



Edmonton
Community
Foundation

Survey of Edmontonians 2015



Methodology

In June 2015, Leger was contracted by the Edmonton Community Foundation (ECF) to conduct a survey with Edmontonians regarding various aspects of life in Edmonton. This report compares results of the 2015 survey to the baseline survey conducted by Leger in 2014.

Data Collection

- 401 interviews were conducted with Edmontonians between June 11 and June 15, 2015, 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.
- The data were weighted to be representative of the opinions of Edmontonians.
- 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

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In general, Edmontonians' opinion on the various indicators remains consistent with, or has slightly improved from 2014 ratings.

Life in Edmonton

- About two-thirds (65%) of Edmontonians feel that their quality of life is very good/excellent, consistent with 2014 (67%).
- Consistent with 2014, Edmontonians are most likely to agree that Edmonton is a culturally diverse city (90% agree), that there are adequate opportunities for sports/recreation (87% agree) and that Edmonton is a city that values the arts (79% agree). Opinions about living in Edmonton are consistent or slightly better than 2014, with the exception of the sentiment that there are adequate job opportunities in Edmonton (69% in 2015, 76% in 2014).
- The vast majority of Edmontonians (92%) feel safe in their homes, while a lesser proportion feel safe in their community (79%) and in Edmonton (77%), consistent with 2014.

Food Security and Poverty

- About two-in-five (44%) Edmontonians agree that food security is a significant problem in Edmonton, consistent with 2014 (43%).
- Three-in-five (60%) Edmontonians agree that poverty is a significant problem in Edmonton, while over one-third (35%) agree that adequate initiatives are in place to reduce poverty. These results are consistent with 2014 findings.

Summary of Findings

Transportation

- The primary mode of transportation in Edmonton is by car (80%), whether as the driver (71%) or the passenger (9%).
- Consistent with their main mode of transportation, Edmontonians feel that it is easiest to commute in Edmonton by car (78% easy).

Community Engagement

- Consistent with 2014, Edmontonians are most likely to agree that there are opportunities for them to get involved in their community (77% agree, an improvement from 2014, 71%) and least likely to agree that they actually make an effort to get involved (46%).
- Close to half (55%) of Edmontonians have volunteered in the past 12 months, consistent with 2014.
- Four-in-five (79%) Edmontonians donated money to a charity or non-profit organization in the past 12 months, consistent with 2014 (80%).

Summary of Findings

Youth Challenges and Involvement

- One-in-ten (10%) Edmontonians feel that Edmonton youth are involved in their communities, consistent with 2014 (7%).
- The biggest challenges facing today's youth, as identified by Edmontonians, are lack of employment opportunities (23%) and drugs/alcohol/smoking (16%).

Aboriginal Population

- More than seven-in-ten Edmontonians agree that poverty is more prevalent among the Aboriginal population (78%), people of Aboriginal origin are often subject to discrimination (76%) and that homelessness is more prevalent among the Aboriginal population (72%).
- Half of Edmontonians agree that most Aboriginal people do not take advantage of the various programs available to support them (50%) and a similar proportion (47%) agree that the City of Edmonton should do more to support its Aboriginal population.

Other Topics

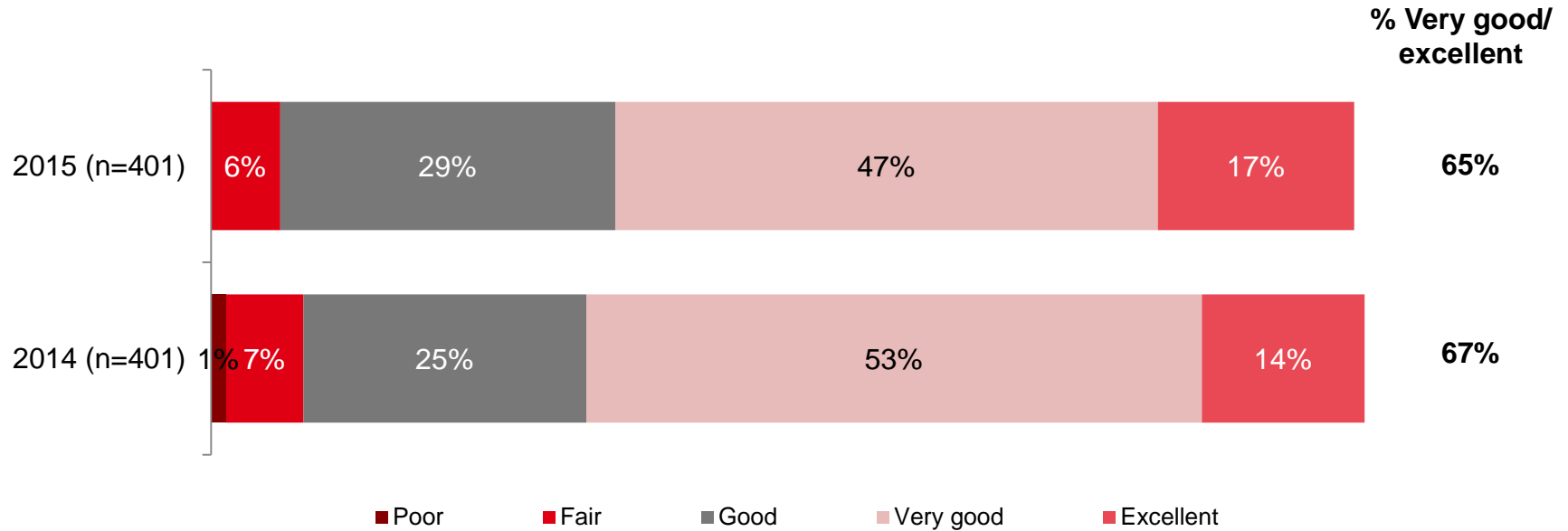
- In 2015, four-in-five (82%) Edmontonians believe it is important to have a post-secondary education, identical to 2014 (82%).
- Three-in-five (62%) Edmontonians agree technology and social media contribute to improved social connections, consistent with 2014 (59%).

Detailed Results

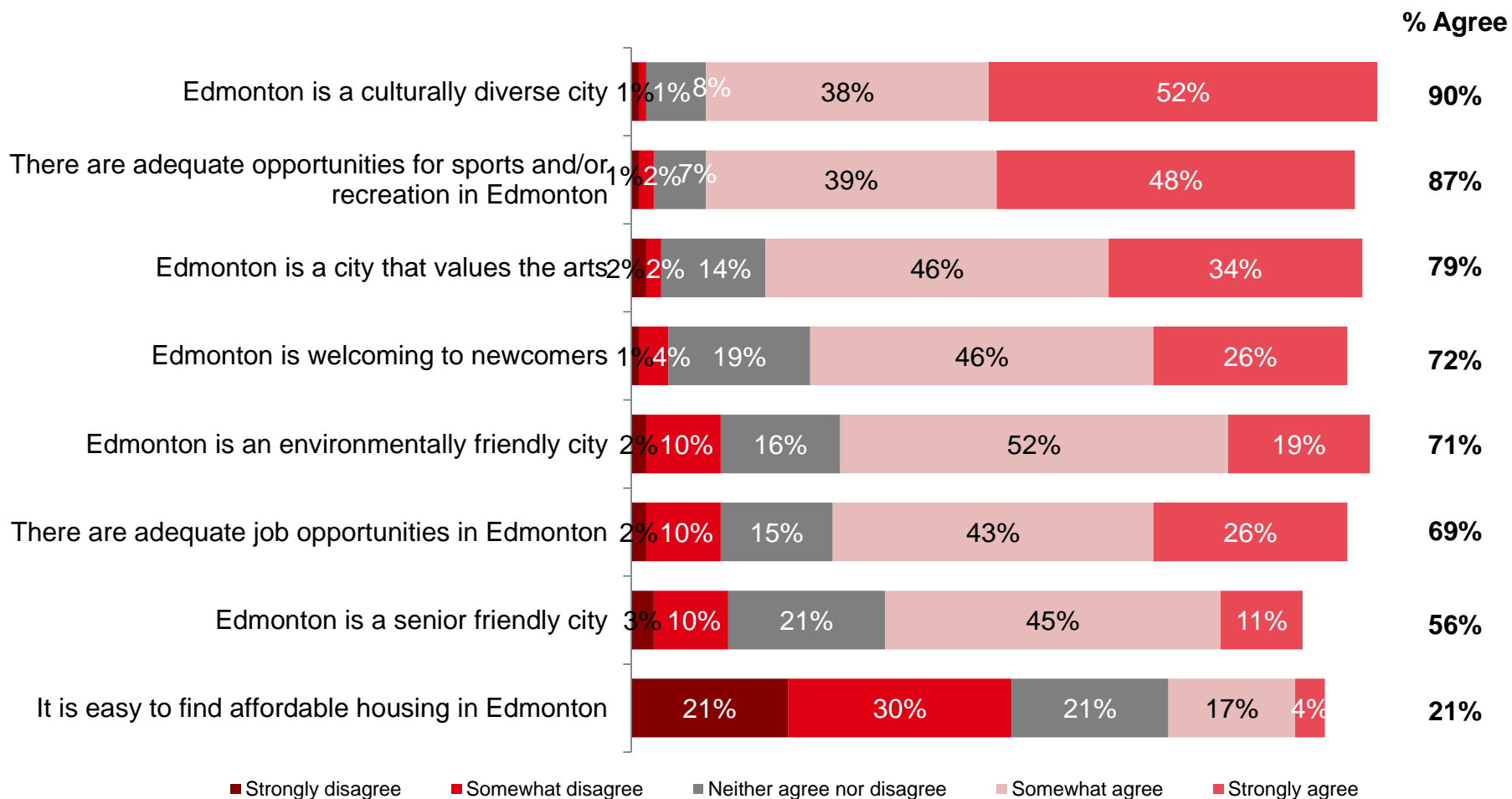
A large, solid red circle is centered on the page. Inside the circle, the text "Life in Edmonton" is written in a white, bold, sans-serif font.

