

City of Port Moody

# 2016 Citizen Survey



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# INTRODUCTION

## OBJECTIVES

Every two years, the City of Port Moody conducts a Citizen Survey to ask residents how satisfied they are with City performance, services, and overall quality of life in Port Moody.

The key research objectives of the City's 2016 Citizen Survey included:

- Identify the issues seen as most in need of attention from local leaders;
- Assess perceptions of the quality of life in Port Moody;
- Measure satisfaction with Council and Administration;
- Measure satisfaction with City services;
- Determine the perceived value for municipal taxes and identify preferred funding options;
- Obtain suggestions for improving City programs and services;
- Measure support for debt financing for new amenities;
- Understand information needs and communication preferences;
- Assess perceptions of specific City communication channels;
- Measure usage and perceptions of the City's website;
- Understand views on investing in attracting out of town visitors; and,
- Gauge the importance of civic environmental leadership.

## METHODOLOGY

Ipsos Public Affairs conducted a total of 400 telephone interviews with a randomly selected representative sample of Port Moody residents aged 18 years or older.

Sample was pulled by a combination of postal codes and letter carrier walks, and respondents were asked upfront whether or not they lived in Port Moody to validate residency.

All interviews were conducted between January 27 and February 10, 2016.

The final sample has been weighted to ensure the gender/age distribution reflects that of the actual population in Port Moody according to the most recent Census data.

Overall results are accurate to within  $\pm 4.9$  percentage points, nineteen times out of twenty. The margin of error will be larger for sample subgroups.

## INTERPRETING AND VIEWING THE RESULTS

Please note that some “Totals” in this report may seem off due to rounding error. For example, 35% and 24% might add to 60% (not 59%). With decimals, the component percentages might be 35.4% (rounds down to 35%) and 24.2% (rounds down to 24%), making the total 59.6%, which rounds up to 60%. All percentages shown are correct.

Analysis of some of the statistically significant results is included where applicable. While a number of significant differences may appear in the cross-tabulation output, not all differences warrant discussion.

### **Tracking to Previous Surveys**

Where appropriate, this year’s results have been compared to similar surveys conducted by the City of Port Moody in previous years. Comparing the results of the surveys allows the City to understand how citizens’ attitudes and priorities are changing, identify new or emerging issues facing the community, and assess the City’s progress in addressing key issues.

### **Normative Comparisons**

Where appropriate, this year’s results have been compared to Ipsos Public Affairs’ database of municipal norms for British Columbia. These normative comparisons provide additional insight, context, and benchmarks against which the City of Port Moody can evaluate its performance.

# KEY FINDINGS

## KEY FINDINGS

### Quality of Life

**Citizens remain decidedly positive about the quality of life in Port Moody today.** Consistent with previous surveys, nearly all citizens this year rate the overall quality of life in Port Moody as either ‘very good’ or ‘good’. Citizens are also optimistic about the direction quality of life is taking, with more residents saying the quality of life has ‘improved’ than ‘worsened’ over the past three years.

- Among those who think the quality of life has ‘improved’, the main reasons are “economic development/more local businesses” and “growth/development”.
- Among those who think the quality of life has ‘worsened’, the main reasons are “growth/development” and various transportation-related issues (“too much traffic”, “poor quality/lack of public transit”, and “SkyTrain/Evergreen Line”).

### Issue Agenda

**Transportation continues to dominate the public issue agenda.** On an unprompted basis, nearly half of all citizens identify transportation as the most important local issue facing Port Moody. This includes mentions of “traffic congestion”, “public transit”, “SkyTrain (incl. Evergreen Line, rapid transit)”, “transportation (general)”, “roads/condition of roads”, and “parking”. Transportation mentions are up significantly this year as compared to 2014 although are still below what was reported in 2012.

**Following transportation, the next most important local issue is growth/development.** Rounding out citizens’ top three issues is parks/recreation/culture. While growth-related mentions have not changed since 2014, mentions of parks/recreation/culture are up significantly.

## KEY FINDINGS

### Satisfaction with Municipal Operations

**Citizens continue to be satisfied with municipal operations.** Nine-in-ten say they are satisfied with **municipal government, including Council and Administration as a whole** and more than eight-in-ten say they are satisfied with **Council, excluding Administration** and **Administration, excluding Council**. Satisfaction with Council has increased significantly this year as compared to 2014.

### Satisfaction with City Services

**Overall satisfaction with the level and quality of City services remains high.** However, the intensity of satisfaction (e.g., 'very satisfied') has dropped significantly this year as compared to 2014.

**Satisfaction also extends to the delivery of specific services – exception is traffic management.** Of the 14 services included in the survey, satisfaction is 90% or higher for seven services and 80% or higher for another six services. Opinion is mixed on **traffic management, including traffic calming and improving the flow of traffic**, with roughly equal percentages saying satisfied and not satisfied.

- Since 2014, there have been significant improvements in satisfaction with **fire rescue, police services, and heritage facilities and programs.**
- However, there has been a significant drop in satisfaction with **recycling and garbage services.**

### Financial Planning

**The perceived value for taxes remains high.** Overall, nearly nine-in-ten citizens say they receive good value for the taxes they pay to the City of Port Moody. The perceived value for taxes has not significantly changed since 2014.

## KEY FINDINGS

**Financial Planning (cont'd)**

**Suggestions for program and service improvements predominately focus on transportation and parks/recreation/culture.** Transportation-related suggestions include “maintenance/condition of roads and sidewalks”, “traffic congestion”, and “public transit (buses, SkyTrain, etc.)”. Suggestions related to parks/recreation/culture include “recreation”, “parks/greenspace/trails”, “arts and culture (heritage, music, etc.)”, “sports fields/facilities”, and “swimming pools”.

**Citizens continue to prefer tax increases over service cuts.** When given a choice between increased taxes or service cuts, more than half choose increased taxes while one-third opt for service cuts. These results are not significantly different from 2014.

**Citizens offer few suggestions for non-taxation revenue generating ideas.** When asked for open-ended suggestions for non-taxation revenue generating ideas that they would like City Council to consider, nearly two-thirds of citizens are unable to offer any specific suggestions (includes “none/nothing” and “don’t know”). Of the suggestions that are provided, no single item is mentioned by more than 6% of respondents, with the top suggestions being “more paid community events”, “increase taxes/new taxes”, “more parking meters/paid parking”, and “raise/add user fees”.

**Support for debt financing is mixed.** Roughly half of all respondents say they would support the City going into debt to help finance new amenities; the remaining half are opposed to debt financing. However, the intensity of opposition (e.g. ‘oppose strongly’) is nearly double the intensity of support (e.g., ‘support strongly’).

- Among those who oppose the City going into debt, the main reasons are “should have the money in advance/prior to spending” and “do not need new amenities/things are fine as are” followed by “concerned about tax impact”.

## KEY FINDINGS

### Communication

**Citizens remain interested in receiving information related to community planning and City finances.** Consistent with 2014, the top two information requests this year are “community planning/land use/new developments” and “municipal taxes/property taxes/budget”.

**Email continues to be the best way of communicating information to citizens.** Following email, other ways that citizens would like to receive municipal information include “newsletter/pamphlet/flyer/brochure”, “mail”, “City website”, “newspaper”, and “social media (Twitter, Facebook, apps)”.

**All of the tested communication channels are rated useful this year.** Overall, the two that are the most useful to citizens are **the Port Moody calendar and garbage schedule and maps and guides such as Parks and Trail Guide, Summer Cultural Guide, Public Art Map, etc.**

- There have been significant increases in the perceived usefulness of both **the online version of the Happening Recreation Guide** and **social media, including Facebook, Twitter, and apps** this year as compared to 2014.

**Reported website usage has not significantly changed over the past couple of years.** Nine-in-ten citizens report using the City of Port Moody’s website at least occasionally, with more than one-third indicating they visit once a month or more. Among those who use the City’s website at least occasionally, the vast majority say the available information and online services are useful, consistent with 2014. Very few offer any suggestions for other types of information or online services.

## KEY FINDINGS

### Tourism/Economic Development

**Citizens support investing in attracting out of town visitors.** To help attract out of town visitors, citizens are most supportive of the City investing in **festivals, parks and trails, and cultural facilities and events**. Support for investing in **cultural facilities and events** has increased significantly this year as compared to 2014. Slightly fewer (but still the majority) support the City investing in **heritage facilities and events** and **sporting facilities and events**. In comparison, less than half support investing in **shopping destinations** as a means of attracting out of town visitors.

### Environment

**The importance of civic environmental leadership has grown in intensity over the past two years.** Overall, nearly nine-in-ten citizens say it is important for the City of Port Moody to be a leader in protecting the environment, even if doing so increases their municipal taxes. The intensity of this belief (e.g., those saying ‘very important’) has increased significantly this year as compared to 2014.

## KEY FINDINGS

### Key Takeaways

1. Overall, citizens demonstrate predominately positive views of the community and City.
2. Perceptions of the quality of life in Port Moody remain strong.
3. Citizens continue to be satisfied with municipal operations. Satisfaction with Council has increased significantly this year.
4. Overall satisfaction with City services remains high although there has been a significant drop in intensity. Notable improvements in satisfaction are seen for fire, police, and heritage facilities and programs, while satisfaction with recycling and garbage services has declined.
5. Current communication channels continue to be useful, with a growing emphasis placed on the online version of the Happening Recreation Guide and social media.
6. Key financial metrics (value for taxes, preference for tax increases over service cuts) hold steady. Support for debt financing is mixed.
7. To help attract out of town visitors, citizens are most supportive of investing in festivals, parks and trails, and cultural facilities and events. Support for cultural investment is up significantly.
8. The importance of civic environmental leadership has grown in intensity.
9. Transportation dominates the public issue agenda and is up significantly from 2014.
10. Secondary issues include growth/development and parks/recreation/culture. While growth-related mentions have not changed since 2014, mentions of parks/recreation/culture are up significantly.

# DETAILED RESULTS

# QUALITY OF LIFE

# CITIZENS REMAIN DECIDEDLY POSITIVE ABOUT THE QUALITY OF LIFE IN PORT MOODY TODAY Ipsos Public Affairs

Nearly all (99.7%) citizens rate the overall quality of life in Port Moody today as either 'very good' (66.2%) or 'good' (33.5%).

- Analysis of year-over-year tracking data shows that citizens have consistently rated the quality of life in Port Moody highly and this year's results are on par with previous years.
- Port Moody residents are significantly more likely than those living elsewhere in British Columbia to rate their quality of life as 'very good' (66% in Port Moody vs. 47% norm).

*Results are presented to one decimal place for this question only. Rounding the results would suggest 100% of residents rate the quality of life positively, yet a very small percentage (0.3%) rate the quality of life as poor.*

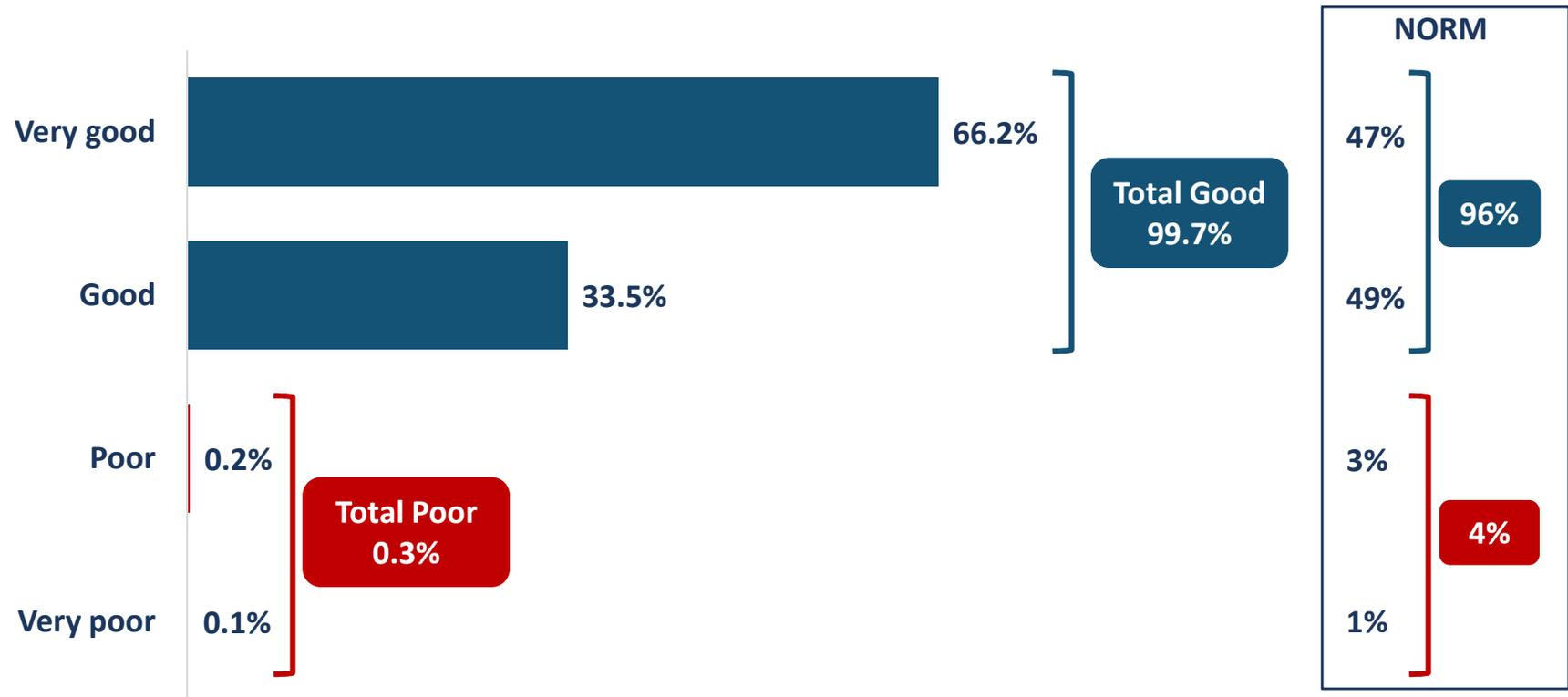
## **Analysis by Demographic Subgroup**

Overall perceptions (combined 'very good/good' ratings) of quality of life are high across all key demographic subgroups.

However, some differences are seen when it comes to the intensity of ratings, with significantly higher 'very good' ratings reported by:

- Women (73% vs. 59% of men);
- Those who are 35-54 years (74% vs. 53% of 55+ years, 64% of 18-34 years);
- Those living in households with children under the age of 18 at home (73% vs. 61% of those without children);
- Homeowners (68% vs. 50% of renters); and,
- Those who have lived in Port Moody for 10 years or less (75% vs. 65% of 11-20 years, 54% of 21+ years).

OVERALL QUALITY OF LIFE



	2012	2014	2016
	n=401	n=400	n=400
Total Good	99%	98%	99.7%
Very good	62%	68%	66.2%

Q2. How would you rate the overall quality of life in the City of Port Moody today?  
 Base: All respondents (n=400)

## QUALITY OF LIFE CONTINUES TO HAVE POSITIVE MOMENTUM

When asked how the quality of life in Port Moody has changed in the past three years, 63% of citizens say it has 'stayed about the same'. Another 22% say the quality of life has 'improved' while 14% say it has 'worsened', providing a net momentum score of +8 percentage points.

- This year's results are not significantly different from previous years and are also on par with the municipal norm.

