



**STRATHCONA
COUNTY**

2020 December SCOOP Mixed Topic Survey: Living in One's Neighbourhood



Research Results

Report Prepared by Phil Kreisel, Ph.D.
Communications

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TABLE OF CONTENTS

I.	INTRODUCTION AND PURPOSE OF THE STUDY	1
II.	METHODOLOGY	2
	A. The Questionnaire	2
	B. Sampling Design and Data Collection Procedure.....	2
III.	SURVEY RESULTS	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 living in one’s neighbourhood as well as volunteering. 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 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 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 20.² The data was gathered via the online SCOOP platform in November 2020.

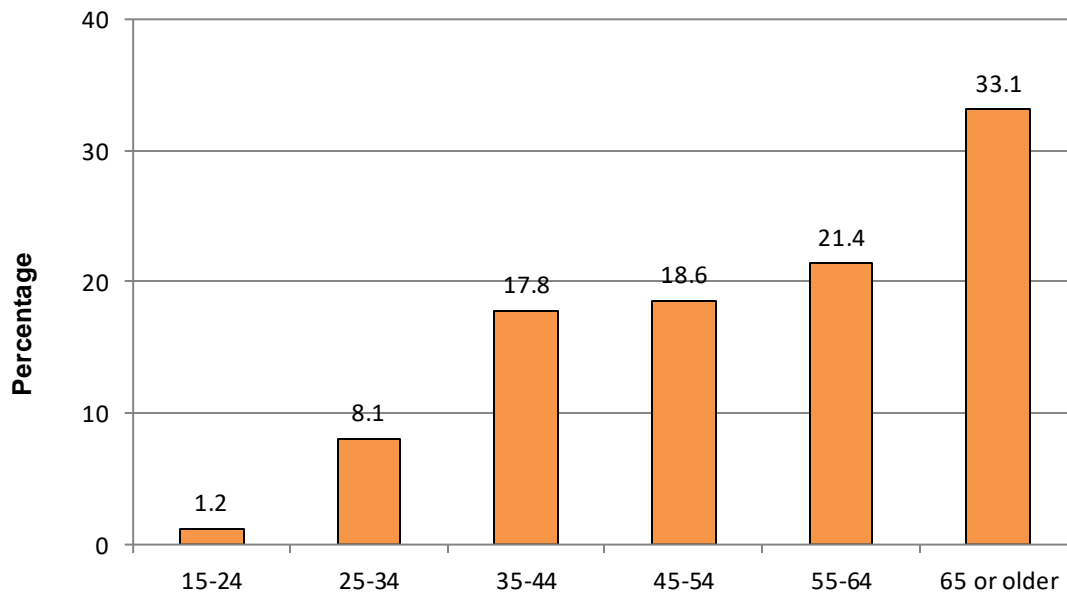
During the fielding of the survey, respondents had the option to skip a section if they felt that the topic had no relevance to them.

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.

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

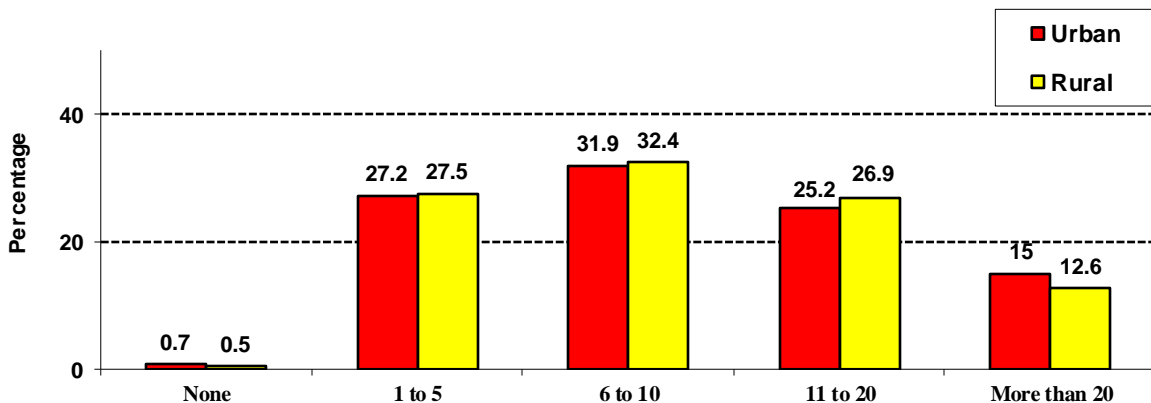


III. SURVEY RESULTS

Respondents were asked if they would like to answer a series of questions about ways that living in one’s neighbourhood as well as questions on volunteering. These questions were previously asked in satisfaction surveys conducted in 2019 and earlier. Overall, 95.9% of the participants opted to answer questions on these topics.

