



Town of Ponoka 2022 Citizen Satisfaction Survey



Conducted by
ADVANIS



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Context and Objectives

Context

The Town of Ponoka is dedicated to providing its residents with accessible government and quality services in a responsible manner and within a healthy environment. To ensure that the Town is effectively meeting this mission, it actively engages with residents, partners, and key stakeholders.

As part of that engagement process, the Town commissioned a statistically representative Citizen Satisfaction Survey in September 2019, which provided a comprehensive evaluation of citizens' opinions on topics such as satisfaction with Town services and priorities they felt deserved the attention of municipal leaders.

In 2022, the Town commissioned another statistically representative survey to provide updated data on citizen satisfaction with Town services and quality of life in the Town of Ponoka.

The results of the Citizen Satisfaction Survey are used to help Town staff and Council make more informed decisions regarding matters such as strategic planning and budgeting.

With that in mind, the objectives of the 2022 survey were to:

- Gauge citizen awareness of, and satisfaction with, municipal services as well as their quality of life;
- Understand to what degree services are meeting citizens' needs and what areas or services may be needed to meet citizens' needs;
- Determine which areas citizens feel the Town is doing well and which areas need improvement or expansion;
- Measure the confidence and trust that residents have with Ponoka's municipal government; and
- Uncover any other recommendations to help the Town with their decision-making and planning.

Methodology

Target population

Ponoka residents, aged 18+.

Survey instrument

Advanis worked with the Town of Ponoka to develop the 2022 questionnaire to ensure it met all the research goals and objectives, while remaining consistent with the 2019 survey and within the budgeted survey length constraints. Interviews were initiated in English, and citizens were also given the option to complete the survey in Tagalog (n=1). The full (English) survey instrument is included in the [Appendix](#) for reference.

Data collection and sampling

- 401 Ponoka residents were surveyed via telephone interview between August 31 and September 20, 2022 (186 by landline, 215 by cell phone).
- Participants were randomly recruited by calling their landline or cell phone.
- Data were weighted to match population proportions in the Town of Ponoka by age group and gender using the 2021 Government of Canada Federal Census. Weighting factors range from 0.7 to 1.6.
- The average survey time was 22 minutes.

Statistical reliability

The Margin of Error for the overall sample is +/- 4.8% at the 95% Confidence Interval.

Trending

Where applicable, statistical differences between the 2022 and 2019 survey results are indicated by the following notation :

- ▲ statistically **higher** than 2019 survey results, at the 95% Confidence Interval
- ▼ statistically **lower** than 2019 survey results, at the 95% Confidence Interval

Municipal Benchmark results

Where applicable, results from Advanis' general population survey of Canadian municipalities have been included for comparative purposes. Benchmark results are based on responses from Alberta small population centres (populations less than 30,000), conducted between February and September 2022.

Note: Percentages less than 4% are not displayed on charts. Sums (e.g., totals) may differ by $\pm 1\%$ due to rounding.

Executive summary

95% of citizens are satisfied with the quality of life in Ponoka today

- While 50% say it has stayed the same in recent years, equal proportions feel that quality of life has improved (23%) or worsened (23%).
- Satisfaction with quality of life is comparable to that of other small communities across Alberta (92%).

Parks and recreation facilities, Town and community factors, Amenities, and Social Services are mentioned most frequently by citizens as contributors to the quality of life in the Town.

Issues related to ***Crime*** and ***Parks, Recreation, and Culture*** are mentioned most frequently among citizens' most important community issues to address

Satisfaction with several services have a significant impact on citizens' perception of the overall level and quality of services provided.

Efforts to maintain and improve overall service satisfaction would be best focused on:

- **Maintaining** high satisfaction levels with ***Fire Protection Services***
- **Increasing** satisfaction with ***Road and Sidewalk maintenance*** and ***Recreation facilities***

Several key performance metrics have improved since 2019.

Today, a greater proportion of citizens today say they are satisfied with:

- The **quality of services provided** (93%, compared to 81% in 2019)
- **How the Town is run** by Town Council and Administration (84%, compared to 71% in 2019)
- The **value they get for their tax dollars** (84%, compared to 68% in 2019)
- The **quality of information and communications received** (89%, compared to 79% in 2019); and
- The **Town website** (96% among those who have used in the past year, compared to 90% in 2019)

Overall, there is more support for increasing taxes and user fees to maintain current service levels (49%) than there is for cuts to existing services to balance the budget (37%).

Detailed results

Quality of Life



95% of citizens are satisfied with the quality of life in Ponoka today

- 71% rate quality of life as ‘Good’ or ‘Very good’. Another 24% indicate rate it ‘acceptable’.
- 78% of citizens aged 55+ rate quality of life ‘good’ or ‘very good’ (compared to 65% aged 18-34, and 64% aged 35-44)

For approximately half, quality of life has ‘stayed the same’ in recent years

- While 50% say it has stayed the same in recent years, equal proportions feel that quality of life has improved (23%) or worsened (23%).
- However, 30% of persons in lower income households (less than \$60,000/year) say their quality of life has worsened in recent years (compared to 18% with a household income over \$60,000)

Quality of life in Ponoka is comparable to other small communities in Alberta

- Across other small communities in Alberta, 92% are satisfied with the quality of life their community offers, although a greater proportion in other small communities feel that quality of life has ‘worsened’ in recent years (33% in other small communities, compared to 23% in Ponoka).

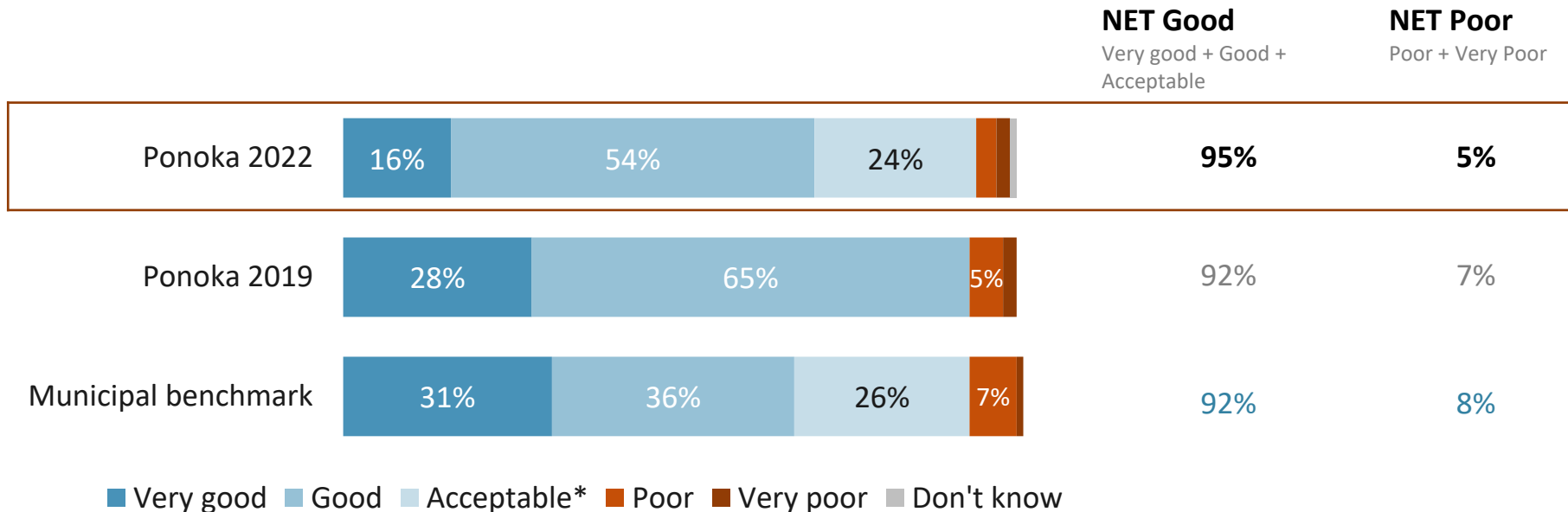
When asked what factors most contribute to quality of life in Ponoka, the most common mentions relate to:

- **Parks and recreation facilities** (e.g., *Good/ enough parks/ trails/ green spaces*)
- **Town and community factors** (e.g., *Small town/ small town feel, Friendly community/ people*)
- **Amenities** (e.g., *More/ good businesses/ shopping activities*)
- **Social Services** (e.g., *Good/ enough/ access to services/ facilities*)

Compared to 2019, mentions related to **Parks and recreation facilities** (32% in 2022, 22% in 2019) and **Amenities** (22% in 2022, 15% in 2019) are more common. Mentions related to **Taxation and municipal government** spending are less common in 2022 (3% in 2022, 7% in 2019).

- **Parks and recreation facilities** are more likely to be mentioned as factors by those with children under 18 (41%, compared to 28% of citizens without children).
- **Municipal Government services** are more likely to be mentioned as factors by citizens aged 35 to 54 (20%, compared to 7% aged 18-34, and 12% aged 55 or over).

Overall Quality of Life

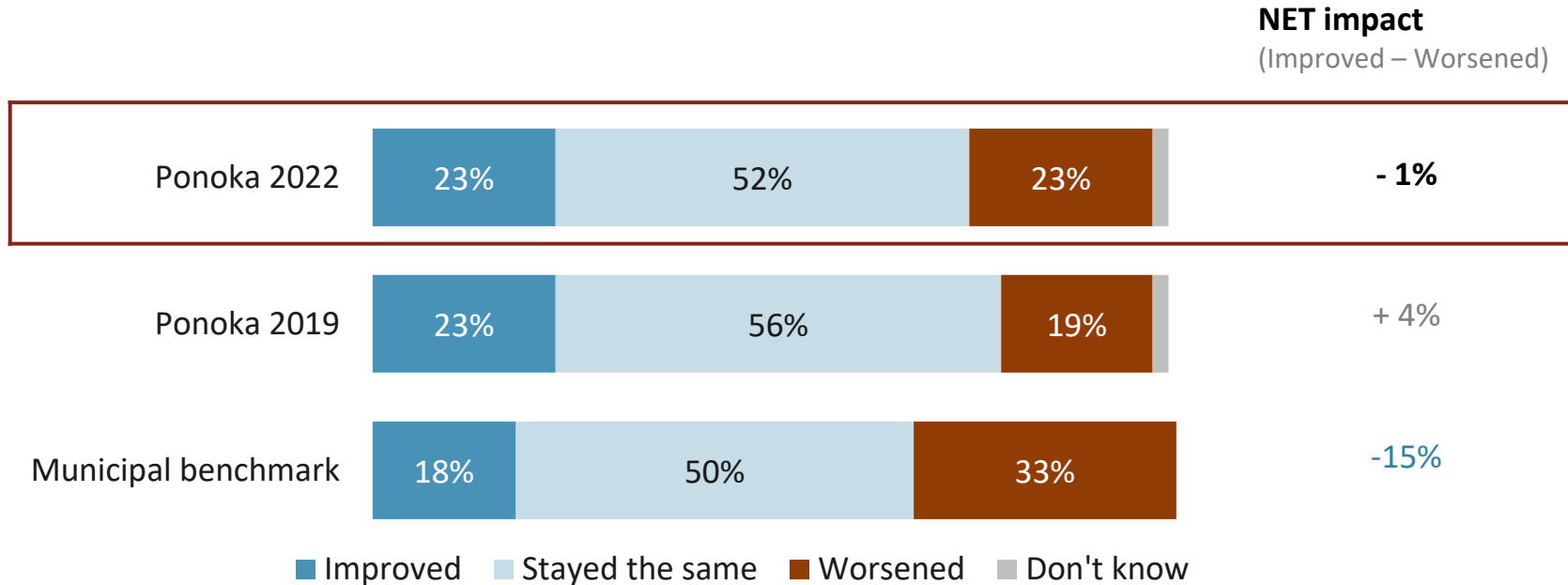


Base: Total Answering; n=401 (2022), n=400 (2019), n=257 (Municipal Benchmark)

QL2: How would you rate the overall quality of life in The Town of Ponoka today? Would you say it is...

