

Edmonton

# City of Edmonton Service Satisfaction - Online Survey

## Services Overview

Research conducted by:



October 2023



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# Background and Objectives

# Background and Objectives

## Project Background

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



## Report Objectives

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

## How to Read this Report

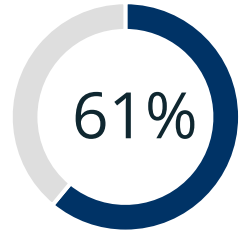
- At the bottom of each page in the main body of the report, "n" denotes the sample size that provided responses to a particular question.
- Survey questions for the information on each slide are also indicated at the bottom of each page.

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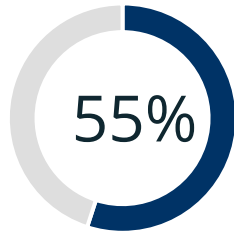
# Summary of Key Findings

# Summary of Key Findings

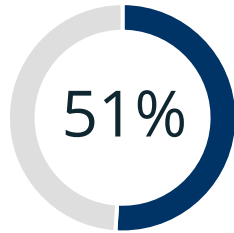
## Overall Service Satisfaction



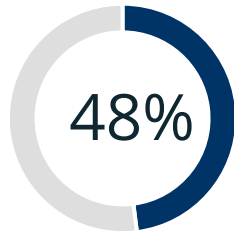
61% of Edmontonians are satisfied with the overall quality of services provided by the City.



55% are satisfied with the ability to access City services in a way that's easy.



51% are satisfied with how well the City informs Edmontonians about the services they provide.



48% are satisfied with the quality of customer service they receive from the City.

# Summary of Key Findings

## Primary Strengths

These services are important to most Edmontonians, and most are satisfied with the City's performance:

- Parks, sports fields and green spaces
- Fire Rescue Services
- Waste collection
- City-owned-and-operated recreational facilities
- Pathway maintenance
- Traffic safety, flow and controls

## Primary Opportunities

These services are important to most Edmontonians, but relatively fewer are satisfied with the City's performance:

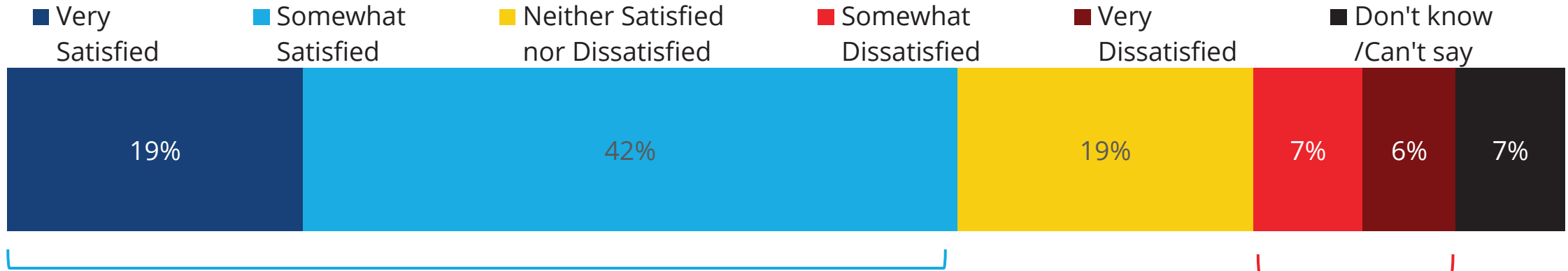
- Homelessness response and support
- Affordable housing for low-income households
- Community safety
- Public transit
- Bylaw enforcement
- Winter road maintenance
- Spring and summer road maintenance
- Infrastructure delivery

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# 2023 Survey Results



# Overall Satisfaction



**61%** Very or Somewhat Satisfied

**13%** Very or Somewhat Dissatisfied

## Reason(s) for rating (n=503)

Themes mentioned by 10 or more respondents (listed alphabetically)

- Affordability/cost
- Availability/variety
- City governance
- Community programs
- Public safety
- Downtown
- Entertainment, events, and attractions
- Parks and trails
- Recreation facilities
- Social services
- Transit

## Reason(s) for rating (n=86)

Themes mentioned by 10 or more respondents (listed alphabetically)

- Affordability/cost
- Availability/variety
- City governance

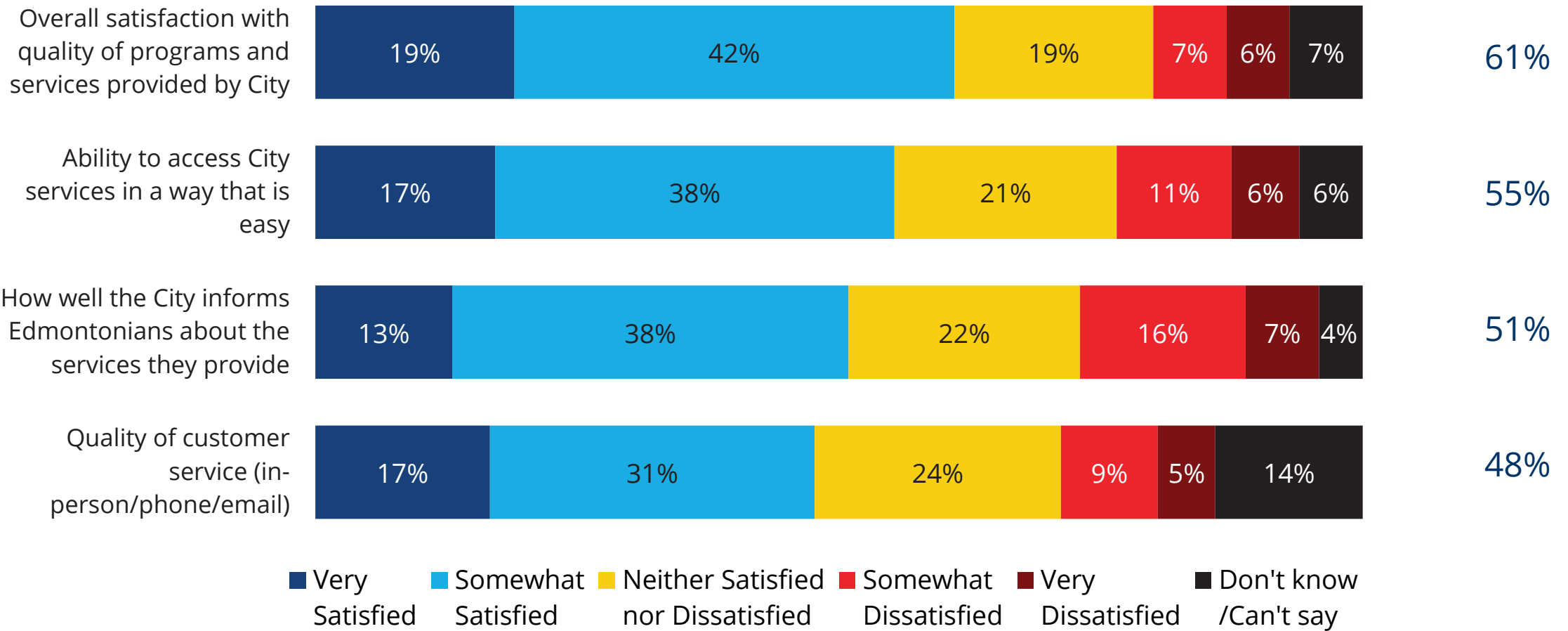
Base: Total Answering n=800

**B1: Based on your personal experience or anything you may have heard, how satisfied are you with the overall quality of programs and services provided by the City of Edmonton?; B2: What is the reason for your rating [Overall satisfaction rating]?**

(Base shown in chart)

# Overall Satisfaction

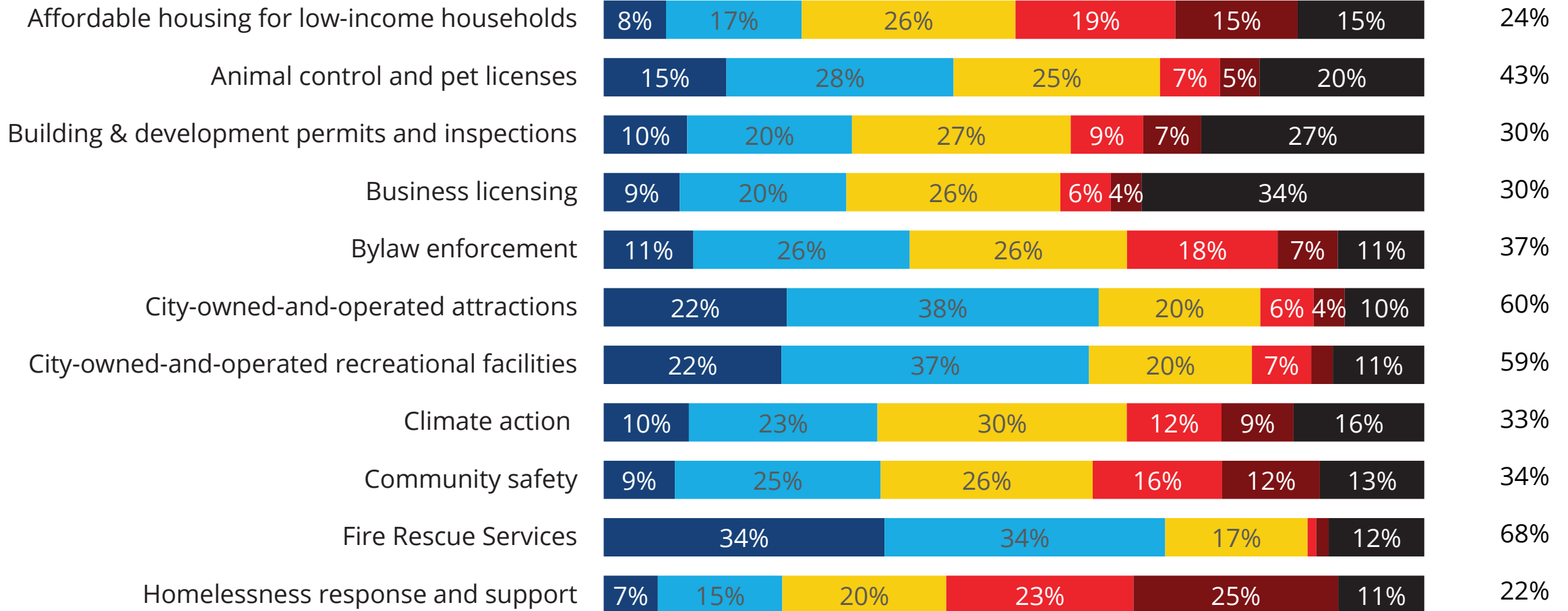
**NET Satisfied**  
Very + Somewhat



**B1: Based on your personal experience or anything you may have heard, how satisfied are you with the overall quality of programs and services provided by the City of Edmonton?; B3: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following.** Base: Total Answering n=800 Individual percentages may not add up to totals due to rounding.

