

October Mixed Topic 2023

As of October 2023, more than 18,000 Edmontonians are part of the Edmonton Insight Community 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 October 2023 Mixed Topics survey.

From **October 12th to October 19th 2023**, 3,915 Insight Community members responded to the October 2023 Mixed Topic survey that was sent to them via email. Additionally, 30 respondents accessed the survey through the survey webpage. This report contains results for all respondents. The October Mixed Topic survey included the following topic:

- Translation of Edmonton Insight Community Surveys

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 3,945 would be accurate to + 1.4 percentage points, 19 times out of 20.

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

Translation of EIC Surveys

The City of Edmonton is committed to continuously enhancing the inclusivity and accessibility of the Edmonton Insight Community. It's vitally important for us to hear from a wide range of Edmontonians, including those who represent diverse racial and ethnic groups. Utilizing a recently added capability, City is planning to run a pilot program to make some surveys available in multiple languages.

This survey was to understand potential needs for translated surveys on the Edmonton Insight Community.

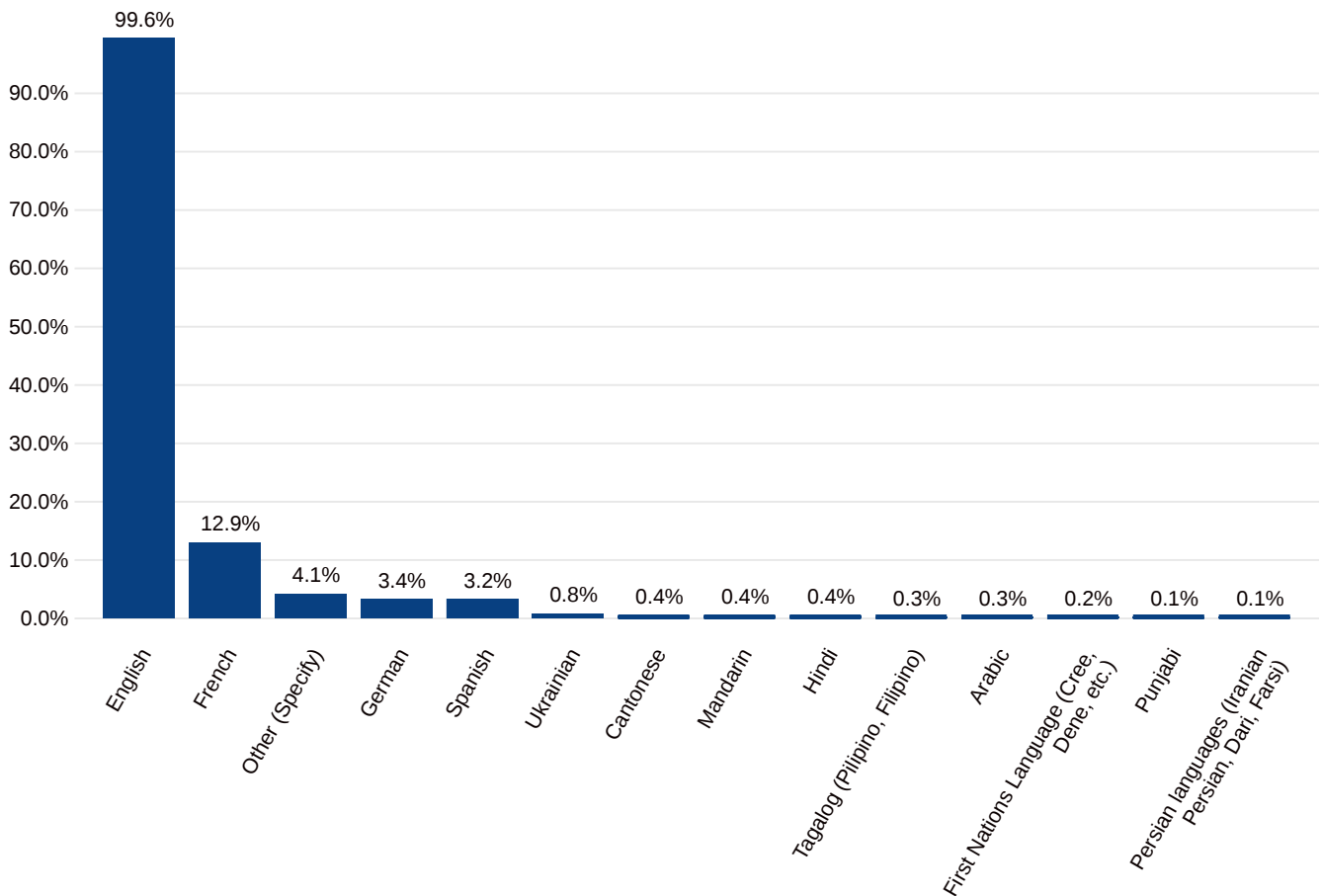
Top languages read and understood by Edmontonians

99.6% of the survey respondents indicate that they read and understand English, followed by 12.9% respondents who read and understand French (Figure 1).

