

Insight Community Mixed Topic Survey

May 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
13,300
members**

As of May 2021, more than 13,300 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 **May 11th to May 18th 2021**, 3,844 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
- Registered classes and programs

**3,844
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 May 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 3,844 would be accurate to ± 1.3 percentage points, 19 times out of 20.

Note: 5 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.

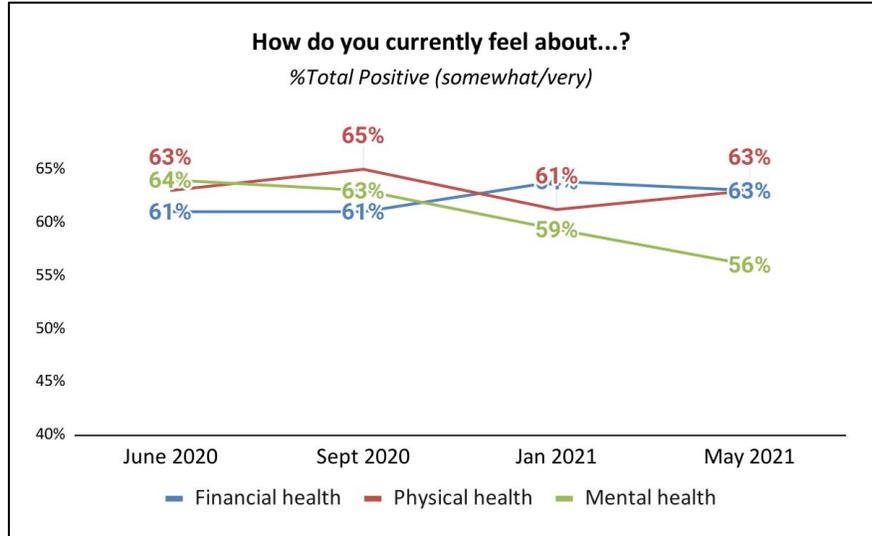
WHAT WE HEARD

MEMBER WELL-BEING

WELL-BEING

In May 2021, the majority of Insight Community respondents indicate their physical, mental and financial health to be at least somewhat positive.

Mental health is on a decline since summer last year.



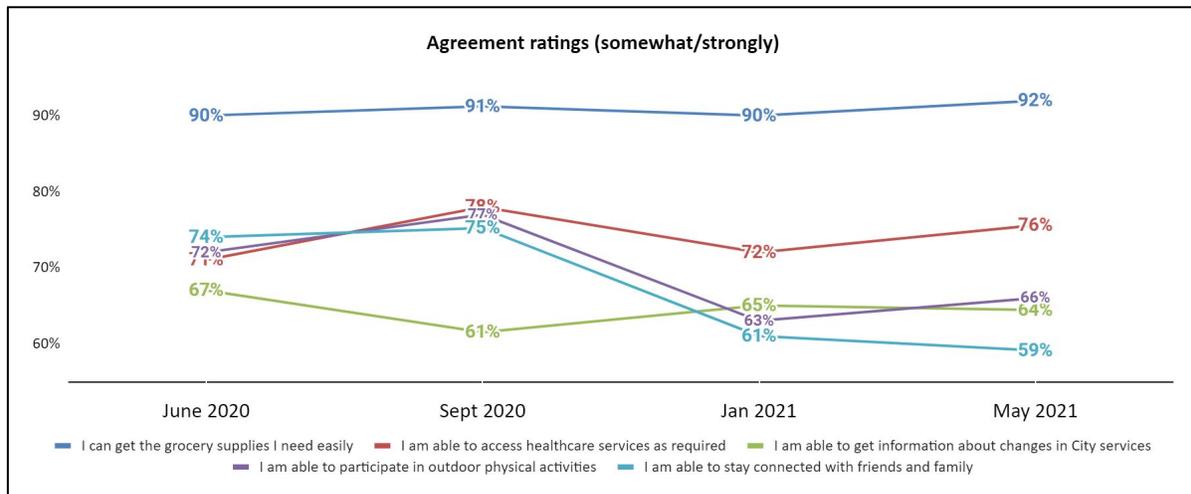
WORRIES FOR THE NEXT FEW MONTHS

Insight Community respondents were asked what are they most worried about for themselves and their families. In May 2021, respondents are mostly worried about:

1. COVID-19 complacency (26%)
2. State of the economy overall (11%)
3. Inability to meet friends and family (10%)
4. Financial health / ability to pay bills (10%)
5. Getting infected (9%)

ACCESS

In May 2021, the majority of Insight Community respondents indicate that they were able to access things they wanted. Results are consistent with January 2021.



