CITY OF EDMONTON

2007 Citizen Satisfaction Survey
Final Report

September 27, 2007

Banister
Research & Consulting Inc.

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SUMMARY OF FINDINGS

Banister Research & Consulting Inc. conducted a telephone survey of 800 City of Edmonton residents regarding services provided by the City. This survey not only provides a measurement of satisfaction but also the perceptions of the quality of service provided by the City of Edmonton. Key findings of the 2007 Citizen Satisfaction Survey were:

Quality of Life

The vast majority of respondents assessed the quality of life in the City of Edmonton positively, as 89% stated that the quality of life in Edmonton was good, very good or excellent, down significantly[1] from the 95% reported in 2003[2]. The most frequently stated reasons for a positive quality of life rating were the City's parks and green spaces including the river valley, good employment opportunities, the arts and culture opportunities and the stable economy. These factors have consistently been attributed to a high quality of life in Edmonton.

Most respondents indicated they would recommend the City of Edmonton as a place to live (84% down from 95% in 2003), rated Edmonton positively (excellent, very good or good) in terms of its leadership in implementing environmental policy and practices (67%) and were proud to be a resident of the City of Edmonton (69% provided ratings of 1 or 2 out of 5).

Close to half of all respondents (46%) rated Edmonton's national image as being positive, with an additional 38% stating Edmonton has a neutral national image.

Consistent with previous survey years, crime and poor infrastructure and road conditions including a lack of snow removal, pothole repair and general maintenance were most frequently articulated by respondents as contributing to a low quality of life in the City.

[1] The word "significantly" or "significant" refers strictly to statistical significance, and is not to be interpreted as an indicator of order or magnitude. Where the sample size of respondents was 800 (the majority of this survey), any change greater than ±3.5% is considered statistically significant, and preceded by the words "significant" or "significantly".

[2] Although resident surveys were conducted in 2005 and 2006, the methodology and instrument used in the 2007 survey is most statistically comparable to that of 2003.

Satisfaction with City of Edmonton Services

Overall satisfaction with City of Edmonton services continues to be high with the majority (76%) of respondents being either 'very' or 'somewhat' satisfied (23% and 53%, respectively). Citizens continue to report a positive satisfaction rating (either very or somewhat satisfied) and compared to results reported in 2003, respondents this year were more likely to state that they were very satisfied with City services (23% versus 21% in 2003), and significantly less likely to provide a somewhat satisfied rating (53% versus 64% in 2003). Significantly fewer respondents, however, provided a satisfied rating overall in 2007 (76%) when compared to 85% in 2003.

Comparable to previous survey years respondents were asked to rate their satisfaction with 18 specific City of Edmonton services, of which three were related to protective services, ten were categorized as infrastructure or hard services and nine related to community or people services.

In terms of those services categorized as **protective services** the following results were reported:

- Overall satisfaction with police services has remained identical since 2003 (74% in 2007 and 2003).
- More than eighty percent of respondents (82%) indicated they were satisfied overall with fire rescue services, with most stating that they were "very" (54%) rather than "somewhat" (28%) satisfied. Satisfaction with fire services significantly increased (82% satisfied overall versus 77% in 2003). It is important to note that the survey was conducted following a highly publicized fire; consequently this may have impacted the results reported in 2007.
- Seventy-eight percent (78%) of respondents reported that they were very or somewhat satisfied with City of Edmonton emergency medical services such as ambulance and rescue paramedics (46% very satisfied and 32% somewhat satisfied, respectively). Satisfaction with this service also increased significantly, as 78% of respondents in 2007 reported that they were generally satisfied versus 70% in 2003.

The following summarizes the results of the ten services investigated that relate to **infrastructure services**:

- Similar to results reported in previous survey years, the vast majority of respondents in 2007 (89%) were very or somewhat satisfied with City of Edmonton parks and green spaces including the river valley parks, (65% and 25%, respectively). The degree of satisfaction with this service continues to remain consistent, as a similar proportion of respondents said they were "very" satisfied in 2007 and 2003, supporting the trend of a higher level of satisfaction among respondents with respect to this service (89% in 2007 versus 91% in 2003).

- With respect to garbage and recycling collection services, 86% of respondents reported that they were either very (56%) or somewhat (30%) satisfied with the service. Overall satisfaction with this service significantly increased compared to previous survey results (86% in 2007 versus 82% in 2003).
- Compared to 2003, satisfaction with winter road maintenance significantly decreased, as 36% of respondents were satisfied overall with the service compared to 43% in 2003. In fact, this year a higher proportion of respondents reported that they were dissatisfied overall with winter road maintenance (49% dissatisfied overall), with considerably more respondents commenting that they were "very" dissatisfied with the service provided (24% in 2007 versus 15% in 2003).
- Similar to the decrease in satisfaction with winter road maintenance, overall satisfaction with summer road maintenance also decreased (36% of respondents were satisfied overall versus 38% in 2003). Respondents is 2007 were more likely to report being dissatisfied with the summer road maintenance, as 24% said they were "very" dissatisfied to some degree with the service provided as compared to 15% in 2003.
- Similar to the decrease in satisfaction with winter and summer road maintenance, overall satisfaction with rush hour traffic significantly decreased (25% of respondents were satisfied overall versus 36% in 2003). Again, in 2007 respondents were more likely to report being dissatisfied with the rush hour traffic, as 49% said they were dissatisfied to some degree with the service provided as compared to 35% in 2003.
- There was a significant increase in overall satisfaction with sewer services including land drainage compared to 2003 when 62% of respondents said they were satisfied overall (versus 66% in 2007). In fact, respondents were much more likely this year to provide a "very satisfied" rating (24% in 2007 versus 19% in 2003) and less likely to state that they were somewhat dissatisfied with the service (6% in 2007 versus 11% in 2003).
- While overall satisfaction with bylaw services remained the same (51% in 2007 and 49% in 2003), respondents in 2007 were more likely to report that they were "very" satisfied with the service (15%) compared to respondents in 2003 (9%).
- Compared to results reported in 2003, overall satisfaction with property assessment and taxation services remained about the same (48% in 2007 said very or somewhat satisfied compared to 46% in 2003).
- Overall, satisfaction with permit and inspection service has remained consistent between survey years (29% in 2007, 33% in 2003). Although compared to last year, there were a significant proportion of respondents who were more likely in 2007 to say they were dissatisfied with the service (17% in 2007 versus 7% in 2003). It is important to note that a significant percentage of respondents were undecided as to their satisfaction, as 25% of respondents said they did not know. This may be a result of having limited or no contact with permit and inspection services.
- Less than one-quarter of all respondents (24%) were either very (4%) or somewhat (20%) satisfied with efforts to increase the supply of adequate and affordable housing (e.g. Cornerstones, Safe Housing, Landlord and Tenant Advisory Board). There were a significant proportion of respondents who were more likely to say they were dissatisfied with the service (46%), representing then lowest levels of satisfaction amongst all services assessed in 2007.

The following results were reported in terms of those services grouped as **community or people services**:

- The majority (78%) of respondents stated that they were satisfied with City of Edmonton recreation facilities including pools, arenas and sports centres, with 34% being very satisfied and 44% being somewhat satisfied. While overall satisfaction with City recreation facilities remained consistent, compared to results reported in 2003, respondents this year were somewhat less likely to state that they were "very" satisfied with City recreation facilities (34% versus 44% in 2003) and more likely to comment that they were "somewhat" satisfied (44% versus 38% in 2003).
- The majority of respondents (82%) also reported that they were generally satisfied with City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or the Muttart Conservatory (46% said they were very satisfied and 36% said they were somewhat satisfied). Compared to results reported in 2003, overall satisfaction with City operated attractions remained comparable (82% in 2007 versus 86% in 2003).
- More than sixty percent (62%) of respondents stated that they were very (29%) or somewhat (33%) satisfied with recreational programs such as summer playground programs and youth and family programs provided by the City of Edmonton. Compared to results reported in 2003, overall satisfaction with this service remained consistent in 2007 (62% satisfied overall in 2007 compared to 64% in 2003).
- When asked to rate their satisfaction level with public libraries, 50% of respondents said they were very satisfied with the public libraries and 30% said they were somewhat satisfied. Overall satisfaction with public libraries has increased since 2003 (81% in 2007 and 77% in 2003).
- Just over half (55%) of the Edmonton residents interviewed were, to some degree, satisfied with public transit services (22% were very satisfied and 34% were somewhat satisfied). Overall satisfaction with public transit increased significantly compared to results reported in the previous survey year (55% in 2007 versus 48% in 2003).

Overall Importance and Service Improvements

In order to better assess services, respondents in 2007 were questioned as to the level of importance they place on each of the 18 City services investigated. Recognizing that services with a decline in satisfaction, or those with the lowest levels of satisfaction or importance ratings, may not necessarily be the services where improvement is most desired, dimensional mapping was conducted to better assess respondents' perceptions.

The following City services were perceived by respondents as above average in importance but below average in satisfaction, in other words services viewed as primarily needing improvements:

- winter road maintenance including snow and ice management,
- summer road maintenance including paving and pothole repair, and
- public transit.

Improvements to these services would do most to increase residents' satisfaction with the services provided by the City. Additionally, it would be beneficial to consider service improvements with respect to affordable housing and rush hour traffic as these services were also viewed as moderately important but below average or moderate in satisfaction.

At this time the following services should be considered as secondary areas of improvement, as satisfaction with these services was below average. These services are not considered as important as other services investigated:

- bylaw enforcement,
- property assessment and taxation services, and
- permit and inspection services for new buildings and improvements.

The following services were perceived as above average in satisfaction but below average in importance. In other words, while respondents were generally satisfied, the importance placed on these services is lower in comparison to other City services measured:

- parks & green spaces,
- public libraries,
- City of Edmonton operated attractions,
- recreational facilities, including pools, arenas and sports centres, and
- recreational programs.

Services perceived as strengths of the City, or areas in which respondents reported that they were of higher than average importance and higher than average satisfaction included:

- fire rescue services,
- garbage and recycling collection services,
- emergency medical services,
- police services, and
- sewer services.

Maintaining a high level of satisfaction with these services is important as these areas are viewed as highly important or essential to citizens.

New in 2007, respondents were asked if anyone from their household had accessed a number of different services provided by the City. The majority of respondents indicated they had accessed:

- garbage and recycling collection services (95%),
- parks and green spaces (84%),
- public transit (72%),
- recreation facilities (71%),
- public libraries (68%),
- sewer services (68%), and
- City of Edmonton attraction in the past 12 months.

Services that had been accessed less frequently included police services (37%), recreational programs (27%), emergency medical services (22%) and fire rescue services (9%).

Residents were asked to think about the funding that may or may not be needed for improvements to City of Edmonton services. Consistent with results reported through dimensional mapping, summer and winter road maintenance and public transit were most often mentioned by respondents. Interestingly, police services was the often noted service perceived by respondents as needing an increase in funding, second to winter road maintenance. Despite the fact that respondents are highly satisfied with this service, there appears to be a desire to have additional funds allocated to policing. This may be related to the fact that police service is viewed as critically important or essential to citizens but not necessarily perceived as lacking in performance.

Similar to 2003, when asked if there were areas respondents felt funding should be reduced or service levels decreased, 68% stated no areas should have a reduction in funds or services.

Overall Perceptions of the City of Edmonton

Respondents this year were significantly less likely to state that the quality of service had remained the same (61% versus 76% in 2003) and significantly more likely to comment that it had increased (19% versus 7% in 2003).

In terms of improving the service provided by the City of Edmonton, respondents most often reiterated their concern regarding road conditions. This included recommendations relating to general maintenance and pothole repair, improving access, planning and traffic flow and better winter road maintenance particularly in terms of response time and residential snow removal. Policing services, affordable housing and the public transit system was also repeatedly mentioned as an area in which improvements should be considered.

Market Value Assessment Process

New in 2007, respondents were asked a series of question regarding the Market Value Assessment Process:

- Respondents were asked, based on their own understanding, to define a market value assessment. What they can sell their property for, or the property's market value was the most common response (37%), followed by what the property is worth (10%). Eleven percent (11%) indicated that the assessment depends upon the area or location of the property.
- Respondents were asked, based on their understanding, whether two statements regarding the market value assessment process were true. More than three-quarters of respondents (77%) perceive that the City of Edmonton receives more tax dollars when property values increase while another 44% perceive that their municipal property taxes increase proportionately when the value of their property increases.
- Respondents were also asked if, from their perspective, they felt the assessment process used for calculating property taxes was fair and reasonable. More than one-half of respondents (54%) indicated that the process was reasonable, while 26% disagreed and 20% of respondents were unsure.

Views Towards Property Taxes

Respondents were asked if the amount of their tax bill that pays for City services provides them with excellent, very good, good, fair or poor value for their tax dollars. Sixty-five percent (65%) of respondents[3] said that they received excellent (7%), very good (18%) or good (40%) value for their tax dollar, while 22% said they received fair value and 8% said poor value for their tax dollar. Compared to results reported in 2003, respondents this year were significantly more likely to report that they feel they receive very good to excellent value for their tax dollar (24% compared to 9% in 2003) and significantly less likely to comment that tax dollars represent good or fair value (62% versus 80% in 2003).

When respondents were then presented with tax strategies to balance the budget and asked which option they would support, 58% of respondents supported an increase in taxes, with 32% supporting an increase to maintain all existing services and 26% supporting an increase to fund growth needs and enhance services. Less than twenty percent of respondents (19%) supported a cut to existing services, either to maintain current taxes (11%) or to reduce taxes (8%).

Respondents were also provided with four options to generate additional revenue for City programs and services. Respondents were most likely to support a combination of property tax and user fee increases (48%), followed by increasing user fees alone (19%), and creating new user fees (12%). Respondents were least likely to support increased property taxes (8%) to generate additional revenue for City programs and services.

These findings were mirrored when respondents were asked which of the strategies they would least support, with 48% stating they would least support an increase to property taxes, 18% would least support new user fess and 16% would least support an increase to user fees on existing programs and services.

[3] This question was asked only of homeowners in 2003, as opposed to all respondents in 2007.

Communications

Respondents were asked a series of questions about how and what types of information are provided by the City of Edmonton. When asked what kinds of information they would like to receive from the City, 12% were interested in information about the budget and tax spending, 11% about services and programs in general and 10% in City planning and development.

Potential information sources deemed most effective in disseminating this information included local television news programs (83%) and newspaper articles or advertisements. Three-quarters of respondents stated that information mailed directly to their home (75%) and the radio (75%) were effective methods, while 64% highlighted the City of Edmonton website specifically and 54% mentioned the information posted at City facilities as being effective. Respondents rated open houses as being the least effective method of communicating information (35%).

More than one-half of respondents (53%) provided a positive rating, with 3% rating the City as being excellent, 15% as 'very good" and 36% as' good' at involving citizens in decision making.

Conclusions and Observations

The vast majority of respondents assessed the quality of life in the City of Edmonton positively, many respondents rated Edmonton's national image as being positive and rated Edmonton as a leader in implementing environmental policy and practices.

As well, the majority of respondents indicated they would recommend the City of Edmonton as a place to live, and were proud to be a resident of the City of Edmonton.
Overall satisfaction with the services provided by the City of Edmonton continues to be high, however the degree in which residents are satisfied overall has declined slightly. Satisfaction with specific City services generally remained the same or increased with few services reporting a decrease in respondent satisfaction. For all services investigated, specific attention should be given to particular suggestions and identified areas of improvement.

Services perceived as strengths of the City, or areas in which respondents reported that they were of higher than average importance and higher than average satisfaction included:

- fire rescue services,
- garbage and recycling collection services,
- emergency medical services,
- police services, and
- sewer services.

In terms of service priorities and improvements, research results indicate that winter and summer road maintenance continues to be an area of strong discontentment among residents and were clearly identified as priority areas for the future. Also identified as priority areas, though to a less extent, were public transit, affordable housing efforts and initiatives and rush hour traffic.

Overall, while research results indicate that there continues to be an opportunity to improve overall satisfaction with specific City services, particularly in terms of the extent in which respondents are satisfied with the services provided, most residents maintain a very positive opinion about the City of Edmonton and the services provided.

1.0 STUDY BACKGROUND

In 1998 the City of Edmonton initiated a baseline citizen satisfaction survey to measure citizen satisfaction with City of Edmonton services. From 1998 to 2003 the study was repeated annually, then again in 2005 and 2006[4]. The City of Edmonton commissioned Banister Research & Consulting Inc. to conduct the 2007 Citizen Satisfaction Survey.

Similar to previous survey years, the primary purpose of this research was to provide the City of Edmonton administration with a measurement of satisfaction based on an evaluation of specific aspects of the City. Project objectives included:

1. To assess citizens' perceptions regarding the overall quality of life in the City of Edmonton.
2. To measure overall satisfaction with City of Edmonton services, as well as satisfaction with and level of importance of specific City services.
3. To evaluate citizens' overall perceptions regarding the quality of service provided, suggested changes or improvements, and willingness to recommend the City to others as a place to live.
4. To determine for what services, if any, citizens' feel it is necessary to add funding for improvements, as well as services where citizens feel funding should be reduced.
5. To measure property owners' perceived value of property taxes.

This report outlines the results for the 2007 survey of Edmonton residents, and includes an interpretive comparison of the 2003 survey results to determine if there have been shifts in the perceptions and opinions of City of Edmonton residents over the past four years. Respondent opinions may take into consideration not only their own experiences but also their perceptions or what they may have seen, heard or read about in terms of the services investigated. Respondents may or may not have had any direct experience with the City Services examined.

[4] Although resident surveys were conducted in 2005 and 2006, the methodology and instrument used in the 2007 survey is most statistically comparable to that of 2003.

2.0 METHODOLOGY

All components of the project were designed and executed in close consultation with City of Edmonton (the client). A detailed description of each task of the project is outlined in the remainder of this section.

2.1 Project Initiation and Questionnaire Review

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research, including the results of the previous citizen satisfaction studies. The consulting team familiarized itself with the objectives of the client ensuring a full understanding of the issues and concerns to be addressed in the 2007 project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

The survey instrument utilized in the 2003 study was reviewed and modifications were incorporated into the 2007 survey design. Most notably, questions related to the importance respondents' placed on specific City of Edmonton services were included in the 2007 design. Once the client reviewed the draft survey instrument, revisions were made and Banister Research conducted 20 pretest interviews with a random sample of respondents. The pretest was used to assess interview length and flow patterns and to identify any problem questions or difficulties in comprehension or wording as well as areas of respondent resistance. Following the pretest, the questionnaire was finalized in consultation with the client. A copy of the final questionnaire is provided in Appendix A.

2.2 Survey Population and Data Collection

Banister Research completed a total of 800 telephone interviews with Edmonton citizens 18 years of age or older and who have lived in the City for six months or longer. Telephone interviews were conducted from September 6th to 20th, 2007. Results provide a margin of error no greater than ±3.5% at the 95% confidence level or 19 times out of 20. The same sampling method was conducted in previous survey years.

It is important that when considering the survey findings, the reader should note that the sample error tolerances associated with the size of sample sub-groups vary. The following table outlines the margin of error for various sample sizes, at the 95% confidence level for a binomial distribution with a 50:50 ratio and based on a population of 10,000 or more.

Sample Size	Estimated Sampling Error
500	±4.5%
400	±5.0%
300	±5.8%
200	±7.1%
150	±8.2%
100	±10.0%
50	±14.1%

The sampling strategy involved randomly dialing phone numbers from the most recent telephone directory for the City of Edmonton. Quotas were established to ensure equal proportions of male and female respondents. Quotas were also established for each City ward proportionate to population. To randomly select respondents at the household level, the adult having the next birthday was interviewed. To maximize the representativeness of the sample, a maximum of ten call back attempts were made to each listing prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen minutes. Where there was an answering machine, fax or no answer, the call back was scheduled at a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.

The following table presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was a 25% response rate and 60% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification:	**Number of Calls:**
Completed Interviews	800
Busy/No answer/Answering machine/Respondents unavailable	1,165
Refusals	1,203
Fax/Modem/Business	96
Not-In-Service/Wrong number	145
Terminated/Language barrier	105
Total	**3,514**

At the outset of the fieldwork, all interviewers and supervisors were given a thorough step by step briefing, explaining everything required for the successful completion of an interview. To ensure quality, at least 10% of each interviewer's work was monitored by a supervisor on an on-going basis.

