



Strathcona County 2019 Diversity & Inclusion Demographic Comparison Results

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Communications

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I. Introduction and Purpose of the Study

In October 2019, Strathcona County conducted a survey to see how diverse and inclusive Strathcona County is perceived to be by both residents and visitors. This is a topic that goes beyond the geographic borders of Strathcona County, though it is something that needs to be part of an ongoing conversation among residents and government officials alike. This is a topic area that will be revisited in future surveys.

This report is a follow-up to the earlier diversity and inclusion report prepared earlier this month. This report looks at a comparison among various demographic variables associated with the sample associated with the online panel (SCOOP) portion of the data, which is 398 respondents.¹ The sample for the survey provided overall results accurate to within $\pm 4.9\%$, 19 times out of 20.² No demographic data was collected from people who completed the survey through Survey Gizmo; as such, these respondents are not included in the analysis pertaining to this report.

The data was analyzed by Strathcona County's Communications using SPSS for Windows.

¹ Since no demographic data was collected from residents who completed the original survey through Survey Gizmo, these people were excluded from the analysis that is the basis of this report

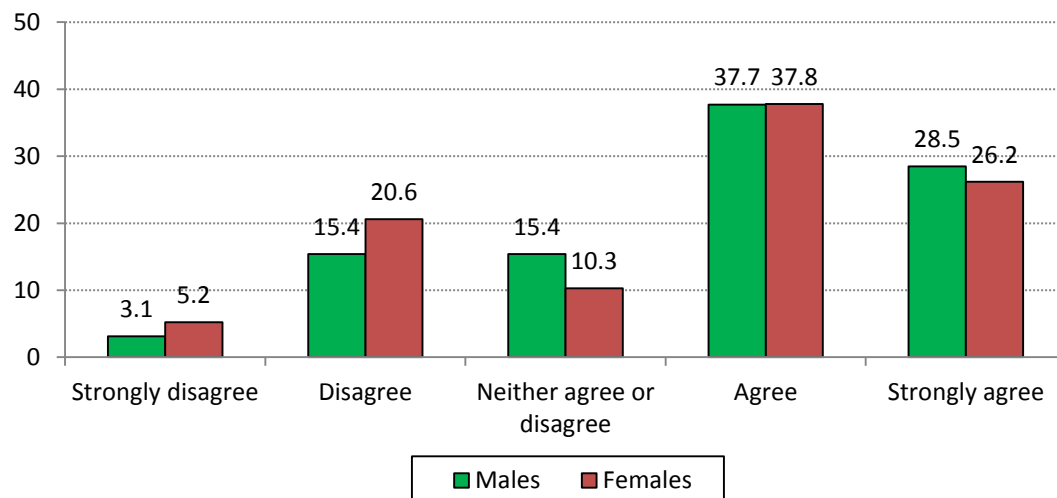
² The $\pm 4.9\%$ is the *margin of error* associated with this study and refers to the potential percentage spread that exists within answers to particular questions. This means that an answer could be up to 4.9% higher or lower than what is reported.

II. Results

A. Gender Comparisons

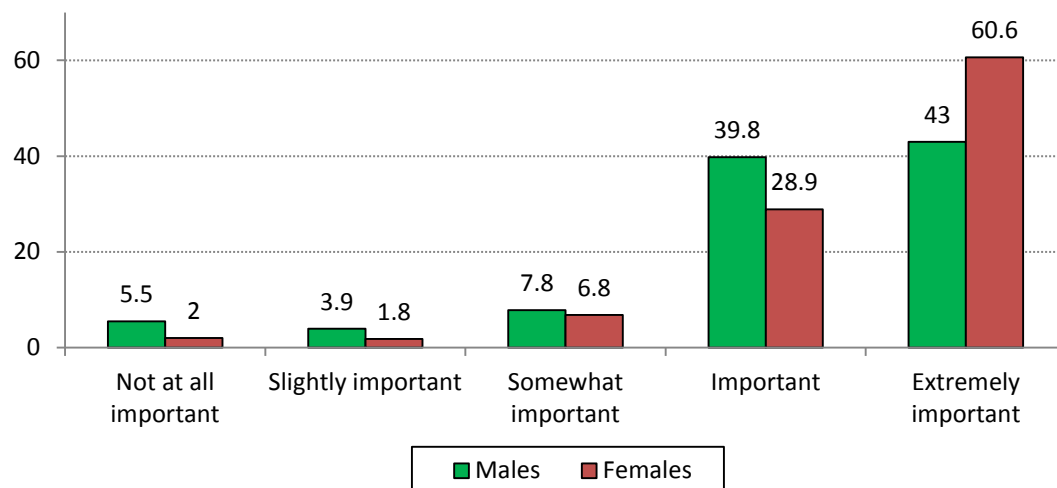
Initially, respondents were asked to indicate **the extent that they agreed** that people who were in some ways different from the majority (e.g. look, feel and/or think differently) have equal opportunities to thrive in Strathcona County. The results, as shown in Figure 1, show that the majority of males (66.2%) and females (64%) agree that those who may be different from the majority still have equal opportunities to thrive in Strathcona County. Slightly more females (25.8%) disagree with this compared to males (18.5%).

