



Insight Community Mixed Topic Survey

July 2023

| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton

Thank you to all the Edmonton Insight Community members for engaging with us and providing your feedback to help City of Edmonton Council and administration make decisions.

-Corporate Research Unit

As of July 2023, more than 17,000 Edmontonians are part of the Insight Community who 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. 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 a variety of questions on various topics that help different departments make decisions using public feedback. This document highlights what we heard from the Insight Community members on the topics included in the July 2023 Mixed Topics survey.

From **July 11th to July 18th 2023**, 4,477 Insight Community members responded to the July 2023 Mixed Topic survey that was sent to them via email. Additionally, 71 respondents accessed the survey through the survey webpage. This report contains results for all respondents. The March Mixed Topic survey included the following topic:

- Neighbourhood Revitalization
- City Response to Encampment

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 4,548 would be accurate to ± 1.2 percentage points, 19 times out of 20.

**More than
17,000
members**

**4,548
respondents**

WHO RESPONDED

Profile of Respondents

	Overall (N=4,548)	%
Age		
Under 18	6	<1
18-24 years	44	1
25-34 years	380	8
35-44 years	758	17
45-54 years	767	17
55-64 years	1,043	23
65+ years	1,479	33
No profile info available	71	2
Household Income		
Under \$30,000	209	5
\$30,000-\$59,999	546	12
\$60,000-\$99,999	997	22
\$100,000-\$149,999	921	20
\$150,000 and over	927	20
Prefer not to answer	877	19
No profile information available	71	2

	Overall (N=4,548)	%
Tenure Living in Edmonton		
Less than 1 year	87	2
Between 1 to 2 years	72	3
Between 3 to 5 years	131	4
Greater than 5 years	3,234	89
No profile information available	180	3
Primary Mode of Transportation		
Car/truck/van as DRIVER	3,383	74
Car/truck/van as PASSENGER	207	5
Public Transit	450	10
Walk	231	5
Bicycle	147	3
Other	59	1
No profile info available	71	2

