



**STRATHCONA
COUNTY**

2018 November SCOOP Mixed Topic Survey:

- **Awareness of County Services**
- **Current and Potential Housing in Strathcona County**
- **Pride of Strathcona Awards**
- **Roadside Signage**

Research Results

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I. INTRODUCTION AND PURPOSE OF THE STUDY

In November 2018, Strathcona County conducted an online survey as part of its SCOOP initiative to obtain feedback from residents about different aspects of life in Strathcona County. This project, entitled the *Mixed Topic Survey*, consisted of different survey areas whereby only a limited number of questions were asked within one or more topic areas. The intent of the Mixed Topic Surveys was to run these monthly and exclusively to residents who signed up to be part of Strathcona County's Online Opinion Panel. November's mix topic survey consisted of questions pertaining to awareness of County Services, roadside signage in the County and the Pride of Strathcona awards.

Obtaining primary data from residents directly will provide Strathcona County departments with information, and enable County officials to make decisions that accurately reflect the perspectives and attitudes of residents. This report will provide a comprehensive review of all steps undertaken in the development and implementation of the survey, as well as a detailed summary of the results. The results from this study were prepared by Communications in December 2018; SPSS was used for the data analysis.

II. METHODOLOGY

A. The Questionnaire

The questionnaire used in this study was a mixture of old and new questions, using questions that were submitted by department representatives from Communications, Transportation and Agriculture and Corporate Services. Using these questions, the survey was created, reviewed and modified where necessary by members of Survey Central for wording, question ordering and general understanding. This included a final check of the content by FOIP prior to the release of the survey to the public.

B. Sampling Design and Data Collection Procedure

The sample frame used in this study consisted of 301 people who had previously signed up to be part of SCOOP, Strathcona County's online opinion panel. Overall, 76.1% of the participants lived in the urban area, 19.9% came from rural parts of

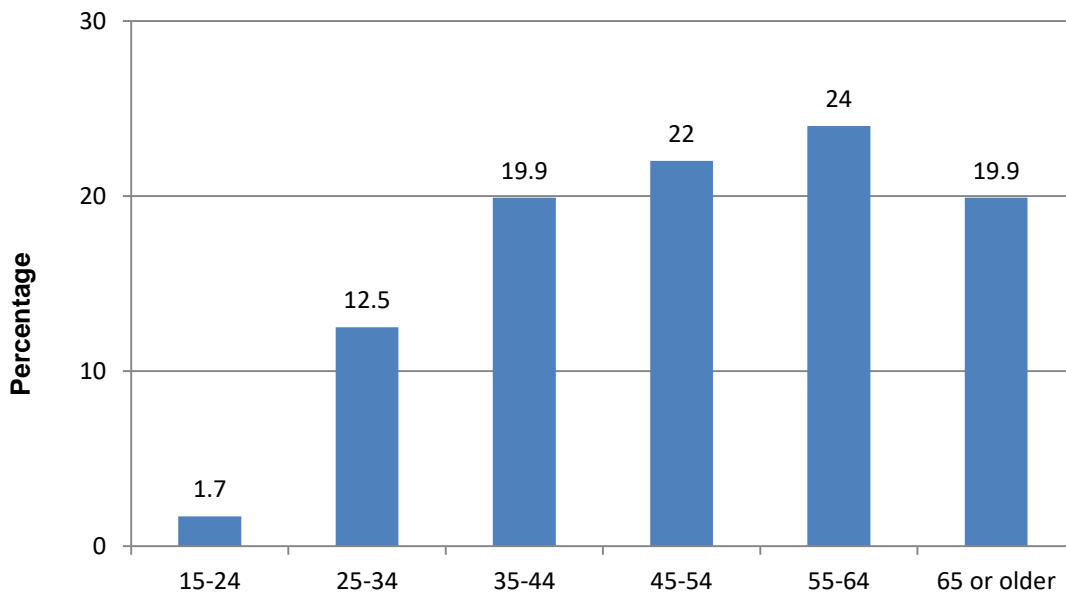
Strathcona County, and the remaining 4.0% worked in Strathcona County but did not live there.

The sample frame provided overall results¹ accurate to within $\pm 5.6\%$, 19 times out of 20. The data was gathered via the online SCOOP platform between November 28th and December 10th 2018.

During the fielding of the survey, respondents had the option to skip a section if they felt that the topic had no relevance to them.

