

Edmonton Insight Community City Pulse Report

Prepared by Corporate Research



| **SHARE** YOUR VOICE
SHAPE OUR CITY

Edmonton

EDMONTON INSIGHT COMMUNITY



May 2025 City Pulse Survey Results

As of May 2025, more than 24,000 Edmontonians are part of the Edmonton Insight Community. The Edmonton 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.

City Pulse 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 Edmonton Insight Community members on the topics included in the May 2025 City Pulse survey.

From May 13th to May 20th 2025, 4,466 Edmonton Insight Community members responded to the May 2025 City Pulse survey that was sent to them via email. Additionally, 66 respondents accessed the survey through the survey webpage. This report contains results for all respondents. The May 2025 City Pulse survey included the following topics:

- **Wildfire Perception**
- **Climate Resilient Homes**
- **Infill Housing**

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 4,532 would be accurate to +1.5 percentage points, 19 times out of 20.

Thank you to all the Edmonton Insight Community members for engaging with us and providing your feedback to help the City make decisions.

-Corporate Research Unit

Key Insights

Wildfire Perception

- 70% are concerned about wildfire risk, and 45% consider it likely that a wildfire could impact their neighbourhood in the next 5 years. Women (78%) are more concerned about wildfire than men (60%).
- 31% have experienced a wildfire.
- 29% feel prepared for a wildfire evacuation, and 25% have an emergency kit at home. Older respondents are more prepared than younger age groups.
- Mowing grass within 10 meters of the home to a height of 10 centimeters or less is the most common wildfire prevention measure, practiced by 70% of respondents.
- Respondents are most familiar with the FireSmart Alberta program and the City of Edmonton's 2025 prescribed fire event (28% familiarity), while they are least familiar with the City of Edmonton's Wildfire Prevention and Education website (7% familiarity).

Climate Resilient Homes

- Respondents express the most concern about wildfire smoke (83%), extreme heat (67%), and drought (66%). Younger and older respondents, women, and lower-income groups show greater concern for certain climate hazards.
- 40% are taking actions to prepare for climate hazards. The top three reasons for taking actions are personal safety and well-being (90%), protection of property /assets (81%), and concern for family/loved ones (75%). Conversely, needing more information (52%) and it being too expensive (37%) are the main reasons preventing respondents from preparing for potential climate hazards.
- Respondents express strong interest in climate hazard protection programs offering financial incentives (74%) and educational resources (71%). The preferred formats of educational resources are information on websites (70%), guides (64%), and brochures in the mail (53%).

Infill Housing

- While 88% have heard about infill housing, only 16% know a lot about it.
- Respondents with higher household incomes and homeowners possess more knowledge of zoning rules than respondents with lower household incomes and renters.
- 52% have experienced infill development in their neighbourhoods. Respondents in the central region have the highest rate (83%) of experience with infill development, while residents in the southwest region experience infill development the least (34%).

1. Wildfire Perception

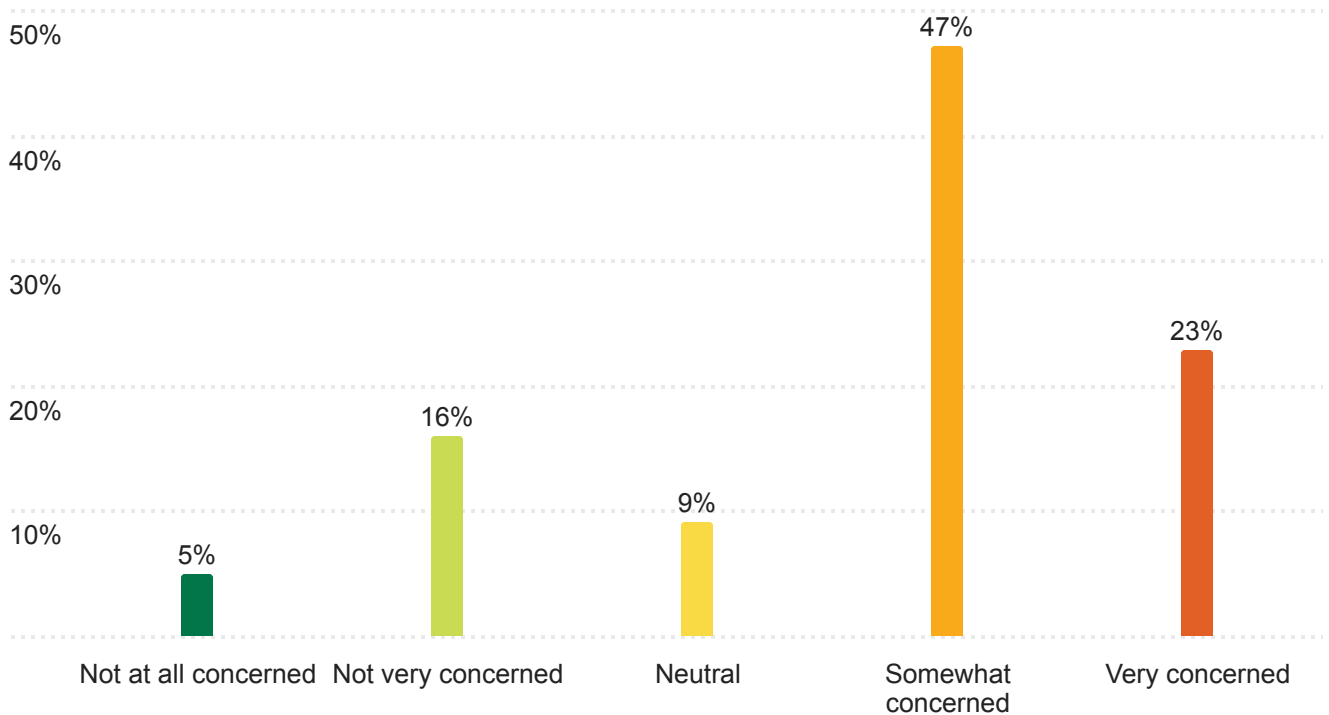
The City of Edmonton is seeking to understand Edmontonians' awareness and perception of wildfire risk in Edmonton. The responses to the following questions will inform the development of strategies aiming to enhance wildfire preparedness and resilience.

Wildfire Concerns

70% indicate they are very to somewhat concerned about wildfire risk (Figure 1).

Figure 1 - How concerned are you about the risk of a wildfire in Edmonton?

4532 Responses



Cross-tabulation analysis shows differences by **gender**:

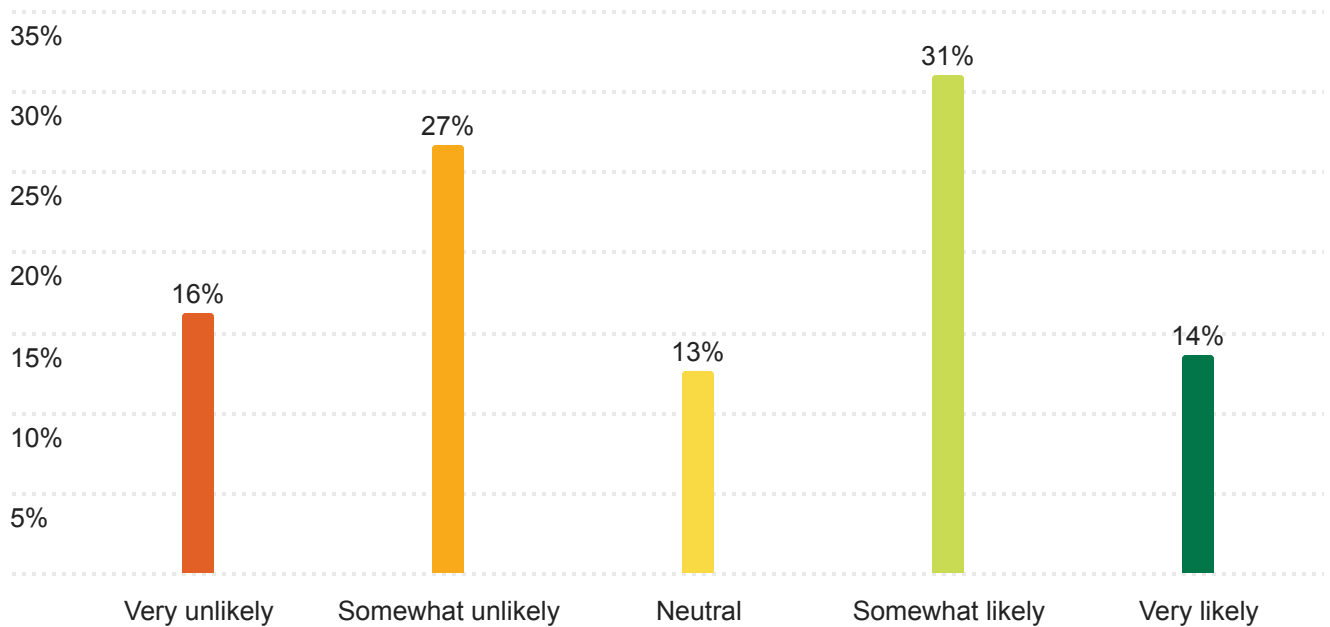
- Women (78%) are more likely to be concerned about wildfire than men (60%).

Perceived Wildfire Threat

Survey respondents split on perceived likelihood of a wildfire threat; while 45% consider it very to somewhat likely, 43% say it is very to somewhat unlikely that a wildfire could impact their neighbourhood in the next 5 years (Figure 2).

Figure 2 - How likely do you think it is that a wildfire could impact your neighbourhood in the next 5 years?

4532 Responses



Cross-tabulation analysis shows differences by **gender**:

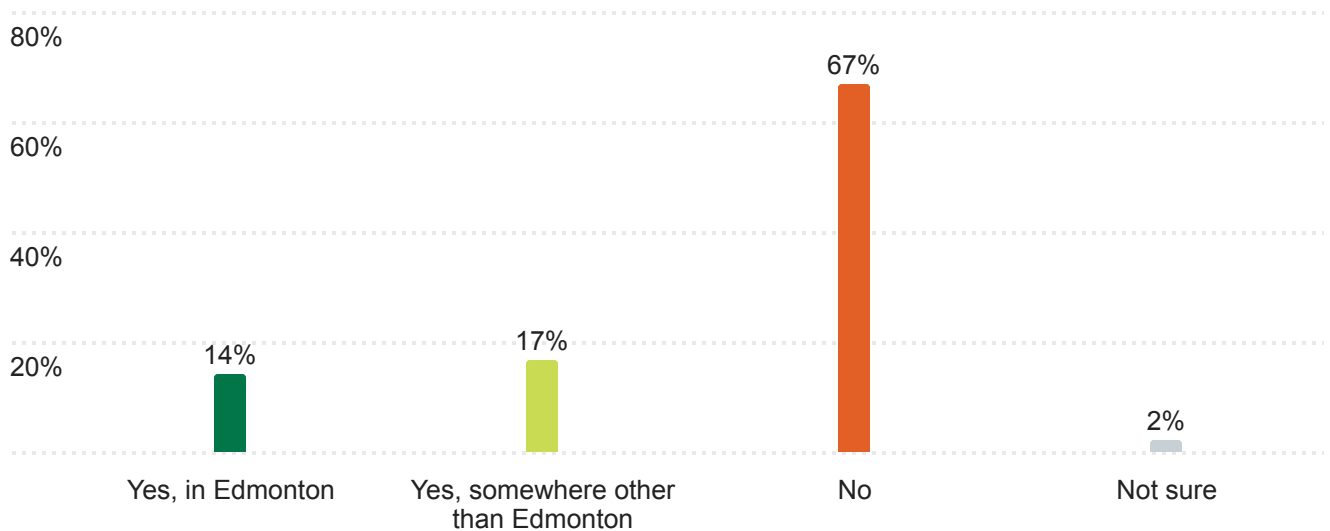
- Women (51%) are more likely than men (36%) to believe that a wildfire could impact their neighbourhood.

Wildfire Experience

31% report having experienced a wildfire, either in Edmonton or elsewhere (Figure 3).

Figure 3 - Have you experienced a wildfire in or near your community before?

4532 Responses



Wildfire Preparedness

29% feel prepared for a wildfire evacuation, while 56% feel unprepared (Figure 4).
25% have an emergency kit at home that can last up to 72 hours (Figure 5).

