EDMONTON INSIGHT COMMUNITY

JUNE CITY PULSE SURVEY

CLOSED-ENDED RESULTS

PREPARED BY
CORPORATE RESEARCH
JUNE 2026

CRIC
CANADIAN RESEARCH INSIGHTS COUNCIL
LE CONSEIL DE RECHERCHE ET D'INTELLIGENCE MARKETING CANADIEN
Client-Side Member

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton

Background & Methodology

Background:

As of June 2026, **nearly 26,000 Edmontonians are part of the Edmonton Insight Community (EIC)**. The EIC is managed by the Corporate Research Unit at the City of Edmonton. The Corporate Research Unit advises on plans, executes, and reports on all public opinion and market research for all administrative areas of the City.

The City Pulse survey is composed of questions on multiple topics, each helping gather public feedback to be used for decision-making at different City departments. This document highlights what we heard from Edmonton Insight Community members on each topic included in the June 2026 City Pulse survey, including:

1. **Updating Illuminated and Digital Sign Zoning Rules**; and
2. **City of Edmonton Website Improvements**

Methodology:

From June 8 to June 15, 2026, a total of **2,069** Edmonton Insight Community members responded to the June 2026 City Pulse survey that was sent to them via email. Additionally, **119** respondents accessed the survey through the survey webpage. This report contains **closed-ended** results for all respondents (**n=2,188**).

PLEASE NOTE: *The **City Pulse Survey** is a non-random online survey, and a **margin of error cannot be applied to these results**. However, if a probability sample had been used, the margin of error for a random sample of n=2,188 would be ±2.1 percentage points (19 times out of 20). Demographic differences noted throughout the report are **directional** in nature and highlighted when results differ from the aggregate total by **±10%**.*

Summary of Results [1/2]

Updating Illuminated and Digital Sign Zoning Rules:

- **NON-DIGITAL SIGN BRIGHTNESS REGULATIONS:** 52% of respondents agree with introducing a maximum brightness limit to all types of non-digital illuminated signs, and 46% support requiring “ambient light dimmers” that automatically lower light levels in dark conditions. 17% support keeping the current rules.
- **DIGITAL SIGN BRIGHTNESS REGULATIONS:** 60% of respondents agree with changing rules to further limit maximum nighttime brightness, 44% agree with adding daytime maximum brightness limits, and 24% agree with keeping current rules.
- **NEIGHBOURHOOD PARKS & SERVICES (PSN) ZONE:** 37% oppose Minor Digital Signs in this zone under any restrictions. 28% support if current Parks and Services (PS) Zone rules apply, and 18% support if stricter restrictions apply. Among those open to them with restrictions, 80% prefer reduced maximum brightness and two-thirds (66%) prefer limiting advertising to on-premises goods or services.
- **RECOMMENDED “DARK HOUR” SCHEDULE:** The highest proportion of respondents (44%) recommend changing "dark hour" rules to the proposed 10 PM to 6 AM schedule. 22% prefer changing to a daily sunrise and sunset schedule.
- **EVALUATION PRIORITIES:** Visual Environment & Traffic Safety (72%) and Placement & Orientation (46%) are selected as the top factors for the City to consider when evaluating new sign applications.

Edmonton

Summary of Results [2/2]

City of Edmonton Website:

- **USAGE & ACCESS:** 93% of respondents visited the website in the past 12 months, primarily using desktop computers or laptops (56%). The most common entry points are typing the URL directly (61%) or using a search engine link (45%).
- **INFORMATION RETRIEVAL & AI:** Users primarily find information via the search bar (59%) or main menus (51%). Among the 45% who use AI tools for city information, most verify the output by clicking source links (21%) or going directly to them (15%).
- **USABILITY & SATISFACTION:** While most (60%) are satisfied with the website's overall quality, a similar proportion (62%) somewhat or strongly agree information is buried too deeply, and 29% say it is somewhat or very difficult finding what they need. When unsuccessful, about half (54%) turn to external search engines and one-in-four (24%) call 311.

DETAILED FINDINGS

Illuminated & Digital Sign Zoning Rules

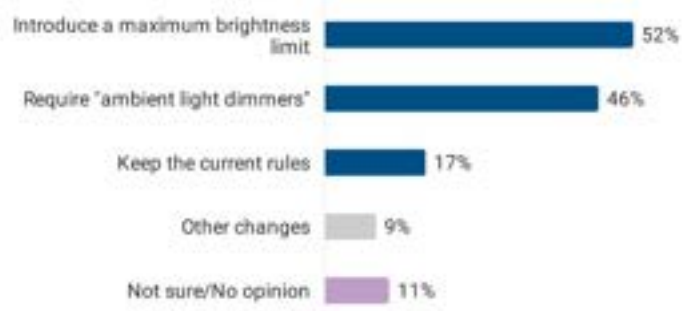
Support for Regulating Non-Digital Illuminated Sign Brightness

Around half of respondents *agree* with **introducing a maximum brightness limit to all types of non-digital illuminated signs** (**52%**) and **requiring "ambient light dimmers" that automatically lower light levels in dark conditions** (**46%**).

In addition, **17% support keeping the current rules**.

Which approach do you agree with for regulating the brightness of non-digital illuminated signs? Select all that apply.

2188 Responses



Subgroups with ▲ HIGHEST % agreement with **introducing a maximum brightness limit**:

- ➔ Have signs visible from their property (**68%**)
- ➔ 2SLGBTQIA+ (**64%**)
- ➔ Primarily use bike, e-bike, scooter, or skateboard (**64%**)
- ➔ Under 35 years of age (**62%**)

Subgroups with ▲ HIGHEST % agreement with **keeping the current rules**:

- ➔ Own business in Edmonton (**27%**)

Subgroups with ▼ LOWEST % agreement with **introducing a maximum brightness limit**:

- ➔ Own business in Edmonton (**42%**)

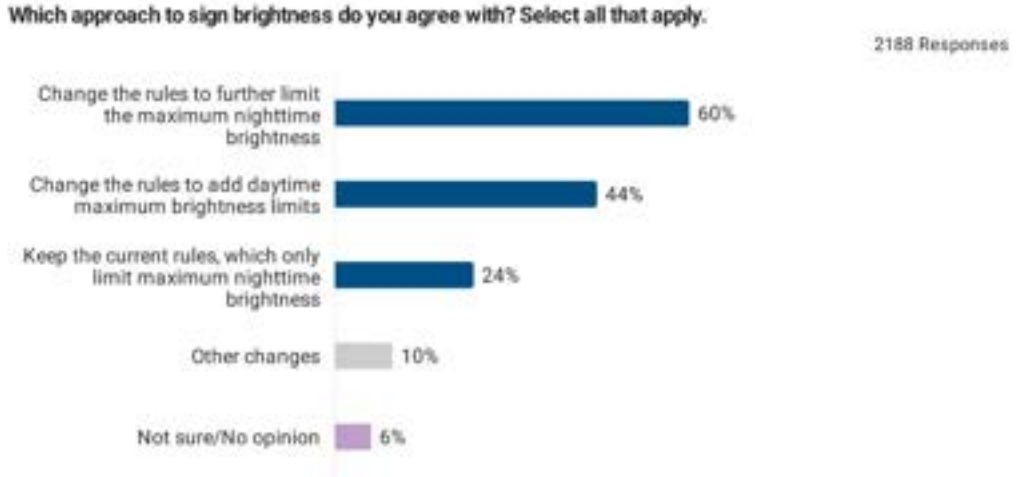
Q1 Signs: Which approach do you agree with for regulating the brightness of non-digital illuminated signs? Select all that apply.

Base: All respondents (n=2,188).

