

A woman with dark hair, wearing a blue 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

March 2019 Results

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Edmonton

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BACKGROUND

The Edmonton Insight Community is a panel of over 10,100 Edmontonians (March 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 March 2019 Mixed Topic Survey:

- Fraud Awareness
- Gallagher Park
- Sign Design Opt-In
- Accessibility Policy 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 March 12 - 19, 2019 and was completed by 2,316 Insight Community Members and 13 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 2,329 it would be accurate ± 2.03 percentage points, 19 times out of 20.

RESULTS SUMMARY

Fraud Awareness

As part of Fraud Prevention Month, we asked Insight Community members to provide feedback regarding bitcoin fraud and awareness of posters the Edmonton Police Service (EPS) is currently using to educate the public regarding bitcoin fraud. When asked, 54% said they were very or moderately aware of what bitcoin is. 25% of respondents said they had seen Bitcoin ATMs but only 3% have used one.

Insight Community members were shown this poster and asked a number of questions regarding the poster:



Of those that said they have seen a bitcoin ATM (n=589), 7% said they had also seen the poster above. All Insight Community respondents were then their level of agreement on 4 questions about the poster:

	Agree	Disagree
The information on this sign is easy to understand.	81%	10%
This information on this sign provides useful information regarding bitcoin fraud.	81%	8%
I know where to go for more information regarding bitcoin.	66%	20%
Seeing a sign like this would deter me from using an bitcoin ATM.	77%	7%
Agree - Strongly agree or Agree		
Disagree - Strongly disagree or disagree		

Gallagher Park

Insight Community members were next asked a series of questions regarding Gallagher Park. 66% of respondents (n=1,538) said that they visit Gallagher park less than once per month or more in the last 12 months, where 34% have never visited Gallagher Park. Of those that have visited Gallagher Park, 71% said they use their "Personal vehicle to get to the park with "Bicycle" the next highest response at 27%. Respondents were then asked how the currently use the park when they visit. "Events at the Muttart Conservatory" (62%), "Festivals" (49%), and "Summer walking/hiking" (38%) being the top uses.

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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