

2024 Public Satisfaction Survey Summary Results

May 2025



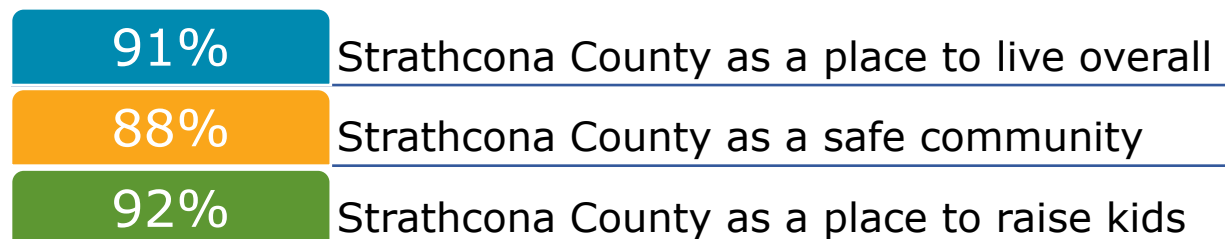
Executive summary

Every year, Strathcona County conducts a Public Satisfaction Survey. The purpose of this survey is two-fold: to gauge public satisfaction with life in the County and to understand public satisfaction with various services provided by the County. The data is used by Strathcona County administration to understand public perception of strategic plan progress and service delivery standards.

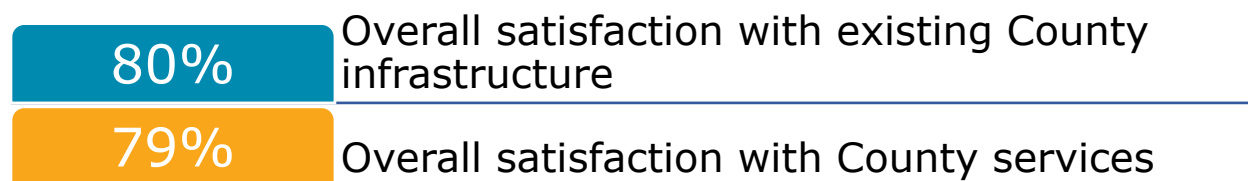
The survey was conducted via telephone recruitment through a market research vendor. These results come from a survey sample that was randomly selected and are representative of the County demographics. These results are statistically valid and are a reliable source of data that can be used to inform decision-making and can be accurately compared to previous year's results. We also collected feedback through a non-random method via an online link hosted on County Voice, Strathcona County's online engagement platform. The survey was available from January 20 to February 14, 2025. Across both methods, we received 1,346 responses – more than double what other comparable municipalities receive.

Key takeaways

The following are key takeaways on the quality of life in Strathcona County. The percentage shown is the proportion of respondents that rated Strathcona County either good or very good. Decreasing 4% from last year, 91% of respondents have rated Strathcona County as a good or very good place to live overall.



The following numbers indicate overall satisfaction with County services and infrastructure, with the percentage indicating the proportion of respondents that were either satisfied or very satisfied. These percentages indicate a strong level of satisfaction for both services and infrastructure in the County.

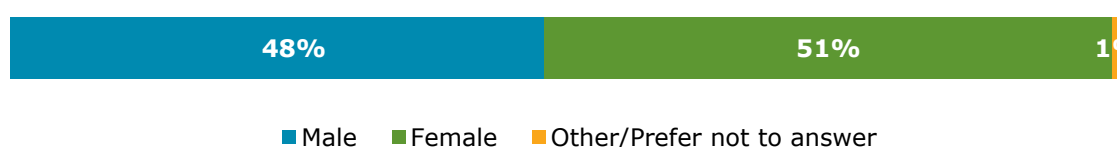


Respondent profile

To best categorize what we heard, and ensure we spoke to a diverse set of County residents, we collected the following respondent demographic data. Data was collected to best represent actual County demographics. The breakdown below reflects the demographics of the telephone recruited sample. Weights have been applied to ensure results are representative of the County.

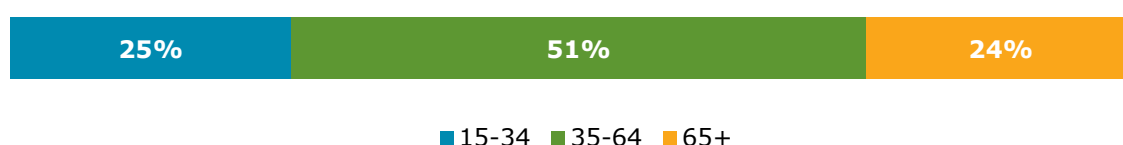
Gender

We received responses from nearly equal numbers of men and women.



Age

We received responses from respondents of all ages (15+), roughly in line with actual County proportions.



Location in the County

Respondents were well distributed between rural and urban, and very close to the split of actual County residential locations.

