

# Town of Canmore

## Non-Permanent Resident Survey Final Report

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## Executive Summary

During the fall and winter of 2011 the Town of Canmore surveyed its non-permanent resident (NPR) households to:

- 1) obtain a comprehensive understanding of the community's non-permanent residents, including their economic impacts and demand characteristics, how they understand and engage in the community and their property usage;
- 2) understand current communication networks available with non-permanent residents and determine the most effective method for future communication with this part of the town's population; and
- 3) develop a go-forward method of information gathering for use in future projects of this nature to create data and its trends.

To achieve the above objectives, this study used "mixed research methods" where both quantitative and qualitative data were collected through 1) review of related information on second home ownership and amenity migration phenomenon; 2) conduct of key informant interviews with 13 Canmore permanent residents; and 3) conduct of household survey. Results of the 3 methods were analyzed and interpreted in an integrated manner. The household survey, conducted with rigorous scientific protocols, had a 44% response rate, which was very high for this type of survey. Confidence in the veracity of the survey results is at the 95% level, with  $\pm 3\%$  margin of error, better than the standard  $\pm 5\%$  margin.

The results of the household survey indicated that Canmore non-permanent residents were: young, with an average age of 40; were well-educated, 41% had bachelor's degree and 30% had post-graduate degrees; comparatively high incomes, with a median annual household income of \$201,987. They were also city dwellers, with Canadians mostly having a primary residence in Calgary and Edmonton, and foreign NPRs in Houston, Cambridge (UK) and Tokyo.

The adult members of these Canmore households were typically economically active, and most of their income came from regular employment (59%), followed by income from their own business (37%). Only 11% of the total adult household members were retired. Ten percent (10%) would be retiring within the next five years (2012-2016) and another 14% within the following five years (2017-2021). Of the 24% who would be retiring in the next decade, about a third intended to retire in their Canmore residence. Their three most important reasons for residing in Canmore were: 1) *exceptional natural environment and scenic landscape*; 2) *abundant recreational opportunities*; and 3) *small town physical size and townscape*.

Non-permanent residents' second homes represented 37% of Canmore's over-all housing stock. Their primary reason for owning a property in Canmore was to use it as a second home, and secondarily as a real estate investment with appreciation potential. Seventy-five percent (75%) of NPRs residences was used only by themselves, their family and friends. These houses were occupied at an average of 41 days a year as compared to 107 days a year for those that were rented part-time.

The impact of non-permanent residents on Canmore's economy varied. The survey indicated that the most significant positive economic impact was expenditures for maintaining their second homes. The median annual household expenditure for services, repair and maintenance of their Canmore residences was \$2,869, which totalled to a yearly contribution to Canmore's economy of \$1,189,660. Their least economic contribution was their expenditure on professional services in Canmore. Their median annual expenditure for professional services was \$84, which totalled to \$42,631.

Although non-permanent residents participated in Canmore community activities, the majority was most involved in what is considered passive ones: attending community events and donating money to local charities and NGOs. However, those highly engaged in Canmore numbered 10% (56 NPR households with at least 2 adult household members each). More specifically there were 112 NPRs who: contacted a public official about an issue affecting

Canmore; worked with other residents to try and deal with an issue affecting Canmore; attended public meetings and participated on a voluntary community organization in Canmore. For a community the size of Canmore 112 highly participative residents is a significant resource.

Compared to a typical NPR household, highly participative ones were younger, spent more time in Canmore, had owned their Canmore residences longer, were less affluent, less educated or had lower educational attainment, more attached to Canmore community, more involved in Canmore organizations and more satisfied with the outcome of their involvement. These participative characteristics of the Town's NPRs correspond with other surveys in Western Canada and the USA.

Canmore's Canadian and foreign NPRs differed in a number of ways. Canadians were younger, wealthier, had lower level of educational attainment, spent less money in Canmore and participated less in Canmore community activities compared to foreign NPRs. Canadian NPRs were typically week-ender and the foreign ones seasonal. Yet the total annual time spent in the Town was about equal. Comparing the amount of time spent in the Town and expenditures suggests that it was not the former *per se* that affects their expenditure pattern, but the proximity of their primary residence to Canmore. Fifty-three percent of Canadian NPRs were Calgarians and therefore had less need to use Canmore's services, and although they frequently stayed in Canmore, each visit was for a shorter period of time compared to that of foreign NPRs.

## **1.0 Introduction**

### ***1.1 Report Format***

There are two parts to this report. The main body contains the findings of the Canmore household<sup>1</sup> survey, complemented by interviews with Canmore key informants and relevant information from other surveys and studies. The second part of the report includes appendices with more detailed information about the statistical methods used and the background analyses undertaken to arrive at the survey findings, list of key informants interviewed, copies of the two survey tools and main references used by the consultants in undertaking the project. The analytical approach and process used are described in detail as they are recommended to the Town as its go-forward method of obtaining comparative data and its trends for use in similar future projects (see Project Objectives below).

### ***1.2 Study Objectives and Background***

In 2011 the Town of Canmore commissioned Glorioso, Moss & Associates (GM&A), research, policy and planning consultants, to conduct a study of the Town's non-permanent residents (NPR). "Non-permanent residents" are those who have a Canmore residence, dwell there on a part-time basis and whose legal primary residence is elsewhere. Those whose legal primary residence is Canmore are considered "permanent residents" (PR) of the municipality. The Town's 2011 census estimated that NPRs

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<sup>1</sup> The survey used the Statistics Canada definition of a "household": any person, group or groups of people occupying the same dwelling, which may be either a collective dwelling or a private dwelling. The household may consist of a family group such as a census family, of two or more families sharing a dwelling, of a group of unrelated persons or of a person living alone. (<http://www.statcan.gc.ca/concepts/definitions/household-logement-eng.htm>).



numbered 5,982 people, 32.7% of its total population of 18,299. This resident sector grew some 206% since 2000. Some expect this increase to continue, mainly because of a favourable provincial economy, superior quality of natural amenities and outdoor recreation, proximity to Calgary and other factors that lead to amenity-led change and development (Moss 2006; Moss, Glorioso & Krause 2009, Western Management Consultants 2010).

In the last several decades western North American mountain communities with superior natural and cultural amenities have attracted considerable in-migration (part-time and more permanent) due mainly to the quality-of-life being offered. Many of these special places are experiencing increasing pressures from rapid physical growth and socio-economic change. Typically the service sector of their economies expand, accompanied by growth in construction, and the shrinkage or still poorly understood transitioning of primary industries (forestry, mining and agriculture). While new and transitional activities offer opportunities for generating income, many local governments of high amenity places have insufficient knowledge and financial and human resources for the expanding wants and needs for public infrastructure and services and changing socio-economic characteristics. Environmental degradation, interface of urban expansion and wildlands, socio-economic and physical displacement, shortfall in affordable housing, a limited property tax base and a generally increasing cost of living are key issues many high-amenity mountain communities in western Canada now or will likely face. Current, limited analysis of impacts on high amenity places of the recent recession and continuing financial uncertainty also indicates that in-migration is decreasing, but perhaps especially in the US West (Headwaters Economics 2010, Rasker et al. forthcoming, Rickman and Rickman 2011). At the same time there is an increasing choice of attractive lower cost destinations for

2nd home and more permanent amenity seekers, seemingly particularly in Latin America (Otero et al. forthcoming, Pera 2008).

Canmore faces some of these pressures. However, more than is generally the case, the Town is aware of the above patterns and is acting to harness the associated opportunities while avoiding or mitigating the threats. Importantly, the increasing number of non-permanent residents has been identified as a likely key factor in maintaining Canmore's quality-of-life. Therefore this study was undertaken with the following key objectives:

- 1) obtain a comprehensive understanding of the community's non-permanent residents, including their economic impacts and demand characteristics, how they understand and engage in the community and their property usage;
- 2) understand current communication networks available with non-permanent residents and determine the most effective method for future communication with this part of the Town's population; and
- 3) develop a go-forward method of information gathering for use in future projects of this nature to create data and its trends.

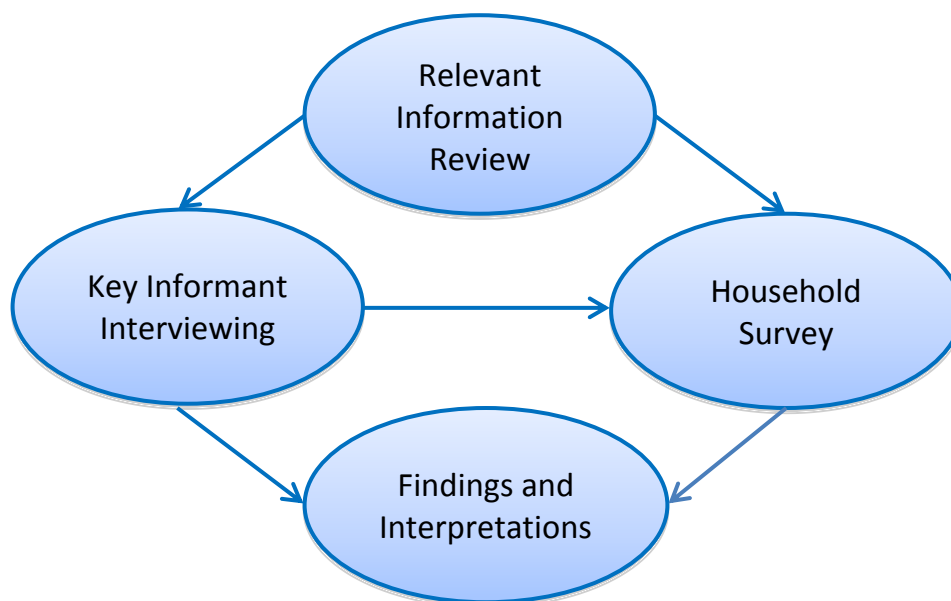
Canmore's 2006 *Second Home Owner Survey* (McNicol and Sasges 2008) developed significant information and provided a foundation for the above objectives, especially No. 1). But as the 2006 study was focused on obtaining information of a demographic statistical nature, additional information was needed about non-permanent residents' economic, socio-cultural and environmental characteristics and effects, especially for assisting the Town in developing future policy around NRPs and engaging them in the community. The high growth rate and increasing percentage of this part of Canmore's population dictated the need for obtaining this further information.

## 2.0 Overview of Analytical Methods

To achieve the above objectives, this study used “mixed research methods” where both quantitative and qualitative data were collected through: 1) review of recent relevant information on second home ownership and amenity migration; 2) conduct of key informant interviews with 13 Canmore permanent residents; and 3) conduct of a household survey. The results of these three methods were then analyzed and interpreted in an integrated manner. This approach is used to draw on the strengths of quantitative and qualitative methods while offsetting the weaknesses of either used alone. In designing the survey tools GM&A worked closely with the Town’s advisory team for the project.

The process (Fig. 1) started with a review of relevant information specific to 1) Town of Canmore, and 2) non-permanent residents of high amenity mountain communities in Canada and the USA (see References).

**Figure 1:** Canmore Non-Permanent Resident Study Approach



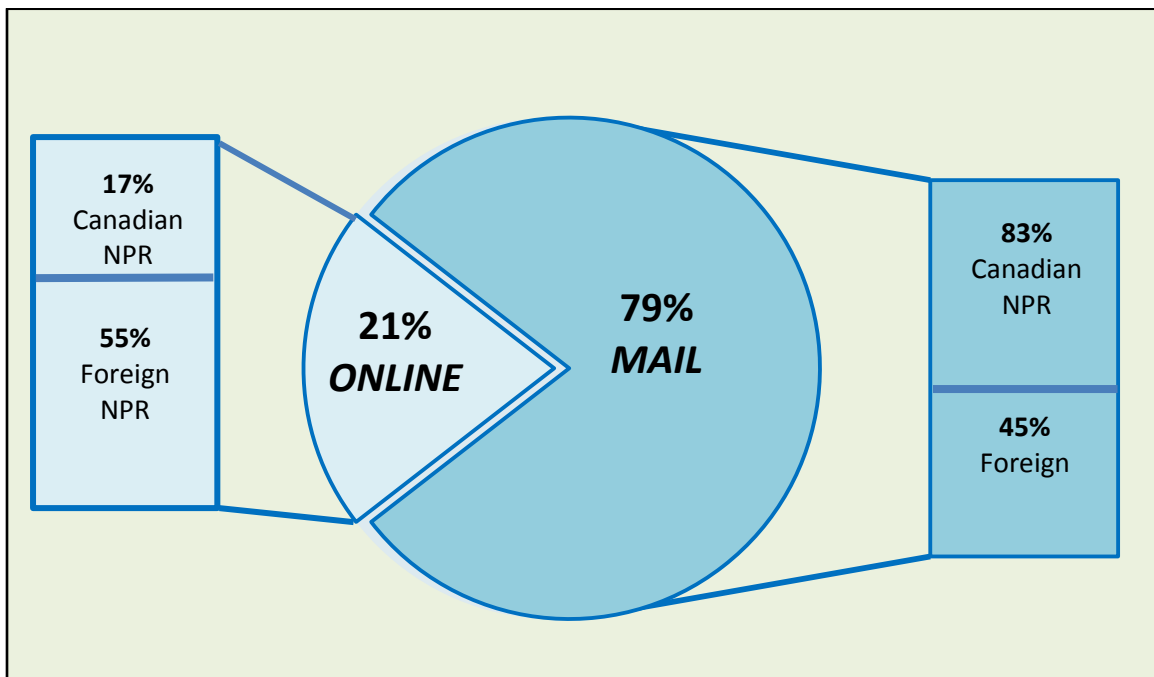
This was followed by design and implementation of a key informant interview. Thirteen well-informed permanent Canmore residents (Appendix A) were interviewed for insight into similarities and differences between permanent and non-permanent residents in Canmore; how and why the permanent residents perceive NPRs and their impacts; and how they interact with NPRs. This provided insights into the experience and opinions of Canmore's permanent residents. The open-ended questionnaire guide for the interviews (Appendix B) had six themes: 1) NPRs socio-demographic and economic characteristics; 2) their motivations for residence in Canmore, what facilitated this residence and their wants and needs; 3) community attachment and participation; 4) ways of communicating with and about the community; 5) key impacts of NPRs; and 6) more generally, Canmore's key future opportunities and issues. The interviewing was conducted via Skype 8-16 August 2011, with each interview lasting 1 to 1.5 hours and all guided by the same set of 25 open-ended questions.

The information obtained from key informant (KI) interviews assisted in developing a non-permanent resident household survey questionnaire (Appendix C) that was then mailed to 1,375 statistically randomly selected NPR property owners on 7 October 2011. The same survey questionnaire was made available on-line at the Town's website for survey respondents who preferred to reply on-line. The NPR sample was drawn from the Town's NPR property tax roll of 2,906 Canadians (86%) and 484 foreigners (14%), totalling 3,390 owners. See Appendix D, Part 1 for a detailed explanation of the sampling procedure used in this survey.

### 3.0 Household Survey Findings and Interpretations

The response rate to the household survey was 44% with  $\pm 3\%$  margin of error at a 95% level of confidence (see Appendix D, Part 1 for calculation). Seventy-nine percent (79%) responded to the survey by mail and 21% online. Compared to 83% of Canadians responding by mail, 45% of foreigners did so (Fig. 2). Some of those returning the paper questionnaire wrote additional comments on it, and they were organized in themes and attached as Appendix E.

**Figure 2:** Comparative Response to Canmore Non-permanent Resident Household Survey by Mail & Online



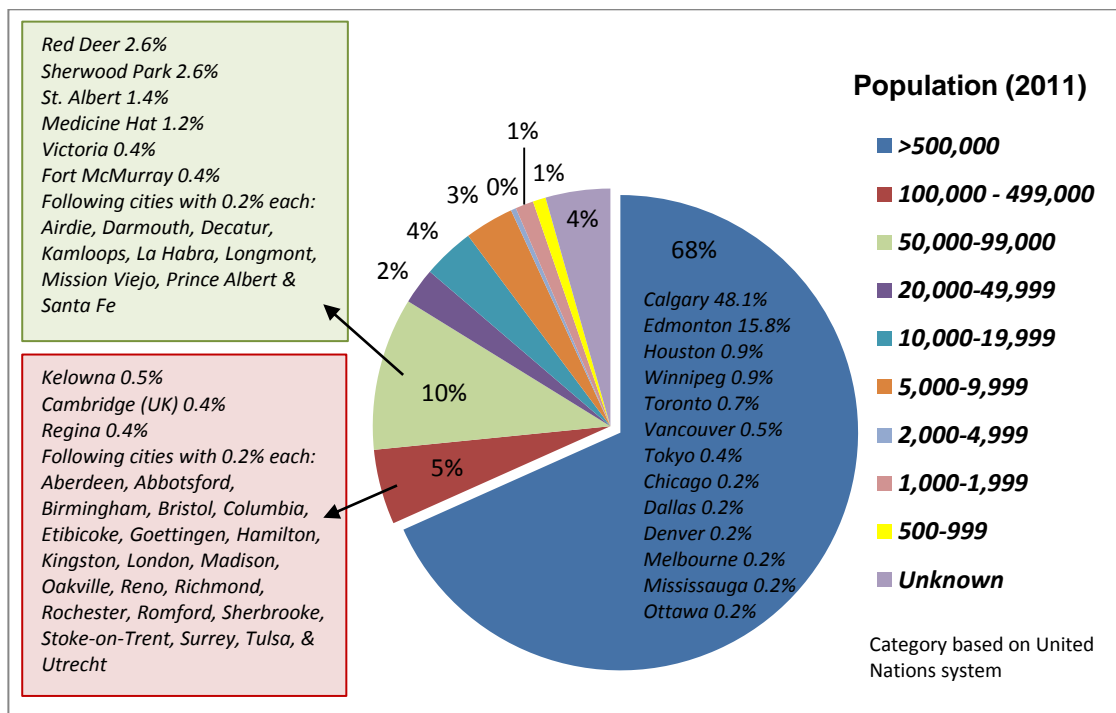
### **3.1 Socio-demographic Characteristics**

#### *3.1.1 Preferred Name of Residence Type and Key Residence Characteristics*

Results of this survey indicated that 70% of household respondents preferred to be called *part-time residents*, 13% preferred the term *residents* while 11% preferred to be called *tourists*. The remaining 6% who answered *other* preferred the terms *weekenders*, *occasional residents*, *investors*, and *property owners* or *homeowners*. Although the majority of household respondents seemed content with the *non-permanent* designation in the terminology that best described their residency, several key informants (KIs) thought that categorizing Canmore's residents into permanent and non-permanent or part-time residents was inappropriate, as it could be a source of social stress. This can occur, and several of the additional comments of household respondents (see Appendix E) concur with this KI concern. Such a dichotomy ("permanent" and "non-permanent residents") in a community can affect NPRs community participation and engagement.

As shown in Fig. 3, although some 5% of NPRs primary residences were in small towns, villages and hamlets, and about 6% in small cities, the majority of NPRs dwelled in large cities. Sixty-eight percent (68%) of NPRs primary residence were located in cities with more than 500,000 inhabitants, particularly Calgary and Edmonton for Canadian NPRs, and while much fewer, Houston and Tokyo for foreign NPRs. An additional 5% of NPRs lived permanently in large cities with 100,000 to 499,999 inhabitants, such as Kelowna and Cambridge (UK). Another 10% had their primary residence in medium sized cities (population between 50,000 and 99,999), such as Red Deer, Victoria (BC), Mission Viejo, CA and Santa Fe, NM (Fig. 3).

**Figure 3:** Primary Residence of Canmore's Non-permanent Residents by Population Size



This survey results correspond with relevant studies on amenity migration where one of the main motivations for residing in high amenity places part-time, and more permanently, is the “flight from the negative conditions of large cities”, such as high crime, high cost of living, degraded or negligible natural environment, eroded social services and crowding (Moss 2006).

From the 16 choices the three most important reasons the NPRs had for residing part-time in Canmore were: 1) *exceptional natural environment and scenic landscape*; 2) *abundant recreational opportunities*; and 3) *small town physical size and townscape*. The least important ones were *business opportunity* and *job opportunity*. Table 1 rates all reasons by NPR type on a scale of 1 (*not important*) to 5 (*very important*).

