



# City of Edmonton

## Citizen Perception Survey

January 2015

# Context & Objectives

In 2014, the City of Edmonton contracted Leger to conduct a survey of Edmontonians designed to understand perceptions of the City of Edmonton on key measures relating to the quality of life in Edmonton.

This research is aimed at capturing citizen perception based performance measures which feed into the corporate performance reporting to achieve the City's vision for 2040 (*The Way Ahead*). In recent years, Citizen Perception Surveys have been carried out annually to gather data and report on the measures.

Taking into account the recent modifications in performance measures as well as the focus on continuous improvement, the 2014 research was designed to:

- Measure the progress with respect to the key performance measures
- Understand the drivers of the performance measures and provide recommendations about how the measures can be further improved.
- Make comparisons with past measures wherever applicable

# Methodology

# Methodology

## 2014 - Telephone Survey

### Data Collection

- 400 telephone interviews were conducted with Edmonton residents.
- Interviews were conducted between November 28<sup>th</sup> and December 21<sup>st</sup> 2014.
- Soft quotas (by age, gender and city quadrants) were maintained during data collection to minimize the need for data weighting.

### Target Respondents

- Edmontonians, 18 years of age and older who have lived in Edmonton for six months or longer.

### Statistical Reliability

- As a random telephone survey, the margin of error is  $\pm 4.9$  percentage points, 19 times out of 20.

## Telephone Vs. Online Survey

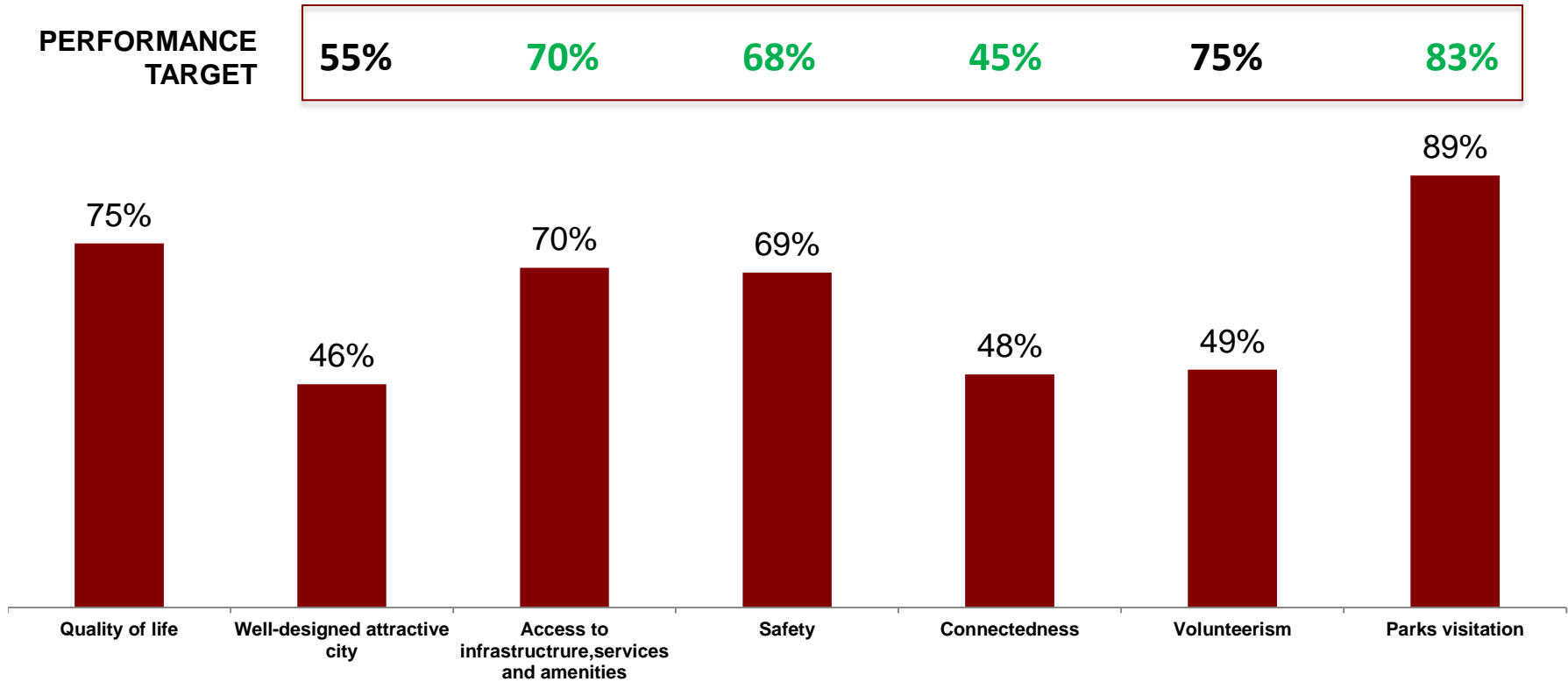
In addition to the phone survey conducted by Leger, City of Edmonton also administered the same survey with the City's Insight Community.

1,126 Edmontonians were surveyed using the City of Edmonton's Insight Community (identical questionnaire was used for the telephone and the online surveys, and the data were weighted using the same design as the telephone survey to ensure comparability in terms of the sample distribution).

The analysis and conclusions in this report is primarily focused on the telephone survey. The results of the online survey with Insight Community are included as a reference.

# Key Insights

# Performance Against Targets 2014 - Telephone Survey





# Summary of Findings

## 2014 - Telephone Survey

### OVERALL QUALITY OF LIFE

- The citizens (75% 4/5 ratings) feel positive about the quality of life in Edmonton. Perceptions about quality of life in the city have remained steady over the last three years.
- The majority are satisfied (77%) with living in the City of Edmonton
- The City is also seen as a great place to work (83%) and great place to live (79%), and to a lesser extent a great place to invest (65%) or having a diverse economy (65%). Perceptions on all these parameters have either remained steady or show an increasing trend when compared to past years.
- The key contributors to quality of life are...
  - Well designed and attractive City
  - Access to services and amenities to
  - Safe City
  - Opportunities for economic growth
  - Connectedness

# Summary of Findings

## 2014 - Telephone Survey

### CITY DESIGN AND ATTRACTIVENESS

- Close to half (46% 4/5 ratings) consider the City to be well-designed and attractive – an improvement from 2013. However, this is lower than the 2018 performance target of 55%.
- The City is primarily seen as culturally diverse with lots of desirable well-maintained parks and recreation areas spread throughout the City. On the other hand, relatively lower proportions of the residents consider the City streets to be well-maintained and well designed. Perceptions are weaker on the transit system as well.
  - For most of the comparable (with past) parameters, perceptions have either remained steady or improved
- The main drivers of well-designed and attractive city are....
  - Well designed and maintained streets with great streetscaping
  - Cleanliness
  - Great place to visit with options for entertainment and fun
  - Parks and Recreation
  - Transit
  - Diversity

### ACCESS TO INFRASTRUCTURE AND AMENITIES TO IMPROVE QUALITY OF LIFE

- Consistent with 2013, the majority (70% 4/5 ratings) of the residents agree that they have access to infrastructure, amenities and services that will improve their quality of life. This also meets the performance target.
- Accessible parks, effective solid waste management and effective street lighting garner the strongest positive ratings. On the other hand, endorsements are relatively weaker on ability of the transit system to take people where they need to go and the responsiveness of snow clearing systems.

# Summary of Findings

## 2014 - Telephone Survey

### SAFETY IN THE CITY

- The majority (69%) agree that Edmonton is a safe city. This meets the performance target of 68% and is continuing to trend upwards.
  - However, there is a significant gap between feelings of safety during the day vs. at night. Less than half (45%) feel safe at night overall while almost all (90%) feel safe during the day.
  - The vast majority feel safe in their homes and neighbourhood. However, the confidence drops when it comes to using the transit or walking in downtown.
- The strongest contributors to feelings of safety are...
  - Safety while walking in the neighborhood
  - Feeling safe while leaving one's property unattended
  - Feeling safe walking downtown
  - Feeling safe in one's own home

### CONNECTEDNESS

- Close to half (48%) feel connected to their community. This meets the performance target of 45% and has also increased from 2013.
- Generally, citizens feel they have access to community facilities and community events. They also feel that their communities are friendly and supportive and they can get help from their friends / family if required.
- However, only about a third (34%) are active and involved in their community.
- The strongest contributors to connectedness are...
  - Active and involved in the community
  - Knowing the neighbors
  - Having a friendly and supportive community
  - Friends and/or family living in the same community

# Summary of Findings

## 2014 - Telephone Survey

### **VOLUNTEERISM**

- Almost half (49%) have participated in a volunteering activity in the past year. This is lower than the performance target of 75%. However, a significant change in how the question was asked likely accounts for this score.

### **CITY PARKS VISITATION**

- The majority (89%) have used a City Park in the past year – higher than the performance target of 83%.
  - Neighbourhood parks (75%) followed by the river valley parks (61%) are the most commonly visited.

# Detailed Results

# Overall Perceptions about the City

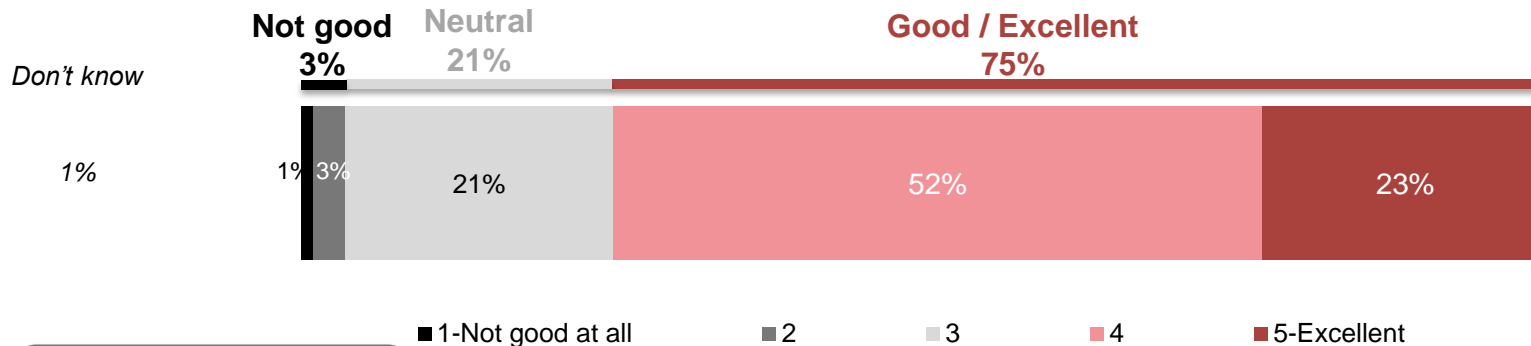
# Overall Quality of Life 2014 - Telephone Survey

"State of the roads is lamentable in winter."

"I have a low income and can't afford anything."

"Great access to public transportation. There is a lot of focus on the arts districts, many festivals, it is a great city and the 5 billion dollar investment into the downtown core will make it even better"

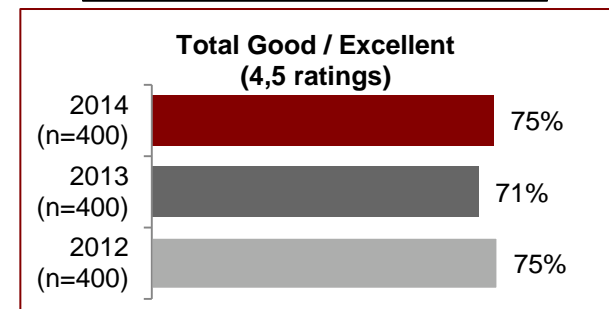
"The City Council is listening to people, the City has a great potential, it is beautiful, it is a nice place to live in."



"I feel that there is not enough safety and the City is dangerous at night. There should be more security (policies)."

"Good neighbourhoods, good schools, good healthcare, good job opportunities."

## Trend Over Time



Base: Edmontonians (n=400)

# Overall Quality of Life

## Telephone Survey vs. City Insight Panel

	Telephone Survey (n=400)		City Insight Panel (n=1,126)	
	Good/Excellent (4,5 ratings)	Don't know	Good/Excellent (4,5 ratings)	Don't know
Overall quality of life in the City of Edmonton	75%	1%	75%	<1%



# Drivers of Overall Quality of Life

## 2014 - Telephone Survey

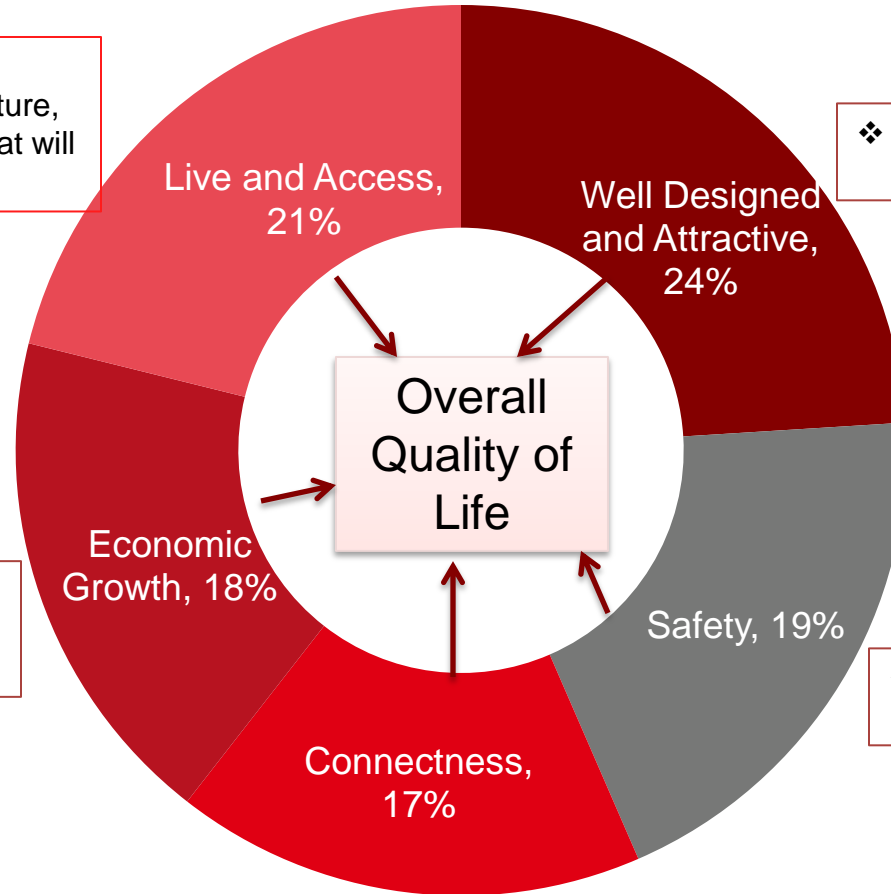
- ❖ Great place to live
- ❖ Have access to infrastructure, amenities and services that will improve quality of life

- ❖ Edmonton is a well-designed and attractive City

- ❖ Great place to work
- ❖ Great place to invest
- ❖ Has a diverse economy

- ❖ Overall, Edmonton is a Safe City

- ❖ Feel connected to my community



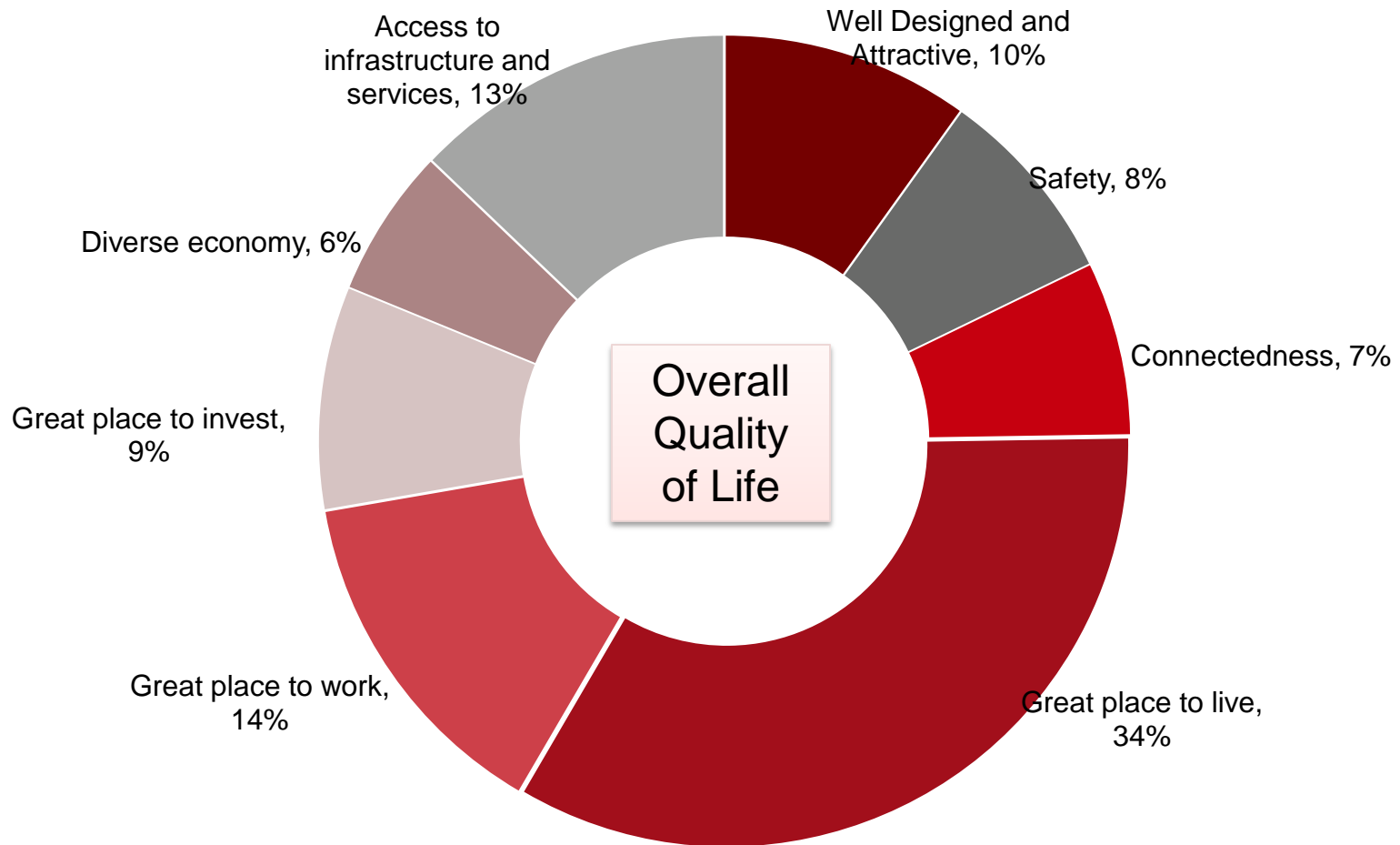
Percentages indicate relative impact on overall quality of life.