Support for Regulating Digital Sign Brightness

Three-in-five (60%) respondents ***agree*** with changing rules to **further limit maximum nighttime brightness**; **44%** ***agree*** with **adding daytime maximum brightness** limits; and **24%** ***agree*** with keeping **current rules**.

Another **6%** have ***no opinion***.



Subgroups with ▲ HIGHEST % agreement with **changing rules to further limit nighttime brightness**:

➔ Under 35 years of age (**74%**)

Subgroups with ▲ HIGHEST % agreement with **changing rules to add daytime maximum brightness:**

➔ Under 35 years of age (**56%**)

Subgroups with ▼ LOWEST % agreement with **keeping the current rules**:

➔ Under 35 years of age (**14%**)

Q2 Signs: Which approach to sign brightness do you agree with? Select all that apply.

Base: All respondents (n=2,188).

Support for Minor Digital Signs in PSN Zone

Over one-third of respondents (**37%**) indicate that **Minor Digital Signs are not okay** in the Neighbourhood Parks & Services (PSN) Zone *regardless of restrictions*.

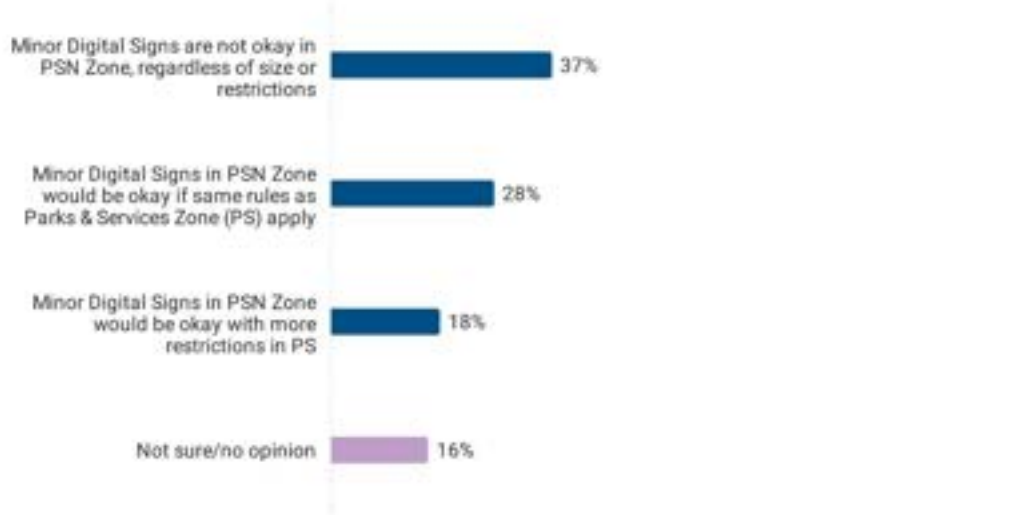
28% stated that **signs are okay if current Parks & Services (PS) Zone rules apply**, and **18%** say they are **okay if stricter restrictions apply**.

Current regulations for Minor Digital Signs in **PS Zone**:

- **Spacing (Sign Clutter):** A Ground Sign must be at least 45 meters away from any other Ground Sign on the same property.
- **Direction:** Illuminated signs cannot shine or reflect light directly onto residential properties and cannot face a home or hospital directly.
- **Behaviour:** Only Major Digital Signs can flash, strobe, or have moving images.
- **Hours:** Illuminated signs that face or are within a protected natural area, park or face a residential use (home) must be turned off between **12 AM (midnight) and 5 AM** (unless the business is open).
- **Automatic Dimming:** Digital signs must use automatic controls to lower their brightness when it gets dark outside.

Which of the following statements would you agree for allowing all types of Minor Digital Signs (e.g., Ground Sign, Wall Sign) to the Neighbourhood Parks and Services (PSN) Zone.

2180 Responses



Subgroups with ▲ HIGHEST % agreement that **Minor Digital Signs would be ok if stricter rules apply in PS:**

- Under 35 years of age (**31%**)

Subgroups with ▼ LOWEST % agreement that **Minor Digital Signs would be ok if same rules as PS apply**:

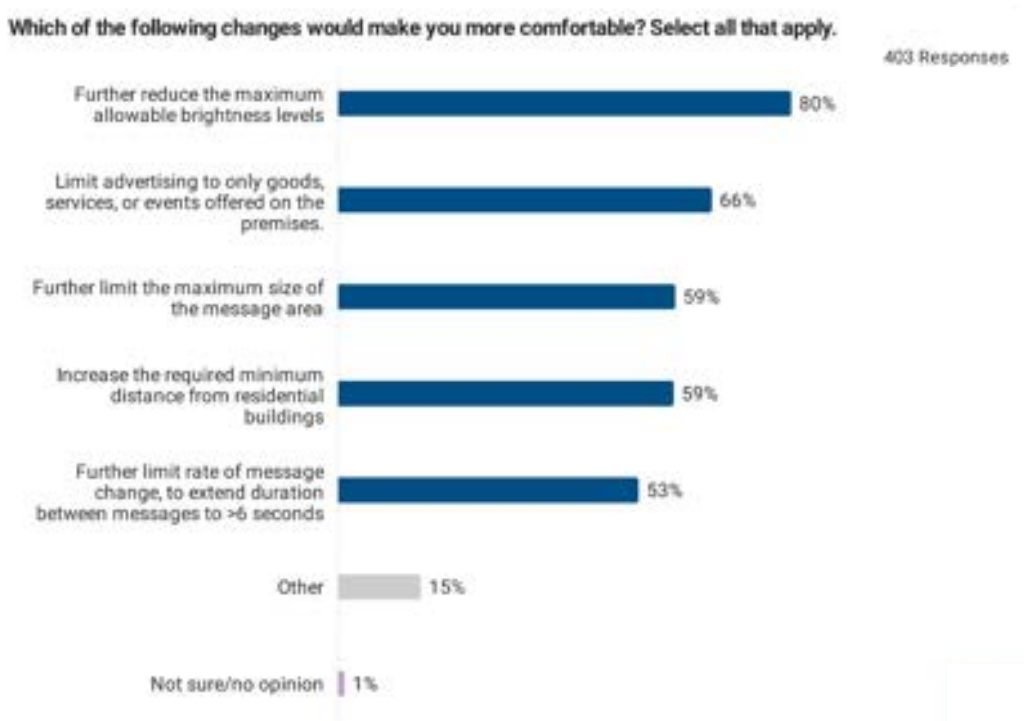
- Under 35 years of age (**17%**)

Q3 Signs: Which of the following statements would you agree for allowing all types of Minor Digital Signs (e.g., Ground Sign, Wall Sign) to the Neighbourhood Parks and Services (PSN) Zone.

Base: Total answering (n=2,180).

Preferred Additional Regulations

Among respondents who support allowing Minor Digital Signs in the PSN Zone with additional restrictions, the Top 2 changes that make them *more comfortable* are **further reducing maximum allowable brightness levels** (**80%**) and **limiting advertising to on-premises goods, services, or events** (**66%**).



