Strathmore, 2024 Community Satisfaction Survey

Full Results

Strathmore

Framework™

Overview

Research Objectives

- To determine:
  - Satisfaction with municipal services
  - Perception of the community and municipal government performance (and comparison with other municipalities)
  - Perceptions of Council and administration
  - Perceived value for taxes
  - Awareness/satisfaction with the Town's long-term planning
  - Awareness of the Strathmore Sustainability Plan
  - Communication and information needs
  - Top-of-mind local issues
  - General quality of life
  - Resident needs, concerns and priorities
  - Inter-period trends

Research Methodology

- An online convenience-based sampling methodology was employed in order to allow all interested members of the target population an equal opportunity to participate.
- While a definitive Margin of Error cannot be expressed, the response rates are consistent with a Margin of Error of ±1.9% 19 times out of 20. To achieve a Margin of Error of ±5% 19 times out of 20, the survey would have had to target randomly selected 346 responses, or roughly a 9.9% response rate.
- Field Dates: August 7, 2024 to September 6, 2024
- 3,496 Strathmore households were invited to participate with email invitations and reminders. They were additionally contacted through mail by the Town of Strathmore.
- The initiation specified that the adult (aged 18 years or older) in the household with the next birthday complete the survey.
- A survey link was posted on the Town of Strathmore website inviting those without invitations to participate. Only respondents who had a code are included in these results.
- The survey received responses from 1,491 respondents, for a response rate of 43.2%
- There were 1,144 completions, for a completion rate of 76.7%. While 23.3% of the respondents abandoned the survey before completion, all responses are in this analysis, regardless of whether they are complete.
- The data is unweighted.

Definitions

Count:	The number of respondents who chose a specific option in a question.
Frequency % (Freq. %):	The percentage of respondents who choose a specific option in a question. These percentages always exclude responses to a question that are not informative (for example "I don't know" and "No Response" counts.)
Incidence % (Incid. %):	The percentage of respondents who choose a specific option in a question that allows more than one choice. These percentages almost always sum to more than 100% for a question. They exclude responses to a question that are not informative (again for example "I don't know" and "No Response" counts.)
Top Two:	The percentage of respondents to a question who responded with either a 1 ("Very Important", "Very Satisfied" or "Strongly Agree") or a 2 ("Important", "Satisfied" or "Agree") on a scale of 1 to 7. The Top Two is an indication of strength of opinion; it represents the proportion of respondents who have answered that they have a firm opinion about the stated question.
Top Three:	The percentage of respondents to a question who responded with either a 1 ("Very Important", "Very Satisfied" or "Strongly Agree"), a 2 ("Important", "Satisfied" or "Agree") or a 3 ("Somewhat Important", "Somewhat Satisfied" or "Somewhat Agree") on a scale of 1 to 7. The Top Three is an indication of strength of opinion.
Quality of Life:	The percentage of respondents, or a segment thereof, who have indicated that their Quality of Life in Strathmore is "Good" or "Very good".
Mean:	The mean is a measure of central tendency. It is the arithmetic average of the set of values, or observations received from a question.
Median:	The median is also a measure of central tendency. It is the observation or number that is at the 50th percentile in an ordered data set. Stated differently, it is the point at which half of the observations are above it and half of the observations are below it.
Score:	The score is the mean or average of the responses received expressed as a percentage for easier interpretation. The Score is an important measure of all responses received; it demonstrates the overall response average, and includes all respondents. Stated differently, the score is a batting average, or percentage that helps us to better understand the average response. It is important to examine the score as interpreting the average or mean response, when a seven-point Likert scale is used, can be difficult.
Rounding:	Please be advised that the calculations and numerical values in this document are subject to rounding, and as a result percentages may not add to 100%.

Key Segmentation Variables

Variable	Definition	Q Ref	Proportion	Q of L
Quality of Life (Q of L)	The percentage of respondents, or a segment thereof, who have indicated that overall quality of life in Strathmore is "good" or "very good".	Q02	79%	100%
Tax Aware	The percentage of respondents, or a segment thereof, who indicated that they are "aware" or "very aware" that the Town of Strathmore retains only 73 percent of the property taxes it collects yearly.	Q13	25%	76%
Tax Value	The percentage of respondents, or a segment thereof, who have indicated that the overall value they receive for their property tax dollars is a "good value" or a "very good value".	Q14	42%	97%

Response Rate

Description	2024 Pop	2024 %	2022 Pop	2022 %	2021 Pop	2021 %
Town Population*	15,853		15,305		14,831	
Invited	3,496	101%	1,858	100%	2,000	100%
Unsubscribe / Opt Outs	33	1%				
Bounces / Vacation Alerts	15	0%				
Net Invited	3,448	100%	1,858	100%	2,000	100%
Responses	**1,491**	**43%**	**790**	**43%**	**778**	**39%**
Incompletes	347	23%	84	11%	113	15%
Completes	1,144	77%	706	89%	665	85%
Responses consistent with a Margin of Error of +-5% 19 times out of 20:	346		375		375	
Responses consistent with an MOE* of:	1.9%		2.6%		2.8%	
Completes consistent with an MOE* of:	2.4%		2.9%		3.1%	

*+-, 19 times out of 19

Legend: ■ Responses ◆ Margin of Error
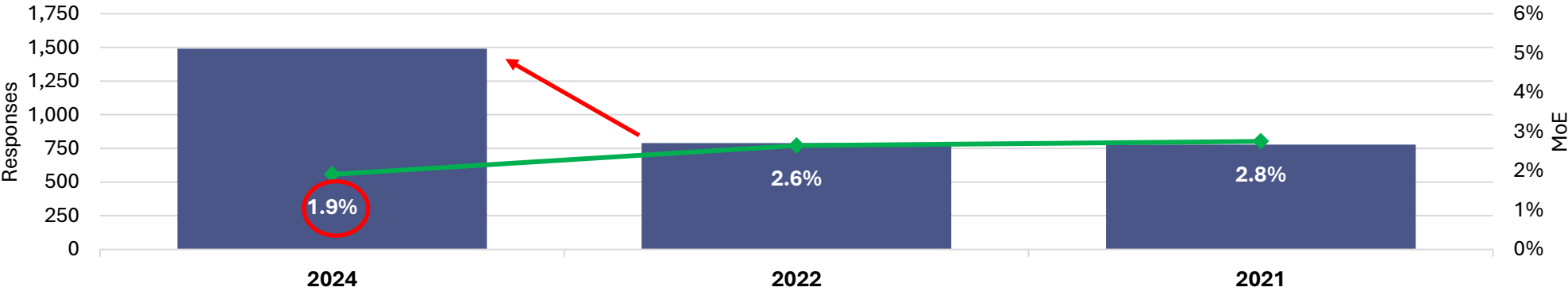
Sample Quality - By Community

Responses		2024 Summary				
		2024 Survey Count	2024 Survey Freq %	2024 Distribution Count	2024 Distribution Freq %	Δ
1	Aspen Creek	90	6%	165	5%	2%
2	Bayside Place	0	0%	0	0%	0%
3	Brentwood	71	5%	129	4%	1%
4	Briarwood	27	2%	71	2%	0%
5	Cambridge Glen	99	7%	210	6%	1%
6	Crystal Ridge	7	1%	18	1%	0%
7	Downtown	66	5%	150	4%	0%
8	Edgefield	39	3%	93	3%	0%
9	Glenwood	1	0%	10	0%	0%
10	Grande Point Estates	8	1%	23	1%	0%
11	Green Meadow	37	3%	96	3%	0%
12	Hillview	194	14%	428	12%	2%
13	Lakewood Meadows	20	1%	46	1%	0%
14	Maplewood	82	6%	232	7%	-1%
15	Parkwood	40	3%	175	5%	-2%
16	Strathaven	122	9%	267	8%	1%
17	Strathcona	55	4%	166	5%	-1%
18	Strathmore Lakes Estates	95	7%	275	8%	-1%
19	The Ranch	123	9%	303	9%	0%
20	Thorncliff	31	2%	93	3%	0%
21	Westmount South	4	0%	18	1%	0%
22	Westmount	89	6%	119	3%	3%
23	Wildflower Heights	8	1%	64	2%	-1%
24	Wildflower Ranch	77	6%	102	3%	3%
25	Other	9	1%	243	7%	-6%
-	I do not know / not applicable	21	1%			
Total		**1,415**	**100%**	**3,496**	**100%**	

Sample Quality - By Community

Legend: ■ 2024 Survey Freq. ■ 2024 Distribution Freq.

Community	2024 Survey Freq.	2024 Distribution Freq.
Hillview	14%	12%
The Ranch	9%	9%
Strathaven	9%	8%
Cambridge Glen	7%	6%
Strathmore Lakes Estates	7%	8%
Aspen Creek	6%	5%
Westmount	6%	3%
Maplewood	6%	7%
Wildflower Ranch	6%	3%
Brentwood	5%	4%
Downtown	5%	4%
Strathcona	4%	5%
Parkwood	3%	5%
Edgefield	3%	3%
Green Meadow	3%	3%
Thorncliff	2%	3%
Briarwood	2%	2%
Lakewood Meadows	1%	1%
Other	1%	7%
Grande Point Estates	1%	1%
Wildflower Heights	1%	2%
Crystal Ridge	1%	1%
Westmount South	0%	1%
Glenwood	0%	0%
Bayside Place	0%	0%

Sample Quality - By Community Group

	Responses	2024 Summary				
		2024 Survey Count	2024 Survey Freq %	2024 Distribution Count	2024 Distribution Freq %	Δ
1	Group 1	214	15%	474	14%	2%
2	Group 2	463	33%	1,093	31%	2%
3	Group 3	368	26%	948	27%	-1%
4	Group 4	67	5%	160	5%	0%
5	Group 5	273	20%	578	17%	3%
6	Other	9	1%	243	7%	-6%
-	I do not know / not applicable	21	1%			
	Total	**1,415**	**100%**	**3,496**	**100%**	
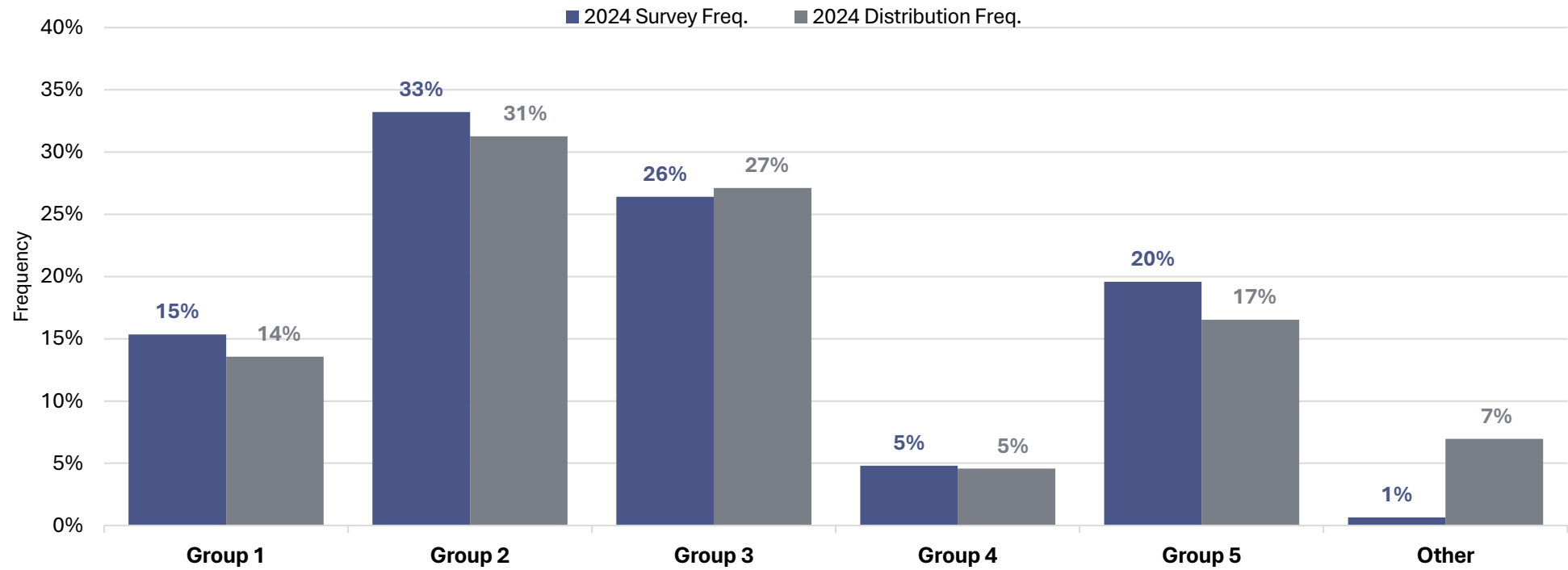
Sample Quality - By Home Ownership

Responses		2024 Survey Count	2024 Survey Freq %	Stats Canada for Alberta	Δ
			2024 Summary		
1	Own	1,134	99%	71%	28%
2	Rent	5	0%	29%	-29%
3	Other	7	1%		
-	I prefer not to answer	32			
Total		**1,178**	**100%**	**100%**	
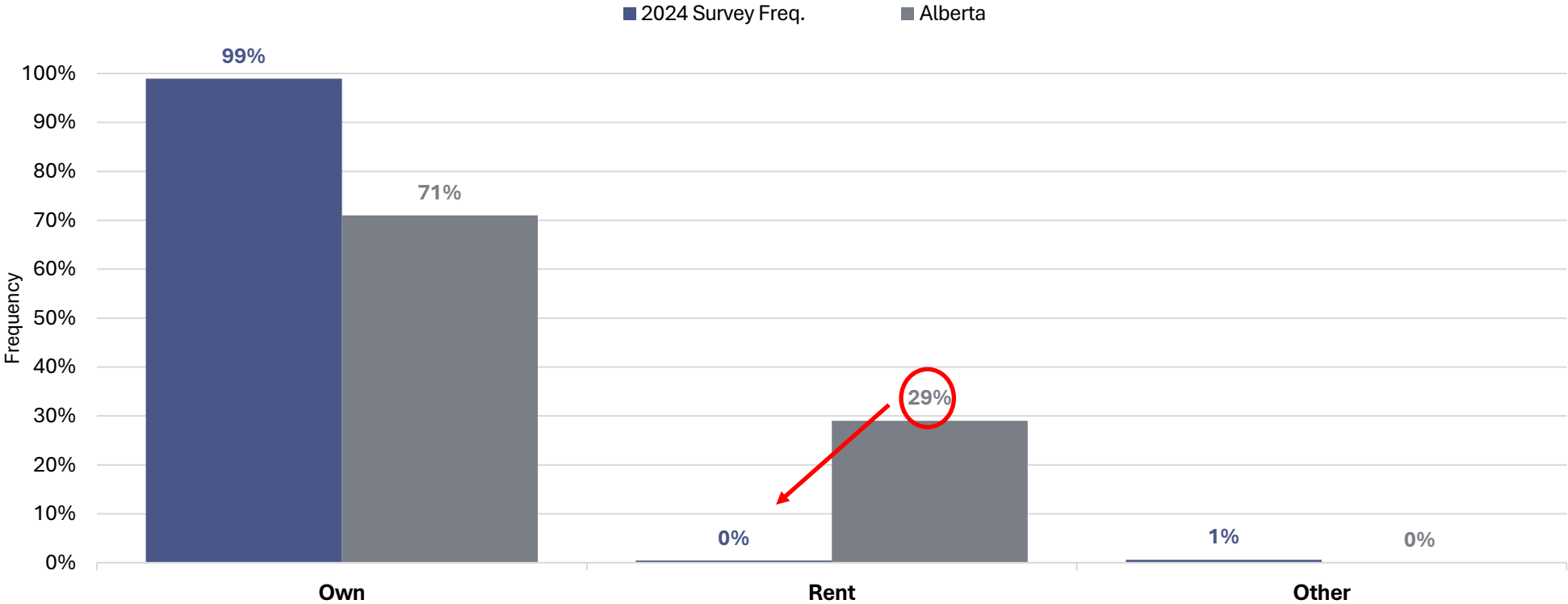
■ 2024 Survey Freq.   ■ Alberta

*2021 Census

Sample Quality - By Gender Identification

Responses	2024 Summary				
	2024 Survey Count	2024 Survey Freq %	2023 Strathmore Population*	2023 Population Freq %	Δ
1 Female	563	50%	6,024	52%	-2%
2 Male	573	50%	5,648	48%	2%
3 Prefer to self-identify / Other not listed here	1	0%			
- I prefer not to answer	41				
Total	**1,178**	**100%**	**11,672**	**100%**	

■ 2024 Survey Freq.   ■ 2023 Population Freq.

