



ADVANIS for



2019 Citizen Satisfaction Survey

March, 2019

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BACKGROUND, OBJECTIVES & METHODOLOGY

Background & Objectives

PROJECT BACKGROUND

The City of Leduc strives to be a safe, healthy, active, creative, and caring community that has a solid reputation for active citizen engagement and inclusivity. Every two years, the City conducts a survey among its citizens to measure the perceptions and opinions of Leduc citizens regarding topics such as satisfaction with city services, overall quality of life, and city communications.

PROJECT OBJECTIVES

1. Gauging citizens' perceptions on quality of life and community direction;
2. Measuring satisfaction with City services;
3. Determining communication preferences and satisfaction with existing communications; and
4. Assessing usage of and satisfaction with waste/recycling services.

Methodology

A total of **404** Leduc citizens aged 18 years and over were interviewed by telephone between February 11th and February 26th, 2019. The sample included both landlines and cellphone numbers. The final results in this survey are weighted by age, gender, and area of Leduc respondents reside according to the 2018 Leduc census as well as phone ownership rates according to Statistics Canada's Survey of Household Spending.

The margin-of-error for a telephone survey of 404 adults is +/- 4.9%, 19 times out 20. The margin-of-error is higher for sub-populations analyzed in these results.

Where applicable, this report compares the results of the 2019 survey with the results of previous citizen satisfaction surveys conducted in 2012, 2013, 2015, and 2017.

Note: The percentages shown in this report may not add up to exactly 100%, due to rounding.



KEY FINDINGS

Key Findings

QUALITY OF LIFE & COMMUNITY DIRECTION

- **Most Leduc citizens** (78%, similar to 2017) **rate the overall quality of life in the City as excellent or very good**, while very few (4%) rate it as fair or very poor.
 - The most significant contributing to a high quality of life in Leduc are 🏠 **good services** (up from 2017), 🏃 **recreational facilities**, and 🌳 **parks**.
 - 🚗 **Traffic** (mentioned more often than in 2017), 🚔 **public safety** (mentioned more often than in 2017), and 🏠 **poor services** are the most significant factors contributing to low quality of life in Leduc.
- **Nearly half of citizens** (47%) **are promoters** of the City of Leduc, and the overall 2019 NET Promoter Score is +37.
 - It is important to maintain or improve services provided by recreation facilities, police services, and sport fields and outdoor rinks.
 - Opportunities exist to increase the percent of promoters by improving the quality of communication from the city and road maintenance.
- Leduc citizens consider 🛣️ **maintaining infrastructure** (up from 2017), 🛣️ **road maintenance / services / development** (up from 2017), and 👥 **managing population growth / development** (down from 2017) to be the **top civic priorities**.
- Similar to 2017, the **vast majority of citizens** (88%) **feel that Leduc is on the right track**.

Key Findings

SATISFACTION WITH CITY SERVICES

- Leduc's **top rated services** are 🌳 **parks / playgrounds / trails** (89% satisfied), 🏃 **recreational facilities** (86%), 🌸 **beautification of public property** (82%), 🚒 **fire response services** (81%), 💧 **water / sewer services** (77%), and the 📖 **public library** (75%) – all scores similar to 2017.
- About three quarters of **Leduc citizens (76%) are satisfied overall with the services and programs** provided by the City of Leduc.
 - While this is similar to 2017, **satisfaction levels are lower compared to 2015 and 2013.**
 - It is important to maintain or improve parks / playgrounds / trails, recreational programs, and the eco station.
 - Opportunities exist to increase the percent who are overall satisfied with city services by improving the quality of communication from the city, road maintenance, arts, culture, and heritage programs, and property assessment.
- The **vast majority of citizens** (83%, up from 2017) **say the quality of services** provided by the City **has stayed the same** over the past year.
 - Additionally, only 11% (down from 2017) say that the quality of service has increased and 5% (similar to 2017) say that the quality of service has decreased.
- Half (53%) of citizens have interacted with City staff while accessing services with most saying **staff were polite, knowledgeable, and provided quick service.**

Key Findings

CITY COMMUNICATIONS & WEBSITE

- **Half of citizens (50%) are satisfied with how frequently the City communicates** with them, while **over half of citizens (56%) are satisfied with the overall quality** of communications received from the City.
- The **Leduc Representative (42%) and email (37%) are the most preferred sources** for communication of City of Leduc news.
 - The City Facebook page (21%), direct mail (20%), and City website (18%) are also important communication channels.
- **Six-in-ten citizens (60%) have visited the City of Leduc website** in the past 6 months and about **two thirds (67%) of them are satisfied with the website**.
 - Also satisfaction with the website has remained consistent with 2017, satisfaction with the website has decreased from 2015.

WASTE & RECYCLING SERVICES

- **Curbside collections are the most commonly used waste & recycling services.** This includes 🚚 curbside waste collection (83% used in past year), ♻️ curbside blue bag recycling (81%), and 🗑️ curbside organic collection (77%).
- **The vast majority of citizens (87-94%) are satisfied with all waste & recycling services** provided by the City.



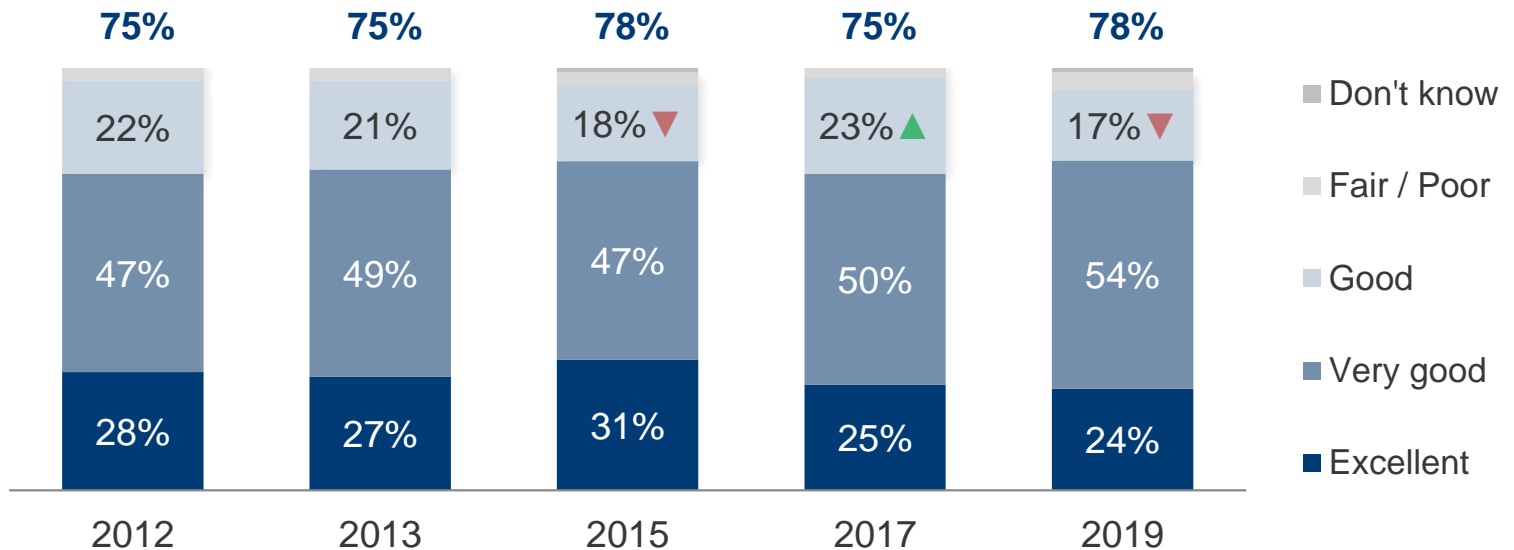
DETAILED FINDINGS: Quality of Life & Community Direction

Quality of Life in Leduc

- Similar to previous years, most Leduc citizens (78%) rate the overall quality of life in the City as excellent or very good, while very few (4%) rate it as fair or very poor.
- Higher income citizens are more likely to give high ratings.

How would you rate the overall quality of life in the City of Leduc?

% NET Excellent + Very good:



Those more likely to rate the overall quality of life in Leduc as very good or excellent in 2019 include:
 ✓ Household income \$100k or higher (86%)

▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

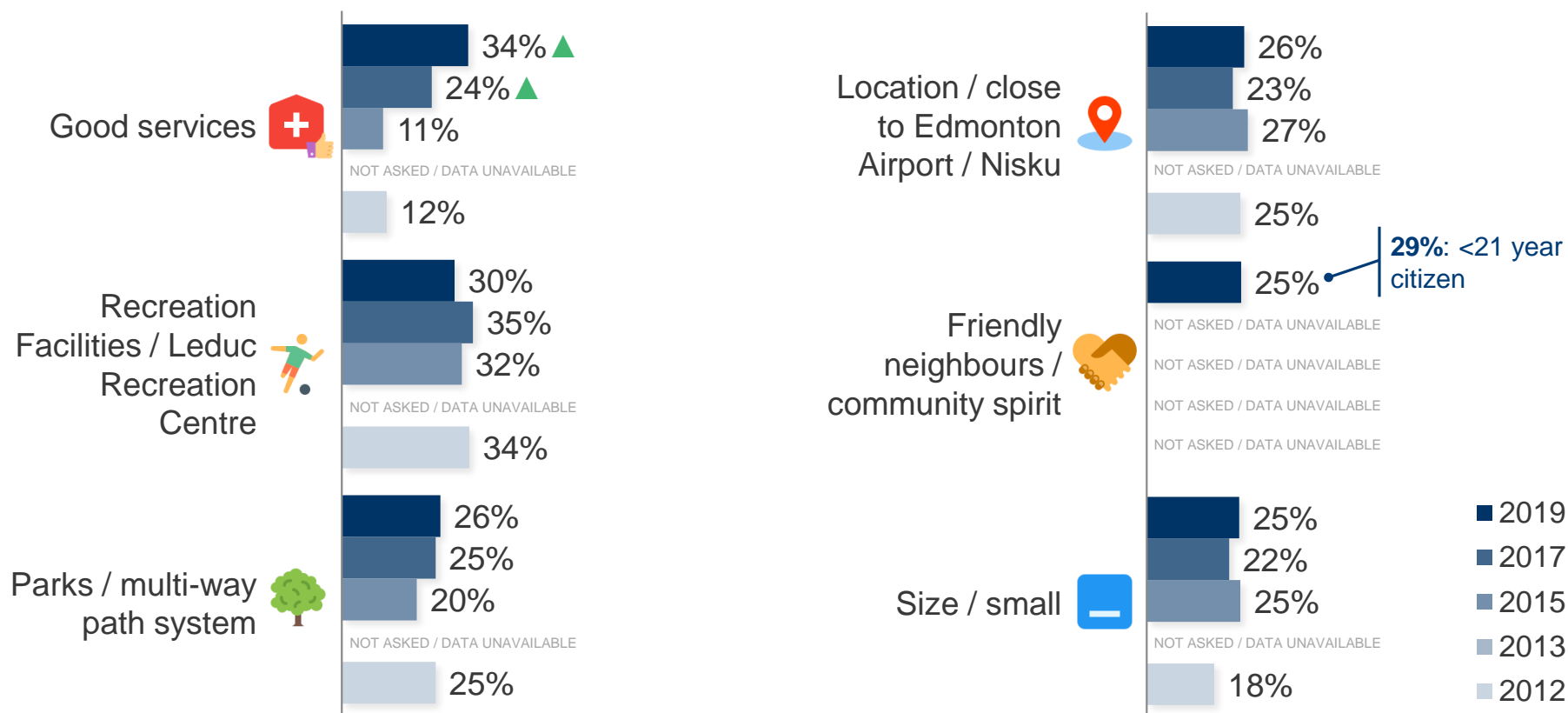
Q1 -- In general, how would you rate the overall quality of life in the City of Leduc? Would you say, overall, the quality of life is ...?