Subgroups with ▲ HIGHEST % support for **further reducing maximum allowable brightness:**

➔ Under 35 years of age (**93%**)

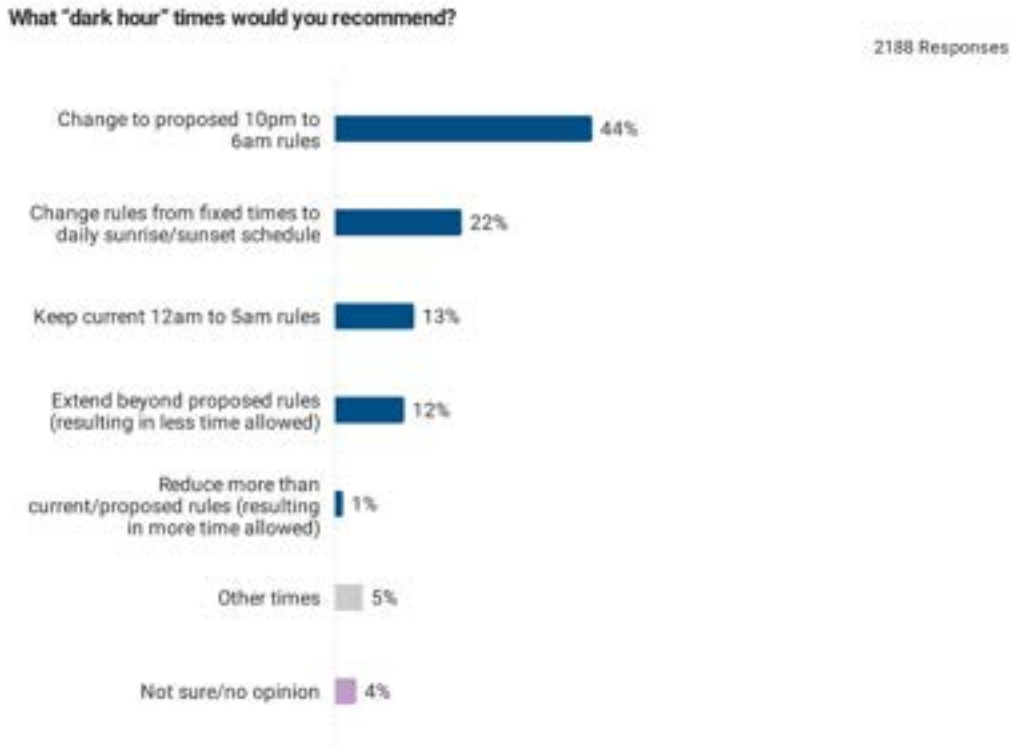
Q4 Signs: Which of the following changes would make you more comfortable? Select all that apply.

Base: Indicated Minor Digital Signs in PSN Zone "would be okay" with more restrictions (n=403).

Recommended "Dark Hour" Schedule for Illuminated Signs

The highest proportion of respondents (**44%**) **recommend changing "dark hour" rules to the proposed 10 PM to 6 AM schedule. 22% prefer changing** from fixed times **to a daily sunrise and sunset** schedule.

13% recommend **maintaining the current 12 AM to 5 AM rules**, and **12%** support **extending dark hours beyond the proposed rules**.



Q5 Signs: What "dark hour" times would you recommend?

Base: All respondents (n=2,188).

Most Important Factors for Evaluating New Sign Applications

Visual Environment & Traffic Safety (72%) and **Placement & Orientation** (46%) are selected as the Top 2 factors for the City to consider when evaluating new sign applications.

*** Full survey item wording:**

Sign Scale: *Sign size, mass and footprint (dimensions), and message area.*

Placement & Orientation: *The sign's location, orientation, and distance from residential homes and other sensitive land uses.*

Architectural Design to Create Appealing Neighbourhoods: *How well the sign's materials and design integrate with the surrounding buildings and landscaping.*

Lighting & Illumination Style: *The type of lighting used (e.g., backlit, neon, halo, or external spotlights) and format of the sign (channel letters, printed polycarbonate, painted, vinyl banner).*

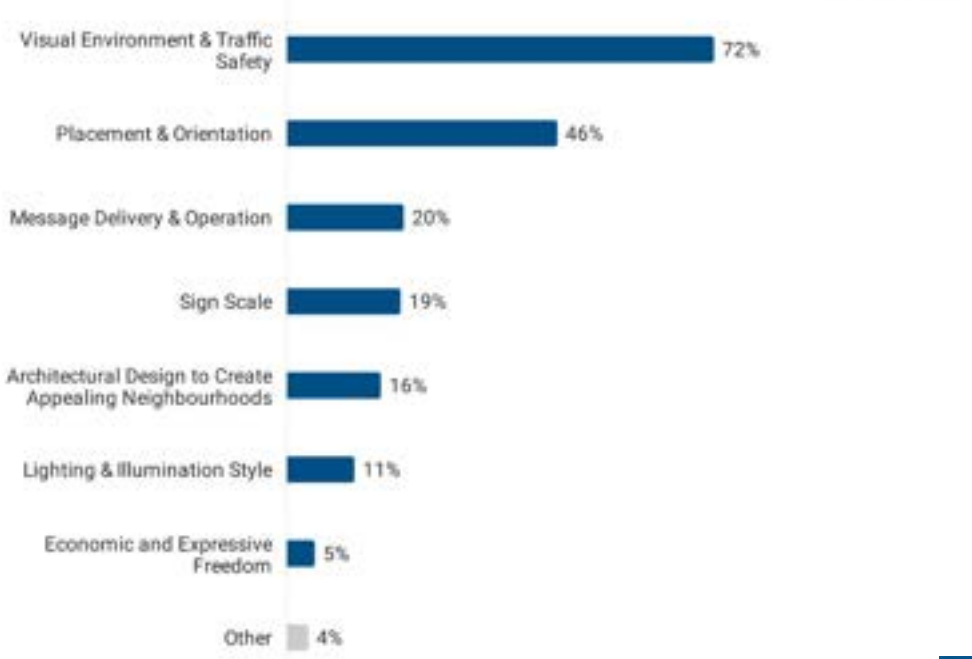
Message Delivery & Operation: *The sign's hours of operation, message readability, how often messages change, and how much attention the sign demands (nuisance, distraction, and too many messages at once).*

Visual Environment & Traffic Safety: *Managing brightness, glare, flashing/moving effects, and overall visual clutter to ensure the sign does not create a hazard, distract drivers, or interfere with traffic signals.*

Economic & Expressive Freedom: *Allowing for easier permitting and more freedom for businesses to promote goods and services.*

From the following list, which two factors* do you think are most important for the City to consider when evaluating an application for a new sign? Select up to two.

2188 Responses



Q6 Signs: Which two factors do you think are most important for the City to consider when evaluating an application for a new sign? Select up to two.

Base: All respondents (n=2,188).

DETAILED FINDINGS

City of Edmonton Website

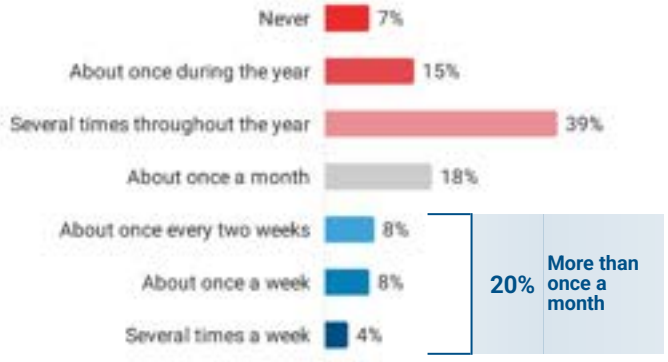
Website Visitation Frequency

A large majority (**93%**) of Insight Community respondents [n=2,188] report visiting the City of Edmonton website **at least once** in the past 12 months.

- The highest proportion of respondents (**39%**) indicate they visited the site **several times throughout the past year**.
- About one-in-five (**18%**) report having visited about **once a month**, while **20%** report having visited **more frequently than once a month**.

In the past 12 months, how often did you visit the City of Edmonton website (edmonton.ca)?