Office of Statistics and Information, Alberta Treasury Board and Finance

Sample Quality - By Age

	Responses	2024 Survey Count	2024 Survey Freq %	2023 Strathmore Population*	2023 Population Freq %	Δ
				2024 Summary		
1	18 to 19 years of age	2	0%			0%
2	20 to 29 years of age	37	3%	1,535	13%	-10%
3	30 to 39 years of age	170	15%	2,078	18%	-3%
4	40 to 49 years of age	247	21%	2,170	19%	3%
5	50 to 59 years of age	215	18%	2,031	17%	1%
6	60 to 69 years of age	247	21%	1,859	16%	5%
7	70 to 79 years of age	200	17%	1,355	12%	5%
8	80 or older	53	5%	644	6%	-1%
-	I prefer not to answer	9				
	Total	**1,180**	**100%**	**11,672**	**100%**	
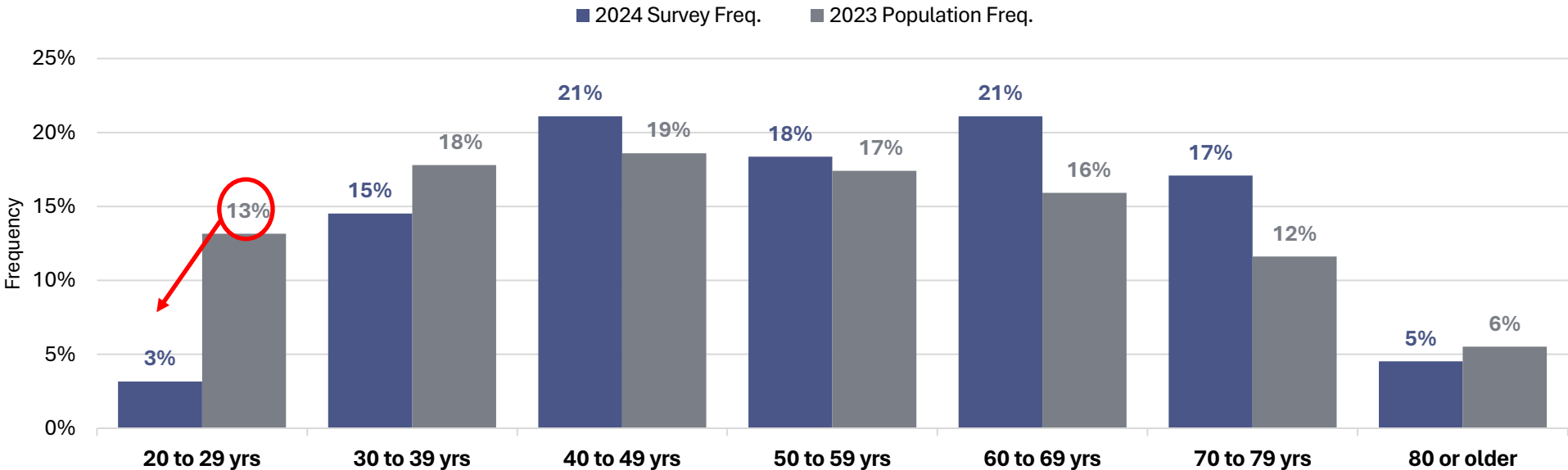
*Office of Statistics and Information, Alberta Treasury Board and Finance

Section 9:	Wrap-up

Q38:	Why did you choose to complete the survey today? (Choose all that apply.)

Theme: Research Motivation

N = 1,173 | Key Metric: I wanted my opinion heard: 57%

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Incidence	Rank	Q of L	Tax Value	Tax Aware
I wanted my opinion heard	618	57%	1	82%	46%	28%
I want to see a change	437	40%	3	70%	29%	29%
I had the time	514	47%	2	86%	45%	22%
I wanted to be included in the prize draw	200	18%	4	83%	43%	16%
Other	55	5%	5	87%	48%	21%
Net	**1,093**			**79%**	**42%**	**25%**
Not applicable / Do not know	80	7%		77%	38%	23%
No response / Skipped Question	318	21%				
Total Respondents	**1,491**					

By High Quality of Life
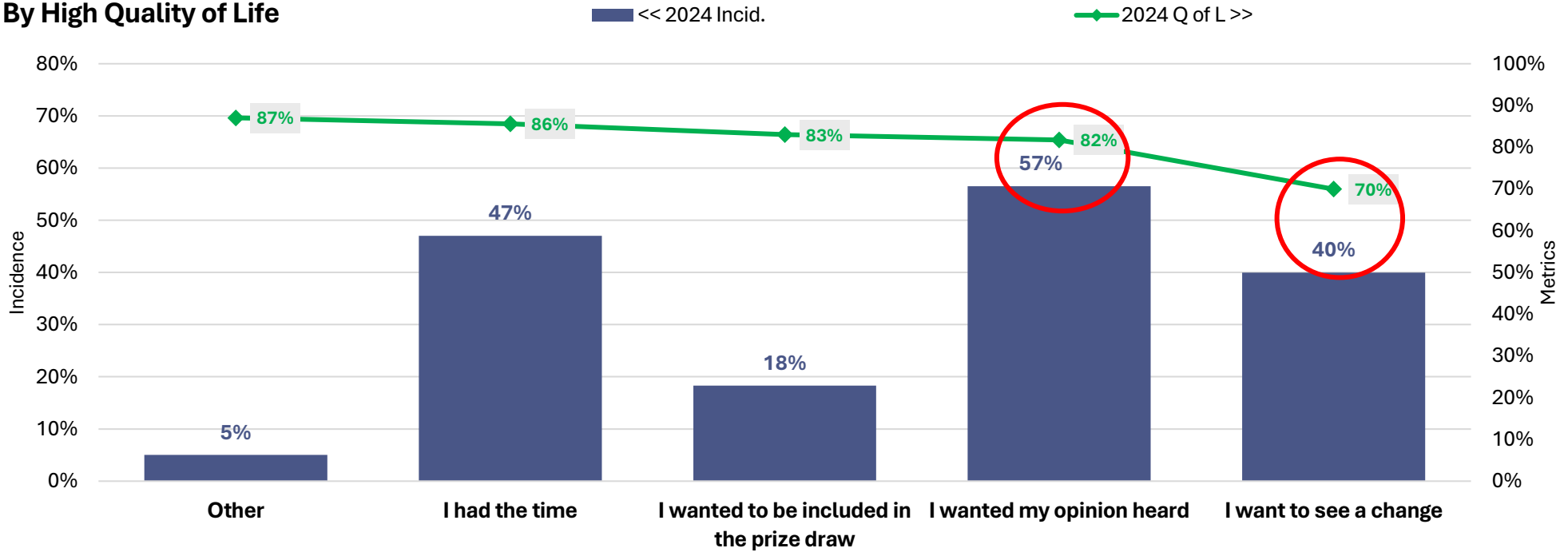
*New for 2024

Section 2: Key Metrics

Q02: How would you rate the overall quality of life in Strathmore today?

Theme: Overall 'Quality of Life' ("QofL")

N = 1,413   Key Metric: Top Two: 79%
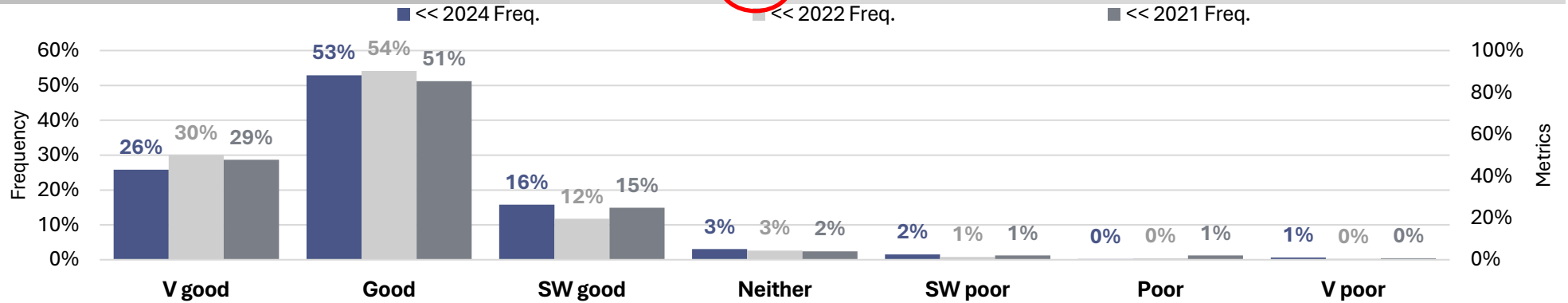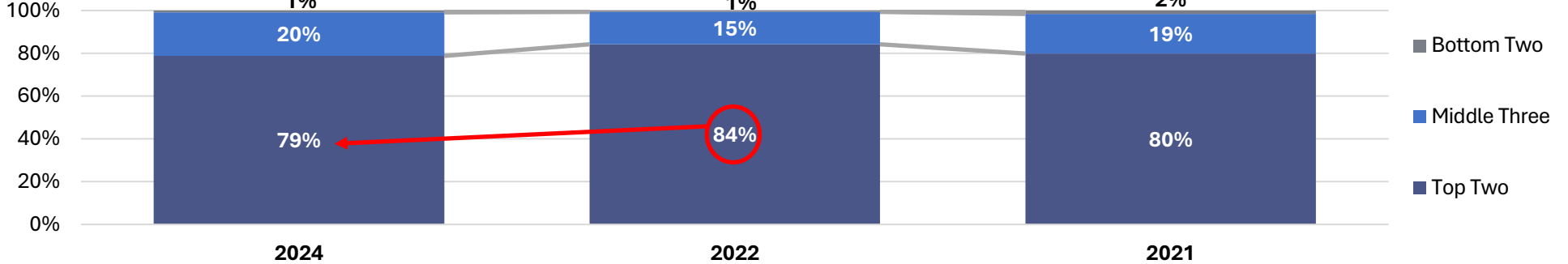
■ << 2024 Freq.   □ << 2022 Freq.   ■ << 2021 Freq.

	V good	Good	SW good	Neither	SW poor	Poor	V poor
2024	26%	53%	16%	3%	2%	0%	1%
2022	30%	54%	12%	3%	1%	0%	0%
2021	29%	51%	15%	2%	1%	1%	0%

Interperiod Comparison

	2024	2022	2021
Bottom Two	1%	1%	2%
Middle Three	20%	15%	19%
Top Two	79%	84%	80%

Interperiod Changes, 2024 v 2022

□ Δ from 2022

V good	Good	SW good	Neither	SW poor	Poor	V poor
-4%	-1%	4%	0%	1%	0%	0%

Top Two by Generation

Gen Z	Millennials	Gen X	Boomers
89%	75%	77%	84%
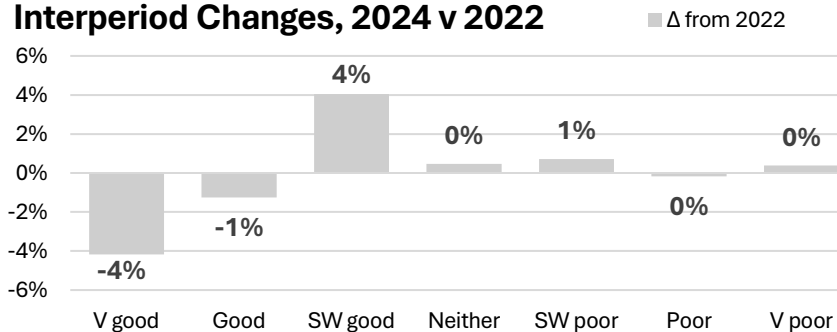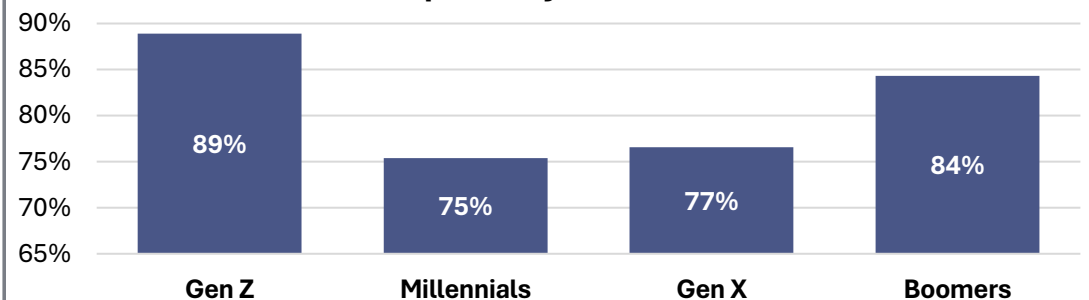
Section 3: Evaluation of Services

Expectation Gaps - Kano Model

Theme: Relative Core Deliverable Priorities

Attractive Services

Attractive services drive satisfaction when delivered, but drive dissatisfaction when absent. They may be unexpected by members. An example of an attractive service is recognizing members who have contributed much to an organization.

Performance Services

Performance services have a one-dimensional relationship with satisfaction: service delivery drives satisfaction and service absence drives dissatisfaction. An example of a performance service is customer service: members will always be more satisfied if they are better served and less satisfied if they are poorly or inadequately served.

Expected Services

Expected services are mandatory to members and may be taken for granted. Service delivery does not drive satisfaction, while service absence drives dissatisfaction.
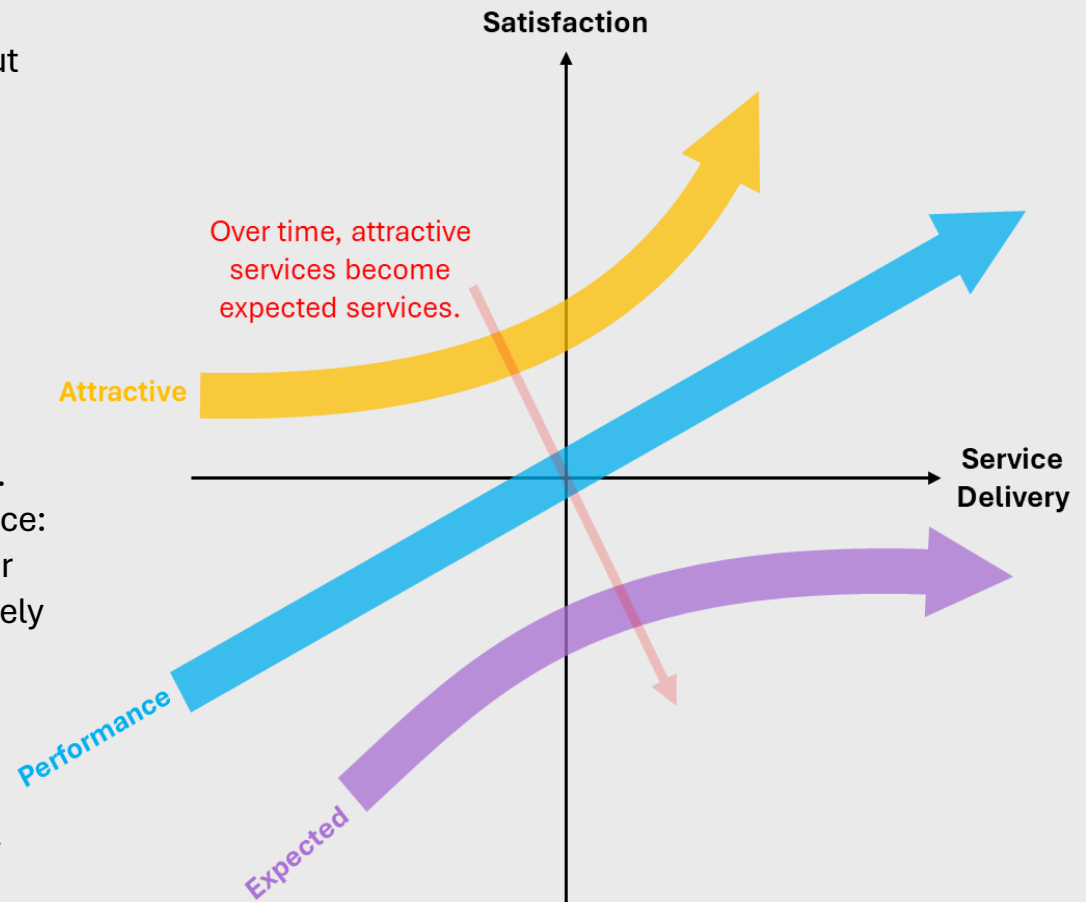
Satisfaction

Over time, attractive services become expected services.

