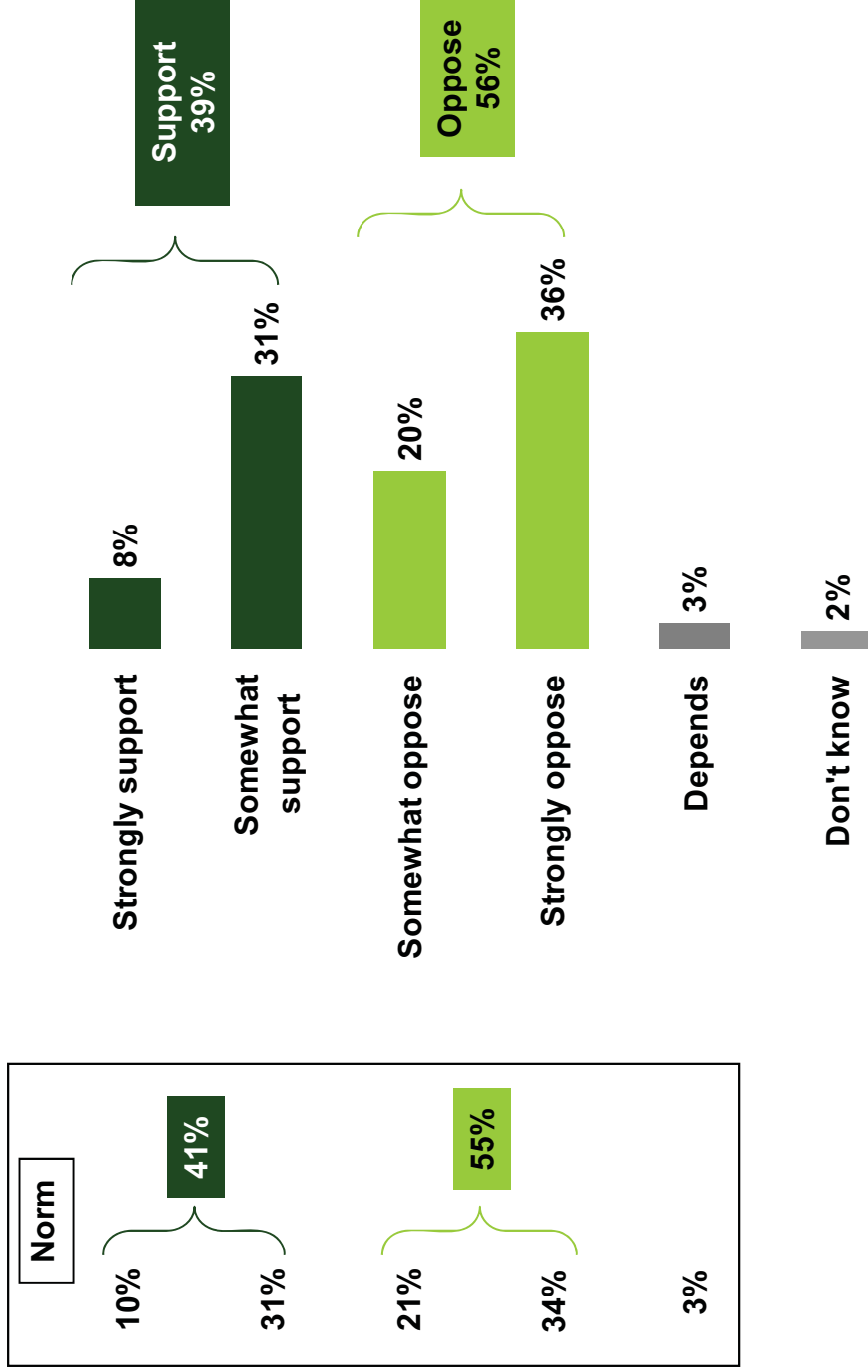
Base: All respondents (n=400)





Support for Property Tax Increase

Would you support or oppose the Town of Okotoks increasing citizens' property taxes to help pay for initiatives aimed at preserving and protecting the local environment?