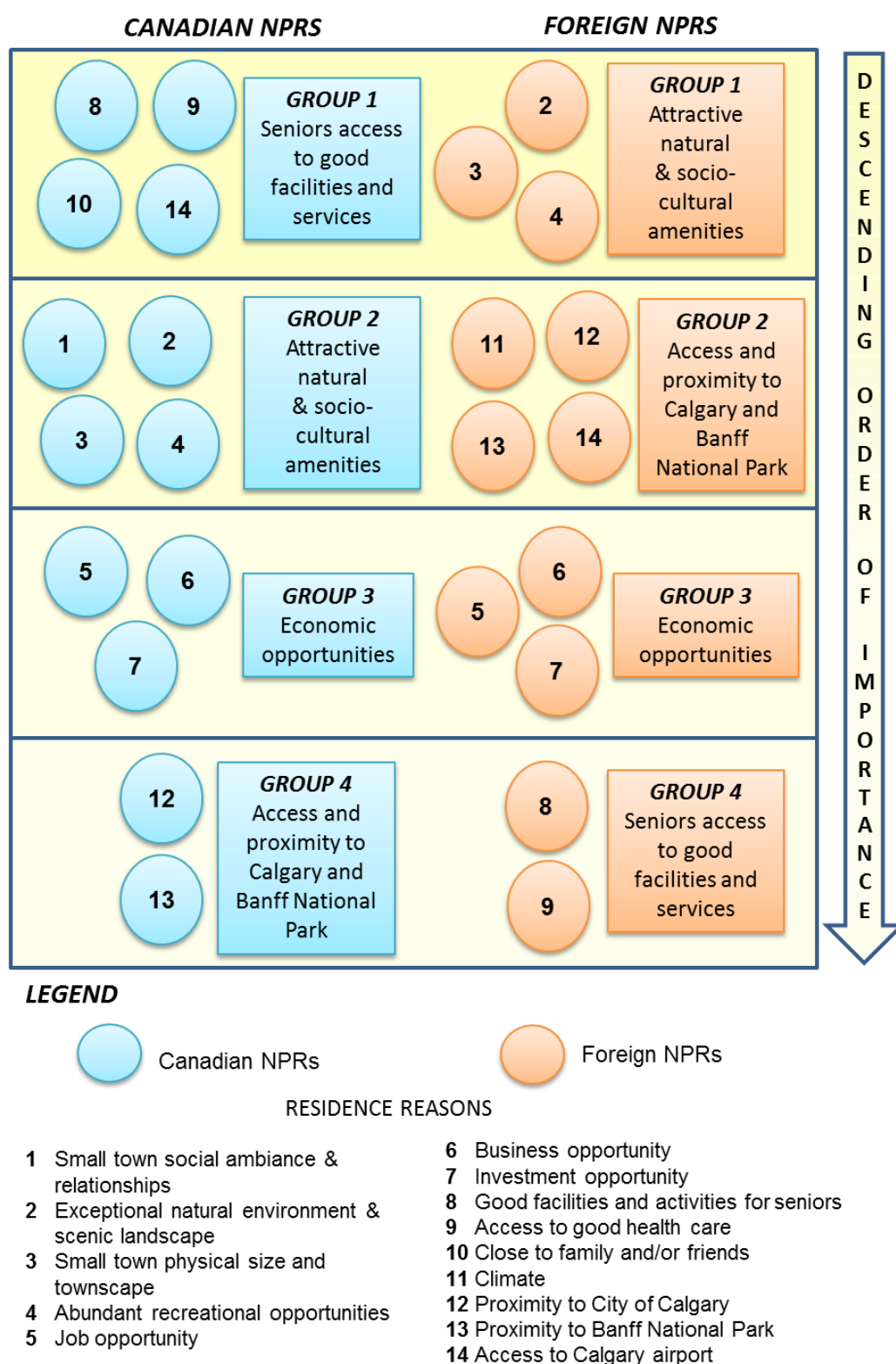
**Table 1:** Non-permanent Residents Reasons for Choosing Canmore as a Place to Reside

REASONS	AVERAGE RATING 1=Not Important 2=Of Little Importance 3=Moderately Important 4=Important 5=Very Important		
	ALL NPRS	CANADIAN NPRs	FOREIGN NPRs
a) <i>Small town social ambiance and relationships</i>	4.16	4.12	4.50
b) <i>Exceptional natural environment and scenic landscape</i>	4.83	4.83	4.87
c) <i>Small town physical size and townscape</i>	4.27	4.24	4.48
d) <i>Abundant recreational opportunities</i>	4.49	4.48	4.62
e) <i>Job opportunity</i>	1.84	1.83	1.86
f) <i>Business opportunity</i>	1.87	1.88	1.76
g) <i>Investment opportunity</i>	2.76	2.78	2.59
h) <i>Small town with city comforts and conveniences</i>	4.01	3.99	4.15
i) <i>Art &amp; culture scene</i>	3.24	3.23	3.32
j) <i>Good facilities and activities for seniors</i>	2.64	2.62	2.86
k) <i>Access to good health care</i>	3.68	3.68	3.68
l) <i>Close to family and/or friends</i>	2.85	2.89	2.53
m) <i>Climate</i>	3.23	3.16	3.77
n) <i>Proximity to City of Calgary</i>	3.78	3.80	3.56
o) <i>Proximity to Banff National Park</i>	4.02	3.98	4.38
p) <i>Access to Calgary airport</i>	3.07	2.94	4.24
q) <i>Other [negligible no. of respondents]</i>	4.68	4.65	5.00

Factor analysis was used to uncover relationships among the 16 reasons, and condensed them into fewer groupings or “dimensions”. A more sophisticated statistical tool than averaging, this method more accurately represents the survey findings and their important relationships (see Table 1-D, Appendix D, Part 2). This analysis also facilitated the profiling of NPRs’ participation in the Canmore community (see Section 3.4.4 below). The 16 reasons were consolidated into 14, and these clustered into 4 groups (see Fig. 4). In this interpretation of the data below *italics* are used to refer to



**Figure 4:** Groupings of Non-permanent Residents Reasons for Residing in Canmore



one of the 14 reasons, and “quotation marks” to one of the 4 groups of reasons for residence obtained from the factor analysis.

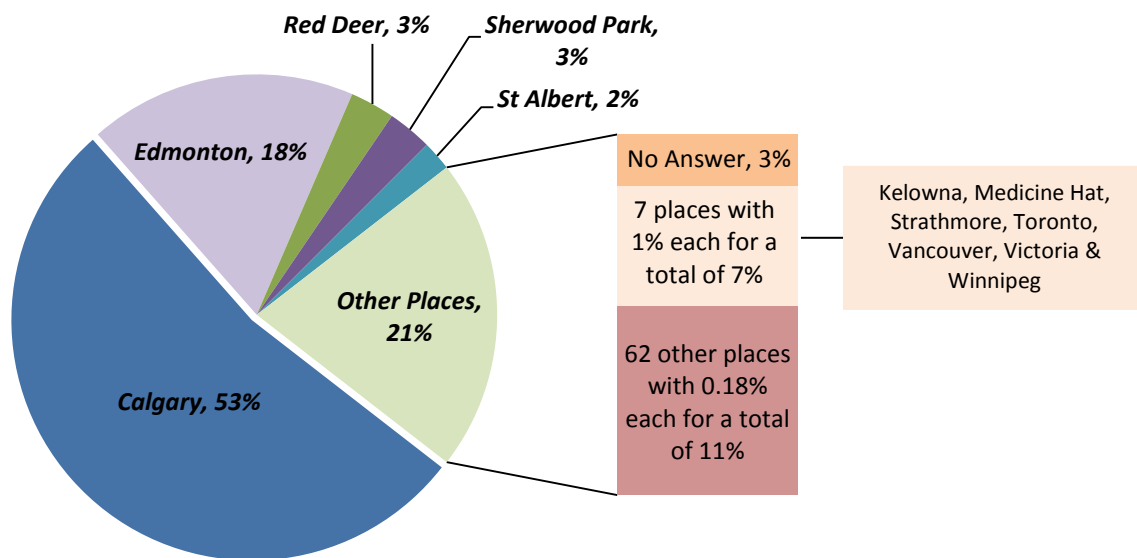
The importance of 3 of the 4 groups differed between foreign and Canadian NPRs, with only “economic opportunities” being the same (see Fig.4). The Canadian NPR households’ most important grouping (No.1) was “seniors access to good facilities and services”, while foreign NPRs considered it their least important grouping. The reason for this difference could be that many more Canadian NPRs responding to the question than foreign ones intended to retire in Canmore, and so use these facilities and services (see Section 3.2 below), and at the same time want ease of access to travel elsewhere.

For foreign NPRs, “attractive natural and cultural amenities” was their most important grouping, while Canadian NPRs ranked it second. However, the differences in the composition of this group deserve attention. The foreign NPRs, unlike Canadian ones, did not consider reason #1 *small town social ambiance and relationships* as an integral aspect of “attractive natural and cultural amenities” group. Foreign NPRs second major grouping, “access and proximity to Calgary and Banff National Park”, was Canadian NPRs’ least important grouping. This is not unexpected, as 53% of Canadian NPRs lived in Calgary (Figure 5), and foreign ones likely have a propensity to use air transport.

*Climate* was not found in the factor analysis grouping “attractive natural and socio-cultural amenities”. This may seem a more obvious association than where it was located, “access and proximity to Calgary and Banff National Park”. But this latter grouping likely indicates a higher association of *climate* with ease of access and proximity for the foreign

NPRs. On the other hand, having a primary residence nearby in Calgary one is less affected by climate in travelling to their Canmore 2<sup>nd</sup> home. This fits into findings of other studies of high amenity places in the US West (Glorioso 2009, Rasker et al. 2008).

**Figure 5:** Canadian Non-permanent Residents Primary Residence Location

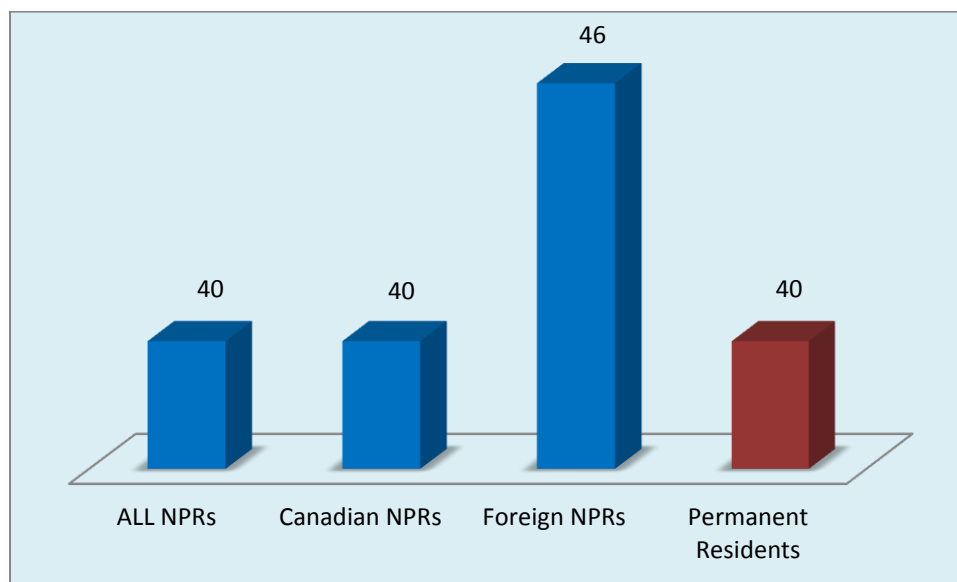


Also, both *small town with city comforts and conveniences* and *art and culture scene* were not included in any of the factor analysis grouping although NPRs thought they were important reasons for residing in Canmore (see letters *h* & *i* in Table 1 above). This result means that these 2 reasons were not as important as the other reasons for understanding why NPRs reside in Canmore. The KI interviews offer further insight into this. According to some KIs, NPRs frequently go to Banff, a 20-minute drive from Canmore, for art and culture, gourmet restaurants, specialty stores, movie theatre and other “city amenities”. In short, *proximity to Banff National Park* may be interpreted as surrogate for the two excluded reasons.

### 3.1.2 Age and Income

The household survey results indicate that Canmore's NPRs were young. The average household age for all NPR respondents (Canadian and foreign) was 40 years old. Foreign NPRs were 6 years older (46 years old) than Canadian NPRs. Canmore permanent residents had the same average age of 40 years old in 2011 (2011 Canmore Census) (Fig. 6). However, the NPR property owners' average age was 56 years old. Counting only the adult household members: 11% were retired (65 years old and above), 10% would be retiring within the next five years (60-64 years old) and another 14% within the next five years (55-59 years old). The remaining 65% of adult household members (18-54 years old) would likely not be retiring in at least the next 2 decades.

**Figure 6:** Average Age of Canmore Permanent & Non-Permanent Resident Households



The household survey indicated NPR households had upper middle incomes and were wealthier than Canmore's permanent residents. Their

estimated annual median household income in 2010 was \$201,987, about 3.0 times higher <sup>2</sup> than that of the Town's permanent residents. Also, Canadian NPRs median household income was 21% higher than foreign ones (\$162,963).

**Table 2:** Canmore's Non-permanent Residents Annual Household Income

Income Category (\$)	All NPRs		Canadian NPRs		Foreign NPRs	
	Frequency	% Total	Frequency	% Total	Frequency	% Total
<60,000	23	4%	21	4%	2	4%
60,000-99,999	49	9%	45	9%	5	9%
99,999-100,000	84	15%	74	14%	11	20%
100,000-149,999	78	14%	69	13%	9	16%
150,000-199,999	68	12%	59	12%	9	16%
200,000-249,999	118	21%	109	21%	9	16%
250,000-499,999	51	9%	47	9%	4	7%
500,000-999,999	21	4%	20	4%	1	2%
> 1,000,000	23	4%	21	4%	2	4%
No Answer	76	13%	69	13%	5	9%
Total	568	100%	513	100%	55	100%

Nevertheless, as indicated in Table 2, about 80% of NPRs had annual household incomes above Canmore permanent residents' median household income of \$69,020 in 2005. It is also important to note that while 4% of NPRs had an annual income of more than one million dollars in 2010, 4% of them had an income lower than that of permanent residents' median household income in 2005. So while there were wealthy NPRs, there were also poorer ones, and while a majority had incomes higher than that of permanent residents, they were not as affluent as many KIs thought they were. The image of affluent part-time amenity migrants or second home

<sup>2</sup> Computation based on 2005 median household income of \$69,020. Source: Statistics Canada. 2007. *Canmore, Alberta (Code4815023)* (table). 2006 *Community Profiles*. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13, 2007. <http://www.census2006.com/census-recensement/2006/dp-pd/prof/92-591/index.cfm?Lang=E>

owners is common in the literature about them (McIntyre 2009). This is because of little information about people with modest or less income living in high amenity areas<sup>3</sup>.

Regarding NPRs sources of household income, 59% came from *regular employment*, 37% from *owning a business*, 31% from *capital and investment* and 21% came from pension (allowing for multiple responses) (Fig. 7).

**Figure 7:** Canmore Non-permanent Residents' Sources of Household Income

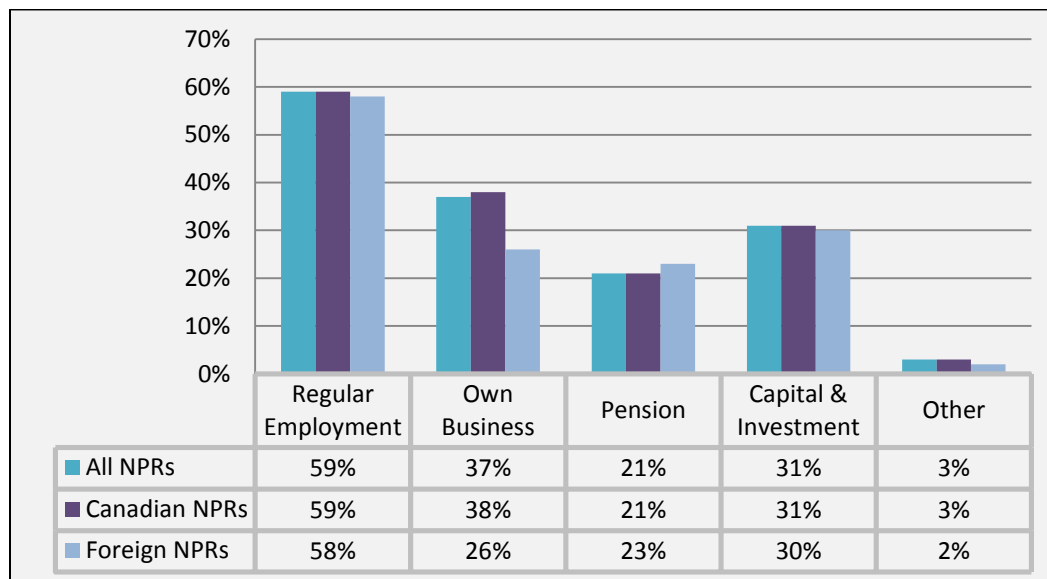


Fig. 7 also shows that Canadian and foreign NPRs sources of income were very similar except for the *own business* category. Twelve percent (12%) more Canadian NPRs own their business compared to foreign NPRs. This may help explain why Canadian NPRs had higher incomes than foreign NPRs (see discussion above).

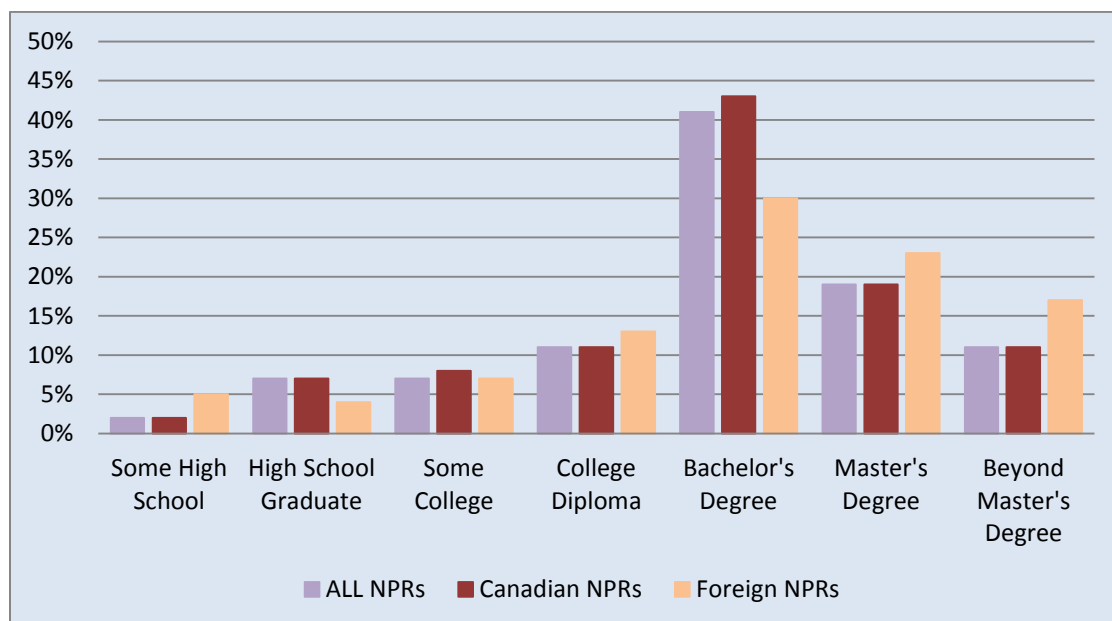
<sup>3</sup> For surveys and research indicating that many part-time and permanent amenity migrants are not affluent, see especially Halfacree 2008, Mattaritta-Escante 2008, Glorioso and Moss 2010.

### 3.1.3 Education

Fig. 8 shows that 82% of the NPRs had a post-secondary certificate, diploma or degree. Eleven percent (11%) had college diplomas, 41% had bachelor's degree and 30% had post-graduate degrees. Although 13% more Canadian NPRs had bachelor's degree compared to the foreign NPRs, the latter had more post-graduate education than the former (40% compared to 30%).

The 2006 Statistics Canada Census indicates that there were 20% more NPRs who had post-secondary education compared with Canmore permanent residents. Limited information indicates this condition is typical of high amenity locations in North America.