(Base: All respondents. 2019 n=404; base for all previous years assumed to be n=400)

Factors Contributing to High Quality of Life

- When asked what the top three factors contribute to a *high* quality of life in Leduc, citizens most often mentioned good services, the recreational facilities like the Leduc Rec Centre, the city's parks and multi-way path system, and the city's location.
- The proportion of citizens citing good services as a top contributing factor has increased since 2017.

Most Significant Factors Contributing to High Quality of Life



▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

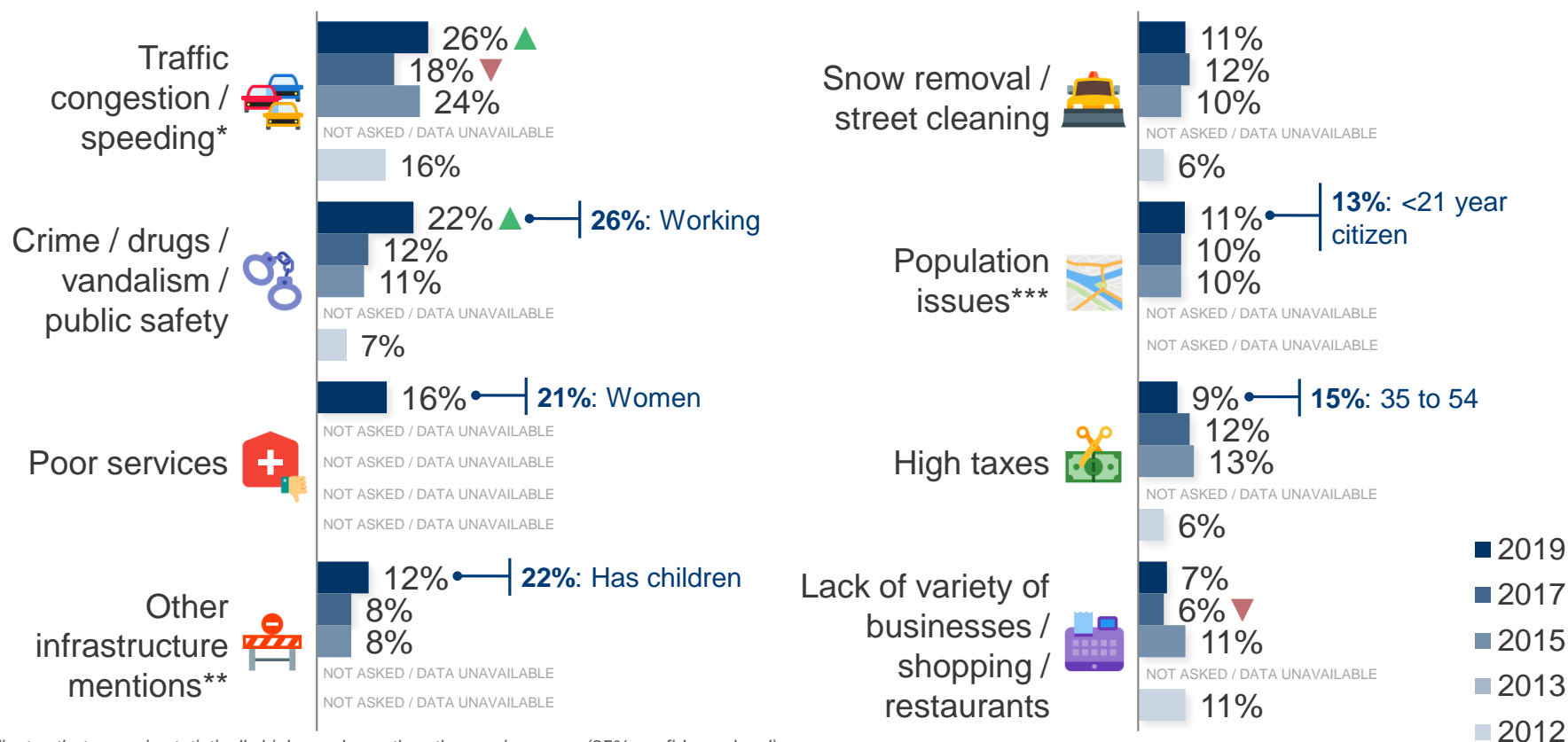
Q2 -- In your opinion, what would you say are the **three** most significant factors contributing to a **high quality** of life in the City of Leduc? Any others?

(Base: All respondents. 2019 n=404; base for all previous years assumed to be n=400)

Factors Contributing to Low Quality of Life

- In contrast, when asked about their top three factors contributing to a *low* quality of life, citizens most often mentioned traffic issues, crime and public safety, and poor services.
- Both traffic and public safety are larger contributing factors in 2019 than in previous years.

Most Significant Factors Contributing to Low Quality of Life



▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

* 2017 figure represents 'traffic congestion' only (excludes 'speeding') ** 2012-2017 figures represent 'infrastructure problems'

*** 2012-2017 figures represent 'city planning/land development'

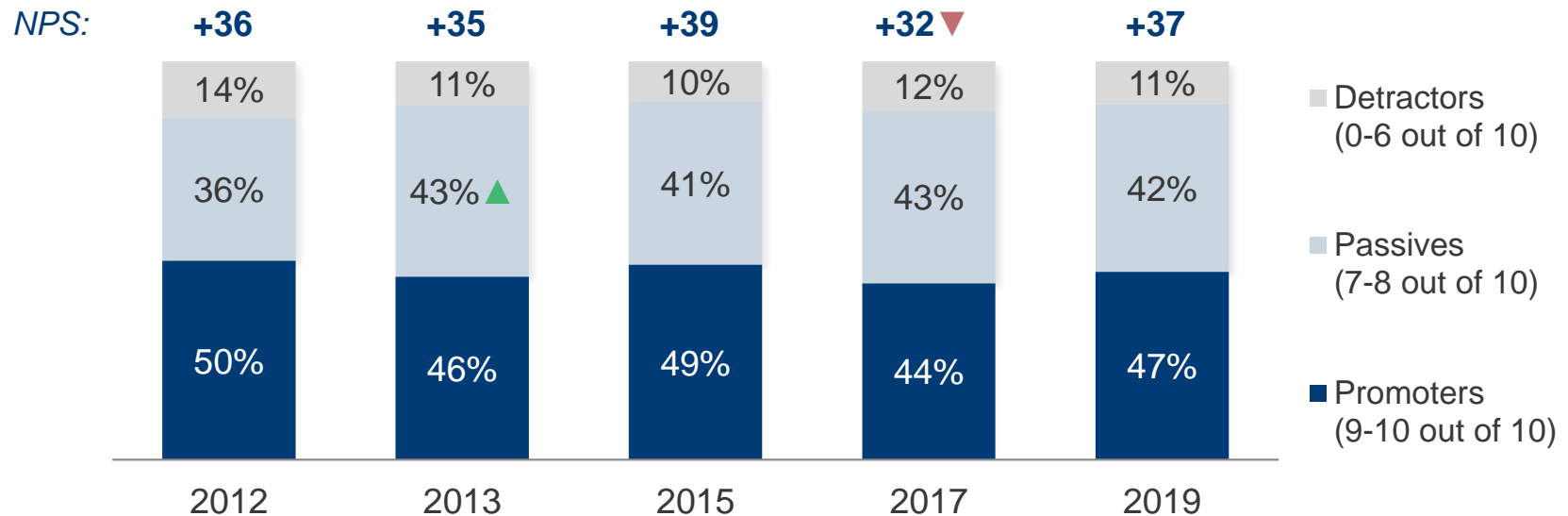
Q3 -- In your opinion, what would you say are the **three** most significant factors contributing to a **low quality** of life in the City of Leduc? Any others?

(Base: All respondents. 2019 n=404; base for all previous years assumed to be n=400)

Likelihood of Recommending Leduc

- Nearly half of citizens (47%) are classified as City of Leduc Promoters, and the overall 2019 NET Promoter Score is **+37**.
- Older citizens and women are more likely to be Promoters.

Likelihood of Recommending Leduc as a Place to Live



Those more likely to be Promoters in 2019 include:

- ✓ 55 years or older (56%)
- ✓ Women (54%)

▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

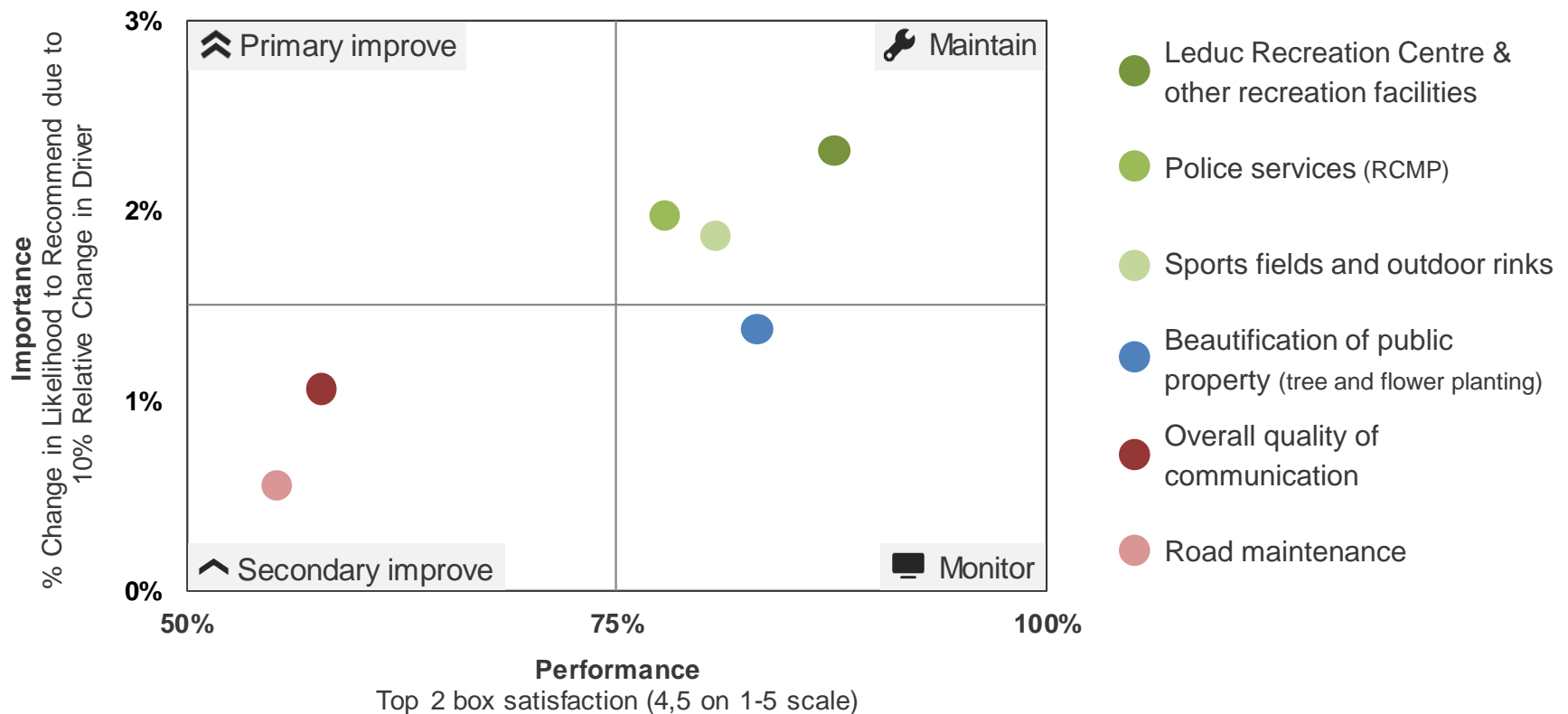
NET Promoter Score (NPS) is calculated by subtracting the Detractor score by from Promoter score (% Promoters - % Detractors)