Individual percentages may not add up to totals due to rounding. * Response option added in 2022

Perceived change in Quality of Life

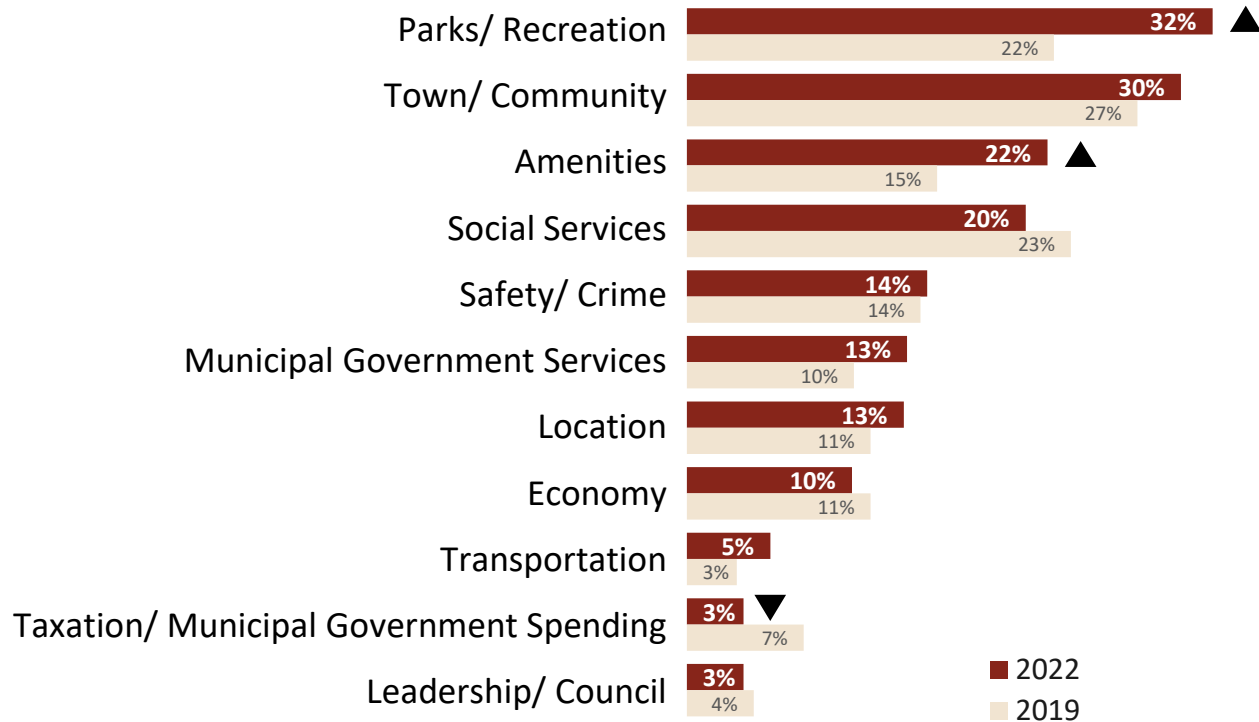


Base: Total Answering; n=401 (2022), n=400 (2019), n=259 (Municipal Benchmark)

QL3: Do you feel that the quality of life in The Town of Ponoka in recent years has...?

Individual percentages may not add up to totals due to rounding.

Factors contributing to a high quality of life (up to 3 mentions)



Base: Total Answering (n=401)

QL4: What would you say are the three most significant factors that contribute to a high quality of life in Ponoka? [Coded from verbatim responses]

Factors contributing to a high quality of life (Top 4 Categories)

Parks/Recreation		Town/Community		Amenities		Social services	
31%		30%		22%		20%	
Categories representing 3% or more of all mentions							
Parks/ trails/ green spaces	10%	Small town/ small town feel	8%	More/ good businesses/ shopping activities	17%	Access to services/ facilities (unspecified)	8%
Recreational facilities	5%	Friendly community/ people	7%	More/ good/ accessible amenities	3%	Good/ improved health services	3%
Activities/ programs for kids	4%	Good community/ neighbourhood	5%			Good hospitals/ medical facilities	3%
Activities/ programs for everyone	3%	Quiet/ peaceful town	5%				
		The people/ residents (unspecified)	3%				
		Close community	3%				

Evaluation of Town Services



Summary: Importance of Town Services



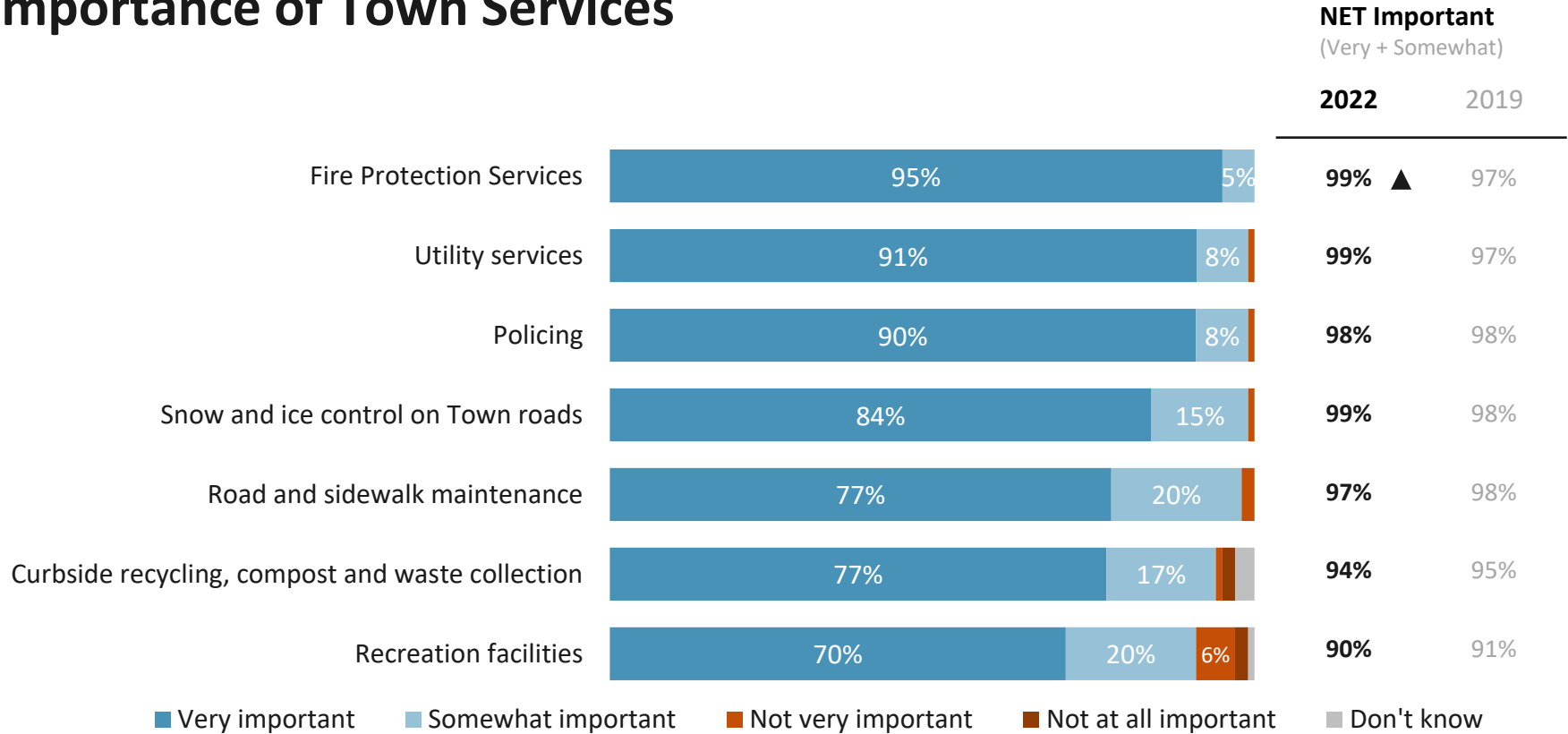
Compared to other services, a **greater** proportion of citizens place high importance on **Fire Protection services** (95%), **Utility services** (91%), and **Policing** (90%).

Compared to other services, a **smaller** proportion of citizens place high importance on **Special community events** (44%), **Animal control services** (38%), and **Downtown revitalization** (34%).

Compared to 2019, a greater proportion of citizens place high importance on Special community events (44%, compared to 39% in 2019).

- **Recreation facilities** are 'Very important' to a greater proportion of citizens with children under 18 (87%, compared to 63% without children).
- **Policing services** are 'Very important' to a greater proportion of citizens over the age of 55 (94%, compared to 79% under 35 year of age).

Importance of Town Services

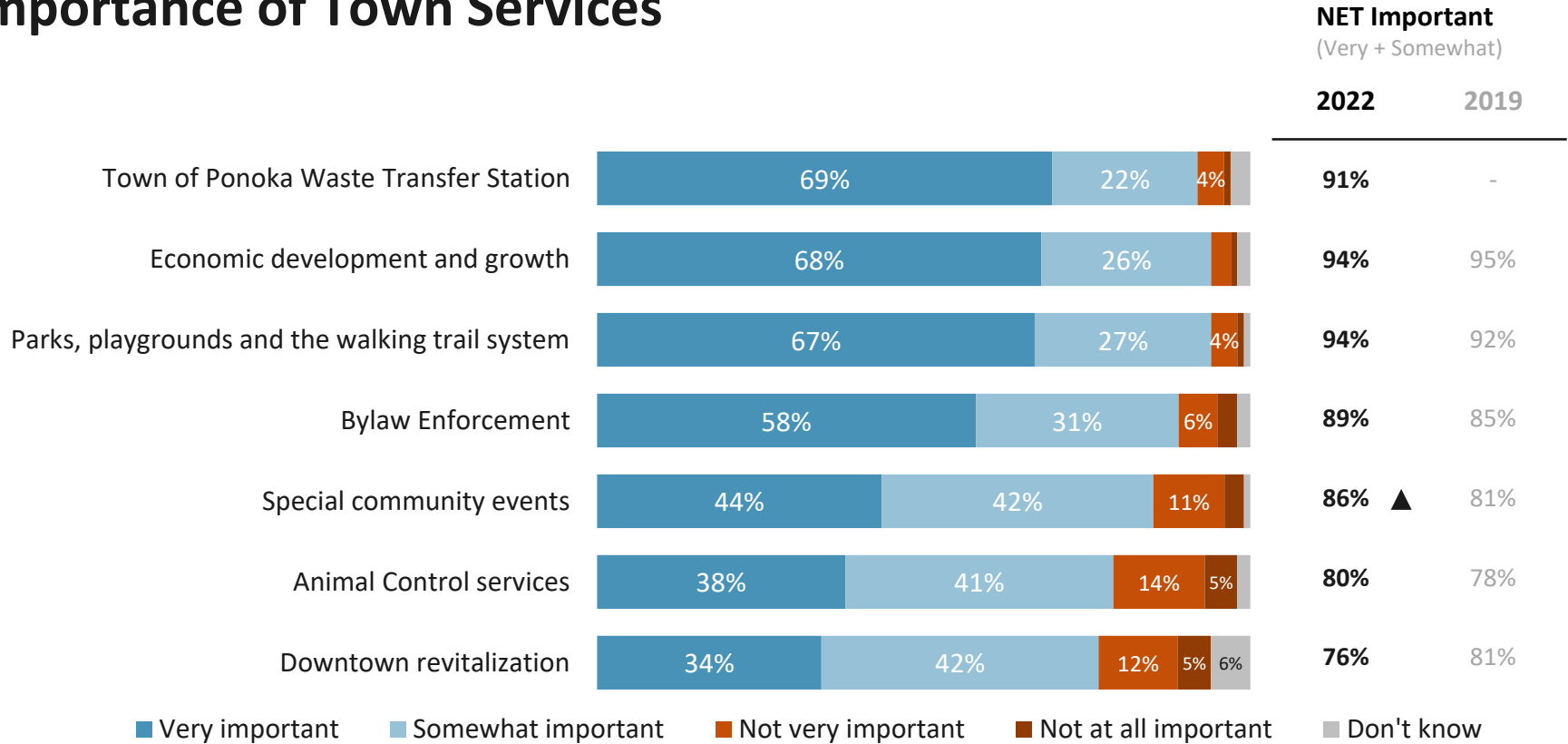


Base: Total Answering; n=401 (2022), n=400 (2019)

CV2: How would you rate this service? Would you say this is very important, somewhat important, not very important or not at all important?

Individual percentages may not add up to totals due to rounding.