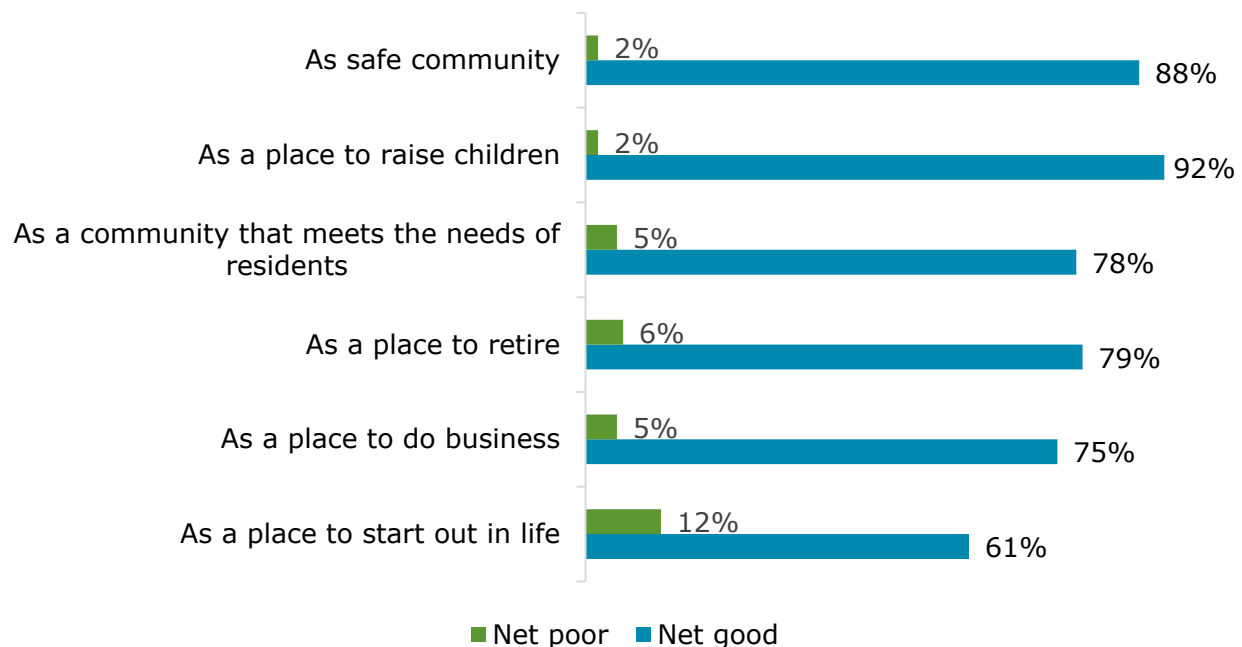


Public satisfaction with quality of life in Strathcona County

Strathcona County as a place to live

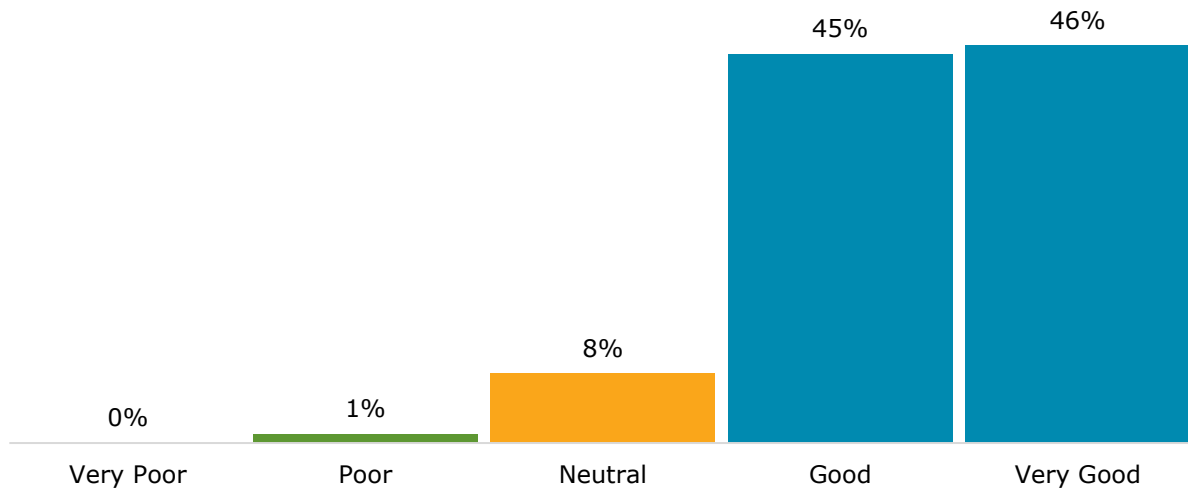
The first set of questions asked respondents to rate, from very poor to very good, how Strathcona County is doing on several different metrics.

