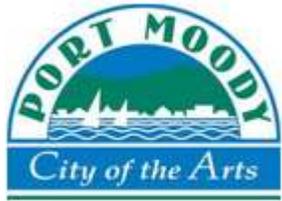




Ipsos Reid



2012 Citizen Satisfaction Syndicated Survey

City of Port Moody



June 2012

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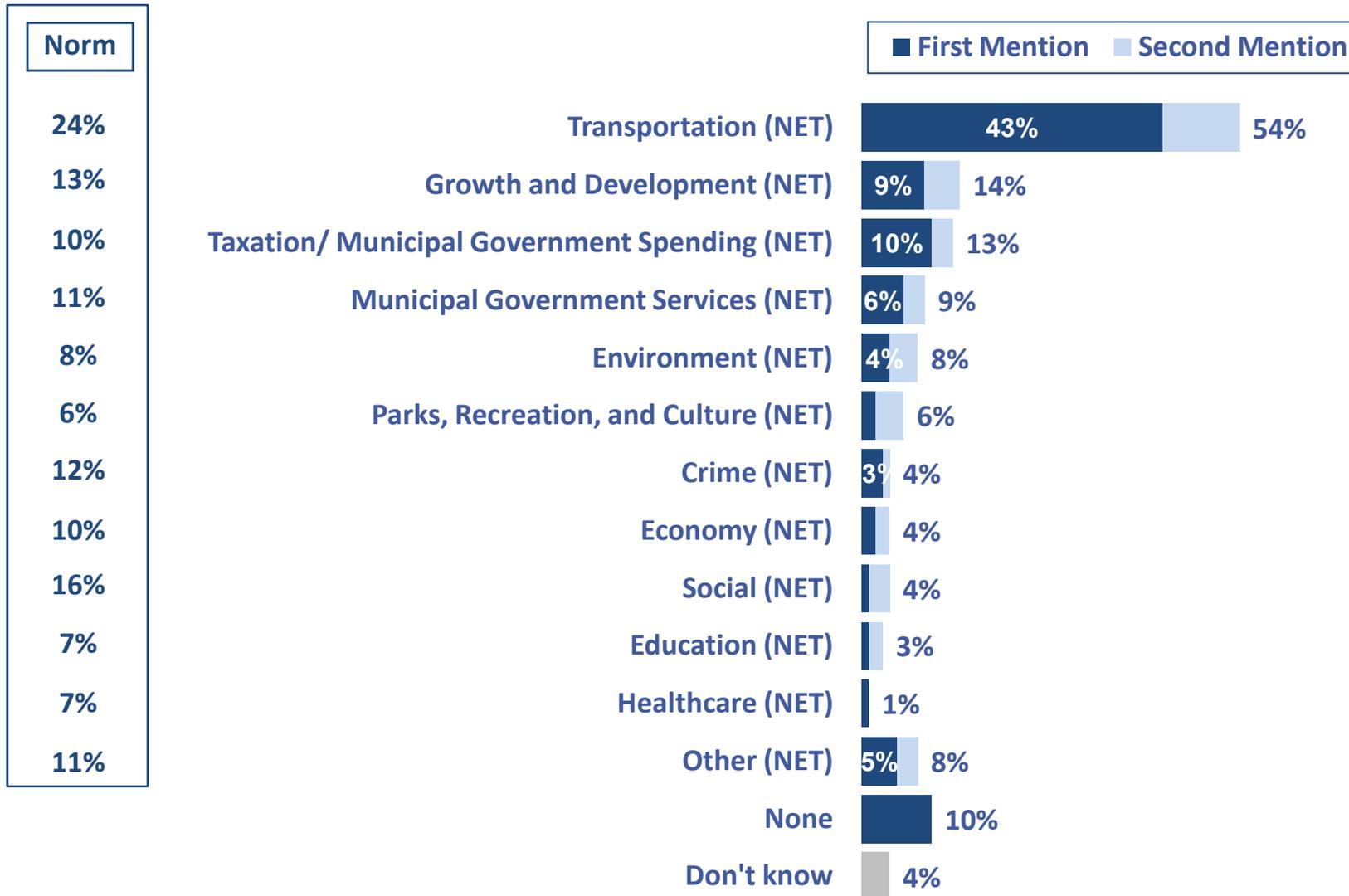
Methodology

- 401 telephone interviews conducted with a randomly selected representative sample of Port Moody residents aged 18 years or older.
- Interviews conducted between May 8 and 17, 2012.
- Final data was weighted to ensure the age/gender distribution reflects that of the actual population in Port Moody according to the most recent Census data.
- Overall results are accurate to within ± 4.9 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Where comparable, the City of Port Moody's results have been compared to Ipsos Reid's database of BC municipal norms to provide additional context, insight, and benchmarks.

Issue Agenda



Top-of-Mind Community Issues



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 local issues?

Base: All respondents (n=401)



Top-of-Mind Community Issues (cont'd)

Top mentions included under the three leading top-of-mind community issues:

- **Transportation (54% total mentions)**
 - *Traffic congestion* (20%)
 - *Transportation (general)* (15%)
 - *SkyTrain/Evergreen Line/rapid transit* (10%)

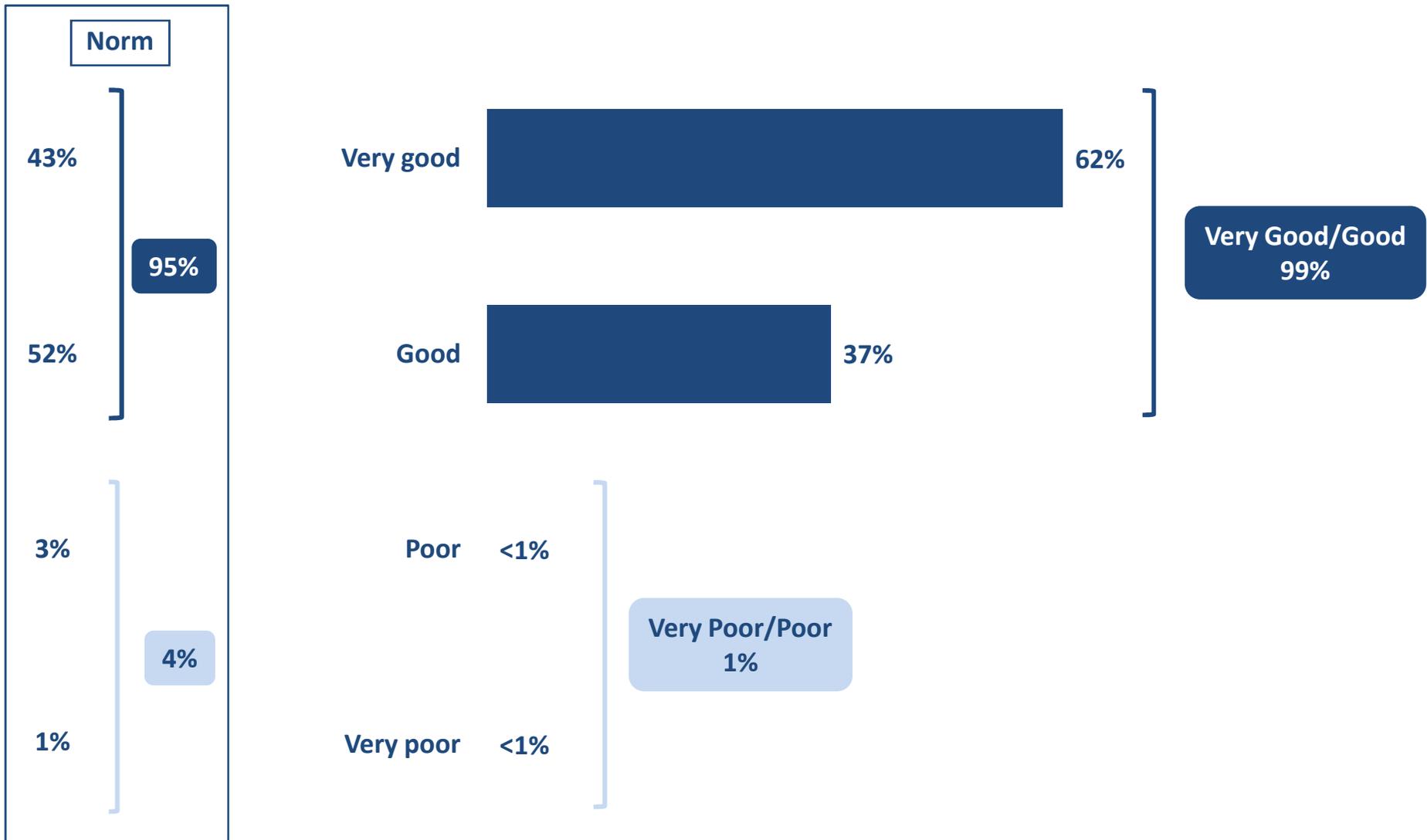
- **Growth and Development (14% total mentions)**
 - *Growth/development (general)* (8%)
 - *Population growth* (3%)
 - *Density/housing density* (2%)

- **Taxation/Municipal Government Spending (13% total mentions)**
 - *Taxes/property taxes* (7%)
 - *Taxation/municipal government spending (general)* (5%)
 - *Budget/balancing budget* (1%)

