

# 2021 Public Satisfaction Survey

## Highlights

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Report prepared by  
Communications  
April 2022



# Methodology

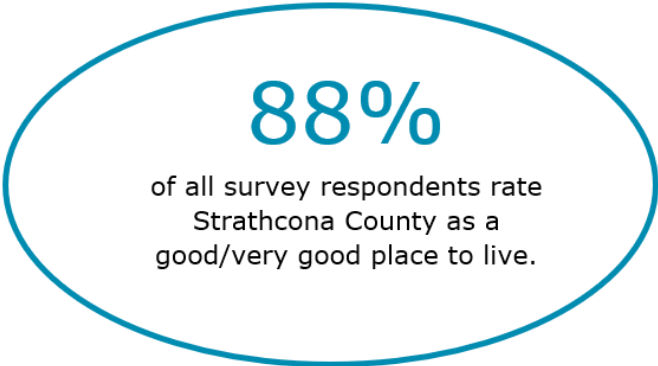
- The 2021 Public Satisfaction Survey was administered on three platforms - the Strathcona County Online Opinion Panel (SCOOP), Alchemer (public/web survey) and Advanis (telephone survey), using the same questionnaire.
- Altogether, 1,862 surveys were completed across all three modes: 697 from SCOOP, 663 on the open online platform and 502 on the telephone survey.

## Weighting

- Data from all the three surveys were weighted to reflect the region, age and gender distribution of Strathcona County based on 2018 census data. Results of respondents who live outside Strathcona County are excluded in the report.

# Takeaways

- Overall, residents rate Strathcona County very positively as a safe, welcoming place to live, raise children, and retire.
- Satisfaction with County services is strong across most areas.
- Opinions lean towards neutral in governance and public engagement areas.
- In general, Sherwood Park residents rate services more favorably than rural residents. Rural residents also rate Strathcona County as a place to live and value for tax dollars significantly lower.
- On a broad scale comparison, SCOOP and telephone survey results tended to be quite similar. Public/web satisfaction rating were relatively lower.