The questionnaire was programmed into Banister Research’s Computer Assisted Telephone Interviewing System (CATI). Using this system, data collection and data entry were simultaneous, as data were entered into a computer file while the interview was being conducted. Furthermore, the CATI system allowed interviewers to directly enter verbatim responses to open-ended questions. Throughout the process, Banister Research maintained respondent confidentiality.

2.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the client. Upon completion of the data collection, a top-line report of the findings for closed-ended questions was provided to the City of Edmonton.

After the interviews were completed and verified, the lead consultant reviewed the list of different responses to each open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder’s work. Once the responses were fully coded and entered onto the data file, computer programs were written to check the data for quality and consistency.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g., overall satisfaction, demographics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level. Where appropriate, a comparative analysis has been provided based on the results reported in the 2003 citizen satisfaction study.

Tabulations of the 2007 detailed data tables have been provided under separate cover. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

As with any survey of the general population, not all populations can be reached. The homeless, residents of hospitals, long-term care facilities and prisons, and households without a residential phone line are not represented in the survey sample. A profile of the characteristics of respondents is provided in Section 3.8 of this report.

This report provides a detailed description of the 2007 survey findings, as well as a comparison of results reported in the 2003 citizen satisfaction study.

3.0 STUDY FINDINGS

Results of the study are presented as they relate to the specific topic areas addressed by the survey. It is important to note that respondent satisfaction with specific City services may take into consideration not only their own experiences but also their perceptions or what they may have seen, heard or read about in terms of the service investigated. Respondents may or may not have had any direct experience with the City services examined, therefore this survey not only provides a measurement of satisfaction but also the perceived "image" of the quality of service provided by the City of Edmonton. The reader should note, when reading the report that the term significant refers to "statistical significance", and is not to be interpreted as an indicator of order or magnitude. Where the sample size of respondents was 800, any change greater than +3.5% is considered statistically significant, and preceded by the words "significant" or "significantly".

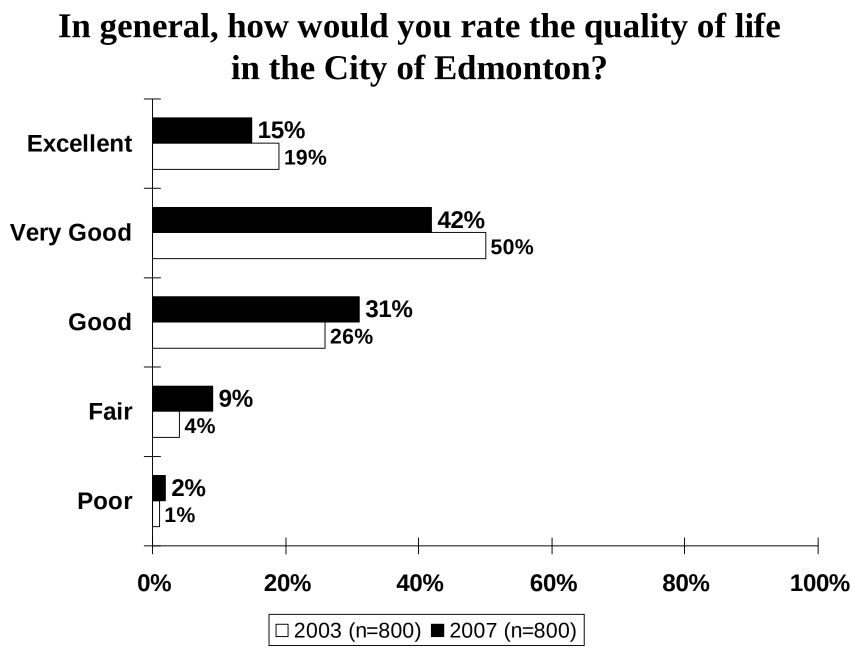
3.1 Residents Perceived Quality of Life in Edmonton

To begin the interview, respondents were asked to rate the quality of life in the City of Edmonton. As illustrated in Figure 1 on the following page, similar to 2003, the majority of respondents (89%) provided a positive rating, with 15% rating the quality of life in Edmonton as excellent, 42% rating it as very good and 31% rating quality of life in Edmonton as good. Nine percent of respondents (9%) rated the quality of life in Edmonton as fair, while only 2% rated it as poor. Respondents in 2007 were slightly less likely to provide an excellent or very good quality of life rating compared to respondents in 2003.

Respondent subgroups significantly <u>less likely</u> to give an <u>excellent</u> rating regarding the overall quality of life, included:

- those who felt **the quality of service provided by the City had decreased** (10% compared to 20% who said it had increased and 15% who said it had remained the same);
- respondents who said they **received fair or poor value for their tax dollar** (9% versus 19% who said excellent, very good or good value);
- respondents **45 to 64 years of age** (11% versus 2% of younger respondents 18 to 24 years of age); and
- those who were **dissatisfied overall or neutral towards City services** (2%-9% said excellent versus 18% of those who were satisfied overall with City services).

Figure 1



Next, respondents were asked, in their opinion, what were the three most significant factors contributing to a high quality of life and a low quality of life in the City of Edmonton. As shown in Tables 1 and 2 on the following pages, there was a wide range of responses. Similar to results reported in previous survey years, the most frequently mentioned factor contributing to a high quality of life was the City of Edmonton parks and green spaces, including the River Valley system (27%). Good employment opportunities (23%), the strong arts and culture opportunities (17%) and the strong education systems (13%) followed this.

Interestingly, as in previous study years, issues related to crime (30%) and poor road conditions including a lack of maintenance, snow removal and pothole repair (30%) were the most frequently mentioned issues related to a low quality of life. In 2007, the high cost of living and housing costs were frequently mentioned (21%), whereas in 2003 only 11% mentioned this factor.

Crime was more commonly noted as an issue impacting the quality of life in Edmonton in 2007, with 30% of respondents who mentioned this factor (versus 16% in 2003).

Infrastructure and roads, again, were also more frequently mentioned in 2007, as 30% of respondents commented on the condition of roads and street maintenance (versus 22% in 2003). Refer to Table 2.

Table 1

What would you say are the three most significant factors contributing to a HIGH QUALITY OF LIFE in the City of Edmonton?		
	Percent of Respondents *	
	2007 (n=800)	2003 (n=800)
City parks/green spaces/park system/River Valley	27	33
Have good employment here/ job opportunities	23	22
Strong fine arts programs/fine arts community/ facilities/ cultural arts	17	15
Good schools/Institutions for learning/educational opportunity	13	8
Good entertainment/ night life/ restaurants/ malls	12	-
Hospitable/accepting/friendly people/laid back quality/social atmosphere	10	20
Recreational facilities/sports facilities/golf courses/recreation	10	18
Low cost of living/cost of groceries/cost of gas/low inflation	10	-
Availability or variety businesses/strong economy/stable	9	21
Low crime rate	9	9
Good public transportation/ LRT/ DATS	9	7
Good roadway system/easy to get around/easy access	8	8
Cleanliness of streets and parks /clean City/not polluted	7	13
Population not too big/not densely populated	7	8
Good health care/good doctors/medical/hospitals	7	3
Good access to all amenities	7	-
Weather / good climate	6	4
City provides good services	6	-
Good infrastructure in general	5	-
Professional and amateur sports	4	-
It’s family oriented / good community living	3	3
Good affordable housing/ decent housing/low taxes	-	10
Other (see detailed data tables, under separate cover)	40	20
Don’t know/Not stated	8	11

*Multiple mentions

Table 2

What would you say are the three most significant factors contributing to a LOW QUALITY OF LIFE in the City of Edmonton?	Percent of Respondents *	
	2007 (n=800)	2003 (n=800)
Condition of roads/roads/street maintenance/snow removal	30	22
Crime rate/too much crime/more policing needed	30	16
Cost of living/expensive groceries and gas/housing too high	21	11
Too many panhandlers/street people/homeless/poverty/child poverty	17	16
The way some roads are set up, one ways/poor roadway system	13	16
Climate/weather/environment could be better	9	13
Transit system is lacking/ transit services/need LRT expansion	9	11
Lack of subsidized/affordable housing	8	-
City of too big/urban sprawl/growing too fast	7	-
Drugs abuse/alcoholism/lack of social programming	6	-
Mayor and City council/municipal government/quality of leadership/need to improve City council	5	6
Low employment/no jobs	5	4
Lack of health facilities/poor health system	4	3
City is looking dirty/drab/too much garbage around	4	3
Noise/air/pollution/environmental issues	4	-
Property taxes too high	3	9
Juvenile/youth crime/teenage fights/gangs	3	5
High tuition costs/lack access to education	2	3
All city services and facilities/cost of operating all services	2	-
Other (see detailed data tables, under separate cover)	37	30
Don’t know/Not stated	9	15

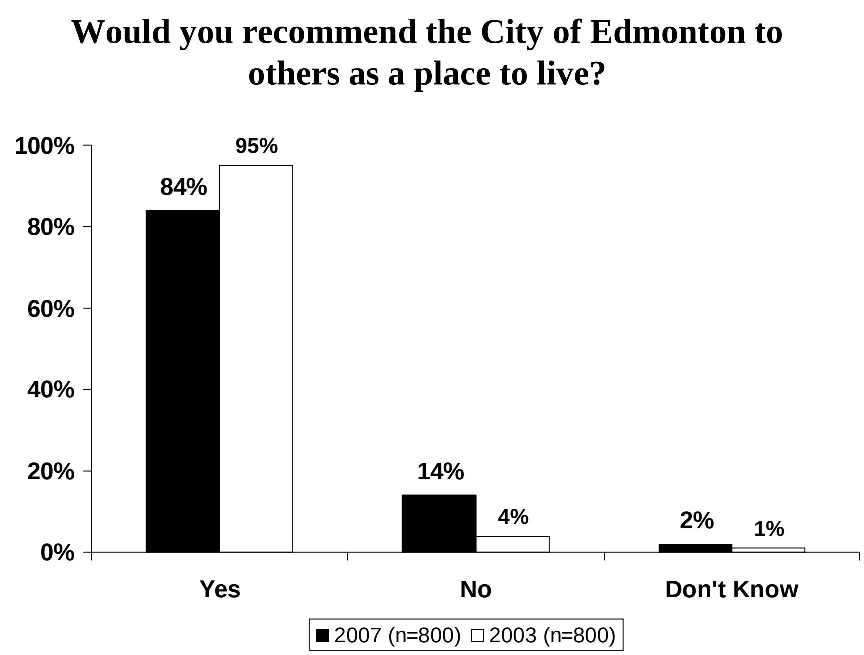
*Multiple mentions.

3.2 Overall Perceptions of the City of Edmonton

Next, all respondents were asked a series of general questions related to their overall perceptions of the City of Edmonton.

The vast majority of respondents (84%) stated that they would recommend the City of Edmonton to others as a place to live, down from the 95% reported in 2003. Only 14% said that they would not recommend the City and 2% were either unsure of their recommendation or did not provide a response. See Figure 2 below.

Figure 2



Respondent subgroups significantly <u>less likely</u> to state they would <u>recommend the City of Edmonton</u> to others, included:

- those who were **dissatisfied overall with City services** (38% said they would recommend they City of Edmonton to other versus 77%-90% of those who were neutral or satisfied overall with City services);
- those who rated **the quality of life in Edmonton as being fair or poor** (33% compared to 79%-98% who rated it as being good, very good or excellent);
- those who felt **the quality of service provided by the City had decreased** (61% compared to 88% who said it had increased and 89% who said it had remained the same);

- respondents who said they **received fair or poor value for their tax dollar** (72% versus 91% who said excellent, very good or good value); and
- respondents that had **accessed police services in the past 12 months** (78% versus 87% of those that not accessed police services).

Respondents were asked to indicate what they considered to be Edmonton's strengths and unique features. Parks, green spaces, and the river valley were mentioned most frequently, by more than one-third (36%) of respondents, followed by a good arts or cultural scene, including festivals (24%), and the state of the economy, including the number and mixture of jobs (17%) was also frequently mentioned. People being friendly, kind, proud, and having a good attitude was also frequently mentioned, by 12% of respondents. See Table 3, on the following page, for responses provided by at least 2% of respondents.

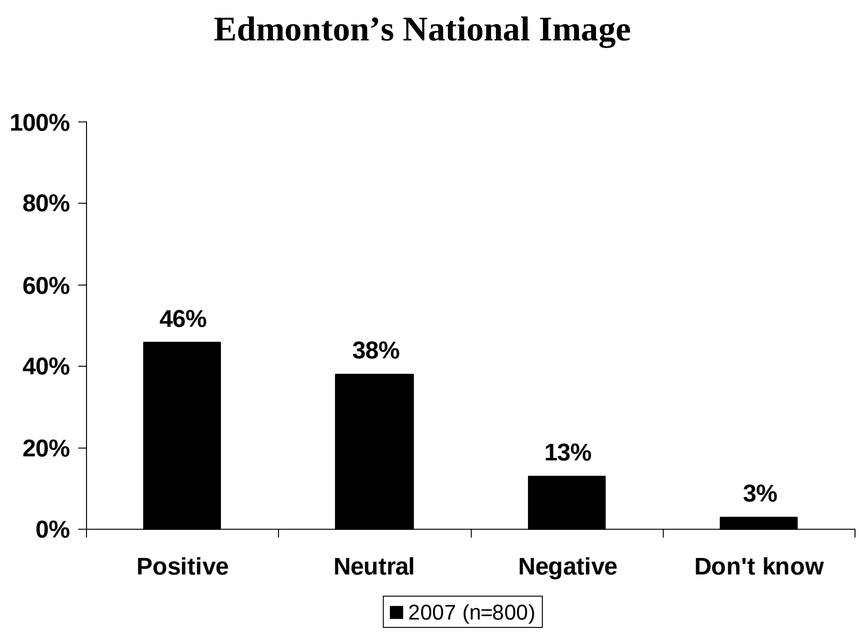
Table 3

What do you consider Edmonton's strengths and unique features?	
	Percent of Respondents (n=800)
Parks / Green spaces / River valley	36
Good arts / Cultural scene / Festivals	24
Lots of jobs / Economic opportunities / Good economy / Mixture of jobs	17
People are friendly/kind/good attitude/proud	12
Good entertainment/nightlife/shopping/restaurants / Lots to do / Social activities	10
Professional sports / Oilers / Eskimos / Are the City of Champions	10
Diversity / Multicultural / Little discrimination / Accept all faiths	9
Good educational system/university	7
Nice-sized city / Not too big or small / City bus can feel like small town / Growing	7
Easy to navigate / Well-planned / Not much traffic	4
Good recreation/facilities/clubs	4
Nice/beautiful city to live in	4
West Edmonton Mall	4
Volunteer programs / Strong volunteer spirit	4
Good healthcare / Leading medical facilities/research	3
Geographic location / Northern City / Gateway to the North	3
Climate / Weather / Have all seasons	3
Clean environment/air / Clean city	3
Strong community leagues / Strong sense of community	3
Family-oriented city / Young	3
Good public transit / LRT	3
Other (2% or less per mention – see detailed data tables, under separate cover)	28
Don't know/Not stated	2

*Multiple mentions.

Close to one-half of all respondents (46%) stated that Edmonton had a positive national image, while 38% provided a neutral rating and 13% stated Edmonton's national image was negative. Three percent (3%) were either unsure of their rating or did not provide a response. See Figure 3 below.

Figure 3

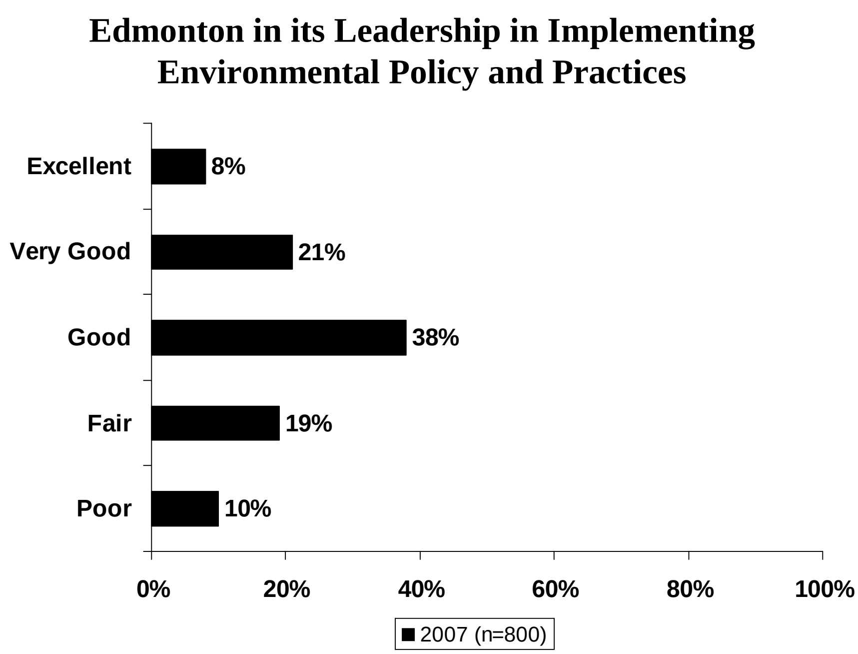


Respondent subgroups significantly <u>less likely</u> to rate Edmonton's national image as being <u>positive</u> included:

- those who were **neutral or dissatisfied overall with City services** (27%-33% rated Edmonton's national image as being positive versus 51% of those who were satisfied overall with City services);
- those who rated **the quality of life in Edmonton as being fair or poor** (28% compared to 43%-52% who rated it as being good, very good or excellent);
- those who felt **the quality of service provided by the City had decreased** (29% compared to 53% who said it had increased and 49% who said it had remained the same);
- respondents who said they **received fair or poor value for their tax dollar** (42% versus 49% who said excellent, very good or good value);
- respondents who reported a **household income more than $100,000** (38%-41% versus 47%-53% of other income subgroups); and
- respondents that had **accessed public library services in the past 12 months** (44% versus 52% of those that not accessed public library services).

When asked to rate Edmonton in terms of its leadership in implementing environmental policy and practices, two-thirds of respondents provided a positive rating (8% excellent, 21% very good, 38% good). Less than twenty percent of respondents (19%) provided a rating of fair and 10% rated Edmonton as being poor in its leadership in environmental policy and practices. Five (5%) were either unsure of their rating or did not provide a response. See Figure 4 below.

Figure 4

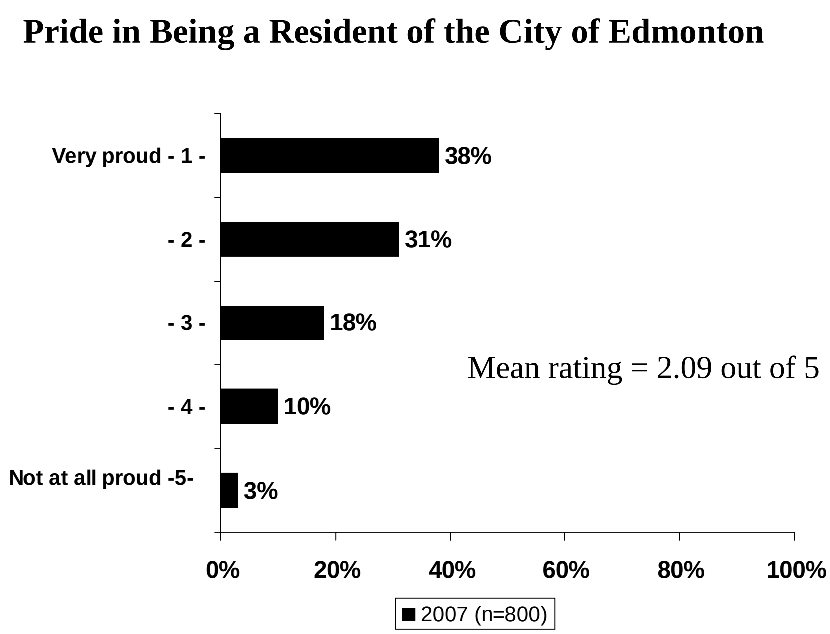


Respondent subgroups significantly <u>less likely</u> to give an <u>excellent</u> rating regarding the Edmonton's leadership in implementing environmental policy and practices, included:

- those who rated **the quality of life in Edmonton as being good, fair or poor** (2%-5% compared to 11% who rated it as being very good or excellent).
- those who felt **the quality of service provided by the City had decreased** (8% compared to 15% who said it had increased);
- respondents who said they **received fair or poor value for their tax dollar** (33% versus 41% who said excellent, very good or good value);
- respondents who reported a **household income more than $50,000** (33%-40% versus 45% of those who reported a household income of less than $50,000); and
- respondents that had **not accessed public library services in the past 12 months** (4% versus 10% of those that had accessed public library services).

