

**Downtown Perception Survey 2014**

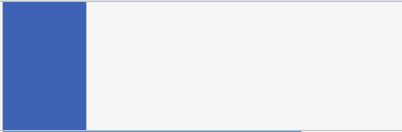

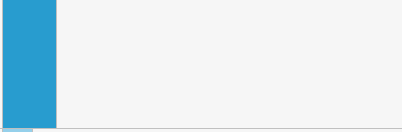
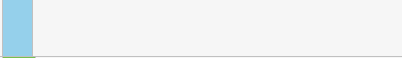
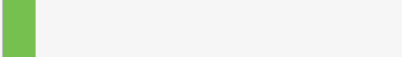
**Type:** Report- All Responses

**Date:** 8/26/2014

**Time Zone in which Dates/Times Appear:** (GMT-07:00) Mountain Time (US & Canada)



**Total number of responses collected:** 1651

**1. Which of the following applies to you?**  
(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
I live in downtown Edmonton (95 Street to 111 Street and from 97 Avenue to 105 Avenue)		15.9%	248
<b>I live in Edmonton, but not in the downtown area as above</b>		<b>71.9%</b>	<b>1118</b>
I live just outside of Edmonton (St. Albert, Sherwood Park, Spruce Grove, etc.)		7.9%	123
I am visiting Edmonton		1.7%	26
Other (please specify):		2.6%	40
Not Answered			35
		<b>Valid Responses</b>	<b>1555</b>
		<b>Total Responses</b>	<b>1590</b>

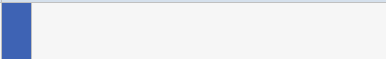

## 2. Do you work downtown?

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Yes		45.7%	704
<b>No</b>		<b>54.3%</b>	<b>838</b>
Not Answered			28
<b>Valid Responses</b>			<b>1542</b>
<b>Total Responses</b>			<b>1570</b>

## 3. Do you attend a school downtown?

(Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Yes		3.4%	52
<b>No</b>		<b>96.6%</b>	<b>1468</b>
Not Answered			50
<b>Valid Responses</b>			<b>1520</b>
<b>Total Responses</b>			<b>1570</b>

4. When was the last time you visited downtown Edmonton for non-work reasons outside of your work hours?  
 (Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>Within the past week</b>		<b>64.4%</b>	<b>979</b>
More than a week ago, but within the past month		16.6%	253
More than a month ago, but within the past 3 months		8.5%	129
More than 3 months ago, but within the past 6 months		3.0%	45
More than 6 month ago, but within the past year		2.9%	44
More than a year ago		4.7%	71
Not Answered			27
<b>Valid Responses</b>			<b>1521</b>
<b>Total Responses</b>			<b>1548</b>

5. What part of the day did you visit downtown the last time?  
 (Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>During the day, before 5 pm</b>		<b>47.7%</b>	<b>723</b>
In the evening, 5-9 pm		45.7%	693
During the night, after 9 pm		6.5%	99
Not Answered			33
<b>Valid Responses</b>			<b>1515</b>
<b>Total Responses</b>			<b>1548</b>

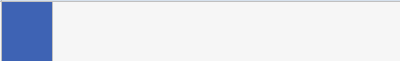

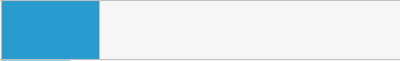
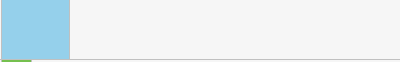
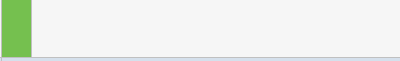
6. In the last 12 months, how many times did you visit downtown for non-work reasons, outside of your work hours in the spring, summer, fall and winter seasons?  
 (Respondents could only choose a **single** response for each topic)