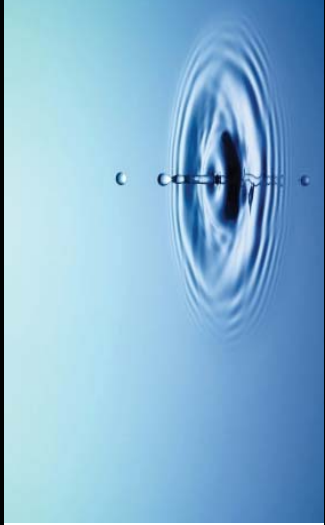


Base: All respondents (n=400)





Ipsos Reid

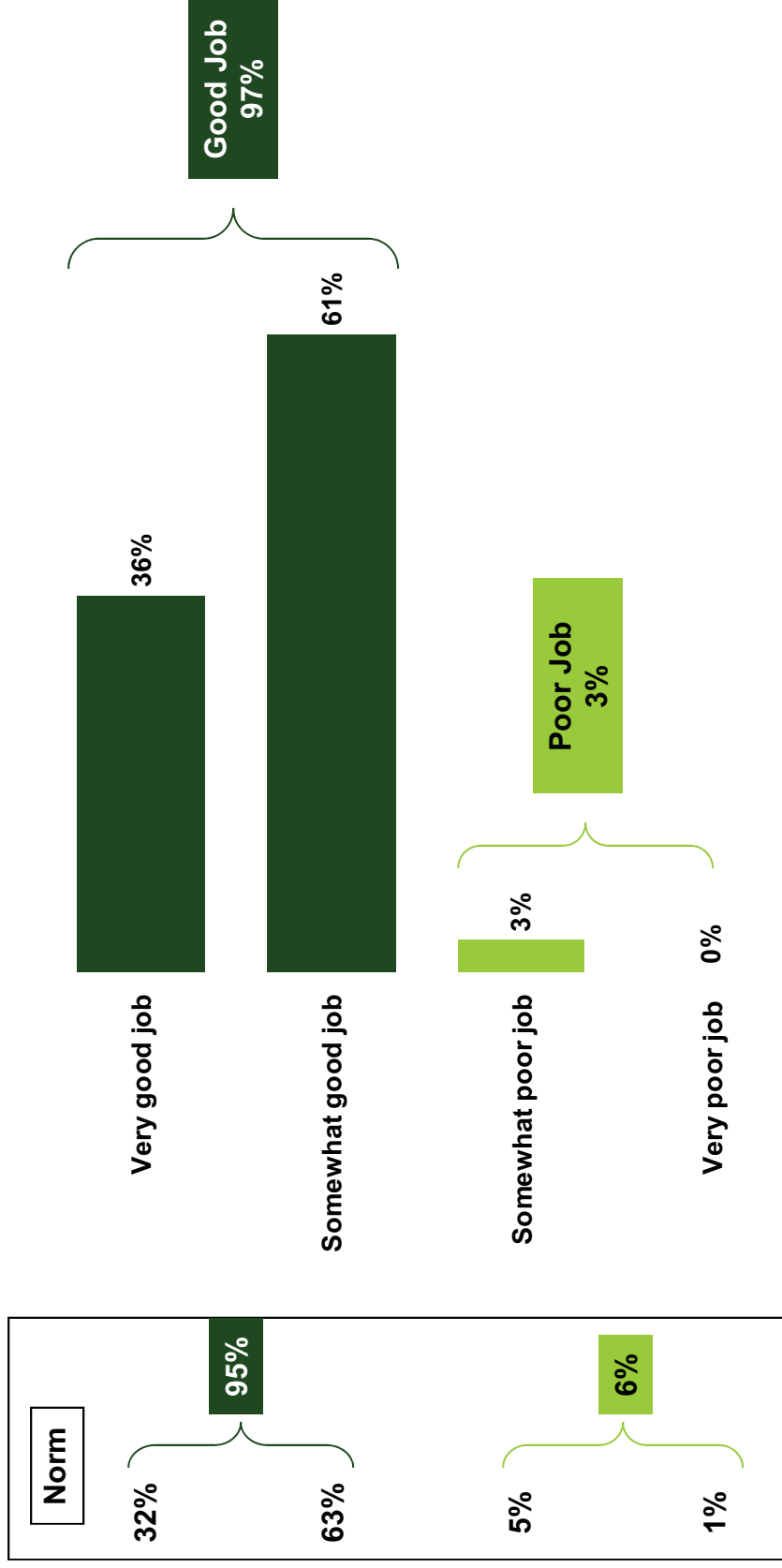


Environmental Behaviours



Personal Performance and Protecting the Local Environment

Overall, how would you rate your own personal performance when it comes to preserving and protecting the local environment?



