

Edmonton
Community
Foundation

Survey of Edmontonians



Leger

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Methodology

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In June 2014, Leger was contracted by the Edmonton Community Foundation (ECF) to conduct a survey with Edmontonians regarding various aspects of life in Edmonton.

Data Collection

- 401 interviews were conducted with Edmontonians between June 17 and June 18, 2014, on the Internet via secured access to the online questionnaire hosted on Leger's servers.
- Email invitations were sent to residents of Edmonton from Leger's Web Panel inviting respondents to participate in an important study. Emails were embedded with a unique identifier to ensure that each respondent was able to complete the survey only one time.

Target Respondents

- Residents of the City of Edmonton aged 18 years or older

Statistical Reliability

- The survey was completed using Leger's web panel. Panel collection methods conform to The Marketing Research and Intelligence Association's standards and best practices.
- As a non random Internet survey, a margin of error is not reported (margin of error accounts for sampling error). Had these data been collected using a probability sample, the margin of error would have been ± 4.9 percentage points, 19 times out of 20.

Note: Due to rounding, percentages may not sum to 100%

Summary of Findings

Summary of Findings

Life in Edmonton

- Most (67%) Edmontonians state their quality of life is very good/excellent.
- Edmonton is viewed as culturally diverse (90% agree) with many opportunities for sports/recreation (83% agree) but finding affordable housing is not so easy (22% agree it is easy to find affordable housing).
- The majority of Edmontonians feel safe in their homes (90% agree), communities (81% agree), and Edmonton in general (73% agree).

Food Security and Poverty

- Two in five (43%) Edmontonians agree food security is a significant problem in Edmonton. They suggest government policies and programs that reduce poverty/address barriers to healthy eating (32%) as the main priority to improve food security.
- Nearly three-in-five (57%) Edmontonians agree poverty is a significant problem in Edmonton. Opinions are divided on whether there are adequate initiatives in place to reduce poverty (30% disagree, 35% agree).

Transportation

- Edmontonians mainly use cars (73% use as main mode) for their transportation needs, largely as the driver. They perceive Edmonton as a car friendly city (76% easy to get around Edmonton using a car), but feel it is less easy to get around walking (41% easy), using public transit (32% easy) or biking (30% easy).

Summary of Findings

Community Engagement

- Edmontonians acknowledge the importance of involvement in their community (68% agree), and feel they have opportunities to get involved (71% agree). Half (50% agree) state that they make an effort to be involved, and a similar proportion (53% agree) feel a sense of belonging.
- Nearly three-in-five (59%) Edmontonians have volunteered in the past 12 months. Those who have volunteered in the past 12 months did so 17 times on average in the past 12 months. Four-in-five (80%) Edmontonians have donated money to a charity or non-profit organization in the past 12 months.

Youth Challenges and Involvement

- Less than one-in-ten (7%) Edmontonians agree that youth are involved in their communities. Lack of employment opportunities (15%) and drugs/alcohol/smoking (11%) are identified as the biggest challenges facing youth.

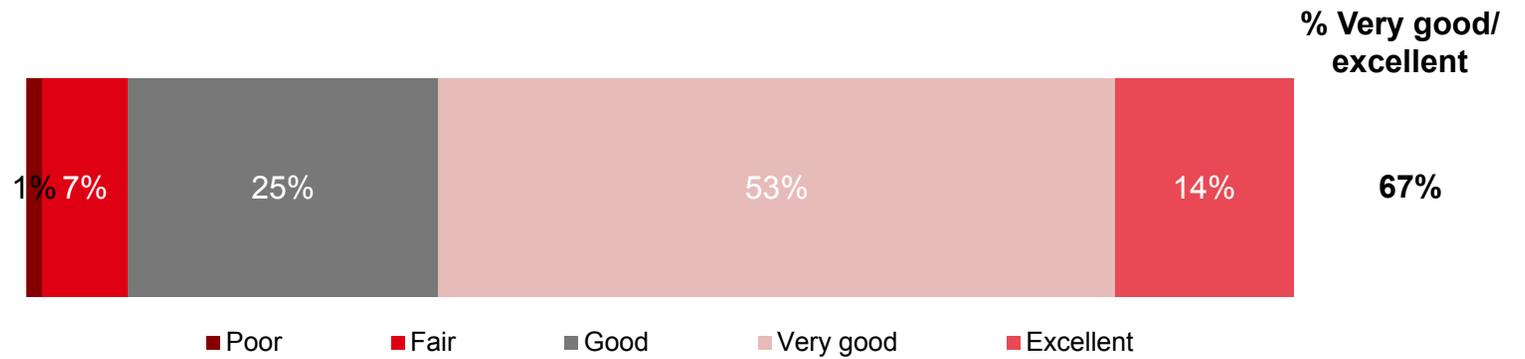
Other Topics

- Edmontonians highly value post-secondary education (82% state it is important).
- While the majority of Edmontonians agree (59%) that technology and social media contribute to improved social connections, a sizeable proportion (29%) disagree as well.

