



Ipsos Public Affairs



Quality of Life and Financial Planning in the Town of Okotoks

May 2008



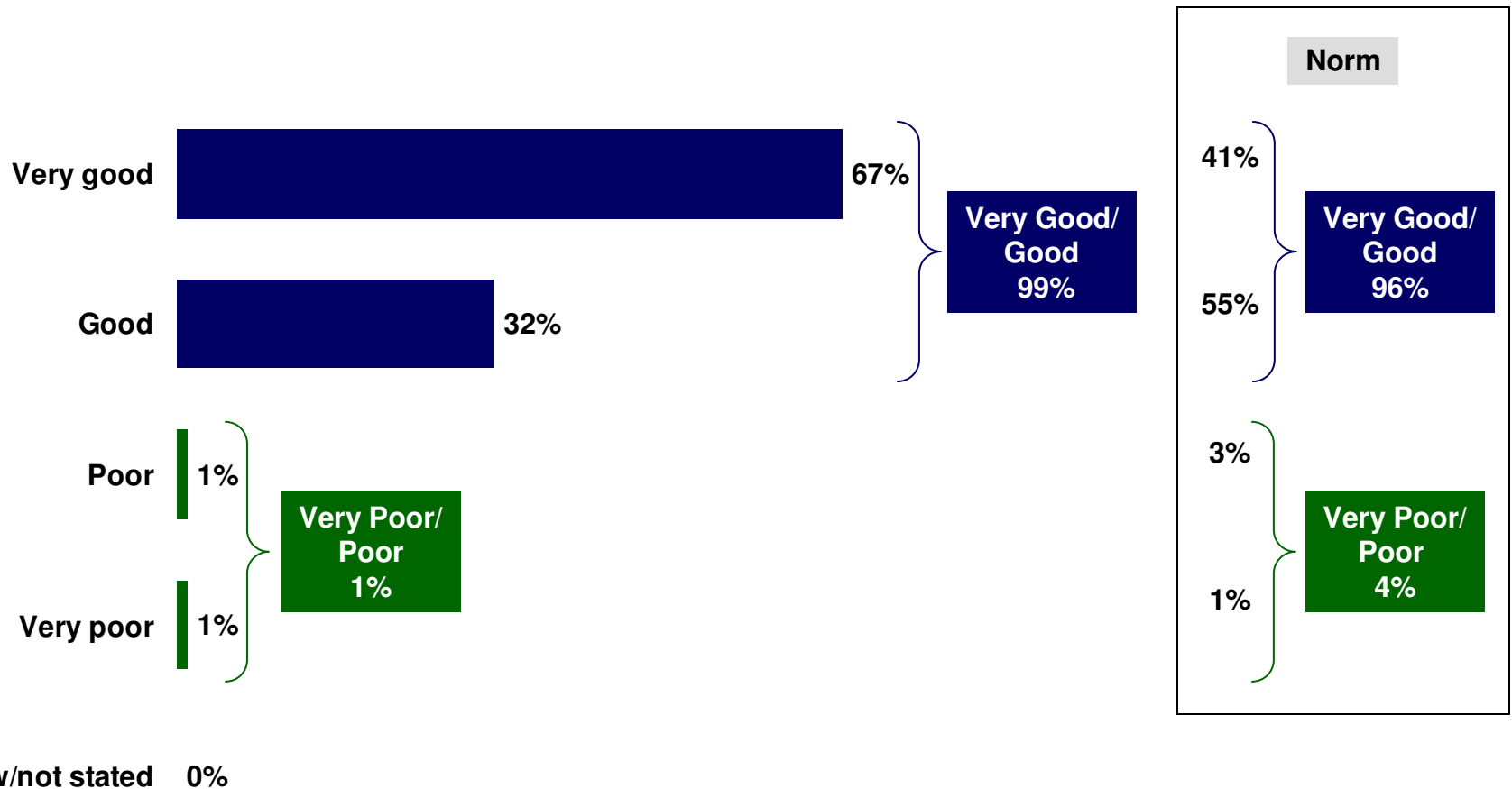
Methodology

- ◆ Telephone survey conducted April 17 to 28, 2008.
- ◆ Random sample of 400 Okotoks residents aged 18 years or older.
- ◆ Margin of error: $\pm 4.9\%$, 19 times out of 20.
- ◆ Overall results are weighted to ensure the age/gender distribution reflects that of the actual Okotoks population according to the 2006 Census data.
- ◆ Where appropriate, results have been compared to Ipsos Reid's database of municipal norms.
 - These norms are derived from work conducted with other Canadian municipalities, and are based on nearly 43,000 observations in more than 45 different municipalities representing a mix of community sizes and urban/rural locations across the country.