Q4 -- On a scale of 0 to 10, where 0 means not at all likely and 10 means extremely likely, how likely are you to recommend Leduc as a place to live to friends or family? (Base: All respondents. 2019 n=395; base for all previous years assumed to be n=400)

Factors Influencing Likelihood to Recommend

- Maintaining or even improving the services provided by recreation facilities, police services, and sports fields and out door rinks is important in ensuring many citizens are likely to recommend living in Leduc.
- Opportunities exist to increase the likelihood to recommend Leduc as a city to live in by improving the quality of communication with citizens and road maintenance.

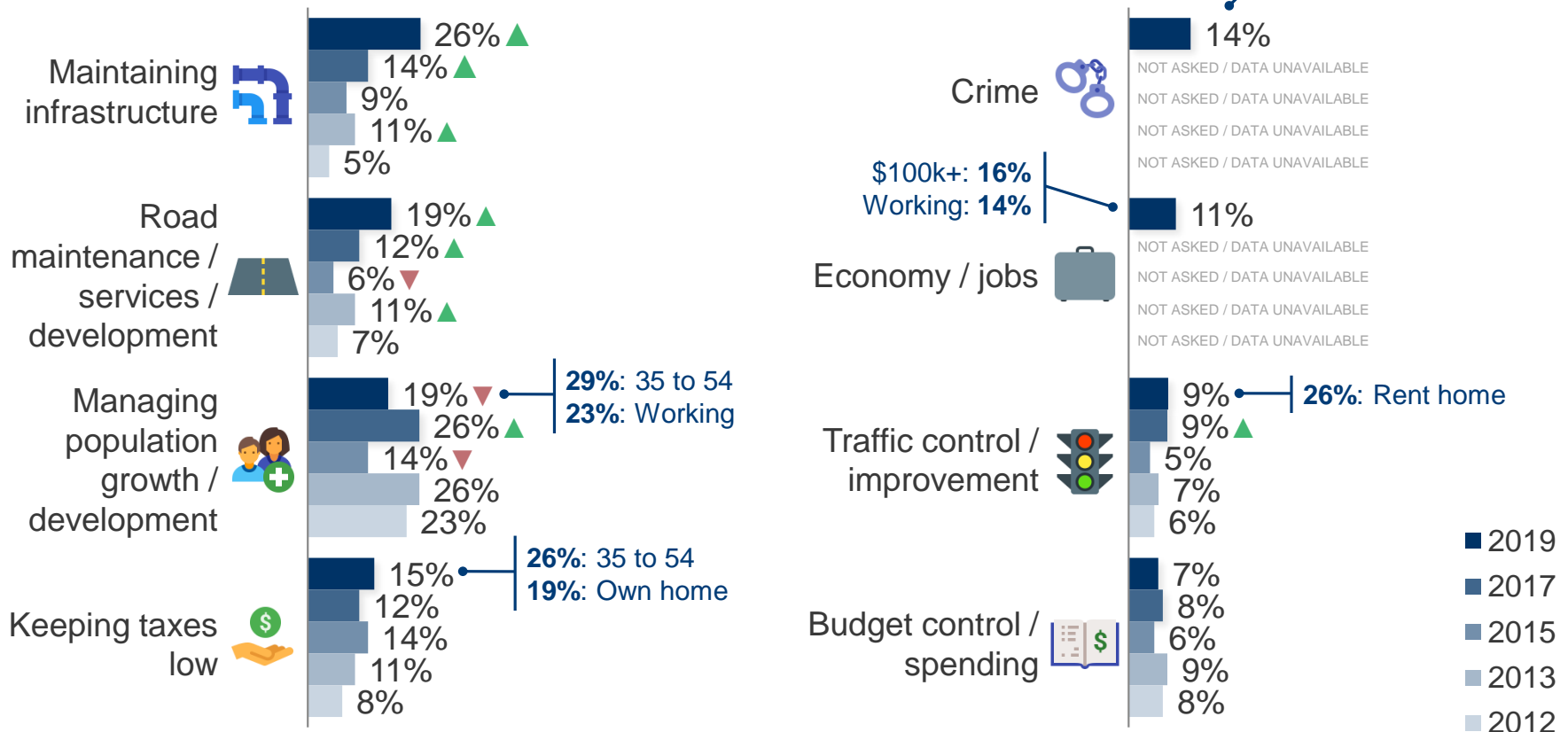
Drivers of Likelihood of Recommending Leduc



Civic Priorities

- Leduc citizens consider maintaining infrastructure, road maintenance / services / development, and managing population growth / development to be the top civic priorities.
- Maintaining infrastructure and road maintenance / services / development are more likely to be considered as important priorities in 2019 than in previous years.

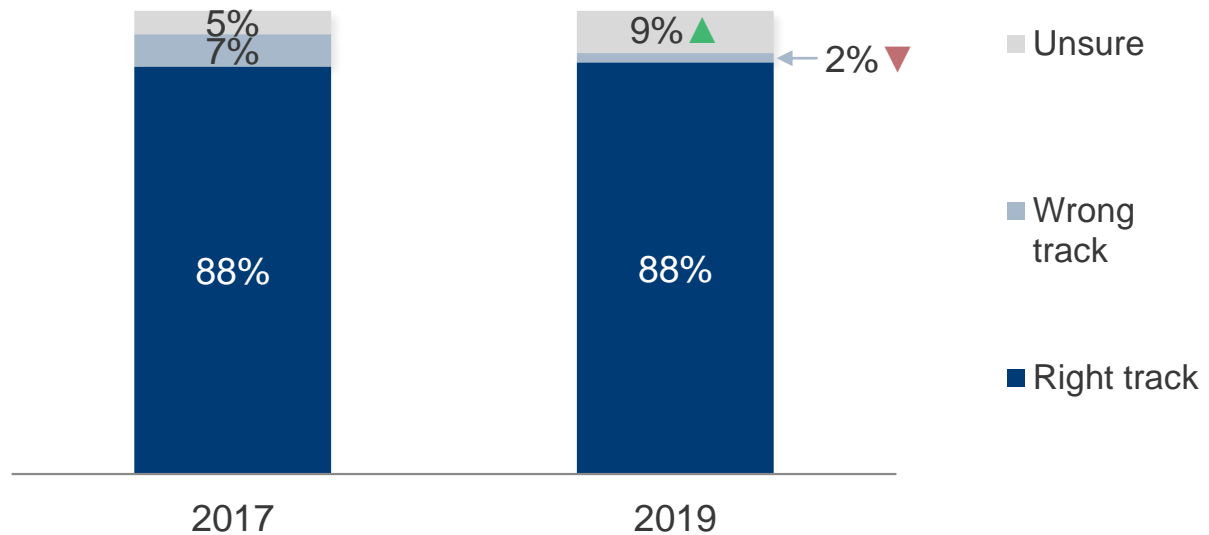
Top Civic Priorities



Community Direction

- Similar to 2017, the vast majority of citizens (88%) feel that Leduc is on the right track.
- Fewer citizens feel Leduc is on the wrong track this year, while more say they are unsure.

Would you say Leduc is on the right track, or the wrong track?



There are no demographic subgroups more likely to feel Leduc is on the right track in 2019.

▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

Q6 -- Overall, would you say that the City of Leduc is on the right track, or the wrong track?

(Base: All respondents. 2019 n=404; base for 2017 assumed to be n=400)

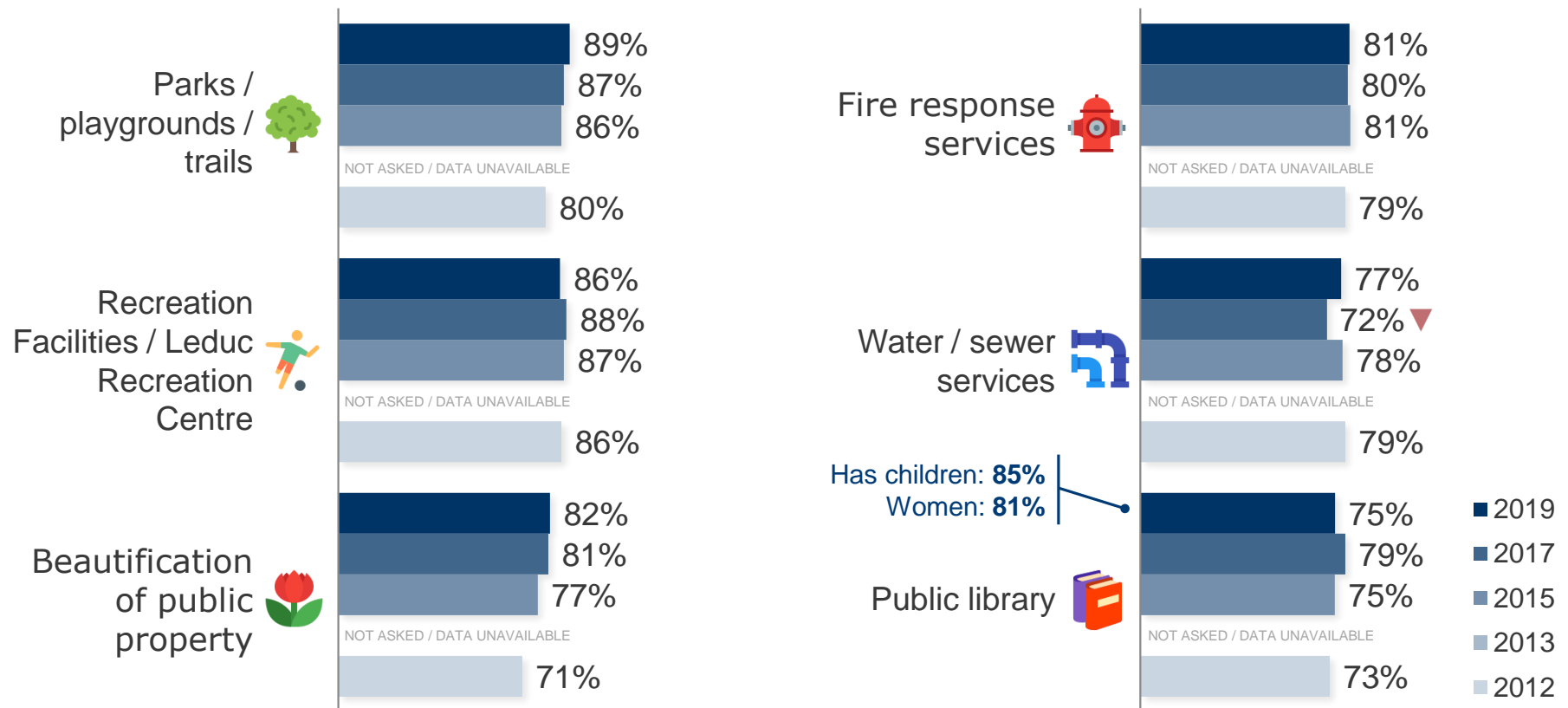


DETAILED FINDINGS: Satisfaction with City Services

Evaluation of City Services – Top Rated Services (75%+)

- Similar to 2017, Leduc's top rated services are parks / playgrounds / trails (89% satisfied), recreational facilities (86%), beautification of public property (82%), fire response services (81%), water / sewer services (77%), and the public library (75%).
- These scores demonstrate that Leduc has excelled at creating beautiful spaces for its citizens to enjoy.

