

Insight Community Mixed Topic Survey

January 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
12,350
members**

As of January 2021, more than 12,350 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 **January 12th to January 19th 2021**, 3,016 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 well-being

**3,016
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 January 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 3,016 would be accurate to ± 1.5 percentage points, 19 times out of 20.

Note: 11 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.

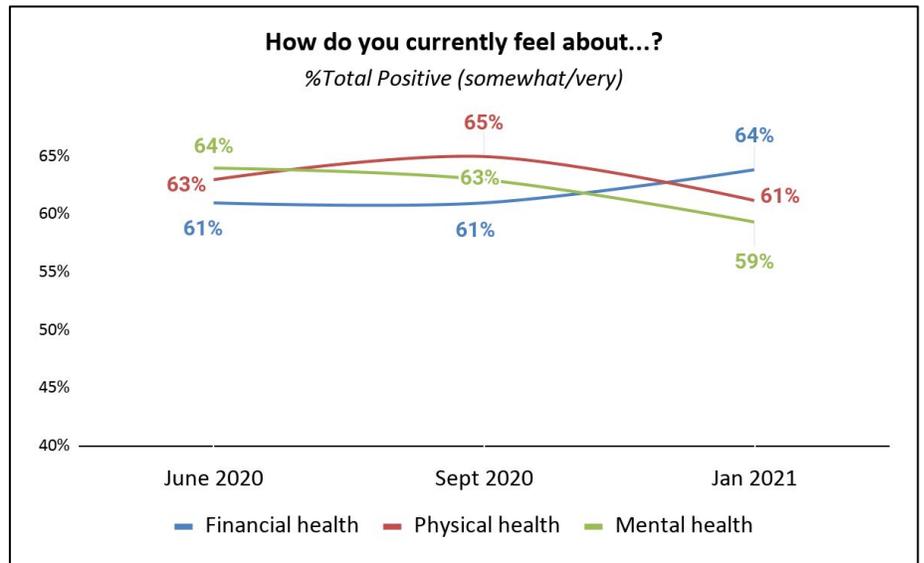
WHAT WE HEARD

MEMBER WELL-BEING

WELL-BEING

In January 2021, three-in-five or more Insight Community respondents indicate their physical, mental and financial health to be at least somewhat positive.

Physical and mental health is on a decline over the past months.



WORRIES FOR THE NEXT FEW MONTHS

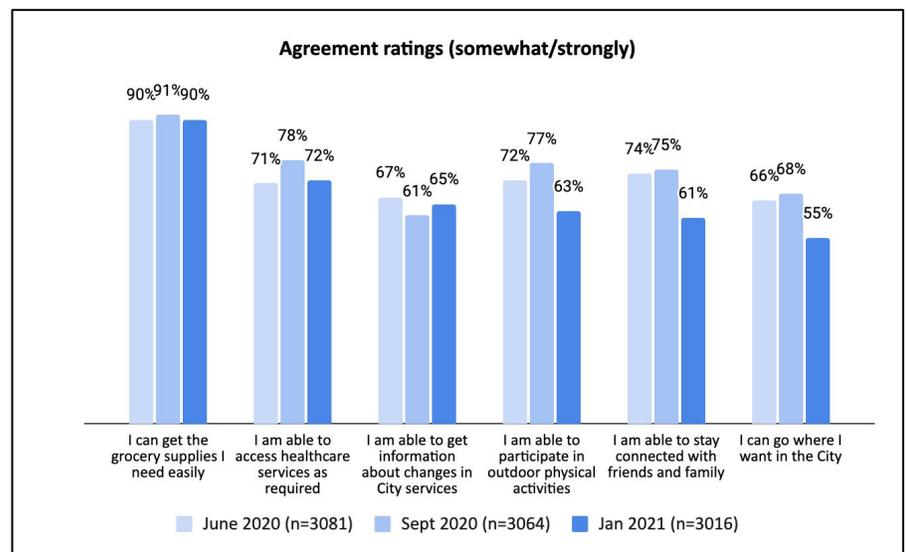
Insight Community respondents were asked what are they most worried about for themselves and their families. Similar to 2020, respondents are mostly worried about:

1. People not following public health measures (21%)
2. Getting infected (18%)
3. State of the economy overall (11%)
4. Inability to meet friends and family (9%)
5. Financial health / ability to pay bills (9%)

ACCESS

In January 2021, the majority of Insight Community respondents indicate that they were able to access things they wanted.

Compared to 2020, lower proportion of respondents agree that they were able to participate in outdoor activities, connect with family and friends and go where they wanted in the city. This could be a function of the lockdown that Edmonton is experiencing.



WHAT WE HEARD

MEMBER WELL-BEING

MODE TO ACCESS ACTIVITIES

Insight Community respondents were asked if they have engaged in activities in-person, online or both in the past few months. The top activities for each mode of interaction are listed below.

In-person	Online	Combination
Grocery shopping (68%)	Watching a movie (75%)	Connecting with friends / family (45%)
Doctor / physio / chiro / dentist / vet appointment (45%)	Banking activities (66%)	Shopping (other than Grocery) (40%)
Shopping (other than Grocery) (24%)	Eating out/ordering from restaurant (51%)	Doctor / physio / chiro / dentist / vet appointment (25%)
		Grocery shopping (24%)

Respondents who have been doing activities online or a combination of online and in-person would continue doing so except for attending social or religious gatherings and workout classes.

- 40% of respondents indicate that they would return to in-person social or religious gatherings, once most places are open for business with public health and safety measures.
- 28% of respondents indicate that they would return to in-person workout classes once most places are open for business with public health and safety measures. However, 34% will still continue online and 29% will do a combination of online and in-person.

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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