



MARK WILKINS COMMUNICATIONS
MARKET RESEARCH + INNOVATION

Citizen Survey On A New Recreation Centre

Conducted on behalf of:
Town Of Montreal West



PRESENTATION OF FINDINGS

March 17 2017

Context

- The Town of Montreal West is considering a proposed plan to renew its existing recreational facilities.

- Prior to taking any decision regarding the proposal, the Town wished to hear residents' point of view on the matter.

- To this effect, a poll surveying Town residents was mandated.



Conceptual drawing of the Community and Recreation Centre

- Today's presentation reviews its findings.
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Method



- A package comprised of a detailed description of the proposed recreation centre and the survey was distributed to every civic address (1,880 in total) within the Town of Montreal West in the first week of February.
 - The package contained a self-addressed stamped envelope for recipients to return the completed survey via the post.
 - Recipients were also given the option to complete the survey online, via a URL to the survey on the web.
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Method



- The documentation within the package was provided in both French and English, allowing recipients to read about the proposed recreation centre and respond to the survey questions in the language of their choice.
 - Data collection formally ended on February 28th, thereby allowing recipients approximately four weeks in total to read up on the proposed recreation centre, ask questions if they wished of the Mayor and/or City Council, and respond to the survey.
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- The survey asked recipients' favourability to the proposed recreation centre under three different cost scenarios:
 - Favourability assuming a maximum annual tax increase of up to \$100 on a property of average assessed value (\$609,000 in 2016);
 - Favourability assuming a maximum annual tax increase of between \$101 and \$200 on a property of average value;
 - Favourability assuming a maximum annual tax increase of between \$201 and \$300 on a property of average value.
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- The survey also asked about favourability to the proposed project in principle, putting cost considerations aside.
 - Asking interest / appeal “in principle” is commonly done in concept testing and new product development. It’s a market research device to determine the inherent interest in or appeal of a proposition.
 - “Assuming X were to be available to you at no cost (or a cost you find reasonable)...would you want it?”
 - In this case, the question was asked to help Town Council understand whether there was inherent appetite for the proposed recreation centre, in the event that it could be financed entirely via external sources without any incremental tax implication for Town residents.
 - In other words: if it costs taxpayers nothing to build, is this something the Town should do?
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Response Rate & Data Extrapolation

- In total, 818 Town of Montreal West households expressed their opinion on the four questions concerning the proposed recreation centre. Based on a total of 1,880 households, this represents a response rate of 43.5%. (BRAVO to you all!)
 - Because every household had an equal chance to participate, the survey's findings can be extrapolated to represent, within a certain margin of error, the universe of Town of Montreal West households.
 - The maximum margin of error at a 95% level of confidence associated with a sample of this size is $\pm 3.4\%$ (the "gold standard" is $\pm 5\%$).
 - Stated otherwise, results on the overall sample can be expected to be an accurate representation of the opinion of the universe of Town of Montreal households to within $\pm 3.4\%$, 19 times out of 20.
 - Example: a value of 50% represents an actual "true" value of anywhere between 46.6% and 53.4%, 19 times out of 20.
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M Differences Between Sub-Groups

- In addition to the overall level, we also looked at differences between some sub-groups of the population:
 - By language of response (English versus French)
 - By home ownership status (owner vs renting)
 - By mode of response (hardcopy versus online)
 - By age
 - By presence of children at home
 - By current use of existing facilities (regularly, occasionally, never)
- Statistically significant differences between sub-groups are shown as follows:



Ex. a green UP arrow next to a result for home owners means they are higher on that point than home renters



Ex. a red DOWN arrow next to a result point for respondents who completed the hardcopy survey means they are lower on that point than those who completed it online.



