

EDMONTON INSIGHT COMMUNITY



May Mixed Topic 2024

As of May 2024, more than 18,000 Edmontonians are part of the Edmonton 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 May 2024 Mixed Topics survey.

From **May 10th to May 21st 2024**, 2,539 Insight Community members responded to the May 2024 Mixed Topic survey that was sent to them via email. Additionally, 84 respondents accessed the survey through the survey webpage. This report contains results for all respondents. The May 2024 Mixed Topic survey included the following topics:

- **311 Services**
- **Shop Local**

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 2,623 would be accurate to +1.8 percentage points, 19 times out of 20.

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

Key Insights

311 services

- 85% survey respondents are aware of the 311 services provided by the City of Edmonton.
- Majority of survey respondents are aware of different modes of contacting 311 - phone call (96%), online request form (60%), and 311 app (52%).
- 73% survey respondents say that they have contacted 311 services within the past 1 year.
- The top most purpose for contacting 311 services include: 'enquire about or register a bylaw complaint (21%), closely followed by 'obtain information on road construction or complaint about road conditions' (19%).
- 82% survey respondents agree that 311 makes it convenient to obtain information.
- 81% survey respondents are satisfied with their experience with 311 services.

Shop Local

- 71% of the survey respondents say that they actively seek out local business while making a purchase.
- 93% survey respondents say that they shopped at a local business in the past 12 months.
- Top motivations while deciding on where to shop includes, 'support the community' (67%), 'unique product/services' (64%) and 'convenience' (64%).
- Three-fourth of the survey respondents say that they come to know about the places they shop from 'recommendations from their family/friends' (76%), followed by visiting in person (65%).
- 78% survey respondents say that they feel well informed about the impacts of shopping at local businesses.

311 Services - Edmonton

311 is Edmonton’s non-emergency contact for City government information and services, and provides residents, businesses and visitors with a central point of contact for their municipal needs. The City of Edmonton reached out to Edmonton Insight Community to understand Edmontonians’ experiences with the services provided by 311 contact center. This information will be used to identify areas for service improvement.

Awareness on 311 services

- 85% survey respondents say that they are aware of the 311 services provided by the City of Edmonton (Figure 1).
- Majority of survey respondents are aware of different modes of contacting 311 - phone call (96%), online request form (60%), and 311 app (52%) (Figure 2).

Figure 1 - Are you aware of the 311 services provided by the City of Edmonton?

2623 Responses

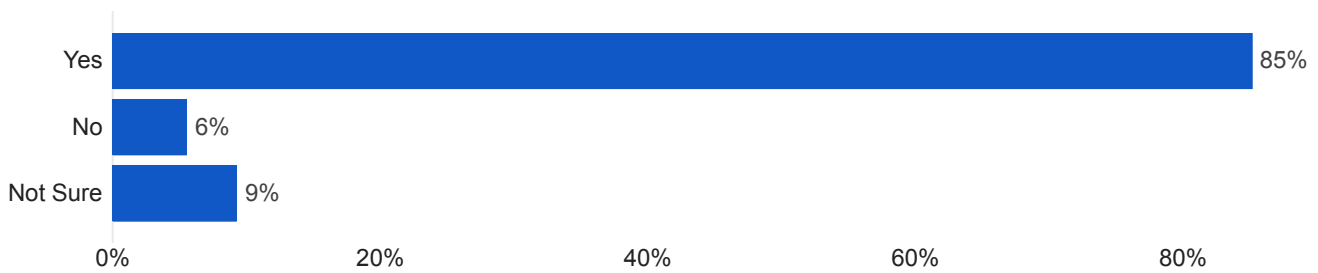
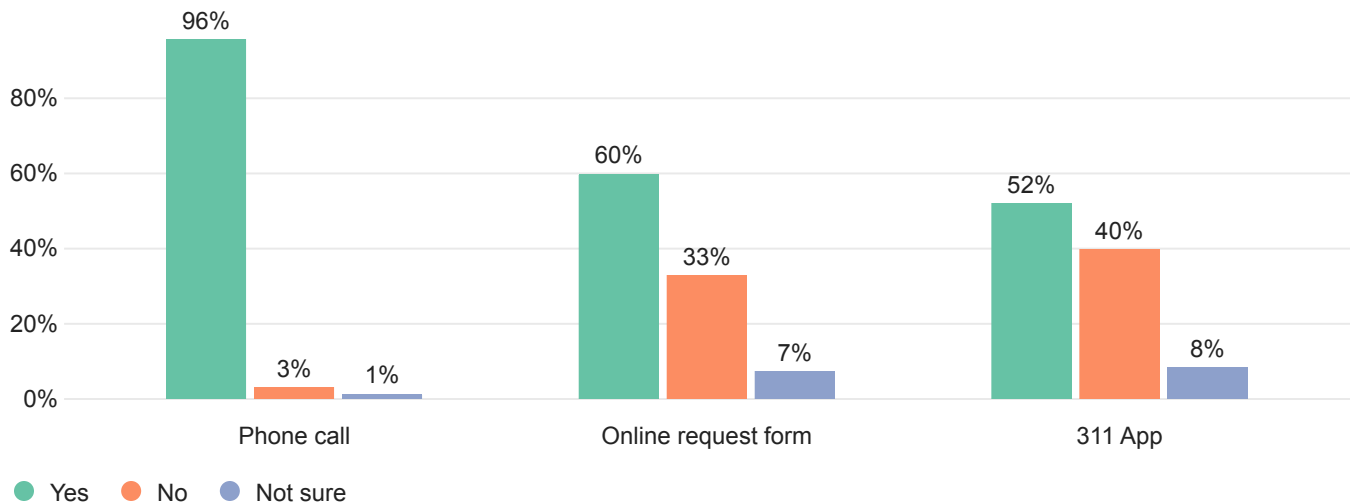


Figure 2 - Have you heard of any of the following modes of contacting 311 services?

2623 Responses



Contact with 311 services in the past

83% respondents indicated that they have contacted 311 in the past (Figure 3).

- Among those who contacted 311 in the past, 73% has contacted within past 1 year (Figure 4).

Figure 3 - Have you contacted 311 services in the past?

