



City of Leduc Citizen Satisfaction Survey

Banister
Research & Consulting Inc.

February 2008



Citizen Survey Methodology

- 400 telephone interviews were conducted from February 8th to 14th, 2008, with Leduc residents 18 years of age or older.
 - City-wide results provide a margin of error no greater than $\pm 4.5\%$ at the 95% confidence level or 19 times out of 20.





Quality of Life

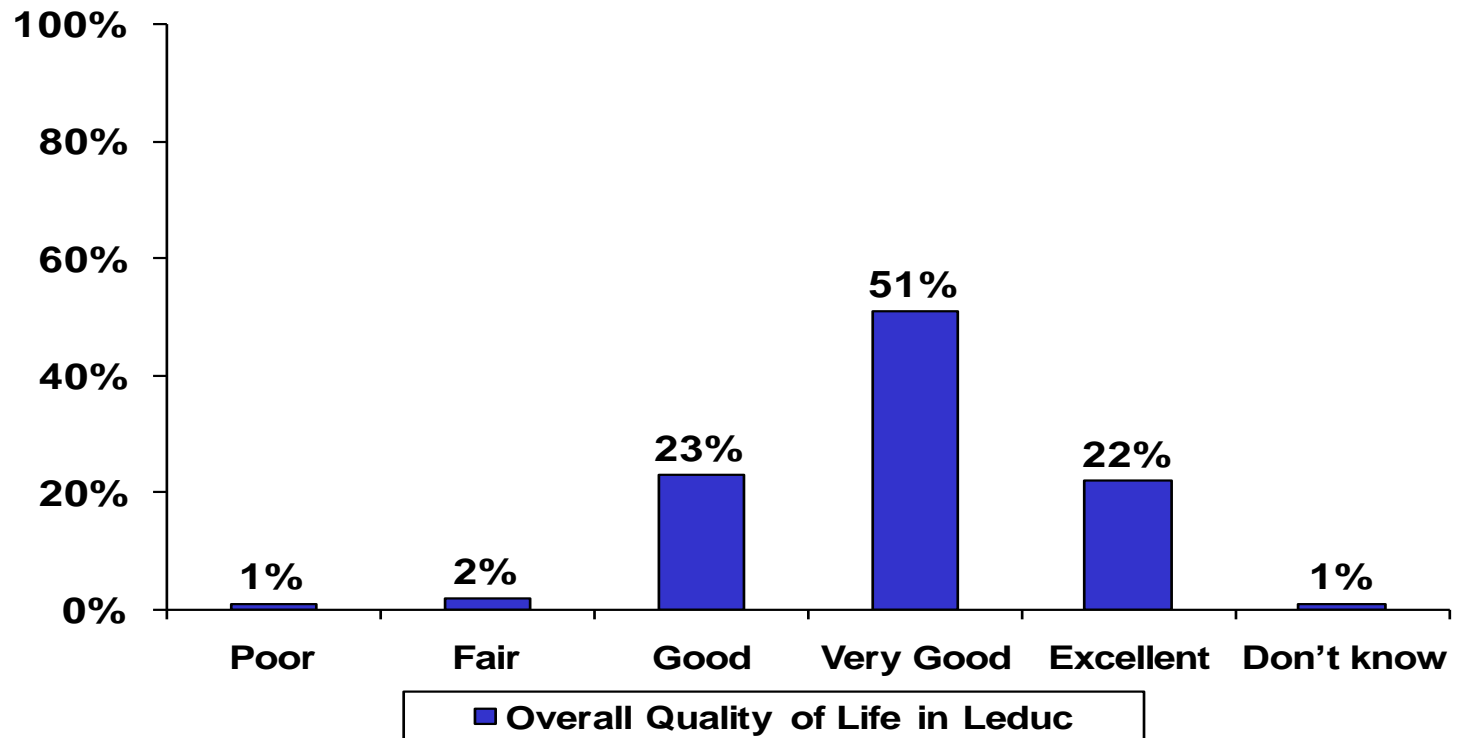
Respondents were asked to indicate the three most significant factors contributing to a high quality of life in Leduc. The top five mentions* were:

- ◆ Size / is small (16%);
- ◆ Location / close to Edmonton / airport / Nisku (9%);
- ◆ Leduc has everything you need / all the amenities (7%);
- ◆ Small town atmosphere (6%); and
- ◆ Recreation facilities / Black Gold Centre (6%).

