

EDMONTON INSIGHT COMMUNITY



Edmonton Insight Community Experience Survey - April 2024

From **April 30th to May 7th 2024**, 2,716 Edmonton Insight Community (EIC) members responded to the EIC Experience survey that was sent to them via email.

The objective of this survey was to understand EIC members' experience, perception, attitude, and satisfaction with participating in the EIC surveys. The results will be used by the City to identify areas for enhancement and innovation.

KEY INSIGHTS

Participating in the EIC surveys

- 71% survey respondents participate in Edmonton Insight Community surveys every time or most of the times a survey is sent to them.
- About 7 in 10 would be willing to spend more than 5 minutes when completing a survey however only 2 in 10 would be willing to spend more than 10 minutes.

Attitudes

- The top three important factors when deciding whether or not they want to respond to an EIC survey are: relevance of the survey topic (89%), easy-to-understand survey questions (88%), and understanding why the City conducts a survey (84%).
- The top two motivating factors for participating in EIC surveys in general are: voice opinions and ideas (87%), and a desire to improve local services (83%).

Satisfaction

- 80% are satisfied with their experience participating in EIC surveys.
- 80% agree that the topics surveyed are relevant.
- 80% agree that the questions are easy to understand.
- 75% understand why the City is doing these surveys in general.

EIC and EIC surveys

- About half (47%) have been a member of Edmonton Insight Community for two years or less (Figure 1), and half (53%) have been a member for longer than two years.
- In the past 12 months, 71% participated in Edmonton Insight Community surveys every time or most of the times a survey is sent to them (Figure 2).

Figure 1. How long have you been a member of the Edmonton Insight Community?

2716 Responses

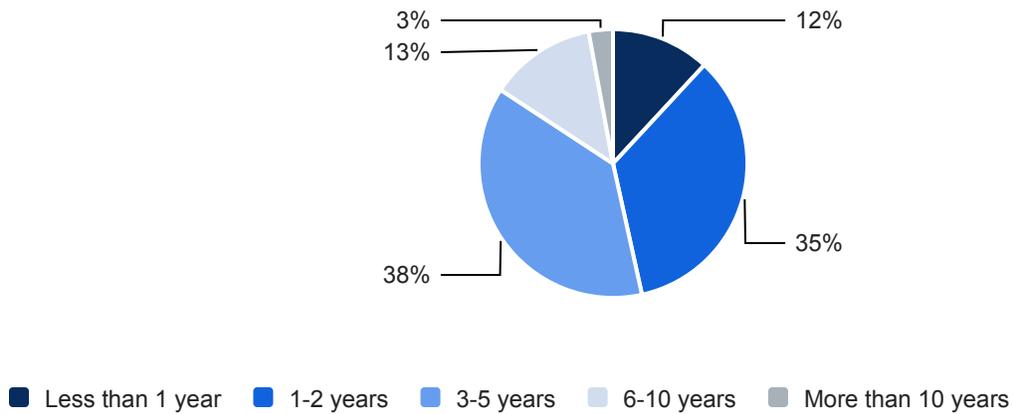
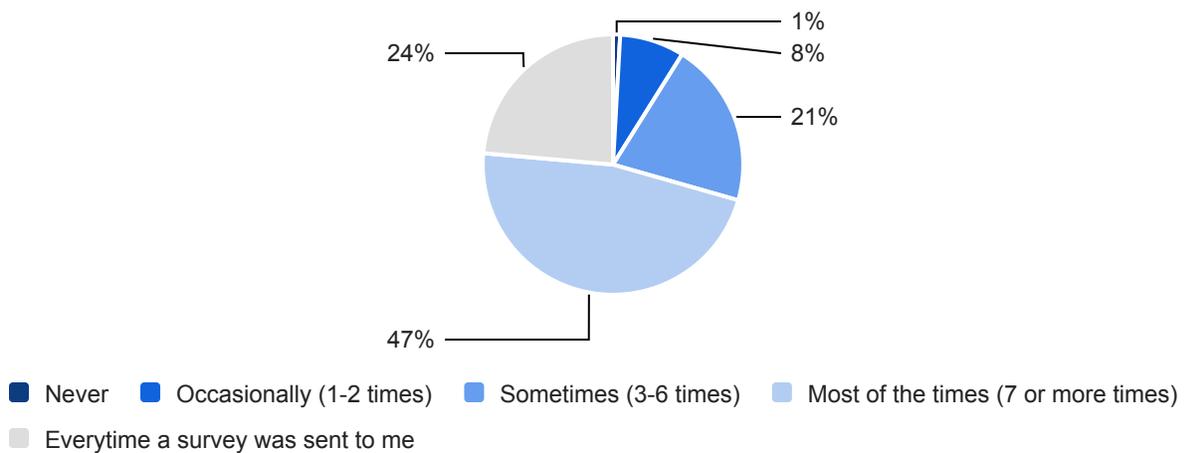


Figure 2. How often have you participated in the Edmonton Insight Community surveys in the past 12 months?

2716 Responses



Participating in EIC surveys- Variations

- Survey respondents with more tenure in the panel are more likely to participate in EIC surveys more often (Figure 3)
- Older adults are more likely to participate in EIC surveys more often (Figure 4)

Figure 3. Cross- tab: How long have you been a member/ How often have you participated?

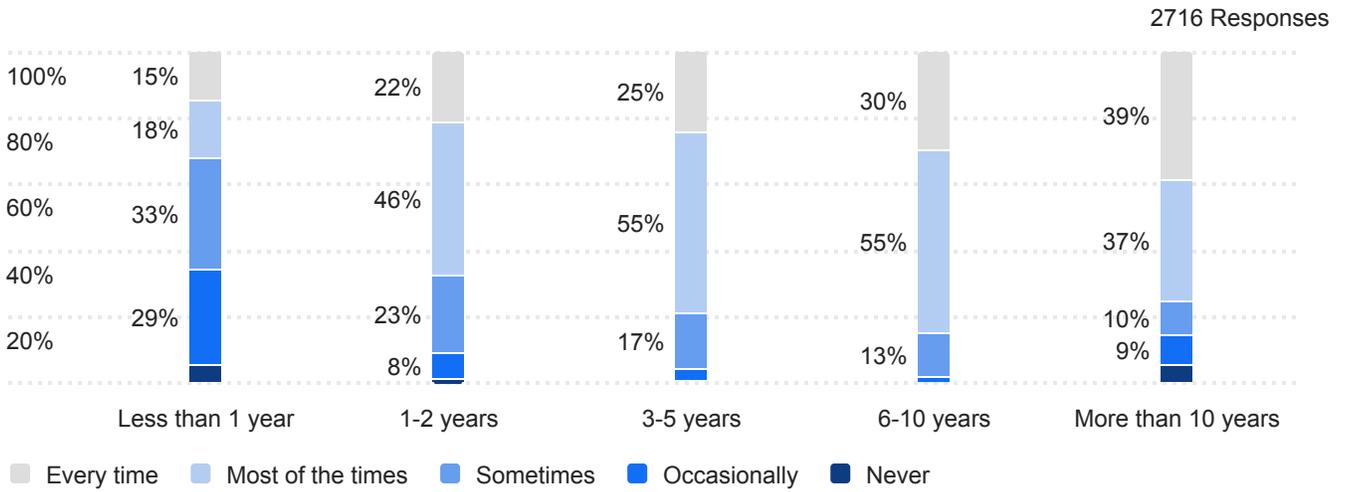
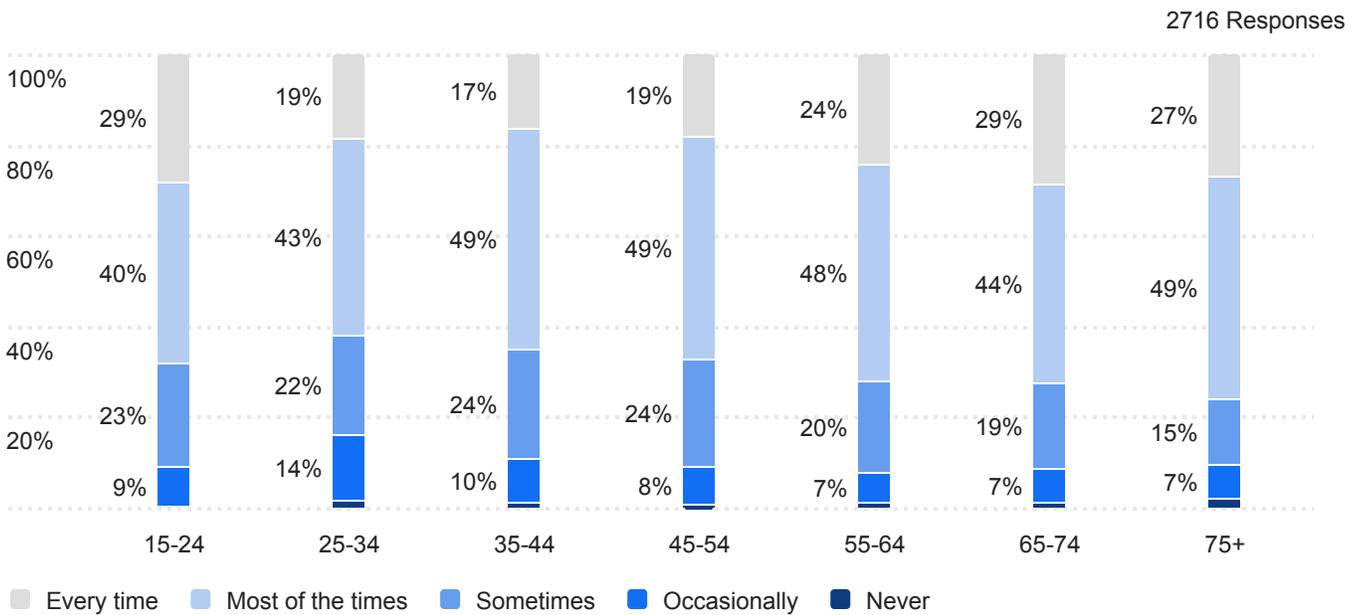


