Report

CITIZEN PERCEPTION SURVEY 2017

Final Report

January 2018

CONTEXT AND OBJECTIVES

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In 2017, the City of Edmonton contracted Leger to conduct a survey of Edmontonians designed to understand perceptions of the City of Edmonton on key measures relating to the quality of life in Edmonton.

This research is aimed at capturing citizen perception based performance measures which feed into the corporate performance reporting to achieve the City's vision for 2040 (*The Way Ahead)* . In recent years, Citizen Perception Surveys have been carried out annually to gather data and report on the measures.

The 2017 research was designed to:

- Measure the progress with respect to the key performance measures
- Understand the drivers of the performance measures and provide recommendations about how the measures can be further improved
- Make comparisons with past measures wherever applicable

METHODOLOGY

Data Collection

- 400 telephone interviews were conducted with Edmonton residents. Specifically, 117 from Northwest, 79 from Northeast, 101 from Southeast, and 103 from Southwest.
- Interviews were conducted between November 14th and December 3rd, 2017.

Target Respondents

- The respondents to the survey were Edmontonians, 18 years of age and older who have lived in Edmonton for six months or longer.
- Quotas (by age, gender and city quadrants) were maintained during data collection to minimize the need for data weighting. Leger used the proportions provided by the City (derived from the most recent municipal census) to set these quotas and ensure representativeness.
- The sample design was consistent with past surveys to ensure comparability of the results.

Statistical Reliability

- As a random telephone survey, the margin of error is ±4.9 percentage points, 19 times out of 20.

Questionnaire Design

- The survey instrument was a combination of open and close ended questions.

Survey Pre-tests

- 15 interviews were pretested before the survey was fully launched.

The pre-tests were conducted to ensure:

- The suitability of the introduction;
- The length of the interview;
- Whether questions are meaningful to respondents; and
- The flow of questioning to yield best results.

No modifications were required in the questionnaire after the pre-tests

Sampling Methodology

The sample was drawn randomly from the most recent residential phone listings of Edmonton and included cell phone sample (especially among the younger urban population, who tend to be hard to reach). The final distribution of interviews achieved is 39% landline and 61% cell phone.

Sample generation, random dialing and call administration were automated using ASDE and VOXCO software.

To minimize low response:

- At least six call attempts to each number;
- Calls made during different parts of the day; and
- Call backs were scheduled and honoured

Coding

- A team of coders were assigned to edit, clean and develop meaningful codes for the answers to open-ended questions.
- Code books from past surveys were used to ensure consistency.
- New codes were created when a specific answer became more prominent.

Quality Control

- All interviewers hired by Leger receive customized training with respect to interview techniques, and in-depth training on our call centre CATI software. Our interviewers also received additional training with respect to this particular survey before proceeding to field.
- Interviewers always work under direct supervision at Leger's facilities.
- Senior project managers monitored interviews throughout the first two days of field to ensure flow, clarity, consistency and comprehension of the survey.
- Phone interviews were monitored throughout the data collection period, with a minimum of 10% of each interviewer's interviews being monitored.
- Project managers monitored the progress of data collection, including call record dispositions such as completed interviews, response rates and refusal rates, as well as metrics such as average questionnaire length.
- All data from open-ended questions were checked by different coders to ensure data were accurate and correctly coded.

Analysis of Findings

- The variances between results and targets have been highlighted.
- Data analysis and cross-tabulation have been conducted using SPSS software.

Telephone vs. Online Survey

In addition to the phone survey conducted by Leger, the City of Edmonton also administered the same survey with the City's Insight Community.

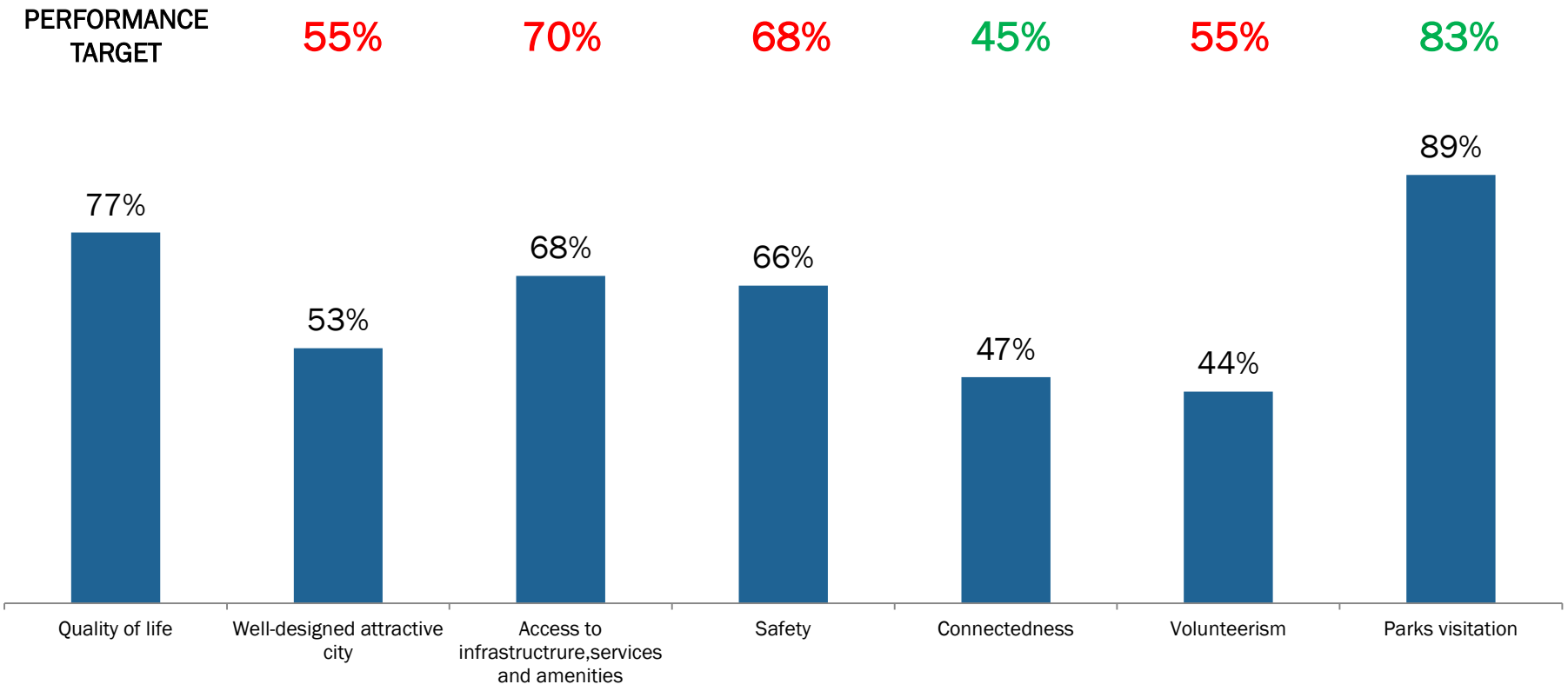
1,568 Edmontonians were surveyed using the City of Edmonton's Insight Community (the data were weighted using the same design as the telephone survey to ensure comparability in terms of the sample distribution).

The analysis and conclusions in this report are primarily focused on the telephone survey. The results of the online survey with the Insight Community are included as a reference.

SUMMARY OF FINDINGS

PERFORMANCE AGAINST TARGETS

2017 - Telephone Survey



2017 Performance based on 4/5 ratings for all parameters other than volunteerism (yes) and parks visitation (used in past 12 months)

SUMMARY OF FINDINGS
2017 - Telephone Survey

OVERALL QUALITY OF LIFE

- Edmontonians (77% 4/5 ratings) feel positive about the quality of life in Edmonton, similar to 2017.

- Similar to previous years, almost four-in-five are satisfied (78% 4/5 ratings) with living in the City of Edmonton.

- The City is also perceived as a great place to live (80% 4/5 ratings) and a great place to work (74%), and to a lesser extent having a diverse economy (62%) and being a great place to invest (54%). The proportion of Edmontonians who agree Edmonton has a diverse economy has increased in 2017.

- The key contributors (the elements that are considered important by Edmontonians to have a good quality of life) to quality of life are:
    - Great place to live
    - Safe
    - Connected
    - Great place to work
    - Well Designed and Attractive
    - Diverse economy
    - Access to infrastructure, services, amenities
    - Great place to invest

SUMMARY OF FINDINGS
2017 - Telephone Survey

CITY DESIGN AND ATTRACTIVENESS

- More than half (53% 4/5 ratings) consider the City to be well-designed and attractive, identical to 2016.

- The City is primarily seen as culturally diverse with lots of desirable well-maintained parks and recreation areas. On the other hand, relatively lower proportions of residents consider the City streets to be well designed and maintained, agreement that the transit system is well designed and attractive is also comparatively lower.
    - For most parameters, perceptions have remained steady, with the exception of agreement that a wide range of housing is available, and that transit system is well-designed and attractive (both have decreased in 2017).
    - The perception that the City is environmentally responsible has returned to 2015 levels following a downward trend from 2014-2016.

- The main drivers of well-designed and attractive city are:
    - Well designed streets
    - Attractive streetscaping
    - Great place to visit
    - Well maintained streets
    - Parks and squares are desirable places to visit
    - Well maintained business districts
    - Transit system is well designed and attractive
    - Great place for entertainment and fun

SUMMARY OF FINDINGS
2017 - Telephone Survey

ACCESS TO INFRASTRUCTURE AND AMENITIES TO IMPROVE QUALITY OF LIFE

- Two-thirds (68% 4/5 ratings) of residents agree that they have access to infrastructure, amenities and services that will improve their quality of life, consistent with 2016.
- Accessible parks, enough libraries, and effective street lighting garner the strongest positive ratings. Nearly all parameters remain consistent with 2016, with the exception of snow clearing services being responsive, which increased.

SAFETY IN THE CITY

- Two-thirds (66% 4/5 ratings) agree that Edmonton is a safe city, identical to 2016 and still slightly lower than the performance target.
    - The significant gap between feelings of safety during the day and during the night is still present. Over two-in-five (44%) feel safe at night overall while the majority (85%) feel safe during the day.
    - The vast majority feel safe in their homes (even though there is a slight downward trend) and neighbourhood (including local neighbourhood parks). However, confidence drops when it comes to river valley parks or walking downtown.
    - The proportion of Edmontonians who feel that prevention is an approach to reduce crime has decreased following an increase in 2016.

- The strongest contributors to feelings of safety are:
    - Felling safe walking downtown
    - Feeling safe leaving one's residence or property unattended
    - Feeling safe in the neighbourbood parks
    - Feeling safe in one's home
    - Feeling safe walking in one's neighbourhood

SUMMARY OF FINDINGS
2017 - Telephone Survey

CONNECTEDNESS

- Almost half (47% 4/5 ratings) feel connected to their community. Even though this proportion is just above the performance target (45%), it represents a decrease compared to 2016.
- Generally, citizens feel they have access to community facilities and they can get help from their friends / family if required, even though agreement they have access to community facilities shows a slight downward trend since 2015.
- The proportion of Edmontonians who feel that their community is open and welcoming has been trending upwards since 2015.
- Agreement has decreased in 2017 for feeling welcome and socially included, knowing one's neighbours, regular community events, and friends and family living in the same community. About a third (27% 4/5 ratings) are active in their community, which is a lower rating than in 2016.
- The strongest contributors to connectedness are:
    - Active and involved in community
    - Feel welcome and socially included in community
    - Community is friendly and supportive

VOLUNTEERISM

- Over two-in-five (44% 4/5 ratings) have participated in a volunteering activity in the past year, a decrease in 2017.

CITY PARKS VISITATION

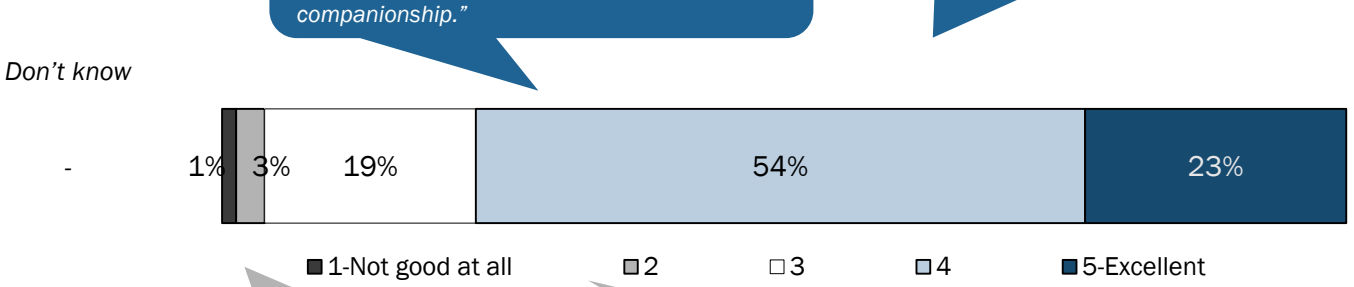
- The majority (89%) have used a City Park in the past year – higher than the performance target of 83%, and steady high since 2014.
    - Neighbourhood parks (82%) followed by the river valley parks (64%) are the most commonly visited (consistent with 2016).

OVERALL PERCEPTIONS ABOUT THE CITY

OVERALL QUALITY OF LIFE
2017 - Telephone Survey

"The neighborhood we live in is very safe. we can leave something on the lawn and nothing would be stolen. And the area I live in the people are very nice, there's a lot of companionship."

"It's a good place to raise a family, affordable, safe and jobs available."



Good/Excellent (4,5 ratings)

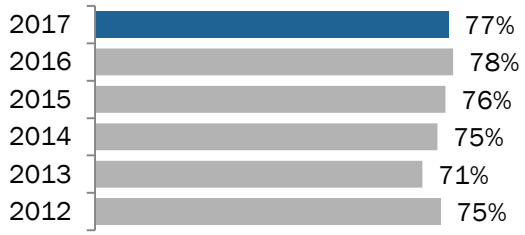
77%

"The bike lanes and roadways are frustrating. Construction is annoying. Economy is not great. House prices seem to go down while our property taxes continue to go up."

"In Edmonton the transit system isn't really all that good. If you don't have a vehicle then you would need to take a bus, but it could take a long amount of time and sometimes even up to 45 minutes to an hour. Also road conditions aren't all that good, there are a lot of pot holes in the city."

Trend Over Time

Total Good / Excellent (4,5 ratings)



Base: Edmontonians (n=400)

Base: Edmontonians (n=400)

Q1. Overall, taking all aspects of your city life into consideration how do you feel about your quality of life in the City of Edmonton? Please respond using a scale of 1 to 5, where 1 is Not good at all, and 5 is excellent.

OVERALL QUALITY OF LIFE

Telephone Survey vs. City Insight Panel

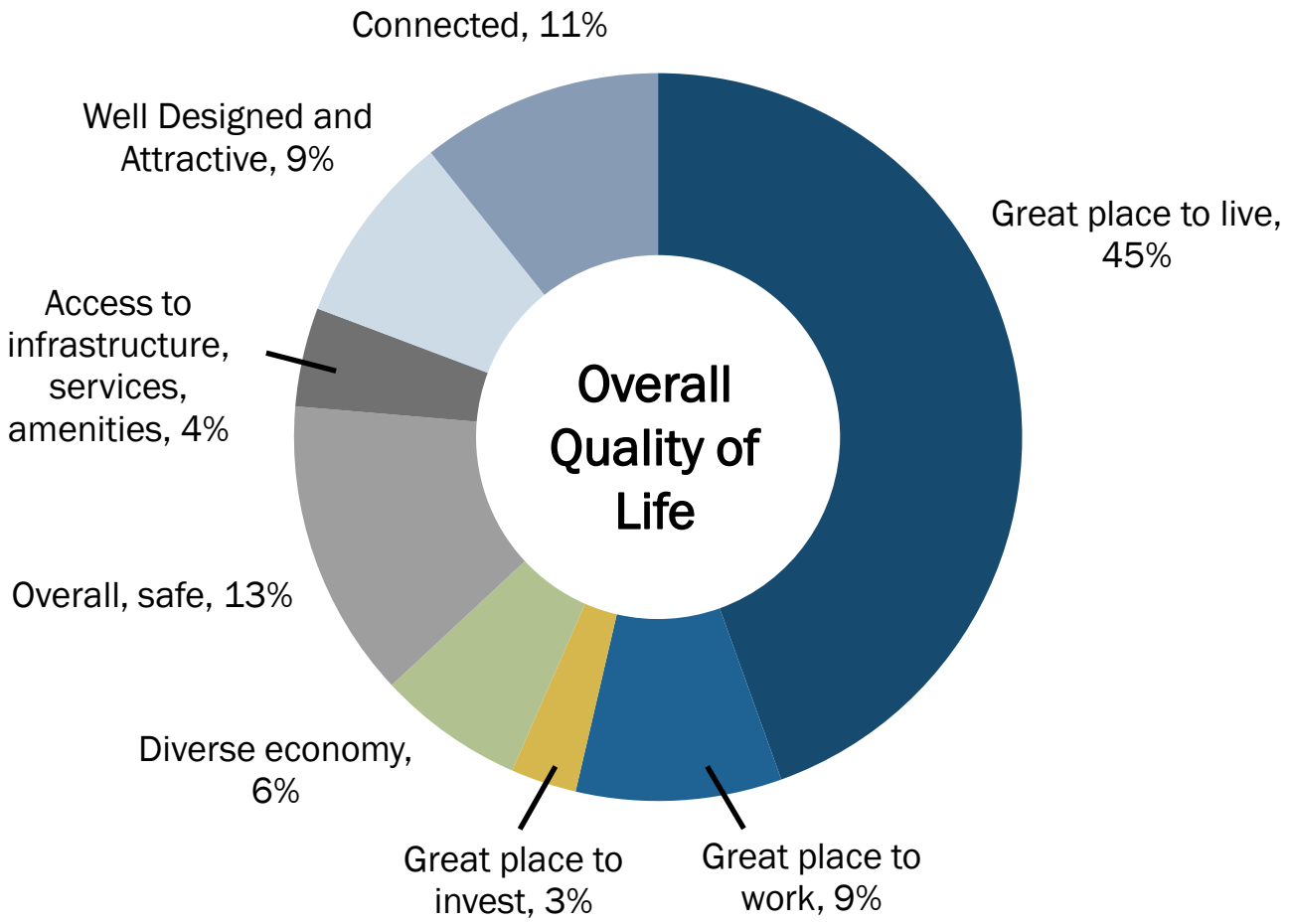
	Telephone Survey				City Insight Panel			
	Good/Excellent (4,5 ratings)							
	2014	2015	2016	2017	2014	2015	2016	2017
	n=400	n=400	n=400	n=400	n=1,126	n=1,630	n=1,996	n=1,568
Overall quality of life in the City of Edmonton	75%	76%	78%	77%	75%	75%	74%	72%

Base: Edmontonians

Q1. Overall, taking all aspects of your city life into consideration how do you feel about your quality of life in the City of Edmonton? Please respond using a scale of 1 to 5, where 1 is Not good at all, and 5 is excellent.