Figure 4 - How prepared do you personally feel for a potential wildfire evacuation?

4532 Responses

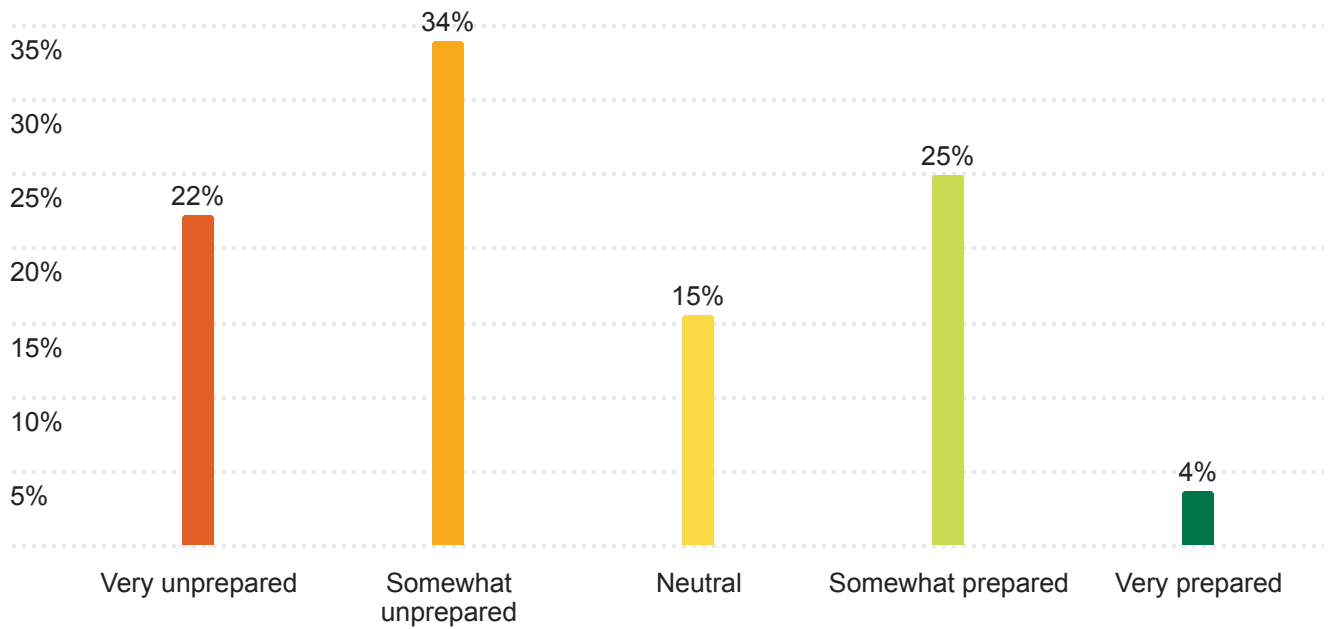
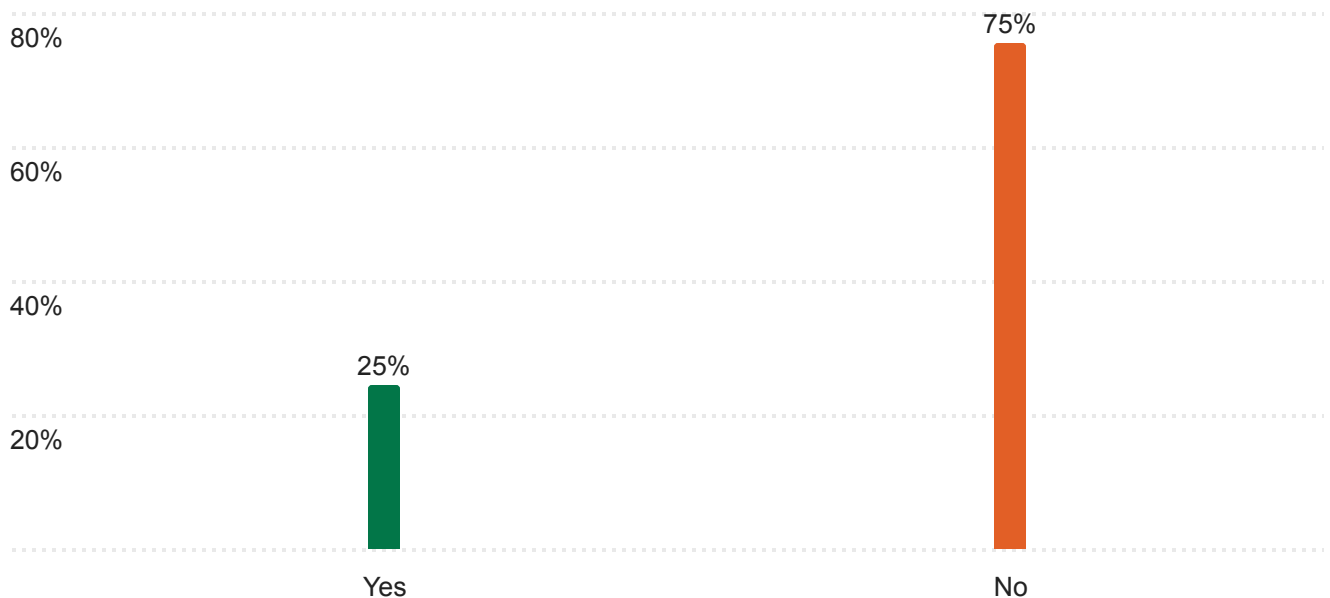


Figure 5 - Do you have an emergency kit at home that can last up to 72 hours?

4532 Responses



Cross-tabulation analysis shows differences by **age group**:

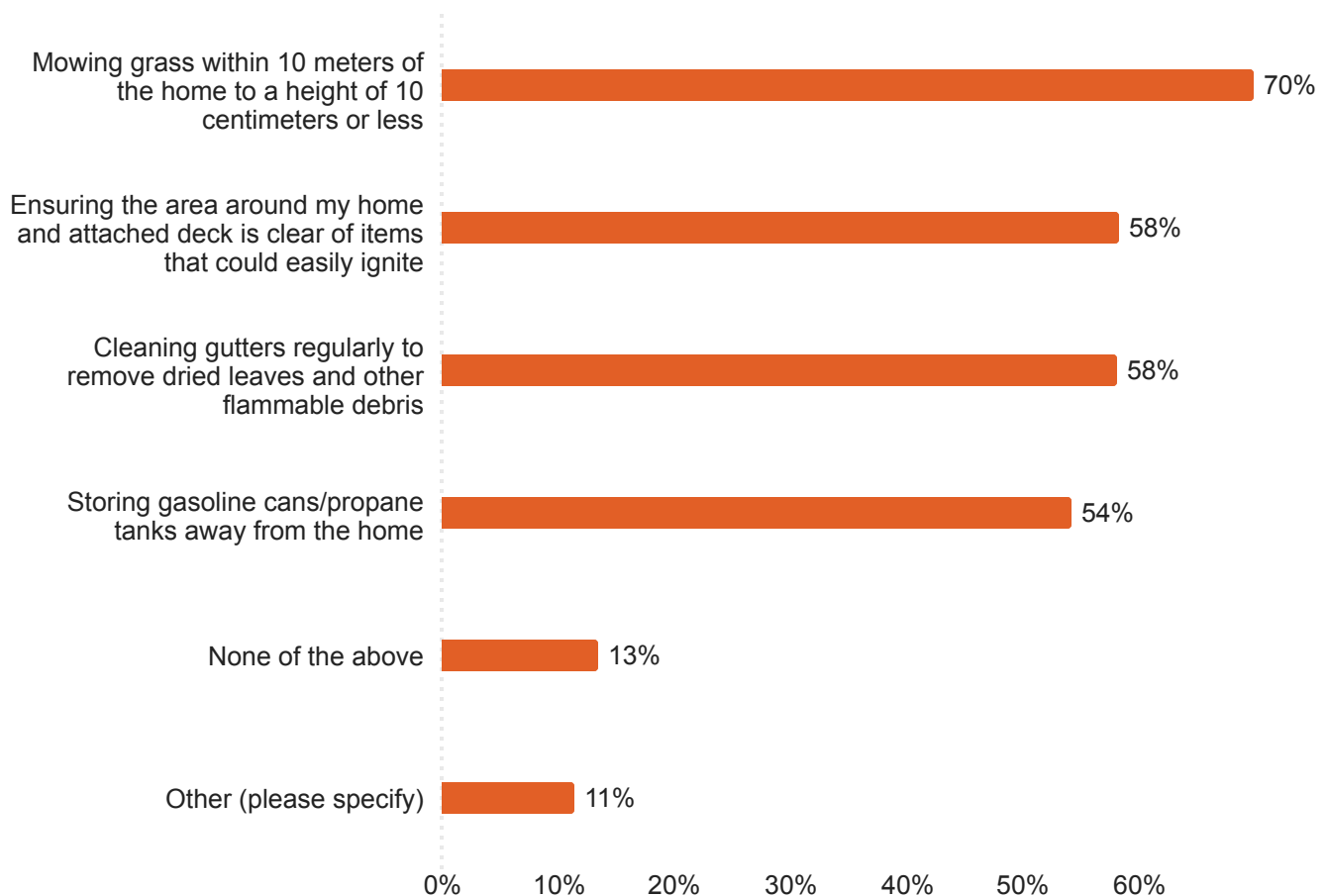
- Older respondents (32% among those 65+ and 33% among those 55-64) report feeling more prepared for wildfire evacuation than younger age groups (18% aged under 35).
- Similarly, older respondents (25% among those 65+ and 29% among those 55-64) are more likely to possess emergency kits at home compared to younger age groups (17% aged under 35).

Wildfire Prevention Measures

Among the reported wildfire prevention measures, mowing grass within 10 meters of the home to a height of 10 centimeters or less is the most common, practiced by 70% of respondents. Following this, cleaning gutters regularly and ensuring the area around my home and attached deck is clear of items that could easily ignite are each adopted by 58% of respondents, while 54% report storing gasoline cans/propane tanks away from the home (Figure 6).

Figure 6 - Which of the following wildfire prevention measures, if any, do you currently practice at home?

4532 Responses



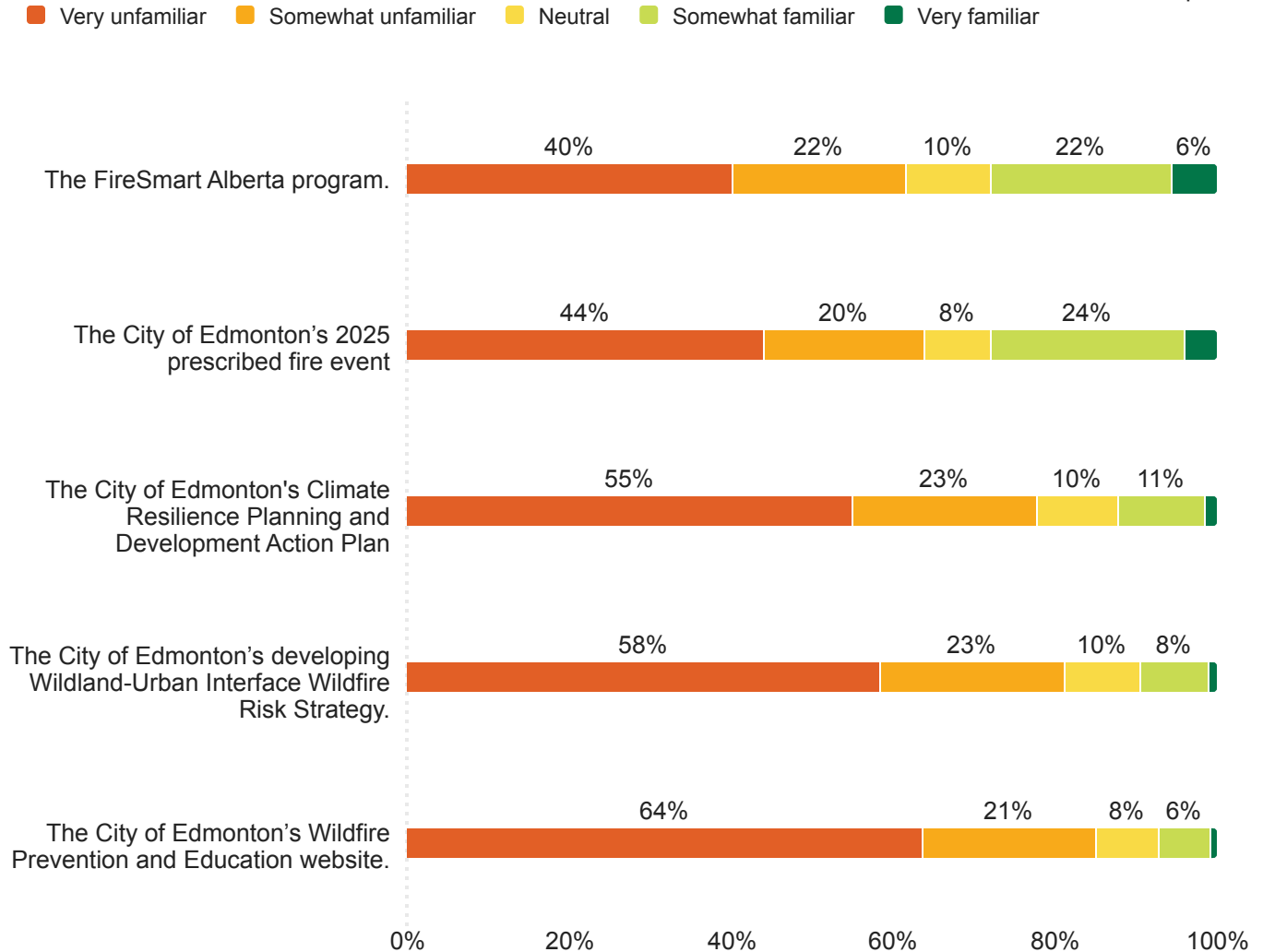
Familiarities with Preparedness Activities