FIGURE 1
Agreement that there are equal opportunities for people to thrive in Strathcona County



The next question in the survey asked respondents to indicate **how important** it was for people who were in some ways different from the majority (e.g. look, feel and/or think differently) have equal opportunities to thrive in Strathcona County. In Figure 2, it can be seen that more females believe it is important or extremely important for people who may be different to have equal opportunities to thrive in Strathcona County (89.5%) compared to males (82.8%). The gap between males and females is particularly wider with respect to those females who thought this was extremely important (60.6%) compared to males (43%).

FIGURE 2
Importance for equal opportunities for people to thrive in Strathcona County



Comparing the results in Figure 1 and Figure 2, it can be concluded that males and particularly females feel that it is very important for people who were in some ways different from the majority (e.g. look, feel and/or think differently) to have equal opportunities to thrive in Strathcona County, but at the same time, considerably fewer are in agreement that this is occurring.

The next set of questions asked respondents to indicate the extent to why they agreed that Strathcona County, as a community, values the differences of individuals, and to then indicate how important this was. As seen in Figures 3 and 4, agreement that Strathcona County values the differences of individuals is far lower for both males and females compared to the emphasis that people (particularly females) place on the importance that this occurs.

FIGURE 3
Agreement that Strathcona County values the differences of individuals

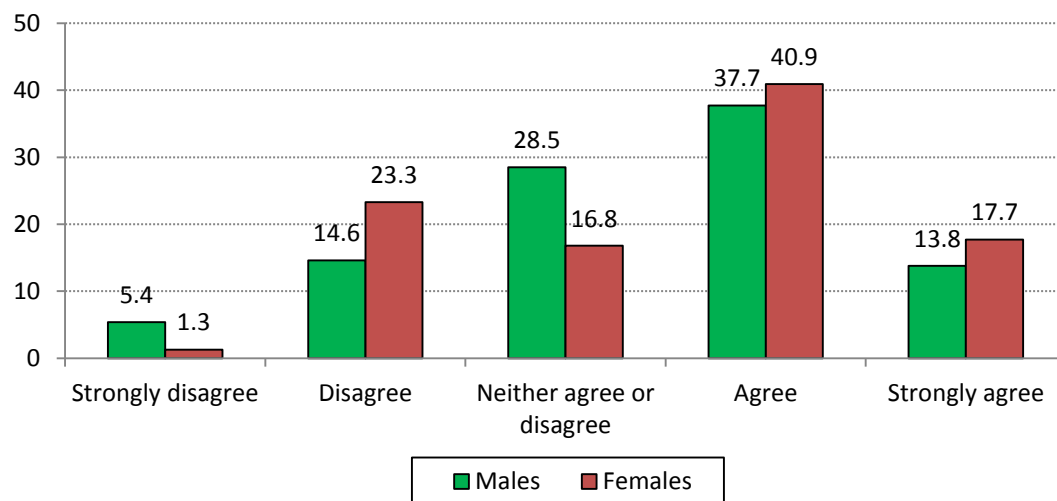
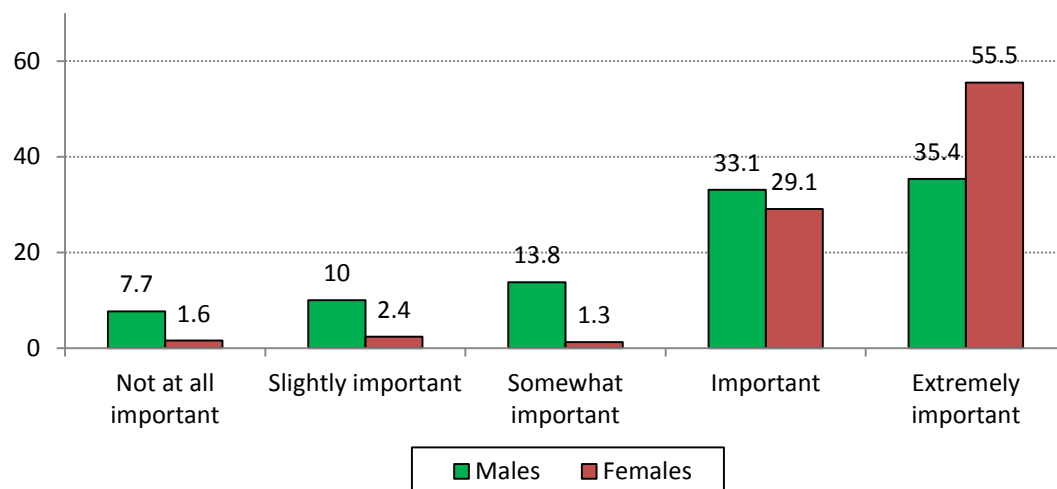