2623 Responses

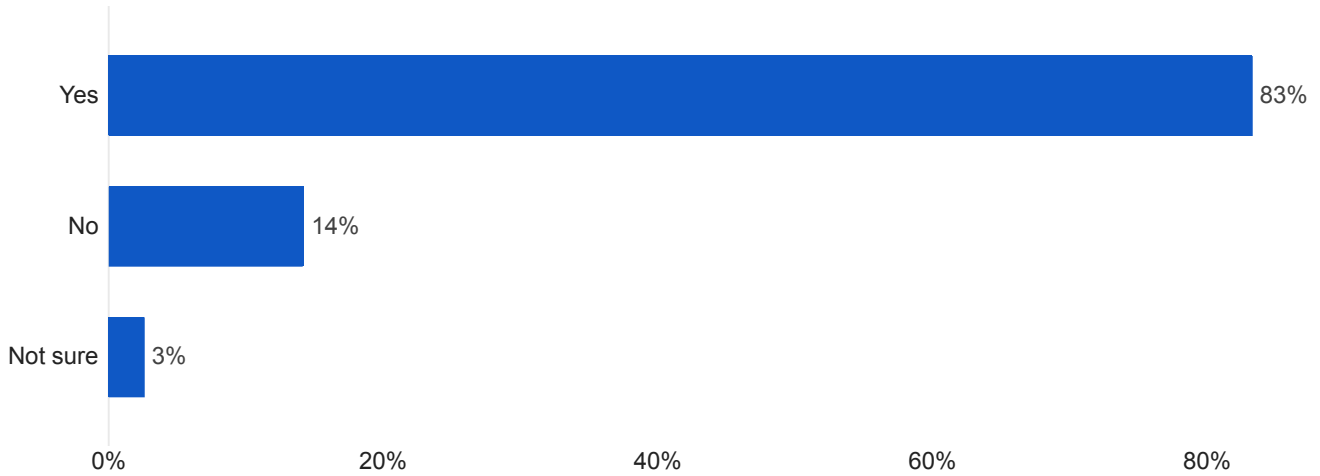
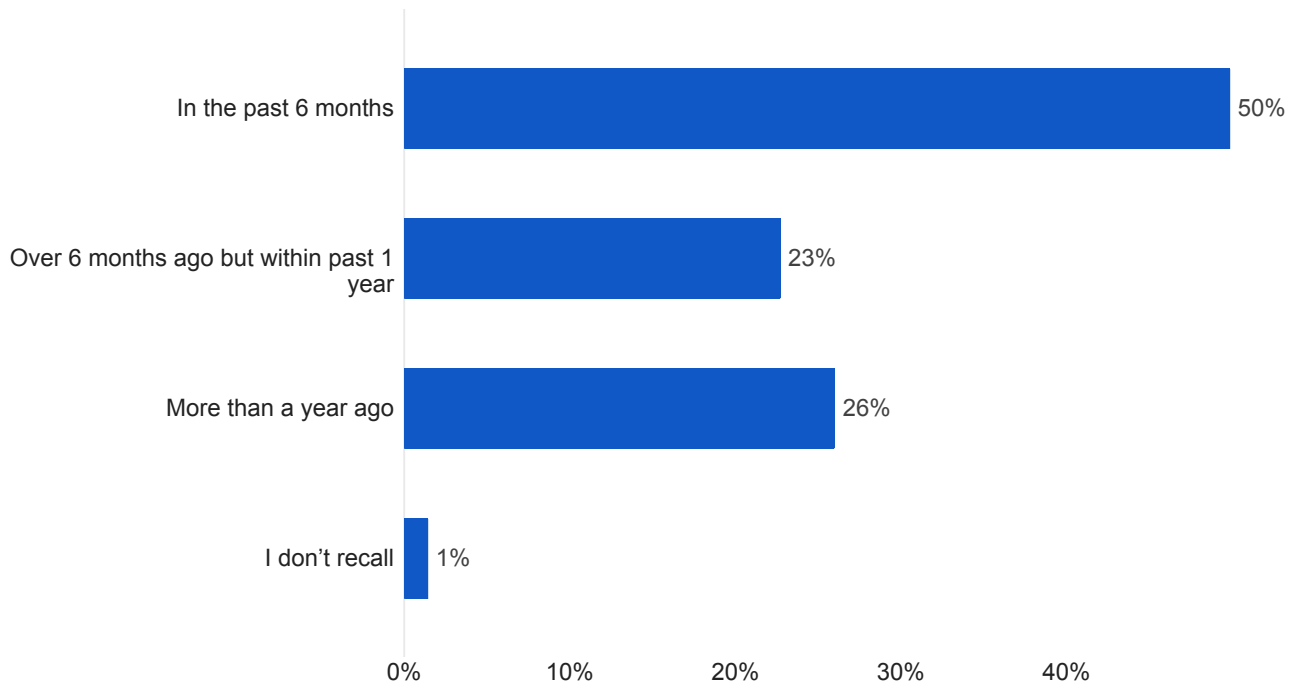


Figure 4 - When was the last time you contacted 311 services?