Overall, 58% report being somewhat or very familiar with at least one of the listed wildfire preparedness activities. Respondents are most familiar with FireSmart Alberta program and the City of Edmonton's 2025 prescribed fire

event, with 28% reporting they are very to somewhat familiar with each activity. In contrast, they are least familiar with the City of Edmonton's Wildfire Prevention and Education website and The City of Edmonton's developing Wildland-Urban Interface Wildfire Risk Strategy, with only 7% and 10% of respondents, respectively, reporting familiarity (Figure 7).

Figure 7 - How familiar are you with each of the following wildfire preparedness activities in Edmonton?

4532 Responses



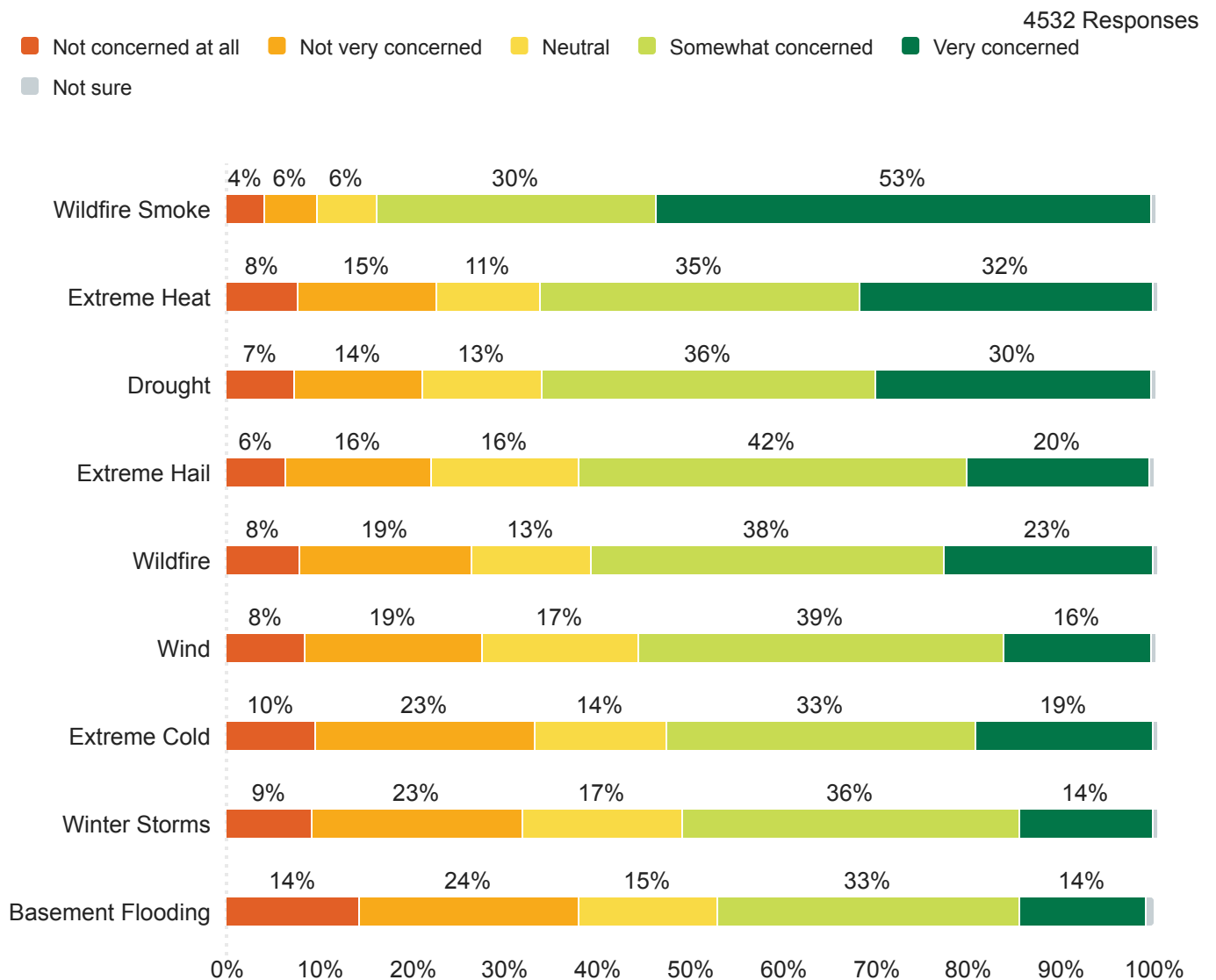
2. Climate Resilient Homes

The City of Edmonton wanted to understand the support Edmontonians need to make their home, health and safety better protected from climate-related hazards. The results of the following questions will help the City develop climate adaptation incentives and community programs that build climate resilience in Edmonton's homes.

Climate Hazard Concerns

Regarding climate hazards, respondents are most concerned about wildfire smoke (83%), extreme heat (67%), and drought (66%). Conversely, they are least concerned about basement flooding (47%), winter storms (50%), and extreme cold (52%) (Figure 8).

Figure 8 - How concerned you are about the following climate hazards?



Cross-tabulation analysis shows differences by **age group, gender, and income group**:

- Younger respondents (<35 years) are more likely to be concerned about wildfire smoke (93% vs. 83% overall), extreme heat (80% vs. 67% overall), and extreme cold (61% vs. 52% overall). Conversely, older age groups (65+) show greater concern for extreme hail (68% vs. 62% overall) and wind (62% vs. 55% overall).
- Women are more likely than men to be concerned about all climate hazards. Specifically, women show higher concern for wildfire (70% vs. 49% for men), winter storms (59% vs. 42% for men), and drought (73% vs. 57% for men).
- Lower-income groups (under \$60,000 household income) exhibit higher concern for extreme heat (73% vs. 61% for \$150,000+), wind (61% vs. 50% for \$150,000+), extreme cold (62% vs. 46% for \$150,000+), and winter storms (61% vs. 45% for \$150,000+).

Climate Hazard Actions

40% are taking actions to prepare for climate hazards (Figure 9).

Among those taking actions, top three actions reported are personal safety and well-being (90%), protection of property /assets (81%), and concern for family/loved ones (75%) (Figure 10).

When asked what might be preventing them from preparing for potential climate hazards, respondents mention that they need more information (52%) and that it is too expensive (37%) are the main reasons (Figure 11).

Figure 9 - Are you taking any actions to prepare for climate hazards?