Among those who think the quality of life has 'improved', 15% attribute this to "economic development/more local businesses" and 12% mention "growth/development".

Among those who think the quality of life has 'worsened', 36% attribute this to "growth/development". A similar percentage (35%) mention transportation-related issues, including "too much traffic" (23%), "poor quality/lack of public transit" (7%), and "SkyTrain/Evergreen Line" (5%).

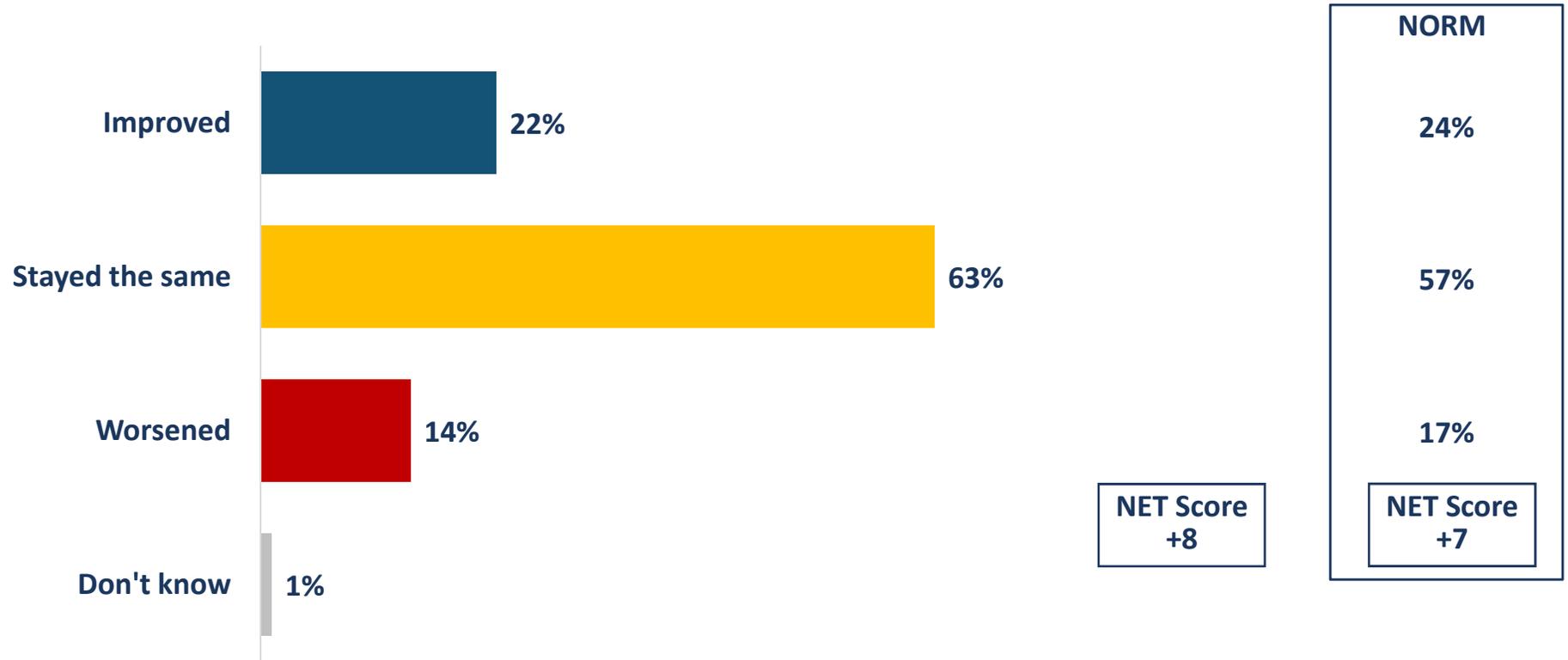
### ***Analysis by Demographic Subgroup***

Perceptions of an 'improved' quality of life are significantly higher among those who have lived in Port Moody for 10 years or less (31% vs. 19% of 11-20 years, 15% of 21+ years).

Conversely, perceptions of a 'worsened' quality of life are significantly higher among:

- Older residents (20% of 55+ years vs. 13% of 35-54 years, 7% of 18-34 years); and,
- Those who have lived in Port Moody for more than 10 years (includes 16% of 11-20 years, 21% of 21+ years vs. 6% of 10 years or less).

# CHANGE IN QUALITY OF LIFE PAST THREE YEARS



	2012	2014	2016
	n=401	n=400	n=400
NET Score	+10	+10	+8

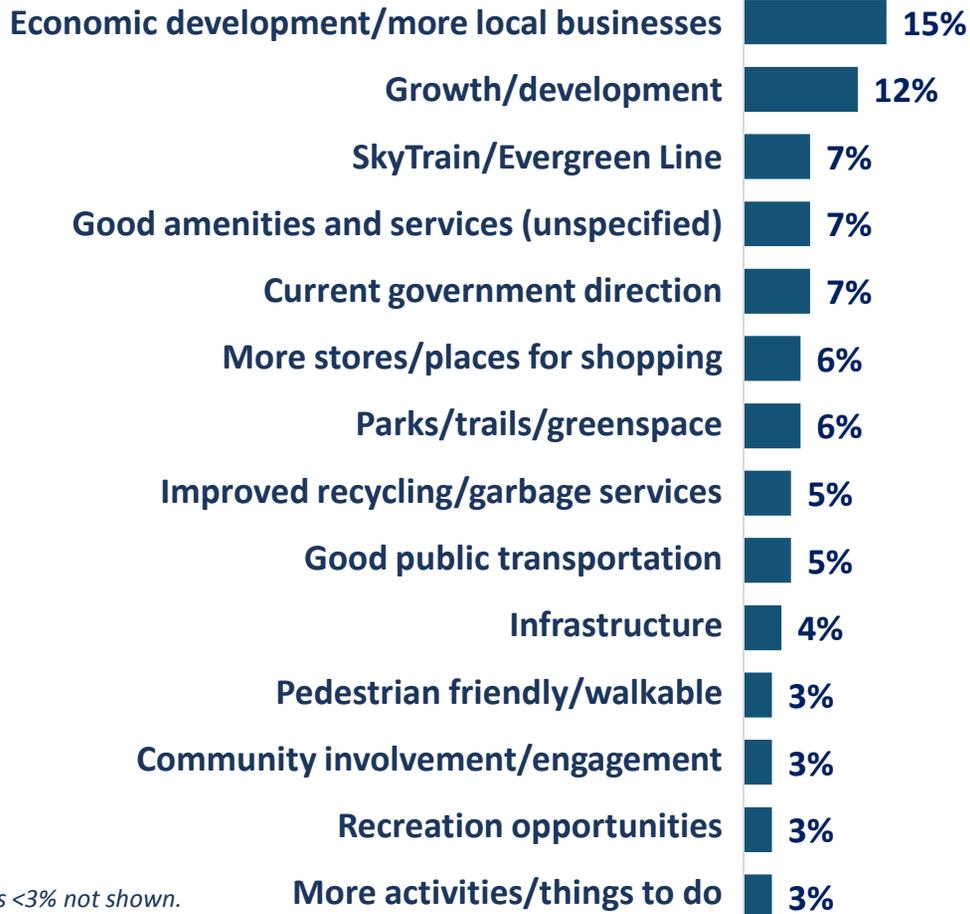
Q3. And, do you feel that the quality of life in the City of Port Moody in the past three years has improved, stayed the same, or worsened?  
 Base: All respondents (n=400)

# REASONS WHY QUALITY OF LIFE HAS IMPROVED

(CODED OPEN-ENDS)

(AMONG THOSE SAYING THE QUALITY OF LIFE HAS IMPROVED)

Ipsos Public Affairs



Mentions <3% not shown.

\*Small base size, interpret with caution.

Q4. Why do you think the quality of life has improved?  
Base: Those saying the quality of life has improved (n=79\*)

Top Mentions 2014	
n=89*	
Parks/trails/recreation	19%
Growth/development	17%
Good amenities and services (unspecified)	9%
More activities/things to do	8%
Good public transportation	6%

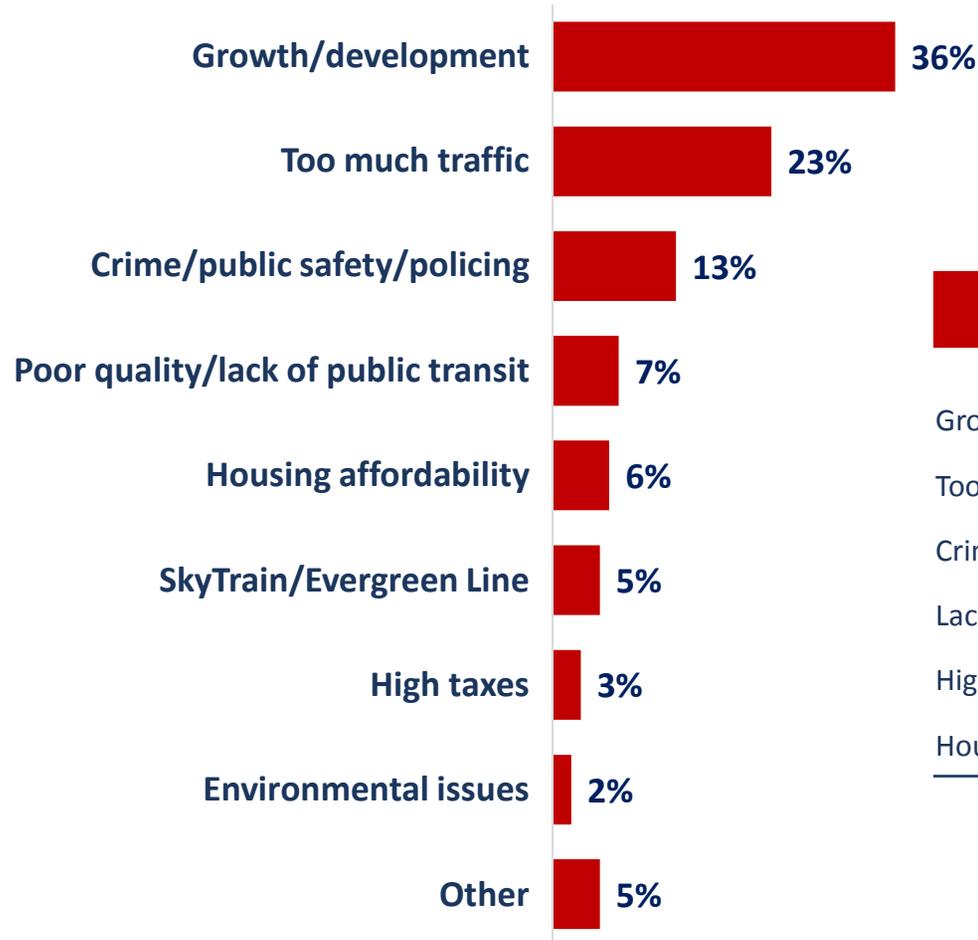


# REASONS WHY QUALITY OF LIFE HAS WORSENERD

(CODED OPEN-ENDS)

(AMONG THOSE SAYING THE QUALITY OF LIFE HAS WORSENERD)

Ipsos Public Affairs



Top Mentions 2014	
n=63*	
Growth/development	38%
Too much traffic	29%
Crime/public safety/policing	8%
Lack of services	6%
High taxes	5%
Housing affordability	5%

\*Small base size, interpret with caution.

Q5. Why do you think the quality of life has worsened?  
Base: Those saying the quality of life has worsened (n=61\*)



# ISSUE AGENDA

## TRANSPORTATION CONTINUES TO DOMINATE THE PUBLIC ISSUE AGENDA AND IS UP SIGNIFICANTLY FROM 2014

On an unprompted basis, nearly half (47%) of all citizens identify **transportation** as the most important local issue facing Port Moody. This includes mentions of “traffic congestion” (21%), “public transit” (9%), “SkyTrain (incl. Evergreen Line, rapid transit)” (7%), “transportation (general)” (6%), “roads/condition of roads” (3%), and “parking” (2%).

- Transportation mentions are up a significant 9 percentage points this year (47%) as compared to 2014 (38%) although are still below what was reported in 2012 (54%).
- Transportation mentions in Port Moody (47%) are also significantly higher than the municipal norm (28%).

Following transportation, the next most important local issue is **growth/development** (24%). Main mentions include “growth/development (general)” (9%), “density/housing density” (4%), “land development/use” (2%), “population growth” (2%), “municipal planning/OCP” (2%), “number of high rises” (2%), and “large/over-sized houses” (2%).

- Growth/development mentions in Port Moody (24%) are significantly higher than the municipal norm (13%).

Rounding out citizens’ top three issues is **parks/recreation/culture** (11%). Main mentions include “parks/recreation/culture (general)” (3%), “parks” (2%), and “soccer fields” (2%).

- Parks/recreation/culture mentions are up a significant 6 percentage points this year (11%) as compared to 2014 (5%).

## ANALYSIS BY DEMOGRAPHIC SUBGROUP REVEALS THE FOLLOWING SIGNIFICANT DIFFERENCES

Ipsos Public Affairs

**Transportation** is mentioned significantly more often by those who are 35+ years (51% vs. 31% of 18-34 years) and homeowners (52% vs. 28% of renters).

**Growth/development** is mentioned significantly more often by those who are 35+ years (includes 31% of 35-54 years, 28% of 55+ years vs. 3% of 18-34 years).

**Taxation/municipal government spending** is mentioned significantly more often by older residents (14% of 55+ years vs. 6% of 35-54 years, 5% of 18-34 years).

**Social** issues are mentioned significantly more often by younger residents (14% of 18-34 years vs. 4% of 35-54 years, 8% of 55+ years) and renters (16% vs. 6% of homeowners).

**Municipal government services** are mentioned significantly more often by those who are 35-54 years (9% vs. 5% of 55+ years, 0% of 18-34 years).

