



**STRATHCONA
COUNTY**

2021 SCOOP Second Anniversary Survey



Research Results

Report Prepared by Phil Kreisel, Ph.D.
Communications

May 2021

TABLE OF CONTENTS

I. INTRODUCTION AND PURPOSE OF THE STUDY	1
II. 2021 SURVEY RESULTS.....	2

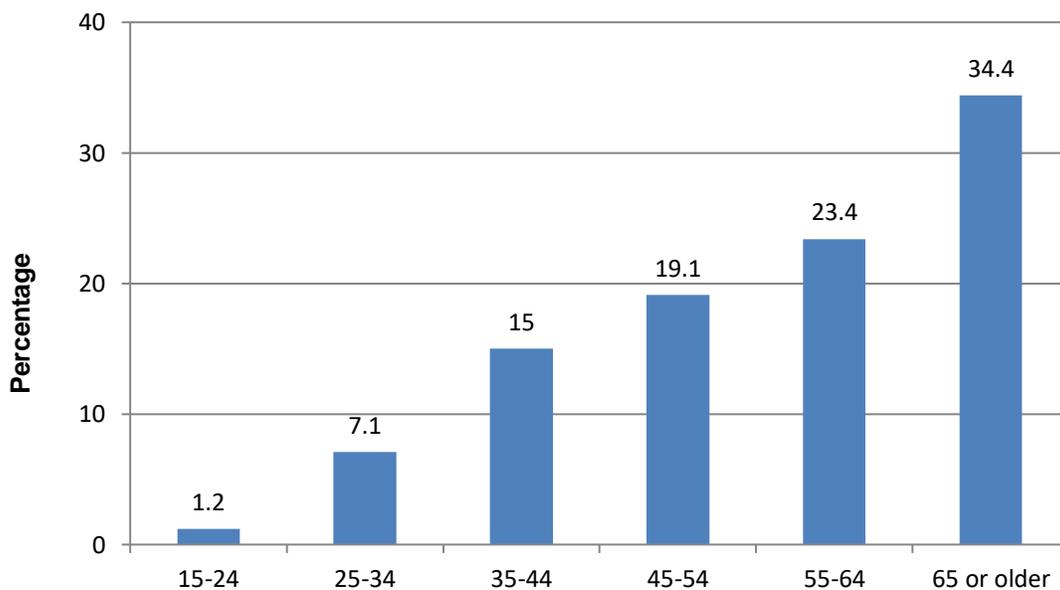
I. INTRODUCTION AND PURPOSE OF THE STUDY

In February 2021, Strathcona County conducted an online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. This project asked users of SCOOP a series of questions about the panel itself.

The sample frame used in this study consisted of 634 people who had previously signed up to be part of SCOOP, Strathcona County’s online opinion panel. Overall, 67.4% of the participants lived in the urban area, 31.2% came from rural parts of Strathcona County, and the remaining 1.4% worked in Strathcona County but did not live there.

As seen in Figure 1, the majority of respondents who participated in the survey are over the age of 44, with 38.5% of the participants between the age of 25 and 44. Only a very small percentage of participants were under 25. Overall, 56.8% of participants were female while 43.2% were male.

FIGURE 1
Age of Respondents



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 $\pm 3.4\%$, 19 times out of 20.¹