Percentage of respondents that rated Strathcona County good or very good vs. poor or very poor. Excludes 'don't know/prefer not to answer'



88% agree Strathcona County is a safe community

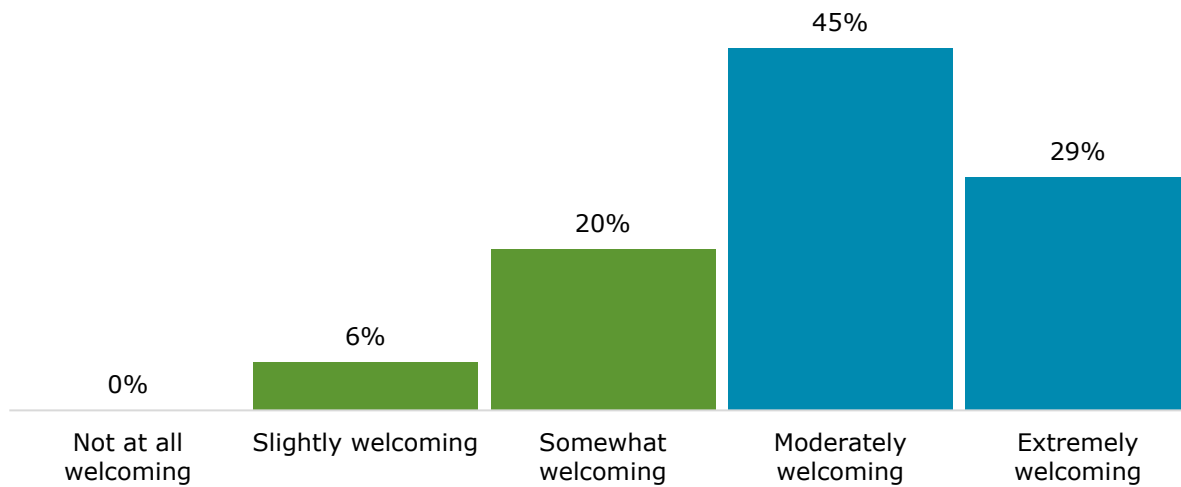
Rating of Strathcona County overall as a place to live



