



City of Leduc

2012 Citizen Satisfaction Survey

May 28, 2012

Banister Research & Consulting Inc.





Study Background

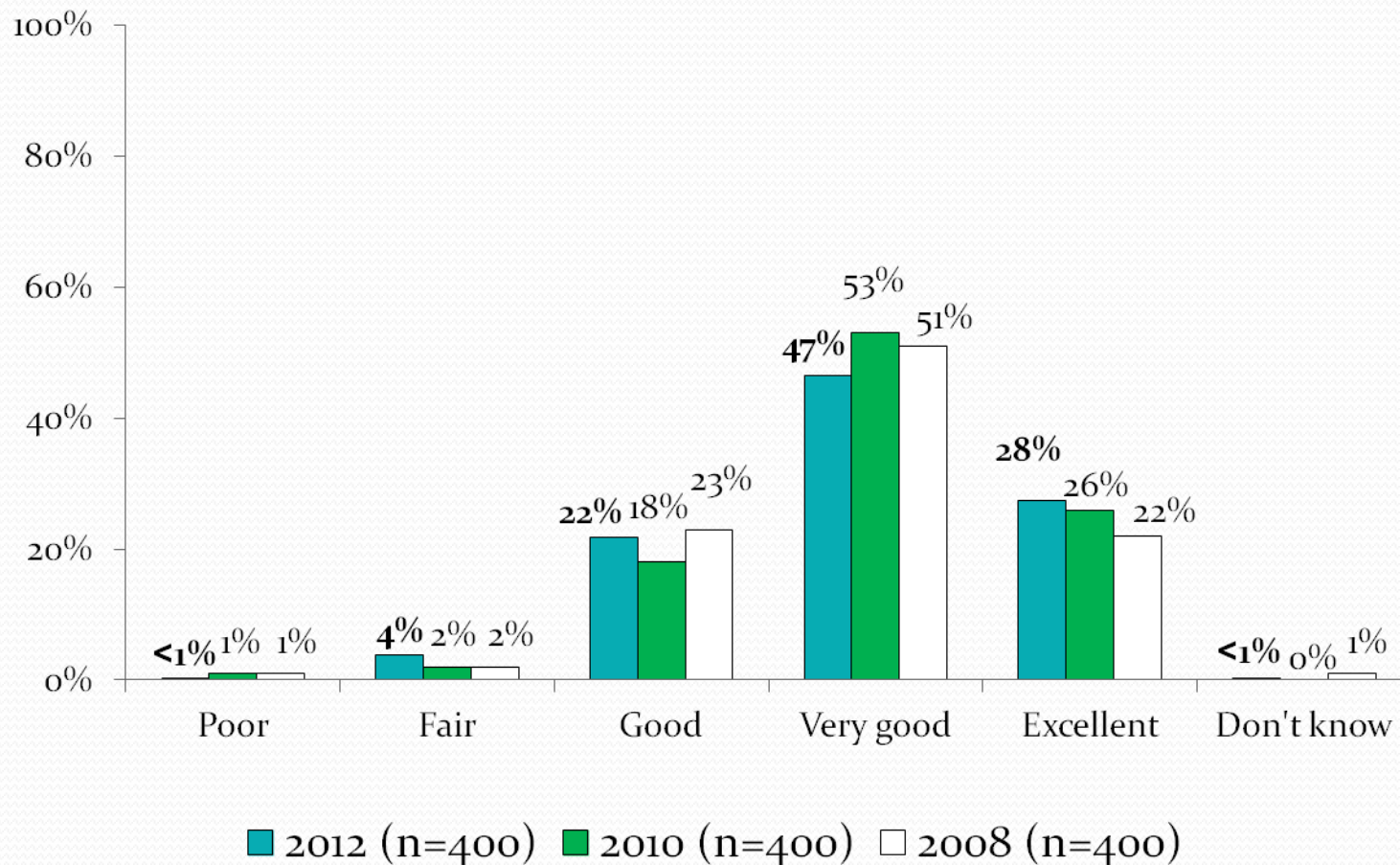
The findings from this survey will provide insight to the City of Leduc into the perceptions and opinions of residents across a number of issues including:

- Overall quality of life in the City including an assessment of how well the City is managed;
- Issues of importance facing the City;
- Satisfaction with, and importance of, various services and facilities offered;
- Value of property taxes, including perceptions on quality of service received; and
- City communications.

The following outlines the findings for the 2012 City of Leduc Citizen Satisfaction Survey.



Quality of Life in the City of Leduc





Factors Contributing to a High Quality of Life

What are the THREE most significant factors contributing to a HIGH quality of life in the City of Leduc?

TOP MENTIONS

	Percent of Respondents (n=400)*		
	2012	2010	2008
Recreation facilities / Leduc Recreation Centre	34	36	20
Location / close to Edmonton / airport / Nisku	25	21	23
Parks / multi-way path system	25	17	12
Size / is small	18	19	23
Good shopping	16	20	14
Good facilities / facilities are close	14	3	3
Good services	12	12	10

*Multiple mentions



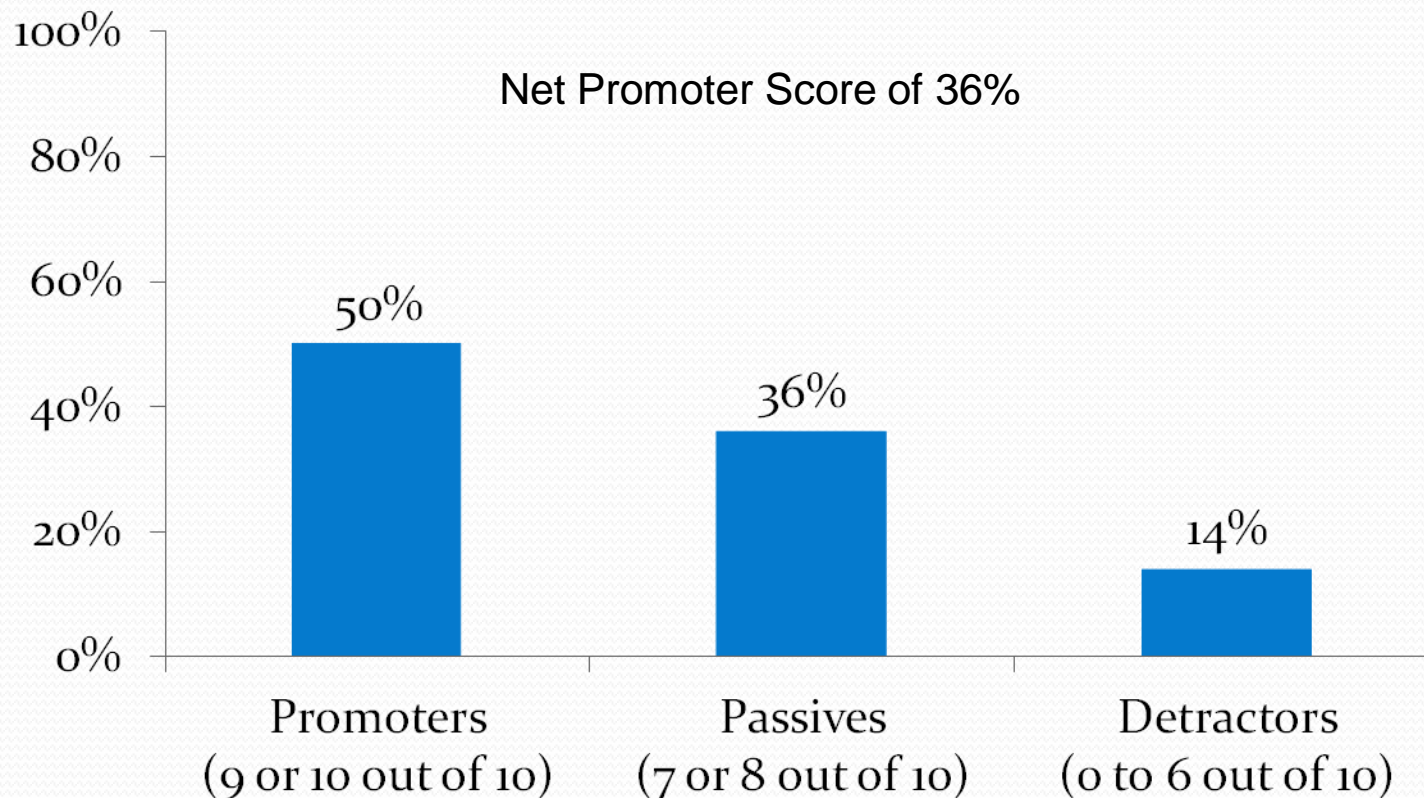
Factors Contributing to a Low Quality of Life

What are the THREE most significant factors contributing to a LOW quality of life in the City of Leduc? TOP MENTIONS			
	Percent of Respondents (n=400)*		
	2012	2010	2008
Traffic congestion / speeding	16	13	6
Lack of variety of businesses / shopping / restaurants	11	8	6
Lack of public transportation / bus system	11	15	12
Noisy / airplane noise / traffic noise	8	5	7
Crime / drugs / vandalism	7	9	11
High taxes	6	9	10
Snow removal / street cleaning	6	16	5

*Multiple mentions



Would you recommend the City of Leduc to others as a place to live?



