

Report

**Edmontonians' Awareness  
and Attitudes on Poverty  
Follow-up Survey**

City of Edmonton



2019-08-16



## CONTEXT AND OBJECTIVES

# Context and Objectives

## Context

In March 2014, Mayor Don Iveson compiled the Mayor's Task Force to Eliminate Poverty in Edmonton, which includes 20 Edmonton community members, whose mandate is to "end poverty in Edmonton within a generation." Part of this mandate involves re-framing the way poverty is talked about, and speaking of eliminating, rather than managing, poverty.

Essentially, the initiative is focused on...

- Building on momentum
- Telling the right story
- The return on investment
- Expanding the conversation to the neighborhood level

In February 2015, Leger conducted a survey on behalf of the City to measure what Edmontonians think about poverty (their thoughts, feelings, beliefs and attitudes related to poverty). The key objectives of the survey were to establish benchmark measures to assess citizens' attitudes towards poverty, which could be monitored over time, and to provide communication cues to develop a dialogue with Edmontonians.

## Objectives

Against this backdrop, Leger conducted a follow-up survey in 2019 on behalf of the City to measure the pulse of what Edmontonians think about poverty, while aiding in developing key communication messages and informing the next EndPovertyEdmonton Road Map planning.

The objectives of the research among Edmontonians are:

- Develop an understanding of their thoughts, feelings, beliefs, and attitudes related to poverty
- Understand their perceptions of solutions to poverty
- Understand their awareness and perceptions of EndPovertyEdmonton and the five-year Road Map
- Determine and understand any changes in knowledge and attitudes about poverty
- Determine and understand any changes in knowledge and attitudes about poverty elimination
- Track and analyze all relevant questions from the 2015 benchmark study
- Determine what information to communicate regarding the next EndPovertyEdmonton Road Map planning, and the communication channels to use

# Methodology

# Methodology

## Data Collection

- 402 telephone surveys were conducted with Edmonton residents, with 215 completed on cell phones, and 187 completed on landlines.
- Surveys were conducted between June 26, 2019 and July 14, 2019.
- Soft quotas were maintained by age, gender, and city quadrants to ensure the data collection was distributed among the various segments of the population.

## Statistical Reliability

- As a random telephone survey, the margin of error is  $\pm 4.9$  percentage points, 19 times out of 20.
- The data were weighted by age and gender to ensure that the findings are reflective of the opinions of Edmonton.
- Throughout the report any statistically significant differences between 2015 and 2019 results have been indicated by (significance is determined by applying z-testing to the data)
- Numbers in the report may not add up to 100% due to rounding.

## Target Respondents

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

# Key Findings

# Changes since 2015...

## ... in awareness and attitudes about poverty

- The proportion of Edmontonians agreeing that most people live in poverty because of conditions beyond their control has increased in 2019, while agreement that most people living in poverty do not put in enough effort to make their conditions better, and are responsible for their own condition has decreased when compared to 2015 results.
- The proportion of Edmontonians who personally know anyone who satisfies any of the broader definitions of poverty has increased, at least slightly, since 2015. Specifically, the proportion of Edmontonians who indicate knowing someone who is living paycheque to paycheque, does not have enough money to pay their bills, or is unable to find a job, has increased significantly in 2019 when compared to 2015 results.
- Nearly half of Edmontonians agree that poverty in Edmonton is worse than it was five years ago, an increase from 2015 results.

## ... in knowledge and attitudes about poverty elimination

- Two-in-five Edmontonians feel that the responsibility for eliminating poverty is primarily that of the Federal government, an increase from 2015 results.
  - One-in-five Edmontonians feel people living in poverty are responsible themselves for eliminating poverty, a decrease from 2015 results.
  - Nearly three-quarters of Edmontonians agree that government policies and programs are the best approach to eliminating poverty, an increase from 2015 results.
- When asked what they can personally do to eliminate poverty, Edmontonians were less likely to cite donating money, and more likely to mention helping people out in the community, compared to 2015 results.

## Key Takeaways...

A significantly larger proportion of Edmontonians consider poverty a significant problem in Edmonton in 2019 when compared to 2015 results. Edmontonians continue to over estimate the proportion of Edmontonians living in poverty which could be the result of the increased proportions who indicate knowing someone they would consider to be living in poverty, based on the broader definition of poverty, all of which increased at least slightly in 2019. These increases could be a reflection of the current economy- the majority of Edmontonians agree that given the economic conditions in Edmonton, the City should do a better job in dealing with poverty, and could be further supported by the notable increase of Edmontonians who agree that poverty in Edmonton is worse than it was five years ago.

Edmontonians continue to indicate that everyone plays a role in eliminating poverty, with increased proportions agreeing that government policies and programs are the best way to eliminate poverty, and that most people live in poverty because of conditions beyond their control. Furthermore, 2019 saw a decrease in the proportion of Edmontonians agreeing that most people living in poverty do not put in enough effort to make their conditions better, and an increase in the proportion agreeing that the elimination of poverty should be the collective responsibility of governments, Edmontonians as a whole, and charities and NGO's.

# Way Forward...

## Key communication messages to inform the next Road Map planning

Edmontonians recognize poverty is a significant problem and agree that poverty is worse in Edmonton than it was five years ago. However, there may be a lack of understanding of the broader definition of poverty, and the complexities that people in poverty face.

Information to communicate to Edmontonians about poverty could focus on...

- The role of the City in eliminating poverty, and its complexity.
  - Edmontonians' perception that eliminating poverty is a collective responsibility.
- How citizens can personally contribute to a solution of eliminating poverty through volunteering, or provide, and clearly communicate opportunities for Edmontonians to participate beyond volunteering and donating money and items.
- That poverty elimination benefits everyone, not just those in poverty.
  - The province and city-wide economic and social benefits could be highlighted.
- What is currently being done at different levels of government to eliminate poverty, and any future plans.

Most people in Edmonton prefer to receive communications from EndPovertyEdmonton through news and TV media, social media, the City website, or the EndPovertyEdmonton website. Edmontonians who were not born in Canada are more likely to prefer updates through email or e-news.

## Detailed Results

# Understanding and Interacting with Poverty

## The greatest proportion of Edmontonians describe poverty as not being able to afford the basic necessities of life.

What does poverty mean to you?	2015 Edmontonians (n=400)	2019 Edmontonians (n=402)
Cannot afford basic necessities of life	36%	37%
No food/Not enough food	30%	28%
Homelessness	20%	17%
Can't afford housing/Lack of adequate housing	17%	17%
Low income	11%	15%
No money/Lack of money	12%	11%
Can't afford clothing	9%	8%
Living below poverty line	10%	7%
Working poor	4%	6%
People who are less fortunate	3%	6%
Lack of resources	1%	6%
Lack of income/Unemployed	7%	5%
Poor	7%	4%
Not having basic health/Dental care needs met	2%	4%
Having a hard time making ends meet	-	3%
Not enough money to pay for education	3%	3%
Don't have the ability to pay for anything beyond essential needs	4%	2%
Visit food banks	3%	2%
Single mothers	1%	<1%
Other mentions	8%	5%
Nothing	1%	<1%
Don't know/Refused	5%	3%

# What does Poverty mean to you?

## Verbatim responses

“Families that can't put food on the table or buy basic life necessities.”

“Poverty is having to rely on food banks, being homeless, not able to pay your bills, not having enough of what you need.”

“Homelessness, children without opportunities, poor nutrition, parents working an abundance of hours, having a poor quality of life.”

“I think of someone who is homeless living on the street, does not have enough to support themselves, no food, shelter, or water. There are also people who are on the low income end of the spectrum who work and cannot support themselves.”

“Poverty is someone who is unable to afford the basics of life (food & shelter).”

“No income, a lack of housing or affordable living. Those who are unemployed or on government assistance.”

“People that are under privileged, do not make much money, are homeless, some are still working but are living in poverty. In the City of Edmonton there should not be anyone living in poverty.”

“Homelessness, people who are working poor, living in not so nice apartments downtown. People struggling to pay the bills.”

“I would say low income housing. People who use the food bank. People that have fallen on hard times. I know some people don't work hard enough and don't want to get better situated in life, however, the majority of people in poverty are there due to situations beyond their control.”

