

# Insight Community Mixed Topic Survey

## June 2023

| **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  
17,000  
members***

As of June 2023, more than 17,000 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 all public opinion and market research for all administrative areas of the City.

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 Community members on the topics included in the June 2023 Mixed Topics survey.

From **June 13<sup>th</sup> to June 20<sup>th</sup> 2023**, 3,374 Insight Community members responded to the June 2023 Mixed Topic survey that was sent to them via email. Additionally, 35 respondents accessed the survey through the survey webpage. This report contains results for all respondents. The June Mixed Topic survey included the following topic:

- Energy Coaching
- Swim Lessons

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 3,409 would be accurate to  $\pm 1.5$  percentage points, 19 times out of 20.

***3,409  
respondents***

## WHO RESPONDED

### Profile of Respondents

	Overall (N=3,409)	%
<b>Age</b>		
Under 18	3	<1
18-24 years	26	1
25-34 years	253	8
35-44 years	590	17
45-54 years	563	17
55-64 years	790	24
65+ years	1,149	35
<b>Household Income</b>		
Under \$30,000	160	5
\$30,000-\$59,999	429	13
\$60,000-\$99,999	760	23
\$100,000-\$149,999	713	21
\$150,000 and over	685	20
Prefer not to answer	627	19

	Overall (N=3,409)	%
<b>Tenure Living in Edmonton</b>		
Less than 1 year	53	2
Between 1 to 2 years	65	2
Between 3 to 5 years	117	4
Greater than 5 years	3,096	93
No profile information available	78	2
<b>Primary Mode of Transportation</b>		
Car/truck/van as DRIVER	2,579	76
Car/truck/van as PASSENGER	153	5
Public Transit	346	10
Walk	157	5
Bicycle	103	3
Other	36	1
<b>Education</b>		
High school or less	443	13
College or technical school graduate	1,003	30
University undergraduate degree	1,131	34
Post-graduate degree	643	19
Professional school graduate	154	5

**Note: No profile information was available for 1% of respondents (35 cases)**

## WHAT WE HEARD

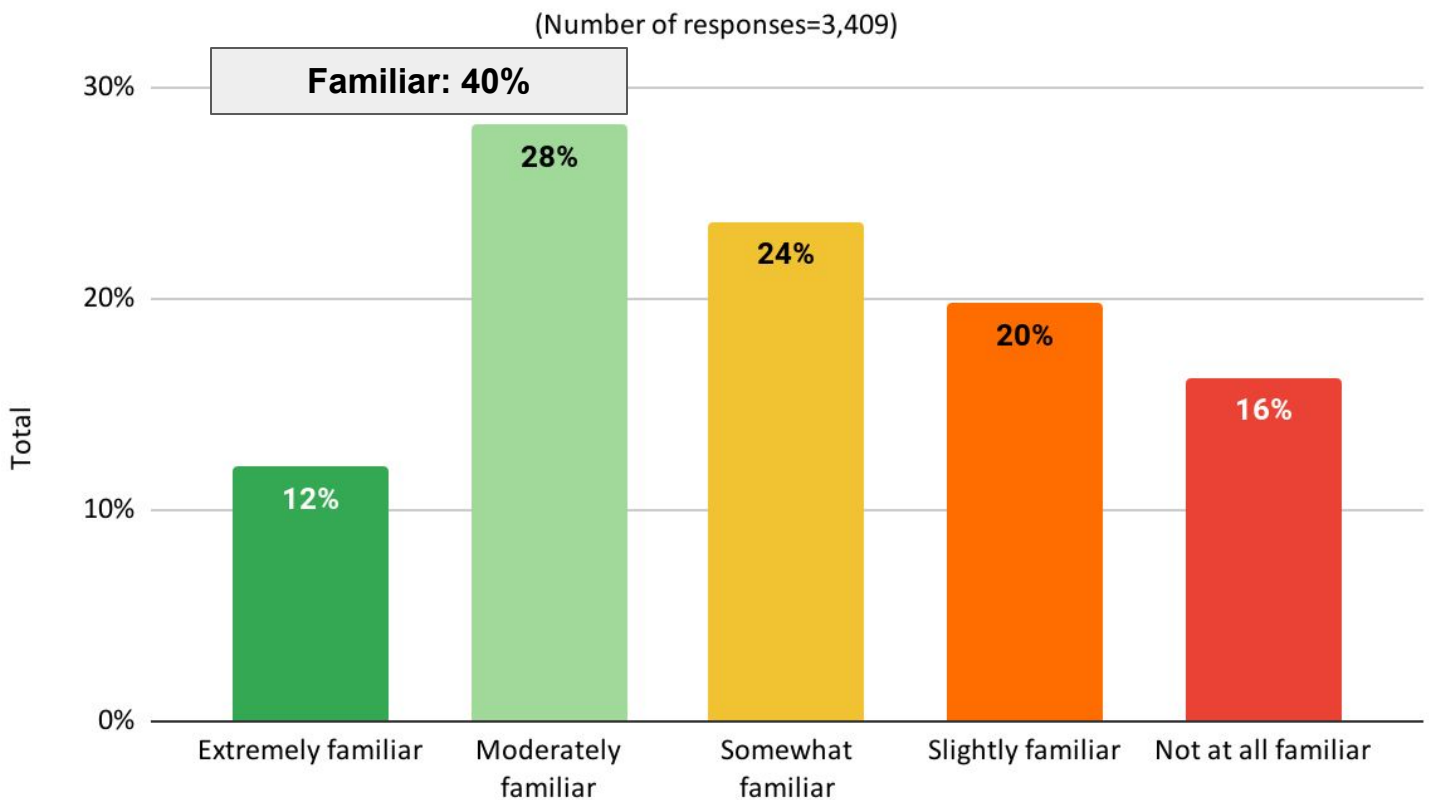
### Energy Coaching

The City of Edmonton's Environment and Climate Resilience section was interested in learning more about Edmontonians' level of interest in home energy efficiency and gauging the demand for resources like an Energy Coaching Service to help plan out energy efficient home renovations.

#### Familiarity with Home Energy Efficiency

40% of survey respondents were extremely to moderately familiar with the concept of home energy efficiency, while about one-quarter were only somewhat familiar with this concept (24%). 16% were not familiar at all with home energy efficiency (Figure 1).

Figure 1 Before today, how familiar were you with home energy efficiency?



Cross-tabulation analysis shows that

- Men (47% vs. 33% among women) and respondents with a higher household income (45% earning \$100K or more vs. 34% among those who earn less than \$60K) are more likely to be **extremely to moderately familiar** with home energy efficiency.