n= 395



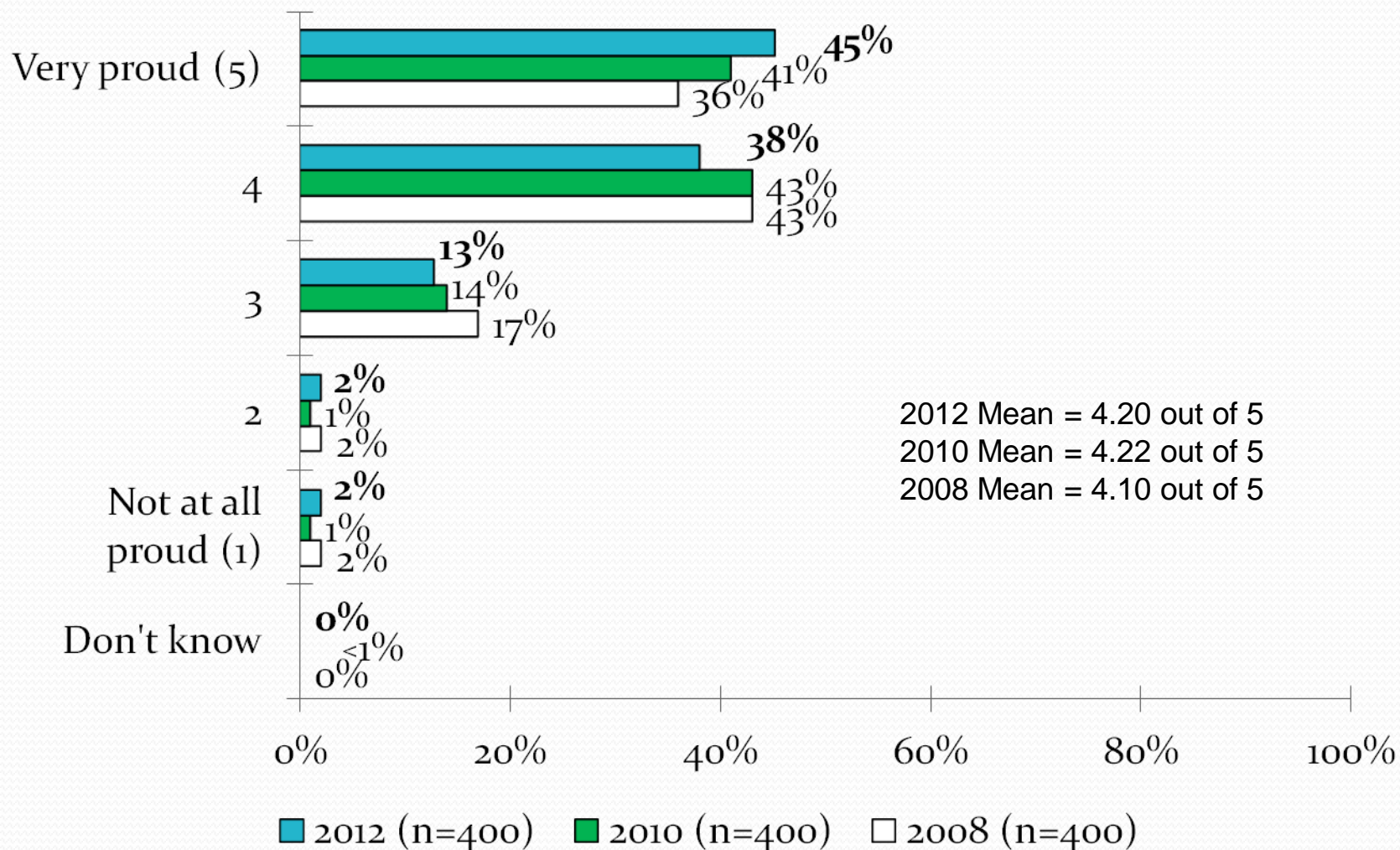
Leduc's Strengths and Unique Features

What do you consider Leduc's strengths and unique features? TOP MENTIONS			
	Percent of Respondents (n=400)*		
	2012	2010	2008
Location / close to Edmonton / airport / Nisku	34	35	30
Lots of recreation / good recreation facilities	27	24	14
Nice parks / pathways / multiways	15	16	18
Community togetherness / spirit / events	12	8	9
Small town atmosphere	11	16	14
Is a small town	10	12	10
Leduc has everything you need / all the amenities / are close	9	16	8

*Multiple mentions



Pride in Being a Resident of Leduc





Priorities Facing City Council*

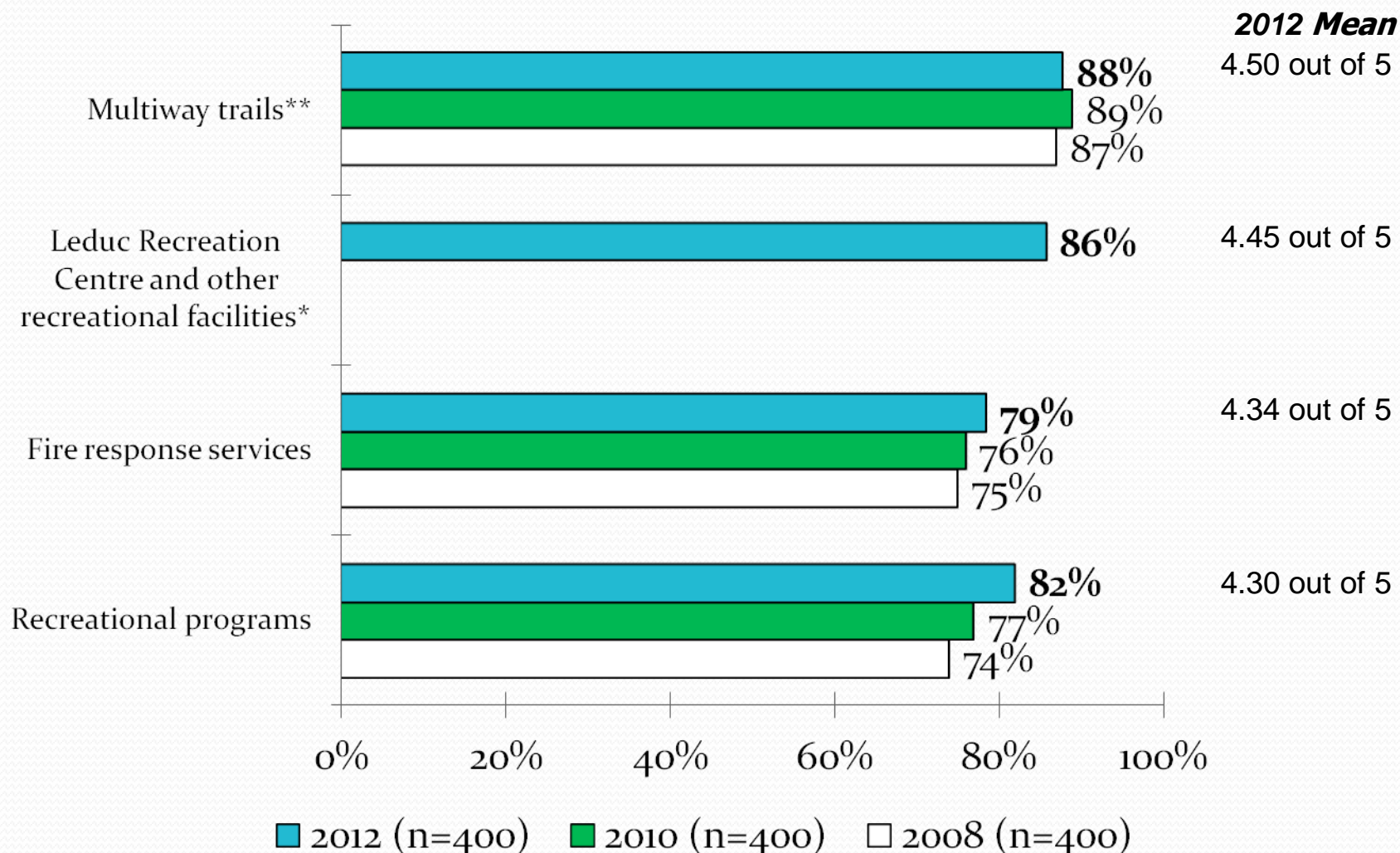
What are the most important priorities facing the City of Leduc Council today?*

	Percent of Respondents (n=400)
Managing population growth / development / maintaining small town atmosphere	23
Keeping taxes low	8
Budget control / spending	8
Road maintenance / services / development	7
Traffic control and improvement	6
Education / more schools	5
Keeping up / maintaining infrastructure	5
Lack of public transportation (local and commuter)	3
Emergency services	3
Bellavera Green Condominium issue	3
Other (less than 2%)	25
Don't know	28