**91% agree Strathcona County
is a good or very good place to
live**

Strathcona County as a welcoming community

Rating of Strathcona County as a welcoming community



74% rate Strathcona County as a highly welcoming community

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



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

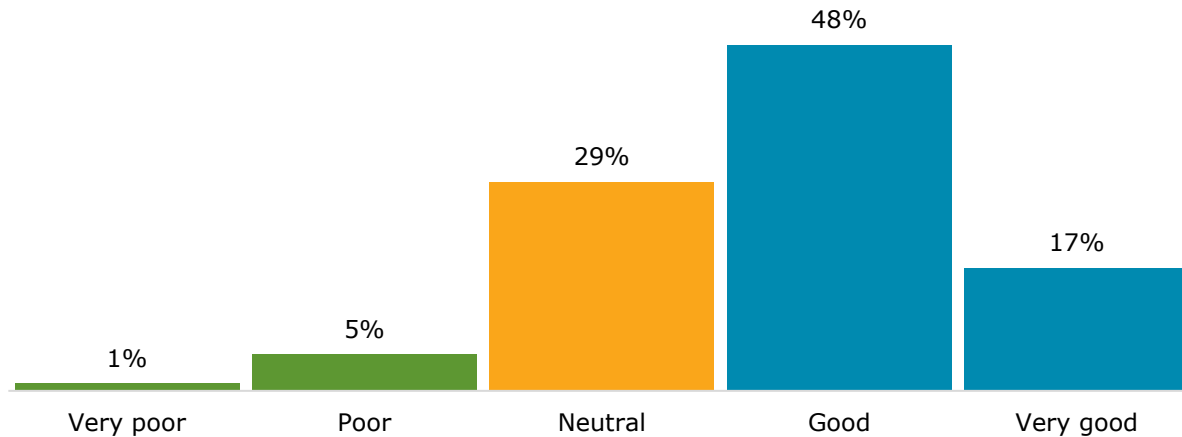


95% of respondents know at least some of their neighbours

Overall service satisfaction

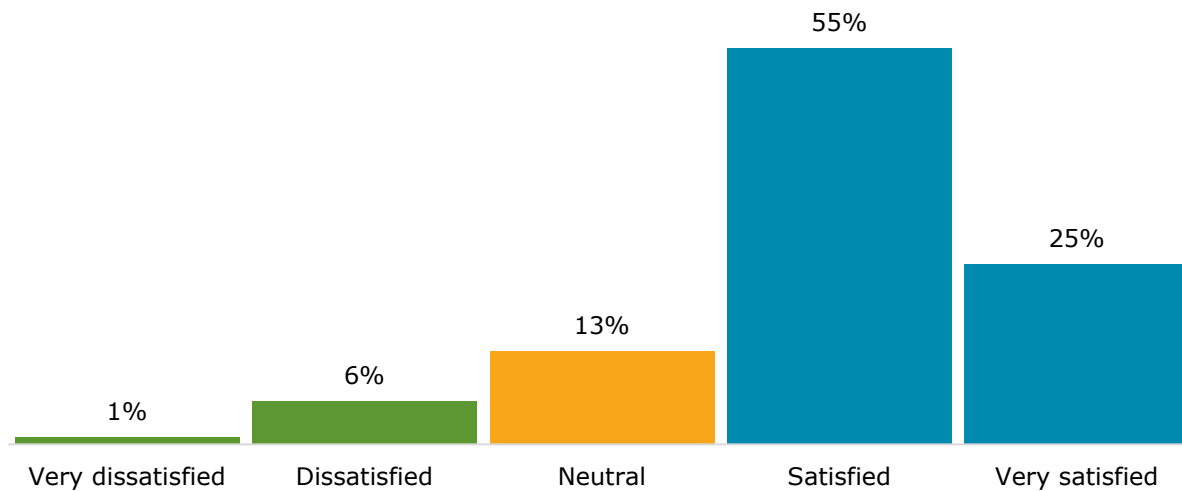
Environmental action

Rating of Strathcona County actions and commitments to the environment



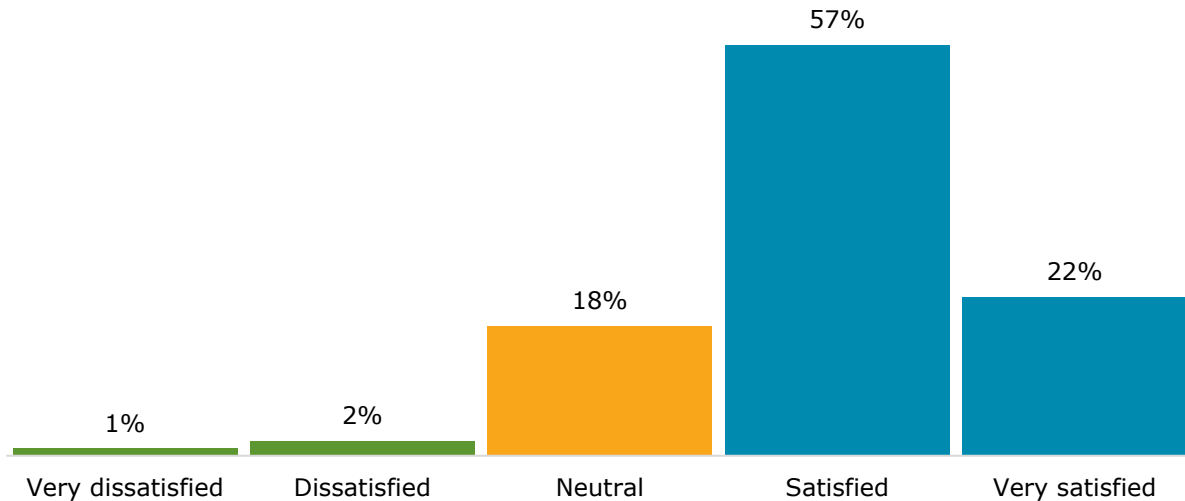
Infrastructure

Satisfaction with existing County infrastructure



Overall satisfaction with County services

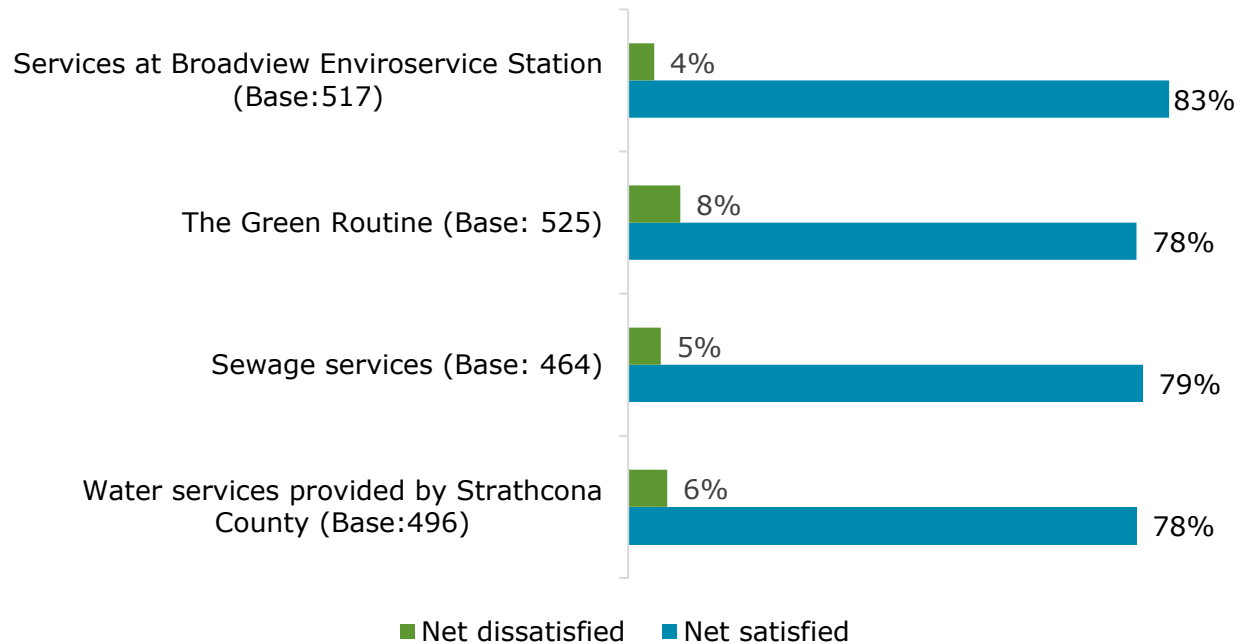
Satisfaction with County services overall