- The other top languages read and understood among survey respondents include German (3.4%) and Spanish (3.2%).

Figure1: Which of the following languages can you read and understand?

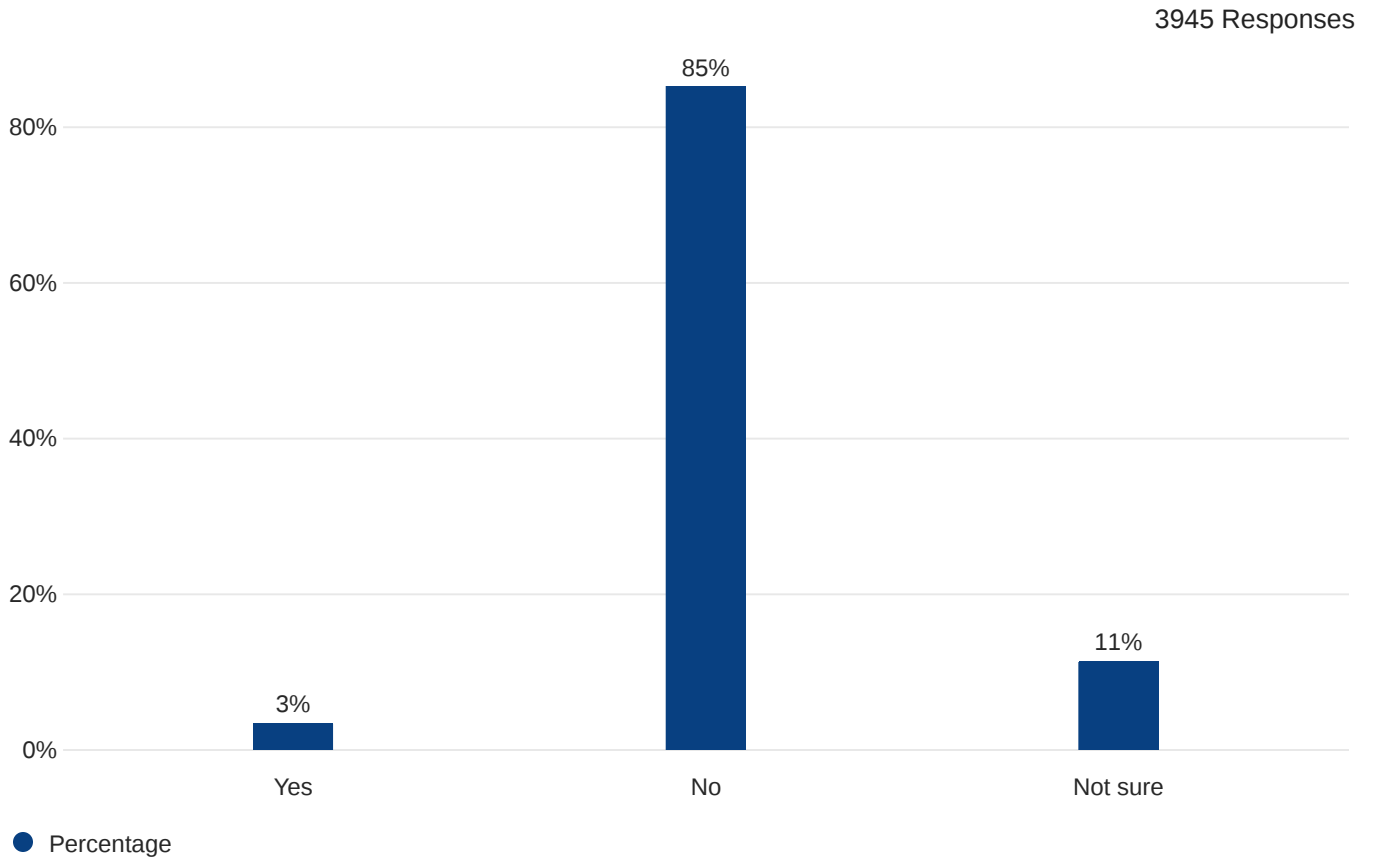
3945 Responses



Potential audience of translated surveys

Majority of the survey respondents indicate that they do not know someone who is unable to participate in City's programs & services related surveys due to language barriers (85%), and 3% respondents know someone who is unable to participate in City's programs & services related surveys due to language barriers. (Figure 2).