Conceptual drawing of the Community and Recreation Centre

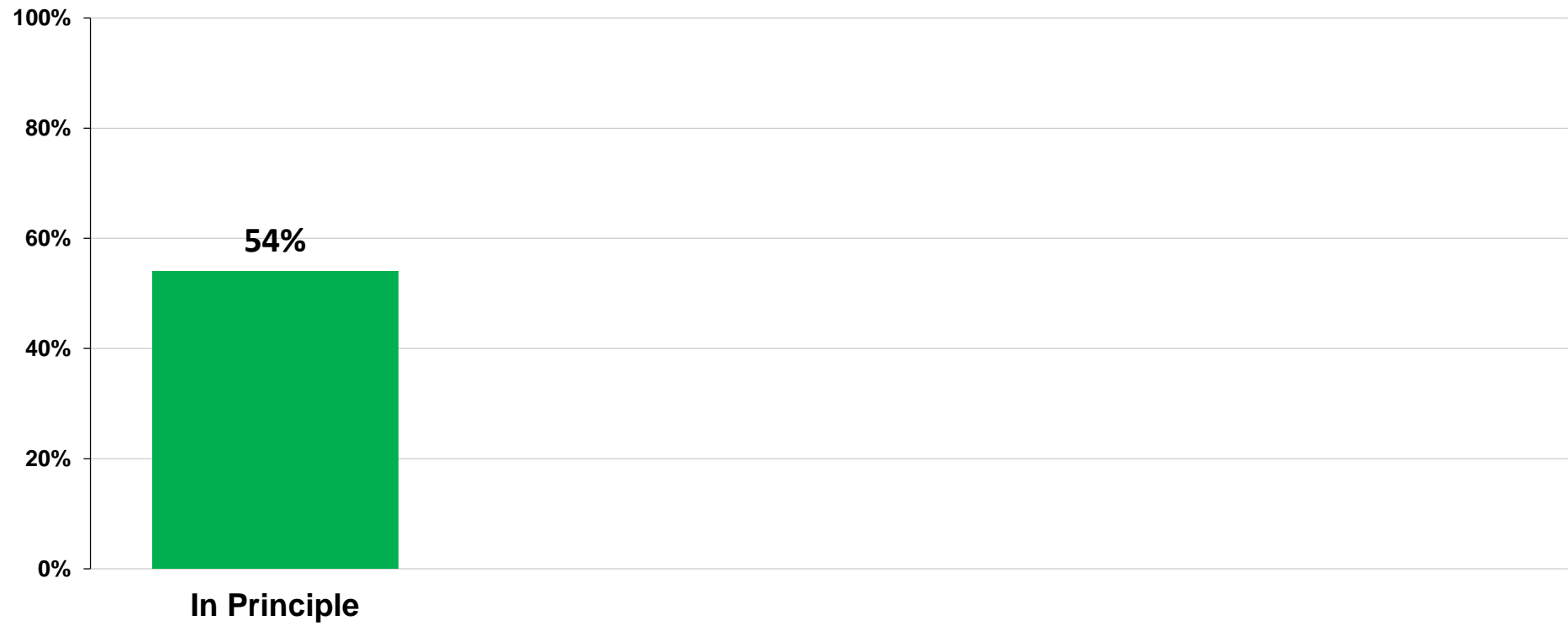
FINDINGS



Favourability At A Glance



**Proportion of Respondent Households
Expressing Favourability To Proposed Recreation Centre**

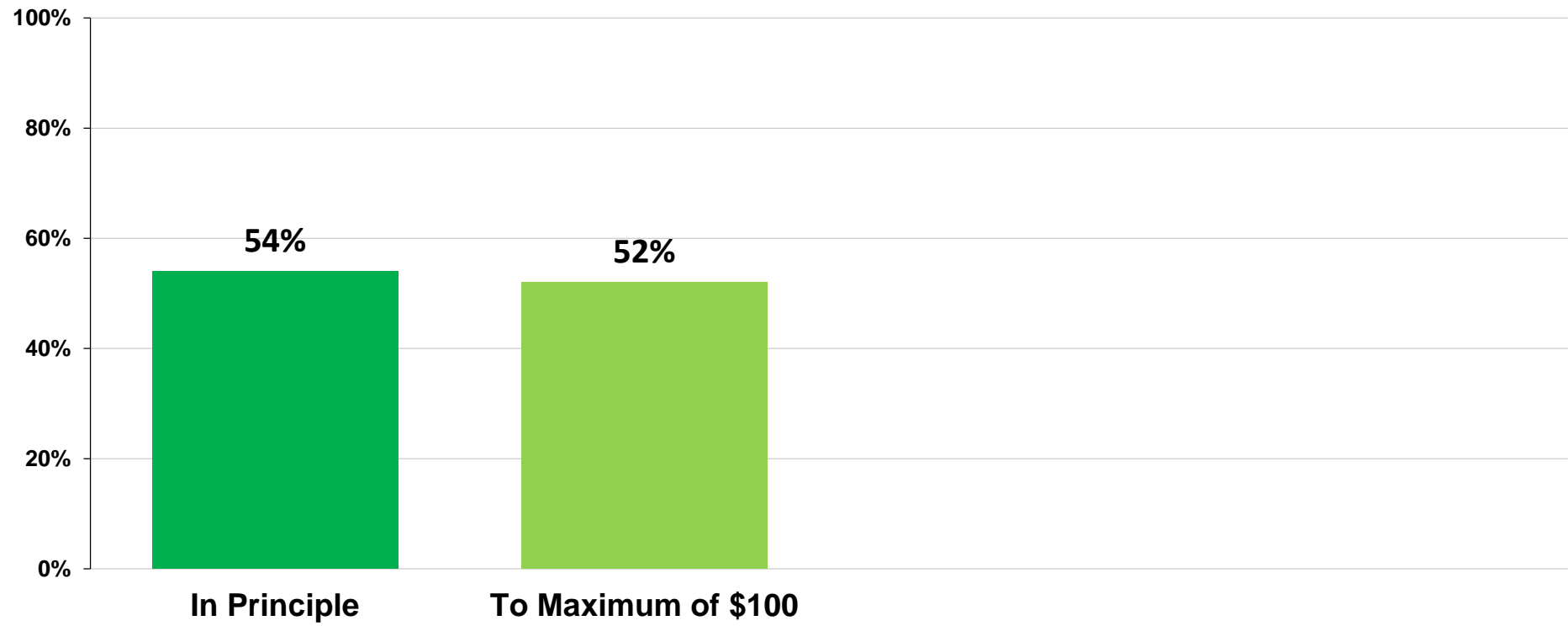




Favourability At A Glance



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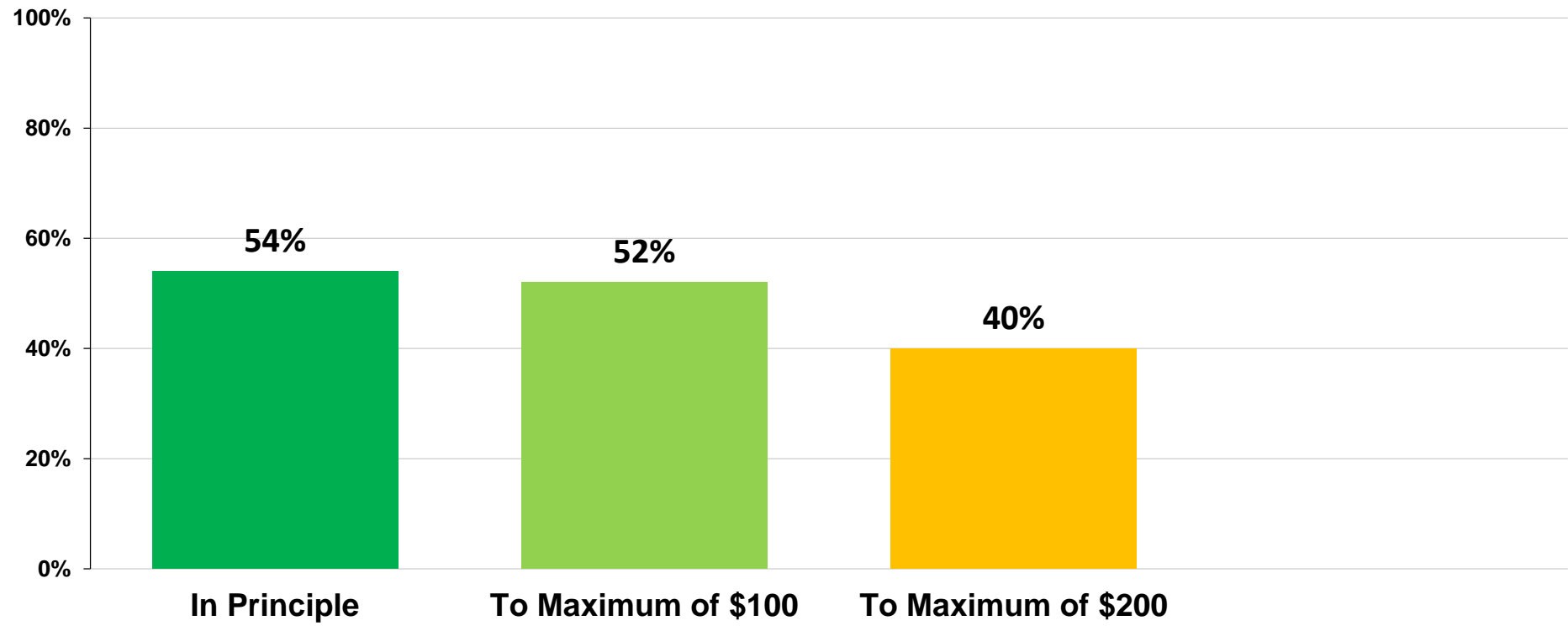
Base: All respondents.



Favourability At A Glance



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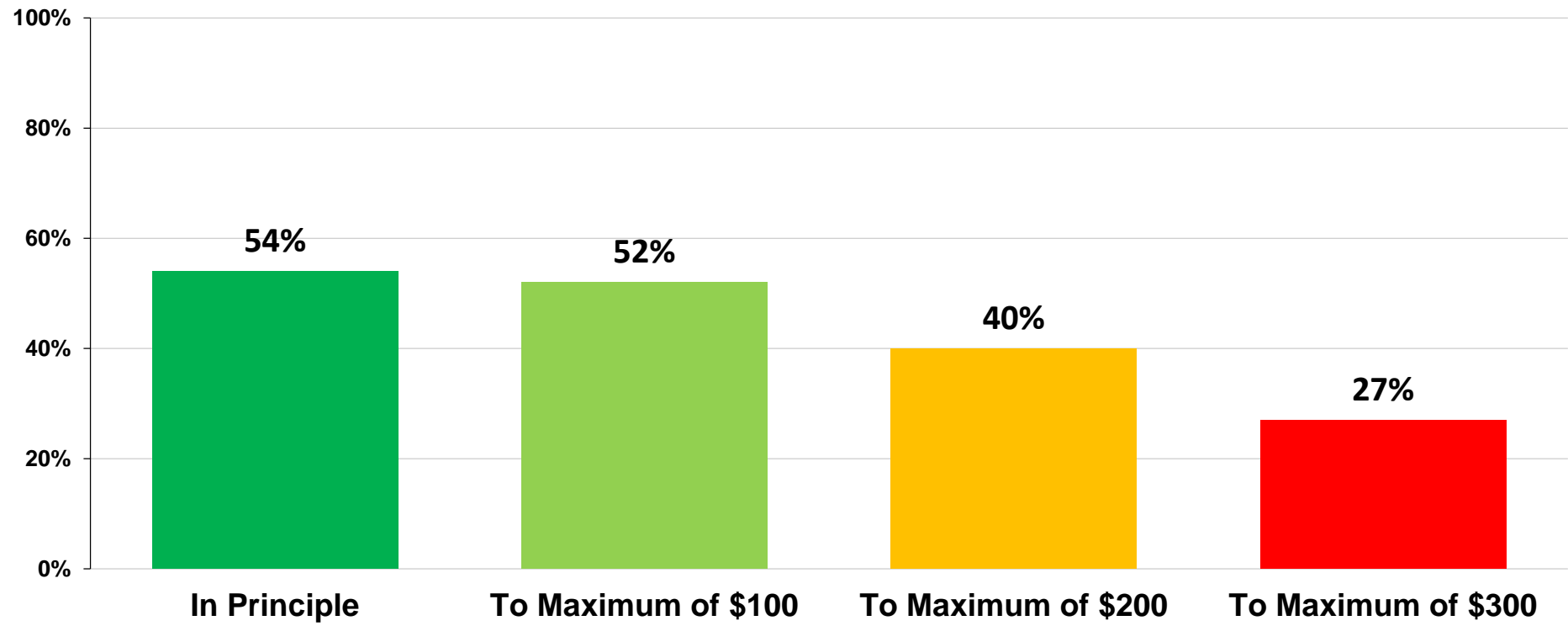




