



Ipsos Reid



City of Yellowknife 2014 Citizen Survey



May 2014



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Introduction



Objectives

This report presents the results of the City of Yellowknife's 2014 Citizen Survey. Ipsos Reid has been conducting this survey for the City since 2004.

The key research objectives of the 2014 survey included:

- Identify the issues seen as most in need of attention from local leaders;
- Assess perceptions of the quality of life in Yellowknife;
- Measure usage, importance, and satisfaction with specific City services;
- Evaluate the performance of City Council;
- Measure perceived value for municipal taxes;
- Gauge the incidence of contacting the City and satisfaction with contact experiences;
- Assess the reach of specific City communications;
- Determine interest in participating in specific forms of public consultation;
- Measure support for a helmet bylaw;
- Measure support for subsidizing 100% of youth fees at City facilities; and,
- Understand retirement plans in the next five years.

Where comparable, this year's results have been reported against previous City of Yellowknife Citizen Surveys. 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 progress the City is making in addressing key issues.

Furthermore, where appropriate, the results of this year's survey have also been compared to Ipsos Reid's database of municipal norms (Canada-wide) to provide additional insight, context, and benchmarks against which the City of Yellowknife can evaluate its performance.



Methodology

Ipsos Reid conducted a total of 800 telephone interviews with a randomly selected representative sample of Yellowknife residents aged 18 years or older. All interviews were conducted between the dates of April 1 and 13, 2014. The sample of residents was drawn by postal code and respondents were also asked upfront whether or not they lived in the City of Yellowknife to further validate residency.

Overall results are accurate to within ± 3.5 percentage points, nineteen times out of twenty. The margin of error will be larger for sample subgroups. The final sample has been weighted to ensure the gender/age distribution reflects that of the actual population in Yellowknife according to the most recent Census data.

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.

Key Findings



Key Findings

Overall Context

Overall, citizens demonstrate predominately positive views of the community and City. While there are issues that citizens would like to see receive greater attention, the overall positive tone suggests the survey results should be viewed in a favourable context.

Quality of Life

The City of Yellowknife offers citizens a good quality of life. Consistent with previous years, the vast majority of citizens rate the overall quality of life in Yellowknife as “very good” or “good”, speaking to an overall favourable view of the community. Perceptions of quality of life have not significantly changed from 2010, the last time the survey was conducted.

The majority of citizens think the quality of life in Yellowknife has stayed the same over the past three years. However, during this same timeframe, a greater proportion of citizens think the quality of life has worsened than improved, resulting in an overall negative net momentum score. The high cost of living is the main reason behind perceptions of a deteriorating quality of life. These results are consistent with what was reported in 2010.

Issue Agenda

Social issues dominate the public issue agenda. The most commonly mentioned social issue is “poverty/homelessness”, followed by “housing/lack of affordable housing”, “drug and alcohol abuse”, and “social issues (unspecified)”. Social issues have consistently been residents’ number one issue since the City began asking this question in 2005. Secondary issues this year include municipal government services, the economy, and transportation.

While the emphasis attached to social issues remains unchanged this year as compared to 2010, significant differences are seen in other areas. Specifically, transportation-related mentions have gone up this year, while mentions around taxation/municipal government spending, growth, and healthcare have all gone down.

City Services

Citizens are satisfied with the overall level and quality of City services. Satisfaction with City services has increased significantly from 2010. Overall, these results suggest the City is on the right track with its service delivery.

Overall satisfaction also extends to the delivery of specific services. Strong satisfaction ratings are recorded for the quality of City tap water and local arenas. Ratings are somewhat lower, but still well above majority approval, for the pool, library, maintenance of outdoor rinks, sidewalk snow removal in the downtown core, winter road maintenance (including snow removal), the walking trail system and bike routes, and traffic enforcement. The lowest level of satisfaction is seen for litter control, although most citizens are still satisfied with this service all the same. Compared to previous years, notable improvements in satisfaction are seen for tap water quality, local arenas, outdoor rink maintenance, and sidewalk snow removal in the downtown core. Conversely, there has been a significant drop in satisfaction with the walking trail system and bike routes.

Action Grid analysis of these services reveals one primary strength and five primary areas for improvement. Looking at the perceived importance of, and satisfaction with, specific City services shows that the City's one primary strength is the quality of City tap water. Conversely, primary areas for improvement include litter control, traffic enforcement, the walking trail system and bike routes, winter road maintenance, and sidewalk snow removal in the downtown core. These represent key services that could be improved. Moreover, these also represent the best opportunities for improving overall satisfaction with City services.

In the past 12 months, the majority of citizens have used or visited neighbourhood parks and trails and arenas and Fieldhouse. Approximately one-half have used or visited the pool or the library. In comparison, fewer have taken City programs and/or courses or used public transit. Participation in City programs and/or courses has dropped significantly this year as compared to 2008 (the last time this item was asked).

City Performance

Most citizens approve of City Council's overall performance. Approval has increased significantly since 2010. While the main reason behind approval is general satisfaction, other more specific feedback focuses on Council's interactions with citizens and the community issues that have been made a priority. However, the research also suggests that not all citizens feel Council has been addressing the right issues, with this being the number one reason for disapproving of City Council's performance.

Citizens think the City is doing a good job in most of the areas tested. This includes preserving natural areas and lakes, supporting heritage preservation, facilitating communications with residents, growing with acceptable impacts on the environment, accommodating the different needs of Yellowknife's diverse population, using a variety of ways to fund City services, growing in a way that takes advantage of existing infrastructure, providing convenient transportation options, and encouraging economic opportunities, business promotion, and support. Opinion is mixed regarding how well the City been able to provide a well-maintained and clean downtown area, and comparisons to 2010 show that perceptions in this area have dropped significantly over the past four years.

- There has also been a significant drop in performance for providing convenient transportation options this year as compared to 2010. However, during this same timeframe, significant improvements in performance are seen for preserving natural areas and lakes, facilitating communications with residents, growing with acceptable impacts on the environment, using a variety of ways to fund City services, and growing in a way that takes advantage of existing infrastructure.

Finance

Citizens believe they receive good value for their municipal tax dollars. Perceptions have improved significantly this year as compared to 2010, which is consistent with results showing a drop in concerns around taxation/municipal government spending.

Customer Service and Communications

Citizens are generally satisfied with the service they receive when contacting the City. Six-in-ten citizens personally contacted the City of Yellowknife or one of its employees in the past 12 months. Among those making contact, nearly eight-in-ten are satisfied with the overall service they received. Satisfaction is highest for the courteousness of staff, followed by staff's ability to understand their needs, helpfulness, knowledge, speed and timeliness of service, and ability to resolve issues. These results are on par with what was reported in 2010.

The communication channels that have been the most effective at reaching residents in the past 12 months are the website, newspaper, the Capital Update newsletter, and radio. In comparison, much fewer residents have visited the City's Facebook or Twitter page, participated in a City survey (other than this current survey), seen or heard City announcements or advertisements on the television, attended a public meeting, watched a video on the City's website, read a background discussion paper at City Hall, or attended a City Council meeting. No tracking data is available for this question.

Of the public consultation activities tested, residents are most interested in surveys, followed by online feedback forms and public open houses. Opinion is mixed on community workshops, while less than one-half are interested in participating in community focus groups, on the City's Facebook or Twitter page, on online blogs or discussion forums, or through mail in workbooks. No tracking data is available for this question.

Helmet Bylaw

Residents are more likely to support helmet bylaws for children than for everyone regardless of age. However, approval is still above the majority for all four bylaws tested. No tracking data is available for this question.



Key Findings (cont'd)

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Youth Subsidy

There is support for the City subsidizing 100% of youth fees at City facilities although opinion is mixed on how this should be financed. When asked about the financing of this subsidy, none of the three options presented are selected by a majority of residents. That said, options involving an increase in adult user fees (either as a combination of an increase in adult user fees and property taxes, or as a stand alone increase in adult user fees) are clearly preferred over a lone increase in property taxes. No tracking data is available for this question.

Retirement

Just less than one-half of those planning on retiring in the next five years anticipate staying in Yellowknife. Overall, just less than two-in-ten residents plan on retiring sometime in the next five years. Among these respondents, opinion is mixed as to whether they anticipate staying in Yellowknife or moving someplace else. Familiarity and family are the main reasons for staying in Yellowknife upon retirement, while the cost of living is driving others away.

Detailed Results – Quality of Life

The vast majority (95%) of citizens rate the overall quality of life in the City of Yellowknife positively, including more than one-third (36%) describing this as “very good”. These findings point to an overall favourable view of the community.

Perceptions of quality of life (both overall and intensity) this year are consistent with what was reported in 2010, the last time the survey was conducted.

Comparisons to Ipsos Reid’s database of municipal norms show that overall perceptions (combined “very good/good” responses) of quality of life in Yellowknife are on par with what is typically reported in other Canadian municipalities. However, the intensity of ratings (e.g., “very good”) is lower in Yellowknife (Canada norm: 41% “very good”).

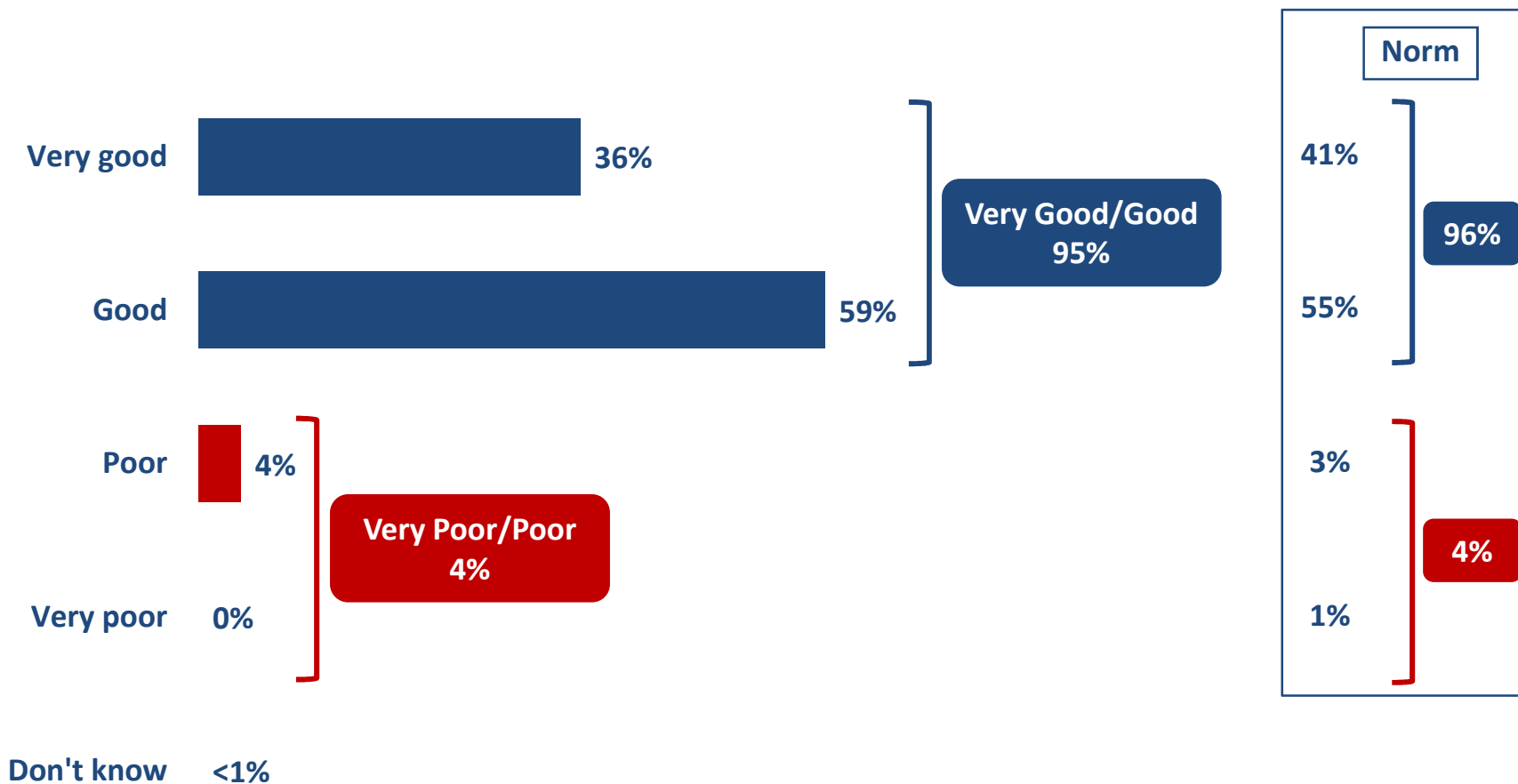
Analysis by Demographic Subgroup

Women are more likely than men to rate the overall quality of life in Yellowknife as “very good/good” (97% vs. 93%).

The survey also suggests that the City plays an important role in shaping citizens’ perceptions of quality of life, with higher quality of life ratings (combined “very good/good” responses) seen among those who are satisfied with the City’s overall quality of services (96%, compared to 85% of dissatisfied citizens), those who approve of City Council’s overall performance (97%, compared to 88% of those who disapprove), and those who feel they receive good value for their municipal tax dollars (99%, compared to 83% of those who rate their value for taxes poorly).

Overall Quality of Life

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	2004 (n=800)	2005 (n=800)	2006 (n=800)	2007 (n=801)	2008 (n=800)	2010 (n=800)	2014 (n=800)
Very Good/Good	94%	95%	96%	96%	93%	95%	95%
Very Good	27%	35%	32%	34%	30%	32%	36%

Base: All respondents (n=800)

Q2. How would you rate the overall quality of life in Yellowknife today?



The majority of citizens think the quality of life in Yellowknife has stayed the same over the past three years

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When asked how the quality of life in the City of Yellowknife has changed over the past three years, six-in-ten (59%) citizens say it has “stayed the same”. However, during this same timeframe, 22% of citizens think the quality of life has “worsened” compared to 17% saying it has “improved”. This yields a net momentum score of -5 points, suggesting that while overall perceptions of quality of life in Yellowknife are positive, there is also a sense this has deteriorated over the past few years.

These results are consistent with what was reported in 2010. Further analysis of the tracking data indicates that while there was strong positive momentum to quality of life in 2004, this steadily declined until 2008 when the first negative momentum score was recorded.

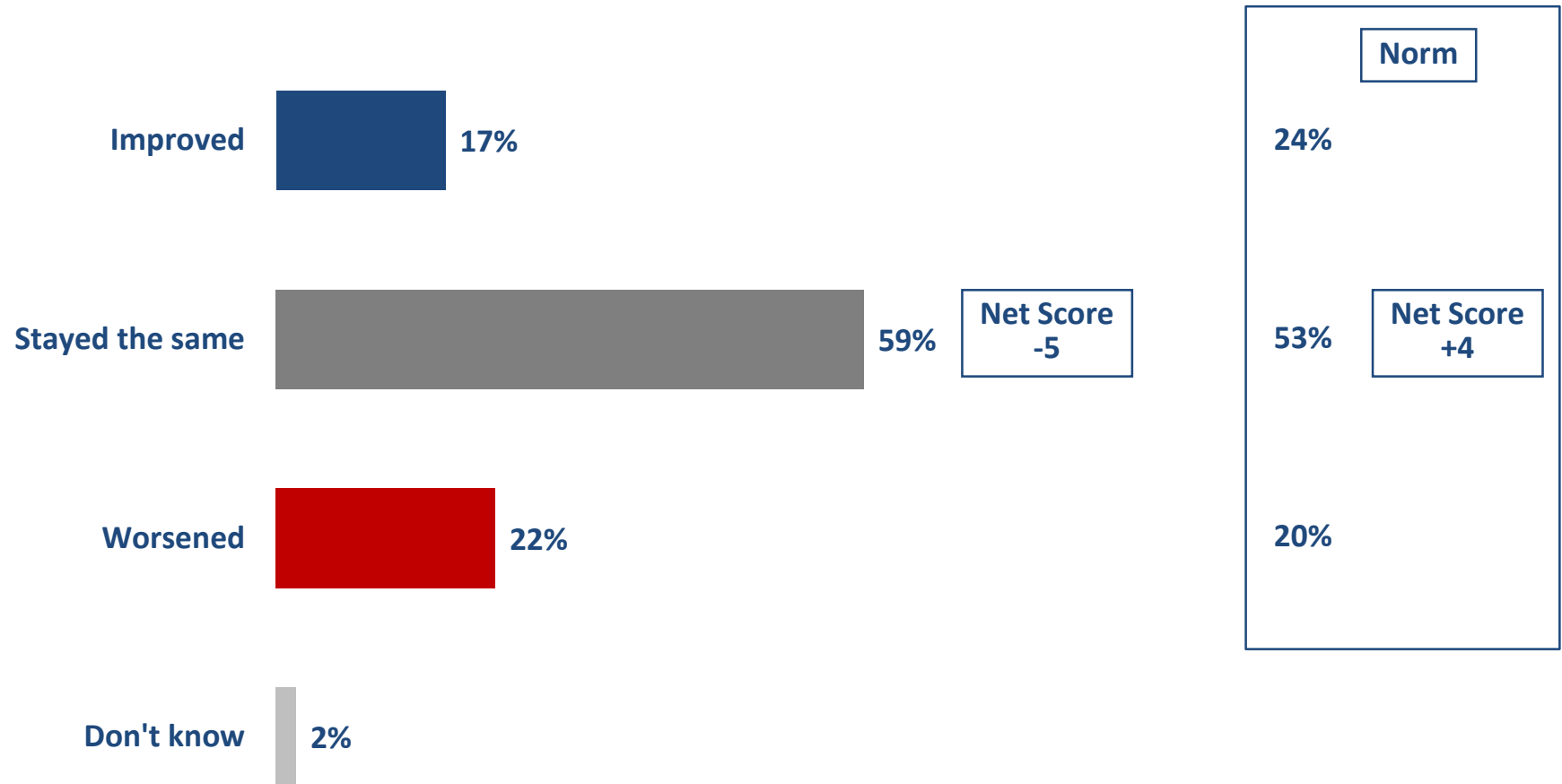
In comparison, those living in other Canadian municipalities generally report an improving quality of life (Canada norm net score: +4).

Analysis by Demographic Subgroup

Citizens who have lived in Yellowknife for more than 20 years are more likely to report a worsening quality of life (28%, compared to 16% of those who have lived in the city for 10 years or less).

Perceptions of a worsening quality of life are also demonstrated more often by those who are dissatisfied with the overall quality of City services (48%, compared to 19% of satisfied residents), those who disapprove of Council’s overall performance (50%, compared to 17% of those who approve), and those who feel they receive poor value for their municipal tax dollars (50%, compared to 15% of those providing a good value rating).

Change in Quality of Life Past Three Years



	2004 (n=800)	2005 (n=800)	2006 (n=800)	2007 (n=801)	2008 (n=800)	2010 (n=800)	2014 (n=800)
Net Score	+16	+7	+3	+2	-4	-5	-5

Base: All respondents (n=800)

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



New/improved services and facilities have improved the quality of life, while the cost of living is the main contributor to worsening impressions

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Reasons why Quality of Life has Improved

In total, 17% of those who feel the quality of life in Yellowknife has improved over the past three years attribute this to “new/improved services and facilities (unspecified)”. Other reasons for feeling the quality of life has improved include “Mayor/City Council” (9%), “improved/stronger sense of community” (7%), and “new/improved recreation services and facilities” (7%).

These results are different from what was reported in 2010, when “growth” was the number one reason behind perceptions of an improved quality of life.

Normative comparisons to other Canadian municipalities are unavailable for this question.

Reasons why Quality of Life has Worsened

More than four-in-ten (42%) of those who feel the quality of life has worsened attribute this to the “high cost of living”. All other responses are mentioned much less often, and include “crime/public safety” (9%), “businesses are closing” (8%), and “homelessness” (7%).

