2018 October SCOOP Mixed Topic Survey

Research Results

Report Prepared by Phil Kreisel, Ph.D.
Communications

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In October, 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. October's mix topic survey consisted of questions pertaining to housing options, shopping opportunities and traffic safety in Strathcona County.

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) in November 2018; SPSS was used for the data analysis.

METHODOLOGY

A. The Questionnaire

The questionnaire used in this study was new, using questions that were submitted by department representatives from Transportation and Agriculture, Economic Development and Planning. 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[1] 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 391 people who had previously signed up to be part of SCOOP, Strathcona County's online opinion panel. Overall, 77.2% of the participants lived in the urban area, 18.3% came from rural parts of Strathcona County, and the remaining 4.5% worked in Strathcona County but did not live there.

The sample frame provided overall results[2] accurate to within ± 4.9%, 19 times out of 20. The data was gathered via the online SCOOP platform between October 16 and October 24th 2018.

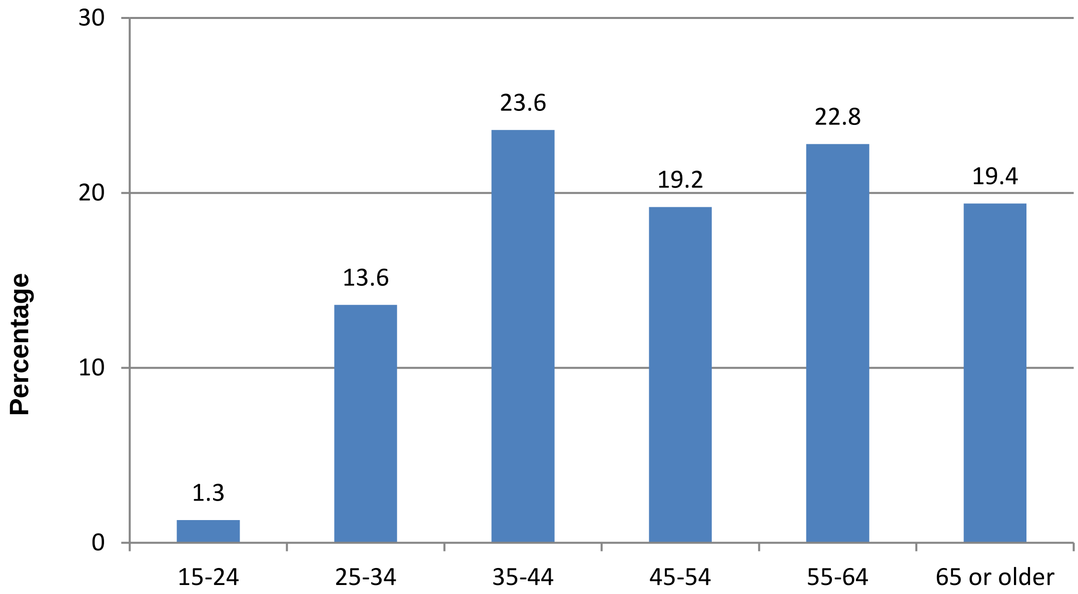
During the fielding of the survey, respondents had the option to skip a section if they felt that the topic had no relevance to them.

As seen in Figure 1, the majority of respondents who participated in the survey are over the age of 44, with just over one third of the participants between the age of 25 and 44. Only a very small percentage of participants were under 25. Overall, 66.1% of participants were female while 31.9% were male.

FIGURE 1
Age of Respondents

[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 ± 4.9% 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 4.9% 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.



PART I – Current and Potential Housing in Strathcona County

INTRODUCTION AND PURPOSE OF THE STUDY

This report covers the questions associated with housing options. A review of the methodology associated in the development and implementation all aspects of the survey can be found in the beginning of this report.