WHAT WE HEARD

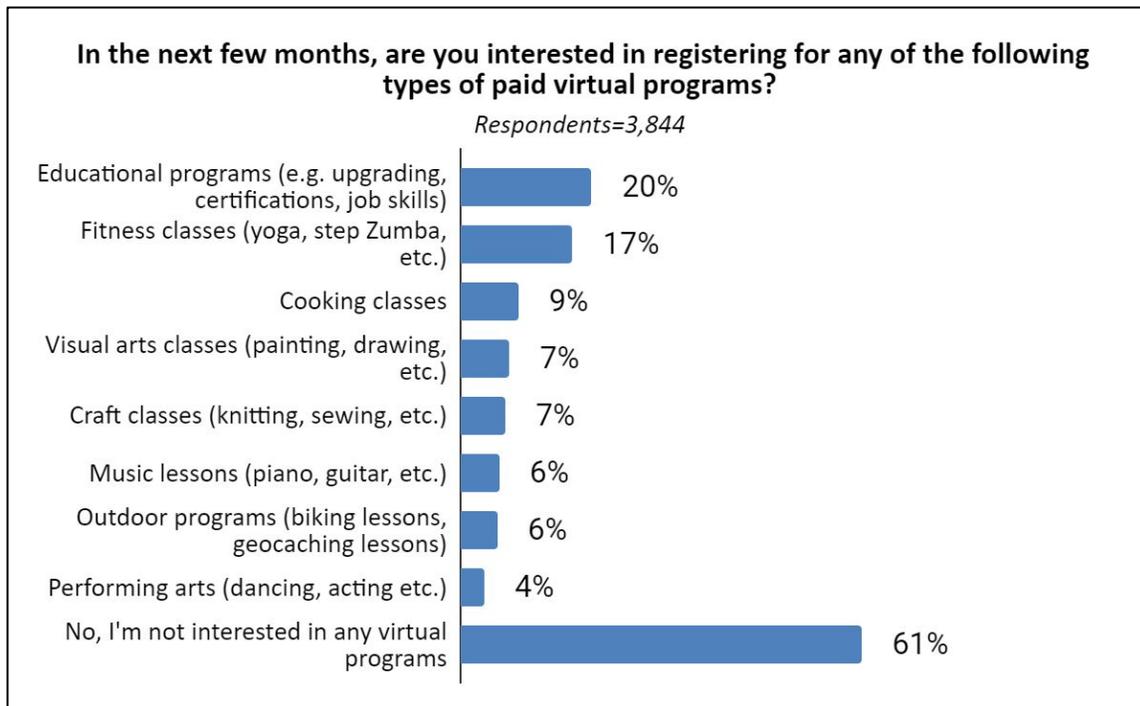
REGISTERED CLASSES AND PROGRAMS

MODE TO ACCESS ACTIVITIES

Insight Community respondents were asked if they have engaged in any registered classes and programs activities in-person, online or both in the past few months. The top activities for each mode of interaction are listed below.

In-person	Online	Combination
Outdoor programs (biking lessons, geocaching lessons) (4%)	Educational programs (e.g. upgrading, certifications, job skills) (24%)	Educational programs (e.g. upgrading, certifications, job skills) (2%)
Fitness classes (yoga, step Zumba, etc.) (3%)	Fitness classes (yoga, step Zumba, etc.) (15%)	Fitness classes (yoga, step Zumba, etc.) (2%)

Respondents were asked if they are interested in registering for any types of paid virtual programs in the next few months. 20% of respondents are interested in educational programs and 17% are interested in fitness classes.



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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