

Edmonton

# City of Edmonton Service Satisfaction – Online Survey Services Overview

Prepared by



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# Report Overview

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# Project Background

The City of Edmonton (the City) commissioned this survey to capture Edmontonians' perceptions relating to quality of life and service satisfaction. These survey results help the City to understand perceptions of Edmontonians to support data-driven decision making.

# Report Objectives

- Share Edmontonians perceptions related to experiences with City services.
- Support evidence based decision making.

# How to Read this Report

- At the bottom of each page in the main body of the report, “n” denotes the sample size that provided responses to a particular question.
- Survey questions for the information on each slide are also indicated at the bottom of each page.



# Summary of Key Findings

## Satisfaction:

- Parks, sports fields and green spaces had the highest proportion of “Very Satisfied” or “Satisfied” responses from Edmontonians, while homelessness response and support had responses that indicated lowest satisfaction.

## Importance:

- Of all services, largest proportion of Edmontonians see winter road maintenance as important, while the smallest proportion of Edmontonians see animal control as important.

## Investment:

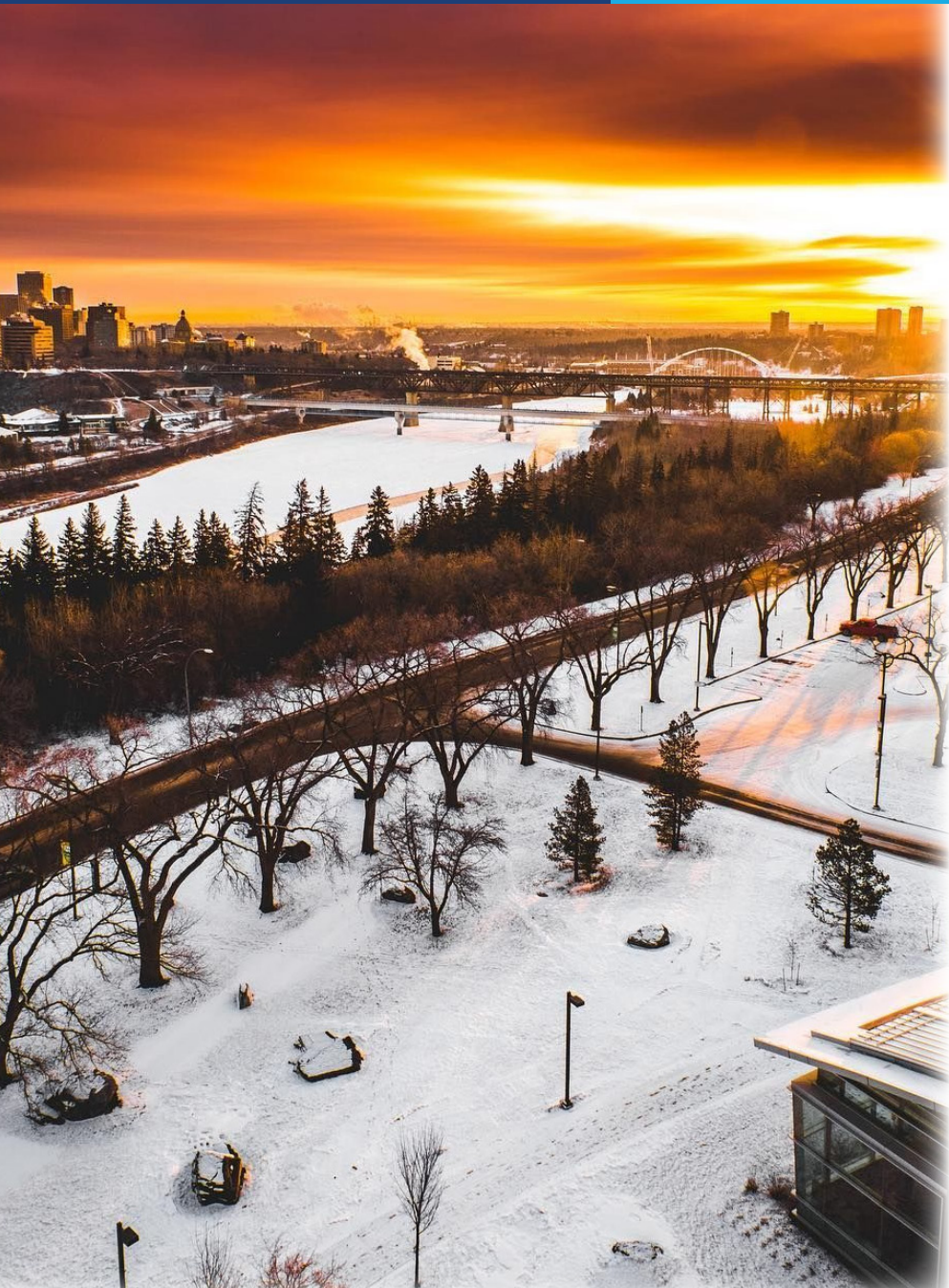
- Compared to other services, Edmontonians believe winter road maintenance (snow and ice removal) should receive either “more” or “much more” financial investment, and animal control and pet licenses should receive less financial investment.