Attractive

Service Delivery

Performance

Expected

Section 2:	Key Metrics
Q03:	In the previous question, you indicated that you would rate Strathmore's overall quality of life today as {{Q2}}. Please use the space provided below to describe why.

Theme: Drivers of the Quality of Life

N = 1,355   **Key Metric: Small Town / Friendly: 29%**

Description	All Respondents			2022 Incidence	Segmentation / Crosstabulations with other questions		
	Count	Incidence	Rank		Q of L	Tax Value	Tax Aware
Small Town / Community / Friendly	392	29%	1	28%	96%	50%	23%
Amenities	364	27%	2	32%	88%	47%	23%
Activities / Facilities / Recreation	350	26%	3	29%	80%	50%	28%
Safety / Crime / Cleanliness	291	22%	4	20%	82%	43%	23%
Services / Infrastructure / Schools / Hospitals	273	21%	5	23%	77%	45%	33%
Quiet / Peaceful / Relaxing	159	12%	6	13%	98%	48%	13%
Appearance / Maintenance	117	9%	7	8%	60%	35%	21%
General Positivity	117	9%	8	10%	85%	38%	26%
Unaffordable	85	6%	9	6%	32%	12%	36%
Ease of Access	68	5%	10	3%	96%	50%	25%
Proximity to Calgary	63	5%	11	6%	94%	52%	25%
Governance Mentions	42	3%	12	4%	45%	23%	45%
Growth Mentions	36	3%	13	2%	47%	31%	30%
Affordable	26	2%	14	2%	96%	67%	32%
Housing Mentions	17	1%	15	2%	53%	35%	29%
General Negativity	13	1%	16	1%	31%	9%	17%
Diversity / Accessibility	8	1%	17	1%	75%	38%	13%
Other	3	0%	18	0%	67%	100%	0%
Net	**1,330**				**79%**	**42%**	**25%**
No Comment / Not Applicable	25	2%			68%	31%	38%
No response / Skipped Question	136	9%					
Total Respondents	**1,491**						

Section 2: Key Metrics

Q03: In the previous question, you indicated that you would rate Strathmore's overall quality of life today as {{Q2}}. Please use the space provided below to describe why.
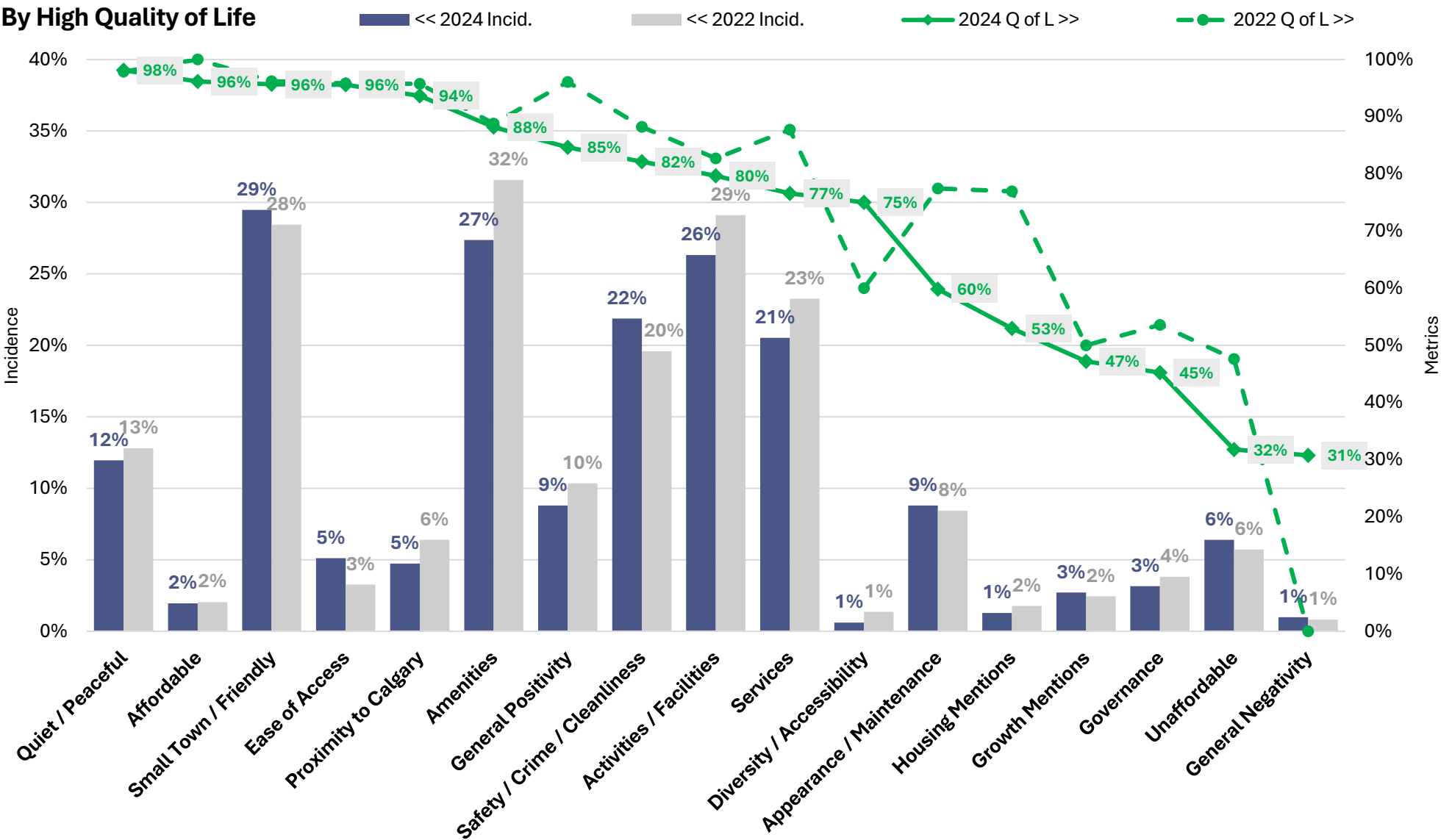
By High Quality of Life

Legend: << 2024 Incid. | << 2022 Incid. | 2024 Q of L >> | 2022 Q of L >>

Category	2024 Incid.	2022 Incid.
Quiet / Peaceful	12%	13%
Affordable	2%	2%
Small Town / Friendly	29%	28%
Ease of Access	5%	3%
Proximity to Calgary	5%	6%
Amenities	27%	32%
General Positivity	9%	10%
Safety / Crime / Cleanliness	22%	20%
Activities / Facilities	26%	29%
Services	21%	23%
Diversity / Accessibility	1%	1%
Appearance / Maintenance	9%	8%
Housing Mentions	1%	2%
Growth Mentions	3%	2%
Governance	3%	4%
Unaffordable	6%	6%
General Negativity	1%	1%

2024 Q of L values: 98%, 96%, 96%, 96%, 94%, 88%, 85%, 82%, 80%, 77%, 75%, 60%, 53%, 47%, 45%, 32%, 31%

Section 2:	Key Metrics
Q03:	In the previous question, you indicated that you would rate Strathmore's overall quality of life today as {{Q2}}. Please use the space provided below to describe why.

Theme	Example
Small Town / Community / Friendly	I like living in a smaller town, and we have access to most things we need here.
Amenities	Town has most required amenities, clean walking trails and safe. Community does lack some amenities when compared to other bedroom communities.
Activities / Facilities / Recreation	Lots of events, family spaces, pathways and green spaces.
Safety / Crime / Cleanliness	Overall Strathmore is safe, clean and the facilities and parks are well Maintained .
Services / Infrastructure / Schools / Hospitals	Town provided services are better than adequate for most parts, provincial services schools, medical eg. are underfunded and inadequate.
Quiet / Peaceful / Relaxing	Quiet, friendly, lots of activities ,great walking spaces
Appearance / Maintenance	Sidewalk and road maintenance and trees could use a little more attention
General Positivity	Overall I love the town and its size
Unaffordable	Property taxes are way too high, considering the services we have access to.
Ease of Access	Main reason: wherever I need to go, it takes me 5 minutes to get there.
Proximity to Calgary	It's a good town for commuting to Calgary but it still keeps its feeling of small town.
Governance Mentions	Communication of what is happening in the town of Strathmore is very limited
Growth Mentions	The town population is rapidly growing, but progress for services needed is stagnated. The town feels like it's being strangled
Affordable	Affordable real estate. Good services. Green spaces. Good schools.
Housing Mentions	The town is good but needs more rental properties and living space for the elderly.
General Negativity	I enjoy living in Strathmore however I feel the community lacks an identity or have a positive reputation.
Diversity / Accessibility	We have access to many amenities and businesses. I enjoy the parks and pathways. The main reason why I didn't rate it as very good is because I sometimes feel unsafe about being a more social progressive person in town. I dislike the close mindedness of many citizens. I can't imagine being a person of colour or a member of the LGBTQ2S+ community.

Section 1:	Warm-up, Initial Segmentation and Sample Quality
Q01:	Please confirm which of the following communities are areas of Strathmore you currently live in. Please choose only one response.

Theme: Segmentation by community

N = 1,415   **Key Metric: Hillview: 14%**

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Frequency	Rank	Q of L	Tax Value	Tax Aware
Aspen Creek	90	6%	6	79%	42%	26%
Bayside Place	0	0%	25	-	-	-
Brentwood	71	5%	10	72%	40%	11%
Briarwood	27	2%	17	78%	53%	29%
Cambridge Glen	99	7%	4	83%	56%	29%
Crystal Ridge	7	1%	22	86%	57%	33%
Downtown	66	5%	11	71%	42%	38%
Edgefield	39	3%	14	82%	50%	18%
Glenwood	1	0%	24	100%	0%	0%
Grande Point Estates	8	1%	20	88%	43%	43%
Green Meadow	37	3%	15	89%	39%	30%
Hillview	194	14%	1	78%	40%	25%
Lakewood Meadows	20	1%	18	75%	20%	24%
Maplewood	82	6%	8	74%	38%	20%
Parkwood	40	3%	13	74%	47%	32%
Strathaven	122	9%	3	75%	36%	18%
Strathcona	55	4%	12	73%	33%	27%
Strathmore Lakes Estates	95	7%	5	86%	52%	35%
The Ranch	123	9%	2	85%	43%	17%
Thorncliff	31	2%	16	87%	48%	28%
Westmount South	4	0%	23	75%	50%	25%
Westmount	89	6%	7	72%	40%	27%
Wildflower Heights	8	1%	21	63%	25%	50%
Wildflower Ranch	77	6%	9	84%	40%	24%
Other	9	1%	19	71%	0%	40%
Net	**1,394**	**100%**		**79%**	**42%**	**25%**
I do not know / not applicable	21	1%		95%	50%	14%
No response / Skipped Question	76	5%				
Total Respondents	**1,491**					

Section 1: Warm-up, Initial Segmentation and Sample Quality

Q01: Please confirm which of the following communities are areas of Strathmore you currently live in. Please choose only one response.
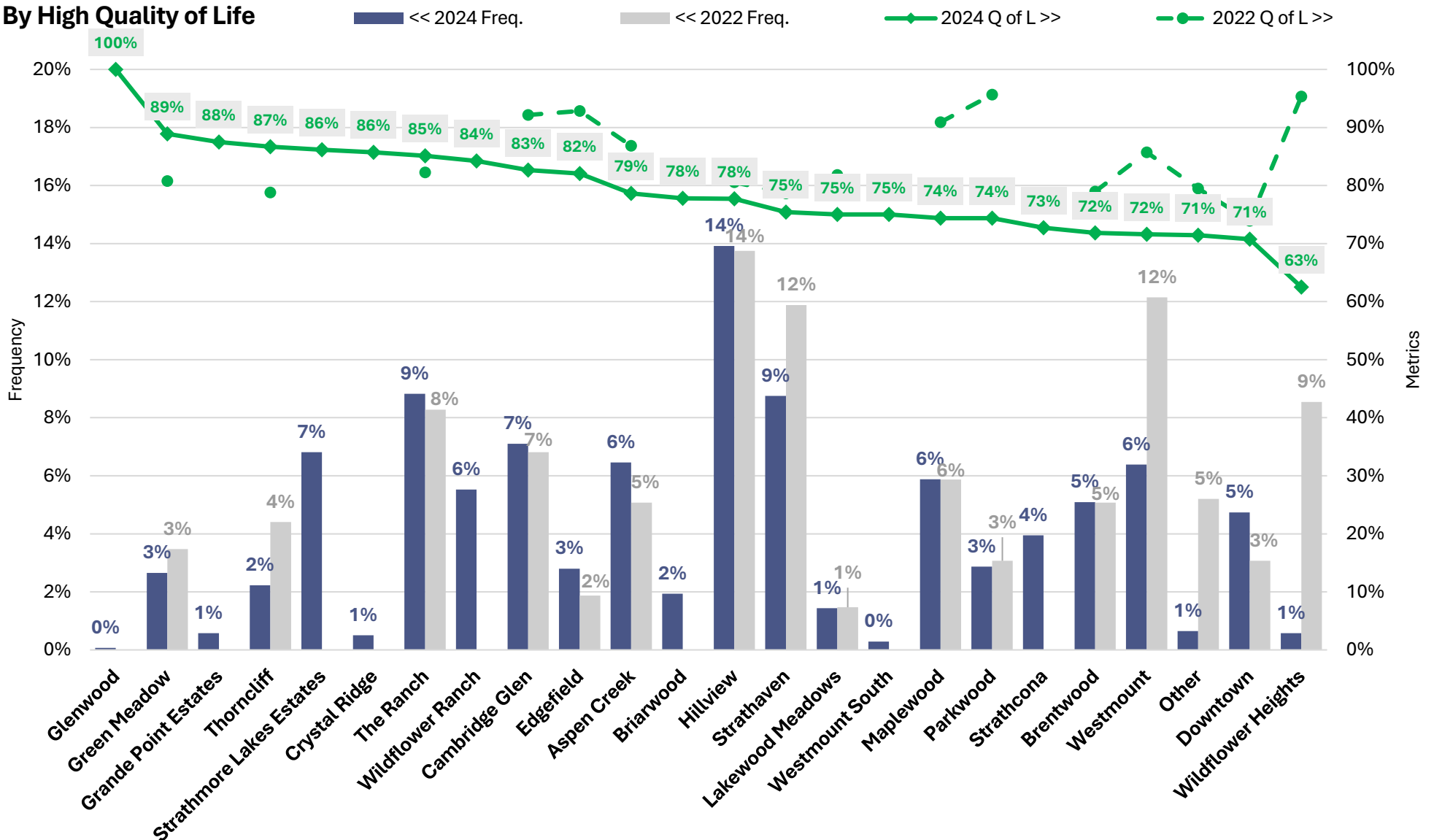
By High Quality of Life

Legend: << 2024 Freq. | << 2022 Freq. | 2024 Q of L >> | 2022 Q of L >>

*Community classifications have been updated since 2022, interperiods should be done with caution

Section 8:	Segmentation

Q29:	Please indicate the year that you were born.