Importance of Town Services



Base: Total Answering; n=401 (2022), n=400 (2019)

CV2: How would you rate this service? Would you say this is very important, somewhat important, not very important or not at all important?

Individual percentages may not add up to totals due to rounding.

93% of citizens are satisfied with the overall level and quality of services

- A greater proportion of citizens are satisfied with town services today, than in 2019 (81%).
- For comparative purposes, 84% of Albertans in small communities are satisfied with services provided.

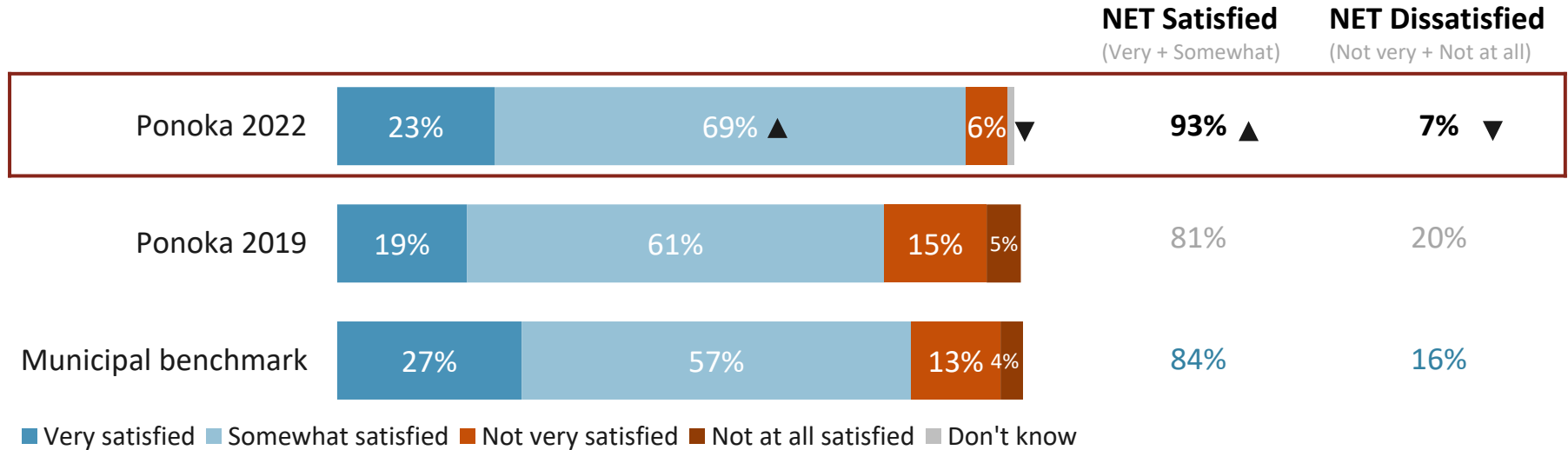
Compared to other services, a **greater** proportion of citizens are satisfied with the delivery of *Fire Protection services* (94%), *Special community events* (94%), *Utility services* (93%), *Town of Ponoka Waste Transfer Station* (92%), and *Curbside recycling, compost and waste collection* (89%).

Compared to other services, a **smaller** proportion of citizens are satisfied with the delivery of *Downtown revitalization* (72%), *Economic development and growth* (72%), *Bylaw Enforcement* (70%), and *Snow and ice control on Town roads* (68%).

Several services satisfy a greater proportion of citizens in 2022 than in 2019: *Recreation facilities* (+ 15%), *Parks, Playgrounds, and trails* (+ 8%), *Special community events* (+ 9%), *Economic development and growth* (+ 9%), and *Waste collection* (+ 5%).

- Compared to older citizens, a **greater** proportion of younger citizens (age 18-34) are satisfied with the delivery of *Bylaw enforcement* (82%) and *Animal Control services* (89%)
- Compared to older citizens, a **smaller** proportion of younger citizens (age 18-34) are satisfied with the delivery of *Snow and ice control on Town roads* (50%), *Curbside recycling, compost and waste collection* (81%).

Overall satisfaction with level and quality of services

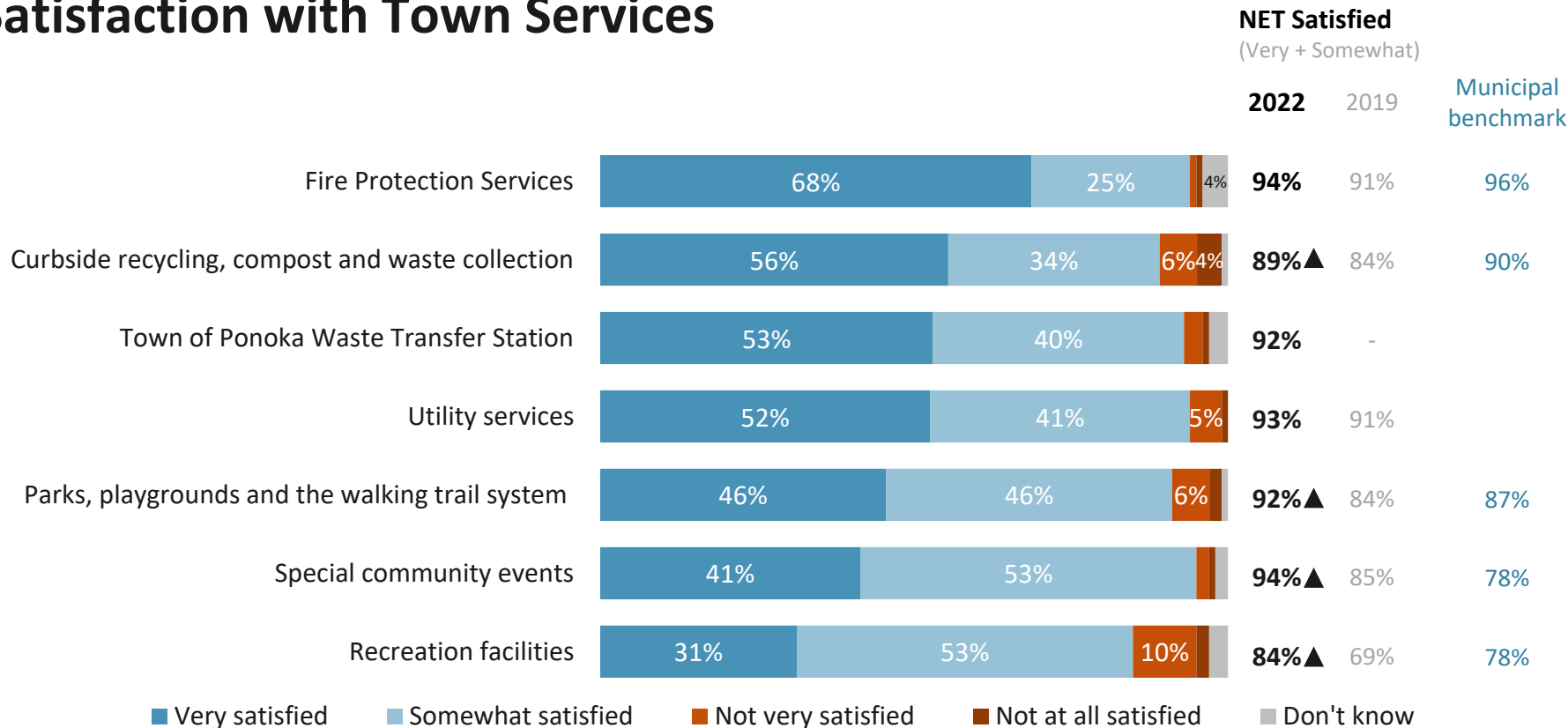


Base: Total Answering; n=383 (2022), n=400 (2019), n=259 (Municipal Benchmark)

CV1: How satisfied are you with the overall level and quality of services provided by The Town of Ponoka? Would you say you are...

Individual percentages may not add up to totals due to rounding.

Satisfaction with Town Services

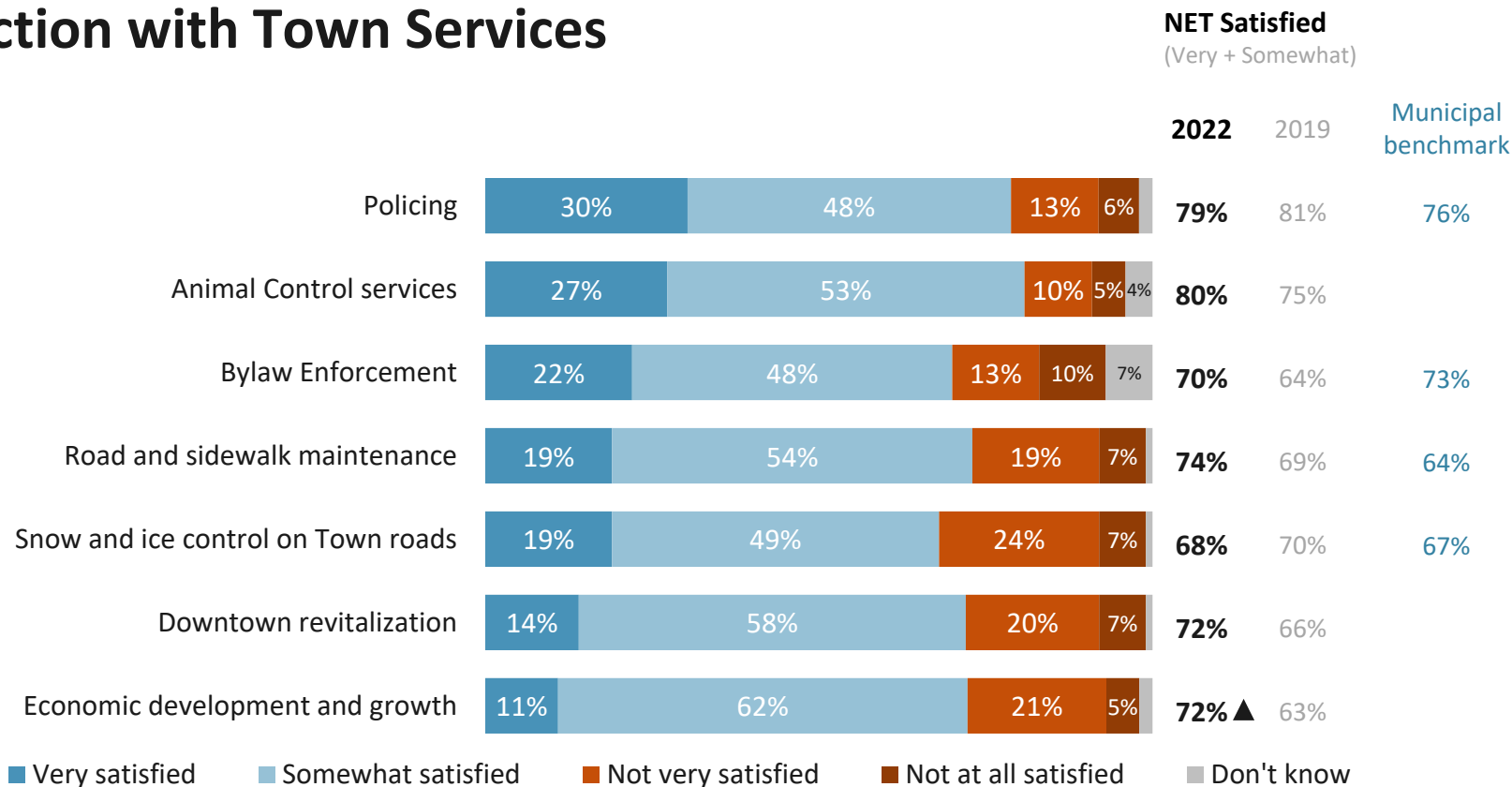


Base: Total Answering n=372-400 (2022)

CV3: And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with [service] that the Town is providing?

Individual percentages may not add up to totals due to rounding.

Satisfaction with Town Services



Base: Total Answering n=372-400 (2022)

CV3: And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with [service] that the Town is providing?

