



Insight Community  
Mixed Topic Survey  
**May 2019 Results**

| **SHARE** YOUR VOICE  
**SHAPE** OUR CITY

**Edmonton**

*Thank you to all the Edmonton Insight Community members for engaging with us and providing your feedback to help City of Edmonton Council and administration make decisions.*

*-Corporate Research Unit*

**11,500**  
**members**

As of May 2019, more than 11,500 Edmontonians are part of the Insight Community who engage with The City of Edmonton through different survey formats. 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.

From **May 14<sup>th</sup> to May 21<sup>st</sup> 2019**, 2,925 Insight Community members engaged with The City of Edmonton by answering a survey that was sent to them via email. The survey was designed in a way that the members had a choice to customize their survey (choose the topics they would like to answer). Because of this design, the number of respondents for each topic would vary. The survey was designed to gather members' opinions on a variety of topics (Mixed Topics) including:

**2,925**  
**respondents**

- Biking and Road Safety (2,557 respondents)
- Community Recreation Facilities (2,350 respondents)
- General Questions about Life In Edmonton (2,628 respondents)
- Climate Change Perceptions (2,521 respondents)
- Food Security in Edmonton (2,341 respondents)
- Parks in Edmonton (2,520 respondents)
- Transit (2,545 respondents)
- NextGen (2,162 respondents)

Mixed Topic survey is composed of a variety of questions on various topics that help different departments make decisions using public feedback. This document highlights what we heard from the Insight members on the topics included in the May 2019 Mixed Topics survey.

As it is 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 2,925 would be accurate to  $\pm 1.8$  percentage points, 19 times out of 20.

*Note: 20 anonymous individuals accessed the survey link through the City website. While reporting back to the Insight Community members through this monthly report, we only include the survey results for the members.*

## WHAT WE HEARD

### BIKING AND ROAD SAFETY

Nine-in-ten (89%) of Insight Community respondents drive a vehicle, 78% walk, and 27% bike 1-2 times a week or more.

Insight members were asked to rate some behaviours in terms of how important those behaviours were for people when driving. Though the majority of Insight members indicate that all the behaviours listed are very important, when seen comparatively, 'yielding to cyclists and pedestrians,' 'planning for the unexpected' and 'making eye contact with cyclists and pedestrians' get less importance ratings compared to the other behaviours.

Behaviours when driving	% Very Important
Checking blind spots	89%
Signaling when turning	87%
Actively watching for people cycling or walking before turning	86%
Taking the time to survey the scene before turning	81%
Adjusting behaviours to be able to react to the errors of other people driving	81%
Adjusting behaviours to be able to react to the errors of people who are biking or walking	76%
Making eye contact with people biking or walking when crossing roads, alleys, or access ways	71%
Planning for the unexpected	70%
Yielding to cyclists and pedestrians	68%

When asked to rate the importance of behaviours on the road for cyclists, at least two-thirds of Insight members rate all the listed behaviours as very important, except 'take the entire lane when they don't feel there is enough space for vehicles to pass them.'

Behaviours for cyclists	% Very Important
Being alert and aware of drivers, other cyclists and pedestrians around	89%
Noting and following right-of-way rules for vehicles and pedestrians	87%
Being able to react to the errors of others	85%
Slowing down enough to be able to confirm vehicles are going to yield to cyclists when turning	81%
Making eye contact with drivers when crossing roads, alleys, or accessways	78%
Positioning their bike where they have the best chance of being seen	75%
Using hand signals	69%
Making sure to be seen by wearing reflectors and lights	69%
Take the entire lane when they don't feel there is enough space for vehicles to pass them	38%