R Square .49

Base: Edmontonians (n=400)

# Drivers of Overall Quality of Life

## City Insight Panel



R Square .62

Base: City Insight Panel (n=1,126)

# Overall Quality of Life 2014 - Telephone Survey

Reasons quality of life is not good (1,2 ratings)	Total (n=14)*
It is an expensive city / High cost of living / High taxes	22%
Poor municipal government / I do not like the decisions made by the current municipal government	21%
High crime rate / I do not feel the city is safe	15%
The size of the city	7%
High cost of housing / Lack of affordable housing	7%
Poor snow removal services	7%
Poor public transit	7%
Poor education system	7%
Poor healthcare system	7%
The roads are in poor condition / Infrastructure is in poor condition	7%
I do not like the weather/climate in this city	7%
Always room for improvement	7%
Other mentions	22%
I don't know / Refusal	7%

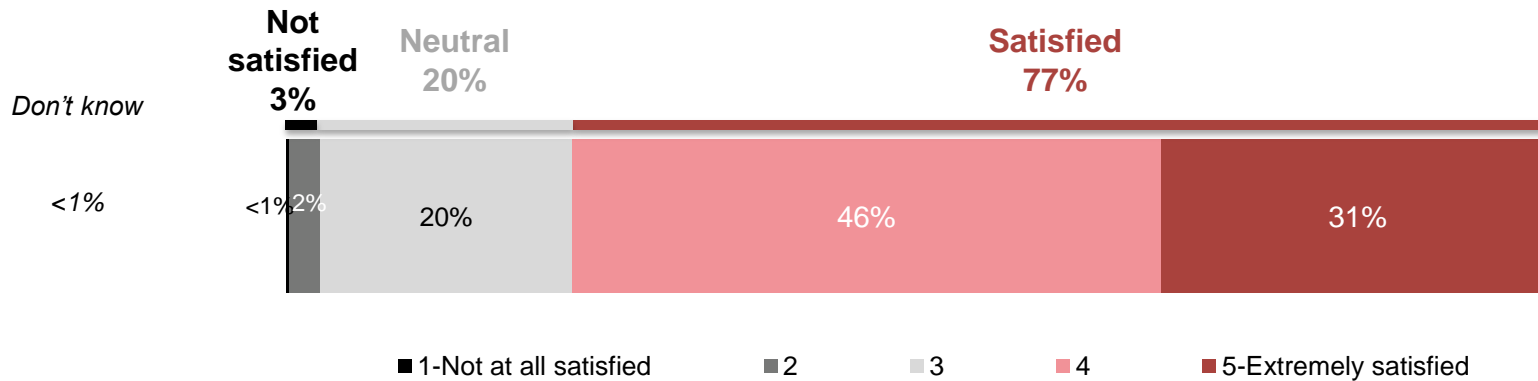
Reasons quality of life is good (4,5 ratings)**	Total (n=298)
It is a good city / I like this city / It is a beautiful city	31%
Wide variety of attractions / Many things to do in the city	26%
Low unemployment / Good economy	12%
Good accessibility within the city (no traffic, good public transit, well planned streets etc.)	9%
It is a safe city to live in / Low crime rate	7%
My friends live in this city / Friendly people live in the city	6%
Low/good cost of living / Low taxes	5%
Good parks / I like the river valley and trail system	4%
Good municipal government	4%
Always room for improvement	4%
Good services (unspecified)	4%
The city is very clean/well maintained	4%
Good infrastructure	3%
I was born in this city / I live in this city	3%
Good education system	3%
Other mentions	1%
None / I have no specified reason to feel this way	1%
I don't know / Refusal	6%

\*\*Mentions less than 3% not included

Base: Edmontonians

\*Caution to be used in interpretation due to small sample size

# Overall Satisfaction with Living in Edmonton 2014 - Telephone Survey



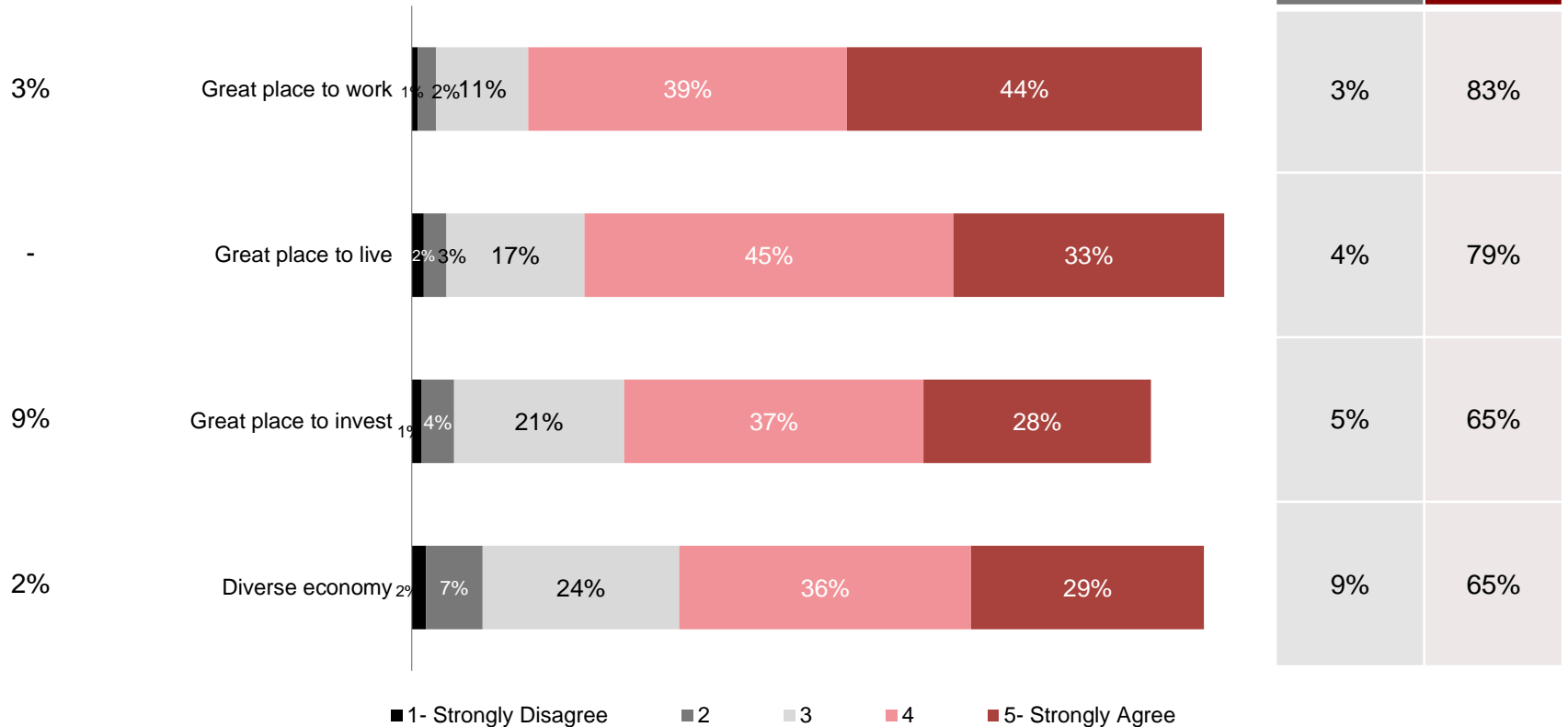
# Overall Satisfaction with Living in Edmonton

## Telephone Survey vs. City Insight Panel

Total satisfied (4,5 ratings)	Telephone Survey (n=400)		City Insight Panel (n=1,126)	
	Satisfied (4,5 ratings)	Don't know	Satisfied (4,5 ratings)	Don't know
Overall satisfaction with living in the City of Edmonton	77%	<1%	75%	<1%

# Opinions Regarding Living in Edmonton 2014 - Telephone Survey

Don't know



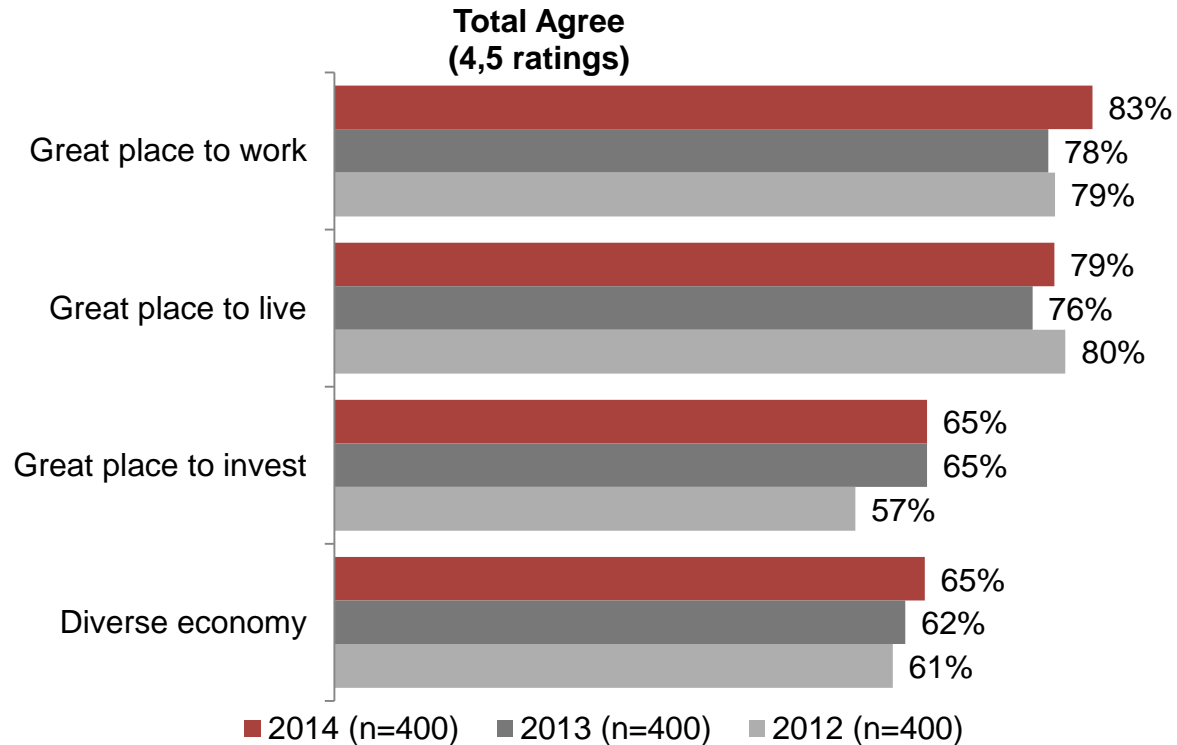
# Opinions Regarding Living in Edmonton

## Telephone Survey vs. City Insight Panel

	Telephone Survey (n=400)		City Insight Panel (n=1,126)	
	Agree (4,5 ratings)	Don't know	Agree (4,5 ratings)	Don't know
Great place to work	83%	3%	74%	2%
Great place to live	79%	-	75%	< 1%
Great place to invest	65%	9%	52%	17%
Diverse economy	65%	2%	40%	5%

