

SCOOP

Virtual Recreation Programming and Dog Licensing

DATE: **March 2021**



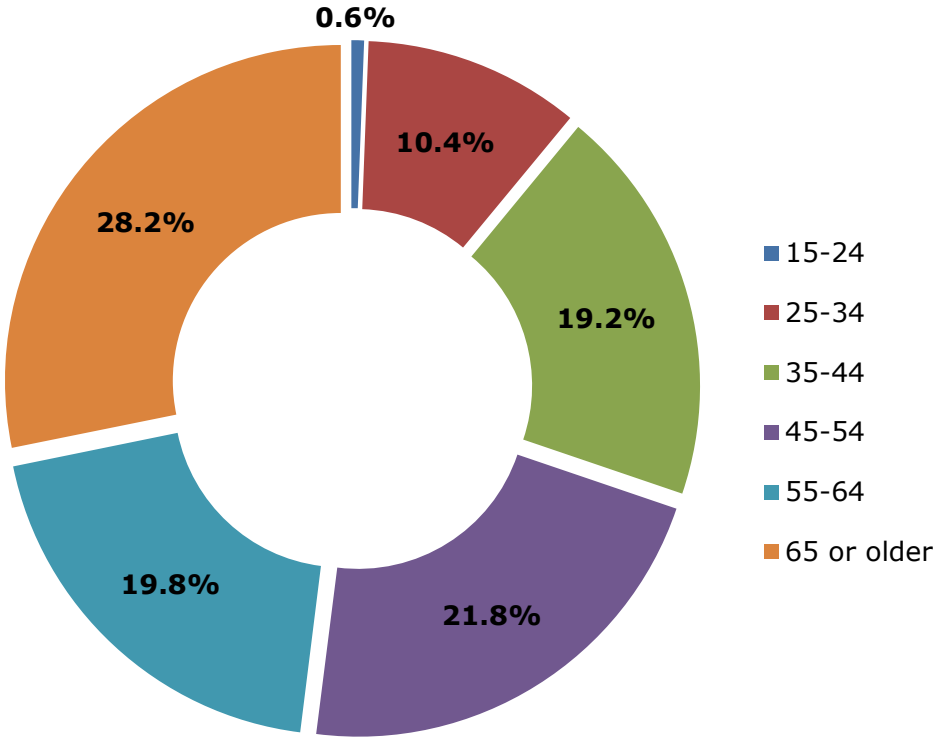
In March 2021, Strathcona County conducted a regular online survey as part of its Strathcona County Online Opinion Panel (SCOOP) initiative. This project consisted of different survey topics with a number of questions asked within each topic area. This survey was exclusive to residents who signed up to be part of SCOOP.

Survey Highlights

The March mixed-topic survey consisted of questions about virtual recreation programming and the dog licensing program. There were 667 responses to the mixed-topic survey.

WHO RESPONDED?

