Insight Community Mixed Topic Survey

March 2023

More than 16,500 members

2,871 respondents

As of March 2023, more than 16,500 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 all public opinion and market research for all administrative areas of the City.

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 Community members on the topics included in the March 2023 Mixed Topics survey.

From **March 14th to March 21th 2023**, 2,836 Insight Community members responded to the March 2023 Mixed Topic survey that was sent to them via email. Additionally, 35 respondents accessed the survey through the survey webpage. This report contains results for all respondents. The March Mixed Topic survey included the following topic:

- Center City Area

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 2,871 would be accurate to $\pm$ 1.3 percentage points, 19 times out of 20.

WHO RESPONDED

Centre City Area

Profile of Respondents

	Overall (N=2,871)	%
Age		
Under 18	3	<1
18-24 years	24	1
25-34 years	247	9
35-44 years	470	17
45-54 years	470	17
55-64 years	701	25
65+ years	921	32
No profile information available	35	1
Household Income		
Under $30,000	129	5
$30,000-$59,999	356	13
$60,000-$99,999	622	22
$100,000-$149,999	590	21
$150,000 and over	585	21
No profile information available	35	1

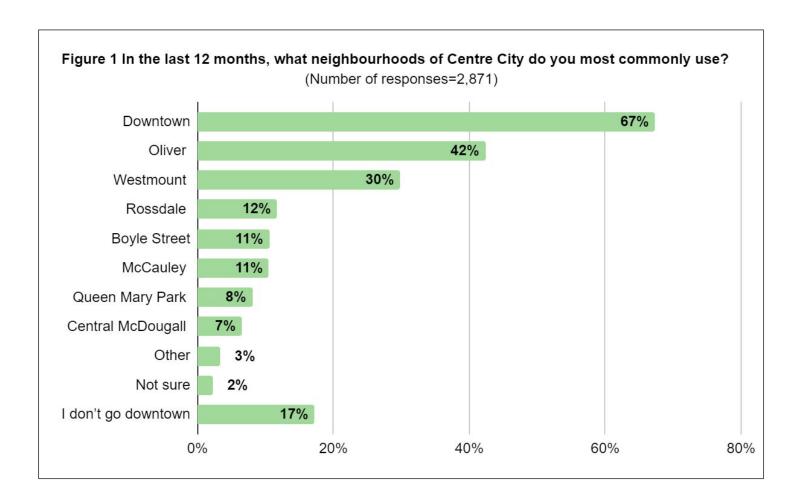|	Overall (N=2,871)	%
Tenure Living in Edmonton		
Less than 1 year	34	1
Between 1 to 2 years	53	2
Between 3 to 5 years	107	4
Greater than 5 years	2,609	93
No profile information available	68	2
Primary Mode of Transportation		
Car/truck/van as DRIVER	2,090	74
Car/truck/van as PASSENGER	114	4
Public Transit	302	11
Walk	170	6
Bicycle	117	4
Other	43	2
No profile info available	35	1

WHAT WE HEARD

Centre City Area

This survey was fielded to help us understand Edmontonians' experience of visiting or living in the Centre City Area. The results of this survey will be used along with operational data to develop tactics to improve the public's experience.

The Centre City area includes the following neighbourhoods: **Rossdale, Downtown, Oliver, Westmount, Queen Mary Park, Central McDougall, McCauley,** and **Boyle Street**.
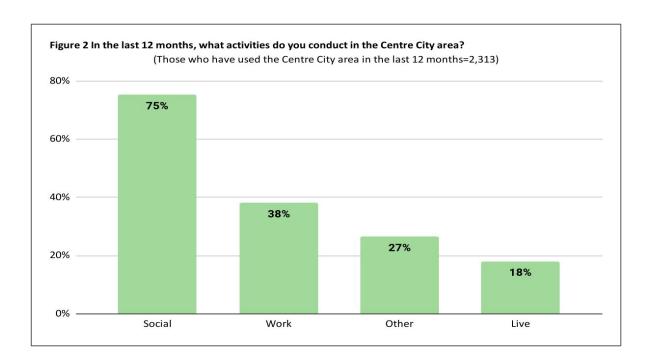
Usage of the Centre City area

Among the survey respondents, 67% use Downtown, 42% use Oliver Square, and three in ten use Westmount (30%). About two in ten haven't used Centre City Area in the last 12 months (17%) (Figure 1).