 - Normative comparisons provide additional insight, context, and benchmarks against which the Town can evaluate its performance.



Perceptions of quality of life in Okotoks are favourable

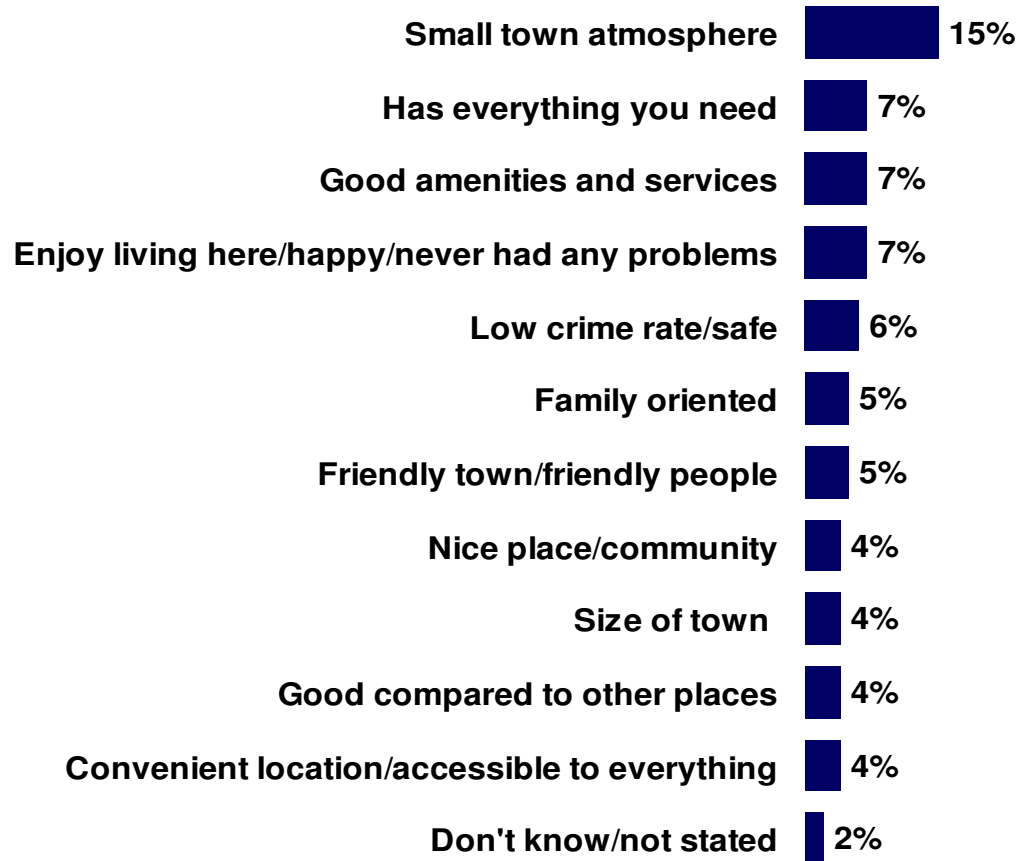
"How would you rate the overall quality of life in the Town of Okotoks today?"





Okotoks' small town atmosphere is one of the main reasons behind perceptions of a good quality of life

"Why do you say the overall quality of life in the Town of Okotoks today is good?"



**Includes mentions of 4% or more only.*



The few citizens who rate Okotoks' quality of life poorly have the following things to say

"Why do you say the overall quality of life in the Town of Okotoks today is poor?"

