

Edmonton Insight Community City Pulse Report

Prepared by Corporate Research



| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton

EDMONTON INSIGHT COMMUNITY



November 2025 City Pulse Survey Results

As of November 2025, approximately 25,000 Edmontonians are part of the Edmonton Insight Community. The Edmonton Insight Community is managed by the Corporate Research Unit at the City of Edmonton. Corporate Research Unit advises on plans, executes, and reports on all public opinion and market research for all administrative areas of the City.

City Pulse 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 Edmonton Insight Community members on the topics included in the November 2025 City Pulse survey.

During 2025, from November 12 to November 19, a total of **3,136** Edmonton Insight Community members responded to the November 2025 City Pulse survey that was sent to them via email. Additionally, **345** respondents accessed the survey through the survey webpage. This report contains results for all **n=3,481** respondents. The November City Pulse survey included the following topics:

- **Affordable Housing**
- **Childcare**
- **Valley Line West LRT**

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 3,481 would be accurate to +1.7 percentage points, 19 times out of 20.

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

- Corporate Research Unit

Key Insights

Affordable Housing

- Awareness of affordable housing is nearly universal (99%), while supportive housing awareness reaches 61%. However, many residents are uncertain about whether these housing types exist in their specific neighbourhoods, suggesting opportunities to improve local awareness and visibility of existing housing options.
- Strong citywide support exists for both housing types (74% for affordable housing, 67% for supportive housing), though residents express varying comfort levels depending on proximity.
- Younger residents, 2SLGBTQIA+ individuals, persons with disabilities, and those with lower household incomes show particularly strong support across all proximity levels.

Childcare

- Just over half of respondents (53%) live near a childcare facility. Current usage sits at 6%, with an additional 7% having used or anticipating use of services within a five-year window. Edmontonians aged 35-54 represent the primary users of childcare services.

Valley Line West

- The majority of respondents (57%) interact with the Valley Line West route by living, working, or traveling nearby. Among them, approximately one-quarter feel 'informed about the project' and agree that 'construction impacts are being managed effectively'.
- Communication preferences vary considerably. While residents show general preferences for early notification (70%), virtual channels (77%), and localized information (61%), no single combination of communication methods achieves broad consensus when preferences are combined together. However, news media (61%) and project signage (39%) currently serve as primary information sources.
- A strong preference emerges for accelerated construction timelines, with 82% of respondents willing to accept more intensive disruption in exchange for shorter overall project duration. This is supported by traffic impacts (65%) standing out clearly as the primary frustration around construction, followed by inactive worksites (36%).
- Half of respondents (49%) recall hearing about the accelerated roadwork plan. Notably, those who actually live, work, or travel along the route view it more positively than City residents as whole. Among those impacted and aware of the plan, 37% report it had a positive impact on them or their family, 33% are neutral, and 25% perceived negative impacts.

1. Affordable Housing

The City is looking to better understand Edmontonians' awareness and opinions of **affordable housing and supportive housing** in Edmonton. *The responses to the following questions will help inform affordable housing and supportive housing policies.*

Affordable Housing Opinions

[TRACKING]

In 2025, before being read a definition, nearly all respondents (99%) are aware of the term "affordable housing" (see Figure 1 to the right).

When asked if there is affordable housing in their neighbourhood after being given a definition of the term, about two-fifths either say "yes" (37%) or that they aren't sure (40%) (see Figure 2 below).

When asked in 2024*, 26% indicated they are aware of affordable housing in their neighbourhood.

***Note:** question wording was changed for the 2025 survey; "non-market" was removed from question phrasing.

Figure 1. [UNAIDED] Have you heard of the term "affordable housing"?

3481 Responses

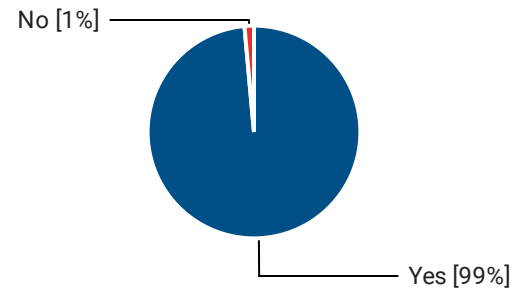
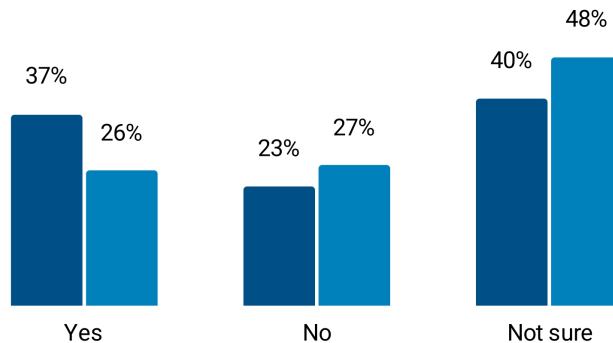


Figure 2. [AIDED] Is there affordable housing* in your neighbourhood?

■ Nov 2025 (3481 responses) ■ Nov 2024 (4628 responses)



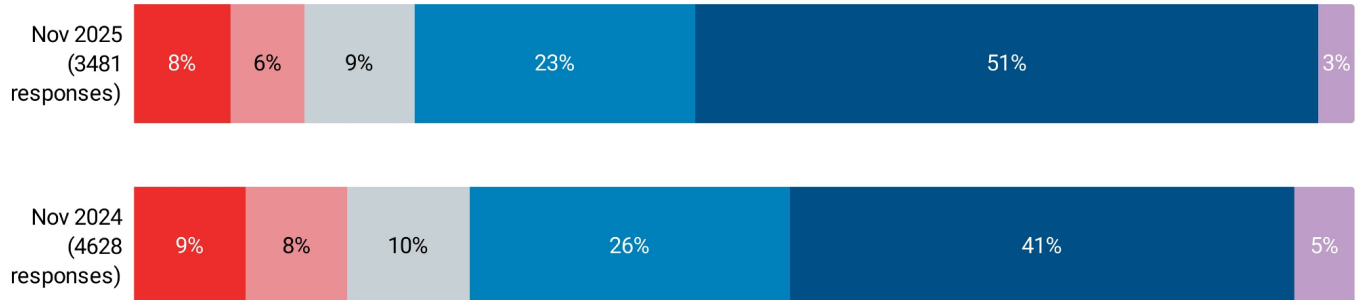
Affordable Housing Opinions

[TRACKING]

