

Public Satisfaction Survey 2023 results

Public Engagement and Research,
Communications

Project summary

Annual general population survey

Gauge public satisfaction with:

- Quality of life in Strathcona County
- Satisfaction with County services
- Strategic plan progress



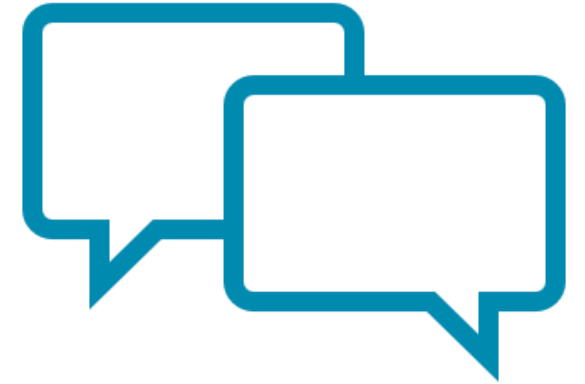
Methodology

Two data collection methods

Telephone recruitment



- Random sampling fielding strategy
- Statistically valid and significant results
- Representative sample based on age, gender and location in the County
- Target: 600 responses. Actual: 642 responses



Open, online survey



- Self-selection, communicated through County communication channels
- Target: 500 responses. Actual: 646 responses

Methodology

Why two data collection methods?



Telephone sample provides reliable statistically valid data.
This presentation will focus upon this sample.



Online sample gives us inclusivity and profile in the community.
Potential to collect as much information as possible.



Presentation will highlight interesting differences in the online data set.