2184 Responses

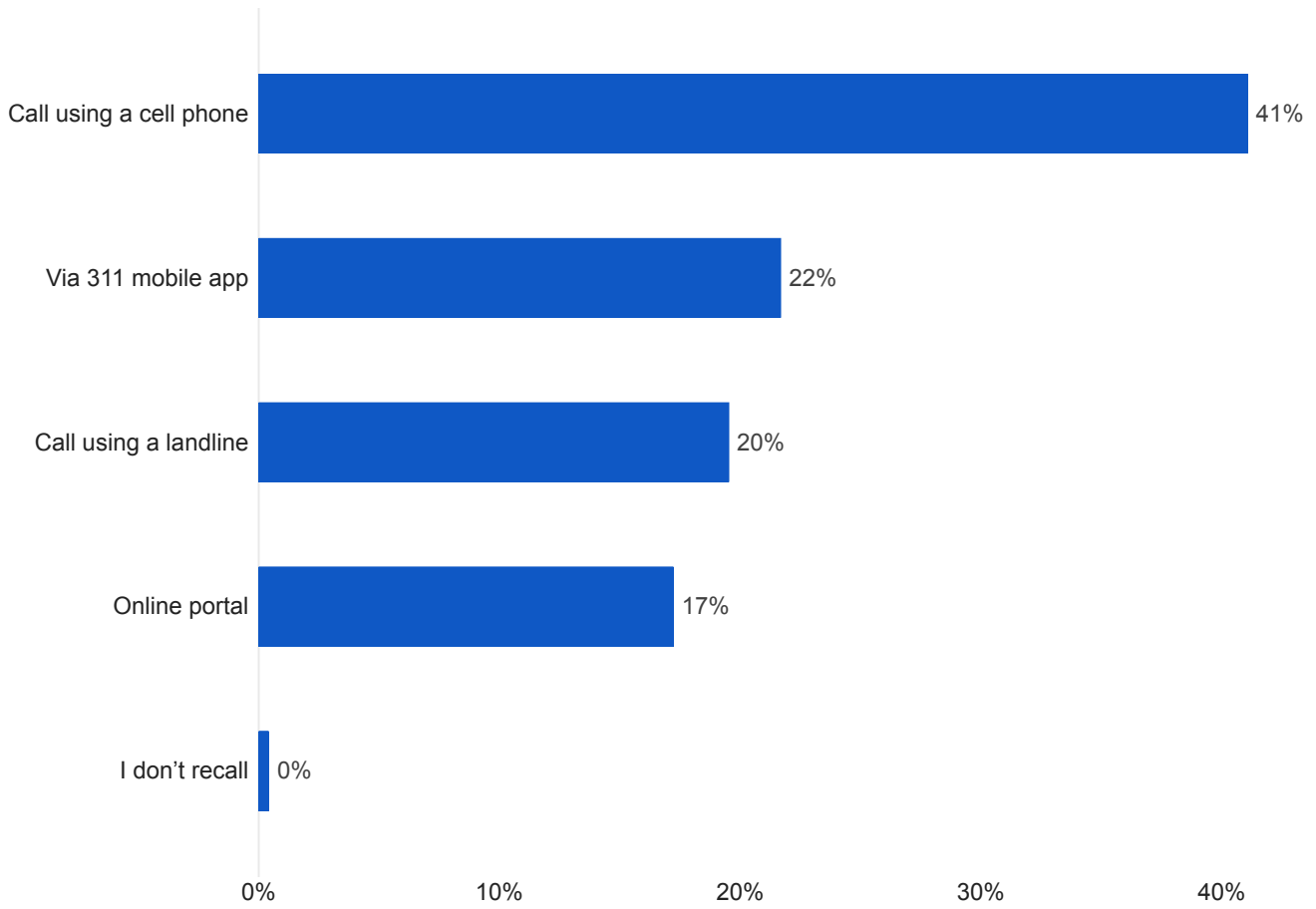


Channel used to contact 311 services

Among those who have contacted 311 in the past, most used channel for contacting 311 services is 'call using a cell phone' (41%), followed by '311 mobile app' (22%) and 'call using a landline' (20%) (Figure 5).

Figure 5 - Which of the following ways have you used to contact 311? Select all that apply.

