Report

PROSPERITY EDMONTON

Leger

—

We know Canadians

DATE 2018-11-20

METHODOLOGY

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Data Collection

- Online survey with 502 City of Edmonton homeowners. Interviews were conducted from October 23 to November 5, using Leger's CAWI (Computer Aided Web Interviewing system).

Target Respondents

- City of Edmonton (proper) homeowners, over the age of 18 years.

Analysis and Reporting

- Data are weighed by quadrant, gender and age to be representative of the City of Edmonton population

Statistical Reliability

- As a non-random online survey, a margin of error is not reported (margin of error accounts for sampling error). Had the data for the general population been collected using a probability sample, results for a sample size of 502 would be statistically accurate to within ±4.4 percentage points, 19 times out of 20.

KEY FINDINGS

WHAT DO HOMEOWNERS THINK?

24% agree that they feel valued by the city as a tax payer

63% support new municipal recreation centres operating on a revenue-neutral model

82% indicate taxes will be important to them in their voting decision next municipal election

73% agree that it is time to hold the line on tax increases for residents and businesses

45% agree there is a competitive advantage to operating a business outside Edmonton city limits

51% agree that the City should hold off on any new municipal spending

17% agree that it is fair for City employees to be paid higher salaries and work less hours than the average Edmontonian
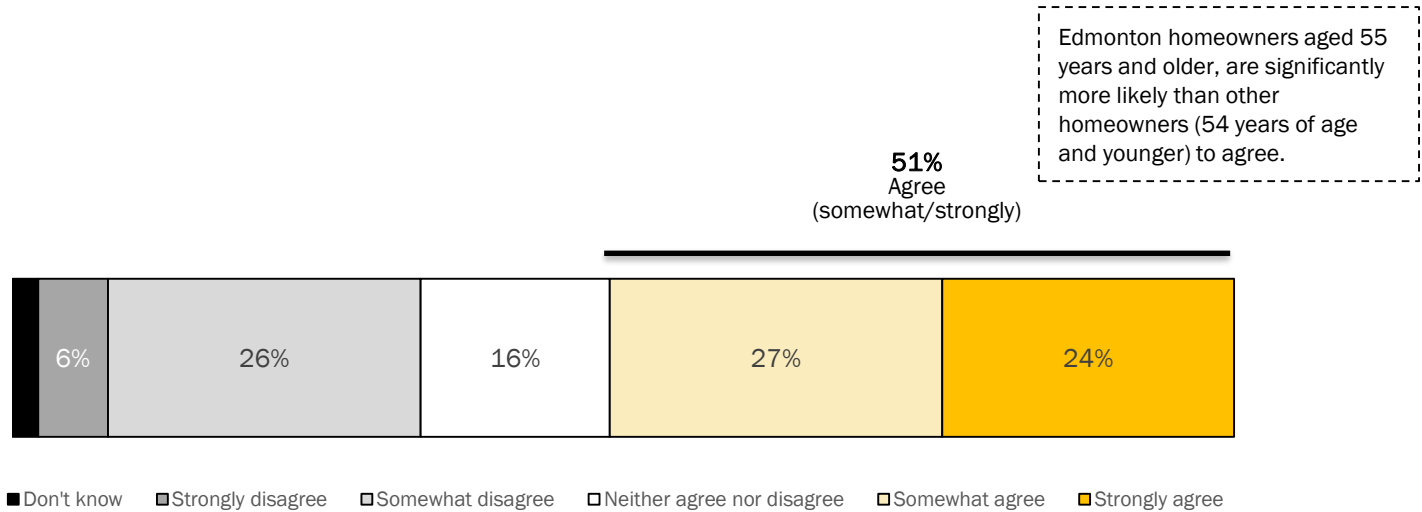
53% agree that providing outdoor pool and library services for free is a responsible use of their property taxes

DETAILED RESULTS

Half of City of Edmonton homeowners agree that the City should hold off on any new municipal spending.

