



ADVANIS

for



2021 Citizen Satisfaction Survey

May 2021

Contents

Background, Objectives & Methodology	3
Key Findings & Recommendations	6
Detailed Findings: Quality of Life & Community Direction	11
Detailed Findings: Satisfaction with City Services	19
Detailed Findings: City Website	27
Detailed Findings: City Communications	32
Detailed Findings: Waste & Recycling Services	35
Detailed Findings: COVID-19 Responses	38
Detailed Findings: Respondent Profile	43
Appendix: Web Sample Results	46



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;
4. Assessing usage of and satisfaction with waste/recycling services; and
5. Establishing citizens' perceptions to the City's COVID-19 pandemic responses.

Methodology

A total of **401** Leduc citizens aged 18 years and over were interviewed by telephone between March 2nd and March 30th, 2021. The telephone sample included both landlines and cellphone numbers. Telephone results are weighted to the age, gender, 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.

The margin-of-error for the telephone results of **401** 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 2021 survey with the results of previous citizen satisfaction surveys conducted in 2013, 2015, 2017, and 2019.

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

In addition to the telephone survey, **892** citizens completed a web survey between March 4th and March 30th, 2021. 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.



KEY FINDINGS

Key Findings

QUALITY OF LIFE & COMMUNITY DIRECTION

- **Most Leduc citizens** (73%, similar to 2019) **rate the overall quality of life in the City as excellent or very good**, while few (5%) rate it as fair or very poor.
 - The most significant factors contributing to a high quality of life in Leduc are 🏡 **small city size** (up from 2019), 🌳 **parks** (up from 2019), and 🏠 **good services**.
 - 🚗 **Traffic**, 🚔 **public safety**, and 🏪 **lack of variety in retailers / restaurants** (up from 2019) are the most significant factors contributing to low quality of life in Leduc.
- **Nearly half of citizens** (45%) **are promoters** of the City of Leduc, and the overall 2021 Net Promoter Score is +34.
 - **Sports fields and outdoor rinks** and **police services** are important drivers for citizens to recommend living in Leduc.
- Leduc citizens consider 🛣️ **maintaining infrastructure**, 👥 **managing population growth / development**, and 🛣️ **road maintenance / services / development** to be the **top civic priorities** in 2021.
- **Nearly all citizens** (87%, similar to 2019) **feel that Leduc is on the right track** but a growing minority (8%, up from 2% in 2019) **feel that Leduc is on the wrong track**.

Key Findings

SATISFACTION WITH CITY SERVICES

- Leduc's top-rated services are 🌳 parks / playgrounds / trails (90% satisfied), 🏊 recreational facilities (85%), 🌸 beautification of public property (85%), 🚒 fire response services (80%), 💧 water / sewer services (79%), and 🏠 emergency services (77%), all rated similar to 2019.
- **About 4-in-5 Leduc citizens (78%) are satisfied overall with the services and programs** provided by the City of Leduc.
 - The **Leduc Recreation Centre and other recreation facilities, emergency medical services, and community events** the main drivers of satisfaction with city services.
- **Fewer citizens** feel that the quality of services has **increased** (6%, down from 11% in 2019) or **stayed the same** (67%, down from 83%) while **more feel the quality of service has decreased** (25%, up from 5%).
 - However, this could simply be citizens responding to the challenges the City has faced due to the Covid-19 pandemic where services have been reduced or temporarily stopped.
- **Approximately half of citizens** (46%, similar to 2019) have interacted with City staff while accessing services with most saying **staff were polite, knowledgeable, and willing to take action / follow through quickly.**

Key Findings

CITY COMMUNICATIONS & WEBSITE

- Similar to 2019, **nearly half of citizens (45%) are satisfied with how frequently the City communicates** with them. Additionally, **slightly over half of citizens (57%) are satisfied with the overall quality** of communications received from the City.
- The **City website (56%), Leduc Representative (40%), and City Facebook page (30%) are where citizens typically seek out news, programs, and services offered by the City.**
- **Fewer than half of citizens (42%)** follow the City on a social media platform, with most active on **Facebook (46%), YouTube (28%), and Instagram (17%).**
- **Nearly three-quarters of citizens (71%, up from 2019) have visited the City of Leduc website** in the past 6 months and **two thirds (66%) are satisfied with the website.**

WASTE & WASTERECYCLING SERVICES

- The most commonly used waste & recycling services includes 🚛 **curbside waste collection (80%** used in past year), ♻️ **curbside blue bag recycling (79%),** and 🗑️ **curbside organic collection (76%)** – all of which are similar to 2019.
- Also similar to 2019, the **vast majority of citizens (82-96%) are satisfied with all waste & recycling services** provided by the City.

Key Findings

CITY RESPONSE TO COVID-19

- **Just over half of citizens (55%)** indicate their shopping habits for personal or essential items have **changed as a result of the COVID-19 pandemic**.
- **Nearly four out of five citizens (78%)** feel **very or somewhat safe** when partaking in **recreational or cultural events** in Leduc during the pandemic.
- In total, **66% are satisfied with the City's COVID-related communication as a whole**.
 - However, citizens prefer to tune into **regional TV newscasts (51% used)** and **provincial websites (34%) for COVID-19 updates** compared to the City's website (8%).
- When asked of interest towards participating in virtual classes, **nearly three-quarters of citizens (73%)** indicate they **would not participate**.
 - **Group fitness classes (14% yes)** was the most well received, although **40% indicated they would be interested in outdoor group fitness classes**.
- **About one-quarter of citizens (27%)** have become more aware of mental health or financial supports made available from the City of Leduc.
 - About **two-thirds (63%) will not need access to any support services** in the next six months while 16% would like **advice about community resources**, 13% would like **counselling or help coping with challenges and/or access to financial supports**.



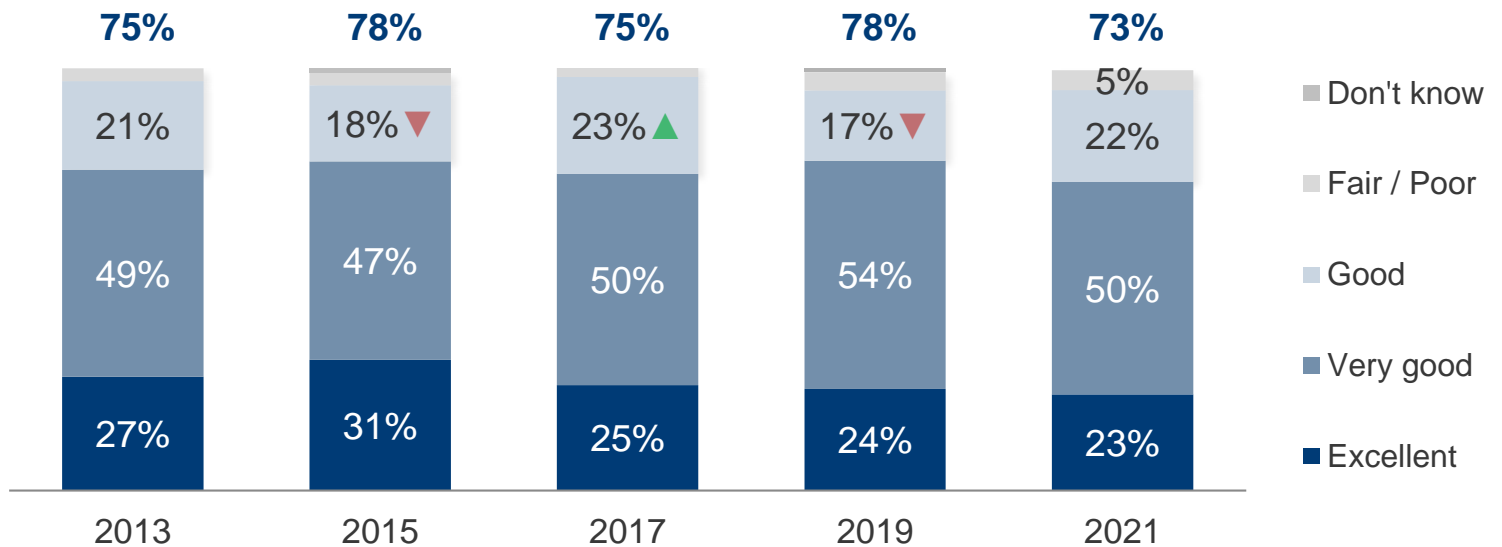
DETAILED FINDINGS: Quality of Life & Community Direction

Quality of Life in Leduc

- In keeping with previous years, most Leduc citizens (73%) rate the overall quality of life in the City as excellent or very good, while very few (5%) rate it as fair or poor.

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).

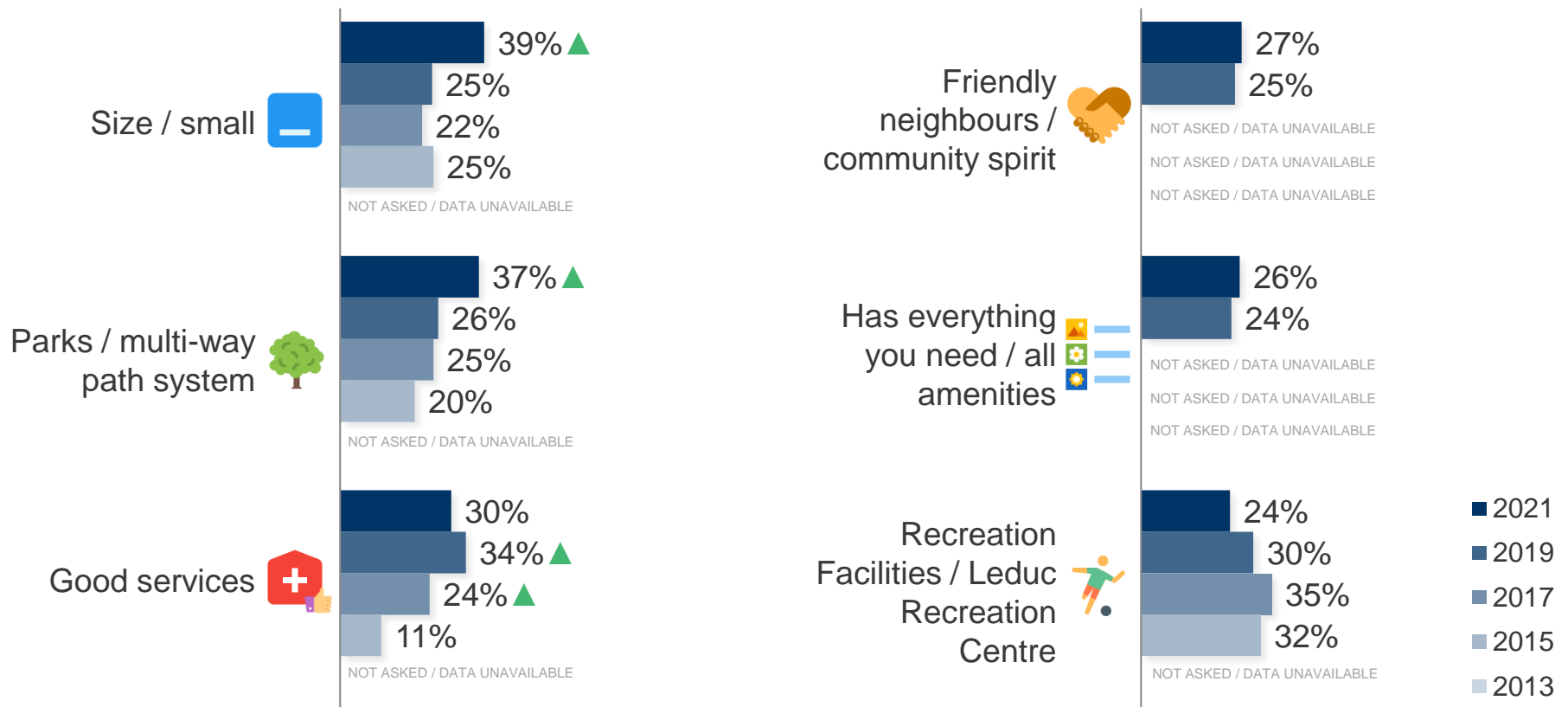
Q1 -- In general, how would you rate the overall quality of life in the City of Leduc? Would you say, overall, the quality of life is ...?

(Base: All respondents. 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 *size of the city, parks / other multi-way path systems, and good services*.
- In fact, the proportion of citizens citing the *size of the city* and *parks / other multi-way path systems* as one of their top 3 contributing factors has increased since 2019.