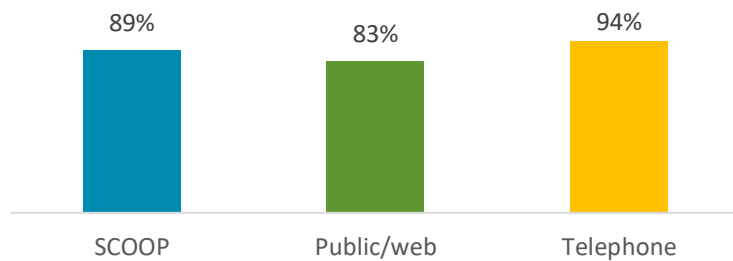


# Survey results

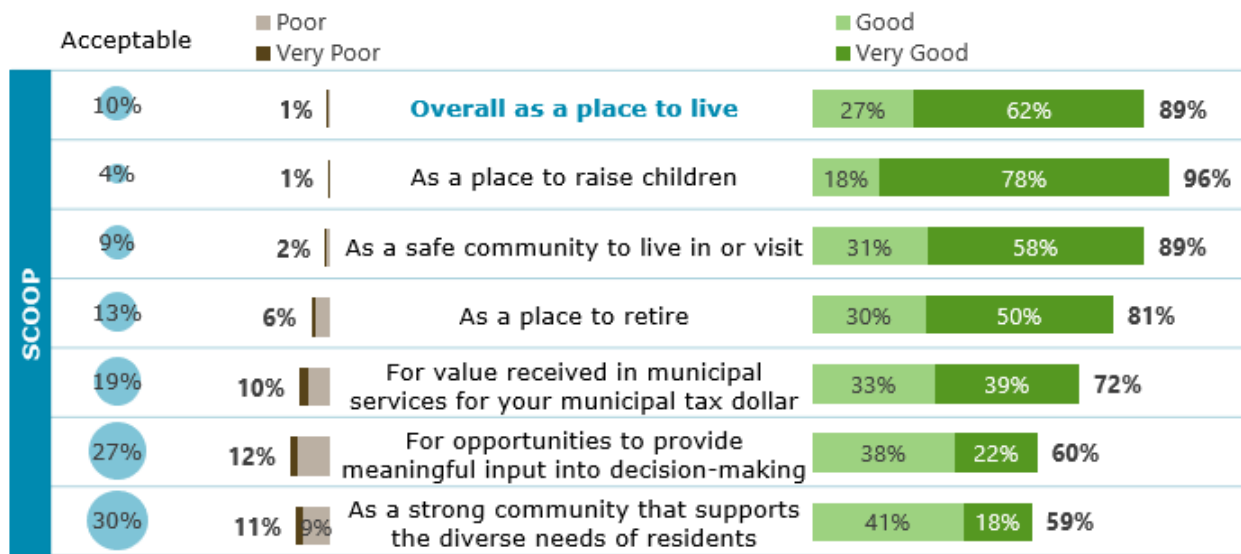
## Quality of life

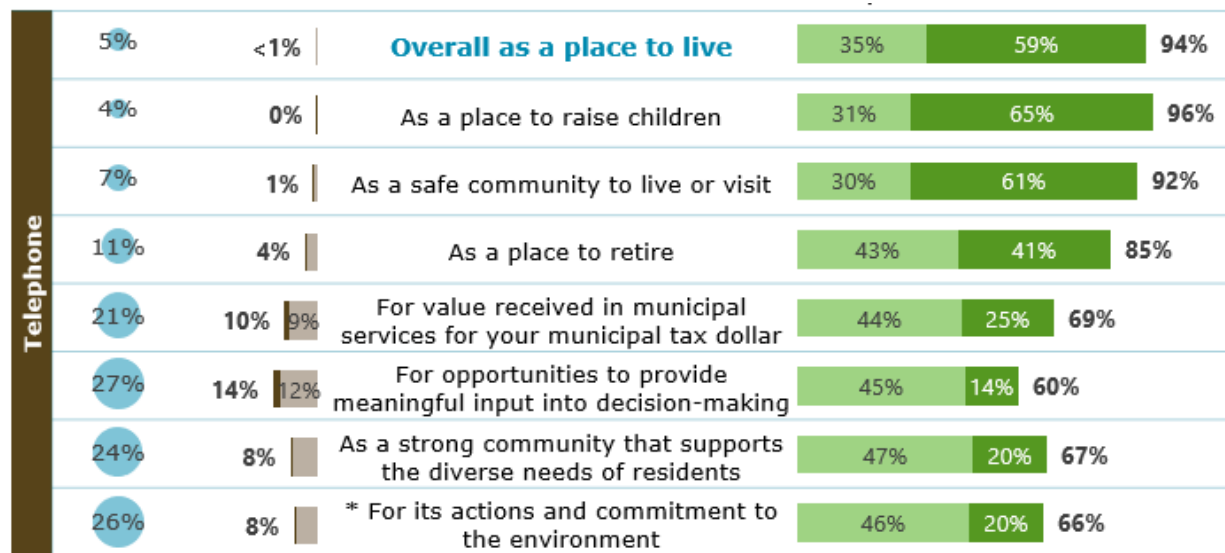
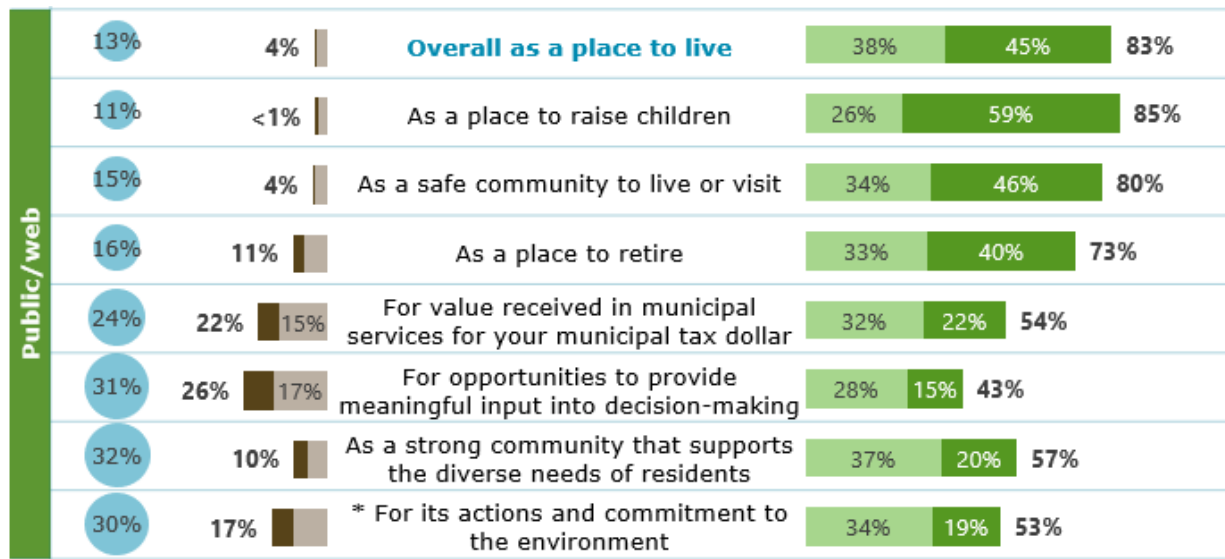
Overall, the vast majority consider the County as a good, safe community to live, raise children, and retire. Opinions are comparatively lower in terms of value of municipal services, community diversity, governance and engagement opportunities, and environmental performance of the County across all three surveys. Telephone survey responses tend to be most positive, and the online survey responses tend to be more negative.