The “high cost of living” was also the number one mention reported in 2010.

Normative comparisons to other Canadian municipalities are unavailable for this question.

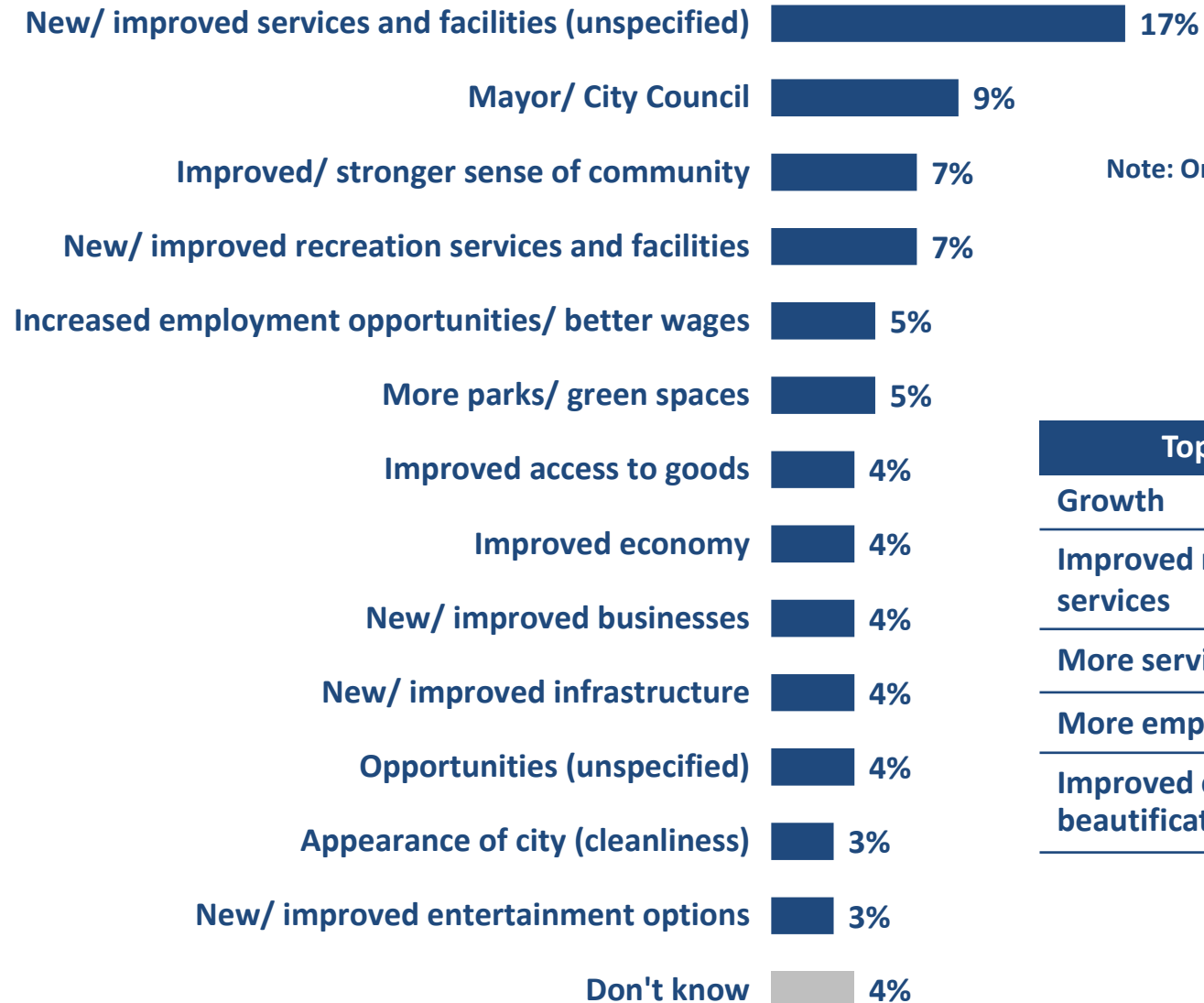
Analysis by Demographic Subgroup

Due to small sample sizes, analysis by demographic subgroup for these two questions is not recommended.



Reasons why Quality of Life has Improved

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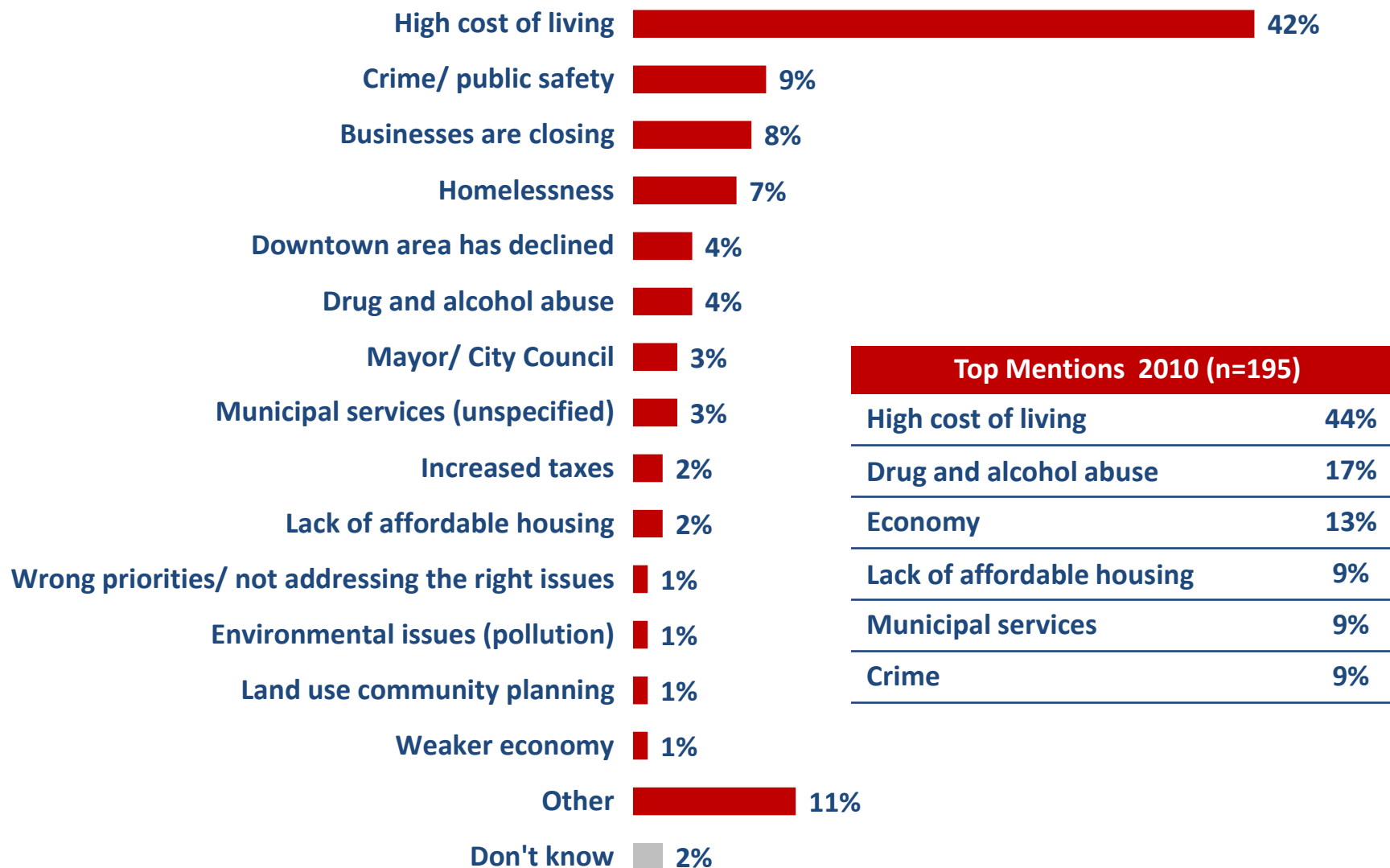
Note: Only responses of 3% or more are shown.

Top Mentions 2010 (n=135)	
Growth	23%
Improved recreation programs/ services	18%
More services/ facilities available	17%
More employment/ jobs/ wages	12%
Improved cleanliness of city/ city beautification	11%

Base: Respondents who think the quality of life has improved (n=124)

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

Reasons why Quality of Life has Worsened



Base: Respondents who think the quality of life has worsened (n=183)

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

Detailed Results – Issue Agenda

Social issues dominate the public issue agenda

At the onset of the survey, respondents were asked to identify what they see as the most important issues facing the community. When analyzing these results, it is important to recognize that these responses reflect the issues that citizens are aware of and concerned about on a top-of-mind basis without any prompting of the specific services the City provides. Individual comments were coded into specific categories and grouped together in broad themes called “Nets”.

More than one-third (36%) of citizens identify **social issues** as the most important issue facing the City of Yellowknife. The most commonly mentioned social issue is “poverty/homelessness” (22%); other social issues include “housing/lack of affordable housing” (7%), “drug and alcohol abuse” (7%), and “social issues (unspecified)” (2%), among others.

Secondary issues that citizens would like to see receive greater attention from local leaders include:

- **Municipal government services** (20%): here, the main mentions are “municipal infrastructure” (6%), “downtown/downtown revitalization” (6%), “appearance/cleanliness of city” (3%), and “garbage and recycling service” (2%).
- **Economy** (19%): the “cost of living” is the most notable mention (12%), followed by the “cost of utilities/gas” (4%) and “economic development/growth” (2%).
- **Transportation**(15%): top mentions include the “condition of streets/roads/sidewalks” (7%), “lack of parking” (3%), “poor quality/lack of public transit” (2%), and “bicycle lane” (2%).



Analysis of tracking data shows that social issues have consistently been the primary local issue

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Social issues have been residents' number one issue since the City began asking this question in 2005. While the percentage mentioning social issues has not significantly changed this year as compared to 2010, other significant differences are noted in other areas. Specifically, there has been a significant increase in transportation-related mentions (up 5 percentage points) and significant drops in mentions related to taxation/municipal government spending (down 11 percentage points), growth (down 4 percentage points), and healthcare (down 4 percentage points).

The issues emphasized in Yellowknife are different from what is typically seen elsewhere in Canada, where transportation is the leading top-of-mind issue (Canada norm: 28%). Closer analysis of the data shows that issues that are more likely to be mentioned in Yellowknife as compared to other Canadian municipalities are social issues, municipal government services, and the economy. Conversely, Yellowknife residents are less likely to mention transportation, crime, growth, education, and healthcare.

Analysis by Demographic Subgroup

Social issues are more likely to be mentioned by women (41% vs. 31% of men), those who are 55 years of age or older (43% vs. 35% of 35 to 54 year olds), and those living in Downtown/Forrest Drive/Niven Lake (40% vs. 32% of those in Frame Lake South/Range Lake/Kam Lake).

Municipal government services are more likely to be mentioned by those who have lived in Yellowknife for more than 20 years (25% vs. 16% of those who have lived in the city for 11 to 20 years and 17% of those who have lived in the city for 10 years or less).

The economy is more likely to be mentioned by those who are 35 to 54 years of age (24% vs. 15% of 18 to 34 year olds and 16% of those who are 55 years plus), those who have lived in Yellowknife for more than 20 years (22% vs. 12% of those who have lived in the city for 11 to 20 years), and those with household incomes of \$120,000 or more (23% vs. 6% of those earning less than \$60,000).

Mentions of taxation/municipal government spending are higher among men (11% vs. 6% of women) and those with household incomes of \$120,000 or more (11% vs. 6% of those earning \$60,000 to less than \$120,000).

Mentions of the environment are higher among women (7% vs. 3% of men) and those living in N'dilo/Latham Island/Old Town (14% vs. 4% of those living elsewhere).

Growth mentions are higher among those who are 35 years or older (includes 9% of those who are 55 years plus and 6% of those who are 35 to 54 years of age vs. 1% of 18 to 34 year olds), those living in N'dilo/Latham Island/Old Town (18% vs. 5% of those in Downtown/Forrest Drive/Niven Lake and 2% of those in Frame Lake South/Range Lake/Kam Lake), and those who have lived in Yellowknife for more than 20 years (7% vs. 1% of those who have lived in the city for 10 years or less).



Important local issues vary by key demographic subgroups (cont'd)

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Analysis by Demographic Subgroup (cont'd)

Education-related mentions are higher among those who have lived in Yellowknife for 11 to 20 years (5% vs. 1% of those who have lived in the city for more than 20 years) and those with household incomes of \$60,000 to less than \$120,000 (5% vs. 1% of those earning \$120,000 or more).

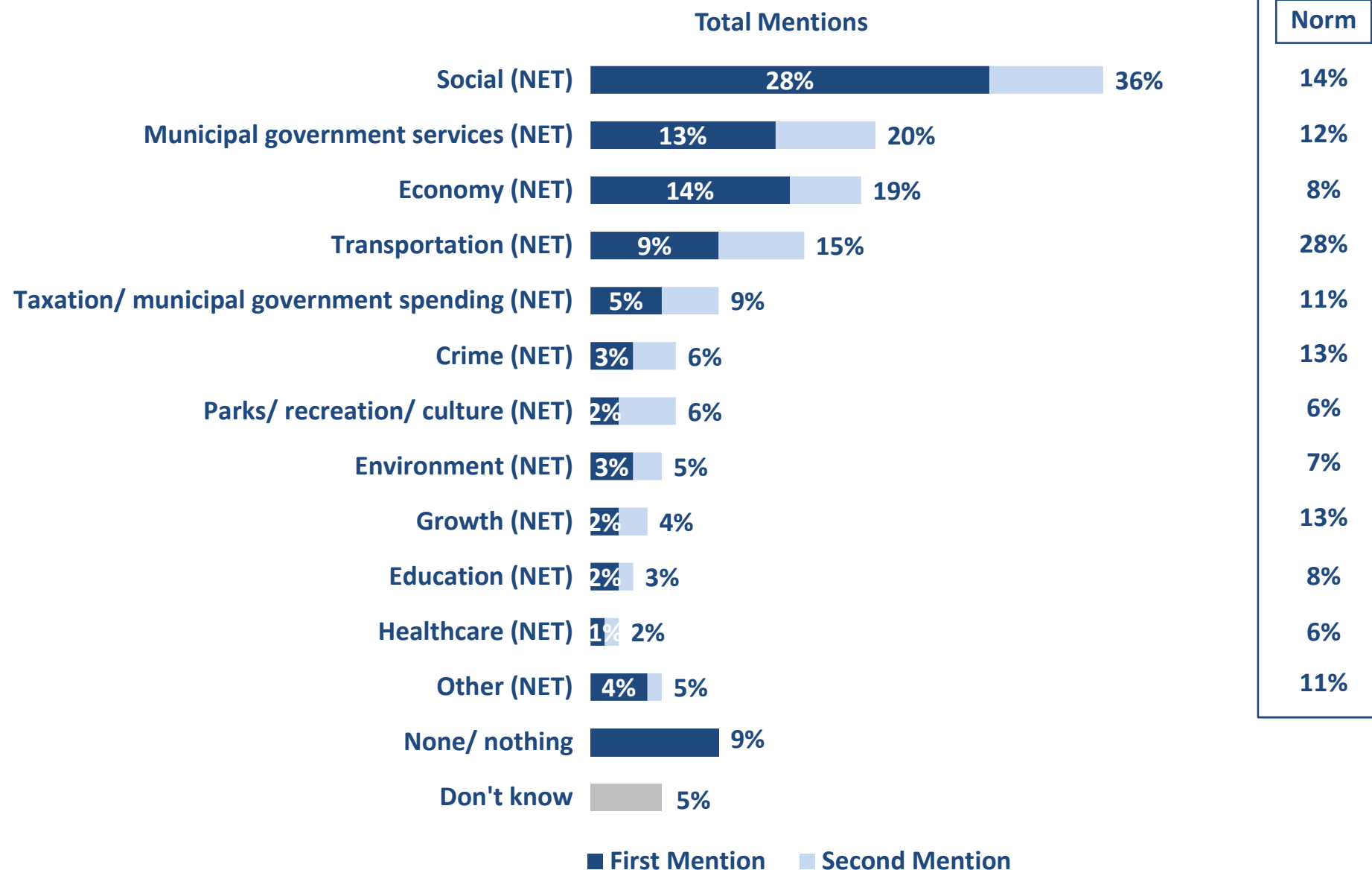
Healthcare is mentioned more often by women (3% vs. 1% of men).

No significant demographic differences are seen regarding mentions related to transportation, crime, and parks, recreation, and culture.



Top-of-Mind Local Issues

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Base: All respondents (n=800)

Q1. In your view, what is the most important LOCAL issue facing the City of Yellowknife today? That is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

	Total Mentions					
	2005 (n=800)	2006 (n=800)	2007 (n=801)	2008 (n=800)	2010 (n=800)	2014 (n=800)
Social (NET)	45%	39%	41%	39%	35%	36%
Municipal government services (NET)	15%	23%	17%	18%	17%	20%
Economy (NET)	5%	7%	5%	6%	16%	19%
Transportation (NET)	13%	12%	12%	10%	10%	15% ↑
Taxation/ municipal government spending (NET)	9%	3%	7%	6%	20%	9% ↓
Crime (NET)	8%	10%	10%	7%	5%	6%
Parks/ recreation/ culture (NET)	5%	5%	6%	7%	6%	6%
Environment (NET)	8%	6%	9%	10%	6%	5%
Growth (NET)	18%	17%	19%	13%	8%	4% ↓
Education (NET)	5%	4%	7%	3%	2%	3%
Healthcare (NET)*	n/a	n/a	n/a	2%	6%	2% ↓

* In 2005, 2006, and 2007, healthcare was included under the Other (Net).

Base: All respondents

Q1. In your view, what is the most important LOCAL issue facing the City of Yellowknife today? That is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Detailed Results – City Services

Citizens are satisfied with the overall level and quality of City services

Nine-in-ten (89%) citizens are satisfied with the overall level and quality of services provided by the City of Yellowknife, including 22% saying “very satisfied”. Overall, these results suggest the City is on the right track with its service delivery.

Overall satisfaction (combined “very/somewhat satisfied” responses) with City services has increased a significant 5 percentage points this year as compared to 2010. The intensity of satisfaction (e.g., “very satisfied”) has also increased a significant 4 percentage points.

Overall satisfaction (combined “very/somewhat satisfied” responses) with municipal services in Yellowknife is on par with other Canadian municipalities. However, the intensity of satisfaction is lower in Yellowknife (Canada norm: 29% “very satisfied”).