# Service Satisfaction (1 of 2)

**NET Satisfied**  
Very + Somewhat



■ Very Satisfied   
 ■ Somewhat Satisfied   
 ■ Neither Satisfied nor Dissatisfied   
 ■ Somewhat Dissatisfied   
 ■ Very Dissatisfied   
 ■ Don't know / Can't say

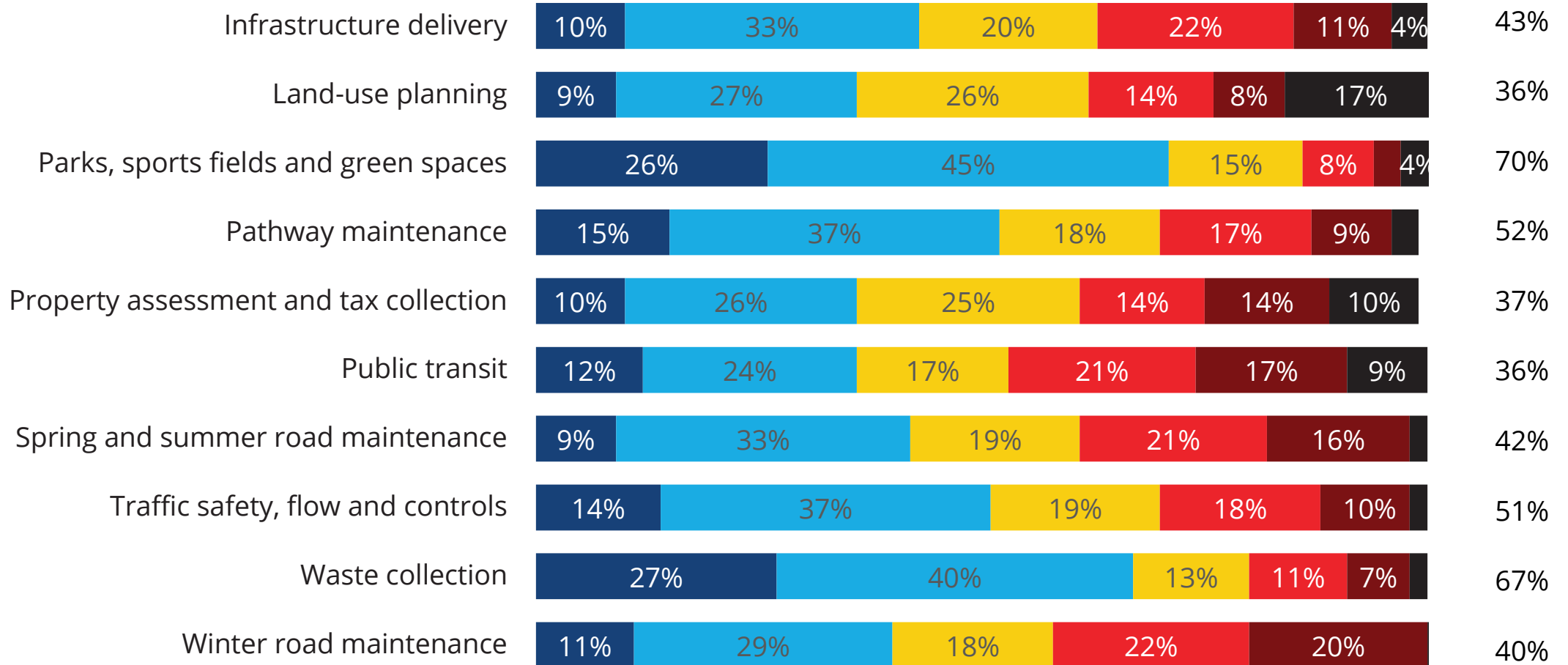
Labels <4% not shown  
Base: Total Answering; n=800

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

Individual percentages may not add up to totals due to rounding.

# Service Satisfaction (2 of 2)

**NET Satisfied**  
Very + Somewhat



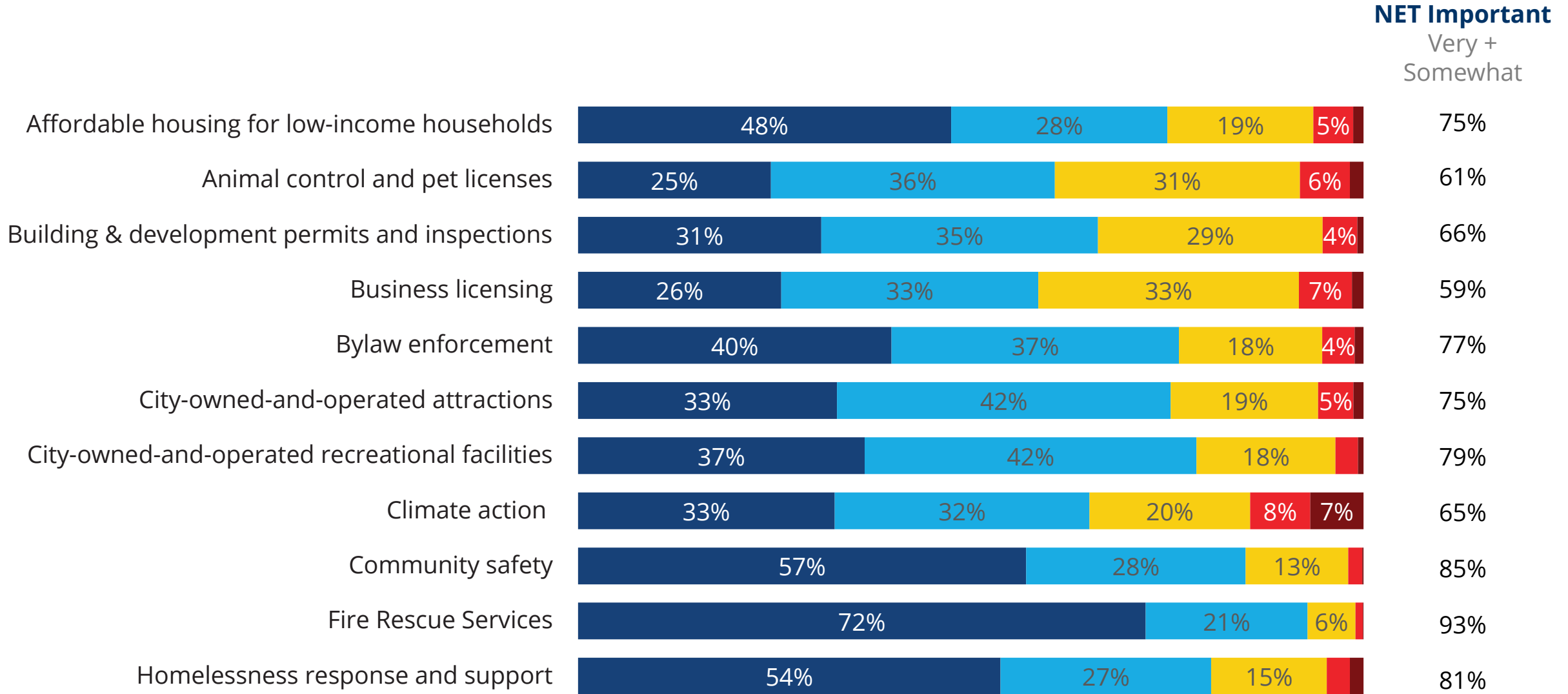
■ Very Satisfied   
 ■ Somewhat Satisfied   
 ■ Neither Satisfied nor Dissatisfied   
 ■ Somewhat Dissatisfied   
 ■ Very Dissatisfied   
 ■ Don't know / Can't say

Labels <4% not shown  
Base: Total Answering; n=800

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

Individual percentages may not add up to totals due to rounding.

# Service Importance (1 of 2)



Labels <4% not shown

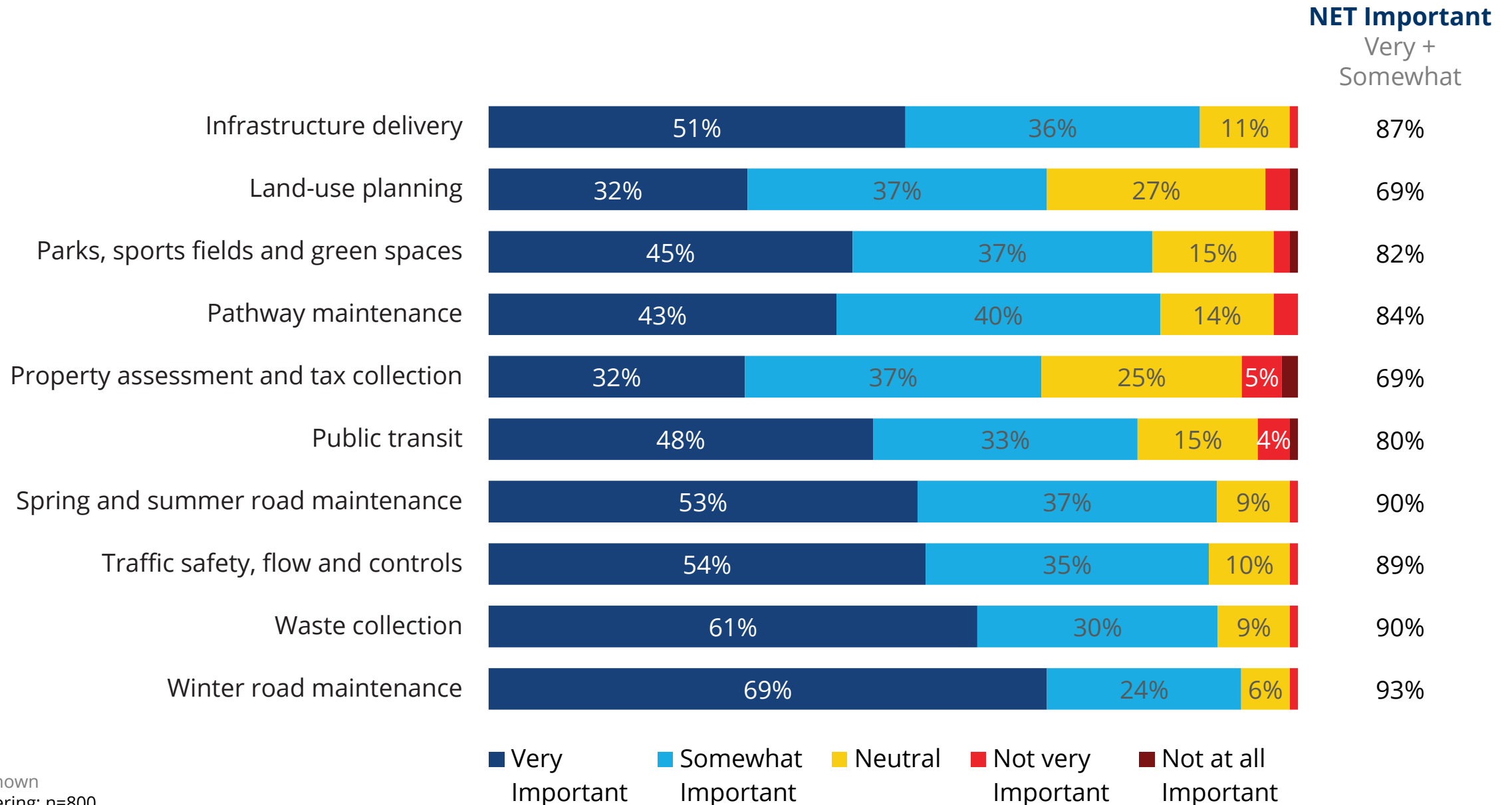
Base: Total Answering; n=800

**B4b: How important is the following program or service?**

Individual percentages may not add up to totals due to rounding.