As seen in Figure 1, the majority of respondents who participated in the survey are over the age of 44, with approximately one third of the participants between the age of 25 and 44. Only a very small percentage of participants were under 25. Overall, 66% of participants were female while 34% were male.

FIGURE 1
Age of Respondents



¹ The $\pm 5.6\%$ is the *margin of error* associated with this study and refers to the potential percentage spread that exists within answers to particular questions. This means that an answer could be up to 5.6% higher or lower than what is reported. Please note, however, that the data was gathered though an online survey and no controls were undertaken to make this a random sample.

III. 2018 SURVEY RESULTS: AWARENESS OF SERVICES

Strathcona County residents who lived in Sherwood Park or specific rural subdivisions, as well as those who worked in the County but did not live here were asked to answer a series of questions about their awareness of different Strathcona County services. The entire sample opted to answer questions on this topic. A measurement of awareness of County services was previously asked in the last two public satisfaction studies. A summary of the overall results to these questions is presented in Table 1, organized on the basis of the *very aware* rating

Table 1
Rating the awareness of aspects associated with Strathcona County

	Very Aware	Moderately Aware	Slightly Aware	Not at all Aware
Extent of Awareness:	%	%	%	%
That Emergency Services is an integrated fire and emergency medical service	55.6%	24.9%	10.4%	9.1%
Of the Strathcona County alert system	51.4%	28.0%	14.9%	5.7%
Strathcona County's online tool for reviewing details about your property assessment and comparing it to others	24.3%	15.9%	20.3%	39.5%
The decision-making role of Council	18.2%	36.1%	29.7%	15.9%
That Strathcona County's financial information is available on the web	16.8%	25.5%	23.5%	34.2%
Strathcona County's online tool for a breakdown of your property taxes toward various municipal services	16.3%	21.8%	26.5%	35.4%
Strathcona County's support of the Beaver Hills Biosphere	12.5%	10.8%	18.3%	58.3%
The Boards and Committee recruitment process	9.8%	17.6%	26.4%	46.1%

Overall, the majority of respondents had strong awareness levels of the *integrated fire/medical aspect associated with Emergency Services*. There was also a strong awareness of the *Strathcona County Alert system* (when the very aware/moderately aware figures were combined). There were considerably lower levels of awareness noted for the remaining aspects measured this year. In particular, there was no awareness of the *Beaver Hills Biosphere* or the *Boards and Committee recruitment process* by a large

majority of residents. The awareness percentages for all of the services noted in Table 1 were similar to when these were measured in 2017.

In this year's survey, one's age was a factor with respect to awareness levels for four of the items as noted below:

- With *Emergency Services being an integrated service*, being very aware of the service increased as the age of the individual increased.
- Being very aware of the *SC Alerts system* was highest among those aged 45-64 compared to those younger than 45 or older than 64.
- Being very aware of *Strathcona County's online tools for reviewing details about one's property or doing a breakdown of one's property taxes* was considerably lower among those aged 65 or older compared to younger people.

A summary of the percentage change between 2017 and 2018 for the items associated with measuring awareness of particular aspects of Strathcona County is shown in Table 2. It can be seen that increased awareness in the *very aware* module between 2017 and 2018 occurred for all of the items, particularly the *Strathcona County Alerts System* and for *Emergency Services being an integrated fire and emergency medical service*.

Table 2
Rating the awareness of aspects associated with Strathcona County
(Percentage Change between 2017 & 2018)

	Very Aware	Moderately Aware	Slightly Aware	Not at all Aware
Extent of Awareness:	%	%	%	%
That Emergency Services is an integrated fire and emergency medical service	7.3%	-2.7%	-5.2%	0.7%
Of the Strathcona County alert system	11.3%	2.3%	-3.6%	-10.0%
That Strathcona County's financial information is available on the web	4.8%	-3.2%	-0.9%	-0.6%
Strathcona County's support of the Beaver Hills Biosphere	4.0%	0.4%	0.0%	-4.5%
The decision-making role of Council	3.8%	6.3%	-1.9%	-8.4%
Strathcona County's online tool for reviewing details about your property assessment and comparing it to others	4.8%	-3.2%	-0.9%	-0.6%
Strathcona County's online tool for reviewing details about your property assessment and comparing it to others	1.6%	0.6%	2.7%	-4.8%
The Boards and Committee recruitment process	3.0%	4.8%	-0.6%	-7.3%

IV. 2018 SURVEY RESULTS: CURRENT AND POTENTIAL HOUSING IN STRATHCONA COUNTY

Strathcona County residents who lived in Sherwood Park or specific rural subdivisions, as well as those who worked in the County but did not live here were asked to answer a series of questions about housing. This included the type of housing they currently lived in, whether they planned to move in the future, and things that they looked for in a neighbourhood, regardless of their future moving status.² Almost the entire sample (97.7%) opted to answer questions on housing.