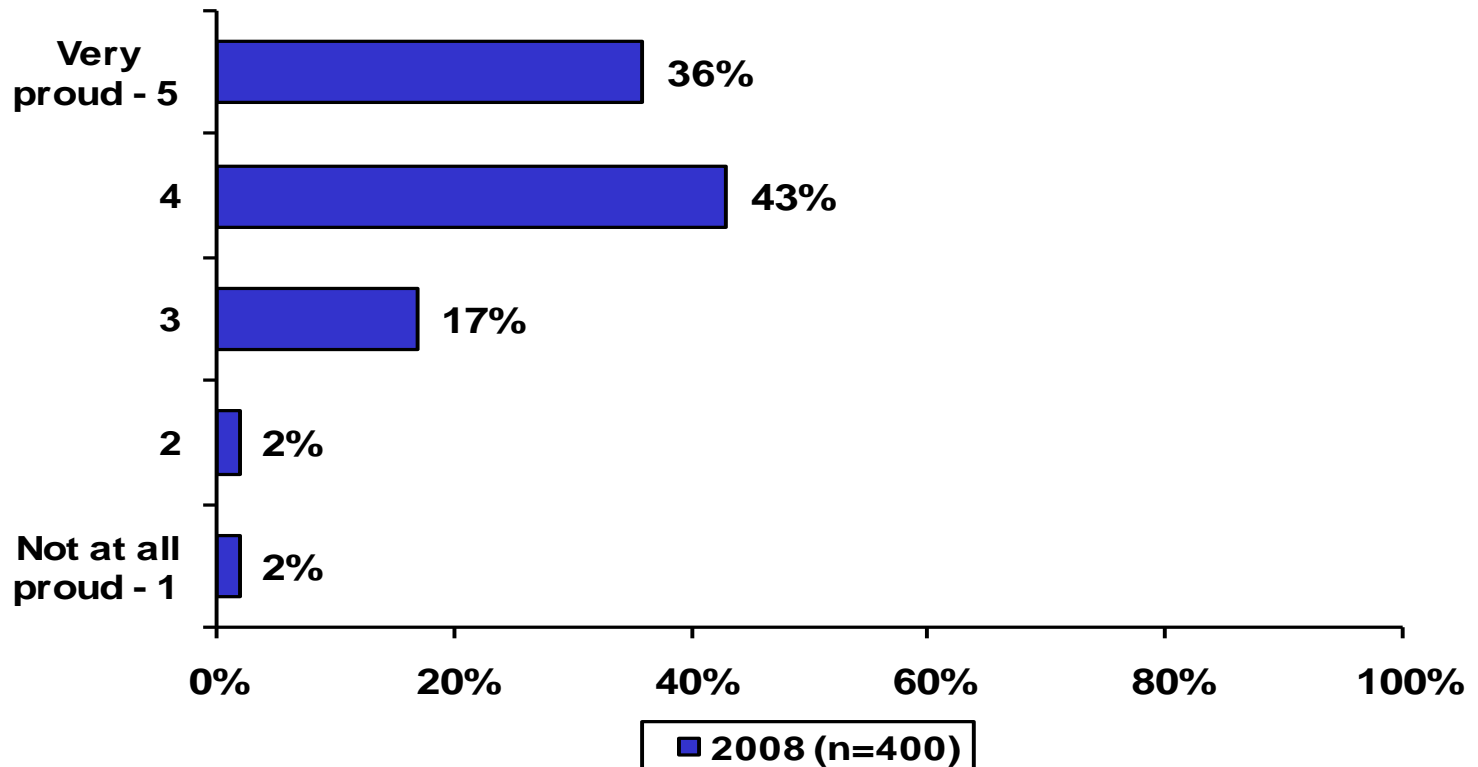
*Based on total mentions



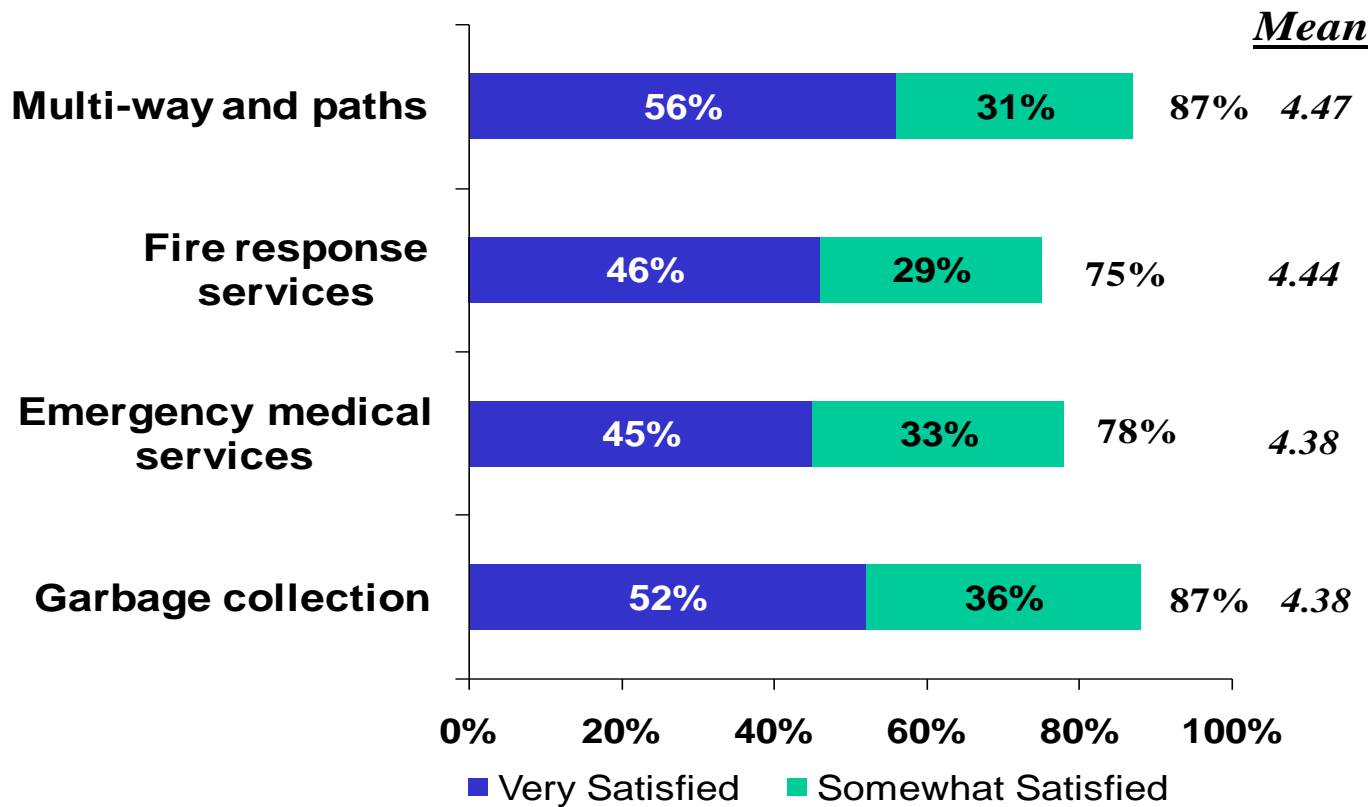
Quality of Life



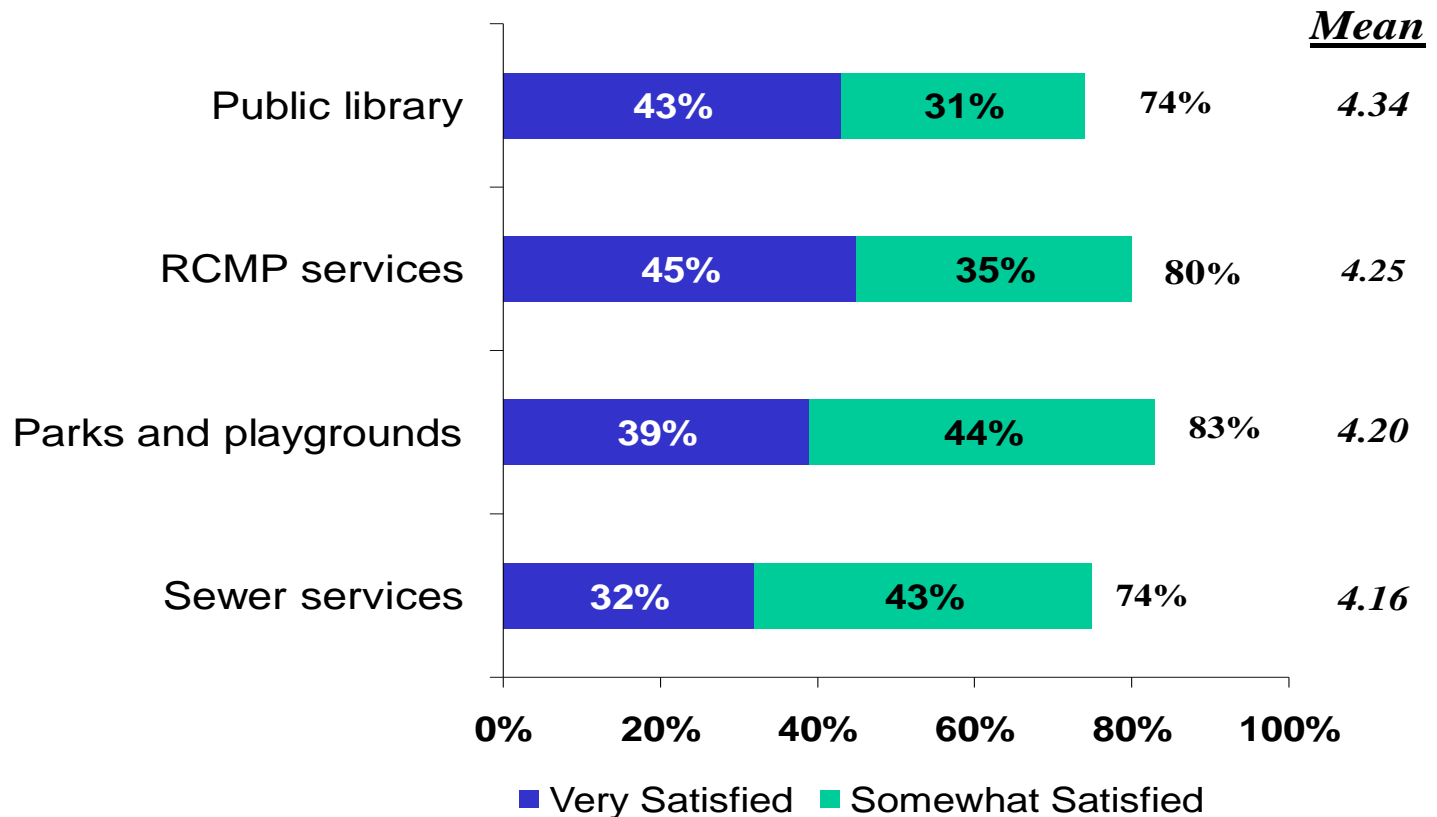
Pride in Being a Resident of the City of Leduc