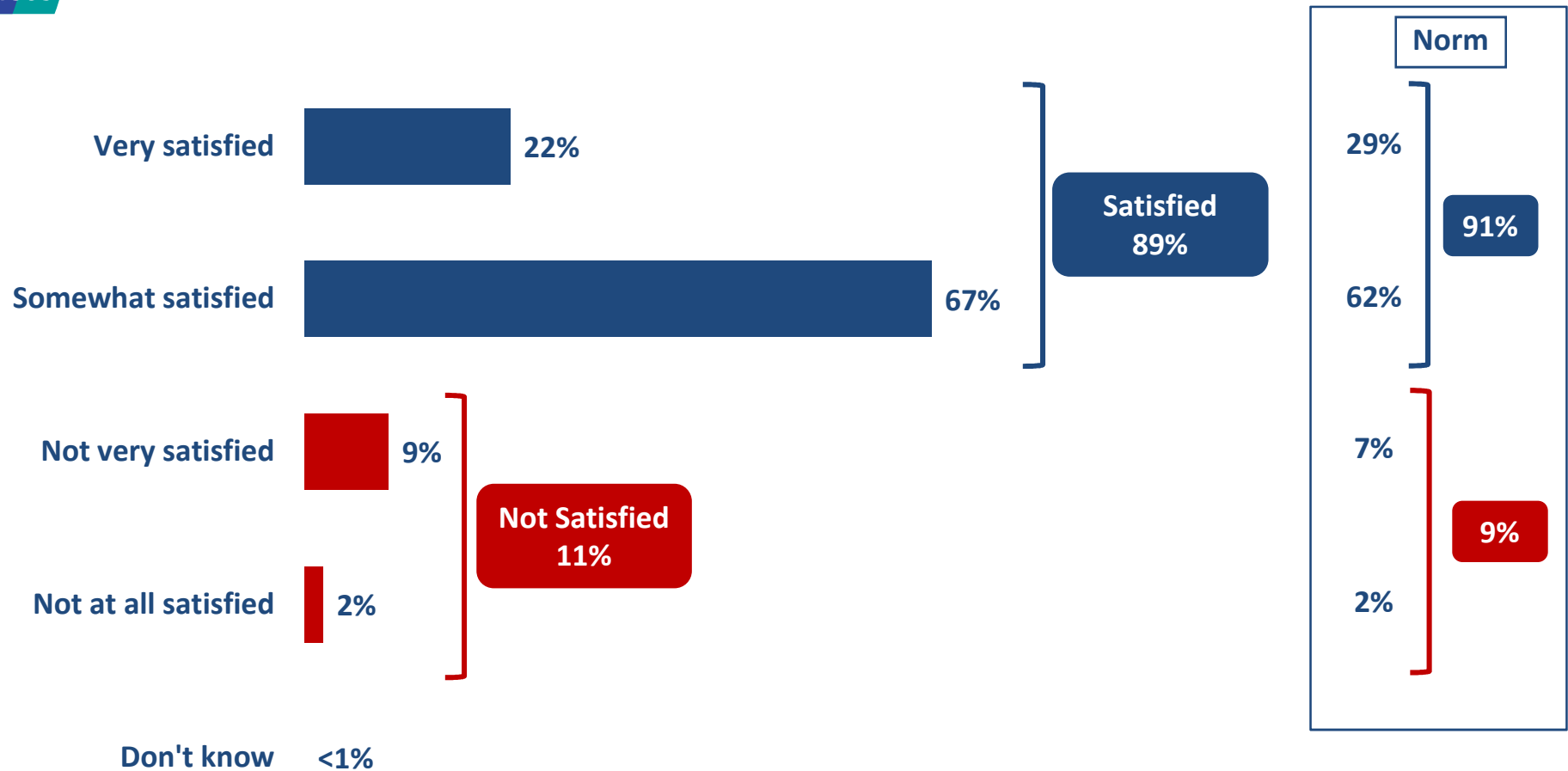
Analysis by Demographic Subgroup

Overall satisfaction (combined “very/somewhat satisfied” responses) with City services is higher among:

- Women (93% vs. 84% of men); and,
- Those who are between 35 and 54 years of age (92% vs. 87% of those who are 55 years or older).

Overall Satisfaction with City Services

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	2005 (n=800)	2006 (n=800)	2007 (n=801)	2008 (n=800)	2010 (n=800)	2014 (n=800)
Very/Somewhat Satisfied	88%	87%	92%	86%	84%	89% ↑
Very Satisfied	20%	20%	21%	20%	18%	22% ↑

Base: All respondents (n=800)

Q6. How satisfied are you with the overall quality of services provided by the City of Yellowknife?

Citizens are also satisfied with all of the specific services tested

Overall, the highest satisfaction ratings are seen for “the quality of City tap water” (94% satisfied, 64% “very satisfied”) and “local arenas, including the multiplex arena and the Yellowknife community arena” (93% satisfied, 53% “very satisfied”).

Ratings are somewhat lower, but still well above majority approval, for the following seven services:

- “The Ruth Inch Memorial Pool” (81% satisfied, 31% “very satisfied”);
- “The Yellowknife public library” (80% satisfied, 33% “very satisfied”);
- “The maintenance of outdoor rinks” (79% satisfied, 30% “very satisfied”; of note, 15% of residents say they “don’t know” how to rate their satisfaction with this service);
- “Sidewalk snow removal in the downtown core” (78% satisfied, 31% “very satisfied”);
- “Winter road maintenance, including snow removal” (77% satisfied, 29% “very satisfied”);
- “The walking trail system and bike routes” (76% satisfied, 27% “very satisfied”); and,
- “Traffic enforcement” (73% satisfied, 22% “very satisfied”).

Of the 10 services tested, the lowest level of satisfaction is seen for “litter control”, although most citizens are still satisfied with this service (63% satisfied, 15% “very satisfied”).

Users of these services generally report higher satisfaction ratings (usage data is only available for arenas, the pool, the library, and trails):

- Local arenas: 95% satisfied among users, 81% satisfied among non-users.
- Library: 86% satisfied among users, 74% satisfied among non-users.
- Trails: 78% satisfied among users, 65% satisfied among non-users.
- Pool: no significant differences in satisfaction among users and non-users.



Analysis of tracking data shows some differences in satisfaction this year as compared to previous years

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Satisfaction with four of these services has increased significantly this year. Specifically:

- Quality of City tap water: up 5 percentage points from 2008 (this service was not asked about in 2010).
- Local arenas: up 3 percentage points from 2010.
- Maintenance of outdoor rinks: up 7 percentage points from 2010.
- Sidewalk snow removal in the downtown core: up 20 percentage points from 2008 (this service was not asked about in 2010).

Conversely, satisfaction with the walking trail system and bike routes has dropped a significant 7 percentage points this year as compared to 2010.

Normative data is only available for three of these services (quality of City tap water, library, and swimming pool) and even these comparisons should be interpreted with caution due to slightly different question wording. That said, directional evidence suggests that Yellowknife residents are more satisfied than those living elsewhere with the quality of tap water (Canada norm: 89% satisfied) but less satisfied with the public library (Canada norm: 87% satisfied). Satisfaction with the City's pool is on par with what is typically seen in other Canadian municipalities.

Analysis by Demographic Subgroup

Men are more satisfied than women with the Ruth Inch Memorial Pool (85% vs. 77%) and the walking trail system and bike routes (80% vs. 73%). Women are more satisfied than men with sidewalk snow removal in the downtown core (81% vs. 74%) and traffic enforcement (79% vs. 67%).

Residents who are 55 years or older are less satisfied with local arenas (88% vs. 94% among 35 to 54 year olds), the maintenance of outdoor rinks (67% vs. 88% among 18 to 34 year olds and 77% among 35 to 54 year olds), sidewalk snow removal in the downtown core (71% vs. 83% among 18 to 34 year olds), and litter control (58% vs. 69% among 18 to 34 year olds).

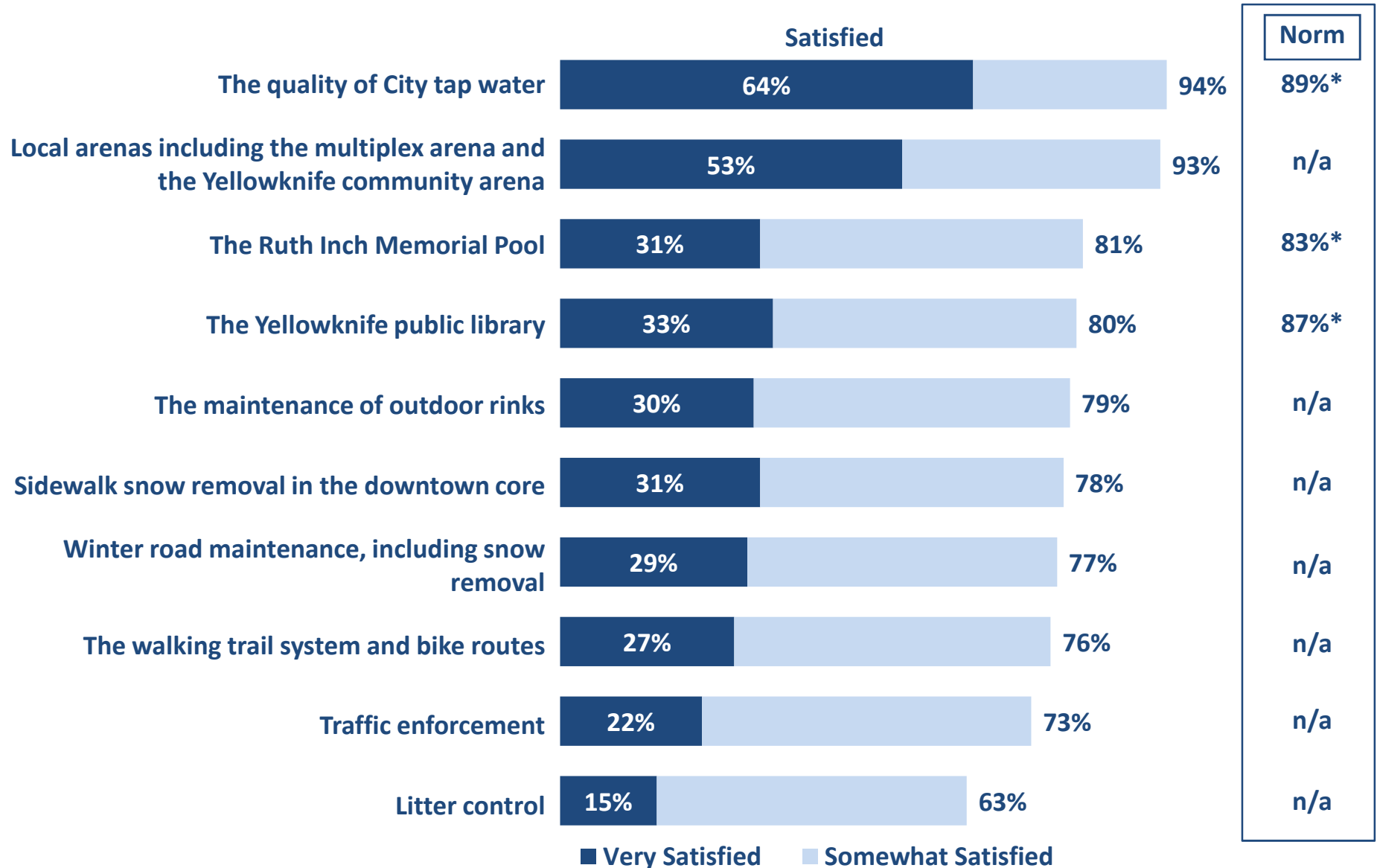
Those living in Frame Lake South/Range Lake/Kam Lake are more satisfied with local arenas (95% vs. 90% of those in Downtown/Forrest Drive/Niven Lake) and the maintenance of outdoor rinks (85% vs. 68% of those in N'dilo/Latham Island/Old Town and 76% of those in Downtown/Forrest Drive/Niven Lake). Conversely, those living in N'dilo/Latham Island/Old Town and Downtown/Forrest Drive/Niven Lake are more satisfied with winter road maintenance (85% and 83% vs. 71% of those in Frame Lake South/Range Lake/Kam Lake).

Those living in households with three or more people are more satisfied with local arenas (95% vs. 89% of those in two-person households), the maintenance of outdoor rinks (83% vs. 62% of those living alone), sidewalk snow removal in the downtown core (83% vs. 68% of those in two-person households and 72% of those living alone), and litter control (66% vs. 54% of those living alone).

Residents who have lived in Yellowknife for 11 to 20 years are more satisfied with the maintenance of outdoor rinks (84% vs. 75% of those who have lived in the city for more than 20 years).

Those with household incomes of less than \$60,000 are more satisfied with winter road maintenance (89% vs. 75% of those earning \$120,000 or more).

Satisfaction with Specific City Services



Base: All respondents (n=800)

*Not directly comparable due to slightly different question wording.

Q8. I'm now going to read a list of 10 services provided to you by the City of Yellowknife. Please tell me how satisfied you are with the job the City is doing in providing that service, using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.

Satisfied					
	2006 (n=800)	2007 (n=801)	2008 (n=800)	2010 (n=800)	2014 (n=800)
The quality of City tap water	87%	n/a	89%	n/a	94% ↑
Local arenas including the multiplex arena & the Yellowknife community arena	n/a	n/a	n/a	90%	93% ↑
The Ruth Inch Memorial Pool	83%*	n/a	83%	82%	81%
The Yellowknife public library	82%	n/a	78%	82%	80%
The maintenance of outdoor rinks	59%	n/a	66%	72%	79% ↑
Sidewalk snow removal in the downtown core	n/a	71%*	58%	n/a	78% ↑
Winter road maintenance, including snow removal	n/a	n/a	n/a	n/a	77%
The walking trail system and bike routes	82%*	n/a	81%*	83%	76% ↓
Traffic enforcement	71%	n/a	72%	75%	73%
Litter control	46%*	n/a	56%*	61%	63%

* Slightly different question wording.

Base: All respondents

Q8. I'm now going to read a list of 10 services provided to you by the City of Yellowknife. Please tell me how satisfied you are with the job the City is doing in providing that service, using a scale of very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied.



Nine of the ten tested services are important to citizens – the exception is maintenance of outdoor rinks 35

Of the services included in the survey, the ones that are the most important to residents are:

- “The quality of City tap water” (98% important, 94% “very important”);
- “Litter control” (96% important, 67% “very important”);
- “Winter road maintenance, including snow removal” (95% important, 66% “very important”); and,
- “Sidewalk snow removal in the downtown core” (90% important, 65% “very important”).

Other important services include:

- “The walking trail system and bike routes” (86% important, 56% “very important”);
- “Traffic enforcement” (84% important, 42% “very important”);
- “Local arenas, including the multiplex arena and the Yellowknife community arena” (80% important, 52% “very important”);
- “The Ruth Inch Memorial Pool” (74% important, 42% “very important”); and,
- “The Yellowknife public library” (70% important, 40% “very important”).

Only 46% rate “the maintenance of outdoor rinks” as important; 52% say not important.

Users of these services are more likely than non-users to rate these services as important (usage data is only available for arenas, the pool, the library, and trails):

- Trails: 89% important among users, 61% important among non-users.
- Local arenas: 86% important among users, 49% important among non-users.
- Pool: 96% important among users, 50% important among non-users..
- Library: 92% important among users, 46% important among non-users.



Analysis of tracking data shows some differences in importance this year as compared to previous years

36

The importance of four of these services has dropped significantly this year. Specifically:

- Sidewalk snow removal in the downtown core: down 5 percentage points from 2008 (this service was not asked about in 2010).
- Walking trail system and bike routes: down 4 percentage points from 2010.
- Ruth Inch Memorial Pool: down 4 percentage points from 2010.
- Yellowknife public library: down 5 percentage points from 2010.

Normative data is only available for three of these services (quality of City tap water, library, and swimming pool) and even these comparisons should be interpreted with caution due to slightly different question wording. That said, directional evidence suggests that Yellowknife residents attach less importance to the pool (Canada norm: 78% important) and the library (Canada norm: 87% important) as compared to those living elsewhere in Canada. The importance of tap water in Yellowknife is on par with what is typically seen in other communities.

Analysis by Demographic Subgroup

Women attach higher importance than men to the quality of tap water (100% vs. 96%), litter control (98% vs. 94%), traffic enforcement (87% vs. 80%), the pool (79% vs. 70%), and the library (75% vs. 64%).

Residents who are 55 years or older attach less importance to the walking trail system and bike routes (78% vs. 89% of 35 to 54 year olds and 87% of 18 to 34 year olds), local arenas (75% vs. 84% of 35 to 54 year olds), the pool (63% vs. 77% of those under the age of 55), and the maintenance of outdoor rinks (39% vs. 47% of 35 to 54 year olds). Conversely, they are more likely to say sidewalk snow removal in the downtown core is important (95% vs. 88% of 18 to 34 year olds and 89% of 35 to 54 year olds).

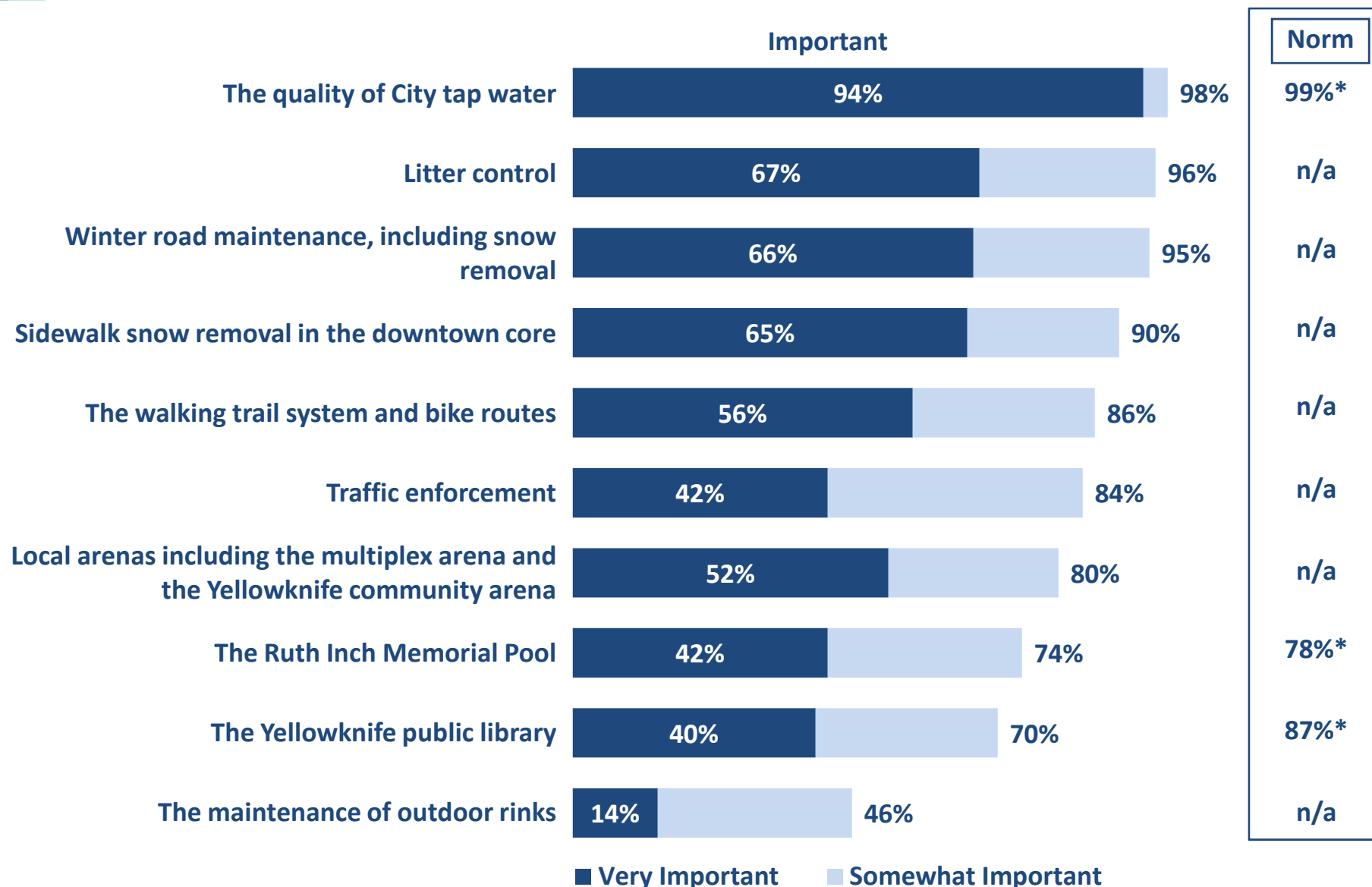
Those living in Frame Lake South/Range Lake/Kam Lake attach higher importance to winter road maintenance (97% vs. 89% of those in N'dilo/Latham Island/Old Town) and local arenas (84% vs. 76% of those in Downtown/Forrest Drive/Niven Lake). Those living in N'dilio/Latham Island/Old Town or Downtown/Forrest Drive/Niven Lake attach higher importance to the library (77% and 76% vs. 62% of those in Frame Lake South/Range Lake/Kam Lake).