Initially, respondents were asked to indicate the type of dwelling that they are currently living in. Of those who answered:

- 86.3% live in a single detached dwelling;
- 5.5% live in a duplex;
- 3.4% live in an apartment style dwelling;
- 2.6% live in a row/town house; and
- The remaining 2.1% live in a suite within a single detached dwelling, a manufactured home or a condo.³

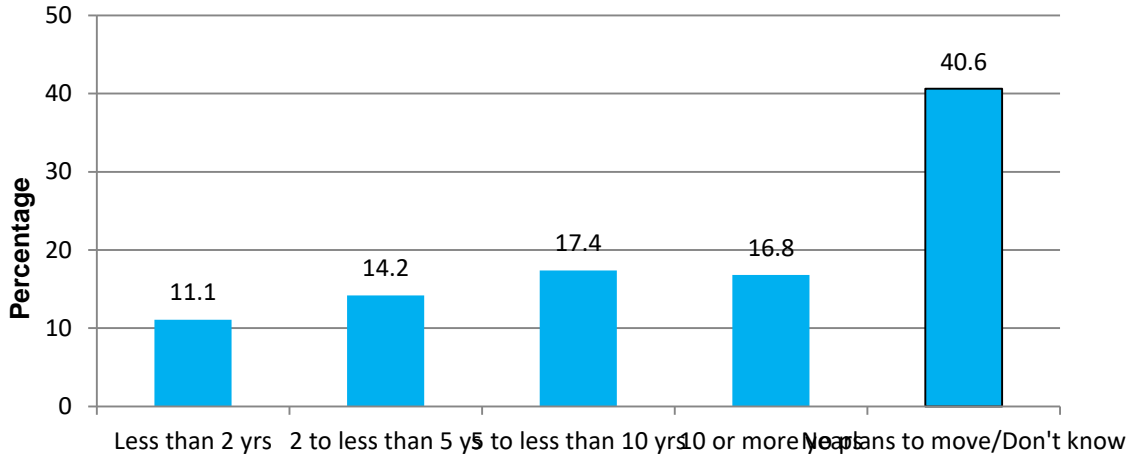
Almost all respondents were homeowners (92.4%). The remaining respondents were either renters (5.3%) or an “other” (2.4%), which usually meant they were family members within a household.

A depiction of potential moving plans among respondents is shown in Figure 2. It can be seen that just over 25% had tentative plans to move within the next 5 years. The majority of respondents did not.

FIGURE 2 Potential Moving Plans

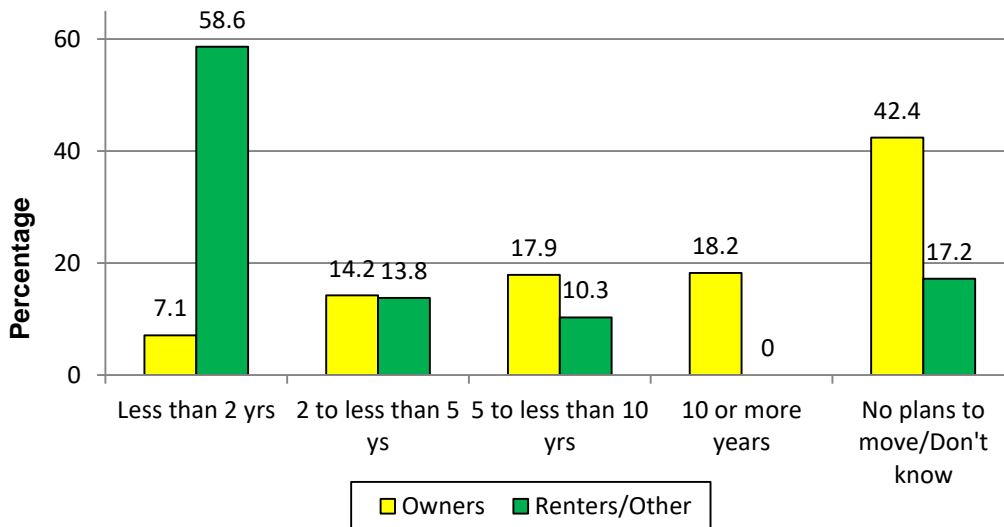
² There were a small number of respondents who worked in the County but did not live here. A subsequent comparison of these people compared to those who lived in the County did not result in any significant differences.

