



Arctic Development
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Evaluation Plan Report - Yellowknife Branch

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Date of Report: 1995

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EVALUATION
PLAN REPORT

YELLOWKNIFE BRANCH 1995



Canada Mortgage and Housing Corporation

Evaluation Plan Report

Yellowknife Branch

1995

Department of Market Analysis & Public Affairs

A) Background

Market research has shown information products which meet the real needs of their respective target markets are in demand. Information which is not in need, is perceived to be of little value. The Corporation is now placing increased emphasis on better targeting of communication activities and their measurement. This is being conducted in an environment that involves continuing resource efficiencies.

A key product line in the Corporation's effort to be known as Canada's housing expert is the suite of market analysis publications. Based on client needs assessments, new product concept testing is being initiated. Moreover, in support of the Corporate revenue generation strategy, new and revised local products are also being developed. The Yellowknife Branch, in this respect, is constantly striving to improve their local market analysis products and services.

B) Purpose of the Evaluation

As a component of the Prairie and NWT Region's Evaluation Plan for 1995, the effectiveness of the branch's market analysis products was assessed. The general purpose was to evaluate the value of the market analysis information and identify client satisfaction. Such attributes to be measured included clarity, timeliness and quality. The client group targeted was the housing industry. They consisted of lenders, real estate agencies, apartment property managers/owners, the building industry and the media.

C) Objective

The objective of the evaluation was to measure client satisfaction of CMHC Yellowknife market analysis products and services. Client satisfaction benchmarks were to be established.

D) Methodology

The methodology of this study involved the employment of a survey that assessed reader satisfaction. The product selected was a report that combined both the Yellowknife Housing Forecast and Rental Market Survey reports - the Yellowknife Housing Market Update Report.

The total number of potential respondents was targeted at 120 external clients. The method of data collection was through a written survey. The survey form was sent to the external clients with the Yellowknife Housing Market Report, A self addressed envelope with pre-paid postage was included.

E) Questionnaire Design

The type of survey employed was a ranking and multiple choice format that focused on the following (see Appendix A):

i) Clients evaluation of relevance of information for their work needs

- Percentage of the information received they actually use to perform their work
- Parts of the reports they do not use

ii) Clients evaluation of clarity of information

- Rating of clarity of information

iii) Clients evaluation of timeliness of information

- Percentage of clients who receive the information too early; just in time or too late

iv) Clients evaluation of the quantity of information

- Rating of the quantity of information received from too little to too much

v) Others

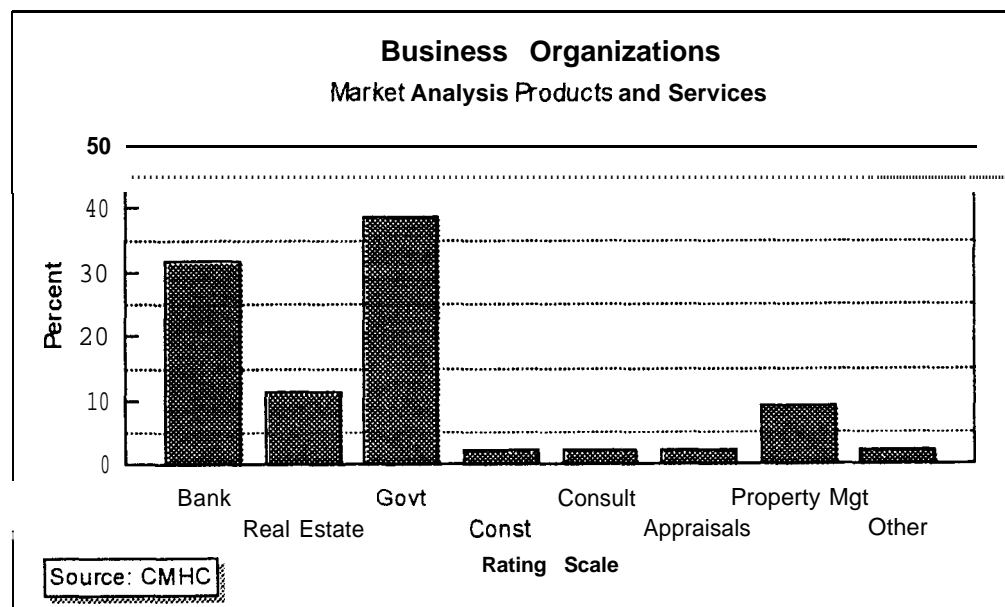
- Desk-top publishing format preference
 - Product pricing preference
-

F) Results of the Questionnaire

Overview

Of the 120 surveys distributed throughout the Northwest Territories, 45 questionnaires were completed and returned. This represented 37.5 per cent or slightly over one-third of the total population targeted. As shown in Figure 1, the breakdown of the respondents consisted primarily of lenders (32%) and government agencies (39%).