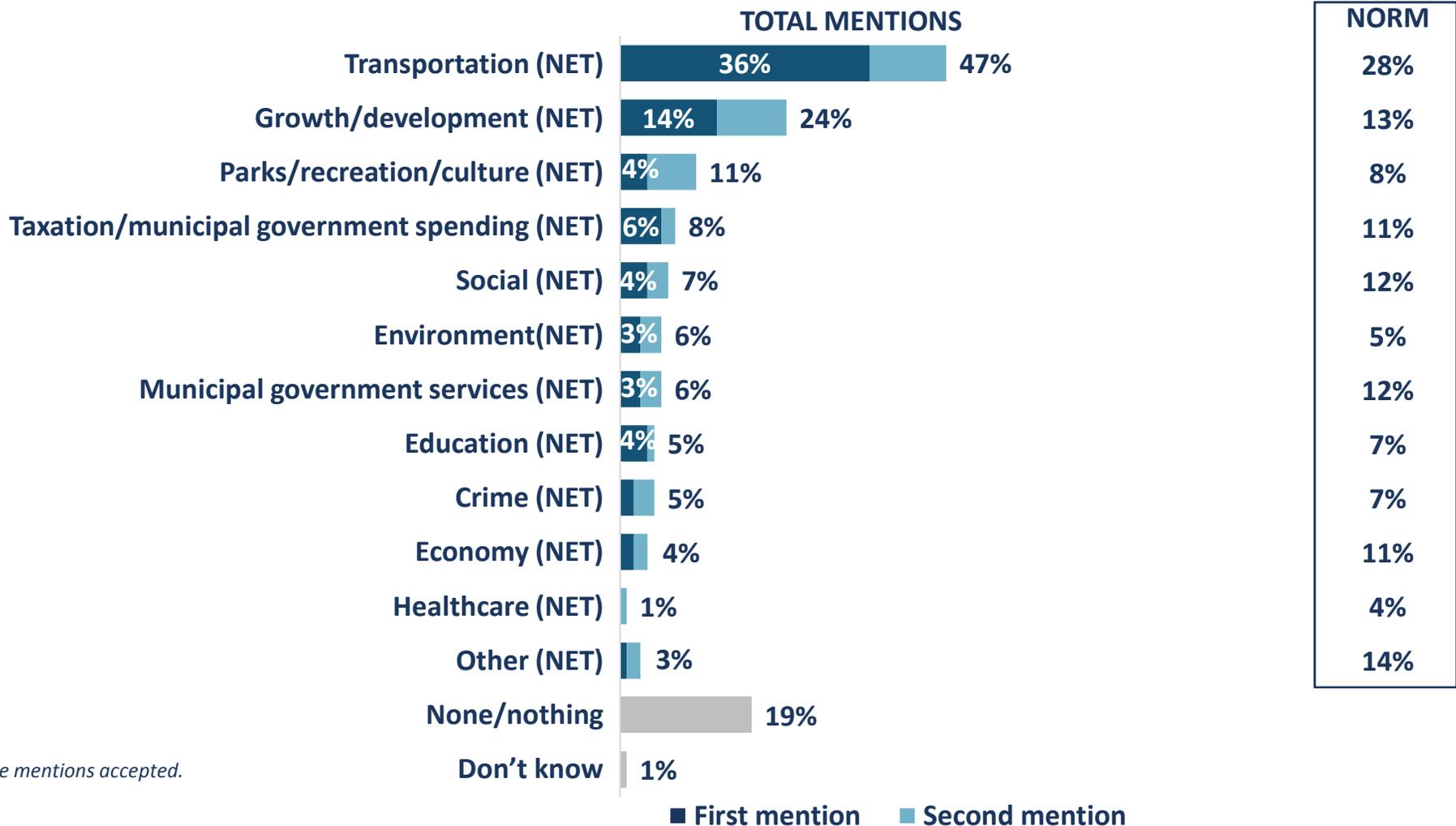
**Education** is mentioned significantly more often by those who are 35-54 years (7% vs. 2% of 55+ years, 3% of 18-34 years) and those living in households with children under the age of 18 at home (9% vs. 1% of those without children at home).

**Crime** is mentioned significantly more often by those who have lived in Port Moody for 11-20 years (10% vs. 2% of 21+ years, 1% of 10 years or less).

# TOP-OF-MIND LOCAL ISSUES

(CODED OPEN-ENDS)

Ipsos Public Affairs



Multiple mentions accepted.

Q1. In your view, as a resident of the City of Port Moody, 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 issues?

Base: All respondents (n=400)



# TOP-OF-MIND LOCAL ISSUES – TRACKING

(CODED OPEN-ENDS)

TOTAL MENTIONS	2012	2014	2016
	n=401	n=400	n=400
Transportation (NET)	54%	38%	47%
Growth/development (NET)	14%	25%	24%
Parks/recreation/culture (NET)	6%	5%	11%
Taxation/municipal government spending (NET)	13%	8%	8%
Social (NET)	4%	3%	7%
Environment(NET)	8%	5%	6%
Municipal government services (NET)	9%	10%	6%
Education (NET)	3%	7%	5%
Crime (NET)	4%	6%	5%
Economy (NET)	4%	2%	4%
Healthcare (NET)	1%	2%	1%
Other (NET)	8%	6%	3%

Q1. In your view, as a resident of the City of Port Moody, 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 issues?

Base: All respondents



# SATISFACTION WITH MUNICIPAL OPERATIONS

## CITIZENS CONTINUE TO BE SATISFIED WITH MUNICIPAL OPERATIONS **Ipsos Public Affairs**

### – SATISFACTION WITH COUNCIL IS UP SIGNIFICANTLY FROM 2014

Satisfaction (combined 'very/somewhat satisfied' responses) with municipal operations is high, with similar satisfaction ratings seen for both Council and Administration.

- 91% of citizens say they are satisfied with **municipal government, including Council and Administration as a whole** (29% 'very satisfied');
- 85% of citizens say they are satisfied with **Council, excluding Administration** (22% 'very satisfied'); and,
  - Satisfaction with Council has increased significantly this year (up 7 percentage points, moving from 78% in 2014 to 85% in 2016).
- 86% of citizens say they are satisfied with **Administration, excluding Council** (27% 'very satisfied').

Encouragingly, satisfaction with municipal operations in Port Moody is significantly higher than the municipal norm.

- **Municipal government, including Council and Administration as a whole** (91% satisfied in Port Moody vs. 76% norm).
- **Council, excluding Administration** (85% satisfied in Port Moody vs. 71% norm).
- **Administration, excluding Council** (86% satisfied in Port Moody vs. 72% norm).

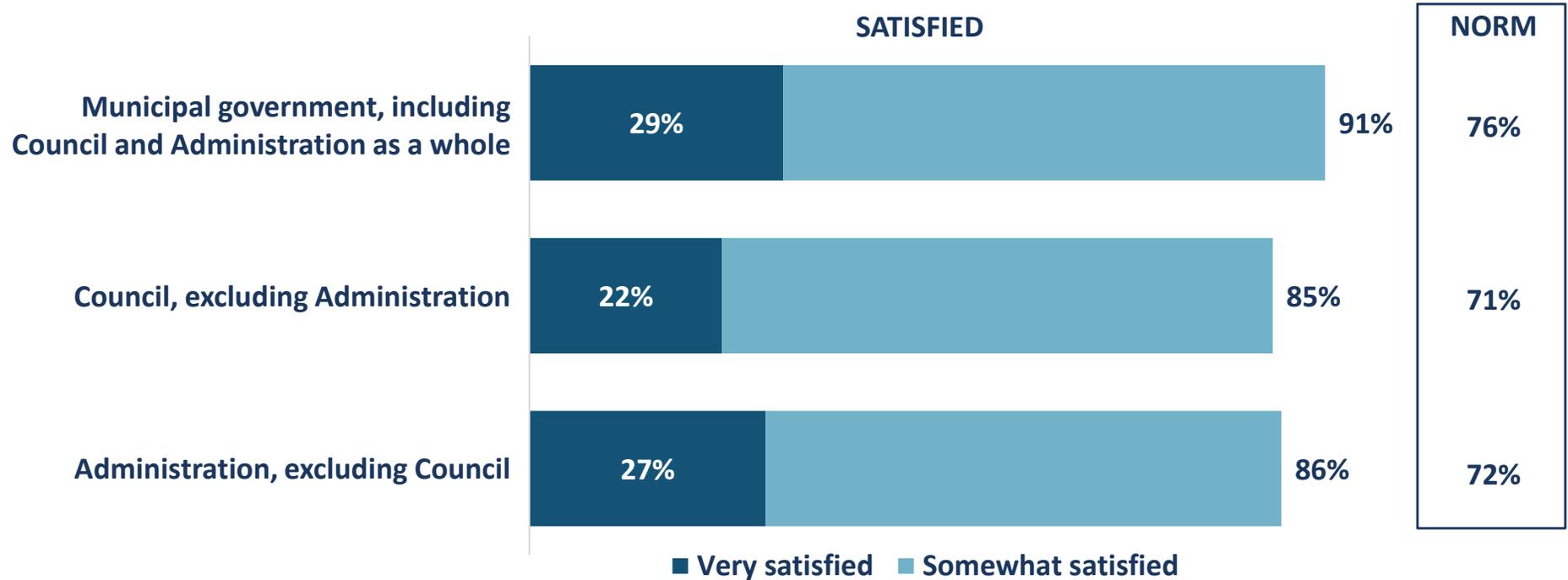
## ANALYSIS BY DEMOGRAPHIC SUBGROUP REVEALS THE FOLLOWING SIGNIFICANT DIFFERENCES Ipsos Public Affairs

Satisfaction with **municipal government, including Council and Administration as a whole** is significantly higher among those who have lived in Port Moody for 10 years or less (96% vs. 89% of 11-20 years, 85% of 21+ years).

Satisfaction with **Council, excluding Administration** is significantly higher among those who are 18-34 years (93% vs. 84% of 35-54 years, 79% of 55+ years) and those who have lived in Port Moody for 10 years or less (92% vs. 81% of 11-20 years, 79% of 21+ years).

Satisfaction with **Administration, excluding Council** is significantly higher among homeowners (88% vs. 75% of renters).

## SATISFACTION WITH MUNICIPAL OPERATIONS



SATISFIED	2012	2014	2016
	n=401	n=400	n=400
Municipal government, including Council and Administration as a whole	90%	89%	91%
Council, excluding Administration	82%	78%	85%
Administration, excluding Council	85%	81%	86%

Q6. Taking everything into account, how satisfied are you with the way the City of Port Moody's [...] is going about running the community?  
 Base: All respondents (n=400)

# SATISFACTION WITH CITY SERVICES

## OVERALL SATISFACTION WITH CITY SERVICES REMAINS HIGH ALTHOUGH THERE HAS BEEN A SIGNIFICANT DROP IN INTENSITY

Ipsos Public Affairs

In total, 96% of citizens say they are satisfied with the overall level and quality of services provided by the City of Port Moody, including 42% saying 'very satisfied' and 53% saying 'somewhat satisfied'.

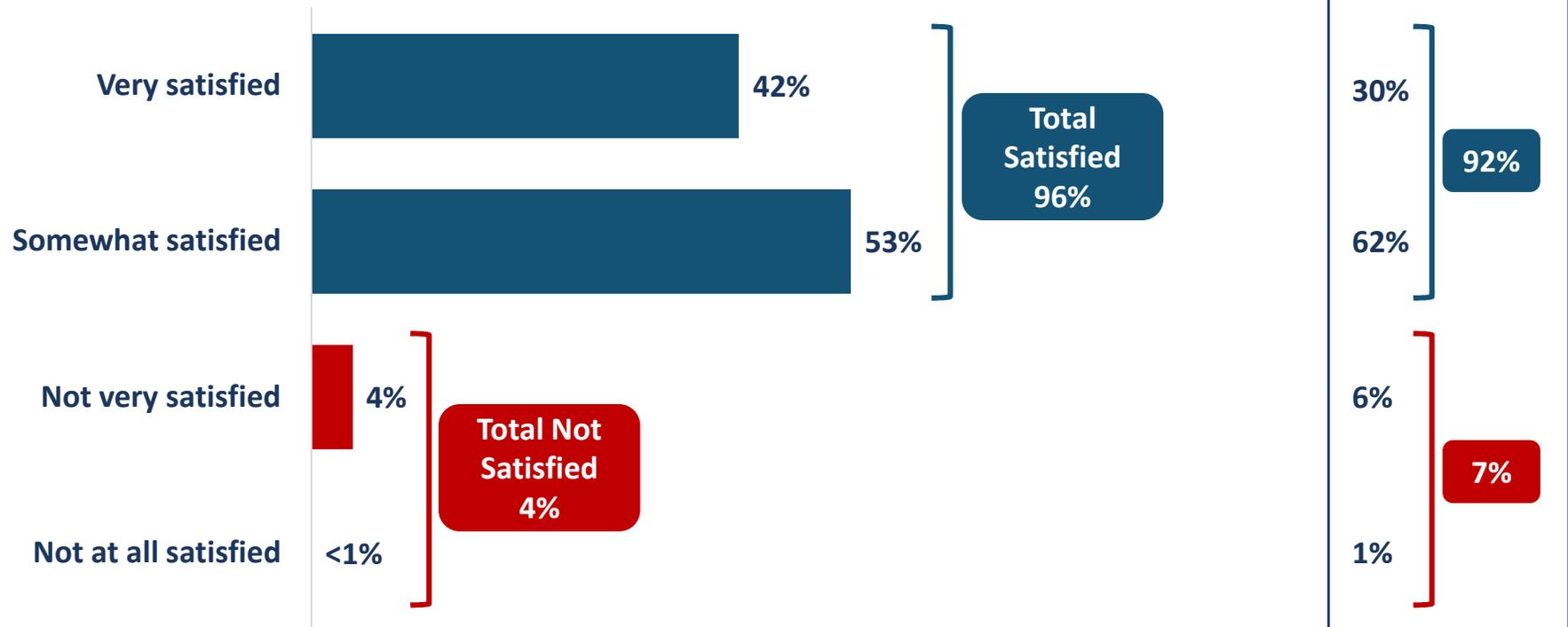
- The percentage saying 'very satisfied' has dropped significantly this year (down 9 percentage points, moving from 51% in 2014 to 42% in 2016).
- However, this year's 'very satisfied' rating is still significantly higher than what is typically seen in other British Columbian municipalities (42% 'very satisfied' in Port Moody vs. 30% norm).

### ***Analysis by Demographic Subgroup***

Overall satisfaction (combined 'very/somewhat satisfied' responses) with the level and quality of City services is significantly higher among homeowners (96% vs. 89% of renters).

Those who have lived in Port Moody for 10 years or less are significantly more likely to say they are 'very satisfied' with the level and quality of City services (48% vs. 44% of 11-20 years, 31% of 21+ years).

# OVERALL SATISFACTION WITH CITY SERVICES



	2012	2014	2016
	n=401	n=400	n=400
Total Satisfied	97%	94%	96%
Very satisfied	50%	51%	42%

Q7. Please tell me how satisfied you are with each of the following services provided by the City of Port Moody. The first one is the overall level and quality of services provided by the City of Port Moody.

Base: All respondents (n=400)

## SATISFACTION ALSO EXTENDS TO THE DELIVERY OF SPECIFIC SERVICES – EXCEPTION IS TRAFFIC MANAGEMENT

Of the tested services, citizens are most satisfied (combined 'very/somewhat satisfied') with:

- **Fire rescue** (97% satisfied, 75% 'very satisfied');
- **Police services** (97% satisfied, 67% 'very satisfied');
- **Parks, trails, and other green space** (96% satisfied, 72% 'very satisfied');
- **Library** (94% satisfied, 66% 'very satisfied');
- **Recreational and cultural facilities** (93% satisfied, 61% 'very satisfied');
- **Recreational and cultural programs** (93% satisfied, 51% 'very satisfied'); and,
- **Recycling and garbage services** (90% satisfied, 57% 'very satisfied').

The vast majority of residents are also satisfied with:

- **Sports fields** (89% satisfied, 50% 'very satisfied');
- **Heritage facilities and programs** (89% satisfied, 38% 'very satisfied');
- **Communication with residents** (86% satisfied, 34% 'very satisfied');
- **Maintenance of roads and sewers** (86% satisfied, 33% 'very satisfied');
- **Bylaw enforcement** (83% satisfied, 32% 'very satisfied'); and,
- **Land use and community planning** (80% satisfied, 21% 'very satisfied').

Opinion is mixed on **traffic management, including traffic calming and improving the flow of traffic**, with 52% saying satisfied (12% 'very satisfied') and 48% saying not satisfied (13% 'not at all satisfied').

