CITY OF EDMONTON

2010 Citizen Perception Survey

Final Report

December 13, 2010

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 provides a measurement of the opinions and perceptions held by citizens regarding the City of Edmonton. Key findings of the 2010 Citizen Perception Survey were:

Quality of Life

The vast majority of respondents assessed the quality of life in the City of Edmonton positively, as 92% stated that the quality of life in Edmonton was excellent (16%), very good (48%), or good (28%). The most frequently stated reasons for a positive quality of life included the City's parks and green spaces including the River Valley (28%), good employment opportunities (24%), good transportation and transit system (17%), Edmonton's friendly community or community spirit (15%), and good recreational activities and facilities (14%).

Issues related to poor road conditions including a lack of winter road maintenance and snow removal (6%), as well as issues with employment and low pay (6%), were most frequently stated by respondents as contributing to a low quality of life in the City.

City of Edmonton Services

Respondents were asked to identify if they had used ten (10) specific City of Edmonton services. Garbage and recycling collection services were used by 97% of respondents, followed by parks, playgrounds, sports fields, and green spaces (86%). Seventy-nine percent (79%) of respondents reported having used sewer, wastewater and stormwater collection and transmission, followed by public transit (71%), and recreation facilities (65%). City of Edmonton services used less frequently by respondents included police services (30%), recreational programs (22%), and fire rescue services (6%).

Property Tax Dollar Value and Budget Considerations

When asked if the amount of their tax bill that pays for municipal services provides them with excellent, very good, good, fair or poor value for their tax dollars, 62% of respondents said that they received excellent (5%), very good (17%) or good (42%) value for their tax dollar. Twenty-four percent (24%) of respondents said they received fair value, while 10% felt they received poor value for their tax dollar.

Respondents were presented with a number of tax strategies to balance the City of Edmonton's budget and were then asked which option they would support. Over half (55%) of respondents supported an increase in taxes, with 34% supporting an increase to maintain all existing services, and 21% supporting an increase to fund growth needs and enhance services. Twenty-three percent (23%) of respondents supported a cut to existing services, either to maintain current taxes (14%) or to reduce taxes (9%), while 17% of respondents indicated that their support would depend on additional factors. These additional factors included more efficient use of the current tax funds (32%), maintain current taxes along with current services (21%), and maintain current taxes while looking for other methods of raising funds (16%).

Respondents were also provided with four (4) options to assist in generating additional revenue for City programs and services. Respondents were most likely to support a combination of property tax and user fee increases (40%), followed by increasing user fees alone (29%), and creating new user fees for existing programs and services (14%). Respondents were least likely to support increased property taxes (7%) 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 60% stating they would least support an increase to property taxes, 14% would least support the creation of new user fees for existing programs and services, 14% would least support an increase to user fees on existing programs and services, and 6% would least support a combination of property tax and user fee increases.

Satisfaction with Characteristics of Edmonton

Respondents were asked to rate their satisfaction with fourteen (14) characteristics of Edmonton. Respondents' satisfaction (4 or 5 out of 5) with these features included:

- That Edmonton is a good place to work (80%);
- That the appropriate emergency services are in place to respond to a major emergency (68%);
- That Edmonton residents are able to access amenities and services to improve their quality of life (62%);
- The City's overall environmental performance (62%);
- That City services and facilities are inclusive of the diversity of Edmonton residents (60%);
- That City services and facilities are respectful of the diversity of Edmonton residents (60%);
- The safety of downtown Edmonton during the day (58%);
- That Edmonton is a clean city (57%);
- That Edmonton residents feel connected to their community (51%);
- That Edmonton is a safe city (51%);
- That Edmonton is a well-designed, attractive city (42%);
- Edmonton has appropriate services (transportation, lighting, garbage pick-up, pubic washrooms) to support evening and night-time entertainment (41%);
- Edmonton's reputation for having vibrant evening and night-time entertainment (40%); and
- The safety of downtown Edmonton at night (12%).

When asked to rate the City of Edmonton as an employer or as being a good place to work, over three-quarters (76%) of respondents provided a positive rating, with 9% rating the City of Edmonton as an excellent, 30% as very good, and 37% provided a rating of good.

Respondents were then asked how likely they were to recommend Edmonton. Seventy-six percent (76%) of respondents indicated that they were likely to recommend Edmonton as a good place to live, work and play, followed by 72% each that indicated they were likely to recommend Edmonton as a good place for businesses to invest in, and as a good place to visit. Seventy-one percent (71%) of respondents indicated they were likely to recommend Edmonton as a good place for business to move to.

Overall Satisfaction

When asked to rate their overall satisfaction with the services provided by the City of Edmonton, 65% of respondents stated that they were very satisfied (12%) or somewhat satisfied (53%). Seventeen percent (17%) stated that they were neither satisfied nor dissatisfied with the services provided by the City of Edmonton, while 18% stated they were somewhat dissatisfied (15%) or very dissatisfied (3%).

Volunteering

More than half (52%) of respondents indicated that they had participated in volunteer work in Edmonton in the past 12 months, while 48% of respondents stated that they had not.

1.0 STUDY BACKGROUND

In 2010 the City of Edmonton contracted Banister Research and Consulting Inc. to conduct the 2010 Citizen Perception Survey. A total of 800 surveys were completed by telephone using a questionnaire designed by Banister Research in close consultation with the client.

The primary purpose of this research was to provide the City of Edmonton administration with a measurement of perception 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 and its services.
3. To evaluate citizens' overall perceptions regarding the quality of service provided and suggested changes or improvements.
4. To measure respondents' perceived value of property taxes.
5. To assess respondents' volunteer participation within the City of Edmonton.
6. To determine respondents' transportation habits.

This report outlines the results for the 2010 Citizen Perception Survey. 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.

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. 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 2010 survey. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

Only randomized telephone sampling was used to complete the project. Once the client reviewed the draft survey instrument, revisions were made and Banister Research conducted 10 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 October 27th to November 8th, 2010. Results provide a margin of error no greater than ±3.5% at the 95% confidence level or 19 times out of 20.

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 table below presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was a 12% response rate and 73% 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	4278
Refusals	2498
Fax/Modem/Business	160
Not-In-Service/Wrong number	330
Terminated/Language barrier	348
Total	**8414**

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.

Tabulations of the 2010 detailed data tables have been provided under a 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 3.7 of this report.

This report provides a detailed description of the 2010 Citizen Perception Survey findings.

3.0 STUDY FINDINGS

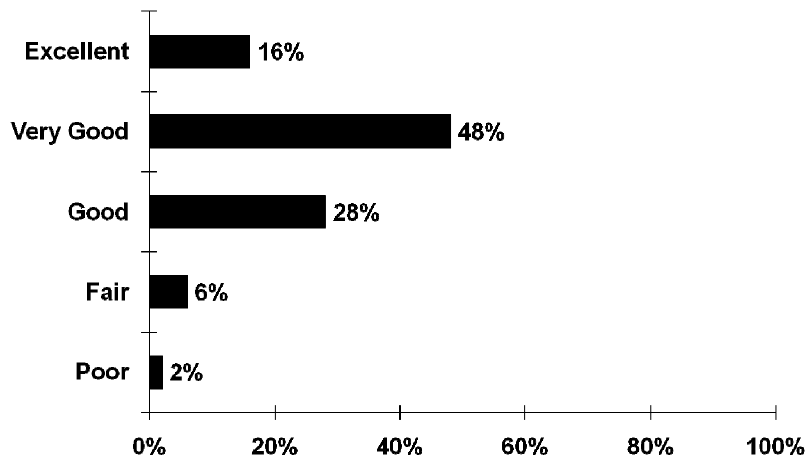
Results of the study are presented as they relate to the specific topic areas addressed by the survey. It is important to note that respondent perceptions with specific City services may take into consideration not only their own experiences but also their perceptions or what they may have seen, heard 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 perception 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 to the telephone survey 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, the majority of respondents (92%) provided a positive rating, with 16% rating the quality of life in Edmonton as excellent, 48% as very good, and 28% as good. Six percent (6%) of respondents rated the quality of life in Edmonton as fair, while only 2% rated it as poor. See Figure 1, on the following page.

Figure 1

In general, how would you rate the quality of life in the City of Edmonton?



n=800

Respondent subgroups significantly more likely to **provide an excellent, very good, or good rating regarding the overall quality of life in Edmonton** included:

- Respondents that had lived in the City for 10 or more years (66% versus 52% of those that had lived in the City for less than 10 years);
- Respondents who said they received excellent, very good, or good value for their tax dollar (75% versus 43% of those who said they received fair or poor value);
- Respondents that rated the City of Edmonton as having excellent, very good, or good employment opportunities (67% versus 47% of those that rated the City as having fair or poor employment opportunities);
- Respondents who were satisfied overall with City services (72% versus 43% to 54% of those that were neutral or dissatisfied overall with City services); and
- Respondents with household incomes of more than $50,000 per year (68% to 71% versus 50% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly <u>more likely</u> to **provide a fair or poor rating regarding the overall quality of life in Edmonton** included:

- Respondents who said they received fair or poor value for their tax dollar (17% versus 3% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (21% versus 5% of those that rated the City as having excellent, very good, or good employment opportunities);
- Respondents who were dissatisfied overall with City services (18% versus 5% to 7% of those that were neutral or satisfied overall with City services);
- Respondents 65 years of age or older (11% versus 5% of those between the ages 45 to 64); and
- Respondents with household incomes of less than $50,000 per year (13% versus 6% of those with household incomes of more than $50,000 per year).