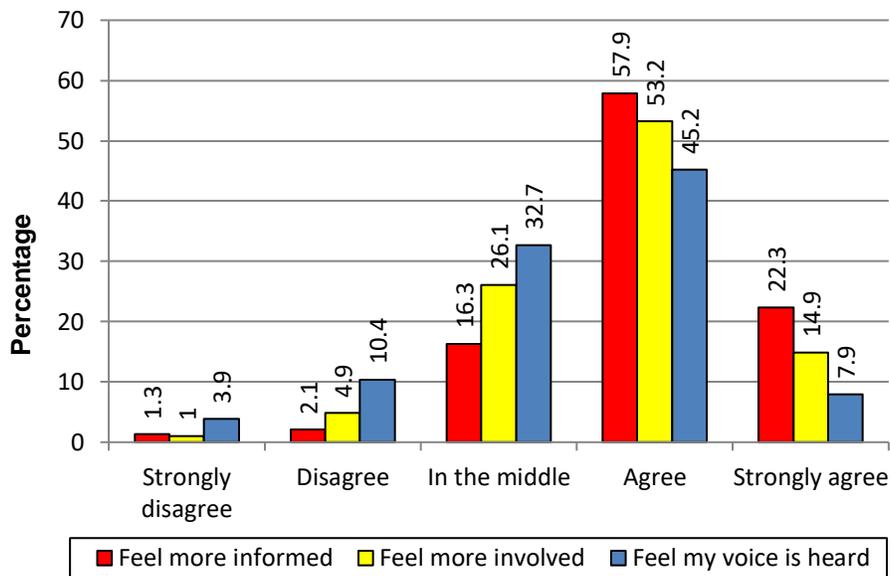
II. 2021 SURVEY RESULTS

The majority of respondents (71.1%) have been part of the panelist group for more than one year. The remainder:

- Between 9 to 12 months – 12.0%
- Between 6 to less than 9 months – 7.4%
- Between 3 to less than 6 months – 5.7%
- Less than 3 months – 3.8%

Figure 2 presents a comparison of how people felt about whether they felt more informed, involved and that their voice was heard though being part of SCOOP.

FIGURE 2
Though SCOOP, I feel...



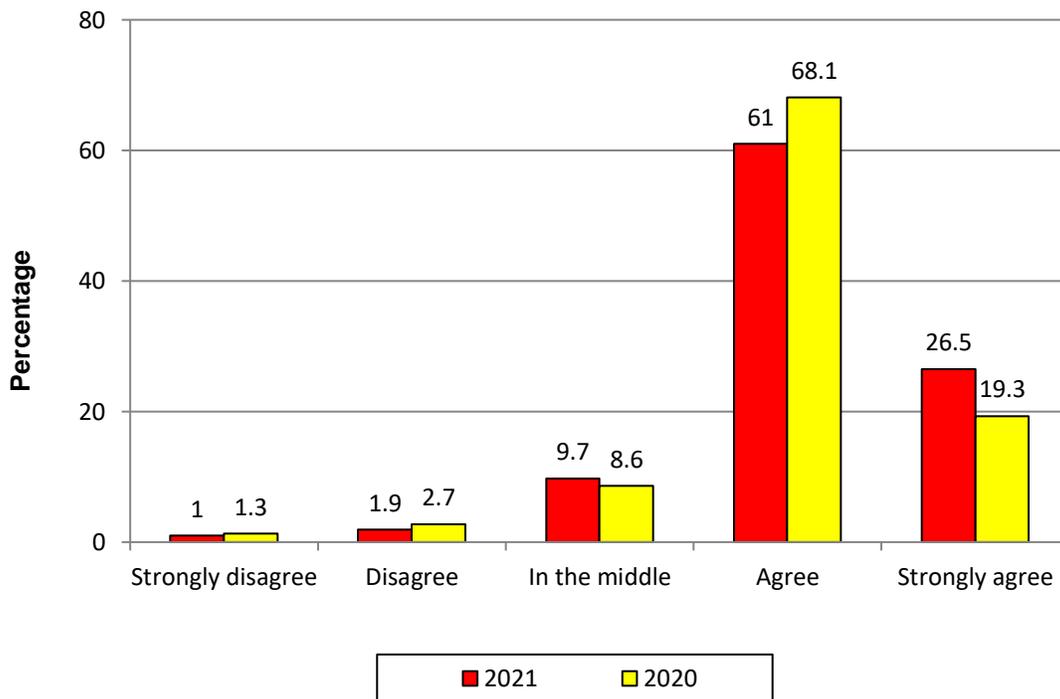
¹ The $\pm 3.4\%$ is the *margin of error* associated with this study and refers to the potential percentage spread that exists within answers to particular questions. This means that an answer could be up to 3.4% higher or lower than what is reported. Please note, however, that the data was gathered though an online survey and no controls were undertaken to make this a random sample.

It can be seen from Figure 2 that the majority of respondents agree that they feel more informed by being part of SCOOP. This was higher than those who felt more involved and felt that their voice was being heard (even though the majority did agree with all three of these viewpoints).

In a comparison with last year’s results, 78.1% agreed/strongly agreed that they felt more informed in 2021 compared to 76% in 2020. The patterns for *feeling more involved* and *feel my voice is heard* were virtually unchanged between 2020 and 2021.