³ There is actually no unique definition of a condo, so it is likely that those individuals likely live in an apartment or a townhouse dwelling.



A comparison of moving plans based on homeownership is shown in Figure 3. It can be seen that renters have a much higher potential for moving within the next 2 years compared to homeowners.

**FIGURE 3
Potential Moving Plans**

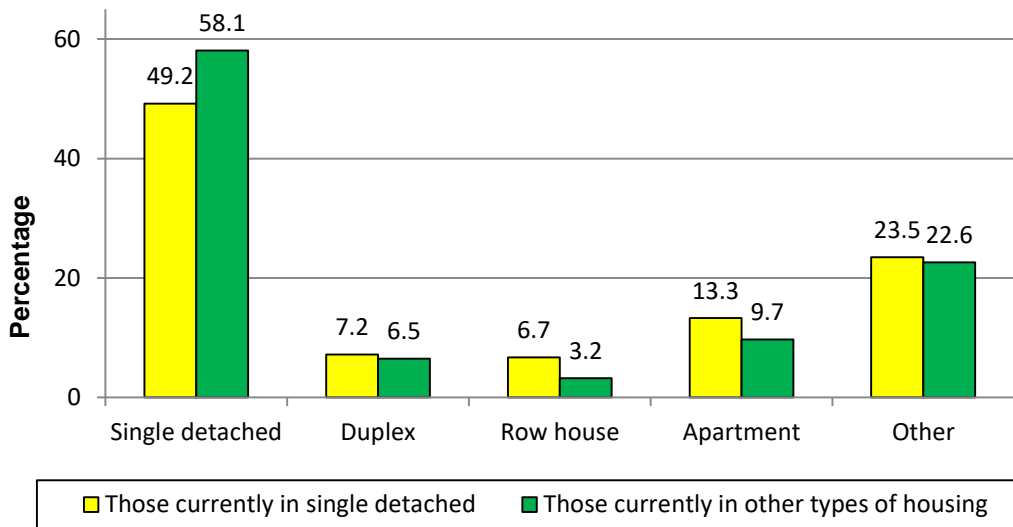


Respondents were then asked as to what type of housing they would move into should they decide to move in the future. Figure 4 depicts the type of housing that those currently living in single detached housing would choose to move into, as well as those in other types of housing. It can be seen that 49.2% of those currently living in a single detached dwelling would continue to do so. However, it can also be seen that many of them (23.5%) would choose to move into another type of dwelling, most often being

some sort of dwelling geared to seniors. The remaining current single detached dwellers would be looking to downsize into a duplex, row house or apartment.

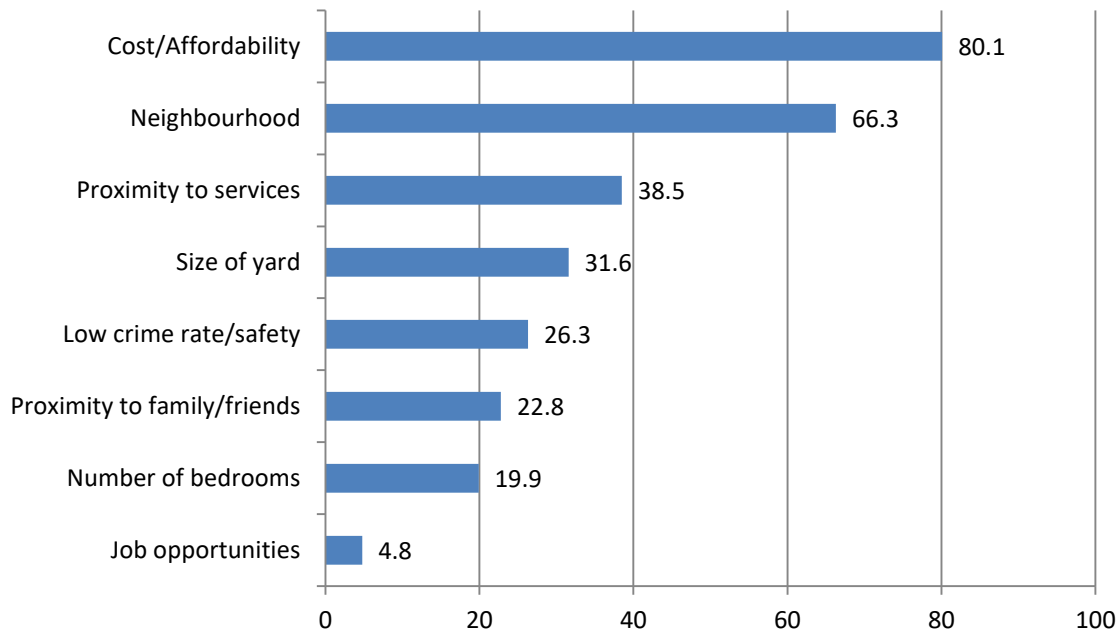
It can also be seen from Figure 4 that 58.1% of those living in another type of dwelling would choose to move into a single detached type of home. There were also 22.6% who would move into another type of dwelling, again most often some sort of dwelling geared to seniors.