FIGURE 4
Importance that Strathcona County values the differences of individuals



The third set of questions asked respondents to indicate how diverse that thought Strathcona County was as a community, and to then indicate how important they thought it was. As seen in Figures 5 and 6, both males and females are clearly undecided as to how diverse they believed Strathcona County is. Overall, 43.8% of males and 45.5% of females believe that Strathcona County is either slightly diverse or not at all, while 56.2% of males and 54.5% of females think it's somewhat diverse or more. Very few would classify Strathcona County as *extremely diverse*. As seen in Figure 6, the majority feel that it is important or extremely important for Strathcona County to be diverse, especially females (67.9%) compared to males (46.6%).

FIGURE 5
How diverse is Strathcona County as a community

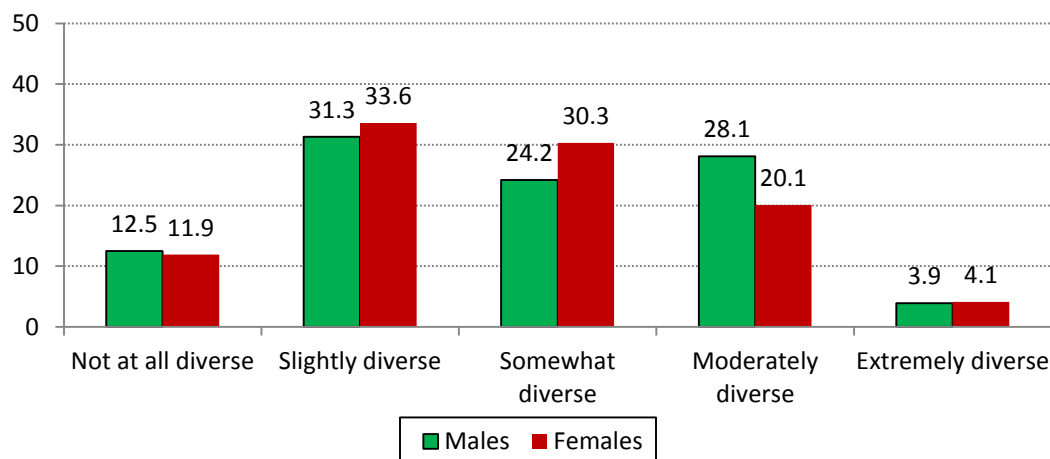
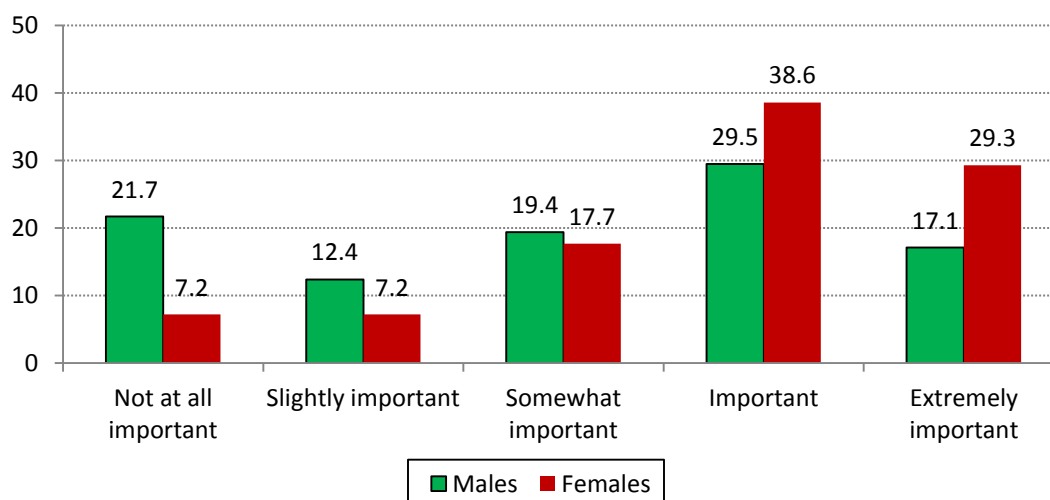