It's way too big, it's like living in the City of Calgary. It looks like it and people conduct themselves like they're living in Calgary.

It's getting too big too quick, not like it used to be.

We don't have a doctor - Okotoks should have a hospital at least.

Town planning. The town was a neat place to be and a tranquil place but the planning has destroyed that.

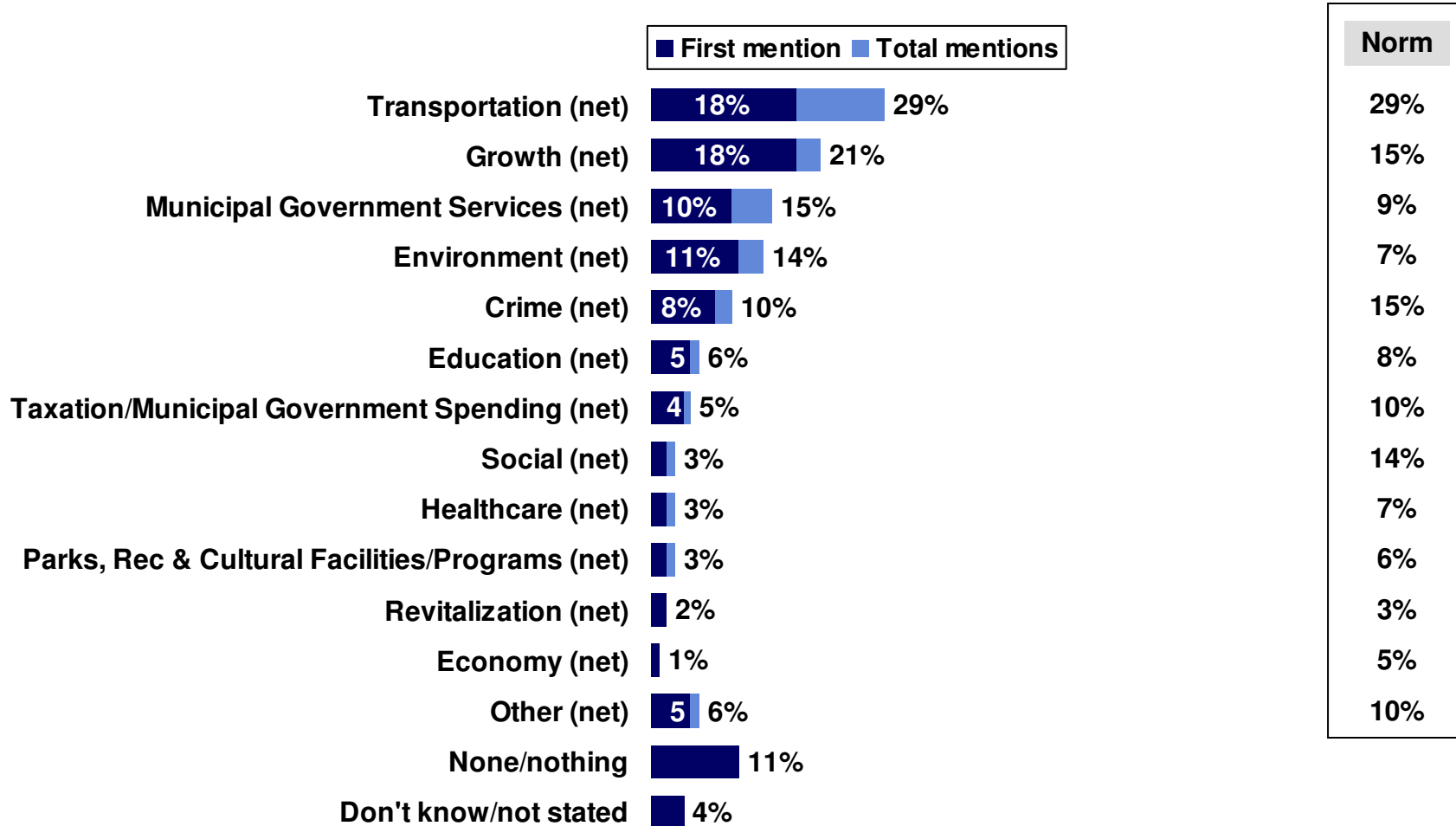
Big city and they think they are a small town they need to start acting like a big city.

