

# SCOOP Mixed-Topic Survey Report

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March 2019



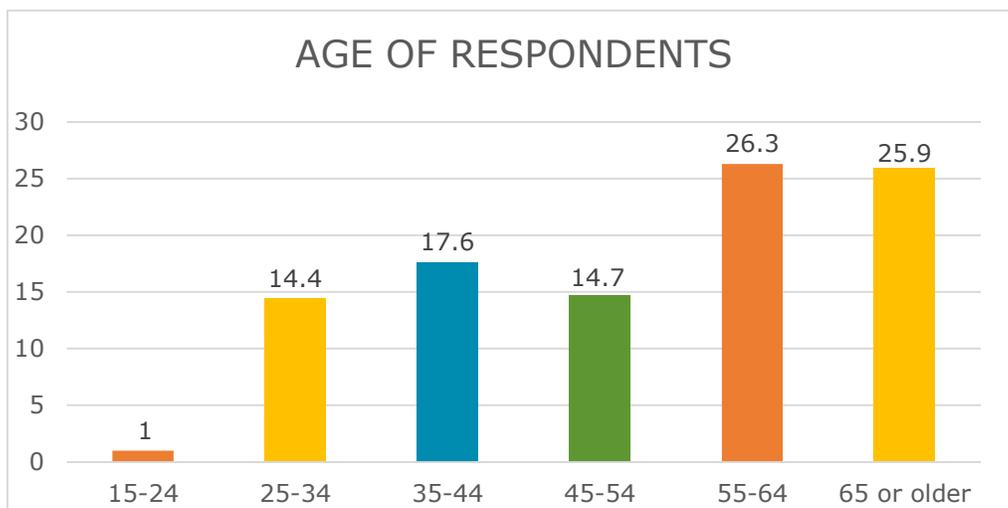
In March 2019, Strathcona County conducted an online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. This mixed-topic survey consists of questions asked within one or more topic areas and was exclusive to participants who signed up to be part of SCOOP. March's mixed-topic survey consisted of questions related to getting information about recreation programs, and testing smoke alarms and carbon monoxide detectors.

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## Survey Results

The sample frame used in this study consisted of 319 people who had previously signed up to be part of SCOOP, Strathcona County's online opinion panel.

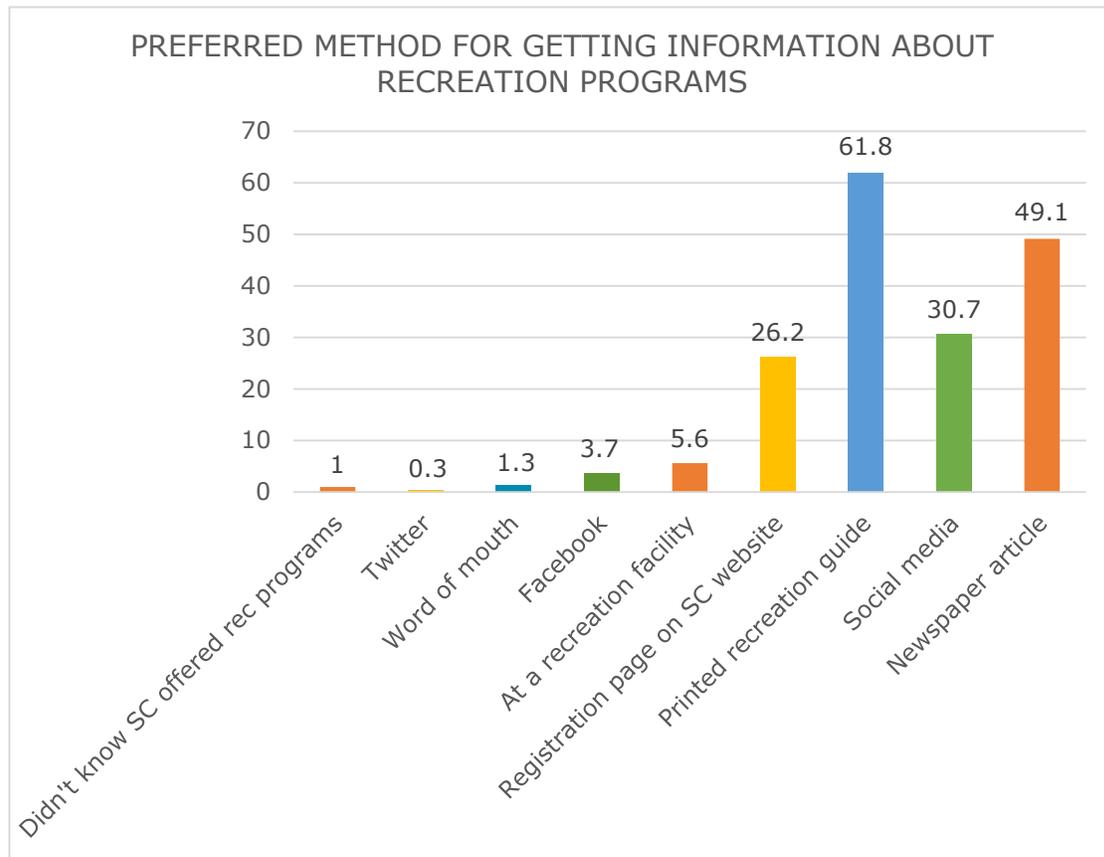
- 76.8% of the participants lived in the urban area,
- 19.7% came from rural parts of Strathcona County, and;
- 3.4% worked in Strathcona County but did not live there.
- The majority of respondents who participated in the survey are over the age of 44, with just under one third of the participants between the age of 25 and 44.
- Only a very small percentage of participants were under 25.
- 61.4% of participants were female while 37.9% were male.