## TRACKING AND NORMATIVE COMPARISONS SHOW SOME SIGNIFICANT DIFFERENCES IN SATISFACTION

Since 2014, there have been significant improvements in satisfaction with:

- **Fire rescue** (up 4 percentage points, moving from 93% in 2014 to 97% in 2016);
- **Police services** (up 3 percentage points, moving from 94% in 2014 to 97% in 2016); and,
- **Heritage facilities and programs** (up 5 percentage points, moving from 84% in 2014 to 89% in 2016).

However, during this same timeframe, there has been a significant drop in satisfaction with **recycling and garbage services** (down 4 percentage points, moving from 94% in 2014 to 90% in 2016).

Normative comparisons show that residents of Port Moody are significantly more likely than those living elsewhere to say they are satisfied with a number of different services, including:

- **Police services** (97% satisfied in Port Moody vs. 91% norm);
- **Library** (94% satisfied in Port Moody vs. 86% norm);
- **Recreation and cultural programs** (93% satisfied in Port Moody vs. 84% norm);
- **Communication with residents** (86% satisfied in Port Moody vs. 74% norm);
- **Bylaw enforcement** (83% satisfied in Port Moody vs. 68% norm); and,
- **Land use and community planning** (80% satisfied in Port Moody vs. 68% norm).

However, Port Moody residents are significantly less satisfied than average with **traffic management, including traffic calming and improving the flow of traffic** (52% satisfied in Port Moody vs. 62% norm).

## ANALYSIS BY DEMOGRAPHIC SUBGROUP REVEALS THE FOLLOWING SIGNIFICANT DIFFERENCES

Ipsos Public Affairs

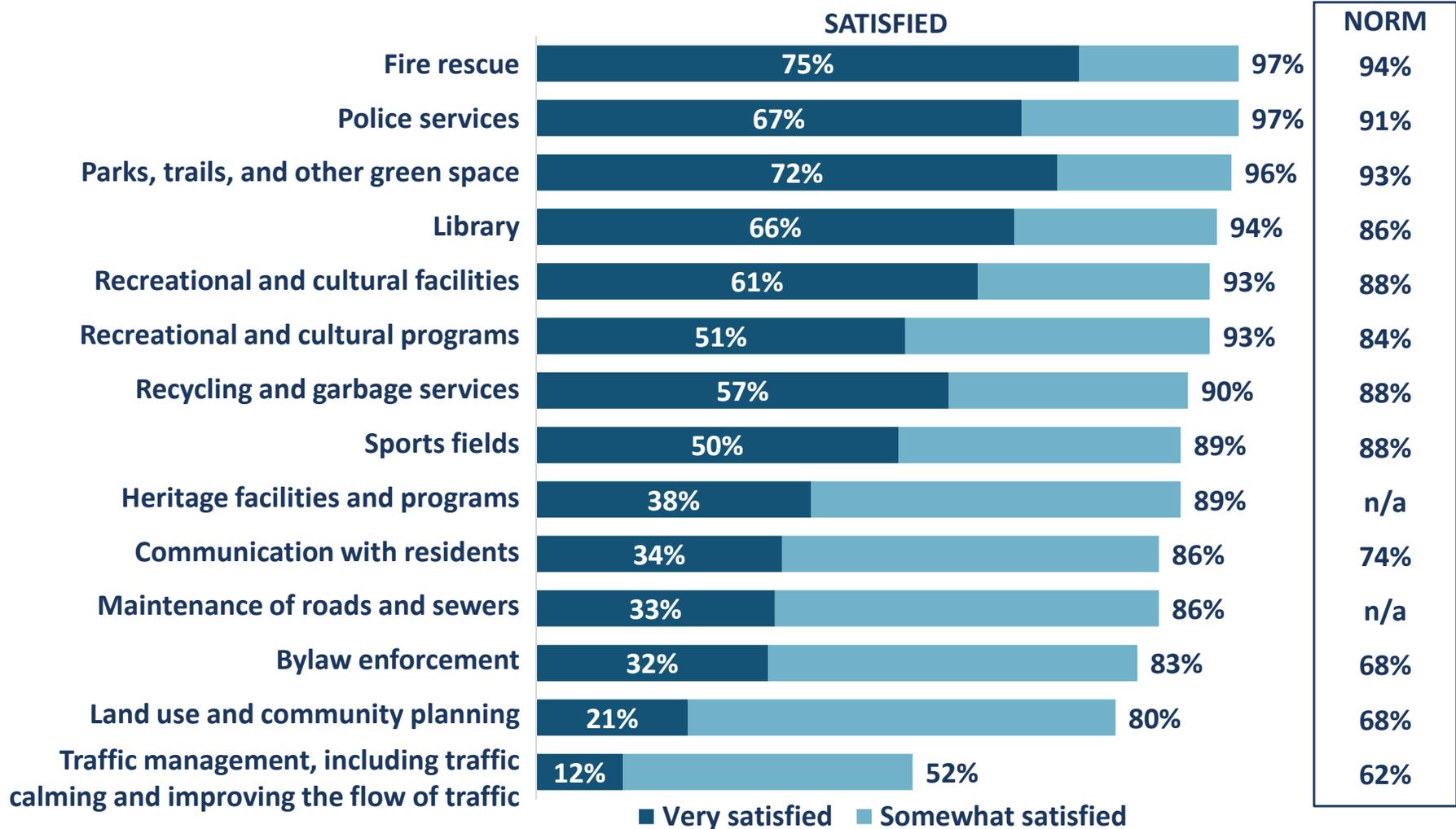
Satisfaction with **fire rescue** is significantly higher among those who have lived in Port Moody for 10 years or less (100% vs. 95% of 11-20 years, 97% of 21+ years).

Satisfaction with **recycling and garbage services** is significantly higher among younger residents (100% of 18-34 years vs. 87% of 35-54 years, 86% of 55+ years).

Satisfaction with **land use and community planning** is significantly higher among younger residents (89% of 18-34 years vs. 80% of 35-54 years, 71% of 55+ years) and those who have lived in Port Moody for 10 years or less (88% vs. 79% of 11-20 years, 68% of 21+ years).

Satisfaction with **traffic management, including traffic calming and improving the flow of traffic** is significantly higher among older residents (61% of 55+ years vs. 46% of 35-54 years, 57% of 18-34 years) and those who have lived in Port Moody for 10 years or less (59% vs. 44% of 11-20 years, 55% of 21+ years).

SATISFACTION WITH SPECIFIC CITY SERVICES



Q7. Please tell me how satisfied you are with each of the following services provided by the City of Port Moody.

Base: All respondents (n=400)

## SATISFACTION WITH SPECIFIC CITY SERVICES - TRACKING

SATISFIED	2012	2014	2016
	n=401	n=400	n=400
Fire rescue	n/a	93%	97%
Police services	n/a	94%	97%
Parks, trails, and other green space	99%	97%	96%
Library	n/a	94%	94%
Recreational and cultural facilities	92%	92%	93%
Recreational and cultural programs	91%	92%	93%
Recycling and garbage services	n/a	94%	90%
Sports fields	89%	87%	89%
Heritage facilities and programs	84%	84%	89%
Communication with residents	85%	83%	86%
Maintenance of roads and sewers	n/a	84%	86%
Bylaw enforcement	79%	78%	83%
Land use and community planning	78%	78%	80%
Traffic management, including traffic calming and improving the flow of traffic	47%	55%	52%

Q7. Please tell me how satisfied you are with each of the following services provided by the City of Port Moody.

Base: All respondents

# FINANCIAL PLANNING

## THE PERCEIVED VALUE FOR TAXES REMAINS HIGH

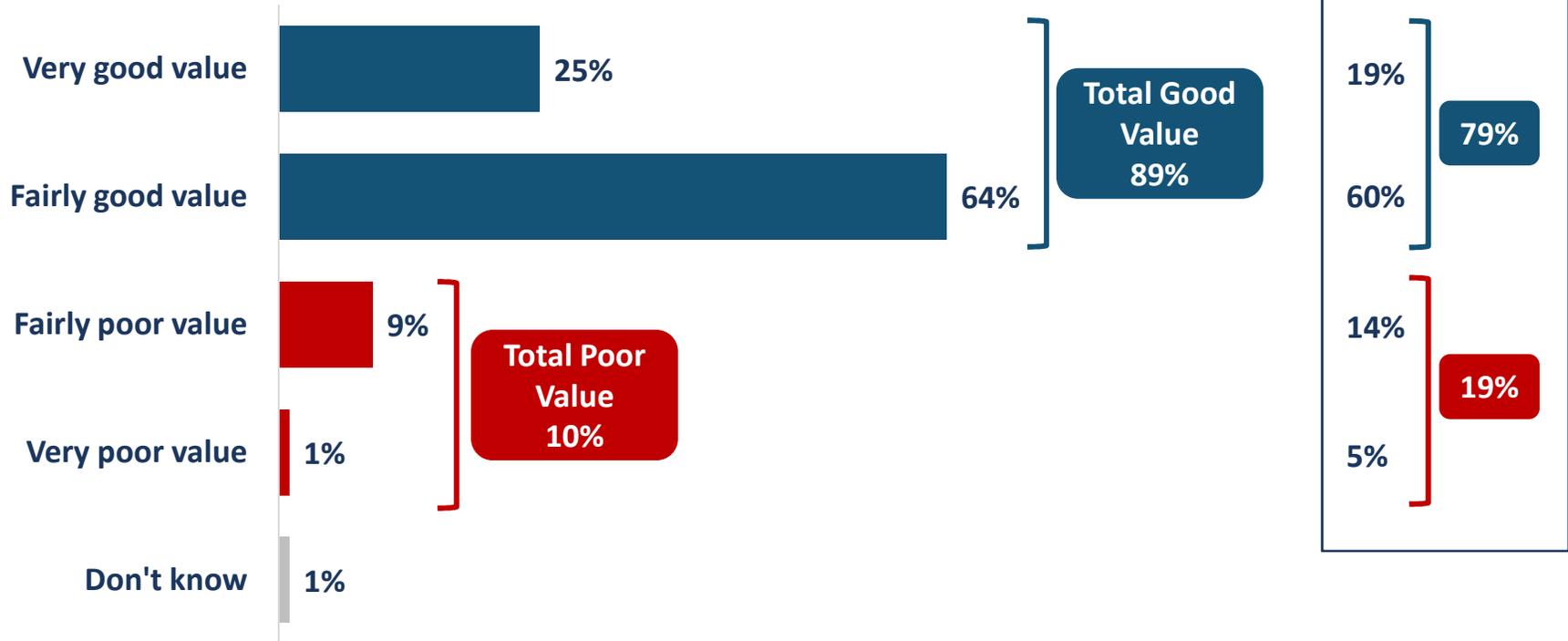
Overall, 89% of citizens say they receive ‘very good value’ (25%) or ‘fairly good value’ (64%) for the taxes they pay to the City of Port Moody.

- This year’s results are on par with 2014.
- Normative comparisons show that the perceived value for taxes in Port Moody is significantly higher than average, both overall (89% total good value in Port Moody vs. 79% norm) and in intensity (25% ‘very good value’ in Port Moody vs. 19% norm).

### ***Analysis by Demographic Subgroup***

Perceptions of the value for taxes are consistent across all key demographic subgroups.

VALUE FOR TAXES



	2012	2014	2016
	n=401	n=400	n=400
Total Good Value	87%	90%	89%
Very good value	26%	30%	25%

Q8 Thinking about all the programs and services you receive from the City of Port Moody, 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=400)

## SUGGESTIONS FOR PROGRAM AND SERVICE IMPROVEMENTS PREDOMINATELY FOCUS ON TRANSPORTATION AND PARKS/RECREATION/CULTURE

Ipsos Public Affairs

When asked for open-ended suggestions around which City programs and services are most in need of improvement, citizens' responses point to the following two main themes:

- Transportation, including “maintenance/condition of roads and sidewalks” (16%), “traffic congestion” (11%), and “public transit (buses, SkyTrain, etc.)” (5%).
- Parks/recreation/culture, including “recreation” (13%), “parks/greenspace/trails” (9%), “arts and culture (heritage, music, etc.)” (5%), “sports fields/facilities” (4%), and “swimming pools” (4%).

Of note, three-in-ten (30%) say “none/nothing” (28%) or “don't know” (2%).

Tracking and normative comparisons are unavailable for this question.

### ***Analysis by Demographic Subgroup***

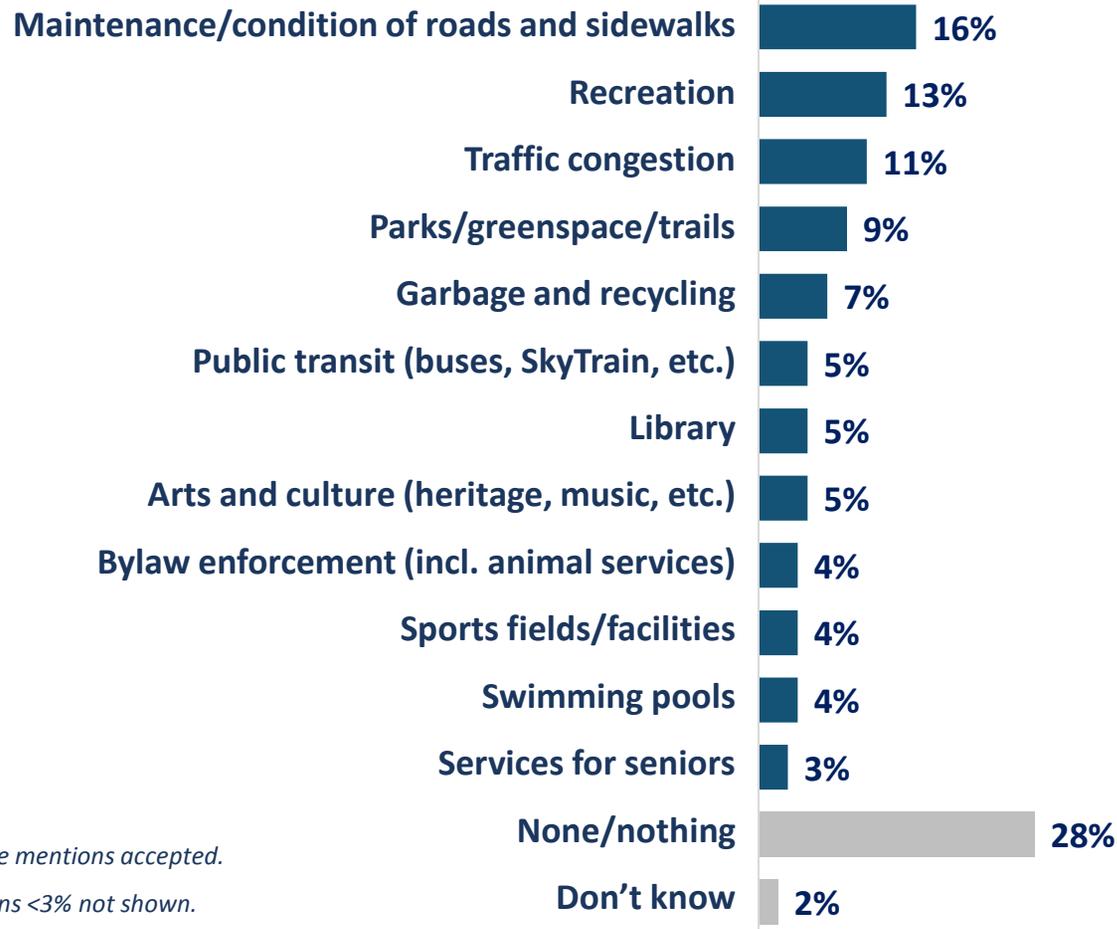
“Maintenance/condition of roads and sidewalks” is mentioned significantly more often by men (21% vs. 12% of women), those living in households without children under the age of 18 at home (21% vs. 12% of those with children at home), and renters (31% vs. 14% of homeowners).