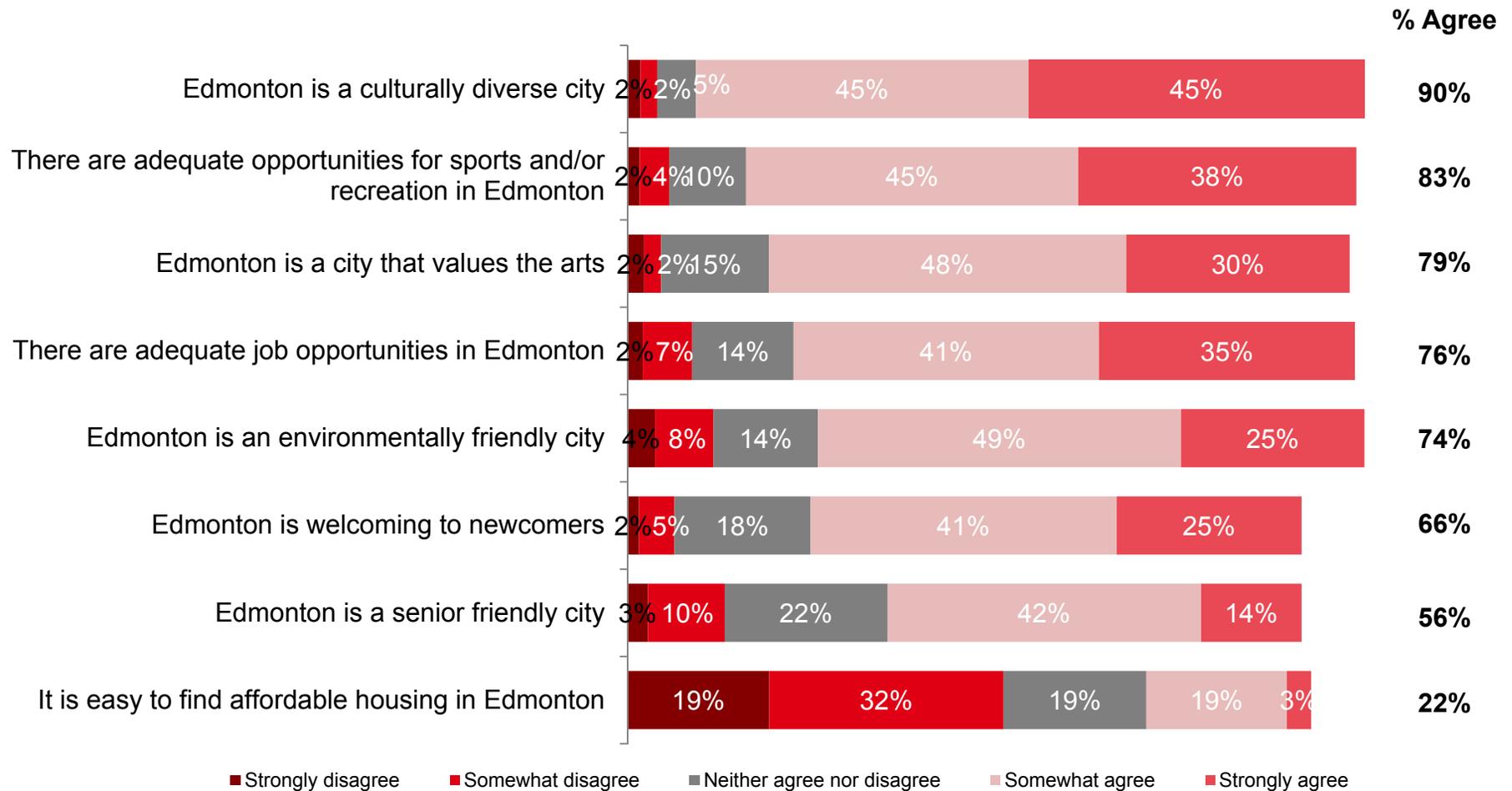
Detailed Results

Life in Edmonton

Quality of Life in Edmonton



Opinions about Living in Edmonton



Base: Edmontonians (n=401)

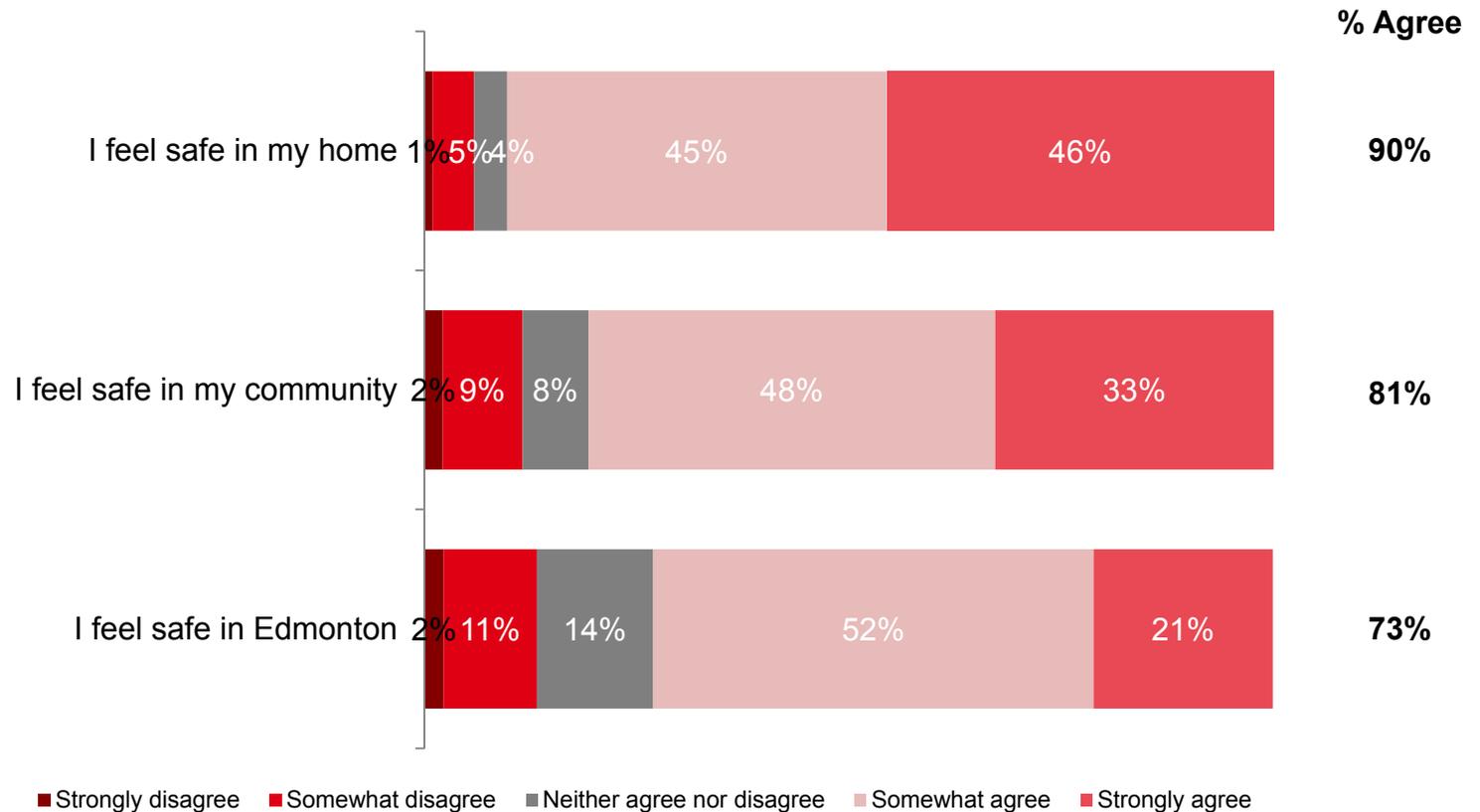
Note: Don't know responses are not shown



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Q4. We would like to know your opinions about various aspects of living in Edmonton. Please indicate the extent to which you agree or disagree with the following statements about Edmonton.