2184 Responses

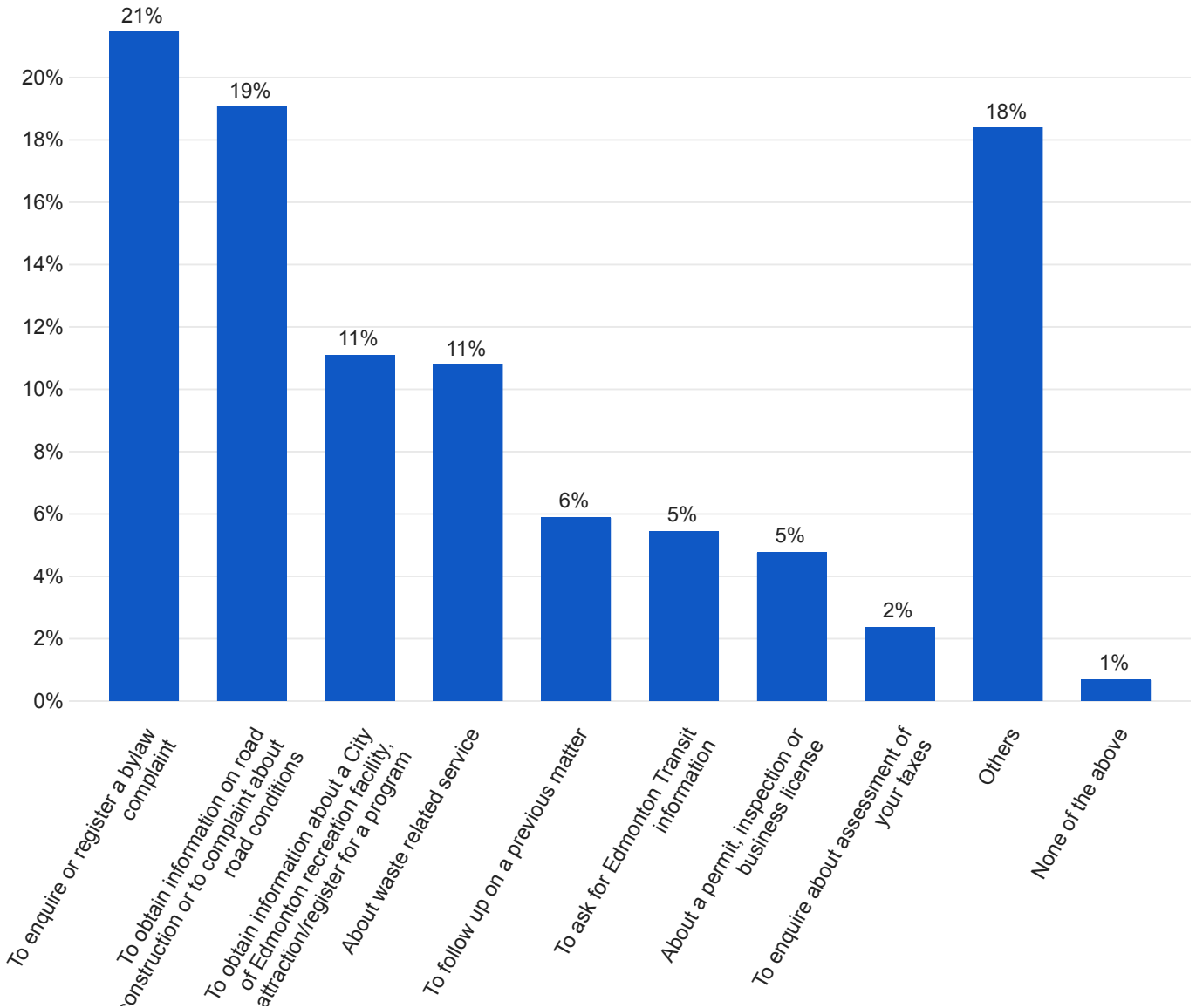


Purpose of contacting 311 services

Among those who contacted 311 in the past, the top most purpose for contacting 311 services include: 'enquire about or register a bylaw complaint (21%), closely followed by 'obtain information on road construction or complaint about road conditions' (19%) (Figure 6).

Figure 6 - What was the purpose of your contact with 311? Select all that apply. - Selected Choice

2184 Responses



Satisfaction with 311 services

- 82% of those who have called 311 agree that 311 makes it convenient to obtain information (Figure 7).
- 81% of those who have called 311 are satisfied with their experience with 311 services (Figure 8).

Figure 7 - Do you agree or disagree with the following: 311 makes it convenient to obtain information or seek the service required

2184 Responses

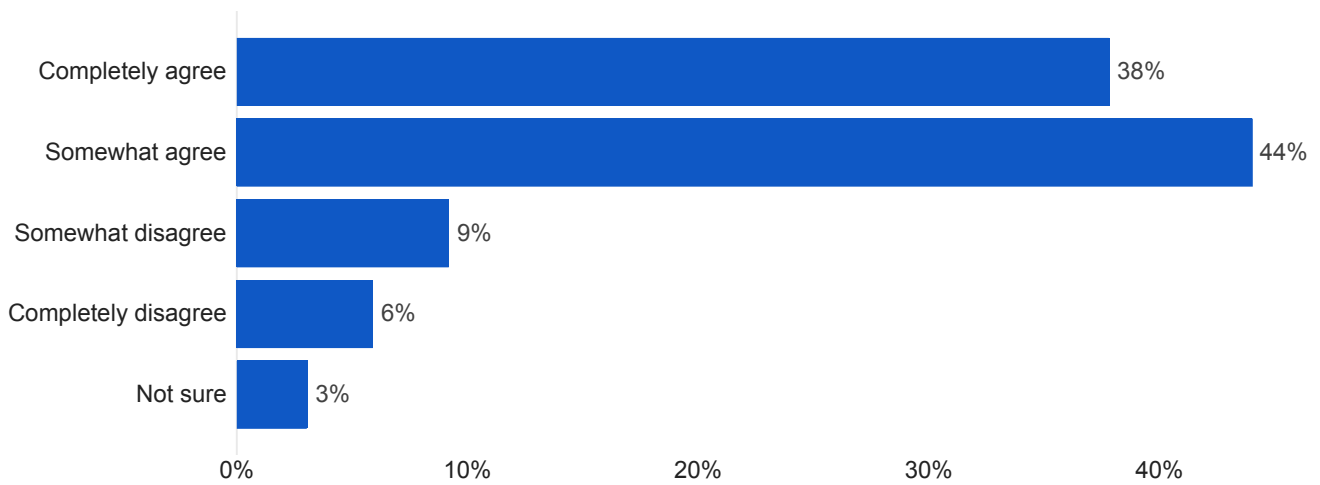
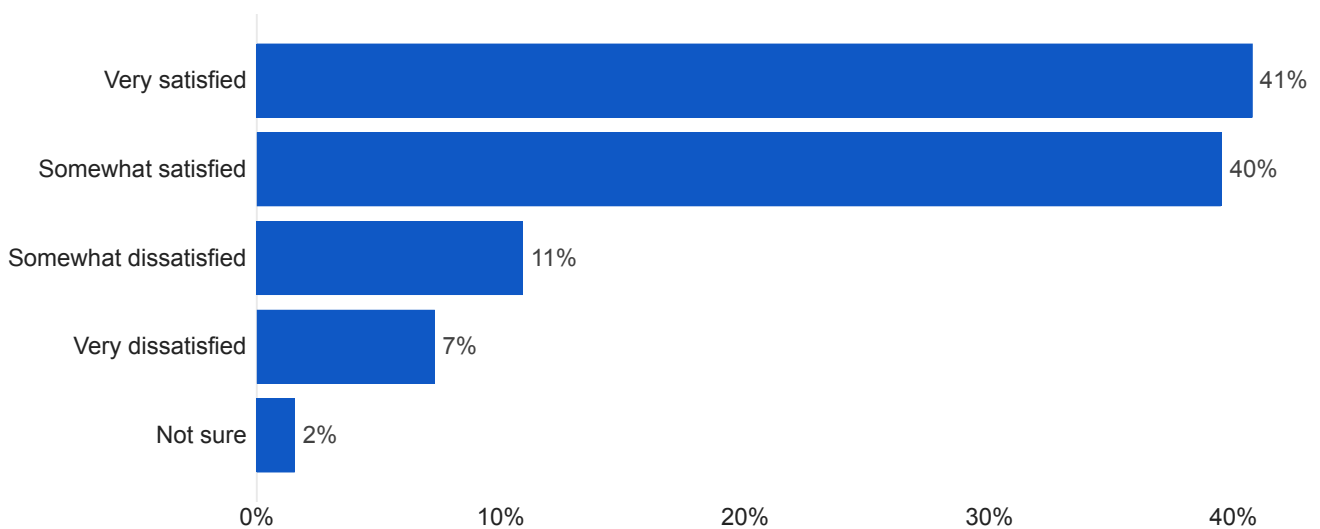


Figure 8 - Overall, how satisfied were you with your experience with the 311 services?