		0	1-3	4-6	7-9	10+	Total	Mean
Spring (March, April, May)	Count	70	325	228	108	<b>625</b>	1356	3.659
	% by Row	5.2%	24.0%	16.8%	8.0%	<b>46.1%</b>	100.0%	
Summer (June, July, August)	Count	60	246	195	129	<b>591</b>	1221	3.774
	% by Row	4.9%	20.1%	16.0%	10.6%	<b>48.4%</b>	100.0%	
Fall (September, October, November)	Count	108	264	208	121	<b>512</b>	1213	3.548
	% by Row	8.9%	21.8%	17.1%	10.0%	<b>42.2%</b>	100.0%	
Winter (December, January, February)	Count	133	308	192	97	<b>470</b>	1200	3.386
	% by Row	11.1%	25.7%	16.0%	8.1%	<b>39.2%</b>	100.0%	
<b>Total</b>	<b>Count</b>	<b>371</b>	<b>1143</b>	<b>823</b>	<b>455</b>	<b>2198</b>	<b>4990</b>	<b>N/A</b>
	<b>% by Row</b>	<b>7.4%</b>	<b>22.9%</b>	<b>16.5%</b>	<b>9.1%</b>	<b>44.0%</b>	<b>100.0%</b>	

**7. In the last 12 months, what are all the non-work reasons why you have visited downtown Edmonton?**  
 (Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
<b>Dining out</b>		<b>81.6%</b>	<b>1179</b>
Event in Churchill Square		60.2%	870
Bars/clubs		43.5%	628
Live music events/ theatre/ art events		47.1%	681
Shopping		61.6%	890
Festival/ parades		49.6%	717
Museums/ galleries		35.0%	506
Parks/ outdoor activities/ walks/ runs		39.9%	576
Seasonal/holiday entertainment and events		32.7%	473
Charitable events/ volunteer activities		17.0%	246
Visiting a downtown resident		33.1%	479
Library/ education events		23.9%	346
Government services (City Hall, Court House, Registry, etc.)		29.4%	425
Professional services (medical appointment, legal services, etc.)		31.8%	459
Non-work related meetings/ seminars		17.2%	249
Not Applicable		1.8%	26
Other (please specify):		9.1%	131
		<b>Valid Responses</b>	<b>1445</b>
		<b>Total Responses</b>	<b>1484</b>

**8. Overall, what is your impression of downtown?**  
 (Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Extremely positive		8.8%	127
<b>Positive</b>		<b>53.6%</b>	<b>775</b>
Neutral		21.2%	306
Negative		13.1%	190
Extremely negative		3.3%	47
Not Answered			29
<b>Valid Responses</b>			<b>1445</b>
<b>Total Responses</b>			<b>1474</b>

**9. In the winter time, what is your impression of downtown?**  
 (Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Extremely positive		2.6%	37
Positive		30.0%	433
<b>Neutral</b>		<b>37.6%</b>	<b>543</b>
Negative		22.2%	321
Extremely negative		7.6%	110
Not Answered			30
<b>Valid Responses</b>			<b>1444</b>
<b>Total Responses</b>			<b>1474</b>

**10. How has your opinion of downtown changed relative to what it was a year ago?**  
 (Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Significantly more favorable		10.5%	152
<b>More favorable</b>		<b>42.9%</b>	<b>621</b>
The same		39.2%	567
Less favorable		5.3%	77
Significantly less favorable		2.0%	29
Not Answered			28
<b>Valid Responses</b>			<b>1446</b>
<b>Total Responses</b>			<b>1474</b>

**11.** How well do these statements describe your impressions of downtown? Using a scale where 5= Strongly Agree and 1= Strongly Disagree.

(Respondents could only choose a **single** response for each topic)