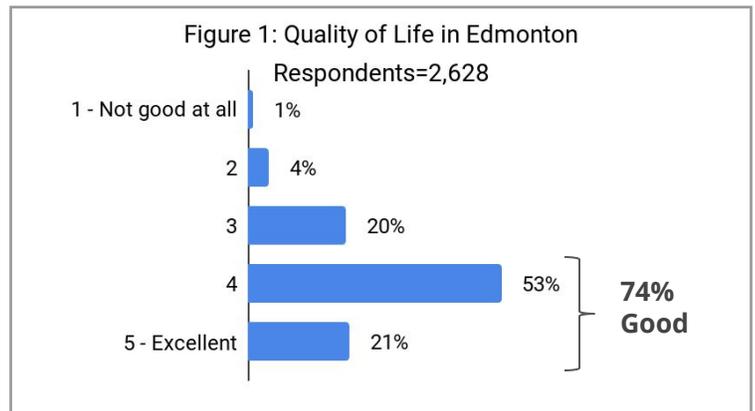
# WHAT WE HEARD

## VISITATION TO RECREATION FACILITIES AND CITY ATTRACTIONS

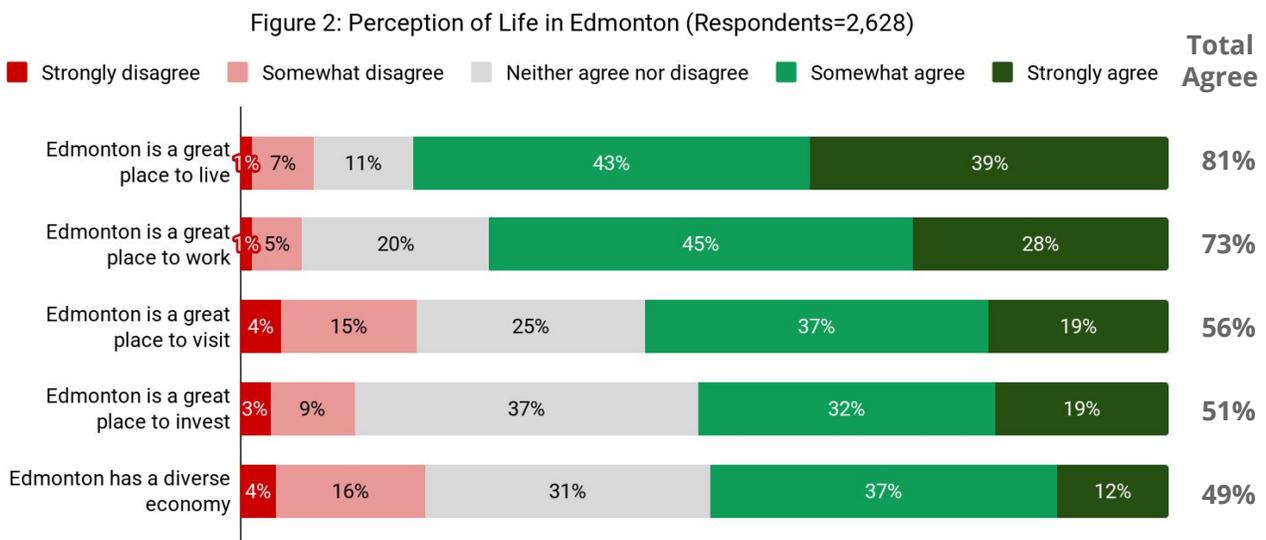
- Three-quarters (73%) of Insight Community members have **visited an attraction** in Edmonton in the past 12 months.
- More than half (54%) of Insight Community members have **visited a City of Edmonton Recreation Centre** in 2019.
- One-third (33%) of Insight Community members **plan to visit an outdoor pool** in Edmonton in 2019.

## LIFE IN EDMONTON

Insight Community members were asked to rate their quality of life in the city of Edmonton. Three-quarters (74%) of Insight members indicate that their quality of life is good, including 21% who indicate that it is excellent (figure 1).



The majority of Insight members agree that Edmonton is a great place to live (81% agree) and work (73% agree). Agreement is lower that Edmonton is a great place to visit (56% agree), invest (51% agree) and that Edmonton has a diverse economy (49% agree). Note that (figure 2) those who do not agree tend to be more neutral on these parameters, and less towards disagreement.