Overall,  
as a place to live  
(% good/very good)



## Quality of life – summary



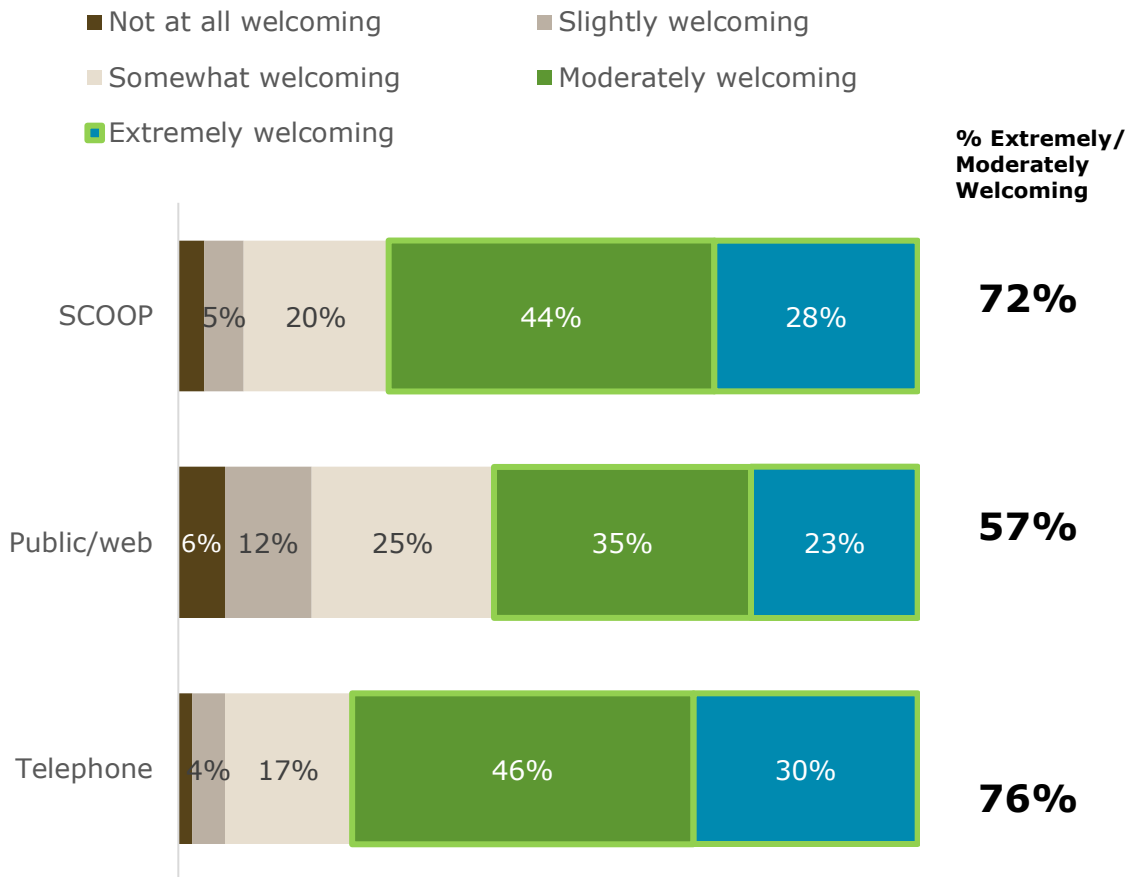


\*new statement in public/web and telephone surveys

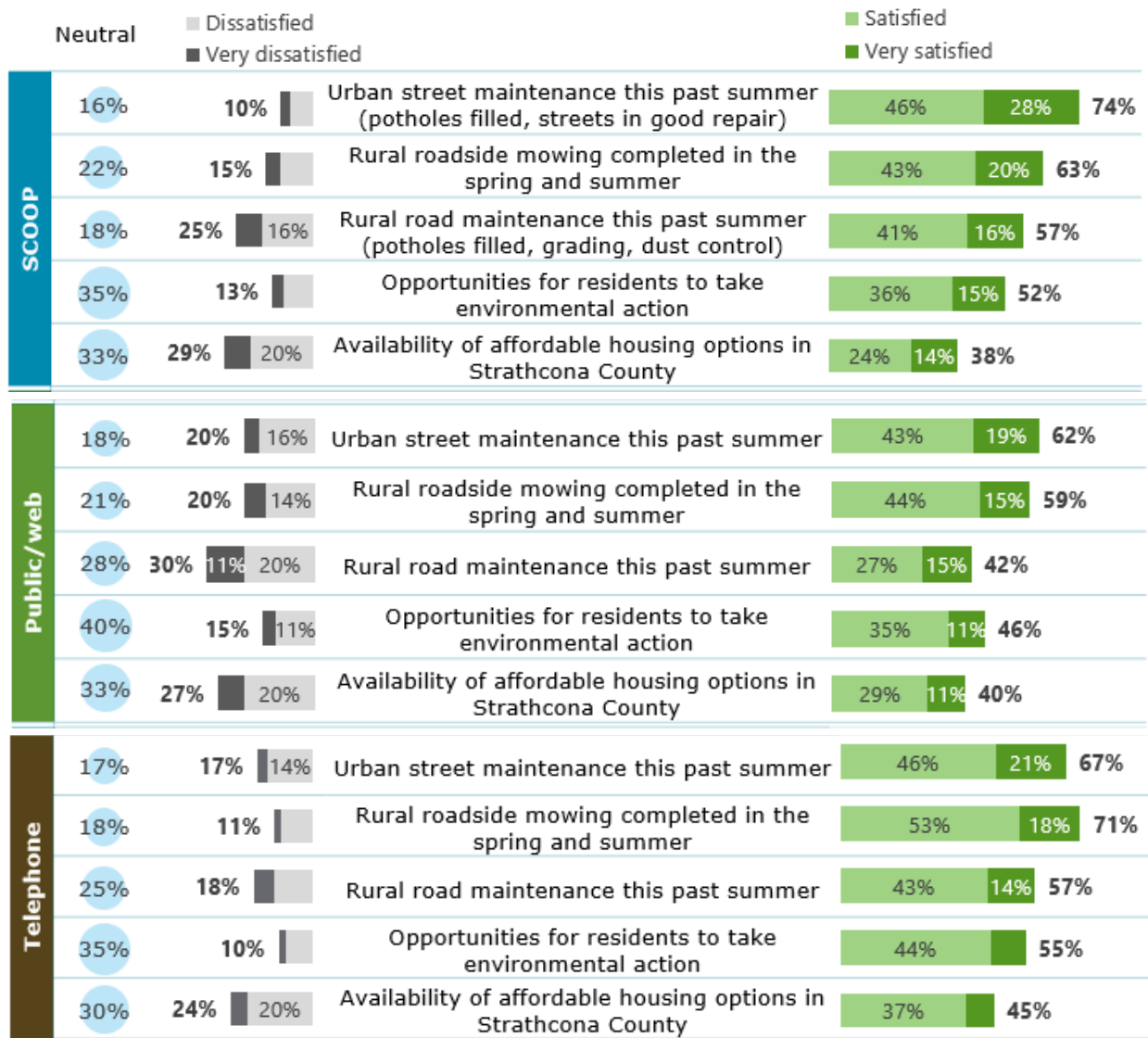
Broadly speaking, Sherwood Park residents are more satisfied with all quality of life indicators in Strathcona than rural residents. Females tend to give higher ratings for opportunities to provide meaningful input into decision-making than their counterpart, while males rate higher on the County’s support for diverse needs. Elder residents are most likely to give high ratings of Strathcona County as a place to retire.