Individual percentages may not add up to totals due to rounding. *Alberta Provincial average: February - September 2022 (n=1258-1456)

Satisfaction with several services have a significant impact on citizens' perception of the overall level and quality of services provided:

- *Fire Protection Services*
- *Utility services*
- *Recreation facilities*
- *Parks, playgrounds and the walking trail system; and*
- *Road and sidewalk maintenance*

Given the relative impact and performance (current satisfaction level) with each of these services, efforts to maintain or improve overall service satisfaction would be best focused on:

- **Maintaining** high satisfaction levels with *Fire Protection Services*
- **Increasing** satisfaction with *Road and Sidewalk maintenance* and *Recreation facilities*

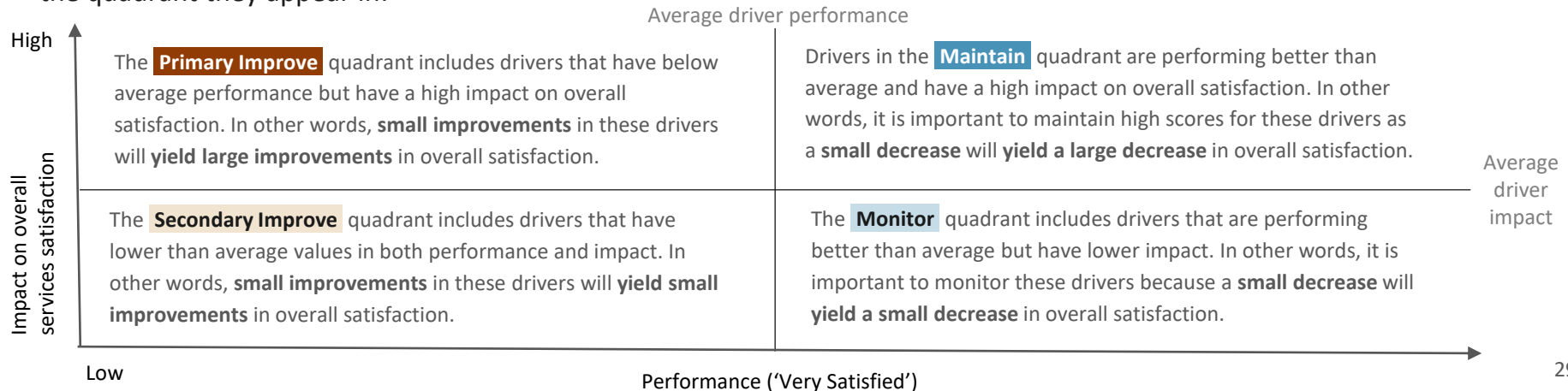
Key Driver Analysis: Methodology



Key Driver Analysis is a statistical modelling technique for identifying attributes that have the greatest impact or potential to create a desired outcome. For this study, the key driver analysis was used to determine which of the assessed services are best at predicting a high level of citizen satisfaction with the level and quality of services provided. The results from this analysis tell us:

- (a) Which services have the greatest impact on citizen's being 'very satisfied' with overall service delivery; and
- (b) How much we would expect the overall satisfaction score to increase with a 10% *relative* increase in performance of that service.

To help determine which drivers should be targeted for improvement, it is useful to look at both the impact a service can have on citizens being 'very satisfied' with overall service delivery as well as the current performance of that service (% 'Very satisfied'). This is done by plotting each driver on a quadrant chart and grouping each driver by the quadrant they appear in:



Key Drivers of overall satisfaction with services



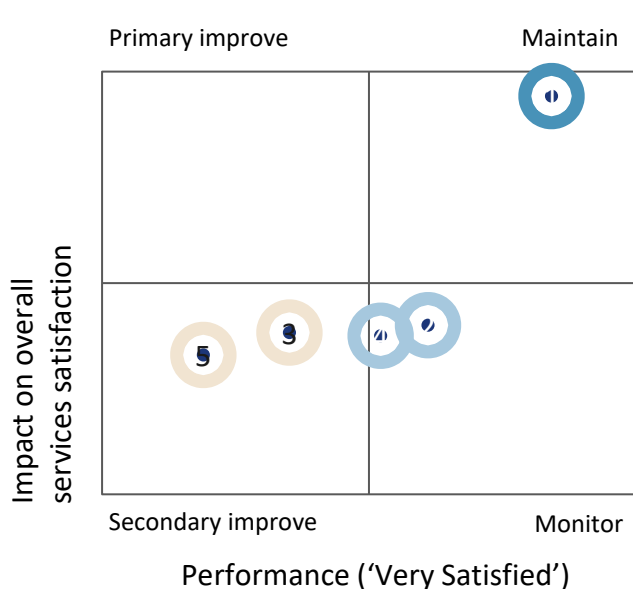
Of the 14 town services evaluated, 5 'drivers' were identified: *Fire Protection Services, Utility services, Recreation facilities, Parks, playgrounds and the walking trail system, and Road and sidewalk maintenance.*

Efforts to maintain or improve overall service satisfaction levels should focus on:

1. Maintaining high satisfaction with *Fire Protection Services*
2. Increasing satisfaction *Road and Sidewalk maintenance* and *Recreation facilities*

Example

The Key Driver Analysis predicts that a 10% increase in the proportion of citizens who are 'very satisfied' with *Fire Protection Services* (from 72% to 79%*) would increase overall satisfaction with Town services by 3.3% (from 23.5% to 24.3%).



	Very satisfied	Impact
1 Fire Protection Services	72%	3.3
2 Utility services	54%	1.7
3 Recreation facilities	33%	1.6
4 Parks, playgrounds and the walking trail system	47%	1.6
5 Road and sidewalk maintenance	20%	1.5
6 Policing	31%	-
7 Bylaw Enforcement	24%	-
8 Animal Control services	28%	-
9 Curbside recycling, compost and waste collection	57%	-
10 Town of Ponoka Waste Transfer Station	55%	-
11 Snow and ice control on Town roads	20%	-
12 Downtown revitalization	14%	-
13 Economic development and growth	10%	-
14 Special community events	42%	-

Investment in Town services



More than 50% of citizens would like to see more investment in:

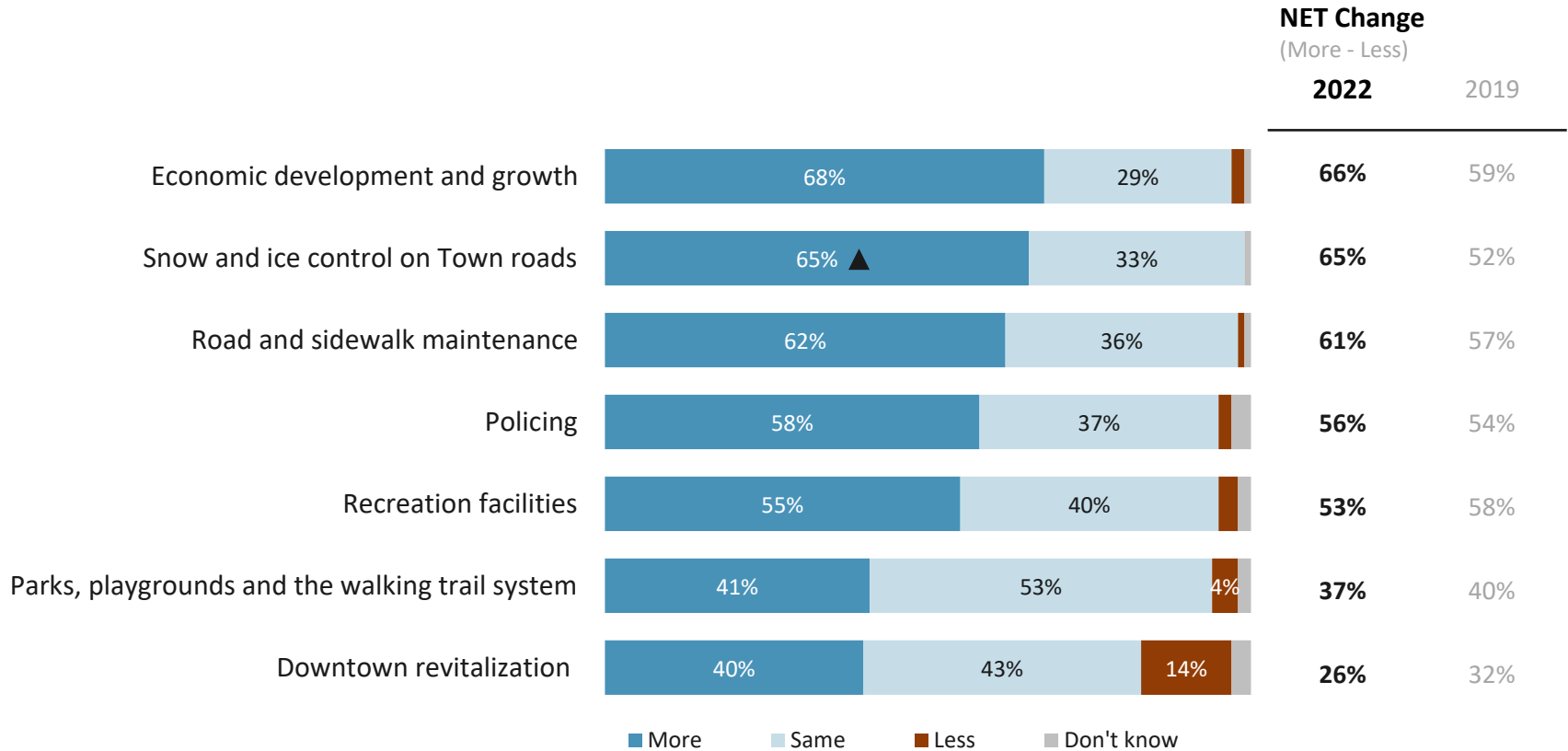
- *Economic growth and development*
- *Snow and ice control*
- *Road and sidewalk maintenance*
- *Policing; and*
- *Recreation facilities*

Compared to 2019, a greater proportion of citizens would like to see more investment in *Snow and ice control* (65% in 2022, 54% in 2019).

Compared to other citizens, a greater proportion of citizens:

- **Aged 18-34** would like more investment in *Snow and ice control* (74%), and *Parks, playgrounds and trails* (50%)
- **Aged 35-54** would like more investment in *Recreation facilities* (73%), *Economic Growth and development* (77%), and *Downtown revitalization* (50%)
- **Parents of children under 18** would like more investment in *Recreation facilities* (79%)

Investment in Town Services

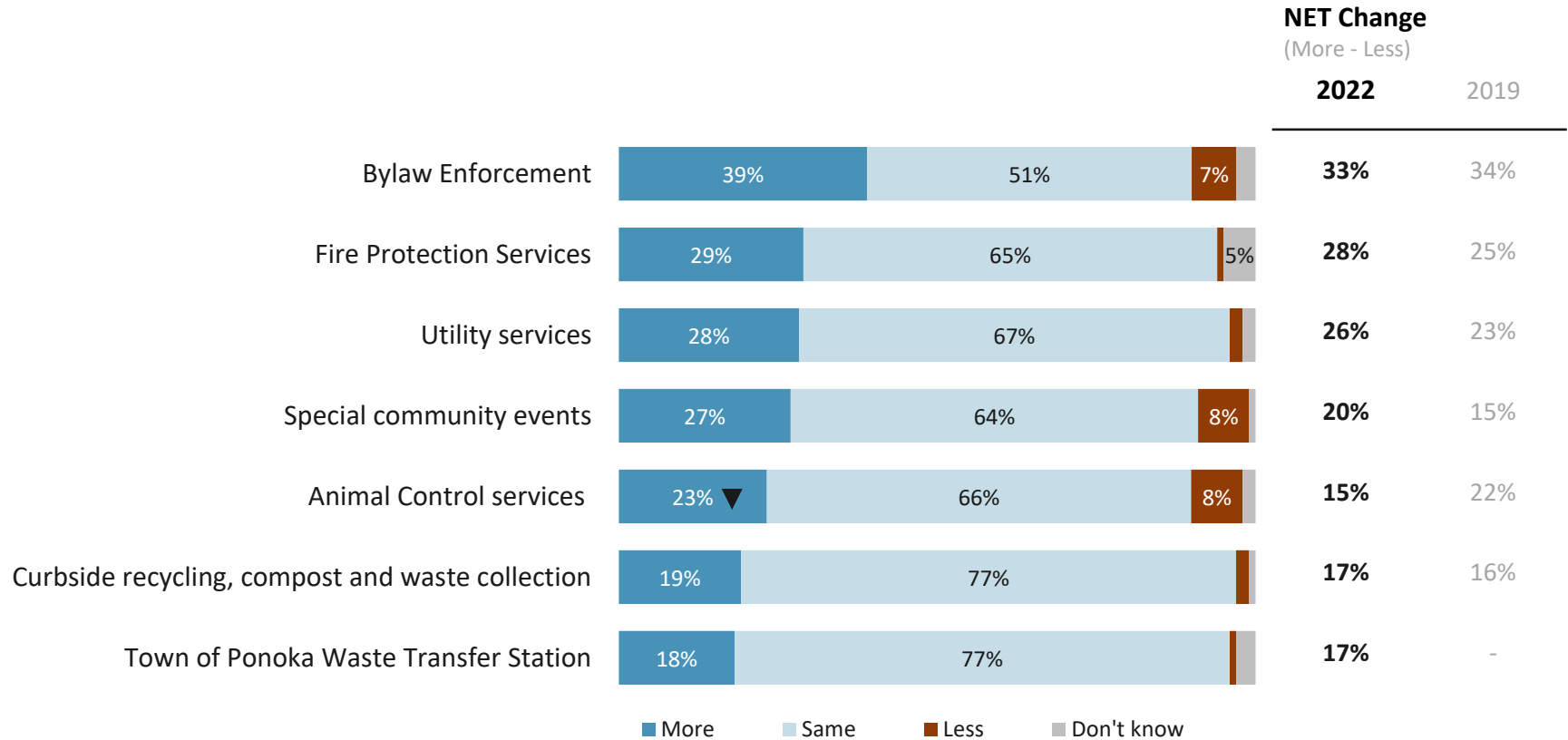


Base: Total Answering (n=372-400)

CV4: Do you think the Town should invest more, less or the same amount in...

