

Insight Community Mixed Topic Survey

October 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 October 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 **October 12th to October 19th 2021**, 3,590 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 Check-In
- Council Public Hearing Times
- City Golf Courses

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 October 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 3,590 would be accurate to ± 1.4 percentage points, 19 times out of 20.

Note: 242 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.

**More than
13,500
members**

**3,590
respondents**

WHAT WE HEARD

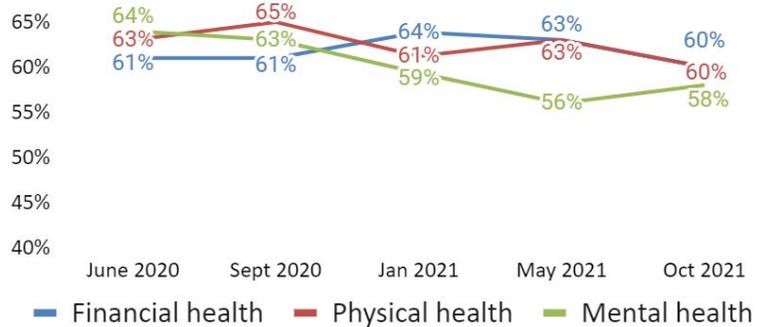
MEMBER WELL-BEING

WELL-BEING

In October 2021, the majority of Insight Community respondents indicate their physical, mental and financial health to be at least somewhat positive. Self-reported mental health increased by 2% since May 2021.

How do you currently feel about...?

% Total Positive (somewhat/very)



WORRIES FOR THE NEXT FEW MONTHS

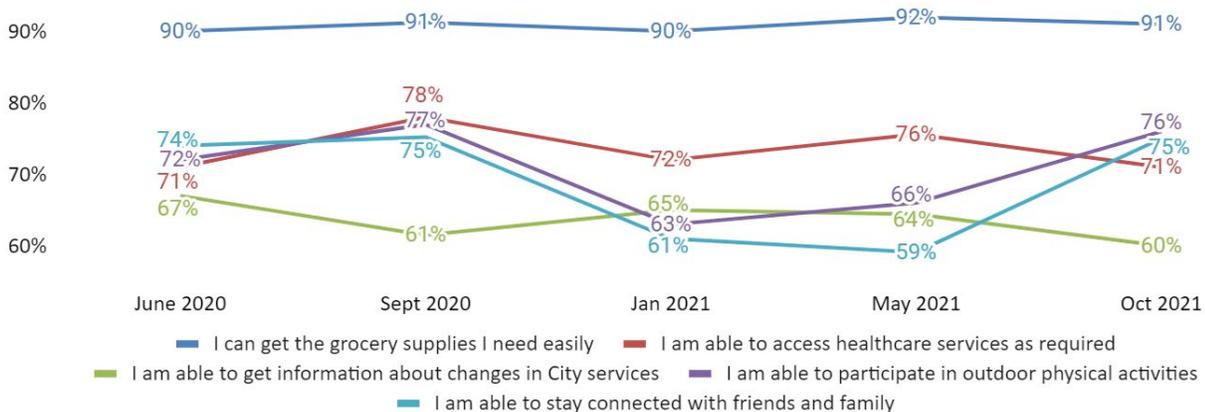
Insight Community respondents were asked what are they most worried about for themselves and their families. In October 2021, respondents are most worried about:

1. COVID-19 complacency (17%)
2. Financial health (12%)
3. Fear of another round/wave (10%)
4. State of the economy overall (10%)
5. Increase in taxation (9%)

ACCESS

In October 2021, the majority of Insight Community respondents indicate that they were able to access things they wanted. Compared to May 2021, Insight Community respondents reported to be more likely to be able to participate in outdoor physical activities and to be able to stay connected with friends and family.

Agreement ratings (somewhat agree/strongly agree)



WHAT WE HEARD

Council Public Hearing Times

City Council Public Hearings are currently scheduled to take place between 1:30 p.m. and 9:30 p.m. and, due to the Covid-19 Public Health Orders, can now be attended virtually. Insight Community respondents were asked about their participation in Council Public Hearings, the timing of the meetings, and whether they would like to see any changes to the Council Public hearing schedule.

