

# Strathcona County Reputation Survey 2018

*Strathcona County launched its new brand in 2012, based on extensive community input. As part of this launch, brand messaging was developed for consistent use across all media. A baseline study was conducted in 2015 to measure awareness and impact of Strathcona County’s brand messaging, with a follow up survey in 2018 to measure any changes in awareness and perceptions.*

*Below are highlights of the 2018 findings.*

### Strathcona County’s brand story is built on three brand pillars:

- We are Canada’s energy engine
- We empower and enable your success and
- We are a community of choice

### The key objectives of the study were to:

- Assess Edmonton Metropolitan Region residents’ familiarity with Strathcona County as a residential, business, and industrial community
- Assess top-of-mind perceptions of Strathcona County
- Measure overall opinion of Strathcona County as a residential, business and industrial community
- Measure perceptions of Strathcona County on a series of attributes related to its three brand position pillars and
- Compare perceptions of Strathcona County between Strathcona County residents and other Edmonton Metropolitan Region residents

### Survey Responses

All surveys were conducted between April 18 and June 1, 2018.

<b>Total Sample</b>	<b>1,326</b>
Strathcona County Residents	654
Other Edmonton Metropolitan Region Residents	672

An additional 148 responses came from an online panel of Alberta residents to give perspective from people not living in Strathcona County or the Edmonton Metropolitan Region.

## Summary of Results

### Satisfaction with municipal government:

- For most municipal government measures, Strathcona County's ratings are higher than the average, with the greatest positive differences for "dealing with homelessness" (+22) and "dealing with transportation" (+18). The one measure that lies significantly below the norm is "promoting tourism" (-12).
  - Measures of municipal characteristics have fallen since 2015, with the largest declines recorded for "friendly" (-10) and "reliable" (-10).
  - Despite slightly lower overall scores, Strathcona County maintains a higher than average rating (% agree) than similar municipalities:
    - Good place to raise a family (94%)
    - Place where people are physically active (94%)
    - State of the art recreation facilities (92%)
    - Good sanitation services (91%)
    - Strong industrial sector (92%)
    - Being friendly (60%)
    - Being respectful (59%)
    - Engaging with people like me (56%)
    - Reasonably prices housing options (51%)
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### Insight:

These declines are not surprising, given the economic downturn across the province. Despite the declines from 2015 to 2018, Strathcona County still rates above, or similar to, the average for most municipal government ratings.

As tourism is promoted primarily to non-residents, most residents would not be exposed to Strathcona County's tourism promotional campaigns.

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### Familiarity with Strathcona County:

- Non-residents report higher levels of familiarity in 2018:
  - As a residential community 61% (up from 55% in 2015)
  - As a business community 49% (up from 42% in 2015)
  - As an industrial community 47% (up from 42% in 2015)
- One-third (34%) of non-residents are interested in living in the County, up 12 points from 2015.
- Residents continue to report high levels of familiarity; most notable is a 7% increase in awareness as an industrial community:
  - As a residential community 95%
  - As a business community 79%
  - As an industrial community 68%

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**Insight:**

Strathcona County has done a good job of increasing familiarity, and should continue to work on improving brand perceptions and interest in living in the County.

While the County continues to receive relatively high marks as a residential community, residents and non-residents award lower scores for familiarity as an industrial and business community. Strathcona County can continue to highlight these key differentiators through its communications channels.

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**Top municipal issues:**

- In 2018, the #1 municipal issue on the minds of Strathcona County residents was crime (24%), followed closely by health care (22%). This differs from 2015, when health care was most important and crime was one of the least important issues. Among non-residents, economic development and transportation remain the most important municipal issues.
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**Insight:**

These results are consistent with the Edmonton Police Service's finding that the downturn in the economy is a factor and there is a direct correlation between the drop in the price of oil and rise in crime rates.

A decrease in scores for "dealing with crime" (66% in 2018, compared to 86% in 2015) appears to be having a negative impact on perceptions of the County as a safe community; although, 86% of residents still rate Strathcona County as a safe community (compared to 96% in 2015).

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For more information on the data from this survey, please contact:

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