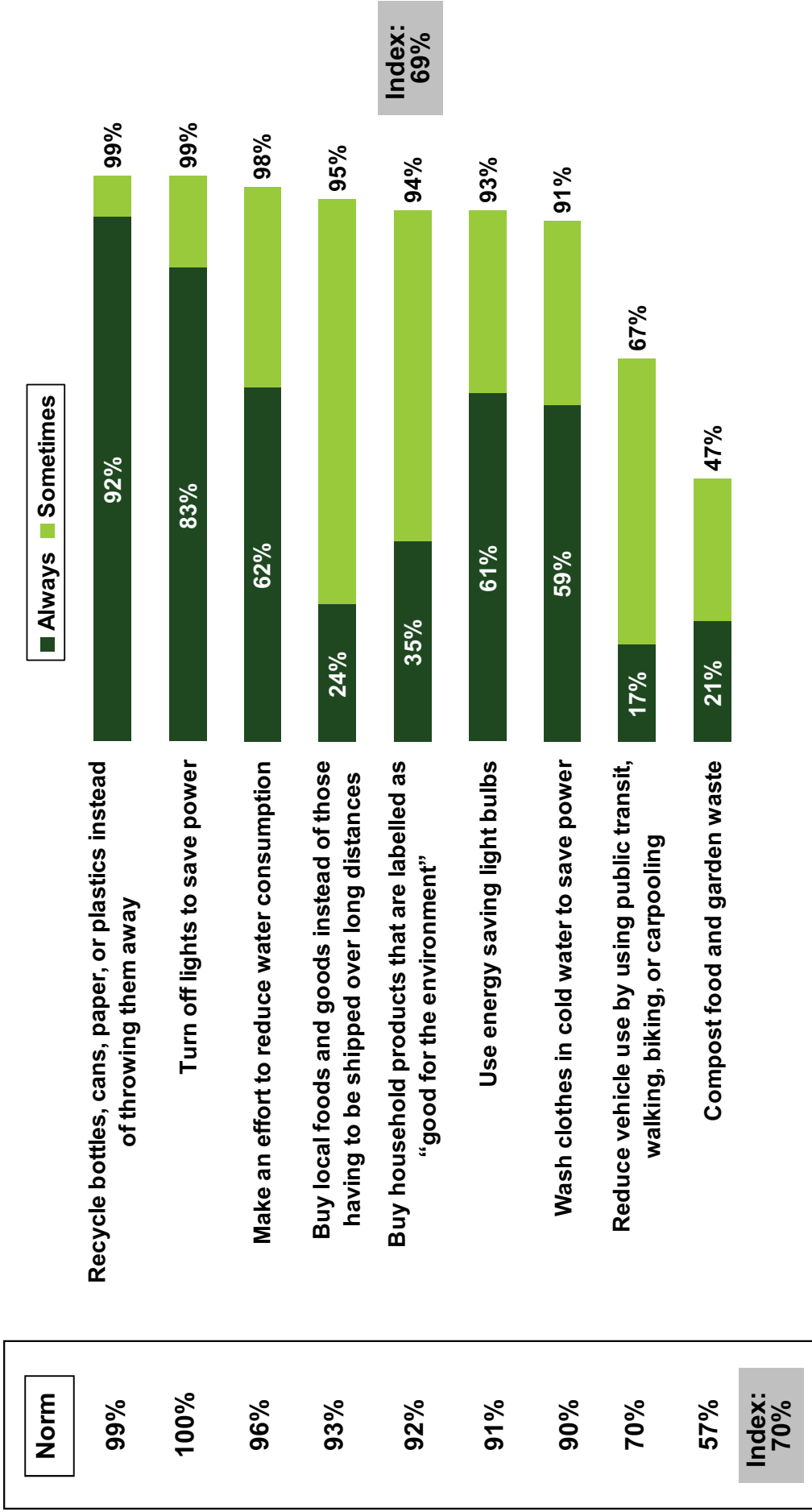
Base: All respondents (n=400)





Participation in Specific Environmental Activities

Please tell me how often you personally participate in each of the following activities .



Base: All respondents (n=400)