■ Very Important   
 ■ Somewhat Important   
 ■ Neutral   
 ■ Not very Important   
 ■ Not at all Important

# Service Importance (2 of 2)



Labels <4% not shown

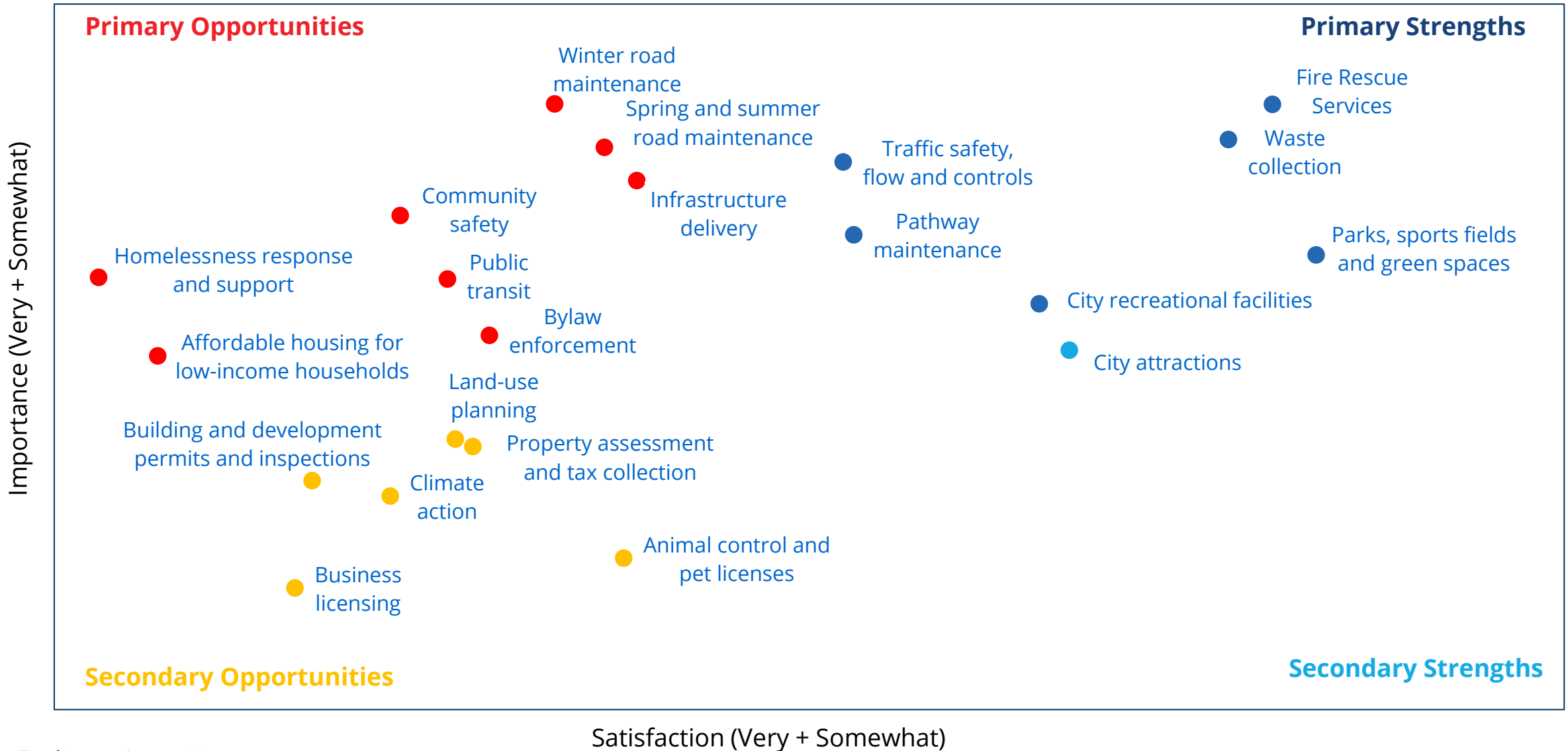
Base: Total Answering; n=800

**B4b: How important is the following program or service?**

Individual percentages may not add up to totals due to rounding.

■ Very Important   
 ■ Somewhat Important   
 ■ Neutral   
 ■ Not very Important   
 ■ Not at all Important

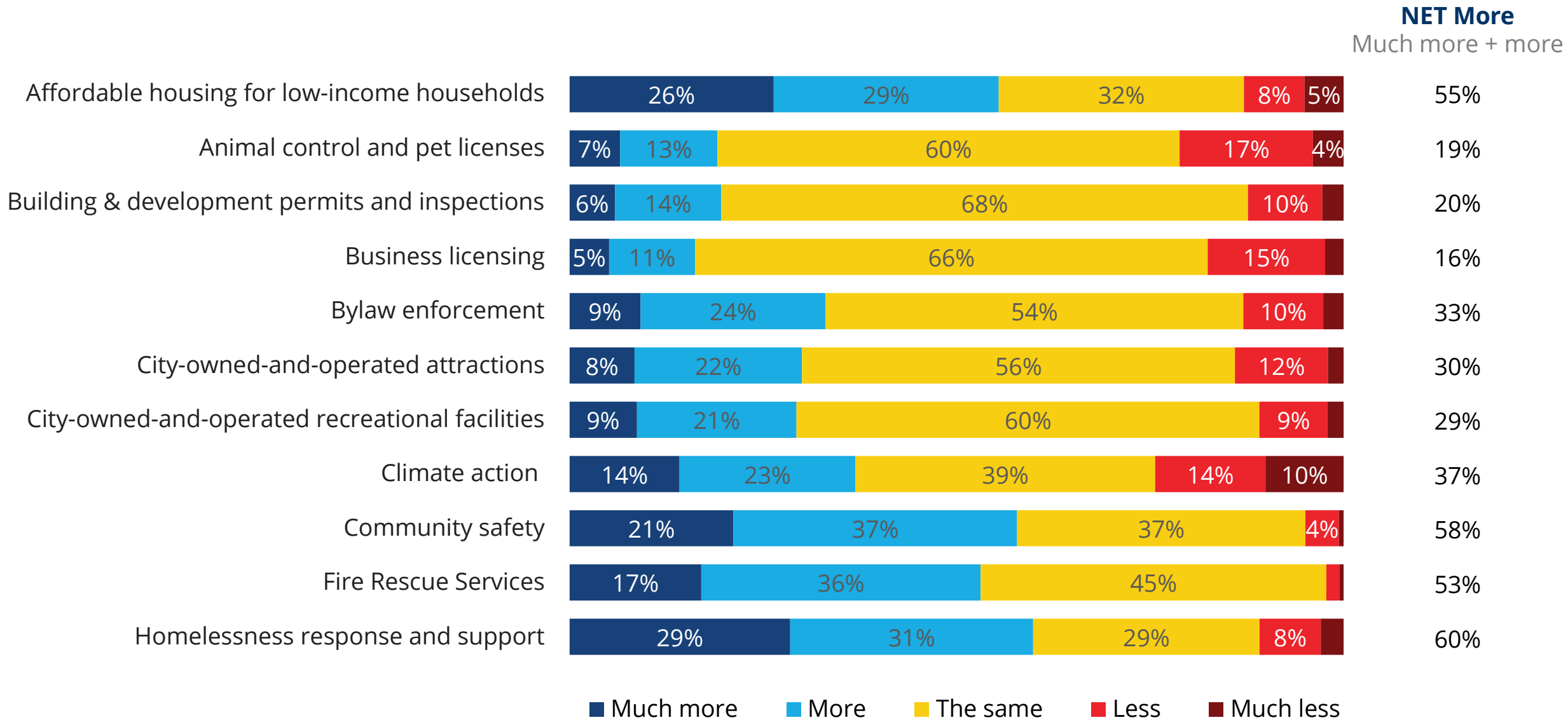
# Importance and Satisfaction



Base: Total Answering; n=800

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; B4b: How important is the following program or service?**

# Service Investment (1 of 2)



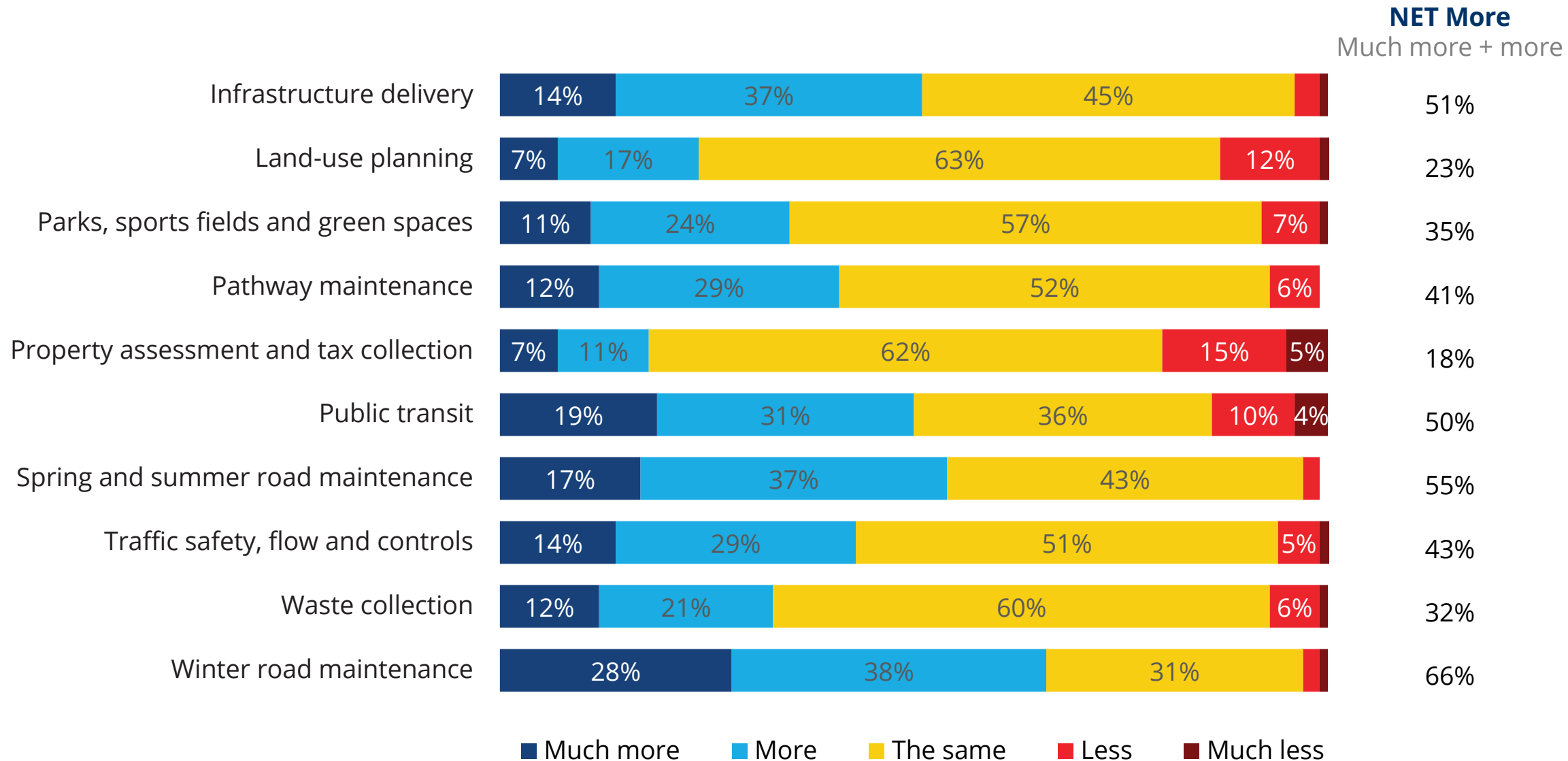
Labels <4% not shown

Base: Total Answering; n=800

**B4c: What level of financial investment do you think the City should make for the following program or service?** Individual percentages may not add up to totals due to rounding.



# Service Investment (2 of 2)



Labels <4% not shown

Base: Total Answering; n=800

**B4c: What level of financial investment do you think the City should make for the following program or service?** Individual percentages may not add up to totals due to rounding.