Most Significant Factors Contributing to High Quality of Life



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

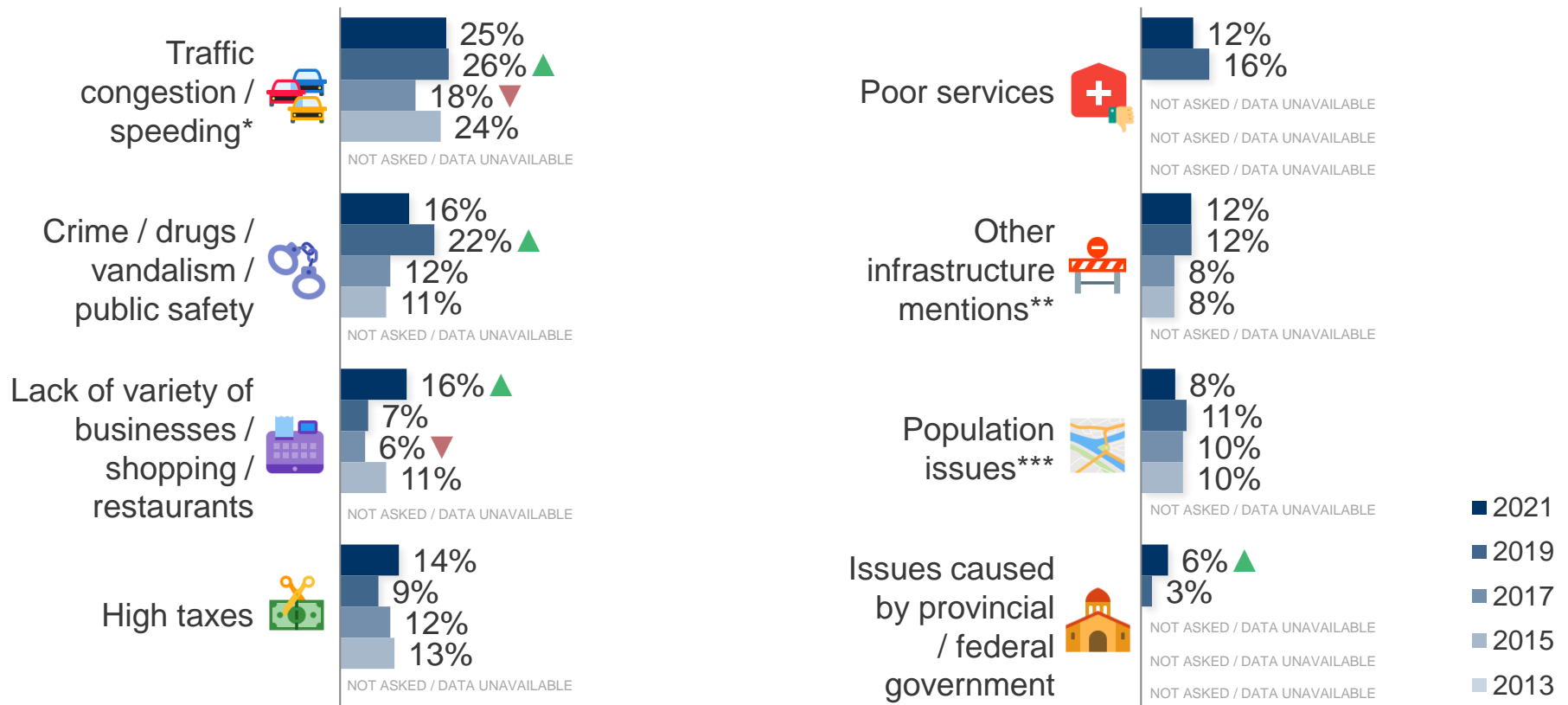
Q2 -- In your opinion, what would you say are the **three** most significant factors contributing to a **high quality** of life in the City of Leduc? Any others?

(Base: All respondents. 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 frequently mentioned the *traffic issues, crime / public safety, and a lack of variety in businesses / restaurants*.
- The *lack of variety in businesses / restaurants* and *issues caused by the provincial / federal government* became larger contributing factors since 2019, which may be related to the Covid-19 pandemic.

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') ** 2013-2017 figures represent 'infrastructure problems'

*** 2013-2017 figures represent 'city planning/land development'

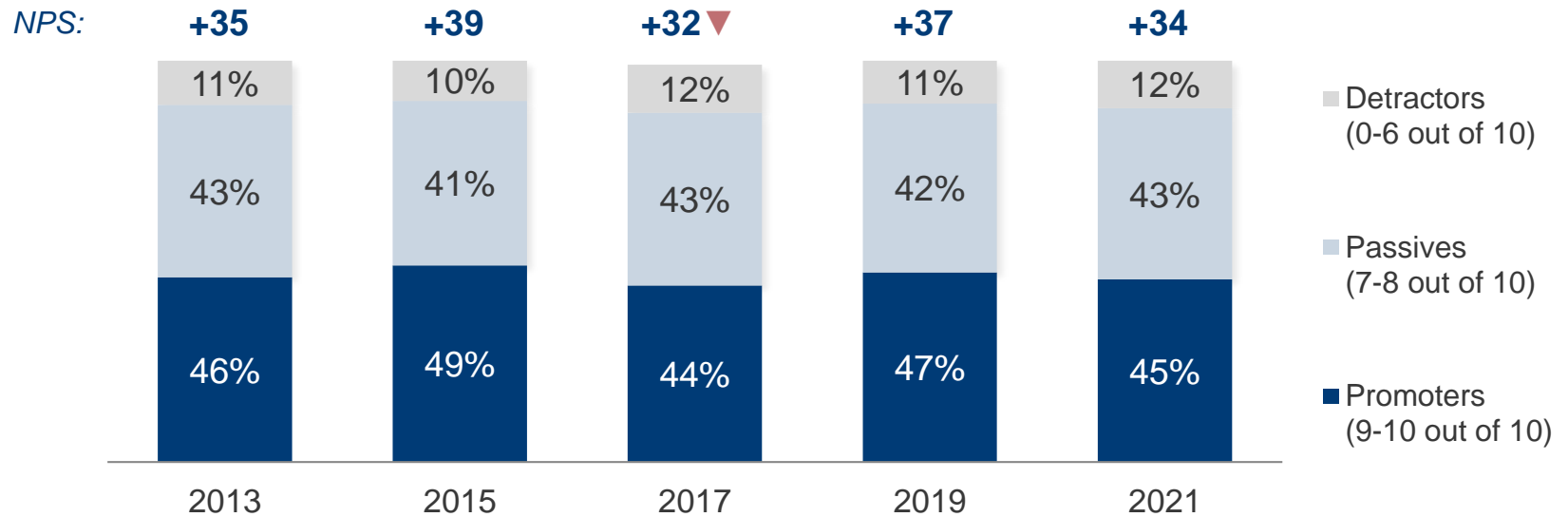
Q3 -- In your opinion, what would you say are the **three** most significant factors contributing to a **low quality** of life in the City of Leduc? Any others?

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

Likelihood of Recommending Leduc

- Nearly half of citizens (45%) are considered City of Leduc promoters, with an overall 2021 *NPS* of **+34**, similar results to 2019.

Likelihood of Recommending Leduc as a Place to Live



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

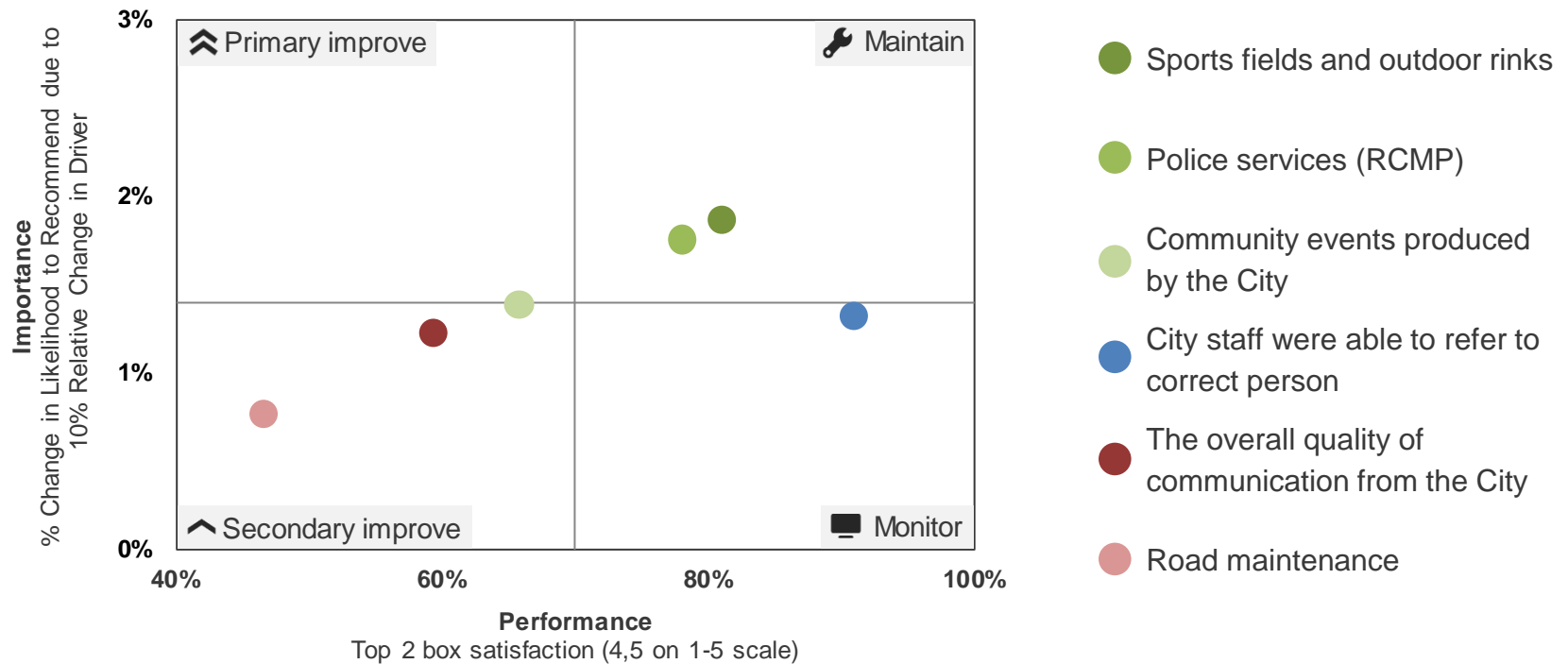
NET Promoter Score (NPS) is calculated by subtracting the Detractor score by from Promoter score (% Promoters - % Detractors)

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

Factors Influencing Likelihood to Recommend

- Maintaining or even improving the services provided by sports fields and outdoor rinks and police services 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 community events, the quality of communication with citizens and road maintenance.

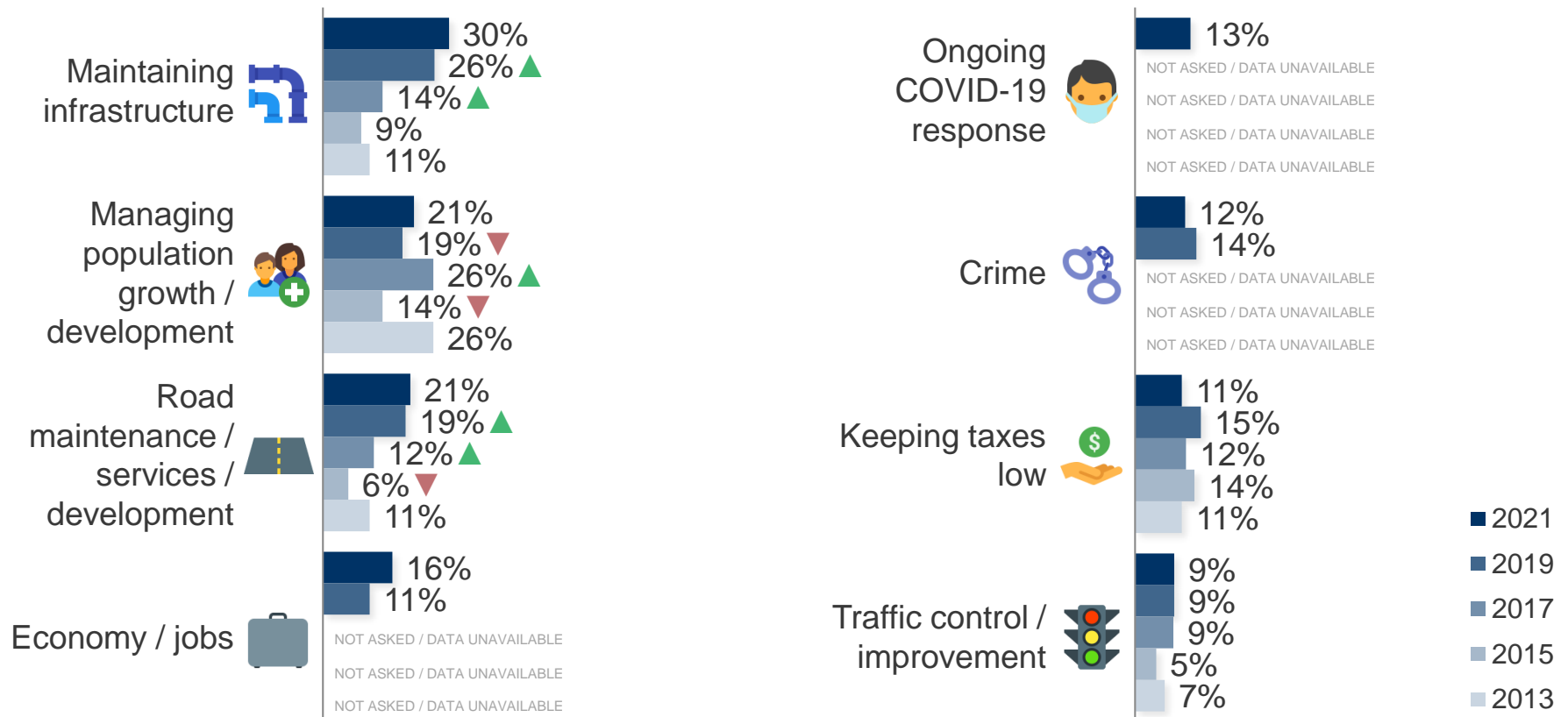
Drivers of Likelihood of Recommending Leduc



Civic Priorities

- Similar to 2019, Leduc citizens consider *maintaining infrastructure, managing population growth / development, and road maintenance / service / development* as top civic priorities.
- About one in eight feel that the *ongoing COVID-19 response* a high civic priority. This is similar to the percent who feel that *crime and keeping taxes low* are top priorities.