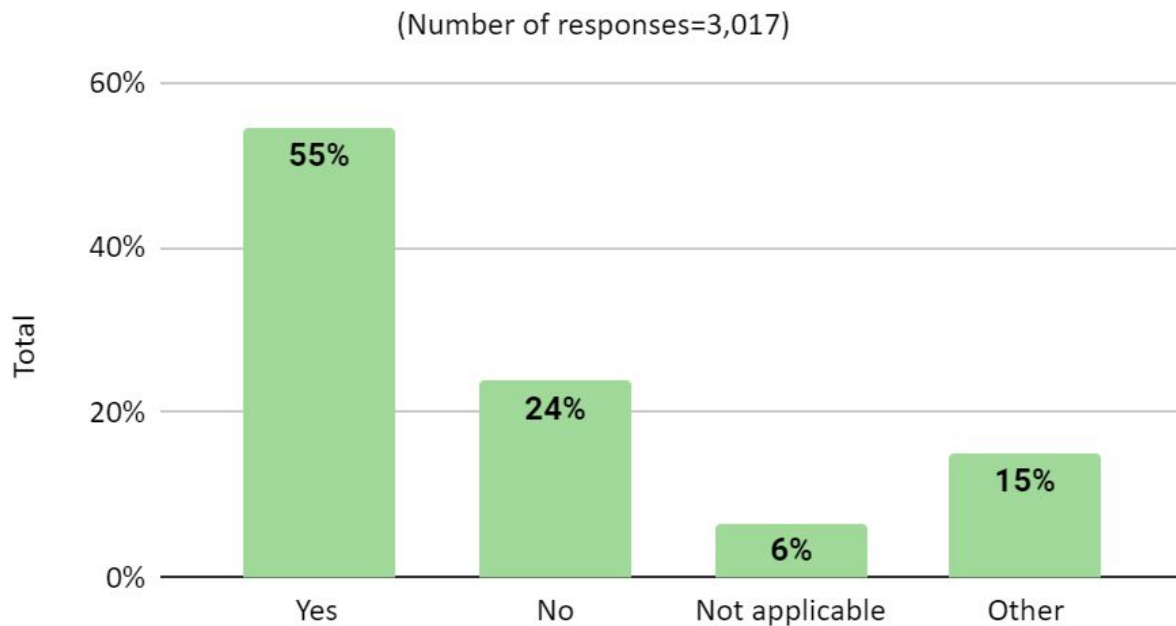
## WHAT WE HEARD

### Energy Efficiency

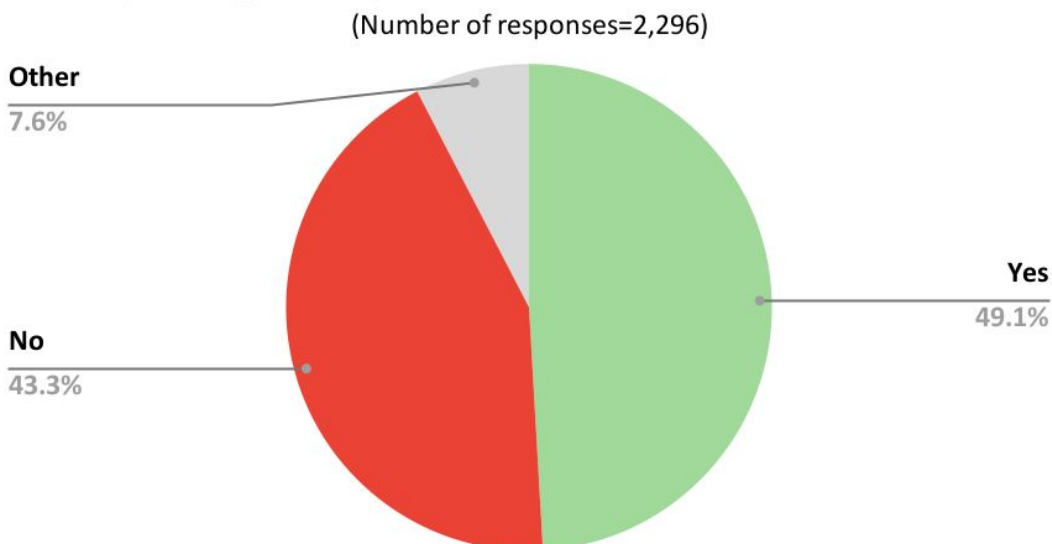
#### Interests in Home Renovation for Energy Efficiency

Among the survey respondents who are homeowners, more than one-half are interested in renovating their home with the purpose of increasing energy efficiency (55%), while one-quarter aren't interested in such renovations (Figure 2). Among homeowners, except those who are not interested in home renovations, one-half (49%) say they have already completed renovations to their homes for energy efficiency purposes (Figure 3).