Figure 1: Survey Respondents by Business Organizations



Overall Rating

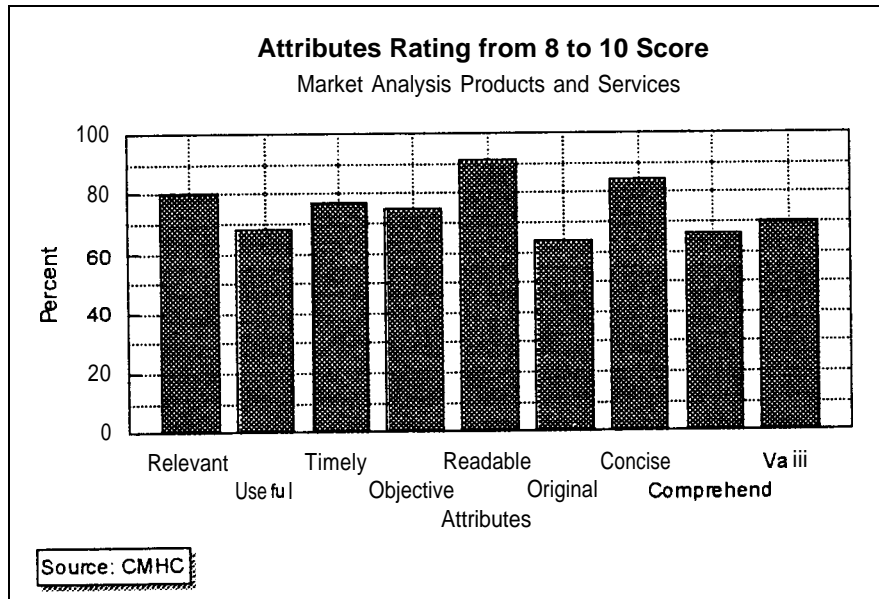
The first section examined was the overall rating of both national and local CMHC housing information. Both sets of products were viewed favorably. Over 79 per cent strongly agreed that the National publications provided excellent information and when asked if the Yellowknife Housing Market Update Report met their needs, over 70 per cent strongly agreed. Both ratings ranged from 8 to 10 scores (see Appendix B).

Attributes

Attributes about the Report were reviewed by the client group. Each reader was asked about the publication's relevancy, usefulness, timeliness, objectivity, readability, originality, conciseness, comprehensiveness and validity. As indicated in Appendix C, the overall response was very favorable. In Figure 2 below, about 75 per cent of the respondents indicated a rating of 8 or higher on average. However, based on the distributions of the scores, especially those with less

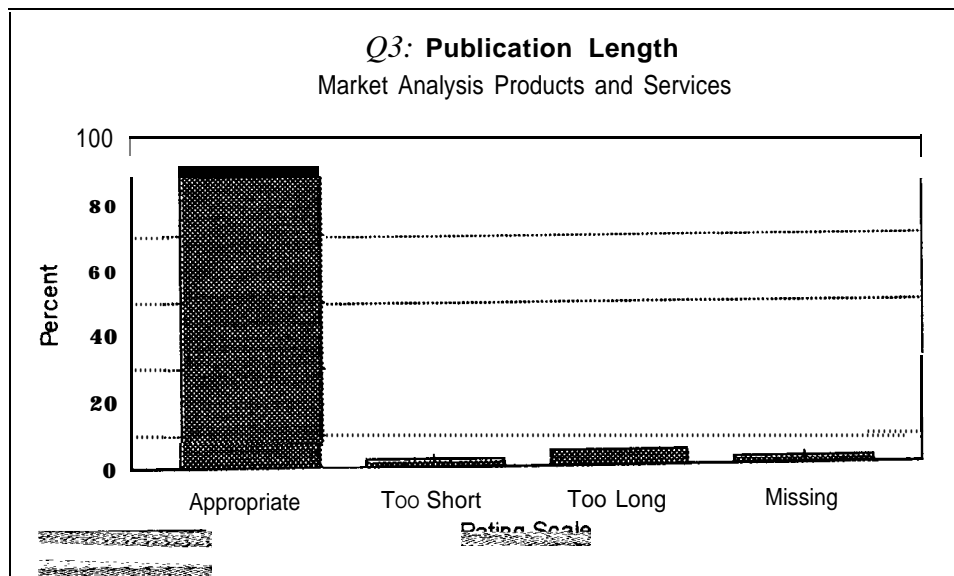
than 7, three areas of concern were identified: 1) originality, 2) comprehensiveness, and 3) usefulness. Only 64 to 68 percent of the respondents strongly agreed on these attributes.

Figure 2: Rating of the Attributes on the YK Housing Market Update Report



In addition to measuring the attributes, the length of the publication was reviewed (see Figure 3). Having consisted of six pages in total which included an insert page, the majority of the respondents found the report appropriate (910/0).