# Other Observations and Feedback from Edmontonians

**Based on your personal situation and what you're seeing in your community, is there anything else that you want to share with the City of Edmonton?**

## **Positive experiences** (n=79)

Themes mentioned by 10 or more respondents (listed alphabetically)

- General positive feedback (i.e., happy/no issues)

## **Issues/Areas for improvement** (n=367)

Themes mentioned by 10 or more respondents (listed alphabetically)

- City governance
- City services
- Condition of roads and sidewalks
- Cost of living
- Downtown
- Drugs and addiction
- Homelessness
- Housing cost
- Infrastructure
- Jobs and employment
- Parks and green spaces
- Programs for seniors
- Recreational facilities and programs
- Public safety
- Social services and supports
- Taxes
- Traffic
- Transit

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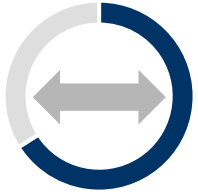
# 2022-2023 Comparisons

# 2022-2023 Comparisons

**The Service Satisfaction survey was administered for the first time in 2022. The City plans to administer the survey annually. This section compares the 2022 and 2023 results.**

# 2022-2023 Comparisons Summary

## Overall Satisfaction



The overall quality of services provided by the City continues to satisfy approximately two-thirds (66%)\* of Edmontonians



The ability to access City services in a way that is easy continues to satisfy approximately half (55%) of Edmontonians



How well the City informs Edmontonians about the services they provide continues to satisfy approximately half (51%) of Edmontonians



Satisfaction with the quality of customer service received from the City is down in 2023 (48%) from 2022 (55%)

\* For the purpose of trending, "Don't know/Can't say" responses have been excluded; survey respondents in 2022 were not given this option

# 2022-2023 Comparisons Summary



9 of the services evaluated in the 2023 survey satisfy fewer Edmontonians than in 2022.



10 of the services evaluated in 2023 are stable and satisfy a similar proportion of Edmontonians compared to 2022.



18 of the services evaluated in the 2023 survey are considered important by a similar proportion of Edmontonians compared to 2022.



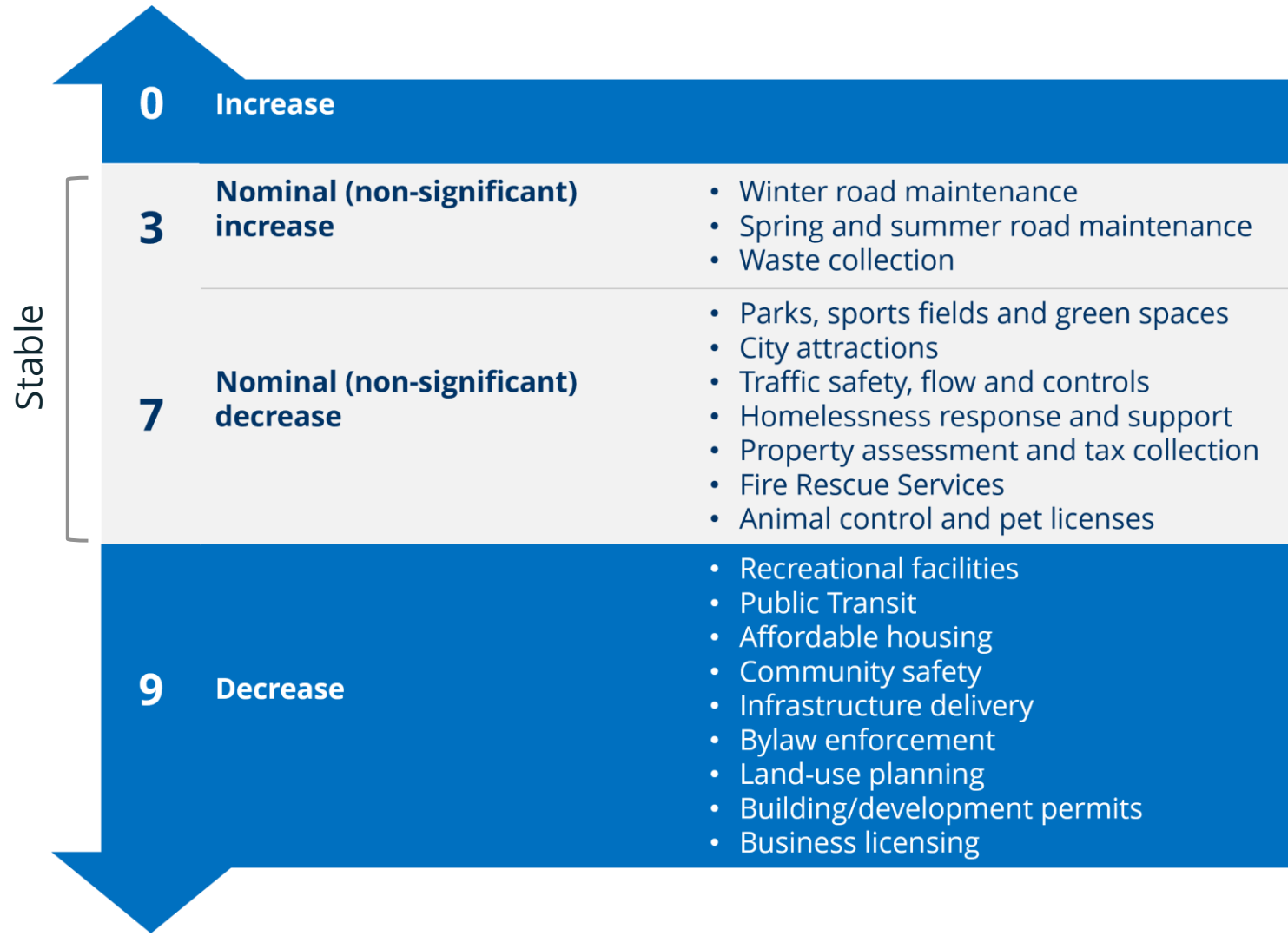
11 of the services evaluated in 2023 had a smaller proportion of Edmontonians suggesting greater levels of investment compared to 2022.

# 2022-2023 Satisfaction Comparison

**None** of the services evaluated in the 2023 survey satisfy a greater proportion of Edmontonians compared to 2022.

**10** of the services evaluated in the 2023 survey satisfy a similar proportion of Edmontonians compared to 2022.

**9** of the services evaluated in the 2023 survey satisfy fewer Edmontonians compared to 2022.



Base: Total Answering; n=800

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?**

Note: Pathway maintenance and Climate action were also evaluated in 2023, but not in 2022

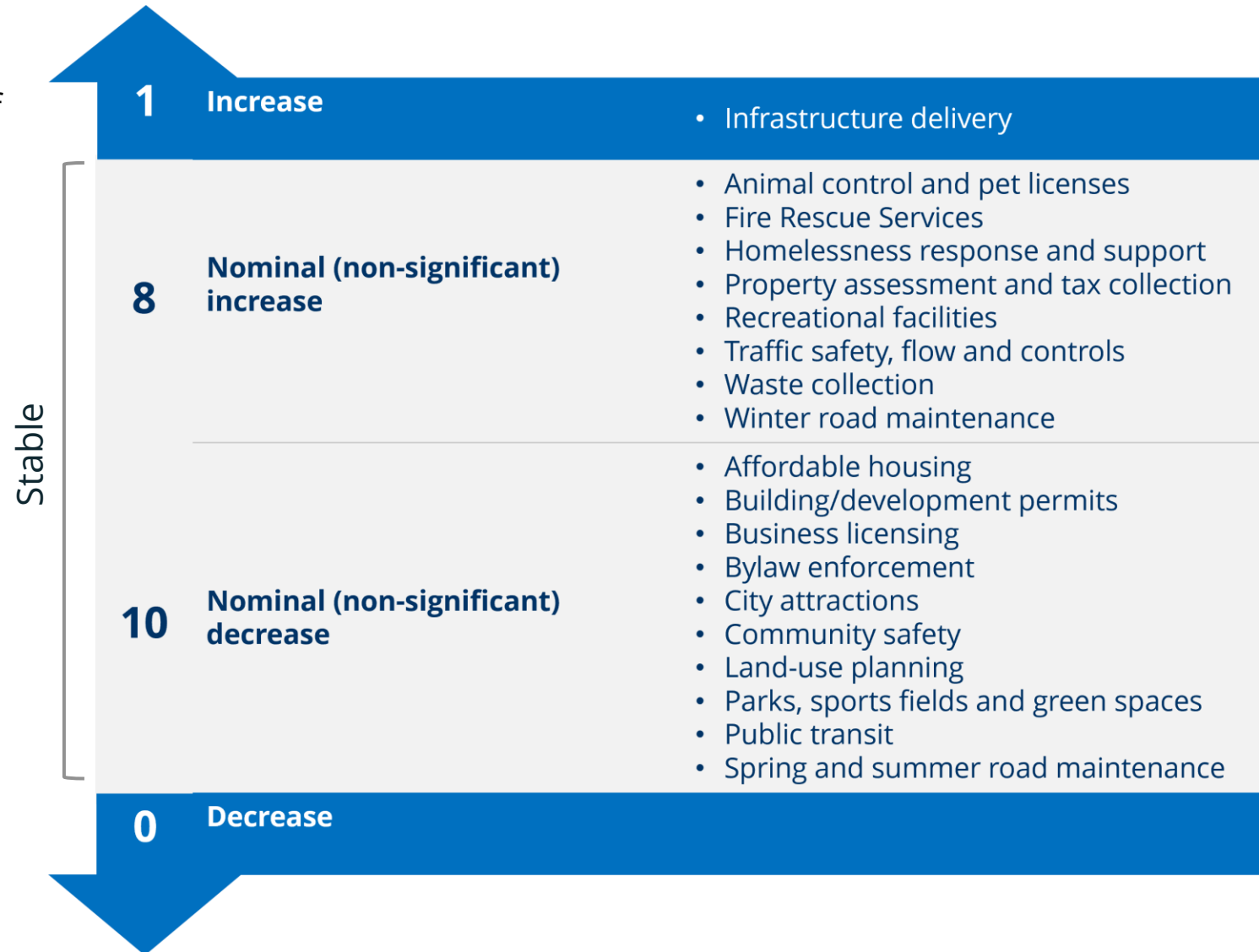


# 2022-2023 Importance Comparison

**1** of the services evaluated in the 2023 survey is considered important by a greater proportion of Edmontonians compared to 2022.

**18** of the services evaluated in the 2023 survey are considered important by a similar proportion of Edmontonians compared to 2022.

**None** of the services evaluated in the 2023 survey are considered important by a smaller proportion of Edmontonians compared to 2022.



