

Insight Community Mixed Topic Survey

July 2021

Insight Community Members 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
13,500
members**

As of July 2021, more than 13,500 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 13th to July 20th 2021**, 3,322 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:

- Code of conduct for Civic Agencies
- Outdoor waste containers

**3,322
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 2021 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 3,322 would be accurate to ± 1.5 percentage points, 19 times out of 20.

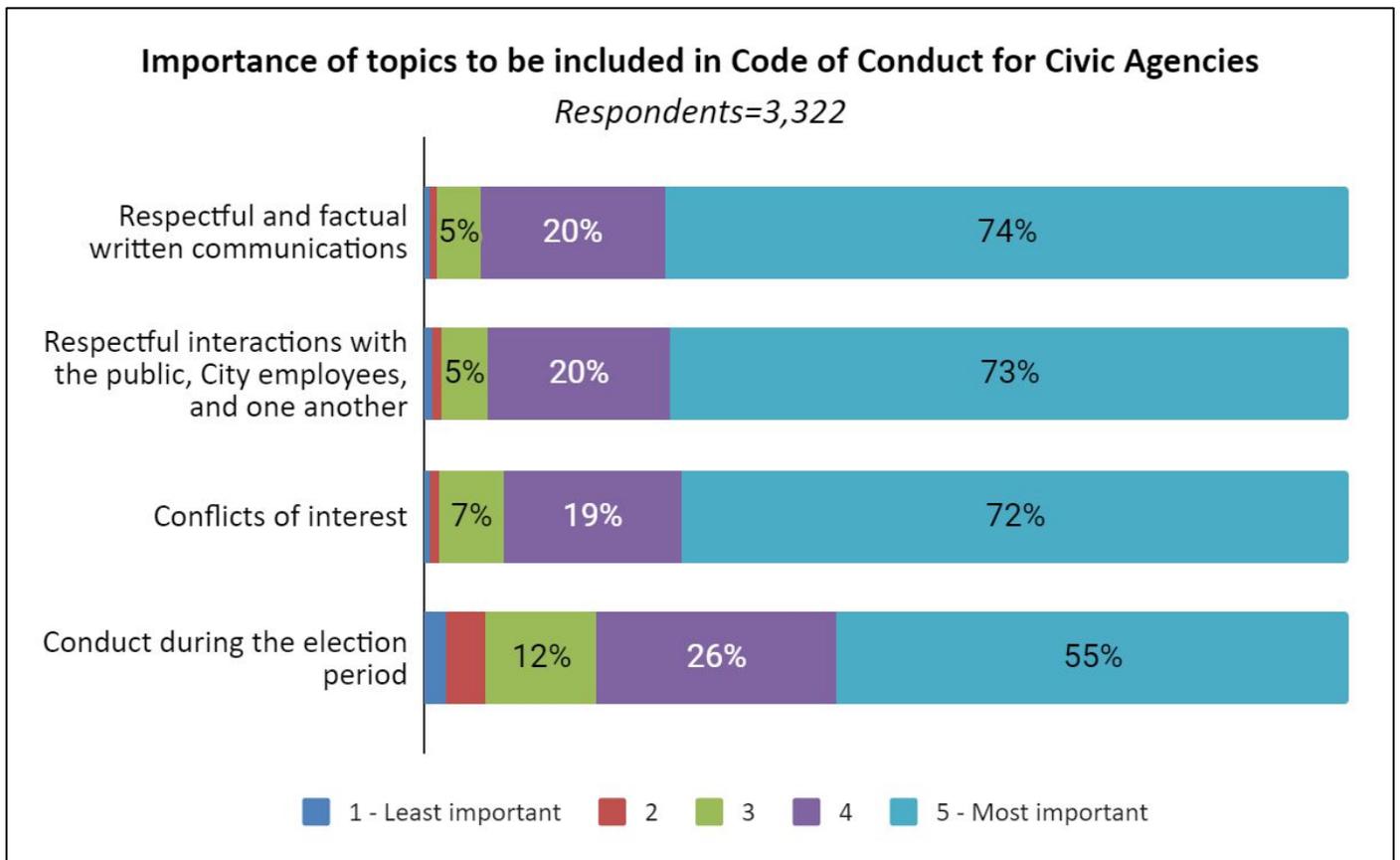
Note: 4 anonymous individuals accessed the survey link through the City website. While reporting back to the Insight Community members through this monthly report, we only include the survey results for the members.

WHAT WE HEARD

CODE OF CONDUCT FOR CIVIC AGENCIES

Insight Community respondents were asked which topics were important to be included in the code of conduct for the Civic Agencies members.

The majority of respondents think that respectful and factual written communications (74%), respectful interactions with the public, City employees and one another (73%), and conflicts of interest (72%) are very important to be included in the code of conduct for Civic Agencies.



WHAT WE HEARD

OUTDOOR WASTE CONTAINERS

PERCEPTION AND USAGE OF OUTDOOR WASTE CONTAINERS

Insight Community respondents were asked about their perception and usage of the outdoor waste containers.

25% of respondents have seen the containers before, and 19% have used them.

29% respondents agree (strongly, somewhat) that it was easy to sort their waste using the containers.



80% of respondents agree (strongly, somewhat) that they like how the containers look, and 91% agree that they understand what the containers are for based on the labels and icons.

AWARENESS OF DIFFERENT STREAMS OF WASTE COLLECTION

88% of respondents are aware that the City is moving to three different streams of waste collection (garbage, recycling and food scraps).

WASTE SORTING BEHAVIOUR

86% of respondents understand and practice waste sorting at home, and 92% practice other waste reduction behaviours like using reusable shopping bags and mugs.

35% of respondents strongly disagree that they practice composting at home, while 25% of respondents strongly agree.

When asked about the items that respondents are most likely to throw out vehicle in public spaces, the top responses are food wrappers (72%) and paper or plastic cups (70%).

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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