4532 Responses

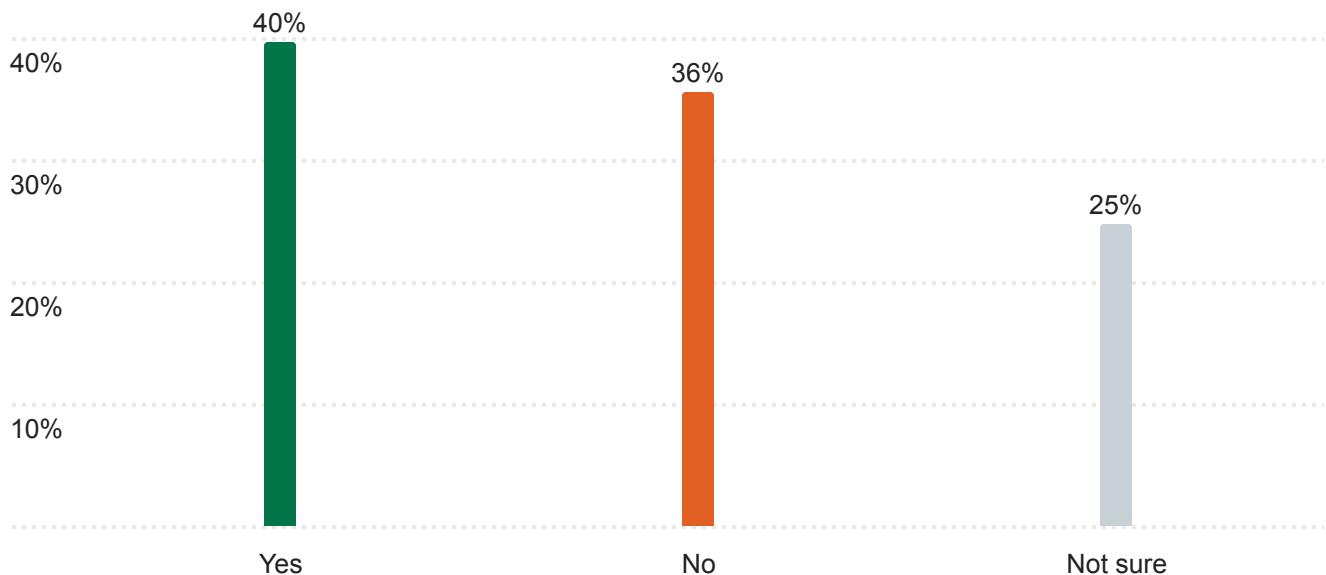
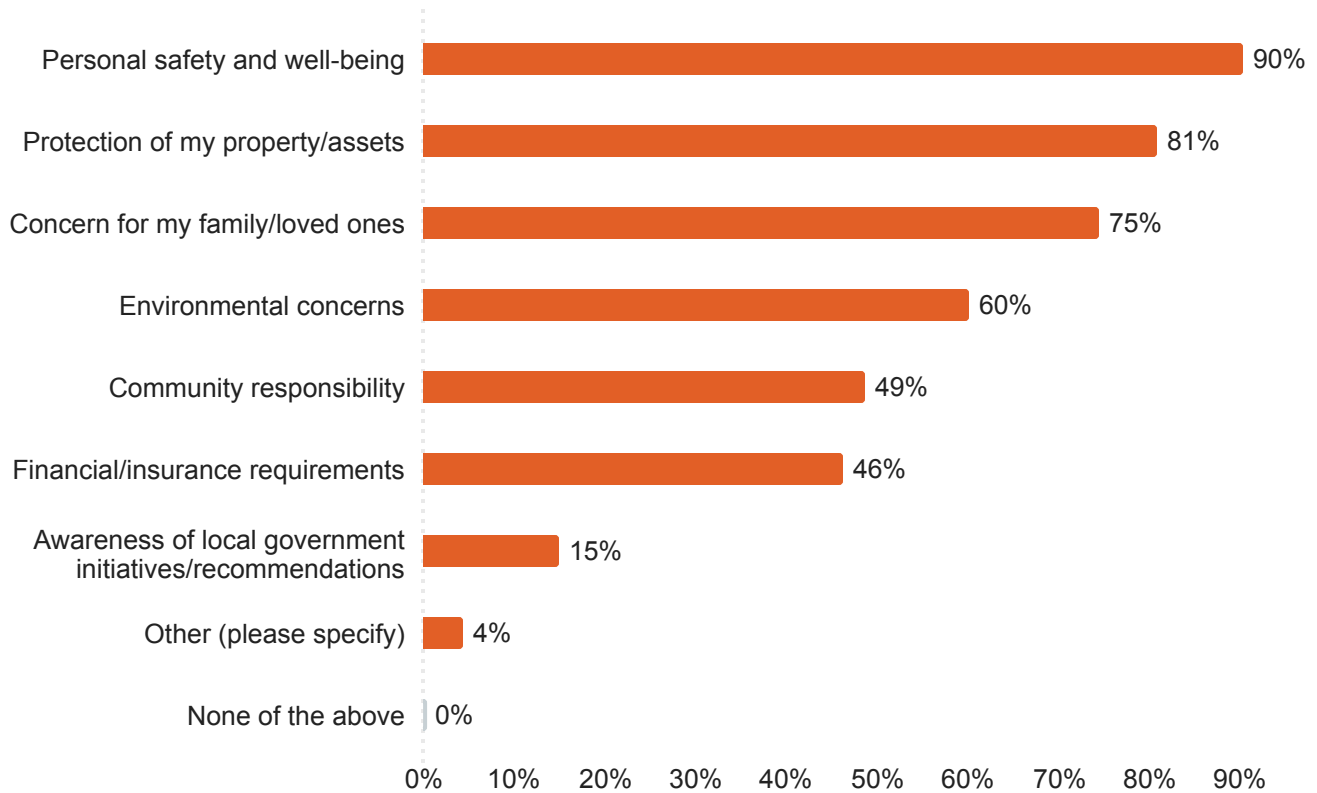
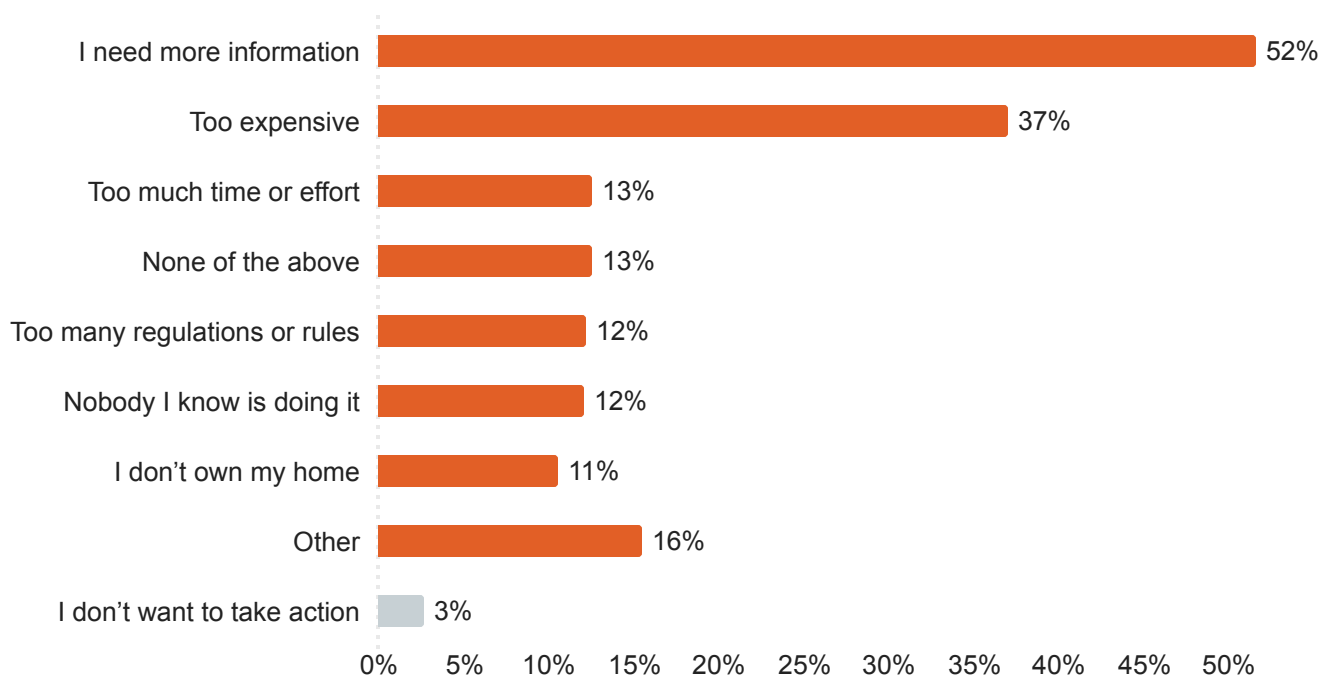


Figure 10 - What are your main reasons for taking actions to prepare for potential climate hazards?

1801 Responses

**Figure 11 - Thinking about your home, health and safety, what might be preventing you, if anything, from preparing for potential climate hazards?**

4532 Responses



Interest in Climate Hazard Protection Programs

Respondents express strong interest in climate hazard protection programs offering financial incentives (74%) and educational resources (71%) (Figure 12). Among those interested in educational resources, the preferred formats are information on websites (70%), guides (64%), and brochures in the mail (53%) (Figure 13).

Figure 12 - The City is considering programs to help residents protect their home, health and safety from climate hazards. How interested would you be in the following supports?

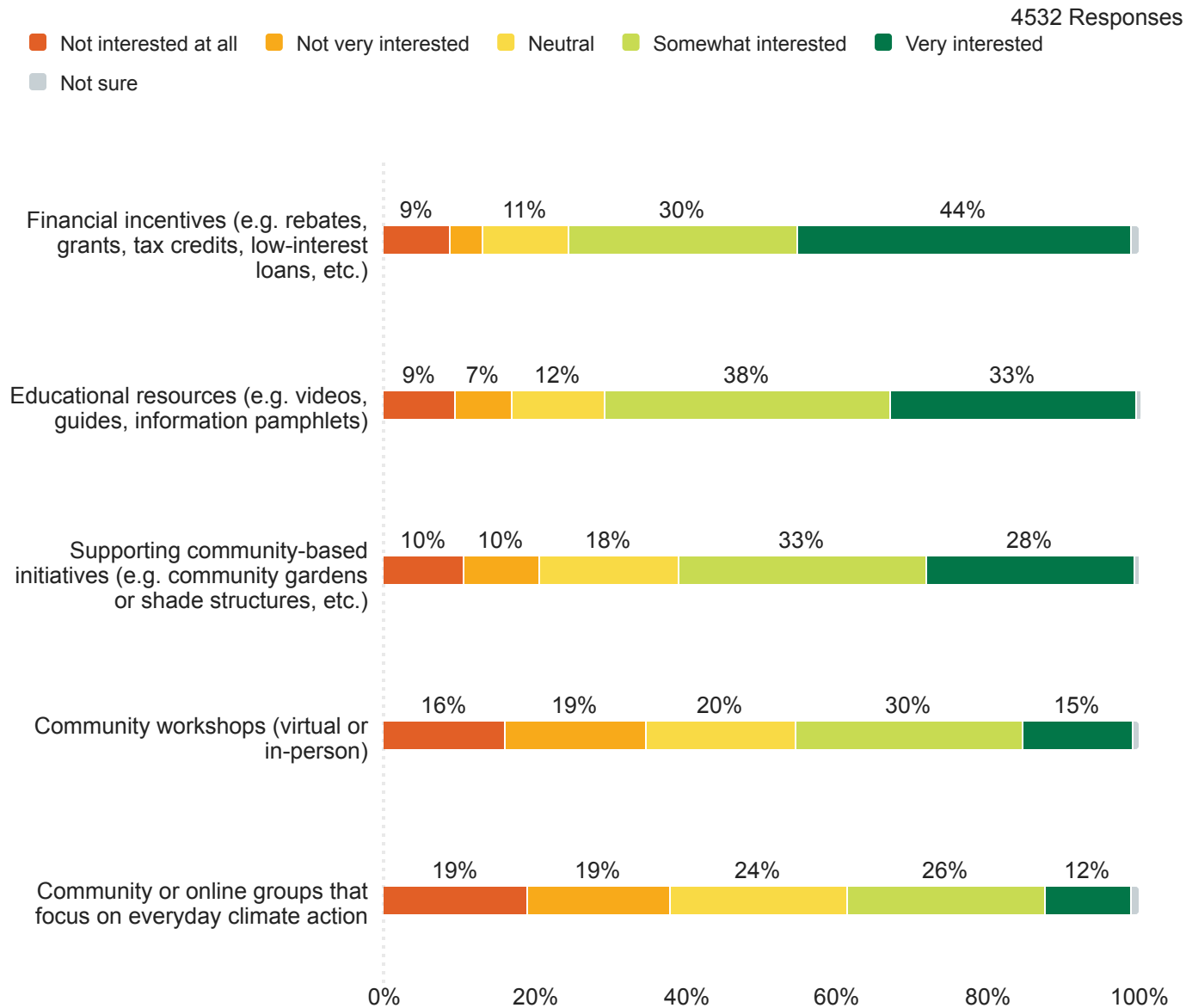
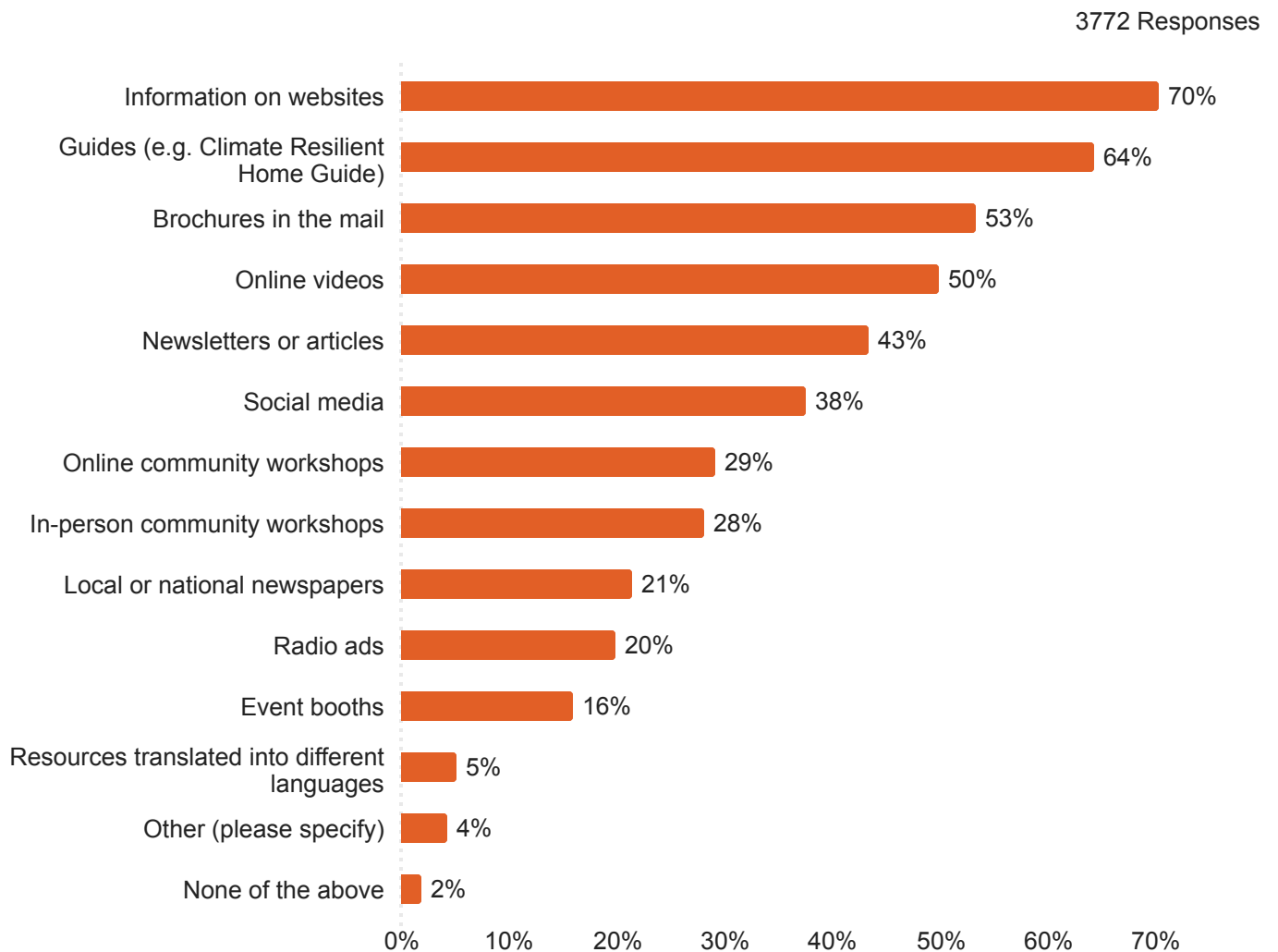


Figure 13 - What type of educational resources would help you prepare your home, health and safety from climate hazards?