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 Table 1, below, and Table 2 on the following page, there was a wide range of responses. 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 (28%). Other frequent mentions included good employment opportunities (24%), good transportation and transit system (17%), Edmonton's friendly community or good community spirit (15%), and good recreational activities and facilities (14%).

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* (n=800)
Good parks / trails / green spaces / River Valley	28
Good employment opportunity / good economy	24
Good transportation / LRT / transit / DATS	17
Sense of community / community spirit / friendly people	15
Good recreational activities / sports / facilities	14
Good access to amenities / good amenities (shopping, restaurants)	12
Good education / school systems	12
Good arts / art facilities / museums	10
Good roads / roads are easy to get around on / good road maintenance	10
Good festivals / events / culture	9
Good health care / medical services	9
It is a safe city / feel safe	8
Well kept / clean / landscaping	7
Good entertainment / night life	7
Low crime rate / good police	6
Good municipality / government / City Council / Mayor	5
Good weather	5
Other (less than 5% per mention)	55
Nothing / no factors contributing to a high quality of life	<1
Refuse, Don't know	7

*Multiple mentions

Issues related to an increase in crime (19%), as well as homelessness and poverty in Edmonton (15%), were the most frequently mentioned issues related to a low quality of life. Refer to Table 2, below.

Table 2

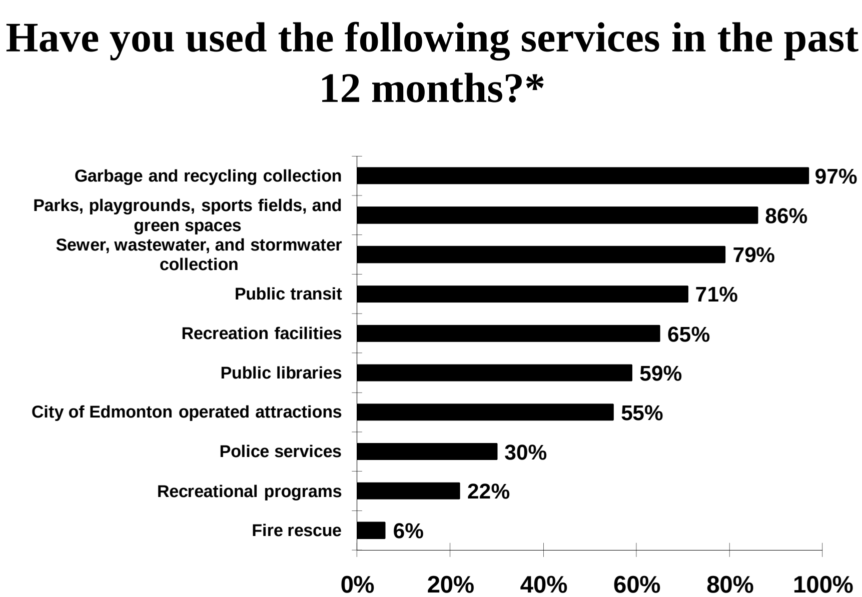
What would you say are the three most significant factors contributing to a LOW QUALITY OF LIFE in the City of Edmonton?	
	Percent of Respondents* (n=800)
Concerned with an increase in crime	19
Homelessness / poverty / panhandlers	15
Roads / sidewalks need improvement (including potholes)	12
Lack of development regarding transit (LRT, bus routes / services)	11
Dislikes weather / geography	10
Continuous construction / disruption / excess roadwork	9
Healthcare issues (wait times, overcrowding) / Emergency services issues	7
Increased traffic in areas of city / congestion	7
Too much urban sprawl / city growing too fast / population growth	6
High property taxes / dislikes property tax increase	6
Dissatisfied with City Council / Mayor (general)	6
Lack of snow removal / winter road maintenance	6
Lack of employment / low pay / poor support / options to find employment	6
Lack of development in areas / older areas need redevelopment	5
High housing costs / lack of affordable housing	5
Lack of planning of city road system / poor traffic control planning	4
High cost of living	4
Lack of police services / response time by police	4
Other (less than 4% per mention)	62
Nothing / everything is good	2
Refuse, Don't know	8

*Multiple mentions

3.2 City Services

Respondents were asked to identify if they had used a number of City services in the past 12 months. Ninety-seven percent (97%) of respondents reported having used garbage and recycling collection services in the last 12 months, followed by parks, playground, sports fields, and greens spaces (86%), and sewer, wastewater and stormwater collection and transmission services (79%). Only 6% of respondents reported having used fire rescue services in the past 12 months. See Figure 2, below, and Table 3, on the following page, for all responses.

Figure 2



n=800
* Respondents that indicated "yes," they had used the service

Table 3

Have you or anyone else in your household used the following services in the past 12 months?			
	Percent of Respondents (n=800)		
	Yes	No	Don't Know/Not Stated
Garbage and recycling collection services	97	3	--
Parks, playground, sports fields, and green spaces including the river valley parks	86	14	--
Sewer, wastewater and stormwater collection and transmission services	79	18	3
Public transit (including bus services and LRT)	71	30	--
Recreation facilities including pools, arenas, and sports centres	65	35	<1
Public libraries	59	41	--
City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo, or the Muttart Conservatory	55	45	--
Police services	30	70	<1
Recreation programs such as summer playground programs and youth and family programs	22	78	--
Fire rescue services	6	94	<1

Respondent subgroups significantly <u>more likely</u> to **have used the public library in the past 12 months** included:

- Respondents who said the quality of life in Edmonton is excellent, very good, or good (60% versus 44% of those who said the quality of life in Edmonton is fair or poor);
- Respondents who said they received excellent, very good, or good value for their tax dollar (62% versus 51% of those who said they received fair or poor value);
- Respondents who were satisfied overall with City services (62% versus 50% of those that were dissatisfied overall with City services);
- Respondents who had participated in volunteer work in the past 12 months (36% versus 24% of those that had not volunteered);
- Respondents between the ages 25 to 64 (34% to 36% versus 18% of those 65 years of age or older);
- Respondents with children in their household (36% versus 28% of those without children in their household);
- Respondents who were employed (36% versus 22% of those who were not employed); and
- Respondents with household incomes between $50,000 to less than $150,000 per year (32% to 38% versus 23% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly <u>more likely</u> to **have used police services in the past 12 months** included:

- Respondents who had participated in volunteer work in the past 12 months (36% versus 24% of those that had not volunteered);
- Respondents between the ages 25 to 64 (34% to 36% versus 18% of those 65 years of age or older);
- Respondents with children in their household (36% versus 28% of those without children in their household);
- Respondents who are employed (36% versus 22% of those who are not employed); and
- Respondents with household incomes between $50,000 to less than $150,000 per year (32% to 38% versus 23% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly <u>more likely</u> to **have used public transit in the past 12 months** included:

- Respondents who said they received excellent, very good, or good value for their tax dollar (74% versus 63% of those who said they received fair or poor value);
- Respondents who were satisfied overall with City services (74% versus 64% of those that were neutral or dissatisfied overall with City services);

- Respondents between the ages 25 to 64 (76% versus 54% of those 65 years of age or older);
- Respondents with children in their household (83% versus 65% of those without children in their household);
- Respondents who are employed (78% versus 59% of those who are not employed); and
- Respondents with household incomes between $100,000 to less than $150,000 per year (79% versus 69% of those with household incomes between $50,000 to less than $100,000 per year).

Respondent subgroups significantly <u>more likely</u> to **have used garbage and recycling collection services in the past 12 months** included:

- Respondents who had participated in volunteer work in the past 12 months (99% versus 95% of those that had not volunteered);
- Respondents with children in their household (99% versus 96% of those without children in their household); and
- Respondents with household incomes between $50,000 per year to less than $150,000 (98% to 99% versus 93% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly <u>more likely</u> to **have used parks, playgrounds, sports fields and green spaces in the past 12 months** included:

- Respondents who said the quality of life in Edmonton is excellent, very good, or good (87% versus 69% of those who said the quality of life in Edmonton is fair or poor);
- Respondents who said they received excellent, very good, or good value for their tax dollar (89% versus 81% of those who said they received fair or poor value);
- Respondents who had participated in volunteer work in the past 12 months (92% versus 79% of those that had not volunteered);
- Respondents between the ages 25 to 64 (93% to 90% versus 73% of those 65 years of age or older);
- Respondents with children in their household (96% versus 81% of those without children in their household);
- Respondents who are employed (91% versus 78% of those who are not employed); and
- Respondents with household incomes of more than $50,000 per year (90% to 97% versus 71% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly <u>more likely</u> to **have used recreational facilities in the past 12 months** included:

- Respondents who said the quality of life in Edmonton is excellent, very good, or good (67% versus 43% of those who said the quality of life in Edmonton is fair or poor);
- Respondents who said they received excellent, very good, or good value for their tax dollar (70% versus 56% of those who said they received fair or poor value);

- Respondents that rated the City of Edmonton as having excellent, very good, or good employment opportunities (67% versus 56% of those that rated the City as having fair or poor employment opportunities);
- Respondents who were satisfied overall with City services (69% versus 53% of those that were dissatisfied overall with City services);
- Respondents who had participated in volunteer work in the past 12 months (75% versus 54% of those that had not volunteered);
- Respondents between the ages 25 to 64 (67% to 78% versus 50% of those 65 years of age or older);
- Respondents with children in their household (84% versus 56% of those without children in their household);
- Respondents who are employed (71% versus 56% of those who are not employed); and
- Respondents with household incomes of more than $50,000 (69% to 80% versus 45% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly more likely to **have used recreational programs in the past 12 months** included:

- Respondents that had lived in the City for less than 10 years (29% versus 20% of those that had lived in the City for less than 10 years);
- Respondents who said they received excellent, very good, or good value for their tax dollar (25% versus 15% of those who said they received fair or poor value);
- Respondents who were satisfied overall with City services (26% versus 14% to 15% of those that were neutral or dissatisfied overall with City services);
- Respondents who had participated in volunteer work in the past 12 months (28% versus 15% of those that had not volunteered);
- Respondents between the ages 25 to 44 (35% versus 18% of those 45 years of age or older);
- Respondents with children in their household (40% versus 14% of those without children in their household); and
- Respondents with household incomes between $100,000 to less than $150,000 per year (30% versus 16% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly more likely to **have used sewer, wastewater, and stormwater collection and transmission services** included:

- Respondents who had participated in volunteer work in the past 12 months (83% versus 74% of those that had not volunteered);
- Respondents between the ages 45 to 64 (84% versus 74% to 75% of those between the ages 25 to 44 and 65 years of age or older);
- Respondents who are employed (82% versus 74% of those who are not employed); and

- Respondents with household incomes of more than $50,000 per year (80% to 91% versus 68% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly more likely to **have used fire rescue services** included:

- Respondents without children in their household (7% versus 3% of those with children in their household); and
- Respondents with household incomes of less than $50,000 per year (9% versus 3% of those with household incomes of more than $100,000 per year).

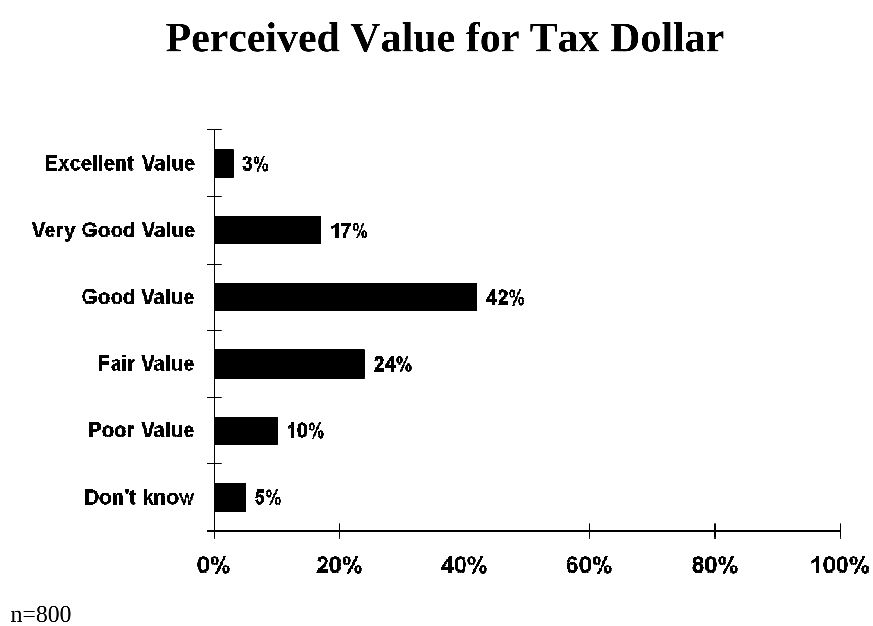
Respondent subgroups significantly more likely to **have used City of Edmonton operated attractions** included:

- Respondents that had lived in the City for less than 10 years (68% versus 53% of those that had lived in the City for less than 10 years);
- Respondents who said they received excellent, very good or good value for their tax dollar (60% versus 46% of those who said they received fair or poor value);
- Respondents who were satisfied overall with City services (60% versus 45% to 49% of those that were neutral or dissatisfied overall with City services);
- Respondents who had participated in volunteer work in the past 12 months (62% versus 48% of those that had not volunteered);
- Respondents with children in their household (68% versus 50% of those without children in their household); and
- Respondents with household incomes of more than $150,000 per year (64% versus 51% to 52% of those with household incomes of less than $100,000 per year).

3.3 Property Tax Dollar Value and Budget Considerations

Noting that a proportion of homeowner's property tax goes to the province to fund education, while a portion goes to the City to pay for municipal services, citizens were asked to rate the value they receive regarding the proportion of property taxes they pay. Sixty-two percent (62%) of respondents provided a positive rating, stating they received excellent (3%), very good (17%), or good (42%) value for their tax dollar, while 24% of respondents stated they received fair value, and 10% stated they received poor value for their tax dollar. See Figure 3, below.

Figure 3

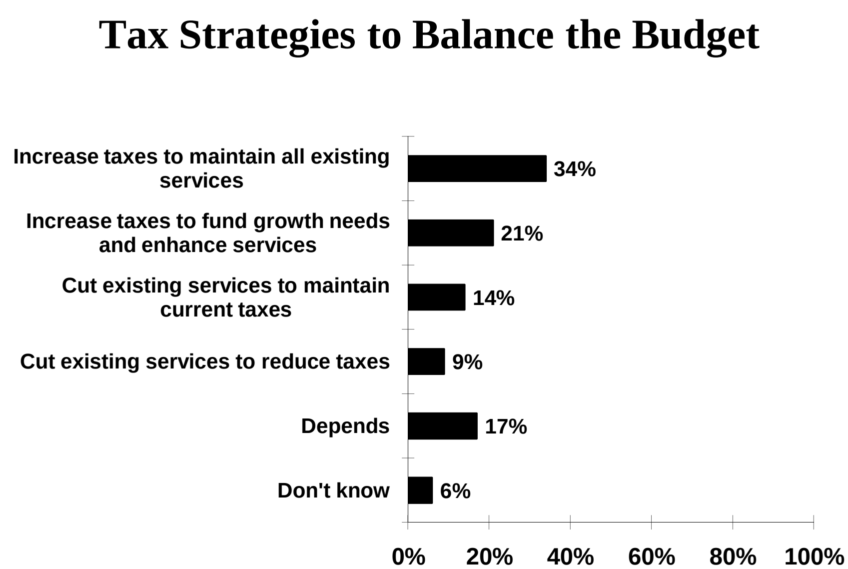


Respondent subgroups significantly more likely to **indicate that they receive fair or poor value for their property taxes** included:

- Respondents who said the quality of life in Edmonton is fair or poor (72% versus 30% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (56% versus 29% of those that rated the City as having excellent, very good, or good employment opportunities);
- Respondents who were neutral or dissatisfied overall with City services (39% to 62% versus 24% of those that were satisfied overall with City services); and
- Respondents without children in their household (35% versus 28% of respondents with children in their household).

Respondents were then presented with a number of different tax strategies to balance the City of Edmonton's budget and asked to identify which tax strategy they would support. Increased taxes to maintain all existing services was supported by 34% of respondents, while an increase to taxes to fund growth needs and enhance services are supported by 21% of respondents. Fourteen percent (14%) of respondents stated that they would support cutting existing services to maintain current taxes, and 9% would support cutting existing services to reduce taxes. Seventeen percent (17%) indicated that their support would depend on additional factors, while 6% of respondents were unsure of which strategy they would support. See Figure 4, below.

Figure 4



n=800

Respondents that indicated that their support would depend on additional factors (n=139) were then asked to specify these factors. Thirty-two percent (32%) of respondents stated that the current tax rate should be used more efficiently, followed by 21% that stated that current tax rates and services should be maintained, and 16% that stated current taxes should be maintained and other sources of income should be found. See Table 4, below.

Table 4

Additonal Factors	
Base: Respondents that indicated that their support of a specific tax strategy would depend on additional factors	**Percentage of Respondents* (n=139)**
Use current tax rate more efficiently / budget better	32
Maintain current taxes and maintain current services	21
Maintain current taxes / look for other ways to raise money (general)	16
Should cut wages of council / city employees / reduce staffing levels	6
Lower taxes (general)	4
Should tax businesses more than residents	3
Cut taxes but maintain services	3
Taxes should go towards necessities only	3
Other (less than 1% of responses)	20
None of the options are good / combination of options (unspecified)	5

*Multiple mentions

Respondent subgroups significantly <u>more likely</u> to **support increasing taxes to fund growth needs and enhance services** included:

- Respondents between the ages 25 to 44 (28% versus 15% of those 65 years of age or older); and
- Respondents with household incomes between $100,000 to less than $150,000 per year (27% versus 17% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly <u>more likely</u> to **support increasing taxes to maintain all existing services** included:

- Respondents who said the quality of life in Edmonton is excellent, very good, or good (36% versus 16% of those who said the quality of life in Edmonton is fair or poor);
- Respondents that rated the City of Edmonton as having excellent, very good, or good employment opportunities (37% versus 23% of those that rated the City as having fair or poor employment opportunities);
- Respondents who were satisfied overall with City services (38% versus 24% of those that were dissatisfied overall with City services);

- Respondents who had participated in volunteer work in the past 12 months (38% versus 30% of those that had not volunteered); and
- Respondents with household incomes between $50,000 to less than $100,000 and greater than $150,000 per year (38% versus 27% of those with household incomes between $100,000 to less than $150,000 per year).

