Enclosure 3

Public Satisfaction Survey 2024 results

Priorities Committee
June 17, 2025

STRATHCONA COUNTY

Project summary

Annual general population survey

Gauge public satisfaction with:

- Quality of life in Strathcona County
- Satisfaction with County services

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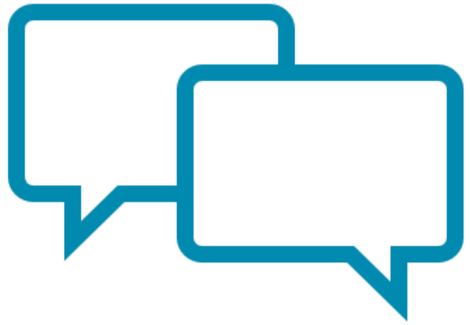
Methodology

Two data collection methods



Telephone recruitment via market research vendor

- Random sampling fielding strategy
- Statistically valid and significant results
- Representative sample based on age, gender and location in the County
- Target: 600 responses. Actual: 609 responses

Open, online survey

- Self-selection, communicated through County communication channels
- Target: 500 responses. Actual: 737 responses

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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.

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Point in time effects

Winter weather

US-Canada trade war

County activity

January 20 – February 14

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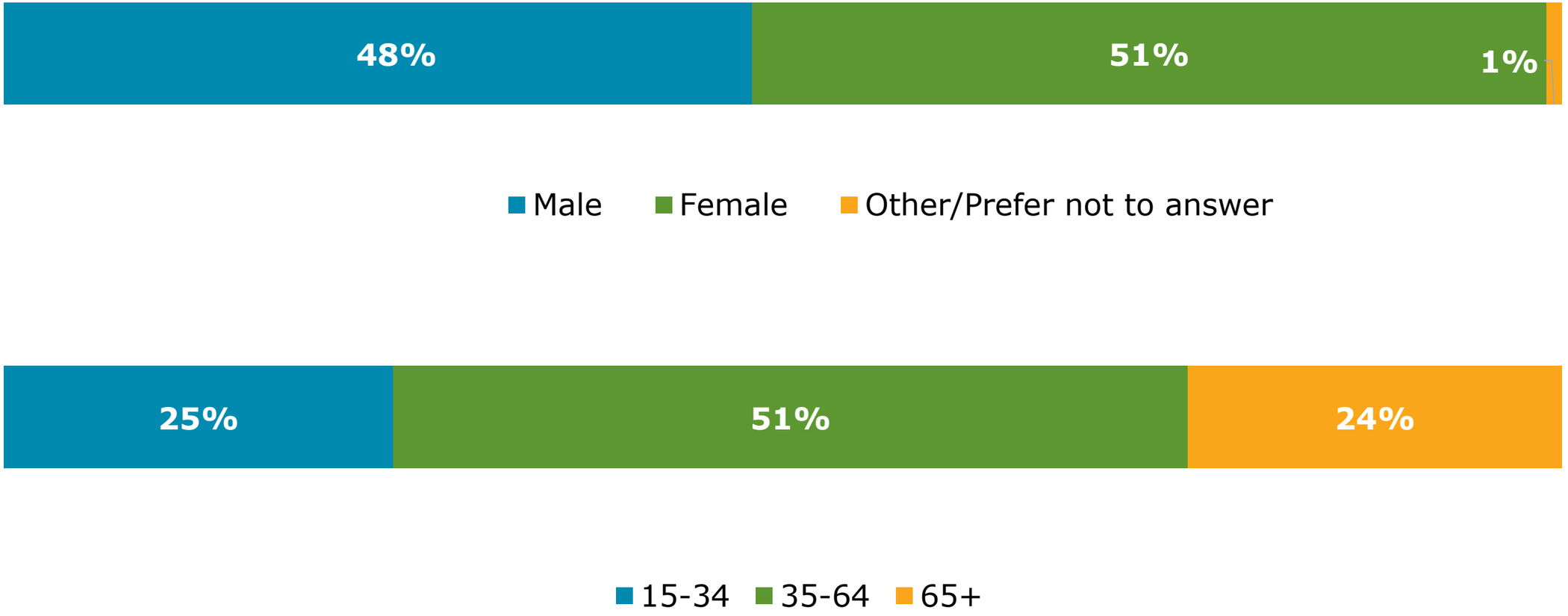
Respondent profile



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Respondent profile

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Quality of life results

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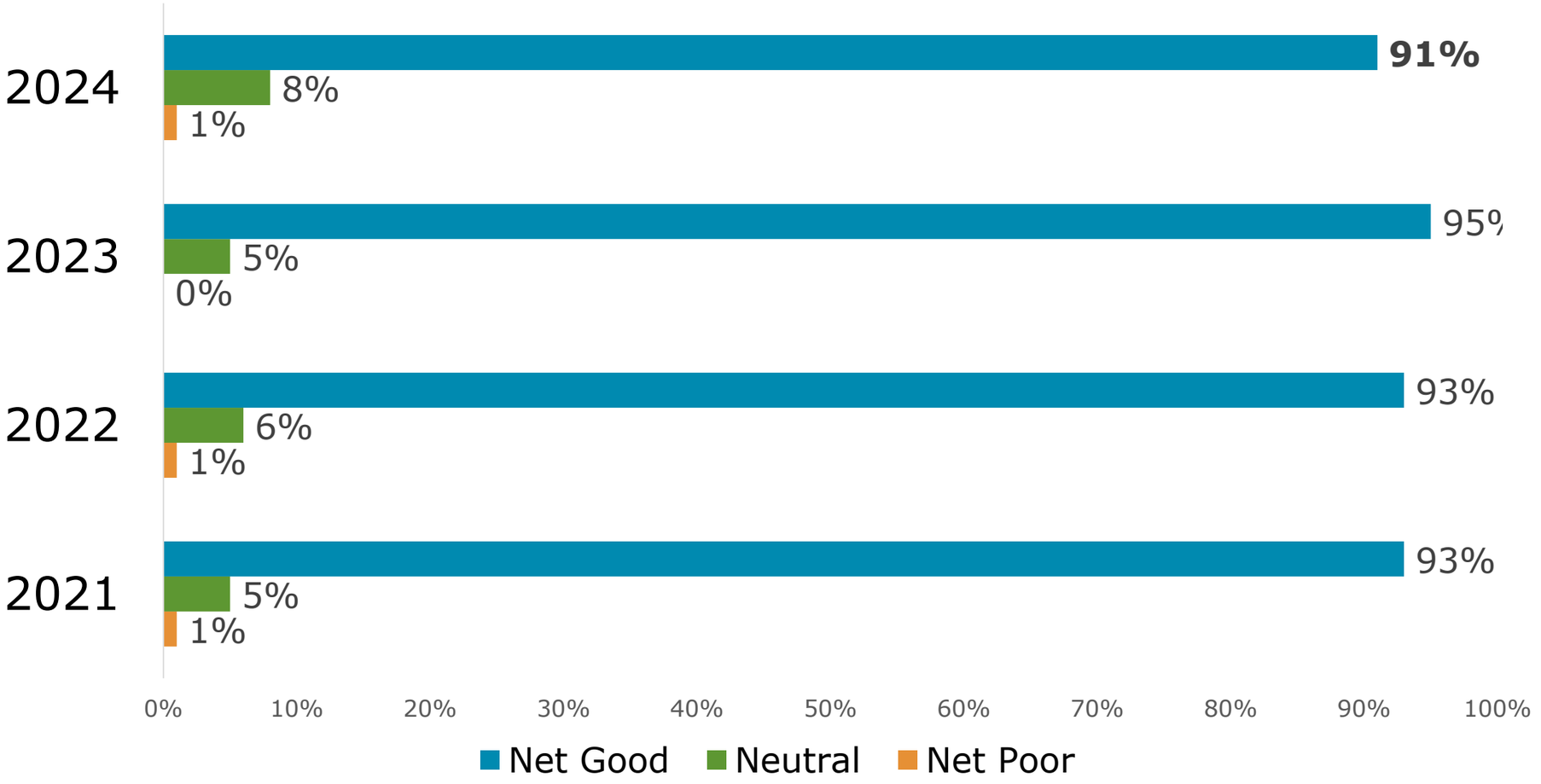
Overall, as a place to live 2021-2024



