



City of Edmonton

Measuring Progress Survey

January 2016

Context & Objectives

In 2015, 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.

The 2015 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

2015 - Telephone Survey

Data Collection

- 400 telephone interviews were conducted with Edmonton residents.
- Interviews were conducted between November 24th and December 15th, 2015.
- 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 ± 4.9 percentage points, 19 times out of 20.

Telephone vs. Online Survey

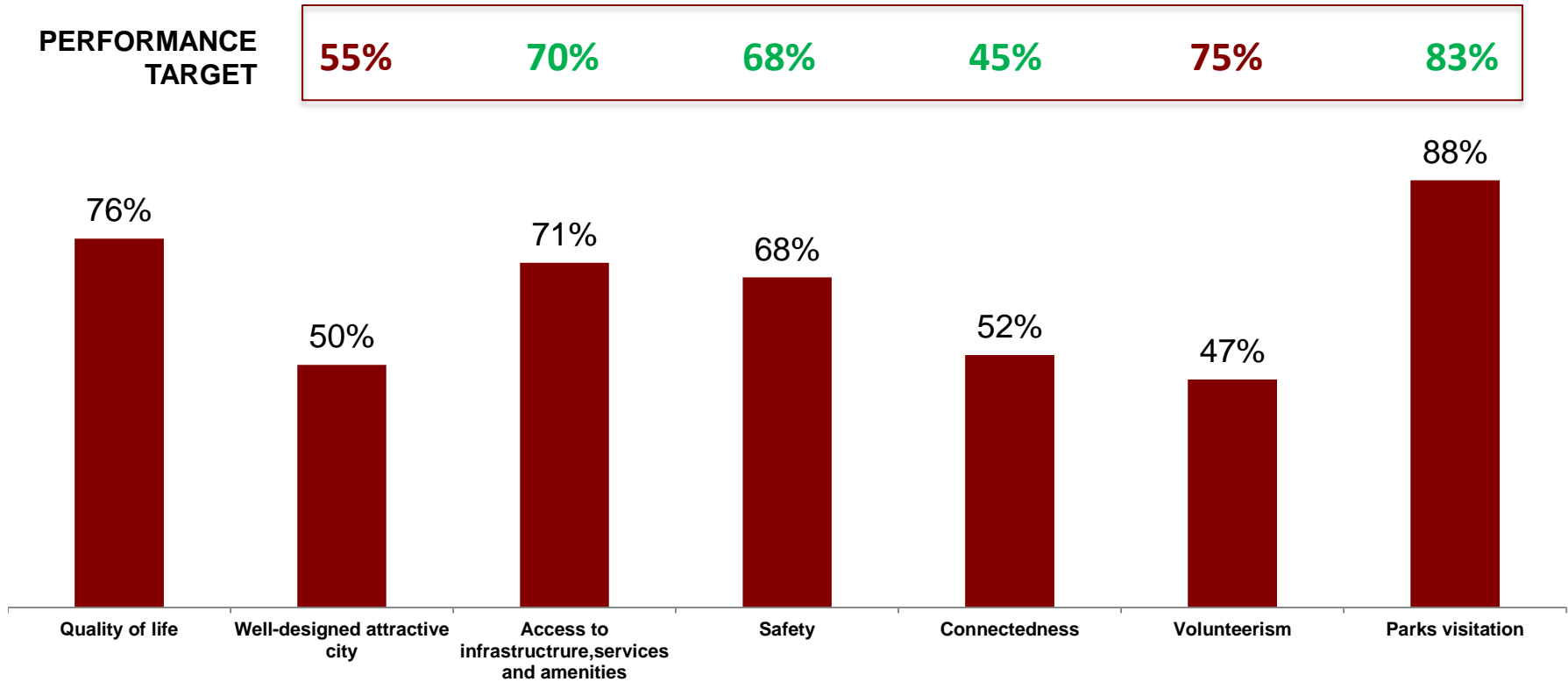
In addition to the phone survey conducted by Leger, City of Edmonton also administered the same survey with the City's Insight Community.

1,630 Edmontonians were surveyed using the City of Edmonton's Insight Community (a very similar 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 the Insight Community are included as a reference.

Key Insights

Performance Against Targets 2015 - Telephone Survey



2015 Performance based on 4/5 ratings for all parameters other than volunteerism (yes) and parks visitation (used in past 12 months)

Summary of Findings

2015 - Telephone Survey

OVERALL QUALITY OF LIFE

- Edmontonians (76% 4/5 ratings) feel positive about the quality of life in Edmonton, consistent with previous years.
- The majority are satisfied (80% 4/5 ratings) with living in the City of Edmonton, consistent with 2014.
- The City is also seen as a great place to live (79% 4/5 ratings) and a great place to work (72%), and to a lesser extent a great place to invest (55%) with a diverse economy (52%). The perception that Edmonton is a great place to live is identical to 2014, however, the economic parameters (great place to work, great place to invest, diverse economy), have declined in 2015, likely due to the current economic conditions in Alberta.
- The key contributors to quality of life are...
 - Great place to live
 - Great place to work
 - Overall, safe
 - Access to infrastructure, services and amenities
 - Great place to invest
 - Diverse economy
 - Well designed and attractive
 - Connected

Summary of Findings

2015 - Telephone Survey

CITY DESIGN AND ATTRACTIVENESS

- Half (50% 4/5 ratings) consider the City to be well-designed and attractive. Although this figure remains lower than the 2018 performance target of 55%, it has been trending upward since 2013 (38% in 2013, 46% in 2014, 50% in 2015).
- 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 designed and maintained, and perceptions of the transit system are weaker as well.
 - For most parameters, perceptions have remained steady.
- The main drivers of well-designed and attractive city are....
 - Well designed streets
 - Great place to visit
 - Public spaces like parks and squares are desirable places to visit
 - Transit system is well designed and attractive
 - Open and welcoming to newcomers, with a wide range of housing available
 - Clean and generally free from litter
 - Well maintained business districts

Summary of Findings

2015 - Telephone Survey

ACCESS TO INFRASTRUCTURE AND AMENITIES TO IMPROVE QUALITY OF LIFE

- Consistent with 2013 and 2014, the majority (71% 4/5 ratings) of the residents agree that they have access to infrastructure, amenities and services that will improve their quality of life, which meets the performance target.
- Accessible parks, effective solid waste management, enough libraries and effective street lighting garner the strongest positive ratings. On the other hand, endorsements are relatively weaker on commercial development being well managed and the ability of the transit system to take people where they need to go. Nearly all parameters remain consistent with 2014, with the exception of responsiveness of snow clearing, which has improved, likely due to the relatively light snowfall near the end of 2015.

SAFETY IN THE CITY

- The majority (68% 4/5 ratings) agree that Edmonton is a safe city, which meets the performance target.
 - However, there continues to be a significant gap between feelings of safety during the day vs. at night. Less than half (45%) feel safe at night overall while the majority (85%) feel safe during the day.
 - The vast majority feel safe in their homes and neighbourhood. However, confidence drops when it comes to using the LRT or walking in downtown.
- The strongest contributors to feelings of safety are...
 - Feeling safe walking downtown
 - Feeling safe in the river valley parks
 - Feeling safe leaving one's residence or property unattended

Summary of Findings

2015 - Telephone Survey

CONNECTEDNESS

- Over half (52% 4/5 ratings) feel connected to their community, which exceeds the performance target (45%) and has been trending upward since 2013 (41% in 2013, 48% in 2014, 52% in 2015).
- Generally, citizens feel they have access to community facilities and they can get help from their friends / family if required.
- However, only about a third (34% 4/5 ratings) are active and involved in their community, consistent with 2014.
- The strongest contributors to connectedness are...
 - Community is friendly and supportive
 - Feel welcome and socially included in community
 - Active and involved in community
 - Regular events in community

VOLUNTEERISM

- Almost half (47% 4/5 ratings) have participated in a volunteering activity in the past year, consistent with 2014 (49%) and below the performance target of 75%.

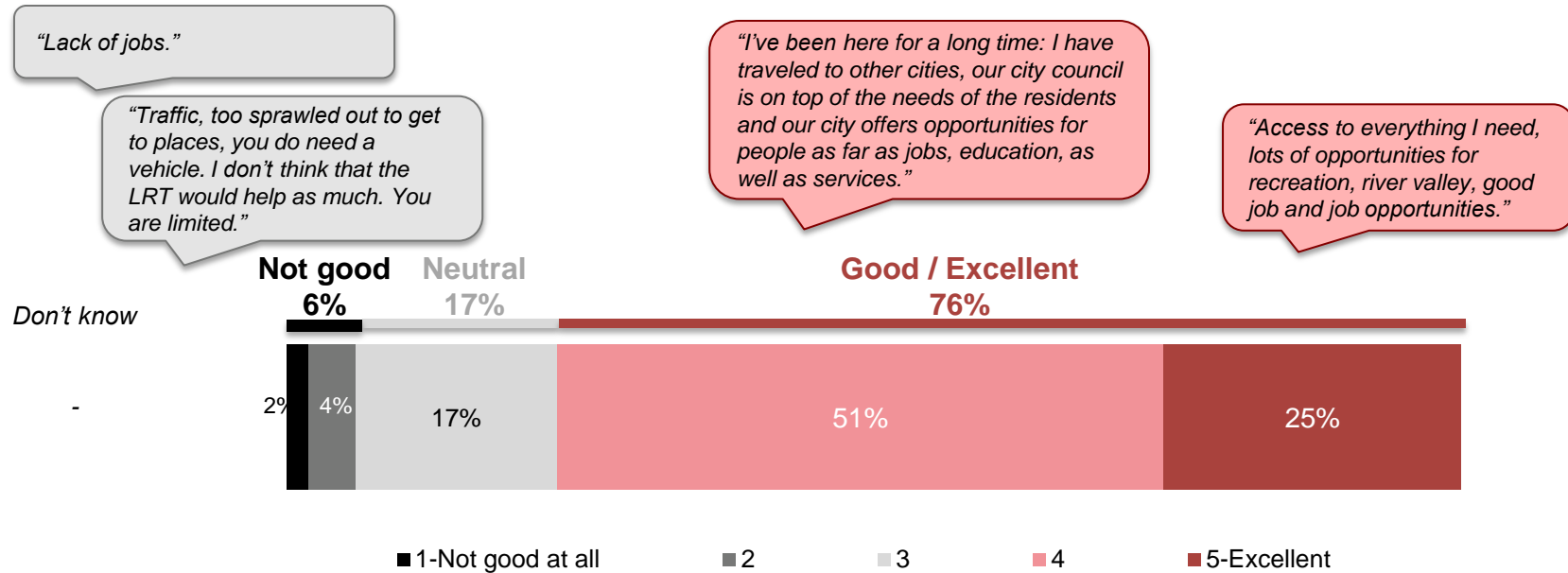
CITY PARKS VISITATION

- The majority (88%) have used a City Park in the past year – higher than the performance target of 83%.
 - Neighbourhood parks (79%) followed by the river valley parks (70%) are the most commonly visited, and usage of each type of park has improved in 2015.

Detailed Results

Overall Perceptions about the City

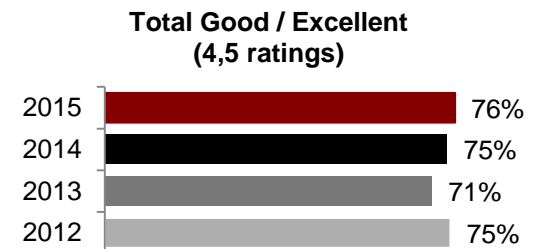
Overall Quality of Life 2015 - Telephone Survey



"It's really hard to find housing for people who work part-time. They care more about people who have money than people who don't have money. Potholes and traffic flow in main congested areas are hard to get through. Since they started developing the South side, traffic is extremely heavy - roadways are not wide enough."

"The city is clean, services are good, city is safe... always room for improvement."

Trend Over Time



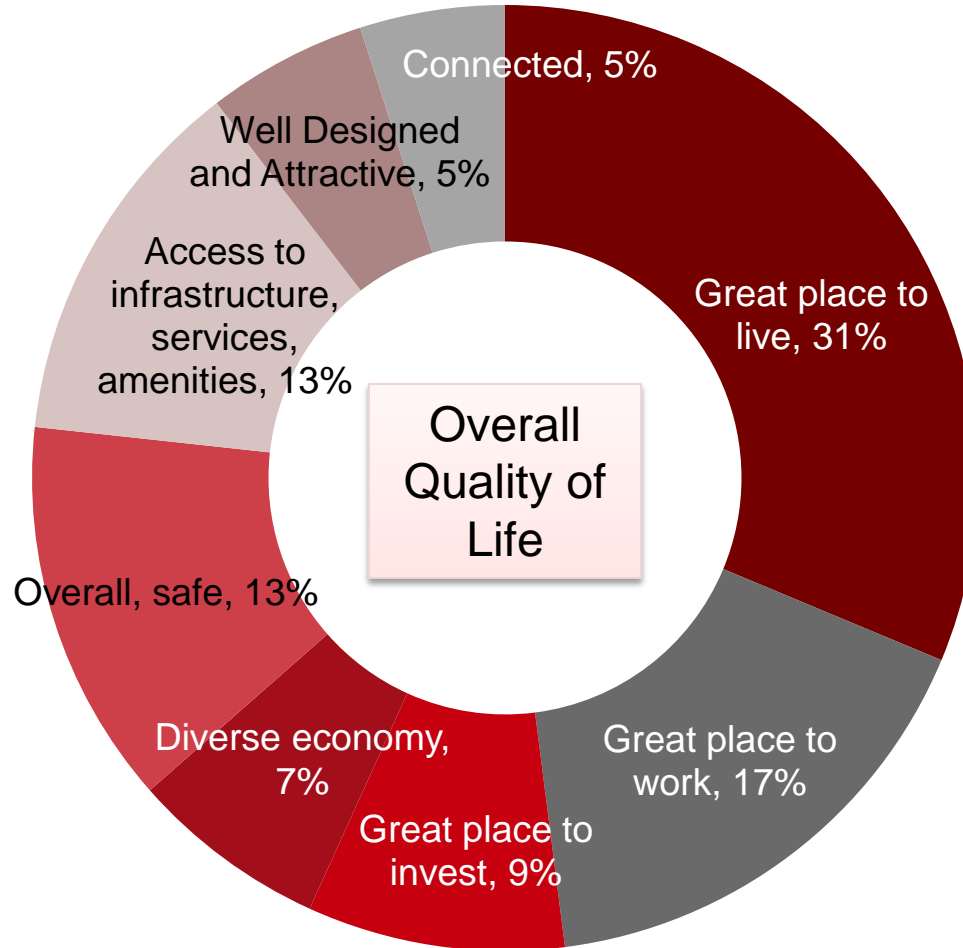
Base: Edmontonians (n=400)

Overall Quality of Life

Telephone Survey vs. City Insight Panel

	Telephone Survey		City Insight Panel	
	Good/Excellent (4,5 ratings)			
	2014	2015	2014	2015
	n=400	n=400	n=1,126	n=1,630
Overall quality of life in the City of Edmonton	75%	76%	75%	75%

Drivers of Overall Quality of Life 2015 - Telephone Survey



Percentages indicate relative impact on overall quality of life.