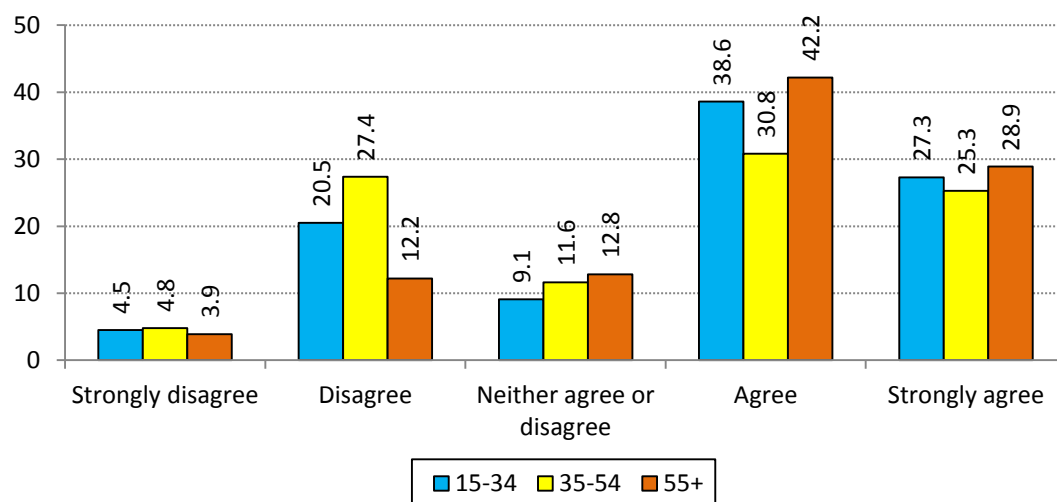
FIGURE 6
Importance of Strathcona County being a diverse community



B. Age Group Comparisons

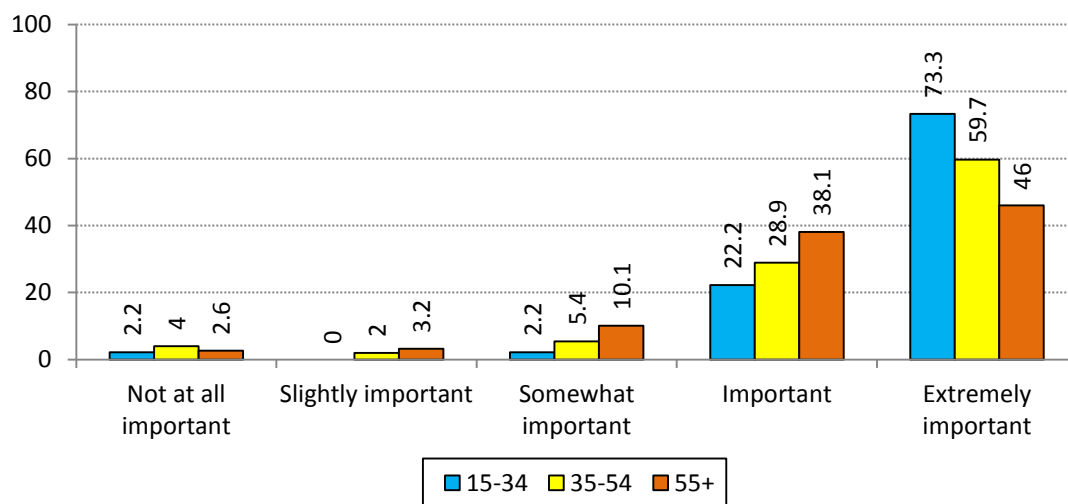
Initially, respondents were asked to indicate **the extent that they agreed** that people who were in some ways different from the majority (e.g. look, feel and/or think differently) have equal opportunities to thrive in Strathcona County. Age group comparisons, as shown in Figure 7, show that the majority of respondents, particularly those aged 55 or older (71.1%) agree that those who may be different from the majority still have equal opportunities to thrive in Strathcona County. There are others, however, who do disagree with this, particularly those in the 35-54 age group (32.2%).

FIGURE 7
Agreement that there are equal opportunities for people to thrive in Strathcona County



The next question in the survey asked respondents to indicate **how important** it was for people who were in some ways different from the majority (e.g. look, feel and/or think differently) have equal opportunities to thrive in Strathcona County. Here, it can be seen that a strong majority, regardless of age, believe it is important or extremely important for people who may be different to have equal opportunities to thrive in Strathcona County. Among those who rated this as being extremely important, this was particularly pertinent among those aged 15-34.

FIGURE 8
Importance for equal opportunities for people to thrive in Strathcona County



The next set of questions asked respondents to indicate the extent that they agreed that Strathcona County, as a community, values the differences of individuals, and to then indicate how important this was. As seen in Figures 9 and 10, agreement that Strathcona County values the differences of individuals are far lower than the emphasis that people place on the importance that this occurs. This pattern occurs for all age groups.