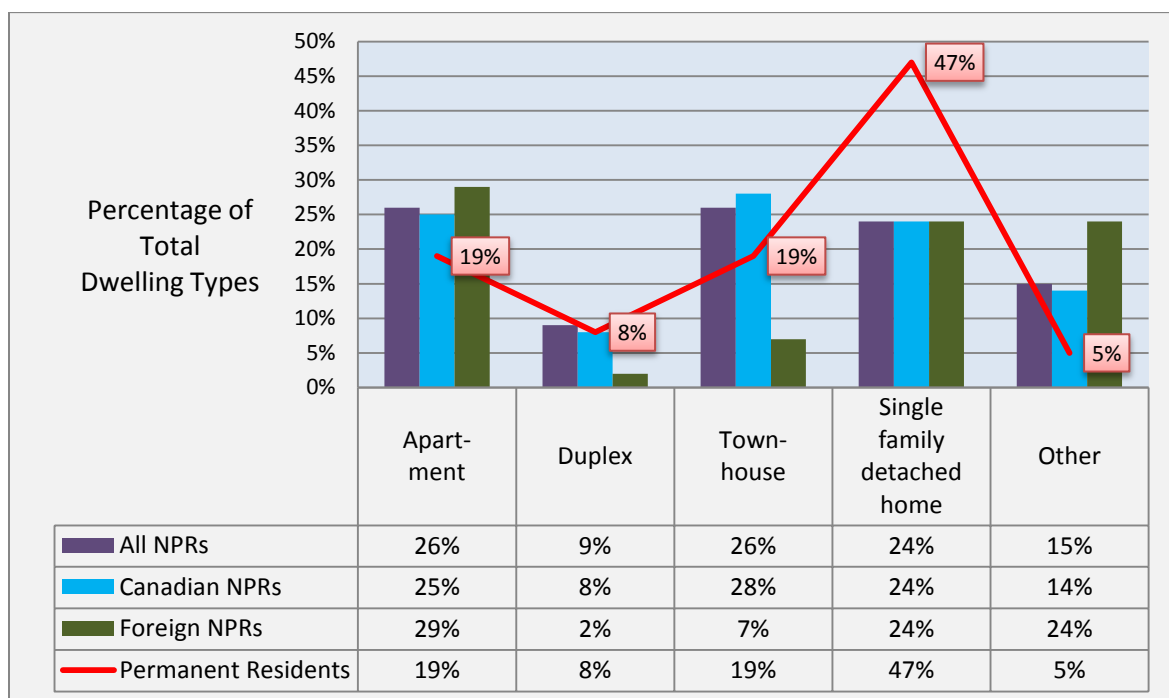
**Figure 8:** Canmore Non-permanent Residents Highest Educational Attainment



### 3.2 Household and Property Characteristics and their Current and Future Use

Canmore's non-permanent resident households owned an average of one residence in Canmore and one elsewhere. Townhouse was the most common dwelling type for Canadian NPRs (28% of NPRs total dwelling types), while an apartment was the most typical for foreign NPRs (29%) (Fig.9).

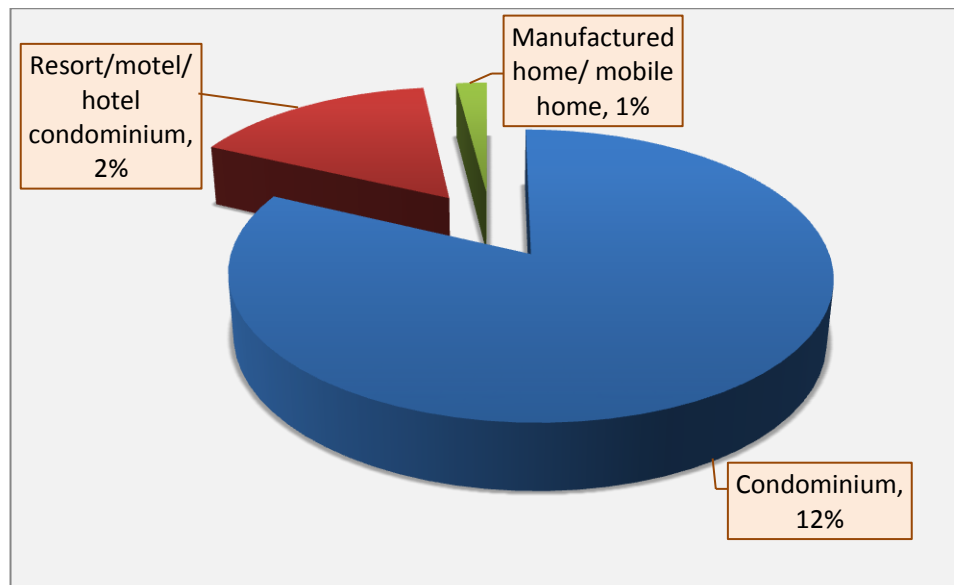
**Figure 9:** Canmore Non-Permanent Residents' Dwelling Types



Both percentages would likely be higher if the 12% of household respondents who chose *other* (15%, Fig. 9) and then specified *condominium* as their type of dwelling had understood that a condominium is a form of ownership and not a dwelling type (Fig. 10). This choice was more pronounced among the foreign NPRs with 24% of them specifying *condominium* as their dwelling type.



**Figure 10:** Breakdown of 15% “Other Dwelling Types” of Canmore Non-permanent Residents

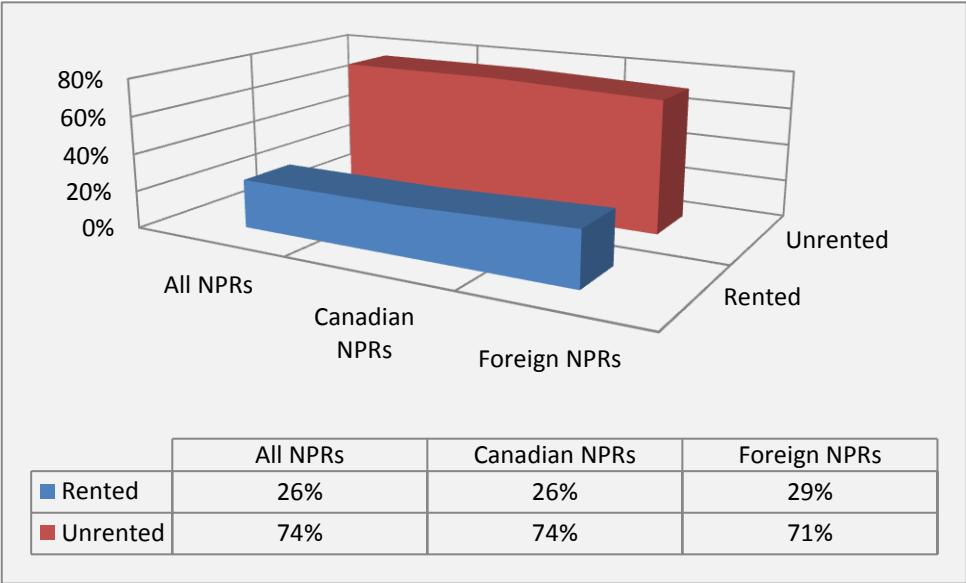


The household survey indicated that 24% of Canmore’s NPRs owned *single family detached homes*, compared with 47% of permanent residents owning *single family detached homes* (2011 Canmore Census) (Fig. 9).

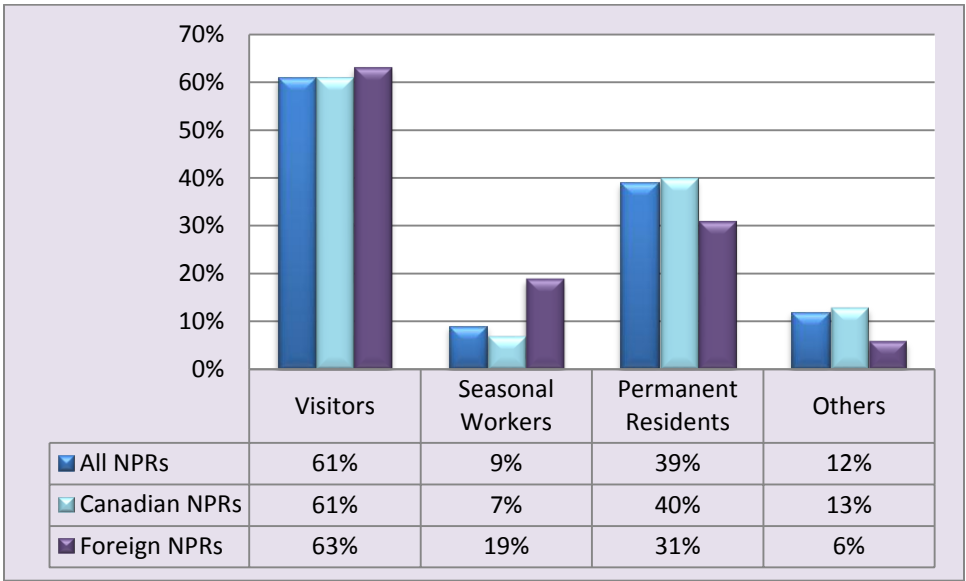
Of the residences owned by Canmore’s non-permanent residents, 26% were used by persons other than their *family and friends*. As shown in Fig. 11, there is not much difference in the number of Canadian and foreign NPRs renting out their Canmore residences (26% and 29% respectively).

Of the 26% rented NPR residences, 61% were rented to *visitors*, 9% to *seasonal workers*, 39% to *permanent residents* and 12% to *others* (such as home exchange, co-workers, athletes and friends of their friends) (Fig.12). This structure seems similar for Canadian and foreign NPRs, however foreign NPRs renting their homes to *seasonal workers* was

**Figure 11:** Percentage of Canmore NPR Homes Rented and Unrented



**Figure 12:** Renters of Non-permanent Residents Second Homes



more than twice that of Canadian NPRs. Yet, this had little effect in the number of days Canadian and foreign residences were occupied. The household survey indicates that Canadian NPRs residences were rented at an

average of 108 days in a year, compared to 97 days for foreign NPRs residences. In contrast, NPR residences used only by property owners' *family and friends* was occupied much shorter at 42 days in a year. Therefore, 74% of NPR residences were occupied a little over a month each year.

The above result suggests a high vacancy rates during off-peak season and high turn-over by renters (especially by *visitors* and *seasonal workers*). In the opinion of some KIs this is problematic for Canmore permanent residents, especially for older people and young families. They said that children could not play alone outside because either there are no people around to see what is happening or they do not know their neighbours (particularly because they keep changing, and so thus little is known about them). Some similar NPRs sentiment can be read in Appendix E. In relevant literature, the high percentage of uninhabited or unoccupied second homes is commonly identified as negatively impacting community life (Mitsch Bush 2006, Chipeniuk and Rappaport 2008, Thompson 2006, Zukiwsky 2010).

The median household size of total NPR respondents was 3, which was higher than the permanent residents' median household size of 2 (2011 Canmore Census). At the same time the Canadian NPRs median household size was twice that of the foreign NPRs household size; 4 and 2 persons respectively. This significant difference in household size may be attributed to more Canadian residences being multi-household and multi-generational compared to foreign ones. In turn this may be due to ease and lower cost of access for Canadians compared to foreign NPR households. For example as discussed above, 53% of Canadian NPR households lived in Calgary, and another 18% lived in Edmonton (Fig. 5). Comparing the annual average days of stay of these two NPR households, they were found to be almost the same; 56 and 55 days per annum respectively (Table 3). This may be

partially explained by the Canadians being predominantly weekenders and the foreign NPRs seasonal (Table 4).

**Table 3:** Time Spent in Canmore Per Year by Non-permanent Residents

Length of Stay in Canmore Residence	All NPRs		Canadian NPRs		Foreign NPRs	
	Frequency	% Total	Frequency	% Total	Frequency	% Total
Rarely <sup>4</sup>	42	7%	39	8%	3	5%
1-2 weeks	60	11%	54	11%	6	11%
2-4 weeks	66	12%	56	11%	10	18%
1-2 months	149	26%	136	27%	13	24%
2-4 months	159	28%	145	28%	14	25%
4-6 months	60	11%	53	10%	7	13%
>6 months	15	3%	15	3%	0	0%
No Answer	17	3%	15	3%	2	4%
Total	568	100%	513	100%	55	100%

**Table 4:** Canmore Non-permanent Residence Type

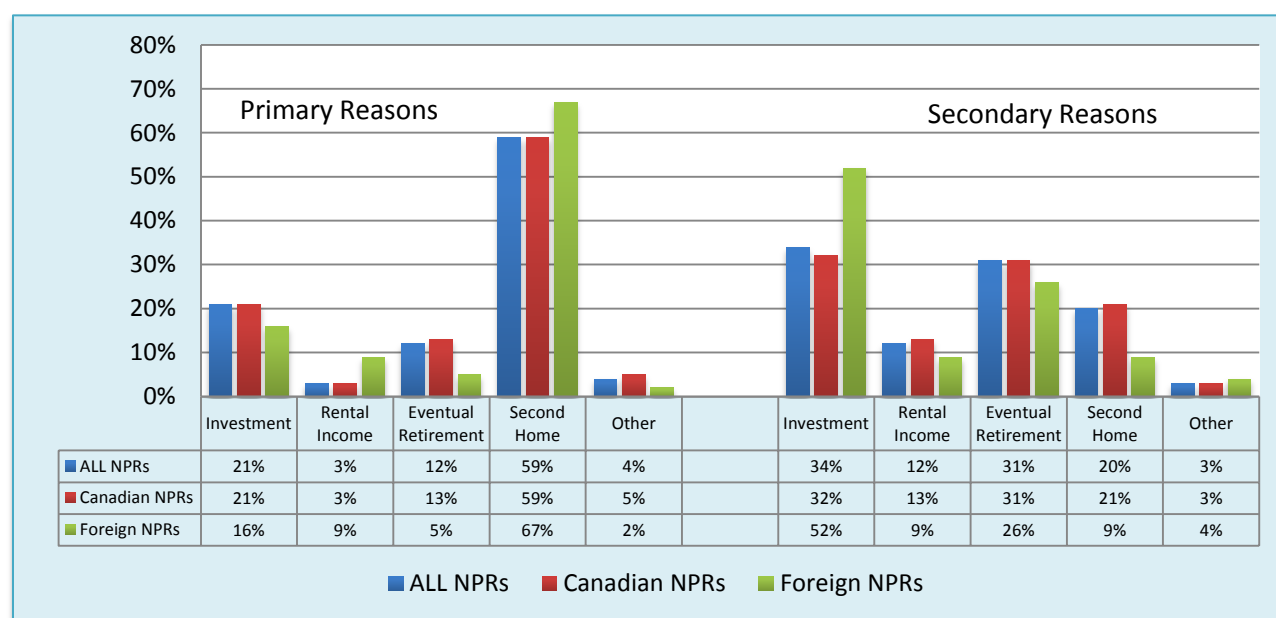
Non-permanent Resident Types	Seasonal Use		Weekend and Holiday Use		Other Use	
	Frequency	% Total	Frequency	% Total	Frequency	% Total
All NPRs	115	20%	347	61%	116	20%
Canadian NPRs	78	15%	338	66%	107	21%
Foreign NPRs	37	67%	9	16%	9	16%

The household survey shows that NPRs have owned their homes in Canmore for at least 8 years; 8 years for Canadians and 7 years for foreign NPRs. While the primary reason for owning a property in Canmore for both Canadian and foreign NPRs were to *use it as a second home* (59% and 67%

<sup>4</sup> This category was *rarely or never* in the questionnaire. *Never* was dropped here because these owners were actually not non-permanent residents of Canmore.

respectively), their secondary motivations differed. Canadians' secondary motivation was almost tied between *investment* (32%) and *eventual retirement* (31%), while foreign NPRs' was *investment* (52%) followed by *eventual retirement* (26%) (Fig. 13).

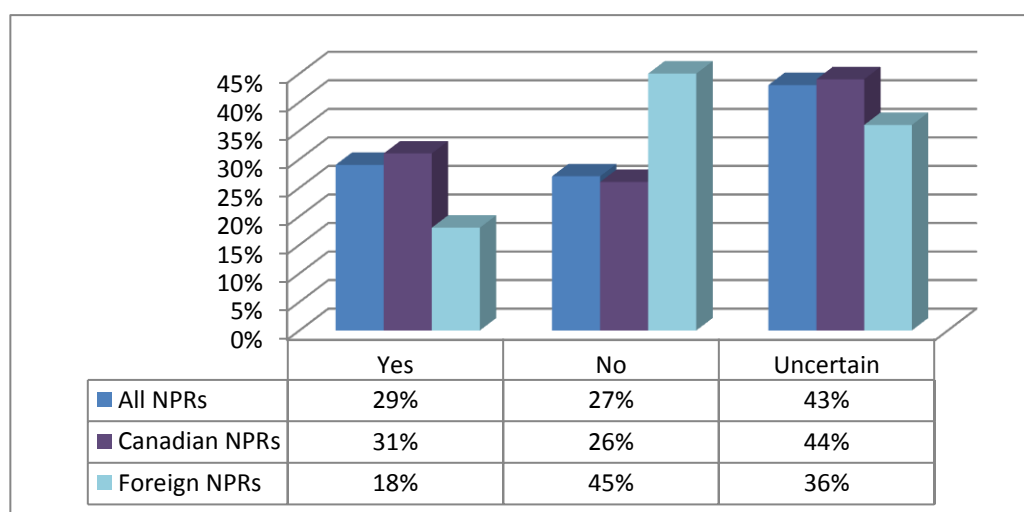
**Figure 13:** Non-permanent Residents Reasons for Owning Property in Canmore



This result corresponds with a follow-up question on retiring in their Canmore residence. Only 18% of foreign NPRs stated they intended to retire there, compared with 31% of Canadian NPRs. A high percentage of all NPRs were *uncertain* if they would retire in Canmore; 44% Canadians and 36% foreign NPRs (Fig. 14). Of the 32% who answered *other* for reason not to retire to Canmore, 10% specifically stated *family, friends & community ties at primary residence/proximity of primary residence to other family members*, and 9% stated *future uncertainty/ too far out into the future* (Table 6 & 7). While both Canadian and foreign NPRs' first reason for not retiring to Canmore was *comfortable in primary residence* (55% and 40%

respectively), their second reasons were very different. Canadian NPRs thought that *climate* (18%) was a major factor for not retiring to Canmore, while the foreign ones stated *difficulty in acquiring a visa* (36%) (Table 6).

**Figure 14:** Non-permanent Residents Reasons for Not Retiring in Their Canmore Residence



**Table 5:** Non-permanent Residents Reasons for Not Intending to Retire in Canmore Residence

REASONS	ALL NPRs		Canadian NPRs		Foreign NPRs	
	Frequency	% Total	Frequency	% Total	Frequency	% Total
a) Limited employment opportunities appropriate to my education/skills	35	9%	32	9%	3	7%
b) Higher cost of living	43	11%	41	12%	2	4%
c) Limited quality & choice of schools (e.g. private, special needs)	1	0%	1	0%	0	0%
d) Limited health care facilities and services	20	5%	18	5%	2	4%
e) Limited housing	13	3%	11	3%	2	4%

REASONS	ALL NPRs		Canadian NPRs		Foreign NPRs	
	Frequency	% Total	Frequency	% Total	Frequency	% Total
<i>options and other services for seniors</i>						
<i>f) Difficult to obtain longer-term resident or retirement visa</i>	20	5%	4	1%	16	36%
<i>g) Climate</i>	71	18%	63	18%	8	18%
<i>h) Comfortable in primary residence</i>	214	53%	196	55%	18	40%
<i>i) Other</i>	129	32%	114	32%	15	33%

**Table 6:** Details of “Other” Reasons for Not Retiring to Canmore (referring to Table 5 above)

OTHER REASONS	FREQUENCY	%
<i>a) Family, friends &amp; community ties at primary residence/proximity of primary residence to other family members i.e. children &amp; grandchildren.</i>	39	10%
<i>b) Future uncertainty/ too far out into the future</i>	35	9%
<i>c) Will remain multiple dweller &amp; use Canmore residence as part-time dwelling</i>	15	4%
<i>d) Canmore residence unsuitable for retirement/ permanent dwelling (i.e. By-laws limiting no. of days of stay, multiple level building, too small, or bought for investment only)</i>	12	3%
<i>e) Lack of big city amenities, comfort &amp; convenience (ie. airport)</i>	7	2%
<i>f) Canmore never an option. Will retire somewhere else (i.e. BC Coast)</i>	7	2%
<i>g) Lack of natural &amp; cultural amenities (no lake or ocean nearby, limited Jewish life, lack of indoor activities, arts)</i>	5	1%
<i>h) Spouse does not agree</i>	3	1%
<i>i) Taxation &amp; other economic considerations</i>	3	1%
<i>j) Does not like what's happening in Canmore (Big Box, property values dropping)</i>	2	0.5%
<i>k) Ease of integration &amp; acceptance in Canmore community</i>	2	0.5%
<i>l) Not a Canadian citizen.</i>	2	0.5%
<i>m) Too small/ too slow of a lifestyle</i>	2	0.5%
<i>n) Business located at the primary residence</i>	1	0.2%
<i>o) Lack of public transportation</i>	1	0.2%

OTHER REASONS	FREQUENCY	%
p) <i>Less sun in Canmore</i>	1	0.2%
q) <i>Primary residence only an hour away from Canmore so no reason to move.</i>	1	0.2%
r) <i>Rail/road noise</i>	1	0.2%

### **3.3 Economic Impacts**

This section of the report focuses on the NPRs' economic impacts on Canmore. As it deals with specific monetary values, particular care should be taken when extrapolating from median expenditures of the surveyed NPR households to the total NPR households owning property in Canmore <sup>5</sup>.