R Square .60

Base: Edmontonians (n=400)

Overall Quality of Life 2015 - Telephone Survey

Reasons quality of life is not good (1,2 ratings)	Total (n=25)*
It is an expensive city / High cost of living / High taxes	24%
Poor economy / low level of employment	20%
Poor municipal government / I do not like the decisions made by the current municipal government	16%
High crime rate / I do not feel the city is safe	12%
The roads are in poor condition / Infrastructure is in poor condition	12%
I do not like the weather/climate in this city	12%
There is a lot of traffic	8%
Poor public transit	8%
The city is not clean / The city is not properly maintained	4%
It is a culturally poor city	4%
More recreation facilities are required	4%
Other mentions	8%
I don't know / Refusal	8%

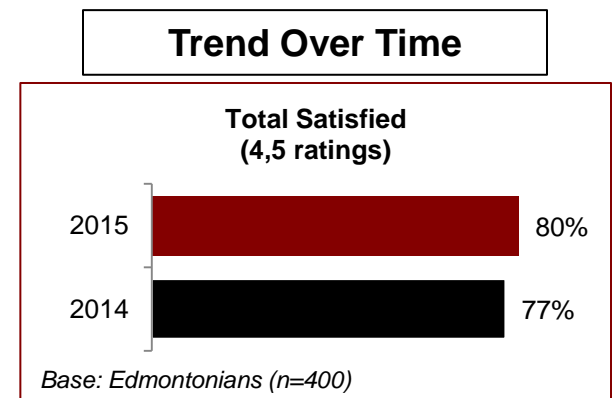
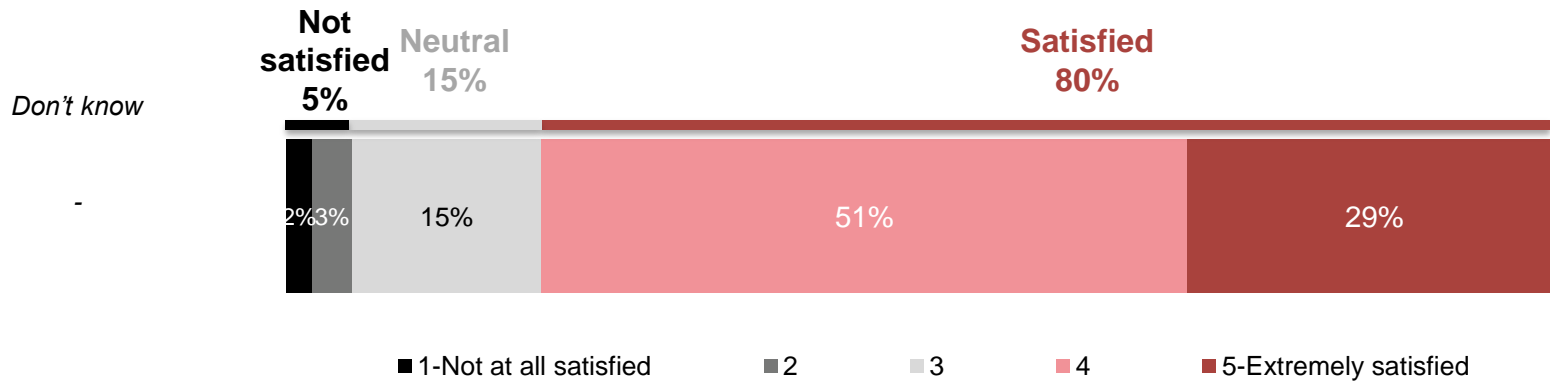
Reasons quality of life is good (4,5 ratings)**	Total (n=305)
It is a good city / I like this city / It is a beautiful city	22%
High standard of living	13%
Always room for improvement	12%
It is a safe city to live in / Low crime rate	12%
Good accessibility within the city (no traffic, good public transit, well planned streets etc.)	10%
Low unemployment / Good economy	9%
Wide variety of attractions / Many things to do in the city	8%
My friends live in this city / Friendly people live in the city	7%
Good services (unspecified)	6%
The city is very clean/well maintained	5%
Good sports/recreation facilities	4%
Good parks / I like the river valley and trail system	4%
Good municipal government	4%
Good education system	3%
I was born in this city / I live in this city	3%
Good infrastructure	3%
Other mentions	8%
None / I have no specified reason to feel this way	3%
I don't know / Refusal	3%

** 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 2015 - Telephone Survey



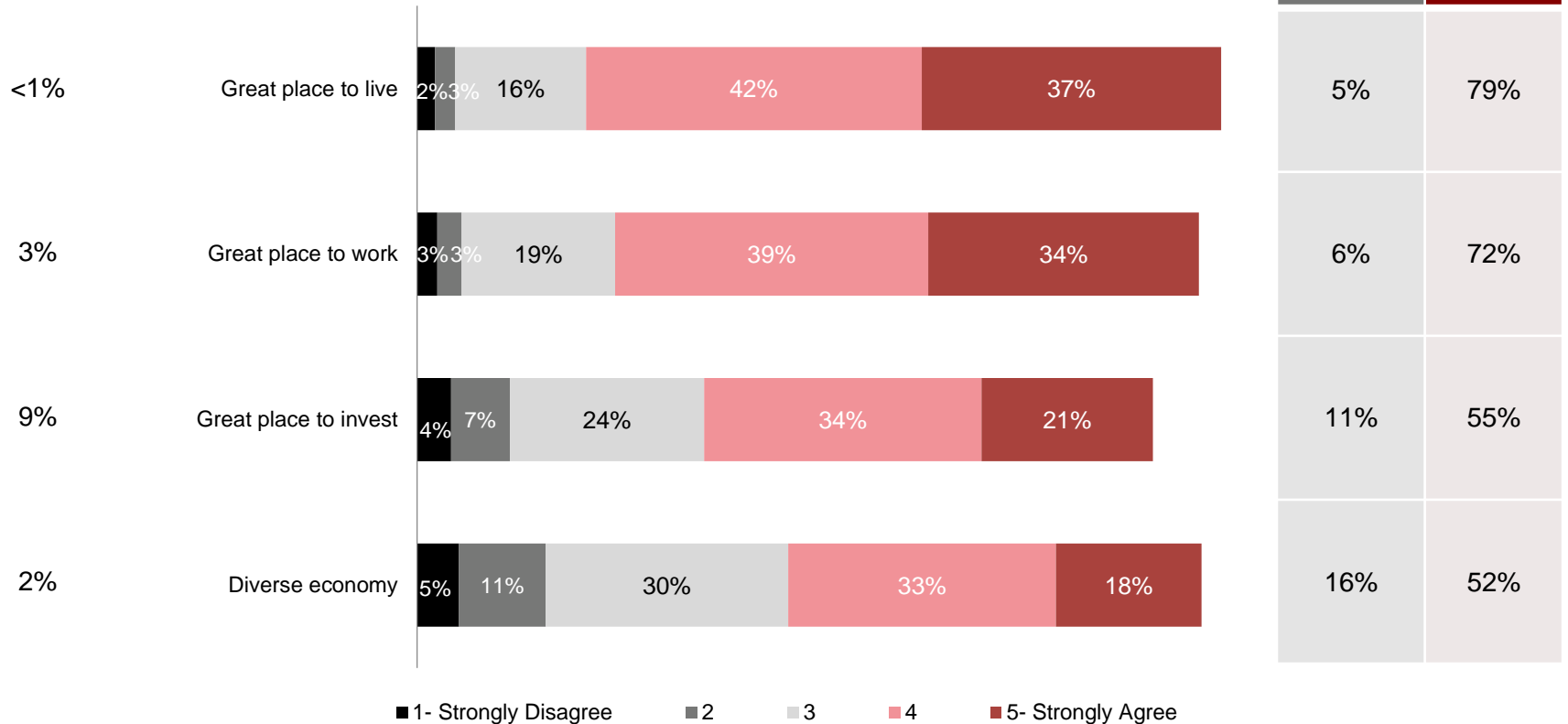
Overall Satisfaction with Living in Edmonton

Telephone Survey vs. City Insight Panel

	Telephone Survey		City Insight Panel	
	Total Satisfied (4,5 ratings)			
	2014	2015	2014	2015
	n=400	n=400	n=1,126	n=1,630
Overall satisfaction with living in the City of Edmonton	77%	80%	75%	74%

Opinions Regarding Living in Edmonton 2015 - Telephone Survey

Don't know



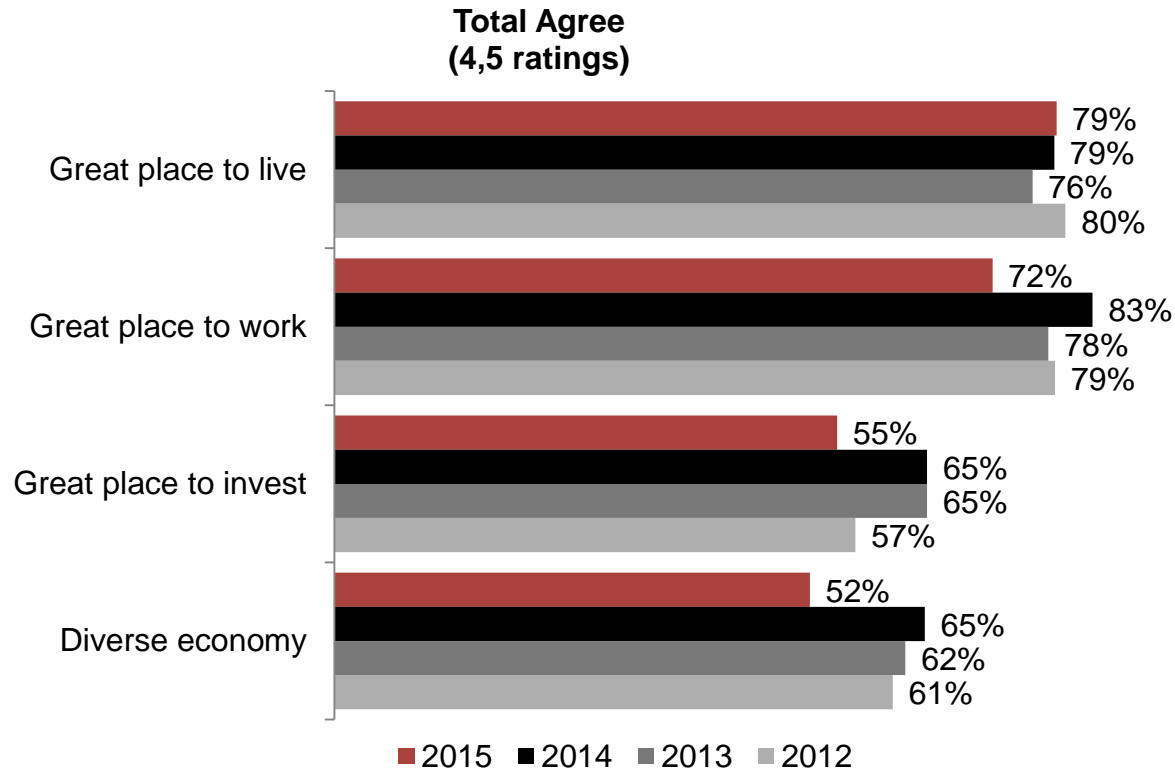
Opinions Regarding Living in Edmonton

Telephone Survey vs. City Insight Panel

	Telephone Survey		City Insight Panel	
	Total Agree (4,5 ratings)			
	2014	2015	2014	2015
	n=400	n=400	n=1,126	n=1,630
Great place to live	79%	79%	75%	75%
Great place to work	83%	72%	74%	71%
Great place to invest	65%	55%	52%	49%
Diverse economy	65%	52%	40%	44%

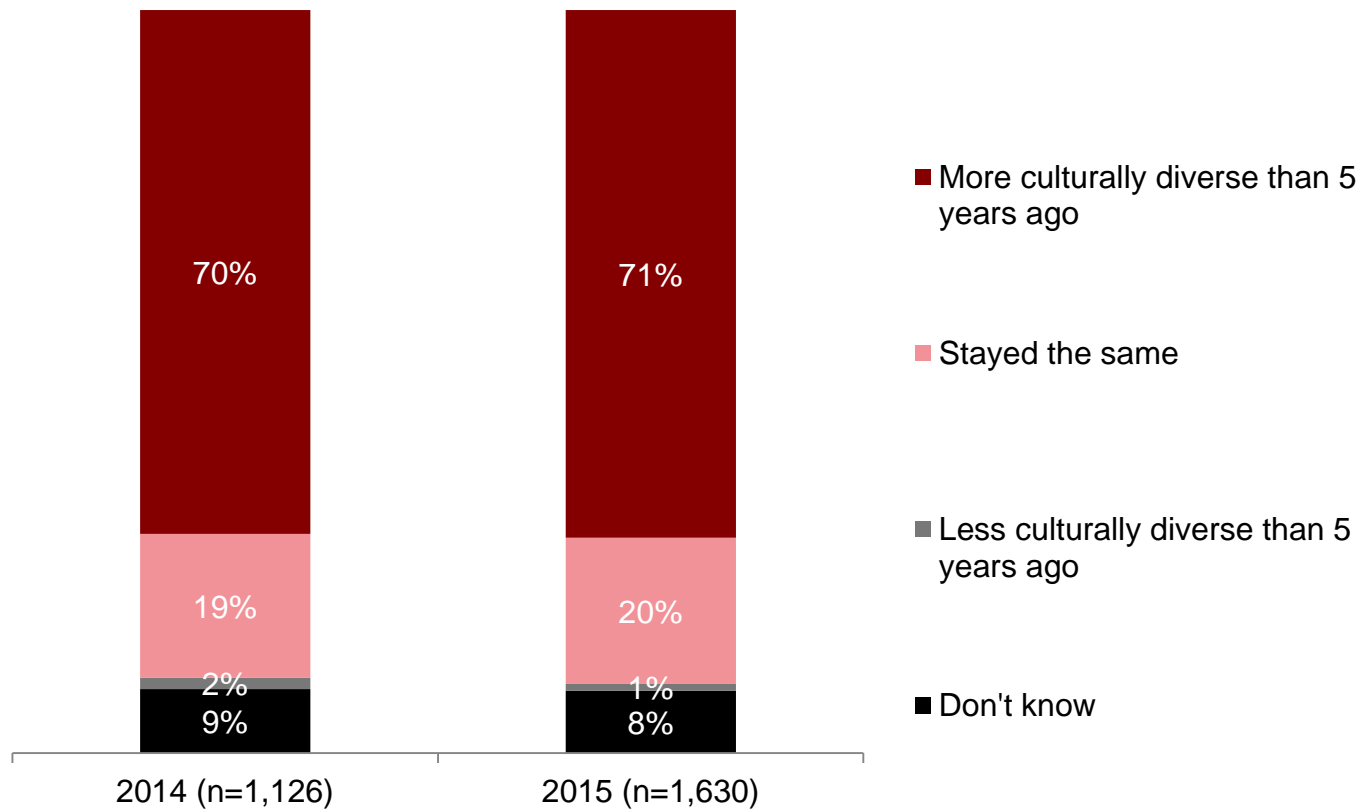
Opinions Regarding Living in Edmonton

Trends Over Time – Telephone Survey



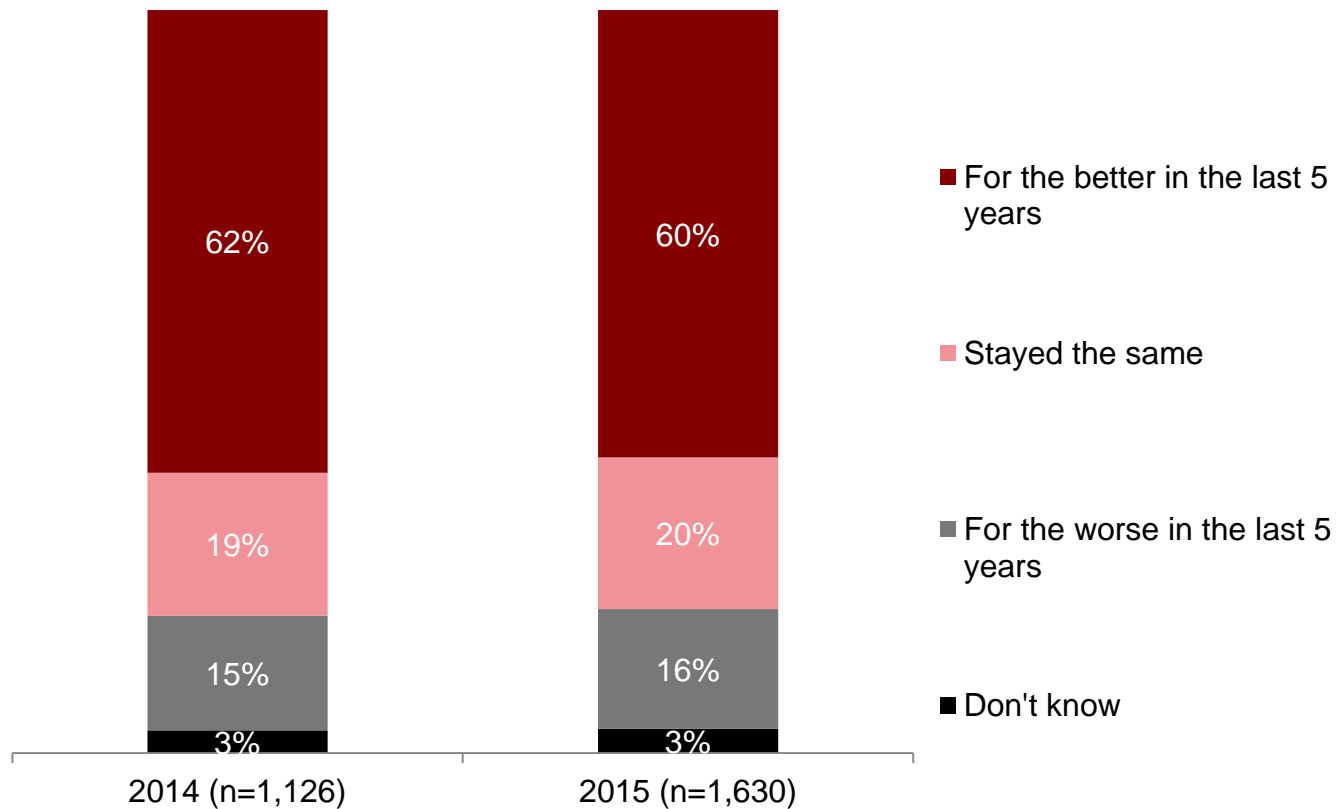
Cultural Diversity in Edmonton

City Insight Panel



How Has Edmonton Changed in the Past 5 Years?

