

# 2021 Citizen Satisfaction Report

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Prepared by



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## Table of Contents

Content	Page
Methodology	3
Key Insights	6
Quality of Life	11
Satisfaction with County Services	18
Taxation	22
Contact and Communication	25
Website Visitation and Use	33
Public Engagement	36
Respondent Profile	43
Appendix A: Program and Service Ratings	44

# METHODOLOGY

## METHODOLOGY

The 2021 Kneehill County resident Satisfaction Survey was conducted via an online survey accessed through a direct mail notification between June 28 and August 1, 2021. Kneehill County staff sent residential property owners a direct mail invitation to participate in a survey hosted by Leger. Residents were provided with a URL as well as a unique 8-item PIN to access an online survey platform. Residents were also provided access to a paper version of the survey that was sent to them upon request and manually entered by Kneehill County staff.



Direct mail notification was sent to every Kneehill County residence with a URL to access a web survey using computer-assisted Web interviewing (CAWI) technology. All residents were provided a unique 8-item PIN to access their online survey.



From June 28<sup>th</sup>, 2021 and August 1<sup>st</sup>, 2021



220 residents of Kneehill County 18 years of age or older



No margin of error can be associated with a non-probability sample (direct mail in this case). However, for comparative purposes, a probability sample of 220 respondents would have a margin of error of  $\pm 6.5\%$ , 19 times out of 20.

Throughout the report, some numbers may not add up to 100%. These differences are due to rounding.

# Analytic Approach

## TOP BOX SCORES

Throughout the report, 5-point scales were used. The use of 5-point scales is preferred as the increased variability in responses (compared to a 4-point scale) can better identify areas of strength and weakness. Throughout the report, we have combined points 4 and 5 on all scales to create “top box” results. By only using the top 2 scores on a 5-point scale, the results only showcase those who have a truly positive opinion on the scale.

## KEY DRIVER ANALYSIS

Kneehill County residents are exceptionally satisfied with their quality of life. In order to shed some light on what areas are more likely to be influencing quality of life, a key drivers analysis was conducted. This analysis uses a statistical technique called regression which looks to establish the strength of the relationship between an overall variable (i.e. quality of life) and numerous independent variables (i.e. satisfaction safety and security, sense of belonging, place to raise a family, etc.).

This analysis identifies the features that have the most influence on quality of life; information that can help provide insight into features that may help guide future planning and community initiatives.

A KDA determines areas of opportunity and of strength across each of the dimensions. Specific actions are identified with a focus on improving quality of life and overall community satisfaction. The method uses regression to understand these key attributes and the analysis can be used to identify specific drivers of quality of life and community satisfaction. This information will provide important information pertaining to how to better prioritize specific community features to help enhance the value of the resident experience.

Essentially, a key driver analysis is a predictive statistic that attempts to determine which programs and/or services best predict the overall quality of life of residents within Kneehill County. This will allow you to determine which areas to focus on with respect to the ones that will have the largest impact on quality of life.

KEY INSIGHTS







# KEY INSIGHTS: CONTACT AND COMMUNICATION

## CUSTOMER SERVICE DELIVERY IS POSITIVELY PERCEIVED:

Among the 72% of residents who have had contact with the County, 64% (Top 2 Box Score) indicated that they were satisfied with their most recent contact in the last 12-months. The primary reasons behind resident satisfaction were that the staff were knowledgeable and answered their questions (17%) and that the response was quick, prompt, and efficient (16%).

Conversely, residents who were dissatisfied with their interaction with Kneehill County staff (17% Bottom 2 Score), noted that it was due to the county not listening (29%) or having a lack of response or no follow-up (29%).

## PERSONAL DEALINGS WITH KNEEHILL COUNTY STAFF

Overall, respondents view staff in a very positive light. Specifically, respondents noted that County staff are courteous and helpful (75%), are easy to get a hold of (70%), and are knowledgeable (69%).

However, results did reveal that there are opportunities to improve responses provided to residents. Specifically, fewer residents agreed that County staff:

- Provide quality service that is consistently high (61% agree)

- Can meet the diverse needs of residents (61% agree)
- Respond quickly to requests and concerns (57% agree)

## INFORMATION RECEIVED

Although 65% of Kneehill County residents receive just the right amount of information, 35% indicated that they receive too little. In order to improve this, more information could be provided in The Capital, Kneehill County's quarterly Ratepayer Newsletter, and direct mail or billing inserts as these are the most preferred methods of getting information from the County.

## COUNTY WEBSITE

7 in 10 residents have visited the county website in the last 12 months. Overall, only 1/4 of residents who have visited the website find the information and services available to be useful, while 45% find it easy to use/find information on the site. These results suggest that there may be an opportunity to explore why residents are accessing the website and what type of information they are looking for in order to ensure that this information is available and easily accessible.

# KEY INSIGHTS: PUBLIC ENGAGEMENT

## PUBLIC ENGAGEMENT

Residents of Kneehill county appear to be very engaged within the community, with half indicating that they have taken part in public engagement opportunities in the last 12 months, with 37% providing input directly to a member of the council.

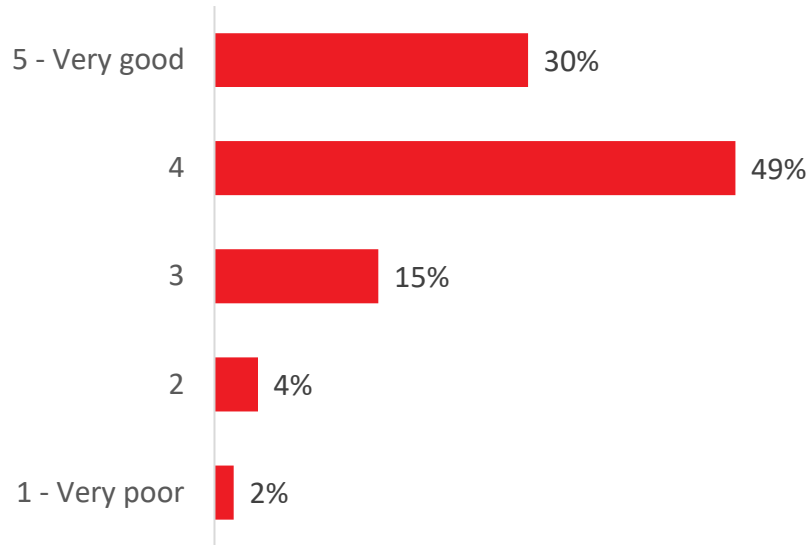
Although 66% agree that they provide their opinions to the County when there are issues of importance to them, only 40% agree that Kneehill County recognizes the needs and interests of its residents and only 26% agree that public feedback is taken into account when decisions are made.

However, this may be due to a lack off communication with residents about how their input affects County decisions as there is only 26% agreement that this is communicated to residents.

QUALITY OF LIFE

# Perceptions about Quality of Life in Kneehill County

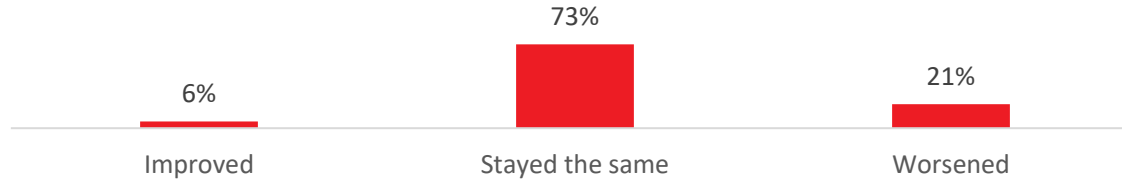
Quality of Life in Kneehill County



Results revealed that 79% of respondents noted that they have a positive quality life in Kneehill County, while only 6% noted that their quality of life is poor. Given the physical, emotional and financial impact that COVID-19 has had on Canadians in the last year, these results suggest that Kneehill County residents have remained positive despite facing a significant amount of adversity caused by the COVID-19 pandemic.