Quality of Life



Overall Quality of Life

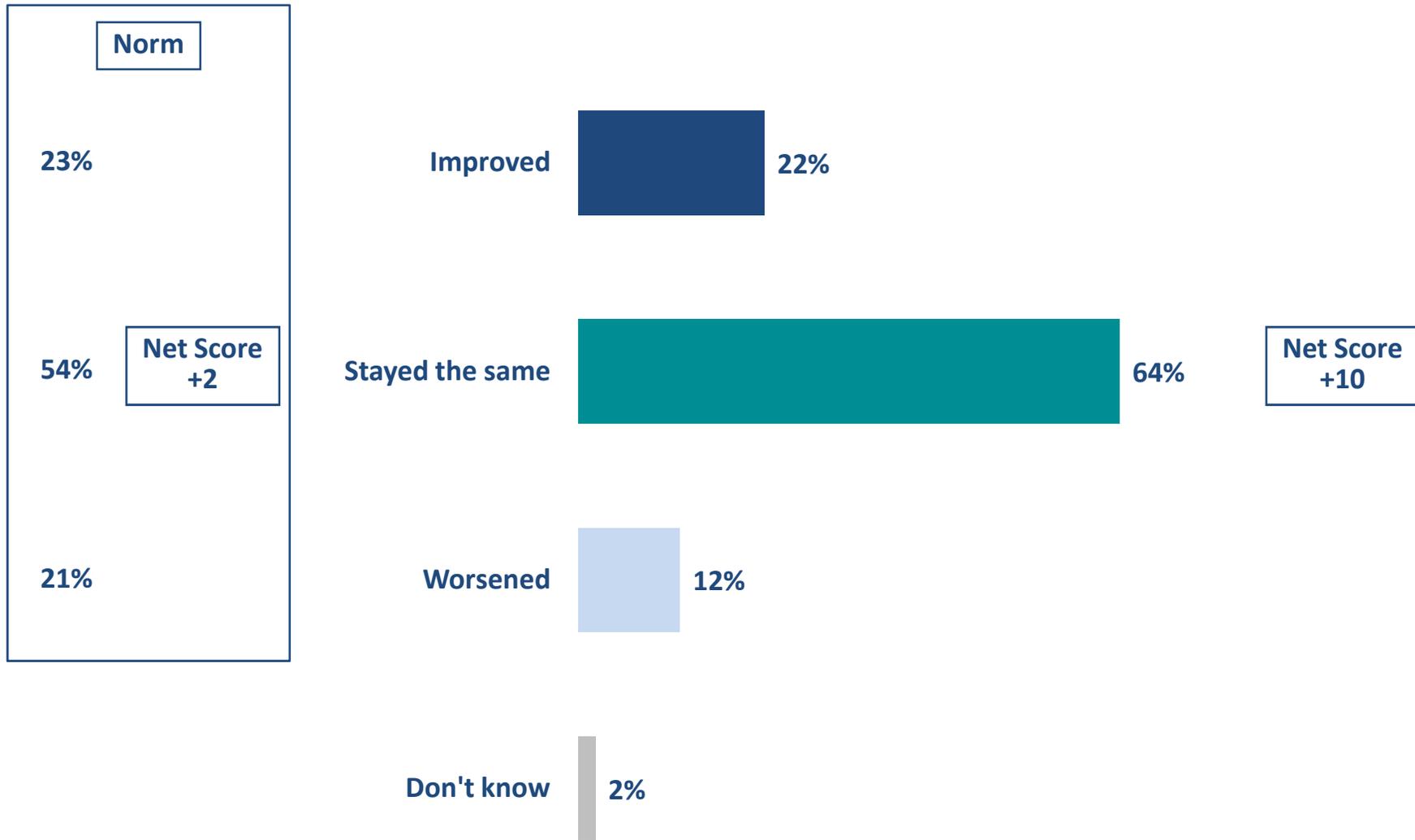


Q2. How would you rate the overall quality of life in the City of Port Moody today? Would you say very good, good, poor, or very poor?

Base: All respondents (n=401)



Change in Quality of Life Past Three Years

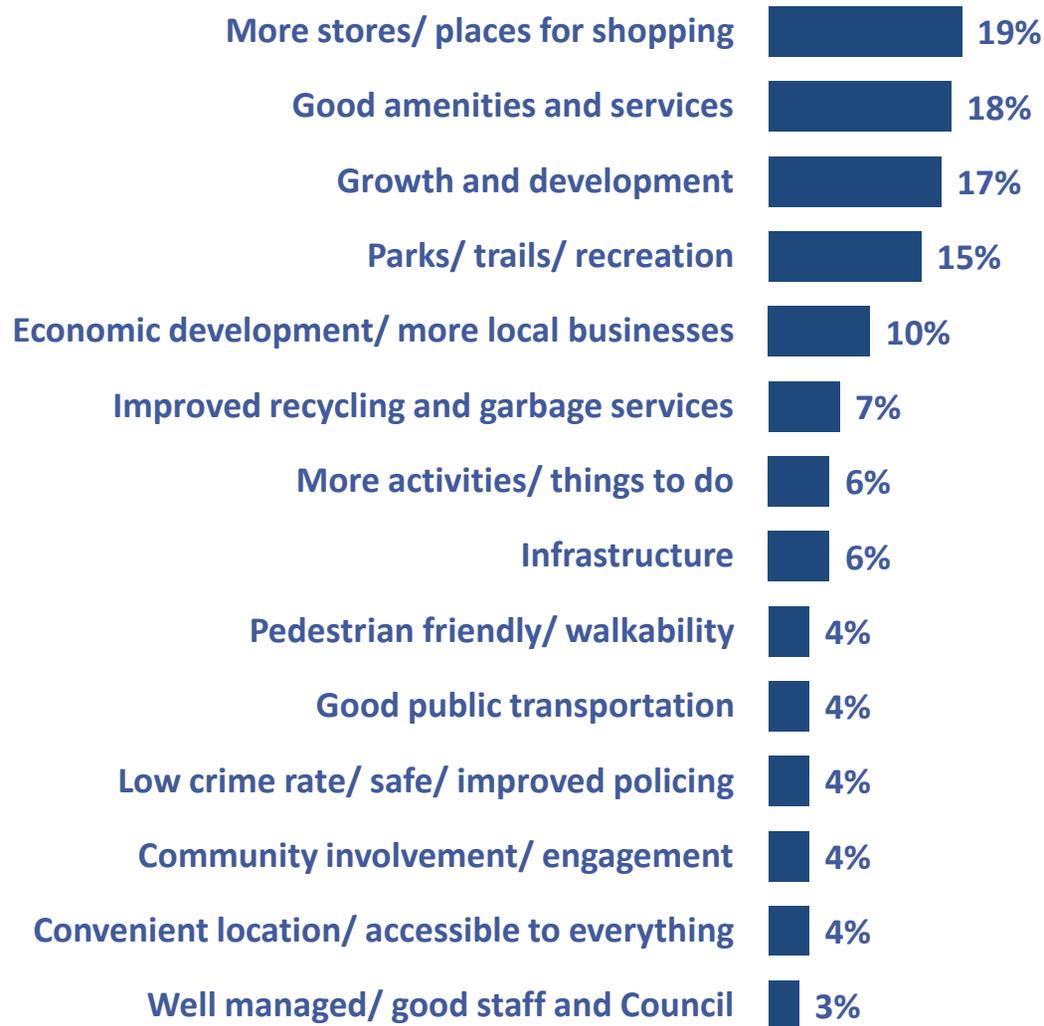


Q3. And, do you feel that the quality of life in the City of Port Moody in the past three years has improved, stayed the same, or worsened?

Base: All respondents (n=401)



Reasons why Quality of Life has Improved



Note: includes mentions of 3% or more.

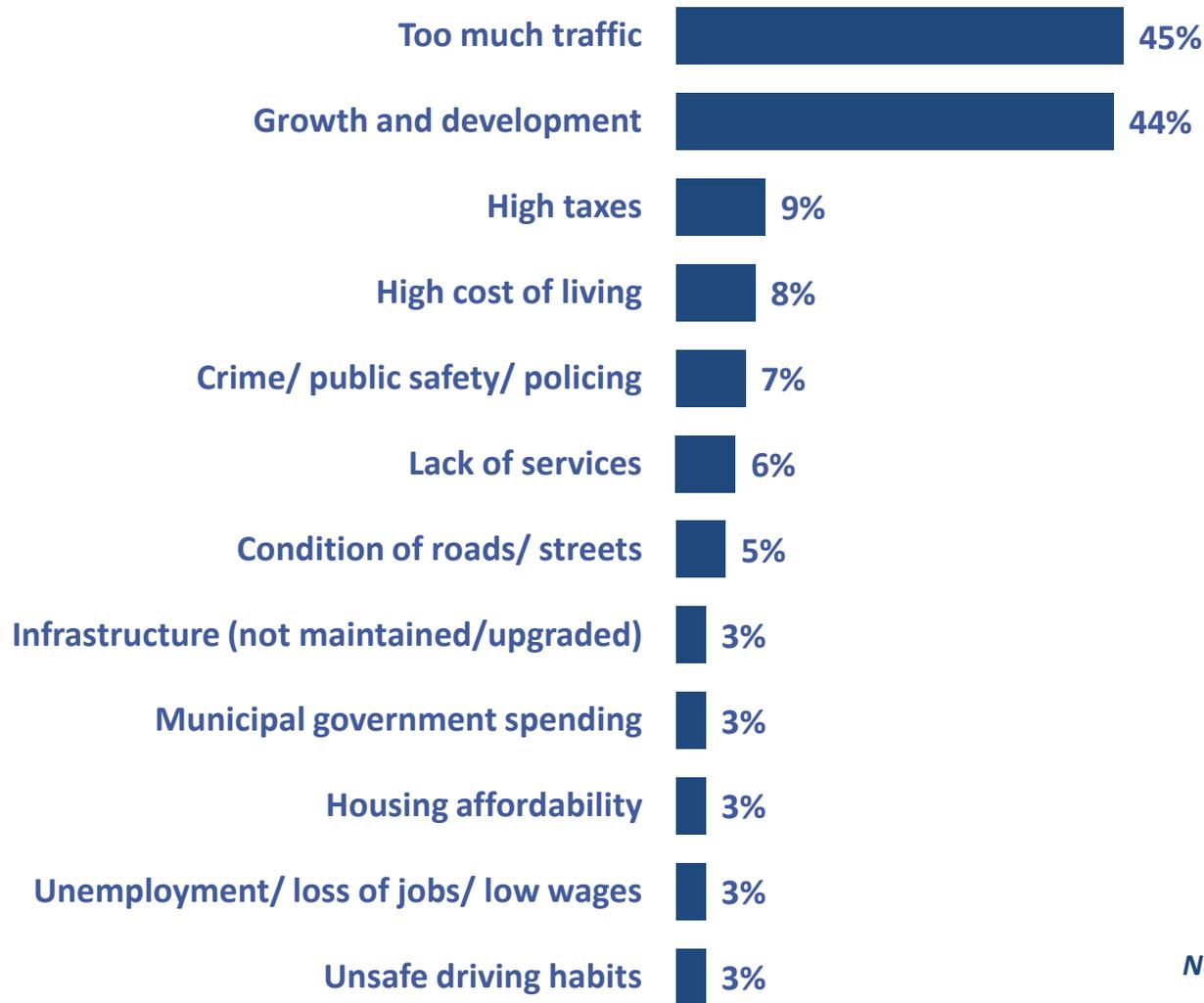
**Small base size, interpret with caution.*

Q4. Why do you think the quality of life has improved?