Respondent subgroups significantly <u>more likely</u> to **support cutting existing services to maintain current taxes** included:

- Respondents who said they received fair or poor value for their tax dollar (18% versus 12% of those who said they received excellent, very good, or good value);
- Respondents who had not participated in volunteer work in the past 12 months (17% versus 11% of those that had volunteered);
- Respondents 65 years of age or older (19% versus 9% to 13% of those between the ages 25 to 64);
- Respondents who were not employed (17% versus 11% of those who were employed); and
- Respondents with household incomes of less than $50,000 and between $100,000 to less than $150,000 per year (16% to 18% versus 7% of those with household incomes of more than $150,000 per year).

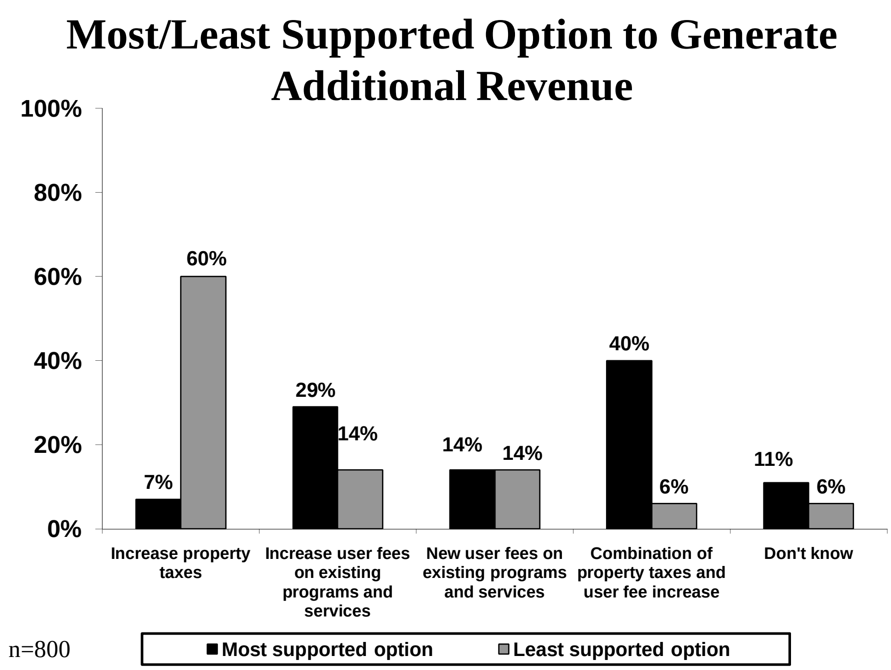
Respondent subgroups significantly <u>more likely</u> to **support cutting existing services to reduce taxes** included:

- Respondents who said the quality of life in Edmonton is fair or poor (21% versus 8% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents who said they received fair or poor value for their tax dollar (13% versus 6% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (18% versus 7% of those that rated the City as having excellent, very good, or good employment opportunities); and
- Respondents who had not participated in volunteer work in the past 12 months (11% versus 6% of those that had volunteered).

Noting that the services provided by the City of Edmonton were funded through several revenue sources, respondents were asked to indicate which options of generating additional revenue for City programs and services they would support the most. Respondents were most likely to support a combination of increases in property tax and user fee increases (40%), followed by increasing user fees on existing programs and services (29%), and creating new user fees on programs and services (14%). Respondents were least likely to support an increase to property taxes (7%) to generate additional revenue for City programs and services.

These findings were mirrored when respondents were asked which of these strategies they would least support. Sixty percent (60%) of respondents stated they would least support a increase to property taxes, 14% each would least support increasing user fees on existing programs and services, and new user fees on programs and services. A combination of property tax and user fee increases would be least supported by 6% of respondents. See Figure 5, below.

Figure 5



n=800

Respondent subgroups significantly more likely to **support a combination of property tax and user fee increases to generate additional revenue** included:

- Respondents who said the quality of life in Edmonton is excellent, very good, or good (42% versus 21% of those who said the quality of life in Edmonton is fair or poor);
- Respondents who said they received excellent, very good, or good value for their tax dollar (47% versus 27% of those who said they received fair or poor value);
- Respondents that rated the City of Edmonton as having excellent, very good, or good employment opportunities (43% versus 31% of those that rated the City as having fair or poor employment opportunities);
- Respondents who were satisfied overall with City services (45% versus 26% of those that were dissatisfied overall with City services); and
- Respondents between the ages 45 to 64 (45% versus 35% to 37% of those between the ages 25 to 44 and 65 years of age or older).

Respondent subgroups significantly more likely to **support an increase in user fees on existing programs and services to generate additional revenue** included:

- Respondents who said they received fair or poor value for their tax dollar (34% versus 27% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (37% versus 27% of those that rated the City as having excellent, very good, or good employment opportunities);
- Respondents between the ages 25 to 44 (35% versus 24% of those 65 years of age or older);
- Respondents who are employed (33% versus 24% of those who are not employed); and
- Respondents with household incomes between $50,000 to less than $100,000 per year and more than $150,000 per year (32% to 35% versus 21% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly more likely to **support an increase in property taxes to generate additional revenue** included:

- Respondents who said they received excellent, very good, or good value for their tax dollar (8% versus 4% of those who said they received fair or poor value); and
- Respondents who were neutral overall with City services (10% versus 3% of those that were dissatisfied overall with City services).

Respondent subgroups significantly less likely to **support an increase in property taxes to generate additional revenue** included:

- Respondents who said they received fair or poor value for their tax dollar (69% versus 56% of those who said they received excellent, very good, or good value);
- Respondents between the ages 25 to 64 (63% to 65% versus 51% of those 65 years of age or older);

- Respondents who are employed (64% versus 55% of those who are not employed); and
- Respondents with household incomes between $50,000 to less than $100,000 and more than $150,000 per year (64% to 66% versus 51% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly less likely to **support an increase in user fees on existing programs and services to generate additional revenue** included:

- Respondents who said they received excellent, very good, or good value for their tax dollar (17% versus 8% of those who said they received fair or poor value); and
- Respondents between the ages 45 to 64 (15% versus 9% of those between the ages 25 to 44).

Respondents who said they received excellent, very good, or good value for their tax dollar were significantly less likely to **support an increase in user fees on existing programs and services to generate additional revenue** (17% versus 8% of those who said they received excellent, very good, or good value).

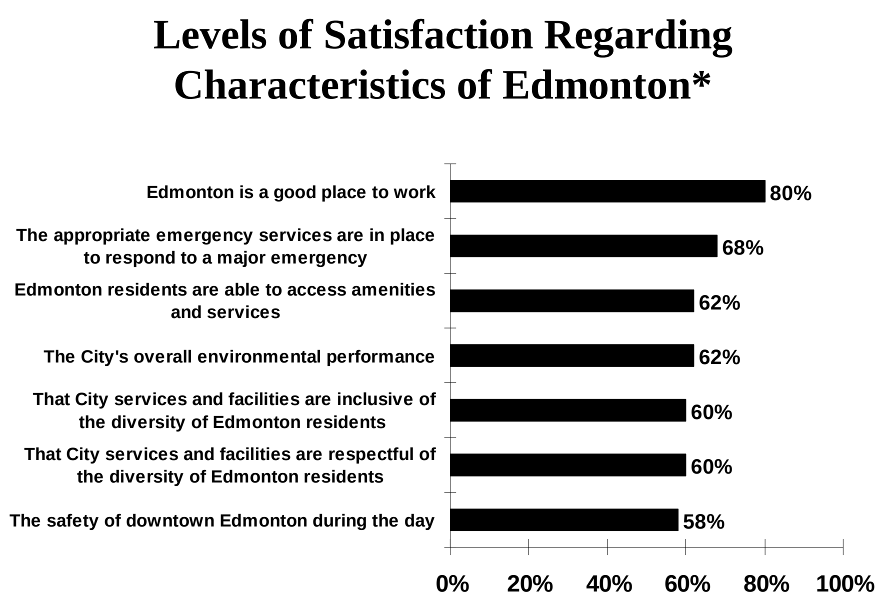
Respondent subgroups significantly less likely to **support a combination of property tax and user fee increases to generate additional revenue** included:

- Respondents who said the quality of life in Edmonton is fair or poor (16% versus 5% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents 65 years of age or older (10% versus 5% of those between the ages 45 to 64); and
- Respondents with household incomes of less than $50,000 per year (10% versus 3% to 4% of those with household incomes between $50,000 to less than $100,000 and more than $150,000 per year).

3.4 Satisfaction with Characteristics of Edmonton

When asked to rate their level of satisfaction with a series of characteristics of Edmonton, the majority (80%) of respondents were satisfied (4 or 5 out of 5) that Edmonton was a good place to work. Sixty-eight percent (68%) of respondents were satisfied that the appropriate emergency services were in place to respond to a major emergency, followed by 62% of respondents each that were satisfied that Edmonton residents were able to access amenities and services to improve their quality of life, and were satisfied with Edmonton's overall environmental performance. Respondents were less likely to be satisfied with Edmonton's services to support evening and night-time entertainment (41%), Edmonton's reputation for having vibrant evening and night-time entertainment (40%), and the safety of downtown Edmonton at night (12%). See Figure 6, below, and Figure 7 and Table 5 on the following pages.

