

Insight Community Mixed Topic Survey

March 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

11,903
members

As of March 2020, 11,903 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 **March 11th to March 18th 2020**, 2,319 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:

- City of Edmonton website
- Composting

2,319
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 March 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 2,319 would be accurate to ± 1.8 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

CITY OF EDMONTON WEBSITE

ACCESSING THE WEBSITE

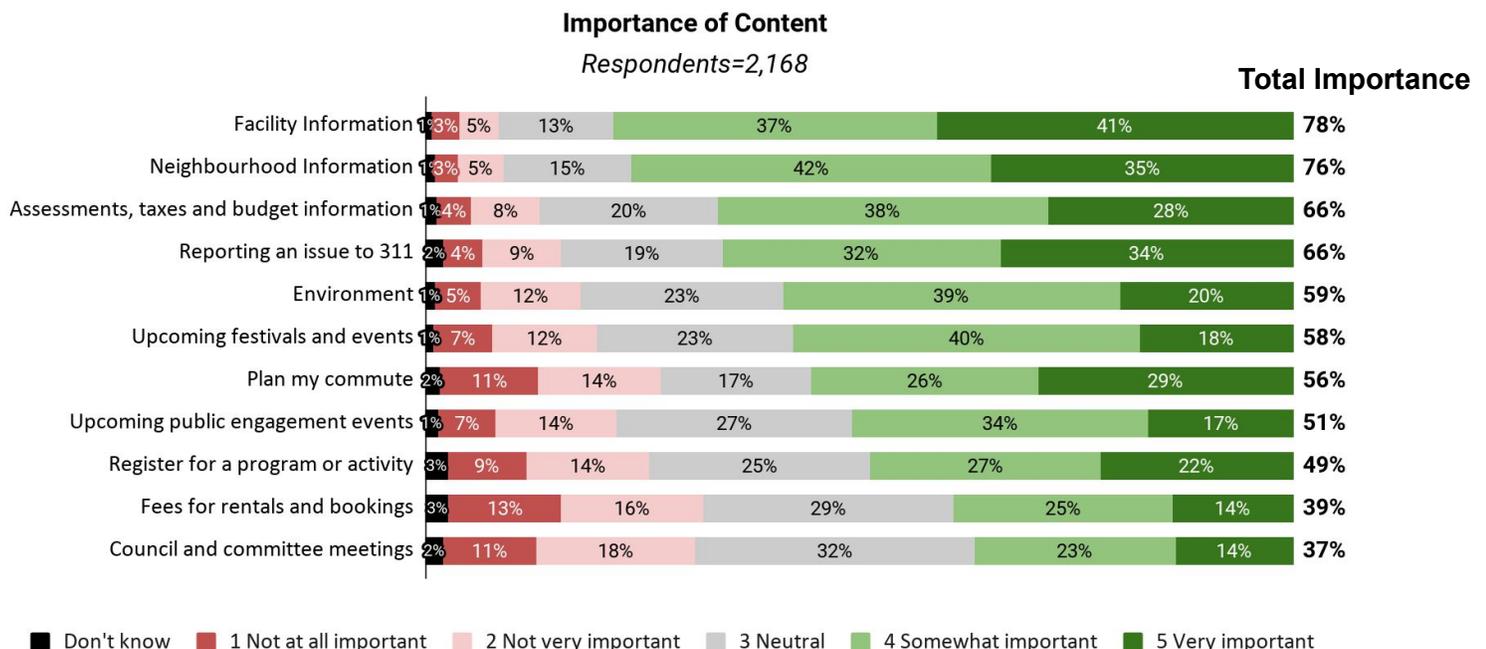
- 45% of Insight Community respondents visit the City of Edmonton website once in a month or more, 35% visit several times a year, and 13% visit the website about once a year.
- 7% of Insight Community respondents never visit the City website.
- Among those who have visited the website, most find information on edmonton.ca by using the search within edmonton.ca (59%), by external search engines like google (51%), and by using the navigation menu (49%).
- Among those who have visited the website, the majority (76%) visit to obtain information and close to half (46%) visit to complete a task.

NOTIFICATIONS

Respondents who have visited the website were asked how they would like to be notified of service changes. The majority of respondents prefer being notified by email (66%) and/or through the website (53%). Some respondents prefer notifications by text (27%) and/or notifications on their device (24%).