Respondent profile



■ Male ■ Female ■ Other/Prefer not to answer



■ 15-34 ■ 35-64 ■ 65+

Respondent profile

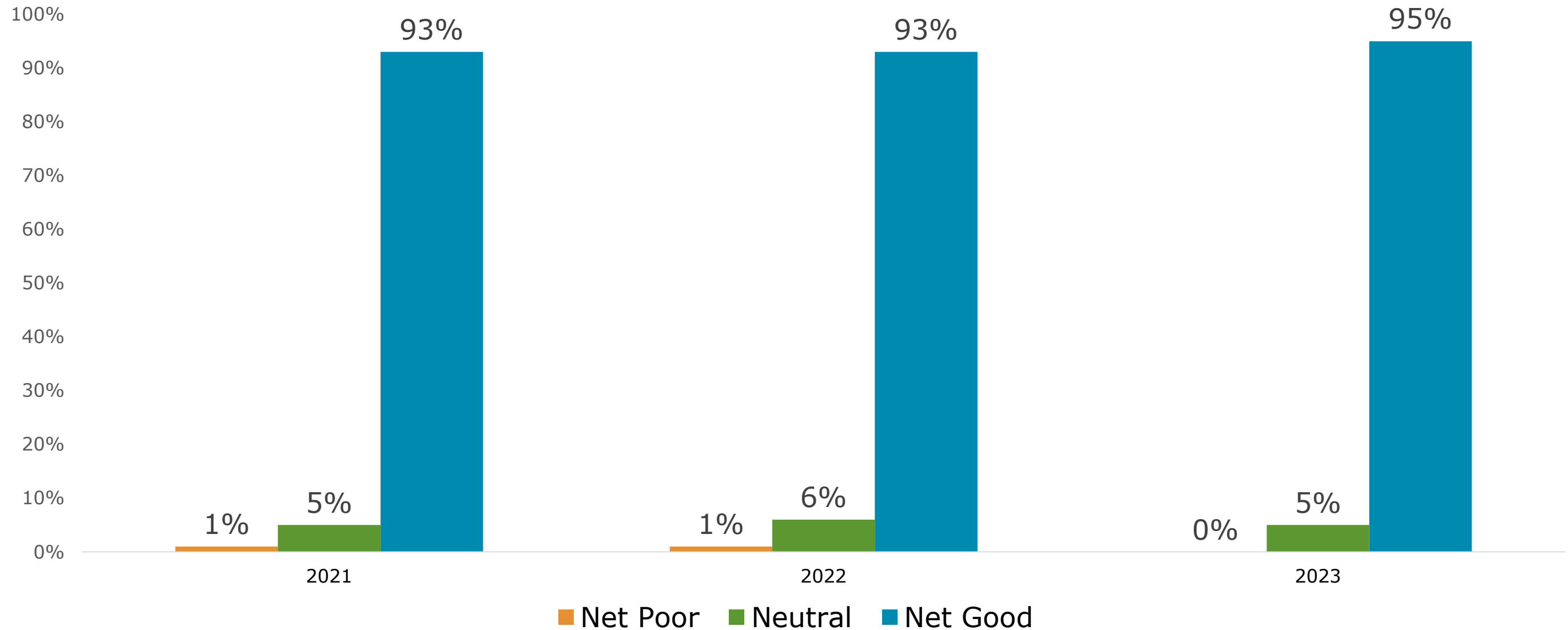


■ Sherwood Park ■ Rural ■ Rural hamlet

Quality of life results



Overall, as a place to live 2021-2023



Overall, as a place to live: regional comparisons*

Regional peers

95%

Strathcona County

2023

96%

St. Albert

2021

95%

City of Leduc

2021

77%

Edmonton

2017

Provincial peers

96%

**County of
Grande Prairie**

2023

93%

Red Deer

2021

73%

Airdrie

2023

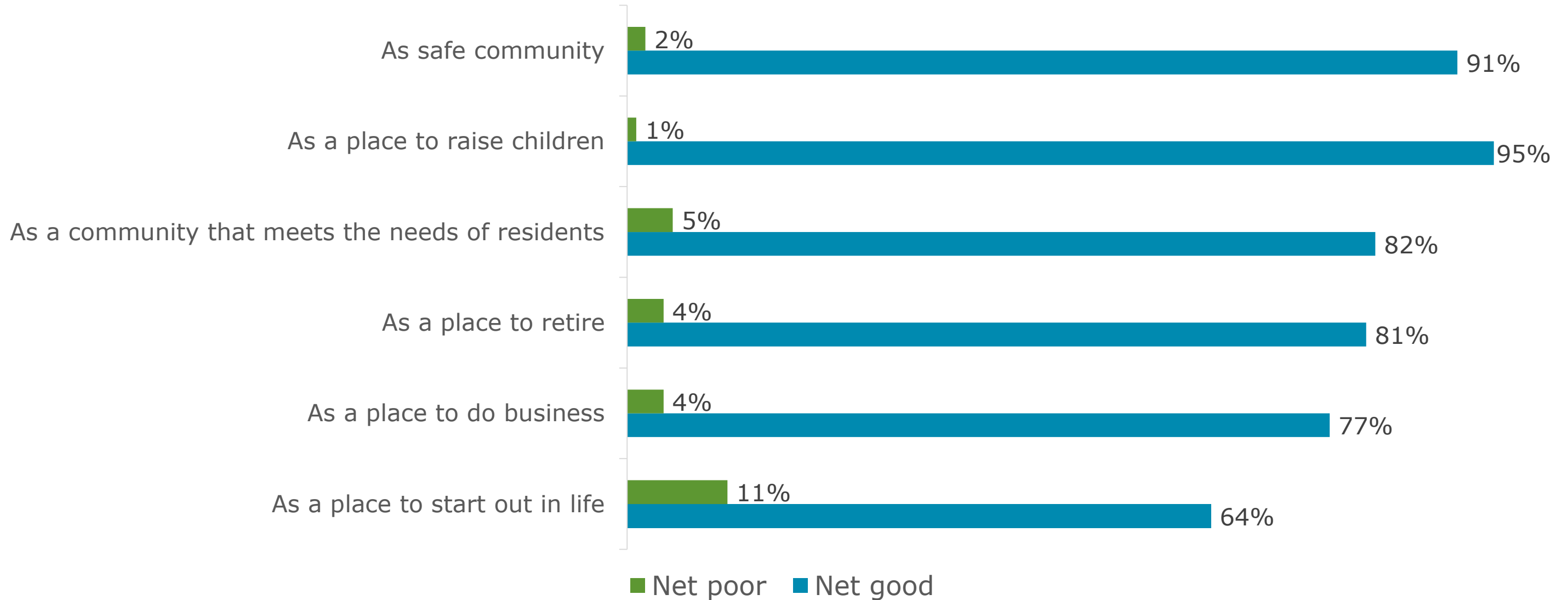
70%

**City of
Grande Prairie**

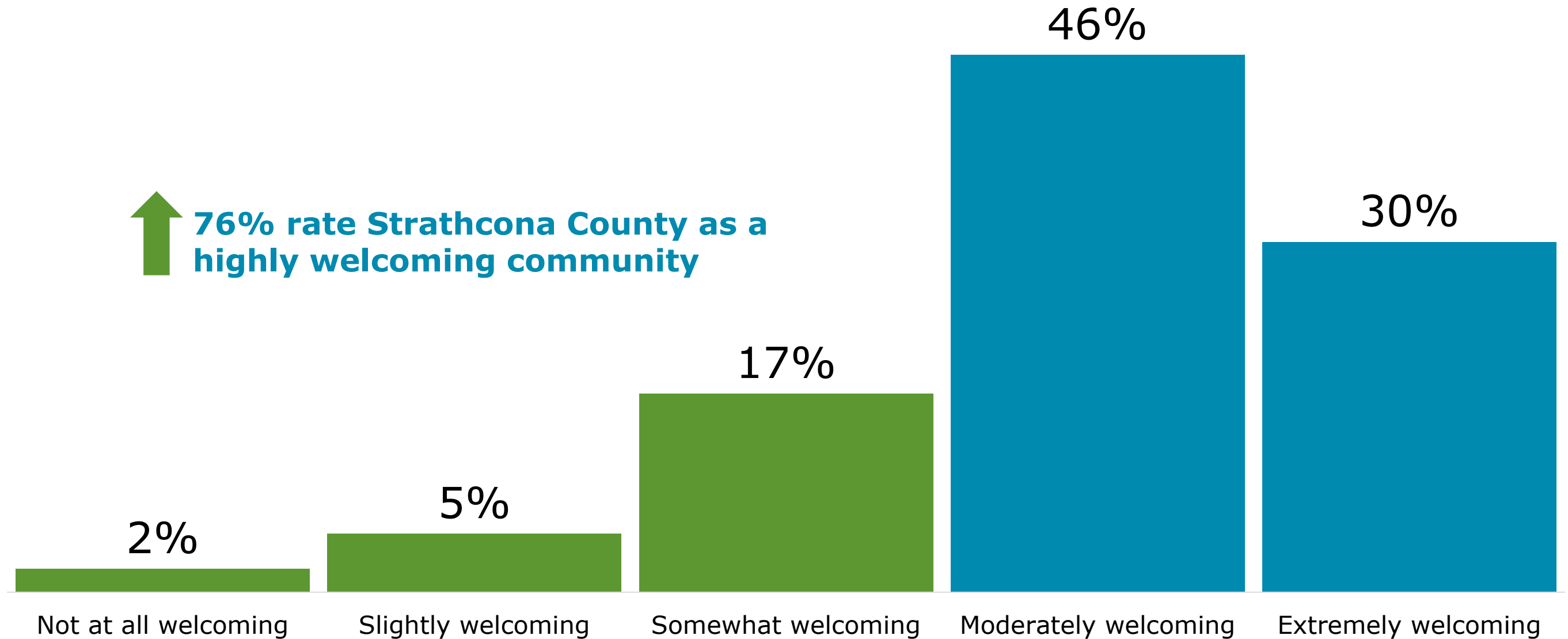
2022

*note: scales and methods are not consistent across the region

Quality of life



Welcoming community



Welcoming community

Thinking about your neighbours, how many of them do you know by name?



■ None of them ■ Some of them ■ Most of them ■ All of them

To what extent would you feel comfortable asking for help from one of your neighbours?