Theme: Community Profile by Age

N = 1,180   **Key Metric: 45-54: 21%**

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Frequency	Rank	Q of L	Tax Value	Tax Aware
18 to 24 years of age	8	1%	7	86%	43%	13%
25 to 34 years of age	107	9%	6	75%	39%	21%
35 to 44 years of age	217	19%	4	76%	35%	20%
45 to 54 years of age	242	21%	1	77%	39%	28%
55 to 64 years of age	219	19%	3	77%	43%	27%
65 to 74 years of age	236	20%	2	86%	49%	27%
75 years of age or older	142	12%	5	90%	51%	23%
Net	**1,171**	**100%**		**79%**	**42%**	**25%**
I prefer not to answer	9	1%		50%	50%	75%
No response / Skipped Question	311	21%				
Total Respondents	**1,491**					

In Order
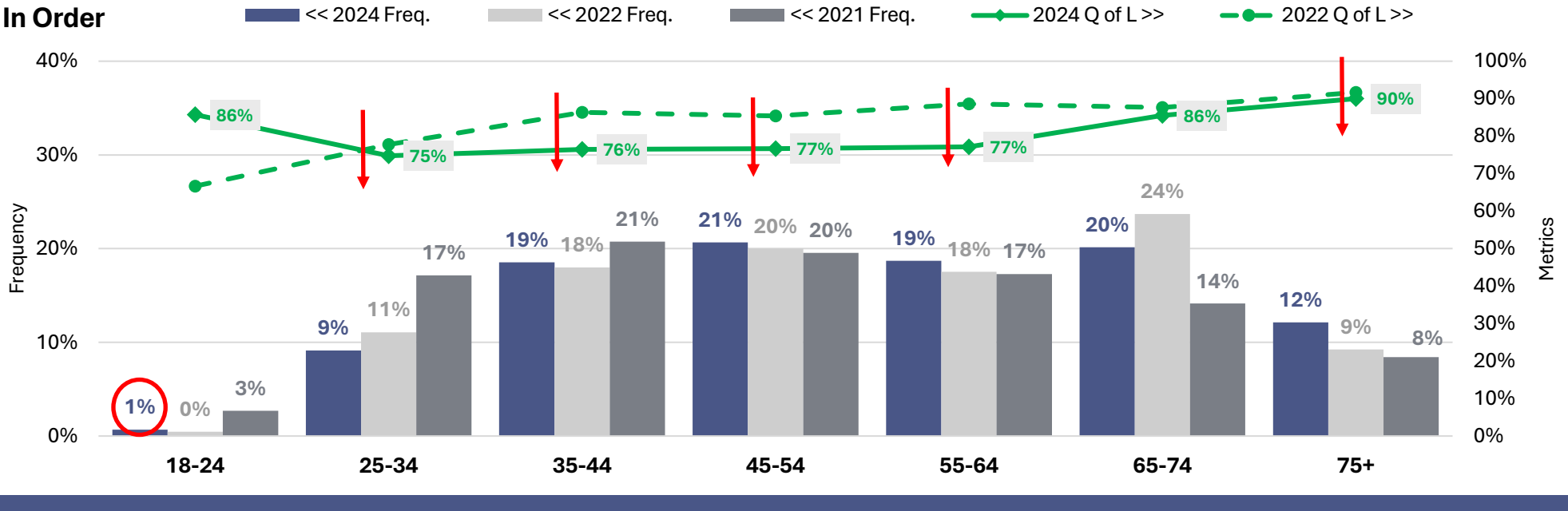
Section 8:	Segmentation

Q29 :	Please indicate the year that you were born. Generation

Theme: Community Profile by Age

N = 1,180 **Key Metric: Baby Boom (60-78): 38%**

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Frequency	Rank	Q of L	Tax Value	Tax Aware
Generation Z (12-27)	19	2%	5	89%	29%	11%
Millennials (28-43)	285	24%	3	75%	37%	21%
Generation X (44-59)	367	31%	2	77%	38%	28%
Baby Boom (60-78)	441	38%	1	84%	50%	25%
Silent (79+)	59	5%	4	89%	40%	28%
Net	**1,171**	**100%**		**79%**	**42%**	**25%**
I prefer not to answer	9	1%		50%	50%	75%
No response / Skipped Question	311	21%				
Total Respondents	**1,491**					

In Order

Legend: << 2024 Freq. — 2024 Q of L >>
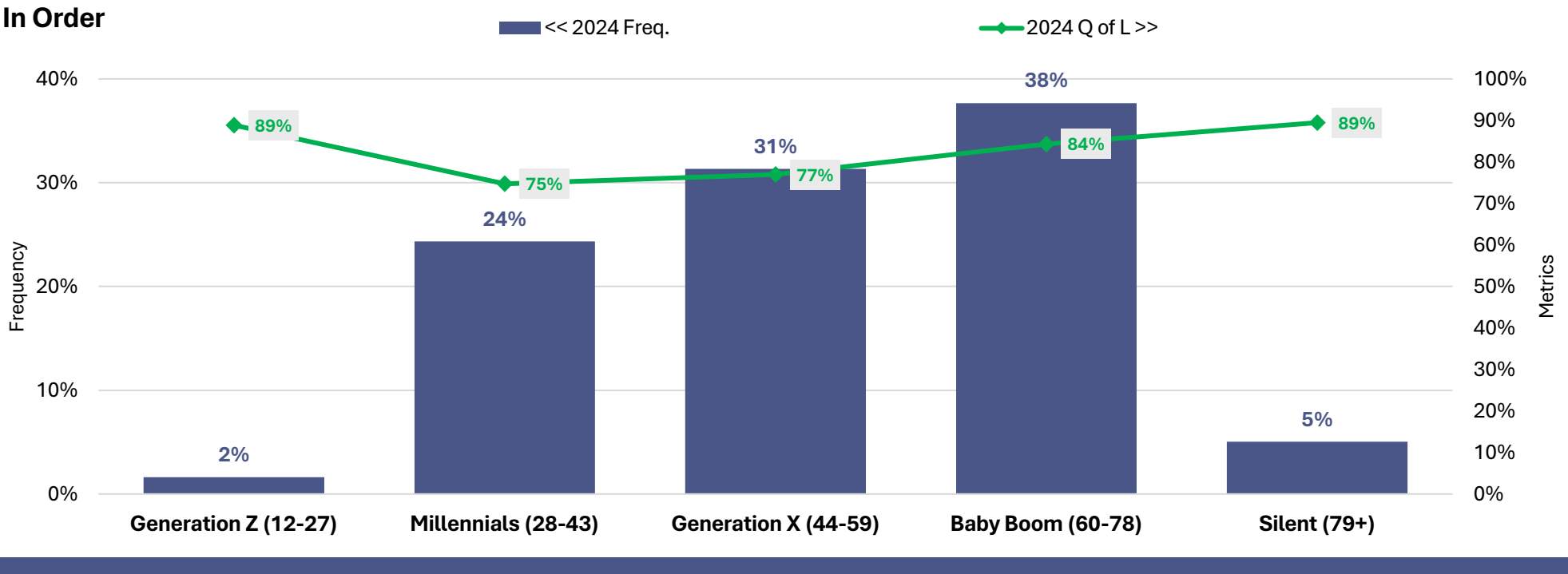
Section 8: Segmentation

Q30: Please indicate which of the following best describes your gender identification.

Theme: Community Profile by Gender Identification

N = 1,178   **Key Metric: Male: 50%**

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Frequency	Rank	Q of L	Tax Value	Tax Aware
Female	563	50%	2	80%	43%	20%
Male	573	50%	1	81%	43%	29%
Prefer to self-identify / Other not listed here*	1	0%	3			
Net	**1,137**	**100%**		**79%**	**42%**	**25%**
I prefer not to answer	41	3%		53%	21%	47%
No response / Skipped Question	313	21%				
Total Respondents	**1,491**					

By High Quality of Life

Legend: << 2024 Freq. | << 2022 Freq. | << 2021 Freq. | 2024 Q of L >> | 2022 Q of L >>

Male: 2024 50%, 2022 45%, 2021 48%, 2024 Q of L 81%
Female: 2024 50%, 2022 55%, 2021 52%, 2024 Q of L 80%
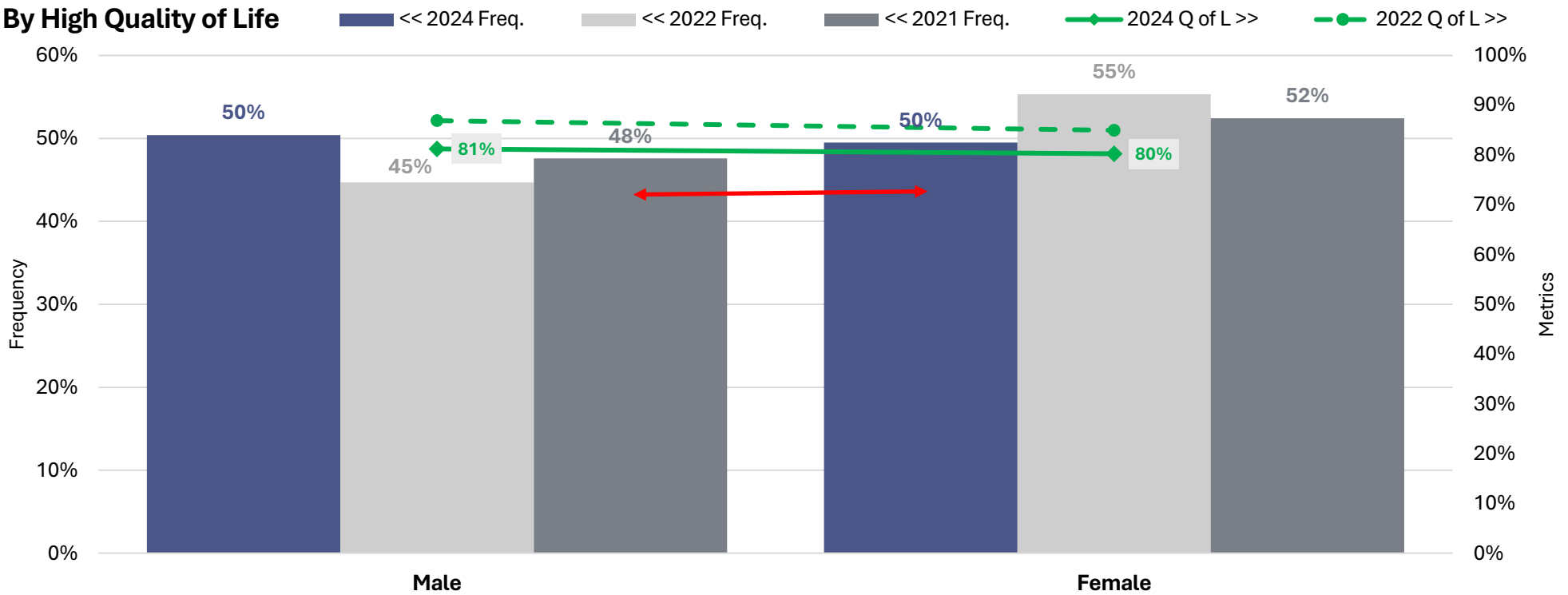
*Metrics redacted due to privacy

Section 8: Segmentation

Q31: Please indicate whether you rent or own your current place of residence.

Theme: Community Profile by Home Ownership

N = 1,178   **Key Metric: Own: 99%**

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Frequency	Rank	Q of L	Tax Value	Tax Aware
Own	1,134	99%	1	80%	43%	25%
Rent	5	0%	3	60%	25%	0%
Other	7	1%	2	86%	57%	29%
Net	**1,146**	**100%**		**79%**	**42%**	**25**
I prefer not to answer	32	3%		59%	20%	47%
No response / Skipped Question	313	21%				
Total Respondents	**1,491**					

In Order
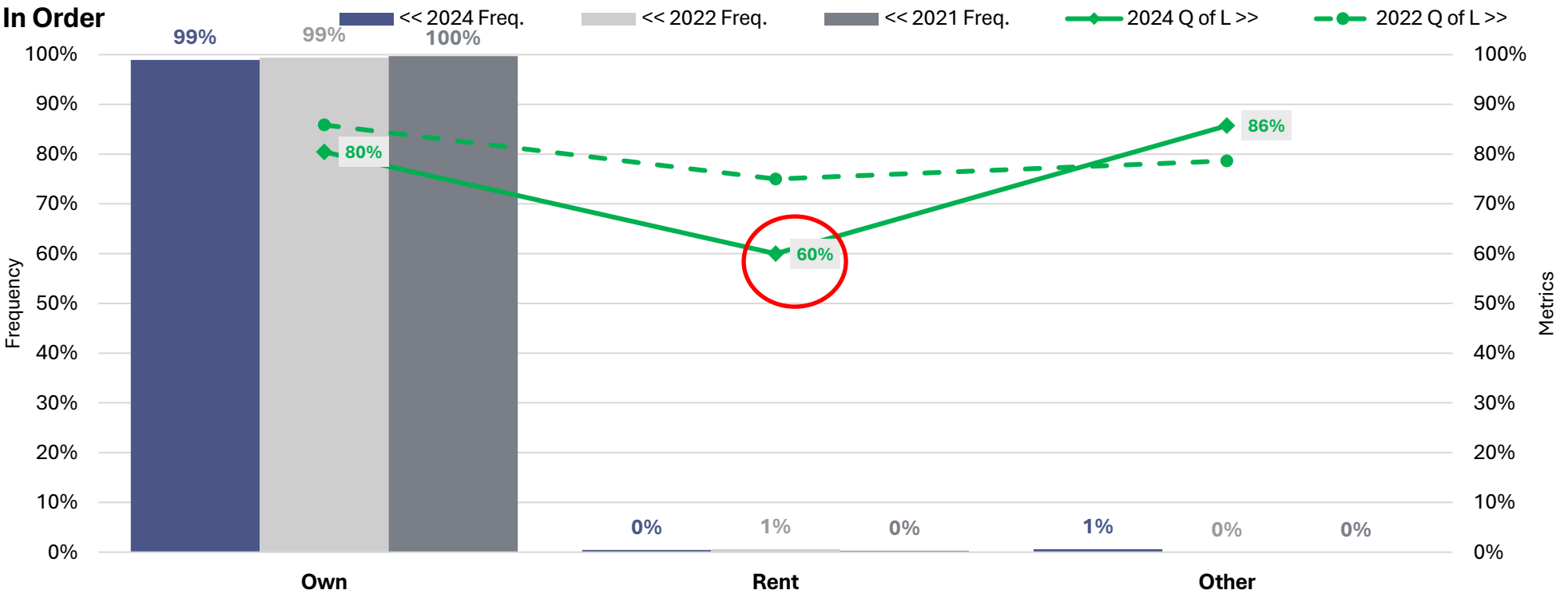
Section 8:	Segmentation

Q32:	**Please indicate how many years you have lived in Strathmore.**

Theme: Community Profile by Community Tenure

N = 1,176   **Key Metric: 0-5 yrs: 31%**

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Frequency	Rank	Q of L	Tax Value	Tax Aware
0-5 years	361	31%	1	84%	45%	15%
6-10 years	202	17%	2	78%	40%	23%
11-15 years	131	11%	5	75%	34%	20%
16-20 years	176	15%	4	74%	43%	34%
21-25 years	111	9%	6	75%	39%	39%
26+ years	195	17%	3	84%	48%	33%
Net	**1,176**	**100%**		**79%**	**42%**	**25%**
No response / Skipped Question	315	21%				
Total Respondents	**1,491**					