Life in Edmonton

Quality of Life in Edmonton Trends Over Time



Opinions about Living in Edmonton 2015 Results

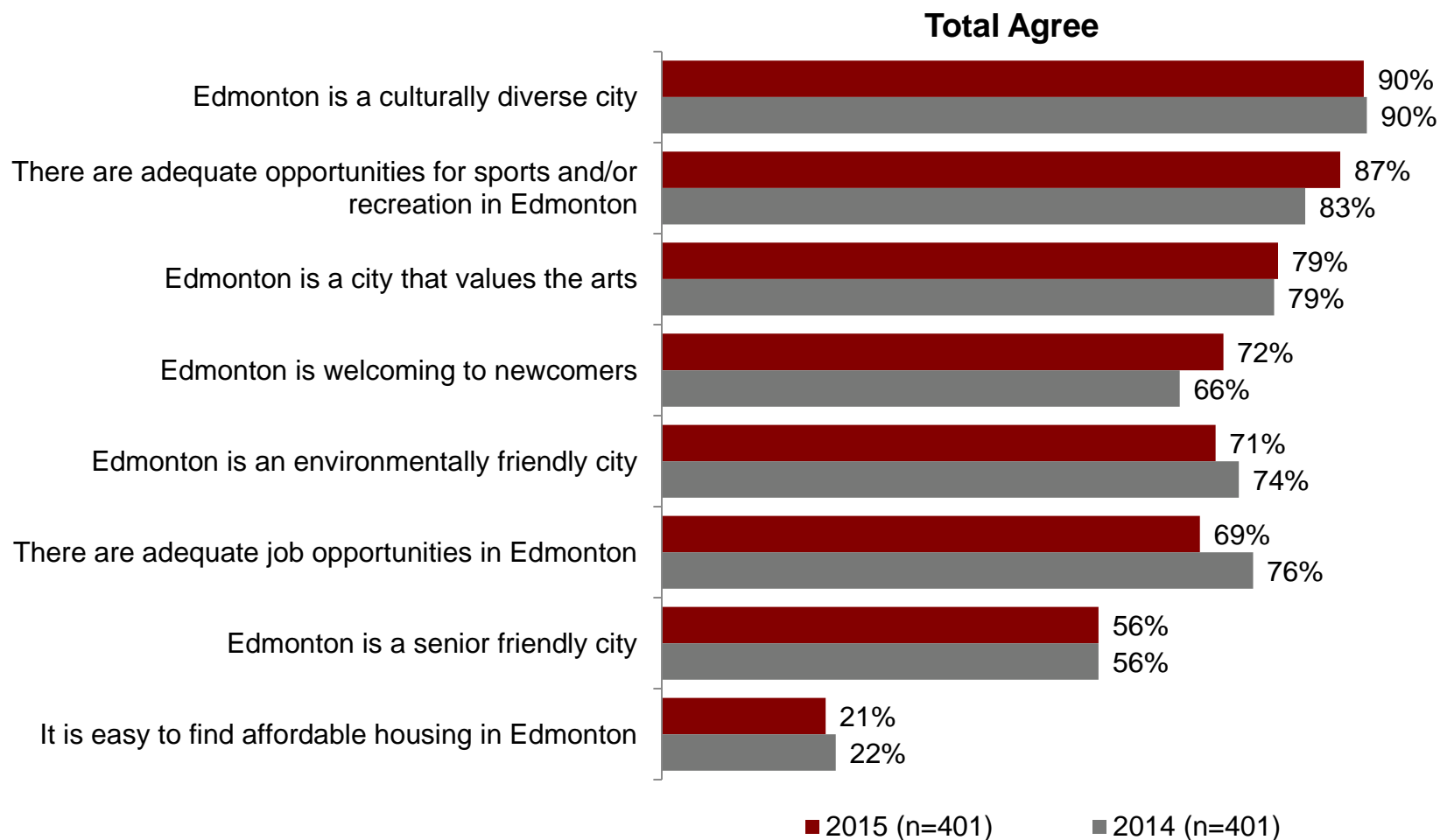


Base: Edmontonians (n=401)