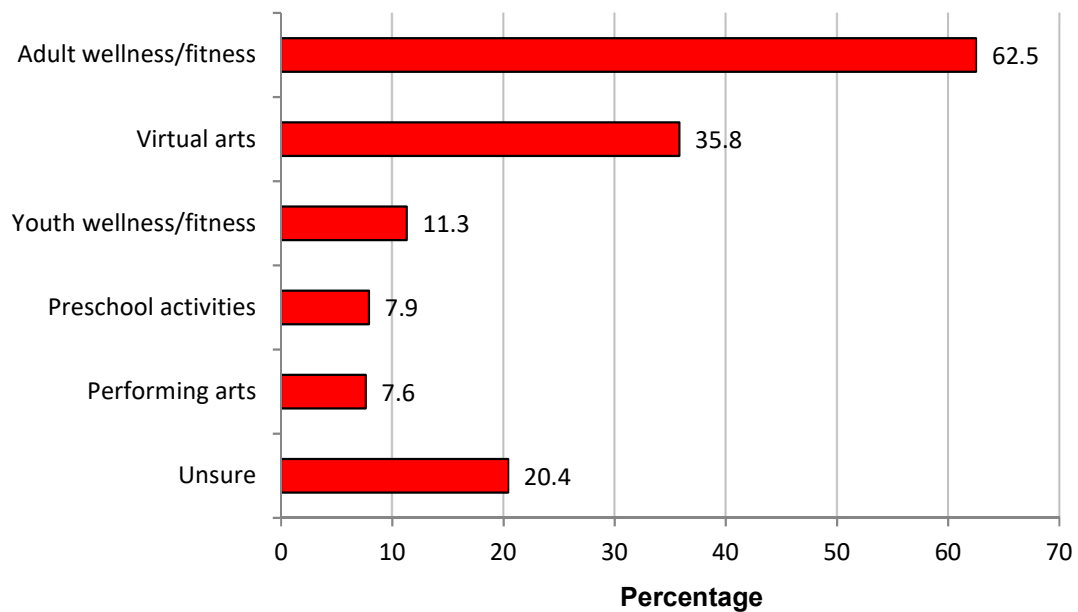
- 73.3% of the participants lived in an urban area, 25.5% lived in rural parts of Strathcona County, and the remaining 1.2% worked in Strathcona County but did not live there.
- 60.4% of the participants were female while 39.6% were male.
- The age group breakdown of the survey respondents is shown below.



Virtual Recreation Programming

- Respondents were asked if they were interested in registering for a paid virtual class offered by the Recreation, Parks and Culture department, either for themselves and/or a family member. Only just over half (54.9%) had a strong opinion on virtual programming including 20.1% who were interested, and 34.9% not interested, while 45.1% were not sure.
- Interested and unsure respondents were then asked which program areas they would be interested in taking if they paid for a virtual class. Most expressed interest in adult wellness classes and more than one third expressed interest in art classes:

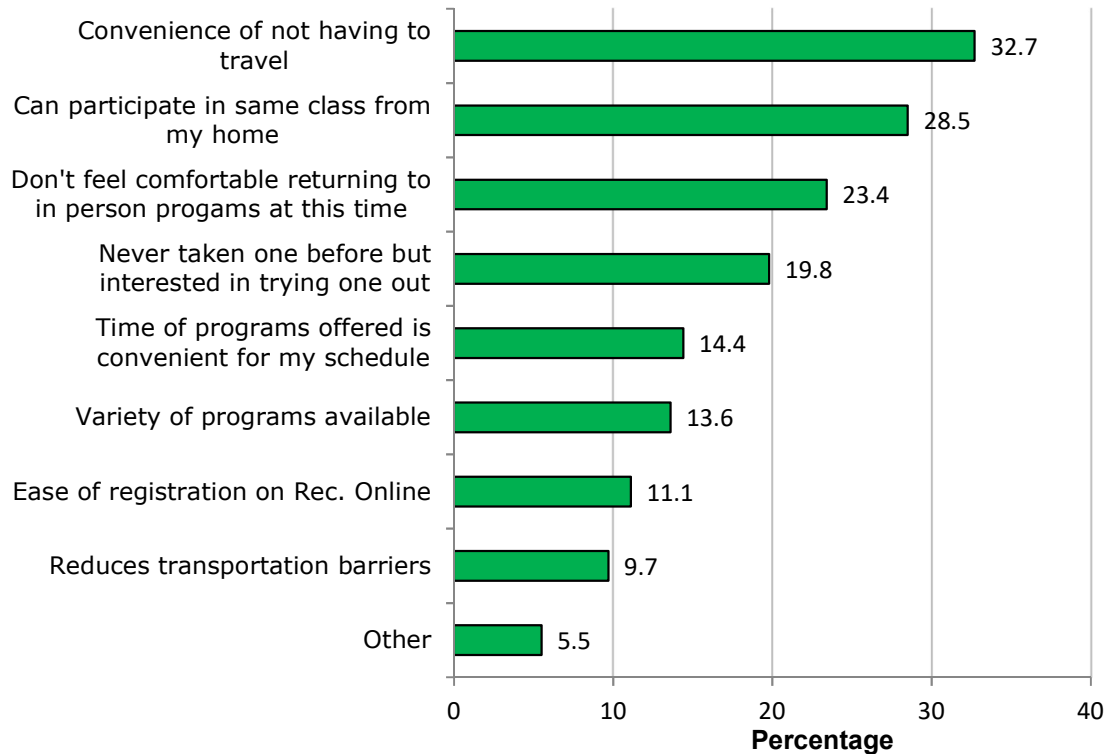
Interest in Virtual Recreation Programming