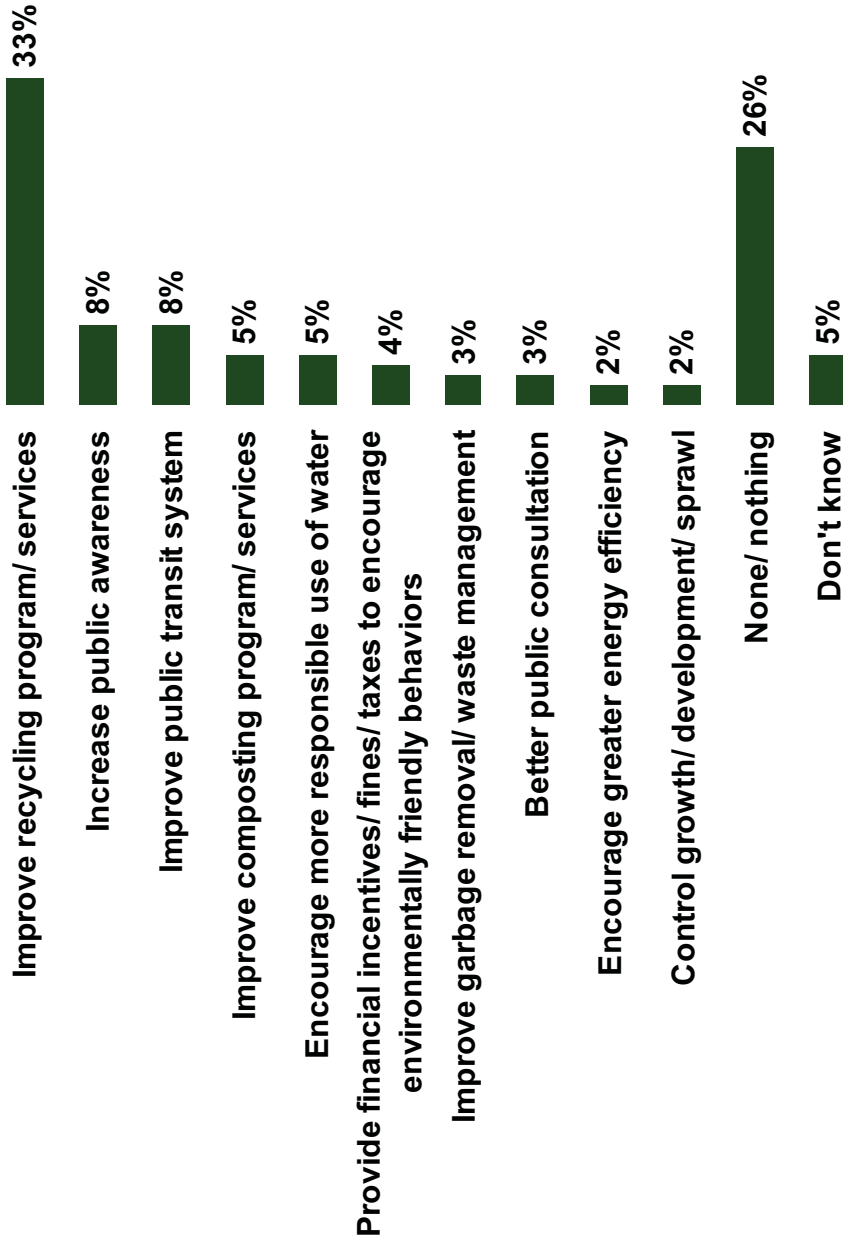




Suggestions for Things the Town can do to Make it Easier for Citizens to Preserve and Protect the Local Environment

Overall, what suggestions do you have for things the Town of Okotoks can do to make it easier for you to preserve and protect the local environment?

Includes mentions of 2% or more only.



Base: All respondents (n=400)