Feelings of Safety



Base: Edmontonians (n=401)
 Note: Don't know responses are not shown



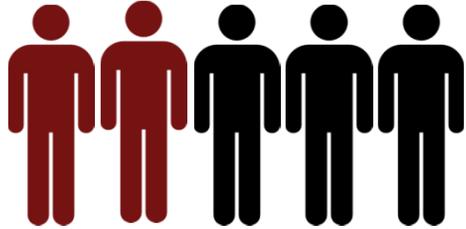
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Q11. Please indicate the extent to which you agree or disagree with the following statements.



**Food Security
and Poverty**

Food Security* in Edmonton

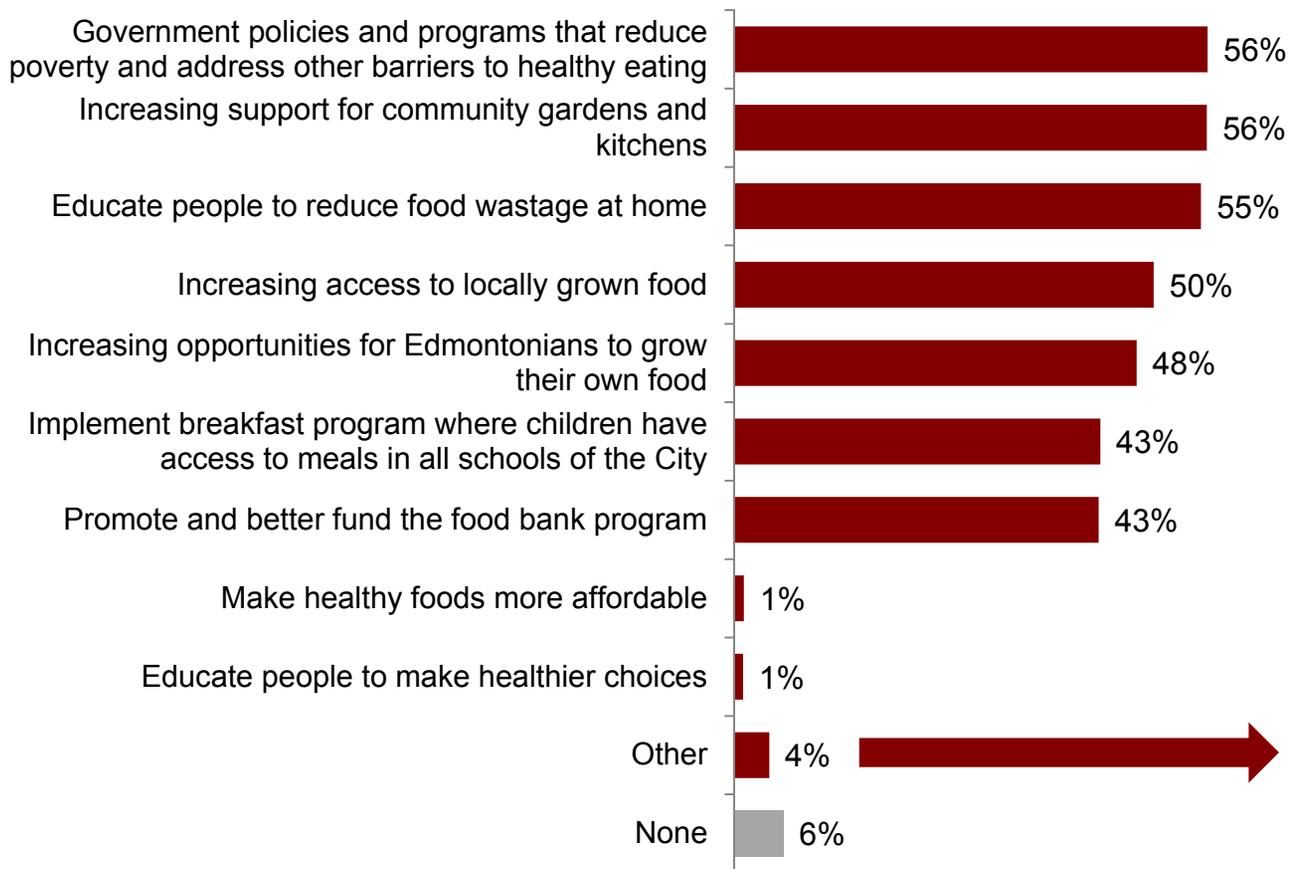


TWO IN FIVE EDMONTONIANS AGREE FOOD SECURITY IS A SIGNIFICANT PROBLEM IN EDMONTON

Food security is a significant problem in Edmonton	Edmontonians (n=401)
Agree	43%
Strongly Agree	10%
Somewhat Agree	33%
Neither Agree nor Disagree	17%
Disagree	36%
Strongly Disagree	13%
Somewhat Disagree	23%
No opinion/Don't know	4%

*Food security is defined as existing “when all people at all times have access to sufficient, safe, nutritious food to maintain a healthy and active life”. Commonly, the concept of food security is defined as including both physical and economic access to food that meets people’s dietary needs as well as their food preferences. Essentially, people should have sufficient quantities of food available on a consistent basis and enough resources to obtain appropriate foods for a nutritious diet.

Actions to Improve Food Security



“Teach low income families how to shop for and prepare nutritional meals at a reasonable cost.”