Base: Quality has improved (n=86)*



Reasons why Quality of Life has Worsened



Note: includes mentions of 3% or more.

**Small base size, interpret with caution.*

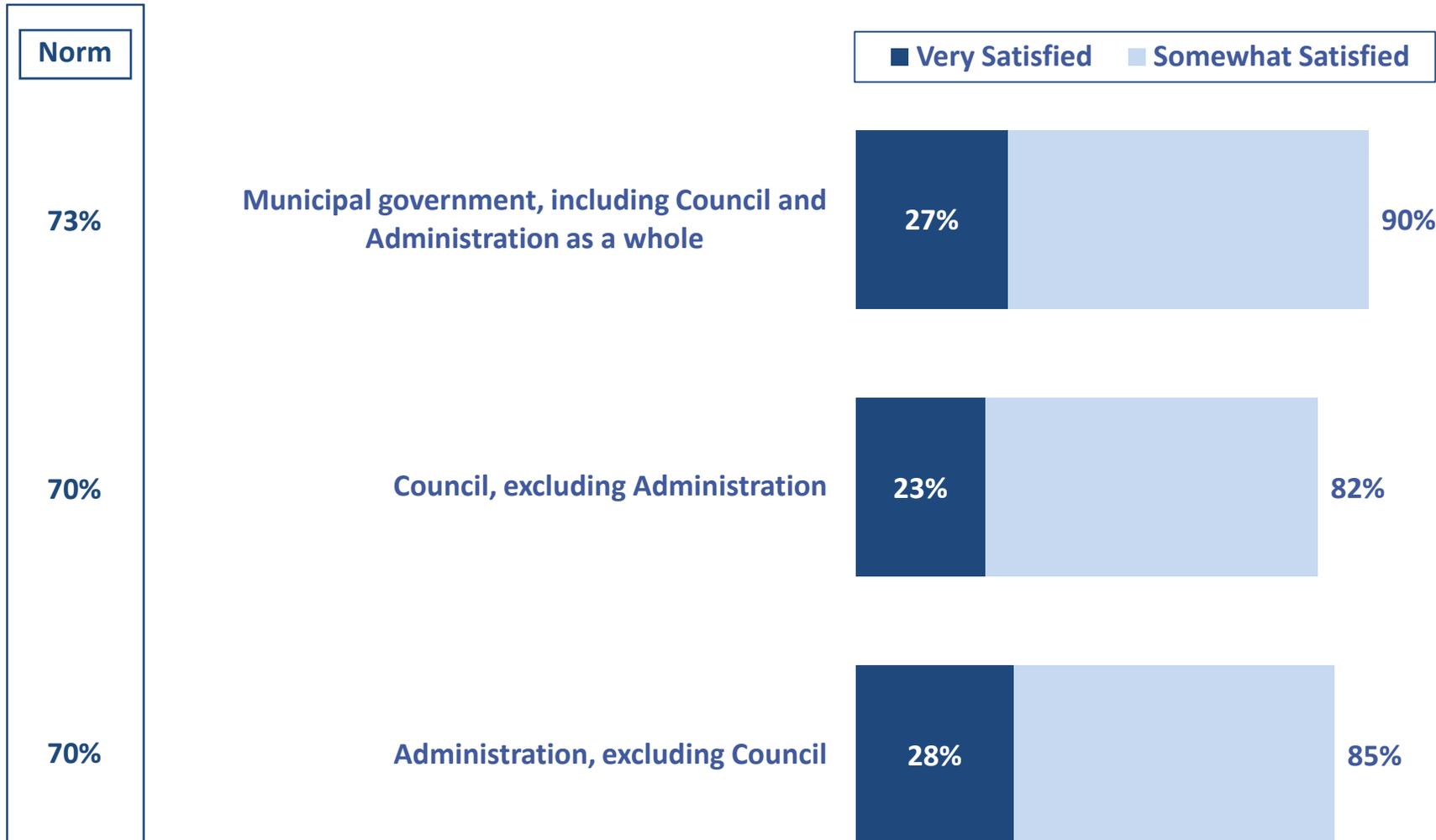
Q5. Why do you think the quality of life has worsened?

Base: Quality has worsened (n=56)*

Perceptions of Staff and Council



Satisfaction with Municipal Operations



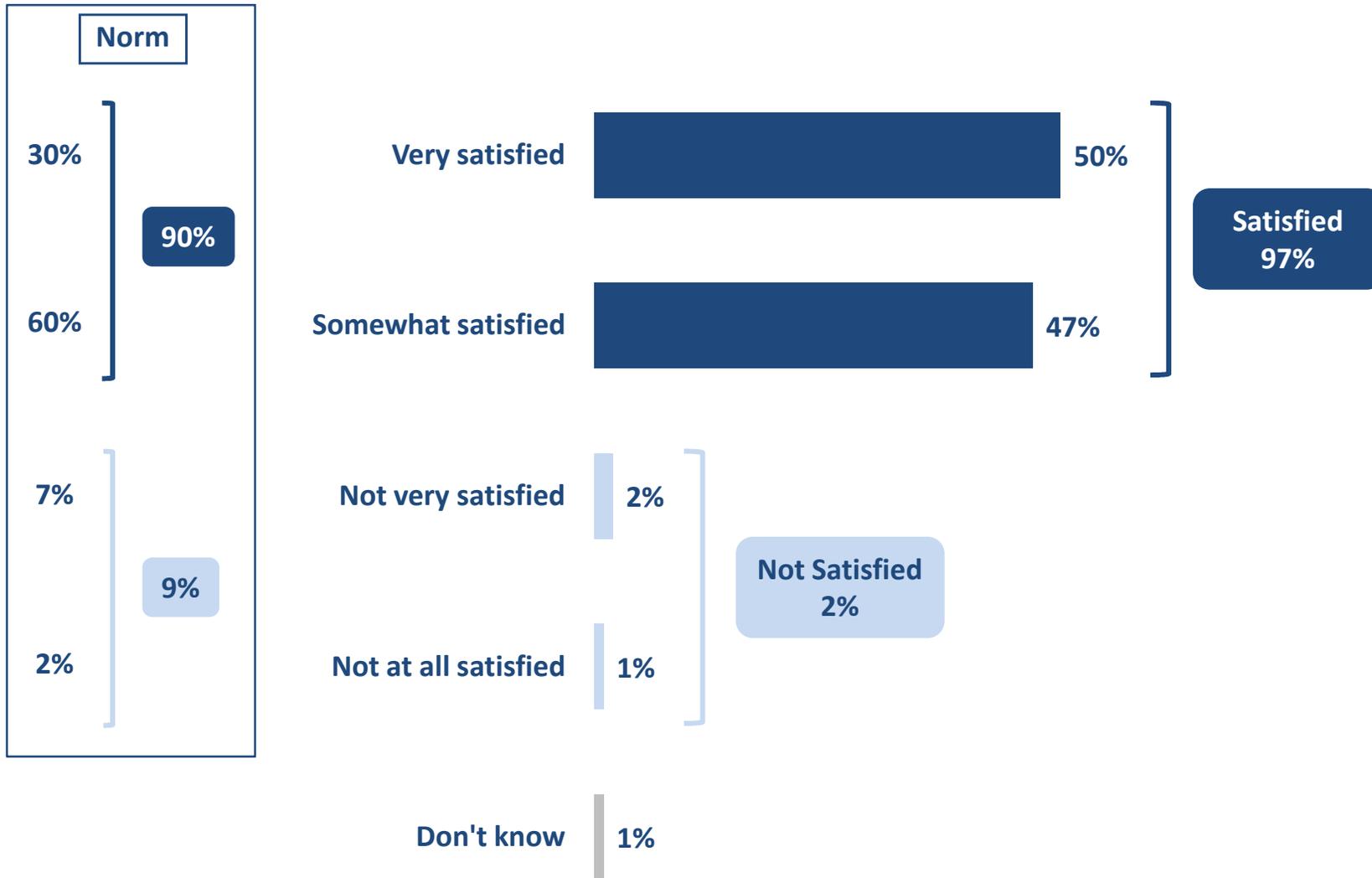
Q6. Taking everything into account, how satisfied are you with the way the City of Port Moody's...is going about running the community? Are you very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

Base: All respondents (n=401)