Individual percentages may not add up to totals due to rounding.

Investment in Town Services (continued)



Base: Total Answering (n=372-400)

CV4: Do you think the Town should invest more, less or the same amount in...

Individual percentages may not add up to totals due to rounding.

Taxation



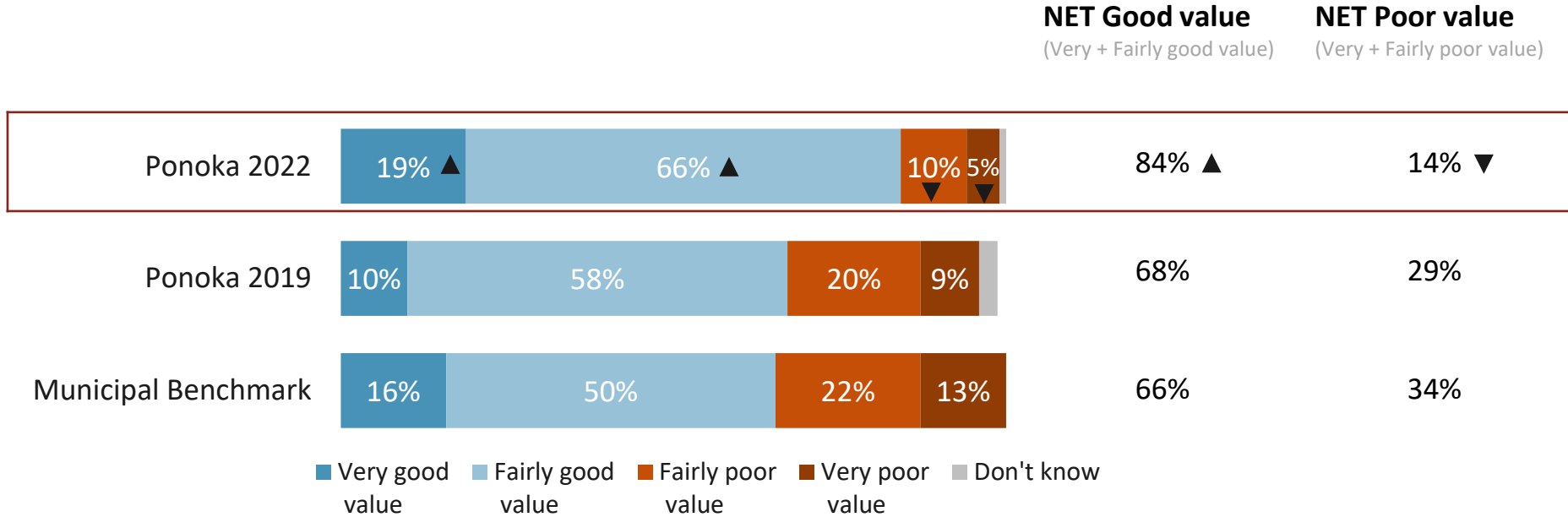
84% of citizens say the programs and services received are a ‘good’ value for their tax dollars

- Perceived value is higher today than in 2019 when only 68% felt they were getting good value.
- For comparative purposes, 66% of Albertans in small communities think they get good value for their tax dollars.

There is more support for increasing taxes and user fees to maintain current service levels (49%) than there is for cuts to existing services to balance the budget (37%).

Compared to older age groups, younger residents (aged 18-34) are more divided on budgeting strategies: 48% would prefer service cuts services, while 45% would be in favour of increasing taxes to maintain current service levels.

Value for Taxes

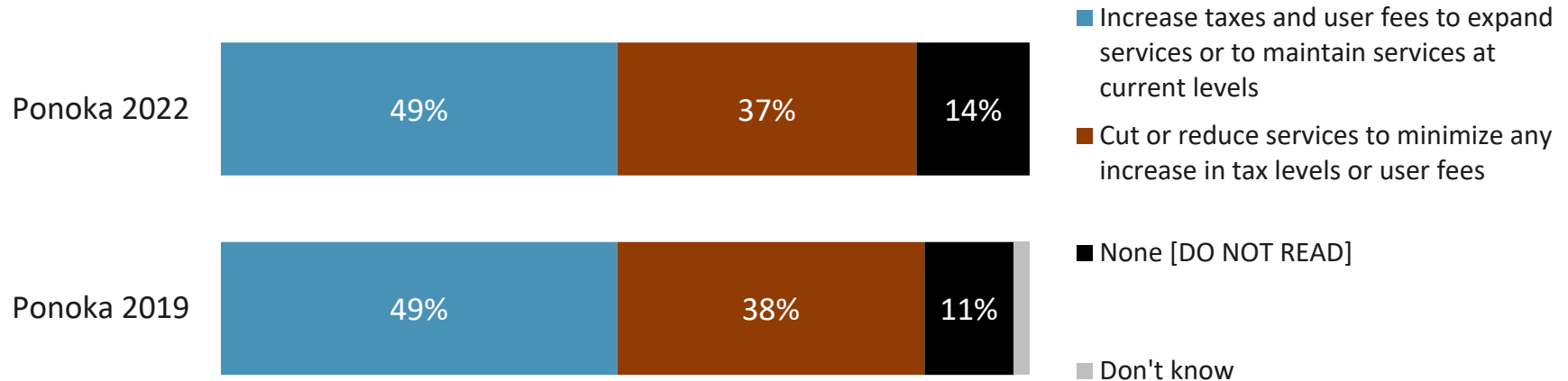


Base: Total Answering; n=401 (2022), n=400 (2019), n=243 (Municipal Benchmark)

T2: Thinking about all the programs and services you receive from The Town of Ponoka how would you rate the overall value you get for your tax dollars? Would you say you get...

Individual percentages may not add up to totals due to rounding.

Budget balancing approach



Base: Total Answering; n=401 (2022), n=400 (2019)

T3: Municipal property taxes and user fees for services, such as Town utilities, are the primary way to pay for services and programs provided by the Town of Ponoka. Due to the increasing cost of maintaining current service levels and infrastructure, the Town must balance taxation and user fees with service delivery levels. With this in mind, which of the following options would you most like the Town to consider to achieve a balanced budget in the coming year?

Individual percentages may not add up to totals due to rounding.

Issue agenda



Issues related to ***Crime*** and ***Parks, Recreation, and Culture*** are mentioned most frequently among citizens' most important community issues

- Crime-related issues were mentioned by 26% of citizens, including priorities around *Policing/ law enforcement* (15%), *Crime prevention/ control* (8%), and *Safety* (8%).
- Parks, Recreation, and Culture issues were mentioned by 20% of citizens, and including priorities around *More/ better recreational facilities/ centre* (6%), *More/ better parks/ trails/ green spaces* (6%).

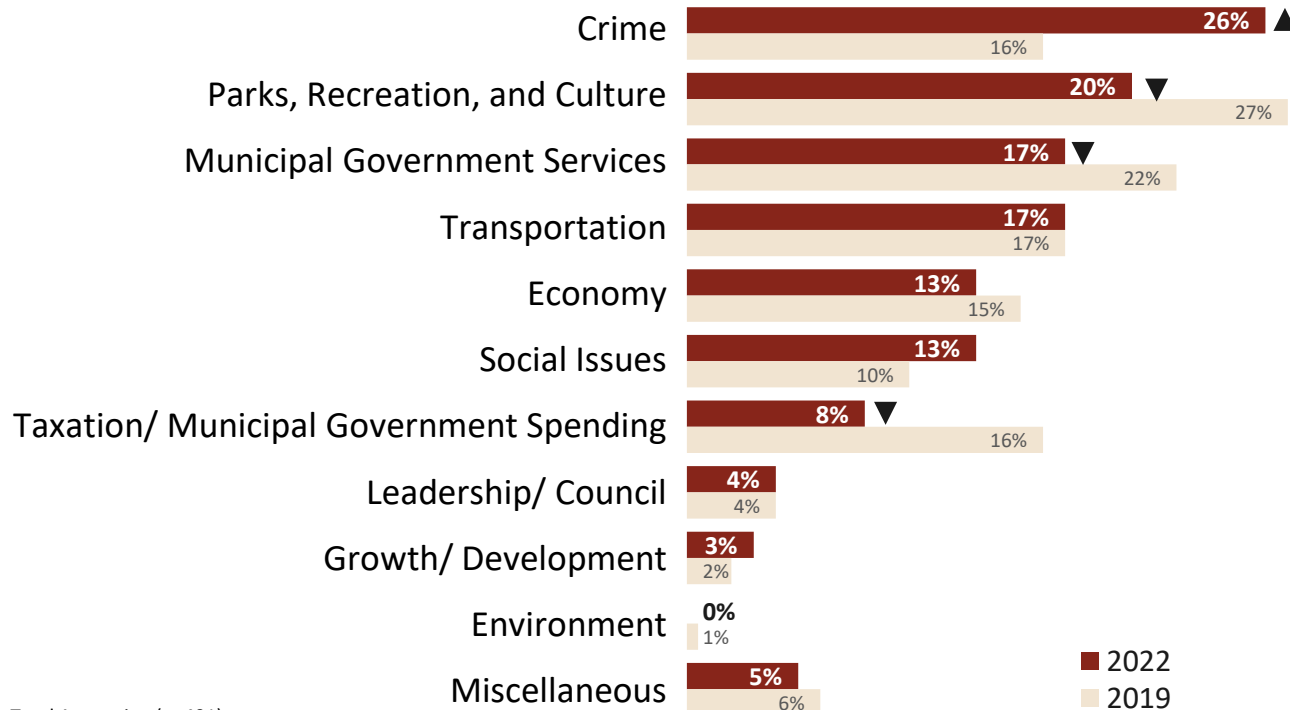
Other specific priorities, highlighted by more than 5% of citizens included:

- Improve roads/ streets (10%); and
- Grow business sector/ attract more businesses (7%).