Figure 4. Cross- tab: Age/ How often have you participated?



Devices Used

- About half (49%) use Desktop or laptops, a third (37%) use Cell phones, and 14% use Tablet to complete EIC surveys (Figure 5).
- Older adults are less likely to use cellphones, more likely to use desktop or laptop or tablets to complete EIC surveys (Figure 6).

Figure 5. When completing surveys from the Edmonton Insight Community, I primarily use...

2716 Responses

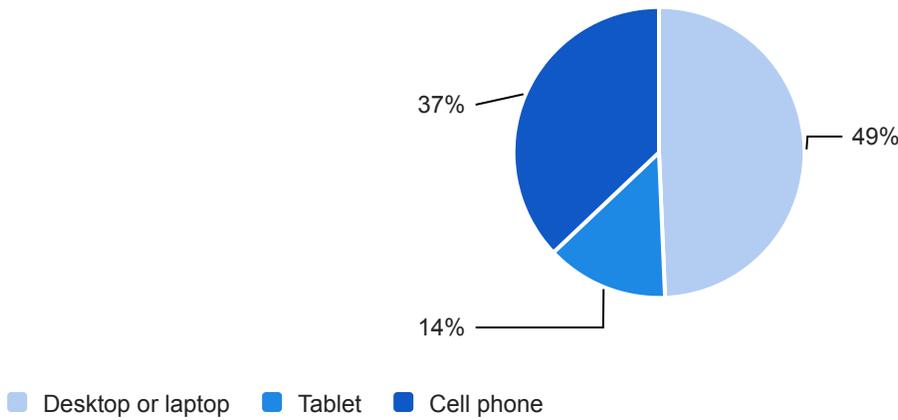
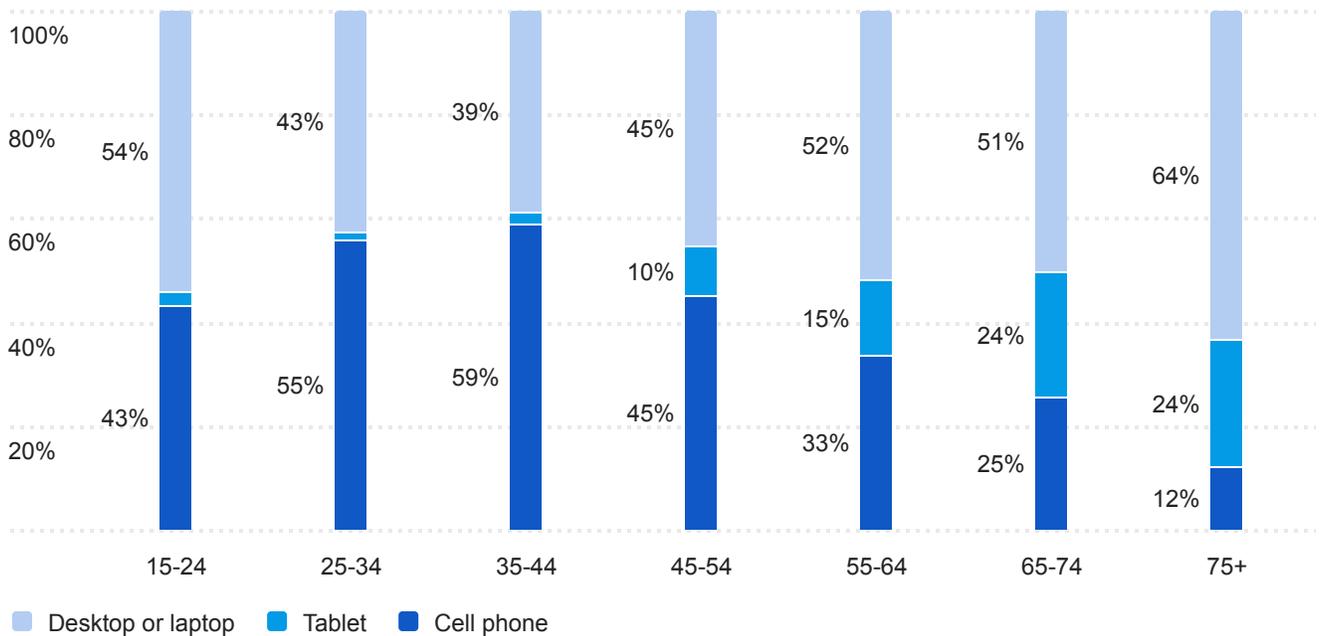


Figure 6. Cross-tab: Age vs Primary devices used for completing surveys

2716 Responses



Survey Length

- Almost everyone (98%) would be willing to spend 5 minutes, 69% would be willing to spend more than 5 minutes, only 21% are willing to spend more than 10 minutes, and almost no one (4%) would be willing to spend more than 15 minutes. (Figure 7)
- Those who participate more often, and older adults are more likely willing to spend more time completing a survey (Figure 8, 9)

Figure 7. How much time do you think you would be willing to spend completing a survey?

