

Centre City Area Report

September 2023

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Edmonton

Study Background and Objectives

In March 2023, the City of Edmonton conducted a survey to understand Edmontonians' experiences of visiting, or living in, the Centre City Area. The survey was distributed to the City's Edmonton Insight Community through a mixed-topic survey, as well as via an open link on the City's website. A total of 2,871 respondents completed the survey (The March Mixed Topic Report can be found [HERE](#)).

In September 2023, the same survey was conducted again via the same channels, this time through a single topic survey, to monitor possible changes and improve experiences within the Centre City Area.

Results of both the September 2023 study and the March 2022 study are included in this report.

Research Objectives and Methodology

- Research objectives
 - Provide opportunity to provide feedback on Edmontonians' experiences of visiting, or living in, Edmonton's Centre City Area
 - Understand Edmontonians' downtown lived experiences; and
 - Monitor possible changes and improve experiences within the Centre City Area.
- Research methodology
 - Similar to the March 2023 survey, the 2023 survey was distributed to the City's Insight Community, this time through a single topic survey, as well as via an open link on the City's website.
 - The survey was conducted between September 07 - 19, 2023. A total of 4,764 respondents completed the survey, 119 of which participated in the survey via an open link.

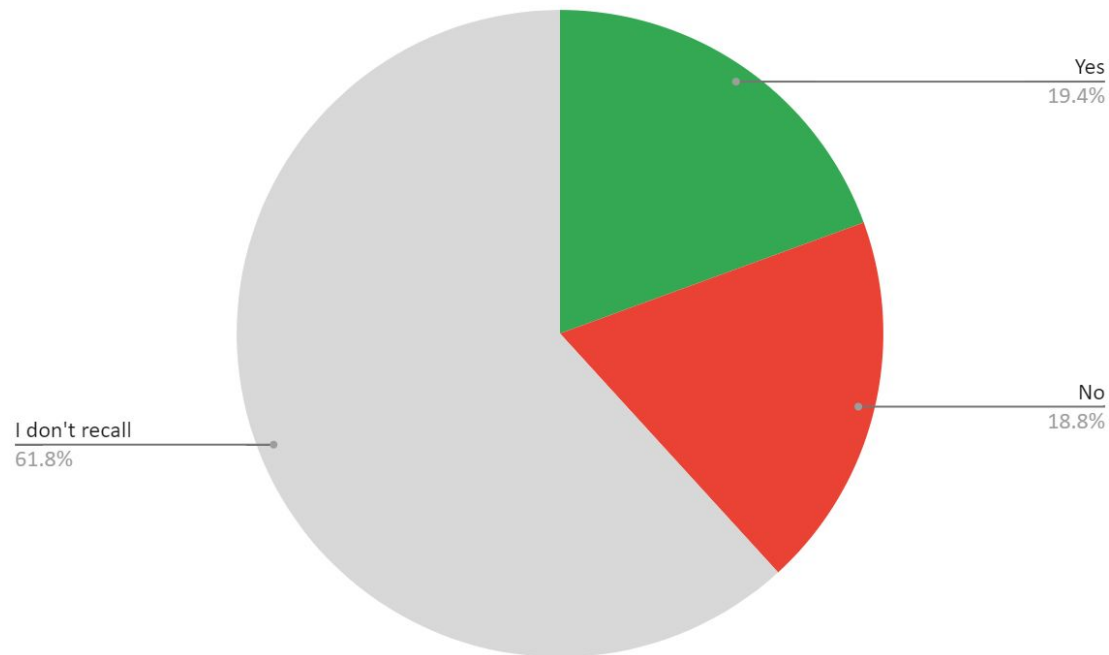
Statement of limitations: *As an online survey with a non-probability sample, and in accordance with industry standards, a margin of error can not be applied.*

Results

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Participation in Previous Centre City Area Study in March

