

# SCOOP

## COVID Communication Evaluation and Recreation Experiences during COVID

DATE: June 2020



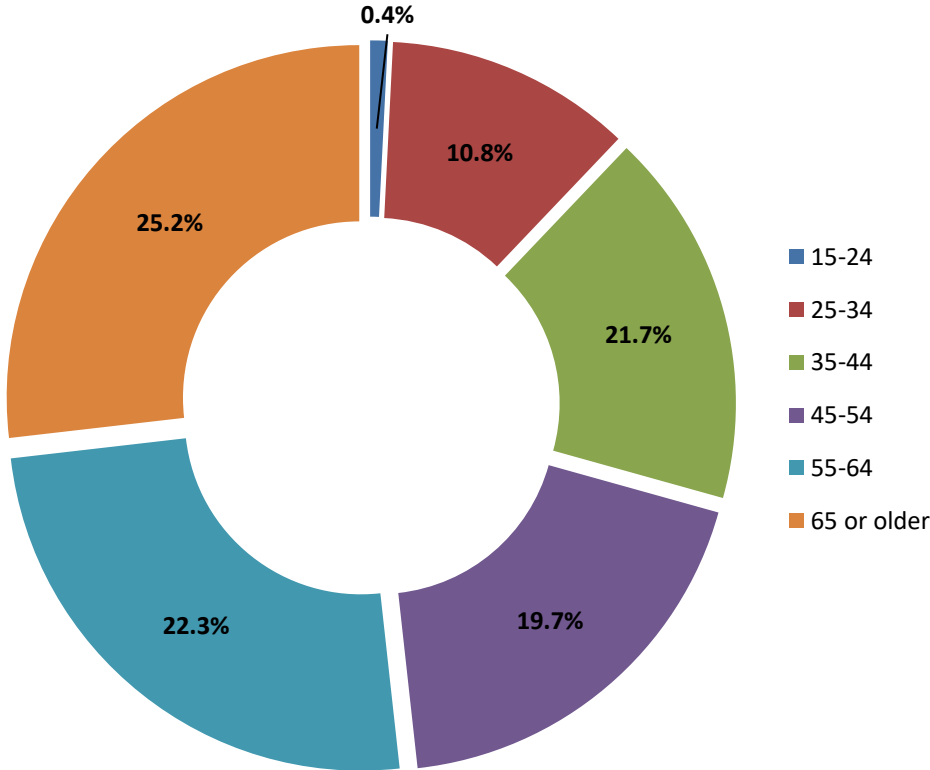
In June 2020, Strathcona County conducted a regular online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. This project consisted of different survey topics with a number of questions asked within each topic area. This survey was exclusive to residents who signed up to be part of SCOOP.

# Survey Highlights

The June mixed-topic survey consisted of questions on Communication from Strathcona County during COVID and Recreation Experiences in Strathcona County during COVID. There were 502 responses to the mixed-topic survey.

## WHO RESPONDED?

- 74.1% of the participants lived in Sherwood Park, 23.1% came from rural parts of Strathcona County, and the remaining 2.8% worked in Strathcona County but did not live there.
- 62.8% of the participants were female while 37.2% were male.
- The age group breakdown of the survey respondents is shown below.



## Communication Efforts during COVID

- A series of questions were asked about Strathcona County's communication efforts during the COVID-19 pandemic. Overall, 66.7% were either very satisfied or satisfied with the quality of the messages. With respect to age groups, a further analysis found that satisfaction levels (a combined very satisfied/satisfied) on the quality of communication were highest among those aged 15-34 (81.1%) compared to those aged 35-64 (66.9%) and those aged 65 or older (62.8%).
- Only 4.9% of the respondents felt overwhelmed by the amount of communication coming from Strathcona County related to COVID-19. No differences were seen between urban/rural or age groups for this question.
- 72.2% found the information shared by Strathcona County on COVID-19 to be valuable to them. With respect to the overall frequency of communication messages on COVID-19, that 59.4% were either very satisfied or satisfied with this, with 31.7% taking a neutral stance. Only 9.9% were unsatisfied (or very unsatisfied) with the frequency of messages.
- With respect to where residents are finding the majority of COVID-19 information specific to Strathcona County, the top sources were:
  - Local newspaper – 47.2%
  - Strathcona County's Website – 44.1%
  - Strathcona County Alerts – 38.6%
  - Strathcona County's Facebook page(s) - 28.9%
  - Word of mouth – 24.2%
  - Facebook group – 15.4%
  - Strathcona County's Twitter – 11.6%

## Changes to Recreation Patterns due to COVID-19

- 44.9% had made adjustments to their indoor recreation activities. One of the big changes was doing fitness exercises and/or yoga at home, often with the help of ZOOM. Furthermore, 49% made changes to their cultural or leisure activities, primarily because the facilities where they did these were closed due to the pandemic.
- With respect to the reopening of facilities, 50.6% were still going to maintain some or all of the changes they made to their recreation patterns with the initial closures. Things they were going to keep doing included walking in their neighbourhoods, exercising at home and doing organized classes via online sessions such as zoom.

## What's Next?

The SCOOP Mixed Topic Surveys usually run monthly and cover a variety of topics. Our next Mixed Topic Survey results will feature topics covered in our Summer 2020 release.