2018 SURVEY RESULTS: HOUSING

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.[3] 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:

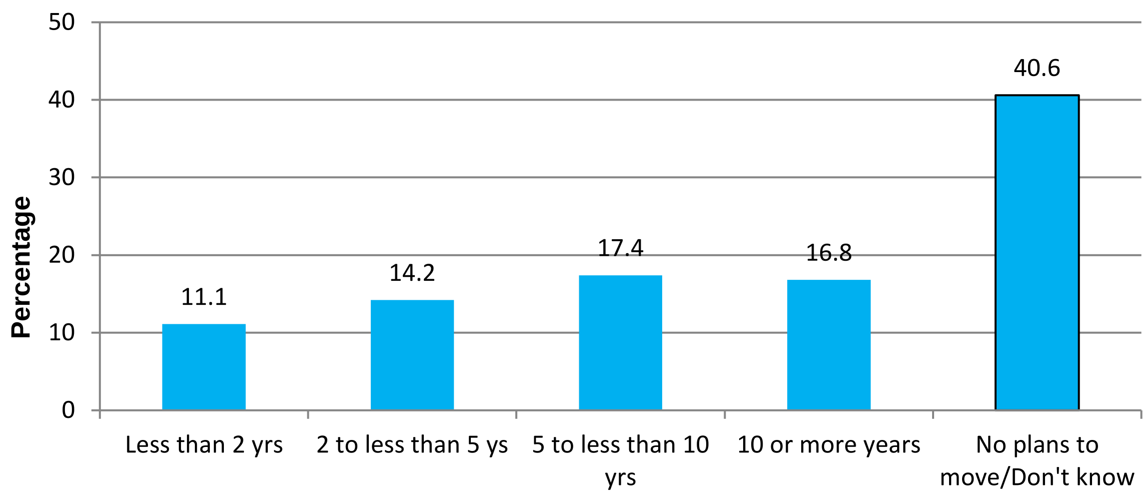
[3] There were a small number of respondents who worked in the County but did not live here. A subsequent comparison of these people compared to those who lived in the County did not result in any significant differences.

- 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.[4]

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.