Figure 3: Publication Length Preference



Respondents' Comments

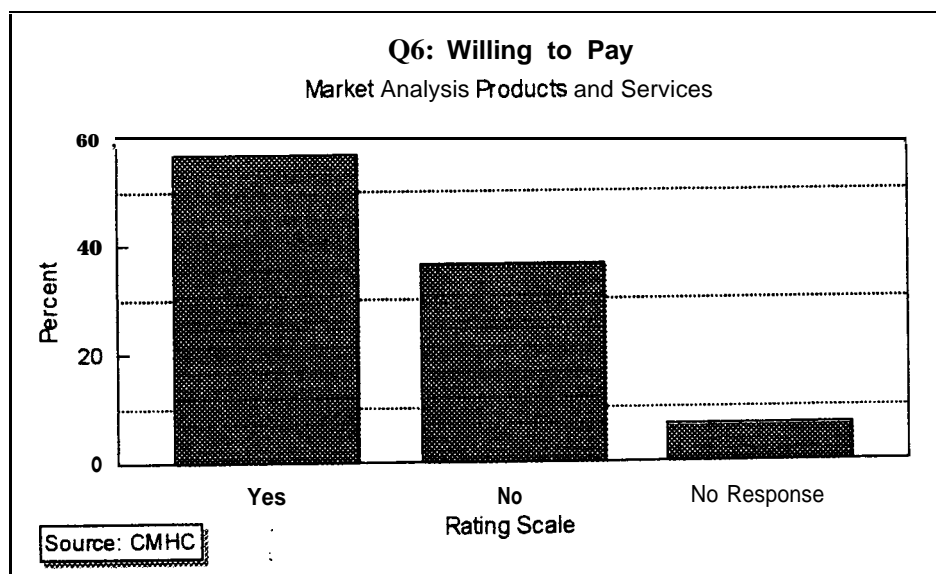
Provisions were also made for the respondents to comment on how the publication can be improved. The results were as follows:

- a) additional analysis and comparisons on other NWT centers should be included;
- b) building permit and starts/completions statistics need to be added;
- c) the definition of the term "vacancy" should be clarified
- d) an explanation on the methodology involving sample sizing is needed;
- e) comparisons of the Yellowknife market should be made to other major centers and national trends, i.e., affordability and building costs;
- f) housing prices by locations throughout the City should be done;
- g) more analyses such as trends analysis should be included;
- h) more detail and updated information on the Yellowknife and NWT economy is needed;
- i) the frequency of the report should be increased on a quarterly basis; and
- j) the appearance of the report should not be of glossy type and should be in larger print.

Product Pricing

The last section of the questionnaire centered on the subject of pricing. The client group was notified that in 1996, the majority of the market analysis products and services of CMHC will be priced. If the Yellowknife Market Analysis Update Report was priced, a question was asked if they would pay for it and if so, what type of payment would be preferred. About 57 per cent responded that they would be willing to pay and their payment preference would be made on a yearly basis (see figure 4).

Figure 4: Willingness to Pay



Summary and Conclusion

An evaluation of the **Yellowknife** Housing Market Update Report was made by conducting an external client survey. This survey examined several attributes from relevancy to validity, as well as the issue of pricing. The overall response rate was about one-third of the total target group and was primarily represented by the banking and government institutions. Their views overall were very positive and satisfaction with the product was confirmed. However, there were some concerns regarding the utility, originality and comprehensiveness of the Report. Moreover, there were several areas for improvement suggested by the client group. The issue of pricing was also addressed and the results indicated that this group would be willing to pay a price on a yearly subscription basis.

Recommendations

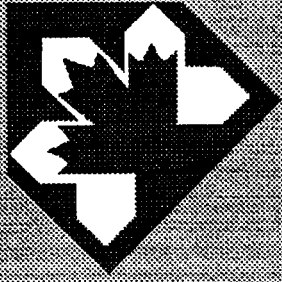
As noted previously, there were three attributes identified as requiring improvement: 1) usefulness; 2) originality; and 3) comprehensiveness. To alleviate these shortcomings, the following suggestions should be incorporated in the Report:

- a) include more statistical information by adding building permit and starts/completion data;
- b) assess the housing prices by type within the various locations through the City of **Yellowknife**;
- c) provide additional housing analyses on other centers located in the Northwest Territories, i.e., market and semi-market areas;
- d) compare the **Yellowknife** housing market trends with the national housing market, including affordability and building costs comparisons; and
- e) deliver more information on the City of **Yellowknife**'s and the Northwest Territories' economic conditions.