3. Infill Housing

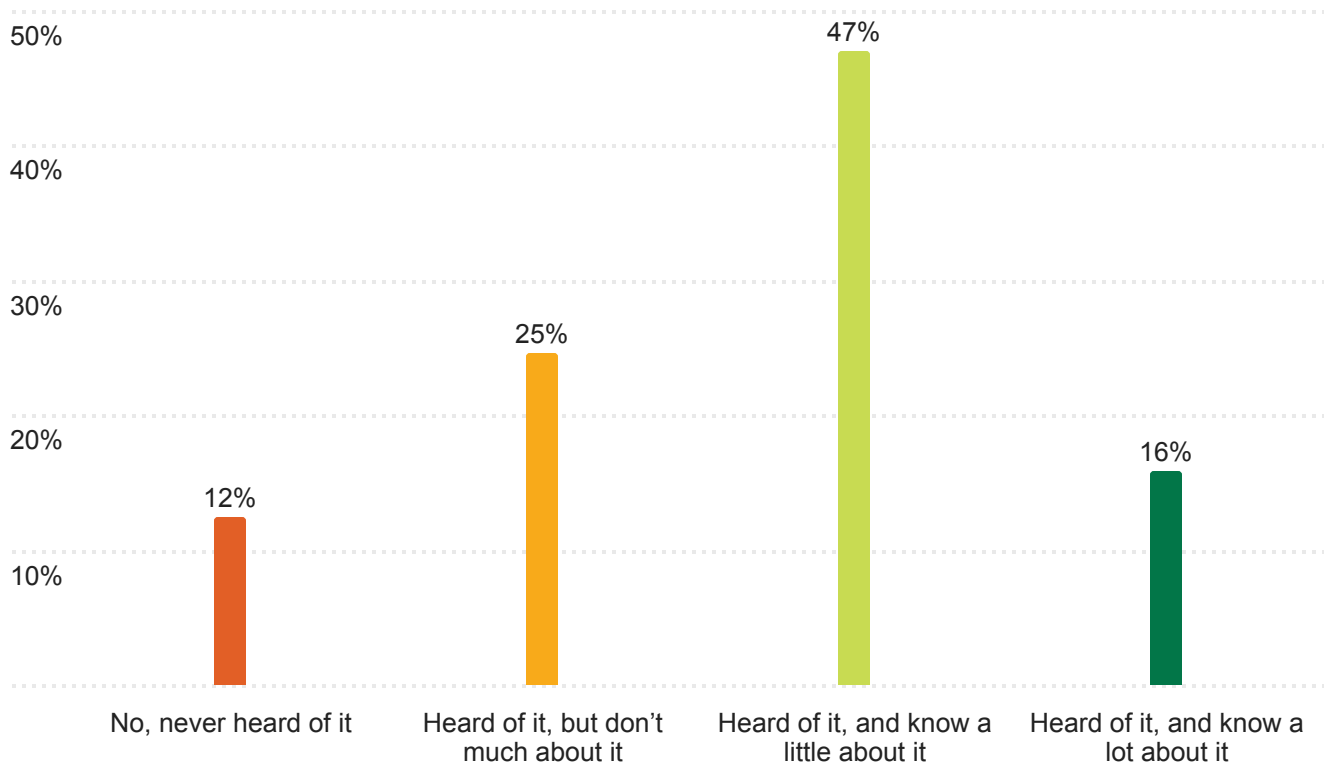
The results of this survey will help the City of Edmonton in creating policies and and programs to encourage the development of more and different types of housing to respond to the needs of Edmonton's growing population.

Familiarity with Zoning Rules

While 88% have heard about infill housing, only 16% reported knowing a lot about it (Figure 14).

Figure 14 - Before today, were you familiar with zoning rules in the redeveloping area and the different types of housing allowed?

4532 Responses



Cross-tabulation analysis shows differences by **income group and rent/own status**:

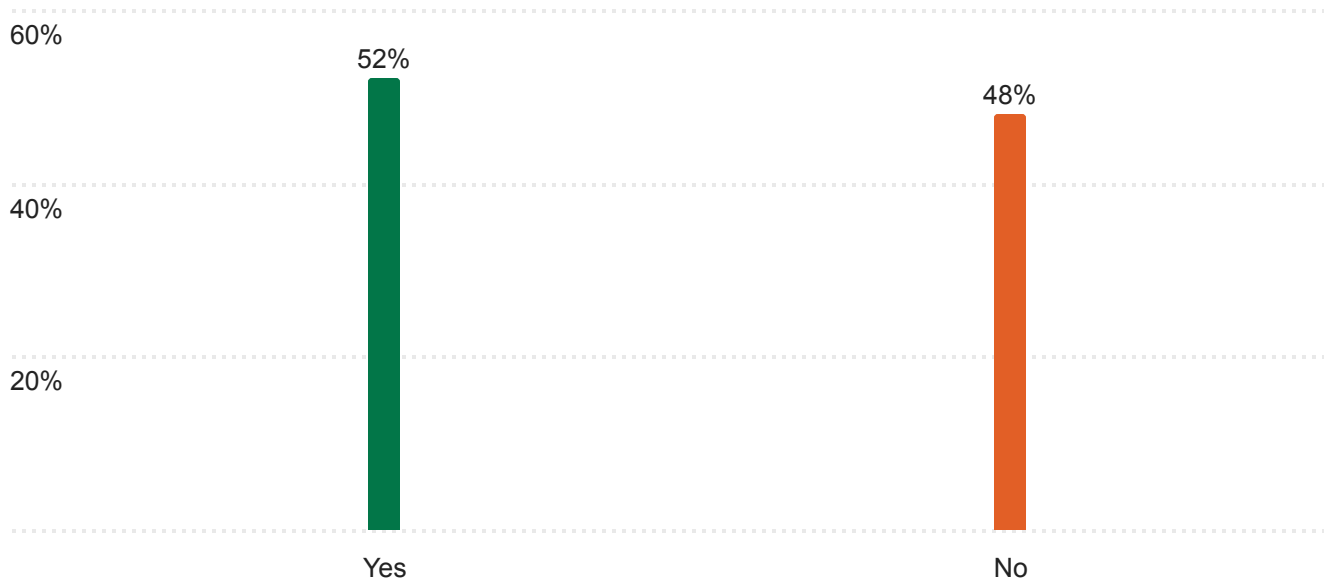
- Respondents with higher household incomes have more knowledge of zoning rules. Specifically, 70% of those with a household income of \$150,000 and above have heard about and at least know a little about zoning rules, compared to 54% among those with a household income under \$60,000.
- Homeowners have more knowledge of zoning rules than renters. Specifically, 65% of homeowners have heard about and at least know a little about zoning rules (vs. 47% renters).

Experience for Infill Development

52% have experienced infill development in their neighbourhoods (Figure 15).

Figure 15 - Have you been experiencing infill development in the neighbourhood you currently live in?

4532 Responses



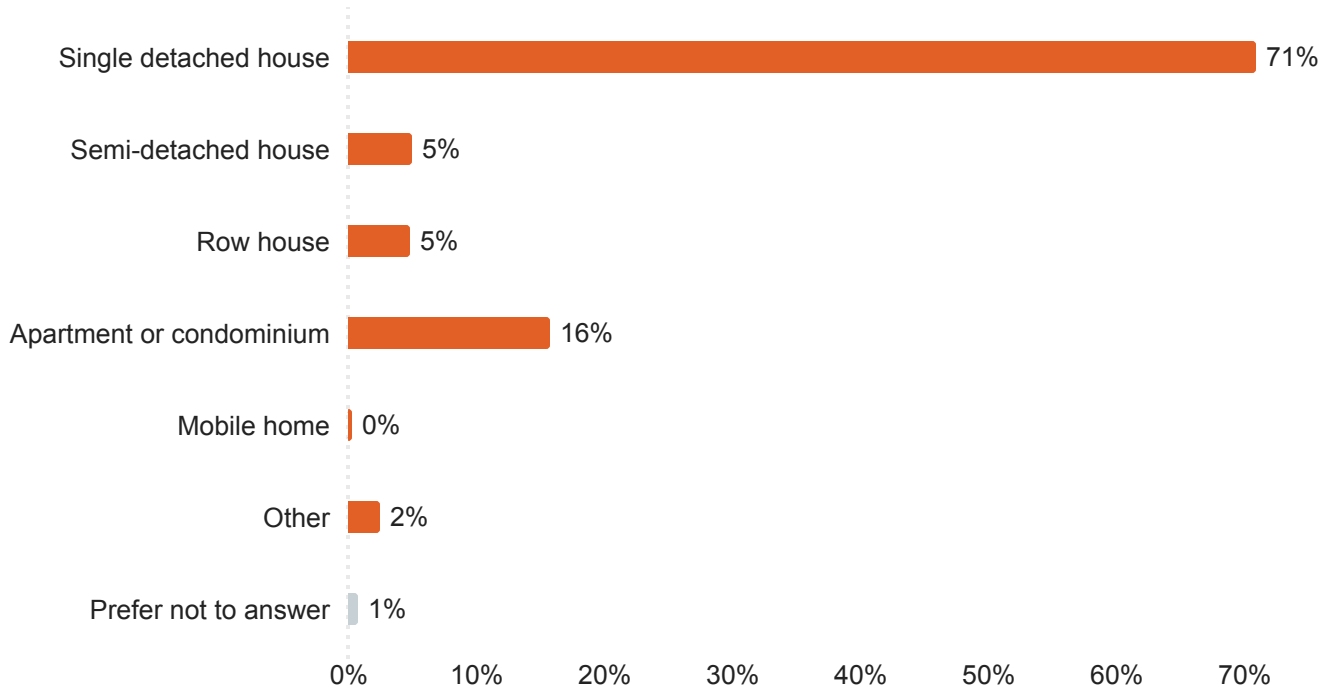
Cross-tabulation analysis shows differences by **region**:

- Respondents in the central region are more likely to have experienced infill development, at 83% compared to an overall average of 52%. Conversely, residents in the southwest region are less likely to have experienced infill development, at 34% compared to the 52% overall average.