## SURVEY RESULTS: RECREATION PROGRAM INFORMATION

SCOOP participants who lived in or out of the County were asked to indicate the primary way they preferred to get information about Strathcona County's recreation programs. 94.4% of the 319-person sample opted to answer this section of the survey.

Respondents were presented with 7 different information choices available to them for getting information about the County's recreation programs and asked to pick just one of the options.



Despite the increased presence and accessibility of electronic social media for residents, when it comes to getting information about recreation programs, the vast majority still prefer to rely on the printed recreation guide, with the use of the Strathcona County website a distant second choice.



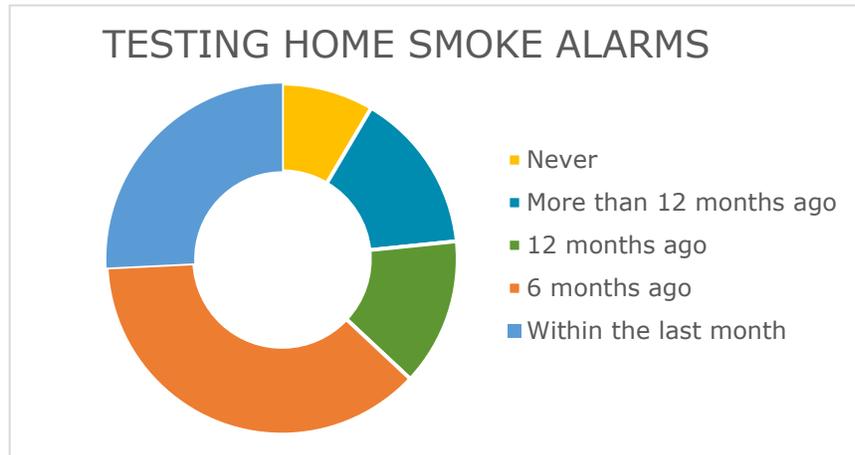
**A strong majority of respondents still prefer to get their recreation program info from a printed recreation guide**

# SURVEY RESULTS: SMOKE AND CARBON MONOXIDE DETECTORS

## Smoke Detectors

Initially, respondents were asked to indicate the last time that they tested their home’s smoke alarm(s).

- over 25% of respondents tested them within the past month.
- close to 24% had either done this more than 12 months ago, or had never tested their alarms.



## Carbon Monoxide Detectors

- 77.6% of respondents had at least one in their household.
- Of the ones who had one, it was found that just over half of them (55.8%) had tested it.
- The remaining either did not test it (28.9%) or were not sure if they tested it or not (15.3%).

## What’s Next?

The survey responses will be reviewed by the departments responsible, and departments will use your information in their operational planning to better serve residents.

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