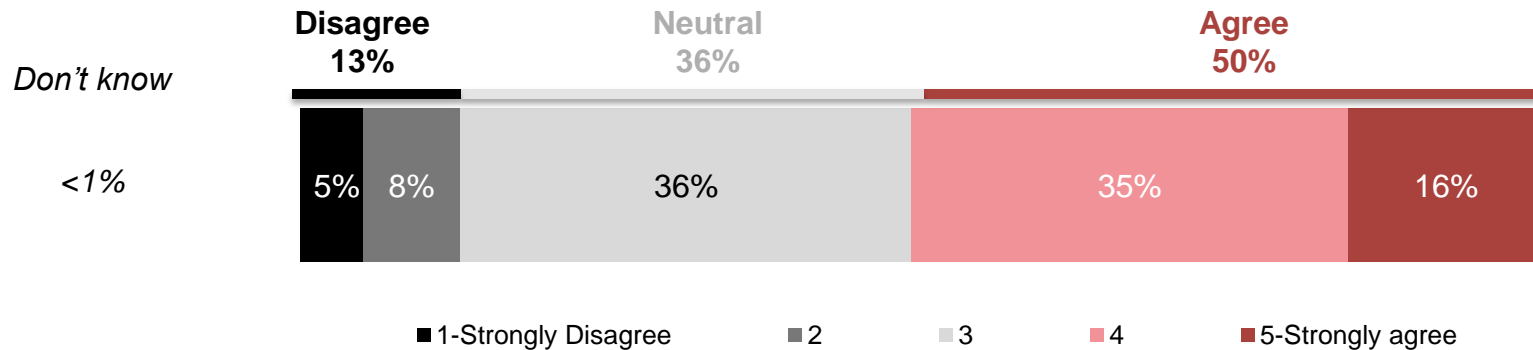
City Insight Panel



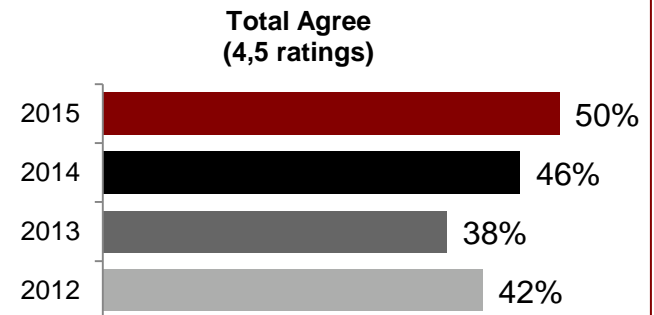
City Design and Attractiveness

City Design and Attractiveness 2015- Telephone Survey

Target 2018: **55%** positive mentions



Trend Over Time



Base: Edmontonians (n=400)

City Design and Attractiveness

Telephone Survey vs. City Insight Panel

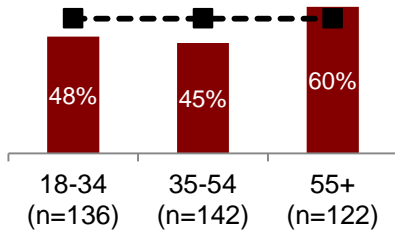
	Telephone Survey		City Insight Panel	
	Total Agree (4,5 ratings)			
	2014	2015	2014	2015
	n=400	n=400	n=1,126	n=1,630
Edmonton is a well-designed, attractive city	46%	50%	24%	28%

City Design and Attractiveness

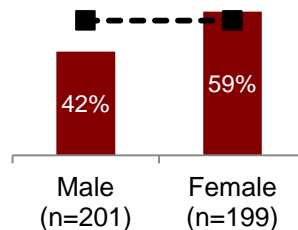
By Demographics, 2015 - Telephone Survey

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

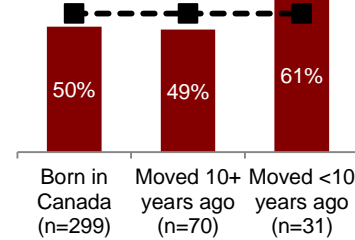
Age



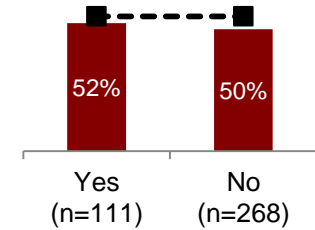
Gender



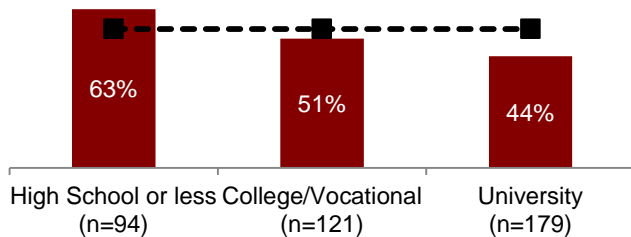
Born in/ Moved to Canada



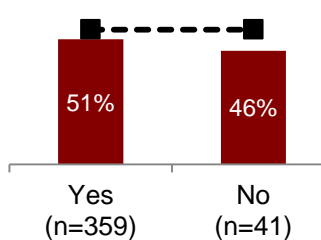
Children in Household



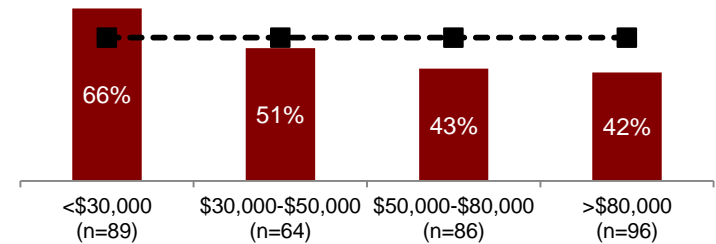
Education



English as First Language

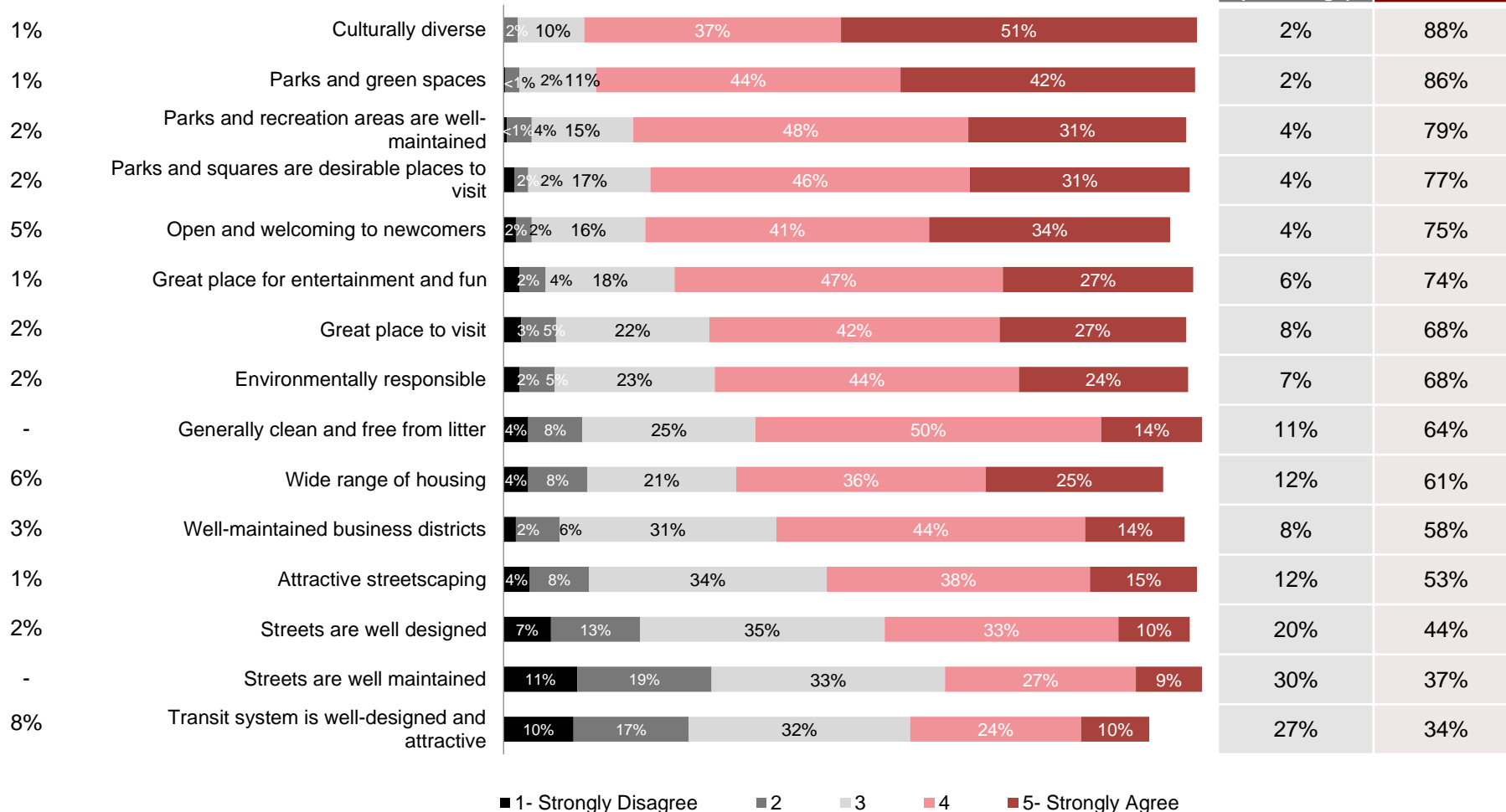


Personal Income



Opinions Regarding City Design and Attractiveness 2015 - Telephone Survey

Don't know



Base: Edmontonians (n=400)

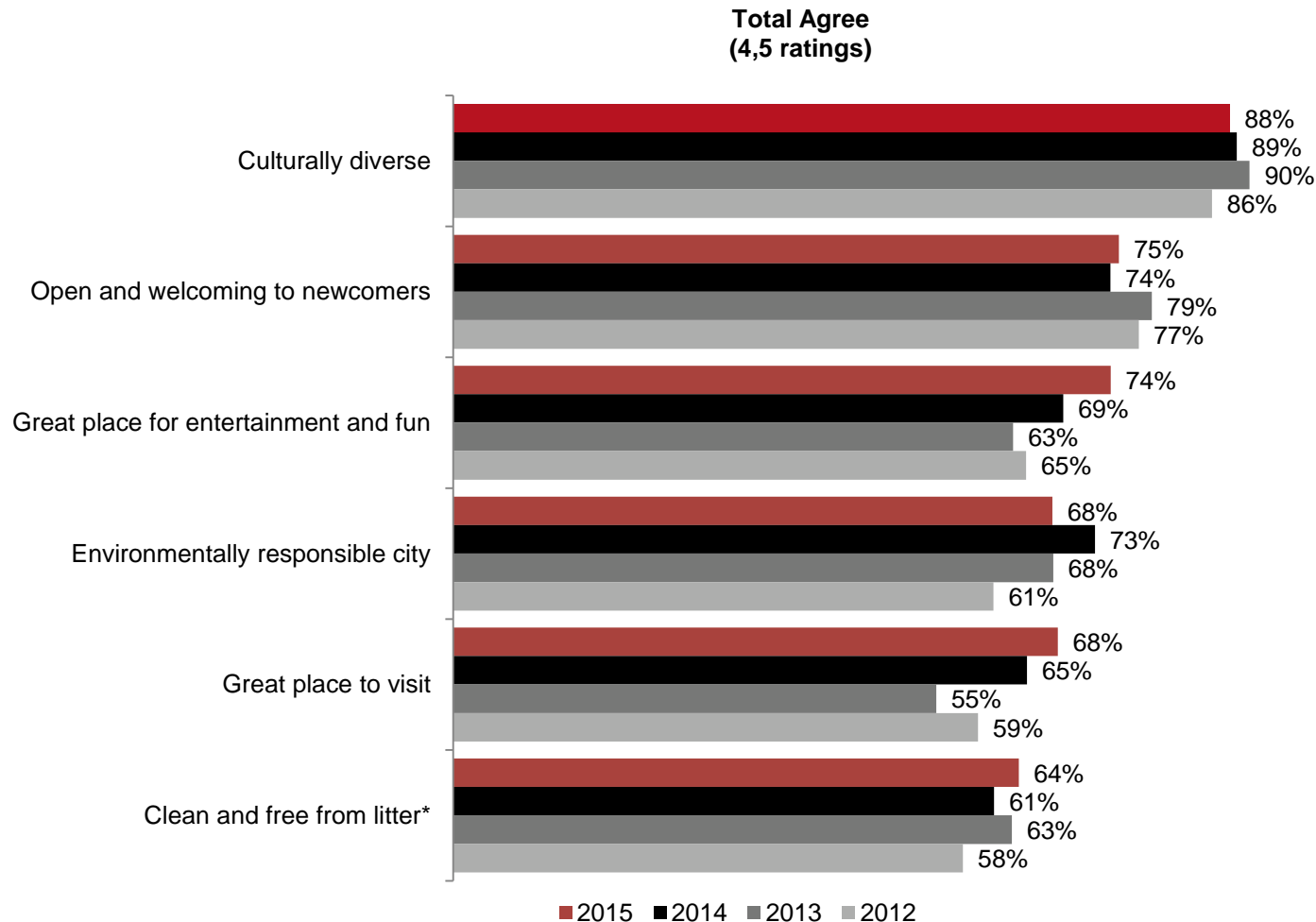
Opinions Regarding City Design and Attractiveness

Telephone Survey vs. City Insight Panel

	Telephone Survey		City Insight Panel	
	Total Agree (4,5 ratings)			
	2014	2015	2014	2015
	n=400	n=400	n=1,126	n=1,630
Culturally diverse	89%	88%	79%	81%
Parks and green spaces	83%	86%	83%	83%
Parks and recreation areas are well-maintained	79%	79%	75%	75%
Parks and squares are desirable places to visit	78%	77%	73%	73%
Open and welcoming to newcomers	74%	75%	58%	64%
Great place for entertainment and fun	69%	74%	65%	65%
Great place to visit	65%	68%	47%	51%
Environmentally responsible	73%	68%	59%	63%
Generally clean and free from litter	61%	64%	44%	48%
Wide range of housing	57%	61%	46%	47%
Well-maintained business districts	61%	58%	39%	42%
Attractive streetscaping	54%	53%	40%	46%
Streets are well designed	42%	44%	24%	26%
Streets are well maintained	33%	37%	24%	27%
Transit system is well-designed and attractive	38%	34%	25%	21%

Opinions Regarding City Design and Attractiveness

Trends Over Time – Telephone Survey



Base: Edmontonians (n=400)

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

Drivers of Design and Attractiveness

2015 - Telephone Survey

Streets

Streets are well designed	14%
The city has attractive streetscaping such as, flower pots, lighting, furniture, signage, etc.	11%
Streets are well maintained	4%

Visit and Entertainment

The city is a great place to visit	13%
The city is a great place for entertainment and fun	7%

Parks and Recreation

Public spaces like parks and squares are desirable places to visit	8%
The city parks and recreation areas are well maintained	4%
There are parks and green spaces spread throughout the city	3%

Transit

The transit system is well designed and attractive	10%
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Diversity

The city is open and welcoming to newcomers	4%
There is a wide range of housing available	4%
The city is culturally diverse	2%

Cleanliness

The city is clean and generally free from litter	5%
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Others