Ipsos Reid

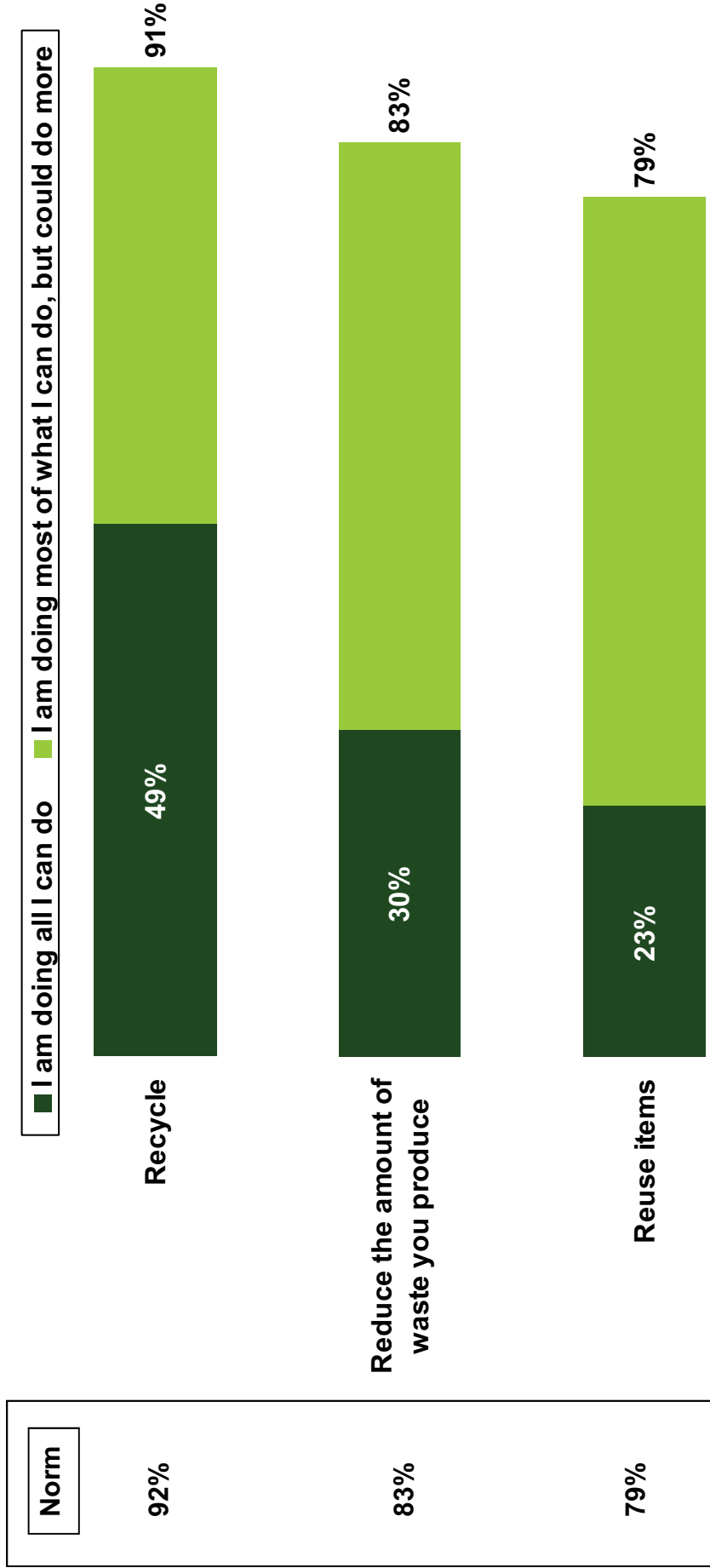


Waste Management



Efforts to Reduce, Reuse, and Recycle

Thinking about your own efforts to reduce, reuse, and recycle, which one of the following statements best applies to you?



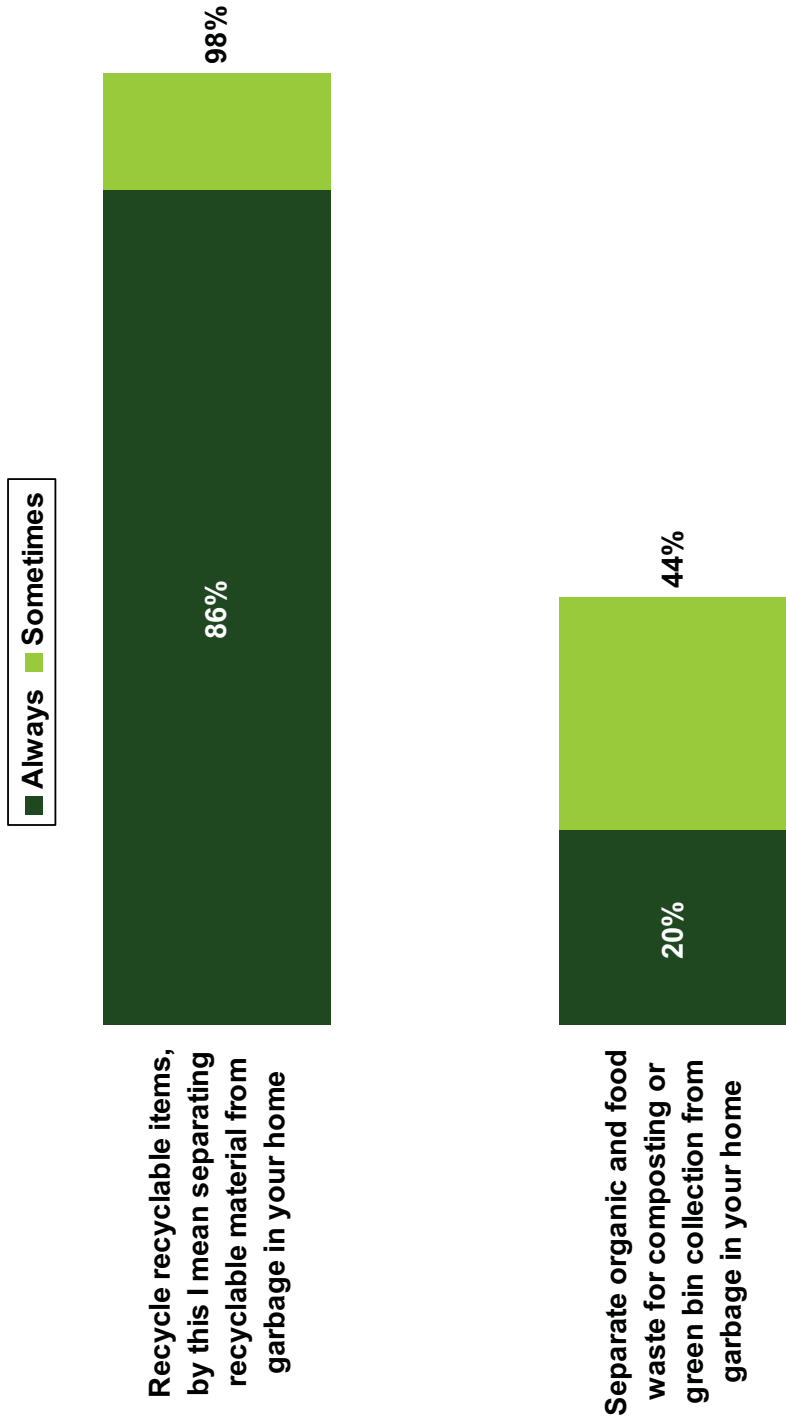
Base: All respondents (n=400)