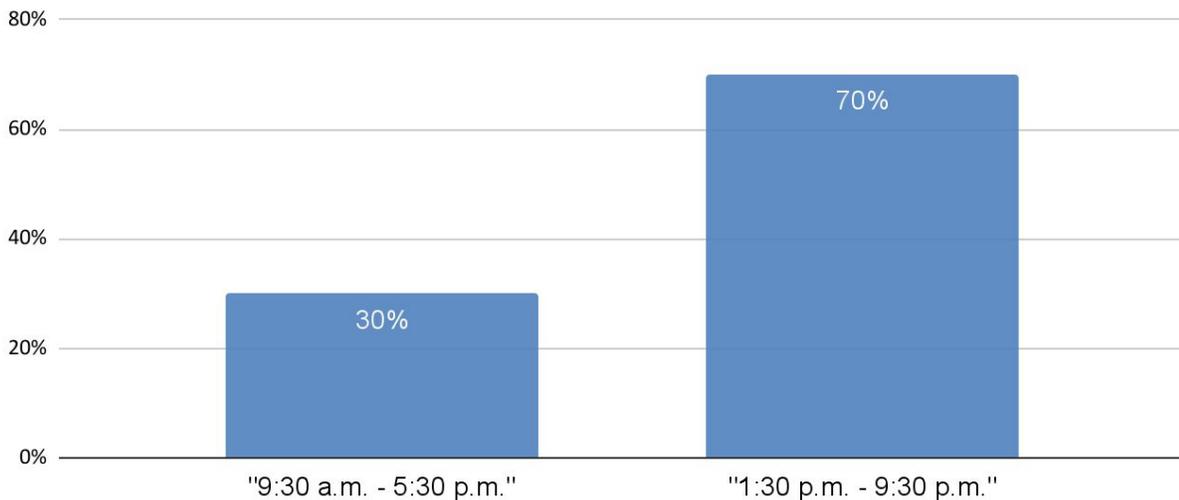
8% of Insight Community respondents reported to have spoken at a Council Public Hearing.

77% of Insight Community respondents said that the City Council should continue scheduling Council Public Hearings between 1:30 p.m. and 9:30 p.m.

70% of Insight Community respondents stated that scheduling Public Council meetings between 1:30 p.m. and 9:30 p.m. would be most convenient for them, if they were to participate.

Which of the following options would be more convenient for you if you were to attend a City Council Public Hearing?

Respondents=3,590



WHAT WE HEARD

Public Golf Courses

Usage of the City of Edmonton's Golf Courses

Insight Community respondents were asked about their usage of the three City of Edmonton's municipal golf courses.

36% of Insight Community respondents reported to have visited the City's golf courses for activities other than golf, such as winter sports or social activities (e.g., dining).

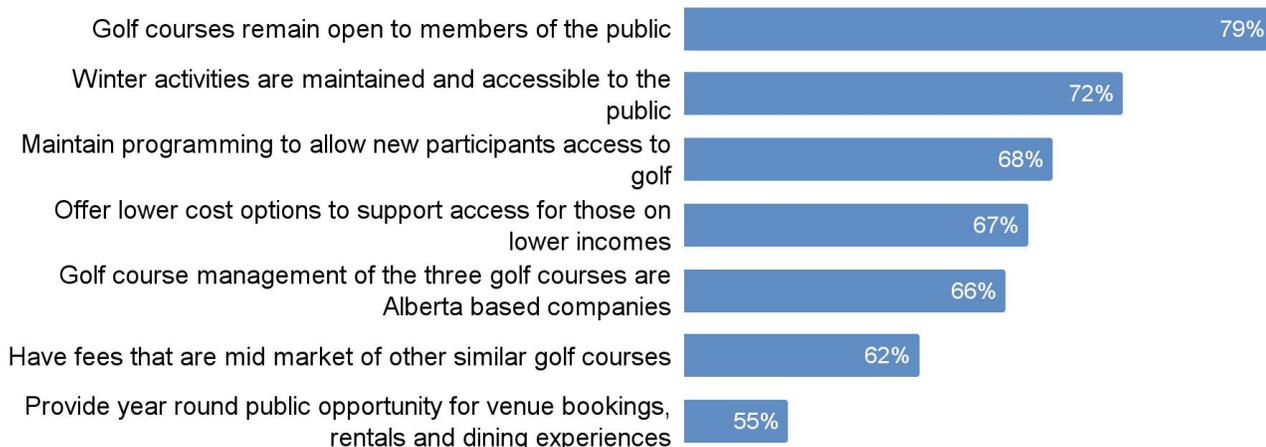
34% of Insight Community respondents reported to play golf. 55% of these active golfers played on a City golf course during the 2020 or 2021 golf season and they most frequently played on the Victoria Golf Course (70%).

Important features of City golf courses moving forward

Respondents were asked to rate the importance of a number of different features of the Victoria, Riverside and Rundle Golf Courses going forward. Most important to Insight Community respondents is that golf courses remain open to the public instead of becoming membership limited courses (79%) and that winter activities are maintained and accessible to the public (72%).

Insight Community respondents rating of... (Important/Very important)

Respondents=3,590



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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