		5= Strongly Agree	4= Agree	3= Neutral	2= Disagree	1= Strongly Disagree	Don't Know	N/A	Total
Has affordable parking	Count	73	244	243	350	<b>390</b>	42	58	1400
	% by Row	5.2%	17.4%	17.4%	25.0%	<b>27.9%</b>	3.0%	4.1%	100.0%
Has convenient parking	Count	95	<b>368</b>	285	294	268	34	52	1396
	% by Row	6.8%	<b>26.4%</b>	20.4%	21.1%	19.2%	2.4%	3.7%	100.0%
Is family-friendly	Count	51	383	<b>454</b>	269	119	67	57	1400
	% by Row	3.6%	27.4%	<b>32.4%</b>	19.2%	8.5%	4.8%	4.1%	100.0%
Is gay-friendly	Count	122	<b>456</b>	263	40	18	347	152	1398
	% by Row	8.7%	<b>32.6%</b>	18.8%	2.9%	1.3%	24.8%	10.9%	100.0%
Is welcoming to women	Count	107	<b>481</b>	357	168	70	147	69	1399
	% by Row	7.6%	<b>34.4%</b>	25.5%	12.0%	5.0%	10.5%	4.9%	100.0%
Is welcoming to seniors	Count	46	345	<b>370</b>	208	94	248	88	1399
	% by Row	3.3%	24.7%	<b>26.4%</b>	14.9%	6.7%	17.7%	6.3%	100.0%
Is welcoming to all racial and ethnic groups	Count	152	<b>513</b>	319	69	27	248	70	1398
	% by Row	10.9%	<b>36.7%</b>	22.8%	4.9%	1.9%	17.7%	5.0%	100.0%
Is pet-friendly	Count	43	296	<b>349</b>	266	89	238	103	1384
	% by Row	3.1%	21.4%	<b>25.2%</b>	19.2%	6.4%	17.2%	7.4%	100.0%
Is walkable as things are not too spread out	Count	158	<b>621</b>	281	201	111	13	9	1394
	% by Row	11.3%	<b>44.5%</b>	20.2%	14.4%	8.0%	0.9%	0.6%	100.0%


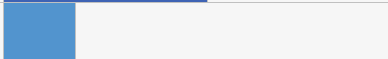





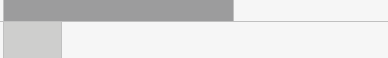


Is a good place to live	Count	207	<b>504</b>	242	150	106	125	57	1391
	% by Row	14.9%	<b>36.2%</b>	17.4%	10.8%	7.6%	9.0%	4.1%	100.0%
Is a good place to work	Count	347	<b>620</b>	177	86	49	72	48	1399
	% by Row	24.8%	<b>44.3%</b>	12.7%	6.1%	3.5%	5.1%	3.4%	100.0%
Is improving every year	Count	397	<b>529</b>	231	121	66	38	4	1386
	% by Row	28.6%	<b>38.2%</b>	16.7%	8.7%	4.8%	2.7%	0.3%	100.0%
Has one-of-a-kind options that can't be found elsewhere in the city	Count	236	<b>477</b>	240	256	141	39	6	1395
	% by Row	16.9%	<b>34.2%</b>	17.2%	18.4%	10.1%	2.8%	0.4%	100.0%
Is a place I like to take out-of-town guests	Count	243	<b>516</b>	239	201	157	14	27	1397
	% by Row	17.4%	<b>36.9%</b>	17.1%	14.4%	11.2%	1.0%	1.9%	100.0%
Is easy to get to via public transit	Count	431	<b>623</b>	152	85	46	40	19	1396
	% by Row	30.9%	<b>44.6%</b>	10.9%	6.1%	3.3%	2.9%	1.4%	100.0%
Is the commercial core of the city	Count	227	<b>432</b>	309	275	105	45	3	1396
	% by Row	16.3%	<b>30.9%</b>	22.1%	19.7%	7.5%	3.2%	0.2%	100.0%
Is the cultural core of the city	Count	232	<b>468</b>	315	251	107	21	4	1398
	% by Row	16.6%	<b>33.5%</b>	22.5%	18.0%	7.7%	1.5%	0.3%	100.0%
Is the heart of the city	Count	277	<b>459</b>	322	201	115	14	5	1393
	% by Row	19.9%	<b>33.0%</b>	23.1%	14.4%	8.3%	1.0%	0.4%	100.0%
<b>Total</b>	<b>Count</b>	<b>3444</b>	<b>8335</b>	<b>5148</b>	<b>3491</b>	<b>2078</b>	<b>1792</b>	<b>831</b>	<b>25119</b>
	<b>% by Row</b>	<b>13.7%</b>	<b>33.2%</b>	<b>20.5%</b>	<b>13.9%</b>	<b>8.3%</b>	<b>7.1%</b>	<b>3.3%</b>	<b>100.0%</b>

