



**STRATHCONA
COUNTY**

**2020 November SCOOP Mixed Topic
Survey: FCS Topics**

• HOUSING AFFORDABILITY

• FAMILY VIOLENCE

Research Results

Report Prepared by Phil Kreisel, Ph.D.
Communications

December 2020

TABLE OF CONTENTS

I.	INTRODUCTION AND PURPOSE OF THE STUDY	1
II.	METHODOLOGY	2
	A. The Questionnaire.....	2
	B. Sampling Design and Data Collection Procedure.....	2
III.	SURVEY RESULTS	4
	A. Housing Affordability in Strathcona County	4
	B. Family Violence in Strathcona County.....	5

I. INTRODUCTION AND PURPOSE OF THE STUDY

In November 2020, Strathcona County conducted an online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. 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 and was exclusive to residents who signed up to be part of SCOOP. The November 2020 mix topic survey consisted of questions on family violence, housing affordability, fireworks permits and accessibility on Strathcona County's website.

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 Phil Kreisel, Ph.D. (Communications); SPSS was used for the data analysis.

This report covers questions associated with two topics: family violence and housing affordability in Strathcona County. A review of the methodology associated in the development and implementation all aspects of the survey can be found in the next section of this report.

II. METHODOLOGY

A. The Questionnaire

The questionnaire used in this study was new, using questions that were submitted by department representatives from Family and Community Services, Emergency Services and Communications. The survey was then 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 FOIP¹ 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 568 people who had previously signed up to be part of SCOOP, Strathcona County's online opinion panel. Overall, 73.5% of the participants lived in the urban area, 24.5% came from rural parts of Strathcona County, and the remaining 1.9% worked in Strathcona County but did not live there.

Although poll based data is derived from people who decide to participate, were not randomly selected and have access to the online poll, the margin of error for a comparable probability-based random sample of the same size is $\pm 4.1\%$, 19 times out of 20.² The data was gathered via the online SCOOP platform in November 2020.

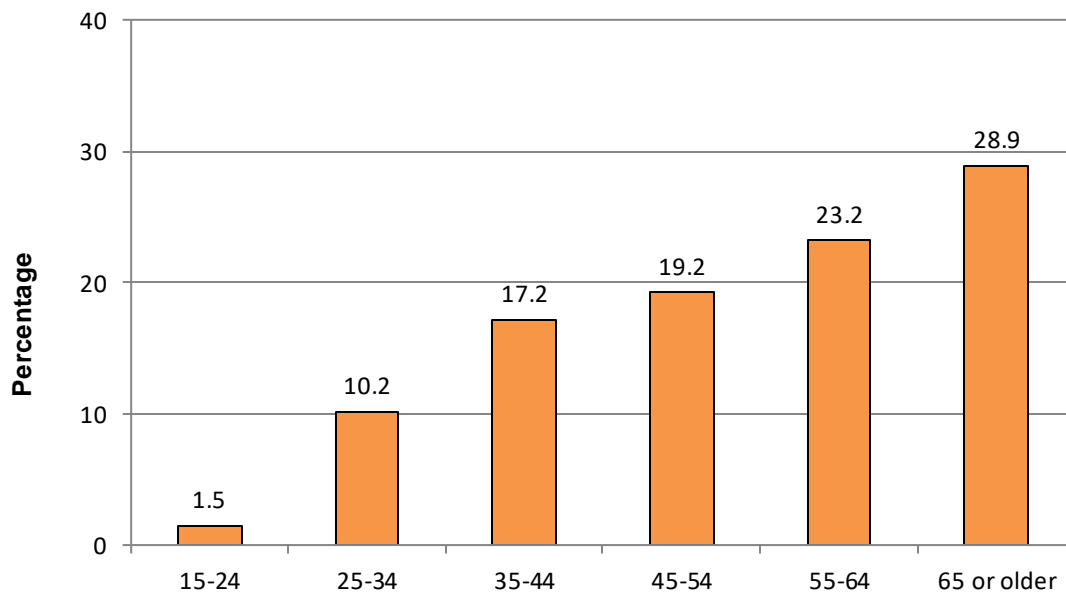
During the fielding of the survey, respondents had the option to skip a section if they felt that the topic had no relevance to them.

¹ FOIP stands for Freedom of Information and Protection of Privacy and was reviewed by selected members from Strathcona County's Legislation and Legal Department (LLS).

² The $\pm 4.1\%$ 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 4.1% higher or lower than what is reported. Please note, however, that the data was gathered through an online survey and no controls were undertaken to make this a random sample.

As seen in Figure 1, the majority of respondents who participated in the survey are over the age of 44, with 27.4% of the participants between the age of 25 and 44. Only a very small percentage of participants were under 25. Overall, 58.6% of participants were female while 41.4% were male.