#### **3.3.1 Residential Maintenance Expenditure**

Seventy-two per cent (72%) of NPRs employed a local person or firm to assist them with their properties. More foreign NPRs employed these people than Canadians; 85% compared with 71%. However, taking into account the comparative size of the two groups, the impact of Canadian NPRs was almost 9 times that of foreign.

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<sup>5</sup> The Town of Canmore counts all out-of-town addresses to which property tax notices are sent as non-permanent residents. Therefore, the Town's NPR property tax roll includes ones who are likely not non-permanent residents, such as: 1) permanent residents with mailing addresses outside Canmore; 2) corporations and companies who own properties in Canmore; 3) rental property owners who don't reside part-time or occasionally in Canmore; and 4) duplicate households such as husband and wife each owning a property in Canmore or a single household owning multiple properties in Canmore. To estimate the number of eligible non-permanent households in Canmore, we tried to eliminate property owners no. 1-4 above in the Canmore property tax roll based on the household survey result. The result was 2,600 NPR households. However, caution should be applied in using this value as our purpose here is to provide a benchmark.



Allowing for multiple responses, the 3 most used local services were *property management* (59%), *maintenance services covered under condominium fees* (43%) and *repairs and renovation* (43%) (Table 7). Their estimated median annual expenditure on all these services was \$2,869; \$2,748 for Canadians and \$4,088 for foreign. If these amounts were prorated over only the average number of days per year NPR households reside in Canmore, the expenditures were \$52/day; \$49/day for Canadians and \$74/day for foreign.

**Table 7:** Services Canmore Non-permanent Residents Use For Their Canmore Properties

SERVICE	FREQUENCY OF USE (%)		
	ALL NPRs	CANADIAN NPRs	FOREIGN NPRs
<i>a) Property management</i>	59%	58%	68%
<i>b) Cleaning service</i>	39%	37%	49%
<i>c) Security service</i>	27%	24%	27%
<i>d) Concierge service</i>	12%	12%	15%
<i>e) Lawn maintenance</i>	20%	20%	26%
<i>f) Snow removal</i>	35%	33%	47%
<i>g) Maintenance services covered under condominium fees</i>	43%	43%	40%
<i>h) Window cleaning service</i>	34%	32%	47%
<i>i) Repairs and renovation</i>	43%	42%	51%
<i>j) Other [responses cannot be grouped; too different from each other]</i>	8%	9%	6%

The considerable difference in amount (39%) between domestic and foreign NPRs may indicate two conditions: Canadians provided for their own needs compared with foreign NPRs, and/or foreign NPRs paid more for services. For 8 out of the 9 services, foreign NPRs used/employed more local people/firms than their domestic counterpart (see Table 8 above). Nonetheless, the 363 Canadian household respondents contributed to Canmore economy an estimated sum of \$997,524 in one year compared to

the \$192,136 of 47 foreign household respondents. Extrapolating this result to the total Canmore NPR households gave an estimate of \$5,563,812<sup>6</sup> total NPR household contribution to the Canmore economy in one year for these services.

For comparison, other empirical studies on second homes suggest similar economic impact. *Francese* (2003) investigated the economic impacts of multi-dwellers in the USA and concluded that they spent far above average homeowners on hiring people to care for their properties. In addition, he also found out that “people with two homes spend, on average, five times as much as those with one home on, among other things, lawn care, home security, pest control and house cleaning” (p.2). *Jansson* and *Muller* (2003) in their longitudinal study of Swedish second home owners found out that repairs and maintenance of second homes are the most important economic activity of second home owners (quoted in *Marjavaara* 2008).

### *3.3.2 Purchase of Goods and other Services*

As shown in Table 8, survey respondents were asked to rate their frequency of purchase and/or use of 10 goods and services in Canmore. The rating scale used was a 5-point Likert scale: *1=Never; 2=Rarely; 3=Sometimes; 4=Often; and 5=Regularly*. Results indicate that NPRs had “often” bought *groceries* and also ate in *restaurants* “often”. They “sometimes” went to *pubs and bars* and bought *clothing*. But they “rarely”

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<sup>6</sup> Assumptions from survey results: 1) total of 2,236 Canadian and 364 foreign NPR households in Canmore; 2) 70% Canadian and 85% foreign NPR households used local person/firm in maintaining their Canmore residences; 3) median annual household expenditure for Canadian was \$2,748 and \$4,088 for foreign NPRs. Also see footnote #5.

bought *building and hardware materials, sports equipment, arts and entertainment, interior décor and furniture*, and almost “never” bought *electronics*.

**Table 8:** Goods and Services Purchased and Used by Canmore Non-permanent Residents

GOODS & SERVICES	FREQUENCY OF PURCHASE/USE 1=Never; 2=Rarely; 3=Sometimes; 4=Often; and 5=Regularly		
	ALL NPRs	CANADIAN NPRs	FOREIGN NPRs
a) Groceries	4.53	4.50	4.80
b) Clothing	3.06	3.06	3.06
c) Sports equipment	2.87	2.83	3.23
d) Arts & entertainment	2.63	2.59	2.96
e) Building & hardware (including construction materials for building & renovations)	2.97	2.94	3.23
f) Interior décor	2.38	2.35	2.72
g) Furniture (office & home)	2.22	2.19	2.55
h) Electronics	1.70	1.64	2.32
i) Restaurants	4.20	4.19	4.31
j) Pubs/Bars	3.13	3.12	3.22
k) Other [negligible no. of respondents]	4.33	4.29	5.00

Their median annual household expenditure for all the goods and services purchased and used was \$2,007 (\$1,619 for Canadians and \$2,420 for foreign NPRs), or \$29/day in residence for Canadians and \$44/day for foreign NPRs). Reasons for the 40% difference between domestic and foreign NPRs expenditure is not obvious. Although t-test (Appendix D, Part 1) results indicate foreign NPRs purchased more goods and services, they were not significant enough to make such difference. One explanation could be that foreign NPRs bought more expensive goods or ate in more expensive restaurants compared to Canadian NPRs. Another possibility is that most foreign NPRs were in Canmore during the high season when prices tend to be higher, while the Canadian NPRs stays were more equally distributed

throughout the year. This seems to be supported by Canadian NPRs typically being week-enders while foreign NPRs were seasonal.

*Bohlin* (1982) in a study comparing Canadian and Swedish second home owners' local spending on goods and services posited that the shorter distances between the second home and the primary home reduces the local spending by the second home owners. Conversely, longer distances between the primary home and the second home restrict the opportunity to buy the necessary goods for the weekend visit at the owners' primary residence due to limited transportation capacities (quoted in Marjavaara 2008).

In sum the household survey indicates that Canadian (487 households) and foreign NPRs (53 households) contributed to Canmore economy by purchasing goods and services worth \$916,713 a year; \$788,453 for Canadians and \$128,260 for foreign NPRs. Based on this result, the total NPR households yearly contribution to Canmore economy was estimated at \$4,293,016<sup>7</sup>.

### *3.3.3 Amenities and Facilities Use and Expenditure*

Table 9 shows 12 amenities and public and private Canmore facilities that household respondents rated the frequency of their use. Using a 5-point Likert scale again (see Section 3.3.2 above), none of the amenities and facilities identified in the survey were used often by NPRs, except for *trails/parks*. They sometimes went to *events and festivals*, rarely used the *Nordic Centre*, *art museums/galleries* and *golf courses*, and almost never used the *skate board park* and *seniors programming*.

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<sup>7</sup> Assumptions from NPR respondent results: 1) 95% of total NPR households purchased and used goods and services listed in Table 8; and 2) median annual household expenditure for Canadians was \$1,619 and \$2,420 for foreign NPRs.

**Table 9:** Non-permanent Residents Use of Canmore Amenities and Facilities

AMENITIES & FACILITIES	FREQUENCY OF USE <i>1=Never; 2=Rarely; 3=Sometimes; 4=Often; and 5=Regularly</i>		
	ALL NPRs	CANADIAN NPRs	FOREIGN NPRs
<i>a) Trails/ parks</i>	4.06	4.06	4.04
<i>b) Art museums/ galleries</i>	2.46	2.43	2.75
<i>c) Events/ festivals</i>	2.92	2.89	3.20
<i>d) Golf courses</i>	2.14	2.11	2.38
<i>e) Nordic Centre</i>	2.69	2.69	2.65
<i>f) Spas</i>	1.69	1.68	1.84
<i>g) Swimming pools</i>	1.80	1.79	1.87
<i>h) Gym/ fitness centres</i>	1.60	1.57	1.91
<i>i) Skateboard park</i>	1.10	1.09	1.18
<i>j) Library</i>	1.80	1.71	2.62
<i>k) Hospital</i>	1.68	1.70	1.50
<i>l) Senior's programming</i>	1.09	1.08	1.27
<i>m) Other [negligible no. of respondents]</i>	4.13	4.17	3.83

Their estimated expenditure for using the amenities and facilities listed in Table 9 was \$592 per year per household (\$488/year for Canadian NPRs and \$582 for foreign NPRs) or \$266,644 in a year. Extrapolating this result to the Canmore total NPR households yielded an estimated amount of \$1,248,360.

NPRs use of the above amenities and facilities by NPRs seemingly had little significance for the Town's economy. However, if we consider KIs opinion on this matter, then it had a greater impact. Some KIs thought that NPRs property tax, which helps pay for public/municipal infrastructure, benefits permanent residents more than NPRs because they don't use them often. Without NPRs tax permanent residents' property tax would be higher in order to enjoy the same level of comfort and convenience. From a study

conducted in the USA by *Anderson* (2004 and 2006) on the issue of property tax of second home owners, he suggested that full time residents in communities with significant number of second homes may pay a smaller share of the local costs of public spending. The same conclusion was reached by *Hadsell and Colarusso* (2009) investigating the impacts of seasonal homes on local property tax in New York State, which has the largest number of seasonal homes in the northeast of the US. They suggested that this finding is most statistically significant in smaller and rural towns.

On the other hand, studies on this subject suggest that property taxes obtained from recent land developments are often inadequate to cover long-term servicing and infrastructure costs, yet municipalities had to provide these services in order to attract and keep their non-permanent residents (*Mazon 2006, Buxton 2008, Fodor 2009*).

#### *3.3.4 Professional Services Use and Expenditure*

The Canmore household survey results indicate that of the 10 professional services NPRs rated to identify which ones they typically use, none were used “often” or “regularly” by NPRs. Using the Likert scale (Table 11), the highest rating for professional services was tied between “never” and “rarely” for *medical doctor and other health practitioners*. However, foreign NPRs “considerably used” the services of an *insurance agent* compared to Canadian NPRs. In addition, t-test results also indicated that they used more the services of an *accountant/bookkeeper* and *legal services* compared to the Canadian NPRs. See Table 11 for difference in average ratings. This result is expected since one tends to use professional services where they have more access to them, as in their primary residence location. It is likely that foreign NPRs had less choice while in their Canmore

residence than Canadians if wanting professional services. Therefore, while 60% of Canadian NPR households used professional services in Canmore, 85% of foreign NPRs did so.

**Table 10:** Professional Services Purchased/Used by Non-permanent Residents

PROFESSIONAL SERVICES	FREQUENCY OF USE <i>1=Never; 2=Rarely; 3=Sometimes; 4=Often; and 5=Regularly</i>		
	ALL NPRs	CANADIAN NPRs	FOREIGN NPRs
<i>a) Accountant/ bookkeeper</i>	1.19	1.12	1.82
<i>b) Medical doctor</i>	1.65	1.64	1.73
<i>c) Dental service</i>	1.12	1.11	1.26
<i>d) Other health practitioners such as acupuncturist, physical &amp; massage therapist</i>	1.65	1.65	1.72
<i>e) Insurance agent</i>	1.45	1.30	2.98
<i>f) Travel agent</i>	1.05	1.05	1.13
<i>g) Legal services</i>	1.30	1.24	1.88
<i>h) Sports/ fitness trainer</i>	1.22	1.21	1.30
<i>i) Art/ music instructor</i>	1.05	1.05	1.02
<i>j) Child care</i>	1.04	1.04	1.00
<i>k) Other [negligible no. of respondents]</i>	3.55	3.48	5.00

The difference in usage (both in quantity and type of services) between Canadian and foreign NPRs is reflected in their respective expenditure. Since Canadian NPRs' most used services were *medical doctor* and *other health practitioners*, whose professional fees were mainly covered by their medical insurance (except perhaps for massages, acupuncture, etc.), Canadian NPRs annual median expenditure was only \$64 compared to \$489 for foreign NPRs. Their combined annual expenditure was \$42,631; \$19,648 Canadian NPRs and \$22,983 for foreign NPRs. Inferring from this

result, all Canmore NPR household expenditures amounted to \$236,925 per year.

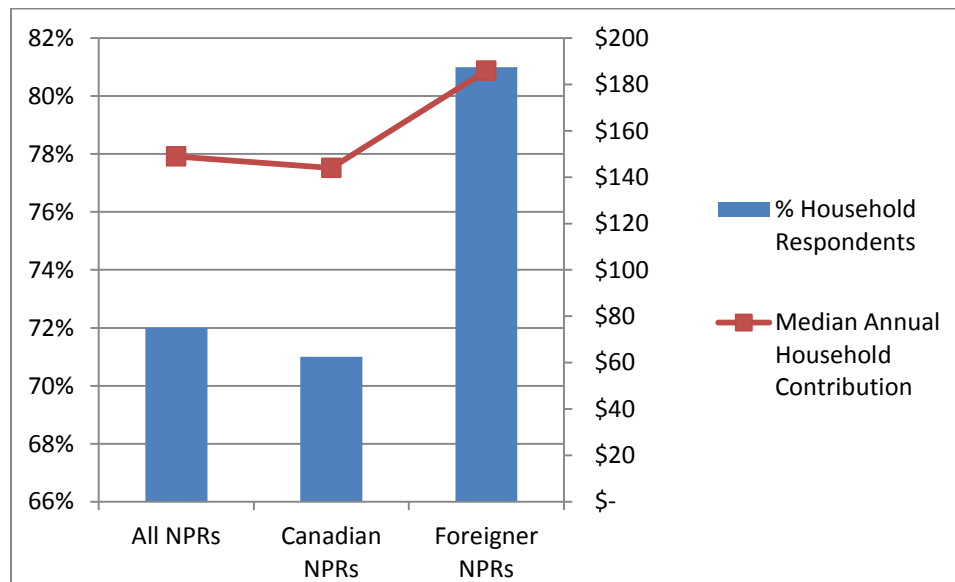
Similar to the amenities and facilities impacts above (Section 3.3.3), NPRs' use of local professional services seems to have a small role in the Town's economy. However, some KIs thought otherwise. Some pointed-out that the jobs NPRs create were lower paying (service sector jobs not professional ones), unsustainable and benefit seasonal workers more than permanent residents. And that one cannot build a career on these jobs. Therefore, permanent residents who are professional and highly skilled had to leave Canmore because they could not find employment appropriate to their education and skills, with higher wages, or enough work to cope with the high cost of living in Canmore. Many KIs thought that permanent residents had to have 2 or 3 different jobs to be able to live in Canmore.

### *3.3.5 Donations to Local Charities and Non-profit Organizations*

Seventy-two percent (72%) of the Town's NPR households donated money to local charities and non-profit organizations in the previous year (Fig. 15). The survey indicated that foreign NPRs tend to donate more than Canadian NPRs; 81% and 71% respectively. NPRs median annual household contribution was \$149.00, with Canadians spending \$144 and foreign NPRS \$186. Together they gave \$50,700 to Canmore's not-for-profit organizations in the previous year. Again extrapolating from these results, Canmore's NPR household total donations to local charities and non-profit organizations led to an estimate value of \$283,582 a year. Some key informants thought that without NPRs contribution or donation to major fund raising events in



**Figure 15:** Non-permanent Residents' Donation to Local Charities and Non-Profit Organizations in Canmore



Canmore, many would not be as successful. According to an all-US multiple homeowners survey, this type of resident contribute four times the average resident to local charities, churches and educational organizations (Francesse 2003). Other, usually non-monetary contributions of the NPRs, is considered below on participation in the Canmore community (Section 3.4).

### 3.3.6 Increase of Private Businesses in Canmore

In relevant literature, high amenity places often wish to attract non-permanent and permanent residents as they can bring capital with them. Some KIs thought that it is also true for Canmore, but that there is a need to attract more businesses. Out of 36% NPR household respondents who were business owners, 41% stated they would consider moving their businesses to Canmore. Another 37% stated they would move if certain conditions were met, such as *affordable rent for commercial properties* (28%), *wireless community Internet access* (28%) *lower property taxes*

(26%), *appropriate commercial spaces* (23%) and *appropriate Internet bandwidth Internet access* (21%) (Table 11).

**Table 11:** Conditions for Non-permanent Residents Business Owners to Move Their Businesses to Canmore

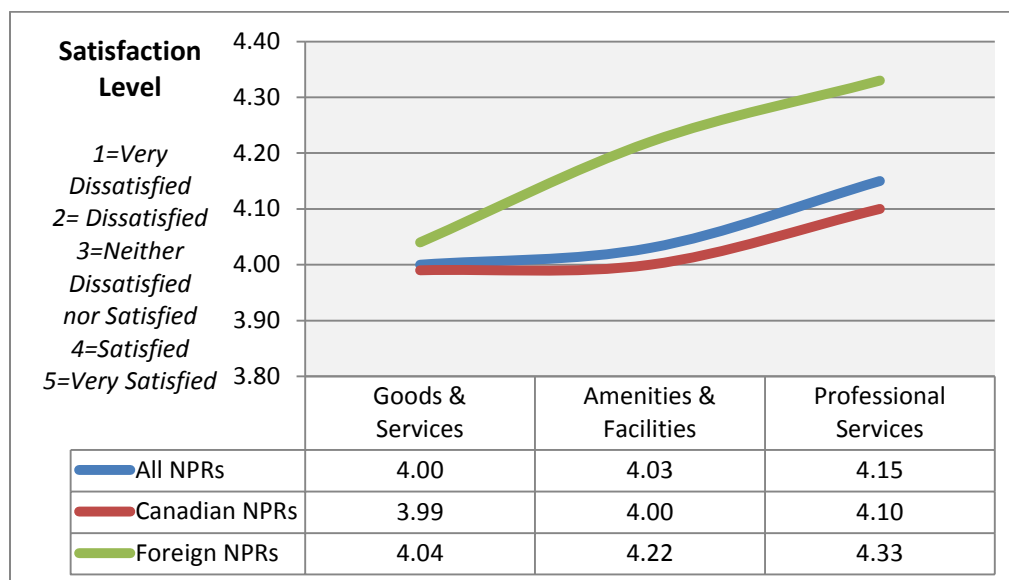
CONDITIONS	ALL NPRs
<i>a) Appropriate commercial spaces</i>	23%
<i>b) Affordable rent for commercial properties</i>	28%
<i>c) Lower property taxes</i>	26%
<i>d) Supply of appropriate labour</i>	7%
<i>e) Greater flexibility from my current employer</i>	14%
<i>f) Less regulations on land use zoning</i>	9%
<i>g) Lower cost housing</i>	12%
<i>h) Potential employment for spouse</i>	12%
<i>i) Adequate Internet bandwidth access</i>	21%
<i>j) Wireless community Internet access</i>	28%
<i>k) Other</i>	
• <i>Larger population base</i>	14%
• <i>Availability of common rental &amp; meeting offices</i>	2.3%
• <i>More business support services</i>	2.3%

### 3.3.7 Future demand for infrastructure and professional services

The survey results imply that within the next 5 years (2012-2016), 5% of NPR households would be retiring in Canmore and another 7% within the following 5 years (2017-2021). Therefore, this existing source will likely add a small increase to use of public and private infrastructure, amenities and services in Canmore.