# Opinions Regarding Living in Edmonton

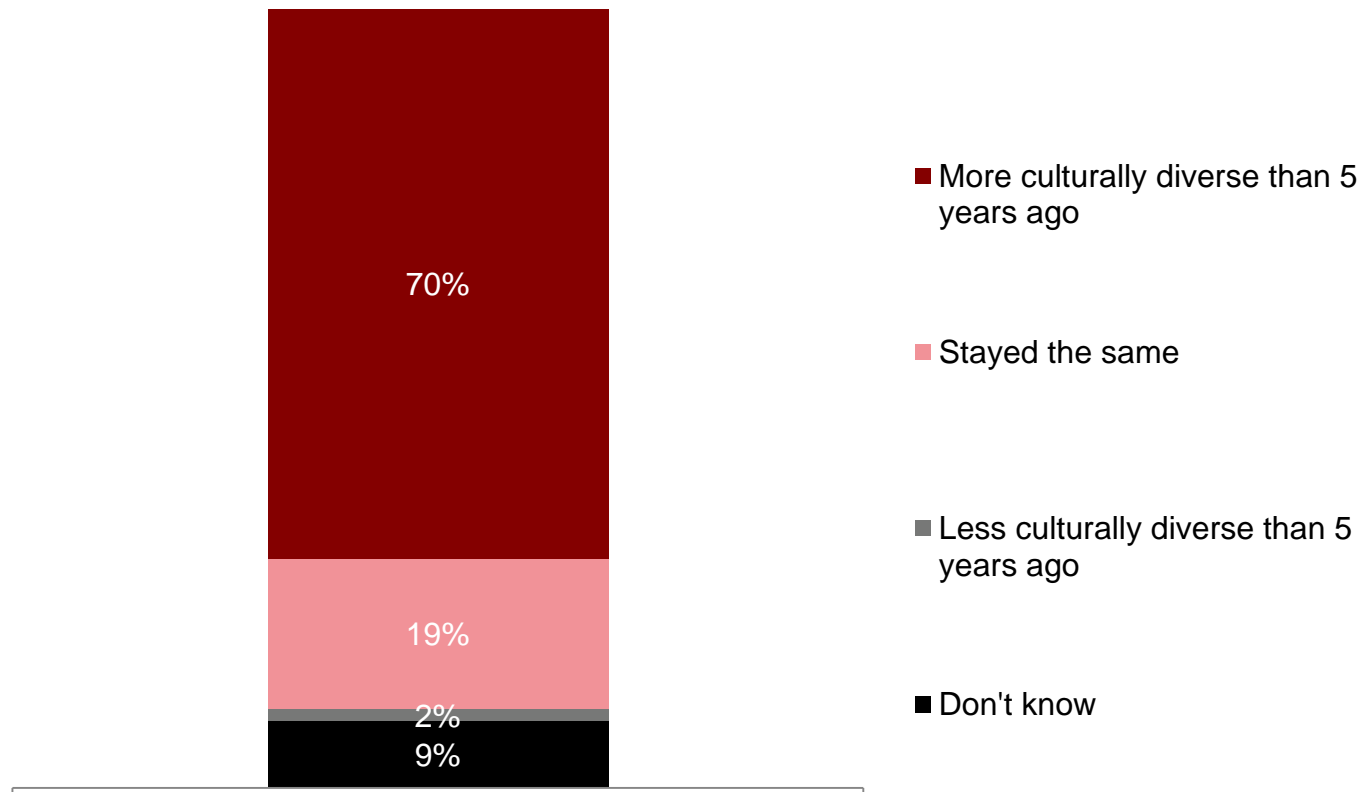
## Trends Over Time – Telephone Survey





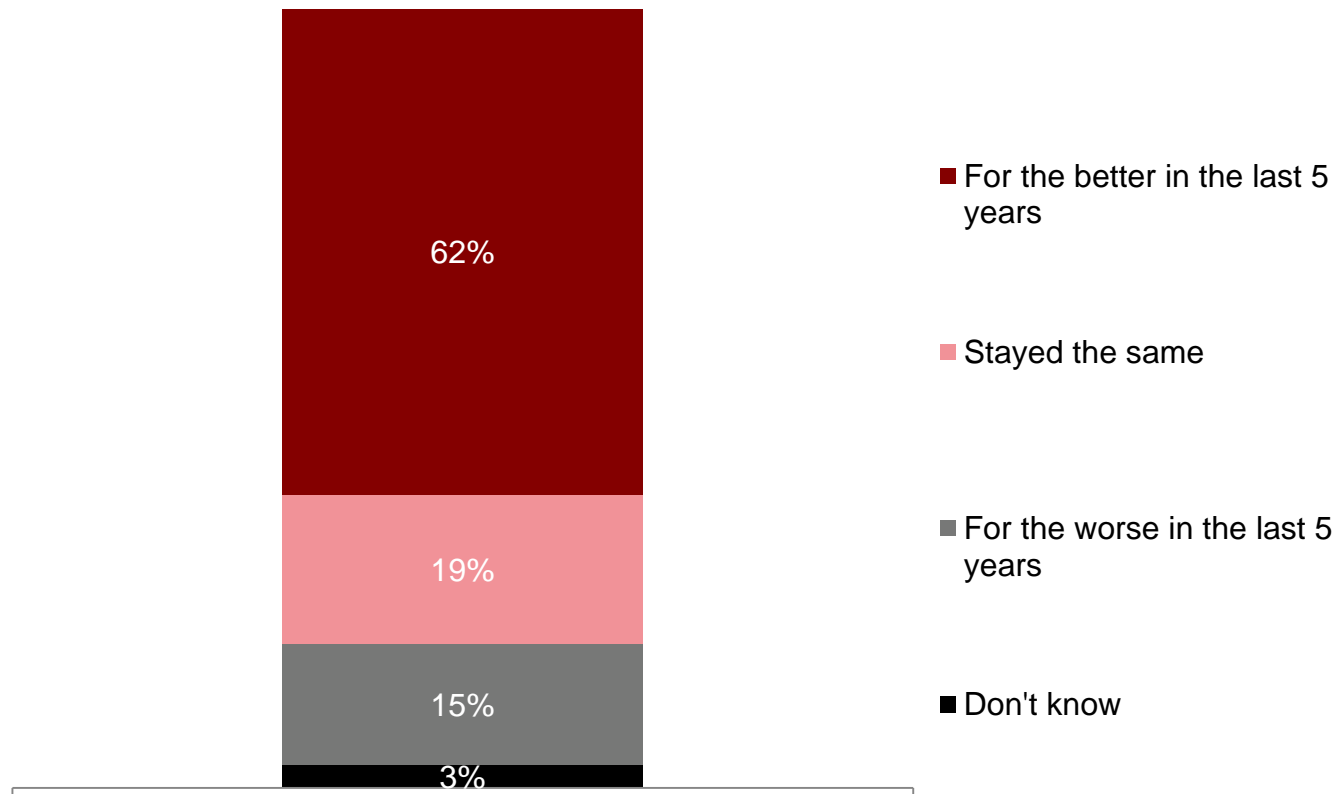
# Cultural Diversity in Edmonton

## City Insight Panel



# How Has Edmonton Changed in the Past 5 Years?

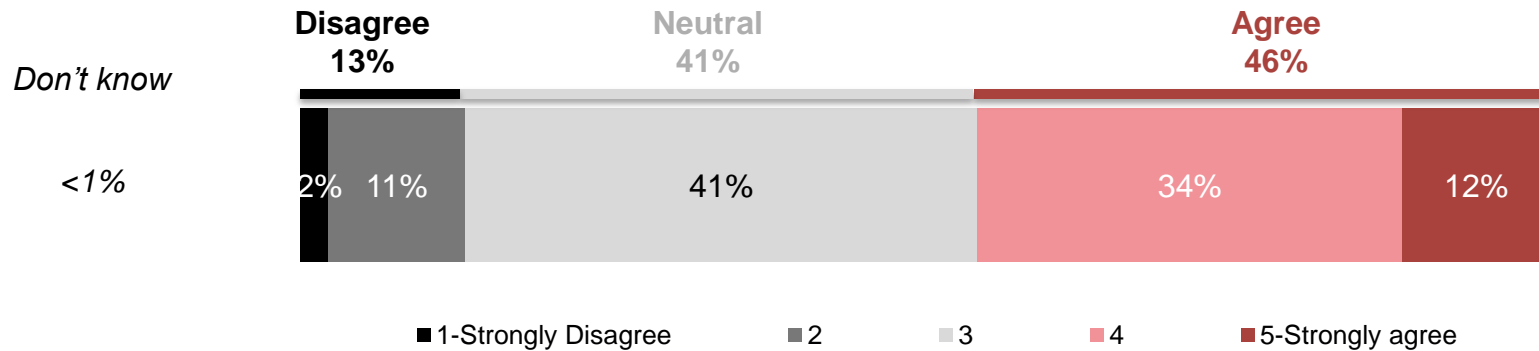
## City Insight Panel



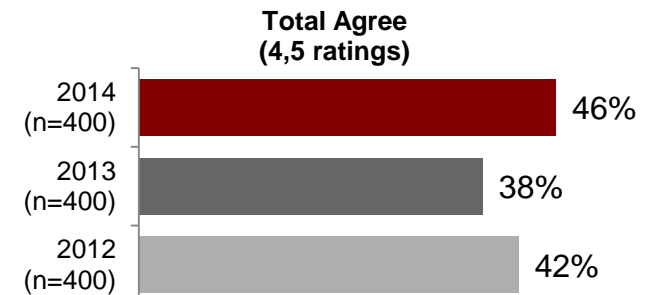
# City Design and Attractiveness

# City Design and Attractiveness 2014- Telephone Survey

Target 2018: **55%** positive mentions



## Trend Over Time



Base: Edmontonians (n=400)

# City Design and Attractiveness

## Telephone Survey vs. City Insight Panel

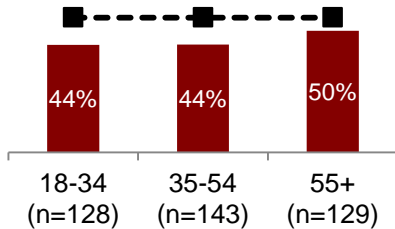
	Telephone Survey (n=400)		City Insight Panel (n=1,126)	
	Agree (4,5 ratings)	Don't know	Agree (4,5 ratings)	Don't know
Edmonton is a well-designed, attractive city	46%	<1%	24%	<1%

# City Design and Attractiveness

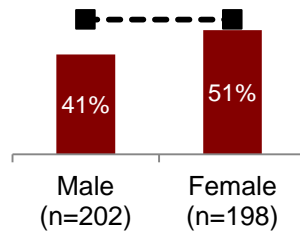
## By Demographics, 2014 - Telephone Survey

---■--- Target Performance= 55% (4/5 Ratings)

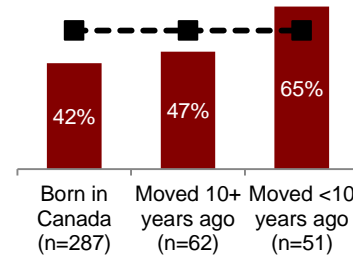
### Age



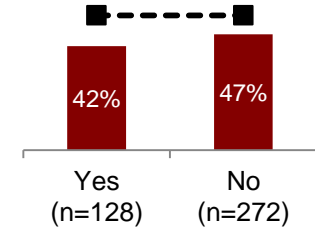
### Gender



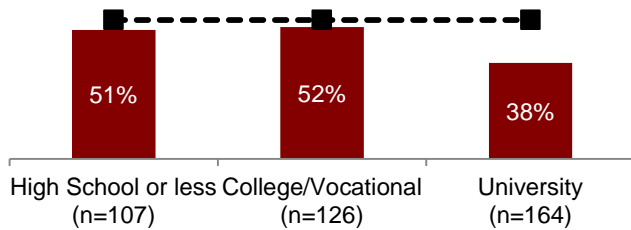
### Born in/ Moved to Canada



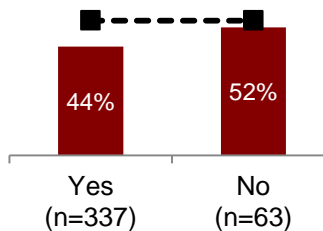
### Children in Household



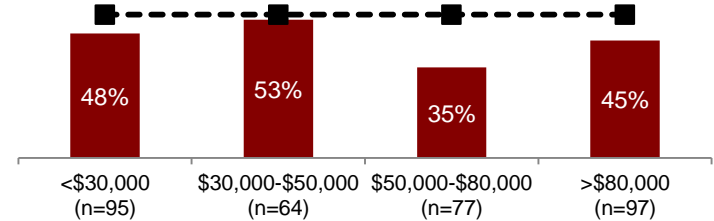
### Education



### English as First Language

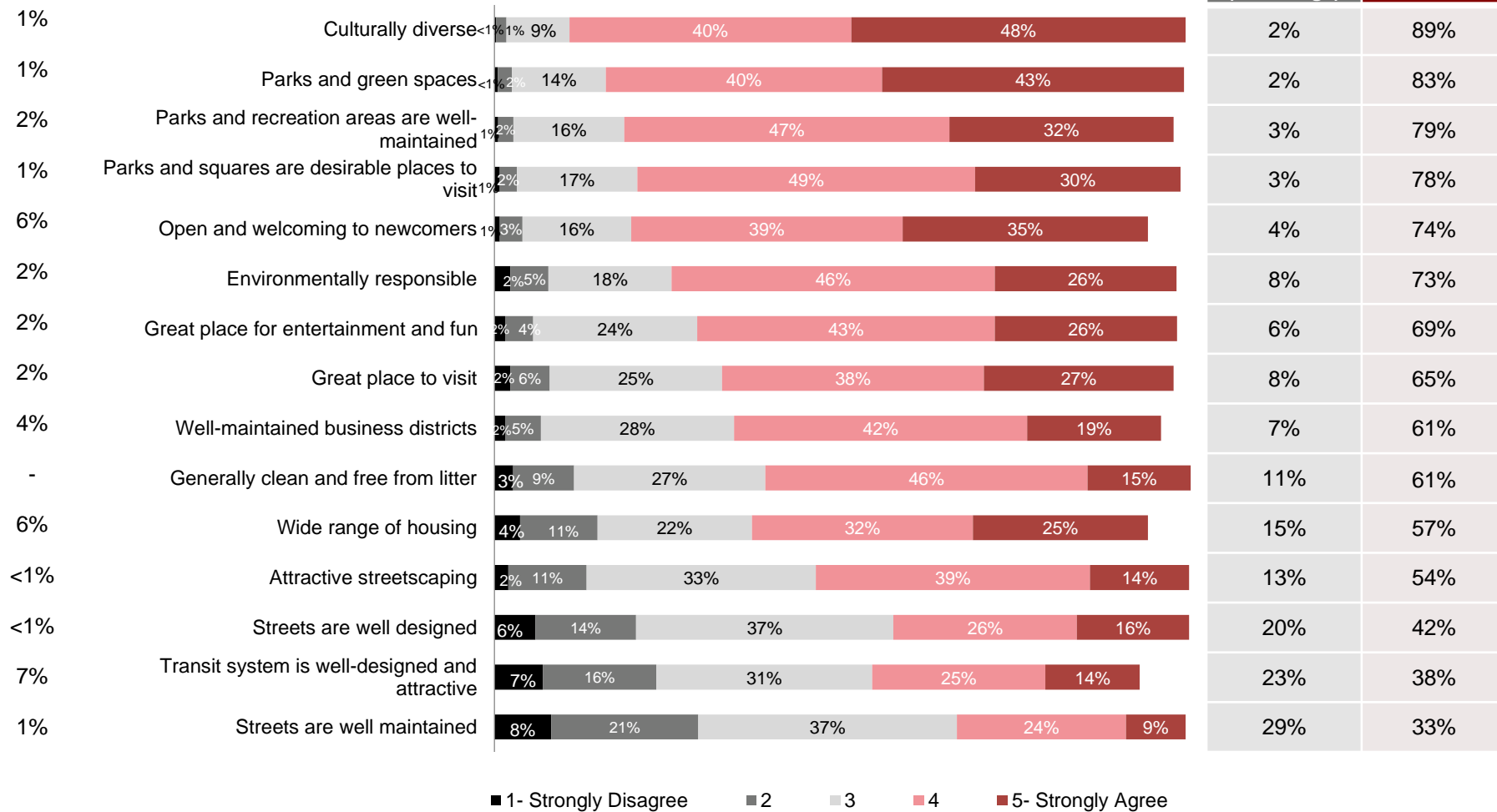


### Personal Income



# Opinions Regarding City Design and Attractiveness 2014 - Telephone Survey

Don't know



Base: Edmontonians (n=400)

# Opinions Regarding City Design and Attractiveness

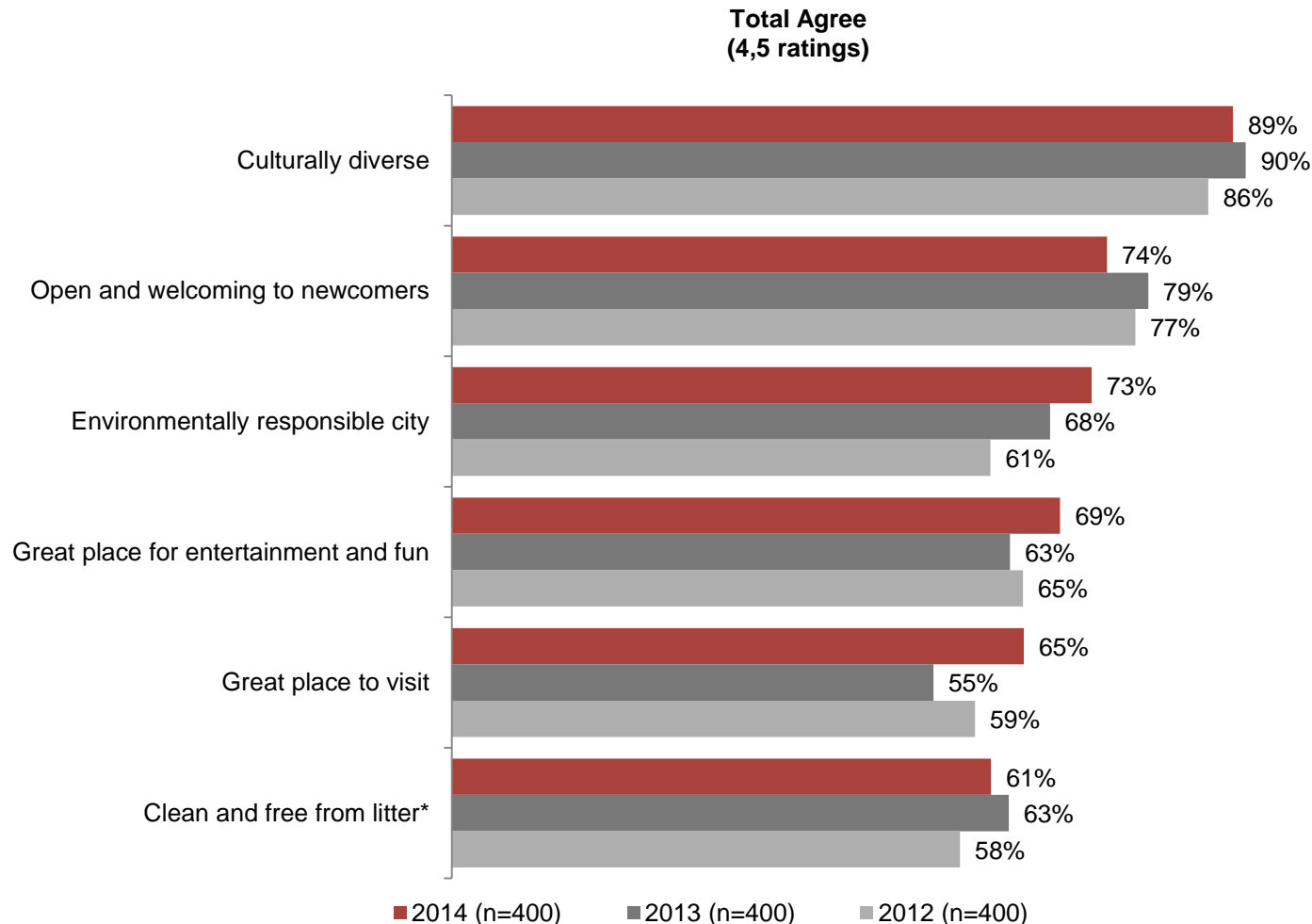
## Telephone Survey vs. City Insight Panel

	Telephone Survey (n=400)		City Insight Panel (n=1,126)	
	Agree (4,5 ratings)	Don't know	Agree (4,5 ratings)	Don't know
Culturally diverse	89%	1%	79%	2%
Parks and green spaces	83%	1%	83%	<1%
Parks and recreation areas are well-maintained	79%	2%	75%	2%
Parks and squares are desirable places to visit	78%	1%	73%	1%
Open and welcoming to newcomers	74%	6%	58%	11%
Environmentally responsible	73%	2%	59%	3%
Great place for entertainment and fun	69%	2%	65%	1%
Great place to visit	65%	2%	47%	4%
Well-maintained business districts	61%	4%	39%	7%
Generally clean and free from litter	61%	-	44%	<1%
Wide range of housing	57%	6%	46%	4%
Attractive streetscaping	54%	<1%	40%	<1%
Streets are well designed	42%	<1%	24%	1%
Transit system is well-designed and attractive	38%	7%	25%	3%
Streets are well maintained	33%	1%	24%	<1%



# Opinions Regarding City Design and Attractiveness

## Trends Over Time – Telephone Survey



Base: Edmontonians

\* Change in wording in 2014 (previously "clean")

# Drivers of Design and Attractiveness

## 2014 - Telephone Survey

Streets

Cleanliness

Visit and  
Entertainment

Parks and  
Recreation

Transit

Diversity

Streets are well designed	22%
The city has attractive streetscaping such as, flower pots, lighting, furniture, signage, etc.	21%
Streets are well maintained	6%

The city is clean and generally free from litter	14%
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The city is a great place for entertainment and fun	6%
The city is a great place to visit	4%

The city parks and recreation areas are well maintained	3%
Public spaces like parks and squares are desirable places to visit	3%
There are parks and green spaces spread throughout the city	2%

The transit system is well designed and attractive	9%
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The city is culturally diverse	4%
The city is open and welcoming to newcomers	1%
There is a wide range of housing available	1%

Others

The city has well-maintained business districts	2%
It is an environmentally responsible city	2%

R Square .59

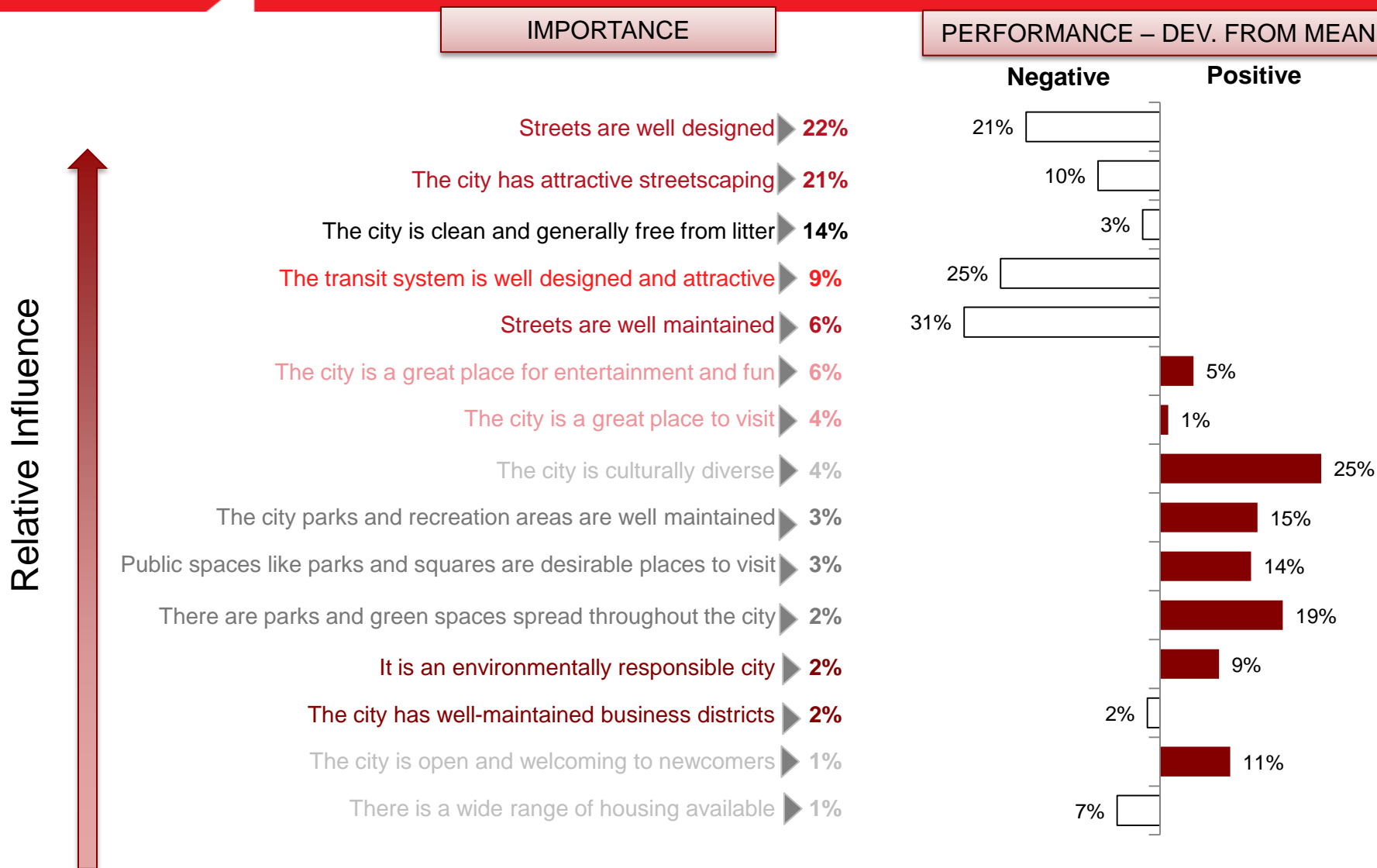
Percentages indicate relative impact on overall well-designed and attractive City