Figure 3 shows the results for the question “I feel the topics covered in SCOOP surveys are important for the community” for 2020 and 2021. It can be seen that a strong majority agreed with this in both years.

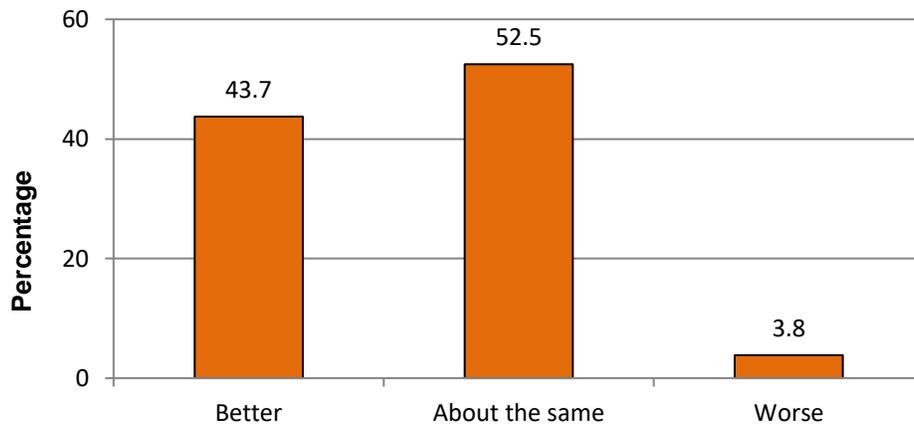
FIGURE 3
Are topics from SCOOP surveys important to the community?
2021 and 2020 results



There were three new questions that were added to this year’s survey. The first was whether people were seeing more results from surveys once these had been completed compared to last year. It can be seen in Figure 4

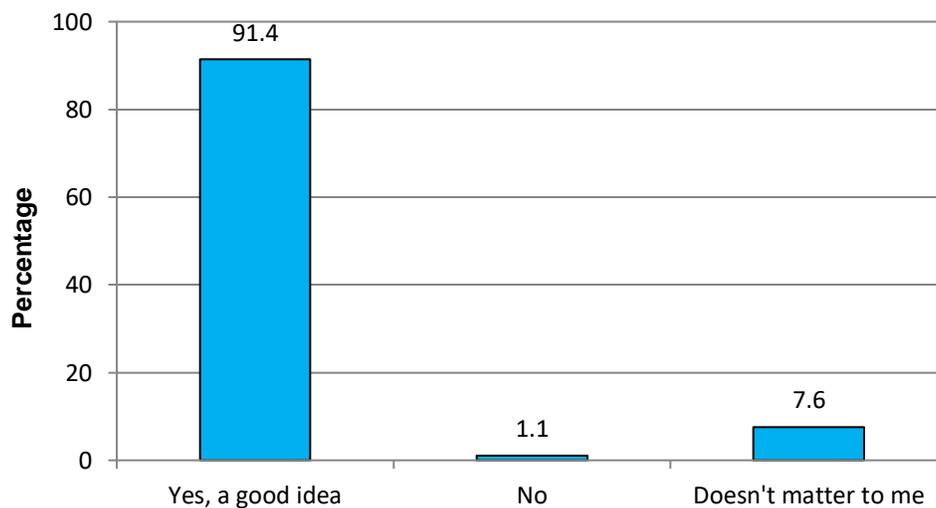
that just over half of the respondents thought that the output was about the same, though 43.7% felt it was better this year compared to last year.

FIGURE 4
Are you seeing more results from completed surveys compared to last year?