Non-permanent residents' little or infrequent use of amenities, facilities (Section 3.3.3) and professional services (Section 3.3.4) does not seem to stem from their dissatisfaction with them. As shown in Fig. 16, in general NPRs were satisfied with the facilities and services they purchased or used.

**Figure 16:** Non-permanent Resident Comparative Satisfaction Level for Purchasing Consumer Goods and Services



Further, when asked what additional amenities and facilities they would like to have in Canmore, 22% stated they were *satisfied with available physical amenities, can't think of any or none* (Table 12). In total, 49% of the total survey respondents could not think of additional amenities and facilities they would like to have in Canmore. Of those who did respond, a *movie theatre* topped the list (30%) (Table 12). A few KIs had also identified a *movie theatre* as an additional amenity they would like to have in Canmore, but added that Banff is only a 20-minute drive from Canmore.

**Table 12:** Additional Amenities and Facilities  
(in addition to amenities and facilities listed in Table 11 above)

ADDITIONAL AMENITIES AND FACILITIES	FREQUENCY (228 Respondents)	%
<i>Movie theatre</i>	69	30.3%
<i>Satisfied with available physical amenities/ Can't think of any/ None.</i>	50	21.9%

ADDITIONAL AMENITIES AND FACILITIES	FREQUENCY (228 Respondents)	%
<i>Recreation centre (looking forward to)</i>	15	6.6%
<i>Indoor children/youth (play) centre</i>	7	3.1%
<i>Big Box store ie Canadian Tire, Costco, Sears</i>	6	2.6%
<i>Performing arts centre (including concert hall &amp; live theatre)</i>	5	2.2%
<i>Bowling alley</i>	3	1.3%
<i>Hot springs/ spa</i>	3	1.3%
<i>Off-leash area (with water access)</i>	3	1.3%
<i>TD Canada Trust branch</i>	3	1.3%
<i>Water park</i>	3	1.3%
<i>Book store</i>	2	0.9%
<i>Indoor walking and running track/facilities</i>	2	0.9%
<i>Multiplex centre (looking forward to the opening)</i>	2	0.9%
<i>Multi-use community centre</i>	2	0.9%
<i>No more Big Box stores</i>	2	0.9%
<i>Rock climbing wall</i>	2	0.9%
<i>Airport for small aircraft</i>	1	0.4%
<i>Casino</i>	1	0.4%
<i>Chess/ bridge club</i>	1	0.4%
<i>Don't need a gym in the new multiplex</i>	1	0.4%
<i>Downhill ski, mountain bike &amp; jum park</i>	1	0.4%
<i>Pickle ball area</i>	1	0.4%
<i>Rifle range</i>	1	0.4%
<i>Running room store</i>	1	0.4%
<i>Single detached homes with big gardens</i>	1	0.4%
<i>Small strip mall or food stores at higher elevations</i>	1	0.4%
<i>Squash court</i>	1	0.4%
<i>55+ housing</i>	1	0.4%
<i>Improve existing facilities &amp; services</i>		
<ul style="list-style-type: none"> <li>trails including bike trails (Canmore-Banff) &amp; snowshoe dedicated trails</li> </ul>	17	7.5%
<ul style="list-style-type: none"> <li>public transportation (Canmore-Banff-Calgary-ski hills)</li> </ul>	10	4.4%
<ul style="list-style-type: none"> <li>restaurants (especially children-oriented &amp; wheelchair accessible), cafes, bars (i.e. ice bar)</li> </ul>	10	4.4%
<ul style="list-style-type: none"> <li>gym/fitness centre including weights training program</li> </ul>	9	3.9%
<ul style="list-style-type: none"> <li>golf courses (cheaper, easier access &amp;</li> </ul>	7	3.1%

ADDITIONAL AMENITIES AND FACILITIES	FREQUENCY (228 Respondents)	%
more choices including a public golf course & Three Sisters)		
• swimming pool (indoor/outdoor; public/commercial)	6	2.6%
• library	5	2.2%
• skating rink(indoor/outdoor; public/commercial)	5	2.2%
• more children/youth oriented activities	4	1.8%
• cheaper massages/ spas	2	0.9%
• public tennis courts	2	0.9%
• shops that cater to basic household items & ordinary clothing	2	0.9%
• yoga studios	2	0.9%
• additional long-term care for seniors with conditions ie dementia & Alzheimer's	1	0.4%
• discount on Park passes	1	0.4%
• easier x-country run at the Nordic Centre	1	0.4%
• enhanced recycling program	1	0.4%
• Greyhound bus stop (build warm shelter, phone system directly connected to Greyhound, making bus schedules available/easily accessible)	1	0.4%
• larger organic food store	1	0.4%
• more outdoor activities	1	0.4%
• no fees for entering Banff National Park	1	0.4%
• parking lots @ dog off-leash & trail hiking spots	1	0.4%
• road up to top of Rundle to cut down dust in town area	1	0.4%
• seniors program especially exercise	1	0.4%

Regarding additional professional services NPRs would like to have in Canmore, of the 72 respondents who answered the question, 76% replied *no/none/not applicable* (Table 13). Adding these to the respondents who did not reply to this question indicates that 97% of NPRs had not thought of additional professional services they would like to have in Canmore.

**Table 13:** Additional Professional Services  
(in addition to professional services listed in Table 12 above)

ADDITIONAL PROFESSIONAL SERVICES	FREQUENCY (72 Respondents)	%
<i>No/None/Not applicable</i>	55	76%
<i>Bike/motorcycle rental</i>	2	3%
<i>Cheaper massages/more fitness opportunities</i>	1	1%
<i>Do not use most of these services either at primary or Canmore residence</i>	1	1%
<i>Good esthetics provider (eg laser hair removal, botox, etc.). Current ones are average at best.</i>	1	1%
<i>Investment advisors &amp; other financial services</i>	1	1%
<i>Local insurance agents</i>	1	1%
<i>Medi-centre</i>	1	1%
<i>More options for child care</i>	1	1%
<i>MRI machine</i>	1	1%
<i>Naturopath</i>	1	1%
<i>Not satisfied</i>	1	1%
<i>Painting workshops (instructional)</i>	1	1%
<i>Regular public/private transportation to Calgary (airport, malls, downtown &amp; hospital)</i>	1	1%
<i>Sports trainers geared towards the needs of weekenders (very permanent residents focused)</i>	1	1%
<i>Vocational support for the disabled (ie job coach)</i>	1	1%

### ***3.4 Community Attachment, Participation and Engagement of Canmore's Non-permanent Residents***

Community attachment, participation and engagement are 3 concepts that are difficult to define because they overlap, particularly in social science literature. Community attachment can be considered “the emotional investment of people in their community”, and can be a motivator for participation in civic affairs (Gooch 2003, Wilmot 2009, Williams and McIntyre 2012). Recent studies show that non-permanent residents are not only attached to their second home communities but also participate, albeit less than permanent residents (Stedman 2006, Matarrita-Cascante et al.

2008, 2010). And while attachment is seen as one predictor (explanatory variable) of participation, engagement can be viewed as “a continuum of participation, ranging from a passive receipt of information, through to self-empowered communities that initiate actions independent of external agents” (Thompson et al. 2009:7). Using these two principles of attachment and engagement in participation this section reports on 1) NPRs social attachment to Canmore, and 2) whether or not, how and to what degree of participation do NPR households engage in Canmore community affairs. Then extrapolating from the finding and interpretation, this section concludes with a profile of “highly participative” (proactive) Canmore non-permanent resident households.

#### *3.4.1 Community Attachment of Canmore Non-permanent Residents*

Results of a factor analysis for measuring NPRs community attachment indicate that in general they were little to moderately attached to Canmore. However, foreign NPRs were considerably more attached compared to Canadian NPRs. See Table 14 for the indicators used and comparative level of attachment, and Appendix D, Part 2 for explanation of the analytical method used.

#### *3.4.2 Community Participation of Canmore Non-permanent Residents*

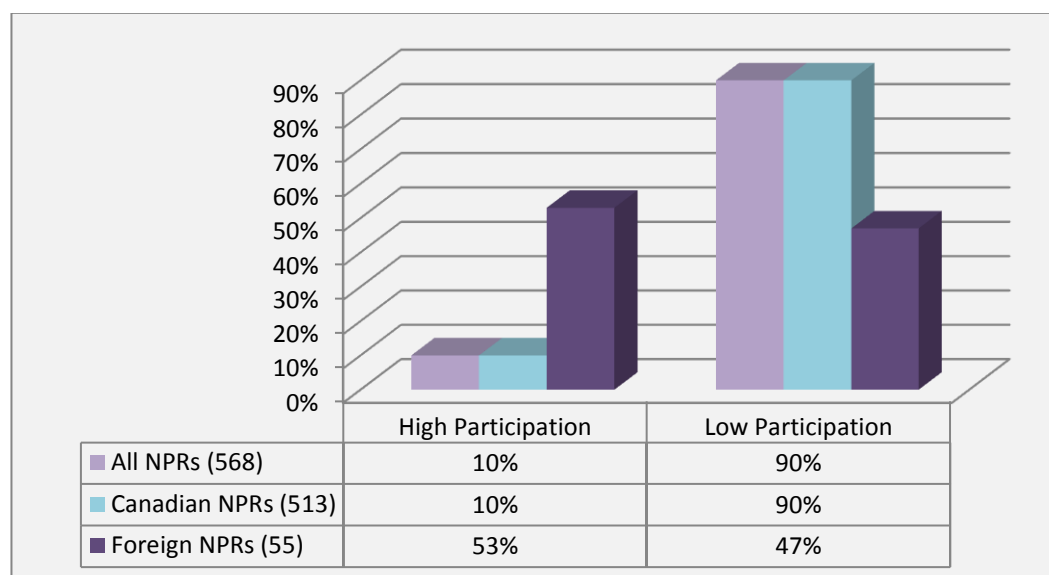
First community participation has been analysed to reflect NPR household respondents’ level of engagement through looking at their behaviour and actions focused explicitly on Canmore. Using factor analysis for measuring their community participation (see Appendix D, Part 2 for this analysis), 10% were found to be highly participative (Fig. 17). Also foreign

NPRs were found to be more participative than Canadian NPRs; 53% and 10% respectively.

**Table 14:** Canmore's Non-permanent Residents Community Attachment

NON-PERMANENT RESIDENT TYPES	COMMUNITY ATTACHMENT INDICATORS (with factor loadings, see Appendix D, Part 2) <i>1=Strongly Disagree, 2=Disagree, 3=Neither Disagree nor Agree, 4=Agree, 5=Strongly Agree</i>						LEVEL OF COMMUNITY ATTACHMENT 1=Not Attached 2=Somewhat Attached 3=Moderately Attached 4=Attached 5=Very Attached
	<i>We feel the community is a real home</i>	<i>People go out of their way to help us</i>	<i>We feel accepted in the community</i>	<i>We feel we belong in the community</i>	<i>We think most people in the community can be trusted</i>	<i>We would feel very sorry if we had to sell our 2<sup>nd</sup> home in Canmore</i>	
All NPRs	2.97	2.85	2.85	2.93	2.86	2.78	<b>2.87</b>
Canadian NPRs	2.95	2.77	2.80	2.90	2.76	2.78	<b>2.82</b>
Foreign NPRs	3.21	3.31	3.41	3.14	3.37	2.97	<b>3.23</b>

**Figure 17:** Comparative Level of Participation of Canmore's Non-permanent Residents





Data was not available to compare the level of community participation of Canmore NPR with its permanent residents. However, the key informant survey suggested that permanent residents participate more in Canmore community activities than non-permanent residents. Relevant to this question, the household survey asked NPRs to compare their participation in their primary residence and in Canmore. Two questions were asked.

The first question asked about their comparative level of participation in Canmore and in their place of primary residence, comparing their level of involvement in community activities and events. Using a Likert scale (*1=Not Active at All, 2=Little Active, 3=Somewhat Active, 4=Active and 5=Very Active*), NPRs rated their level of involvement in Canmore *little active* and *somewhat active* at their primary residence. The results also indicated that 63% of the NPRs had participated more in their primary residence, 28% had participated equally in both communities, and 9% had participated more in Canmore compared to their primary residence.

The second question asked what the reasons were for participating less in Canmore than in their place of primary residence. Using a 5-point Likert scale (*1=Not Important, 2=Of Little Importance, 3=Moderately Important, 4=Important, 5=Very Important*), only two indicators were found to be moderately important: *do not have time as too busy when in Canmore* and *too busy participating at primary residence* (see Table 15).

**Table 15:** Non-permanent Residents Reasons for Being Less Involved in Canmore Community

REASONS	RATING 1=Not Important, 2=Of Little Importance, 3=Moderately Important, 4=Important, 5=Very Important		
	ALL NPRs	CANADIAN NPRs	FOREIGN NPRs
<i>a) Do not have time; too busy when in Canmore.</i>	3.59	3.57	3.85
<i>b) Too busy participating at primary residence.</i>	3.36	3.36	3.39
<i>c) Do not know what's going on.</i>	2.93	2.92	3.08
<i>d) Do not feel accepted and/or welcome in Canmore.</i>	1.99	2.00	1.92
<i>e) No one approaches us to get involved in Canmore.</i>	2.65	2.63	2.84
<i>f) Lack of information about how to get involved.</i>	2.60	2.59	2.73
<i>g) Don't want to get involved.</i>	2.49	2.50	2.33
<i>h) Not interested in community issues in Canmore.</i>	2.20	2.23	1.88
<i>i) Other [negligible no. of respondents]</i>	3.91	3.88	4.00

### 3.4.3 Community Engagement of Canmore Non-permanent Residents

Turning to engagement in the community, a continuum of participation was used from passive to proactive (Fig 18). At the least engaged end of the continuum is “passive” participation in which one-way communication is typical. At the other end of the continuum is “proactive” engagement, characterized by being committed to objectives, forming positive relationships, working collaboratively, and performing equally in decision-making processes (Aslin and Brown 2004, Tamarack Institute Canada 2007, Tindana et al. 2007, Thompson et al. 2009).

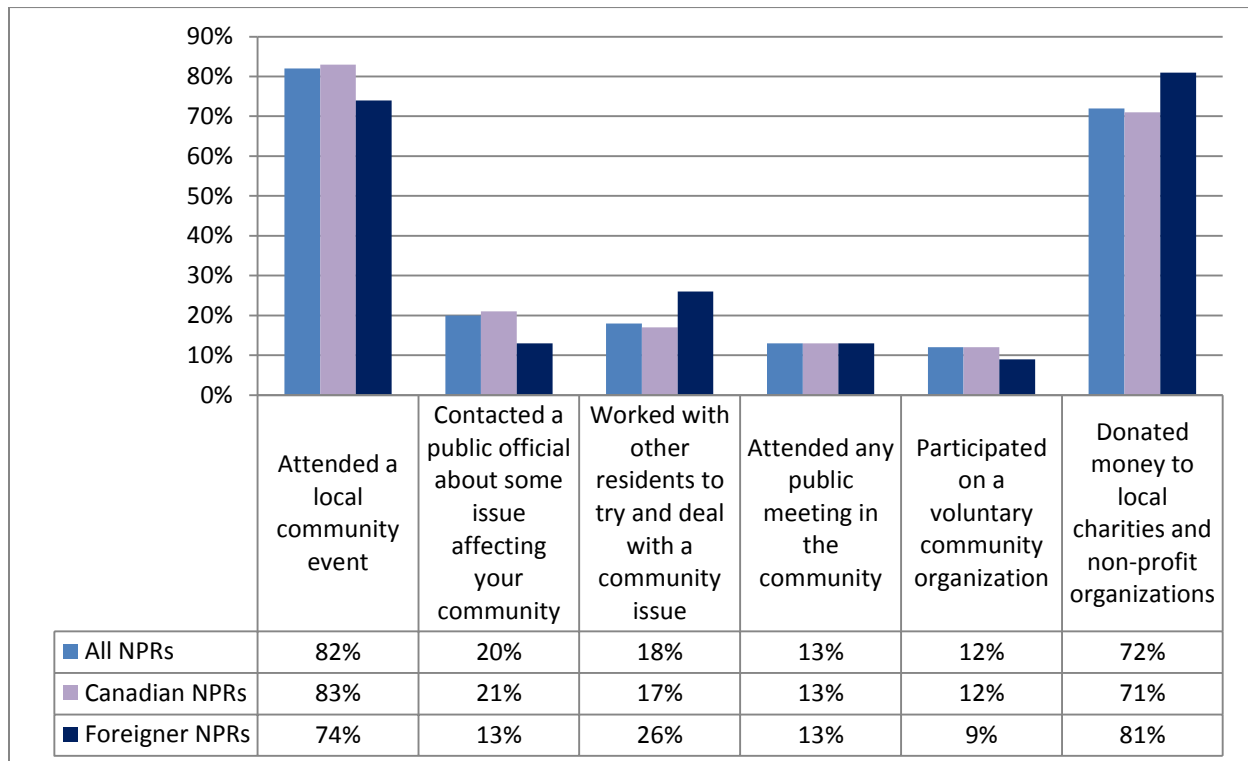
**Figure 18:** An Engagement Continuum (Thompson et al. 2009:7)

Type of Engagement	Description	Examples of Tools	Level & Longevity of Engagement	
			Passive	Non-ongoing
<b>Inform:</b> one-way communication	Advertising, education, traditional extension	Newsletters, media, brochures, websites, demonstration plots	Increasing level of engagement	Increasingly self-sustaining nature of engagement
<b>Listen:</b> One or two-way communication with decision-making not resting with community	Consultation, reporting	Toll-free numbers, public meetings, surveys, focus groups, panels		
<b>Involve:</b> creating shared understanding and solutions pursued by one partner only	Community involvement	Community advisory groups, joint planning groups, forums		
<b>Partners:</b> developing shared action plans through collaboration	Community participation and negotiation	Community management committees, negotiation processes	Proactive	Ongoing
<b>Mobilise and Empower:</b> People take independent initiatives and develop contacts with external institutions for resources and advice	Self-direction planning with limited support through governance arrangements	Action plans developed and implemented by the community with access to experts and resources available through government		

Using this model (Fig. 18) and based on the 90% low participative NPRs identified in Section 3.4.2 above, the analysis indicated that Canmore's NPRs were generally "passive". This coincides with the two passive community participation activities that NPRs were most involved in: 82%

attended a local community event and 72% donated money to local charities and non-profit organizations (Fig. 19).

**Figure 19:** Community Activities Canmore Non-permanent Residents Participated In



In addition, almost a quarter of NPRs chose a one-way communication tool (see Fig. 18): 20% chose *local newspapers/radio* as the best way to communicate with the Town, followed by 17% *Town of Canmore website* and 2% *Facebook/Twitter account*. These means are characteristic of passive engagement. See also related discussion in Section 4.0 below.

### 3.4.4 Profile of a Highly Participative (Pro-actively Engaged) Canmore NPR Households

Discriminant analysis was used to identify the profile or the characteristics of the 10% highly participative or pro-actively engaged Canmore NPRs (see Appendix D, Part 2 for analytical method). As shown in Table 15, compared to average NPR households, these NPR households were:

- younger
- spent more time in Canmore
- had owned their Canmore property longer
- Canadians had lower incomes and foreign NPRs had higher incomes
- less educated or had lower educational attainment
- more involved in community activities and events
- more satisfied with the results of their involvement
- more attached to the community
- *attractive natural and cultural amenities and economic opportunities* as reasons for residing in Canmore were less important to them
- *easier access to Calgary's comfort and convenience amenities and senior citizens access to health care and amenities* were more important reasons for them.