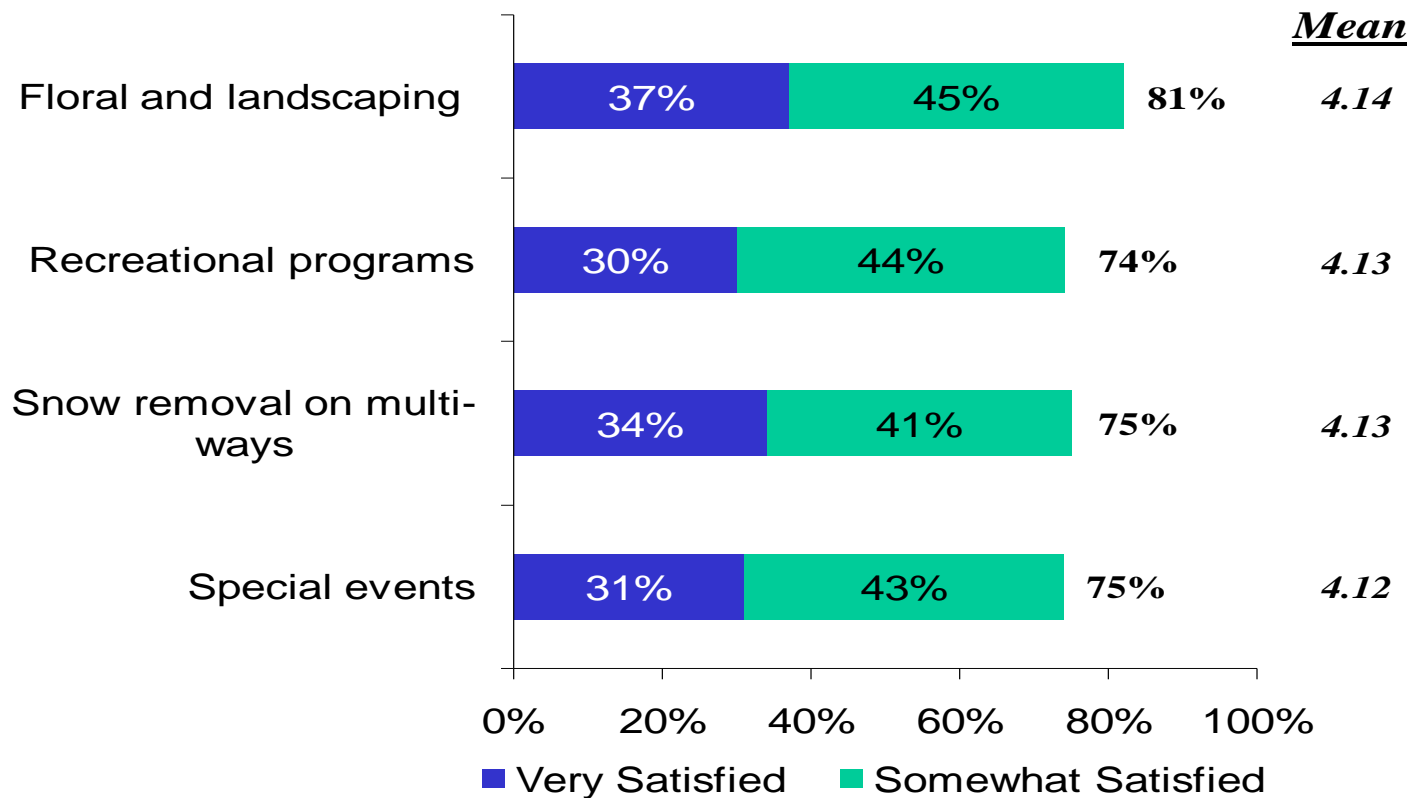
Satisfaction with City Services



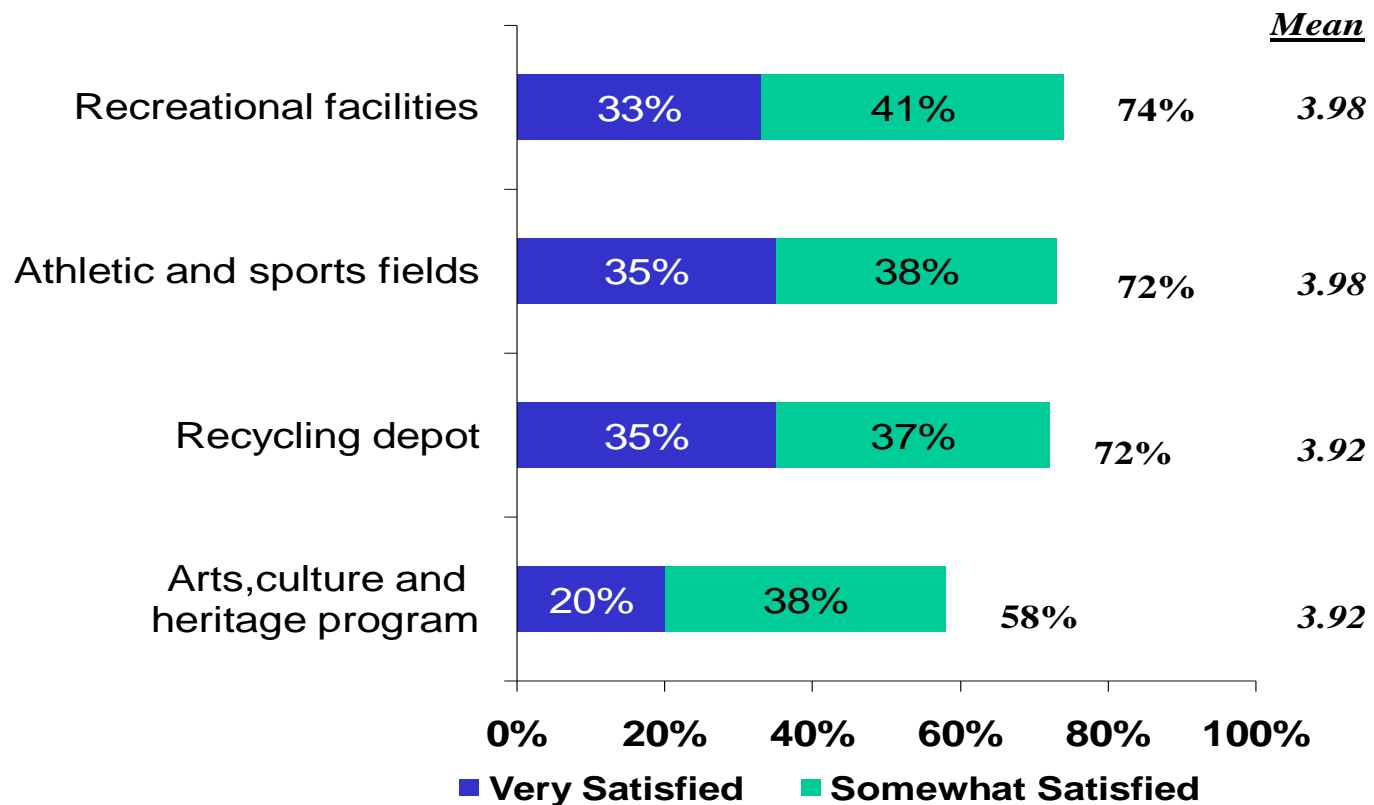
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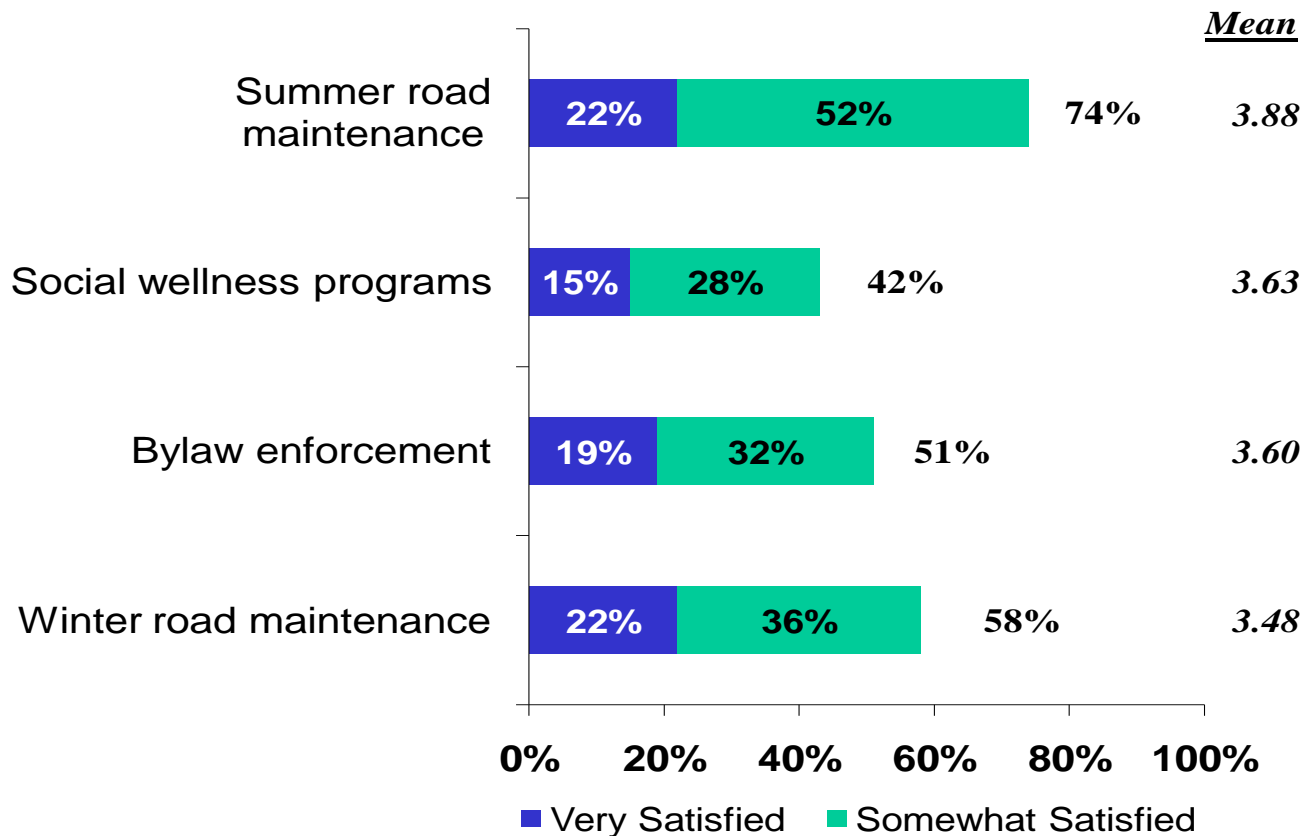
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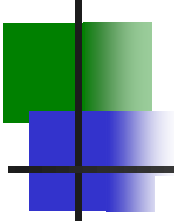


