



Planning for the Future *Citizen Services*



Edmonton

Edmonton's Social Landscape

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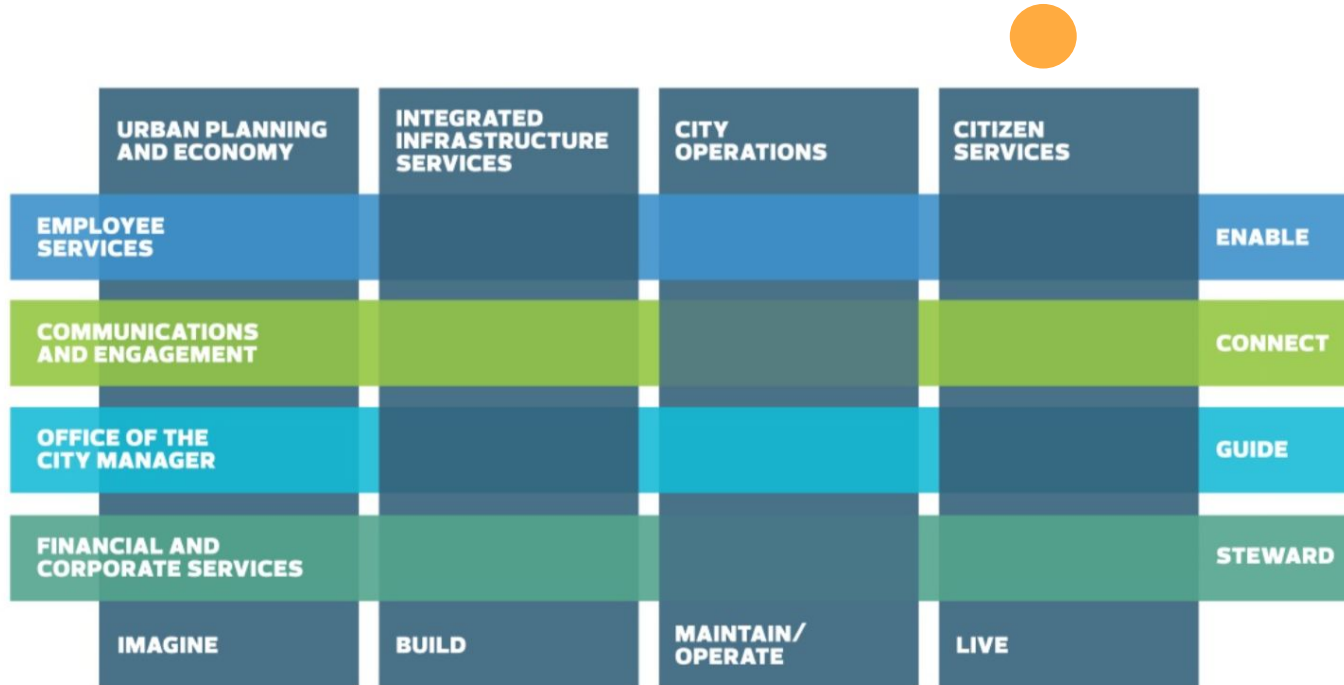
November 4, 2021

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Strategic Wayfinding



Corporate Wayfinding



 = Lead Department(s)  = Supporting Department(s)