DRIVERS OF OVERALL QUALITY OF LIFE

2017 - Telephone Survey



R Square .38

Percentages indicate relative impact on overall quality of life.

Base: Edmontonians

OVERALL QUALITY OF LIFE
2017 - Telephone Survey

Reasons quality of life is not good (1,2 ratings)	Total (n=15)*
It is an expensive city / High cost of living / High taxes	28%
Too many homeless people	14%
Poor municipal government / I do not like the decisions made by the current municipal government	13%
Do not like the bike lanes	13%
More recreation facilities are required	7%
Not enough to do / Not enough activities	7%
High crime rate / I do not feel the city is safe	7%
The roads are in poor condition / Infrastructure is in poor condition	6%
Poor public transit	6%
Poor economy / low level of employment	6%
There is a lot of traffic	6%
Other	12%

Reasons quality of life is good (4,5 ratings)	Total (n=310)
It is a good city / I like this city / It is a beautiful city	22%
It is a safe city to live in / Low crime rate	11%
Availability of good amenities	10%
Good accessibility within the city (no traffic, good public transit, well planned streets etc.)	8%
Good parks / I like the river valley and trail system	8%
I'm happy / good / fortunate / okay	6%
Low unemployment / Good economy	6%
Wide variety of attractions / Many things to do in the city	6%
I was born in this city / I live in this city	5%
Access to good amenities	4%
Other	9%
I don't know / Refusal	4%

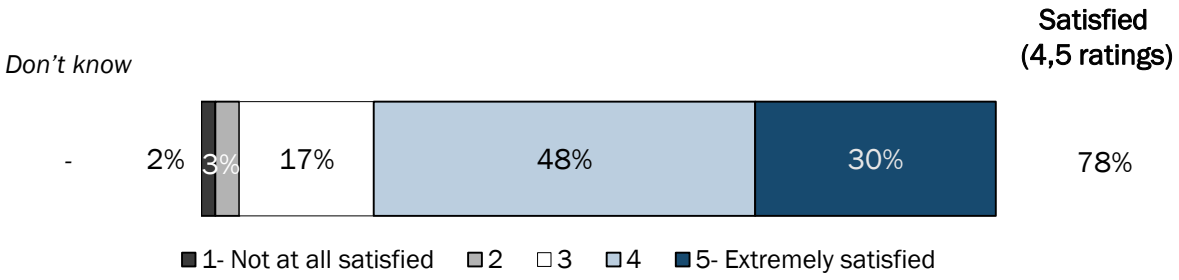
Mentions 3% or less are not shown

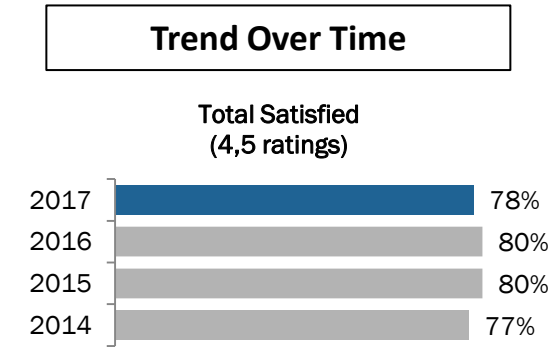
Base: Edmontonians
**Caution to be used in interpretation due to small sample size*

Q2. Why do you feel this way? Please be as descriptive as possible.

OVERALL SATISFACTION WITH LIVING IN EDMONTON

2017 - Telephone Survey





Base: Edmontonians (n=400)

Base: Edmontonians (n=400)

Q3. Taking everything into account, overall how satisfied are you with living in the City of Edmonton? Please use a scale from 1 to 5 where 1 means you are not at all satisfied and 5 means you are extremely satisfied.

OVERALL SATISFACTION WITH LIVING IN EDMONTON

Telephone Survey vs. City Insight Panel

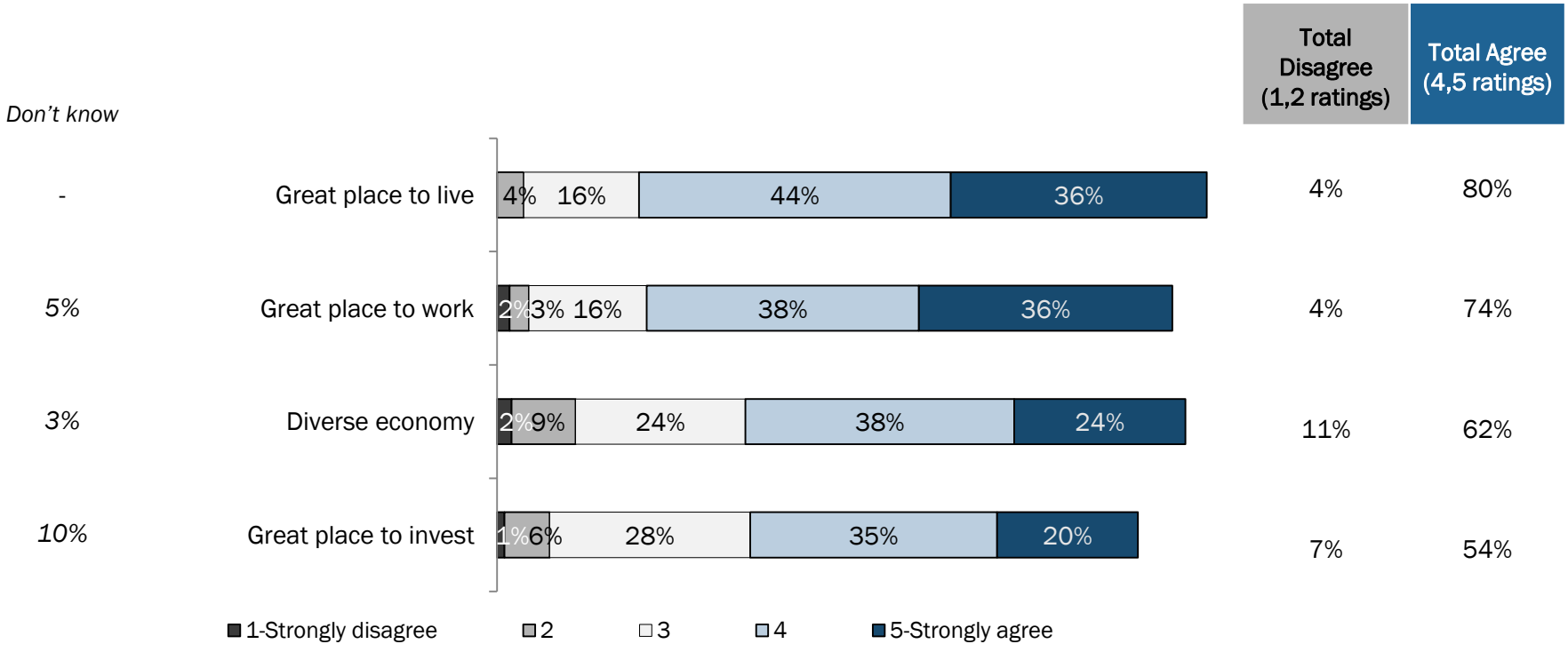
	Telephone Survey				City Insight Panel			
	Good/Excellent (4,5 ratings)							
	2014	2015	2016	2017	2014	2015	2016	2017
	n=400	n=400	n=400	n=400	n=1,126	n=1,630	n=1,996	n=1,568
Overall satisfaction with living in the City of Edmonton	77%	80%	80%	78%	75%	74%	74%	71%

Base: Edmontonians

Q3. Taking everything into account, overall how satisfied are you with living in the City of Edmonton? Please use a scale from 1 to 5 where 1 means you are not at all satisfied and 5 means you are extremely satisfied.

OPINIONS REGARDING LIVING IN EDMONTON

2017 - Telephone Survey



Base: Edmontonians (n=400)

Q4. I am going to read you a series of statements about living in Edmonton. To what extent do you Agree or Disagree with each of the following statements about the City of Edmonton? Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.

OPINIONS REGARDING LIVING IN EDMONTON

Telephone Survey vs. City Insight Panel

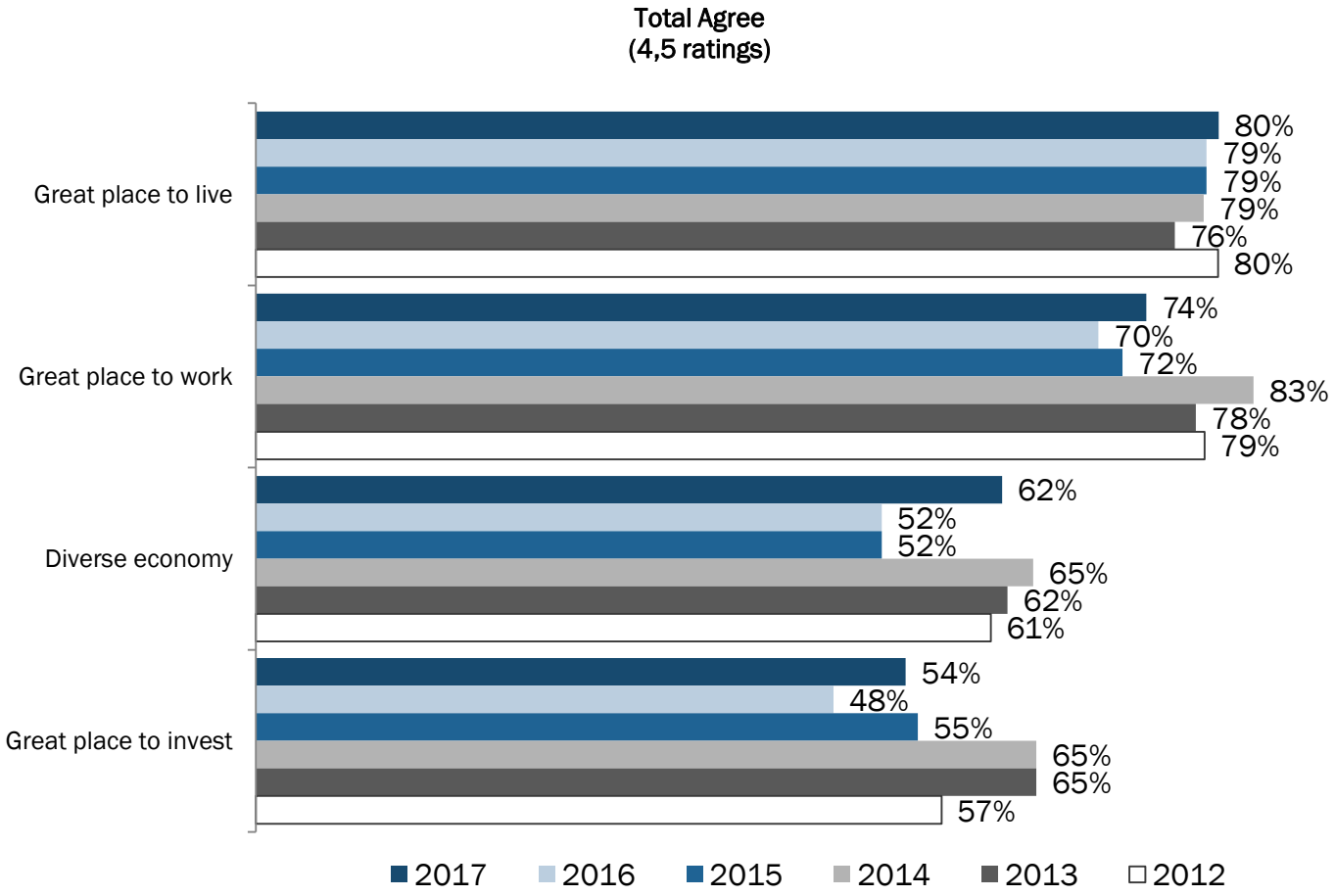
	Telephone Survey				City Insight Panel			
	Total Agree (4,5 ratings)							
	2014	2015	2016	2017	2014	2015	2016	2017
	n=400	n=400	n=400	n=400	n=1,126	n=1,630	n=1,996	n=1,568
Great place to live	79%	79%	79%	80%	75%	75%	73%	71%
Great place to work	83%	72%	70%	74%	74%	71%	69%	68%
Diverse economy	65%	52%	52%	62%	40%	44%	50%	47%
Great place to invest	65%	55%	48%	54%	52%	49%	46%	44%

Base: Edmontonians

Q4. I am going to read you a series of statements about living in Edmonton. To what extent do you Agree or Disagree with each of the following statements about the City of Edmonton? Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.

OPINIONS REGARDING LIVING IN EDMONTON

2017 - Telephone Survey



Base: Edmontonians (n=400)

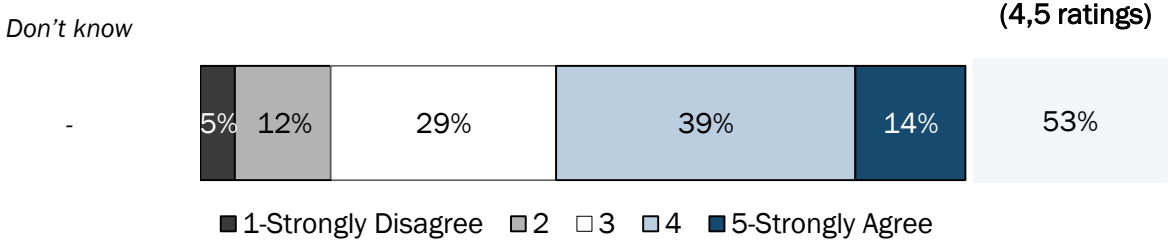
Q4. I am going to read you a series of statements about living in Edmonton. To what extent do you Agree or Disagree with each of the following statements about the City of Edmonton? Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.

CITY DESIGN AND ATTRACTIVENESS

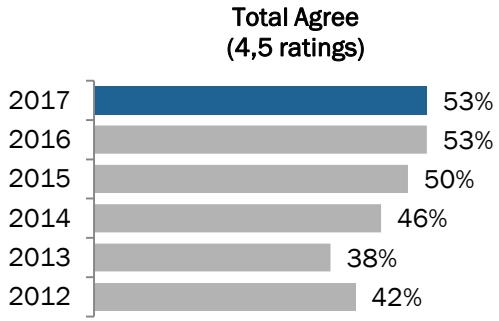
CITY DESIGN AND ATTRACTIVENESS

2017 - Telephone Survey

Target 2018: 55% positive mentions



Trend Over Time



Base: Edmontonians (n=400)

Base: Edmontonians (n=400)

Q5. How much do you agree or disagree that Edmonton is a well-designed, attractive city?