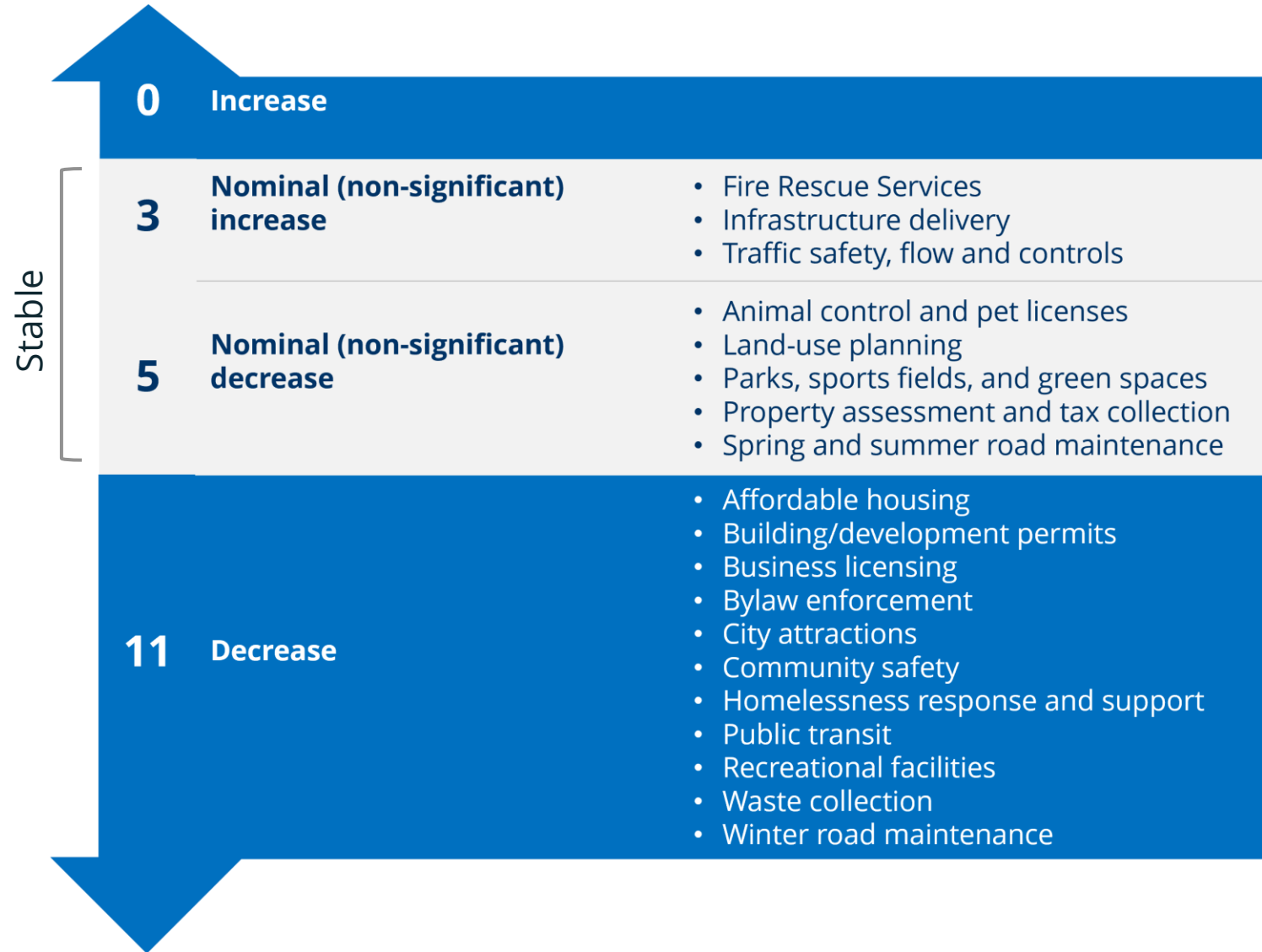


# 2022-2023 Investment Comparison

**None** of the services evaluated in the 2023 survey had a greater proportion of Edmontonians suggesting greater levels of investment compared to 2022.

**8** of the services evaluated in the 2023 survey had a similar proportion of Edmontonians suggesting greater levels of investment compared to 2022.

**11** of the services evaluated in the 2023 survey had a smaller proportion of Edmontonians suggesting greater levels of investment compared to 2022.



Base: Total Answering; n=800

**B4c: What level of financial investment do you think the City should make for the following program or service?**

Note: Pathway maintenance and Climate action were also evaluated in 2023, but not in 2022

# Importance and Satisfaction Comparison

		2022	2023	
Affordable housing for low-income households	Primary Opportunity	●	●	Primary Opportunity
Animal control and pet licenses	Secondary Opportunity	●	●	Secondary Opportunity
Building & development permits & inspections	Secondary Opportunity	●	●	Secondary Opportunity
Business licensing	Secondary Opportunity	●	●	Secondary Opportunity
Bylaw enforcement	Secondary Opportunity	● →	●	Primary Opportunity
City-owned-and-operated attractions	Secondary Strength	●	●	Secondary Strength
City-owned-and-operated recreational facilities	Secondary Strength	● →	●	Primary Strength
Climate action			●	Secondary Opportunity
Community safety	Primary Opportunity	●	●	Primary Opportunity
Fire Rescue Services	Primary Strength	●	●	Primary Strength
Homelessness response and support	Primary Opportunity	●	●	Primary Opportunity
Infrastructure delivery	Primary Strength	● →	●	Primary Opportunity
Land-use planning	Secondary Opportunity	●	●	Secondary Opportunity
Parks, sports fields, and green spaces	Primary Strength	●	●	Primary Strength
Pathway maintenance			●	Primary Strength
Property assessment and tax collection	Secondary Opportunity	●	●	Secondary Opportunity
Public transit	Primary Opportunity	●	●	Primary Opportunity
Spring and summer road maintenance	Primary Opportunity	●	●	Primary Opportunity
Traffic safety, flow and controls	Primary Strength	●	●	Primary Strength
Waste collection	Primary Strength	●	●	Primary Strength
Winter road maintenance	Primary Opportunity	●	●	Primary Opportunity

A higher relative importance

A higher relative importance

A lower relative satisfaction

Base: Total Answering; n=800

**B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; B4b: How important is the following program or service?**



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# 2023 Demographic Subgroup Comparisons

# How to Read: Demographic Subgroup Comparisons

Age, gender and region subgroup results are taken from the online panel sample of 800, which was collected and weighted to reflect the distribution of these groups in Edmonton according to the 2021 Census. The results include an analysis of differences between groups. See [Methodology](#) section for details on the data collection methodology.

Where applicable, statistical differences between demographic subgroups are shown using the following notation:

-  statistically **higher** than the sum of all other segments combined
-  statistically **lower** than the sum of all other segments combined

# Key Differences: Age groups

**Larger proportion** satisfied with service (compared to other age groups combined)

**Smaller proportion** satisfied with service (compared to other age groups combined)

**18-34**

- Affordable housing for low-income households
- Building/development permits
- Business licensing
- City recreational facilities
- Climate action
- Land-use planning
- Property assessment and tax collection
- Traffic safety, flow and control

**35-54**

- Climate action
- Parks, sports fields and green spaces
- Pathway maintenance
- Public transit

**55+**

- Fire Rescue Services

- Affordable housing
- Animal control and pet licenses
- Building & development permits & inspections
- Business licensing
- Bylaw enforcement
- City-owned-and-operated attractions
- City-owned-and-operated recreational facilities
- Climate action
- Community safety

- Homelessness response and support
- Infrastructure delivery
- Land-use planning
- Parks, sports fields and green spaces
- Pathway maintenance
- Public transit
- Traffic safety, flow and controls
- Winter road maintenance

# Key Differences: Gender

**Larger proportion** satisfied with service  
(compared to other genders combined)

**Smaller proportion** satisfied with service  
(compared to other genders combined)

**Women**

- Property assessment and tax collection

**Men**

- Affordable housing for low-income households

- Property assessment and tax collection

# Key Differences: Region

	Larger proportion satisfied with service (compared to other regions combined)	Smaller proportion satisfied with service (compared to other regions combined)
<b>Central</b>	<ul style="list-style-type: none"> <li>Affordable housing for low-income households</li> <li>Climate action</li> <li>Homelessness response and support</li> <li>Property assessment and tax collection</li> </ul>	
<b>Northeast</b>		
<b>Northwest</b>		<ul style="list-style-type: none"> <li>Business licensing</li> <li>Land-use planning</li> </ul>
<b>Southeast</b>		
<b>Southwest</b>	<ul style="list-style-type: none"> <li>Community safety</li> </ul>	

# Additional Subgroup Analysis

**Additional subgroup results are taken from the Edmonton Insight Community sample of 4,200.**

This sample was collected to ensure the City heard from many voices, including Edmontonians who may experience City services differently, such as those who are racialized, 2SLGBTQIA+, Indigenous, people with disabilities, people in low-income households and people with children in the household.

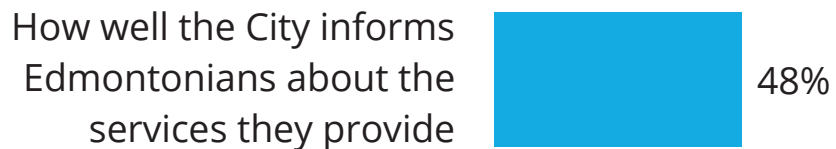
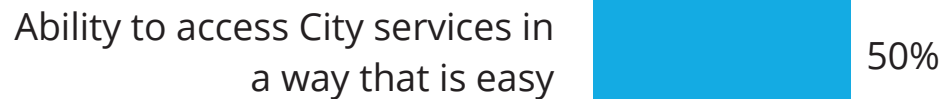
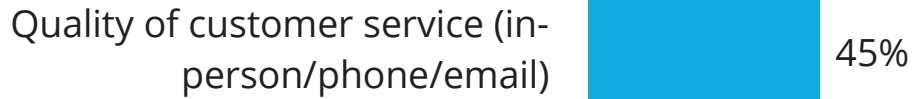
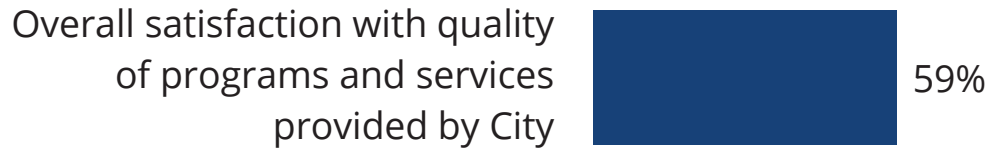
The following summarizes results from selected subgroup populations, where base sizes do not support analysis within the general population survey (online panel sample of 800).



# LGBTQ2S+ Summary

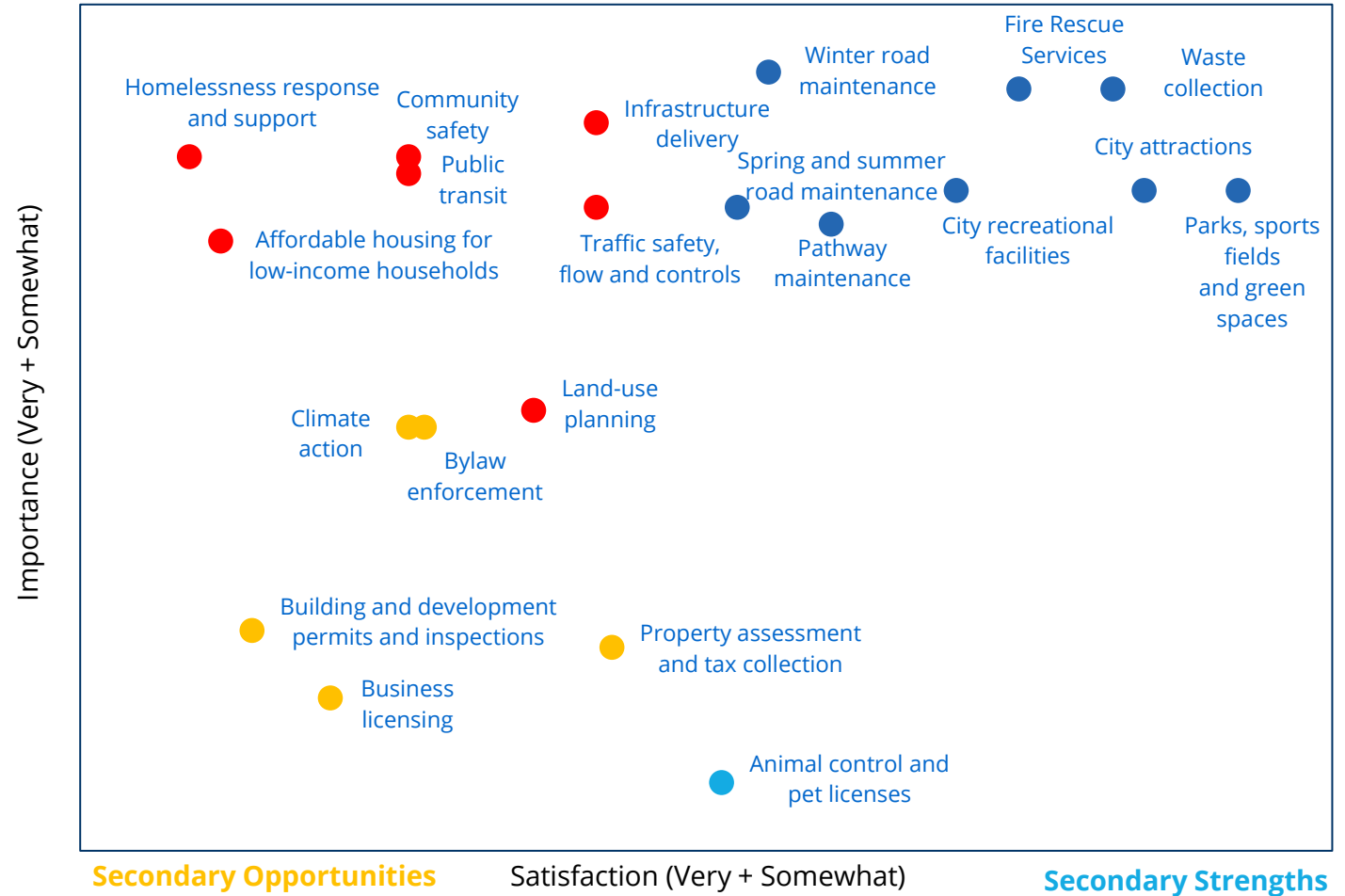
## Satisfaction with Services

% Satisfied (Very satisfied, Satisfied)