**12. What are the reasons that discourage you from going downtown more often?**  
 (Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Lack of retail		33.3%	442
Don't feel safe		35.3%	469
Not aesthetically pleasing		38.7%	513
Lack of close parking		29.9%	397
<b>Lack of affordable parking</b>		<b>45.5%</b>	<b>604</b>
Lack of restaurants		10.6%	141
Not pedestrian-friendly		18.6%	247
Not bicycle-friendly		21.1%	280
Lack of entertainment/cultural options		15.3%	203
Unaware of entertainment options		17.5%	232
Lack of personal funds		11.9%	158
Can't find my way around		4.9%	65
Too much construction		33.3%	442
Downtown is too dirty		32.9%	437
Other (please specify):		21.3%	282
		<b>Valid Responses</b>	<b>1327</b>
		<b>Total Responses</b>	<b>1408</b>

**13. In the winter time, what would you like to see more of in downtown Edmonton?**  
 (Respondents were allowed to choose **multiple** responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
Winter patios		53.0%	686
Chairs/benches in Churchill Square		18.7%	242
<b>Outdoor heaters</b>		<b>61.2%</b>	<b>792</b>
Activities/events		57.7%	747
Festivals		46.9%	607
Outdoor markets		43.3%	560
Lighting		59.9%	775
Other (please specify):		15.1%	195
		<b>Valid Responses</b>	<b>1294</b>
		<b>Total Responses</b>	<b>1408</b>

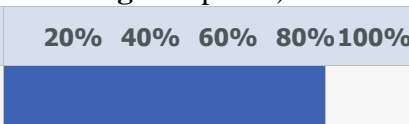
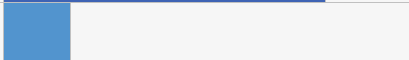
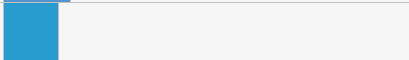
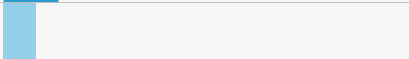
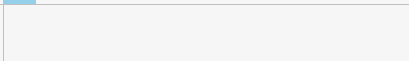
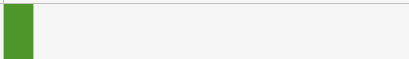
**14.** Finally, we would like to ask you a few questions about yourself that will be used for classification purposes only, and will not be used to identify you personally. Which of the following age groups do you fall into? (Respondents could only choose a **single** response)

Response	20% 40% 60% 80%100%	Frequency	Count
Under 18		0.6%	8
18 - 24		10.4%	142
<b>25-34</b>		<b>38.4%</b>	<b>524</b>
35-44		19.8%	270
45-54		15.3%	208
55-64		10.6%	145
65 or older		4.2%	57
Prefer not to say/ Refused		0.7%	9
Not Answered			9
<b>Valid Responses</b>			<b>1363</b>
<b>Total Responses</b>			<b>1372</b>

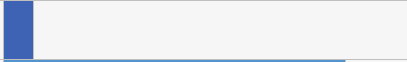

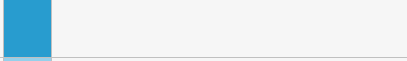
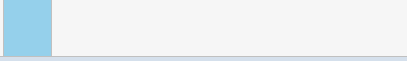
**15.** What is your gender? (Respondents could only choose a **single** response)

Response	20% 40% 60% 80%100%	Frequency	Count
<b>Male</b>		<b>55.0%</b>	<b>743</b>
Female		45.0%	608
Not Answered			21
<b>Valid Responses</b>			<b>1351</b>
<b>Total Responses</b>			<b>1372</b>



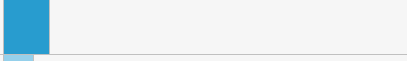
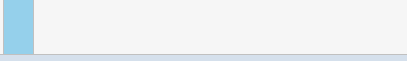
**16. How many children under the age of 18 live in your household?**  
 (Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
None		77.4%	1051
One		11.0%	149
Two		8.0%	108
Three		1.8%	25
More than three		0.6%	8
Prefer not to answer		1.3%	17
Not Answered			14
<b>Valid Responses</b>			<b>1358</b>
<b>Total Responses</b>			<b>1372</b>

