



ADVANIS for



2023 Citizen Satisfaction Survey

August 2023

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BACKGROUND, OBJECTIVES & METHODOLOGY

Background & Objectives

Project Background

The City of Leduc, located in the Edmonton Metropolitan Region, is a community of 36,060 residents that strives to be a safe, healthy, active, creative, and caring community with 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. Gauge citizens' perceptions on quality of life and community direction;
2. Measure satisfaction with City services;
3. Determine communication preferences and satisfaction with existing communications; and
4. Assess perspectives and priorities regarding homelessness

Methodology

A total of **403** Leduc citizens aged 18 years and over were interviewed by telephone between June 1st and June 24th, 2023. The telephone sample included both landlines and cellphone numbers. Telephone results are weighted to the age & gender using the 2021 Federal Census, area of residence within Leduc according to the 2019 Leduc census, as well as phone ownership rates in Alberta as of 2019 according to Statistics Canada's Survey of Household Spending.

The margin-of-error for the telephone results of **403** adults is +/- 4.9%, 19 times out of 20. The margin-of-error is higher for sub-populations analyzed in these results.

Where applicable, this report compares the results of the 2023 survey with the results of previous citizen satisfaction surveys conducted in 2015, 2017, 2019, and 2021.

In addition to the telephone survey, 94 citizens completed a web survey between June 1st and June 24th, 2023. Those who completed the web survey were not drawn from the City population using probability sampling because the survey link was only available to those who saw advertising for the link and some people would have seen the link more often than others. As such, weighting is not applied to the web data and a margin of error is not reported for the web results. **All results in this report come from the statistically representative telephone survey.** Web results are provided in tables in the appendix.

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 (73%, same as 2021) rate the overall quality of life in the City as excellent or very good, while few (4%) rate it as fair or poor.
 - The most significant factors contributing to a high quality of life in Leduc are good services, parks / multi-way path system (down from 2021), and the fact that the city has everything you need.
 - Traffic, crime / drugs / vandalism / public safety (up from 2021), and little low-income housing / support for people experiencing homelessness (up from 2021) are the most significant factors contributing to low quality of life in Leduc.
- About two citizens out of five (43%) are promoters of the City of Leduc, and the overall 2023 Net Promoter Score is +29.
 - Outdoor recreational amenities and Leduc Recreation Centre and other recreation facilities are important drivers for citizens to recommend living in Leduc.
- Leduc citizens consider maintaining infrastructure, road maintenance / services / development and keeping taxes low to be the top civic priorities in 2023.
- Nearly three out of five citizens (59%, down from 87% in 2021) feel that Leduc is on the right track. A growing 19% feel that Leduc is on the wrong track and 22% are unsure.
 - The recently settled lawsuit, not agreeing with council politics, and council not listening to residents are the main reasons citizens feel Leduc is on the wrong track.

Key Findings

SATISFACTION WITH CITY SERVICES

- Most Leduc citizens (72%) are satisfied overall with the services and programs provided by the City of Leduc, although this is down from 2015 and 2017.
 - The main drivers of satisfaction with city services include outdoor recreational amenities, city programs (e.g., fitness programs, arts and culture program), and the ability of the staff to refer people to the correct person or department if they are unable to help.
- Leduc's top-rated services are recreation facilities / Leduc Recreation Centre (83% satisfied), waste collection and diversion (81%), fire response services (78%), and outdoor recreational amenities (78%).
- More citizens feel that the quality of services has increased (12%, up from 6% in 2021) or stayed the same (77%, up from 67%) while fewer feel the quality of service has decreased (9%, down from 25%).
- About half of Leduc citizens (55%, up from 46% in 2021) have interacted with City staff while accessing services with most saying staff were polite and knowledgeable.

Key Findings

CITY COMMUNICATIONS & WEBSITE

- Similar to 2021, nearly half of citizens (44%) are satisfied with how frequently the City communicates with them. Among those not satisfied in 2023, most (81%) would like the city to communicate with them more frequently. Note that fewer citizens in 2023 are satisfied with the overall quality of communications received from the City (46%, down from 57% in 2021).
- The City website (48%), City Facebook page (42%), and Leduc Representative (28% down from 40% in 2021) are where citizens typically seek out news, programs, and services offered by the City.
- Over half of citizens (60%, up from 42%) follow the City on a social media platform, with most active on Facebook (85% among followers) and Instagram (26%).
- Two-thirds of citizens (67%, similar to 2021) have visited the City of Leduc website in the past 6 months.

PERSPECTIVES ON HOMELESSNESS IN LEDUC

- About one-third of citizens (36%) think homelessness is common in the city which most (80%) think it is important to reduce in the city.
- Someone sleeping at a friend's place for a short time because they don't have a place of their own, having an unsafe place to sleep, and sleeping in an overcrowded or privacy lacking location is considered homeless by between 42% and 49% of residents.
- Only about one-quarter (27%) of citizens think that people who have a place to sleep indoors each night aren't homeless.



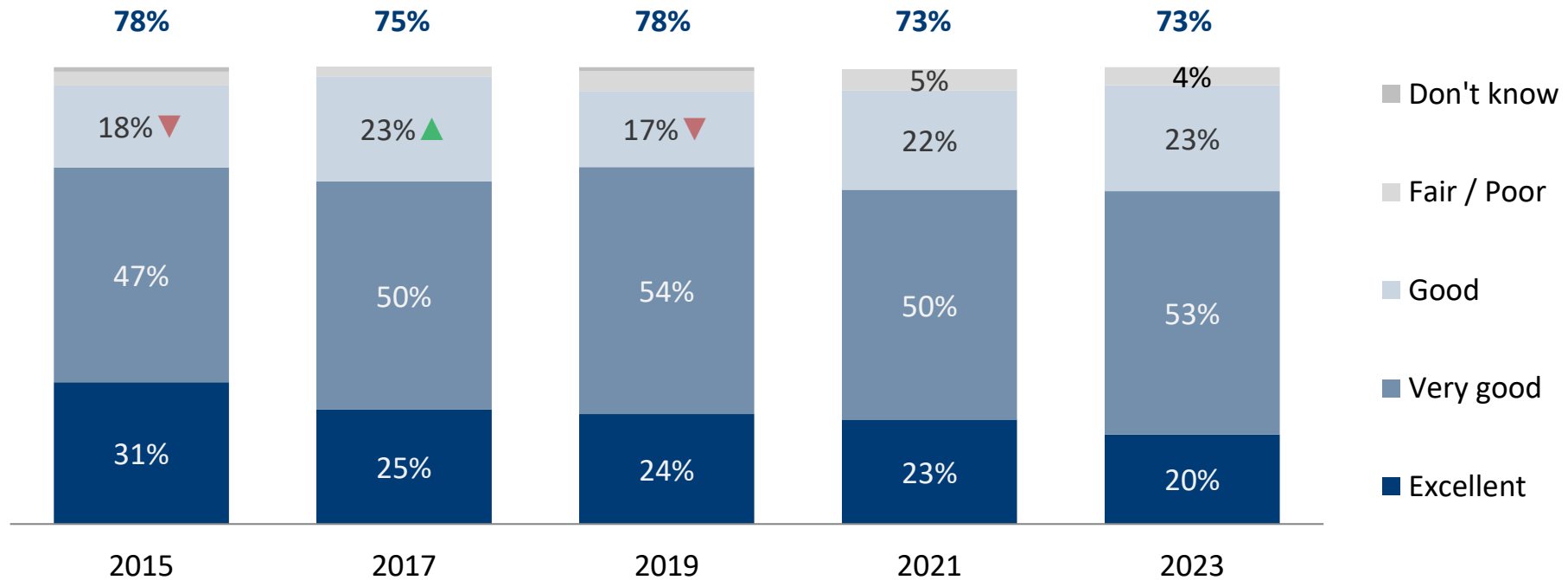
DETAILED FINDINGS: Quality of Life & Community Direction

Quality of Life in Leduc

- Quality of life has stayed consistent with 2021 as most Leduc citizens (73%) rate the overall quality of life in the City as excellent or very good, while very few (4%) rate it as fair or poor.
- Since 2015, the proportion of respondents reporting the quality of life in the City as excellent or very good has remained within a 5% range from 73% to 78%. However, the proportion of those rating quality of life as excellent in 2023 (20%) is lower than the high in 2015 (31%).

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

% NET Excellent + Very good:



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

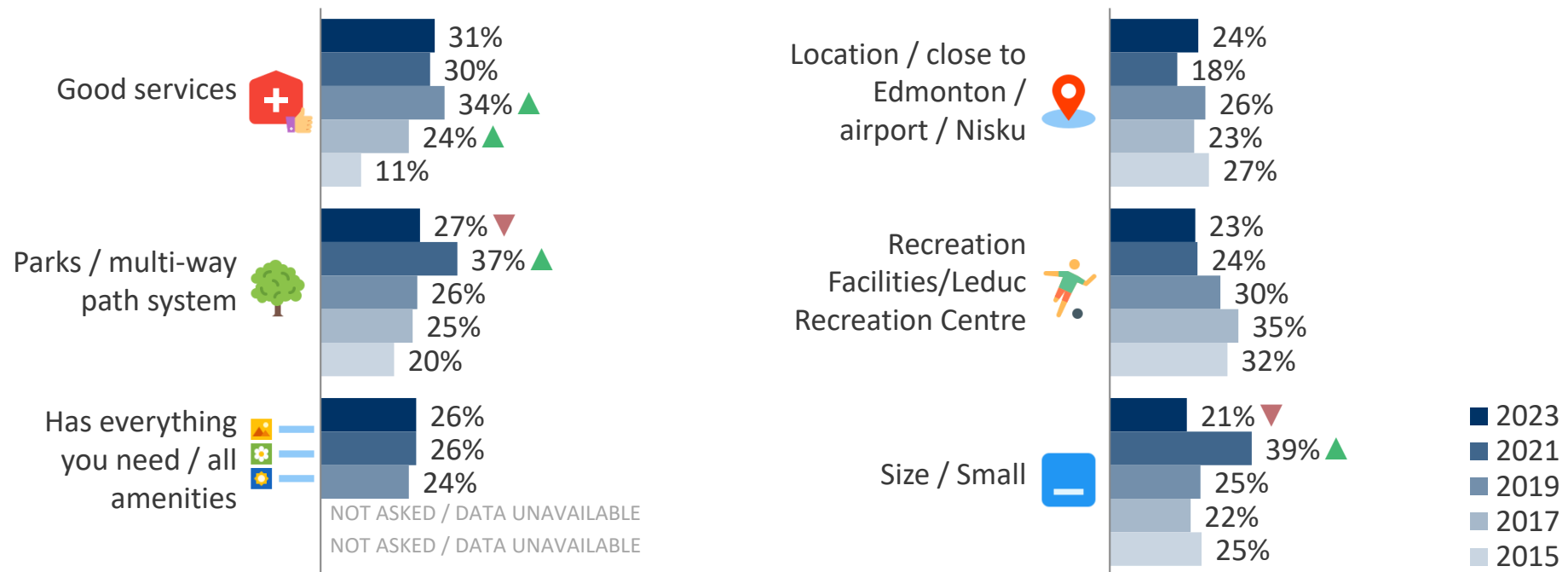
Q1 -- In general, how would you rate the overall quality of life in the City of Leduc? Would you say, overall, the quality of life is ...?

(Base: All respondents. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

Factors Contributing to High Quality of Life

- When asked of the **top three** factors contributing to a high quality of life in Leduc, citizens frequently mentioned the *good services, parks / other multi-way path systems*, and that the city *has everything you need / all amenities*.
- The proportions of citizens who are reporting that the *parks/multi-way path system* and the *small size* as the most significant factor contributing to high quality of life are significantly lower in 2023 compared to 2021. These two factors had however been chosen by a significantly higher proportion of citizens in 2021 compared to 2019.
- Even though *recreation facilities/Leduc Recreation Centre* isn't showing any statistical difference from one year to another, the proportion of citizens mentioning this as a factor contributing to a high quality of life in Leduc has decreased over the years, from 35% in 2017 to 23% in 2023.

Most significant factors contributing to high quality of life



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

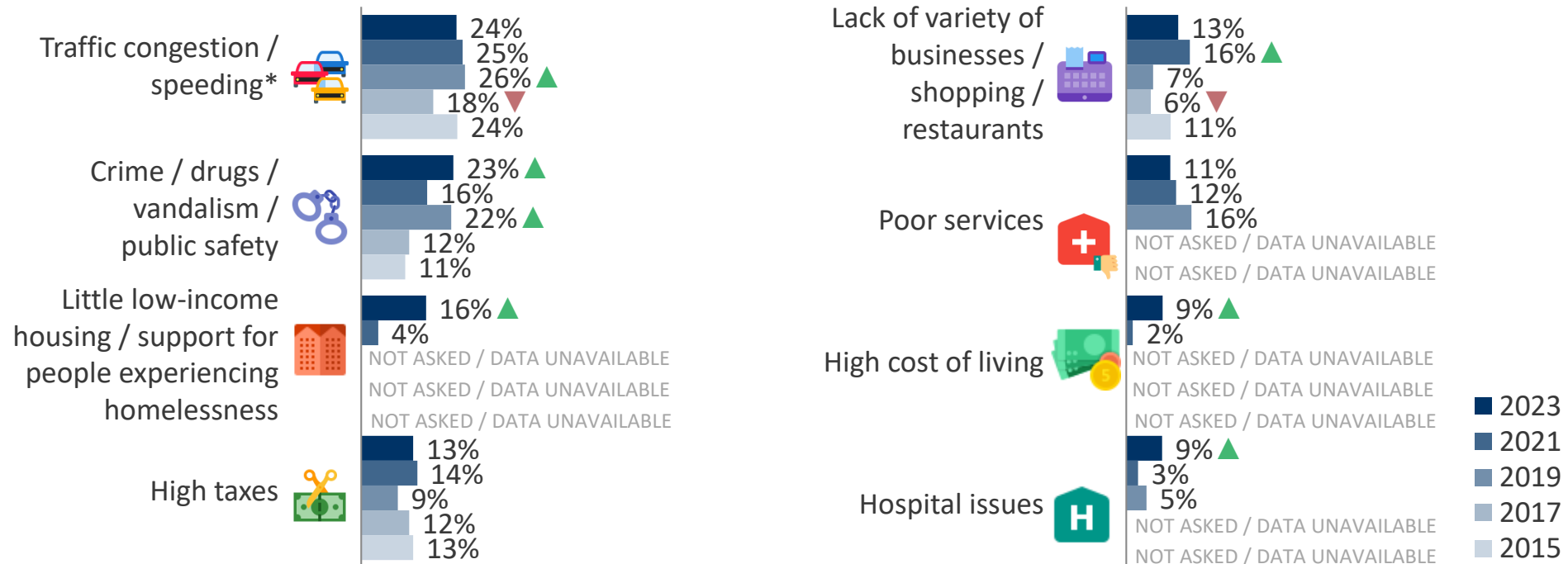
Q2 -- In your opinion, what would you say are the **three** most significant factors contributing to a **high quality** of life in the City of Leduc?