Satisfaction with Services



Overall Satisfaction with Level and Quality of City Services

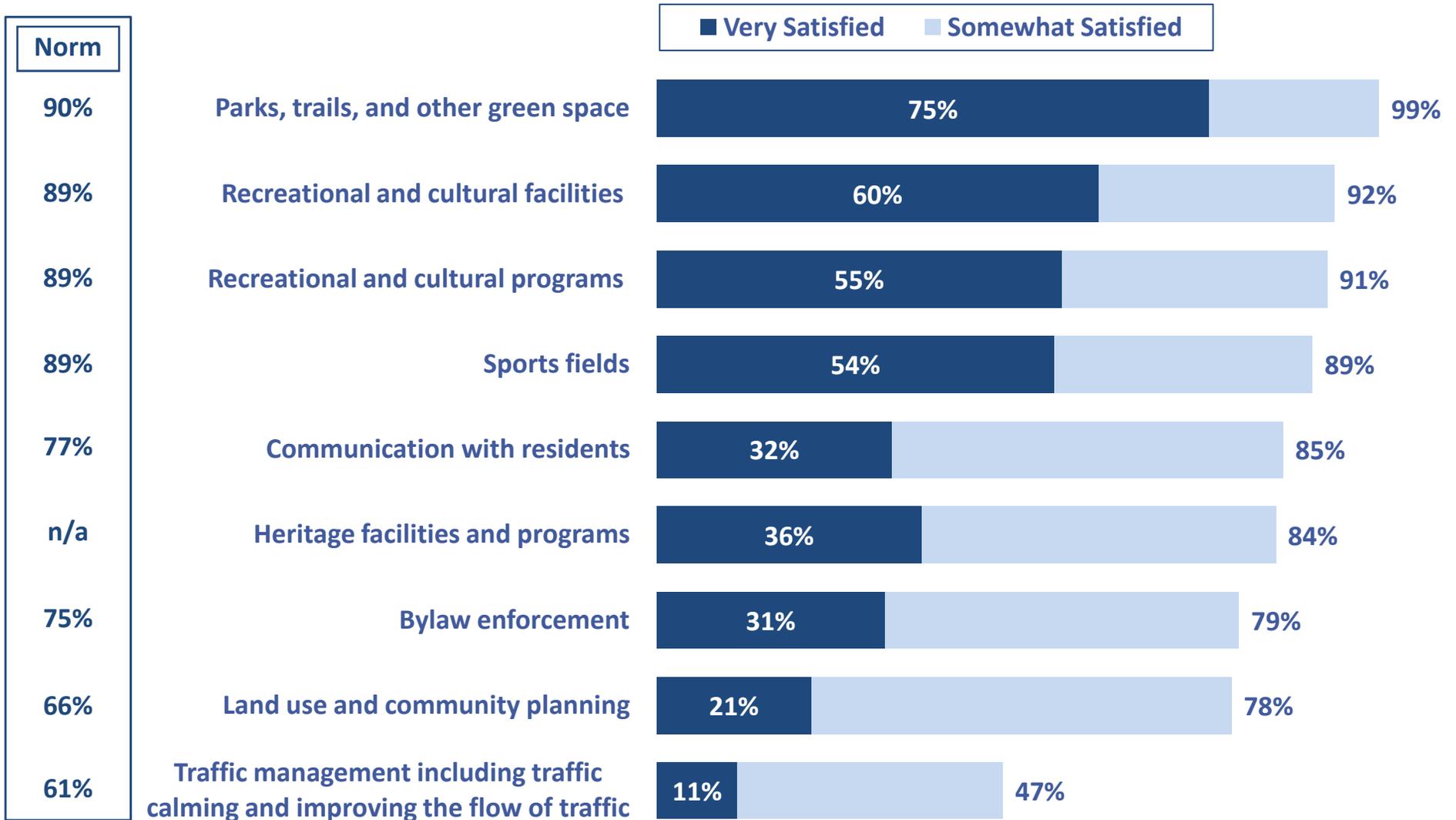


Q7. Please tell me how satisfied you are with each of the following services provided by the City of Port Moody. The first one is the overall level and quality of services provided by the City of Port Moody. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents (n=401)



Satisfaction with Specific City Services



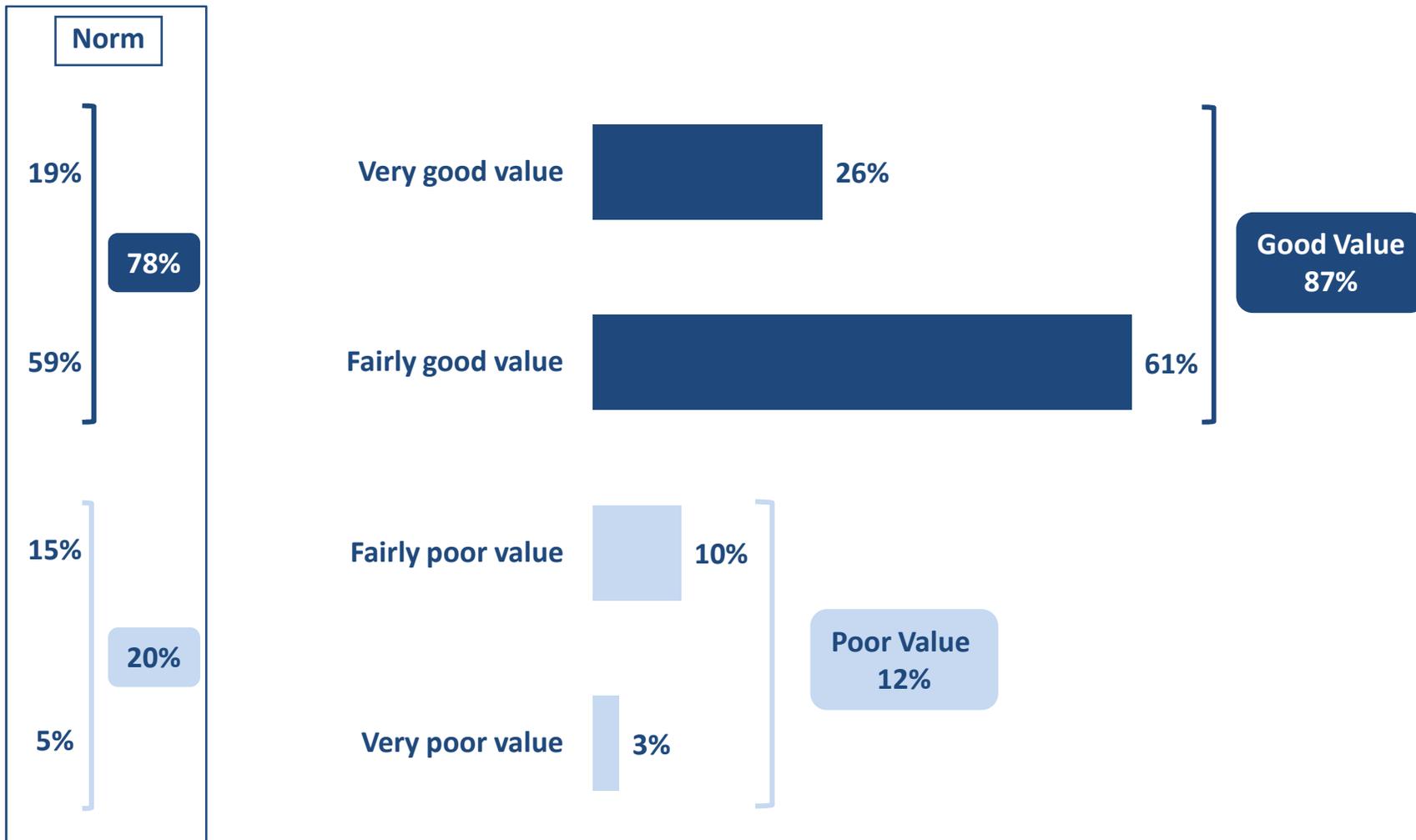
Q7. Please tell me how satisfied you are with each of the following services provided by the City of Port Moody. Our scale is very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Base: All respondents (n=401)

