

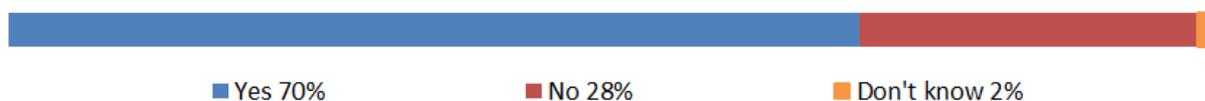
In recent years, there has been discussion about redesigning the City of Edmonton's flag. The following questions seek your opinion on the value of a City flag for Edmonton, a proposed new flag, and your level of support for redesigning the flag.

**Q1.** Prior to this survey, did you know the City of Edmonton has an official flag?

Please select one response only.

- Yes
- No
- Don't know

**Response:**



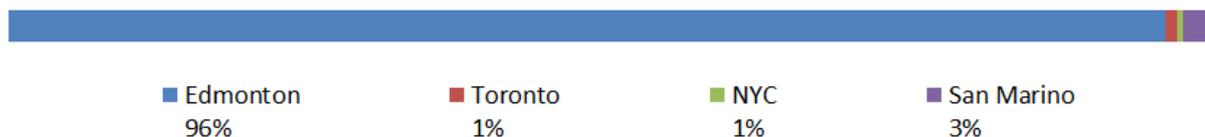
- A strong majority of respondents (70%) did know there is an official City flag, while 28% did not know.

**Q2.** Which of the following is the City of Edmonton flag?

Please select one response only.



**Response:**



- Almost all respondents (96%) correctly identified the City of Edmonton's flag when presented with a line-up of flags.

<IF CORRECT>



**CORRECT!** This is the City of Edmonton flag. The middle section is the City's Coat of Arms. It is an official symbol that reflects Edmonton's history, geography and aspirations, and includes:

- A mace, representing Edmonton's preeminent status as Alberta's capital city

- A sun emblazoned on the shield, representing Edmonton's above-average amount of sunshine
- A winged wheel, representing Edmonton's importance as an aviation and industrial centre
- A wavy ribbon, representing the North Saskatchewan River
- A sheaf of wheat, representing agriculture
- An explorer, representing the city's fur trading heritage
- Athena, the Goddess of Wisdom, representing education and the University of Alberta

The Coat of Arms is not being considered for redesign. It will remain the City's Coat of Arms.

<IF INCORRECT\_Toronto, Ontario>



WRONG! This is the flag of Toronto, Ontario. It displays the twin towers of Toronto City Hall on a blue background, with the red maple leaf of Canada at its base. The shape of the space above and between the towers suggests the letter 'T', the city's initial.

<IF INCORRECT\_New York City, New York>



WRONG! This is the flag of New York City, New York. The flag is sometimes, but rarely, flown without the seal at the center, making it a simple blue, white, and orange tricolor. The seal includes: a bald eagle, a native american, a seaman, a beaver, a windmill, flour barrels, and the year 1625.

<IF INCORRECT\_Republic of San Marino>



WRONG! This is the flag of the Republic of San Marino, which is a mountainous microstate surrounded by north-central Italy. The flag has two equal horizontal bands of white (representing peace) and light blue (representing liberty) with the national coat of arms superimposed in the center. The coat of arms has a shield featuring three towers on three peaks with a closed crown on top, flanked by an oak and laurel wreath, with a scroll below bearing the word LIBERTAS (Liberty).

[Click here for the correct answer.](#)



This is the City of Edmonton flag. The middle section is the City's Coat of Arms, which is an official symbol that reflects Edmonton's history, geography and aspirations, and includes:

- A mace, representing Edmonton's preeminent status as Alberta's capital city
- A sun emblazoned on the shield, representing Edmonton's above-average amount of sunshine
- A winged wheel, representing Edmonton's importance as an aviation and industrial centre
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Designing a flag can be a complicated process. Roman Mars, a podcast host and flag enthusiast, has suggested there are five elements of good flag design:

- Keep it simple,
- Use meaningful symbolism,
- Use two or three basic colours,
- Avoid lettering or seals/coats of arms, and
- Be distinctive.

If you wish, you can view his short TED Talk about flag design here:

[Click for question.](#)

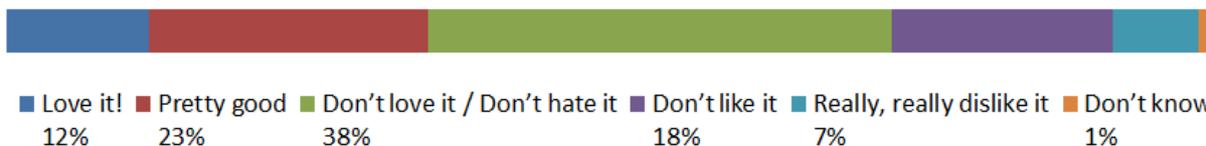
**Q3a.** What do you think of the City of Edmonton's flag?