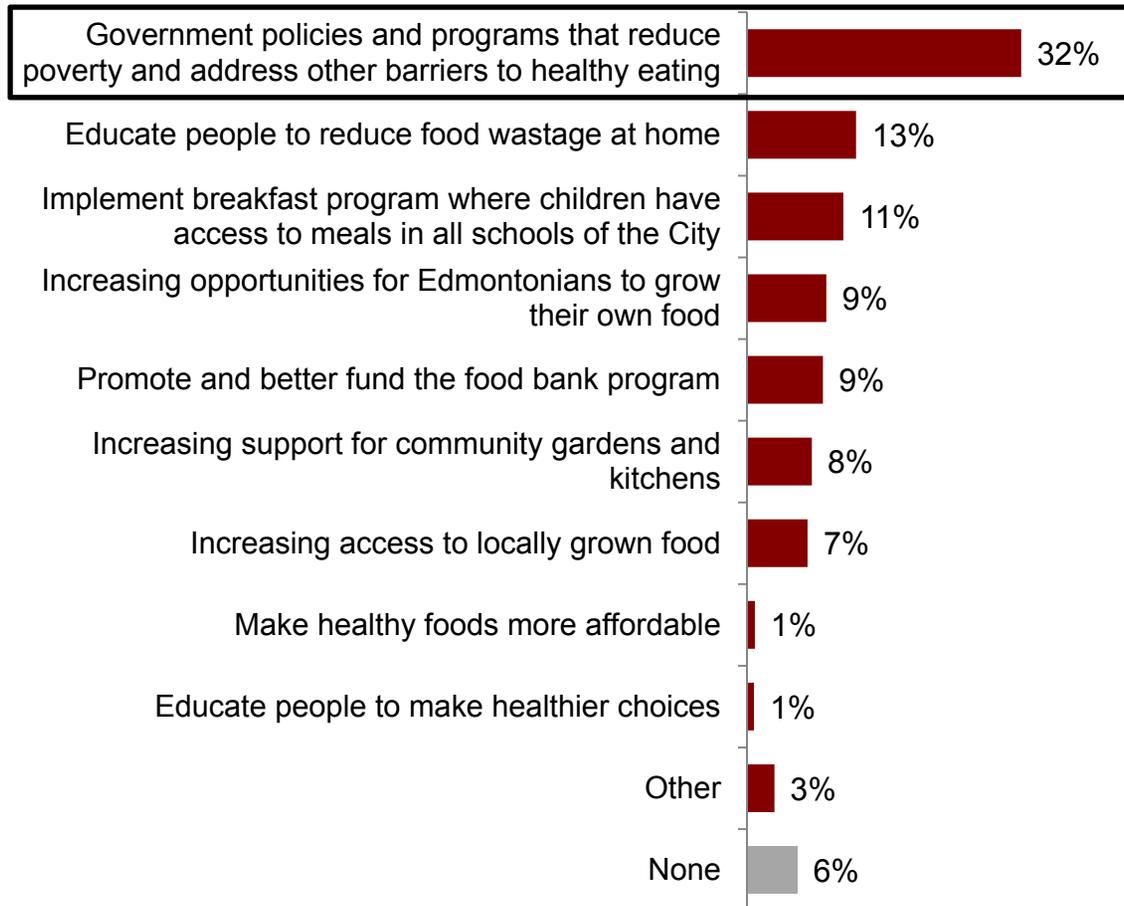
“Target school meal programs to where most needed.”

“Greatly reduce access to unhealthy foods, especially for children, and in schools.”

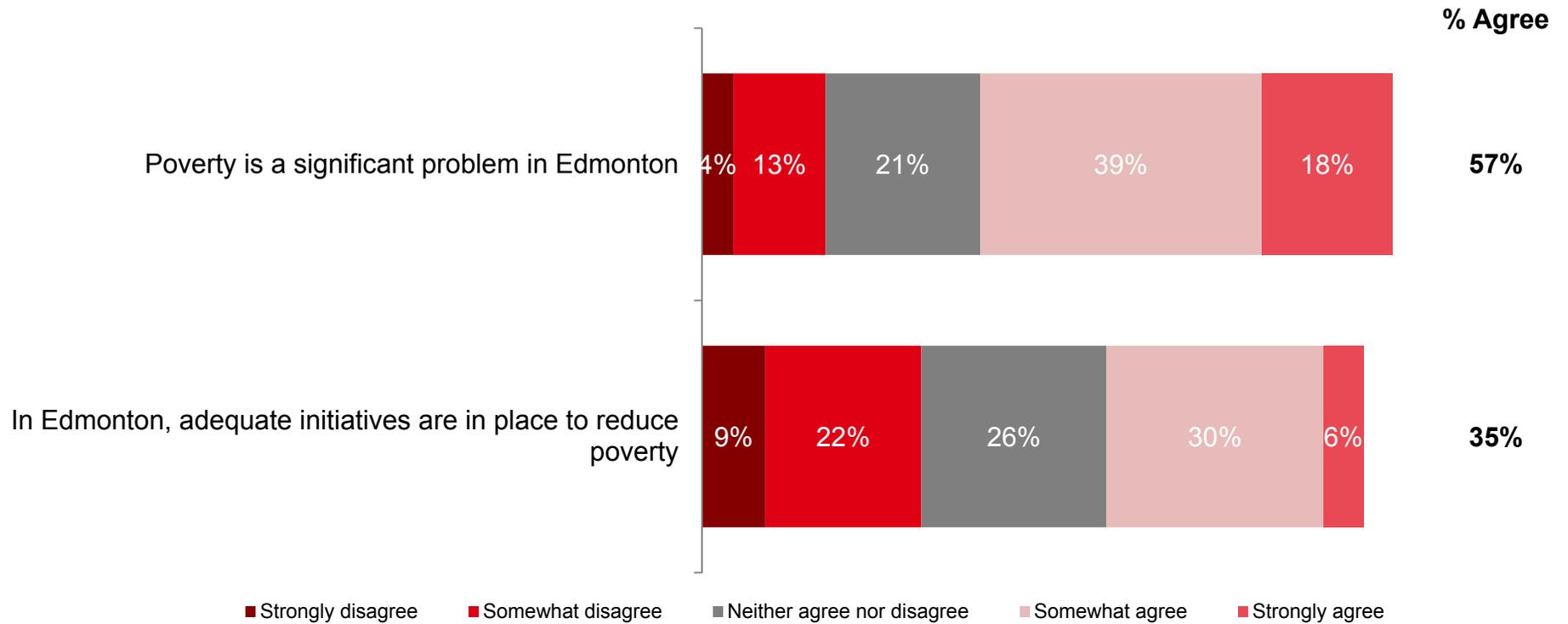
“Promote city gardening programs by supplying adequate, rich earth, water, fertilizer, necessary tools, and instructors.”