Note: Don't know responses are not shown

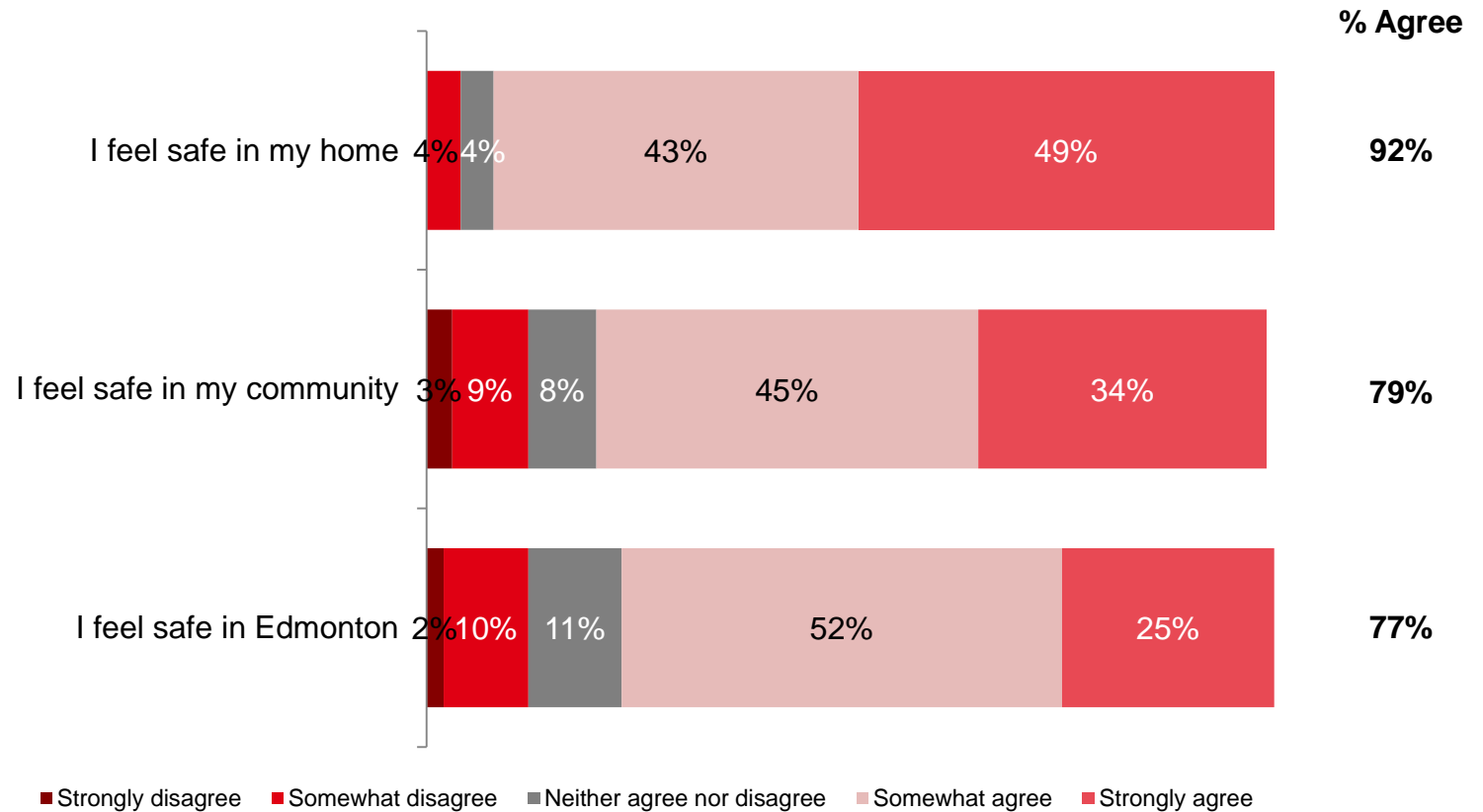
Opinions about Living in Edmonton

Trends Over Time



Base: Edmontonians

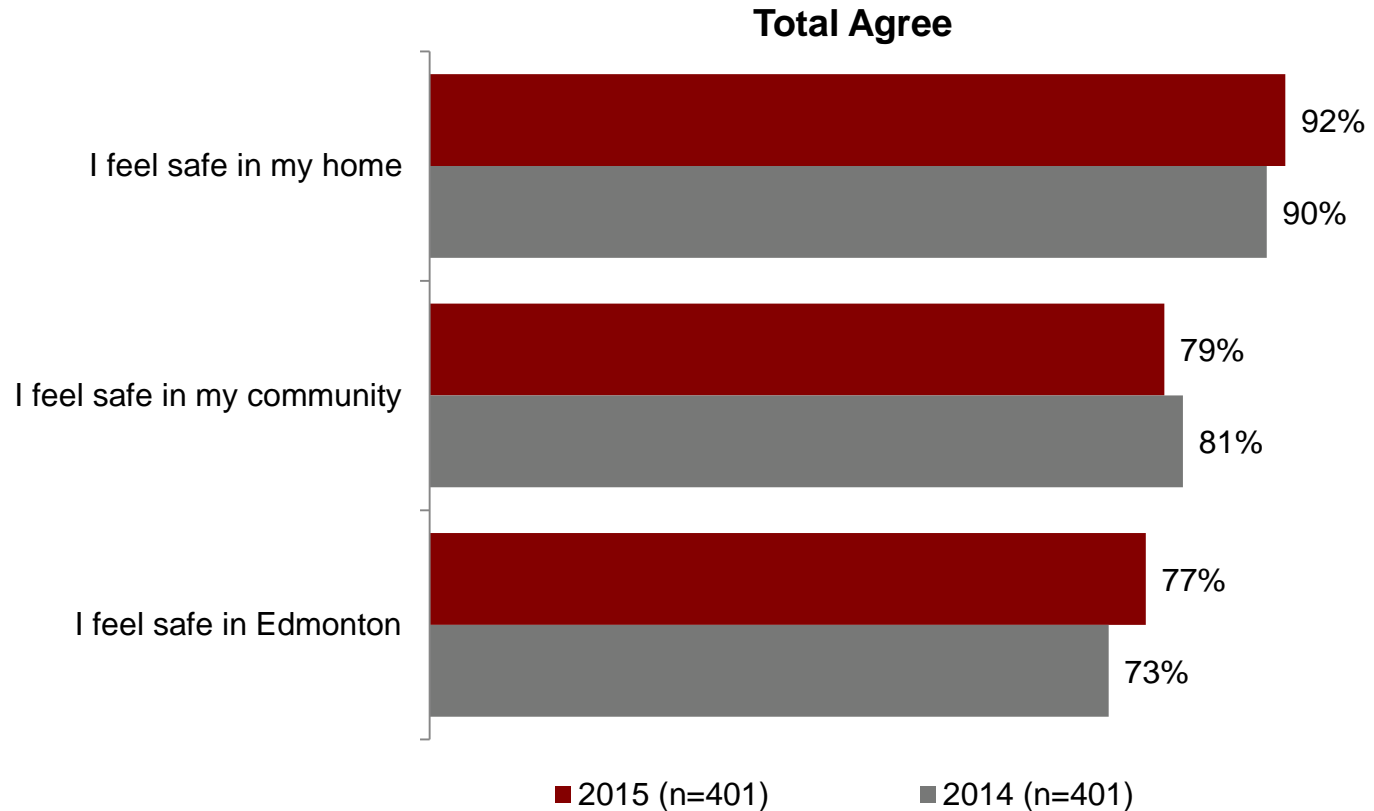
Feelings of Safety 2015 Results



Base: Edmontonians (n=401)

Note: Don't know responses are not shown

Opinions about Living in Edmonton Trends Over Time



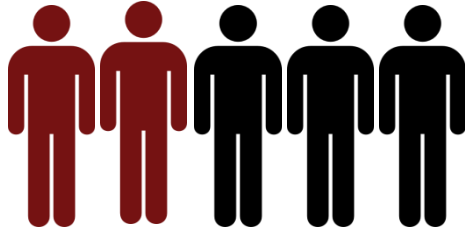
Base: Edmontonians

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**Food Security
and Poverty**

Food Security* in Edmonton

Trends Over Time



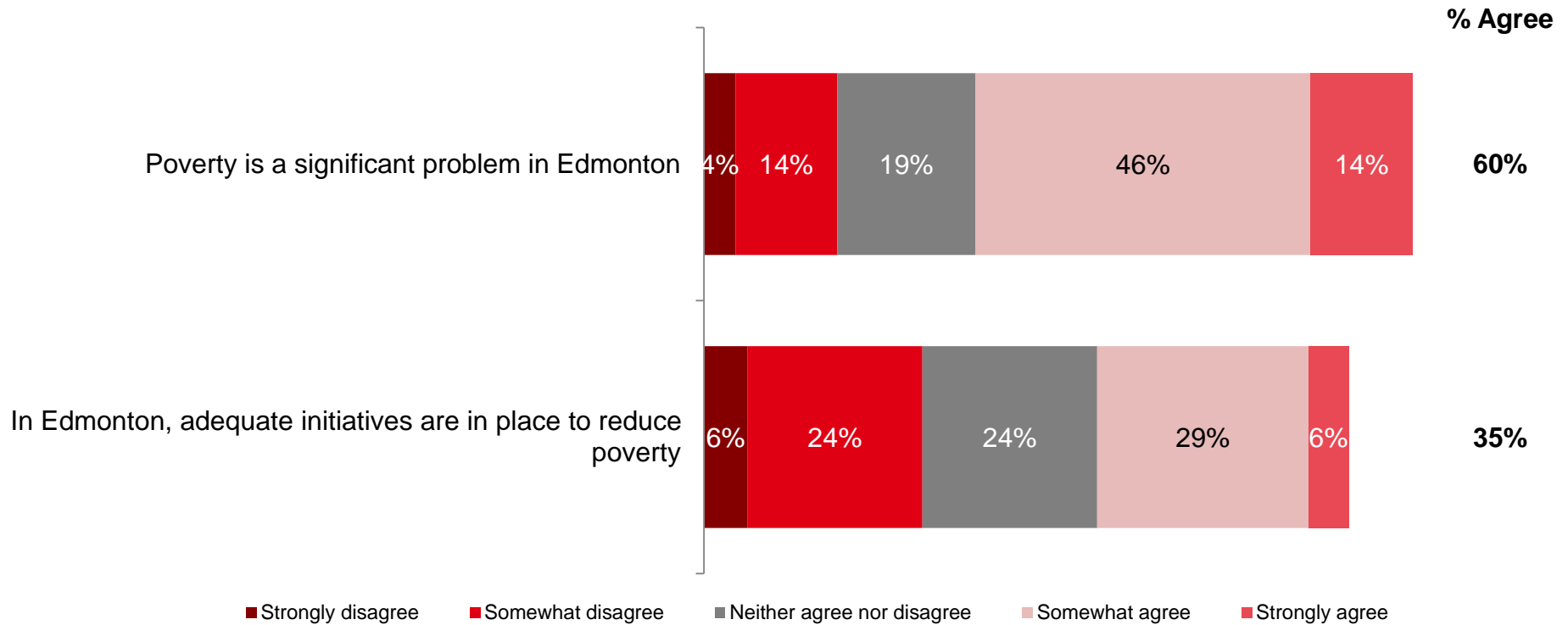
TWO IN FIVE EDMONTONIANS AGREE FOOD SECURITY IS A SIGNIFICANT PROBLEM IN EDMONTON

