



Insight Community  
Mixed Topic Survey  
**July 2020 Results**

| **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*

**More than  
12,200  
members**

As of July 2020, more than 12,200 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 research for almost every administrative area of the City.

From **July 14<sup>th</sup> to July 21<sup>st</sup> 2020**, 3,811 Insight Community members engaged with The City of Edmonton by answering a survey that was sent to them via email. The survey was designed to gather members' opinions on a variety of topics (Mixed Topics) including:

- Temporary naming of recreation facilities
- Wearing masks in public

**3,811  
respondents**

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 members on the topics included in the July 2020 Mixed Topics survey.

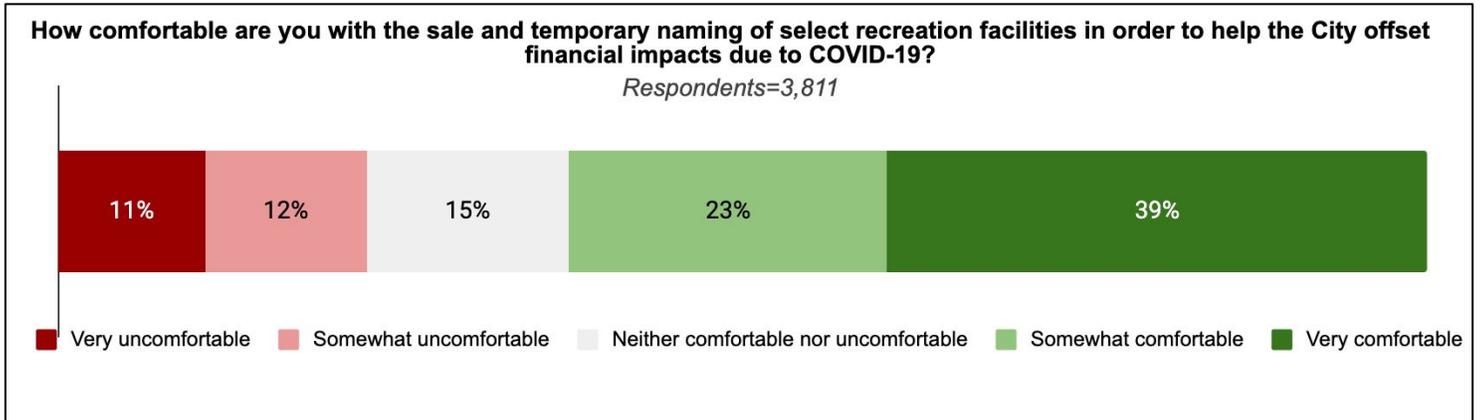
As it is a non-random online survey, a margin of error is not reported for these results. However, if a probability sample had been used results for a random sample of 3,811 would be accurate to  $\pm 1.5$  percentage points, 19 times out of 20.

*Note: 2194 anonymous individuals accessed the survey link through the City website. While reporting back to the Insight Community members through this monthly report, we only include the survey results for the members.*

## WHAT WE HEARD

### TEMPORARY NAMING OF RECREATIONAL FACILITIES

Insight Community respondents were asked if they are comfortable with the sale and temporary naming of select recreation facilities in order to help the City offset financial impacts due to COVID-19. 63% of Insight Community respondents indicate they are comfortable (somewhat or very) and 23% indicate they are uncomfortable (somewhat or very).



Those who indicate being comfortable with the sale and temporary naming were asked what a reasonable period of time (term) for individual naming rights agreements would be. 31% respondents indicate that 5 years would be a reasonable time, 30% respondents indicate they have no preference, and 21% indicate 3 years to be a reasonable time.

## WHAT WE HEARD

### WEARING MASKS IN PUBLIC

Results include respondents from Insight Community and from [edmonton.ca/surveys](https://edmonton.ca/surveys) (n=6,004)

#### CURRENT PRACTICES

Majority of respondents who do the respective activities are wearing face masks at least sometimes for the following activities..