Top Civic Priorities



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

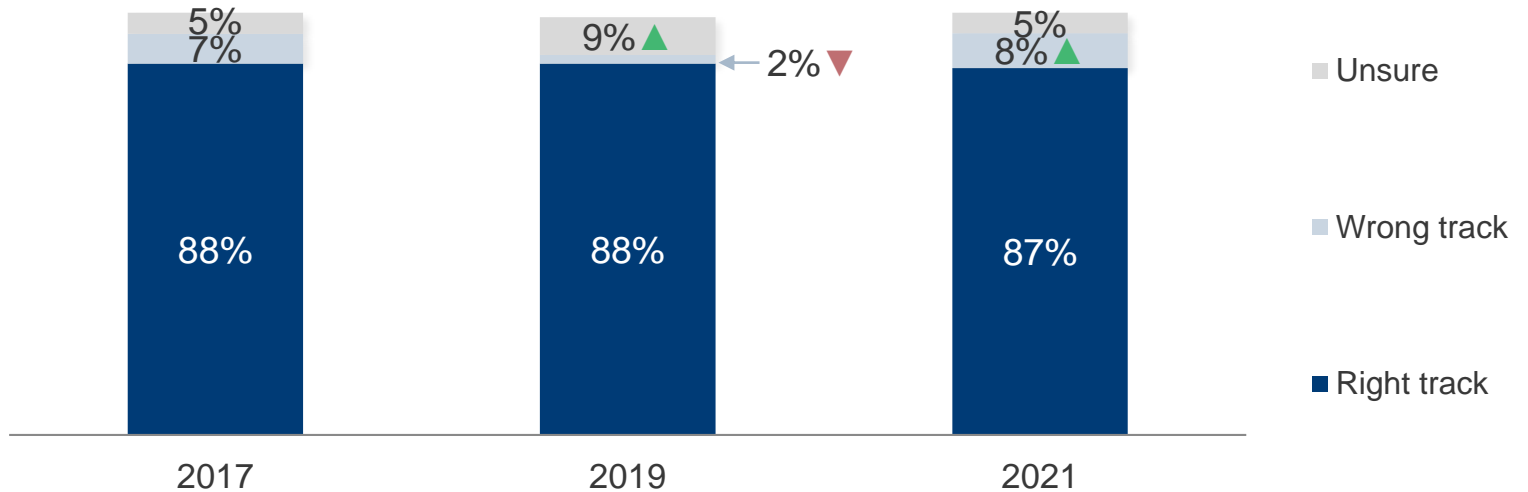
Q5 -- Thinking about the City of Leduc, what would you say are the most important priorities facing the City of Leduc Council today?

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

Community Direction

- Nearly all citizens (87%) feel the City of Leduc is on the *right track*, similar to 2019.
- However, more citizens feel the city is on the *wrong track* than in 2019.

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



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

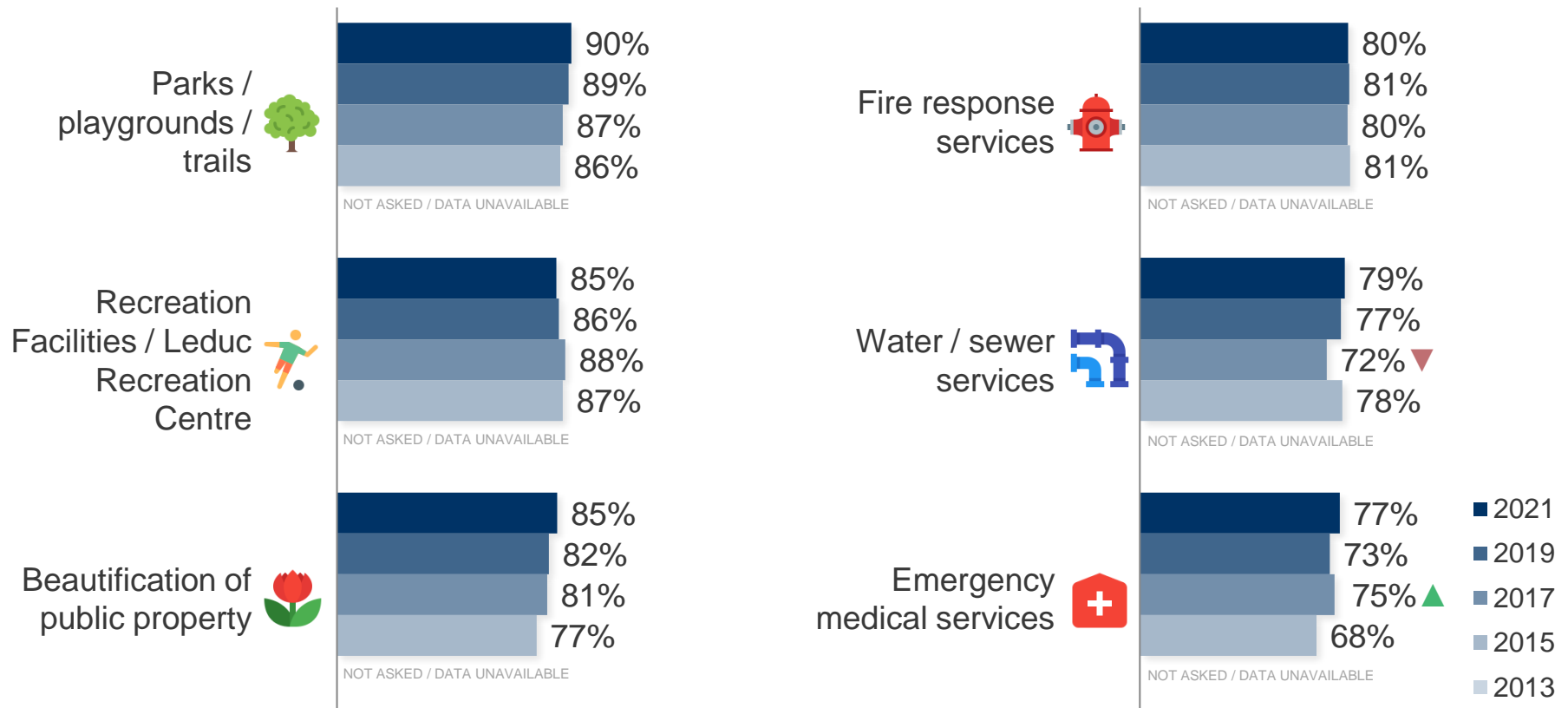


DETAILED FINDINGS: Satisfaction with City Services

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

- Similar to 2019, Leduc’s top-rated services are *parks / playgrounds / trails* (90% satisfied), *recreational facilities* (85%), *beautification of properties* (85%), *fire response services* (80%), and *water / sewer services* (79%), with *emergency medical services* (77%) now rated among the top services.
- These scores demonstrate that Leduc maintained the existing excellent infrastructure and citizens appreciate the emergency medical services.

Satisfaction with Services



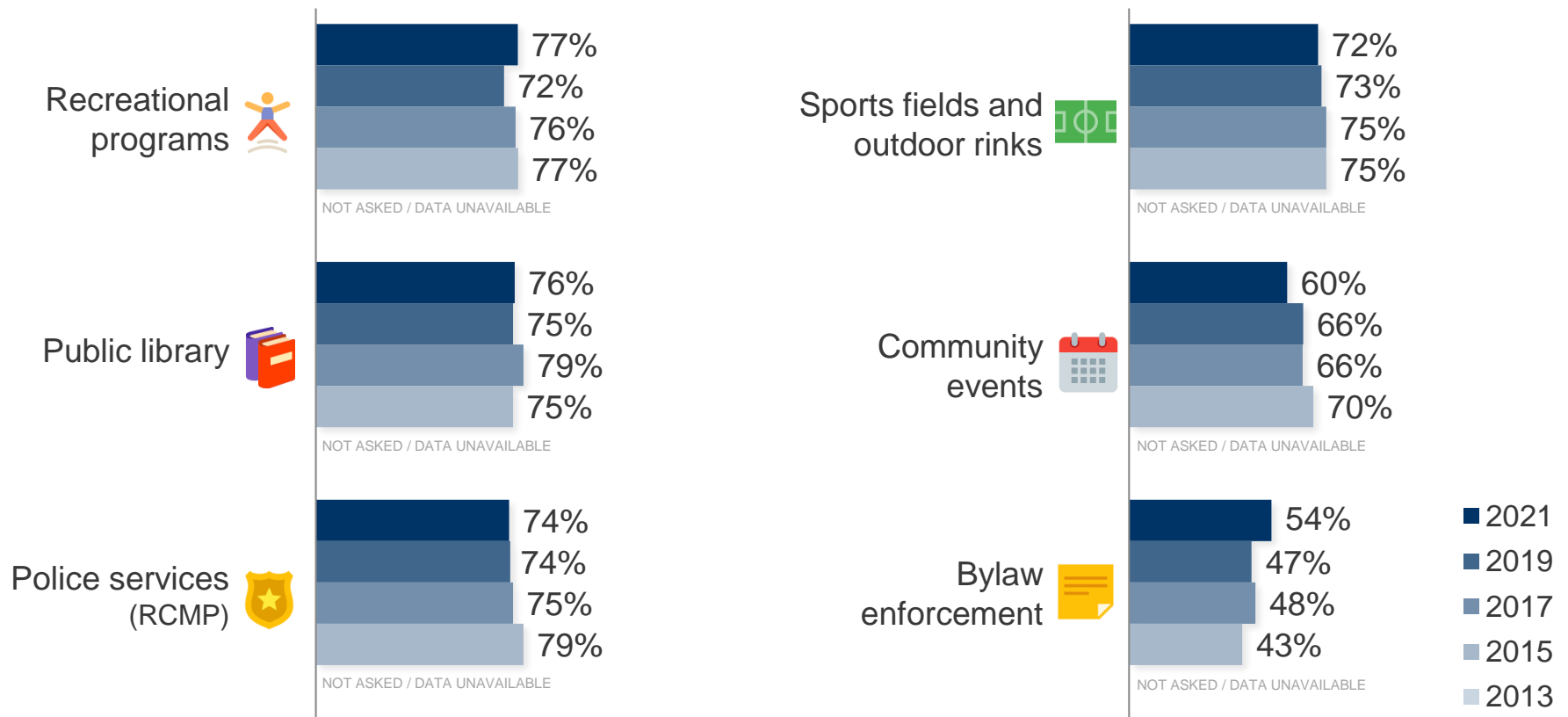
▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level).

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. 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 top to rated services are *recreational programs* (77% satisfied), *the public library* (76%), *police services* (74%), *sports fields and outdoor rinks* (72%), *community events* (60%), and *bylaw enforcement* (54%).
- These results are similar to 2019 despite the impact of the Covid-19 pandemic.

Satisfaction with Services



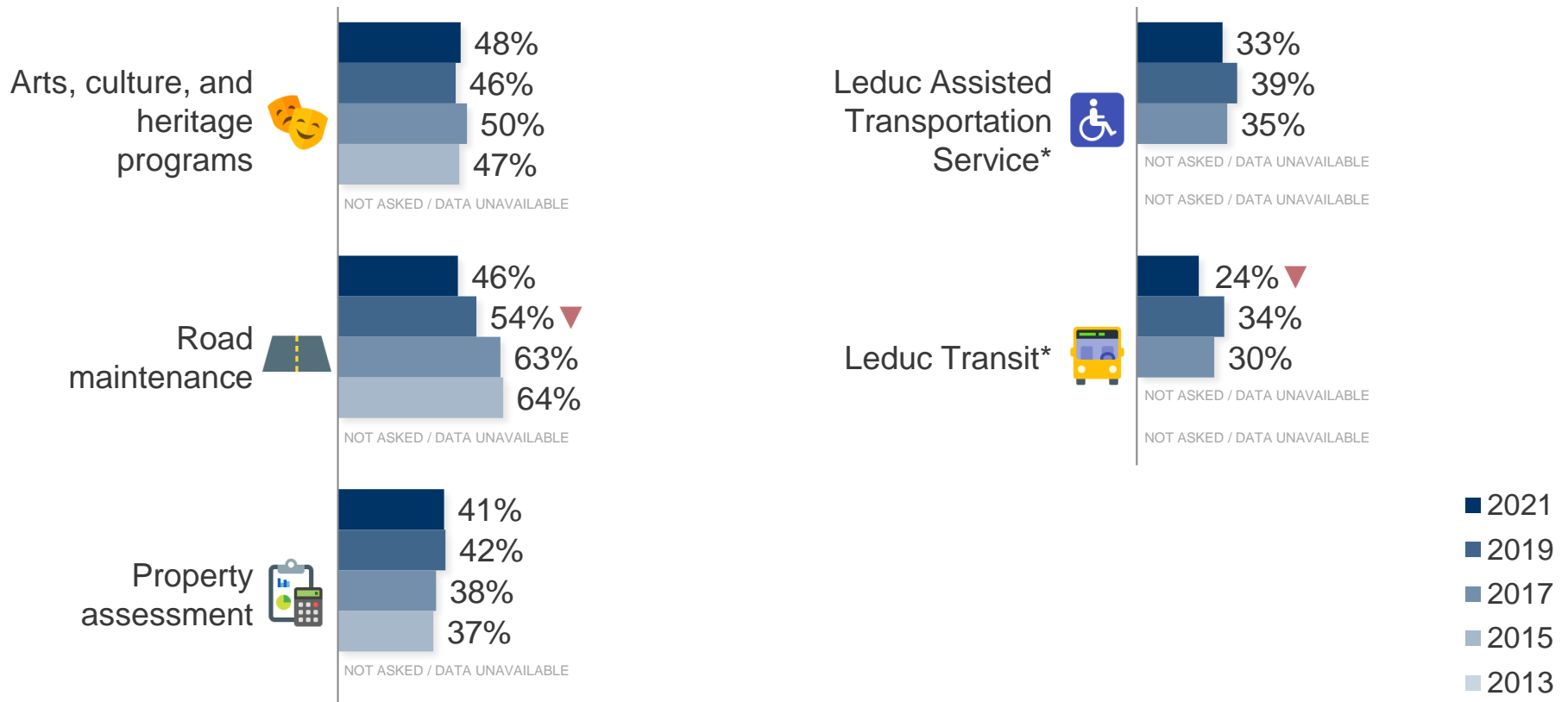
▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level).