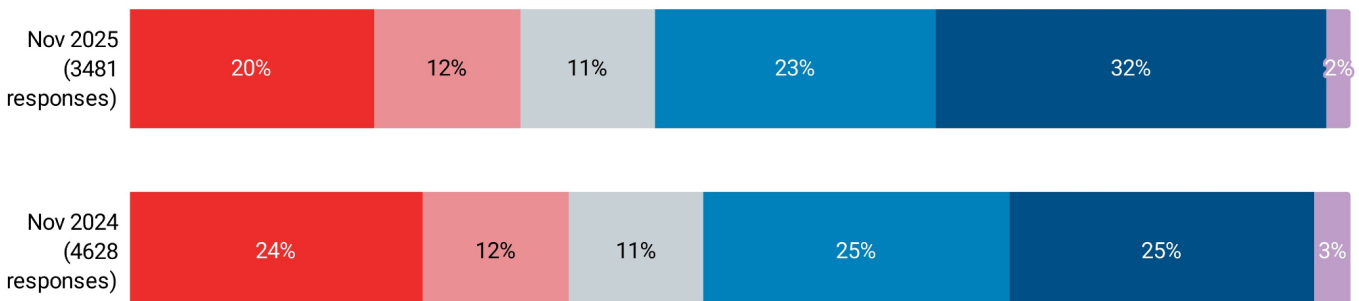
When asked about agreement with statements about affordable housing ("non-market affordable housing" in the 2024 survey), the majority somewhat or strongly agree that "Edmonton needs more affordable housing" (74%) and that "I would welcome affordable housing in my neighbourhood" (55%), while 46% somewhat or strongly agree that "I would welcome affordable housing on my street" (see Figure 3 below).

Figure 3. How much do you agree or disagree with the following statements?

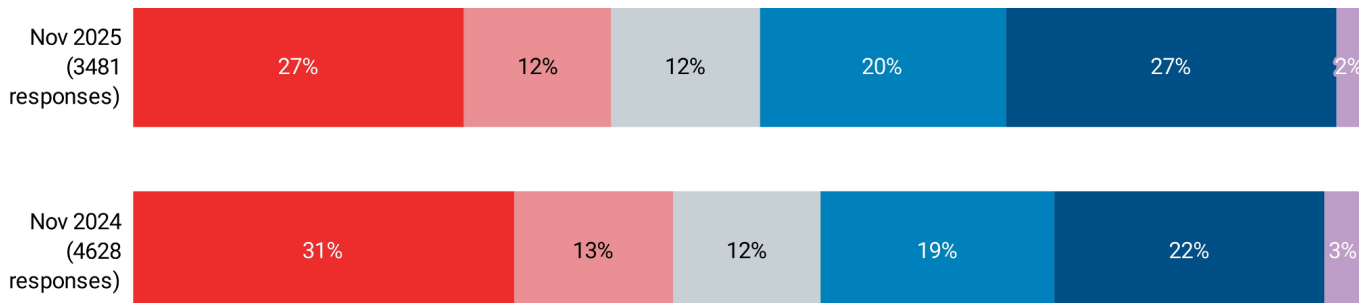
Edmonton needs more affordable housing*:



I would welcome affordable housing* in my neighbourhood:



I would welcome affordable housing* on my street:



***Note:** Question wording was changed for the 2025 survey; "non-market" was removed from question phrasing.

■ Strongly disagree
 ■ Somewhat disagree
 ■ Neither agree nor disagree
 ■ Somewhat agree
 ■ Strongly agree
 ■ Not sure

Cross-tabulation analysis of Figure 3 (on previous page) shows that:

*In 2025, the following subgroups are **more** likely to agree (strongly or somewhat) that "**Edmonton needs more affordable housing**":*

- 2SLGBTQIA+ (**89%** – **74%** among all)
- Under 35 years old (**88%**)
- Persons with disabilities (**83%**)

*In 2025, the following subgroups are **more** likely to agree (strongly or somewhat) that "**I would welcome affordable housing on my street**":*

- 2SLGBTQIA+ (**77%** – **46%** among all)
- Under 35 years old (**73%**)
- Identify as gender-diverse (**64%**)
- <\$30,000 household income (**64%**)
- Reside in Central Edmonton (**63%**)
- Persons with disabilities (**61%**)

*In 2025, the following subgroups are **more** likely to agree (strongly or somewhat) that "**I would welcome affordable housing in my neighbourhood**":*

- 2SLGBTQIA+ (**83%** – **55%** among all)
- Under 35 years old (**80%**)
- Persons with disabilities (**70%**)
- Identify as gender-diverse (**68%**)
- Reside in Central Edmonton (**68%**)
- <\$30,000 household income (**68%**)

Supportive Housing Awareness

[TRACKING]

In 2025, before being read a definition, most respondents (61%) are aware of the term "supportive housing" (see Figure 4 to right).

Cross-tabulation analysis shows that:

The following subgroups are **less** likely to be aware of the term "supportive housing":

- Born outside or new to Canada (**49%** – 61% among all)
- Household income <\$30,000 (**50%**)

The following subgroups are **more** likely to be aware of the term "supportive housing":

- Reside in Central Edmonton (**71%** – 61% among all)

When asked if there is supportive housing in their neighbourhood after being given a definition of the term, 22% say "yes" while 53% are "not sure" (see Figure 5 below).

Figure 4. [AIDED] Have you heard of the term "supportive housing"?

3481 Responses

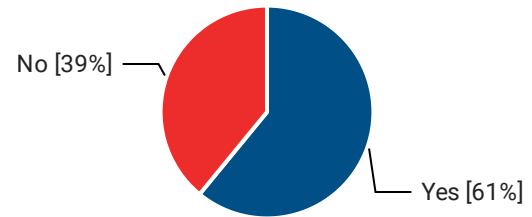
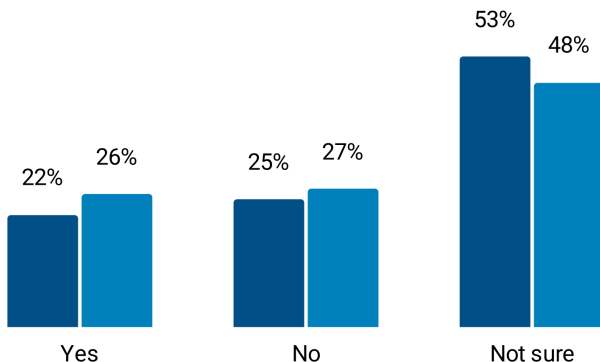


Figure 5. [UNAIDED] Is there supportive housing in your neighbourhood?

