

# Insight Community Mixed Topic Survey

## October 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 Team*

**11,463**  
**members**

As of October 2019, 11,463 Edmontonians were 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. The Corporate Research Team advises on, plans, executes, and reports on research for almost every administrative area of the City.

**2,500**  
**respondents**

From **October 8<sup>th</sup> to October 15<sup>th</sup> 2019**, 2,500 Insight Community members engaged with The City of Edmonton by answering a survey that was sent to them via email. The survey was designed to gather members' opinions on a variety of topics (Mixed Topics) including:

- Media Habits
- Member experience with the Edmonton Insight Community

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 October 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 2,500 would be accurate to  $\pm 1.7$  percentage points, 19 times out of 20.

*Note: 10 anonymous individuals accessed the survey link through the City website. While reporting back to the Insight Community members through this report, we only include the survey results for the members.*

# WHAT WE HEARD

## MEDIA HABITS

### MEDIA HABITS (PAST 12 MONTHS)

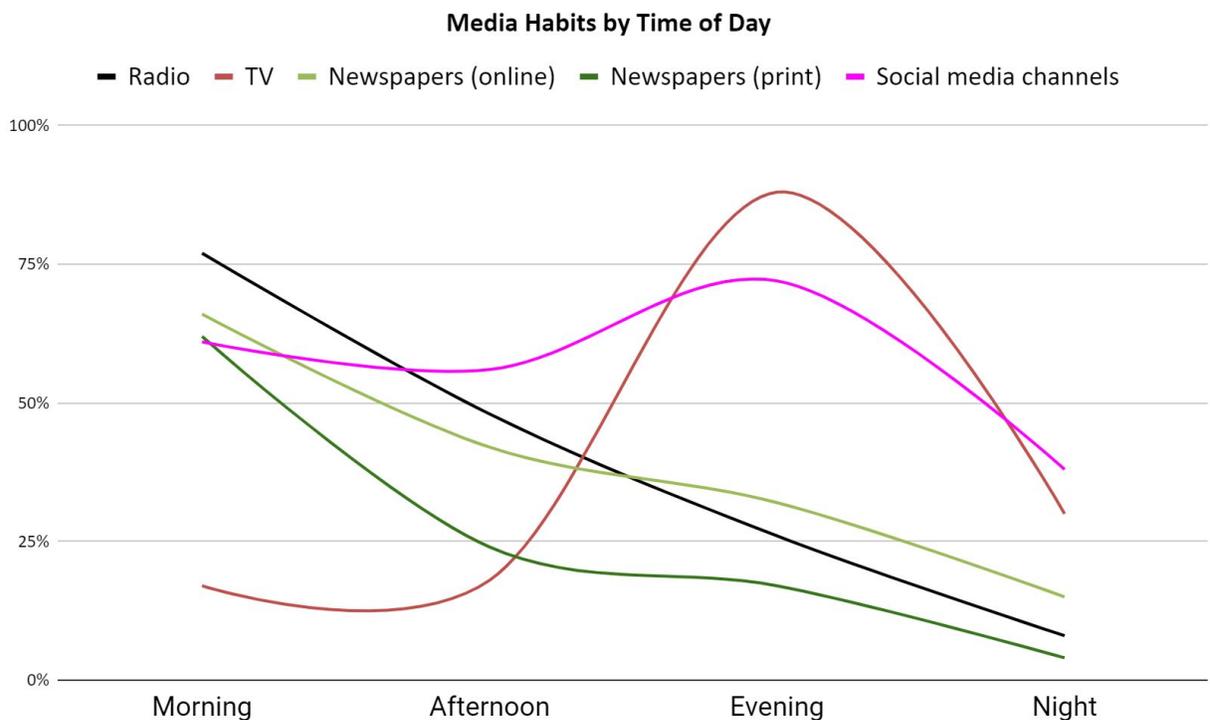
87% of survey respondents have listened to the radio in the past 12 months, and 82% have watched TV. Social media channels and online newspapers follow closely with 68% and 67% usage respectively. About half of the respondents have read print newspapers in the past 12 months.

### TOP 3 CHANNELS

RADIO	TV	SOCIAL MEDIA	ONLINE NEWSPAPERS	PRINT NEWSPAPERS
CBC CHED AM Sonic	Global CTV CBC	Facebook Twitter Instagram	Edm Journal CBC Globe and Mail	Edm Journal Metro Sun

### MEDIA HABITS BY TIME OF DAY

TV and social media usage increases in the evening, while usage of other media channels are higher in the morning hours and declines as the day passes by.