Please select one response only.

- I love it!
- It's pretty good
- I don't love it and I don't hate it
- It don't like it
- I really, really dislike it
- Don't know

**Response:**



- 38% of respondents are neutral about the City flag (they don't love it and they don't hate it). 35% like it (12% really love it and 23% think it's pretty good), while 25% dislike it (18% don't like it and 7% and really, really dislike it)

**Q3b.** Why do you say that?  
<open ended>

**Response:**

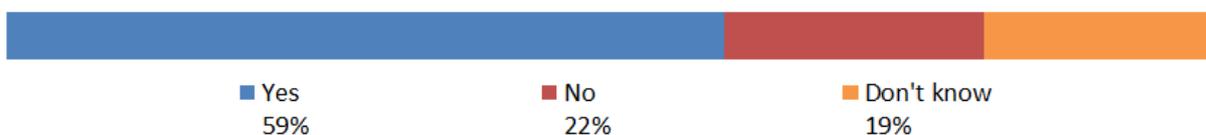
- When asked why they like the flag, the common themes were (in order of frequency): it reflects, symbolizes or represents the City, it reflects Edmonton's history, there is no need need to change it and the City should focus on other priorities, and it is simple.
- When asked why they dislike the flag, the common themes were (in order of frequency): the design is too complicated, it is not inclusive enough and is not reflective of all of Edmonton's diversity, it is dated, and they don't like the coat of arms.

**Q4.** Do you believe there is value in the City of Edmonton having a flag?

Please select one response only.

- Yes
- No
- I don't know

**Response:**



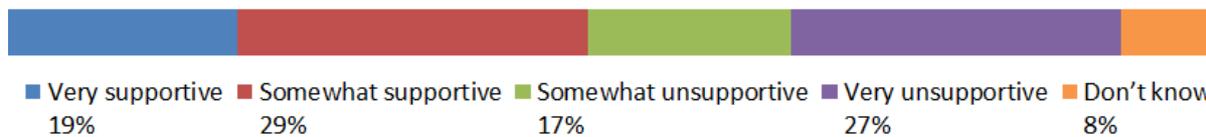
- 59% of respondents believe there is value in the City having a flag. 22% believe there is no value. 19% don't know.

**Q5a.** Are you in support of designing a new flag for the City of Edmonton?

Please select one response only.

- I'm very supportive
- I'm somewhat supportive
- I'm somewhat unsupportive
- I'm very unsupportive
- Don't know

**Response:**



- 44% of respondents are not supportive of designing a new flag for the City (27% are very unsupportive and 17% are somewhat unsupportive), while 48% are supportive (29% are somewhat supportive and 19% are very supportive). 8% don't know if they are supportive or not.

**Q5b.** Why do you say that?  
<open ended>

**Response:**

- When asked why they are not supportive of designing a new flag, the common themes were (in order of frequency): the City should not be spending money on this and there are other priorities, a re-design would be ok if it doesn't cost any money, the flag does not have value and I don't care about it.
- When asked why they are supportive of designing a new flag, the common themes were (in order of frequency): a re-design would be ok if it doesn't cost any money or take any time, it could be a good symbol for the City and show civic pride, and a new flag would show Edmonton's progress.

**Q6.** The following flag was the winner of an art contest carried out as part of Treaty 6 Day celebrations in 2016. It was presented to the City by the Confederacy of Treaty 6 First Nations and has been suggested as a possible new flag design for the City of Edmonton.



The flag is intended to remind Settlers and First Nations that the Treaty is not time-limited, but enduring “as long as the sun shines, as long as the grass grows, and as long as the river flows.” Also, the colour purple traditionally symbolizes courage and authority and the new day dawning symbolizes positive beginnings and bright futures. It also shares the overall colour palette of Edmonton's official Tartan.

Click for question.

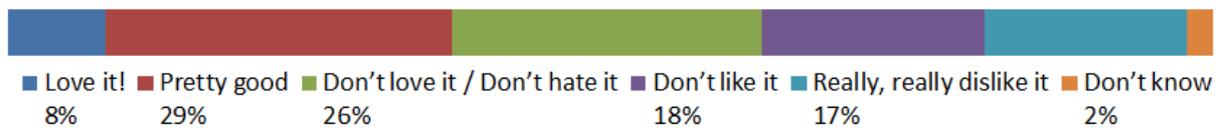
What do you think of this flag?



Please select one response only.

