



Edmonton
Community
Foundation

Edmonton Community Foundation

Omnibus Survey
August 2013

Leger

THE RESEARCH INTELLIGENCE GROUP



CONTEXT AND OBJECTIVES



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In 2013, a collaboration is being piloted between the Edmonton Community Foundation (ECF) and Edmonton Social Planning Council (ESPC) to develop a Vital Signs report on food security (the nationally identified issue area for Vital Signs 2013).

In August 2013, ECF contracted Leger to include three questions in our online OmniWeb survey to gauge Edmontonians' perceptions of food security in Edmonton.



THE RESEARCH INTELLIGENCE GROUP



RESEARCH METHODS

Data Collection

- 500 online interviews were conducted with residents of Edmonton CMA
- Interviews were conducted between August 6th and August 7th, 2013

Target Respondents

- Residents of Edmonton CMA, 18 years of age or older

Statistical Reliability

- Data were weighted based on age and gender to ensure representativeness.
- 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 ± 4.4 percentage points, 19 times out of 20.



KEY INSIGHTS



KEY INSIGHTS



Half of Edmontonians (48%) agree that food security is a significant problem in Edmonton. They feel that solving this problem should be a combined effort between individuals and governments.

While Edmontonians feel that the government is primarily responsible for ensuring food security, they also acknowledge that individuals have a significant role to play in alleviating this problem.

They note that the government should create policies and programs that reduce poverty and address other barriers to healthy eating (28% agree this should be the top priority for improving food security), and food wastage at home should be reduced (16% agree this should be the top priority for improving food security) as well.

2005	25%
2006	35%
2007	36%
2008	48%
2009	55%
2010	80%
2011	85%



+40%

+10%

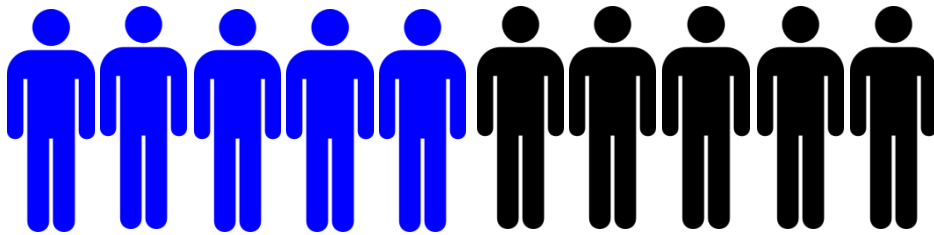




FOOD SECURITY IN EDMONTON

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.

To what extent do you agree or disagree that Food Security is a significant problem in Edmonton?