### Primary Opportunities

### Primary Strengths



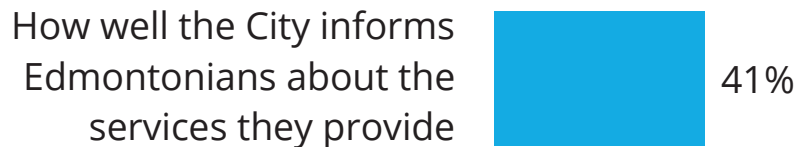
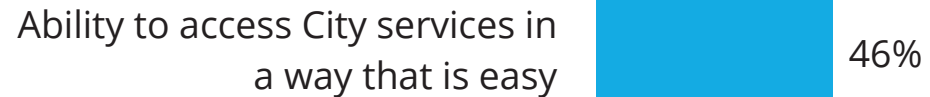
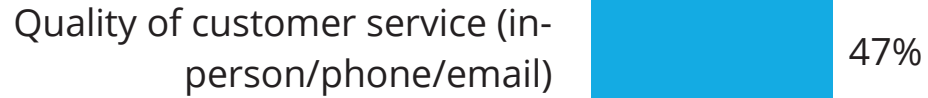
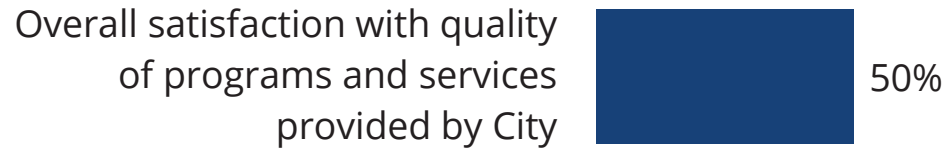
Base: Identify with LGBTQ2S+; n=273

B1: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B3: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; B4b: How important is the following program or service?

# Indigenous Peoples Summary

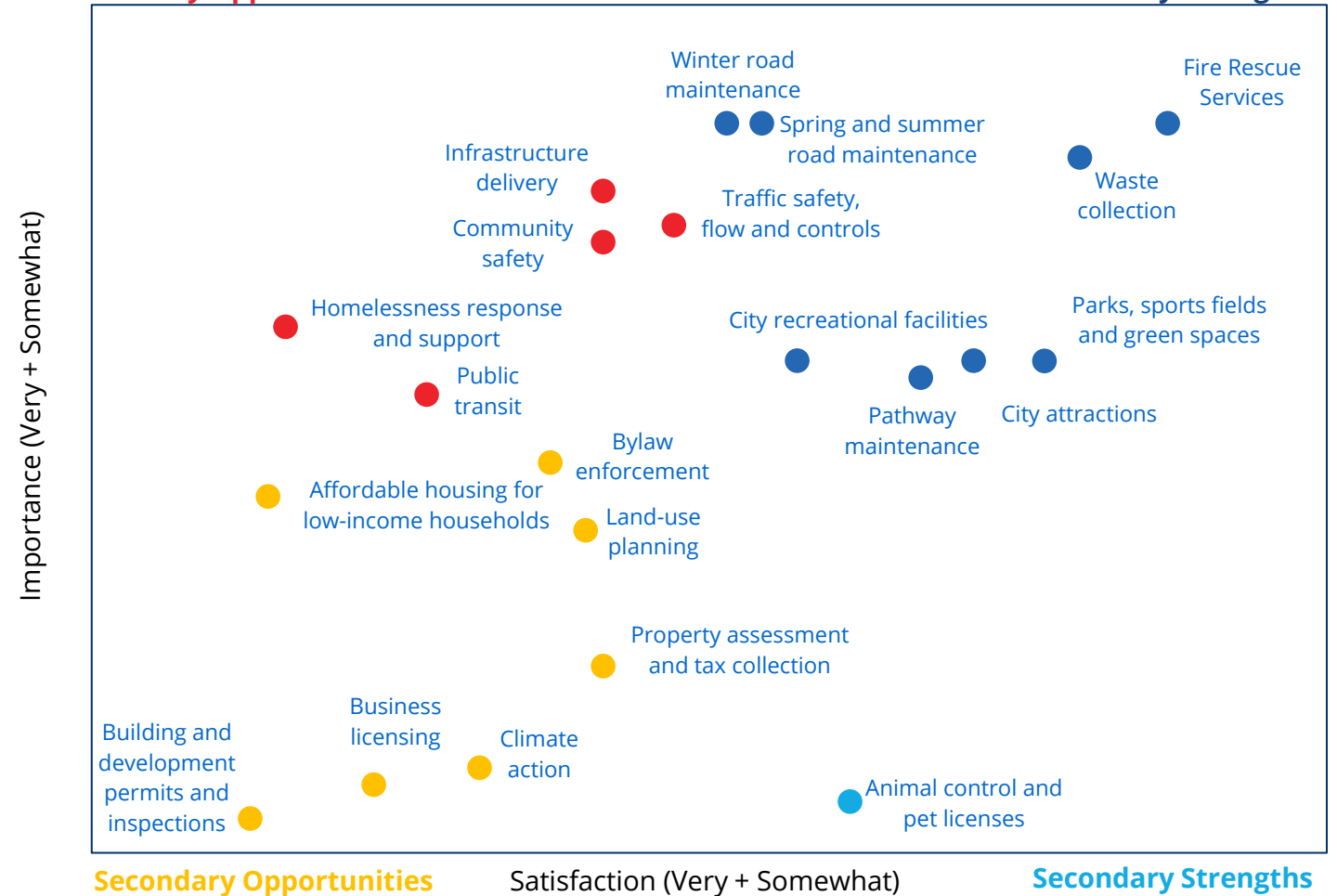
## Satisfaction with Services

% Satisfied (Very satisfied, Satisfied)



## Primary Opportunities

## Primary Strengths



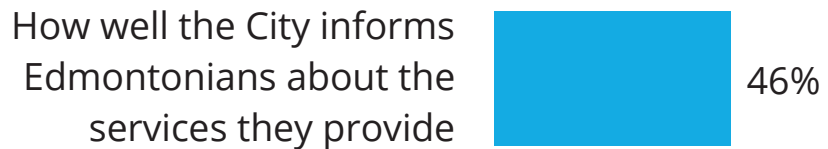
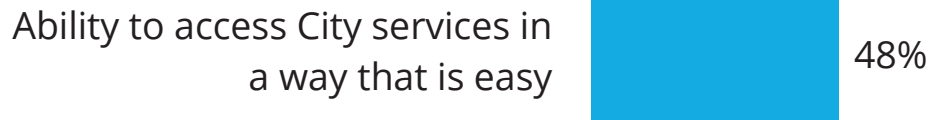
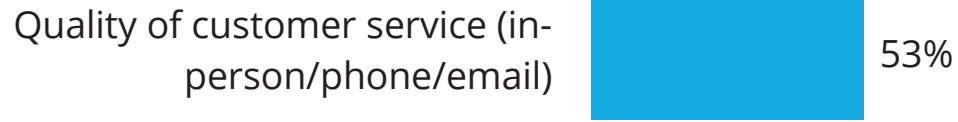
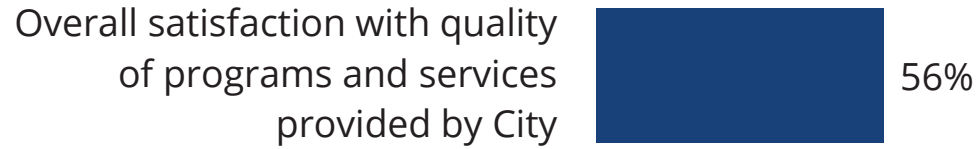
Base: Indigenous Peoples; n=94

B1: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B3: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; B4b: How important is the following program or service?

# Low Income Households Summary

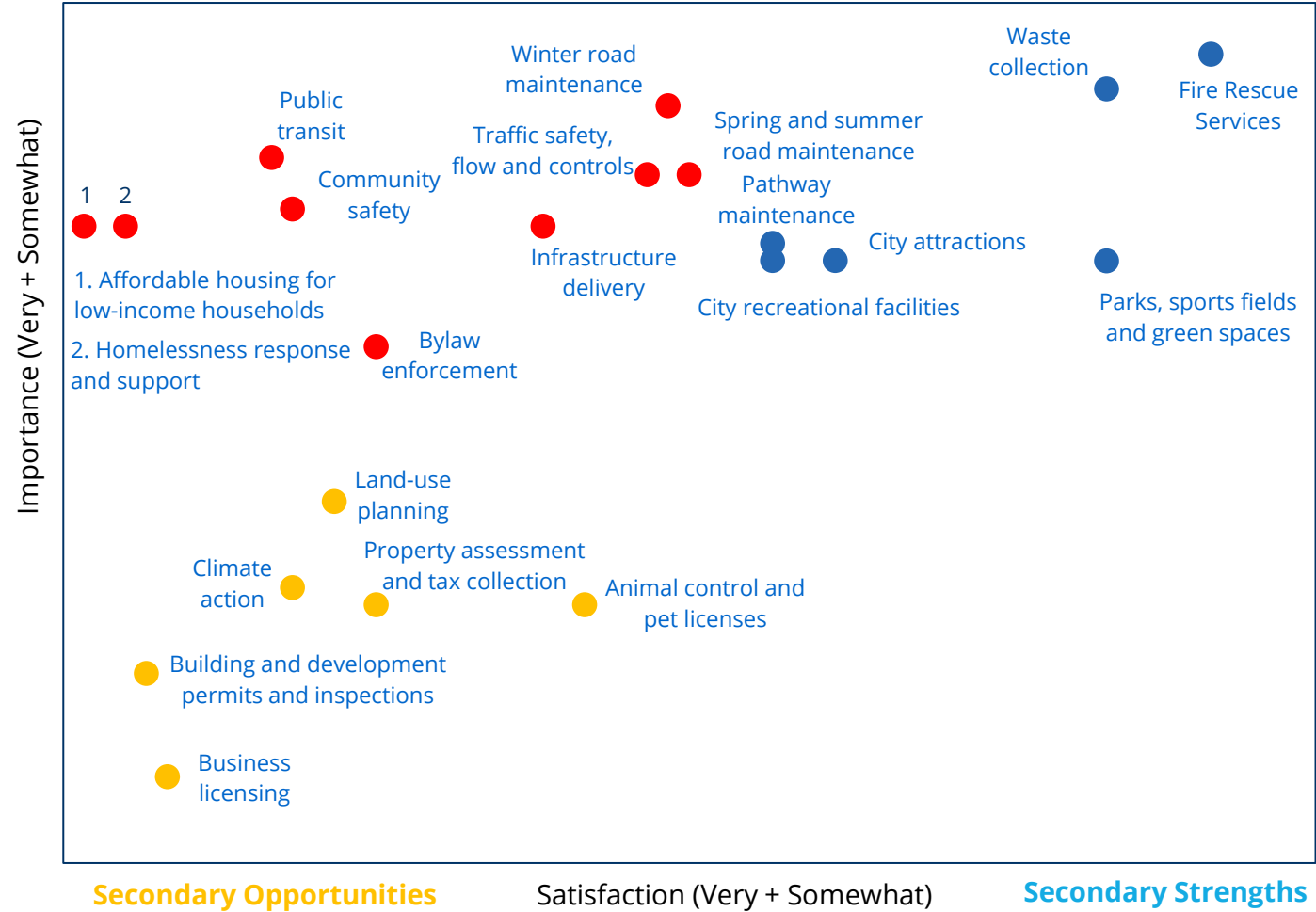
## Satisfaction with Services

% Satisfied (Very satisfied, Satisfied)