CITY DESIGN AND ATTRACTIVENESS

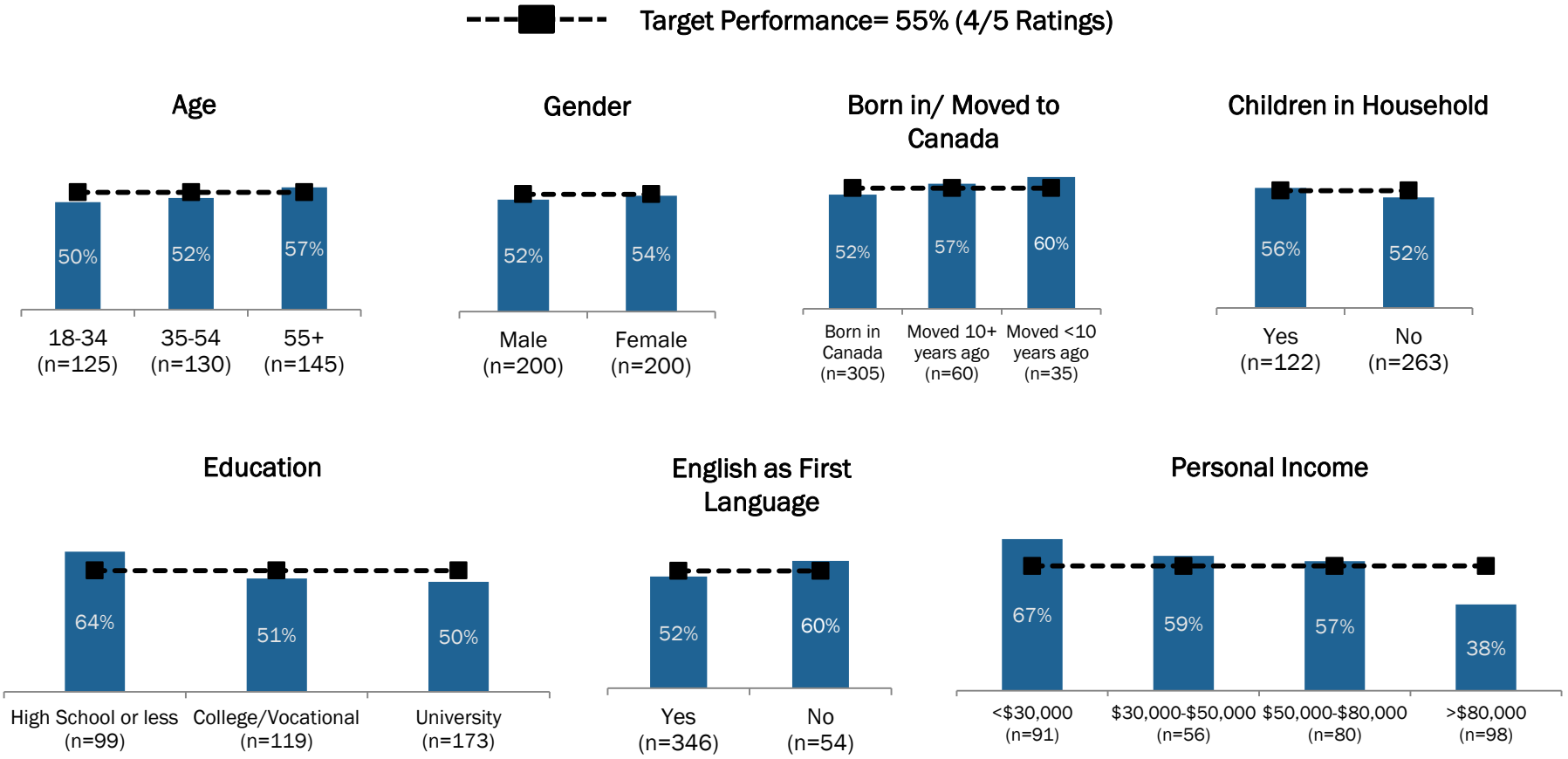
Telephone Survey vs. City Insight Panel

	Telephone Survey				City Insight Panel			
	Total Agree (4,5 ratings)							
	2014	2015	2016	2017	2014	2015	2016	2017
	n=400	n=400	n=400	n=400	n=1,126	n=1,630	n=1,996	n=1,568
Edmonton is a well-designed, attractive city	46%	50%	53%	53%	24%	28%	29%	28%

Q5. How much do you agree or disagree that Edmonton is a well-designed, attractive city?

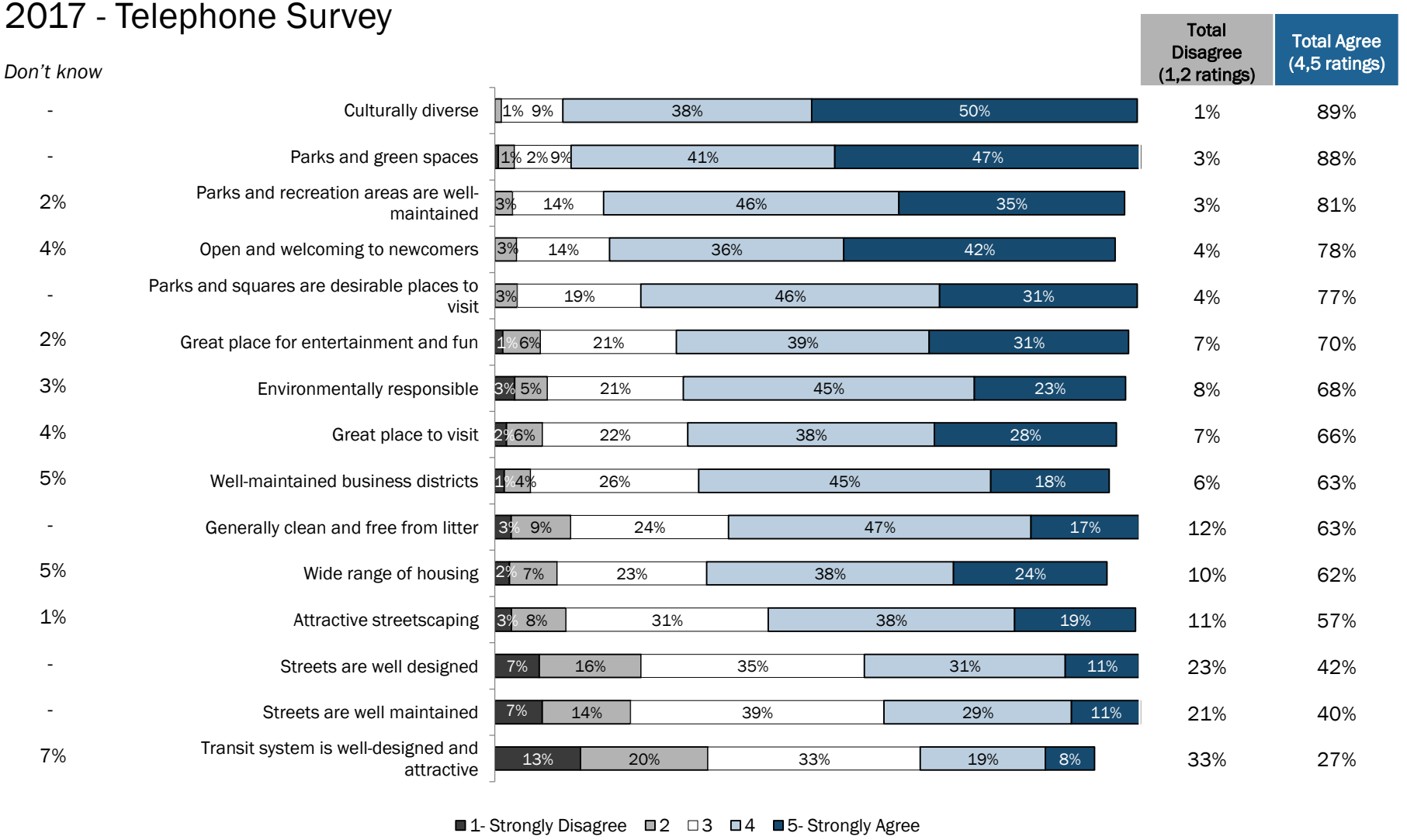
CITY DESIGN AND ATTRACTIVENESS

By Demographics, 2017 - Telephone Survey



OPINIONS REGARDING CITY DESIGN AND ATTRACTIVENESS

2017 - Telephone Survey



Base: Edmontonians (n=400)

Q6. I am going to read you some statements about urban design and attractiveness. For each, how much do you agree or disagree about the City of Edmonton. Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.

OPINIONS REGARDING CITY DESIGN AND ATTRACTIVENESS

Telephone Survey vs. City Insight Panel

	Telephone Survey				City Insight Panel			
	Total Agree (4,5 ratings)							
	2014	2015	2016	2017	2014	2015	2016	2017
	n=400	n=400	n=400	n=400	n=1,126	n=1,630	n=1,996	n=1,568
Culturally diverse	89%	88%	88%	89%	79%	81%	85%	84%
Parks and green spaces	83%	86%	86%	88%	83%	83%	82%	83%
Parks and recreation areas are well-maintained	79%	79%	80%	81%	75%	75%	75%	74%
Open and welcoming to newcomers	74%	75%	78%	78%	58%	64%	65%	63%
Parks and squares are desirable places to visit	78%	77%	77%	77%	73%	73%	71%	73%
Great place for entertainment and fun	69%	74%	73%	70%	65%	65%	68%	64%
Environmentally responsible	73%	68%	62%	68%	59%	63%	59%	59%
Great place to visit	65%	68%	67%	66%	47%	51%	52%	49%
Well-maintained business districts	61%	58%	62%	63%	39%	42%	48%	46%
Generally clean and free from litter	61%	64%	63%	63%	44%	48%	51%	49%
Wide range of housing	57%	61%	69%	62%	46%	47%	55%	53%
Attractive streetscaping	54%	53%	57%	57%	40%	46%	46%	46%
Streets are well designed	42%	44%	44%	42%	24%	26%	28%	22%
Streets are well maintained	33%	37%	41%	40%	24%	27%	35%	33%
Transit system is well-designed and attractive	38%	34%	34%	27%	25%	21%	20%	16%

Base: Edmontonians

Q6. I am going to read you some statements about urban design and attractiveness. For each, how much do you agree or disagree about the City of Edmonton. Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.

DRIVERS OF DESIGN AND ATTRACTIVENESS

2017 - Telephone Survey

Streets		Visit and Entertainment		Transit		Diversity		Parks and Recreation		Cleanliness		Others	
Streets are well designed	20%	The city is a great place to visit	12%	The transit system is well designed and attractive	6%	The city is culturally diverse	3%	Public spaces like parks and squares are desirable places to visit	8%	The city is clean and generally free from litter	4%	The city has well-maintained business districts	8%
The city has attractive streetscaping such as, flower pots, lighting, furniture, signage, etc.	12%	The city is a great place for entertainment and fun	5%			There is a wide range of housing available	1%	There are parks and green spaces spread throughout the city	3%			It is an environmentally responsible city	4%
Streets are well maintained	11%					The city is open and welcoming to newcomers	1%	The city parks and recreation areas are well maintained	2%				

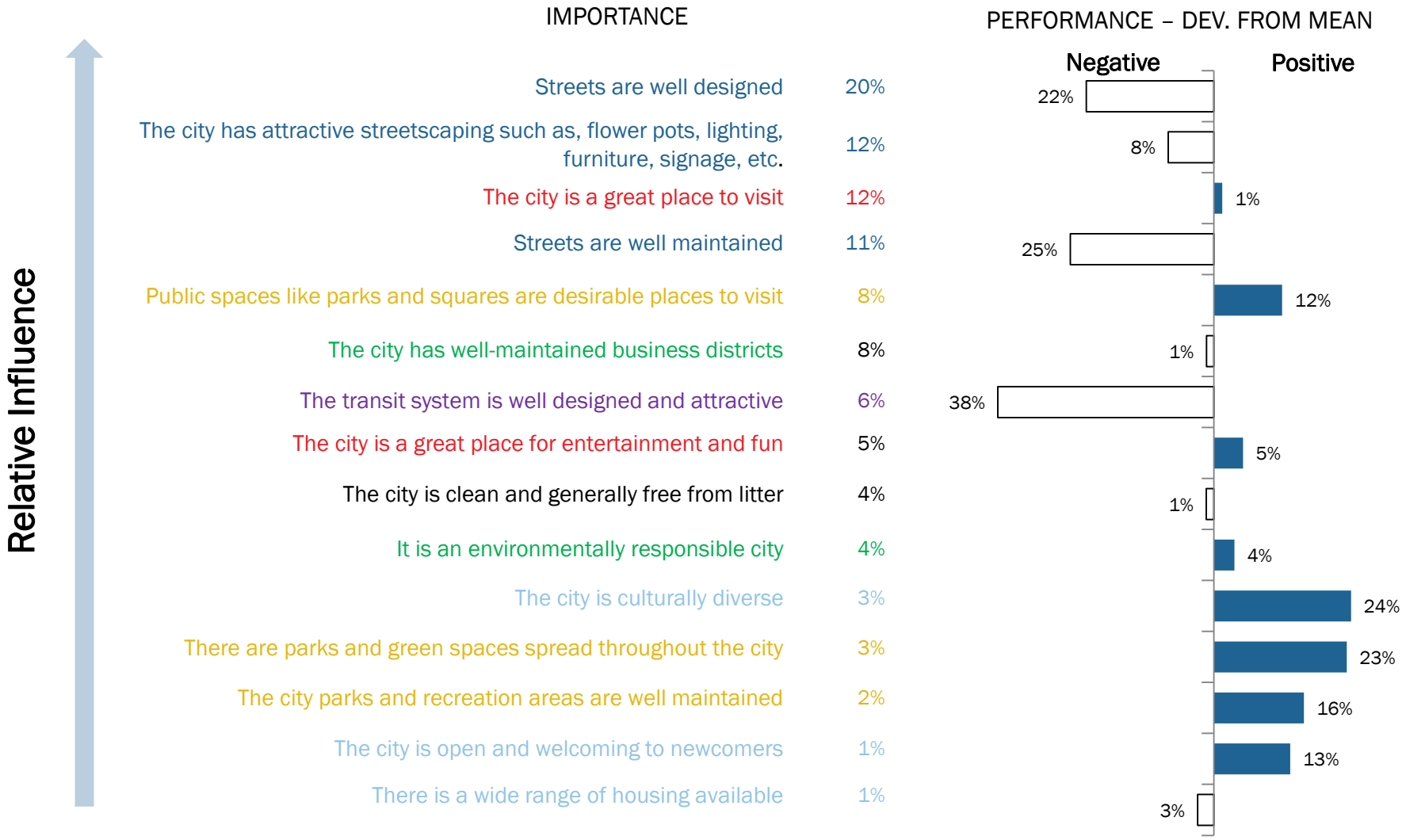
R Square .44

Percentages indicate relative impact on overall well-designed and attractive City

Base: Edmontonians

DESIGN AND ATTRACTIVENESS: PERFORMANCE VS. IMPORTANCE

2017 - Telephone Survey



R Square .44

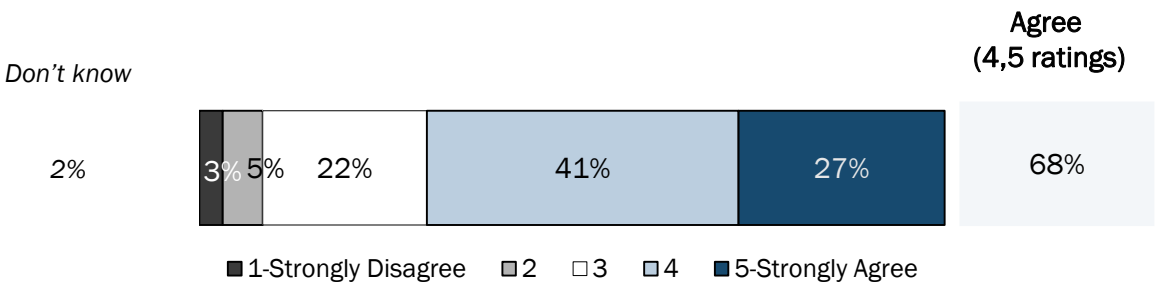
Streets /Cleanliness /Visit and Entertainment /Parks and Recreation /Transit /Diversity /Others

QUALITY OF LIFE AND ACCESS TO SERVICES & INFRASTRUCTURE

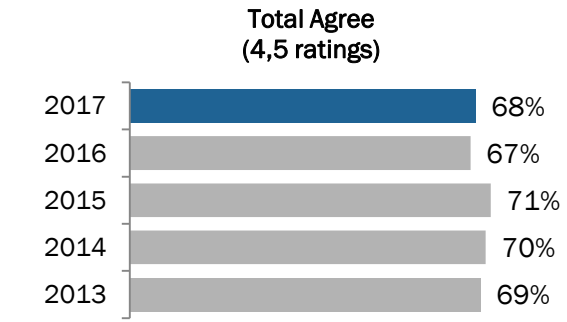
ACCESS TO INFRASTRUCTURE, AMENITIES AND SERVICES

2017 - Telephone Survey

Target: 70% positive mentions



Trend Over Time



Base: Edmontonians (n=400)

Base: Edmontonians (n=400)

Q7. How much do you agree or disagree that you have access to infrastructure, amenities and services that will improve your quality of life?

ACCESS TO INFRASTRUCTURE, AMENITIES AND SERVICES

Telephone Survey vs. City Insight Panel

	Telephone Survey				City Insight Panel			
	Total Agree (4,5 ratings)							
	2014	2015	2016	2017	2014	2015	2016	2017
	n=400	n=400	n=400	n=400	n=1,126	n=1,630	n=1,996	n=1,568
Access to infrastructure, amenities and services that will improve quality of life	70%	71%	67%	68%	68%	69%	71%	68%

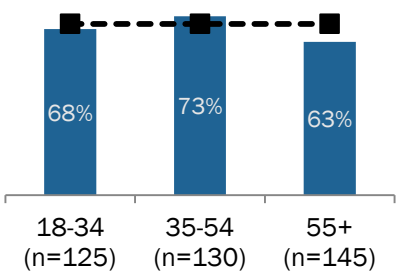
Q7. How much do you agree or disagree that you have access to infrastructure, amenities and services that will improve your quality of life?