17. What are the ages of the children living in your home? Please fill in the # of children in each age group: (Under 2 years old)  
 (Respondents were limited to **brief** text responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
2		2.3%	2
<b>1</b>		<b>83.7%</b>	<b>72</b>
0		7.0%	6
Other Responses		7.0%	6
		<b>Valid Responses</b>	<b>86</b>
		<b>Total Responses</b>	<b>1372</b>

17. What are the ages of the children living in your home? Please fill in the # of children in each age group: (2-5 years old)  
 (Respondents were limited to **brief** text responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
2		15.6%	15
<b>1</b>		<b>76.0%</b>	<b>73</b>
0		6.3%	6
Other Responses		2.1%	2
		<b>Valid Responses</b>	<b>96</b>
		<b>Total Responses</b>	<b>1372</b>


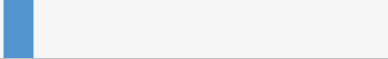

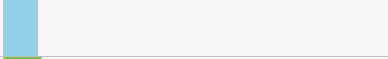
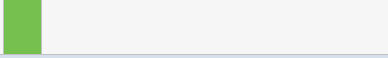
**17.** What are the ages of the children living in your home? Please fill in the # of children in each age group: (6 to 8 years old)  
 (Respondents were limited to **brief** text responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
2		11.3%	8
7		5.6%	4
<b>1</b>		<b>73.2%</b>	<b>52</b>
0		9.9%	7
Other Responses		0.0%	0
<b>Valid Responses</b>			<b>71</b>
<b>Total Responses</b>			<b>1372</b>

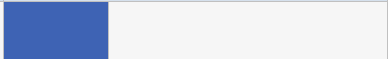

**17.** What are the ages of the children living in your home? Please fill in the # of children in each age group: (9 to 12 years old)  
 (Respondents were limited to **brief** text responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
2		20.3%	14
<b>1</b>		<b>68.1%</b>	<b>47</b>
0		8.7%	6
Other Responses		2.9%	2
<b>Valid Responses</b>			<b>69</b>
<b>Total Responses</b>			<b>1372</b>

**17.** What are the ages of the children living in your home? Please fill in the # of children in each age group: (13 to 17 years old)  
 (Respondents were limited to **brief** text responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
2		21.6%	19
3		5.7%	5
<b>1</b>		<b>58.0%</b>	<b>51</b>
0		6.8%	6
Other Responses		8.0%	7
		<b>Valid Responses</b>	<b>88</b>
		<b>Total Responses</b>	<b>1372</b>

**17.** What are the ages of the children living in your home? Please fill in the # of children in each age group: (Prefer not to answer)  
 (Respondents were limited to **brief** text responses)

Response	20% 40% 60% 80% 100%	Frequency	Count
yes		27.3%	3
<b>Other Responses</b>		<b>72.7%</b>	<b>8</b>
		<b>Valid Responses</b>	<b>11</b>
		<b>Total Responses</b>	<b>1372</b>



**18. Please indicate your household income for 2013:**  
 (Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Under \$20,000		2.4%	33
Between \$20,000 and \$39,999		5.5%	74
Between \$40,000 and \$59,999		11.2%	151
Between \$60,000 and \$79,999		12.2%	164
Between \$80,000 and \$99,999		14.0%	188
<b>Between \$100,000 and \$149,999</b>		<b>22.4%</b>	<b>302</b>
\$150,000 or more		18.5%	249
I don't know/I prefer not to answer		13.8%	186
Not Answered			25
<b>Valid Responses</b>			<b>1347</b>
<b>Total Responses</b>			<b>1372</b>

**19. Please indicate your marital status:**  
 (Respondents could only choose a **single** response)

Response	20% 40% 60% 80% 100%	Frequency	Count
Single/ never married		34.3%	457
<b>Married/ living together/ partnered</b>		<b>58.7%</b>	<b>783</b>
Widowed/ divorced/ separated		7.0%	94
Not Answered			38
<b>Valid Responses</b>			<b>1334</b>
<b>Total Responses</b>			<b>1372</b>