# Perceived Change in the Quality of Life in the Past Three Years

Quality of Life in the Past Three Years Has...



0002 Do you feel that your quality of life in Kneehill County in the past three years has: Base: All (n=220)

## Reasons for Improved Quality of Life

	n=13
Good services/programs offered	38%
Improved roads / Infrastructure	31%
Other	31%
Prefer not to answer	31%

## Reasons for Worsened Quality of Life

	n=46
Poor county council / Lack of accountability	26%
Poor roads, gravel roads / Poor infrastructure	17%
Poor county spending	15%
Too much heavy traffic / Semi-trucks passing by	15%
High taxes	13%
COVID-19 related	11%
Dust control issues	11%
Agricultural issues	7%
Prefer not to answer	13%

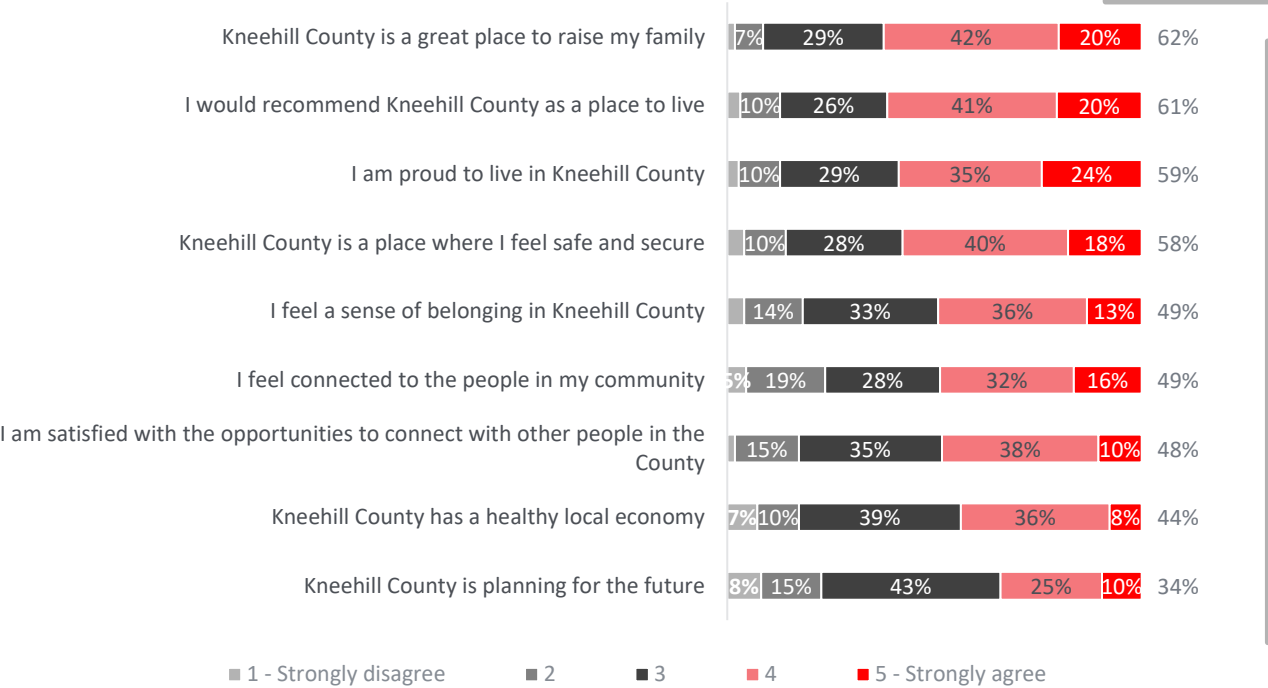
Mentions less than 7% not shown

0003 Why do you think your quality of life has improved?  
Base: Those who indicated that their quality of life has improved in the last three years (n=13)

0004 Why do you think your quality of life has worsened?  
Base: Those who indicated that their quality of life has worsened in the last three years (n=46)

# Agreement with Statements about Life in Kneehill County

Top 2 Agreement



Over half of respondents agree that Kneehill County is a great place to raise their family (62%), would recommend Kneehill County as a place to live (61%), are proud to live in Kneehill County (59%), and believe it is a place they feel safe and secure (58%).

Perceptions are weaker when considering community belonging and connections, as 49% of residents feel connected to the people their community and 49% feel a sense of belonging in Kneehill County. Further, only 48% are satisfied with the opportunities to connect with others in their community. Based on respondents' perceptions, there could be an opportunity to increase opportunities to connect with other people in the county, improve the economy, and plan more for the future, as perceived performance in these areas is slightly lower.

# Drivers of Quality of Life

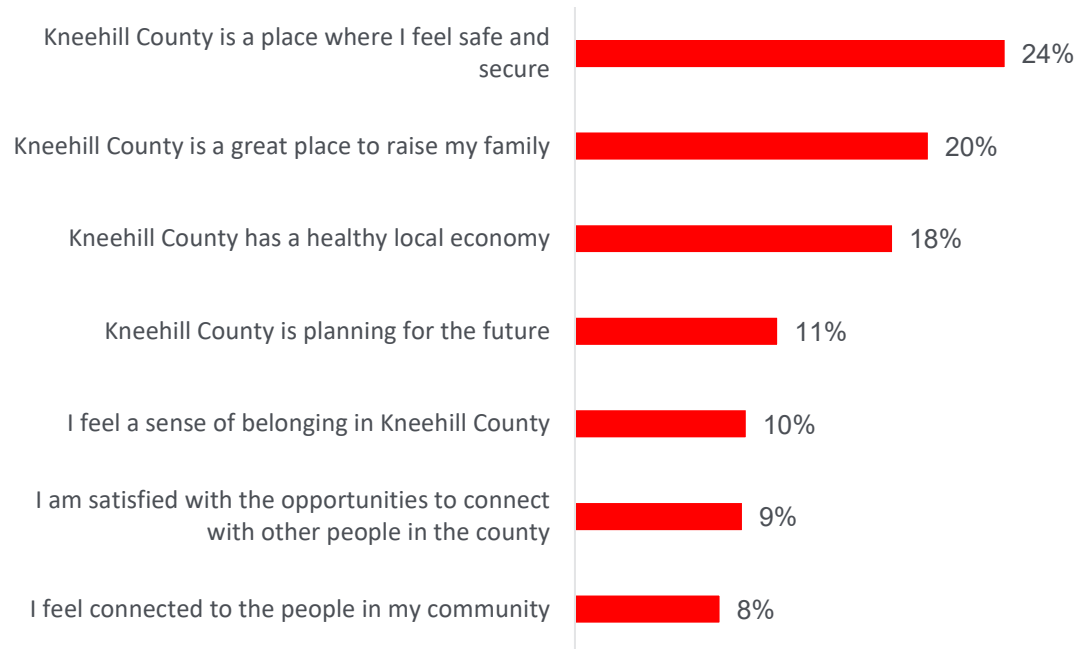
## DRIVERS OF QUALITY OF LIFE

(% indicates strength of importance with respect to overall quality of life)

Results of a key driver analysis revealed that there are three key drivers of overall quality of life in Kneehill County:

- Safety and security
- Being a great place to raise a family
- A healthy local economy

The results suggest that any changes to these three factors will have the largest influence on residents quality of life.