* New question in 2012



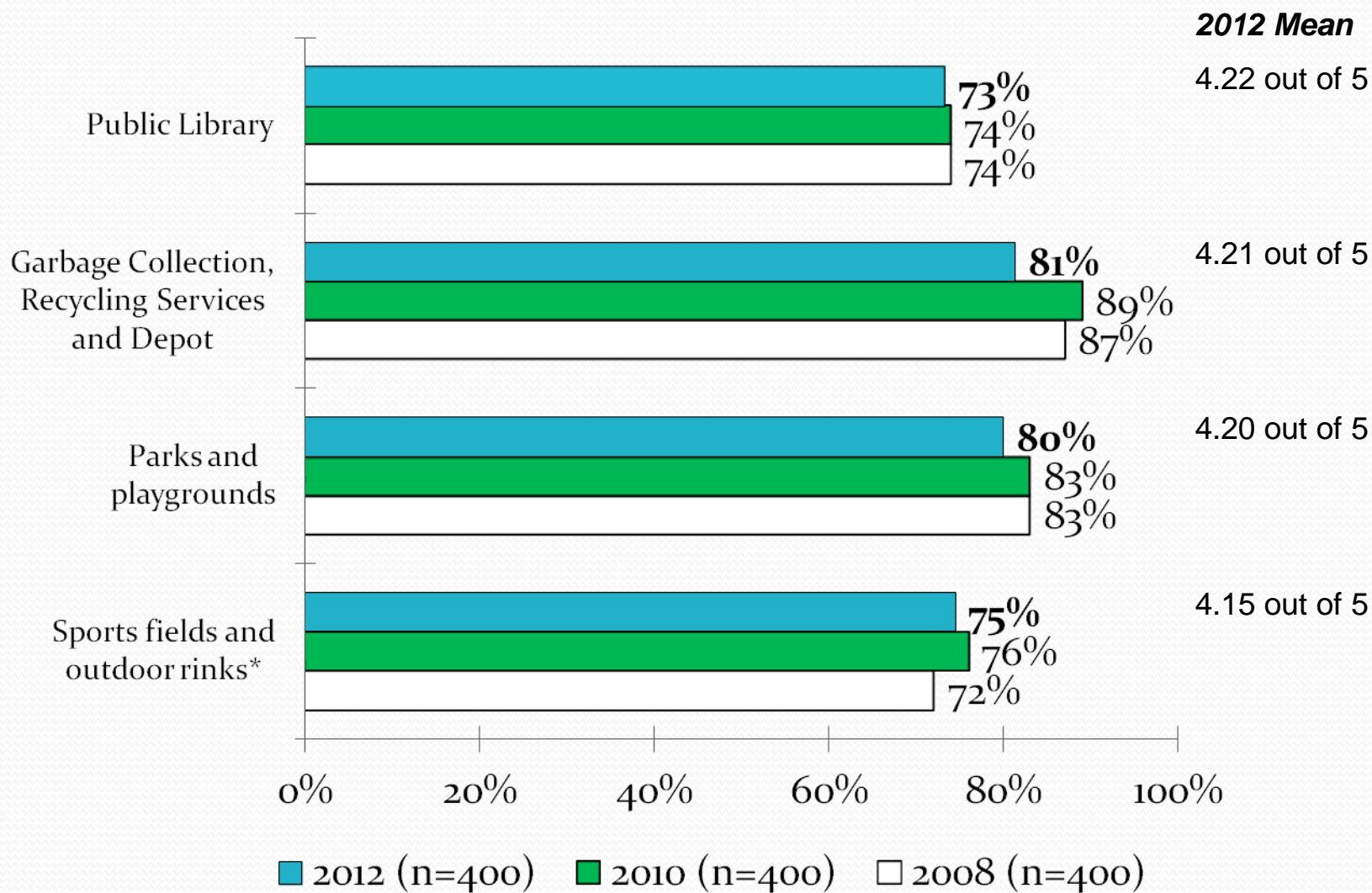
Satisfaction with City Services



*New question in 2012

**Wording change in 2012

Satisfaction with City Services con't



*New question in 2012



Satisfaction with City Services con't

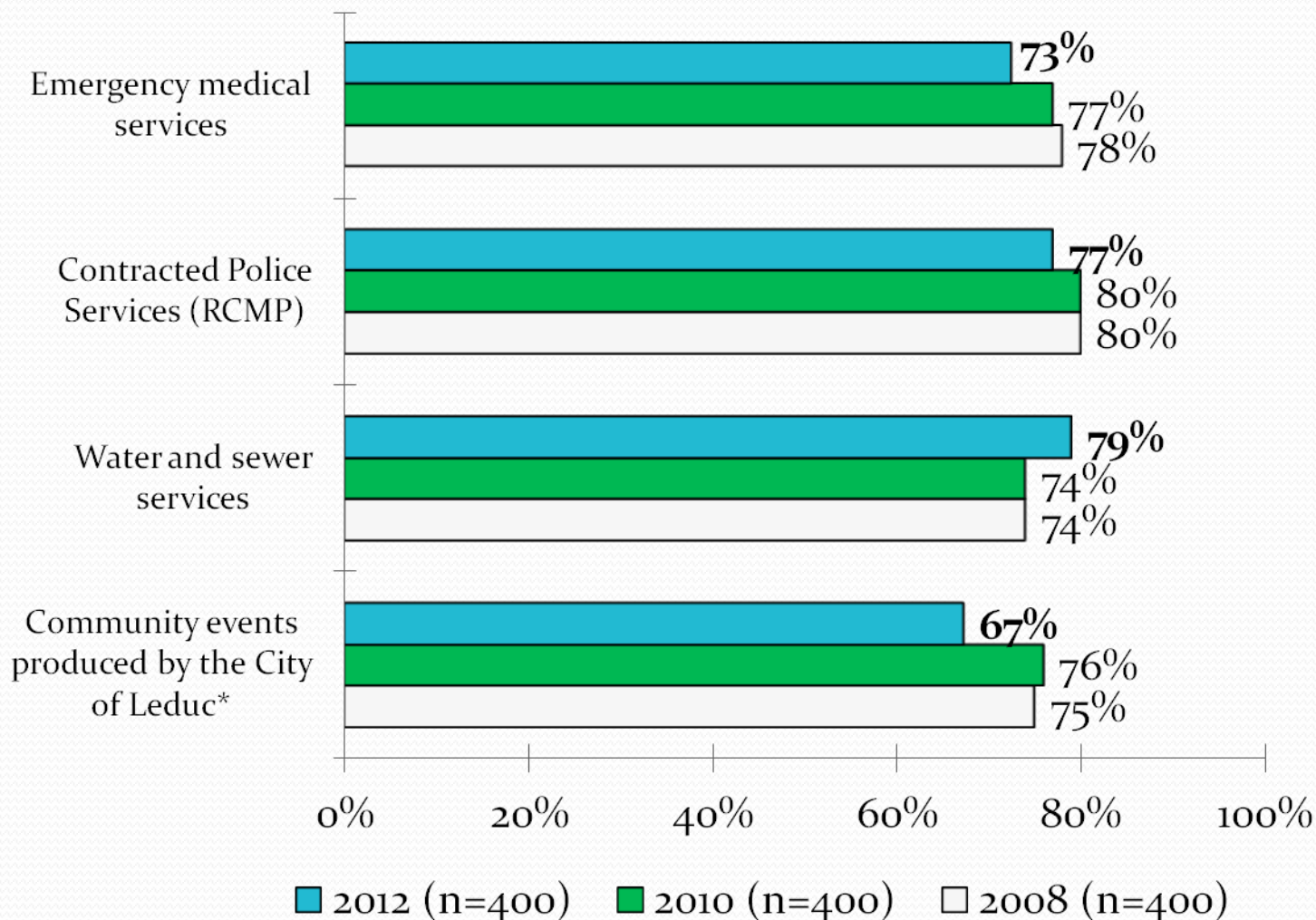
2012 Mean

4.11 out of 5

4.10 out of 5

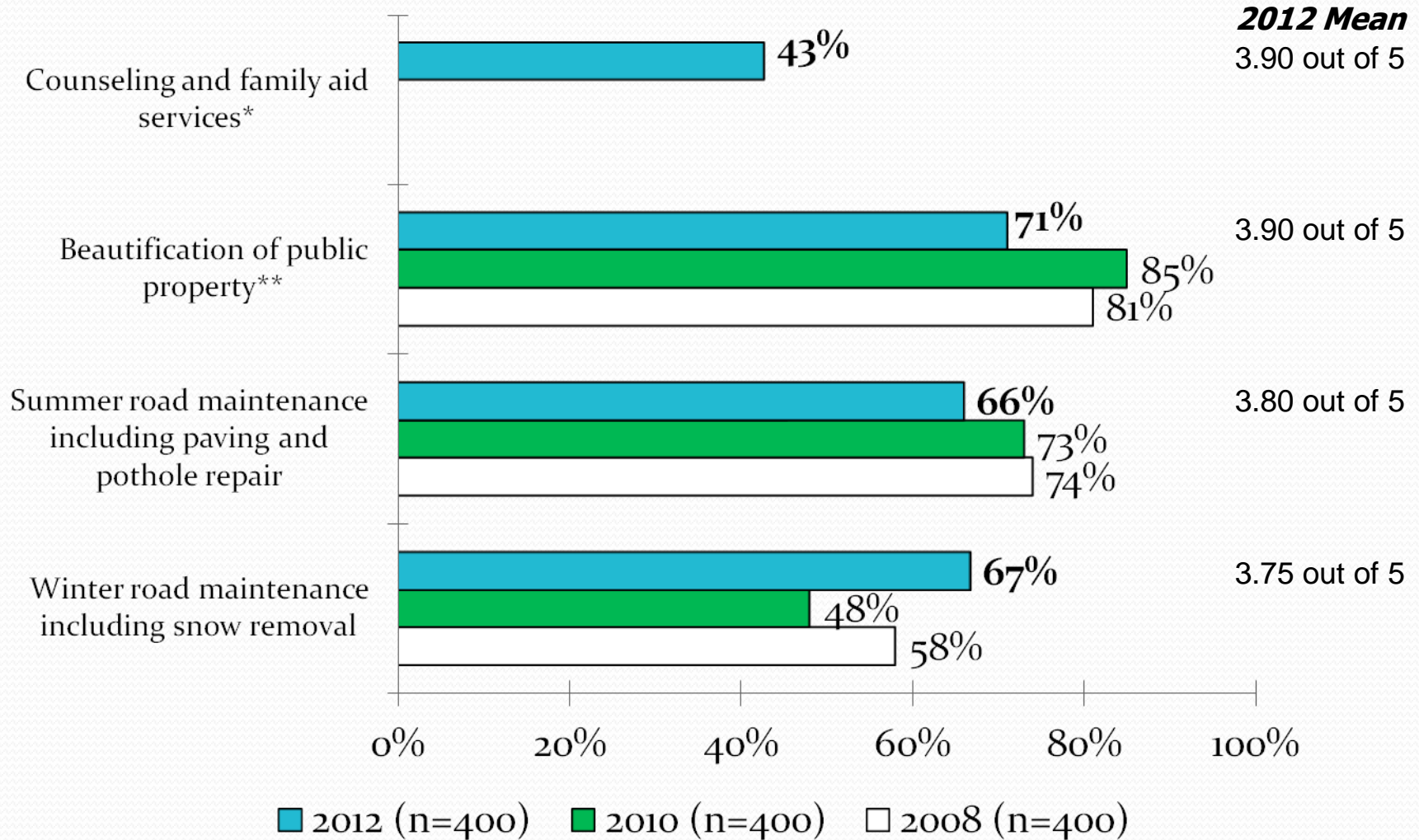
4.06 out of 5

3.91 out of 5



*Wording change in 2012

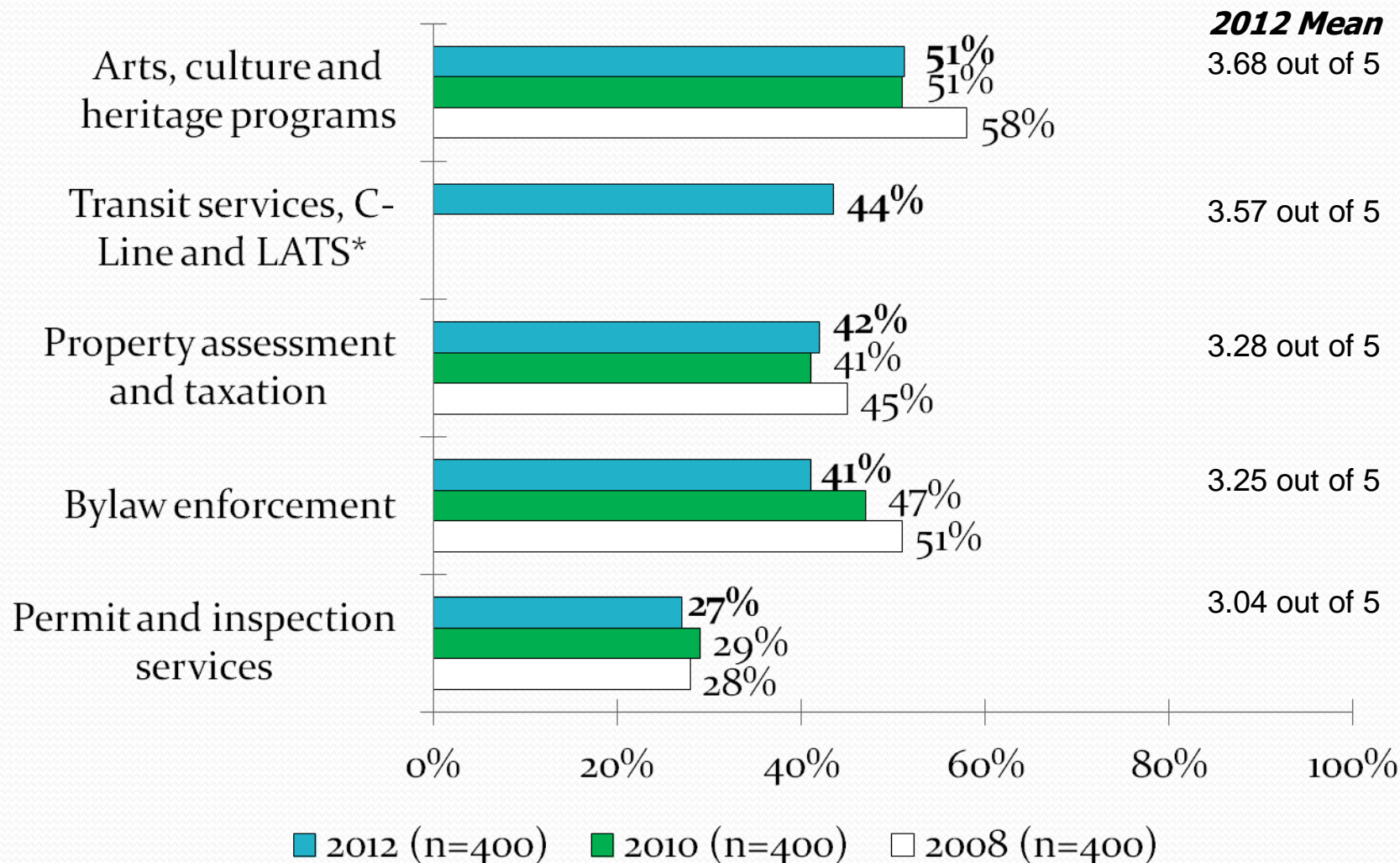
Satisfaction with City Services con't



*New question in 2012

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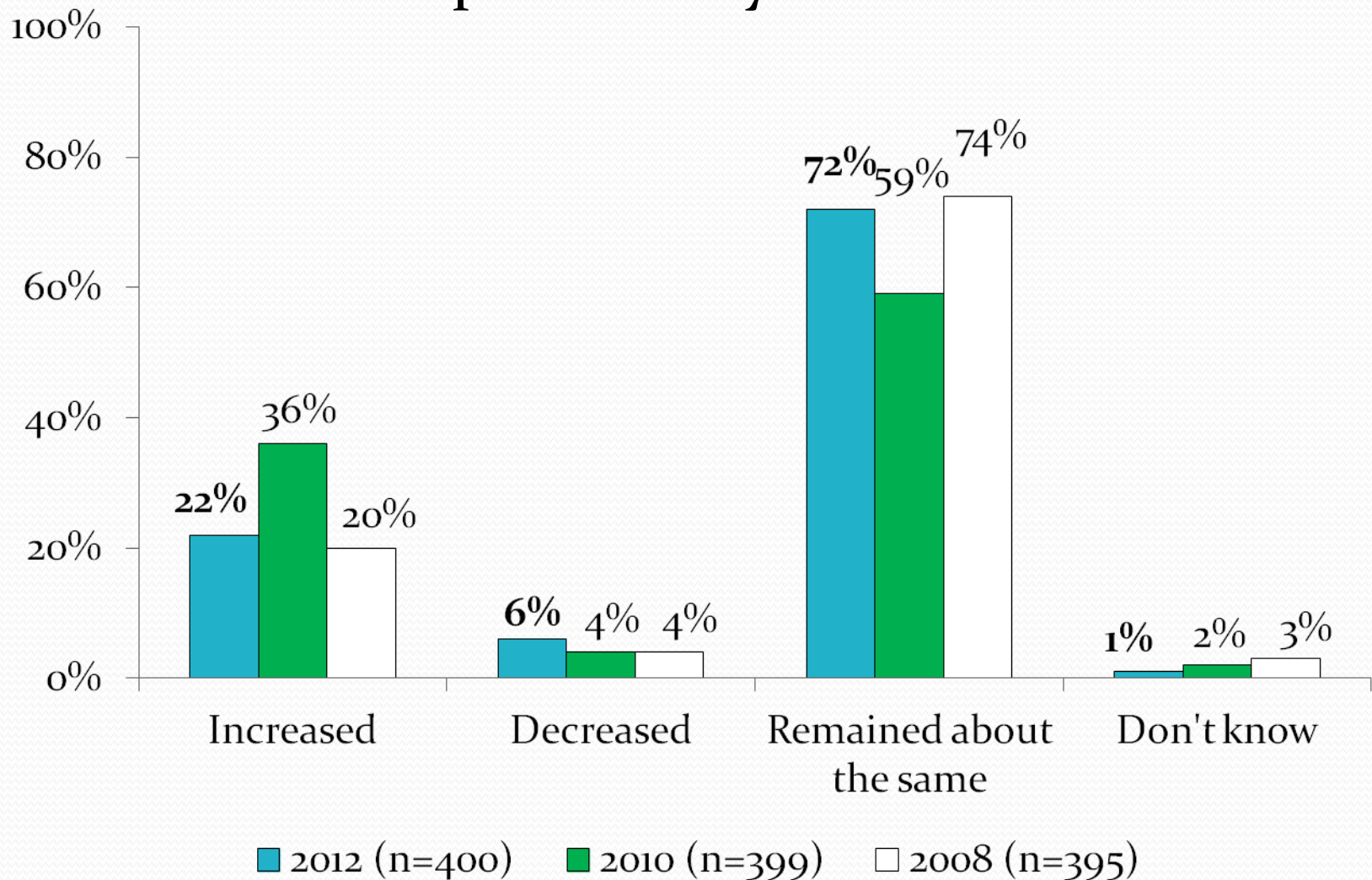
Satisfaction with City Services con't



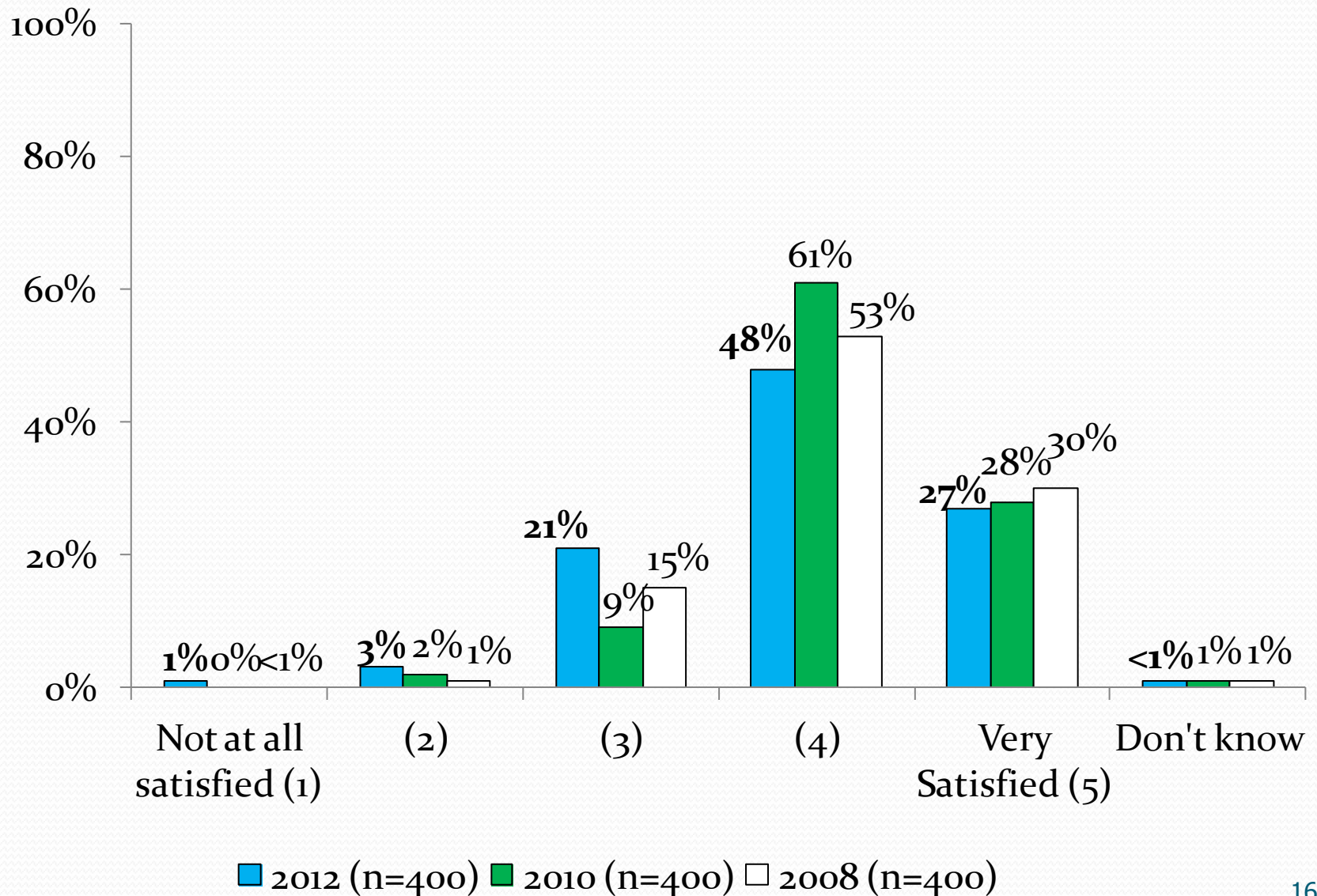
*New question in 2012



Over the past 12 months has the quality of services provided by Leduc...