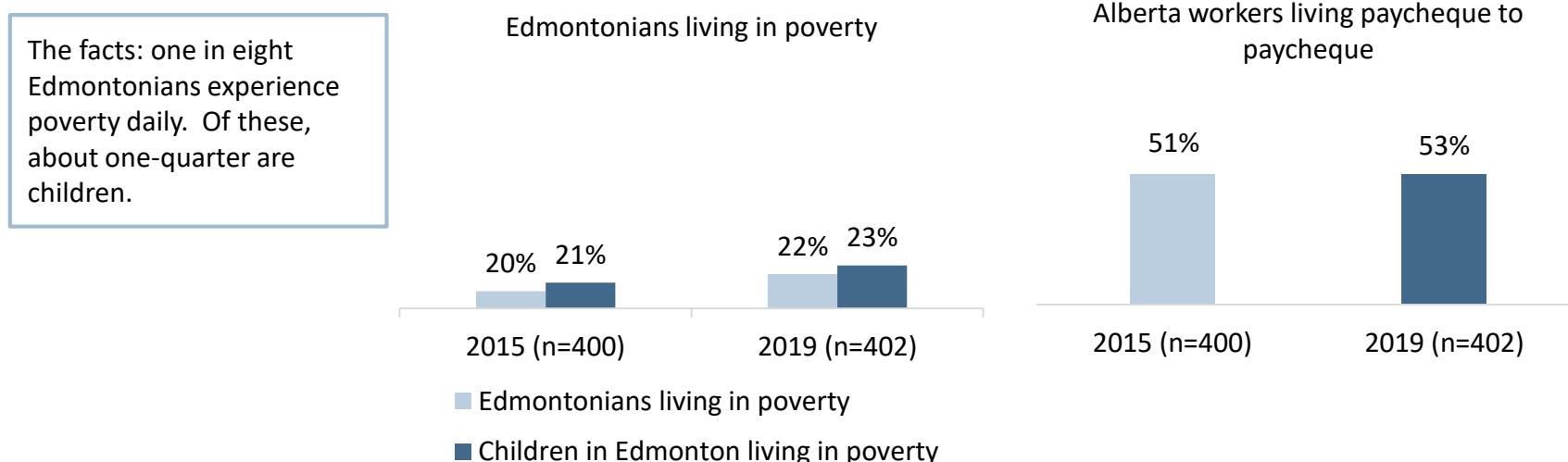
# Knowledge About Poverty in Edmonton

## How many people in Edmonton do Edmontonians think are living in poverty?

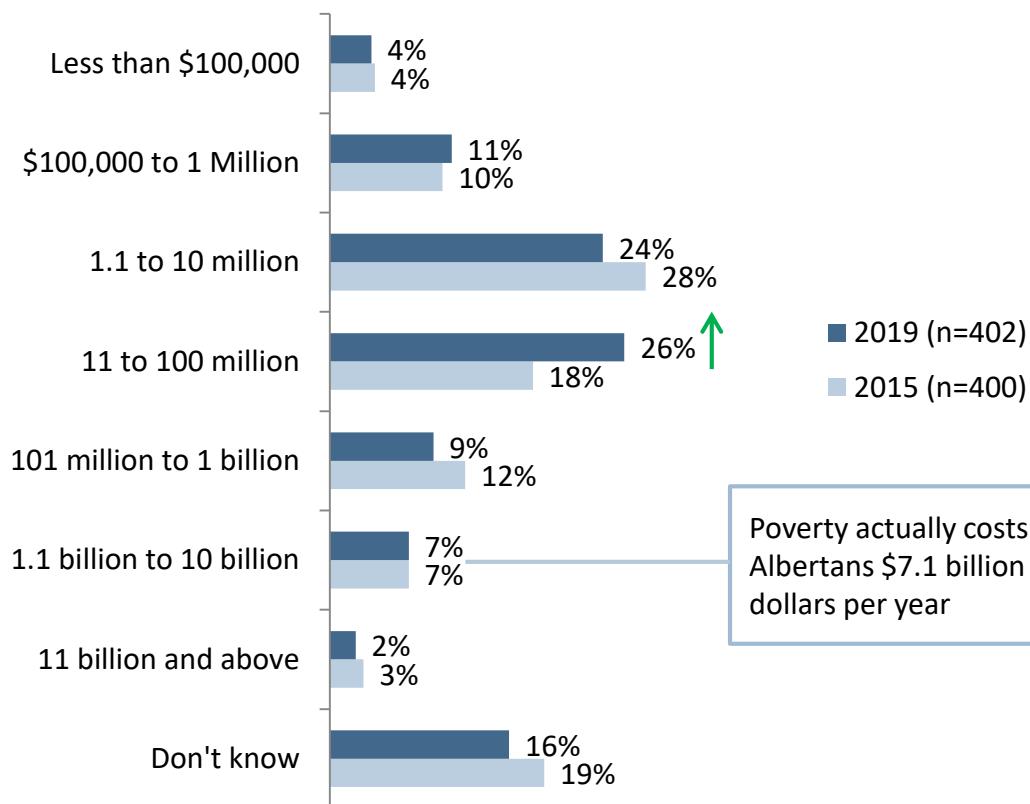
On average, Edmontonians believe that 22% of all Edmontonians live in poverty, and 23% of children in Edmonton live in poverty, consistent with 2015 results.

## How many Alberta workers do Edmontonians think live paycheque to paycheque?

On average, Edmontonians believe that about half (53%) of workers in Alberta live paycheque to paycheque, consistent with 2015 results.



**More than a quarter Edmontonians believe that poverty elimination would save Albertans between 11 million and 100 million dollars, an increase from 2015 results.**

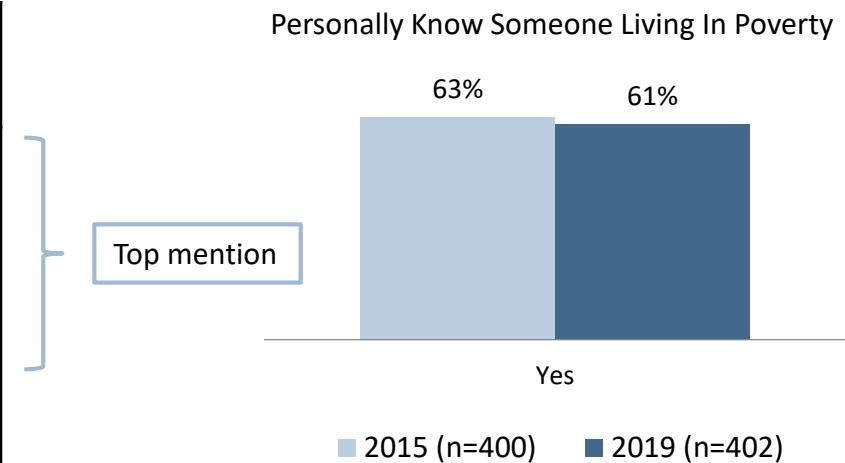


Poverty actually costs  
Albertans \$7.1 billion  
dollars per year

↑ Denotes significant  
increase from 2015

## Three-in-five Edmontonians indicate personally knowing someone living in poverty, consistent with 2015 results.

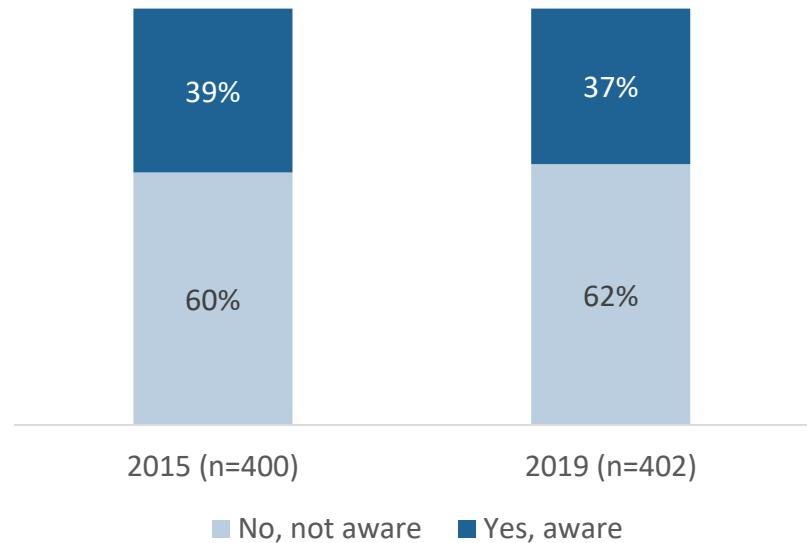
Broader definition of poverty	2015 Edmontonians (n=400)	2019 Edmontonians (n=402)
Lives from paycheque to paycheque	82%	88%
Does not have enough money to pay their bills	60%	69%
Lives on minimum wage	64%	67%
Is unable to find a job	51%	65%
Is dependent on the society or government to take care of their day to day needs	56%	58%
Does not have a support network to help them in difficult times	39%	44%
Lacks opportunities to learn, work, or contribute to the community	39%	44%
Is unable to participate or does not feel included and welcome in society	42%	42%
None of the above	9%	5%



The proportion of Edmontonians who personally know anyone who satisfies any of the broader definitions of poverty has increased, at least slightly, since 2015. Specifically, the proportion of Edmontonians who indicate knowing someone who is living paycheque to paycheque, does not have enough money to pay their bills, or is unable to find a job, has increased significantly in 2019 when compared to 2015 results.

Denotes significant increase from 2015

## Nearly two-in-five Edmontonians are aware of EndPovertyEdmonton, consistent with 2015 results.



How would you prefer to hear about communications from EndPovertyEdmonton?*	2019 Edmontonians (n=402)
News/TV Media	71%
Social Media (including blog posts)	61%
City website	61%
EndPovertyEdmonton website	57%
Radio advertising	55%
Word of mouth/Someone tell me	53%
Email or e-news	48%
Newspaper advertising	41%
Flyer/Mail outs	34%
Apps	32%
Billboards/Signs	3%
Phone/Text	3%
Other	5%
Don't Know	1%
Prefer not to answer	2%

The following Edmontonians are more likely to be aware of EndPovertyEdmonton...

- Born in Canada
- 55 years of age or older
- Have lived in Edmonton for more than 10 years
- Have participated in an activity aimed to reduce poverty
- Do not have children in their household

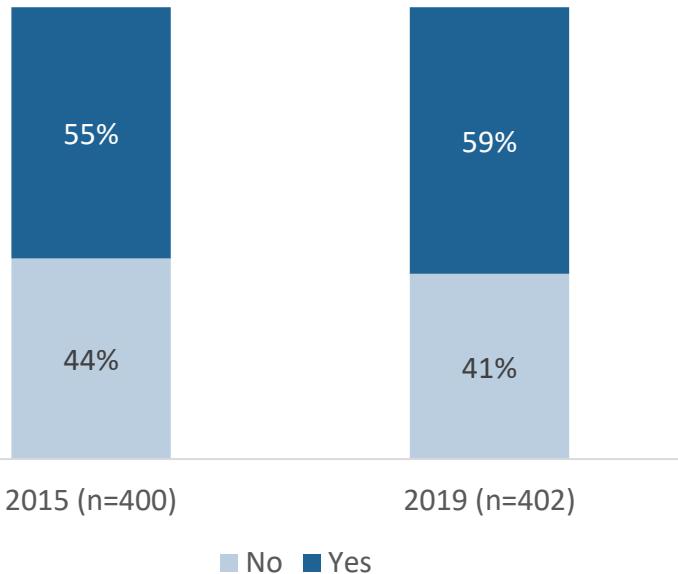
\*Note: Q13 is a new question in 2019, no tracking data available, multiple responses allowed

Base: Edmontonians

Q12. Before today, were you aware of EndPovertyEdmonton – a collaboration between the City and community partners to eliminate poverty in Edmonton?

Q13. For future communications, how would you prefer to hear about updates and progress regarding EndPovertyEdmonton and eliminating poverty?

## Three-in-five Edmontonians have participated in or volunteered in an activity to reduce poverty, consistent with 2015 results.



The following Edmontonians are more likely to have participated or volunteered in an activity to reduce poverty...

- Females
- Born in Canada
- Have a university education

# Overall Opinions About Poverty

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Before asking the following questions, respondents were provided with the following definition of poverty:

*"Poverty in Edmonton is defined as when people lack or are denied economic, social and cultural resources to have a quality of life that sustains and facilitates full and meaningful participation in the community".*

## Summary

- The majority of Edmontonians agree with all perceptions of poverty, with the greatest proportions agreeing that poverty is about more than money, and that people living in poverty are often subject to discrimination.
  - 2019 results are consistent with 2015 regarding attitudes and awareness towards poverty.