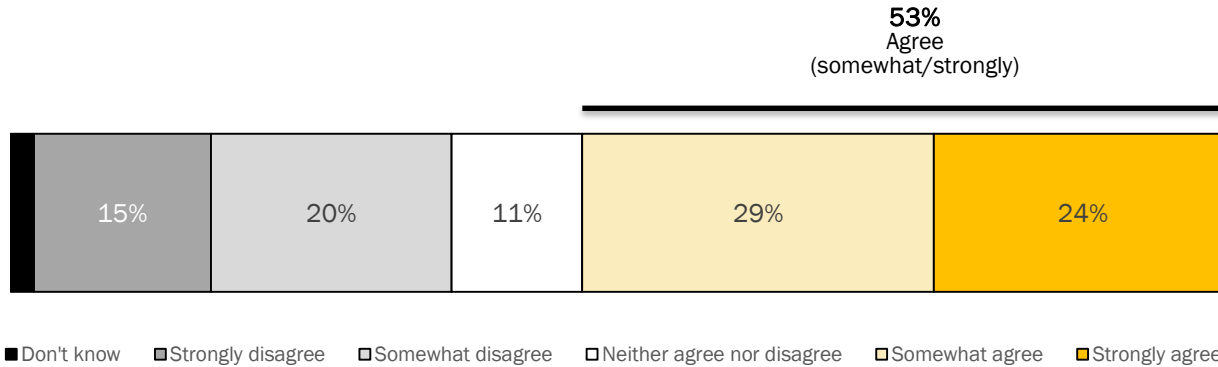Edmonton homeowners aged 55 years and older, are significantly more likely than other homeowners (54 years of age and younger) to agree.

51%
Agree
(somewhat/strongly)

6%	26%	16%	27%	24%

■ Don't know ▨ Strongly disagree ▨ Somewhat disagree ▢ Neither agree nor disagree ▨ Somewhat agree ▨ Strongly agree

City Quadrant	NW (n=167)	NE (n=81)	SW (n=148)	SE (n=106)
Agree (somewhat/strongly)	52%	52%	48%	52%

Base: City of Edmonton homeowners (n=502)
Labels 2% or less not shown
Q1. Municipal spending in Edmonton has doubled over past 10 years, knowing this, how strongly do you agree or disagree that the City should hold off on any new spending, even if that means current services are not improved and new services are not provided?

Over half of City of Edmonton homeowners agree that providing outdoor pool and library services free of charge within the City of Edmonton is a responsible use of their property taxes.

53%
Agree
(somewhat/strongly)

| 15% | 20% | 11% | 29% | 24% |

■ Don't know ■ Strongly disagree ■ Somewhat disagree □ Neither agree nor disagree □ Somewhat agree ■ Strongly agree

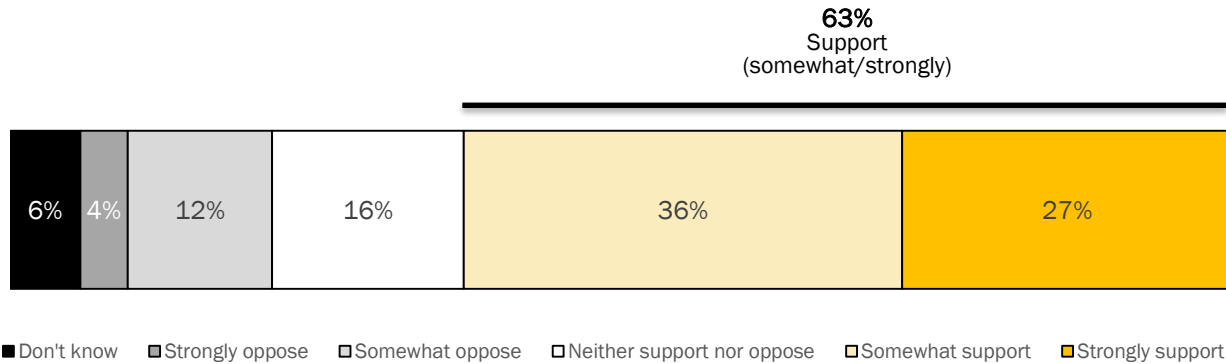| City Quadrant	NW (n=167)	NE (n=81)	SW (n=148)	SE (n=106)
Agree (somewhat/strongly)	49%	52%	54%	59%