The Town is growing too fast, and they don't seem to deal with issues that come up.



Transportation tops the public issue agenda – growth is also a concern

“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?”



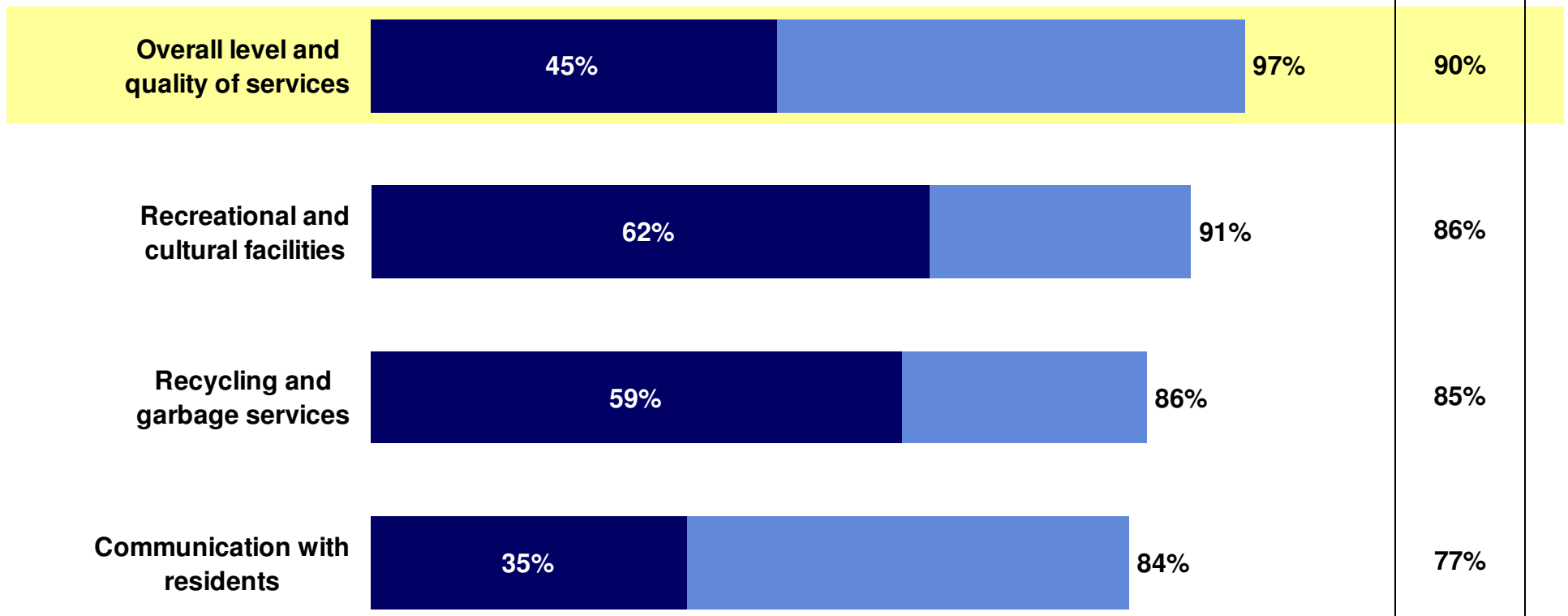