- These respondents who were interested or unsure were then asked to indicate what would cause them to consider registering for a virtual recreation or culture course through Strathcona County. Many participants' reasons involved the convenience of taking classes from home, and almost one quarter expressed discomfort with in-person classes at this time.
- Many pointed out that an advantage of the virtual classes is that they would not be cancelled or rescheduled due to new restrictions imposed by the

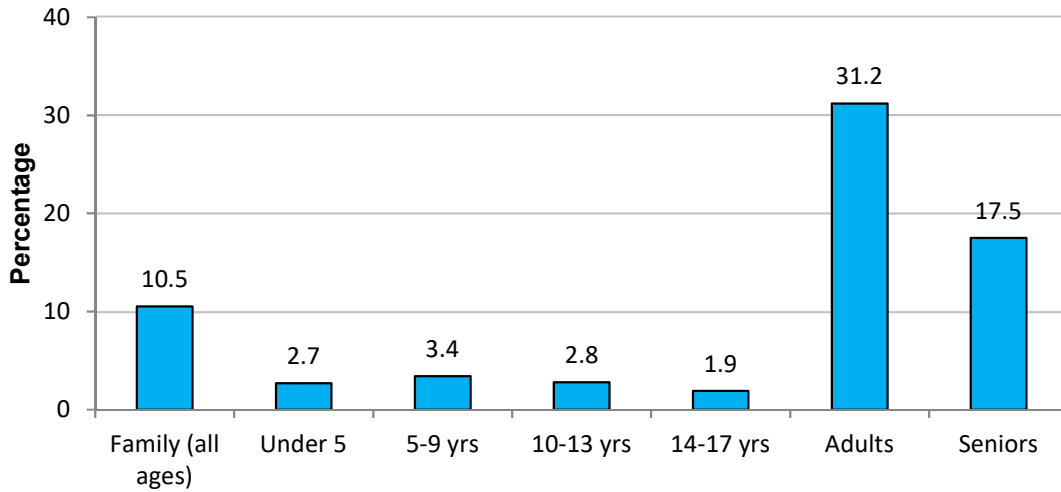
Alberta government, while others felt that virtual classes could not substitute for regular in-person classes.