Compared to those living alone, those living in households with three or more people attach greater importance to litter control (97% vs. 93%), local arenas (83% vs. 69%), and the pool (83% vs. 64%; importance is also lower among those living in two-person households, standing at 60%).

Those who have lived in Yellowknife for 10 years or less attach higher importance to the walking trail system and bike routes (91% vs. 82% of those who have lived in the city for 11 to 20 years).

Those with household incomes of \$60,000 to less than \$120,000 attach higher importance to the library (75% vs. 65% of those earning \$120,000 or more).

Importance of Specific City Services



Base: All respondents (n=800)

*Not directly comparable due to slightly different question wording.

Q7. I'm now going to read a list of 10 services provided to you by the City of Yellowknife. Please tell me how important each one is to you using a scale of very important, somewhat important, not very important, or not at all important.

Important					
	2006 (n=800)	2007 (n=801)	2008 (n=800)	2010 (n=800)	2014 (n=800)
The quality of City tap water	98%	n/a	98%	n/a	98%
Litter control	94%*	n/a	91%*	97%	96%
Winter road maintenance, including snow removal	n/a	n/a	n/a	n/a	95%
Sidewalk snow removal in the downtown core	n/a	86%*	95%	n/a	90% ↓
The walking trail system and bike routes	84%*	n/a	91%*	90%	86% ↓
Traffic enforcement	85%	n/a	84%	81%	84%
Local arenas including the multiplex arena & the Yellowknife community arena	n/a	n/a	n/a	81%	80%
The Ruth Inch Memorial Pool	77%*	n/a	80%	78%	74% ↓
The Yellowknife public library	83%	n/a	81%	75%	70% ↓
The maintenance of outdoor rinks	45%	n/a	50%	47%	46%

* Slightly different question wording.

Base: All respondents

Q7. I'm now going to read a list of 10 services provided to you by the City of Yellowknife. Please tell me how important each one is to you using a scale of very important, somewhat important, not very important, or not at all important.

An Importance versus Satisfaction Action Grid was plotted to better understand the City of Yellowknife's perceived strengths and areas for improvement. This analysis simultaneously displays the perceived value (e.g., importance) of the City's services and how well the City is seen to be performing (e.g., satisfaction) in each area. When reviewing the results of this analysis, it is important to remember that Action Grids are a relative type of analysis, meaning that services are scored relative to one another. As such, there will always be areas of strength and areas for improvement.

Individual services would fall into one of four categories:

- **Primary Strengths** (high performance and high value) represent services where the City is performing well and are of value to citizens. Efforts should be made to maintain citizens' high levels of satisfaction with these key services.
- **Primary Areas for Improvement** (low performance and high value) represent services where the City is performing relatively less well but are still of value to citizens. Delivery of these key services could be improved. They also represent the best opportunities for improving overall satisfaction with City services.
- **Secondary Strengths** (high performance and low value) represent services where the City is performing well but are of lesser value to citizens. These services can be considered as 'low maintenance'; while maintaining positive perceptions would be beneficial, they are of lower priority than primary areas for improvement.
- **Secondary Areas for Improvement** (low performance and low value) represent services where the City is performing relatively less well and are also of lesser value to citizens. Depending on available resources, the City may or may not wish to make a concerted effort to improve its performance in these lower priority areas. These could also be considered longer-term action items to be addressed when resources permit.



The City of Yellowknife has one primary strength and five primary areas for improvement

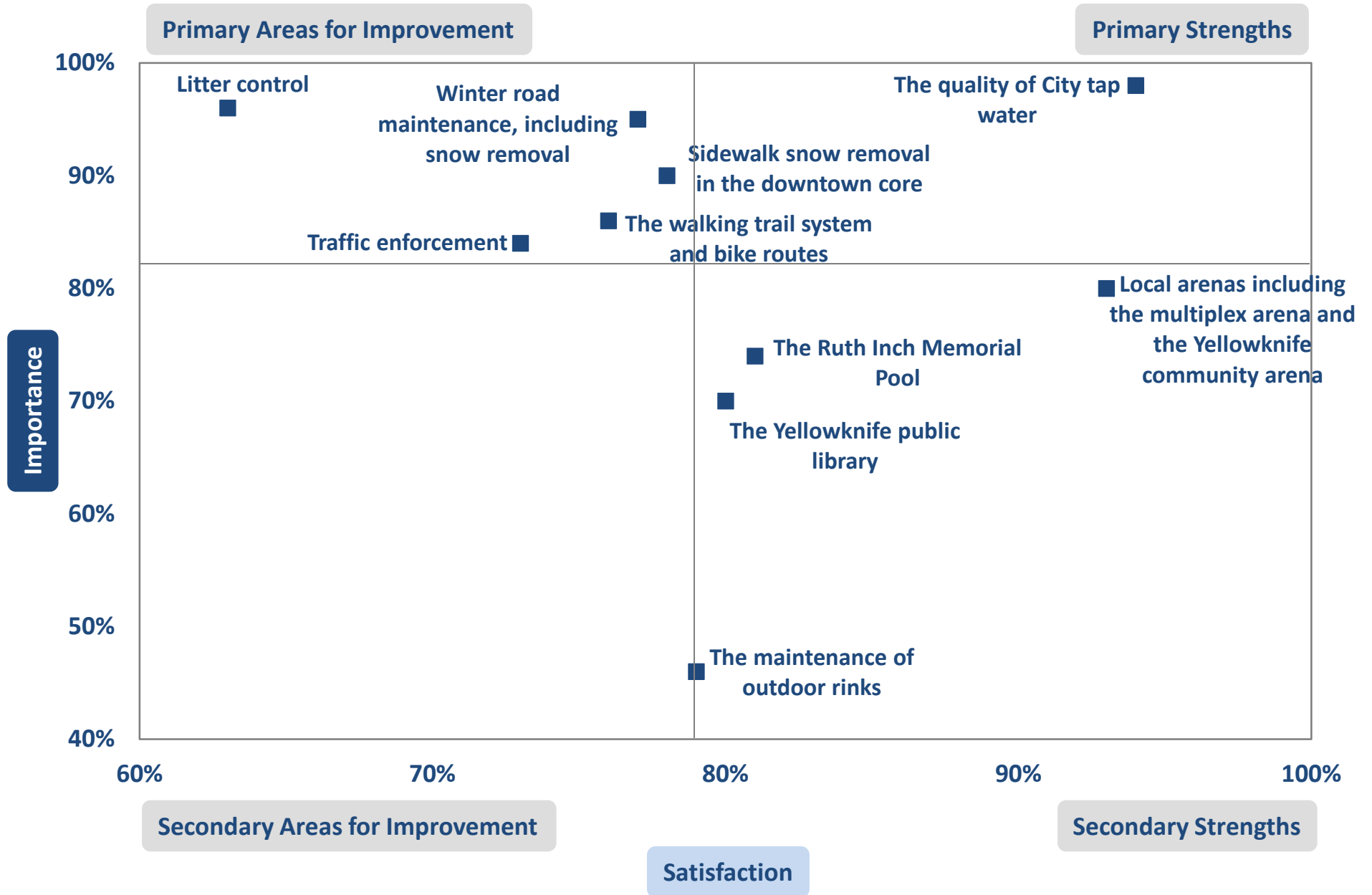
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Action Grid analysis shows that the City of Yellowknife's one **primary strength** is "the quality of City tap water".

Secondary strengths include "local arenas including the multiplex arena and the Yellowknife community arena", "the Ruth Inch Memorial Pool", and "the Yellowknife public library". "The maintenance of outdoor rinks" is also a border-line secondary strength.

The City's five **primary areas for improvement** are "litter control", "traffic enforcement", "the walking trail system and bike routes", "winter road maintenance, including snow removal", and "sidewalk snow removal in the downtown core".

The City of Yellowknife does not have any **secondary areas for improvement** this year.





The majority of citizens have used parks/trails and arenas/Fieldhouse in the past 12 months – few have used public transit or taken a City program

43

In the past 12 months, 89% of citizens used or visited “neighbourhood parks and trails” and 82% have used or visited “arenas and Fieldhouse”.

Approximately one-half have used or visited “the pool” (53%) or “the Yellowknife public library” (52%).

In comparison, much fewer have taken “programs and/or courses offered through the City” (29%) or used “public transit” (19%).

Comparisons to previous surveys are only available for three of these services (library, City programs and/or courses, City transit). Participation in City programs and/or courses has dropped significantly this year (down 12 percentage points as compared to 2008, the last time this item was asked). Usage of the library and transit has not significantly changed this year as compared to 2010.

No normative comparisons are available for this question.

Analysis by Demographic Subgroup

Women are more likely than men to have used arenas and Fieldhouse (87% vs. 78%), the pool (61% vs. 46%), the library (60% vs. 44%), and City programs and/or courses (37% vs. 21%).

Those aged 55 years or older are less likely to have used parks and trails (82% vs. 90% of those under the age of 55), arenas and Fieldhouse (76% vs. 85% of 35 to 54 year olds), the pool (31% vs. 59% of 18 to 34 year olds and 58% of 35 to 54 year olds), City programs and/or courses (14% vs. 33% of 18 to 34 year olds and 31% of 35 to 54 year olds), and City transit (15% vs. 27% of 18 to 34 year olds – usage of this service is also lower among 35 to 54 year olds, standing at 14%).

Those living in Frame Lake South/Range Lake/Kam Lake are more likely to have used arenas and Fieldhouse (87% vs. 79% of those in Downtown/Forrest Drive/Niven Lake). Those living in N'dilo/Latham Island/Old Town and Downtown/Forrest Drive/Niven Lake are more likely to have used the library (62% and 57% vs. 45% of those in Frame Lake South/Range Lake/Kam Lake).

Those living in households with three or more people are more likely to have used parks and trails (91% vs. 77% of those living alone), arenas and Fieldhouse (89% vs. 65% of those living alone and 73% of those in two-person households), the pool (67% vs. 30% of those living in households with one or two people), and City programs and/or courses (36% vs. 15% of those living alone and 18% of those living in two-person households).

Those who have lived in Yellowknife for 10 years or less are more likely to have used the pool (67% vs. 47% of those who have lived in the city for more than 10 years) and City programs and/or courses (36% vs. 23% of those who have lived in the city for more than 20 years).

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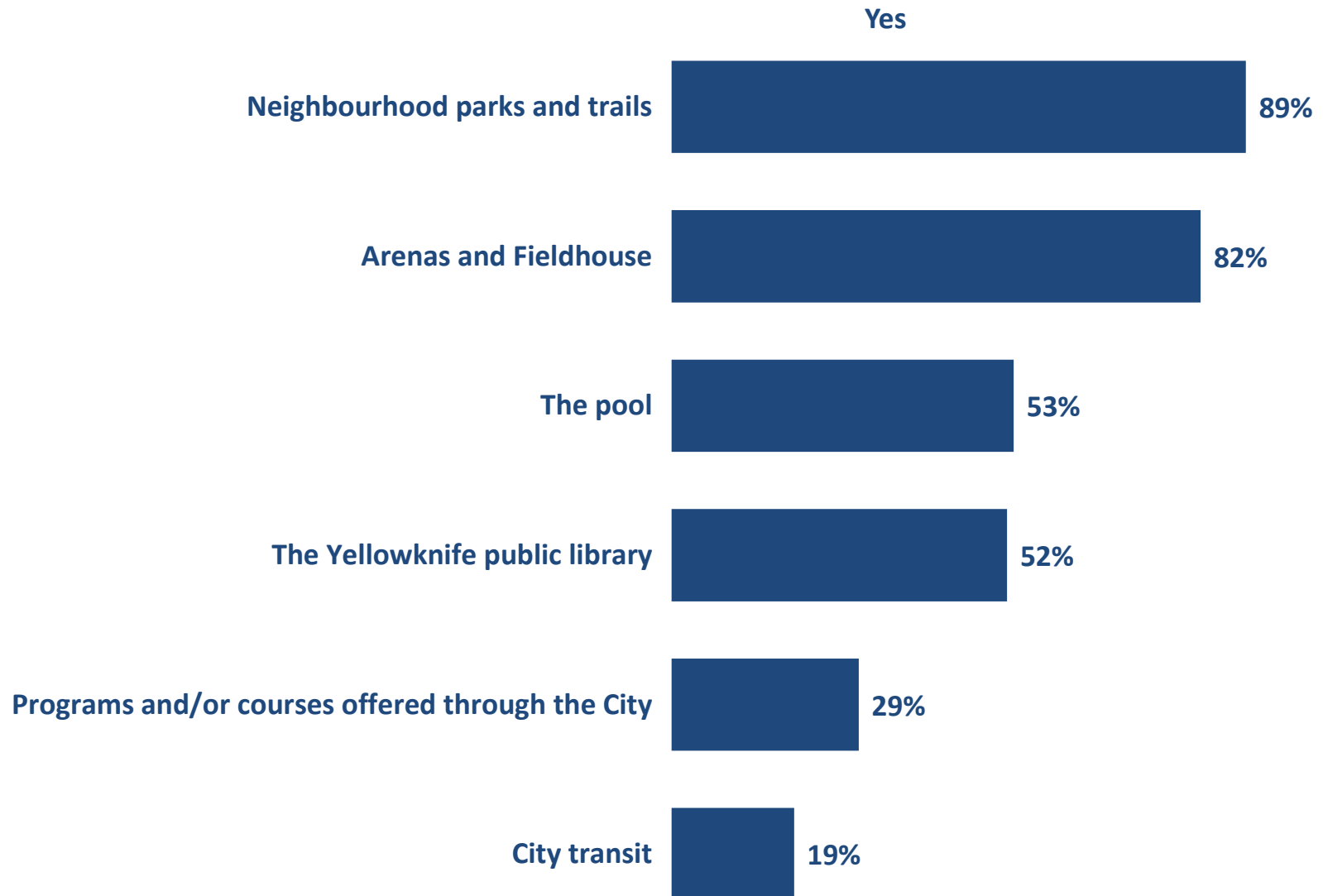
Usage varies by key demographic subgroups (cont'd)

45

Analysis by Demographic Subgroup (cont'd)

Those with household incomes of \$60,000 or more are more likely to have used parks and trails (92% of those earning \$120,000 or more and 89% of those earning \$60,000 to less than \$120,000 vs. 74% of those earning less than \$60,000) and arenas and Fieldhouse (85% of those earning \$120,000 or more and 82% of those earning \$60,000 to less than \$120,000 vs. 68% of those earning less than \$60,000). Usage of the pool is higher among those with household incomes of \$120,000 or more (59% vs. 40% of those earning less than \$60,000 and 50% of those earning \$60,000 to less than \$120,000). Usage of the library is higher among those with household incomes of \$60,000 to less than \$120,000 (59% vs. 47% of those earning \$120,000 or more). Usage of City transit is higher among those with household incomes of less than \$60,000 (48% vs. 13% of those earning \$120,000 or more and 22% of those earning \$60,000 to less than \$120,000).

Usage of Specific City Facilities and Services Past 12 Months



Base: All respondents (n=800)

Q18. In the past 12 months, have you used or visited the following City of Yellowknife facilities or services?

Used or Visited in Past 12 Months					
	2006 (n=800)	2007 (n=801)	2008 (n=800)	2010 (n=800)	2014 (n=800)
Neighbourhood parks and trails	n/a	n/a	n/a	n/a	89%
Arenas and Fieldhouse	n/a	n/a	n/a	n/a	82%
The pool	n/a	n/a	n/a	n/a	53%
The Yellowknife public library	66%	n/a	63%	54%	52%
Programs and/or courses offered through the City	n/a	n/a	41%*	n/a	29%↓
City transit	n/a	21%*	22%	16%	19%

* Slightly different question wording.

Base: All respondents

Q18. In the past 12 months, have you used or visited the following City of Yellowknife facilities or services?

Parks and trails are the most heavily used services

Overall, 87% of residents who use “neighbourhood parks and trails” report using this once a month or more, including 54% who use it “at least once a week”. Usage of “arenas and Fieldhouse” is also relatively high, with 73% of users saying they use this once a month or more (42% “at least once a week”).

While less frequent than the services mentioned above, the majority of those using the pool, library, and transit also do so at least once a month. All percentages stated below are for those who report using this service in the past 12 months.

- 67% use “the pool” once a month or more (26% “at least once a week”).
- 63% use “the Yellowknife public library” once a month or more (15% “at least once a week”).
- 54% use “City transit” once a month or more (24% “at least once a week”).

The frequency of participating in “programs and/or courses offered through the City” is lower, with 43% of users saying they do so once a month or more (26% “at least once a week”).

Comparisons to previous surveys are only available for three of these services (library, City programs and/or courses, City transit). The frequency of using these services has not significantly changed this year as compared to previous years.

No normative comparisons are available for this question.

Analysis by Demographic Subgroup

Those who are 55 years or older are less frequent users of arenas and Fieldhouse (50% vs. 78% of 18 to 34 year olds and 77% of 35 to 54 year olds), the pool (46% vs. 71% of 18 to 34 year olds and 68% of 35 to 54 year olds), and the library (50% vs. 67% of 18 to 34 year olds and 65% of 35 to 54 year olds).

Those in Frame Lake South/Range Lake/Kam Lake are more frequent users of arenas and Fieldhouse (77% vs. 67% of those in Downtown/Forrest Drive/Niven Lake).

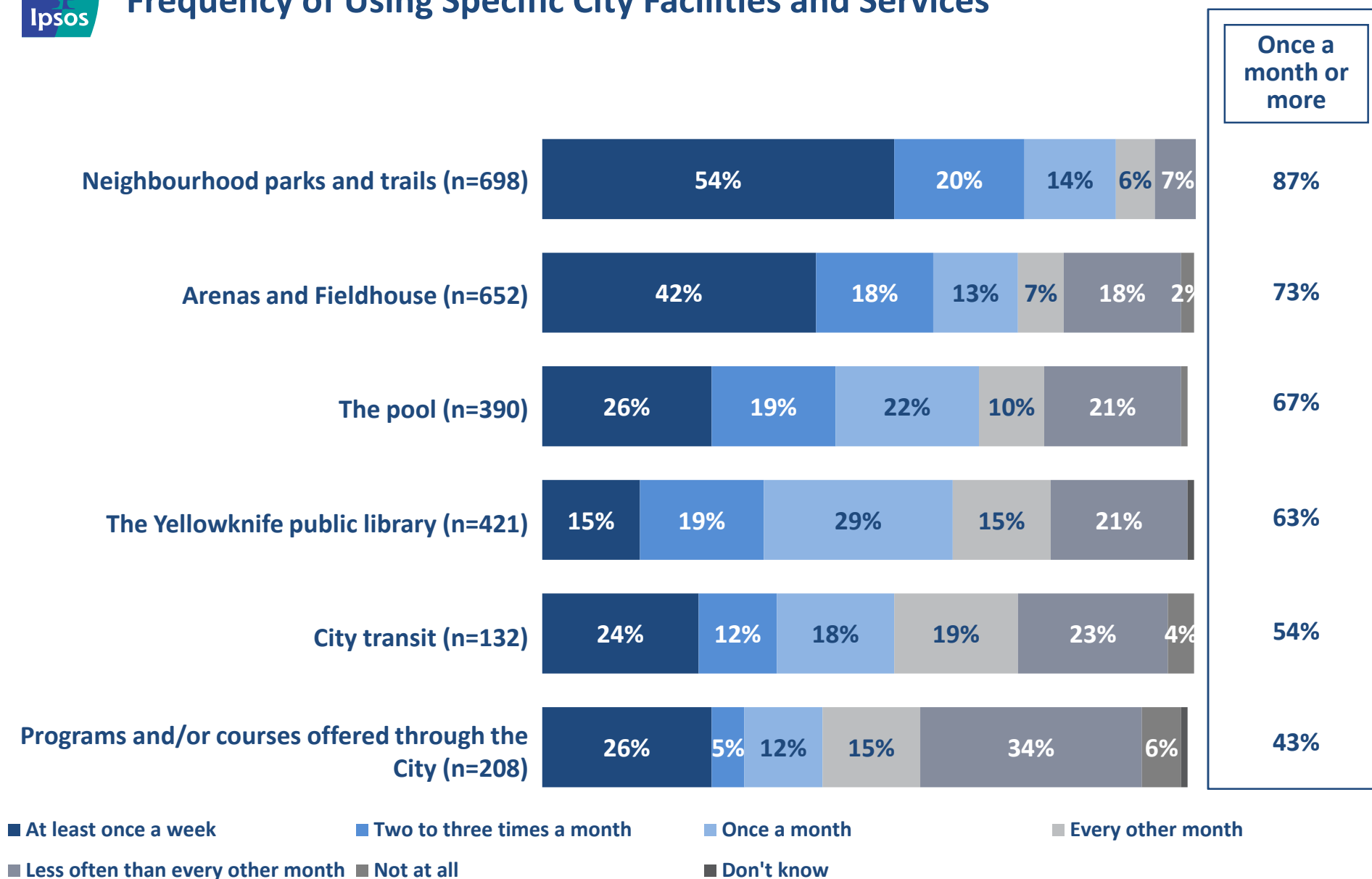
Those living in households with three or more members are more frequent users of arenas and Fieldhouse (83% vs. 43% of those living alone and 54% of those in two-person households) and City programs and/or courses (47% vs. 25% of those in two-person households).

