

Insight Community Mixed Topic Survey

February 2023

| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton



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 2023, more than 16,200 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 all public opinion and market research for all administrative areas of the City.

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 Community members on the topics included in the February 2023 Mixed Topics survey.

From **February 14th to February 21th 2023**, 3,544 Insight Community members responded to the February 2023 Mixed Topic survey that was sent to them via email. Additionally, 130 respondents accessed the survey through the survey webpage. This report contains results for all respondents. The February Mixed Topic survey included the following topic:

- Property Assessment
- Winter City

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 3,674 would be accurate to ± 1.4 percentage points, 19 times out of 20.

**More than
16,200
members**

**3,674
respondents**

WHO RESPONDED

Profile of Respondents

	Overall (N=3,674)	%
Age		
Under 18	4	<1
18-24 years	26	1
25-34 years	296	8
35-44 years	577	16
45-54 years	589	16
55-64 years	889	24
65+ years	1163	32
No profile info available	130	4
Household Income		
Under \$30,000	160	4
\$30,000-\$59,999	455	12
\$60,000-\$99,999	820	22
\$100,000-\$149,999	736	20
\$150,000 and over	692	19
Prefer not to answer	681	19
No profile information available	130	4

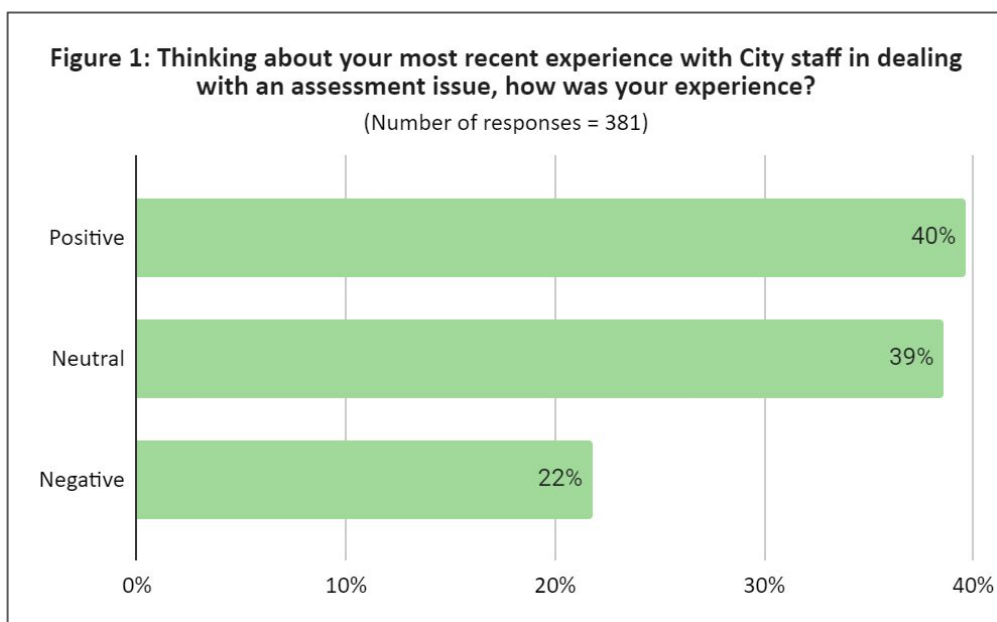
	Overall (N=3,674)	%
Tenure Living in Edmonton		
Less than 1 year	57	<2
Between 1 to 2 years	72	2
Between 3 to 5 years	131	4
Greater than 5 years	3,234	88
No profile information available	180	5
Primary Mode of Transportation		
Car/truck/van as DRIVER	2,722	74
Car/truck/van as PASSENGER	137	4
Public Transit	341	9
Walk	169	5
Bicycle	133	4
Other	42	1
No profile info available	130	4

WHAT WE HEARD

Property Assessment

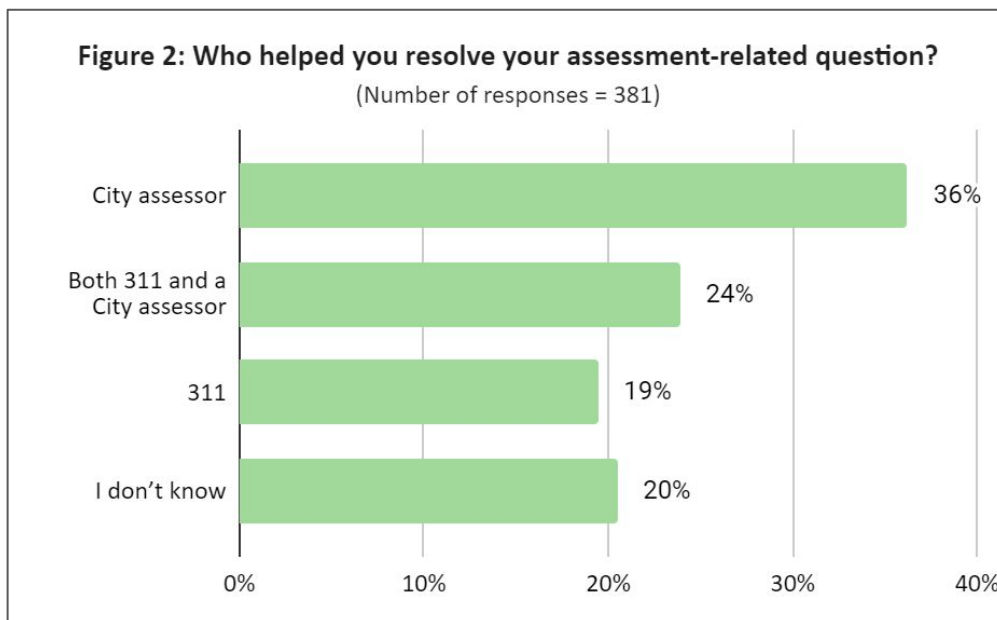
The City of Edmonton's Property assessment team strives to deliver timely, accurate and understandable assessment services. This survey was fielded to understand Edmonton's property owners' thoughts and opinions on the services and information Edmontonians receive about property assessment.

