Insight Community Mixed Topic Survey

May 2018 Results
May 2018 Mixed Topic Survey Results

BACKGROUND

The Edmonton Insight Community is an inclusive panel of over 8,200 Edmontonians (May 2018) who provide feedback to help City of Edmonton Council and administration make decisions. The Insight Community is managed by the Corporate Research Unit at the City of Edmonton. Corporate Research advises on, plans, executes, and reports on research for almost every administrative area of the City.

Every month, the Corporate Research Unit works with other City of Edmonton departments to develop a Mixed Topic Survey. Each Mixed Topic is composed of a variety of short surveys that help different departments make decisions using public feedback. We compile these topics into a single survey to reduce the amount of times we ask Insight Members for input and avoid overwhelming them.

The following topics were covered on the March 2018 Mixed Topic Survey:

- Community Recreation Facilities - “Plan Your Visit”
- North Shore Promenade

METHODOLOGY

The survey was hosted on the Edmonton Insight Community website and a link to the survey was posted on edmonton.ca/surveys. The survey was conducted online from May 8 to March 15, 2018 and was completed by 2,047 Edmontonians: 2,046 Insight Community Members and 1 individual who anonymously accessed the survey link. As 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 2,047 it would be accurate ± 2.1 percentage points, 19 times out of 20.

RESULTS SUMMARY

Community Recreation Facilities - “Plan Your Visit”

67% of respondents said they have visited an attraction in Edmonton in the past 12 months. Of those that have visited an attraction, 73% may attend a demonstration or a talk, if it's convenient, but it's not the main reason they visit. When asked if visiting with children changes their preference; 20% said they are more likely to attend a demonstration or talk. Next, Insight Community members were asked about signage when visiting attractions. 55% said they pay close attention and will read most signage and other literature they come across at the attraction and 11% said they are more likely to read signs when they visit with children. When interacting with staff during visits to attractions, 68% may ask a question if something is confusing but don't go out of their way to talk to staff. 69% of respondents have taken a self-guided tour at an attraction and 78% said it would be likely (very likely or somewhat likely), that if resources such as booklets, binders or maps were available, they would use them on a self-guided tour next time they visited an attraction. The City of Edmonton website, is where most respondents (65%) said they would find out more information about guided tours, demonstrations or talks at City of Edmonton attractions.
North Shore Promenade

Insight Community Members were shown a concept that the City of Edmonton is exploring the possibility of a promenade along the north bank of the North Saskatchewan River. Respondents were asked for their level of support in the City considering exploring a project of this type, of which, 75% of respondents said they strongly or somewhat support.
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.