Edmonton Insight Community November 2023 Mixed Topic Survey Results

More than 18,000 Edmontonians are part of the Edmonton Insight Community and 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 Unit advises on, plans, executes and reports on all public opinion and market research for all administrative areas of the City.

Mixed Topic survey is composed of questions on various topics that help City Administration make decisions and recommendations using public feedback. This attachment highlights what Administration heard from the Edmonton Insight Community members on the Managing Growth portion of the November 2023 Mixed Topics survey. The full report is available on the Engaged Edmonton webpage[1].

From November 14 to November 21, 2023, 4,277 Insight Community members responded to the November 2023 Mixed Topic survey sent by email. Additionally, 48 respondents accessed the survey through the survey webpage.

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 4,325 would be accurate to + 1.5 percentage points, 19 times out of 20.

Managing Growth

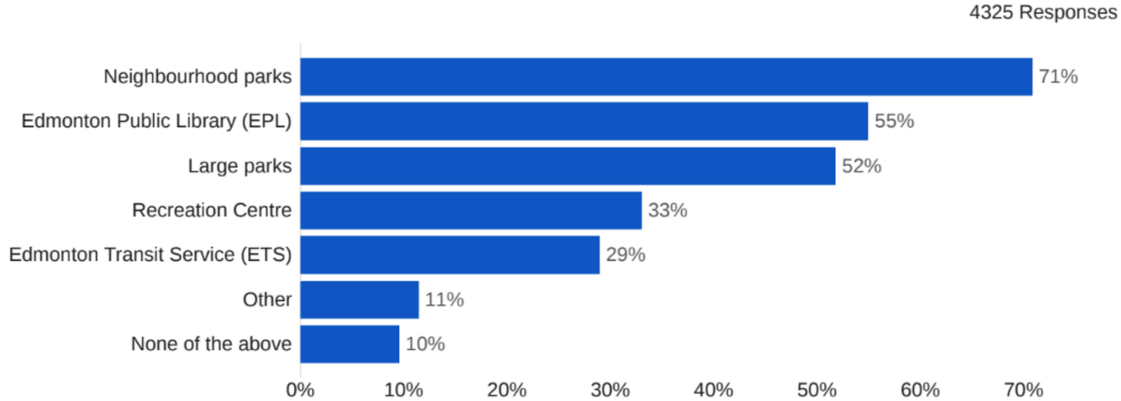
The City of Edmonton wants to better understand what City-funded amenities and services Edmontonians use, believe are important to have convenient access to, and cannot currently access easily. This will inform what is needed for the developing area in Edmonton to be complete before statutory planning is authorized in the future growth area.

Use of City Funded Amenities and Services

71 per cent of survey respondents report using neighbourhood parks, 55 per cent use public libraries and 52 per cent use larger parks. About three in ten say they regularly use a Recreation Centre (33 per cent) or Edmonton Transit Service (29 per cent) (Figure 1).

[1] https://www.edmonton.ca/sites/default/files/public-files/November2023MixedTopicReport.pdf?cb=1713307998

Figure 1. Which of these amenities and services do you use regularly?



Cross-tabulation analysis shows that

- Those with higher household income (80 per cent earning $150,000+ vs. 52 per cent among those earning less than $30,000 per year) and those with children/grandchildren under 18 at home (88 per cent vs. 66 per cent) are more likely to regularly use neighbourhood parks.
- Younger adults aged 18-34 (40 per cent vs. 23 per cent among those 75+) and those with children/grandchildren under 18 at home (58 per cent vs. 27 per cent) are more likely to regularly use recreation centres.
- Those self-identified as 2SLGBTQIA+ (50 per cent), racialized and visible minorities (37 per cent) and persons with disabilities (38 per cent) are more likely to regularly use Edmonton Transit Service (ETS).

Among the survey respondents who live in Developing Areas*, the top three amenities and services regularly used are:

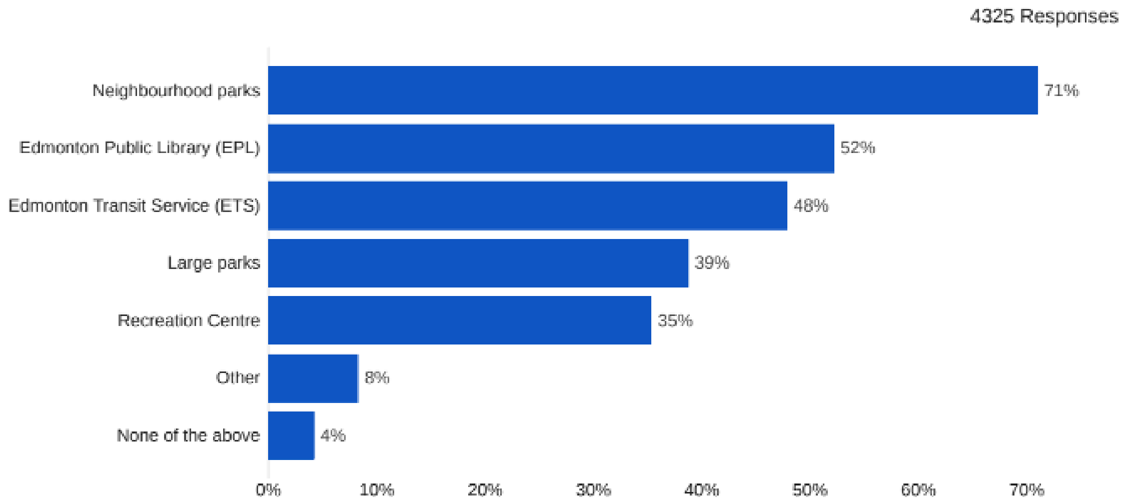
- Neighbourhood parks (72 per cent)
- Edmonton Public Library (48 per cent)
- Large parks (46 per cent)

*See Attachment 1 for the extent of the Developing Area.