“Recreation” is mentioned significantly more often by those under the age of 55 (16% vs. 5% of 55+ years), those living in households with children under the age of 18 at home (20% vs. 7% of those without children at home), and those who have lived in Port Moody for 10 years or less (16% vs. 15% of 11-20 years, 7% of 21+ years).

“Improve/reduce traffic congestion” is mentioned significantly more often by those who have lived in Port Moody for 20 years or less (13% vs. 3% of 21+ years).

# SUGGESTED PROGRAM AND SERVICE IMPROVEMENTS

(CODED OPEN-ENDS)



Multiple mentions accepted.

Mentions <3% not shown.

Q8b. What, if any, City programs and services would you most like to see improved? Anything else?  
Base: All respondents (n=400)

## CITIZENS CONTINUE TO PREFER TAX INCREASES OVER SERVICE CUTS

When given a choice between increased taxes or service cuts, 55% of citizens choose increased taxes while 33% opt for service cuts.

- Looking at tax increases specifically shows that 35% would prefer the City ‘increase taxes to maintain services at current levels’ while 20% say ‘increase taxes to enhance or expand services’.
- Preference for service cuts is predominately driven by a desire to maintain rather than reduce taxes (27% say ‘cut services to maintain current tax level’, 7% say ‘cut services to reduce taxes’).

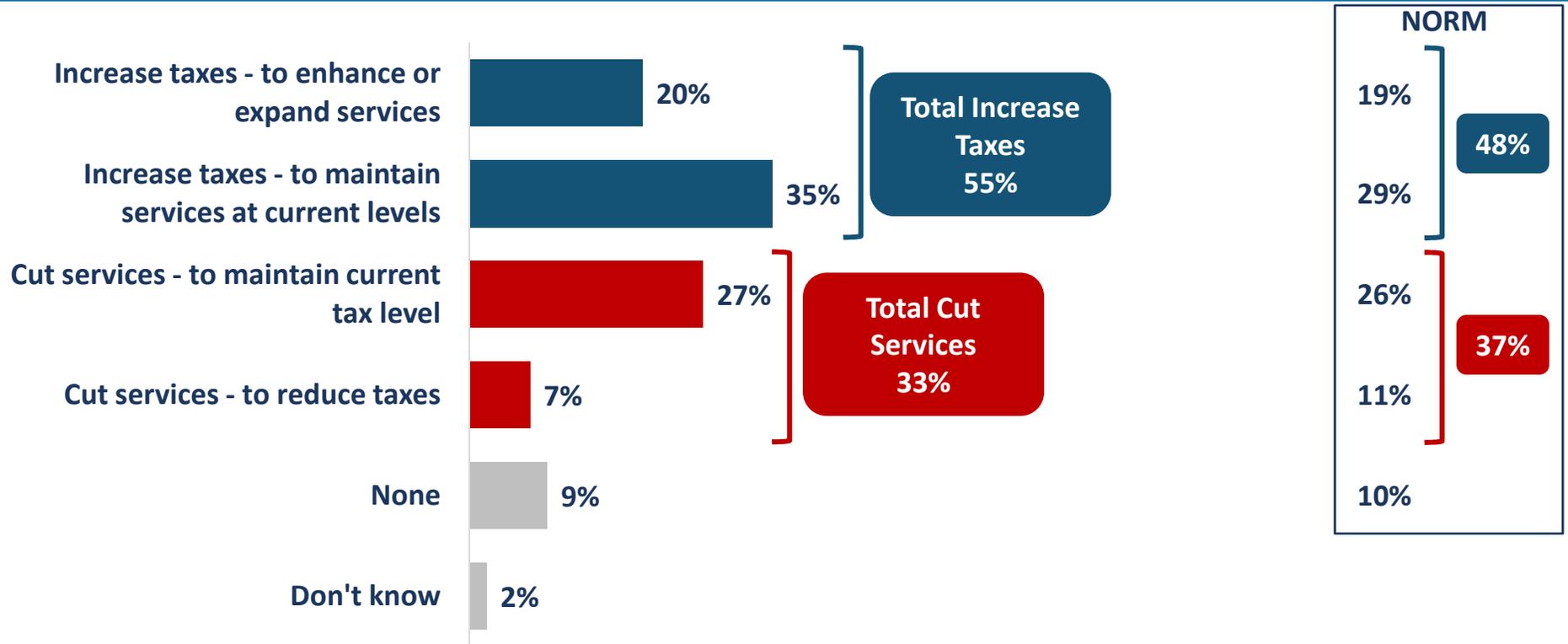
This year’s results are not significantly different from what was reported in 2014.

Normative comparisons show that the tolerance for tax increases in Port Moody is significantly higher than what is typically seen in other British Columbian municipalities (55% prefer tax increases in Port Moody vs. 48% norm).

### ***Analysis by Demographic Subgroup***

A preference for service cuts is significantly higher among homeowners (37% vs. 7% of renters) and those who have lived in Port Moody for more than 10 years (includes 38% of 11-20 years, 43% of 21+ years vs. 23% of 10 years or less), although never reaches majority level among any of the included demographic subgroups.

# BALANCING TAXATION AND SERVICE DELIVERY LEVELS



	2012	2014	2016
	n=401	n=400	n=400
Total Increase Taxes	55%	51%	55%
Total Cut Services	37%	38%	33%

Q9. Municipal property taxes are the primary way to pay for services provided by the City of Port Moody. Due to the increased cost of maintaining current service levels and infrastructure, the City 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 of Port Moody to pursue?

Base: All respondents (n=400)

## CITIZENS OFFER FEW SUGGESTIONS FOR NON-TAXATION REVENUE GENERATING IDEAS

Ipsos Public Affairs

When asked for open-ended suggestions for non-taxation revenue generating ideas that they would like City Council to consider, nearly two-thirds (63%) of citizens say “none/nothing” (59%) or “don’t know” (4%).

Of the suggestions that are provided, no single item is mentioned by more than 6% of respondents, with the top suggestions being “more paid community events” (6%), “increase taxes/new taxes” (6%), “more parking meters/paid parking” (5%), and “raise/add user fees” (5%).

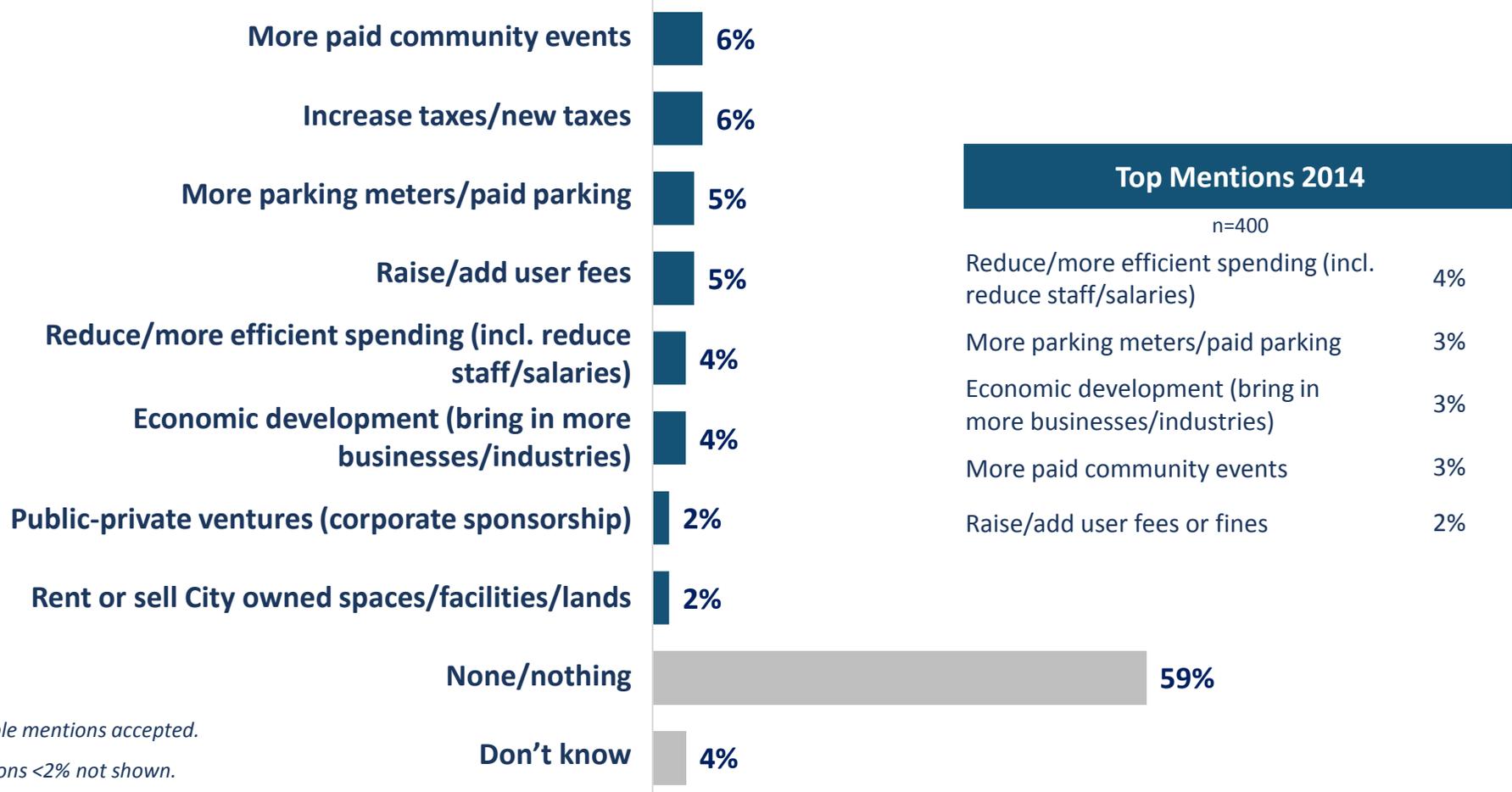
- Citizens also offered very few specific suggestions in 2014, with the top suggestion then being “reduce/more efficient spending (incl. reduce staff/salaries)” (4%).
- Normative comparisons are unavailable for this question.

### ***Analysis by Demographic Subgroup***

Analysis by demographic subgroup is not recommended for this question due to the small number of respondents offering specific suggestions.

# SUGGESTIONS FOR NON-TAXATION REVENUE GENERATING IDEAS

(CODED OPEN-ENDS)



Multiple mentions accepted.

Mentions <2% not shown.

Q10. What suggestions, if any, do you have for non-taxation revenue generating ideas that you would like City Council to consider? Anything else?  
 Base: All respondents (n=400)

## SUPPORT FOR DEBT FINANCING IS MIXED

Overall, 48% of citizens say they would support the City going into debt to help finance new amenities (12% 'support strongly', 36% 'support somewhat'). Half (51%) are opposed to debt financing, including 22% saying 'oppose strongly' and 29% saying 'oppose somewhat'.

- In 2014, 33% of residents said they supported the City going into debt to help finance new amenities. However, these results are not directly comparable due to differences in question wording and scale.
- Normative comparisons are unavailable for this question.

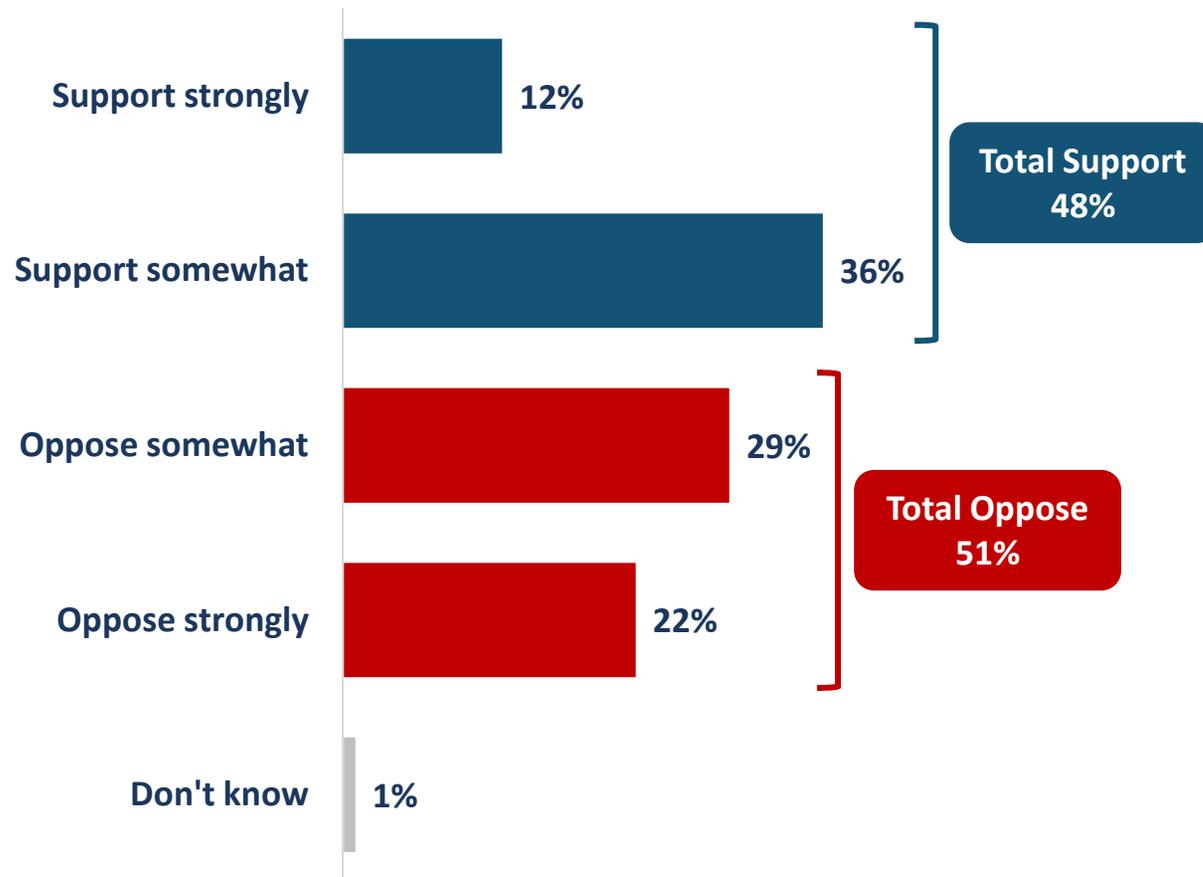
Among those who oppose the City going into debt, 44% say the City "should have the money in advance/prior to spending" and 32% say "do not need new amenities/things are fine as are". Another 17% say they are "concerned about tax impact".

### ***Analysis by Demographic Subgroup***

Residents who are significantly more likely to say they 'oppose strongly' the City going into debt to help finance new amenities include:

- Men (27% vs. 17% of women); and,
- Older residents (28% of 55+ years vs. 24% of 35-54 years, 11% of 18-34 years).