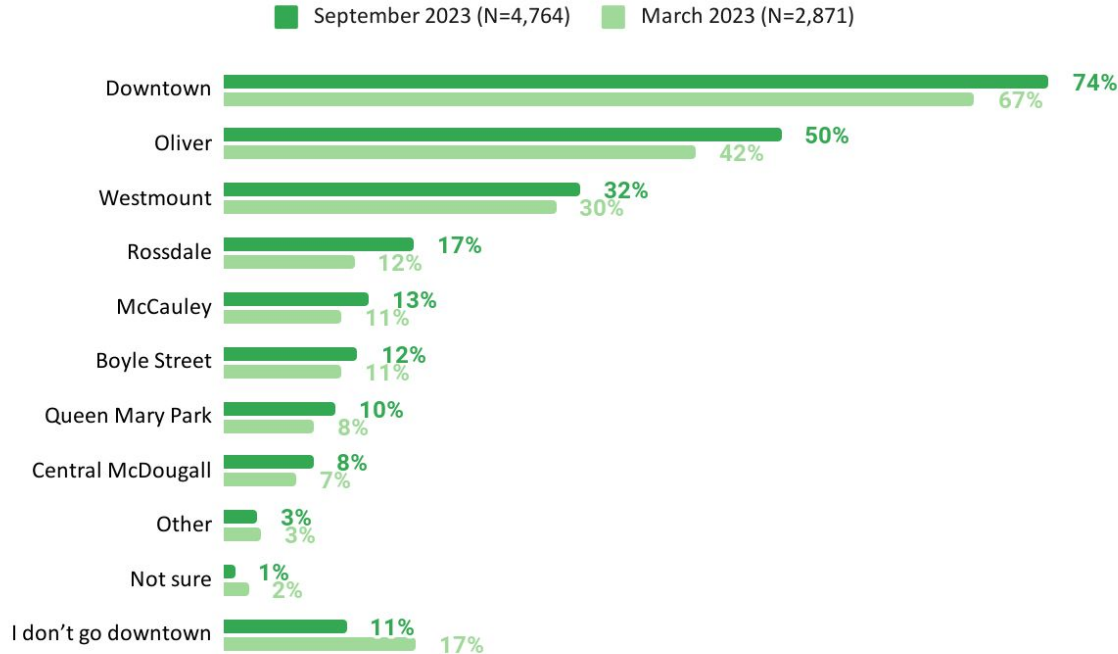


Q1. Did you participate in the March 2023 Mixed Topic survey on the Centre City Area?

Base: All respondents (N=4,746)

Usage of the Centre City Area - Tracking

- Three-quarters of Centre City Area visits are from downtown - patterns of destinations remain steady since March.
- 85% visited Centre City Area in the last 12 months (vs. 79% in March 2023).

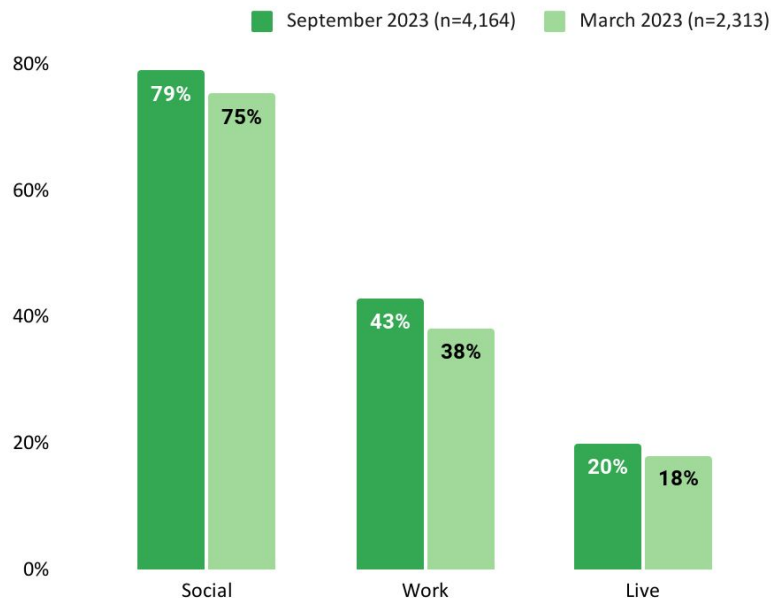


Q2. In the last 12 months, which of these neighbourhoods did you most commonly use? (select all that apply)

Base: All respondents

Activities Conducted in the Centre City Area - Tracking

- Among the survey respondents who have used Centre City Area in the last 12 months, eight in ten participate in social activities when visiting Centre City Area - only about four in ten say they work in the Centre City Area.