# WHAT WE HEARD

## PERCEPTIONS ABOUT CLIMATE CHANGE

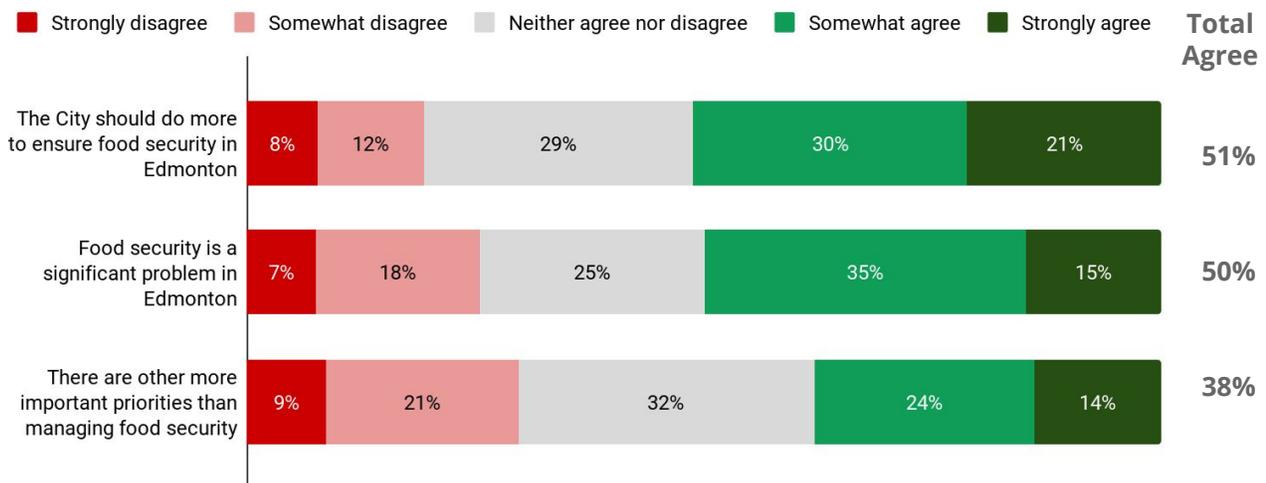
Insight Community members were asked how they feel about climate change personally and how they think Edmontonians feel about the topic. Insight members are more likely to agree that they personally feel concerned about climate change, compared to how concerned they think Edmontonians feel.

	Personally feel (% Agree)	Edmontonians feel (% Agree)
I am concerned about climate change	83%	44%
Climate change is caused mostly by human activities	76%	45%
My individual actions contribute to global impacts of climate change	73%	28%
I think we need to act now to address climate change	79%	32%

## PERCEPTIONS ABOUT FOOD SECURITY IN EDMONTON

Half of Insight Community members agree that food security is a significant problem in Edmonton and that the City should do more to ensure food security. Opinion is divided that there are other more important priorities than managing food security (38% agree, 32% neutral, 30% disagree).

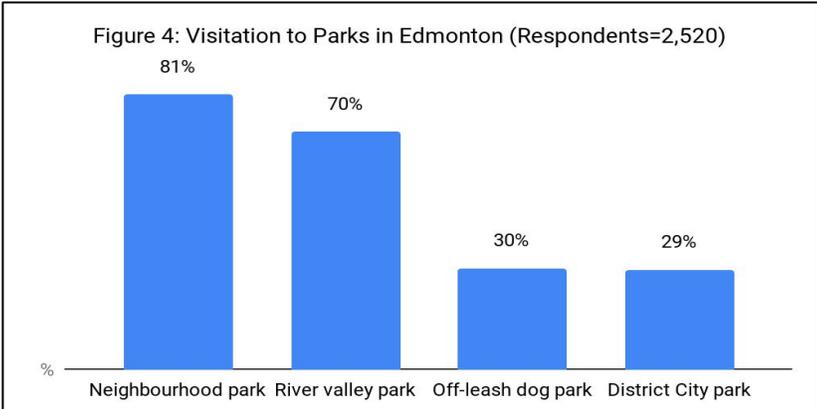
Figure 3: Food Security in Edmonton (Respondents=2,341)



# WHAT WE HEARD

## PARK VISITATION

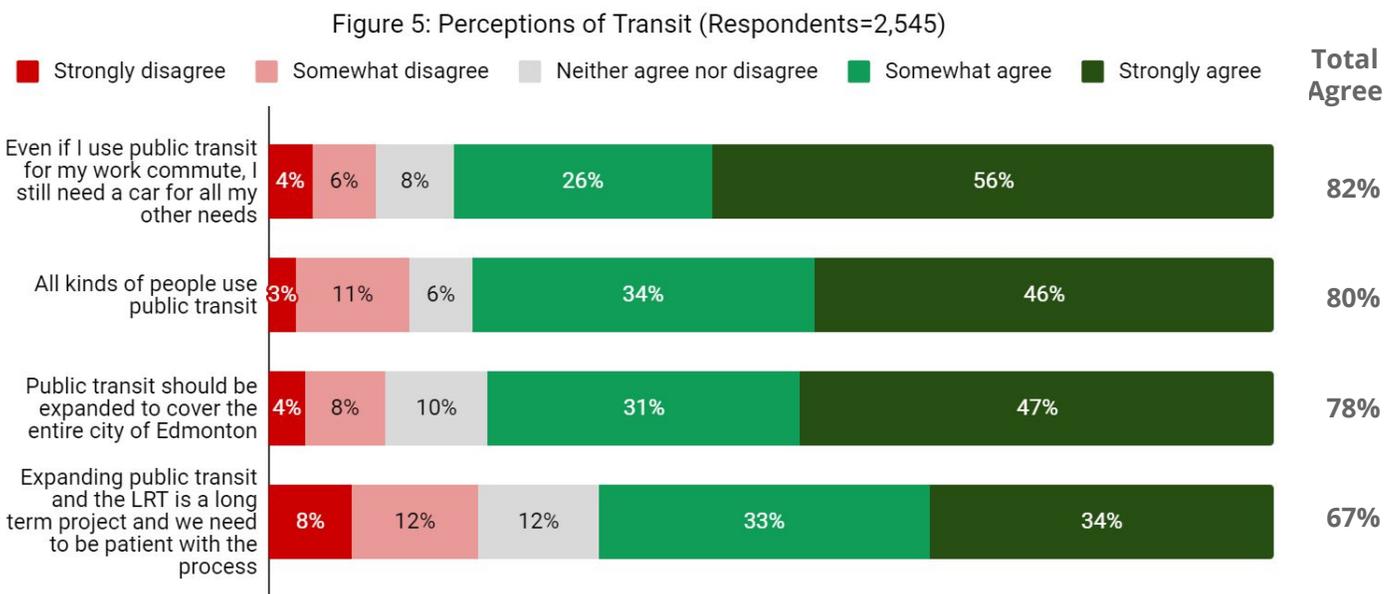
The majority of Insight Community members have visited their Neighbourhood park and/or River valley park. About three-in-ten respondents have visited an off-leash dog park and/or a District City park in the last 12 months (figure 4).