Satisfaction with Services



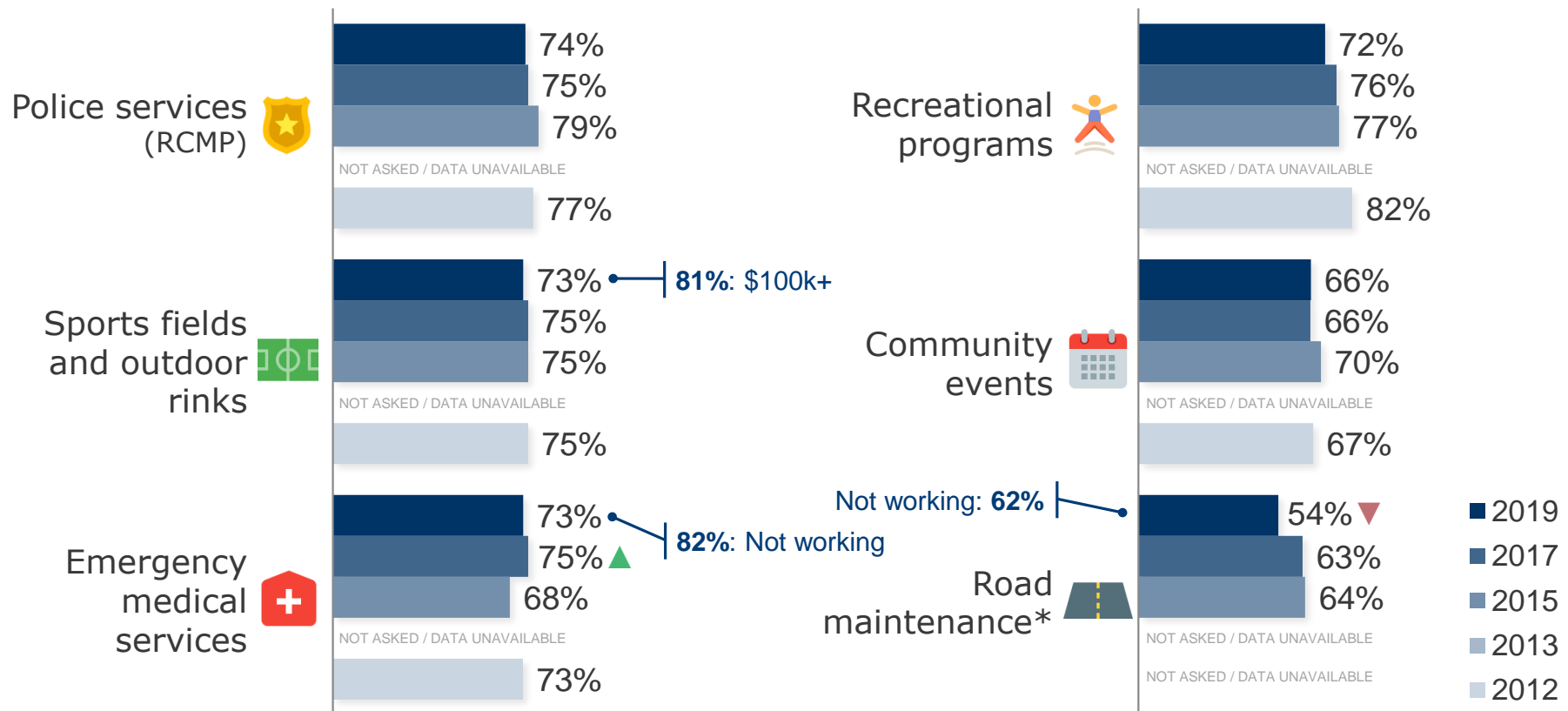
▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

Q7 -- Thinking about the specific services provided by the City of Leduc, how satisfied are you with each of the following services using a scale from 1 to 5 where a 1 means you are not at all satisfied and a 5 means you are very satisfied. (Base: All respondents. 2019 n=404; base for all previous years assumed to be n=400)

Evaluation of City Services – Middle Rated Services (50-75%)

- Leduc's mid rated services are police (74% satisfied), sports fields and outdoor rinks (73%), emergency medical services (73%), recreational programs (72%), community events produced by the City (66%), and road maintenance (54%).
- Satisfaction with road maintenance has decreased since 2017.

Satisfaction with Services



▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

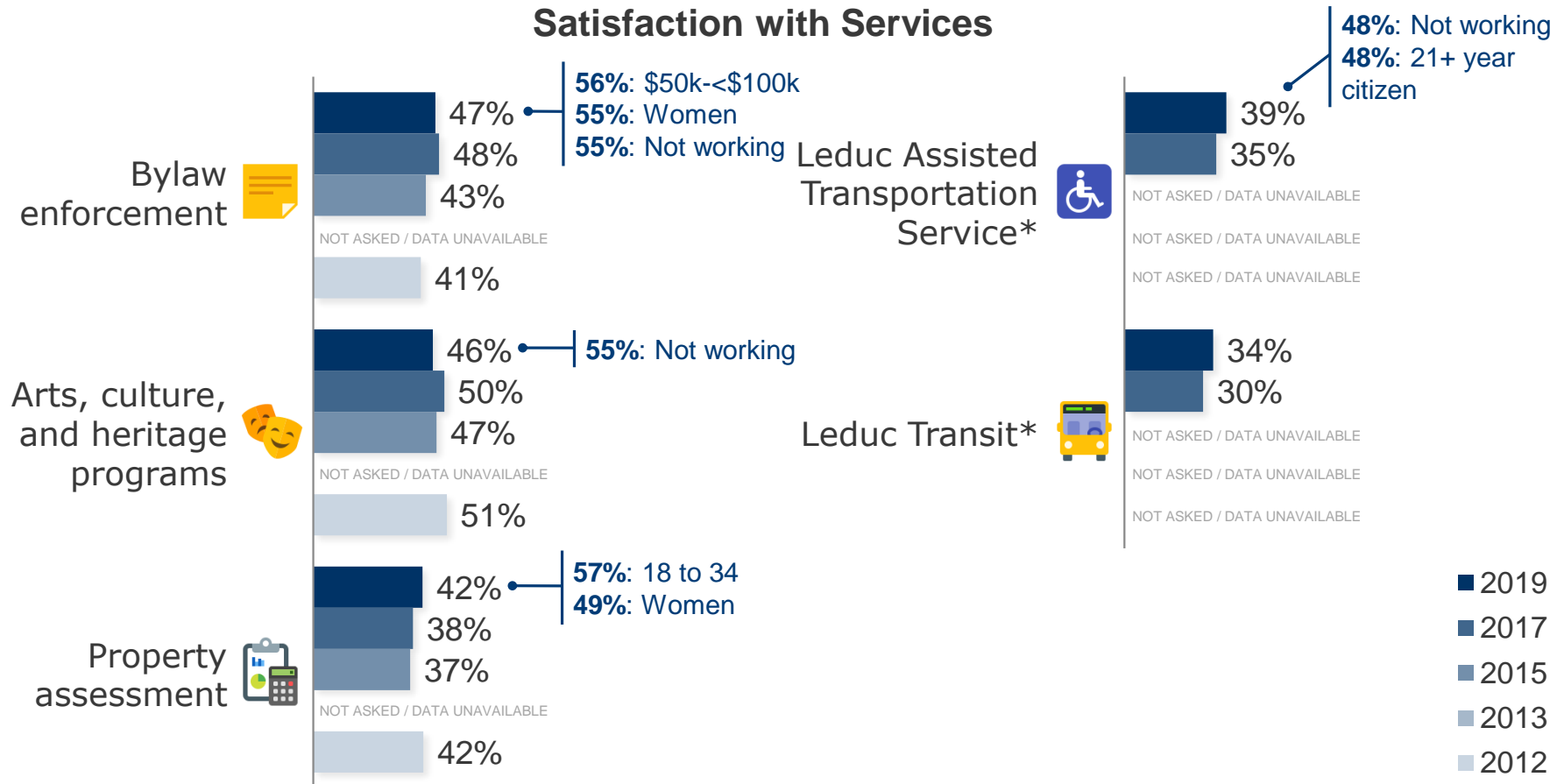
* In 2012, 'Road maintenance' was split by summer vs. winter road maintenance

Q7 -- Thinking about the specific services provided by the City of Leduc, how satisfied are you with each of the following services using a scale from 1 to 5 where a 1 means you are not at all satisfied and a 5 means you are very satisfied. (Base: All respondents. 2019 n=404; base for all previous years assumed to be n=400)

Evaluation of City Services – Lower Rated Services (<50%)

- Leduc's lowest rated services are bylaw enforcement (47%), arts, culture and heritage programs (46%), property assessment (42%), Leduc Assisted Transportation Service (39%), and Leduc Transit (34%).
- While satisfaction levels are low for both transit services, this is largely driven by over one third of citizens not having used either one. Most of those who have used these services are satisfied.