FIGURE 9
Agreement that Strathcona County values the differences of individuals

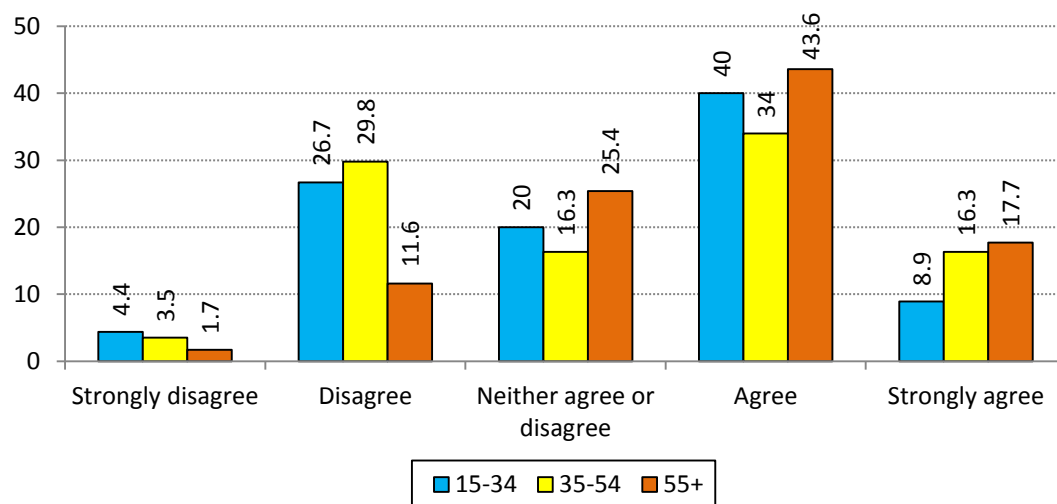
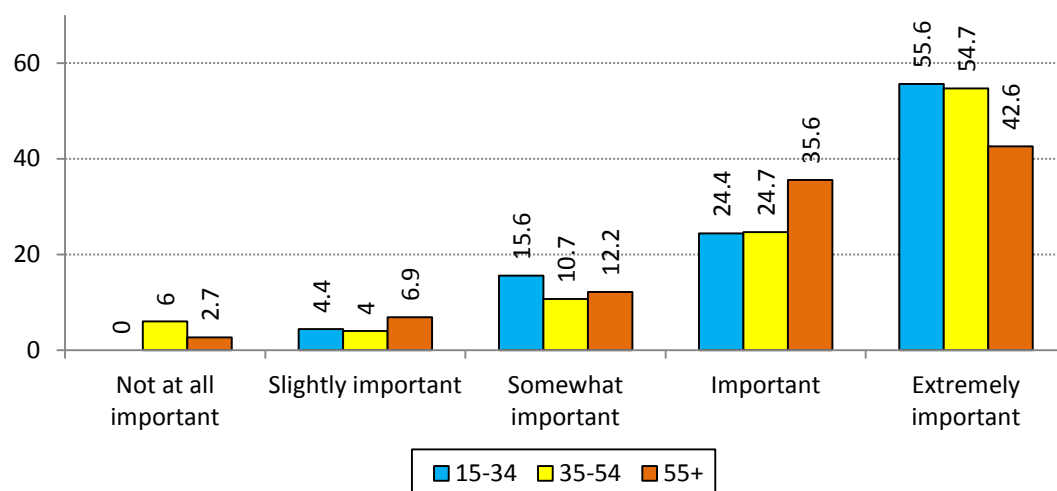
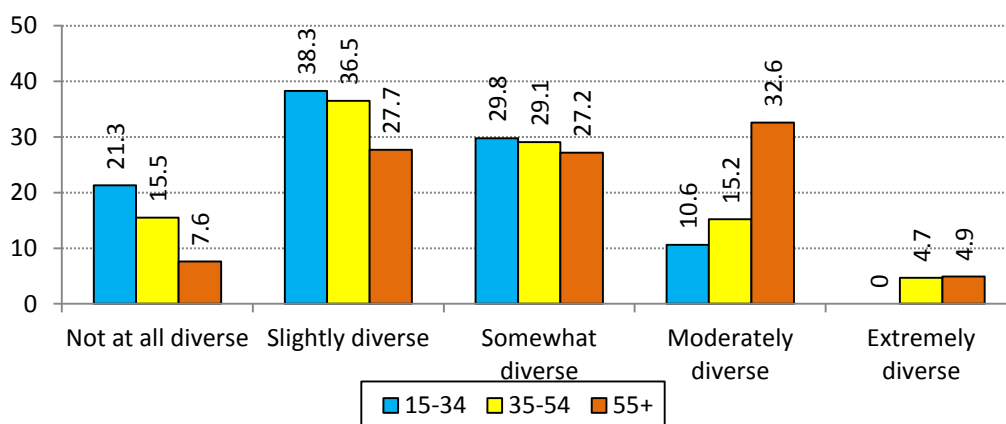