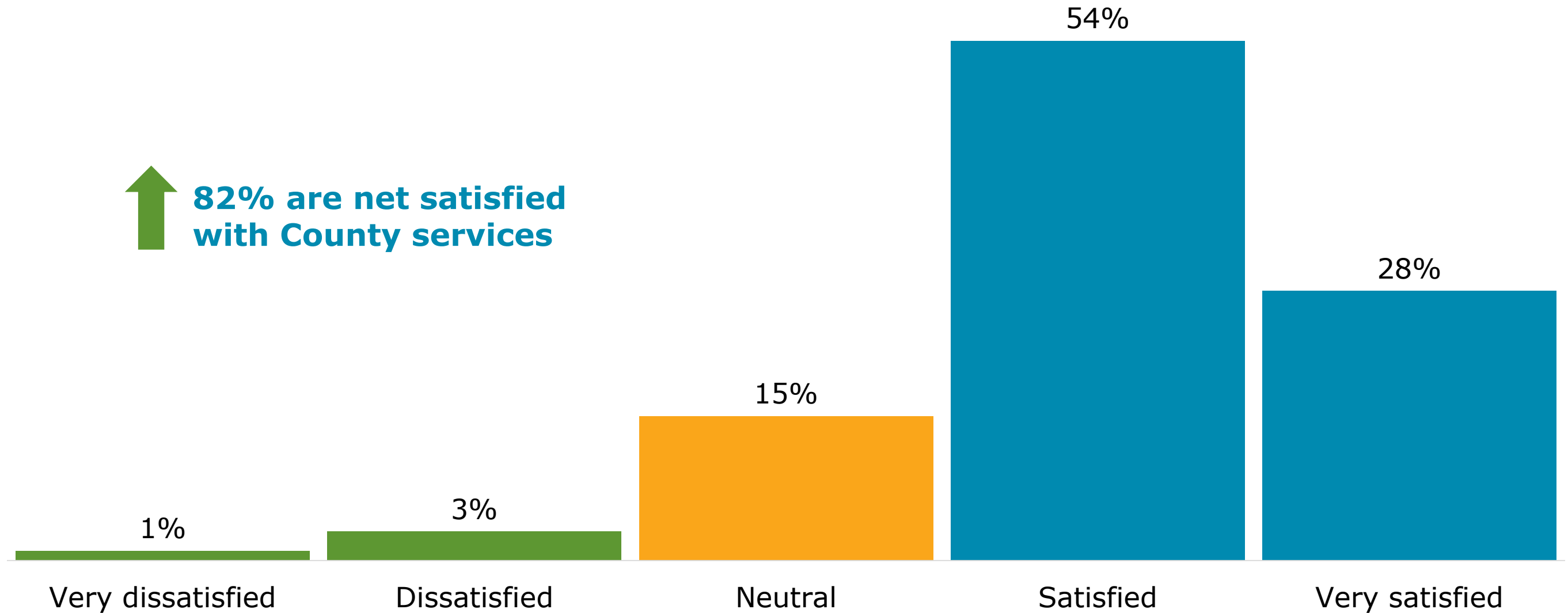


■ Not at all comfortable ■ Somewhat comfortable ■ Completely comfortable

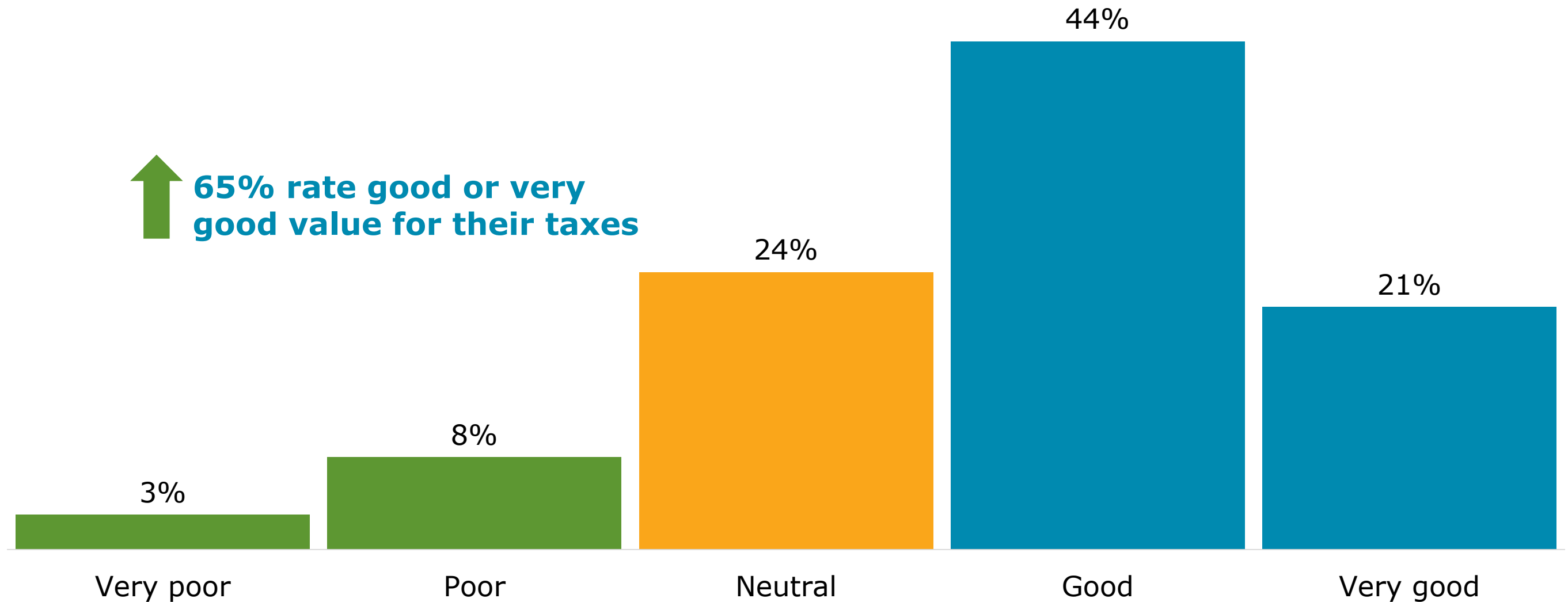
Service satisfaction



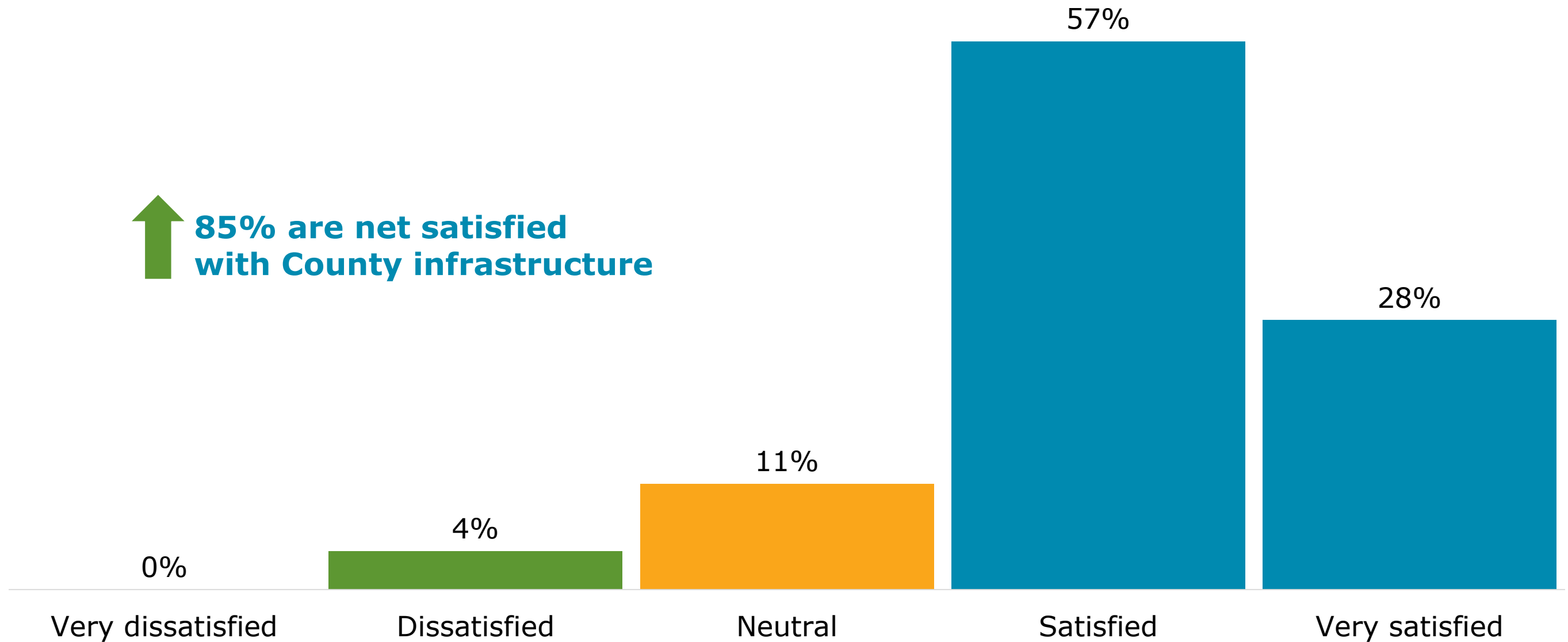
Overall service satisfaction



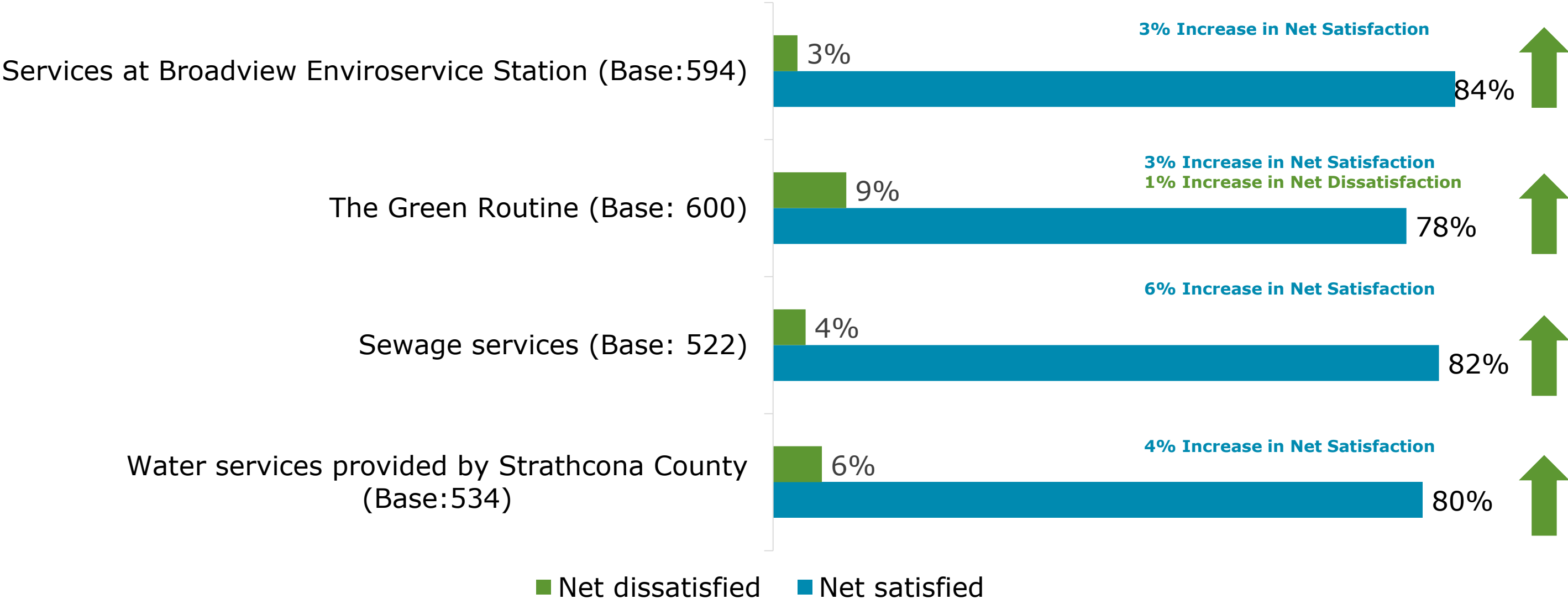
Value for services