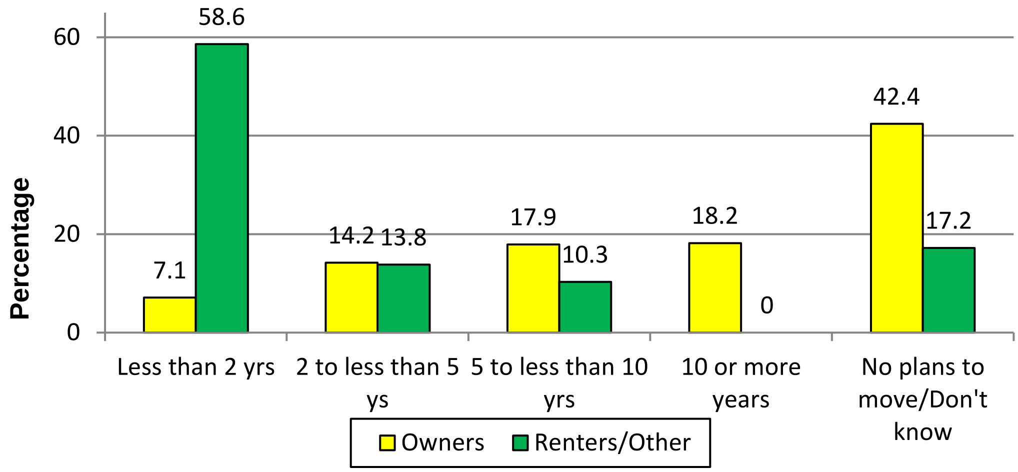
FIGURE 2
Potential Moving Plans



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

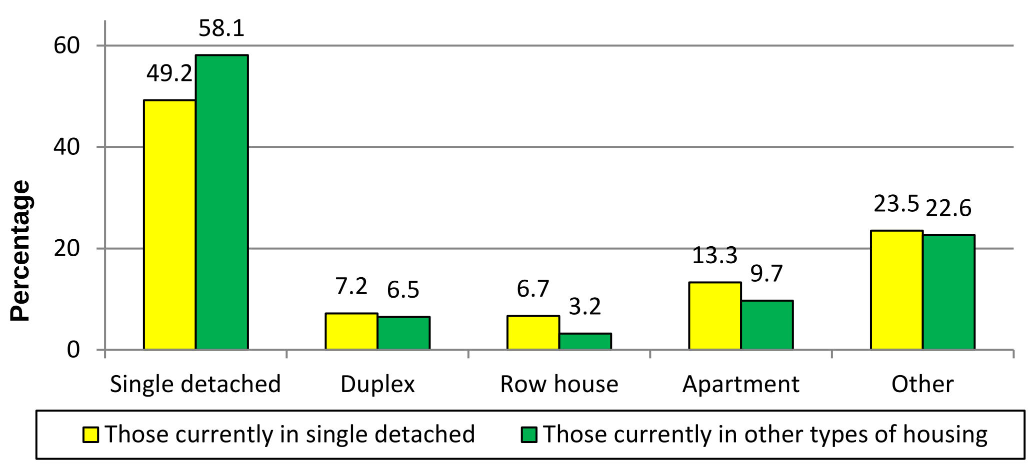
[4] There is actually no unique definition of a condo, so it is likely that those individuals likely live in an apartment or a townhouse dwelling.



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.

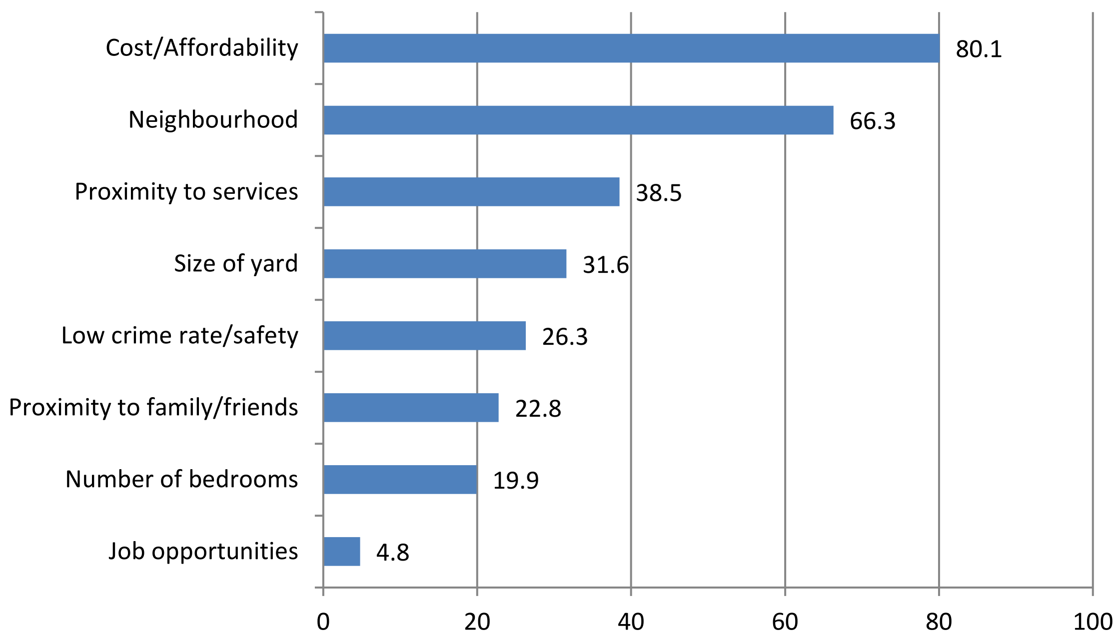
FIGURE 3
Potential Moving Plans



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.