(Base: All respondents. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

Factors Contributing to Low Quality of Life

- When asked of the **top three** factors contributing to a low quality of life in Leduc, citizens most frequently mentioned the *traffic issues*. They also frequently mentioned *crime / public safety* and a *little low-income housing / support for people experiencing homelessness*, which are both showing a significantly higher proportion in 2023 compared to 2021.
- Concerns related to *crime, limited support for people experiencing homelessness, the high cost of living, and hospital issues* are all growing issues.
- *Traffic congestion / speeding, high taxes, lack of variety of businesses / shopping / restaurants, and poor services* have all remained stable from 2021 and are generally consistent with 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')

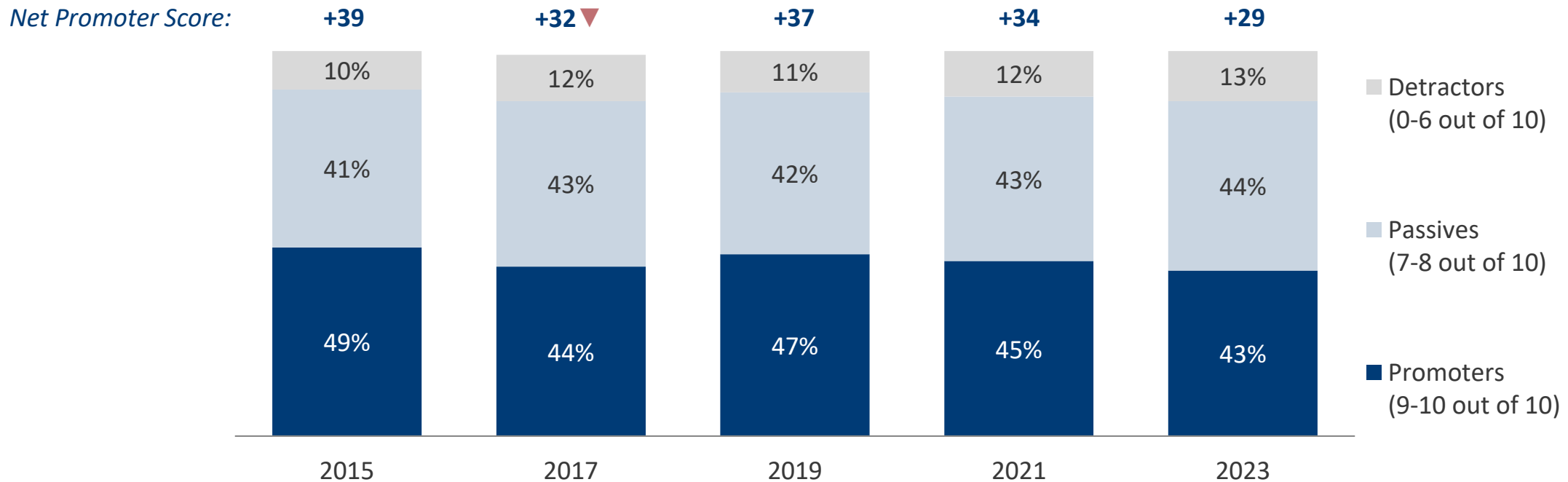
Q3 -- In your opinion, what would you say are the **three** most significant factors contributing to a **low quality** of life in the City of Leduc?

(Base: All respondents. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

Likelihood of Recommending Leduc

- About 2 citizens out of five (43%) are considered City of Leduc promoters, with an overall 2023 *NPS* of **+29**, similar to results obtained in 2021.
- Even though the *NPS* is not showing a statistical difference between each consecutive year, it has decreased of 10 points between 2015 and 2023.
 - *Note that a benchmark is not available as most municipalities do not ask NET Promoter Score. However, a 2018 Saskatoon telephone survey reported an NPS of 22.*

Likelihood of recommending Leduc as a place to live



▲ ▼ 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. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

Methodology: Key Driver Analysis (Quadrant Charts)

Key Driver Analysis (KDA) is a statistical modelling technique for identifying attributes that have the greatest impact or potential to create a desired outcome. For this study, the key driver analysis was used to determine which of the assessed services are best at predicting likelihood to recommend living in Leduc as well as a high level of citizen satisfaction with the level and quality of services provided. The results from this analysis tell us:

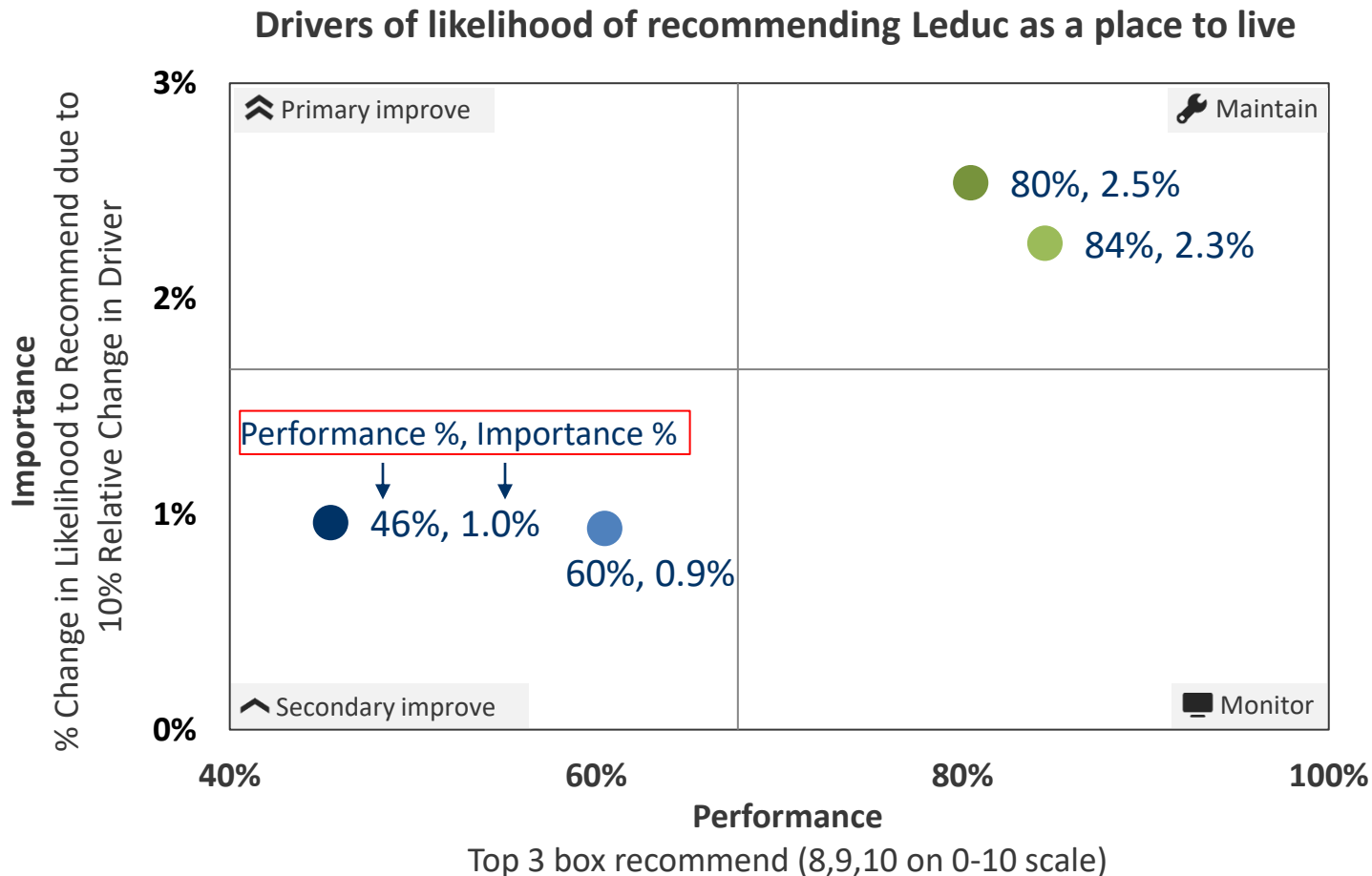
- (a) Which services have the greatest impact on citizen’s being likely to recommend or ‘very satisfied’ with overall service delivery; and
- (b) How much we would expect likelihood to recommend or the overall satisfaction score to increase with a 10% *relative* increase in performance of a service.

To help determine which drivers should be targeted for improvement, it is useful to look at both the impact a service can have on citizens being ‘very satisfied’ with overall service delivery as well as the current performance of that service (% ‘Very satisfied’). This is done by plotting each driver on a quadrant chart and grouping each driver by the quadrant they appear in:

Importance % Change in Likelihood to Recommend / Satisfaction due to 10% Relative Change in Driver	High	Average driver performance	Average driver impact
	<p>The “⚡ Primary improve” quadrant includes drivers that have below average performance but a high impact on the overall rating. In other words, small improvements in these drivers will yield large improvements in the overall rating.</p>	<p>Drivers in the “🔧 Maintain” quadrant are performing better than average and have a high impact on the overall rating. In other words, it is important to maintain high scores for these drivers as a small decrease will yield a large decrease in the overall rating.</p>	
Low	<p>The “^ Secondary improve” quadrant includes drivers that have lower than average values in both performance and impact. In other words, small improvements in these drivers will yield small improvements in the overall rating.</p>	<p>The “■ Monitor” quadrant includes drivers that are performing better than average but have lower impact. In other words, it is important to monitor these drivers because a small decrease will yield a small decrease in the overall rating.</p>	
	Performance		
	Based on recommend or satisfaction score		

Key Drivers of Likelihood to Recommend

- Maintaining or even improving the services provided by *outdoor recreational amenities* as well as the *Leduc Recreation Centre and other recreation facilities* are 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 *property assessment* and *bylaw enforcement*.



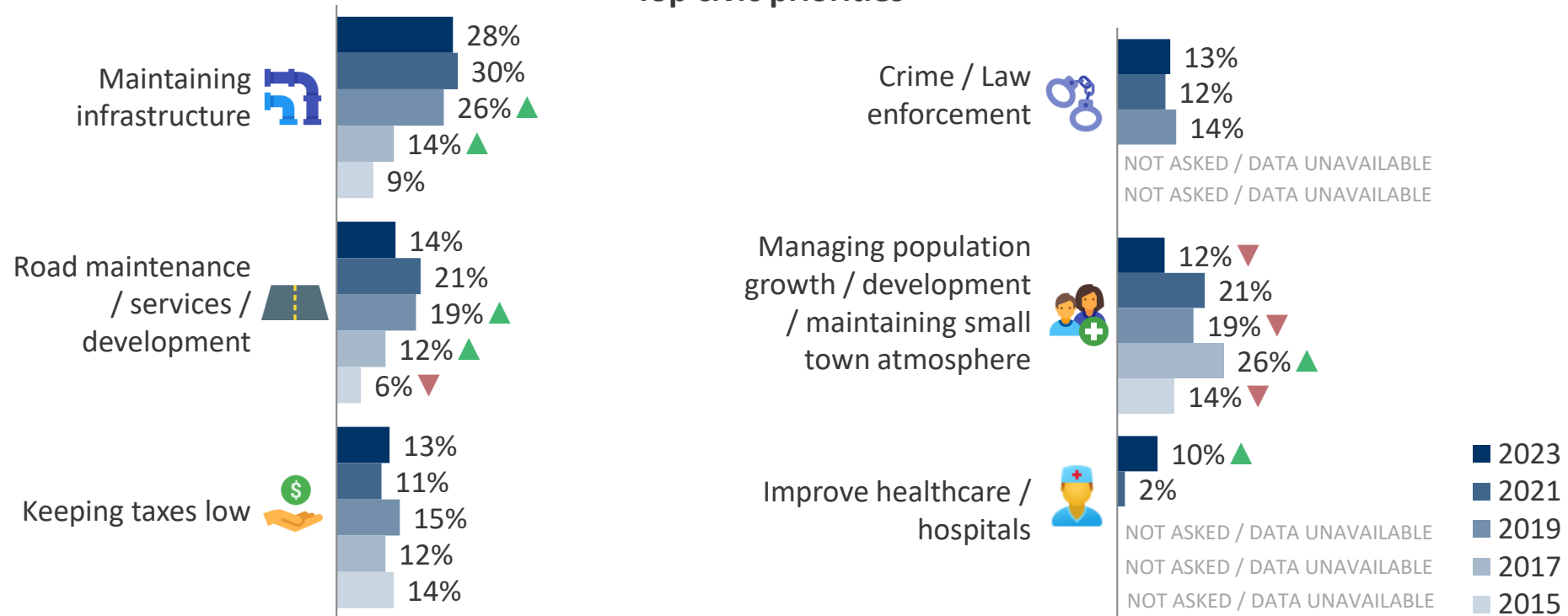
Note that in the 2024 Budget survey, citizens generally wanted budgets to stay consistent. That said, there was more support to increase budgets for police protection than there is for parks or Leduc Recreation Centre.

- Outdoor recreational amenities
- Leduc Recreation Centre and other recreation facilities
- Property assessment
- Bylaw enforcement/Peace Officers (Leduc Enforcement Services)

Civic Priorities

- Leduc citizens consider *maintaining infrastructure* as the first civic priority. This priority increased significantly in 2017, again in 2019, and has remained as the top priority since then. *Road maintenance / services / development*, *keeping taxes low*, and *crime / law enforcement* remain high priorities for citizens as well.
- Although still a top priority, citizens are significantly less concerned with *managing population growth / development / maintaining small town atmosphere* in 2023 compared to in 2021. On the other hand, *improve healthcare / hospitals* has become a top priority for citizens increasing from 2% in 2021 to 10% in 2023.