Base: City of Edmonton homeowners (n=502)
Labels 2% or less not shown
Q2. How strongly do you agree or disagree that providing outdoor pool and library services free of charge within the City of Edmonton is a responsible use your property taxes?
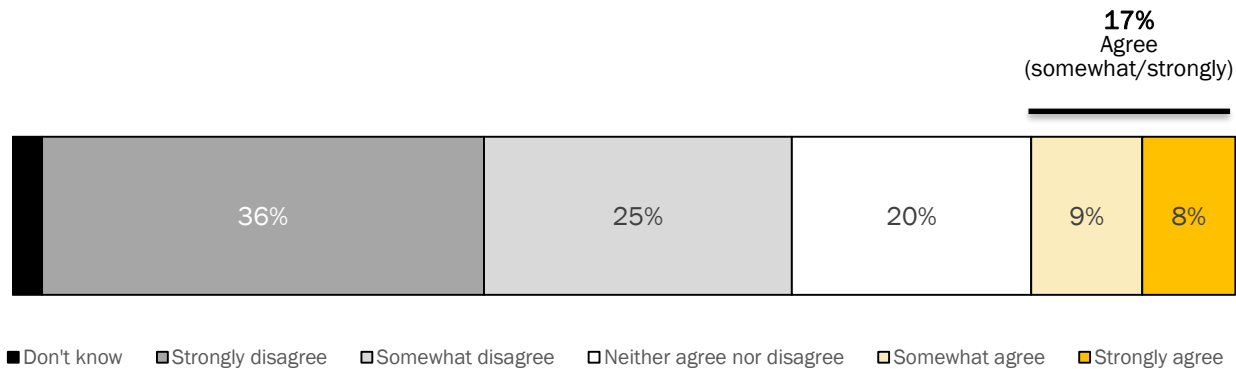
Over three-in-five City of Edmonton homeowners support the idea of new municipal recreation centres operating on a revenue-neutral model.

63%
Support
(somewhat/strongly)

6%	4%	12%	16%	36%	27%

■ Don't know   ■ Strongly oppose   □ Somewhat oppose   □ Neither support nor oppose   □ Somewhat support   ■ Strongly support

City Quadrant	NW (n=167)	NE (n=81)	SW (n=148)	SE (n=106)
Support (somewhat/strongly)	59%	64%	63%	67%

Less than one-in-five City of Edmonton homeowners agree that it is fair for City of Edmonton employees to generally be paid higher salaries and work less hours than the average Edmontonian.
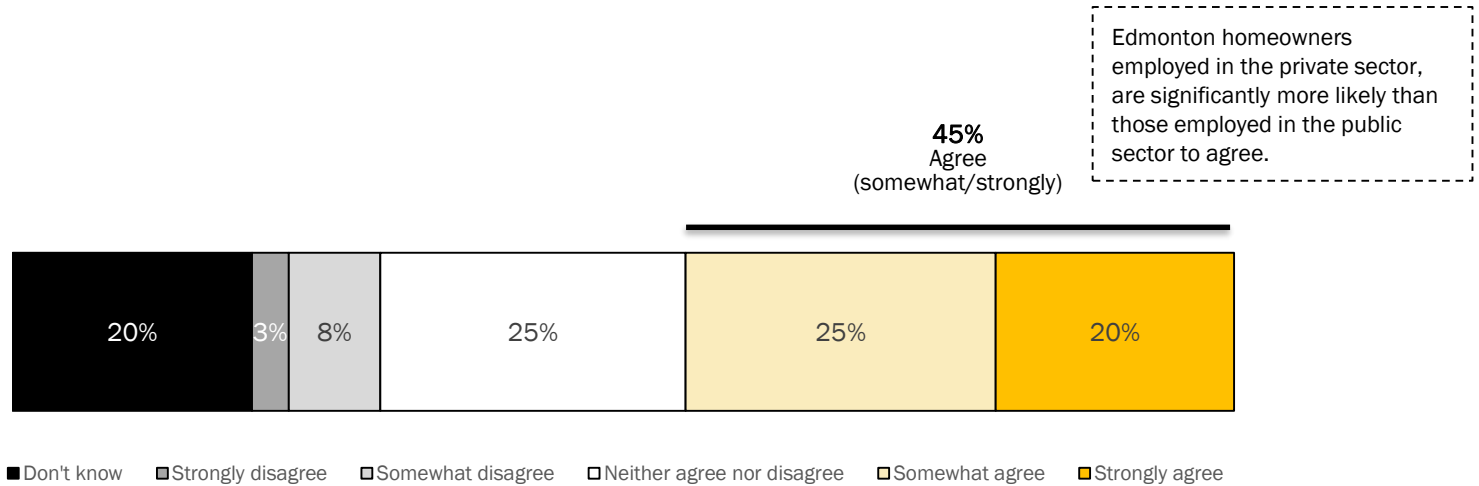
17%
Agree
(somewhat/strongly)