Base: Edmontonians (n=401)
 Note: Multiple responses allowed
Italics denote verbatim responses

Top Priority for Improving Food Security



Opinions about Poverty

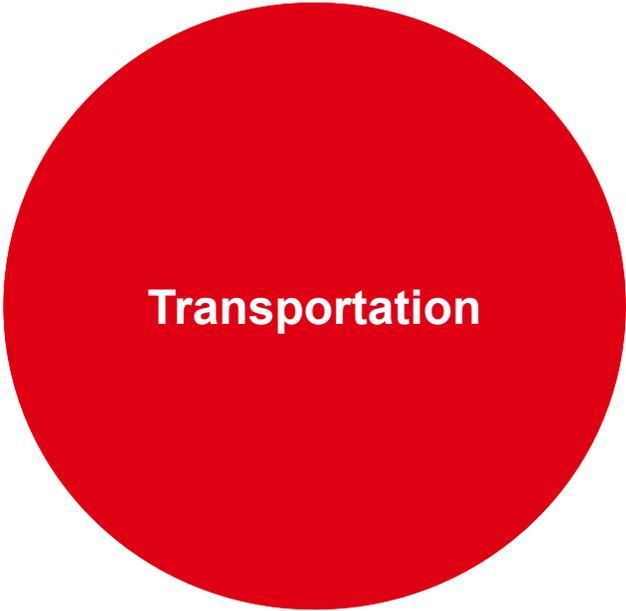


Base: Edmontonians (n=401)
Note: Don't know responses are not shown



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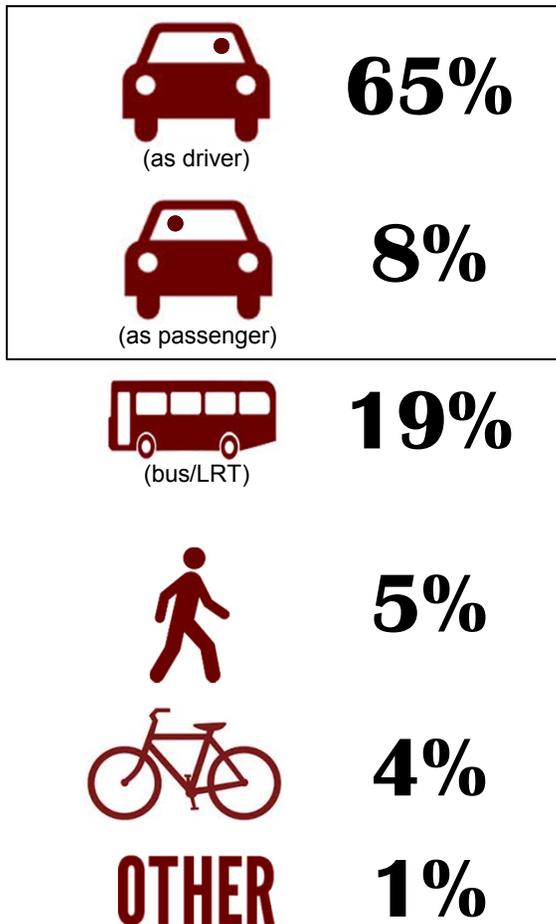
Q8. Please indicate the extent to which you agree or disagree with the following statements.