When asked to rate their level of pride in being a resident of the City of Edmonton, more than two-thirds of respondents (69%) provided a positive rating (1 or 2 out of 5), 18% provided a neutral rating (3 out of 5) and 13% were negative (ratings of 4 or 5). See Figure 5 below.

Figure 5



Respondent subgroups significantly <u>less likely</u> to indicate they were <u>very proud</u> (rating of 1 out of 5) of being a resident of the City of Edmonton included:

- those who were **dissatisfied overall with City services** (13% were very proud to be a resident of the City of Edmonton versus 24%-43% of those who were neutral or satisfied overall with City services);
- those who rated **the quality of life in Edmonton as being fair or poor** (14% compared to 25%-49% who rated it as being good, very good or excellent);
- those who felt **the quality of service provided by the City had decreased** (24% compared to 48% who said it had increased and 39% who said it had remained the same);
- **Female** respondents (42% compared to 33% of male respondents);
- those that had **resided in the City of Edmonton for less than 20 years** (23%-30% compared to 44% of those that have resided in Edmonton for more than 20 years);

- **younger respondents** 18 to 64 years of age (24%-35% versus 52% of older respondents 65 years of age and older);
- respondents who said they **received fair or poor value for their tax dollar** (33% versus 41% who said excellent, very good or good value);
- respondents who reported a **household income of between $50,000 and $100,000** (33% versus 45% of those who reported a household income of less than $50,000); and
- respondents that are **employed either full or part time** (35% versus 44% of those that are not currently employed).

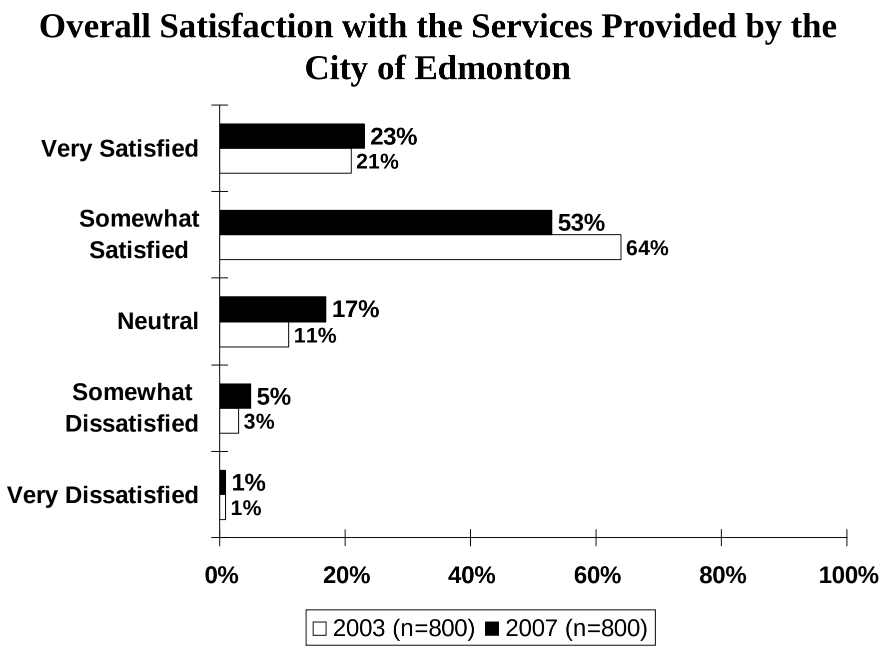
3.3 Overall Satisfaction with City of Edmonton Services

As in previous survey years, respondents' overall satisfaction with services provided by the City of Edmonton was measured by asking respondents if they were 'very satisfied', 'somewhat satisfied', 'neither satisfied nor dissatisfied', 'somewhat dissatisfied' or 'very dissatisfied' with the services provided. It is important to note that in 2007 this overall satisfaction question was asked following the satisfaction ratings for specific City services, consequently exposure to the questions preceding it allowed respondents to think of all facets of the service provided by the City of Edmonton, thereby providing a cumulative and overall rating.

As depicted in Figure 6, on the following page, overall satisfaction with City of Edmonton services continues to be high with the majority (76%) of respondents being either 'very' or 'somewhat' satisfied (23% and 53%, respectively). Seventeen percent (17%) of respondents stated that they were neither satisfied nor dissatisfied and a small proportion reported they were 'somewhat' (5%) or 'very' (1%) dissatisfied with the services provided by the City of Edmonton.

Overall, citizens continue to report a positive satisfaction rating (either very or somewhat satisfied) and compared to results reported in 2003, respondents this year were more likely to state that they were very satisfied with City services (23% versus 21% in 2003) and significantly less likely to provide a somewhat satisfied rating (53% versus 64% in 2003). However, significantly fewer respondents provided a satisfied rating in 2007 (76%) when compared to 85% in 2003.

Figure 6



Respondent subgroups significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with City services included:

- those who perceived the **quality of life in Edmonton to be good, fair or poor** (6%-27% were dissatisfied versus 2% who said the quality of life was very good or excellent);
- those who stated **the quality of service provided by the City had decreased** (18% versus 5% who said it had increased and 3% who said it had remained the same); and
- respondents who said they **received fair or poor value for their tax dollar** (11% versus 41% who said excellent, very good or good value).

3.3.1 Satisfaction with Protective Services

Citizens were asked to rate their satisfaction with 18 specific City of Edmonton services regardless of whether they had used the service or not. Of these services, three related to or were categorized as “protective services”. See Figures 7 through 9.

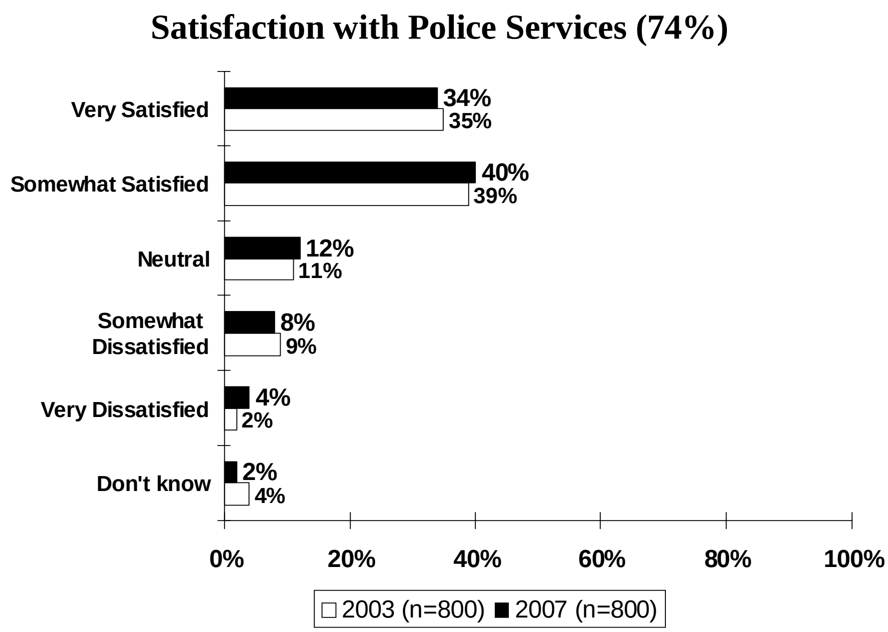
When asked to rate their satisfaction with City of Edmonton ***police services,*** 74% of respondents indicated that they were either very or somewhat satisfied with the services provided (34% said very satisfied and 40% said somewhat satisfied). Twelve percent (12%) were neither satisfied nor dissatisfied and 12% mentioned that they were, to some extent, dissatisfied with the services offered (8% were somewhat dissatisfied and 4% were very dissatisfied). Two percent (2%) of respondents either did not know how to rate the police service or did not provide a comment.

As shown in Figure 7 (on the following page), compared to results reported in 2003, satisfaction with police services continued to remain the same as 74% were very or somewhat satisfied in both survey years.

Those respondents who were either very or somewhat dissatisfied with police services (n=93) were questioned as to what aspects of the police service dissatisfied them. The most frequently noted reasons for respondents discontentment included:

- slow response time or the speed of response (29 respondents);
- the perception that police were understaffed (26);
- abuse of power/harassment/corruption (11);
- lack of professionalism/bad attitude (10);
- need to be more visible/make their presence noticed (7);
- too many red light cameras/photo radar/focus on traffic (7);
- should focus more on serious crimes/priorities (5); and
- lack of gang control (5).

Figure 7



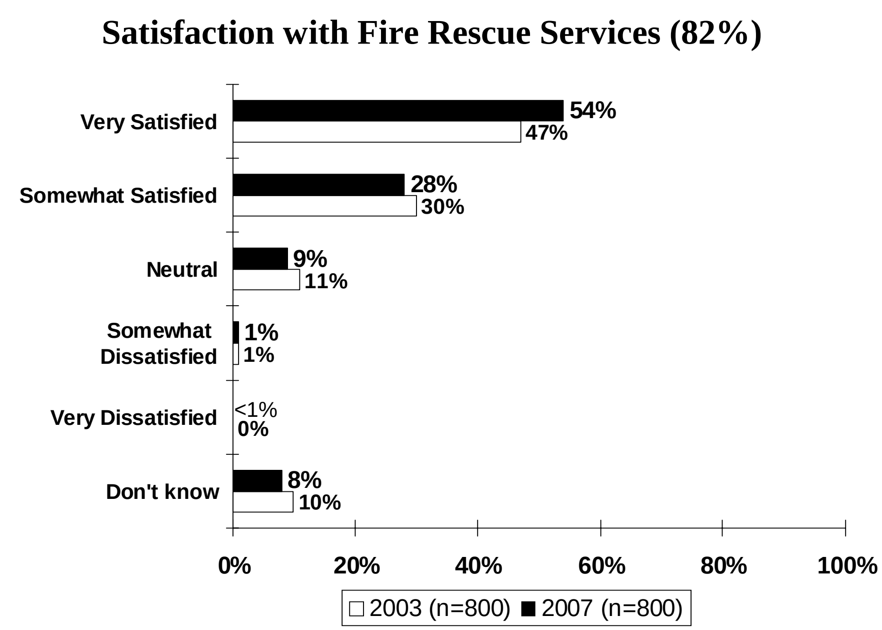
The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with police services:

- those who perceived the **quality of life in Edmonton to be good, fair or poor** (13%-26% were dissatisfied versus 8% who said the quality of life was very good or excellent);
- respondents who were **neutral or dissatisfied overall with City services overall** (18%-38% versus 8% who were satisfied overall with City services);
- those who stated **the quality of service provided by the City had decreased** (21% versus 11% who said it had increased and 10% who said it had remained the same);
- respondents who said they **received fair or poor value for their tax dollar** (18% versus 9% who said excellent, very good or good value);
- respondents who reported a **household income between $50,000 and $100,000** (14% versus 8% of those that reported a household income of less than $50,000); and
- respondents that had **accessed police services in the past 12 months** (16% versus 9% of those that not accessed police services).

More than eighty percent of respondents (82%) remarked that they were satisfied overall with ***fire rescue services***, with most stating that they were "very" (54%) rather than "somewhat" (28%) satisfied. Nine percent (9%) of respondents commented that they were neither satisfied nor dissatisfied and only 1% of respondents said they were dissatisfied with fire services provided by the City of Edmonton.

As shown in Figure 8 below, compared to previous survey years satisfaction with fire services significantly increased (82% satisfied overall versus 77% in 2003). It is important to note that the survey was conducted following a highly publicized fire; consequently this may have impacted the results reported in 2007.

Figure 8



The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with fire rescue services:

- those who perceived the **quality of life in Edmonton to be fair or poor** (4% were dissatisfied versus <1% who said the quality of life was good, very good or excellent);
- respondents who were **neutral or dissatisfied overall with City services overall** (2%-6% versus <1% who were satisfied overall with City services);

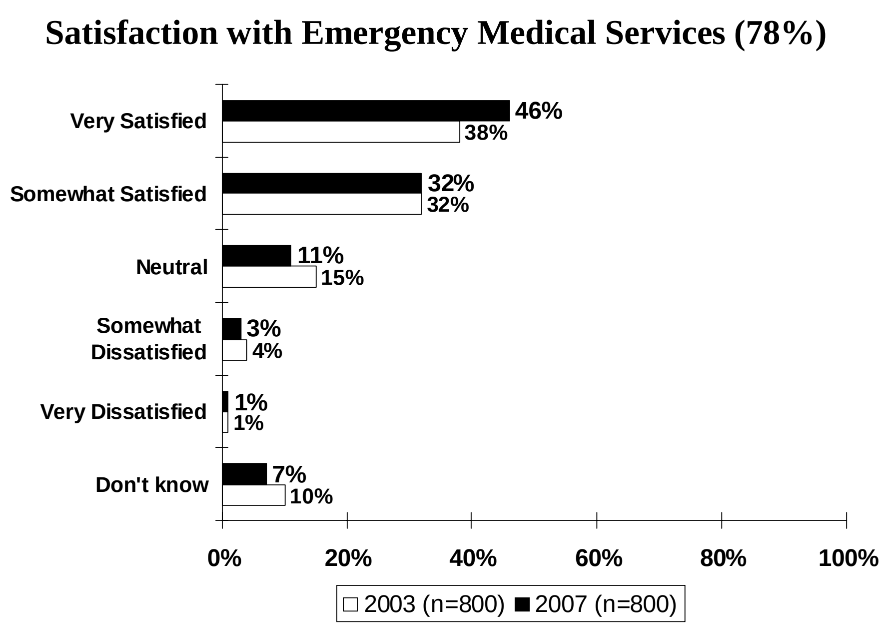
- those who stated **the quality of service provided by the City had decreased** (4% versus 0% who said it had increased and <1% who said it had remained the same); and
- respondents who said they **received fair or poor value for their tax dollar** (3% versus <1% who said excellent, very good or good value).

Among the 9 respondents who reported that they were very or somewhat dissatisfied with fire services, slow response times (3 respondents), and being understaffed (2 respondents) were the primary reasons for their dissatisfaction. (See the detailed data tables, under separate cover, for a complete list of mentions).

Seventy-eight percent (78%) of respondents reported that they were very or somewhat satisfied with City of Edmonton ***emergency medical services*** such as ambulance and rescue paramedics (46% very satisfied and 32% somewhat satisfied, respectively). Eleven percent (11%) of respondents were neutral in terms of their overall satisfaction, while 3% were somewhat dissatisfied and 1% of respondents were very dissatisfied.

As shown in Figure 9 below, satisfaction with this service increased significantly, as 78% of respondents in 2003 reported that they were generally satisfied versus 70% in 2003.

Figure 9



The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with emergency medical services:

- those who perceived the **quality of life in Edmonton to be good, fair or poor** (6%-12% were dissatisfied versus 2% who said the quality of life was very good or excellent);
- respondents who were **neutral or dissatisfied overall with City services overall** (8%-17% versus 3% who were satisfied overall with City services);
- those who stated **the quality of service provided by the City had decreased** (8% versus 3% who said it had increased and 4% who said it had remained the same);

- respondents who said they **received fair or poor value for their tax dollar** (8% versus 3% who said excellent, very good or good value);
- **younger respondents** 18 to 24 years of age (10% versus 3%-5% of older respondents); and
- respondents who reported a **household income between $50,000 and $100,000** (14% versus 8% of those that reported a household income of less than $50,000).

There were 37 respondents who were either very or somewhat dissatisfied with emergency medical services. Of those, most attributed the slow response time (11 respondents), the long wait times in the ER (11), being understaffed (5) and having too many red alerts due to ER wait times to their dissatisfaction (4). See the detailed data tables, under separate cover, for a complete list of mentions relating to respondents dissatisfaction with the service.

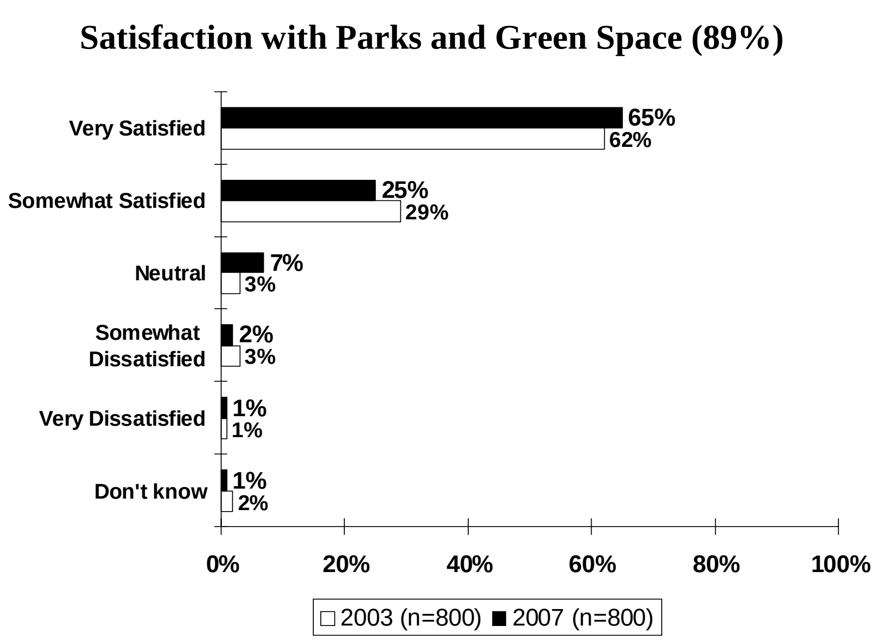
3.3.2 Satisfaction with Infrastructure Services

Respondents were asked to rate their satisfaction with ten of the City of Edmonton services that related to or are categorized as "infrastructure services". See Figures 10 through 19.

Similar to results reported in previous survey years, the vast majority of respondents in 2007 (89%) were very or somewhat satisfied with City of Edmonton parks and green spaces including the river valley parks (65% and 25%, respectively). Seven percent (7%) of respondents were neither satisfied nor dissatisfied, while 3% were to some extent dissatisfied and 1% either did not provide a comment or were uncertain.

As shown in Figure 10 below, the degree of satisfaction with this service continues to remain consistent, as a similar proportion of respondents said they were "very" satisfied in 2007 and 2003, supporting the trend of a higher level of satisfaction among respondents with respect to this service.

Figure 10



The following respondent subgroups were significantly more likely to state that they were dissatisfied overall with parks and green spaces:

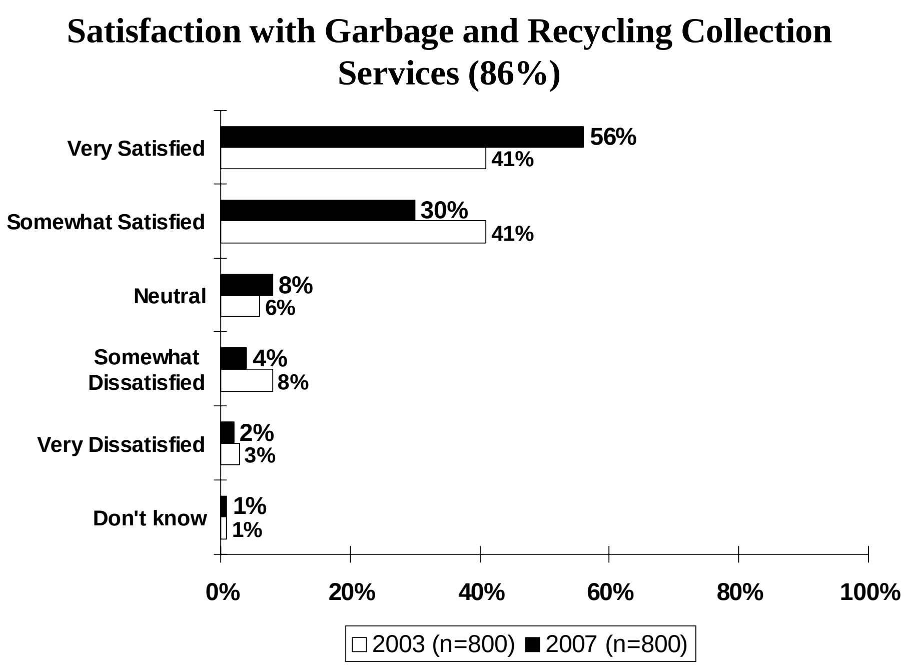
- respondents who **provided a fair or poor quality of life rating** (8% were dissatisfied versus 2% who said good and 2% who said very good or excellent);
- those who were **neutral or dissatisfied overall with City services** (4%-13% versus 2% of those who were satisfied overall); and
- respondents who said they **received fair or poor value for their tax dollar** (5% versus 1% who said excellent, very good or good value).