Favourability At A Glance



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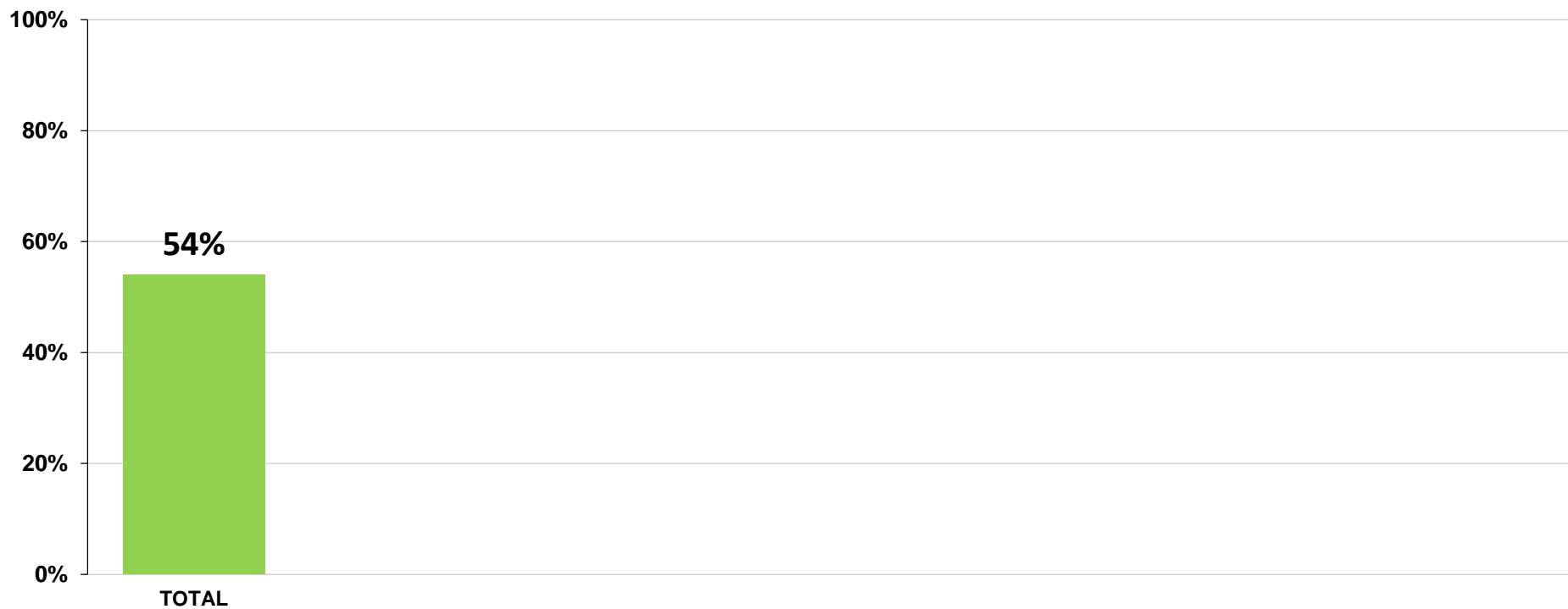


Favourability In Principle - Detail



Q. Putting cost considerations aside for the moment, in principle are you in favour of the Town going forward with the proposed recreation and community centre project?

“Yes”