2188 Responses



Subgroups with ▲ HIGHEST % rate of visiting the City website *more frequently than* once a month:

➔ Gender-diverse (**34%**)

➔ Primarily use public transit (**34%**)

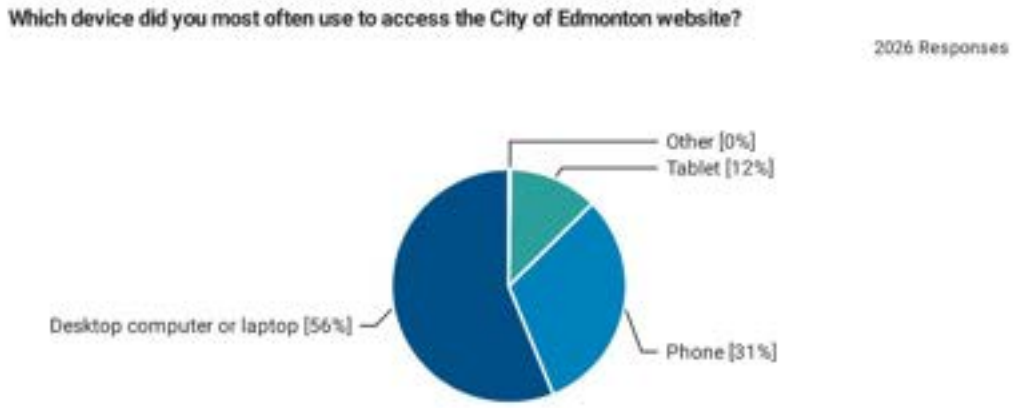
Q1 Web: In the past 12 months, how often did you visit the City of Edmonton website (edmonton.ca)?

Base: All respondents (n=2,188).

Primary Device for Access

Among respondents who visited the City of Edmonton website in the past 12 months [n=2,026], over half (**56%**) report *most often* using a **desktop computer or laptop** to access the site.

- About one-third (**31%**) report most often using a **phone** to access the website.
- Another **12%** indicate they most often use a **tablet** – though this is largely age-driven (**18%** among aged 55 or older; **3%** among under 55).



Subgroups with ▲ HIGHEST % rate of using a **PHONE most** to access the City website:

- ➔ Aged 18 to 34 years old (**51%**)
- ➔ Gender-diverse (**45%**)
- ➔ 2SLGBTQIA+ (**45%**)
- ➔ Aged 35 to 54 years old (**43%**)
- ➔ Children or grandchildren (<18 years old) at home (**42%**)

Subgroups with ▼ LOWEST % rate of using a **PHONE most** to access the City website:

- ➔ 55 years of age or older (**23%**)

Subgroups with ▼ LOWEST % rate of using a **TABLET most** to access the City website:

- ➔ Aged 35 to 54 years old (**3%**)
- ➔ Aged 18 to 34 years old (**1%**)

Q2 Web: Which device do you most often use to access the City of Edmonton website?

Base: Visited City of Edmonton website in past 12 months (n=2,026).

Pathways to the Website

Among visitors [n=2,026], the top pathways to the website are **typing Edmonton.ca directly or using a bookmark** (**61%**) and **clicking a link from a search engine** (**45%**).

- About one-in-four (**24%**) reached the site through a link inside a **City email or newsletter**, and **2%** using a link from **an AI tool**.

Subgroups with ▲ HIGHEST % rate of getting to website via **search engine link**:

- ➔ Primarily use public transit (**57%**)
- ➔ Aged 35 to 54 years (**57%**)
- ➔ Children or grandchildren (under 18 years old) at home (**55%**)
- ➔ Aged 18 to 34 years (**79%**)
- ➔ Gender-diverse (**62%**)
- ➔ 2SLGBTQIA+ (**58%**)

Subgroups with ▲ HIGHEST % highest rate of getting to the website via link inside a **City email or newsletter**:

- ➔ Gender-diverse (**41%**)

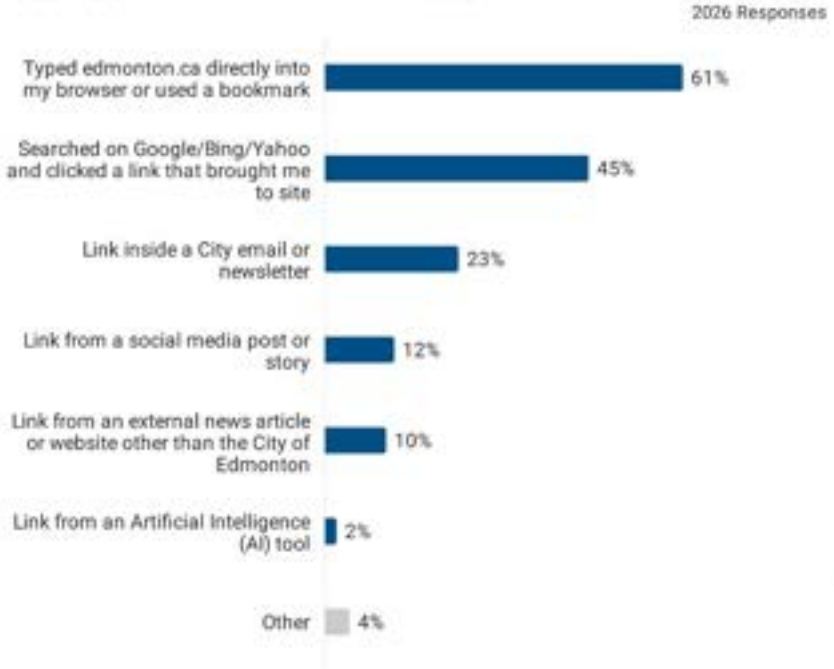
Subgroups with ▼ LOWEST % rate of getting to website via **search engine link**:

- ➔ 55 years of age or older (**34%**)

Subgroups with ▼ LOWEST % rate of getting to the website via **typing edmonton.ca directly or using a bookmark**:

- ➔ Aged 18 to 34 years old (**39%**)

There are many paths to reach a website. Thinking about the times you used the City of Edmonton website, how did you typically get to the website? Select all that apply.



Q3 Web: There are many paths to reach a website. Thinking about the times you used the City of Edmonton website, how did you typically get to the website? Select all that apply.

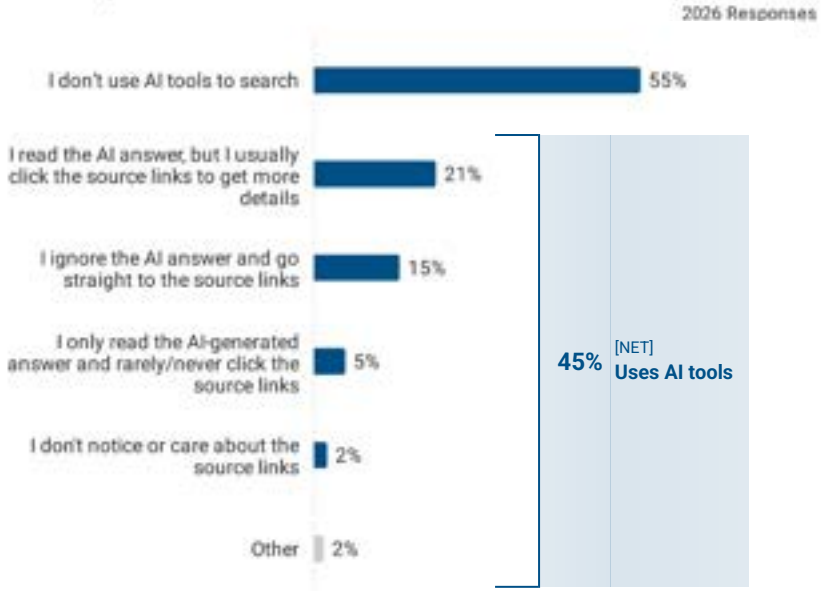
Base: Visited City of Edmonton website in past 12 months (n=2,026).

Artificial Intelligence Search Behaviours

Most (**55%**) website visitors [n=2,026] indicate they **do *not* use Artificial Intelligence (AI) tools** to search for City of Edmonton information.