2716 Responses

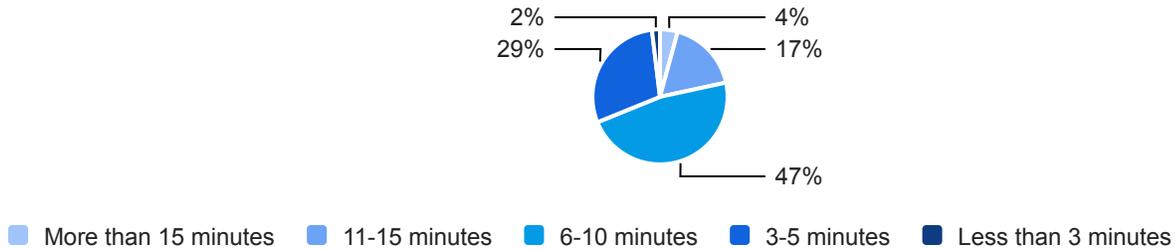


Figure 8. Cross-tab: Survey Length vs Participation

2716 Responses

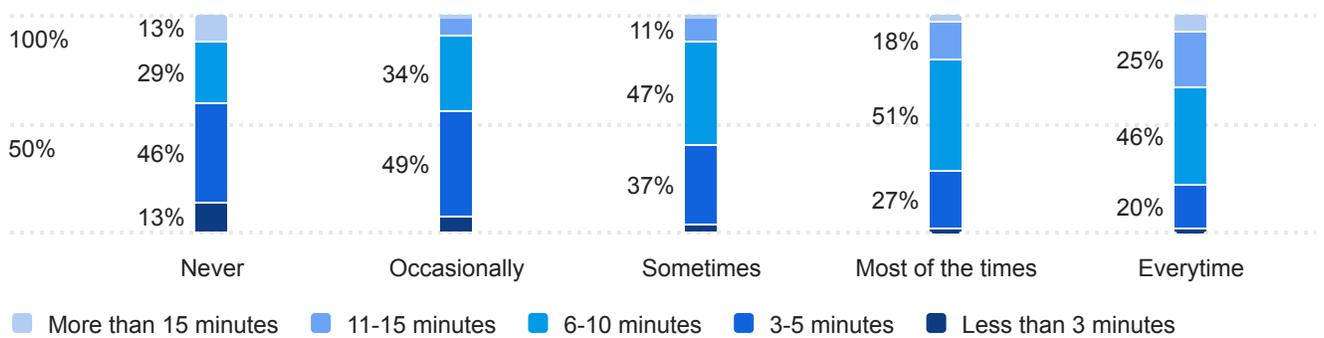
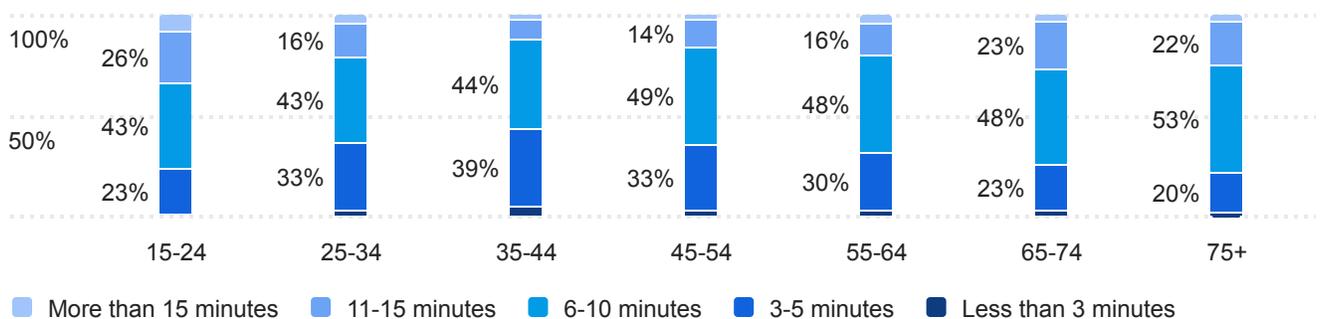


Figure 9. Cross-tab: Survey Length vs Age

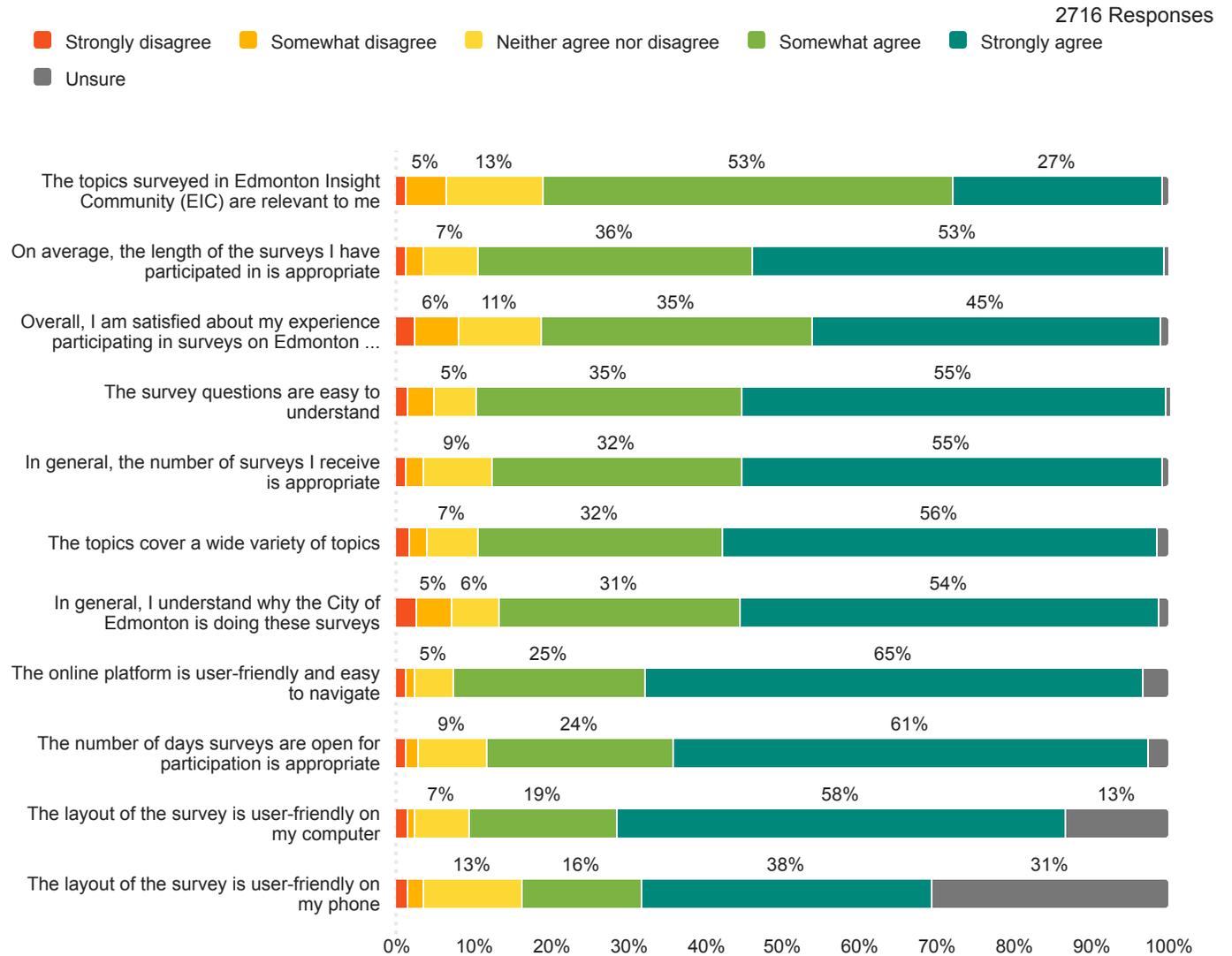
2716 Responses



Satisfaction

- Overall experience with the EIC surveys is very positive, with all measures receiving over 80% positive ratings (figure 10).

Figure 10. To what extent do you agree or disagree with the following statements:



Attitudes - Important factors

- Many factors are important when people decide whether to respond to a survey
- Relevance of the survey topic (89%), easy to understand questions (88%), and understanding why the City conducts a survey (84%) are the most important factors.
- Time of the day (43%) and day of the week (42%) when the survey are the two least important factors (figure 11).

Figure 11. How important do you consider the following factors when you decide whether or not to respond to a survey?