In Order
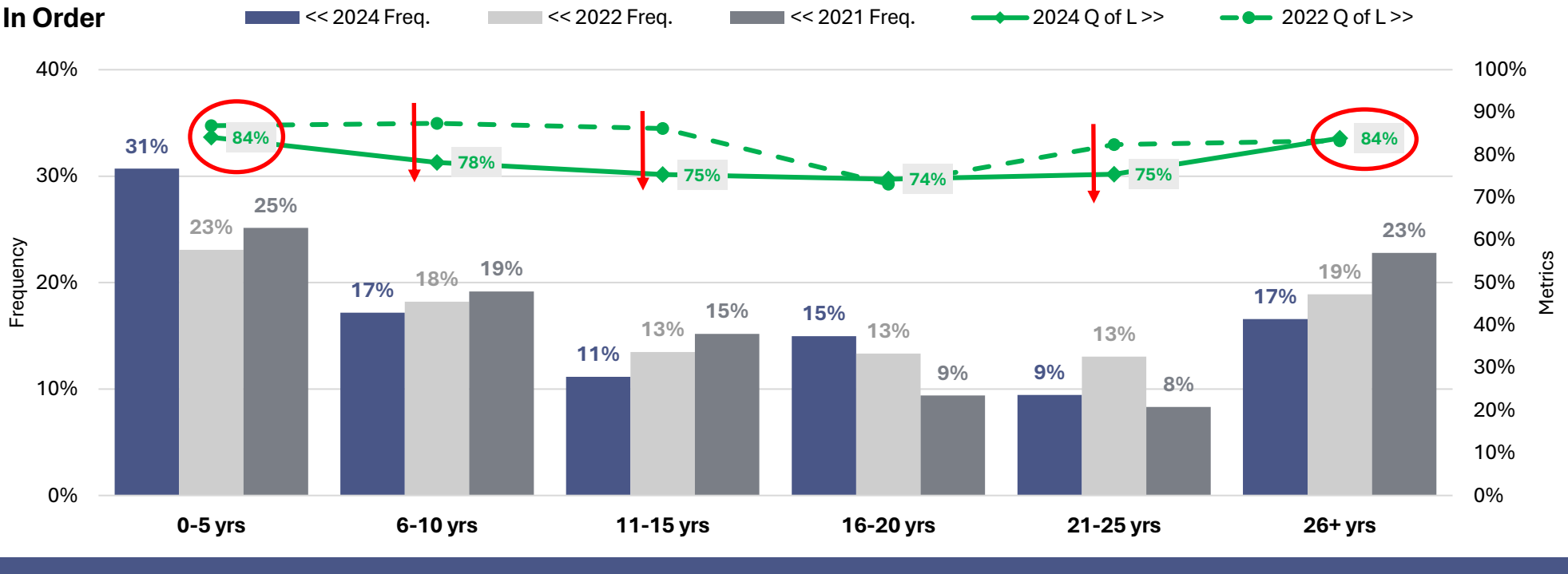
Section 8: Segmentation

Q33: Please indicate the highest level of education you have achieved:

Theme: Community Profile by Education

N = 1,176

Key Metric: Community / Private College: 34%

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Frequency	Rank	Q of L	Tax Value	Tax Aware
I have not graduated high school.	32	3%	5	81%	46%	19%
I graduated from high school.	258	25%	3	83%	46%	21%
I have graduated from a community / private college.	355	34%	1	79%	44%	23%
I have a university degree.	280	27%	2	81%	46%	29%
I have a graduate degree or higher.	124	12%	4	78%	39%	31%
Net	**1,049**	**100%**		**79%**	**42%**	**25%**
I prefer not to answer.	111	9%		73%	26%	30%
I do not know / not applicable.	16	1%		71%	18%	14%
No response / Skipped Question	315	21%				
Total Respondents	**1,491**					

In Order
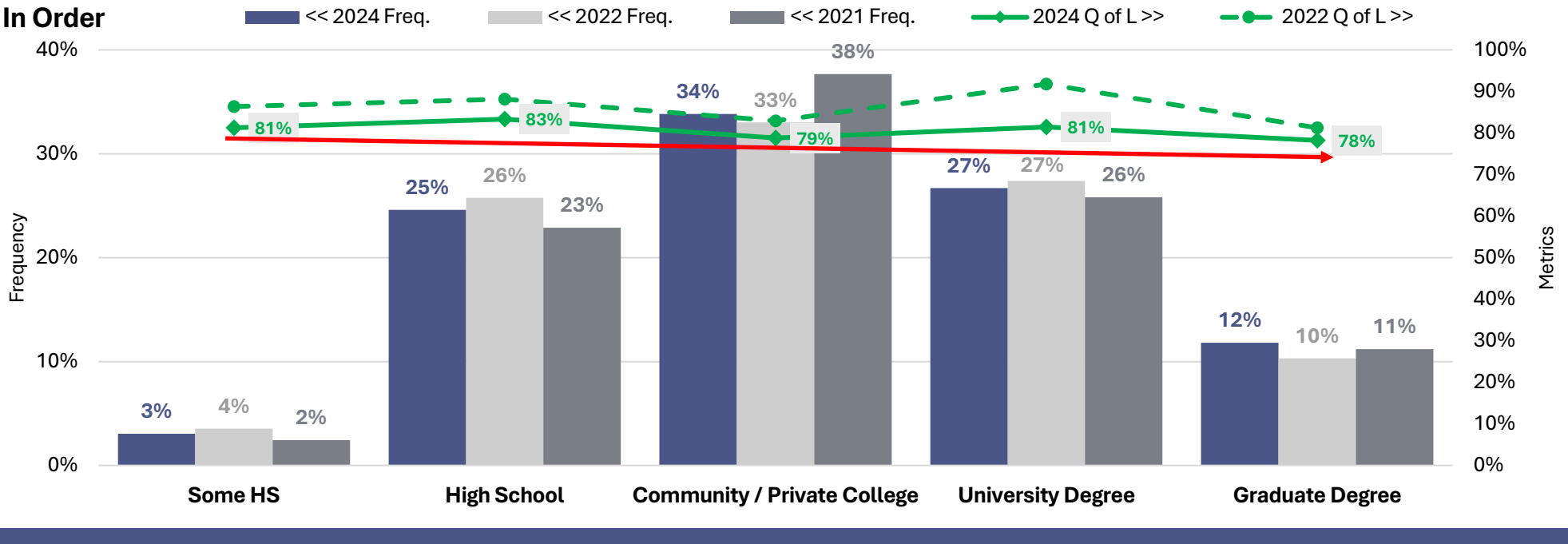
Section 8: Segmentation

Q34: Please indicate how many people in total are in your household.

Theme: Community Profile by Household Size

N = 1,176   **Key Metric: Two: 43%**

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Frequency	Rank	Q of L	Tax Value	Tax Aware
None	0	0%	7	-	-	-
One (1)	137	12%	4	86%	45%	23%
Two (2)	490	43%	1	83%	48%	25%
Three (3)	184	16%	3	77%	36%	28%
Four (4)	201	18%	2	79%	38%	20%
Five (5)	82	7%	5	72%	34%	29%
Six or more (6+)	35	3%	6	74%	41%	24%
Net	**1,129**	**100%**		**79%**	**42%**	**25%**
I prefer not to answer	47	4%		58%	31%	36%
No response / Skipped Question	315	21%				
Total Respondents	**1,491**					

In Order
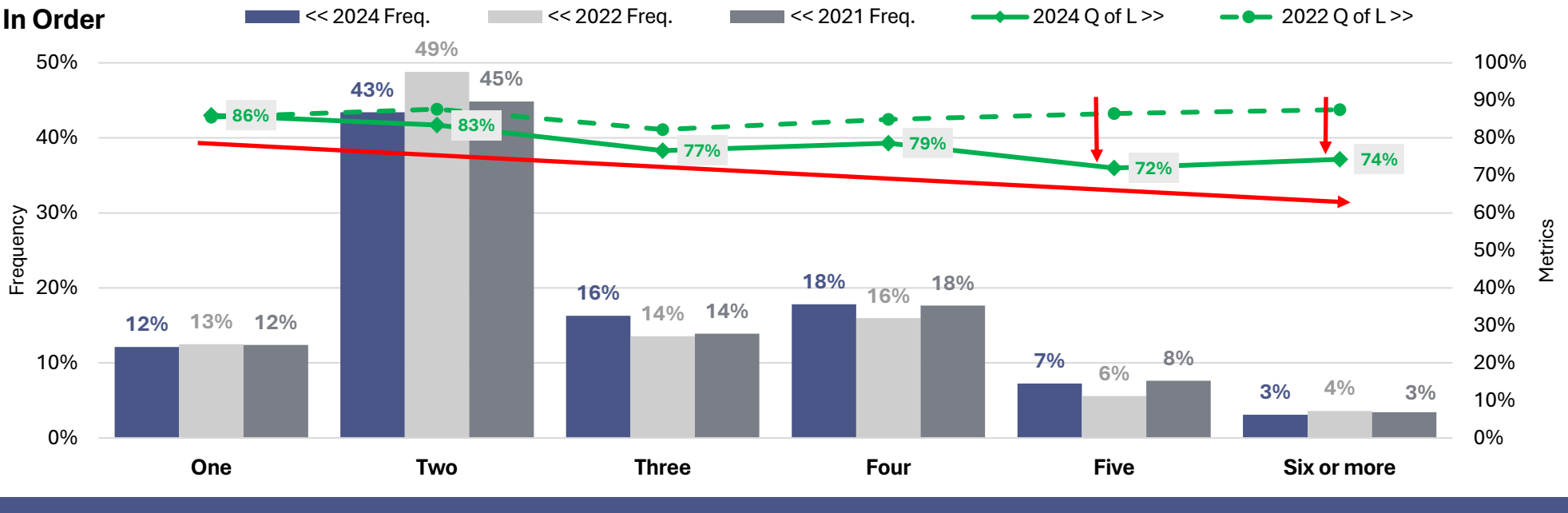
Section 8: Segmentation

Q35: Please indicate how many children under the age of 18 are in your household.

Theme: Community Profile by Household Nature

N = 1,175   Key Metric: None: 67%

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Frequency	Rank	Q of L	Tax Value	Tax Aware
None	759	67%	1	82%	46%	25%
One (1)	126	11%	3	81%	39%	23%
Two (2)	164	14%	2	74%	39%	24%
Three (3)	62	5%	4	73%	27%	27%
Four (4)	19	2%	5	84%	44%	17%
Five (5)	1	0%	6	100%	0%	0%
Six or more (6+)	1	0%	7	100%	100%	0%
Net	**1,132**	**100%**		**79%**	**42%**	**25%**
I prefer not to answer	43	4%		60%	29%	36%
No response / Skipped Question	316	21%				
Total Respondents	**1,491**					

In Order
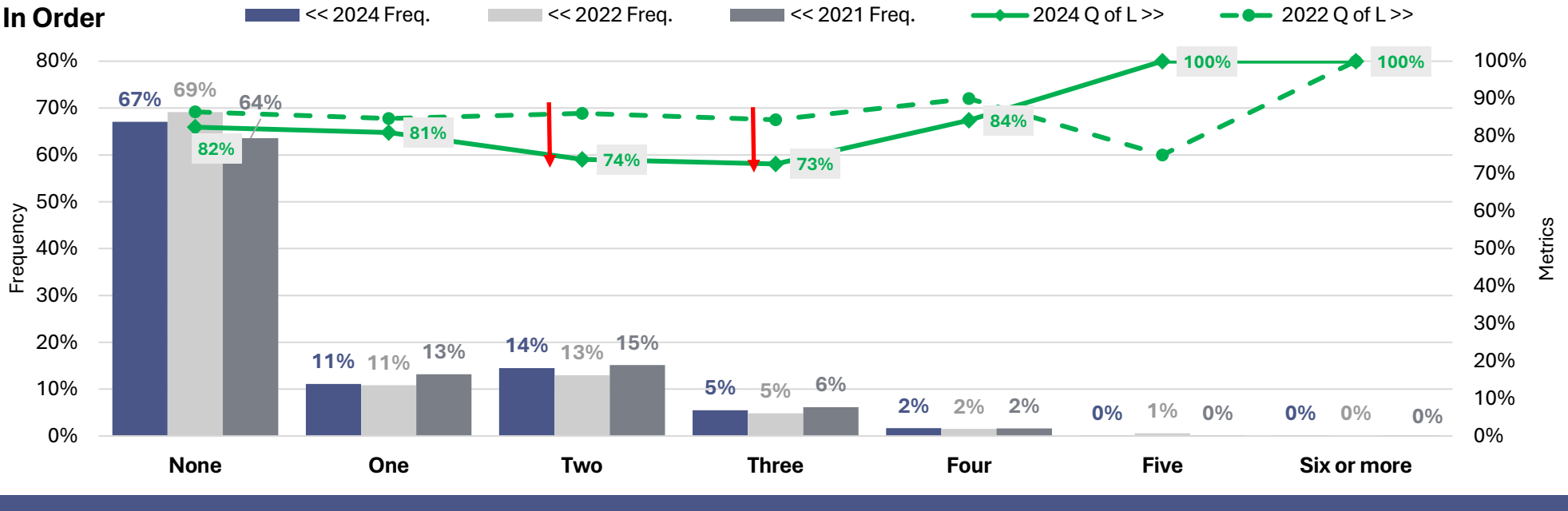
Section 8: Segmentation

Q36: Do you identify as a member of a BIPOC Community (Black, Indigenous, People of Colour)?

Theme: Community Profile by DEI Profile

N = 1,175 | Key Metric: No: 90%

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Frequency	Rank	Q of L	Tax Value	Tax Aware
Yes	71	7%	2	72%	30%	26%
No	970	90%	1	82%	44%	24%
Other	31	3%	3	68%	27%	34%
Net	**1,072**	**100%**		**79%**	**42%**	**25**
I prefer not to answer	103	9%		70%	38%	37%
No response / Skipped Question	316	21%				
Total Respondents	**1,491**					

In Order

Legend: << 2024 Freq. | << 2022 Freq. | << 2021 Freq. | << 2024 Strathmore Freq.* | << 2024 Alberta Freq.* | << 2024 Canada Freq.* | 2024 Q of L >> | 2022 Q of L >>
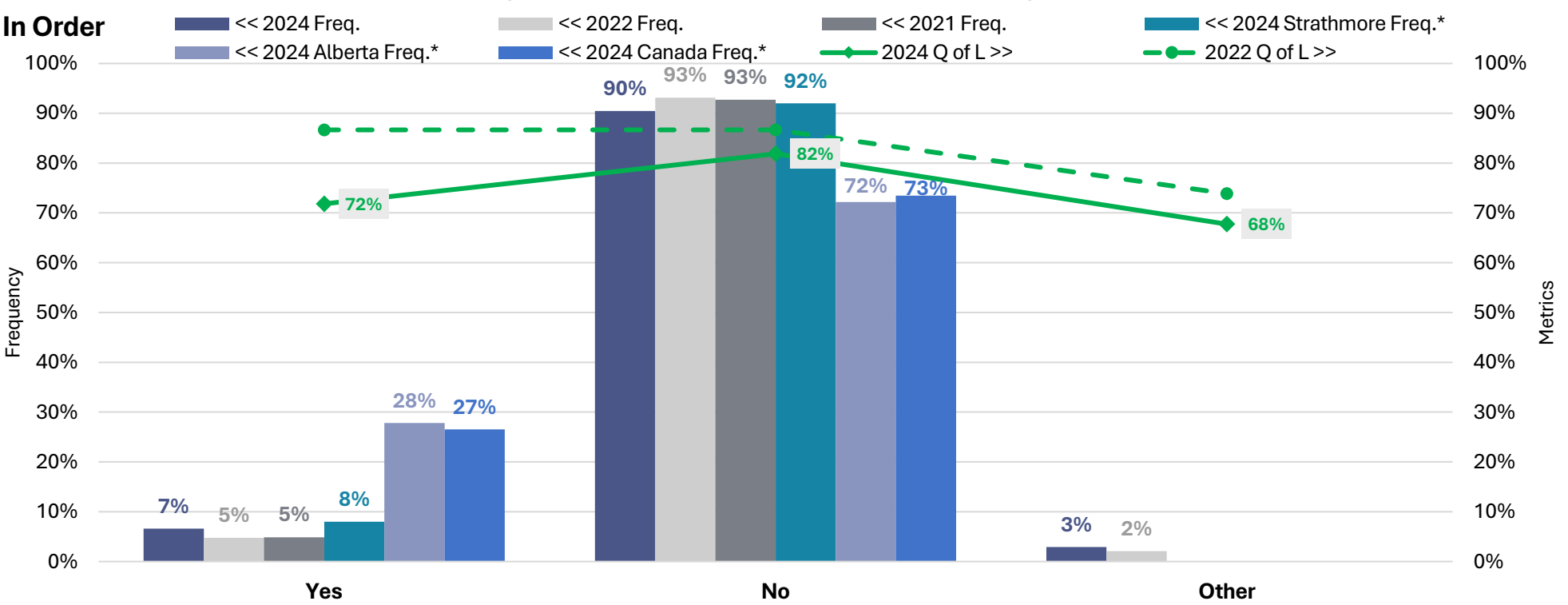
Data from 2021 Census

Section 8:	Segmentation

Q37: What were the languages most spoken at home when you were a child? Please indicate all that apply.