## Primary Opportunities

## Primary Strengths



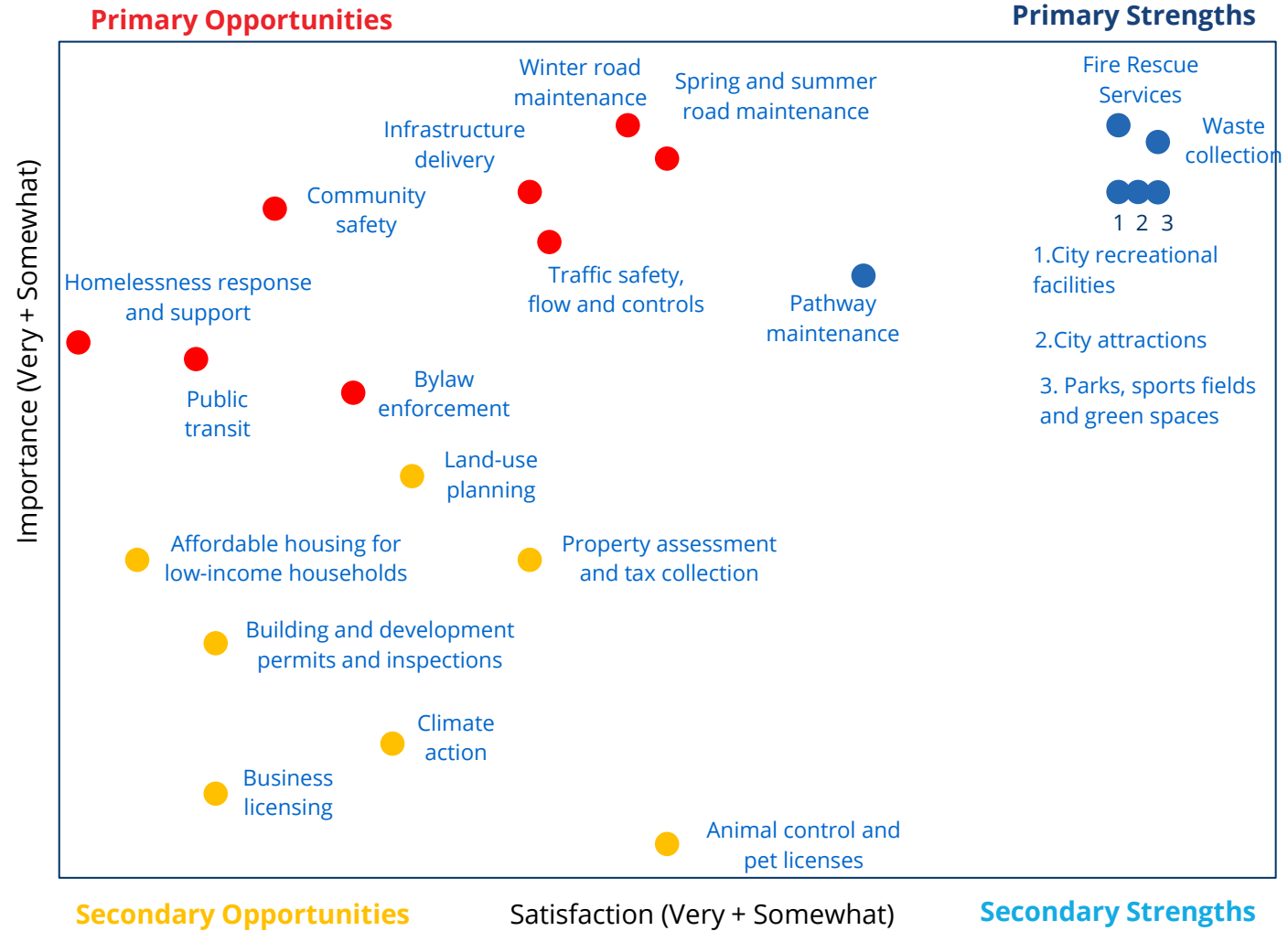
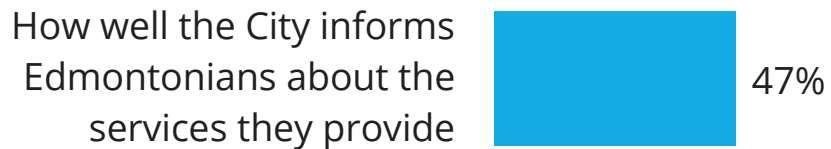
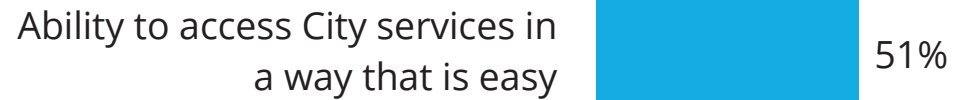
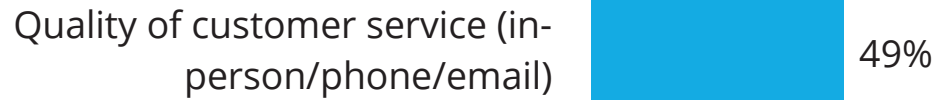
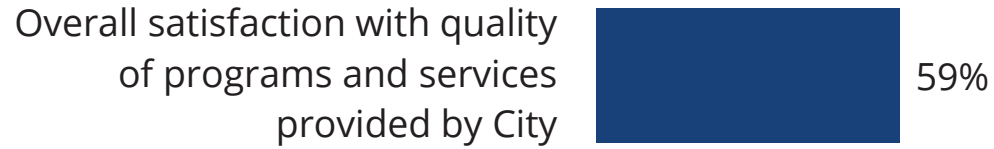
Base: Low Income Households (Household income less than \$30,000/year); n=156

**B1:** Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; **B3:** Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; **B4a:** Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; **B4b:** How important is the following program or service?

# Parents with Children Summary

## Satisfaction with Services

% Satisfied (Very satisfied, Satisfied)



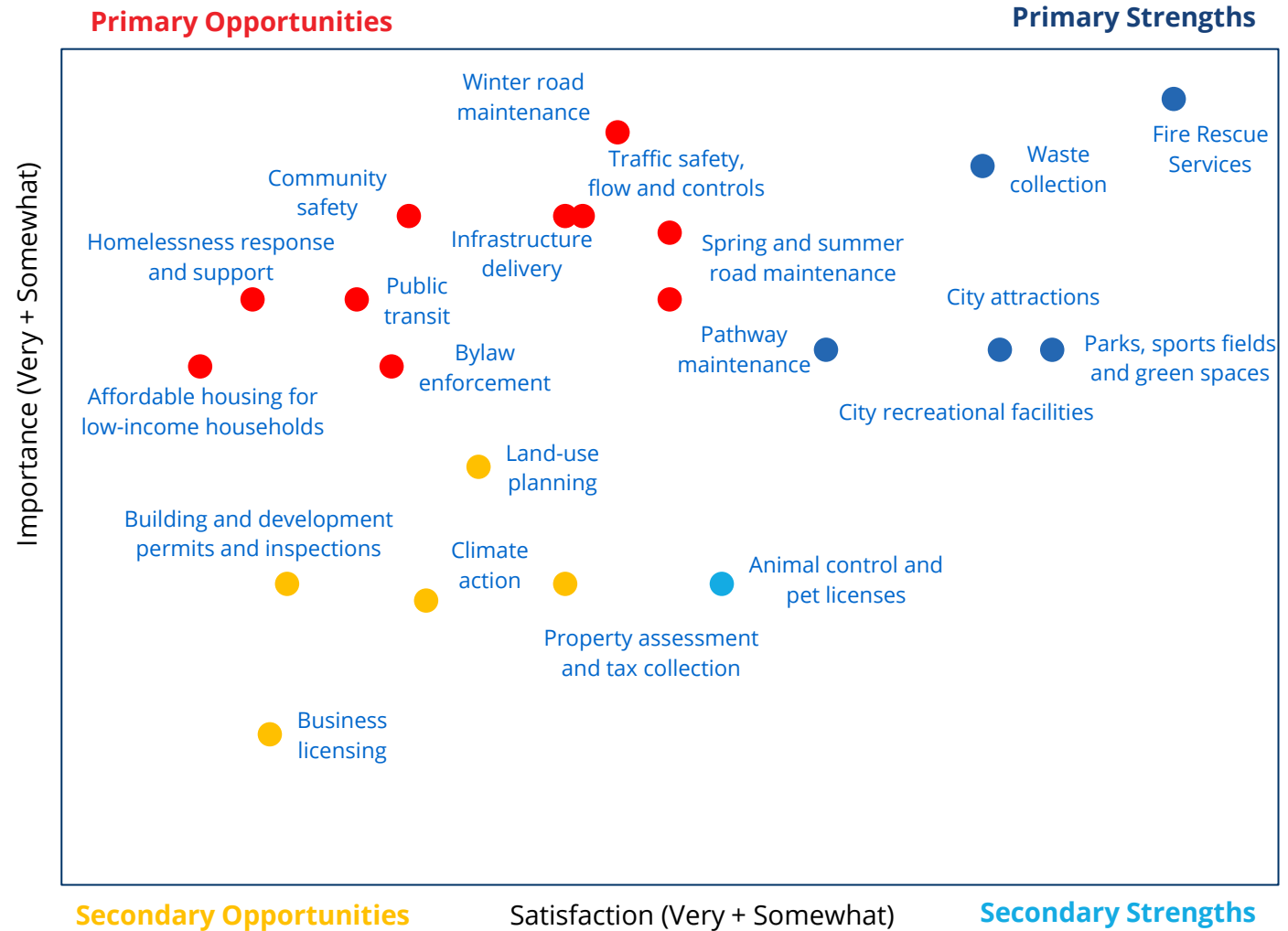
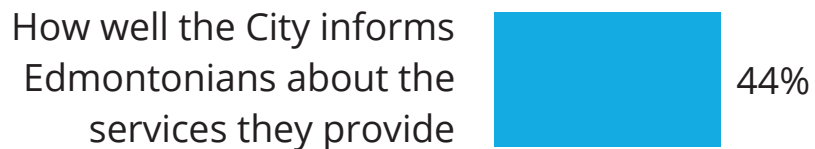
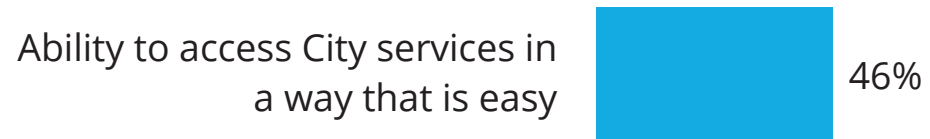
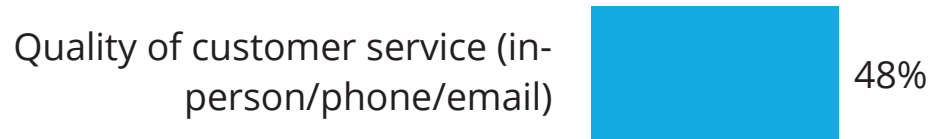
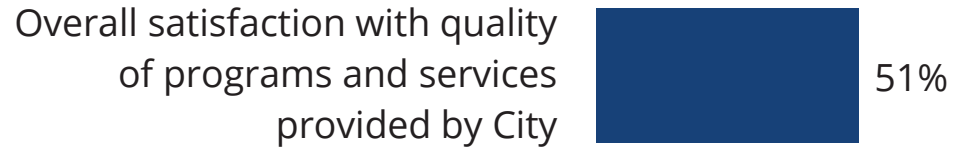
Base: Have child under the age of 18 living at home; n=873

B1: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B3: Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; B4a: Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; B4b: How important is the following program or service?