- going for appointments, doctor, massage, etc. (92%).
- shopping at stores (83%)
- using public transit (81%),
- using an indoor recreation facility (60%)

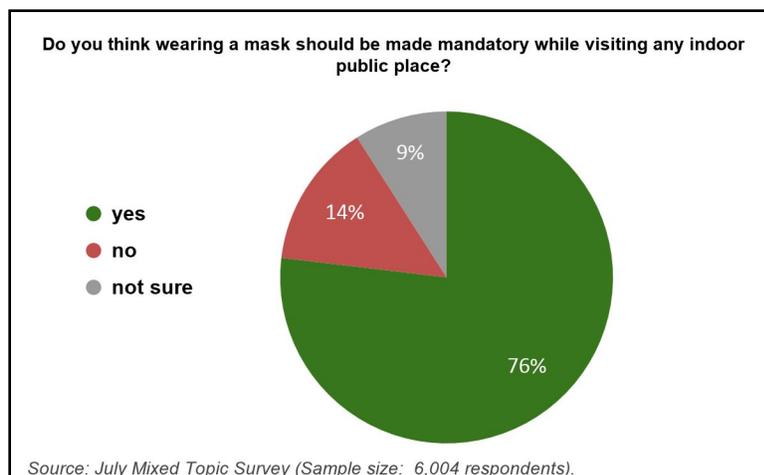
Current use of masks is less prominent (at least sometimes) for the following activities..

- sending kids to daycare or school (47%).
- dining out in a restaurant (37%),
- when going for an outdoor walk (23%),

#### OPINION ABOUT MANDATORY MASKS

**76%** of respondents indicate that wearing a mask **should** be mandatory while visiting any indoor public places. According to these respondents, the main reasons that masks should be mandatory are to stop the spread of infection (94%), because they will protect the people most vulnerable to COVID, e.g, those with underlying medical conditions or elders (91%), everyone needs to wear a mask for it to be effective (83%), and that they will keep everyone safe (81%).

**14%** of respondents indicate that wearing a mask **should not** be mandatory while visiting any indoor public places. According to these respondents, the main reasons that masks should not be mandatory are because it takes away their choice (51%), it creates further barriers for those with disabilities (for example, barriers for those who communicate by reading mouth movements e.g., those hard of hearing) (40%), they are not suitable for those with any breathing issues (38%), and that masks are not effective protection (36%).



## WHAT WE HEARD

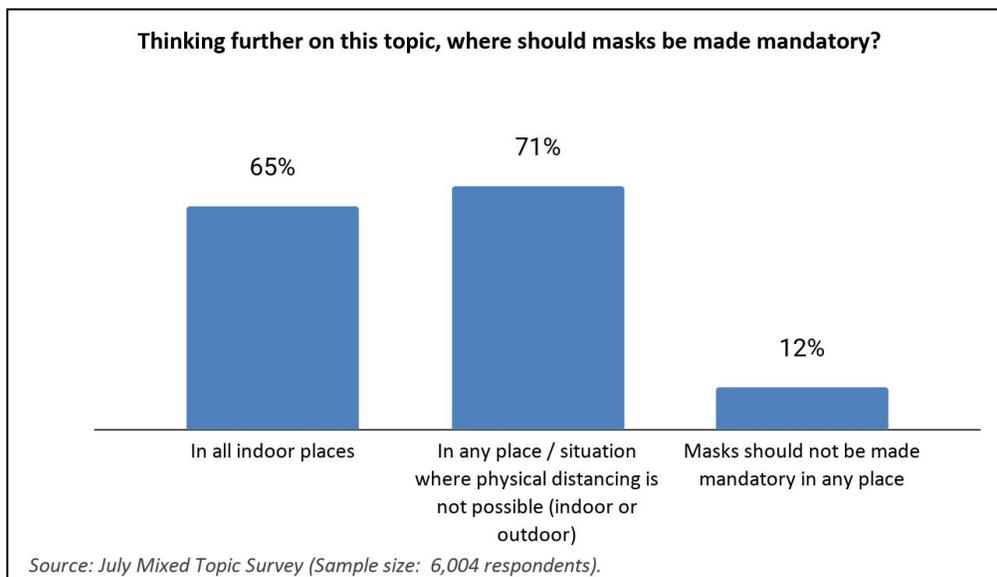
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#### OPINION ABOUT MANDATORY MASKS

Respondents were also asked where masks should be made mandatory.

71% respondents indicate that masks should be mandatory in any situation where physical distancing is not possible irrespective of whether it is indoor or outdoor. 65% respondents indicate that masks should be mandatory in all indoor places, and 12% say that masks should not be mandatory anywhere.



### Questions?

E-mail [research@edmonton.ca](mailto:research@edmonton.ca) for more information, or visit [www.edmonton.ca/surveys](http://www.edmonton.ca/surveys)

### Interested in the Edmonton Insight Community?

Go to [www.edmontoninsightcommunity.ca](http://www.edmontoninsightcommunity.ca) to join or learn more.

### Looking for Data?

Visit [data.edmonton.ca](http://data.edmonton.ca) to find this and other City of Edmonton data on the Open Data Portal.

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