- Survey respondents were asked if they own a property in Edmonton, to which 88% answered 'yes', among them ~99% are residential property owners and ~1% are non-residential property owners.
- Additionally, among the survey respondents who own a property in Edmonton, only 6% say that they have contacted City with property assessment related questions.



Experience with City staff

Among the survey respondents who contacted the City with property assessment questions, four in ten say that they had a positive experience (40%) and about same proportion of respondents say that they had a neutral experience (39%). However, 22% respondents say that they had a negative experience (Figure 1).



Among the survey respondents who contacted the City with property assessment questions, 36% say that they were helped by City assessor, followed by those who were helped by 'both City assessors & 311' (24%) and 19% were helped by 311 (Figure 2).

WHAT WE HEARD

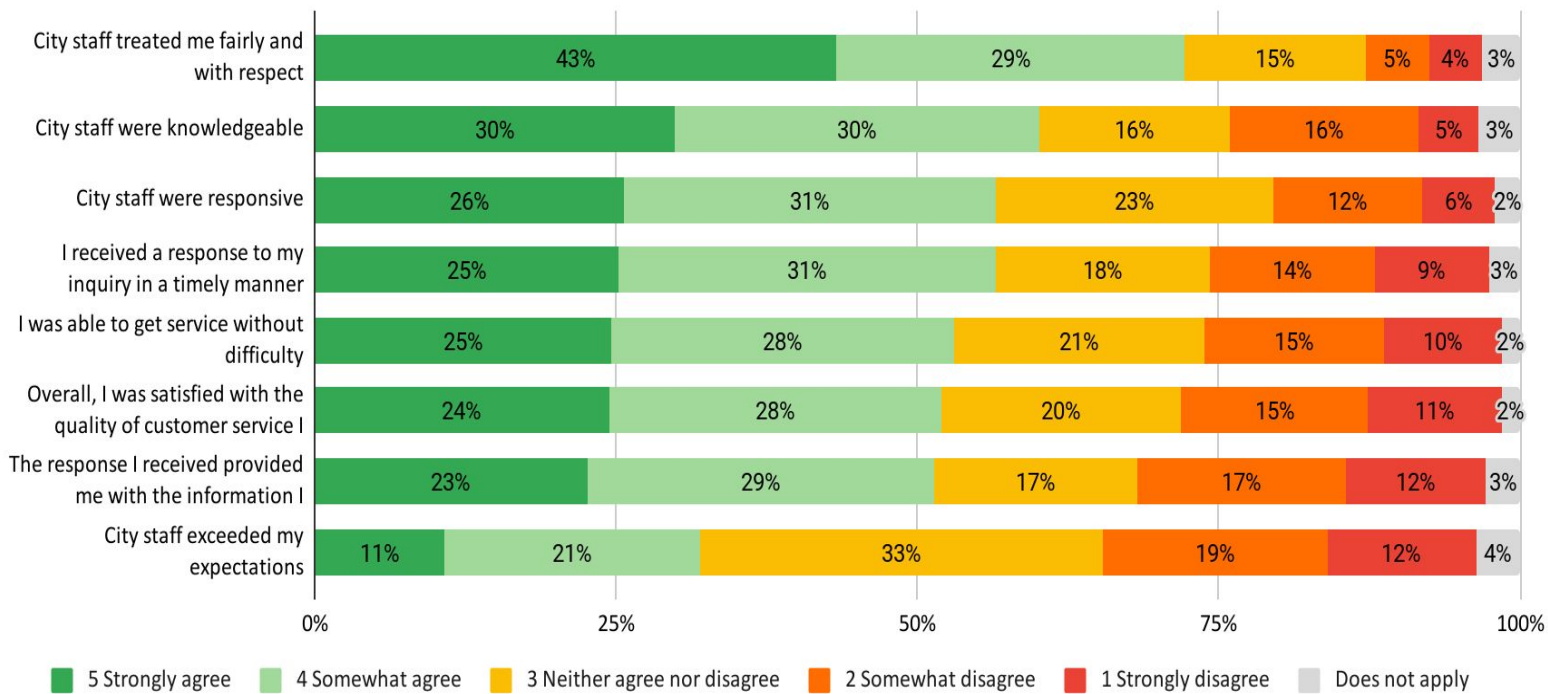
Property Assessment

Experience with City staff

Among the survey respondents who have had experience with City staff on property assessment questions, majority agree (strongly/Somewhat) that City staff treated them fairly and with respect (72%), followed by those who agree that City staff were knowledgeable (60%) and those who agree that city staff were responsive (56%) (Figure 3).