ACCESS TO INFRASTRUCTURE, AMENITIES AND SERVICES

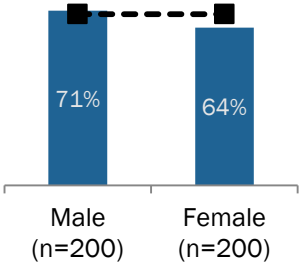
By Demographics, 2017 - Telephone Survey

Target Performance= 70% (4/5 Ratings)

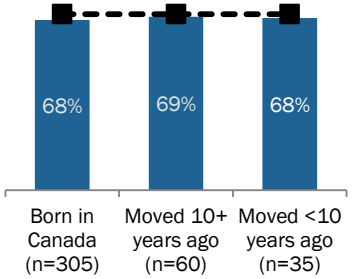
Age



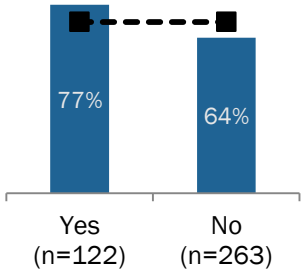
Gender



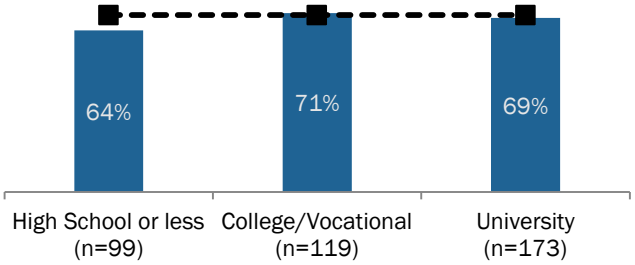
Born in/ Moved to Canada



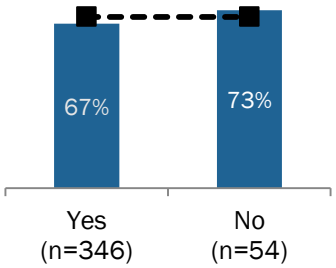
Children in Household



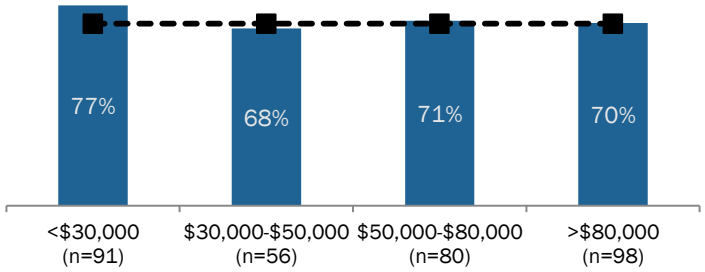
Education



English as First Language

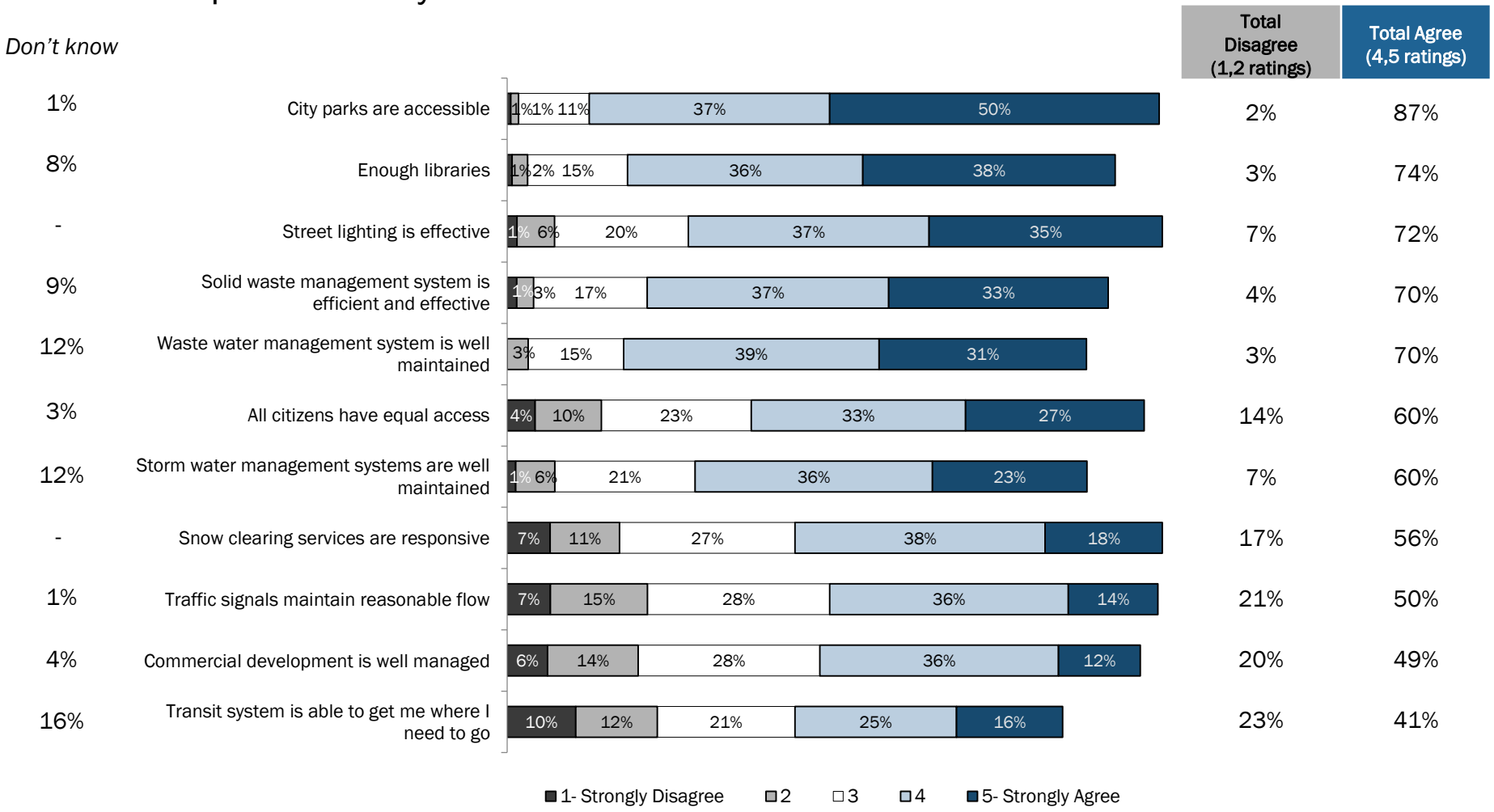


Personal Income



OPINIONS REGARDING ACCESS

2017 - Telephone Survey



Base: Edmontonians

Q8. I am going to read you some statements about quality of life in Edmonton. For each, how much do you agree or disagree about the city of Edmonton. Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.

OPINIONS REGARDING ACCESS

Telephone Survey vs. City Insight Panel

	Telephone Survey				City Insight Panel			
	Total Agree (4,5 ratings)							
	2014	2015	2016	2017	2014	2015	2016	2017
	n=400	n=400	n=400	n=400	n=1,126	n=1,630	n=1,996	n=1,568
City parks are accessible	86%	86%	85%	87%	83%	83%	82%	80%
Enough libraries	74%	76%	74%	74%	75%	75%	73%	70%
Street lighting is effective	77%	76%	76%	72%	66%	65%	67%	66%
Solid waste management system is efficient and effective	78%	80%	75%	70%	74%	71%	72%	71%
Waste water management system is well maintained	72%	68%	67%	70%	58%	57%	60%	58%
All citizens have equal access	60%	60%	58%	60%	44%	41%	44%	36%
Storm water management systems are well maintained	62%	62%	56%	60%	46%	46%	43%	46%
Snow clearing services are responsive	46%	56%	48%	56%	53%	56%	60%	58%
Traffic signals maintain reasonable flow	53%	52%	49%	50%	43%	38%	43%	37%
Commercial development is well managed	51%	48%	49%	49%	38%	38%	39%	36%
Transit system is able to get me where I need to go	49%	43%	44%	41%	33%	33%	31%	26%

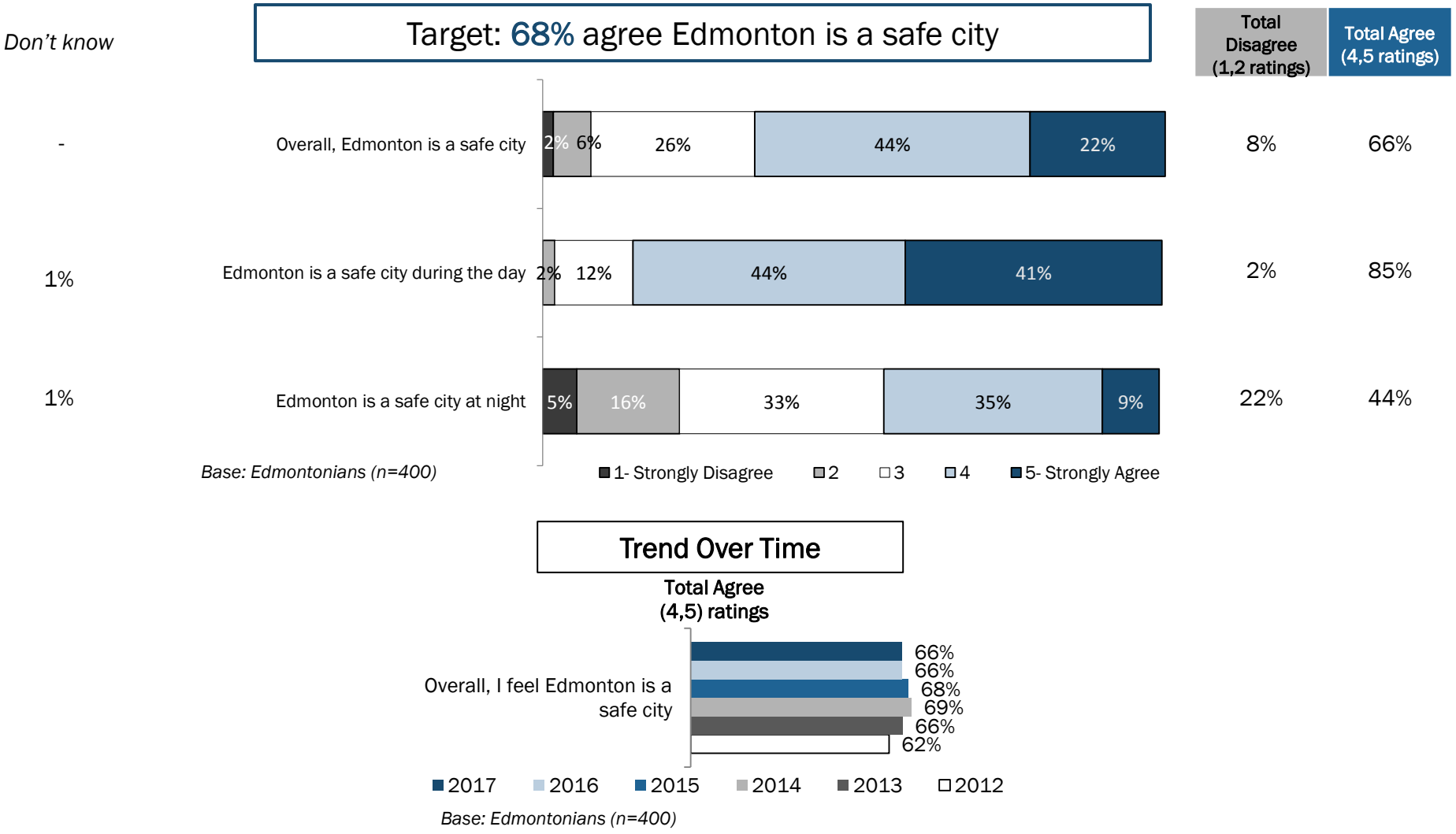
Base: Edmontonians

Q8. I am going to read you some statements about quality of life in Edmonton. For each, how much do you agree or disagree about the city of Edmonton. Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.

SAFETY

SAFETY IN THE CITY

2017 - Telephone Survey



Q13. How much do you agree or disagree that...

SAFETY IN THE CITY

Telephone Survey vs. City Insight Panel

	Telephone Survey				City Insight Panel			
	Total Agree (4,5 ratings)							
	2014	2015	2016	2017	2014	2015	2016	2017
	n=400	n=400	n=400	n=400	n=1,126	n=1,630	n=1,996	n=1,568
Overall, Edmonton is a safe city	69%	68%	66%	66%	71%	70%	69%	69%
Edmonton is a safe city during the day	90%	85%	88%	85%	86%	86%	85%	84%
Edmonton is a safe city at night	45%	45%	41%	44%	45%	40%	40%	42%

Base: Edmontonians

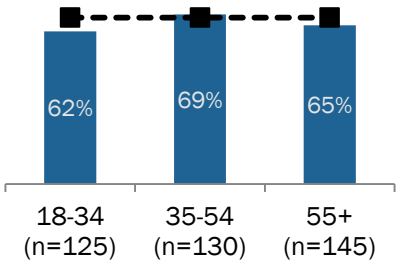
Q13. How much do you agree or disagree that...

SAFETY IN THE CITY (Edmonton is a safe city)

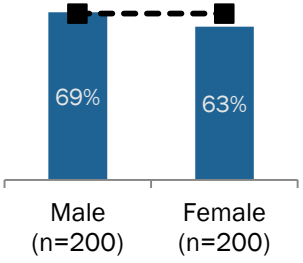
By Demographics, 2017 - Telephone Survey

Target Performance= 68% (4/5 Ratings)