2184 Responses



Shop Local in Edmonton

The City's Urban Planning and Economy branch reached out to Edmonton residents to understand their shopping preferences and behavior regarding:

- Awareness of the impacts of shopping locally and
- Awareness of local businesses in their community.

This information will be used to support the development of potential programs for t locally owned and/or locally operated businesses in Edmonton.

Importance of shopping at local businesses

- 71% of the survey respondents say that they actively seek out local business while making a purchase (Figure 9).
- 81% survey respondents say that shopping at local businesses is important to them (Figure 10).

Figure 9 - Do you actively seek out local businesses when making a purchase?

2623 Responses

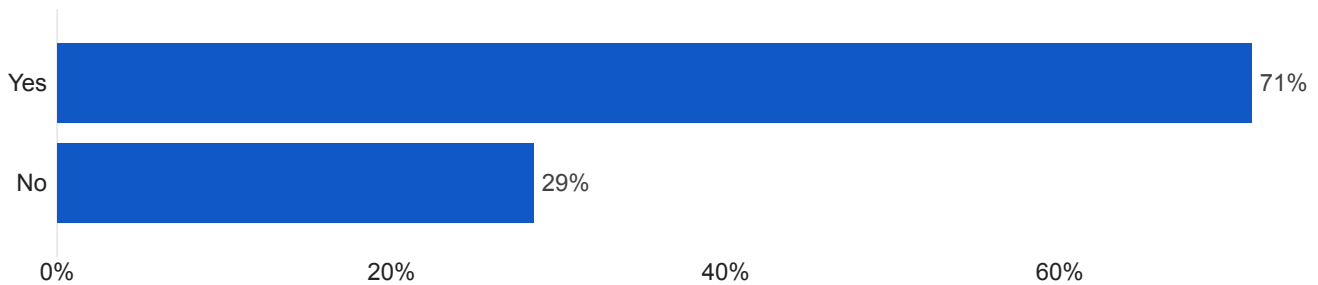
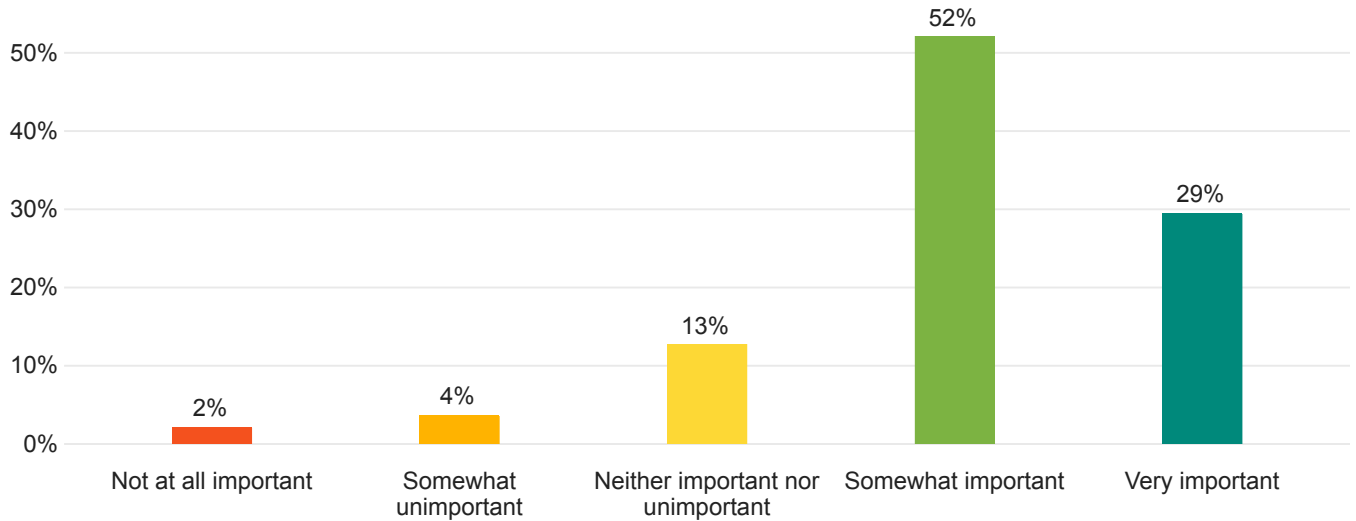


Figure 10 - How important is shopping at local businesses to you?

2623 Responses



Shopping at local businesses

- 93% survey respondents say that they shopped at a local business in the past 12 months (Figure 11).
- Top motivations while deciding on where to shop includes, 'support the community' (67%), 'unique product/services' (64%) and 'convenience' (64%) (Figure 12).

Figure 11 - In the last 12 months, did you shop at a local business?