## PERCEPTIONS ABOUT TRANSIT IN EDMONTON

Insight Community members were asked about their opinion of transit in Edmonton. Four-in-five agree that all kinds of people use public transit and that even if they use transit for work, they will still need a car for everything else.

The majority (78%) of Insight members also agree that public transit should be expanded to cover the entire city, including half (47% who strongly agree). Two-thirds (67%) of respondents agree that expanding public transit and LRT is a long term project and they need to be patient with the process.

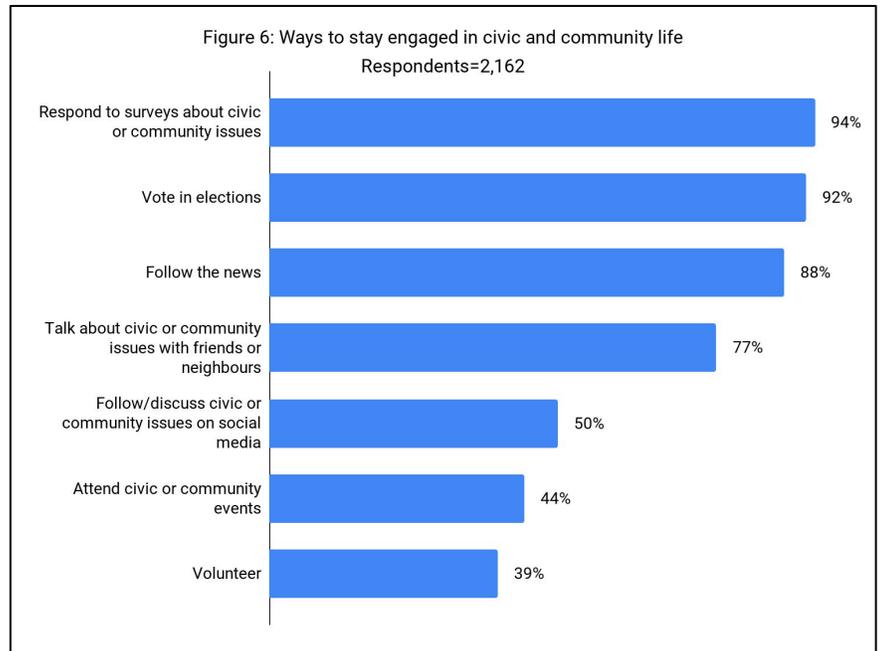


## WHAT WE HEARD

### NEXTGEN

About one-quarter (28%) of Insight Community members have heard of Edmonton's NextGen. They have mostly heard about it through social media (50%) and word of mouth (44%).

Insight Community members were asked how they stay engaged in civic and community life. The majority of respondents indicated that they stay engaged by responding to surveys about civic and community issues (94%), voting in elections (92%), following the news (88%), and/or talking about civic or community issues with friends or neighbours (77%). Social media discussions, attending community events and volunteering are less popular as ways to stay engaged.



The top motivations to attend civic or community events are:

- Interested in the event topic
- Want to help improve their community
- Like learning new things

The top barriers to being engaged in the community are:

- Not being aware of the opportunities
- Not having enough time

Half (51%) of Insight Community members feel engaged in shaping their city.

### 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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