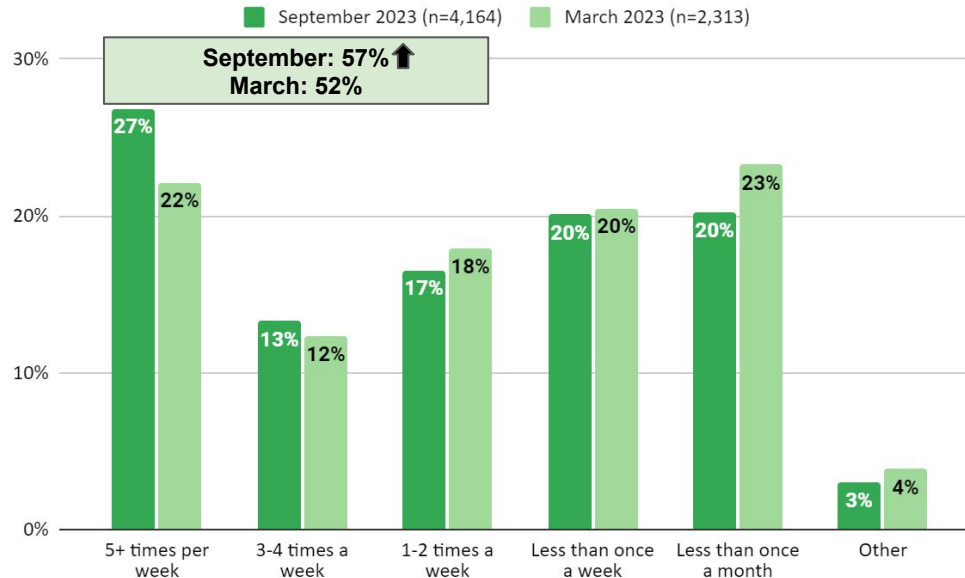


Q3. In the last 12 months, what activities have you conducted in the Centre City Area? (select all that apply)

Base: Those who have visited Centre City Area in the last 12 months

Frequency of Visitation at the Centre City Area - Tracking

- Among those who have used Centre City Area in the last 12 months, six in ten visit at least once per week (57%) - a five points increase since March.

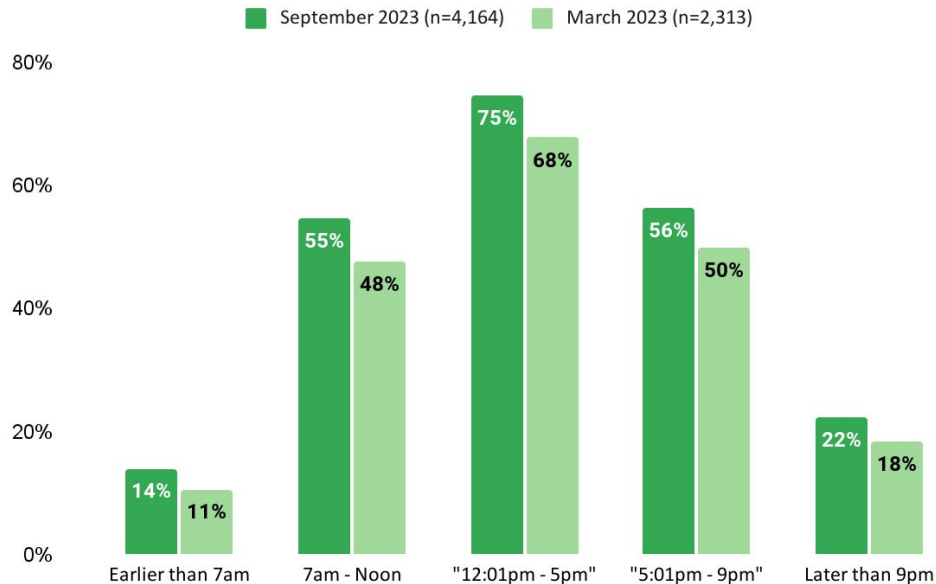


Q4. In the last 12 months, how often are you in the Centre City Area?

Base: Those who have visited Centre City Area in the last 12 months

Most Common Times at the Centre City Area - Tracking

- When asked about the most common times in the Centre City Area in the last 12 months, 75% visit during afternoon hours, between 12pm to 5pm. 56% visit between 5pm to 9pm (50%), with similar proportion visiting in the morning from 7am to noon (55%). Only about two in ten use the Centre City Area later than 9pm (22%).