**Table 16:** Comparative Household Characteristics of Canmore's Highly Participative and Average Non-permanent Residents

<b>CHARACTERISTICS</b>	<b>BASELINE C=Canadian NPRs F= Foreign NPRs</b>	<b>HIGHLY PARTICIPATIVE CANADIAN NPRs</b>	<b>HIGHLY PARTICIPATIVE FOREIGN NPRs</b>
1) Age of adult household members (median)	C=49 F=54	48 years old	50 years old
2) Cumulative time spent in a year (average)	C = 56 days annually	91 days annually	77 days annually

<b>CHARACTERISTICS</b>	<b>BASELINE C=Canadian NPRs F= Foreign NPRs</b>	<b>HIGHLY PARTICIPATIVE CANADIAN NPRs</b>	<b>HIGHLY PARTICIPATIVE FOREIGN NPRs</b>
	F = 55 days annually		
3) Length of property ownership (average)	C = 8 years F = 7 years	11 years	8 years
4) Annual household income (median)	C=\$202,454 F=\$162,963	173,077	\$166,667
5) Education (average)	C=Bachelor's degree F=Post graduate degree	Bachelor's degree and below	Bachelor's degree and below
6) Level of involvement in the community activities and events (average rating)	C= 1.86 F=2.18	3.04	2.77
7) Level of satisfaction with the results of their involvement (average rating)	C=3.47 F=3.57	3.91	3.73
9) Community attachment (average rating)	C=2.83 F=3.23	3.95	4.11
10) Reasons for residing in Canmore (average rating)			
10.1) <i>Attractive natural and socio-cultural amenities</i>	C=4.42 F=4.67	3.16	4.54
10.2) <i>Access and proximity to Calgary and Banff National Park</i>	C=3.89 F=3.86	4.41	3.94
10.3) <i>Economic opportunities</i>	C=2.16 F=2.07	2.08	1.62
10.4) <i>Seniors access to good facilities and services</i>	C=3.06 F=2.69	3.92	3.11

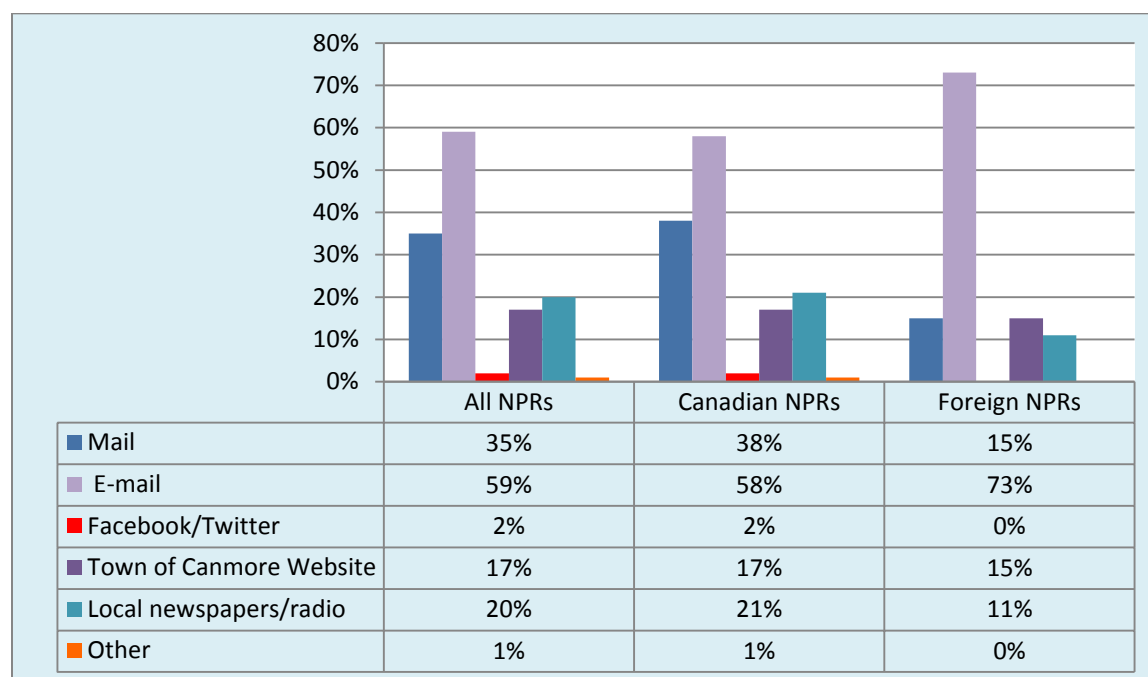
This above profile of highly participative Canmore NPRs is consistent with the results of other western Canadian and US case studies on community participation of permanent and non-permanent residents (Stedman 2006, Glorioso and Moss 2010, Matarrita-Cascante et al. 2008,

2010). There was one seeming exception: *attractive natural and socio-cultural amenities* was a less important reason for residing in Canmore (Table 16, number 10.1) for highly participative NPRs. The opposite has been found to be the case (Glorioso and Moss 2010). That is, the more important the natural and socio-cultural amenities is for residing in high amenity places, the more participative the person/household is in their second home communities. Several explanations seem reasonable. If natural and socio-cultural amenities had been separated as choices the result may have been different. Also, Canmore's *attractive natural and socio-cultural amenities* may have been a surrogate for possible economic gain.

#### *3.4.5 Communication with Non-permanent Residents*

Both Canadian and foreign NPRs selected e-mail as the most effective way for communicating with the Town (58% and 73% respectively), followed by mail (38% and 15% respectively) (Fig. 20). Related to communication for information about community activities and events, although the NPRs did not consider *Do not know what's going on* as a "very important" reason for being less involved in Canmore community, its rate nearly approached "moderately important" (see Table 16 above). Also, the household survey questionnaire asked the recipients to send the town their e-mail addresses and/or Facebook/Twitter accounts if they wish to stay connected to learn about events and activities in the Canmore community. This information has not been processed yet.

**Figure 20:** Most Effective Way to Communicate with Canmore's Non-permanent Residents



### 3.4.6 Non-permanent Residents' Concerns in the Next Decade

The non-permanent residents responding to the household survey thought the two major concerns for Canmore in the next decade would be the *preservation of small town character* (4.21) and *preservation/loss of open space* (4.10) (Table 17). This corresponds with the views of the key informants. The KIs however, more frequently identified external forces and factors, such as health of the international, Canadian and Alberta economies and improvements in regional public transit.



**Table 17:** Key Concerns Canmore May Face in the Next Ten Years

CONCERNS	AVERAGE RATING 1=Not Important 2=Of Little Importance 3=Moderately Important 4=Important 5=Very Important		
	ALL NPRs	CANADIAN NPRs	FOREIGN NPRs
<i>a) Affordable housing</i>	3.67	3.67	3.70
<i>b) Availability of employment</i>	3.54	3.51	3.85
<i>c) Developing a diverse economy</i>	3.53	3.51	3.74
<i>d) Increasing high cost of living</i>	3.89	3.87	4.04
<i>e) Increasing urban-wildlife risks</i>	3.50	3.47	3.81
<i>f) Increasing wildfire hazards</i>	3.38	3.34	3.84
<i>g) Availability of land for development</i>	2.82	2.78	3.12
<i>h) Preservation of small town character lifestyle</i>	4.21	4.19	4.39
<i>i) Preservation/ loss of open space</i>	4.10	4.06	4.42
<i>j) Public transit especially Canmore-Calgary-Canmore</i>	3.16	3.09	3.74
<i>k) Services for seniors</i>	3.32	3.32	3.31
<i>l) Municipal infrastructure (i.e. roads, water, etc.)</i>	3.68	3.68	3.63
<i>m) Sustainable economic growth</i>	3.74	3.72	3.97
<i>n) Water quality and availability</i>	3.86	3.85	3.94
<i>o) Other [negligible no. of respondents]</i>	4.57	4.58	4.50

## **Appendix A List of Key Informants Interviewed** (alphabetically ordered)

- 1) *Gary Buxton*, General Manager for Municipal Infrastructure, Town of Canmore
- 2) *Jane Cameron*, Mortgage Specialist, Royal Bank of Canada
- 3) *Debbie Carrico*, Museum Front Desk & Volunteer Coordinator, Canmore Museum & Geoscience Culture
- 4) *Ron Casey*, Mayor, Town of Canmore
- 5) *Kristy Davison*, Publisher & Creative Director, Highline Magazine Online
- 6) *Tanya Foubert*, Reporter, Rocky Mountain Outlook
- 7) *Frank Kernick*, President & CEO, Spring Creek Mountain Village Inc.
- 8) *Teresa Mullen*, Economic Development Officer & Manager, Canmore Economic Development Agency
- 9) *Andrew Nickerson*, President & CEO, Tourism Canmore Kananaskis
- 10) *Bart Robinsons*, Communications Manager, Alberta EcoTrust Foundation
- 11) *Ray Ryan*, Manager, Canmore Seniors Centre
- 12) *Karen Vonkeman*, Consultant, Kirana Consulting
- 13) *Melanie Watt, PhD.*, Executive Director, Biosphere of the Bow Valley

## Appendix B: Key Informant Interview Guide

### KEY INFORMANT INTERVIEW GUIDE

Interview Date \_\_\_\_\_  
Time Started \_\_\_\_\_  
Time Ended \_\_\_\_\_

**A. Interviewee Preparation:** Explain 1) objectives of the non-permanent resident study, and particular objectives of this Key Informant survey part of the study; 2) who is conducting the study; and 3) inform the interviewee that her/his responses are strictly confidential and she/her will not be quoted.

#### **B. Personal Information**

Name \_\_\_\_\_  
Occupation/ Position \_\_\_\_\_  
Business Address: \_\_\_\_\_  
Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-mail: \_\_\_\_\_

How long have you lived in Canmore, and has it been your primary residence for the same time period? \_\_\_\_\_  
\_\_\_\_\_

#### **C. Guideline Questions and Related Tables for Interviewer Use**

##### **1) Non-Permanent and Permanent Residence**

1.1) Permanent Residents: For our study, “permanent residents” are those persons whose legal primary residence is the Town of Canmore. What % of the town’s residents do you think are “permanent residents”? \_\_\_\_\_

1.2) Let’s also explore a little further the meaning of “permanent”. How “permanent” do you think are Canmore’s “permanent” residents, in terms of:

- during a year how much time do you think permanent residents spend away from Canmore: e.g. one month or more? \_\_\_\_\_
- what about the total of intermittent absences in a year months)?  
\_\_\_\_\_
- how common is it for permanent residents of Canmore to move elsewhere?  
\_\_\_\_\_
- And if so, why, and how long do they usually live here?  
\_\_\_\_\_

1.3) Non-permanent Residents: “Non-permanent residents” are those who have their legal primary residence elsewhere. They can be categorized as 1) seasonal (those residing in Canmore for a season – summer, winter, ski season, etc.); and 2) intermittent (principally weekenders).

## **2. Socio-demographic characteristics**

2.1) How do you compare the 3 types of Canmore residents (permanent, seasonal and intermittent) in terms of their age, education and wealth/income?

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## **3. Motivators, Facilitators & Demands**

3.1) What do you think are the residents key motivators for moving to Canmore [interviewer read list]? How do you think they rate in importance (1-5 w/ 1 “most important”)? And are they different for the 3 resident types?

<i>Motives for moving to Canmore</i>	<i>Permanent</i>	<i>Non-Permanent</i>	
		<i>Seasonal</i>	<i>Intermittent</i>
superior natural environment			
distinct culture			
leisure opportunities			
learning*			
economic gain			
climate change threats			
flight from large cities			
other			

\* interviewer will define

3.2) What do you think are the residents key motivators for moving away from Canmore? How do you think they rate in importance (1-5 w/, 1 “most important”)? And are they different for the 3 resident types?

<i>Motives</i>	<i>Permanent</i>	<i>Non-Permanent</i>
----------------	------------------	----------------------

<i>for moving away</i>		<i>Seasonal</i>	<i>Intermittent</i>
did not meet expectations			
high cost of living			
amenities degradation			
insufficient employment opportunities			
other			

3.3) What do you think are the key facilitators of moving to Canmore [interviewer read list]? How do you think they rate in importance (1-5 w/, 1 “most important”)? And do facilitators differ by 3 resident types?

<i>Facilitators</i>	<i>Permanent</i>	<i>Non-Permanent</i>	
		<i>Seasonal</i>	<i>Intermittent</i>
discretionary wealth			
discretionary time			
access technology (IC & T)			
comfort amenities*			
other			
airports and good roads			

\* interviewer will define

3.4) What are residents main demands for public and private services and facilities? And do they differ for 3 resident types?

<i>Services &amp; facilities demands</i>	<i>Permanent</i>	<i>Non-Permanent</i>	
		<i>Seasonal</i>	<i>Intermittent</i>

#### **4. Community participation and attachment characteristics**

4.1) How well do Canmore residents “understand” their community socially, politically and economically (well, somewhat, little, none), and does it differ among the 3 resident types?

<i>Community Understanding</i>	<i>Permanent</i>	<i>Non-Permanent</i>	
		<i>Seasonal</i>	<i>Intermittent</i>
well			
somewhat			
little			
none			

4.2) Community participation includes involvement in local clubs, civic groups and projects that address specific community problems or opportunities.

How would you characterize the community participation of Canmore residents, and does this differ by resident type (considerable/ somewhat/ little/ none)? Can you give examples of community activities that residents participate in? And does participation differ by 3 resident types?

<i>Community Activities</i>	<i>Permanent's Participation</i> <b>C</b> =considerable <b>S</b> = somewhat <b>L</b> =little <b>N</b> =none)	<i>Non-Permanent Participation</i>	
		<i>Seasonal</i> <b>C</b> =considerable <b>S</b> = somewhat <b>L</b> =little <b>N</b> =none)	<i>Intermittent</i> <b>C</b> =considerable <b>S</b> = somewhat <b>L</b> =little <b>N</b> =none)
general			

4.3) What do you think are the main causes of similarities or differences?

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4.4) What do you think is the profile of a participative resident?

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4.5) Can you think of barriers and bridges for community participation here in Canmore? Do they differ by the 3 resident types?

<i>Barriers/Bridges for Permanent</i>	<i>Barriers/Bridges for Non-Permanent</i>	
	<i>Seasonal</i>	<i>Intermittent</i>

4.6) Some research shows that attachment to a place socially and environmentally (natural and/or built environments) leads to community participation. How attached to Canmore do you think its residents are, and to what features? Does it differ among resident types?

<i>Resident Type</i>	<b><i>Attachment</i></b> <i>C=considerable</i> <i>S= somewhat</i> <i>L=little</i> <i>N=none</i>	<i>Main Features</i>	<b><i>If Different</i></b> <i>C=considerable</i> <i>S= somewhat</i> <i>L=little</i> <i>N=none</i>
Permanent			
Seasonal			
Intermittent			

4.7) What do you think are the main causes of similarities or differences?

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## **5. Community communication means**

5.1) What formal and non-formal means do Canmore residents have to communicate, to be informed about, or to involve them in events, volunteer opportunities, community issues, etc ? And do they differ by resident type?

<i>Means of Communication</i>	<i>Permanent</i>	<i>Effective Y or N</i>	<i>Non-Permanent</i>		<i>Effective Y or N</i>
			<i>Seasonal</i>	<i>Intermittent</i>	

5.2) How effective are existing means?

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5.3) Can you suggest other improvements and other means?

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## **6. Key Community Impacts**

6.1) What do you think comparatively are the socio-cultural, economic, political and environmental impacts of Canmore's 3 resident types?

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6.2) Is there social conflict or tension among resident types, special interest groups or other groupings in Canmore?

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6.3) If yes, what are the causes, and how serious are they?

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6.4) Can you suggest how to improve on the existing situation?

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### ***7.0 Canmore's Key future Opportunities and Issues***

7.1) What do you think are the key opportunities and issues Canmore will face over the next decade, and how will its 3 resident types affect them, or be affected by them?

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***8) Do you have any other comments or suggestions for us?***

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Interviewer's Name: \_\_\_\_\_

Remarks:

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## Appendix C: Household Survey Questionnaire

1 October 2011

Dear Town of Canmore Property Owner:

You have been randomly selected for a survey of non-permanent residents being conducted by the Town of Canmore.

Non-permanent residents form about 30% of our population and have the potential to bring a wealth of experience, knowledge, and other assets into the community. Yet, we know little about your part in the community, your economic influence and your needs. In addition, we do not have an effective means for engaging you — a critical factor for building a better community.

Just as important, this project is a step towards achieving the vision of a community of residents, in which both permanent and non-permanent are connected and valued. This is a unique opportunity to start a process that allows all residents of Canmore, whether here part-time or year-round, to become a real part of this community.

We think your knowledge, ideas and opinions will help move us forward. So, please take some 20 minutes of your time to complete the survey. Then, please return it in the provided envelope by **November 10, 2011**. Or, if you prefer, respond online by going to the Town of Canmore's website at <http://www.canmore.ca/> and click "Non-Permanent Residents' Survey". Your online survey code is **NP**\_\_\_\_\_. This code will NOT identify you or the computer you are using. But, it will help us maintain the survey's validity and integrity. Similarly, in order to protect your privacy if you are responding by mail, please do NOT write your name on this questionnaire, or on the enclosed return envelope.

If you have any questions regarding this survey, please contact its Project Manager at the Town of Canmore, Colleen Renne-Grivell ([crennegrivell@canmore.ca](mailto:crennegrivell@canmore.ca)). In addition, the Town will have a draw for those people who have responded to the survey. Five (5) gift certificates of \$100.00 each for local restaurants will be given away. If you wish to be included, please e-mail Ms. Renne-Grivell and write in *Subject: Include in Survey Draw*.

All the materials used for this survey are the property of the Town of Canmore, and will be used only for the collection of information. Only the tabulated results of this survey will be shared. Any personal information being collected herein is collected under the authority of the Freedom of Information and Protection of Privacy (FOIP) Act, R.S.A. 2000 Chapter F-25; Section 33(c). If you have any questions regarding the collection and use of this information, please contact the Town of Canmore Records Officer 403.678.1509.

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### ***TOWN OF CANMORE NON-PERMANENT RESIDENTS' SURVEY***

**INSTRUCTIONS:** Please complete this survey on behalf of your household. Please tick, circle or write in the appropriate box/space/line.

1) Who is responding to this survey?

\_\_\_\_\_ a) Addressee                      \_\_\_\_\_ c) Adult household member  
\_\_\_\_\_ b) Addressee's spouse          \_\_\_\_\_ d) Other, please specify \_\_\_\_\_

2) Where is your legal primary residence?

Town \_\_\_\_\_ Province/State \_\_\_\_\_  
Country \_\_\_\_\_

3) How would you describe your household's residence in Canmore?

\_\_\_\_\_ a) *Permanent (a legal resident of Canmore) If so, you have finished this survey.*

**Please return it in the provided envelope.**

\_\_\_\_\_ b) *Seasonal (reside for one or several periods each year in Canmore, such as a second home owner residing for summer, winter or ski season)*

\_\_\_\_\_ c) *Weekend and holiday use*

\_\_\_\_\_ d) *Other, please specify* \_\_\_\_\_

4) If you are a person who spends time in a 2<sup>nd</sup> home in Canmore, do you think of yourself as a:

\_\_\_\_\_ a) *Resident*

\_\_\_\_\_ c) *Tourist*

\_\_\_\_\_ b) *Part-time resident*

\_\_\_\_\_ d) *Other, please specify* \_\_\_\_\_

5) What are the ages of your household members that spend time in your Canmore residence? Please note your own age *first*. \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_,

6) On average, how much time (cumulative) in a year do you and your household members spend in Canmore?

\_\_\_\_\_ a) *Rarely or Never*

\_\_\_\_\_ d) *1 – 2 months*

\_\_\_\_\_ g) *Over 6 months*

\_\_\_\_\_ b) *1 - 2 weeks*

\_\_\_\_\_ e) *2 – 4 months*

\_\_\_\_\_ c) *2 - 4 weeks*

\_\_\_\_\_ f) *4 – 6 months*

7) How many real estate properties do you own in Canmore and elsewhere?

\_\_\_\_\_ a) *Canmore*

\_\_\_\_\_ b) *Elsewhere*

8) How long have you owned your property in Canmore? \_\_\_\_\_ years

9) What are your primary and secondary reasons for owning a property in Canmore?

<i>Primary Reason (please choose only one)</i>	<i>Secondary Reason (please choose only one)</i>
<input type="checkbox"/> a.i) <i>Real estate investment</i>	<input type="checkbox"/> a.ii) <i>Real estate investment</i>
<input type="checkbox"/> b.i) <i>Rental income</i>	<input type="checkbox"/> b.ii) <i>Rental income</i>
<input type="checkbox"/> c.i) <i>Eventual retirement</i>	<input type="checkbox"/> c.ii) <i>Eventual retirement</i>
<input type="checkbox"/> d.i) <i>Second home (for family &amp; friends' use seasonally or on weekends )</i>	<input type="checkbox"/> d.ii) <i>Second home (for family &amp; friends' use seasonally or on weekends )</i>
<input type="checkbox"/> e.i) <i>Other, please specify</i>	<input type="checkbox"/> e.ii) <i>Other, please specify</i>

10) Is it your intention to later retire or reside in your Canmore residence on a permanent basis?

\_\_\_\_\_ a) *Yes (go to Q11)*

\_\_\_\_\_ b) *No*

\_\_\_\_\_ c) *Uncertain*

10.i) If "no" or "uncertain", what are your reasons? Please check all applicable.