Compared to other citizens, a greater proportion of:

- **Parents of children under 18** mention priorities for Parks, Recreation, and Culture (33%)
- **Citizens in lower-income households** (Less than \$60K/year) mention priorities related to Social issues (18%)

Most important community issues (up to 3 mentions)



Base: Total Answering (n=401)

QL1: In your view, as a resident of The Town of Ponoka, what is the most important priority or topic facing your community that you feel should receive the greatest attention from your local municipal leaders? [Coded from verbatim responses]

Communication and Customer Service

89% of citizens are satisfied with the overall level and quality of information and communications provided

- A greater proportion are satisfied with information and communication today, than were in 2019 (79%).
- Ponoka News newspaper (74%), Social media (53%), Website (52%), and Hometown Weekly News page (50%) are the most common ways Town information is reaching its citizens. However, the first preferred communication channel varies by age group:
 - **Age 18-34:** Social media (46%)
 - **Age 35-54:** Social media (33%), Website (33%)
 - **Age 55+:** Ponoka News newspaper (37%)

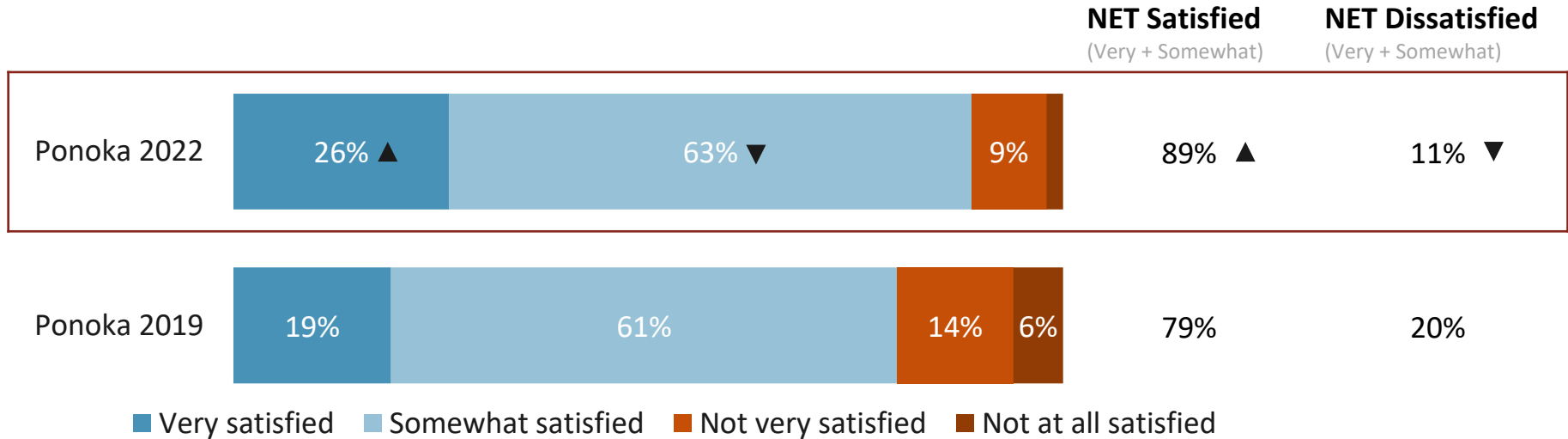
52% have accessed information via the Town website in the past year

- Among those who have visited the newly-launched site, 96% say they are satisfied with it (up from 90% in 2019)

87% of those who've had personal contacts or dealings with the Town or one of its employees in the past year are satisfied with the service they received

- A relatively similar proportion, compared to 2019 (84%).

Overall Satisfaction with information and communications

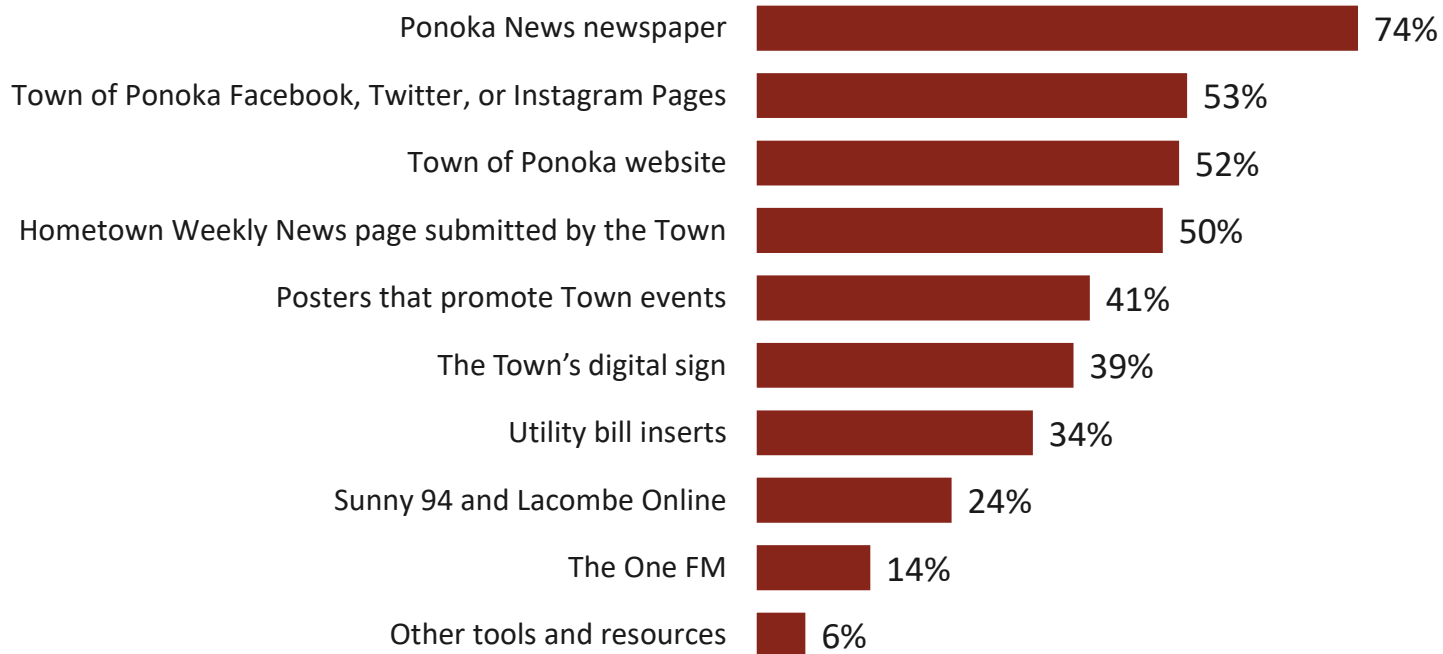


Base: Total Answering; n=401 (2022), n=400 (2019)

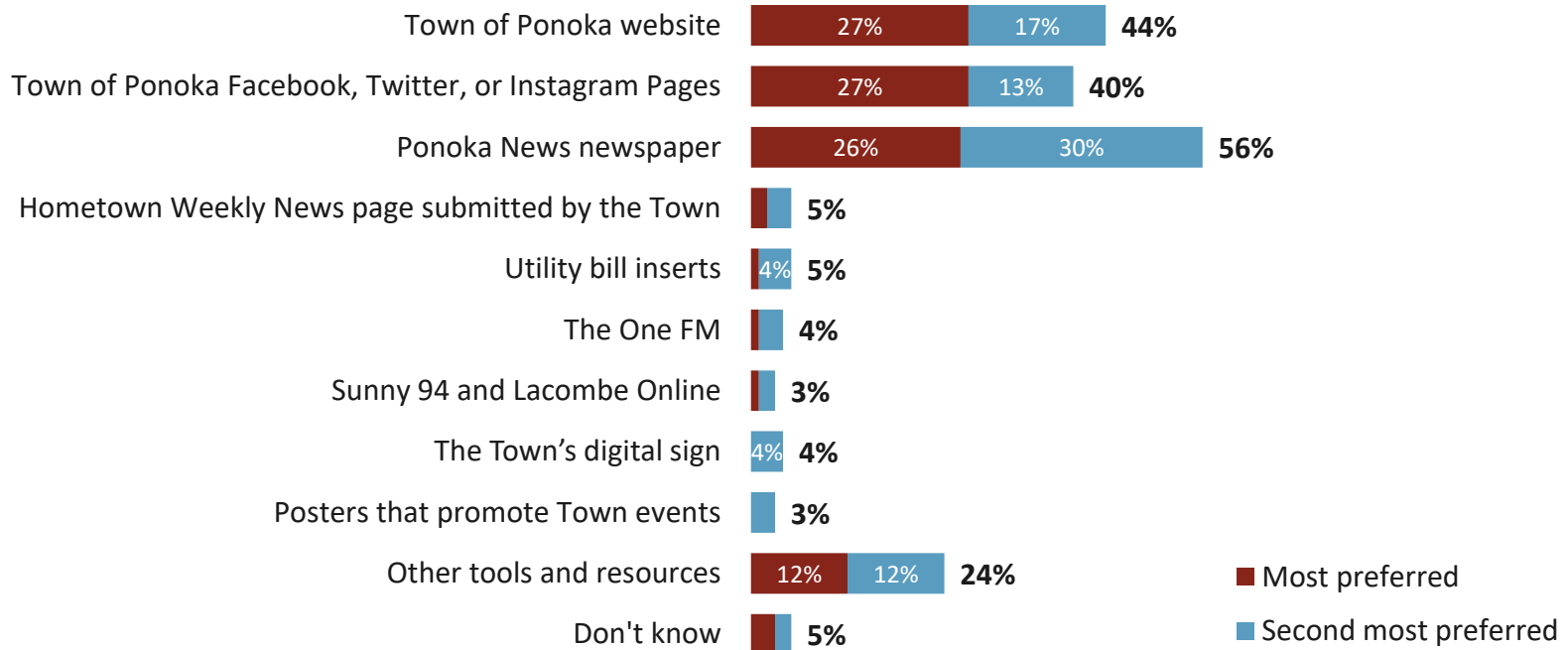
C1: How satisfied are you with the overall level and quality of information and communications provided by The Town of Ponoka? Would you say you are...

Individual percentages may not add up to totals due to rounding.

Resources used for Town information



Preferred method for accessing information

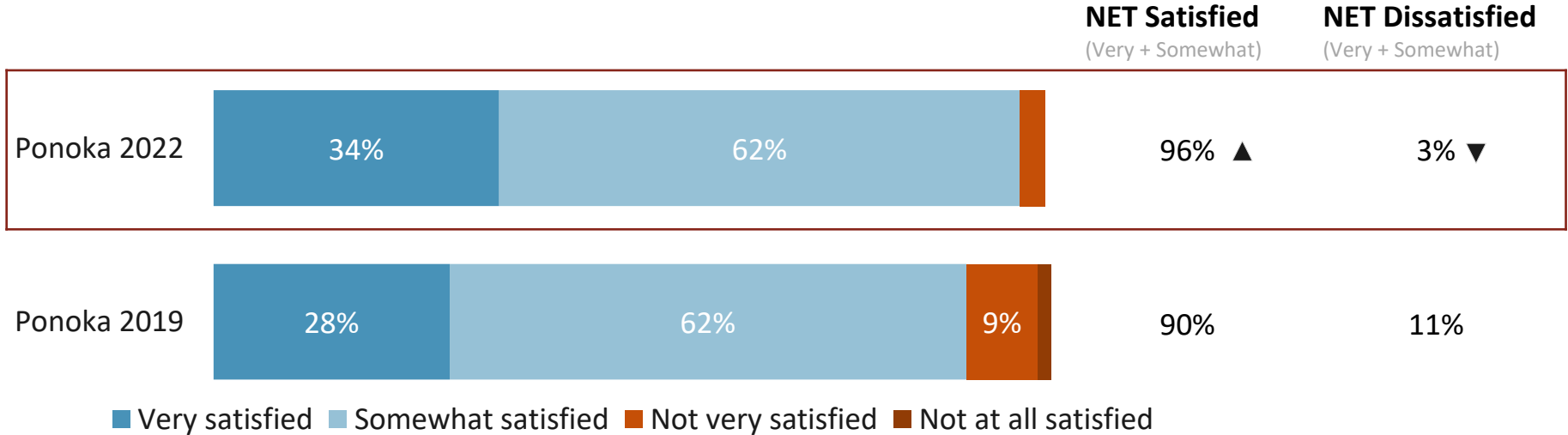


Base: Population (n=401)

C3: What would be your most preferred way of accessing information about The Town of Ponoka?

C4: And what would be your second most preferred way of accessing information about The Town of Ponoka?