Figure 3: Thinking about your experience with City staff on property assessment related queries, please rate your level of agreement with the following statements

(Number of responses = 381)



Cross-tabulation analysis shows that :

- Younger residents aged 18-34 are more likely to agree (79% vs. 67% among those 55+) that **City staff treated them fairly and with respect.**
- Younger residents aged 18-34 are more likely to agree (39% vs. 29% among those 55+) that **City staff exceeded their expectations.**
- Younger residents aged 18-34 are more likely to agree (76% vs. 49% among those 55+) that **City staff were responsive.**

WHAT WE HEARD

Winter City

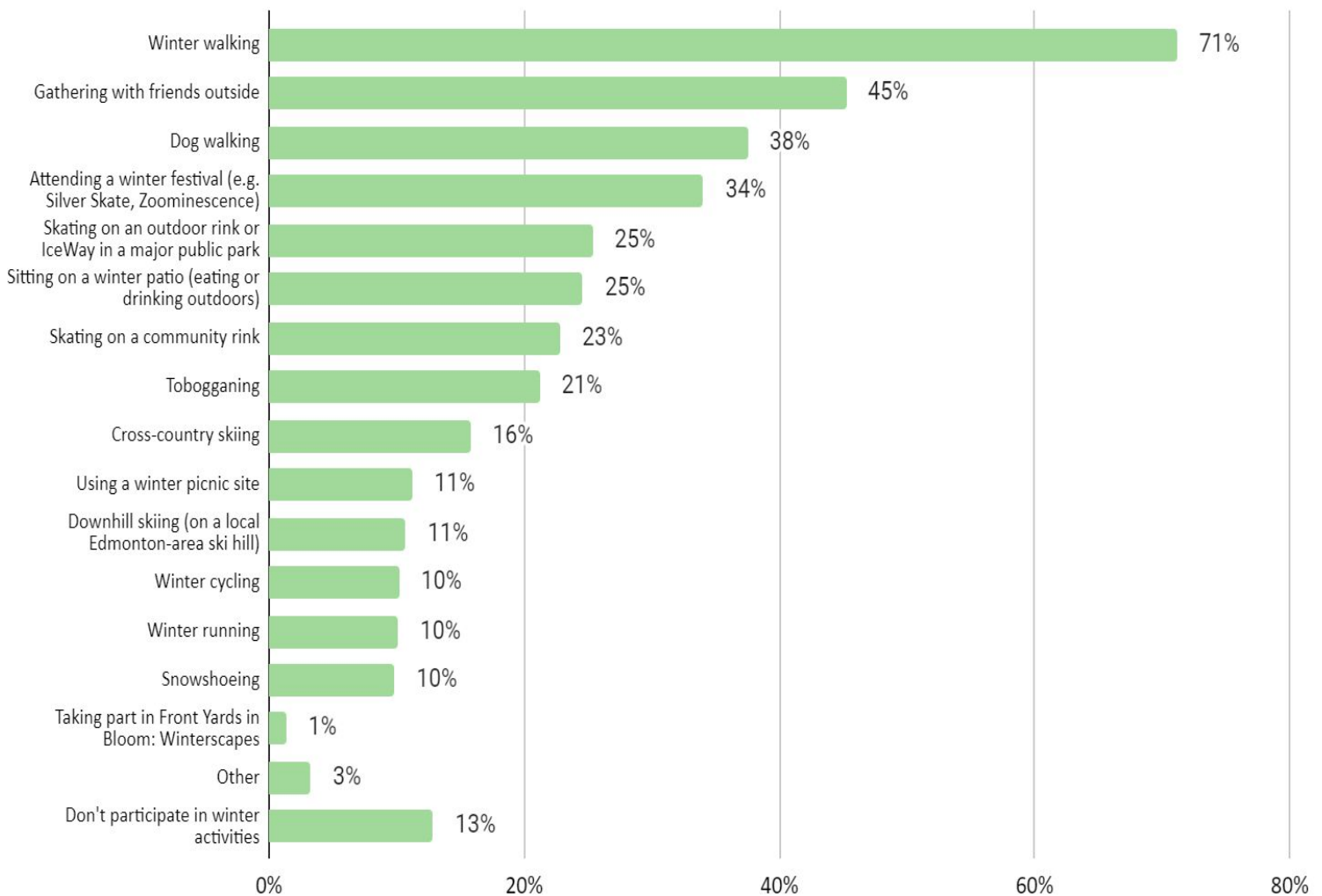
The City of Edmonton conducted this survey to understand participation in winter initiatives, activities and events in Edmonton. The information gathered from this survey is to be included in the WinterCity 10-Year Evaluation Report.