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. 2021 n=401; 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 *arts, culture, and heritage programs* (48% satisfied), *road maintenance* (46%), *property assessment* (41%), *Leduc Assisted Transportation Service* (33%), and *Leduc Transit* (24%).
- Satisfaction with *Leduc transit* services has declined significantly since 2019, however this is due to fewer citizens making use of transit (one-third were not using it in 2019 compared to half not using it in 2021).

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 2015)

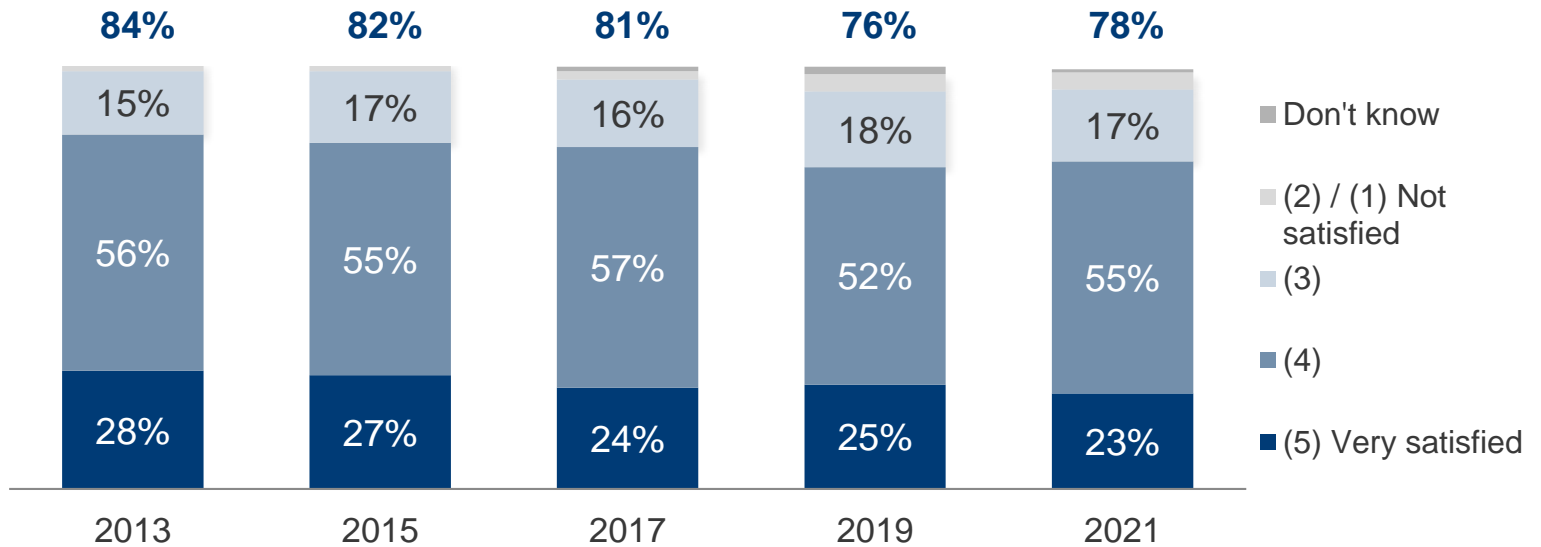
Q7 -- Thinking about the specific services provided by the City of Leduc, how satisfied are you with each of the following services using a scale from 1 to 5 where a 1 means you are not at all satisfied and a 5 means you are very satisfied. (Base: All respondents. 2021 n=401; 2019 n=404; base for all previous years assumed to be n=400)

Overall Satisfaction with City Services

- Similar to 2019, approximately three-quarters of Leduc citizens (78%) are overall satisfied with services and programs provided by the city in 2021.

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

% Satisfied
(4 or 5):



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

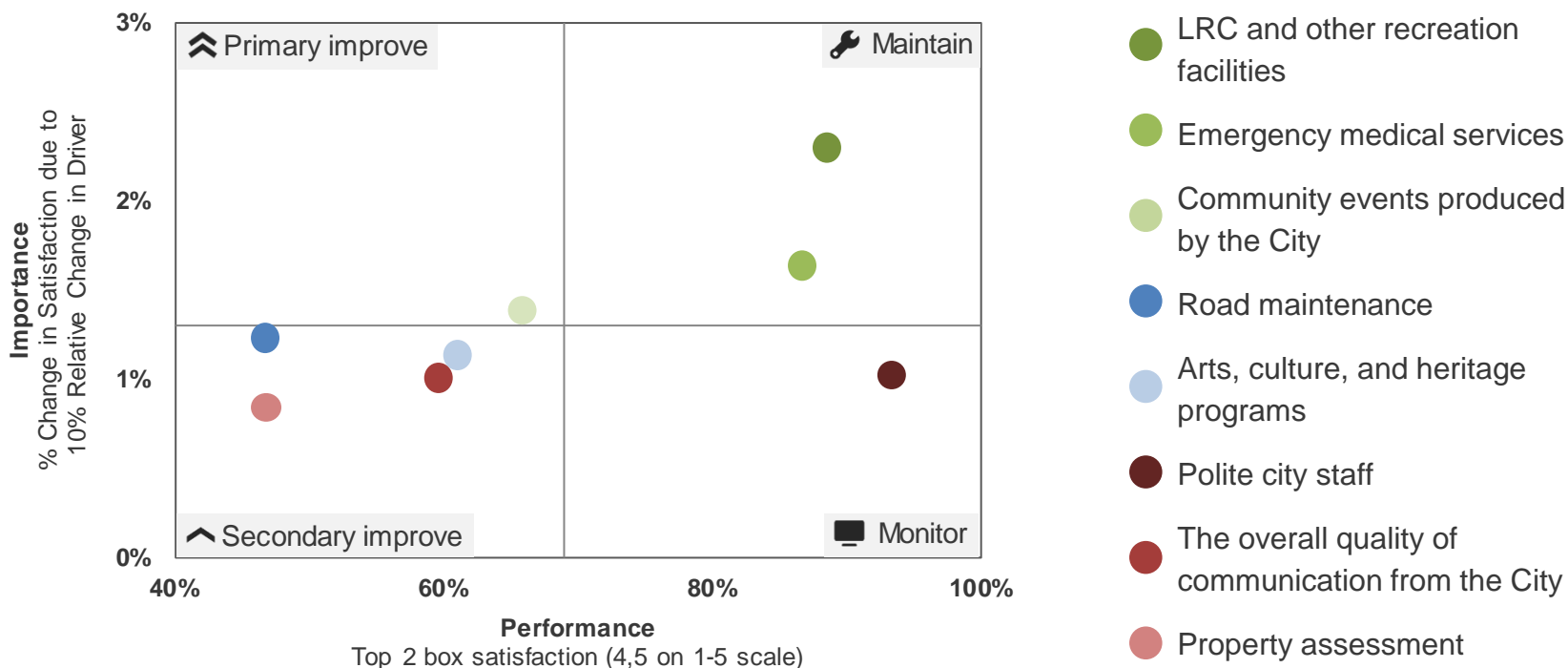
Q9 -- Taking into consideration all City of Leduc services and programs – and again using a scale from 1 to 5 where 1 means you are not at all satisfied and a 5 means you are very satisfied - overall how satisfied are you with the services and programs provided by the City of Leduc to citizens?

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

Derived Importance of City Services

- Maintaining or improving *Leduc Recreation Centre and other recreation facilities, emergency medical services, and community events* are critical to ensuring high overall satisfaction with city services.
- Opportunities exist to further increase overall satisfaction services by improving *road maintenance, arts / culture / heritage programs, the quality of communication with citizens, and property assessments*.

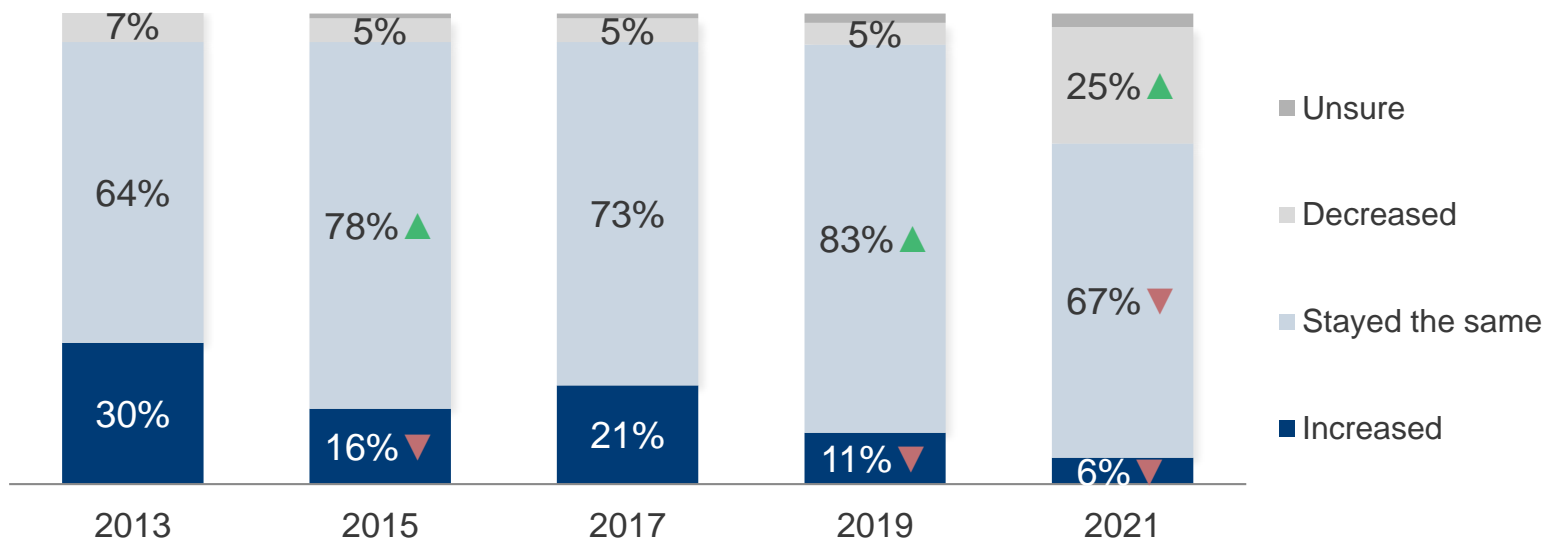
Drivers of Overall Satisfaction with City Services



Perceived Changes in Service Quality

- The perceived quality of service provided by the City has decreased since 2019:
 - Fewer (6%, down from 11%) believe the quality of services provided by the city has increased and 67% (down from 83%) believe it has stayed the same
 - In contrast, 25% (up from 5%) feel the quality of service has decreased.
- Although there have been changes to this metric in the past, they have not been this low before. It is likely that at least part of the reason for this decrease has to do with the Covid-19 pandemic.

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



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

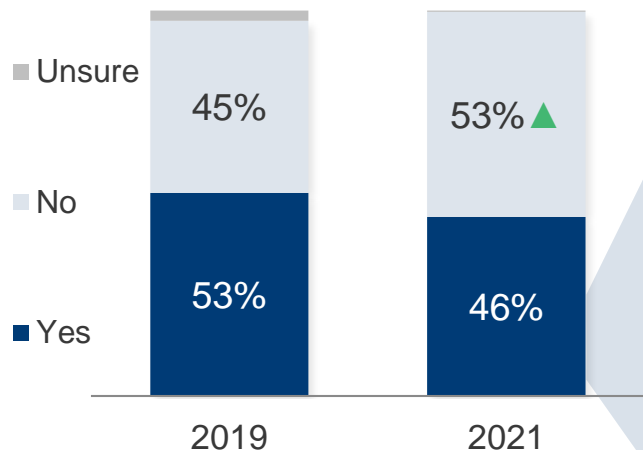
Q8 -- Thinking back over the last 12 months, would you say that the quality of service provided by the City of Leduc has?

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

Satisfaction With City Staff

- Similar to 2019, approximately half (46%) of citizens say they have personally interacted with City staff while accessing a service in the past year.
- Also similar to 2019, staff are most often viewed as *polite, knowledgeable, and willing to take action / follow through quickly*.

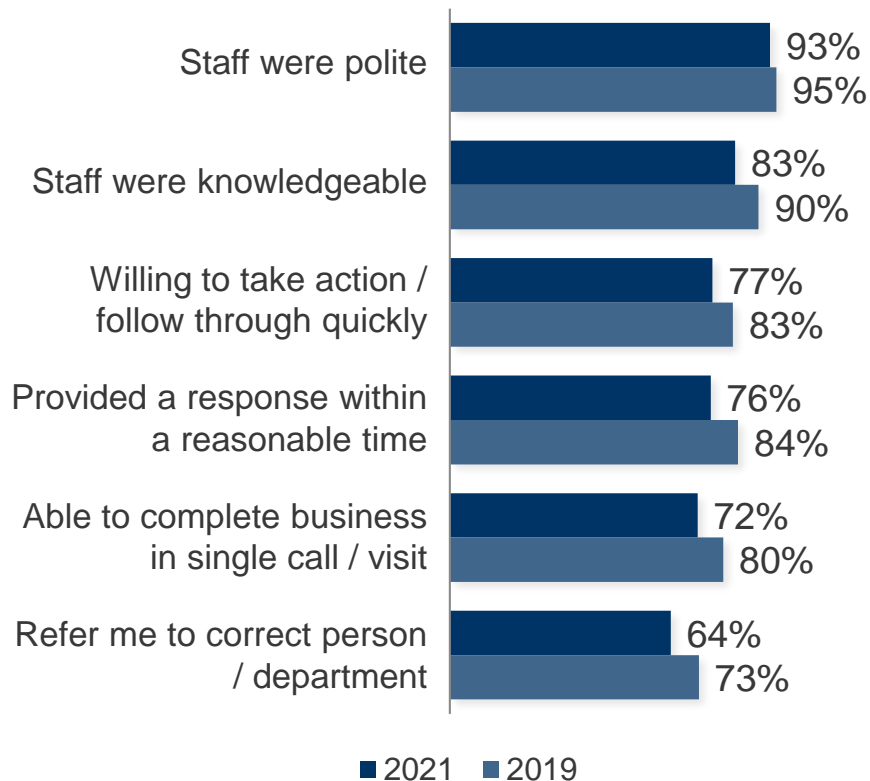
Have you personally had any interactions with City staff while using/accessing services?