Those who have lived in Yellowknife for 10 years or less are more frequent users of arenas and Fieldhouse (80% vs. 65% of those who have lived in the city for more than 20 years) and the library (74% vs. 56% of those who have lived in the city for more than 20 years).

Those with household incomes of \$120,000 or more are more frequent users of neighbourhood parks and trails (89% vs. 73% of those earning less than \$60,000) and arenas and Fieldhouse (79% vs. 58% of those earning less than \$60,000 and 69% of those earning \$60,000 to less than \$120,000).

Frequency of Using Specific City Facilities and Services

50



Base: Respondents who use specific service or facility (n varies)
 Q19. How often would you say you use...?

Once a Month or More					
	2006 (n varies)	2007 (n varies)	2008 (n varies)	2010 (n varies)	2014 (n varies)
Neighbourhood parks and trails	n/a	n/a	n/a	n/a	87%
Arenas and Fieldhouse	n/a	n/a	n/a	n/a	73%
The pool	n/a	n/a	n/a	n/a	67%
The Yellowknife public library	64%	n/a	58%	63%	63%
City transit	n/a	61%*	63%	59%	54%
Programs and/or courses offered through the City	n/a	n/a	46%*	n/a	43%

* Slightly different question wording.

Detailed Results – City Performance

Most citizens approve of City Council's overall performance

Eight-in-ten (81%) citizens approve of the overall performance of Yellowknife's City Council, including 21% saying "strongly approve".

Overall approval (combined "strongly/somewhat approve" responses) of City Council has increased significantly since 2010 (up 8 percentage points). The intensity of approval (e.g., "strongly approve") has also increased a significant 8 percentage points.

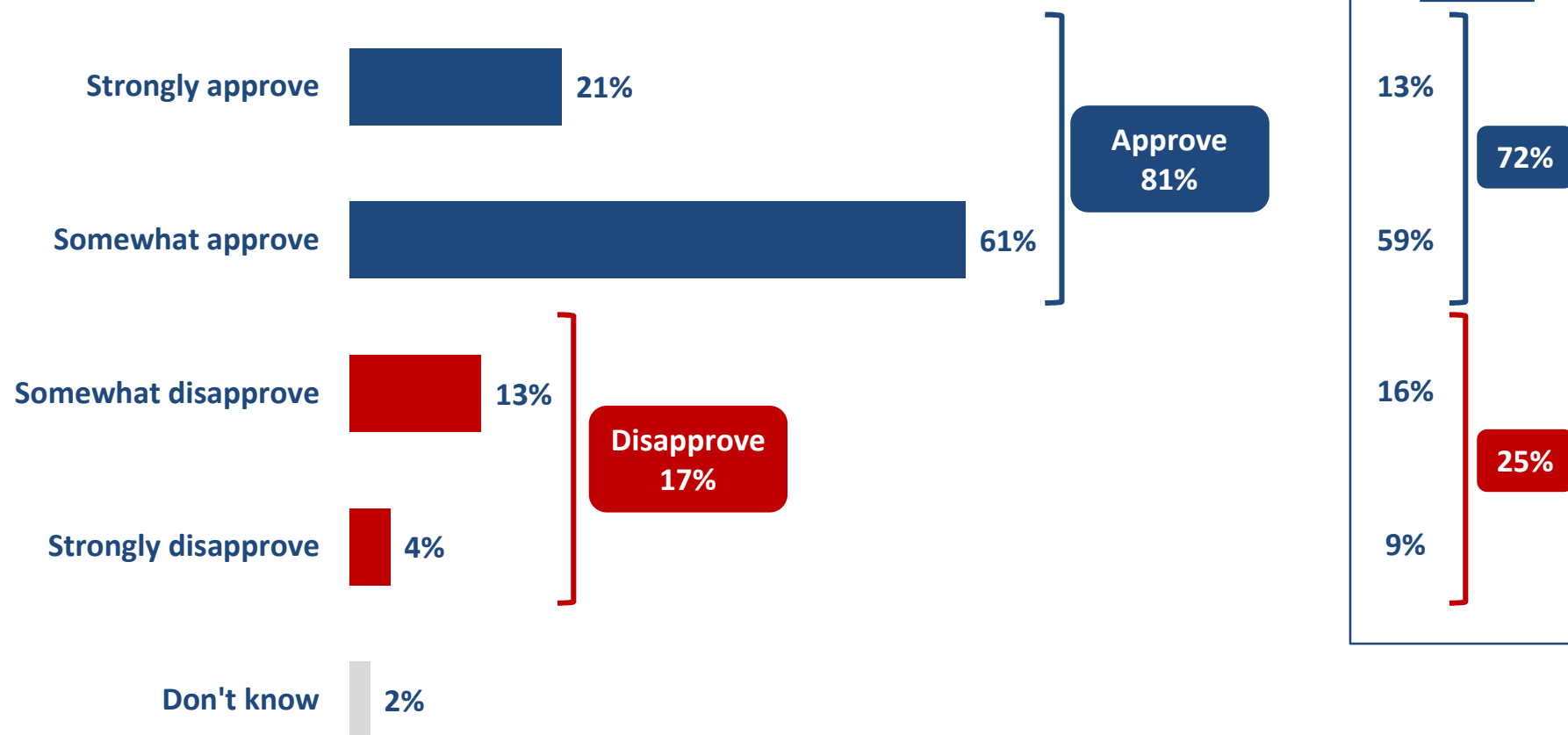
Approval (both overall and intensity) of City Council in Yellowknife is higher than what is typically seen in other Canadian municipalities (Canada norm: 72% approve, 13% "strongly approve").

Analysis by Demographic Subgroup

Overall approval (combined "strongly/somewhat approve" responses) of Yellowknife's City Council is significantly higher among:

- Women (85% vs. 77% of men);
- Those with household incomes of \$60,000 to less than \$120,000 (88% vs. 80% of those earning more than \$120,000);
- Those who are satisfied with the overall quality of City services (88% vs. 29% of dissatisfied residents); and,
- Those who feel they receive good value for their municipal taxes (90% vs. 50% of those rating their value for taxes poorly).

Approval of City Council



	2005 (n=800)	2006 (n=800)	2007 (n=801)	2008 (n=800)	2010 (n=800)	2014 (n=800)
Strongly/Somewhat Approve	75%	73%	77%	77%	73%	81% ↑
Strongly Approve	9%	10%	16%	14%	13%	21% ↑

Base: All respondents (n=800)

Q9. Generally speaking would you say you approve or disapprove of the overall performance of Yellowknife's City Council? (Would that be strongly or somewhat approve/disapprove?)



While the main reason behind approval is general satisfaction, other responses offer specific feedback on things Council is doing well

55

Overall, 22% of those who approve of City Council's performance attribute this to "satisfied with their performance (no complaints, haven't heard anything negative)".

While mentioned less often, it is noteworthy that 13% attribute their approval to Council's interactions with citizens, including 6% saying "listen to/engage residents" and 5% saying "good communication with residents".

The survey also suggests that Council's priorities are well-aligned with the needs of these citizens, with 7% saying Council is "addressing important issues" and 4% saying the "City is moving in the right direction".

General satisfaction with Council's performance was also the main reason behind approval in 2010.

No normative comparisons are available for this question.

Analysis by Demographic Subgroup

The reasons behind approval of City Council's overall performance are generally consistent across all key demographics. Some notable exceptions are summarized below.

- Good communication with residents is mentioned more often by those who have lived in Yellowknife for 10 years or less (8% vs. 2% of those who have lived in the city for 11 to 20 years) and those with household incomes of \$120,000 or more (7% vs. 2% of those earning \$60,000 to less than \$120,000).
- Those who are 55 years of age or older are more likely to mention hard working (6% vs. 2% of 35 to 54 year olds), new Mayor/Councillors (5% vs. 1% of 18 to 34 year olds), and fiscally responsible/keep taxes low (5% vs. 1% of 18 to 34 year olds).



Disapproval primarily stems from the feeling that Council is focusing on the wrong issues, as well as concerns over City finances

56

One-quarter (24%) of those who disapprove of City Council's overall performance attribute this to "wrong priorities/not addressing important issues". Another 12% mention "ineffective/nothing is getting done/issues don't change", which may also speak to concerns over the issues that Council has been focusing on. It is interesting that the issues Council has focused on is provided as a reason for both approving and disapproving of Council's performance, suggesting there is division in the community on which issues are important and how well Council has done at addressing these issues.

Another 20% of those who disapprove of Council's overall performance mention "financial issues (overspending, budgeting, taxes)" as a reason behind disapproval.

These results are similar to 2010, when the main reasons behind disapproval were ineffective, spend too much money, and out of touch with life in Yellowknife.

No normative comparisons are available for this question.

Analysis by Demographic Subgroup

Due to small sample sizes, analysis by demographic subgroup is not recommended for this question.

Reasons why Approve of City Council



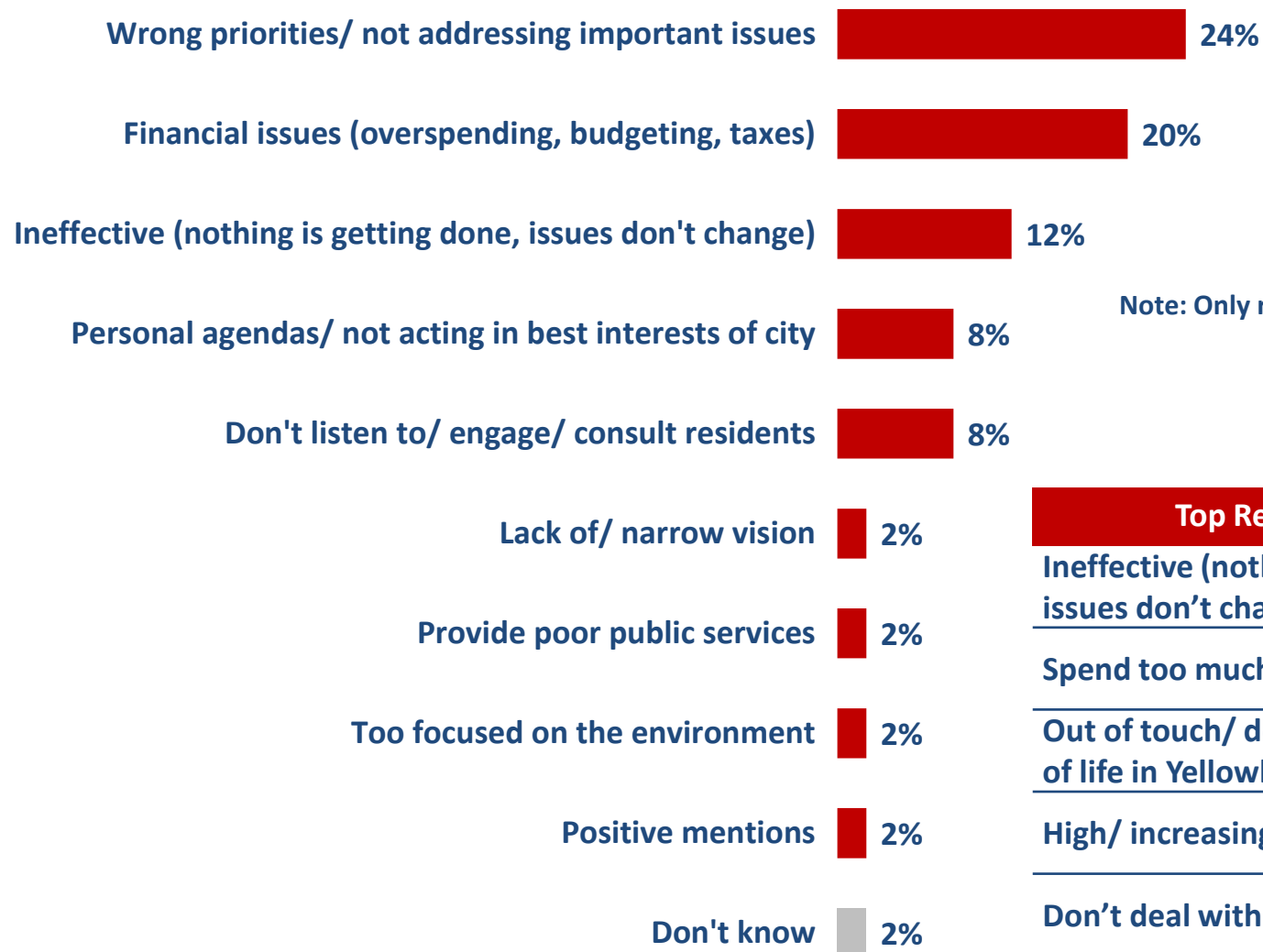
Note: Only responses of 2% or more are shown.

Top Reasons 2010 (n=583)	
Satisfied with their performance	18%
They are working hard/ doing the best that they can	7%
Addressing/ aware of the important issues	6%
Listen to the people/ know what the people want	6%
Like the direction they're taking and the decisions they're making	5%

Base: Respondents who approve of City Council's overall performance (n=659)

Q10. What is the main reason you approve of City Council's overall performance?

Reasons why Disapprove of City Council



Note: Only responses of 2% or more are shown.

Top Reasons 2010 (n=187)	
Ineffective (nothing is getting done, issues don't change)	14%
Spend too much money	14%
Out of touch/ don't have realistic view of life in Yellowknife	12%
High/ increasing taxes	9%
Don't deal with the important issues	7%

Base: Respondents who disapprove of City Council's overall performance (n=130)

Q11. What is the main reason you disapprove of City Council's overall performance?



Citizens think the City is doing a good job in most areas – the one exception is providing a well-maintained and clean downtown area

59

More than eight-in-ten citizens say the City is doing a good job in the following four areas:

- “Preserving natural areas and lakes” (84% good job, 31% “very good”);
- “Supporting heritage preservation” (84% good job, 29% “very good”);
- “Facilitating communications with residents” (81% good job, 35% “very good”); and,
- “Growing with acceptable impacts on the environment” (81% good job, 21% “very good”).

Most citizens also think the City is doing a good job:

- “Accommodating the different needs of Yellowknife’s diverse population” (73% good job, 24% “very good”);
- “Using a variety of ways to fund City services” (73% good job, 16% “very good”);
- “Growing in a way that takes advantage of existing infrastructure” (70% good job, 15% “very good”);
- “Providing convenient transportation options” (67% good job, 22% “very good”); and,
- “Encouraging economic opportunities, business promotion, and support” (65% good job, 18% “very good”).

Opinion is mixed regarding how well the City has done “providing a well-maintained and clean downtown area”, with 50% of citizens saying good job (9% “very good”) and 50% saying poor job (19% “very poor”).



Analysis of tracking data shows there have been some significant changes in perceptions of Council's performance in these areas

60

Compared to 2010, there has been significant improvements in perceptions of Council's performance in the following five areas:

- Preserving natural areas and lakes: up 4 percentage points.
- Facilitating communications with residents: up 9 percentage points.
- Growing with acceptable impacts on the environment: up 4 percentage points.
- Using a variety of ways to fund City services: up 12 percentage points.
- Growing in a way that takes advantage of existing infrastructure: up 5 percentage points.

During this same timeframe, significant drops in performance are reported for:

- Providing convenient transportation options: down 6 percentage points.
- Providing a well-maintained and clean downtown area: down 13 percentage points.

No normative comparisons are available for this question.

Analysis by Demographic Subgroup

Women are more likely than men to say the City is doing a good job facilitating communications with residents (85% vs. 77%) and encouraging economic opportunities (71% vs. 60% of men).

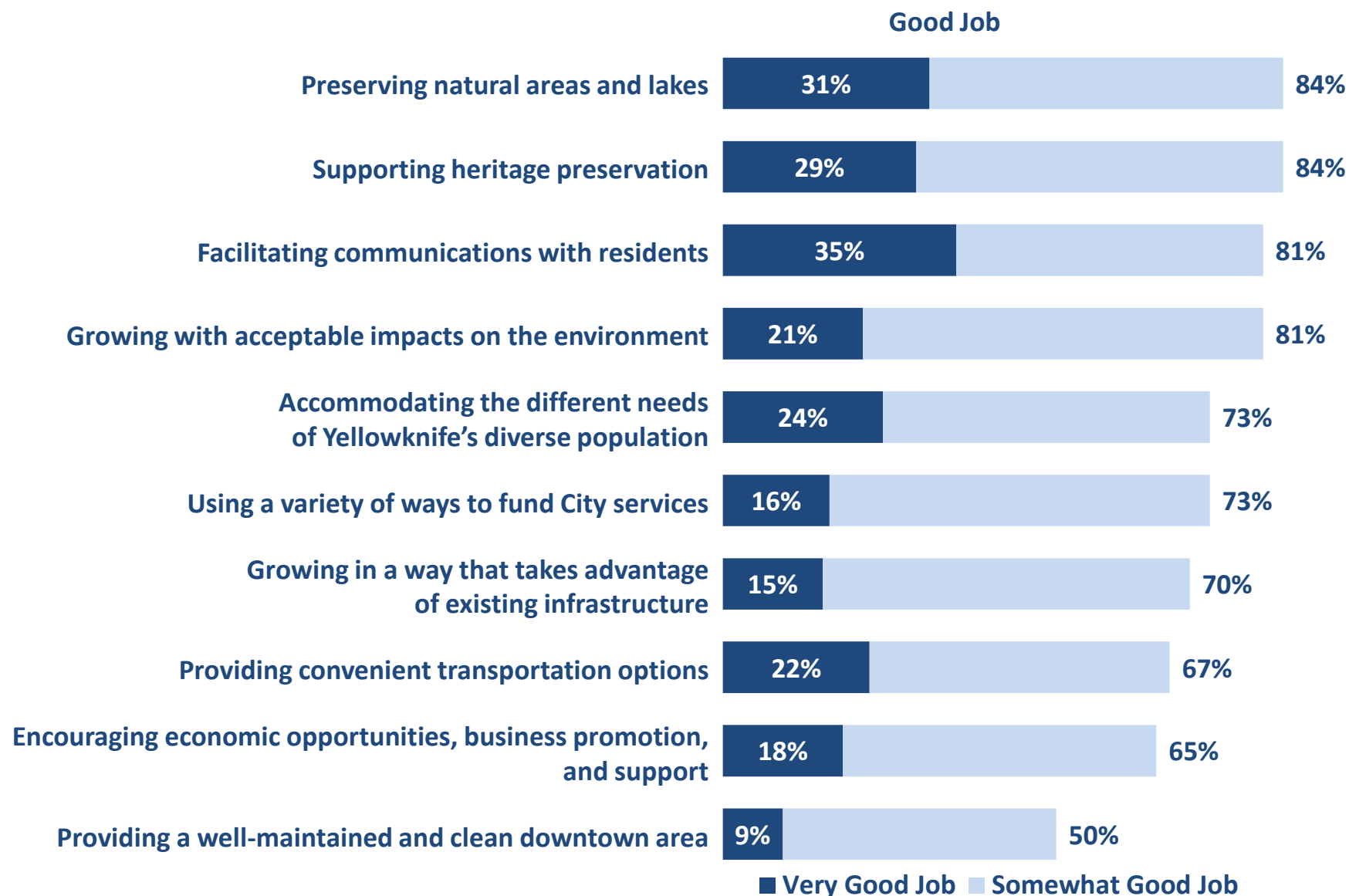
Those who are 55 years of age or older are less likely to say the City is doing a good job supporting heritage preservation (78% vs. 88% of 18 to 34 year olds), growing with acceptable impacts on the environment (76% vs. 84% of 35 to 54 year olds), using a variety of ways to fund City services (66% vs. 78% of 18 to 34 year olds), and providing a well-maintained and clean downtown area (47% vs. 58% of 18 to 34 year olds – perceptions are also lower among 35 to 54 year olds, with 44% saying good job).