Given the conditions that pricing is viewed favorably among the client readers, a product pricing strategy must be developed and implemented for the 1996 year. The price should be based on a cost recovery basis only. Integrated within the strategy should be the introduction of pricing to the clients. One recommendation is to attach the results of the survey and a pricing notification to the April 1996 Housing Market Update Report. This Report is to be the last complementary copy. It is also recommended that the providers of primary data, namely the rental property owners/managers, be given a complementary copy on a continuous basis. It is suggested that a policy be developed to determine who would be eligible for a free copy.

The cost of production of the **Yellowknife** Housing Market Update was higher than any previous publication. This involved a full color reproduction, photographic inserts and glossy paper. The employment of this tactic was part of the pricing strategy that focused on the presentation quality. It is recommended that this tactic be toned down but not altogether eliminated. It would be inappropriate to return to a lower quality product and request for payment **thereafter**. Printing costs are based on the number of colors used and volume of units produced. It is recommended that some colors be maintained with Gray-Scale J-Peg photo inserts. The issue of volume may also be resolved if the printing was piggy-backed with other print productions. Further extinction would be needed to assess any possible cost savings.

Appendix A
Reader Satisfaction Survey
Evaluation Plan Report



Canada Mortgage and Housing Corporation

Market Analysis Dept.

Yellowknife Branch

1995

Reader Satisfaction Survey

Your satisfaction with our publication, "**Yellowknife** Housing Market Update **Report**", is very important to us. To help us meet your needs, please complete and return this assessment immediately **after** reading this report.

1. **overall Rating** - To what extent do you agree or disagree with each of the following statements? (*Circle one number in each row, a and b*)

a. To meet your needs, *Canada Mortgage and Housing Corporation* must provide excellent housing information.

Strongly Disagree								Strongly Agree		No Opinion	
1	2	3	4	5	6	7	8	9	10	0	

b. In your opinion, this is an excellent housing publication.

Strongly Disagree								Strongly Agree		No Opinion	
1	2	3	4	5	6	7	8	9	10	0	

2. **Attributes** - To what extent do you agree or disagree with each of the following statements? (*Circle one number in each row*)

a. This publication is **relevant** (addresses your need for information and analysis on this subject).

Strongly Disagree								Strongly Agree		No Opinion	
1	2	3	4	5	6	7	8	9	10	0	

b. This publication is **useful** (you can apply the contents of the report to your work).

Strongly Disagree									Strongly Agree	No Opinion
1	2	3	4	5	6	7	8	9	10	0

c. This publication is **timely** (subject and data are current and topical).

Strongly Disagree									Strongly Agree	No Opinion
1	2	3	4	5	6	7	8	9	10	0

d. This publication is **objective** (presents a well-balanced and unbiased analysis).

Strongly Disagree									Strongly Agree	No Opinion
1	2	3	4	5	6	7	8	9	10	0

e. This publication is readable (uses clear and understandable language).

Strongly Disagree									Strongly Agree	No Opinion
1	2	3	4	5	6	7	8	9	10	0

f. This publication is **original** (conveys new ideas, information and analysis).

Strongly Disagree									Strongly Agree	No Opinion
1	2	3	4	5	6	7	8	9	10	0

g. This publication is **concise** (expresses information as economically as possible, regardless of report length).

Strongly Disagree									Strongly Agree	No Opinion
1	2	3	4	5	6	7	8	9	10	0

h. This publication is **comprehensive** (provides the scope and level of detail needed).

Strongly Disagree									Strongly Agree	No Opinion
1	2	3	4	5	6	7	8	9	10	0

i. This publication is **valid** (contains sound analysis of rigorous, robust and reliable data).

Strongly Disagree									Strongly Agree	No Opinion
1	2	3	4	5	6	7	8	9	10	0

3. Is the length of this publication appropriate (given your level of interest and the time required to read it)?

(Please check one)

Appropriate	Too short	Too long
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you checked too short or too long, what length would have been appropriate?

_____ pages

4. How, in your opinion, could this publication have been improved?_____

5. Please tell us about your organization.

Line of business

•1 **Banking** Real Estate CI Government Construction •1 Consulting
CI Appraisal Services •1 Property Management

Other_____

6. In 1996, the majority of the **Market Analysis Products and Services of Canada Mortgage and Housing Corporation** will be priced. If this product is priced according to your needs, would you be willing to pay?

