

RAYMOND

Town of Raymond

Town Slogan Survey Results

Presented to Council at the January 14, 2020 Council Committee Meeting

Since October 2019, the Town has been collecting survey data on our residents' opinions and feedback on our new Town slogan. Of the 99 responses submitted, 96 were submitted by Town residents, and were compiled to produce the following data. The data for this report was compiled on January 13, 2020.

Overall the data suggests that respondents desire a return to a previous slogan, though much of the feedback takes more issue with the use of the word "Champion" than with the idea of a new slogan entirely, with just over a quarter of feedback speaking about the slogan negatively. However, only 10% of respondents explicitly stated that the old slogans should not have been changed in the first place.

Slogan Recommendations

Residents were asked to provide recommendations for what the Town's slogan should be changed to. The majority of respondents wish to return to one of the two former slogans, those being "Home of the First Stampede" and "Welcome Home."

9% of respondents included the word "Champion" in their recommendation, though only one respondent suggested retaining the current slogan. All the others recommended a variation on the "Champions" slogan. Among others, the variations included:

We Champion the Good Life
Striving to be Champions

Together We Are Champions
Where Champions Grow

15% of respondents focused on specific words like "heritage," "history," "excellence," and "family," among others. These included:

Heritage Proud
Honoring the Past, Building the Future
Make Your History
Pursuing Excellence

Where Families Grow
Your History Starts Here
Supporting Families and Success
Where Excellence Thrives

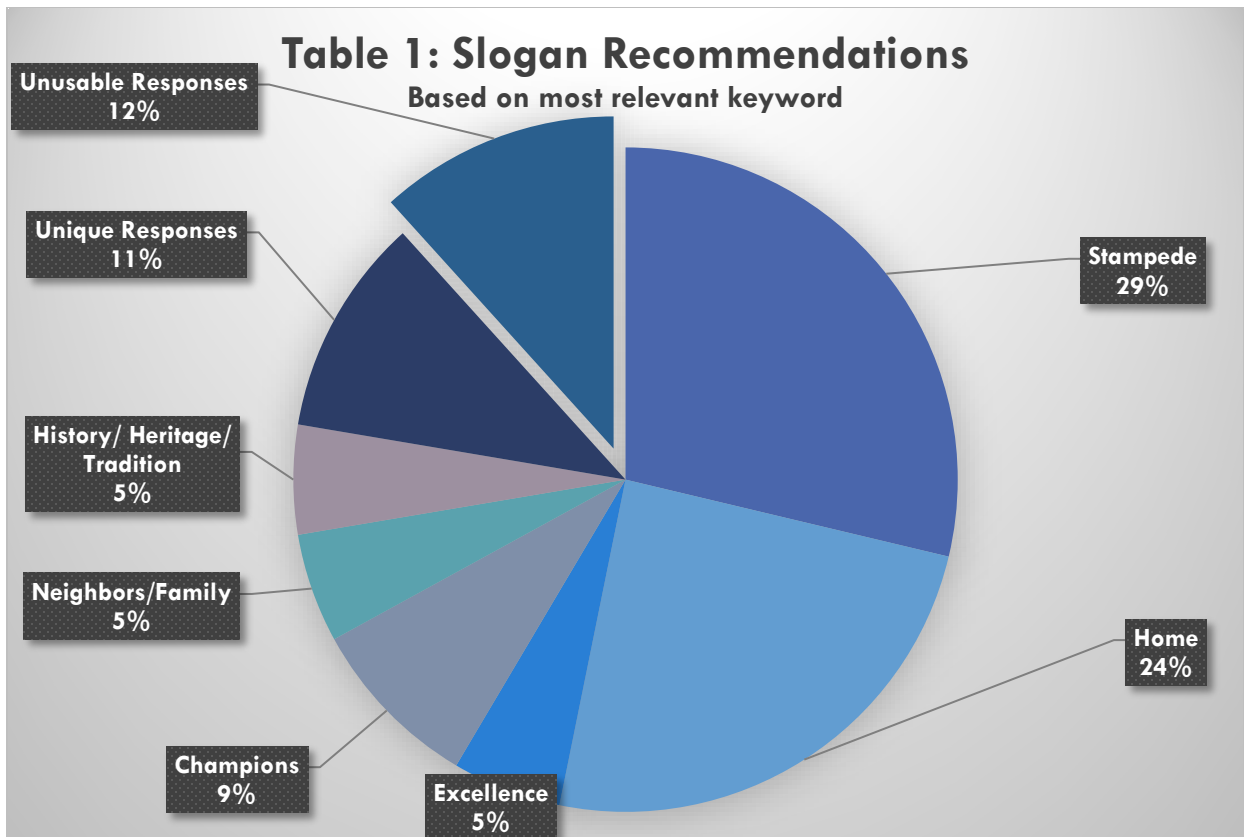
The final 11% of usable responses were unique in their use of language. The following is a selection of those responses:

Prairie Proud and Patriotic
Growing the Greatest
Life's Better in Raymond
Where Your Legacy Begins

Steeped in History, Building Diversity
Canada's First Net Zero Community
A Place of Power
Where Dreams Become Reality

The remaining 12% of responses were not usable, due to copyright infringement, obscenities, and other prohibiting language such as the use of given names.

See Table 1 on the next page for a breakdown of the slogan recommendations.



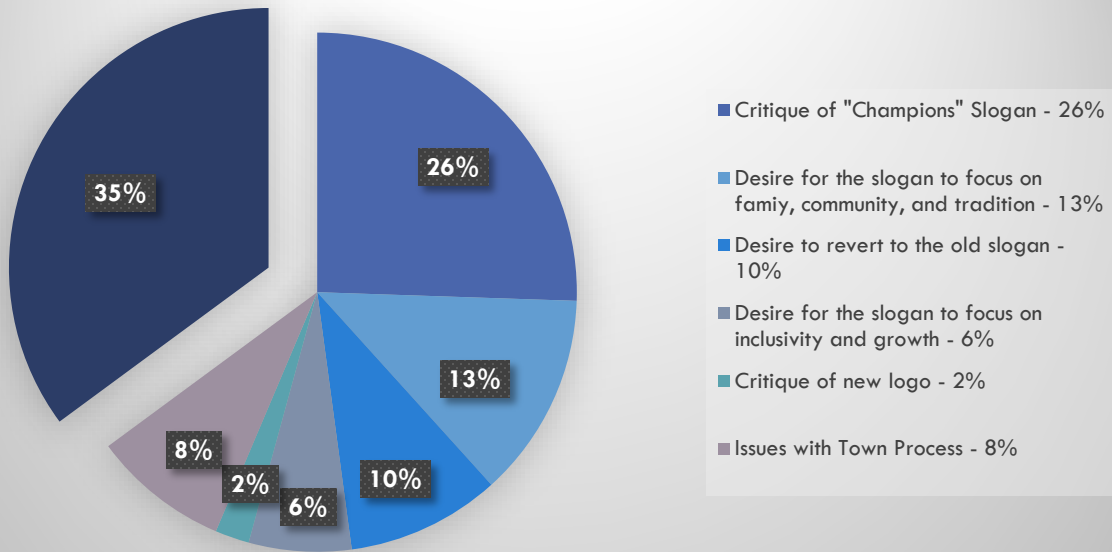
Written Feedback

Based on the survey results, 10% of respondents noted that the Town should not consider new slogans, and recommended returning to one of the original two. In comparison, 26% of respondents noted an explicit issue with the use of the word “Champions.” This may account for the fact that while a majority of respondents recommended the old slogans, only 10% made specific note to revert. The Public may not be entirely opposed to a new slogan, only the one currently in use.

13% of respondents noted that the new slogan should focus on the Town’s values, such as family, tradition, and community. 6% wanted the new slogan to emphasize Raymond’s status as a growing and inclusive community. 2% took issue with the Town’s new logo, branding, and aesthetic, while 8% took issue with the Town’s process. The remaining 35% of respondents did not leave any written feedback.

See Table 2 on the next page for a breakdown of the Written Feedback on the Slogan.

Table 2: Written Feedback on the Slogan



Conclusion

While feedback shows that respondents are not in favour of the current slogan, the data suggests that this is not representative of a complete opposition to the idea of a new slogan.

At the January 14, 2020 Council Committee Meeting, Council recommended that this report be presented to the Community Engagement Committee for consideration. The results of the Committee’s deliberations will be brought to the January 21, 2020 Council Meeting, along with this report. Based on the Committee’s feedback, Council will decide its next course of action on this matter. Among other options, Council may consider using public feedback to develop a suite of slogans for review.

If you have any questions, you can call the Town Office at 403-752-3322.