Top civic priorities



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

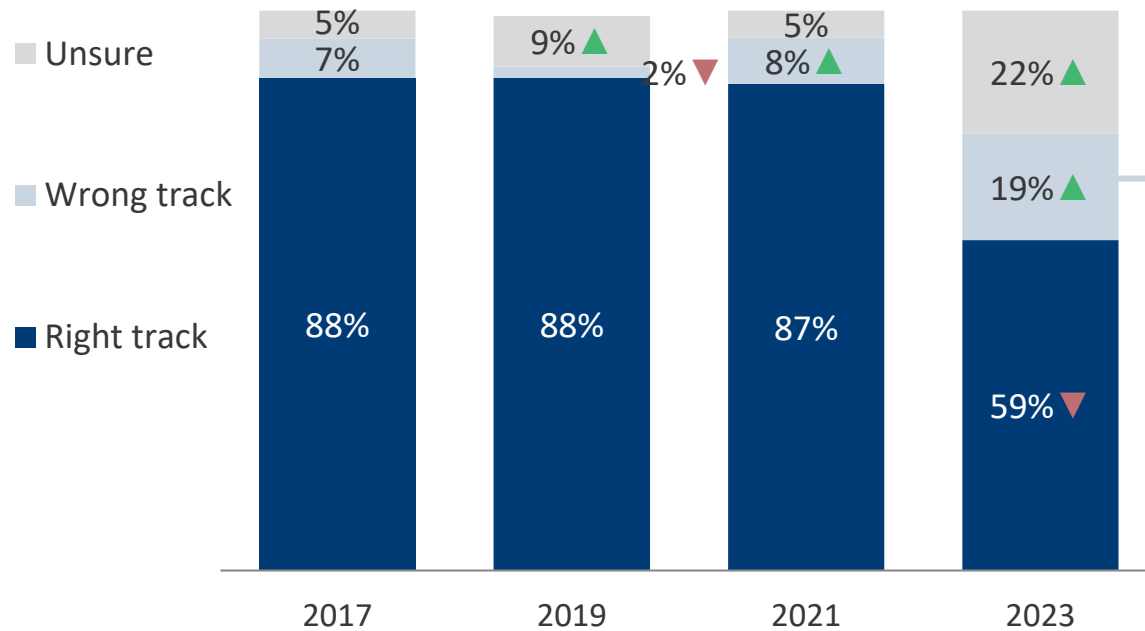
Q5 -- Thinking about the City of Leduc, what would you say are the most important priorities facing the City of Leduc Council today?

(Base: All respondents. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

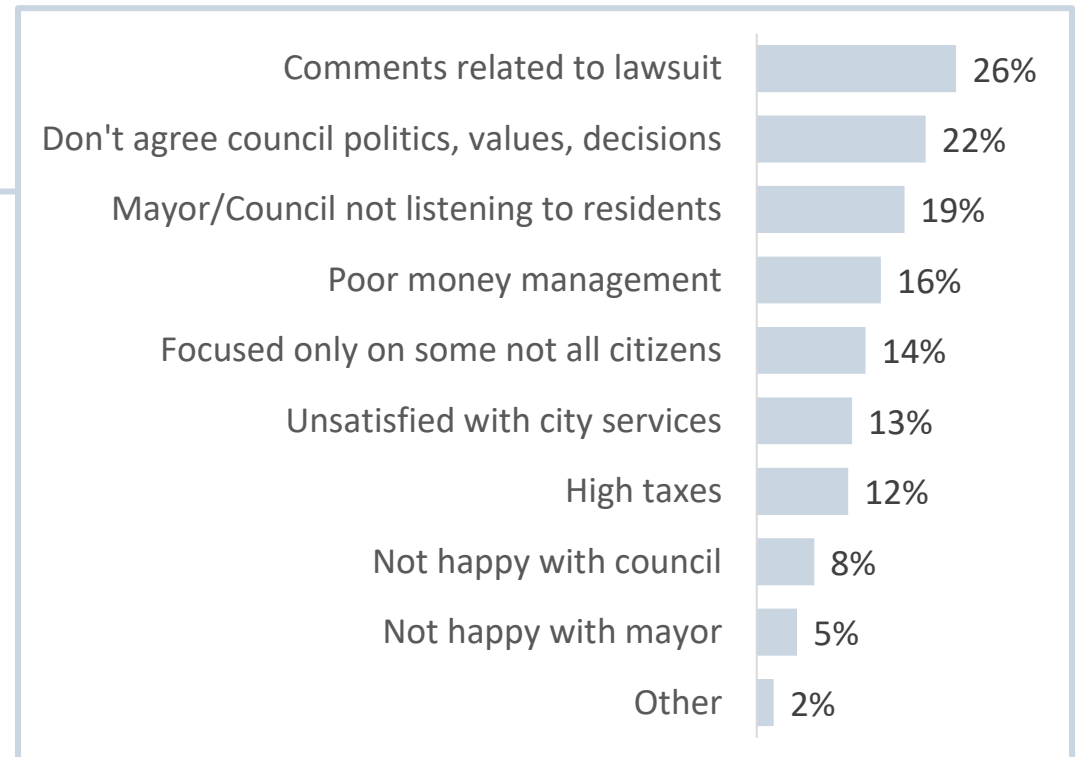
Community Direction

- The proportion of citizens who think the city is on the wrong track (and those who are unsure) has significantly increased since 2021. Those who feel that the city is on the right track has significantly decreased in the past two years, from 87% to 59%.
- When asked why they thought the city was on the wrong track, the recently settled lawsuit and concerns with City Council were the most often stated reasons.

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



The wrong track because...



▲ ▼ 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. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

Q6wrong -- Why do you say that City Council is leading the City in the wrong direction?

(Base: Respondents who say that the City of Leduc is on the wrong track. 2023 n=74)

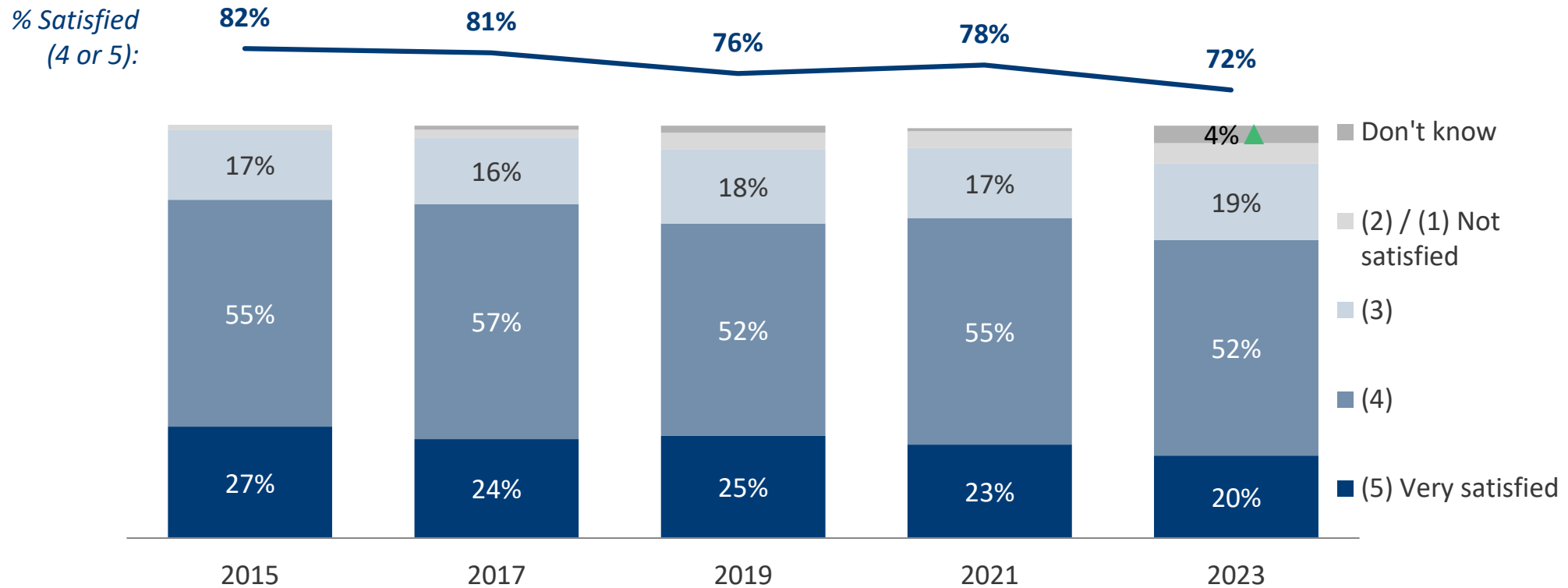


DETAILED FINDINGS: Satisfaction with City Services

Overall Satisfaction with City Services

- Although most Leduc citizens (72%) are satisfied overall with the services and programs provided by the city in 2023 (which is similar to 2021), this is a lower level of satisfaction than was reported by citizens in 2017 and 2015.

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



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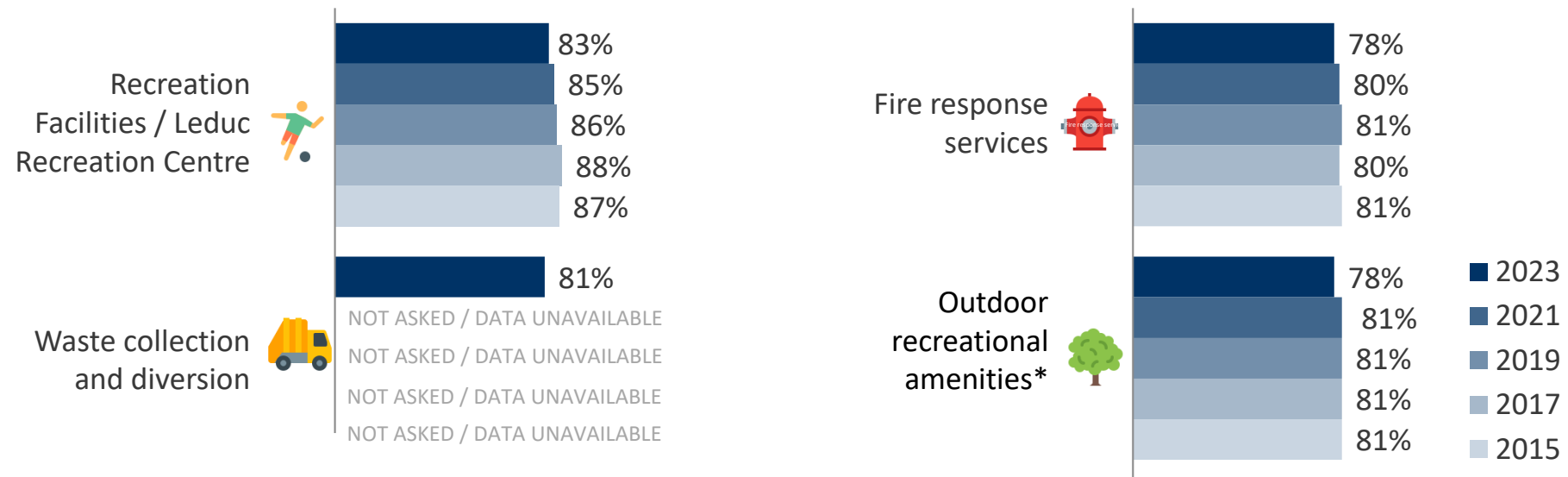
Q9 -- Taking into consideration all City of Leduc services and programs – and again using a scale from 1 to 5 where 1 means you are not at all satisfied and a 5 means you are very satisfied - overall how satisfied are you with the services and programs provided by the City of Leduc to citizens?

(Base: All respondents. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

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

- Similar to 2021, *recreational facilities* (83% satisfied) and *fire response services* (78%), are among the top services. *Waste collection and diversion* (81%) and *outdoor recreational amenities* (78%) have also been ranked as top services.
- These scores demonstrate that Leduc’s citizens appreciate the recreational services the city is offering.
- Contrary to 2021, *emergency medical services* are no longer a top-rated service, but a mid-rated service.

Satisfaction with services



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

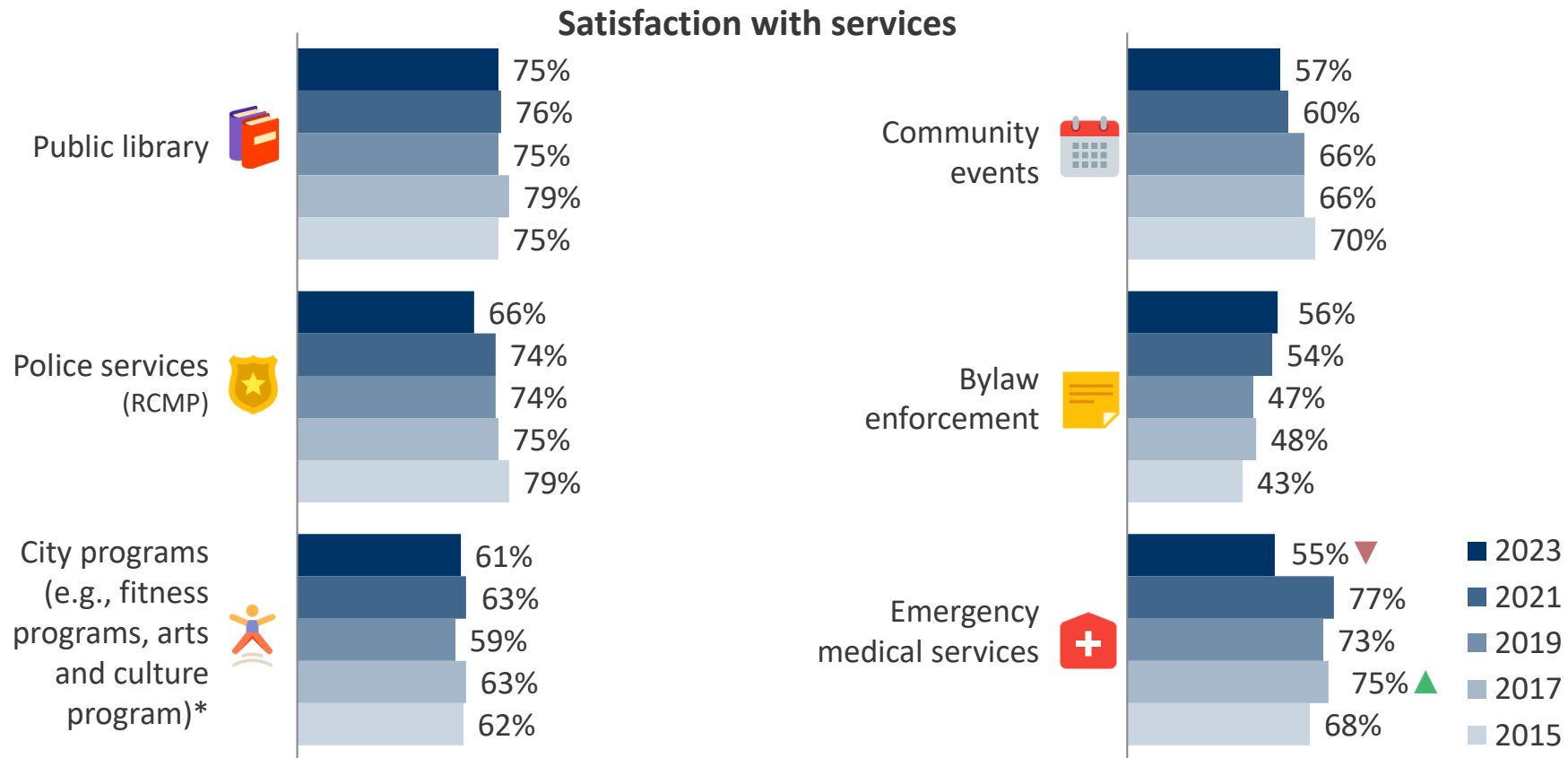
* Prior to 2023, 'Parks, playgrounds and trails' and 'Sports fields and outdoor rinks' were asked separately. The results shown in 'Outdoor recreational amenities' prior to 2023 are the mean between those two questions combined.