Citizens are satisfied with all of the services tested

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

■ Very Satisfied ■ Somewhat Satisfied

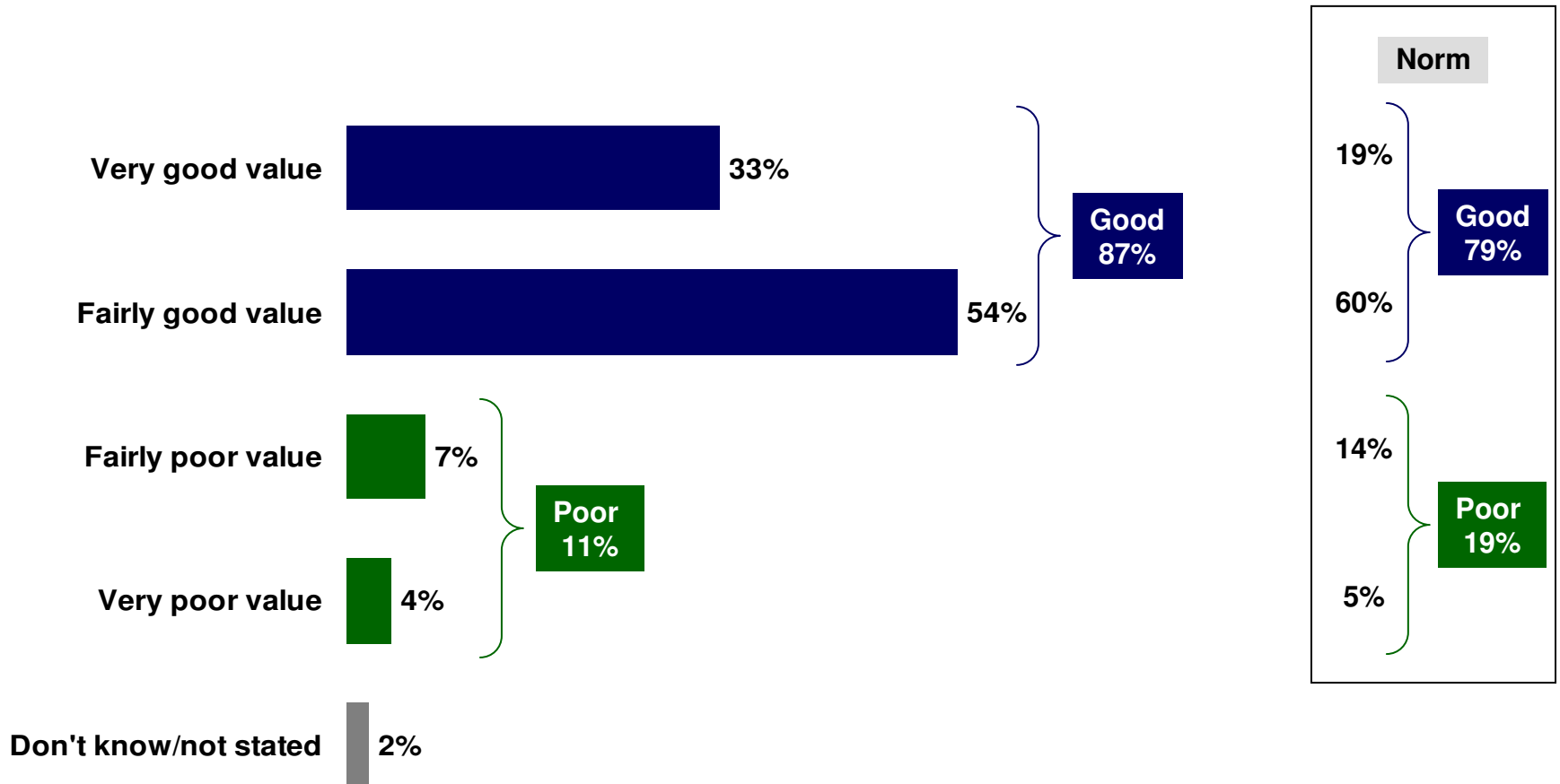
Norm





Most citizens think they receive good value for their municipal tax dollars