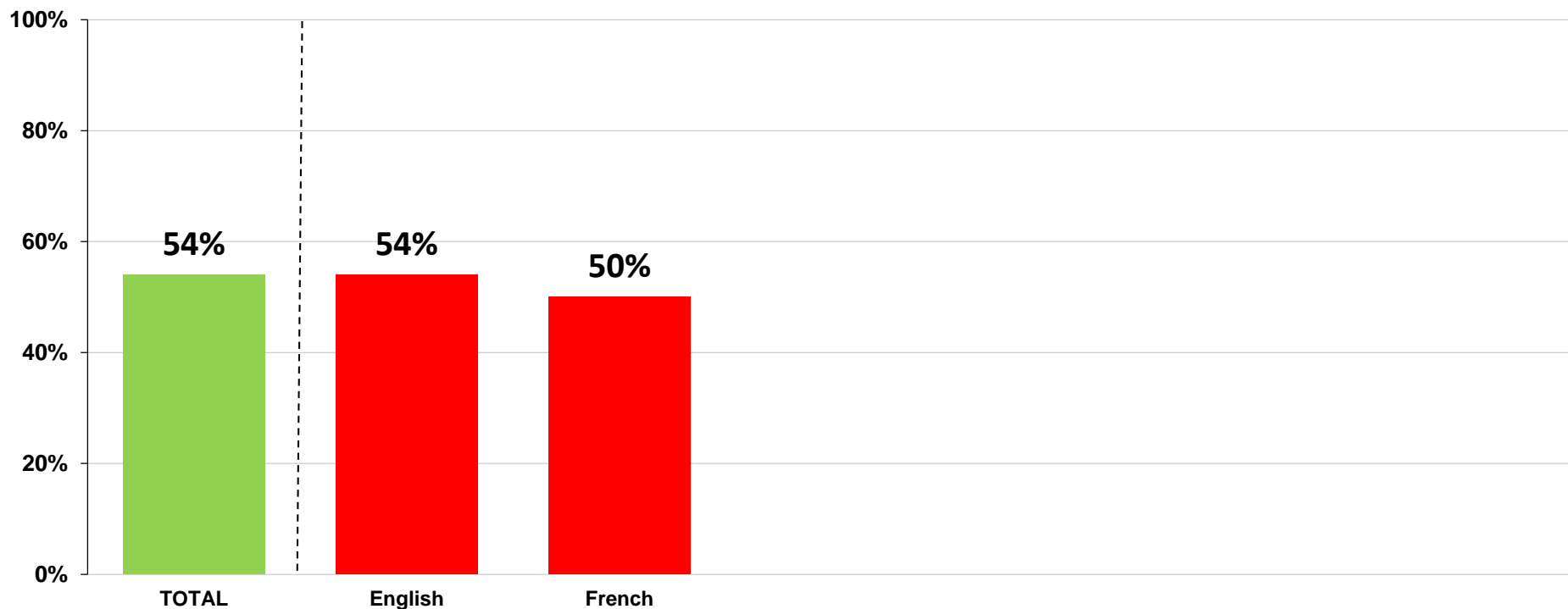


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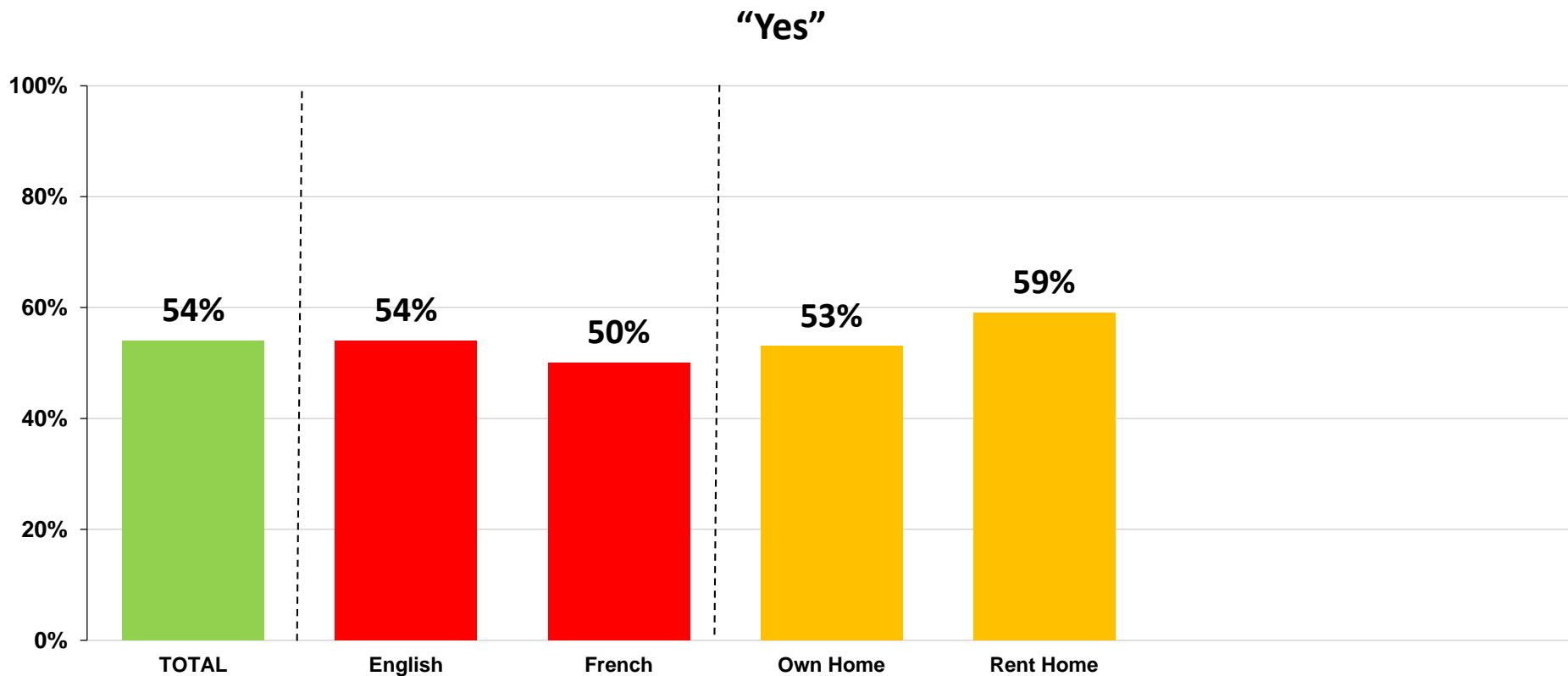
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Favourability In Principle - Detail