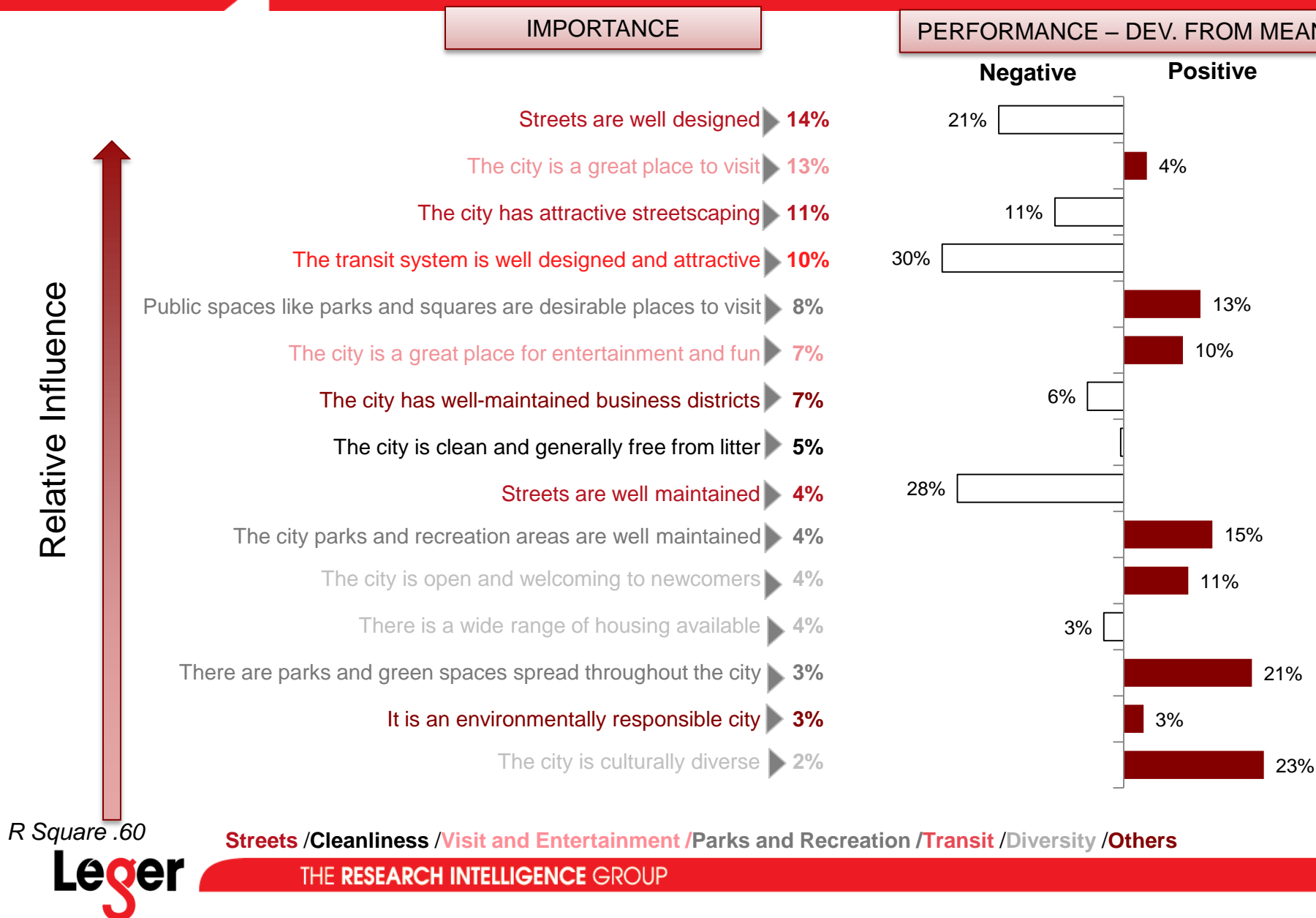
The city has well-maintained business districts	7%
It is an environmentally responsible city	3%

R Square .60

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

Design and Attractiveness: Performance Vs. Importance

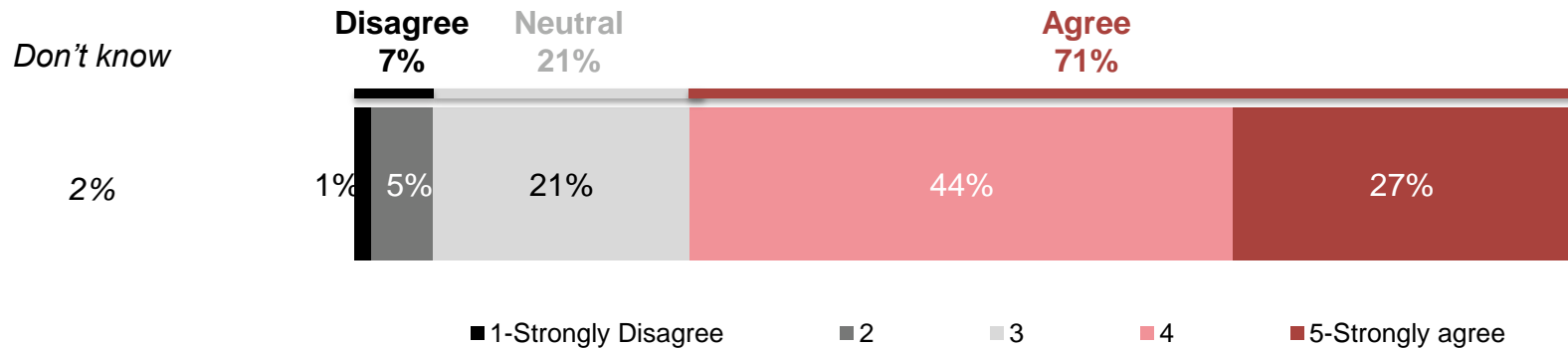
2015 - Telephone Survey



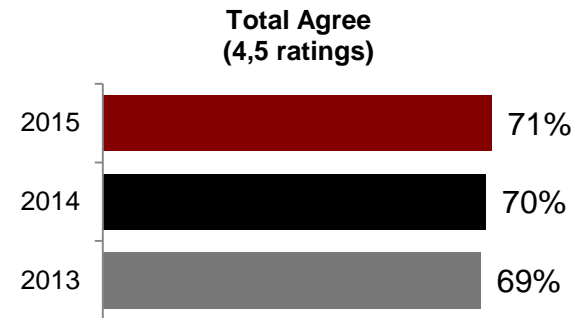
Quality of Life and Access to Services & Infrastructure

Access to Infrastructure, Amenities and Services 2015 - Telephone Survey

Target: **70%** positive mentions



Trend Over Time



Base: Edmontonians (n=400)

Access to Infrastructure, Amenities and Services

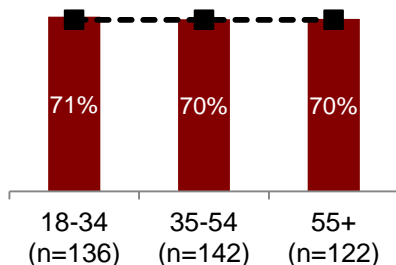
Telephone Survey vs. City Insight Panel

	Telephone Survey		City Insight Panel	
	Total Agree (4,5 ratings)			
	2014	2015	2014	2015
	n=400	n=400	n=1,126	n=1,630
Access to infrastructure, amenities and services that will improve quality of life	70%	71%	68%	69%

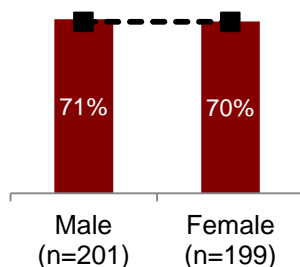
Access to Infrastructure, Amenities and Services By Demographics, 2015 - Telephone Survey

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

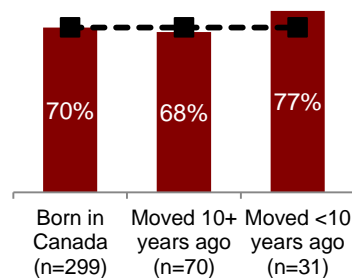
Age



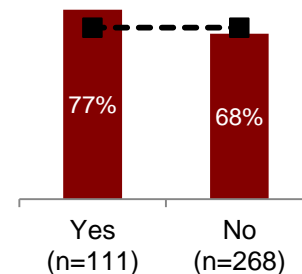
Gender



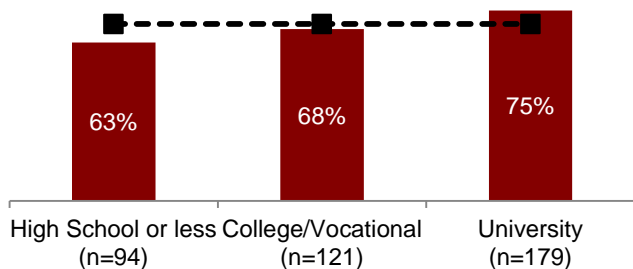
Born in/Moved to Canada



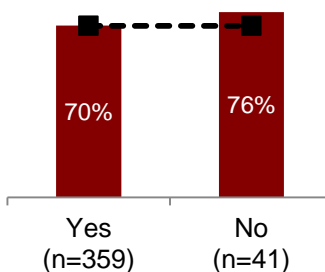
Children in Household



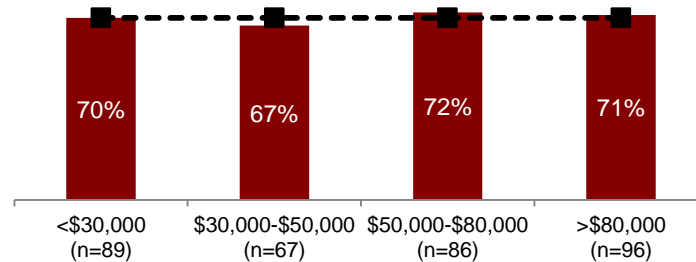
Education



English as First Language

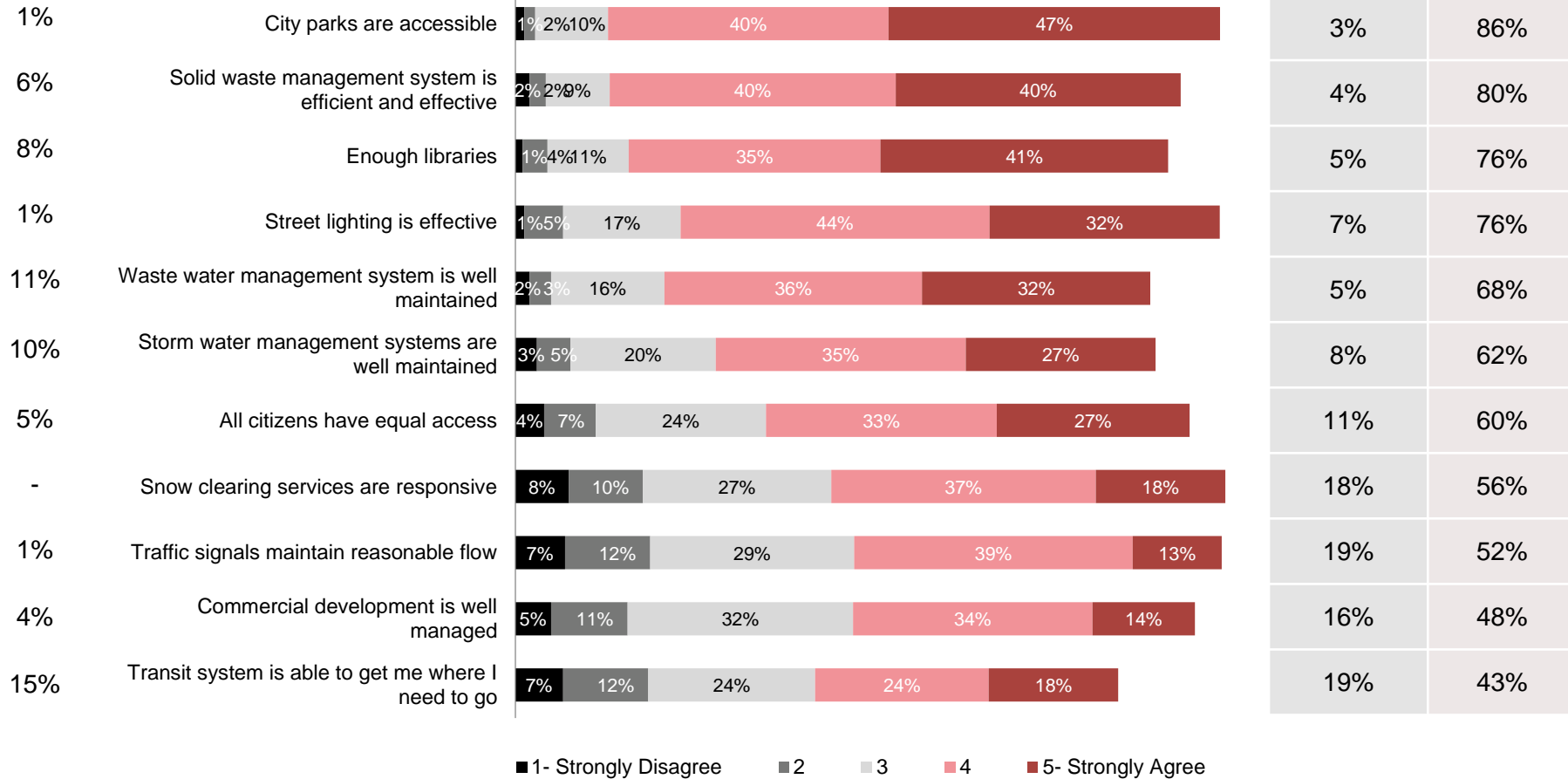


Personal Income



Opinions Regarding Access 2015 - Telephone Survey

Don't know



Opinions Regarding Access

Telephone Survey vs. City Insight Panel

	Telephone Survey		City Insight Panel	
	Total Agree (4,5 ratings)			
	2014	2015	2014	2015
	n=400	n=400	n=1,126	n=1,630
City parks are accessible	86%	86%	83%	83%
Solid waste management system is efficient and effective	78%	80%	74%	71%
Enough libraries	74%	76%	75%	75%
Street lighting is effective	77%	76%	66%	65%
Waste water management system is well maintained	72%	68%	58%	57%
Storm water management systems are well maintained	62%	62%	46%	46%
All citizens have equal access	60%	60%	44%	41%
Snow clearing services are responsive	46%	56%	53%	56%
Traffic signals maintain reasonable flow	53%	52%	43%	38%
Commercial development is well managed	51%	48%	38%	38%
Transit system is able to get me where I need to go	49%	43%	33%	33%

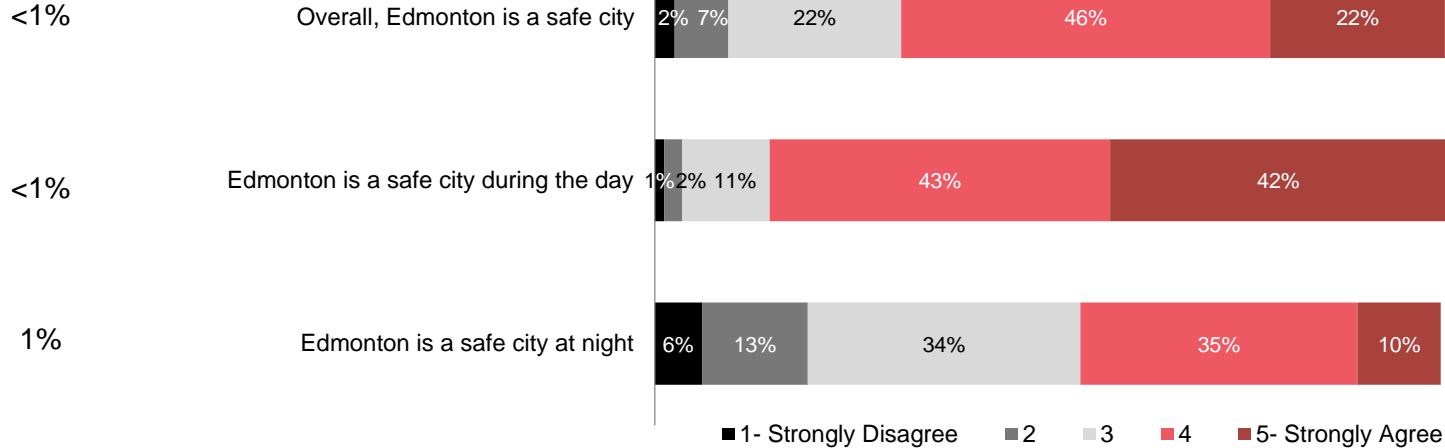
Safety

Safety in the City

2015 - Telephone Survey

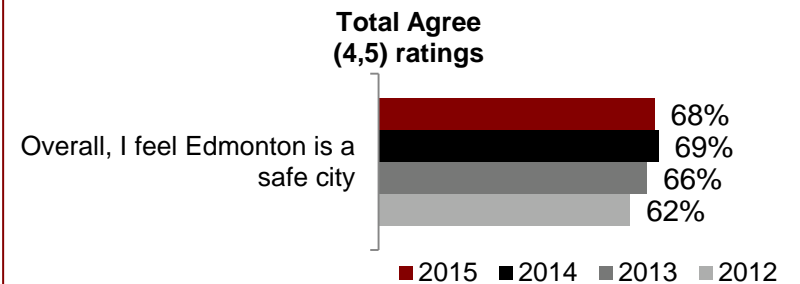
Don't know

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



Total Disagree (1,2 ratings)	Total Agree (4,5 ratings)
9%	68%
3%	85%
19%	45%

Trend Over Time



Base: Edmontonians (n=400)