Those living in Frame Lake South/Range Lake/Kam Lake are more likely to say the City is doing a good job preserving natural areas and lakes (88% vs. 74% of those in N'dilo/Latham Island/Old Town). Those living in Downtown/Forrest Drive/Niven Lake or Frame Lake South/Range Lake/Kam lake are more likely to say the City is doing a good job facilitating communications with residents (83% and 82% vs. 70% of those in N'dilo/Latham Island/Old Town).

Those who have lived in Yellowknife for 10 years or less are more likely to say the City is doing a good job preserving natural areas and lakes (89% vs. 82% of those who have lived in the city for more than 20 years). Conversely, those who have lived in Yellowknife for more than 10 years are more likely to say the City is doing a good job providing convenient transportation options (72% of those who have lived in the city for 11 to 20 years and 71% of those who have lived in the city for more than 20 years vs. 59% of those who have lived in the city for 10 years or less).

Those with household incomes of \$60,000 to less than \$120,000 are more likely to say the City is doing a good job growing in a way that takes advantage of existing infrastructure (78% vs. 67% of those earning \$120,000 or more).

City Performance in Specific Areas of Service



Base: All respondents (n=800)

Q12. Now please tell me whether you think the City of Yellowknife is doing a good job or poor job in each of the following areas. (Is that a very or somewhat good/poor job?)

Good Job			
	2008 (n=800)	2010 (n=800)	2014 (n=800)
Preserving natural areas and lakes	n/a	80%	84% ↑
Supporting heritage preservation	n/a	82%	84%
Facilitating communications with residents	n/a	72%	81% ↑
Growing with acceptable impacts on the environment	n/a	77%	81% ↑
Accommodating the different needs of Yellowknife's diverse population	70%	72%	73%
Using a variety of ways to fund City services	n/a	61%	73% ↑
Growing in a way that takes advantage of existing infrastructure	n/a	65%	70% ↑
Providing convenient transportation options	n/a	73%	67% ↓
Encouraging economic opportunities, business promotion, and support	n/a	65%	65%
Providing a well-maintained and clean downtown area	38%	63%	50% ↓

Base: All respondents

Q12. Now please tell me whether you think the City of Yellowknife is doing a good job or poor job in each of the following areas. (Is that a very or somewhat good/poor job?)

Detailed Results – Finance



The majority of citizens believe they receive good value for their municipal tax dollars 65

More than three-quarters (78%) of citizens think they receive good value for their municipal tax dollars, including 16% saying “very good value”.

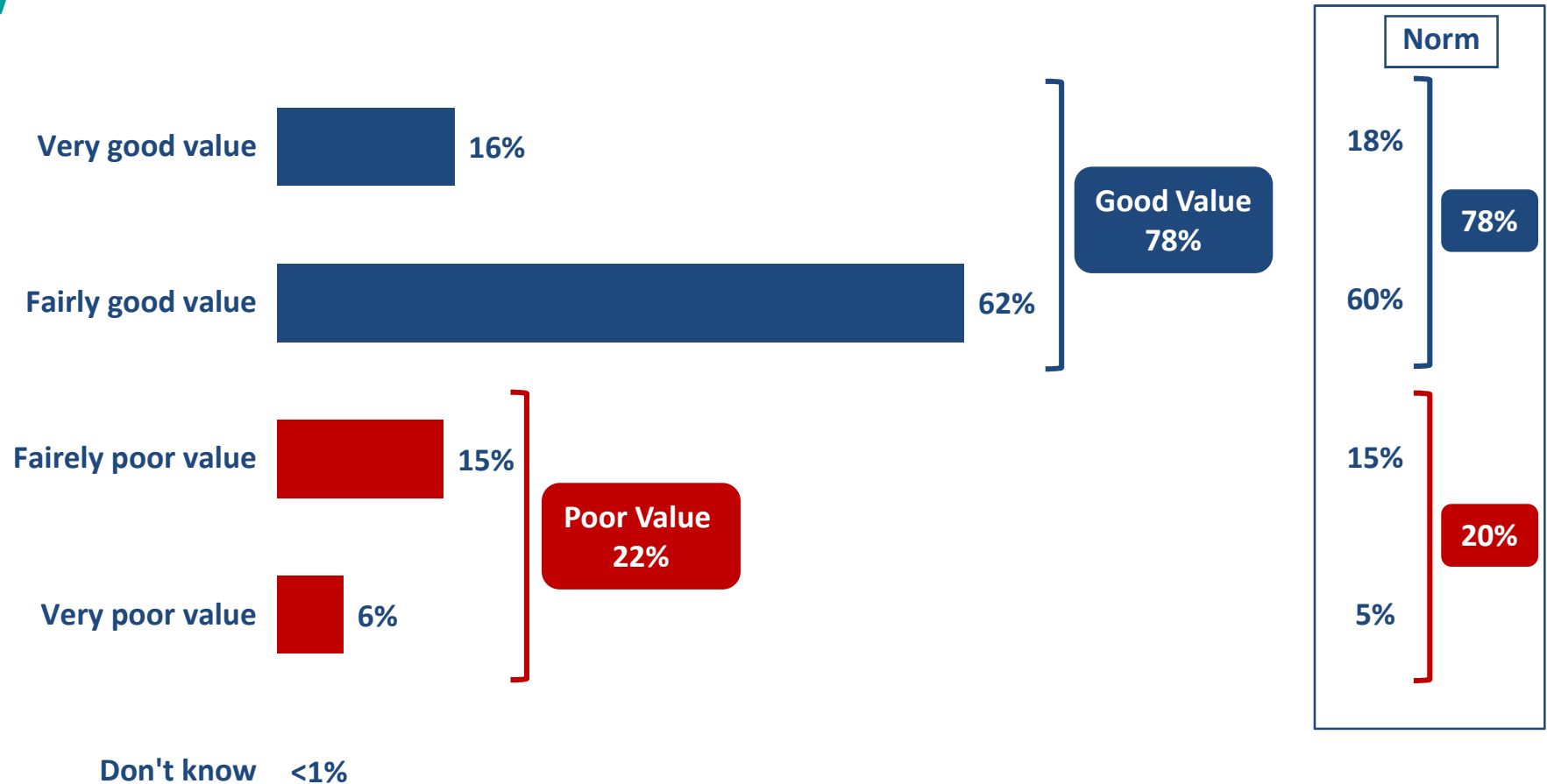
Overall perceptions (combined “very/fairly good value” responses) have increased significantly since 2008, the last time this question was asked (up 6 percentage points). The intensity (e.g., “very good value”) has also increased a significant 8 percentage points. This year’s improved perceptions are consistent with other survey results showing concerns around taxation/municipal government spending have dropped significantly over the past few years.

This year’s results are on par with what is typically reported in other Canadian municipalities.

Analysis by Demographic Subgroup

Residents who are more likely to say they receive good value (combined “very/fairly good value” responses) include:

- Women (83% vs. 72% of men);
- Those between the ages of 35 and 54 (82% vs. 73% of 18 to 34 year olds);
- Those living in N’dilo/Latham Island/Old Town or Downtown/Forrest Drive/Niven Lake (88% and 82% vs. 73% of those in Frame Lake South/Range Lake/Kam Lake);
- Those with household incomes of \$60,000 to less than \$120,000 (83% vs. 75% of those earning \$120,000 or more); and,
- Those who are satisfied with the overall quality of City services (85% vs. 20% of those who are dissatisfied).



	2004* (n=800)	2005 (n=800)	2006 * (n=800)	2007* (n=801)	2008* (n=800)	2010 (n=800)	2014 (n=800)
Very/Fairly Good Value	71%	n/a	75%	76%	72%	n/a	78% ↑
Very Good Value	7%	n/a	8%	8%	8%	n/a	16% ↑

Base: All respondents (n=800)

* Slightly different question wording.

Q13. Thinking about all the programs and services you receive from the City of Yellowknife, would you say that overall you get good value or poor value for your tax dollars? (Is that very or fairly good/poor value?)

Detailed Results – Customer Service and Communications



Six-in-ten have contacted the City in the past 12 months

68

In total, 59% of citizens personally contacted the City of Yellowknife or one of its employees in the past 12 months .

This is not significantly different from what was reported in 2010.

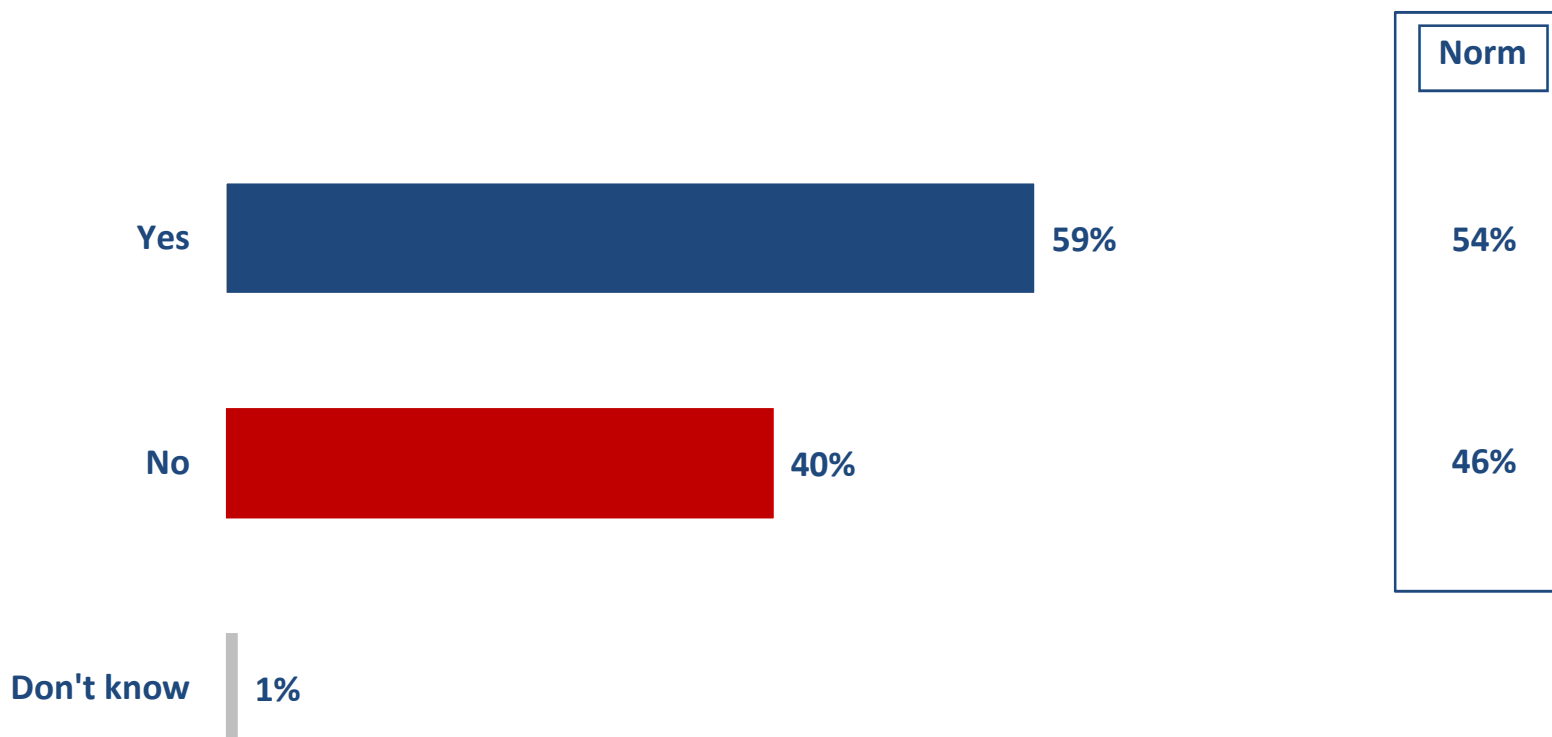
Comparisons to Ipsos Reid's database of municipal norms show that Yellowknife residents are more likely than those living in other Canadian municipalities to contact their local government (Canada norm: 54%).

Analysis by Demographic Subgroup

Residents who are more likely to have contacted the City in the past 12 months include:

- Women (64% vs. 55% of men);
- Those who are 35 years of age or older (68% of those who are 55 years plus and 65% of 35 to 54 year olds vs. 49% of 18 to 34 year olds);
- Those living in N'dilo/Latham Island/Old Town (81% vs. 58% of those in Frame Lake South/Range Lake/Kam Lake and 59% of those in Downtown/Forrest Drive/Niven Lake);
- Those who have lived in Yellowknife for more than 20 years (69% vs. 50% of those who have lived in the city for 11 to 20 years and 54% of those who have lived in the city for 10 years or less);
- Those with household incomes of \$120,000 or more (66% vs. 41% of those earning less than \$60,000 and 53% of those earning \$60,000 to less than \$120,000); and,
- Those who disapprove of Council's performance (77% vs. 55% of those who approve).

Contact with City (Past 12 Months)



	2010 (n=800)	2014 (n=800)
Yes	61%	59%

Base: All respondents (n=800)

Q14. In the past 12 months, have you personally contacted the City of Yellowknife or one of its employees?



Citizens are generally satisfied with the service they receive when contacting the City

70

Among those who contacted or dealt with the City in the past 12 months, 78% are satisfied with the “overall service they received”, including 50% saying “very satisfied”.

Further questioning reveals that citizens are most satisfied with the “courteousness of the staff” (92% satisfied, 65% “very satisfied”). This is followed by:

- “Staff’s ability to understand your needs” (86% satisfied, 56% “very satisfied”);
- “Staff’s helpfulness” (85% satisfied, 53% “very satisfied”);
- “Staff’s knowledge” (85% satisfied, 48% “very satisfied”);
- “The speed and timeliness of service” (81% satisfied, 51% “very satisfied”); and,
- “Staff’s ability to resolve your issue” (77% satisfied; 48% “very satisfied”).

No significant changes in satisfaction are seen this year as compared to 2010.

This year’s results are also consistent with what is typically seen in other Canadian municipalities.

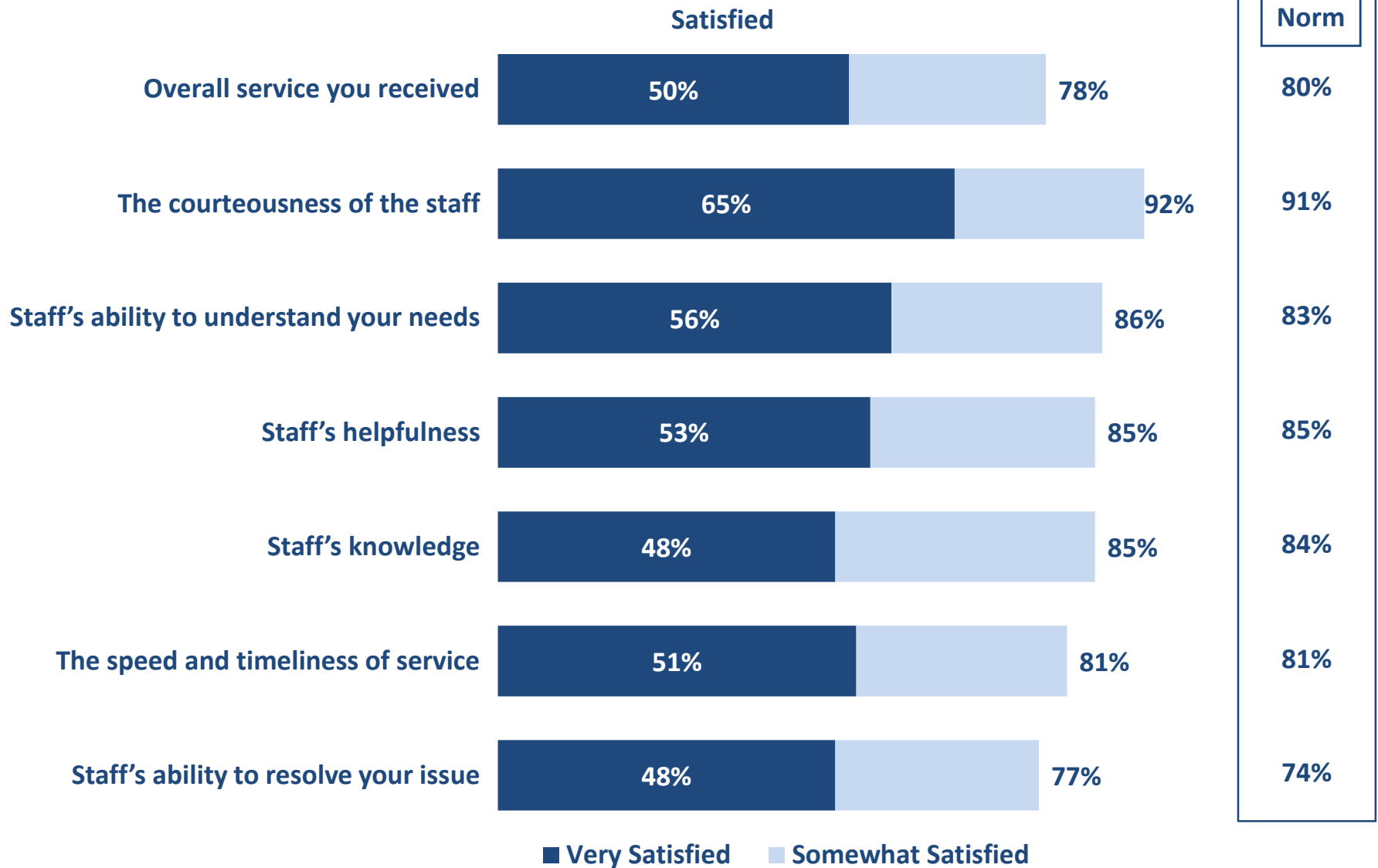
Analysis by Demographic Subgroup

Residents living in N’dilo/Latham Island/Old Town or Downtown/Forrest Drive/Niven Lake are more satisfied with the overall service they received (combined “very/somewhat satisfied” responses) when contacting the City (90% and 83% vs. 71% of those in Frame Lake South/Range Lake/Kam Lake).