2716 Responses

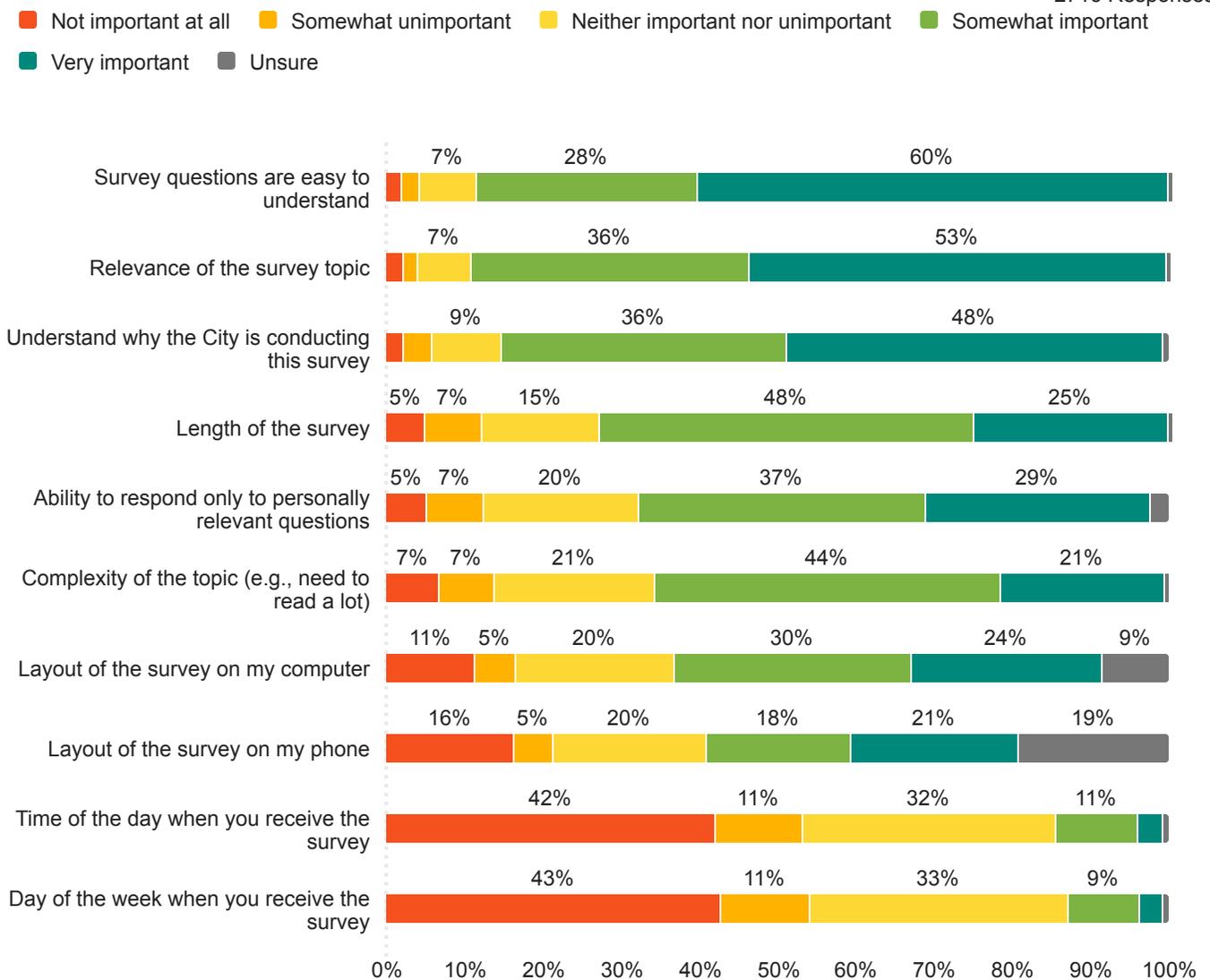


Figure 12. "layout of the survey on my phone" - is more important for younger age groups :

2716 Responses

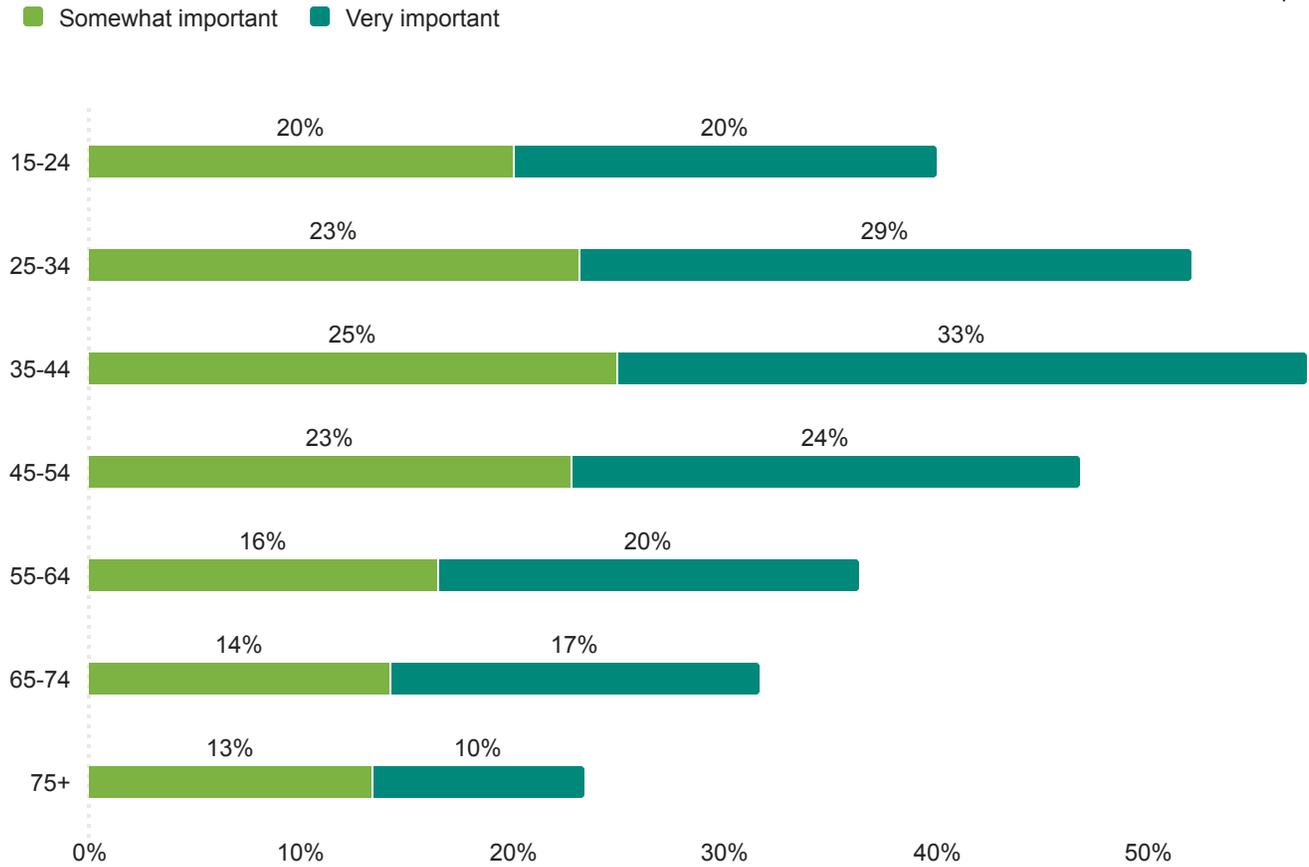


Figure 13. "layout of the survey on my computer" - is more important to older older age groups