Food security is a significant problem in Edmonton	(n=401) 2014	(n=401) 2015
Agree	43%	44%
Strongly Agree	10%	7%
Somewhat Agree	33%	37%
Neither Agree nor Disagree	17%	18%
Disagree	36%	33%
Strongly Disagree	13%	12%
Somewhat Disagree	23%	21%
No opinion/Don't know	4%	5%

Base: Edmontonians

*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.

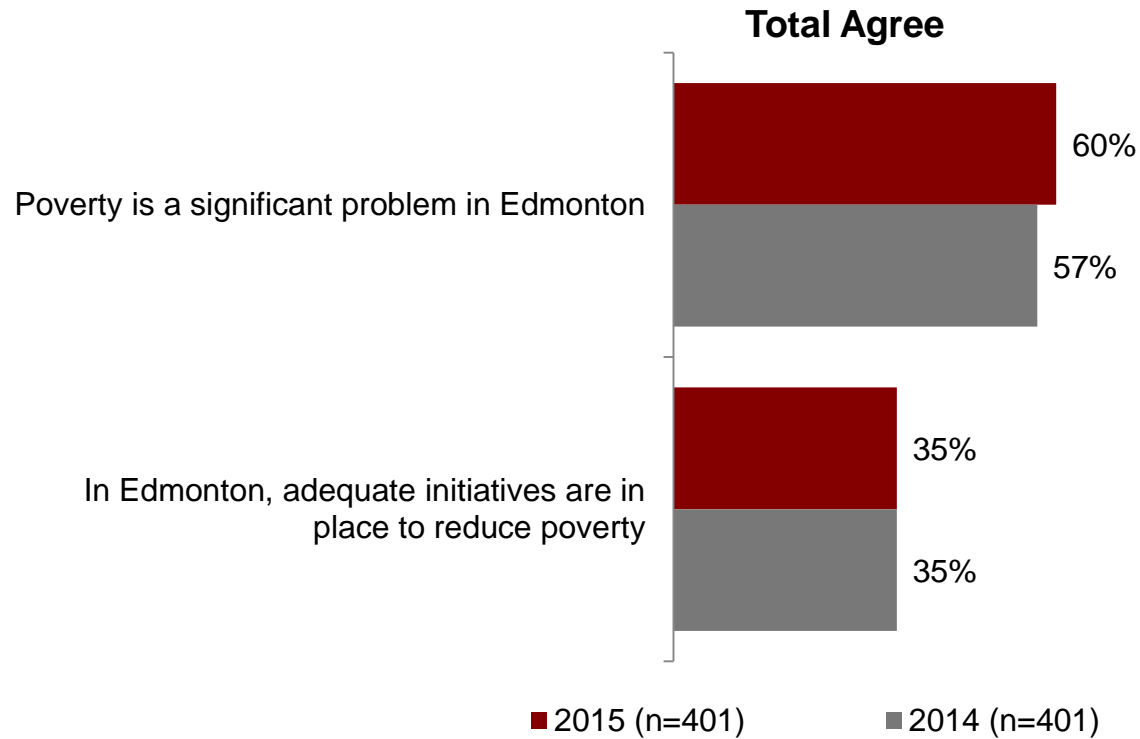
Opinions about Poverty 2015 Results



Base: Edmontonians (n=401)