Participation in outdoor activities in winters

The majority survey respondents indicate having taken part in 'winter walking' activities (71%), followed by 'gathering with friends outside' (45%), 'dog walking' (38%) and attending a winter festivals (34%), over the past three winters (Figure 4).

Figure 4: Which outdoor recreation activities in Edmonton have you taken part in over the last three winters?

(Number of responses = 3,653)



WHAT WE HEARD

Winter City

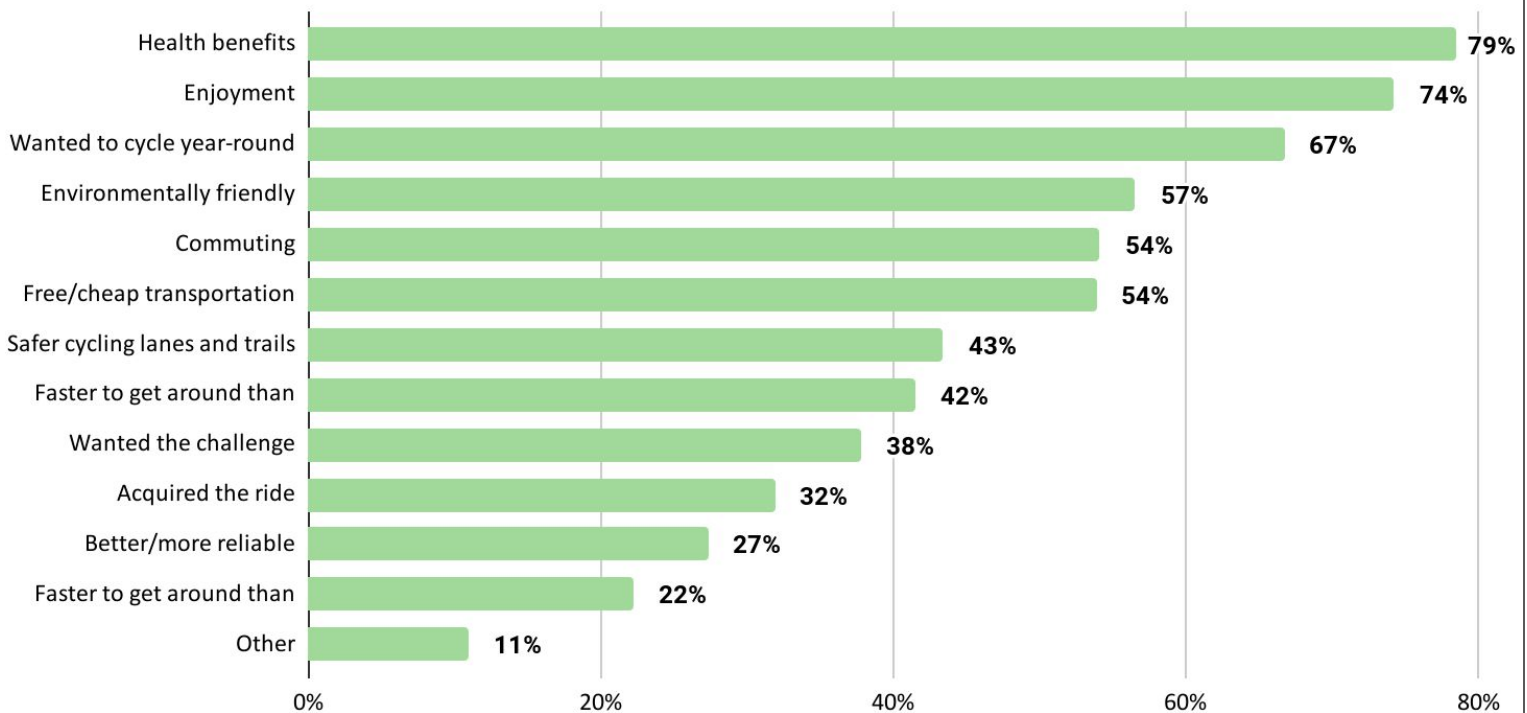
Winter cycling in Edmonton

Among the survey respondents who took part in winter cycling in Edmonton, more than half started bike riding 3 years ago (57%); followed by 18% who started winter biking within the past 12 month.

- Majority of the respondents say that they take part in winter cycling for health benefits (79%), closely followed by those who do it for enjoyment (74%) and those who want to cycle year-round (67%) (Figure 5).

Figure 5: Why did you take part in winter cycling in Edmonton over the last three winters?

(Number of responses = 373)