2716 Responses

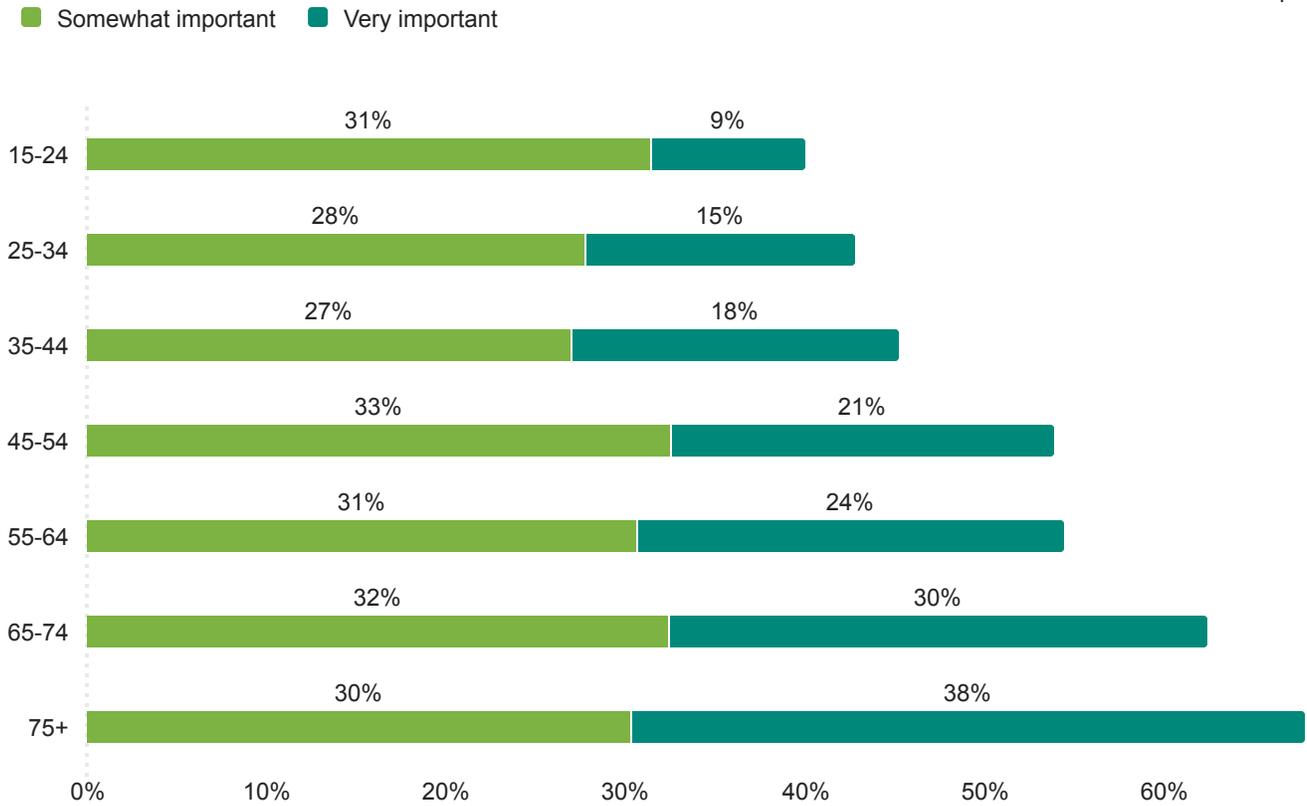


Figure 14. "layout of the survey on my computer" - is more important for longer tenured respondents

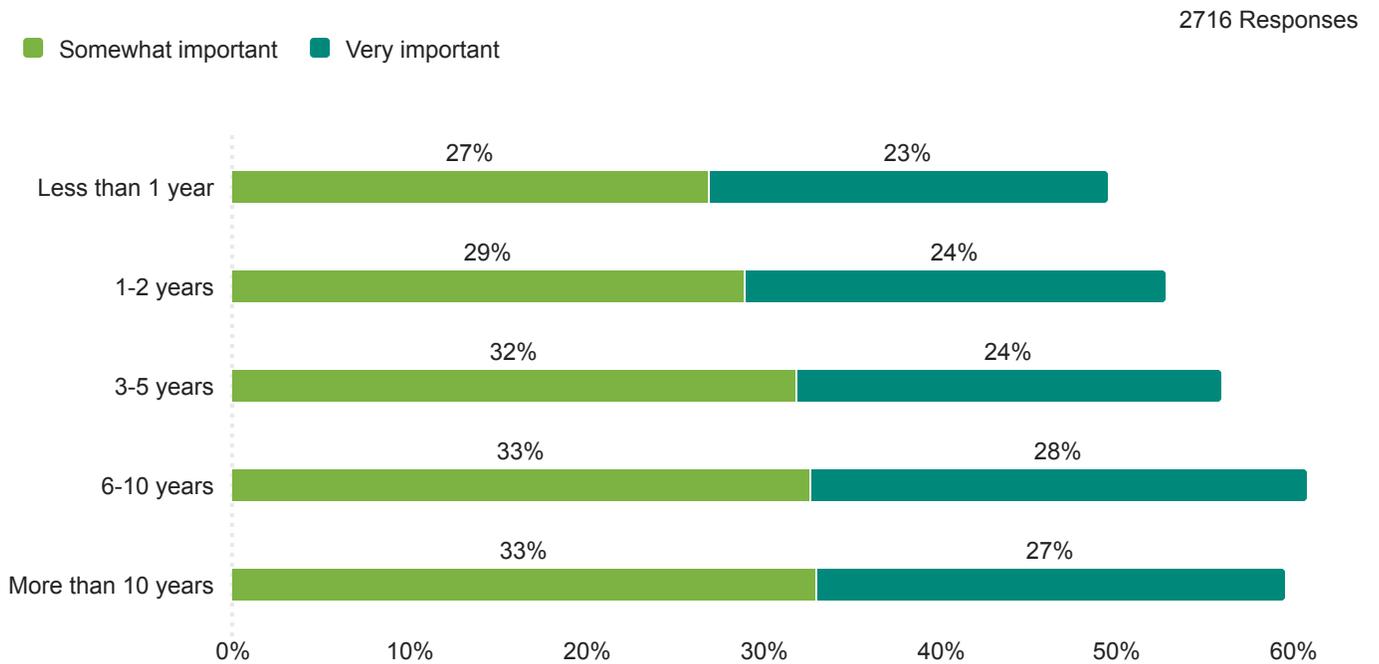


Figure 15. "Length of the survey" - is more important for respondents who complete survey less often

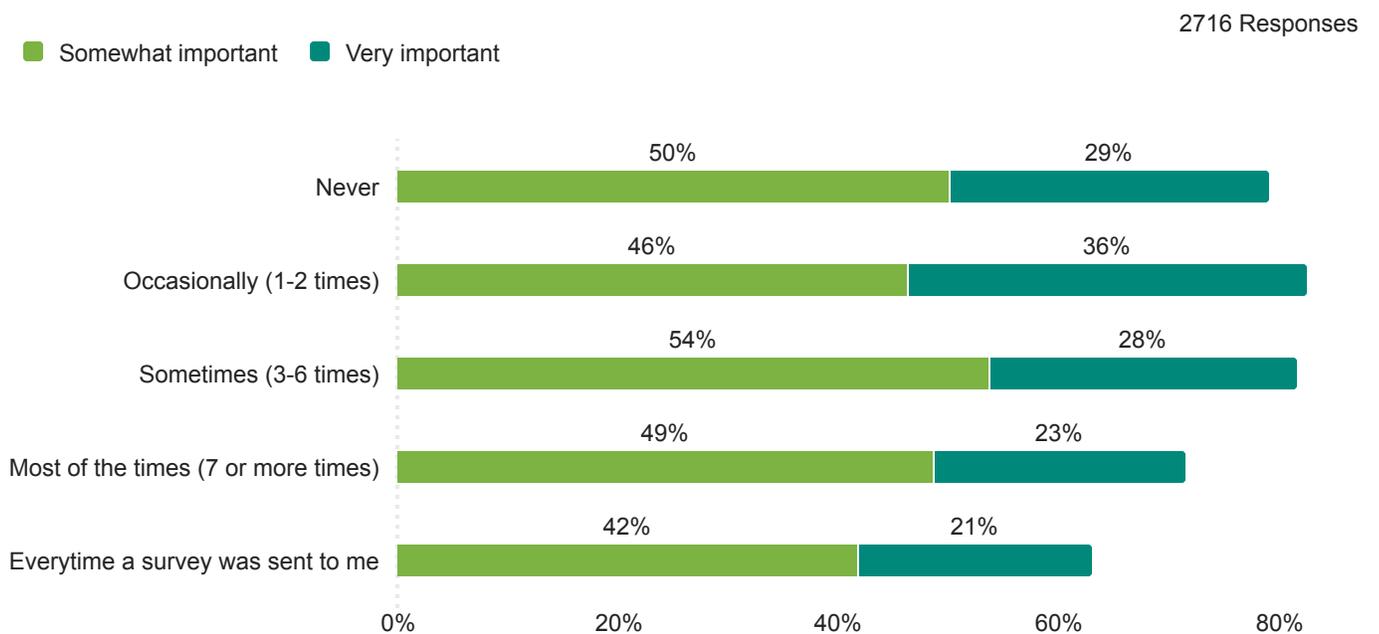
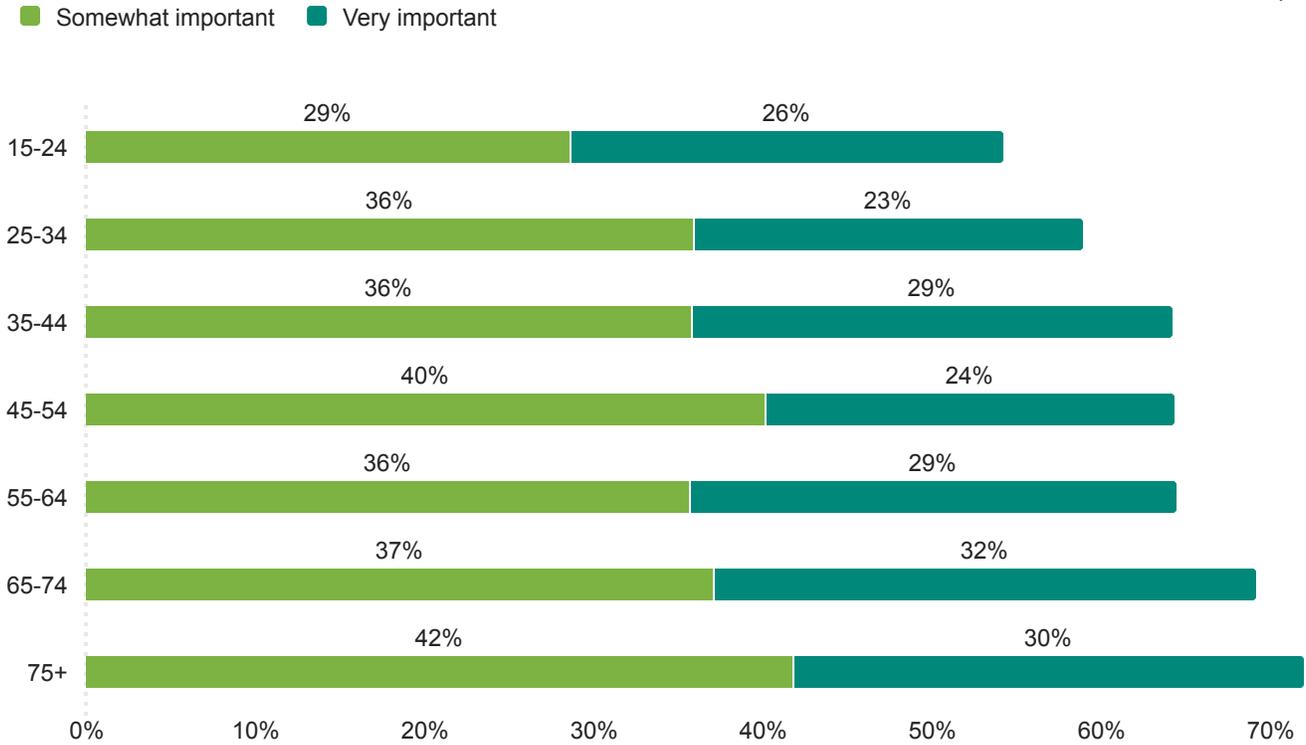