Note: Don't know responses are not shown

Opinions about Poverty Trends Over Time



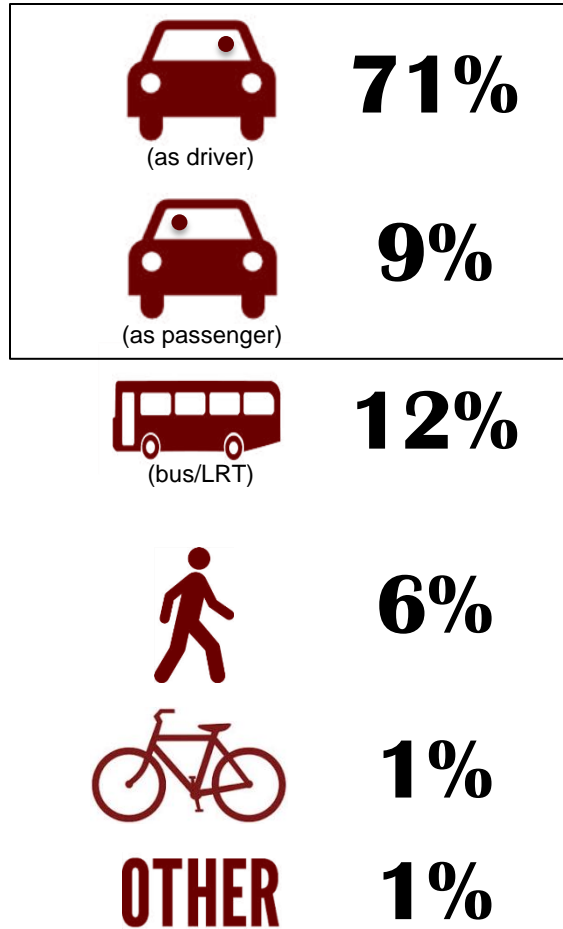
Base: Edmontonians



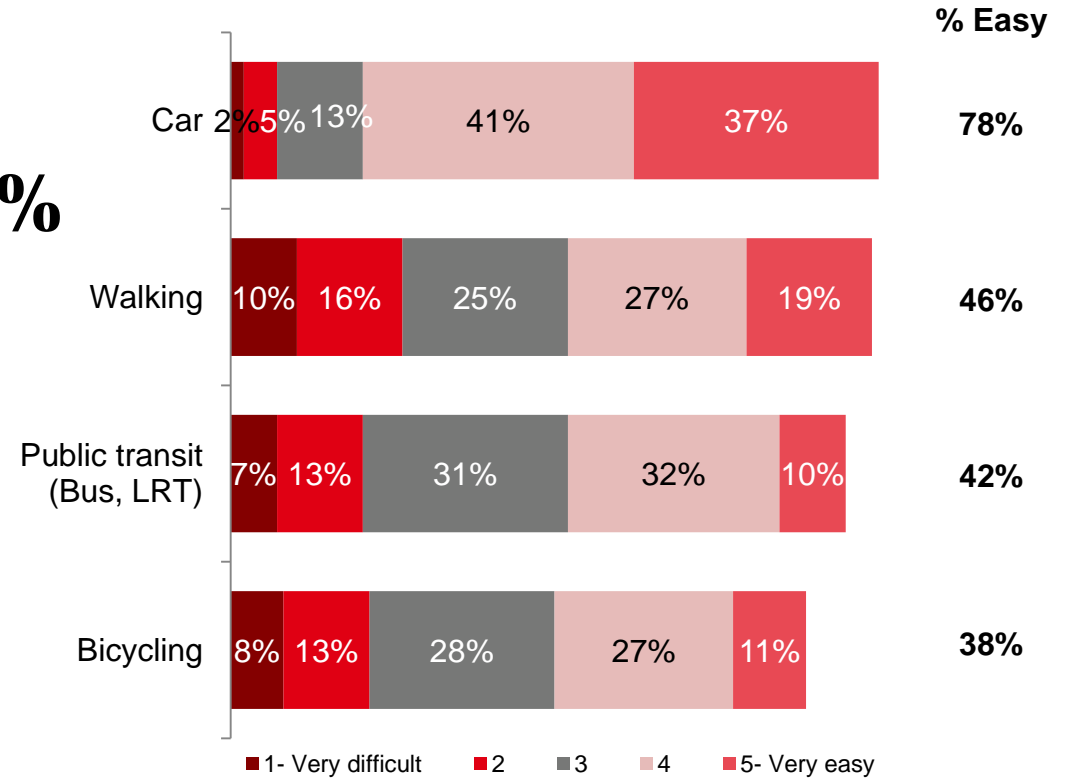
Transportation

Main Mode and Ease of Transportation 2015 Results

Main Mode of Transportation



Opinions on Ease of Transportation

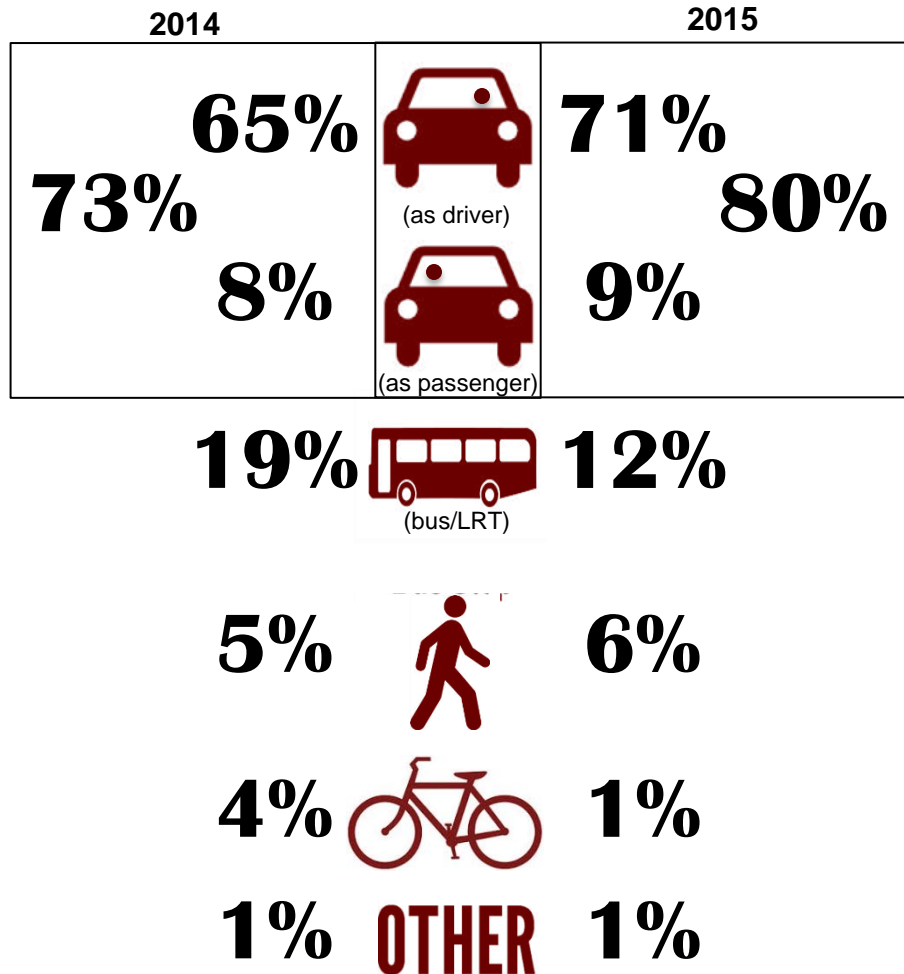


Base: Edmontonians (n=401)

Note: Don't know responses are not shown

Main Mode and Ease of Transportation Trends Over Time

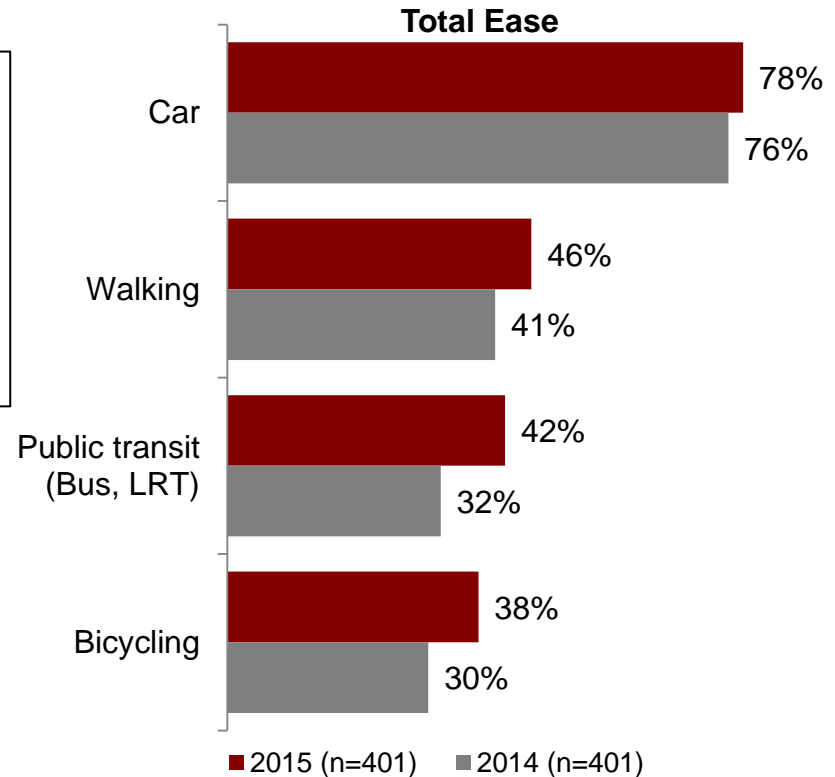
Main Mode of Transportation



Base: Edmontonians (n=401)