# SUPPORT FOR DEBT FINANCING



In 2014, 33% of residents said they supported the City going into debt to help finance new amenities.  
*Results are not directly comparable due to differences in question wording and scale.*

Q11. Like the rest of the region, Port Moody is growing and will require new amenities to keep pace with this growth. The City has limited ability to fund new amenities using existing finances. Generally speaking, do you support or oppose the City going into debt to help finance new amenities? For example, a new library, a library expansion, or soccer fields. Is that strongly or somewhat support/oppose?

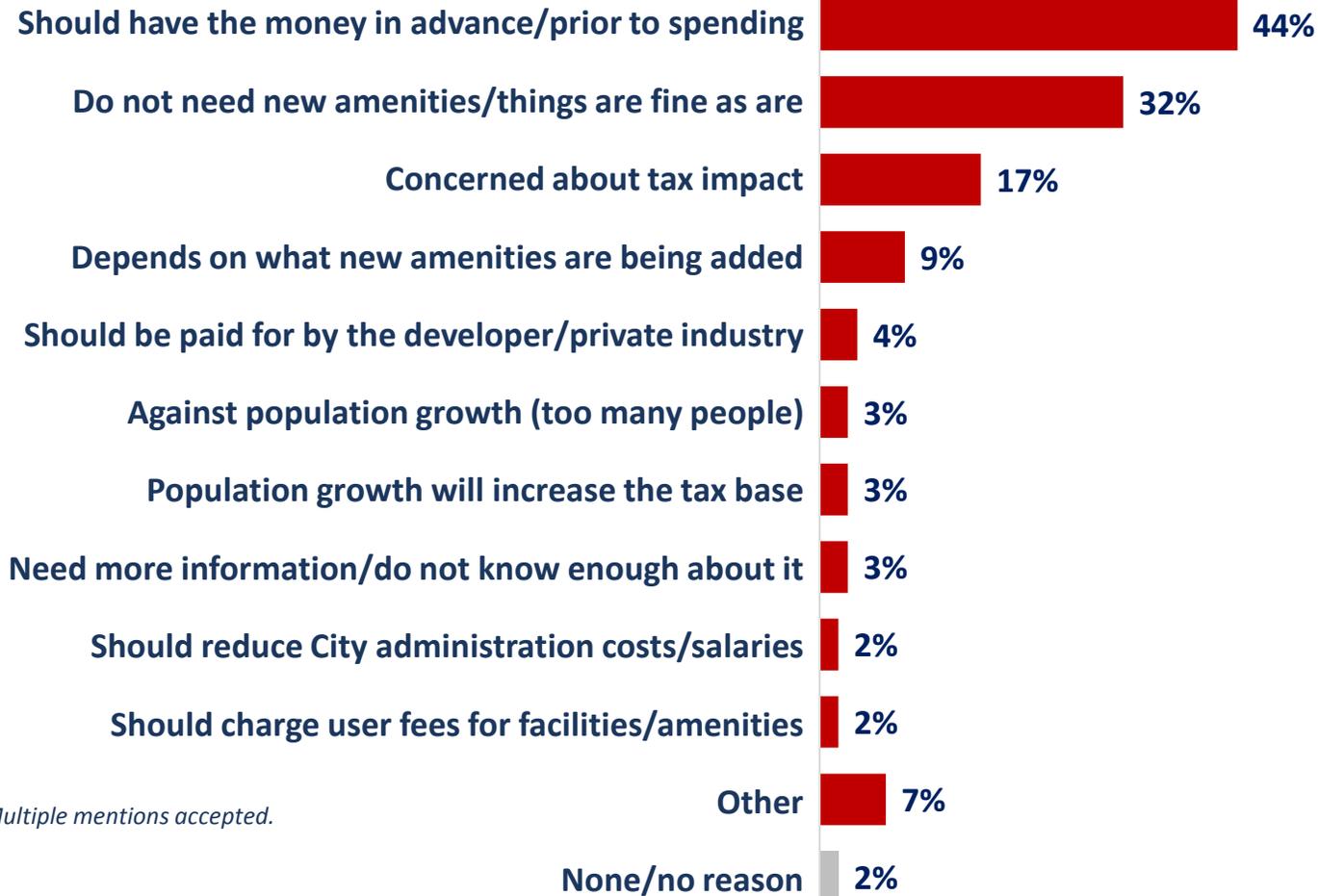
Base: All respondents (n=400)

# REASONS WHY OPPOSE DEBT FINANCING

(CODED OPEN-ENDS)

(AMONG THOSE WHO OPPOSE THE CITY GOING INTO DEBT)

Ipsos Public Affairs



Multiple mentions accepted.

Q12a. Why do you oppose the City going into debt to help finance new amenities? Any other reasons?  
Base: Those who oppose the City going into debt (n=208)

# COMMUNICATION

## CITIZENS REMAIN INTERESTED IN RECEIVING INFORMATION RELATED TO COMMUNITY PLANNING AND CITY FINANCES

Ipsos Public Affairs

Two-in-ten (20%) citizens say they would like the City of Port Moody to provide more information on “community planning/land use/new developments”. Another 16% mention “municipal taxes/property taxes/budget”. All other types of information are mentioned by less than 10% of citizens. Of note, one-third (33%) of citizens indicate they have no immediate information needs, with 30% saying “none/nothing” and 3% saying “don’t know”.

- This year’s results are similar to 2014, when the top two information requests were also “community planning/land use/new developments” (22%) and “municipal taxes/property taxes/budget” (16%).
- Normative comparisons are unavailable for this question.

### ***Analysis by Demographic Subgroup***

“Community planning/land use/new developments” mentions are significantly higher among those who are 35-54 years (25% vs. 19% of 55+ years, 9% of 18-34 years) and those who have lived in Port Moody for 21+ years (27% vs. 21% of 11-20 years, 14% of 10 years or less).

“Community events/special events” mentions are significantly higher among younger residents (18% of 18-34 years vs. 7% of 35-54 years, 4% of 55+ years).

# INFORMATION NEEDS

(CODED OPEN-ENDS)



Multiple mentions accepted.

Mentions <3% not shown.

Top Mentions 2014	
n=400	
Community planning/land use/new developments	22%
Municipal taxes/property taxes/budget	16%
Roads/transportation/transit	10%
Community updates/what's new	9%
Parks/recreation/arts/culture	5%
Community events/special events	5%

Q13. Thinking about your information needs, what kinds of information do you want the City of Port Moody to provide you with? Any others?  
 Base: All respondents (n=400)

## EMAIL CONTINUES TO BE THE BEST WAY OF COMMUNICATING INFORMATION TO CITIZENS

Overall, four-in-ten (41%) citizens identify “email” as the best way for the City of Port Moody to communicate information to them. Other ways that citizens would like to receive municipal information include “newsletter/pamphlet/flyer/brochure” (26%), “mail” (24%), “City website” (19%), “newspaper” (16%), and “social media (Twitter, Facebook, apps)” (10%).

- “Email” was also the top mention in 2014 (42%).
- Normative comparisons show that those living in other British Columbian municipalities generally prefer to receive information via the newspaper (32% norm vs. 16% in Port Moody) over email (23% norm vs. 41% in Port Moody).

## ANALYSIS BY DEMOGRAPHIC SUBGROUP REVEALS THE FOLLOWING SIGNIFICANT DIFFERENCES Ipsos Public Affairs

“Email” is mentioned significantly more often by those who are 35-54 years (51% vs. 25% of 55+ years, 36% of 18-34 years) and those living in households with children under the age of 18 at home (50% vs. 32% of those without children at home).

“Newsletter/pamphlet/flyer/brochure” is mentioned significantly more often by women (32% vs. 20% of men) and those who have lived in Port Moody for 21+ years (33% vs. 29% of 11-20 years, 19% of 10 years or less).

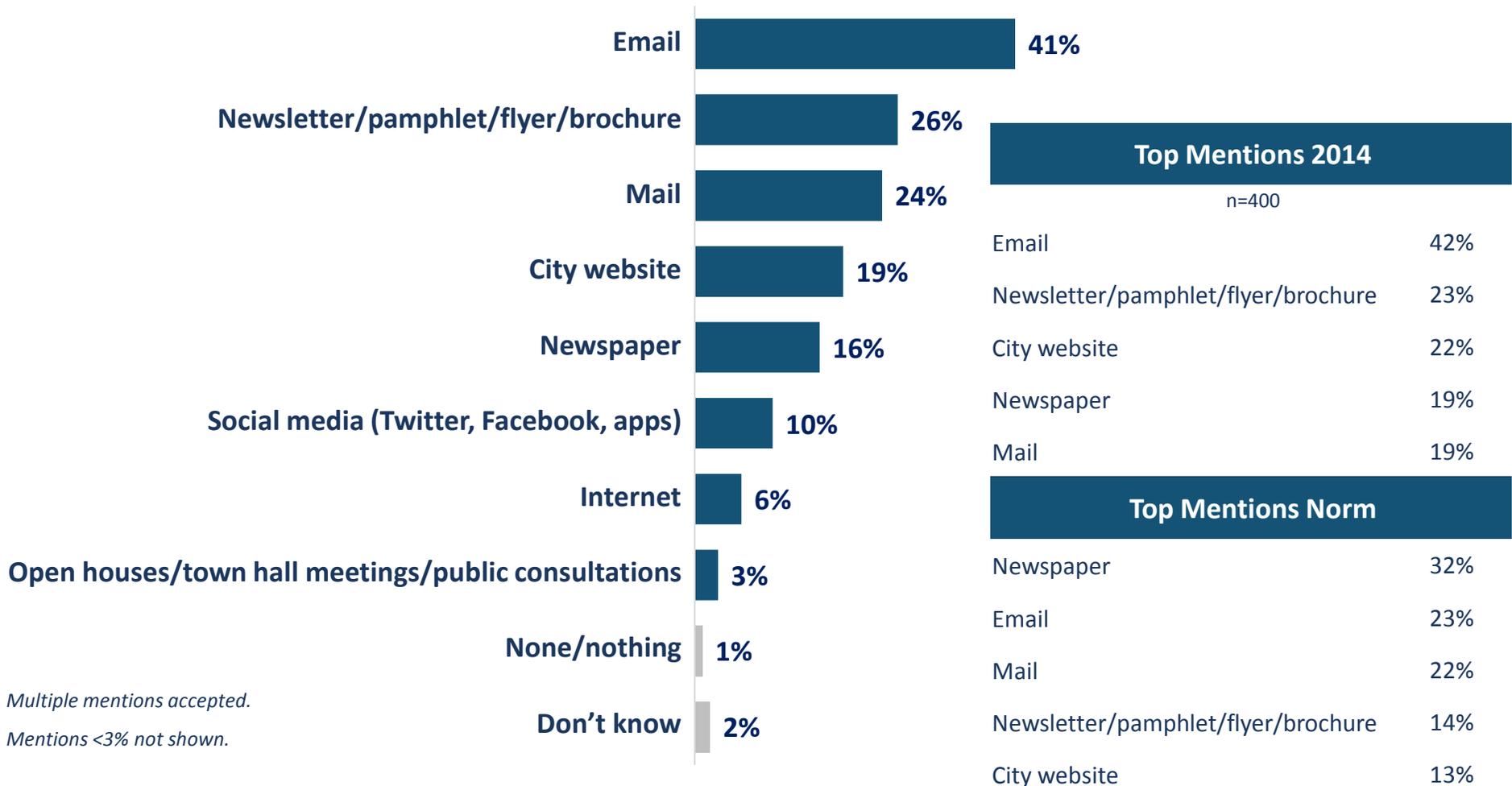
“City website” is mentioned significantly more often by men (24% vs. 14% of women), those who are 35-54 years (27% vs. 12% of 55+ years, 10% of 18-34 years), those living in households with children under the age of 18 at home (25% vs. 14% of those without children at home), and those who have lived in Port Moody for 20 years or less (includes 21% of 10 years or less, 25% of 11-20 years vs. 8% of 21+ years).

“Newspaper” is mentioned significantly more often by older residents (25% of 55+ years vs. 11% of 18-34 years, 18% of 18-34 years), those living in households without children under the age of 18 at home (21% vs. 11% of those with children at home), and those who have lived in Port Moody for 21+ years (23% vs. 15% of 11-20 years, 13% of 10 years or less).

“Social media (Twitter, Facebook, apps)” is mentioned significantly more often by those who are 35-54 years (13% vs. 5% of 55+ years, 9% of 18-34 years) and those living in households with children under the age of 18 at home (15% vs. 5% of those without children at home).

# PREFERRED METHODS OF COMMUNICATION

(CODED OPEN-ENDS)



Multiple mentions accepted.

Mentions <3% not shown.

Q14. And what methods would be best for the City of Port Moody to communicate information to you? Any others?

Base: All respondents (n=400)

## ALL OF THE TESTED COMMUNICATION CHANNELS ARE RATED USEFUL THIS YEAR – SIGNIFICANT IMPROVEMENTS SEEN FOR BOTH THE ONLINE RECREATION GUIDE AND SOCIAL MEDIA

Ipsos Public Affairs

Of the tested communication channels, the ones that are most useful (combined ‘very/somewhat useful’ responses) to citizens are:

- **The Port Moody calendar and garbage schedule** (83% useful, 64% ‘very useful’); and,
- **Maps and guides such as Parks and Trail Guide, Summer Cultural Guide, Public Art Map, etc.** (81% useful, 39% ‘very useful’).

The majority of citizens also find the following methods of communication useful:

- **The printed version of the Happening Recreation Guide** (75% useful, 37% ‘very useful’);
- **The online version of the Happening Recreation Guide** (72% useful, 39% ‘very useful’);
  - Perceived usefulness has increased significantly this year (up 7 percentage points, moving from 65% in 2014 to 72% in 2016).
- **Signs and billboards** (71% useful, 22% ‘very useful’);
- **City website, including live video streaming of meetings** (70% useful, 35% ‘very useful’);
- **The Focus newsletter** (65% useful, 29% ‘very useful’);
- **Advertisements in the local papers** (62% useful, 22% ‘very useful’); and,
- **Social media, including Facebook, Twitter, and apps** (56% useful, 25% ‘very useful’).
  - Perceived usefulness has increased significantly this year (up 13 percentage points, moving from 43% in 2014 to 56% in 2016).

Normative comparisons are unavailable for this question.

## ANALYSIS BY DEMOGRAPHIC SUBGROUP REVEALS THE FOLLOWING SIGNIFICANT DIFFERENCES

Ipsos Public Affairs

**The Port Moody calendar and garbage schedule** is significantly more useful to those who have lived in Port Moody for 21+ years (91% vs. 84% of 11-20 years, 77% of 10 years or less).

**Maps and guides such as Parks and Trail Guide, Summer Cultural Guide, Public Art Map, etc.** are significantly more useful to younger residents (91% of 18-34 years vs. 80% of 35-54 years, 77% of 55+ years) and those who have lived in Port Moody for 10 years or less (89% vs. 80% of 11-20 years, 72% of 21+ years).

**The printed version of the Happening Recreation Guide** is significantly more useful to older residents (82% of 55+ years vs. 76% of 35-54 years, 64% of 18-34 years).

**The online version of the Happening Recreation Guide** is significantly more useful to those under the age of 55 (includes 72% of 18-34 years, 82% of 35-54 years vs. 53% of 55+ years), those living in households with children under the age of 18 at home (84% vs. 62% of those without children at home), and those who have lived in Port Moody for 20 years or less (includes 84% of 10 years or less, 75% of 11-20 years vs. 49% of 21+ years).