Edmonton's Social Landscape

- Demographic characteristics
- Social context



**HEALTHY
CITY**



**URBAN
PLACES**

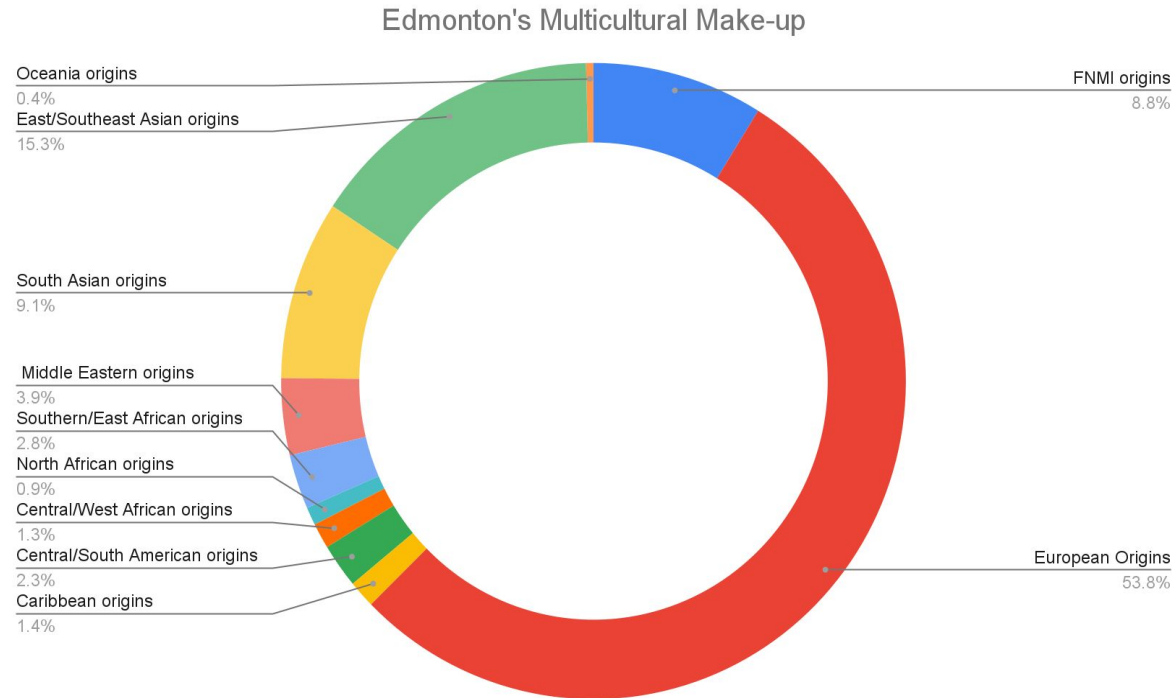


**REGIONAL
PROSPERITY**



**CLIMATE
RESILIENCE**

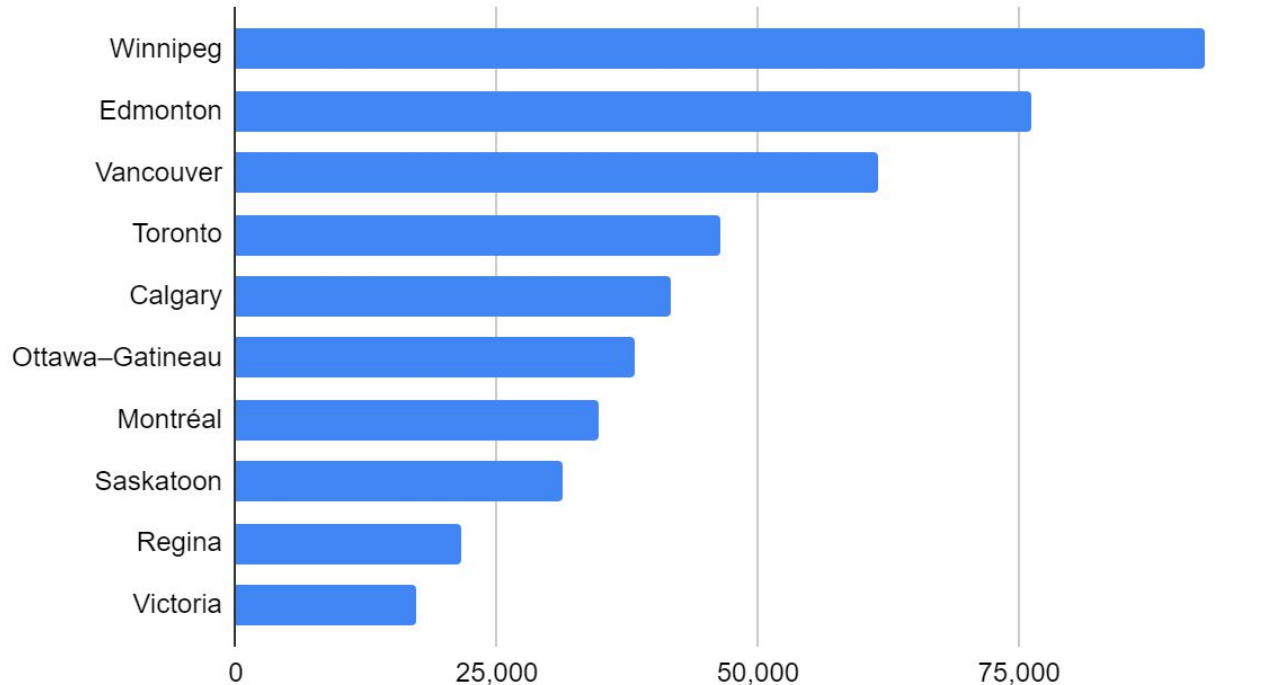
Edmonton is ethnically diverse - visible minorities represent 46% of the population