Figure 16. "Ability to respond to personally relevant questions" - is more important for older age groups.

2716 Responses



Attitude - Motivating factors

- Opportunity to voice opinions and ideas (87%) and desire to improve local services (83%) are the top two motivations (figure 17).
- 26% respondents participate in other online panels (Figure 18)

Figure 17. What motivates you to participate in surveys on the Edmonton Insight Community?

Select all that apply. - Selected Choice

2716 Responses

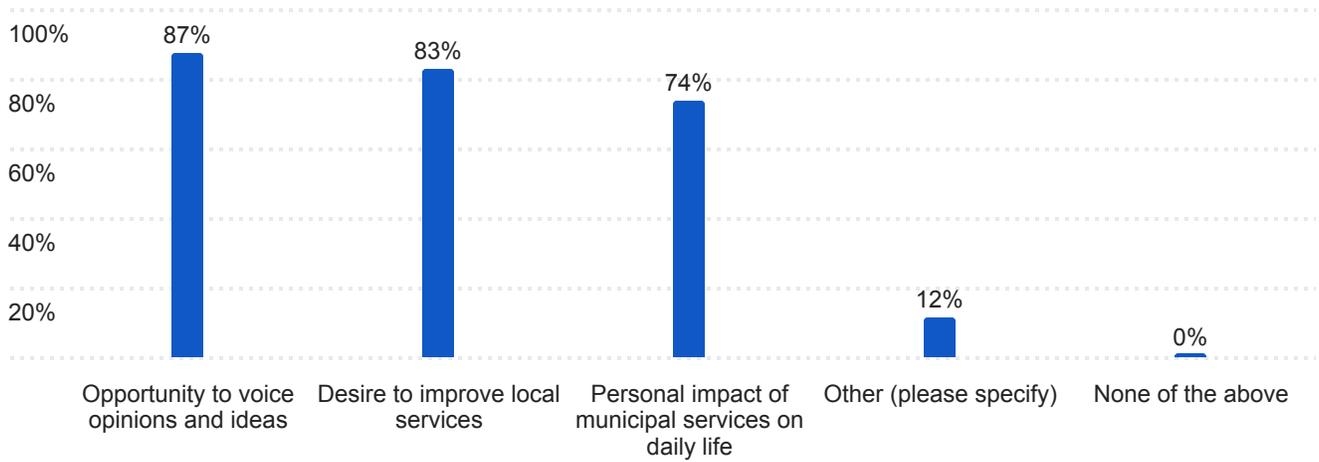


Figure 18. Do you participate in any other online panels besides the Edmonton Insight Community?

2716 Responses

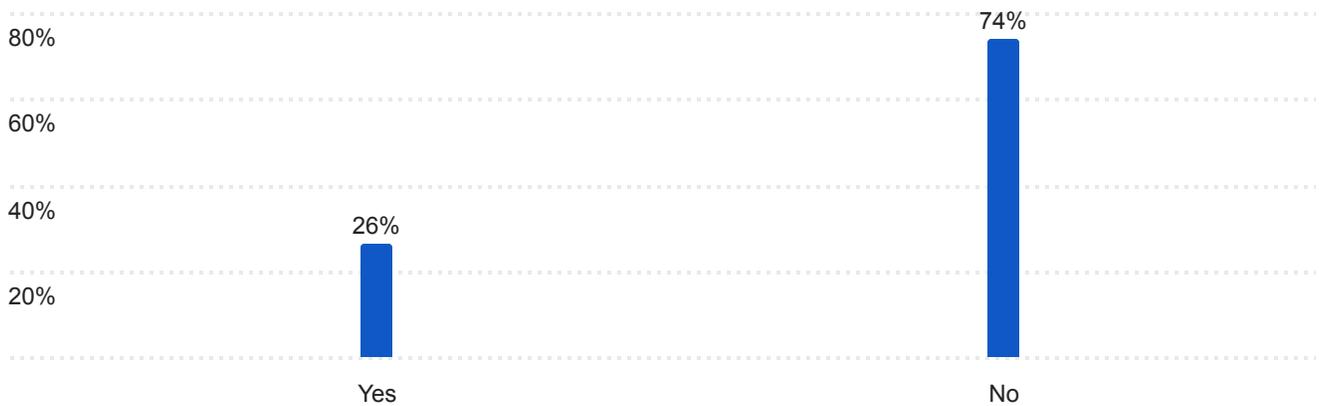
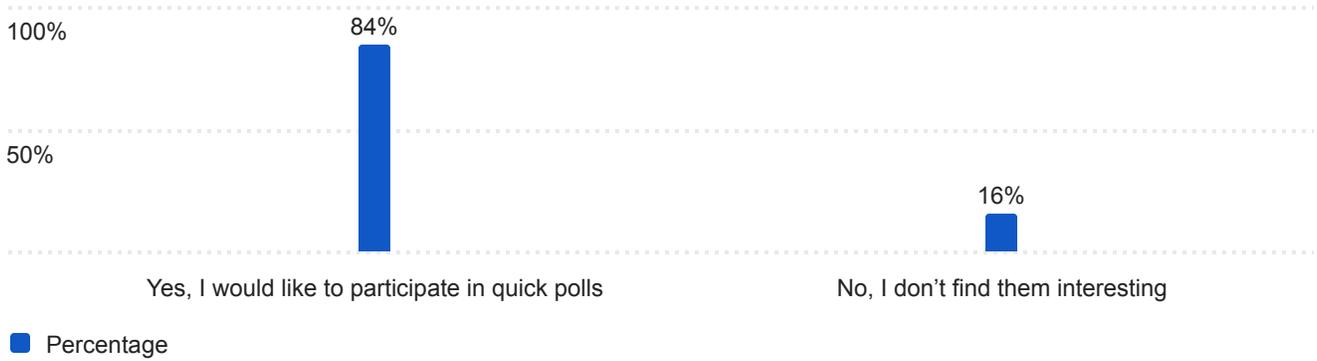


Figure 20. Would you like to participate in Quick Polls? Quick Polls are short, quick and fun to answer. They consist of questions about your opinions and preferences on a variety of topics like lifestyle preference, travel plans, fun activities planned for summer, favourite restaurants, etc. These questions help us understand the Edmonton Insight Community better. The results of the quick poll can be shared with all the EIC members.