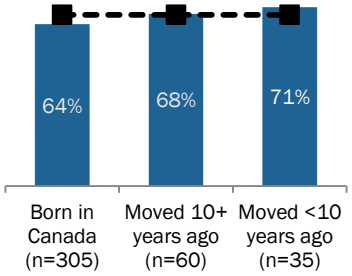
Age



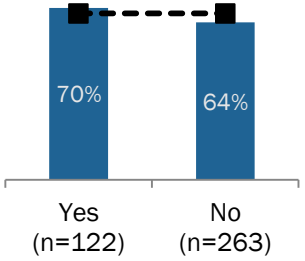
Gender



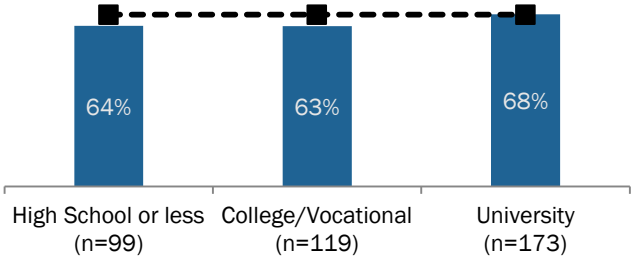
Born in/ Moved to Canada



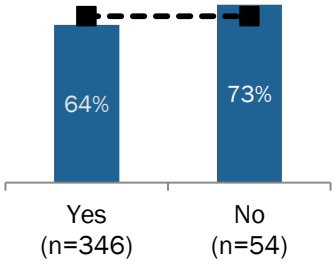
Children in Household



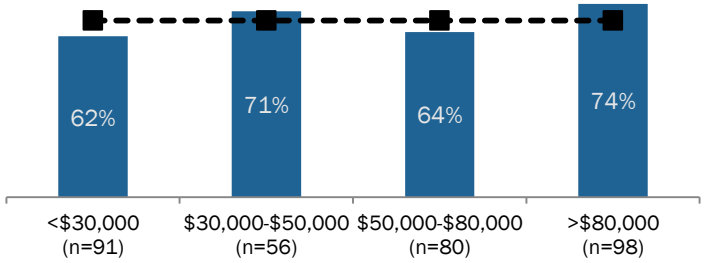
Education



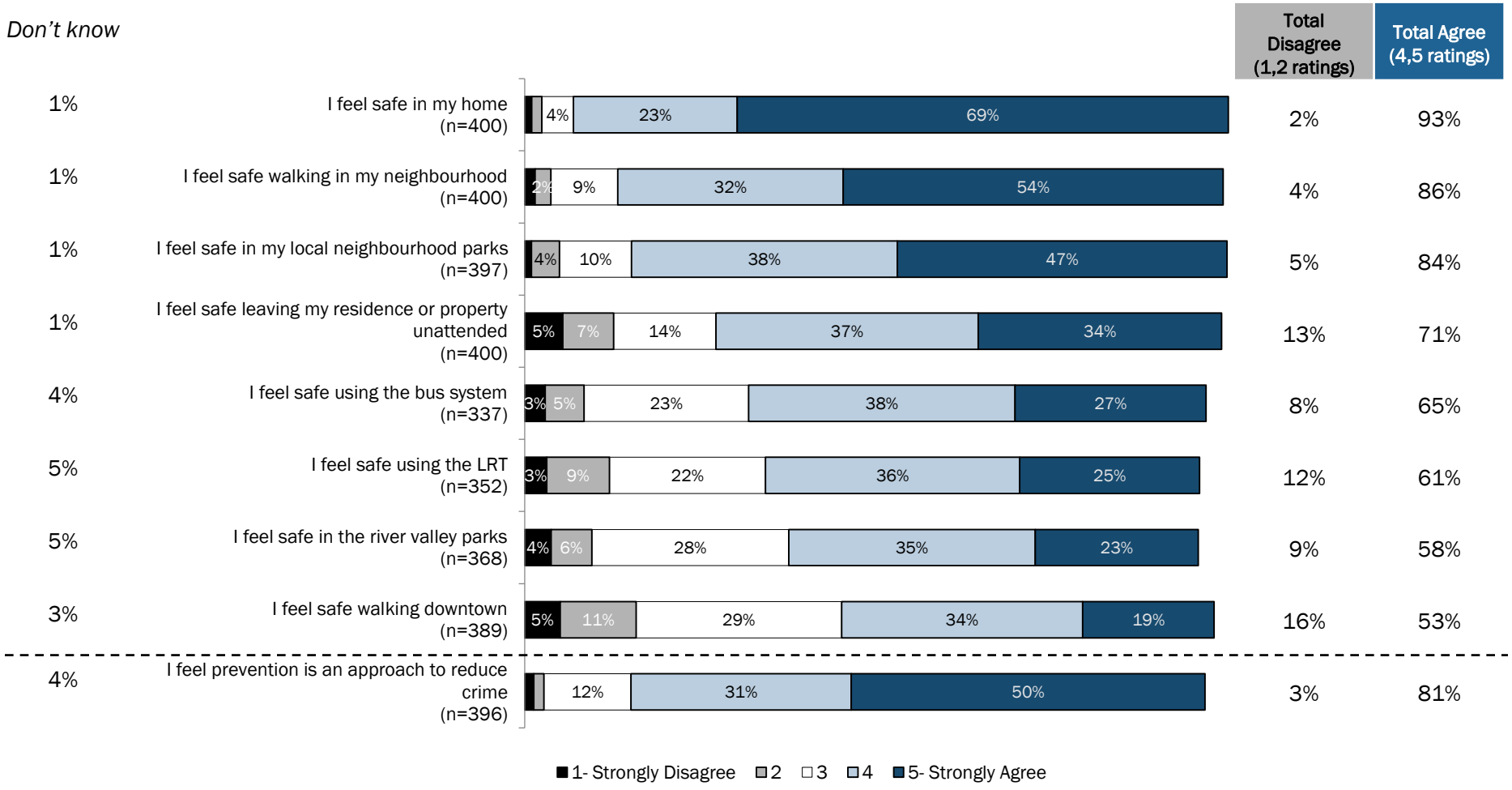
English as First Language



Personal Income



PERSONAL SAFETY IN THE CITY
2017 - Telephone Survey



Base: Edmontonians (n=400)
Note: Not Applicable responses excluded/1% mentions are not labeled

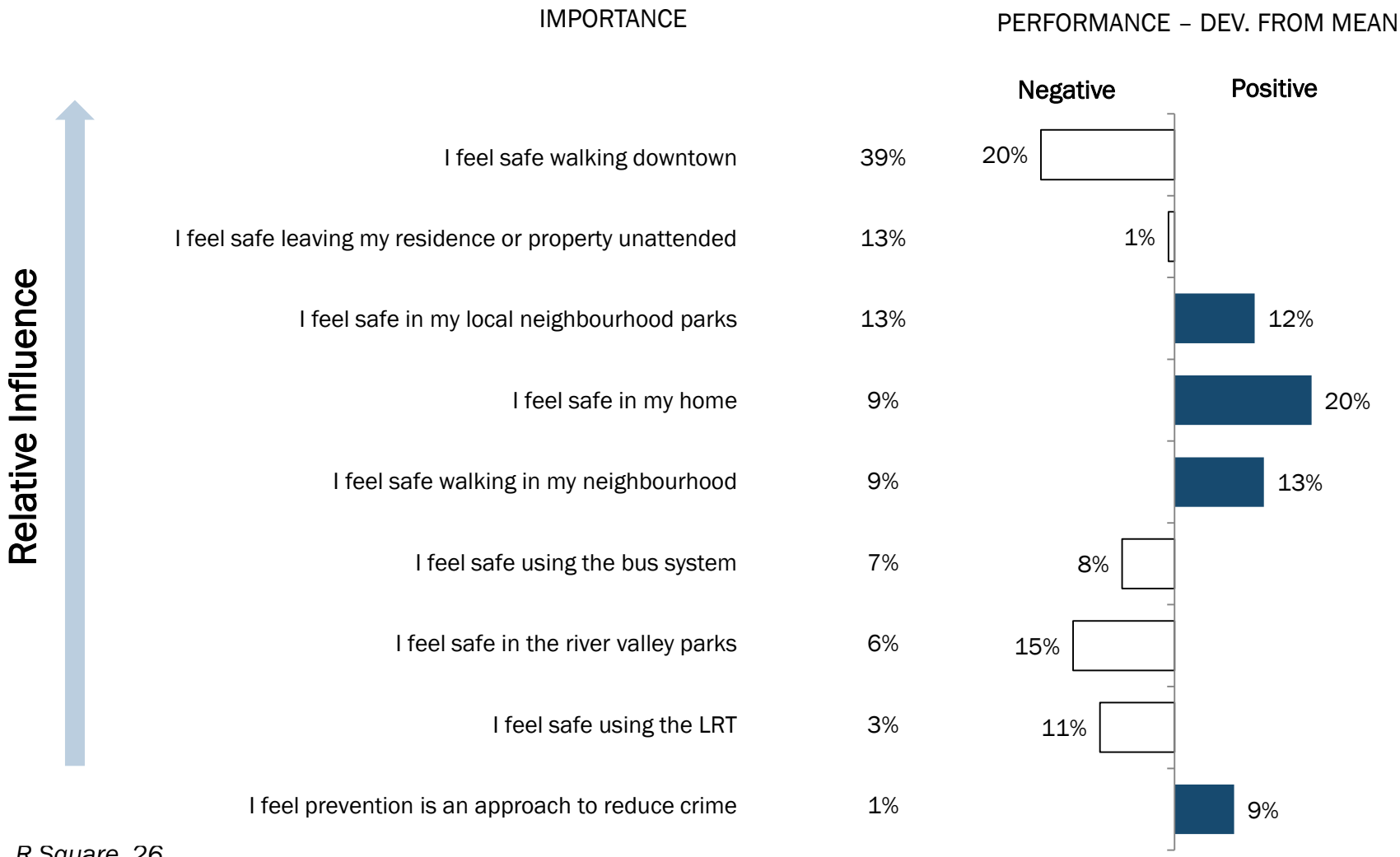
Q14. I am going to read you some statements about personal safety in Edmonton. For each, how much do you agree or disagree about the City of Edmonton. Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.

PERSONAL SAFETY IN THE CITY

Telephone Survey vs. City Insight Panel

	Telephone Survey				City Insight Panel			
	Total Agree (4,5 ratings)							
	2014	2015	2016	2017	2014	2015	2016	2017
	n=339-400	n=346-400	n=349-400	n=337-400	n=1,035-1,136	n=1,484-1,629	n=1,782-1,992	n=1379-1567
I feel safe in my home	96%	96%	94%	93%	93%	93%	93%	92%
I feel safe walking in my neighbourhood	86%	86%	85%	86%	83%	83%	82%	83%
I feel safe in my local neighbourhood parks	85%	85%	85%	84%	78%	80%	78%	78%
I feel safe leaving my residence or property unattended	74%	74%	70%	71%	66%	68%	67%	65%
I feel safe using the bus system	67%	66%	65%	65%	63%	61%	60%	57%
I feel safe using the LRT	62%	61%	64%	61%	61%	60%	60%	58%
I feel safe in the river valley parks	63%	64%	62%	58%	65%	62%	63%	62%
I feel safe walking downtown	59%	55%	56%	53%	60%	57%	58%	58%
I feel prevention is an approach to reduce crime	82%	82%	88%	81%	87%	87%	88%	87%

DRIVERS OF SAFETY
Telephone Survey



R Square .26

Percentages indicate relative influence on overall feeling of safety

Base: Edmontonians (n=400)

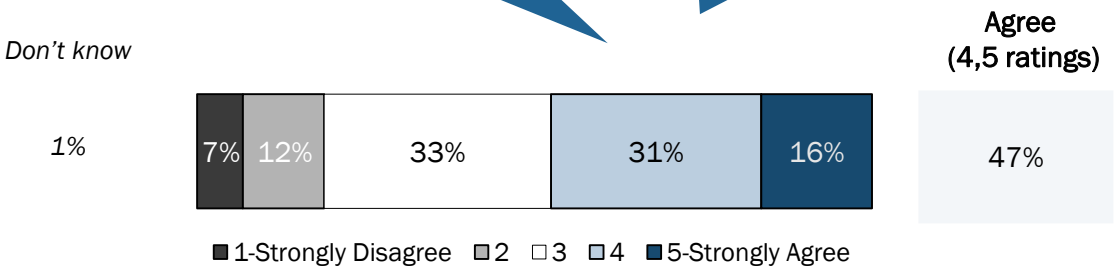
CONNECTEDNESS

CONNECTEDNESS TO COMMUNITY
2017 - Telephone Survey

Target 2018: 45% feel connected to their community

"We have an active community board or council and a variety of community building events. We had a neighborhood wine walk last night. So I do feel connected to the people in my community."

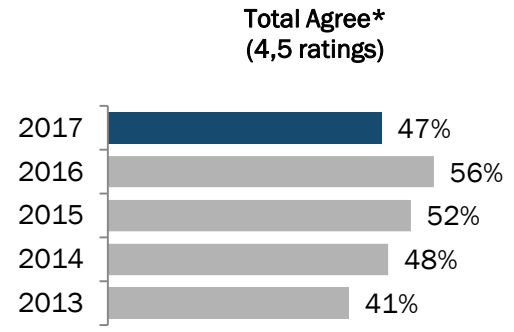
"It is wonderful community. It is very community oriented. The community league has lots of activities happening like street hockey, block parties. Halloween festivities. And there is lots of people out walking. Bike lanes. There is always people riding their bikes."



"There are not that many community events in my neighborhood, and I've only lived in this neighborhood for a year."

"Because I don't know my neighbors, and I don't find it personable, and there is nothing to engage in the community."

Trend Over Time



Base: Edmontonians (n=400)

Base: Edmontonians (n=400) ** Change in scale in 2014*

Q10a. Considering all aspects of your community life, please indicate the degree to which you agree or disagree with the following statement. I feel connected to my community.

CONNECTEDNESS TO COMMUNITY

Telephone Survey vs. City Insight Panel

	Telephone Survey				City Insight Panel			
	Total Agree (4,5 ratings)							
	2014	2015	2016	2017	2014	2015	2016	2017
	n=400	n=400	n=400	n=400	n=1,126	n=1,630	n=1,996	n=1,568
I feel connected to my community	48%	52%	56%	47%	47%	51%	49%	45%

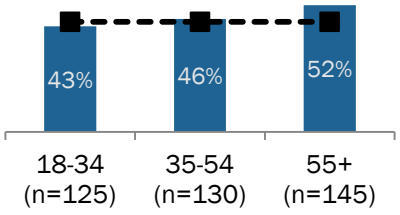
Q10a. Considering all aspects of your community life, please indicate the degree to which you agree or disagree with the following statement. I feel connected to my community.

CONNECTEDNESS TO COMMUNITY

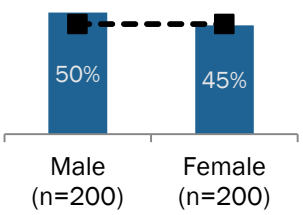
By Demographics, 2017 - Telephone Survey

Target Performance= 45% (4/5 Ratings)

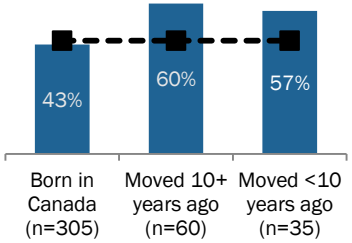
Age



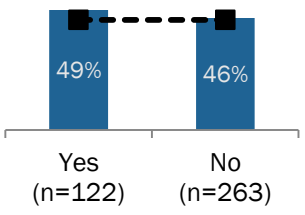
Gender



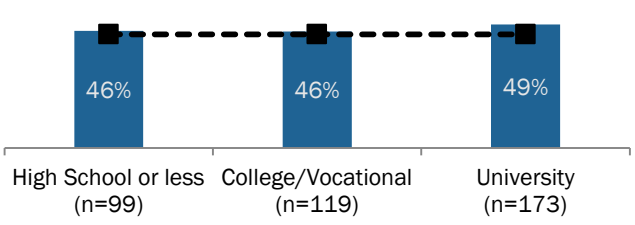
Born in/ Moved to Canada



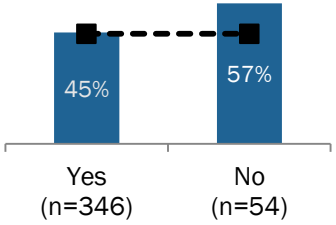
Children in Household



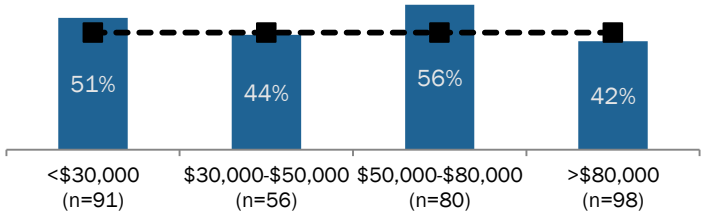
Education



English as First Language



Personal Income



OPINION REGARDING CONNECTEDNESS

2017 - Telephone Survey

Reasons Edmontonians do not feel connected to the community (1,2 ratings)	Total (n=74)
I am not well connected to the community	19%
Don't know many people in my area	11%
There are not many community activities	8%
I just keep to myself / Private person	8%
Poor community involvement / Citizens do not actively participate in the community	7%
There is no sense of community here	7%
I am too busy to get involved	6%
I recently moved to the city	5%
Too old	5%
Too many different ethnic groups/cultures/nationalities	4%
Not enough advertising regarding attractions / events	3%
High crime rate / I do not feel the city is safe	3%
Other	11%
I don't know / Refusal	4%

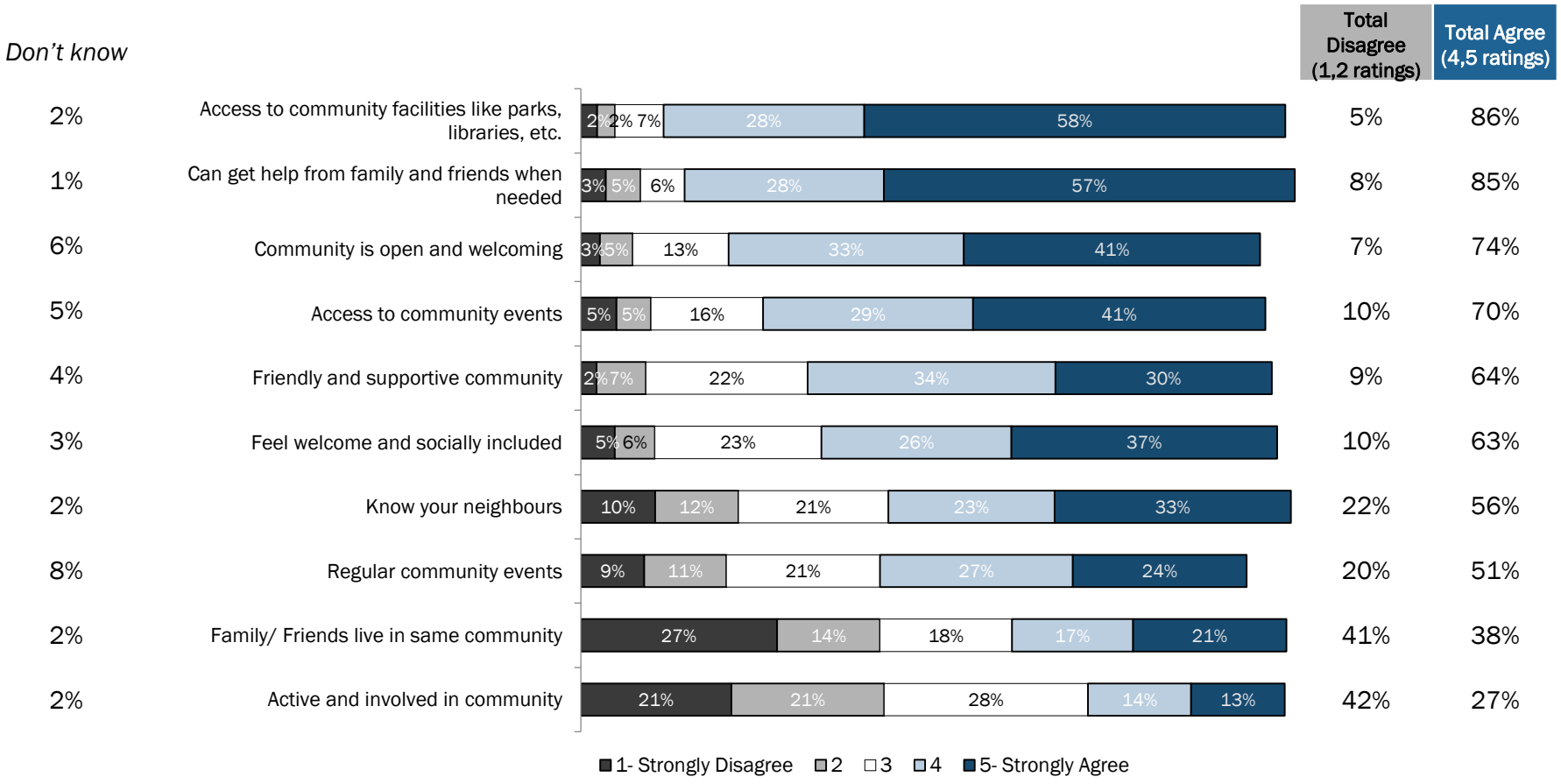
Reasons Edmontonians feel connected to the community (4,5 ratings)	Total (n=189)
I am well connected to the community	29%
I am informed about attractions / events	13%
I know/ speak with my neighbours	12%
My friends live in this city / Friendly people live in the city	10%
I volunteer	8%
Wide variety of attractions / Many things to do in the city	7%
It is a good city / I like this city / It is a beautiful city	7%
I was born in this city / I live in this city	5%
Good sports/recreation facilities	5%
Good accessibility within the city (no traffic, good public transit, well planned streets etc.)	3%
It is a culturally rich city	2%
Other	7%
None / I have no specified reason to feel this way	4%
I don't know / Refusal	5%

Base: Edmontonians
Mentions less than 2% not included

Q10b. Why do you say that?