There were 21 respondents who were either very or somewhat dissatisfied with City of Edmonton parks and green spaces. Similar to comments reported in previous years, most respondents stated that their discontentment related to lack of maintenance and upkeep (7 respondents) and too much commercial development (3 respondents). (See the detailed data tables, under separate cover, for a complete list of mentions).

With respect to ***garbage and recycling collection*** services, 86% of respondents reported that they were either very (56%) or somewhat (30%) satisfied with the service, while 8% were neutral in their level of satisfaction and 6% were dissatisfied overall. See Figure 11 below.

Overall satisfaction with this service significantly increased compared to previous survey results (86% in 2007 versus 82% in 2003).

Figure 11



Respondent subgroups significantly more likely to comment that they were dissatisfied overall with garbage and recycling collection services included:

- respondents who **provided a good, fair or poor quality of life rating** (8%-13% were dissatisfied versus 3% who said very good or excellent);
- those who were **dissatisfied overall with City services** (19% were dissatisfied versus 7% who were neutral and 4% of those who were satisfied overall);
- those that had **resided in Edmonton for five years or less** (9% as opposed to 5% that had resided in Edmonton for 20 years or more); and
- **Respondents 25 to 44 years of age** (8% versus 4% of respondents 45 to 64 years of age).

A total of 44 respondents who were either very or somewhat dissatisfied with garbage collection were asked about the specific aspects of their dissatisfaction. The primary reasons for their discontentment related to:

- the perception of infrequent garbage collection (11 respondents),
- not all garbage being picked up, missed or poor service (8), and
- expensive fees (5).

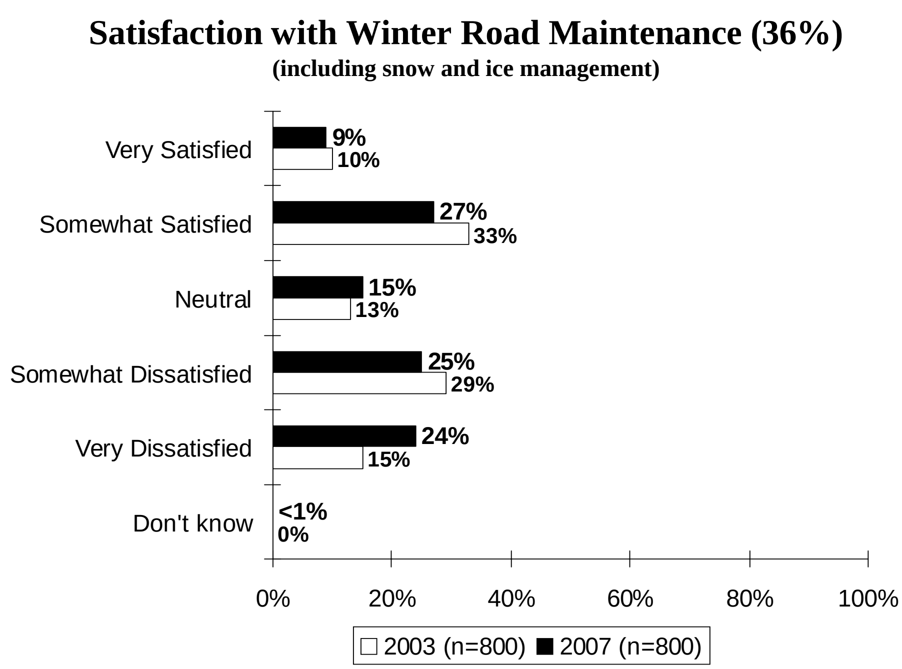
See the detailed data tables, under separate cover, for a complete list of mentions related to dissatisfaction with the service.

Respondents were asked to rate their satisfaction level with roads, including winter maintenance such as snow removal and ice management, summer maintenance including paving and pothole repair and rush hour traffic flow (see Figures 12, 13 and 14).

As shown in Figure 12, 9% of respondents reported that they were very satisfied with ***winter road maintenance***, while 27% were somewhat satisfied, 15% were neutral, 25% were somewhat dissatisfied and 24% were very dissatisfied.

Compared to 2003, satisfaction with winter road maintenance significantly decreased, as 36% of respondents were satisfied overall with the service in 2007 compared to 43% in 2003. In fact, this year a higher proportion of respondents reported that they were dissatisfied overall with winter road maintenance (49% dissatisfied overall), with considerably more respondents commenting that they were "very" dissatisfied with the service provided (24% in 2007 versus 15% in 2003).

Figure 12



The following respondent subgroups were significantly more likely to comment that they were dissatisfied overall with winter road maintenance:

- respondents who **provided a good, fair or poor quality of life rating** (54%-69% were dissatisfied versus 42% who said very good or excellent);
- those who were **dissatisfied overall or neutral with City services** (65%-75% said they were dissatisfied versus 43% of those who were satisfied overall with City services);
- those that have **resided in the City of Edmonton for more than 6 years** (50% as opposed to 39% of those that have resided in Edmonton for five years or less);
- those who felt **the quality of service provided by the City had decreased** (73% versus 37% who said service had increased and 45% who said it had stayed the same);
- respondents who said they **received fair or poor value for their tax dollar** (62% versus 43% who said excellent, very good or good value); and
- **respondents 25 to 64 years** (50%-51% versus 33% of younger respondents).

Those respondents who were either very or somewhat dissatisfied with winter road maintenance (n=389) were probed as to what aspects of winter road maintenance dissatisfied them. As shown in Table 4, the most frequently mentioned concerns related to the perceived length of time in which the City reacts to snow removal in residential streets (37%) and to grading the roads (14%).

Table 4

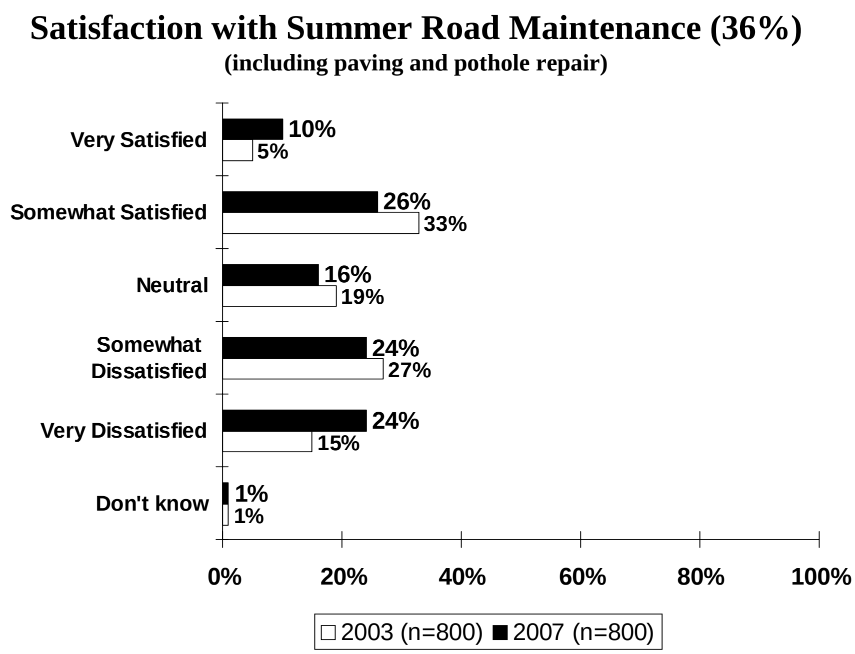
Reasons for dissatisfaction with WINTER ROAD MAINTENANCE	
	Percent of Respondents* (n=389)
Takes too long for city to do snow removal in residential areas	37
Takes too long for the city to grade the roads	14
Poor job of cleaning roads/snow removal not done well	13
Do not clean roads often enough	9
Snow piled on lawns, sidewalks, driveways / Windrows too big/ block intersections	9
Poor budgeting for snow removal	7
Snow removal not done at all	5
Not enough equipment to keep up maintenance / Contract work out	5
Fail to clean city sidewalks/paths	4
Leaves roads in poor conditions - potholes	3
Maintenance/neglect of side streets	3
Other (2% or less per mention – see detailed data tables, under separate cover)	24

*Multiple mentions.

As depicted in Figure 13, 36% of respondents remarked that they were generally satisfied with ***summer road maintenance*** (10% said very and 26% said somewhat satisfied). Sixteen percent (16%) of respondents reported that they were neutral in terms of their level of satisfaction, while 24% said they were somewhat dissatisfied and 24% said they were very dissatisfied.

Similar to the decrease in satisfaction with winter road maintenance, overall satisfaction with summer road maintenance also decreased (36% of respondents were satisfied overall versus 38% in 2003). In fact, in 2007 respondents were more likely to report being dissatisfied with the summer road maintenance, as 24% said they were "very" dissatisfied to some degree with the service provided as compared to 15% in 2003.

Figure 13



The following respondent subgroups were significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with summer road maintenance services:

- those who perceived the **quality of life in Edmonton to be good, fair or poor** (53%-66% versus 41% who said the quality of life was very good or excellent);
- respondents who were **neutral or dissatisfied overall with City services** (64%-73% versus 42% who were satisfied overall with City services);

- those who stated **the quality of service provided by the City had decreased** (77% versus 34% who said it had increased and 44% who said it had remained the same);
- respondents who said they **received fair or poor value for their tax dollar** (63% versus 42% who said excellent, very good or good value);
- **respondents 25 to 64 years of age** (50%-51% versus 33% of younger respondents); and
- respondents that had **not accessed public transit services in the past 12 months** (54% versus 45% of those that had accessed public transit services).

Those respondents who were either very or somewhat dissatisfied (n=383) with summer road maintenance were asked about the specific aspects of their discontentment. As shown in Table 5, similar to previous years, the most frequent comments related to pothole repairs (29%) and roads generally not being maintained (23%).

Table 5

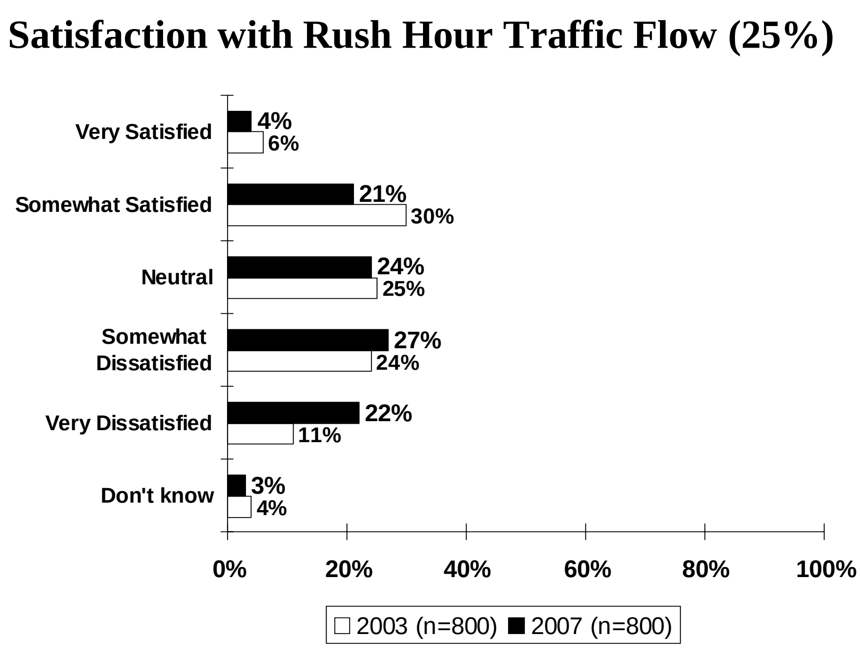
Reasons for dissatisfaction with SUMMER ROAD MAINTENANCE	
	Percent of Respondents* (n=383)
Too many potholes not being fixed	29
Roads are not maintained	23
Maintenance takes too long	10
Takes too long to repair potholes	9
Too much construction	6
Poor street conditions damage vehicles	5
Poor maintenance planning causing street closures and poor traffic flow	4
Do not fix things, only 'patch' them – does not last	4
Not done often enough – everything is behind	4
Work done on potholes is poorly done	4
Lack of repair/maintenance	4
Other (2% or less per mention – see detailed data tables, under separate cover)	27

*Multiple mentions.

Respondents were questioned as to their level of satisfaction with rush hour traffic flow. As shown in Figure 14 below, 25% of respondents reported that they were satisfied overall and 49% said that they were dissatisfied overall. About one-quarter (24%) of respondents commented that they were neither satisfied nor dissatisfied with the rush hour traffic flow, while 3% did not comment.

Similar to the decrease in satisfaction with winter and summer road maintenance, overall satisfaction with rush hour traffic significantly decreased (25% of respondents were satisfied overall versus 36% in 2003). Again, in 2007 respondents were more likely to report being dissatisfied with the summer road maintenance, as 49% said they were dissatisfied to some degree with the service provided as compared to 35% in 2003.

Figure 14



The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with rush hour traffic flow:

- those who perceived the **quality of life in Edmonton to be good** (54% versus 44% who said the quality of life was very good or excellent);
- respondents who were **neutral or dissatisfied overall with City services** (60%-67% versus 45% who were satisfied overall with City services);
- those who stated **the quality of service provided by the City had decreased** (69% were dissatisfied versus 39% who said it had increased and 46% who said it had remained the same);
- respondents **25 to 64 years of age** (51%-55% versus 38% of respondents 65 years of age or older);
- respondents who said they **received fair or poor value for their tax dollar** (56% versus 47% who said excellent, very good or good value);
- respondents who reported a **household income of $100,000 or more** (55%-64% versus 43%-49% of those that reported a household income of less than $100,000);
- respondents that are **employed either full or part time** (53% versus 41% of those that are not currently employed); and
- respondents that had **accessed public transit services in the past 12 months** (56% versus 46% of those that not accessed public transit services).

Among those respondents who were generally dissatisfied with the rush hour traffic flow in Edmonton (n=391), most simply reiterated their annoyance with the poor flow of traffic and amount of congestion (32%). This was followed by there being too much construction (15%), the need for better planning and traffic routing (12%), and too much heavy traffic in the city (9%). See Table 6, on the following page.

Table 6

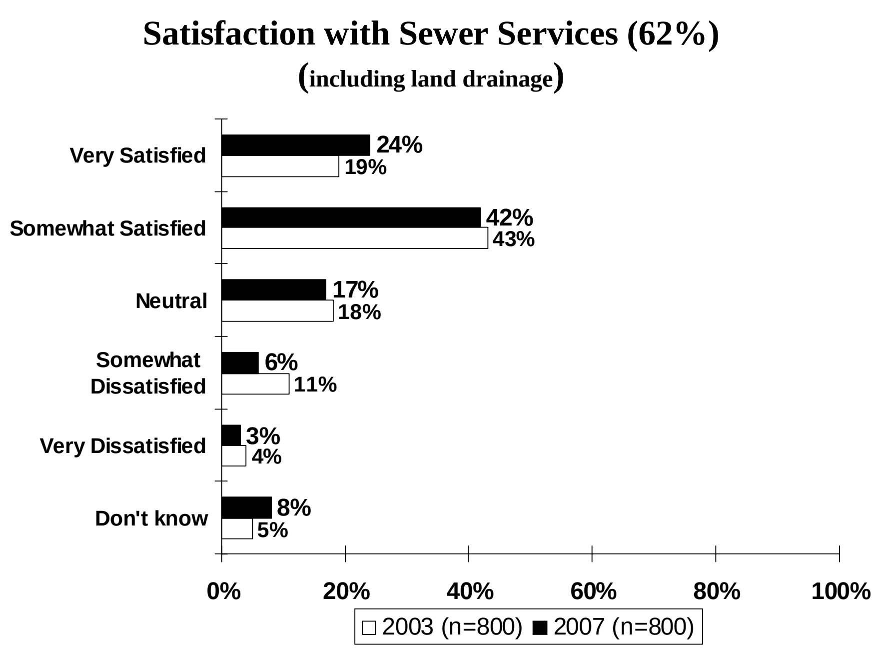
Reasons for dissatisfaction with RUSH HOUR TRAFFIC FLOW	
	Percent of Respondents* (n=391)
Poor traffic flow / congestion	32
Too much construction	15
Need better road planning / traffic routing	12
Too much heavy traffic in city	9
Traffic lights are not properly synchronized	6
Need more main/arterial roads	5
Yellowhead Trail is too congested	5
Need wider roads	4
Poor driver attitudes and behaviour	4
Need another bridge over North Saskatchewan River	3
Whitemud Drive/Quesnell bridge is too congested	3
Poor road conditions	3
Gateway Boulevard/Calgary Trail/South Edmonton Common too congested	3
Need more turning signals/lights/proper signage	3
Other (2% or less per mention – see detailed data tables, under separate cover)	29
Don't know/not stated	1

*Multiple mentions.

In terms of respondent satisfaction with ***sewer services*** including land drainage, 66% of respondents stated that they were either very (24%) or somewhat (42%) satisfied with the services provided. Seventeen percent (17%) of respondents were neither satisfied nor dissatisfied, while 6% were somewhat dissatisfied and 3% were very dissatisfied with the sewer service provided by the City of Edmonton. Eight percent (8%) of respondents were uncertain as to their level of satisfaction with sewer services.

As depicted in Figure 15, there was a significant increase in overall satisfaction compared to 2003 when 62% of respondents said they were satisfied overall (versus 66% in 2007). In fact, respondents were much more likely this year to provide a "very satisfied" rating (24% in 2007 versus 19% in 2003) and less likely to state that they were somewhat dissatisfied with the service (6% in 2007 versus 11% in 2003).

Figure 15



Respondent subgroups significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with sewer services included:

- respondents who were **neutral or dissatisfied overall with City services** (14%-23% were dissatisfied versus 7% who were satisfied overall with City services);
- those who rated **the quality of life in Edmonton as being fair or poor** (17% compared to 7%-10% who rated it as being good, very good or excellent);

- those who stated **the quality of service provided by the City had decreased** (19% versus 9% who said it had increased and 6% who said it had remained the same);
- those older respondents **45 years of age or older** (9%-11% versus 2%-8% of those 18 to 44 years of age); and
- respondents who said they **received fair or poor value for their tax dollar** (15% versus 6% who said excellent, very good or good value).

Of the 71 respondents who were either very or somewhat dissatisfied with sewer services, the most common reason for dissatisfaction related to storm sewers needing upgrades due to poor drainage (27%), and flooding due to inadequate storm drains (25%). Other commonly mentioned reasons for dissatisfaction included expensive fees (14%), a perceived lack of service (9%), disagreement with fees (6%), and problems with sewer and drainage in older areas (6%). Table 7 shows the specific aspects of respondents' dissatisfaction.