Financial Planning



Value for Taxes

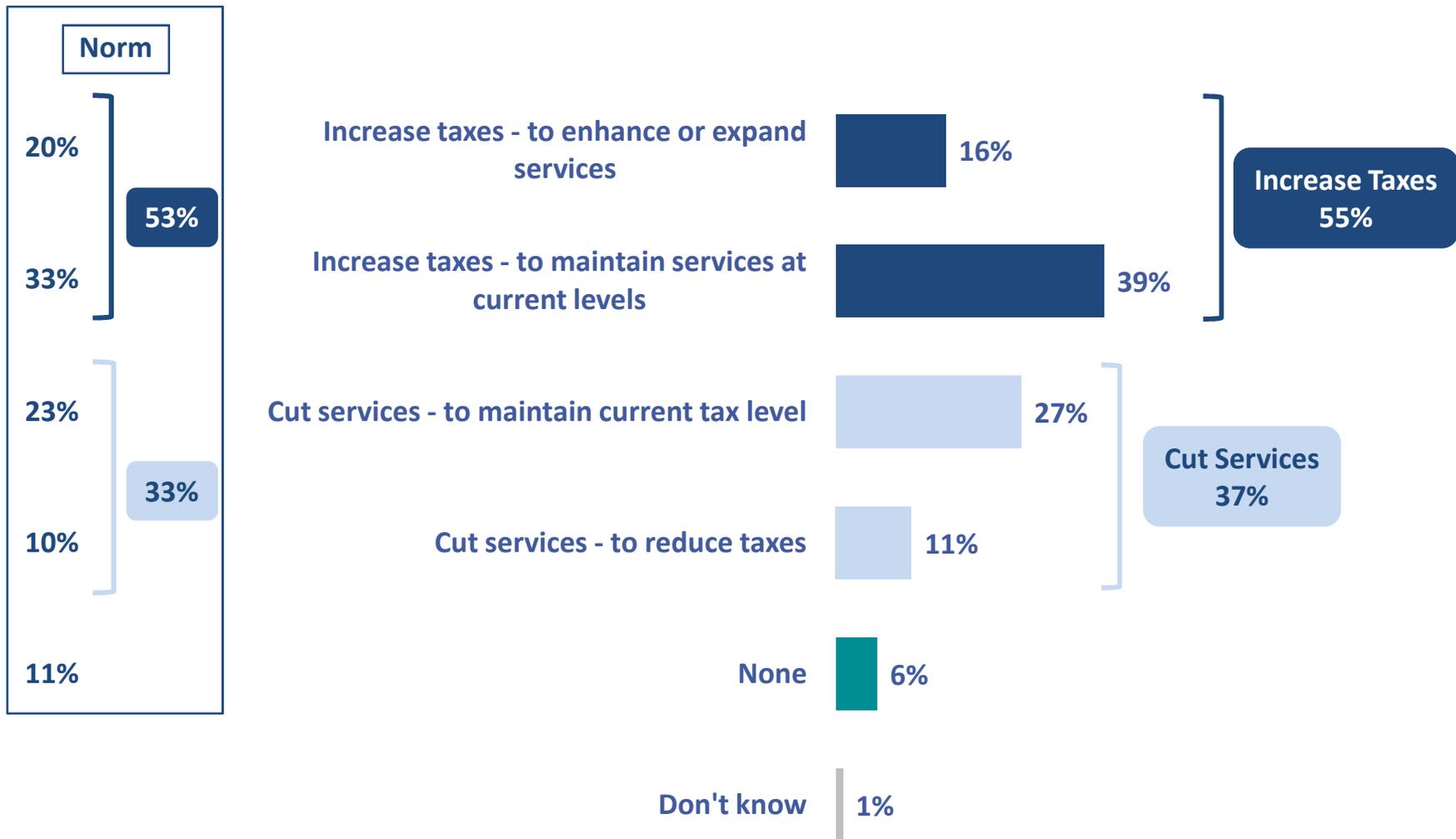


Q8. Thinking about all the programs and services you receive from the City of Port Moody, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

Base: All respondents (n=401)



Balancing Taxation and Service Delivery Levels

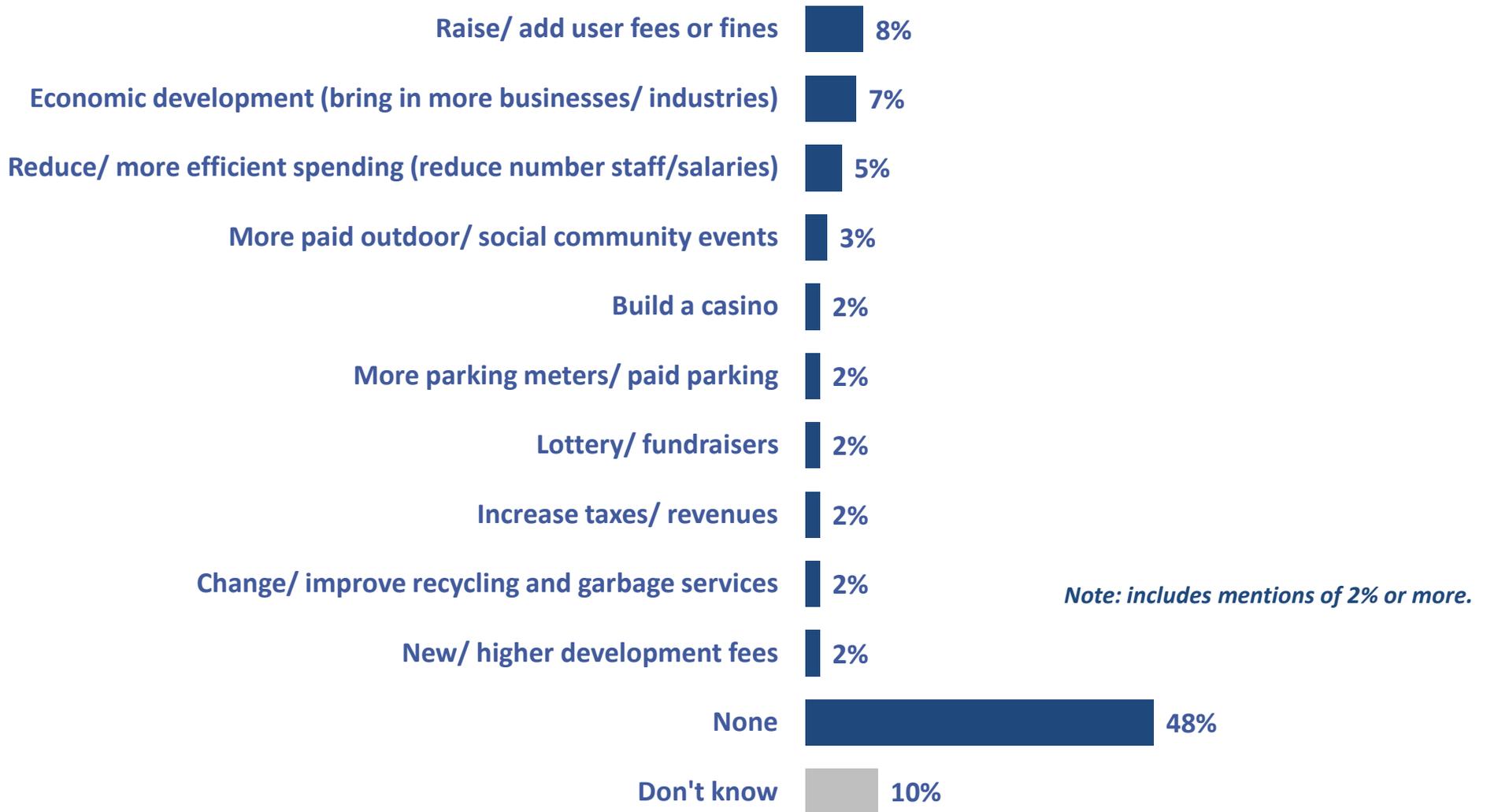


Q9. Municipal property taxes are the primary way to pay for services provided by the City of Port Moody. Due to the increased cost of maintaining current service levels and infrastructure, the City of Port Moody must balance taxation and service delivery levels. To deal with this situation, which one of the following four options would you most like the City of Port Moody to pursue?

Base: All respondents (n=401)



Suggestions for Non-Taxation Revenue Generating Ideas



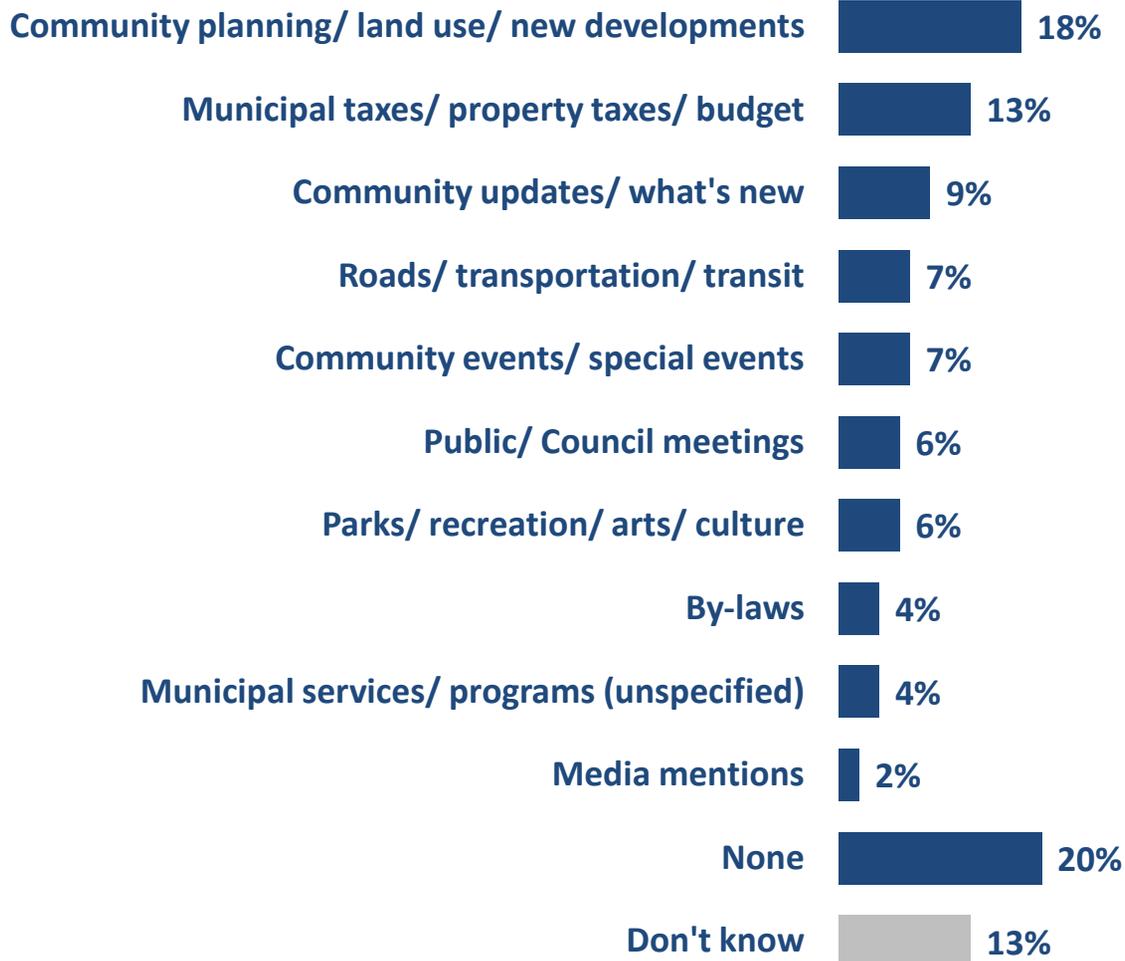
QPM1. What suggestions, if any, do you have for non-taxation revenue generating ideas that you would like City Council to consider? Anything else?