Edmontonians see these services as the City’s primary strengths, meaning they are generally satisfied, and see them as important:

- Fire rescue
- Waste collection
- Parks, sports fields, and green spaces
- Traffic safety, flow and controls
- Infrastructure delivery

Edmontonians see these services as the City’s primary opportunities, meaning they are generally less satisfied and see them as important:

- Winter road maintenance
- Spring and summer road maintenance
- Public transit
- Community safety
- Homelessness response and support
- Affordable housing for low-income households



# Services Overview

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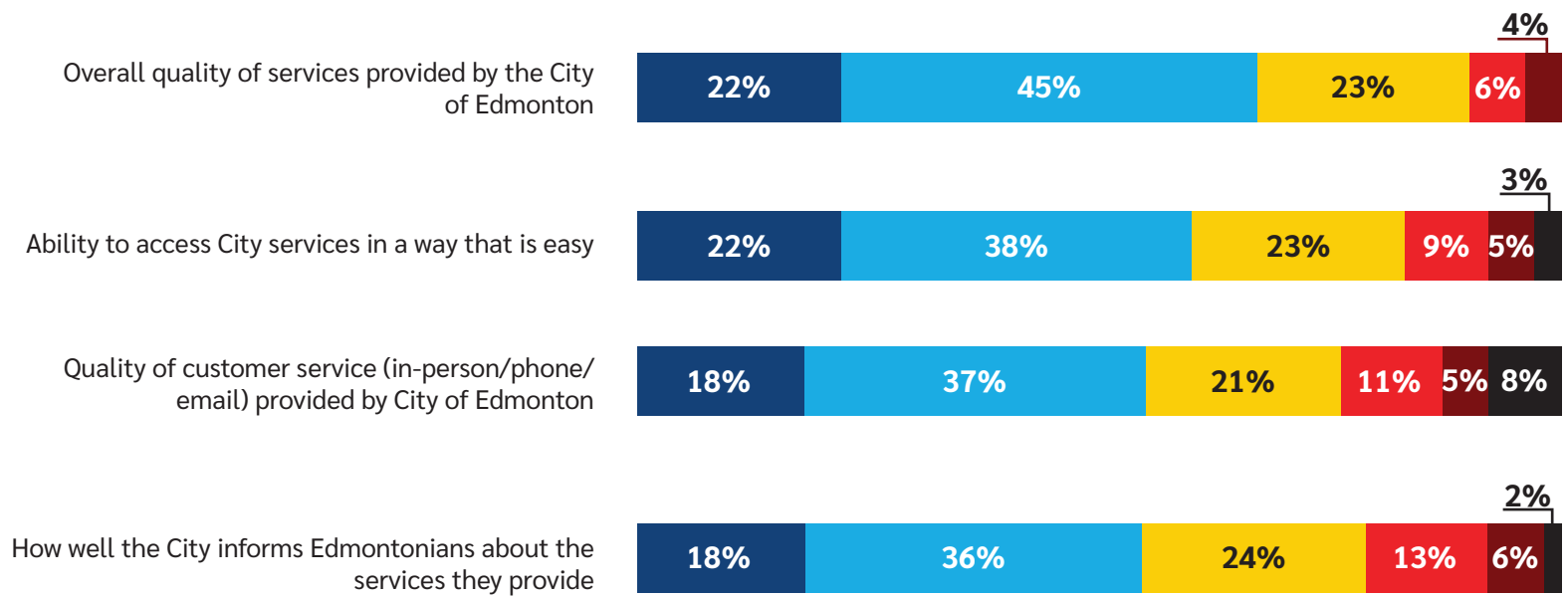
# Customer Service

67% of Edmontonians are satisfied with the overall quality of services provided by the City of Edmonton.

60% expressed satisfaction with their ability to access City services easily.

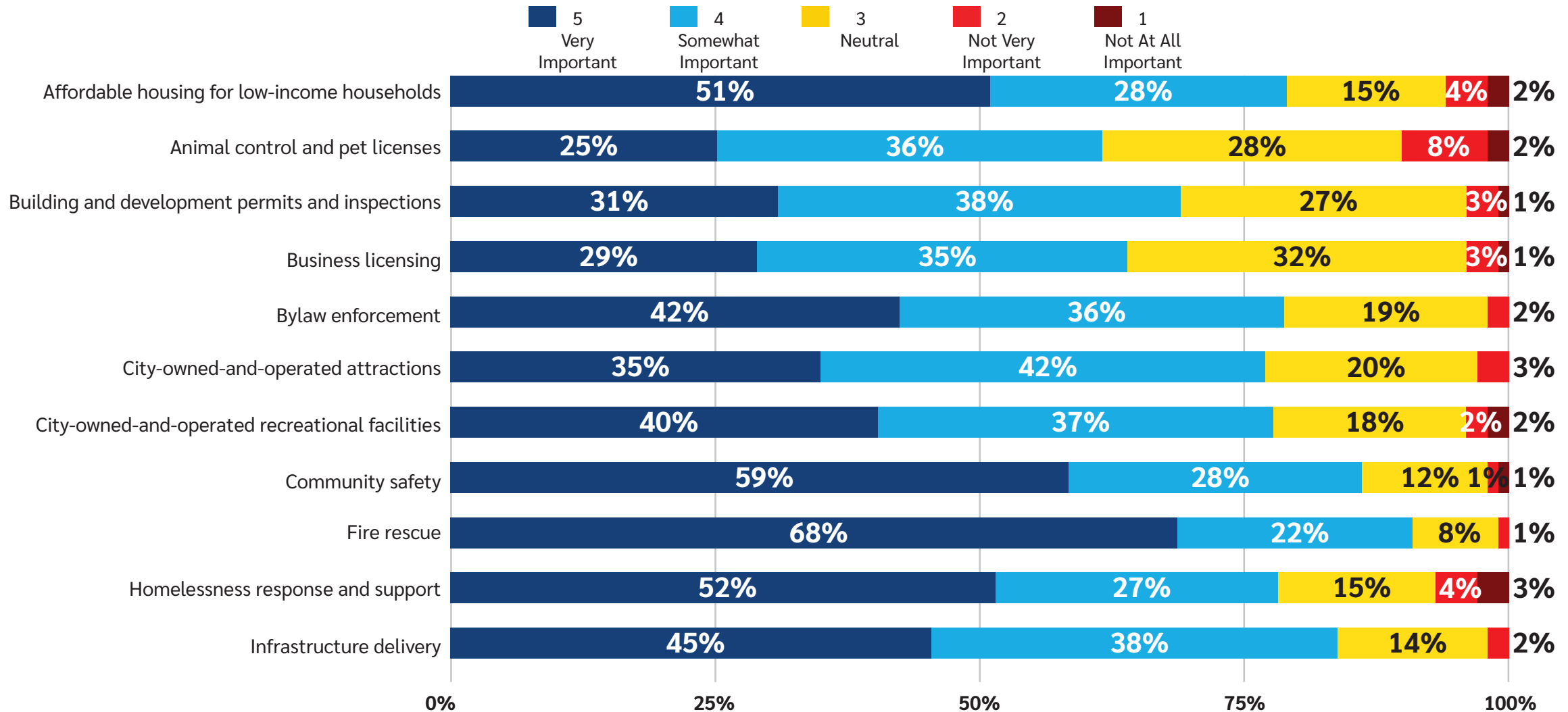
55% of participants are satisfied with the City’s quality of customer service.