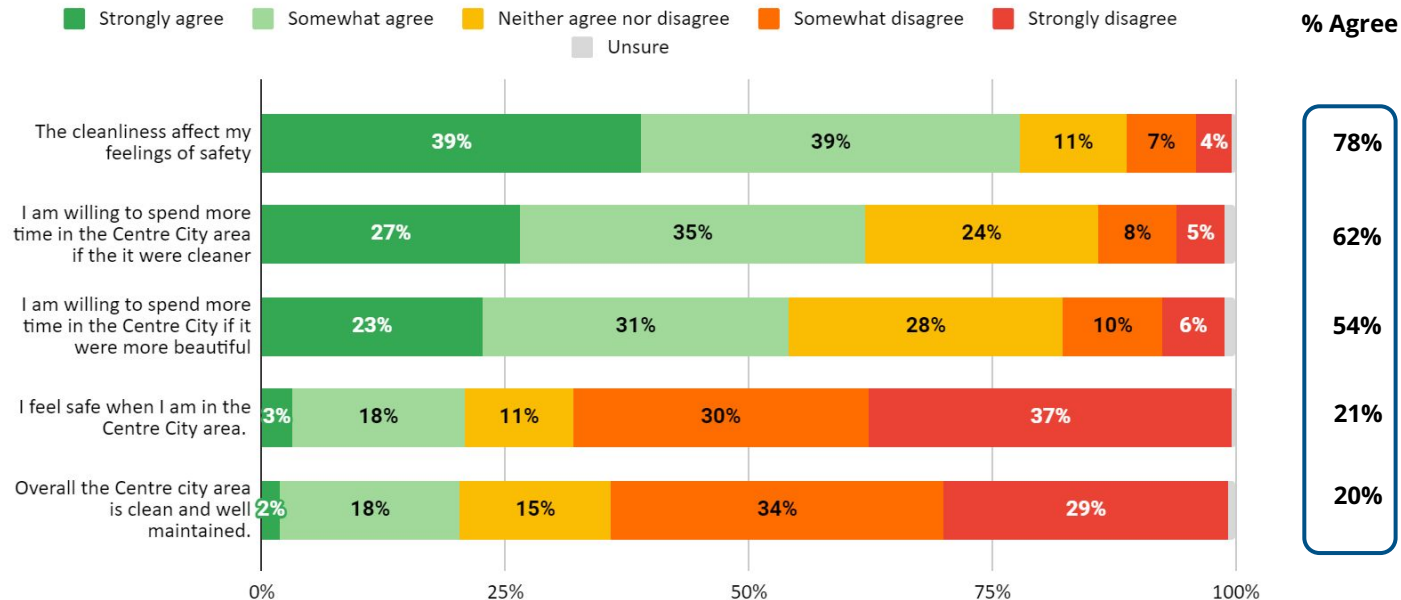


Q5. What time are you most commonly in the Centre City Area? (select all that apply)

