



# Insight Community Mixed Topic Survey

## April 2019 Results

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## BACKGROUND

The Edmonton Insight Community is a panel of over 11,400 Edmontonians (April 2019) 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 2019 Mixed Topic Survey:

- Snow and Ice
- Shisha
- Sense of Community

## METHODOLOGY

The survey was hosted on the Edmonton Insight Community website and a link to the survey was posted on [edmonton.ca/surveys](http://edmonton.ca/surveys). The survey was conducted online from April 9 - 16, 2019 and was completed by 3,164 Insight Community Members and 17 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 3,164 it would be accurate  $\pm 1.7$  percentage points, 19 times out of 20.

## RESULTS SUMMARY

### Shisha

We asked the Insight Community for their opinions on potential bylaw changes that would prohibit anyone from smoking herbal shisha or water pipes inside retail or commercial businesses. Shisha is an herbal product that is consumed using a hookah or waterpipe. When consumed, shisha produces smoke or byproducts similar to other organic combustibles. There are approximately 42 licensed businesses within Edmonton where shisha can be consumed, which include hookah lounges and restaurants. Edmonton City Council had given the first of three readings to a bylaw that will prohibit anyone from smoking shisha and waterpipes inside a retail/commercial business. There are a number of options for when this bylaw can be implemented. Health advocates support a more immediate transition to the ban (up to 6 months) due to health impacts. Most owners of businesses that allow shisha consumption feel a longer transition period (4 to 5 years) is required before the bylaw should come into force for business reasons. Typically, once approved, bylaws come into effect immediately. City officials support a middle

point of an 18 month transition period to the ban. Insight Community members were asked when the bylaw should come into force. Respondents were most likely to support an 18-month period prior to the bylaw coming into force (36%), followed by an immediate implementation (32%), and a 4-5 year transition period (8%), with the remaining respondents proposing some other solution (15%) or selecting “none of the above” (8%).

## Snow and Ice

Insight Community members were asked about their perceptions of the City’s Snow and Ice Control program on their neighbourhood streets over the time they have lived there. Most commonly, respondents said it has remained “pretty much the same” (45%), while 33% think it has gotten worse and 22% think it has gotten better. Next, we asked the Insight Community whether particular factors have gotten better or worse in terms of snow and ice control in their neighbourhood. Responses are outlined below:

Factor	% of Responses	
	Gotten better	Gotten worse
General condition of winter roads	23	25
General condition of intersections	21	27
Height/width of snow windrows along the street	21	22
Amount of ruts in roadways	16	31
General condition of shared use pathways or bike lanes	15	13
Amount of ice on sidewalk ramps or bus stops	7	33
All of the above	3	8
None of the above	38	23

(n=3,164)

Last, we asked respondents if they would support mandatory parking bans in all areas of the city for snow removal, since parking bans in most residential areas are currently voluntary. A majority of Insight Community members would support a mandatory parking ban (63%).

## Sense of Community

We tested two different sets of questions measuring *Sense of Community* that may be used in a future study. The sets of questions were developed by academics and researchers to measure sense of community across many different situations, and we explored the potential to adapt these questions for the Edmonton context. Respondents said they had difficulty answering questions about their neighbourhood, since it was not clear whether we were referring to their named neighbourhood or the few blocks around their home. Many Insight Community members were also frustrated that a *Don’t Know* or *Not Sure* answer was not an option, and many seemed to prefer the 5-point scale (*Strongly agree* to *Strongly disagree*) to the 4-point scale (*Not at all* to *Completely*). We received numerous pieces of useful feedback on both sets of questions that will be considered as we move forward with this study.

### Questions?

E-mail [research@edmonton.ca](mailto:research@edmonton.ca) for more information, or visit [www.edmonton.ca/surveys](http://www.edmonton.ca/surveys)

### Interested in the Edmonton Insight Community?

Go to [www.edmontoninsightcommunity.ca](http://www.edmontoninsightcommunity.ca) to join or learn more.

### Looking for Data?

Visit [data.edmonton.ca](http://data.edmonton.ca) to find this and other City of Edmonton data on the Open Data Portal.

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