



# Insight Community Mixed Topic Survey

## July 2018 Results

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## BACKGROUND

The Edmonton Insight Community is a panel of over 9,000 Edmontonians (July 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 July 2018 Mixed Topic Survey:

- Liquor Store Separation Distances
- Urban Forestry
- Hawrelak Park Rehabilitation 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](http://edmonton.ca/surveys). The survey was conducted online from July 10 to July 17, 2018 and was completed by 2,355 Insight Community Members and 16 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 2,371 it would be accurate  $\pm 2.01$  percentage points, 19 times out of 20.

## RESULTS SUMMARY

### Liquor Store Separation Distances

The City sought feedback from Insight Community Members on the possible options to manage separation distances between liquor stores, and between liquor stores and parks. Of the six options presented, approximately 46% of Insight Community Members selected, no change to the current liquor store separation distances; 54% of the participants selected options that related to varying degrees of change to the current regulations. Of the 54%, insight members were heavily split on how to change the regulations. The options most favoured are to provide exemptions in major destinations (19.9%), followed by matching the separation distances required between Cannabis Retail Sales stores (12.5%), eliminating the separation distance between liquor store (10.1%), and eliminating all zoning regulations for liquor stores (9.8%). There was little support for matching the 100 metre separation distance required between liquor stores and parks, schools and community recreation services (1.9%).

In asking Insight Community Members whether or not the separation distance required between liquor stores and parks should be reduced from 100 metres, the results indicated a strong desire to maintain the current separation distance requirement.

## Urban Forestry

The City wanted to understand Insight Community Members' opinions Urban Forestry within the city. Insight Community Members were asked if they had participated in a number of activities with regards to Urban Forestry over the last year. The top 3 activities were:

1. "I have planted vegetable/flower garden" - 79% said yes
2. "I have watered a tree on my property" - 75% said yes
3. "I have looked up tree or plant information online (google, etc)" - 72% said yes

Insight Community Members were next asked their level of agreement with a number of statements. "Trees make the City more attractive" had the highest level of agreement (98% agree or strongly agree), followed by "Trees increase my quality of life" (95% agree or strongly agree), and "Edmonton needs more trees" (84% agree or strongly agree). "I am familiar with the City's tree protection policies", had the lowest level of agreement (24% agree or strongly agree). Lastly, Insight Community Members were asked to rate their level of knowledge on a variety of topics regarding Urban Forestry. Insight Community Members were the most knowledgeable about: "How to effectively water trees" (46% very knowledgeable or somewhat knowledgeable), "Where best to plant trees" (31% very knowledgeable or somewhat knowledgeable) and "How to properly protect trees from damage during construction and development that surrounds them" (24% very knowledgeable or somewhat knowledgeable). Insight community members were the least knowledgeable about "How to control tree disease" (31% not at all knowledgeable).

### 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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