36%	25%	20%	9%	8%

■ Don't know   ■ Strongly disagree   ■ Somewhat disagree   □ Neither agree nor disagree   □ Somewhat agree   ■ Strongly agree

City Quadrant	NW (n=167)	NE (n=81)	SW (n=148)	SE (n=106)
Agree (somewhat/strongly)	14%	16%	18%	20%

Base: City of Edmonton homeowners (n=502)
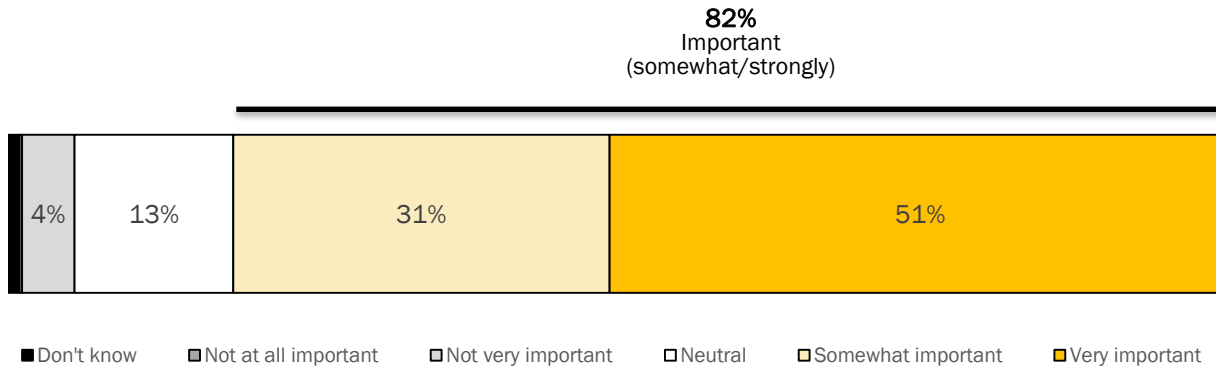Labels 2% or less not shown
Q4. According to information found on the Government of Alberta ALIS site, City of Edmonton employees are generally paid higher salaries and work less hours than the average Edmontonian. How strongly to agree or disagree that this is fair?

Less than half of City of Edmonton homeowners agree that there is a competitive advantage to operating a business outside Edmonton city limits.

Edmonton homeowners employed in the private sector, are significantly more likely than those employed in the public sector to agree.

45%
Agree
(somewhat/strongly)

20%	3%	8%	25%	25%	20%

■ Don't know   ■ Strongly disagree   ■ Somewhat disagree   □ Neither agree nor disagree   □ Somewhat agree   ■ Strongly agree

City Quadrant	NW (n=167)	NE (n=81)	SW (n=148)	SE (n=106)
Agree (somewhat/strongly)	43%	48%	47%	43%

Base: City of Edmonton homeowners (n=502)
Q5. How strongly do you agree or disagree that there is a competitive advantage to operating a business outside Edmonton City limits?
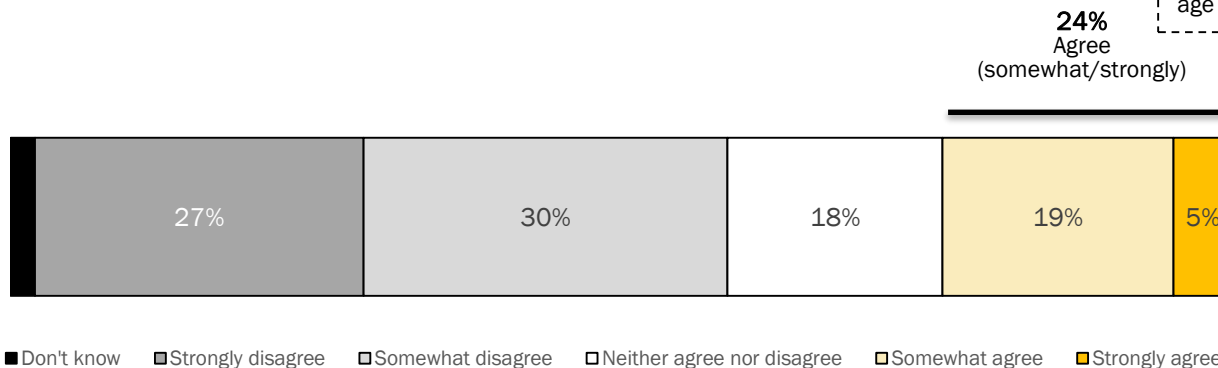
![Leger logo]

More than four-in-five City of Edmonton homeowners indicate that taxes will be important to them in their voting decision in the next municipal election.