Theme: Community Profile by Diversity

N = 1,175   **Key Metric: English: 97%**

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Incidence	Rank	Q of L	Tax Value	Tax Aware
English	1,108	97%	1	80%	42%	24%
French	47	4%	2	85%	59%	22%
Indigenous languages	4	0%	13	100%	33%	50%
Amharic	1	0%	19	100%	100%	0%
Arabic	1	0%	20	100%	0%	100%
Chinese languages	10	1%	8	90%	22%	20%
Dutch	16	1%	6	69%	53%	31%
German	41	4%	3	90%	42%	22%
Hindi	4	0%	14	100%	100%	25%
Italian	2	0%	16	100%	0%	50%
Korean	2	0%	17	100%	50%	0%
Panjabi (Punjabi)	8	1%	10	88%	43%	38%
Persian (Farsi)	1	0%	21	0%	0%	0%
Polish	5	0%	11	100%	0%	0%
Portuguese	4	0%	15	100%	0%	0%
Russian	5	0%	12	100%	67%	20%
Spanish	9	1%	9	89%	38%	0%
Tagalog (Pilipino, Filipino)	22	2%	4	77%	64%	23%
Tamil	1	0%	22	100%	0%	0%
Ukrainian	14	1%	7	79%	45%	23%
Urdu	0	0%	23	0%	0%	0%
Vietnamese	2	0%	18	100%	0%	0%
Other	21	2%	5	71%	35%	30%
Net	**1,147**			**79%**	**42%**	**25%**
I prefer not to answer	28	2%		50%	30%	43%
No response / Skipped Question	316	21%				
Total Respondents	**1,491**					

Section 8: Segmentation

Q37: What were the languages most spoken at home when you were a child? Please indicate all that apply.

By Frequency, Top Ten

Legend: << 2024 Incid. | << 2022 Incid. | << 2021 Incid. | 2024 Q of L >> | 2022 Q of L >>

Language	2024 Incid.	2022 Incid.	2021 Incid.	2024 Q of L	2022 Q of L
English	97%	94%	95%	80%	85%
French	4%	4%	4%	85%	74%
German	4%	3%	2%	90%	87%
Tagalog	2%	1%	2%	77%	90%
Other	2%	3%		71%	78%
Dutch	1%	1%	1%	69%	86%
Ukrainian	1%	1%	2%	79%	75%
Chinese languages	1%	1%	1%	90%	86%
Spanish	1%	1%	1%	89%	100%
Panjabi	1%	0%	0%	88%	50%
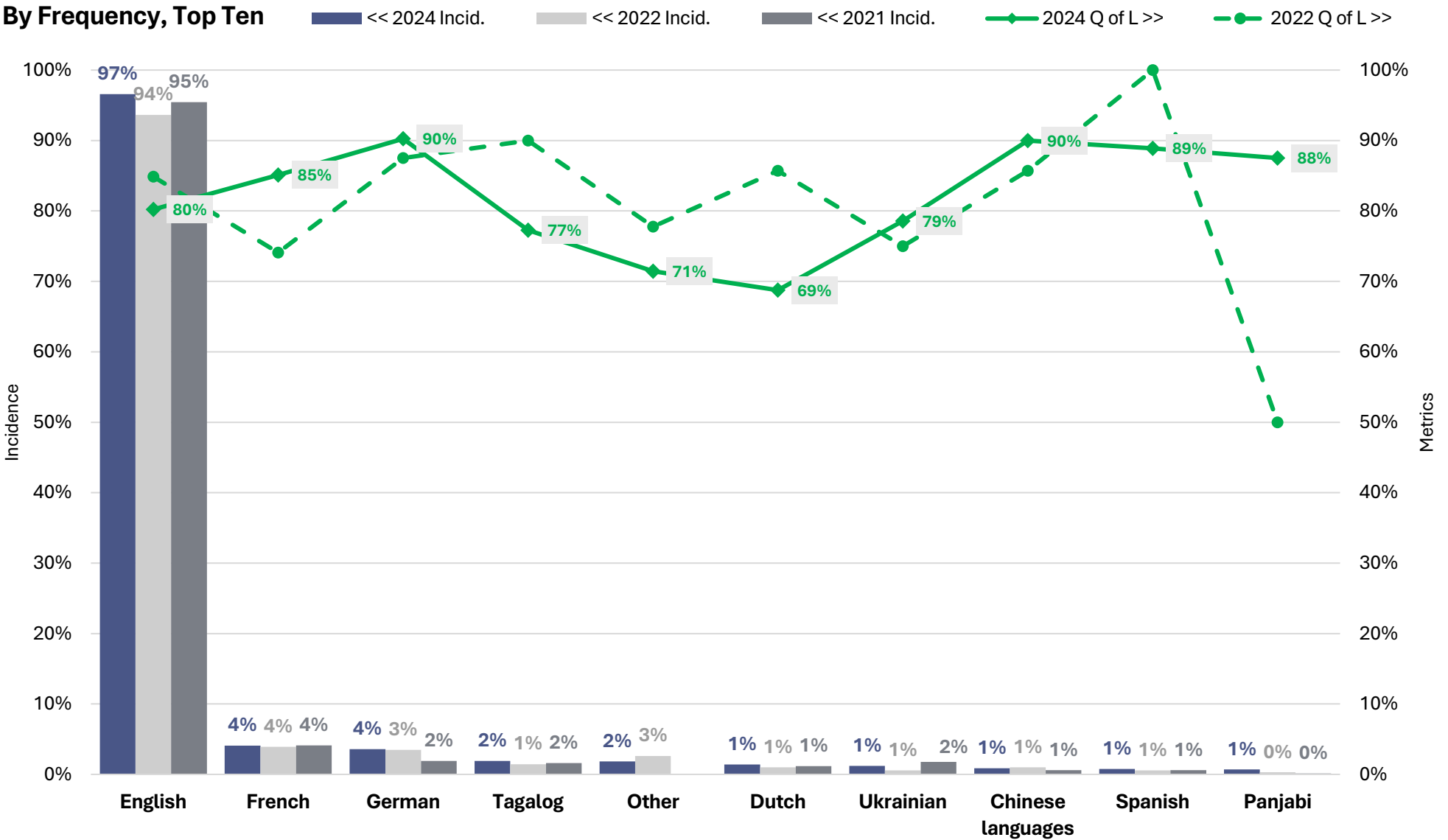
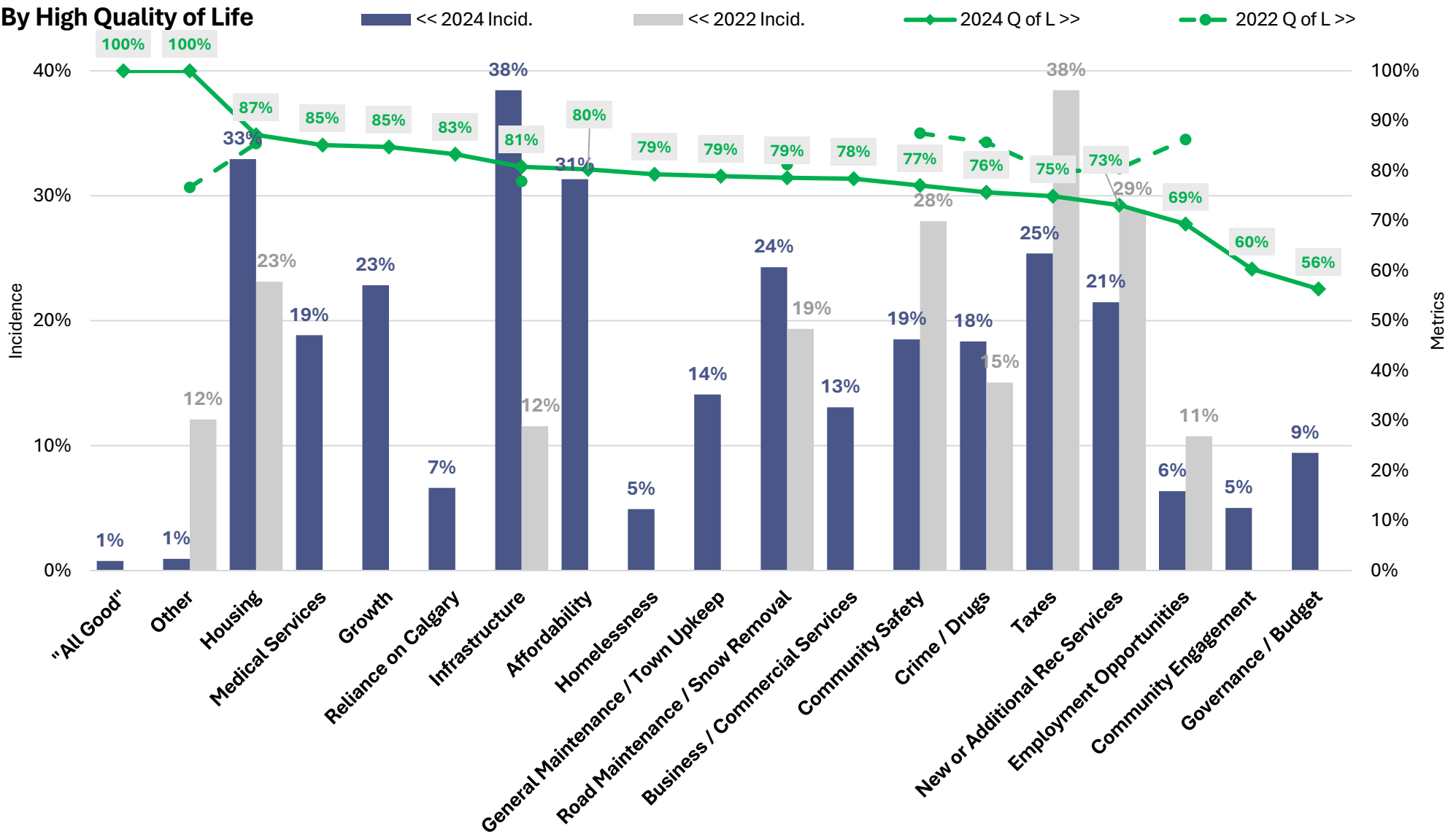| **Section 2:**	Key Metrics
Q04:	Please use the space provided to describe what you believe to be the three most important issues facing Strathmore today. All Issues

Theme: Planning Priorities

N = 1,276   **Key Metric: Infrastructure: 38%**

Description	All Respondents			2022 Incidence*	Segmentation / Crosstabulations with other questions		
	Count	Incidence	Rank		Q of L	Tax Value	Tax Aware
Infrastructure	453	38%	1	12%	81%	45%	26%
Housing	388	33%	2	23%	87%	52%	27%
Affordability	369	31%	3		80%	44%	26%
Taxes	299	25%	4	38%	75%	30%	33%
Road Maintenance / Snow Removal	286	24%	5	19%	79%	35%	25%
Growth	269	23%	6		85%	49%	31%
New or Additional Recreational Services	253	21%	7	29%	73%	34%	23%
Medical Services	222	19%	8		85%	54%	18%
Community Safety	218	19%	9	28%	77%	45%	26%
Crime / Drugs	216	18%	10	15%	76%	41%	25%
General Maintenance / Town Upkeep	166	14%	11		79%	38%	23%
Business / Commercial Services	154	13%	12		78%	34%	16%
Governance / Budget	111	9%	13		56%	19%	42%
Reliance on Calgary	78	7%	14		83%	41%	31%
Employment Opportunities	75	6%	15	11%	69%	52%	27%
Community Engagement	59	5%	16		60%	26%	22%
Homelessness	58	5%	17		79%	40%	28%
Other	11	1%	18	12%	100%	67%	36%
"All Good"	9	1%	19		100%	57%	14%
Net	**1,178**				**79%**	**42%**	**25%**
No Comment / Not Applicable	98	8%			89%	53%	10%
No response / Skipped Question	215	14%					
Total Respondents	**1,491**						

Question changed from Choose All to Open Ended in 2024, interperiods should be done with caution

Section 2: Key Metrics

Q04: Please use the space provided to describe what you believe to be the three most important issues facing Strathmore today.
All Issues

By High Quality of Life

Legend: << 2024 Incid. | << 2022 Incid. | 2024 Q of L >> | 2022 Q of L >>

Category	2024 Incid.	2022 Incid.	2024 Q of L	2022 Q of L
"All Good"	1%	12%	100%	100%
Other	1%	12%	100%	77%
Housing	33%	23%	87%	84%
Medical Services	19%		85%	
Growth	23%		85%	
Reliance on Calgary	7%		83%	
Infrastructure	38%	12%	81%	78%
Affordability	31%		80%	
Homelessness	5%		79%	
General Maintenance / Town Upkeep	14%		79%	
Road Maintenance / Snow Removal	24%	19%	79%	
Business / Commercial Services	13%		78%	
Community Safety	19%	28%	77%	86%
Crime / Drugs	18%	15%	76%	85%
Taxes	25%	38%	75%	
New or Additional Rec Services	21%	29%	73%	
Employment Opportunities	6%	11%	69%	85%
Community Engagement	5%		60%	
Governance / Budget	9%		56%	