Strathcona County has a rolling average of 93% over the last four years

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Overall, as a place to live: regional comparisons*

Regional peers

91%	**96%**	**80%**	**77%**
Strathcona County	**St. Albert**	**City of Leduc**	**Edmonton**
2024	2021	2023	2017

Provincial peers

96%	**47%**	**73%**	**91%**
County of Grande Prairie	**Red Deer**	**Airdrie**	**City of Grande Prairie**
2023	2024	2023	2024

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

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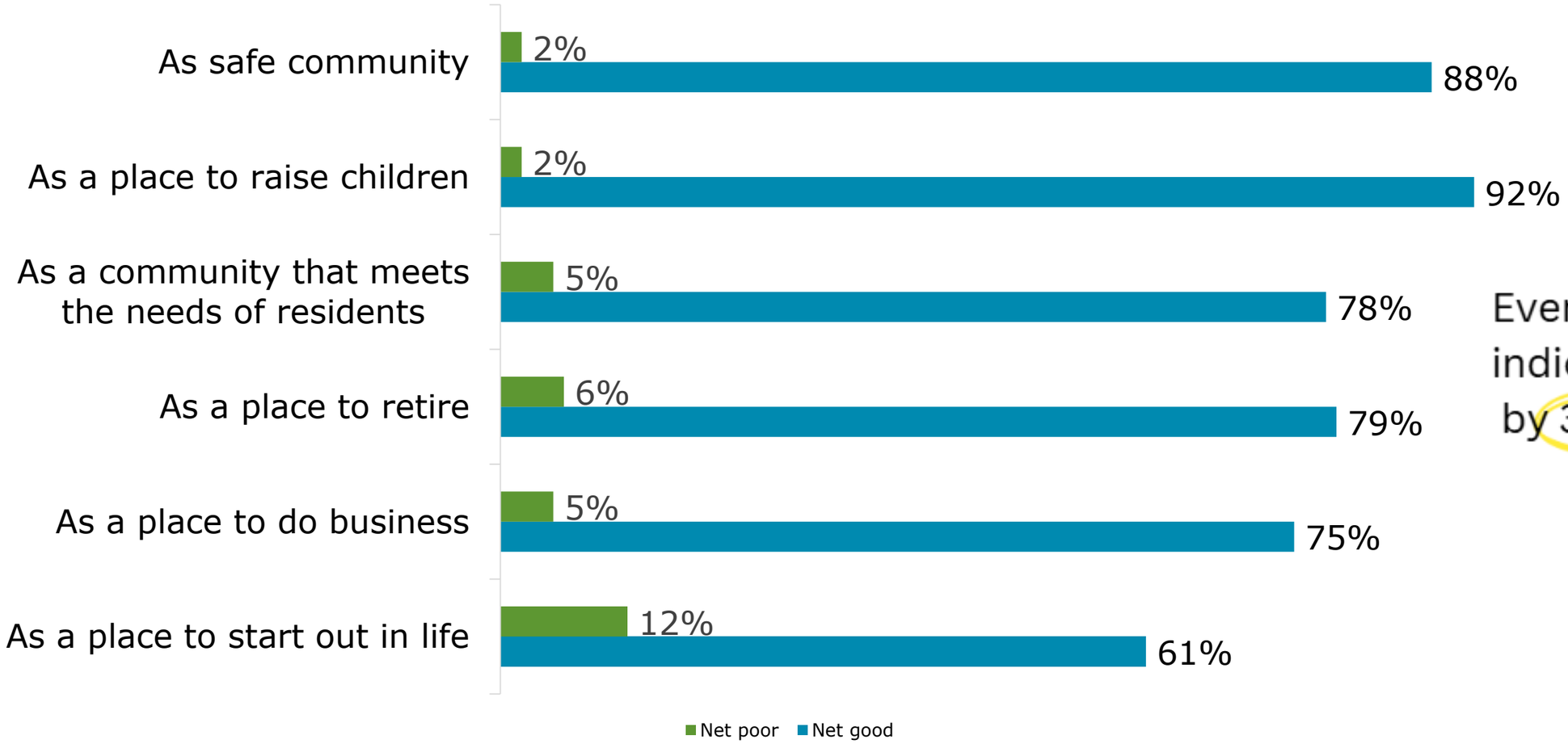
Quality of life