Base: Those who have visited Centre City Area in the last 12 months

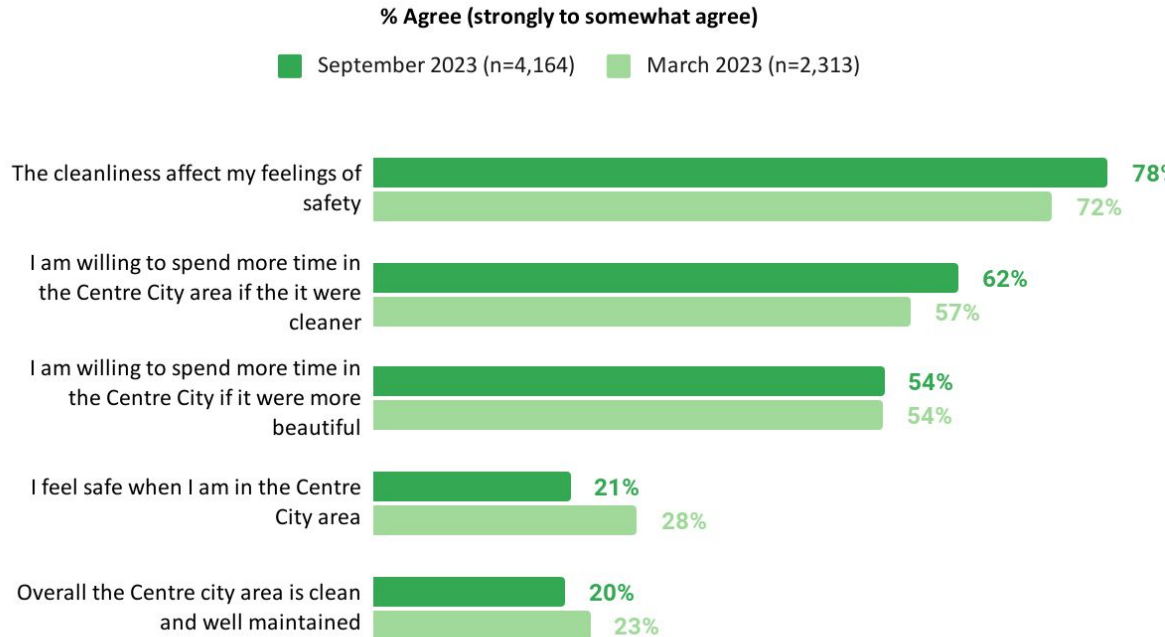
Experiences with the Centre City Area

- 78% agree that cleanliness affect their feelings of safety,
- 62% are willing to spend more time in the Centre City area if it were cleaner,
- Just under one quarter (20%), agree that the Centre City Area is clean and well maintained



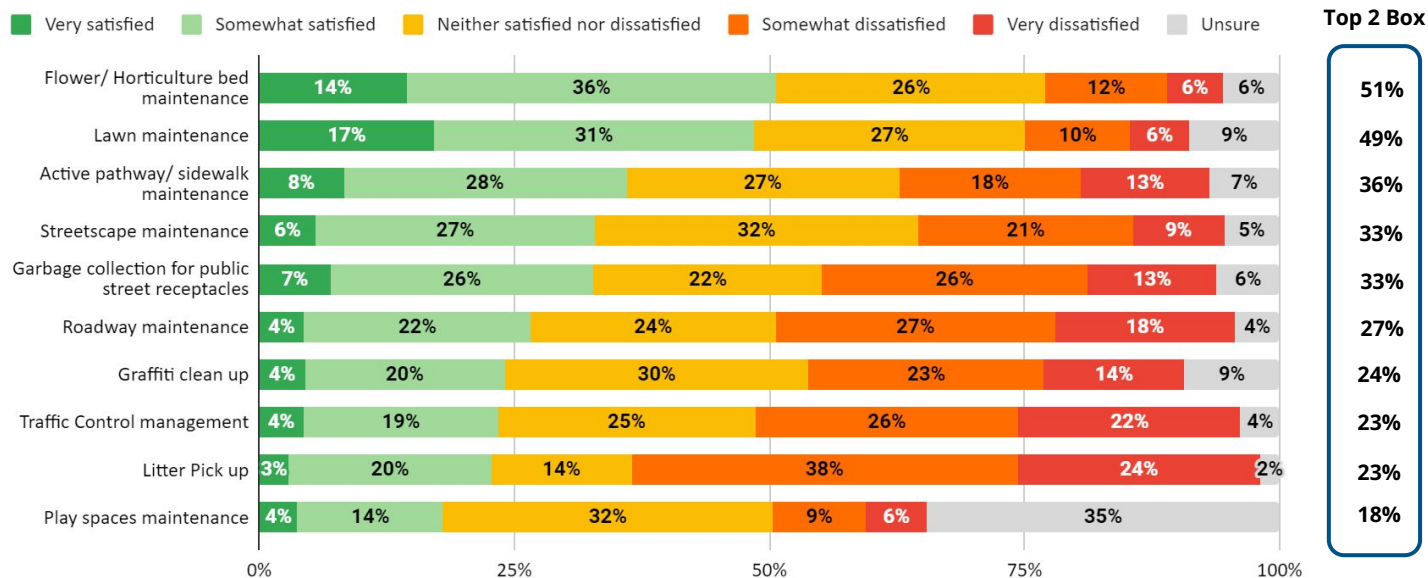
Experiences with the Centre City Area - Tracking

- While Feelings of Safety (21%) and Cleanliness (20%) have declined, seasonality of homeless and transient population may be masking the results of our efforts to make the Downtown more welcoming. (Homelessness is more visible in Sept vs. March)



