



**STRATHCONA  
COUNTY**

## **2020 December SCOOP Mixed Topic Survey: Emergency Services**

### **Research Results**

Report Prepared by Phil Kreisel, Ph.D.  
Communications

January 2021

## TABLE OF CONTENTS

<b>I.</b>	<b>INTRODUCTION AND PURPOSE OF THE STUDY</b> .....	1
<b>II.</b>	<b>METHODOLOGY</b> .....	2
	A. The Questionnaire .....	2
	B. Sampling Design and Data Collection Procedure.....	2
<b>III.</b>	<b>SURVEY RESULTS</b> .....	4

## **I. INTRODUCTION AND PURPOSE OF THE STUDY**

In December 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 December 2020 mix topic survey consisted of questions on the upcoming 2021 municipal election, Emergency Services, how Strathcona County communicates with the public, services offered by Economic Development and Tourism, living in one's neighbourhood, volunteering and shopping locally.

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 emergency services. 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 Legislative and Legal Services (LLS), Family and Community Services (FCS), Emergency Services, Communications and Economic Development and Tourism (EDT). 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 FOIP<sup>1</sup> 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 631 people who had previously signed up to be part of SCOOP, Strathcona County's online opinion panel. Overall, 68.7% of the participants lived in the urban area, 29.8% came from rural parts of Strathcona County, and the remaining 1.4% 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  $\pm 3.9\%$ , 19 times out of 20.<sup>2</sup> 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.

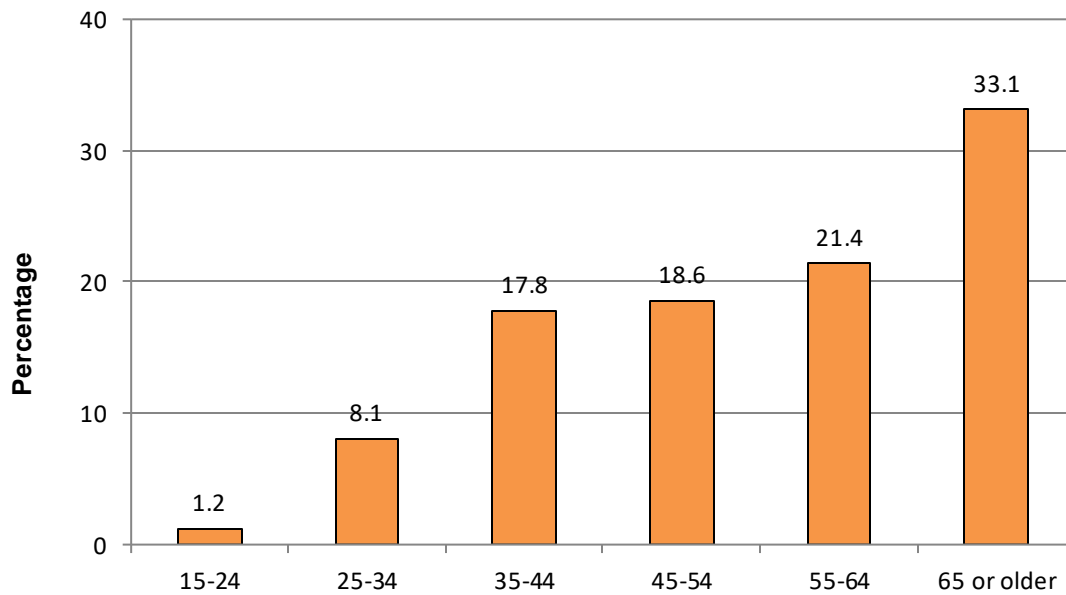
---

<sup>1</sup> 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).

<sup>2</sup> The  $\pm 3.9\%$  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 3.9% 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, most of the respondents who participated in the survey are over the age of 44, with 25.9% of the participants between the age of 25 and 44. Only a very small percentage of participants were under 25. Overall, 57.7% of participants were female while 42.3% were male.

**FIGURE 1**  
**Age of Respondents**



### III. SURVEY RESULTS

Respondents were asked if they would like to answer a series of questions about services offered by Emergency Services. Overall, 96.7% of the participants opted to answer questions on this topic.

Respondents were then asked to indicate which Strathcona County emergency services had been used sometime in the past 2 years. The overall results are as follows:

- Ambulance services – 23.0%
- Community safety education programs – 7.1%
- Fire and rescue services – 5.1%
- Fire inspections – 3.4%
- None of these services were used in the past 2 years – 38.3%
- Never used any of these services – 29.6%

Overall, 77.2% of respondents currently subscribe to the Strathcona County alert system. Of the 22.8% who had not, a follow-up question found that 18.5% of them would consider signing up for the service.