WHAT WE HEARD

Neighbourhood Revitalization

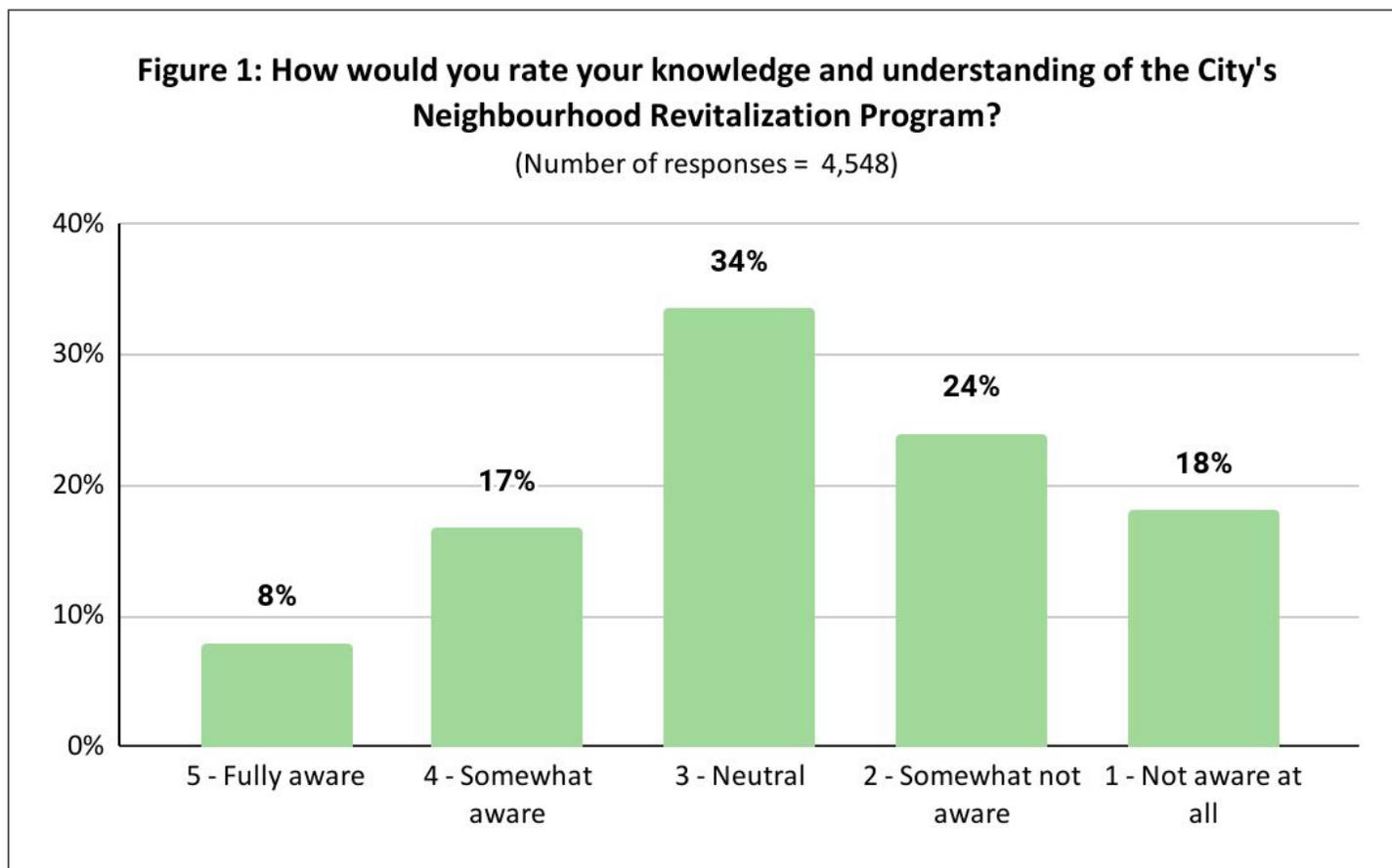
City of Edmonton's Neighbourhood Revitalization Program was established in 2006 as a community-led & City supported program to improve social and physical infrastructure, build a greater sense of community, and support a vibrant local economy in targeted neighbourhoods identified by the City Council.

This survey was fielded to help understand Edmontonians' awareness of the Neighbourhood Revitalization Program and how they have interacted or participated in the program.

Knowledge of City's Neighbourhood Revitalization Program

Three-fourth of the survey respondents say that they have heard about City's Neighbourhood Revitalization Program (74%).

- In terms of knowledge and understanding of the City's Neighbourhood Revitalization Program, 42% respondents say that they are not aware of the program and only 25% say that they are knowledgeable of the program (Figure 1).