FIGURE 10
Importance that Strathcona County values the differences of individuals



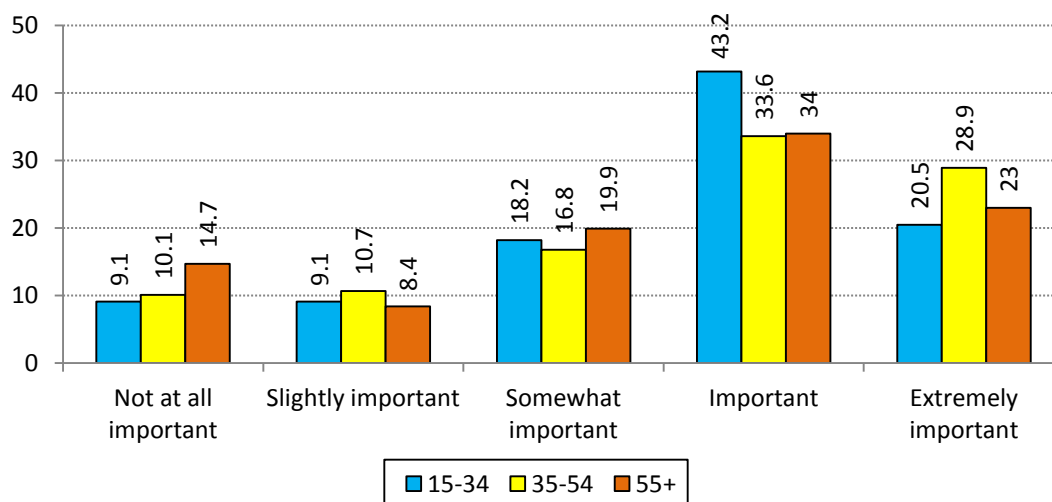
The third set of questions asked respondents to indicate how diverse that thought Strathcona County was as a community, and to then indicate how important they thought it was. As seen in Figure 11, In terms of age, respondents are clearly undecided as to how diverse they believed Strathcona County is. Overall, the percentage of those who believe that Strathcona County is either slightly diverse or not at all decreases as the age of the respondent increases. Of those who feel the County is somewhat diverse or more, 40.4% of those aged 15-34 feel this way, compared to 49% of those aged 35-54 and 64.7% of those aged 55 or older. Very few would classify Strathcona County as *extremely diverse*.

FIGURE 11
How diverse is Strathcona County as a community



As seen in Figure 12, the majority feel that it is important or extremely important for Strathcona County to be diverse, regardless of age.

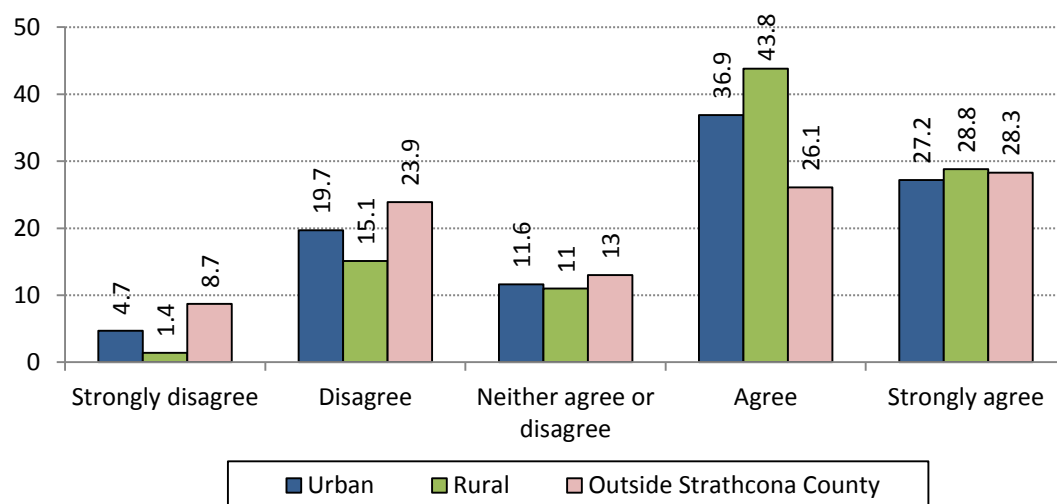
FIGURE 12
Importance of Strathcona County being a diverse community