Overall satisfaction with website

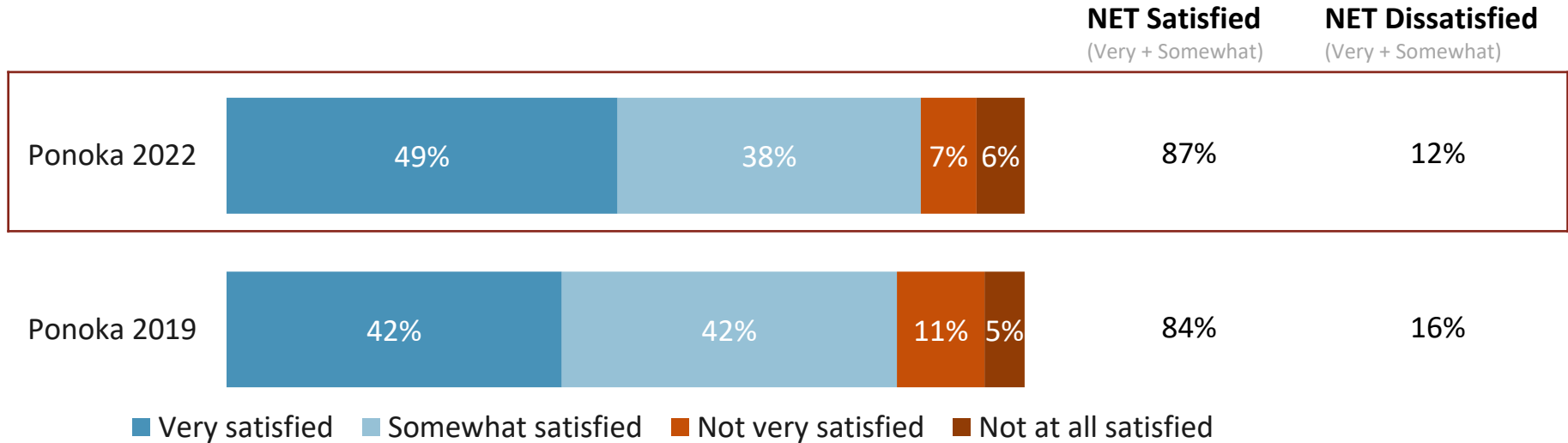


Base: Total Answering; n=201 (2022), n=200 (2019)

C5: The Town of Ponoka launched a new website in 2021. You mentioned that you have been to the Town's website this past year. How would you rate your overall satisfaction with the Town's website? Would you say you are...

Individual percentages may not add up to totals due to rounding.

Satisfaction with customer service received



Base: Total Answering; n=274 (2022), n=303 (2019)

C13: Thinking about any personal contacts or dealings you have had with The Town of Ponoka or one of its employees in the past year, how satisfied or dissatisfied are you with the overall service you received? Would you say you are...

Individual percentages may not add up to totals due to rounding.

Performance of Town Government



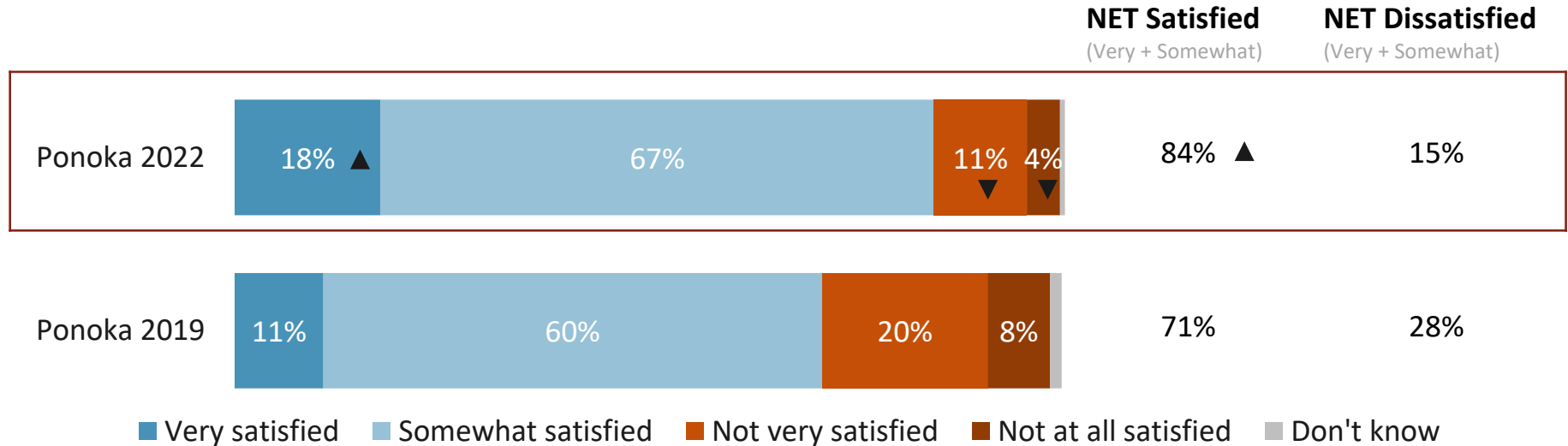
84% are satisfied with how the Town is run by Town Council and Administration

- A greater proportion are satisfied with how the Town is run today, than were in 2019 (71%).

The majority of citizens agree that the Town is open and inclusive when it comes to opportunities for citizen input

- *The Town of Ponoka municipal government fosters a town that is inclusive and accepting of all (84% agree)*
- *The Town of Ponoka practices open and accessible government (80% agree)*
 - Agreement higher among **parents of children under 18** (86%), compared to other citizens
- *The Town provides citizens with opportunities to have meaningful input into decision-making (75% agree)*

Performance of Town Council and Administration



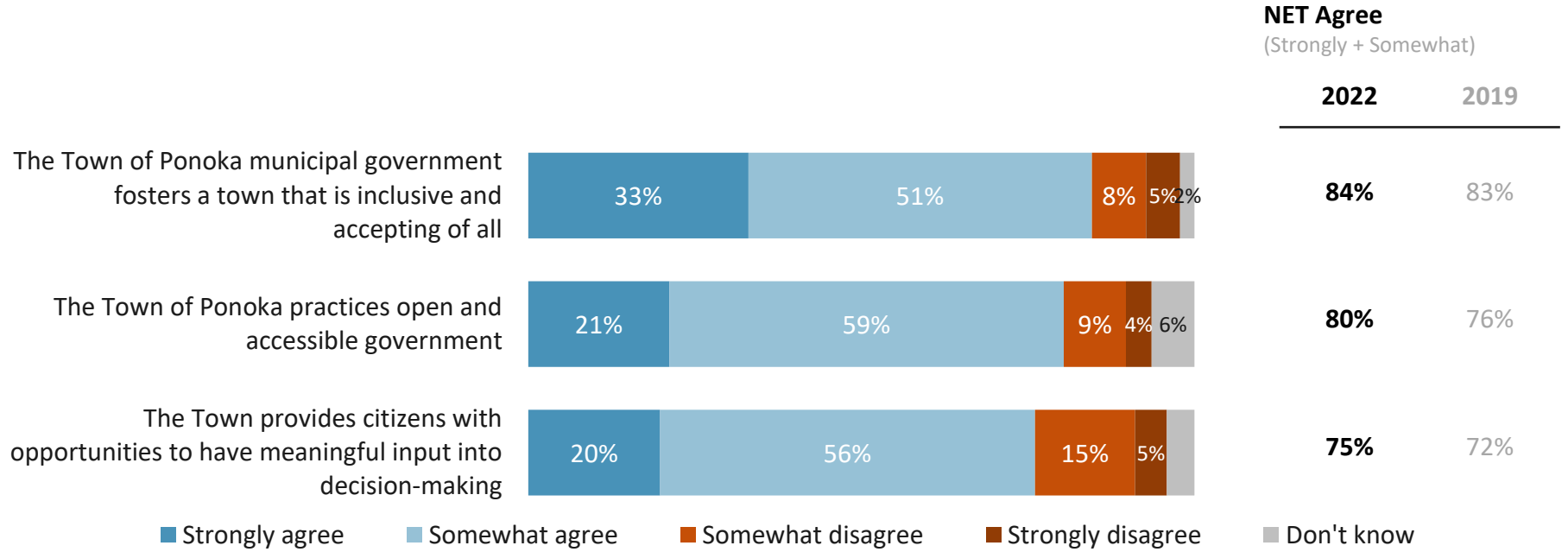
Base: Total Answering; n=401 (2022), n=400 (2019)

C8: The Town of Ponoka is comprised of Town Council whose job is to govern the Town; and Town Administration whose job is to manage and deliver services and to run and maintain facilities and infrastructure for the community. Taking everything into account, how satisfied or dissatisfied are you with the way The Town of Ponoka runs our Town? Are you...?

Individual percentages may not add up to totals due to rounding.



Attitudes toward Town leadership



Base: Total Answering; n=401 (2022), n=400 (2019)

C11: Thinking about your personal dealings with The Town of Ponoka, your general impressions and anything you may have read, seen or heard, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about The Town?

Individual percentages may not add up to totals due to rounding.

Respondent profile

Respondent profile



	Weighted %	Unweighted n
Age group		
18 to 24 years old	12%	36
25 to 34 years old	14%	44
35 to 44 years old	16%	43
45 to 54 years old	14%	37
55 to 64 years old	15%	79
65 years or old	30%	162

	Weighted %	Unweighted n
Gender identity		
Male	48%	186
Female	52%	215
Non-binary or another	0%	0
Prefer not to answer	0%	0

	Weighted %	Unweighted n
Primary language spoken in household		
English	95%	386
Tagalog	4%	12
Cree	0%	0
Other	1%	3
Prefer not to answer	0%	0

	Weighted %	Unweighted n
Persons living in household		
1	20%	94
2	39%	179
3	14%	46
4	11%	34
5 or more	15%	47
Prefer not to answer	0%	1

Respondent profile



	Weighted %	Unweighted n
Children living in household		
Yes	29%	86
No	71%	314
Prefer not to answer	0%	1

	Weighted %	Unweighted n
Annual household income		
Less than \$30,000	14%	58
\$30,000 to just under \$60,000	23%	97
\$60,000 to just under \$90,000	20%	87
\$90,000 to just under \$120,000	18%	65
\$120,000 or more	16%	56
Prefer not to answer	9%	38

	Weighted %	Unweighted n
Highest level of education obtained		
Have not completed high school	7%	31
Completed high school	23%	92
Some post-secondary or completed a college diploma	47%	187
Completed university degree or post-grad degree	21%	87
Prefer not to answer	1%	4

Appendix

Survey instrument

2022 Citizen Satisfaction



Town of Ponoka

Languages: English, Tagalog

Int0

Hi, I am _____ and I'm calling from Advanis on behalf of the Town of Ponoka. We are conducting a study to get feedback and opinions from citizens' regarding Town services and facilities.

Before we begin, are you 18 years of age or older and do you live or own property in the Town of Ponoka?

(If asked: they survey will take approximately 15-20 minutes)

- 1 Yes, 18 or older and in Ponoka / Continue
- 2 No, under 18
- 3 No, does not live or own property in Ponoka
- 4 Prefer not to answer / Refused
- 5 Call back later

InRef *Show if OutboundRef*

Code Refusal.

Status Code: 1000

InCB *Show if OutboundCB*

Thank you for your time, goodbye.

Status Code: 1001

Term1a *Show if Under 18*

For this survey, we need to interview people who are at least 18 years of age. Unfortunately, I will have to end the interview at this point. Thank you so much for your time.

Status Code: 501

Term1b *Show if Not Ponoka*

For this survey, we need to interview people who live in the Town of Ponoka. Unfortunately, I will have to end the interview at this point. Thank you so much for your time.

Status Code: 502

Term1c *Show if Refuse Age or location*

For this survey, we need to interview people who are at least 18 and live in the Town of Ponoka. Without confirming this information with you, I will unfortunately have to end the interview at this point. Thank you so much for your time.

Status Code: 503

S2

Before we begin, I want to let you know that if you agree to participate in the survey, all your responses will be kept confidential and anonymous. You will not be personally identified in compliance with the Freedom of Information and Protection of Privacy Act, Section 33(c). Note that this call may be recorded for quality control purposes.

IF NEEDED: For additional information about this survey, you can contact Sandra Smith, Communications Manager, Town of Ponoka, 403-783-4431.

We'll start by asking a couple quick questions to determine if the survey is relevant to you as we want to be respectful of your time. First, what is your age?

- 1 Under 18
- 2 18 – 24
- 3 25 – 34
- 4 35 – 44
- 5 45 – 54
- 6 55 – 64
- 7 65+

Term2 *Show if Under 18 term2*

For this survey, we need to interview people who are at least 18 years of age. Unfortunately, I will have to end the interview at this point. Thank you so much for your time.

Status Code: 501

S3

Record gender. If unsure ask:
Which gender do you identify with?