■ Nov 2025 (3481 responses) ■ Nov 2024 (4628 responses)



Cross-tabulation analysis of Figure 5 (left) shows that:

In 2025, the following subgroups are **less** likely to be aware of supportive housing in their neighbourhood:

- Reside in SW Edmonton (**10%** – 22% among all)

In 2025, the following subgroups are **more** likely to be aware of supportive housing in their neighbourhood:

- Reside in Central Edmonton (**33%** – 22% among all)

Supportive Housing Opinions

[TRACKING]

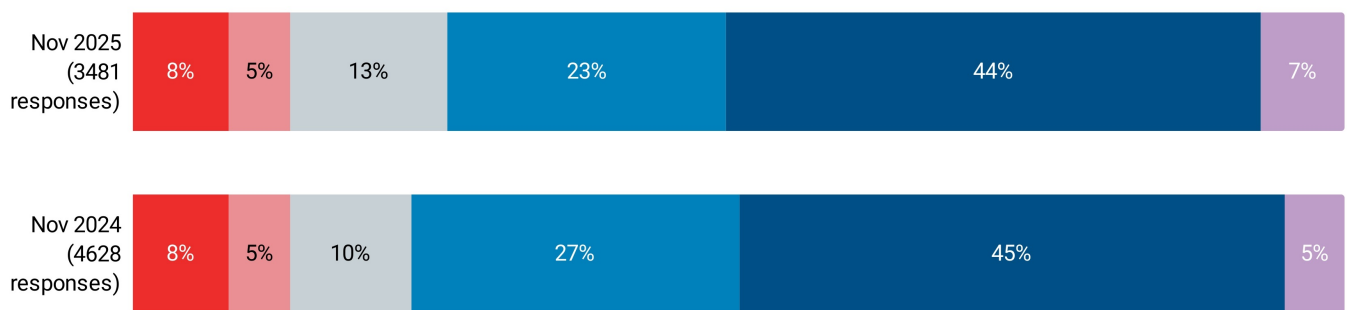
When asked whether they agree with statements about supportive housing, respondents broadly agreed that "Edmonton needs more supportive housing" (67% strongly or somewhat agree).

Only half of respondents agree that they would welcome supportive housing in their neighbourhood" (50% strongly or somewhat agree), and fewer agreed that they would welcome supportive housing on their street (43% strongly or somewhat agree).

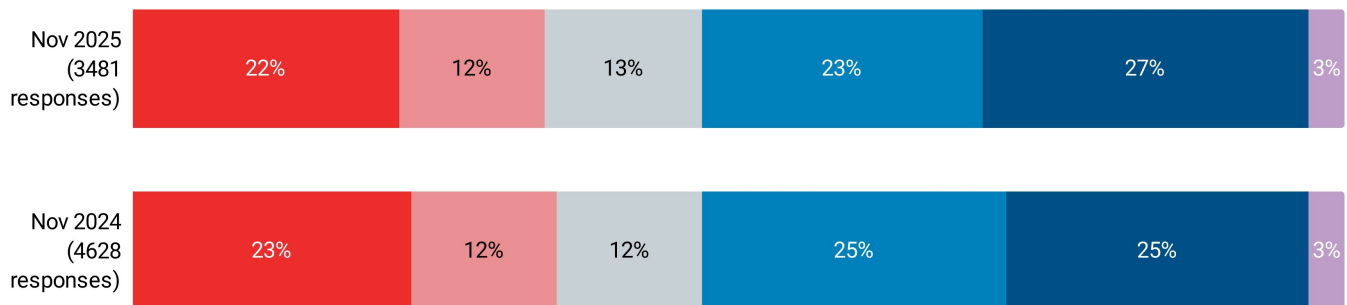
Year-over-year comparison shows agreement with each statement below is largely stable (see Figure 6 below).

Figure 6. How much do you agree or disagree with the following statements?

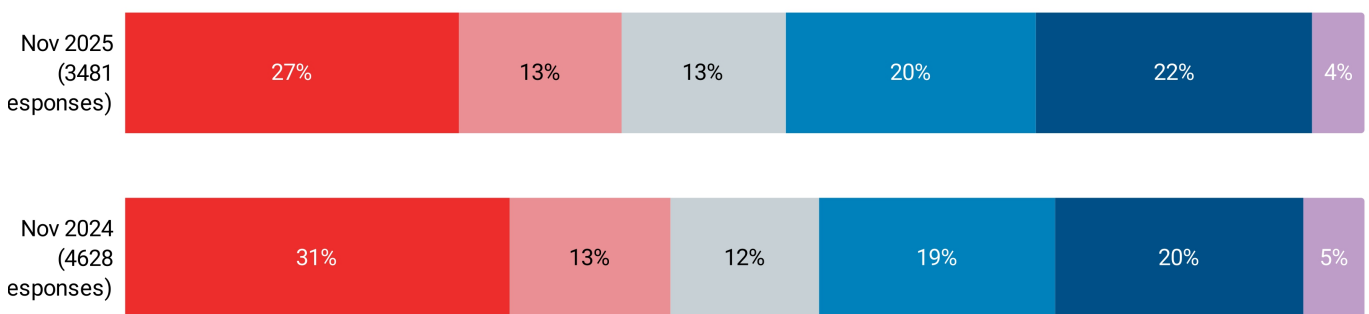
Edmonton needs more supportive housing



I would welcome supportive housing in my neighbourhood



I would welcome supportive housing on my street



■ Strongly disagree
 ■ Somewhat disagree
 ■ Neither agree nor disagree
 ■ Somewhat agree
 ■ Strongly agree
 ■ Not sure

Cross-tabulation analysis of Figure 6 (on previous page) shows that:

*In 2025, the following subgroups are **more** likely to agree (strongly or somewhat) that "**Edmonton needs more supportive housing**":*

- 2SLGBTQIA+ (**86%** – **67%** among all)
- Under 35 years old (**83%**)
- Persons with disabilities (**78%**)

*In 2025, the following subgroups are **more** likely to agree (strongly or somewhat) that "**I would welcome supportive housing on my street**":*

- 2SLGBTQIA+ (**72%** – **43%** among all)
- Under 35 years old (**66%**)
- Identify as gender-diverse (**60%**)

*In 2025, the following subgroups are **more** likely to agree (strongly or somewhat) that "**I would welcome supportive housing in my neighbourhood**":*

- 2SLGBTQIA+ (**79%** – **50%** among all)
- Under 35 years old (**73%**)
- Identify as gender-diverse (**67%**)
- Persons with disabilities (**65%**)
- Reside in Central Edmonton (**64%**)

2. Childcare

The City of Edmonton is seeking to better understand experiences with **child care services**.