Importance of Convenient Access to City Funded Amenities and Services

More than seven in ten find it important to have convenient access to neighbourhood parks in their area, followed by public libraries (52 per cent), public transit services (48 per cent), large parks (39 per cent) and recreation centres (35 per cent) (Figure 2).

Figure 2. Of the listed City-funded amenities, which are the most important to you to be able to access conveniently in your area? Please select your top 3.



Cross-tabulation analysis shows that

- Younger adults aged 18-34 (76 per cent vs. 62 per cent among those 75+) and those with children/grandchildren under 18 at home (80 per cent) are more likely to find it important to have convenient access to neighbourhood parks.
- Those in households earning lower than $30,000 per year (64 per cent vs. 46 per cent earning $150,000 and plus) are more likely to find it important to have convenient access to Edmonton Public Library (EPL).
- Younger adults aged 18-34 (71 per cent vs. 38 per cent among those 75+), those with lower household income (69 per cent earning lower than $30,000 per year), persons with disabilities (61 per cent) and those self-identified as 2SLGBTQIA+ (71 per cent) are more likely to find it important to have convenient access to Edmonton Transit Service (ETS).

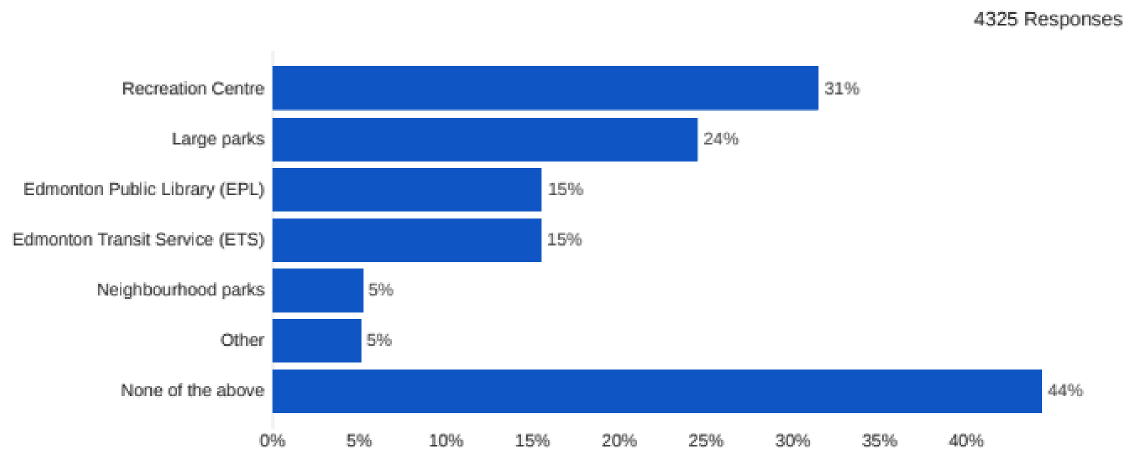
Among the survey respondents who live in Developing Areas, the top three most important amenities to access conveniently are:

- Neighbourhood parks (71 per cent)
- Recreation Centre (43 per cent)
- Large parks (42 per cent)

Amenities and Services Not Conveniently Available

Top two on the list are recreation centres (31 per cent) and large parks (24 per cent). Fewer than two in ten named public libraries and public transportation services (15 per cent each), with only a small proportion of the respondents identifying neighbourhood parks (5 per cent). Nearly one-half of respondents think the City funded amenities and services are conveniently available in their area (Figure 3).

Figure 3. Again, thinking about amenities and services funded by the City of Edmonton, which of these amenities and services are not conveniently available in your area? Check all that apply.



Cross-tabulation analysis shows that

- Those with children/grandchildren under 18 at home (41 per cent vs. 29 per cent) and younger adults (36 per cent 18-34 vs. 25 per cent among those 75+) are more likely to say that recreation centres are not conveniently available in their area.
- Persons with disabilities (34 per cent) are more likely to say that large parks are not conveniently available in their area.
- Overall, persons with disabilities are less likely to find any of these amenities and services conveniently available in their area (35 per cent).

Compared to residents living in Redeveloping Areas, those residing in Developing Areas are more likely to not find all of these amenities and services conveniently available in their area.

Attachment 6

Respondent Profiles

	Overall (N=4,325)	%
Age		
Under 18	7	<1
18-24 years	54	1
25-34 years	377	9
35-44 years	708	16
45-54 years	679	15
55-64 years	961	22
65-74 years	985	23
75+ years	333	8
Prefer not to answer	219	5
Household Income		
Under $30,000	175	4
$30,000-$59,999	459	11
$60,000-$99,999	855	20
$100,000-$149,999	828	19
$150,000 and over	930	21
Other	42	1
Prefer not to answer	1,036	24

	Overall (N=4,325)	%
Gender		
Man	1,799	42
Woman	2,100	49
Other	117	3
Prefer not to answer	309	7
Children <18 at home		
Yes	830	19
No	3,312	77
Prefer not to answer	183	4
Primary Mode of Transportation		
Car/truck/van as DRIVER	3,162	73
Car/truck/van as PASSENGER	243	6
Public Transit	313	7
Walk	302	7
Bicycle	201	5
Scooter/Skateboard	3	<1
E-scooter/E-bike	21	1
Taxi/Rideshare	23	1
Other	41	1
Prefer not to answer	9	<1