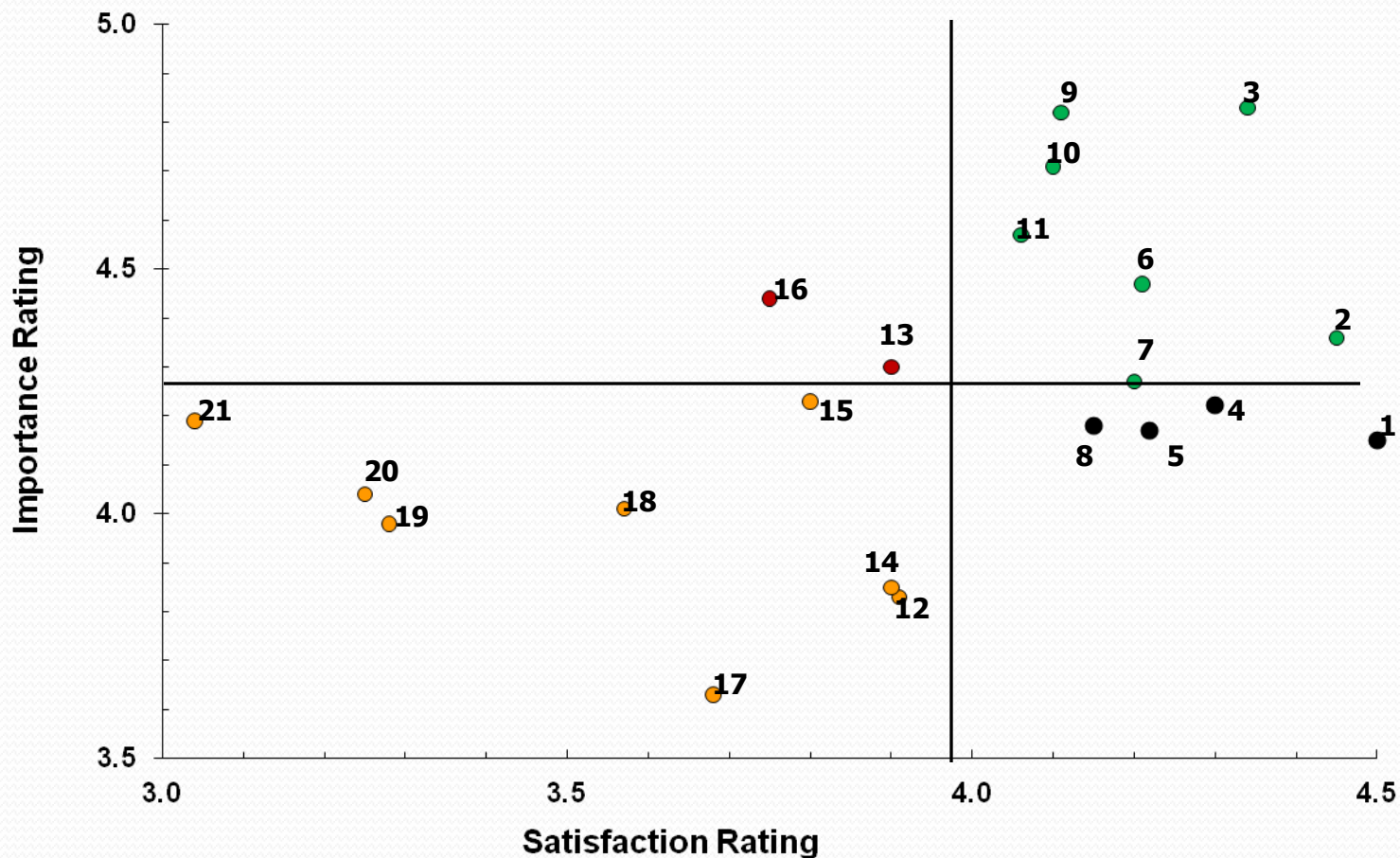


Satisfaction with Leduc Services and Programs





2012 Satisfaction versus Importance with City of Leduc Services





Key Strengths

When assessing the City services investigated, the following seven (7) areas were calculated as key strengths or successes. In other words, services in which respondents reported that they were of higher than average importance and higher than average satisfaction:

- Fire response services;
- Emergency medical services such as ambulance;
- Water and sewer services;
- The Leduc Recreation Centre and other recreation facilities;
- Garbage collection services and the recycling depot and services;
- Contracted police services (RCMP); and
- Parks and playgrounds.