Participation in Specific Waste Reduction Activities

Please tell me how often you personally participate in each of the following activities....



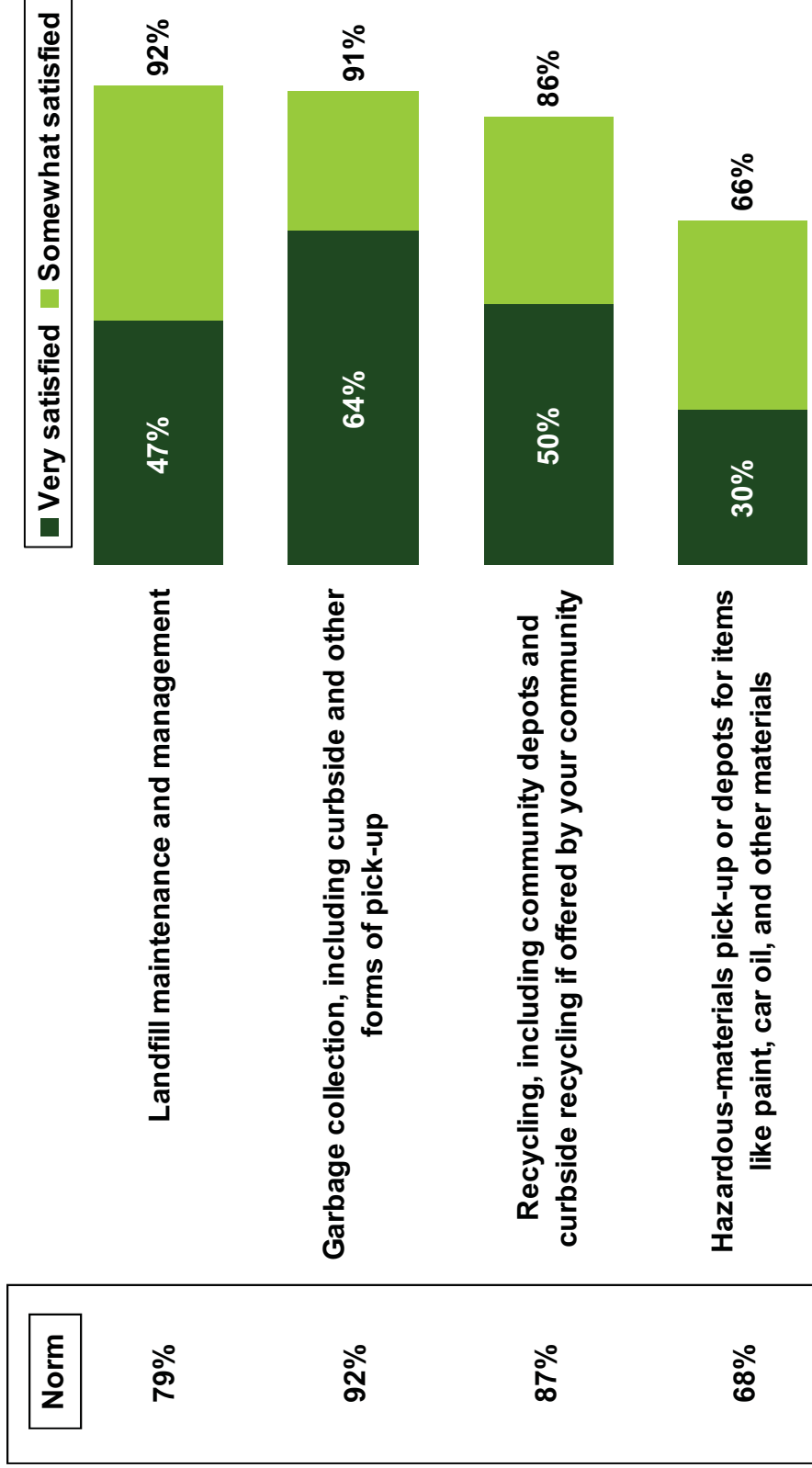
Base: All respondents (n=400)





Satisfaction with Town Waste-Related Programs and Services

Overall, how satisfied are you with each of the following programs and services provided to you by the Town of Okotoks ?