## Key Findings

### Can poverty be eliminated?

- The majority of Edmontonians agree that poverty can be eliminated or drastically reduced if enough efforts are made; consistent with 2015 results.
- However, similar to 2015 results, Edmontonians still feel that poverty is inevitable in our society.

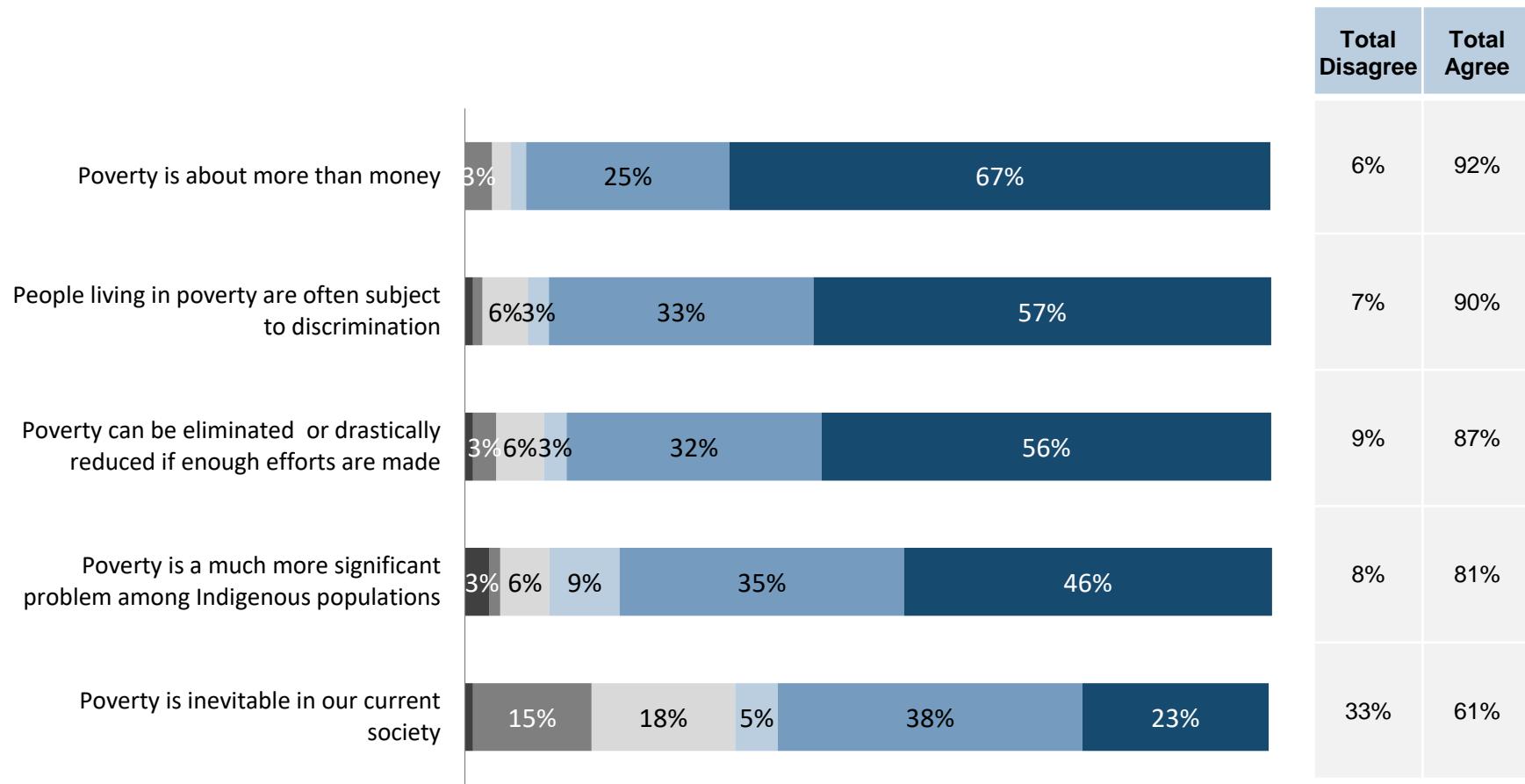
### Is poverty only about money?

- When asked directly, nearly all Edmontonians agree that poverty is about more than just money, consistent with 2015 results.

### Are people living in poverty subject to discrimination?

- Edmontonians agree that people living in poverty are often subject to discrimination, and that poverty is much more significant among Indigenous populations.
  - Edmontonians between the ages of 18 to 34 years, and those with a university education are more likely to agree that poverty is a more significant problem among Indigenous populations.
  - Generally, agreement that poverty is a much more significant problem among Indigenous populations increases as age decreases.

**The majority of Edmontonians agree with all perceptions of poverty, with the greatest proportions agreeing that poverty is about more than money, and that people living in poverty are often subject to discrimination.**



■ Don't know ■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree ■ Somewhat agree ■ Strongly agree

Base: Edmontonians (n=402)

Note: Values less than 2% or less are not labelled

Q4b. The next few questions are about some of the beliefs or perceptions about poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

Q4d. The next few questions are about eliminating or reducing poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

## 2019 results are consistent with 2015 regarding attitudes and awareness towards poverty.

	Agree	
	2015 (n=400)	2019 (n= 402)
Poverty is about more than money	92%	92%
People living in poverty are often subject to discrimination	86%	90%
Poverty can be eliminated or drastically reduced if enough efforts are made	87%	87%
Poverty is a much more significant problem among Indigenous populations	77%	81%
Poverty is inevitable in our current society	58%	61%

Females are more likely to agree that people living in poverty are often subject to discrimination and that poverty is about more than money. While males are more likely to agree that poverty is inevitable in our current society.

Those born in Canada are more likely to agree that poverty is about more than money and that people living in poverty are often subject to discrimination.

Base: Edmontonians

Q4b. The next few questions are about some of the beliefs or perceptions about poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

Q4d. The next few questions are about eliminating or reducing poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

# Benefits of Eliminating Poverty

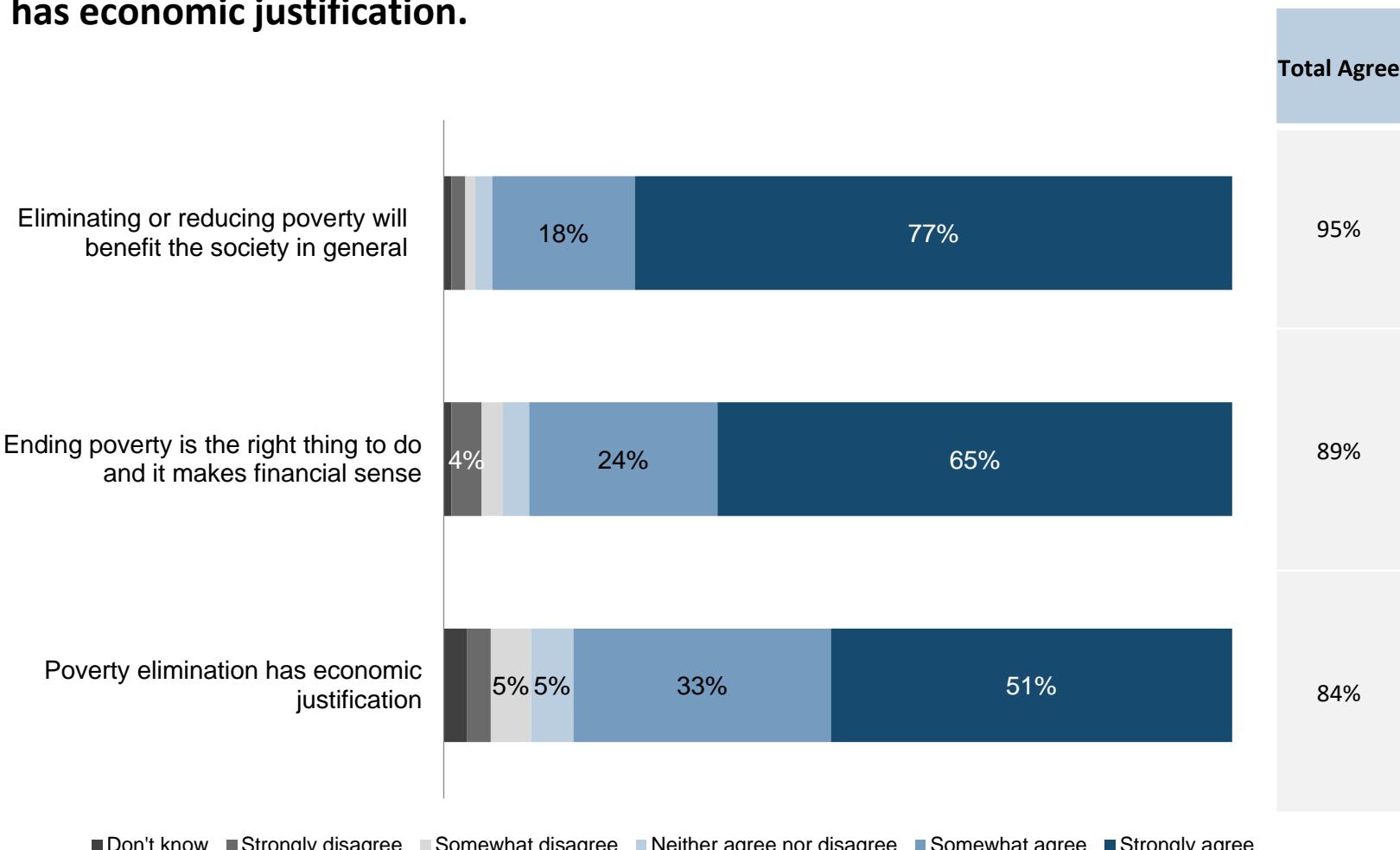
## Summary

- The vast majority of Edmontonians agree that eliminating or reducing poverty will benefit society in general, that is it the right thing to do, and has economic justification.
- Two-in-five Edmontonians agree that poverty does not really affect them directly or indirectly, and few agree that poverty elimination is just a charity.
  - 2019 results are consistent with 2015 regarding attitudes towards eliminating or reducing poverty.