- 1 Male
- 2 Female
- 3 Non-binary or another gender
- 8 Refused
- 9 Don't know

S4

What is the **primary** language spoken in your household?

- ₁ English
- ₂ Tagalog [if selected, ask: "Would you like to complete the survey in English or Tagalog?"]
- ₃ Cree
- ₄ Other (specify): _____
- ₋₈ Refused
- ₋₉ Don't know

QL2

How would you rate the overall quality of life in The Town of Ponoka today? Would you say it is...

- ₁ Very good
- ₂ Good
- ₃ Acceptable
- ₄ Poor
- ₅ Very Poor
- ₋₈ **DO NOT READ** Refused
- ₋₉ **DO NOT READ** Don't know

QL3

Do you feel that the quality of life in The Town of Ponoka in recent years has...?

- ₁ Improved
- ₂ Stayed the same
- ₃ Worsened
- ₋₈ **DO NOT READ** Refused
- ₋₉ **DO NOT READ** Don't know

QL4

What would you say are the three most significant factors that contribute to a high quality of life in Ponoka?

PROBE FOR UP TO 3 RESPONSES

- 1 _____
- 2 _____
- 3 _____

- ₋₈ **DO NOT READ** Refused
- ₋₉ **DO NOT READ** Don't know

CV1

How satisfied are you with the overall level and quality of services provided by The Town of Ponoka?
Would you say you are...

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Not very satisfied
- 4 Not at all satisfied
- 8 **DO NOT READ** Refused
- 9 **DO NOT READ** Don't know

CV2

I am going to read a list of programs and services provided to you by The Town of Ponoka. For each, please tell me how important each one is to you, how satisfied you are with each of these programs or services provided by the Town, and if you think The Town should invest more, less or the same amount on the program or service.

The first one is **[service]**.

How would you rate this service? Would you say this is very important, somewhat important, not very important or not at all important?

READ SCALE AS NEEDED

- 1 Very important
- 2 Somewhat important
- 3 Not very important
- 4 Not at all important
- 8 **DO NOT READ** Refused
- 9 **DO NOT READ** Don't know

CV3 *Show if CV2 Answered*

And, are you very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with the **[service]** that the Town is providing?

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Not very satisfied
- 4 Not at all satisfied
- 8 **DO NOT READ** Refused
- 9 **DO NOT READ** Don't know

CV4 *Show if CV2 Answered*

Do you think the Town should invest more, less or the same amount in **[service]**?

- 1 More
- 2 Less
- 3 The same
- 8 **DO NOT READ** Refused
- 9 **DO NOT READ** Don't know

Services asked in CV1, CV2, and CV3:

- Policing - This service is contracted to the RCMP
- Fire Protection Services - This service is contracted to the Ponoka County Regional Fire Services
- Bylaw Enforcement which is provided by a full-time Community Peace Officer - The Town recently hired a new full-time Community Peace Officer at the end of June whose responsibilities include bylaw enforcement
- Animal Control services - This service is contracted to Old MacDonald Kennels with support from the RCMP and the Town's Community Peace Officer as required
- Parks, playgrounds and the walking trail system
- Recreation facilities including the Aquaplex, Arena and sports fields
- Utility services, including water, sewer, waste water treatment, and electrical
- Curbside recycling, compost and waste collection including the grey carts and green carts program
- Town of Ponoka Waste Transfer Station - This is also known as the Town dump
- Road and sidewalk maintenance
- Snow and ice control on Town roads not including Highways 53 and 2A as they are the responsibility of Alberta Transportation
- Downtown revitalization which includes the ongoing implementation of the Downtown Action Plan
- Economic development and growth
- Special community events such as the Canada Day fireworks, Family Day, and the Christmas light display at Lions Centennial Park

T2

Thinking about all the programs and services you receive from The Town of Ponoka how would you rate the overall value you get for your tax dollars? Would you say you get...

[\[READ LIST\]](#)

- ₁ Very good value
- ₂ Fairly good value
- ₃ Fairly poor value
- ₄ Very poor value
- _{.8} **DO NOT READ** Refused
- _{.9} **DO NOT READ** Don't know

T3

Municipal property taxes and user fees for services, such as Town utilities, are the primary way to pay for services and programs provided by the Town of Ponoka. Due to the increasing cost of maintaining current service levels and infrastructure, the Town must balance taxation and user fees with service delivery levels. With this in mind, which of the following options would you most like the Town to consider to achieve a balanced budget in the coming year?

IF NEEDED: Under the Municipal Government Act, municipal governments must operate on a balanced budget and they cannot operate at a deficit. The Town of Ponoka strives to minimize property taxes by continually searching for new efficiencies in existing operations.

[\[READ LIST\]](#)

- ₁ Increase taxes and user fees to expand services or to maintain services at current levels *
- ₂ Cut or reduce services to minimize any increase in tax levels or user fees *
- ₃ **[DO NOT READ]** None

*Levels marked with * are randomized*

QL1

In your view, as a resident of The Town of Ponoka, what is the **most** important priority or topic facing your community that you feel should receive the greatest attention from your local municipal leaders?

ACCEPT 1 MENTION THEN ASK:

Are there any other important local priorities or topics you feel should receive attention from your local municipal leaders?

RECORD UP TO 2 ADDITIONAL TOPICS

- 1 _____
- 2 _____
- 3 _____

- _{.9} Don't know

C1

How satisfied are you with the overall level and quality of information and communications provided by The Town of Ponoka? Would you say you are...

- ₁ Very satisfied
- ₂ Somewhat satisfied
- ₃ Not very satisfied
- ₄ Not at all satisfied
- _{.8} **DO NOT READ** Refused
- _{.9} **DO NOT READ** Don't know

C2

Within the past year, which of the following tools have you used to keep informed about Town-related information, services, events and announcements?

READ LIST; Select all that apply

- ₁ Town of Ponoka website *
- ₂ Utility bill inserts *
- ₃ Hometown Weekly News page submitted by the Town in the local newspaper (print version) *
- ₄ Town of Ponoka Facebook, Twitter, or Instagram Pages *
- ₅ The Town's digital sign located at the intersection of Highway 2A and Highway 53 *
- ₆ Posters that promote Town events *
- ₇ Ponoka News newspaper *
- ₉ The One FM *
- ₁₀ Sunny 94 and Lacombe Online *
- ₁₁ Any other tools or resources? (specify:) _____
- ₋₉ **DO NOT READ** Don't know

*Levels marked with * are randomized*

C3

What would be your **most** preferred way of accessing information about The Town of Ponoka?

DO NOT READ LIST

- ₁ Town of Ponoka website *
- ₂ Utility bill inserts *
- ₃ Hometown Weekly News page submitted by the Town in the local newspaper (print version) *
- ₄ Town of Ponoka Facebook, Twitter, or Instagram Pages *
- ₅ The Town's digital sign located at the intersection of Highway 2A and Highway 53 *
- ₆ Posters that promote Town events *
- ₇ Ponoka News newspaper *
- ₉ The One FM *
- ₁₀ Sunny 94 and Lacombe Online *
- ₁₁ Any other tools or resources? (specify:) _____
- ₋₈ **DO NOT READ** Refused
- ₋₉ **DO NOT READ** Don't know

*Levels marked with * are randomized*

C4 Show if C3 answered

And what would be your **second most** preferred way of accessing information about The Town of Ponoka?

[Only read list if necessary](#)

- 1 Town of Ponoka website * *(Show if not C3 1 Town of Ponoka)*
- 2 Utility bill inserts * *(Show if not C3 2 Utility bill in)*
- 3 Hometown Weekly News page submitted by the Town in the local newspaper (print version) *
(Show if not C3 3 Hometown Weekly)
- 4 Town of Ponoka Facebook, Twitter, or Instagram Pages * *(Show if not C3 4 Town of Ponoka)*
- 5 The Town's digital sign located at the intersection of Highway 2A and Highway 53 * *(Show if not C3 5 The Towns digit)*
- 6 Posters that promote Town events * *(Show if not C3 6 Posters that pr)*
- 7 Ponoka News newspaper * *(Show if not C3 7 Ponoka News new)*
- 9 The One FM * *(Show if not C3 9 The One FM)*
- 10 Sunny 94 and Lacombe Online * *(Show if not C3 10 Sunny 94 and La)*
- 11 Any other tools or resources? (specify:) _____
- 12 No second preference
- 8 [DO NOT READ](#) Refused
- 9 [DO NOT READ](#) Don't know

Levels marked with * are randomized

C5 Show if C2 website

The Town of Ponoka launched a new website in 2021. You mentioned that you have been to the Town's website this past year. How would you rate your overall satisfaction with the Town's website? Would you say you are...

[READ LIST](#)

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Not very satisfied
- 4 Not at all satisfied
- 8 [DO NOT READ](#) Refused
- 9 [DO NOT READ](#) Don't know

C8

The Town of Ponoka is comprised of **Town Council** whose job is to govern the Town; and **Town Administration** whose job is to manage and deliver services and to run and maintain facilities and infrastructure for the community.

Taking everything into account, how satisfied or dissatisfied are you with the way The Town of Ponoka runs our Town? Are you...?

[READ LIST](#)

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Not very satisfied
- 4 Not at all satisfied
- 8 [DO NOT READ](#) Refused
- 9 [DO NOT READ](#) Don't know

C11

Thinking about your personal dealings with The Town of Ponoka, your general impressions and anything you may have read, seen or heard, please tell me whether you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about The Town?

1. The Town provides citizens with opportunities to have meaningful input into decision-making *
2. The Town of Ponoka practices open and accessible government *
3. The Town of Ponoka municipal government fosters a town that is inclusive and accepting of all *

*Levels marked with * are randomized*

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- .8 **DO NOT READ** Refused
- .9 **DO NOT READ** Don't know

C13

Thinking about any personal contacts or dealings you have had with The Town of Ponoka or one of its employees in the past year, how satisfied or dissatisfied are you with the overall service you received? Would you say you are...

[\[READ LIST\]](#)

- 1 Very satisfied
- 2 Somewhat satisfied
- 3 Somewhat dissatisfied
- 4 Very dissatisfied
- 5 Have not had contact with The Town within the past year
- .8 **DO NOT READ** Refused
- .9 **DO NOT READ** Don't know

D1

We are almost finished, I am now going to ask you some demographic questions that allow us to group responses and to sort the information we collect. All your responses will be held in strict confidence and will not be attributed to you.

How many people, including yourself, live in your household?

Minimum: 0, Maximum: 20

- _____
- .8 Prefer not to answer

D2 *Show if D1 more than one*

Do you have any children under the age of 18 living in your household?

- 1 Yes
- 2 No
- .8 Prefer not to answer

D7

What is the highest level of schooling that you have obtained?

[\[READ LIST\]](#)

- 1 Have not completed high school
- 2 Completed high school
- 3 Some post-secondary or completed a college diploma
- 4 Completed university degree or post-grad degree
- .8 **DO NOT READ** Prefer not to answer

D8

Which of the following categories best describes your household's annual income? Please stop me when I get to your category.

READ LIST UNTIL ANSWERED

- 1 Less than \$30,000
- 2 \$30,000 to just under \$60,000
- 3 \$60,000 to just under \$90,000
- 4 \$90,000 to just under \$120,000
- 5 \$120,000 or more
- 8 **DO NOT READ** Prefer not to answer

D11b *Show if is landline*

Do you have a mobile or cellular telephone that you use for personal reasons?

If asked why: This is just to get a measurement of those who still have landlines vs are cord cutters.

- 1 Yes
- 2 No
- 8 Prefer not to answer

D11a *Show if is wireless*

Do you have a landline telephone number in your household? Note that this does not include cell phones, numbers that are only used by a computer or fax machine, or numbers used solely for business purposes.

If asked why: This is just to get a measurement of those who still have landlines vs are cord cutters.

- 1 Yes
- 2 No
- 8 Prefer not to answer

R1

And, finally, the Town of Ponoka regularly conducts research about other topics affecting it's citizens.

Would you be interested in participating in future research conducted by the Town of Ponoka?

- 1 Yes
- 2 No
- 8 Refused
- 9 Don't know

R2 *Show if R1 Interested in future research*

Can I please confirm your contact information so the Town of Ponoka may contact you for future research?

Some information will auto-populate but please confirm all information and input or update as needed

Name: _____

Phone number: _____

Email address: _____

- 8 Refused



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