

Frequently Asked Questions

2025 Yellowknife Household Travel Survey



City of Yellowknife | September 2025

Frequently Asked Questions

How is my information kept private?

Any information collected will be protected per the provisions of the Access to Information and Protection of Privacy Act. Data gathered is processed, stored and used in a form that does not permit any individual household or its members to be identified. Names, addresses and phone numbers are deleted from the data file at the conclusion of the survey's data collection phase.

After completing the survey, participation can be withdrawn before November 30, 2025, by contacting Malatest's toll-free survey hotline at [1.855.688.1137](tel:18556881137) or email at info@YKtravelsurvey.ca. For more information about Malatest's privacy policy, visit <https://www.malatest.com/privacy-policy/>.

What do I do if I lose my letter with my secure login code?

If you have misplaced your secure access code, please contact Malatest's toll-free survey hotline at [1.855.688.1137](tel:18556881137) or email info@YKtravelsurvey.ca.

What is the survey information used for, and how will it benefit the city?

The survey is being conducted as part of Let's Move YK — Yellowknife's Transportation Plan. The plan will bring together past studies, strategies, and policies with new ideas and standards, creating a single, unified roadmap for Yellowknife's transportation network. This plan will help the City move forward with investments in transportation projects for all modes of travel over the next 25 years.

Survey data benefits our community. The data will be used to:

- Contribute to the development of the Transportation Plan
- Inform decisions about transportation infrastructure and development
- Provide monitoring data for transportation targets

What kinds of questions are asked?

To understand travel behaviour, we need to know where, when and how people travel. The survey also asks questions about household characteristics and demographics.

How many households will be surveyed?

The survey covers the City of Yellowknife. The survey has a goal of surveying 500 to 550 residents of the city. Your participation is important so that your neighbourhood is represented.

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When is the survey being conducted?

The survey is being conducted from September to October 2025.

Who is conducting the survey?

R.A. Malatest and Associates, an independent Canadian research company, is conducting the survey on behalf of the City. Surveys may be completed online at www.YKtravelsurvey.ca or over the phone at [1.855.688.1137](tel:18556881137).

How can residents confirm that the survey is legitimate?

Residents can confirm the survey is the legitimate Yellowknife Household Travel Survey if they receive a letter signed by Ben Hendriksen, Mayor of Yellowknife, with a secure access code directing them to complete a survey at www.YKtravelsurvey.ca. Some households may also be called by R.A. Malatest and Associates directly by phone.

How are residents selected to participate?

Participants are selected randomly by residential address to obtain a statistically relevant sample of households. Questions or concerns about this research for the City of Yellowknife can be directed to Malatest's toll-free survey hotline at [1.855.688.1137](tel:18556881137) or email info@YKtravelsurvey.ca

When was the last Household Travel Survey conducted?

The last time this kind of survey was done was 2008. It's time we update our understanding of residents' travel patterns so that we can better plan for the future.

I've also been asked to participate in a Community Survey. Is this the same thing?

No, it is a different survey. Both surveys are being conducted as part of Let'sMoveYK, Yellowknife's Transportation Plan. The **Household Travel Survey** collects factual data about travel from randomly selected households, so that we can build an accurate picture of daily travel patterns. The **Community Survey** is open to all residents and gathers feedback on what you see as the priorities, challenges, and opportunities for transportation and mobility in Yellowknife. It would be of great help if you can complete both surveys.

Who do I contact if I have more questions?

If you have questions about the survey, call the toll-free survey hotline at [1.855.688.1137](tel:18556881137) or email info@YKtravelsurvey.ca. For further information, visit www.YKtravelsurvey.ca.

For questions about the Transportation Plan or City of Yellowknife's transportation planning, contact Richela Solatorio, Community Engagement Advisor, rsolatorio@yellowknife.ca, 867-669-3413.