*Question changed from Choose All to Open Ended in 2024, interperiods should be done with caution
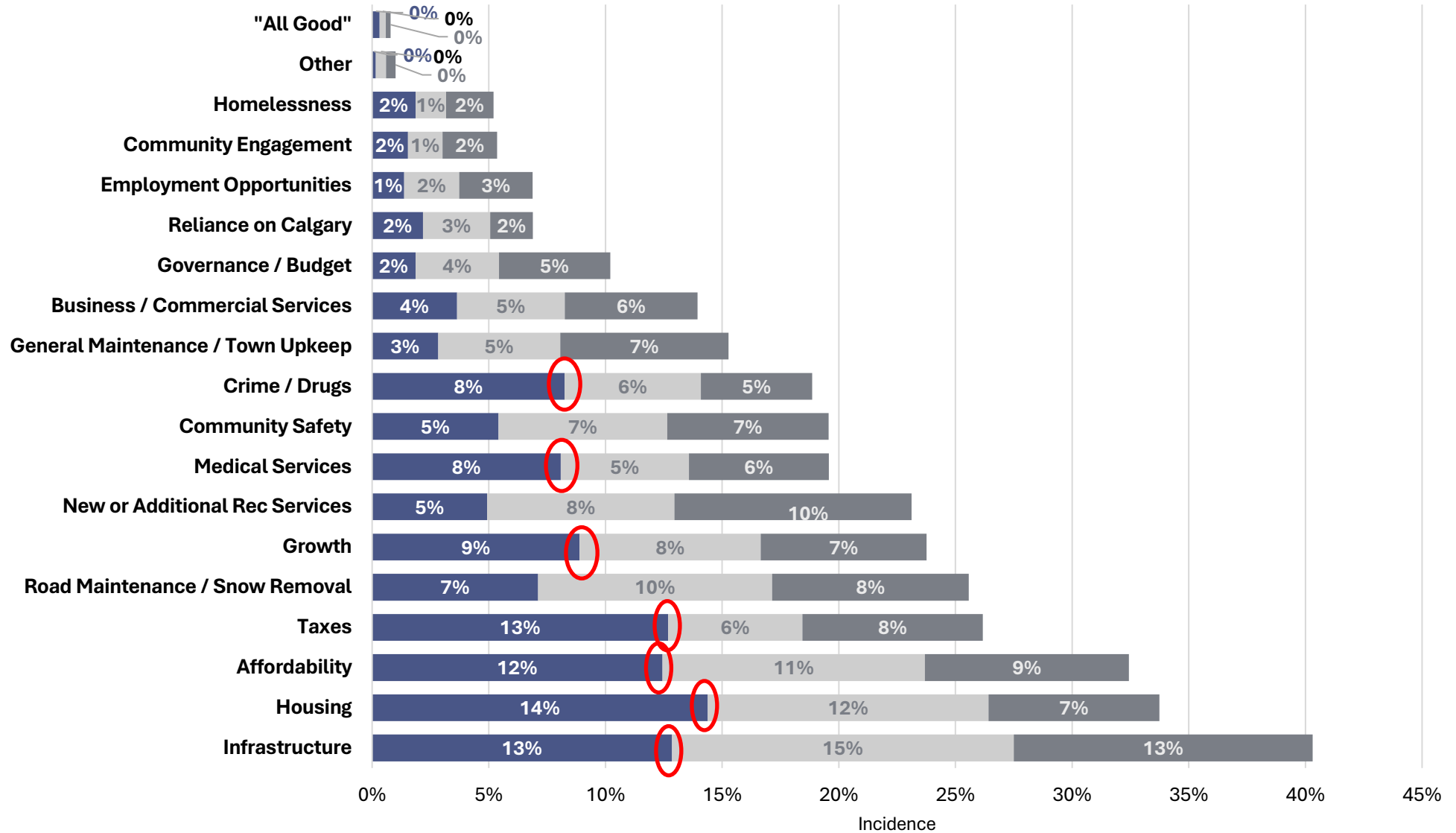
Section 2: Key Metrics

Q04: Please use the space provided to describe what you believe to be the three most important issues facing Strathmore today.
By Issue Rank

By Issue Rank

Legend: ■ Issue 1 Incid. ■ Issue 2 Incid. ■ Issue 3 Incid.

Issue	Issue 1 Incid.	Issue 2 Incid.	Issue 3 Incid.
"All Good"	0%	0%	0%
Other	0%	0%	0%
Homelessness	2%	1%	2%
Community Engagement	2%	1%	2%
Employment Opportunities	1%	2%	3%
Reliance on Calgary	2%	3%	2%
Governance / Budget	2%	4%	5%
Business / Commercial Services	4%	5%	6%
General Maintenance / Town Upkeep	3%	5%	7%
Crime / Drugs	8%	6%	5%
Community Safety	5%	7%	7%
Medical Services	8%	5%	6%
New or Additional Rec Services	5%	8%	10%
Growth	9%	8%	7%
Road Maintenance / Snow Removal	7%	10%	8%
Taxes	13%	6%	8%
Affordability	12%	11%	9%
Housing	14%	12%	7%
Infrastructure	13%	15%	13%

Incidence

Section 2: Key Metrics

Q05: If you could use one word to describe the Town of Strathmore, what would that one word be?

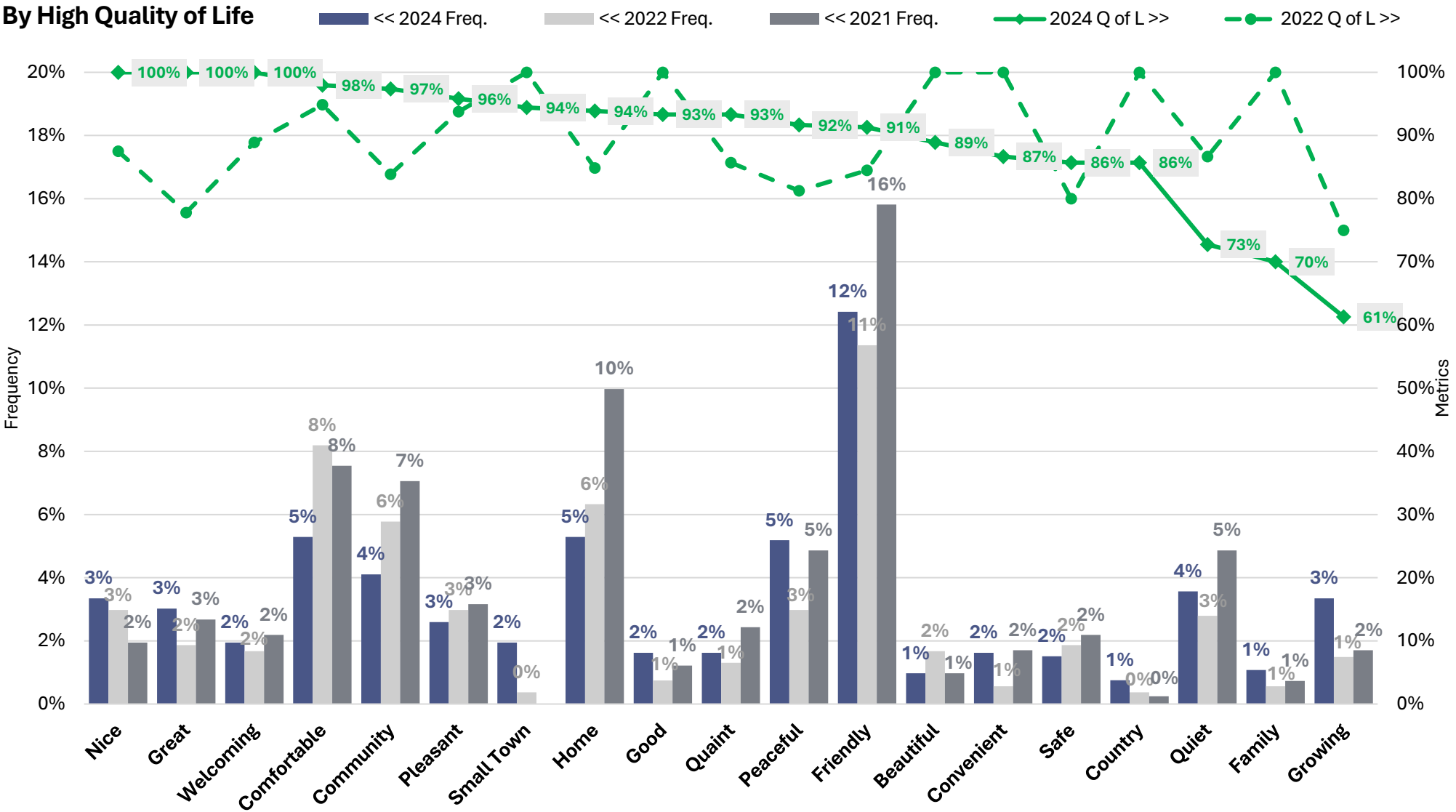| Section 2:	Key Metrics

Q05: If you could use one word to describe the Town of Strathmore, what would that one word be?

Theme: Core Brand Elements

N = 930   **Key Metric: Friendly: 12%**

Description	All Respondents			2021		Segmentation / Crosstabulations with other questions		
	Count	Frequency	Rank	Rank	Change	Q of L	Tax Value	Tax Aware
Friendly	115	12%	1	1	▬ 0	91%	48%	22%
Comfortable	49	5%	2	2	▬ 0	98%	55%	22%
Home	49	5%	3	3	▬ 0	94%	50%	13%
Peaceful	48	5%	4	6	▲ 2	92%	52%	15%
Community	38	4%	5	4	▼ -1	97%	71%	32%
Quiet	33	4%	6	8	▲ 2	73%	41%	10%
Growing	31	3%	7	14	▲ 7	61%	33%	17%
Nice	31	3%	8	5	▼ -3	100%	42%	26%
Great	28	3%	9	10	▲ 1	100%	63%	29%
Pleasant	24	3%	10	7	▼ -3	96%	70%	22%
Small Town	18	2%	11	59	▲ 48	94%	50%	28%
Welcoming	18	2%	12	13	▲ 1	100%	59%	24%
Convenient	15	2%	13	29	▲ 16	87%	43%	36%
Good	15	2%	14	22	▲ 8	93%	47%	13%
Quaint	15	2%	15	15	▬ 0	93%	75%	36%
Safe	14	2%	16	11	▼ -5	86%	46%	29%
Family	10	1%	17	31	▲ 14	70%	30%	20%
Beautiful	9	1%	18	12	▼ -6	89%	78%	33%
Country	7	1%	19	43	▲ 24	86%	0%	29%
Other	359	39%				71%	38%	29%
Net	**926**	**100%**				**79%**	**42%**	**25%**
No Comment / Not Applicable	4	0%				100%	25%	0%
No response / Skipped Question	561	38%						
Total Respondents	**1,491**							

Section 2: Key Metrics

Q05: If you could use one word to describe the Town of Strathmore, what would that one word be?

By High Quality of Life

Legend: << 2024 Freq. | << 2022 Freq. | << 2021 Freq. | 2024 Q of L >> | 2022 Q of L >>

Section 2:	Key Metrics

Q06:	What do you like most about living in Strathmore?

Theme: Community Attractors / Strengths
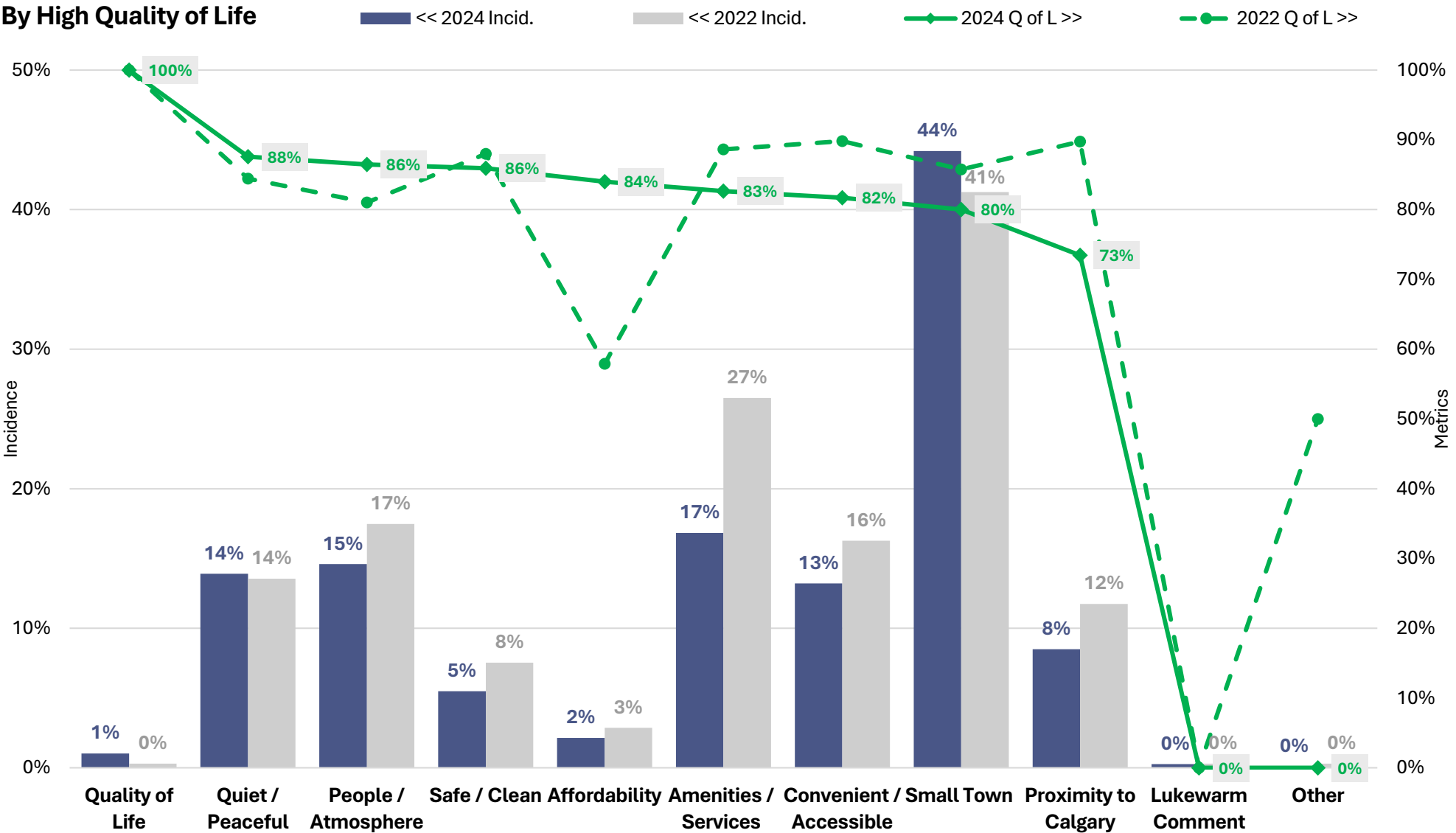
N = 1,167 | **Key Metric: Small Town Mentions: 44%**

Description	All Respondents			2022 Incidence	Segmentation / Crosstabulations with other questions		
	Count	Incidence	Rank		Q of L	Tax Value	Tax Aware
Small Town Mentions	515	44%	1	41%	80%	40%	26%
Amenities / Services Mentions	196	17%	2	27%	83%	59%	24%
People / Atmosphere	170	15%	3	17%	86%	45%	20%
Quiet / Peaceful	162	14%	4	14%	88%	41%	19%
Convenient / Accessible	154	13%	5	16%	82%	49%	20%
Proximity to Calgary	99	8%	6	12%	73%	31%	26%
Safe / Clean	64	5%	7	8%	86%	54%	22%
Affordability	25	2%	8	3%	84%	40%	32%
Quality of Life	12	1%	9	0%	100%	90%	58%
Lukewarm Comment	3	0%	10	0%	0%	0%	0%
Other	1	0%	11	0%	0%	0%	100%
Net	**1,165**				**79%**	**42%**	**25%**
No Comment / Not Applicable	2	0%			100%	0%	50%
No response / Skipped Question	324	22%					
Total Respondents	**1,491**						

Section 2: Key Metrics

Q06: What do you like most about living in Strathmore?

By High Quality of Life

Legend: << 2024 Incid. | << 2022 Incid. | 2024 Q of L >> | 2022 Q of L >>

Category	2024 Incid.	2022 Incid.	2024 Q of L	2022 Q of L
Quality of Life	1%	0%	100%	
Quiet / Peaceful	14%	14%	88%	
People / Atmosphere	15%	17%	86%	
Safe / Clean	5%	8%	86%	
Affordability	2%	3%	84%	
Amenities / Services	17%	27%	83%	
Convenient / Accessible	13%	16%	82%	
Small Town	44%	41%	80%	
Proximity to Calgary	8%	12%	73%	
Lukewarm Comment	0%	0%	0%	0%
Other	0%	0%	0%	0%

Section 2:	Key Metrics

| Q07:	What do you like least about living in Strathmore?