Base: All respondents (n=401)

Communication



Information Needs



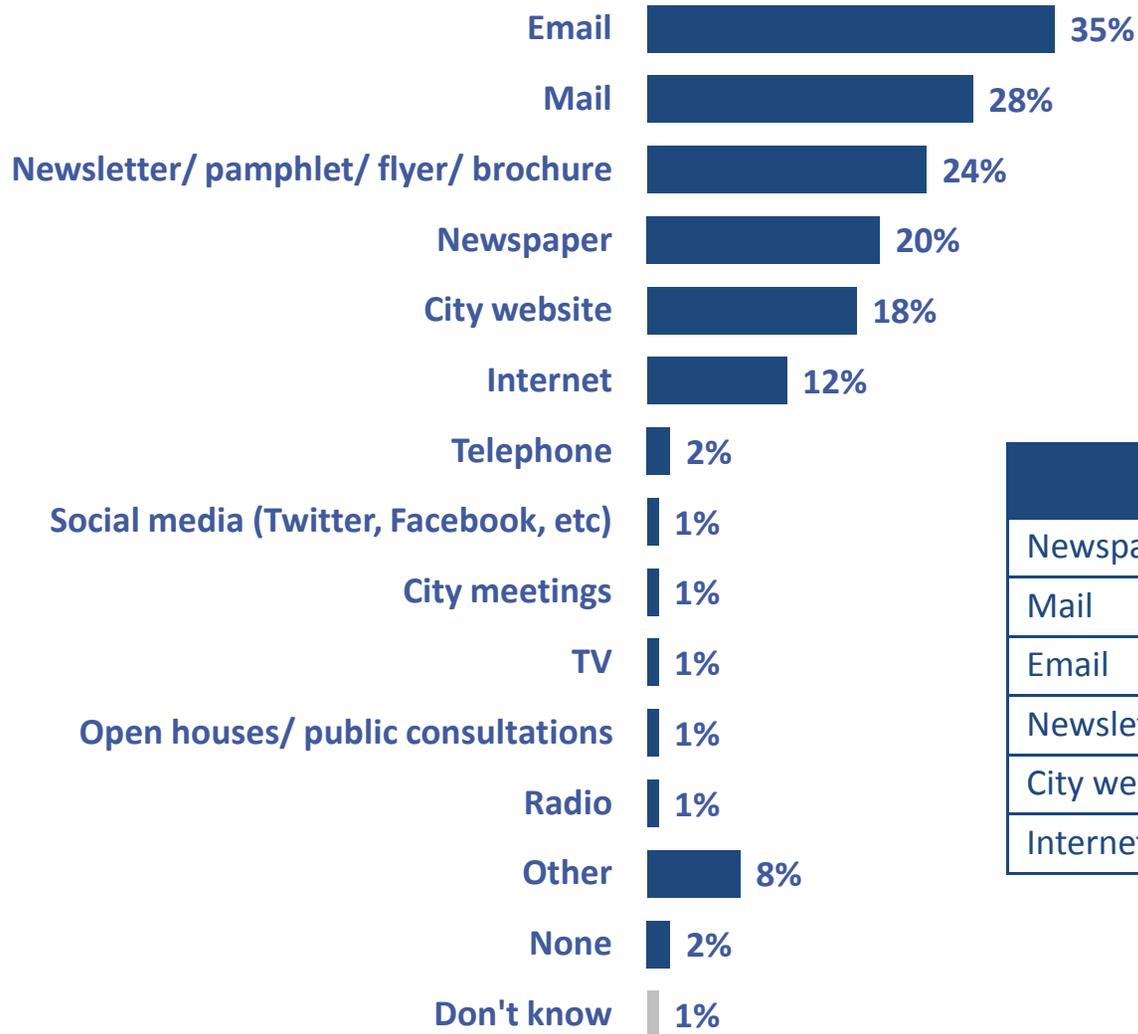
Note: includes mentions of 2% or more.

Q10. 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=401)



Preferred Methods of Communication



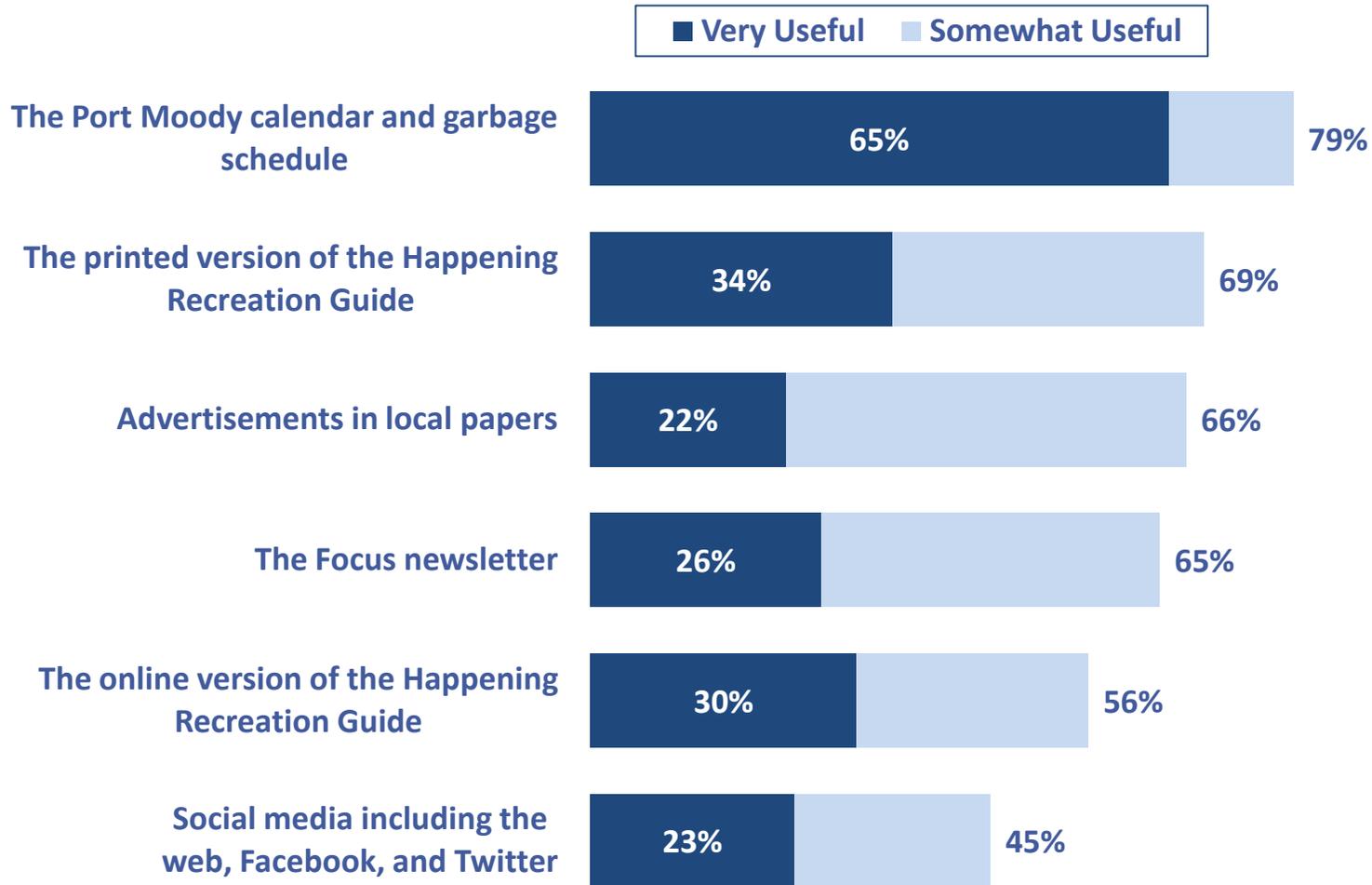
Norm Top Mentions	
Newspaper	35%
Mail	24%
Email	21%
Newsletter/pamphlet/flyer/brochure	12%
City website	12%
Internet	10%

Q11. And what methods would be best for the City of Port Moody to communicate information to you? Any others?

Base: All respondents (n=401)



