

Insight Community Mixed Topic Survey

April 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

**More than
13,400
members**

As of April 2021, more than 13,400 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 **April 13th to April 20th 2021**, 3,316 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:

- Ideal survey length

**3,316
respondents**

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 April 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 3,316 would be accurate to ± 1.4 percentage points, 19 times out of 20.

Note: 5 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.

WHAT WE HEARD

IDEAL SURVEY LENGTH

Insight Community respondents were asked about their preferred duration of a survey, given the survey is of interest and relevance to them. Insight Community respondents provided the following answers:

Description	Average survey length
Survey is so short that it is not providing you enough opportunities to share your thoughts	5 minutes
Survey is just the right length for you to share your thoughts and also does not take too much time for you to complete	9 minutes
Survey starts feeling long, but you would still complete it	13 minutes
Survey is really very long and you are very unlikely to complete it	17 minutes

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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