There are no demographic sub-groups more likely to say *yes*, they personally interacted with city staff in 2021.

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. 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. 2021 n=176; 2019 n=219)



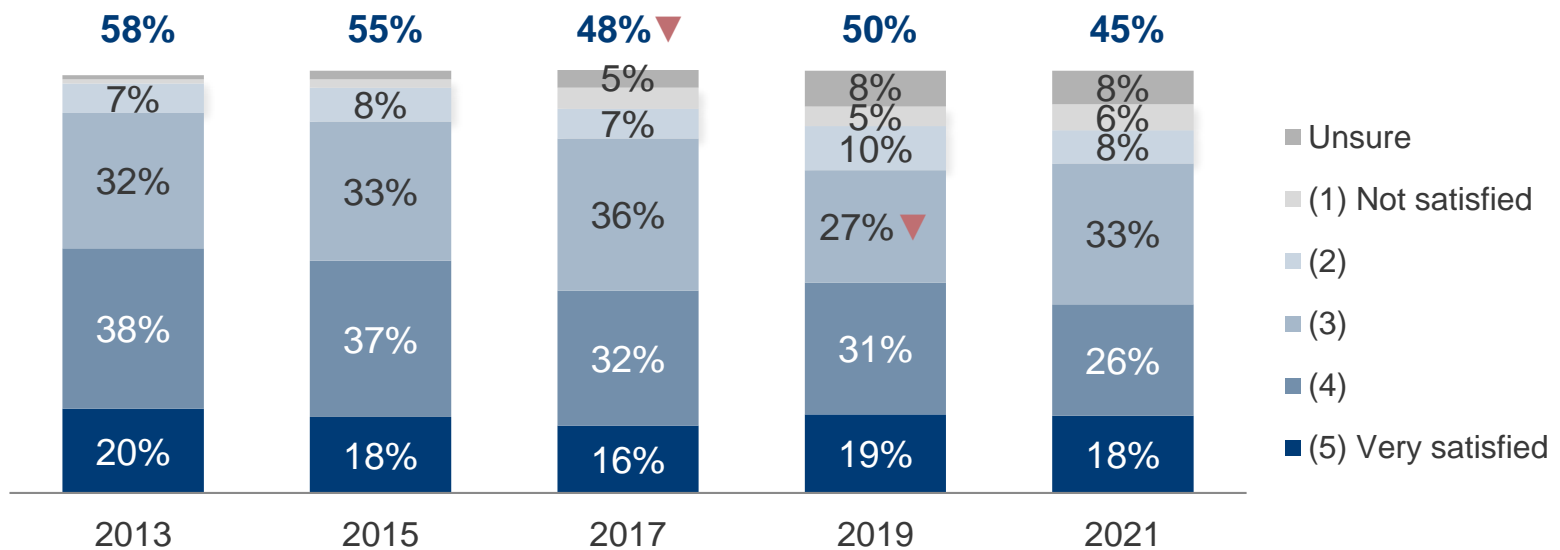
DETAILED FINDINGS: City Communications

Satisfaction with Communication Frequency

- Nearly half of citizens (45%) are satisfied with how frequently the city communicates with them, which is similar to 2019.

Satisfaction with Frequency of Communications

% Satisfied
(4 or 5):



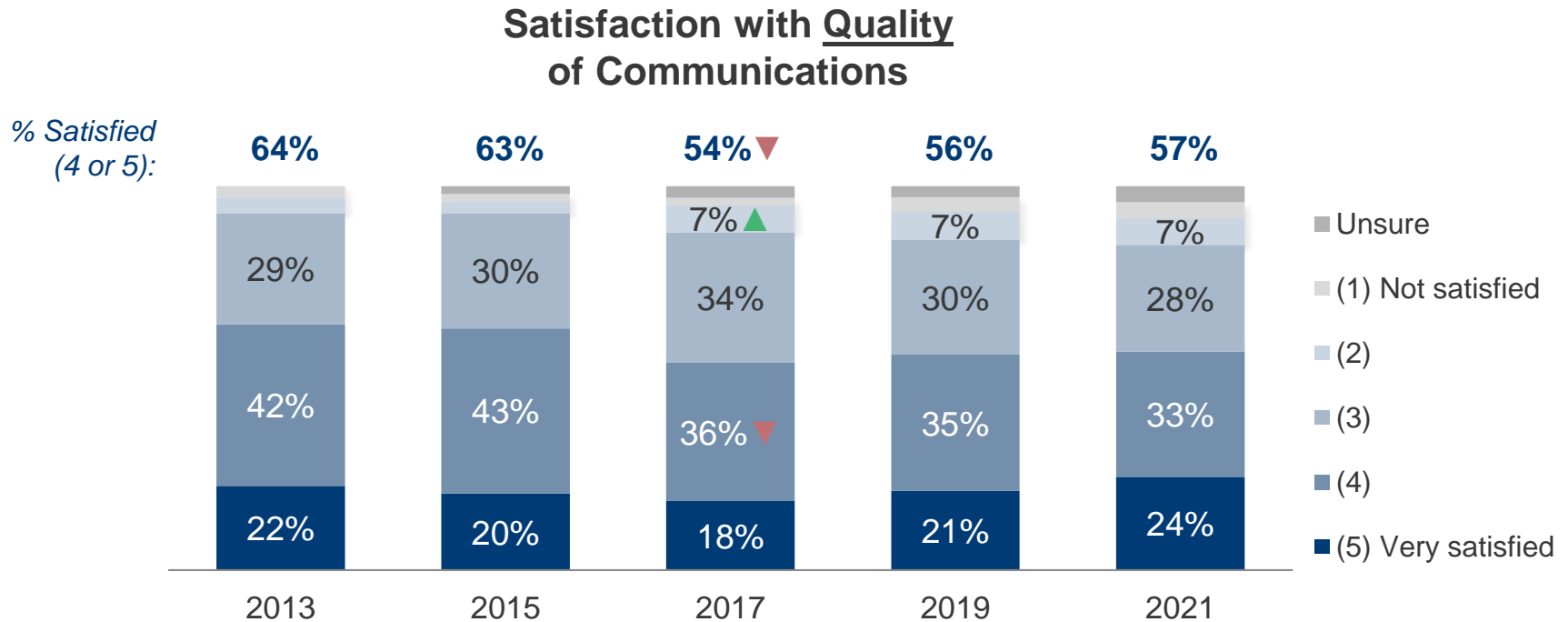
▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level).

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

Satisfaction with Communication Quality

- Also similar to 2019, over half of citizens (57%) are satisfied with the overall quality of communications they receive from the city.



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

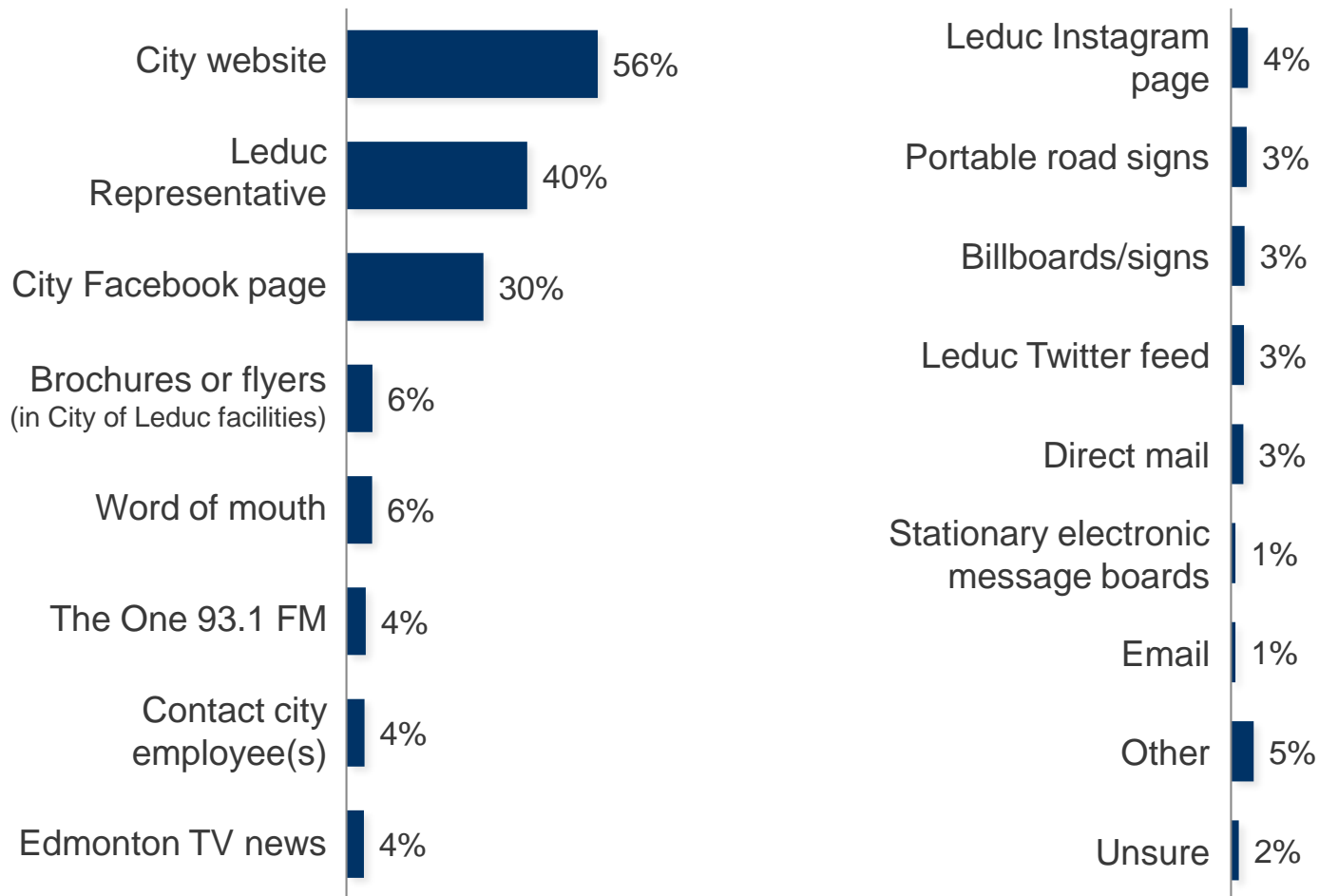
Q12 -- Turning now to how the City of Leduc communicates with citizens ... how satisfied are you with the overall quality of communication from the City?

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

Preferred Source for City Information

- The *City website* (56%), *Leduc Representative* (40%), and *City Facebook page* (30%) are the most preferred sources to stay up-to-date on news, programs, and services being offered by the City.

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?



▲ ▼ 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. 2021 n=401)

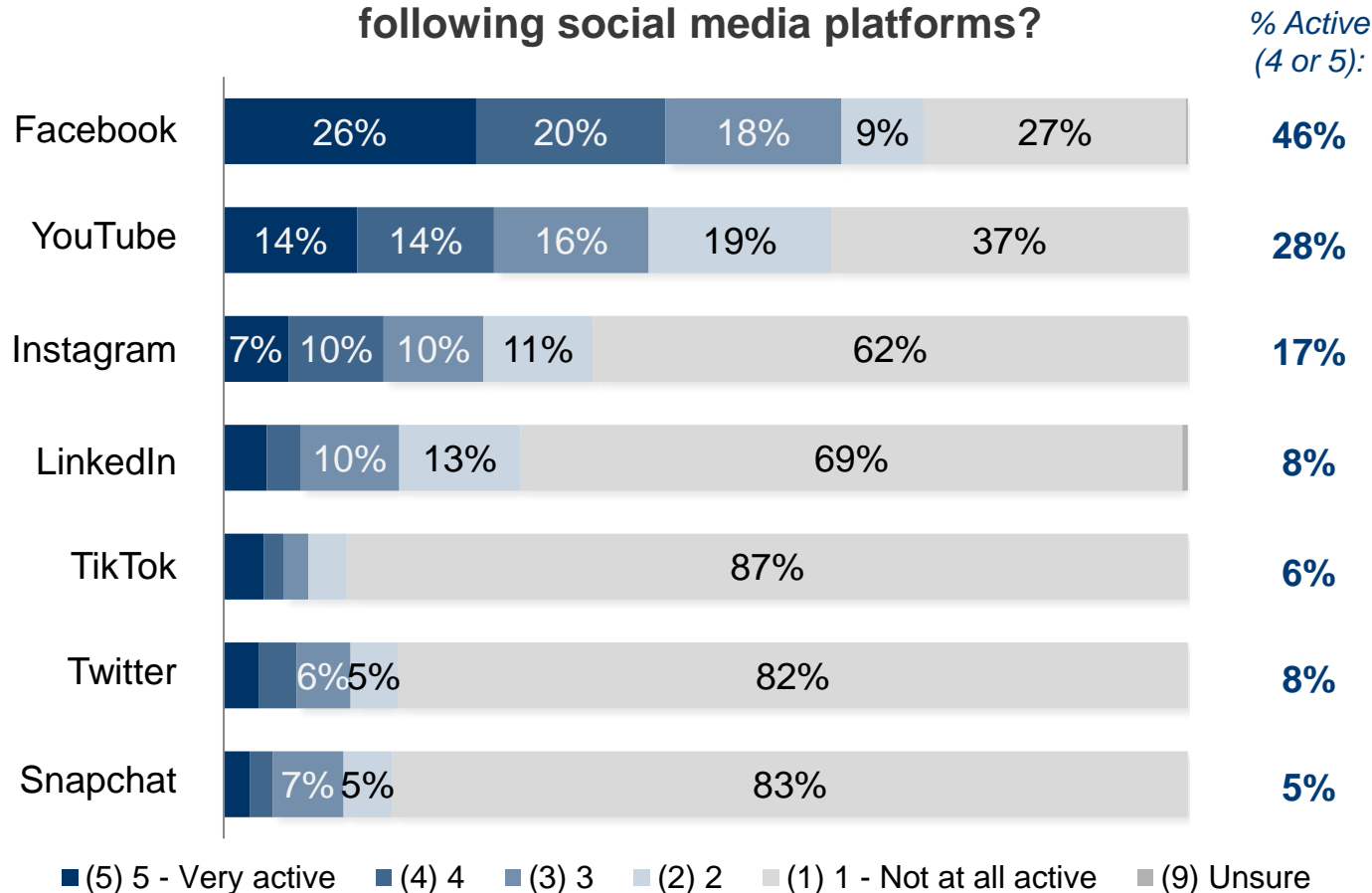
Social Media Platform Activity

- About two in five (42%) citizens indicated they follow the city on any social media platform.
- *Facebook* and *YouTube* are the most used platforms among citizens followed by *Instagram* and *LinkedIn*.