# Strathcona County as a welcoming community

Most respondents consider Strathcona County to be welcoming. Residents of Sherwood Park, males and elder residents give the strongest ratings in this area. Assessments are comparatively weaker in the Public/web.



# Satisfaction with road maintenance, affordable housing and environmental action

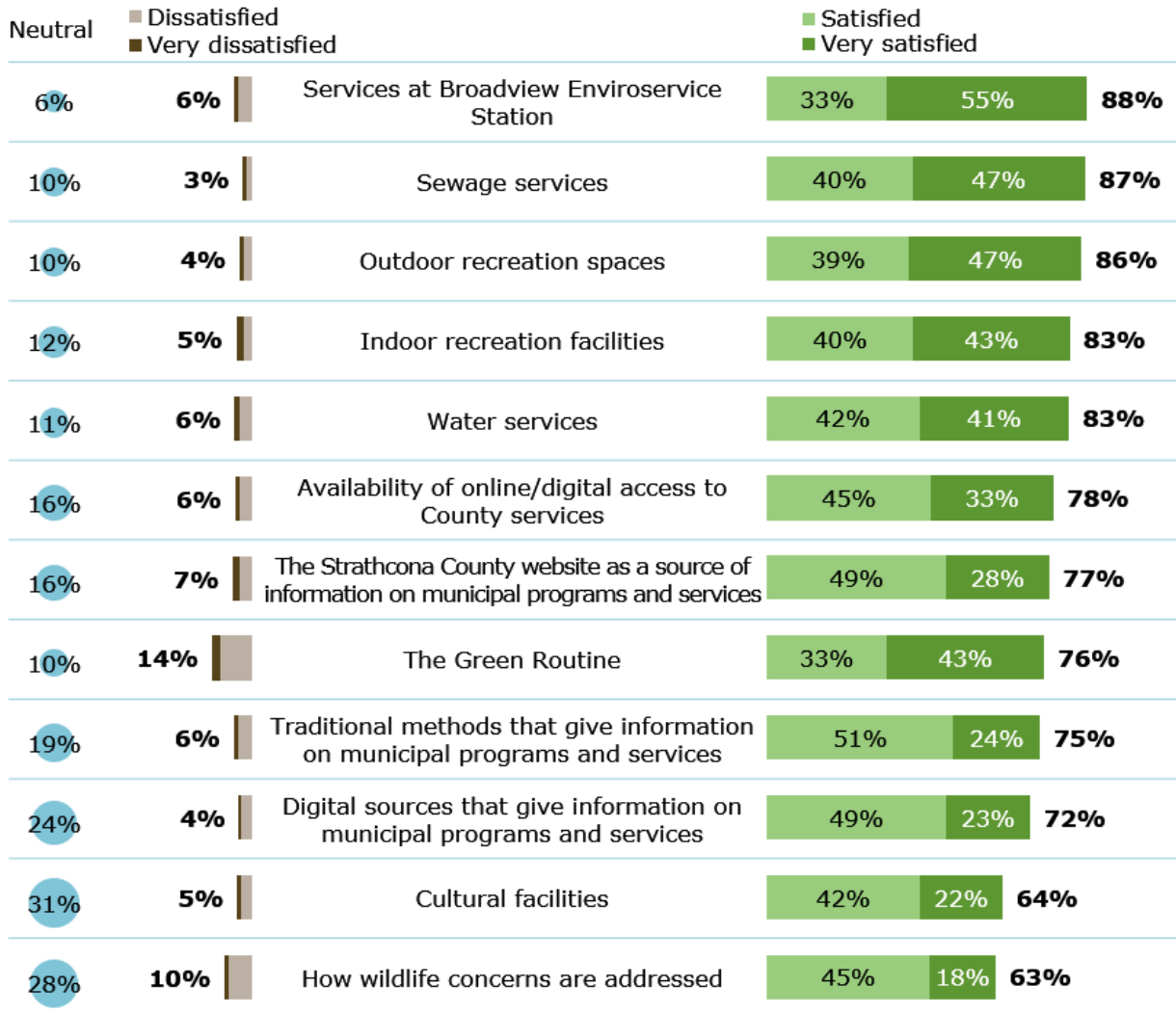


Higher satisfaction with almost all services is noted among Sherwood Park residents. Males tend to report higher satisfaction with affordable housing opportunities than females. Residents aged 18-34 express lower satisfaction with opportunities for environmental action.