WHAT WE HEARD

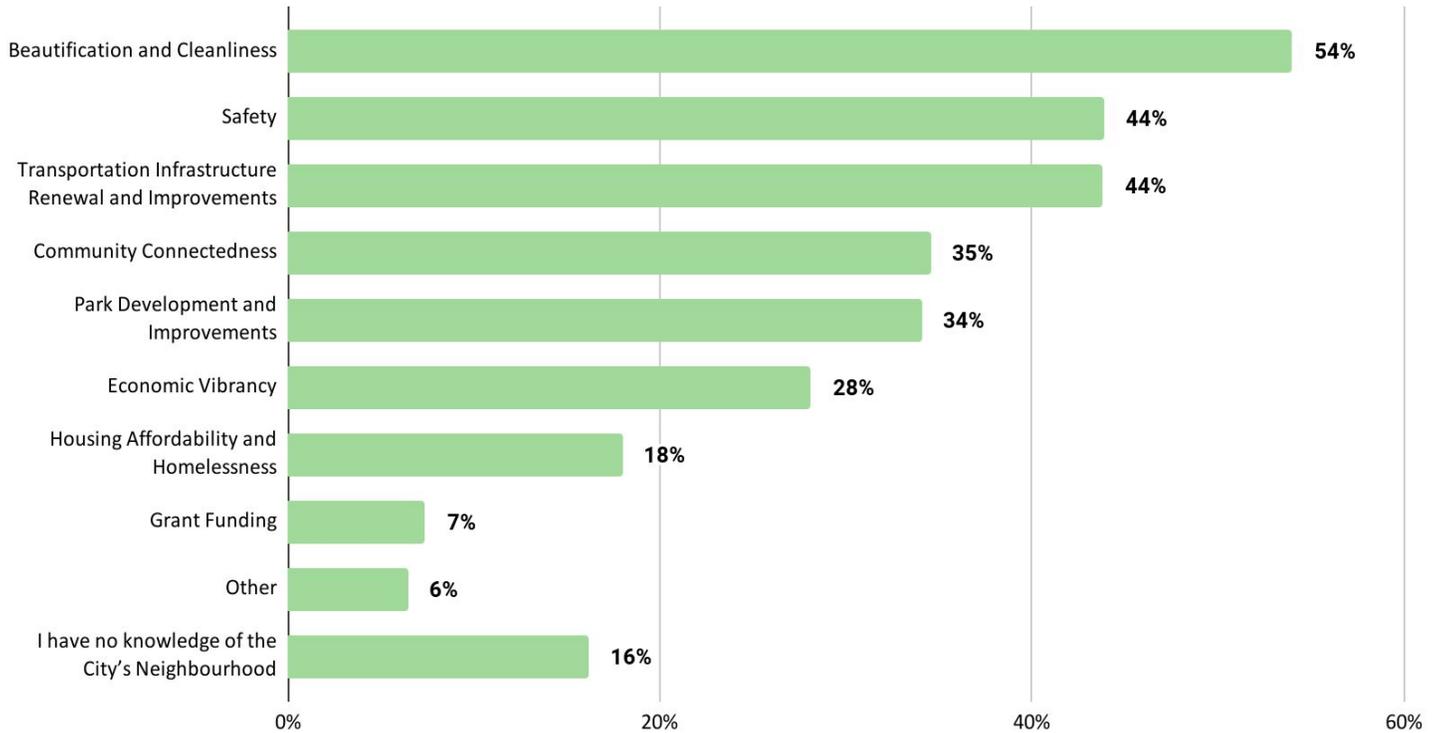
Neighbourhood Revitalization

Program's primary focus areas

Based on their knowledge and understanding of the City's Neighbourhood Revitalization Program, more than half of the survey respondents consider 'beautification & cleanliness' to be the program's focus area (54%), followed by 'safety' (44%), 'transportation infrastructure improvements' (44%) (Figure 2).

Figure 2: Based on your knowledge and understanding of the City's Neighbourhood Revitalization Program, what do you consider to be the Program's primary focus areas?

(Number of responses = 4,548)



Cross-tabulation analysis shows that :

- Younger residents aged 18-34 are less likely (13% vs. 26% among those 55+) to be knowledgeable of City's Neighbourhood Revitalization Program.
- Younger (aged 18-34) and older residents (aged 55+) have similar considerations towards what could be the focus areas of the City's Neighbourhood Revitalization Program.

