

# Insight Community Mixed Topic Survey

## August 2019 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*

**11,441**  
**members**

As of August 2019, 11,441 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 **August 13<sup>th</sup> to August 20<sup>th</sup> 2019**, 2,695 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:

- City Hall Child Minding Program
- Spaces for Cycling
- ETS Family Pass

**2,695**  
**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 August 2019 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 2,695 would be accurate to  $\pm 1.9$  percentage points, 19 times out of 20.

*Note: 4 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.*

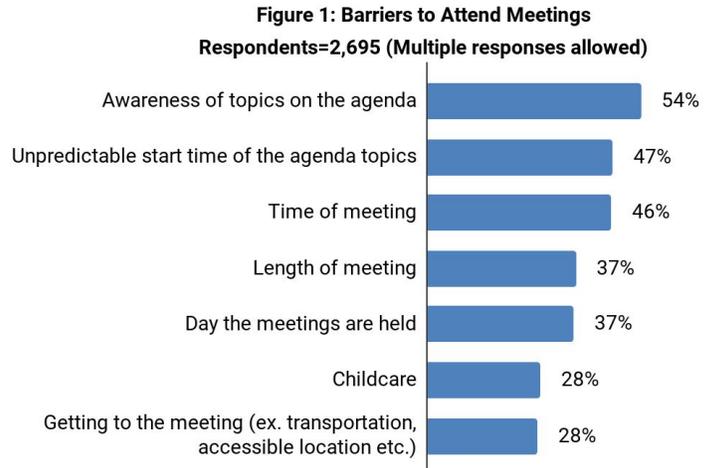
# WHAT WE HEARD

## CITY HALL CHILD MINDING PROGRAM

### ATTENDANCE AT COUNCIL MEETINGS

One-quarter (24%) of respondents have attended City Council or Committee meetings in the past. Of those who have attended, 5% have brought children to the meetings.

More than one-quarter (28%) of Insight Community members indicate that childcare is a barrier to attend City Council or Committee meetings (figure 1). Among those who have children in their household (n=600), 43% indicate childcare to be a barrier.



### CHILD MINDING PROGRAM AT CITY HALL

#### **Potential usage:**

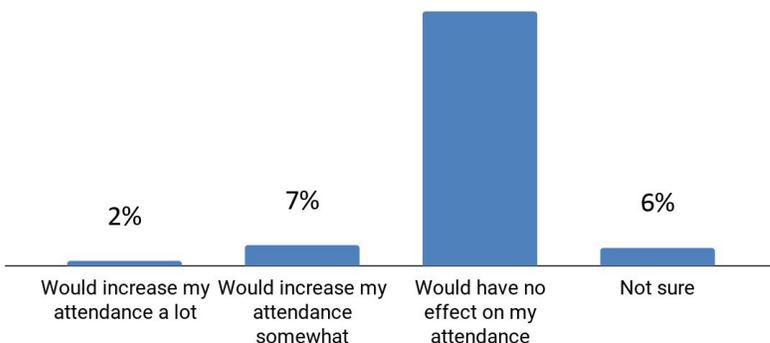
11% of Insight Community respondents are very or somewhat likely to participate in the Child Minding program at the City Hall if available. Among those who have children in their household, one-quarter (25%) indicate they are likely to participate in the program.

Of those who are likely to participate in the program (n=302), more than two-in-five indicate they would use the program if the meeting extends many hours into the evening (46%) or lasts multiple days (43%). The majority (of those likely to use the program) indicate that the program should provide a safe space for kids to hang out (93%) and provide toys and games to keep kids busy (70%).

**Figure 2: Impact of Program on Attendance**

Respondents=2,695

85%



The majority (85%) of respondents indicate that the program would have no effect on their attendance to the meetings (figure 2).

## WHAT WE HEARD

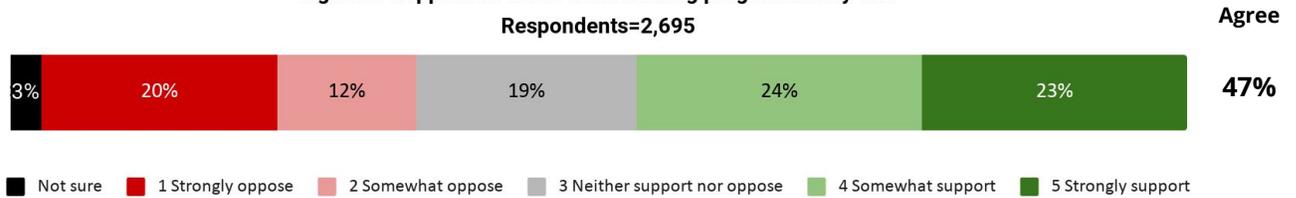
### CITY HALL CHILD MINDING PROGRAM

#### Support for the Program:

Close to half of the Insight community respondents think that a free child minding program at City Hall would be beneficial for Edmontonians (46%).

A similar proportion (47%) indicate that they support this program (figure 3).

