

Insight Community Mixed Topic Survey

March 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
13,400
members**

As of March 2021, more than 13,400 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 10th to March 17th 2021**, 3,627 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:

- Property assessment customer satisfaction
- Attending summer events
- Street parking bans during snow clearing events

**3,627
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 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 3,627 would be accurate to ± 1.4 percentage points, 19 times out of 20.

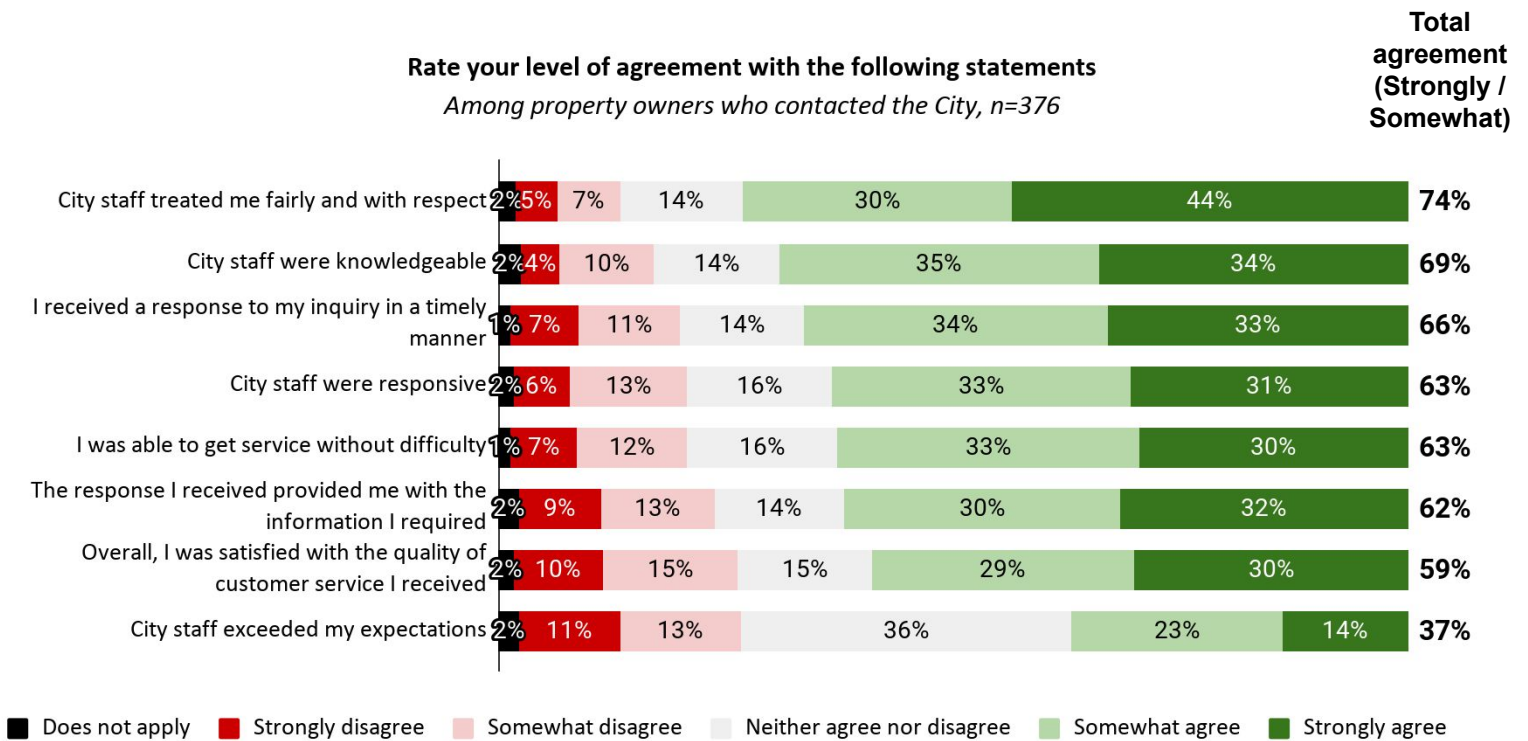
Note: 24 anonymous individuals accessed the survey link through the City website. While reporting back to the Insight Community members through this monthly report, we only include the survey results for the members.

