

## Topline Summary: Edmonton Zoning Survey

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This memo summarizes key findings from a survey of Edmonton adults fielded between October 3<sup>rd</sup> and 6<sup>th</sup>, 2023. The survey was fielded online, with respondents drawn at random from a mix of research panels. A total of 754 respondents completed the survey. The margin of error on a probability sample of this size is  $\pm 3.6\%$ , 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+.

Full questionnaire wording has been provided at the end of this memo.

### ISSUE AWARENESS

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

- **6% familiar with the details of the initiative and could explain it to someone else**
- **22% have a general idea of the details of the initiative**
- **29% have heard about it in passing**
- **44% have never heard of it**

Though this is a relatively low level of awareness, it represents a significant increase from Pollara’s May survey on this topic when only 3% were familiar with the details, 11% had a general idea, and 24% had heard about it in passing.

As was the case in May, younger Edmontonians are the most likely to say they are familiar with the initiative and could explain details of it to someone else (11%), but total awareness has increased the most among older Edmontonians, to the point where they are now the most likely to have heard about it.

	Overall	Men	Women	18-34	35-49	50-64	65+
Familiar & could explain	6%	7%	5%	11%	5%	3%	4%
Total awareness	56%	64%	49%	52%	45%	57%	68%

**ISSUE SUPPORT**

**Edmontonians are divided on the zoning initiative, with 28% supportive and 33% opposed.** Many (38%) are undecided, a byproduct of the relatively low percentage of people who know *details* about the initiative. Among those who feel *strongly* about it, strong opponents outnumber strong supporters by more than a 2:1 ratio (13% strongly oppose vs. 6% strongly support).

Among those who have heard of the initiative before, 38% support it and 42% are opposed. Most of those unaware of the initiative don't have an opinion about it (support 16% / oppose 23%).

Views on this initiative are similar among homeowners and renters. There is a large age divide around this question, with a small plurality of younger Edmontonians supportive, but those older residents more decisively against it.

	Overall	Men	Women	18-34	35-49	50-64	65+
Total support	28%	33%	24%	36%	33%	23%	25%
Total oppose	33%	38%	30%	27%	18%	36%	49%

	Overall	Under \$50k	\$50k-\$100k	\$100k+	Own	Rent
Total support	28%	23%	32%	34%	29%	28%
Total oppose	33%	35%	33%	33%	35%	32%

There is no consensus on what the zoning initiative will do to housing prices in Edmonton, though more expect making concessions to developers on zoning bylaws would lead to higher rather than lower housing prices:

- **26% this would make housing more expensive**
- **13% this would make housing less expensive**
- **21% this would not have a major impact on the cost of housing**
- **40% don't know**

## POTENTIAL CHANGES

**A majority (58%) of Edmontonians support a one-year delay in the zoning bylaw to allow for broader input and consultations, with only 15% opposed.**

Though opponents of the initiative are the most supportive of a delay, a majority of those who support the zoning initiative support a one-year delay. Even the majority of those familiar with the *details* of the initiative support a one-year delay (support 58% / oppose 39%).

	Overall	Supporters of zoning initiative	Opponents of zoning initiative
<b>Total support</b>	<b>58%</b>	<b>53%</b>	<b>85%</b>
<b>Total oppose</b>	<b>15%</b>	<b>35%</b>	<b>11%</b>
Strongly support	23%	11%	50%
Somewhat support	35%	42%	35%
Somewhat oppose	11%	24%	8%
Strongly oppose	4%	11%	3%
Don't know	27%	12%	4%

**Six-in-ten (60%) support amending the proposed zoning bylaw so that new buildings must be built in a way that reduces carbon emissions and allows solar panels and electric vehicle chargers to be easily added by owners, compared to just 17% who oppose this.**

This measure is extremely popular among supporters of the zoning initiative, though a majority of opponents are also supportive. Support for this is equally high among men and women, and across all age and income groups.

	Overall	Supporters of zoning initiative	Opponents of zoning initiative
<b>Total support</b>	<b>60%</b>	<b>82%</b>	<b>57%</b>
<b>Total oppose</b>	<b>17%</b>	<b>14%</b>	<b>28%</b>
Strongly support	25%	37%	25%
Somewhat support	35%	44%	33%
Somewhat oppose	9%	8%	13%
Strongly oppose	8%	6%	15%
Don't know	23%	4%	14%

## APPENDIX: SURVEY QUESTIONNAIRE

**Q1. How much do you know about the City of Edmonton’s proposed Zoning Bylaw Renewal Initiative?**

- Familiar with the details of this initiative, and could explain it to someone else
- Have a general idea of the details of this initiative
- Heard about it in passing
- Never heard of it

**Q2. As you may have heard, the City of Edmonton is proposing city-wide changes to its zoning bylaw that reduce regulations on developers. Do you support or oppose the city’s proposed zoning bylaw?**

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don’t know

**Q3. Some people have suggested the City of Edmonton should delay the proposed zoning bylaw one year to allow for broader input and consultations. Would you support or oppose delaying the city’s proposed zoning bylaw for one year?**

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don’t know

**Q4. If the City of Edmonton gives concessions to developers on zoning bylaws, what impact do you think this would have on the cost of housing in Edmonton?**

- This would make housing more expensive
- This would make housing less expensive
- This would not have a major impact on the cost of housing
- Don’t know

**Q5. Do you support amending the proposed zoning bylaw so that new buildings must be built in a way that reduces carbon emissions and allows solar panels and electric vehicle chargers to be easily added by owners?**

- Strongly support
- Somewhat support
- Somewhat oppose
- Strongly oppose
- Don’t know