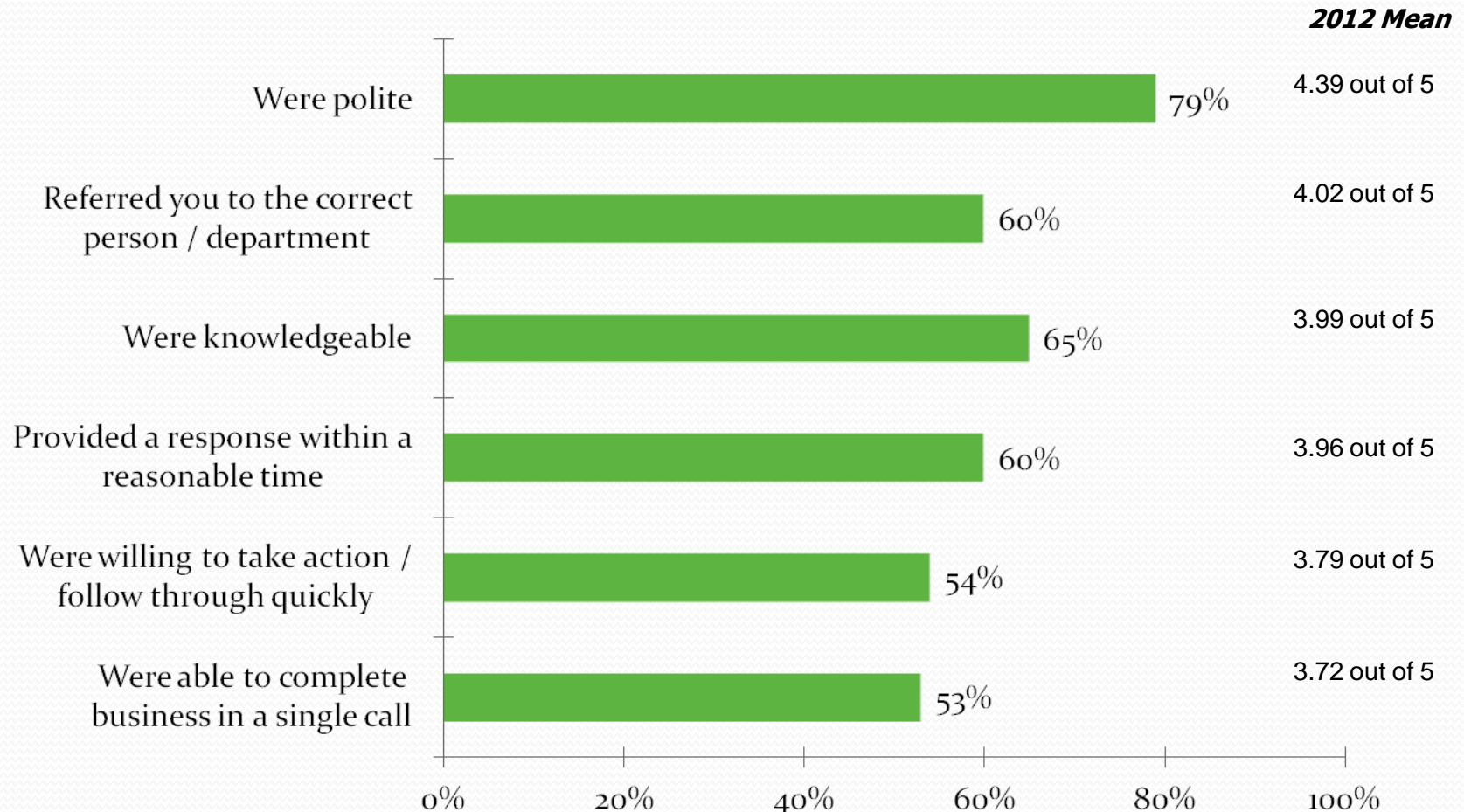


Primary Areas of Improvement

Services in the upper left quadrant are of higher than average importance, but lower than average satisfaction. These services are viewed as primary areas of improvement. Improvements to this service would do most to increase residents' satisfaction with the overall services provided by the City of Leduc. As shown, services which fall within this quadrant include:

- Winter road maintenance, and;
- Counseling and family aid services.

Satisfaction with City Staff



n=400

Base: Respondents had contact with Leduc staff in the past 12 months



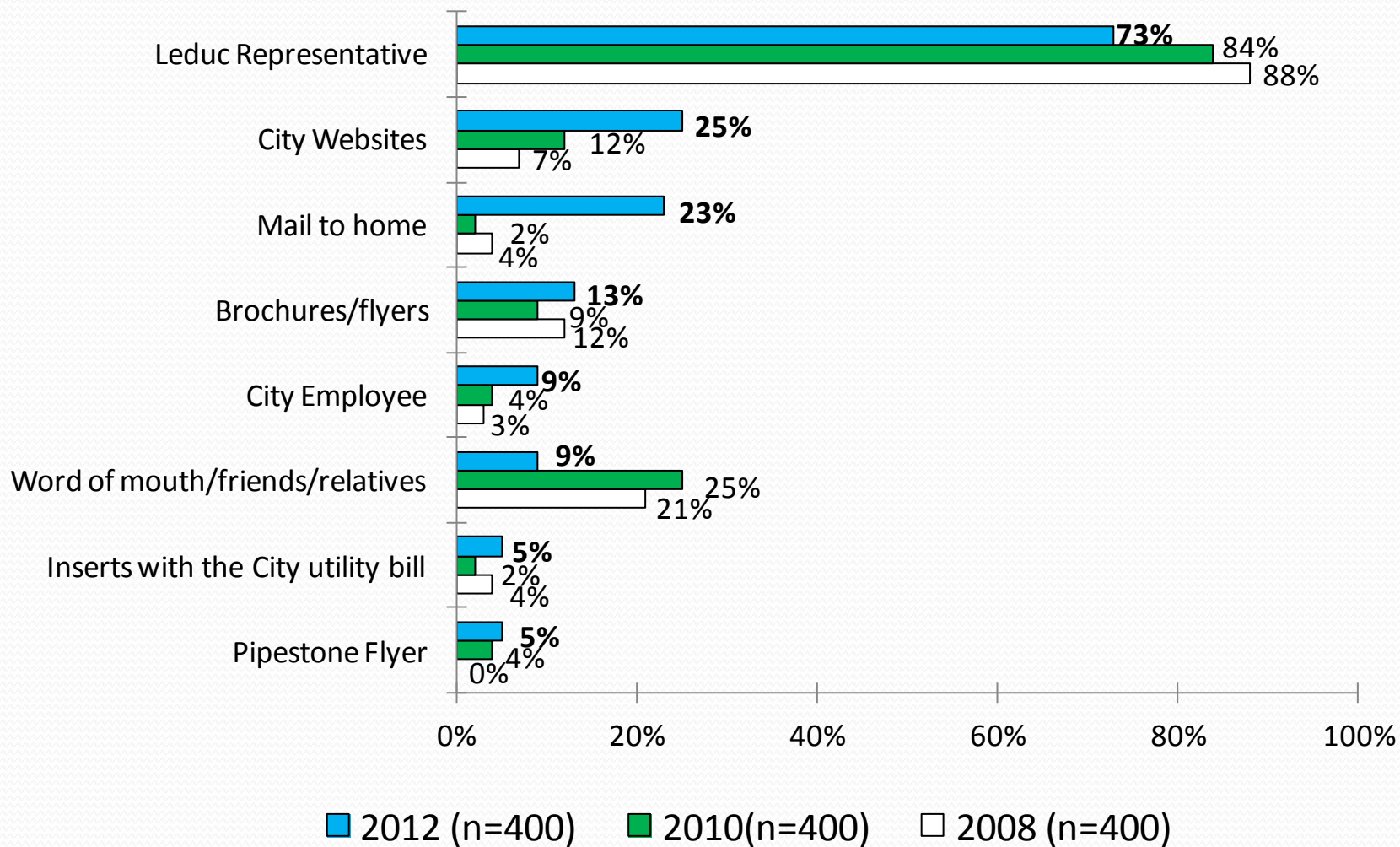
Desired Information from the City

What kinds of information do you want the City of Leduc to provide to you? TOP MENTIONS

	Percent of Respondents (n=400)*		
	2012	2010	2008
Leisure / recreation	20	10	12
Services / programs (unspecified)	14	11	12
Cultural activities	14	10	10
Budget / tax spending	10	11	11
Land usage / development	10	6	3
City planning	9	8	9
Garbage pickup / recycling depot	7	3	6
Street closures /detours	6	1	2