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



How active would you say you are on the following social media platforms?



Q24 -- Do you follow the City of Leduc on any social media platforms?
 Q23 -- How active would you say you are on the following social media platforms?
 (Base: All respondents. 2021 n=401)

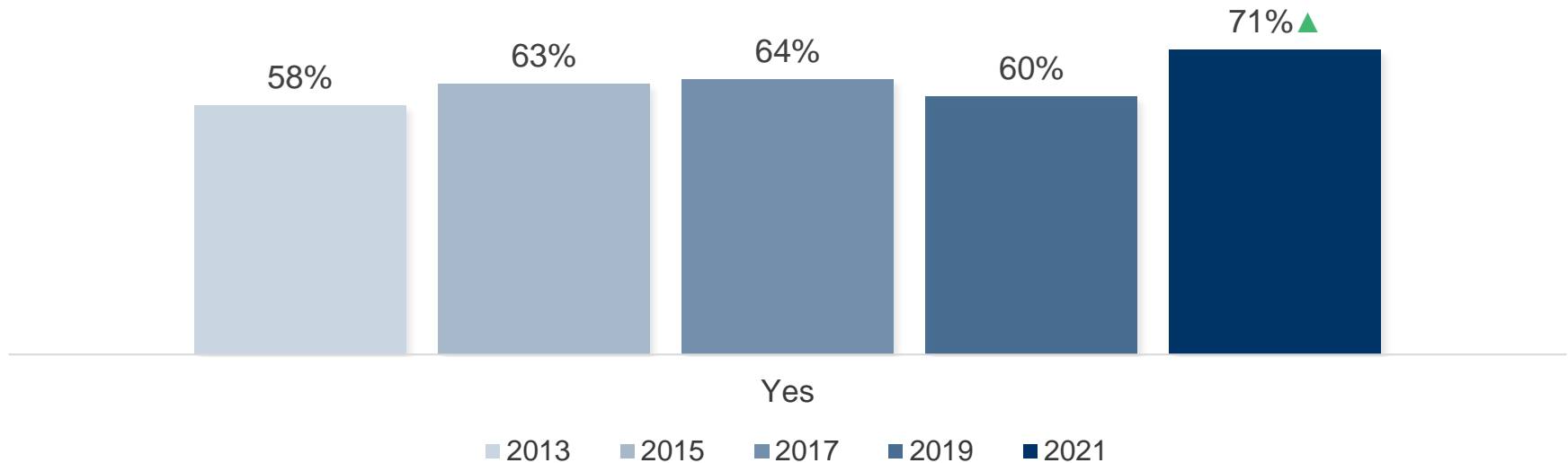


DETAILED FINDINGS: City Website

Website Visitation

- Seven out of ten (71%) citizens have visited the City of Leduc website in the past 6 months, a significant increase from 2019 and higher than prior years.
- This increase may be due to the Covid-19 pandemic.

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



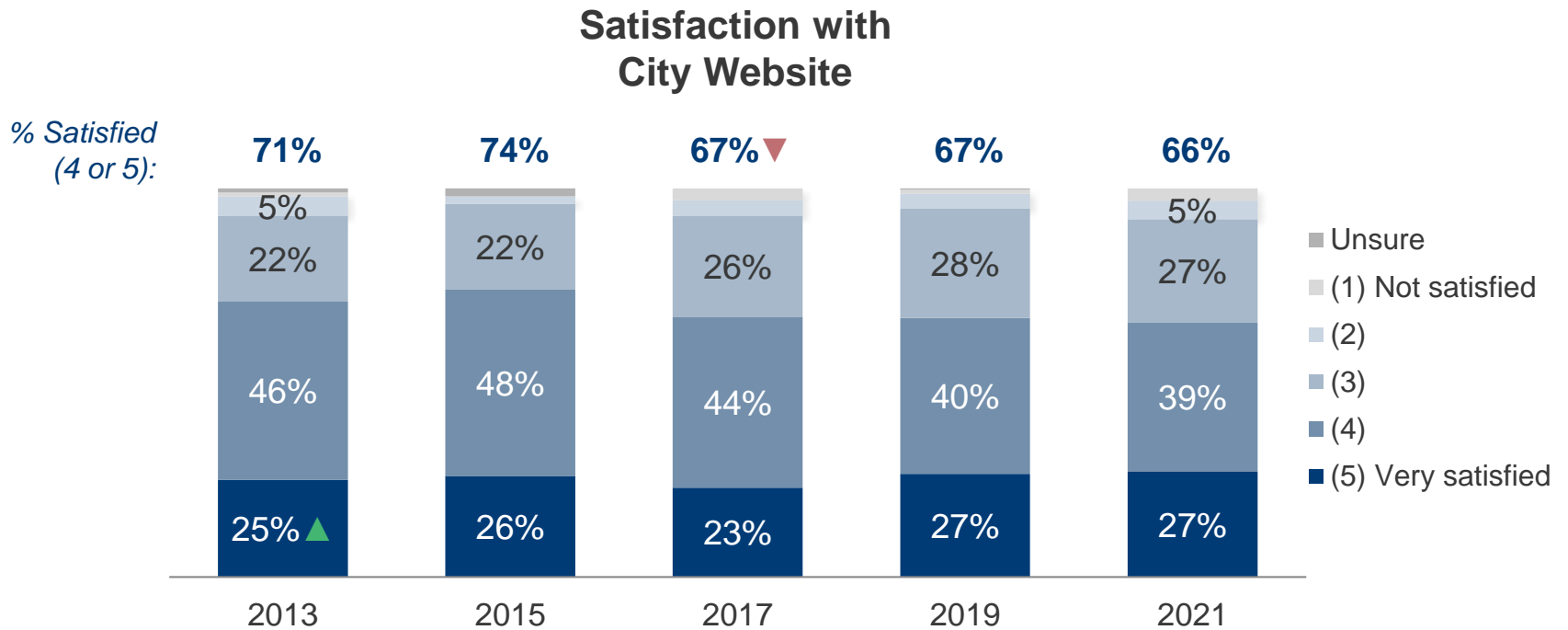
▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level).

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

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

Satisfaction with City Website

- Among those who recently accessed the city website, two-thirds are satisfied, which is similar to 2019.



▲ ▼ 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. 2021 n=275; 2019 n=241; assumed bases for previous years are: 2017 n=256, 2015 n=252, 2013 n=232, 2012 n=236)

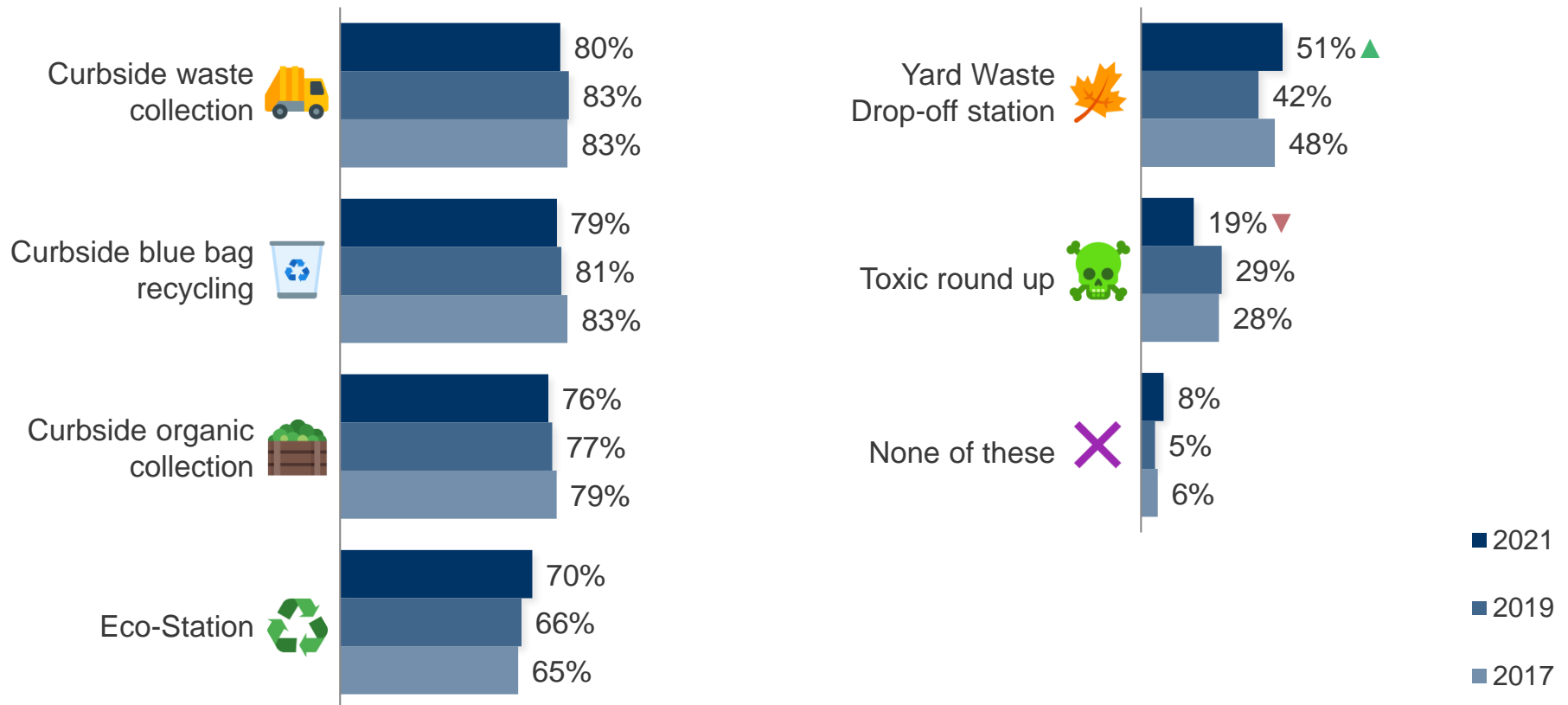


DETAILED FINDINGS: Waste & Recycling Services

Usage of Waste & Recycling Services

- Curbside collection, including *waste collection* (80%), *blue bag recycling* (79%), and *organic collection* (76%), are the most frequently used waste and recycling services, all at similar rates to 2019.
- More citizens have used the yard waste drop-off station (51%, up from 42% in 2019) while fewer participated in the toxic round up (19%, down from 29%).

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



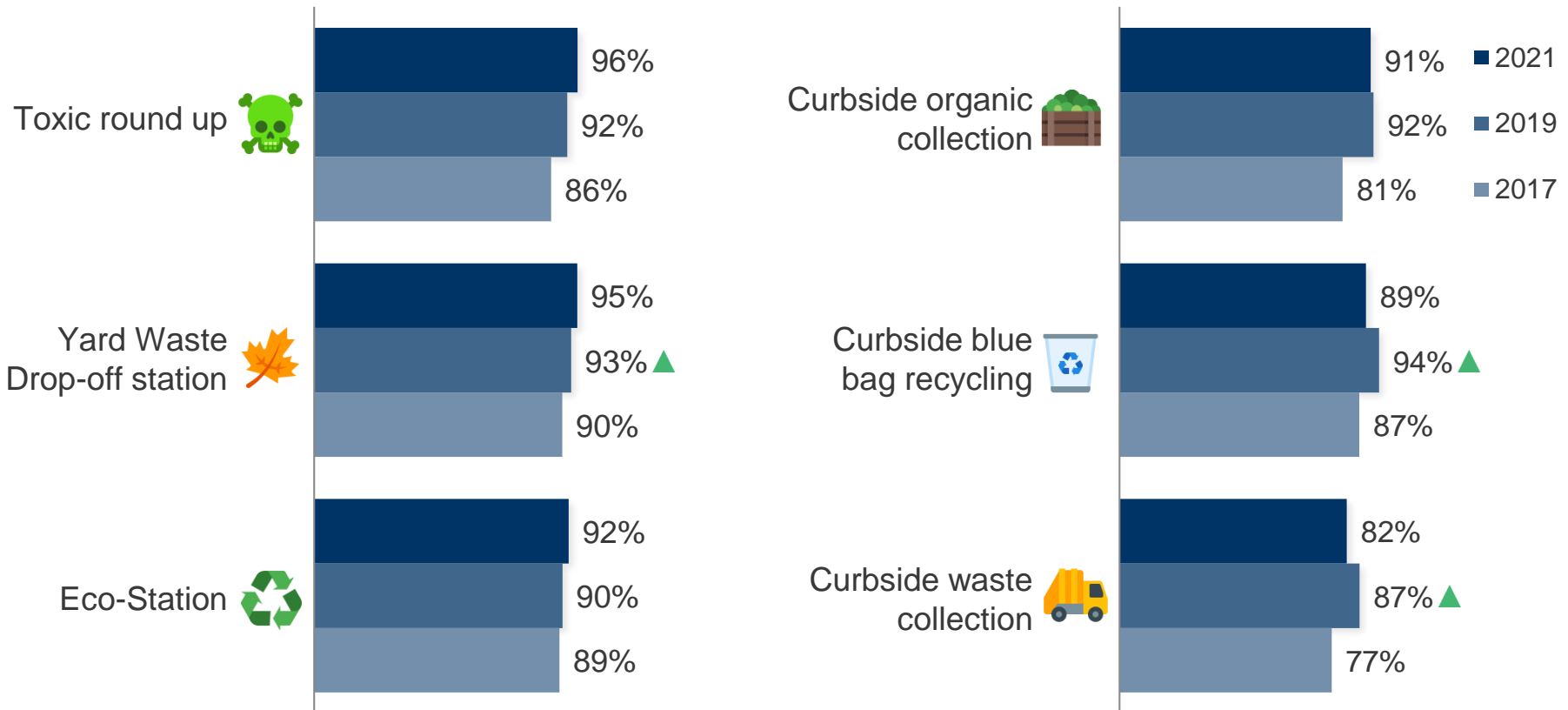
▲ ▼ Indicates that score is statistically higher or lower than the previous year (95% confidence level).