Figure 2: Do you know someone who is unable to participate in surveys on the City's programs and services due to language barriers?

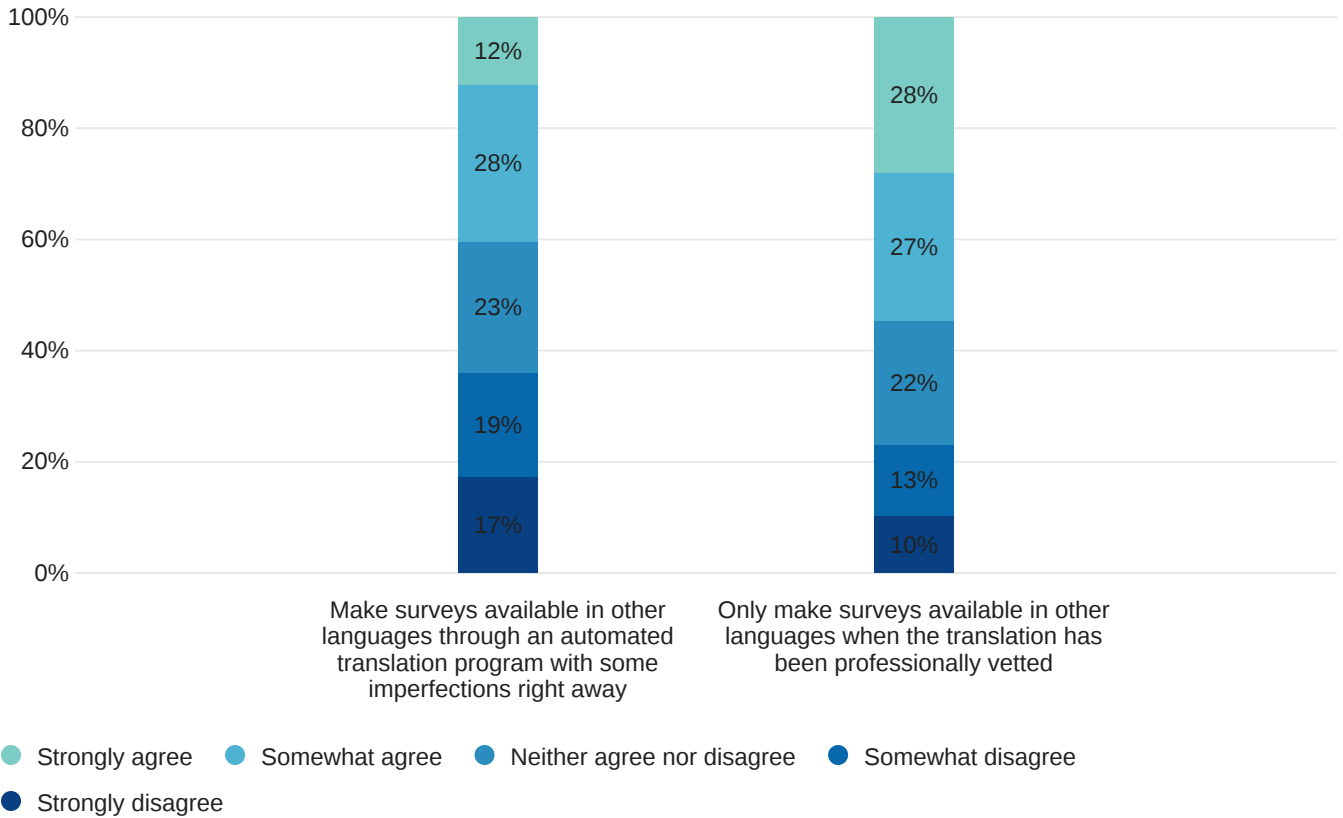


Immediate launch Vs. vetted translations

More than half of the respondents agree (strongly/somewhat) that the surveys should be made available in other languages only when the translation has been professionally vetted (55%), and four-in-ten respondents agree that surveys should be made available in other languages through an automated translation program with some imperfections right away (Figure 3).