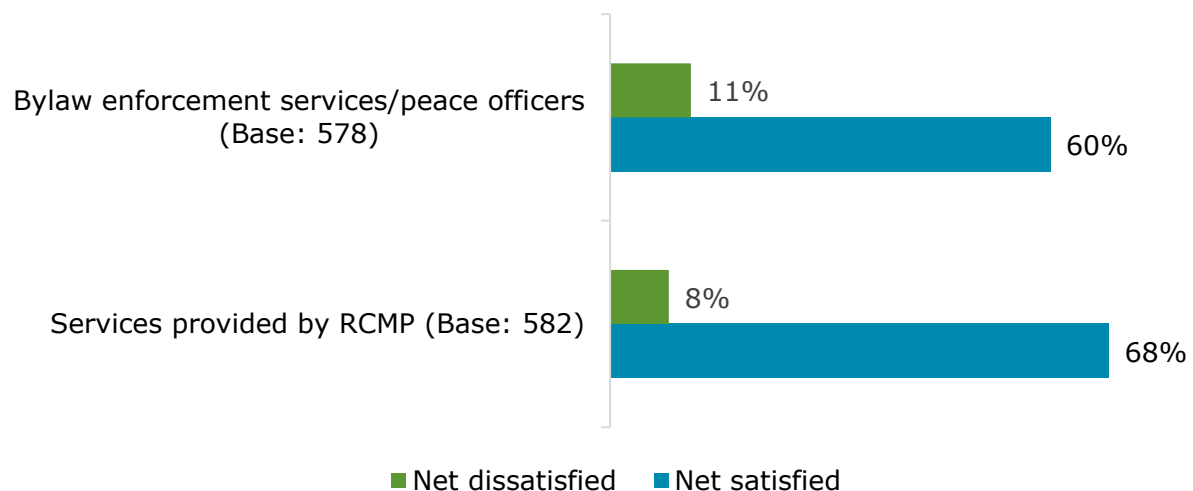
**Only 3% of respondents were
dissatisfied with County services
overall**

