

RESEARCH SUMMARY

This memo summarizes key findings from a survey of Edmonton adults fielded between May 9th and May 15th, 2023. The survey was fielded online, with respondents drawn randomly from a mix of research panels. A total of 301 respondents completed the survey. The margin of error on a probability sample of this size is 5.8%, 19 times out of 20.

Data has been weighted by education, gender, and age using 2021 census figures, so that results are representative of Edmontonians aged 18+.

TOPLINE FINDINGS

Survey respondents were asked, *“How much do you know about the City of Edmonton’s newly proposed Zoning Bylaw Renewal Initiative?”* and were presented with four different response options:

- **3% familiar with the details of the initiative and could explain it to someone else**
- **11% have a general idea of the details of the initiative**
- **24% have heard about it in passing**
- **62% have never heard of it**

This is a very low level of awareness, especially when we consider survey respondents have a tendency to overstate their level of knowledge on these types of questions. For context, a recent Pollara survey of Edmontonians measured awareness of a fake news story, and found 3% said they were familiar with details, 8% said they had a general idea, and 17% claimed to have heard about it in passing. Using this fake news story as a baseline, **“true recall” of the Zoning Bylaw Renewal Initiative is likely only 3% who have a general idea and another 7% who have heard of it in passing.**

DEMOGRAPHIC DIFFERENCES

There is low awareness of the zoning initiative across all demographic groups:

	Overall	Men	Women	18-34	35-49	50-64	65+
Familiar & can explain	3%	2%	4%	10%	4%	1%	1%
General idea	11%	11%	11%	7%	14%	11%	9%
Heard in passing	24%	26%	23%	23%	18%	29%	25%
Never heard of it	62%	61%	63%	60%	65%	59%	65%