Figure 3: To what extent would you agree to the following statement?

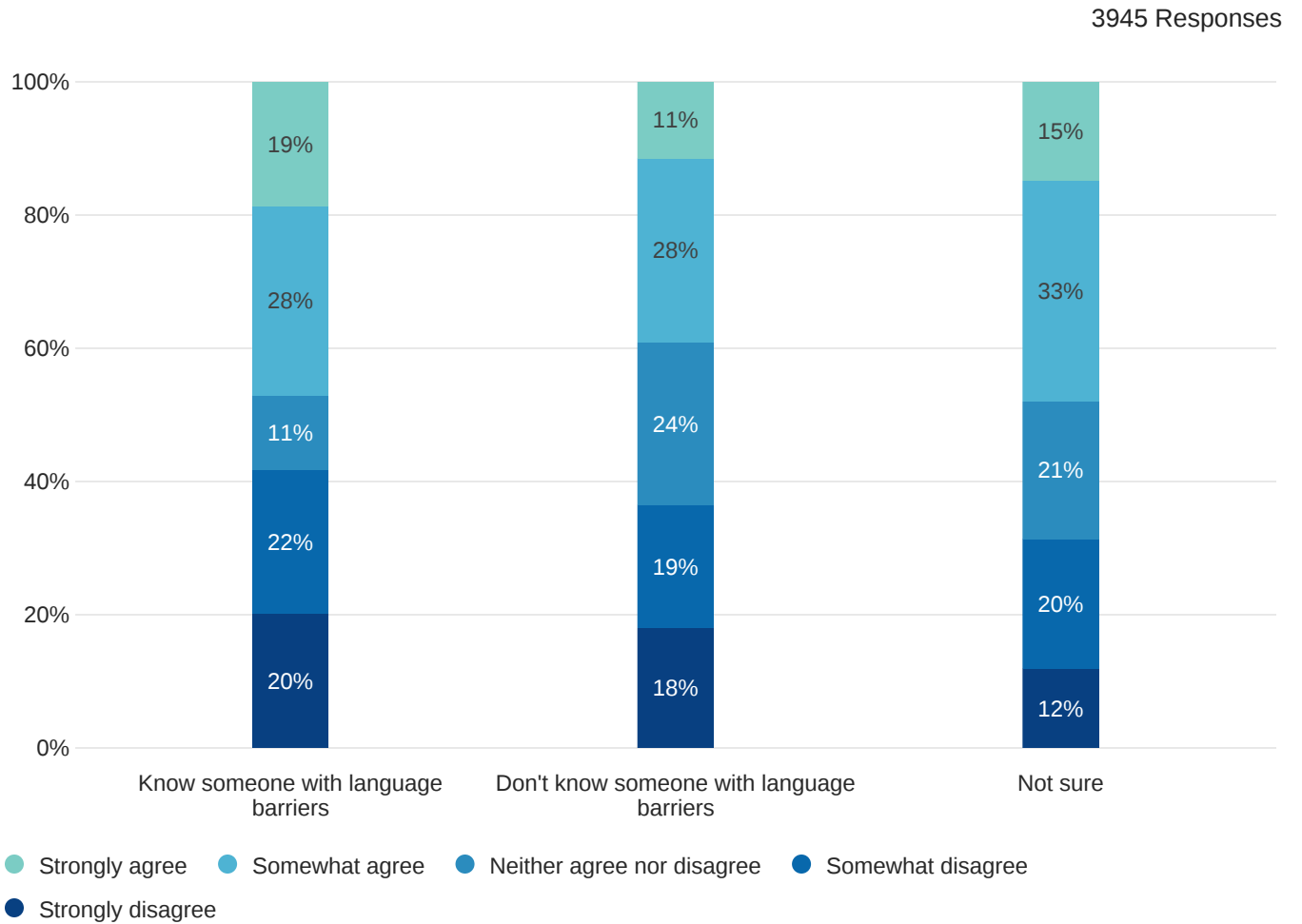
3945 Responses



Immediate launch Vs. vetted translations

Respondents who know someone with language barriers more likely agree to making surveys available in other languages right away through using automation program with some imperfections (47%), to those who do not know someone with language barriers (39%) (Figure 3.a)