WHAT WE HEARD

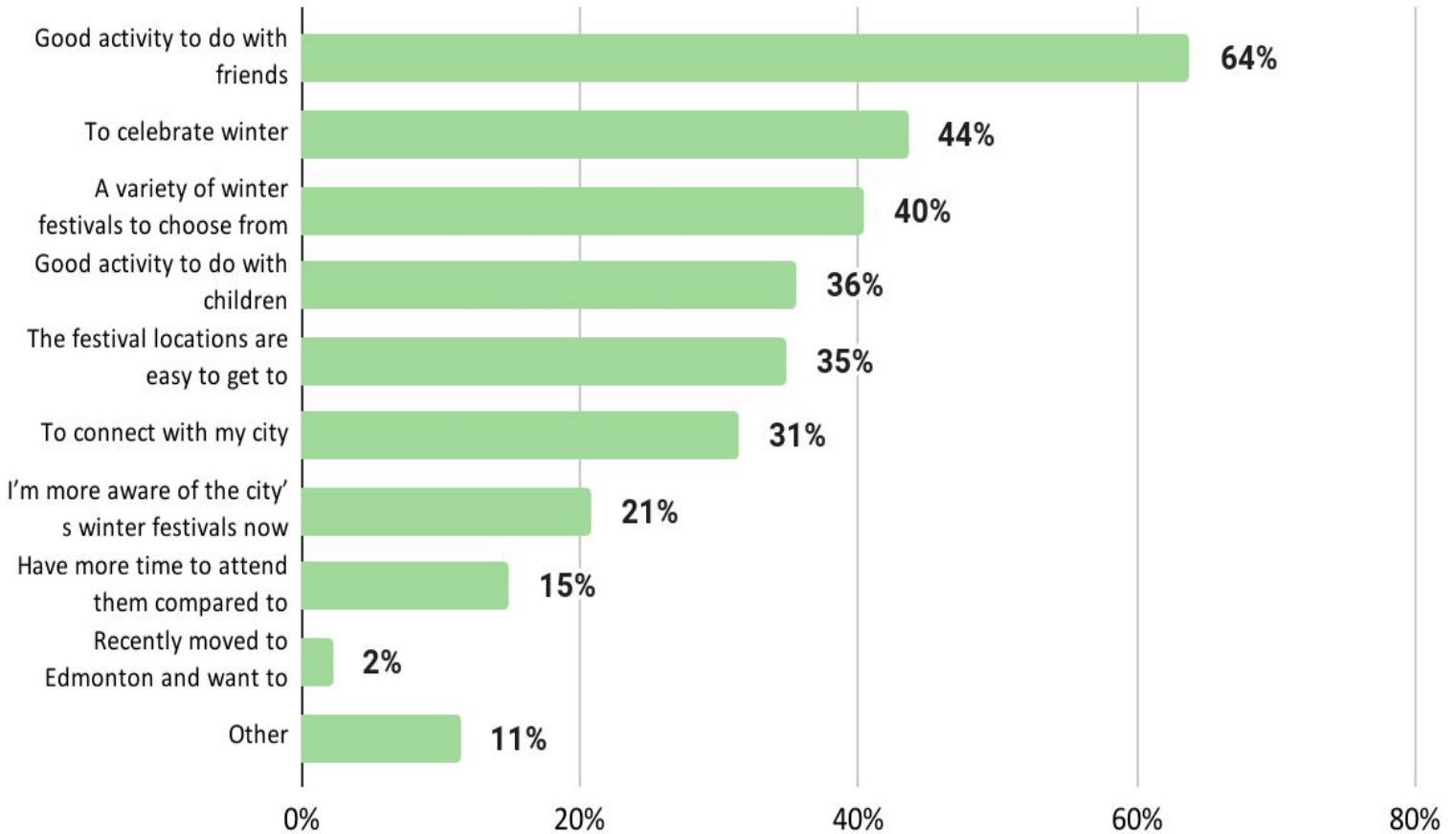
Winter City

Winter festivals in Edmonton

Among the survey respondents who attended winter festivals over the past three years, majority say that they attend winter festivals because it's a good activity to do with friends (64%), followed those who do it to celebrate winters (44%) and those who did it because they had a variety of winter activities to choose from (40%) (Figure 6).

Figure 6: Why did you attend winter festivals in Edmonton over the last three winters?

(Number of responses = 1,244)