Source: Federal Census 2016

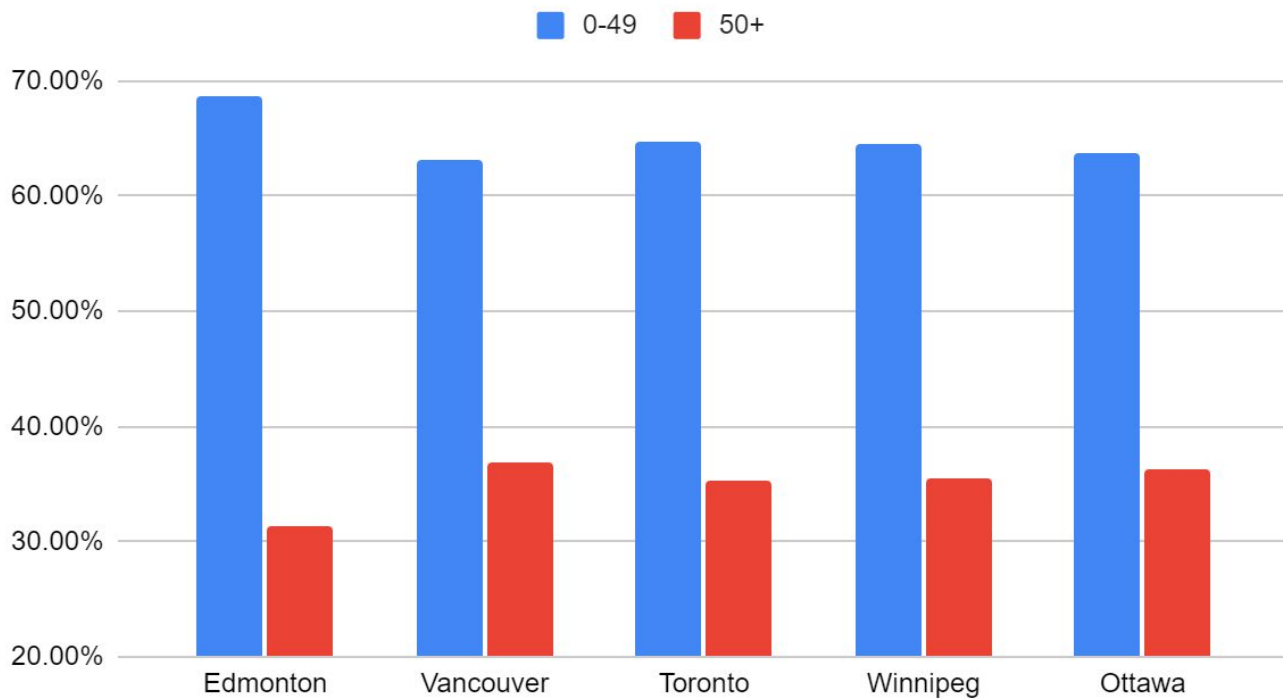
Second largest Indigenous population in Canada

First Nations, Metis, Inuit Populations by City



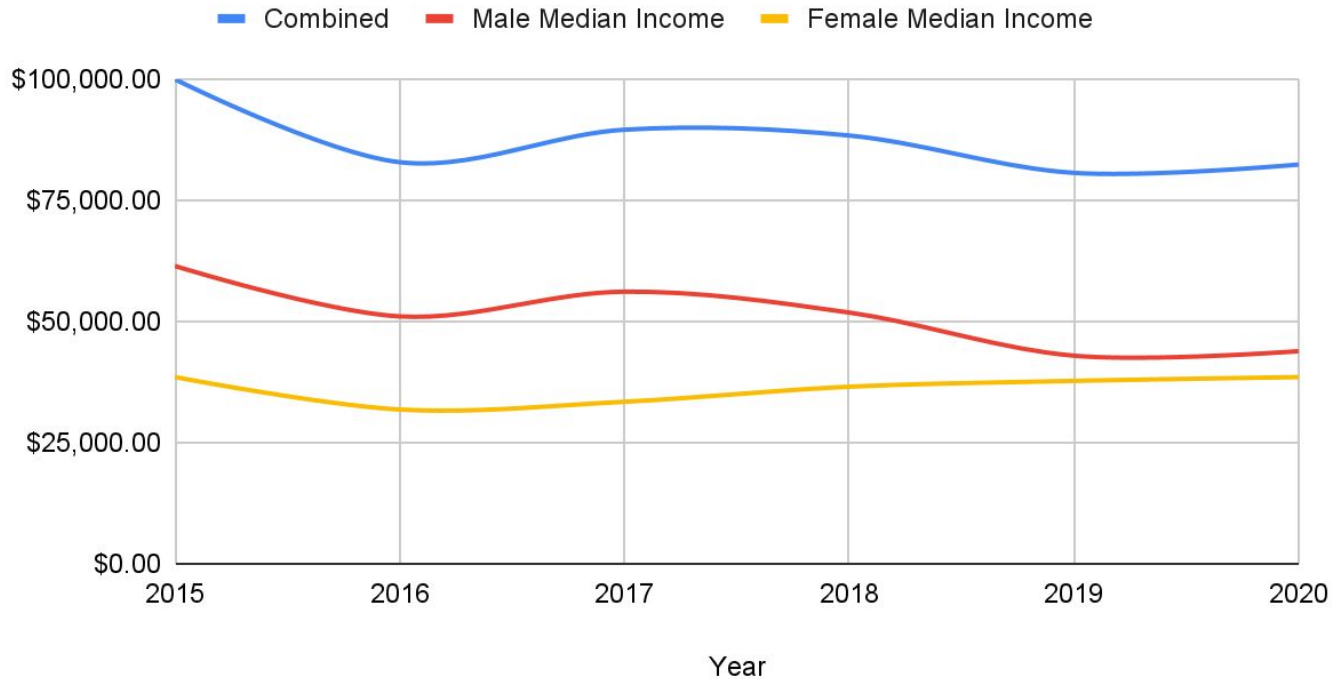
Edmonton is young - 69% of the population is less than 50 years old