**Figure 2 Are you interested in renovating your home with the purpose of increasing its energy efficiency?**



**Figure 3. Have you completed renovations to your home with the purpose of increasing its energy efficiency?**



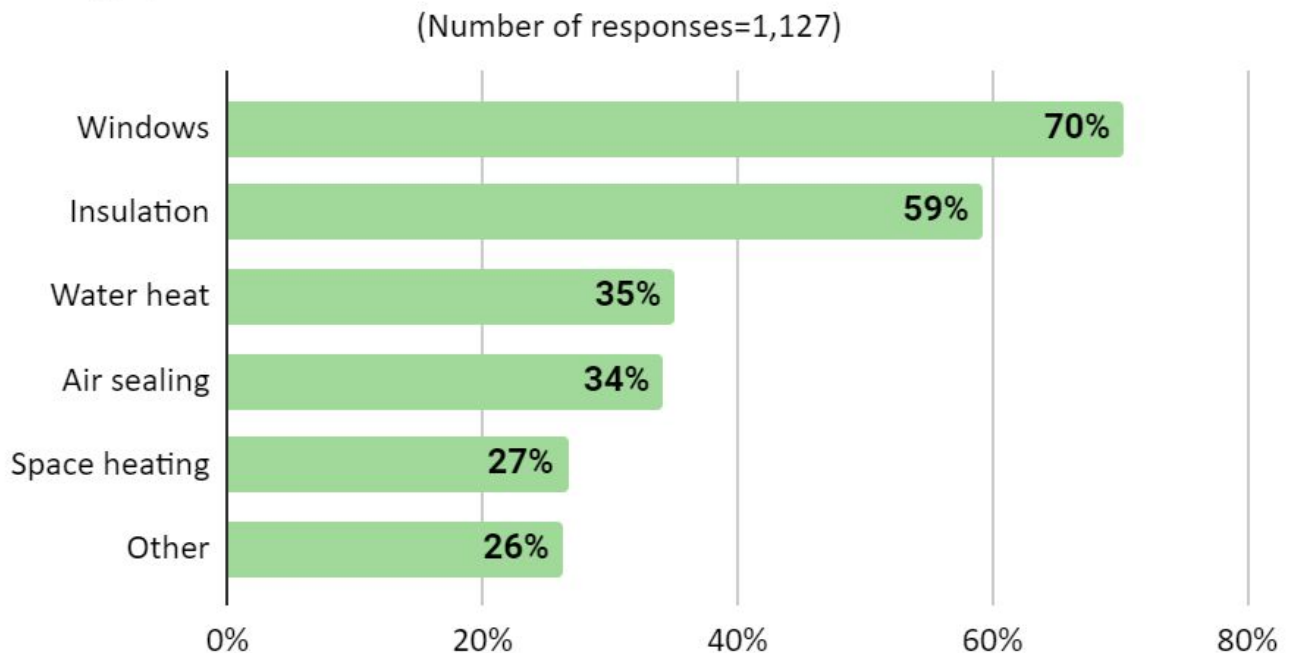
## WHAT WE HEARD

### Energy Coaching

#### Interests in Home Renovation for Energy Efficiency

Among the survey respondents who are homeowners and have already completed renovations for energy efficiency purposes, seven in ten have renovated their windows, six in ten have insulated their homes (59%), one-third have used water heat and air sealing (35% and 34%, respectively), and 27% have renovated their home with space heating (Figure 4).

**Figure 4. What types of renovations have you completed to your home? Select all that apply**



Cross-tabulation analysis shows that

- Older adults aged 55+ (77% vs. 51% among those aged 18-34) are more likely to **have renovated their windows** for energy efficiency purposes.
- University graduates (62% vs. 47% among those with high school or less) are more likely to **have insulated their homes** for energy efficiency purposes.

## WHAT WE HEARD

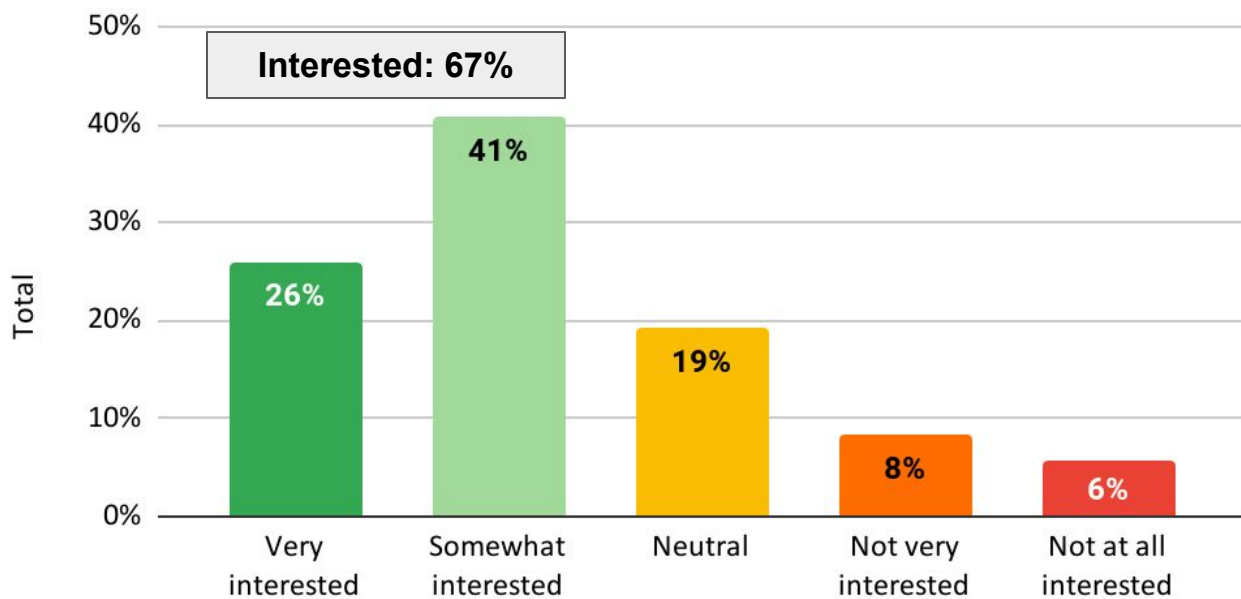
### Energy Coaching

#### Interests in Learning about Net Zero Emission

Among homeowners, except those who are not interested in home renovations, two-thirds are very to somewhat interested in learning more about net zero emissions renovation (67%) (Figure 5).

**Figure 5. Please state the extent to which you are interested in learning more about how you could renovate your home to have net zero emissions.**

(Number of responses=2,296)



Cross-tabulation analysis shows that

- Younger adults aged 18-34 (83% vs. 61% among those aged 55+) and university graduates (71% vs. 56% among those with a high school or less) are more likely to be **interested in** learning more about how they could renovate their home to have net zero emissions.