Table 7

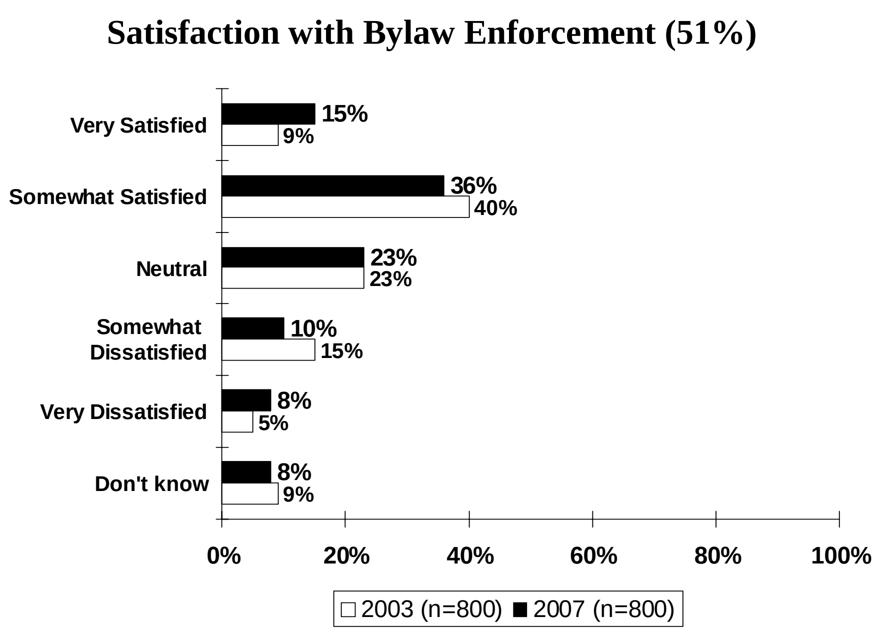
Reasons for dissatisfaction with SEWER SERVICES	
	Percent of Respondents* (n=71)
Storm sewers need upgrading/inadequate/poor drainage	27
Flooding due to inadequate storm drains	25
Fees are too expensive	14
Lack of service/poor service	9
Do not agree user fees should be charged	6
Problems with drainage/sewer in older areas	6
Lack of planning/poor building codes	4
Water main breaks / cause sink holes	4
Do not like sump pumps emptying on the street/other's property	4
Storm drains smell	4
Need to clean storm drains better so they flow	3
Cost of repairs	3
Other (2% or less per mention – see detailed data tables, under separate cover)	6

*Multiple mentions.

When asked to rate their level of satisfaction with ***bylaw enforcement*** such as animal or weed control or zoning infractions, 15% of respondents indicated that they were very satisfied, while 36% were somewhat satisfied, 23% were neutral and 18% were to some extent dissatisfied with bylaw enforcement. Eight percent (8%) of respondents were unsure of their level of satisfaction.

While overall satisfaction with bylaw services remained the same (51% in 2007 and 49% in 2003), respondents in 2007 were more likely to report that they were "very satisfied" with the service (15%) compared to those respondents in 2003 (9%). See Figure 16 below.

Figure 16



The following respondent subgroups were significantly <u>more likely</u> to state that they were <u>dissatisfied overall</u> with bylaw enforcement services:

- those respondents who reported **residing in Edmonton 20 years or longer** (22% were dissatisfied versus 8%-9% of those who have resided in the City for 10 or less years);
- those who perceived the **quality of life in Edmonton to be fair or poor** (30% versus 15%-19% who said the quality of life was good, very good or excellent);

- respondents who were **neutral or dissatisfied overall with City services overall** (34%-35% versus 13% who were satisfied overall with City services);
- those who stated **the quality of service provided by the City had decreased** (36% versus 16% who said it had remained the same);
- respondents who said they **received fair or poor value for their tax dollar** (30% versus 13% who said excellent, very good or good value);
- **respondents 45 to 64 years of age** (21% versus 13% of respondents 25 to 44 years of age); and
- respondents that had **not accessed parks and green spaces in the past 12 months** (28% versus 16% of those that accessed parks and green spaces).

Among those respondents who were dissatisfied with bylaw enforcement (n=142), the most frequently mentioned causes of dissatisfaction included a perceived lack of weed control, (26%), there being too many loose cats and dogs (16%), a general observation of a lack of bylaw enforcement (13%), and bylaw officers not handling complaints properly (9%). See Table 8 below.

Table 8

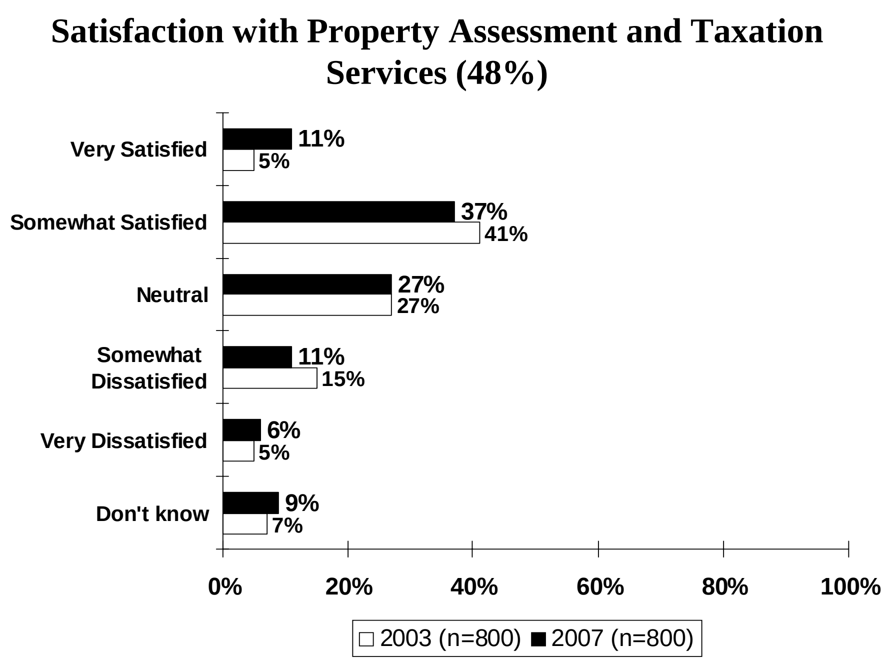
Reasons for dissatisfaction with BYLAW ENFORCEMENT	
	Percent of Respondents* (n=142)
Weed control not enforced enough	26
Too many dogs and cats loose/barking	16
Bylaws not being enforced enough/needs improvement	13
Bylaw officers are not handling complaints properly/efficiently	9
Animal bylaw not enforced enough	8
Parking bylaw not enforced enough	7
City owned property needs to be better maintained	6
Need more bylaw officers	5
Some residents treated unfairly	4
Noise bylaw needs more enforcement	3
Other (2% or less per mention – see detailed data tables, under separate cover)	28

*Multiple mentions.

When asked about City of Edmonton ***property assessment and taxation*** services 48% of respondents were either very or somewhat satisfied with the service (11% said very and 37% said somewhat satisfied). More than one-quarter of respondents (27%) were neither satisfied nor dissatisfied, while 11% were somewhat dissatisfied and 6% were very dissatisfied with the service provided. Nine percent of respondents (9%) were either unsure of their satisfaction level or did not provide a rating.

Compared to results reported in 2003, overall satisfaction with this service remained about the same (48% in 2007 said very or somewhat satisfied compared to 46% in 2003). See Figure 17.

Figure 17



The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with property assessment and taxation services:

- those who perceived the **quality of life in Edmonton to be good, fair or poor** (20%-23% versus 14% who said the quality of life was very good or excellent);
- respondents who were **neutral or dissatisfied overall with City services** (28%-35% versus 13% who were satisfied overall with City services);

- those who stated **the quality of service provided by the City had decreased** (26% versus 12% who said it had increased and 15% who said it had remained the same);
- respondents who said they **received fair or poor value for their tax dollar** (26% versus 14% who said excellent, very good or good value); and
- respondents with **no children** in the household (19% versus 11% of those with children in the household).

Similar to previous survey years, among those respondents either very or somewhat dissatisfied with property assessment and taxation services (n=134), the most frequent cause of their dissatisfaction was the opinion that taxes are too high (29%). See Table 9 below.

Table 9

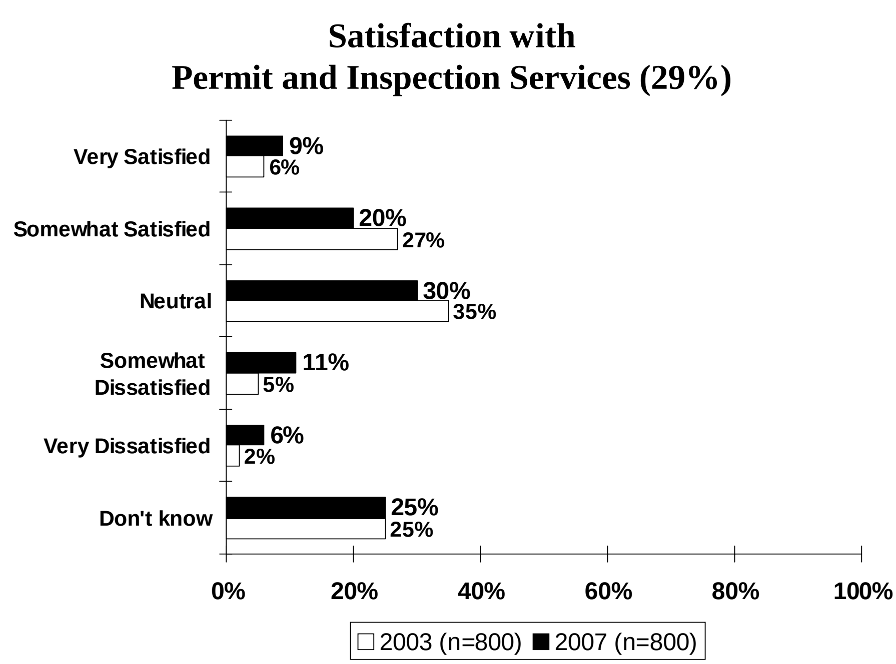
Reasons for dissatisfaction with PROPERTY ASSESSMENT AND TAXATION SERVICES	
	Percent of Respondents* (n=134)
Taxes too high (general)	29
Taxes too high for services received	15
Property assessments are too inconsistent/handled poorly	15
Taxes raised too often/every year	13
Taxation not done on a fair basis	9
Tax money is not being spent wisely	5
Do not like taxes in general	4
Not enough benefits for seniors / Not fair for seniors	4
Taxes should not be based on real property value	4
Seniors should not pay education tax	3
Other (2% or less per mention – see detailed data tables, under separate cover)	13
Don't know/Not stated	2

*Multiple mentions.

When asked to rate their overall satisfaction with respect to ***permit and inspection services*** for new buildings and improvements, a significant percentage of respondents were undecided as to their satisfaction, as 25% of respondents said they did not know. This may be a result of having limited or no contact with permit and inspection services. More than one-quarter of respondents (29%) were to some extent satisfied with the permit and inspection services, while 30% were neutral and 17% were dissatisfied to some degree. Interestingly, when assessing overall satisfaction among only those respondents who provided an opinion (n=600), overall satisfaction increases, as 38% of respondents said they were satisfied with the service provided (40% neutral and 22% dissatisfied).

Overall, satisfaction with permit and inspection service has remained consistent between survey years (29% in 2007, 33% in 2003). Although compared to last year, there were a significant proportion of respondents who were more likely in 2007 to say they were dissatisfied with the service (17% in 2007 versus 7% in 2003). See Figure 18 below.

Figure 18



Respondent subgroups significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with permit and inspection services included:

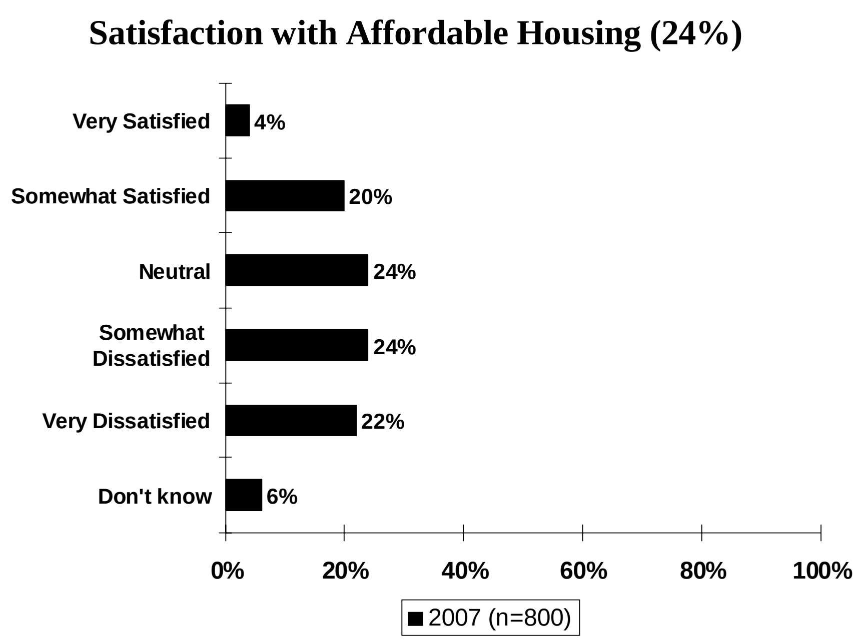
- those who perceived the **quality of life in Edmonton to be fair or poor** (28% versus 15%-16% who said the quality of life was good, very good or excellent);
- respondents who were **neutral or dissatisfied overall with City services** (22%-33% versus 14% who were satisfied overall with City services);
- those who stated **the quality of service provided by the City had decreased** (27% versus 16% who said it had increased and 14% who said it remained the same);
- respondents who said they **received fair or poor value for their tax dollar** (23% versus 14% who said excellent, very good or good value);
- respondents with **no children** in the household (19% versus 11% of those with children in the household);
- **older respondents** 65 years of age and older (21% versus 12%-17% of younger respondents); and
- respondents who reported a **household income of less than $50,000** (20% versus 6%-16% of those that reported a household income of more than $50,000).

Among the 132 respondents who were generally dissatisfied with the City's permit and inspection services most stated that their discontentment stemmed from the belief that building codes should be changed so that houses are built further apart (15%). This was followed by there being too many fires, and not enough fire prevention (13%), concern about fire safety and the quality of building materials used (9%), and inspections not being detailed enough for new buildings (9%). (See the detailed data tables, under separate cover, for a complete list of mentions).

Less than one-quarter of all respondents (24%) were either very (4%) or somewhat (20%) satisfied with ***efforts to increase the supply of adequate and affordable housing*** (e.g. Cornerstones, Safe Housing, Landlord and Tenant Advisory Board), while 24% stated that they were neutral, 24% were somewhat dissatisfied and 22% were very dissatisfied. Six percent (6%) of respondents were either uncertain as to their level of satisfaction or did not provide a response. See Figure 19 below.

There were a significant proportion of respondents who were more likely in 2007 to say they were dissatisfied with the service (46%). See Figure 19 below.

Figure 19



The following respondent subgroups were significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with the effort to supply affordable housing:

- those respondents who reported **residing in Edmonton 6 to 20 years** (54%-60% were dissatisfied versus 42% of those who have resided in the City for more than 20 years);
- those who perceived the **quality of life in Edmonton to be good, fair or poor** (53%-65% versus 38% who said the quality of life was very good or excellent);
- respondents who were **dissatisfied overall with City services** (73% versus 42% who were satisfied overall with City services); and

- those who stated **the quality of service provided by the City had decreased** (61% versus 41% who said it had increased and 43% who said it had remained the same).

Table 10 shows the specific aspects of dissatisfaction among respondents who were either very or somewhat dissatisfied with land use planning (n=366). The most frequently mentioned reasons for respondents' dissatisfaction was a perceived lack of effort by the city to alleviate the housing situation (24%), a lack of, or lack funding for, low income housing (21%), and high costs of housing or rents (20%).

Table 10

Reasons for dissatisfaction with efforts to increase the supply of adequate and affordable housing	
	Percent of Respondents* (n=366)
City has not done anything / Lack of effort	24
Not enough/lack of funding for low income housing	21
Cost of housing/rent too high	20
Need better landlord regulation/rent controls	7
Lack of housing for homeless	7
Too many condominiums, not enough rentals	6
Urgent situation, needs to be addressed	4
Should convert old buildings into affordable housing	4
Lack of housing in general	3
Long wait period for housing / Frustrating process	3
Need more support from provincial/federal government / More interest in national housing policy	3
No affordable housing	3
Other (2% or less per mention – see detailed data tables, under separate cover)	18
Don't know/not stated	2

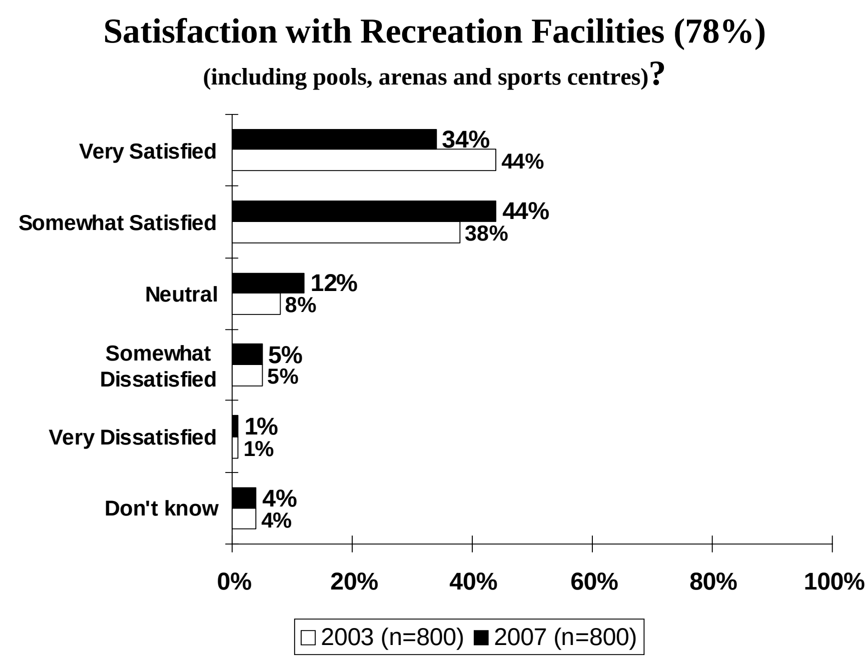
*Multiple mentions.

3.3.3 Satisfaction with Community and People Services

Of the 18 City of Edmonton services rated, five of the services were categorized as "community or people services". See Figures 20 through 24.

As illustrated in Figure 20 below, 78% of respondents stated that they were satisfied with ***City of Edmonton recreation facilities*** including pools, arenas and sports centres, with 34% being very satisfied and 44% being somewhat satisfied. Twelve percent (12%) of respondents were neither satisfied nor dissatisfied and 6% were, to some degree, dissatisfied with City of Edmonton recreation facilities. While overall satisfaction with City recreation facilities remained consistent, compared to results reported in 2003, respondents this year were significantly less likely to state that they were "very satisfied" with City recreation facilities (34% versus 44% in 2003) and more likely to comment that they were "somewhat satisfied" (44% versus 38% in 2003).

Figure 20



Respondent subgroups significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with recreation facilities included:

- respondents who were **neutral or dissatisfied overall with City services** (9%-17% were dissatisfied versus 4% who were satisfied overall with City services);
- those who perceived the **quality of life in Edmonton to be good, fair or poor** (8%-13% versus 4% who said the quality of life was very good or excellent);
- those who stated **the quality of service provided by the City had decreased** (10% versus 5% who said it had remained the same); and
- respondents who said they **received fair or poor value for their tax dollar** (9% versus 5% who said excellent, very good or good value).

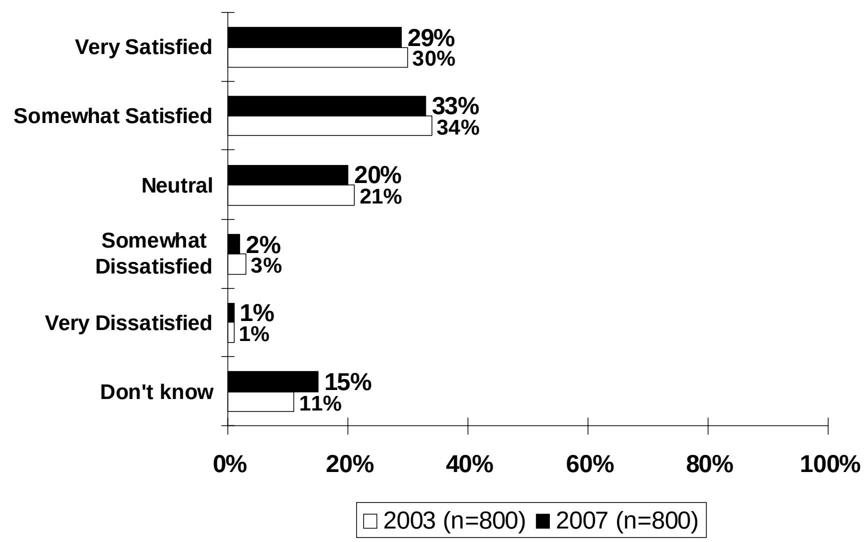
Of the 48 respondents who were either very or somewhat dissatisfied with City of Edmonton recreation facilities, the main reasons for dissatisfaction included a lack of facilities (18 respondents), poor maintenance and upkeep (9), facilities being too costly (8), not enough variety or diversity of facilities (4), and that too many facilities have closed down (4). (See the detailed data tables, under separate cover, for a complete list of mentions).