Base: Edmontonians (n=400)

Safety in the City

Telephone Survey vs. City Insight Panel

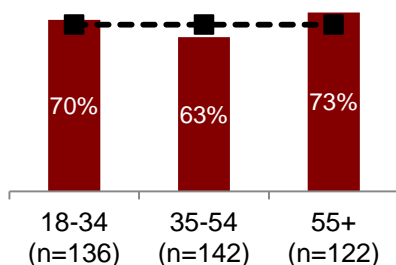
	Telephone Survey		City Insight Panel	
	Total Agree (4,5 ratings)			
	2014	2015	2014	2015
	n=400	n=400	n=1,126	n=1,630
Overall, Edmonton is a safe city	69%	68%	71%	70%
Edmonton is a safe city during the day	90%	85%	86%	86%
Edmonton is a safe city at night	45%	45%	45%	40%

Safety in the City (Edmonton is a safe city)

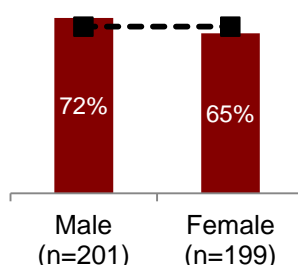
By Demographics, 2015 - Telephone Survey

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

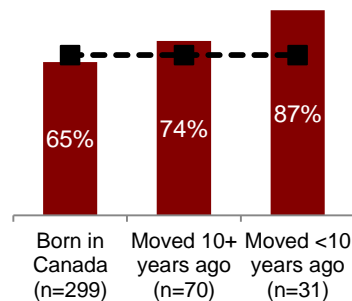
Age



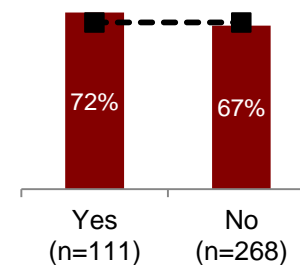
Gender



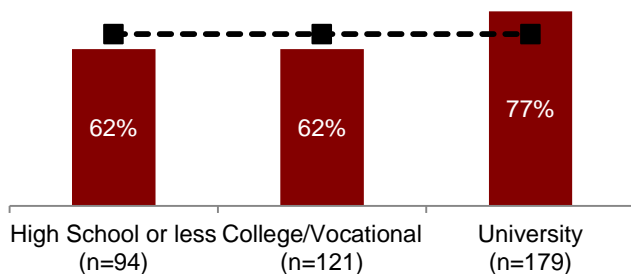
Born in/Moved to Canada



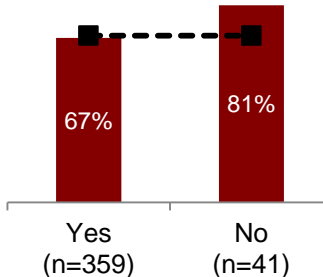
Children in Household



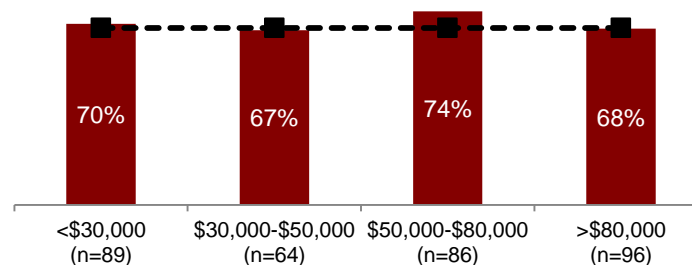
Education



English as First Language

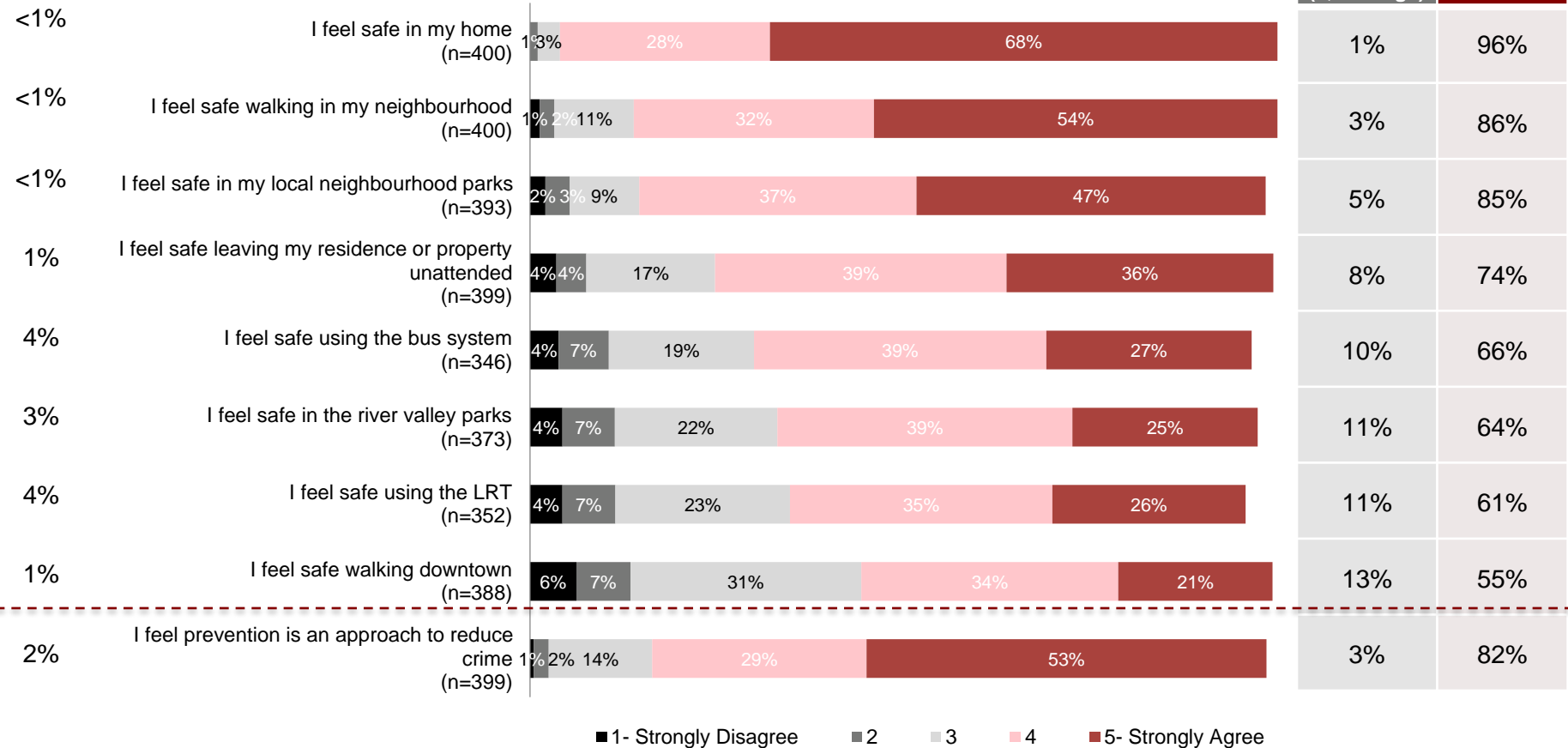


Personal Income



Personal Safety in the City 2015 - 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.

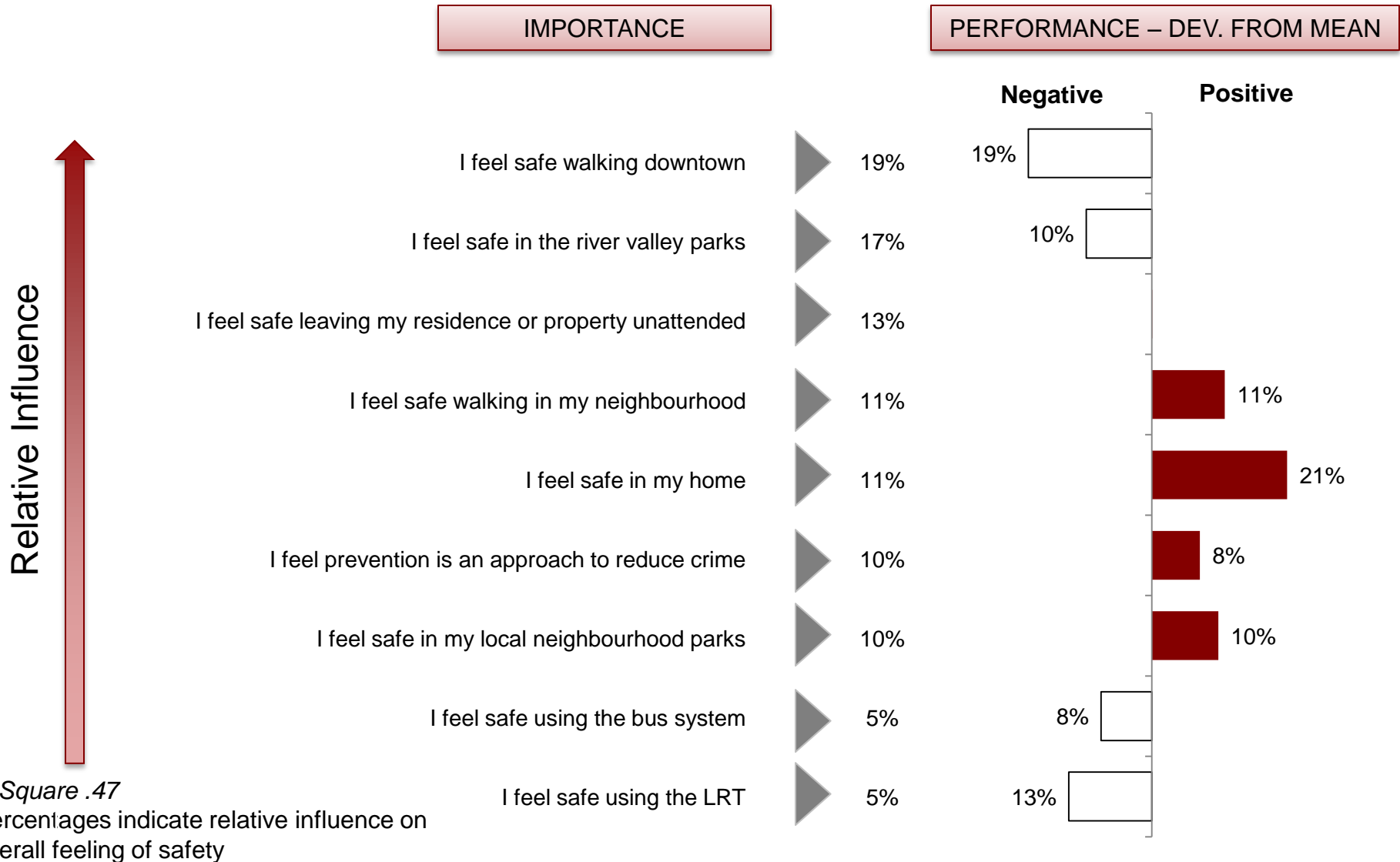
Personal Safety in the City

Telephone Survey vs. City Insight Panel

	Telephone Survey		City Insight Panel	
	Total Agree (4,5 ratings)			
	2014	2015	2014	2015
	n=339-400	n=346-400	n=1,035-1,136	n=1,484-1,629
I feel safe in my home	96%	96%	93%	93%
I feel safe walking in my neighbourhood	86%	86%	83%	83%
I feel safe in my local neighbourhood parks	85%	85%	78%	80%
I feel safe leaving my residence or property unattended	74%	74%	66%	68%
I feel safe using the bus system	67%	66%	63%	61%
I feel safe in the river valley parks	63%	64%	65%	62%
I feel safe using the LRT	62%	61%	61%	60%
I feel safe walking downtown	59%	55%	60%	57%
I feel prevention is an approach to reduce crime	82%	82%	87%	87%

Note: Not Applicable responses excluded

Drivers of Safety Telephone Survey



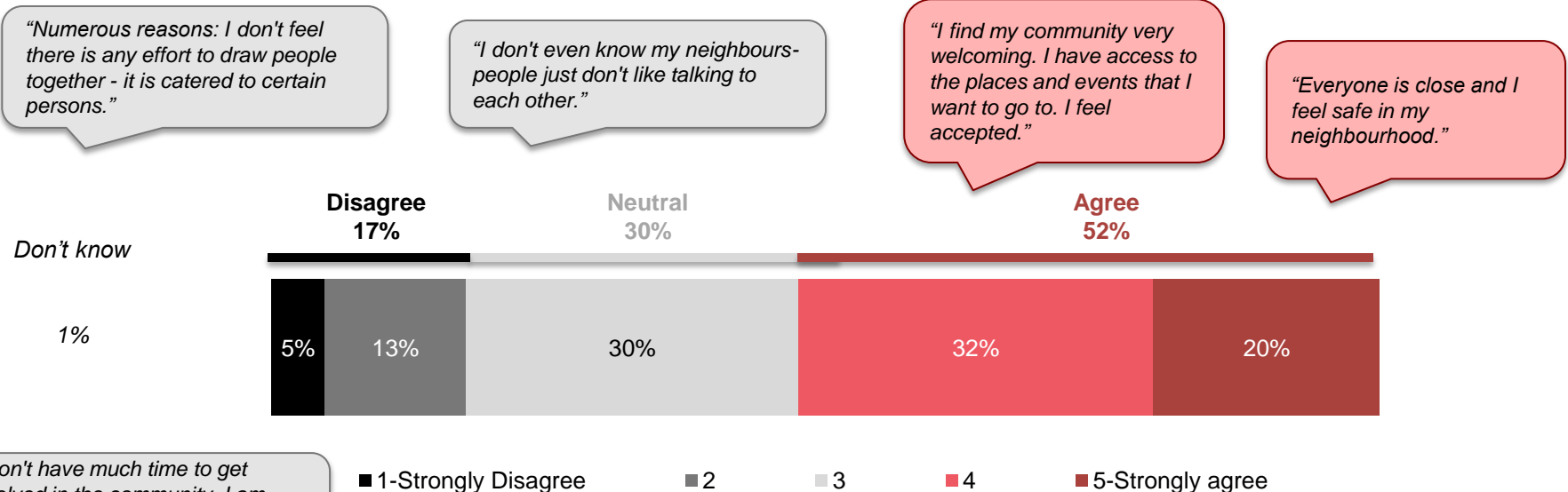
Base: Edmontonians (n=400)

Connectedness

Connectedness to Community

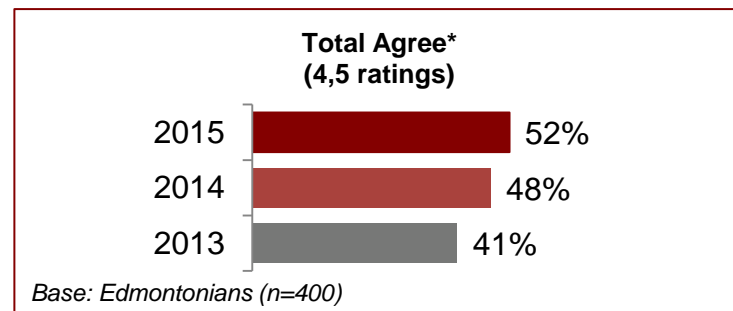
2015 - Telephone Survey

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



"I don't have much time to get involved in the community. I am busy with my job and managing a family life."

Trend Over Time



"I feel comfortable in my community and I'm engaged in sporting events, and cultural events. I work here and I've been here most of my life."

