

Insight Community Mixed Topic Survey

February 2021

Insight Community Members Results

SHARE YOUR VOICE
SHAPE OUR CITY



More than 13,200 members

2,097 respondents

Thank you to all the Edmonton Insight Community members for engaging with us and providing your feedback to help City of Edmonton Council and administration make decisions.

-Corporate Research Unit

As of February 2021, more than 13,200 Edmontonians are part of the Insight Community who engage with The City of Edmonton through different survey formats. The Insight Community is managed by the Corporate Research Unit at the City of Edmonton. Corporate Research Unit advises on, plans, executes, and reports on research for almost every administrative area of the City.

From **February 9th to February 16th 2021**, 2,097 Insight Community members engaged with The City of Edmonton by answering a survey that was sent to them via email. The survey was designed to gather members' opinions on a variety of topics (Mixed Topics) including:

- Edmonton Insight Community Newsletter
- Edmonton Insight Community Surveys
- Household Pets
- Volunteering in Parks and Open Spaces

Mixed Topic survey is composed of a variety of questions on various topics that help different departments make decisions using public feedback. This document highlights what we heard from the Insight members on the topics included in the February 2021 Mixed Topics survey.

As it is a non-random online survey, a margin of error is not reported for these results. However, if a probability sample had been used results for a random sample of 2,097 would be accurate to \pm 1.9 percentage points, 19 times out of 20.

WHAT WE HEARD

EDMONTON INSIGHT COMMUNITY NEWSLETTER

81% of Insight Community respondents are aware of newsletters.

- 93% of those aware remember receiving a newsletter in the past six months.
- 75% of those aware have read the newsletter in the past six months.

MOST AND LEAST IMPORTANT INFORMATION IN THE NEWSLETTER

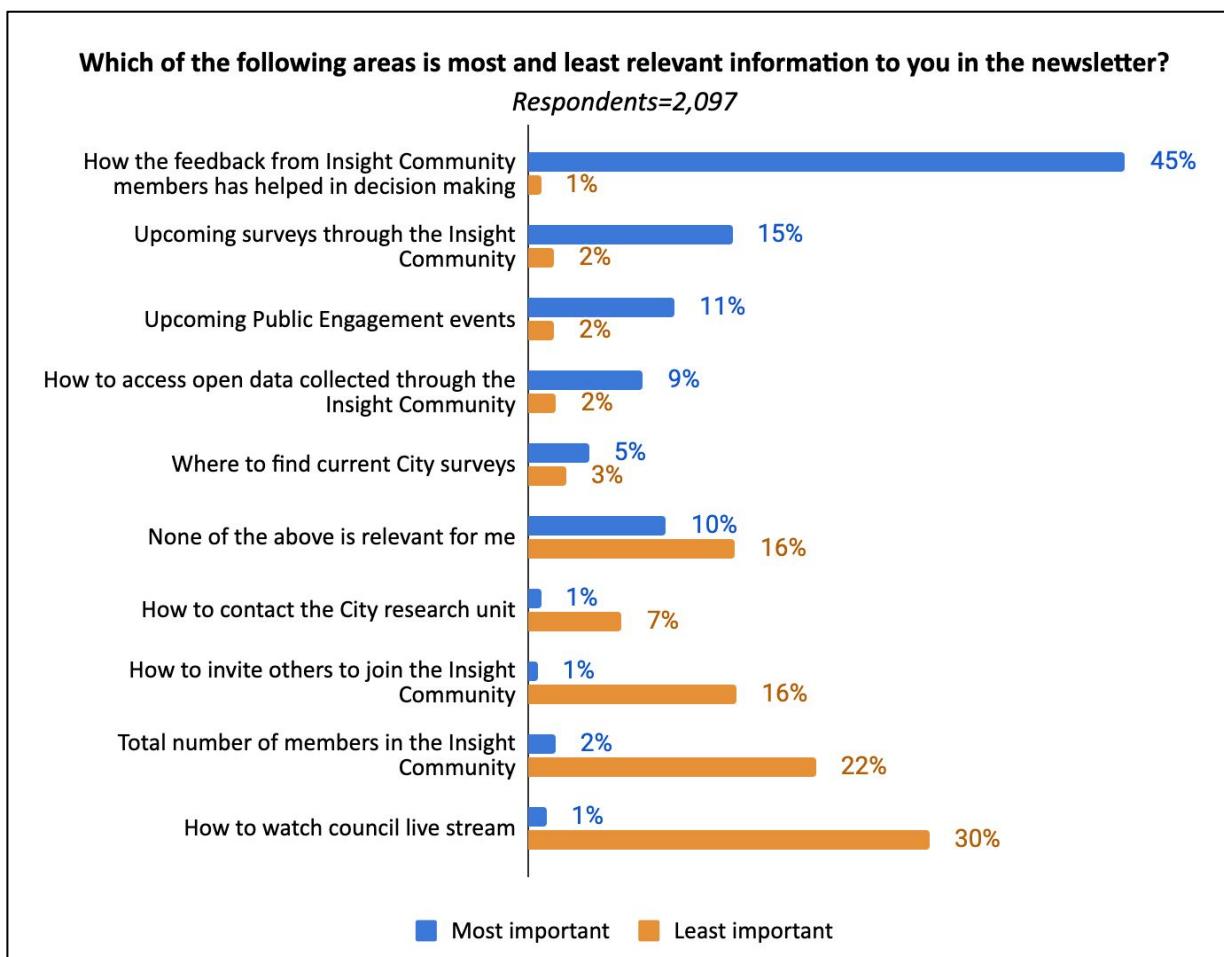
Insight Community respondents were asked about the most and least relevant information in the newsletter.