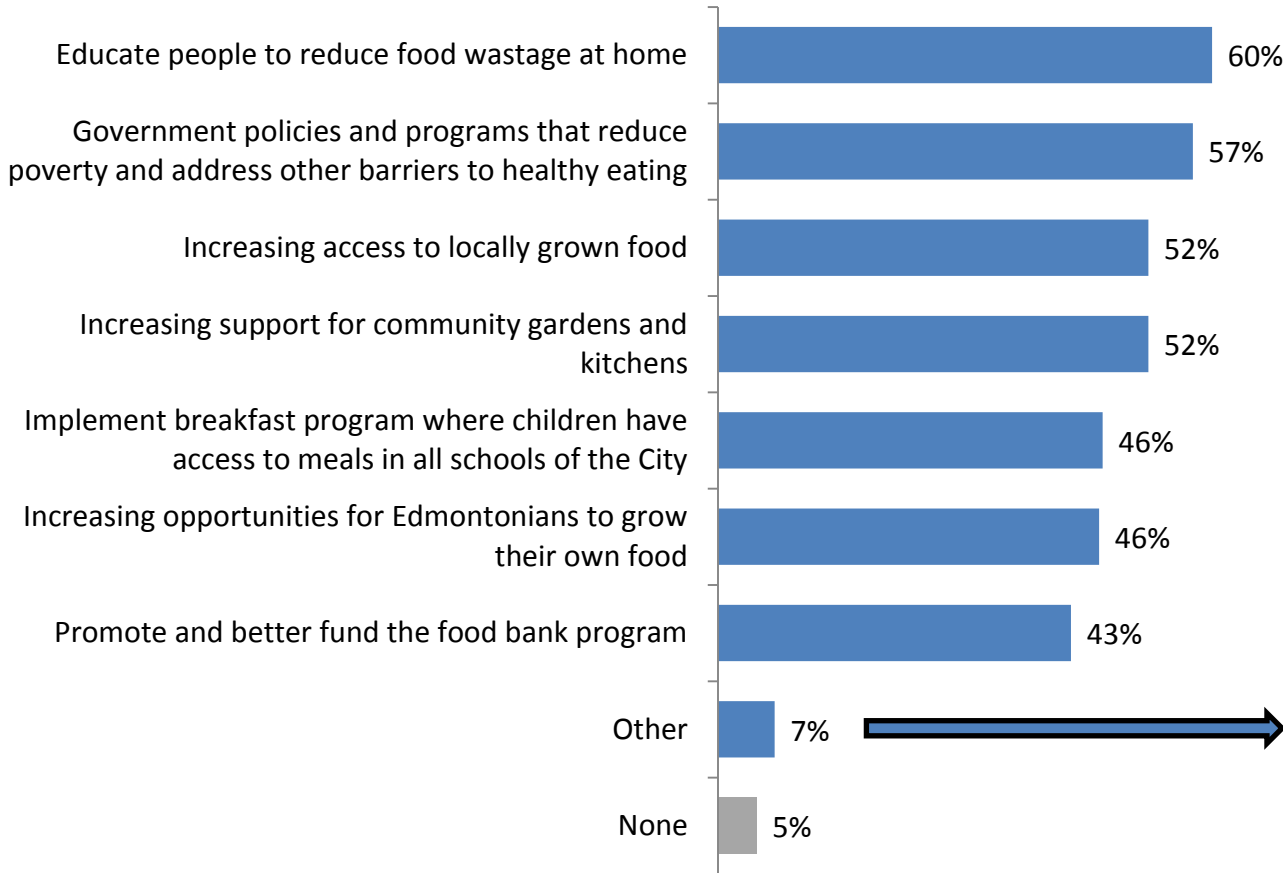
HALF OF EDMONTONIANS AGREE FOOD SECURITY IS A SIGNIFICANT PROBLEM IN EDMONTON

Food security is a significant problem in Edmonton	Edmontonians (n=500)
Agree	48%
Strongly Agree	14%
Somewhat Agree	34%
Neither Agree nor Disagree	15%
Disagree	35%
Strongly Disagree	13%
Somewhat Disagree	22%



ACTIONS TO IMPROVE FOOD SECURITY

According to you, what should be done to improve Food Security in Edmonton?



“Bring in food/nutrition education in schools to teach people how to eat well on limited incomes. Drop food prices in stores for healthy foods.”

“Encourage people to 1) spend money properly and 2) take advantage of existing programs.”

“Incentive program for low income families who take part and implement daily, healthy, home meal plans.”

“Taxes could be raised on unhealthy food choices, either at restaurants and/or food markets.”