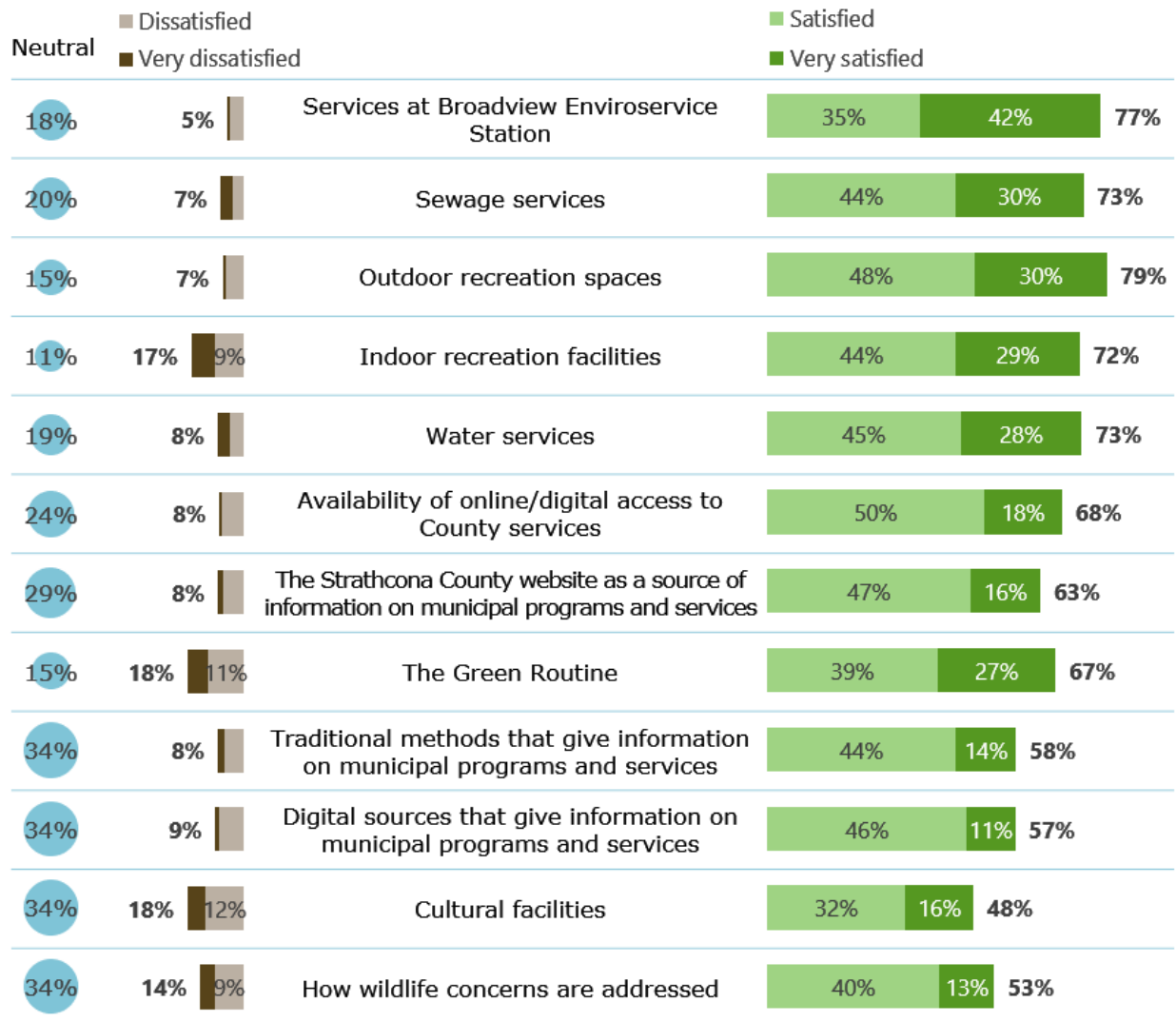
# Satisfaction with recreation, culture, utilities, website and information services

Satisfaction with County services is strong across most offerings, particularly with the SCOOP and telephone respondents.