WHAT WE HEARD

Neighbourhood Revitalization

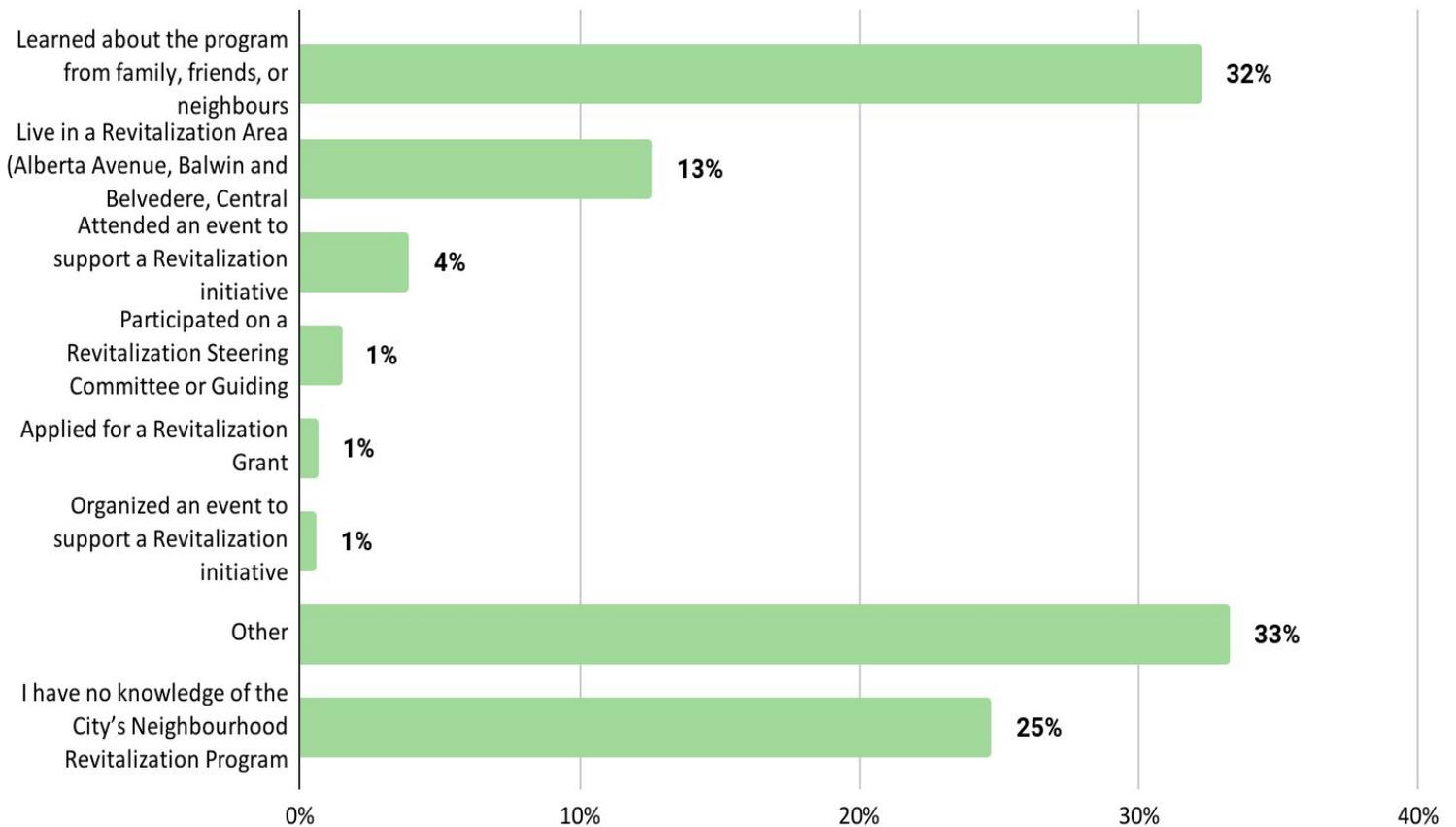
Finding information about Neighbourhood Revitalization Program

Three-in-ten survey respondents learned about the program from family, friends or neighbours (32%), followed by those who know about it because they live in a revitalization area (13%) (Figure 3).

- One-in-four (25%) say that they have no knowledge of City's neighbourhood revitalization program (Figure 3).

Figure 3: How did you come to know about the Neighbourhood Revitalization Program?

(Number of responses = 4,548)