# What Attracted You to Kneehill County

	n=220
I was born here / Raised here / Lived here my whole life	35%
Connection to family, friends	11%
Own a farm / Purchased farm acreage	10%
Own land / Purchased land, property, real estate	10%
Job / Business opportunities	7%
Rural lifestyle / Away from the city	7%
Own a house / Purchased a house / Affordable housing	5%
Quiet / Peaceful	3%
Educational opportunities	3%
Good community	1%
Cost of living	1%
Other	5%
Prefer not to answer	21%

When assessing what attracted respondents to Kneehill County, over one-third (35%) stated it is because they were born/raised here / have lived here their whole lives.

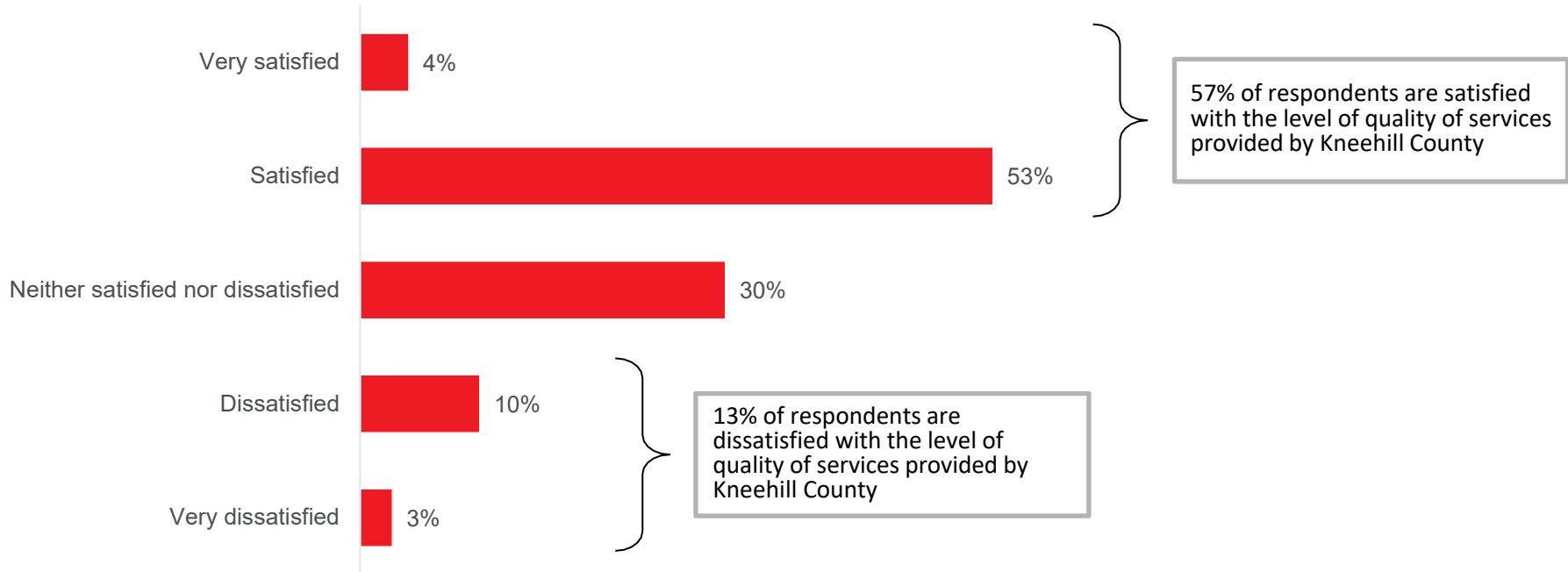
About one-in-ten say it is because of connection to family, friends (11%), own a farm/purchased farm acreage (10%), or own land/purchased land, property, or real estate (10%).



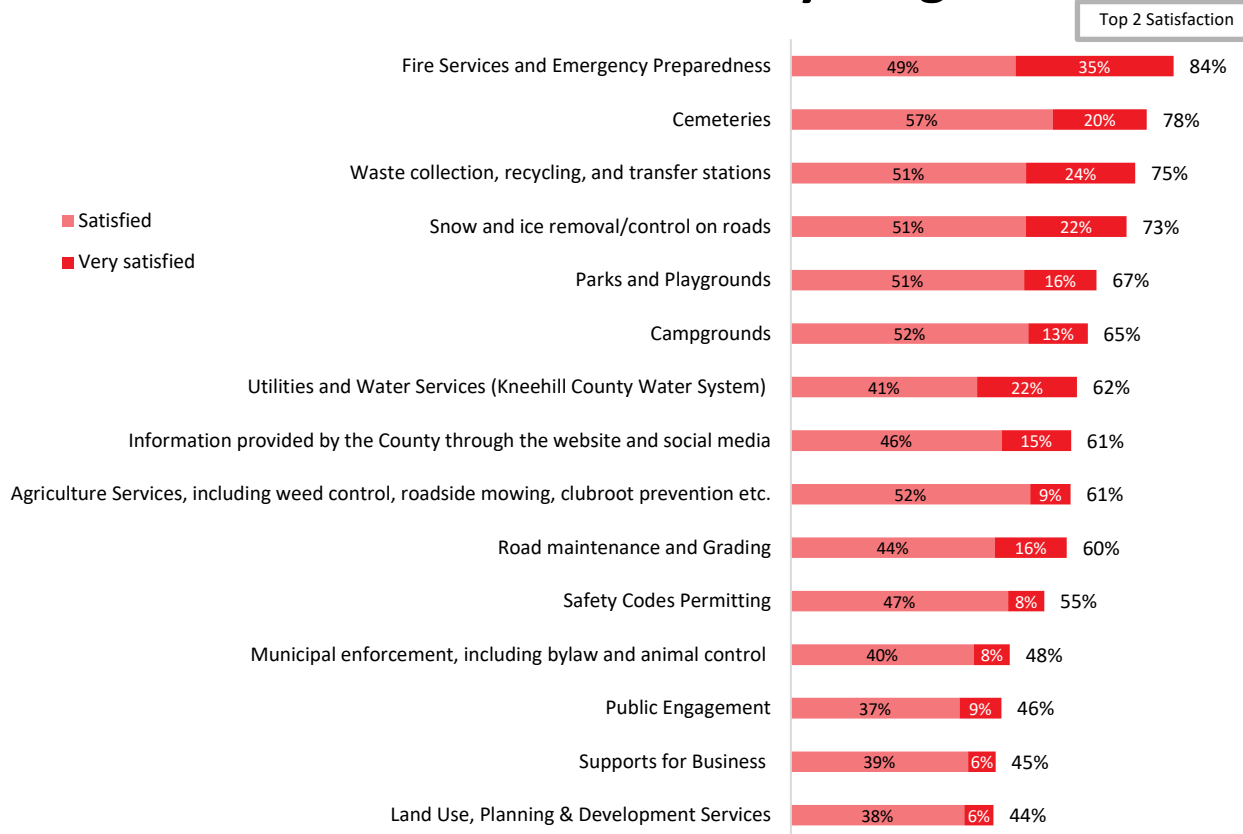


# SATISFACTION WITH COUNTY SERVICES

# Satisfaction with Level and Quality of Services Provided by Kneehill County



# Satisfaction with Kneehill County Programs and Services



Results revealed that respondents were most satisfied with:

- Fire services and emergency preparedness (84% satisfied)
- Cemeteries (78% satisfied)
- Waste collection, recycling, and transfer stations (75% satisfied)

Conversely, satisfaction levels are lower for:

- Public engagement (46% satisfied)
- Supports for businesses (45% satisfied)
- Land use, planning & development services (44% satisfied)

Overall, there are several programs and services that present opportunities for improvement when considering resident satisfaction.