WHAT WE HEARD

PROPERTY ASSESSMENT CUSTOMER SATISFACTION

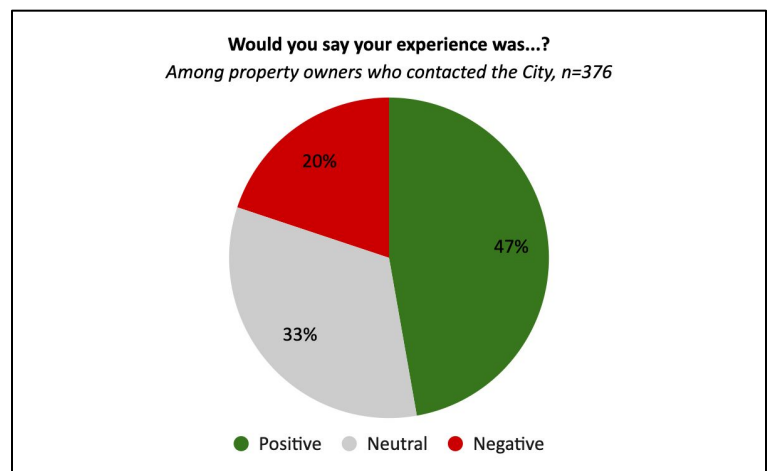
81% of Insight Community respondents who own a property in Edmonton have not contacted City with questions related to their property assessment.

19% property owners who contacted the City were asked to rate their experience with the City. The majority agree that the City treated them fairly, the response was timely and informative, the staff was knowledgeable and responsive. Agreement is lower (37%) with City staff exceeding expectations.



47% property owners who contacted the City indicate that their most recent experience with City staff when working through an assessment issue was positive (see chart on the right).

Property owners who contacted the City were asked who helped resolve their assessment related question. 43% indicate they were helped by a City assessor, 14% indicate 311, and 23% indicate they were helped by both 311 and City assessor.



WHAT WE HEARD

ATTENDING SUMMER EVENTS

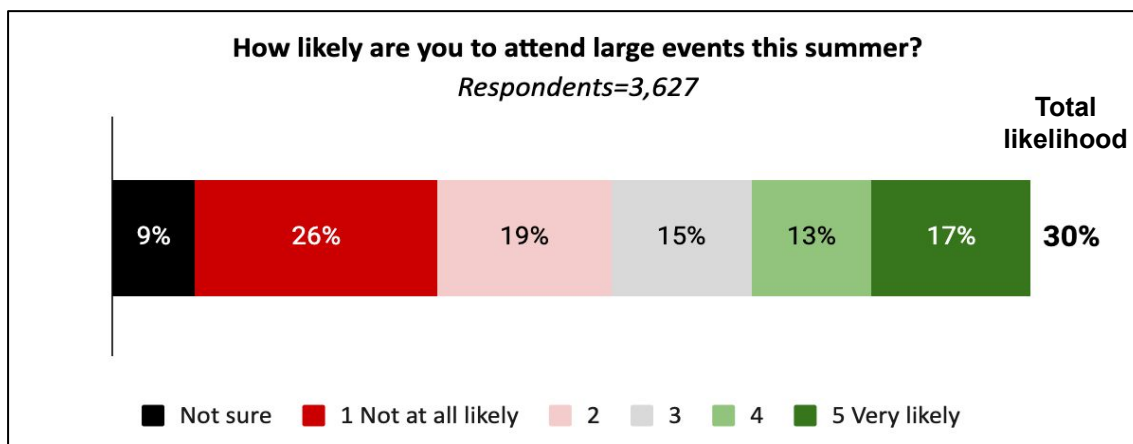
PAST ATTENDANCE

68% of Insight Community respondents attended large summer events or festivals like K-Days, Fringe festival, etc. in 2019.

LIKELIHOOD TO ATTEND EVENTS THIS SUMMER

30% of Insight Community respondents are likely (somewhat, very) to attend large events this summer. Among those who are likely to attend:

- 73% indicate that they are willing to attend whatever is deemed safe by Provincial Health Officials.
- Some reasons for likelihood to attend events this summer are:
 - To support local Festival and Event organizations (82%)
 - To return to a sense of normalcy (80%)
 - To support the local economy (77%)



45% of Insight Community respondents are not likely (somewhat, very) to attend large events this summer. Some reasons for being unlikely to attend summer events this summer are:

- Everything is still uncertain (73%)
- Other attendees not following safety measures (73%)
- Fear of getting me or my family sick (66%)

TYPES OF EVENTS AND HEALTH MEASURES

58% of Insight Community respondents indicate that events that have been deemed safe by Provincial Health Officials should be able to go ahead in the summer of 2021.

Top Public Health measures respondents need to see at events to be comfortable attending are:

- Hand sanitizer and hand washing stations readily available (58%)
- Whatever measures are mandated by Alberta's Chief Medical Officer (52%)
- Masks required (50%)

WHAT WE HEARD

STREET PARKING BANS DURING SNOW CLEARING EVENTS

28% of Insight Community respondents park outside their home/apartment/condo during the winter season.

Among those who park outside:

- 84% have moved their car from the street when a residential snow clearing event was announced.
- 66% were aware of the new residential parking ban during snow clearing that the City introduced 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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