Figure 3: Support for a free child minding program at City Hall  
Respondents=2,695



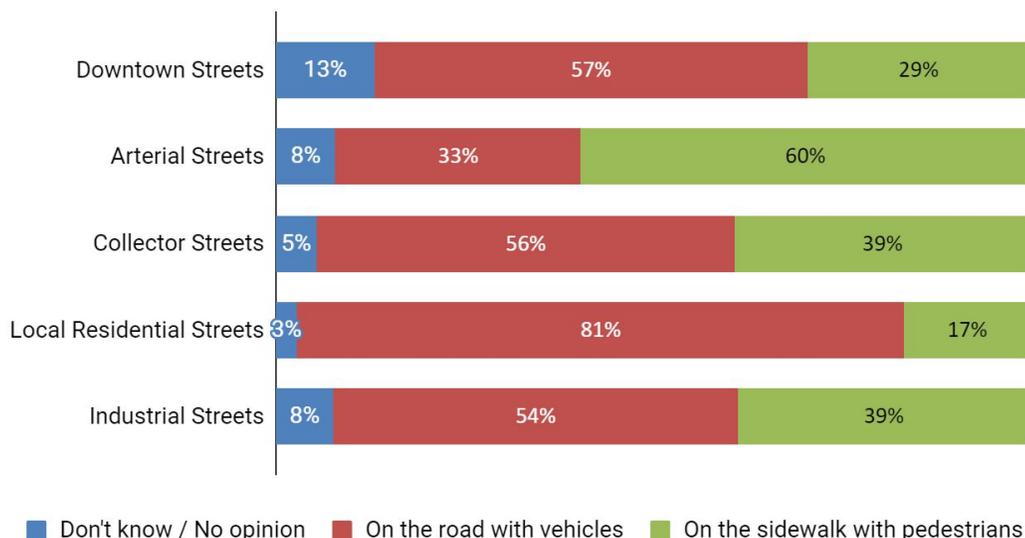
## WHAT WE HEARD

### SPACES FOR CYCLING

More than one-quarter (28%) respondents bike for transportation purposes and more than half (56%) bike recreationally.

Insight Community members were asked on their opinion of where should people ride their bikes when no dedicated bicycle infrastructure is provided. As shown in figure 4, the majority of respondents indicate that in absence of dedicated bike infrastructure, people should bike on the road with vehicles in downtown streets (57%), on collector (56%), local residential (81%) and industrial streets (54%); while on arterial streets they should bike on the sidewalk with pedestrians (60%).

Figure 4: Where should people bike on the following streets if no bike infrastructure is provided?  
Respondents: 2,695



# WHAT WE HEARD

## ETS FAMILY PASS

### USAGE

One-quarter (25%) of respondents are aware of the Family Day Pass.

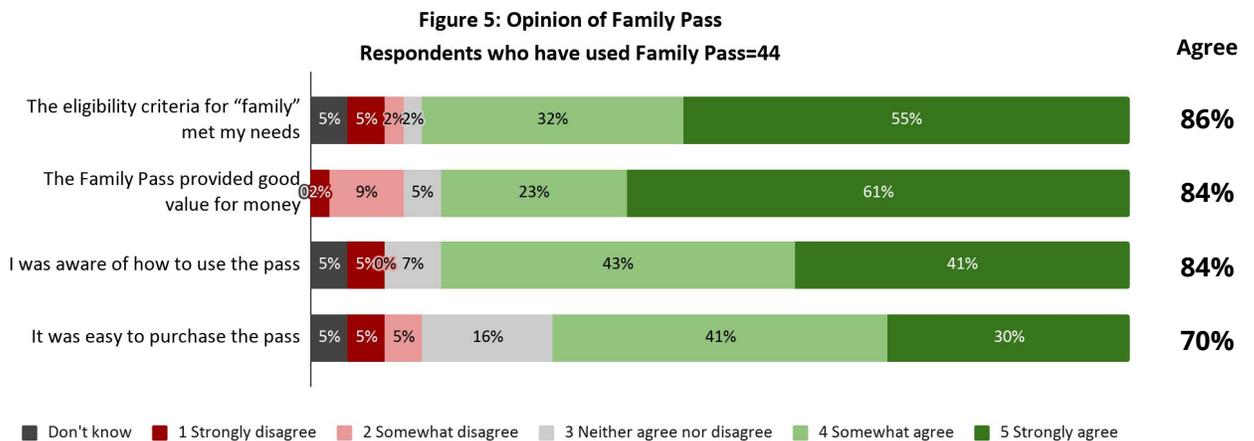
- Among those who are aware of the Family Pass, 7% have used it.
- Those who are not aware were provided a brief description of the Family Pass. After reading the description, 26% indicate they are likely to purchase the pass if available in the future.

Among the Insight members who have used a Family Day Pass:

- The majority (84%) have used it 1-3 times since the pass was introduced.
- The majority (59%) have used the pass for 3 or 4 people.
- Insight Community respondents who used the pass used it to:
  - Attend a city festival or event
  - Visit attractions in the city
  - Visit a recreational facility or location
  - Attend a sporting match or concert

### OPINIONS OF FAMILY PASS

Insight Community Members who have used a Family Pass were asked about their opinions of the pass. The majority agree that the pass provided good value for money, they were aware of how to use the pass, eligibility criteria met their needs, and it was easy to purchase the pass.



### PRIORITY FOR TRANSIT DISCOUNTS

Insight Community members were asked to select top 3 preferences of groups who should get a discount for using transit. The top preferences are seniors (36%), low income (30%), disability/mobility challenge (10%), followed by families (7%).

### Questions?

E-mail [research@edmonton.ca](mailto:research@edmonton.ca) for more information, or visit [www.edmonton.ca/surveys](http://www.edmonton.ca/surveys)

### Interested in the Edmonton Insight Community?

Go to [www.edmontoninsightcommunity.ca](http://www.edmontoninsightcommunity.ca) to join or learn more.

### Looking for Data?

Visit [data.edmonton.ca](http://data.edmonton.ca) to find this and other City of Edmonton data on the Open Data Portal.

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