



Insight
Community
Mixed Topic
Survey

**January 2019
Results**

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Edmonton

January 2019 Mixed Topic Survey Results

BACKGROUND

The Edmonton Insight Community is a panel of over 9,800 Edmontonians (January 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 January 2019 Mixed Topic Survey:

- Open Data
- Public Washroom Wayfinding
- Digital Signs
- Smart Cities Opt-In
- River Valley Stairs Opt-In

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 January 8 - 15, 2019 and was completed by 2,504 Insight Community Members and 10 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 2,514 it would be accurate ± 1.95 percentage points, 19 times out of 20.

RESULTS SUMMARY

Open Data

We asked questions about Edmonton's Open Data initiative. 43% of respondents said they had heard about the Open Data initiative from the City of Edmonton. Of those (n=1,080), 41% said they have used Edmonton's Open Data Portal. Those that had used the portal (n=448) were asked their level of satisfaction with the Open Data Program, of which 61% were satisfied (very satisfied or somewhat satisfied). 21% of those that have used Edmonton's Open Data said that they (or someone you know of) used Edmonton's Open Data to develop value added services such as mobile apps or data visualizations. Lastly, respondents were asked to rank their level of agreement with two different statements. 83% agree (strongly agree or somewhat agree) that The City should release data to the Open Data portal for public consumption, while adhering to the FOIP requirements and 84% agree (strongly agree or somewhat

agree) that The City should play a prominent role in educating citizens regarding the usage and impact of Open Data.

Public Washroom Wayfinding

The majority of Insight Community members (76%) visited Downtown or Whyte Avenue since October 2018. Of those who had visited Downtown or Whyte Avenue, 16% said that they had noticed the new public washroom wayfinding signs, and 76% of people who had seen a sign said it helped them identify a public washroom location.

When presented with a picture of a public washroom wayfinding sign, respondents stated that all three pieces of information included on the sign were important: 97% thought an arrow pointing in the direction of the public washroom was important, 89% thought the facility name was important, and 83% thought the distance in minutes was important. Only 19% of respondents thought additional information was needed on the sign, such as hours of operation or accessibility details.

Overall, respondents had positive sentiments about public washroom wayfinding signs. Nearly all respondents thought the signs were easy to understand (94%), that they provide value (92%), and that they are helpful in finding available public washrooms (91%).

Digital Signs

We asked the Insight Community to provide feedback on Digital Signage. Pictures were shown of Stantec Tower:



Insight community members were asked if they are in favour of allowing large digital signs on the top of Stantec Tower, in which 27% said 'Yes'. Those that said no (n=1,435) were asked why they said so:

Concern over corporate advertising in prominent location	76%
Concern about access to skyview or protecting dark skies	74%
Impact of light on residential buildings	72%
Not compatible with the existing character of Edmonton's downtown and skyline	66%
Other (please specify)	43%
[Select all that apply]	

Insight community members were asked if they are in favour of allowing large digital signs on the top of other tower tops in downtown Edmonton, in which 23% said 'Yes'. Those that said no (n=1,450) were asked why they said so:

Concern over corporate advertising in prominent location	76%
Concern about access to skyview or protecting dark skies	75%
Impact of light on residential buildings	75%
Not compatible with the existing character of Edmonton's downtown and skyline	67%
Other (please specify)	40%
[Select all that apply]	

Lastly, Insight Community members were asked: "What restrictions, if any, should be included if large digital signs were allowed on towers in downtown Edmonton?":

Dim the signs during low light/overnight	47%
Turn off the signs completely overnight	46%
Allow for still images only	36%
Allow non-corporate advertising only	34%
Allow corporate advertising related to tenants and activities which are located at Ice District only	12%
Other (please specify)	26%
No restrictions are necessary	8%

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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