Reasons for Considering a Virtual Registration Course



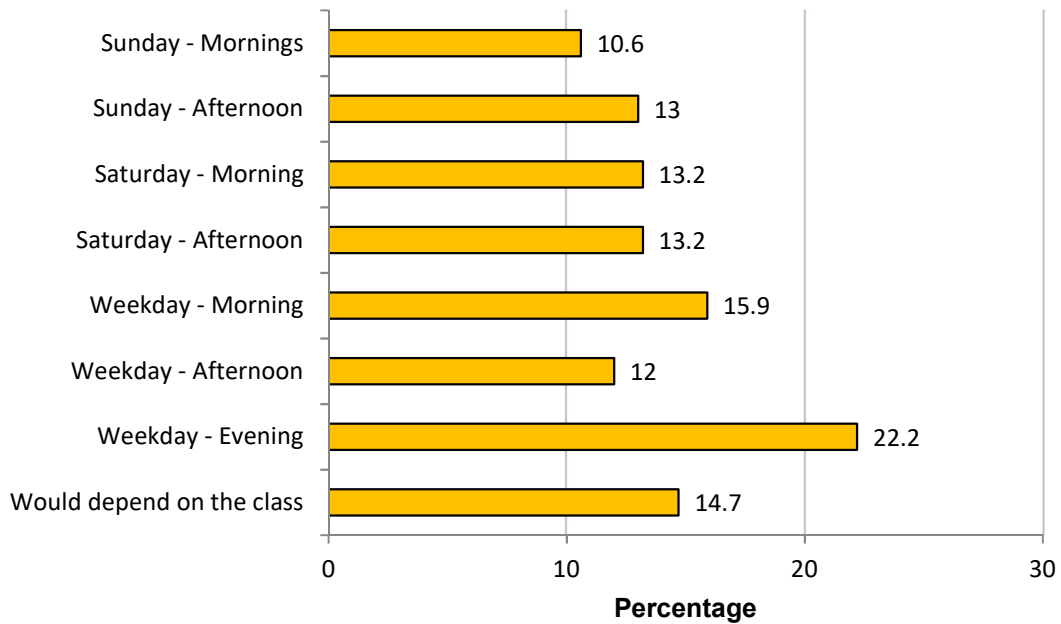
- Respondents then indicated who would be registering for these classes (themselves, family members and/or the whole family), and what their approximate age would be. Similar to results about interest in virtual recreation programming, more respondents showed interest in adult programming than programming for children. One in ten respondents was interested in family programming.

Age Groups for Virtual Recreation Programming



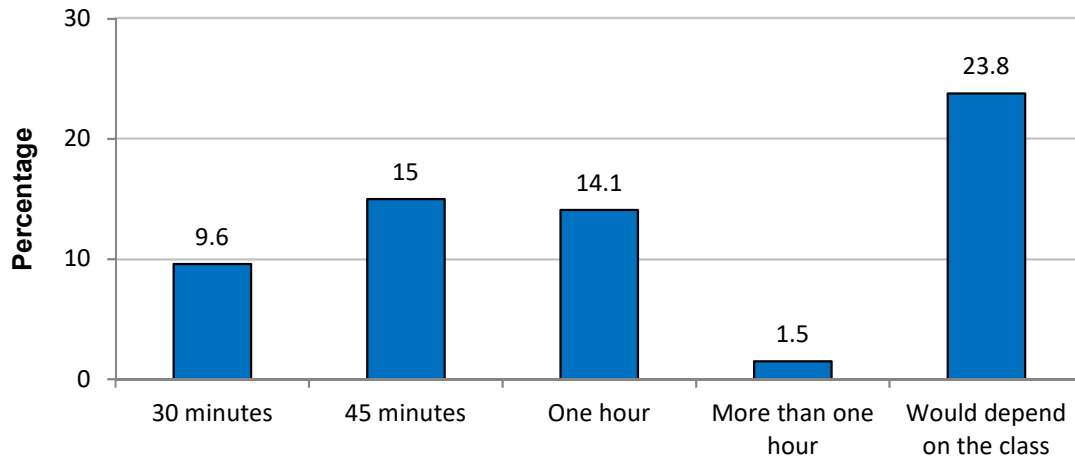
- Respondents were also asked when they would prefer classes to be held. The most popular time was weekday evenings, and the least popular time was Sunday morning.