Part II - Local Shopping Practices in Strathcona County

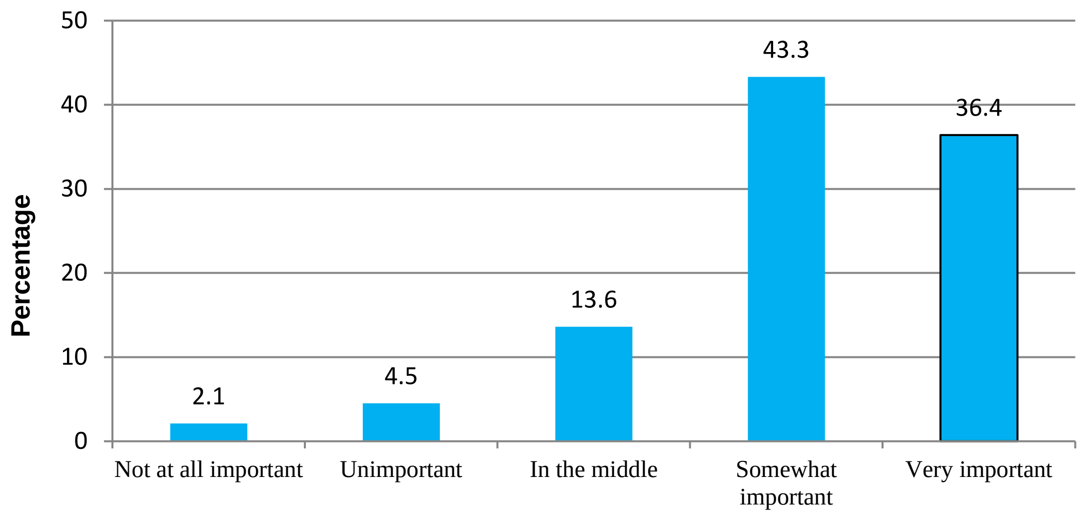
This section covers the questions associated with local shopping options. A review of the methodology associated in the development and implementation all aspects of the survey can be found in the beginning of this report.

2018 SURVEY RESULTS: LOCAL SHOPPING

Strathcona County residents who lived in or out of the County were asked to answer a series of questions about the local shopping in Strathcona County. Almost the entire sample (99.7%) opted to answer questions on local shopping.

Initially, respondents were how important they thought it was to support local businesses. It can be seen from Figure 2 that the majority felt it was either somewhat important or very important to support local businesses.

FIGURE 2
Level of Importance for Supporting Local Businesses



An additional analysis revealed that while both males and females felt it should be somewhat important or very important, it can be seen in Figure 3 that females were more likely to feel it was very important to a larger extent than males. In terms of age, it can be seen in Figure 4 that the importance for supporting local businesses increased as the age of the respondent increased.

FIGURE 3
Level of Importance for Supporting Local Businesses
(Gender comparisons)