OPINIONS REGARDING CONNECTEDNESS TO COMMUNITY

2017 - Telephone Survey



Base: Edmontonians (n=400)

Q11. I am going to read you some statements about being connected with your community. For each, how much do you agree or disagree. Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.

OPINIONS REGARDING CONNECTEDNESS TO COMMUNITY

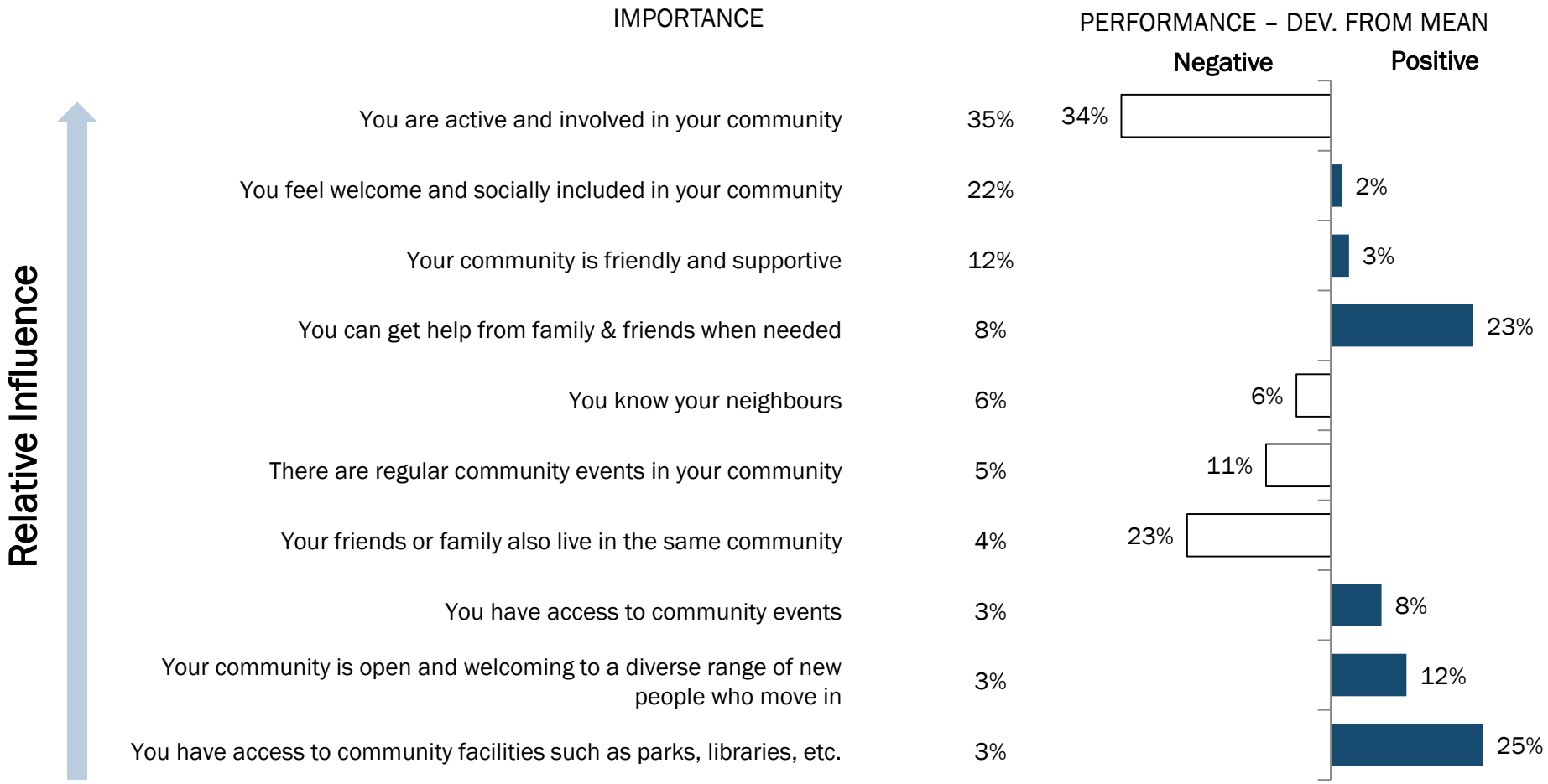
Telephone Survey vs. City Insight Panel

	Telephone Survey				City Insight Panel			
	Total Agree (4,5 ratings)							
	2014	2015	2016	2017	2014	2015	2016	2017
	n=400	n=400	n=400	n=400	n=1,126	n=1,630	n=1,996	n=1,568
Access to community facilities like parks, libraries, etc.	86%	89%	88%	86%	86%	87%	86%	85%
Can get help from family and friends when needed	83%	82%	85%	85%	76%	76%	78%	76%
Community is open and welcoming*	-	69%	72%	74%	-	56%	57%	60%
Access to community events	68%	74%	74%	70%	66%	70%	69%	69%
Friendly and supportive community	67%	67%	70%	64%	51%	54%	53%	51%
Feel welcome and socially included*	-	67%	70%	63%	-	54%	54%	53%
Know your neighbours	59%	60%	64%	56%	48%	53%	51%	51%
Regular community events	50%	52%	58%	51%	47%	51%	50%	48%
Family/ Friends live in same community	43%	45%	47%	38%	36%	36%	34%	32%
Active and involved in community	34%	34%	33%	27%	34%	37%	32%	30%

** New in 2015*

Q11. I am going to read you some statements about being connected with your community. For each, how much do you agree or disagree. Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.

DRIVERS OF CONNECTEDNESS
2017- Telephone Survey



R Square .43

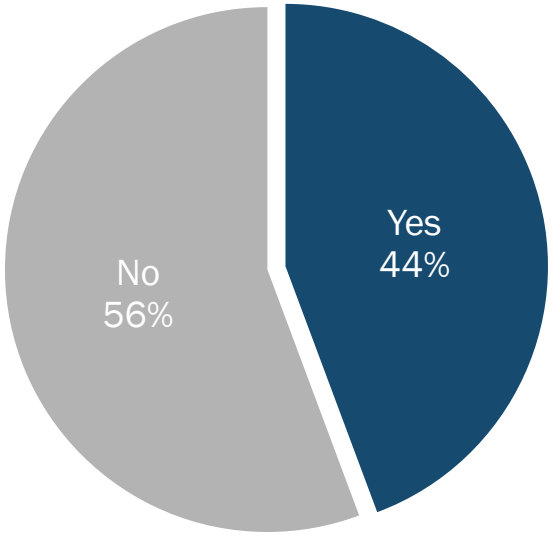
Base: Edmontonians (n=400)
Percentages indicate relative impact on feeling of connectedness

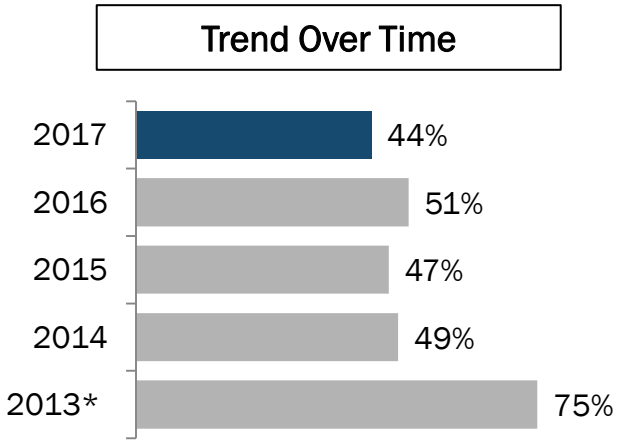
VOLUNTEERISM

VOLUNTEERING OVER THE PAST YEAR

Trends Over Time, Telephone Survey

Target: 55% Reported Volunteering Rate





Base: Edmontonians (n=400)

**** Change in wording in 2014 (In 2013 participants were read a list of various volunteer activities and they selected the ones in which they were involved in the last 12 months. In 2014 participants were asked if they have volunteered in the past 12 months).***

Q15. Over the past year, have you volunteered with or for a community group, charity or similar organization?

IMPACT OF VOLUNTEERING ON CONNECTEDNESS

2017 Results Telephone Survey vs. City Insight Panel

	Telephone Survey		City Insight Panel	
	Volunteered in Past Year			
	Yes	No	Yes	No
	n=177	n=223	n=916	n=619
I feel connected to my community (Agree - 4,5 ratings)	54%	41%	54%	33%

Q15. Over the past year, have you volunteered with or for a community group, charity or similar organization?

VOLUNTEERING OVER THE PAST YEAR

Telephone Survey vs. City Insight Panel

	Telephone Survey				City Insight Panel			
	Yes				Yes			
	2014	2015	2016	2017	2014	2015	2016	2017
	n=400	n=400	n=400	n=400	n=1,126	n=1,630	n=1,996	n=1,568
Volunteered over the past year	49%	47%	51%	44%	65%	66%	59%	58%

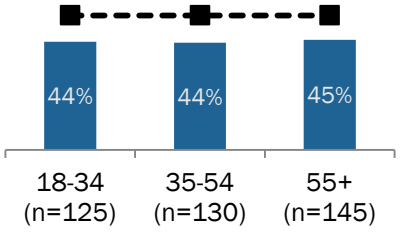
Q15. Over the past year, have you volunteered with or for a community group, charity or similar organization?

VOLUNTEERISM

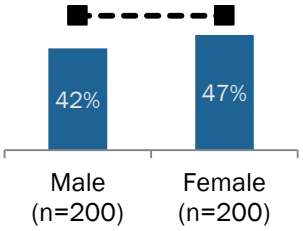
By Demographics, 2017 - Telephone Survey

Target Performance= 55% (4/5 Ratings)

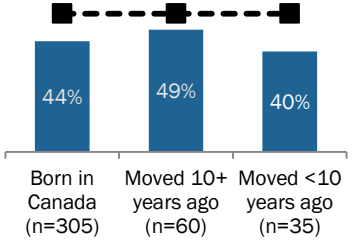
Age



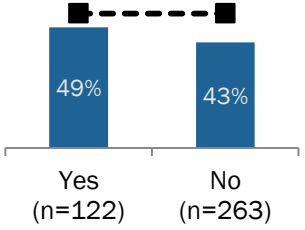
Gender



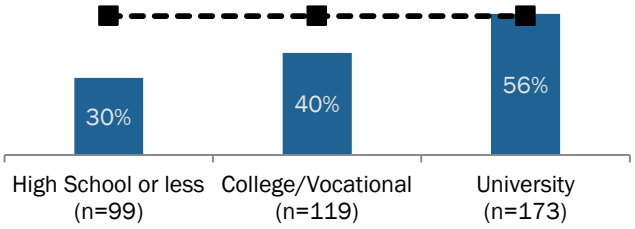
Born in/ Moved to Canada



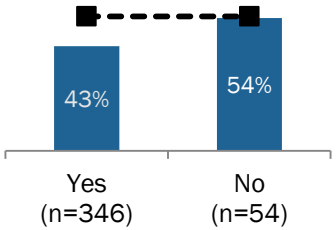
Children in Household



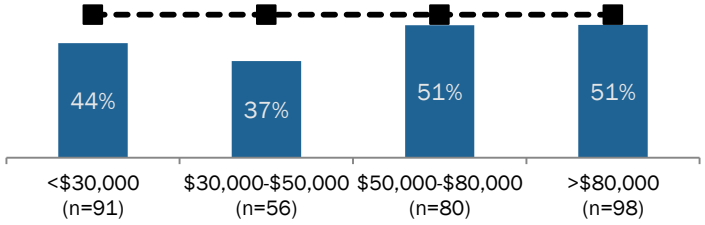
Education



English as First Language



Personal Income



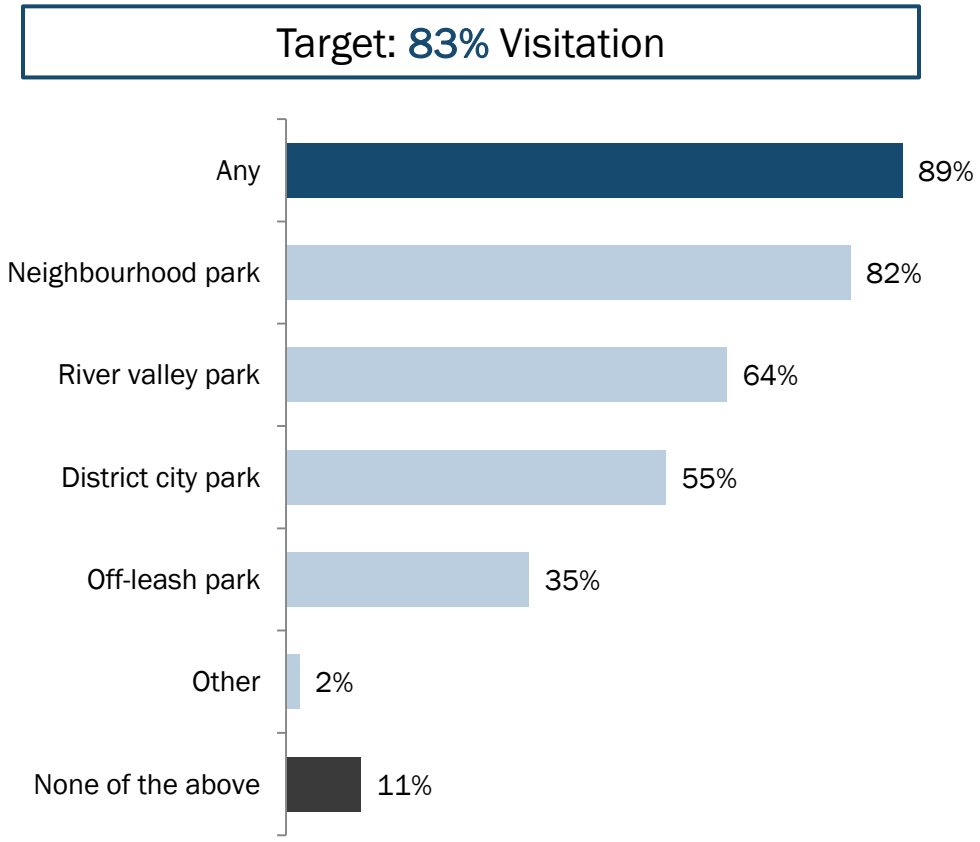
SPECIFIC VOLUNTEERING ACTIVITIES OVER THE PAST YEAR
Telephone Survey vs. City Insight Panel

Volunteering Activities	Telephone Survey	City Insight Panel
	2017 (n=400)	2017 (n=1,568)
Any	**88%**	**83%**
Helped someone outside of your household with yard work or snow removal	59%	43%
Helped someone outside your household with errands or housework	57%	37%
Donated your time to an organization involved with youth, children or schools	37%	26%
Fundraising for or with a local charity	32%	28%
Provided unpaid babysitting or tutoring for someone outside of your family	24%	10%
Donated your time to a religious group	23%	15%
Volunteered at any festivals, events or attractions	19%	25%
Organized neighbourhood events or get togethers	16%	11%
Sat on any community board or committee	15%	21%
Raised awareness for an environmental cause	14%	13%
Donated time for a community safety project or program	8%	8%
Donated time at your local library	6%	1%
None of the above	12%	17%

Q13. Have you done any of the following in the past 12 months?

CITY PARKS VISITATION

CITY PARK VISITATION
2017 - Telephone Survey



Base: Edmontonians (n=400)

Q9. Have you used any of the following in the last 12 months in the City of Edmonton?