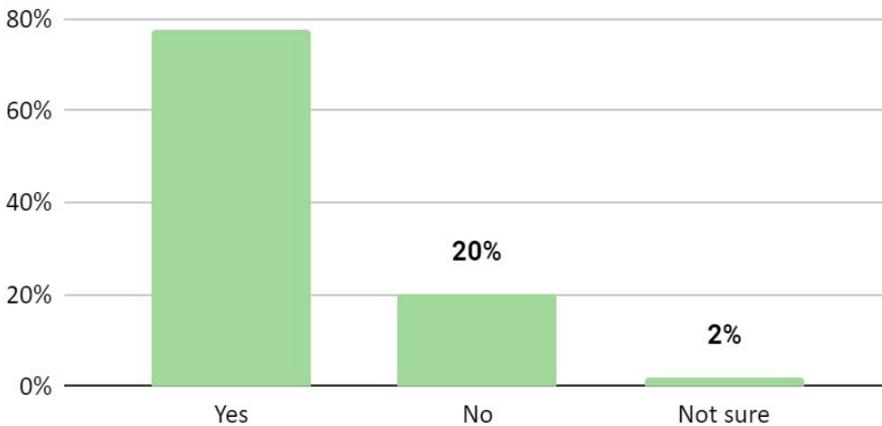
WHAT WE HEARD

City Response to Encampment

The City supports Edmonton’s homeless-serving sector by providing funding to social agencies for street outreach, activating the extreme weather response to support vulnerable people, and creating temporary washroom and shelter accommodations. The City also responds to encampments (temporary homeless camps or shelters) on public land with the goal of connecting people with housing support and preventing large encampments. This survey was fielded to help City understand how encampments have changed from last year, in order to enhance City’s encampment response.

Figure 4: During the past year, have you seen any encampments in the neighborhoods where you live or work?

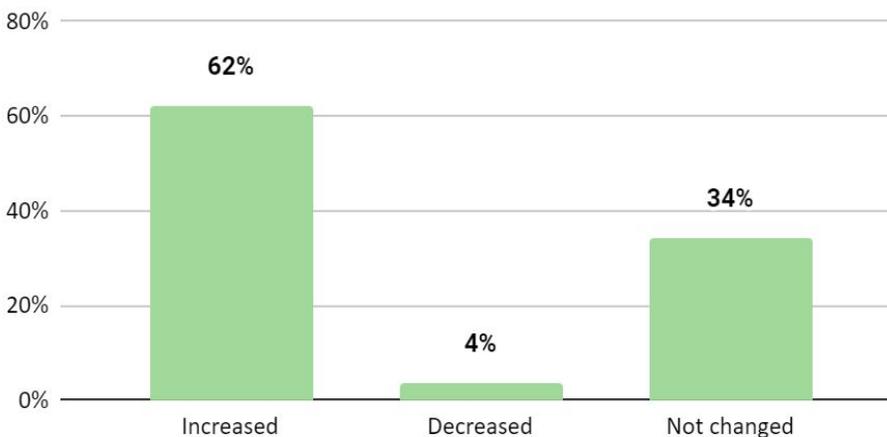
78% (Number of responses = 4,548)



Encampments in neighborhoods
Majority survey respondents say that they have seen encampments in the neighbourhoods where they live or work (78%) (Figure 4).

Figure 5: How have the number of encampments in the neighborhoods where you live or work changed, during the past year?

(Number of responses = 4,548)