WHAT WE HEARD

Winter City

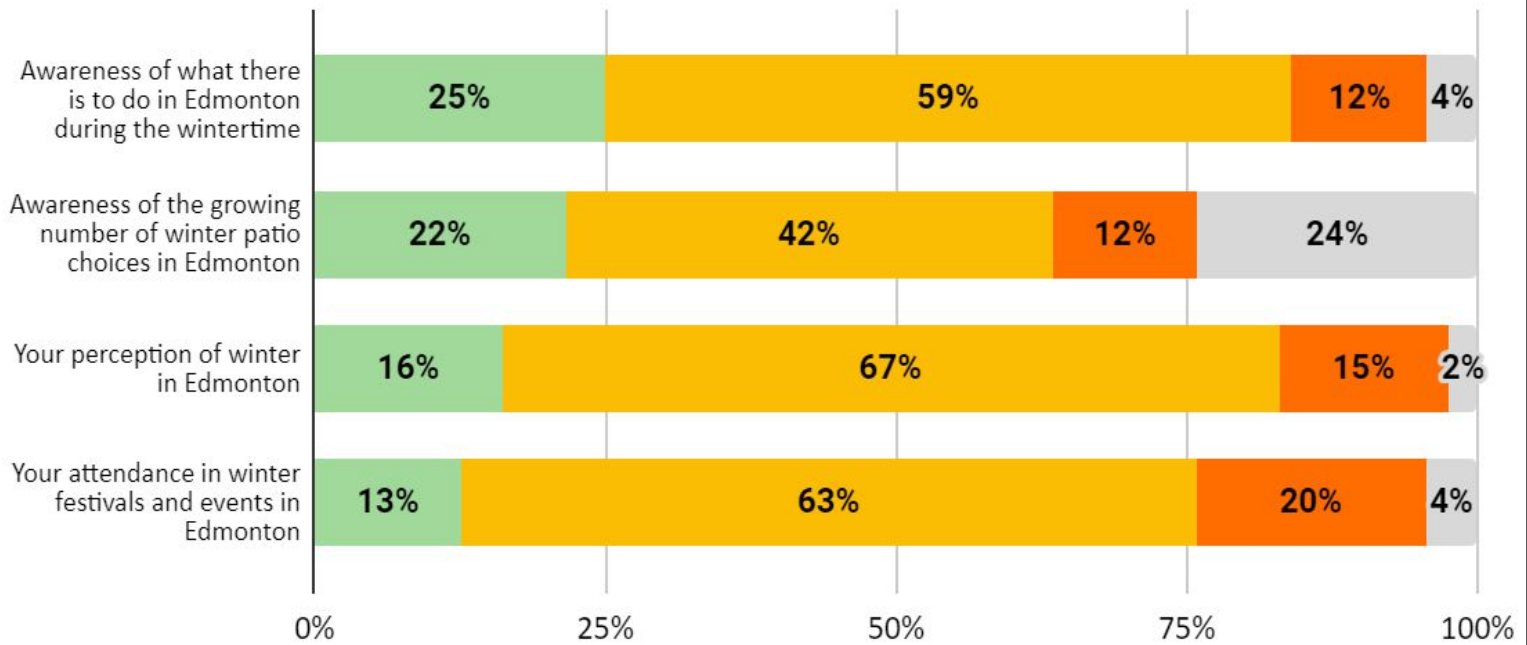
Winter City activities awareness

Among the Edmontonians who participated in the survey, one-fourth say that their awareness of what there is to do in Edmonton during wintertime now has improved as compared to 3 years ago (25%), closely followed by 22% respondents saying that their awareness of the growing number of winter patio choices in Edmonton has improved in comparison to what it was 3 years ago (Figure 7).

Figure 7: Compared to three years ago, has any of the following regarding winter changed for you?

(Number of responses = 3,653)

■ It has increased / improved ■ It is the same as before ■ It has decreased / worsened
■ Not sure