(Please check one)

Yes

No

If you checked yes, what type of payment would you prefer?

yearly subscription

1 payment on demand

7. Please answer question 1 now if you have not yet done so.

Thank you for completing this assessment

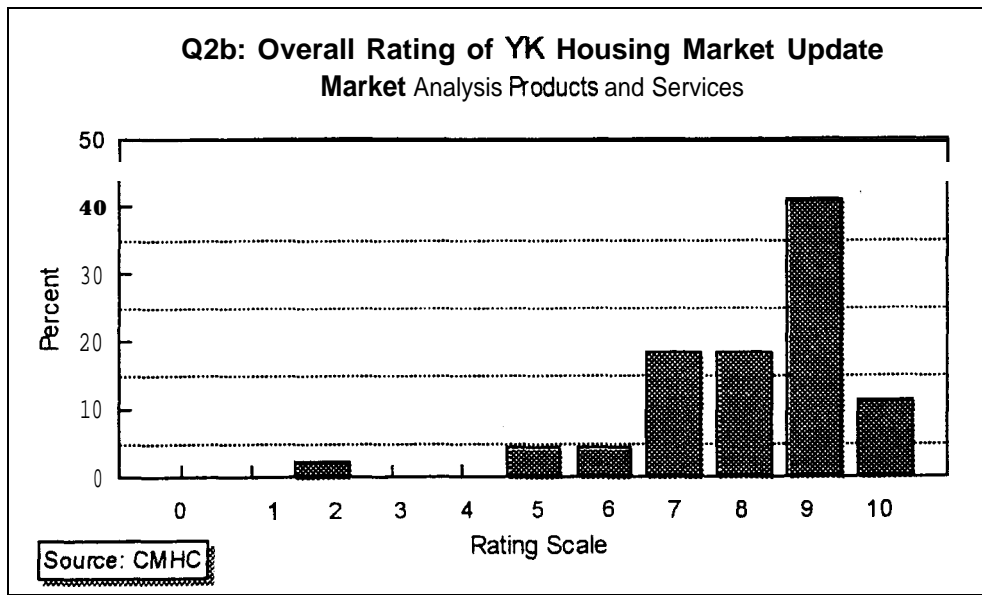
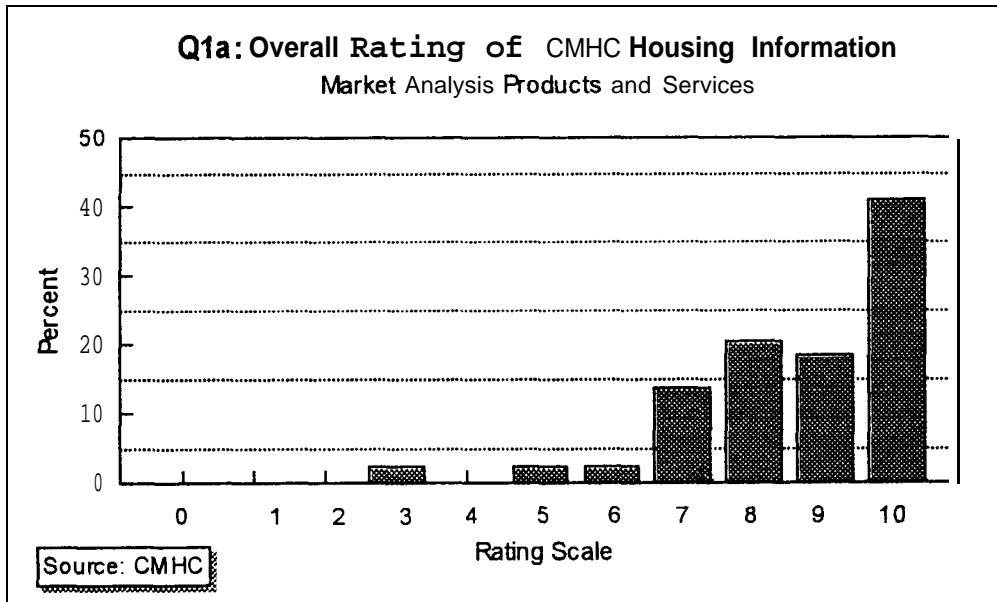
Please return it in the envelope provided or FAX it to (403) 873-3922