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, including those who have not used the service. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

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

- Leduc's middle rated services are *the public library* (75% satisfied), *police services* (66%), *city programs* (61%), *community events* (57%, down from 70% in 2015), *bylaw enforcement* (56%) and *emergency medical services* (55%).
- These results are similar to 2021 with the exception of *emergency medical services* which has decreased from one of the top-rated services (77%) with just over half (55%) of citizen being satisfied. Satisfaction in bylaw enforcement increased from 43% in 2015 to 56% in 2023.



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

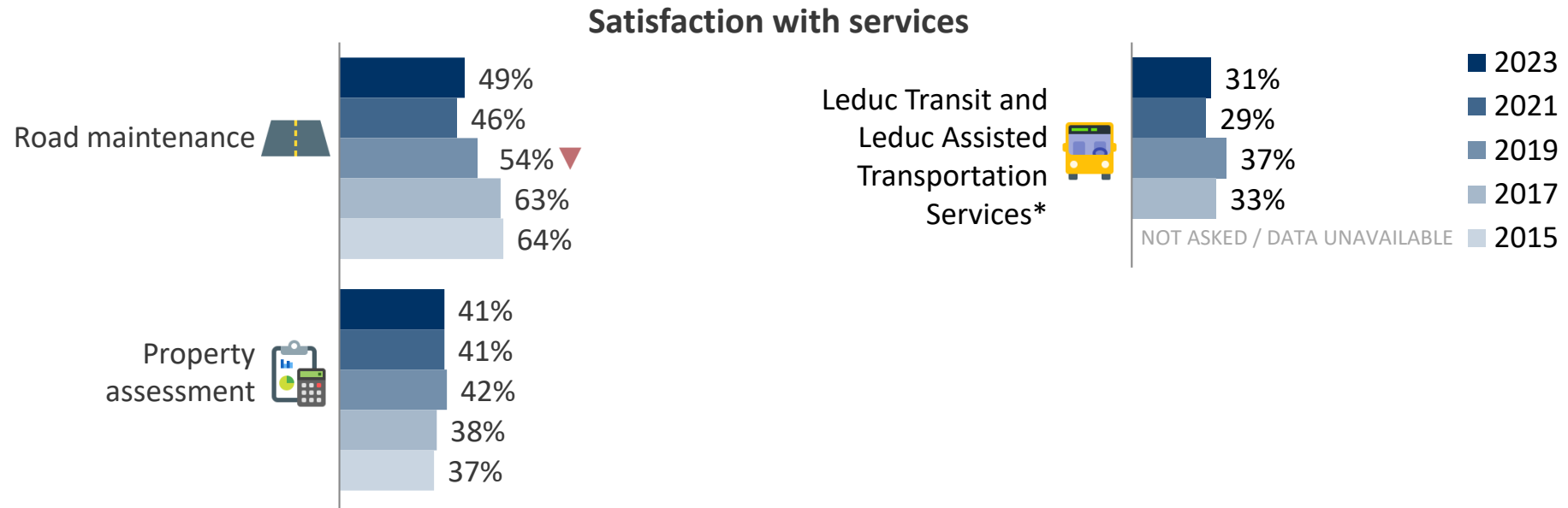
* Prior to 2023, 'Recreational and fitness programs' and 'Culture and heritage programs' were asked separately. The results shown in 'City programs' prior to 2023 are the mean between those two questions combined.

Q7 -- Thinking about the specific services provided by the City of Leduc, how satisfied are you with each of the following services... ?

(Base: All respondents, including those who have not used the service. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

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

- Similar to 2019, Leduc’s lowest rated services are *road maintenance* (49%), *property assessment* (41%) and *Leduc Transit and Leduc Assisted Transportation Services* (31%).
- Note that these results are among all respondents. Given that 29% of citizens do not use *Leduc Transit and Leduc Assisted Transportation Services*, it is perhaps not surprising that the satisfaction shown here is lower. If results are filtered for those who used Leduc Transit and Leduc Assisted Transportation Services, satisfaction would increase to 45%.



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

* Prior to 2023, 'Leduc Transit' and 'Leduc Assisted Transportation Service' were asked separately. The results shown in 'Leduc Transit and Leduc Assisted Transportation Services' prior to 2023 are the mean between those two questions combined.

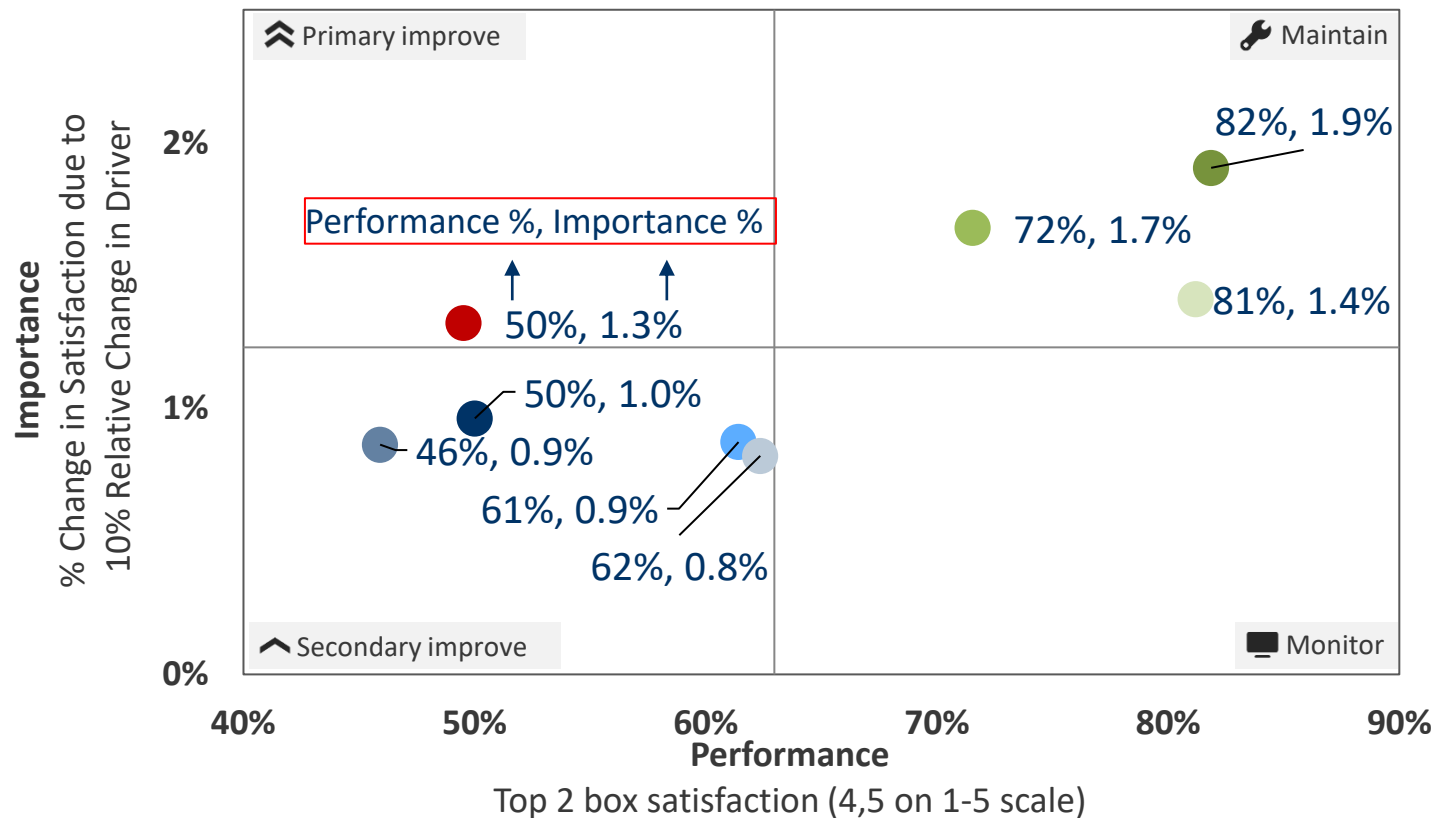
Q7 -- Thinking about the specific services provided by the City of Leduc, how satisfied are you with each of the following services using a scale from 1 to 5 where a 1 means you are not at all satisfied and a 5 means you are very satisfied.

(Base: All respondents, including those who have not used the service. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

Key Drivers of City Services

- Maintaining or improving *outdoor recreational amenities, city programs, and having city staff be able to refer citizens to the correct person or department* are critical to ensuring high overall satisfaction with city services.
- Opportunities exist to further increase overall satisfaction in services by improving *road maintenance* especially, but also the *quality of communication from the City, bylaw enforcement, property assessment, and community events produced by the City.*

Drivers of overall satisfaction with City services



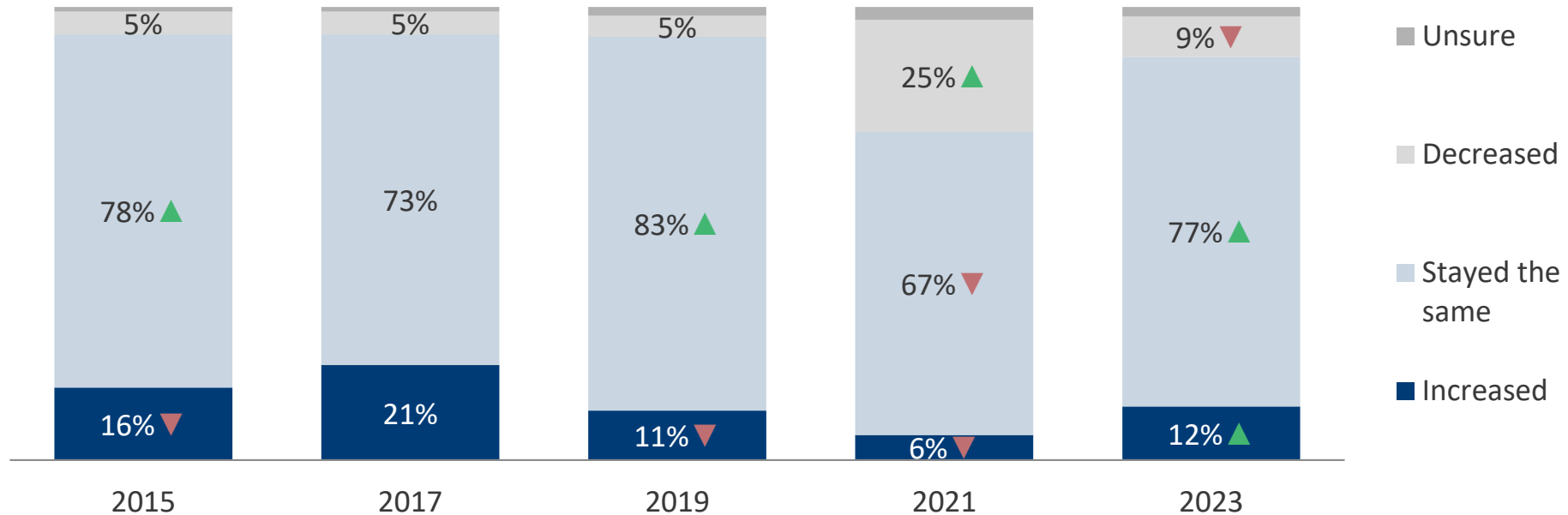
- Outdoor recreational amenities
- City programs (e.g., fitness programs, arts and culture program)
- City staff were able to refer you to the correct person or department if they couldn't help
- Road maintenance and construction
- The overall quality of communication from the City
- Bylaw enforcement/Peace Officers (Leduc Enforcement Services)
- Property assessment
- Community events produced by the City of Leduc

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 citizens? (Base: All respondents who provided an answer. 2023 n=403)

Perceived Changes in Service Quality

- The perceived quality of service provided by the City has increased since 2021 with more citizens feeling that the quality of services provided by the city has increased (12%, up from 6%) or stayed the same (77%, up from 67%). In contrast, only 9% (down from 25%) feel the quality of service has decreased.

Quality of service provided by City of Leduc has...



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

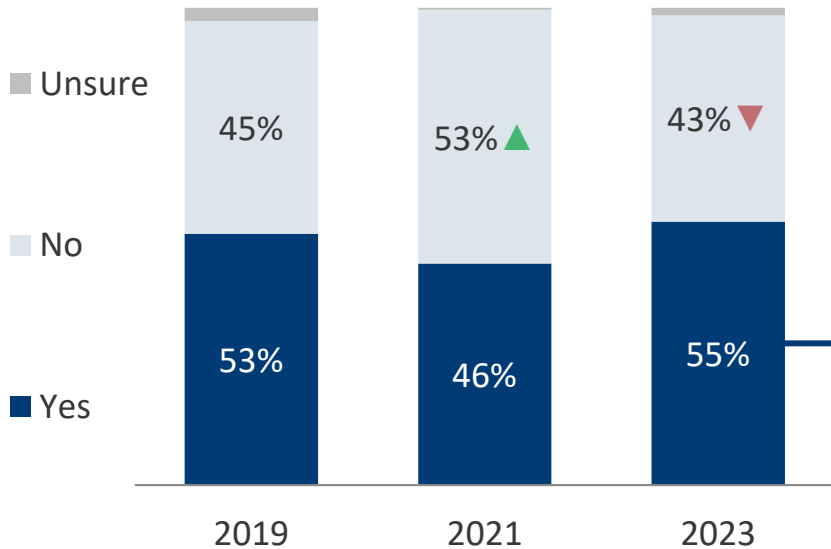
Q8 -- Thinking back over the last 12 months, would you say that the quality of service provided by the City of Leduc has?