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. (Base: All respondents. 2021 n=401; 2019 n=404; base for 2017 assumed to be n=400)

Satisfaction with Waste & Recycling Services

- Similar to 2019, the majority of citizens who used waste and recycling services are satisfied with these services (ranging from 82% to 96%).

Satisfaction with...
% (5) Very satisfied + % (4)



▲ ▼ 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. 2021 n=83-328; 2019 n=142-344; bases for 2017 assumed to be n=112-332)

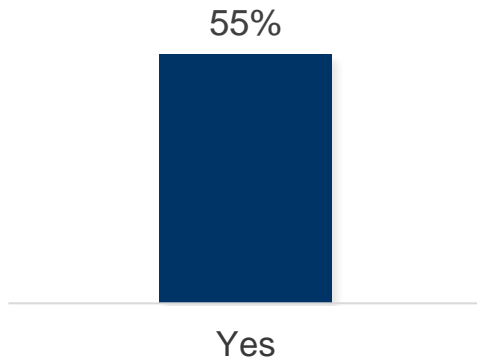


DETAILED FINDINGS: Covid-19 Response and Concerns

Change in Shopping Habits

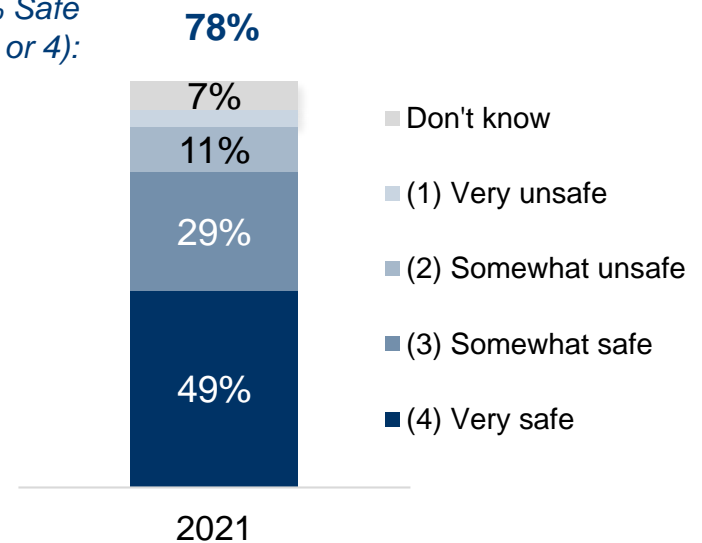
- Just over half of citizens (55%) indicate their shopping habits when purchasing personal or essential items locally have changed as a result of the COVID-19 pandemic.
- Almost four out of five (78%) citizens feel safe while enjoying recreational and/or cultural activities in Leduc during the pandemic.

Has the pandemic changed how often you shop locally for personal or essential items?



How safe do you feel while partaking in recreational / cultural activities during the pandemic?

*% Safe
(3 or 4):*



Q27 -- Has the COVID-19 pandemic changed how often you shop locally in the City of Leduc for personal or essential items such as groceries or clothing?

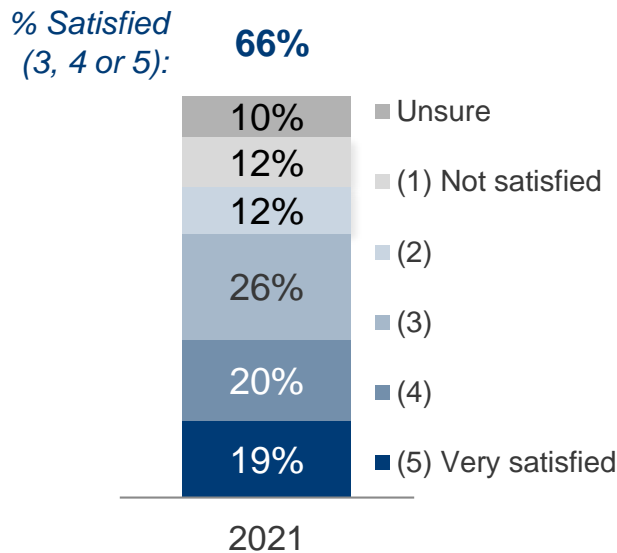
Q30 -- How safe do you feel while enjoying recreation spaces and cultural amenities during the current COVID-19 pandemic?

(Base: All respondents. 2021 n=401)

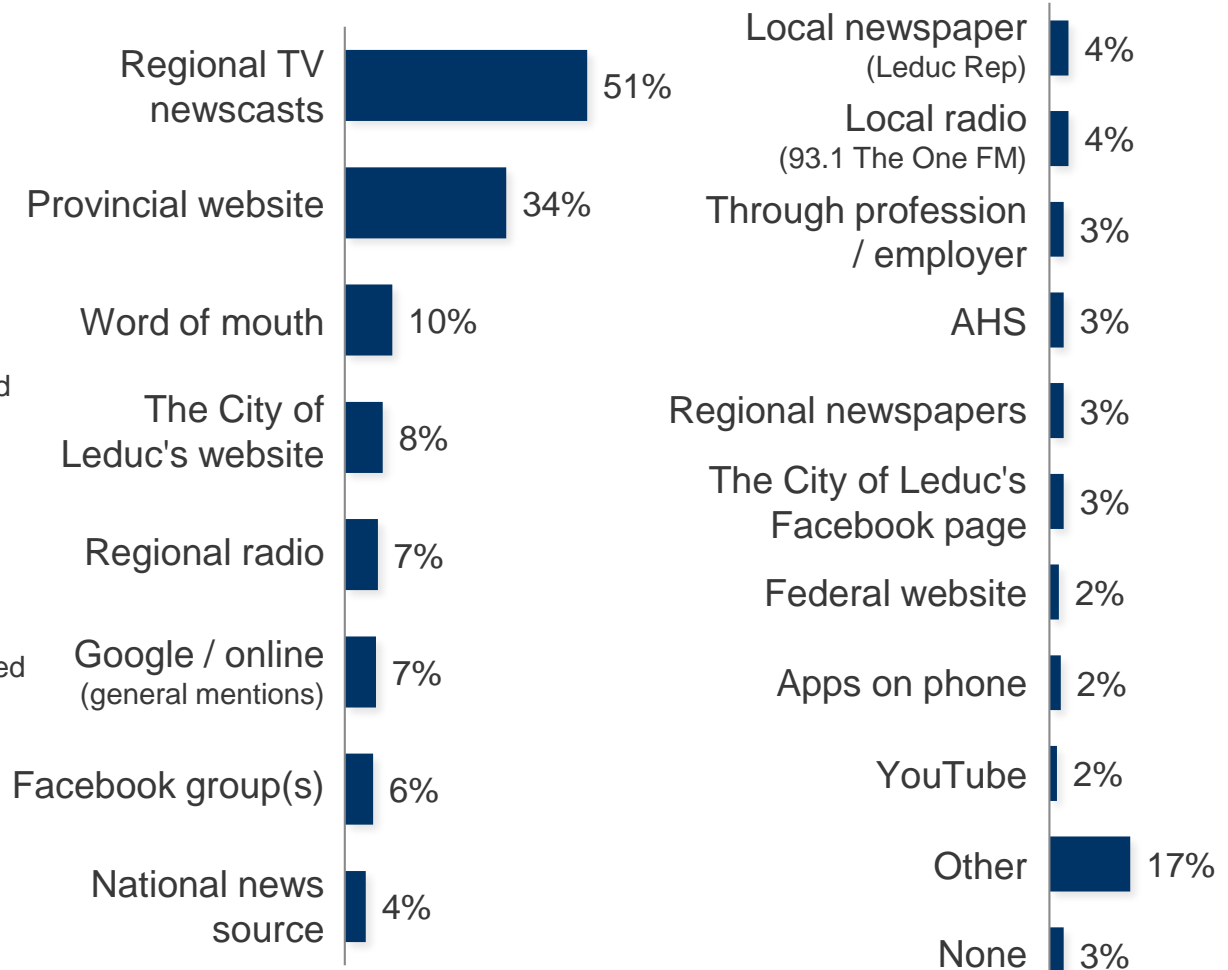
Sources Used for COVID-19 Updates

- Two-thirds (66%) of citizens are satisfied with the city's COVID-related communication.
- However, citizens are primarily turning to *regional TV newscasts* and *provincial websites* as sources of information for COVID-19 updates – only about one in ten use the City's website.

Satisfaction with City's COVID-related Communication



What sources do you use for COVID-19 updates?



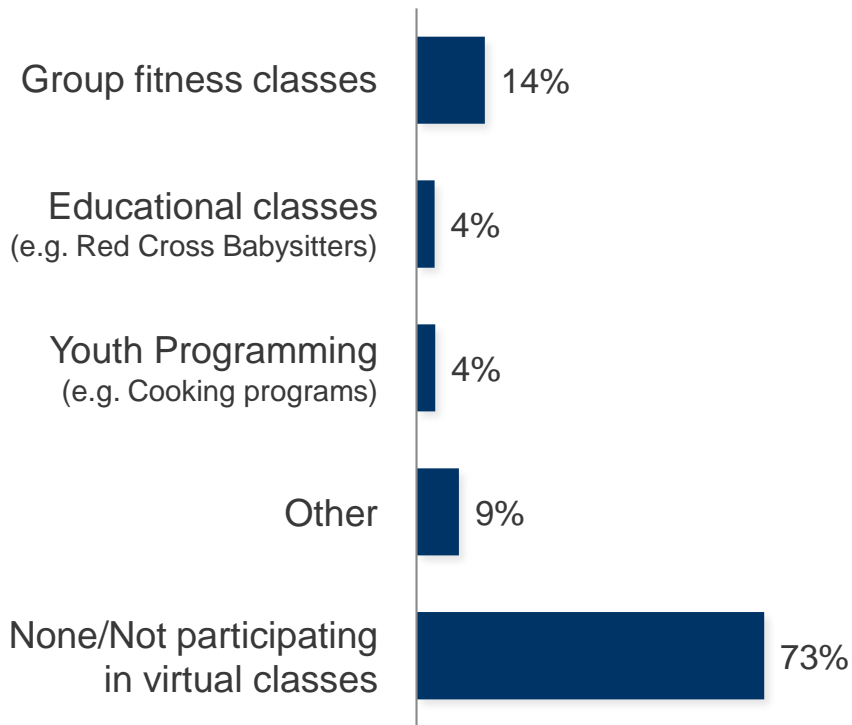
Q26 -- Overall, how satisfied are you with the quality and frequency of communication messages coming from the City of Leduc related to COVID-19?

Q25 -- What sources do you use for COVID-19 information updates? (Base: All respondents. 2021 n=401)

Recreation Centre Programs

- Nearly three-quarters of citizens (73%) would *not* participate in a virtual class if given the option to register and pay for one.
- Among those who would participate in a virtual class, the most popular choice was a *group fitness class* (14%), albeit the prospect of an *outdoor fitness class* garnered more interest (40%).

What virtual class would you or someone in your household participate in?



Would you be interested in Outdoor Group Fitness Classes when the weather is warmer?

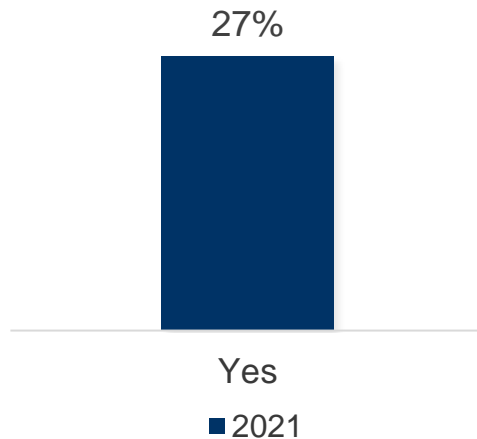
40%

Yes

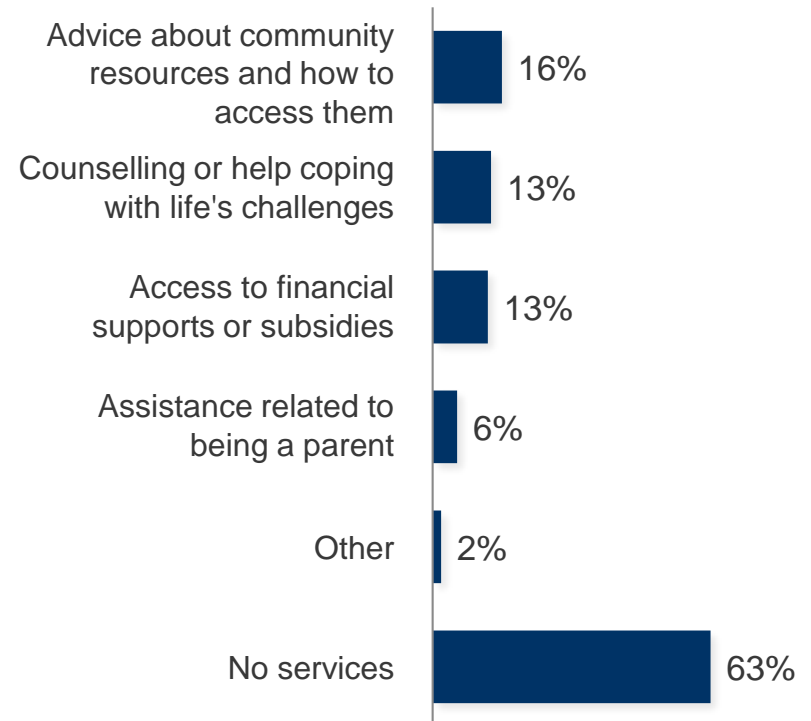
City of Leduc Support Services

- Approximately one-quarter (27%) of citizens have become more aware of mental health or financial supports available from the City of Leduc.
- Most citizens will not need to access any support service in the next 6 months. Among those who will, most desire *advice about community resources and accessing them* (16%), *counselling or help coping with life's challenges* (13%), or *access to financial supports* (13%).