Canadian Cities by Age Groups



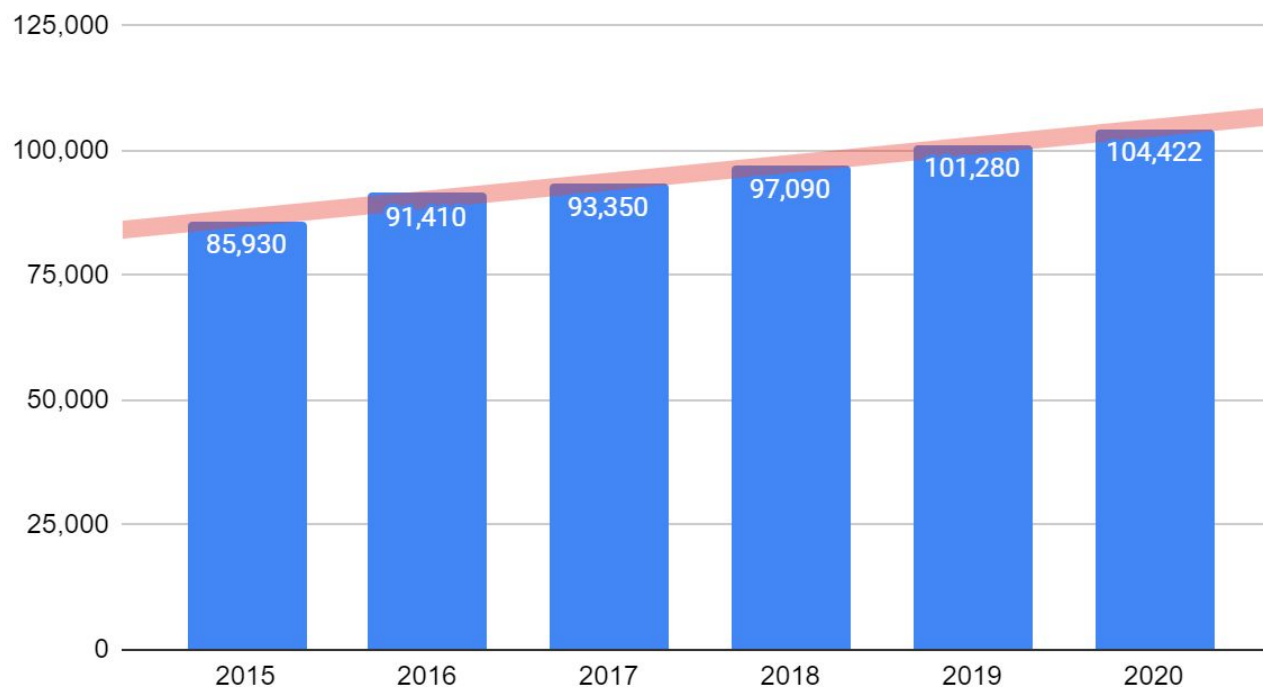
Household median income is falling

Median Income of Edmonton by Gender



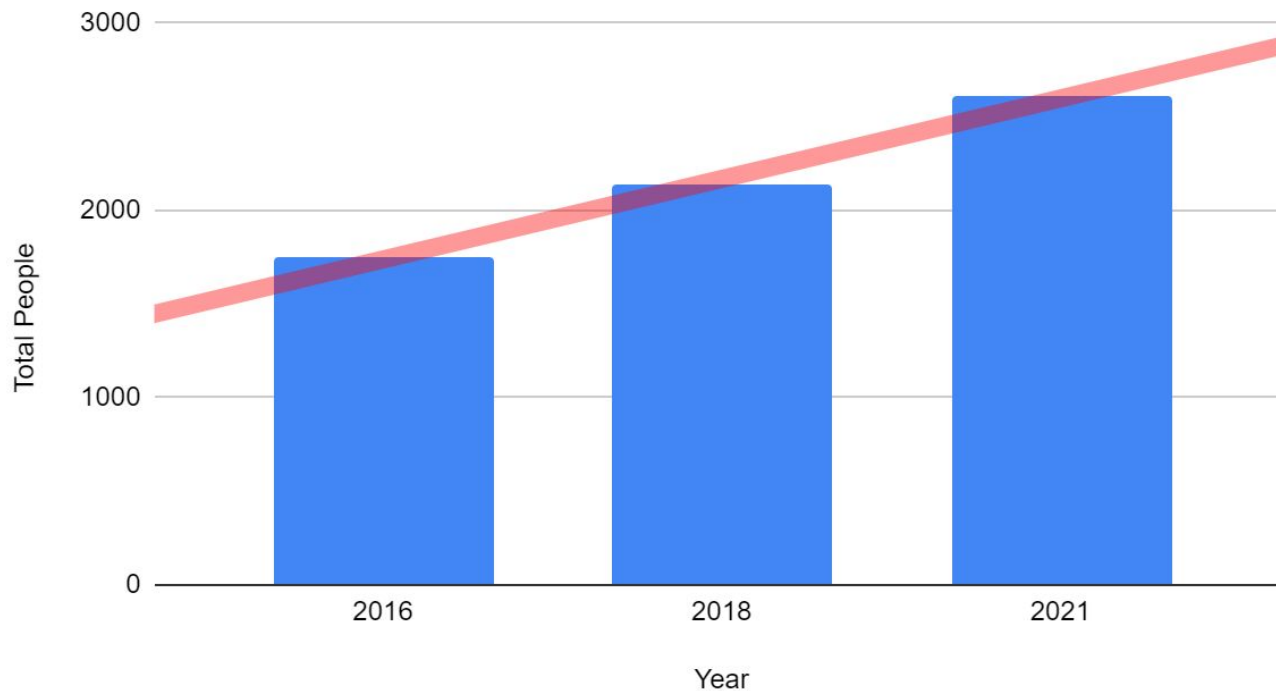
The number of low-income households increases by 4% each year