Profile of Respondents:

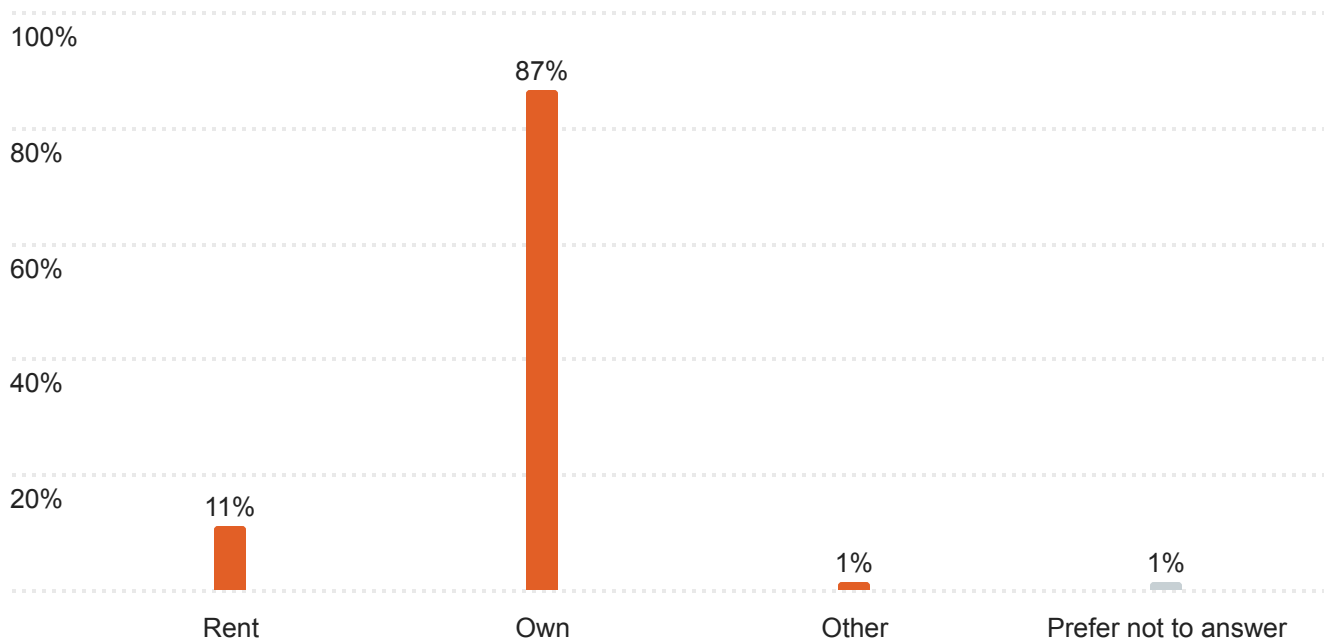
Type of Dwelling

4532 Responses



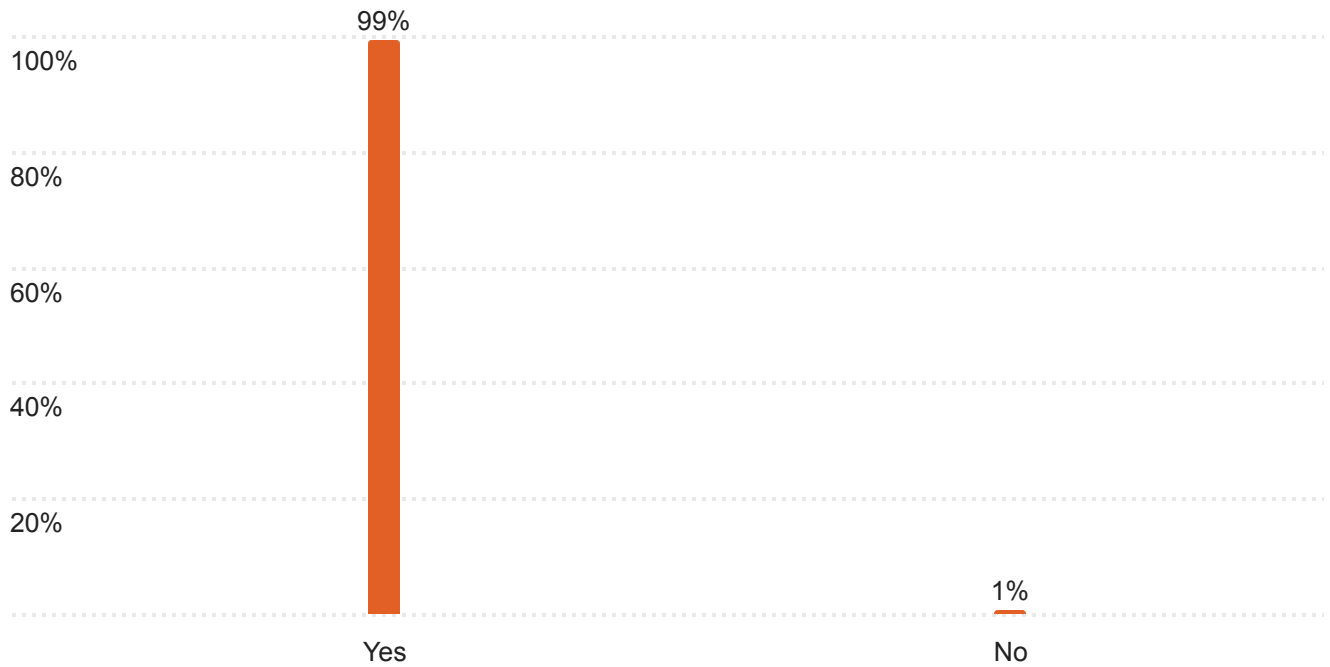
Rent/Own Status

4532 Responses



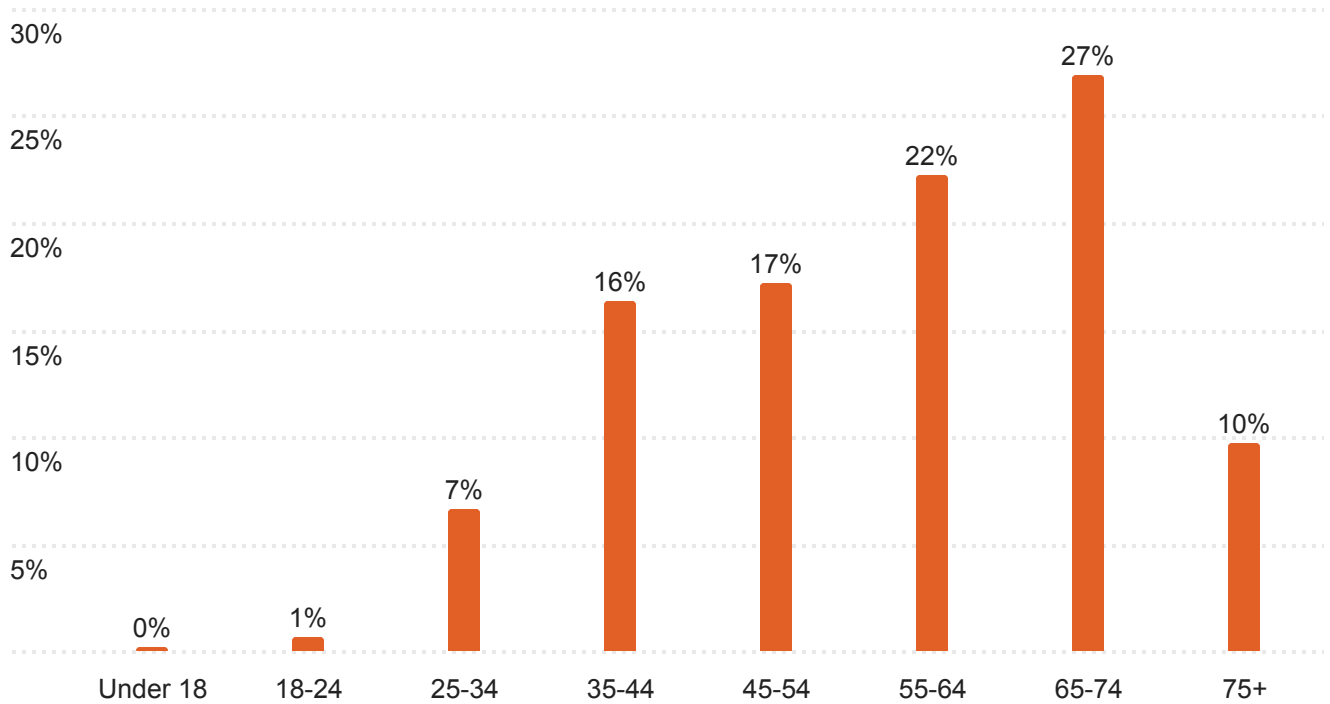
Edmonton Residence

4532 Responses



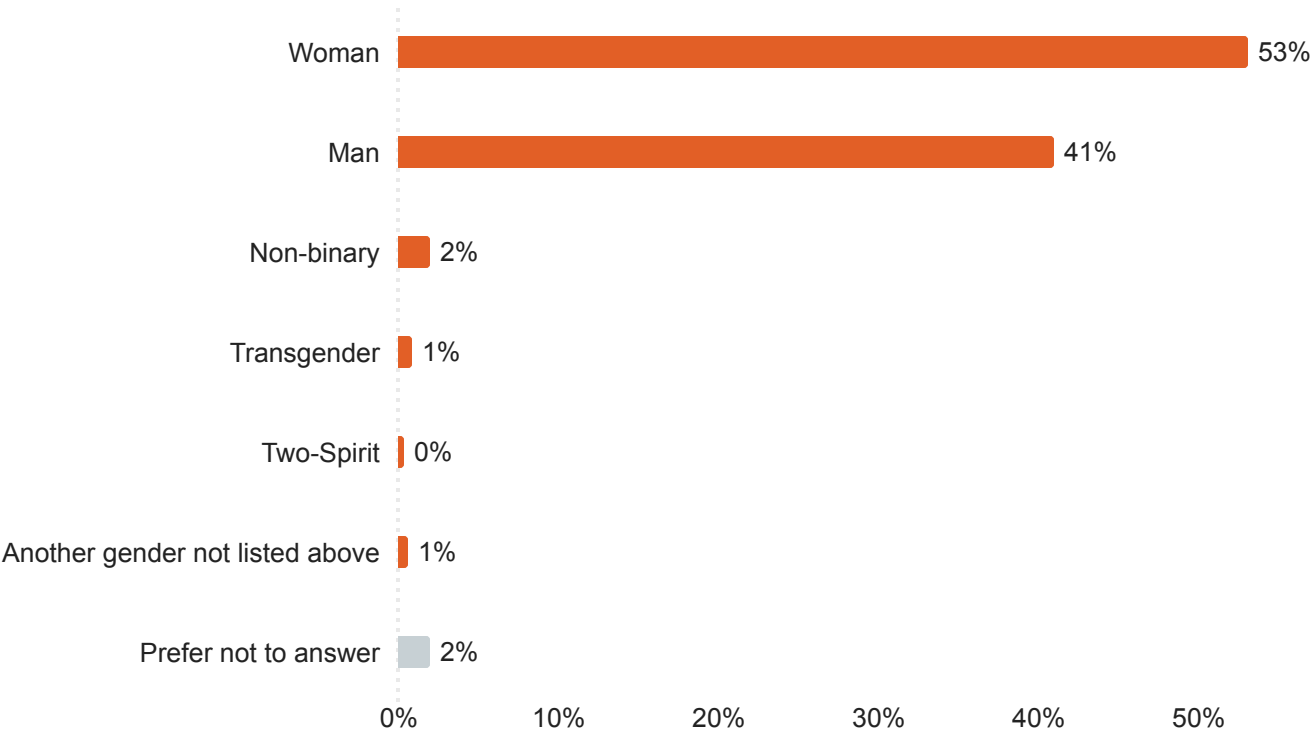
Age

4532 Responses



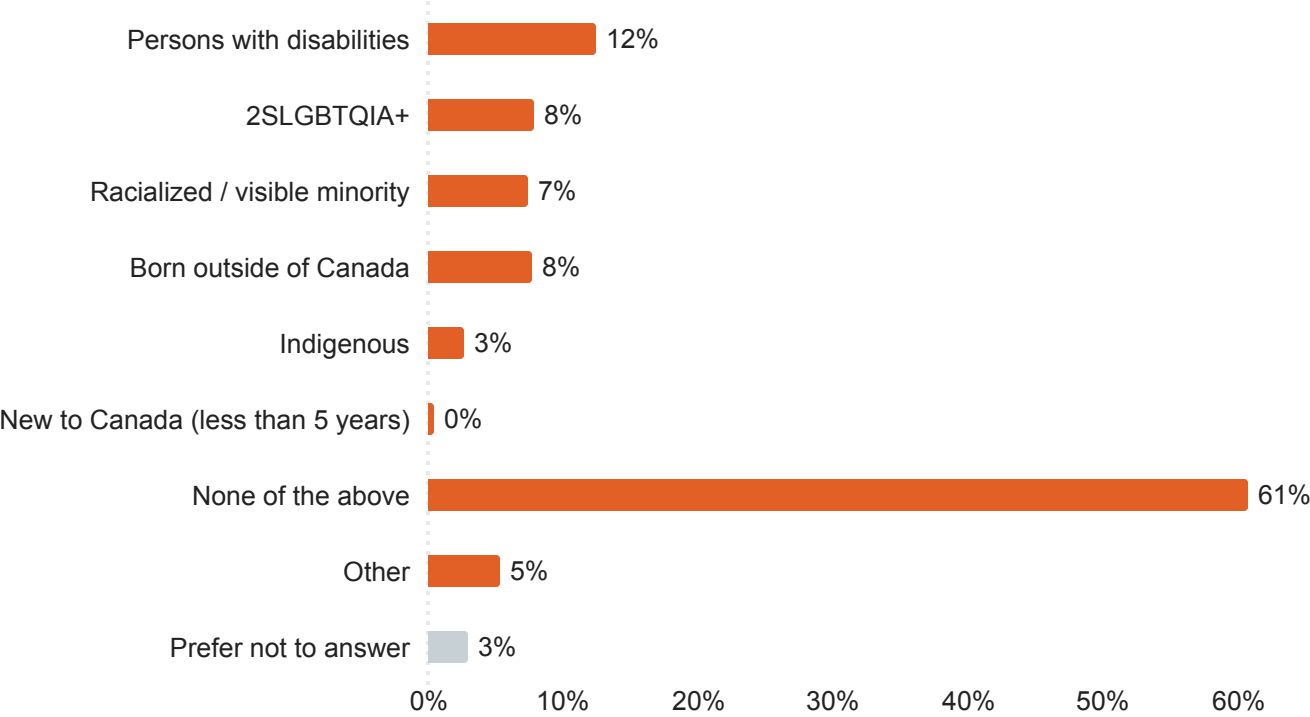