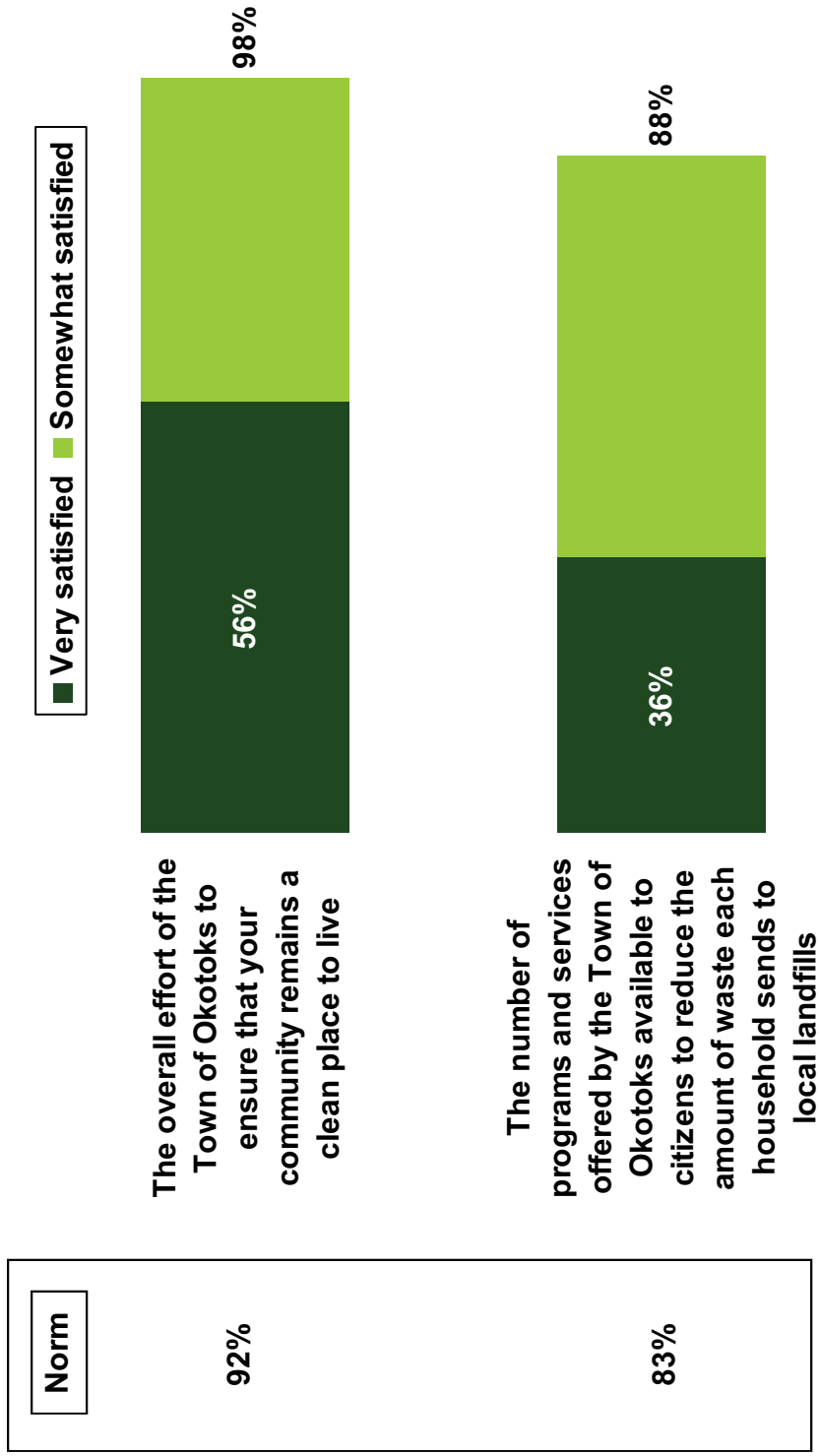
Base: All respondents (n=400)





Satisfaction with Town Waste Reduction Efforts

Overall, how satisfied are you with ...?