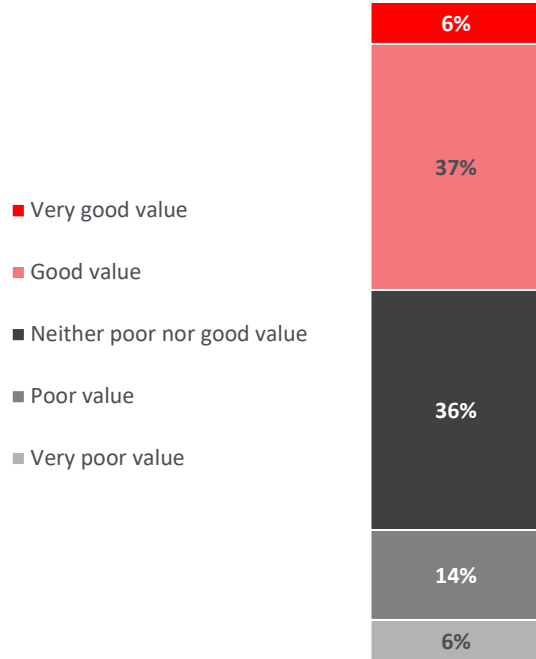
# Improvements to Make Kneehill County a Better Place to Live

	n=132
Better county council	19%
Road maintenance / Gravel road grading	13%
Improve local economy / Support local business	8%
Better tax spending	8%
Water systems maintenance / Water services / Clean water	8%
Agriculture / Farm supports	6%
More safety / Less crime in rural areas	6%
Employment opportunities (e.g. jobs, wages, etc.)	5%
Environmental stewardship	4%
Snow removal / Cleaner yards / Property upkeep	4%
Improve waste collection services	3%
Lower taxes	3%
Other	11%
None / NA	6%

Mentions less than 3% not shown

# LEVELS OF SERVICES AND TAXATION

# Perceptions about Value for Tax Dollars



Overall, 44% of respondents indicated that they receive good value from their municipal property tax dollars, while only 20% indicated that they receive poor value.

Interestingly, 36% of respondents noted that they receive neither good nor poor value for their tax dollars. This suggests that one-third of respondents may be unsure as to where their tax dollars are allocated and could benefit from information educating them on the use of their tax dollars to help form an opinion.

# Important Local Issues Facing the County Today

## Most Important Local Issue

	n=206
Improvements in county council / More transparency	14%
Roads / Bridge infrastructure / Gravel road grading	13%
Local economy / Business growth	10%
Fiscal responsibility / Control tax spending / Balance the budget	10%
Reducing taxes	8%
Environmental stewardship	5%
Horseshoe Canyon issues	3%
Oil & Gas sector	3%
Planning / Development / Support of hamlets	3%
First responders (e.g. Police, fire department, ambulance)	3%
Water systems / Water services / Clean water	3%

Mentions less than 3% not shown

## Second Most Important Local Issue

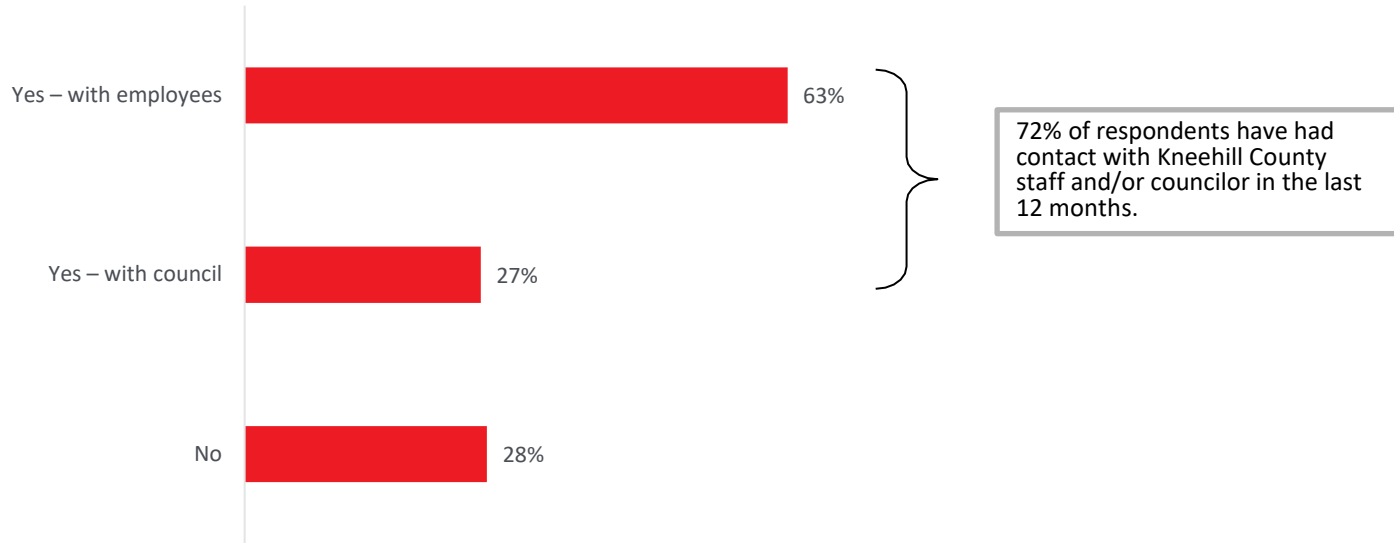
	n=164
Roads / Bridge infrastructure / Gravel road grading	10%
Improvements in county council / More transparency	9%
Fiscal responsibility / Control tax spending / Balance the budget	8%
Local economy / Business growth	4%
First responders (e.g. Police, fire department, ambulance)	3%
Planning / Development / Support of hamlets	3%
Water systems / Water services / Clean water	3%
Horseshoe Canyon issues	3%
Reducing taxes	3%
Weed control	3%

Mentions less than 3% not shown



# CONTACT AND COMMUNICATION

## Past 12-month Contact with Kneehill County / Employees



# Satisfaction with Interactions in the Last 12 Months

## Satisfaction with Interactions with Kneehill County

Top 2 Satisfaction



■ Very dissatisfied ■ Dissatisfied ■ Neither satisfied or dissatisfied ■ Satisfied ■ Very satisfied

016A Overall, how satisfied are you with your interactions with the county in the last 12 months?  
 Base: Those who indicated that they have interacted with Kneehill County staff and/or council (n=159).