**Leger**

THE RESEARCH INTELLIGENCE GROUP

# Design and Attractiveness: Performance Vs. Importance

## 2014 - Telephone Survey



R Square .59

**Leger**

Streets /Cleanliness /Visit and Entertainment /Parks and Recreation /Transit /Diversity /Others

THE RESEARCH INTELLIGENCE GROUP

# Drivers of Design and Attractiveness

## City Insight Panel

Streets

Cleanliness

Visit and  
Entertainment

Parks and  
Recreation

Transit

Diversity

Streets are well designed	15%
The city has attractive streetscaping such as, flower pots, lighting, furniture, signage, etc.	13%
Streets are well maintained	4%

The city is clean and generally free from litter	4%
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The city is a great place to visit	14%
The city is a great place for entertainment and fun	6%

Public spaces like parks and squares are desirable places to visit	5%
The city parks and recreation areas are well maintained	3%
There are parks and green spaces spread throughout the city	3%

The transit system is well designed and attractive	10%
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The city is culturally diverse	4%
The city is open and welcoming to newcomers	4%
There is a wide range of housing available	3%

Others

The city has well-maintained business districts	7%
It is an environmentally responsible city	6%

R Square .6

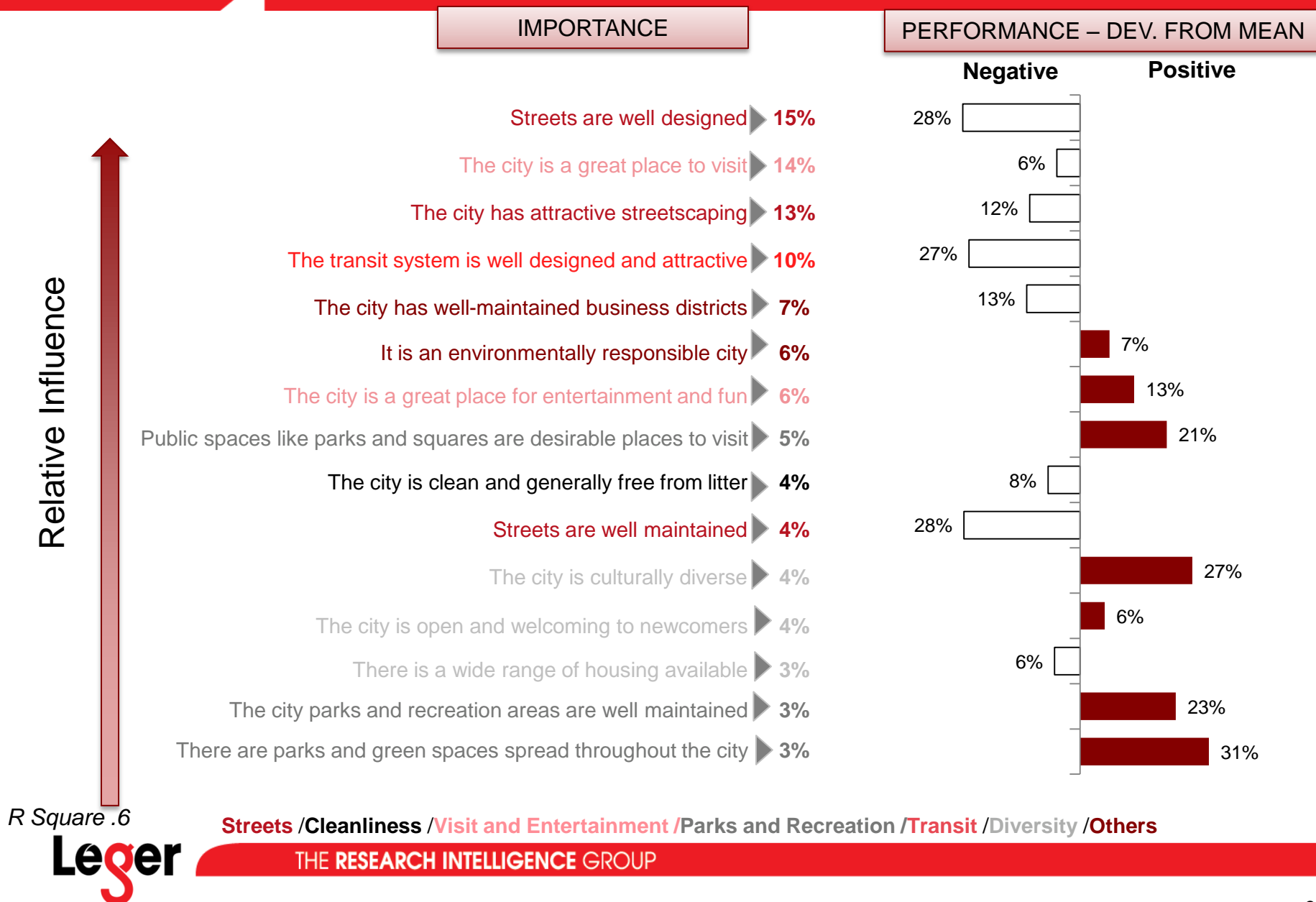
Percentages indicate relative impact on overall well-designed and attractive City

**Leger**

THE RESEARCH INTELLIGENCE GROUP

# Design and Attractiveness: Performance Vs. Importance

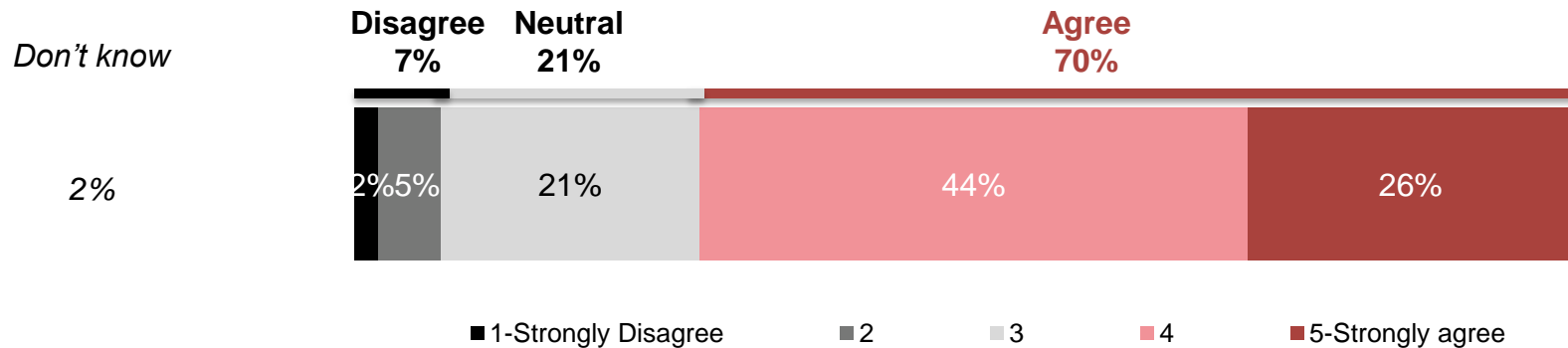
## City Insight Panel



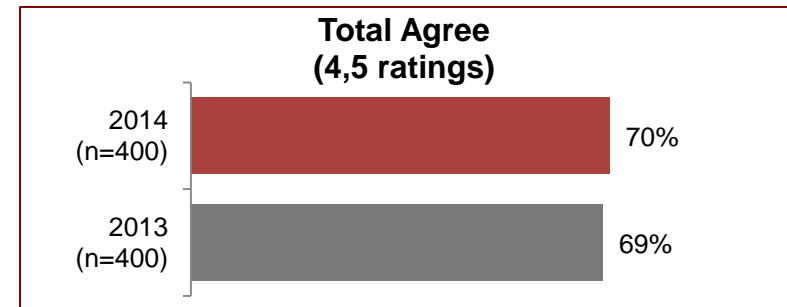
# **Quality of Life and Access to Services & Infrastructure**

# Access to Infrastructure, Amenities and Services 2014 - Telephone Survey

Target: **70%** positive mentions



## Trend Over Time



## Access to Infrastructure, Amenities and Services

### Telephone Survey vs. City Insight Panel

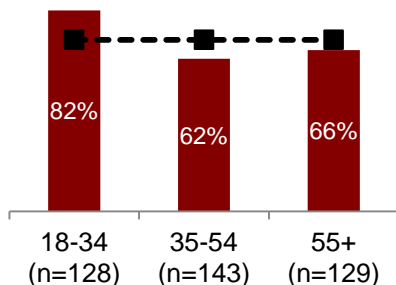
	Telephone Survey (n=400)		City Insight Panel (n=1,126)	
	Agree (4,5 ratings)	Don't know	Agree (4,5 ratings)	Don't know
Access to infrastructure, amenities and services that will improve quality of life	70%	2%	68%	2%



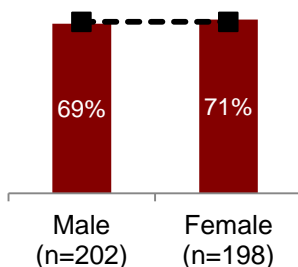
# Access to Infrastructure, Amenities and Services By Demographics, 2014 - Telephone Survey

--- ■ --- Target Performance= 70% (4/5 Ratings)

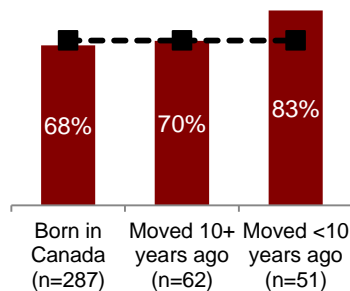
**Age**



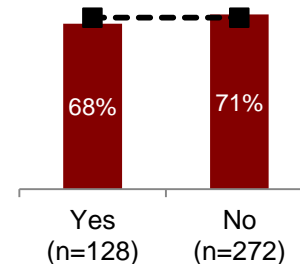
**Gender**



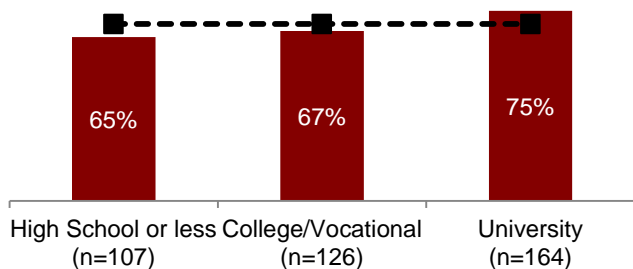
**Born in/Moved to Canada**



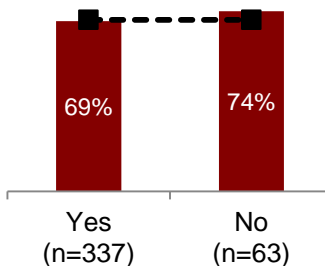
**Children in Household**



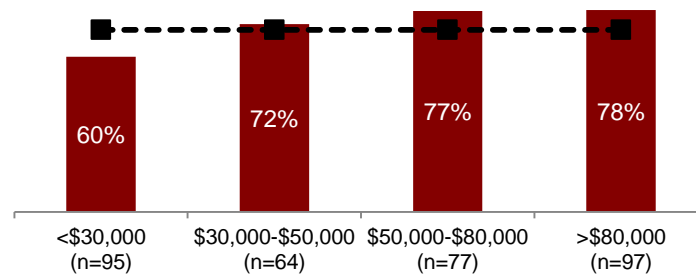
**Education**



**English as First Language**

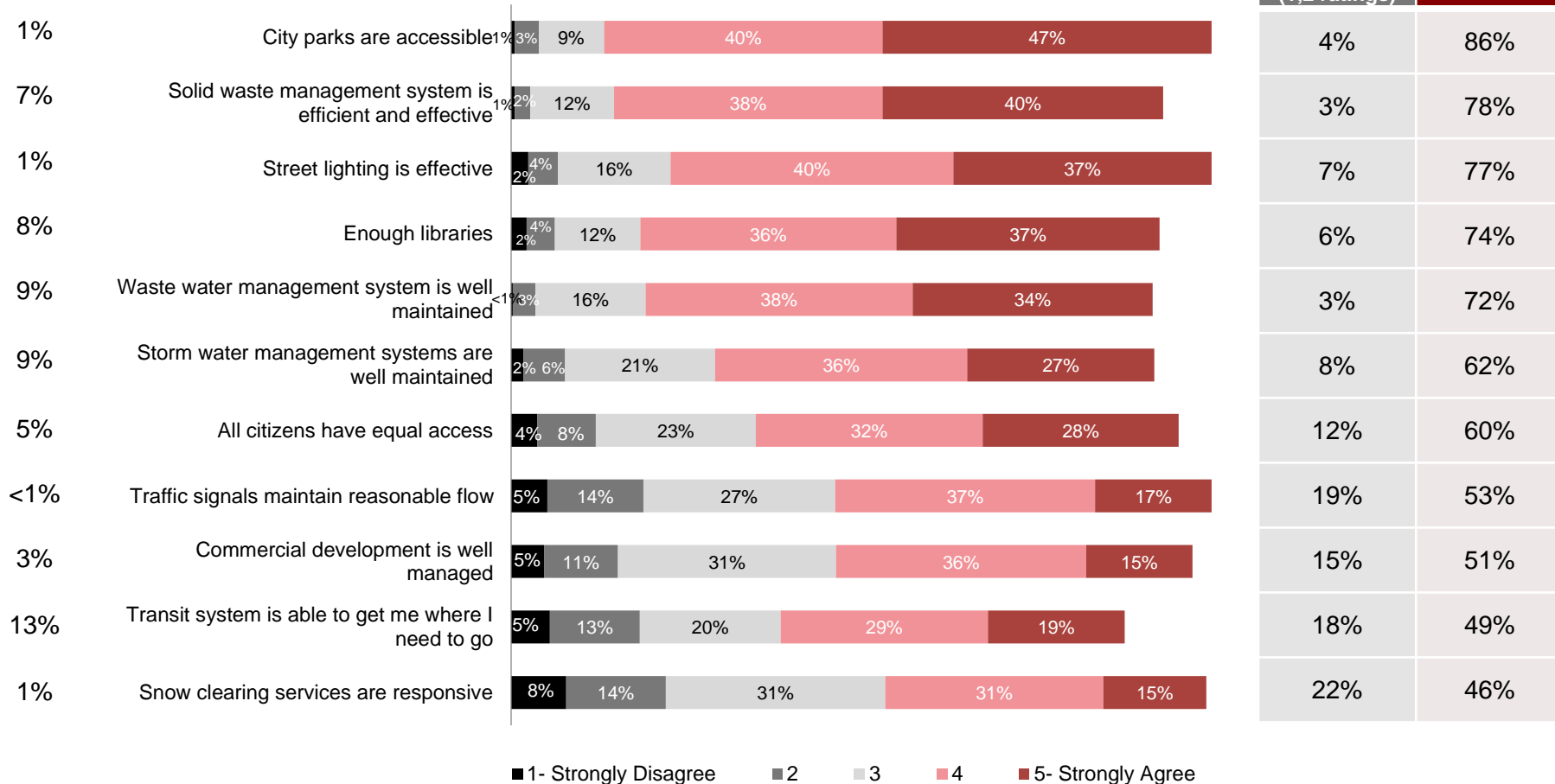


**Personal Income**



# Opinions Regarding Access 2014 - Telephone Survey

Don't know



Base: Edmontonians (n=400)

# Opinions Regarding Access

## Telephone Survey vs. City Insight Panel

	Telephone Survey (n=400)		City Insight Panel (n=1,126)	
	Agree (4,5 ratings)	Don't know	Agree (4,5 ratings)	Don't know
City parks are accessible	86%	1%	83%	1%
Solid waste management system is efficient and effective	78%	7%	74%	11%
Street lighting is effective	77%	1%	66%	1%
Enough libraries	74%	8%	75%	10%
Waste water management system is well maintained	72%	9%	58%	21%
Storm water management systems are well maintained	62%	9%	46%	19%
All citizens have equal access	60%	5%	44%	10%
Traffic signals maintain reasonable flow	53%	<1%	43%	1%
Commercial development is well managed	51%	3%	38%	9%
Transit system is able to get me where I need to go	49%	13%	33%	10%
Snow clearing services are responsive	46%	1%	53%	1%