WHAT WE HEARD

Winter City

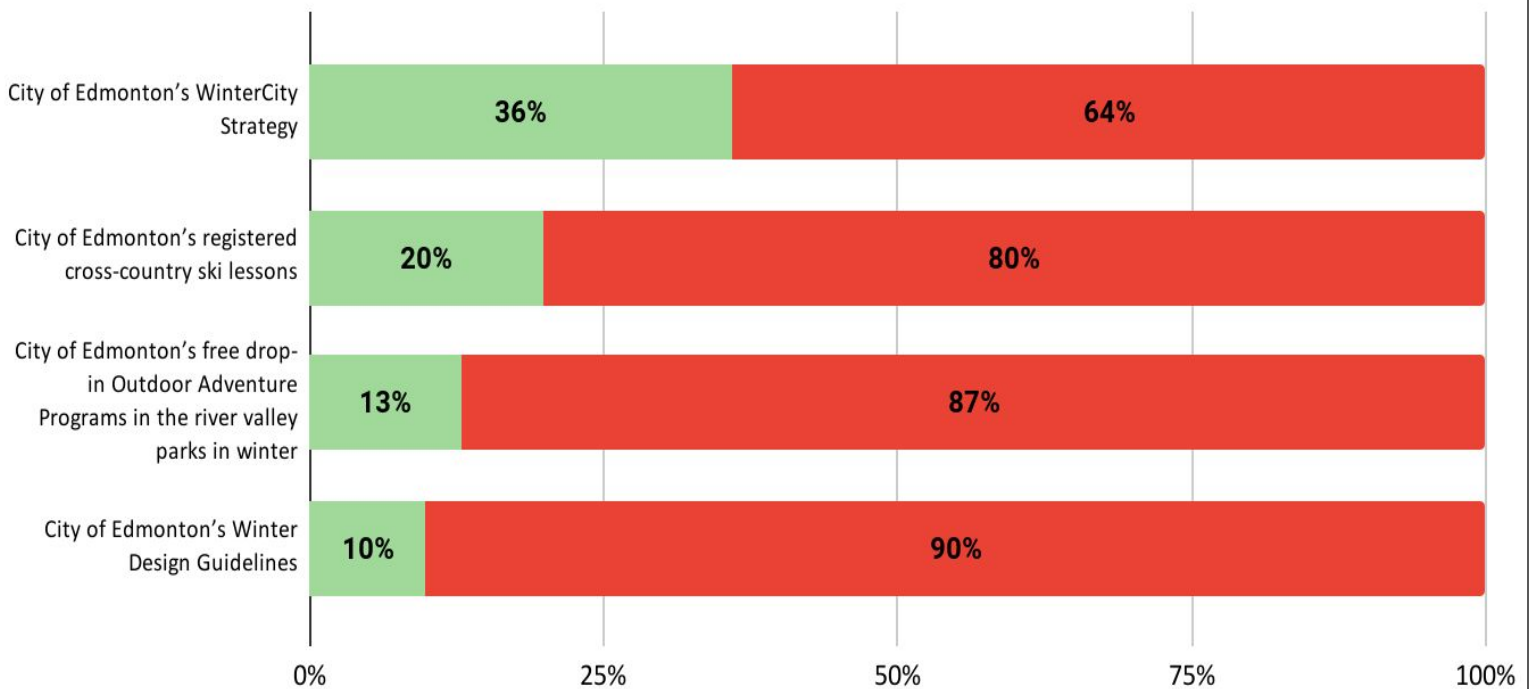
Winter City programs awareness

Among the Edmontonians who participated in the survey, 36% say that they were aware of City of Edmonton's WinterCity Strategy, followed by 20% aware of City of Edmonton's registered cross-country ski lessons, 13% aware of City's free drop-in outdoor adventure programs in the river valley parks in winter and 10% aware of City's winter design guidelines (Figure 8).

Figure 8: Before today, were you aware of the following?

(Number of responses = 3,653)

Yes No



WHAT WE HEARD

Winter City

City's WinterCity Strategy

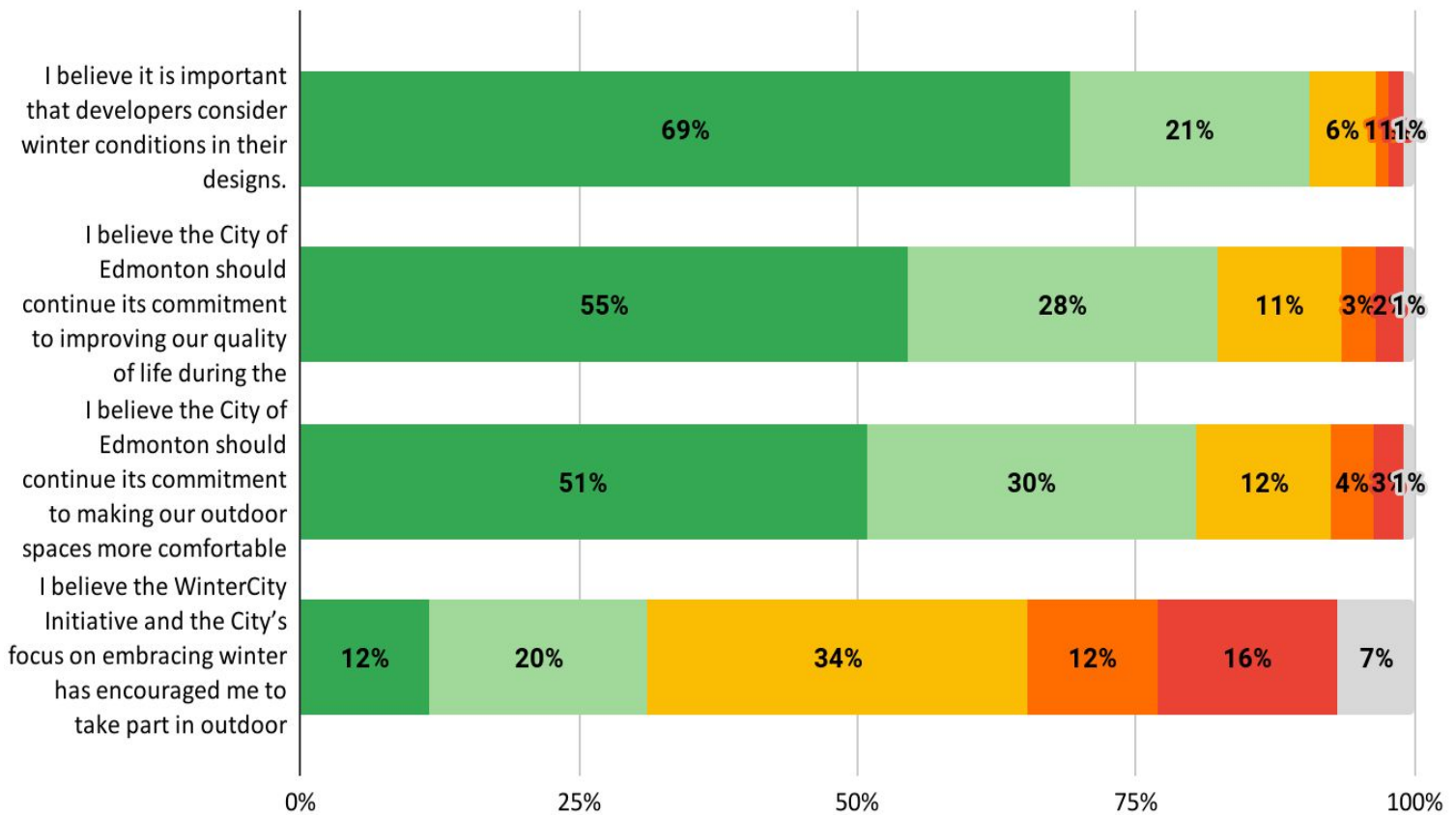
Among the survey respondents, majority agree (strongly/somewhat) that 'it is important that developers consider winter conditions in their designs' (91%), followed by those who agree that 'the City of Edmonton should continue its commitment to improving our quality of life during the wintertime' (82%) (Figure 9).