**FIGURE 3
Potential Moving Plans**



The next question in the survey asked respondents to indicate what factors would enter into their decision for a new home. It can be seen from Figure 5 that cost/affordability was the primary reason for moving into a new home, followed by the neighbourhood and proximity to services. Other factors also mentioned by 9.7% of respondents as “other” factors included the size of the home, the size of the garage, access to parks and other natural areas and the proximity to getting to work.

**FIGURE 5
Factors for Moving into a New Home**



The final question pertaining to housing asked respondents whether they thought they could find their preferred housing somewhere in Strathcona County. Overall, 60.7% thought that they could, 10.3% said no, and the remaining 28.9% were not sure.

V. 2018 SURVEY RESULTS: PRIDE OF STRATHCONA AWARDS

Strathcona County residents who lived in Sherwood Park or specific rural subdivisions, as well as those who worked in the County but did not live here were asked to answer questions pertaining to the Pride of Strathcona awards. Overall, almost all of the respondents (93.7%) opted to answer questions on this topic.

Initially, respondents were provided with the following information:

The Pride of Strathcona Awards is Strathcona County's annual awards program aimed at fostering pride in the community by recognizing citizens for outstanding achievements and contributions. Residents can be recognized in the following categories: Agricultural Leadership; Arts, Culture and Heritage; Community Service; Economic Diversification; Heroism and Leadership; Outstanding Group; Service to Seniors; and Youth.

The first question asked respondents if they were aware of the Pride of Strathcona Awards program prior to reading the information in the survey. Overall, 63.1% indicated that they were previously aware of the program. A further analysis revealed that:

- A greater percentage of females (67.4%) were aware of the awards compared to males (54.3%); and
- A greater percentage of older respondents (aged 45 to 64 – 71.4% and age 65 or older – 71.9%) were aware of the awards compared to those under the age of 45 (46.3%).

Respondents were then asked if they would consider nominating someone for a Pride of Strathcona Award in 2019. Overall, 27% indicated that they would consider this. A further analysis revealed no differences in this based on gender or age.

Those who indicated that they would not nominate anyone were asked to state their reasons why they felt this way. Overall, the majority of them indicated that they had not lived in the County long enough or knew anyone that they could comfortably nominate for an award. There were some people who were not interested enough to go through the requirements to nominate someone, and there was one person who thought that that name of the award might confuse people who now associate the term pride with LGBTQ events. A list of the comments, grouped into categories, can be found on the next page.

Open ended comments on the Pride of Strathcona Awards

Not familiar enough with people to nominate/Don't know who to nominate

- Although I support the nominations and the Awards, I am not familiar with all the groups and individuals involved in each group (ie. Minor Hockey, or Sports, senior advocates, etc.)
- At the moment can't think of anyone to nominate.
- At this time, I do not have anyone in mind who I feel would merit the award.
- At this time, I do not know anyone who I feel meets the criteria for these awards.
- Can't think of anyone for the categories mentioned. I can think of other people in other categories that do not yet exist - or perhaps I need more information on what the categories mean
- Can't think of anyone that would be suited that I know
- Cannot think of anyone right now at this moment
- Can't think of anyone and don't know the process.
- Can't think of anyone at this moment
- Can't think of anyone right now.