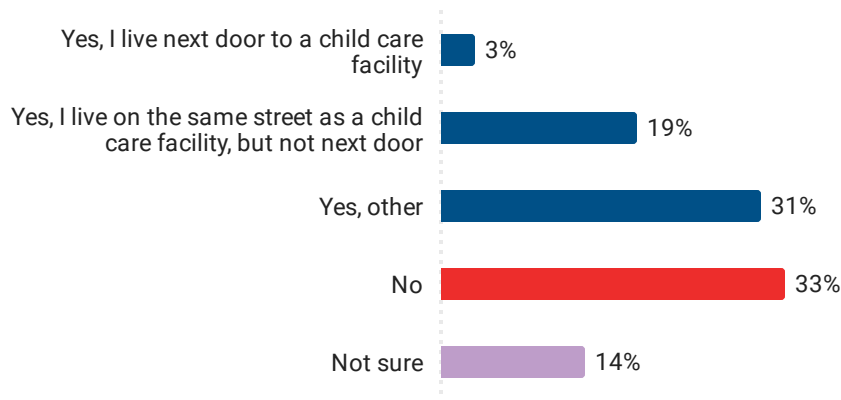
The responses to the following questions will help inform future research on child care services. For the purposes of this survey, child care services include facility-based early learning and child care programs that contain 7 or more children; this includes daycare facilities and out of school care programs, but does not include dayhomes.

Residing Near Child Care Facility

About half of respondents (53%) indicated "yes", they currently live near a child care facility in Edmonton – either next door (3%), not next door but on the same street (19%), or otherwise nearby (31%). Another 14% are not sure (see Figure 7 below).

Figure 7. Do you currently live near a child care facility in the city of Edmonton?

3481 Responses

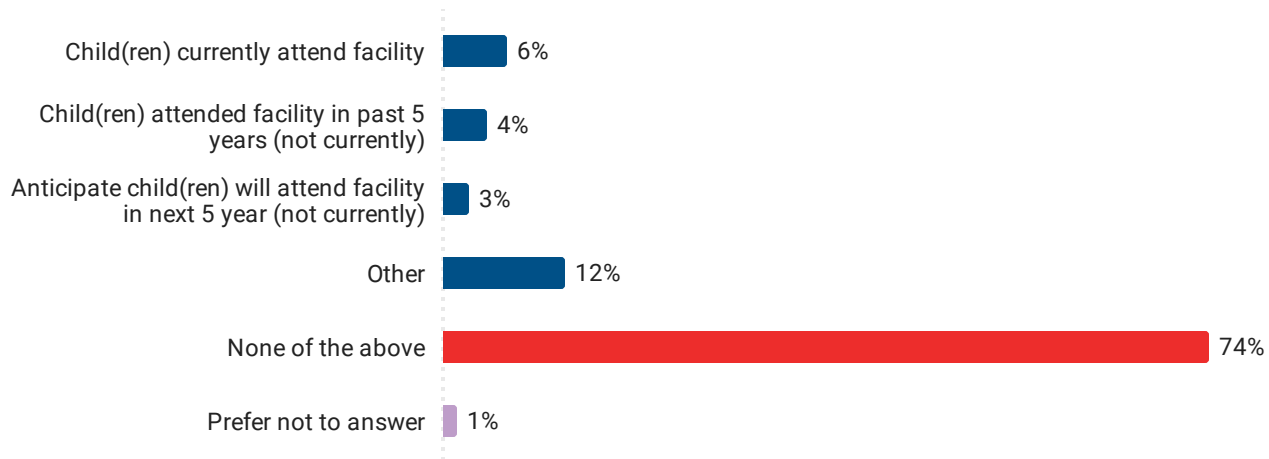


Use of Edmonton Child Care Services

When asked to describe their usage of child care services in Edmonton: 6% have "child(ren) currently attending a facility", 4% had "child(ren) attending in the past 5 years (not currently)", and 3% "anticipate child(ren) will attend in the next 5 years (not currently)". Three-quarters (74%) indicated they do not use child care services in Edmonton (see Figure 8 below).

Figure 8. Which describe your usage of child care services in the city of Edmonton? Select all that apply.

3481 Responses



Cross-tabulation analysis shows that:

The following subgroups are **more** likely to **currently, expect to use** (in <5 years), OR **have used** childcare services in the City of Edmonton:

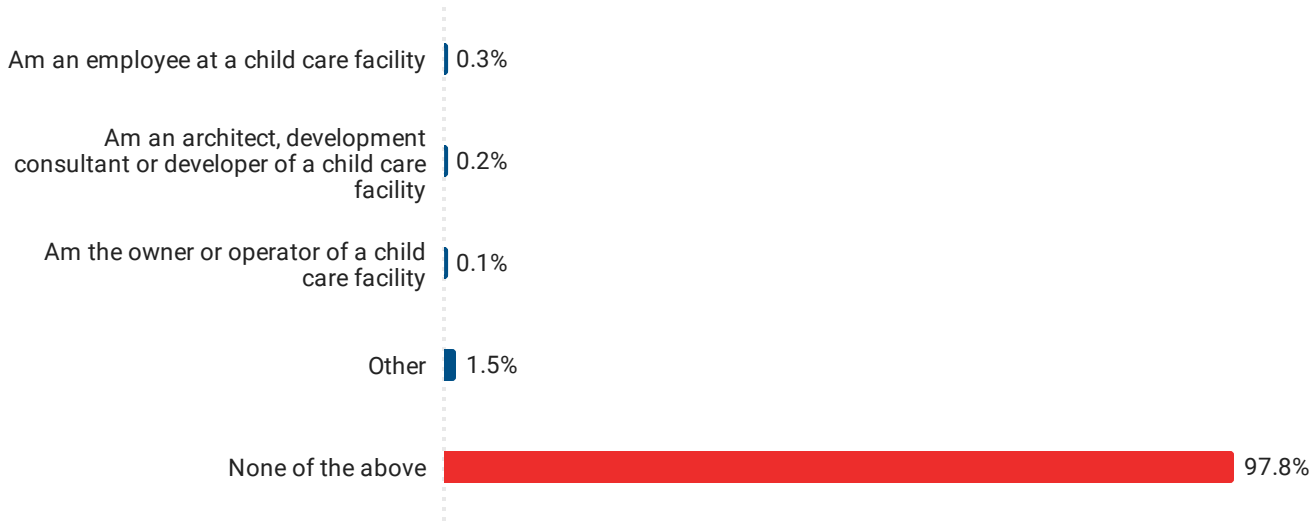
- 35 to 54 years old (**37%** – **25%** among all)