The most relevant information for respondents:

- How the feedback has helped in decision making
- Upcoming surveys and public engagement events

The least relevant information for respondents:

- How to watch council live stream
- Total number of Insight Community members
- How to invite others to join the Insight Community



WHAT WE HEARD

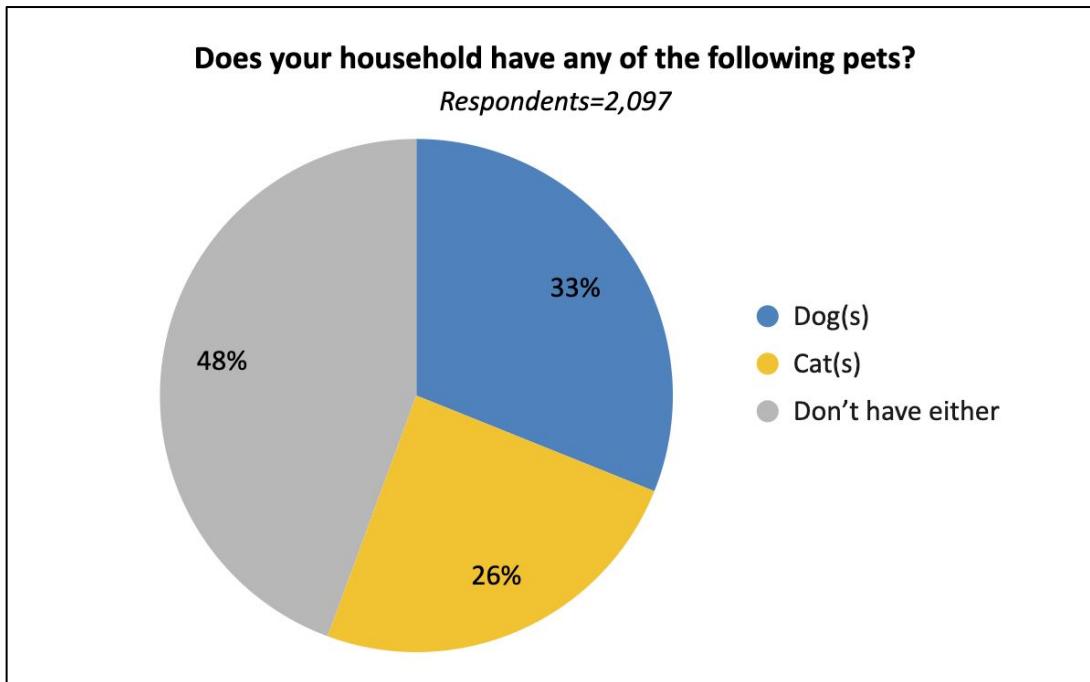
EDMONTON INSIGHT COMMUNITY SURVEY

Insight Community respondents were asked what matters the most and the least to them when they decide whether or not to respond to a survey. The results are listed below, in rank order, starting from 'matters the most' to 'matters the least'.