**Signs and billboards** are significantly more useful to women (77% vs. 65% of men) and those who have lived in Port Moody for 10 years or less (78% vs. 70% of 11-20 years, 62% of 21+ years).

**City website** is significantly more useful to those who are 35-54 years (80% vs. 58% of 55+ years, 64% of 18-34 years), those living in households with children under the age of 18 at home (78% vs. 64% of those without children at home), and those who have lived in Port Moody for 10 years or less (75% vs. 72% of 11-20 years, 61% of 21+ years).

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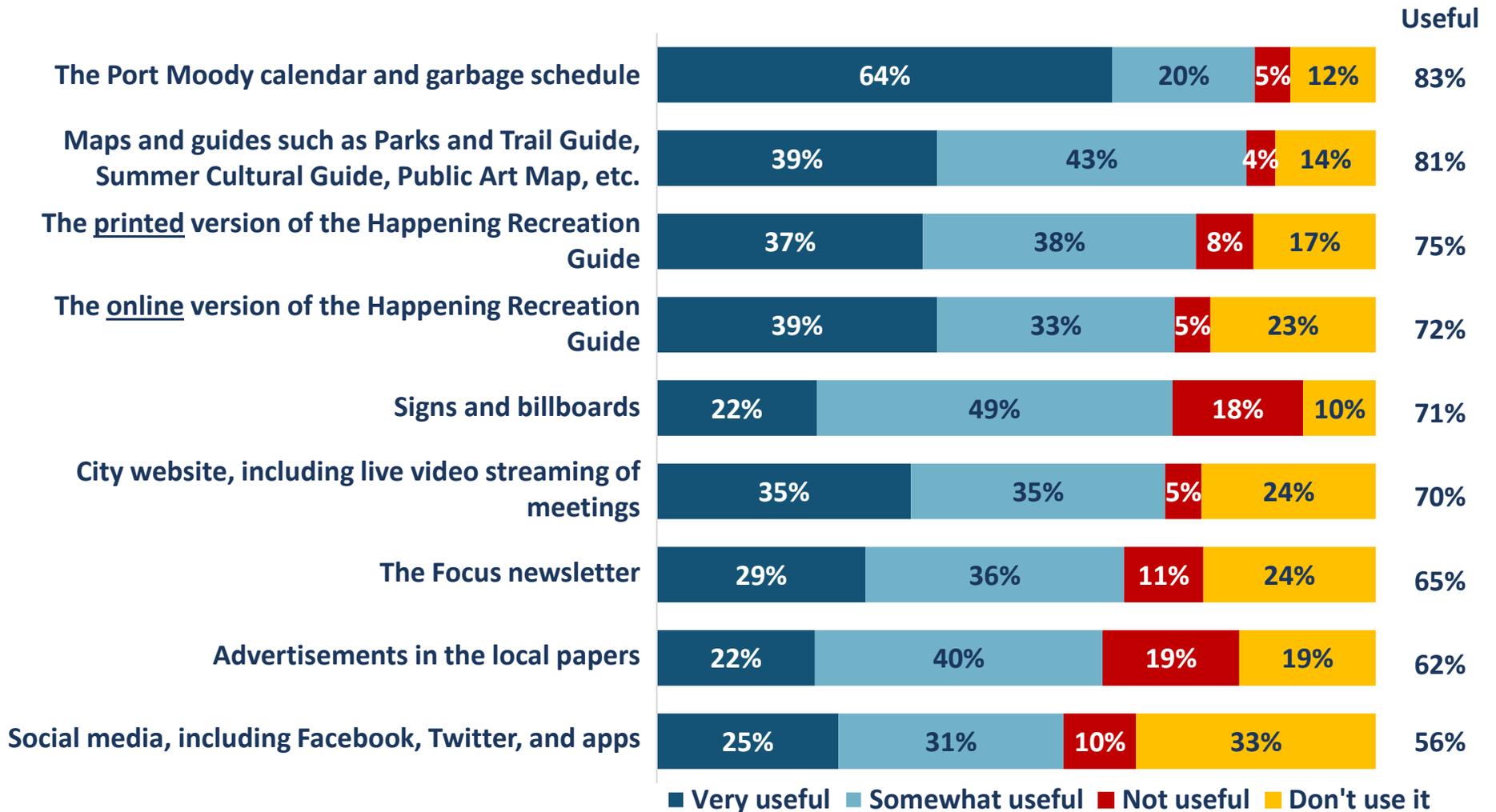
## ANALYSIS BY DEMOGRAPHIC SUBGROUP REVEALS THE FOLLOWING SIGNIFICANT DIFFERENCES (CONT'D) Ipsos Public Affairs

**The Focus newsletter** is significantly more useful to older residents (83% of 55+ years vs. 65% of 35-54 years, 43% of 18-34 years).

**Advertisements in local papers** are significantly more useful to older residents (72% of 55+ years vs. 54% of 35-54 years, 69% of 18-34 years).

**Social media, including Facebook, Twitter, and apps** is significantly more useful to younger residents (77% of 18-34 years vs. 61% of 35-54 years, 28% of 55+ years), those living in households with children under the age of 18 at home (65% vs. 47% of those without children at home), and those who have lived in Port Moody for 20 years or less (includes 58% of 10 years or less, 66% of 11-20 years vs. 37% of 21+ years).

# USEFULNESS OF SPECIFIC CITY COMMUNICATION CHANNELS



Q15. The City of Port Moody uses a number of ways to communicate with its residents. How useful do you find each of the following of the City's communication methods?

Base: All respondents (n=400)

# USEFULNESS OF SPECIFIC CITY COMMUNICATION CHANNELS - TRACKING

USEFUL	2012	2014	2016
	n=401	n=400	n=400
The Port Moody calendar and garbage schedule	79%	87%	83%
Maps and guides such as Parks and Trail Guide, Summer Cultural Guide, Public Art Map, etc.	n/a	79%	81%
The <u>printed</u> version of the Happening Recreation Guide	69%	73%	75%
The <u>online</u> version of the Happening Recreation Guide	56%	65%	72%
Signs and billboards	n/a	70%	71%
City website, including live video streaming of meetings	n/a	64%	70%
The Focus newsletter	65%	64%	65%
Advertisements in the local papers	66%	66%	62%
Social media, including Facebook, Twitter, and apps	45%*	43%	56%

*\*Slight difference in question wording.*

Q15. The City of Port Moody uses a number of ways to communicate with its residents. How useful do you find each of the following of the City's communication methods?

Base: All respondents

## REPORTED WEBSITE USAGE HAS NOT SIGNIFICANTLY CHANGED OVER THE PAST COUPLE OF YEARS

Ipsos Public Affairs

Nine-in-ten (90%) citizens report using the City of Port Moody's website at least occasionally, with 37% indicating they visit once a month or more.

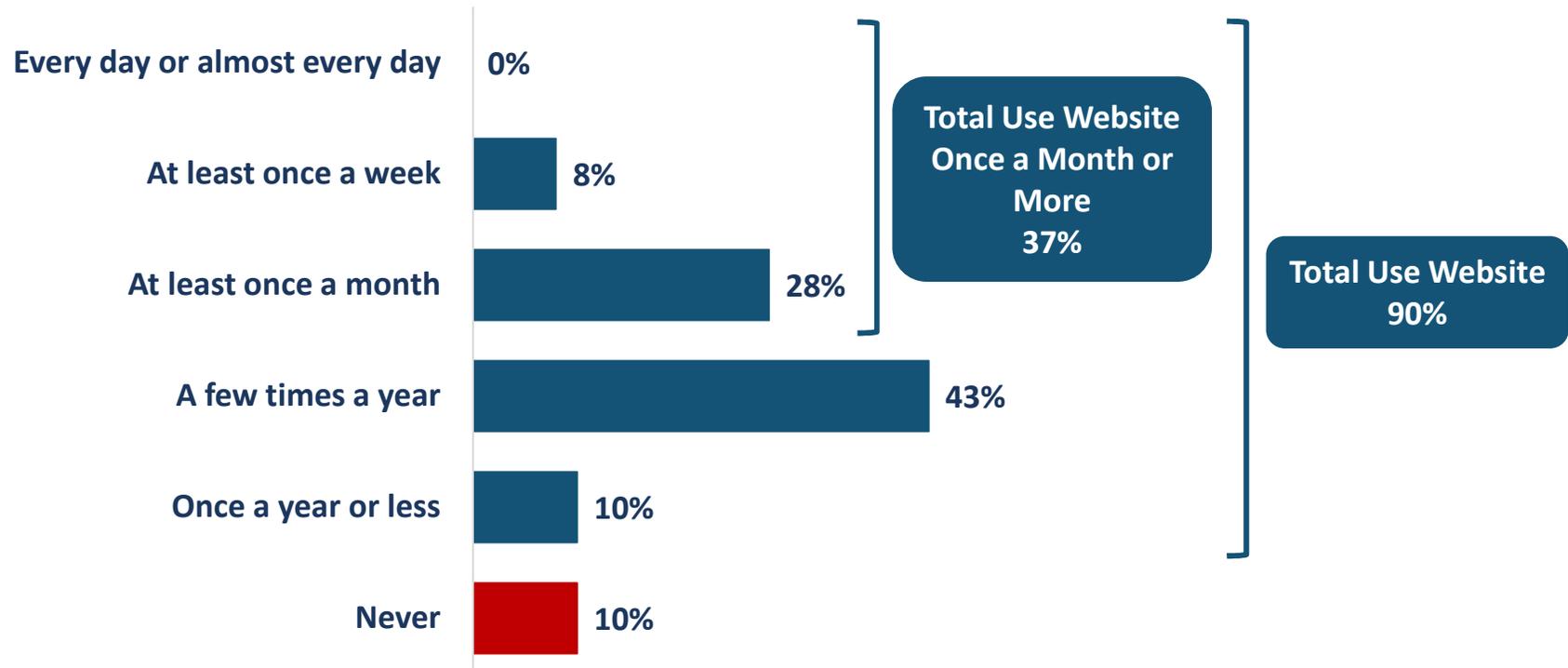
- This year's results are not significantly different from what was reported in 2014.
- Normative comparisons are unavailable for this question.

### ***Analysis by Demographic Subgroup***

Citizens who are more likely to report using the City's website at least occasionally fit the following demographic characteristics:

- Under the age of 55 (includes 91% of 18-34 years, 95% of 35-54 years vs. 78% of 55+ years);
- Live in households with children under the age of 18 at home (97% vs. 83% of those without children at home); and,
- Have lived in Port Moody for 20 years or less (94% vs. 77% of 21+ years).

# FREQUENCY OF USING CITY WEBSITE



	2012	2014	2016
	n=401	n=400	n=400
Total Use Website	84%	87%	90%
Total Use Website Once a Month or More	34%	38%	37%

Q16. How often do you use the City of Port Moody's website?  
 Base: All respondents (n=400)

# THE WEBSITE CONTINUES TO BE A USEFUL SOURCE OF INFORMATION AND ONLINE SERVICES

Ipsos Public Affairs

(AMONG THOSE WHO USE THE CITY'S WEBSITE)

Among those who use the City's website at least occasionally, 94% say the available information and online services are either 'very useful' (39%) or 'somewhat useful' (55%).

- This year's results are not significantly different from what was reported in 2014 and are also on par with the municipal norm.

When asked for suggestions around other types of information or online services that could be included on the City's website, the vast majority (86%) of website users say "none/nothing" (84%) or "don't know" (2%). Of the suggestions that are mentioned, no single item garners more than 3% of mentions, with the top suggestions being "information on upcoming community events" (3%), "general information (unspecified)" (2%), and "improve payment methods/systems (allow people alternative ways to pay bills/fines/fees)" (2%).

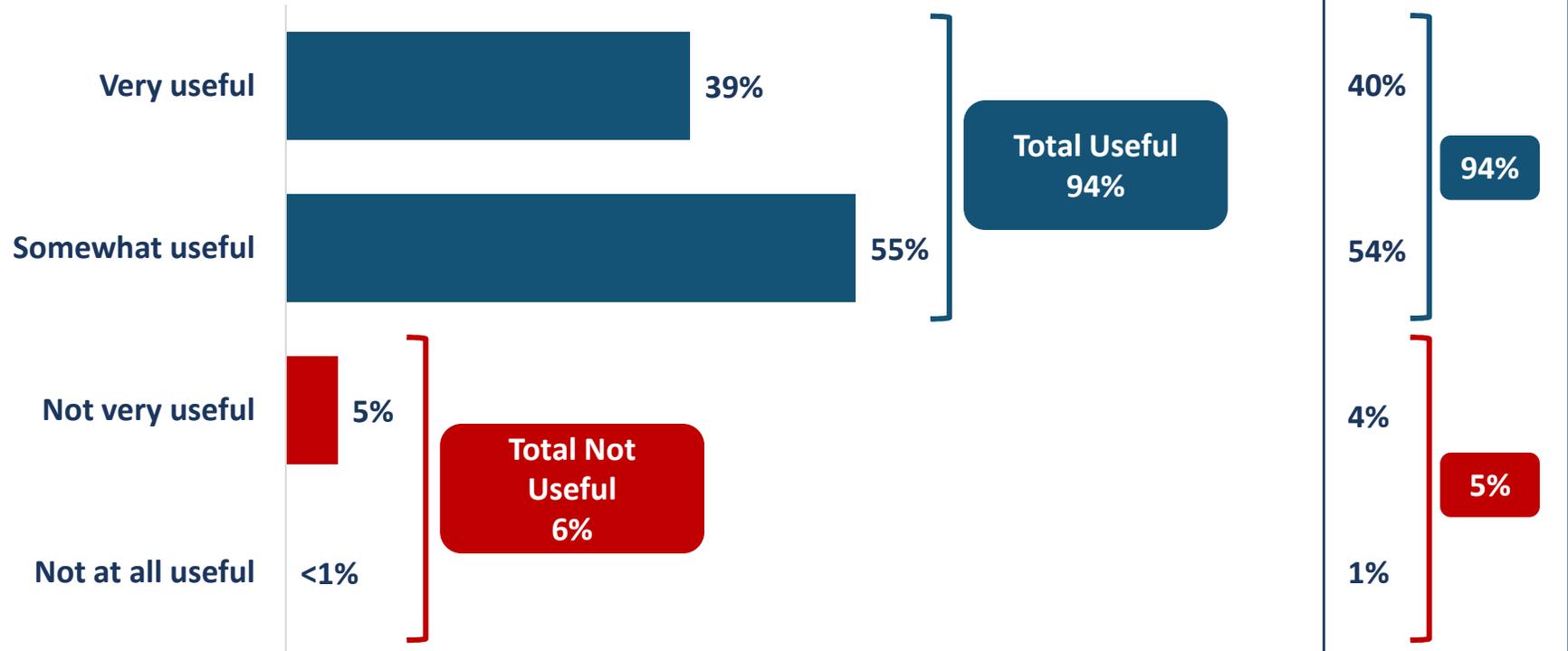
- In 2014, the number one suggestion was "information on planning and development (incl. current and upcoming projects)" (3%).
- Normative comparisons are unavailable for this question.

## ***Analysis by Demographic Subgroup***

Perceived usefulness (combined 'very/somewhat useful' responses) is significantly higher among those who are 35-54 years (96% vs. 89% of 55+ years, 95% of 18-34 years).

