Insight Community Results

Market research for Council Report 4813 Update on the Image, Brand and Reputation Strategy consisted of three questions proposed as part of the April Mixed Topic Survey Part 2 conducted April 18 - 25, 2017. These questions were designed to understand the vocabulary Edmontonians use to describe Edmonton. With this information Administration will be able to develop a future standard survey on Edmonton's image, brand and reputation which can serve as a benchmark and measure of future progress.

The three questions were:

How do you describe Edmonton to friends and family who live in other places? (Open Ended)

River Valley (beautiful, park system, trails)	22.7%
A great/nice place to live	21.6%
Friendly (community oriented) city	15.5%
Cold weather (harsh winter)	14.8%
Lots of activities to do (in general)	13.2%
A city of festivals	13%
Nice weather (sunny, summer)	12%
Great green spaces, parks, nature	11%
A vibrant arts community	9.8%

What are things that come to mind when you think of Edmonton?

River Valley (general mentions, trails, beautiful)	43.3%
Festivals (general)	21.1%
Edmonton Oilers	13.3%
Cold weather/ winter	12.9%
Amenities/ entertainment (various mentions)	11.7%

What is your level of agreement with the following statements:

	I am proud to tell others I live in Edmonton	Edmonton has a strong reputation nationally	Edmonton has a strong reputation internationally	Growing the Edmonton brand is important	Edmonton is one of the best places to live in Canada
5 Strongly Agree	39%	8%	4%	32%	29%
4 Somewhat Agree	32%	33%	18%	39%	37%
3 Neither Agree nor Disagree	18%	23%	26%	18%	16%
2 Somewhat Disagree	7%	21%	26%	6%	11%
1 Strongly Disagree	4%	7%	13%	4%	5%
I don't know	0%	7%	13%	2%	2%

Report: <Report#>