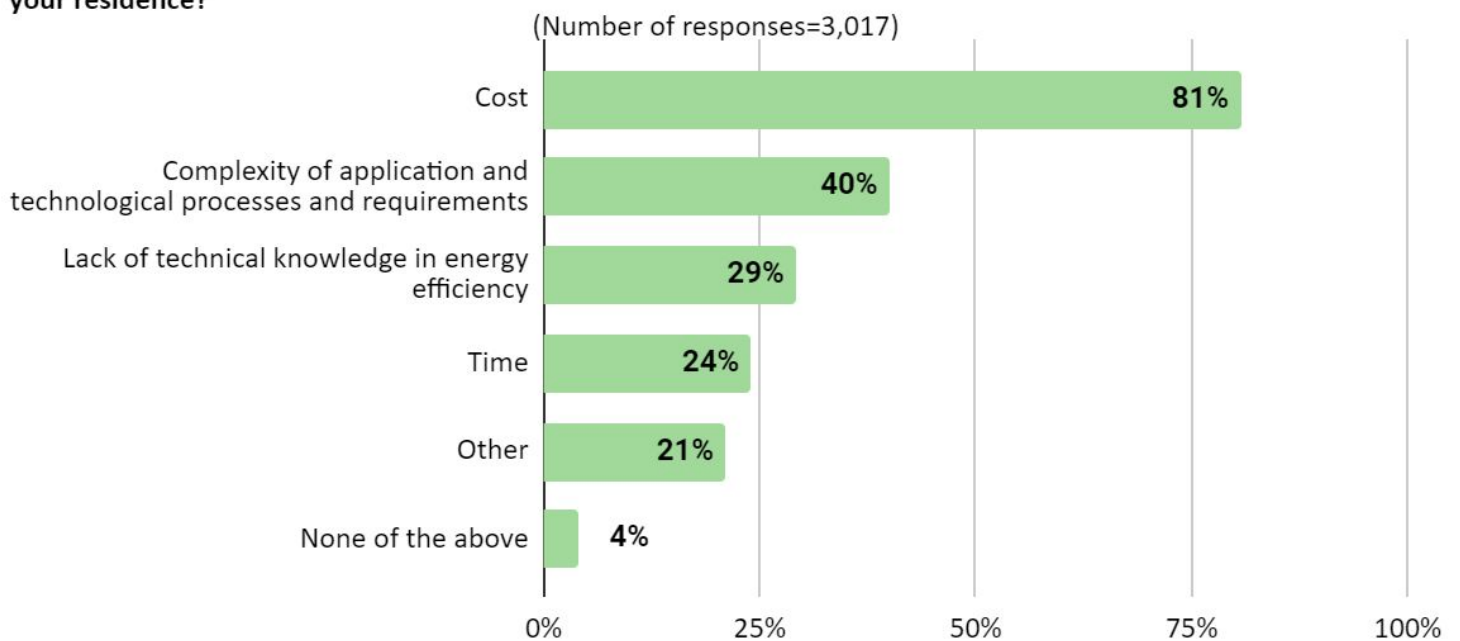
## WHAT WE HEARD

### Energy Coaching

#### Barriers towards Energy Efficient Home Renovations

When asked about barriers towards energy efficient home renovations, survey respondents who are homeowner most likely name cost (81%), complexity of application and technological processes (40%), lack of technical knowledge (29%), and time (24%) (Figure 6).

Figure 6. What barriers (if any) have you encountered when considering energy efficient home renovations for your residence?





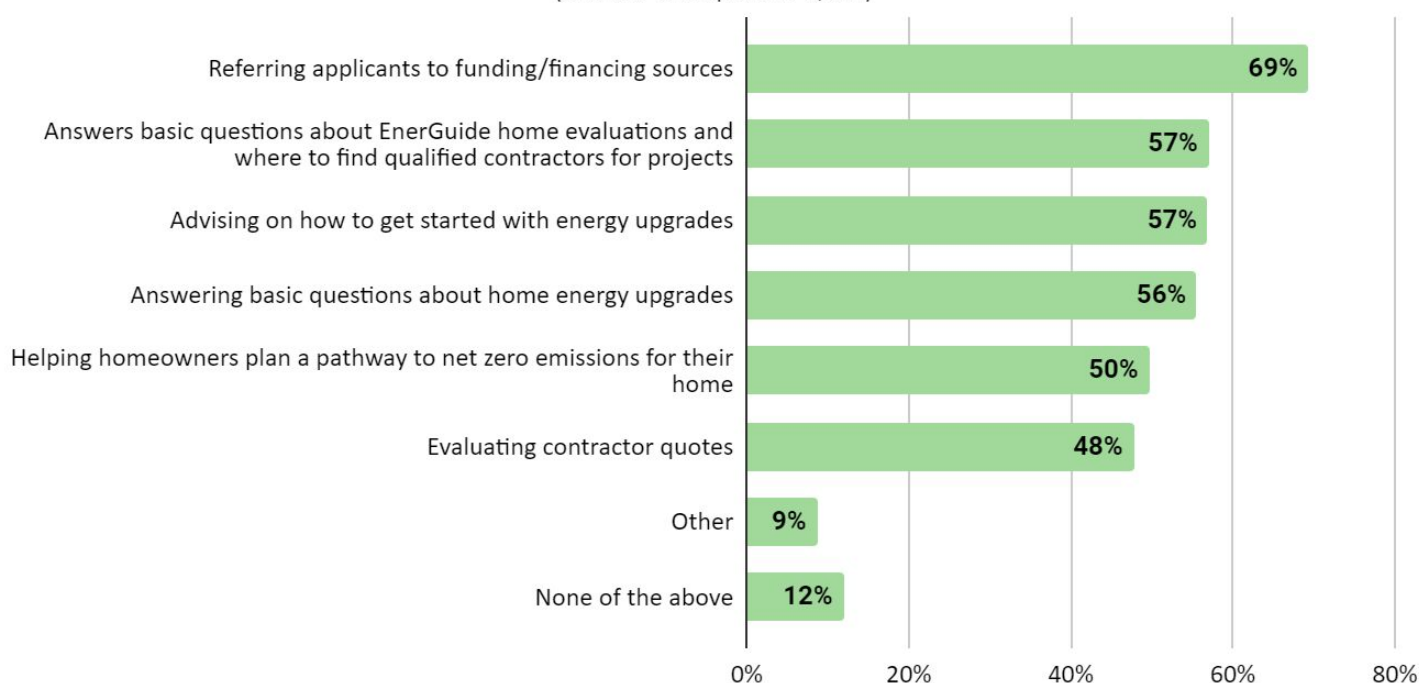
## WHAT WE HEARD

### Energy Coaching

#### Useful Features in Energy Coaching Services

When asked about useful features in a home energy coaching service, survey respondents who are homeowner most likely want to see information about funding and financing sources (69%), EnerGuide home evaluations and qualified contractors (57%), getting started with energy upgrades (57%), and basic information about home energy upgrades (56%) (Figure 8).

Figure 8. What features would you find most useful in a home energy coaching service? Select all that apply.  
(Number of responses=3,017)



Cross-tabulation analysis shows that

- Younger residents aged 18-34 (82% vs. 63% among those 55+) are more likely to choose **referring applicants to funding/financing sources** as a useful feature in a home energy coaching service.
- Younger residents aged 18-34 (71% vs. 53% among those 55+) and women (61% vs. 52% among men) are more likely to choose **advising on how to get started with energy upgrades** as a useful feature in a home energy coaching service.
- University graduates (62% vs. 52% among those with a high school or less) are more likely to choose **answering basic questions about EnerGuide home evaluations** as a useful feature in a home energy coaching service.