Preferred Time(s) for Virtual Recreation Programming



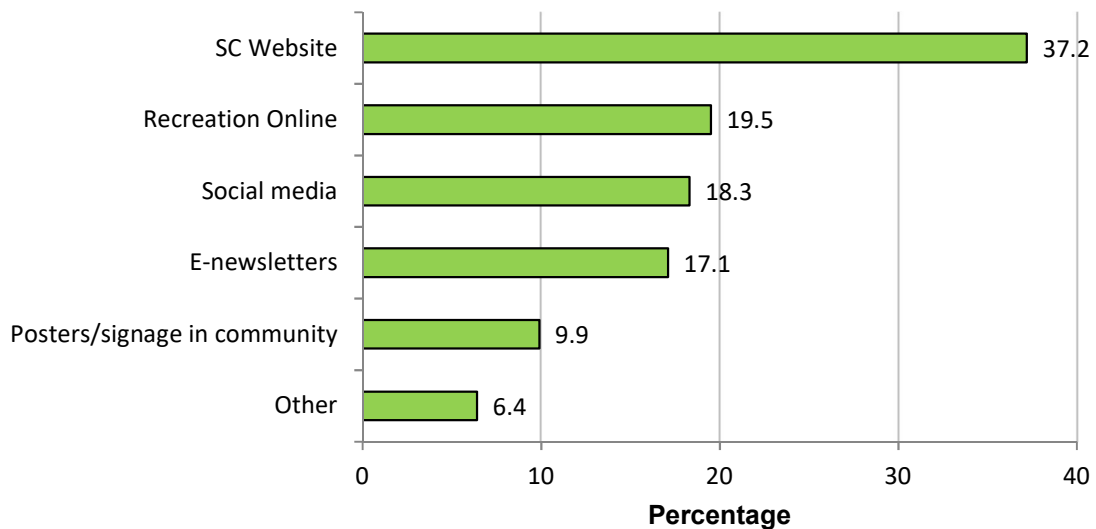
- In terms of the ideal length of a class, most were interested class durations between 45 minutes and one hour, with very few interested in classes that lasted more than one hour.

Preferred Length of Virtual Recreation Programming



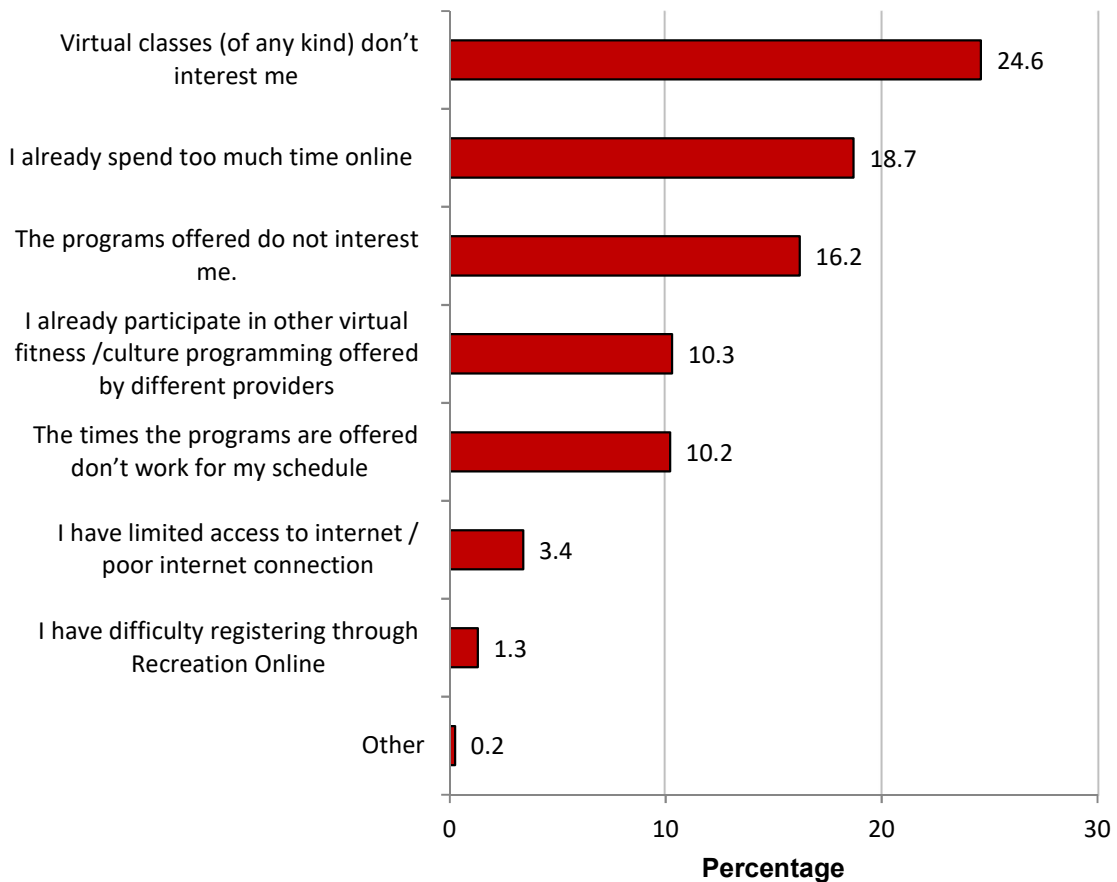
- Finally, respondents indicated where they would tend to look for information on virtual recreation classes, with most reporting they would look on the Strathcona County website first.