Gender

4532 Responses



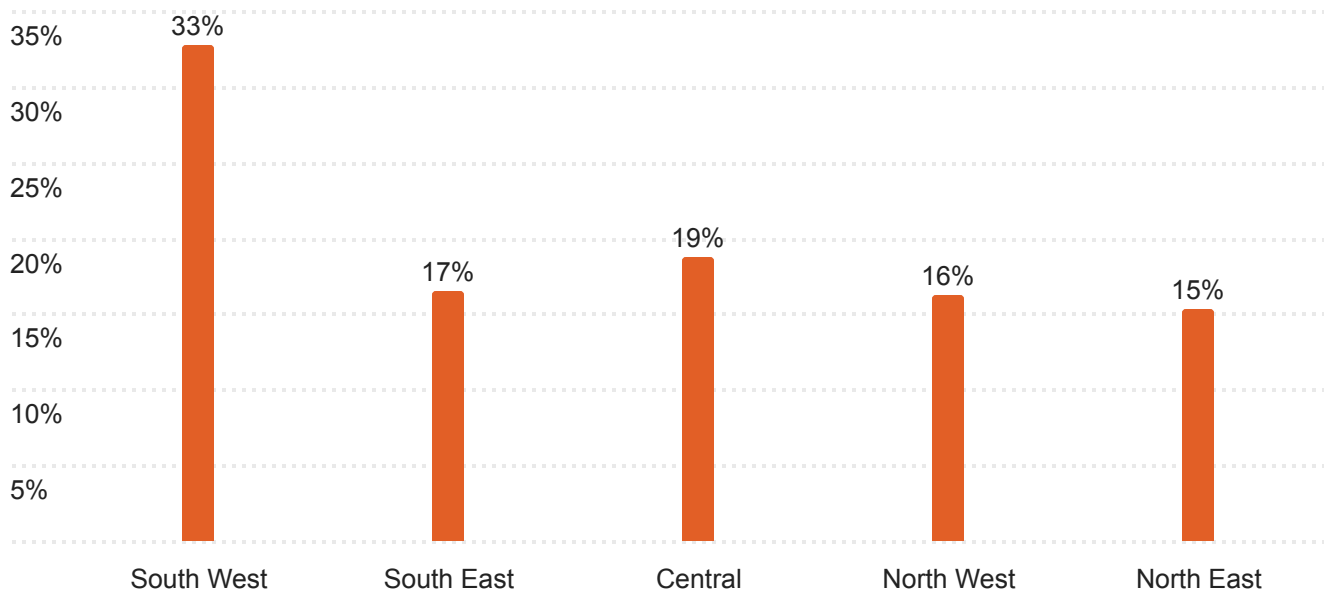
Identity

4532 Responses



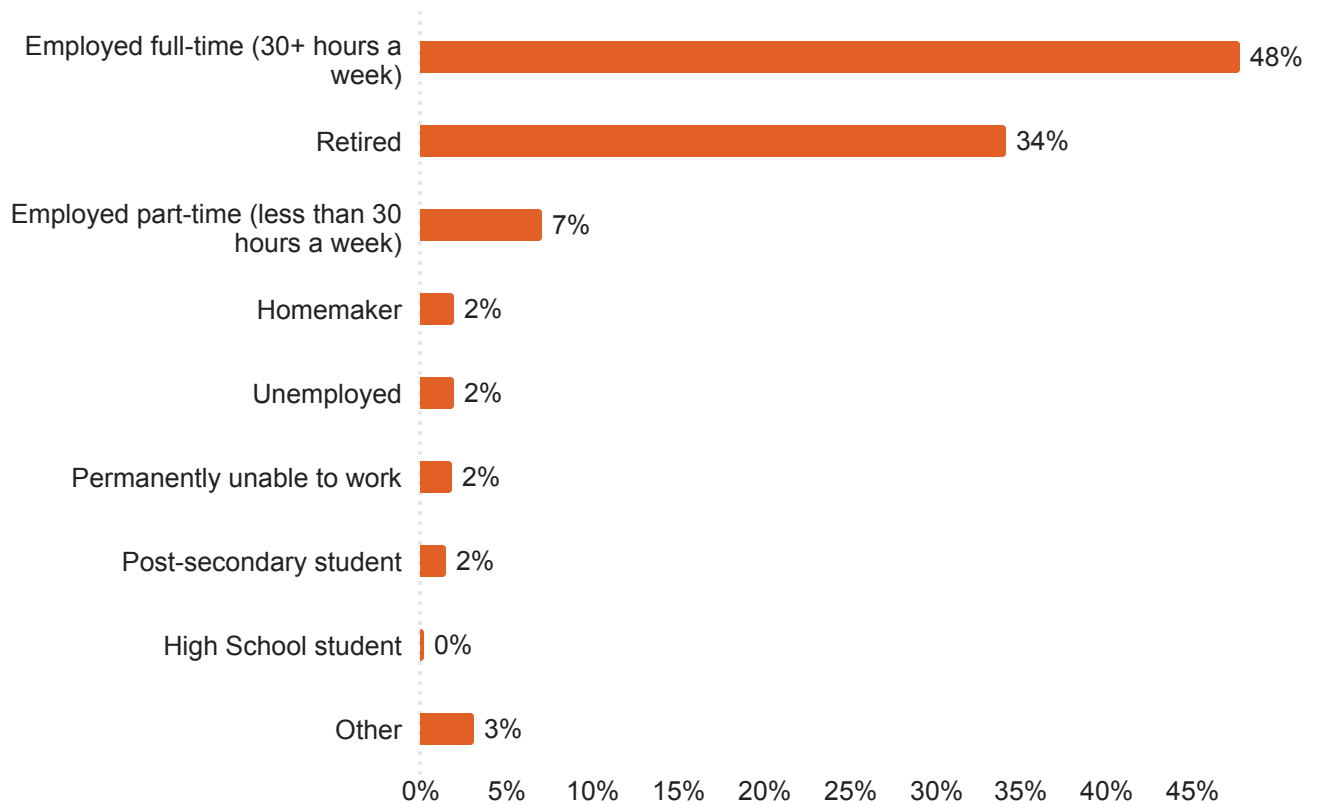
Region

4519 Responses



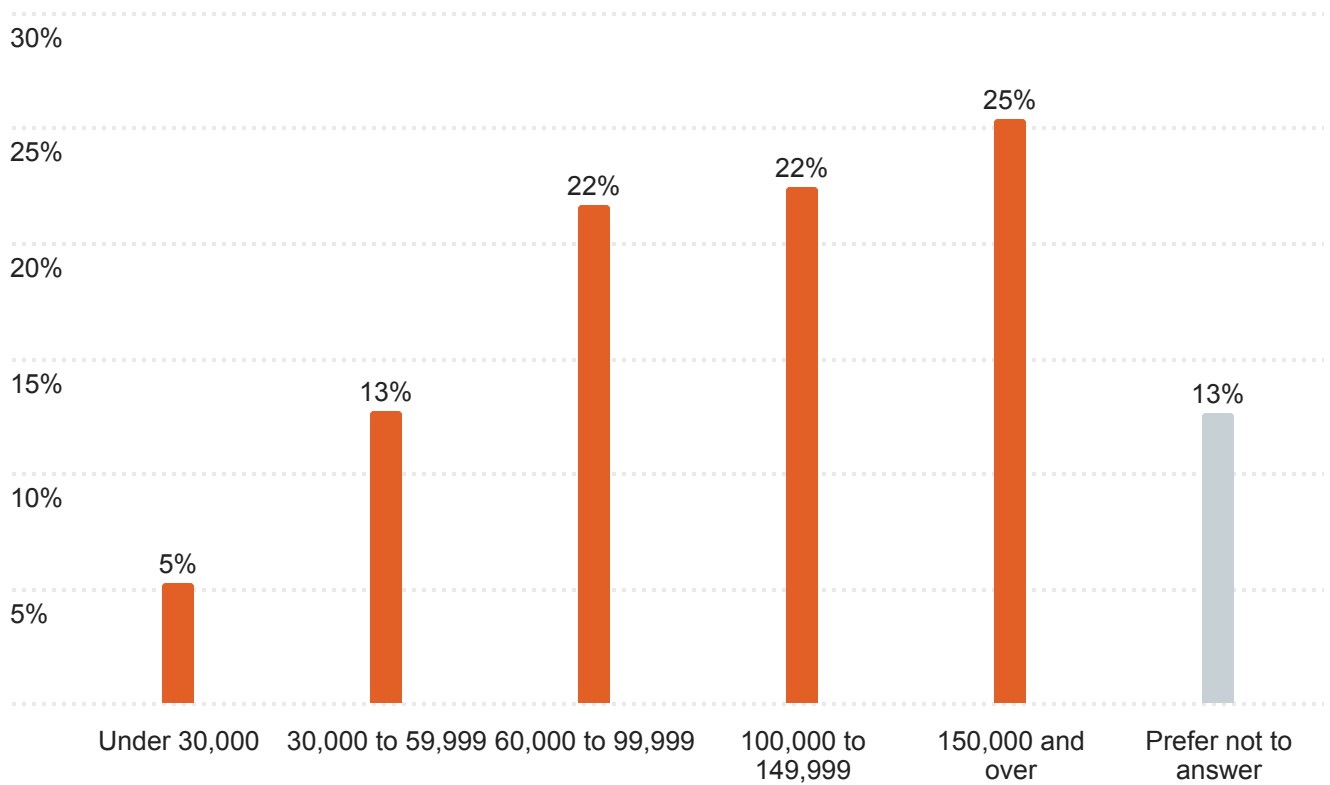
Employment Status

4532 Responses



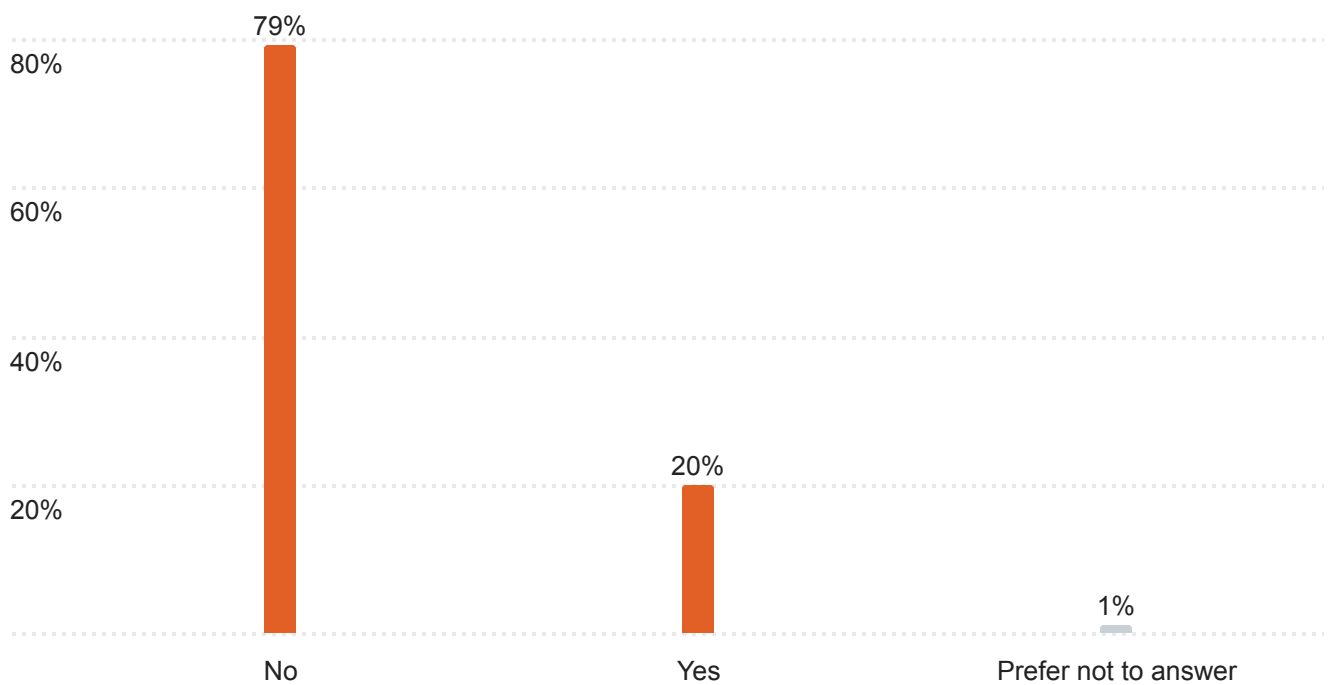
Income

4532 Responses



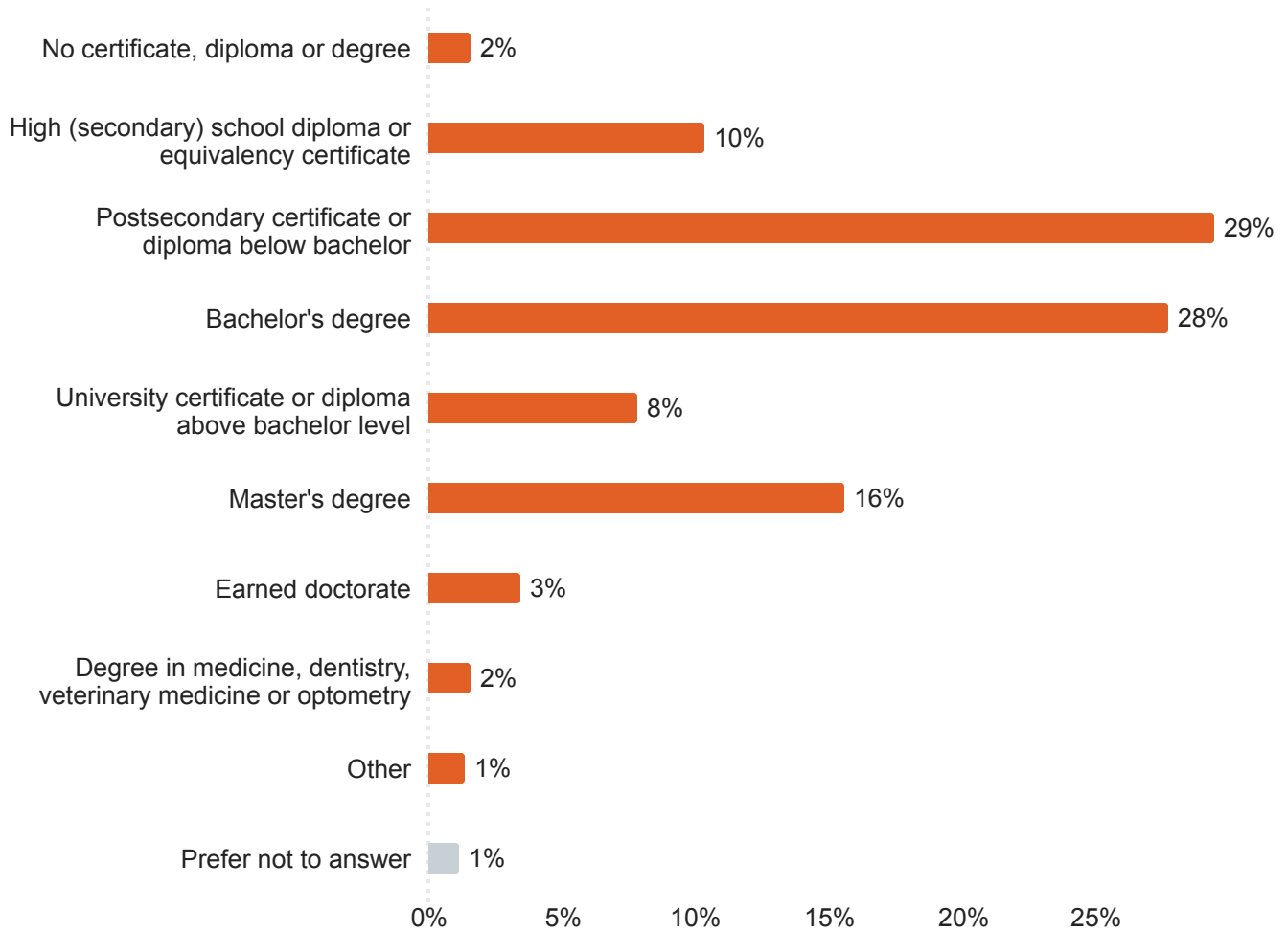
Children at Home