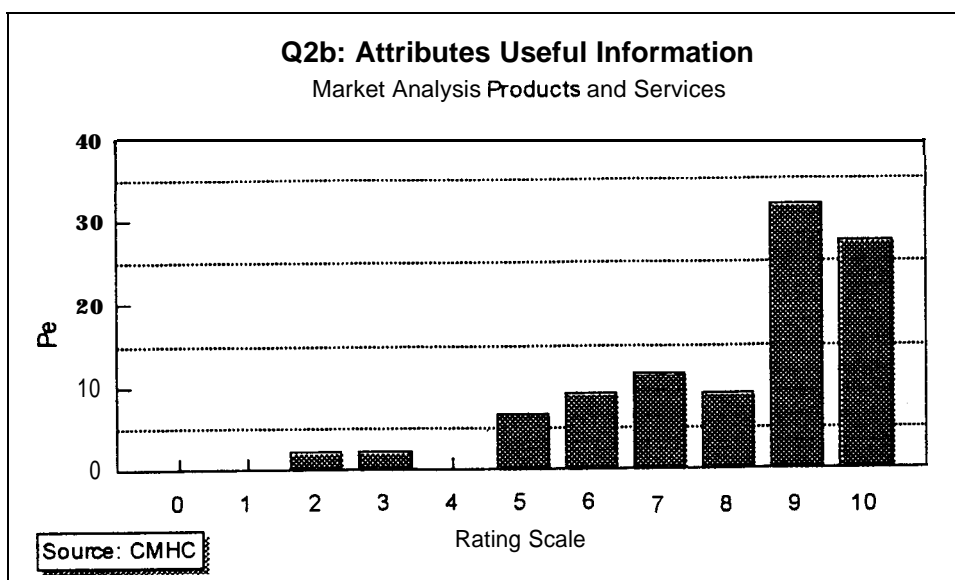
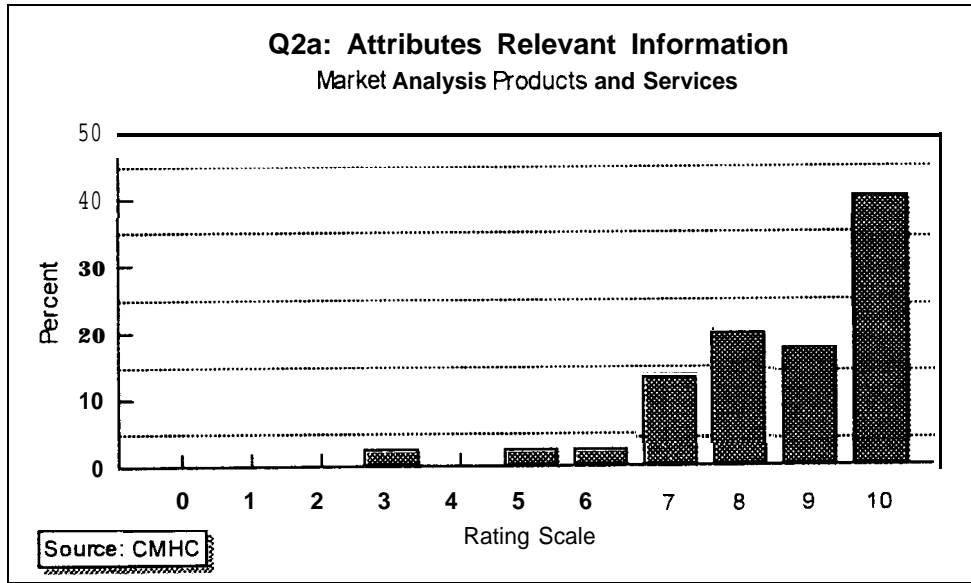
Canada Mortgage and Housing Corporation
Yellowknife Office
P.O.Box 2460
8th Floor, Precambrian Building
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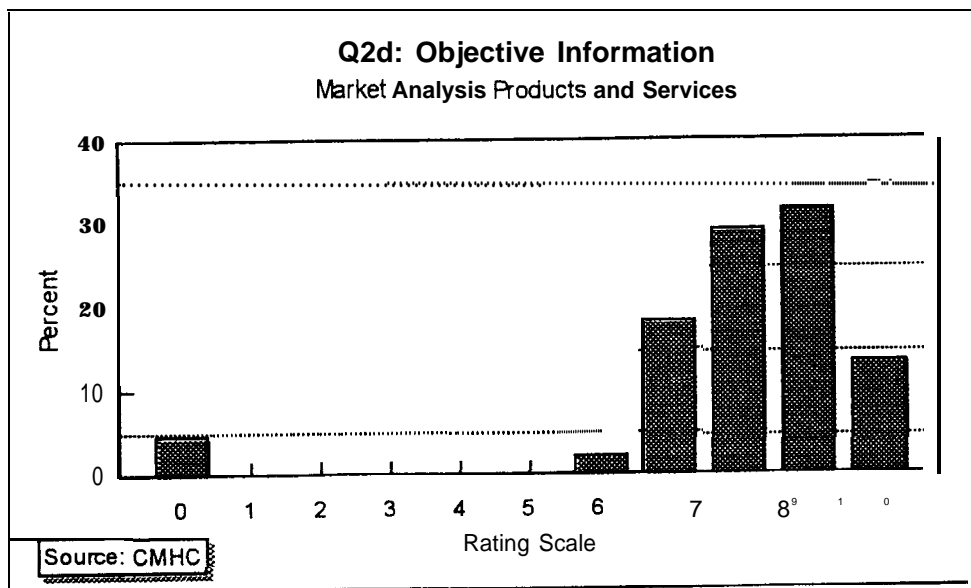
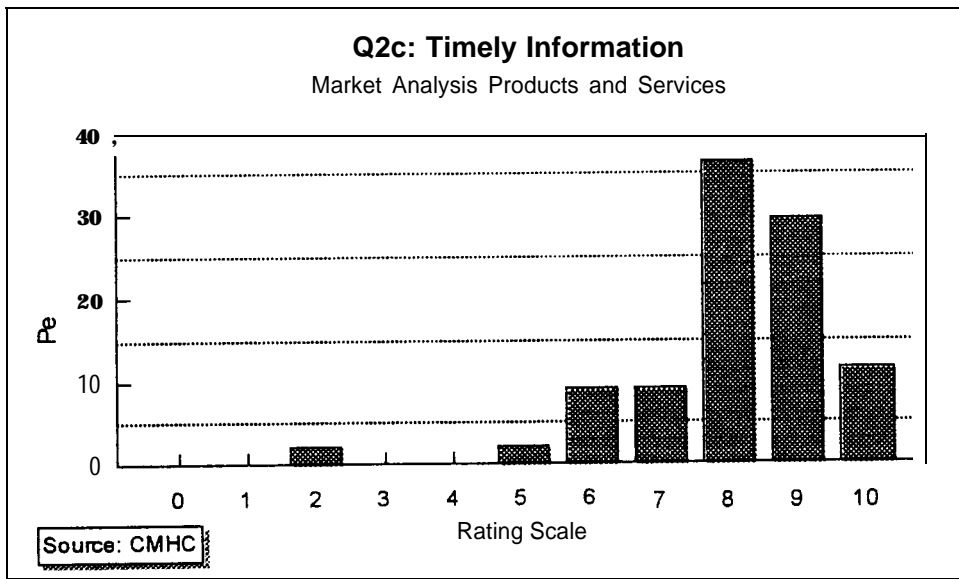
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Appendix B
Overall Survey Respondent Scores
Evaluation Plan Report