CITY PARK VISITATION

Telephone Survey vs. City Insight Panel

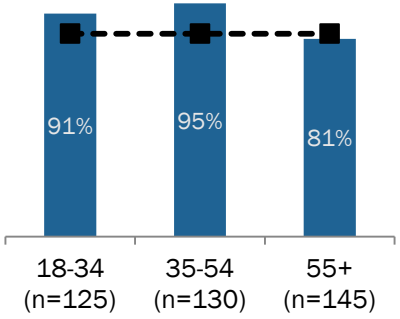
	Telephone Survey				City Insight Panel			
	2014	2015	2016	2017	2014	2015	2016	2017
	n=400	n=400	n=400	n=400	n=1,126	n=1,630	n=1,996	n=1,568
Any	**89%**	**88%**	**90%**	**89%**	**93%**	**92%**	**92%**	**91%**
Neighbourhood park	75%	79%	82%	82%	85%	79%	81%	80%
River valley park	61%	70%	63%	64%	77%	76%	73%	73%
District city park	49%	53%	49%	55%	41%	41%	42%	41%
Off-leash park	28%	39%	32%	35%	30%	29%	32%	32%
Other mentions	2%	2%	3%	2%	4%	3%	3%	3%
None of the above	11%	12%	10%	11%	7%	8%	8%	9%

PARK VISITATION

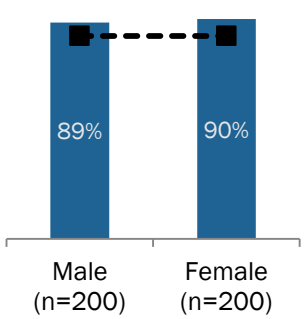
By Demographics, 2017 - Telephone Survey

Target Performance= 83% (4/5 Ratings)

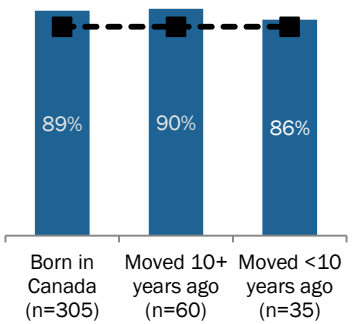
Age



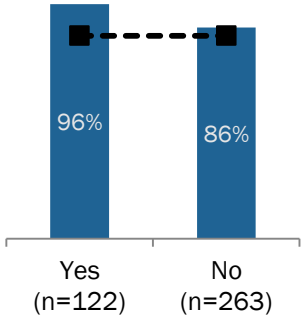
Gender



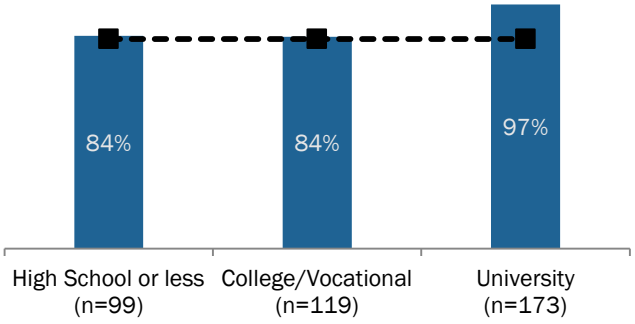
Born in/ Moved to Canada



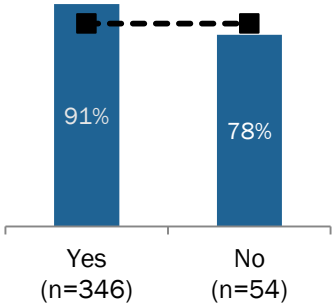
Children in Household



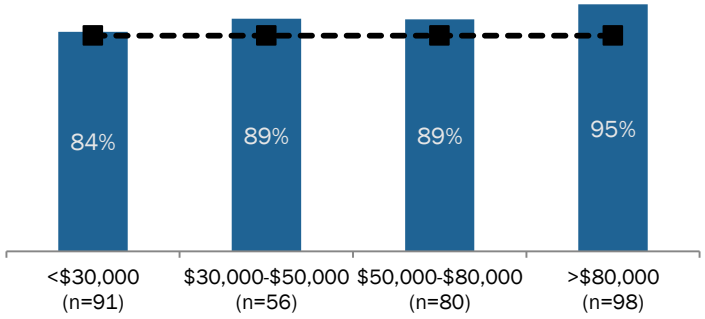
Education



English as First Language

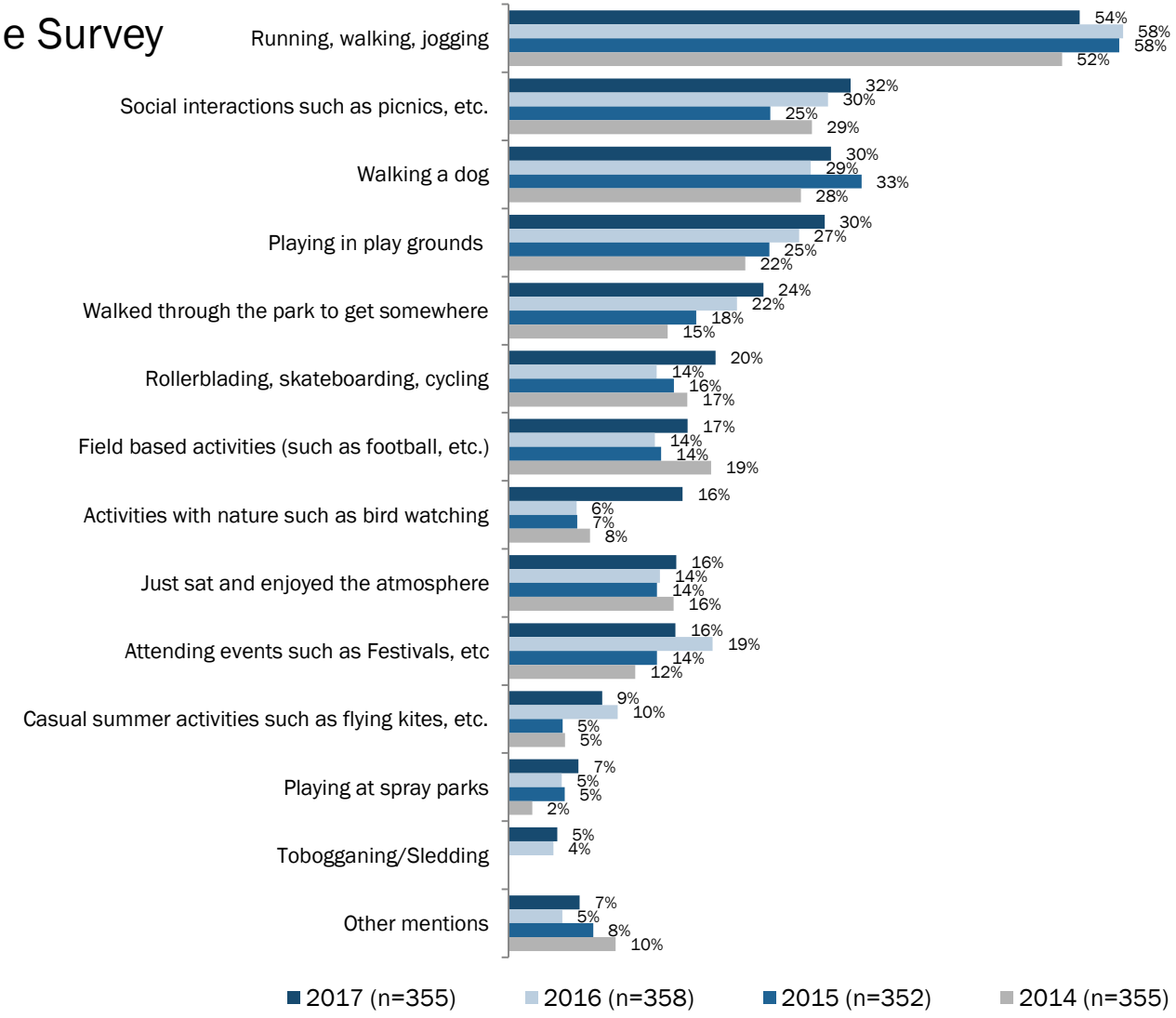


Personal Income



ACTIVITIES

2017 - Telephone Survey



Base: Edmontonians who used any of the city parks / Mentions 4% or less in 2017 not shown

Q9A. What did you do at the....that you used in the last 12 months? Please consider all the times you used it/ them in the last 12 months

ACTIVITIES

Telephone Survey vs. City Insight Panel

	Telephone Survey				City Insight Panel			
	2014	2015	2016	2017	2014	2015	2016	2017
	n=355	n=352	n=358	n=355	n=1,047	n=1,498	n=1,810	n=1,399
Running, walking, jogging	52%	58%	58%	54%	82%	83%	86%	83%
Social interactions such as picnics, etc.	29%	25%	30%	32%	55%	53%	56%	51%
Walking a dog	28%	33%	29%	30%	40%	38%	41%	42%
Playing in play grounds	22%	25%	27%	30%	39%	35%	35%	35%
Walked through the park to get somewhere	15%	18%	22%	24%	62%	62%	64%	62%
Rollerblading, skateboarding, cycling	17%	16%	14%	20%	31%	26%	29%	30%
Field based activities (such as football, etc.)	19%	14%	14%	17%	25%	23%	26%	24%
Attending events such as Festivals, etc.	12%	14%	19%	16%	63%	58%	59%	56%
Just sat and enjoyed the atmosphere	16%	14%	14%	16%	59%	56%	59%	53%
Activities with nature such as bird watching	8%	7%	6%	16%	52%	47%	52%	49%
Casual summer activities such as flying kites, etc.	5%	5%	10%	9%	41%	39%	42%	38%
Playing at spray parks	2%	5%	5%	7%	27%	26%	25%	23%
Other mentions	10%	15%	5%	7%	9%	6%	7%	7%
Tobogganing/Sledding	-	-	4%	5%	-	-	15%	17%

Base: Edmontonians who used any of the city parks / Mentions 4% or less in 2017 not shown

Q9A. What did you do at the….that you used in the last 12 months? Please consider all the times you used it/ them in the last 12 months

RESPONDENT PROFILE

TELEPHONE SURVEY

	Total
n=	400
Gender	
Male	50%
Female	50%
Age	
18 - 24	10%
25 - 34	22%
35 - 44	17%
45 - 54	18%
55 - 64	17%
65 years and over	16%
Duration of stay in Edmonton	
6 months to less than 1 year	1%
1 year to less than 3 years	4%
3 years to less than 5 years	7%
5 years or more	88%
City quadrant	
NW	28%
NE	20%
SE	26%
SW	26%

	Total
n=	400
People in household	
1	14%
2	36%
3	19%
4+	28%
Prefer not to answer	4%
Age of people in household	
Under 10 years of age	21%
Between 10 and 17 years of age	16%
Between 18 and 65 years of age	75%
Older than 65	14%
Education	
Less than high school	4%
Graduated high school	21%
Graduated college, technical or vocational school	30%
Graduated university	44%
Prefer not to answer	2%
Marital status	
Single, never married	25%
Married or common law	60%
Separated, divorced, widowed	14%
Don't know/Prefer not to answer	2%

TELEPHONE SURVEY

	Total
n=	400
Employment	
Working full time	51%
Working part time	14%
A student	5%
Not working outside the home	9%
Retired	20%
Prefer not to answer	1%
Annual household income	
Less than $20,000	4%
Between $20,000 and $29,999	4%
Between $30,000 and $49,999	11%
Between $50,000 and $79,999	17%
Between $80,000 and $119,999	18%
$120,000 or more	27%
Prefer not to answer	18%
Annual personal income	
Less than $20,000	14%
Between $20,000 and $29,999	9%
Between $30,000 and $49,999	14%
Between $50,000 and $79,999	20%
Between $80,000 and $119,999	16%
$120,000 or more	9%
Prefer not to answer	18%

	Total
n=	400
Primary language	
English	86%
French	1%
Others	13%
Work for City of Edmonton	
Yes	4%
No	96%
Voted in most recent municipal election	
Yes	59%
No	39%
I was not eligible	2%
Own or rent	
Own	71%
Rent	29%
Type of residence	
House	60%
Duplex	6%
Apartment	12%
Condo	11%
Townhouse	7%
Other	4%

TELEPHONE SURVEY

	Total
n=	400
Born	
Born in Canada	76%
Moved to Canada from somewhere else	24%
Year moved to Canada	**n=95***
Before 1951	3%
1951-1980	28%
1981-2000	19%
2001-2006	12%
2007-2011	15%
2012-2017	23%

** Base: Moved to Canada from somewhere else*

APPENDIX

OVERALL PERCEPTIONS ABOUT THE CITY

By Gender, Age, Quadrant and Personal Income

Top 2 Box (4,5 ratings)	Gender		Age			Quadrant			
	Male n=200	Female n=200	18-34 n=125	35-54 n=130	55+ n=145	NW n=117	NE n=79	SE n=101	SW n=103
Overall quality of life in the City of Edmonton	78%	77%	80%	73%	80%	72%	71%	85%	81%
Overall satisfaction with living in the City of Edmonton	78%	79%	78%	74%	83%	80%	73%	78%	81%
Edmonton is a great place to live	81%	78%	76%	79%	83%	81%	68%	85%	82%
Edmonton is a great place to work	74%	74%	76%	73%	72%	81%	67%	75%	69%
Edmonton is a great place to invest	55%	54%	44%	57%	62%	63%	60%	48%	48%
Edmonton has a diverse economy	58%	65%	61%	60%	64%	60%	59%	65%	62%

Top 2 Box (4,5 ratings)	Personal Income			
	<$30,000 n=91	$30,000-$50,000 n=56	$50,000-$80,000 n=80	$80,000+ n=98
Overall quality of life in City of Edmonton	78%	77%	75%	82%
Overall satisfaction with living in the City of Edmonton	79%	80%	78%	78%
Edmonton is a great place to live	81%	81%	82%	81%
Edmonton is a great place to work	69%	82%	76%	78%
Edmonton is a great place to invest	57%	53%	55%	52%
Edmonton has a diverse economy	68%	59%	61%	57%

Q1. Overall, taking all aspects of your city life into consideration how do you feel about your quality of life in the City of Edmonton? Q3. Taking everything into account, how satisfied are you with living in the City of Edmonton? Q4. I am going to read you a series of statements about living in Edmonton. To what extent do you Agree or Disagree with each of the following statements about the City of Edmonton?

CITY DESIGN AND ATTRACTIVENESS

By Gender, Age, and Quadrant

Total Agree (4,5 ratings)	Gender		Age			Quadrant			
	Male n=200	Female n=200	18-34 n=125	35-54 n=130	55+ n=145	NW n=117	NE n=79	SE n=101	SW n=103
Edmonton is a well-designed attractive city	52%	54%	50%	52%	57%	53%	55%	55%	50%
Streets are well designed	43%	42%	44%	45%	38%	47%	38%	37%	46%
Streets are well maintained	38%	41%	43%	39%	36%	41%	40%	37%	41%
Transit system is well designed and attractive	26%	27%	30%	23%	28%	26%	32%	27%	24%
Public spaces like parks and squares are desirable places to visit	74%	80%	74%	81%	75%	73%	76%	74%	85%
Clean and generally free from litter	69%	58%	63%	66%	61%	55%	59%	66%	73%
City parks and recreation areas are well maintained	82%	79%	83%	79%	79%	79%	77%	87%	78%
Wide range of housing available	67%	57%	64%	64%	58%	55%	70%	67%	58%
Great place for entertainment and fun	67%	72%	65%	72%	73%	75%	67%	68%	68%
Open and welcoming to newcomers	81%	76%	78%	80%	76%	74%	75%	84%	78%
Culturally diverse	91%	87%	91%	88%	87%	87%	89%	91%	89%
Great place to visit	65%	68%	59%	65%	74%	66%	66%	65%	68%
Environmentally responsible city	70%	67%	60%	70%	75%	64%	63%	72%	73%
Well-maintained business districts	66%	61%	64%	60%	67%	72%	65%	58%	58%
Attractive streetscaping such as, flower pots, lighting, furniture, signage, etc.	51%	63%	50%	61%	59%	60%	58%	50%	59%
Parks and green spaces are spread throughout the city	87%	89%	90%	87%	88%	90%	84%	87%	90%

Q5. How much do you agree or disagree that Edmonton is a well-designed, attractive city? Q6. I am going to read you a some statements about urban design and attractiveness. For each, how much do you agree or disagree about the City of Edmonton?

CITY DESIGN AND ATTRACTIVENESS

By Personal Income

Total Agree (4,5 ratings)	Personal Income			
	<$30,000 n=91	$30,000-$50,000 n=56	$50,000-$80,000 n=80	$80,000+ n=98
Edmonton is a well-designed attractive city	67%	59%	57%	38%
Streets are well designed	51%	49%	49%	33%
Streets are well maintained	42%	49%	42%	34%
Transit system is well designed and attractive	33%	34%	28%	17%
Public spaces like parks and squares are desirable places to visit	81%	84%	81%	71%
Clean and generally free from litter	59%	73%	66%	62%
City parks and recreation areas are well maintained	80%	86%	90%	76%
Wide range of housing available	61%	68%	69%	59%
Great place for entertainment and fun	68%	80%	68%	70%
Open and welcoming to newcomers	80%	82%	77%	79%
Culturally diverse	93%	95%	89%	85%
Great place to visit	67%	79%	60%	63%
Environmentally responsible city	65%	75%	69%	65%
Well-maintained business districts	69%	73%	67%	58%
Attractive streetscaping such as, flower pots, lighting, furniture, signage, etc.	66%	70%	54%	45%
Parks and green spaces are spread throughout the city	96%	93%	85%	86%

Q5. How much do you agree or disagree that Edmonton is a well-designed, attractive city? Q6. I am going to read you a some statements about urban design and attractiveness. For each, how much do you agree or disagree about the City of Edmonton?