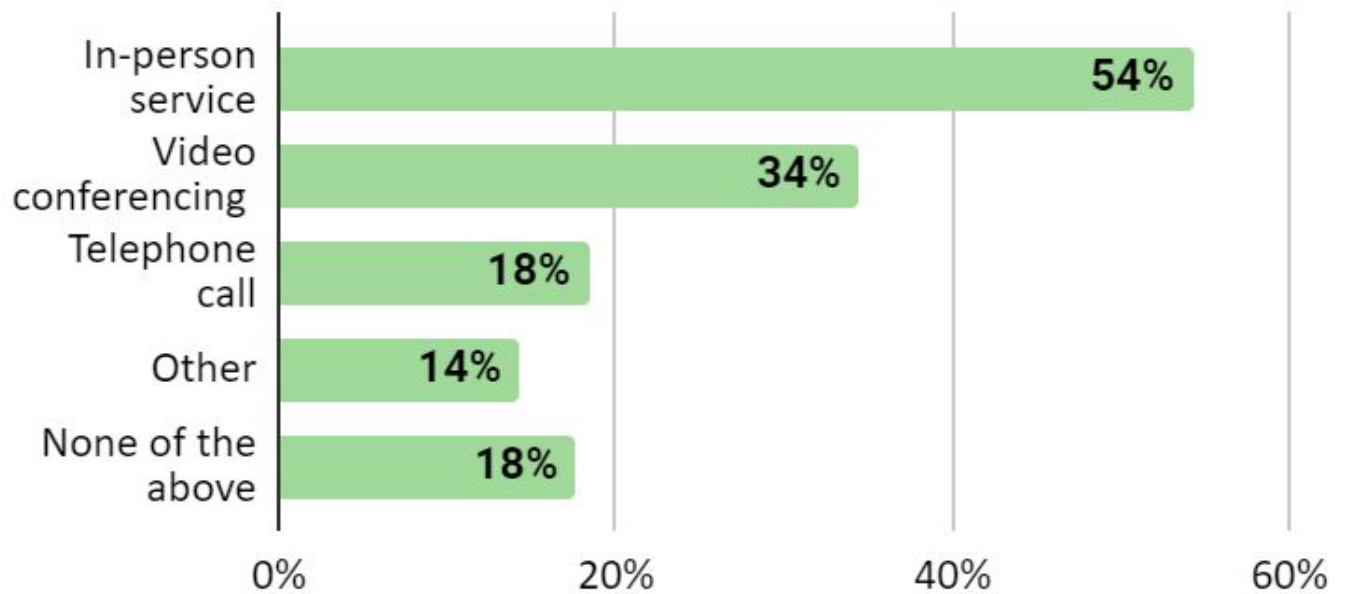
## WHAT WE HEARD

### Energy Coaching

#### Preferred Modes of Communication for Energy Coaching Services

Survey respondents who are homeowner most likely prefer to be communicated through in-person services (54%) and video conferencing (34%) to learn more about energy coaching services (Figure 7).

**Figure 7. What mode of communication would be more appealing to you in accessing home energy coaching service? Select all that apply**  
(Number of responses=3,017)



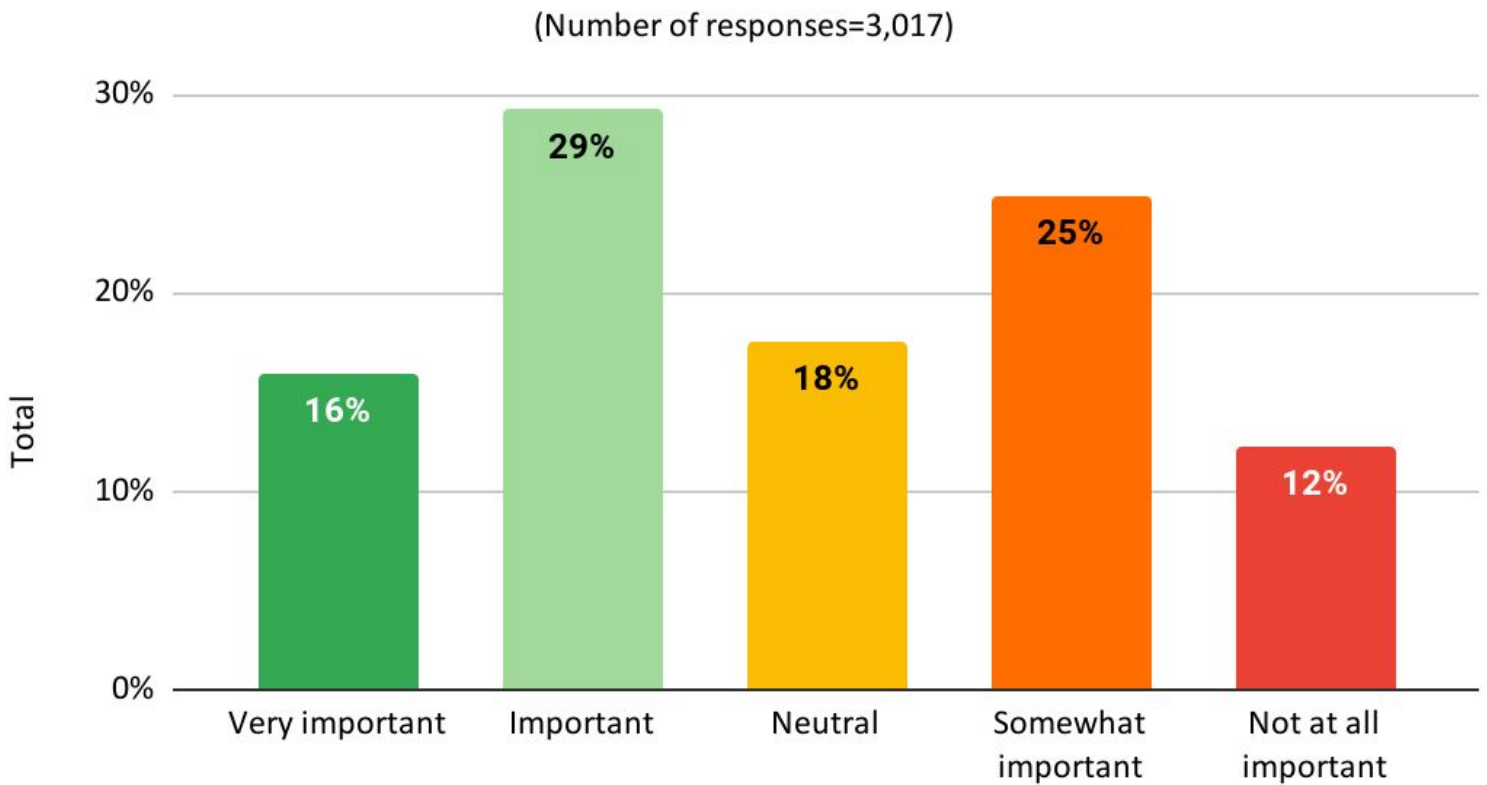
## WHAT WE HEARD

### Energy Coaching

#### Importance of Energy Coaching Services to Edmontonians

Among survey respondents who own their home, 45% believe home energy coaching service would be an important resource for Edmontonians. On the contrary, 12% believe that this service is not important at all for Edmontonians (Figure 9).

**Figure 9. How valuable of a resource do you think a home energy coaching service would be for Edmontonians?**



Cross-tabulation analysis shows that

- University graduates (50% vs. 32% among those with a high school or less) are more likely to find having home energy coaching services and resources **important** for Edmontonians.