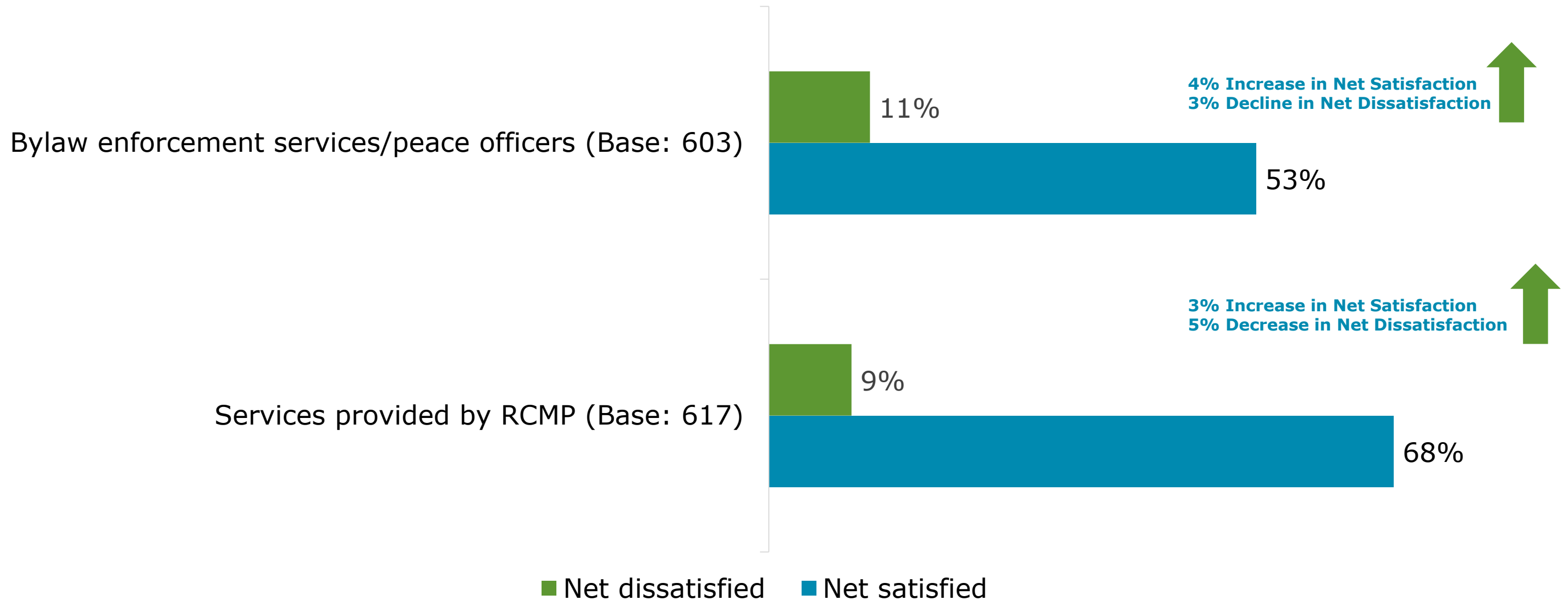
Overall infrastructure satisfaction



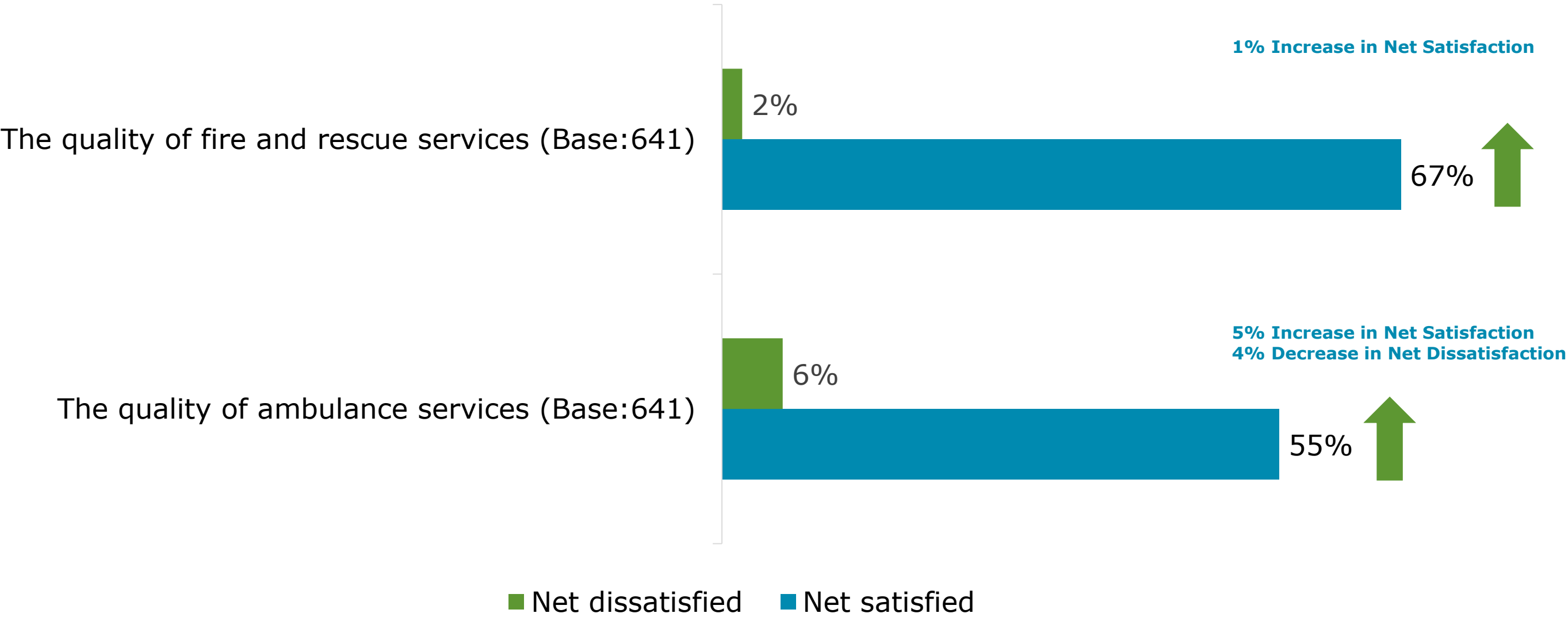
Utilities



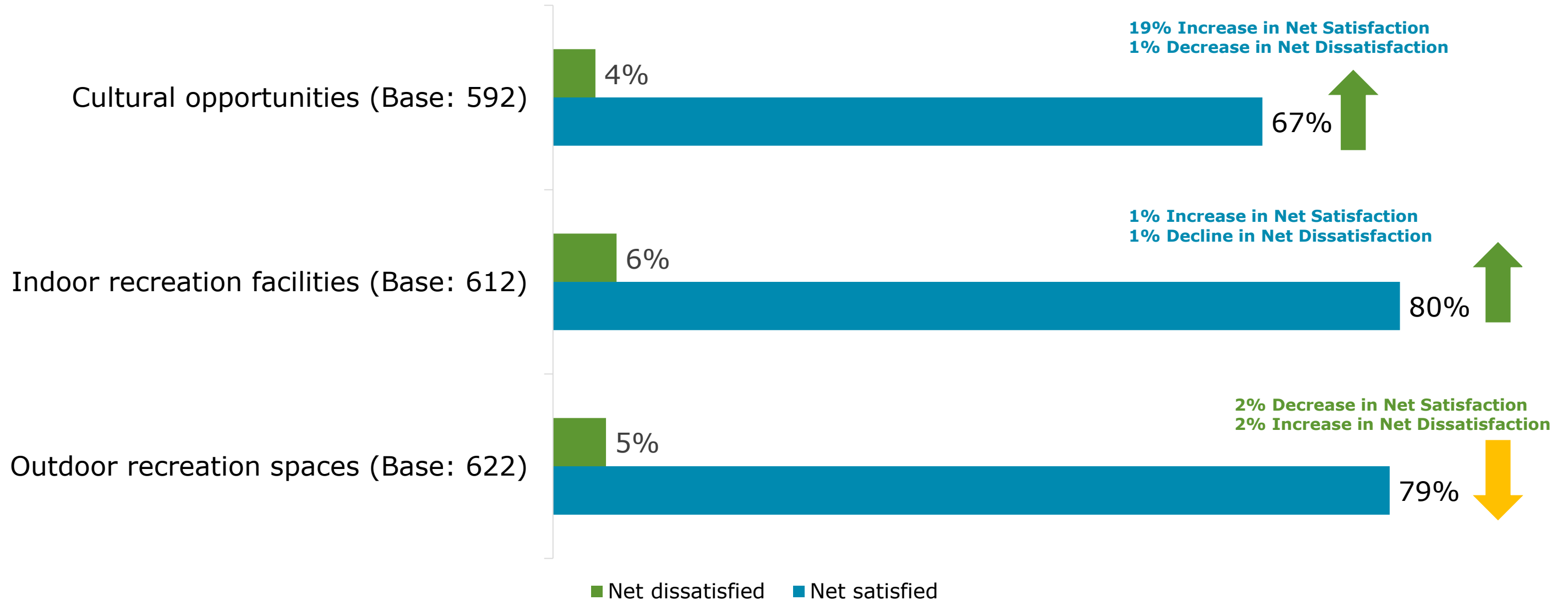
Enforcement Services



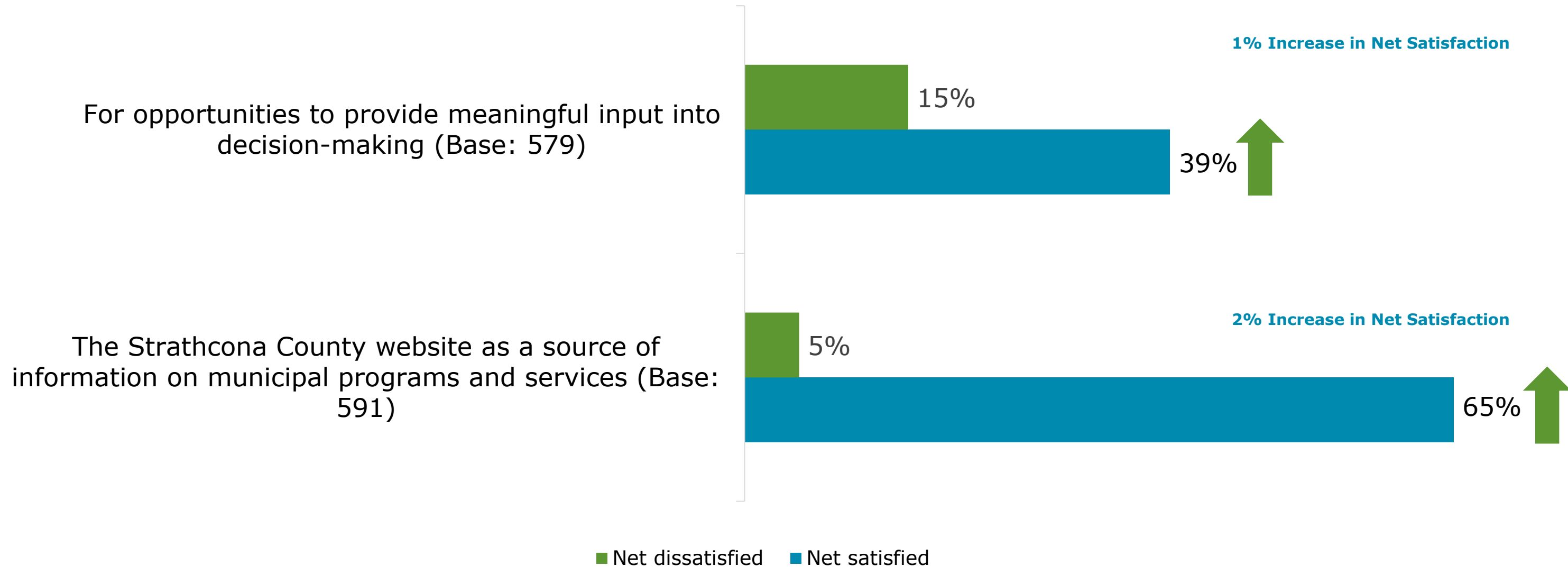
Emergency Services



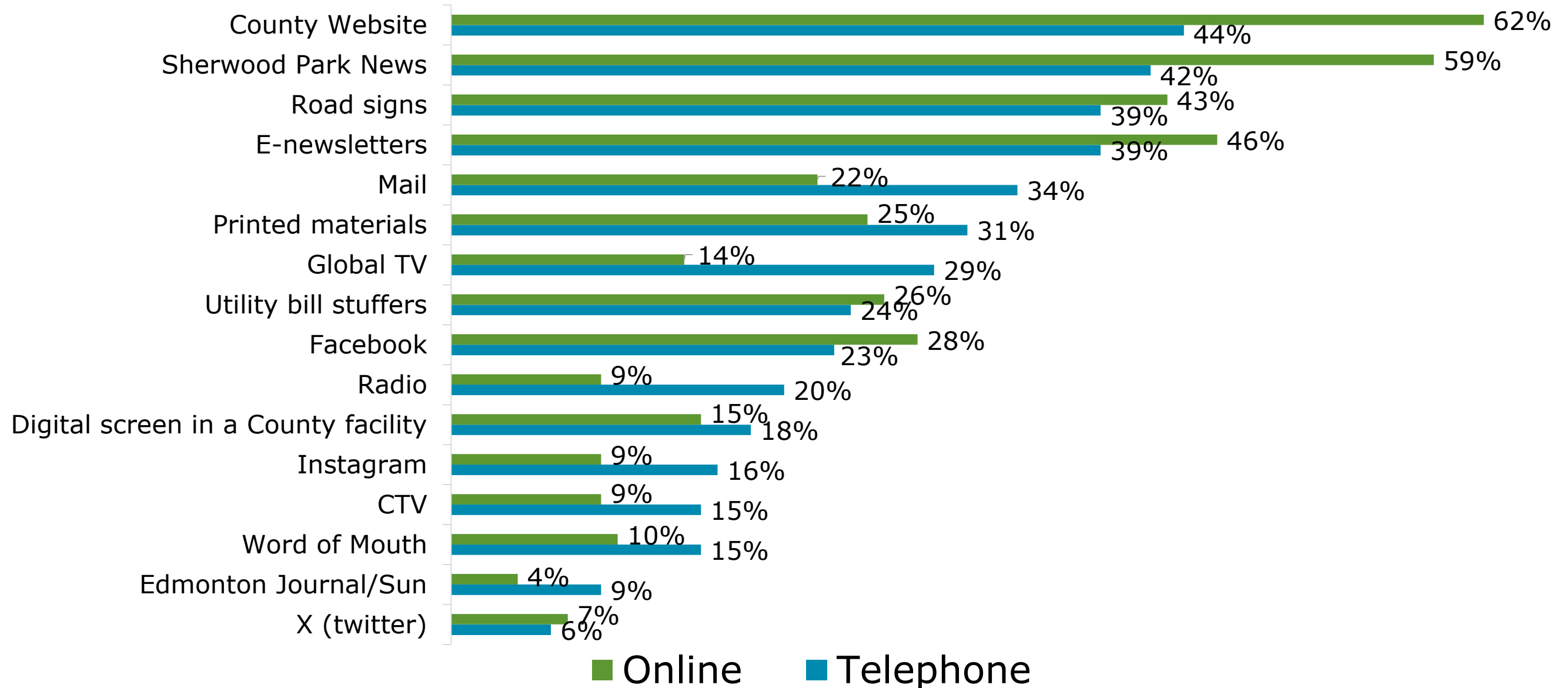
Recreation, Parks and Culture