## Key Findings

- The vast majority of Edmontonians agree that eliminating or reducing poverty will benefit society in general, consistent with 2015 results.
- The majority of Edmontonians agree that ending poverty is the right thing to do, makes financial sense, and has economic justification. This is further supported by the low agreement for the statement: “poverty elimination is just a charity”.
  - Edmontonians with an average annual household income of \$80,000 or more, and those with a university education are more likely to agree with the economic justification for eliminating or reducing poverty.
  - Agreement that poverty elimination is just a charity increases as household income decreases.
- At least one-in-five Edmontonians agree that poverty does NOT affect them directly or indirectly, and that eliminating or reducing poverty will NOT have a positive impact on their lives.
  - Edmontonians 55 years of age or older are more likely to agree that reducing poverty will NOT have a positive impact on their lives, and that poverty does NOT affect them directly or indirectly.
  - Males are more likely to agree that eliminating poverty will not have a positive impact on their life.
  - Agreement that eliminating or reducing poverty will not have a positive impact on their life increases as age increases.
  - Agreement that reducing poverty will not have a positive impact on their life increases as household income decreases.

**The vast majority of Edmontonians agree that eliminating or reducing poverty will benefit society in general, that it is the right thing to do, and has economic justification.**



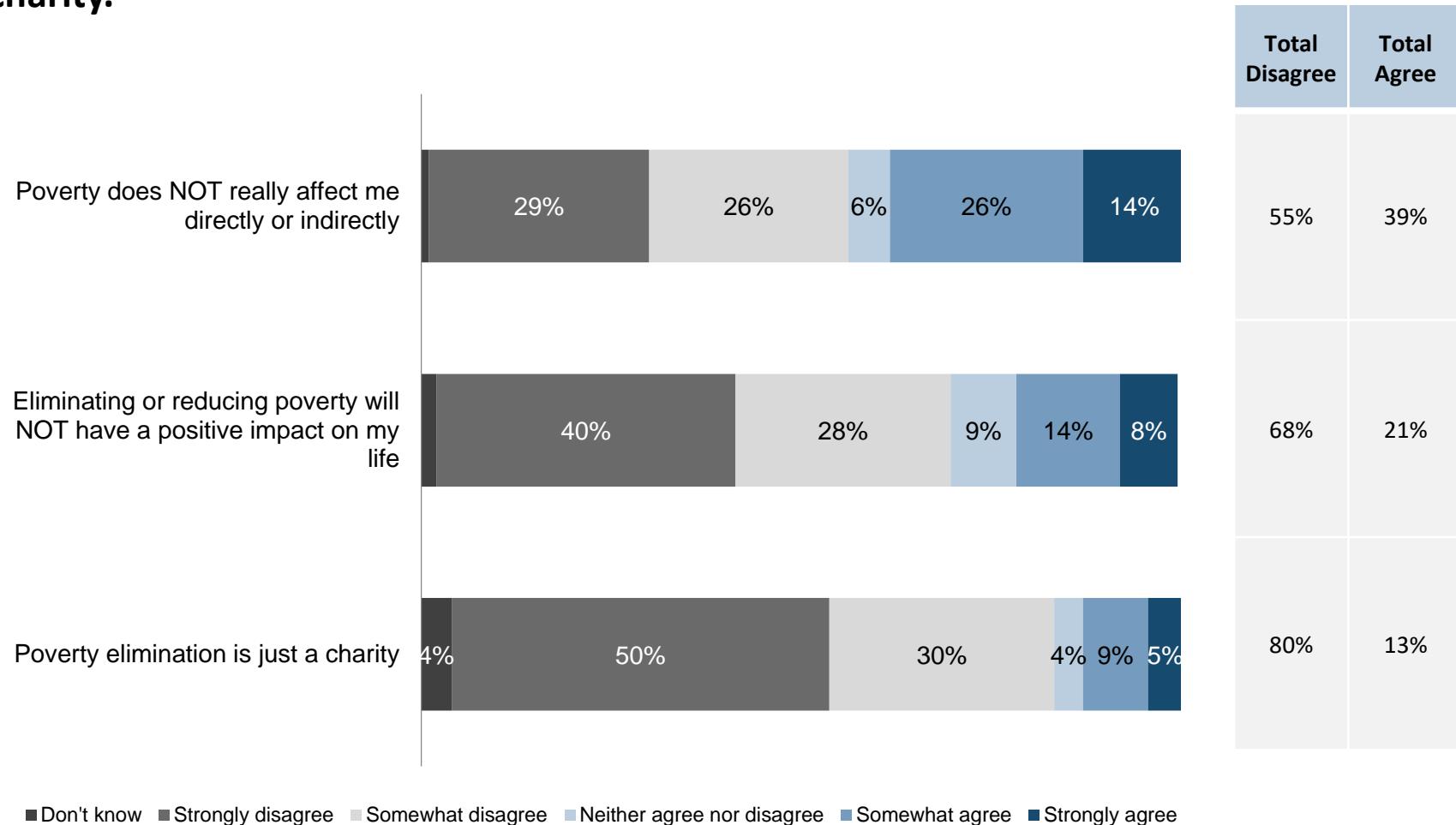
Responses less than 3% are not labelled

Base: Edmontonians (n=402)

Q4c. The next few questions are about the possible impacts of poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

Q4d. The next few questions are about eliminating or reducing poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

## Two-in-five Edmontonians agree that poverty does not really affect them directly or indirectly, and few agree that poverty elimination is just a charity.



■ Don't know ■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree ■ Somewhat agree ■ Strongly agree

Responses less than 2% are not labelled

Base: Edmontonians (n=402)

Q4c. The next few questions are about the possible impacts of poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

Q4d. The next few questions are about eliminating or reducing poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

## 2019 results are consistent with 2015 regarding attitudes towards eliminating or reducing poverty.

	Agree	
	2015 (n=400)	2019 (n=402)
Eliminating or reducing poverty will benefit the society in general	94%	95%
Ending poverty is the right thing to do and it makes financial sense	87%	89%
Poverty elimination has economic justification	83%	84%
Poverty does NOT really affect me directly or indirectly	38%	39%
Eliminating or reducing poverty will NOT have a positive impact on my life	23%	21%
Poverty elimination is just a charity	15%	13%

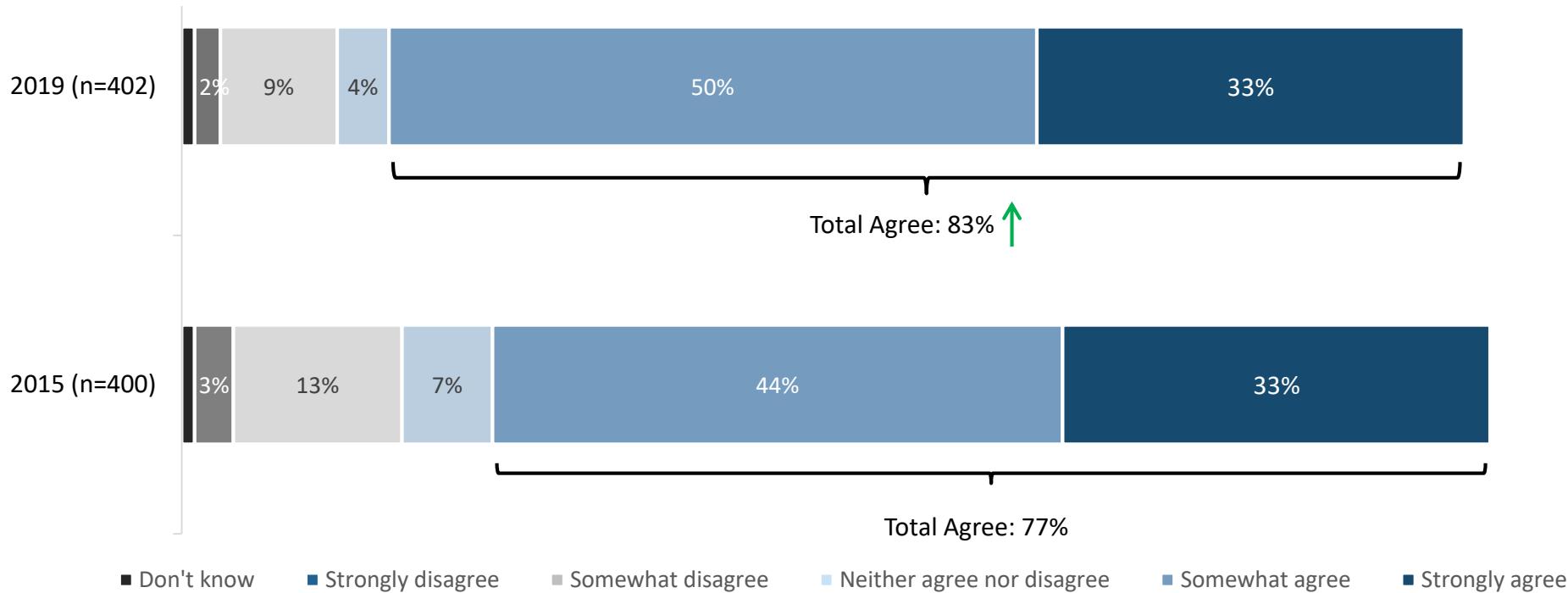
Base: Edmontonians

Q4c. The next few questions are about the possible impacts of poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

Q4d. The next few questions are about eliminating or reducing poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

# Poverty Severity in Edmonton

## More than four-in-five Edmontonians agree that poverty is a significant problem in Edmonton, an increase from 2015 results.



The following Edmontonians are more likely to agree that poverty is a significant problem in Edmonton...