Every quality of life indicator dropped by 3% over last year

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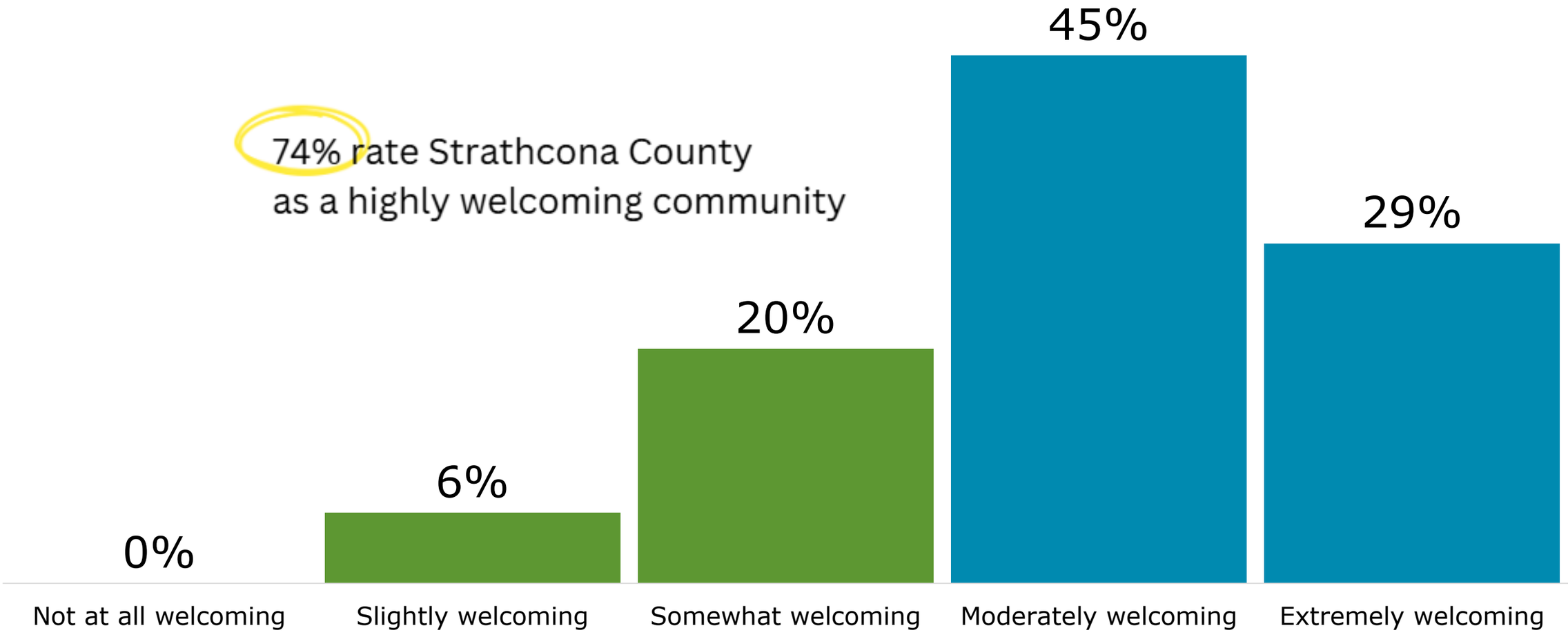
Welcoming community



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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?

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Service satisfaction

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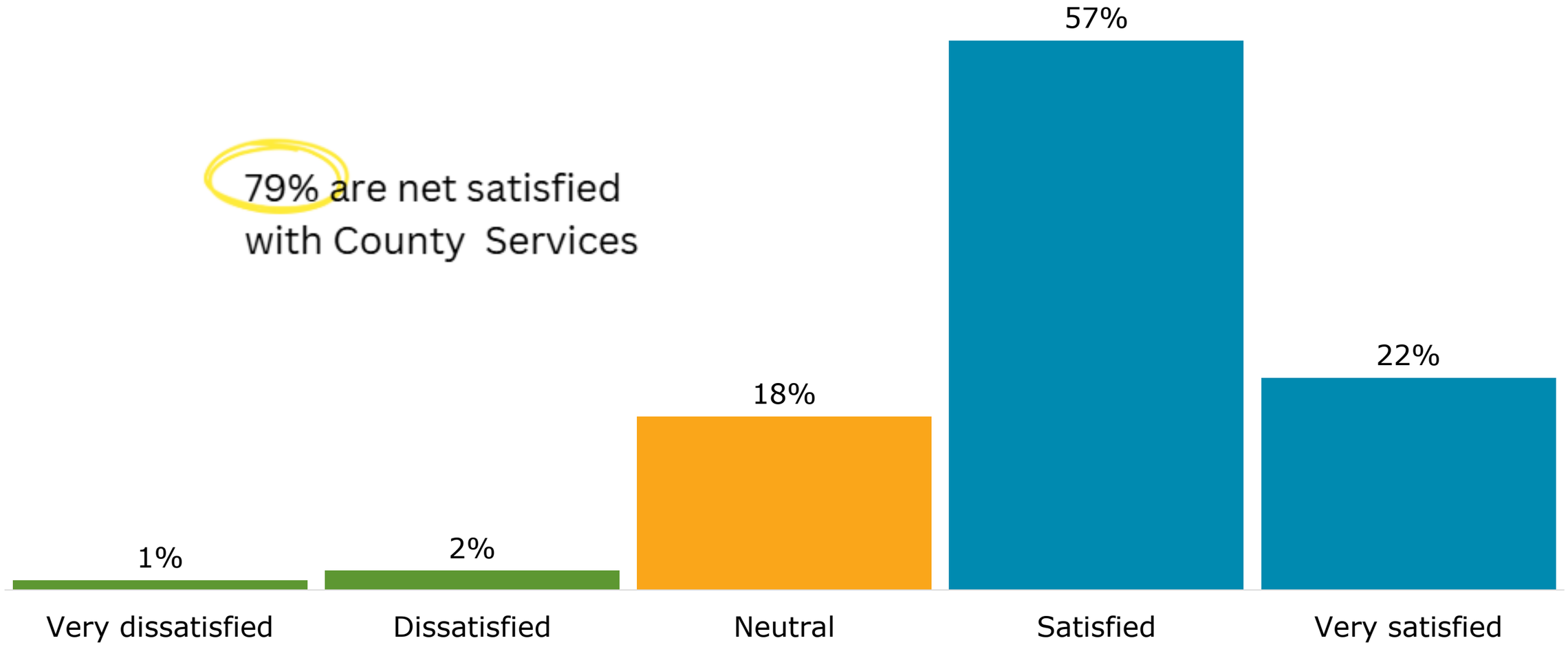
Overall service satisfaction