Professional Role in Child Care Services

Under 1% of respondents indicated they are either an "employee at a child care facility" (n=11), an "architect, development consultant or developer of a child care facility" (n=7), or an "owner or operator of a child care facility" (n=5) (see Figure 9 below).

Figure 9. Do any of the following apply to you? Select all that apply.

3481 Responses



3. Valley Line West LRT

The City of Edmonton is seeking feedback from the public regarding construction of the 14-kilometre **Valley Line West LRT project**, from downtown to Lewis Farms, which started in 2021.

The responses to the following questions will help shape ongoing communications and stakeholder relations activities relevant to the design and construction.

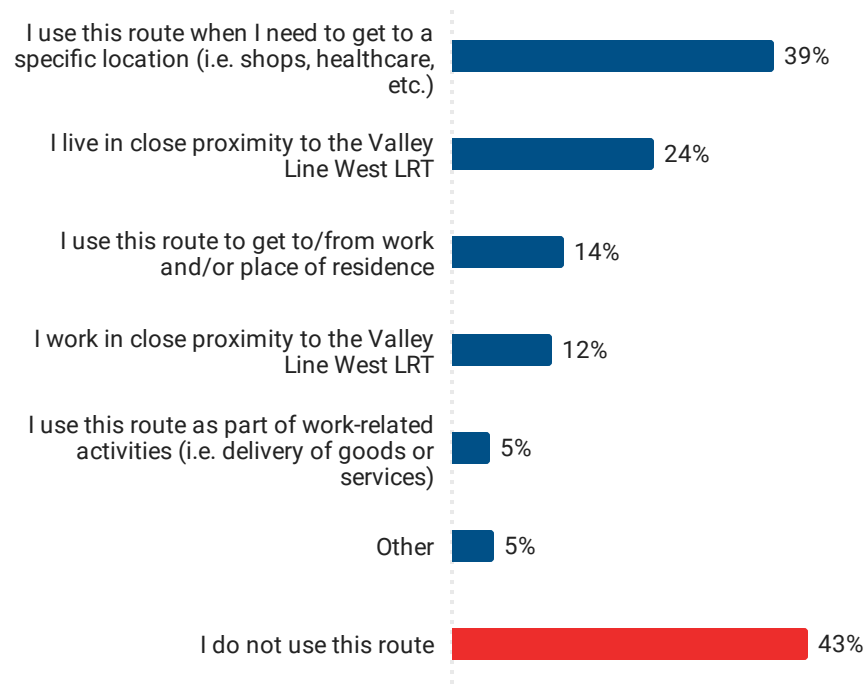
Construction Touch Points

Four in ten (39%) respondents use this route for specific transportation needs, while about same proportion report no usage (43%) (see Figure 10 below).

Figure 10. Thinking of the Valley Line West LRT, which of the following statements describes your situation?

Select all that apply.

3481 Responses

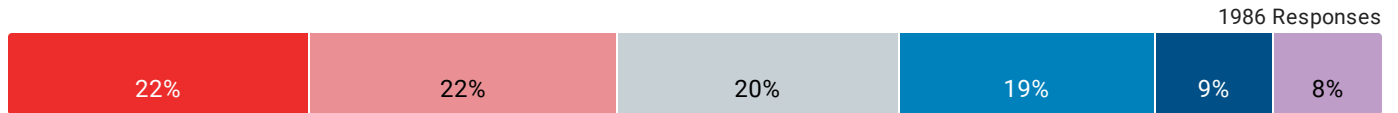


Impact Management Opinions

Among those who live near, work near, or otherwise use the route (n=1,986), agreement with timely and accurate communications increased 6 points to 28% (strong or somewhat) this year, while one in four agree that efforts are being taken to reduce negative construction impacts (see Figure 11 below).

Figure 11. Would you agree or disagree with the following statements about the Valley Line West LRT?

I am getting access to timely and accurate information about the project.



Every effort is being taken to reduce negative impacts caused by construction on the Valley Line West LRT.