Change in neighborhood encampments

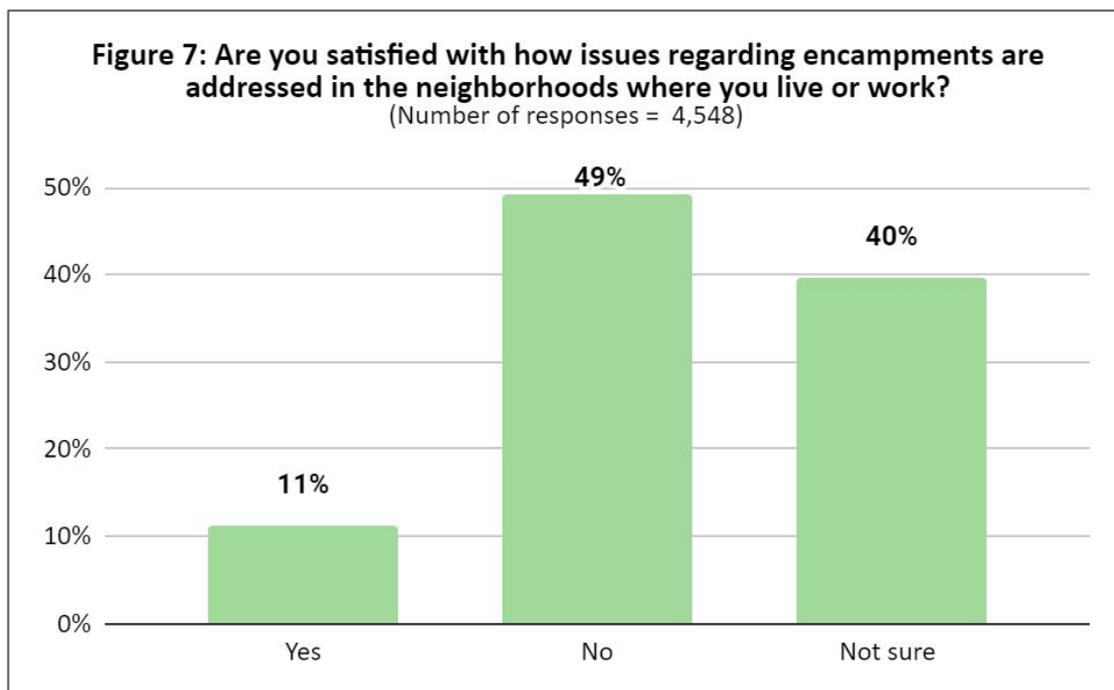
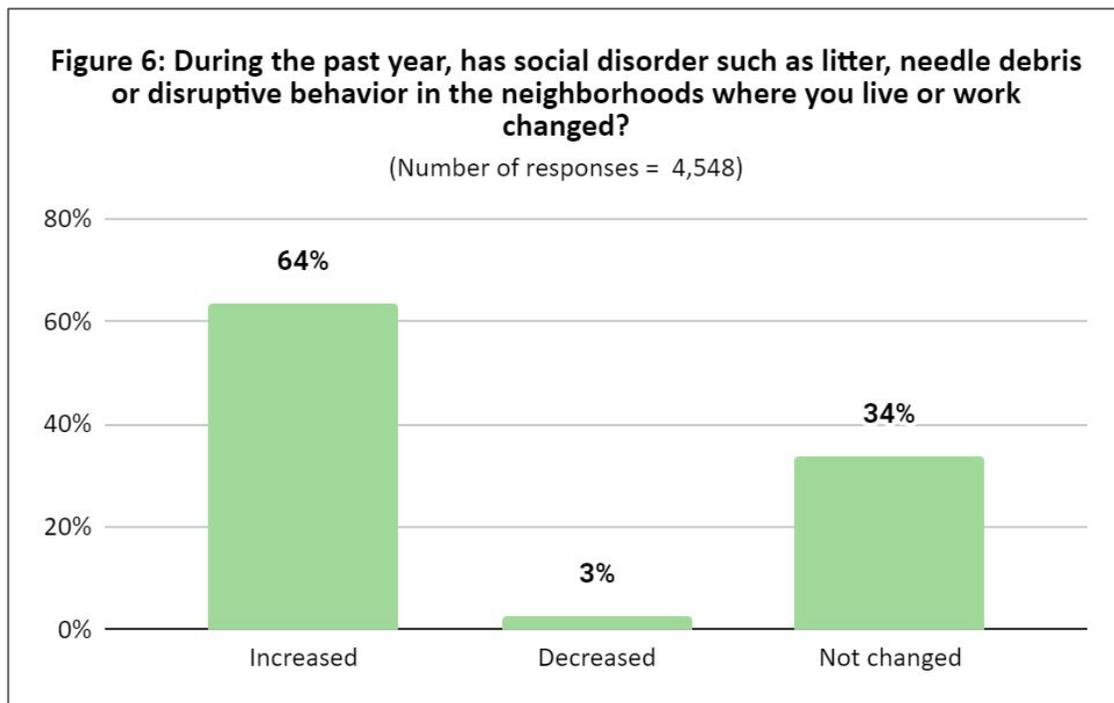
62% of survey respondents say that there is an increase in the number of encampments in their neighbourhood in the past year (Figure 5).

WHAT WE HEARD

City Response to Encampment

Issues from encampments

- Among the survey respondents, majority say that the social disorders (litter, needle debris, disruptive behaviour etc.) in their neighbourhood has increased in the past year (64%), followed by those who say that it is unchanged (34%) (Figure 6).
- Almost half of the respondents are not satisfied with how issues regarding encampments are addressed in the neighborhoods (49%) and 11% say that they are satisfied.



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.

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