As illustrated in Figure 21, 62% of respondents stated that they were very (29%) or somewhat (33%) satisfied with ***recreational programs*** such as summer playground programs and youth and family programs provided by the City of Edmonton. Twenty percent (20%) were neither satisfied nor dissatisfied, while 3% were to some degree dissatisfied with the service. Fifteen percent (15%) of respondents did not comment as to their level of satisfaction with this service.

Compared to results reported in 2003, overall satisfaction with this service remained consistent in 2007 (62% satisfied overall in 2007 compared to 64% in 2003).

Figure 21

Satisfaction with Recreational Programs (62%)
(such as summer playground programs and youth and family programs)



The following respondent subgroups were significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with recreational programs provided by the City:

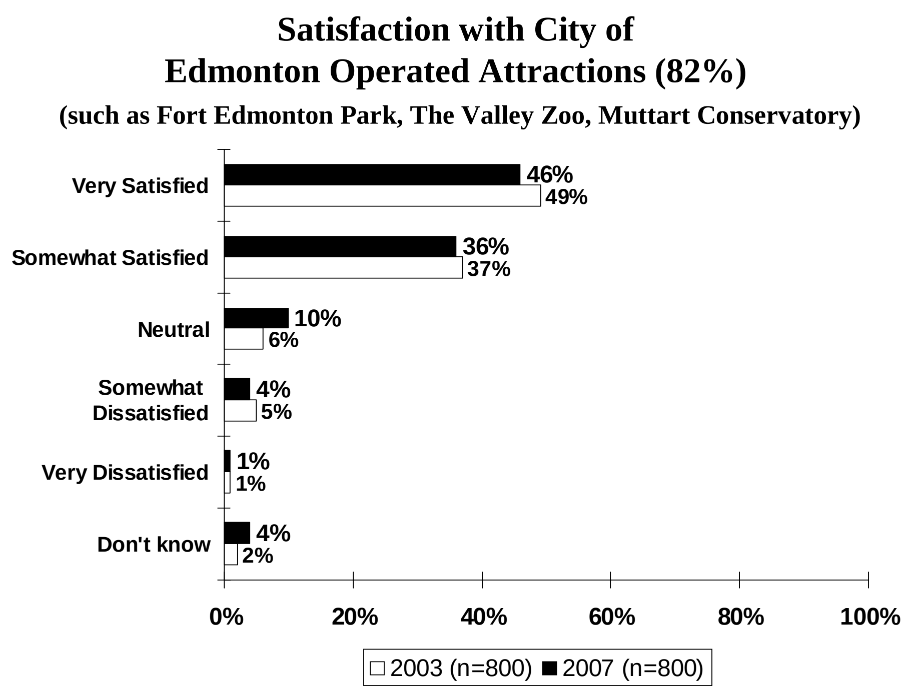
- those who perceived the **quality of life in Edmonton to be fair or poor** (8% versus 2%-4% who said the quality of life was good, very good or excellent);
- respondents who were **neutral or dissatisfied overall with City services** (7%-17% were dissatisfied versus 1% who were satisfied overall with City services); and
- those who stated **the quality of service provided by the City had decreased** (7% versus 1% who said it had increased and 3% who said it had remained the same).

Respondents very or somewhat dissatisfied with the City's recreational programs were probed as to the factors influencing their discontentment (n=26). The need for more recreational programs (6 respondents), the desire for more children's programs (5), the need for more supervision or better management (3) and the expense of programs (3) were most often noted as reasons for respondents' dissatisfaction with the City's recreational programs. (See the detailed data tables, under separate cover, for a complete list of mentions).

The majority of respondents (82%) reported that they were generally satisfied with ***City of Edmonton operated attractions*** such as Fort Edmonton Park, the Valley Zoo or the Muttart Conservatory (46% said they were very satisfied and 36% said they were somewhat satisfied). Ten percent (10%) of respondents commented that they were neither satisfied nor dissatisfied, while 5% were, to some extent, dissatisfied with the services provided by the City of Edmonton operated attractions. See Figure 22 below.

When compared to results reported in 2003, overall satisfaction with City operated attractions remained consistent (82% in 2007 versus 86% in 2003).

Figure 22



The following respondent subgroups were significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with City operated attractions:

- those who perceived the **quality of life in Edmonton to be good, fair or poor** (6%-11% versus 3% who said the quality of life was very good or excellent);
- respondents who were **neutral or dissatisfied overall with City services** (7%-17% were dissatisfied versus 3% who were satisfied overall with City services);
- those who stated **the quality of service provided by the City had decreased** (9% versus 4% who said it had increased and 4% who said it had remained the same);

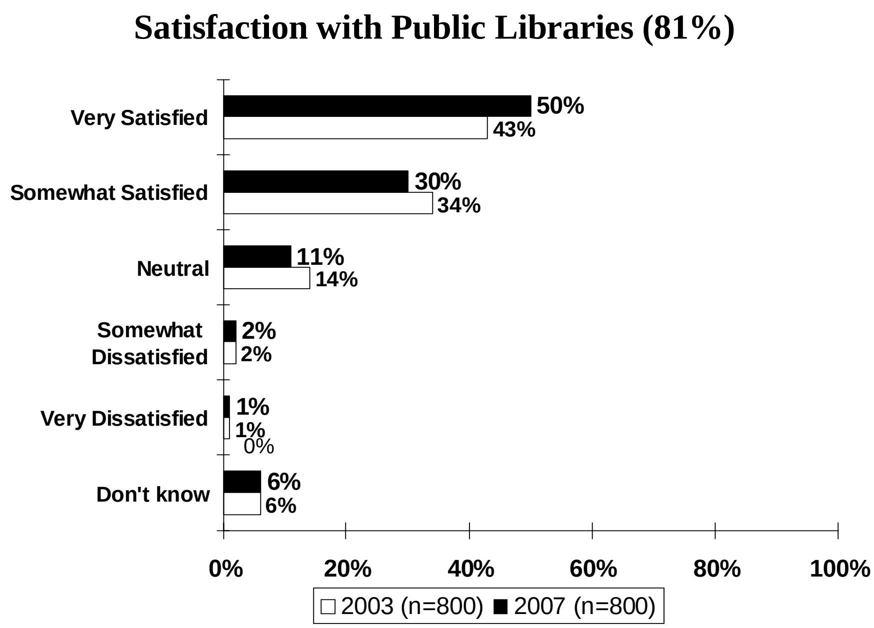
- respondents with **children** in the household (9% versus 4% of those with no children in the household); and
- respondents **25 to 44 years of age** (7% versus 2% of respondents 65 years of age or older).

Among those 38 respondents who said they were very or somewhat dissatisfied with City of Edmonton operated attractions, most mentioned the need to improve the Valley Zoo as a reason for their dissatisfaction (18 respondents). This was followed by attractions being too expensive (6), attractions generally needing upgrading and improvements (4), and a lack of attractions (3). (See the detailed data tables, under separate cover, for a complete list of mentions).

When asked to rate their satisfaction level with ***public libraries***, 50% of respondents said they were very satisfied with the public libraries and 30% said they were somewhat satisfied. Eleven percent (11%) of respondents were neutral in terms of their satisfaction with public libraries, while 3% were, to some degree, dissatisfied. Six percent (6%) of respondents either did not provide a rating or did not comment.

As shown in Figure 23, overall satisfaction with public libraries has increased since 2003 (81% in 2007 and 77% in 2003).

Figure 23



The following respondent subgroups were significantly more likely to report that they were dissatisfied overall with public libraries:

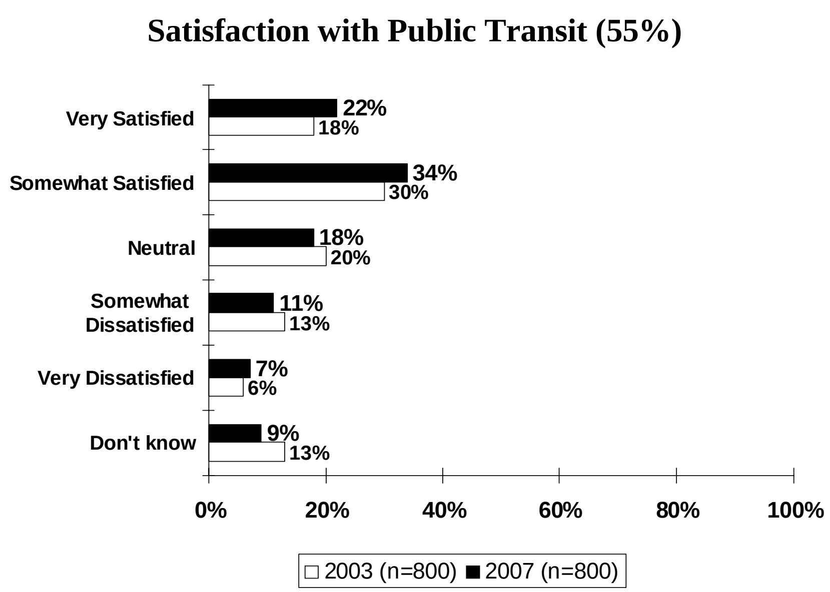
- those who perceived the **quality of life in Edmonton to be fair or poor** (8% versus 2% who said the quality of life was good, very good or excellent);
- those who stated **the quality of service provided by the City had decreased** (8% versus 3% who said it had remained the same); and
- respondents who said they **received fair or poor value for their tax dollar** (5% versus 1% who said excellent, very good or good value).

Among the 21 respondents who were, to some degree, dissatisfied with public libraries, most said their dissatisfaction related to the perception of a lack of materials or resources (4 respondents), and a lack of facilities or facilities being too small (4). Out-dated materials (2), fees being too high (2), poor accessibility (2) and the need for upgrades or renovations (2) were also commonly noted as reasons for respondents' disapproval. (See the detailed data tables, under separate cover, for a complete list of mentions).

Just over half (55%) of the Edmonton residents interviewed were, to some degree, satisfied with ***public transit services*** (22% were very satisfied and 34% were somewhat satisfied), while 18% provided a neutral satisfaction rating and 18% said they were generally dissatisfied. Nine percent (9%) of respondents commented that they were unsure of their level of satisfaction with City of Edmonton public transit. This may be a direct result of respondents having limited or no contact with the public transit system.

As shown in Figure 24 below, overall satisfaction with public transit increased significantly compared to results reported in previous survey years (55% in 2007 versus 48% in 2003).

Figure 24



The following respondent subgroups were significantly <u>more likely</u> to report that they were <u>dissatisfied overall</u> with public transit:

- those who perceived the **quality of life in Edmonton to be good, fair or poor** (23%-31% versus 13% who said the quality of life was very good or excellent);
- respondents who were **neutral or dissatisfied overall with City services** (22%-52% were dissatisfied versus 15% who were satisfied overall with City services);
- those who stated **the quality of service provided by the City had decreased** (36% versus 14% who said it had increased and 15% who said it had remained the same);
- **respondents 25 to 64 years of age** (20%-21% versus 12% of older respondents);

- respondents that are **employed either full or part time** (21% versus 13% of those that are not currently employed); and
- respondents that had **accessed public transit services in the past 12 months** (20% versus 13% of those that not accessed public transit services).

There were 145 respondents who were either very or somewhat dissatisfied with the City of Edmonton public transit services. Table 11 shows the specific aspects of their dissatisfaction. The most frequently mentioned reasons for dissatisfaction included the need to expand the LRT service (28%) the bus system being too slow or that more rapid transit routes are needed (11%), a desire to have additional bus routes (11%) and the need to have more direct or better designed routes (10%).

Table 11

Reasons for dissatisfaction with PUBLIC TRANSIT	
	Percent of Respondents* (n=145)
Expansion of LRT / Need to branch out in different ways	28
Bus system too slow / More rapid transit routes needed	11
Expansion of bus routes needed	11
Need more direct routes/better designed routes	10
Buses need to run more often	8
Extended hours/services for major events	8
Quality of services are lacking (general)	7
Better scheduling/timing of buses	6
Not enough services	5
Need nicer drivers	5
Poor connections for transfers / Have to transfer many times	5
Too expensive / Need exact amount	4
Need new/hybrid/environmentally friendly buses	4
Over-crowding on buses	3
Unreliable	3
LRT does not run often enough	3
LRT does not go anywhere	3
More/better located bus stops and terminals	3
Other (2% or less per mention – see detailed data tables, under separate cover)	22

*Multiple mentions.

3.4 Overall Importance and Service Improvements

In conducting satisfaction and importance assessments, factors or services with the lowest levels of satisfaction ratings or lowest importance ratings may not necessarily be the areas where improvement is most desired or needed. For example, if residents are dissatisfied with a service but this dissatisfaction has no effect on their overall assessment of the City, then focusing on improving this service will probably have little or no effect on their overall views of the City's activities. By mapping the following areas, it identifies priority areas in terms of City service improvements:

- higher importance and lower satisfaction or areas primarily perceived as needing improvements;
- higher importance and higher satisfaction or service strengths;
- lower importance and higher satisfaction; and
- lower importance and lower satisfaction.

Respondents were questioned as to the level of importance they placed on each of the 18 City services investigated (using a scale of 1 to 5, where 1 meant critically important and 5 meant not at all important). Respondents' importance and satisfaction ratings were plotted on grids whereby the axes intercepted at the **average importance** rating (mean=1.8) and the **average satisfaction** rating (mean=2.3) across all 18 services measured. Figure 25, on page 60, maps the average importance and satisfaction ratings for each of the 18 City services measured.

Services in the lower right quadrant are of higher than average importance but lower than average satisfaction, or services viewed as primarily needing improvements. These services, therefore, should be considered as the primary focus of future improvement. As shown, three service areas clearly fall within this quadrant:

- winter road maintenance including snow and ice management;
- summer road maintenance including paving and pothole repair; and
- public transit.

On average, respondents rated these services as above average in importance but below average in satisfaction. Improvements to these services would do most to increase residents' satisfaction with the services provided by the City of Edmonton.

Interestingly, affordable housing is on the border of this quadrant. Consequently this service could easily become an area of concern, as respondents generally rated it as below average satisfaction but consider it moderately important.

It will be important to monitor the satisfaction of these services to ensure that resident satisfaction increases and these become perceived as strengths of the City in the future. This may also be the case in terms of respondents' perception of rush hour traffic, as this issue is currently viewed as below average satisfaction and only slightly below average in importance. It will be beneficial to continue to assess residents opinions regarding this issue thereby ensuring that the impact of rush hour traffic does not negatively influence residents overall satisfaction with the services provided by the City.

Other areas which fall into the upper right quadrant and are considered of lower than average importance and lower than average satisfaction include:

- bylaw enforcement;
- property assessment and taxation services; and
- permit and inspection services for new buildings and improvements.

While, at this time, satisfaction with these services is lower than average they are also not considered as important as other services investigated and consequently should be considered as secondary areas of improvement.

City services which fall into the upper left quadrant are currently considered of lower than average importance and higher than average satisfaction. In other words, while respondents are generally satisfied with these services, the importance placed on the services is low in comparison to other City services evaluated. Services calculated within this quadrant include:

- parks & green spaces;
- public libraries;
- City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or Muttart Conservatory;
- recreational facilities, including pools, arenas and sports centres; and
- recreational programs such as summer playground programs and youth and family programs.

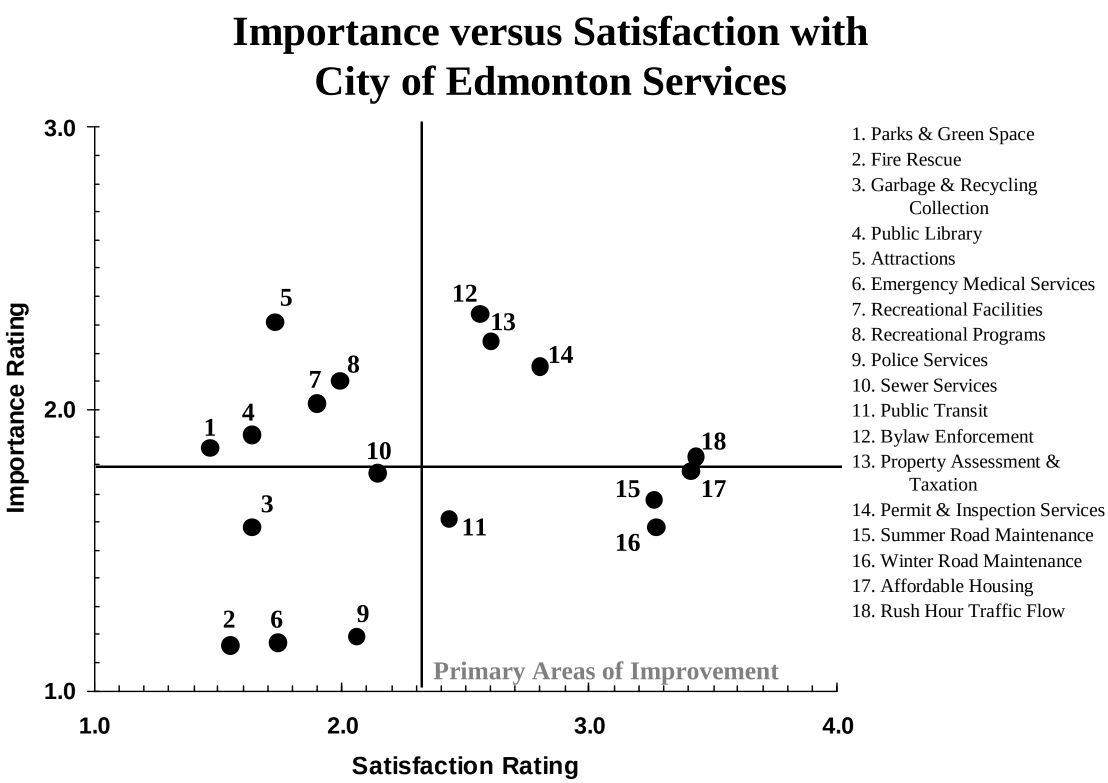
At this time these services should be considered the least important areas in which improvements should be focused, nevertheless it is still critical to maintain resident satisfaction thereby ensuring these services do not become perceived as areas of concern or discontentment.

When assessing the City services investigated, the following five areas were calculated as key strengths, or services in which respondents reported that they were of higher than average importance and higher than average satisfaction:

- fire rescue services;
- garbage and recycling collection services;
- emergency medical services such as ambulance and rescue paramedics;
- police services; and
- sewer services.

Maintaining a high level of satisfaction with these services is important as these areas are viewed as highly important or critical to citizens.

Figure 25



Note: Quadrant axes set at 2.3 mean satisfaction rating, 1.8 mean importance rating.
Scale: 1=critically important/very satisfied and 5=not at all important/satisfied.

For ease of reference the following table outlines the mean importance and satisfaction ratings for each of the 18 City services investigated.

Table 12

Average Satisfaction and Importance Ratings		
	Mean Ratings*	
City Service:	**Satisfaction**	**Importance**
(1) Parks and green spaces	1.47	1.86
(2) Fire rescue	1.55	1.16
(3) Garbage and recycling collection services	1.64	1.58
(4) Public library	1.64	1.91
(5) Attractions	1.73	2.31
(6) Emergency medical services	1.74	1.17
(7) Recreational facilities	1.90	2.02
(8) Recreational programs	1.99	2.10
(9) Police services	2.06	1.19
(10) Sewer services	2.14	1.77
(11) Public transit	2.43	1.61
(12) Bylaw enforcement	2.56	2.34
(13) Property assessment and taxation	2.60	2.24
(14) Permit and inspection services	2.80	2.15
(15) Summer road maintenance	3.26	1.68
(16) Winter road maintenance	3.27	1.58
(17) Affordable Housing	3.41	1.78
(18) Rush hour traffic flow	3.43	1.83

* 1= very satisfied/critically important and 5= not at all satisfied/important

3.4.1 Service Access

New in 2007, respondents were asked if anyone from their household had accessed a number of different services provided by the City. The majority of respondents indicated they accessed garbage and recycling collection services (95%), parks and green spaces (84%), public transit (72%) and recreation facilities (71%). Sixty-eight percent of respondents stated their household had accessed public libraries (68%) and sewer services (68%) while another 63% had accessed City of Edmonton attractions in the past 12 months.