- I love it!
- It's pretty good
- I don't love it and I don't hate it
- It don't like it
- I really, really dislike it
- Don't know

**Response:**



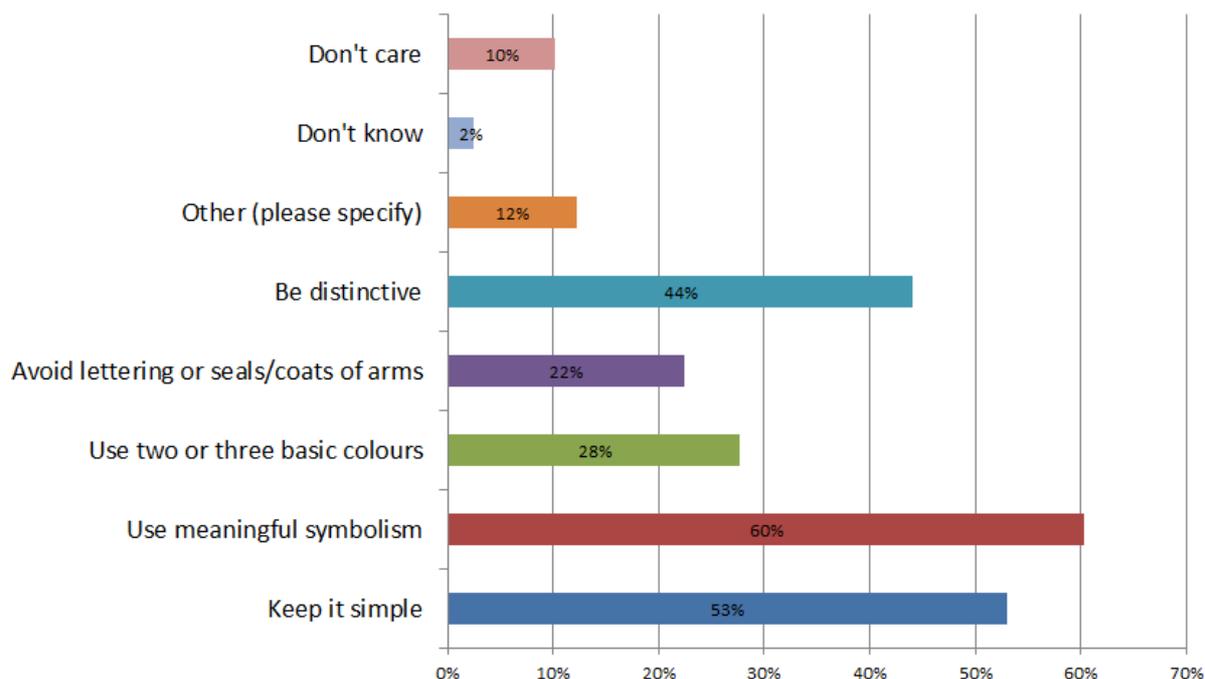
- 37% of respondents like the Confederacy of Treaty 6 First Nations flag design (8% love it and 29% think it's pretty good), while 35% dislike it (18% don't like it and 17% really, really dislike). 26% of respondents are neutral (they don't love it and they don't hate it).

**Q7.** Which elements of flag design do you consider to be most important? Choose all that apply.

Please select one response only.

- Keep it simple
- Use meaningful symbolism
- Use two or three basic colours
- Avoid lettering or seals/coats of arms
- Be distinctive
- Other, please specify \_\_\_\_\_
- Don't know
- Don't care

**Response:**



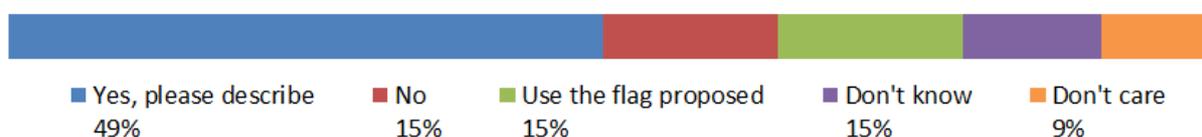
**Q8.** If the City decides to pursue a new flag, do you have any thoughts on what type of process should be used for its design? For example, accept public submissions, hire a designer, etc.

Please select one response only.

- Yes, please describe \_\_\_\_\_
- No
- Use the flag proposed by the the Confederacy of Treaty 6 First Nations
- Don't know
- Don't care

Thank you very much for your input!

**Response:**



- Other elements identified included (in order of frequency): keep the current flag/don't waste time or money on a new flag, represent all Edmontonians, include something that specifically identifies Edmonton, reflect Edmonton's history and heritage, and make it simple with symbolism that is easy to understand.
- Almost half of respondents (49%) provided their thoughts about what type of process should be used for design if the City decides to pursue a new flag. Common themes were (in order of frequency): a public submission process, including from kids and

students, hire a designer and then engage the public on options, and use a professional designer.

- 15% of respondents believe the City should use the design proposed by the Confederacy of Treaty 6 First Nations. 15% provided no thoughts, 11% didn't know, and 9% didn't care.