WEBSITE CONTENT

Respondents who have visited the website were asked to rate the importance of content available to them on the City’s website. The majority of respondents find the content important. Content on Council and committee meetings, and fees for rentals and bookings garnered less important ratings.



WHAT WE HEARD

CITY OF EDMONTON WEBSITE

WEBSITE EVALUATION

Respondents who have visited the website were asked to rate the website on some features and also rate how important were those features to have on the website. In the table below, green denotes above average rating, yellow means on average, and red means below average rating.

- Some of the features that are high on importance (green) garner an above average agreement rating, e.g., easy to understand, easy to navigate, professional and trustworthy, clean and uncluttered.
- There is opportunity to improve website performance on features that are high on importance but have below or on average performance rating: easy to find new information, having the right amount of information, easy to find specific information, search functionality.
- Most of the features with low agreement ratings are not that important to respondents.

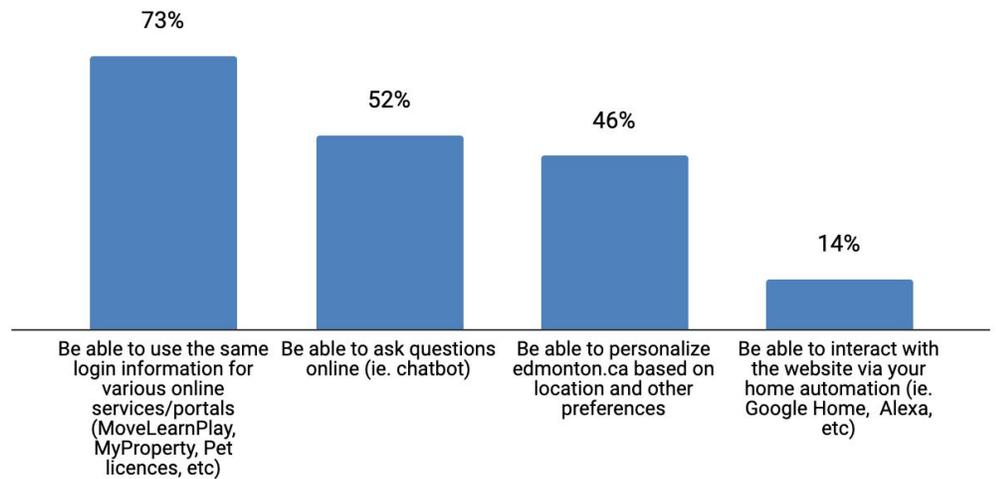
	%Importance (somewhat, strongly)	%Agreement (somewhat, strongly)
The information on the site is easy to understand	88%	62%
It is easy to find the specific information I am looking for	88%	44%
The site is easy to navigate on my computer	87%	59%
The site is professional and trustworthy	85%	66%
The search functionality on the website works well	84%	43%
It is easy to find new information on the site	81%	37%
The site is clean and uncluttered	76%	49%
The site has just the right amount of information	71%	40%
The site is easy to navigate on my mobile device	58%	21%
The site is visually appealing	55%	48%
The site is cutting-edge in terms of functions, layout and tools	41%	18%
The site is interactive, such as commenting, user rating of information or online input	36%	21%

WHAT WE HEARD

CITY OF EDMONTON WEBSITE

IMPORTANCE OF NEW FEATURES

Insight Community respondents who have visited the website were asked about importance of some features if they were available on the website. The importance (somewhat, very) ratings are shown in the chart.



COMPOSTING

AWARENESS

10% of Insight Community respondents have heard of Compost 'S cool.

Of those who have heard of Compost 'S cool (n=238 respondents), 89% understand Compost 'S cool is Edmonton's centre of education on composting and soil building.

VISITATION

2% of Insight Community respondents have visited Compost 'S cool in 2019, and 1% have attended a class in 2019. Among those who have heard of Compost 'S cool (n=238), 19% have visited Compost 'S cool, and 11% have attended a class in 2019.

Insight Community respondents were given information about what Compost 'S cool is and how they can visit. They were then asked about their interest to visit Compost 'S cool in 2020. 27% of Insight Community respondents indicated that they were interested in visiting Compost 'S cool in 2020.

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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