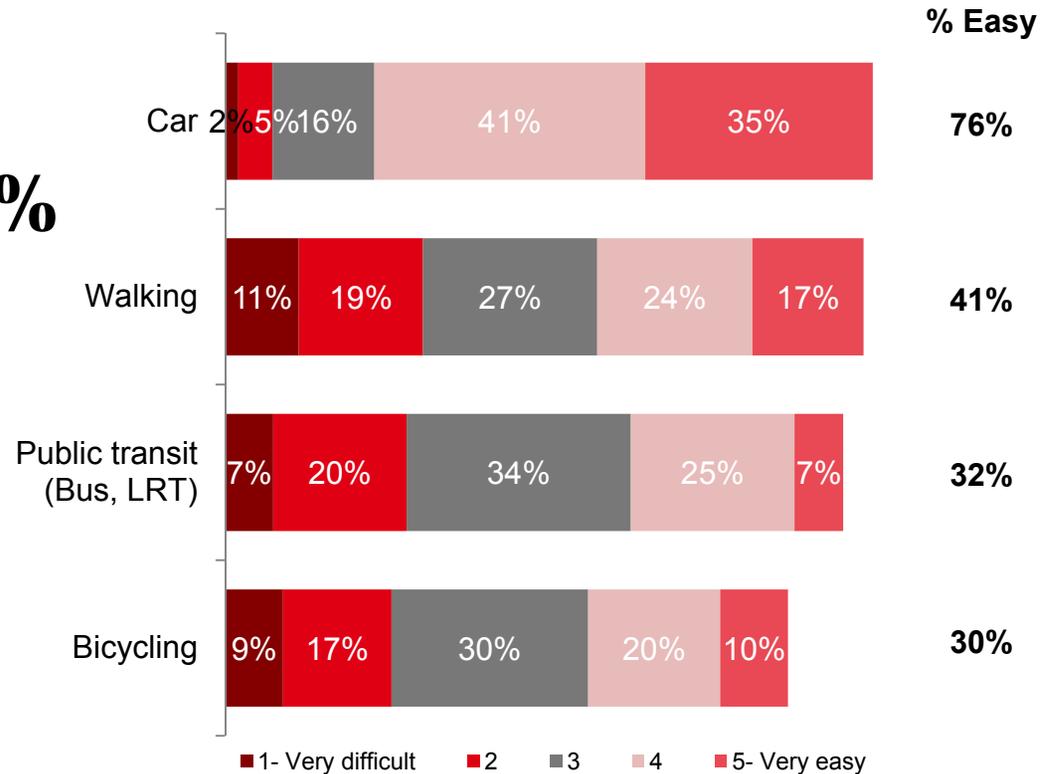
Transportation

Main Mode and Ease of Transportation

Main Mode of Transportation



Opinions on Ease of Transportation



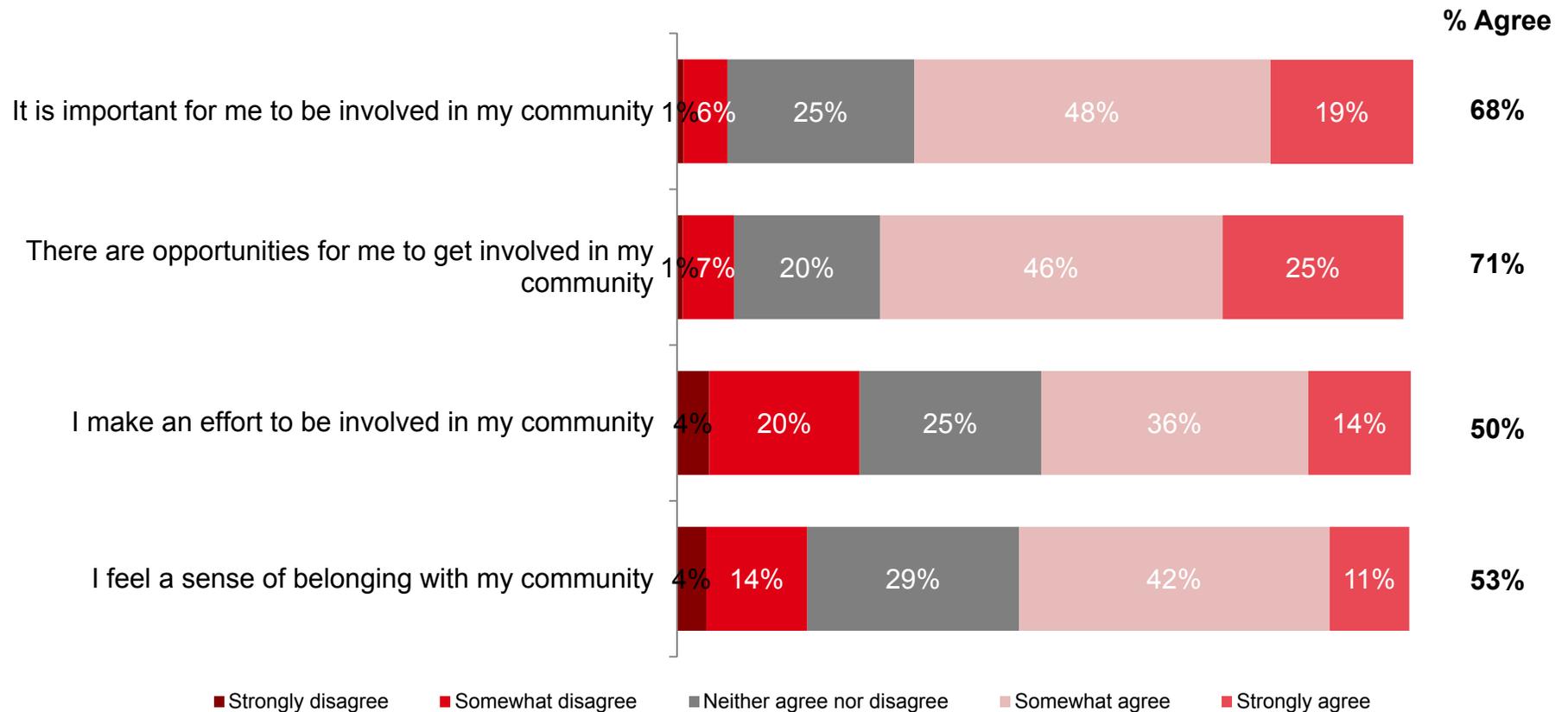
Base: Edmontonians (n=401)

Note: Don't know responses are not shown



**Community
Engagement**

Opinions on Community Involvement



Base: Edmontonians (n=401)

Note: Don't know responses are not shown

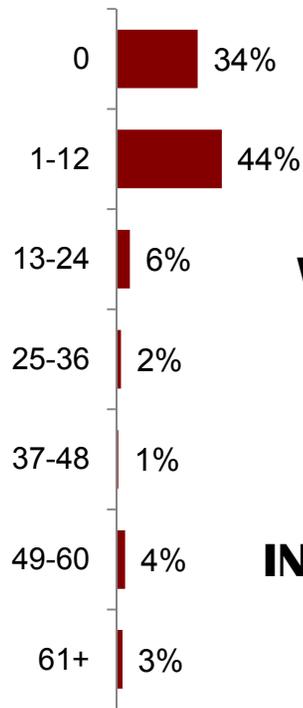


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Q12. The next few questions are about community engagement. Please indicate the extent to which you agree or disagree with the following statements.

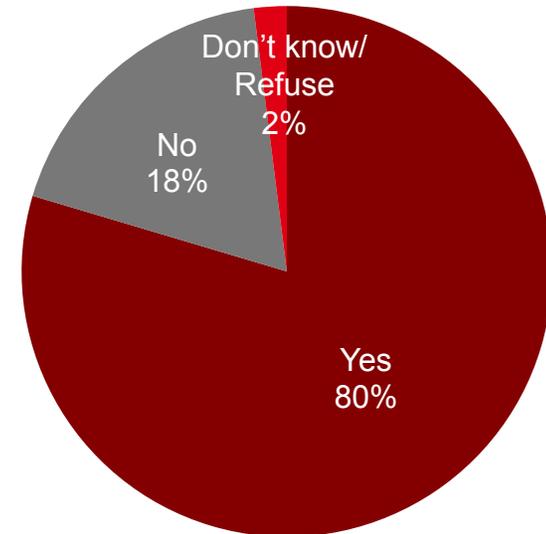
Volunteering and Charitable/Non-Profit Donations