- Can't think of anyone that deserves to be nominated
- Can't think of anyone to nominate
- Do not have an individual or group in mind that I would nominate.
- Do not have anyone I know who fits the opportunity.
- do not know suitable candidates
- Do not know who I would nominate.
- Can't say as I know anybody worthy enough.
- Can't think of any person at the time to nominate
- Can't think of any person to nominate at this time, and not willing to spend time considering it. There are many worthy individuals and organizations but I've never been good at formal recognitions.
- Don't know anyone I'd want to nominate
- Don't know anyone worthy of nomination.
- Don't know if anyone
- Don't feel that I know someone who is worthy among the candidates.
- Don't have anyone in mind to nominate.
- Don't know any outstanding people.
- Don't know anybody with outstanding credits
- Don't know anyone noteworthy
- Don't know anyone or group worthy of the award right now.
- Don't know anyone that I could nominate
- don't know anyone that I think should be nominated
- Don't know anyone that would apply to
- Don't know anyone to nominate
- Don't know anyone well enough
- Don't know anyone who would merit an award.
- Don't know anyone worthy in Strat County
- don't know enough people yet in the county
- don't know of anyone to nominate
- Don't know of anyone to nominate.
- Don't know of anyone worthy
- Don't know of anyone
- Don't know someone eligible
- Don't think I know anyone suitable
- Have no one to nominate.
- I am fairly new to the community, and do not know anyone well enough to nominate.
- I am not aware of any persons or activities justifying an award
- I am not aware of anyone deserving of an award
- I am not aware of anyone I would like to nominate
- I am not fully aware of anyone that I know who will likely qualify. But, this decision may not be final if the situation changes in due course.
- I am not really involved with groups/individuals in these areas.
- I am not sufficiently involved in community activities to know individuals appropriate for nomination.

- I can't think of anyone that I would nominate
- I do not know enough people in Sherwood Park and or what they do as a retiree that has not lived here for a long time yet.
- I don't have anyone I feel is worthy of nomination
- I don't know anyone that has gone above and beyond in the categories listed.
- I don't know anyone that would fit at this time.
- I don't know anyone who would be eligible for that award
- I don't know anyone
- I don't know enough people
- I don't know many people that work/volunteer in the community. The extent of people I know in the area are county employees (library, millennium, etc), neighbours, and friends. They are great people but I wouldn't say they are above and beyond and require an award.
- I don't know many people who live and are involved in the community. BTW, I've lived here for 8 years.
- I don't personally know a person who would qualify
- I don't think I know anyone that would be a candidate for this
- I don't know anyone that I would consider particularly exemplary in those categories
- I don't know anyone who has gone above and beyond for the community.
- I don't know anyone who I'd want to nominate
- I don't know anyone who might be worthy of this.
- I don't know anyone who really fits the criteria
- I don't know anyone who would be worthy of nominating.
- I don't know anyone who would fit into the above categories.
- I don't know anyone worthy, but that's just because I'm not connected to many groups.
- I don't know anyone
- I don't know many people well enough.
- I don't know of anyone I would nominate
- I don't know of anyone that I can think of right now that I would nominate. If I had someone in mind, I would consider nominating them.
- I don't know of anyone to nominate
- I don't know the appropriate person to do a good job.
- I don't know who I would nominate
- I don't really know anyone to nominate for any of the awards
- I have no one to nominate.
- I have nominated someone in the past, but this year I don't have any suggestions.
- I wouldn't know who to vote for.
- I'm not sure of anyone I would nominate
- I'm new here so don't know anyone
- I'm not involved in any of the areas that are listed
- It's just not something I would get involved in
- no one comes to mind right now
- No one comes to mind.

- No one I would want to nominate comes to mind.
- No one in mind to nominate
- No one individual comes to mind
- No one to nominate
- Most of my friends don't volunteer.
- Not aware of anyone that could meet criteria
- Not aware of residents contributions to the extent that I would nominate a person.
- Not aware of suitable candidates
- Not familiar enough with people or groups that I believe would be deserving of an award.
- Not sure I know anyone worthy
- Not sure I know of someone at this point who fit the criteria
- Not sure if any of our neighbours would or have, taken part in any of these categories.
- Not sure if I know of anyone to nominate
- not sure of someone who would qualify
- Not sure who i would nominate
- Not sure who I would nominate.
- Not sure who to vote for
- We are relatively new here and are unsure of someone who would be worthy of the awards.
- Weird name - pride means LGBTQ2 now - time for this backwards town to get with the program