Satisfaction by service area

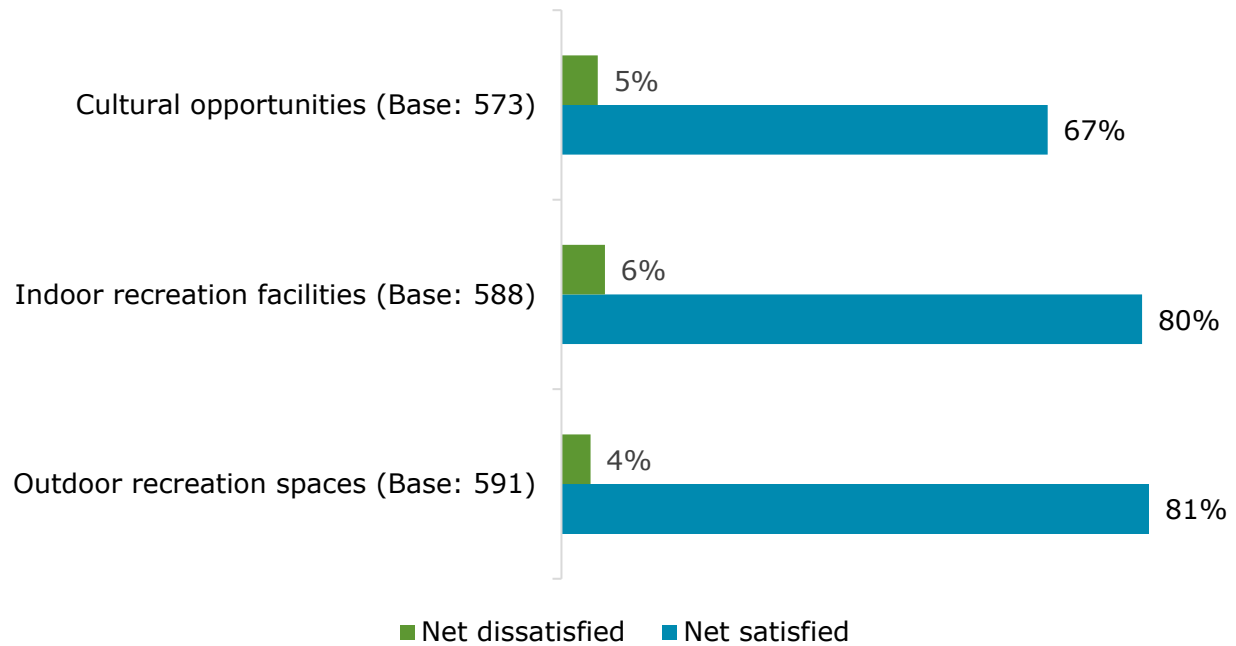
Utilities



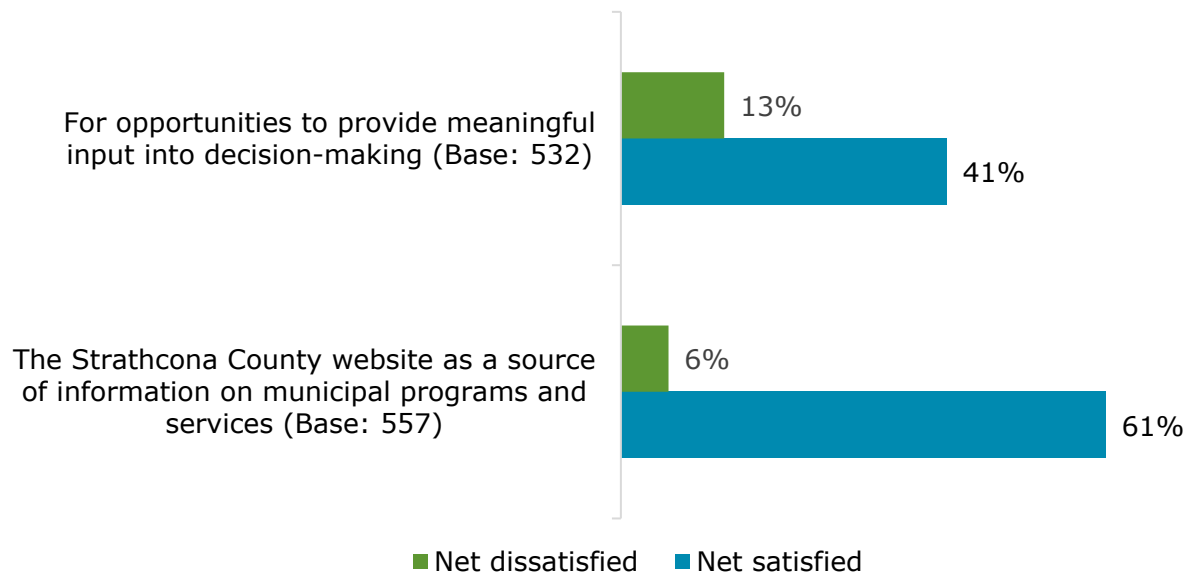
Enforcement Services



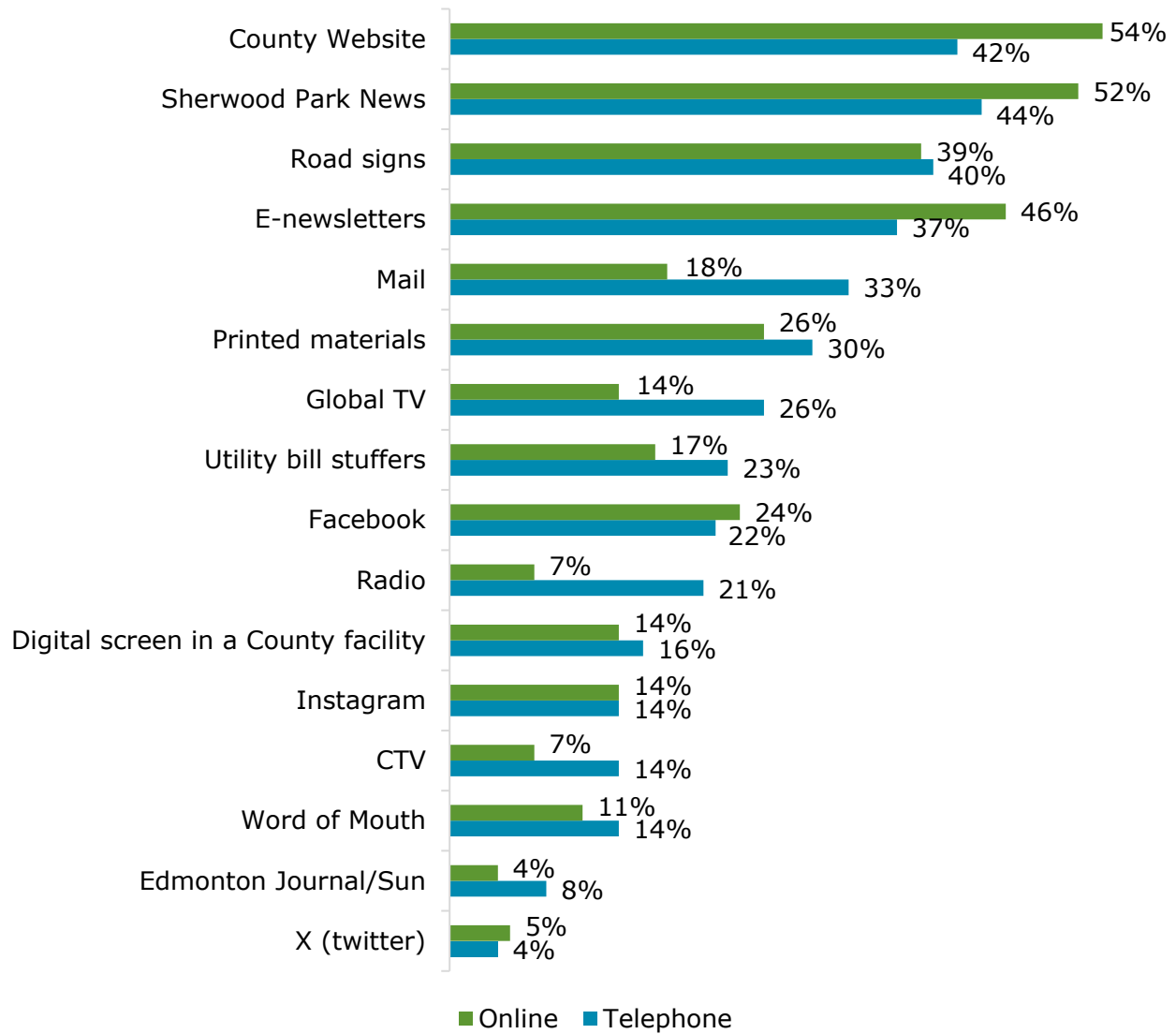
Recreation, Parks and Culture



Communications

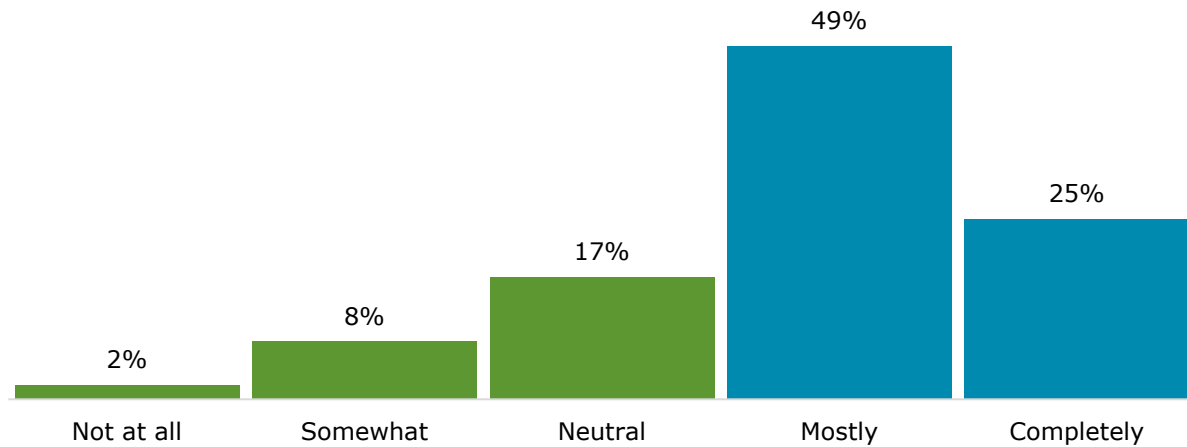


County Communication Preferences