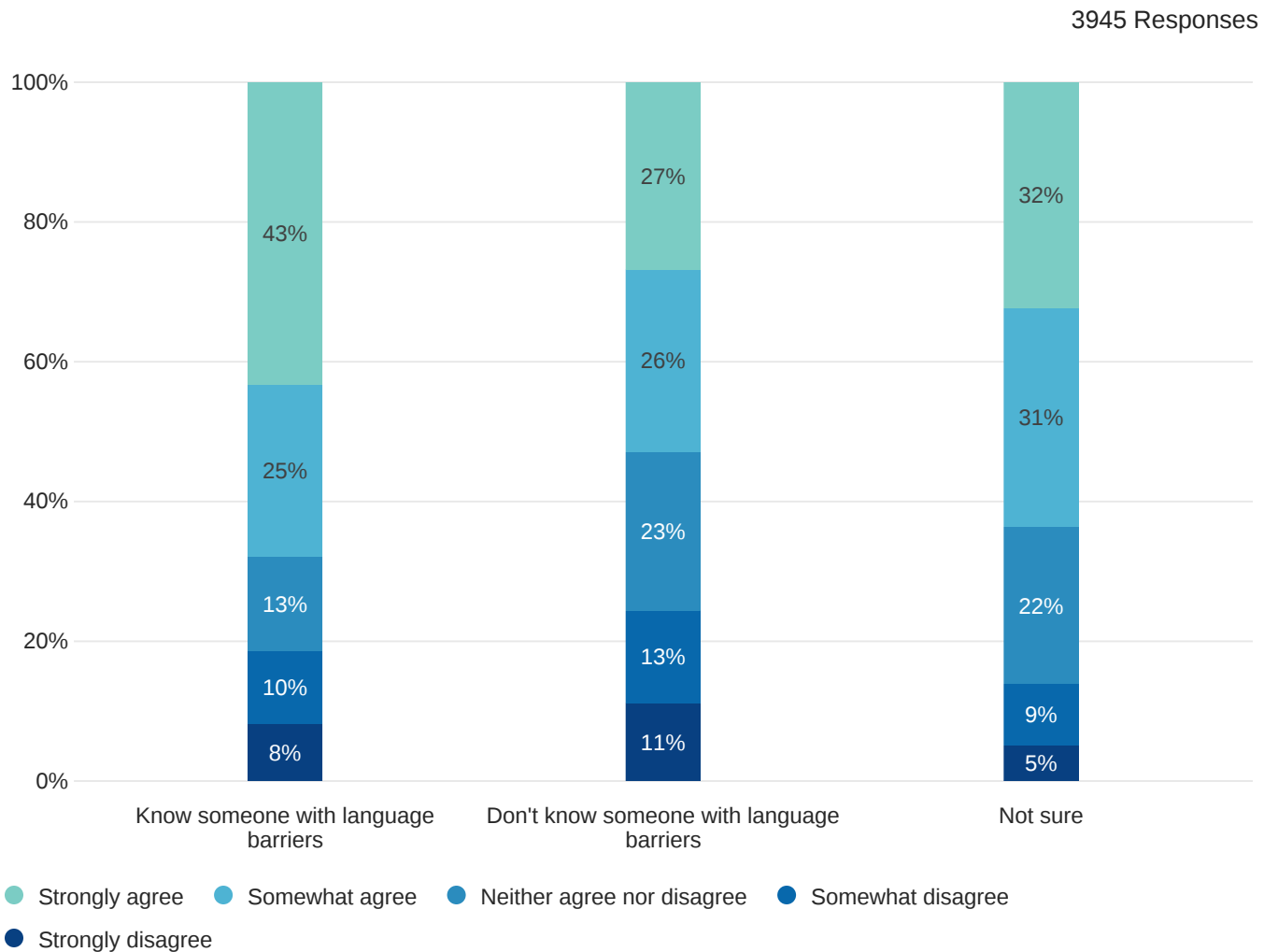
Figure 4: To what extent would you agree to make surveys available in other languages right away through an automated translation program with some imperfections?



Immediate launch Vs. vetted translations

Respondents who know someone with language barriers more likely agree to make surveys available in other languages when the translation has been professionally vetted (68%), to those who do not know someone with language barriers (53%) (Figure 5).

Figure 5: To what extent would you agree to make surveys available in other languages only when the translation has been professionally vetted?



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.