55% are satisfied with how well the City informs Edmontonians about the services they provide.



Q: Based on your personal experience, or anything you may have heard, on a scale of 1 to 5 where 1 means 'Very Dissatisfied' and 5 means 'Very Satisfied' please indicate how satisfied you are with the following... (n = 800)

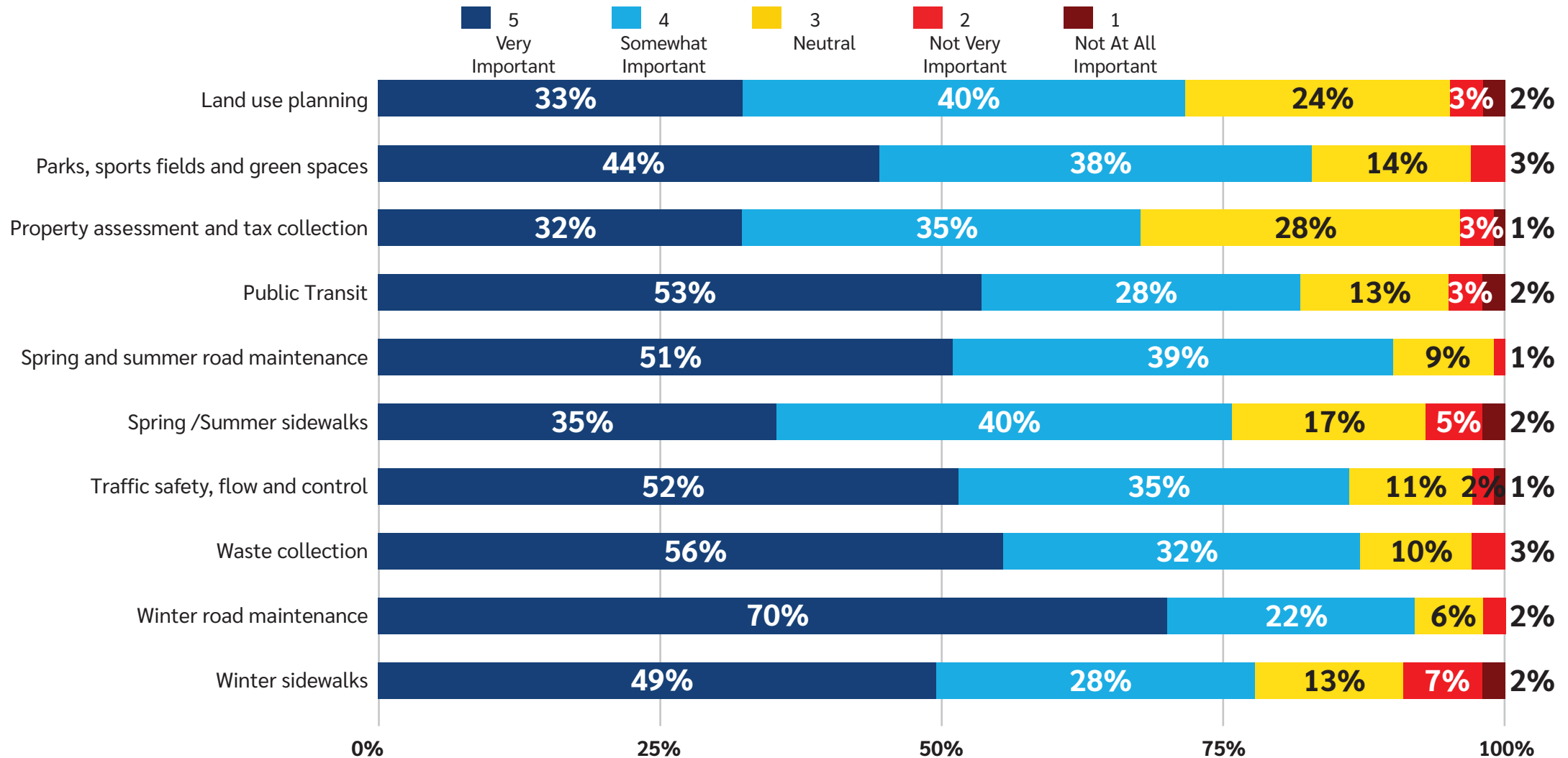
# Services Overview – Importance (1/2)



