



Insight Community Mixed Topic Survey

November 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

As of November 2021, more than 13,500 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 research for almost every administrative area of the City.

From **November 9th to November 19th 2021**, 3,070 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:

- Cannabis Infused Drinks
- Volunteering in Parks and Open Spaces

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 November 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 3,070 would be accurate to ± 1.6 percentage points, 19 times out of 20.

Note: 41 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 (unless noted otherwise).

**More than
13,500
members**

**3,070
respondents**

WHAT WE HEARD

Cannabis Infused Drinks

The City conducted a survey to understand the community impact of the use of cannabis infused drinks in public parks. In total, **3,111** responses were received, which includes the 3,070 Insight Community respondents and an additional 41 respondents who accessed the survey via edmonton.ca/surveys.

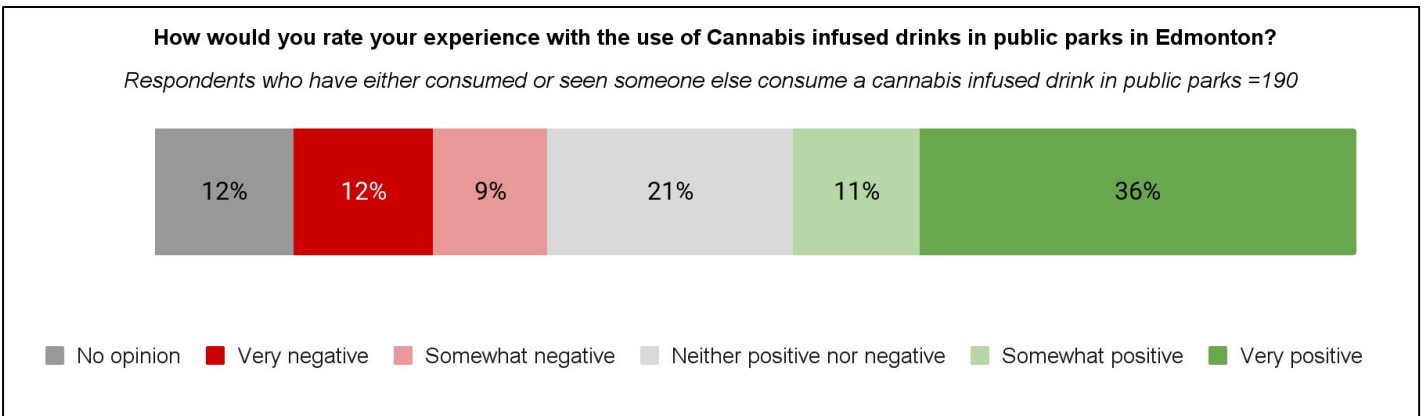
Regulation

The majority (62%) of respondents are not aware how Cannabis infused drinks are regulated in public parks in Edmonton.

Experience

The majority (94%) of respondents have no experience with Cannabis infused drinks.

Among those who have either consumed or seen someone consume a cannabis infused drink, 47% rate their experience as very or somewhat positive, followed by 21% who rate their experience as neutral and 21% who rate their experience as negative. 12% did not provide an opinion on their experience with cannabis infused drinks.



WHAT WE HEARD

VOLUNTEERING IN PARKS AND OPEN SPACES

COMMUNICATION CHANNELS

Insight Community respondents were asked about how they learn about the volunteer opportunities in general. As in the 2021 February Mixed Topic Insight Community Survey, word of mouth (37%), social media (25%), and community groups (21%) are the top three channels.

PARTICIPATION IN VOLUNTEER PROGRAMS

17% of Insight Community respondents have participated in the volunteer program in the past. Among those who have participated, 17% have volunteered for Root in Trees, 16% for Partners in Parks, 14% for Font Yards in Bloom, and 10% for Community Weeds Pull(s).

FUTURE PARTICIPATION

In February 2021, 24% of Insight Community respondents expressed interest in volunteering with the City of Edmonton to beautify parks and open spaces. In November 2021, 16% of Insight Community members reported to be interested. Among those 16% who are interested,

- 50% indicate seasonal, 65% indicate one-time event, and 25% indicate that ongoing volunteer term is the most desirable to them.

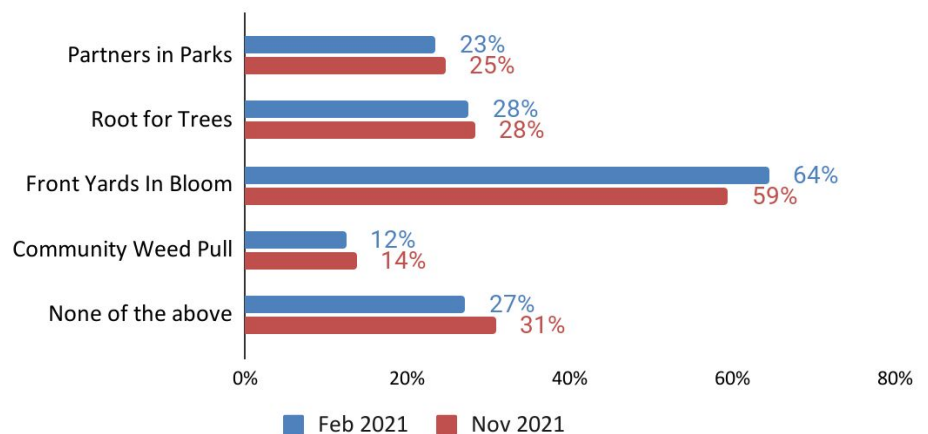
AWARENESS OF CITY-LED VOLUNTEER OPPORTUNITIES

Similar to February 2021, Insight Community respondents in November 2021 are mostly aware of the program “Front Yards in Bloom” (59%), followed by “Root for Trees” (28%).

Those who are aware of each of the programs were asked about their source of awareness. The most common sources of awareness are word of mouth, City of Edmonton program website and social media.

Please indicate which volunteer programs you have heard about prior to completing this survey. Select all that apply.

(Respondents Feb=2,097; Respondents Nov=3,070)



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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