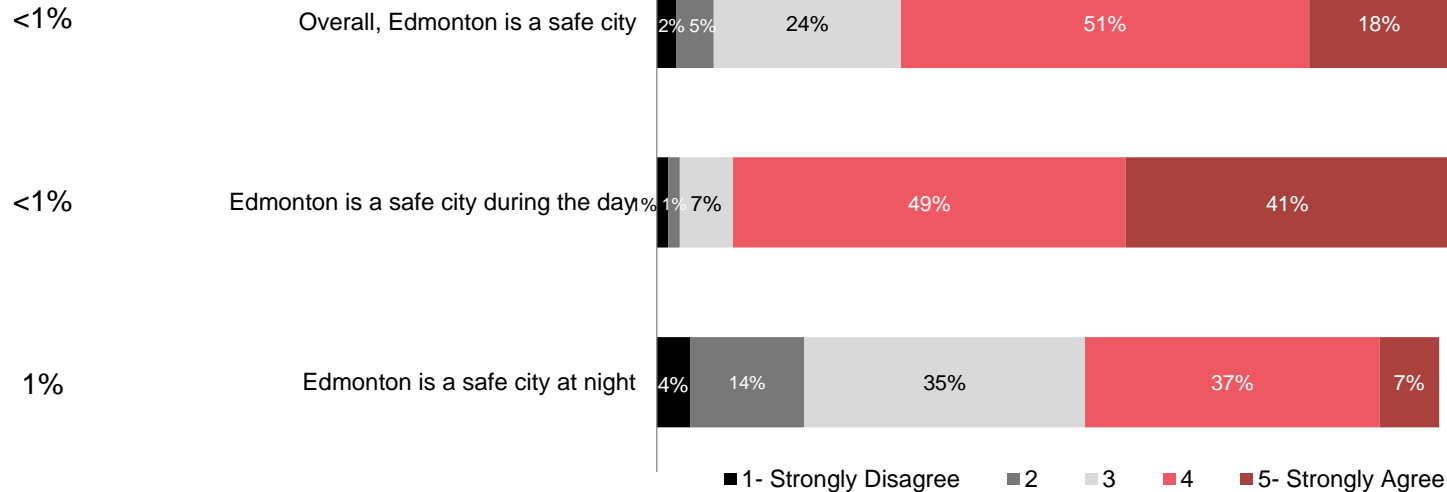
# Safety

# Safety in the City

## 2014 - Telephone Survey

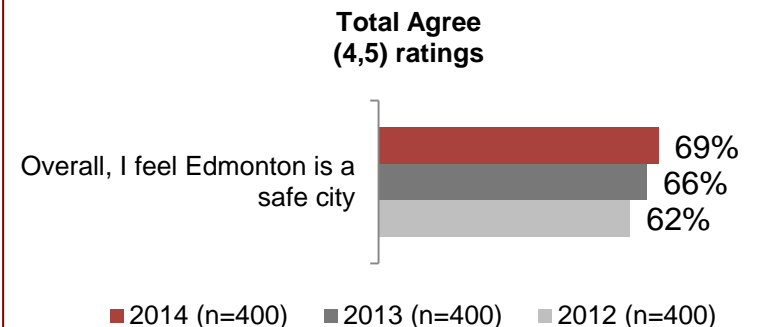
Don't know

Target: **68%** agree Edmonton is a safe city



Total Disagree (1,2 ratings)	Total Agree (4,5 ratings)
7%	69%
3%	90%
19%	45%

### Trend Over Time



# Safety in the City

## Telephone Survey vs. City Insight Panel

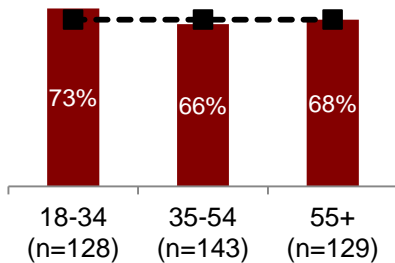
	Telephone Survey (n=400)		City Insight Panel (n=1,126)	
	Agree (4,5 ratings)	Don't know	Agree (4,5 ratings)	Don't know
Overall, Edmonton is a safe city	69%	<1%	71%	<1%
Edmonton is a safe city during the day	90%	<1%	86%	<1%
Edmonton is a safe city at night	45%	1%	45%	2%

# Safety in the City (Edmonton is a safe city)

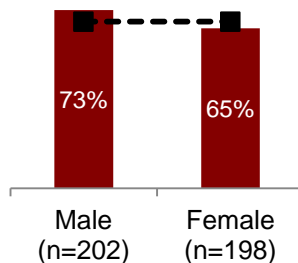
## By Demographics, 2014 - Telephone Survey

---■--- Target Performance= 68% (4/5 Ratings)

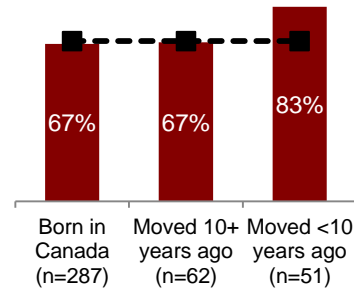
### Age



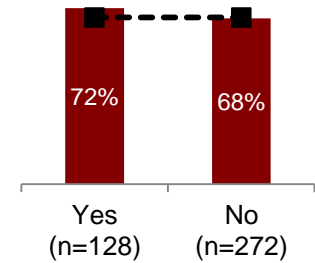
### Gender



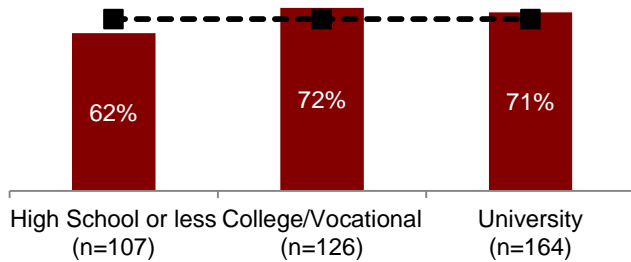
### Born in/Moved to Canada



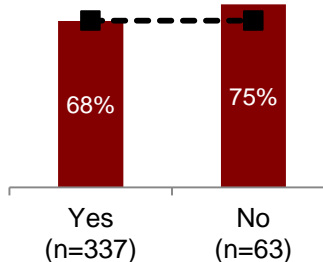
### Children in Household



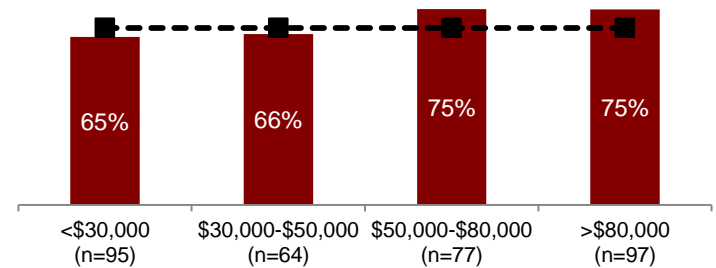
### Education



### English as First Language

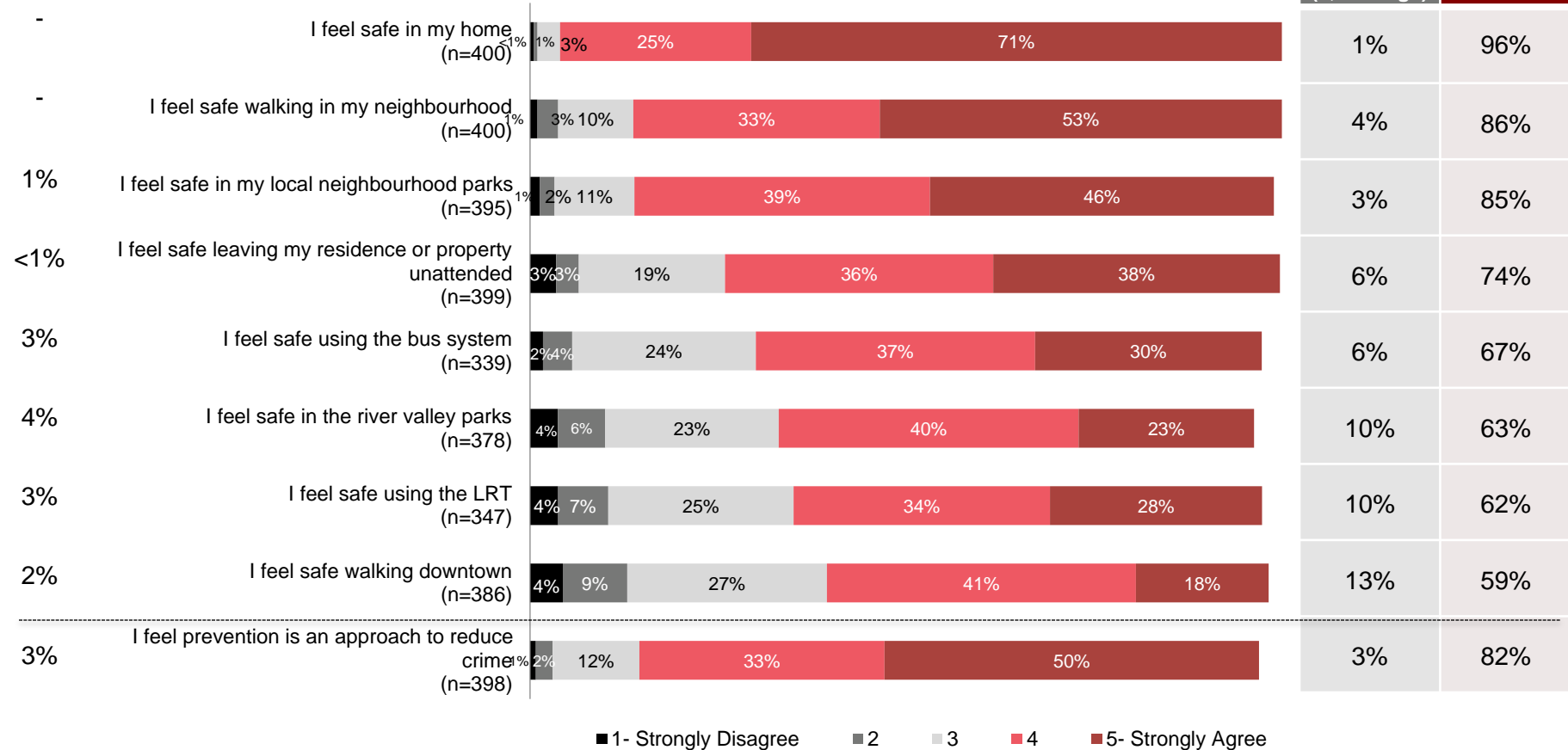


### Personal Income



# Personal Safety in the City 2014 - Telephone Survey

Don't  
know



Base: Edmontonians

Note: Not Applicable responses excluded

**Leger**

THE RESEARCH INTELLIGENCE GROUP

Q14. I am going to read you some statements about personal safety in Edmonton. For each, how much do you agree or disagree about the City of Edmonton. Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.



# Personal Safety in the City

## Telephone Survey vs. City Insight Panel

	Telephone Survey (n=339-400)		City Insight Panel (n=1,035-1,136)	
	Agree (4,5 ratings)	Don't know	Agree (4,5 ratings)	Don't know
I feel safe in my home	96%	-	93%	<1%
I feel safe walking in my neighbourhood	86%	-	83%	<1%
I feel safe in my local neighbourhood parks	85%	1%	78%	1%
I feel safe leaving my residence or property unattended	74%	<1%	66%	<1%
I feel safe using the bus system	67%	3%	63%	3%
I feel safe in the river valley parks	63%	4%	65%	4%
I feel safe using the LRT	62%	3%	61%	2%
I feel safe walking downtown	59%	2%	60%	1%
I feel prevention is an approach to reduce crime	82%	3%	87%	3%

Note: Not Applicable responses excluded

# Drivers of Safety Telephone Survey

## IMPORTANCE

## PERFORMANCE – DEV. FROM MEAN

Relative Influence



Percentages indicate relative influence on overall feeling of safety

I feel safe walking in my neighbourhood



33%

I feel safe leaving my residence or property unattended



17%

I feel safe walking downtown



13%

I feel safe in my home



11%

I feel safe using the bus system



7%

I feel safe using the LRT



6%

I feel prevention is an approach to reduce crime



5%

I feel safe in the river valley parks



5%

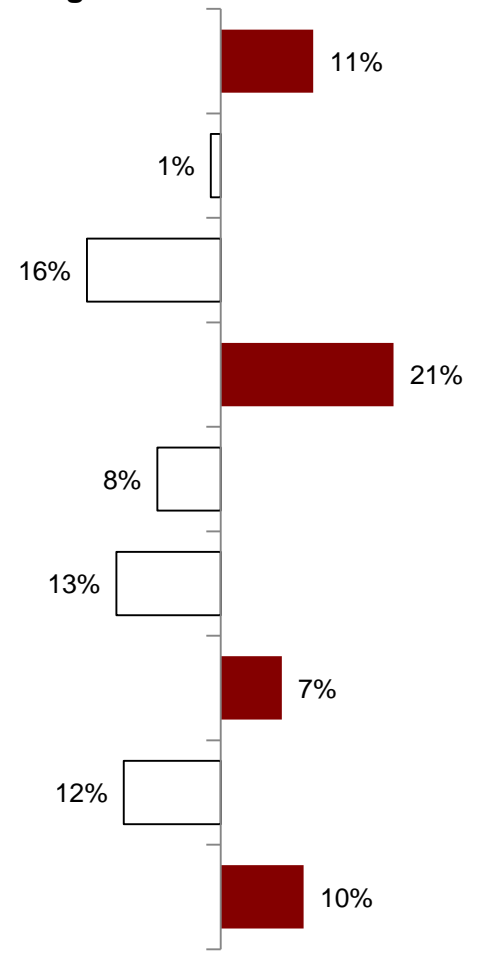
I feel safe in my local neighbourhood parks



4%

Negative

Positive



R Square .40

Base: Edmontonians (n=400)

# Drivers of Safety City Insight Panel

## IMPORTANCE

## PERFORMANCE – DEV. FROM MEAN

Relative Influence



Percentages indicate relative influence on overall feeling of safety

I feel safe in my local neighbourhood parks



15%

I feel safe walking in my neighbourhood



14%

I feel safe using the bus system



13%

I feel safe leaving my residence or property unattended



12%

I feel safe walking downtown



12%

I feel safe in the river valley parks



11%

I feel safe in my home



9%

I feel safe using the LRT



9%

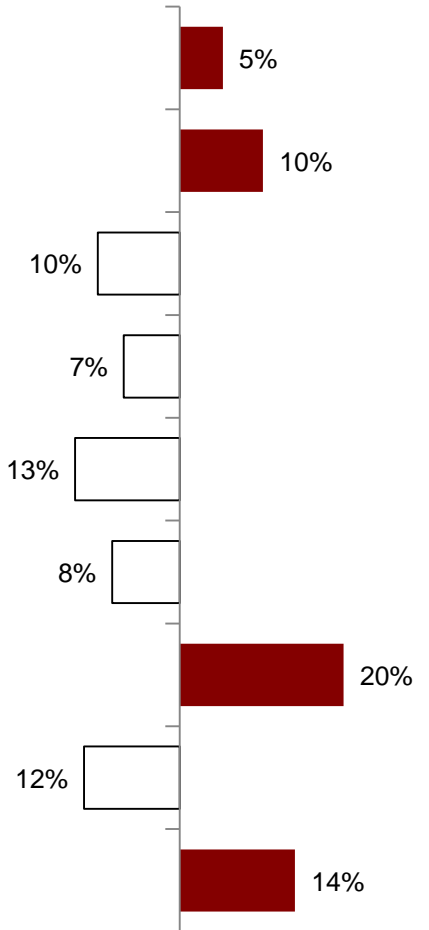
I feel prevention is an approach to reduce crime



4%

Negative

Positive



R Square .55

Base: City Insight Panel (n=1,126)

# Connectedness

# Connectedness to Community 2014 - Telephone Survey

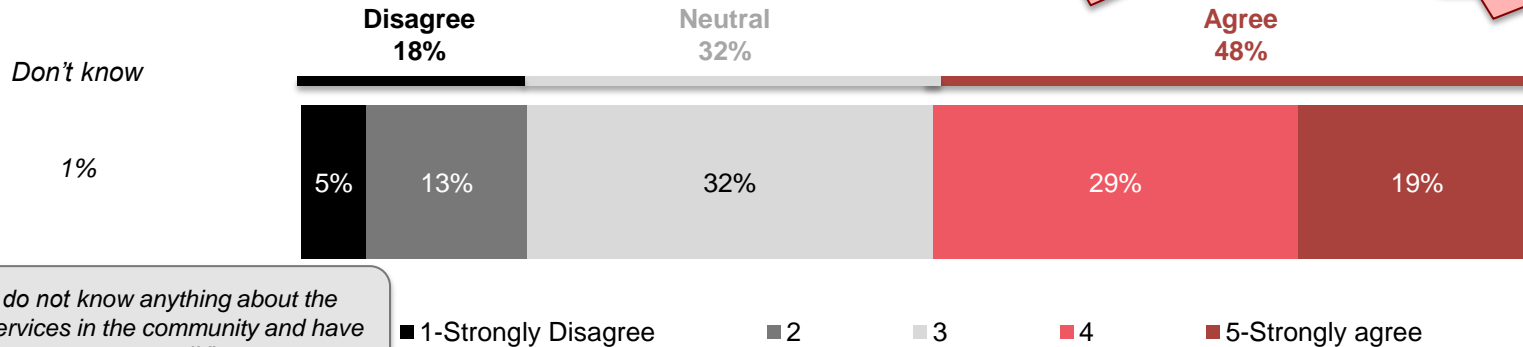
Target 2017: **45%** feel connected to their community

"I'm not that involved with activities in Edmonton. I usually end up doing things in St. Albert."

"I do not feel connected to my community, I work too much."