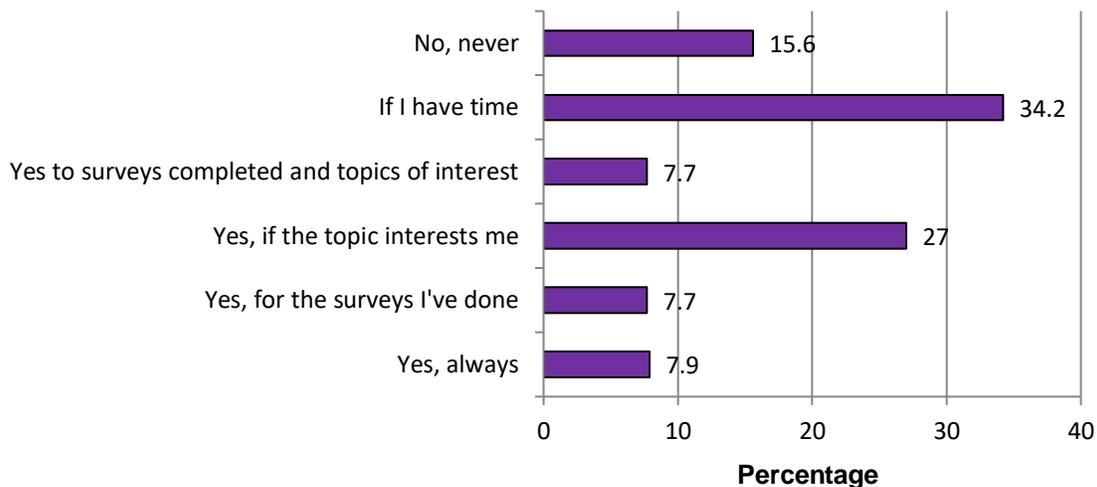
Respondents were also told that Survey Central was sending more emails directly to SCOOP members to provide links to survey reports. Overall, it can be seen in Figure 5 that almost all respondents thought this was a good idea.

FIGURE 5
Do you like receiving direct links to survey reports?



Respondents were also asked if they had read the reports from each of the surveys done on the County’s public engagement reporting webpage. Overall, it can be seen in Figure 7 that the majority of respondents would look at reports to some extent, though the primary reasons would be if they had time to do so or if the topic of the report was of interest to them.²

FIGURE 6
Do you read the reports done on the SCOOP surveys?



Respondents were also asked if any of the email glitches that sometimes occurred when sending out survey notices were bothersome to SCOOP respondents. Overall, this did not bother most of the respondents (83.4%) but was troublesome to 16.6% of them.

The final two questions on the survey were open-ended, which allowed respondents to provide input based on their own thoughts and feelings about the online surveys available to them through SCOOP. The first question asked respondents to indicate topics that they would like to see in future

² It should also be noted that in the initial analysis, 32.6% were unaware that reports from surveys were even posted. These people were excluded from the data when the question was re-examined to include those people who were aware of reports emerging from SCOOP surveys.

SCOOP surveys. Close to 300 topic ideas were put forward, with the most popular ones being as follows:

- Roads, including road maintenance, rural and urban roads, road safety, feeder roads and main roads;
- Traffic issues, including traffic control, traffic lights and traffic signal coordination, traffic flow and commercial traffic;
- Seniors issues, including seniors centre, seniors recreation, various topics aimed at seniors and seniors' care facilities;
- County facilities, including various recreation facilities, sports facilities, multi-use and fitness facilities and other community facilities;
- Parks, including public parks, open spaces, off-leash dog parks and maintenance issues of various parks;
- Housing issues, including neighbourhoods, low income housing, walkable neighbourhoods and affordable housing;
- Tax issues, including tax assessments and rural taxes;
- Bylaws, including those associated with waste, noise, cats and other animals;
- Recreation; including programs, events, infrastructure, facilities and specific age group programming;
- Trails, including walking trails, paved trails, trail use/adoption, groomed trails, bike trails, cross-country ski trails and heritage trail resurrection;
- Waste management and recycling issues.

When asked whether the surveys offered in 2020 was of interest to them, 62% of respondents said yes. A smaller percentage of these people also indicated that there were times when the surveys missed the mark, but these often were topic areas that people were not interested in.

Many of the respondents appreciated the opportunity to skip topics in SCOOP surveys that they were not interested in completing. Respondents were also asked to indicate any suggestions or improvements for SCOOP in the future. There were a couple of instances where people would like an opportunity to add their own comments at the end of a topic area. There were also some comments where people thought that the topics in the SCOOP surveys did not reflect current issues or trends occurring in

Strathcona County. One respondent wondered if more data could be provided about what things cost in the questions (e.g. would you support project x if it cost y dollars or raised taxes by z%), which seemed to be missing from all surveys.