Satisfaction with City Contact Experiences

71



Base: Respondents who contacted the City (n=508)

Q15. And thinking of the last time you contacted the City or one of its employees, how satisfied were you with the...? Would you say you were very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?



Tracking Satisfaction with City Contact Experiences

72

Satisfied		
	2010 (n=492)	2014 (n=508)
Overall service you received	77%	78%
The courteousness of the staff	91%	92%
Staff's ability to understand your needs	83%	86%
Staff's helpfulness	85%	85%
Staff's knowledge	83%	85%
The speed and timeliness of service	80%	81%
Staff's ability to resolve your issue	76%	77%

Base: Respondents who contacted the City

Q15. And thinking of the last time you contacted the City or one of its employees, how satisfied were you with the...? Would you say you were very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?



Communication channels that have been effective at reaching residents are the website, newspaper, the Capital Update newsletter, and radio

73

In the past 12 months, the majority of residents say they have “visited the City’s website” (82%), “read any announcements or advertisements from the City in the newspaper” (80%), “read the City’s Capital Update newsletter” (79%), and “heard any announcements or advertisements from the City on the radio” (75%).

The survey indicates other methods of communication have been less effective at engaging residents, with less than one-third saying they have done each of the following in the past 12 months:

- “Visited the City’s Facebook or Twitter page” (29%);
- “Participated in a survey conducted by the City, other than this current survey” (22%);
- “Seen or heard any announcements or advertisements from the City on the television” (21%);
- “Attended a public meeting, workshop, or open house hosted by the City” (20%);
- “Watched a video on the City’s website” (18%);
- “Read one of the background discussion papers that are available at City Hall” (16%); and,
- “Attended a City Council meeting” (10%).

No tracking data or normative comparisons are available for this question.



The reach of specific City communications varies by key demographic subgroups

74

Analysis by Demographic Subgroup

A number of significant differences are seen by age; highlights of these differences are listed below.

- Visitation to the City's website is higher among 35 to 54 year olds (87% vs. 72% of those who are 55 years or older).
- Those who are 35 years of age or older are more likely to have read City ads in the newspaper (89% of those 55 plus and 83% of 35 to 54 year olds vs. 73% of 18 to 34 year olds), read the Capital Update newsletter (86% of those 55 plus and 83% of 35 to 54 year olds vs. 72% of 18 to 34 year olds), attended a public meeting (34% of those 55 plus and 23% of 35 to 54 year olds vs. 10% of 18 to 34 year olds), watched a video on the City's website (22% of those 55 plus and 23% of 35 to 54 year olds vs. 11% of 18 to 34 year olds), and attended a City Council meeting (18% of those 55 plus and 11% of 35 to 54 year olds vs. 5% of 18 to 34 year olds).
- Older citizens aged 55 years plus are also more likely to have read a background discussion paper at City Hall (25% vs. 17% of 35 to 54 year olds and 11% of 18 to 34 year olds).
- Conversely, younger citizens between 18 and 34 years of age are more likely to have heard ads on the radio (78% vs. 69% of those who are 55 years or older).
- Usage of the City's Facebook or Twitter page is higher among those under the age of 55 (33% of 18 to 34 year olds and 31% of 35 to 54 year olds vs. 15% of those who are 55 years or older).
- Recall of City television ads is lower among 35 to 54 year olds (15% vs. 26% of 18 to 34 year olds and 23% of those who are 55 years or older).



The reach of specific City communications varies by key demographic subgroups (cont'd)

75

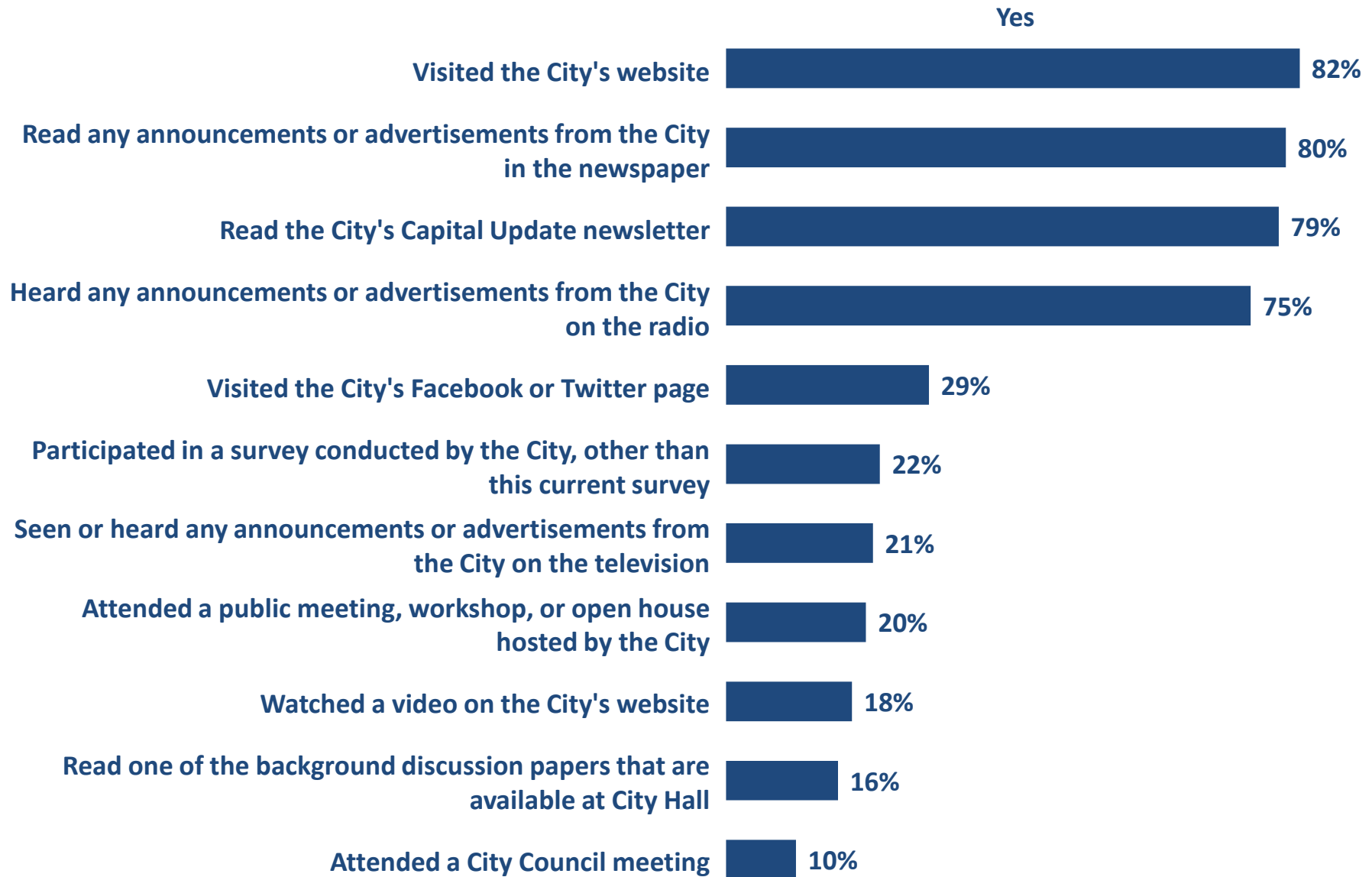
Analysis by Demographic Subgroup (cont'd)

Women are more likely than men to have visited the City's website (88% vs. 76%), read the Capital Update newsletter (85% vs. 74%), visited the City's Facebook or Twitter page (36% vs. 21%), and watched a video on the City's website (22% vs. 14%). Conversely, men are more likely than women to have read a background discussion paper at City Hall (20% vs. 13%).

Those living in N'dilo/Latham Island/Old Town are more likely to have attended a public meeting (32% vs. 18% of those in Downtown/Forrest Drive/Niven Lake), read a background discussion paper at City Hall (34% vs. 14% of those in Downtown/Forrest Drive/Niven Lake and 16% of those in Frame Lake South/Range Lake/Kam Lake), and attended a City Council meeting (19% vs. 7% of those in Downtown/Forrest Drive/Niven Lake).

Those with household incomes of \$120,000 or more are more likely than those earning less than \$60,000 to have visited the City's website (89% vs. 66%), read the Capital Update newsletter (81% vs. 67%), and attended a public meeting (22% vs. 9%). Conversely, those with household incomes of less than \$60,000 are more likely to have seen City ads on the television (41% vs. 17% of those earning \$120,000 or more).

Reach of Specific City Communication Channels



Base: All respondents (n=800)

Q16. In the past 12 months, have you ever...?



Of the public consultation activities tested, residents are most interested in surveys, followed by online feedback forms and public open houses

77

Just over two-thirds (68%) of residents are interested in participating in surveys as a form of public consultation on a topic that is of interest to them personally (15% “very interested”). The majority of residents are also interested in contributing via “feedback forms on the City’s website” (59% interested, 16% “very interested”) and “public open houses where residents can observe and comment on information posted on display boards” (55% interested, 10% “very interested”).

Opinion is mixed on “community workshops where residents take part in active discussion sessions”, with 51% saying they are interested (13% “very interested”) and 49% saying they are not interested (21% “not at all interested”).

There is less interest in the other forms of public consultation tested in the research, with less than one-half of residents saying they would be interested in participating in:

- “Small community focus groups” (46% interested, 54% not interested);
- “The City’s Facebook or Twitter page” (36% interested, 64% not interested);
- “Online blogs or discussion forums” (33% interested, 67% not interested); and,
- “Mail in workbooks” (26% interested, 70% not interested).

No tracking data or normative comparisons are available for this question.



Interest in the various forms of public consultation varies by key demographic subgroups

78

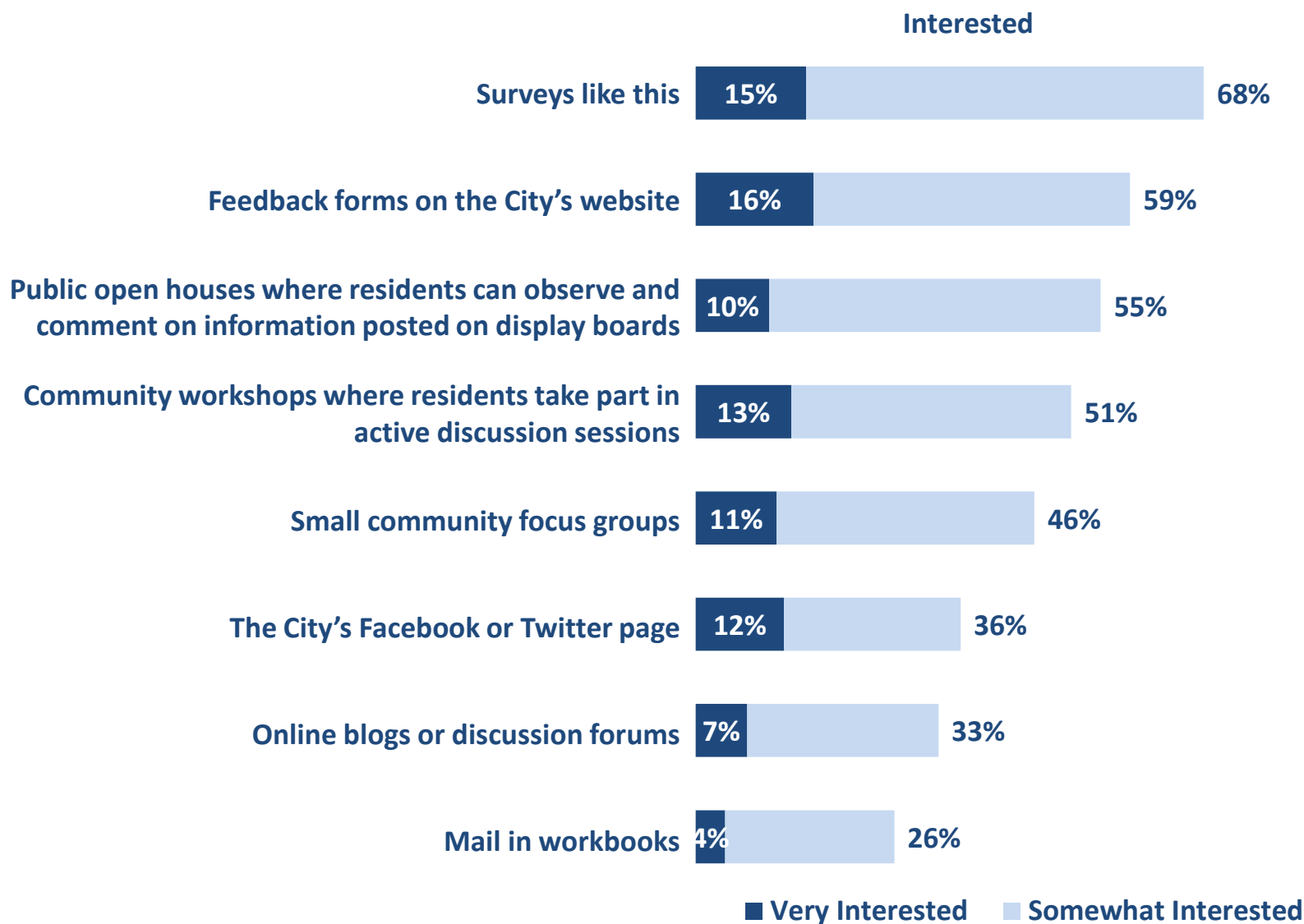
Analysis by Demographic Subgroup

Women are more interested than men in online feedback forms (63% vs. 54%), the City's Facebook or Twitter page (46% vs. 26%), and online blogs or discussion forums (37% vs. 28%).

Residents between 18 and 34 years of age are less interested in public open houses (47% vs. 63% of those who are 55 years plus and 58% of 35 to 54 year olds) and community workshops (46% vs. 59% of those who are 55 years plus). However, they are more interested in the City's Facebook or Twitter page (47% vs. 20% of those who are 55 years plus and 32% of 35 to 54 year olds) and online blogs (41% vs. 22% of those who are 55 years plus and 29% of 35 to 54 year olds). Interest in mail in workbooks is higher among 35 to 54 year olds (28% vs. 21% of those who are 55 years or older).

Those living in N'dilo/Latham Island/Old Town are more interested in focus groups (59% vs. 43% of those in Frame Lake South/Range Lake/Kam Lake). However, they are less interested in the City's Facebook or Twitter page (24% vs. 39% of those in Downtown/Forrest Drive/Niven Lake).

Interest in Participating in Specific Types of Public Consultation Activities



Base: All respondents (n=800)

Q17. How interested are you in participating in each of the following forms of public consultation on a topic that is of interest to you personally?

Detailed Results – Helmet Bylaw



Residents are more likely to support helmet bylaws for children than for everyone regardless of age

81

More than eight-in-ten citizens support “a bylaw making it mandatory for all children under the age of 18 to wear a helmet when riding a bicycle” (84% support) and “a bylaw making it mandatory for all children under the age of 18 to wear a helmet when using any form of wheeled non-motorized transportation such as rollerblades, skateboards, bikes, etc.” (81% support). The intensity of support (e.g., those saying “strongly support”) is also high in both instances.

In comparison, residents are less likely to support (both overall and in intensity) bylaws that make helmets mandatory for everyone regardless of age. That said, the majority of residents still support such a bylaw. Specifically, 65% support “a bylaw making it mandatory for everyone regardless of age to wear a helmet when riding a bicycle” and 62% support “a bylaw making it mandatory for everyone regardless of age to wear a helmet when using any form of wheeled non-motorized transportation such as rollerblades, skateboards, bikes, etc.”

No tracking data or normative comparisons are available for this question.

Analysis by Demographic Subgroup

Women are significantly more likely than men to support all four of these bylaws.

Residents between 18 and 34 years of age are generally less likely to support all of these bylaws. The exception is for a bylaw making it mandatory for all children under the age of 18 to wear a helmet when riding a bicycle – here, support does not significantly vary by age.



Support for Helmet Bylaw

82

Support (Bicycle)

A bylaw making it mandatory for all children under the age of 18 to wear a helmet when riding a bicycle

66%

84%

A bylaw making it mandatory for everyone regardless of age to wear a helmet when riding a bicycle

44%

65%

Support (Any Form of Wheeled Non-Motorized Transportation)

A bylaw making it mandatory for all children under the age of 18 to wear a helmet when using any form of wheeled non-motorized transportation such as rollerblades, skateboards, bikes, etc.

60%

81%

A bylaw making it mandatory for everyone regardless of age to wear a helmet when using any form of wheeled non-motorized transportation such as rollerblades, skateboards, bikes, etc.

37%

62%

■ Strongly Support ■ Somewhat Support

Base: All respondents (n=800)

Q20. Currently, the City of Yellowknife has no bylaw regarding the use of helmets. Please tell me whether you would support or oppose each of the following.

Detailed Results – Youth Subsidy



There is support for the City subsidizing 100% of youth fees at City facilities although opinion is mixed on how this should be financed

84

Overall, 63% of citizens would support the City of Yellowknife subsidizing 100% of youth fees at City facilities, including 34% saying “strongly support”.

When asked about financing this subsidy, none of the three options presented are selected by a majority of residents. That said, options involving an increase in adult user fees are clearly preferred over a lone increase in property taxes.

- 45% would prefer a “combination of an increase in adult user fees and property taxes”.
- 28% would prefer an “increase in adult user fees at these facilities”.
- Only 9% opt for an “increase in property taxes”.

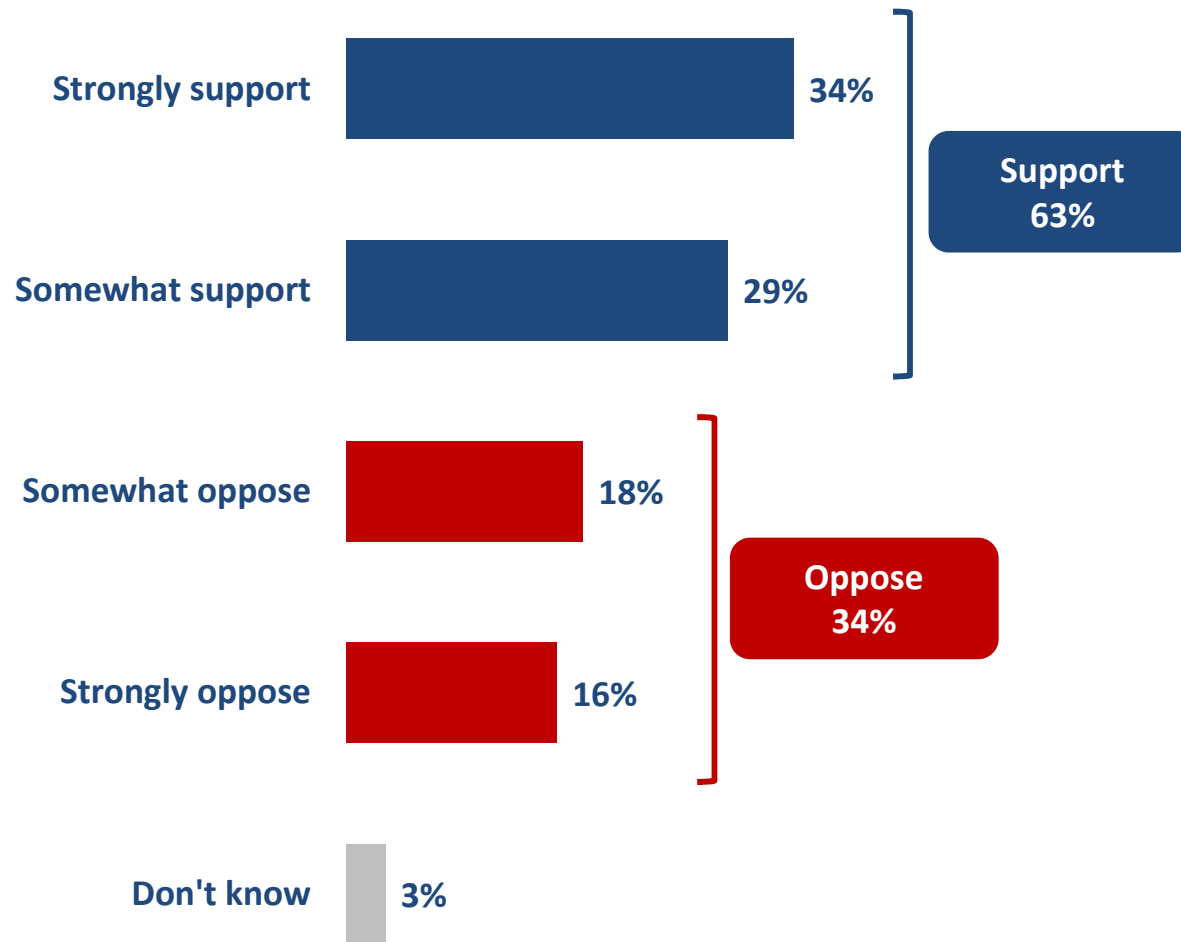
No tracking data or normative comparisons are available for these questions.