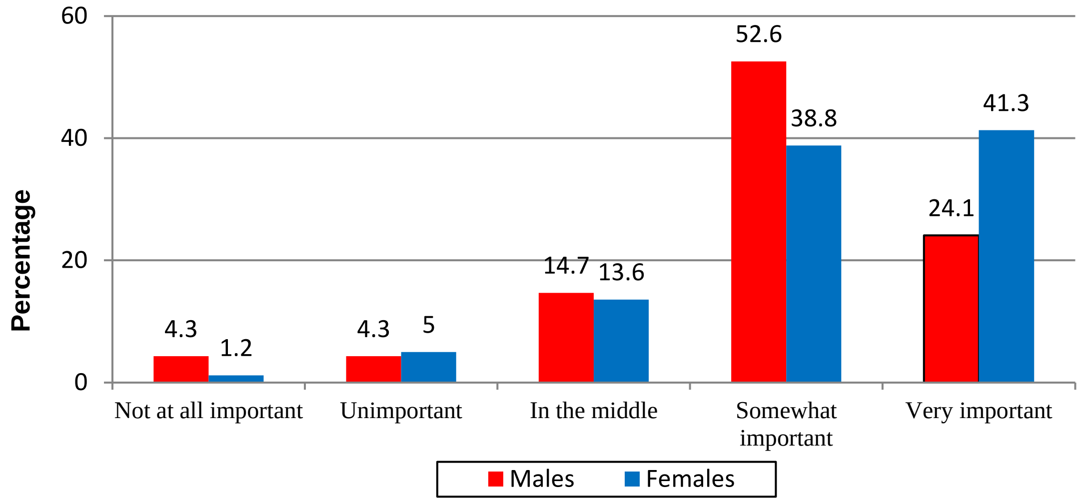
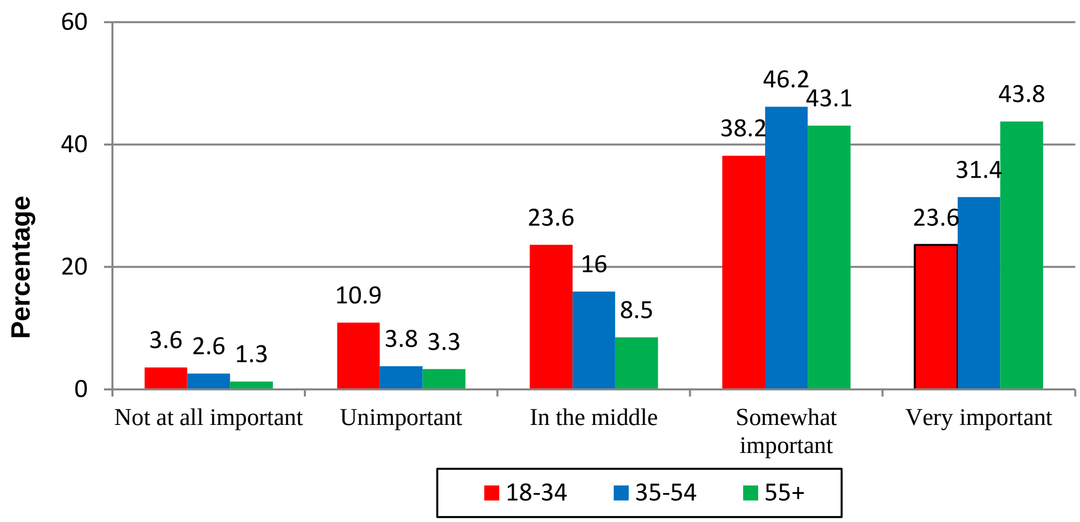
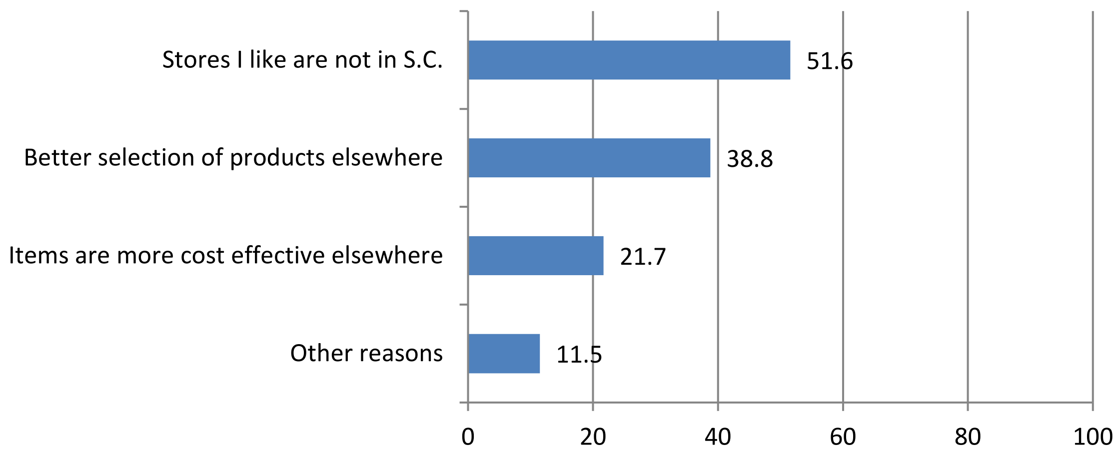


FIGURE 4
Level of Importance for Supporting Local Businesses
(Age Group comparisons)



Respondents were then asked to indicate why they would shop outside of Strathcona County. Overall, 34.5% of respondents indicated that they did not tend to shop outside of Strathcona County. Of the remaining respondents, it can be seen from Figure 5 that the primary reasons were that the stores that they liked to shop at were not in Strathcona County, or that there was a better selection of products elsewhere.

FIGURE 5
Reasons for Shopping Outside of Strathcona County



Other reasons indicated by respondents include that some lived outside Strathcona County and as such preferred to do their shopping elsewhere, there was a preference to do some shopping online. The majority of comments, however, indicated that they would support local business, but will shop elsewhere if they can't find it in Strathcona County.