Edmonton Households in Low Income



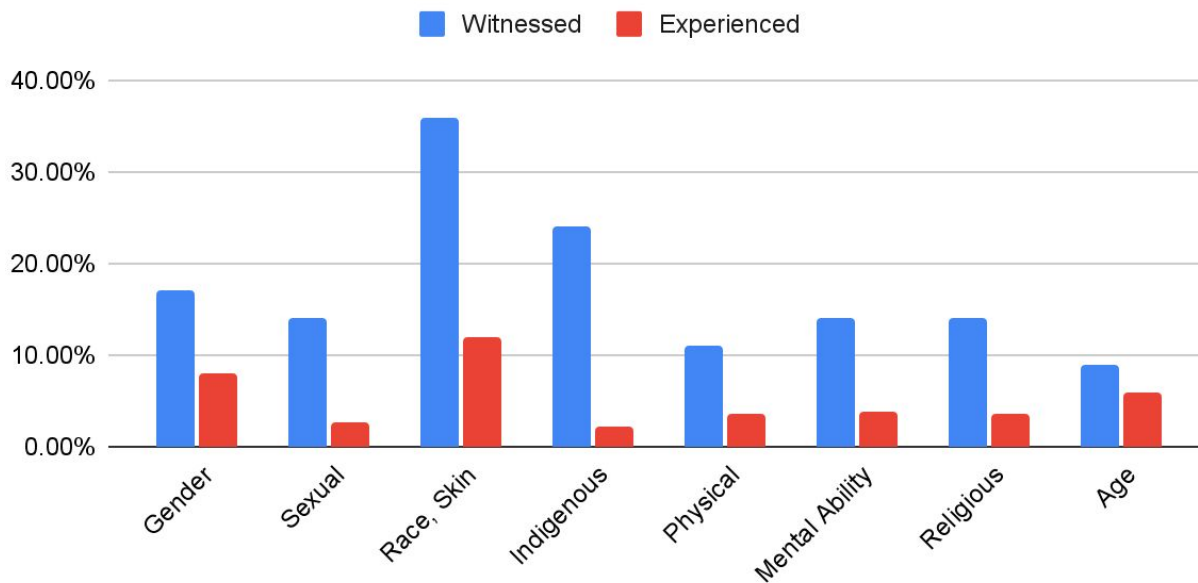
Homelessness is increasing

Edmonton's Homeless Count



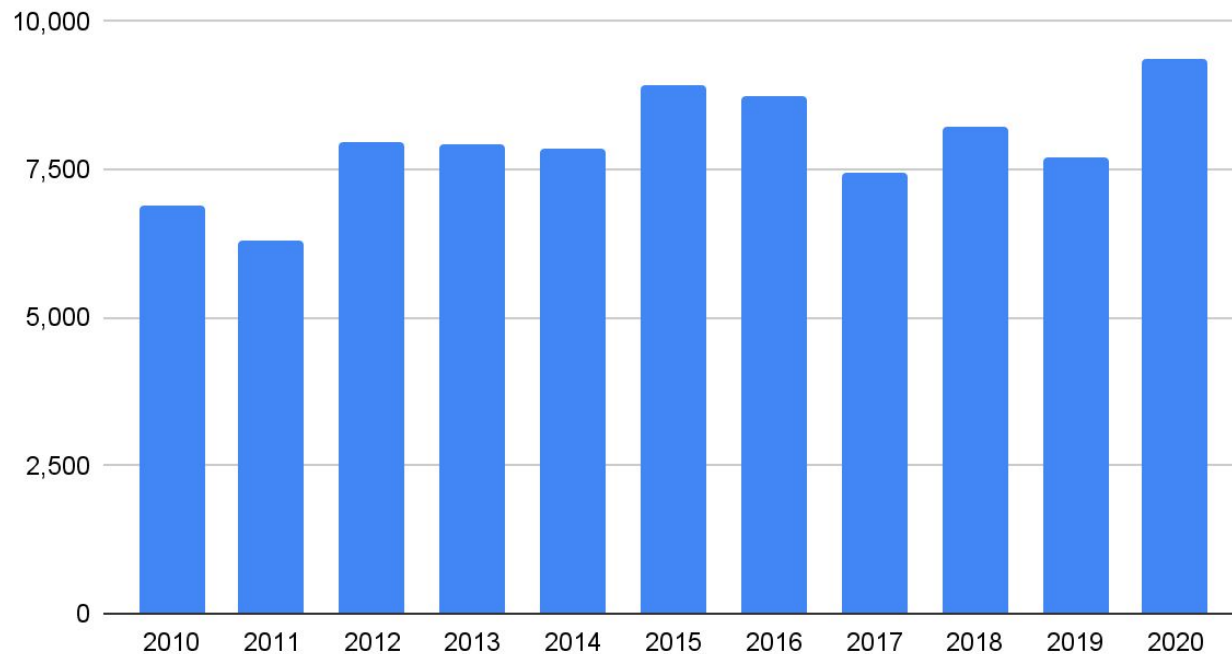
Half of all Edmontonians have witnessed or experienced discrimination due to perceived differences in 2020

Edmontonian's Experience and Perceptions of Discrimination (2020)