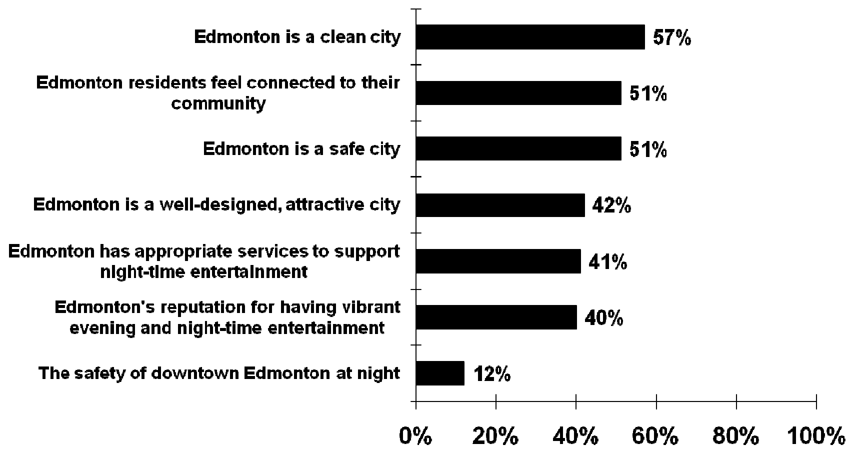
Figure 6



n=800
*Respondents that were satisfied (4 or 5 out of 5)

Figure 7

Levels of Satisfaction Regarding Characteristics of Edmonton*



n=800
*Respondents that were satisfied (4 or 5 out of 5)

Table 5

Levels of Satisfaction with Characteristics of Edmonton							
	Percent of Respondents (n=800)						
	Not at all Satisfied (1)	(2)	(3)	(4)	Very Satisfied (5)	Don't know	Mean
That Edmonton is a good place to work	1	3	14	55	25	2	4.02
That the appropriate emergency services are in place to respond to a major emergency	2	6	20	43	24	5	3.85
That City services and facilities are respectful of the diversity of Edmonton residents	2	4	28	41	20	5	3.74
That City services and facilities are inclusive of the diversity of Edmonton residents	2	6	28	40	20	5	3.72
The safety of downtown Edmonton during the day	4	7	24	36	22	7	3.70
The City's overall environmental performance	2	6	28	47	15	2	3.68
That Edmonton residents are able to access amenities and services to improve their quality of life	2	8	28	48	14	2	3.65
That Edmonton is a clean city	4	10	29	44	13	<1	3.53
That Edmonton residents feel connected to their community	4	11	33	39	12	2	3.45
That Edmonton is a safe city	5	12	32	41	10	<1	3.39
Edmonton has appropriate services (transportation, lighting, garbage pick-up, public washrooms) to support evening and night-time entertainment	4	15	34	31	11	6	3.32
Edmonton's reputation for having vibrant evening and night-time entertainment	6	13	35	30	11	7	3.29
That Edmonton is a well-designed, attractive city	6	16	36	30	12	<1	3.26
The safety of downtown Edmonton during the night	25	27	26	9	3	10	2.30

Respondent subgroups significantly more likely to **be dissatisfied with the safety of downtown Edmonton during the day** included:

- Respondents who said the quality of life in Edmonton is fair or poor (23% versus 9% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents who said they received fair or poor value for their tax dollar (15% versus 8% of those who said they received excellent, very good, or good value); and
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (18% versus 10% of those that rated the City as having excellent, very good, or good employment opportunities).

Respondent subgroups significantly more likely to **be dissatisfied with the safety of downtown Edmonton at night** included:

- Respondents who said they received fair or poor value for their tax dollar (60% versus 49% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (65% versus 52% of those that rated the City as having excellent, very good, or good employment opportunities); and
- Respondents who were neutral or dissatisfied overall with City services (60% to 65% versus 47% of those that were satisfied overall with City services).

Respondent subgroups significantly more likely to **be dissatisfied that City services and facilities are respectful of the diversity of Edmonton residents** included:

- Respondents who said the quality of life in Edmonton is fair or poor (20% versus 6% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents who said they received fair or poor value for their tax dollar (12% versus 4% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (18% versus 5% of those that rated the City as having excellent, very good, or good employment opportunities);
- Respondents who were neutral or dissatisfied overall with City services (10% to 13% versus 4% of those that were satisfied overall with City services);
- Respondents 65 years of age or older (9% versus 5% of those between the ages 45 to 64); and
- Respondents with household incomes of less than $50,000 per year (10% versus 2% of those with household incomes of more than $150,000 per year).

Respondent subgroups significantly more likely to **be dissatisfied that City services and facilities are inclusive of the diversity of Edmonton residents** included:

- Respondents who said the quality of life in Edmonton is fair or poor (21% versus 7% of those who said the quality of life in Edmonton is excellent, very good, or good);

- Respondents who said they received fair or poor value for their tax dollar (15% versus 5% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (16% versus 7% of those that rated the City as having excellent, very good, or good employment opportunities);
- Respondents who were dissatisfied overall with City services (14% versus 6% of those that were satisfied overall with City services); and
- Respondents with household incomes of less than $50,000 per year (11% versus 4% of those with household incomes of more than $150,000 per year).

Respondent subgroups significantly <u>more likely</u> to **be dissatisfied with Edmonton's reputation for having vibrant evening and night-time entertainment** included:

- Respondents who said the quality of life in Edmonton is fair or poor (36% versus 17% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents who said they received fair or poor value for their tax dollar (25% versus 15% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (39% versus 16% of those that rated the City as having excellent, very good, or good employment opportunities); and
- Respondents who were dissatisfied or neutral overall with City services (23% to 31% versus 14% of those that were satisfied overall with City services).

Respondent subgroups significantly <u>more likely</u> to **be dissatisfied that Edmonton has appropriate services to support evening and night-time entertainment** included:

- Respondents who said the quality of life in Edmonton is fair or poor (34% versus 17% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents who said they received fair or poor value for their tax dollar (28% versus 14% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (39% versus 16% of those that rated the City as having excellent, very good, or good employment opportunities); and
- Respondents who were neutral or dissatisfied overall with City services (26% to 38% versus 12% of those that were satisfied overall with City services).

Respondent subgroups significantly <u>more likely</u> to **be dissatisfied that Edmonton residents feel connected to their community** included:

- Respondents who said the quality of life in Edmonton is fair or poor (36% versus 13% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents who said they received fair or poor value for their tax dollar (21% versus 11% of those who said they received excellent, very good, or good value);

- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (29% versus 13% of those that rated the City as having excellent, very good, or good employment opportunities);
- Respondents who were neutral or dissatisfied overall with City services (20% to 26% versus 10% of those that were satisfied overall with City services); and
- Respondents with household incomes of less than $50,000 per year (20% versus 12% of those with household incomes between $50,000 to less than $100,000 per year).

Respondent subgroups significantly more likely to **be dissatisfied that Edmonton residents are able to access amenities and services to improve their quality of life** included:

- Respondents who said the quality of life in Edmonton is fair or poor (20% versus 9% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents who said they received fair or poor value for their tax dollar (15% versus 6% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (20% versus 7% of those that rated the City as having excellent, very good, or good employment opportunities);
- Respondents who were neutral or dissatisfied overall with City services (16% versus 6% of those that were satisfied overall with City services); and
- Respondents with household incomes of less than $50,000 per year (13% versus 6% of those with household incomes of more than $100,000 per year).

Respondent subgroups significantly more likely to **be dissatisfied that Edmonton is a safe city** included:

- Respondents who said the quality of life in Edmonton is fair or poor (39% versus 15% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents who said they received fair or poor value for their tax dollar (26% versus 12% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (29% versus 15% of those that rated the City as having excellent, very good, or good employment opportunities);
- Respondents who were neutral or dissatisfied overall with City services (21% to 31% versus 13% of those that were neutral or satisfied overall with City services);
- Respondents who had not participated in volunteer work in the past 12 months (20% versus 14% of those that had volunteered); and
- Respondents with household incomes of less than $50,000 per year (25% versus 8% to 14% of those with household incomes of more than $50,000 per year).

Respondent subgroups significantly more likely to **be dissatisfied that the appropriate services are in place to respond to a major emergency** included:

- Respondents who said the quality of life in Edmonton is fair or poor (16% versus 7% of those who said the quality of life in Edmonton is excellent, very good, or good);

- Respondents who said they received fair or poor value for their tax dollar (13% versus 6% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (19% versus 6% of those that rated the City as having excellent, very good, or good employment opportunities); and
- Respondents who were dissatisfied overall with City services (16% versus 6% of those that were satisfied overall with City services).

Respondent subgroups significantly more likely to **be dissatisfied that Edmonton is a clean city** included:

- Respondents that had lived in the City for less than 10 years (24% versus 12% of those that had lived in the City for less than 10 years);
- Respondents who said they received fair or poor value for their tax dollar (20% versus 10% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (23% versus 11% of those that rated the City as having excellent, very good, or good employment opportunities);
- Respondents who were neutral or dissatisfied overall with City services (19% to 25% versus 9% of those that were satisfied overall with City services); and
- Respondents with household incomes of less than $50,000 per year (18% versus 7% of those with household incomes between $100,000 to less than $150,000 per year).

Respondent subgroups significantly more likely to **be dissatisfied with the City's overall environmental performance** included:

- Respondents that had lived in the City for less than 10 years (15% versus 7% of those that had lived in the City for less than 10 years);
- Respondents who said the quality of life in Edmonton is fair or poor (20% versus 7% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents who said they received fair or poor value for their tax dollar (14% versus 5% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (13% versus 7% of those that rated the City as having excellent, very good, or good employment opportunities);
- Respondents who were dissatisfied overall with City services (16% versus 6% of those that were satisfied overall with City services); and
- Respondents who had not participated in volunteer work in the past 12 months (10% versus 6% of those that had volunteered).