4532 Responses



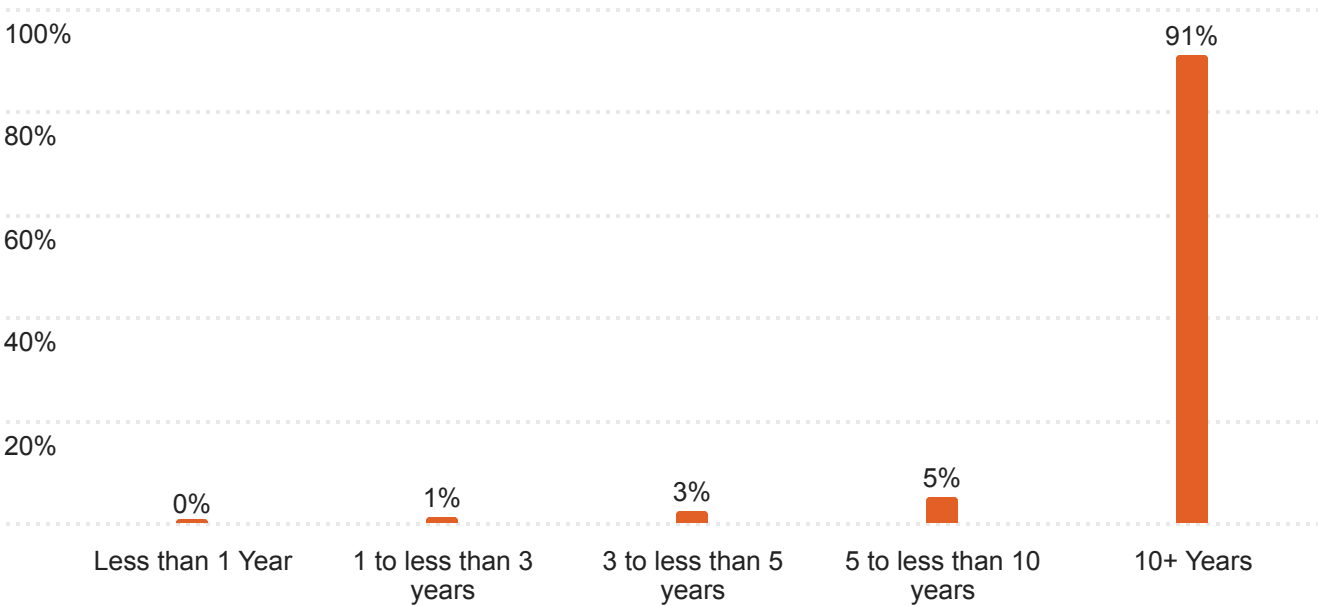
Education

4532 Responses



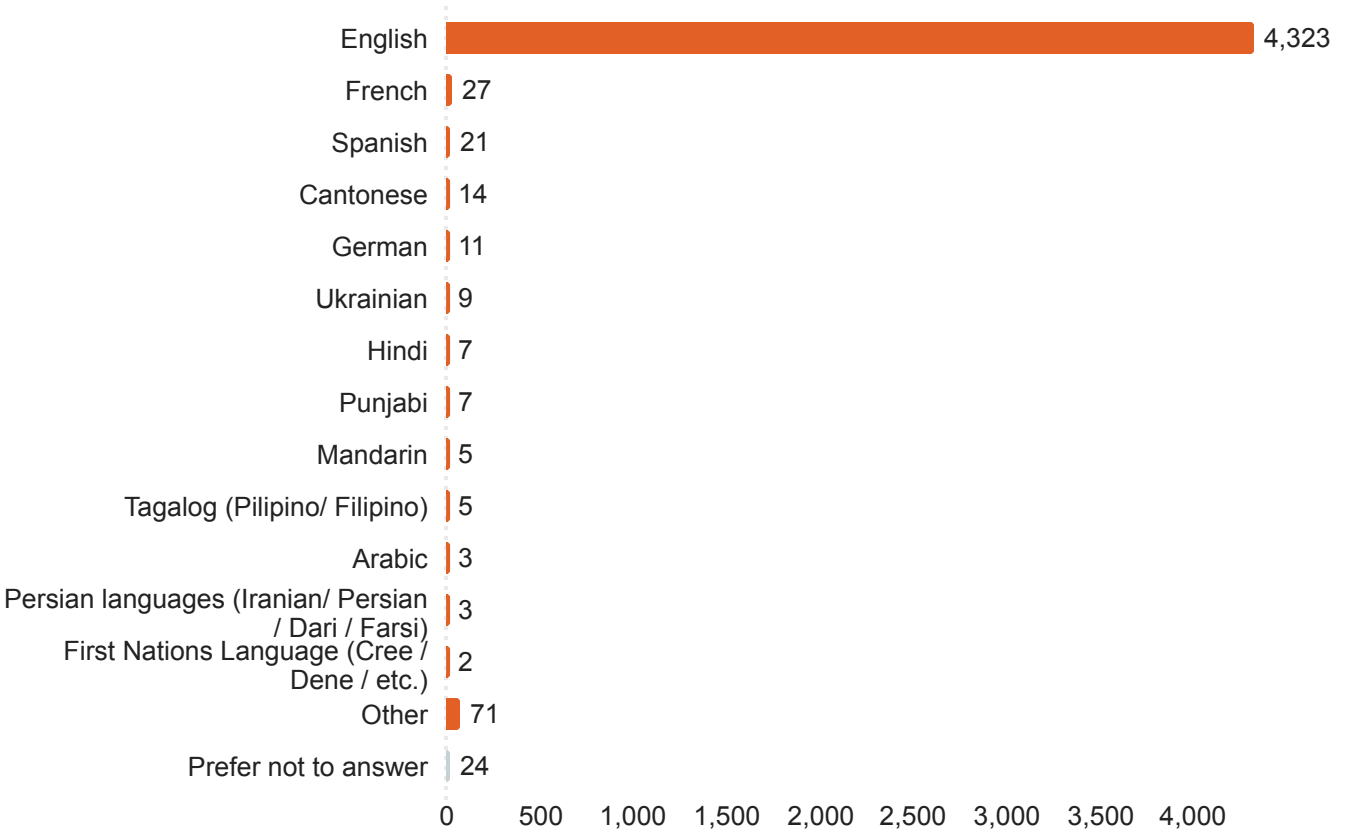
Years Lived in Edmonton

4522 Responses



Primary Language

4532 Responses



**For any questions, please email:
research@edmonton.ca**



edmonton.ca/surveys



edmonton.ca/insightcommunity

SHARE YOUR VOICE
SHAPE OUR CITY

Edmonton