### Reasons for Satisfaction with Interactions

	n=102
Knowledgeable staff / Questions answered	17%
Quick response / Prompt / Efficient	16%
Friendly / Courteous / Polite staff	15%
Helpful staff / Willing to help	14%
Good customer service	8%
Resolved my issue/concern	8%
Informative staff / Provides needed information	4%
Other	9%

Mentions less than 4% not shown

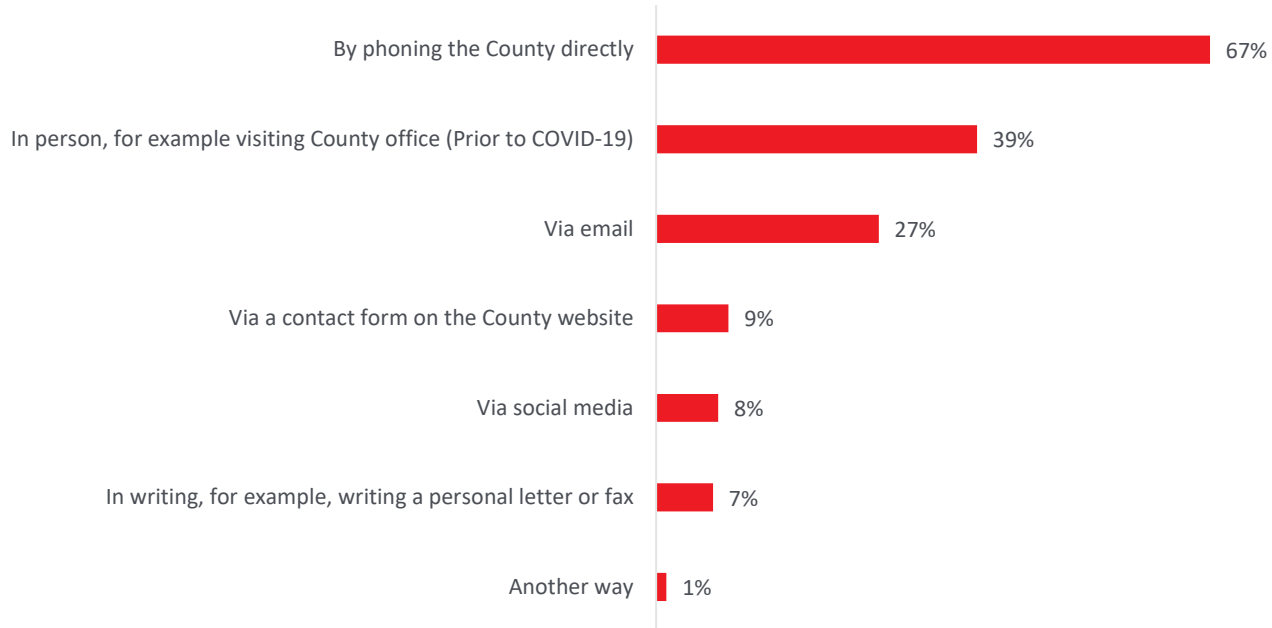
### Reasons for Dissatisfaction with Interactions

	n=28
Does not listen / Need to listen to taxpayers	29%
Lack of response / No follow-up	29%
Did not resolve my issue	11%
Staff not knowledgeable / Questions not answered	11%
Did not provide information	7%
Lack of accountability from staff	7%
Roads / Gravel roads mismanagement / Dust issues	7%
Other	4%

Mentions less than 4% not shown

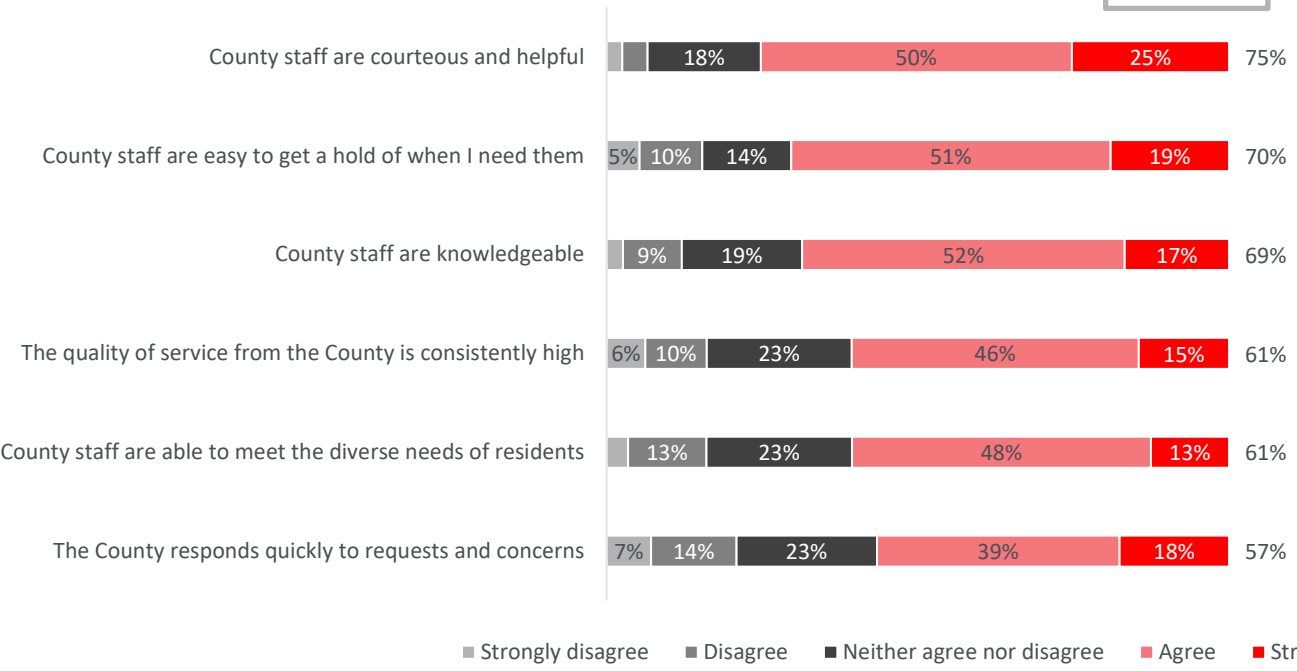
016B Please explain the reason behind your level of satisfaction  
 Base: Those who indicated that they have interacted with Kneehill County staff and/or council (POSITIVE n=102; NEGATIVE n=171)