Note: Don't know responses are not shown

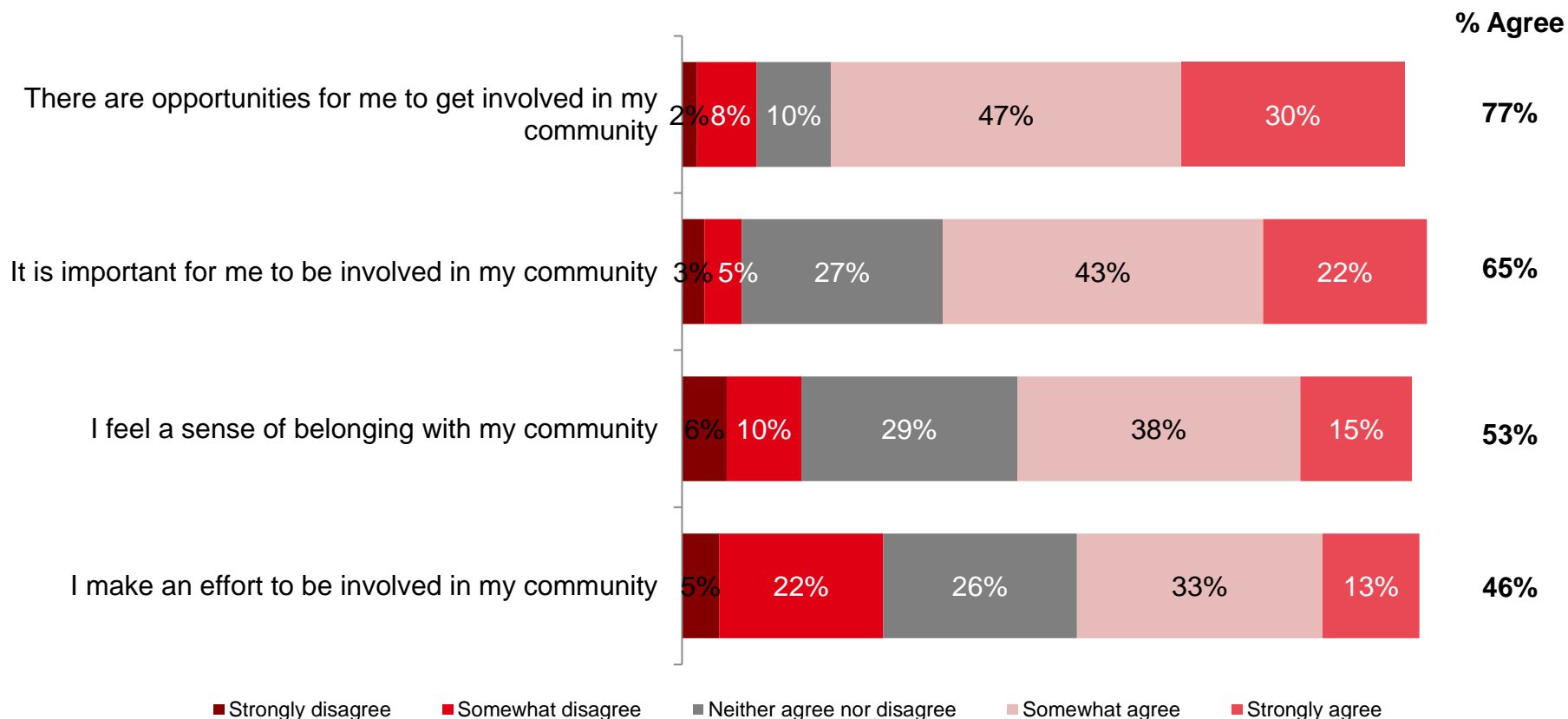
Opinions on Ease of Transportation



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**Community
Engagement**

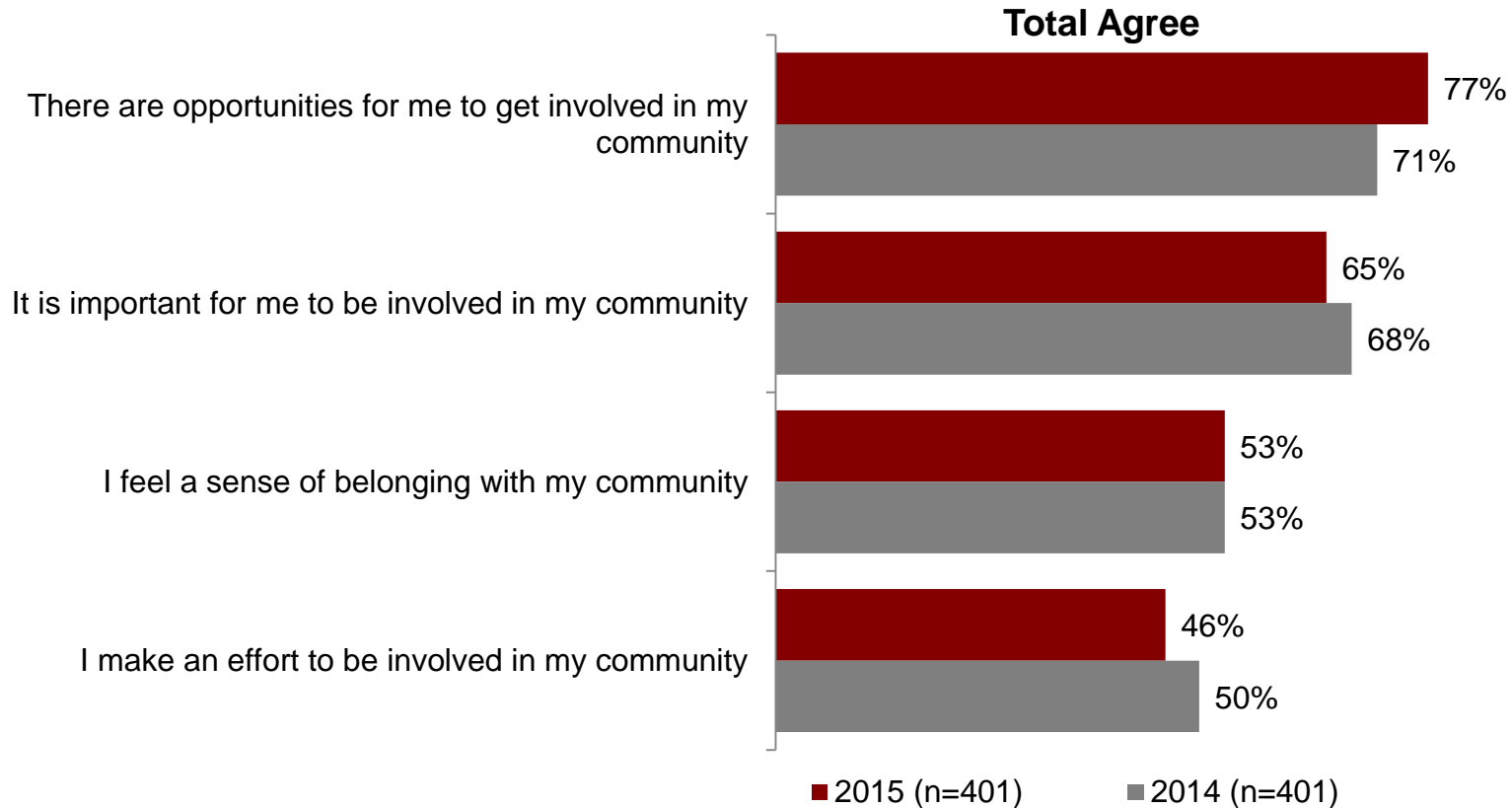
Opinions on Community Involvement 2015 Results



Base: Edmontonians (n=401)

Note: Don't know responses are not shown

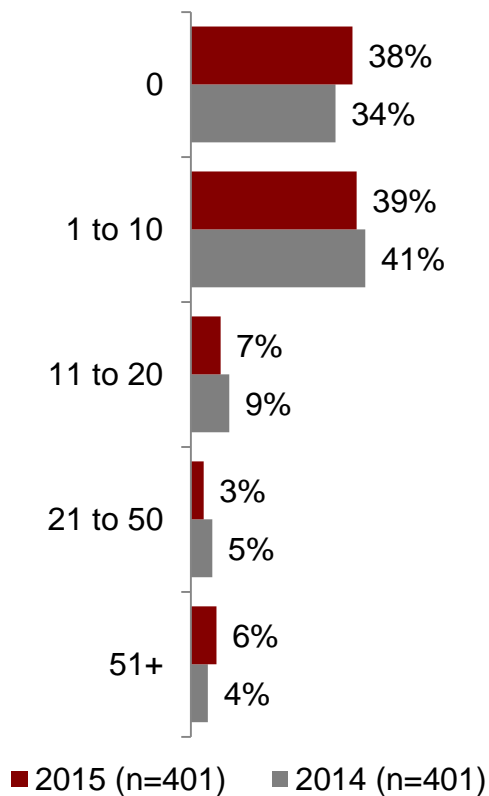
Opinions on Community Involvement Trends Over Time



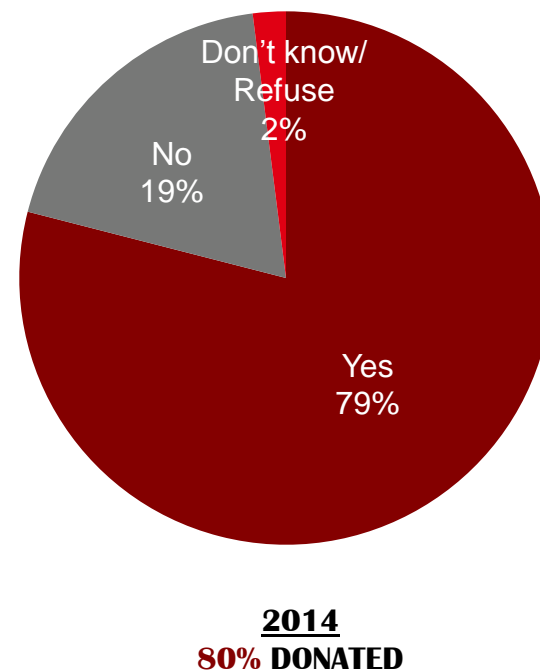
Base: Edmontonians

Volunteering and Charitable/Non-Profit Donations 2015 Results

Frequency of Volunteering*
(in the past 12 months)