Satisfaction with Services



▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

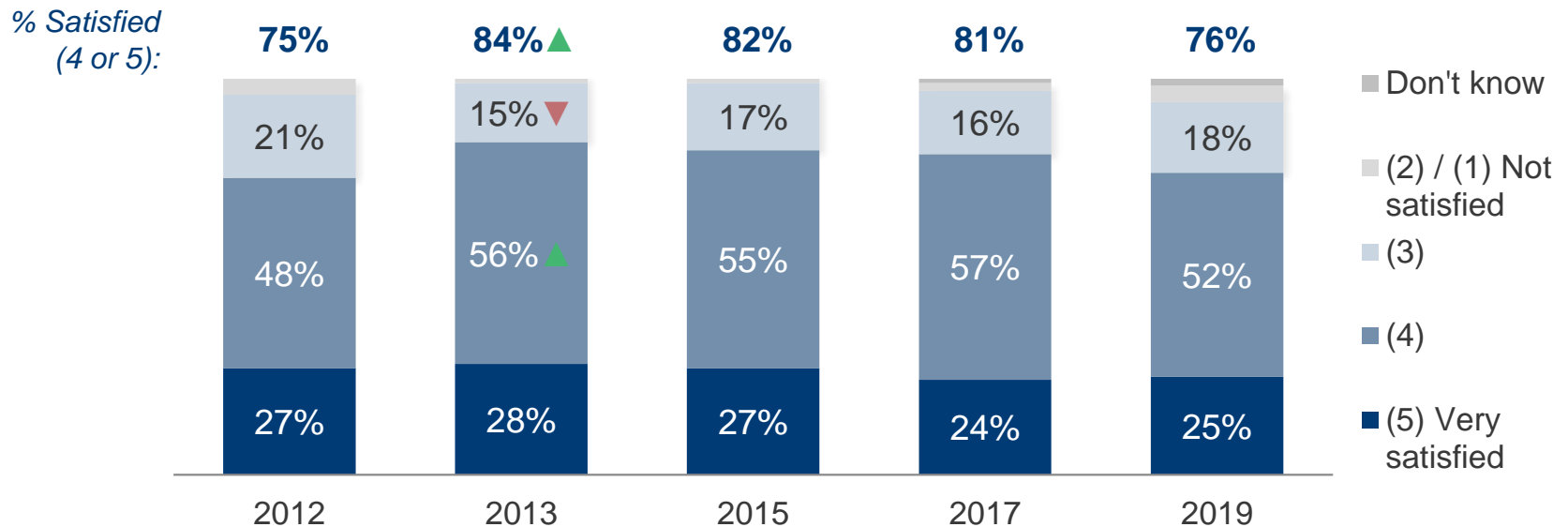
*Prior to 2017, 'Leduc Transit' and 'Leduc Assisted Transportation Service' were combined (44% satisfied in both 2015 and 2012)

Q7 -- Thinking about the specific services provided by the City of Leduc, how satisfied are you with each of the following services using a scale from 1 to 5 where a 1 means you are not at all satisfied and a 5 means you are very satisfied. (Base: All respondents. 2019 n=404; base for all previous years assumed to be n=400)

Overall Satisfaction with City Services

- About three quarters of Leduc citizens (76%) are satisfied overall with the services and programs provided by the City of Leduc.
- While overall satisfaction in 2019 is similar to the 2017 results, satisfaction levels are lower in 2019 than the 2013 and 2015 results.

Overall how satisfied are you with the services and programs provided by the City of Leduc?



There are no demographic subgroups more likely to be satisfied (4 or 5) with the services and program provided in 2019.

▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

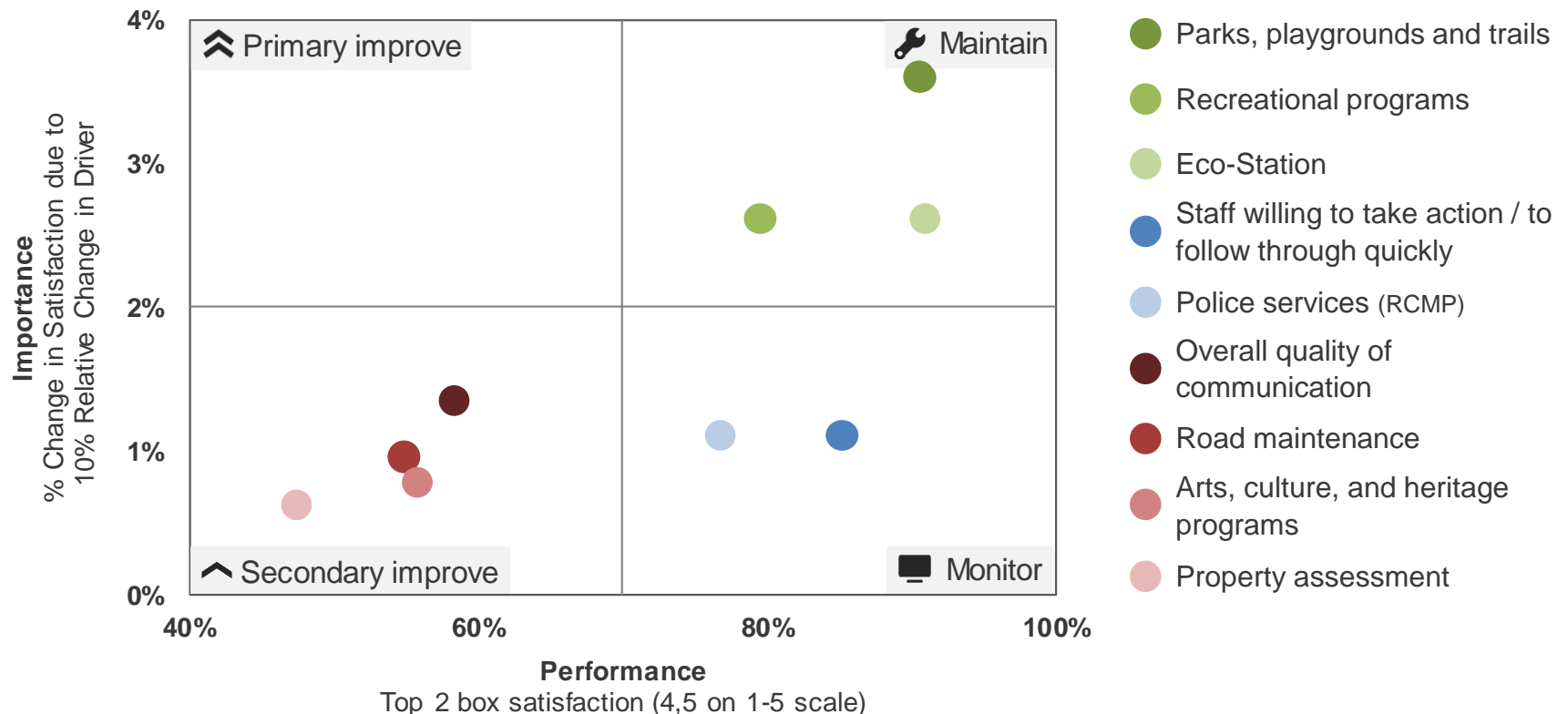
Q9 -- Taking into consideration all City of Leduc services and programs – and again using a scale from 1 to 5 where 1 means you are not at all satisfied and a 5 means you are very satisfied - overall how satisfied are you with the services and programs provided by the City of Leduc to residents?

(Base: All respondents. 2019 n=404; base for all previous years assumed to be n=400)

Derived Importance of City Services

- Maintaining or improving Leduc's parks / playgrounds / trails, recreational programs, and the eco-station are critical to ensuring high overall satisfaction with city services.
- Opportunities exist to further increase overall satisfaction services by improving the quality of communication with citizens, road maintenance, arts / culture / heritage programs, and property assessments.

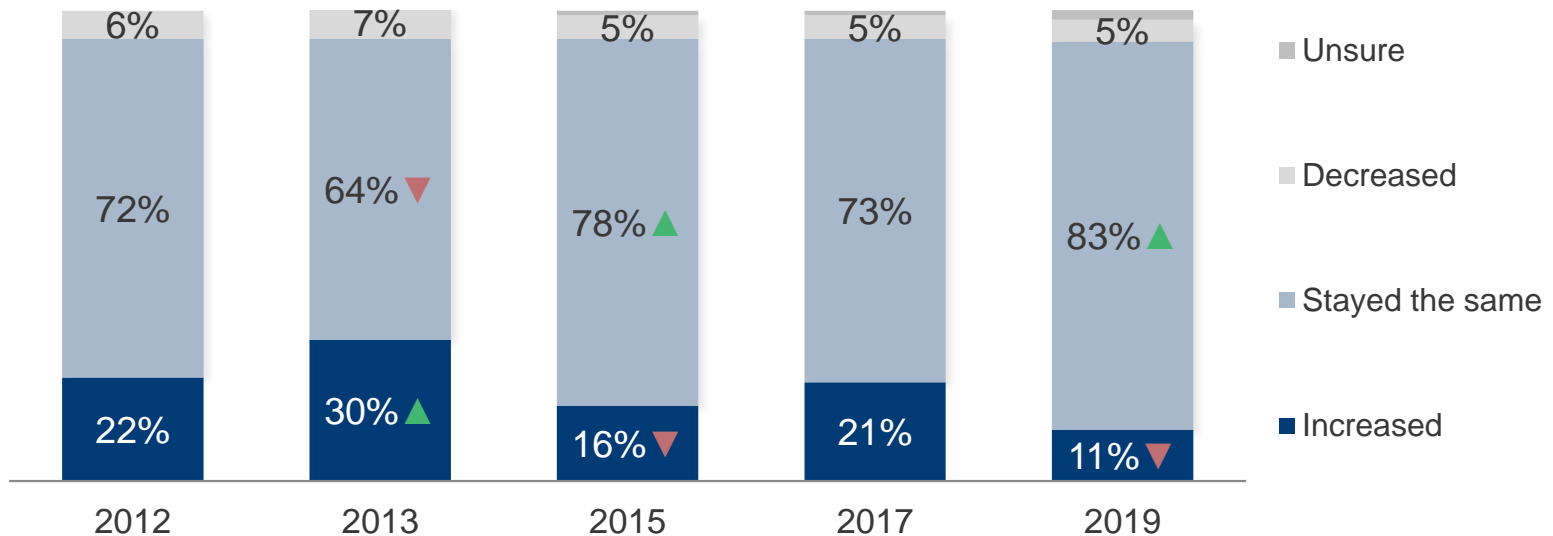
Drivers of Overall Satisfaction with City Services



Perceived Changes in Service Quality

- About three quarters of Leduc citizens (76%) are satisfied overall with the services and programs provided by the City of Leduc.
- While overall satisfaction in 2019 is similar to the 2017 results, satisfaction levels are lower in 2019 than the 2013 and 2015 results.

Quality of Service Provided by City of Leduc has...



There are no demographic subgroups more likely to say that the quality of services has increased in 2019.

▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

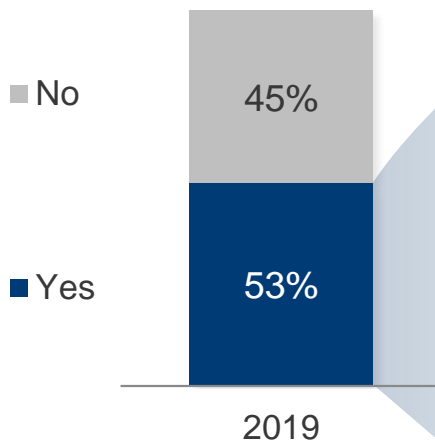
Q8 -- Thinking back over the last 12 months, would you say that the quality of service provided by the City of Leduc has?

(Base: All respondents. 2019 n=404; base for all previous years assumed to be n=400)

Satisfaction With City Staff

- About half (53%) of citizens say they have personally had interactions with City staff while using or accessing services in the past year.
- Staff are rated highly with most being viewed as polite and knowledgeable and providing quick service.

Have you personally had any interactions with City staff while using/accessing services?