- ☐ a) *Limited employment opportunities appropriate to my education/skills*  
☐ b) *Higher cost of living*  
☐ c) *Limited quality & choice of schools (e.g. private, special needs)*  
☐ d) *Limited health care facilities and services*  
☐ e) *Limited housing options and other services for seniors*  
☐ f) *Difficult to obtain longer-term resident or retirement visa*  
☐ g) *Climate*  
☐ h) *Comfortable in primary residence*  
☐ i) *Other, please specify* \_\_\_\_\_

11) Is your property used or rented by others?

- ☐ a) Yes ☐ b) No (go to Q12)

11.i) If yes, typically for how long?

- ☐ a) *Less than 1 week* ☐ c) *1 – 6 months*  
☐ b) *Less than 1 month* ☐ d) *6 months – 1 year*

11.ii) Who else uses or rents your property?

- ☐ a) *Visitors* ☐ d) *Family and friends*  
☐ b) *Seasonal workers* ☐ e) *Other, please specify* \_\_\_\_\_  
☐ c) *Permanent residents in Canmore*

12) Do you employ a local person or firm to assist you with your property?

- ☐ a) Yes ☐ b) No (go to Q13)

12.i) If yes, what kinds of services do you use?

- ☐ a) *Property management* ☐ g) *Maintenance services covered under condominium fees*  
☐ b) *Cleaning service* ☐ h) *Window cleaning service*  
☐ c) *Security service* ☐ i) *Repairs and renovation*  
☐ d) *Concierge service* ☐ j) *Other, please specify* \_\_\_\_\_  
☐ e) *Lawn maintenance*  
☐ f) *Snow removal*

12.ii) Approximately how much did you spend last year in total for the above services?

- ☐ a) *Under \$1,000* ☐ d) *\$5,001 - \$10,000*  
☐ b) *\$1,001 - \$2,000* ☐ e) *\$10,001 - \$20,000*  
☐ c) *\$2,001 - \$5,000* ☐ f) *Over \$20,000*

13) What type of dwelling do you currently own in Canmore?

- ☐ a) *Apartment* ☐ d) *Single family detached home*  
☐ b) *Duplex* ☐ e) *Other, please specify* \_\_\_\_\_  
☐ c) *Townhouse*

14) How frequently do you and your household members use the following amenities or facilities in Canmore, and how satisfied are you? Please circle your frequency of use and level of satisfaction.

Amenities and Facilities	Frequency of Use					Satisfaction Level				
	Never	«Rating»			Regularly	Very Dissatisfied	«Rating»			Very Satisfied
a) Trails/ parks	1	2	3	4	5	1	2	3	4	5
b) Art museums/ galleries	1	2	3	4	5	1	2	3	4	5
c) Events/ festivals	1	2	3	4	5	1	2	3	4	5
d) Golf courses	1	2	3	4	5	1	2	3	4	5
e) Nordic Centre	1	2	3	4	5	1	2	3	4	5
f) Spas	1	2	3	4	5	1	2	3	4	5
g) Swimming pools	1	2	3	4	5	1	2	3	4	5
h) Gym/ fitness centres	1	2	3	4	5	1	2	3	4	5
i) Skateboard park	1	2	3	4	5	1	2	3	4	5
j) Library	1	2	3	4	5	1	2	3	4	5
k) Hospital	1	2	3	4	5	1	2	3	4	5
l) Senior's programming	1	2	3	4	5	1	2	3	4	5
m) Other, please specify	1	2	3	4	5	1	2	3	4	5

14.i) Please estimate how much your household spent in total for the above amenities and facilities in Canmore last year. Please review the list above.

\_\_\_\_\_ a) Under \$500      \_\_\_\_\_ d) \$1,501 - \$2,000      \_\_\_\_\_ g) \$10,001 - \$20,000  
 \_\_\_\_\_ b) \$501 – \$1,000      \_\_\_\_\_ e) \$2,001 - \$5,000      \_\_\_\_\_ h) Over \$20,000  
 \_\_\_\_\_ c) \$1,001 - \$1,500      \_\_\_\_\_ f) \$5,001 - \$10,000

14.ii) What other public and private amenities and facilities would you and your household members like to have in Canmore?

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15) When in Canmore, how frequently do you and your household members use the following professional services, and how satisfied are you? Please circle your frequency of use and level of satisfaction.

Professional Services	Frequency of Use					Satisfaction Level				
	Never	«Rating»			Regularly	Very Dissatisfied	«Rating»			Very Satisfied
a) Accountant/ book keeper	1	2	3	4	5	1	2	3	4	5
b) Medical doctor	1	2	3	4	5	1	2	3	4	5
c) Dental service	1	2	3	4	5	1	2	3	4	5
d) Other health practitioners such as acupuncturist, physical & massage therapist	1	2	3	4	5	1	2	3	4	5

Professional Services	Frequency of Use					Satisfaction Level				
	Never	«Rating»			Regularly	Very Dissatisfied	«Rating»			Very Satisfied
e) Insurance agent	1	2	3	4	5	1	2	3	4	5
f) Travel agent	1	2	3	4	5	1	2	3	4	5
g) Legal services	1	2	3	4	5	1	2	3	4	5
h) Sports/ fitness trainer	1	2	3	4	5	1	2	3	4	5
i) Art/ music instructor	1	2	3	4	5	1	2	3	4	5
j) Child care	1	2	3	4	5	1	2	3	4	5
k) Other, please specify	1	2	3	4	5	1	2	3	4	5

15.i) In total, please estimate how much your household spent on the above professional services in Canmore last year. Please review the list above.

\_\_\_\_\_ a) Under \$500      \_\_\_\_\_ d) \$1,501 - \$2,000      \_\_\_\_\_ g) \$10,001 - \$20,000  
 \_\_\_\_\_ b) \$501 – \$1,000      \_\_\_\_\_ e) \$2,001 - \$5,000      \_\_\_\_\_ h) Over \$20,000  
 \_\_\_\_\_ c) \$1,001 - \$1,500      \_\_\_\_\_ f) \$5,001 - \$10,000

15.ii) Are there other professional services you and your household members would like to have in Canmore?

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16) When in Canmore, how frequently do you and your household members purchase the following goods and services, and how satisfied are you with them? Please circle your frequency of purchase and level of satisfaction.

Goods & Services	Frequency of Use					Satisfaction Level				
	Never	«Rating»			Regularly	Very Dissatisfied	«Rating»			Very Satisfied
a) Groceries	1	2	3	4	5	1	2	3	4	5
b) Clothing	1	2	3	4	5	1	2	3	4	5
c) Sports equipment	1	2	3	4	5	1	2	3	4	5
d) Arts & entertainment	1	2	3	4	5	1	2	3	4	5
e) Building & hardware (including construction materials for building & renovations)	1	2	3	4	5	1	2	3	4	5
f) Interior décor	1	2	3	4	5	1	2	3	4	5
g) Furniture (office & home)	1	2	3	4	5	1	2	3	4	5
h) Electronics	1	2	3	4	5	1	2	3	4	5
i) Restaurants	1	2	3	4	5	1	2	3	4	5
j) Pubs/Bars	1	2	3	4	5	1	2	3	4	5
k) Other, please specify	1	2	3	4	5	1	2	3	4	5

16.i) In total, please estimate how much your household spent on the above goods and services in Canmore last year. Please review the list above.

- ☐ a) Under \$500      ☐ d) \$1,501 - \$2,000      ☐ g) \$10,001 - \$20,000  
☐ b) \$501 - \$1,000      ☐ e) \$2,001 - \$5,000      ☐ h) Over \$20,000  
☐ c) \$1,001 - \$1,500      ☐ f) \$5,001 - \$10,000

17) In which approximate category is your annual household income?

- ☐ a) Under \$60,000      ☐ e) \$200,000 - \$249,999  
☐ b) \$60,000 - \$99,999      ☐ f) \$250,000 - \$499,999  
☐ c) \$100,000 - \$149,999      ☐ g) \$500,000 - \$999,999  
☐ d) \$150,000 - \$199,999      ☐ h) \$1,000,000 & over

18) What are the main sources of your household income? Please check all that apply.

- ☐ a) Regular employment (private & public)  
☐ b) Own business  
☐ c) Pension  
☐ d) Capital and investments  
☐ e) Other, please specify \_\_\_\_\_

19) If you own a business or have the option of telecommuting, would you consider moving your business to or conducting more of your work in Canmore?

- ☐ a) Yes (go to Q20)      ☐ b) No

19.i) If "no", what would it take to get you to move your business to, or conduct more work in, Canmore? Please check all that apply.

- ☐ a) Appropriate commercial spaces  
☐ b) Affordable rent for commercial properties  
☐ c) Lower property taxes  
☐ d) Supply of appropriate labour  
☐ e) Greater flexibility from my current employer  
☐ f) Less regulations on land use zoning  
☐ g) Lower cost housing  
☐ h) Potential employment for spouse  
☐ i) Adequate Internet bandwidth access  
☐ j) Wireless community Internet access  
☐ k) Other, please specify \_\_\_\_\_

20) Check the category that best describes your & other adult household member(s)' highest level of education.

Highest Educational Attainment Level	Yourself	Other	Other	Other
a) Some high school				
b) High school graduate				
c) Some college				
d) College diploma				
e) Bachelor's degree				
f) Master's degree				
g) Beyond a Master's degree (PhD, etc.)				

21) How important are the following reasons for choosing Canmore as a place to reside?

Reasons	Not Important	«Rating»			Very Important
a) <i>Small town social ambiance and relationships</i>	1	2	3	4	5
b) <i>Exceptional natural environment and scenic landscape</i>	1	2	3	4	5
c) <i>Small town physical size and townscape</i>	1	2	3	4	5
d) <i>Abundant recreational opportunities</i>	1	2	3	4	5
e) <i>Job opportunity</i>	1	2	3	4	5
f) <i>Business opportunity</i>	1	2	3	4	5
g) <i>Investment opportunity</i>	1	2	3	4	5
h) <i>Small town with city comforts and conveniences</i>	1	2	3	4	5
i) <i>Art &amp; culture scene</i>	1	2	3	4	5
j) <i>Good facilities and activities for seniors</i>	1	2	3	4	5
k) <i>Access to good health care</i>	1	2	3	4	5
l) <i>Close to family and/or friends</i>	1	2	3	4	5
m) <i>Climate</i>	1	2	3	4	5
n) <i>Proximity to City of Calgary</i>	1	2	3	4	5
o) <i>Proximity to Banff National Park</i>	1	2	3	4	5
p) <i>Access to Calgary airport</i>	1	2	3	4	5
q) <i>Other, please specify</i>	1	2	3	4	5

22) Overall, how *attached* do you think you and your household members are to Canmore?  
Please circle how strongly you agree or disagree.

Community Attachment in Canmore	Strongly Disagree	«Rating»			Strongly Agree
a) <i>We feel the community is a real home.</i>	1	2	3	4	5
b) <i>People go out of their way to help us.</i>	1	2	3	4	5
c) <i>We feel accepted in the community.</i>	1	2	3	4	5
d) <i>We feel we belong in the community.</i>	1	2	3	4	5
e) <i>We think most people in the community can be trusted.</i>	1	2	3	4	5
f) <i>We would feel very sorry if we had to sell our second home in Canmore.</i>	1	2	3	4	5

23) During the past 12 months have you and your household members *participated* in the following activities in Canmore? Please check all applicable.

- ☐ a) *Attended a local community event.*  
☐ b) *Contacted a public official about some issue affecting your community.*  
☐ c) *Worked with other residents to try and deal with a community issue.*  
☐ d) *Attended any public meeting in the community.*  
☐ e) *Participated on a voluntary community organization.*  
☐ f) *Donated money to local charities and non-profit organizations.*



23.i) If you and your household members donate money to local charities and non-profit organizations in Canmore, approximately how much is your annual contribution?

\_\_\_\_\_ a) Under \$100      \_\_\_\_\_ c) \$501 - \$1,000      \_\_\_\_\_ e) \$5,001 - \$10,000  
 \_\_\_\_\_ b) \$100 - \$500      \_\_\_\_\_ d) \$1,001- \$5,000      \_\_\_\_\_ f) Over \$10,000

24) How would you describe your household's *level of involvement* in community or local area activities or events? Please circle how active or inactive your household's community involvement.

Community Involvement Level in Canmore					Community Involvement Level in Primary Residence Location				
Not Active at All	«Rating»			Very Active	Not Active at All	«Rating»			Very Active
1	2	3	4	5	1	2	3	4	5

25) If your household is *less involved* in Canmore than in your primary residence, how important are the following reasons?

Reasons	Not Important	«Rating»			Very Important
a) Do not have time; too busy when in Canmore.	1	2	3	4	5
b) Too busy participating at primary residence.	1	2	3	4	5
c) Do not know what's going on.	1	2	3	4	5
d) Do not feel accepted and/or welcome in Canmore.	1	2	3	4	5
e) No one approaches us to get involved in Canmore.	1	2	3	4	5
f) Lack of information about how to get involved.	1	2	3	4	5
g) Don't want to get involved.	1	2	3	4	5
h) Not interested in community issues in Canmore.	1	2	3	4	5
i) Other, please specify	1	2	3	4	5

26) In general how *satisfied* have you and your household members been with the results of your participation or involvement in Canmore and in your place of primary residence? Please circle how satisfied or dissatisfied you are.

Satisfaction Level in Canmore					Satisfaction Level in Primary Residence Location				
Very Dissatisfied	«Rating»			Very Satisfied	Very Dissatisfied	«Rating»			Very Satisfied
1	2	3	4	5	1	2	3	4	5

27) What is the most effective way for the Town to communicate with you?

- ☐ a) Mail
 ☐ d) Town of Canmore website  
☐ b) E-mail
 ☐ e) Posting information in local newspapers & on local radio  
☐ c) Facebook/Twitter
 ☐ f) Other, please specify \_\_\_\_\_  
 \_\_\_\_\_

28) Below is a list of key concerns Canmore may face in the next 10 years. Please circle how minor or major you think each key concern will be.

Concerns	Minor «Rating» Major				
a) Affordable housing	1	2	3	4	5
b) Availability of employment	1	2	3	4	5
c) Developing a diverse economy	1	2	3	4	5
d) Increasing high cost of living	1	2	3	4	5
e) Increasing urban-wildlife risks	1	2	3	4	5
f) Increasing wildfire hazards	1	2	3	4	5
g) Availability of land for development	1	2	3	4	5
h) Preservation of small town character lifestyle	1	2	3	4	5
i) Preservation/ loss of open space	1	2	3	4	5
j) Public transit especially Canmore-Calgary-Canmore	1	2	3	4	5
k) Services for seniors	1	2	3	4	5
l) Municipal infrastructure (i.e. roads, water, etc.)	1	2	3	4	5
m) Sustainable economic growth	1	2	3	4	5
n) Water quality and availability	1	2	3	4	5
o) Other, please specify	1	2	3	4	5

=====

If you wish to stay connected to learn about events and activities in the community, please send your e-mail/ Facebook/Twitter address to this project's manager at Town of Canmore, Colleen Renne-Grivell at [crennegrivell@canmore.ca](mailto:crennegrivell@canmore.ca). Please note for "Subject": "Interested receiving community information".

**THANK YOU FOR YOUR PARTICIPATION IN THIS SURVEY**

PLEASE RETURN IT NO LATER THAN **NOVEMBER 10, 2011**  
 in the enclosed envelope (addressed to the consulting firm assisting Canmore with this project: Glorioso, Moss & Associates, P.O. Box 817, Kaslo, BC, V0G 1M0, CANADA)

## Appendix D : Detailed Description of Analytical Methods

### **PART 1: Survey Procedure, Response Rate & Descriptive Statistics Analysis**

Prior to using the tax roll for sampling, the Town's Planner deleted redundant property owner's name, institutions, and government-owned buildings. The 1,375 potential household respondents were computed based on 3,390 total non-permanent resident property owners, a 95% level of confidence, 3% margin of error, 50% proportion and 70% non-response rate. The inclusion of 70% non-response rate in the sample size formula was necessary because of the following reasons:

- response rates have been declining in most economically developed countries of the industrialized world for at least several decades due to concerns over privacy, confidentiality, the exploitation of personal information, general cynicism, and declining civic participation (Johnson and Owens 2003);
- the survey contained questions about income and expenditure of interviewees and GM&A's past experience in North America indicated that generally interviewees do not respond to these type of questions;
- compared to the 2006 questionnaire on Second Home Owner Survey, this questionnaire was twice the length and more complex to answer; and
- the property tax roll used for drawing the sample was about 6 months old.

Without including the 70% non-response rate in the sample size formula, only 812 samples (698 Canadians and 114 foreign NPRs) were needed to achieve survey results at 95% level of confidence and  $\pm 3\%$

margin of error.

To minimize sampling errors, a proportional stratified random sampling technique was employed. Allocating 1,375 potential respondents to 2 strata resulted in interviewing 1,184 Canadian (86%) and 191 foreign (14%) non-permanent residents. The non-permanent residents selected for the survey were based on the random numbers generated by the computer. For example, number 0780 was one among the 1,375 randomly generated number; the 780<sup>th</sup> non-permanent resident listed on the Town's property tax roll was sent a paper questionnaire.

To increase response rate, the survey was also made available on the Town's website. Although everyone received the paper questionnaire, each had the alternative of completing the survey on-line. Precaution for multiple responses was done through each questionnaire having an online survey code which had to use in order to respond online. This was especially convenient for foreign non-permanent residents of the household survey, as they likely had a longer wait time to receive and return the paper questionnaire compared to Canadian ones. Further, unlike the Canadian potential respondents, foreign ones did not receive return stamped envelopes with their paper questionnaires. After the questionnaire was mailed all non-permanent residents selected also received a postcard reminding them to respond to the questionnaire before the survey closing date.

The 40-question household mail and online survey (Appendix C) was conducted from 7 October to 15 November 2011. It was self-administered by the respondent in their homes on behalf of their household.

For computing the survey response rate, adjustments to the sample (1,375) were made for undeliverable (or “return to sender”) as well as those sent to ineligible respondents. Using the formula below, the survey response rate was 44%. Of the 568 eligible surveys, 513 or 90% were from Canadian NPRs and 55 or 10% from foreign NPRs. The 568 eligible surveys represent 70% of the original 812 sample size (see discussion above on sample size) which indicates a high level of confidence that the returned data represents the characteristics of the population.

$$\frac{\text{\# of eligible returned surveys}}{\text{\# of surveys mailed – (ineligibles + undeliverable or “return to sender”)}} \times 100\%$$

Fifty-four percent (54%) of the first 100 responses came via the survey’s online option, while 82% of the last 100 responses came via mail. The first response was received online from USA on October 12 from the USA while the first completed mail survey was received on October 17 from Canada.

Both descriptive and inferential statistical analyses (see Part 2 below) were performed and applied in 3 groups or strata: all non-permanent residents (NPRs), Canadian NPRs and foreign NPRs. Since 90% of the respondents were Canadians, it was necessary to analyse the survey data in 3 separate groups to 1) reduce the biases created by the high Canadian response; and 2) determine if there were actual differences in characteristics, impacts, opinions and perceptions between Canadian and foreign NPRs.

The most common descriptive statistics used for this study were the “average” or “mean”, “median”, “percentage” and “standard deviation”.

Since most people understand the concept of “average” than the “median” as a measure of central tendency, we tried to use it more if the result of the standard deviation suggests a more or less normal distribution of the data and there were no “outliers” that could significantly affect the result of the analysis. In such cases a median statistic was used.

In addition, if average or means was used to summarize the data, a “t-test” (an inferential statistical tool) was undertaken to determine if there were statistically significant differences between the means of 2 groups (Canadian and foreign NPRs). If t-test result did not suggest actual differences between the 2 groups, the average of the total respondents (“All NPRs”) was reported or used. Otherwise, the average for the two groups is noted.