Q: How important is the following program or service on a scale of 1 to 5, where 5 is 'Very Important' and 1 is 'Not at all Important'? (n=800)

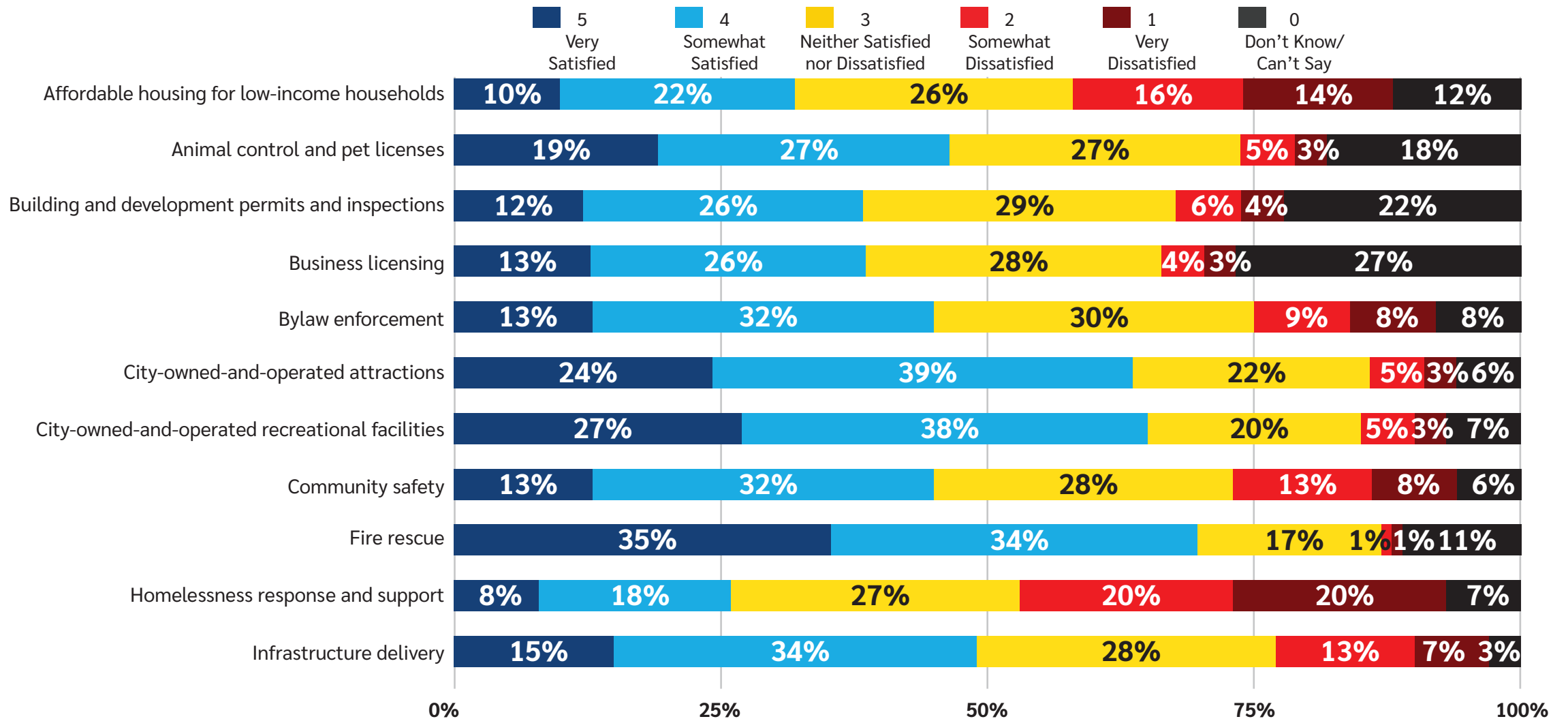


# Services Overview – Importance (2/2)



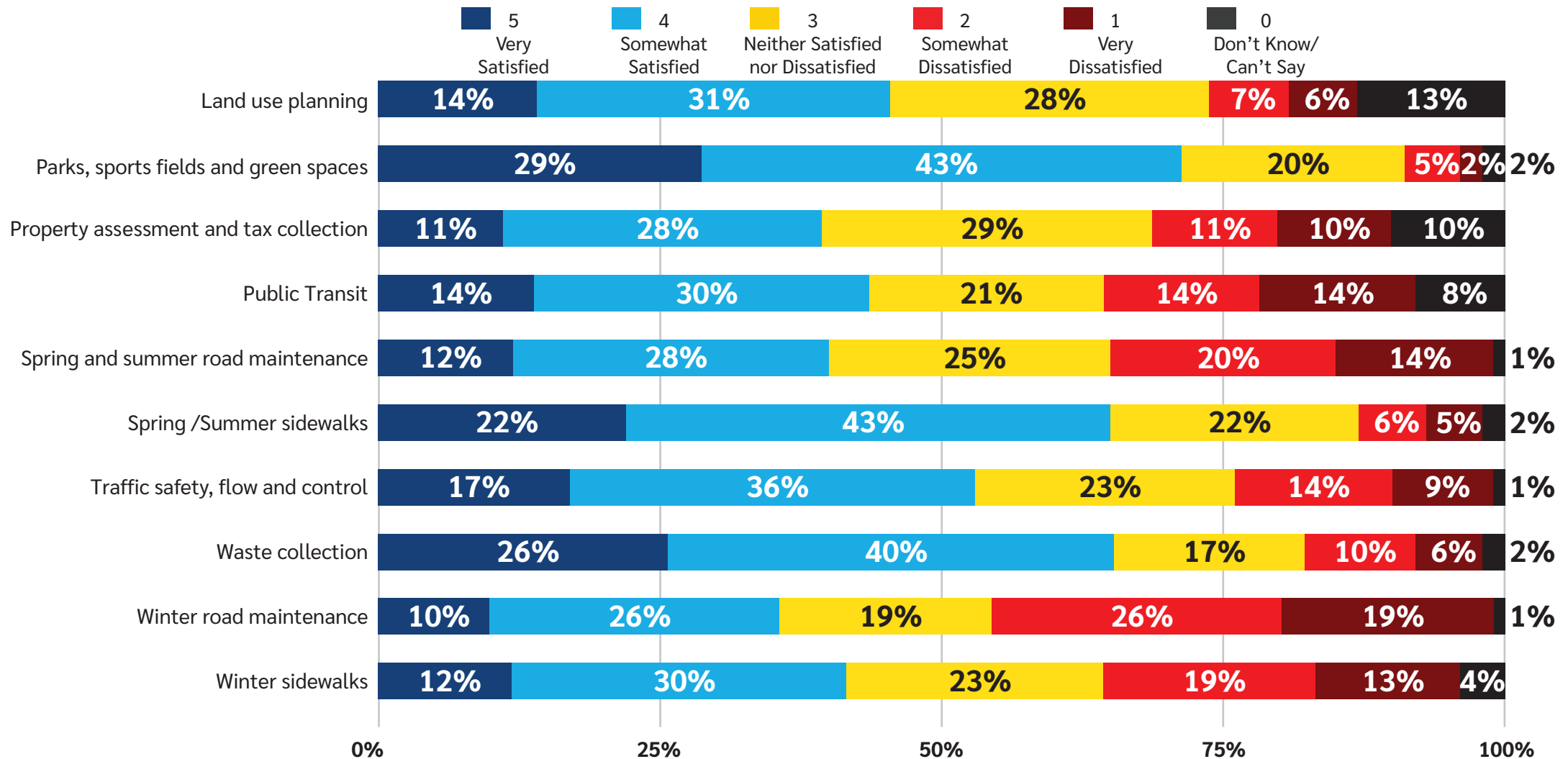
Q: How important is the following program or service on a scale of 1 to 5, where 5 is 'Very Important' and 1 is 'Not at all Important'? ( n=800)