- I buy most things here. If there is something I can't find I buy it elsewhere (e.g. clothes) (17)
- I work in Fort Saskatchewan/Edmonton and will stop at stores on my way home (9)
- Need the mall to get Lulu-Lemon and Victoria's Secret among others/specialized products; No major department stores / Stores here are too crowded (7)
- I do some shopping on-line (5)
- I don't live in the County (3)
- I shop in Sherwood Park and Edmonton depending on where I am (2)
- I'd like to support local business more but most are not locally owned.
- Local Superstore parking lot is too congested. Small parking spaces (2)

PART III – Traffic Safety

This report covers the questions associated with aspects of traffic safety. A review of the methodology associated in the development and implementation all aspects of the survey can be found in the beginning of this report.

The Questionnaire

The questionnaire used in this study was new, using questions that were submitted by department representatives from Transportation and Agriculture, Economic Development and Planning. 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[5] prior to the release of the survey to the public.

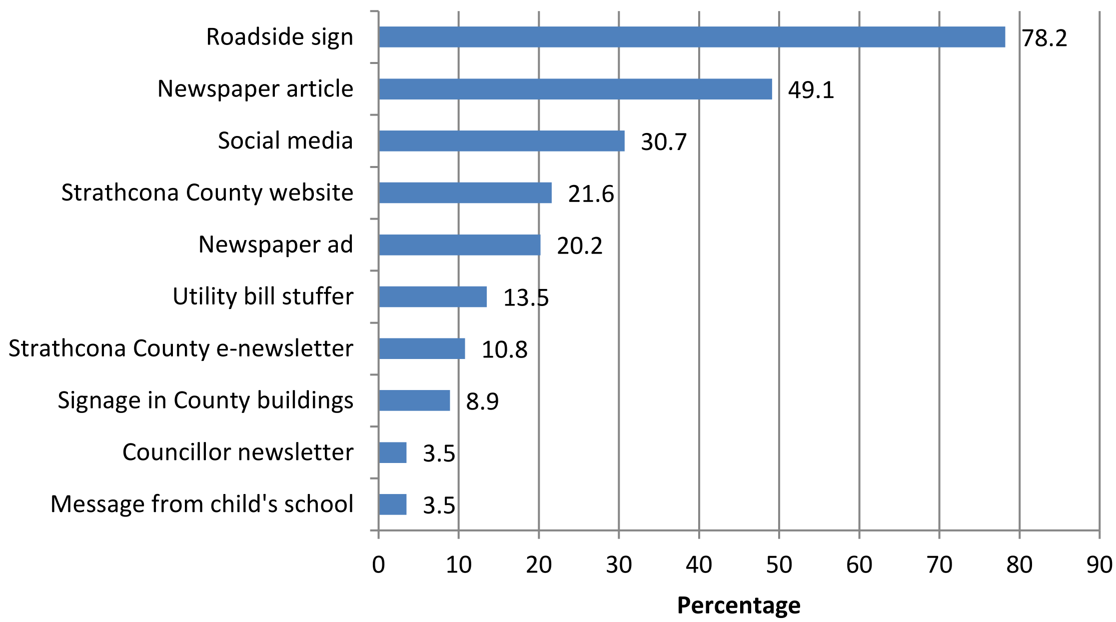
2018 SURVEY RESULTS: TRAFFIC SAFETY

Strathcona County residents who lived in or out of the County were asked to answer a series of questions about traffic safety in Strathcona County. Almost the entire sample (99.2%) opted to answer questions on traffic safety.

Initially, respondents were asked to indicate their awareness of school zone speed limits throughout Strathcona County. Overall, almost everyone (97.6%) was aware that school zone speed limits were in effect from 7:30 am to 4:30 pm on school days. The way that people learned about the change is depicted in Figure 2. It can be seen that roadside signs were the most prevalent way of spreading the message, followed by newspaper articles and social media.

[5] 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).

FIGURE 2
How did you hear about the School Zone Speed Limit Change?



In addition to the choices above, respondents also mentioned word of mouth, radio and television news as other ways of finding out about school zone speed limits.

Respondents were also asked to rate how effective they thought electronic signs that display driving speed were in encouraging one to drive within the speed limit. It can be seen in Figure 3 that a higher percentage of females felt this was very effective compared to males, though a further test of mean scores did not determine any significant differences in perception based on gender. Age, however, was a slightly different story, as it was found that seeing electronic signs were more effective among older people compared to younger ones.