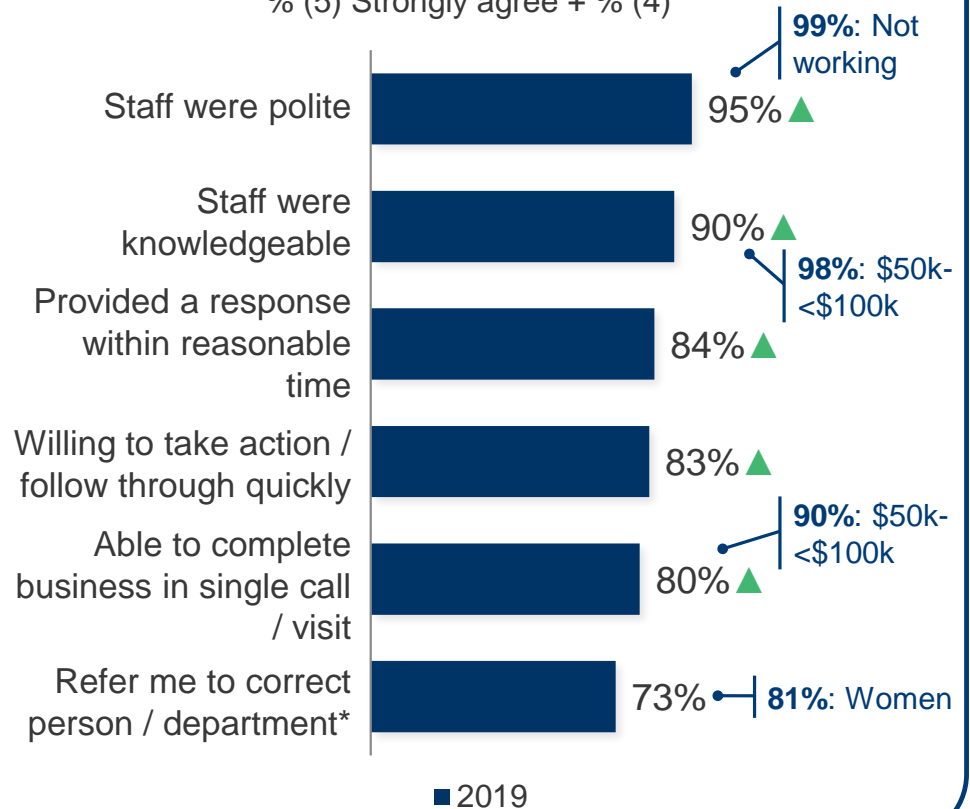


Those more likely to say yes, they had a personal interaction in 2019 include:

- ✓ 35 to 54 years old (61%)
- ✓ Own home (56%)

Agreement that...

% (5) Strongly agree + % (4)



▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

* Note that 13% of respondents responded by saying "Not applicable" to this level.

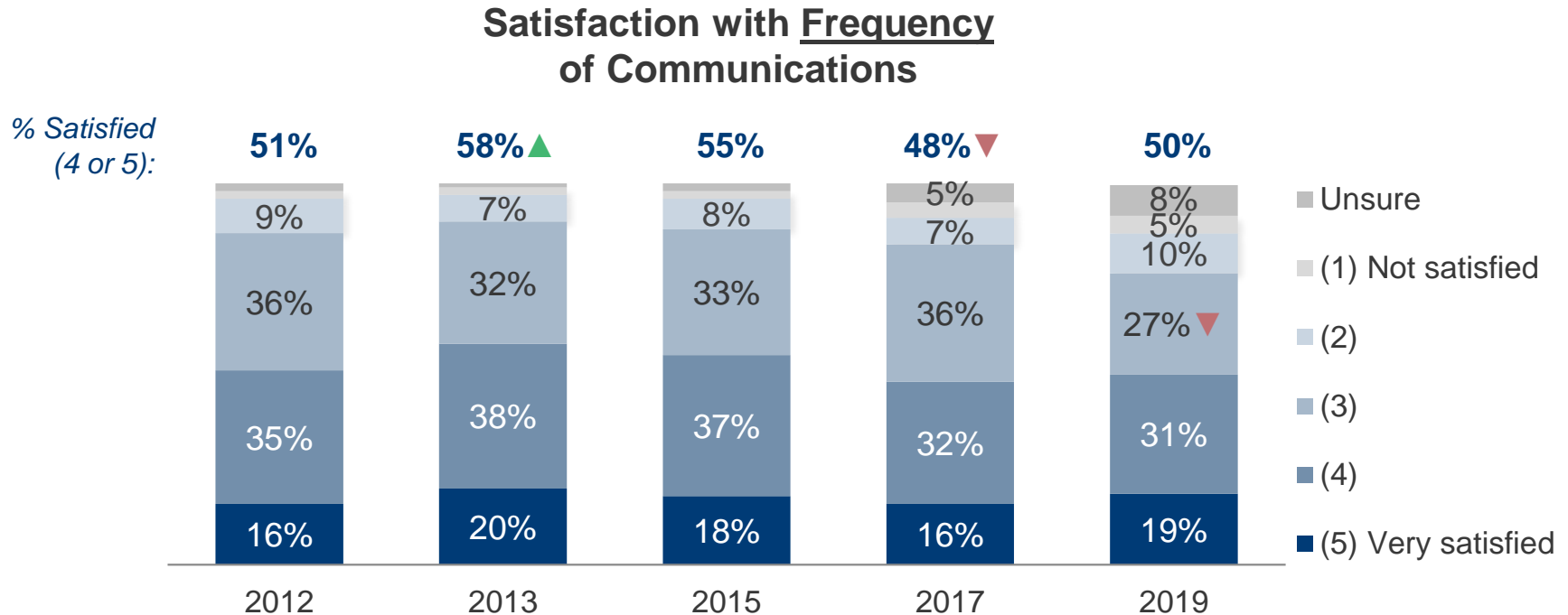
Q10 -- During the past 12 months, have you personally had any interactions with City staff when you used or accessed any services from the City of Leduc?
(Base: All respondents. 2019 n=404; base for 2017 assumed to be n=400) // Q11 -- Thinking of your most recent experience with the City of Leduc, I'm going to ask you a number of questions about the service you received. (Base: All respondents. 2019 n=219; base for 2017 assumed to be n=316)



DETAILED FINDINGS: City Communications

Satisfaction with Communication Frequency

- Similar to 2017, half of citizens (50%) are satisfied with how frequently the City communicates with them.



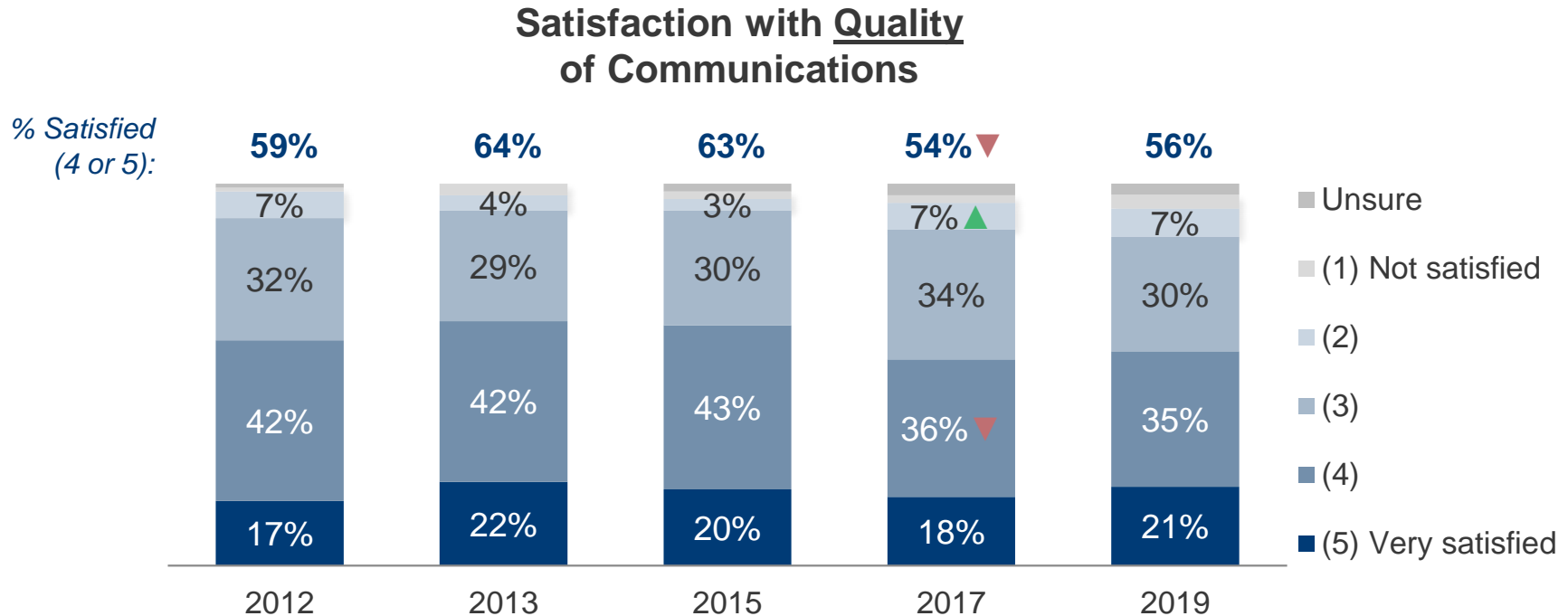
There are no demographic subgroups more likely to be satisfied (rating of 4 or 5) with the frequency of communications in 2019.

▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

Q12 -- Turning now to how the City of Leduc communicates with residents ... how satisfied are you with how frequently the City communicates with residents?
(Base: All respondents. 2019 n=404; base for all previous years assumed to be n=400)

Satisfaction with Communication Quality

- Also similar to 2017, just over half of citizens (56%) are satisfied with the overall quality of communications received from the City.