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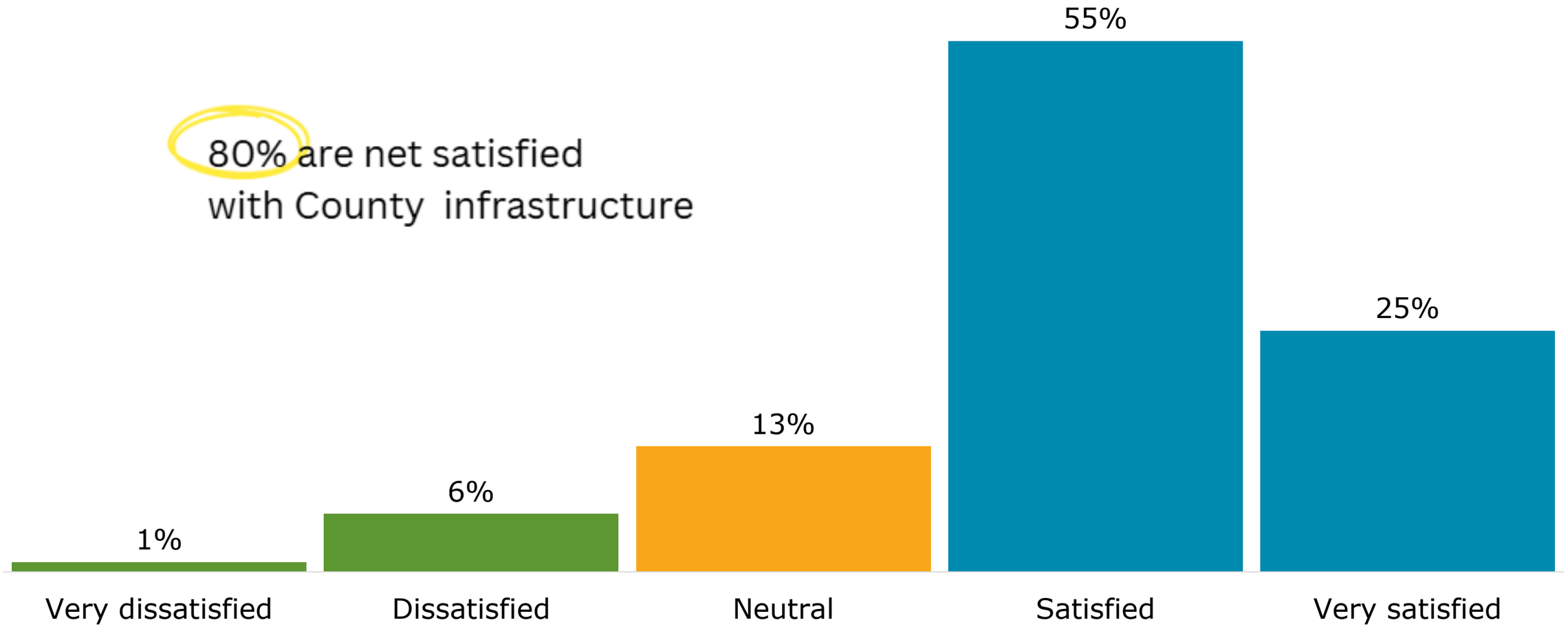
Overall infrastructure satisfaction



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Overall service and infrastructure satisfaction 2022-2024

Overall service

2022	2023	2024
79%	**82%**	**79%**

Over the past three years, satisfaction with overall County services has averaged 80%

Infrastructure

2022	2023	2024
81%	**85%**	**80%**

Over the past three years, satisfaction with overall County infrastructure has averaged 82%

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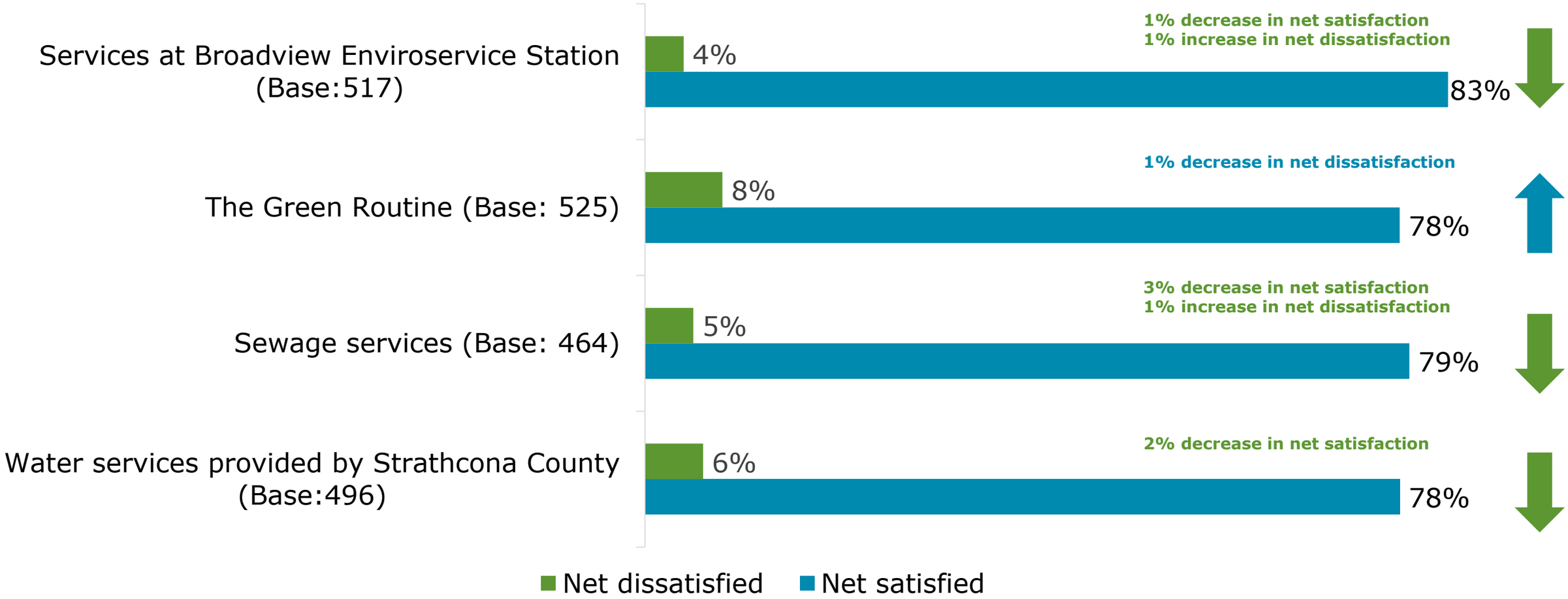
Utilities