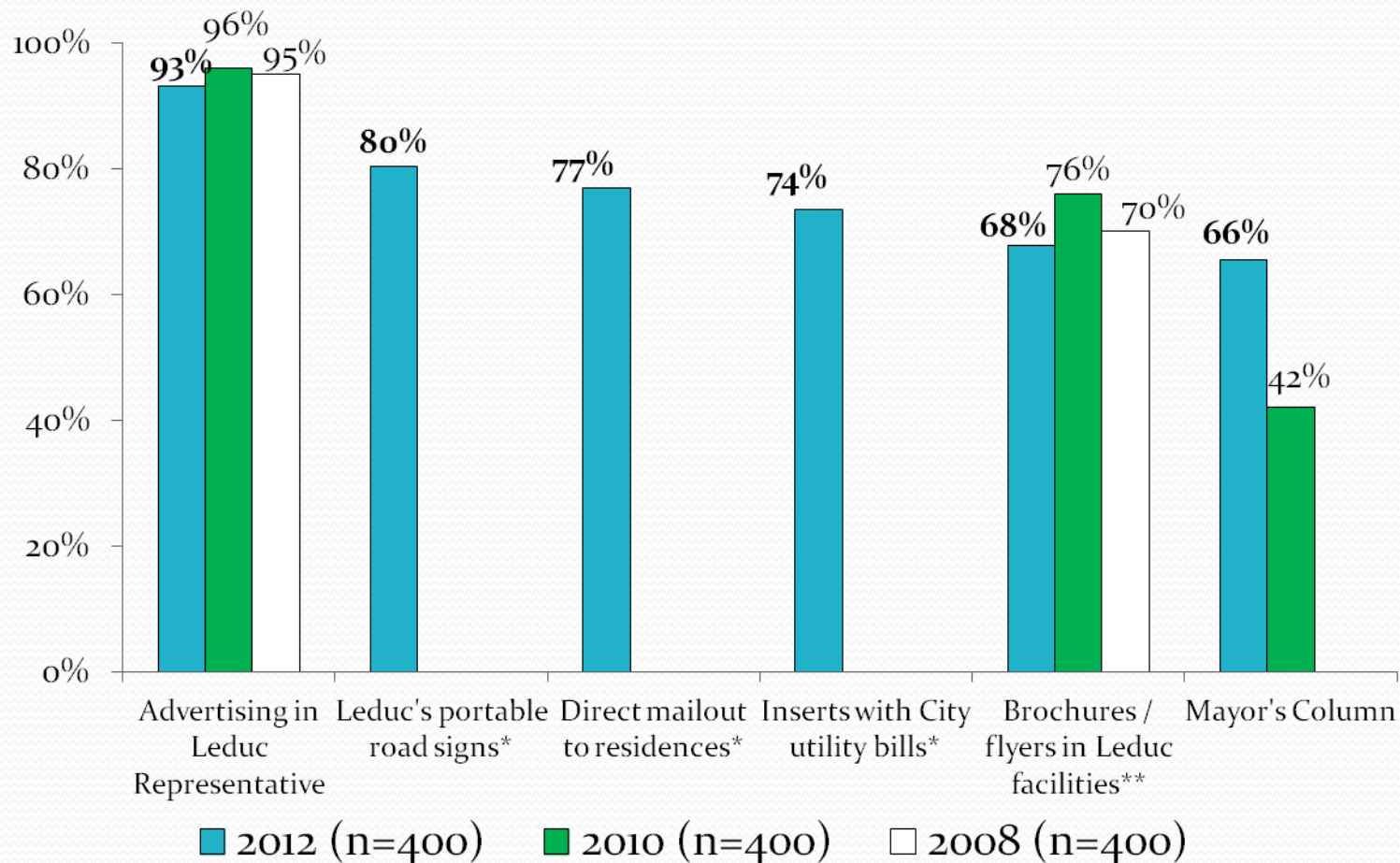
Source Used for City Information





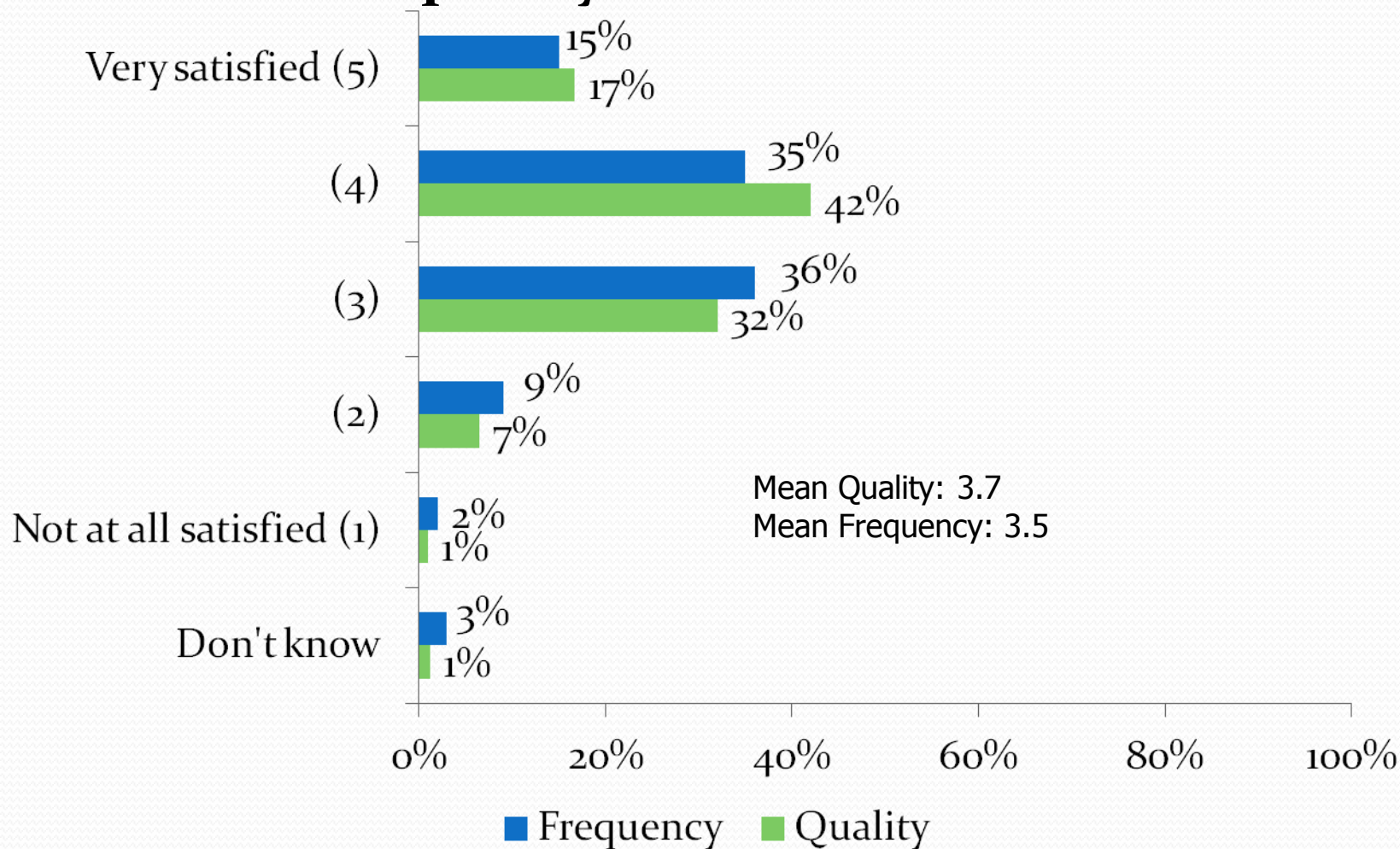
Effectiveness of Communication Modes

TOP MENTIONS



*New question in 2012

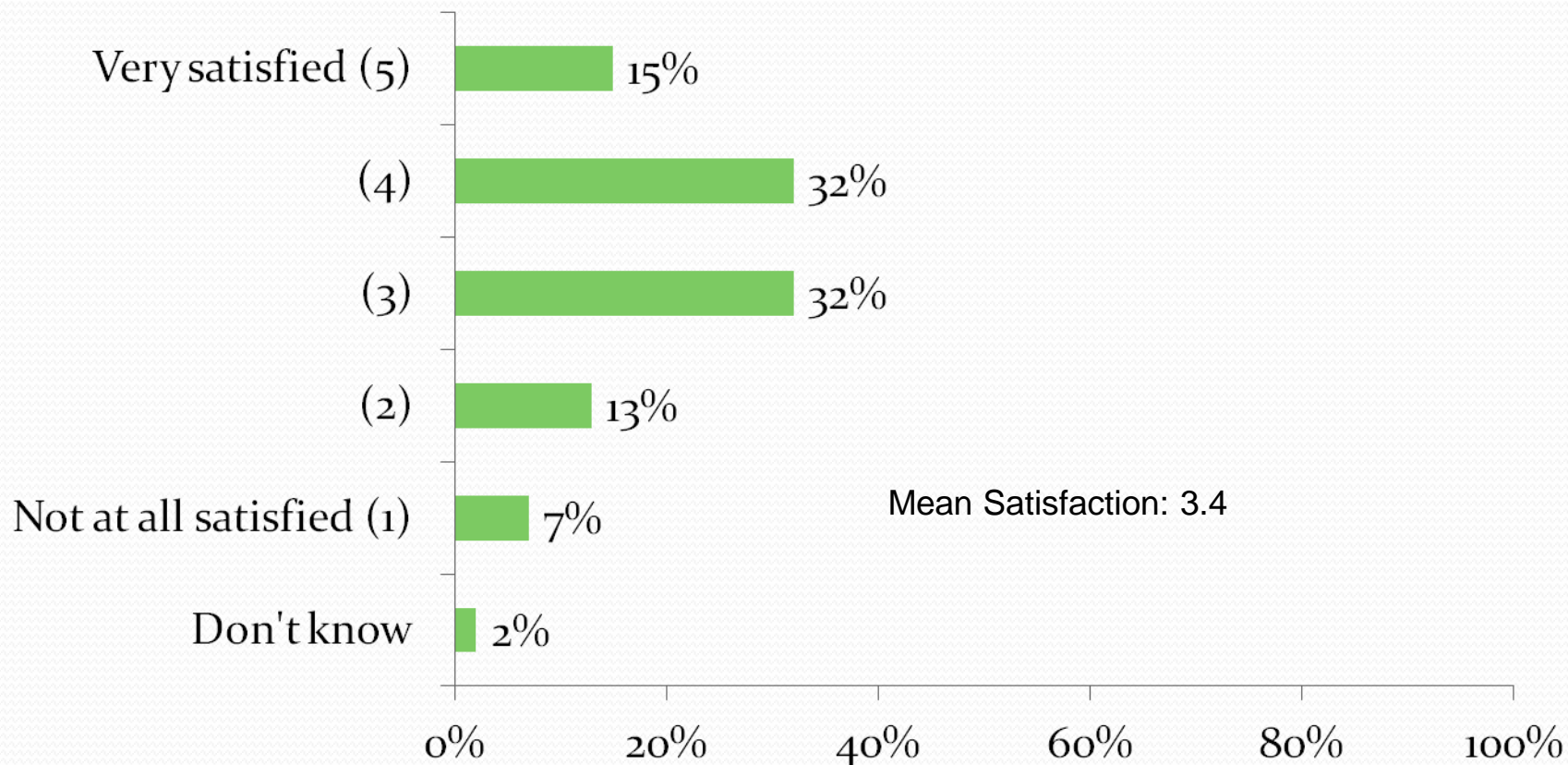
Overall Satisfaction with Leduc's Quality and Frequency of Communication



n=400

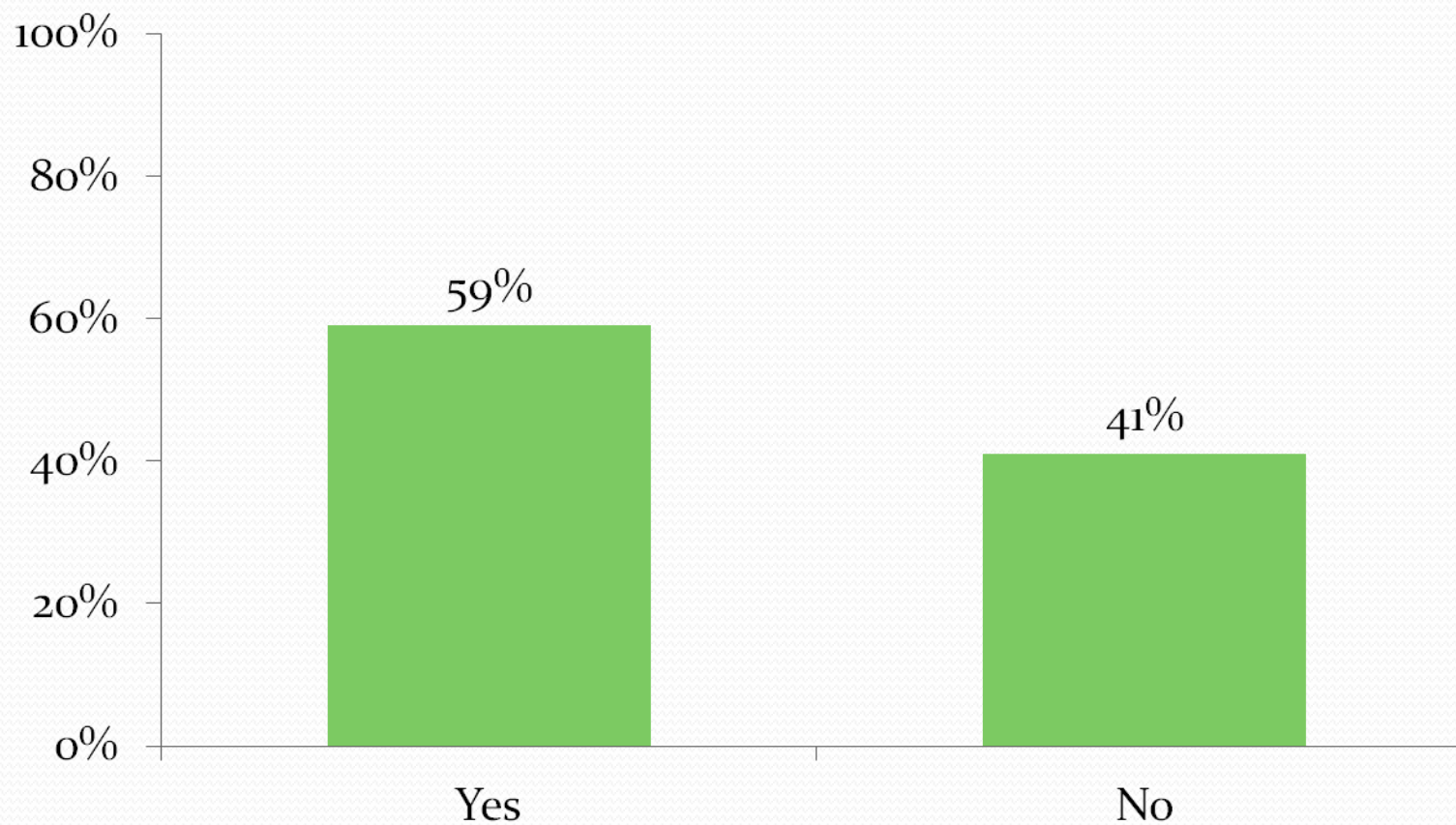


How satisfied are you with the City's efforts to consult with citizens regarding important issues in Leduc?