82%
Important
(somewhat/strongly)

4%	13%	31%	51%

■ Don't know ■ Not at all important □ Not very important □ Neutral □ Somewhat important □ Very important

City Quadrant	NW (n=167)	NE (n=81)	SW (n=148)	SE (n=106)
Important (somewhat/strongly)	78%	87%	81%	84%

Base: City of Edmonton homeowners (n=502)
Labels 2% or less not shown
Q6. When thinking about how you will vote in the next municipal election, how important will taxes be to you?

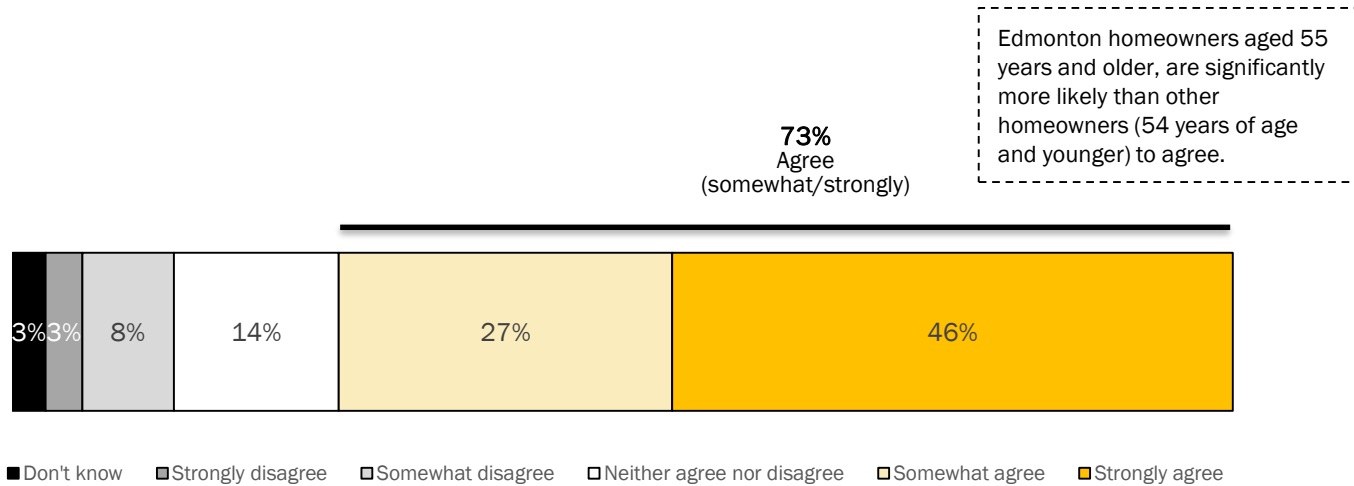# One-quarter of City of Edmonton homeowners agree that they feel valued by the city as a tax payer.

Edmonton homeowners between the ages of 18 and 34, are significantly more likely than older homeowners (55 years of age and older) to agree.

24%
Agree
(somewhat/strongly)

27%	30%	18%	19%	5%

■ Don't know   ■ Strongly disagree   ■ Somewhat disagree   ☐ Neither agree nor disagree   ☐ Somewhat agree   ■ Strongly agree

City Quadrant	NW (n=167)	NE (n=81)	SW (n=148)	SE (n=106)
Agree (somewhat/strongly)	19%	24%	33%	21%

Edmonton homeowners living in SW Edmonton, are significantly more likely than living in the NW or NE to agree.

Base: City of Edmonton homeowners (n=502)
Labels 2% or less not shown
Q7. How strongly do you agree or disagree with the following statement…"I feel valued by the city as a tax payer"?

Nearly three-quarters of City of Edmonton homeowners agree that it is time to hold the line on tax increases for residents and businesses.