- Among the **45%** who do interact with AI tools for this purpose, source links are typically accessed – **21% usually click them to get more details**, and **15% ignore the AI answer and go straight to source links**.
- Reliance on AI-generated text is low among respondents who visited the website; **5% only read the AI answer and rarely/never click source links**, while **2%** indicate they **do not notice or care about source links**.

If you use Artificial Intelligence (AI) tools (e.g., ChatGPT, Google/Gemini, Copilot, etc.) to find City of Edmonton information, how do you interact with the answer?



Subgroups with ▲ HIGHEST % rate of **using AI tools to find City information**:
➔ Born outside or new to Canada (**55%**)

Q4 Web: If you use Artificial Intelligence (AI) tools (e.g., ChatGPT, Google/Gemini, Copilot, etc.) to find City of Edmonton information, how do you interact with the answer?

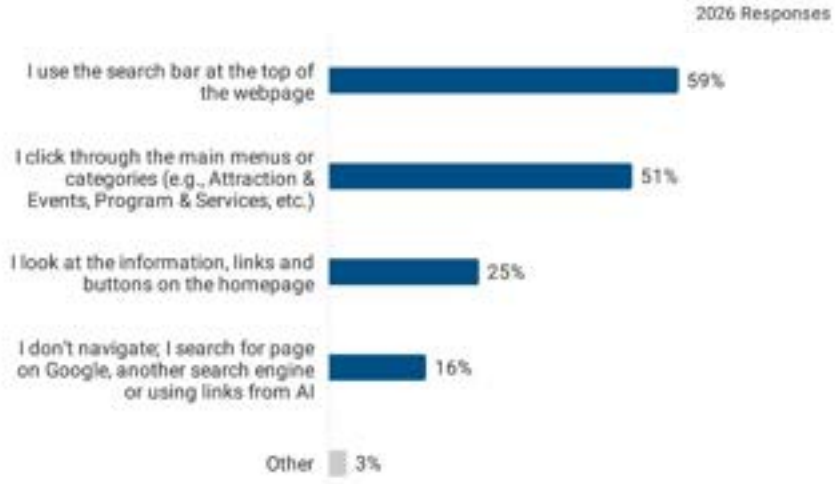
Base: Visited City of Edmonton website in past 12 months (n=2,026).

Finding Specific Information

Among website users [n=2,026], the most common methods (used by at least half of respondents) for finding specific information on the website are to **use the search bar at the top of the webpage** (**59%**) and **clicking through menus** (**51%**).

- One-in-four (**25%**) find specific information by **looking at the information, links and buttons on the homepage**.
- Another **16%** report **not navigating, but instead using a search engine or links from AI**.
- **3%** find specific information using **another method** (not listed).

Once you are on the City of Edmonton website, how do you find the specific information you need? Select all that apply.



Subgroups with ▲ HIGHEST % rate of **clicking through the main menus or categories**:
- ➔ Gender-diverse (**73%**)
- ➔ Aged 18 to 34 years (**68%**)
- ➔ Primary language is not English (**66%**)

Subgroups with ▲ HIGHEST % rate of **using a search engine or AI** (instead of navigating):
- ➔ Aged 18 to 34 years (**35%**)

Subgroups with ▼ LOWEST % rate of **using the search bar at the top of the webpage**:
- ➔ Primary language spoken not English (**48%**)

Subgroups with ▼ LOWEST % rate of **clicking through the main menus or categories**:
- ➔ Own business in Edmonton (**41%**)

Q5 Web: Once you are on the City of Edmonton website, how do you find the specific information you need? Select all that apply.

Base: Visited City of Edmonton website in past 12 months (n=2,026).

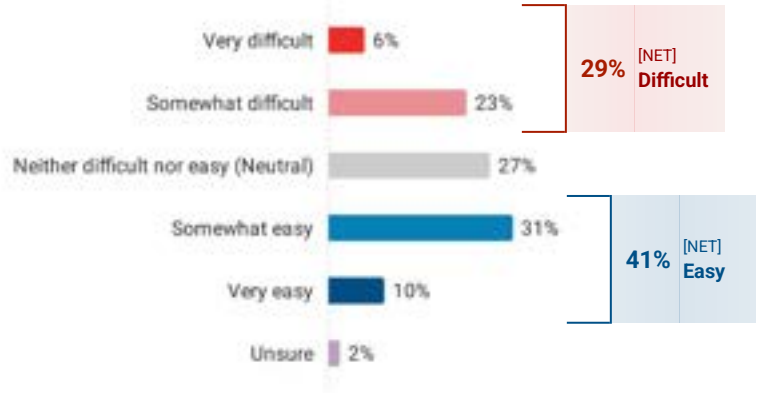
Ease of Finding Information

When asked about the ease of finding information on the City of Edmonton website, **ratings among website users** [n=2,026] **are largely moderate** or neutral; **16%** rate as either **very difficult or very easy**.

- Two-in-five (**41%**) respondents who visited report that it is **somewhat or very easy to find information** they are looking for.
- Nearly three-in-ten respondents (**29%**) indicate that finding information is **somewhat or very difficult**.
- About one-quarter (**27%**) of respondents state it is **neither difficult nor easy**, while **2%** are **unsure**.

When visiting the City of Edmonton website, how easy is it to find the information you are looking for?

2026 Responses



Subgroups with ▲ HIGHEST % rate of selecting **somewhat or very easy**:

➔ Aged 18 to 34 years (**56%**)

➔ Primarily use active transportation (**51%**)

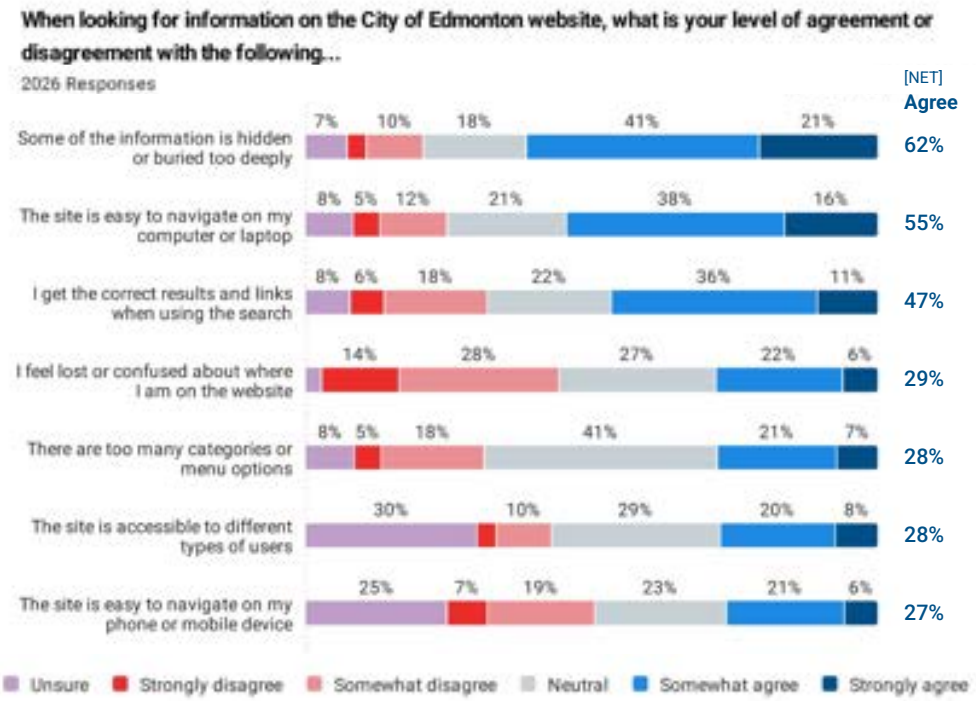
Q6 Web: When visiting the City of Edmonton website, how easy is it to find the information you are looking for?

Base: Visited City of Edmonton website in past 12 months (n=2,026).