Satisfaction with City Services

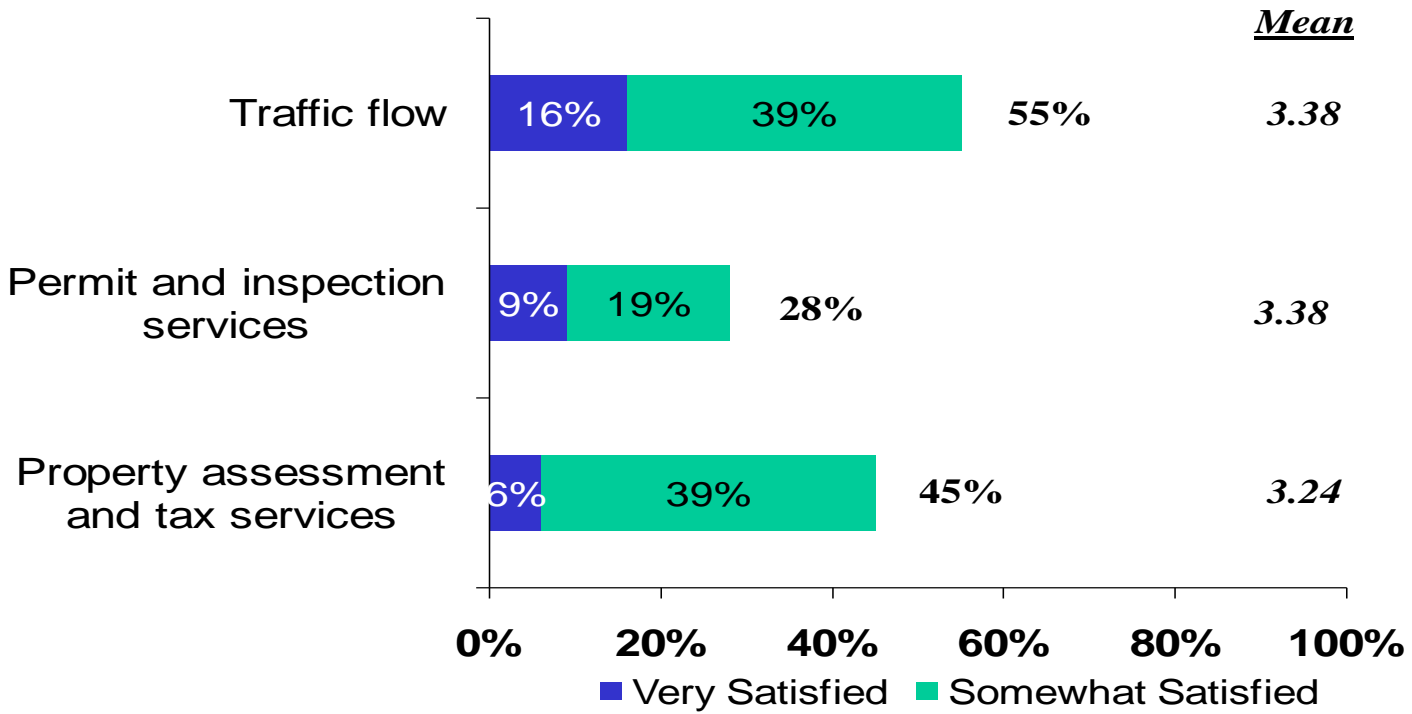


Satisfaction with City Services

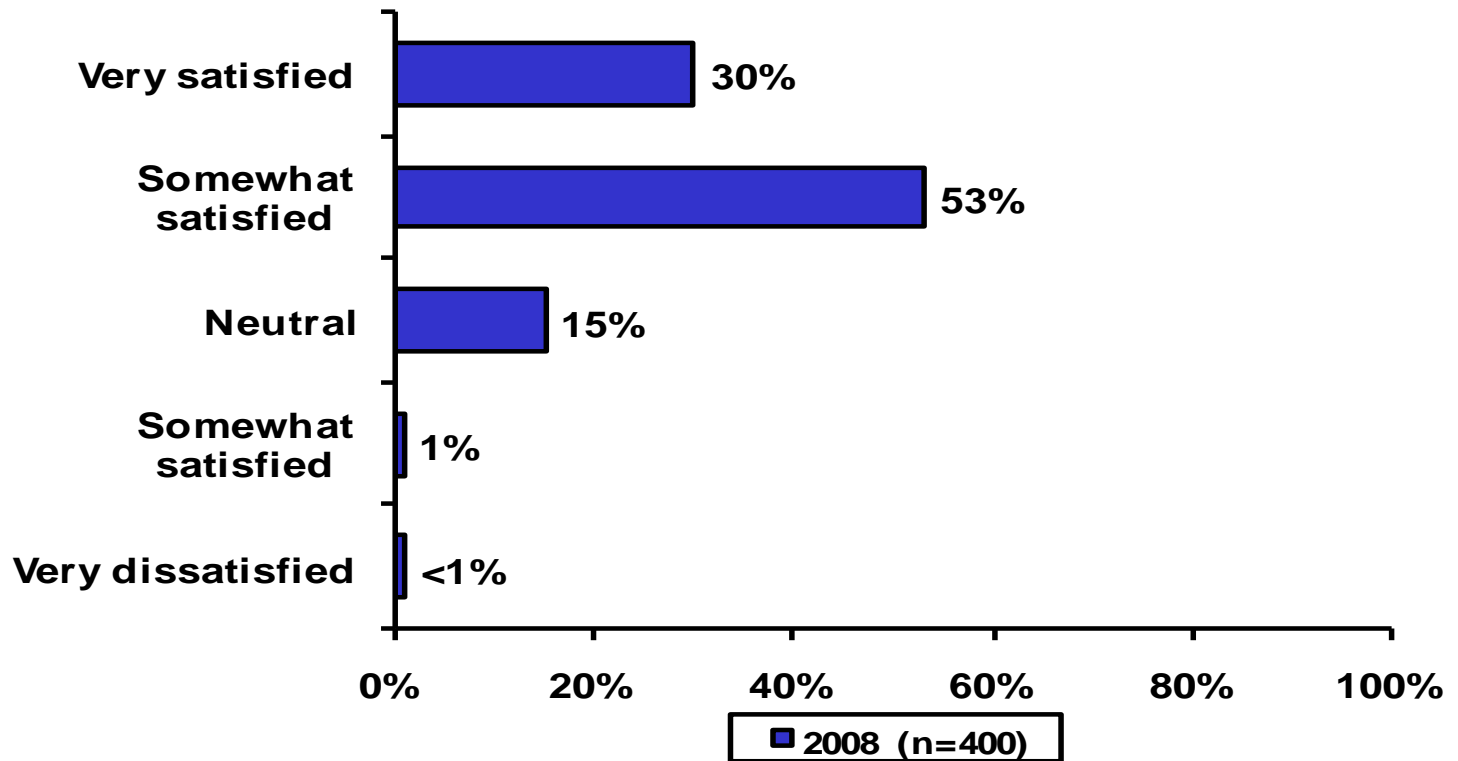




Satisfaction with City Services

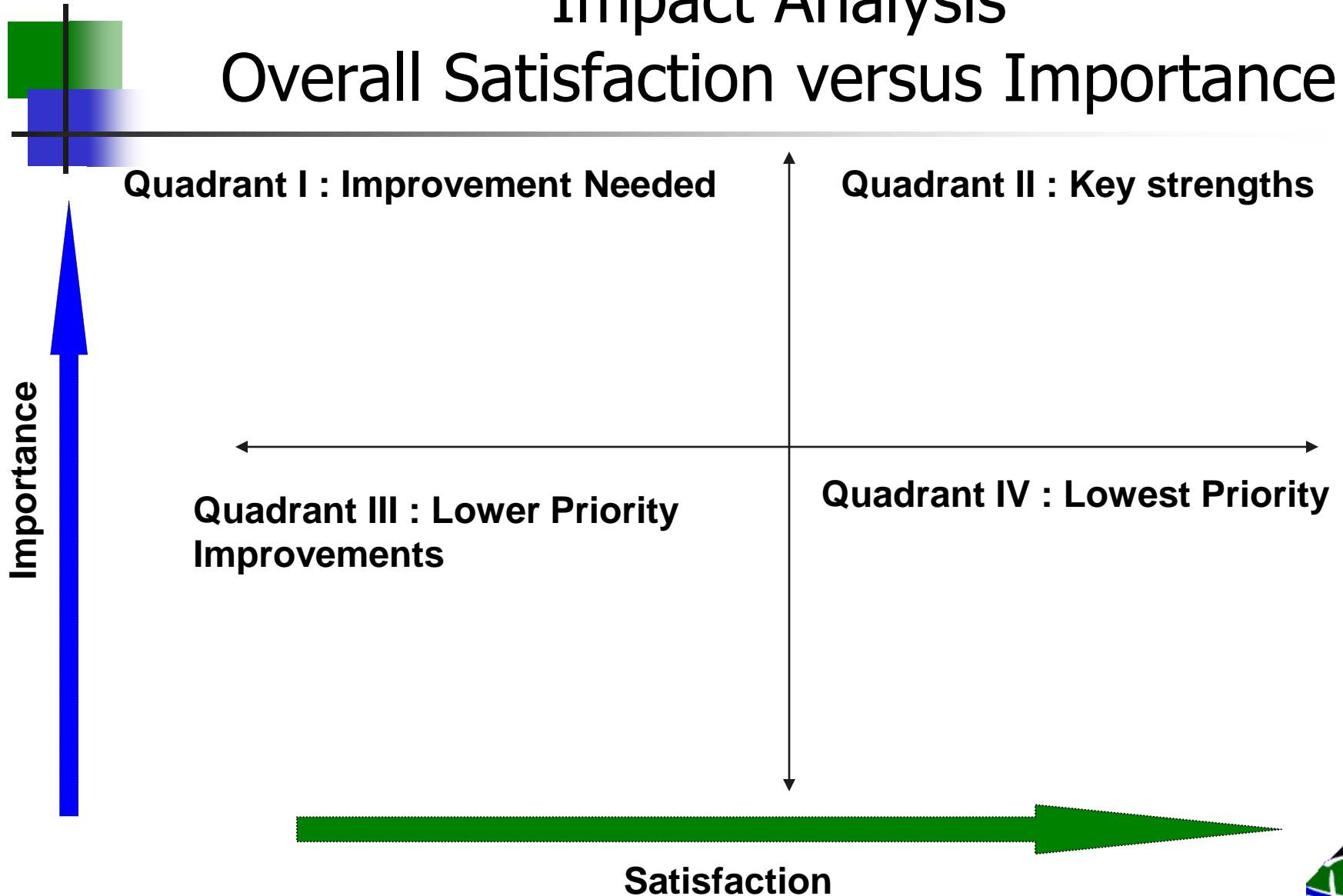


Overall Satisfaction with City Services



Impact Analysis

Overall Satisfaction versus Importance





Importance versus Satisfaction

- ◆ **Services in the “primary area of improvement” quadrant include:**
 - Recycling depot;
 - Summer road maintenance;
 - Social wellness programs; and
 - Winter road maintenance.