Edmonton homeowners aged 55 years and older, are significantly more likely than other homeowners (54 years of age and younger) to agree.

73%
Agree
(somewhat/strongly)

| 3% | 3% | 8% | 14% | 27% | 46% |

■ Don't know　■ Strongly disagree　□ Somewhat disagree　□ Neither agree nor disagree　□ Somewhat agree　■ Strongly agree

City Quadrant	NW (n=167)	NE (n=81)	SW (n=148)	SE (n=106)
Agree (somewhat/strongly)	75%	76%	70%	72%

Base: City of Edmonton homeowners (n=502)
Labels 2% or less not shown
Q8. Municipal tax revenues have doubled in Edmonton over the past decade. Given the current economy, how strongly do you agree or disagree that it is time to hold the line on tax increases for residents and businesses?

RESPONDENT PROFILE

RESPONENT PROFILE

	Edmonton Homeowners (n=502)
Gender	
Male	51%
Female	49%
Age	
Between 18 and 24	7%
Between 25 and 34	18%
Between 35 and 44	20%
Between 45 and 54	19%
Between 55 and 64	17%
Between 65 and 74	15%
75 or older	4%
Children in Household	
Yes: 12 years of age and OLDER ONLY	8%
Yes: 12 years of age and older AND younger than 12 years old	6%
Yes: YOUNGER than 12 years old ONLY	18%
No children under 18 years old at all in the household	67%
I prefer not to answer	1%
Ethnicity	
Caucasian (white)	74%
Aboriginal / First Nations	1%
Arabic (Middle East, North Africa)	2%
Black (African, African-American, etc.)	5%
South Asian (Indian, Bangladeshi, Pakistani, Sri Lankan, etc.)	5%
Southeast Asian (Vietnamese, Cambodian, Malaysian, etc.)	1%
Chinese	6%
Filipino	2%
Other	2%
I prefer not to answer	3%

	Edmonton Homeowners (n=502)
Area	
Urban area	72%
Suburban area	27%
I don't know / I prefer not to answer	1%
Education	
High school, general or vocational (8 to 12 years)	12%
College (pre-university, technical training, certificate, accreditation or advanced diploma (13-15 years))	30%
University certificates and diplomas	10%
University Bachelor (including classical studies)	33%
University Master's degree	12%
University Doctorate (PhD)	3%
Occupation	
Office worker	11%
Personnel specialized in sales	6%
Personnel specialized in services	4%
Manual workers	1%
Skilled, semi-skilled workers	7%
Science and technologies workers	6%
Professionals	21%
Managers/administrators/owners	10%
Homemaker	3%
Student	2%
Retired	22%
Unemployed	2%
Other	3%
I prefer not to answer	1%

RESPONENT PROFILE

	Edmonton Homeowners (n=502)
Employment Sector	
Public	36%
Private	43%
Prefer not to answer	21%
First Language Learned	
French	3%
English	80%
Other	7%
English and French	1%
English and other	8%
Other and other	1%
I prefer not to answer	1%
Martial Status	
Single	21%
Married	57%
Common law	10%
Divorced	7%
Widowed	4%
Separated	1%
I prefer not to answer	1%
Average Annual Household Income	
$19,999 or less	2%
Between $20,000 and $39,999	9%
Between $40,000 and $59,999	11%
Between $60,000 and $79,999	16%
Between $80,000 and $99,999	16%
$100,000 or more	35%
I prefer not to answer	12%
City Quadrant	
NW	32%
NE	20%
SW	25%
SE	24%

OUR SERVICES

- **Leger**
  Marketing research and polling

- **Leger Metrics**
  Real-time VOC satisfaction measurement

- **Leger Analytics**
  Data modeling and analysis

- **Leger UX** imarklab
  UX research and optimization of interactive platforms

- **Legerweb**
  Panel management

- **Leger Communities**
  Online community management

- **International Research**
  Worldwide Independent Network (WIN)

- **Qualitative Research**
  Room Rentals

400
EMPLOYEES

75
CONSULTANTS

6
OFFICES

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OUR CREDENTIALS

Leger is a member of ESOMAR (European Society for Opinion and Market Research), the global association of opinion polls and marketing research professionals. As such, Leger is committed to applying the international ICC/ESOMAR code of Market, Opinion and Social Research and Data Analytics.

Leger is also a member of the Insights Association, the American Association of Marketing Research Analytics.

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