(Base: All respondents. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

Satisfaction With City Staff

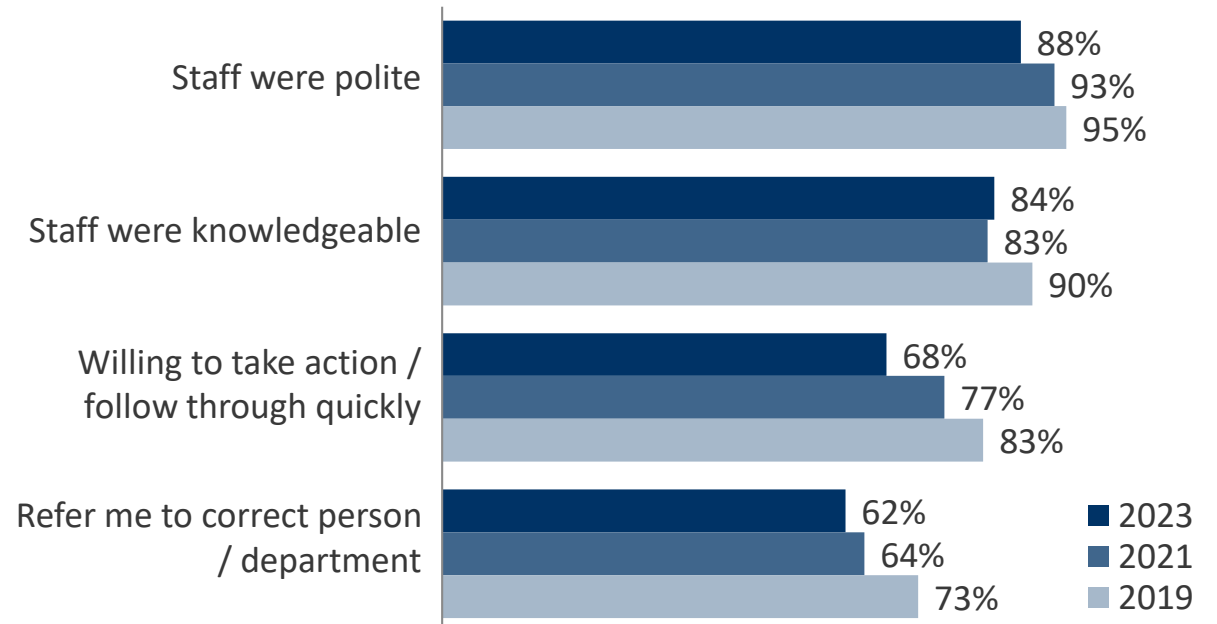
- Just over half (55%) of citizens say they have personally interacted with City staff while accessing a service in the past year.
- Similar to previous years, staff are most often viewed as *polite, knowledgeable, and willing to take action / follow through quickly*. Although these results are statistically similar to 2021, *polite* and *willing to take action* are both down significantly from 2019.
 - While the difference in results for “refer me to correct person / department” between 2023 and 2019 would generally be considered important, the base sizes are smaller because it is only among those who have interacted with staff. This means the margin of error is larger and we would therefore need a larger difference in response to consider the results significant.

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



Agreement that...

% (5) Strongly agree + % (4)



▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence 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. 2023 n=403; 2021 n=401; 2019 n=404)

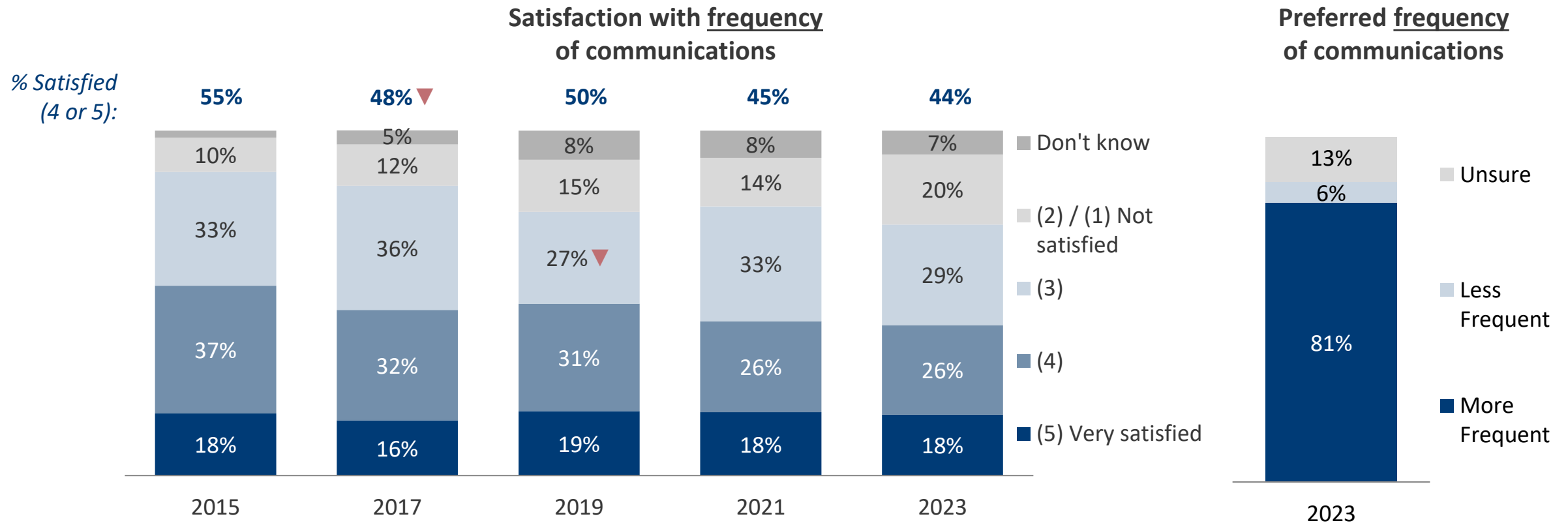
Q11 -- Thinking of your most recent experience with the City of Leduc, I'm going to ask you a number of questions about the service you received.
 (Base: Respondents who interacted with city staff in the past 12 months. 2023 n=204; 2021 n=176; 2019 n=219)



DETAILED FINDINGS:
City Communications & Website

Satisfaction with Communication Frequency

- Nearly half of citizens (44%) are satisfied with how *frequently the city communicates* with them. Although this is similar to the 2021, it is down from earlier years.
- Most of those that were not satisfied in 2023 (81%) would like the city to communicate with them more frequently.



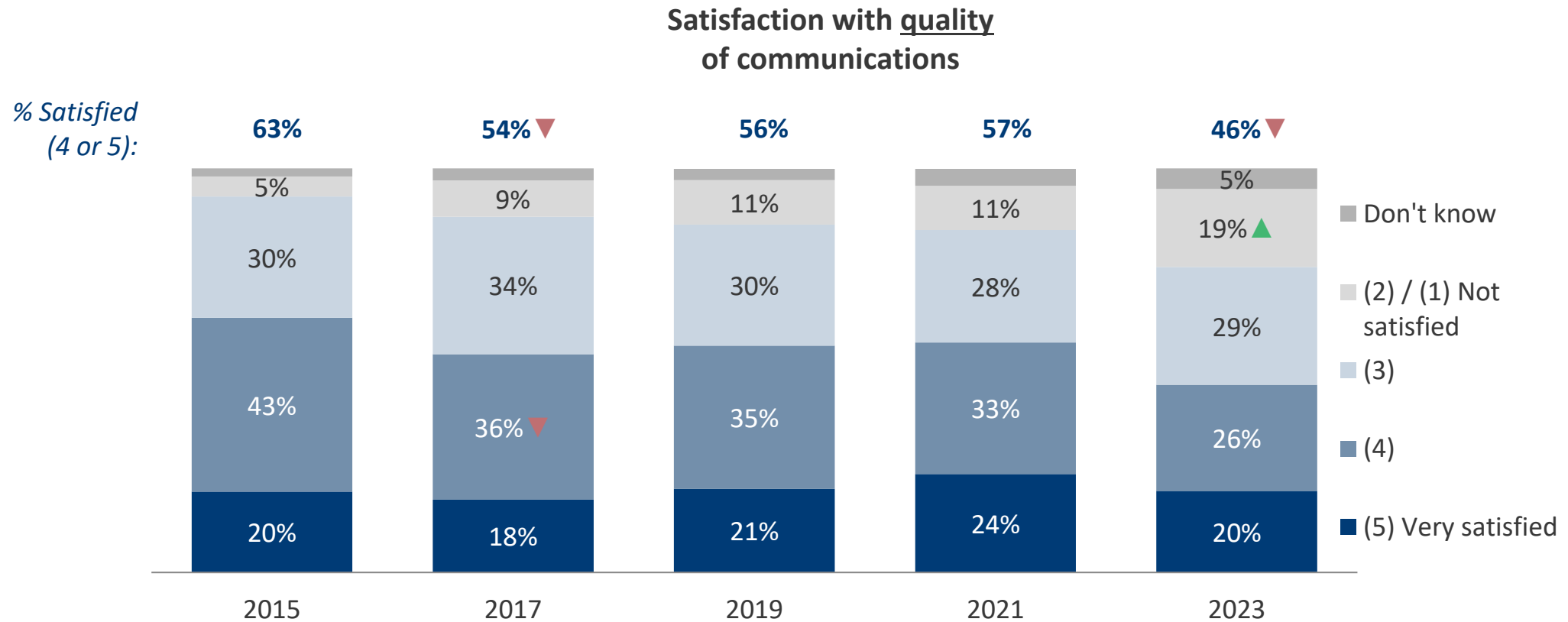
▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level).

Q12 -- Turning now to how the City of Leduc communicates with citizens ... how satisfied are you with how frequently the City communicates with citizens? (Base: All respondents. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

Q44 -- Would you prefer that the City of Leduc communicated with you...? (Base: Respondents unsatisfied with the frequency of communications 2023; n=197)

Satisfaction with Communication Quality

- However, fewer citizens (46%) are satisfied with the *overall quality of communications* they receive from the city than in 2021. Although we cannot be certain, this decrease may be related to the recently settled lawsuit. One way to evaluate this will be to review results in the 2025 Citizen Satisfaction Survey to see if there is a rebound in the satisfaction with the quality of communications from the city.



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

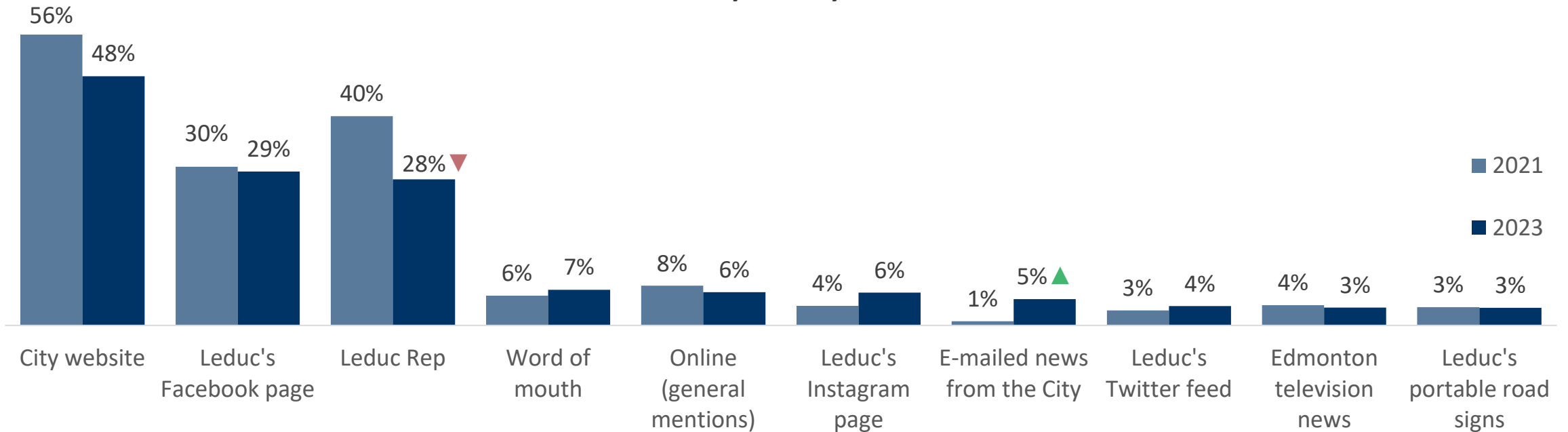
Q12 -- Turning now to how the City of Leduc communicates with citizens ... how satisfied are you with the overall quality of communication from the City?

(Base: All respondents. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

Preferred Source for City Information (Top 10 answers)

- The *City website* (48%), *Facebook page* (29%), and *Leduc Representative* (28%) are the most preferred sources to stay up-to-date on news, programs, and services being offered by the City. Note that fewer citizens are turning to the Leduc Representative in 2023 than 2021.
- Additionally, more citizens are using *e-mailed news from the City* as their primary source of information in 2023 compared to 2021.
 - Results are not trended between 2017/2019 and 2021/2023. In 2021, the question changed from “What source would you prefer to receive City of Leduc news from?” to its current wording causing results to not be comparable in a statistically valid way.

Top 10 sources typically used to stay up-to-date on news, programs and services being offered by the City of Leduc



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

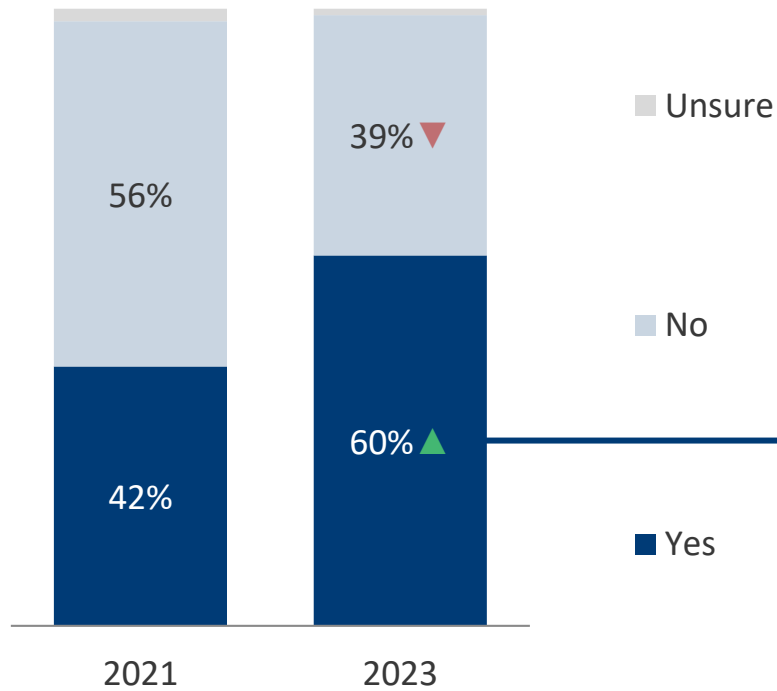
Q13 -- What sources do you typically seek out in order to stay up-to-date on news, programs and services being offered by the City of Leduc?