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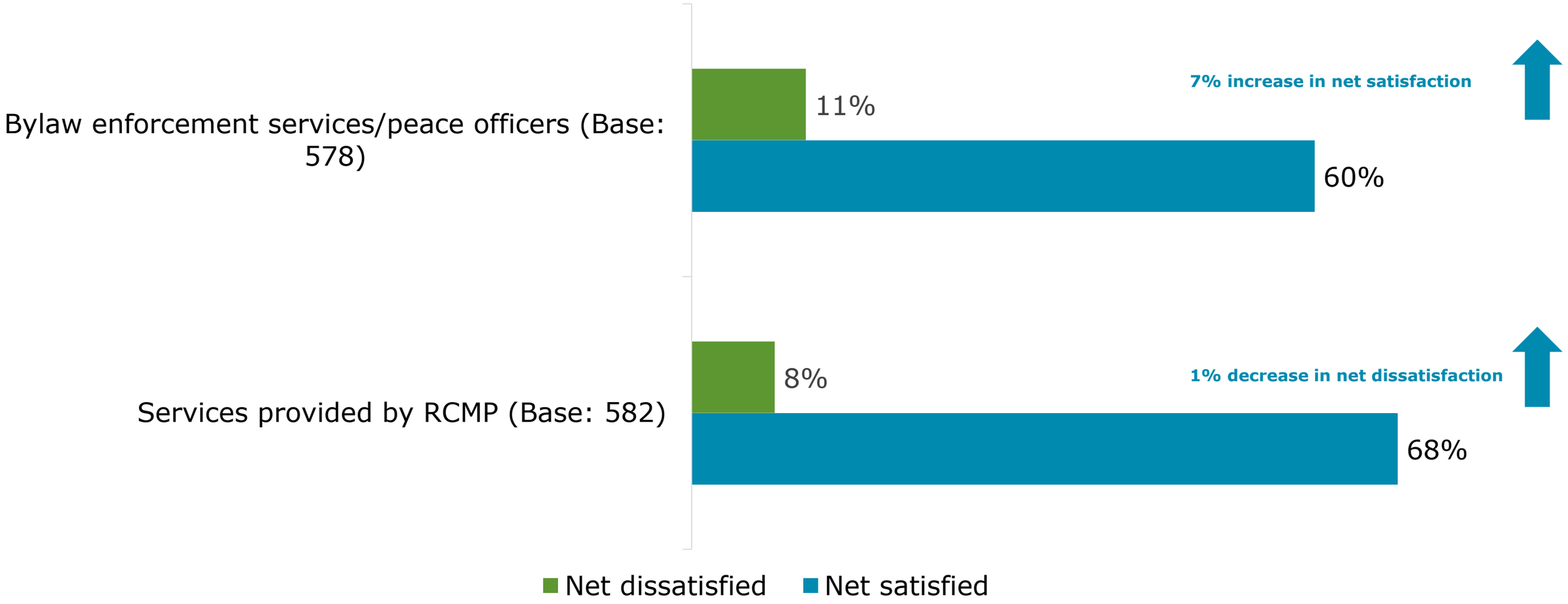
Enforcement Services



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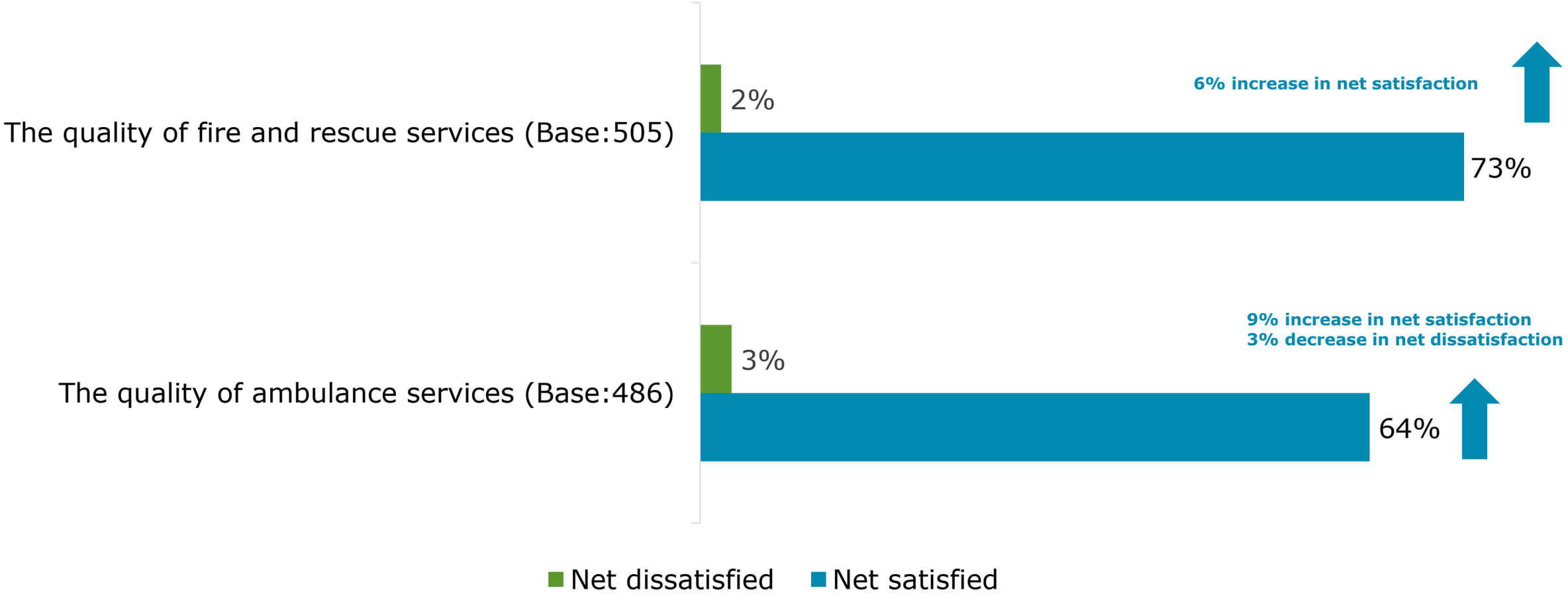
Emergency Services



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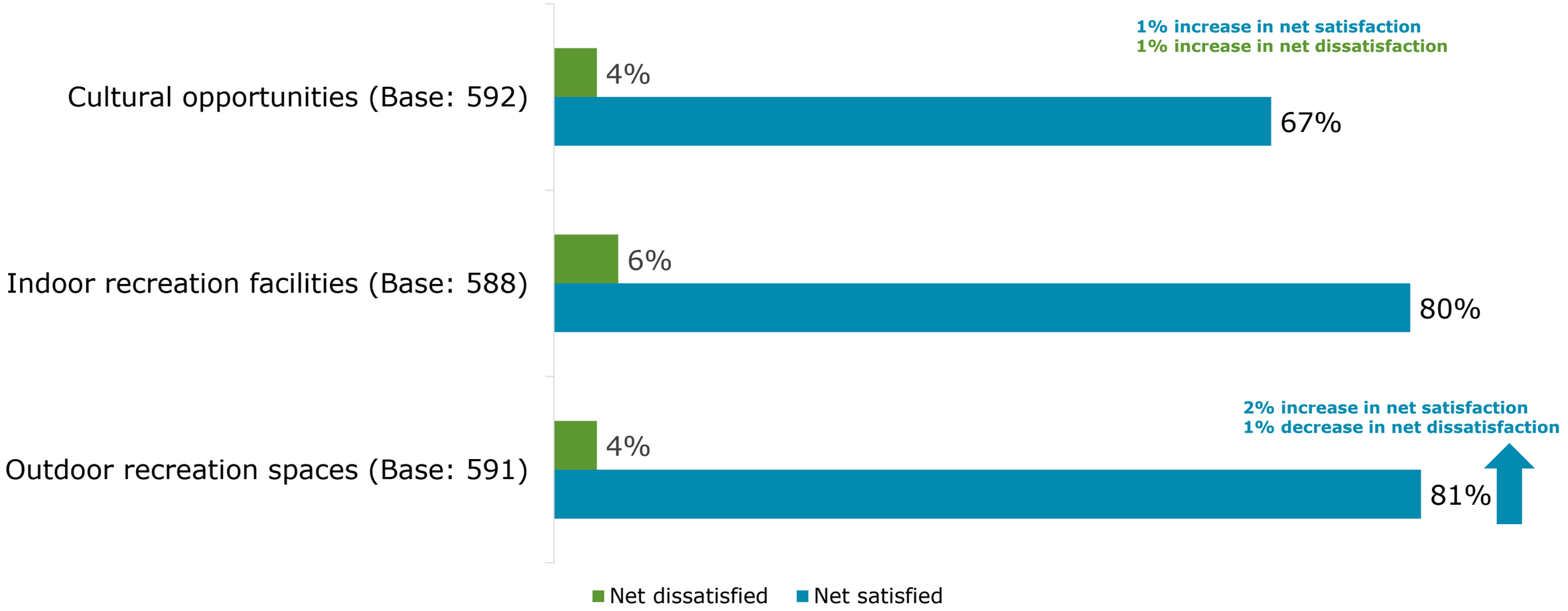
Recreation, Parks and Culture