# WHAT WE HEARD

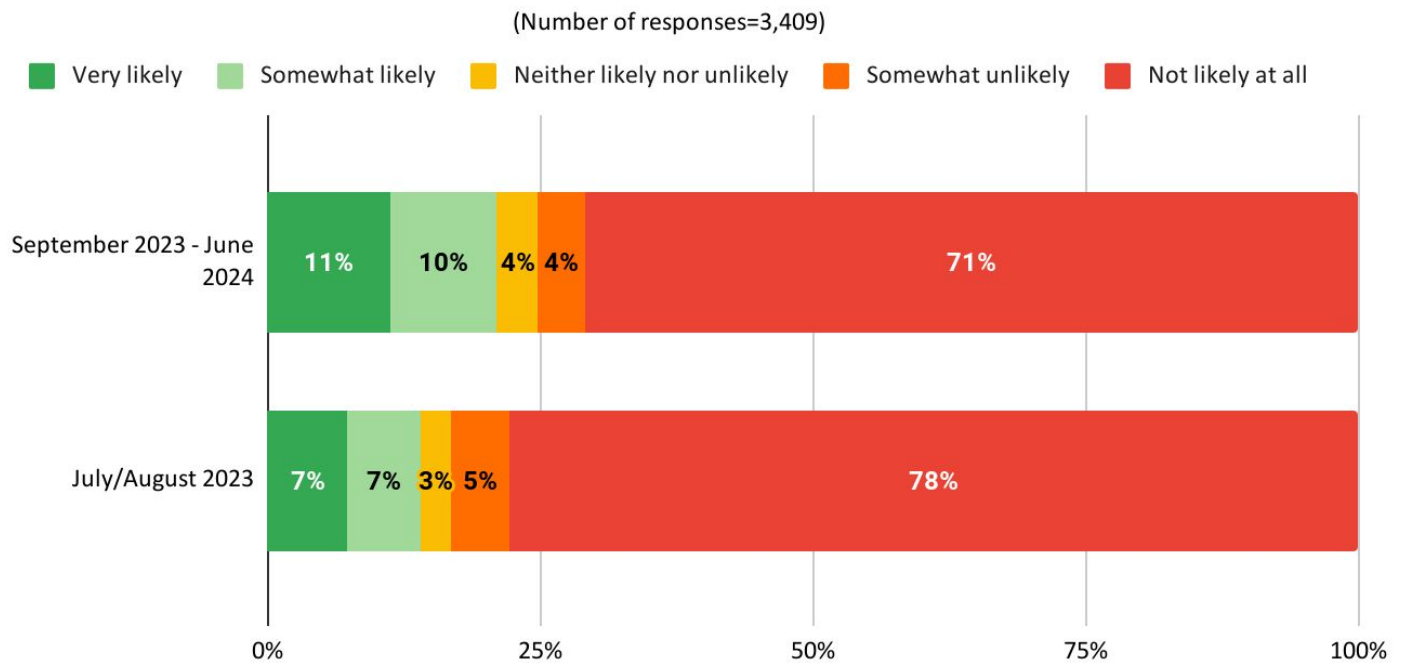
## Swim Lessons

The City of Edmonton’s Aquatics programming is looking for feedback regarding swimming lessons and Safety & Aquatic Certifications. We are interested in your preferences for determining future aquatic programming options.

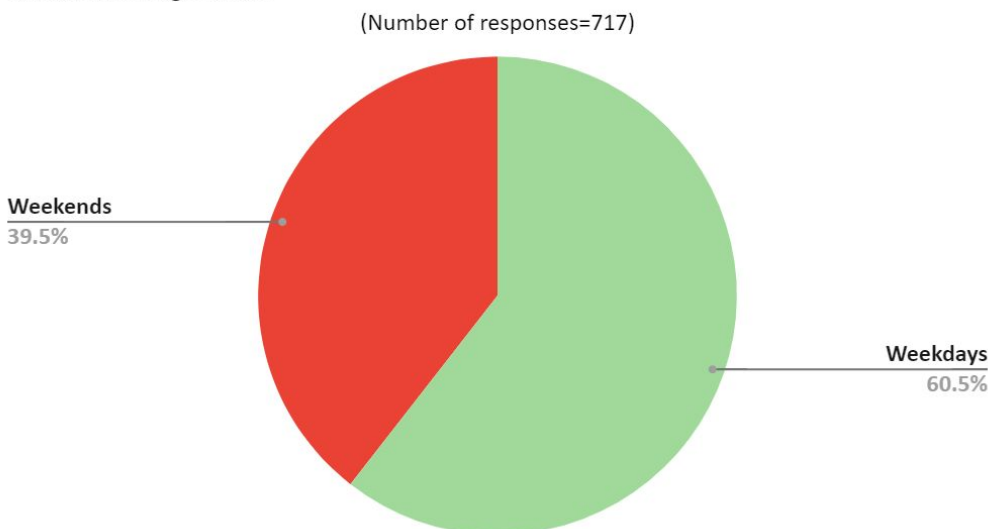
### Likelihood of Registering in Swimming Lessons

Among EIC members who participated in this survey, two in ten are likely to register in swimming lessons between September 2023 to June 2024 (21%) (Figure 10). Among survey respondents who are likely (and somewhat unlikely) to register for a swimming lesson, 60% are interested in weekdays, while 40% prefer swimming lessons that are held on weekends (Figure 11).

**Figure 10. In the following time periods, how likely are you to register, you or a family member in your household in swimming lessons?**