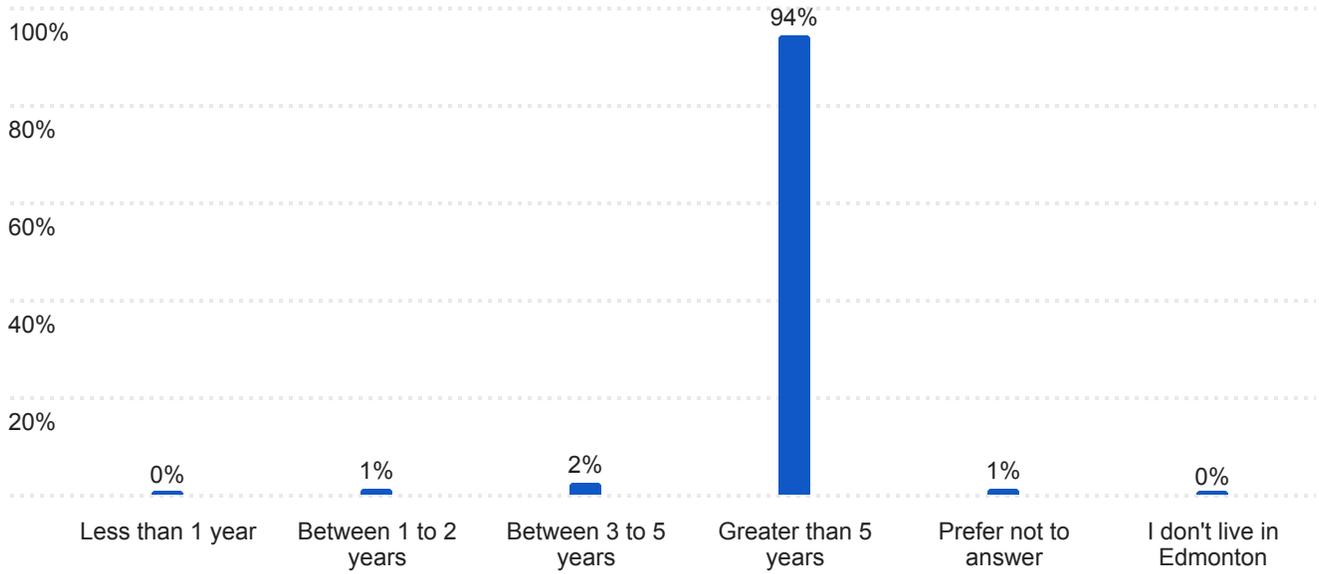
2716 Responses



Profile of Respondents:

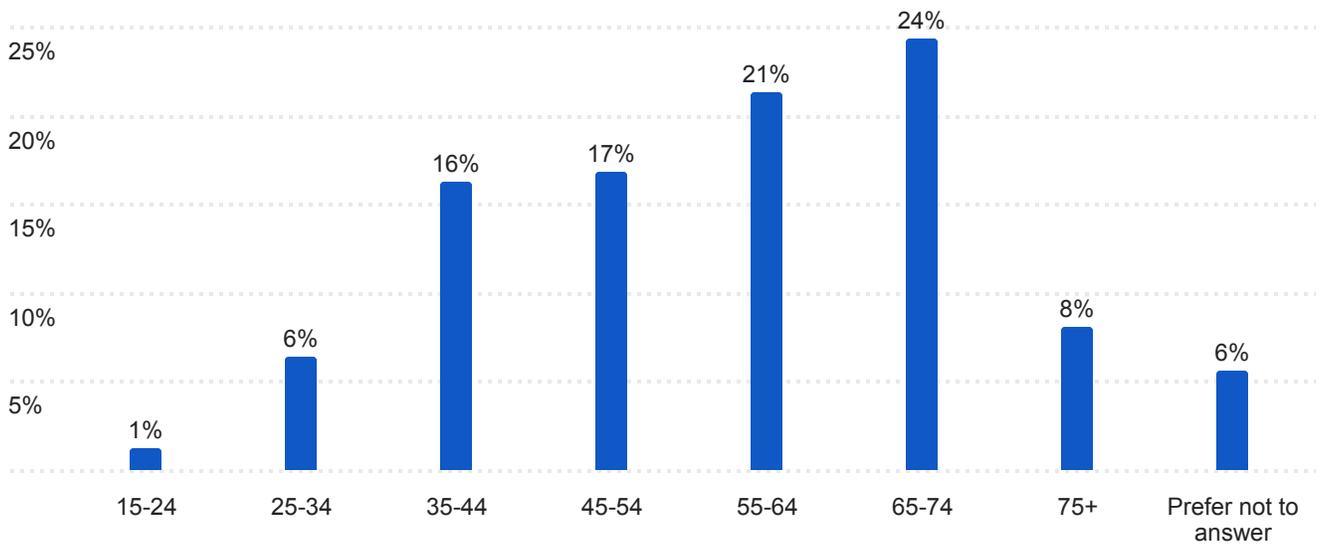
How long have you lived in Edmonton?

2644 Responses



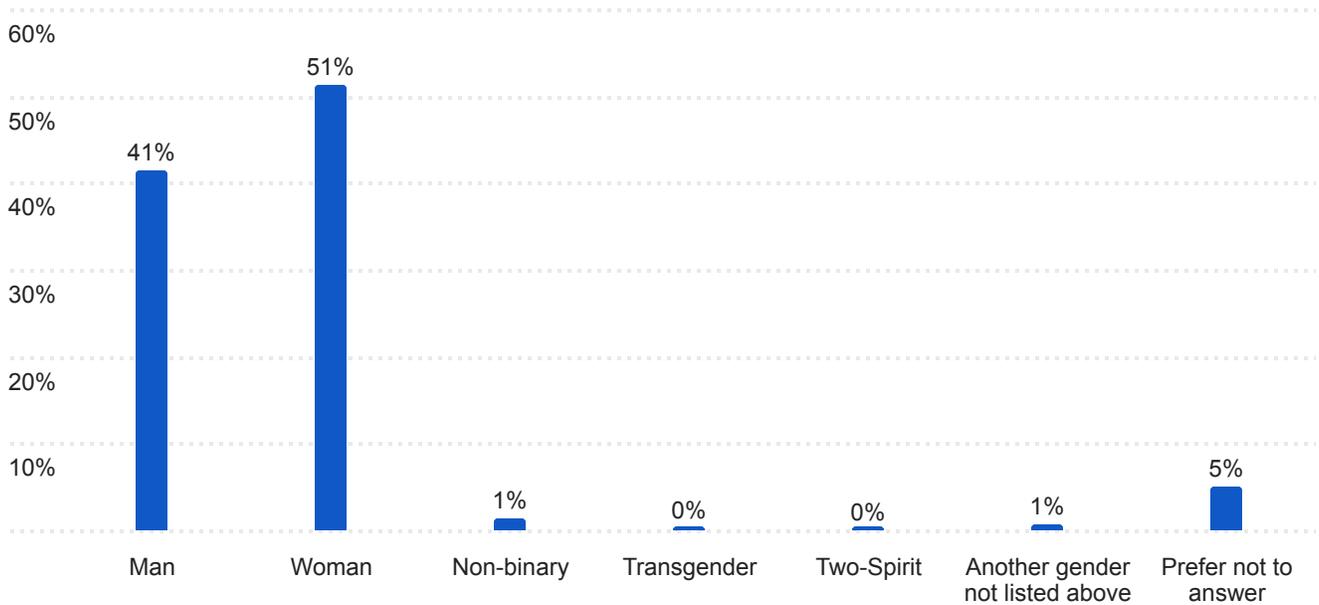
What is your age category?