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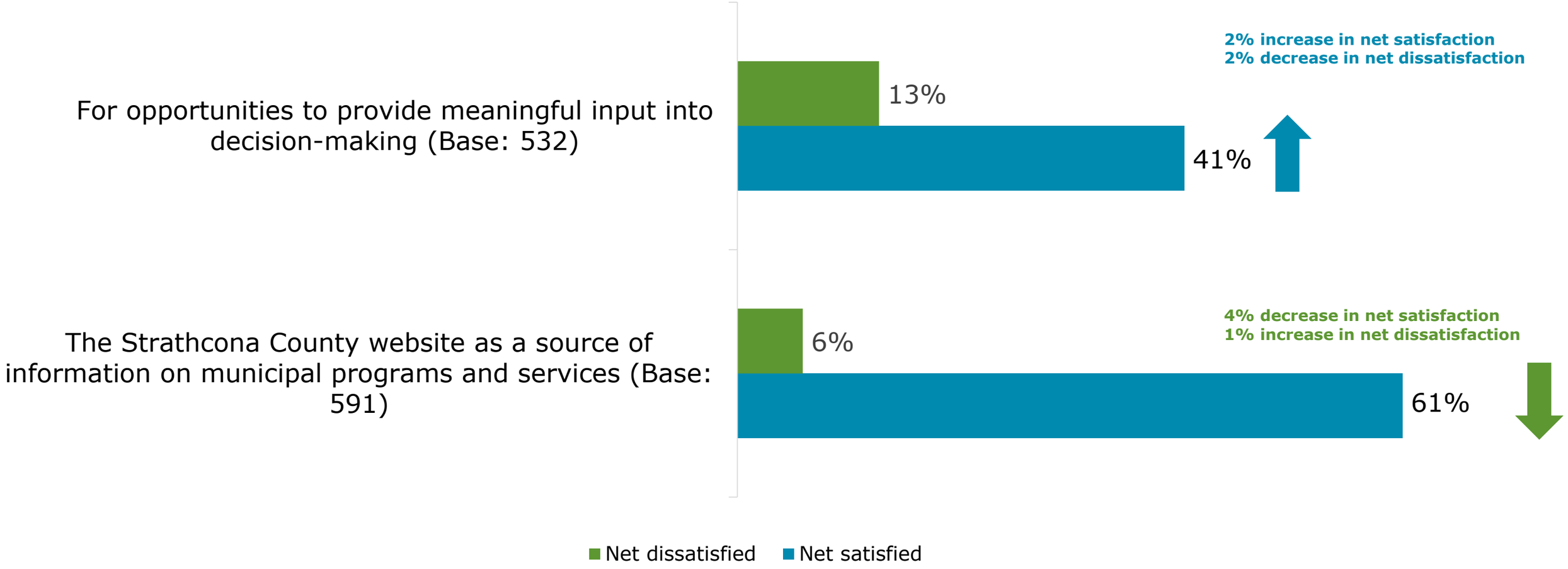
Communications



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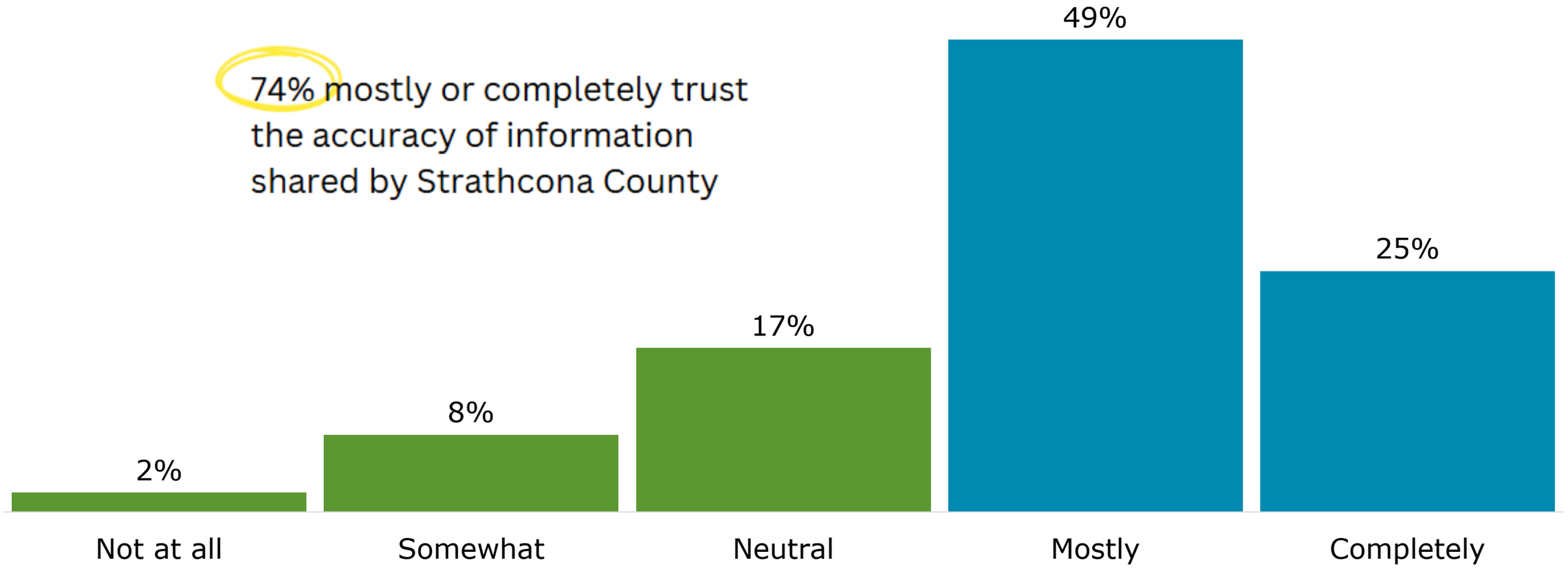
Trust in County information accuracy