Respondent subgroups significantly <u>more likely</u> to **be dissatisfied that Edmonton is a well-designed, attractive city** included:

- Male respondents (28% versus 17% of female respondents);
- Respondents who said the quality of life in Edmonton is fair or poor (49% versus 19% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents who said they received fair or poor value for their tax dollar (32% versus 17% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (41% versus 18% of those that rated the City as having excellent, very good, or good employment opportunities);
- Respondents who were neutral or dissatisfied overall with City services (30% to 45% versus 14% of those that were satisfied overall with City services);
- Respondents between the ages 25 to 64 (25% versus 14% of those 65 years of age or older);
- Respondents with children in their household (28% versus 19% of those without children in their household);
- Respondents who are employed (26% versus 16% of those who are not employed); and
- Respondents with household incomes of more than $150,000 per year (32% versus 17% to 21% of those with household incomes of less than $100,000 per year).

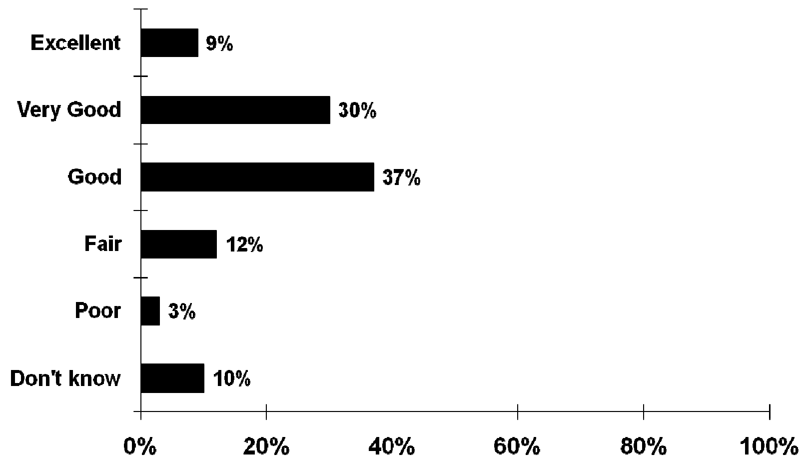
Respondent subgroups significantly <u>more likely</u> to **be dissatisfied that Edmonton is a good place to work** included:

- Respondents who said the quality of life in Edmonton is fair or poor (10% versus 3% of those who said the quality of life in Edmonton is excellent, very good, or good);
- Respondents who said they received fair or poor value for their tax dollar (6% versus 2% of those who said they received excellent, very good, or good value);
- Respondents that rated the City of Edmonton as having fair or poor employment opportunities (12% versus 3% of those that rated the City as having excellent, very good, or good employment opportunities);
- Respondents who had not participated in volunteer work in the past 12 months (5% versus 2% of those that had volunteered); and
- Respondents with household incomes of less than $50,000 per year (6% versus 1% of those with household incomes of more than $100,000 per year).

Next, all respondents, regardless if they were an employee of the City of Edmonton, were asked to rate the City Edmonton as an employer or as being a good place to work. Over three-quarters (76%) of respondents provided a positive rating, with 9% rating the City of Edmonton as excellent, 30% as very good, and 37% as a good employer or as being a good place to work. See Figure 8, below.

Figure 8

How would you rate the City of Edmonton as an employer or being a good place to work?



n=800

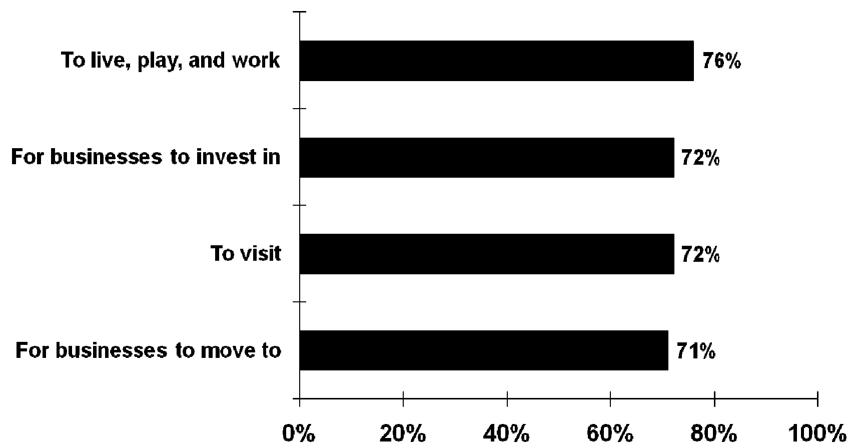
Respondent subgroups significantly <u>more likely</u> to **rate the City of Edmonton as an excellent or very good employer** included:

- Respondents who said the quality of life in Edmonton is excellent, very good, or good (41% versus 20% of those who said the quality of life in Edmonton is fair or poor);
- Respondents who said they received excellent, very good, or good value for their tax dollar (46% versus 29% of those who said they received fair or poor value); and
- Respondents who were satisfied overall with City services (45% versus 27% to 31% of those that were neutral or dissatisfied overall with City services).

Respondents were then asked to indicate how likely they were to recommend Edmonton. Seventy-six percent (76%) of respondents indicated that they were likely (4 or 5 out of 5) to recommend Edmonton as a good place to live, work, and play, while 72% of respondents each were likely to recommend Edmonton as a good place for businesses to invest in, and as a good place to visit. Seventy-one percent (71%) of respondents indicated that they would recommend Edmonton as a good place for businesses to move to. See Figure 9 and Table 6 below for all results.

Figure 9

Likeliness to Recommend Edmonton as a Good Place …*



n=800
*Respondents that were likely to recommend Edmonton (4 or 5 out of 5)

Table 6

How likely would you be to recommend Edmonton as a good place...	Percent of Respondents (n=800)						
	Very Unlikely (1)	(2)	(3)	(4)	Very Likely (5)	Don't know	Mean
To live, play, and work	3	3	18	38	38	--	4.05
To visit	2	7	19	36	36	<1	3.98
For business to invest in	2	4	20	43	29	3	3.96
For businesses to move to	2	4	20	42	29	3	3.94

Respondent subgroups significantly more likely to **recommend Edmonton as a good place to live, play, and work** included:

- Respondents who said the quality of life in Edmonton is excellent, very good, or good (79% versus 36% of those who said the quality of life in Edmonton is fair or poor);
- Respondents who said they received excellent, very good, or good value for their tax dollar (83% versus 62% of those who said they received fair or poor value);
- Respondents that rated the City of Edmonton as having excellent, very good, or good employment opportunities (79% versus 59% of those that rated the City as having fair or poor employment opportunities); and
- Respondents who were neutral or satisfied overall with City services (66% to 85% versus 52% of those that were dissatisfied overall with City services).

Respondent subgroups significantly more likely to **recommend Edmonton as a good place for businesses to move to** included:

- Respondents who said the quality of life in Edmonton is excellent, very good, or good (74% versus 43% of those who said the quality of life in Edmonton is fair or poor);
- Respondents who said they received excellent, very good, or good value for their tax dollar (78% versus 61% of those who said they received fair or poor value);
- Respondents that rated the City of Edmonton as having excellent, very good, or good employment opportunities (75% versus 56% of those that rated the City as having fair or poor employment opportunities);
- Respondents who were neutral or satisfied overall with City services (64% to 78% versus 52% of those that were dissatisfied overall with City services);
- Respondents who had participated in volunteer work in the past 12 months (75% versus 67% of those that had not volunteered); and
- Respondents with household incomes between $50,000 to less than $100,000 per year (75% versus 66% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly more likely to **recommend Edmonton as a good place for businesses to invest in** included:

- Respondents who said the quality of life in Edmonton is excellent, very good, or good (74% versus 51% of those who said the quality of life in Edmonton is fair or poor);
- Respondents who said they received excellent, very good, or good value for their tax dollar (77% versus 63% of those who said they received fair or poor value);
- Respondents that rated the City of Edmonton as having excellent, very good, or good employment opportunities (75% versus 60% of those that rated the City as having fair or poor employment opportunities);
- Respondents who were satisfied overall with City services (78% versus 59% to 61% of those that were neutral or dissatisfied overall with City services);
- Respondents who had participated in volunteer work in the past 12 months (75% versus 69% of those that had not volunteered); and

- Respondents with household incomes of more than $150,000 per year (80% versus 68% of those with household incomes of less than $50,000 per year).