# People with Disabilities Summary

## Satisfaction with Services

% Satisfied (Very satisfied, Satisfied)



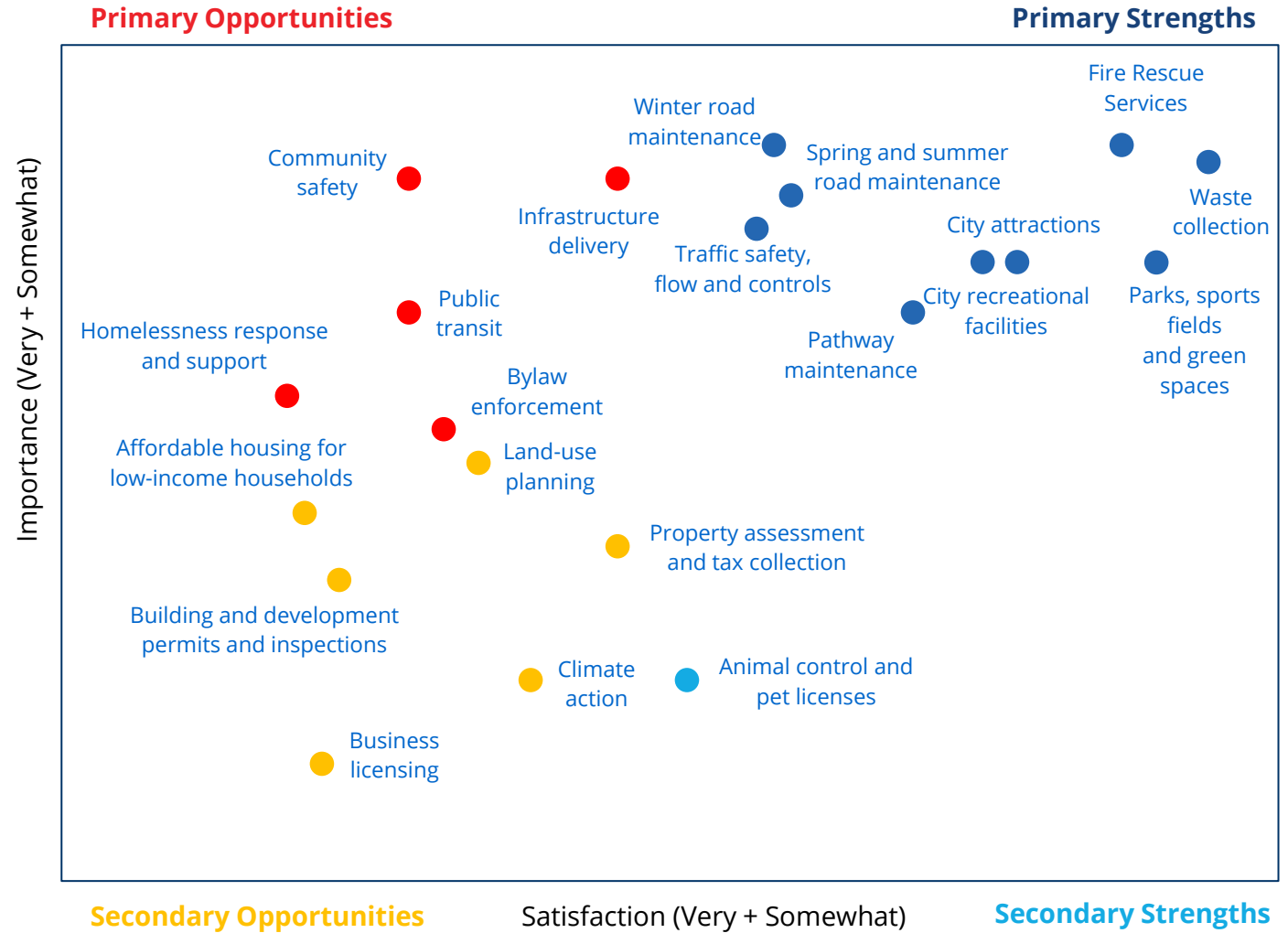
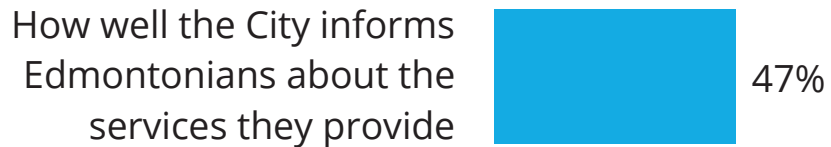
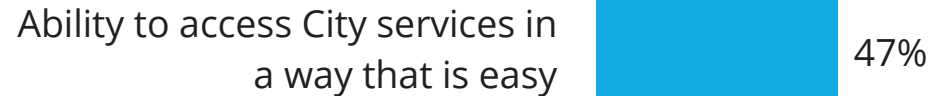
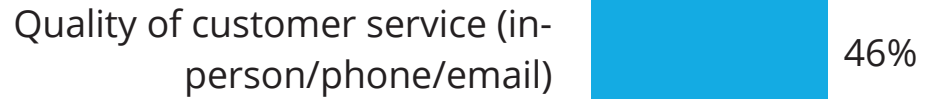
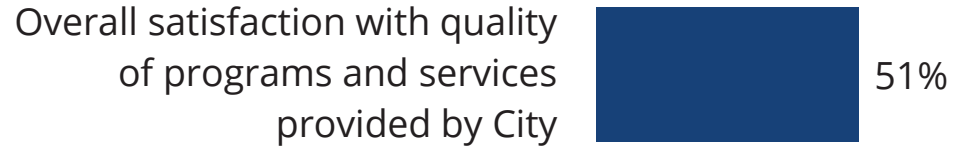
Base: People with disabilities; n=365

**B1:** Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; **B3:** Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; **B4a:** Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; **B4b:** How important is the following program or service?

# Racialized Groups Summary

## Satisfaction with Services

% Satisfied (Very satisfied, Satisfied)



Base: Racialized group/visible minority; n=294

**B1:** Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; **B3:** Based on your personal experience or anything you may have heard, please indicate how satisfied you are with the following; **B4a:** Based on your personal experience and anything you may have heard, how satisfied are you with the City's job in providing the following program or service?; **B4b:** How important is the following program or service?

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# Methodology and Respondent Profile

# Methodology: Online Panel (General Population)

## Respondent Profile:

n = 800 Edmontonians aged 18 years or older

## Research Design and Respondent Selection:

- Survey participants were screened to ensure that they met the minimum participation criteria i.e., being a current resident of Edmonton and at least aged 18 years.
- The first 3 digits of postal codes were used to classify respondents into specific regions i.e., central, northeast, northwest, southeast and southwest regions.
- The results are reflective of age, gender, and regional distribution of Edmontonians based on the 2021 census data.
- Weighting factors were also applied based on age, gender, geographic region and income to ensure representation.

## Data Collection:

- Responses were collected using Dynata, an online sampling and data collection company.
- The online survey had a response rate of 81%. 984 people opted into the survey and 184 people got terminated/dropped off. Hence, the response rate was calculated as  $(800/984)*100$ .

**Data  
Collection  
Timeline**

June 12 to  
July 6, 2023

**Average  
Length of  
Survey**

11.7 mins

**Response  
Rate**

81.3%



# Methodology: Online Panel (General Population)

## Limitations

This survey is utilizing sample from a web panel, participants were not recruited using probabilistic sampling, the statistical tests reported reflect results as if performed on data collected using probability sampling, therefore any statistical differences should only be interpreted as directional.

Weighting was used to better represent the underlying population and reduce self selection, non-response, and non-coverage bias, however, because of the nature of online web panels (only including those willing to participate in an online survey), we cannot ensure this sample is fully representative of the population and free from bias (individuals who are less able to complete an online survey may be underrepresented).

All sample surveys and polls may be subject to multiple sources of error, including, but not limited to sampling error, coverage error, and measurement error.

# Respondent Profile : Online Panel (General Population)

<i>Age Group</i>	<i>n=800</i>	<i>Region</i>	<i>n=800</i>	<i>Gender Identity</i>	<i>n=800</i>
18 to 24 years	9%	Central	13%	Woman	50%
25 to 34 years	23%	Northeast	18%	Man	49%
35 to 44 years	22%	Northwest	17%	Non-binary	0%
45 to 54 years	13%	Southeast	18%	Transgender	1%
55 to 64 years	11%	Southwest	34%	Two-spirit	0%
65 years or older	21%			Another gender not listed above	0%
				Prefer not to answer	0%

Base: Total Answering (Bases shown in chart)

**S1: In which of the following age categories do you fall?**

**S3: To ensure we are receiving responses from people throughout the city, please provide the first three digits of your postal code.**

**DM2: Which of the following describes your gender identity?**

# Respondent Profile : Online Panel (General Population)

<i>Education Level</i>	<i>n=800</i>
Elementary/primary school graduate	2%
High/secondary school diploma	23%
College/technical school graduate	24%
University undergraduate degree	28%
Graduate university degree (i.e., Masters and/or doctorate)	13%
Professional degree or additional accreditation above graduate degree	9%
Prefer not to answer	1%

<i>Employment Status</i>	<i>n=800</i>
Working full-time	51%
Working part-time	10%
Homemaker	4%
Student	3%
Unemployed	7%
Permanently unable to work	1%
Retired	22%
Other	1%
Prefer not to answer	1%

<i>Household Income Level</i>	<i>n=800</i>
Under \$30,000	11%
\$30,000 to \$59,000	18%
\$60,000 to \$99,000	24%
\$100,000 to \$149,000	22%
\$150,000 and above	18%
Prefer not to answer	7%

Base: Total Answering (Bases shown in chart)

**C4: What is the highest level of education you have completed?**

**C5: How would you describe your employment status?**

**DM4: Which of the following categories best describes your total household income in 2022 before taxes?**

# Respondent Profile : Online Panel (General Population)

<i>Identity/group</i>	<i>n=800</i>
Racialized group/visible minority	19%
Persons with disabilities	8%
Indigenous people	7%
New to Canada (less than 3 years)	5%
LGBTQ2S+	8%
None of the above	58%
Prefer not to say	2%

<i>Are there children (younger than 18 years) living in your home?</i>	<i>n=800</i>
Yes	32%
No	68%
Prefer not to answer	1%

<i>Do you currently rent or own your home?</i>	<i>n=800</i>
I own my home	64%
I rent	31%
Other	2%
Prefer not to say	3%

Base: Total Answering (Bases shown in chart)

DM1: Which of the following do you identify with?

C2: Are there children (younger than 18 years) living in your household? C5: How would you describe your employment status?

C3: Do you currently rent or own your home?

# Methodology: Edmonton Insights Community Panel

## Respondent Profile:

n = 4200 Edmontonians aged 15 years or older

## Research Design and Respondent Selection:

- The online survey was sent to the members of the Edmonton Insight Community.
- Panelists were screened to ensure that they met the minimum participation i.e., being a current resident of Edmonton and at least aged 15 years.
- The first 3 digits of postal codes were used to classify respondents into specific regions i.e., central, northeast, northwest, southeast and southwest regions.
- No weighting factors have been applied; results represent the opinions of participating panel members and should not be considered representative of the overall population.

## Limitations:

- The Edmonton Insight Community Panel is made up of self-selected Edmontonians who provide input on City issues on a regular basis through surveys and other engagement activities.
- Because the objective of this sample was not to reflect the Edmonton population, the results in this report do not include any analysis of differences between groups.

**Data  
Collection  
Timeline**

June 12 to  
July 7, 2023

**Average  
Length of  
Interview**

19.3 mins

**Response  
Rate**

24.4%



**ADVANIS**