Satisfaction with Services in the Centre City Area

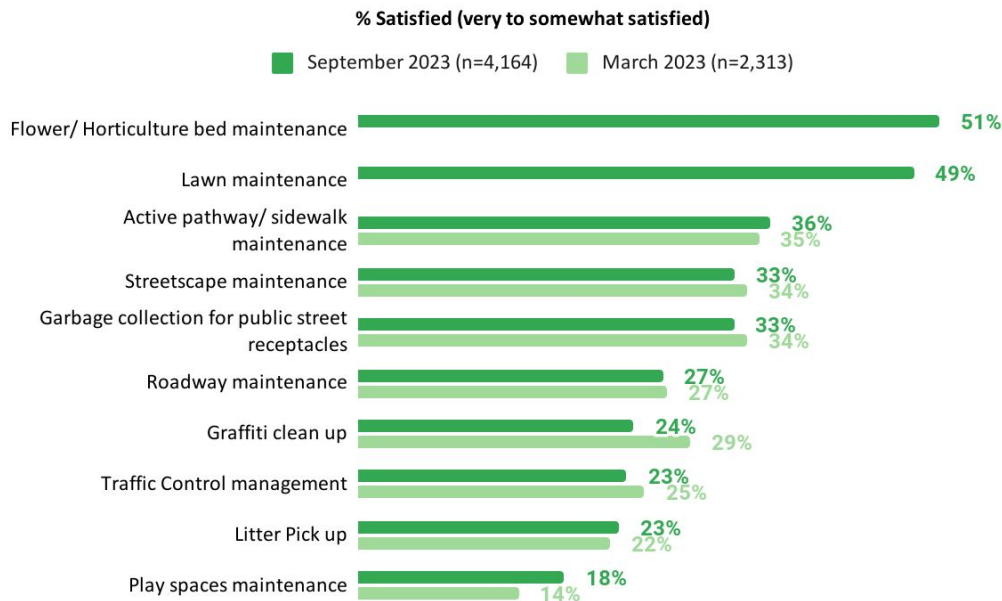
- About one-half are satisfied with horticulture as well as lawn maintenance (51% and 49%, respectively), and more than one-third are satisfied with how active pathways and sidewalks are maintained (36%).



Q7. How satisfied are you with the following services in the Centre City Area?
 Base: Those who have visited Centre City Area in the last 12 months (n=4,164)

Satisfaction with Services in the Centre City Area - Tracking

- Compared to March survey, satisfaction with services in the Centre City Area remains at the same level.