2623 Responses

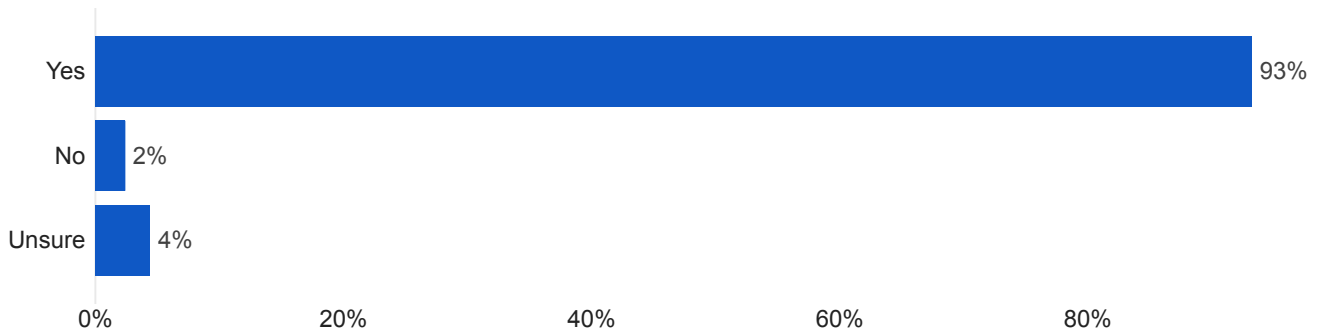
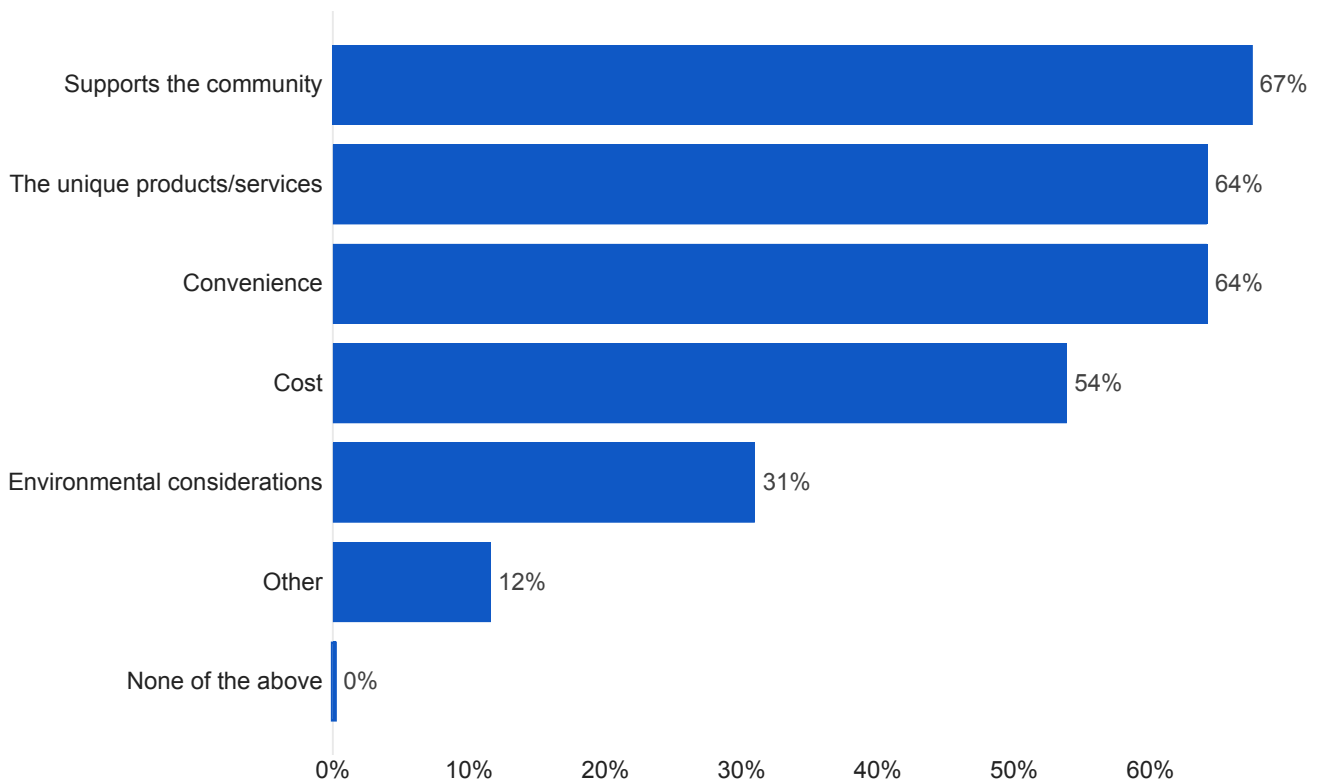


Figure 12 - What motivates you when deciding where to shop? Select all that apply.

2623 Responses



Information on shopping local

- 78% survey respondents say that they feel well informed about the impacts of shopping at local businesses (Figure 13).
- Three-fourth of the survey respondents say that they come to know about the places they shop from 'recommendations from their family/friends' (76%), followed by visiting in person (65%) (Figure 14).

Figure 13- Do you feel well-informed about the impacts of shopping at local businesses?