# Services Overview – Satisfaction (1/2)



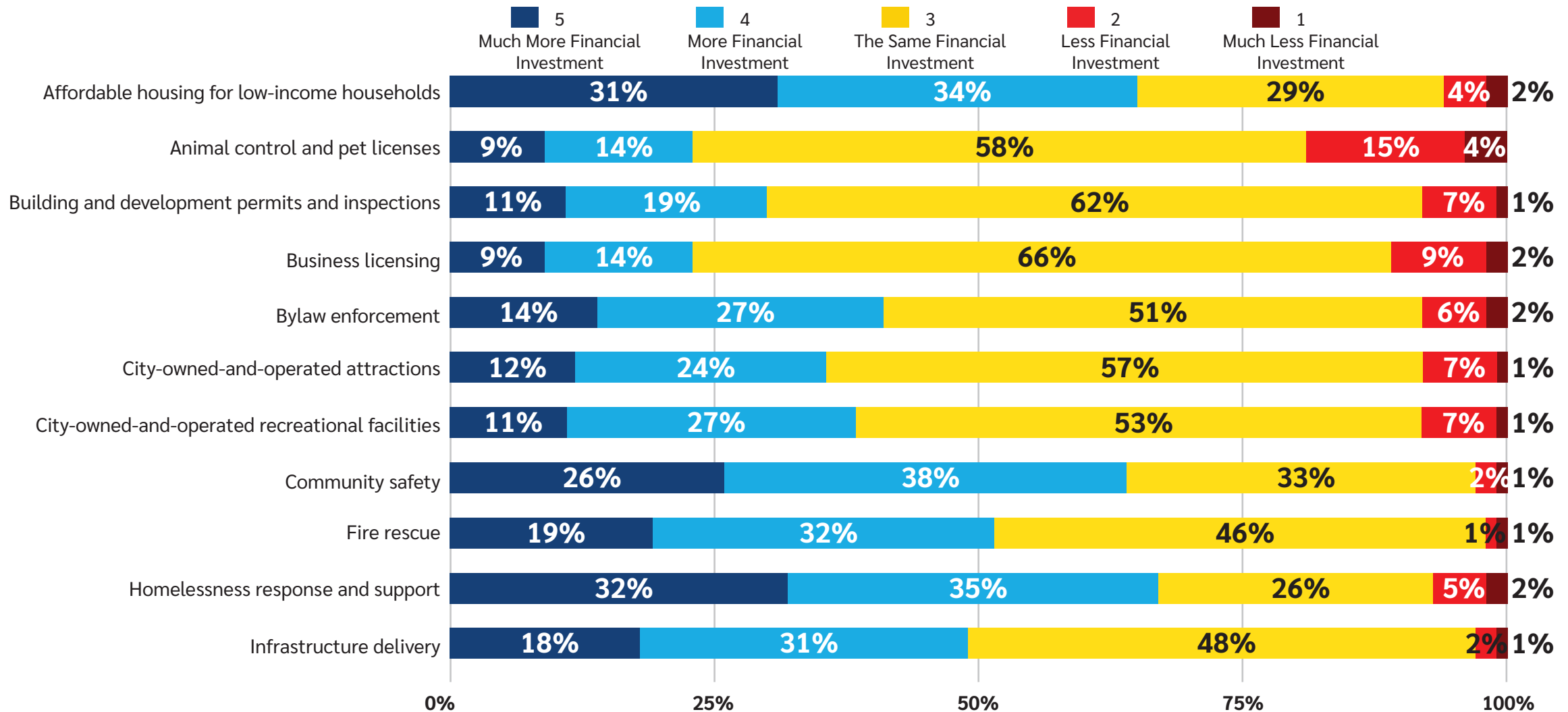
Q: Based on your personal experience and anything you may have heard, how satisfied are you with the City’s job in providing the following program or service, on a scale of 1 to 5, where 5 is ‘Very Satisfied’ and 1 is ‘Very Dissatisfied’? (n=800)