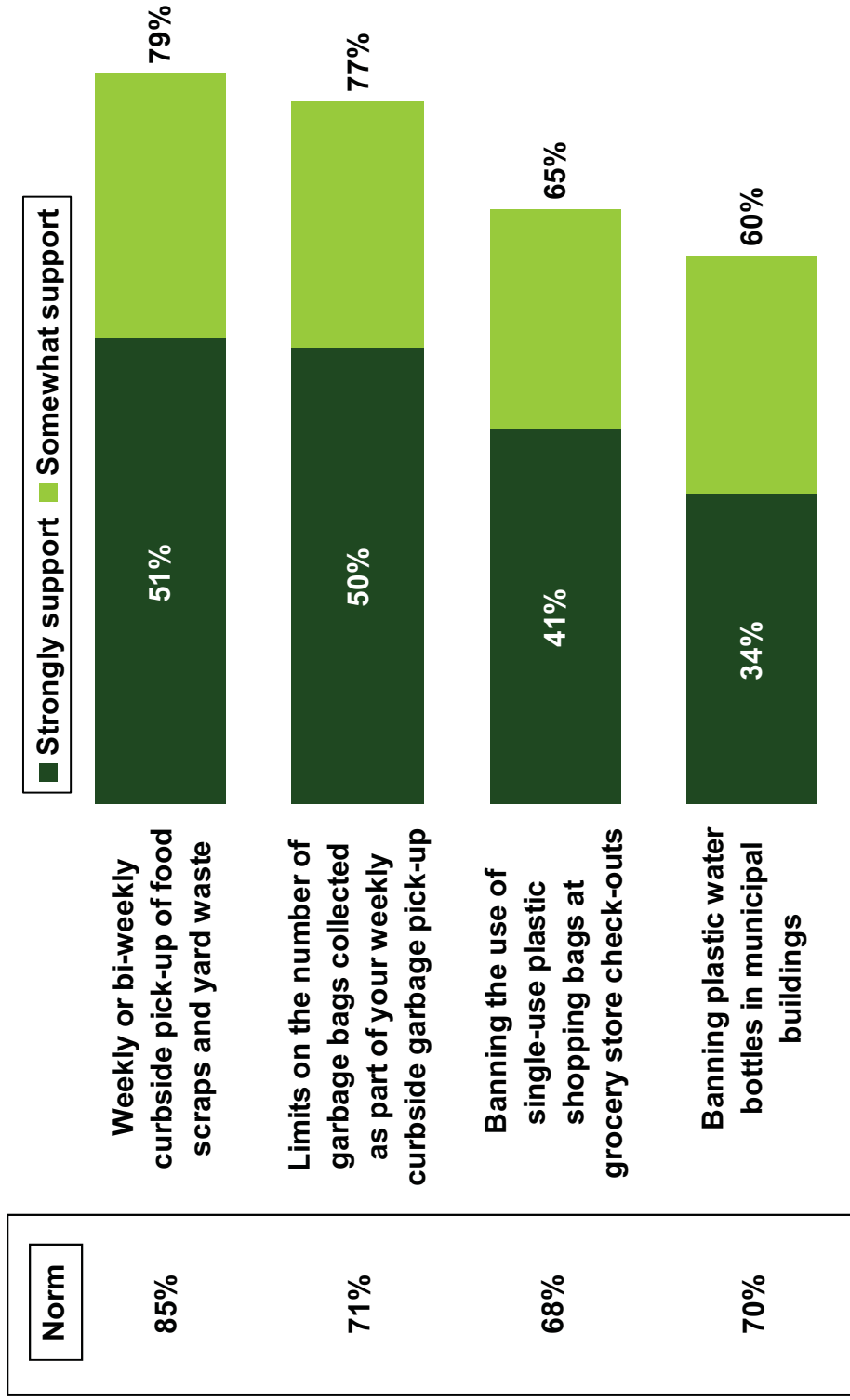
Base: All respondents (n=400)





Support for Specific Waste Reduction Initiatives

Please tell me if you would support or oppose each of the following initiatives in the Town of Okotoks.



Base: All respondents (n=400)





Ipsos Reid



Weighted Sample Characteristics



Weighted Sample Characteristics

	Total Respondents (n=400)
Gender:	
Male	49%
Female	51%
Age:	
18-34	34%
35-54	47%
55+	19%
Homeownership:	
Own	87%
Rent	11%

	Total Respondents (n=400)
Length of Residency:	
0-10 years	72%
11-20 years	18%
21+ years	10%
<i>Mean</i>	8.6 years
Household Composition:	
With Children	56%
Without Children	44%



Ipsos Reid



For more information, please contact:

Jamie Duncan

Associate Vice President, Ipsos Reid

403-294-7385

jamie.duncan@ipsos.com