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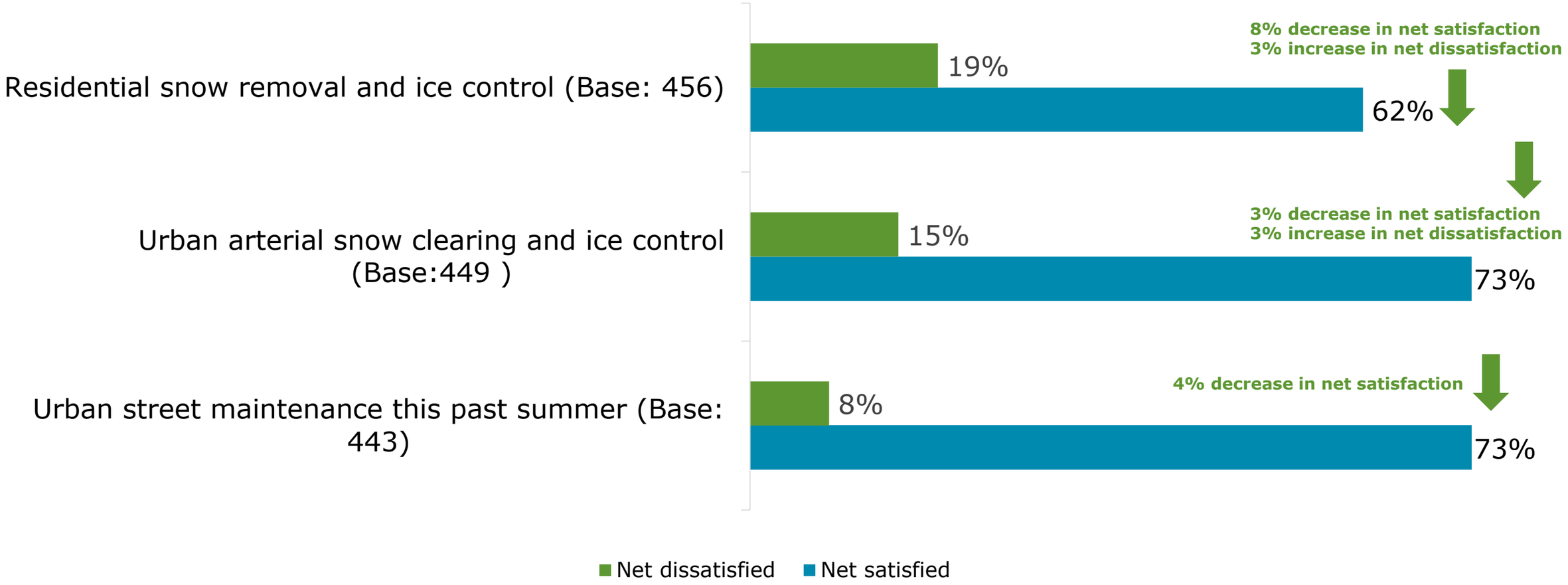
Urban snow clearing/road maintenance



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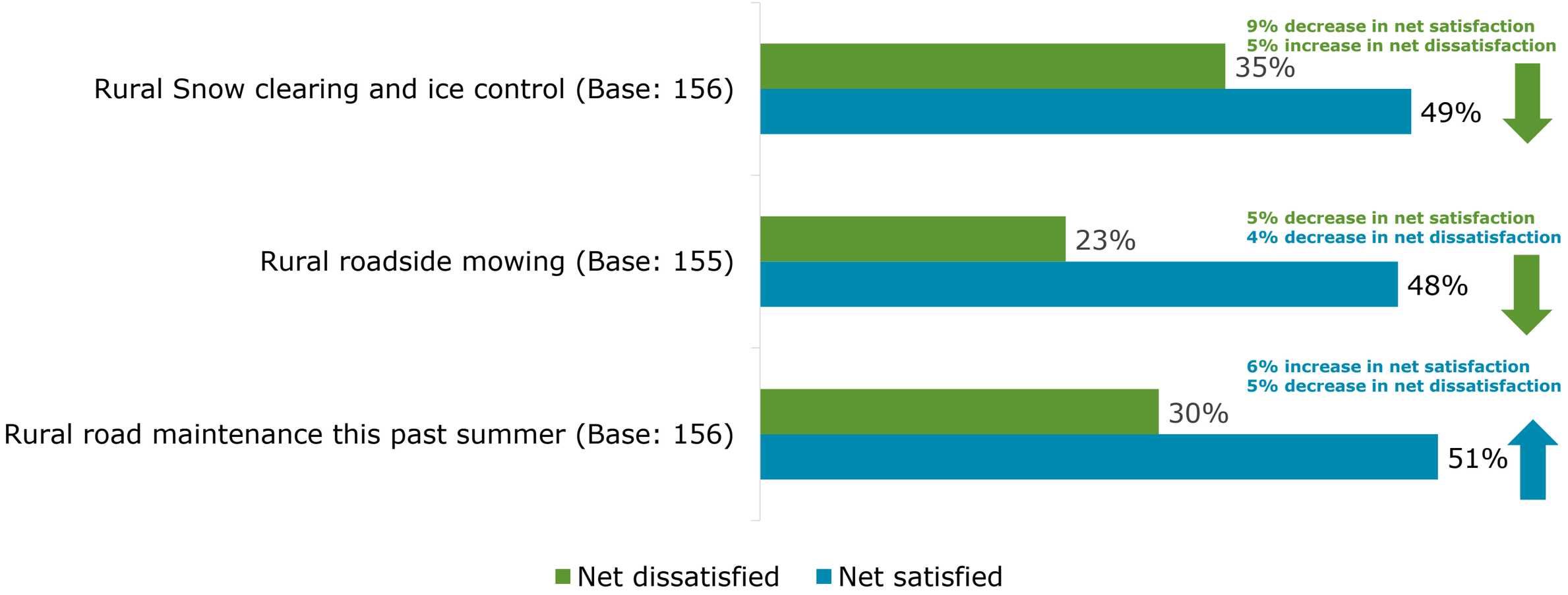
Rural snow clearing/road maintenance