## Overall Ratings - SCOOP



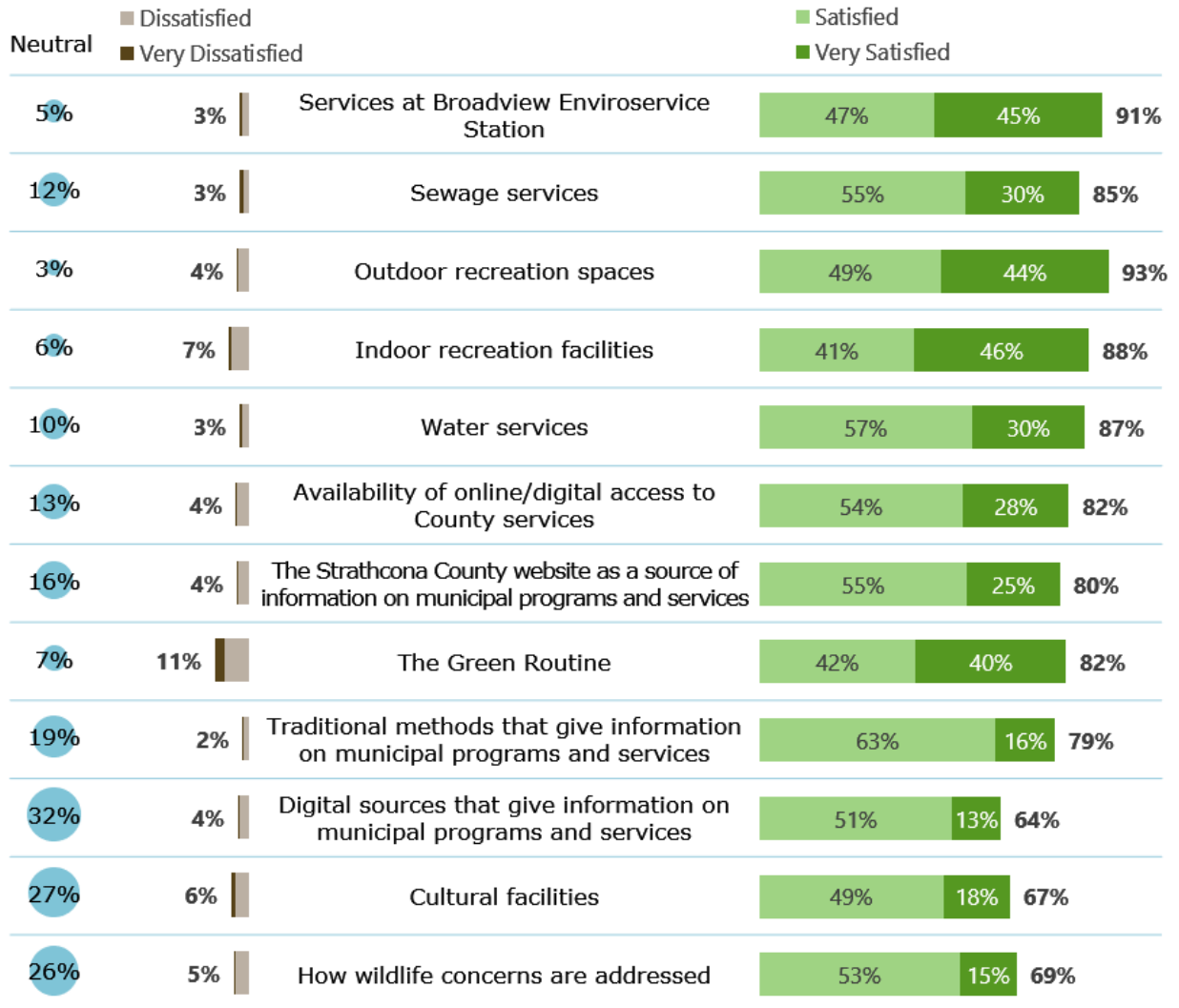
## Overall Ratings – Public/web



Public/web online survey results show lower satisfaction ratings compared with SCOOP and the telephone survey, particularly with indoor recreation and cultural facilities. Comments suggest those rating these services lower were dissatisfied with the County decision to implement the provincial COVID-19 Restrictions Exemption Program.



## Overall Ratings – Telephone



Regional variances in satisfaction exist in almost all service areas offered by Strathcona County. In general, Sherwood Park residents are more satisfied with Strathcona County services than rural residents. Satisfaction with cultural facilities is higher among middle aged to older adults.

# Satisfaction with police, emergency, planning and development and transit services