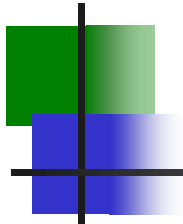




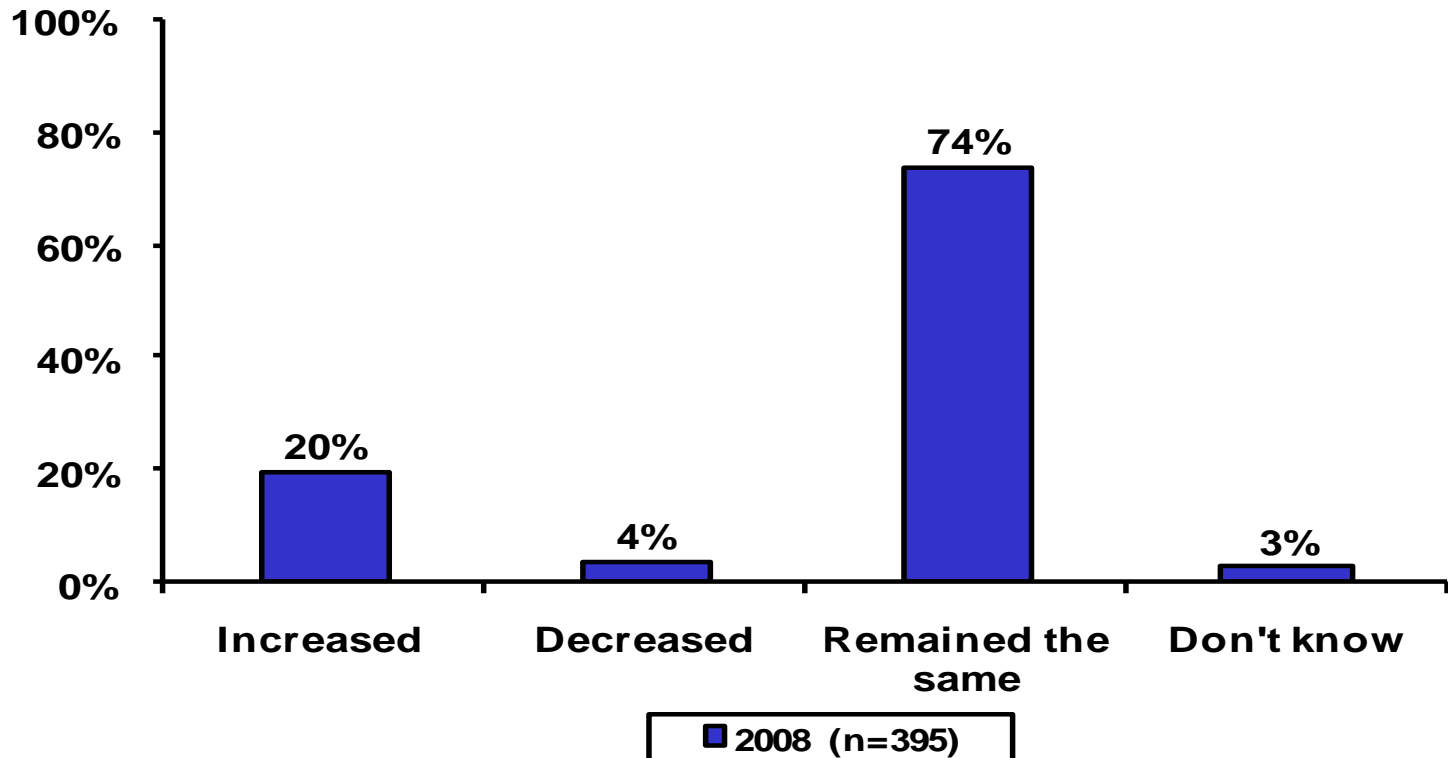
Importance versus Satisfaction

- ◆ **Services in which respondents reported that they were of higher than average importance and higher than average performance:**
 - Multi-way and paths;
 - Fire response services;
 - Emergency medical services;
 - Garbage collection services;
 - RCMP services;
 - Parks and playgrounds; and
 - Sewer services.