(Base: All respondents. 2023 n=403; 2021 n=401)

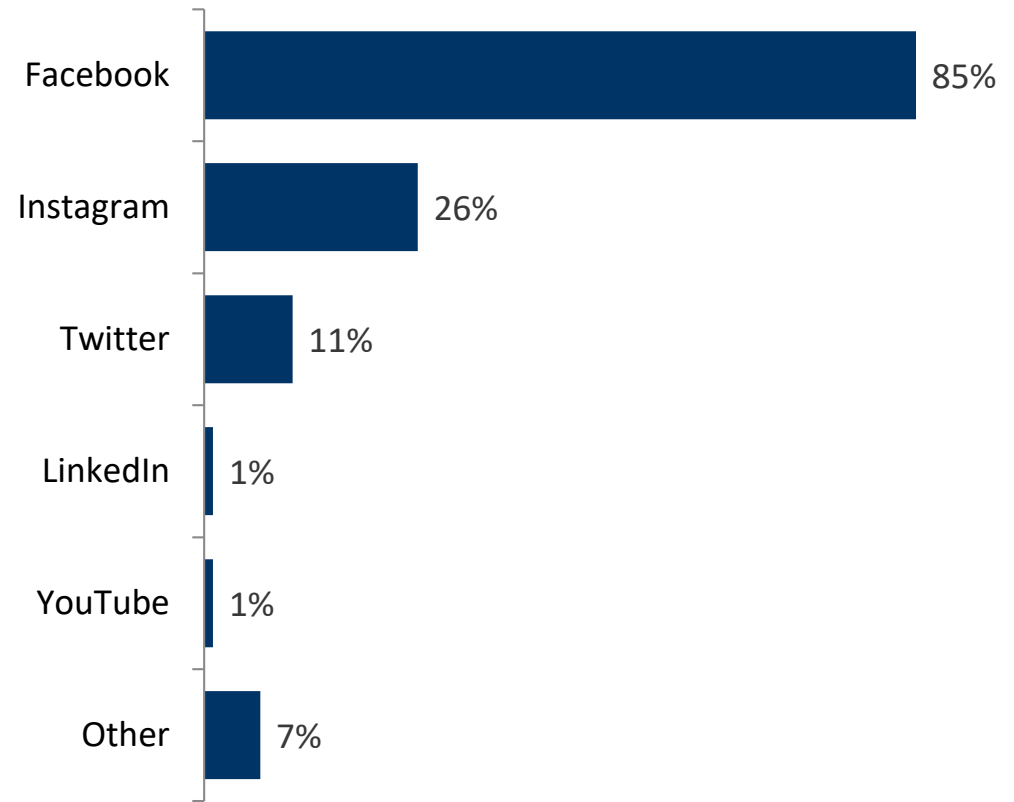
Social Media Platform Activity

- More than half (60%) of respondents follow the city on social media platforms, which is a higher proportion than in 2021.
- Of those who follow the City, almost all are doing so on Facebook (85%) followed by about one-quarter of those following on Instagram (26%).

Do you follow the City of Leduc on any social media platforms?*



Which social media platforms are you using to follow the City of Leduc?



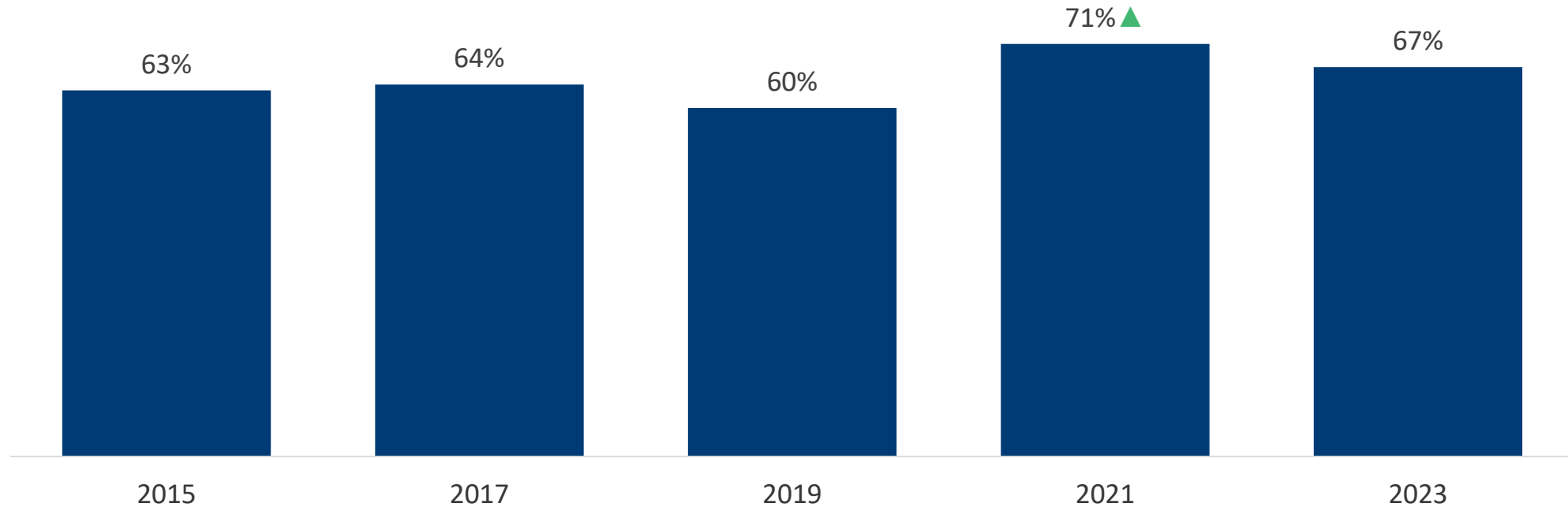
*The question 'Do you follow the City of Leduc on any social media platforms?' was not asked in the 2023 survey but was coded afterward based on Q42 in order to compare with the 2021 results.

Q42 -- Which social media platforms are you using to follow the City of Leduc?
 (Base: All respondents. 2023 n=403, Those who follow the City on social media n=193)

Website Visitation

- Similar to previous years, about two-thirds of citizens (67%) have visited the City of Leduc website in the past 6 months.

Have you visited the City of Leduc website in the past six months?
(% Yes)



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

Q14 -- Have you visited the City of Leduc website in the past six months?

(Base: All respondents. 2023 n=403; 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

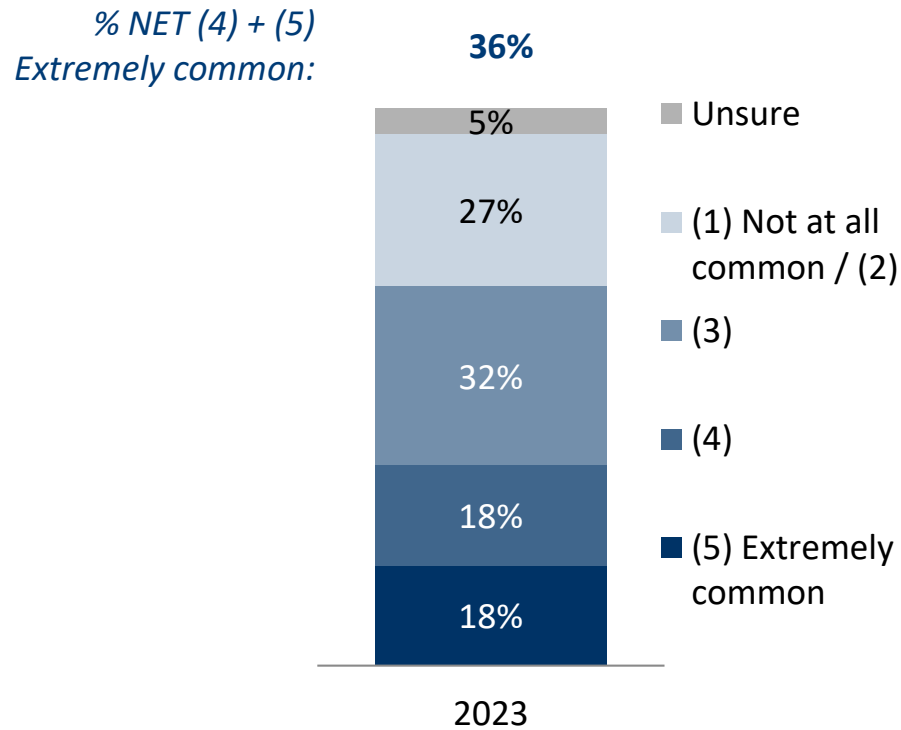


DETAILED FINDINGS: Perspectives on Homelessness in Leduc

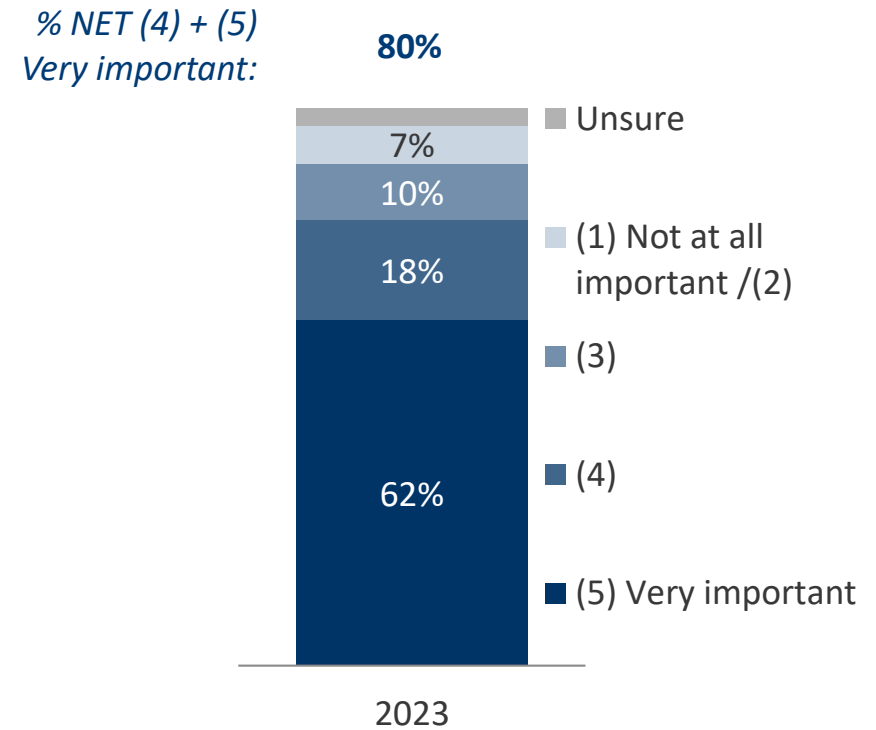
Homelessness in the City of Leduc

- About three out of ten (36%) citizens think homelessness is common in the city.
- Most citizens (80%) think it is important to reduce homelessness in the city, with 62% saying it is very important.

Perceived commonness of homelessness



Importance of reducing homelessness

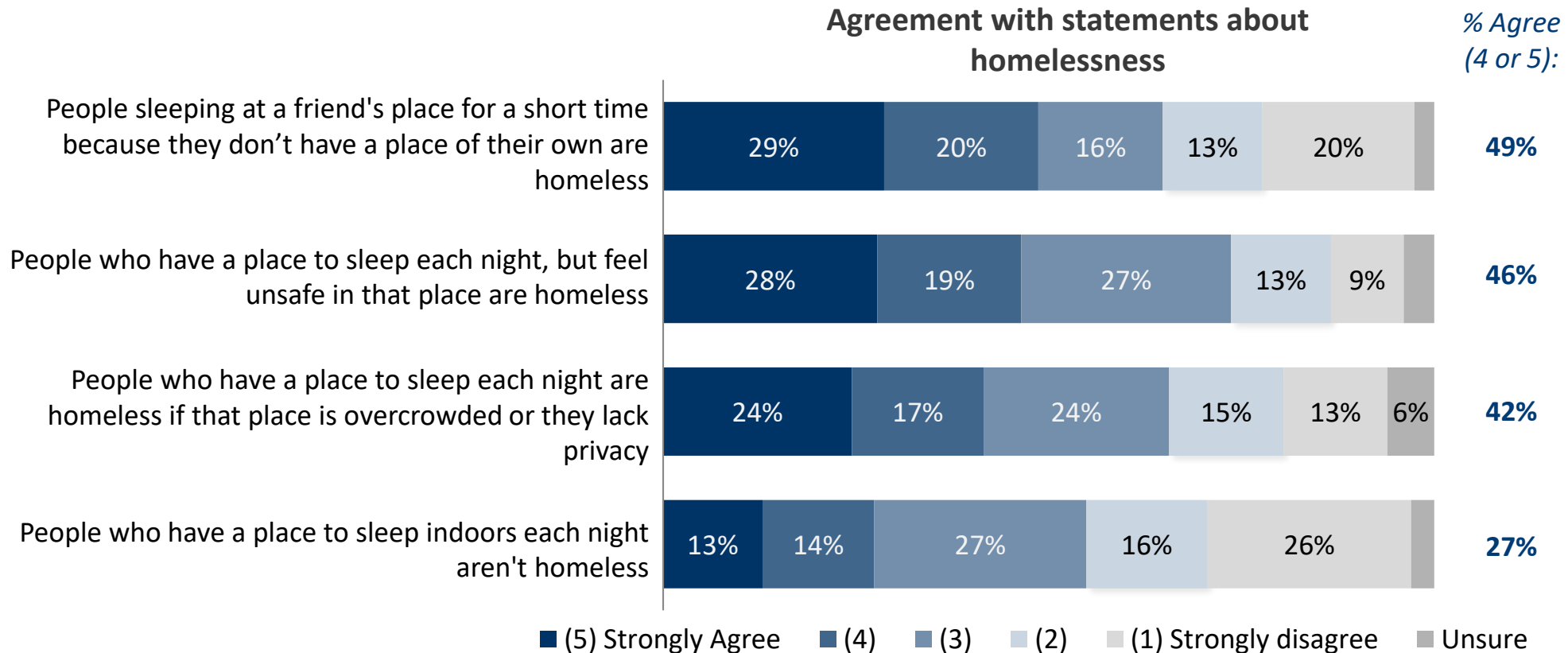


Q38 -- How common do you think homelessness is in the City of Leduc?
(Base: All respondents. 2023 n=403)

Q39 -- How important do you think it is to reduce homelessness in the City of Leduc?
(Base: All respondents. 2023 n=403)

Definitions of Homelessness

- Almost half of citizens think that *people sleeping at a friend's place for a short time because they don't have a place of their own are homeless* (49%) and *people who have a place to sleep each night, but feel unsafe in that place are homeless* (46%).
- Additionally, someone *having a place to sleep each night, but that place is overcrowded or they lack privacy* is also often considered homeless (42%).
- Finally, only about one-quarter (27%) of citizens think that someone *having a place to sleep indoors each night* is not homeless.