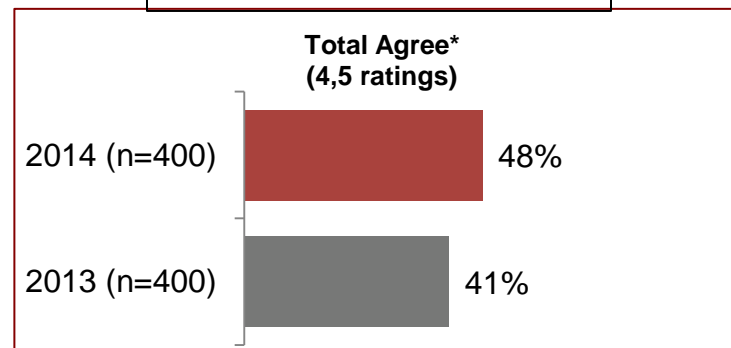
"I'm part of the community league, and we go to meetings and give our advice and opinion on different surveys they give us."

"I am involved in a lot of community activities- non profit, sports and charities etc."



"I do not know anything about the services in the community and have not seen any as well."

## Trend Over Time



"We have neighborhood barbecues. There is a newsletter going around in our neighborhood; good neighbors and there are really helpful people shoveling and helping elderly couples. I think it is a good group of people that I live among on my street anyway."

Base: Edmontonians (n=400)

\* Change in scale in 2014

# Connectedness to Community

## Telephone Survey vs. City Insight Panel

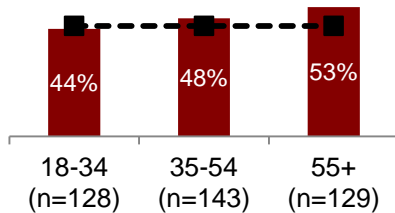
	Telephone Survey (n=400)		City Insight Panel (n=1,126)	
	Agree (4,5 ratings)	Don't know	Agree (4,5 ratings)	Don't know
I feel connected to my community	48%	1%	47%	1%

# Connectedness to Community

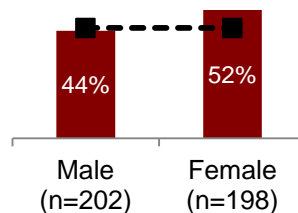
## By Demographics, 2014 - Telephone Survey

--- ■ --- Target Performance= 45% (4/5 Ratings)

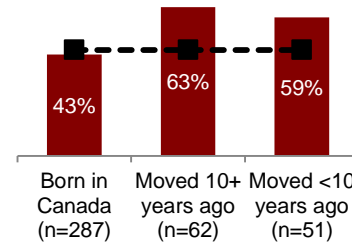
### Age



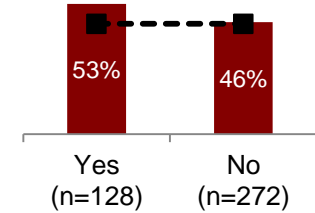
### Gender



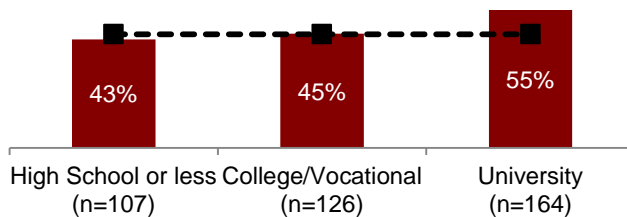
### Born in/Moved to Canada



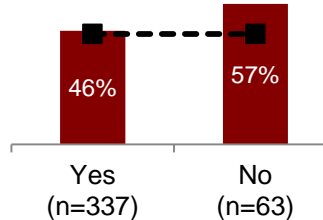
### Children in Household



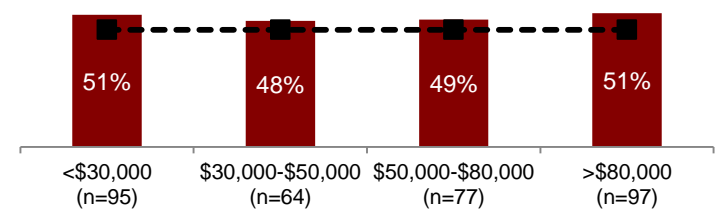
### Education



### English as First Language



### Personal Income



# Opinion Regarding Connectedness

## 2014 - Telephone Survey

Reasons Edmontonians do not feel connected to the community (1,2 ratings)	Total (n=72)
I am not well connected to the community	36%
Poor community involvement / Citizens do not actively participate in the community	8%
I am too busy to get involved	7%
More recreation facilities are required	6%
Not enough advertising regarding attractions / events	6%
It is a culturally poor city	4%
High crime rate / I do not feel the city is safe	3%
I recently moved to the city	3%
Other mentions	17%
None / I have no specified reason to feel this way	1%
I don't know / Refusal	6%

Reasons Edmontonians feel connected to the community (4,5 ratings)	Total (n=193)
I am well connected to the community	35%
My friends live in this city / Friendly people live in the city	23%
Wide variety of attractions / Many things to do in the city	11%
It is a good city / I like this city / It is a beautiful city	8%
I was born in this city / I live in this city	6%
Good accessibility within the city (no traffic, good public transit, well planned streets etc.)	5%
Need more advertising regarding attractions / events	4%
I am too busy to get involved	4%
I am informed about attractions / events	4%
Good sports/recreation facilities	3%
It is a safe city to live in / Low crime rate	2%
It is a culturally rich city	2%
Other mentions	2%
None / I have no specified reason to feel this way	2%
I don't know / Refusal	3%

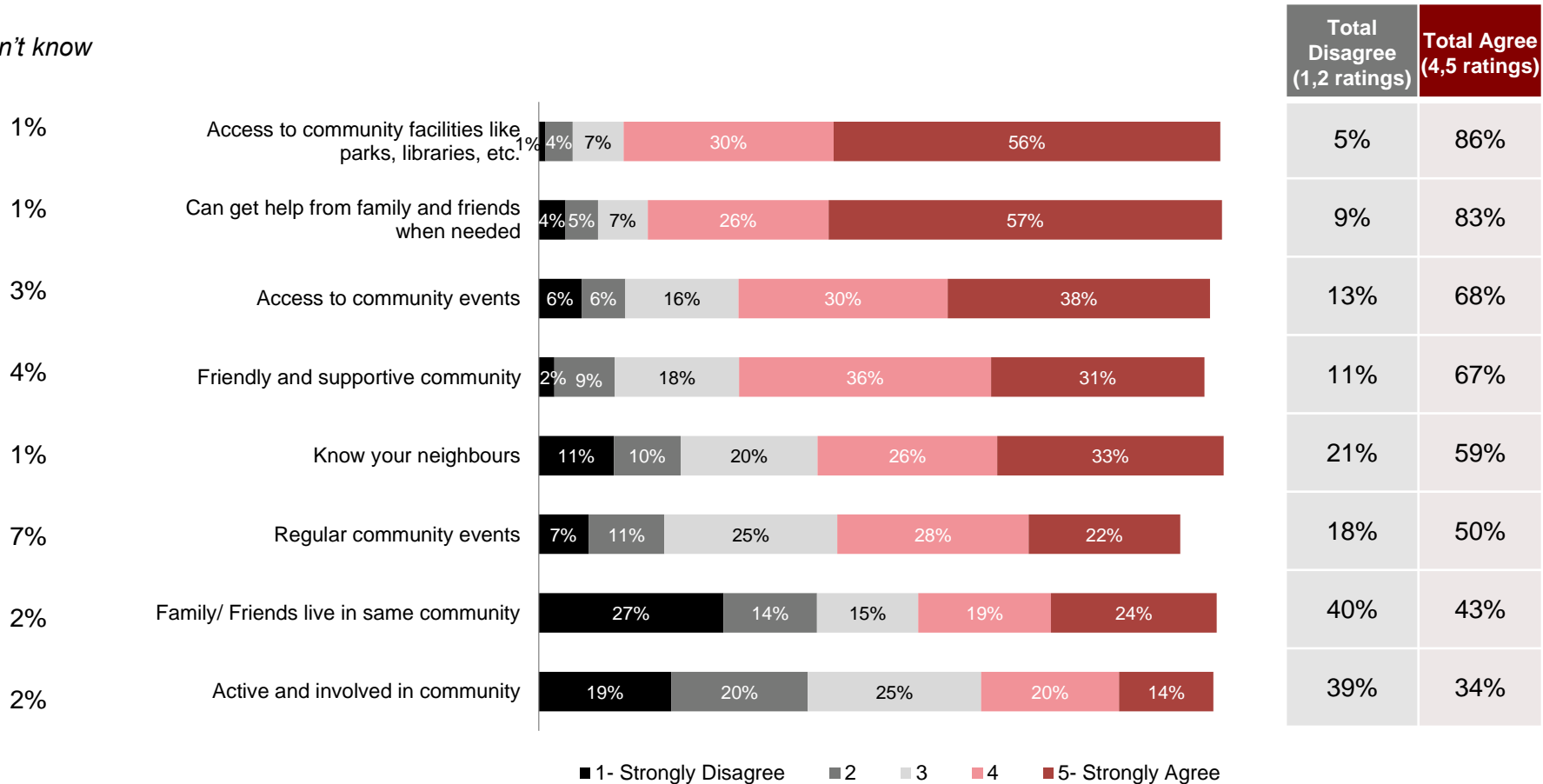
Base: Edmontonians  
Mentions less than 2% not included



# Opinions Regarding Connectedness to Community

## 2014 - Telephone Survey

Don't know



# Opinions Regarding Connectedness to Community

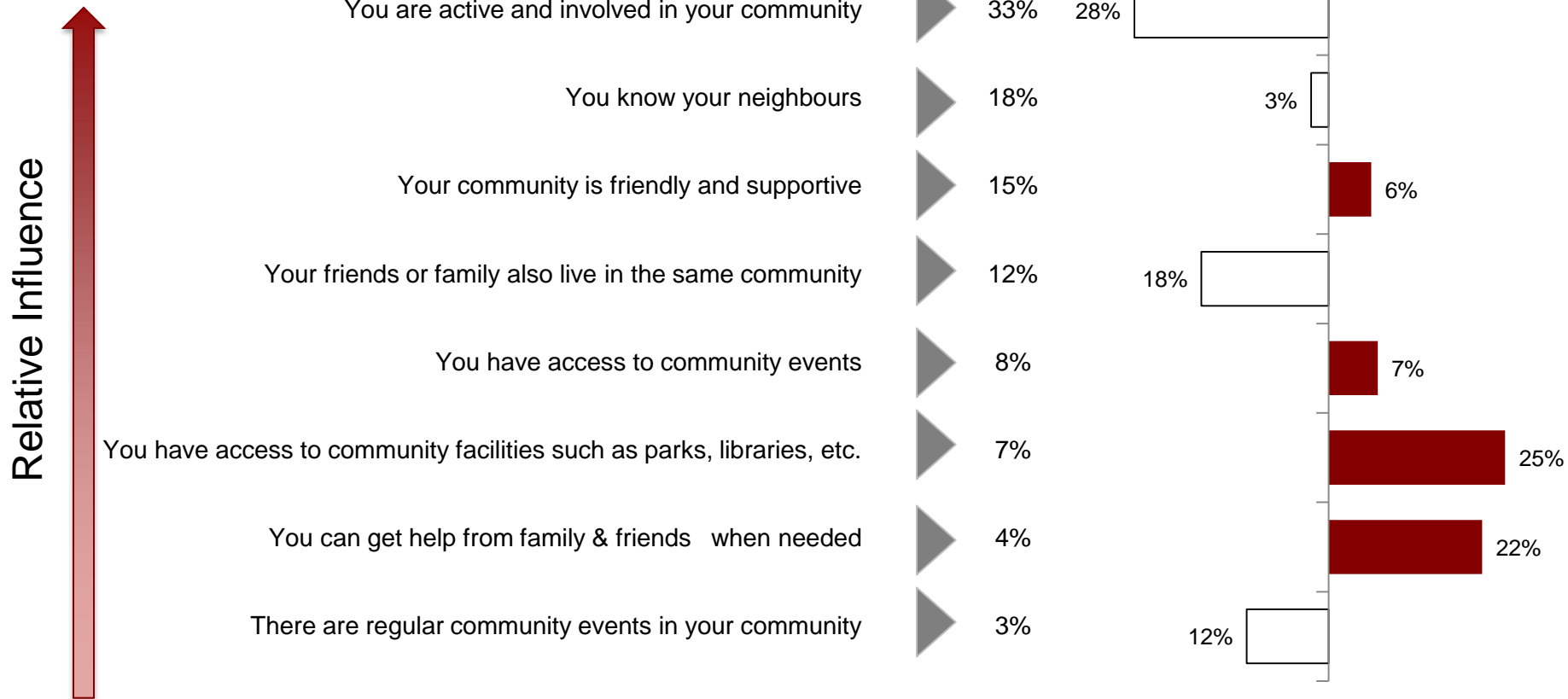
## Telephone Survey vs. City Insight Panel

	Telephone Survey (n=400)		City Insight Panel (n=1,126)	
	Agree (4,5 ratings)	Don't know	Agree (4,5 ratings)	Don't know
Access to community facilities like parks, libraries, etc.	86%	1%	86%	1%
Can get help from family and friends when needed	83%	1%	76%	1%
Access to community events	68%	3%	66%	5%
Friendly and supportive community	67%	4%	51%	8%
Know your neighbours	59%	1%	48%	<1%
Regular community events	50%	7%	47%	11%
Family/ Friends live in same community	43%	2%	36%	<1%
Active and involved in community	34%	2%	34%	1%

# Drivers of Connectedness 2014 - Telephone Survey

## IMPORTANCE

## PERFORMANCE – DEV. FROM MEAN



Percentages indicate relative impact on feeling of connectedness

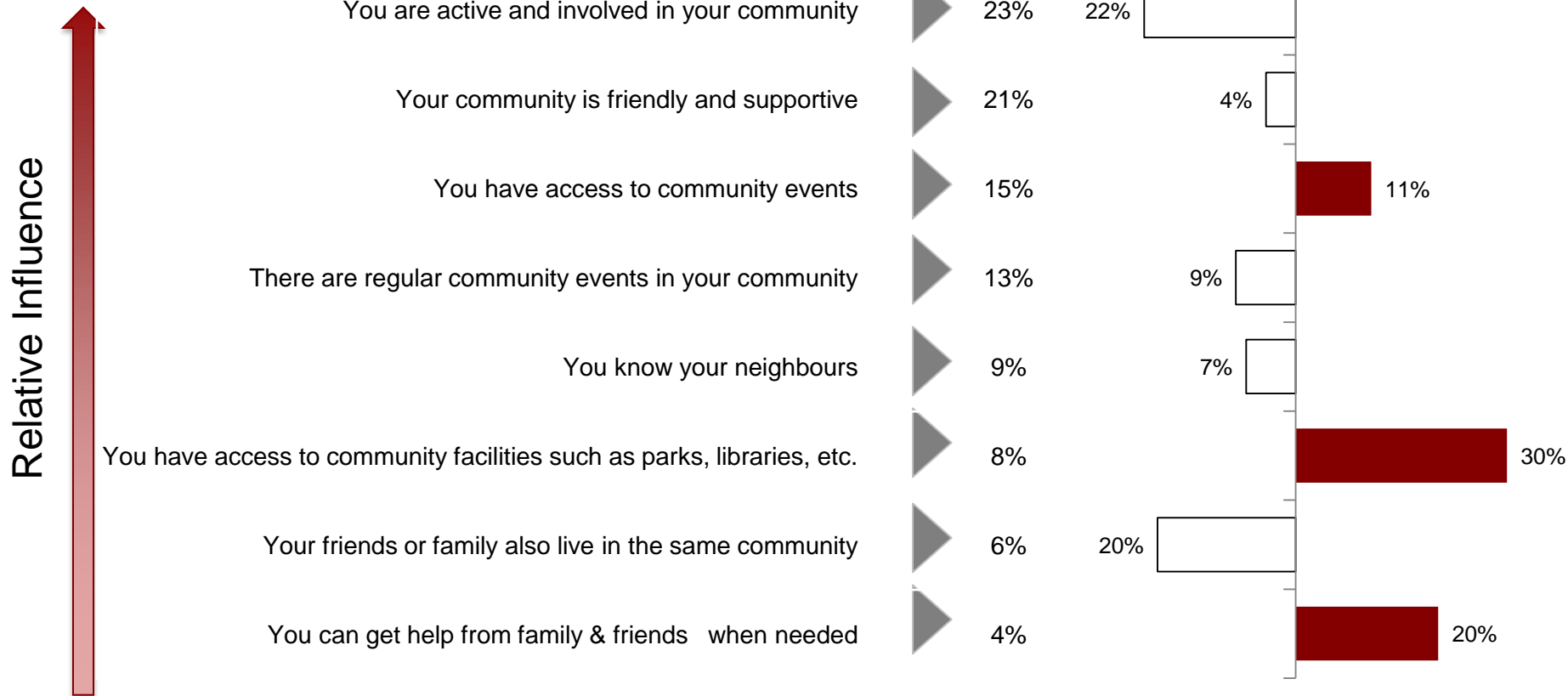
R Square .35

Base: Edmontonians (n=400)

# Drivers of Connectedness City Insight Panel

## IMPORTANCE

## PERFORMANCE – DEV. FROM MEAN



Percentages indicate relative impact on feeling of connectedness

R Square .64

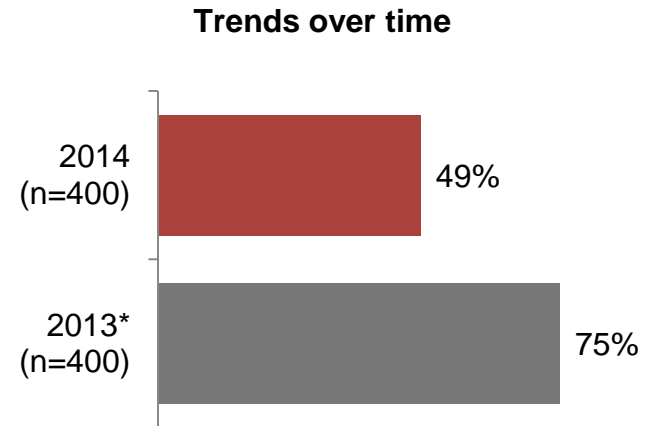
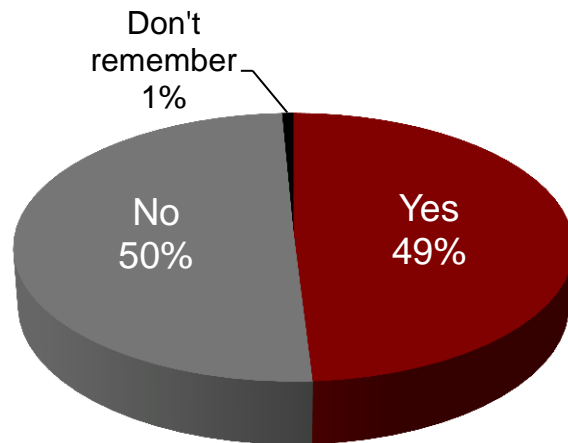
Base: City Insight Panel (n=1,126)

# Volunteerism

# Volunteering Over the Past Year

## Trends Over Time, Telephone Survey

Target: **75%** Reported Volunteering Rate



Base: Edmontonians (n=400)

**\* Change in wording in 2014** (In 2013 participants were read a list of various volunteer activities and they selected the ones in which they were involved in the last 12 months. In 2014 participants were asked if they have volunteered in the past 12 months).