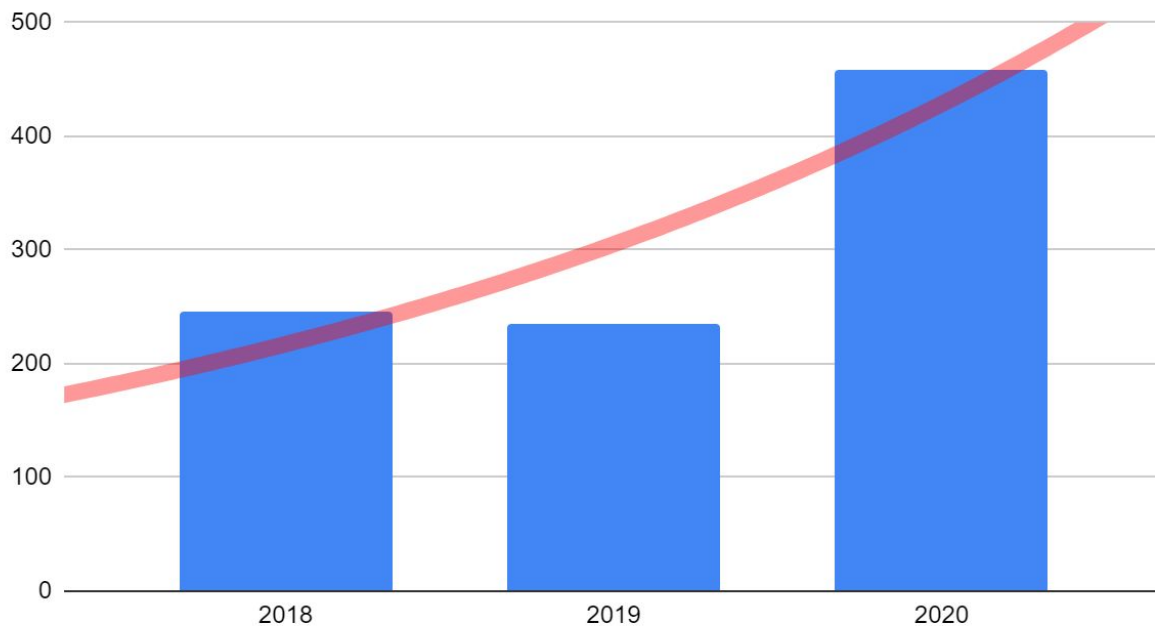
Domestic violence calls are increasing

Edmonton Domestic Violence Calls



Drug Poisoning Crisis

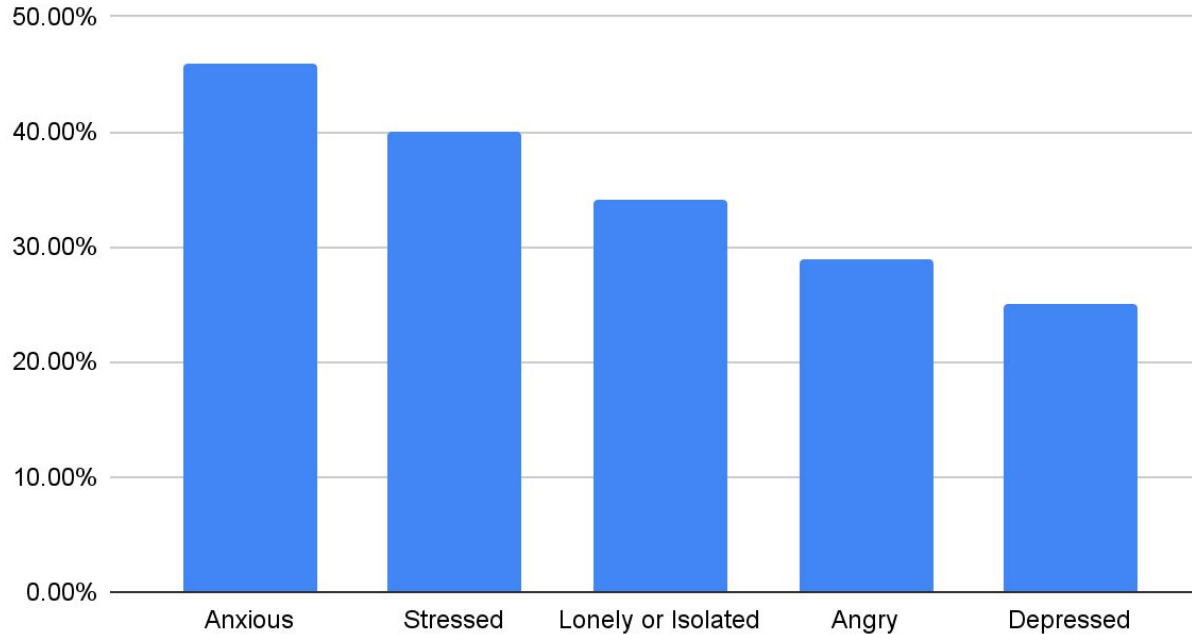
Fatal Drug Poisoning Incidents in Edmonton