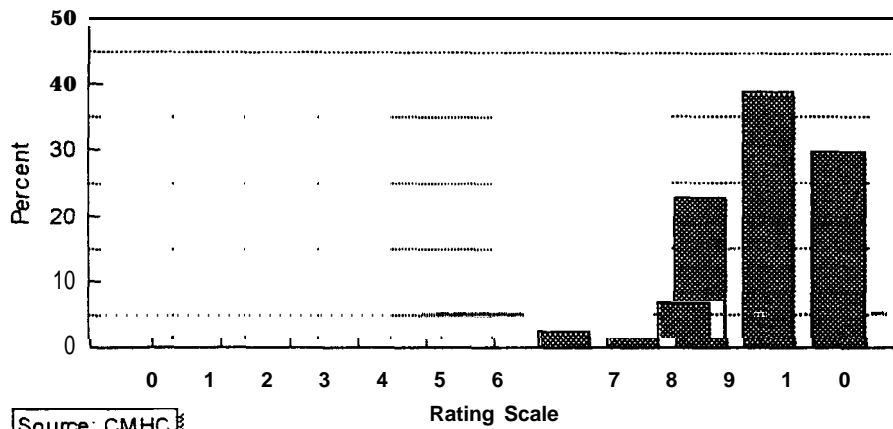


Appendix C
Survey Respondents Scores on Attributes
Evaluation Plan Report

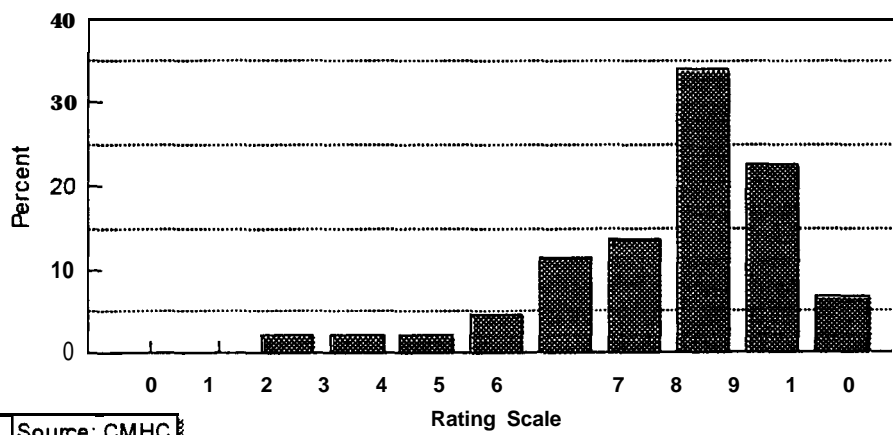


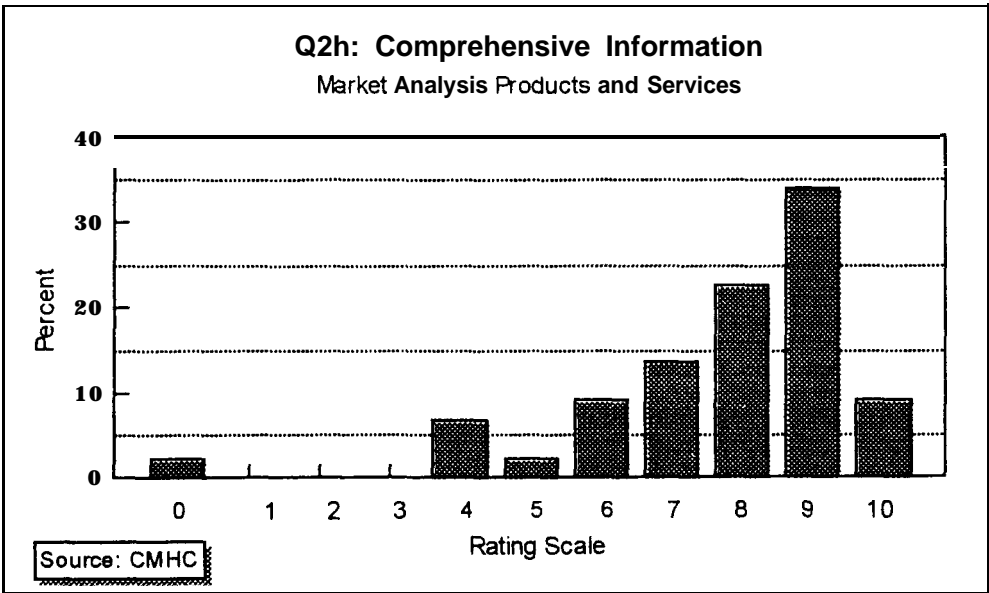
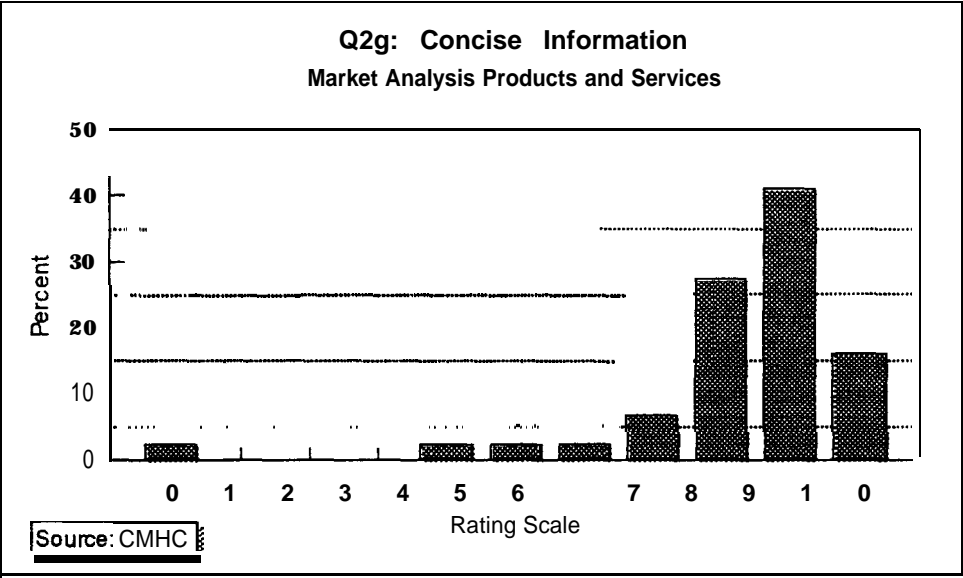