**Figure 11. When registering for swimming lessons, what is your preferred day of the week to attend swimming lessons?**



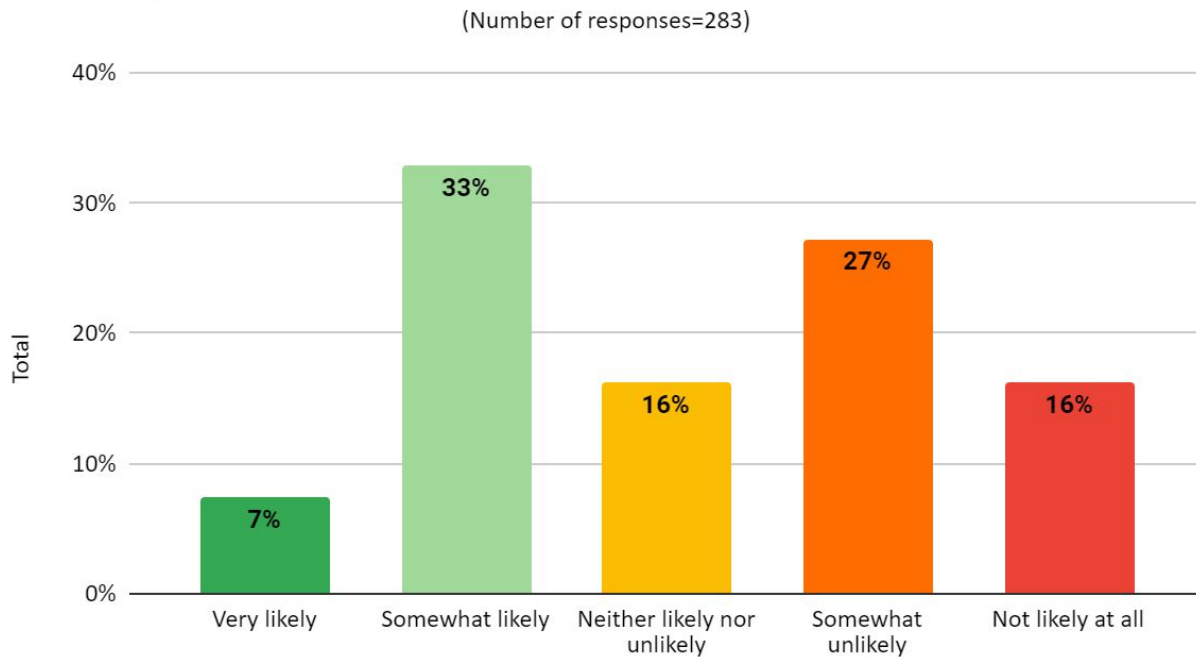
## WHAT WE HEARD

### Swim Lessons

#### Likelihood of Registering in Swimming Lessons

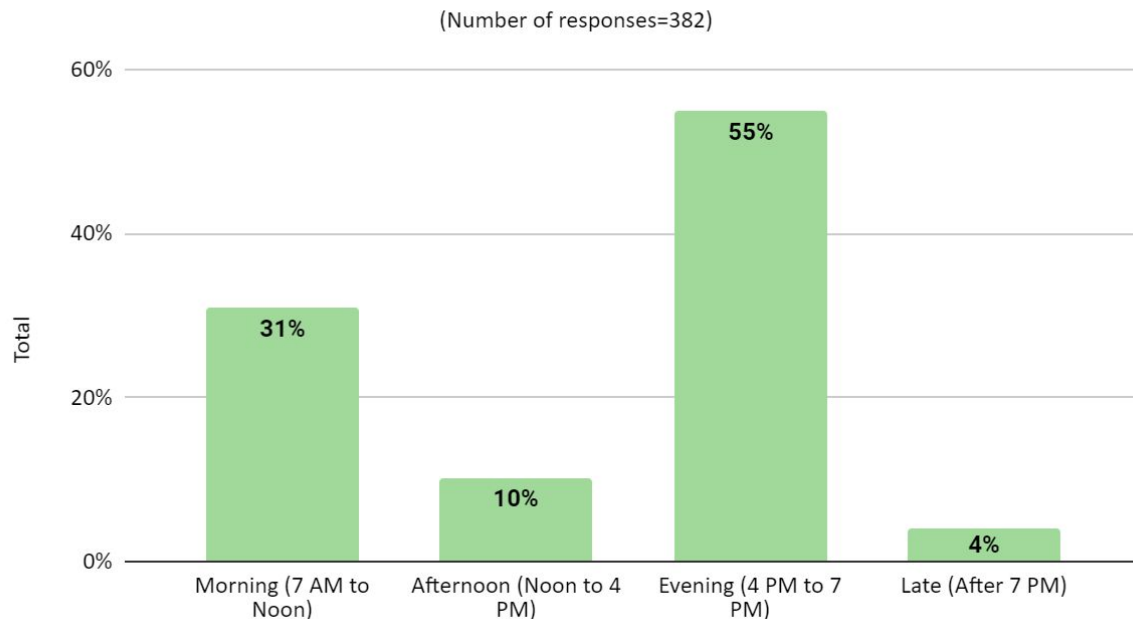
Among survey respondents who are likely (and somewhat unlikely) to register for a swimming lesson, and also prefer weekends, 40% are very to somewhat likely to participate in the same program during weekdays (Figure 12).

Figure 12. How likely would you or a family member participate in swimming lessons, if the same program was offered during the Weekdays?



Among survey respondents who are likely (and somewhat unlikely) to register for a swimming lesson, 55% prefer evening, followed closely by those who prefer mornings (31%) (Figure 13).

Figure 13. When registering for swimming lessons, what is your preferred time of day to attend swimming lessons?