APPENDIX: Respondent Profile

Weighted Respondent Profile [1/2]

Age	Total
18 to 34 years	16%
35 to 54 years	44%
55 years and up	33%
Prefer not to say	7%

Gender	Total
Male	47%
Female	50%
NET Other	0%
Prefer not to say	3%

Area	Total
Northwest Quadrant	24%
Southwest Quadrant	13%
Northeast Quadrant	15%
Southeast Quadrant	40%
Other	7%

Years in Leduc	Total
5 or fewer years	15%
6 to 10 years	25%
11 to 20 years	27%
21 to 40 years	25%
41 years or longer	8%

Do you pay...	Total
Residential property taxes?	83%
Commercial property taxes?	4%
Neither	14%
Unsure	1%
Prefer not to answer	1%

Weighted Respondent Profile [2/2]

<i>Household Income</i>	Total
Less than \$50,000	13%
\$50,000 to \$99,999	30%
\$100,000 to \$149,999	15%
\$150,000 to \$199,999	19%
\$200,000 or more	10%
Prefer not to answer	11%
Unsure	1%

<i>Children in Household</i>	Total
NET Adolescent Children	36%
0 to 11 years old	26%
12 to 17 years old	21%
Adult children	14%
None	54%
Prefer not to answer	1%

<i>Employment Status</i>	Total
Working FT (30+ hours/week), including self-employment	59%
Working PT (<30 hours/week), including self-employment	8%
Homemaker	2%
Student	1%
Not employed for some other reason	4%
Not employed but looking for work	3%
Retired	22%
Prefer not to answer	1%

<i>Parents in Household</i>	Total
Yes	13%
No	87%
Prefer not to answer	1%



APPENDIX: Web Survey Results

94 citizens completed a web survey between June 1st and June 24th, 2023. Those who completed the web survey were not drawn from the City population using probability sampling so the results are not a reliable representation of the residents of Leduc.

Quality of Life / Community Direction [1/3]

Quality of Life in Leduc

NET Excellent + very good	38%
Excellent	10%
Very good	29%
Good	41%
Fair	15%
Poor	5%

Would you say Leduc is on the...?

Right track	19%
Wrong track	46%
Unsure	35%

Wrong track because... [Top 3]

Lawsuit Against City	44%
Not happy with council	40%
Poor money management	28%

Likelihood of Recommending Leduc

Lawsuits / Sexual harassment or assault / Veritas report / Fire department scandal	44%
Not happy with council	40%
Poor money management / spending money on the wrong things	28%
Not happy with mayor	21%
Unsatisfied with city services	12%
Lack of leadership	12%
Focused only on some not all citizens	9%
Don't agree with some politics, values, or decisions taken by city council / mayor	9%
High taxes	7%
Mayor / council not listening to or not in-touch with residents	5%
Other	2%
Don't know / No comment	7%

Likelihood of Recommending Leduc

NET Promoters (9-10)	12%
NET Passives (7-8)	37%
NET Detractors (0-6)	51%
10 - Extremely likely	11%
9	1%
8	20%
7	17%
6	18%
5	12%
4	2%
3	4%
2	5%
1	2%
0 - Not at all likely	7%

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. 2023 n=94)

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, excluding those who answered "Don't know". 2023 n=94)

Q6 -- Overall, would you say that the City of Leduc is on the right track, or the wrong track? (Base: All respondents. 2023 n=94)

Q6wrong -- Why do you say that City Council is leading the City in the wrong direction? (Base: Respondents who say that the City of Leduc is on the wrong track. 2023 n=43)

Quality of Life / Community Direction [2/3]

Factors for a High Quality of Life

Location/close to Edmonton/airport/Nisku	54%
Parks/multi-way path system	44%
Recreation facilities/Leduc Recreation Centre	37%
Leduc has everything you need/all the amenities	33%
City size - it's just the right size for me/my family	32%
Friendly neighbours/community spirit	23%
Safety	20%
Good Services	17%
Good shopping	5%
Other	0%
Nothing	3%
Unsure	1%

Factors for a Low Quality of Life

Crime/drugs/vandalism	46%	General negative comments about the Mayor / City	11%
Traffic congestion/speeding	37%	Lack of safety	6%
High taxes	37%	Noisy/airplane noise/traffic noise	5%
Hospital issues	29%	Poor services	5%
Lack of variety of businesses/shopping/restaurants	27%	Other infrastructure mentions	2%
Issues caused by the provincial or federal government	21%	Little low-income housing / support for people experiencing homelessness	2%
Snow removal/street cleaning	15%	Other	4%
Population Issues	13%	Unsure	2%
Mentions of the lawsuit	12%	Nothing	3%

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? (Base: All respondents. 2023 n=94)

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? (Base: All respondents. 2023 n=94)

Quality of Life / Community Direction [3/3]

Most important priorities facing the City of Leduc

Keeping taxes low	45%	Traffic control and improvement	14%
Keeping up / maintaining infrastructure	37%	Economy / Stable jobs / More job opportunities	13%
Budget control / spending	37%	Lack of entertainment / activities for children / youth / families	2%
Managing population growth / development / maintaining small town atmosphere	32%	Affordable housing	1%
Crime / Law enforcement	31%	Homelessness / support for people experiencing homelessness	1%
Road maintenance / services / development	22%	Other	5%
65th Avenue overpass construction	18%	Nothing	0%
General negative comments about the Mayor / City Council	16%	Unsure	0%
Any mention of the lawsuit, Equity, Diversity, Inclusion (EDI), respect in the workplace, psychological safety	15%		

Satisfaction with City Services [1/3]

Satisfaction with Services Provided by the City of Leduc

	<i>% Satisfied (4-5)</i>
Waste collection and diversion	66%
Leduc Recreation Centre and other recreation facilities	63%
Leduc Public library	61%
Outdoor recreational amenities	52%
Police services (RCMP)	43%
City programs	41%
Community events produced by the City of Leduc	36%
Emergency medical services	35%
Fire response services	30%
Road maintenance and construction	29%
Bylaw enforcement/Peace Officers (Leduc Enforcement Services)	26%
Property assessment	17%
Leduc Transit & Leduc Assisted Transportation Services	15%

Satisfaction with City Services [2/3]

Quality of City Services Over the Past 12 Months

NET Increased or remained the same	50%
Increased	4%
Remained about the same	46%
Decreased	47%
Unsure	3%

Overall Satisfaction with City Services / Programs

NET Satisfied (4,5)	32%
5 - Very satisfied	10%
4	22%
3	45%
2	9%
1 - Not at all satisfied	13%
Unsure	2%

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. 2023 n=94)

Q9 -- Taking into consideration all City of Leduc services and programs overall how satisfied are you with the services and programs provided by the City of Leduc to citizens? (Base: All respondents. 2023 n=94)

Satisfaction with City Services [3/3]

Interactions with City Staff when Accessing City Services

Yes	72%
No	20%
Unsure	7%

Agreement with Statements Regarding City Staff

City staff were polite	62%
City staff were knowledgeable	51%
City staff were able to refer you to the correct person or department if they couldn't help you	47%
City staff were willing to take action or to follow through quickly	38%

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. 2021 n=94)

Q11 -- Thinking of your most recent experience with the City of Leduc, how much do you agree or disagree that...? (Base: Respondents who interacted with city staff in the past 12 months. 2021 n=68)

City Communications & Website [1/2]

Satisfaction with the City of Leduc Regarding...

	<i>% Satisfied (4-5)</i>
The overall quality of communication from the City	26%
How frequently the City communicates with citizens	26%

Preferred Frequency of Communication

More frequently	70%
Less frequently	3%
Unsure	27%

*Sources for Information Related to the City**

Leduc's Facebook page	59%
City website: www.leduc.ca	48%
Leduc Rep (local newspaper)	32%
Leduc's portable road signs	27%
Leduc's Instagram page	16%
The Leduc Radio Station	12%
E-mailed news from the City of Leduc	12%
Direct mail to home	10%
Word of mouth/friends/relatives	10%
Inserts with City Utility Bill	7%
Brochures or flyers in City of Leduc facilities	7%
Leduc's Twitter feed	7%
Leduc's stationary electronic message boards	7%

* Sources of information mentioned by less than 7% of respondents are excluded.

Q12 -- Turning now to how the City of Leduc communicates with citizens, how satisfied are you with the [frequency / overall quality] of communication from the City? (Base: All respondents. 2023 n=94)

Q44 -- Would you prefer that the City of Leduc? (Base: Respondents unsatisfied with the frequency of communications. 2023 n=64)

Q13 -- What sources do you typically seek out in order to stay up-to-date on news, programs and services being offered by the City of Leduc? (Base: All respondents. 2023 n=94)

City Communications & Website [2/2]

Following City of Leduc on Social Media Platforms

Facebook	74%
Instagram	30%
Twitter	17%
LinkedIn	4%
YouTube	1%
Other	1%
None	14%
Unsure	1%

Visited the City Website in the Past 6 Months

Yes	88%
No	9%
Unsure	3%

Q42 – Which social media platforms are you using to follow the City of Leduc? (Base: All respondents. 2023 n=94)

Q14 -- Have you visited the City of Leduc website in the past six months? (Base: All respondents. 2021 n=94)

Perspectives on Homelessness

Perceived Commonness of Homelessness

NET Common (4,5)	65%
5 – Extremely common	32%
4	33%
3	20%
2	10%
1 – Not at all common	4%
Unsure	1%

Importance of Reducing Homelessness

NET Important (4,5)	79%
5 – Very important	66%
4	13%
3	10%
2	3%
1 – Not at all important	6%
Unsure	2%

Agreement with Statements Defining Homelessness

	<i>% Agree (4-5)</i>
People sleeping at a friend's place for a short time because they don't have a place of their own are homeless	38%
People who have a place to sleep each night are homeless if that place is overcrowded or they lack privacy	36%
People who have a place to sleep each night, but feel unsafe in that place are homeless	35%
People who have a place to sleep indoors each night aren't homeless	15%

Q38– How common do you think homelessness is in the City of Leduc? (Base: All respondents. 2023 n=94)

Q39– How important do you think it is to reduce homelessness in the City of Leduc? (Base: All respondents. 2023 n=94)

Q40– To what extent you agree or disagree with each of the following statements? (Base: All respondents. 2023 n=94)

Respondent Profile [1/2]

Age	Total
18 to 34 years	13%
35 to 54 years	51%
55 years and up	21%
Prefer not to say	15%

Gender	Total
Male	32%
Female	63%
NET Other	2%
Prefer not to say	3%

Area	Total
Northwest Quadrant	34%
Southwest Quadrant	13%
Northeast Quadrant	10%
Southeast Quadrant	32%
Other	12%

Years in Leduc	Total
5 or fewer years	16%
6 to 10 years	14%
11 to 20 years	36%
21 to 40 years	23%
41 years or longer	11%

Do you pay...	Total
Residential property taxes?	84%
Commercial property taxes?	9%
Neither	10%
Unsure	2%
Prefer not to answer	4%

Respondent Profile [2/2]

<i>Household Income</i>	Total
Less than \$50,000	11%
\$50,000 to \$99,999	12%
\$100,000 to \$149,999	23%
\$150,000 to \$199,999	18%
\$200,000 or more	12%
Prefer not to answer	23%
Unsure	1%

<i>Children in Household</i>	Total
NET Adolescent Children	44%
0 to 11 years old	22%
12 to 17 years old	24%
Adult children	26%
None	31%
Prefer not to answer	10%

<i>Employment Status</i>	Total
Working FT (30+ hours/week), including self-employment	68%
Working PT (<30 hours/week), including self-employment	5%
Homemaker	7%
Student	1%
Not employed for some other reason	0%
Not employed but looking for work	1%
Retired	12%
Prefer not to answer	5%

<i>Parents in Household</i>	Total
Yes	18%
No	79%
Prefer not to answer	3%



APPENDIX: Survey Methodology Summaries

Telephone Survey Methodology

Research sponsor (including all financial sponsors)	City of Leduc
Research/data collection supplier	Advanis
Population represented	City of Leduc Residents
Sample size	n=403
Mode of data collection	Telephone survey (English only)
Source of sample	Advanis General Population Random Sample, ASDE Listed & Unlisted RDD landline numbers
Type of sample	Telephone numbers
Sample design	All sample contacted
Start and end dates of data collection	June 1st, 2023 to June 24th, 2023
Strategies used to gain cooperation	Request permission on the phone
Margin of sampling error for total sample	+/- 4.9 percentage points at the 95% confidence level
Is data weighted?	Yes, by age, gender (using the 2021 Federal Census), and area of residence within Leduc (according to the 2019 Leduc census) as well as phone ownership rates in Alberta as of 2019 according to Statistics Canada's Survey of Household Spending
Contact for more information	Patrick Kyba, pkyba@advanis.net Advanis (780) 229-1135
Survey text	Provided in appendix

Advanis is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the [CRIC Public Opinion Research Standards and Disclosure Requirements](#).

Web Survey Methodology

Research sponsor (including all financial sponsors)	City of Leduc
Research/data collection supplier	Advanis
Population represented	City of Leduc Residents
Sample size	n=94
Mode of data collection	Online survey (English only)
Source of sample	Open web link advertised by the City of Leduc
Type of sample	Those who saw the link to the survey
Sample design	N/A (open web link survey)
Start and end dates of data collection	June 1st, 2023 to June 24th, 2023
Strategies used to gain cooperation	Link was advertised by the City of Leduc and residents were encouraged to complete the survey
Margin of sampling error for total sample	Not applicable as sample methodology is not random
Is data weighted?	No
Contact for more information	Patrick Kyba, pkyba@advanis.net Advanis (780) 229-1135
Survey text	Provided in appendix

Advanis is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the [CRIC Public Opinion Research Standards and Disclosure Requirements](#).



APPENDIX: Questionnaire

Survey

Citizen Satisfaction Survey 2023

City of Leduc



Languages: English

CATIInt

Leduc is pronounced "Le Duke"

Hello. This is _____ calling from **Advanis** on behalf of the City of Leduc. We are conducting a study about city services and would like to include your views.

Can I speak to the youngest person in your household over the age of 18?

IF NEEDED: Depending on your answers, the survey will take approximately 15 minutes to complete.

- 1 Yes, continue on the phone
- 3 Callback later (use sparingly)
- 2 No - Refused
- 8 No, under 18
- 9 I do not live in Leduc/No longer live in Leduc

Refcontact Show if *CATIInt refused (CATIInt = 2)*

Thank you for your time. Good-bye.

Status Code: 1000

CBcontact Show if *(CATIInt1 callback (CATIInt = 3))*

Arrange callback.

Status Code: 1001

T0 Show if *Not Leduc Resident (CATIInt = 9)*

Thank you for your time. We're looking to speak with residents of the City of Leduc. Those are all of my questions.

Status Code: 501

Tage Show if *Under18 (CATIInt = 8)*

Unfortunately, you must **18** or older to participate in this survey.