FIGURE 1
Age of Respondents

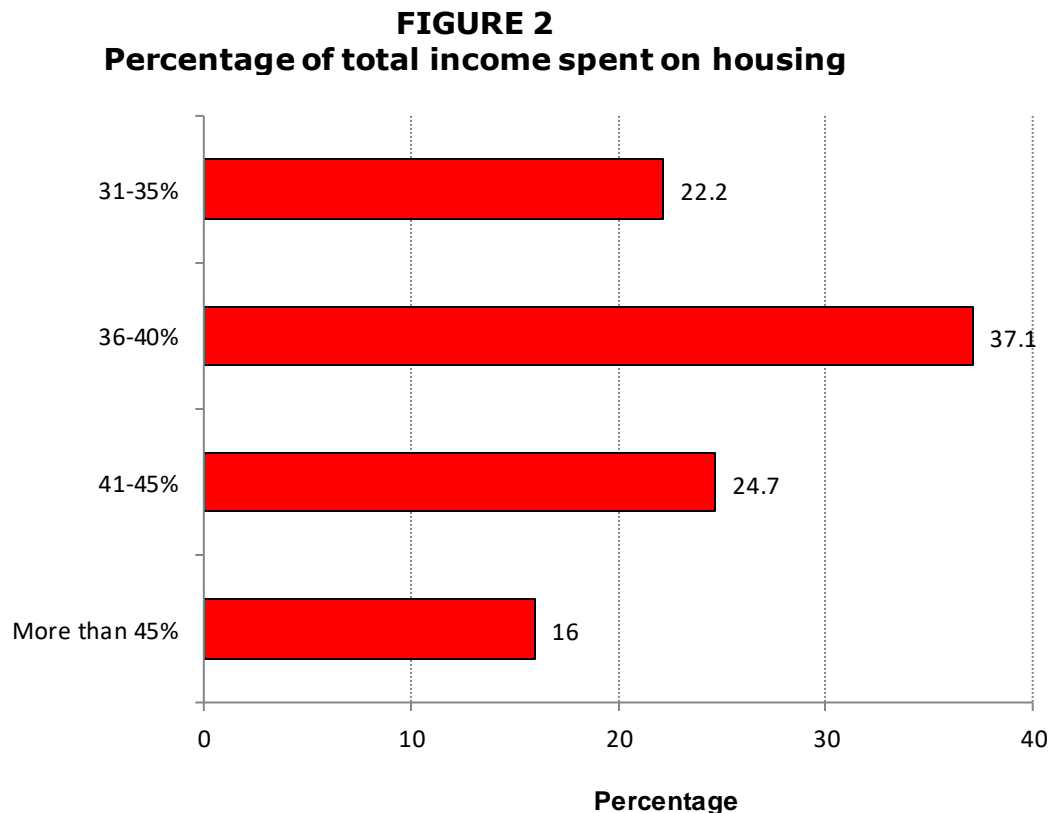


III. SURVEY RESULTS

A. Housing Affordability in Strathcona County

Respondents were asked if they would like to answer a series of questions about housing affordability in Strathcona County. Overall, 90.1% of the participants opted to answer questions on this topic. Of these people, 38.4% were currently spending more than 30% of their total income on housing,³ while 42.3% were not. The remaining 9.47% were not sure.

Those respondents who were paying more than 30% of their total income were then asked to estimate how much of their total income was spent on housing. It can be seen in Figure 2 that there was about an equal split between those who were paying 31-40% on housing and those who were paying more than 40%.