- Females
- Have lived in Edmonton for more than 10 years
- Are born in Canada
- Know someone who lives in poverty
- Have participated/volunteered in an activity aimed to reduce poverty

↑ Denotes significant increase from 2015

Responses 1% or less are not labelled  
Base: Edmontonians

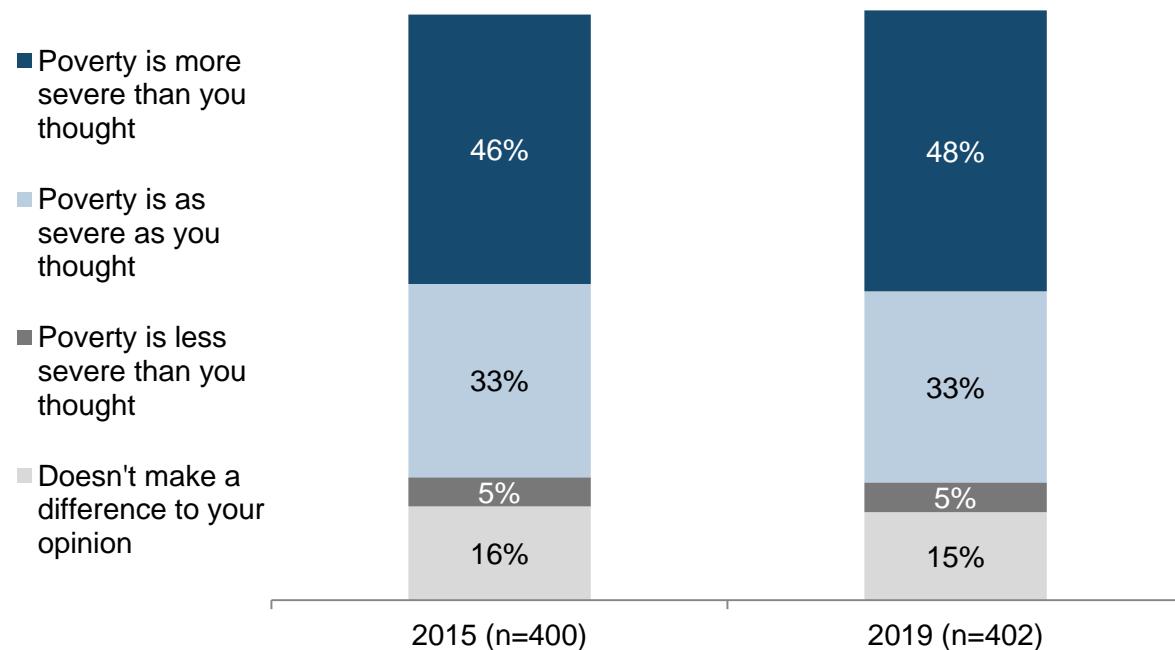
Q3. To what extent do you agree or disagree with the following statement. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree.

## Facts shown to respondents

One-in-eight Edmontonians experiences poverty daily. Of these, about one-quarter are children.

Poverty costs Albertans \$7.1 Billion dollars per year which includes health care costs, crime, economic opportunity costs (i.e. lost revenue and tax due to under-employment), etc.

Consistent with 2015 results, nearly half of Edmontonians realize that poverty in Edmonton is more severe than they thought.



# State of Poverty in Edmonton

# State of Poverty in Edmonton

## Summary

- Three-quarters of Edmontonians feel poverty is a core issue that should be prioritized, however, less than half agree that poverty is worse than it was five years ago, there are bigger problems for the City which need attention/focus, and that it is less of a problem in Edmonton compared to other Canadian cities.
- The proportion of Edmontonians who agree that poverty in Edmonton is worse than it was five years ago has increased in 2019 compared to 2015 results.

## Key Findings

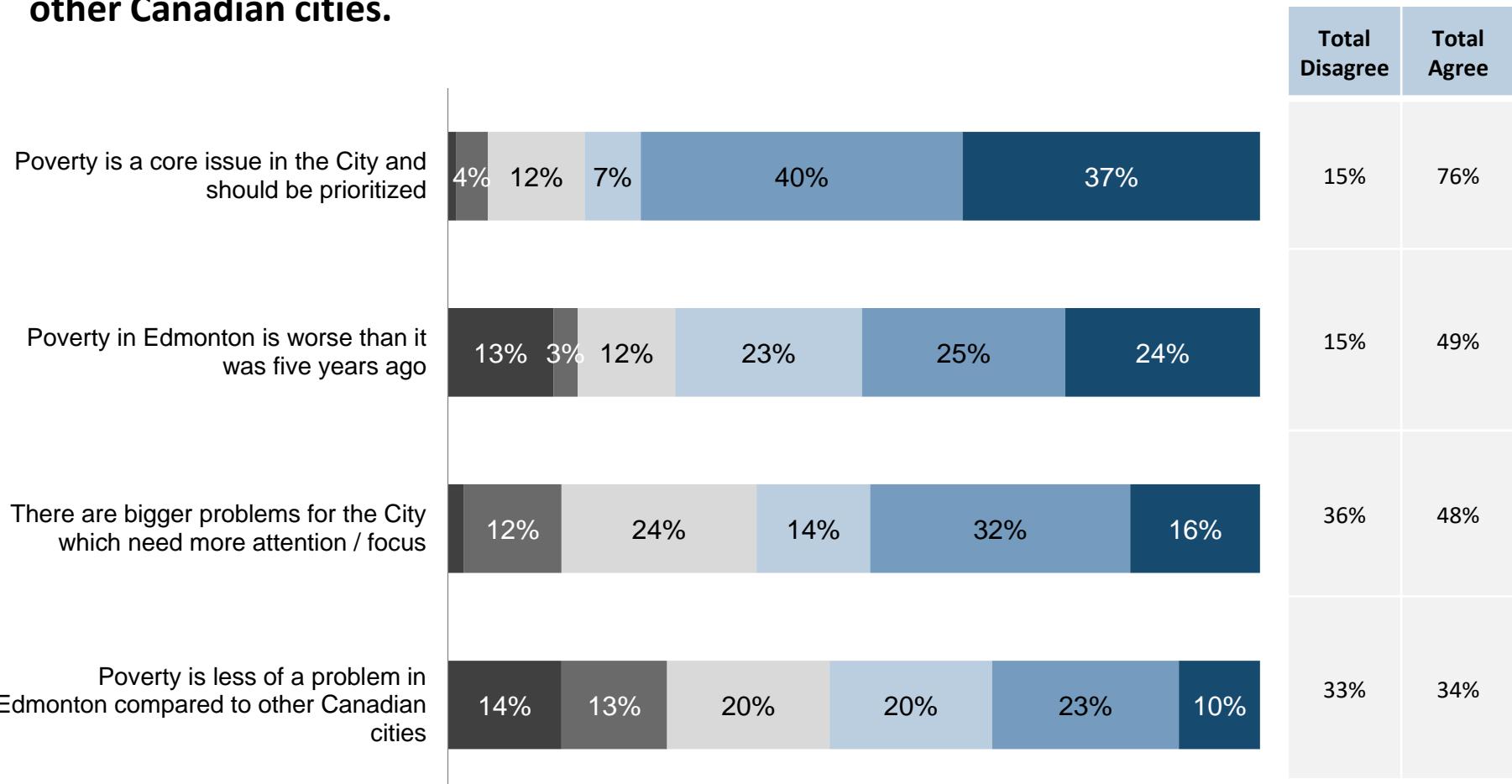
### Is poverty a priority in Edmonton?

- Consistent with 2015 results, three-quarters of Edmontonians agree that poverty is a core issue and should be prioritized.
  - Females are more likely to agree that poverty is a core issue in the City and should be prioritized.
- However, nearly half also feel that the City has bigger problems which need more attention and focus.
  - Similar to 2015, males are more likely to agree that there are other, bigger problems for the City to prioritize.
  - Edmontonians who have lived in the city for less than 5 years are also more likely to agree there are bigger problems to prioritize.

### How does Edmonton fare compared to the past/other Canadian cities?

- Nearly half of Edmontonians agree that poverty is worse than it was 5 years ago, an increase from 2015 results.
  - Edmontonians who have lived in Edmonton for more than 10 years are more likely to indicate poverty being worse than 5 years ago.
- Similar to 2015 results, one-third of Edmontonians consider poverty to be less of a problem in Edmonton compared to other Canadian cities.
  - Respondents not born in Canada are more likely to see poverty as less of a problem in Edmonton compared to other Canadian cities.

**Three-quarters of Edmontonians feel poverty is a core issue that should be prioritized, however, less than half agree that poverty is worse than it was five years ago, there are bigger problems for the City which need attention/focus, and that it is less of a problem in Edmonton compared to other Canadian cities.**



■ Don't know ■ Strongly disagree ■ Somewhat disagree ■ Neither agree nor disagree ■ Somewhat agree ■ Strongly agree

Responses 2% or less are not labelled

Base: Edmontonians (n=402)

Q4a. I will now read a series of statements regarding the state of poverty in the City of Edmonton. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

**The proportion of Edmontonians who agree that poverty in Edmonton is worse than it was five years ago has increased in 2019 compared to 2015 results.**

	Agree	
	2015 (n=400)	2019 (n=402)
Poverty is a core issue in the City and should be prioritized	72%	76%
Poverty in Edmonton is worse than it was five years ago	36%	49% 
There are bigger problems for the City which need more attention/focus	48%	48%
Poverty is less of a problem in Edmonton compared to other Canadian cities	38%	34%



Denotes significant increase from 2015

Base: Edmontonians

Q4a. I will now read a series of statements regarding the state of poverty in the City of Edmonton. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

# Responsibilities for Eliminating Poverty

## Summary

- The majority of Edmontonians agree that most people live in poverty because of conditions beyond their control, and that given the economic conditions in Edmonton, the City should do a better job in dealing with poverty.
- The proportion of Edmontonians agreeing that most people live in poverty because of conditions beyond their control has increased in 2019. While agreement that most people living in poverty do not put in enough effort to make their conditions better, and most people living in poverty are responsible for their own condition has decreased when compared to 2015 results.