Frequency of Volunteering*
(in the past 12 months)



EDMONTONIANS WHO VOLUNTEERED IN THE PAST 12 MONTHS VOLUNTEERED AN AVERAGE OF 17 TIMES IN THE PAST 12 MONTHS

Donated Money to a Charity or Non-Profit Organization
(in the past 12 months)



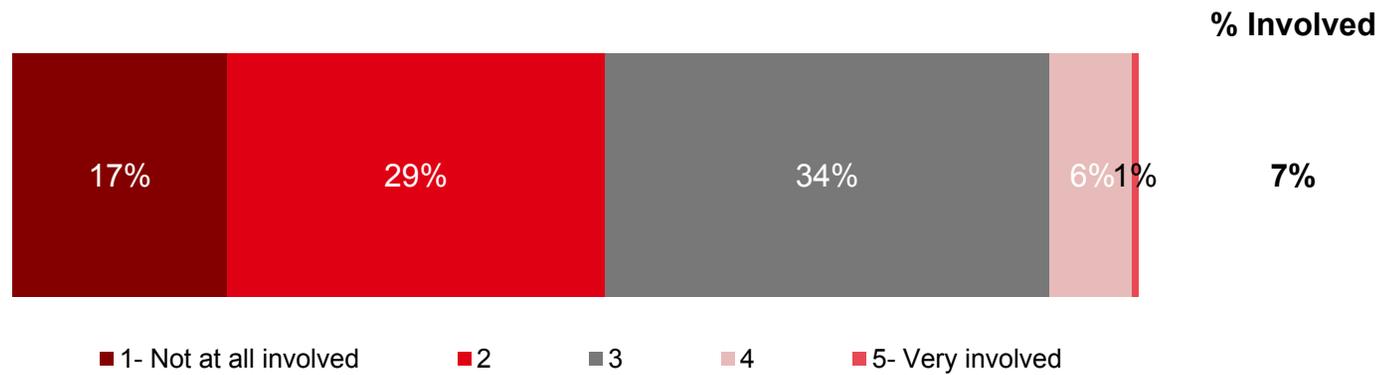
Base: Edmontonians (n=401)

*Note: Don't know responses are not shown



**Youth Challenges
and Involvement**

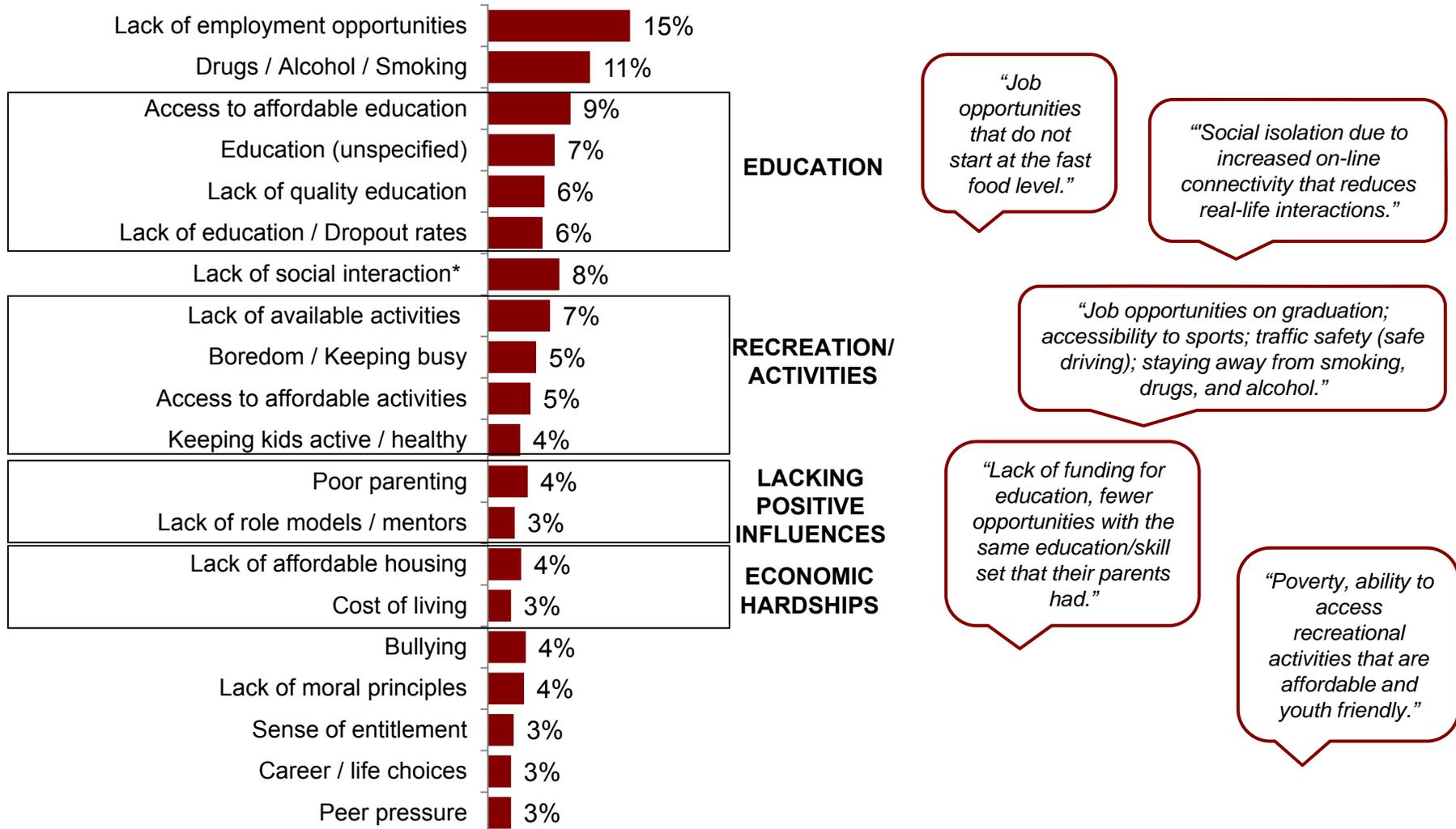
Youth Involvement in their Communities



Base: Edmontonians (n=401)