Website Navigation and Usability

Respondents who visited the website in the past year [n=2,026] were asked to *rate their agreement with website navigation and usability*.

- **DEVICE NAVIGATION**: Over half of respondents (**55%**) ***agree*** that the site is easy to navigate on a computer or laptop. Reported ease of use is lower for mobile devices, as **27% *agree* the site is easy to navigate on mobile devices** (**26%** ***disagree***; **23%** ***neutral***; **25%** ***unsure***).
- **SEARCH & ARCHITECTURE**: While about half of respondents ***agree*** they **get correct results and links when searching** (**47%**), more ***agree*** that **information is hidden or buried too deeply** (**62%**). Just over one quarter ***agree*** that there are **too many categories** (**28%**) and that they **feel lost or confused** (**29%**) on the website.
- **ACCESSIBILITY**: When evaluating accessibility to different types of users, **28%** of respondents ***agree*** and **13% *disagree*** (**30%** ***unsure***).



Subgroups with ▲ HIGHEST % rate of somewhat or strongly **agreeing** that **site is easy to navigate on COMPUTER/LAPTOP**:
- ➔ Aged 18 to 34 years (**76%**)
- ➔ Gender-diverse (**68%**)
- ➔ 2SLGBTQIA+ (**66%**)

Subgroups with ▲ HIGHEST % rate of somewhat or strongly **agreeing** that **site is easy to navigate on PHONE/MOBILE**:
- ➔ Aged 18 to 34 years (**41%**)
- ➔ Gender-diverse (**38%**)

Subgroups with ▼ LOWEST % rate of somewhat or strongly **agreeing** that **site is easy to navigate on PHONE/MOBILE**:
- ➔ Primary language is not English (**16%**)

Q7 Web: When looking for information on the City of Edmonton website, what is your level of agreement or disagreement with the following:

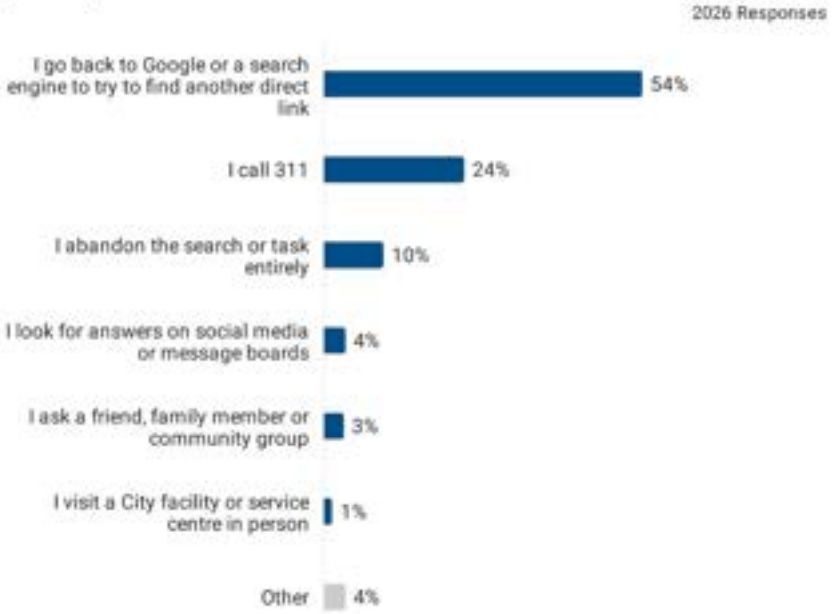
Base: Visited City of Edmonton website in past 12 months (n=2,026).

Secondary Information-Seeking Behaviours

If unable to find necessary information on the City of Edmonton website, website visitors [n=2,026] *predominantly turn to external digital channels* like **search engines** (**54%**) or to **calling 311** (**24%**).

- One-in-ten respondents (**10%**) **abandon the search or task entirely** when information cannot be found.
- Fewer respondents rely on looking for answers on **social media or message boards** (**4%**), asking a **friend, family member, or community group** (**3%**), or visiting a **City facility or service centre in person** (**1%**).

If you cannot find the information you need on the City of Edmonton website, what do you usually do next? Select your primary next step.



Subgroups with ▲ HIGHEST % rate of selecting **go back to search engine to find another direct link**:
- ➔ Aged 18 to 34 years (**74%**)
- ➔ 2SLGBTQIA+ (**65%**)

Subgroups with ▼ LOWEST % rate of selecting **call 311**:
- ➔ Aged 18 to 34 years (**6%**)

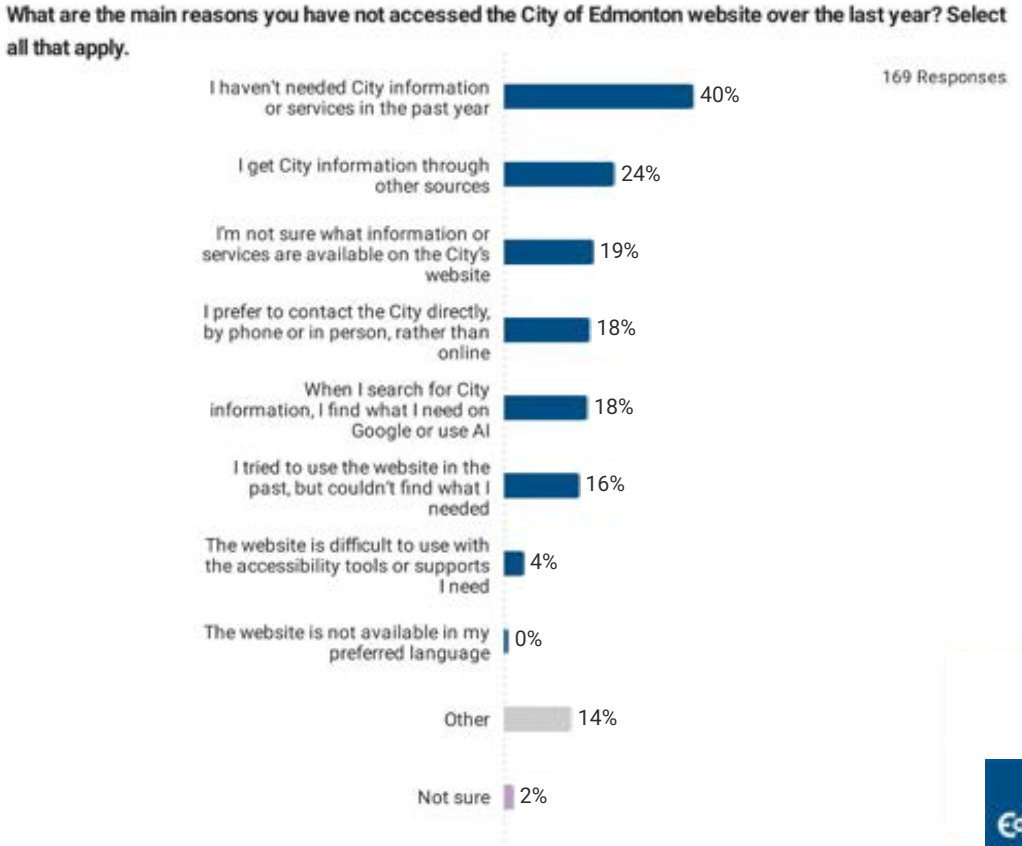
Q8 Web: If you cannot find the information you need on the City of Edmonton website, what do you usually do next? Select your primary next step.

Base: Visited City of Edmonton website in past 12 months (n=2,026).