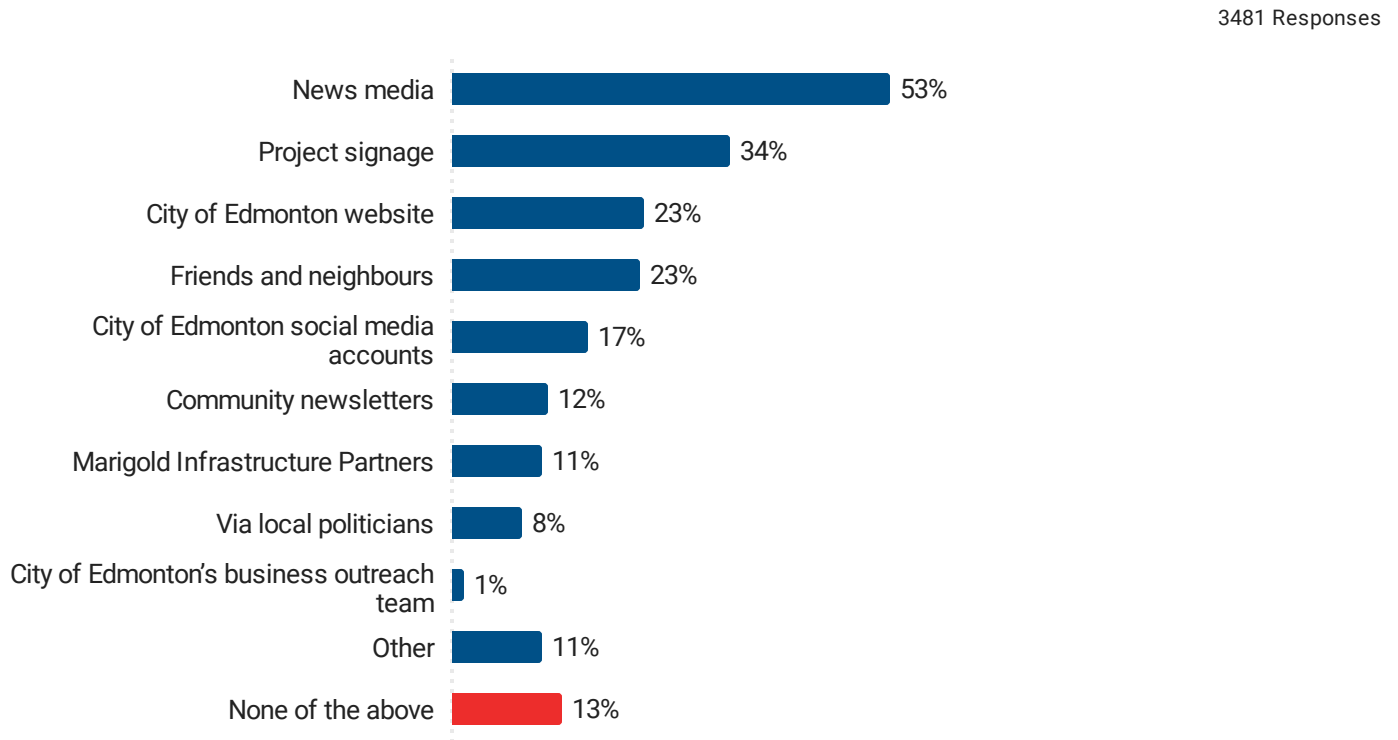


■ Strongly disagree
 ■ Somewhat disagree
 ■ Neither agree nor disagree
 ■ Somewhat agree
 ■ Strongly agree
 ■ Not sure

Staying Informed About Construction

Among all respondents (n=3,481): news media (53%) and project signage (34%) are the top information sources (see Figure 12 below).

Figure 12. Currently, how do you stay informed about Valley Line West LRT construction? Select all that apply.

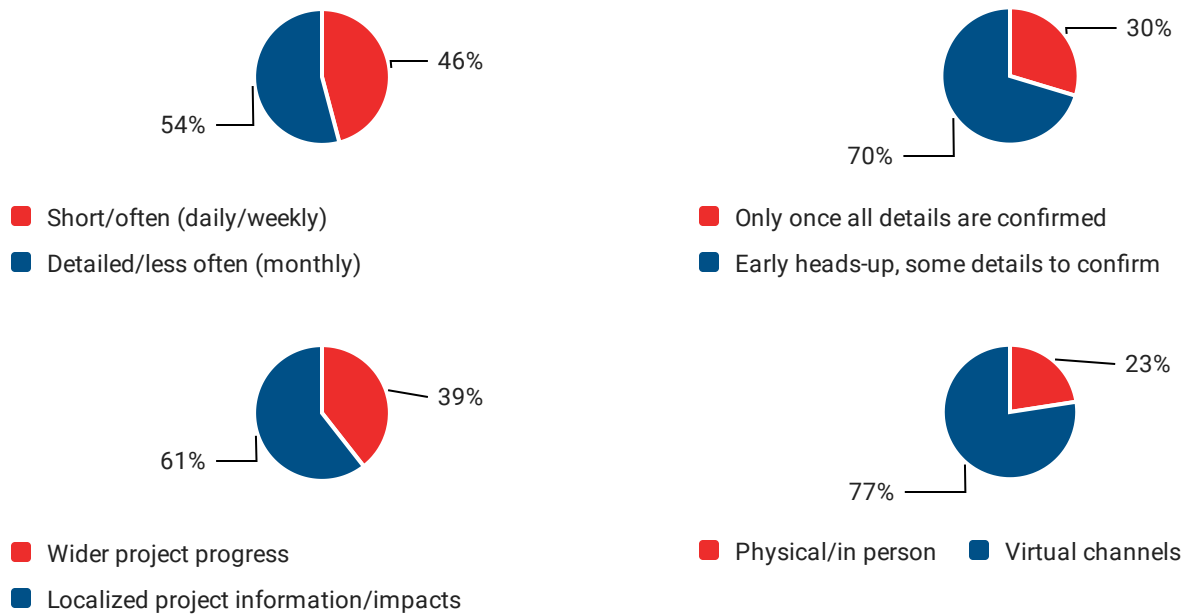


Communication Methods

Broadly, communication preference call for for detailed/less frequent (54%), early with less detail (70%), and localized updates (70%) delivered through virtual channels (77%) (see Figure 13 below).

Figure 13. What style of communication do you most prefer when it comes to Valley Line West LRT construction?