Those more likely to be satisfied (rating of 4 or 5) with the quality of communications in 2019 include:
 ✓ Women (63%)

▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

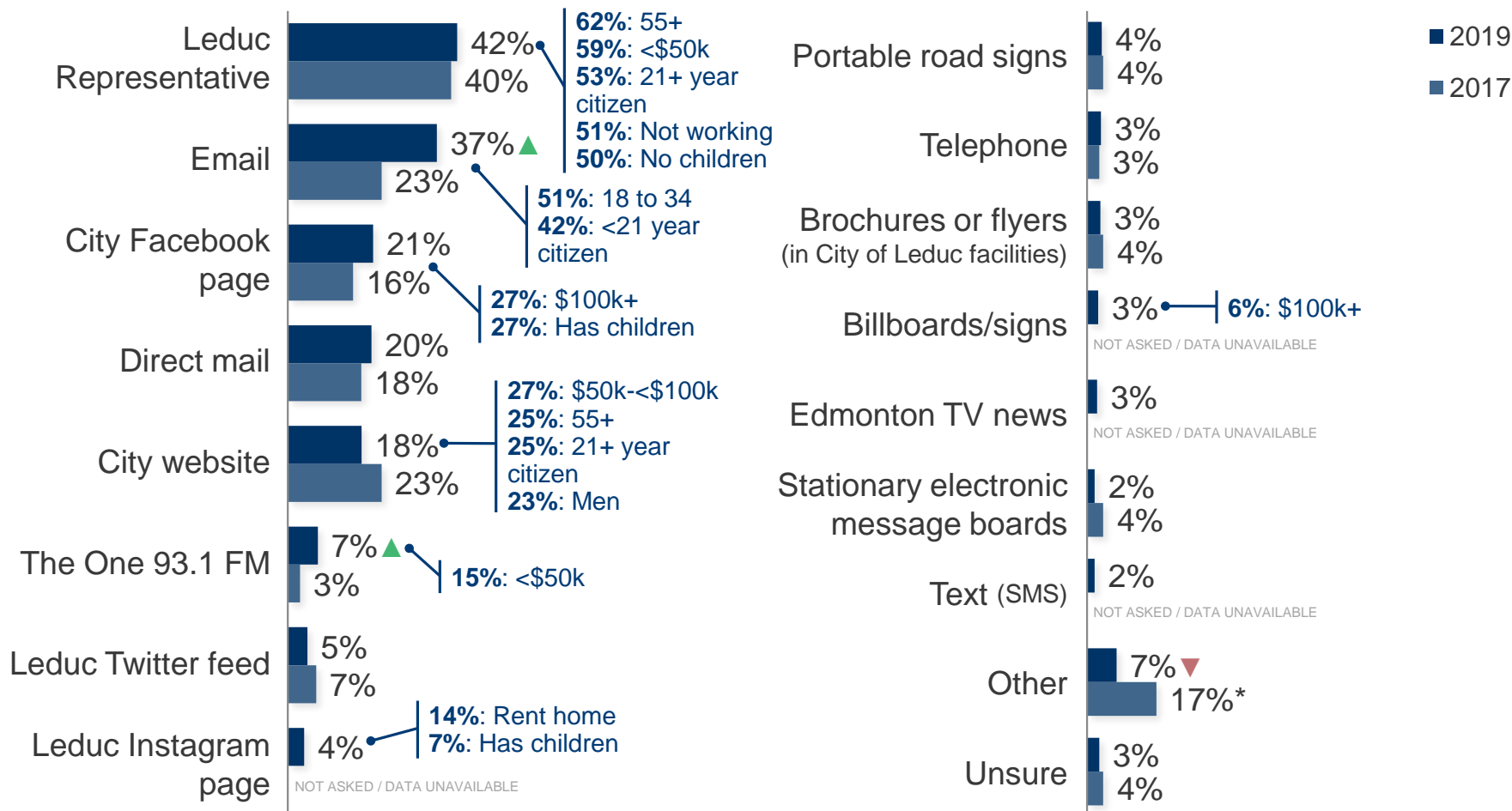
Q12 -- Turning now to how the City of Leduc communicates with residents ... how satisfied are you with the overall quality of communication from the City?

(Base: All respondents. 2019 n=404; base for all previous years assumed to be n=400)

Preferred Source for City Information

- The Leduc Representative (42%) and email (37%) are the most preferred sources for communication of City news. The City Facebook page (21%), direct mail (20%), and City website (18%) are also important channels with which to effectively communicate with citizens.

What source would you prefer to receive City of Leduc news from?



▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

*May include new categories listed for 2019

Q13 -- What source would you prefer to receive City of Leduc news from? Any others? (2019 n=404; base for 2017 assumed to be n=400)

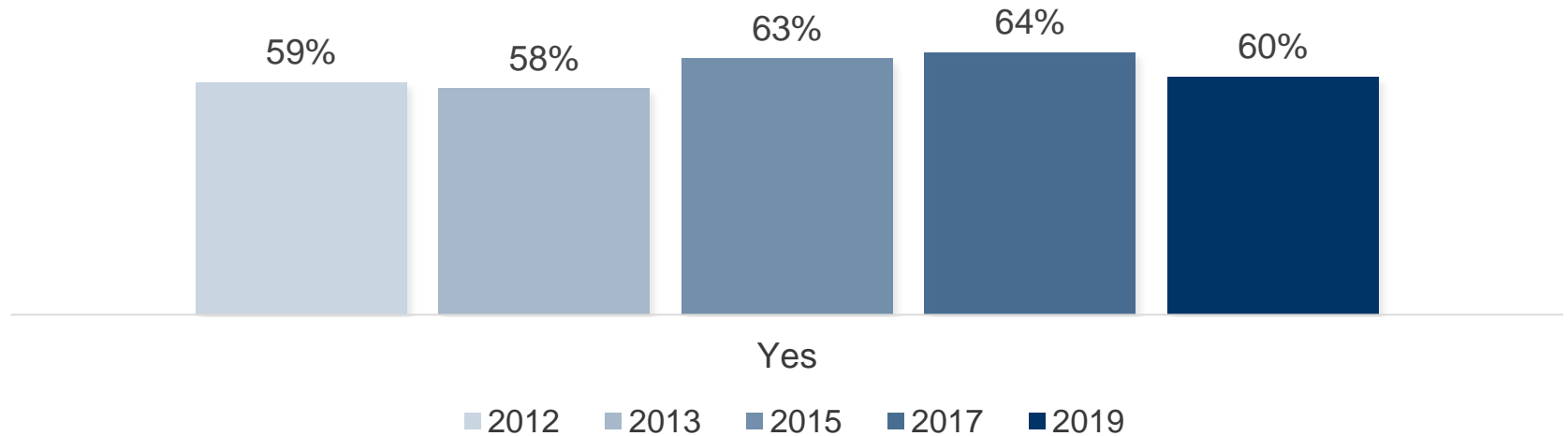


DETAILED FINDINGS: City Website

Website Visitation

- Six-in-ten citizens (60%) have visited the City of Leduc website in the past 6 months. This result is consistent with previous years.
- Those aged 35 to 54 years old (73%), with household incomes of \$100,000 or higher (70%), or currently working (68%) are more likely to have recently visited the City website.

Have you visited the City of Leduc website in the past six months?

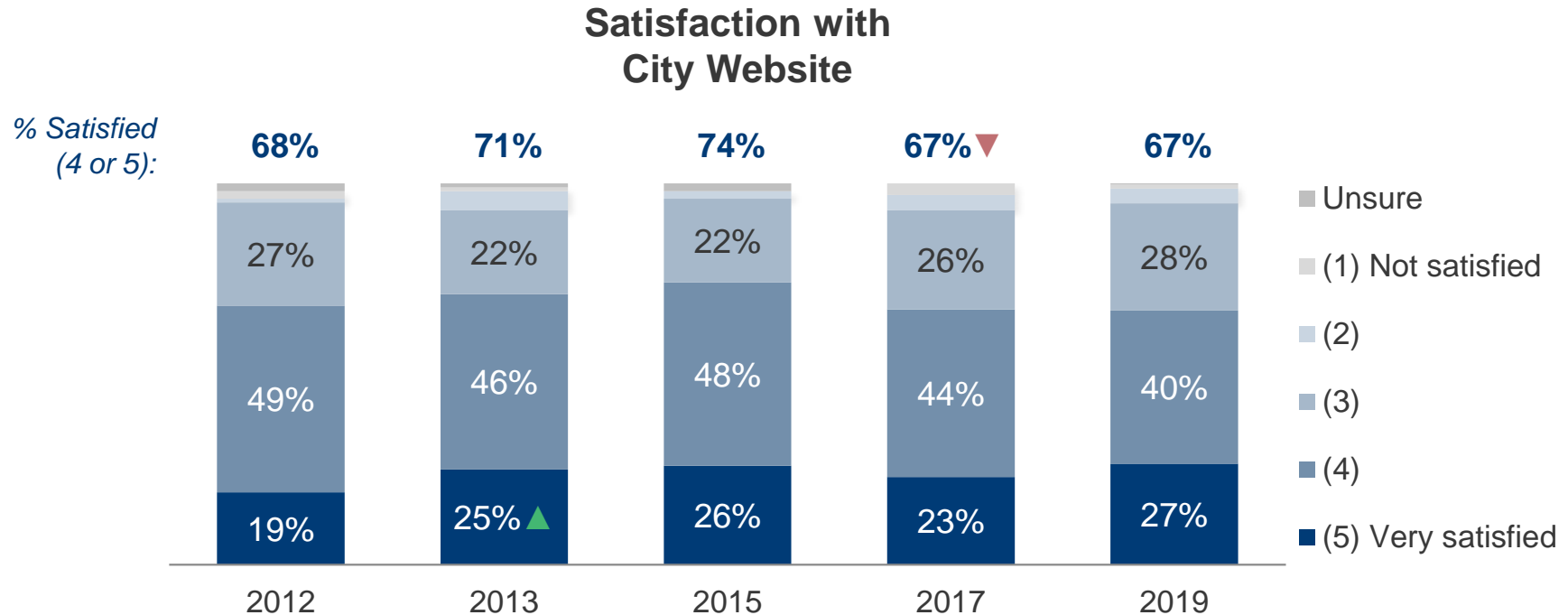


Those more likely to have visited the City website in the past six months:

- ✓ 35 to 54 years old (73%)
- ✓ Household income \$100k+ (70%)
- ✓ Working (68%)

Satisfaction with City Website

- Among those who have recently accessed the City website, about two thirds (67%) are satisfied.
- While this result is similar to the 2017 result, satisfaction with the City website is lower than the 2015 result.



Those more likely to be satisfied (rating of 4 or 5) with the City website in 2019 include:

- ✓ 55 years or older (80%)
- ✓ No children in household (74%)

▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

Q15 -- Overall, how satisfied are you with the City of Leduc website, using a scale from 1 to 5 where 1 means not at all satisfied and 5 means very satisfied?

(Base: Visited website. 2019 n=241; assumed bases for previous years are: 2017 n=256, 2015 n=252, 2013 n=232, 2012 n=236)