Where Would People Find Information about Virtual Classes?



- Respondents who were not interested in virtual classes were asked to explain their reasons. Most indicated a general disinterest in remote learning, regardless of the reason or topic.
- The proportion of “Other” responses was relatively high, with most “Other” respondents stating they were unaware of the existence of virtual recreation classes. Some respondents mentioned they would rather go for a walk than try to do exercises while looking at a computer screen, which indicates that those who are not interested may be assuming that all classes will be wellness-related and may not be aware of the option for other options like virtual art classes.

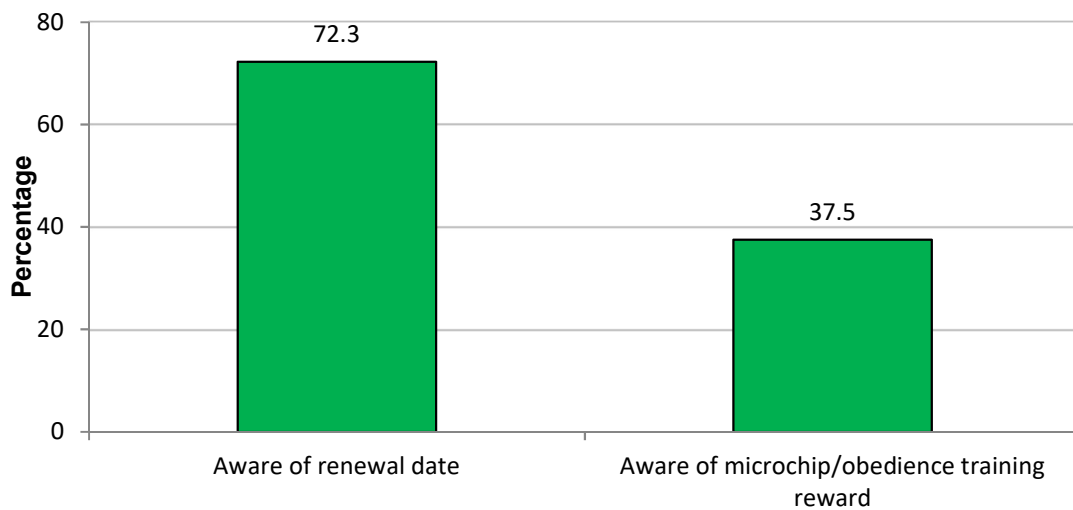
Reasons for non-interest in virtual programming



Dog Licensing

- Respondents were asked if they were aware of the dog license renewal due date of March 31; almost three quarters of respondents were aware of the due date.
- Considerably fewer respondents, however, were aware that they could receive two years of free dog licensing by microchipping their dog and completing an approved obedience program.

**Dog License Renewal Deadline and
Microchipping/Obedience Training Rewards**



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 April 2021 release.