1986 Responses

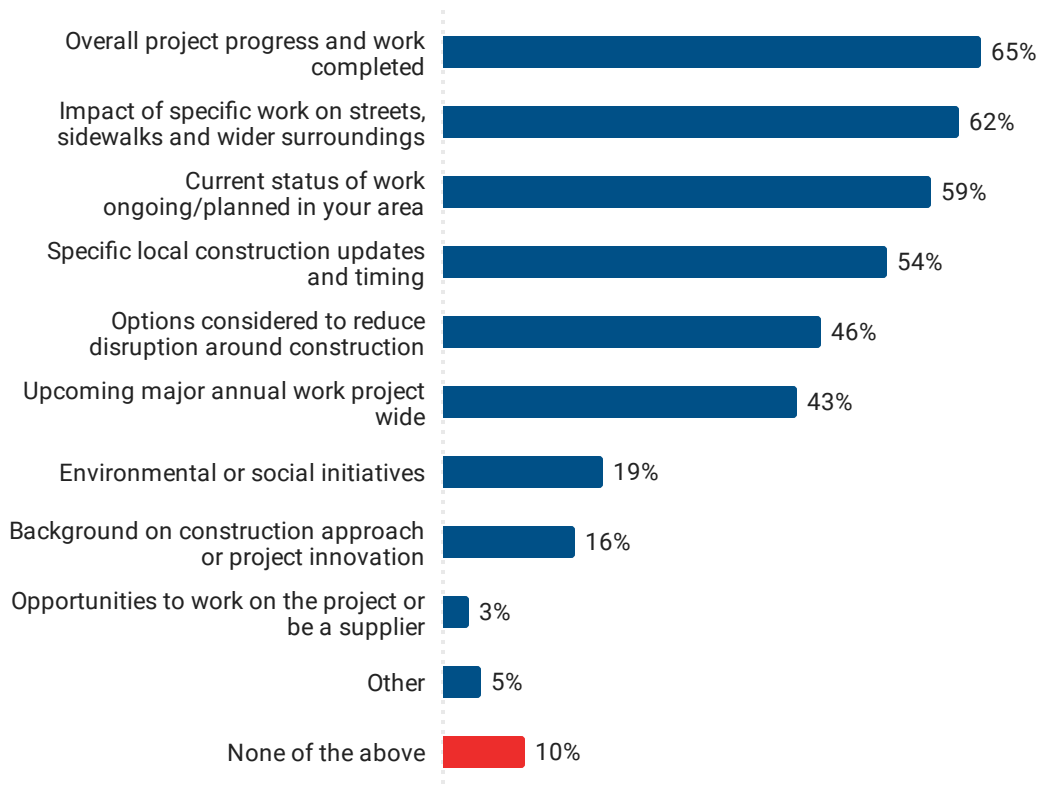


Communication Topics

The most desired information topics are overall project progress (65%), specific street/sidewalk work impacts (62%), and local neighbourhood work status (59%) (see Figure 14 below).

Figure 14. What specific topics or areas of the project would you like to receive more information about? Select all that apply.

3481 Responses

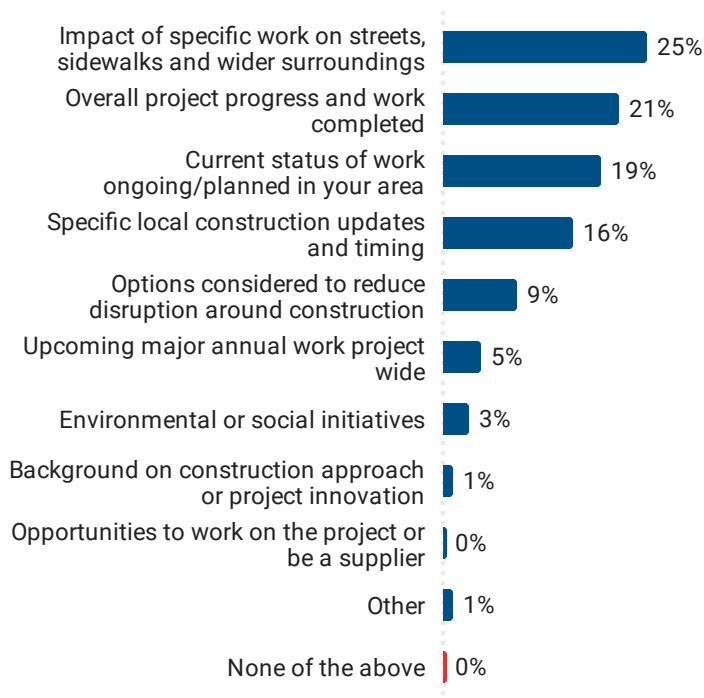


Priority Communication Topics

Among those who want to receive more information about Valley Line West LRT construction in 2025 (n=2,832), the top priority topics are impacts of specific street/sidewalk work (25%), overall project progress and work completed (21%), and local neighbourhood work status (19%) (see Figure 15 below).

Figure 15. From the topics you selected, which ONE is the most important to you?

2832 Responses

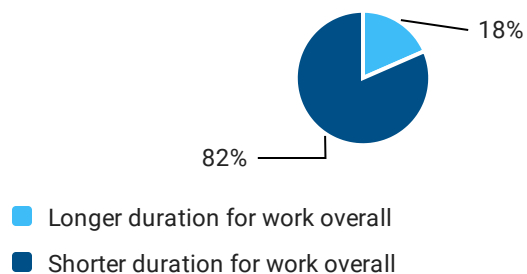


Pacing Preference

82% of respondents favor a shorter overall construction duration, along with more closures and evening/weekend work during that time (see Figure 16 below).

Figure 16. As construction occurs along the route, sections of road will be impacted. In general do you prefer:

3481 Responses

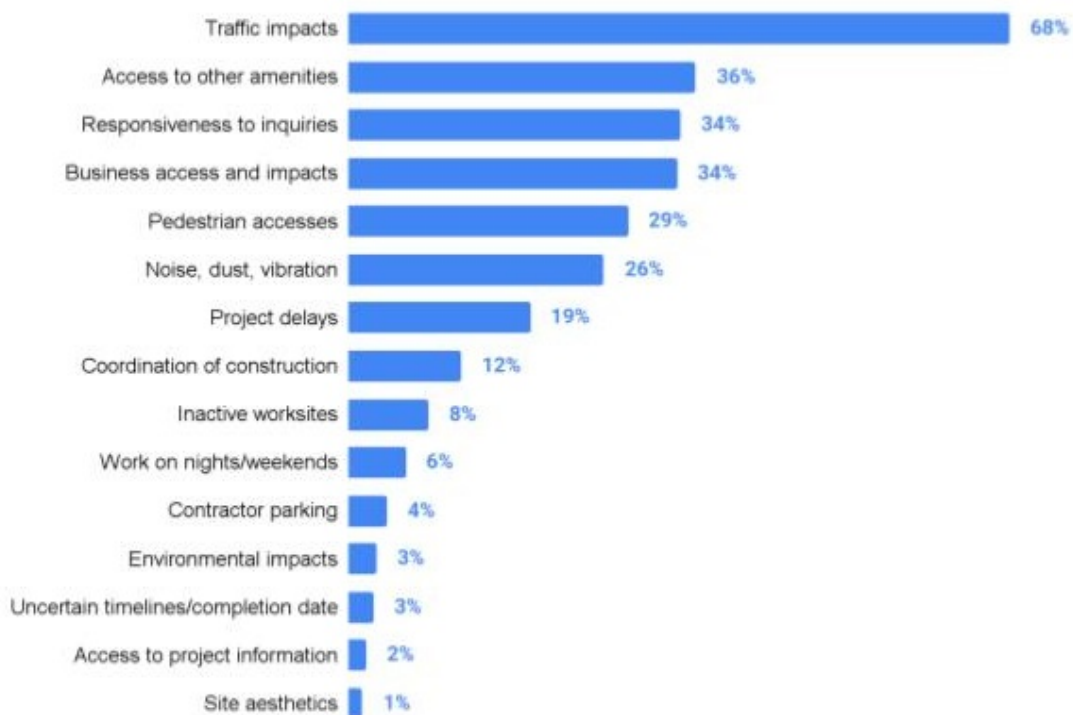


Top Frustrations

The most frustrating factor cited in 2025 is traffic impact (68%), followed by access to other amenities (36%), responsiveness to inquiries (34%), and business access and impacts (34%) (see Figure 17 below).