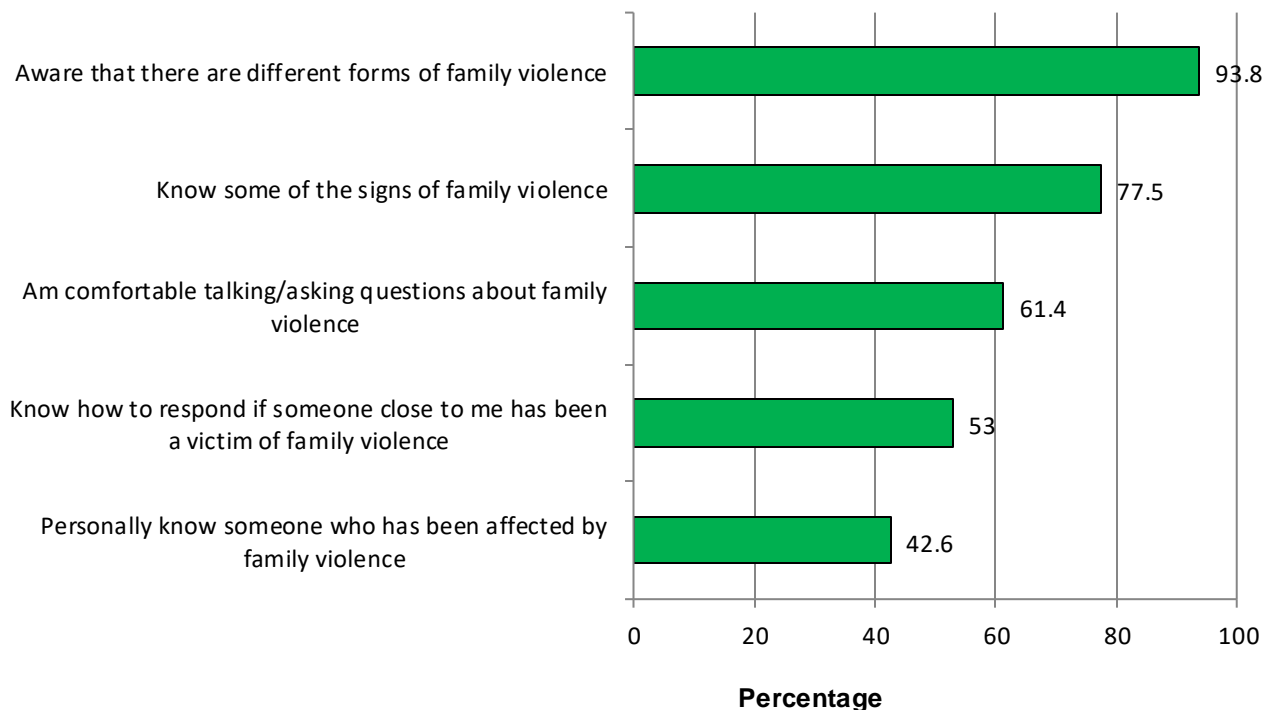
³ This includes rent/mortgage, utilities, home insurance and property taxes.

B. Family Violence in Strathcona County

Respondents were then asked if they would like to answer a series of questions about family violence. Overall, 88.8% of the participants opted to answer questions on this topic.

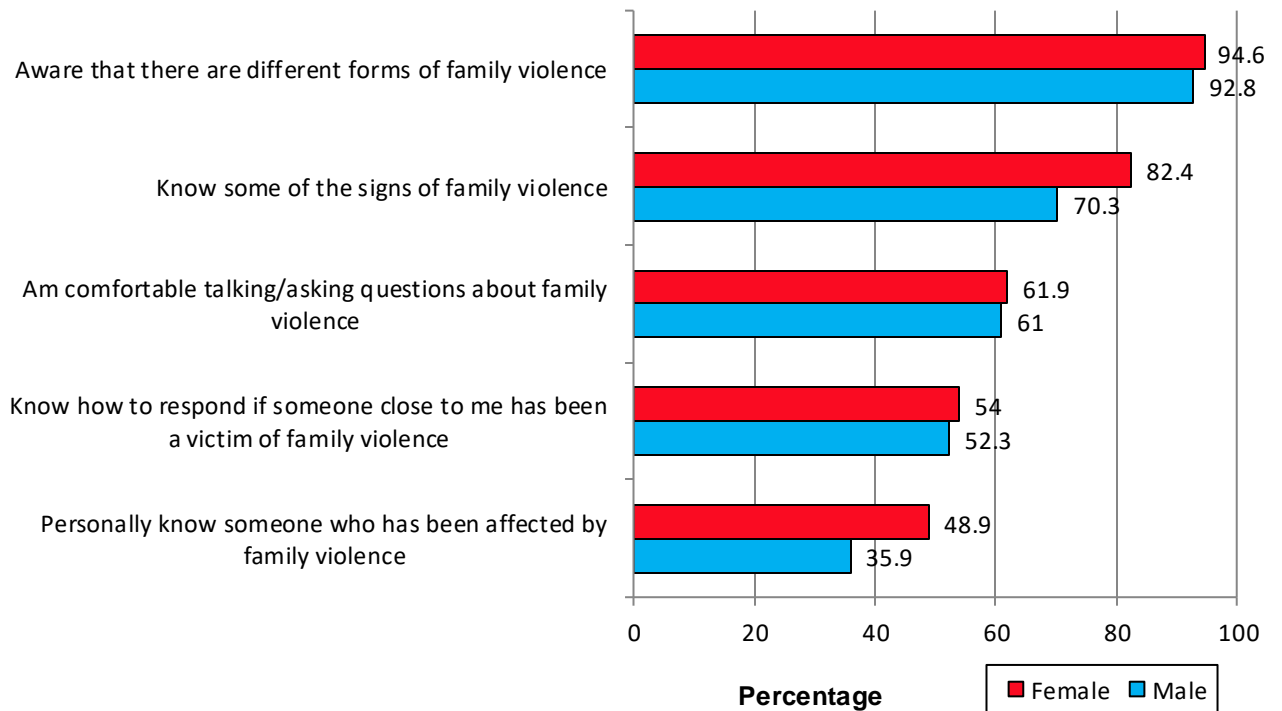
For this topic area, respondents were informed that family violence could look different for each experience, and that people could have different levels of understanding and level of comfort in responding to it. Respondents were presented with five different statements about family violence and asked to indicate whether or not they were aware of these aspects of family violence. As seen in Figure 3, almost all the respondents were aware of different forms of family violence, and just over three quarters of them knew some of the signs of this issue. However, the extent of confidence in knowing what to do decreased if things became personal. Just over 42% of the respondents knew someone who was affected by family violence.