Trust in County communications

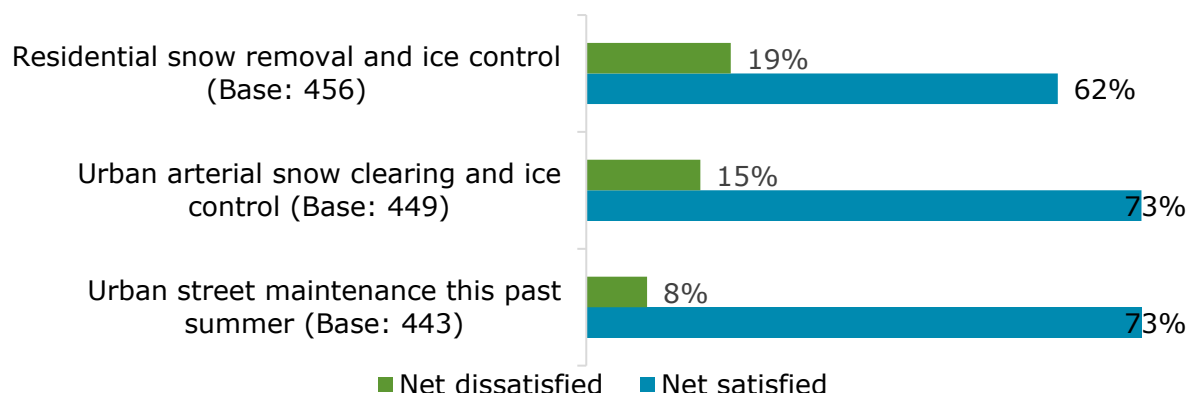
New to this year, we included a question gauging trust in the accuracy of information shared by Strathcona County. We found that 74% of respondents either mostly or completely trust the accuracy of information shared by Strathcona County.