Status Code: 502

Q19

What is your age?

Minimum: 10, Maximum: 120

- 8 Prefer not to answer

Tage2 Show if *Age under 18 (Q19 < 18)*

Unfortunately, you must be 18 or older to participate in this survey.

Status Code: 502

Q19a Show if *Q19 = Prefer not to answer*

In order to be eligible for this survey, please confirm that you are over the age of 18.

- 1 I am 18 years old or older
- 2 I am 17 years old or younger
- 8 Prefer not to answer

Tage3 Show if *Q19a = 2, Prefer not to answer*

Unfortunately, you must **18** or older to participate in this survey.

Status Code: 502

QC

About how long have you lived, worked or owned property in the City of Leduc?

If you have lived, worked or owned property in the City of Leduc for between 6 months and 1 year, then enter 1 year.

Minimum: 1, Maximum: 99

_____ years

- 8 Less than 6 months
- 9 Not a Leduc resident

T0b Show if *NotLeducResident (QC = Not a Leduc resident)*

Thank you for your time. We're looking to speak with residents of the City of Leduc. Those are all of my questions.

Status Code: 501

T0c Show if *Lived in Leduc for less than 6 months (QC = Less than 6 months)*

Thank you for your time. We're looking to speak with residents of the City of Leduc who have lived here for at least 6 months. Those are all of my questions.

Status Code: 505

Survey

QA

How would you describe your gender identity or expression?

[DO NOT READ LIST]

- 1 Male
- 2 Female
- 4 Trans Woman - Male to Female (MtF)
- 5 Trans Man - Female to Male (FtM)
- 6 Gender-fluid
- 7 Non-binary
- 8 Two-spirit
- 3 Other (specify) _____
- 8 Prefer not to say

QD

Which quadrant of the city do you live in?

DO NOT READ areas within each quadrant; if a respondent mentions one of these areas, select the corresponding quadrant

If a respondent is confused or does not know, probe which area they reside in and select the corresponding quadrant

- 1 **Northwest:** Deer Valley, Bridgeport, Leduc Estates, Lakeside Estates, West Haven, Woodbend
- 2 **Southwest:** Windrose, Suntree, Blackstone
- 3 **Northeast:** Willow Park, North Telford, South Telford, Linsford Park, Central Business District, Alexandra Park, Northwest Commercial, Saurabh Park
- 4 **Southeast:** Corinthia Park, South Park, Caledonia Park, Tribute, Southfork, Meadowview, Robinson
- 5 Other
- 8 Prefer not to say

Q1

To start, I will first ask you some questions about living in Leduc.

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...?

READ LIST

- 1 Excellent
- 2 Very good
- 3 Good
- 4 Fair
- 5 Poor
- 99 **(DO NOT READ)** Don't know/Not applicable

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?

[DO NOT READ LIST]

Select up to three items

- 1 Recreation facilities/Leduc recreation center
- 2 Location/close to Edmonton/airport/Nisku
- 3 Size/is small
- 4 Safety
- 5 Parks/multi-way path system
- 6 Leduc has everything you need/all the amenities
- 7 Good shopping
- 8 Good Services **Includes quality hospitals, schools, snow removal, bylaw enforcement, etc.**
- 10 Friendly neighbours/community spirit
- 9 Other (specify) _____
- 98 Nothing *(Exclusive)*
- 99 **(DO NOT READ)** Unsure *(Exclusive)*

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?

[DO NOT READ LIST]

Select up to three items

- 1 Traffic congestion/speeding **[Includes / (e.g.) feeder roads, traffic lights, speed of travel, etc.]**
- 2 Lack of variety of businesses/shopping/restaurants
- 3 Crime/drugs/vandalism
- 4 High taxes
- 5 Noisy/airplane noise/traffic noise
- 6 Snow removal/street cleaning
- 7 Lack of safety
- 100 Hospital issues **Includes wait times, quality of care, speed of care, etc.**
- 101 Population issues **Includes high/low density, growth, neighbourhood issues, etc.**
- 102 Issues related to provincial and/or federal governance **Includes income tax, budget reductions, maintenance of highways and/or access ramps, etc.**
- 103 Any mention of the lawsuit *{Show if isCATI (custom: <<current_mode_is("cati")>>)}*
- 9 Other (specify) _____
- 98 Nothing *(Exclusive)*
- 99 **(DO NOT READ)** Unsure *(Exclusive)*

Survey

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?

- 0 0 - Not at all likely
- 1 1
- 2 2
- 3 3
- 4 4
- 5 5
- 6 6
- 7 7
- 8 8
- 9 9
- 10 10 - Extremely likely
- 9 (DO NOT READ) Don't know/Not applicable

Q5

What would you say are the **most** important priorities facing the City of Leduc today?

DO NOT PROBE

[DO NOT READ LIST]

Select all that apply

- 1 65th Avenue overpass construction
- 2 Managing population growth/development/maintaining small town atmosphere
- 3 Keeping up/maintaining infrastructure **Includes facility construction such as rec centres, parks, water mains, sidewalks, etc.**
- 4 Keeping taxes low
- 5 Budget control/spending
- 6 Road maintenance/services/development **Includes public transportation**
- 7 Traffic control and improvement
- 100 Crime / Law enforcement
- 101 Economy / Stable jobs / More job opportunities
- 102 Any mention of: the lawsuit, Equity, Diversity, Inclusion (EDI), respect in the workplace, psychological safety (Show if isCATI (custom: <<current_mode_is("cati")>>))
[Comments related to Covid-19 / Covid-19]
- 8 Other (specify) _____
- 98 Nothing (Exclusive)
- 99 (DO NOT READ) Unsure (Exclusive)

Q6

Overall, would you say that City Council is leading the City in the...

- 1 Right direction
- 2 Wrong direction
- 9 (DO NOT READ) Unsure

Q6wrong Show if (City on wrong track (Q6 = 2))

Why do you say that City Council is leading the City in the wrong direction?

Please do not enter personally identifying information (e.g., name, email address, phone number, mailing address), as anything you enter may be shared with the sponsor of this research.

-9 Don't know / No comment

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?

1. Police services (RCMP)
17. Bylaw enforcement/Peace Officers (Leduc Enforcement Services)
2. Fire response services *
3. Emergency medical services *
7. Leduc Recreation Centre and other recreation facilities *
10. Leduc Public library *
11. Road maintenance and construction
12. Community events produced by the City of Leduc *
13. Leduc Transit & Leduc Assisted Transportation Services *
16. Property assessment *
18. Waste collection and diversion **Includes recycling, eco-station, collection of yard waste ***
20. Outdoor recreational amenities *
21. City programs (e.g., fitness programs, arts and culture program) *

*Levels marked with * are randomized*

- 1 1 Not at all satisfied
- 2 2
- 3 3
- 4 4
- 5 5 Very Satisfied
- 6 (DO NOT READ) Haven't used this service
- 9 (DO NOT READ) Unsure

Q8

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

Read list

- 1 Increased
- 2 Remained about the same
- 3 Decreased
- 9 (DO NOT READ) Unsure

Survey

Q9

Taking into consideration all the City of Leduc services and programs, overall how satisfied are you with the services and programs provided by the City of Leduc to residents?

IF NEEDED: Please use a scale from 1 to 5 where 1 means you are not at all satisfied and a 5 means you are very satisfied.

- 1 1 - Not at all satisfied
- 2 2
- 3 3
- 4 4
- 5 5 - Very satisfied
- 9 (DO NOT READ) Unsure

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?

- 1 Yes
- 2 No
- 9 (DO NOT READ) Unsure

Q11 Show if (Had interactions with City staff (Q10 = 1))

I'm going to ask you about the service you received during your most recent experience with the City of Leduc.

Please provide a rating using a scale from 1 to 5 where 1 means you strongly disagree and 5 means you strongly agree or let me know if any are not applicable to your experience.

2. City staff were knowledgeable *
3. City staff were polite *
4. City staff were willing to take action or to follow through quickly *
6. City staff were able to refer you to the correct person or department if they couldn't help you *

*Levels marked with * are randomized*

- 1 1 - Strongly disagree
- 2 2
- 3 3
- 4 4
- 5 5 - Strongly agree
- 6 (DO NOT READ)]Not applicable
- 9 (DO NOT READ) Unsure

Q12

Turning now to how the City of Leduc communicates with residents, how satisfied are you with...?

IF NEEDED: Please use a scale from 1 to 5 where 1 means you are not at all satisfied and a 5 means you are very satisfied.

1. How frequently the City communicates with residents *
2. The overall quality of communication from the City *

*Levels marked with * are randomized*

- 1 1 - Not at all satisfied
- 2 2
- 3 3
- 4 4
- 5 5 - Very satisfied
- 9 (DO NOT READ) Unsure

Q44 Show if (Unsatisfied with comm frequency (Q12_a = 1,2,3))

Would you prefer that the City of Leduc communicated with you...?

- 1 More frequently
- 2 Less frequently
- 9 (DO NOT READ) Unsure

Q13

What sources do you typically seek out in order to stay up-to-date on city programs and services, or general information about the city?

[ACCEPT UP TO THREE MENTIONS]

If the respondent says more than three items, ask them which three they would prefer the most.

[DO NOT READ LIST]

- 1 Leduc Rep (local newspaper)
- 2 Inserts with City Utility Bill
- 3 Brochures or flyers in City of Leduc facilities
- 4 Direct mail to home
- 5 City website: www.leduc.ca
- 6 Leduc's Instagram page
- 7 Leduc's Facebook page
- 8 Leduc's Twitter feed
- 9 Leduc's stationary electronic message boards
- 10 Leduc's portable road signs
- 11 Attend City Council/committee
- 12 Contact City employee(s)
- 13 Contact Council member(s)
- 15 The Leduc Radio Station: The One - 93.1 FM
- 16 Edmonton newspapers
- 17 Edmonton radio
- 18 Edmonton television - news programs
- 19 Word of mouth/friends/relatives
- 22 E-mailed news from the City of Leduc
- 20 Other (specify) _____
- 21 (DO NOT READ) Unsure *(Exclusive)*



Survey

Q42

Which social media platforms are you using to follow the City of Leduc?

Select all that apply

- ₁ Facebook
- ₃ Instagram
- ₄ LinkedIn
- ₂ Twitter
- ₅ YouTube
- ₆ Other (specify): _____
- ₈ (DO NOT READ) I don't follow the City of Leduc on social media (Exclusive)
- ₉ (DO NOT READ) Unsure (Exclusive)

Q14

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

IF ASKED: The website address is www.leduc.ca

- ₁ Yes
- ₂ No
- ₉ (DO NOT READ) Unsure

Q38

Next I would like to ask you some questions about homelessness in the City of Leduc.

Using a scale from 1 to 5 where 1 means "Not at all common" and 5 means "Extremely common", how common do you think homelessness is in the City of Leduc?

- ₁ 1 - Not at all common
- ₂ 2
- ₃ 3
- ₄ 4
- ₅ 5 - Extremely common
- ₉ (DO NOT READ) Unsure

Q39

Now using a scale from 1 to 5 where 1 means "Not at all important" and 5 means "Very important", how important do you think it is to reduce homelessness in the City of Leduc?

- ₁ 1 - Not at all important
- ₂ 2
- ₃ 3
- ₄ 4
- ₅ 5 - Very important
- ₉ (DO NOT READ) Unsure

Q40

Using the same 5-point agreement scale as before, please tell me to what extent you agree or disagree with each of the following statements.

IF NEEDED: Please use a scale from 1 to 5 where 1 means strongly disagree and 5 means strongly agree.

1. People who have a place to sleep indoors each night aren't homeless *
2. People sleeping at a friend's place for a short time because they don't have a place of their own are homeless *
3. People who have a place to sleep each night, but feel unsafe in that place are homeless *
4. People who have a place to sleep each night are homeless if that place is overcrowded or they lack privacy *

*Levels marked with * are randomized*

- ₁ 1 - Strongly disagree
- ₂ 2
- ₃ 3
- ₄ 4
- ₅ 5 - Strongly agree
- ₉ (DO NOT READ) Unsure

Q18

DO NOT READ : If the respondent hangs up at this point onward, select "Refused" for all remaining questions to complete the survey.

Finally, we have a few questions to group your answers with others at similar life stages as yourself.

What is your current employment status?

DO NOT READ LIST. IF UNSURE WHICH LEVEL TO SELECT, CLARIFY IF NEEDED.

- ₁ Working full time, including self-employment (more than 30 hours per week)
- ₂ Working part time, including self-employment (30 hours per week or less)
- ₆ Not employed but looking for work
- ₃ Homemaker
- ₄ Student
- ₇ Retired
- ₅ Not employed for some other reason
- ₈ (DO NOT READ) Unsure
- ₉ (DO NOT READ) Prefer not to answer

Q37a

Do you have any children under 18 or any adult children living in your household?

Select all that apply

- ₁ Yes - children under 18
- ₂ Yes - adult children
- ₃ No (Exclusive)
- ₉ (DO NOT READ) Prefer not to answer (Exclusive)



Survey

Q37b Show if (Have Children Under 18 in HH (Q37a_1 = 1))

Which of the following age groups are the children under 18 in?

Select all that apply

- 1 0 to 11 years old
- 2 12 to 17 years old
- 9 (DO NOT READ) Prefer not to answer (Exclusive)

Q37c

And do one or more of your parents, or any significant other's parents, live in your household?

- 1 Yes
- 2 No
- 9 (DO NOT READ) Unsure

Q33

Do you pay...

Select all that apply

- 1 Residential property taxes?
- 2 Commercial property taxes?
- 3 (DO NOT READ) Neither (Exclusive)
- 9 (DO NOT READ) Unsure (Exclusive)
- 99 (DO NOT READ) Prefer not to answer (Exclusive)

Q22

Into which of the following categories would you place your total household income before taxes for last year?

READ LIST

- 1 Less than \$50,000
- 3 \$50,000 to less than \$100,000
- 4 \$100,000 to less than \$150,000
- 5 \$150,000 to less than \$200,000
- 6 \$200,000 or more
- 9 (DO NOT READ) Unsure
- 7 (DO NOT READ)]Prefer not to answer

P1 Show if (is Landline (phone_source = 1,4))

Do you personally have a mobile or cellular telephone? Note that this does not include cordless home landline phones, or numbers used solely for business purposes.

IF NEEDED: This is for classification purposes only.

- 1 Yes
- 2 No
- 3 Respondent hung up

P2 Show if (is mobile (phone_source = 2,3))

Do you have a landline telephone number in your household? Note that this does not include cell phones, numbers that are only used by a computer or fax machine, or numbers used solely for business purposes.

IF NEEDED: This is for classification purposes only.

- 1 Yes
- 2 No
- 3 Respondent hung up

End

That's all of the questions I have. Thank you very much for your participation in this important study.

Status Code: -1



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