# Type of Resident Contact Initiated



# Satisfaction with Personal Dealings with Kneehill County Staff

Top 2 Agreement

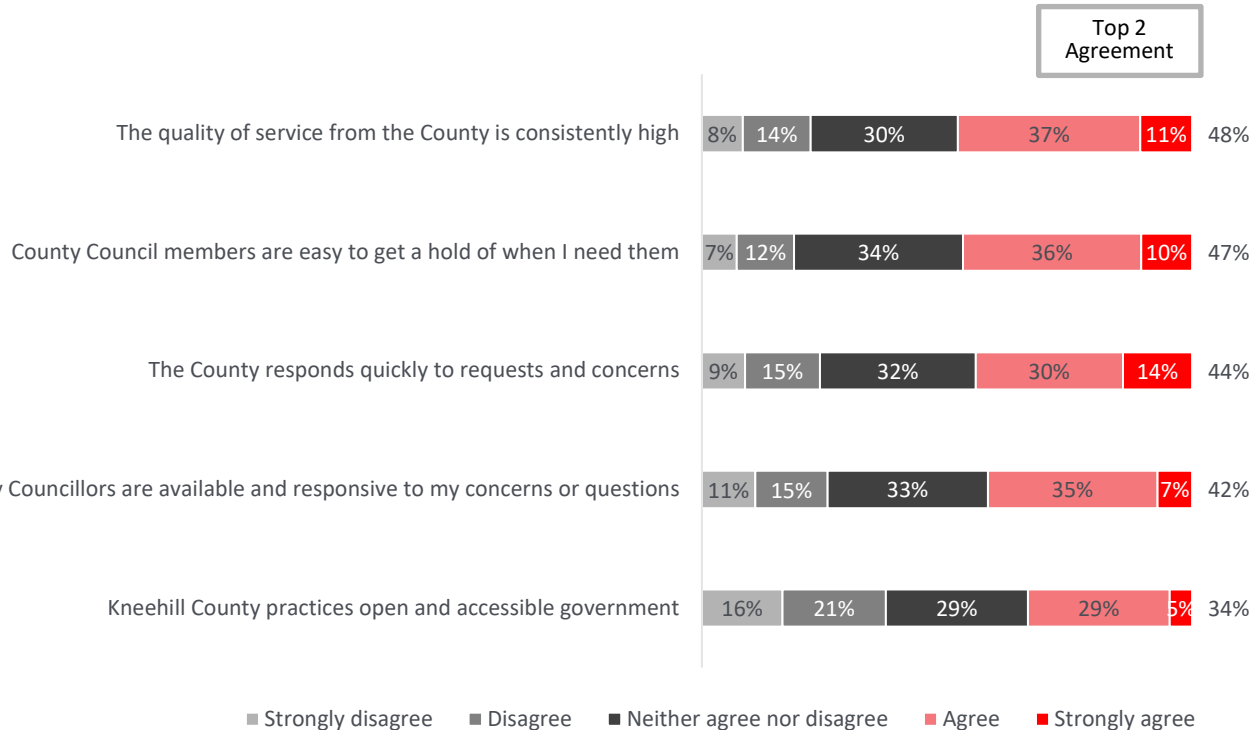


Respondents view County staff in a very favourable light. Specifically, respondents noted that County staff are courteous and helpful (75%), easy to get a hold of (70%), and are knowledgeable (69%).

However, results did reveal that there are opportunities to improve responses provided to residents. Specifically, fewer residents agree that County staff:

- Provide quality service that is consistently high (61% agree)
- Can meet the diverse needs of residents (61% agree)
- Responds quickly to requests and concerns (57% agree)

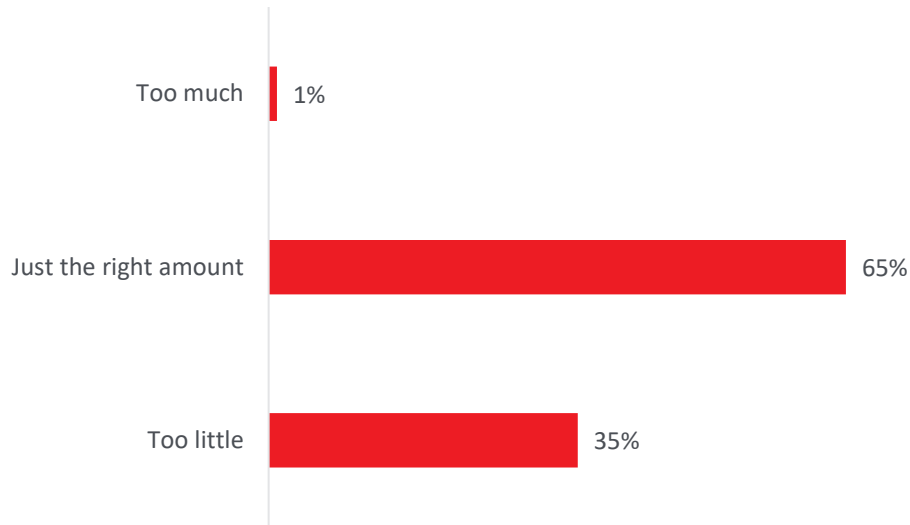
# Satisfaction with Personal Dealings with Kneehill County Council



Respondents view County Council somewhat less favourably compared to County staff, with less than half of residents agreeing to various positive perceptions of County Council. Results did reveal that there are opportunities to improve responses provided to residents. Specifically, fewer residents agree that County Council:

- Responds quickly to requests and concerns (44% agree)
- Is available and responsive to concerns/questions (42%)
- Practices open and accessible government (34%)

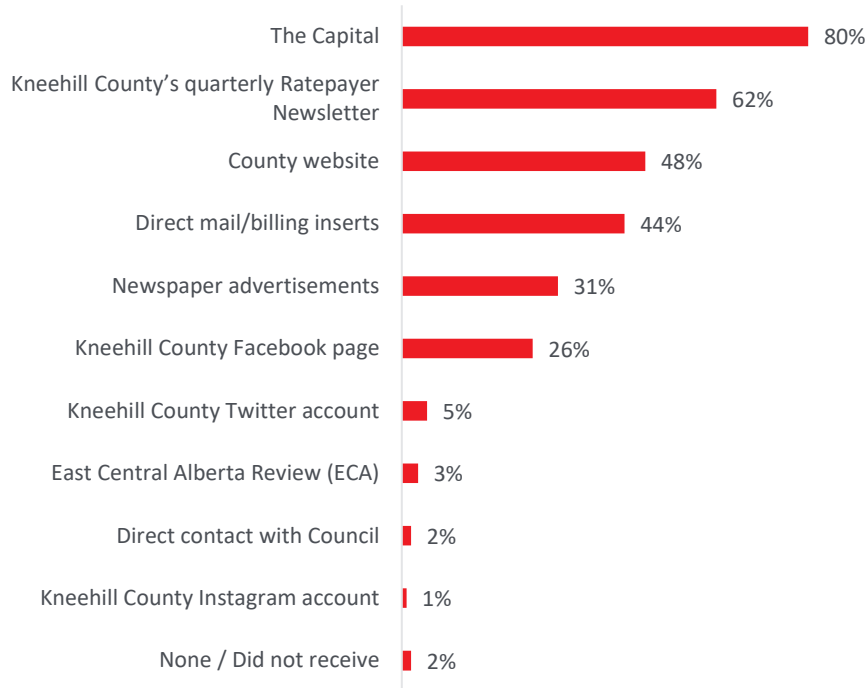
# Extent of Information Received from Kneehill County



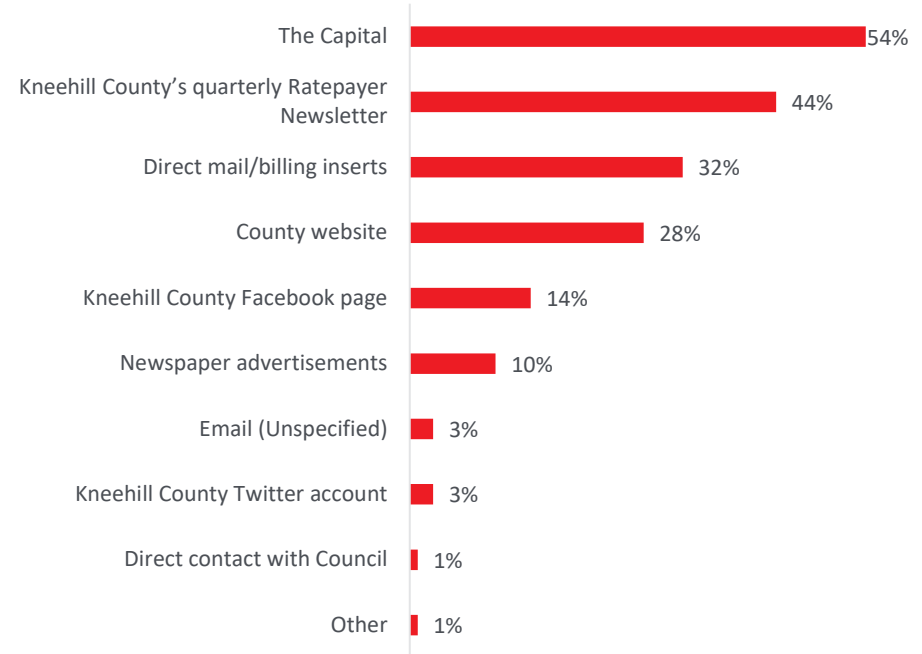
Results revealed that over two-thirds of respondents believe they receive too little information (35%), which could suggest there is an opportunity to increase the amount of information provided to residents.