# WHAT WE HEARD

## MEMBER EXPERIENCE

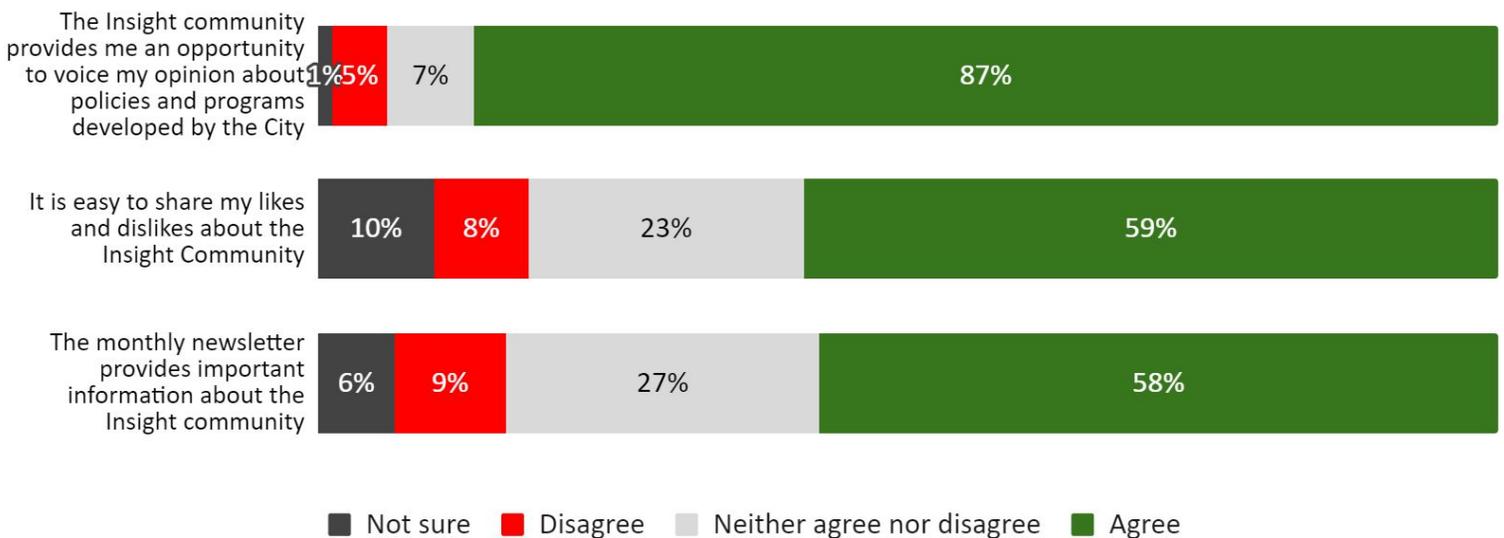
### INSIGHT COMMUNITY FEATURES

The majority (87%) of respondents agree that the Insight Community provides them an opportunity to voice their opinion about policies and programs developed by the City.

Respondents also agree that it is easy for them to share their likes and dislikes about the Insight Community (59% agreement) and that the monthly newsletter provides important information (58% agreement). Close to one-quarter respondents have a neutral opinion on both the statements.

**Figure 1: Agreement with Insight Community Features**

Respondents=2486



While 31% have a neutral opinion, the majority (62%) respondents disagree that they get too many emails from the Insight Community.

### SURVEY RESULTS

About half of the respondents are aware of where to find the summary of their survey results (53% agreement) and understand how their survey results are used (51% agreement).

As evident from low awareness (about one-quarter respondents) of where to find the survey results, about half (53%) read the survey reports on [edmonton.ca/surveys](http://edmonton.ca/surveys) and 31% have viewed and used the survey data posed on Open City Portal at least occasionally.

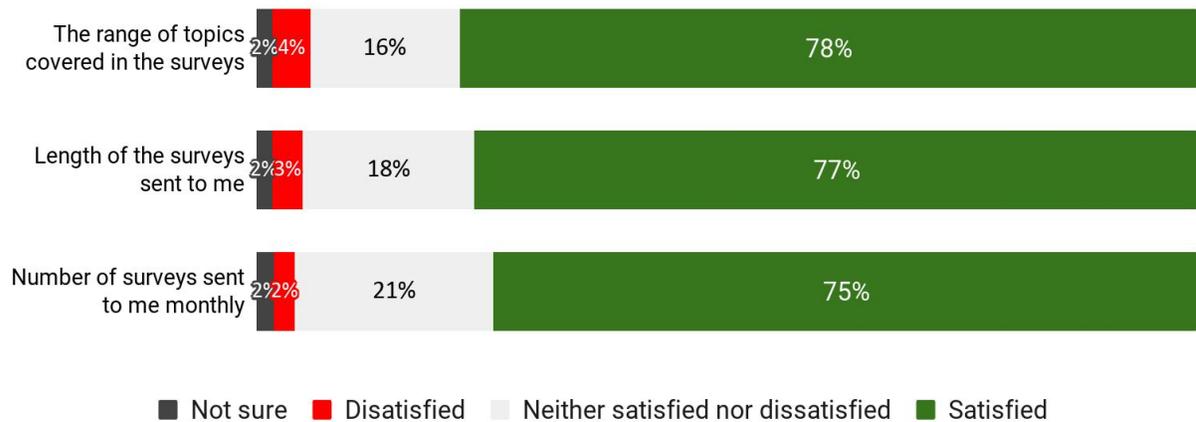
# WHAT WE HEARD

## MEMBER EXPERIENCE

### SURVEYS

The majority of respondents are satisfied with the range of topics (78% satisfaction), length of surveys (77%), and number of surveys (75% satisfaction) sent to them monthly.

**Figure 2: Satisfaction with Surveys**  
Respondents = 2,486



### THINGS MEMBERS ENJOY THE MOST ABOUT INSIGHT COMMUNITY

1. In addition to providing a platform for members to have their voice heard, respondents mention that Insight Community is a source of building awareness for City’s initiatives.
2. Though some respondents feel their voice do not influence decisions, they appreciate the opportunity to contribute in decision making and hope their feedback will help shaping their city.
3. Respondents also like that the survey offers them an opportunity to get involved at a convenient time and place.

### SUGGESTIONS FOR IMPROVEMENT

1. Members seem quite happy overall, but respondents would like a variety of tools to provide feedback and input such as online forums, focus groups, face to face opportunities. Insight Community members would also like a way to provide suggestions on the topics they would like to see in upcoming surveys.
2. Insight Community members stated that they would be interested in seeing exactly how the results of their input and feedback is used to inform decisions on projects and City initiatives. Some suggestions include: Links to the data, project reports, council reports and meetings.

### 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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