## Key Findings

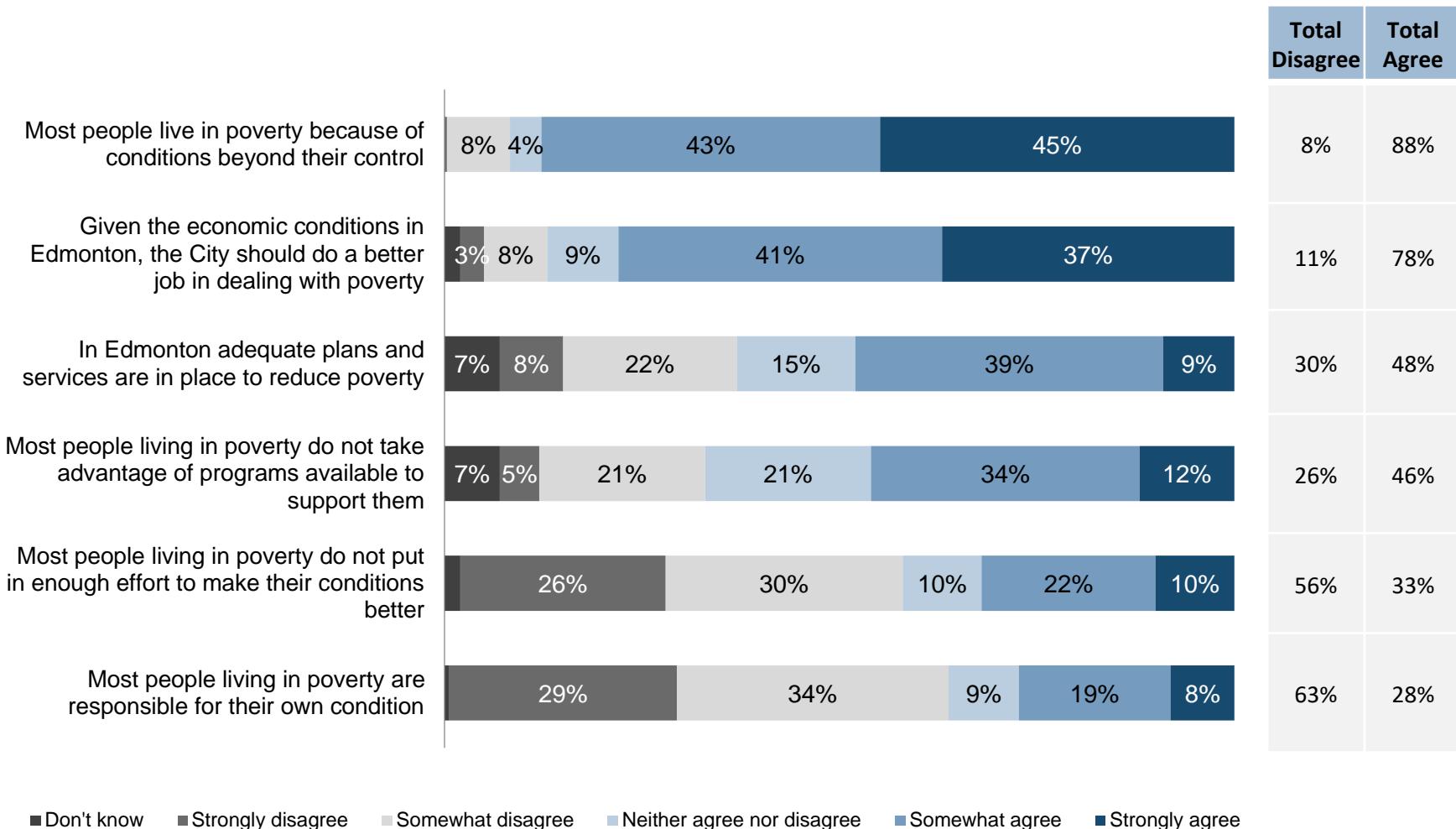
### Edmontonians' opinions about the City's responsibility

- Consistent with 2015 results, the majority of Edmontonians feel that the City should do a better job in dealing with poverty, particularly in the context of its economic situation.
- Nearly half of Edmontonians agree that there are adequate plans and services in place to reduce poverty.
  - Edmontonians with an average annual household income of less than \$30,000, and those who were not born in Canada are more likely to agree that there are enough plans and services in Edmonton to reduce poverty.
  - Agreement that there are adequate plans and services in place to reduce poverty increases as household income decreases.

### Edmontonians' opinion about the responsibility of people living in poverty

- Nearly nine-in-ten Edmontonians agree that most people live in poverty because of conditions beyond their control, an increase from 2015 results.
  - Females are more likely than males to agree that most people live in poverty because of conditions beyond their control.
- The majority of Edmontonians agree that given the economic conditions in Edmonton, the City should do a better job dealing with poverty.
  - This is further supported by nearly half of Edmontonians agreeing that Edmonton has adequate plans and services in place to reduce poverty.
- Nearly three-in-ten Edmontonians feel those living in poverty are responsible for their own condition, a decrease from 2015 results.
  - Males are more likely to agree that people living in poverty are responsible for their own condition, and that they do not make enough efforts to improve their condition.
- Generally, agreement that most people living in poverty do not take advantage of the various programs available to support them, and that most people living in poverty do not put in enough effort to make their conditions better increases as age increases.

# The majority of Edmontonians agree that most people live in poverty because of conditions beyond their control, and that given the economic conditions in Edmonton, the City should do a better job in dealing with poverty.



Q4a. I will now read a series of statements regarding the state of poverty in the City of Edmonton. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

Q4b. The next few questions are about some of the beliefs or perceptions about poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

**The proportion of Edmontonians agreeing that most people live in poverty because of conditions beyond their control has increased in 2019. While agreement that most people living in poverty do not put in enough effort to make their conditions better, and most people living in poverty are responsible for their own condition has decreased when compared to 2015 results.**

	Agree	
	2015 (n=400)	2019 (n=402)
Most people live in poverty because of conditions beyond their control	78%	88%
Given the economic conditions in Edmonton, the City should do a better job in dealing with poverty	77%	78%
In Edmonton, adequate plans and services are in place to reduce poverty	52%	48%
Most people living in poverty do not take advantage of the various programs available to support them	45%	46%
Most people living in poverty do not put in enough effort to make their conditions better	40%	33%
Most people living in poverty are responsible for their own condition	36%	28%

Base: Edmontonians

Q4a. I will now read a series of statements regarding the state of poverty in the City of Edmonton. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

Q4b. The next few questions are about some of the beliefs or perceptions about poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

Denotes significant increase or decrease from 2015

# Poverty Elimination

# Approaches to Eliminate Poverty

## Summary

- The vast majority of Edmontonians feel that eliminating poverty is the responsibility of any level of government, an increase from 2015 results.
- Two-in-five Edmontonians feel that the responsibility for eliminating poverty is primarily that of the Federal government's, an increase from 2015 results.
- The majority of Edmontonians agree that eliminating or reducing poverty is a collective effort, and would like to know more about eliminating poverty.
- Edmontonians are polarized in their opinion on benefits encouraging dependence on social support.
- Nearly three-quarters of Edmontonians agree that government policies and programs are the best approach to eliminate poverty, an increase from 2015 results.
- The greatest proportion of Edmontonians believe that we should eliminate poverty by providing better education and training.
- One-third of Edmontonians suggest volunteering as a way to personally help eliminate or reduce poverty in Edmonton.

# Approaches to Eliminate Poverty

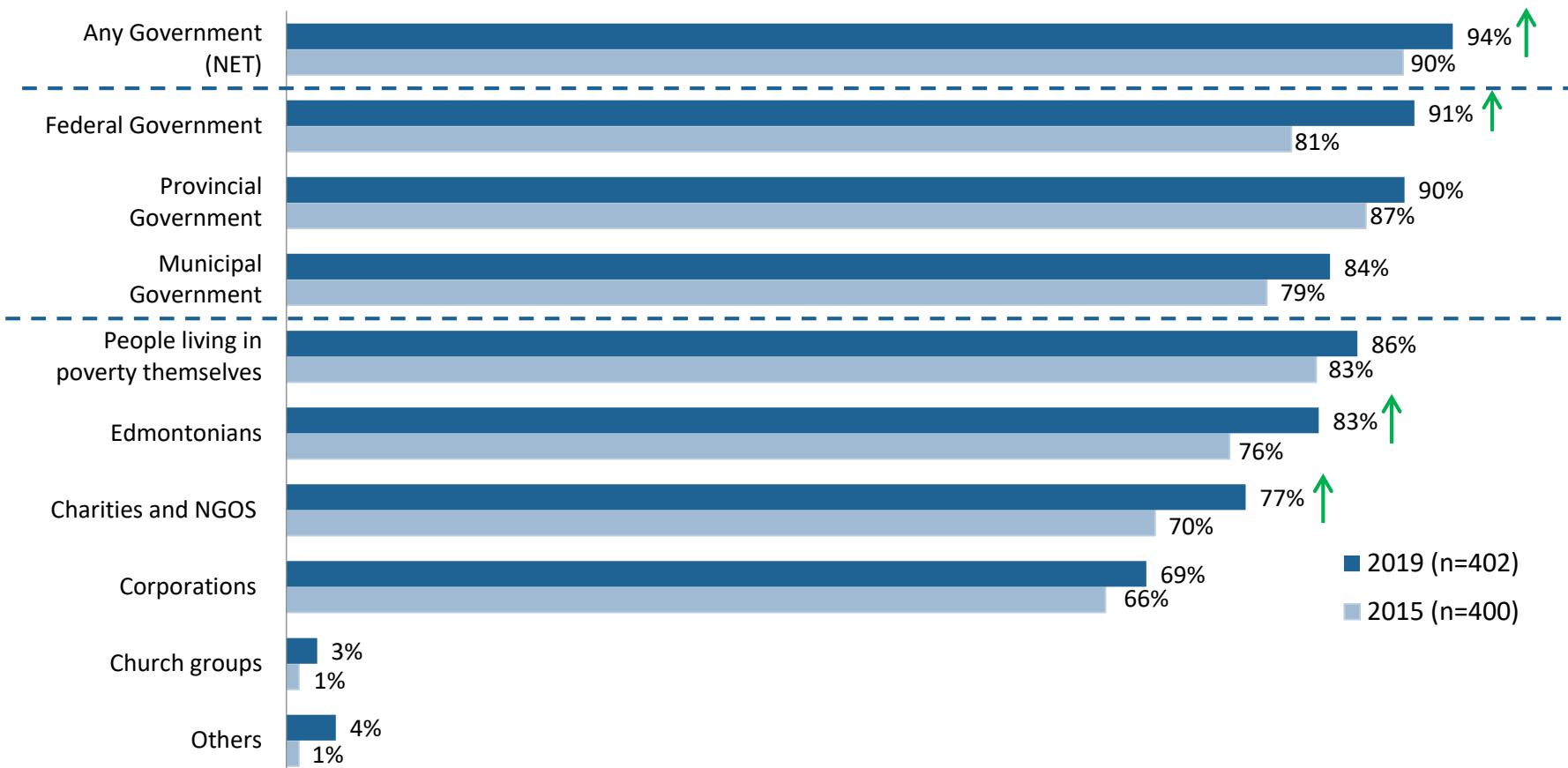
## Key Findings

- The majority of Edmontonians feel that eliminating poverty should be an effort between governments at all levels, those living in poverty, Edmontonians, charities and NGO's, and corporations.
  - Females are more likely to agree that it is any government's responsibility to eliminate poverty.
  - Agreement that charities and NGOs are responsible for poverty elimination, along with people living in poverty themselves, increases as household income increases.
- In 2019, there is an increased sense of responsibility on Edmontonians, with over four-in-five feeling it is a collective responsibility, compared to 2015 results.
- More than three-quarters of Edmontonians feel that eliminating poverty is the responsibility of charities and NGOs, an increase from 2015 results.
- Two-in-five Edmontonians are not aware of how they can contribute to eliminating poverty.
  - Those with an average annual household income of less than \$30,000, and people who were not born in Canada, are more likely to be unsure about how they can make a contribution.
  - Agreement that respondents don't know how to make a contribution towards eliminating poverty increases as household income decreases.
- Agreement that respondents would like to know more about eliminating poverty increases as age and household income decreases.
  - Females are more likely to agree that they would like to know more about eliminating poverty

## Impact of government policies and programs

- Nearly three-quarters of Edmontonians agree that government policies and programs are the best approach to eliminate poverty, an increase from 2015 results.
  - Females are more likely to agree that government policies and programs are the best approach to eliminating poverty
- Similar to 2015, there is some apprehension that too many benefits provided to those living in poverty will make them more dependent on social support.
  - Males and those not born in Canada are more likely to believe that too many benefits will make those living in poverty dependent on social supports.