2623 Responses

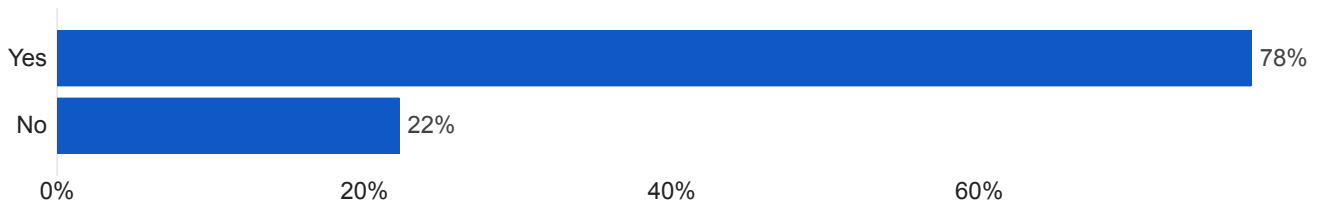
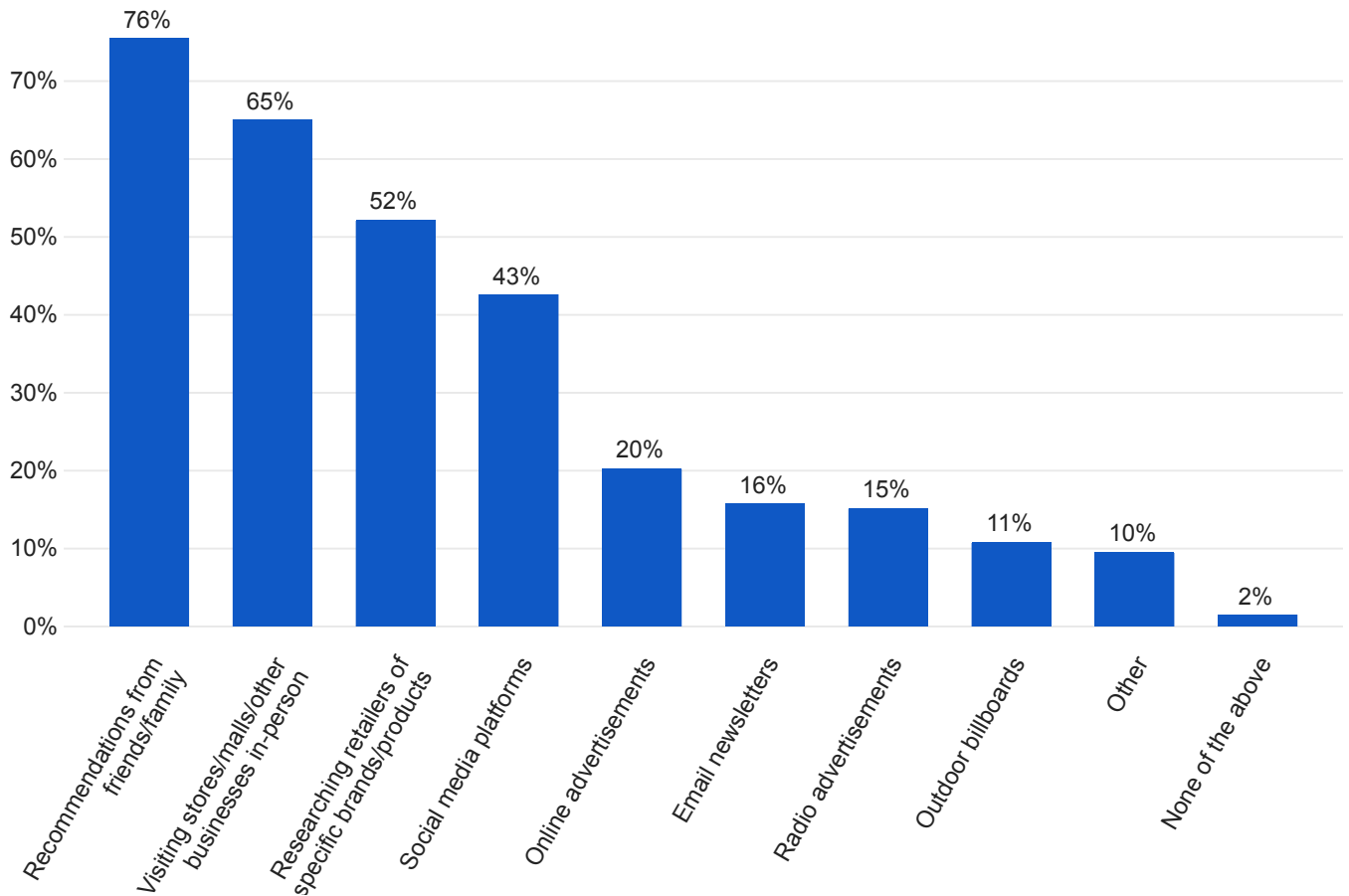


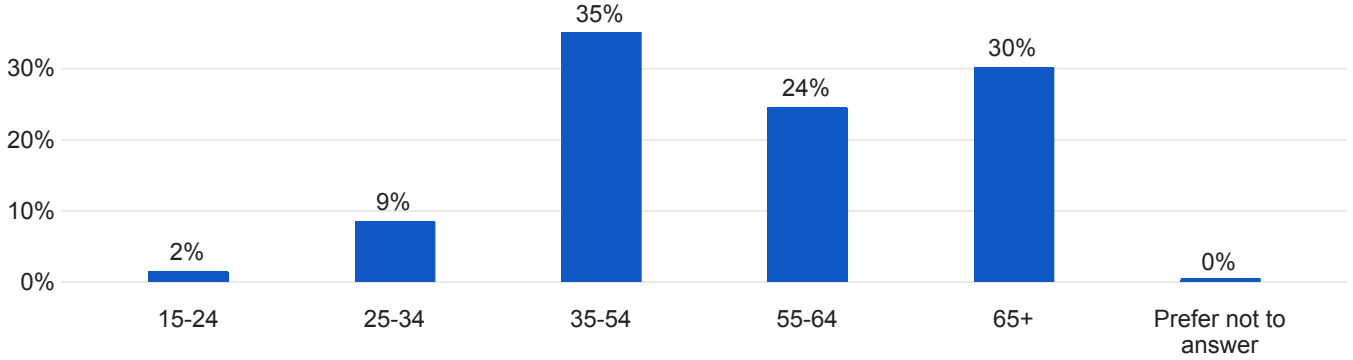
Figure 14 - How do you typically hear about the places you shop? Select all that apply.

2623 Responses

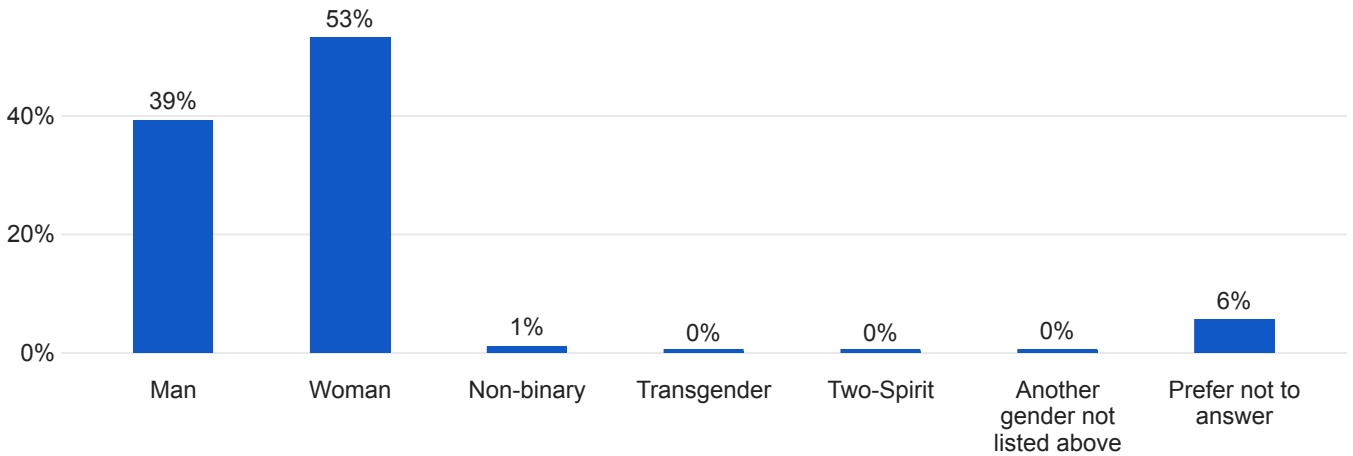


Profile of Survey Respondents:

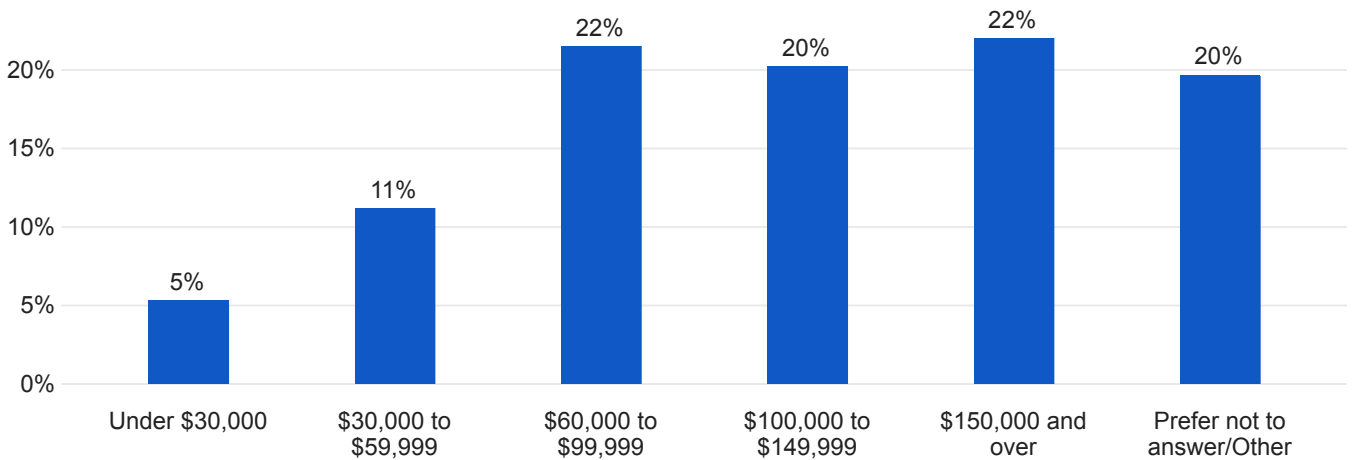
Age



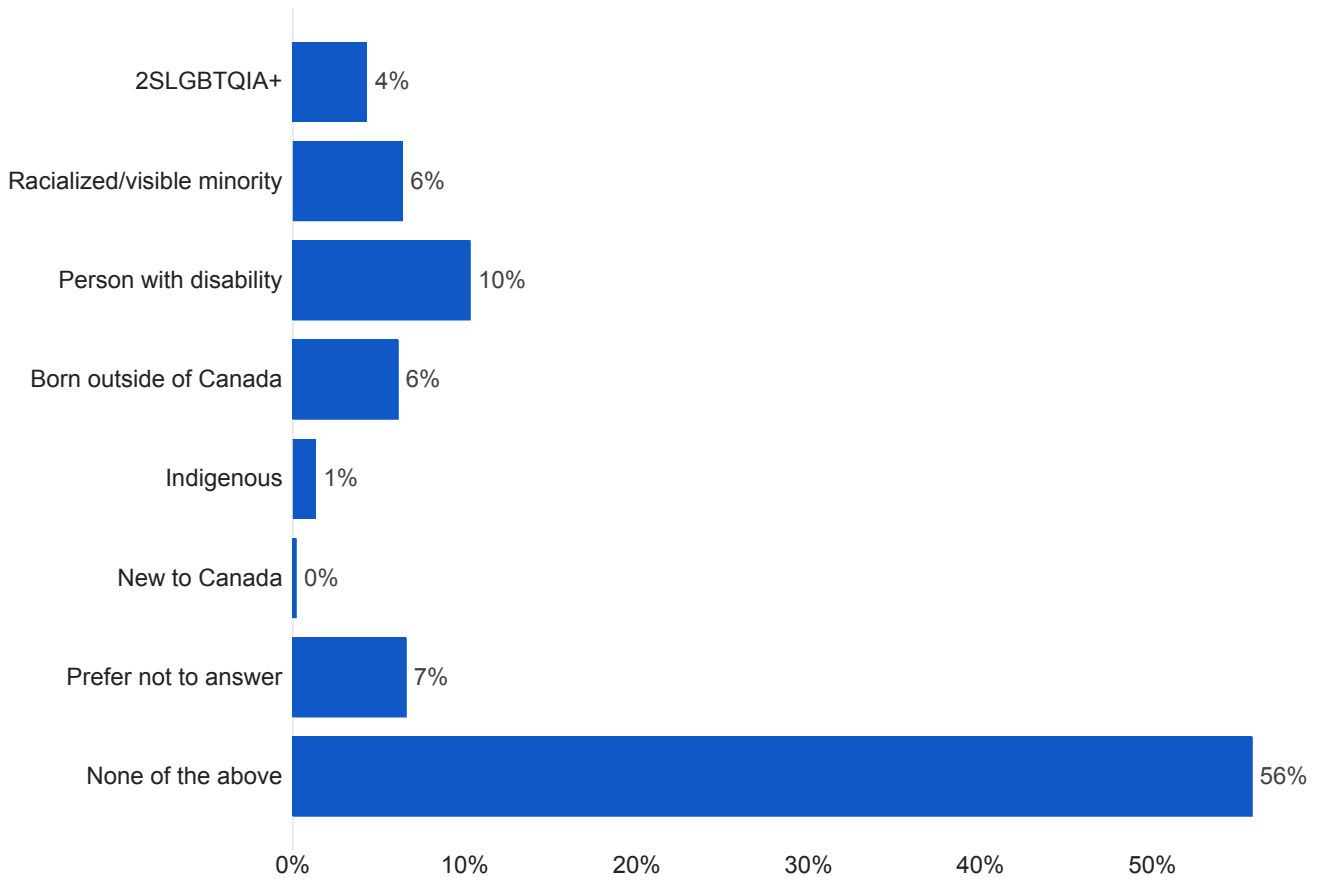
Gender



Income



IDENTITY



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.