# USEFULNESS OF WEBSITE

(AMONG THOSE WHO USE THE CITY'S WEBSITE)



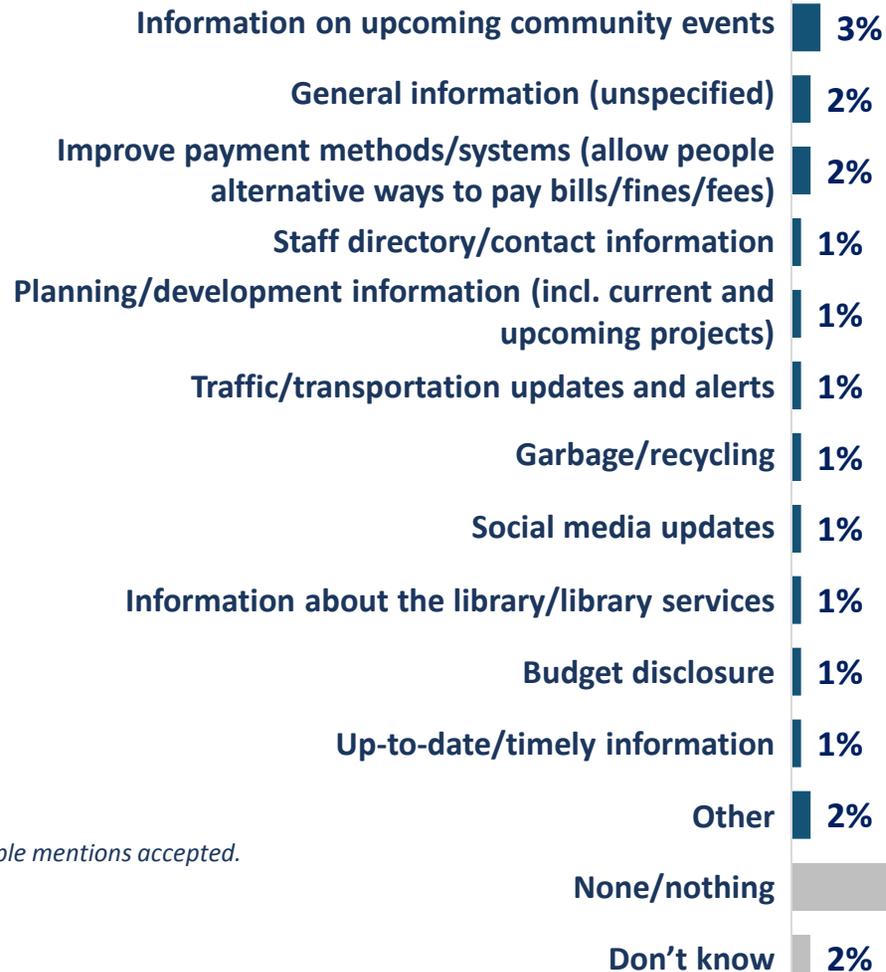
	2012	2014	2016
	n=326	n=341	n=343
Total Useful	89%	92%	94%
Very useful	40%	43%	39%

Q17. How useful is the information and online services available on the City's website?  
 Base: Those who use the City's website (n=343)

# SUGGESTIONS FOR OTHER TYPES OF INFORMATION OR ONLINE SERVICES (CODED OPEN-ENDS)

(AMONG THOSE WHO USE THE CITY'S WEBSITE)

Ipsos Public Affairs



Multiple mentions accepted.

## Top Mentions 2014

n=341

Planning/development information (incl. current and upcoming projects)	3%
Improve website navigation/user friendly	2%
Information on upcoming community events	2%

Q18. Are there any other types of information or online services that you would like to see included on the City's website? Anything else?

Base: Those who use the City's website (n=343)

# TOURISM/ECONOMIC DEVELOPMENT

## CITIZENS SUPPORT INVESTING IN ATTRACTING OUT OF TOWN VISITORS – SUPPORT FOR CULTURAL INVESTMENT IS UP SIGNIFICANTLY FROM 2014

Ipsos Public Affairs

To help attract out of town visitors, citizens are most supportive of the City investing in **festivals** (86%), **parks and trails** (85%), and **cultural facilities and events** (82%).

- Support for investing in **cultural facilities and events** has increased significantly this year (up 7 percentage points, moving from 75% in 2014 to 82% in 2016).

Slightly fewer (but still the majority) support the City investing in **heritage facilities and events** (71%) and **sporting facilities and events** (71%).

In comparison, less than half (42%) support the City investing in **shopping destinations** as a means of attracting out of town visitors.

Normative comparisons are unavailable for this question.

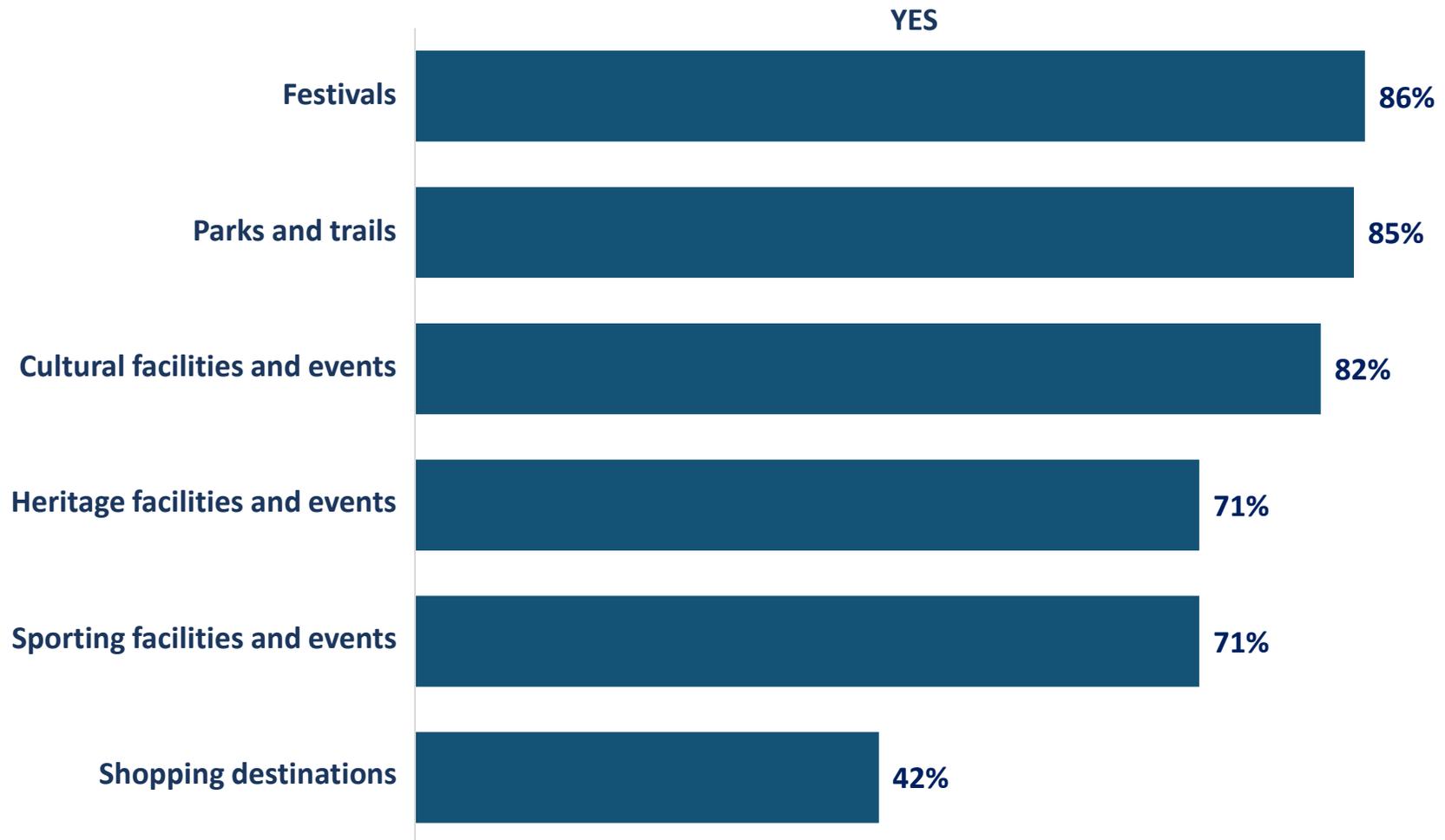
### *Analysis by Demographic Subgroup*

Support for investing in **festivals** is higher among women (92% vs. 80% of men) and younger residents (93% of 18-34 years vs. 85% of 35-54 years, 81% of 55+ years).

Support for investing in **parks and trails** is higher among younger residents (93% of 18-34 years vs. 84% of 35-54 years, 81% of 55+ years) and those who have lived in Port Moody for 10 years or less (93% vs. 82% of 11-20 years, 78% of 21+ years).

Support for investing in **cultural facilities and events** is higher among those who have lived in Port Moody for 10 years or less (90% of vs. 77% of 11-20 years, 76% of 21+ years).

## SUPPORT FOR INVESTING IN ATTRACTING OUT OF TOWN VISITORS



Q19. There are a number of different things the City of Port Moody can invest in to make it more attractive to out of town visitors. Please tell me if you think the City should invest in each of the following to help attract out of town visitors.

Base: All respondents (n=400)

# SUPPORT FOR INVESTING IN ATTRACTING OUT OF TOWN VISITORS - Ipsos Public Affairs TRACKING

YES	2012	2014	2016
	n=401	n=400	n=400
Festivals	85%	87%	86%
Parks and trails	84%	89%	85%
Cultural facilities and events	76%	75%	82%
Heritage facilities and events	71%	66%	71%
Sporting facilities and events	67%	73%	71%
Shopping destinations	38%	38%	42%

Q19. There are a number of different things the City of Port Moody can invest in to make it more attractive to out of town visitors. Please tell me if you think the City should invest in each of the following to help attract out of town visitors.

Base: All respondents

# ENVIRONMENT

## THE IMPORTANCE OF CIVIC ENVIRONMENTAL LEADERSHIP HAS GROWN IN INTENSITY OVER THE PAST TWO YEARS

Ipsos Public Affairs

Overall, 87% of citizens say it is either 'very important' (51%) or 'somewhat important' (37%) for the City of Port Moody to be a leader in protecting the environment, even if doing so increases their municipal taxes.

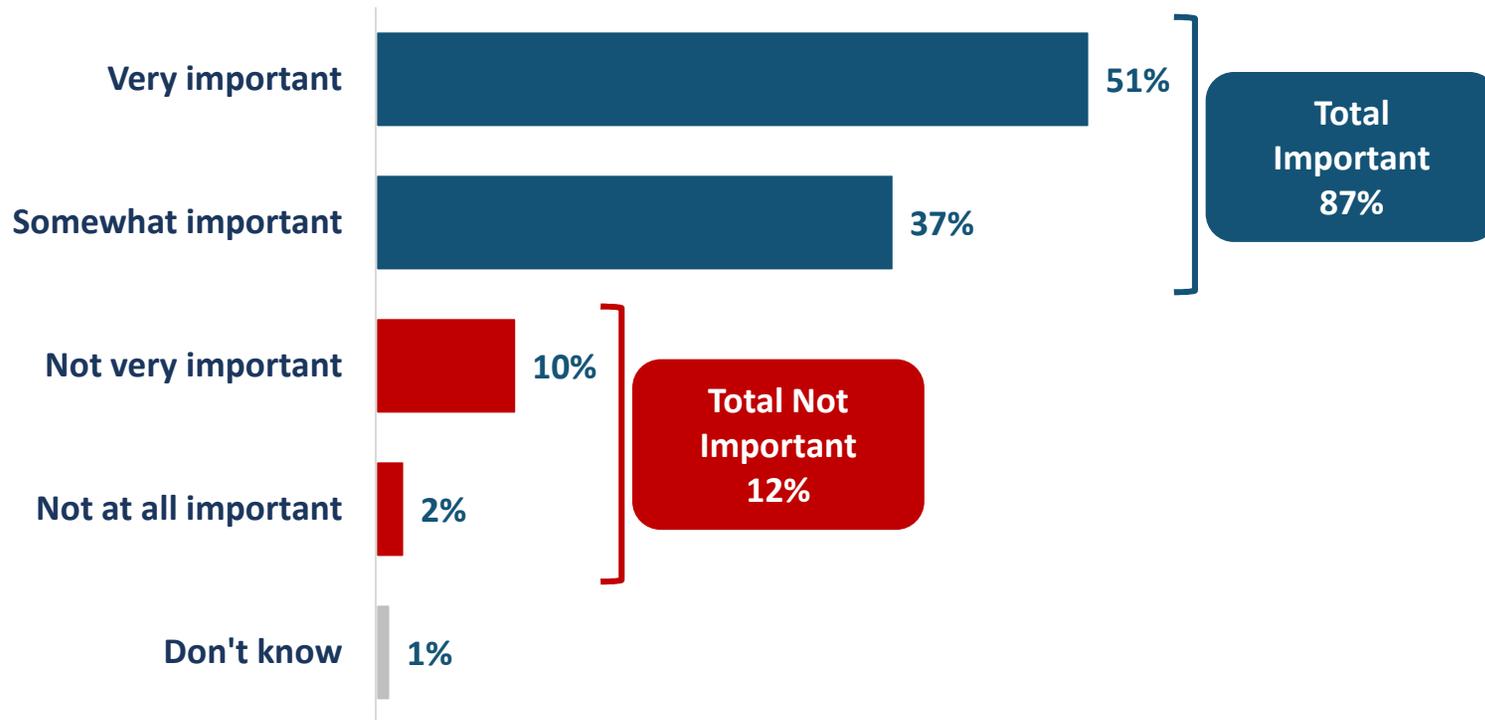
- The percentage saying 'very important' has increased significantly this year (up 7 percentage points, moving from 44% in 2014 to 51% in 2016).
- Normative comparisons are unavailable for this question.

### ***Analysis by Demographic Subgroup***

Perceived importance (combined 'very/somewhat important' responses) is significantly higher among:

- Younger residents (95% of 18-34 years vs. 87% of 35-54 years, 82% of 55+ years); and,
- Those who have lived in Port Moody for 20 years or less (includes 89% of 10 years or less, 90% of 11-20 years vs. 79% of 21+ years).

# IMPORTANCE OF CIVIC ENVIRONMENTAL LEADERSHIP



	2012	2014	2016
	n=401	n=400	n=400
Total Important	81%	82%	87%
Very important	46%	44%	51%

Q20. How important is it to you that the City of Port Moody be a leader in protecting the environment, even if doing so increases your municipal taxes?  
 Base: All respondents (n=400)

# WEIGHTED SAMPLE CHARACTERISTICS

## WEIGHTED SAMPLE CHARACTERISTICS

**Gender**

Male	49%
Female	51%

**Age**

18-34 years	22%
35-44 years	29%
45-54 years	22%
55+ years	26%

**Household Composition**

With children under 18 years	47%
Without children under 18 years	53%

**Homeownership**

Own	82%
Rent	13%

**Primarily Property Tax/Rent Payer**

Yes	83%
No	17%

**Length of Residency in Port Moody**

<1 year	1%
1-5 years	13%
6-10 years	24%
11-15 years	21%
16-20 years	17%
21-25 years	9%
26-30 years	5%
31+ years	10%

*Average 16 years*

# Contacts

**Catherine Knaus**

Director  
Canada Public Affairs

✉ [catherine.knaus@ipsos.com](mailto:catherine.knaus@ipsos.com)

📞 +1 778 373 5131