Connectedness to Community

Telephone Survey vs. City Insight Panel

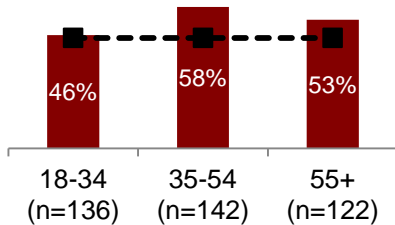
	Telephone Survey		City Insight Panel	
	Total Agree (4,5 ratings)			
	2014	2015	2014	2015
	n=400	n=400	n=1,126	n=1,630
I feel connected to my community	48%	52%	47%	51%

Connectedness to Community

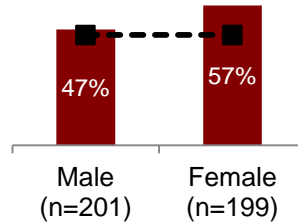
By Demographics, 2015 - Telephone Survey

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

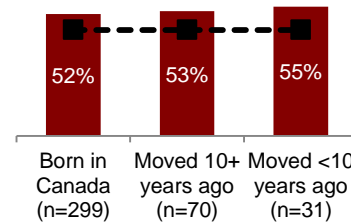
Age



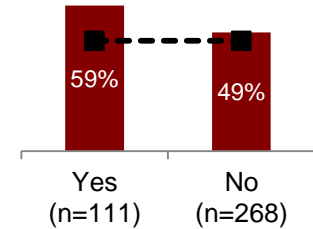
Gender



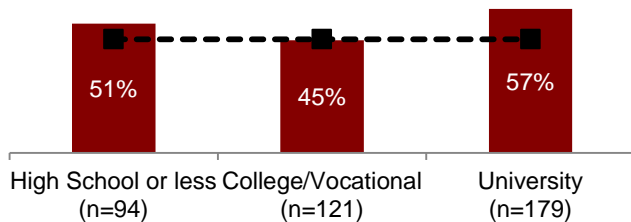
Born in/Moved to Canada



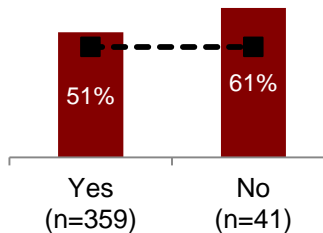
Children in Household



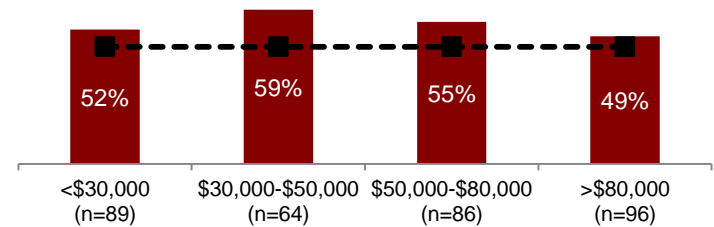
Education



English as First Language



Personal Income



Opinion Regarding Connectedness

2015 - Telephone Survey

Reasons Edmontonians do not feel connected to the community (1,2 ratings)	Total (n=70)
Poor community involvement / Citizens do not actively participate in the community	20%
I am not well connected to the community	13%
I just keep to myself / Private person	13%
I am too busy to get involved	9%
Too many different ethnic groups/cultures/nationalities	6%
I recently moved to the city	6%
Fewer festivals and events when compared to other major Canadian cities	4%
Poor municipal government / I do not like the decisions made by the current municipal government	3%
Poor economy / low level of employment	3%
Not enough advertising regarding attractions / events	3%
Other mentions	6%
None / I have no specified reason to feel this way	3%
I don't know / Refusal	10%

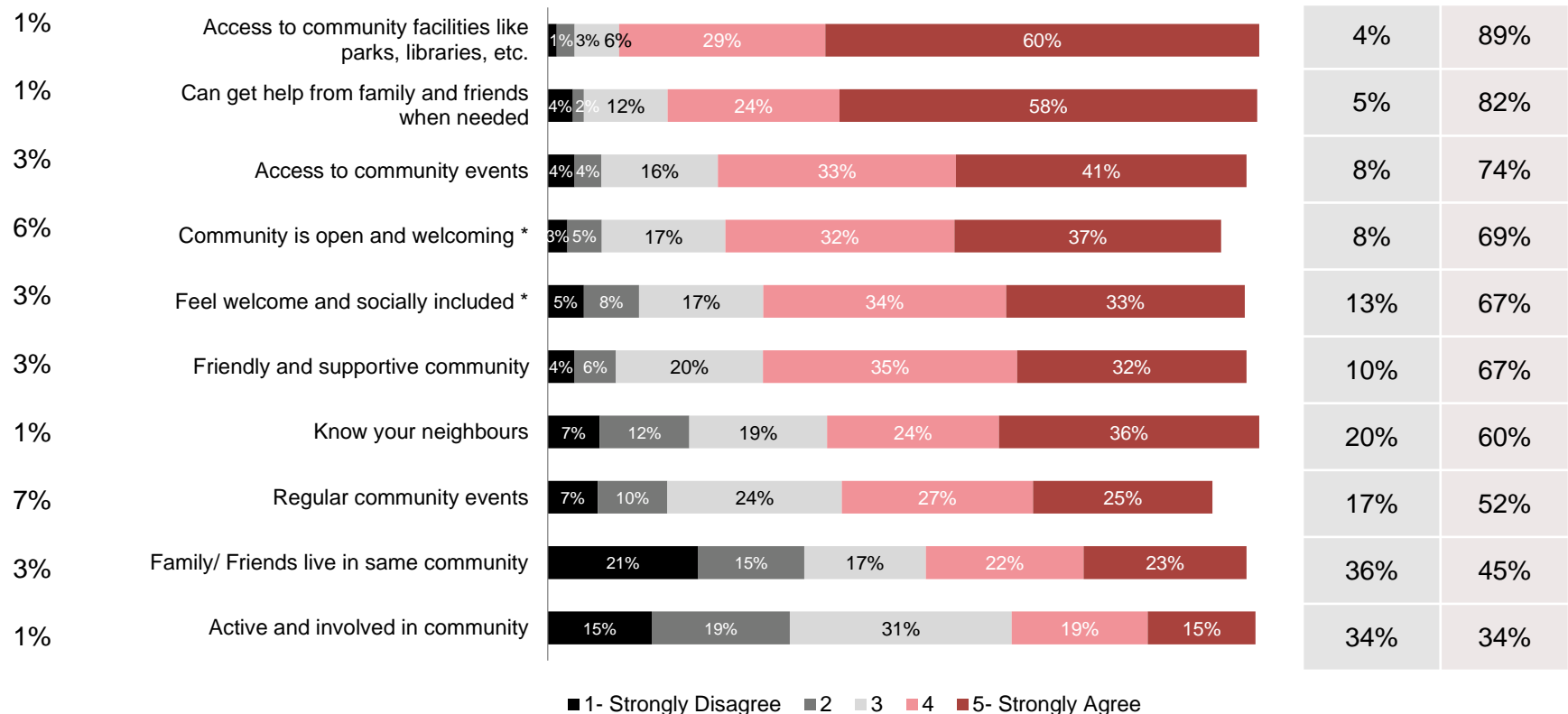
Reasons Edmontonians feel connected to the community (4,5 ratings)	Total (n=209)
I am well connected to the community	33%
My friends live in this city / Friendly people live in the city	28%
Wide variety of attractions / Many things to do in the city	13%
I am informed about attractions / events	7%
I was born in this city / I live in this city	7%
Good accessibility within the city (no traffic, good public transit, well planned streets etc.)	3%
I recently moved to the city	2%
It is a safe city to live in / Low crime rate	2%
It is a good city / I like this city / It is a beautiful city	2%
Good sports/recreation facilities	2%
None / I have no specified reason to feel this way	4%
I don't know / Refusal	6%

Base: Edmontonians
Mentions less than 2% not included

Opinions Regarding Connectedness to Community

2015 - Telephone Survey

Don't know



Base: Edmontonians (n=400)

* New in 2015

Opinions Regarding Connectedness to Community

Telephone Survey vs. City Insight Panel

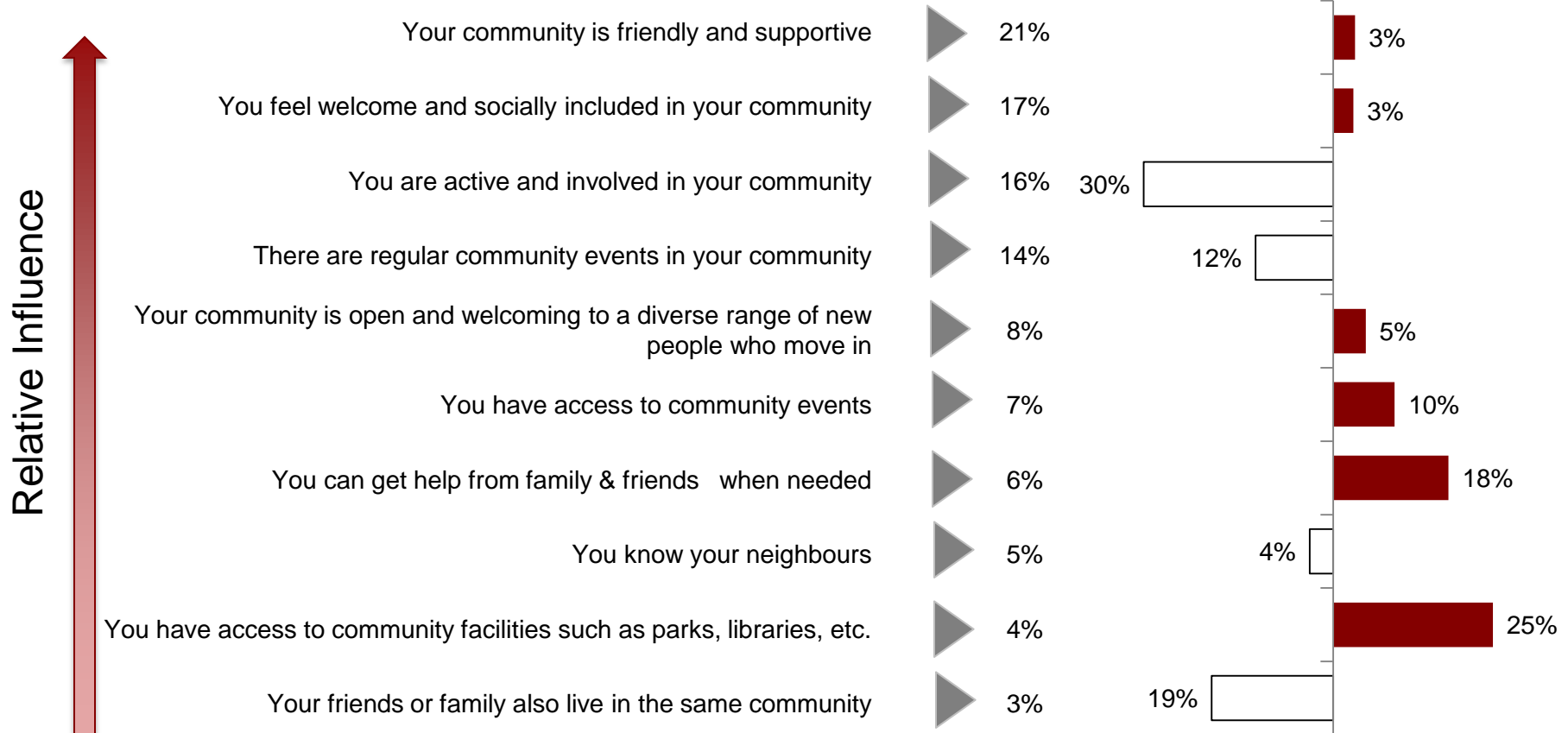
	Telephone Survey		City Insight Panel	
	Total Agree (4,5 ratings)			
	2014	2015	2014	2015
	n=400	n=400	n=1,126	n=1,630
Access to community facilities like parks, libraries, etc.	86%	89%	86%	87%
Can get help from family and friends when needed	83%	82%	76%	76%
Access to community events	68%	74%	66%	70%
Community is open and welcoming*	-	69%	-	56%
Feel welcome and socially included*	-	67%	-	54%
Friendly and supportive community	67%	67%	51%	54%
Know your neighbours	59%	60%	48%	53%
Regular community events	50%	52%	47%	51%
Family/ Friends live in same community	43%	45%	36%	36%
Active and involved in community	34%	34%	34%	37%

* New in 2015

Drivers of Connectedness 2015 - Telephone Survey

IMPORTANCE

PERFORMANCE – DEV. FROM MEAN



R Square .67

Percentages indicate relative impact on feeling
of connectedness

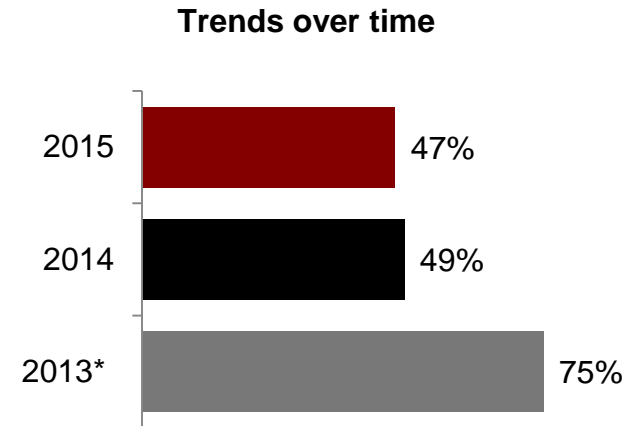
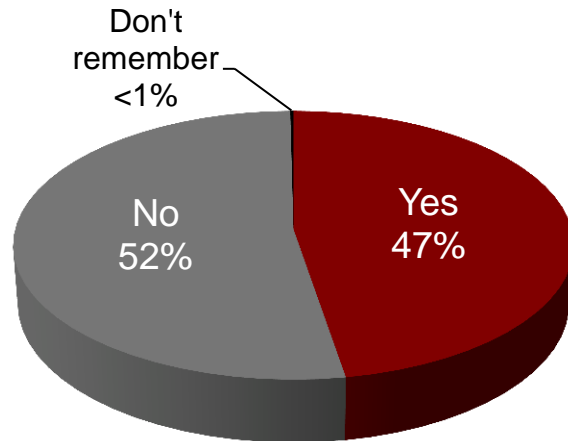
Base: Edmontonians (n=400)

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

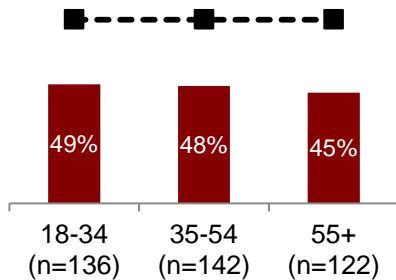
	Telephone Survey		City Insight Panel	
	Yes			
	2014	2015	2014	2015
	n=400	n=400	n=1,126	n=1,630
Volunteered over the past year	49%	47%	65%	66%

Volunteerism

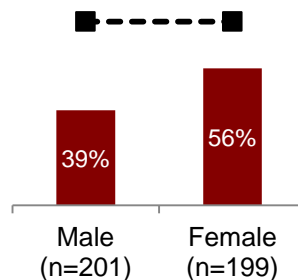
By Demographics, 2015 - Telephone Survey

---■--- Target Performance= 75% (Yes)