## Volunteering Over the Past Year

### Telephone Survey vs. City Insight Panel

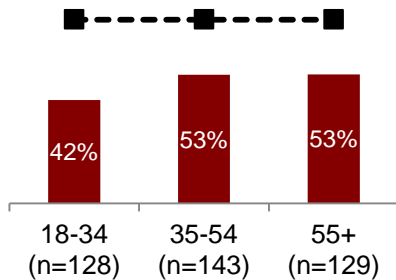
	Telephone Survey (n=400)		City Insight Panel (n=1,126)	
	Yes	Don't remember	Yes	Don't remember
Volunteered over the past year	49%	1%	65%	2%

# Volunteerism

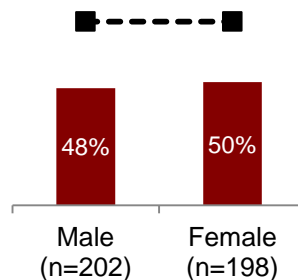
## By Demographics, 2014 - Telephone Survey

---■--- Target Performance= 75% (Yes)

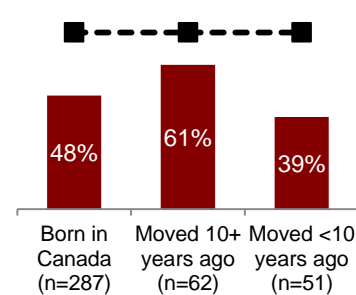
### Age



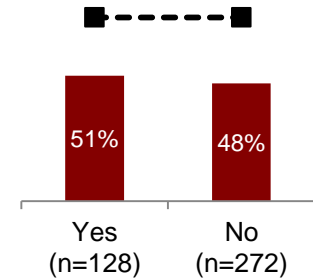
### Gender



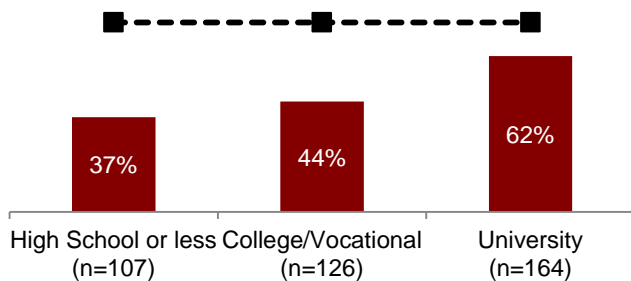
### Born in/Moved to Canada



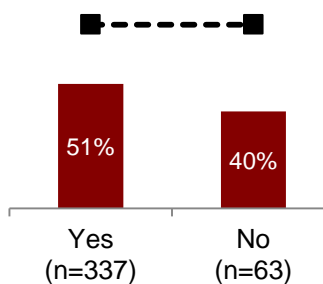
### Children in Household



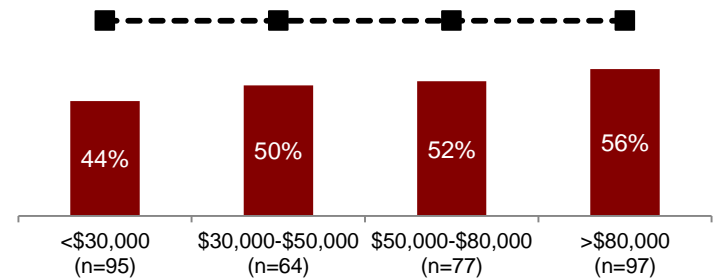
### Education



### English as First Language



### Personal Income

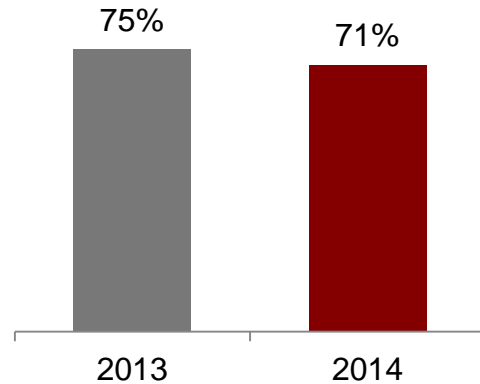




# Specific Volunteering Activities

## City Insight Panel

**Any Volunteering  
(Last 12 Months)\***



Volunteering Activities	2012 (n= 400)	2013 (n= 400)	2014 (n=1,126)
Donating time to a local charity*	-	52%	30%
Volunteering for any community board or committee other than a City of Edmonton board or committee	23%	25%	25%
Volunteering with an organization involved with youth, children or schools	39%	41%	25%
Volunteering at community events, such as festivals, City events or attractions	27%	33%	24%
Volunteering for a religious group	25%	25%	12%
Volunteering for an environmental organization	10%	9%	8%
Volunteering for a City of Edmonton board or committee	5%	4%	7%
Volunteering at your local library or other community facility	14%	15%	4%
Volunteered for a community safety project or program**	NA	10%	4%

Base: Edmontonians

Note: \*2012 data not available due to change in wording in 2013

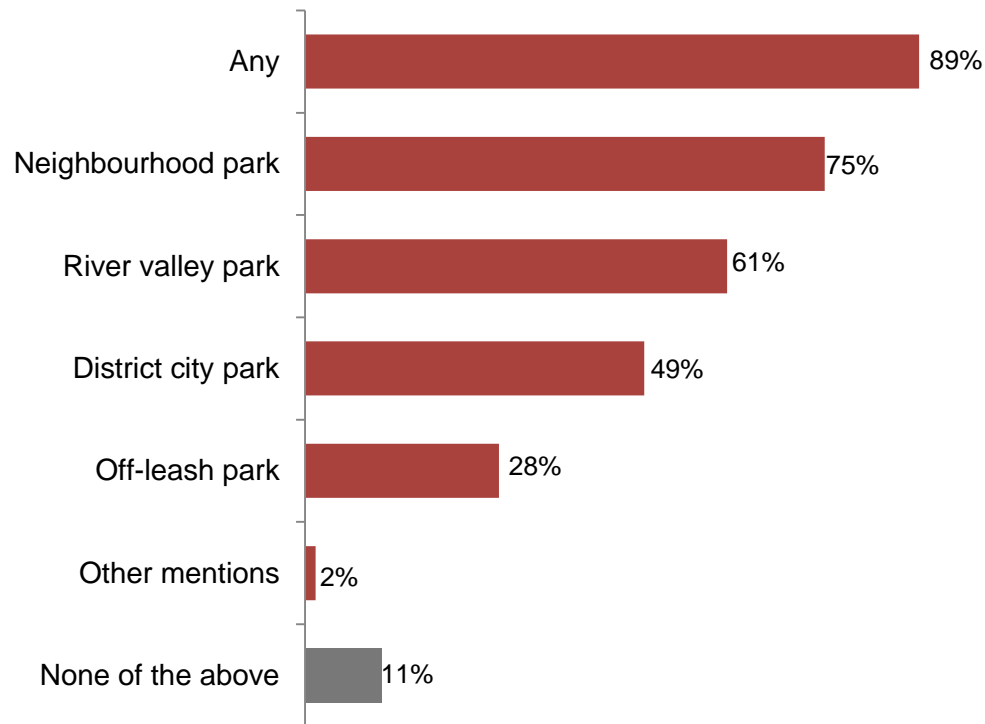
2014 data obtained from Insight Panel (online) whereas 2012 and 2013 data obtained from Telephone Surveys

\*\*New question in 2013

# City Parks Visitation

# City Park Visitation 2014 - Telephone Survey

Target: **83%** Visitation



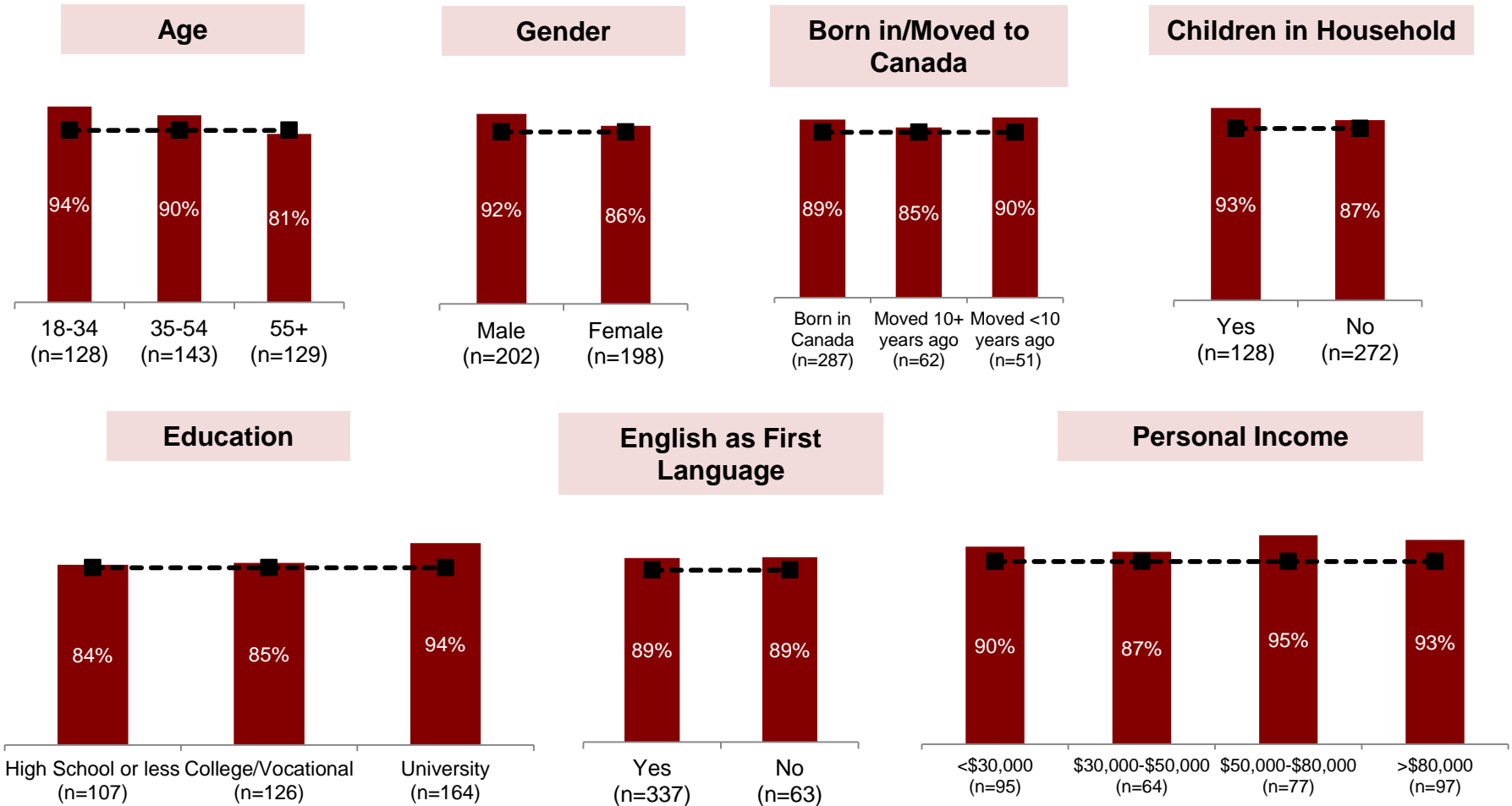
## City Park Visitation Telephone Survey vs. City Insight Panel

Used in last 12 months	Telephone Survey (n=400)	City Insight Panel (n=1,126)
<b>Any</b>	<b>89%</b>	<b>93%</b>
Neighbourhood park	75%	85%
River valley park	61%	77%
District city park	49%	41%
Off-leash park	28%	30%
Other mentions	2%	4%
None of the above	11%	7%

# Park Visitations

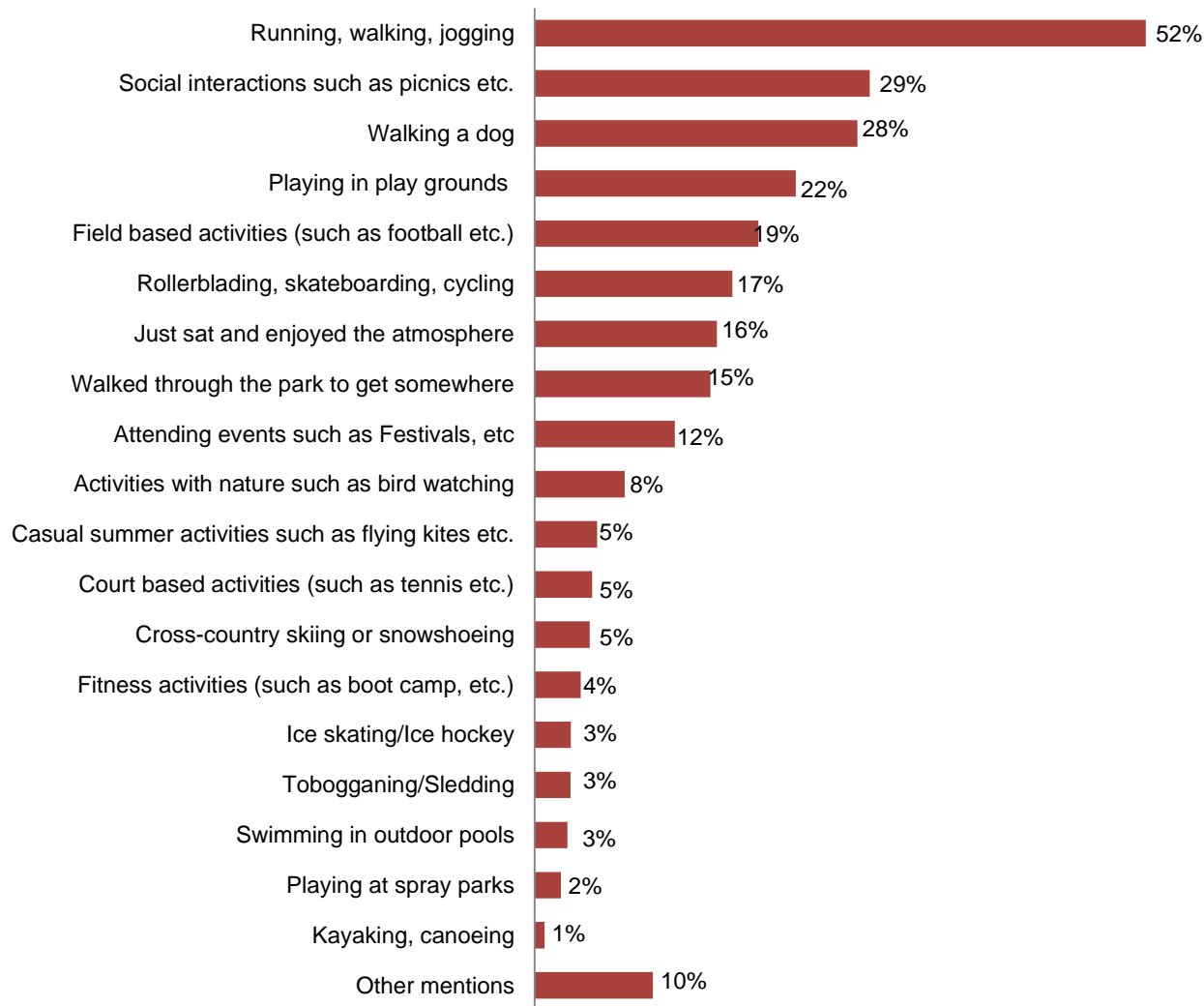
## By Demographics, 2014 - Telephone Survey

---■--- Target Performance= 83% (used in past 12 months)



# Activities

## 2014 - Telephone Survey



Base: Edmontonians who used any of the city parks (n=355)

# Activities

## Telephone Survey vs. City Insight Panel

Used any city park in last 12 months	Telephone Survey (n=355)	City Insight Panel (n=1,047)
Running, walking, jogging	52%	82%
Social interactions such as picnics etc.	29%	55%
Walking a dog	28%	40%
Playing in play grounds	22%	39%
Field based activities (such as football etc.)	19%	25%
Rollerblading, skateboarding, cycling	17%	31%
Just sat and enjoyed the atmosphere	16%	59%
Walked through the park to get somewhere	15%	62%
Attending events such as Festivals, etc	12%	63%
Activities with nature such as bird watching	8%	52%
Casual summer activities such as flying kites etc.	5%	41%
Court based activities (such as tennis etc.)	5%	10%
Cross-country skiing or snowshoeing	5%	16%
Fitness activities (such as boot camp, etc.)	4%	10%
Ice skating/Ice hockey	3%	21%
Tobogganing/Sledding	3%	19%
Swimming in outdoor pools	3%	13%
Playing at spray parks	2%	27%
Kayaking, canoeing	1%	6%
Other mentions	10%	9%

# Profile of Respondents



# Profile of Respondents

	Total
n=	400
<b>Gender</b>	
Male	50%
Female	50%
<b>Age</b>	
18 - 24	11%
25 - 34	23%
35 - 44	16%
45 - 54	19%
55 - 64	17%
65 years and over	14%
<b>Duration of stay in Edmonton</b>	
6 months to less than 1 year	3%
1 year to less than 3 years	9%
3 years to less than 5 years	7%
5 years or more	81%
<b>City Quadrant</b>	
NW	29%
NE	21%
SE	24%
SW	25%