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



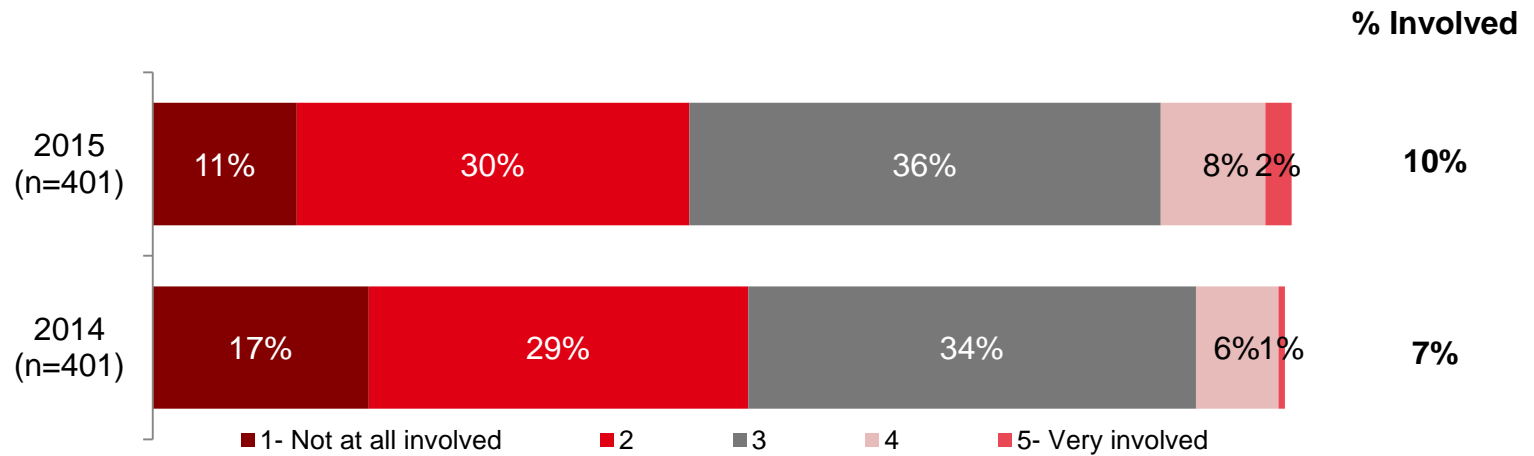
Base: Edmontonians (n=401)

*Note: Don't know responses are not shown

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**Youth Challenges
and Involvement**

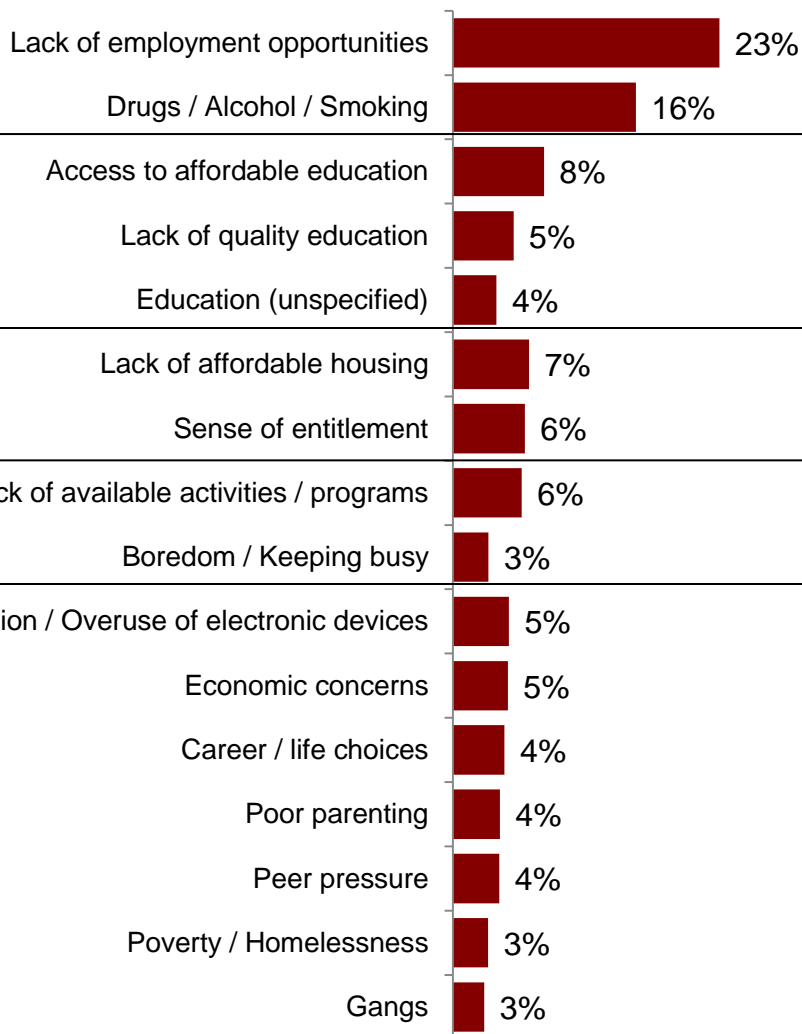
Youth Involvement in their Communities Trends Over Time



Base: Edmontonians

Note: Don't know responses are not included

Biggest Challenges Facing Today's Youth 2015 Results



EDUCATION

"Lack of youth programs for independently supporting youth."

"Their sense of entitlement, instilled in them by us, today's seniors."

RECREATION/ACTIVITIES

"Staying out of illegal activities (drugs, underage drinking, etc.) because what is available now can be much stronger and deadlier than previous generations."

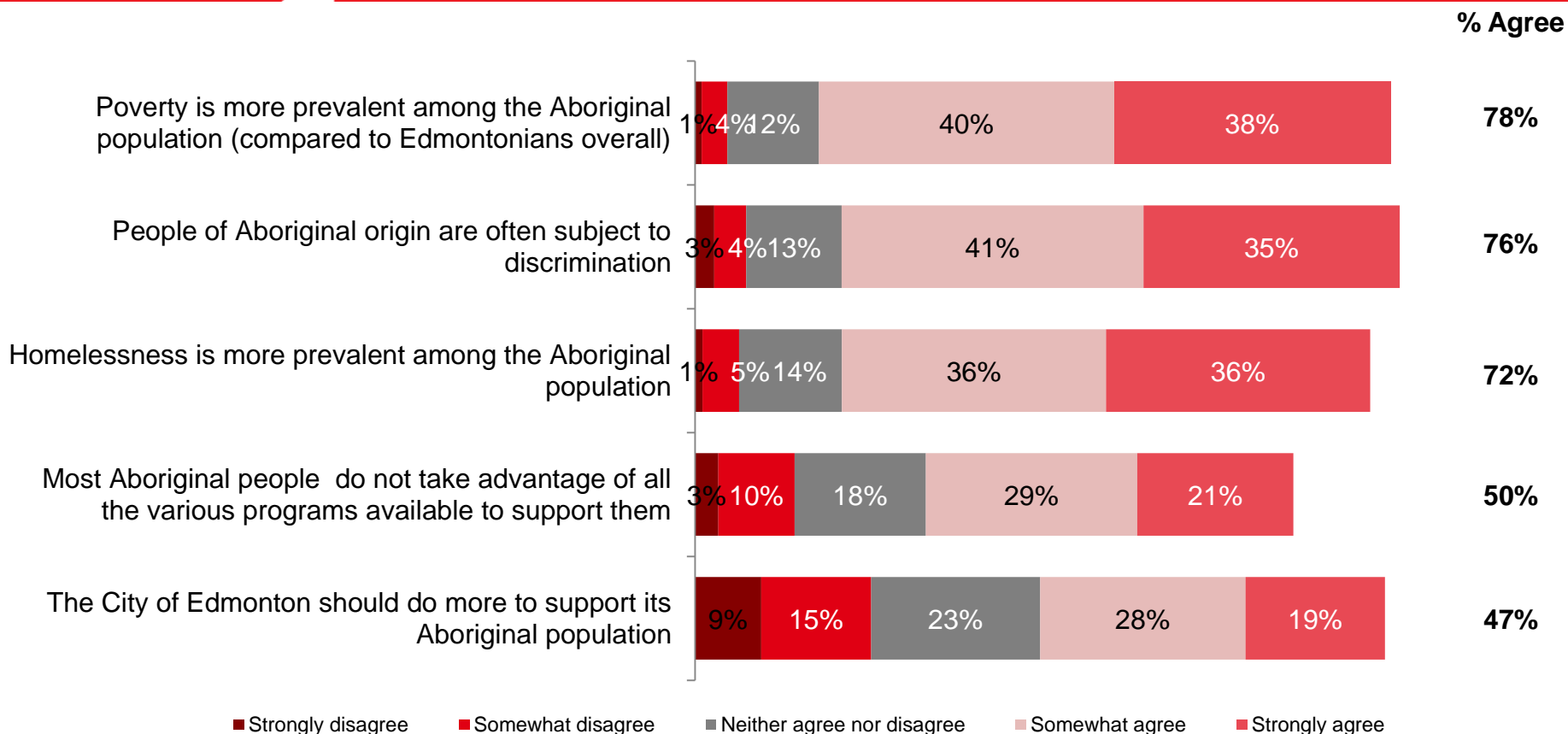
"Obtaining a university degree that is highly regarded, at a reasonable cost."