C. Geographic Location Comparisons

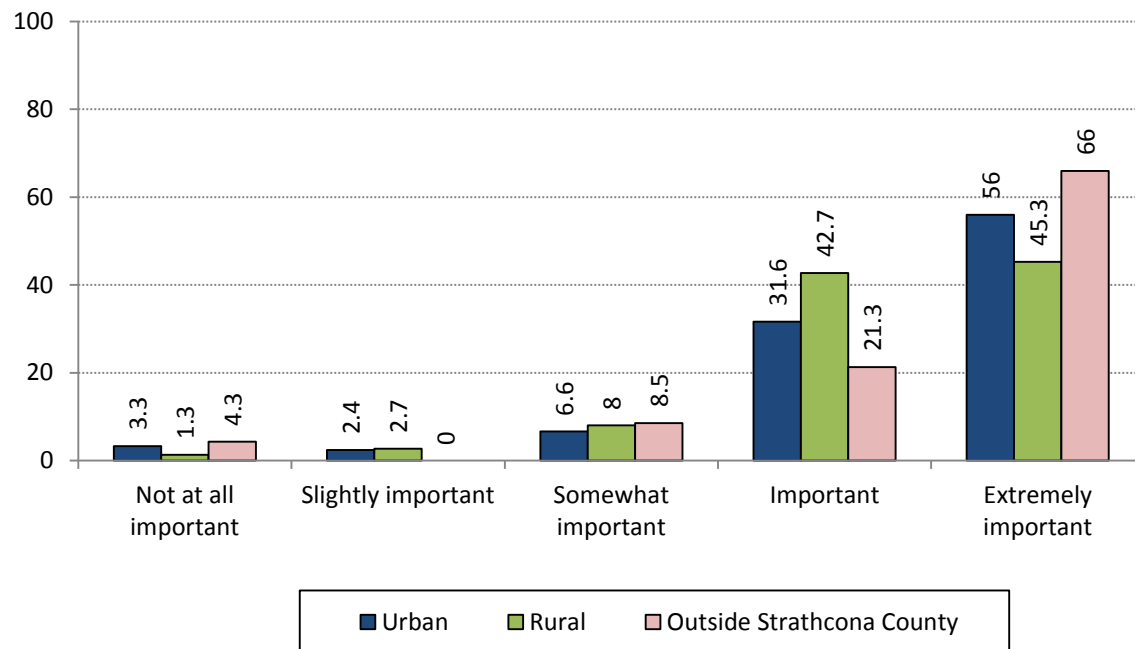
This section looks at the questions in terms of where people lived. The first question asked respondents to indicate **the extent that they agreed** that people who were in some ways different from the majority (e.g. look, feel and/or think differently) have equal opportunities to thrive in Strathcona County. The results, as shown in Figure 13, show that the majority of rural respondents (72.6%) agree that those who may be different from the majority still have equal opportunities to thrive in Strathcona County compared with those who live in Sherwood Park (64.1%) or elsewhere (54.4%).

FIGURE 13
Agreement that there are equal opportunities for people to thrive in Strathcona County



The next question in the survey asked respondents to indicate **how important** it was for people who were in some ways different from the majority (e.g. look, feel and/or think differently) have equal opportunities to thrive in Strathcona County. Here, it can be seen that a strong majority, regardless of where they lived, believe it is important or extremely important for people who may be different to have equal opportunities to thrive in Strathcona County.

FIGURE 14
Importance for equal opportunities for people to thrive in Strathcona County



Figures 15 and 16 show results pertaining to the extent that respondents agreed that Strathcona County as a community values the differences of individuals, and to then indicate how important this was. Agreement that Strathcona County values the differences of individuals were far lower than the emphasis that people place on the importance that this occurs. In terms of geographic location, it can be seen in Figure 15 that agreement with this was highest among Sherwood Park residents (58.6%) compared to rural residents (48.6%) and those who lived elsewhere (22.5%). In terms of emphasis of the importance of this geographically, it can be seen in Figure 16 that Sherwood Park residents placed a higher emphasis on this (81.3%) compared to rural residents (70.7%) and those who lived elsewhere (76.6%).