Figure 17. From the following factors, please choose the Top 3 that you find most frustrating.

3481 responses



Accelerated Roadwork Plan

About half of respondents (49%) recall hearing about the accelerated roadwork plan (see Figure 18 to the right).

Among those using the route and aware of the plan to accelerate roadwork (n=1,120), a large portion agreed it had a positive impact (37%), one third (33%) were neutral, and one quarter (25%) perceived a negative impact on them or their family (see Figure 19 below).

Notably, agreement that the plan had a positive impact is higher among those using, living near, or working near the route compared to all respondents aware of the plan. This suggests that there may be a disconnect between perceptions of the plan and actual impacts.

Figure 18. Do you recall hearing about the plan to accelerate roadwork?

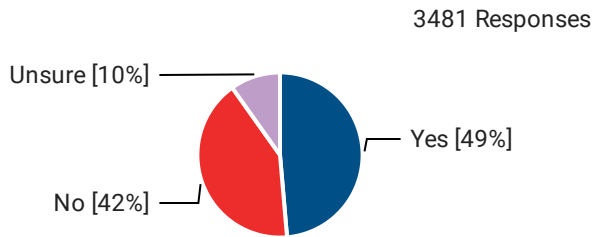


Figure 19. To what extent do you agree or disagree with the following statement:

"The accelerated roadwork plan had a positive impact on me or my family."

Among all respondents aware of plan: 30% agree positive impact



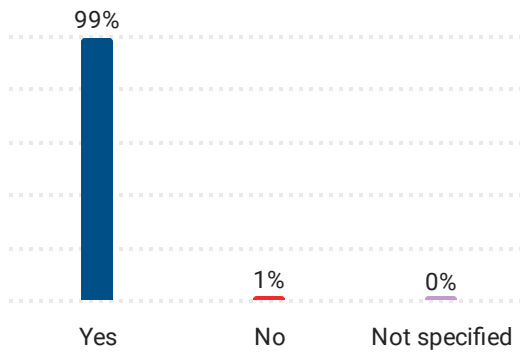
Among those using, living or working near route and aware of plan: 37% agree positive impact



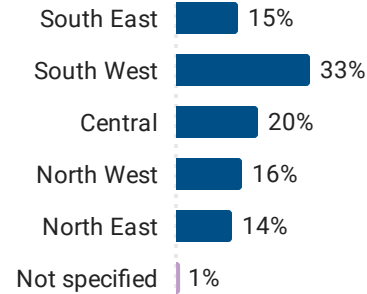
Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree Not sure

2025 Respondent Demographics (n=3,481)

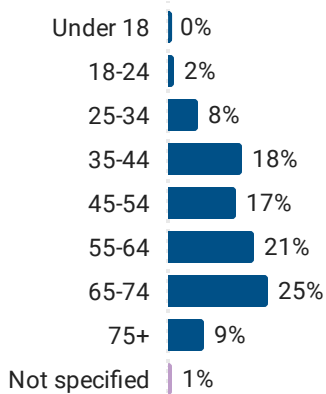
Reside in Edmonton



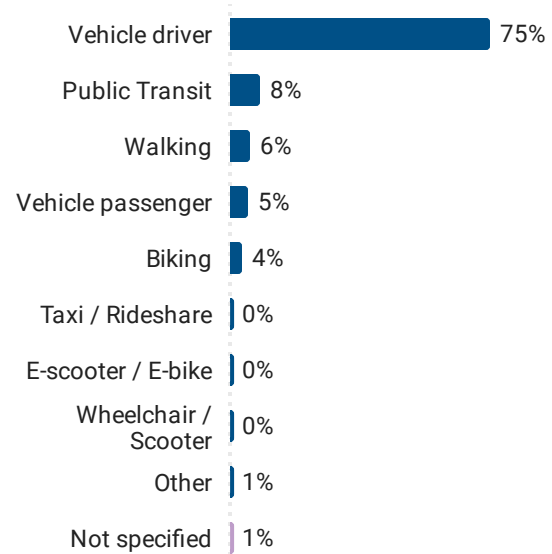
City Quadrant



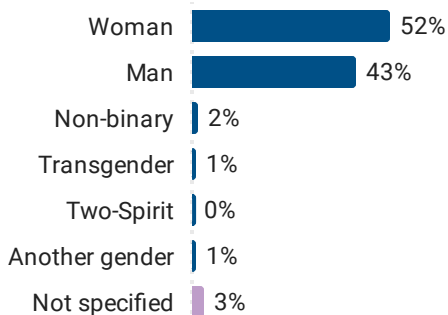
Age Group



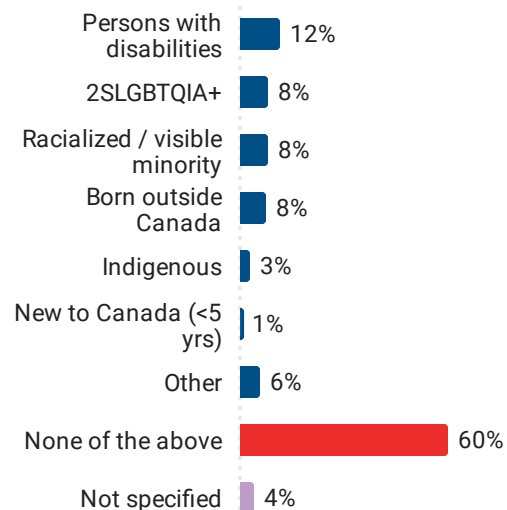
Primary Transportation Mode



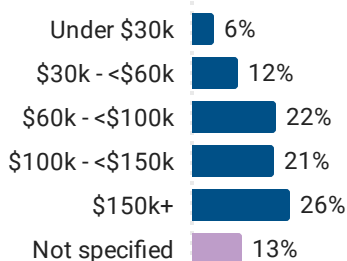
Gender Identity



Identifying Groups



Household Income



**For any questions, please email:
research@edmonton.ca**



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