Reasons for Not Accessing Edmonton.ca

Among respondents who have *not* accessed the City of Edmonton website in the past 12 months [n=169], the primary reasons include:

- **LACK OF NEED / AVAILABLE ALTERNATIVES**: **40% did not need** City information. Others get City information through **other sources** (**24%**) or **search engines and/or AI tools** (**18%**).
- **AWARENESS & CHANNEL PREFERENCES**: Similar proportions are either **unsure of available services** (**19%**) or **prefer direct contact via phone or in person** (**18%**).
- **USABILITY & ACCESSIBILITY**: Another **16% previously failed to find required information** on the site. Regarding access, **3% report difficulties using tools or supports**, while no respondents cite the **website not being in their preferred language**.
- **OTHER**: **14%** select **other reasons** and **2%** are **unsure**.



Q9 Web: What are the main reasons you have not accessed the City of Edmonton website over the last year? Select all that apply.

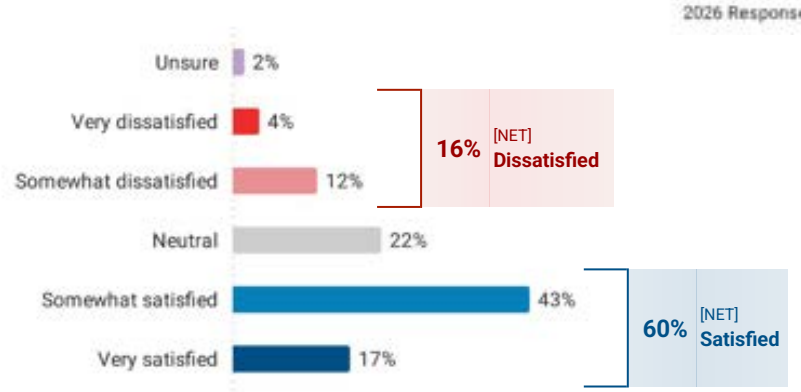
Base: Did not visit website in past 12 months (n=169).

Satisfaction with Quality of Information

Among website visitors surveyed [n=2,026], three-fifths (**60%**) are somewhat or strongly **satisfied with the overall quality of information and services** on the City of Edmonton website.

- Over one-fifth (**22%**) of respondents provide a **neutral** rating and **16%** report being somewhat or very **dissatisfied**.
- Another **2%** are **unsure**.

Overall, how satisfied are you with the quality of the information and services on the City of Edmonton website?



Subgroups with ▲ HIGHEST % rate of selecting **somewhat or very satisfied**:
➔ Aged 18 to 34 years (**76%**)

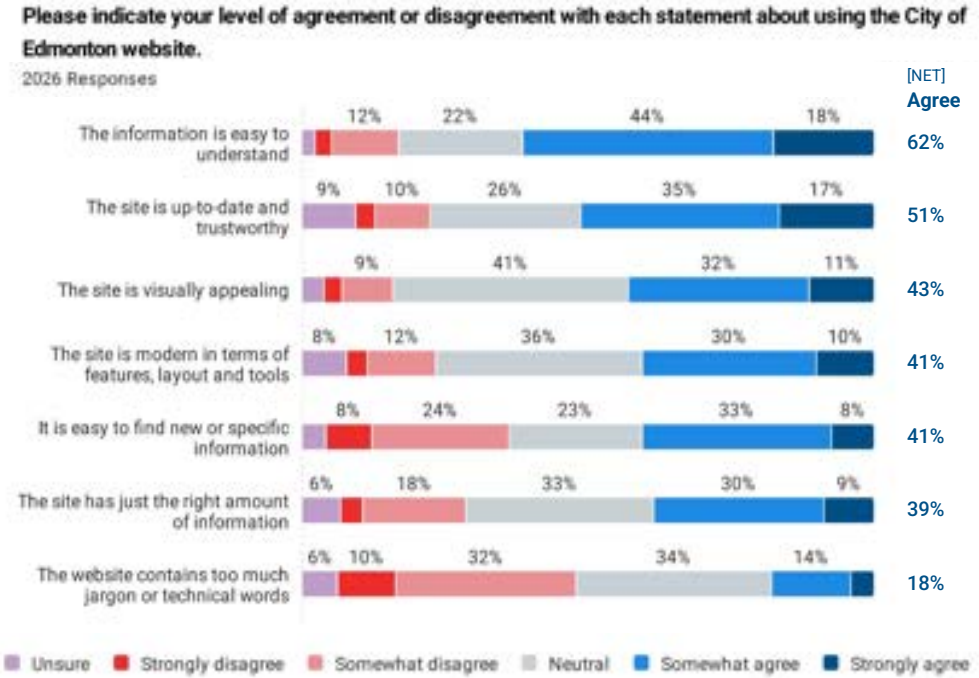
Subgroups with ▼ LOWEST % rate of selecting **somewhat or very satisfied**:
➔ Own business in Edmonton (**50%**)

Q10 Web: Overall, how satisfied are you with the quality of the information and services on the City of Edmonton website?
Base: Visited City of Edmonton website in past 12 months (n=2,026).

Agreement With Website Attributes

Respondents surveyed [n=2,026] are **more likely to agree than disagree** (somewhat or strongly) with all but one website attribute listed.

- **COMPREHENSION & TRUST**: Nearly two-in-three respondents (**62%**) somewhat or strongly ***agree*** that **website information is easy to understand**. Additionally, about half (**51%**) agree that the **site is up-to-date and trustworthy**.
- **DESIGN & FEATURES**: About two-in-five ***agree*** the site is **visually appealing** (**43%**) and **modern in terms of features, layout and tools** (**40%**).
- **INFORMATION ARCHITECTURE**: **39%** ***agree*** that the **website has just the right amount of information**. A similar proportion (**41%**) agree it is **easy to find new or specific information**.
- **JARGON & TERMINOLOGY**: About one-in-five (**18%**) ***agree*** that the **website contains too much jargon or technical words**, while **42%** ***disagree***.
- **DEMOGRAPHICS**: Those aged **18 to 34 years** and those who identify as **gender-diverse** have the **highest *agreement* ratings** with all items (except 'jargon/technical words'). One-fifth (**18%**) of those whose primary language is not English ***disagree*** that it is **easy to find new or specific information** (**32%** among all respondents).



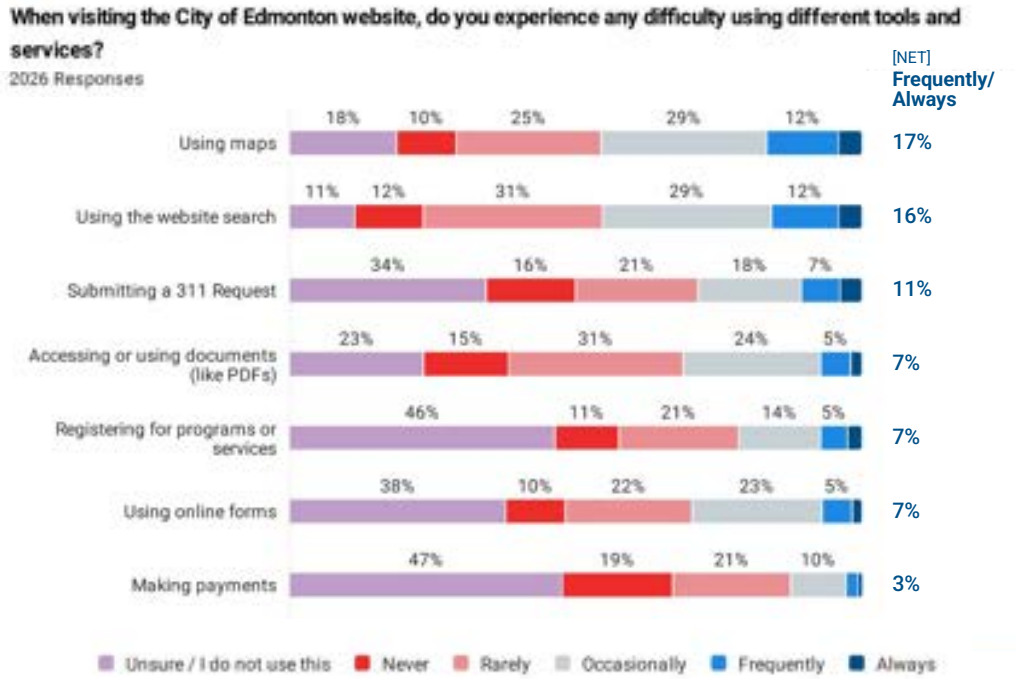
Q11 Web: Please indicate your level of agreement or disagreement with each statement about using the City of Edmonton website.