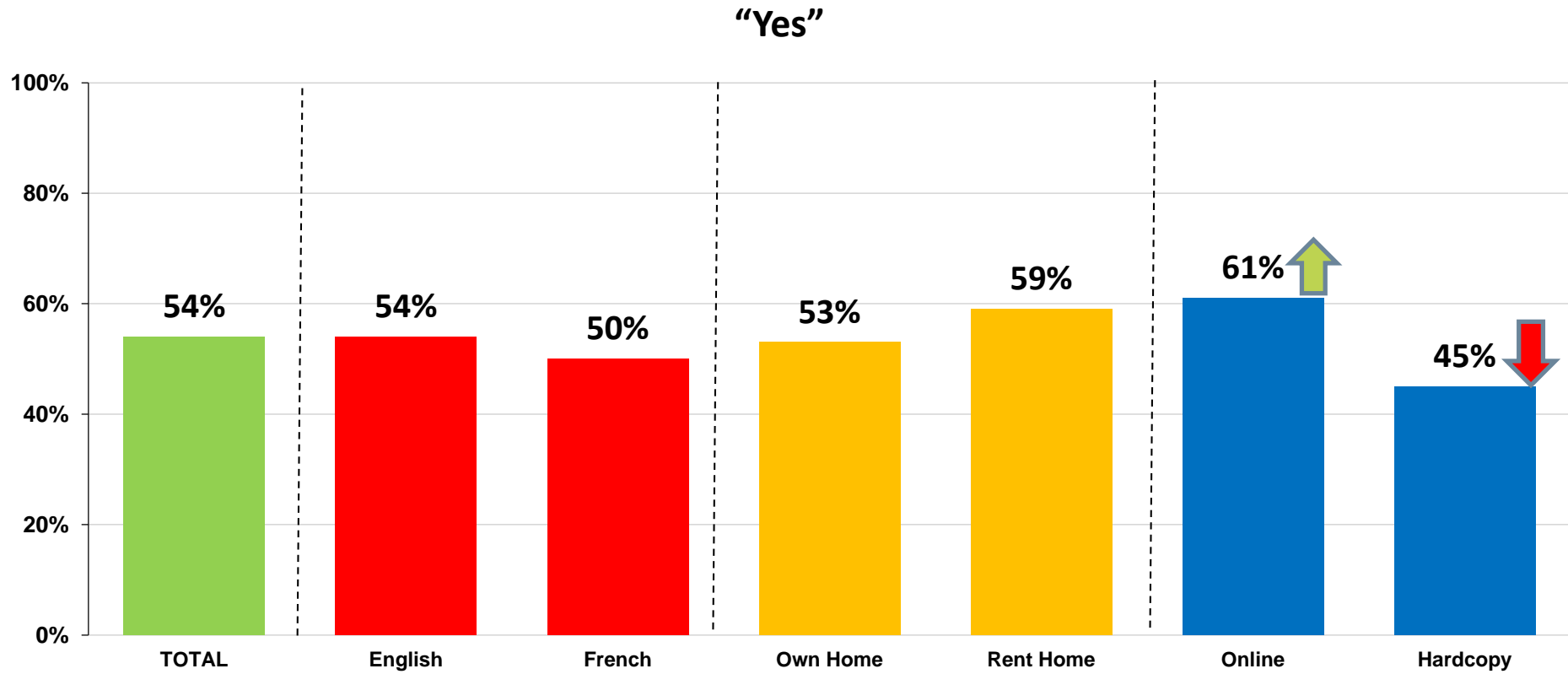
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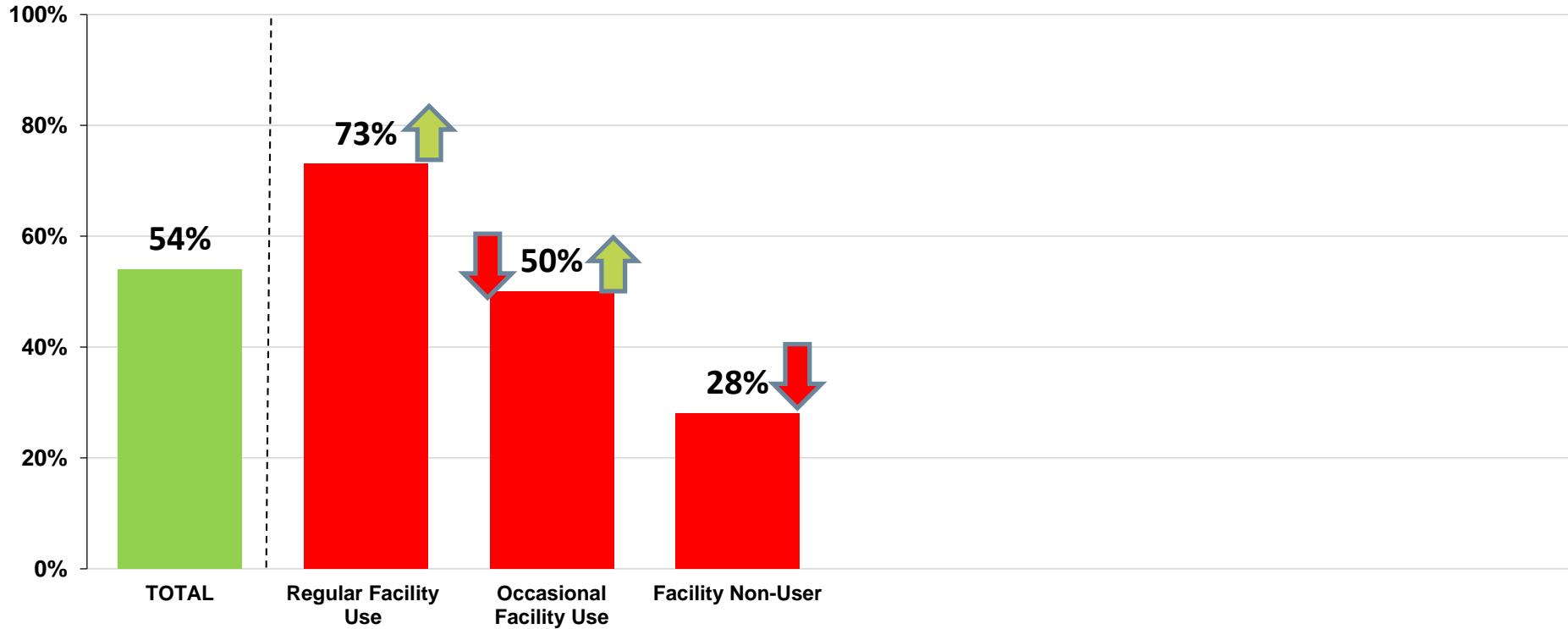
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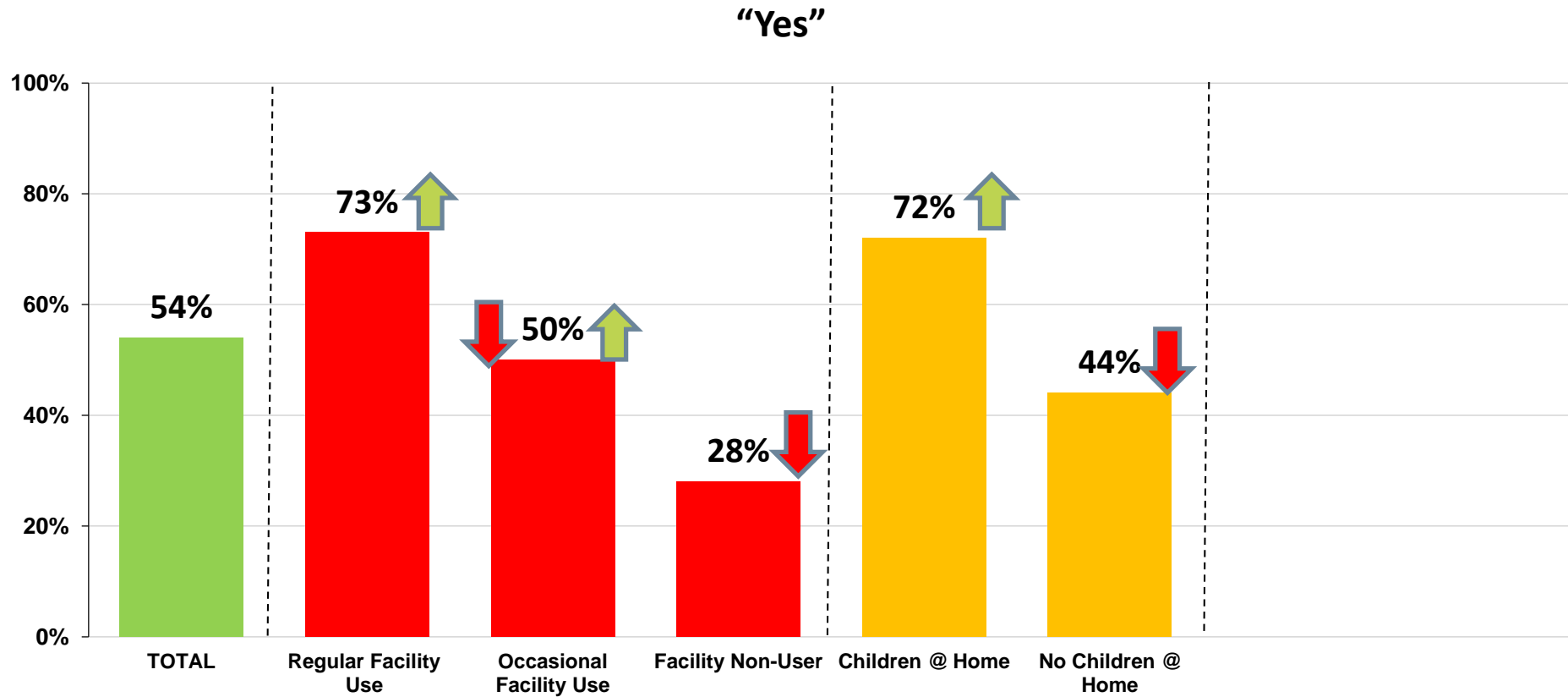
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