# Services Overview – Satisfaction (2/2)



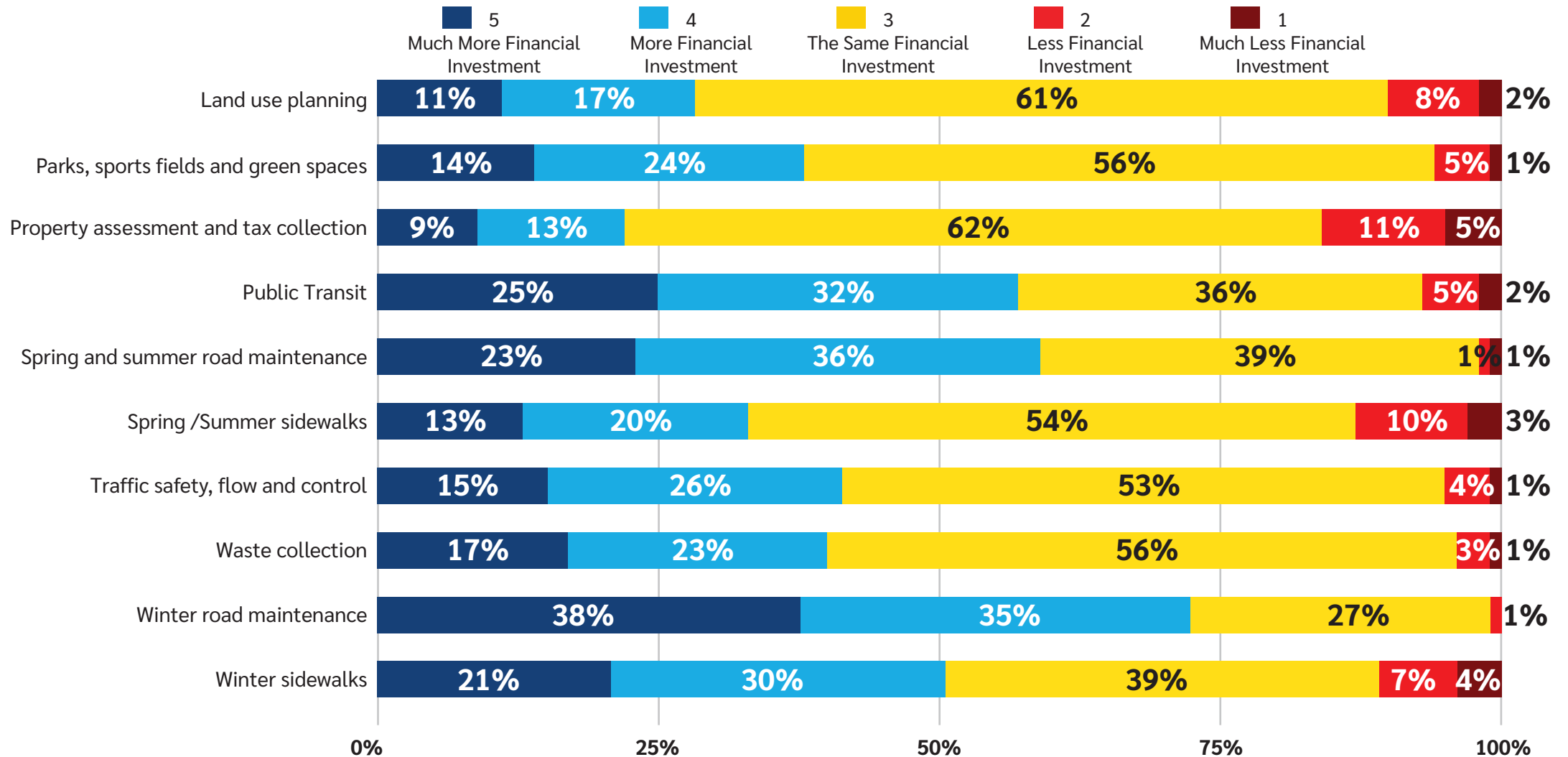
Q: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service, on a scale of 1 to 5, where 5 is 'Very Satisfied' and 1 is 'Very Dissatisfied'? (n=800)

# Services Overview – Level of Financial Investment (1/2)



Q: What level of financial investment do you think the City should make for the following program or service on a scale of 1 to 5, where 5 is 'much more financial investment' and 1 is 'much less financial investment'? ( n=800)

# Services Overview – Level of Financial Investment (2/2)



Q: What level of financial investment do you think the City should make for the following program or service on a scale of 1 to 5, where 5 is 'much more financial investment' and 1 is 'much less financial investment'? ( n=800)