Base: Visited City of Edmonton website in past 12 months (n=2,026).

Difficulty Using Tools and Services

Respondents who visited the website [n=2,026] report **varying frequency of difficulty** when using the specific functional tools and services listed (to the right). For each item, between **10–19%** ***never*** experience any difficulty.

- **SEARCH & NAVIGATION**: Some respondents report ***frequently or always*** experiencing difficulty **using maps** (**17%**) and the **website search** (**16%**). Most answering ***at least occasionally*** have difficulty with both (**56%** and **51%**, respectively, excluding 'unsure / don't use').
- **SERVICE REQUESTS & FORMS**: One-in-ten (**11%**) ***frequently or always*** experience difficulty **submitting a 311 Request,** while **7%** (each) report the ***same difficulty frequency*** **accessing/using documents, registering for programs/services** and **using online forms** (**7%**).
- **TRANSACTIONS**: The lowest reported frequency of difficulty relates to **making payments**.
- **DEMOGRAPHICS**: Respondents living with disabilities experience difficulties using tools and services at similar rates to others: **3–22%** ***frequently or always*** experience difficulties with items listed, compared to **3–17%** of all survey respondents.



Q12 Web: When visiting the City of Edmonton website, do you experience any difficulty using different tools and services?

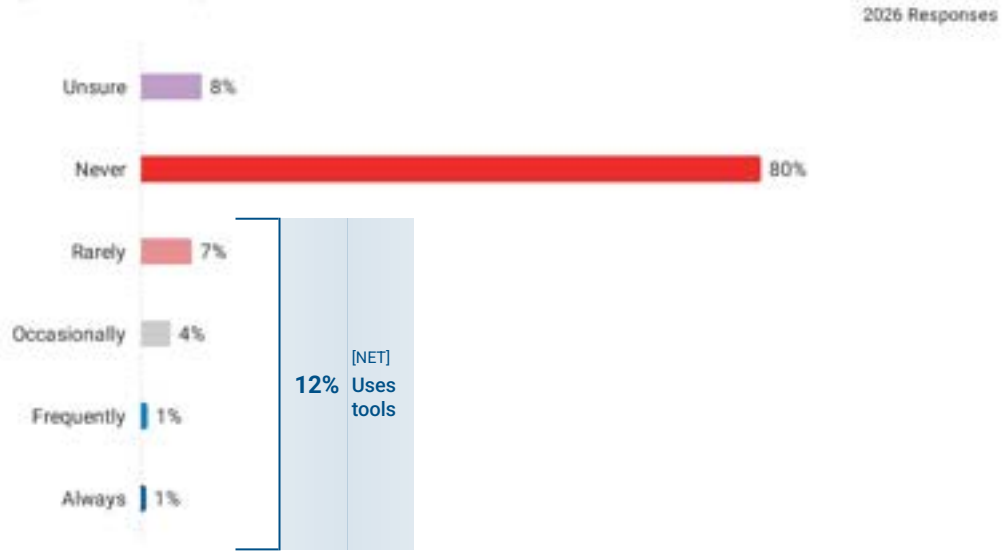
Base: Visited City of Edmonton website in past 12 months (n=2,026).

Usage of Accessibility Tools

Among website users surveyed [n=2,026], **the majority** (**80%**) say they ***never* use accessibility tools**, such as screen readers or keyboard-based navigation, when visiting the City of Edmonton website.

- About one-in-ten of all respondents (**12%; 17%** living with disability) say they **use these tools**: **7%** ***rarely*** and **4%** ***occasionally*** (**9%** and **4%** among living with disability, respectively).
- More frequent use of accessibility tools is reported by **2%** of all respondents (**1%** ***frequently***, **1%** ***always***) and **4%** living with disability (**3%** ***frequently***, **1%** ***always***).
- Nearly one-in-ten respondents (**8%**) are ***unsure*** **about their use of accessibility tools**.

When visiting the City of Edmonton website, do you use accessibility tools such as screen readers or keyboard-based navigation?



Subgroups with ▲ HIGHEST % rate of selecting **never**:
➔ Aged 35 to 54 years (**90%**)

Subgroups with ▼ LOWEST % rate of selecting **never**:
➔ Under $60,000 household income (**70%**)

Q14 Web: When visiting the City of Edmonton website, do you use accessibility tools such as screen readers or keyboard-based navigation?
Base: Visited City of Edmonton website in past 12 months (n=2,026).

APPENDIX

Respondent Profile

Respondent Profile

Reside in Edmonton	TOTAL (n=2,188)
No	<1%
Yes	99%
Prefer not to answer	1%

Years in Edmonton	(n=2,143)
<1 year	<1%
1 to <3 years	2%
3 to <5 years	2%
5 to <10 years	5%
10+ years	92%
Prefer not to answer	<1%

Quadrant	(n=1,999)
Northwest	16%
Northeast	16%
Central	21%
Southeast	16%
Southwest	31%

Gender	TOTAL (n=2,188)
Women	49%
Men	44%
Gender-diverse	4%
Prefer not to answer	3%

Age Group	(n=2,188)
Under 18	<1%
18 to 24 years	1%
25 to 34 years	6%
35 to 44 years	14%
45 to 54 years	15%
55 to 64 years	21%
65 to 74 years	28%
75 years and older	10%
Prefer not to answer	1%

2025 Household Income	TOTAL (n=2,188)
Under $30,000	5%
$30,000 to $59,999	12%
$60,000 to $99,999	23%
$100,000 to $149,999	24%
$150,000 or more	23%
Prefer not to answer	13%

Identity	(n=2,188)
Living with disability	13%
2SLGBTQIA+	8%
Racialized/visible minority	7%
Born outside Canada	7%
Indigenous	2%
New to Canada	<1%
Other	5%
None of the above	54%
Prefer not to answer	3%

Relation to Digital/ Illuminated Signs	TOTAL (n=2,188)
Visible from my residential property	7% (n=155)
Currently own/operate sign on a property	<1% (n=11)
Recently applied for a sign permit	<1% (n=6)
Other	6%
None of the above	84%
Prefer not to answer	2%

Primary Language *(at home)*	(n=2,188)
Not English	2%
English	96%
Prefer not to answer	1%

Children/grandchildren *(<18 at home)*	(n=2,188)
No	82%
Yes	17%
Prefer not to answer	2%

Corporate Research is a centralized team that supports all market research and public opinion research work for the entire organization.

Our team **(1)** provides full-service market research & public opinion research consultancy services; **(2)** manages corporate tools such as the Edmonton Insight Community (the City's online survey panel of 25,000 Edmontonians); **(3)** provides education and training on research best practices; and **(4)** advances corporate research standards.

We utilize statistically relevant methodologies, providing robust insights and support unbiased data driven decision-making. Online/phone/mail-in/intercept surveys and focus group discussions are the most commonly used research methods and techniques by the City.

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*Corporate Research is a corporate member of the **Canadian Research Insights Council (CRIC),** committing to ethical, high-quality research. Our practices are aligned with industry-leading standards, including the ICC/ESOMAR Code & CRIC's Public Opinion Research Standards.*

Edmonton

Have questions?
We're here to help!

Email: research@edmonton.ca

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