Respondent subgroups significantly more likely to **recommend Edmonton as a good place to visit** included:

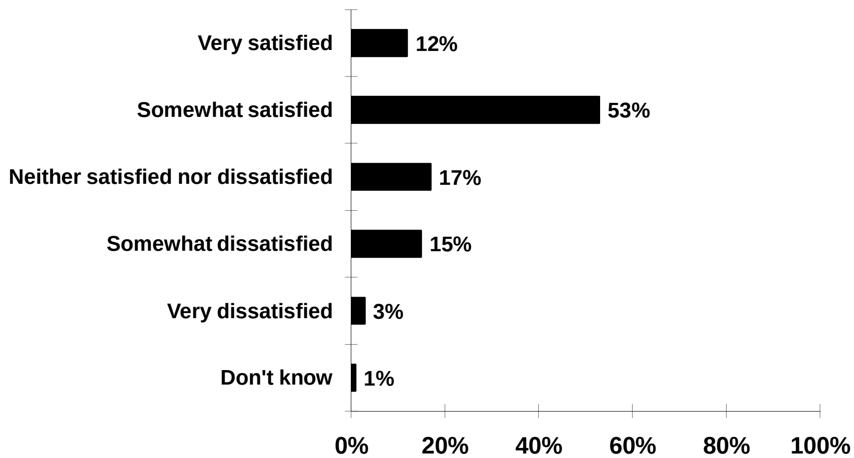
- Female respondents (76% versus 69% of male respondents);
- Respondents that had lived in the City for 10 or more years (74% versus 64% of those that had lived in the City for less than 10 years);
- Respondents who said the quality of life in Edmonton is excellent, very good, or good (75% versus 48% of those who said the quality of life in Edmonton is fair or poor);
- Respondents who said they received excellent, very good, or good value for their tax dollar (76% versus 65% of those who said they received fair or poor value);
- Respondents that rated the City of Edmonton as having excellent, very good, or good employment opportunities (75% versus 63% of those that rated the City as having fair or poor employment opportunities);
- Respondents who were satisfied overall with City services (80% versus 55% to 61% of those that were neutral or dissatisfied overall with City services);
- Respondents 65 years of age or older (81% versus 65% to 73% of those between the ages 25 to 64);
- Respondents without children in their household (76% versus 63% of respondents with children in their household);
- Respondents who were not employed (78% versus 69% of those who were employed); and
- Respondents with household incomes of less than $150,000 per year (73% to 79% versus 62% of those with household incomes of more than $150,000 per year).

3.5 Overall Satisfaction

Respondents were asked to state their overall satisfaction with the services provided by the City of Edmonton to residents, including parks and recreation facilities, transit and police services, road maintenance, and traffic flow. Sixty-five percent (65%) of respondents stated that they were satisfied (very satisfied, or somewhat satisfied) with the services provided by the City of Edmonton, while 17% were neither satisfied not dissatisfied, and 18% were dissatisfied (very dissatisfied, or somewhat dissatisfied) with the City of Edmonton's services and programs. See Figure 10, below.

Figure 10

How satisfied are you with the services and programs provided by the City of Edmonton?



n=800

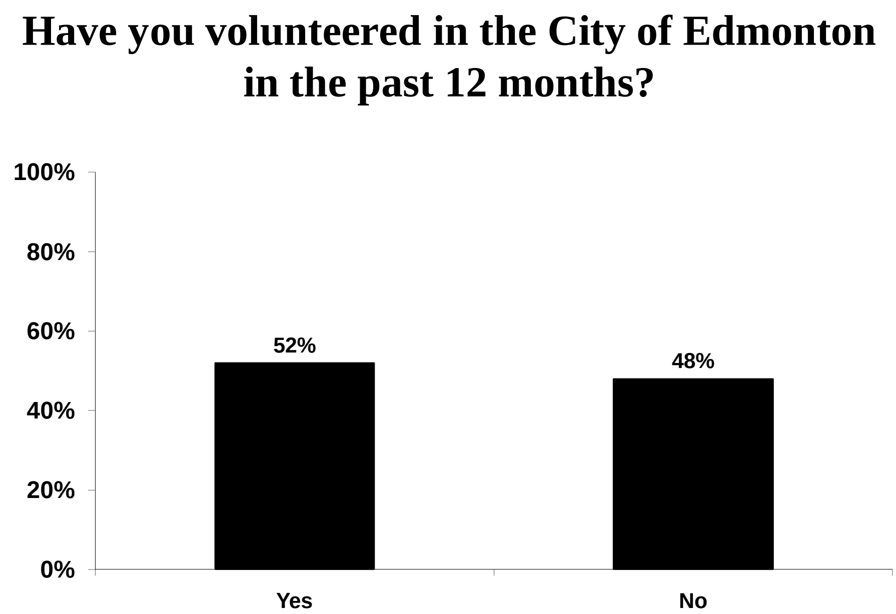
Respondent subgroups significantly more likely to **be satisfied overall with the services and programs provided by the City of Edmonton** included:

- Female respondents (69% versus 61% of male respondents);
- Respondents who said the quality of life in Edmonton is excellent, very good, or good (67% versus 43% of those who said the quality of life in Edmonton is fair or poor);
- Respondents who said they received excellent, very good, or good value for their tax dollar (74% versus 46% of those who said they received fair or poor value); and
- Respondents that rated the City of Edmonton as having excellent, very good, or good employment opportunities (68% versus 49% of those that rated the City as having fair or poor employment opportunities).

3.6 Volunteering

Respondents were then asked if they had participated in any volunteer work in Edmonton in the past 12 months. Fifty-two percent (52%) of respondents stated that they had volunteered, while 48% of respondents stated that they had not. See Figure 11, below.

Figure 11



n=800

Respondent subgroups significantly more likely to **have participated in any volunteer work in Edmonton in the past 12 months** included:

- Respondents between the ages 45 to 64 (55% versus 46% of those 65 years of age or older);
- Respondents who are employed (56% versus 45% of those who are not employed); and
- Respondents with household incomes of more than $50,000 per year (50% to 66% versus 40% of those with household incomes of less than $50,000 per year).

3.7 Respondent Characteristics

The following table provides a demographic profile of respondents surveyed.

Table 7

Demographic Profile of Survey Respondents	
	Percent of Respondents (n=800)
Gender	
Male	50
Female	50
Age	
18 to 24 years	3
25 to 34 years	9
35 to 44 years	13
45 to 54 years	22
55 to 64 years	23
65 years and over	28
Refuse, Don't know	3
Mean age	55.0 years
Composition of age groups within household	
Under 13 years	22
13 to 18 years	13
19 to 44 years	46
45 to 64 years	53
65 years and over	34
Refuse, Don't know	1
Total Household Size	
One	20
Two	33
Three	18
Four	17
Five or more	10
Not stated	1
Mean household size	2.68 people
Number of years residing in Edmonton	
Less than 1 year	<1
1 to 5 years	9
6 to 9 years	5
10 to 19 years	14
20 or more years	72
Mean years residing in Edmonton	32.5 years

Demographic Profile of Survey Respondents	
	Percent of Respondents (n=800)
Household Income	
Less than $50,000	22
$50,000 to less than $100,000	33
$100,000 to less than $150,000	18
$150,000 to less than $200,000	8
$200,000 or more	6
Refuse, Don’t know	14
Employment Status	
Working full-time, including self-employment	47
Working part-time, including self-employment	11
Homemaker	5
Student	2
Not employed	3
Retired	30
Refuse, Don’t know	2
Work for the City of Edmonton	
Yes	4
No	96
Refuse, Don’t know	<1
City Ward	
Ward 1	8
Ward 2	8
Ward 3	8
Ward 4	8
Ward 5	8
Ward 6	8
Ward 7	8
Ward 8	8
Ward 9	8
Ward 10	8
Ward 11	8
Ward 12	8

Table 8, below, provides demographic information regarding respondents' primary work location, the means of transportation used to get to work, and the average time left home for work. Data reflects only those citizens that indicated that they work full or part time (n=464). See Data Tables under a separate cover for all results.

Table 8

Transportation Demographic Profile of Respondents	
Base: Respondents that indicated they work full or part-time	**Percent of Respondents (n=464)**
Postal code of primary location of employment	
T5J	13
T6G	9
T6E	7
T5H	4
T6B	3
T5G	3
T5S	3
T5K	3
Different locations around the city depending on job	3
T5N	3
T5M	2
T5T	2
T6H	2
T5P	2
T5E	2
Downtown and vicinity	2
T5B	2
T6W	2
Other (less than 2% per mention)	31
Refuse, Don't know	2
Means of transportation to work	
Car, truck or van as a driver	75
Bus or LRT	11
Works at home / does not do any commuting	4
Walked	3
Car, truck or van as a passenger	2
Bicycle	1
Car as driver then half transit	1
Passenger then half transit	1
Other (less than 1% per mention)	1
Refuse, Don't know	1

Transportation Demographic Profile of Respondents	
Base: Respondents that indicated they work full or part-time	**Percent of Respondents (n=464)**
Number of people who share the ride to work (n=358)*	
Drive alone	84
2 people	13
3 or more people	3
Refuse, Don't know	1
Time left home for work	
Midnight to 4:59 a.m.	2
5:00 a.m. to 5:59 a.m.	6
6:00 a.m. to 6:29 a.m.	8
6:30 a.m. to 6:59 a.m.	12
7:00 a.m. to 7:29 a.m.	20
7:30 a.m. to 7:59 a.m.	14
8:00 a.m. to 8:29 a.m.	15
8:30 a.m. to 8:59 a.m.	6
9:00 a.m. to 9:59 a.m.	8
10:00 am. to noon	4
Noon to midnight	4
Refuse, Don't know	2

*Respondents that indicated they use a car, truck or van as a means of transportation (n=358)

Appendix A

Survey Instrument

2010 City of Edmonton
CITIZEN PERCEPTION SURVEY

PRETEST FINAL - October 22, 2010

INTRODUCTION

Hello, my name is ________ with Banister Research, a professional research firm. We have been contracted to conduct a survey on behalf of the City of Edmonton to ask your opinions about citizens perceptions of the City. Your household has been randomly dialed to participate in this study. I would like to assure you that we are not selling or promoting anything and that all your responses will be kept completely anonymous. Your views are very important to the successful completion of this study.