Services that had been accessed less frequently included police services (37%), recreational programs (27%), emergency medical services (22%) and fire rescue services (9%). Refer to Table 13 below.

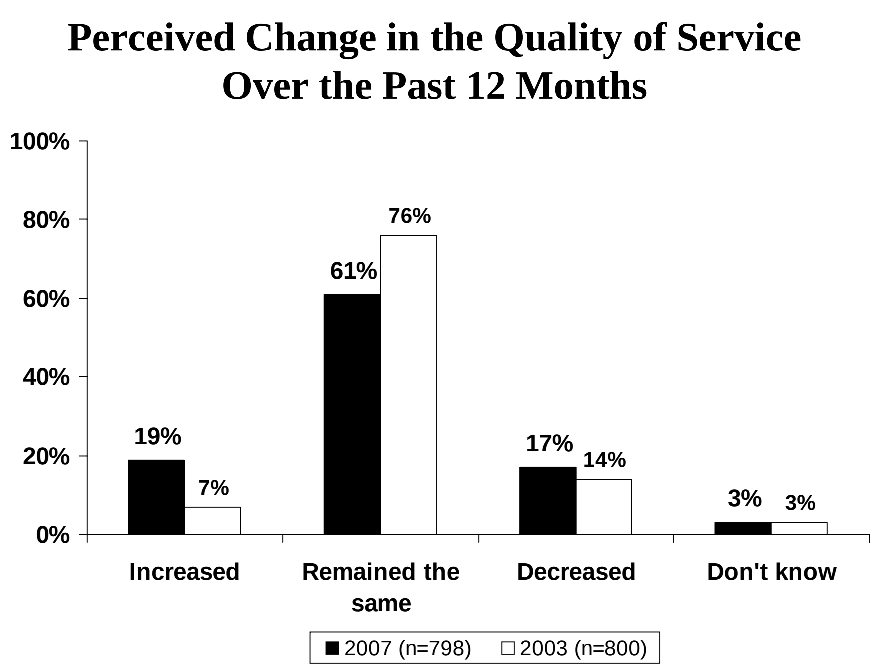
Table 13

In the past 12 months, have you or anyone from your household accessed any of the following services	
	Percent of Respondents (n=800)
Garbage and recycling collection services	95
Parks and green spaces	84
Public transit	72
Recreation facilities including pools, arenas and sports centres	71
Public libraries	68
Sewer services including land drainage	68
City of Edmonton attractions	63
Police services	37
Recreational programs	27
Emergency medical services	22
Fire rescue services	9

3.4.2 Perceived Changes in Quality of Service

Respondents that had accessed services (n=798) were asked if they felt the quality of service provided by the City of Edmonton had increased, decreased or remained about the same over the last 12 months. As illustrated in Figure 26 below, respondents this year were significantly less likely to state that the quality of service had remained the same and significantly more likely to comment that it had increased. As shown, 61% of respondents said the quality had remained the same compared to 76% in 2003 and 19% said it had increased compared to only 7% in 2003.

Figure 26



The following respondent subgroups were significantly <u>more likely</u> to remark that the quality of service provided by the City in the past 12 months had <u>decreased</u>:

- those respondents who reported **residing in Edmonton for more than 20 years** (18% said decreased versus 10% of those who have resided in the City for 5 years or less);
- those who perceived the **quality of life in Edmonton to be good, fair or poor** (22%-45% versus 9% who said the quality of life was very good or excellent);
- respondents who were **neutral or dissatisfied overall with City services** (25%-51% versus 12% who were satisfied overall with City services);

- respondents who said they **received fair or poor value for their tax dollar** (33% versus 9% who said excellent, very good or good value);
- **male respondents** (20% versus 14% of female respondents); and
- respondents **45 to 64 years of age** (19% versus 6% of those 18 to 24 years of age).

3.5 Market Value Assessment

Respondents were read the following:

> *"Municipal property taxes in the City of Edmonton are related to the value of your property, based on a market value assessment."*

Respondents were then asked, based on their own understanding and in their own words, to define a market value assessment. Respondents most often described a market value assessment as what they would sell their house for, or the market value of their property (37%), or what the property is worth (10%). Eleven percent (11%) indicated that the assessment depended upon the area or location of the property, and 7% indicated that the assessment value affects their taxes. See Table 14 below.

Table 14

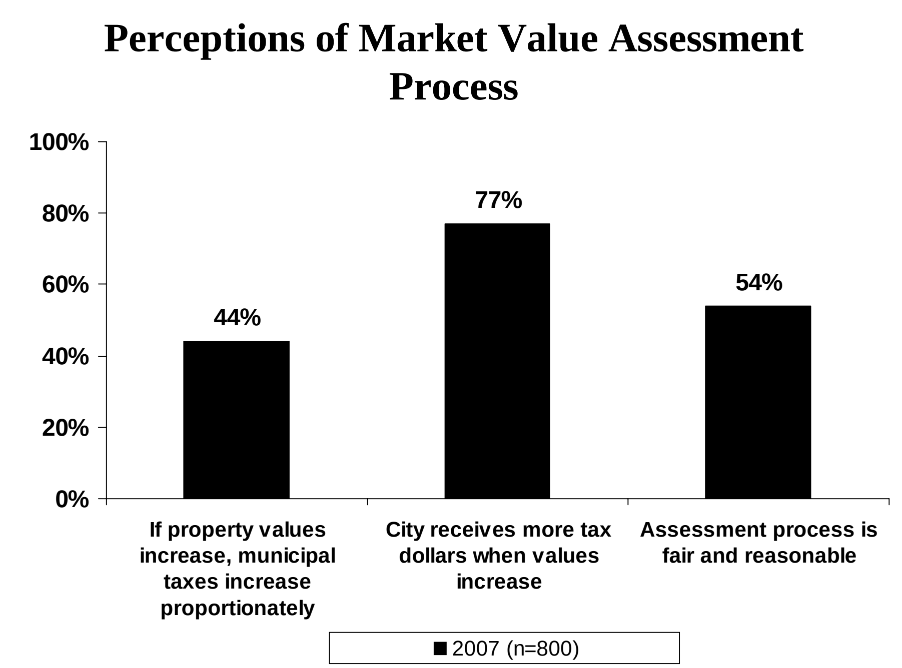
What is a market value assessment?	
	Percent of Respondents* (n=800)
What I can sell the house for / Market value	37
It depends upon the area/location	11
What the property is worth	10
Taxes are based on this/affects taxes	7
What the City determines the price to be / Appraisal value	6
The value depends on the location and the size	2
The market is inflated/too high	2
Current value with respect to value of similar houses/houses in Edmonton	
Other (1% or less per mention)	12
Don't know/Not stated	19

*Multiple Mentions.

Respondents were asked, based on their understanding, whether two statements regarding the market value assessment process were true. As illustrated in Figure 27 below, more than three-quarters of respondents (77%) perceive that the City of Edmonton receives more tax dollars when property values increase while another 44% perceive that their municipal property taxes increase proportionately when the value of their property increases.

Respondents were also asked if, from their perspective, they felt the assessment process used for calculating property taxes was fair and reasonable. As shown, more than one-half of respondents (54%) indicated that the process was reasonable, while 26% disagreed and 20% of respondents were unsure.

Figure 27



Respondent subgroups significantly <u>more likely to disagree</u> the assessment process used for calculating municipal property taxes was fair and reasonable, included:

- those who were **dissatisfied overall or neutral with City services** (36%-38% said disagreed versus 22% of those who were satisfied overall with City services);
- those who felt **the quality of service provided by the City had decreased** (38% compared to 19% who said it had increased and 24% who said it had remained the same).

- those who rated **the quality of life in Edmonton as being fair or poor** (40% compared to 22%-27% who rated it as being good, very good or excellent);
- **female respondents** (29% versus 22% of male respondents);
- those that have **resided in Edmonton for more than 20 years** (28% compared to 17% of those that have lived in Edmonton for five years or less);
- respondents who said they **received fair or poor value for their tax dollar** (39% versus 21% who said very good or good value); and
- **respondents 25 to 44 years of age** (30% versus 14% of younger respondents 18 to 24 years of age).

3.6 Budget Consideration/Funding Priorities

It was explained to respondents that the City of Edmonton approves a budget every year to pay for services that the City provides to citizens. Respondents were then asked to consider the service priorities that, in their opinion, may or may not need improvements or service increases.

Respondents were asked to think about the most important services they would like the City of Edmonton to improve and / or increase funding to. As shown in Table 15 on the next page, funding and improvements related to winter road maintenance (17%) was the first most commonly mentioned service. The second most commonly noted area perceived as needing improvements and funding was policing services (15%). As shown, winter efforts and initiatives in the area of affordable housing (11%) and public transit (11%) were also often noted as services in which respondents would like the City of Edmonton to improve or increase funding to. In fact, when taking into account all services mentioned, summer (29%) and winter (31%) road maintenance, police (28%), affordable housing (23%) and public transit (22%) were the most frequently noted areas in need of funding and/or improvements.

Interestingly, in 2003 policing services, summer and winter road maintenance and public transit and police services were also the most frequently mentioned areas in which respondents felt improvements or funding should be allocated.

With the exception of police services and affordable housing, improvements and funding to road maintenance and public transit is consistent with the dimensional mapping which identified these areas as primary areas of improvement. Despite the fact that respondents are generally satisfied with police services there appears to be a desire to increase funding to this area. This may be related to the fact that this service is viewed as critically important or essential to citizens but not necessarily lacking in performance.

Interestingly, while most respondents were generally able to articulate at least one service area they felt additional funds to drive improvement was needed, fewer respondents were able to think of a second (17% said no areas) or third (34% said no areas) service area.

Table 15

Most Important Services Respondents Would Like the City to Improve or Increase Funding			
	Percent of Respondents (n=800)		
	First Mention	Second Mention	Third Mention
Winter road maintenance	17	9	5
Police services	15	7	6
Affordable housing	11	7	5
Public transit	11	7	4
Summer road maintenance	9	14	6
Road maintenance overall	5	3	1
Improving rush hour traffic flow/road design	4	4	5
Emergency medical services	3	6	4
Schools/education	3	2	2
Homelessness	2	1	<1
Infrastructure in general	2	2	1
Seniors facilities	1	1	1
Healthcare	1	1	1
Social services	<1	1	<1
Arts and culture	<1	1	1
Recreation facilities	<1	2	3
Parks and green spaces	<1	2	2
Fire rescue services	<1	2	2
Recreational programs	<1	1	2
Public libraries	<1	1	1
Garbage collection and recycling services	<1	<1	<1
Improving property assessment and taxation services	<1	<1	<1
Bylaw enforcement	<1	<1	<1
Sewer services including land drainage	<1	<1	<1
No other areas where funding should be increased	-	17	34
Other (less than 1% per mention)	14	15	15
Don’t know/Not stated	8	2	5

Respondents were then asked, if in their opinion, there were any areas they felt funding should be reduced or decreases to services should be considered. Similar to previous survey years, the majority of respondents (68%) remarked that there were no areas in which funding should be reduced or they were uncertain as to which areas should be considered. See Table 16 below.

Table 16

Areas Where Funding Should be Reduced or Services Decreased	
	Percent of Respondents* (n=800)
No/no areas where funding should be reduced	68
Arts/Cultural activities/The Museum/Art Gallery	7
Mayor/Councilor salaries/expenses	5
Parks and green spaces	3
Recreational programs	3
Public libraries	2
Winter road maintenance	2
Recreation facilities	2
Affordable housing	1
Bylaw enforcement	1
Rush hour traffic flow	1
Police services	1
Public transit	1
Other (less than 1% per mention)	11

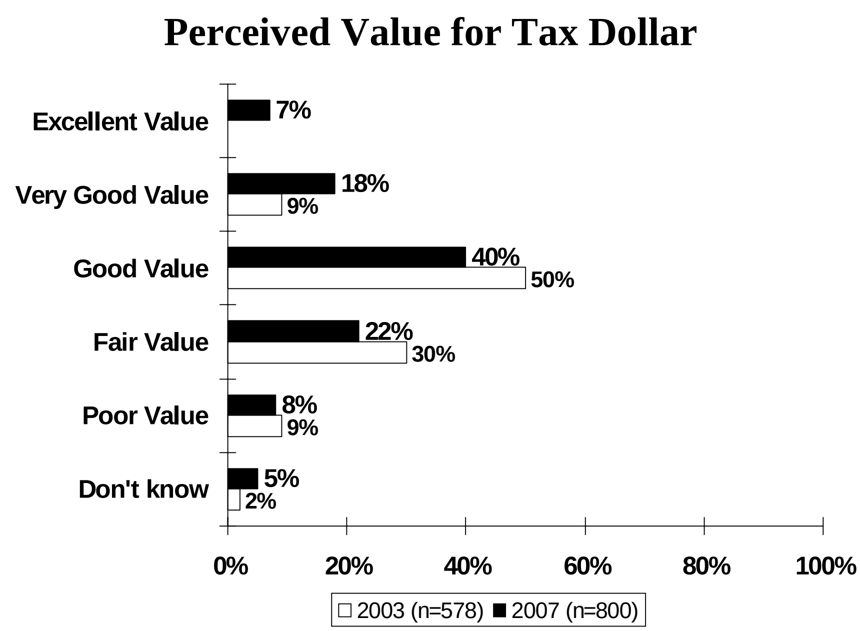
*Multiple Mentions.

Respondents were then asked if the amount of their tax bill that pays for City services provides them with excellent, very good, good, fair or poor value for their tax dollars. As shown in Figure 28, 65% of respondents[5] said that they received excellent (7%), very good (18%) or good (40%) value for their tax dollar, while 22% said they received fair value and 8% said poor value for their tax dollar.

Compared to results reported in 2003, respondents this year were significantly more likely to report that they feel they receive “very good” to “excellent value” for their tax dollar (24% compared to 9% in 2003) and significantly less likely to comment tax dollars represent good or fair value (62% versus 80% in 2003).

[5] This question was asked only of homeowners in 2003, as opposed to all respondents in 2007.

Figure 28



***Scale changed in 2007 survey**

Respondent subgroups significantly <u>less likely</u> to provide a rating of excellent value for their tax dollar, included:

- those who were **dissatisfied overall or neutral with City services** (0%-1% provided a rating of excellent versus 9% of those who were satisfied overall with City services);
- those who felt **the quality of service provided by the City had remained the same or decreased** (3%-6% compared to 19% who said it had increased);
- those who rated **the quality of life in Edmonton as being good, fair or poor** (2%-4% compared to 10% who rated it as being very good or excellent);
- respondents that are **not employed either full or part time** (4% versus 8% of those that are currently employed); and
- respondents that had **not accessed public library services in the past 12 months** (11% versus 2% of those that had accessed public library services).

Respondents who said they received either fair or poor value for their tax dollar (n=241) were asked to name the main reason they felt that way. The most frequent comment was the poor condition of roads, sidewalks and alleyways (13%). Eleven percent (11%) felt that tax dollars were not being spent wisely, and specifically mentioned Churchill Square. Paying for services they don't receive was also commonly noted (10%). Table 17 below, provides a complete list of reasons why respondents felt they received either fair or poor value for their tax dollar.

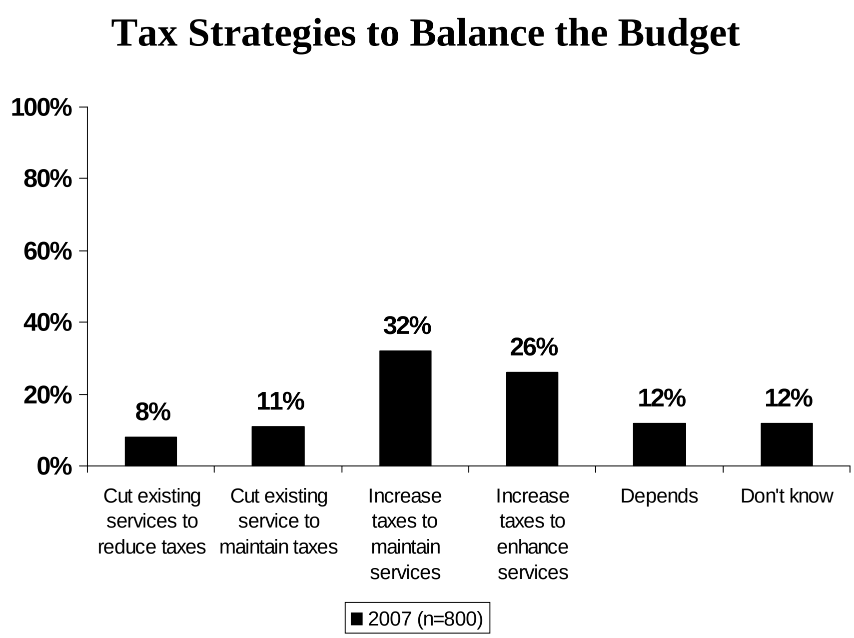
Table 17

Reasons for Believing Tax Dollar Represents Fair or Poor Value	
	Percent of Respondents* (n=241)
Condition of roads/sidewalks/alleys	13
Tax dollars not being spend wisely / Churchill Square	11
Pay taxes on services we don't receive/don't use / School tax	10
Do not get proper snow removal for taxes paid	7
Amount paid is fair / Get what we pay for	6
Do not get good value for money/City can do better/do not receive much for quality and services provided	6
Lack of planning / mismanagement	6
Need to improve infrastructure	5
Increases have not produced better programs/services	5
Need more funding for schools/education/teachers	4
Too much spend on administration costs/wages/studies / Raises too high for Council/Mayor	3
Taxes too high/unaffordable	3
Tax money going to province instead of City / City should get bigger proportion	3
Need higher proportion for transit/LRT expansion	3
Other (2% or less per mention)	26
Don't know/Not stated	12

*Multiple mentions.

Respondents were then presented with tax strategies to balance the budget and asked which option they would support. As shown in Figure 29, 58% of respondents supported an increase in taxes, with 32% supporting an increase to maintain all existing services and 26% supporting an increase to fund growth needs and enhance service. Less than twenty percent of respondents (19%) supported a cut to exiting services, either to maintain current taxes (11%) or to reduce taxes (8%). Twelve percent of respondents stated that their support depended on a variety of other factors including whether funds would be better, or more efficiently managed (3%) or that taxation should just remain the same (2%), while the remaining 12% of respondents were unable to provide an answer.

Figure 29



Respondent subgroups significantly <u>more likely</u> to support an increase in taxes to maintain all existing services, included:

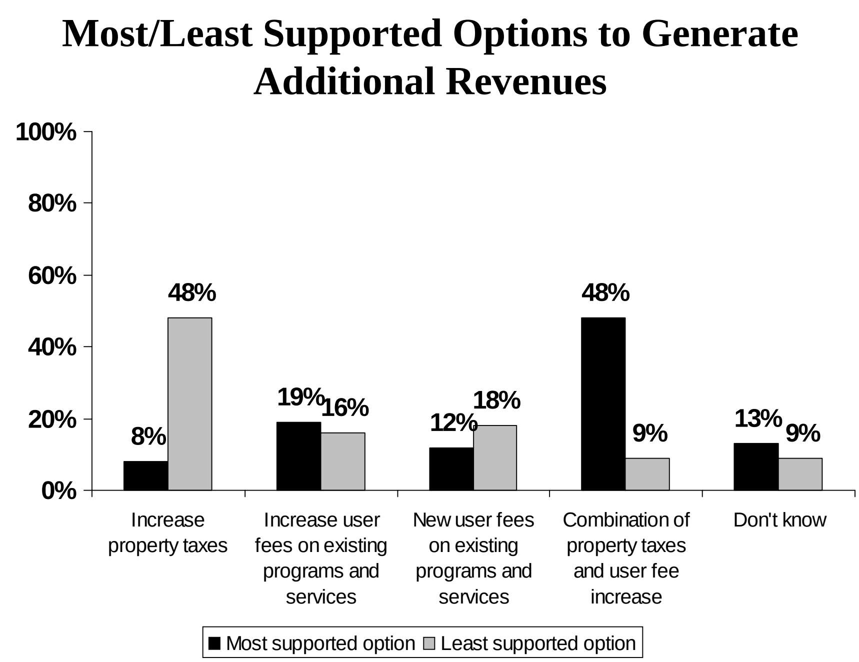
- those who were **satisfied overall with City services** (35% selected this option versus 23% of those who provided a neutral rating of satisfaction overall with City services);
- those who felt **the quality of service provided by the City had increased or remained the same** (35%-36% compared to 19% who said it had decreased);
- those who rated **the quality of life in Edmonton as being excellent or very good** (37% compared to 26% who rated it as being good, fair or poor);

- respondents who said they **received excellent, very good or good value for their tax dollar** (36% versus 28% who said fair or poor value);
- **older respondents** 65 years of age or older (38% versus 27% of younger respondents 25 to 44 years of age); and
- respondents that are **not employed either full or part time** (38% versus 30% of those that are currently employed).