**The vast majority of Edmontonians feel that eliminating poverty is the responsibility of any level of government, an increase from 2015 results.**



↑ Denotes  
significant  
increase from  
2015

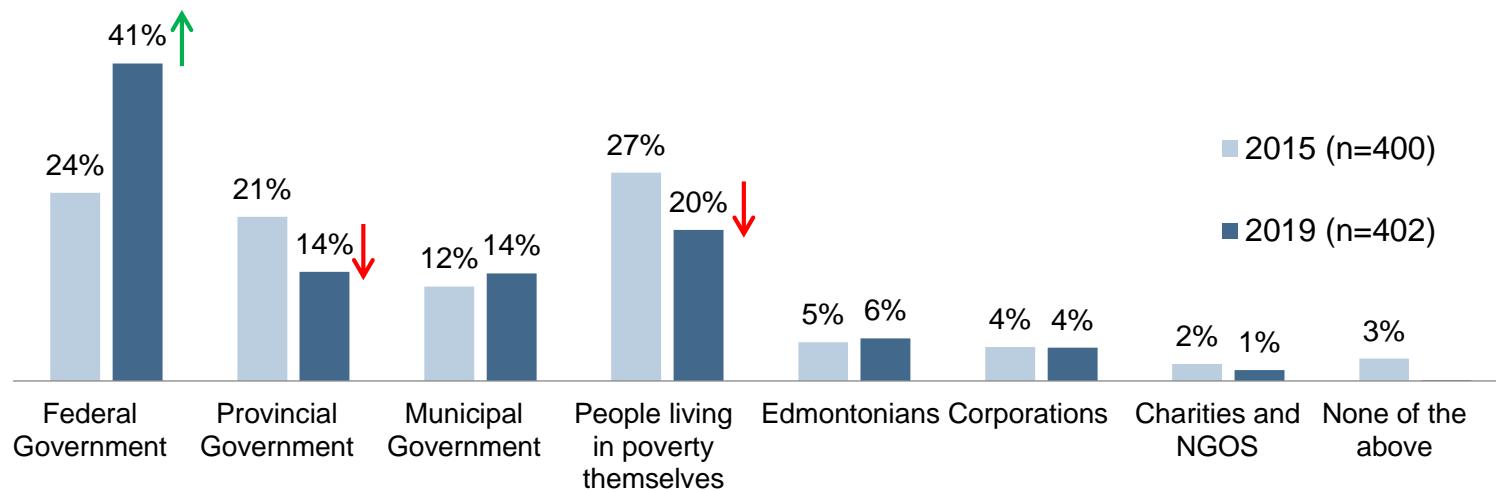
Responses 1% or less are not shown

Note: multiple responses allowed

Base: Edmontonians

Q6a. Now I want to hear your opinion about whose responsibility it is to eliminate poverty. Which of the following groups do you think should be responsible for eliminating poverty? Please select all that apply.

**Two-in-five Edmontonians feel that the responsibility for eliminating poverty is primarily that of the Federal government's, an increase from 2015 results.**



One-in-five Edmontonians feel people living in poverty are responsible themselves for eliminating poverty, a decrease from 2015 results.

Note: this chart is a summary of rank one mentions.

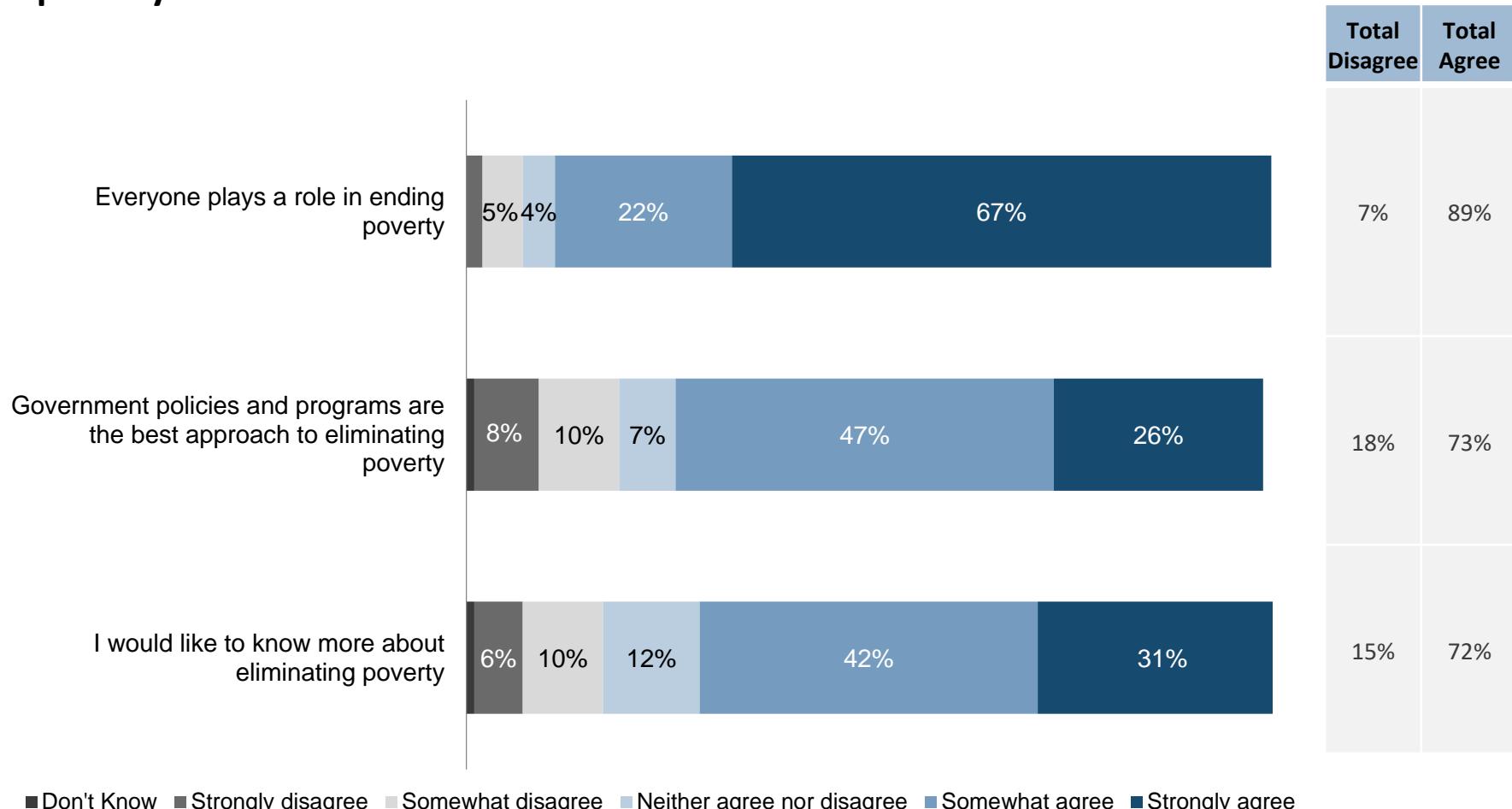
Responses less than 2% are not labelled

Base: Edmontonians

Q6b. Now I want you to rank these groups in their order of responsibility to eliminate poverty. Rank 1 means they have the highest responsibility. Rank 9 means they have the lowest responsibility.

↑ Denotes significant increase or decrease from 2015

# The majority of Edmontonians agree that eliminating or reducing poverty is a collective effort, and would like to know more about eliminating poverty.