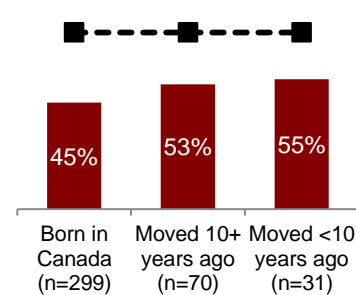
Age



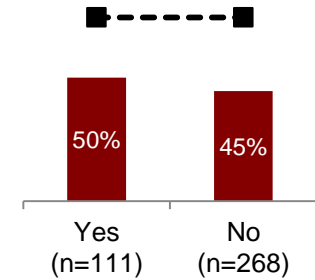
Gender



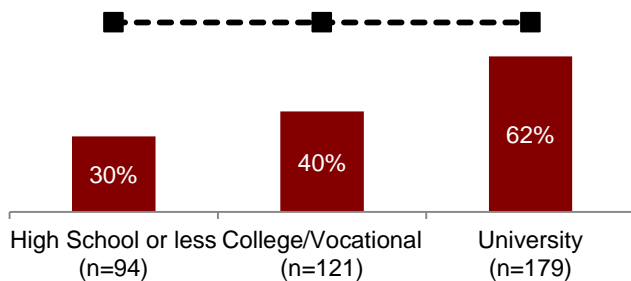
Born in/Moved to Canada



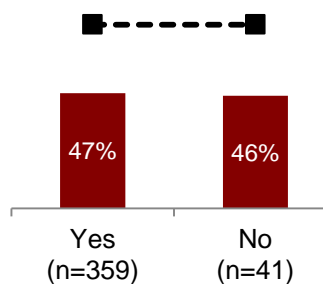
Children in Household



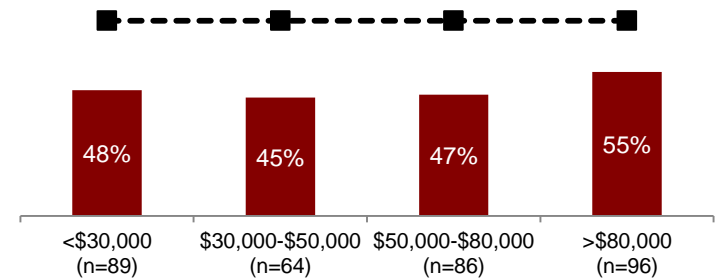
Education



English as First Language



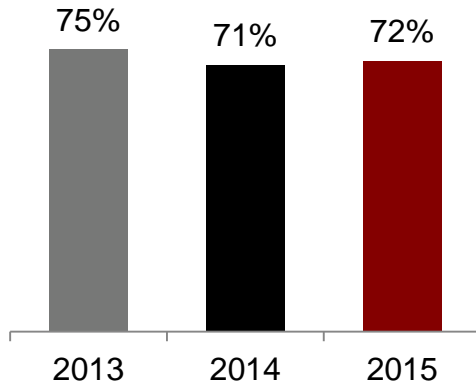
Personal Income



Specific Volunteering Activities

City Insight Panel

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



Volunteering Activities	2012 (n= 400)	2013 (n= 400)	2014 (n=1,126)	2015 (n=1,630)
Donating time to a local charity*	-	52%	30%	31%
Volunteering for any community board or committee other than a City of Edmonton board or committee	23%	25%	25%	25%
Volunteering with an organization involved with youth, children or schools	39%	41%	25%	25%
Volunteering at community events, such as festivals, City events or attractions	27%	33%	24%	24%
Volunteering for a religious group	25%	25%	12%	14%
Volunteering for an environmental organization	10%	9%	8%	8%
Volunteering for a City of Edmonton board or committee	5%	4%	7%	6%
Volunteering at your local library or other community facility	14%	15%	4%	4%
Volunteered for a community safety project or program**	NA	10%	4%	4%

Base: Edmontonians

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

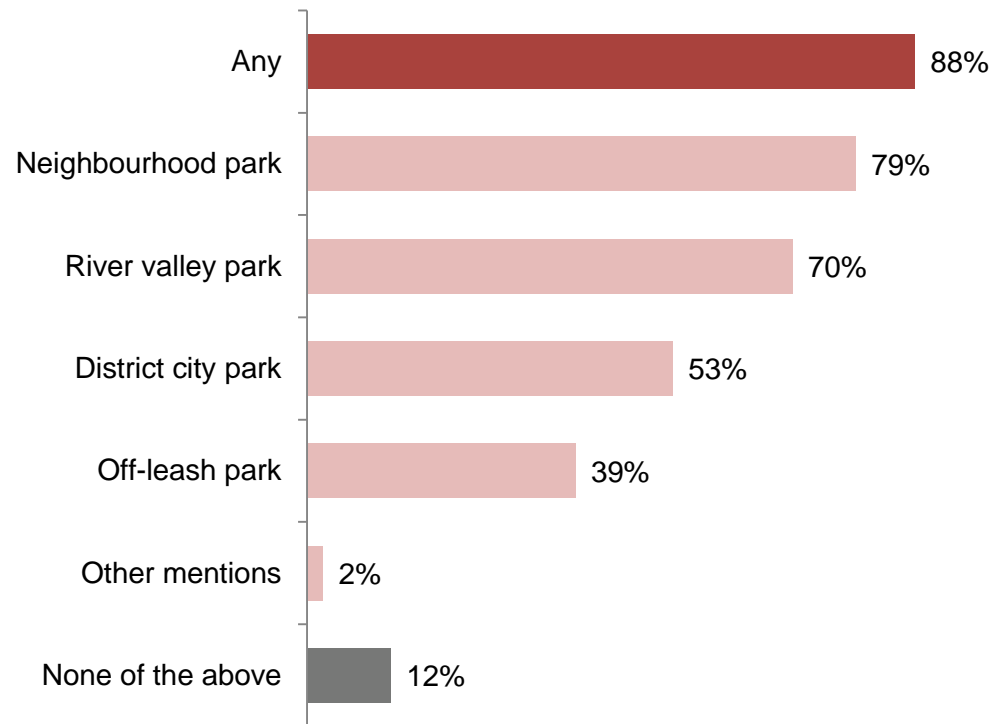
2014 data obtained from Insight Panel (online) whereas 2012 and 2013 data obtained from Telephone Surveys

**New question in 2013

City Parks Visitation

City Park Visitation 2015 - Telephone Survey

Target: **83%** Visitation



City Park Visitation

Telephone Survey vs. City Insight Panel

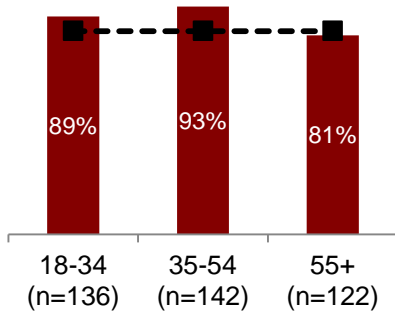
	Telephone Survey		City Insight Panel	
	2014	2015	2014	2015
	n=400	n=400	n=1,126	n=1,630
Any	89%	88%	93%	92%
Neighbourhood park	75%	79%	85%	79%
River valley park	61%	70%	77%	76%
District city park	49%	53%	41%	41%
Off-leash park	28%	39%	30%	29%
Other mentions	2%	2%	4%	3%
None of the above	11%	12%	7%	8%

Park Visitations

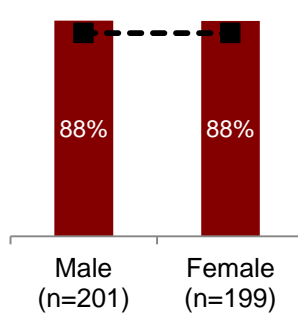
By Demographics, 2015 - Telephone Survey

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

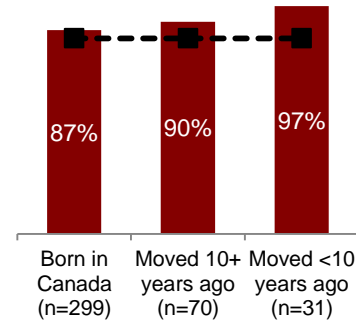
Age



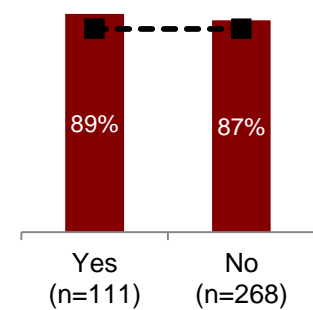
Gender



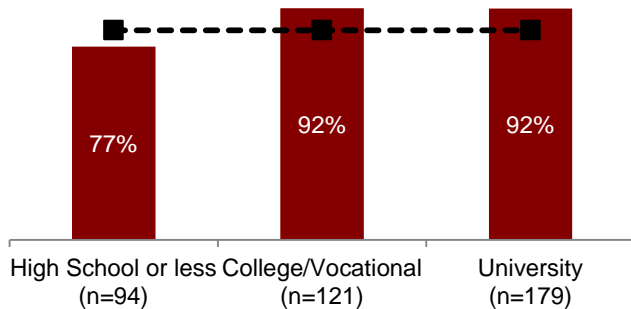
Born in/Moved to Canada



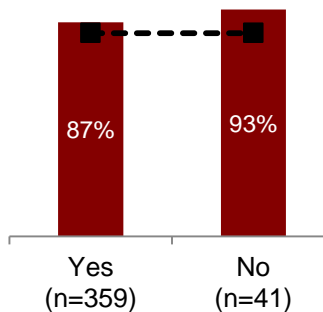
Children in Household



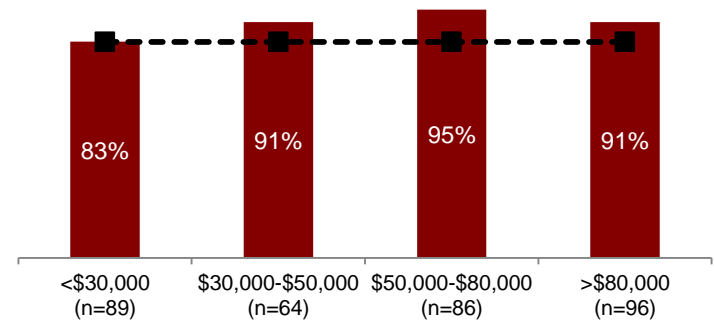
Education



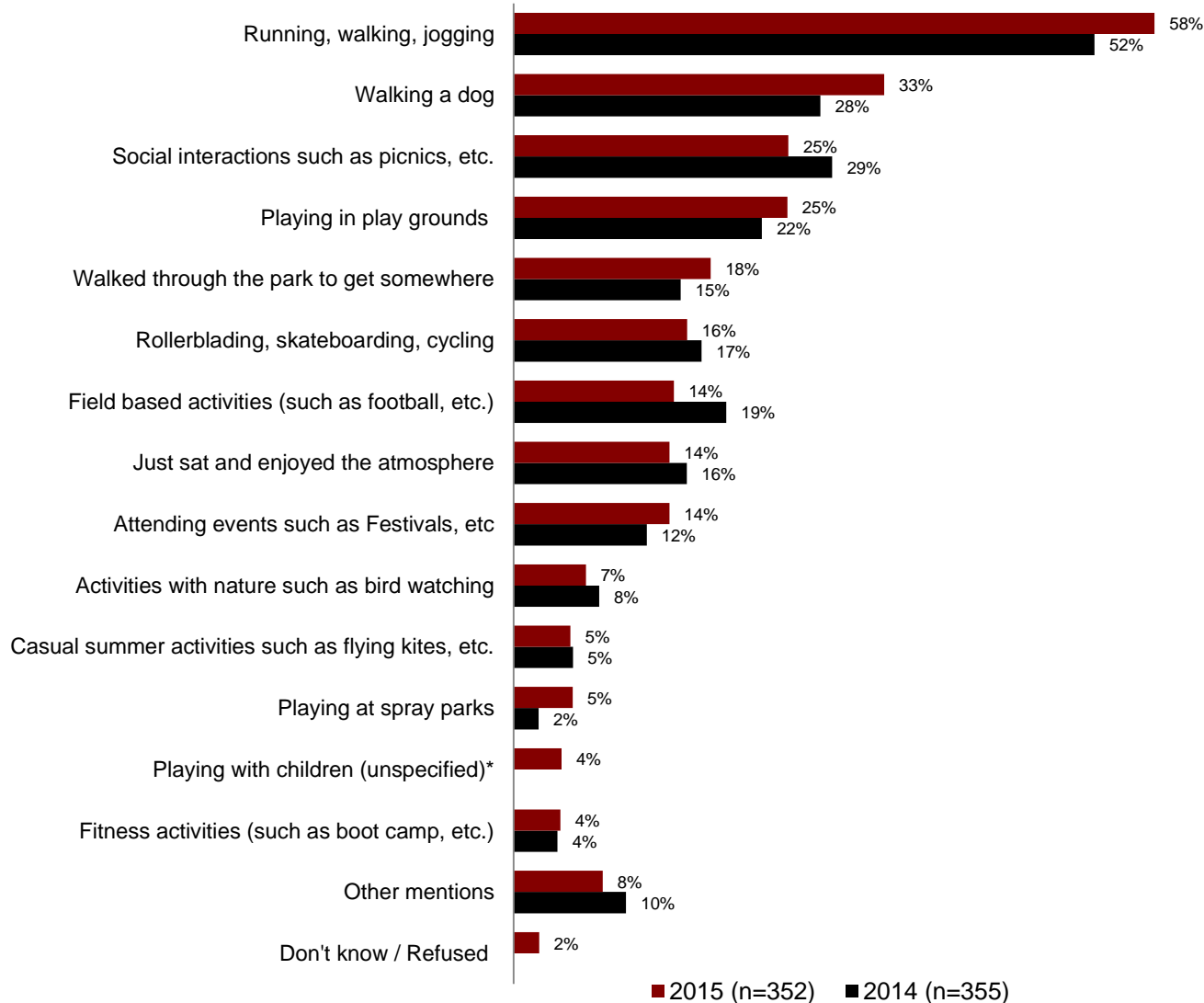
English as First Language



Personal Income



Activities 2015 - Telephone Survey



Base: Edmontonians who used any of the city parks *New mention in 2015

Activities

Telephone Survey vs. City Insight Panel

	Telephone Survey		City Insight Panel	
	2014	2015	2014	2015
	n=355	n=352	n=1,047	n=1,498
Running, walking, jogging	52%	58%	82%	83%
Walking a dog	28%	33%	40%	38%
Social interactions such as picnics, etc.	29%	25%	55%	53%
Playing in play grounds	22%	25%	39%	35%
Walked through the park to get somewhere	15%	18%	62%	62%
Rollerblading, skateboarding, cycling	17%	16%	31%	26%
Field based activities (such as football, etc.)	19%	14%	25%	23%
Just sat and enjoyed the atmosphere	16%	14%	59%	56%
Attending events such as Festivals, etc.	12%	14%	63%	58%
Activities with nature such as bird watching	8%	7%	52%	47%
Casual summer activities such as flying kites, etc.	5%	5%	41%	39%
Playing at spray parks	2%	5%	27%	26%
Playing with children (unspecified)*	-	4%	-	-
Fitness activities (such as boot camp, etc.)	4%	4%	10%	11%
Other mentions	10%	15%	9%	6%
Don't know / Refused	-	2%	-	-

*New mention in 2015

Profile of Respondents

Profile of Respondents

	Total
n=	400
Gender	
Male	50%
Female	50%
Age	
18 - 24	10%
25 - 34	24%
35 - 44	17%
45 - 54	18%
55 - 64	16%
65 years and over	15%
Duration of stay in Edmonton	
6 months to less than 1 year	<1%
1 year to less than 3 years	6%
3 years to less than 5 years	7%
5 years or more	87%
City Quadrant	
NW	29%
NE	21%
SE	24%
SW	25%

	Total
n=	400
People in household	
1	14%
2	31%
3	21%
4+	29%
Prefer not to answer	5%
Age of people in household	
Under 10 years of age	17%
Between 10 and 17 years of age	14%
Between 18 and 65 years of age	83%
Older than 65	19%
Education	
Less than high school	2%
Graduated high school	21%
Graduated college, technical or vocational school	30%
Graduated university	45%
Prefer not to answer	1%
Marital Status	
Single, never married	26%
Married or common law	61%
Separated, divorced, widowed	12%
Don't know/Prefer not to answer	1%

Profile of Respondents (continued)

	Total
n=	400
Employment	
Working full time	53%
Working part time	10%
A student	7%
Not working outside the home	10%
Retired	18%
Prefer not to answer	2%
Annual household income	
Less than \$20,000	3%
Between \$20,000 and \$29,999	5%
Between \$30,000 and \$49,999	9%
Between \$50,000 and \$79,999	17%
Between \$80,000 and \$119,999	23%
\$120,000 or more	25%
Prefer not to answer	17%
Annual personal income	
Less than \$20,000	14%
Between \$20,000 and \$29,999	9%
Between \$30,000 and \$49,999	16%
Between \$50,000 and \$79,999	21%
Between \$80,000 and \$119,999	15%
\$120,000 or more	9%
Prefer not to answer	16%

	Total
n=	400
Primary language	
English	90%
French	1%
Others	10%
Work for City of Edmonton	
Yes	5%
No	95%
Voted in most recent municipal election	
Yes	76%
No	22%
I was not eligible	2%
Own or rent	
Own	70%
Rent	30%
Type of residence	
House	64%
Duplex	4%
Four-plex	1%
Apartment	14%
Condo	8%
Townhouse	6%
Other	3%