2716 Responses



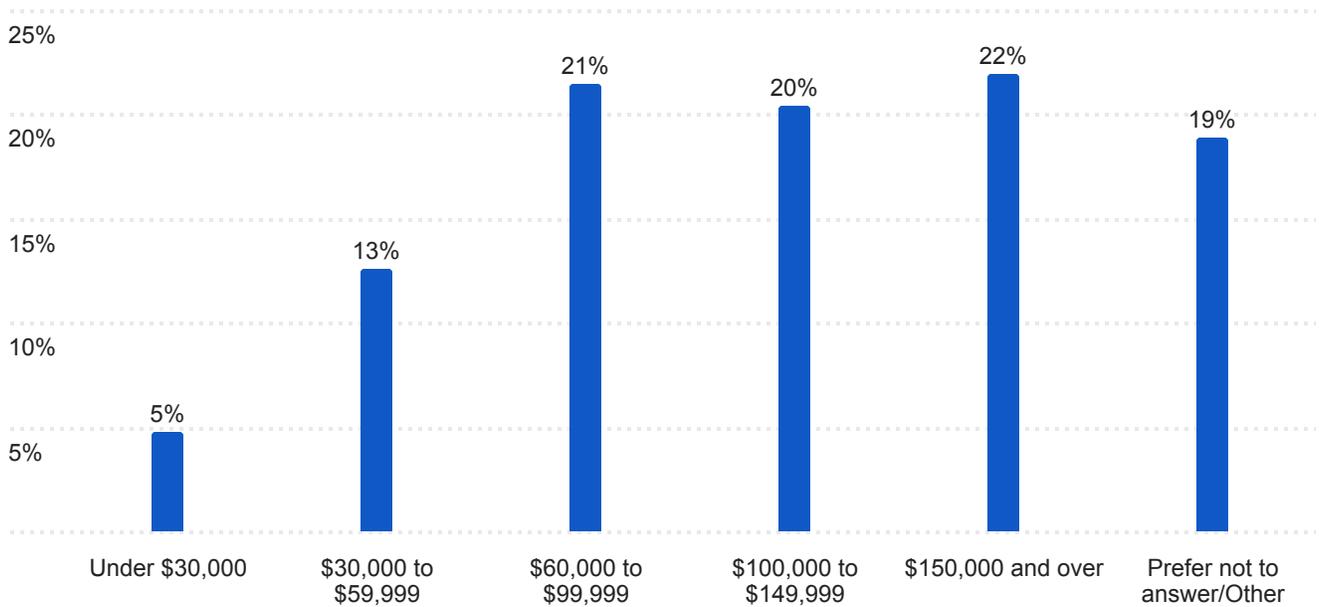
What gender do you identify as? Choose all that apply.

2716 Responses



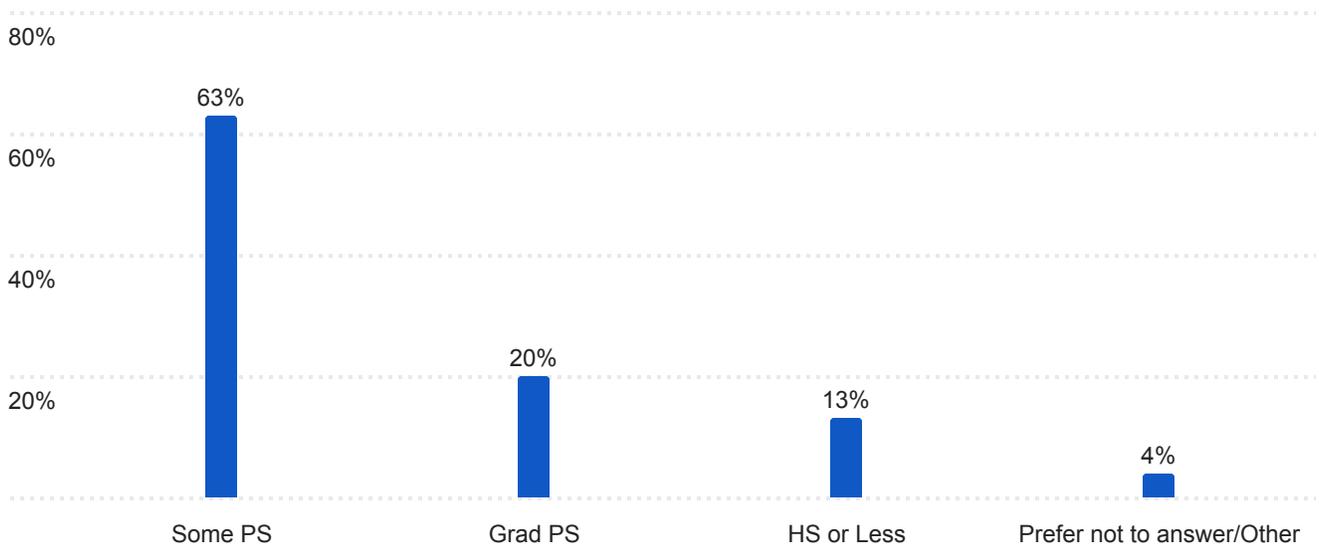
Which of the following categories best describes your total household income in 2023 before taxes?

2716 Responses



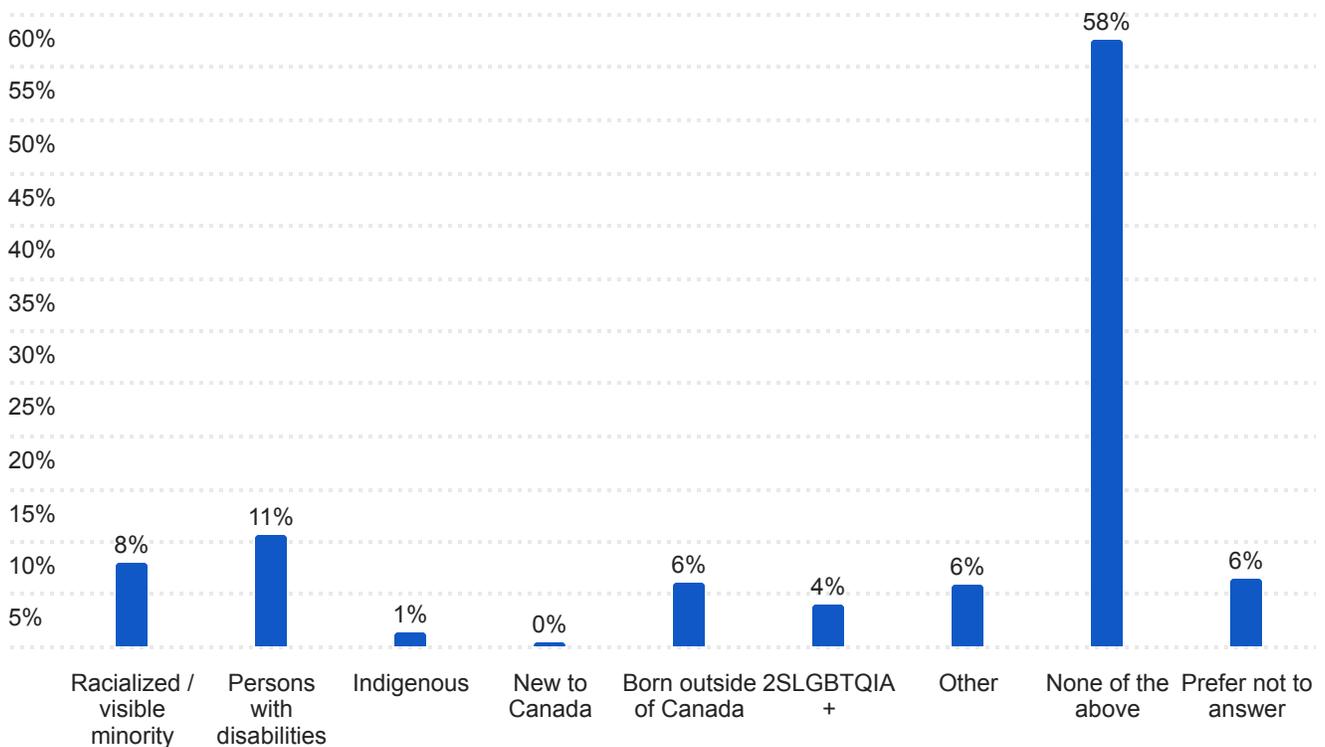
What is your highest level of education?

2716 Responses



Do you identify with any of the following? Choose all that apply

2716 Responses



Questions?

E-mail research@edmonton.ca for more information, or visit www.edmonton.ca/surveys

Interested in the Edmonton Insight Community?

Go to www.edmontoninsightcommunity.ca to join or learn more.

Looking for Data?

Visit data.edmonton.ca to find this and other City of Edmonton data on the Open Data Portal.