# Source of Receiving Information from Kneehill County

## Current Method of Receiving Information



## Preferred Method to Receive Information





# WEBSITE VISITATION AND USE

# Kneehill County Website Visitation and Usefulness

## Usefulness of Information Available on the Website

0022 How would you rate usefulness of the information and services available on the website?

Base: Those who indicated that they have used the website (n=154)

Top 2 Useful



■ Not at all useful ■ Somewhat useful ■ Useful ■ Very useful ■ Extremely useful

## Ease of Finding Information on the Website

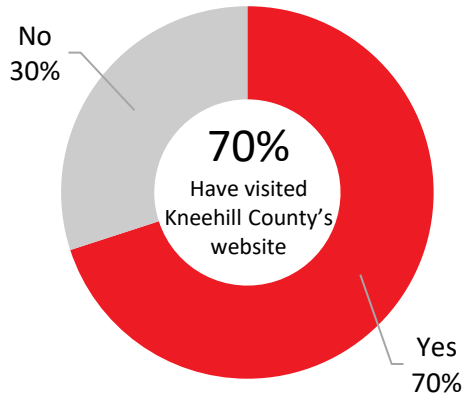
0023 How easy was it to find what you were looking for on the website?

Base: Those who indicated that they have used the website (n=154)

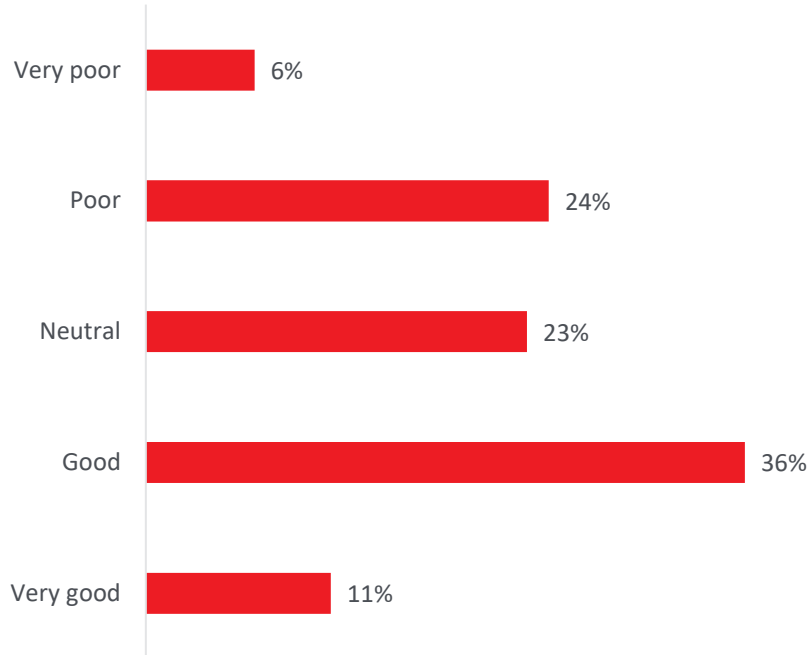
Top 2 Easy



■ Very difficult ■ Difficult ■ Neither easy nor difficult ■ Easy ■ Very easy



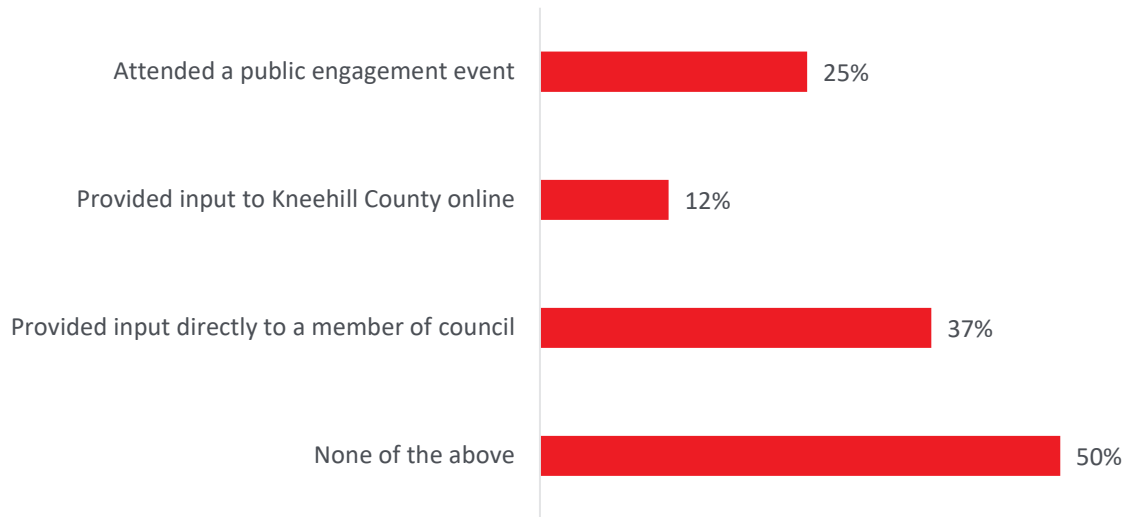
# Quality of Internet Access



Just under a third (31%) of residents state they have poor internet access, therefore making communications both online and offline (e.g. print, inserts, etc.) may help improve the accessibility of information for all residents.