"Finding a job that pays them enough to be able to support themselves."

Base: Edmontonians (n=401)

Mentions less than 3% are not included *Italics denote verbatim responses*

Opinions on Aboriginal Population 2015 Results



Base: Edmontonians (n=401)

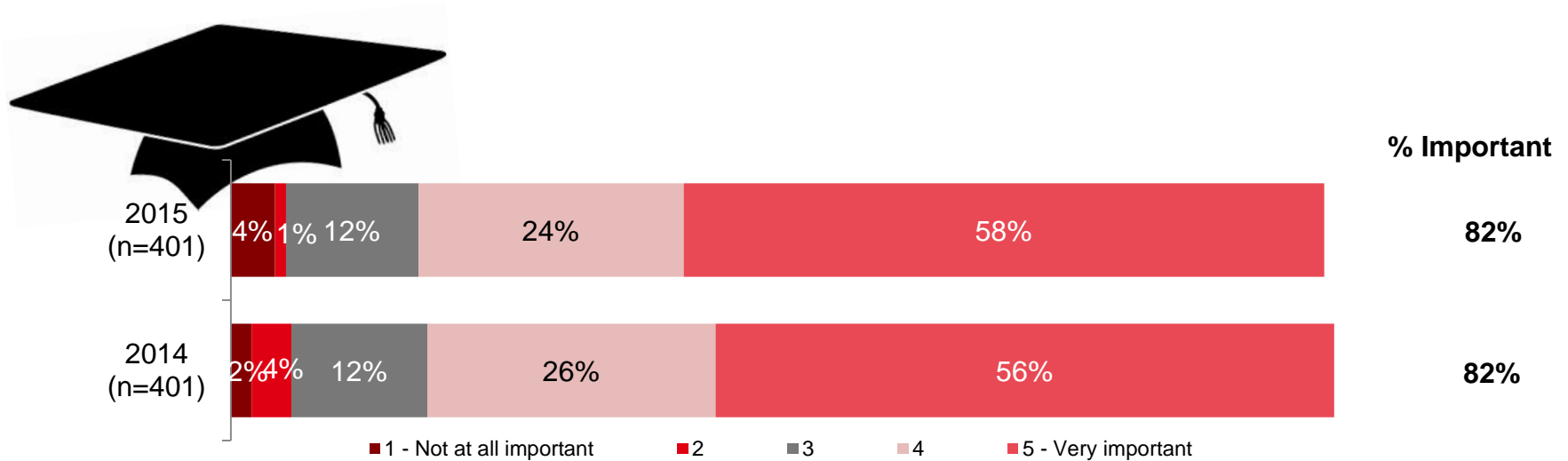
New question in 2015

Note: Don't know responses are not shown

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Other Topics

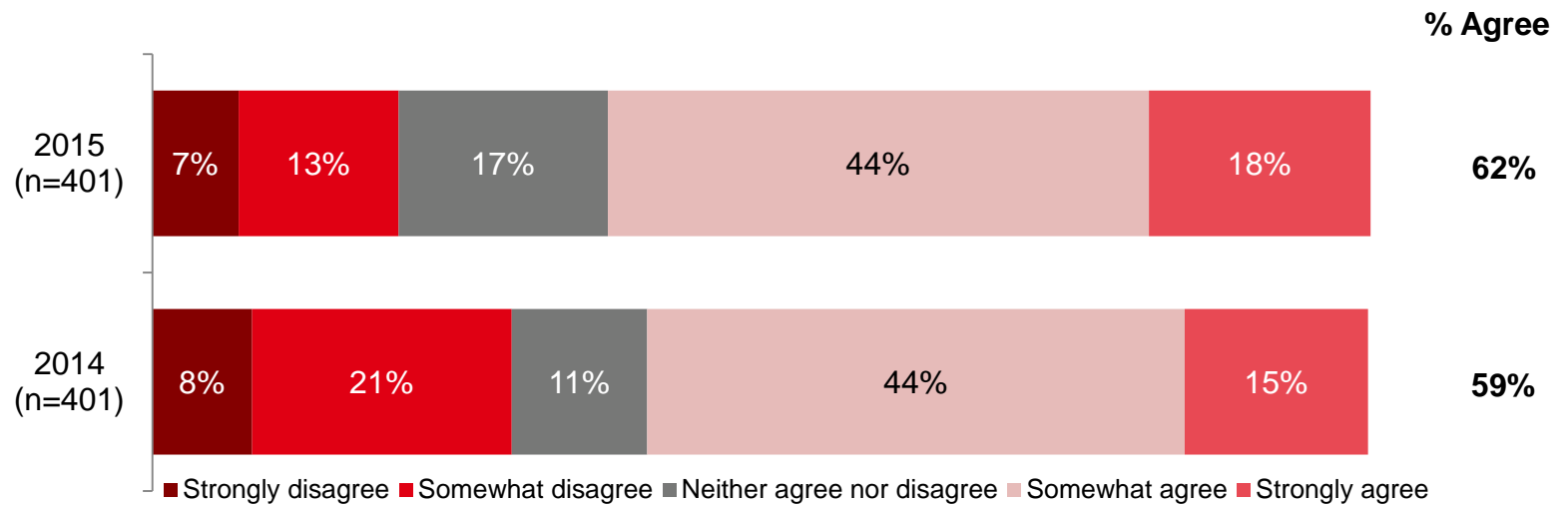
Importance of Having a Post-Secondary Education Trends Over Time



Base: Edmontonians

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

Trends Over Time



Base: Edmontonians

Profile of Respondents

Profile of Respondents

	Total
n=	401
Gender	
Male	50%
Female	50%
Age	
Between 18 and 24	6%
Between 25 and 34	29%
Between 35 and 44	18%
Between 45 and 54	19%
Between 55 and 64	14%
Between 65 and 74	11%
75 or older	3%
Education	
Elementary	1%
High school, general or professional (8 to 12 years)	18%
College pre-university, technical training, certificate (CEP), accreditation (ASP) or proficiency diploma (DEP) (13-15 years)	24%
University certificates and diplomas	11%
University Bachelor (including classical studies)	30%
University Master's	10%
University Doctorate (PhD)	3%
I prefer not to answer	2%

	Total
n=	401
Employment	
Working full time	56%
Working part time	13%
A student	3%
Not working outside the home	10%
Retired	17%
I prefer not to answer	2%
Children in Household (under age 18)	
Yes	26%
No	72%
I prefer not to answer	1%
Aboriginal Person	
Yes	2%
No	96%
I prefer not to answer	2%
Member of Visible Minority	
Yes	15%
No	80%
I prefer not to answer	5%

Profile of Respondents (continued)

	Total
n=	401
Person with a Disability	
Yes	10%
No	87%
I prefer not to answer	3%
Born in Canada	
Yes	82%
No	16%
I prefer not to answer	2%
Marital Status	
Single	29%
Married/living in common law	57%
Divorced	9%
Separated	1%
Widowed	2%
I prefer not answering	2%

	Total
n=	401
Household Income	
\$19,999 or less	3%
between \$20,000 and \$39,999	8%
between \$40,000 and \$59,999	15%
between \$60,000 and \$79,999	15%
between \$80,000 and \$99,999	10%
between \$100,000 and \$124,999	15%
\$125,000 or more	16%
I prefer not to answer	18%

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75 consultants

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