Figure 1 In the last 12 months, what neighbourhoods of Centre City do you most commonly use?
(Number of responses=2,871)
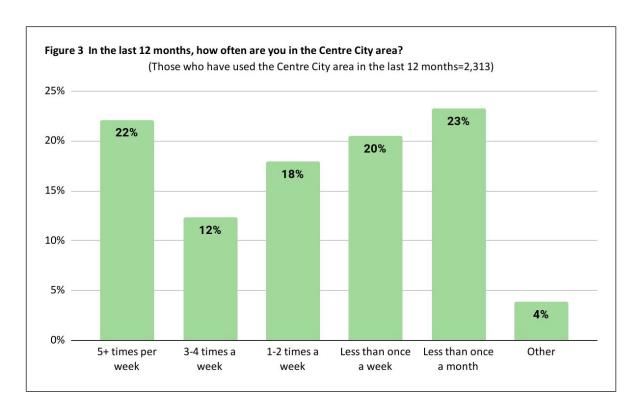
WHAT WE HEARD

Centre City Area

Usage of the Centre City area

Among the survey respondents who have used Centre City Area in the last 12 months, three-quarters visit Centre City Area for social purposes (75%), 38% for work, and 27% for other purposes (Figure 2). When asked about frequency of visiting Centre City area in the last 12 months, 52% come at least once a week, with 22% visiting Centre City Area more than 5 times per week. 23% use Centre City area less than once a month (Figure 3).

Figure 2 In the last 12 months, what activities do you conduct in the Centre City area?
(Those who have used the Centre City area in the last 12 months=2,313)

Activity	Percentage
Social	75%
Work	38%
Other	27%
Live	18%

Figure 3 In the last 12 months, how often are you in the Centre City area?
(Those who have used the Centre City area in the last 12 months=2,313)

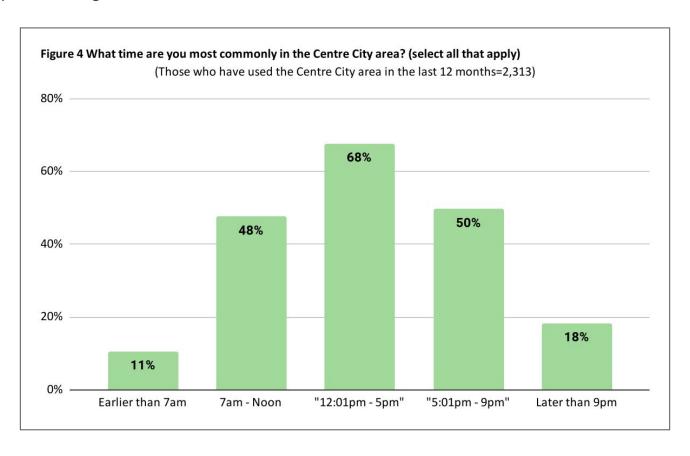| Frequency	Percentage
5+ times per week	22%
3-4 times a week	12%
1-2 times a week	18%
Less than once a week	20%
Less than once a month	23%
Other	4%