A. For this study, I need to speak to the (**ALTERNATE**: male/female) in your household who is 18 years of age or older and who is having the next birthday. And is that person available?

1. Yes, speaking	**Continue**
2. Yes, I'll get him/her	**Repeat introduction and continue**
3. Not now	**Arrange callback and record first name of selected respondent**

B. To ensure that we have proper geographic representation from across all of the City of Edmonton could you please tell me the first three digits of your postal code?

___ ___ ___ **RECORD FIRST THREE DIGITS**
F5. (Don't know/not stated)

C. **CHECK WARD QUOTAS**:

1. Ward 1
2. Ward 2
3. Ward 3
4. Ward 4
5. Ward 5
6. Ward 6
7. Ward 7
8. Ward 8
9. Ward 9
10. Ward 10
11. Ward 11
12. Ward 12

D. **RECORD GENDER**: WATCH QUOTAS

1. Male
2. Female

E. This interview will take about 15 minutes. Is this a convenient time for us to talk, or should we call you back?

1. Convenient time **CONTINUE**
2. Not convenient time **ARRANGE CALLBACK**

F. About how long have you lived in the City of Edmonton?

1. Less than six month
2. More than six months; specify ________ **RECORD NUMBER OF YEARS – GO TO Q.1**

G. [If less than six months] Why did you move to Edmonton?

________________RECORD VERBATIM – Then Thank and Terminate

Quality of Life

1. In general, how would you rate the quality of life in the City of Edmonton? Would you say, overall, the quality of life is …? (**Read list**)

   1. Excellent
   2. Very good
   3. Good
   4. Fair
   5. Poor
   F5. Don’t know/not stated

2. In your opinion, what would you say are the three most significant factors contributing to a **high quality** of life in the City of Edmonton? (**PROBE**)

   1. Other - **SPECIFY**
   F5. Don’t know/not stated

3. And, what would you say are the three most significant factors contributing to a **low quality** of life in the City of Edmonton? (**PROBE**)

   1. Other - **SPECIFY**
   F5. Don’t know/not stated

4. In the past 12 months, could you tell me if you or anyone in your household used any of the following services? (**Read List, Y/N for each)**

   1. Yes
   2. No
   F5 Don't know (DO NOT READ)

   1. public libraries
   2. police services
   3. public transit (including bus services and LRT)
   4. garbage and recycling collection services
   5. parks, playground, sports fields and green spaces including the river valley parks
   6. recreation facilities including pools, arenas and sports centres
   7. recreational programs such as summer playground programs and youth and family programs
   8. sewer, wastewater and stormwater collection and transmission services
   9. fire rescue services
   10. City of Edmonton operated attractions such as Fort Edmonton Park, the Valley Zoo or Muttart Conservatory

5. A portion of a homeowner's property taxes goes to the province for funding education, while a portion goes to the City to pay for municipal services. Thinking about the portion of property taxes that pay for municipal services, would you say you receive…? (**Read list**)

   1. Excellent value for your tax dollars
   2. Very good value
   3. Good value
   4. Fair value
   5. or, Poor value for your tax dollars
   F5. (Don't know/not stated)

6. Next, thinking about City of Edmonton services overall, which of the following tax strategies to balance the budget would you support? Would you support …? (**Read list**)
   1. Increase taxes to fund growth needs and enhance services
   2. Increase taxes to maintain all existing services
   3. Cut existing service to maintain current taxes, or
   4. Cut existing services to reduce taxes
   5. DO NOT READ (Depends – **Specify**)
   F5 (Don't know)

7. The services provided by the City of Edmonton are funded through several revenue sources, but primarily through the municipal property tax and user fees on specific services like transit, the drainage and waste management utilities, and swimming pools. Given the following options to generate additional revenues for City programs and services, which would you support the **most**?

   1. Increase property taxes
   2. Increase user fees on existing programs and services
   3. New user fees on programs and services
   4. Combination of property tax and user fee increase

   F5 Don't know [DO NOT READ]

8. [RE READ AS REQUIRED - The services provided by the City of Edmonton are funded through several revenue sources, but primarily through the municipal property tax and user fees on specific services like transit, the drainage and waste management utilities, and swimming pools. Given the following options to generate additional revenues for City programs and services] and, which would you support the **least**?

   1. Increase property taxes
   2. Increase user fees on existing programs and services
   3. New user fees on programs and services
   4. Combination of property tax and user fee increase

   F5 Don't know [DO NOT READ]

9. Now, I'd like you rate the following, using a scale of 1 to 5 where 1 means not at all satisfied and 5 means very satisfied, how satisfied are you with…

   1. Not at all satisfied
   .
   5. Very satisfied
   F5 Don't know

   a) The safety of downtown Edmonton during the day
   b) The safety of downtown Edmonton at night
   c) That City services and facilities are respectful of the diversity of Edmonton residents [**Diversity can be defined as the range of human differences found amongst residents of Edmonton**]
   d) That City services and facilities are inclusive of the diversity of Edmonton residents [**Diversity can be defined as the range of human differences found amongst residents of Edmonton]**
   e) Edmonton's reputation for having vibrant evening and night-time entertainment
   f) Edmonton has appropriate services (transportation, lighting, garbage pick-up, pubic washrooms) to support evening and night-time entertainment)"
   g) That Edmonton residents feel connected to their community
   h) That Edmonton residents are able to access amenities and services to improve their quality of life
   i) That Edmonton is a safe city
   j) That the appropriate emergency services are in place to respond to a major emergency

k) That Edmonton is a clean city
l) The City's overall environmental performance
m) That Edmonton is a well-designed, attractive City
n) That Edmonton is a good place to work

10. Regardless of whether or not you are an employee of the City of Edmonton, how would you rate the City of Edmonton as an employer, or as being a good place to work? Would you rate them as….?

    1. Excellent
    2. Very good
    3. Good
    4. Fair or
    5. Poor as an employer?
    F5 Don't know

11. Using a scale of 1 to 5 where 1 means very unlikely and 5 means very likely, how likely would you be to recommend Edmonton as a good place…

    1. Very unlikely
    .
    5. Very likely
    F5 Don't know

    a) To live, play and work?
    b) For businesses to move to?
    c) For businesses to invest in?
    d) To visit?

12. Now, taking into consideration all City of Edmonton services and programs, from Edmonton's parks and recreation facilities, transit and police services to winter and summer road maintenance and traffic flow, how satisfied are you with the services and programs provided by the City of Edmonton to residents? Would you say you are …? (**Read list**)

    1. Very satisfied
    2. Somewhat satisfied
    3. Neither satisfied nor dissatisfied
    4. Somewhat dissatisfied
    5. Very dissatisfied
    F5. (Don't know/not stated)

13. This question is about volunteering. In the past 12 months, have you participated in any volunteer work in Edmonton?

    1. Yes
    2. No
    F5. Don't know/not stated

DEMOGRAPHICS
Respondent Characteristics

In order for us to better understand the different views and needs of citizens, the next few questions allow us to analyze the data into sub-groups. I would like to assure you that nothing will be recorded to link your answers with you or your household.

D1. First, in what year were you born?

_______ **RECORD YEAR**
F5. (Refused)

D2. Including yourself, how many people in each of the following age groups live in your household? How many are (**Read list. Record actual number**)

1. Under 13 years old
2. Between 13 and 18 years old
3. Between 19 and 44 years old
4. Between 45 and 64 years old
5. 65 years of age or older

F5. (Not stated)

D3. What is your current employment status? (**Read list**)

1. Working full time, including self-employment – ASK Q.D.4 to D.7
2. Working part time, including self-employment – ASK Q.D.4 to D.7
3. Homemaker – SKIP TO D.8
4. Student – SKIP TO D.8
5. Not employed – SKIP TO D.8
6. Retired – SKIP TO D.8

F5 (Not stated) – SKIP TO D.8

The following questions are being asked of respondents that currently work full or part-time. The information will be used to update Edmonton's Transportation Master Plan.

D4. What is the postal code of the location that you usually work at, most of the time?

________ RECORD 6-digit postal code
888888 – IF REFUSED
999999 – IF DON'T KNOW

IF DON"T KNOW ASK – What is the name of where you work – and where, roughly, is that located? [THIS INFORMATION WILL BE USED TO RECODE LOCATIONS TO 6-DIGIT POSTAL CODES, SO BE AS SPECIFIC AS POSSIBLE]

________________________ RECORD VERBATIM

D5. How do you usually get to work? [READ LIST, SELECT ONE RESPONSE]

1. Car, truck or van as a driver
2. Car, truck or van as a passenger
3. Bus or LRT
4. Walked
5. Bicycle
6. Motorbike
7. Other (taxi, etc), specify: ___________________________________
F5 NOT STATED

D6. [IF D5=1 or 2, ASK] How many people, including yourself, usually share the ride to work?

1. Drive Alone
2. 2 people
3. 3 or more people
F5 NOT STATED

D.7 What time do you usually leave for work?

__:__

__
1. AM
2. PM

D8. Into which of the following categories would you place your total household income before taxes for last year that is for 2009? (**Read list**)

1. Less than $50,000
2. $50,000 to less than $100,000
3. $100,000 to less than $150,000
4. $150,000 to less than $200,000
5. $200,000 or more
F5 (Not stated)

D9. And finally, do you work for the City of Edmonton?

1. Yes
2. No
F5 (Not stated)

That's all of the questions I have. Thank you very much for your participation in this study, your feedback is greatly appreciated.