- About 31% respondents agree that 'WinterCity Initiative and the City's focus on embracing winter has encouraged them to take part in outdoor winter activities' (Figure 9).

Figure 9: Please tell us how much you agree or disagree with the following statements:

(Number of responses = 3,653)

■ 5 Strongly agree
 ■ 4 Somewhat agree
 ■ 3 Neither agree nor disagree
 ■ 2 Somewhat disagree
■ 1 Strongly disagree
 ■ I don't know



WHAT WE HEARD

Winter City

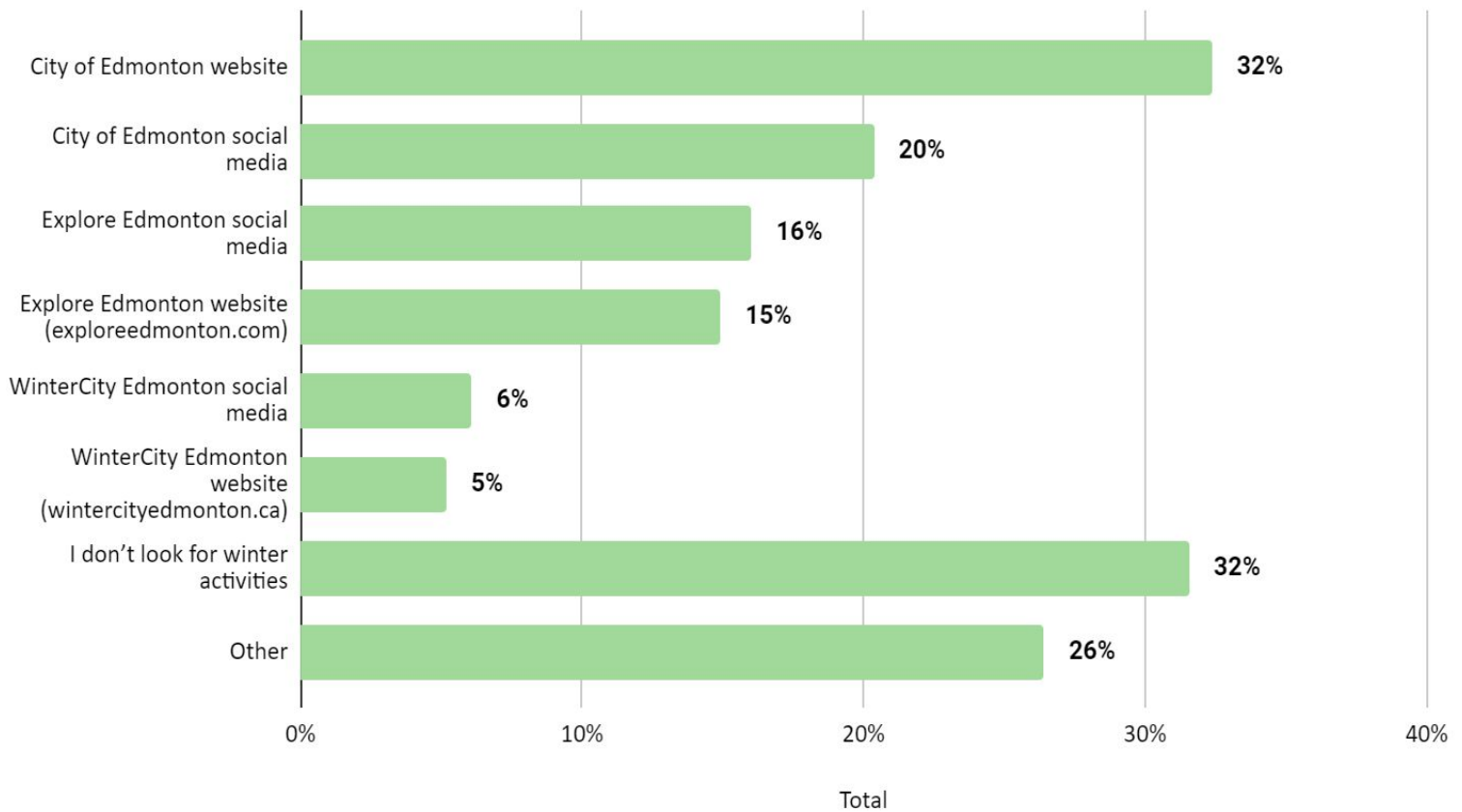
Information on winter activities & events

As per the survey respondents, the most common platforms they use to find information about outdoor winter activities/events in Edmonton include: 'City of Edmonton Website' (32%), City of Edmonton social media' (20%), 'Explore Edmonton social media' (16%) and 'Explore Edmonton website' (15%) (Figure 10).

- Wherein, 32% respondents indicate that they do not look for winter activities.

Figure 10: Please tell us where you go to find information about outdoor winter activities and events in Edmonton

(Number of responses = 3,653)



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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