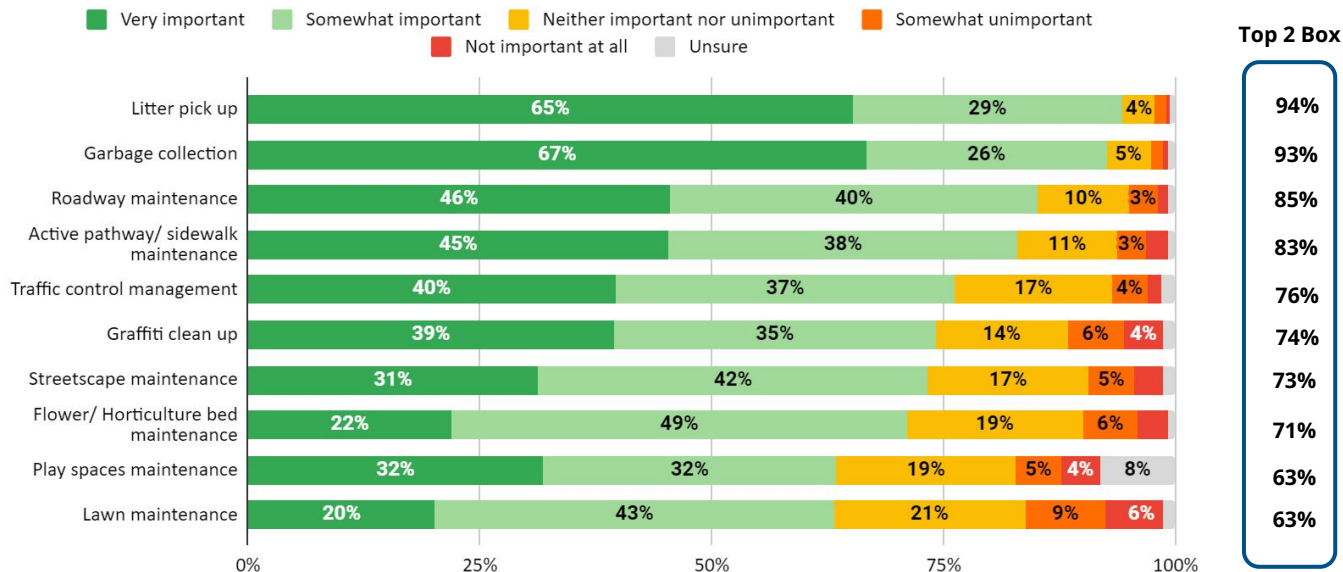


Q7. How satisfied are you with the following services in the Centre City Area?

Base: Those who have visited Centre City Area in the last 12 months

Importance of Improvements in the Centre City Area

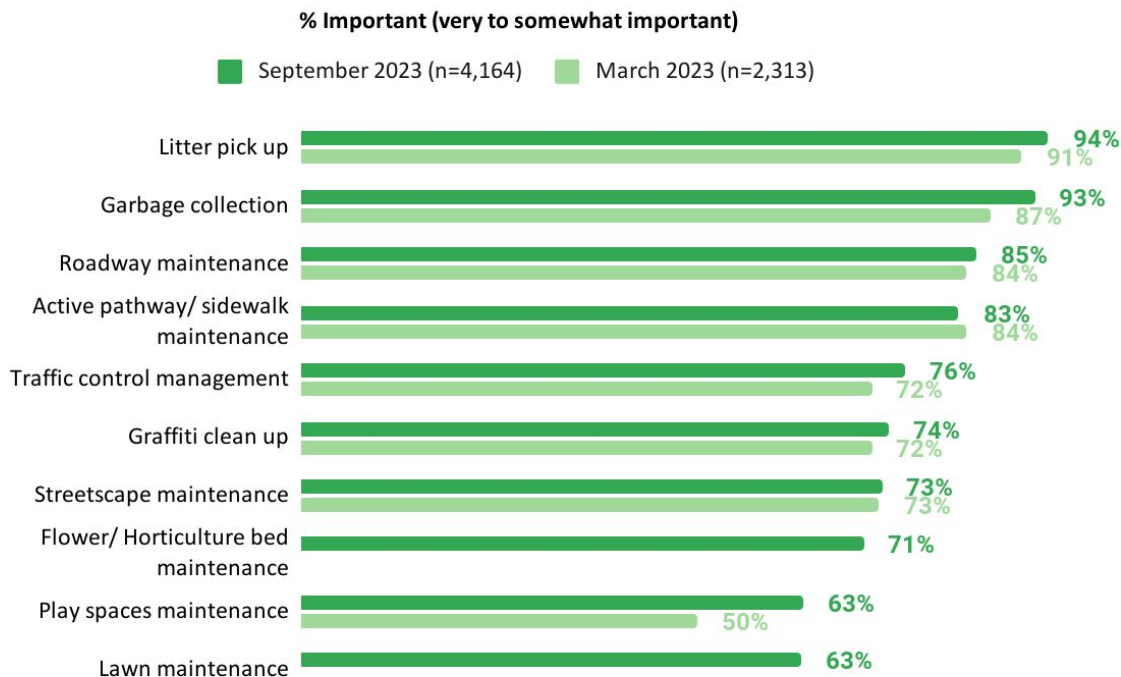
- Majority of survey respondents feel it's important to improve litter pick up (94%), garbage collection (93%), roadway and active pathway/sidewalk maintenance (85% and 83%, respectively).



Q8. How important is it to you to improve the following aspects in the Centre City Area?

Base: Those who have visited Centre City Area in the last 12 months (n=4,164)

Importance of Improvements in the Centre City Area - Tracking



Q8. How important is it to you to improve the following aspects in the Centre City Area?