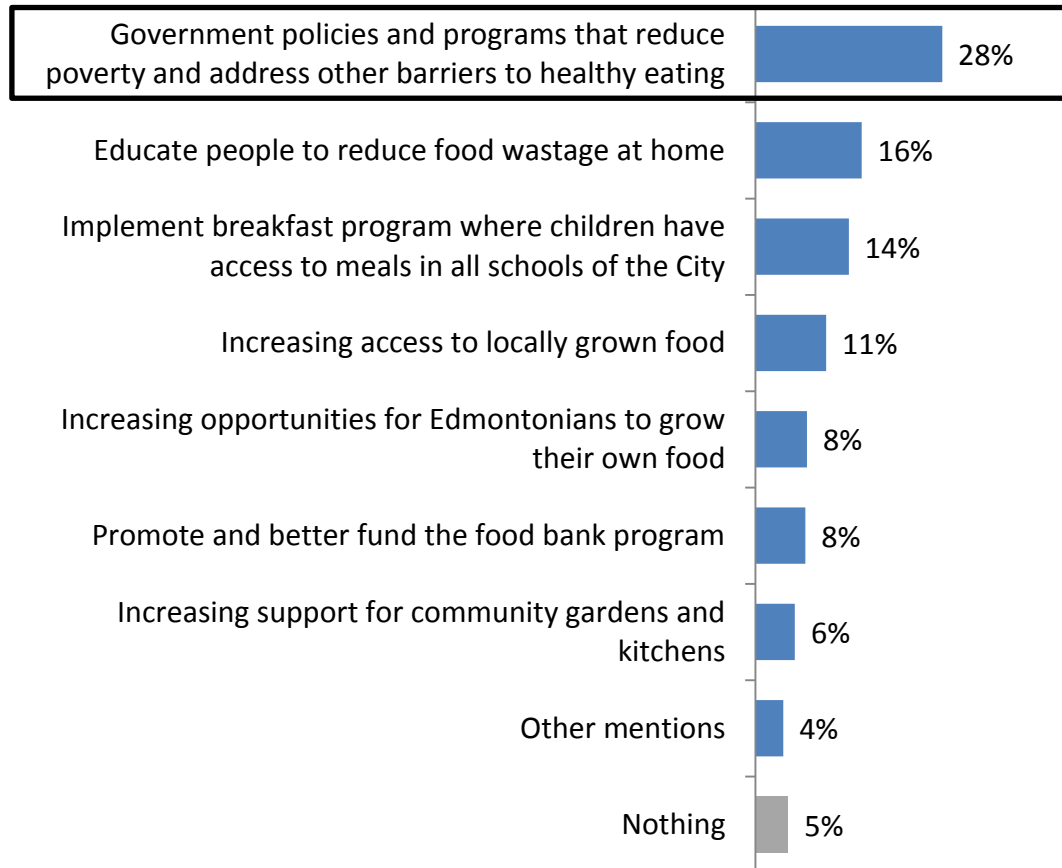
“Government should not be involved.”

Base: Edmontonians (n=500)
 Note: Multiple responses allowed
Italics denote verbatim responses



TOP PRIORITY FOR IMPROVING FOOD SECURITY

And, what should be the top priority...





PROFILE OF
RESPONDENTS



PROFILE OF RESPONDENTS

	Edmontonians (n=500)
Gender	
Male	50%
Female	50%
Age	
18-24 years of age	8%
25-34 years of age	25%
35-44 years of age	18%
45-54 years of age	19%
55-64 years of age	15%
65-74 years of age	11%
75 years of age or older	4%
Marital Status	
Single	26%
Married / living in common law	59%
Divorced	8%
Separated	1%
Widowed	3%
I prefer not answering	2%

	Edmontonians (n=500)
Children in Household	
Yes, 12 years of age and older ONLY	5%
Yes: 12 years of age and older AND younger than 12 years old	2%
Yes: YOUNGER than 12 years old ONLY	17%
No children under 18 years old at all in the household	73%
I prefer not to answer	3%
Income	
\$19,999 or less	2%
between \$20,000 and \$39,999	11%
between \$40,000 and \$59,999	14%
between \$60,000 and \$79,999	14%
between \$80,000 and \$99,999	13%
\$100,000 or more	29%
I don't know / I prefer not answering	17%



PROFILE OF RESPONDENTS

	Edmontonians (n=500)
Education	
High school, general or professional (8 to 12 years)	15%
College pre-university, technical training, certificate (CEP), accreditation (ASP) or proficiency diploma (DEP)	27%
University certificates and diplomas	12%
University Bachelor (including classical studies)	31%
University Master's	11%
University Doctorate (PhD)	2%
I prefer not to answer	2%
First Language	
French	4%
English	80%
Other	8%
English and other	6%
I prefer not answering	2%

	Edmontonians (n=500)
Occupation	
Office worker	9%
Personnel specialized in sales	5%
Personnel specialized in services	5%
Manual workers	2%
Skilled, semi-skilled workers	6%
Science and technologies workers	6%
Professionals	19%
Managers/administrators/owners	11%
Homemaker	5%
Student	5%
Retired	19%
Unemployed	1%
Other	5%
I prefer not answering	2%