Q2e: Readable Information
Market Analysis Products and Services

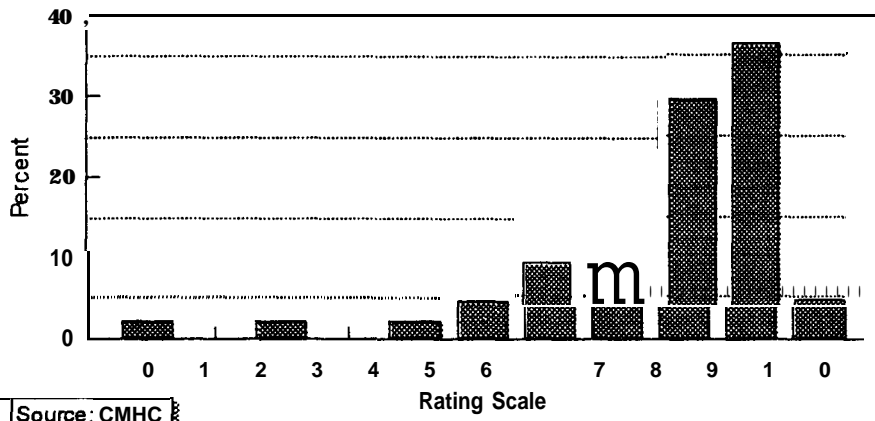


Q2f: Original Information
Market Analysis Products and Services





Q2i: Valid Information
Market Analysis Products and Services



Source: CMHC