Are you more aware of supports available for mental health or financial difficulties?



Which support services do you think you'll need to access within the next six months?





DETAILED FINDINGS: Respondent Profile

Weighted Respondent Profile [1/2]

Age	Total
18 to 34 years	28%
35 to 54 years	38%
55 years and up	34%

Gender	Total
Male	49%
Female	50%
NET Other	0%

Primary Spoken Language	Total
English	98%
French	0%
Other	2%
Prefer not to say	0%

Years in Leduc	Total
5 or fewer years	16%
6 to 10 years	23%
11 to 20 years	31%
21 to 40 years	22%
41 years or longer	8%

Area	Total
Northwest Quadrant	26%
Southwest Quadrant	14%
Northeast Quadrant	16%
Southeast Quadrant	43%
Other	1%
Prefer not to say	0%

Weighted Respondent Profile

<i>Household Income</i>	Total
Less than \$50,000	17%
\$50,000 to \$99,999	29%
\$100,000 to \$149,999	19%
\$150,000 to \$199,999	16%
\$200,000 or more	10%
Prefer not to answer	7%
Unsure	2%

<i>Own / Rent</i>	Total
Own	83%
Rent	16%
Some other arrangement	1%

<i>Employment Status</i>	Total
Working FT (30+ hours/week), including self-employment	54%
Working PT (<30 hours/week), including self-employment	11%
Homemaker	4%
Student	2%
Not employed for some other reason	2%
Not employed but looking for work	7%
Retired	19%

<i>Children in Household</i>	Total
Yes	43%
No	57%



DETAILED FINDINGS: Web Survey Results

Quality of Life / Community Direction [1/2]

Quality of Life in Leduc

NET Excellent + very good	66%
Excellent	20%
Very good	47%
Good	25%
Fair	7%
Poor	2%

Likelihood of Recommending Leduc

NET Promoters (9-10)	34%
NET Passives (7-8)	35%
NET Detractors (0-6)	30%
10 - Extremely likely	23%
9	12%
8	19%
7	17%
6	8%
5	11%
4	3%
3	3%
2	2%
1	1%
0 - Not at all likely	2%

Would you say Leduc is on the...?

Right track	51%
Wrong track	15%
Unsure	34%

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. 2021 n=892) // **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". 2021 n=887)
 // **Q6** -- Overall, would you say that the City of Leduc is on the right track, or the wrong track? (Base: All respondents. 2021 n=892)

Quality of Life / Community Direction [2/2]

Factors for a High Quality of Life

Location/close to Edmonton/airport/Nisku	52%
Parks/multi-way path system	49%
City size - it's just the right size for me/my family	45%
Leduc has everything you need/all the amenities	33%
Recreation facilities/Leduc Recreation Centre	28%
Friendly neighbours/community spirit	25%
Good Services	25%
Safety	12%
Good shopping	3%
Other	1%
Nothing	2%
Unsure	1%

Factors for a Low Quality of Life

Crime/drugs/vandalism	42%
High taxes	33%
Traffic congestion/speeding	32%
Lack of variety of businesses/shopping/restaurants	32%
Issues caused by the provincial or federal government	27%
Hospital issues	25%
Snow removal/street cleaning	16%
Noisy/airplane noise/traffic noise	13%
Population issues	11%
Lack of safety	7%
Poor services	2%
Other infrastructure mentions	1%
Comments related to Covid-19	1%
Other	1%
Unsure	2%
Nothing	5%

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. 2021 n=892)

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. 2021 n=892)

Satisfaction with City Services [1/3]

Satisfaction with Services Provided by the City of Leduc

	<i>% Satisfied (4-5)</i>
Parks, playgrounds and trails	78%
Beautification of public property	66%
Leduc Recreation Centre and other recreation facilities	62%
Water and sewer services	60%
Leduc Public library	59%
Sports fields and outdoor rinks	52%
Police services (RCMP)	47%
Recreational and fitness programs	47%
Emergency medical services	45%
Fire response services	44%
Community events produced by the City of Leduc	42%
Road maintenance and construction	38%
Bylaw enforcement/Peace Officers	31%
Arts, culture, and heritage programs	29%
Property assessment	28%
Leduc Transit	11%
Leduc Assisted Transportation Service	8%

Satisfaction with City Services [2/3]

Quality of City Services Over the Past 12 Months

NET Increased or remained the same	64%
Increased	4%
Remained about the same	60%
Decreased	28%
Unsure	8%

Overall Satisfaction with City Services / Programs

NET Satisfied (4,5)	50%
5 - Very satisfied	13%
4	36%
3	32%
2	9%
1 - Not at all satisfied	4%
Unsure	6%

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. 2021 n=892)

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. 2021 n=892)

Satisfaction with City Services [3/3]

Interactions with City Staff when Accessing City Services

Yes	51%
No	44%
Unsure	5%

Agreement with Statements Regarding City Staff

City staff were polite	79%
City staff were knowledgeable	67%
City staff provided a response within a reasonable time	66%
City staff were able to refer you to the correct person or department if they couldn't help you	62%
City staff were willing to take action or to follow through quickly	60%
City staff were able to complete your business in a single call	56%

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=892)

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=455)

City Communications [1/2]

Sources for Information Related to the City

Satisfaction with the City of Leduc Regarding...

% Satisfied
(4-5)

The overall quality of communication from the City	41%
How frequently the City communicates with citizens	38%

Leduc's Facebook page	52%
Leduc Rep (<i>local newspaper</i>)	47%
City website (<i>www.leduc.ca</i>)	40%
Leduc's portable road signs	32%
Word of mouth/friends/relatives	18%
Direct mail to home	11%
Leduc's stationary electronic message boards	11%
The Leduc Radio Station (<i>The One - 93.1 FM</i>)	11%
Leduc's Instagram page	9%
Inserts with City Utility Bill	7%
Brochures or flyers in City of Leduc facilities	6%
Leduc's Twitter feed	5%
Edmonton television - news programs	3%
Contact City employee(s)	2%
E-mailed news from the City of Leduc	2%
Contact Council member(s)	2%
Edmonton radio	1%
Attend City Council/committee	1%
Edmonton newspapers	1%
Other	1%
Unsure	2%

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. 2021 n=892)

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. 2021 n=892)

Following the City on Social Media

Yes	65%
No	32%
Unsure	2%

Activity on Social Media Platforms

	<i>% Active (4-5)</i>
Facebook	62%
Instagram	27%
YouTube	22%
Twitter	10%
LinkedIn	9%
Snapchat	9%
TikTok	8%

Q23 -- How active would you say you are on the following social media platforms? (Base: All respondents. 2021 n=892)

Q24 -- Do you follow the City of Leduc on any social media platforms? (Base: All respondents. 2021 n=892)

City Website [1/1]

Visited the City Website in the Past 6 Months

Yes	78%
No	20%
Unsure	2%

Overall Satisfaction with the City Website

NET Satisfied (4,5)	49%
5 - Very satisfied	16%
4	33%
3	37%
2	10%
1 - Not at all satisfied	3%
Unsure	1%



Q14 -- Have you visited the City of Leduc website in the past six months? (Base: All respondents. 2021 n=892)

Q15 -- Overall, how satisfied are you with the City of Leduc website? (Base: Visited website. 2021 n=700)

Waste & Recycling Services [1/1]

Satisfaction with Services Among Users

City Waste & Recycling Services Used in the Past 12 Months		% Satisfied (4-5)
Curbside waste collection	87%	74%
Curbside blue bag recycling	83%	83%
Curbside organic collection, including compost and yard waste	75%	84%
Eco-Station	68%	90%
Yard waste drop off station	32%	89%
Toxic Round Up	14%	91%
None of the above	5%	n/a

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. (Base: All respondents. 2021 n=892)
 Q17 -- How satisfied were you with...? (Base: Visited website. 2021 n=128-780)

COVID-19 Responses [1/4]

Change in Frequency of Shopping Locally for Personal / Essential Items

Yes	63%
No	36%
Unsure	1%

Feelings of Safety when Partaking in Recreational / Cultural Events

NET Very + somewhat safe	72%
Very safe	42%
Somewhat safe	30%
Somewhat unsafe	11%
Very unsafe	6%
Don't know/Not applicable	11%

Overall Satisfaction with COVID-related Communications from the City

NET Satisfied (4,5)	35%
5 - Very satisfied	13%
4	23%
3	29%
2	12%
1 - Not at all satisfied	10%
Unsure	14%

Q26 -- Overall, how satisfied are you with the quality and frequency of communication messages coming from the City of Leduc related to COVID-19?

(Base: All respondents. 2021 n=892)

Q27 -- Has the COVID-19 pandemic changed how often you shop locally in the City of Leduc for personal or essential items such as groceries or clothing?

(Base: All respondents. 2021 n=892)

Q30 -- How safe do you feel while enjoying recreation spaces and cultural amenities during the current COVID-19 pandemic? (Base: All respondents. 2021 n=892)

COVID-19 Responses [2/4]

Sources for COVID-19 Information Updates

Provincial website (<i>Alberta.ca</i>)	63%
Regional TV newscasts	46%
The City of Leduc's Facebook page	27%
Word of mouth	21%
Regional radio	19%
The City of Leduc's website (<i>Leduc.ca</i>)	17%
Facebook group(s)	16%
Federal website (<i>Canada.ca</i>)	15%
Regional newspapers	12%
Local newspaper (<i>Leduc Rep</i>)	11%
Roadside signs	10%
Digital signs and billboards	8%
Local radio (<i>93.1 The One FM</i>)	7%
Posters/Signage at parks and trails	6%
The City of Leduc's Instagram	4%
The City of Leduc's Twitter	3%
Other	8%
Unsure	2%

COVID-19 Responses [3/4]

Participate in Virtual Programs from the Leduc Recreation Centre

% Selected Yes

Group fitness classes	16%
Educational classes	10%
Youth Programming	9%
Other	2%
None - I won't participate in virtual classes	73%

Interest in an Outdoor Group Fitness Class at Leduc Recreation

Yes	33%
No	45%
Unsure	23%

Q28 -- What Leduc Recreation Centre programs would you or someone in your household like to participate in if given an option to register and pay for a virtual class?

(Base: All respondents. 2021 n=892)

Q29 -- Would you be interested in participating in Outdoor Group Fitness Classes at the Leduc Recreation Centre when the weather is warmer?

(Base: All respondents. 2021 n=892)

COVID-19 Responses [4/4]

Increased Awareness of City Support Services since the Pandemic Began

Yes	24%
No	65%
Unsure	12%

Family / Community Support Services Needed in the Next 6 Months

% Selected Yes

Counselling or help coping with life's challenges	19%
Access to financial supports or subsidies	14%
Advice about community resources and how to access them	14%
Assistance related to being a parent	6%
Other	1%
No services	65%

Q31 -- Since the pandemic, have you become more aware of City of Leduc supports available for mental health or financial difficulties?

(Base: All respondents. 2021 n=892)

Q32 -- Which Family and Community Support Services supports, if any, do you think you may need to access within the next six months

(Base: All respondents. 2021 n= 892)

Respondent Profile [1/2]

Age	Total
18 to 34 years	21%
35 to 54 years	49%
55 years and up	30%

Gender	Total
Male	37%
Female	60%
NET Other	1%
Prefer not to say	2%

Primary Spoken Language	Total
English	97%
French	0%
Other	2%
Prefer not to answer	1%

Years in Leduc	Total
5 or fewer years	22%
6 to 10 years	20%
11 to 20 years	26%
21 to 40 years	23%
41 years or longer	8%

Area	Total
Northwest Quadrant	25%
Southwest Quadrant	16%
Northeast Quadrant	11%
Southeast Quadrant	45%
Other	3%
Prefer not to say	0%

Respondent Profile

<i>Household Income</i>	Total
Less than \$50,000	12%
\$50,000 to \$99,999	25%
\$100,000 to \$149,999	21%
\$150,000 to \$199,999	13%
\$200,000 or more	7%
Prefer not to answer	19%
Unsure	2%

<i>Own / Rent</i>	Total
Own	83%
Rent	12%
Some other arrangement	2%
Prefer not to answer	2%

<i>Employment Status</i>	Total
Working FT (30+ hours/week), including self-employment	56%
Working PT (<30 hours/week), including self-employment	9%
Homemaker	6%
Student	2%
Not employed for some other reason	3%
Not employed but looking for work	5%
Retired	16%
Prefer not to answer	2%

<i>Children in Household</i>	Total
Yes	39%
No	60%
Prefer not to answer	1%



patrick_kyba@advanis.net
780.229.1135