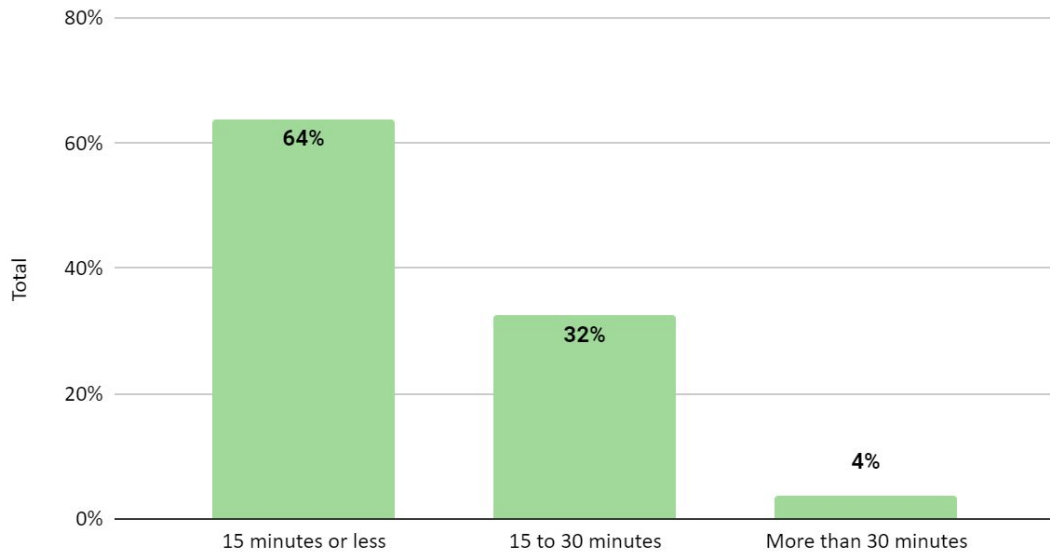
# WHAT WE HEARD

## Swim Lessons

### Distance from Swimming Lessons

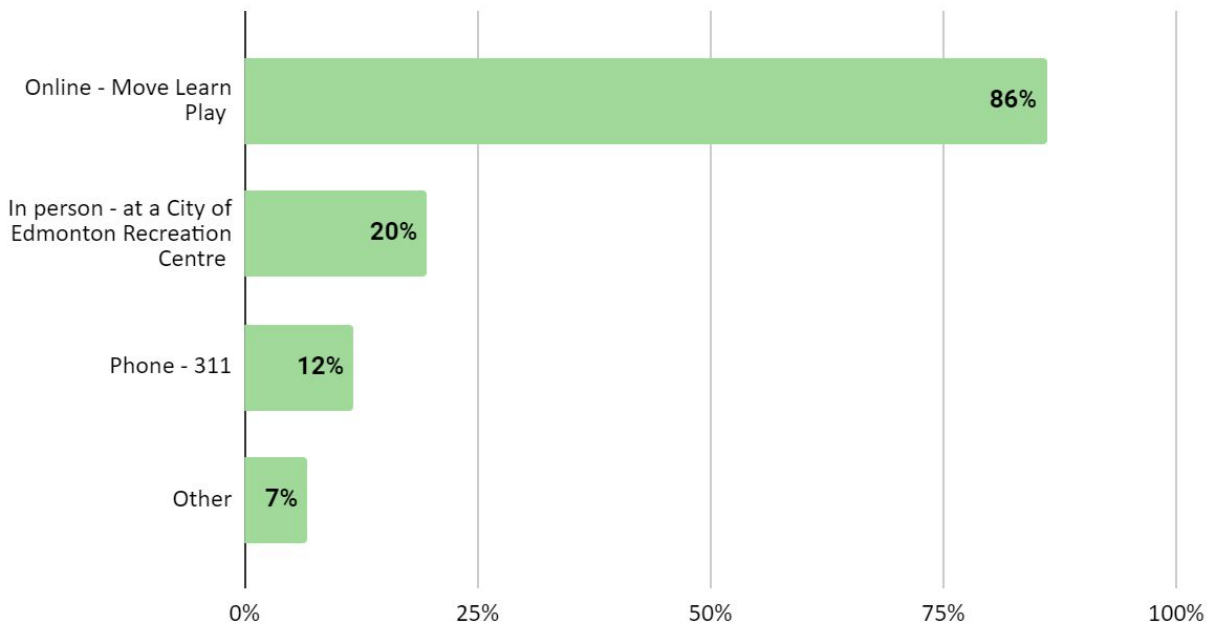
Among survey respondents who are likely (and somewhat unlikely) to register for a swimming lesson, 64% are only 15 minutes or less far from where the swimming lessons take place, while 32% are within 15 to 30 minutes (Figure 14).

Figure 14. Currently, how far do you travel to participate in swimming lessons?  
(Number of responses=382)



Among survey respondents who are likely (and somewhat unlikely) to register for a swimming lesson, a vast majority prefer online registration methods (86%) (Figure 15).

Figure 15. When registering for swim lessons, what methods do you prefer? Select all that apply  
(Number of responses=382)



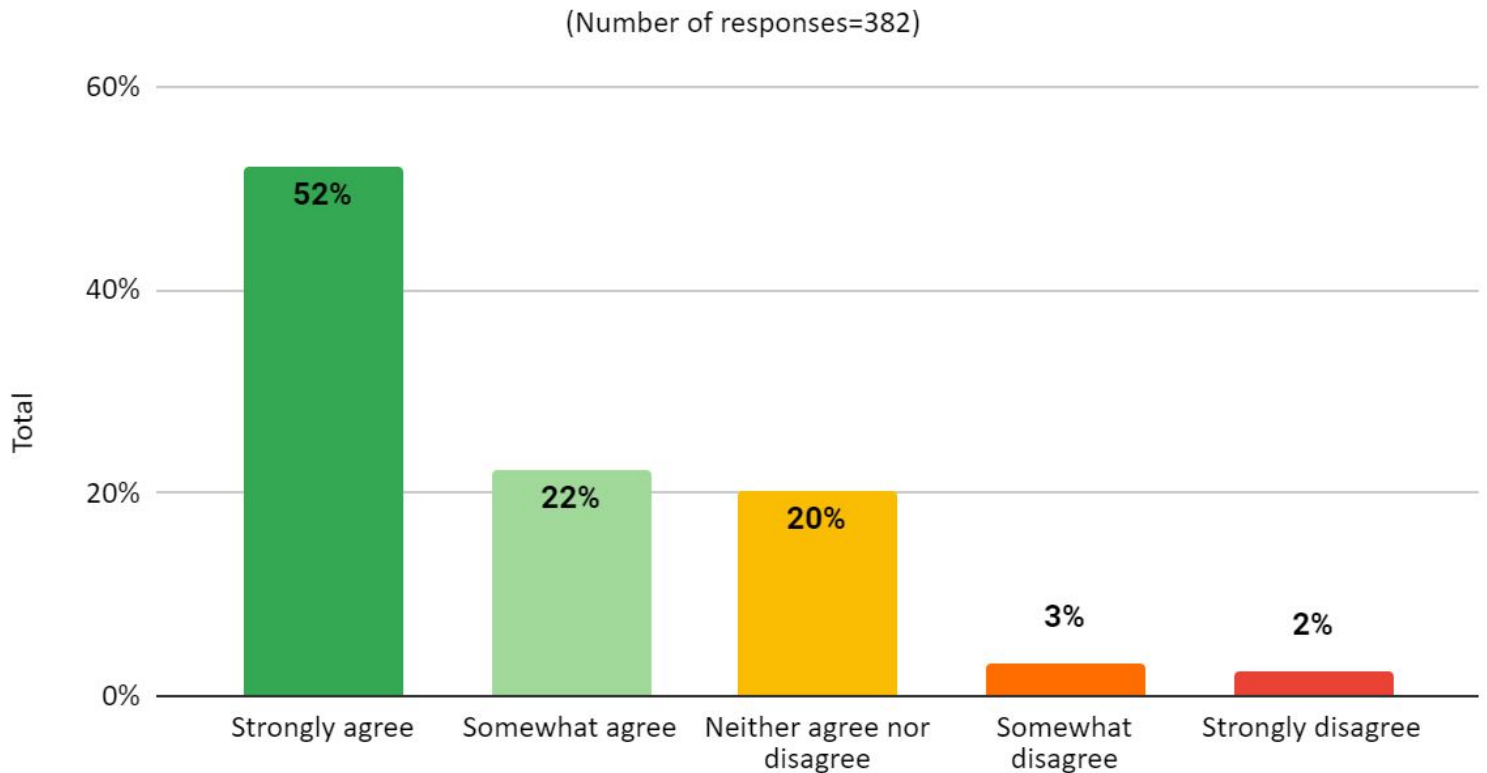
## WHAT WE HEARD

### Swim Lessons

#### Distance from Swimming Lessons

Among survey respondents who are likely (and somewhat unlikely) to register for a swimming lesson, three-quarters agree that they would register for swimming lessons at a smaller pool or leisure centre versus a larger recreation facility if they are offered their preferred lesson (74%) (Figure 16).

Figure 16. To what extent do you agree or disagree with the following statement regarding swimming lessons: I would register for swimming lessons at a smaller pool or leisure centre versus a larger recreation facility if my preferred lesson was offered



Cross-tabulation analysis shows that

- Survey respondents who aged 35-54 (78% vs. 65% among those 55+), those with higher household income (76% earning \$100K or more vs. 61% among those who earn less than \$60K) and university graduates (80% vs. 60% among those with high school or less) are more likely to agree that **they would register for swimming lessons at a smaller pool or leisure centre versus a larger recreation facility if they are offered their preferred lesson.**

### 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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