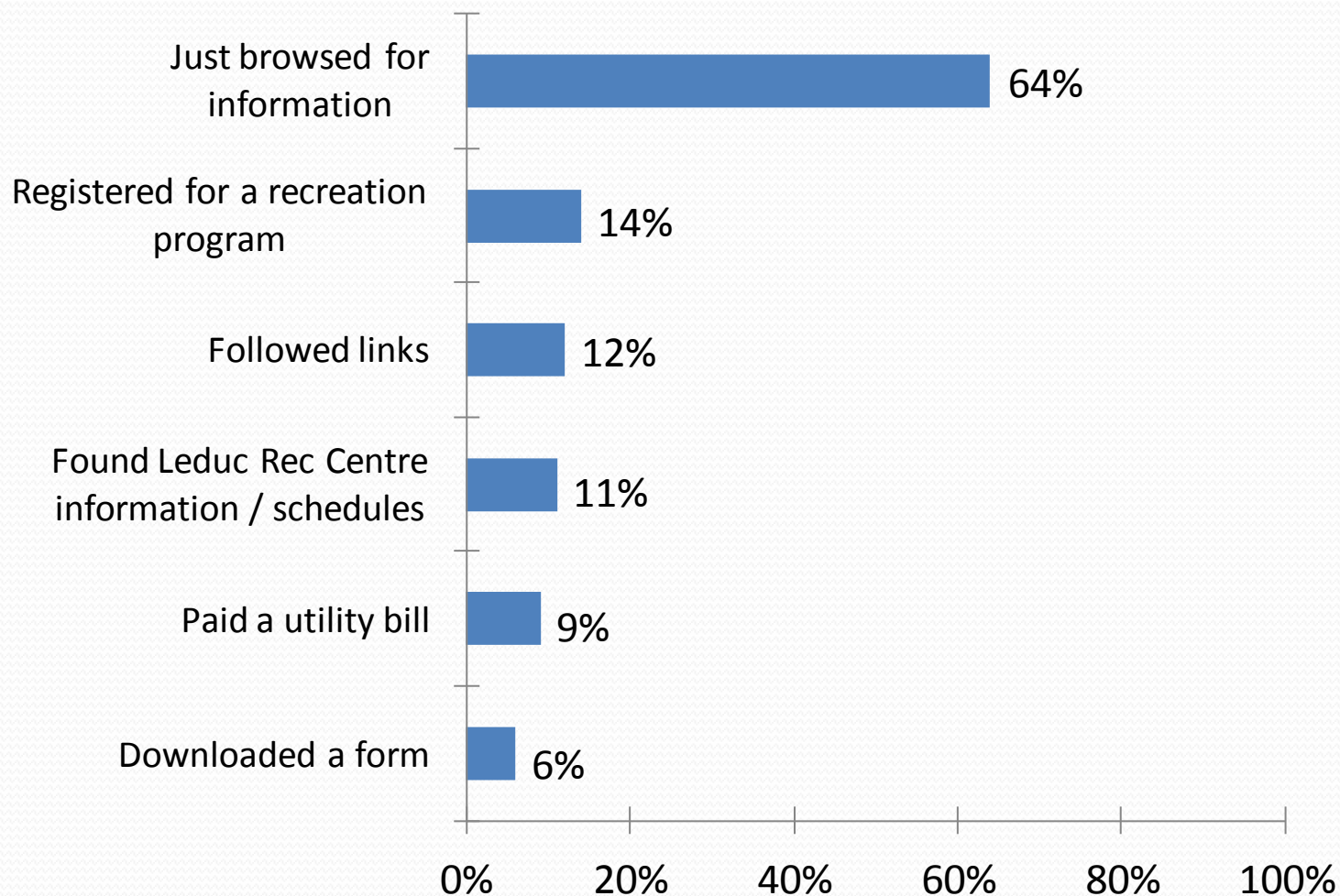
Have you visited either the City of Leduc or Leduc Recreation Centre website in the past 6 months?



n=400



Tasks Completed on the City of Leduc Websites

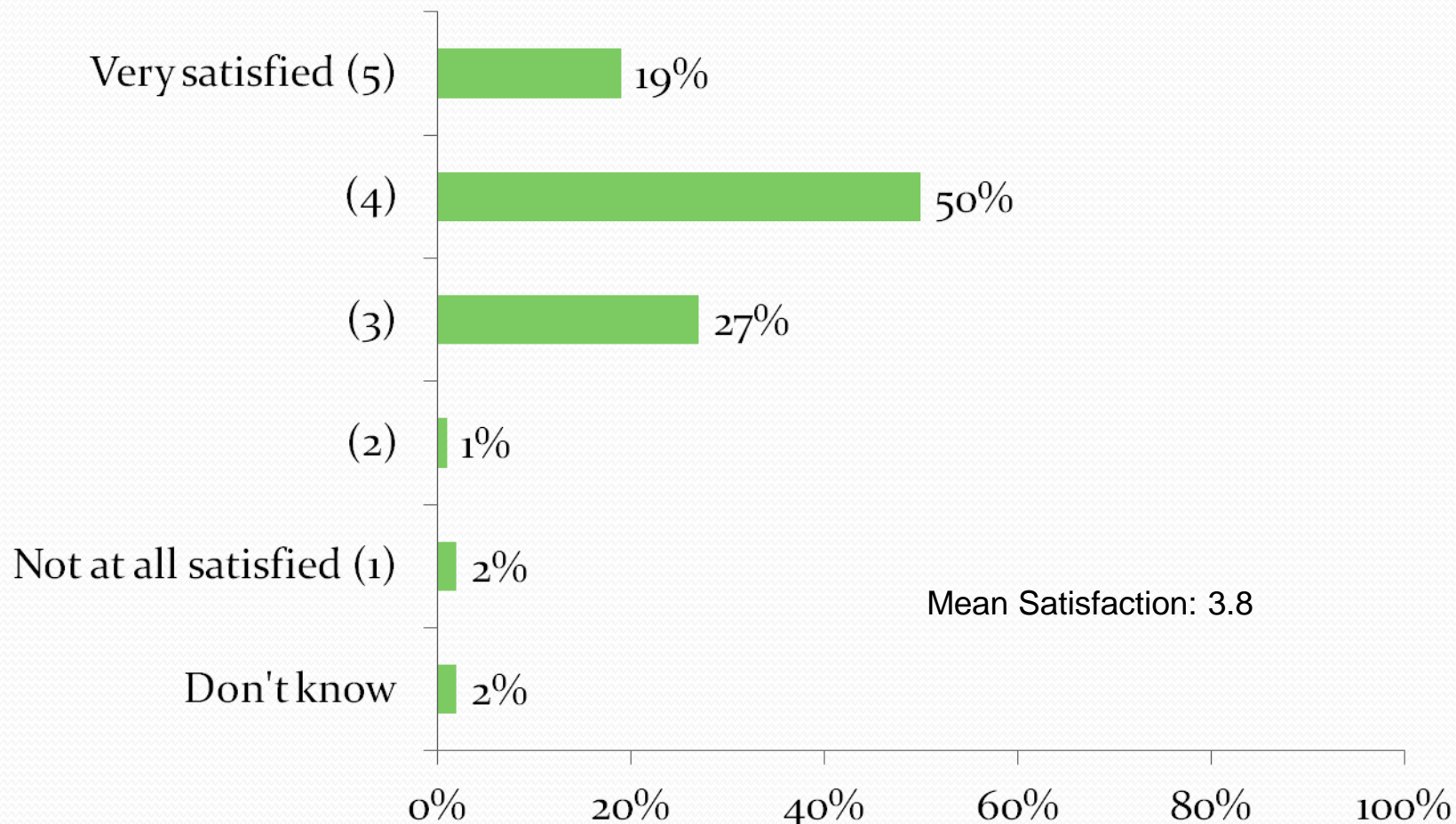


n=235

Base: Respondents that have visited at least one of the Leduc websites in past 6 months.



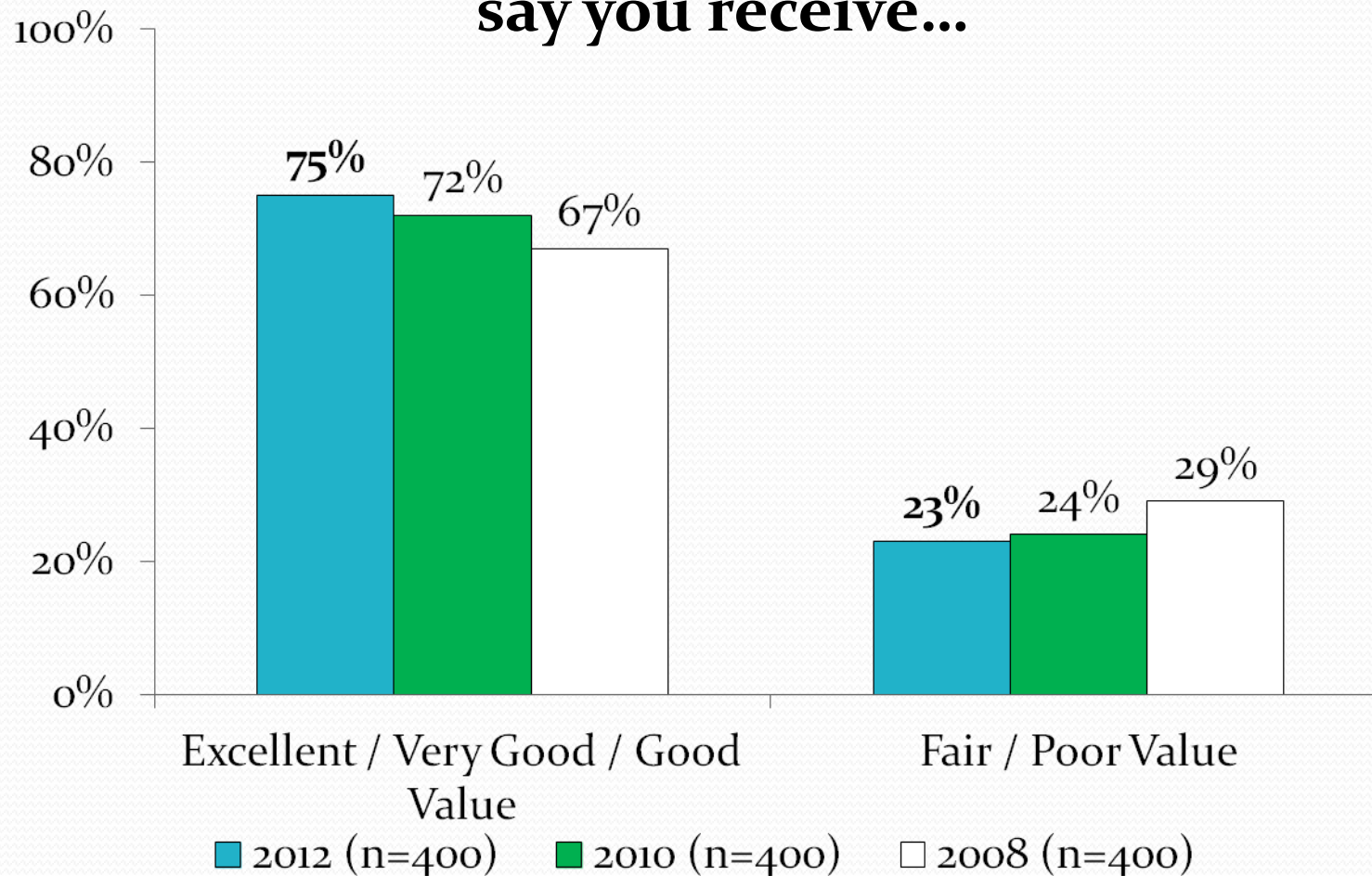
How satisfied were you with the City of Leduc websites?