WHAT WE HEARD

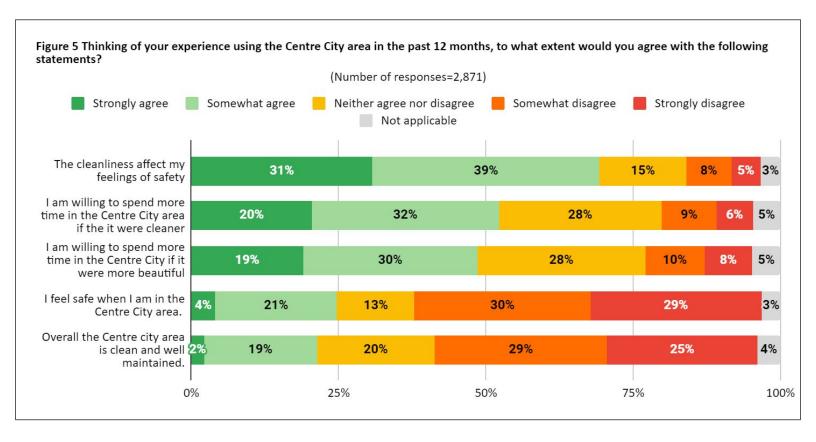## Centre City Area

Usage of the Centre City area

Among the survey respondents who have used Centre City Area in the last 12 months, 68% most commonly use the area during afternoon hours, between 12pm to 5pm. One-half use the Centre City area between 5pm to 9pm (50%), with similar proportion using the area morning from 7am to noon (48%).Only about two in ten use the Centre City area later than 9pm (18%) (Figure 4).

Figure 4 What time are you most commonly in the Centre City area? (select all that apply)
(Those who have used the Centre City area in the last 12 months=2,313)

WHAT WE HEARD

Centre City Area

Experiences with using the Centre City area
Survey respondents were asked to share their experiences when using the Centre City area; overall, 70% agree that cleanliness affect their feelings of safety, 52% are willing to spend more time in the Centre City area if it were cleaner, and 49% are willing to spend more time in the Centre City if it were more beautiful. One-quarter feel safe when they are in the Centre City area (25%), and about two in ten, agree that overall, the Centre City Area is clean and well maintained (21%) (Figure 5).

Figure 5 Thinking of your experience using the Centre City area in the past 12 months, to what extent would you agree with the following statements?
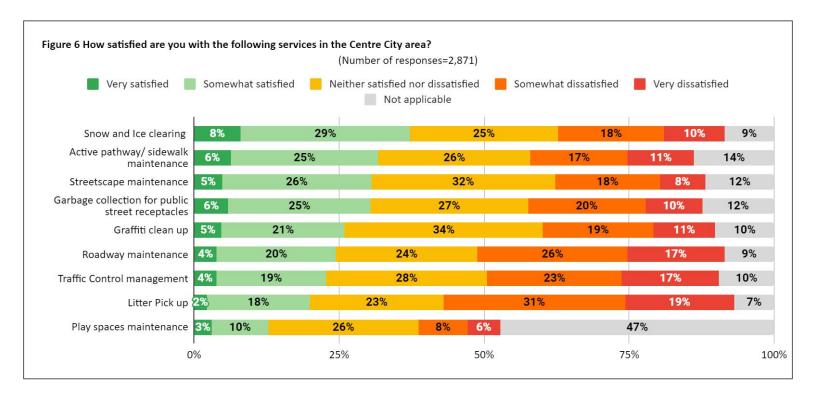
Cross-tabulation analysis shows that

- Younger residents aged 18-34 (65% vs. 47% among those 55+) are more likely to agree that **they are willing to spend more time in the Centre City area if it were cleaner**.
- Younger residents aged 18-34 (70% vs. 42% among those 55+) are more likely to agree that **they are willing to spend more time in the Centre City area if it were more beautiful**.

WHAT WE HEARD

Centre City Area

<u>Satisfaction with Services in the Centre City area</u>
About four in ten are satisfied with Snow and Ice clearing (37%). About three in ten are satisfied with active pathway and sidewalk maintenance (31%), streetscape maintenance (31%), and garbage collection for public street receptacles (31%). Respondents are less satisfied with litter pick up (20%), Traffic Control management (23%), roadway maintenance (24%), and Graffiti clean up (26%) (Figure 6).
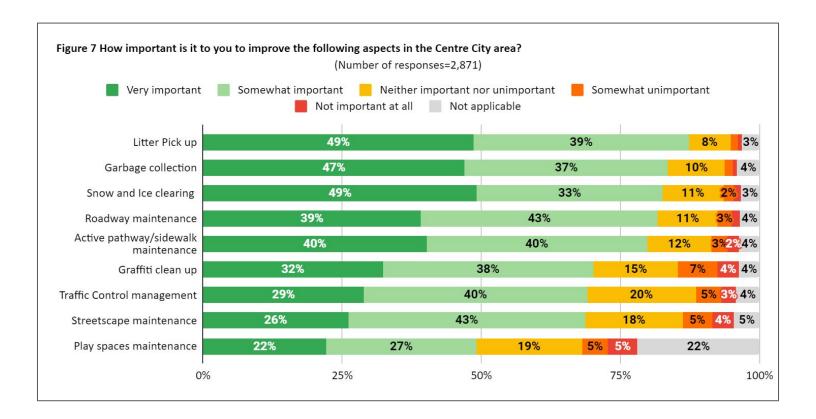
Figure 6 How satisfied are you with the following services in the Centre City area?
(Number of responses=2,871)