Next, respondents were provided with four options to generate additional revenue for City programs and services. Respondents were most likely to support a combination of property tax and user fee increases (48%), followed by increasing user fees alone (19%), and creating new user fees (12%). Respondents were least likely to support increased property taxes (8%) to generate additional revenue for City programs and services.

These findings were mirrored when respondents were asked which of the strategies they would least support, with 48% stating they would least support an increase to property taxes, 18% would least support new user fees and 16% would least support an increase in user fees for existing programs and services. Refer to Figure 30 below.

Figure 30



Respondent subgroups significantly more likely to support a combination of property taxes and user fee increase to generate additional revenues, included:

- those who were **satisfied overall with City services** (51% selected this option versus 42% of those who provided a neutral rating of satisfaction overall with City services and 38% of those dissatisfied);
- those who felt **the quality of service provided by the City had remained the same** (52% compared to 39% who said it had decreased);
- respondents who said they **received excellent, very good or good value for their tax dollar** (55% versus 37% who said fair or poor value);
- those who rated **the quality of life in Edmonton as being excellent or very good** (53% compared to 36%-45% who rated it as being good, fair or poor);
- respondents that had **accessed public library services in the past 12 months** (51% versus 42% of those that not accessed public library services);
- respondents that had **accessed parks and green spaces in the past 12 months** (50% versus 38% of those that not accessed parks and green spaces); and
- respondents that had **accessed City of Edmonton recreation facilities in the past 12 months** (51% versus 41% of those that not accessed City recreation facilities).

3.7 Communications

Next, respondents were asked a series of questions about how and what types of information are provided by the City of Edmonton. When asked what kinds of information they would like to receive from the City, 12% were interested in information about the budget and tax spending, 11% about services and programs in general and 10% in City planning and development. Table 18 below, provides a complete list of information respondent were interested in received from the City.

Table 18

What kinds of information do you want the City of Edmonton to provide to you?	
	Percent of Respondents* (n=800)
Budget/Tax spending	12
Services and programs in general	11
City planning and development	10
Transit schedules and routes	9
Infrastructure planning and repairs	9
Cultural activities	8
Leisure and recreation programs and services	8
Residential development	6
Street closures/construction	5
Crime statistics	4
Garbage pick-up/ recycling	3
Land usage/ development in general	3
Housing – affordable housing/housing registry	3
Healthcare / Available medical services	2
Commercial development	2
None	18
Other (1% or less per mention)	19
Don't know/Not stated	25

*Multiple mentions.

Respondents that had **lived in Edmonton for more than 20 years** were more likely to be interested in receiving information on budget and tax spending and services and programs in general, as opposed to those that have **lived in Edmonton for 5 years or less** who were looking for information on leisure and recreation, residential development and land usage and development.

Respondents were asked through what sources they typically learn about City of Edmonton information, on an unprompted or unaided basis. More than sixty percent of respondents (63%) mentioned the newspaper as their preferred source, followed by television news programs (51%). One-quarter of respondents mentioned the radio (26%) and the Internet in general (24%), while 16% highlighted the City of Edmonton website specifically and 13% rely on word of mouth for their City of Edmonton information. Table 19 below, provides a complete list of information sources mentioned by respondents.

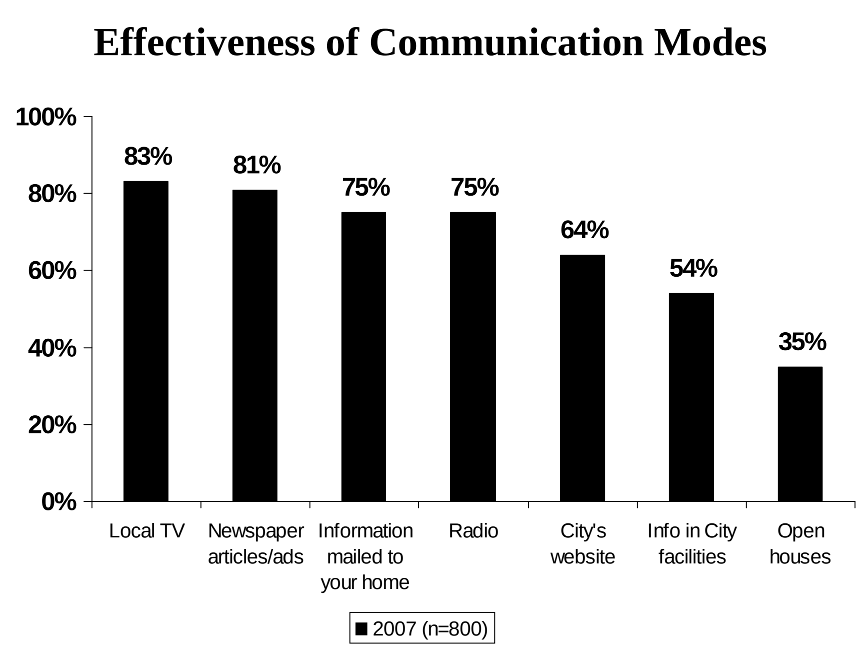
Table 19

From what sources, if any, do you usually learn about information regarding the City of Edmonton? (UNAIDED)	
	Percent of Respondents* (n=800)
Newspaper	63
Television – News programs	51
Radio	26
Internet in general	24
City of Edmonton website	16
Word of mouth/friends/family	13
Brochures/flyers	7
Direct mail to home	4
Phone book	2
From a City employee	1
Phone/City hotline	1
Library	1
Billboards	1
City Hall	1
Other (less than 1% per mention)	4
Don’t know/Not stated	<1

*Multiple mentions.

Respondents were then asked to rate the effectiveness of a number of potential sources that the City could use to disseminate information, on a prompted or aided basis. Similar to the unprompted findings, sources deemed most effective included local television news programs (83%) and newspaper articles or advertisements (81%). Three-quarters of respondents stated information mailed directly to their home (75%) and the radio (75%) were effective methods, while more than half (64%) felt that the City of Edmonton website specifically and information posted at City facilities (54%) would be effective. Respondents rated open houses as being the least effective method of communicating information (35%). See Figure 31 below.

Figure 31



Respondents were asked if there were any other ways of getting information to them that would be effective. While the majority (82%) of respondents indicated there were no other methods, 5% suggested email or a website subscription to get updated information about the City. Billboards, signs or posters, the telephone or a hotline, and word of mouth were also suggested by respondents. See Table 20, below.

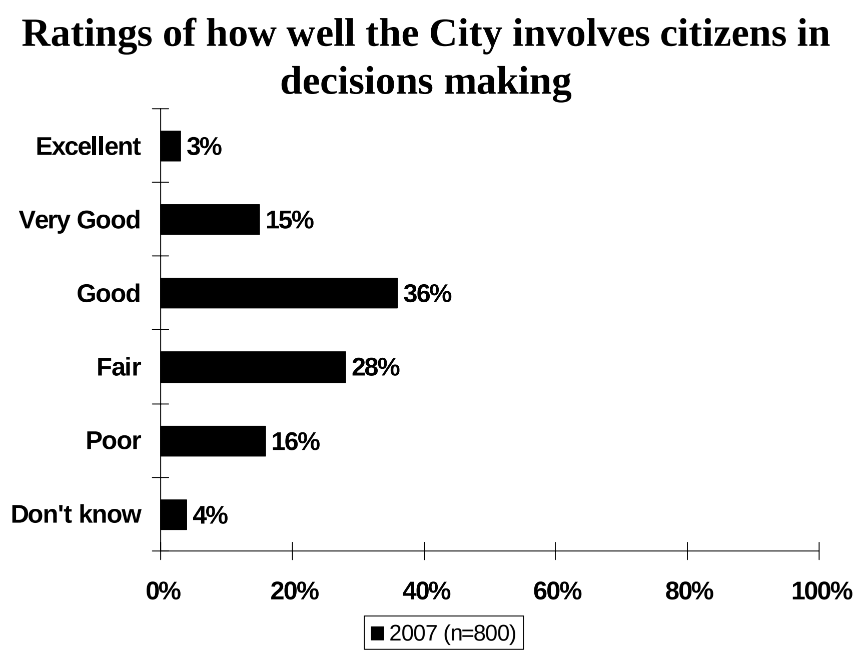
Table 20

Are there any other ways of getting information to you that would be effective?	
	Percent of Respondents* (n=800)
Email / Sign up to website to get updates	5
Billboards / Signs / Posters	2
Telephone / Hotline	2
Word of mouth / Contacts	2
Community leagues/services/organizations	1
Public transit	1
More public relations from Mayor/Council/opportunities to talk to Council	1
None/No other effective methods	82
Other (less than 1% per mention)	5
Don’t know/Not stated	1

*Multiple mentions.

Respondent were also asked to rate the City on how well it involves citizens in decision making. As depicted in Figure 32, more than one-half of respondents (53%) provided a positive rating, with 3% rating the City as being “excellent”, 15% as “very good” and 36% as’ good’ at involving citizens in decision making. Twenty-eight percent of respondents (28%) rated the City as being fair and 16% rated the City as being poor at involving citizens in decision making.

Figure 32



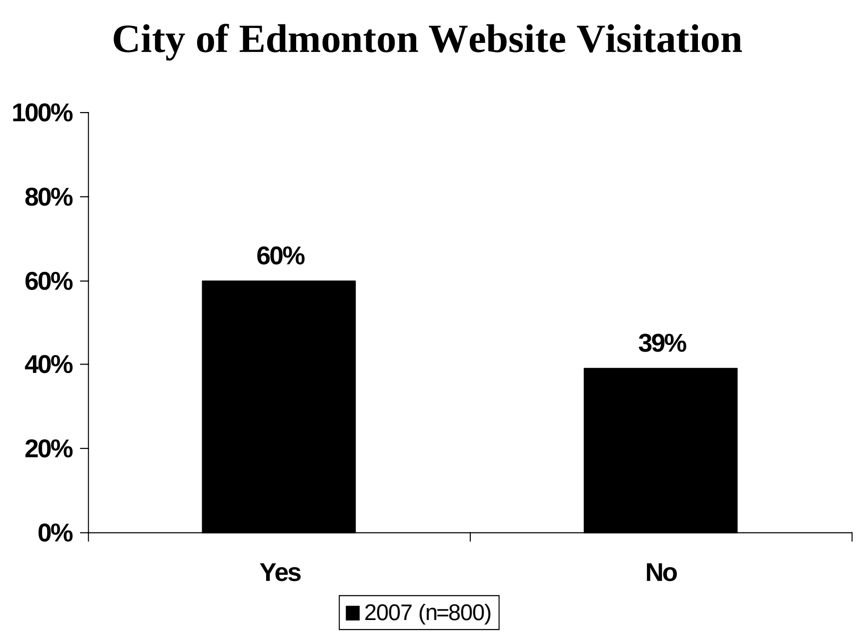
Respondent subgroups significantly <u>more likely</u> to give a <u>poor</u> rating regarding how well the City involves citizens in decision making, included:

- those who were **dissatisfied overall or neutral with City services** (23%-44% said poor versus 12% of those who were satisfied overall with City services);
- those who felt **the quality of service provided by the City had decreased** (37% compared to 7% who said it had increased and 12% who said it had remained the same);
- those who rated **the quality of life in Edmonton as being good, fair or poor** (19%-37% compared to 10% who rated it as being very good or excellent);
- those that have **resided in Edmonton for more than 20 years** (17% as opposed to 9% of those that have resided in Edmonton for five years or less); and
- respondents who said they **received fair or poor value for their tax dollar** (32% versus 9% who said excellent, very good or good value).

3.8 Website

Respondents were asked whether or not they had ever visited the City of Edmonton website (www.edmonton.ca). Sixty percent (60%) of respondents indicated that they had visited the City website, while 39% had never visited. See Figure 33, below.

Figure 33

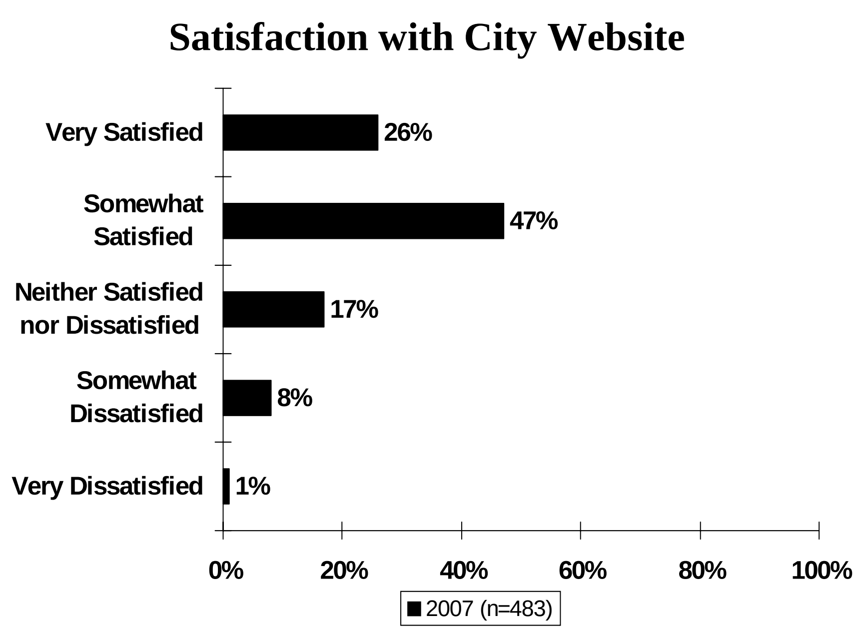


Respondent subgroups significantly more likely to indicate that they had visited the City website included:

- Respondents that had resided in Edmonton for 10 years or less (70%-80% versus 55%-58% that had lived in the city for 11 years or longer);
- Respondents between the ages of 18 and 44 years (77%-81% versus 63% of those aged 45 to 64 years and 25% of those aged 65 years and older);
- Respondents with children in the household (73% versus 54% of those without children in the household);
- Those that were working full-time or part-time (73% versus 38% of those that were not employed); and
- Respondents with incomes greater than $50,000 per year (62%-81% versus 45% of those with incomes less than $50,000).

Respondents that had visited the City website (n=483) were asked to rate their satisfaction with the site. Nearly three-quarters (73%) of respondents were satisfied with the website, 47% being somewhat satisfied and 26% being very satisfied. Seventeen percent (17%) of respondents were neither satisfied nor dissatisfied, while 9% were dissatisfied to some degree. See Figure 34, below.

Figure 34



Respondents that were very or somewhat satisfied with the City of Edmonton website (n=353) were asked to explain why they provided that rating. More than one-third (37%) of respondents indicated they found the information the needed easily, or felt the site was excellent in general. One-quarter (24%) of respondents believed the website was easy to navigate, user friendly, and well organized. Although they were satisfied with the website overall, 22% of respondents commented that the site's layout or accessibility could be improved. Refer to Table 21 for responses provided by more than 1% of respondents.

Table 21

Why did you give that rating?	
Base: Respondents that were very or somewhat satisfied with the City of Edmonton website	**Percent of Respondents* (n=353)**
Found the information I needed easily / Excellent site	37
It was easy to navigate/user friendly/well-organized	24
Layout could be better / Could improve accessibility	22
Had lots of information/good information/new information	15
Could not find what looking for / Not user friendly	7
Have not used it much / Do not know much about websites	4
Looking for more in-depth/more information	2
Other (less than 1% per mention)	17
Don't know/Not stated	2

*Multiple mentions.

Respondents that were dissatisfied (n=45) with the City website were also asked to explain why they were dissatisfied. Difficulty navigating the website, or the website not being user-friendly was the most frequent reason for being dissatisfied, articulated by 71% or 32 respondents, followed by the website needing a better search engine (9% or 4 respondents). Refer to Table 22, below.

Table 22

Why did you give that rating?	
Base: Respondents that were very or somewhat dissatisfied with the City of Edmonton website	**Percent of Respondents* (n=45)**
Hard to find things / Not user friendly / Hard to navigate	71
Need better search engine	9
Needs more convenient/better planned links	7
Don't know much about the Internet	7
Difficult to find specific names of people and departments	7
Not much information / Not focused enough	4
Lacks in-depth information	4
Other (less than 2% per mention)	13
Don't know/Not stated	2

*Multiple mentions.

Respondents that had visited the City of Edmonton website were asked to name the 2 main reasons for visiting the site. Looking up transit information, such as schedules, fares, or the trip planner was the most common reason why respondents visited the City website (27%), followed by researching City attractions, such as Fort Edmonton Park and the Valley Zoo (24%). Respondents also frequently mentioned that they visited to gather information regarding City facilities (14%) and jobs or careers (12%). Table 23, below, lists responses provided by at least 3% of respondents.

Table 23

Generally, what are your 2 main reasons for visiting the City of Edmonton website?	
Base: Respondents that had visited the City of Edmonton website	**Percent of Respondents* (n=483)**
Transit information – schedules, fares, trip planner	27
Attractions – Fort Edmonton Park, Valley Zoo	24
Course/class/program information at City facilities	14
Jobs / Careers	12
Festivals / Activities / Events / Concerts	10
Planning – zoning, buildings, etc.	9
Bylaw information (ex. regulation info/paying tickets)	8
Recycling/garbage schedules / Facilities / Big bin program	7
Taxes	7
Pets – lost/licensing	5
Parks/recreation	5
Road / Infrastructure / Traffic / Transportation information	4
Housing information – vacancy rate, tenant/landlord information, selling property	3
Specific information (unspecified) / Everything	3
Information on Councilors / Voting records or issues	3
Civic information / What's new with City	3
Other (2% or less per mention)	25
Don't know/Not stated	2

*Multiple mentions.

3.9 Respondent Characteristics

The following table provides a demographic profile of respondents surveyed. A profile of respondents interviewed in 2003 has also been provided.

Table 21

Demographic Profile of Survey Respondents		
	Percent of Respondents	
	2007 (n=800)	2003 (n=800)
Gender:		
Male	49	50
Female	51	50
Number of Years Residing in Edmonton:		
1 to 5 years	15	13
6 to 10 years	10	11
11 to 20 years	14	20
Over 20 years	62	56
Age:		
18 to 24 years	6	8
25 to 34 years	12	15
35 to 44 years	17	22
45 to 54 years	24	21
55 to 64 years	21	13
65 years and over	22	15
Refused	2	5
Composition of Age Groups within Household:		
Under 13 years of age	20	27
13 to 18 years	16	19
19 to 44 years	52	63
45 to 64 years	52	45
65 years or over	25	22

Table 21 continued…

Demographic Profile of Survey Respondents	Percent of Respondents	
	2007 (n=800)	**2003 (n=800)**
Marital Status:		
Single	17	21
Married or living together as a couple	64	62
Widowed	8	6
Separated	2	3
Divorced	9	7
Refused	2	1
Household Income:		
Less than $50,000	33	
$50,000 to less than $100,000	35	
$100,000 to less than $150,000	15	
$150,000 to less than $200,000	4	
$200,000 or more	3	
Refused	12	
Employment Status:		
Working full-time, including self-employed	54	54
Working part-time, including self-employed	9	10
Homemaker	4	4
Student	4	7
Not employed	4	4
Retired	25	20
Refused	2	1
Work for the City of Edmonton:		
Yes	3	4
No	97	96
Reside in City Ward:		
Ward 1	15	15
Ward 2	17	17
Ward 3	16	16
Ward 4	18	18
Ward 5	15	15
Ward 6	19	19

Appendix A

Survey Instrument