FIGURE 15
Agreement that Strathcona County values the differences of individuals

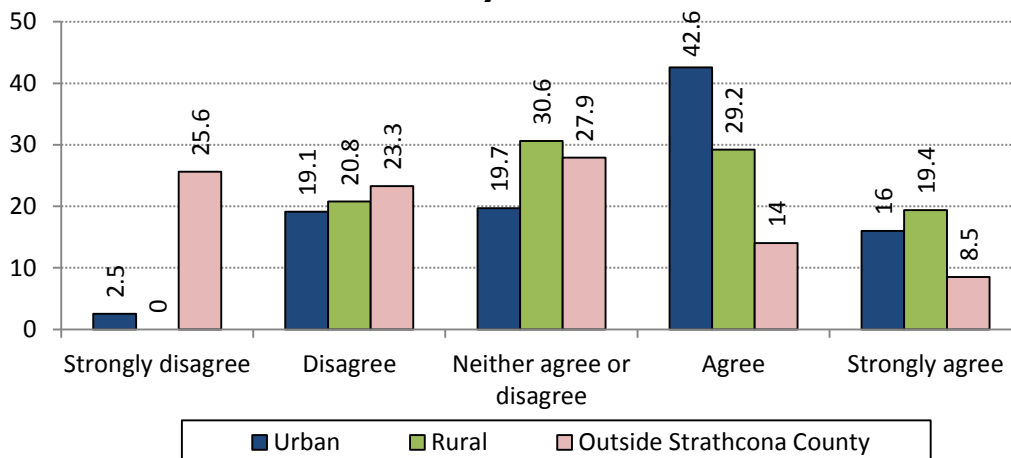
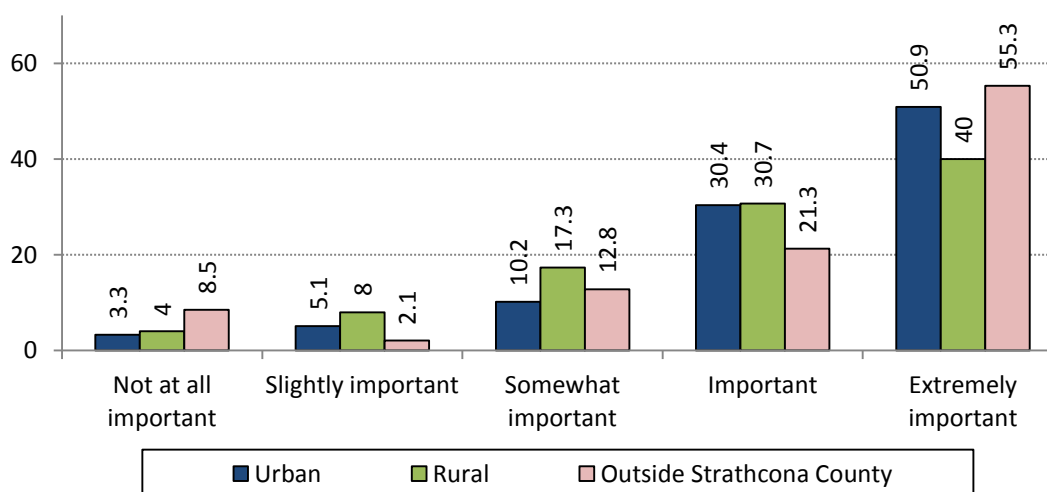
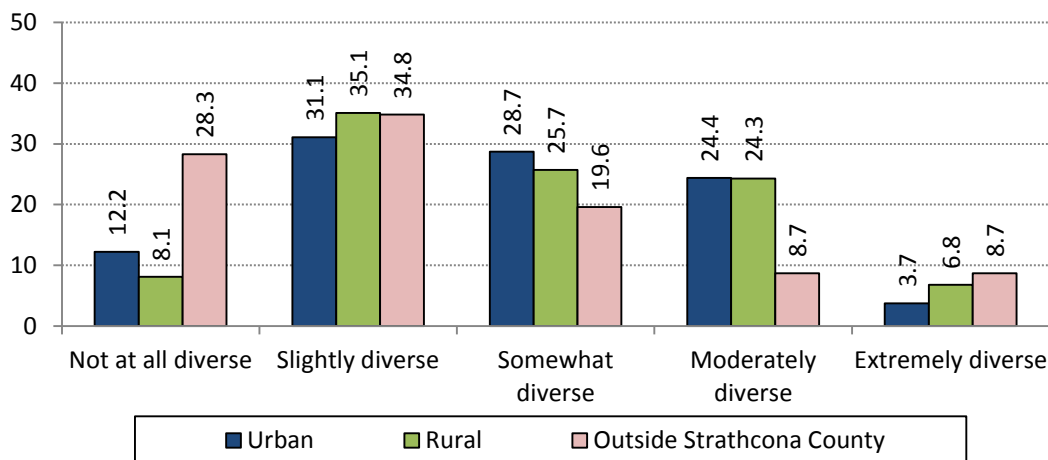


FIGURE 16
Importance that Strathcona County values the differences of individuals



The third set of questions asked respondents to indicate how diverse they thought Strathcona County was as a community, and to then indicate how important they thought it was. As seen in Figure 17, those who lived in Strathcona County believed that the County was somewhat diverse or greater (Sherwood Park - 54.7% and rural Strathcona – 56.8%) compared to those living outside the County (37%).

FIGURE 17
How diverse is Strathcona County as a community



As seen in Figure 18, the majority of people living outside the County (68.1%) and those in Sherwood Park (63.6%) feel that it is important or extremely important for Strathcona County to be diverse, while 49.3% of rural residents felt this way.

FIGURE 18
Importance of Strathcona County being a diverse community