Year	Deaths
2018	246
2019	235
2020	458

Mental Health

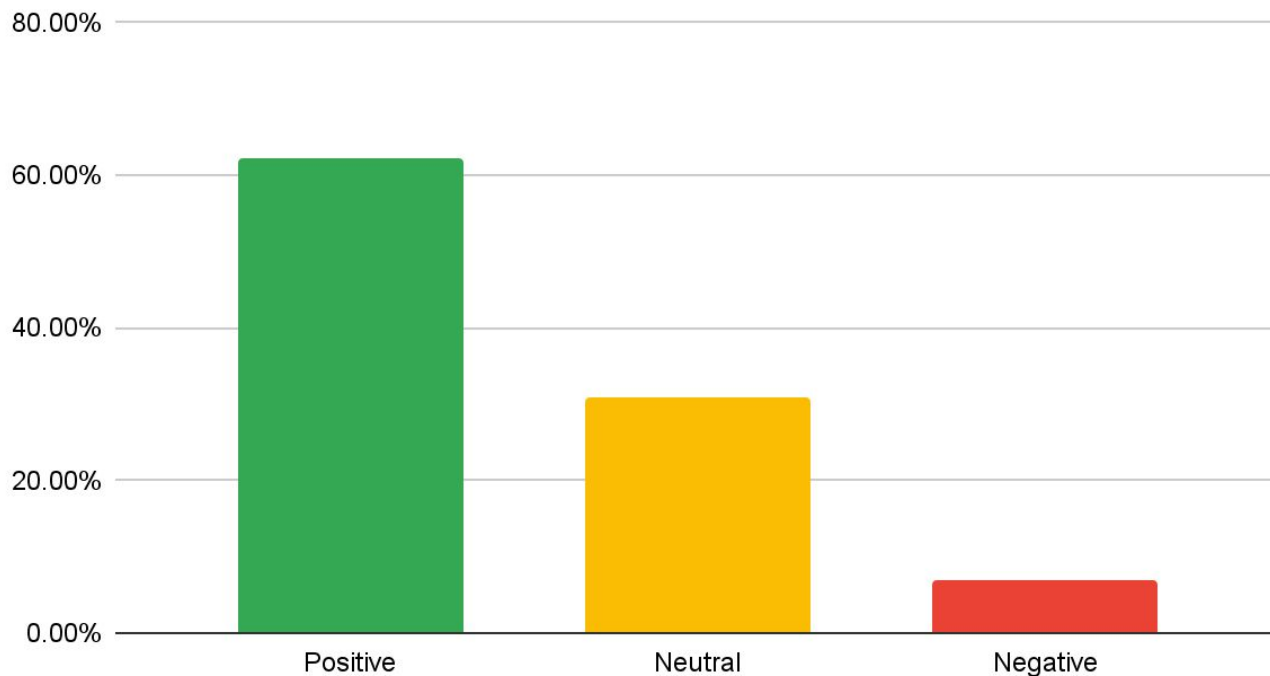
Edmonton's Emotional Responses to COVID-19



→ COVID-19 pandemic created **considerable mental health pressures.**