Analysis by Demographic Subgroup

Residents who are more likely to support the City subsidizing 100% of youth fees at City facilities include:

- Women (70% vs. 56% of men);
- Those who have lived in Yellowknife for 10 years or less (70% vs. 58% of those who have lived in the city for 11 to 20 years); and,
- Those with household incomes of \$60,000 to less than \$120,000 (71% vs. 60% of those earning \$120,000 or more).

Support for Subsidizing 100% of Youth Fees at City Facilities



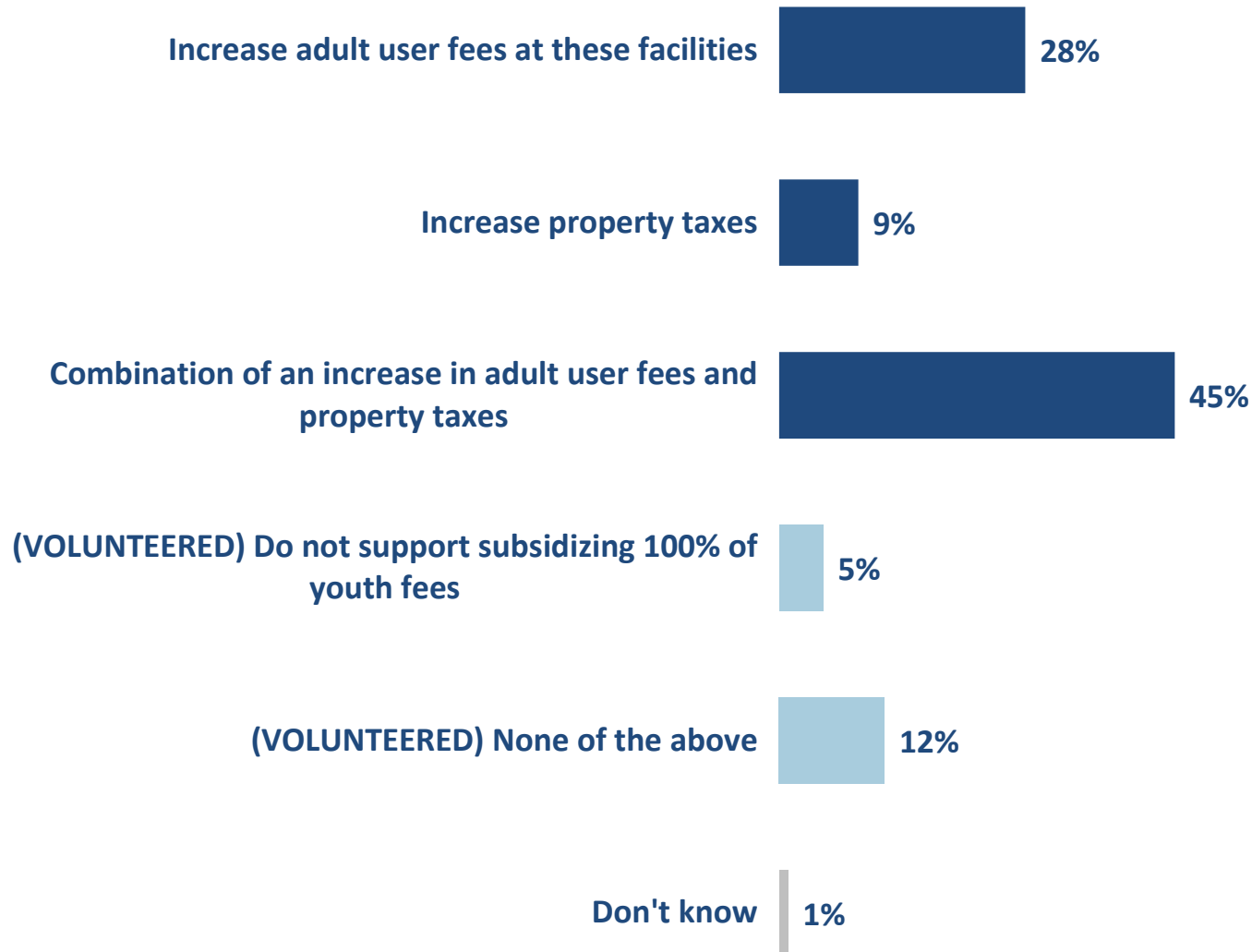
Base: All respondents (n=800)

Q21. As you may know, the City of Yellowknife currently subsidizes youth fees at City facilities at a rate of 50%. Would you support or oppose the City subsidizing 100% of youth fees at City facilities? (Is that strongly or somewhat support/oppose?)



Preference for Financing Youth Subsidy

86



Base: All respondents (n=800)

Q22. If the City were to subsidize 100% of youth fees at City facilities, which one of the following approaches would you prefer the City use to finance this subsidy?

Detailed Results – Retirement



Just less than one-half of those planning on retiring in the next five years anticipate staying in Yellowknife

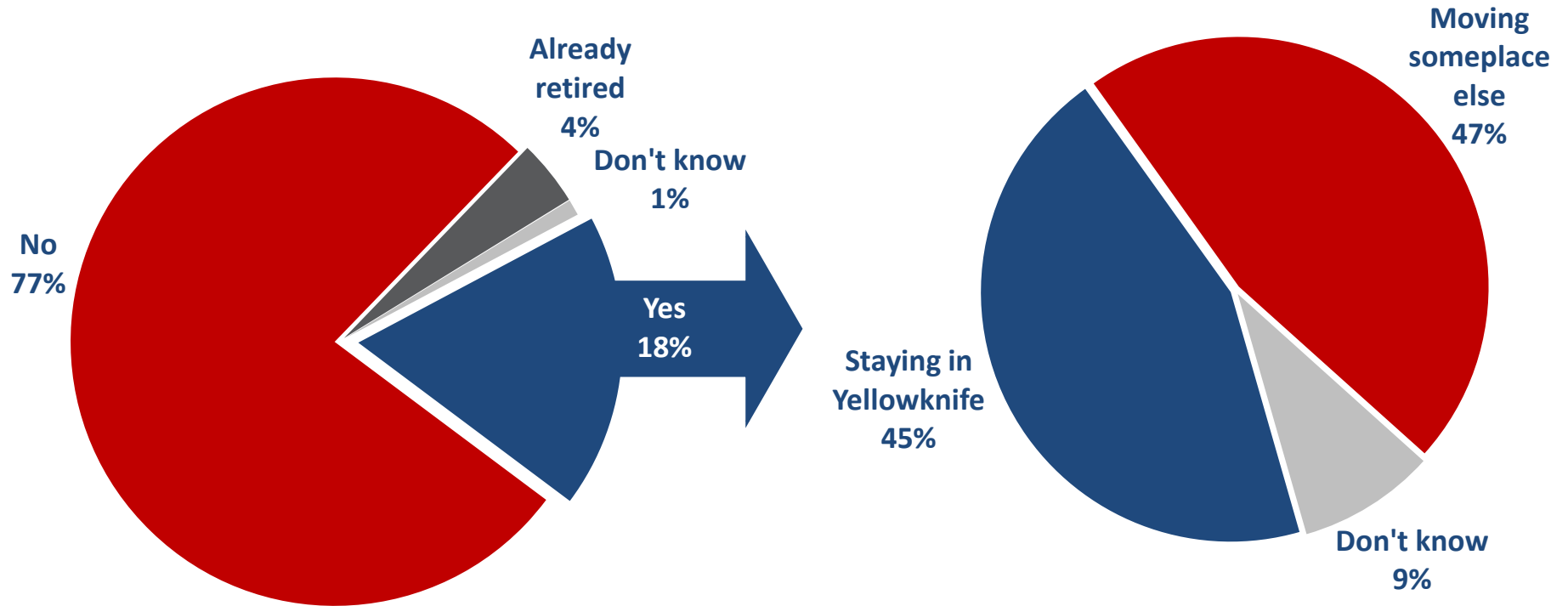
88

Overall, 18% of residents plan on retiring sometime in the next five years. Among these respondents, 45% plan on staying in Yellowknife and 47% plan on moving someplace else. Another 9% are undecided.

No tracking data or normative comparisons are available for these questions.

Analysis by Demographic Subgroup

Residents who have lived in Yellowknife for more than 20 years are more likely to anticipate staying in the community when they retire (51% vs. 30% of those who have lived in the city for 11 to 20 years).



Base: All respondents (n=800)
Q23. Do you plan on retiring in the next five years?

Base: Respondents who are planning on retiring (n=232)
Q24. When you retire, do you plan on staying in Yellowknife or moving someplace else?



Familiarity and family are the main reasons for staying in Yellowknife upon retired, while the cost of living is driving away others 90

Reasons for Staying in Yellowknife

When asked why they plan on staying in Yellowknife when they retire, 29% say “it’s my home”, 27% say “stay close to friends and family”, and 24% say “have lived here a long time (born/grew up here)”. Other mentions include “like/prefer living in the North” (19%) and “good healthcare/health services” (11%).

Reasons for Moving Somewhere Else

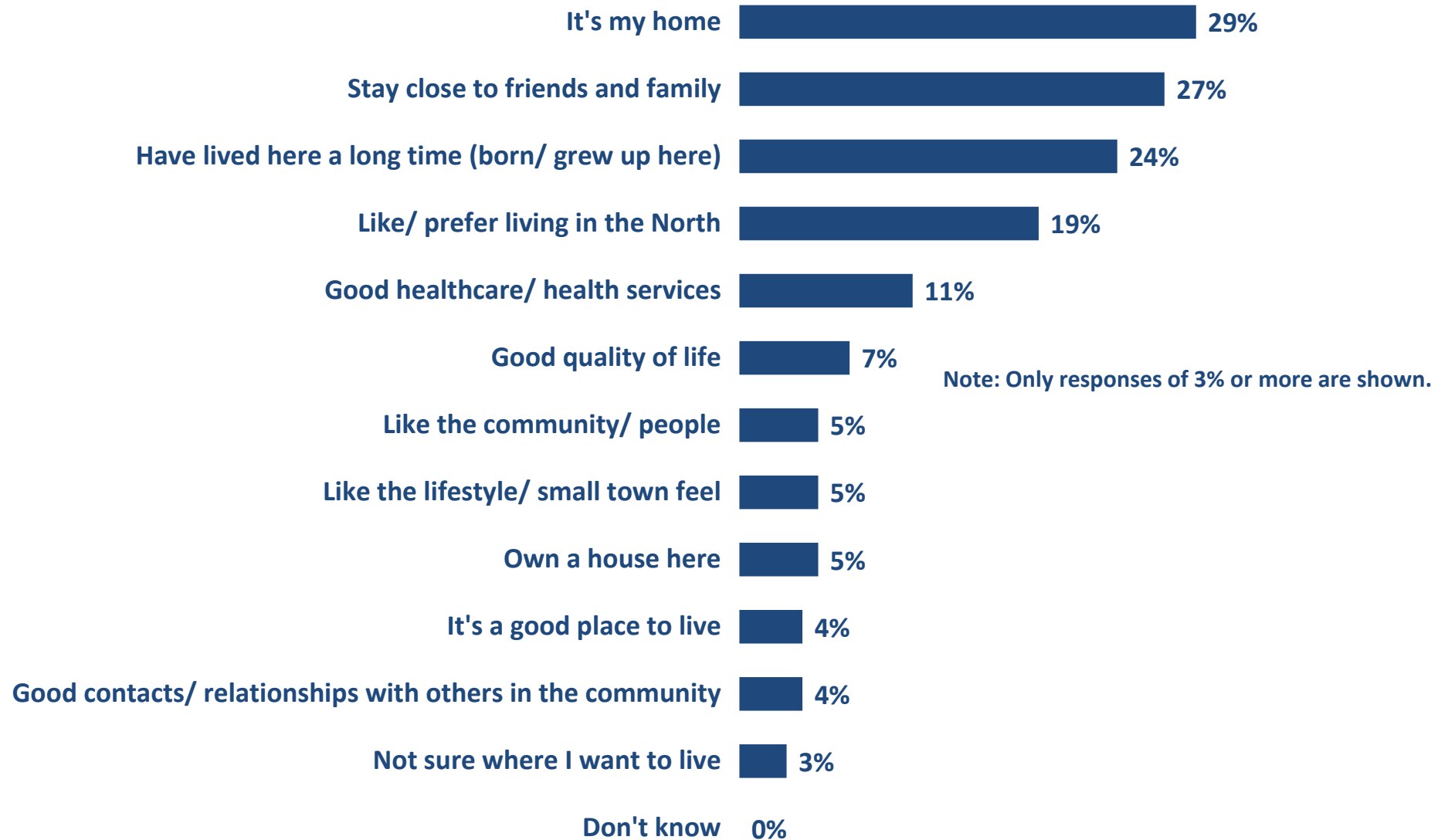
Conversely, 60% of those who plan on moving somewhere else when they retire attribute this to the “high cost of living” in Yellowknife. Another 37% mention the “weather (too cold/long winters)” and 23% want to “be closer to family”.

No tracking data or normative comparisons are available for these questions.

Analysis by Demographic Subgroup

Due to small sample sizes, analysis by demographic subgroup for these two questions is not recommended.

Reasons for Staying in Yellowknife when Retire



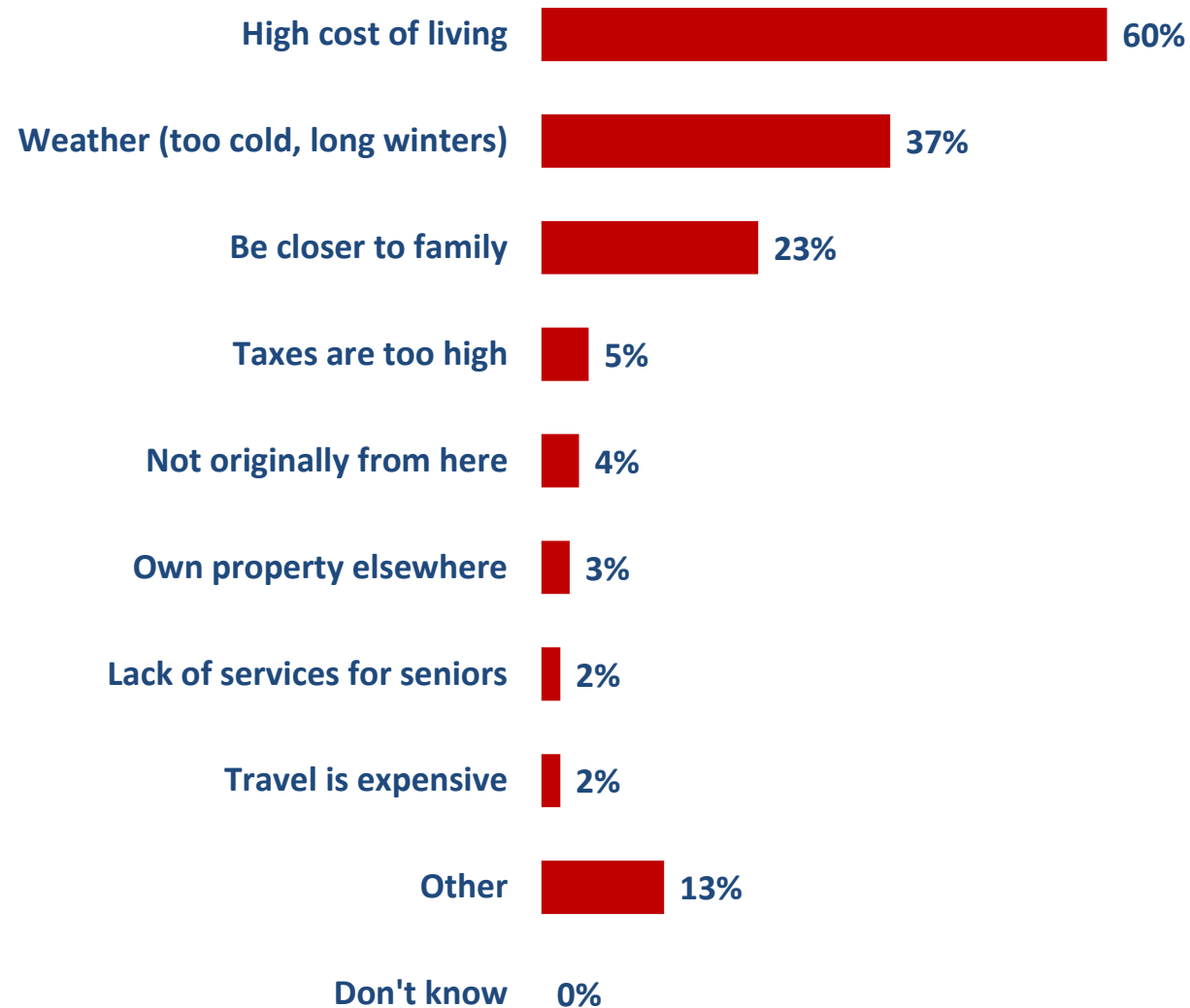
Base: Respondents who are planning on staying in Yellowknife when they retire (n=108)

Q25. Why do you plan on staying in Yellowknife when you retire?



Reasons for Moving Somewhere Else when Retire

92



Base: Respondents who are planning on moving somewhere else when they retire (n=102)

Q26. Why do you plan on moving somewhere else when you retire?

Weighted Sample Characteristics

Gender	
Male	50%
Female	50%
Age	
18 to 24	12%
25 to 34	27%
35 to 44	19%
45 to 54	24%
55 to 64	13%
65 or older	5%

Neighbourhood	
N'dilo	1%
Latham Island	2%
Old Town	5%
Downtown	18%
Forrest Drive / Con Road / School Draw	18%
Frame Lake South	20%
Range Lake	23%
Kam Lake	4%
Niven Lake	6%
Other	2%



Weighted Sample Characteristics

95

Size of Household

1	10%
2	27%
3	23%
4	28%
5+	11%
Mean	<i>3.1 people</i>

Length of Residency

Less than a year	1%
1 to 10 years	32%
11 to 20 years	27%
21 to 30 years	22%
31 to 40 years	12%
41 to 50 years	4%
More than 50 years	2%
Mean	<i>18.9 years</i>

Income

Under \$30,000	3%
\$30,000 to less than \$60,000	6%
\$60,000 to less than \$90,000	12%
\$90,000 to less than \$120,000	17%
\$120,000 or more	54%
Refused	7%



Contact Information

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