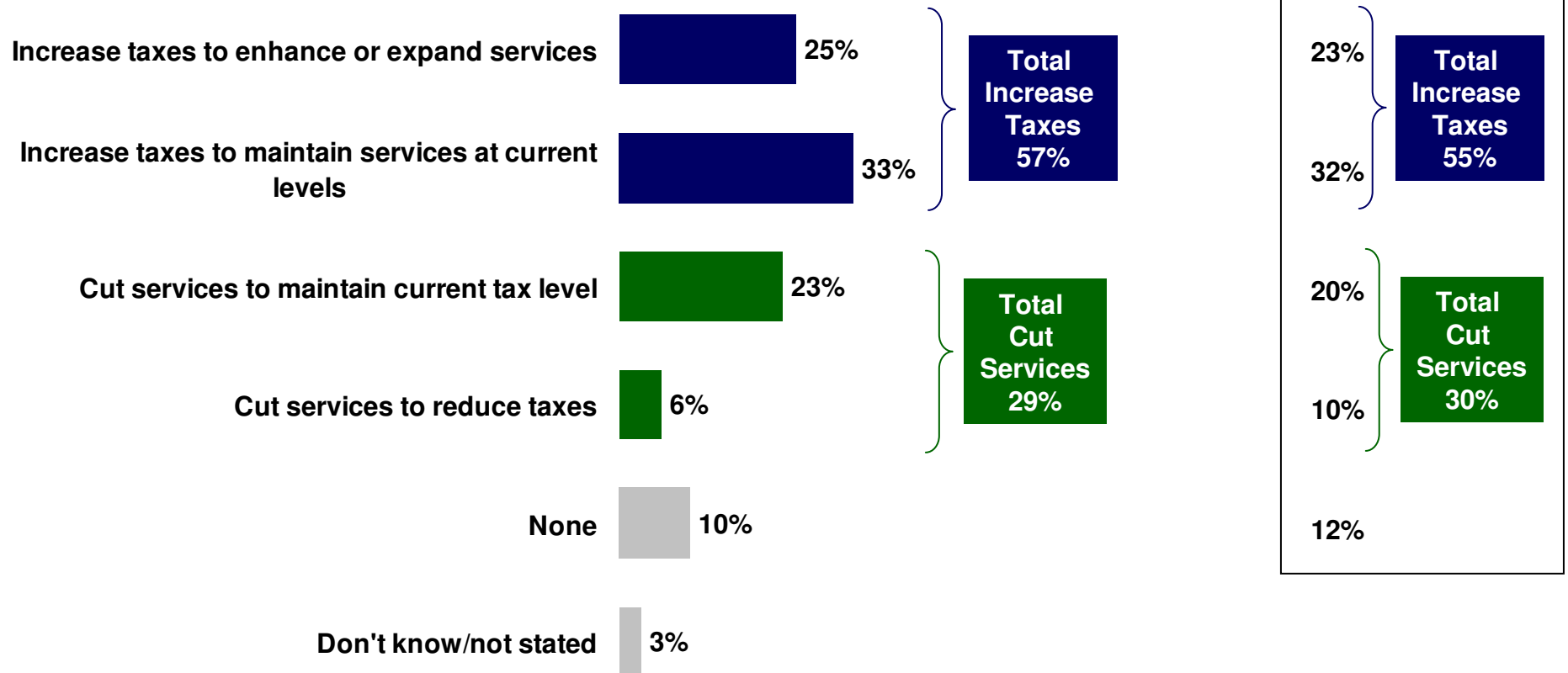
“Thinking about all the programs and services you receive from the Town of Okotoks, would you say that overall you get good value or poor value for your tax dollars? Is that very or fairly?”