Base: Those who have visited Centre City Area in the last 12 months

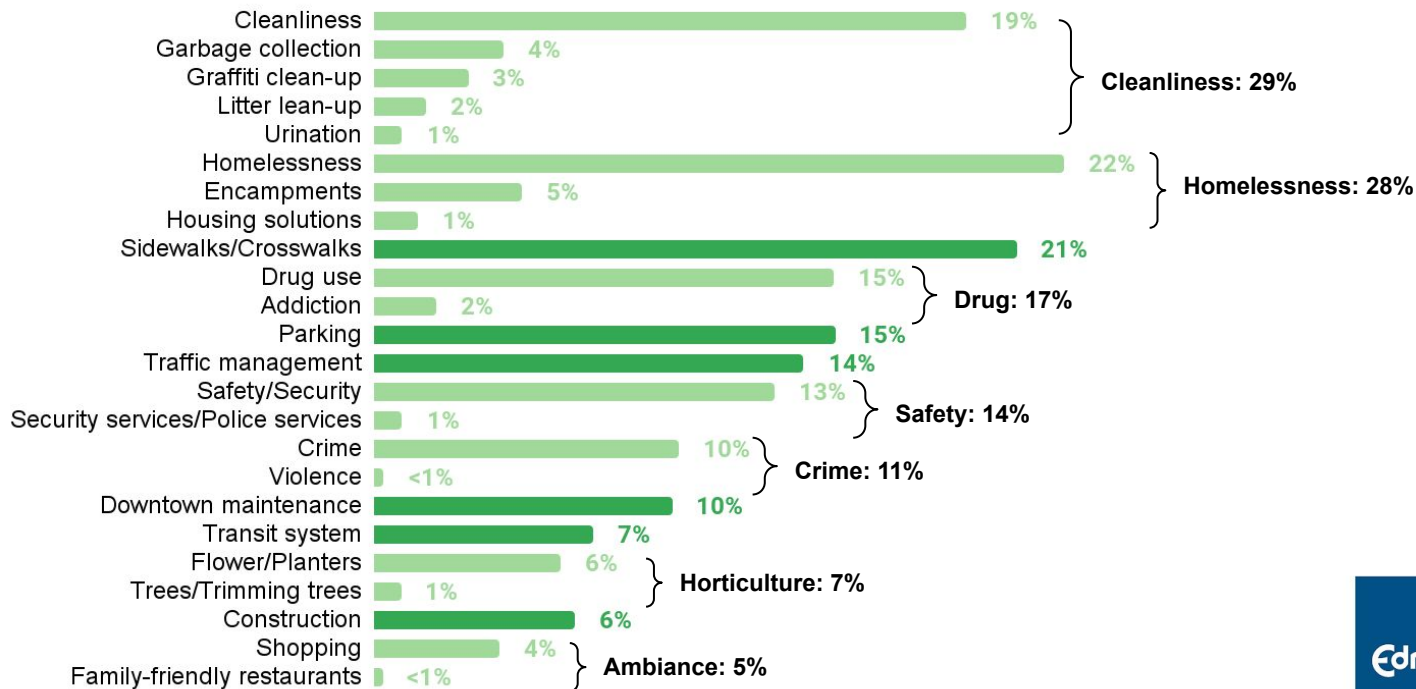
Maintenance and Operations Services in the Centre City Area - Word Cloud



Q9. Is there anything else you would like to add about maintenance and operations services in the Centre City Area?

Base: All respondents (N=4,746) - Number of comments (n=2,222)

Maintenance and Operations Services in the Centre City Area - Themes/Sub-themes



Q9. Is there anything else you would like to add about maintenance and operations services in the Centre City Area?

Base: All respondents (N=4,746) - Number of comments (n=2,222)

Profile of Respondents

	March 2023 Overall (N=2,871) %	September 2023 Overall (N=4,764) %
Living Area		
Live in Centre City Area	12	15
Live outside Centre City Area	86	82
Live outside of Edmonton	<1	<1
Other	<1	1
Prefer not to answer	2	2
Age		
18-24 years	1	1
25-39 years	16	21
40 to 59 years	34	36
60+ years	43	37
Prefer not to answer	5	4

Household Income		
Under \$30,000	5	5
\$30,000-\$59,999	13	12
\$60,000-\$99,999	22	22
\$100,000-\$149,999	21	21
\$150,000 and over	21	22
Prefer not to answer	17	18
No profile info available	1	3

Profile of Respondents

	March 2023 Overall (N=2,871) %	September 2023 Overall (N=4,764) %
<i>Groups Identify With</i>		
65 years old and above	35	30
Person with mobility challenges	13	13
Use strollers for young children	5	6
Racialized/visible minority	8	10
A person with a disability	11	11
Indigenous	3	3
New to Canada	1	2
2SLGBTQIA+	9	10
None of the above	33	34
Prefer not to answer	8	7