# PUBLIC ENGAGEMENT

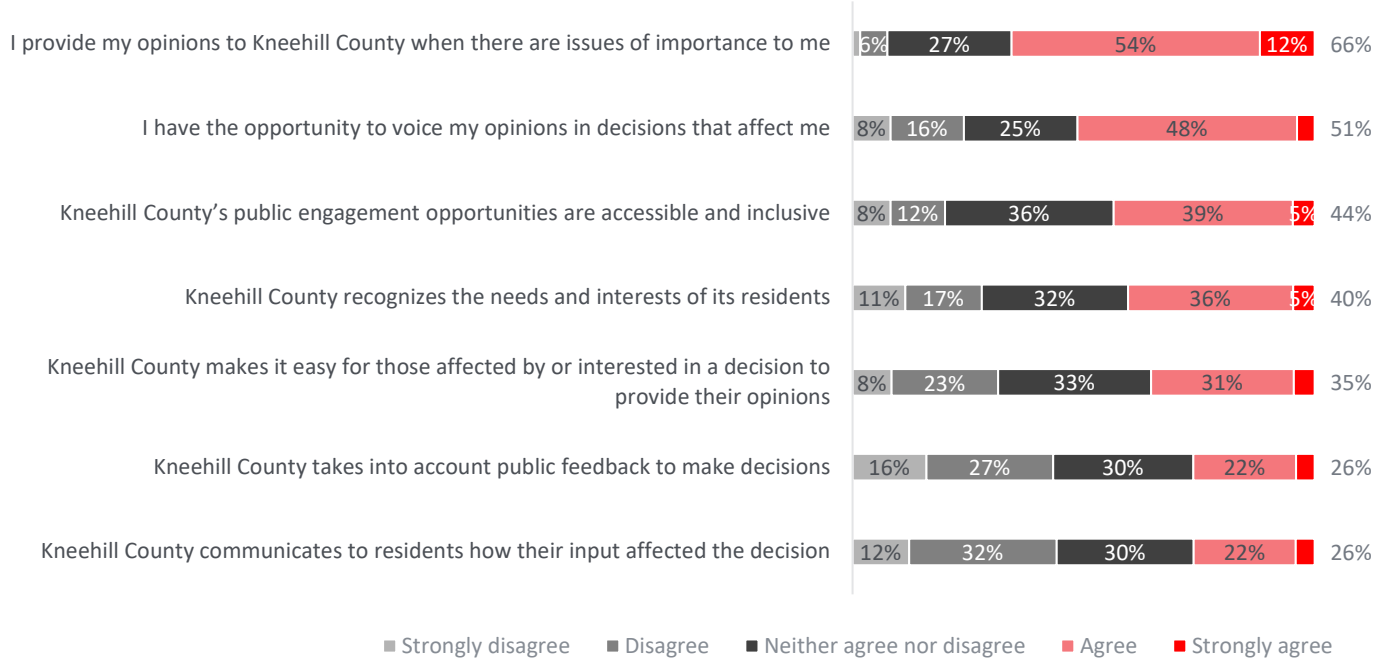
# Involvement in Public Engagement



Half of residents have had some involvement in a public engagement in the past three years.

# Engagement with Residents of Kneehill County

Top 2 Agreement



Two thirds of residents provide their opinions when there are issues of importance to them (66%), and about half of residents noted that they believe they have opportunity to voice their opinions in decisions that affect them (51%).

However, agreement was lower on factors related to implementing resident feedback. Overall, 26% of residents noted Kneehill County takes into account public feedback to make decisions, while 26% noted that Kneehill County communicates to residents how their input affected the decision.

# RESPONDENT PROFILE

# RESPONDENT PROFILE

	n=220
<b>Taxes</b>	
I live in and pay taxes to Kneehill County	80%
I live in but do not pay taxes to Kneehill County	1%
I do not live in but do pay taxes to Kneehill County	19%

<b>Place of Work</b>	
Kneehill County	35%
Retired	21%
Farm (Unspecified)	6%
Town of Three Hills	5%
Calgary	4%
Rural / Out of town (Unspecified)	4%
Other	6%
Retired	21%
Unemployed	3%

Metions less than 3% not shown.

	n=220
<b>Age</b>	
18 – 34	5%
35 – 54	23%
55+	67%
Prefer not to answer	5%

<b>People in the Household</b>	
1	8%
2	28%
3 – 4	43%
5+	8%

<b>Children under 18 at home</b>	
Yes	32%
No	68%

<b>Gender</b>	
Male	59%
Female	39%

	n=220
<b>Years Lived in Kneehill County</b>	
Less than 1 year	7%
1-10	14%
11-20	16%
21-30	12%
31-40	10%
41-50	15%
Over 50	26%



## OUR SERVICES

- **Leger**  
Marketing research and polling
- **Leger MetriCX**  
Strategic and operational customer experience consulting services
- **Leger Analytics (LEA)**  
Data modelling and analysis
- **Leger Opinion (LEO)**  
Panel management
- **Leger Communities**  
Online community management
- **Leger Digital**  
Digital strategy and user experience
- **International Research**  
Worldwide Independent Network (WIN)

**600**  
EMPLOYEES



**185**  
CONSULTANTS



**8**  
OFFICES

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## OUR CREDENTIALS



Leger is a member of the [Canadian Research Insights Council \(CRIC\)](#), the industry association for the market/survey/insights research industry.



Leger is a member of [ESOMAR](#) (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the [international ICC/ESOMAR](#) code of Market, Opinion and Social Research and Data Analytics.

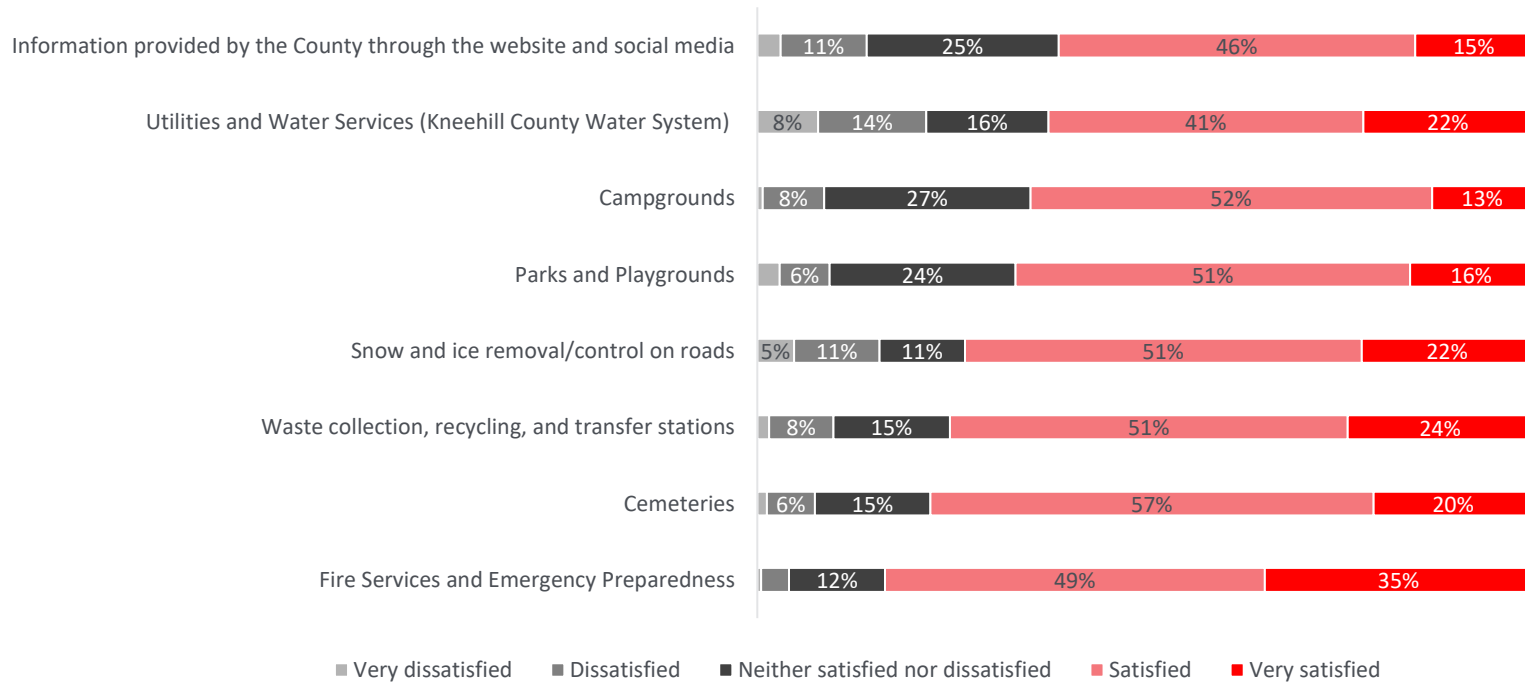


Leger is also a member of the [Insights Association](#), the American Association of Marketing Research Analytics.

# APPENDIX A

## Programs and Services Ratings

# Satisfaction with Programs and Services



# Satisfaction with Programs and Services *Continued*