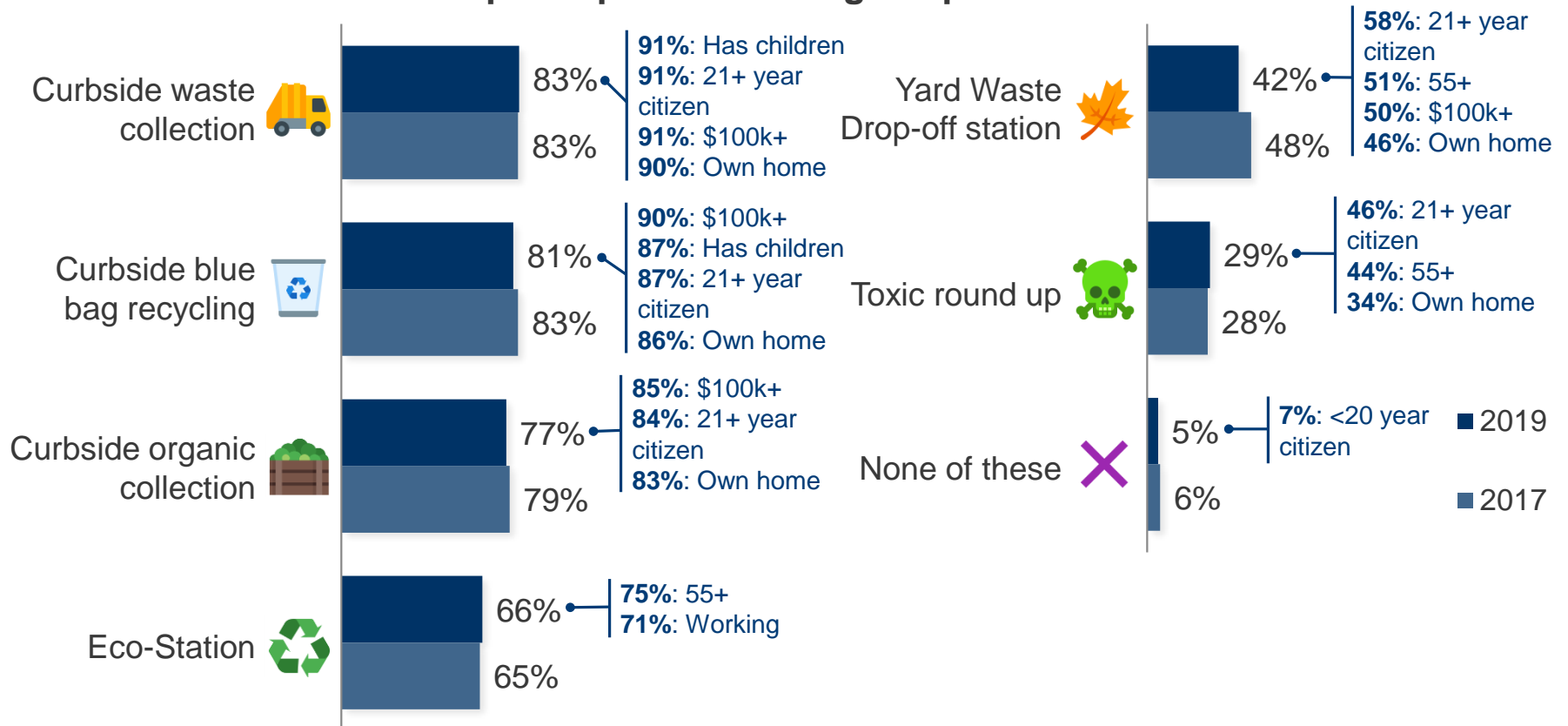


DETAILED FINDINGS: Waste & Recycling Services

Usage of Waste & Recycling Services

- Curbside collections, including waste collection (83% used in past year), blue bag recycling (81%), and organic collection (77%), are the most commonly used waste & recycling services used.
- Long-term/older citizens, homeowners, and those with higher incomes are more likely to have used most waste & recycling services over the past year.

Which of the following City of Leduc services you have used or participated in during the past 12 months?

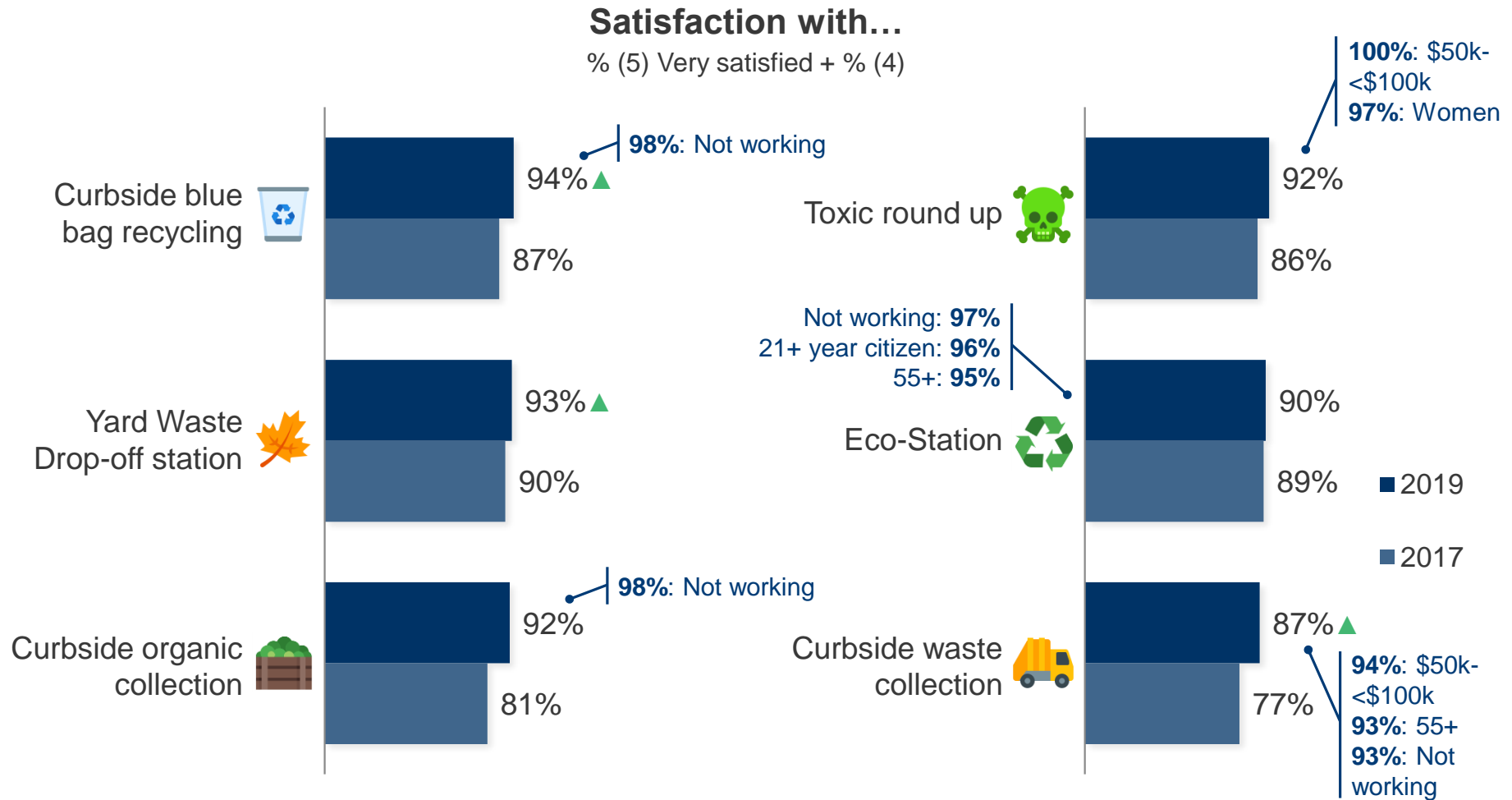


▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

Q16 -- Turning now to some more specific questions about waste and recycling services... please indicate which of the following City of Leduc services you have used or participated in during the past 12 months. (2019 n=404; base for 2017 assumed to be n=400)

Satisfaction With Waste & Recycling Services

- The vast majority of citizens (87-94%) are satisfied with all waste & recycling services provided by the City of Leduc.



▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

Q17 -- Using a scale from 1 to 5 where 1 means you were 'not at all satisfied' and 5 means you were 'very satisfied', how satisfied were you with...? (Base: All respondents. 2019 n=142-344; bases for 2017 assumed to be n=112-332)



DETAILED FINDINGS: Respondent Profile

Weighted Respondent Profile [1/2]

<i>Age</i>	Total
18 to 34 years	30%
35 to 54 years	38%
55 years and up	32%

<i>Gender</i>	Total
Male	50%
Female	50%
Other	0%

<i>Years in Leduc</i>	Total
5 or fewer years	23%
6 to 10 years	24%
11 to 20 years	22%
21 to 40 years	23%
41 years or longer	8%

<i>Area</i>	Total
West of Highway 2	40%
East of Highway 2	59%
Don't know / Not applicable	1%

Weighted Respondent Profile [2/2]

<i>Household Income</i>	Total
Less than \$50,000	17%
\$50,000 to \$99,999	31%
\$100,000 to \$149,999	23%
\$150,000 to \$199,999	9%
\$200,000 or more	10%
Prefer not to answer	9%
Unsure	2%

<i>Own / Rent</i>	Total
Own	80%
Rent	17%
Some other arrangement	3%

<i>Employment Status</i>	Total
Working FT (30+ hours/week), including self-employment	56%
Working PT (<30 hours/week), including self-employment	9%
Homemaker	4%
Student	3%
Not employed for some other reason	3%
Not employed but looking for work	5%
Retired	20%

<i>Children in Household</i>	Total
Yes	38%
No	62%



APPENDIX

Factors Contributing to High Quality of Life

	2019	2017	2015	2013	2012
Good services	34% ▲	24% ▲	11%	n/a	12%
Recreation facilities/Leduc recreation center	30%	35%	32%	n/a	34%
Parks/multi-way path system	26%	25%	20%	n/a	25%
Location/close to Edmonton/airport/Nisku	26%	23%	27%	n/a	25%
Friendly neighbours/community spirit	25%	n/a	n/a	n/a	n/a
Size/is small	25%	22%	25%	n/a	18%
Leduc has everything you need/all the amenities	24%	25% ▲	17%	n/a	n/a
Good shopping	19%	n/a	n/a	n/a	16%
Safety	10%	n/a	n/a	n/a	n/a
Ease of transportation/good roads	8%	n/a	n/a	n/a	n/a
Beauty/clean/well maintained	5%	n/a	n/a	n/a	n/a
Quiet/peaceful	3%	n/a	n/a	n/a	n/a
Job opportunities	3%	n/a	n/a	n/a	n/a
Other	5%	n/a	n/a	n/a	n/a
Unsure	6%	n/a	n/a	n/a	n/a

▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

Q2 -- In your opinion, what would you say are the **three** most significant factors contributing to a **high quality** of life in the City of Leduc? Any others?

(Base: All respondents. 2019 n=404; base for all previous years assumed to be n=400)

Factors Contributing to Low Quality of Life

	2019	2017	2015	2013	2012
Traffic congestion/speeding*	26% ▲	18% ▼	24%	n/a	16%
Crime/drugs/vandalism	22% ▲	12%	11%	n/a	7%
Poor services (e.g., schools, lack of entertainment/activities for children/youth, garbage/recycling options)	16%	n/a	n/a	n/a	n/a
Other infrastructure mentions** (i.e. keeping up/maintaining roads, parks)	12%	8%	8%	n/a	n/a
Snow removal/street cleaning	11%	12%	10%	n/a	6%
Population issues*** (includes high/low density, growth, neighbourhood issues, etc.)	11%	10%	10%	n/a	n/a
High taxes	9%	12%	13%	n/a	6%
Lack of variety of businesses/ shopping/restaurants	7%	6% ▼	11%	n/a	11%
Hospital issues (includes wait times, quality of care, speed of care, etc.)	5%	n/a	n/a	n/a	n/a
Noisy/airplane noise/traffic noise	5%	6% ▼	10%	n/a	8%
Lack of job opportunities	3%	n/a	n/a	n/a	n/a
Little low income housing/support for homeless	3%	n/a	n/a	n/a	n/a
Municipal, provincial, or federal government	3%	n/a	n/a	n/a	n/a
High cost of living	2%	n/a	n/a	n/a	n/a
Other	4%	n/a	n/a	n/a	n/a
Unsure	16%	n/a	n/a	n/a	n/a
Nothing	10%	n/a	n/a	n/a	n/a

▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level)

* 2017 figure represents 'traffic congestion' only (excludes 'speeding') ** 2012-2017 figures represent 'infrastructure problems'

*** 2012-2017 figures represent 'city planning/land development'

Q3 -- In your opinion, what would you say are the **three** most significant factors contributing to a **low quality** of life in the City of Leduc? Any others?

(Base: All respondents. 2019 n=404; base for all previous years assumed to be n=400)



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