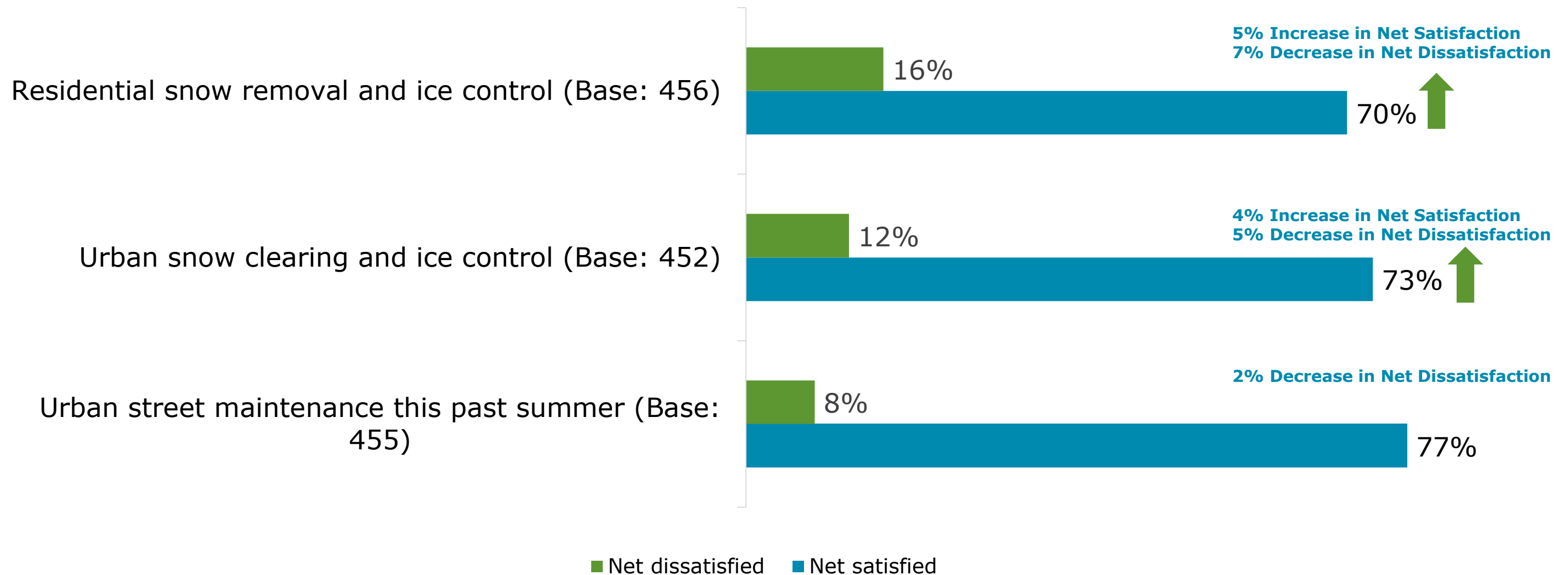
Communications



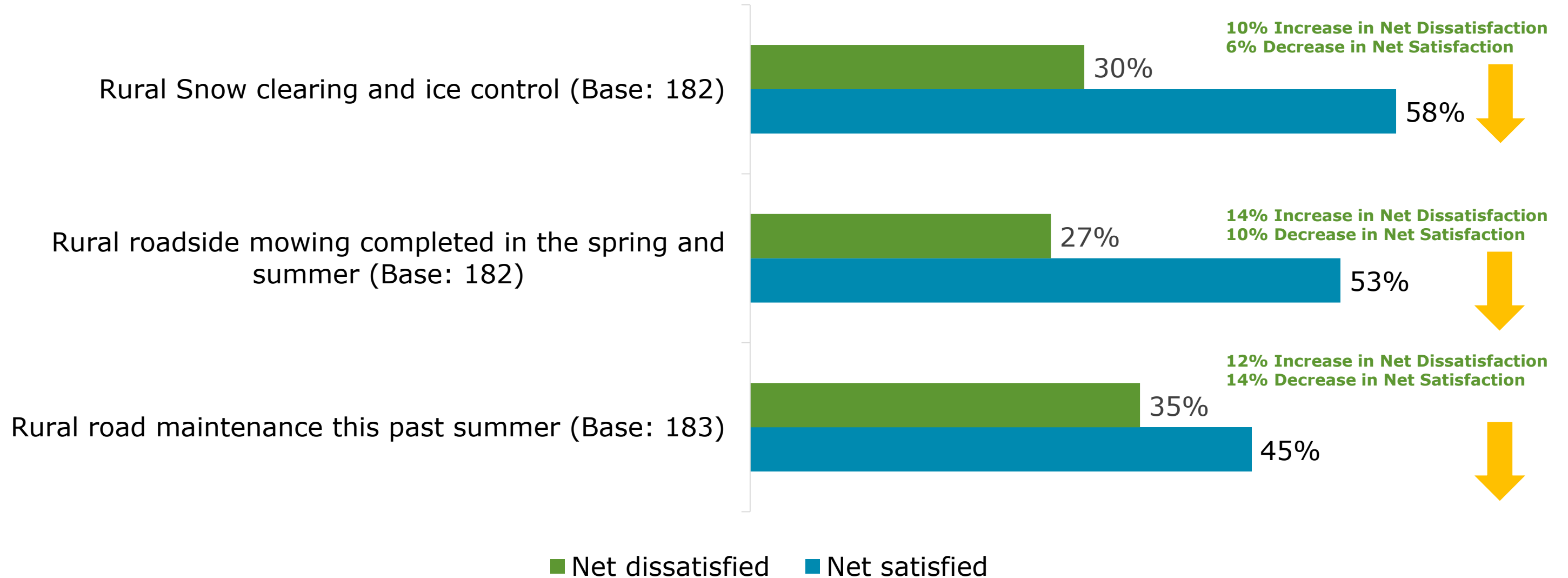
Communication preferences



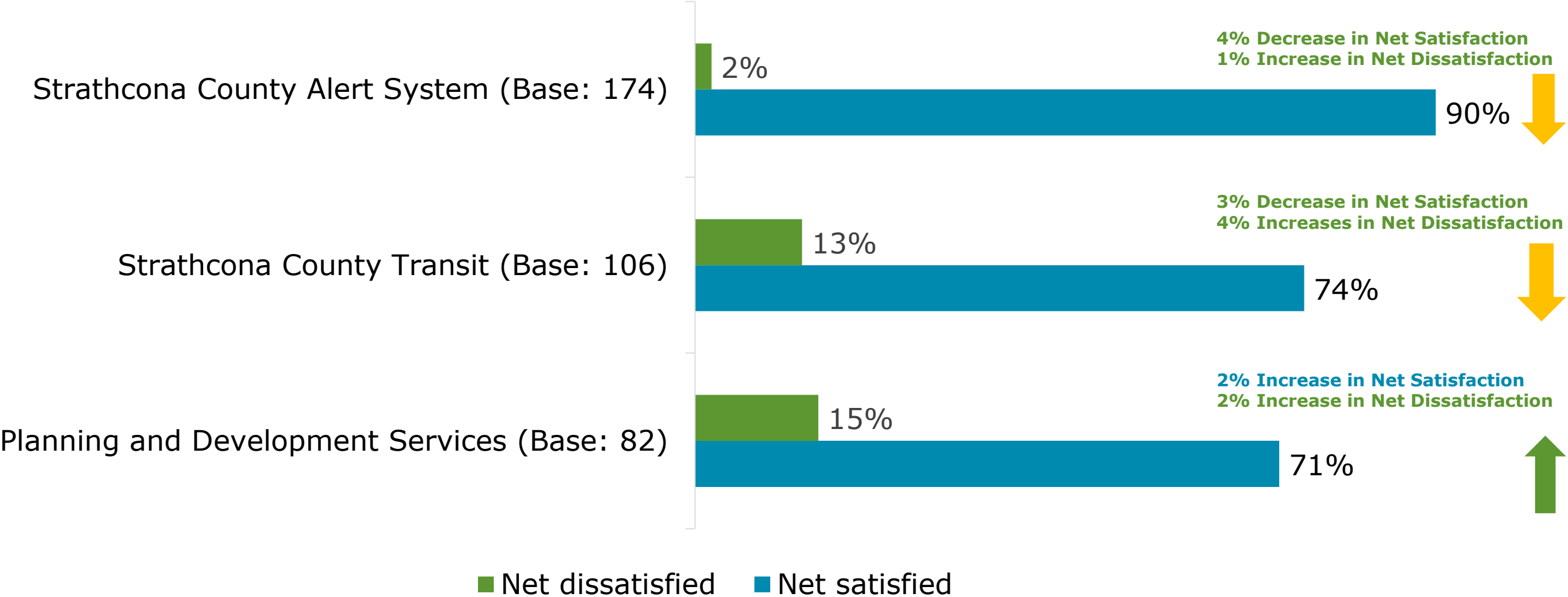
Urban snow clearing/road maintenance



Rural snow/road maintenance



Planning and Development Services/Transit/Strathcona County Alerts



Conclusions

Key takeaways



Rural respondents continue to express less satisfaction with County services



Older respondents (55+) report higher levels of service satisfaction and quality of life than younger cohorts

Hot topics

- Affordability
- Population growth and development
- Recreation infrastructure
- County fiscal health

Key takeaways

Factors that contribute to dissatisfaction



Urban/rural division



Growth



Increasing cost of living

Factors that contribute to satisfaction



Community safety



Urban amenities



Service quality relative to taxes
and neighbouring municipalities

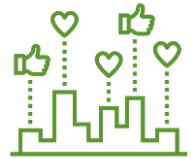
Summary



Satisfaction is generally up across almost every quality of life category compared to 2022.



95% quality place to live (up from 93%)



85% infrastructure satisfaction (up from 80%)



82% overall service satisfaction (up from 77%)



76% welcoming community (up from 71%)



65% value for services (up from 62%)

Questions?