n=400

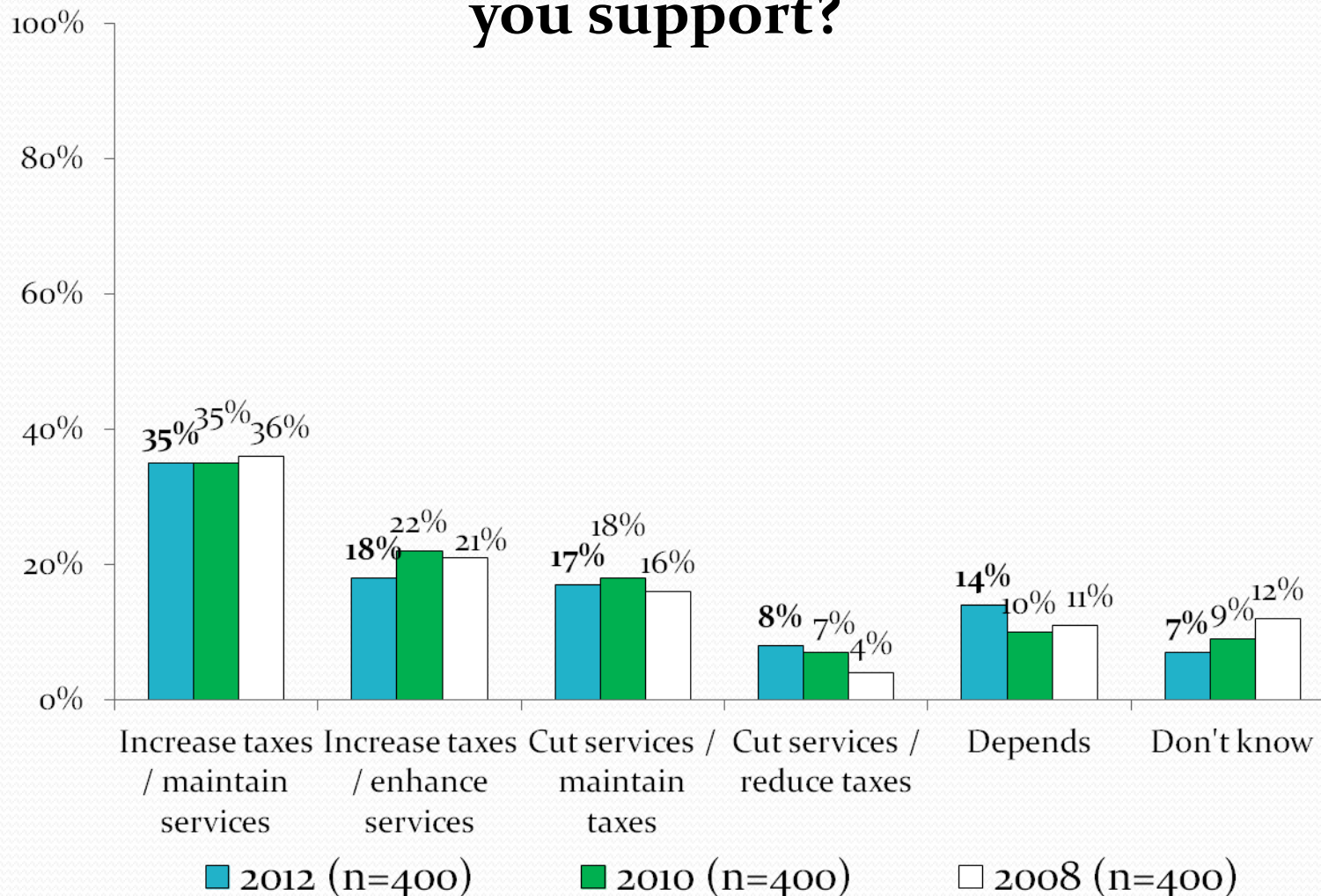


Thinking about the portion of your municipal property tax bill that pays for City services, would you say you receive...



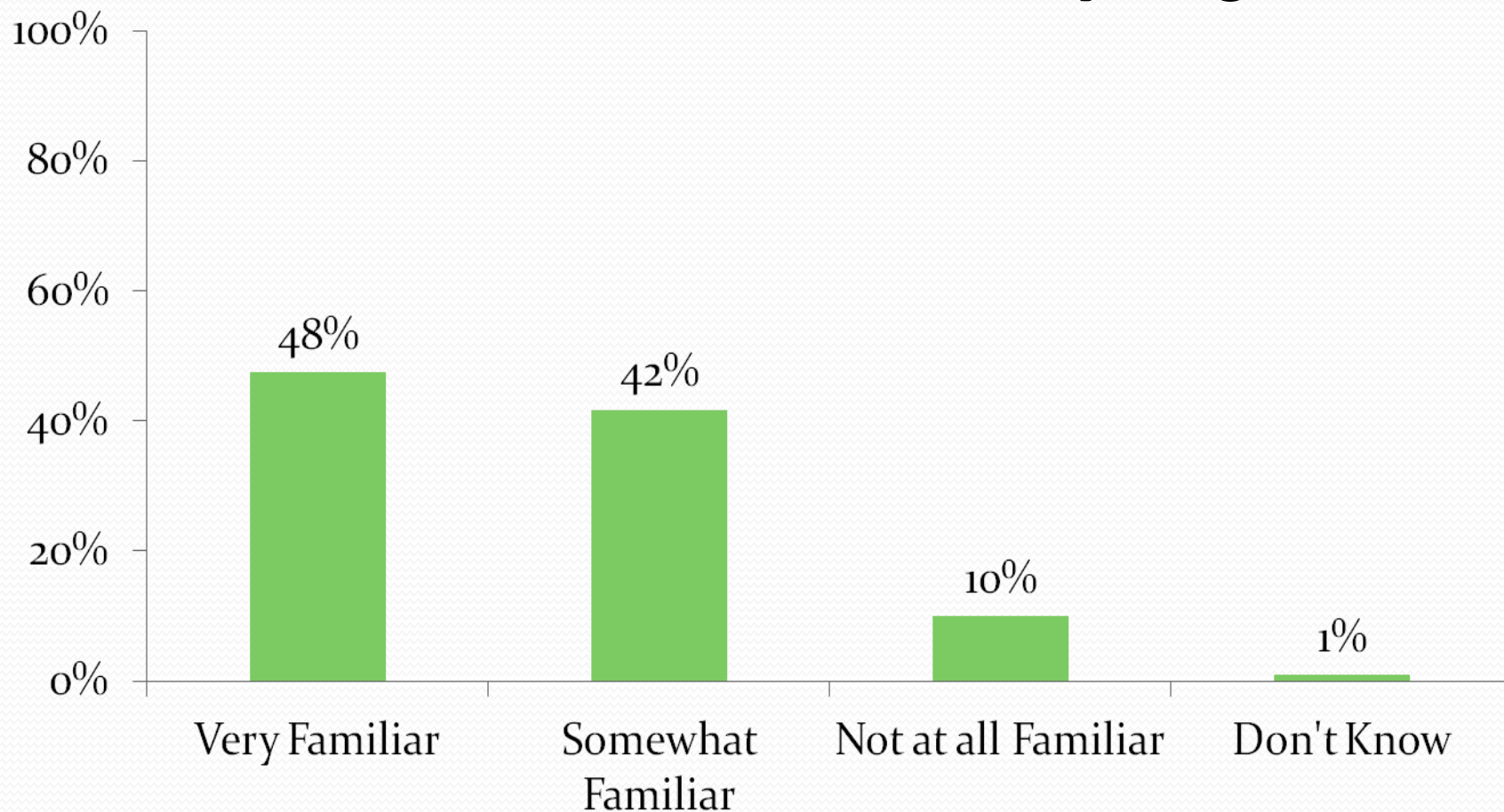


Which of the following tax strategies would you support?





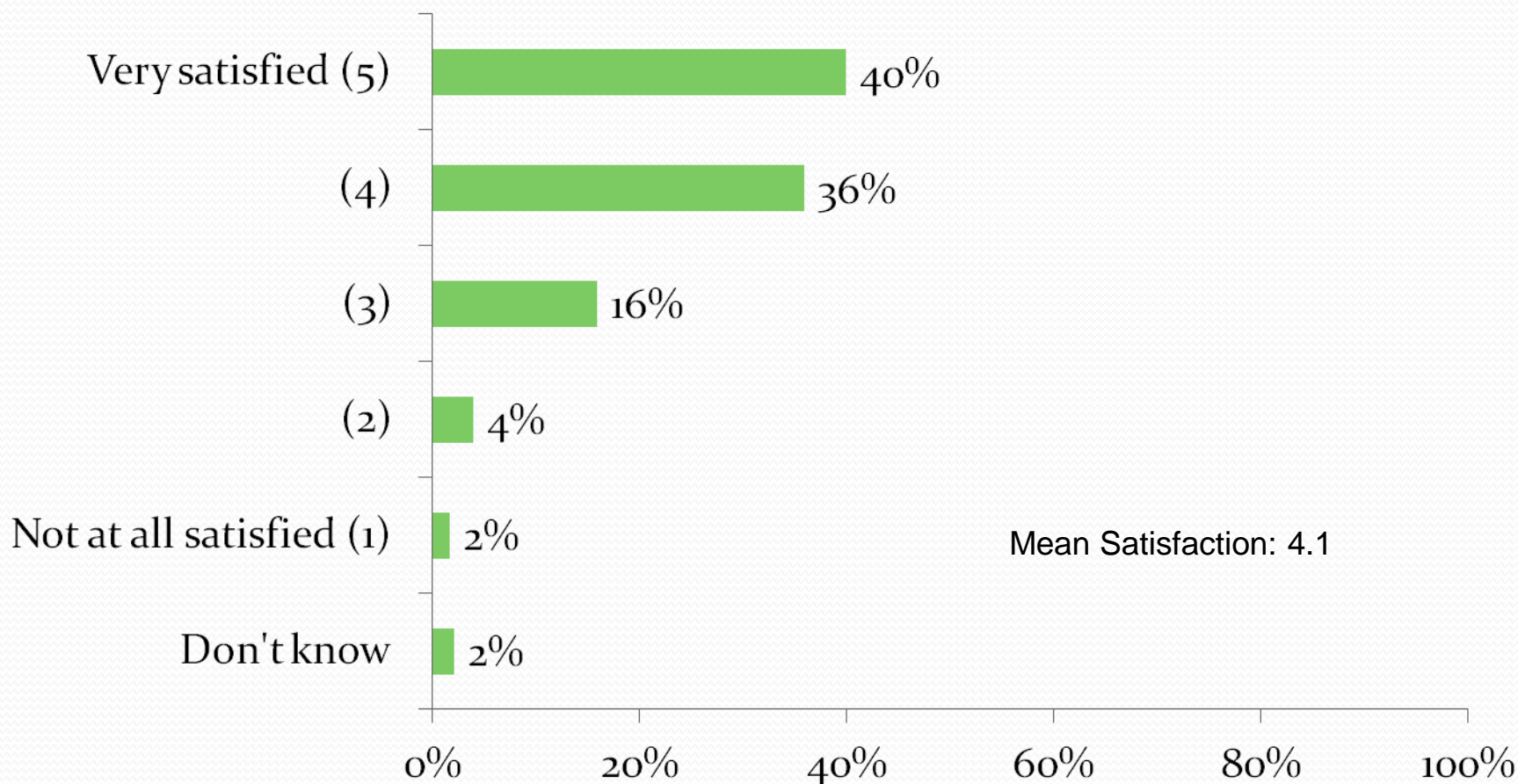
How familiar are you with Leduc's environmental initiatives such as curbside recycling?*



n=400
*New in 2012



Overall Satisfaction with Leduc's Effort Regarding Environmental Initiatives



n=357

Base: Respondents that were somewhat or very familiar with environmental initiatives.

*New question in 2012



Questions?