## **PART 2: Factor and Discriminant Statistical Analyses and Modelling Used for Profiling Highly Participative Non-permanent Resident Households**

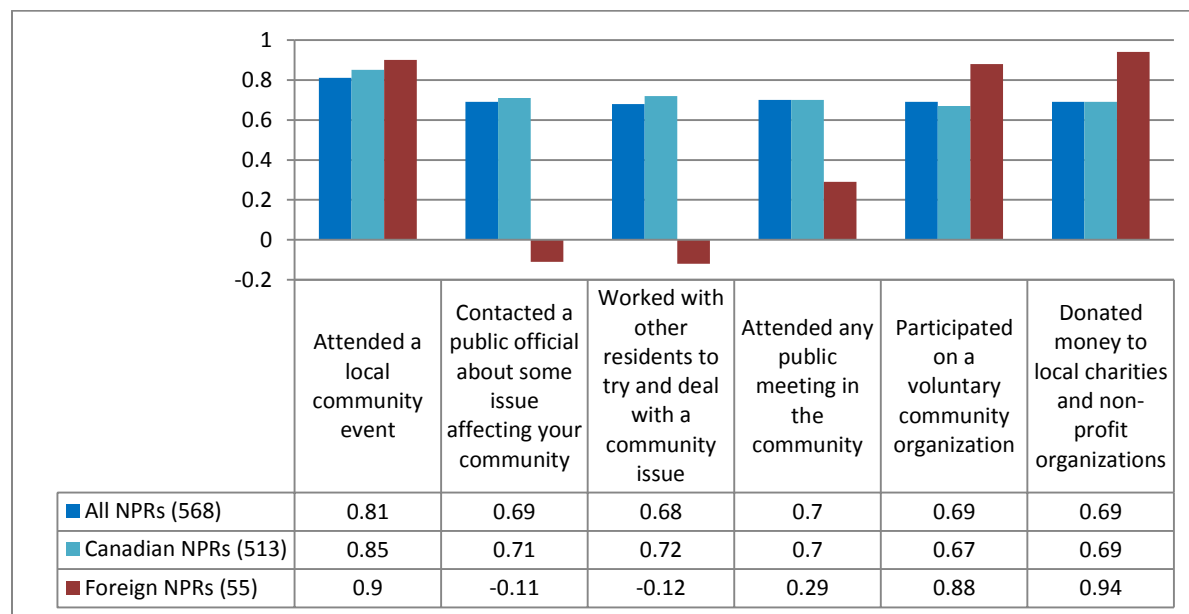
### *Dependent Variable – Community Participation*

First the community participation measure was created through a factor analysis of answers to six itemized community participation activities: 1) attended a local community event; 2) contacted a public official about some issue affecting your community; 3) worked with other residents to try and deal with a community issue; 4) attended any public meeting in the community; 5) participated on a voluntary community organization; and 6) donated money to local charities and non-profit organizations. The result (Fig. 1-D) indicates a single dimension with all 6 items retained for analyzing community participation of all NPRs and Canadian NPRs, and only 3 items (factor loadings greater than 0.5) for foreign NPRs: attended a local

community event, participated on a voluntary community organization and donated money to local charities and non-profit organizations.

To determine the level of participation (high or low) of each NPR household respondents, the dichotomous (0 - 1 code) for the above activities<sup>8</sup> were averaged to obtain a score between 0 and 1, where a higher number described a more participative NPR. The measure was then dichotomized into “low participation group” (with scores from 0 to 0.5) and the “high participation group” (0.51 to 1) for its application in discriminant analysis (used for evaluating how the independent variables below affect community participation).

**Figure 1-D: Factor Loadings for Measuring Community Participation**



<sup>8</sup> As discussed earlier, community participation score for foreign NPRs, unlike the Canadian NPRs, were based only on 3 items: attended a local community event, participated on a voluntary community organization and donated money to local charities and non-profit organizations since the inclusion of other 3 items with lower factor loadings will reduce the reliability of the results.

## *Independent Variables*

### *a) Socio-demographics*

Similar to earlier relevant analyses (Brown et al 1989, Lulloff 1998, Mataritta-Cascante and Lulloff 2006, 2008, Glorioso and Moss 2010) the following socio-demographic variables were included in this analysis: median age of adult household members, cumulative time spent in a year in Canmore residence, number of years NPR owned their property in Canmore, annual household income, and highest educational attainment .

### *b) Level of involvement in activities and events in Canmore community*

This variable was measured using a 5-point Likert scale: 1=Not Active at All, 2=Little Active, 3=Somewhat Active, 4=Active and 5=Very Active.

### *c) Level of satisfaction from community participation*

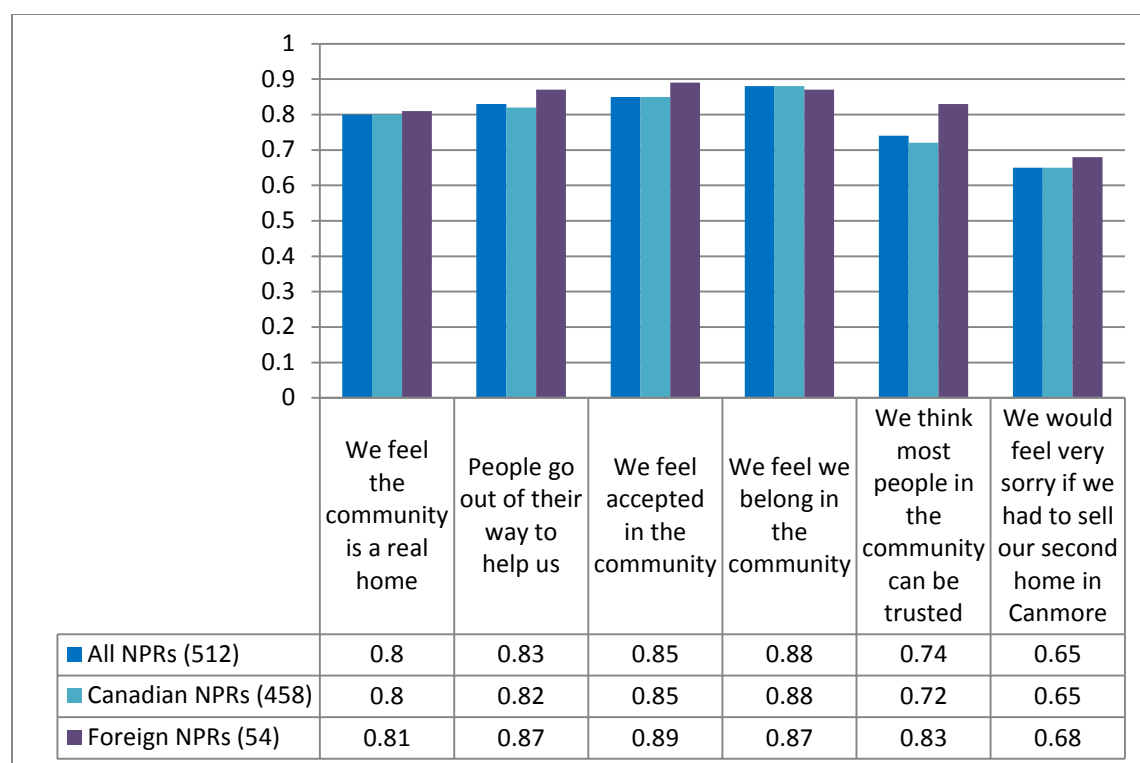
Again the measure was retrieved using a 5-point Likert scale: 1=Very Dissatisfied, 2=Dissatisfied, 3=Neutral, 4=Satisfied, 5=Very Satisfied.

### *d) Community Attachment*

Six factors of community attachment were examined using a 5-point Likert scale 1=Strongly Disagree to 5=Strongly Agree. The factor analysis showed all 6 factors were highly correlated, which suggests that a single summated composite scale for community attachment can be obtained for the three NPR data sets. Factor loadings for each item are shown in Fig. 2-D. Using a formula (Kuder-Richardson-20) to evaluate the extent to which the items in the summated scale were interrelated yielded high values (0.88 = All NPRs, 0.87 Canadian NPRs and 0.90 foreign NPRs). This indicated that a single composite scoring scheme is highly reliable.



**Figure 2-D:** Factor Loadings for Items Measuring Community Attachment



*i) Reasons for residing in Canmore*

Using common factor analysis, 16 items were analysed and grouped together into smaller numbers of variables (dimensions). The analysis revealed 4 dimensions/groups which were used for assessing how strong the variable is as a predictor for community participation (Table 1-D).

**Table 1-D:** Factor loadings for measuring reasons for residing in Canmore

Canadian NPRs, n=462

Factors	Reasons
Group 1	Good facilities and activities for seniors (0.82) Access to good health care (0.83) Close to family/friends (0.66) Access to Calgary airport (0.58)
Group 2	Small town social ambiance and relationships (0.76) Exceptional natural environment and scenic landscape (0.81)

	Small town physical size and townscape (0.82) Abundant recreational opportunities (0.70)
Group 3	Job opportunity (0.87) Business opportunity (0.91) Investment opportunity (0.77)
Group 4	Access to City of Calgary (0.75) Access to Banff National Park (0.79)

Foreign NPRs, n=49

Factors	Reasons
Group 1	Exceptional natural environment and scenic landscape (0.98) Small town physical size and townscape (0.89) Abundant recreational opportunities (0.95)
Group 2	Climate (0.73) Proximity to Banff National Park (0.74) Proximity to City of Calgary (0.89) Access to Calgary airport (0.92)
Group 3	Job opportunity (0.90) Business opportunity (0.93) Investment opportunity (0.86)
Group 4	Good facilities and activities for seniors (0.83) Access to good health care (0.82)

*What factors or characteristics were the most influential for community participation?*

The most influential variables (called predictors<sup>9</sup>) to NPRs' community participation in Canmore were then found (with canonical discriminant analysis<sup>10</sup>) (Table 2-D).

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<sup>9</sup> In the context of this study, a predictor is a statistical term that tells us which factors or characteristics are the most influential for categorizing NPRs community participation into high or low.

<sup>10</sup> Discriminant analysis is a regression based statistical technique used in determining which particular classification of group (in this study high/low participative non-permanent resident) an item of data or an object (in this study community participation) belongs to on the basis of its characteristics or essential features (in this study the independent variables).

**Table 2-D:** Standardized canonical discriminant function coefficients

Independent Variables	All NPRs N=373	Canadian NPRs N=340	Foreign NPRs N=33
	Discriminant Function		
Age of adult household members	0.2304	0.2680	0.4048
Cumulative time spent in a year	0.2899	0.2885	0.9640
Length of property ownership in years	0.2417	0.2141	0.3492
Annual household income	0.0279	0.0386	0.1861
Highest educational attainment of respondent	0.0138	0.0691	0.0901
Level of involvement in the community activities and events	0.8811	0.8636	0.5151
Level of satisfaction with the results of involvement	0.0480	0.0372	0.2660
Summated community attachment score	0.1798	0.1171	0.0331
Reasons for residing in Canmore			
Group 1	-0.0091	0.0175	-1.0463
Group 2	-0.1483	-0.1381	1.0254
Group 3	0.2194	-0.1548	-0.3977
Group 4	0.0956	0.0810	0.1333

Notes: 1) The sample sizes (N) on the column headings indicate the number of respondents having *complete* data in all the independent variables analysed.

This analysis showed that the predictors for Canadian and foreign NPRs are different so we are not going to use the discriminant function scores for All NPRs for interpreting the predictors of community participation. The discriminant analysis shows that for Canadian NPRs the level of involvement in the community has the greatest discriminating ability or the best predictor of community participation (with a coefficient of 0.8636), followed by cumulative time spent in a year (0.2899), median age of adult household members (0.2680), length of property ownership in years

(0.2417), reason for residing in Canmore, group 3 “economic opportunities” (0.1548) and community attachment (0.1798). While the best predictors for foreign NPRs participation were reason for residing in Canmore, group 1 “attractive natural and socio-cultural amenities” (-1.04) followed by reason for residing in Canmore, group 2 “access and proximity to Calgary and Banff National Park (1.0254), cumulative time spent in a year (0.9640), level of involvement in the community activities and events (0.5151), adult household median age (0.4048), reason for residing in Canmore, group 3 “economic opportunities” (-0.3977), length of property ownership in years (0.3492), level of satisfaction with the results of their involvement (0.2660), annual household income (0.1861) and reason for residing in Canmore, group 4 “seniors access to good facilities and services” (0.133).

The final step in the analysis is to determine how accurate the discriminant function is in predicting NPRs’ community participation. Table 3-D indicates that the discriminant function has correctly classified 233 low participative and 34 high participative Canadian NPRs. Since the correct classification rates for low (79%) and high (77%) were not that discrepant, this characteristic model has a satisfactory ability to predict community participation.

**Table 3-D:** Classification Results for Canadian Non-permanent Residents (N= 340)

Community Participation		Predicted Group Membership		
		Low Participation	High Participation	Total
Count	Low Participation	233	63	296
	High Participation	10	34	44

Community Participation	Predicted Group Membership		
	Low Participation	High Participation	Total
Percent Low Participation	79%	21%	100%
High Participation	23%	77%	100%

Note: % error: 21% for low participation group and 23% for high participation group.

On the other hand, Table 4-D below had correctly identified 11 low and 22 high participative foreign NPRs with 0% error which suggests a very accurate predictive model for community participation.

**Table 4-D:** Classification Results for Foreign Non-permanent Residents (N=33)

Community Participation	Predicted Group Membership		
	Low Participation	High Participation	Total
Count Low Participation	11	0	11
High Participation	0	22	22
Percent Low Participation	100%	0%	100%
High Participation	0%	100%	100%

## Appendix E: Household Survey Respondents' Additional Comments

### APPRECIATION

*Thank you for the opportunity to reflect and respond.*

- 2) *We are an atypical set of users. We love Canmore , and so do all our family including the owner, our eldest son.*
- 3) *We love Canmore and its people! What a great community you have. We have greatly missed being absent from there due to my husband's illness.*
- 4) *From Tokyo, when we arrive each summer, we feel hugely fortunate to be in Canmore. Its people & physical beauty are fantastic. And because we are on vacation while in Canmore, we have more time to get involved. However, one year when we arrived and were in Canmore only a day, our brand new mountain bike was stolen.*
- 5) *Please note: This survey was tough as I have been a permanent resident for years and only recently moved very far away. I do not get the chance to visit often but have kept my property in Canmore. Some of the questions are difficult to answer due to my situation. Sorry and hope it is helpful.*
- 6) *For weekenders, this is really an easy extension of our Calgary home.*

### COMMUNICATION

- 7) *Comment on Q27.c) Facebook/Twitter: Love this. We read Outlook regularly but if we miss an issue, mail would be better.*

### COMMUNITY PARTICIPATION/ RESENTMENT TOWARDS NON-PERMANENT RESIDENTS

- 8) *We are new to Canmore (<1 year). Maybe as we get to know Canmore - high probability of participation in the future.*
- 9) *We felt hurt by residents' comments in local newspapers (Vox Populi, etc.) when it was decided to increase municipal taxes for non-residents*

*a couple of years ago. Since then, we are not so eager to spend our \$ locally. Sorry...*

- 10) *Some people call us weekenders yet, we often do more (contribute time + \$ ) than they do.*
- 11) *We feel very attached to Canmore but have at times encountered a negative attitude from the community towards "weekenders".*
- 12) *We are made to feel like "weekenders" by the policies etc. of the Town and by some residents.*
- 13) *Because we are just weekenders, we haven't involved ourselves in the community yet. The only thing we've noticed is that when people ask us if we live there and we tell them we're weekenders, they aren't very welcoming.*
- 14) *Comment on #23.b) Contacted a public official about some issue affecting your community: No! As I have in the past but we are "non-residents". Useless to do so! Never again.*
- 17) *Comment on #26 Satisfaction level in Canmore: Town Hall could care less... as long as we pay our taxes on time.*
- 18) *Thank you for asking for feedback. I've always felt more and more than outsiders are unwelcome... us vs them. In the past a war was fought on "taxation without representation", and I now understand why.*
- 19) *Attitude to part-timers not always friendly, see letters in Outlook. Yet, we pay taxes and shop locally like everyone else!*
- 20) *The quickest way to lose my community involvement, concern and support is to tax me differently than permanent residents.*
- 21) *Thank you for sending this survey. I think it is an important step. We bought a 2nd home in Canmore in July of 2010. We try to use it as much as we can, given full-time work schedules in Calgary and enjoy our time there very much. We would like to increase the time we spend there gradually with a view to moving eventually. We have been disappointed in the services we have received with respect to home repairs and maintenance (security, cleaning and hot tub service has been excellent). We felt it important to support local businesses and have consistently felt we have been over charged and work has been shoddy. We have a new term - we've been "Canmored" when it comes*

*to this part of our experience, which is sad. Makes us feel unwelcome and that we are a target to be taken advantage of. We will likely use contractors from Calgary in the future. What a shame.*

- 20) *I must say, not sure what the fuss is all about. Just stay in touch with the homeowners and deal with issues as they arise. Quit trying to segregate us in a "special" group. Thank you.*
- 21) *Generally, local politicians and city staff make us feel as if we are unwelcome intruders, a drain on the local lifestyle and a huge burden for them to deal with. Golf course has punitive discriminatory membership fees against non-permanent residents. Golf course charges non-permanent residents more to play each game. We feel unwelcome by everyone except the "Pine Tree Players" group. We're a target in local political campaigns. Politicians do their best to try to screw non-permanent residents because we have no vote there.*

## GROWTH ISSUES

- 22) *Have thought of retiring to Canmore but too cold, too much highway noise.*
- 23) *No more Big Box stores. It's losing its character. Comment on #22f) We would feel very sorry...: Not now because Canmore has lost its way.*
- 24) *No more development. Focus on eco-tourism.*
- 25) *In our day to day dealing with local people (even business owners) we often hear that most people who live and work in Canmore will likely never be able to afford to buy their own home. How can a town sustain itself in this type of situation?*
- 26) *Stop allowing building of grandiose houses - too big, not green, don't benefit regular income people. Only benefit millionaires & offshore money looking for investments. That does not build "community", except empty buildings & fewer trees.*
- 27) *The town has allowed so much commercial residential expansion that it has not protected the businesses that exist; especially hospitality.*
- 28) *Increase density in core areas by changing zoning to allow more rentals of all types so you don't have so many empty neighbourhoods. Also, to*



*increase walkability in core. The sprawl is making it a car community. This is bad! Canmore can be different, plus people want that!*

- 29) *Redesignate vacation rental (Mystic Springs) to allow permanent residency.*
- 30) *Comment on Q28.h Preservation of small town character lifestyle: This is extremely important, it is what sets Canmore and Banff apart.*
- 31) *Canmore should invest heavily in Internet & wireless services to get more creative, tech & telecommuters. Understanding the need for sustainable growth different from Banff & Calgary.*
- 32) *We would like to see the town takes care of itself more - cleaning streets (this spring took 3 calls & still not completely done gravel left on grass areas from winter then kills new growth. More support of local businesses.*

#### PROPERTY TAX, USE AND INVESTMENT

- 33) *We are paying \$4,500.00 in condo taxes for a 930 sq ft apartment in Canmore; and \$2,000.00 in Calgary for a full size (1,600 sq ft) house on a 55 ft X 120 ft lot. We feel this is disproportionate to our use of town resources.*
- 34) *Canmore Council treats non-permanent residents as 2nd class by proposing higher taxes.*
- 35) *I have a concern being taxed differently than permanent residents.*
- 36) *Property taxes on recreational properties are outright theft.*
- 37) *Differential taxation issue of a few years ago was destructive to efforts to feel part of the community. Recovering slowly however. Also, it's just difficult to feel included when not present for weekly scheduled events. Often more in Canmore till weekend or major holiday weeks when everyone everywhere takes a break.*
- 38) *We lived in Canmore full time for 13 years and were very active in the community. We made a decision to move to Calgary to be closer to grandchildren. We did not want to leave Canmore totally so we purchased a condo that we could use when I worked (I attend the Canmore office once or twice a month) as well as for pleasure. The tax*

*bill we received was higher than any house we had owned. We found out it was because we are "non-residents". I called the town to explain our situation and was told our condo is classified "vacation ownership" therefore we are "non-residents". I know technically we are but we strongly feel we are being unduly taxed and now wish we had not purchased. The town should be encouraging people to buy.*

- 39) *Thank you for the opportunity to voice my opinion on Canmore. I fell in love with the town and area when I first visited. The town's plans were impressive and I saw huge growth potential. Unfortunately I have been soured by a number of things. 1) I invested in the wrong development. I have never been more disappointed. I have lost over \$200,000 due to the mismanagement and marketing of my property. 2) I have been let down by so many local people: lawyers, accountants, surveyors, business people and even the town. 3) The town has allowed too many developments meaning the market is now saturated both from a sales perspective and tourism. I average 20% occupancy which does not even cover the property tax. 4) The Property tax is ridiculous. I own a large house in a lovely neighborhood within commuting distance of Manhattan. My property tax is \$650 per month. I pay \$400 in Canmore for a 2-bed apartment. The designation of some properties as commercial when they make no money is wrong.*

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