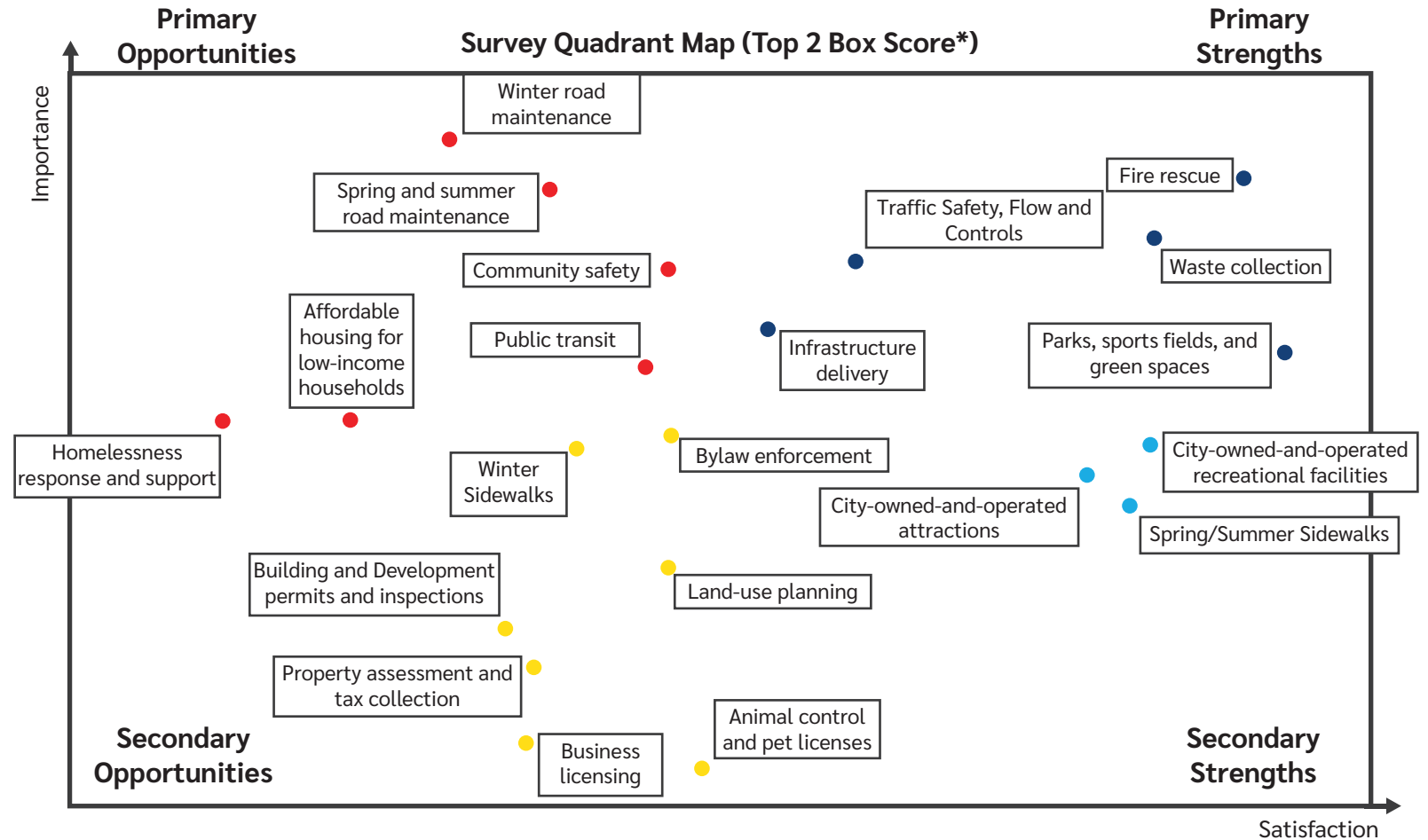
# Services Overview – Satisfaction and Importance

The following represents the primary opportunities for the City:

- Winter road maintenance
- Spring and summer road maintenance
- Community safety
- Public transit
- Homelessness response and support
- Affordable housing for low-income households

The City’s primary strengths are:

- Fire rescue
- Waste collection
- Parks, sports fields, and green spaces
- Traffic safety, flow and controls
- Infrastructure delivery



\*Top 2 box score for satisfaction is very satisfied/somewhat satisfied. Top 2 box score score for importance is very important/somewhat important

Q: [1] Based on your personal experience and anything you may have heard, please tell me how satisfied you are with the City’s job in providing each program or service, on a scale of 1 to 5, where 1 is ‘very dissatisfied’ and 5 is ‘very satisfied’. [2] Next, please tell me how important each program or service is, on a scale of 1 to 5, where 1 is ‘not at all important’ and 5 is ‘very important’. (n = 800)



# Themes

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# Themes

Themes	Percent	Sample Comments
Positive comments	10%	Edmonton is a clean and safe city.
High cost of living should be checked	9%	Everything is getting expensive. I can't afford to ride transit or go to city programs or attractions.
Better city management	8%	There needs to be more accountability for managing the city's budget.
Better road maintenance practices	8%	Fix the potholes.
Homelessness needs to be addressed	8%	I'd like to see more permanent help for homeless people in the city rather than temporary solutions.
Crime needs to be addressed	7%	We used to live in a quiet, peaceful neighborhood, now we won't go out at night for a walk. I won't walk alone and am very careful coming home after dark even in a vehicle. We used to take transit to appointments downtown, but that has stopped because of the violence, feeling unsafe and the unclean seats on transit. We have made a choice to leave Edmonton as we don't feel safe here any more.
Public transit should be improved	6%	Fix the public transportation. It's too hard, and takes too long to get around the city, so most of us won't give up our vehicles.
Improve city maintenance and infrastructure	6%	I shouldn't have to pay to replace my shocks/struts which are worn out before traditional life cycle due to excessive potholes.
Traffic issues should be addressed	3%	Crack down on speeding in residential areas.
Improve waste management	3%	Bring back garbage pick up every week.
Improve policing	3%	More police investment by having more officers on patrol and for safety of every person and their property.
Other responses	5%	I would like at the tennis courts that they could put a wall up for people to bounce the ball off the wall to practice or if they are alone.