Citizens would prefer tax increases over service cuts

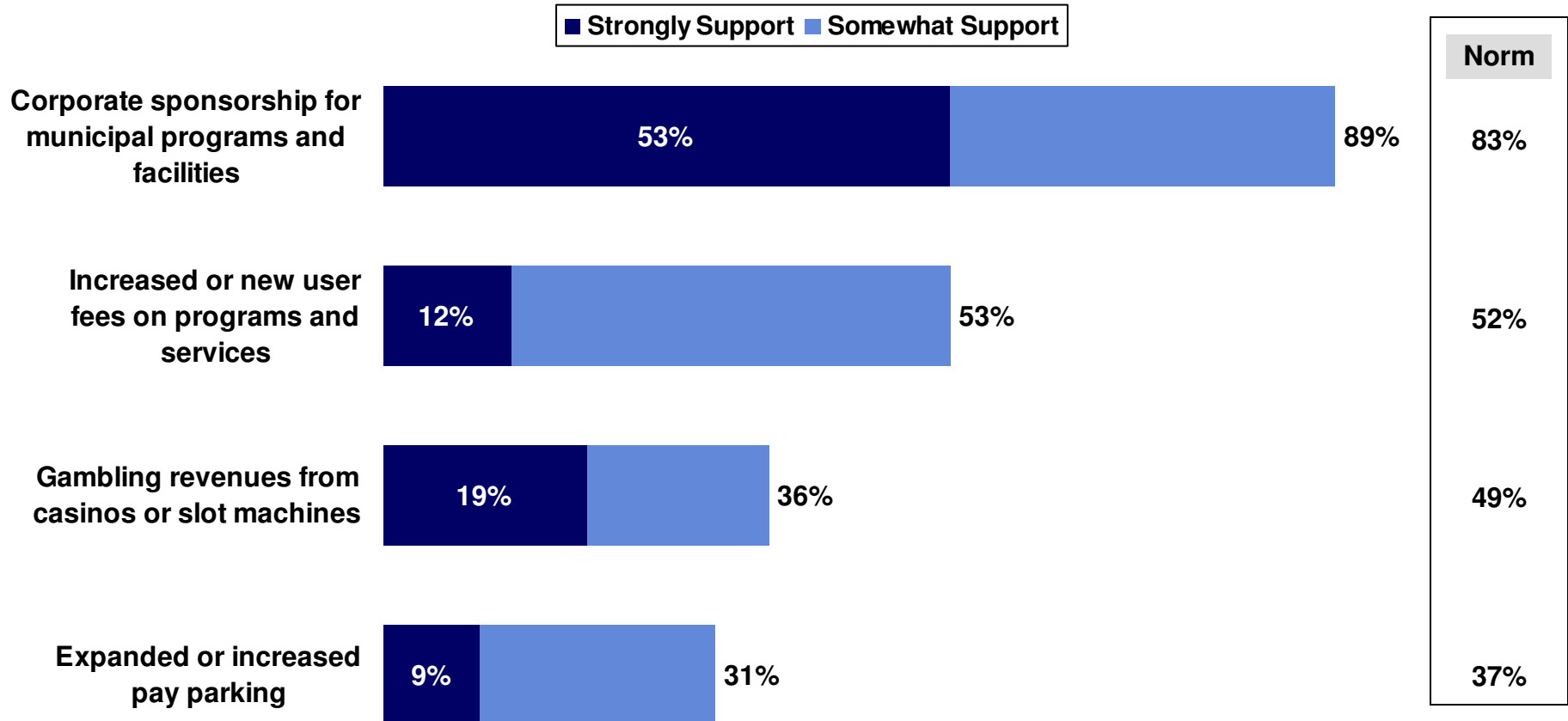
“Municipal property taxes are the primary way to pay for services provided by the Town. Due to the increased cost of maintaining current service levels and infrastructure, the Town of Okotoks must balance taxation and service delivery levels. To deal with this situation, which of the following four options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





Citizens most likely to support corporate sponsorship – much lower levels of support seen for user fees, gambling revenues, or expanded pay parking

“In addition to adjusting the property tax/service delivery balance, the Town of Okotoks has the option to generate other forms of revenue. Please tell me whether you would support or oppose using each of the following to pay for municipal services and programs.”





Information needs are diverse and varied – nearly one-third are not interested in receiving any information from the Town of Okotoks

“Thinking about your information needs, what kinds of information do you want the Town of Okotoks to provide you with? Any others?”