FIGURE 3
Are Electronic Signs Displaying Driving Speed Effective?
(Gender comparisons)

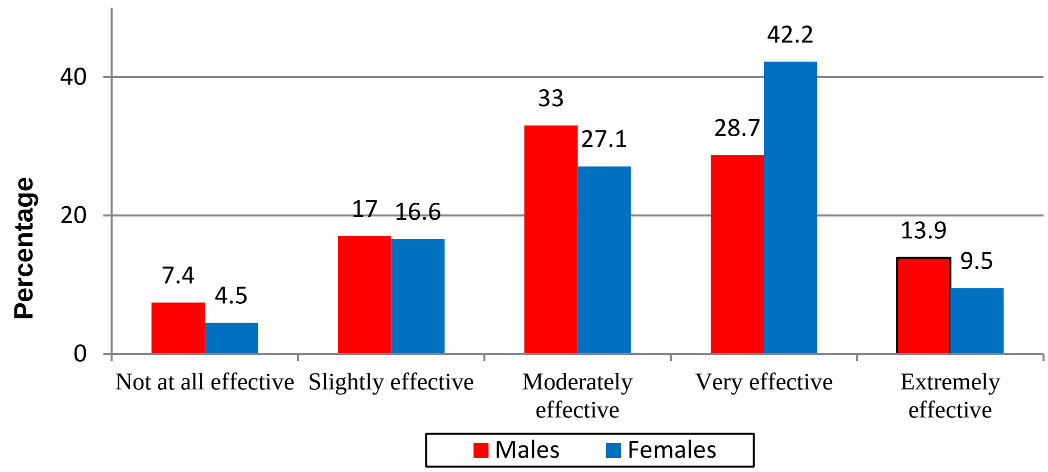
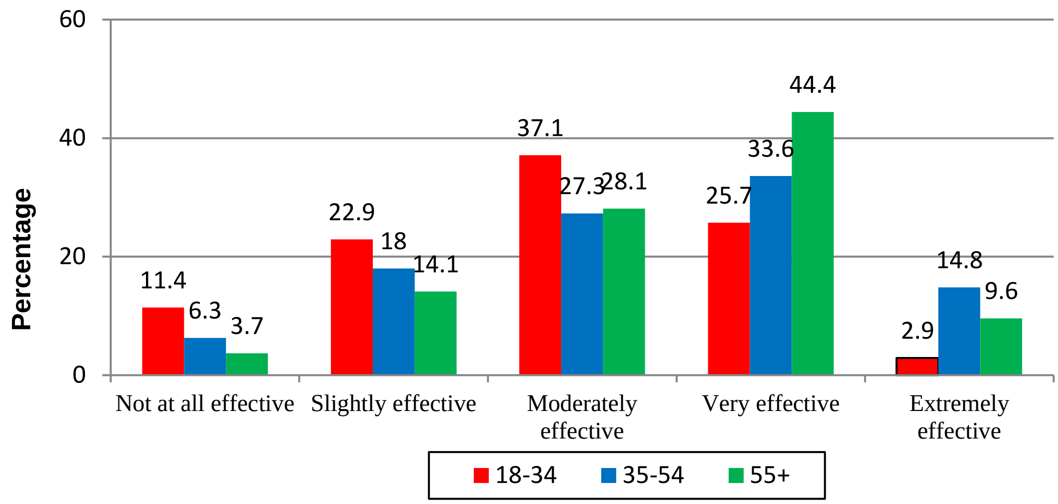


FIGURE 4
Are Electronic Signs Displaying Driving Speed Effective?
(Age Group comparisons)



Respondents were then asked to indicate whether they noticed new yellow backboards on traffic signals. Initially, only 31.1% indicated that they had noticed this change. Upon looking at a comparison of the looks (using a comparison photo that appears on the cover of this report), 69% of the sample indicated that the backboard made the signals easier for them to see; 6% felt that it did not make a difference, while the remaining 25% took a neutral stance.[6]

It was also found that 69.7% of respondents used winter tires on their vehicles.

[6] Overall, just under 30% answered this question. The lower response rate may have been due to some respondents not being able to see the images on their phone or tablet when trying to answer this question.