



Insight Community
Mixed Topic Survey
June 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
11,800
members**

As of June 2020, more than 11,800 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 **June 9th to June 16th 2020**, 3,081 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:

- Member well-being
- Recreation facilities and attractions

**3,081
respondents**

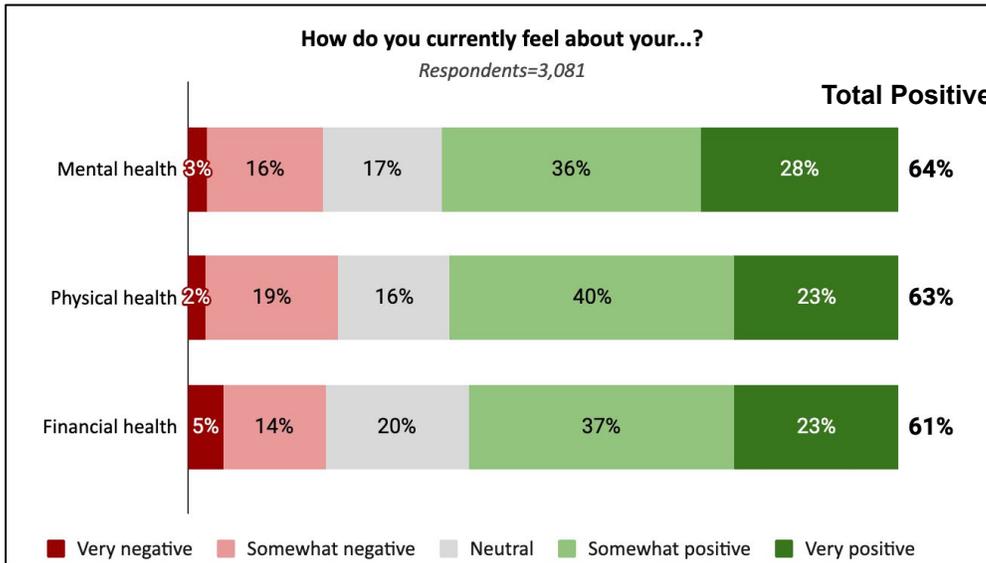
Mixed Topic survey is composed of a variety of questions on various topics that help different departments make decisions using public feedback. This document highlights what we heard from the Insight members on the topics included in the June 2020 Mixed Topics survey.

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 3,081 would be accurate to ± 1.5 percentage points, 19 times out of 20.

Note: 17 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

MEMBER WELL-BEING

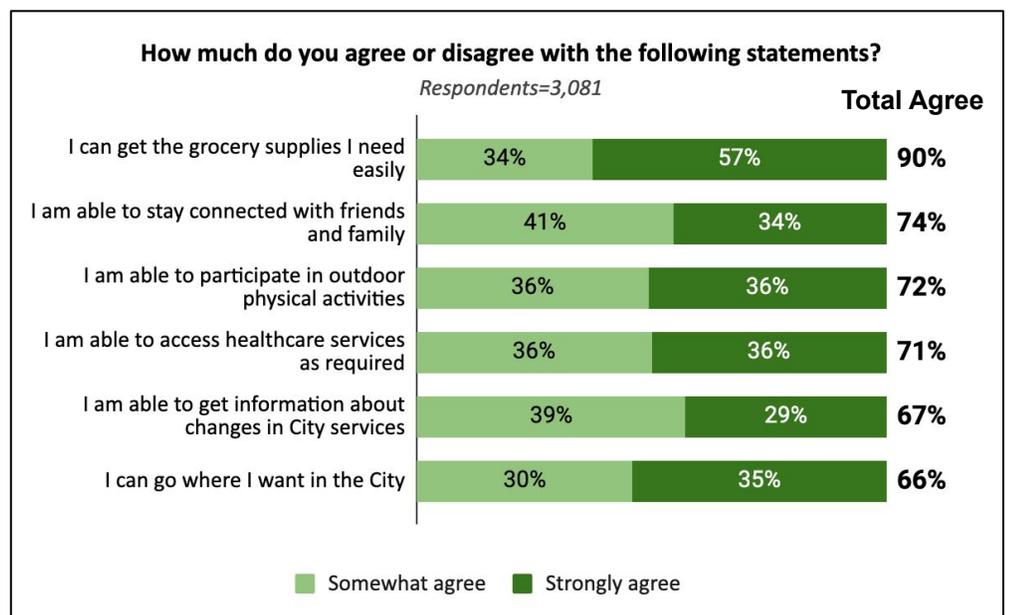


WELL-BEING

More than three-in-five Insight Community respondents indicate their mental, physical, and financial health to be at least somewhat positive.

ACCESS

The majority of Insight Community respondents indicate that they were able to access things they wanted.



WHAT WE HEARD

RECREATIONAL FACILITIES AND ATTRACTIONS

VISITATION - PAST 12 MONTHS

Insight Community respondents have visited City of Edmonton recreation facilities, private studios and recreation facilities in the past 12 months. They have also visited Royal Alberta Museum, Telus World of Science and Edmonton Valley Zoo in the past 12 months.

RECREATION FACILITIES	n=3081	ATTRACTIONS	n=3081
Any City of Edmonton recreation or fitness facilities (including outdoor pools) run by the City of Edmonton	51%	Royal Alberta Museum	38%
Any private studios focused on specific activities (such as dance, yoga, CrossFit, Pilates, etc.)	20%	Telus World of Science	33%
Any privately run recreation or fitness facilities (such as Anytime Fitness, Goodlife Fitness, or LA Fitness)	16%	Edmonton Valley Zoo	28%
Any recreation or fitness facilities run by a municipality other than Edmonton (such as Millennium Place, Servus Place etc.)	15%	Art Gallery of Alberta	22%
Any recreation or fitness facilities run by a post-secondary institution (such as UofA, MacEwan, NAIT, etc.)	12%	Muttart Conservatory	21%
Any YMCA recreation or fitness facilities	11%	Attractions at West Edmonton Mall (e.g. Sea Life Caverns, Galaxyland, World Waterpark)	19%
Any other type of indoor recreation facility (please specify):	12%	Fort Edmonton Park	17%
None of the above	29%	John Janzen Nature Centre	9%
		Jurassic Forest	7%
		John Walter Museum	2%
		Others not listed here	6%
		None of the above	29%

ACTIVITY PARTICIPATION - SINCE MARCH 2020

Since mid-March 2020, Insight Community respondents have walked or ran outside for recreation (84%), exercised at home (69%), and went to open parks (50%).

Respondents have participated in the following activities more than usual for the last few weeks:

1. Accessed free online fitness classes (e.g. on YouTube or Facebook) (65%)
2. Accessed paid online fitness classes (60%)
3. Used a free online fitness app (53%)
4. Used a paid online fitness app (51%)

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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