Usefulness of Specific Communication Methods

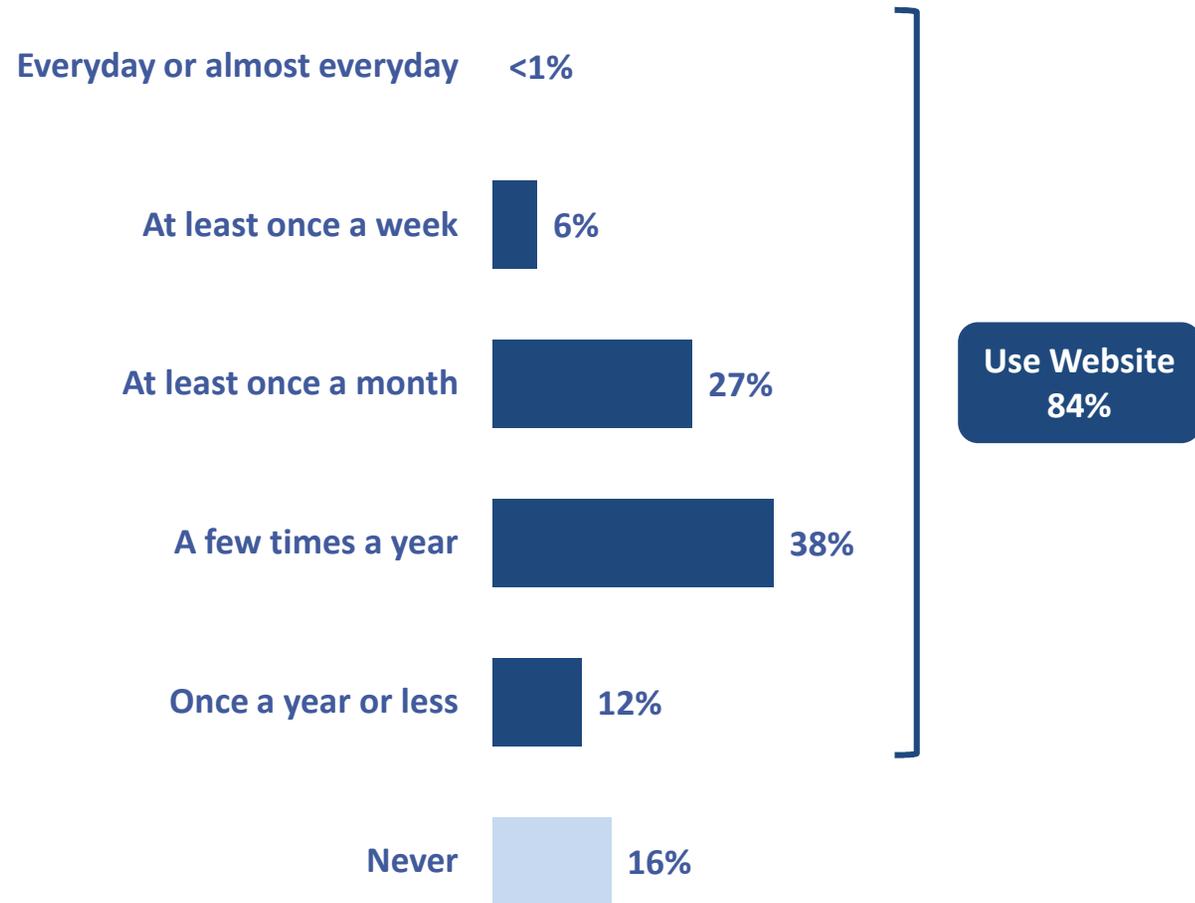


QPM2. The City of Port Moody uses a number of ways to communicate with its residents. How useful do you find each of the following of the City's communication methods? Would you say very useful, somewhat useful, not useful, or don't use it?

Base: All respondents (n=401)



Website Visitation

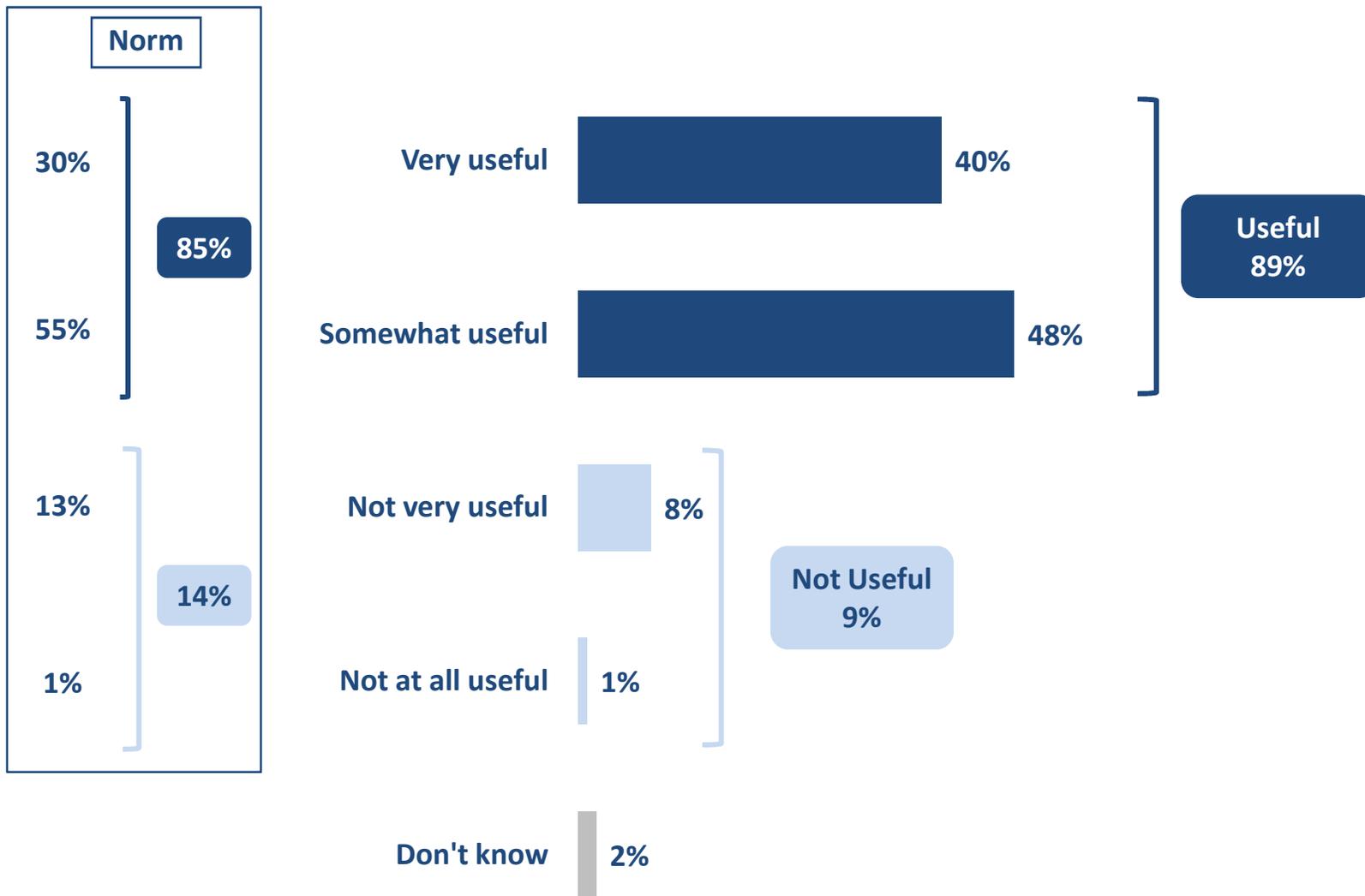


QPM3. How often do you use the City of Port Moody's website? Would you say everyday or almost everyday, at least once a week, at least once a month, a few times a year, once a year or less, or never?

Base: All respondents (n=401)



Usefulness of Website

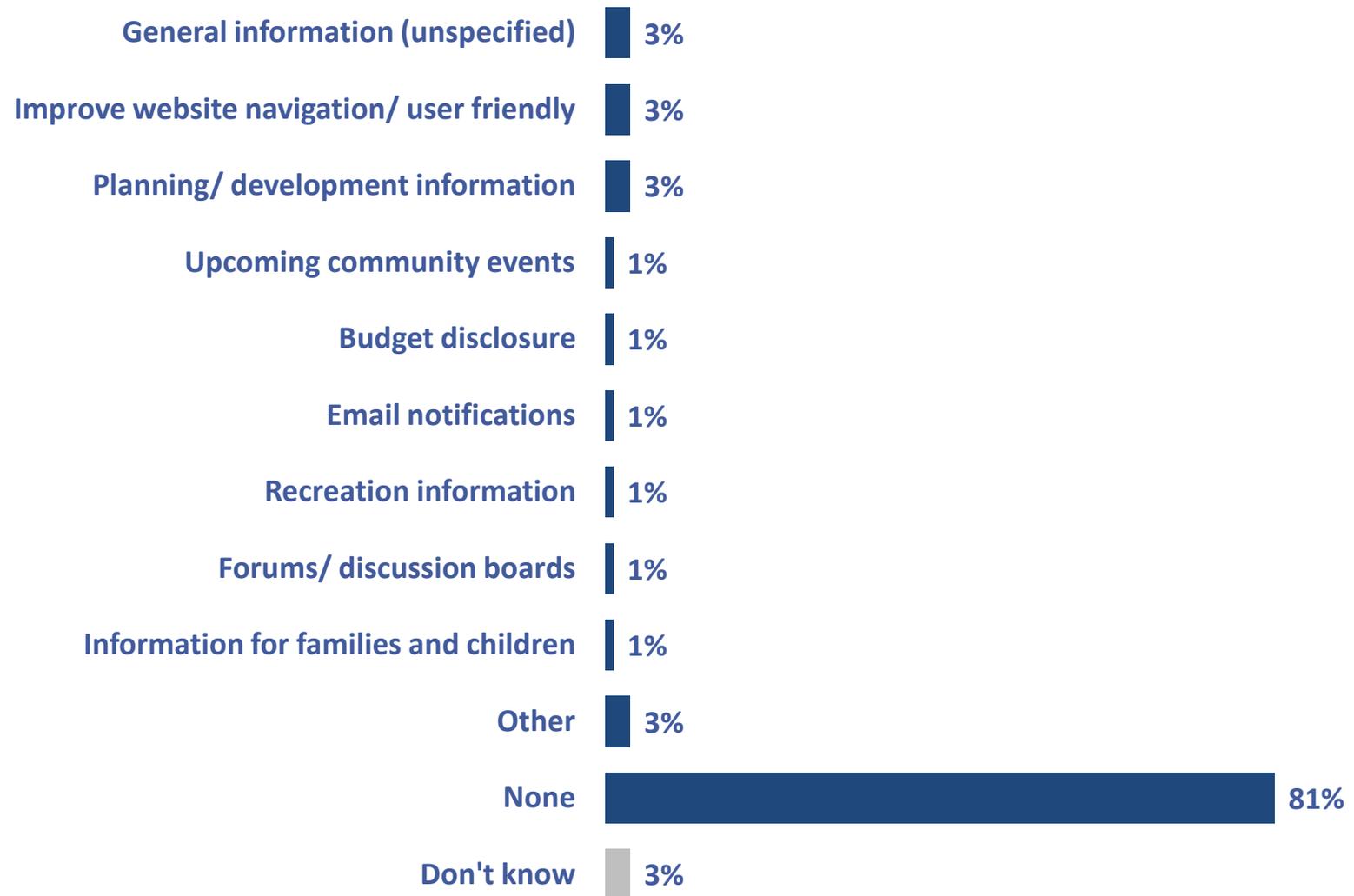


QPM4. How useful is the information and online services available on the City's website? Would you say very useful, somewhat useful, not very useful, or not at all useful?