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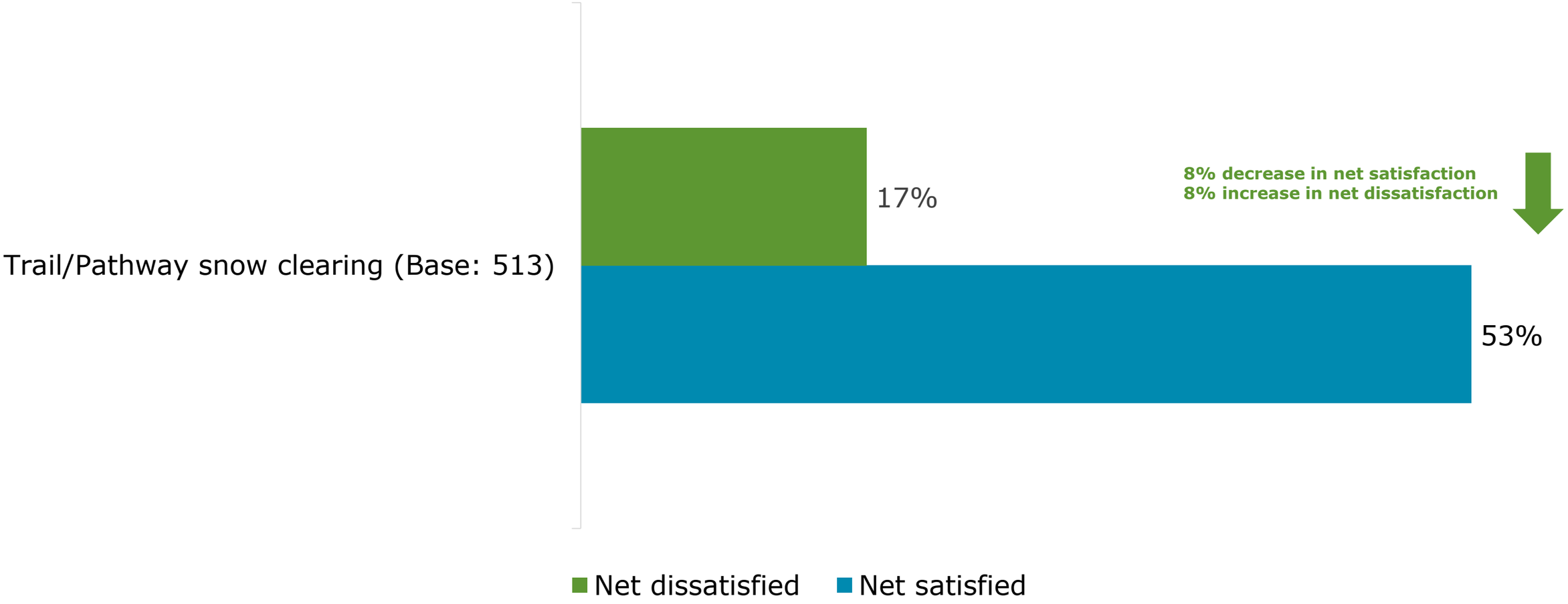
Trail/pathway snow clearing



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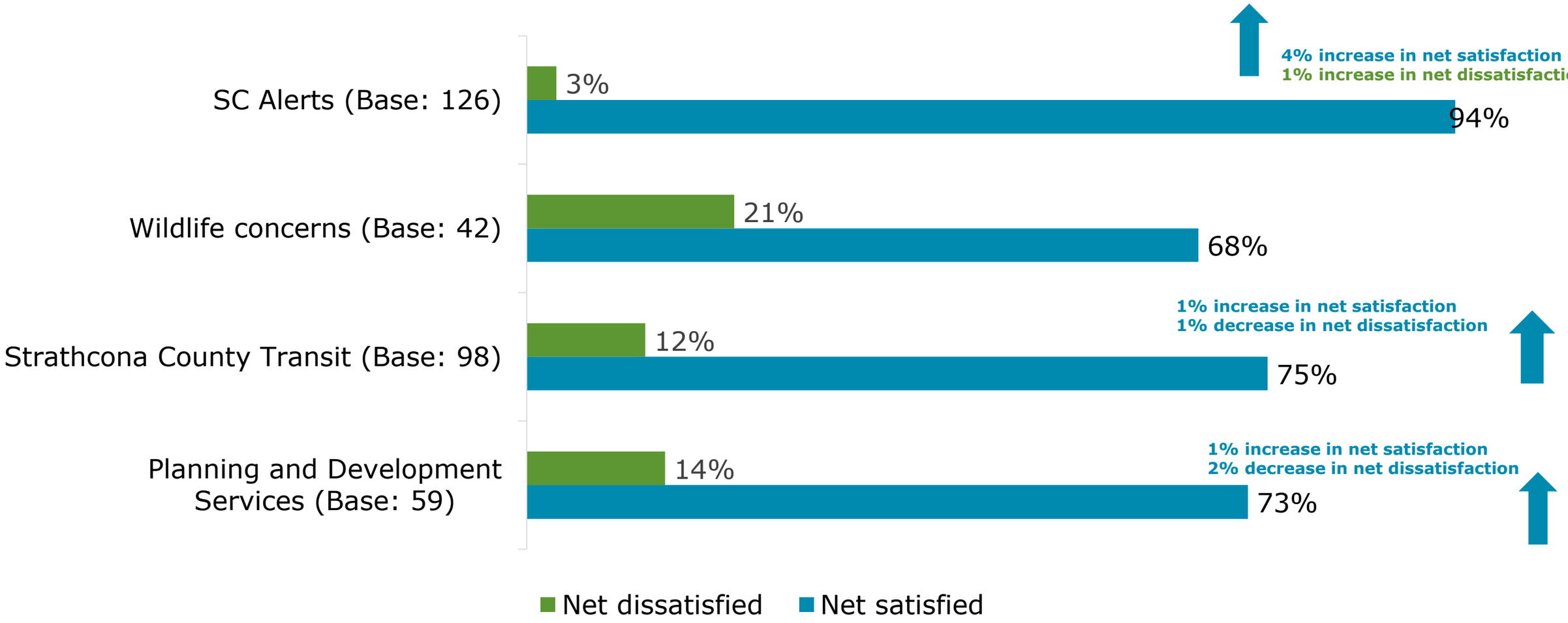
Alerts/wildlife/transit/planning



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Conclusions

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Key takeaways

- Minor declines in most quality of life indicators; services generally static or minor decline year over year
- Rural respondents continue to express less satisfaction with County services, but are comparable many quality of life indicators
- Older respondents (55+) report higher levels of service satisfaction and quality of life than younger cohorts
- Female respondents report higher levels of satisfaction than male respondents
- Web sample (self-selected, non-random) expresses similar patterns to vendor sample – but is generally more satisfied with County quality of life indicators and services

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Key takeaways

Factors that contribute to dissatisfaction

Urban/
rural division

Growth

Services
not meeting
expectations

Cost of
services,
taxes

Factors that contribute to satisfaction

Community
safety

Urban
amenities

Responsive
services

Service quality
relative to neighbouring
municipalities

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Results driven

Reliable public insight

Indicators of where improvements may be made

Inform budgeting, planning and policy decisions

Commitment to listening to resident input

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Questions?

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