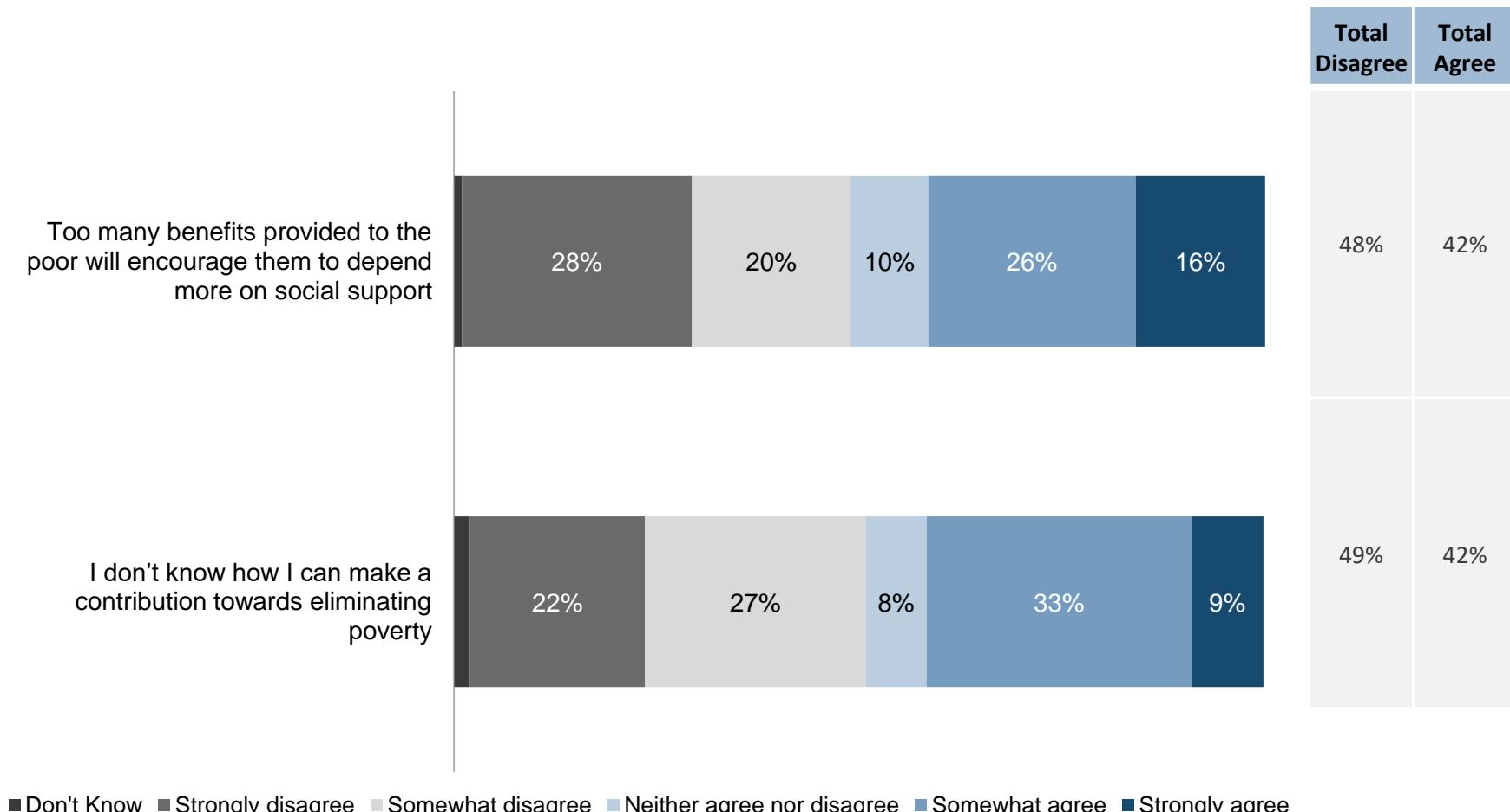


Responses less than 2% are not labelled

Base: Edmontonians (n=402)

Q4d. The next few questions are about eliminating or reducing poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

## Edmontonians are polarized in their opinion on benefits encouraging dependence on social support.



Responses less than 2% are not labelled

Base: Edmontonians (n=402)

Q4d. The next few questions are about eliminating or reducing poverty. Please tell me if you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...

**Nearly three-quarters of Edmontonians agree that government policies and programs are the best approach to eliminate poverty, an increase from 2015 results.**

	Agree	
	2015 (n=400)	2019 (n=402)
Everyone plays a role in ending poverty	87%	89%
Government policies and programs are the best approach to eliminating poverty	66%	73% 
I would like to know more about eliminating poverty	68%	72%
Too many benefits provided to the poor will encourage them to depend more on social support	46%	42%
I don't know how I can make a contribution towards eliminating poverty	39%	42%

 Denotes significant increase from 2015

## The greatest proportion of Edmontonians believe that we should eliminate poverty by providing better education and training.

	2015 Edmontonians (n=400)	2019 Edmontonians (n=402)
More/Better education/Training	19%	22%
Jobs/Job creation	11%	18%
More affordable housing/Subsidized housing	14%	16%
More/Better government funding	12%	12%
More programs/Outreach programs	9%	12%
Be more involved in eliminating/Reducing poverty	8%	12%
Create more public awareness	10%	10%
Increase awareness of services and information (for people in poverty)	4%	8%
Government needs to do more (monitor programs, liaison with community groups, etc.)	-	8%
Provide more support for those in poverty	9%	8%
Better drug addiction services	2%	7%
Better mental health services	4%	6%
More food banks/Donate more to food banks	-	5%
Advocate for basic living wage	-	4%
More/Better access to child care	2%	3%
Other mentions	9%	6%
Don't know/Refused	13%	10%

# Overall actions to eliminate or reduce poverty in Edmonton

## Verbatim responses

"Low income housing is very important. I certainly do not think food banks are an answer, but support should come from companies to make food available to those who cannot buy the food."

"Housing needs to be provided. Opportunities such as educational opportunities and social opportunities. That would include transportation, sports and access to activities."

"Probably start with housing. Subsidized housing. Getting people off the street. Having support networks to keep them off the street. And a support network in teaching them to be self sufficient."

"More government programs to help them learn a trade, get a job, or learn life skills so they can sustain themselves. Also more financial support for people in poverty."

"More jobs need to be created so everybody can work, and more training programs."

"Affordable housing is definitely a need. More funding for food programs such as food banks. More mental health services. More space at facilities such as Hope Mission. More programs to get unemployed people jobs."

"Increase opportunities for adult education, increase food security, shelter for Albertans, and increase access to counselling."

"We need to address addiction and a lack of education and job training so these people can get jobs. Also we need to address mental health issues."

"I think it is a cultural thing. It is changing the way people are thinking about poverty and living in poverty. In Alberta, there is a push back with government handouts, but bringing people out of poverty should be a primary concern for communities that want to grow. Lowering poverty increases societal benefits as a whole."

# One-third of Edmontonians suggest volunteering as a way to personally help eliminate or reduce poverty in Edmonton.

	2015 Edmontonians (n=400)	2019 Edmontonians (n=402)
<b>VOLUNTEERISM</b>		
Volunteer	33%	33%
<b>FINANCIAL CONTRIBUTIONS</b>		
Give to charities/Donate (unspecified)	14%	18%
Donate money	15%	9%
Donate food	6%	9%
Donations (various)	2%	1%
<b>HELP CHARITIES/THE COMMUNITY/PEOPLE</b>		
Help people/Help out in the community	9%	17%
Help/Support charities/Organizations	7%	10%
Help direct those in need to available resources	2%	6%
<b>SPREAD AWARENESS/ADVOCATE</b>		
Be more aware/Spread awareness/Learn more about it	5%	8%
Be an advocate	3%	3%
Have a better attitude towards those in poverty (open-minded, sensitive, respectful, etc.)	2%	5%
Vote for a political party that has good policies on eliminating poverty	3%	4%
Paying my taxes	2%	4%
Donate clothing	4%	4%
Better/More education	4%	3%
Changes to the government/Government policies	3%	3%
Provide more/Better opportunities for those living in poverty	5%	2%
Other mentions	6%	4%
None/Nothing	10%	6%
Don't know/Refused	10%	14%

# Personal actions to eliminate or reduce poverty in Edmonton

## Verbatim responses

"I think volunteering my time and trying to encourage someone who is in poverty and figure out ways I can help them personally."

"Create awareness, volunteer for charities that help reduce poverty, and be kind to fellow humans."

"Promote and contribute more to food banks and charities, more specifically the ones that describe in detail how they allocate their funds for those in poverty."

"Talk to people, help people be aware of programs and for myself to have a better knowledge of those programs. Volunteer or work helping homeless programs or donate. Be more involved in policy development to understand and help create better policies for the system."

"Just helping the people who are around you . My approach is to be a center of influence in immediate communities around me; do good things instead of silencing and bringing people down. Poverty is not just about money; its about your social network, connections, all kinds of stuff."

"Make donations to different organizations that support homeless people and people in poverty. I won't just turn my back on someone that is living in poverty."

"I could volunteer more often and also be more involved in the community so that way people don't feel so alone."

"Paying my taxes willingly, be empathetic to people around me, and contribute financially and physically to community based poverty initiatives."

"I can continue volunteering like I do. Be a little bit more vocal and attend events at City Hall and pay attention to what is being done. I can voice my opinions on what should be done."

## RESPONDENT PROFILE

# Profile of Respondents

	<b>Edmontonians</b>
	n= 402
<b>Gender</b>	
Male	50%
Female	50%
<b>Age</b>	
18 - 24	9%
25 - 34	25%
35 - 44	19%
45 - 54	16%
55 - 64	13%
65 years and over	17%
<b>Duration in Edmonton</b>	
6 months to less than 1 year	1%
1 year to less than 5 years	11%
5 years to less than 10 years	16%
10 years or more	72%
<b>City Quadrant</b>	
NW	29%
NE	21%
SE	25%
SW	26%

	<b>Edmontonians</b>
	n= 402
<b>People in household</b>	
1	16%
2	27%
3	16%
4+	38%
Prefer not to answer	2%
<b>Education</b>	
Less than high school	2%
Graduated high school	24%
Graduated college, technical or vocational school	27%
Graduated university	45%
Prefer not to answer	1%
<b>Current number of jobs</b>	
1	89%
2+	11%

## Profile of Respondents (continued)

	<b>Edmontonians</b>
	n= 402
<b>Employment</b>	
Working full time	54%
Working part time	11%
A student	5%
Not working outside the home	9%
Retired	18%
Prefer not to answer	3%
<b>Annual household income</b>	
Less than \$20,000	6%
Between \$20,000 and \$29,999	4%
Between \$30,000 and \$49,999	13%
Between \$50,000 and \$79,999	20%
Between \$80,000 and \$119,999	18%
\$120,000 or more	24%
Prefer not to answer	16%
<b>Primary language</b>	
English	87%
Spanish	2%
Filipino/Tagalog	1%
Arabic	1%
Punjabi	1%
French	1%
Chinese	<1%
Other mentions	8%

	<b>Edmontonians</b>
	n= 402
<b>Work for City of Edmonton</b>	
Yes	5%
No	95%
<b>Birthplace</b>	
Born in Canada	72%
Moved to Canada from somewhere else	27%
<b>Moved to Canada</b>	*n= 104
Within the last 10 years	32%
More than 10 years ago	58%
Prefer not to answer	10%
<b>Marital status</b>	
Single, never married	21%
Married or common law	62%
Separated, divorced, widowed	15%
Don't know/prefer not to answer	2%
<b>Children in household</b>	
Yes	37%
Yes, Under 10	26%
Yes, 10-17	20%
No	60%
Don't know	2%

\*Base: Born outside of Canada

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Real-time VOC satisfaction measurement

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Data modeling and analysis

- **Legerweb**

Panel management

- **Leger Communities**

Online community management

- **Leger Digital**

Digital strategy and user experience

- **International Research**

Worldwide Independent Network (WIN)

**400**

EMPLOYEES



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CONSULTANTS



**6**

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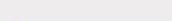


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