Base: Have used City of Port Moody's website (n=326)



Suggestions for Other Types of Information or Online Services



QPM5. Are there any other types of information or online services that you would like to see included on the City's website? Anything else?

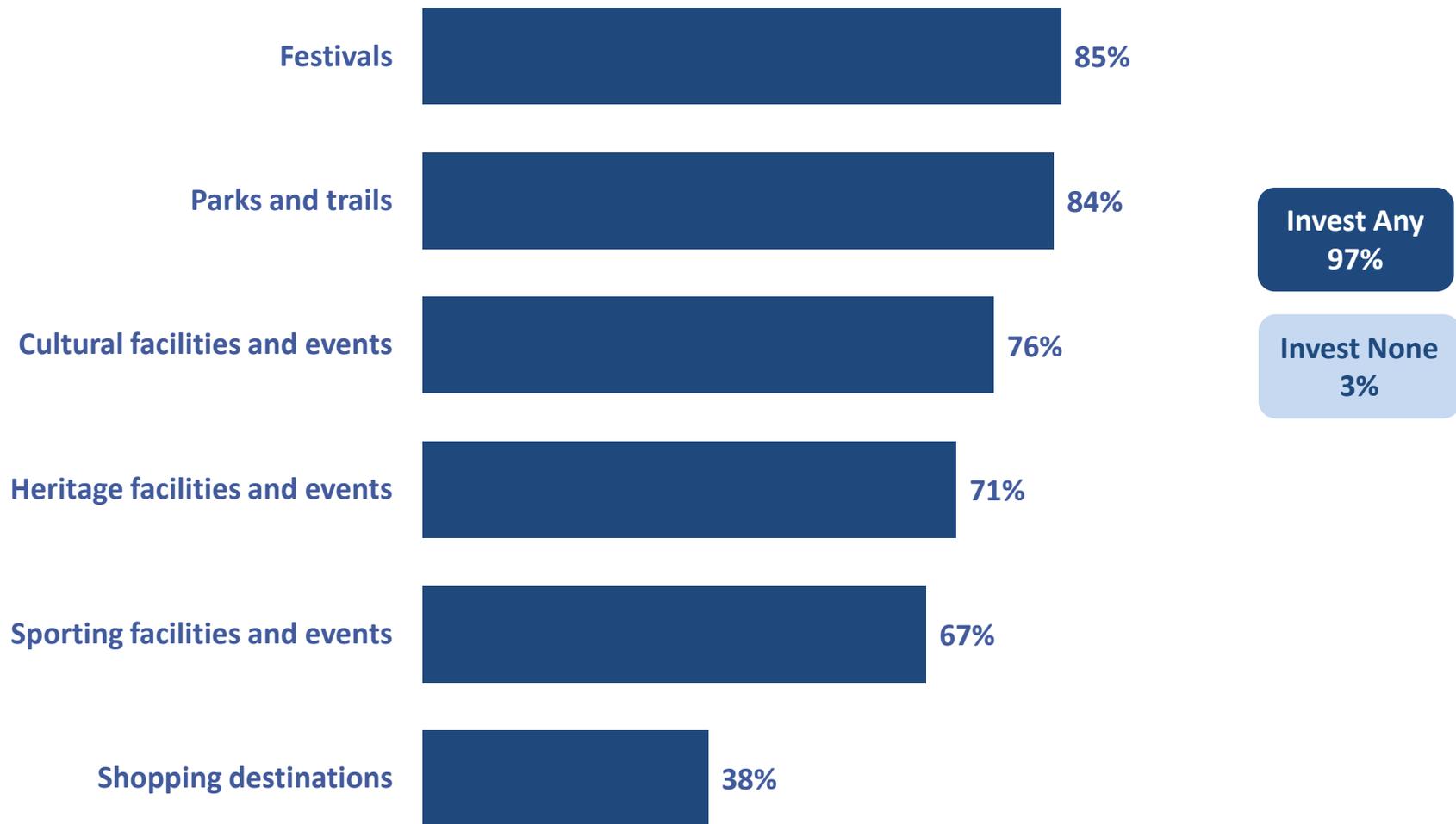
Base: Have used City of Port Moody's website (n=326)

Tourism/ Economic Development



Investing in Attracting Out of Town Visitors

% Yes



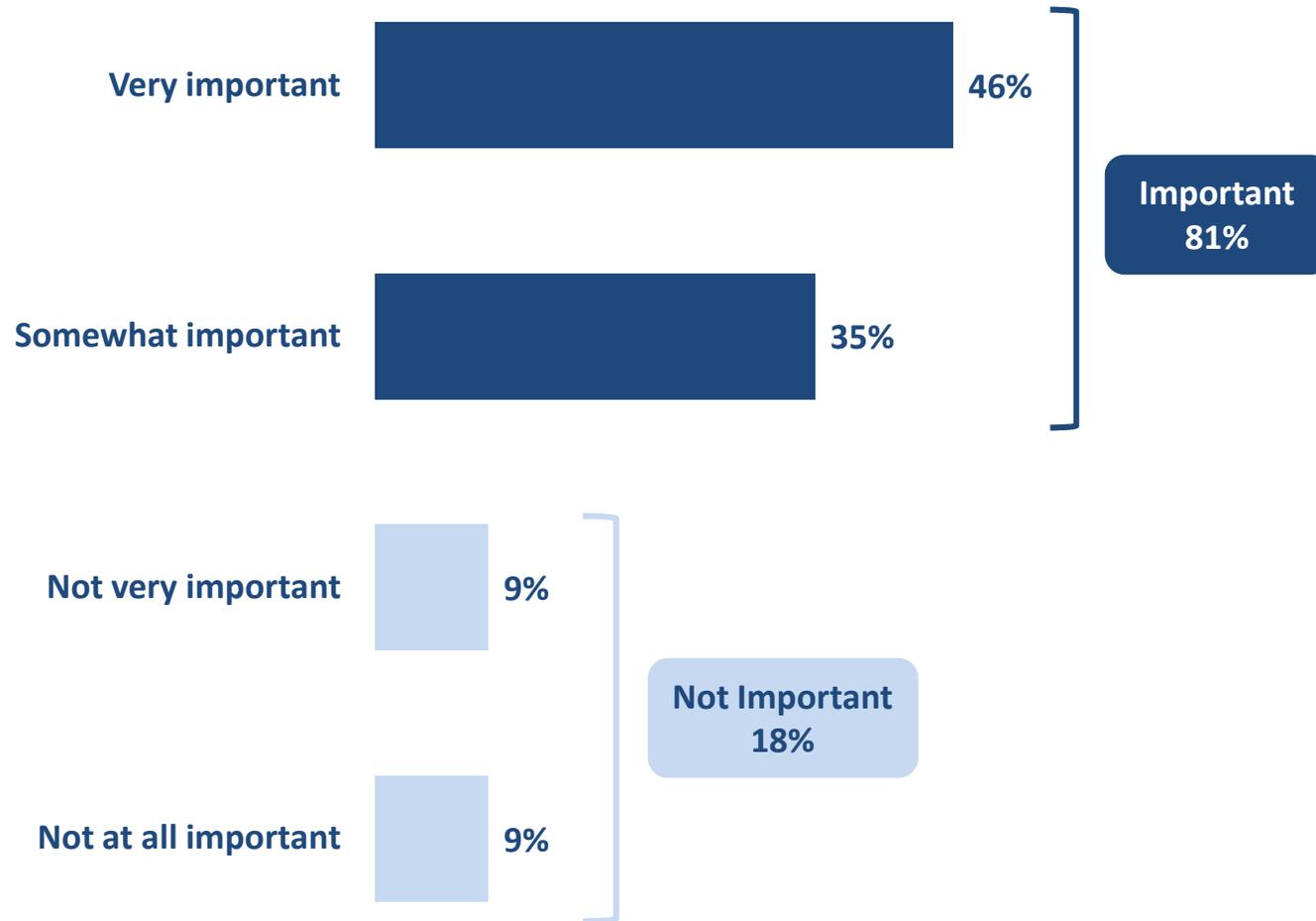
QPM6. There are a number of different things the City of Port Moody can invest in to make it more attractive to out of town visitors. Please tell me if you think the City should invest in each of the following to help attract out of town visitors.

Base: All respondents (n=401)

Environment



Importance of City Being an Environmental Leader



QPM7. 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? Would you say very important, somewhat important, not very important, or not at all important?

Base: All respondents (n=401)

Weighted Sample Characteristics



Weighted Sample Characteristics

Gender

Male	48%
Female	52%

Age

18 to 24	7%
25 to 34	21%
35 to 44	18%
45 to 54	29%
55 to 64	11%
65 or older	13%

Length of Residency

Less than 5 years	23%
5 to less than 10 years	30%
10 to less than 15 years	11%
15 to less than 20 years	10%
20 to less than 25 years	10%
25 to less than 30 years	6%
30 to less than 35 years	4%
35 to less than 40 years	1%
40 to less than 45 years	2%
45 to less than 50 years	1%
50 years or more	1%

Mean 13 years

Homeownership

Own	87%
Rent	11%

Primary Tax Payer

Yes	89%
No	11%

Children in Household Under 18

Yes	44%
No	56%



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