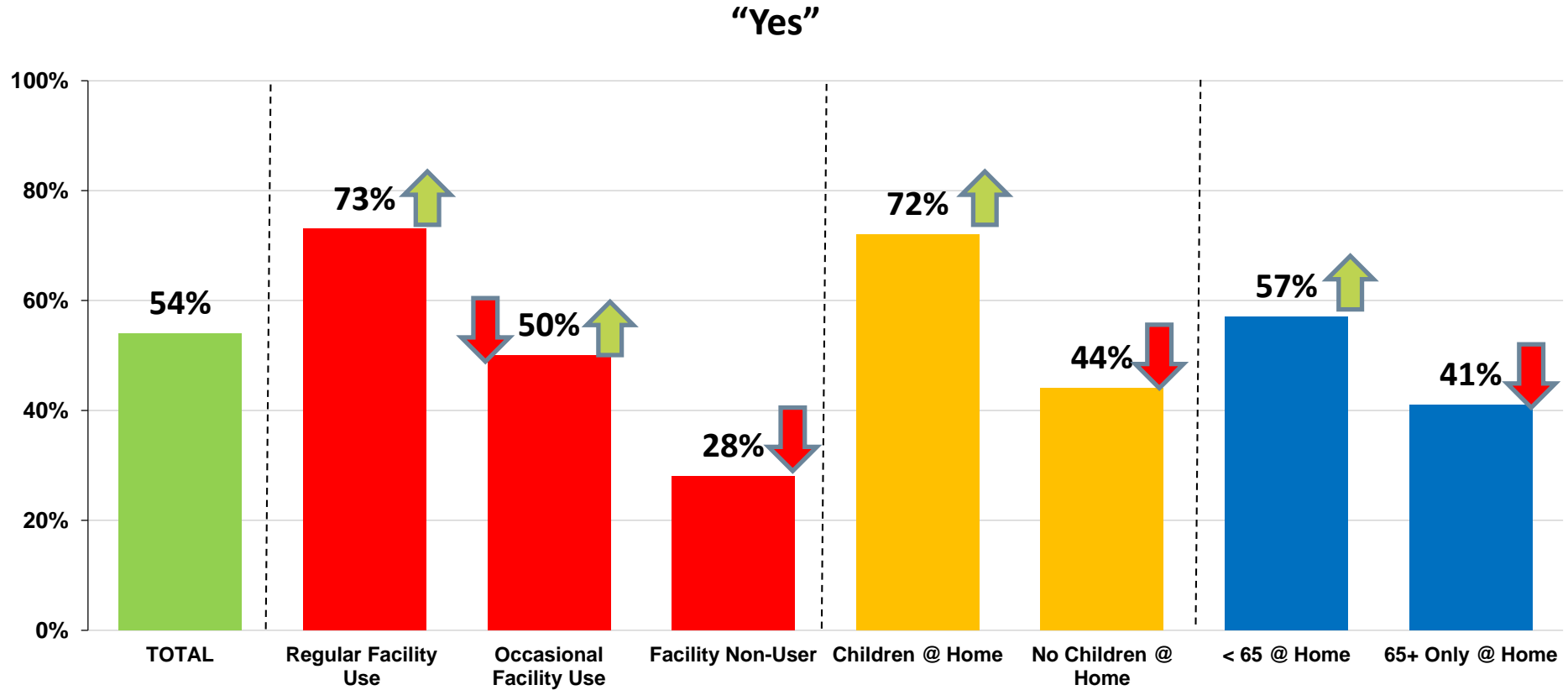
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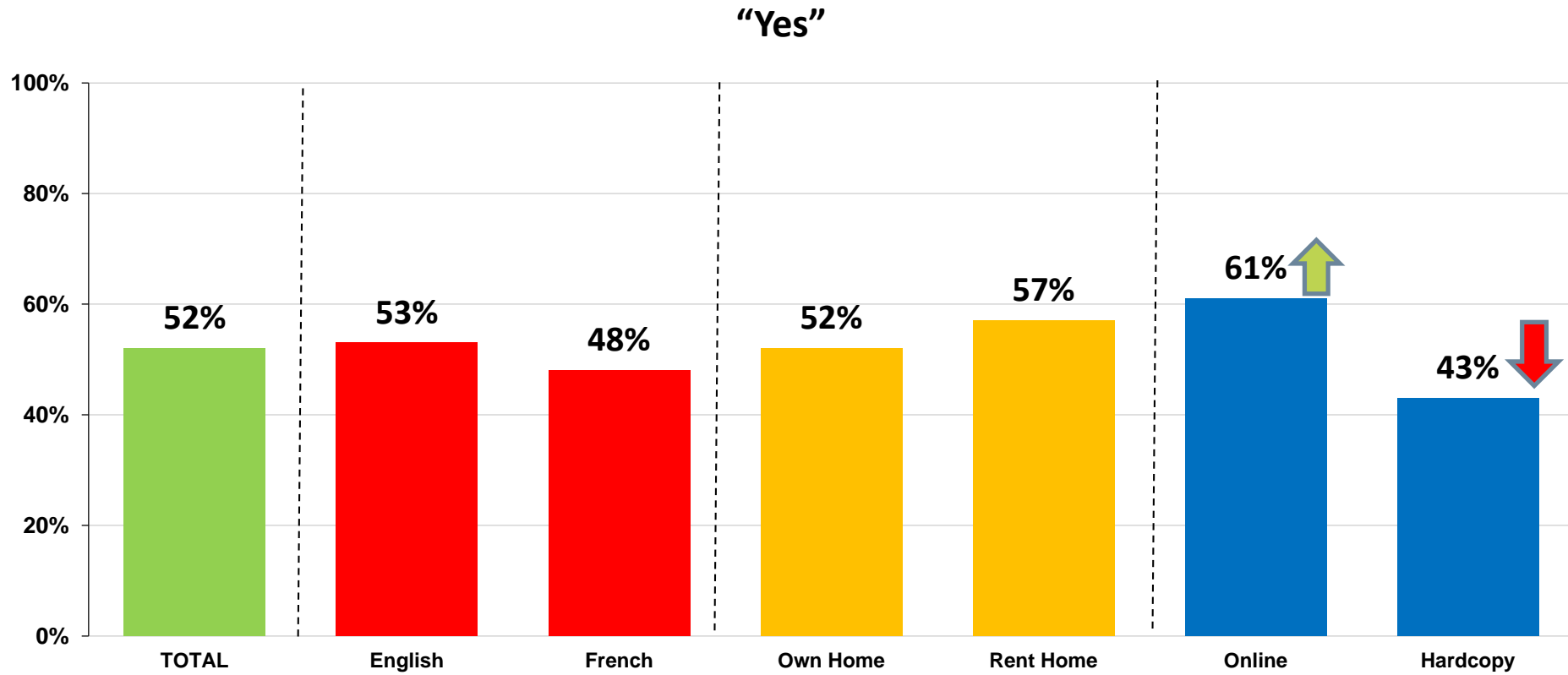
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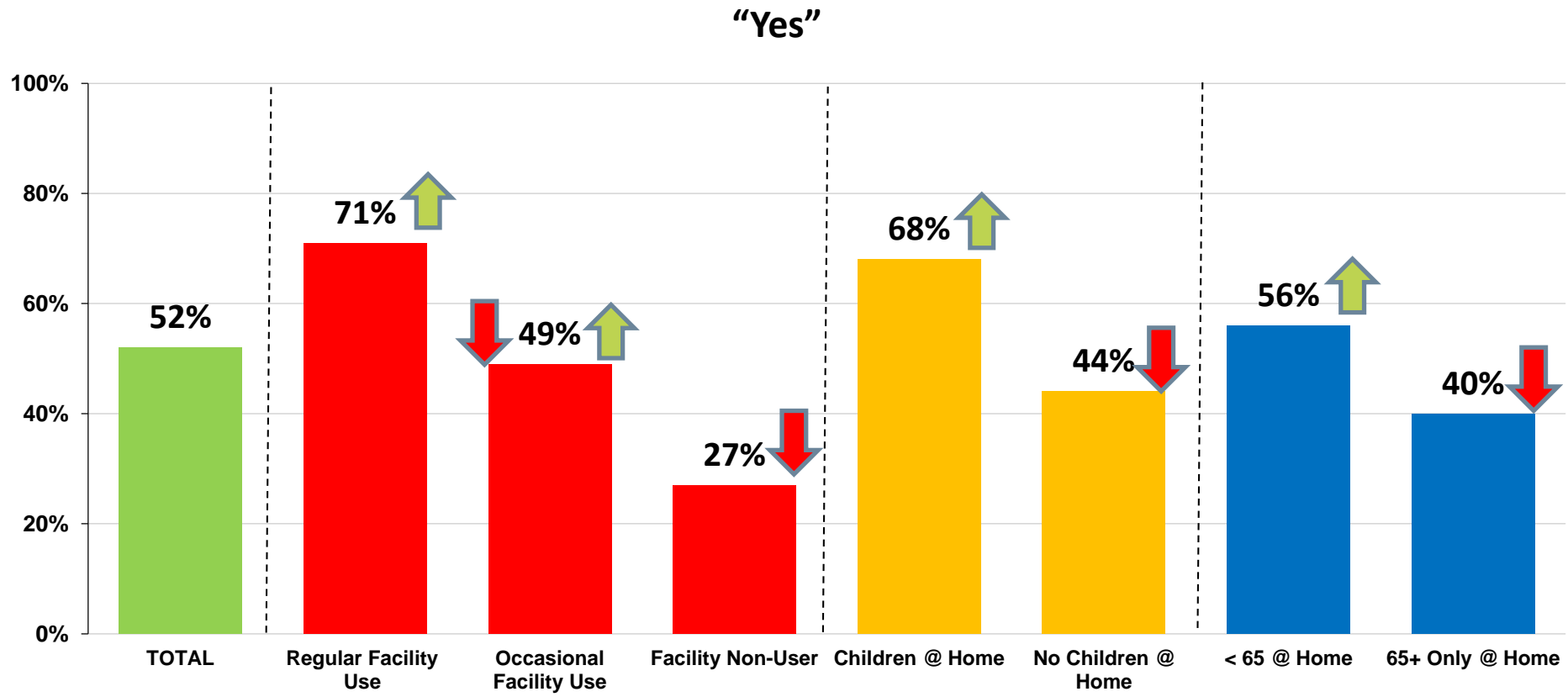
M Favourability Up To \$100 - Detail