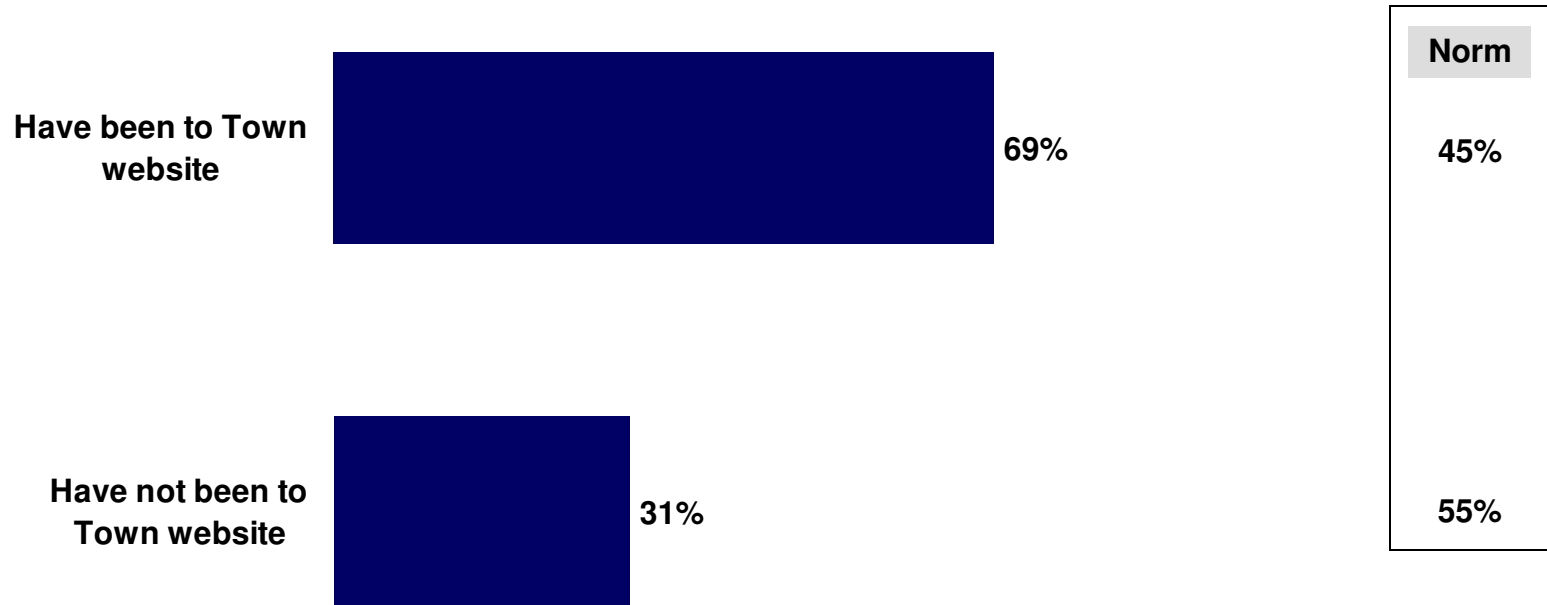
Norm Top Mentions	
Tax information	8%
Financial/budget	7%
Upcoming and current events	7%
City planning and zoning	6%
Parks, recreation, and culture	5%
Building and development projects	5%

*Includes mentions of 3% or more only.



Seven-in-ten have visited the Town's website in the past twelve months

"Have you been to the Town of Okotoks' website in the last twelve months?"





Demographics

	Total Respondents (n=400) %
Gender:	
Male	49
Female	51
Age:	
18 to 24	5
25 to 34	28
35 to 44	22
45 to 54	23
55 to 64	11
65 or older	8
<i>Mean</i>	<i>44 years</i>
Household Composition:	
With children under 18 years of age	55
Without children under 18 years of age	45
Responsible for Property Taxes or Rent:	
Yes	95
No	5

Demographics (cont'd)

	Total Respondents (n=400) %
Homeownership:	
Own	89
Rent	10
Number of Years Living in Okotoks:	
Less than 1	4
1 to 5	50
6 to 10	20
11 to 15	8
16 to 20	8
21 to 25	4
26 to 30	4
31 or more	2
<i>Mean</i>	<i>8.6 years</i>



Contact
Jamie Duncan
Senior Research Manager
403-294-7387
jamie.duncan@ipsos.com