

A woman with dark hair, wearing a blue ribbed sweater and an orange jacket, is seen from the side, looking at a laptop screen. The background is blurred, suggesting an office or public space. The image is partially covered by a dark blue overlay on the left side.

Insight Community Mixed Topic Survey

April 2018 Results

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Edmonton

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BACKGROUND

The Edmonton Insight Community is a panel of over 7,800 Edmontonians (April 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 April 2018 Mixed Topic Survey:

- Edmonton Arts Council Strategic Plan
- Red Bull Crashed Ice
- Cemeteries
- Reducing Barriers for Businesses and Special Events
- Smart City - Social Isolation and Community Connectedness

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 February 13 to February 20, 2018 and was completed by 2,239 Edmontonians: 2,221 Insight Community Members and 18 individuals 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 2,221 it would be accurate ± 2.1 percentage points, 19 times out of 20.

RESULTS SUMMARY

Edmonton Arts Council Strategic Plan

The Edmonton Arts Council, City of Edmonton, Edmonton Heritage Council, and Arts Habitat Edmonton sought feedback from the Insight Community to help develop Edmonton's new arts and heritage plan. Overall, Insight Members were supportive of arts and heritage, agreeing that experiencing arts and heritage are important to themselves and their family (68%), that arts and heritage should be considered in all aspects of city planning (64%), and that arts and heritage are an important part of Edmonton's economy (61%). When rating the importance of different aspects of arts and heritage, Insight Members thought it was most important that values and contributions of the diverse communities in Edmonton are reflected (73%), that arts and heritage practitioners are able to make a reasonable living (72%), and that Edmontonians are proud of and connected to arts and heritage in many aspects of their lives (72%).

Red Bull Crashed Ice

Red Bull Crashed Ice, a downhill skating competition, was held in the Edmonton river valley on March 9-10, 2018. Nearly all (95%) Insight Community Members had heard of Crashed Ice, and 7% of Members attended the event. Overall sentiment towards the event was positive: most Insight members thought Crashed Ice helped Edmontonians embrace winter (67%), added vibrancy to downtown (67%), and helped show our city to new audiences (65%). A majority of Insight Members would like to see Crashed Ice return to Edmonton (62%). Of the 62% who want to see Crashed Ice return, 47% would like Crashed Ice back in Edmonton annually, while 38% hope Crashed Ice will return once every two years.

Cemeteries

The City operates seven cemeteries across Edmonton, which 69% of Insight Community Members were aware of. Approximately half (49%) of Insight Members have visited a City of Edmonton cemetery, while 34% have visited one within the last 12 months. The reasons for visiting a cemetery in the past year were diverse, such as visiting family or friends interred at the cemetery (50%), attending a service (29%), enjoying the space (23%), simply contemplating (21%), cutting through to get somewhere faster (19%), or going for a jog (13%). Insight Members had positive feelings about cemeteries, with the majority agreeing that the space was calming and tranquil (83%), clean and maintained (83%), and aesthetically pleasing (77%).

Reducing Barriers for Businesses and Special Events

The City sought feedback from the Insight Community regarding requirements for business and special event permits. Overall, Insight Members supported reducing permits required for new businesses moving into existing spaces, minor home based businesses, and temporary special events. When a new business moves into an existing building, 63% of Insight Members believe a parking justification report or parking impact assessment should not be required. A majority of Insight Members supported removing the need for minor home based businesses to have a development permit (71% support) and relaxing requirements for temporary events on City-owned land or those lasting less than 5 days on privately-owned land (79% in favor).

Smart City - Urban Isolation and Community Connectedness

The Smart City team is interested in understanding perceptions of community connectedness, urban isolation, and mental health. In terms of community connectedness, Insight Members were most likely to agree that they have access to community facilities such as parks or libraries (89%), can get help from friends and family when needed (83%), and have access to community events (73%), but were least likely to agree that they are active and involved in their community (37%), that their friends and family live in their community (38%), and that their community is open and welcoming to a diverse range of new people (55%). Insight Members' self-rated mental health is quite positive, with 21% of Members rating their mental health as "excellent", 38% providing a rating of "very good", and only 3% rating their mental health as "poor". When asked about isolation, approximately one-tenth of the Insight Community often feels ignored (11%), a lack of companionship (10%), or isolated (10%). Those who felt more community connectedness were less likely to feel isolated, and those who felt more connectedness and less isolation were more likely to have a better mental health rating.

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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