Legend: ■ Very satisfied ■ Somewhat satisfied ■ Neither satisfied nor dissatisfied ■ Somewhat dissatisfied ■ Very dissatisfied ■ Not applicable

Service	Very satisfied	Somewhat satisfied	Neither satisfied nor dissatisfied	Somewhat dissatisfied	Very dissatisfied	Not applicable
Snow and Ice clearing	8%	29%	25%	18%	10%	9%
Active pathway/ sidewalk maintenance	6%	25%	26%	17%	11%	14%
Streetscape maintenance	5%	26%	32%	18%	8%	12%
Garbage collection for public street receptacles	6%	25%	27%	20%	10%	12%
Graffiti clean up	5%	21%	34%	19%	11%	10%
Roadway maintenance	4%	20%	24%	26%	17%	9%
Traffic Control management	4%	19%	28%	23%	17%	10%
Litter Pick up	2%	18%	23%	31%	19%	7%
Play spaces maintenance	3%	10%	26%	8%	6%	47%

Cross-tabulation analysis shows that

- In general, younger residents aged 18 to 34 and those with a lower household income of less than $40K per year are more likely to **be satisfied** with most of the services asked.

- Older residents aged 55+ (41% vs. 31% among those 18-34) are more likely to be <u>dissatisfied</u> about **Traffic Control Management**.

WHAT WE HEARD

Centre City Area

Importance of Improvements in the Centre City area
When asked about the importance of making improvement in different aspects of the Centre City Area, survey respondents have most likely mentioned litter pick up (88%), garbage collection (84%), Snow and Ice clearing (83%) and roadway and active pathway/sidewalk maintenance (82% and 80%, respectively). Only one-half find maintaining play spaces very to somewhat important (49%) (Figure 7).

Figure 7 How important is it to you to improve the following aspects in the Centre City area? (Number of responses=2,871)

Cross-tabulation analysis shows that

- Younger residents aged 18-34 (78% vs. 64% among those 55+) are more likely to indicate importance of **streetscape maintenance, such as bike tracks, benches, etc**.

- Older residents aged 55+ (75% vs. 50% among those 18-34) and those with a higher household income (71% earning $80K+ vs. 61% <$40K) are more likely to indicate importance of **graffiti clean up in the Centre City area**.
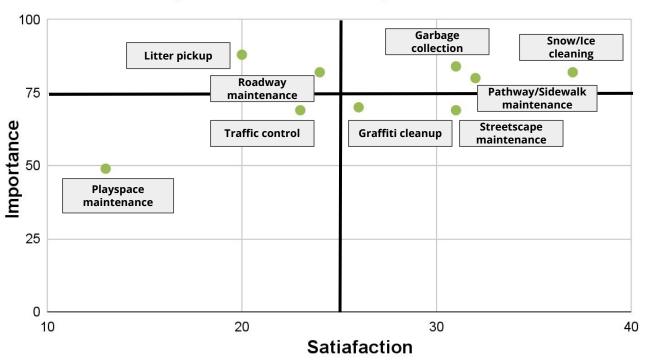
WHAT WE HEARD

Centre City Area

Importance-Satisfaction Analysis Matrix

Using the data collected on perceived importance and satisfaction, a picture of the priorities of survey participants emerges. As shown in Figure 8, survey participants indicate two services are not only more important to improve but also have relatively lower satisfactions

- Litter pickup
- Roadway maintenance

Importance/Satisfaction Analysis Chart

Questions?
E-mail research@edmonton.ca for more information, or visit
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SHAPE OUR CITY

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