FIGURE 3
Awareness levels of aspects of family violence



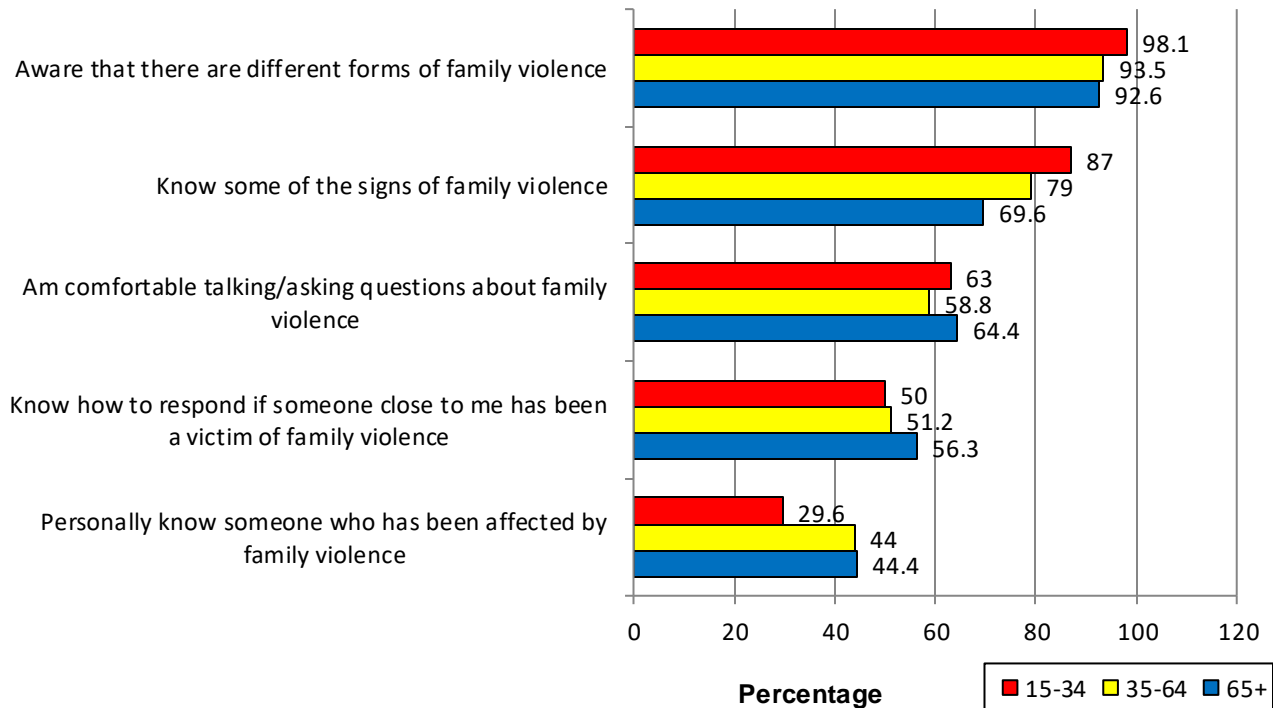
A comparison of the responses based on gender is shown in Figure 4. It can be seen that most of the responses were the same for males and females with the exception of two statements. A higher percentage of females knew some of the signs of family violence compared to males. Furthermore, a considerably higher percentage of females personally knew someone who was affected by family violence compared to males.

FIGURE 4
Awareness levels of aspects of family violence – gender comparisons



A comparison of the responses by age group is shown in Figure 5. It can be seen that awareness of aspects of family violence was similar across all age groups. The main exception was with respect to those who personally knew someone who was affected by family violence, as considerably more people over the age of 35 knew about this compared to younger individuals.

FIGURE 5
Awareness levels of aspects of family violence - age comparisons



All respondents were also asked if they knew where to turn for help if someone they knew was experiencing family violence. Overall, 61.2% said they did, while 14.1% said they did not. The remaining 24.7% were not sure. There were no significant variations to this pattern based on gender.

With respect to age, it can be seen in Figure 6 that knowing where to go for help with respect to family violence increased as the age of the respondent increased.

FIGURE 6
Know where to go for help pertaining to family violence
Age comparisons