Q. Assume that only a portion of the financing required were to be procured externally, and that the balance would have to be made up by Town of Montreal West residents. If the average annual additional cost per household were to be up to \$100 per year for 25 years, would you be in favour of the Town going forward with the proposed project?



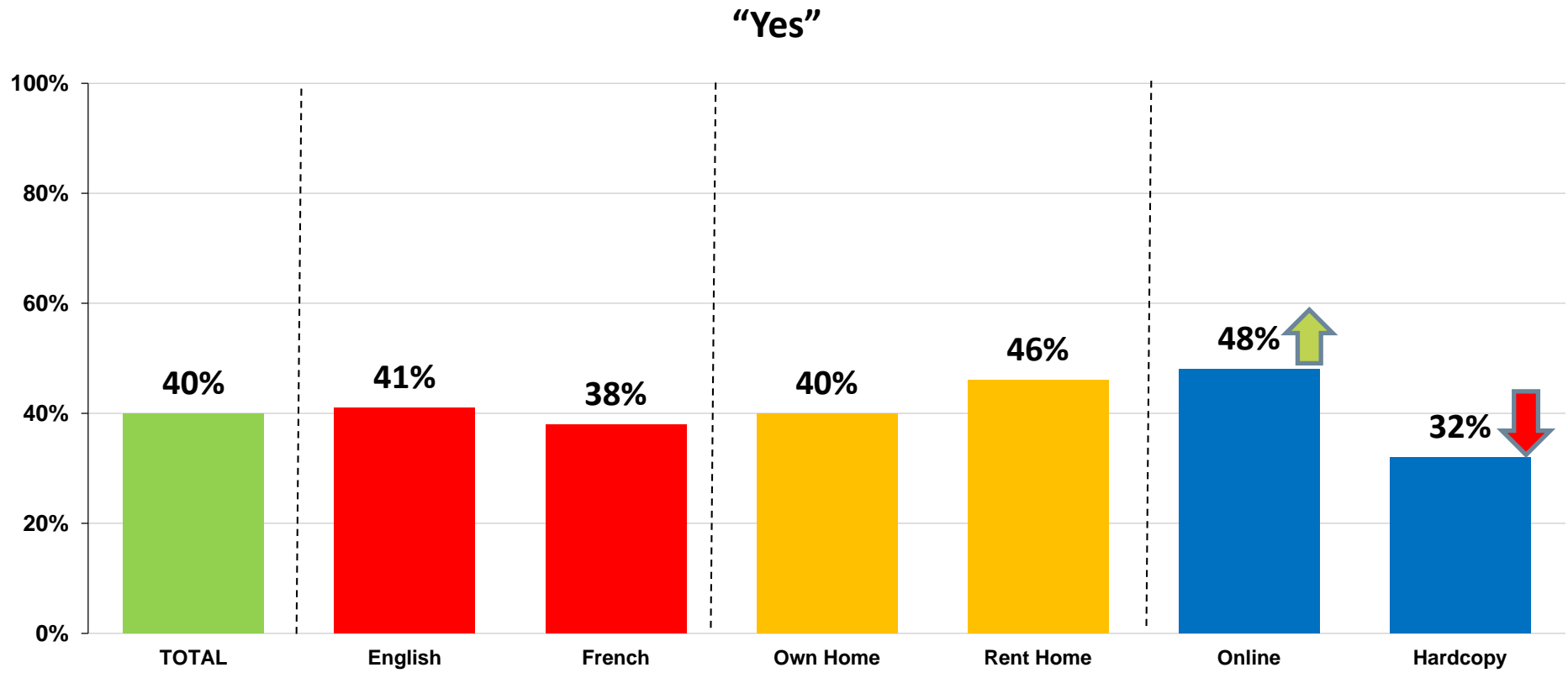
M Favourability Up To \$100 - Detail

Q. Assume that only a portion of the financing required were to be procured externally, and that the balance would have to be made up by Town of Montreal West residents. If the average annual additional cost per household were to be up to \$100 per year for 25 years, would you be in favour of the Town going forward with the proposed project?



M Favourability Up To \$200 - Detail

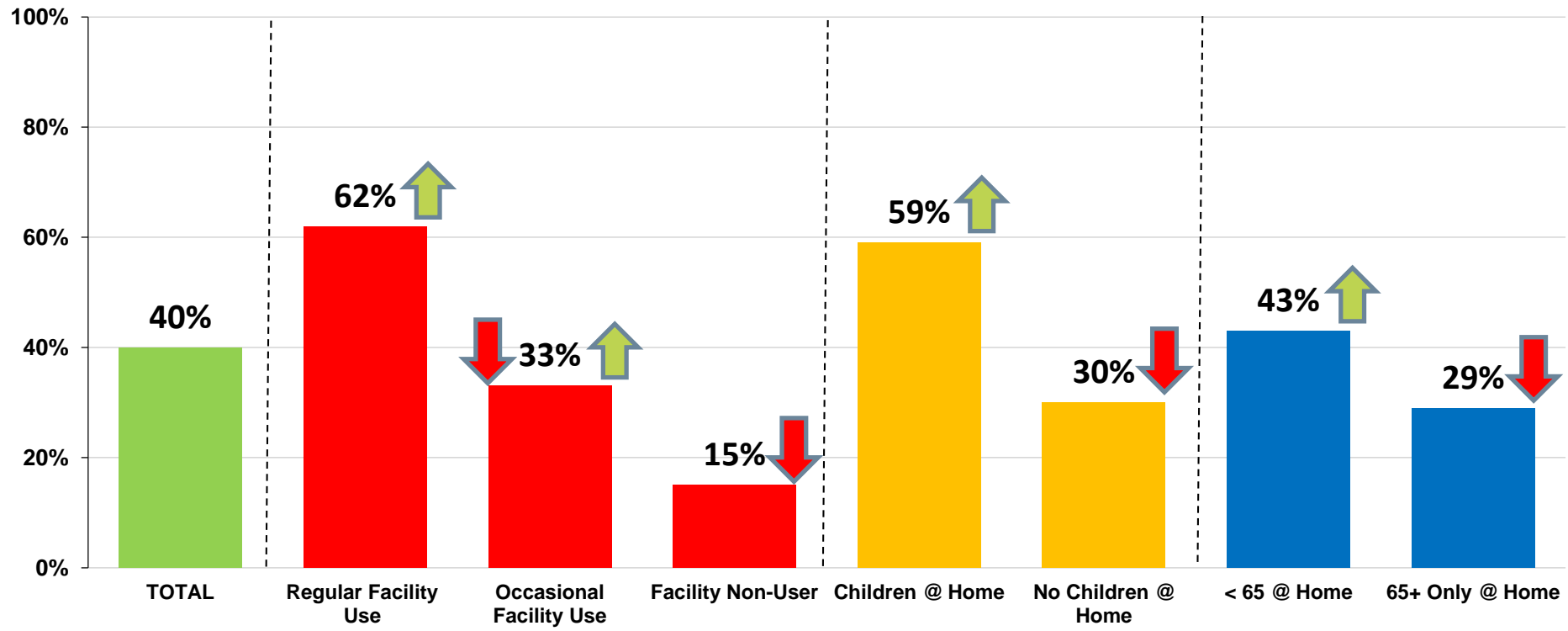
Q. Assume that only a portion of the financing required were to be procured externally, and that the balance would have to be made up by Town of Montreal West residents. If the average annual additional cost per household were to be between \$101 and \$200 per year for 25 years, would you be in favour of the Town going forward with the proposed project?