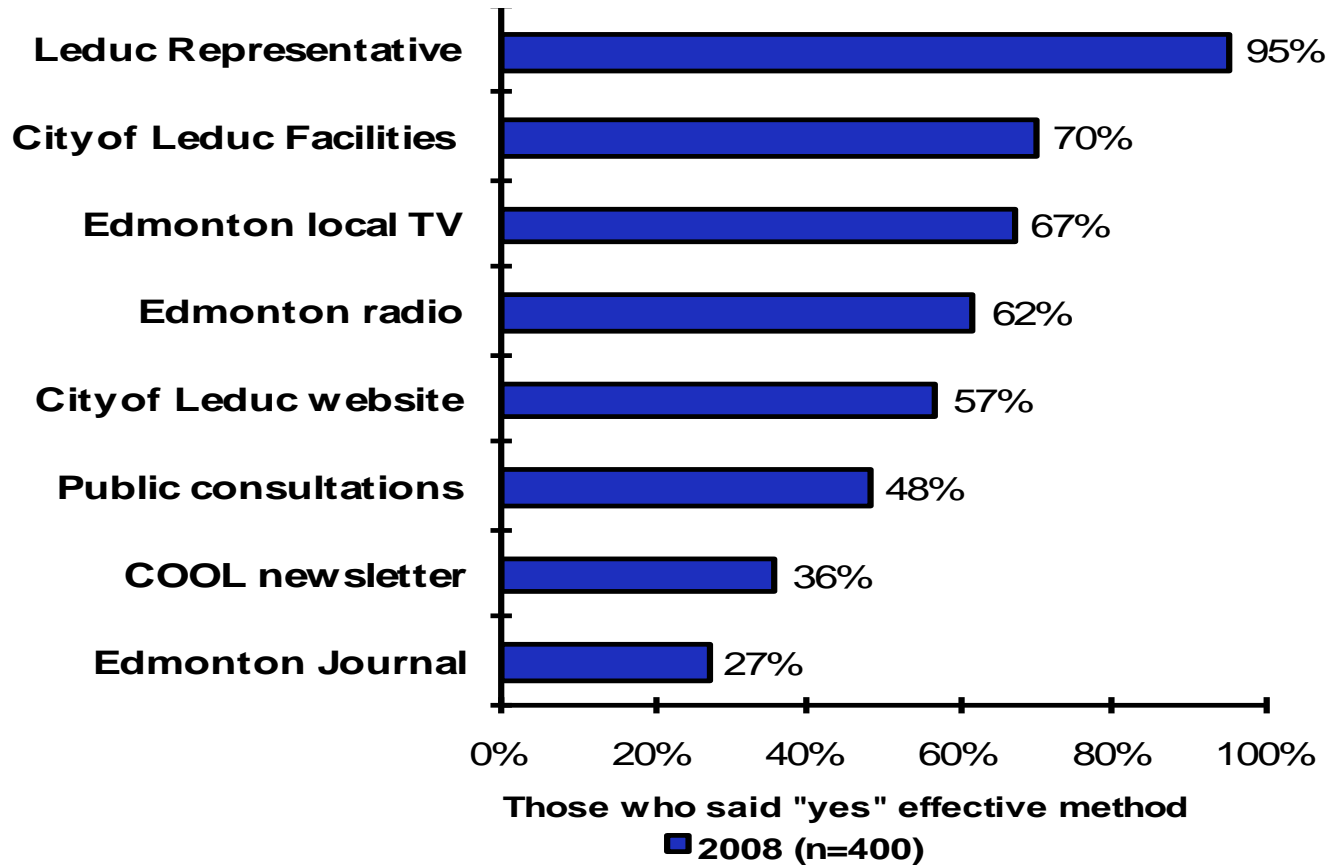




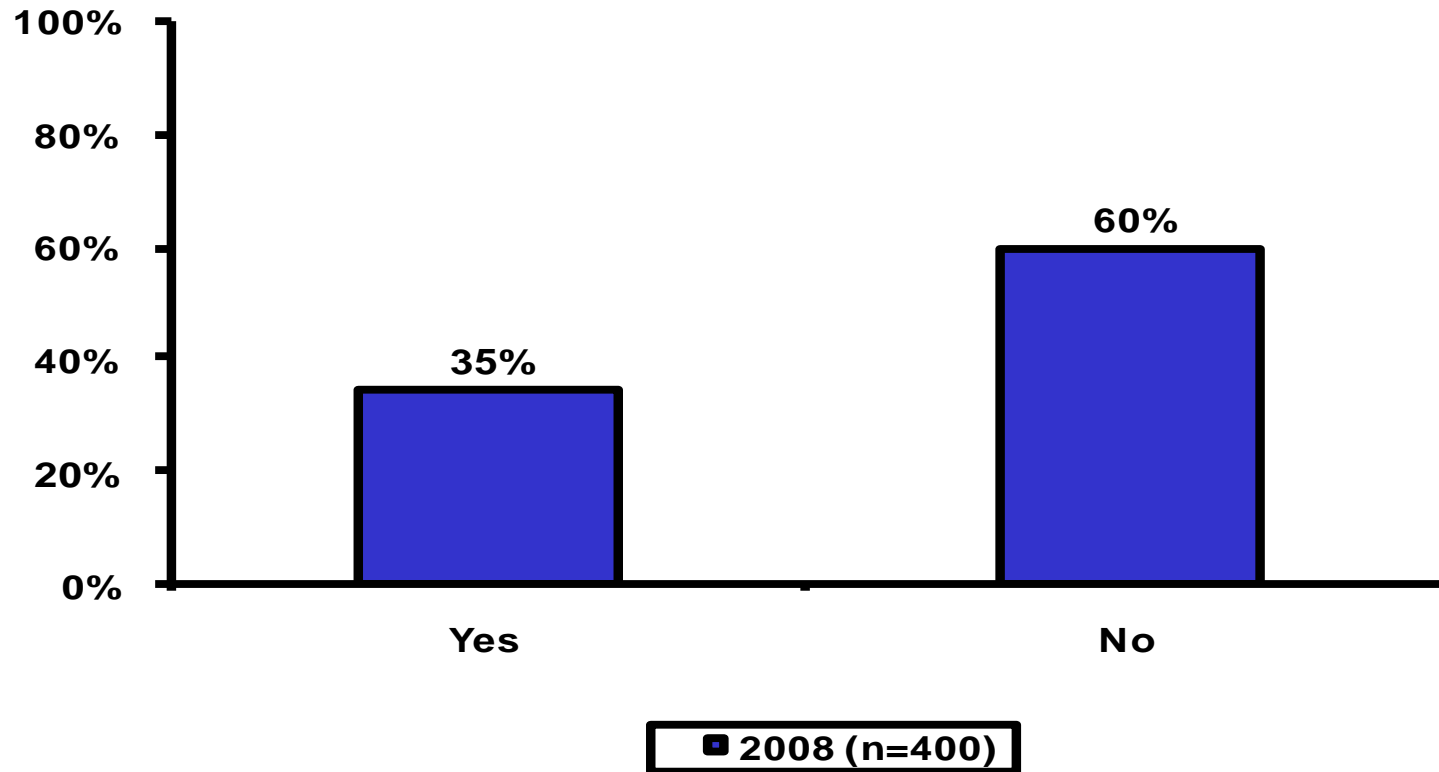
Perceived Change in Service Quality

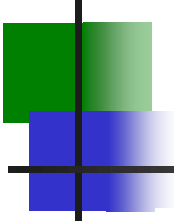


Communication

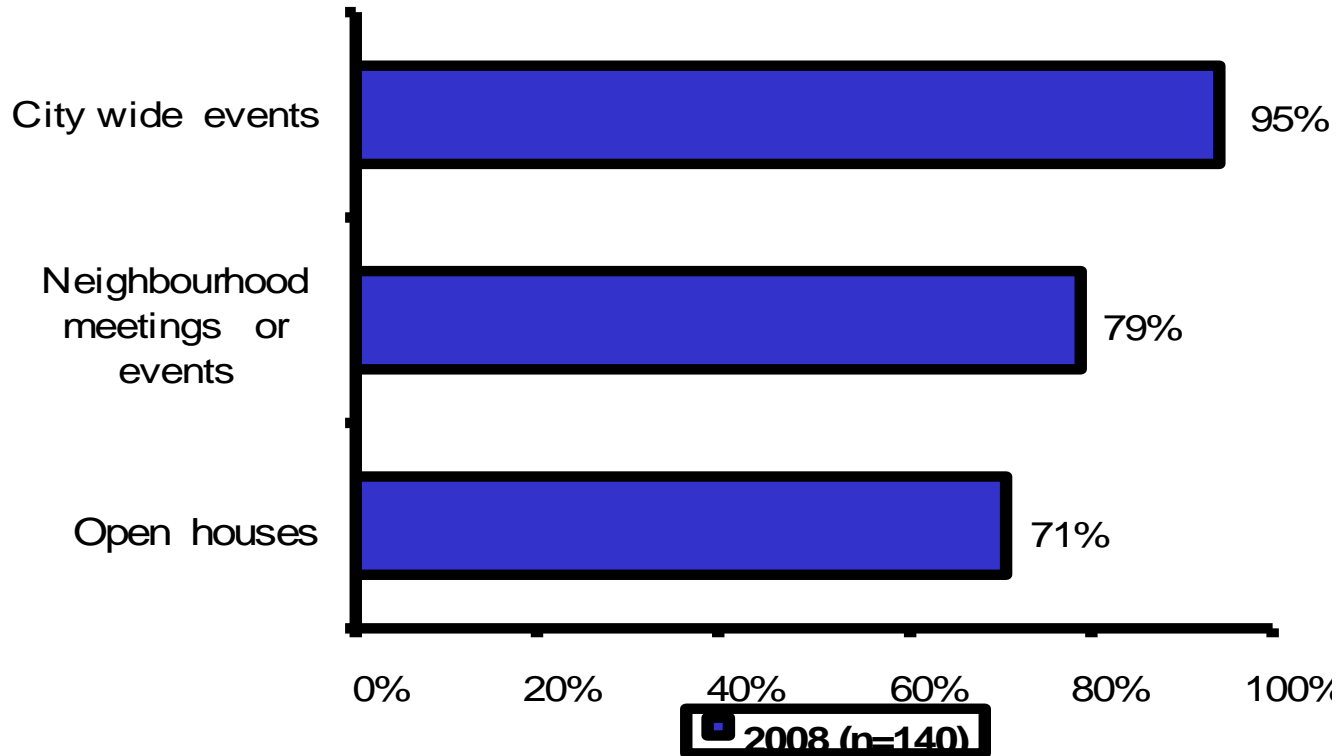


Interest in Public Consultation Events and Activities



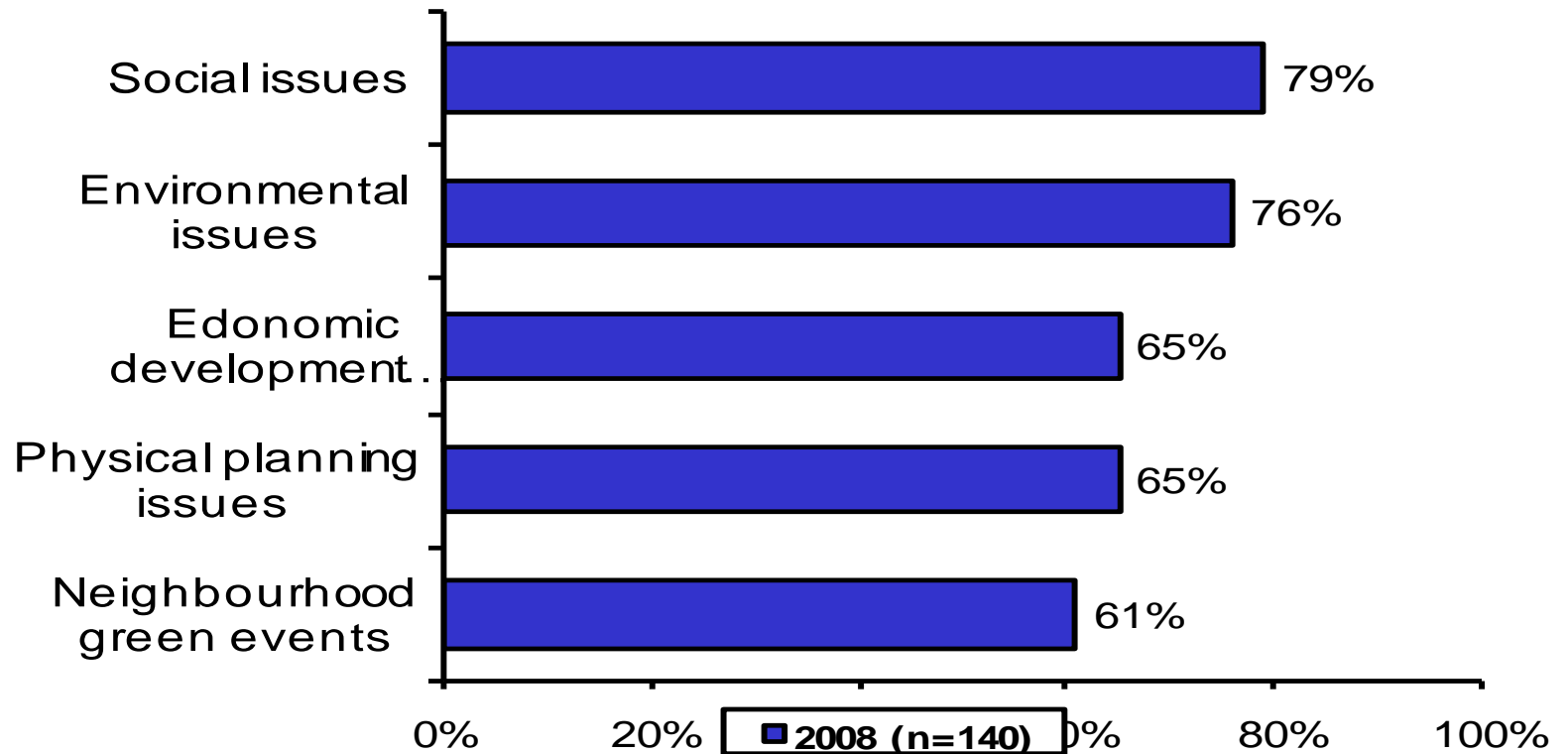