Note: This question was optional, hence the limited number of responses (628 responses) compared to the total number of respondents interviewed (n=800)

Q: Based on your personal situation and what you're seeing in your community, is there anything else that you want to share with the city of Edmonton? (n = 628)





# APPENDIX

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# Methodology

## Respondent Profile:

n = 800 Edmontonians aged 18 years or older

## Research Design and Respondent Selection:

- Survey participants were screened to ensure that they met the minimum participation criteria i.e., being a current resident of Edmonton and at least aged 18 years.
- The first 3 digits of postal codes were used to classify respondents into specific regions i.e., central, northeast, northwest, southeast and southwest regions.
- The results are reflective of age, gender, and regional distribution of Edmontonians based on the 2016 census data. The following techniques were used to ensure demographic representation in the survey data:
  1. Fieldwork was momentarily paused at the 75% threshold to ensure demographic representation
  2. Weighting factors were also applied based on age, geographic region, and income to ensure representation
- The survey results also represent voices of Edmontonians based on diverse identity factors such as visible minorities, persons with disabilities, 2SLGBTQIA+ and new to Canada. We acknowledge that the survey results do not/can not include data from all intersectional identity factors.

## Data Collection:

- Responses were collected using Dynata, an online sampling and data collection company.
- The online survey had a response rate of 81%. 990 people opted into the survey and 190 people got terminated/dropped off. Hence, the response rate was calculated as  $(800/990)*100$ .

**Data Collection Timeline**  
June 30 to July 17, 2022

**Average Length of Interview**  
12.3 mins

**Response Rate**  
81%

# Methodology (cont'd)

## Sampling and Sample Size:

n = A sample of 800 Edmontonians aged 18 years or older

The sample size is calculated according to the following formula:

$$n = \frac{t^2 \times p(1 - p)}{m^2}$$

Where:

n= the required sample size

t= confidence level at 99% (standard value of 2.575)

p= estimated prevalence. In this case Edmonton residents aged 18 years+ i.e. 78% (0.78)

m= margin of error at 5% (standard value of 0.05)

$$n = \frac{2.575^2 \times 0.78(1 - 0.78)}{0.05^2}$$

This calculation gives a sample size of **455**.

This is considered to be the minimum acceptable sample size but adjusted to **800** because of the need to have sufficient base for subgroup analysis.



# Demographics

Age Group	
n=800	
18 to 24 years	<b>12%</b>
25 to 34 years	<b>19%</b>
35 to 44 years	<b>25%</b>
45 to 54 years	<b>18%</b>
55 to 64 years	<b>15%</b>
65 years or older	<b>11%</b>
Total	<b>100%</b>

Region	
n=800	
Central	<b>15%</b>
Northeast	<b>17%</b>
Northwest	<b>17%</b>
Southeast	<b>20%</b>
Southwest	<b>31%</b>
Total	<b>100%</b>

Identity/Group	
n=800	
Racialized group/ visible minority	<b>26%</b>
People with disabilities	<b>10%</b>
Indigenous peoples	<b>5%</b>
New to Canada (less than 3 years)	<b>6%</b>
2SLGBTQIA+	<b>6%</b>
None of the above	<b>53%</b>
Prefer not to answer	<b>3%</b>

Gender	
n=800	
Woman	<b>50%</b>
Man	<b>49%</b>
Non-binary	<b>1%</b>
Transgender	<b>1%</b>
Two-spirit	<b>0%</b>
Another gender not listed above	<b>0%</b>
Prefer not to answer	<b>0%</b>

\*Percentages may not sum to 100 since multiple responses could be selected.

# Demographics (cont'd)

## Education Level

n=800	
Elementary/primary school graduate	<b>1%</b>
High/secondary school diploma	<b>21%</b>
College/technical school graduate	<b>28%</b>
University undergraduate degree	<b>28%</b>
Graduate university degree (masters and/or doctorate)	<b>14%</b>
Professional degree (e.g., medicine, dentistry)	<b>5%</b>
Prefer not to answer	<b>3%</b>
<b>Total</b>	<b>100%</b>

## Employment Status

n=800	
Working full-time	<b>56%</b>
Working part-time	<b>10%</b>
Homemaker	<b>3%</b>
Student	<b>5%</b>
Unemployed	<b>8%</b>
Permanently unable to work	<b>3%</b>
Retired	<b>13%</b>
Other (specify:)	<b>1%</b>
Don't know / prefer not to answer	<b>1%</b>
<b>Total</b>	<b>100%</b>

## Income Level

n=800	
Under \$30,000	<b>14%</b>
\$30,000 to \$59,999	<b>18%</b>
\$60,000 to \$99,999	<b>25%</b>
\$100,000 to \$149,999	<b>17%</b>
\$150,000 and above	<b>19%</b>
Prefer not to answer	<b>7%</b>
<b>Total</b>	<b>100%</b>

# Demographics (cont'd)

## Are there children (younger than 18 years) living in your home?

n=800	
Yes	<b>36%</b>
No	<b>62%</b>
Prefer not to answer	<b>2%</b>
Total	<b>100%</b>

## Do you currently rent or own your home?

n=800	
I own my home	<b>61%</b>
I rent	<b>32%</b>
Other	<b>4%</b>
Prefer not to answer	<b>3%</b>
Total	<b>100%</b>



# Thank You

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