1. The relevance of the survey topic
2. Understanding how the feedback will be used
3. How interesting the survey questions are
4. Ability to respond only to personally relevant questions
5. The complexity of the topic (eg, need to read a lot)
6. How complex the questions are (eg, long questions, jargons)
7. The length of the survey
8. If there is an incentive to take the survey
9. Day of the week when you receive the survey
10. Time of the day when you receive the survey

WHAT WE HEARD

HOUSEHOLD PETS



Insight Community respondents were asked if their household have any pets. 33% of respondents have dogs and 26% have cats in their household.

- 72% of dog owners have 1 dog and 23% have 2 dogs in their household.
- 55% of cat owners have 1 cat and 34% have 2 cats in their household.

WHAT WE HEARD

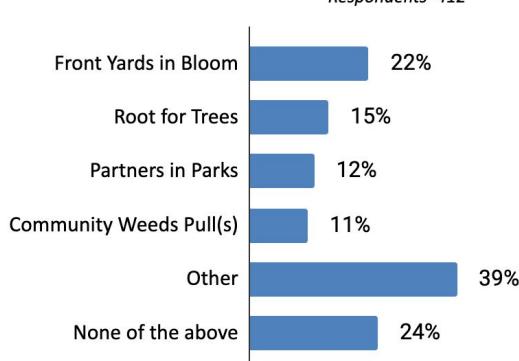
VOLUNTEERING IN PARKS AND OPEN SPACES

COMMUNICATION CHANNELS

Insight Community respondents were asked how do they learn about the volunteer opportunities. Word of mouth (38%), social media (29%), and community groups (26%) are the top three channels.

Which of the following parks and open space programs have you volunteered for in the past? Select all that apply.

Respondents=412



PARTICIPATION IN VOLUNTEER PROGRAMS

20% of Insight Community respondents have participated in the volunteer program in the past, in a variety of ways (see chart on right).

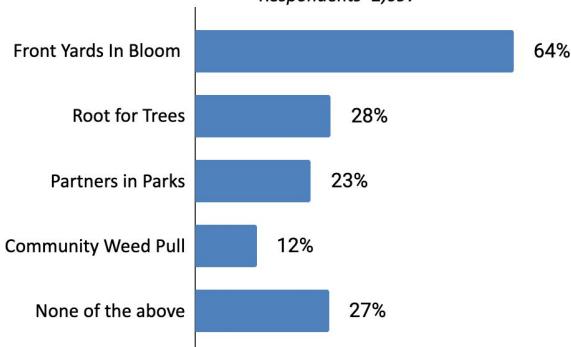
FUTURE PARTICIPATION

24% of Insight Community respondents would be interested in volunteering with the City of Edmonton to beautify parks and open spaces. Among those who are interested,

- 56% indicate seasonal, 51% indicate one-time event, and 27% indicate that ongoing volunteer term is the most desirable to them.
- 57% prefer to volunteer in small groups and 54% prefer to volunteer independently.

Please indicate which volunteer programs you have heard about prior to completing this survey. Select all that apply.

Respondents=2,097



AWARENESS OF VOLUNTEER OPPORTUNITIES

Insight Community respondents are mostly aware of the program "Front Yards in Bloom" (64%), followed by "Root for Trees" (28%).

Those who are aware of each of the programs were asked about their source of awareness. The most common sources of awareness are word of mouth, City of Edmonton program website and social media.

Questions?

E-mail research@edmonton.ca for more information, or visit www.edmonton.ca/surveys

Interested in the Edmonton Insight Community?

Go to www.edmontoninsightcommunity.ca to join or learn more.

Looking for Data?

Visit data.edmonton.ca to find this and other City of Edmonton data on the Open Data Portal.

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