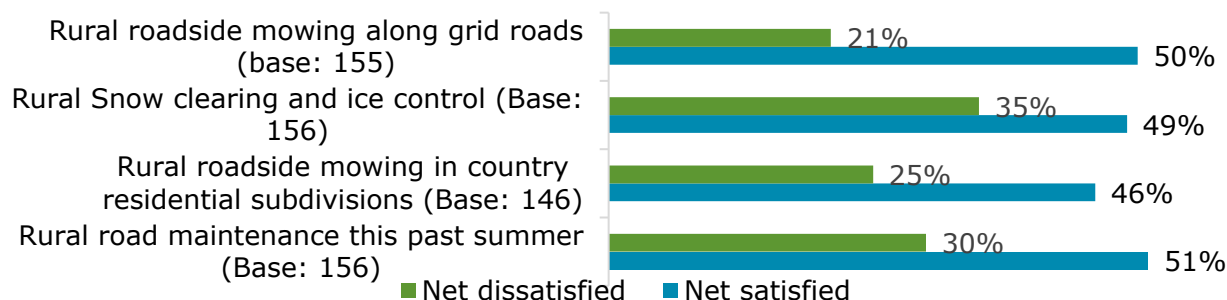
Roads and maintenance

Responses regarding transportation and snow clearing diverge based on whether a respondent is an urban or rural resident. For this reason, results were divided to highlight how each type of resident felt about service delivery based on their location (how rural residents felt about rural maintenance, how urban residents felt about urban maintenance). As this survey was fielded in January, snow clearing questions might be influenced by point-in-time considerations (current winter conditions during survey fielding).

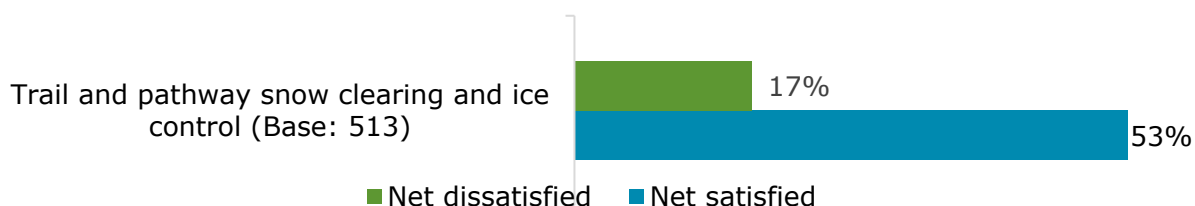
Net satisfied versus net dissatisfied, urban respondents



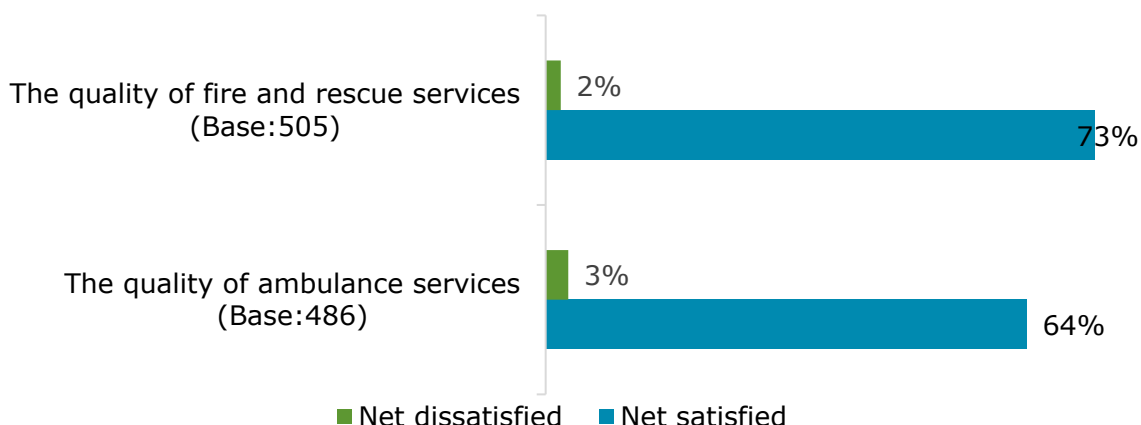
Net satisfied versus net dissatisfied - rural respondents



Net satisfied versus net dissatisfied, all respondents



Emergency Services



User-based services

The following are County services that are not as widely or universally used. As such, only those who are recent users of these services were asked for their input.