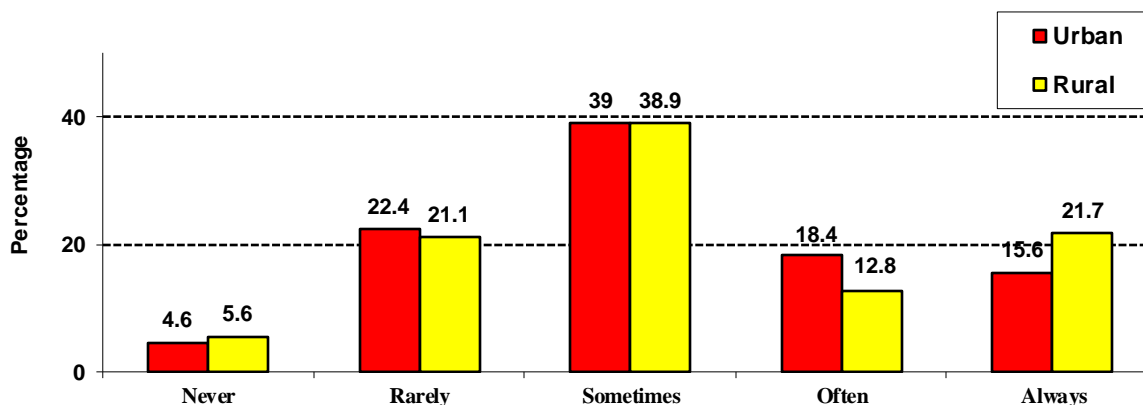
Respondents were asked to indicate the number of adults they know by name in their neighbourhood. The results are shown in Figure 2 by urban and rural splits. On a proportionate basis, there is very little difference seen between those living in Sherwood Park and those living in rural parts of the County with respect to the number of neighbours known. These percentage breakdowns are very similar to what was seen in 2019.

FIGURE 2
Number of adults known by name within one’s neighbourhood
Urban and rural comparisons



It can be seen from Figure 3 that there was very little difference between urban and rural residents with respect to perceptions for being able to count on their neighbors for help. On a proportionate basis, a slightly higher percentage of rural residents indicated that they could always count on their neighbours for help compared to urban residents.

Figure 3
Extent that one can count on neighbors for help
Urban and rural comparisons



A new question added this year asked respondents to indicate how often they felt uncomfortable or out of place in their neighbourhood because physical features, cultural influences, gender or religion. The results are shown in Table 1. It can be seen that almost everyone indicated that most aspects never occurred. There were sometimes issues associated with gender and religion

Table 1
Ranking of how Strathcona County provides information

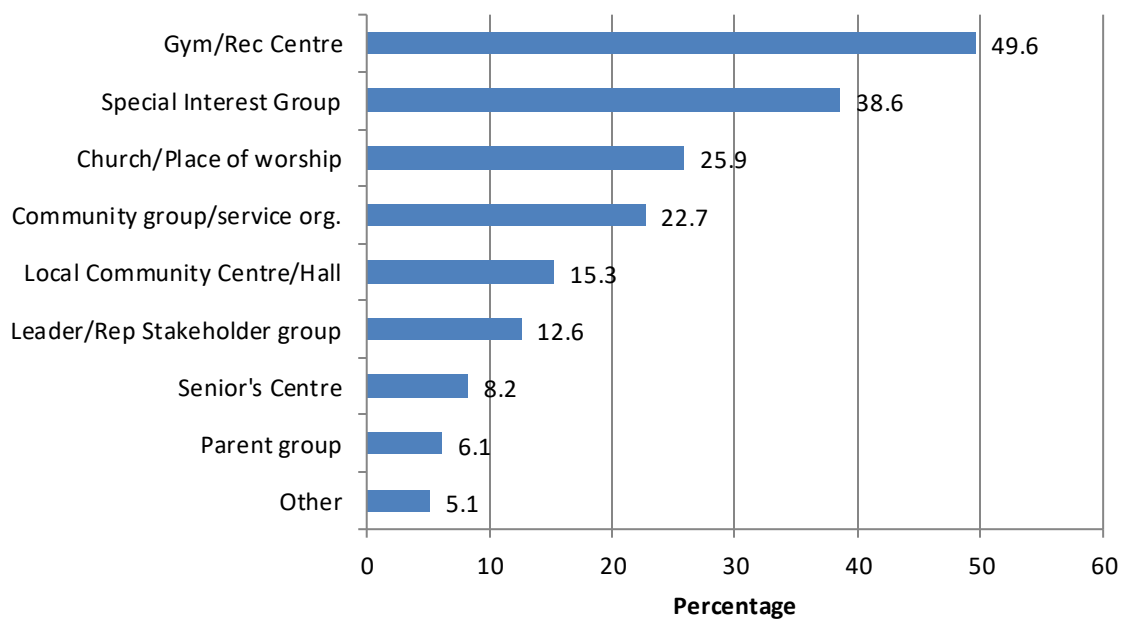
	Never	Rarely	Sometimes	Often/ Always
Skin colour	97.8%	1.2%	0.5%	0.4%
Sexual orientation	97.6%	0.5%	1.9%	---
Ethnicity	97.3%	1.4%	1.0%	0.2%
Race	97.3%	1.4%	1.0%	0.2%
Language	96.6%	1.7%	1.7%	---
Accent	96.4%	2.2%	1.0%	0.5%
Culture	94.2%	2.6%	2.9%	0.2%
Gender	89.6%	6.0%	3.9%	0.5%
Religion	89.5%	6.0%	3.8%	0.7%

Respondents were given the opportunity to indicate the various groups or organizations in which they chose to be actively involved as volunteers.

The extent of one’s involvement was left to an individual’s discretion. Respondents could list their involvement in more than one type of organization or activity if they wished. Overall, 20.8% of respondents were not formally involved in any organized groups.

Of the remaining respondents who were involved with one or more organized groups, it can be seen in Figure 4 that 49.6% got involved in their local gym or recreation center, while just over 38% were involved with a special interest group. It was also found that 25.9% were involved with a church/place of worship and 22.7% were involved with a community group or service organization.

FIGURE 4
Type of Community Involvement in 2020



Other groups identified by respondents included various sports teams or similar organizations based in Edmonton.