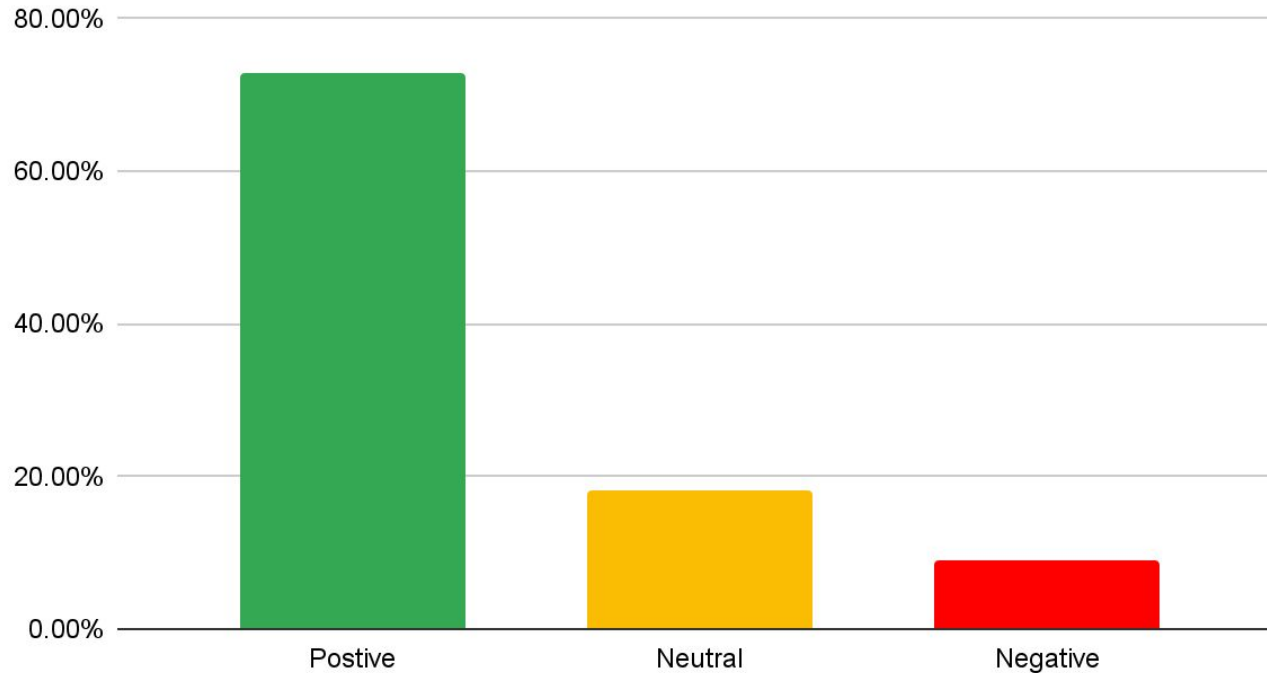
Edmontonians' Perception of Safety

Edmontonian's Perception of Safety 2020



Edmonton has a strong sense of community

Edmontonian's Sense of Connection & Belonging 2020



QUESTIONS?