Interest in Participation

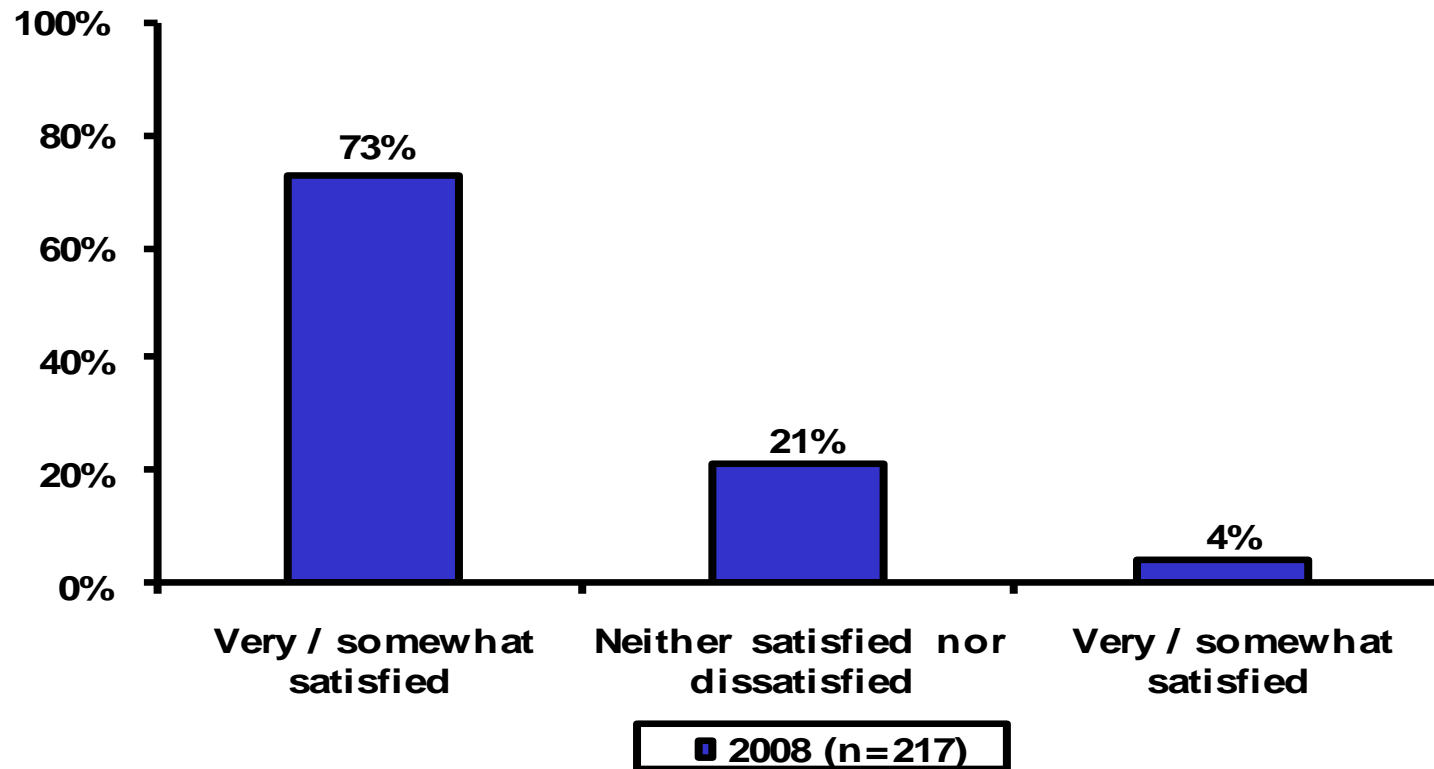




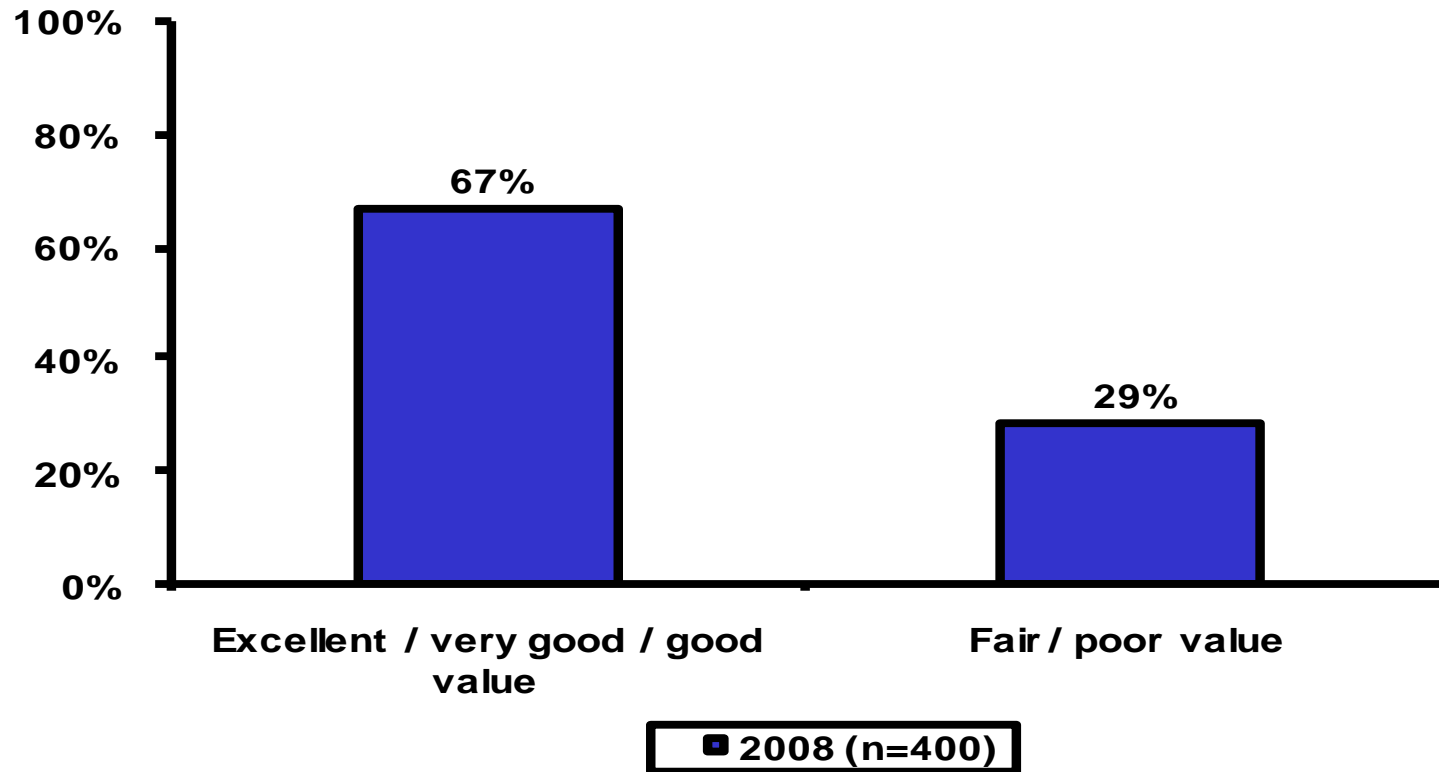
Interest in Participation



City of Leduc Website



Property Taxes





Property Taxes

Respondents were asked to think of Leduc's infrastructure and service overall, and indicate which tax strategy to balance the budget they supported:

- ◆ Increase taxes to maintain all existing infrastructure and services (36%)
- ◆ Increase taxes to fund growth needs, infrastructure maintenance and enhance services (21%)
- ◆ Cut existing service to maintain current taxes (16%)
- ◆ Cut existing services to reduce taxes (4%)
- ◆ Depends (11%)
- ◆ Don't know (12%)



Questions?