M Favourability Up To \$200 - Detail

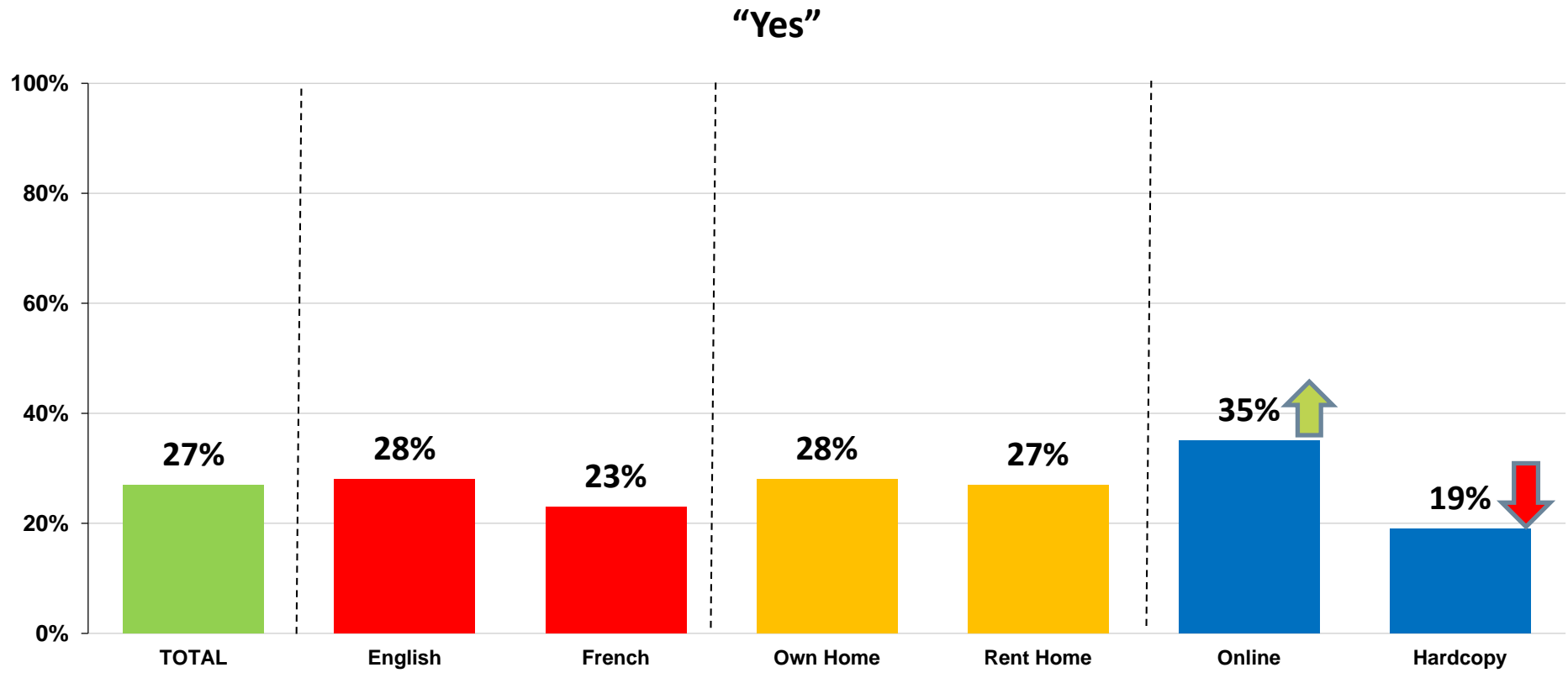
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“Yes”



M Favourability Up To \$300 - Detail

Q. Assume that only a portion of the financing required were to be procured externally, and that the balance would have to be made up by Town of Montreal West residents. If the average annual additional cost per household were to be between \$201 and \$300 per year for 25 years, would you be in favour of the Town going forward with the proposed project?

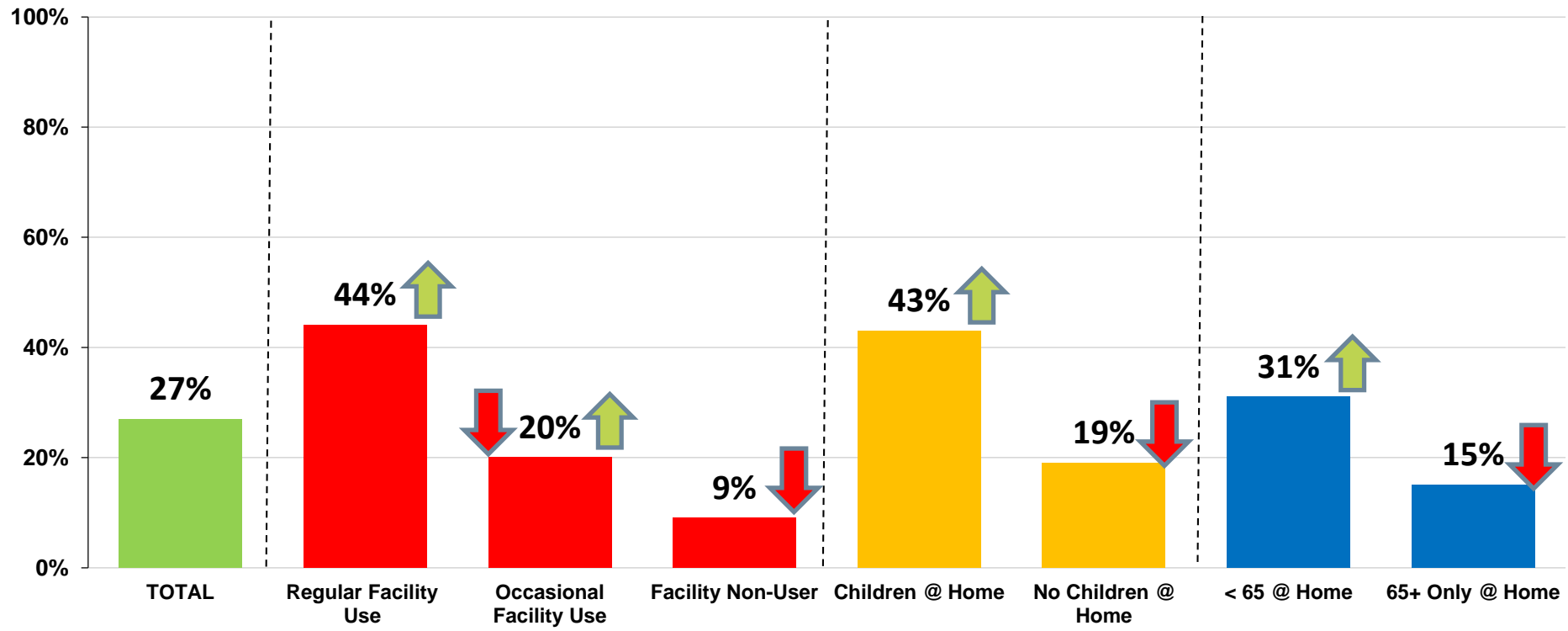




Favourability Up To \$300 - Detail

Q. Assume that only a portion of the financing required were to be procured externally, and that the balance would have to be made up by Town of Montreal West residents. If the average annual additional cost per household were to be between \$201 and \$300 per year for 25 years, would you be in favour of the Town going forward with the proposed project?

“Yes”





Conceptual drawing of the Community and Recreation Centre

IN SUM

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Households in Town of Montreal West are divided nearly down the middle on the question of favourability to the proposed recreation centre, both in principle and up to a maximum annual tax increase of \$100 per year for a property of average valuation:

- 54% overall favourable in principle
- 52% overall favourable up to \$100

At additional annual tax burdens for the next 25 years exceeding \$100, support for the proposed recreation centre holds only amongst a minority of Town of Montreal West households:

- 40% overall favourable up to \$200
- 27% overall favourable up to \$300

In sum, results reflect limited resident appetite as a whole for the recreation centre in the format currently proposed, in particular at the higher incremental tax burdens.

IN SUM

Regardless of whether favourability is measured in principle or in terms of a given maximum incremental annual municipal tax implication, some consistent differences are seen by household and respondent sub-group.

Generally more favourable to the proposed recreation centre were...

- ✓ Households that currently make regular use of existing facilities, compared to those who use them only occasionally or not at all;
- ✓ Households with children;
- ✓ Households with at least 1 individual less than 65 years of age as opposed to those composed strictly of those aged 65+;
- ✓ Households that opted to complete the survey online (which covaried with age: younger more online, older more hardcopy)

In contrast, favourability does not vary by either respondent language or home ownership status.

Comments provided by respondent households that were unfavourable to the proposed recreation centre reflected two dominating themes:

- 1. Opposition to the proposal in its entirety owing to the view that municipal taxes in Montreal West were already high.**

Such commentary typically incorporated the view that taxes should if anything be held constant or lowered as opposed to further increased, and/or that monies should first be allocated to addressing perceived infrastructure failings (ex. road repairs) as opposed to investing in new recreational facilities.

2. **A degree of overtone at least in principle to the notion of new recreational facilities, but questioning / challenging the need for an arena to be incorporated into the plan.**

Such commentary was often pegged to the view that too small a proportion of Montreal West's citizenry would make use of it to justify the investment, and/or the suggestion that the use of arena facilities of neighbouring boroughs such as CSL, Hampstead or NDG should be investigated instead.



Thank you for your time!