QUALITY OF LIFE

By Gender, Age, and Quadrant

Total Agree (4,5 ratings)	Gender		Age			Quadrant			
	Male n=200	Female n=200	18-34 n=125	35-54 n=130	55+ n=145	NW n=117	NE n=79	SE n=101	SW n=103
Have access to infrastructure, amenities and services that will improve quality of life	71%	64%	68%	73%	63%	70%	65%	68%	68%
City parks are accessible	87%	86%	90%	91%	79%	87%	85%	84%	90%
The waste water management system is well maintained	75%	65%	73%	71%	68%	71%	74%	68%	70%
All citizens have equal access to services and amenities	68%	51%	62%	62%	55%	56%	62%	58%	63%
The transit system is able to get me where I need to go	38%	43%	38%	41%	43%	43%	43%	40%	37%
Commercial development is well managed	52%	46%	54%	52%	39%	41%	51%	51%	53%
Traffic signals maintain a reasonable flow of traffic	49%	50%	49%	48%	53%	50%	50%	50%	50%
Street lighting is effective	73%	71%	74%	69%	72%	72%	68%	70%	78%
There are enough libraries to serve the needs of Edmontonians	71%	77%	78%	72%	73%	71%	76%	72%	78%
The solid waste management system is efficient and effective	74%	66%	73%	73%	64%	67%	70%	72%	71%
The storm water management systems are well maintained	60%	59%	62%	59%	58%	61%	58%	62%	57%
Snow clearing services are responsive	56%	55%	58%	55%	54%	54%	61%	54%	56%

Q7. How much do you agree or disagree that you have access to infrastructure, amenities and services that will improve your quality of life? Q8. I am going to read you a some statements about quality of life in Edmonton. For each, how much do you agree or disagree about the City of Edmonton?

QUALITY OF LIFE
By Personal Income

Total Agree (4,5 ratings)	Personal Income			
	<$30,000 n=91	$30,000-$50,000 n=56	$50,000-$80,000 n=80	$80,000+ n=98
Have access to infrastructure, amenities and services that will improve quality of life	77%	68%	71%	70%
City parks are accessible	90%	86%	89%	86%
The waste water management system is well maintained	76%	77%	73%	67%
All citizens have equal access to services and amenities	67%	64%	60%	56%
The transit system is able to get me where I need to go	53%	47%	41%	28%
Commercial development is well managed	50%	45%	56%	50%
Traffic signals maintain a reasonable flow of traffic	54%	48%	56%	45%
Street lighting is effective	71%	66%	85%	65%
There are enough libraries to serve the needs of Edmontonians	71%	82%	81%	70%
The solid waste management system is efficient and effective	70%	75%	74%	75%
The storm water management systems are well maintained	63%	63%	62%	59%
Snow clearing services are responsive	55%	57%	60%	57%

Q7. How much do you agree or disagree that you have access to infrastructure, amenities and services that will improve your quality of life? Q8. I am going to read you a some statements about quality of life in Edmonton. For each, how much do you agree or disagree about the City of Edmonton?

SAFETY

By Gender, Age, and Quadrant

Total Agree (4,5 ratings)	Gender		Age			Quadrant			
	Male n=162-200	Female n=175-200	18-34 n=116-125	35-54 n=110-130	55+ n=111-145	NW n=90-117	NE n=70-79	SE n=86-101	SW n=90-103
Overall, I feel Edmonton is a safe city	69%	63%	62%	69%	65%	66%	55%	67%	72%
Edmonton is a safe city during the day	90%	79%	88%	83%	83%	81%	78%	89%	89%
Edmonton is a safe city at night	49%	39%	40%	46%	46%	42%	33%	48%	50%
I feel safe walking in my neighbourhood	90%	81%	87%	84%	86%	82%	74%	89%	94%
I feel safe in my home	97%	89%	94%	94%	90%	93%	89%	90%	97%
I feel safe in my local neighbourhood parks	89%	79%	86%	87%	79%	78%	73%	90%	93%
I feel safe walking downtown	62%	43%	46%	54%	58%	54%	54%	54%	49%
I feel safe in the river valley parks	68%	47%	61%	61%	51%	52%	58%	55%	68%
I feel safe using the LRT	73%	50%	63%	60%	61%	57%	58%	58%	72%
I feel safe using the bus system	74%	56%	59%	62%	74%	64%	54%	67%	71%
I feel safe leaving my residence or property unattended	76%	67%	74%	74%	66%	73%	60%	73%	78%
I feel prevention is an approach to reduce crime	80%	82%	79%	85%	80%	83%	74%	83%	83%

Note: Not Applicable responses excluded from Q14

Q13. How much do you agree or disagree that... Q14. I am going to read you some statements about personal safety in Edmonton. For each, how much do you agree or disagree about the City of Edmonton

SAFETY
By Personal Income

Total Agree (4,5 ratings)	Personal Income			
	<$30,000 n=80-91	$30,000-$50,000 n=47-56	$50,000-$80,000 n=68-80	$80,000+ n=79-98
Overall, I feel Edmonton is a safe city	62%	71%	64%	74%
Edmonton is a safe city during the day	83%	82%	84%	91%
Edmonton is a safe city at night	39%	53%	49%	51%
I feel safe walking in my neighbourhood	81%	89%	91%	88%
I feel safe in my home	90%	95%	93%	98%
I feel safe in my local neighbourhood parks	81%	84%	88%	91%
I feel safe walking downtown	47%	60%	57%	60%
I feel safe in the river valley parks	59%	69%	65%	55%
I feel safe using the LRT	55%	70%	67%	62%
I feel safe using the bus system	66%	65%	68%	66%
I feel safe leaving my residence or property unattended	77%	73%	71%	74%
I feel prevention is an approach to reduce crime	86%	81%	81%	79%

Note: Not Applicable responses excluded from Q14

Q13. How much do you agree or disagree that... Q14. I am going to read you some statements about personal safety in Edmonton. For each, how much do you agree or disagree about the City of Edmonton

CONNECTEDNESS
By Gender, Age, and Quadrant

Total Agree (4,5 ratings)	Gender		Age			Quadrant			
	Male n=200	Female n=200	18-34 n=125	35-54 n=130	55+ n=145	NW n=117	NE n=79	SE n=101	SW n=103
I feel connected to my community	50%	45%	43%	46%	52%	47%	40%	46%	54%
Friendly and supportive community	69%	60%	62%	62%	68%	60%	59%	64%	73%
Active and involved in community	26%	28%	23%	31%	28%	31%	19%	28%	29%
Access to community facilities such as parks, libraries, etc.	85%	88%	86%	86%	87%	88%	83%	84%	89%
Access to community events	70%	69%	66%	75%	68%	66%	61%	72%	79%
Family/friends live in same community	41%	35%	35%	37%	42%	39%	36%	39%	38%
Know your neighbours	54%	57%	42%	57%	68%	58%	52%	60%	53%
Regular community events	52%	50%	40%	56%	57%	53%	35%	58%	53%
Can get help from family & friends when needed	84%	85%	84%	82%	88%	82%	81%	85%	90%
You feel welcome and socially included in your community	68%	59%	62%	63%	65%	65%	49%	62%	73%
Your community is open and welcoming to a diverse range of new people who move in	79%	69%	75%	72%	74%	73%	66%	76%	78%

Q10a. Considering all aspects of your community life, please indicate the degree to which you agree or disagree with the following statement. I feel connected to my community.
Q11. I am going to read you some statements about being connected with your community. For each, how much do you agree or disagree?

CONNECTEDNESS
By Personal Income

Total Agree (4,5 ratings)	Personal Income			
	<$30,000 n=91	$30,000-$50,000 n=56	$50,000-$80,000 n=80	$80,000+ n=98
I feel connected to my community	51%	44%	56%	42%
Friendly and supportive community	60%	64%	69%	67%
Active and involved in community	25%	29%	35%	26%
Access to community facilities such as parks, libraries, etc.	84%	90%	95%	83%
Access to community events	65%	64%	79%	72%
Family/friends live in same community	36%	50%	42%	32%
Know your neighbours	49%	61%	59%	51%
Regular community events	52%	41%	57%	52%
Can get help from family & friends when needed	77%	93%	89%	84%
You feel welcome and socially included in your community	57%	66%	67%	67%
Your community is open and welcoming to a diverse range of new people who move in	72%	75%	78%	75%

Q10a. Considering all aspects of your community life, please indicate the degree to which you agree or disagree with the following statement. I feel connected to my community. Q11. I am going to read you some statements about being connected with your community. For each, how much do you agree or disagree?

VOLUNTEERISM

By Gender, Age, Quadrant and Personal Income

	Total Yes	Gender		Age			Quadrant			
		Male n=200	Female n=200	18-34 n=125	35-54 n=130	55+ n=145	NW n=117	NE n=79	SE n=101	SW n=103
Volunteered over the past year	42%	47%	44%	44%	45%	45%	33%	43%	54%	

	Total Yes	Personal Income			
		<$30,000 n=91	$30,000-$50,000 n=56	$50,000-$80,000 n=80	$80,000+ n=98
Volunteered over the past year	44%	37%	51%	51%	

Q15. Over the past year, have you volunteered with or for a community group, charity or similar organization

ACTIVITIES

Activities*	Neighbourhood park (n=325)	River valley park (n=253)	District city park (n=218)	Off-leash park (n=138)
Running, walking, jogging	36%	53%	37%	21%
Playing in play grounds (outdoor play areas for children with equipment)	30%	6%	11%	1%
Social interactions such as picnics, gatherings, etc.	19%	22%	21%	4%
Walked through the park to get somewhere	15%	17%	11%	10%
Walking a dog	15%	10%	8%	67%
Field based activities (such as football, rugby, soccer, lacrosse, field hockey, flag football, ultimate Frisbee, cricket, baseball, softball)	14%	4%	12%	1%
Just sat and enjoyed the atmosphere.	12%	8%	12%	-
Rollerblading, skateboarding, cycling	9%	19%	9%	4%
Activities with nature such as bird watching or simply relaxing outside	9%	9%	12%	1%
Attending events such as Festivals, sports tournaments, etc	8%	7%	10%	-
Casual summer activities such as flying kites, playing Frisbee, etc.	7%	2%	5%	2%
Playing at spray parks	6%	2%	5%	-
Tobogganing/Sledding	5%	-	1%	-
Court based activities (such as tennis, sand/beach volleyball, basketball)	4%	-	1%	-
Ice skating/Ice hockey	3%	2%	2%	-
Swimming in outdoor pools	3%	2%	2%	-
Play with children (unspecified)	2%	-	1%	-
Cross-country skiing or snowshoeing	2%	2%	1%	-
Fitness activities (such as boot camp, yoga, tai chi, etc.)	2%	2%	3%	-
Kayaking, canoeing	2%	3%	1%	1%
Hiking	1%	3%	1%	-
Letting the do run	-	-	-	1%
Other (specify)	2%	5%	5%	2%

Base: Edmontonians who visited each respective park in the past 12 months
Mentions 1% or less for all park types are not included
Q9A. What did you do at the….that you used in the last 12 months? Please consider all the times you used it/ them in the last 12 months.

PARK VISITATIONS

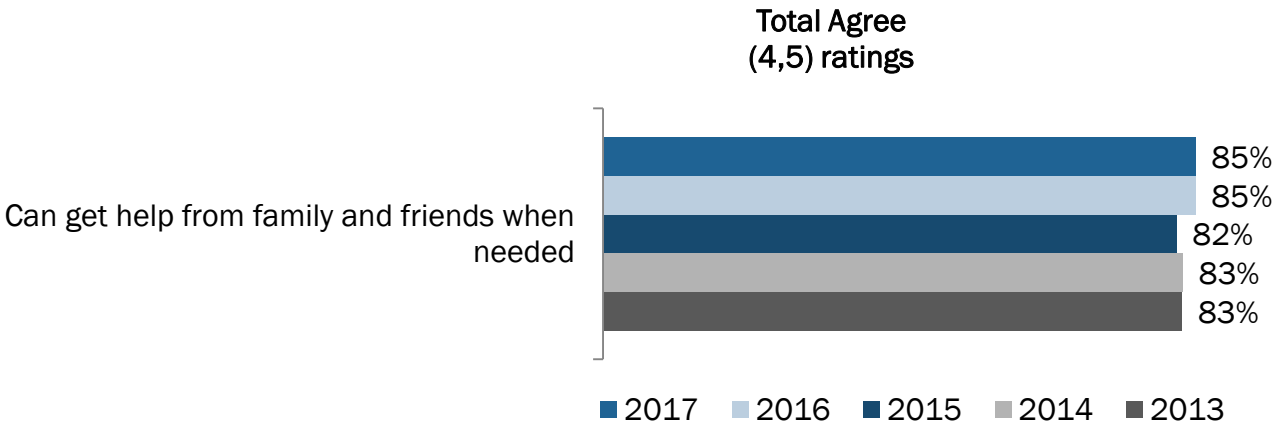
By Gender, Age, Quadrant and Personal Income

Yes	Gender		Age			Quadrant			
	Male n=200	Female n=200	18-34 n=125	35-54 n=130	55+ n=145	NW n=117	NE n=79	SE n=101	SW n=103
Any	89%	90%	91%	95%	81%	85%	91%	90%	90%
Neighbourhood Park	81%	82%	82%	88%	74%	78%	84%	83%	84%
River Valley Park	68%	60%	66%	73%	53%	65%	57%	61%	70%
District City Park	55%	55%	52%	65%	47%	52%	53%	57%	57%
Off-leash Park	37%	33%	42%	43%	21%	32%	36%	31%	41%
Other	2%	1%	1%	2%	3%	4%	4%	-	-
None of the above	11%	10%	9%	5%	19%	15%	9%	10%	10%

Yes	Personal Income			
	<$30,000 n=91	$30,000-$50,000 n=56	$50,000-$80,000 n=80	$80,000+ n=98
Any	84%	89%	89%	95%
Neighbourhood Park	73%	77%	87%	92%
River Valley Park	59%	66%	69%	72%
District City Park	53%	52%	54%	59%
Off-leash Park	31%	36%	30%	53%
Other	2%	-	3%	2%
None of the above	16%	11%	11%	5%

Q9. Have you used any of the following in the last 12 months in the City of Edmonton.

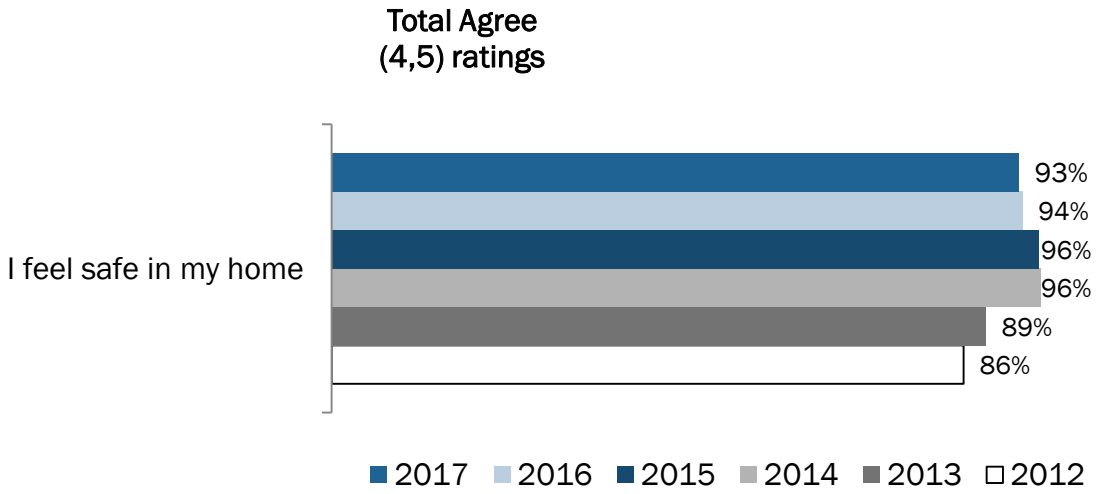
OPINIONS REGARDING CONNECTEDNESS TO COMMUNITY
Trends Over Time



Base: Edmontonians (n=400)

Q11. I am going to read you some statements about being connected with your community. For each, how much do you agree or disagree. Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.

PERSONAL SAFETY IN THE CITY
Trends Over Time



Base: Edmontonians
Note: Not Applicable responses excluded

Q14. I am going to read you some statements about personal safety in Edmonton. For each, how much do you agree or disagree about the City of Edmonton. Please respond using a 1 to 5 scale where 1 is Strongly Disagree and 5 is Strongly Agree.

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