

Strathcona County Community Social Profile

Set in the centre of Alberta's energy and agricultural heartland, Strathcona County is a vibrant specialized municipality - a perfect blend of urban and rural living. Strathcona County is made up of over 1,200 square kilometers that include hamlets, acreages, urban neighbourhoods and rural and industrial lands.

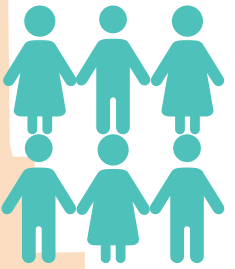
Our Community is Changing

As our world, country and province rapidly change, Strathcona County is changing too. Now, many more people in our community are facing the unknown, supported by systems that are designed to address one problem at a time. Research tells us that identifying and tracking social trends allows early, strategic interventions that are often more impactful than reactive responses.



• **Population - 98,045**
increase of 6.0%
over the previous
census of 2011.

+6%



• **Median age**
40.1 years.

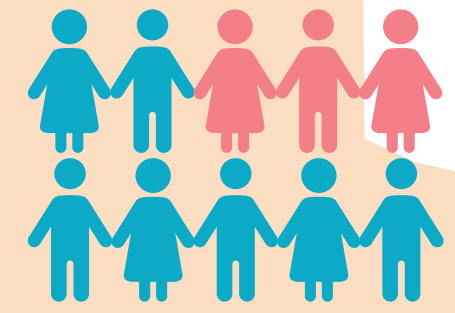
Source: Federal Census, 2016



40.1yr

• **7 to 3 split**
between
urban and
rural residents.

Source: Federal Census, 2016



Community

- **14 community halls & 4 seniors centres.**
- **7.4% of County residents identify themselves as visible minorities,** significantly fewer than the 23.5% in Alberta. Source: Federal Census, 2016
- **4.0% of County residents are of Aboriginal identity** compared to 6.5% in Alberta. Source: Federal Census, 2016
- **The County senior population has increased by 35%** over the previous census of 2011 as compared to a 23% increase in Alberta. Source: Federal Census, 2016
- From 2014 to 2016, the demand for **County Food Bank services increased by 90%.** Source: Food Bank, 2017

DID YOU KNOW?

Social isolation affects not only mental health but also life expectancy. The health impact of social isolation has been equated to smoking 15 cigarettes or consuming 6 alcoholic drinks a day.

Source: Holt-Lunstad et al. (2010). Social Relationships and Mortality Risk: A Meta-analytic Review. PLoS Medicine 7:7 (1-20).

Income

- **Median household income in the County is \$140,039** compared to \$109,997 for Alberta. Source: Federal Census, 2016
- **Alberta with an average household debt of \$124,838,** remains the province with the highest household debt, **\$48,698 above the national average of \$76,140.** Source: Bank of Montreal, Annual Debt Report, 2014
- **3,922 Strathcona County households are living in poverty.** Source: Low Income Measure (LIM), Federal Census, 2016
- With a growing senior population, according to the most recent available data, **1 in 3 County seniors live on less than \$40,000/yr.** Source: Municipal Census, 2012

DID YOU KNOW?

In a 2016 survey of approximately 8,000 Strathcona County residents, "affordability" was the top theme emerging from the survey.

Source: Strathcona County 2016 Community Talk Survey

Housing

- The **average price of homes sold in Sherwood Park** for the month of October 2017 **was \$457,378 as compared to \$395,429 for Alberta.** Source: Alberta Real Estate Association and Lorenz Team
- **2,027 households in Strathcona County are living in Core Housing Need.** Source: Federal Census, 2016
- There was a **5.5% increase in the waitlist for all types of accommodation** at the Heartland Housing Foundation from January 2016 to January 2017. Source: Heartland Housing Foundation, 2017

DID YOU KNOW?

Core Housing Need is a measure generated by the Canada Mortgage and Housing Corporation. A household is in core housing need if housing is not of adequate size, not in adequate condition, or costs more than 30% of before-tax household income. It is a measure used to help identify groups in a community that are most in need of housing assistance.

Source: Canada Mortgage and Housing Corporation, 2017

Addictions & Family Violence

- From 2013 to 2016 there was a **166% increase in the number of emergency department visits by Strathcona County residents for opioid use** as compared to 11% increase for other substance misuse. Source: Alberta Health, 2017
- Over the last 5 years, **3 out of 4 individuals visiting the emergency department for opioid usage were between the ages of 15 to 34.** Source: Alberta Health, 2017
- **Since 2010, incidence of domestic violence has increased by 113% in Strathcona County.** Source: RCMP

DID YOU KNOW?

Exposure to significant adversity and prolonged stress in early childhood can damage a child's brain producing enduring impacts on: physical and emotional health, educational achievement, economic success, social relationships, susceptibility to stress and overall well-being.

Source: Center for the Developing Child, Harvard University, 2017



Employment

- **Employment rate is 67.4%** compared to 65.4% for Alberta. Source: Federal Census, 2016
- **Unemployment rate is 6.5%** compared to 9.0% for Alberta. Source: Federal Census, 2016
- **Nearly 4 in 10 food bank users (37%) are employed.** Source: Food Bank, 2017



Mental Health

- **Anxiety is one of the top reasons for doctor referrals to the Primary Care Network,** and over the past 3 years there has been an **increase of 57% in the number of cases reported.** Source: Primary Care Network, 2017
- **Since September 2017, Strathcona County Family and Community Services has been offering walk-in counselling sessions.**

DID YOU KNOW?

Research has shown that youth benefit more from walk-in counselling than from traditional counselling approaches.

Source: Barwick et al. (2013). Profiles and Service Utilization for Children Accessing a Mental Health Walk-In Clinic versus Usual Care. Journal of Evidence-Based Social Work. 10:4 (338-352).