



2021 February SCOOP Mixed Topic Survey: Community Standards



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I. INTRODUCTION AND PURPOSE OF THE STUDY

In February 2021, Strathcona County conducted its first of two online surveys 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 first February 2021 mixed topic survey consisted of questions on establishing priorities for the County library and establishing community standards for various aspects of the quality of life 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); SPSS was used for the data analysis.

This report covers questions associated with the Strathcona County library. 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) and the Strathcona County Library. 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 637 people who had previously signed up to be part of SCOOP, Strathcona County's online opinion panel. Overall, 67.8% of the participants lived in the urban area, 30.8% 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 20.² 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.

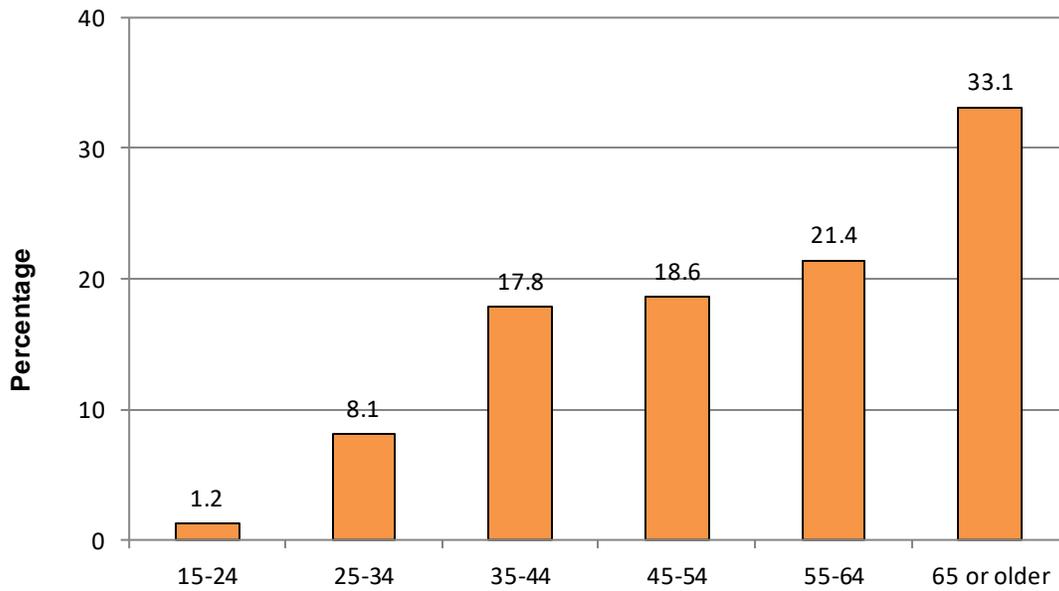
As seen in Figure 1, most of the respondents who participated in the survey are over the age of 44, with 25.9% of the participants between the age

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 $\pm 3.9\%$ is the *margin of error* associated with this study and refers to the potential percentage spread that exists within answers to 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.

of 25 and 44. Only a very small percentage of participants were under 25. Overall, 57.1% of participants were female while 42.9% were male.

FIGURE 1
Age of Respondents



III. SURVEY RESULTS

Respondents were asked if they would like to answer a question about setting priorities for the Strathcona County Library with respect to addressing community needs. Overall, 83.5% of the participants opted to answer this question.

Strathcona County Library is reviewing community needs that it can address over the next two years. The list below represents some broad areas of need and an example of some actions the library could take within each category. Please rank the list in the order of priority that you believe the library should address them, with 1 being the highest priority and 7 being the lowest priority.

Residents were asked to rank seven different potential needs that the library should prioritize over the next two years. Table 1 presents the ratings for each item, based on how each item was ranked by respondents from one to seven, with 1 being the highest priority and 7 being the lowest priority. As such, every item would be a “first choice” for somebody. Percentages for each item adds up to 100% by row.

Table 1
Ranking of items that the Strathcona County should prioritize

	Priority Ranking						
	1	2	3	4	5	6	7
Educational challenges	33.9%	21.0%	16.1%	12.9%	9.5%	5.5%	1.1%
Mental health	23.7%	13.8%	15.5%	15.3%	14.4%	10.6%	6.6%
Technology access and digital literacy	13.0%	18.1%	16.2%	14.5%	18.1%	12.0%	8.2%
Public spaces	10.4%	10.8%	12.9%	12.0%	11.2%	22.6%	20.1%
Recreation	9.3%	12.9%	10.1%	12.4%	15.2%	20.3%	19.8%
Financial challenges	8.1%	17.8%	20.1%	21.2%	15.9%	11.0%	5.9%
Diversity and inclusion	3.4%	5.7%	9.1%	11.6%	15.2%	17.9%	37.1%

Based on the data gathered, the following priorities are speculated:

- **Educational challenge(s)** is the clear first choice by 33.9% of respondents and the second choice of 21%.
- **Mental health** is also considered a first choice by 23.7% of respondents (though not as high as educational challenges)

- **Financial challenge** is a clear third or fourth priority.
- **Technology access and digital literacy** was the fifth priority.
- **Public spaces** and **Recreation** were established as sixth priorities based on the data collected.
- The **Diversity and inclusion** item was the seventh priority overall.