	Total
n=	400
<b>People in household</b>	
1	16%
2	32%
3	22%
4+	30%
Prefer not to answer	<1%
<b>Age of people in household</b>	
Under 10 years of age	19%
Between 10 and 17 years of age	19%
Between 18 and 65 years of age	90%
Older than 65	17%
<b>Education</b>	
Less than high school	5%
Graduated high school	22%
Graduated college, technical or vocational school	31%
Graduated university	41%
Prefer not to answer	1%

## Profile of Respondents (continued)

	Total
n=	400
<b>Employment</b>	
Working full time	58%
Working part time	13%
A student	5%
Not working outside the home	9%
Retired	16%
Prefer not to answer	<1%
<b>Annual household income</b>	
Less than \$20,000	5%
Between \$20,000 and \$29,999	8%
Between \$30,000 and \$49,999	11%
Between \$50,000 and \$79,999	16%
Between \$80,000 and \$119,999	15%
\$120,000 or more	28%
Prefer not to answer	17%
<b>Annual personal income</b>	
Less than \$20,000	15%
Between \$20,000 and \$29,999	9%
Between \$30,000 and \$49,999	16%
Between \$50,000 and \$79,999	19%
Between \$80,000 and \$119,999	12%
\$120,000 or more	12%
Prefer not to answer	16%

	Total
n=	400
<b>Primary language</b>	
English	84%
French	1%
Others	15%
<b>Work for City of Edmonton</b>	
Yes	8%
No	92%
<b>Voted in most recent municipal election</b>	
Yes	62%
No	35%
I was not eligible	3%
<b>Own or rent</b>	
Own	69%
Rent	31%
<b>Type of residence</b>	
House	60%
Duplex	5%
Four-plex	2%
Apartment	13%
Condo	12%
Townhouse	6%
Other	2%

## Profile of Respondents (continued)

	Total
n=	400
<b>Born</b>	
Born in Canada	72%
Moved to Canada from somewhere else.	28%
<b>Year moved to Canada</b>	<b>n=113*</b>
1929 - 1980	23%
1981 - 2000	22%
2001 - 2010	33%
2011 - 2014	22%

\* Base: Moved to Canada from somewhere else

# Appendix

2014 - Telephone Survey

# Overall Perceptions About the City

## By Gender, Age and Personal Income

Top 2 Box (4,5 ratings)	Gender		Age		
	Male n=202	Female n=198	18-34 n=128	35-54 n=143	55+ n=129
Overall quality of life in the City of Edmonton	74%	75%	80%	66%	79%
Overall satisfaction with living in the City of Edmonton	77%	77%	81%	72%	78%
Edmonton is a great place to live	78%	80%	80%	73%	83%
Edmonton is a great place to work	80%	86%	88%	78%	82%
Edmonton is a great place to invest	66%	64%	69%	65%	61%
Edmonton has a diverse economy	59%	70%	64%	64%	66%

Top 2 Box (4,5 ratings)	Personal Income			
	<\$30,000 n=95	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=77	\$80,000+ n=97
Overall quality of life in City of Edmonton	69%	72%	81%	77%
Overall satisfaction with living in the City of Edmonton	73%	73%	79%	84%
Edmonton is a great place to live	70%	81%	79%	86%
Edmonton is a great place to work	78%	91%	82%	87%
Edmonton is a great place to invest	61%	70%	69%	68%
Edmonton has a diverse economy	63%	77%	64%	59%

# City Design and Attractiveness

## By Gender and Age

Total Agree (4,5 ratings)	Gender		Age		
	Male n=202	Female n=198	18-34 n=128	35-54 n=143	55+ n=129
Edmonton is a well-designed attractive city	41%	51%	44%	44%	50%
Streets are well designed	39%	46%	48%	41%	38%
Streets are well maintained	33%	33%	37%	33%	28%
Transit system is well designed and attractive	34%	43%	42%	35%	39%
Public spaces like parks and squares are desirable places to visit	75%	81%	87%	72%	74%
Clean and generally free from litter	62%	61%	65%	66%	52%
City parks and recreation areas are well maintained	81%	76%	85%	76%	75%
Wide range of housing available	60%	54%	65%	54%	52%
Great place for entertainment and fun	67%	71%	74%	65%	67%
Open and welcoming to newcomers	75%	74%	82%	73%	67%
Culturally diverse	89%	88%	90%	87%	89%
Great place to visit	63%	67%	67%	60%	68%
Environmentally responsible city	73%	72%	73%	73%	71%
Well-maintained business districts	63%	59%	68%	55%	61%
Attractive streetscaping such as, flower pots, lighting, furniture, signage, etc.	50%	57%	56%	53%	52%
Parks and green spaces are spread throughout the city	85%	81%	87%	78%	85%

# City Design and Attractiveness

## By Personal Income

Total Agree (4,5 ratings)	Personal Income			
	<\$30,000 n=95	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=77	\$80,000+ n=97
Edmonton is a well-designed attractive city	48%	53%	35%	45%
Streets are well designed	48%	40%	40%	36%
Streets are well maintained	40%	39%	27%	27%
Transit system is well designed and attractive	51%	44%	42%	22%
Public spaces like parks and squares are desirable places to visit	78%	83%	81%	80%
Clean and generally free from litter	61%	64%	61%	62%
City parks and recreation areas are well maintained	77%	78%	79%	87%
Wide range of housing available	58%	60%	61%	53%
Great place for entertainment and fun	71%	63%	65%	73%
Open and welcoming to newcomers	75%	81%	77%	73%
Culturally diverse	92%	86%	88%	90%
Great place to visit	62%	70%	64%	63%
Environmentally responsible city	67%	80%	74%	73%
Well-maintained business districts	65%	66%	60%	55%
Attractive streetscaping such as, flower pots, lighting, furniture, signage, etc.	60%	59%	47%	51%
Parks and green spaces are spread throughout the city	81%	81%	83%	90%

## Quality of Life By Gender and Age

Total Agree (4,5 ratings)	Gender		Age		
	Male n=202	Female n=198	18-34 n=128	35-54 n=143	55+ n=129
Have access to infrastructure, amenities and services that will improve quality of life	69%	71%	82%	62%	66%
City parks are accessible	89%	83%	89%	86%	84%
The waste water management system is well maintained	73%	71%	84%	67%	65%
All citizens have equal access to services and amenities	69%	51%	73%	59%	48%
The transit system is able to get me where I need to go	46%	52%	51%	46%	50%
Commercial development is well managed	54%	47%	64%	49%	38%
Traffic signals maintain a reasonable flow of traffic	48%	59%	59%	51%	50%
Street lighting is effective	81%	73%	82%	75%	74%
There are enough libraries to serve the needs of Edmontonians	74%	73%	83%	69%	69%
The solid waste management system is efficient and effective	78%	78%	88%	73%	73%
The storm water management systems are well maintained	66%	59%	77%	56%	54%
Snow clearing services are responsive	45%	47%	57%	41%	39%



## Quality of Life By Personal Income

Total Agree (4,5 ratings)	Personal Income			
	<\$30,000 n=95	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=77	\$80,000+ n=97
Have access to infrastructure, amenities and services that will improve quality of life	60%	72%	77%	78%
City parks are accessible	84%	89%	92%	89%
The waste water management system is well maintained	76%	80%	71%	71%
All citizens have equal access to services and amenities	56%	72%	65%	57%
The transit system is able to get me where I need to go	52%	61%	51%	39%
Commercial development is well managed	58%	52%	48%	51%
Traffic signals maintain a reasonable flow of traffic	58%	60%	56%	49%
Street lighting is effective	74%	80%	77%	82%
There are enough libraries to serve the needs of Edmontonians	79%	74%	74%	73%
The solid waste management system is efficient and effective	81%	77%	79%	80%
The storm water management systems are well maintained	73%	65%	63%	62%
Snow clearing services are responsive	49%	55%	42%	46%

# Safety

## By Gender, Age and Region

Total Agree (4,5 ratings)	Gender		Age		
	Male n=202	Female n=198	18-34 n=128	35-54 n=143	55+ n=129
Overall, I feel Edmonton is a safe city	73%	65%	73%	66%	68%
Edmonton is a safe city during the day	93%	88%	97%	85%	89%
Edmonton is a safe city at night	52%	37%	45%	47%	42%
I feel safe walking in my neighbourhood	90%	82%	90%	84%	85%
I feel safe in my home	97%	95%	97%	95%	96%
I feel safe in my local neighbourhood parks	88%	82%	88%	82%	85%
I feel safe walking downtown	64%	53%	63%	50%	64%
I feel safe in the river valley parks	76%	51%	70%	63%	56%
I feel safe using the LRT	67%	58%	69%	55%	63%
I feel safe using the bus system	72%	63%	72%	62%	68%
I feel safe leaving my residence or property unattended	73%	74%	80%	71%	71%
I feel prevention is an approach to reduce crime	83%	82%	85%	81%	81%

Base: Edmontonians (n= 378- 400)

Note: Not Applicable responses excluded from Q14

## Safety

### By Personal Income

Total Agree (4,5 ratings)	Personal Income			
	<\$30,000 n=95	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=77	\$80,000+ n=97
Overall, I feel Edmonton is a safe city	65%	66%	75%	75%
Edmonton is a safe city during the day	90%	89%	90%	93%
Edmonton is a safe city at night	39%	45%	45%	54%
I feel safe walking in my neighbourhood	84%	80%	93%	91%
I feel safe in my home	98%	95%	96%	95%
I feel safe in my local neighbourhood parks	87%	76%	87%	90%
I feel safe walking downtown	57%	58%	61%	61%
I feel safe in the river valley parks	61%	69%	63%	68%
I feel safe using the LRT	65%	65%	63%	64%
I feel safe using the bus system	69%	67%	73%	62%
I feel safe leaving my residence or property unattended	79%	70%	73%	74%
I feel prevention is an approach to reduce crime	81%	79%	86%	88%

Base: Edmontonians (n= 378- 400)

Note: Not Applicable responses excluded from Q14

## Connectedness By Gender and Age

Total Agree (4,5 ratings)	Gender		Age		
	Male n=202	Female n=198	18-34 n=128	35-54 n=143	55+ n=129
I feel connected to my community	44%	52%	44%	48%	53%
Friendly and supportive community	67%	68%	66%	62%	76%
Active and involved in community	33%	35%	31%	38%	33%
Access to community facilities such as parks, libraries, etc.	88%	85%	87%	84%	89%
Access to community events	69%	68%	63%	68%	74%
Family/friends live in same community	40%	46%	40%	48%	41%
Know your neighbours	56%	62%	47%	56%	75%
Regular community events	48%	51%	48%	52%	50%
Can get help from family & friends when needed	79%	87%	88%	75%	88%

# Connectedness

## By Personal Income

Total Agree (4,5 ratings)	Personal Income			
	<\$30,000 n=95	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=77	\$80,000+ n=97
I feel connected to my community	51%	48%	49%	51%
Friendly and supportive community	72%	70%	62%	68%
Active and involved in community	35%	27%	40%	42%
Access to community facilities such as parks, libraries, etc.	83%	89%	94%	88%
Access to community events	63%	63%	75%	75%
Family/friends live in same community	46%	47%	48%	47%
Know your neighbours	58%	51%	59%	62%
Regular community events	54%	48%	61%	52%
Can get help from family & friends when needed	85%	84%	87%	80%

# Volunteerism

## By Gender, Age and Personal Income

Total Yes	Gender		Age		
	Male n=202	Female n=198	18-34 n=128	35-54 n=143	55+ n=129
Volunteered over the past year	48%	50%	42%	53%	53%

Total Yes	Personal Income			
	<\$30,000 n=95	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=77	\$80,000+ n=97
Volunteered over the past year	44%	50%	52%	56%

# Activities

Activities	Neighbourhood park (n=301)	River valley park (n=244)	District city park (n=196)	Off-leash park (n=112)
Running, walking, jogging	35%	49%	37%	17%
Playing in play grounds (outdoor play areas for children with equipment)	25%	3%	7%	-
Field based activities (such as football, rugby, soccer, lacrosse, field hockey, flag football, ultimate Frisbee, cricket, baseball, softball)	17%	2%	17%	1%
Social interactions such as picnics, gatherings, etc.	15%	19%	18%	2%
Walking a dog	11%	10%	5%	76%
Walked through the park to get somewhere	10%	11%	6%	3%
Just sat and enjoyed the atmosphere	10%	8%	10%	6%
Rollerblading, skateboarding, cycling	7%	20%	8%	3%
Activities with nature such as bird watching or simply relaxing outside	5%	4%	4%	1%
Attending events such as Festivals, sports tournaments, etc	5%	6%	10%	-
Court based activities (such as tennis, sand/beach volleyball, basketball)	4%	1%	3%	1%
Casual summer activities such as flying kites, playing Frisbee, etc.	3%	2%	2%	-
Fitness activities (such as boot camp, yoga, tai chi, etc.)	3%	3%	1%	-
Swimming in outdoor pools	2%	<1%	2%	-
Playing at spray parks	2%	<1%	1%	1%
Tobogganing/Sledding	2%	1%	<1%	1%
Ice skating/Ice hockey	2%	2%	2%	-
Cross-country skiing or snowshoeing	1%	4%	2%	-
Kayaking, canoeing	<1%	<1%	1%	-
Other mentions	7%	4%	7%	3%

Base: Edmontonians who visited each respective park in the past 12 months

# Park Visitations

## By Gender, Age and Personal Income

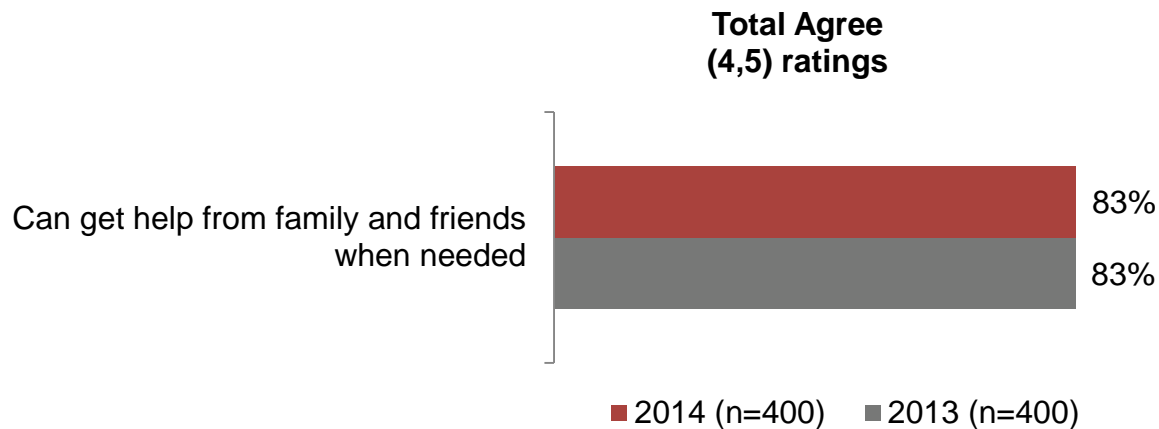
Total Agree (4,5 ratings)	Gender		Age		
	Male n=202	Female n=198	18-34 n=128	35-54 n=143	55+ n=129
<b>Any</b>	<b>92%</b>	<b>86%</b>	<b>94%</b>	<b>90%</b>	<b>81%</b>
Neighbourhood Park	77%	74%	75%	82%	67%
River Valley Park	64%	59%	66%	59%	57%
District City Park	51%	47%	52%	54%	40%
Off-leash Park	29%	27%	32%	27%	25%
Other	2%	1%	2%	1%	1%
None of the above	8%	14%	6%	10%	19%

Total Agree (4,5 ratings)	Personal Income			
	<\$30,000 n=95	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=77	\$80,000+ n=97
<b>Any</b>	<b>90%</b>	<b>87%</b>	<b>95%</b>	<b>93%</b>
Neighbourhood Park	67%	72%	77%	88%
River Valley Park	56%	51%	64%	79%
District City Park	45%	47%	44%	59%
Off-leash Park	25%	22%	40%	32%
Other	-	3%	-	3%
None of the above	10%	13%	5%	7%



# Opinions Regarding Connectedness to Community

## Trends Over Time

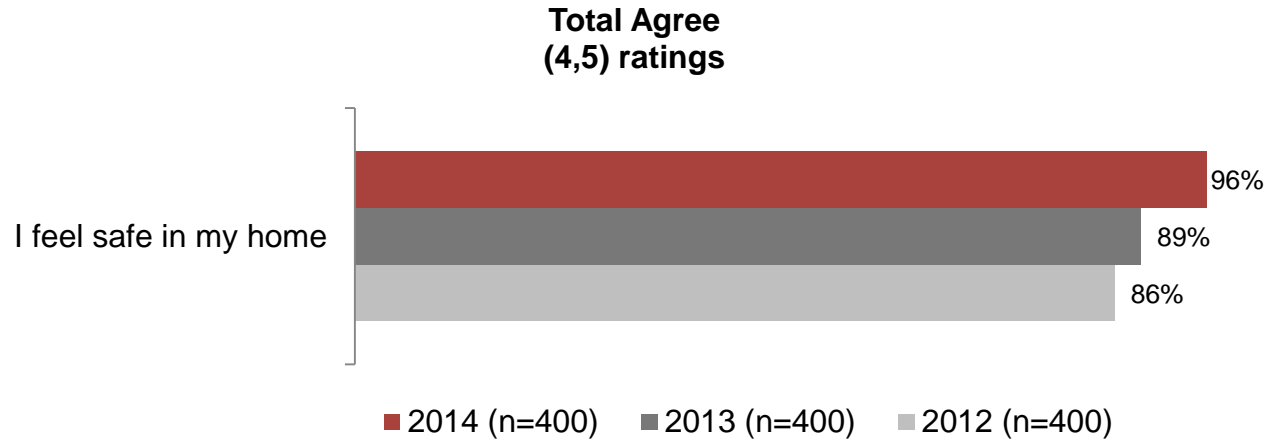


Base: Edmontonians

\*New question in 2013. Change in scale in 2014

# Personal Safety in the City

## Trends Over Time



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