Note: Don't know responses are not included

Biggest Challenges Facing Today's Youth



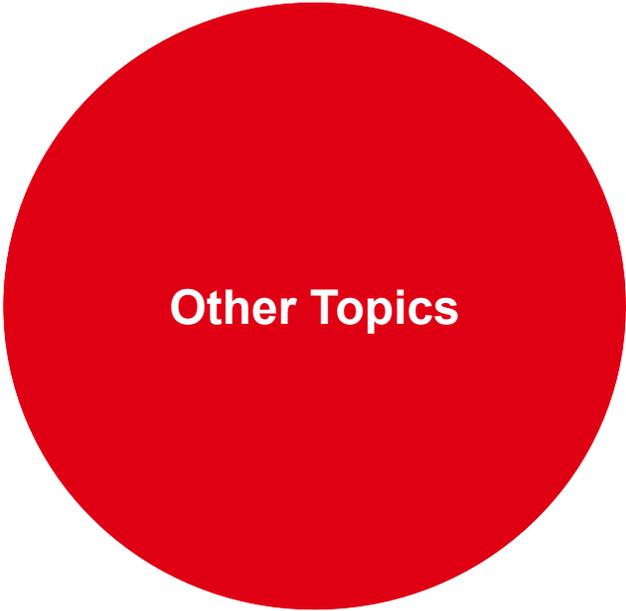
Base: Edmontonians (n=401)

*Including overuse of electronic activities ** Mentions less than 2% are not included *Italics denote verbatim responses*



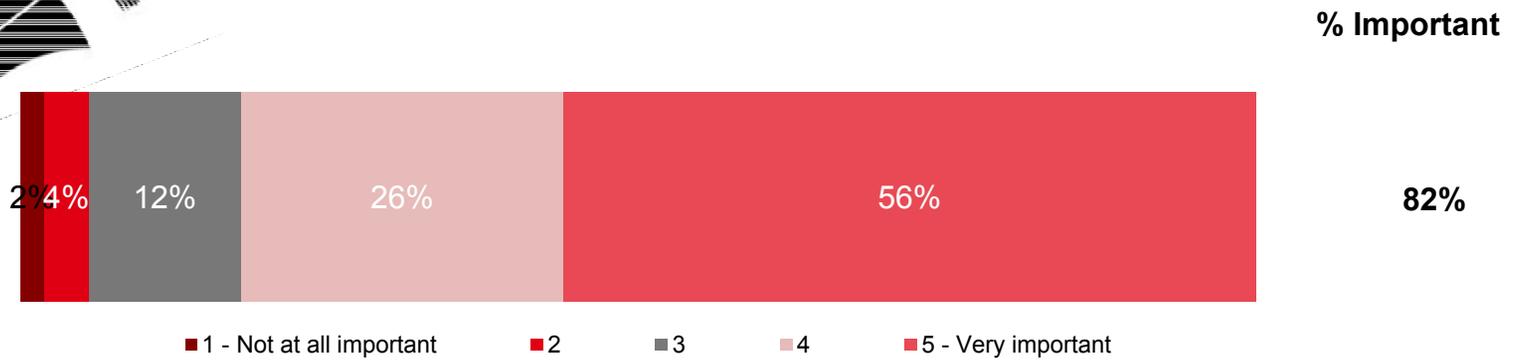
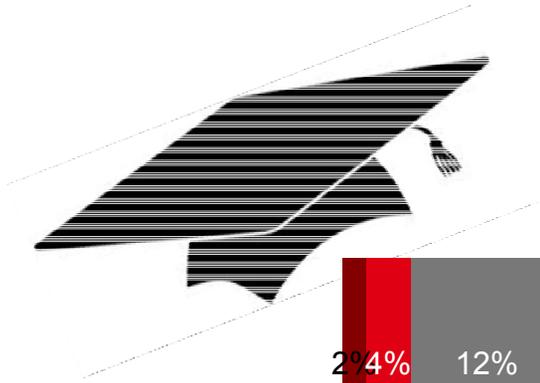
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Q15. What do you think are the biggest challenges facing today's youth in Edmonton?



Other Topics

Importance of Having a Post-Secondary Education



Opinions on Whether Technology and Social Media Contribute to Improved Social Connections



■ Strongly disagree
 ■ Somewhat disagree
 ■ Neither agree nor disagree
 ■ Somewhat agree
 ■ Strongly agree

Profile of Respondents

Profile of Respondents

	Total
n=	401
Gender	
Male	52%
Female	48%
Age	
Between 18 and 24	14%
Between 25 and 34	22%
Between 35 and 44	18%
Between 45 and 54	19%
Between 55 and 64	14%
Between 65 and 74	12%
75 or older	3%
Education	
High school, general or professional (8 to 12 years)	16%
College pre-university, technical training, certificate (CEP), accreditation (ASP) or proficiency diploma (DEP) (13-15 years)	27%
University certificates and diplomas	11%
University Bachelor (including classical studies)	34%
University Master's	10%
University Doctorate (PhD)	2%
I prefer not to answer	1%

	Total
n=	401
Employment	
Working full time	55%
Working part time	11%
A student	6%
Not working outside the home	10%
Retired	17%
I prefer not to answer	1%
Children in Household (under age 18)	
Yes	24%
No	74%
I prefer not to answer	2%
Aboriginal Person	
Yes	1%
No	96%
I prefer not to answer	3%
Member of Visible Minority	
Yes	12%
No	85%
I prefer not to answer	3%

Profile of Respondents (continued)

	Total
n=	401
Person with a Disability	
Yes	9%
No	88%
I prefer not to answer	3%
Born in Canada	
Yes	83%
No	16%
I prefer not to answer	1%
Marital Status	
Single	31%
Married/living in common law	57%
Divorced	6%
Separated	1%
Widowed	3%
I prefer not answering	2%

	Total
n=	401
Household Income	
\$19,999 or less	1%
between \$20,000 and \$39,999	8%
between \$40,000 and \$59,999	16%
between \$60,000 and \$79,999	10%
between \$80,000 and \$99,999	12%
between \$100,000 and \$124,999	14%
\$125,000 or more	18%
I prefer not to answer	21%

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