Not enough information/process complicated

- I am aware of the awards but not involved enough to make an educated nomination
- I do not understand what is required
- Don't fully understand
- I never heard of it and don't know anything about it.
- I want it to be anonymous
- I would have to do research into the program before proceeding with a nomination.
- I would need to know what requirements have to be met to qualify someone for the Pride of Strathcona Award.
- I'm just not informed enough to take this action.
- I'm not familiar with the qualifications required to nominate.
- Not knowledgeable of various groups that may be eligible
- lack of awareness of what criteria are
- Maybe I would but getting the details on how to nominate must be easy and the process must be online. I have nominated people for other awards previously and it is a lot of work for no benefit.
- It's not a simple process. You can't just submit a name, there must be reason behind the name.

- No idea what awards I can nominate people for
- most of my interactions with community leaders are thru organizations like minor hockey, and I would pursue recognition thru that organization instead of pride of Strathcona.
- Not sure of how and the specifics of how to meet the criteria
- Not sure of the criteria
- Not sure of what the criteria is
- Not sure what threshold someone needs to achieve to be considered.
- not sure how to do it, not sure if they would qualify
- Not that familiar with the program
- Too many people do lots of good. Not just one.
- too many people to nominate

Not sure it's necessary

- Although I think it's a lovely idea--I don't think we really need it.
- Can't be bothered
- Apathy
- Don't find value in these awards.
- Do not really keep up with current affairs.
- Don't have the time and not sure who I would nominate
- Don't know enough about it
- Don't really know the criteria or someone who could be
- Don't want to do the effort
- don't really care about public recognition programs
- Don't really have anyone in mind; too much paper work.
- I don't live in the County and know very few of its residents.
- I don't live in Strathcona County.
- I only work in Strathcona County and don't live here. I don't feel like I am qualified to nominate a Strathcona County resident unbiased.
- I don't believe that people need awards. People shouldn't do what they do for awards (I hope). And I don't believe it's fair to single people out just because they were nominated. That is a flawed process.
- I think the awards need a major overhaul to remain relevant. They should have external people reviewing nominations and should be more narrowly focused. I have two Pride awards and even I'm cynical about them now.
- In the past recipients of the awards we recognized for work that they actually didn't do. I also I don't support the nomination process nor the County dollars that go into planning and hosting an awards ceremony that so very few people know or care about I think there are other avenues of highlighting community champions in Strathcona County.
- Someone nominated me before and I remember it was a lot of work to complete the nomination forms. You certainly can't do it as a secret surprise for the person! For these two reasons, I would rather just take them out for dinner instead, buy them a gift r donate to a charity in their name
- The awards don't have meaning for me.

- The awards seem to depend on how well people are known. Many who quietly contribute are overlooked.
- Time commitment
- Too political.
- Two reasons; One, previously I knew someone who wanted to nominate someone. The process was tedious and quite the burden, and when the individual did not win all our work was for naught. Second, I feel it's more of a popularity contest when you think about finding X amount of people to support your decision.

Haven't given it much thought

- I have not given enough thought to it.
- I haven't given it much thought
- I haven't previously, so likely won't in 2019 either.
- I just wouldn't take the time to do it
- Not an outgoing person....keep to myself
- not aware of any body deserving this
- Not comfortable doing so
- Not interested (mentioned by 4 people)
- Not my thing
- Not really know many people, so hard to nominate someone.
- Not something I would do
- not something that interests me
- Not the sort of thing I would ever do
- Not to sure who I would nominate as I'm more situated in the rural
- Only lived here two years
- Presently, have no one in mind.
- Really, my answer was a maybe, but that wasn't an option. If I knew someone who would be a good candidate, I would nominate them. If I didn't, I wouldn't!
- Seems lame
- This isn't important to me.

VI. 2018 SURVEY RESULTS: ROADSIDE SIGNAGE

Strathcona County residents who lived in Sherwood Park or specific rural subdivisions, as well as those who worked in the County but did not live here were asked to answer a question about their awareness of various Strathcona County roadside signs. The entire sample opted to answer this topic question.

In the survey, respondents were shown a picture of the sign (depicted below) and then asked to indicate whether they recalled seeing it.



Overall, 77.3% indicated that they had seen it. A further analysis revealed no differences between gender nor age groups.