Profile of Respondents (continued)

	Total
n=	400
Born	
Born in Canada	75%
Moved to Canada from somewhere else.	25%
Year moved to Canada	n=101*
1951 - 1980	28%
1981 - 2000	31%
2001 - 2004	11%
2005 - 2010	16%
2011 - 2014	15%

* Base: Moved to Canada from somewhere else

Appendix

2015 - Telephone Survey

Overall Perceptions About the City

By Gender, Age and Personal Income

Top 2 Box (4,5 ratings)	Gender		Age		
	Male n=201	Female n=199	18-34 n=136	35-54 n=142	55+ n=122
Overall quality of life in the City of Edmonton	74%	78%	82%	71%	76%
Overall satisfaction with living in the City of Edmonton	79%	81%	81%	77%	82%
Edmonton is a great place to live	77%	81%	83%	72%	82%
Edmonton is a great place to work	71%	74%	76%	70%	70%
Edmonton is a great place to invest	51%	60%	57%	56%	53%
Edmonton has a diverse economy	41%	62%	56%	48%	51%

Top 2 Box (4,5 ratings)	Personal Income			
	<\$30,000 n=89	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=86	\$80,000+ n=96
Overall quality of life in City of Edmonton	77%	73%	82%	79%
Overall satisfaction with living in the City of Edmonton	79%	81%	80%	84%
Edmonton is a great place to live	82%	83%	77%	79%
Edmonton is a great place to work	76%	69%	76%	76%
Edmonton is a great place to invest	56%	53%	61%	57%
Edmonton has a diverse economy	64%	56%	49%	44%

City Design and Attractiveness

By Gender and Age

Total Agree (4,5 ratings)	Gender		Age		
	Male n=201	Female n=199	18-34 n=136	35-54 n=142	55+ n=122
Edmonton is a well-designed attractive city	42%	59%	48%	45%	60%
Streets are well designed	43%	44%	45%	44%	42%
Streets are well maintained	30%	43%	38%	33%	39%
Transit system is well designed and attractive	30%	38%	32%	34%	37%
Public spaces like parks and squares are desirable places to visit	75%	80%	77%	77%	77%
Clean and generally free from litter	64%	64%	64%	63%	65%
City parks and recreation areas are well maintained	82%	76%	85%	78%	75%
Wide range of housing available	68%	54%	65%	60%	58%
Great place for entertainment and fun	69%	80%	74%	70%	79%
Open and welcoming to newcomers	76%	75%	75%	82%	68%
Culturally diverse	88%	87%	88%	86%	89%
Great place to visit	63%	73%	65%	68%	72%
Environmentally responsible city	66%	69%	66%	67%	70%
Well-maintained business districts	58%	59%	70%	51%	54%
Attractive streetscaping such as, flower pots, lighting, furniture, signage, etc.	50%	56%	51%	53%	55%
Parks and green spaces are spread throughout the city	83%	88%	87%	85%	84%

City Design and Attractiveness

By Personal Income

Total Agree (4,5 ratings)	Personal Income			
	<\$30,000 n=89	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=86	\$80,000+ n=96
Edmonton is a well-designed attractive city	66%	51%	43%	42%
Streets are well designed	56%	41%	38%	41%
Streets are well maintained	49%	38%	41%	26%
Transit system is well designed and attractive	53%	31%	33%	26%
Public spaces like parks and squares are desirable places to visit	80%	67%	84%	76%
Clean and generally free from litter	71%	64%	65%	63%
City parks and recreation areas are well maintained	81%	80%	87%	75%
Wide range of housing available	57%	59%	67%	69%
Great place for entertainment and fun	80%	75%	76%	66%
Open and welcoming to newcomers	80%	67%	81%	77%
Culturally diverse	89%	87%	88%	89%
Great place to visit	77%	61%	71%	60%
Environmentally responsible city	78%	63%	59%	68%
Well-maintained business districts	73%	59%	60%	47%
Attractive streetscaping such as, flower pots, lighting, furniture, signage, etc.	66%	48%	49%	48%
Parks and green spaces are spread throughout the city	85%	86%	90%	83%

Quality of Life By Gender and Age

Total Agree (4,5 ratings)	Gender		Age		
	Male n=201	Female n=199	18-34 n=136	35-54 n=142	55+ n=122
Have access to infrastructure, amenities and services that will improve quality of life	71%	70%	71%	70%	70%
City parks are accessible	88%	85%	87%	88%	84%
The waste water management system is well maintained	68%	69%	75%	69%	61%
All citizens have equal access to services and amenities	62%	58%	65%	58%	55%
The transit system is able to get me where I need to go	42%	44%	46%	44%	39%
Commercial development is well managed	51%	45%	58%	44%	42%
Traffic signals maintain a reasonable flow of traffic	46%	57%	53%	46%	57%
Street lighting is effective	78%	74%	76%	73%	79%
There are enough libraries to serve the needs of Edmontonians	73%	79%	76%	72%	80%
The solid waste management system is efficient and effective	80%	81%	79%	84%	78%
The storm water management systems are well maintained	64%	60%	72%	58%	55%
Snow clearing services are responsive	54%	57%	58%	49%	60%

Quality of Life By Personal Income

Total Agree (4,5 ratings)	Personal Income			
	<\$30,000 n=89	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=86	\$80,000+ n=96
Have access to infrastructure, amenities and services that will improve quality of life	70%	67%	72%	71%
City parks are accessible	84%	89%	86%	89%
The waste water management system is well maintained	73%	70%	72%	61%
All citizens have equal access to services and amenities	64%	58%	62%	57%
The transit system is able to get me where I need to go	53%	37%	42%	41%
Commercial development is well managed	58%	50%	55%	42%
Traffic signals maintain a reasonable flow of traffic	73%	47%	50%	41%
Street lighting is effective	74%	72%	84%	78%
There are enough libraries to serve the needs of Edmontonians	80%	78%	78%	73%
The solid waste management system is efficient and effective	80%	78%	84%	84%
The storm water management systems are well maintained	67%	66%	66%	58%
Snow clearing services are responsive	62%	60%	57%	46%

Safety

By Gender, Age and Region

Total Agree (4,5 ratings)	Gender		Age		
	Male n=201	Female n=199	18-34 n=136	35-54 n=142	55+ n=122
Overall, I feel Edmonton is a safe city	72%	65%	70%	63%	73%
Edmonton is a safe city during the day	88%	83%	87%	80%	88%
Edmonton is a safe city at night	53%	38%	51%	44%	41%
I feel safe walking in my neighbourhood	90%	81%	89%	87%	81%
I feel safe in my home	96%	95%	97%	94%	96%
I feel safe in my local neighbourhood parks	87%	83%	89%	84%	81%
I feel safe walking downtown	60%	50%	59%	48%	58%
I feel safe in the river valley parks	70%	58%	68%	64%	59%
I feel safe using the LRT	68%	54%	64%	62%	57%
I feel safe using the bus system	74%	59%	71%	63%	64%
I feel safe leaving my residence or property unattended	76%	73%	80%	68%	75%
I feel prevention is an approach to reduce crime	82%	82%	78%	82%	87%

Base: Edmontonians (n= 346- 400)

Note: Not Applicable responses excluded from Q14

Safety

By Personal Income

Total Agree (4,5 ratings)	Personal Income			
	<\$30,000 n=89	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=86	\$80,000+ n=96
Overall, I feel Edmonton is a safe city	70%	67%	74%	68%
Edmonton is a safe city during the day	85%	83%	92%	82%
Edmonton is a safe city at night	48%	48%	48%	50%
I feel safe walking in my neighbourhood	86%	83%	90%	90%
I feel safe in my home	93%	92%	98%	97%
I feel safe in my local neighbourhood parks	81%	84%	88%	88%
I feel safe walking downtown	52%	51%	60%	57%
I feel safe in the river valley parks	56%	59%	75%	68%
I feel safe using the LRT	63%	60%	64%	57%
I feel safe using the bus system	74%	66%	65%	65%
I feel safe leaving my residence or property unattended	75%	66%	83%	71%
I feel prevention is an approach to reduce crime	85%	81%	85%	80%

Base: Edmontonians (n= 346- 400)

Note: Not Applicable responses excluded from Q14

Connectedness By Gender and Age

Total Agree (4,5 ratings)	Gender		Age		
	Male n=201	Female n=199	18-34 n=136	35-54 n=142	55+ n=122
I feel connected to my community	47%	57%	46%	58%	53%
Friendly and supportive community	66%	69%	68%	69%	65%
Active and involved in community	29%	39%	30%	38%	34%
Access to community facilities such as parks, libraries, etc.	88%	90%	87%	90%	91%
Access to community events	70%	77%	69%	77%	75%
Family/friends live in same community	46%	44%	42%	45%	48%
Know your neighbours	58%	63%	49%	61%	72%
Regular community events	50%	53%	48%	54%	53%
Can get help from family & friends when needed	83%	82%	85%	77%	86%
You feel welcome and socially included in your community	67%	68%	62%	72%	67%
Your community is open and welcoming to a diverse range of new people who move in	71%	68%	74%	70%	62%

Connectedness By Personal Income

Total Agree (4,5 ratings)	Personal Income			
	<\$30,000 n=89	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=86	\$80,000+ n=96
I feel connected to my community	52%	59%	55%	49%
Friendly and supportive community	67%	61%	69%	70%
Active and involved in community	37%	38%	30%	36%
Access to community facilities such as parks, libraries, etc.	91%	86%	91%	90%
Access to community events	76%	70%	73%	74%
Family/friends live in same community	53%	44%	37%	40%
Know your neighbours	63%	52%	56%	65%
Regular community events	49%	48%	52%	52%
Can get help from family & friends when needed	77%	91%	83%	84%
You feel welcome and socially included in your community	63%	64%	71%	67%
Your community is open and welcoming to a diverse range of new people who move in	84%	62%	70%	67%

Volunteerism

By Gender, Age and Personal Income

Total Yes	Gender		Age		
	Male n=201	Female n=199	18-34 n=136	35-54 n=142	55+ n=122
Volunteered over the past year	39%	56%	49%	48%	45%

Total Yes	Personal Income			
	<\$30,000 n=89	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=86	\$80,000+ n=96
Volunteered over the past year	48%	45%	47%	55%

Activities

Activities*	Neighbourhood park (n=318)	River valley park (n=281)	District city park (n=212)	Off-leash park (n=155)
Running, walking, jogging	37%	53%	38%	19%
Playing in play grounds (outdoor play areas for children with equipment)	26%	3%	12%	1%
Walking a dog	17%	13%	9%	71%
Social interactions such as picnics, gatherings, etc.	17%	14%	14%	5%
Walked through the park to get somewhere	10%	14%	9%	8%
Field based activities (such as football, rugby, soccer, lacrosse, field hockey, flag football, ultimate Frisbee, cricket, baseball, softball)	9%	5%	11%	1%
Just sat and enjoyed the atmosphere.	8%	8%	8%	1%
Rollerblading, skateboarding, cycling	8%	15%	5%	4%
Letting the dog run	-	-	-	3%
Casual summer activities such as flying kites, playing Frisbee, etc.	4%	1%	2%	2%
Play with children (unspecified)	4%	2%	2%	1%
Playing at spray parks	3%	1%	4%	-
Activities with nature such as bird watching or simply relaxing outside	3%	4%	3%	1%
Tobogganing/Sledding	3%	1%	1%	-
Court based activities (such as tennis, sand/beach volleyball, basketball)	3%	<1%	1%	-
Fitness activities (such as boot camp, yoga, tai chi, etc.)	2%	3%	3%	-
Swimming in outdoor pools	2%	<1%	3%	-
Attending events such as Festivals, sports tournaments, etc	2%	6%	14%	-
Ice skating/Ice hockey	1%	1%	3%	-
Other (specify)	5%	3%	5%	2%
Don't know / Refused	1%	2%	3%	3%

Base: Edmontonians who visited each respective park in the past 12 months
Mentions 2% or less for all park types are not included

Park Visitations

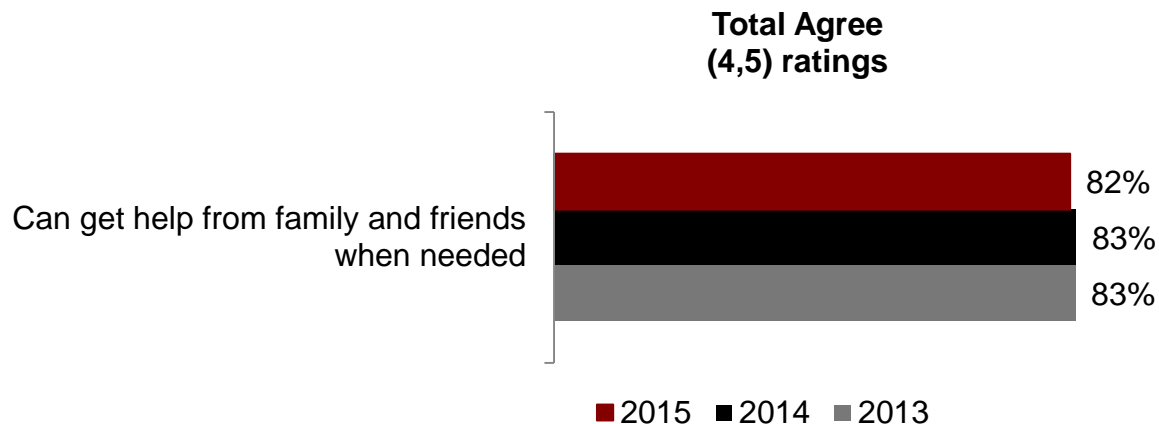
By Gender, Age and Personal Income

Yes	Gender		Age		
	Male n=201	Female n=199	18-34 n=136	35-54 n=142	55+ n=122
Any	88%	88%	89%	93%	81%
Neighbourhood Park	77%	82%	79%	87%	71%
River Valley Park	70%	70%	70%	76%	64%
District City Park	52%	54%	51%	62%	45%
Off-leash Park	37%	41%	48%	31%	38%
Other	1%	4%	3%	1%	3%
None of the above	12%	12%	11%	7%	19%

Yes	Personal Income			
	<\$30,000 n=89	\$30,000- \$50,000 n=64	\$50,000- \$80,000 n=86	\$80,000+ n=96
Any	83%	91%	95%	91%
Neighbourhood Park	69%	84%	89%	81%
River Valley Park	61%	73%	78%	79%
District City Park	53%	50%	56%	60%
Off-leash Park	35%	33%	41%	47%
Other	2%	3%	-	3%
None of the above	17%	9%	5%	9%

Opinions Regarding Connectedness to Community

Trends Over Time

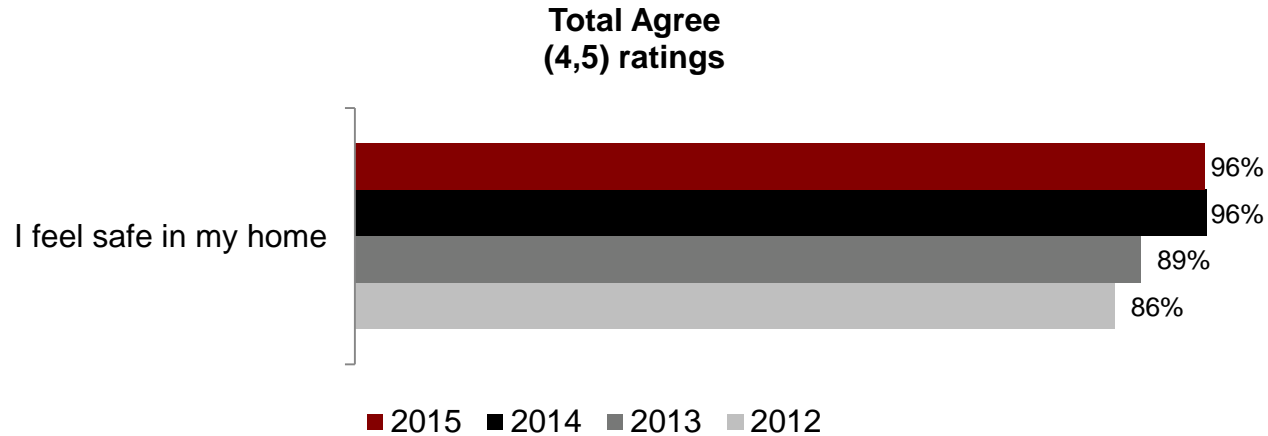


Base: Edmontonians (n=400)

*New question in 2013. Change in scale in 2014

Personal Safety in the City

Trends Over Time



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