Theme: Community Detractors / Areas for Improvement

N = 940   **Key Metric: Need More Amenities: 21%**

Description	All Respondents			2022 Incidence	Segmentation / Crosstabulations with other questions		
	Count	Incidence	Rank		Q of L	Tax Value	Tax Aware
Need More Amenities	198	21%	1	23%	81%	34%	22%
Cost of Living / Taxes	138	15%	2	15%	72%	27%	34%
Appearance / Smell / Green Space	89	10%	3	12%	78%	47%	16%
Crime / Homelessness / Safety	80	9%	4	11%	80%	50%	26%
More Recreation Opportunities	67	7%	5	16%	66%	34%	19%
Vehicle Noise / Speed / Traffic	65	7%	6	10%	80%	37%	25%
Close Mindedness / Unfriendly	64	7%	7	4%	73%	48%	30%
Governance Mentions	58	6%	8	4%	62%	19%	40%
Growth of Town	56	6%	9	4%	68%	43%	32%
Construction / Snow Removal	53	6%	10	5%	83%	44%	26%
Reliance on Calgary	43	5%	11	0%	84%	50%	31%
Commute	29	3%	12	7%	93%	48%	14%
Nothing, All Good	23	2%	13	2%	100%	68%	33%
Other	16	2%	14	2%	81%	64%	13%
Lack of Housing	13	1%	15	2%	100%	54%	15%
Limited Job Opportunities	11	1%	16	2%	82%	44%	30%
Net	**936**				**79%**	**42%**	**25%**
No Comment / Not Applicable	4	0%			33%	0%	0%
No response / Skipped Question	551	37%					
Total Respondents	**1,491**						

Section 2: Key Metrics

Q07: What do you like least about living in Strathmore?

By High Quality of Life
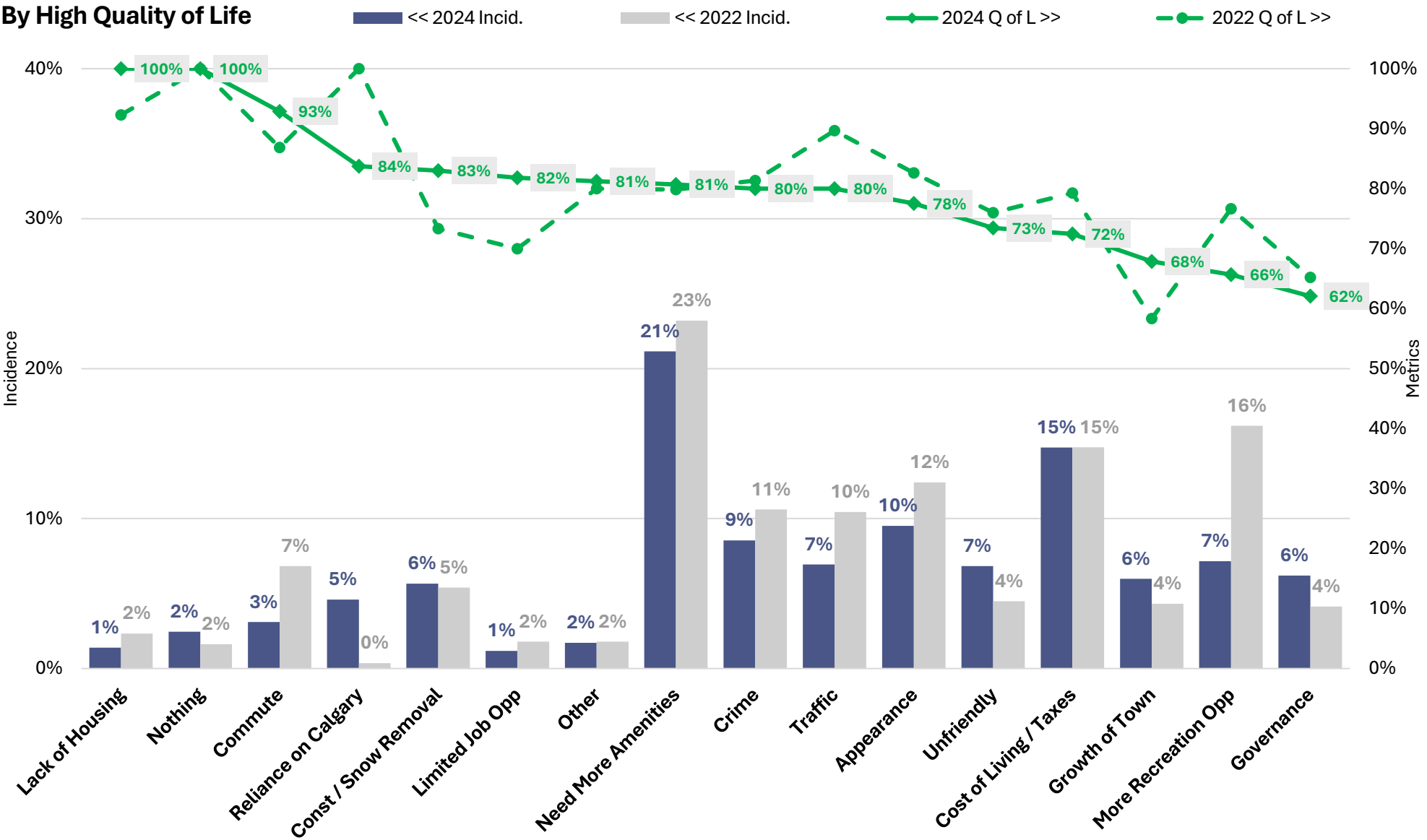
Section 3:	Evaluation of Services
Q08:	Please indicate how important or unimportant each of the following the Town of Strathmore services or programs are to you as a resident.

Theme: Relative Core Deliverable Priorities

N = 1,253　　　　　　　　　　　　**Key Metric: Infrastructure and Operations Top Two: 94%**

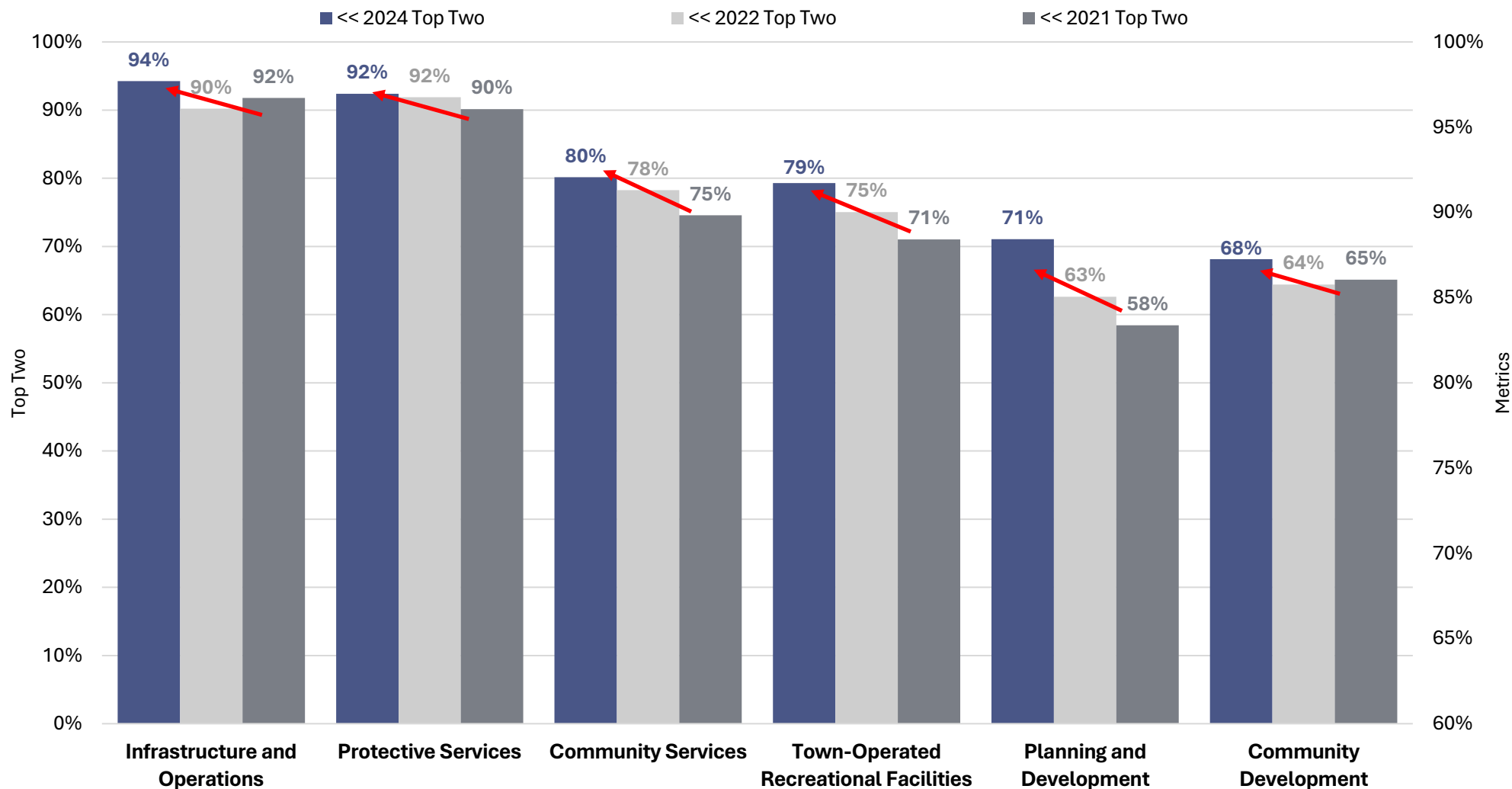| Description	All Respondents				Segmentation / Crosstabulations with other questions		
	Mean	Median	Score	Top Two	Q of L	Tax Value	Tax Aware
Infrastructure and Operations (i.e., curbside pick up, parks, road maintenance, etc.)	1.48	1	92%	94%	81%	43%	25%
Planning and Development (i.e., permitting, land use planning, etc.)	2.25	2	79%	71%	82%	44%	27%
Community Development (i.e., community festivals and events, economic development, etc.)	2.22	2	80%	68%	84%	46%	24%
Town-Operated Recreational Facilities (i.e., Strathmore Motor Products Sports Centre, Aquatic Centre, etc.)	1.94	2	84%	79%	83%	45%	25%
Protective Services (i.e., fire department, bylaw enforcement, etc.)	1.46	1	92%	92%	82%	43%	25%
Community Services (i.e., youth services, senior support services, etc.)	1.92	2	85%	80%	83%	44%	23%
No response / Skipped Question	238						
Total Respondents	**1,491**				**79%**	**42%**	**25%**

Section 3:	Evaluation of Services
Q08:	Please indicate how important or unimportant each of the following the Town of Strathmore services or programs are to you as a resident.

By Rank

Average Increase: +3.8%

Legend: << 2024 Top Two | << 2022 Top Two | << 2021 Top Two

Infrastructure and Operations: 94%, 90%, 92%
Protective Services: 92%, 92%, 90%
Community Services: 80%, 78%, 75%
Town-Operated Recreational Facilities: 79%, 75%, 71%
Planning and Development: 71%, 63%, 58%
Community Development: 68%, 64%, 65%

Section 3:	Evaluation of Services

Q09: Please indicate how satisfied or dissatisfied you are with each of the following the Town of Strathmore services or programs.

Theme: Resident Satisfaction with Core Deliverable

N = 1,250   **Key Metric: Infrastructure and Operations Top Two: 54%**

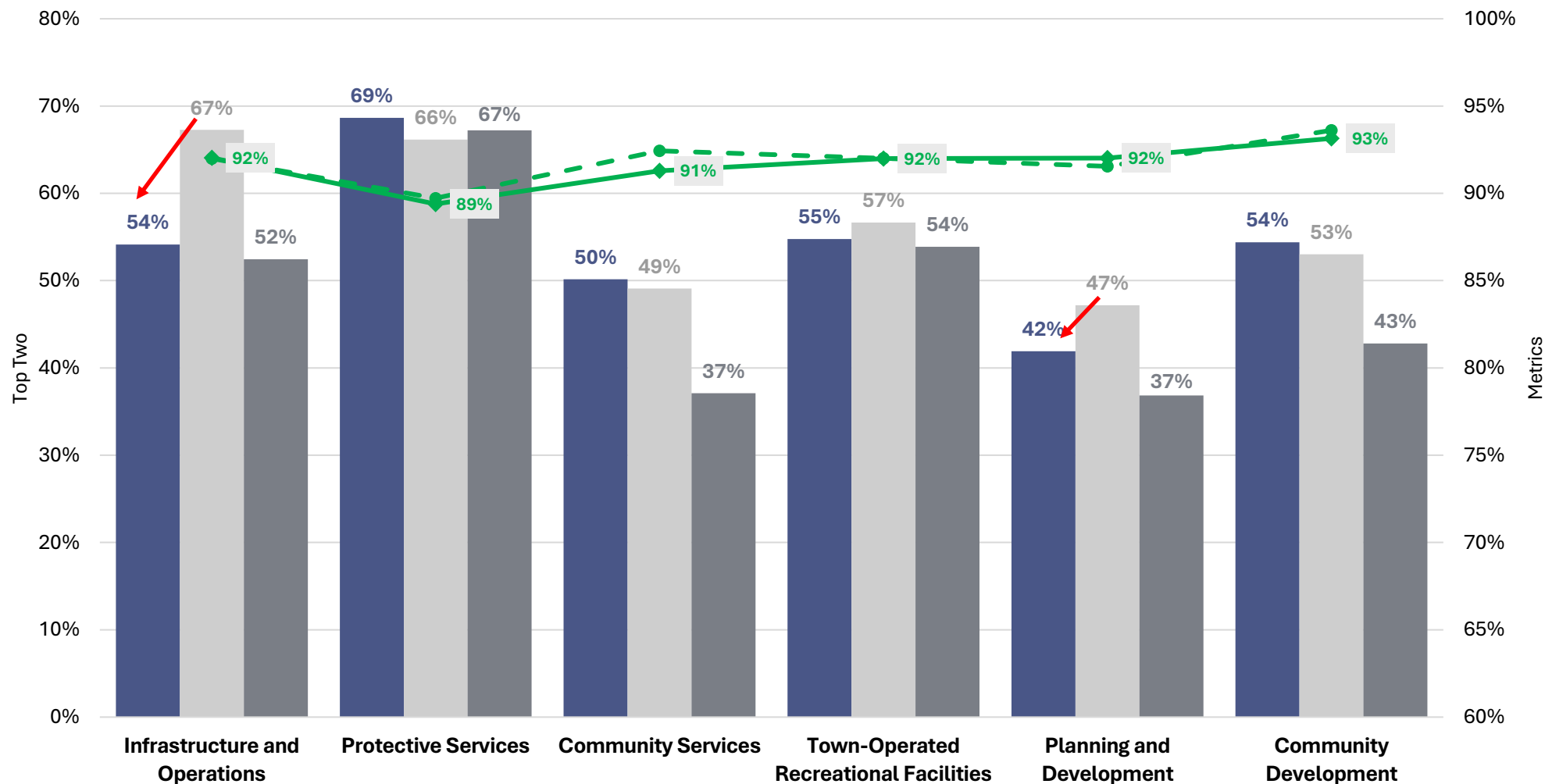| Description	All Respondents				Segmentation / Crosstabulations with other questions		
	Mean	Median	Score	Top Two	Q of L	Tax Value	Tax Aware
Infrastructure and Operations (i.e., curbside pick up, parks, road maintenance, etc.)	2.86	2	69%	54%	92%	59%	25%
Planning and Development (i.e., permitting, land use planning, etc.)	4.03	3	50%	42%	92%	64%	25%
Community Development (i.e., community festivals and events, economic development, etc.)	2.99	2	67%	54%	93%	59%	25%
Town-Operated Recreational Facilities (i.e., Strathmore Motor Products Sports Centre, Aquatic Centre, etc.)	3.18	2	64%	55%	92%	59%	26%
Protective Services (i.e., fire department, bylaw enforcement, etc.)	2.63	2	73%	69%	89%	52%	25%
Community Services (i.e., youth services, senior support services, etc.)	3.76	3	54%	50%	91%	61%	27%
No response / Skipped Question	241						
Total Respondents	**1,491**				**79%**	**42%**	**25%**

Section 3: Evaluation of Services

Q09: Please indicate how satisfied or dissatisfied you are with each of the following the Town of Strathmore services or programs.

By Q8 Rank

Legend:
- << 2024 Top Two
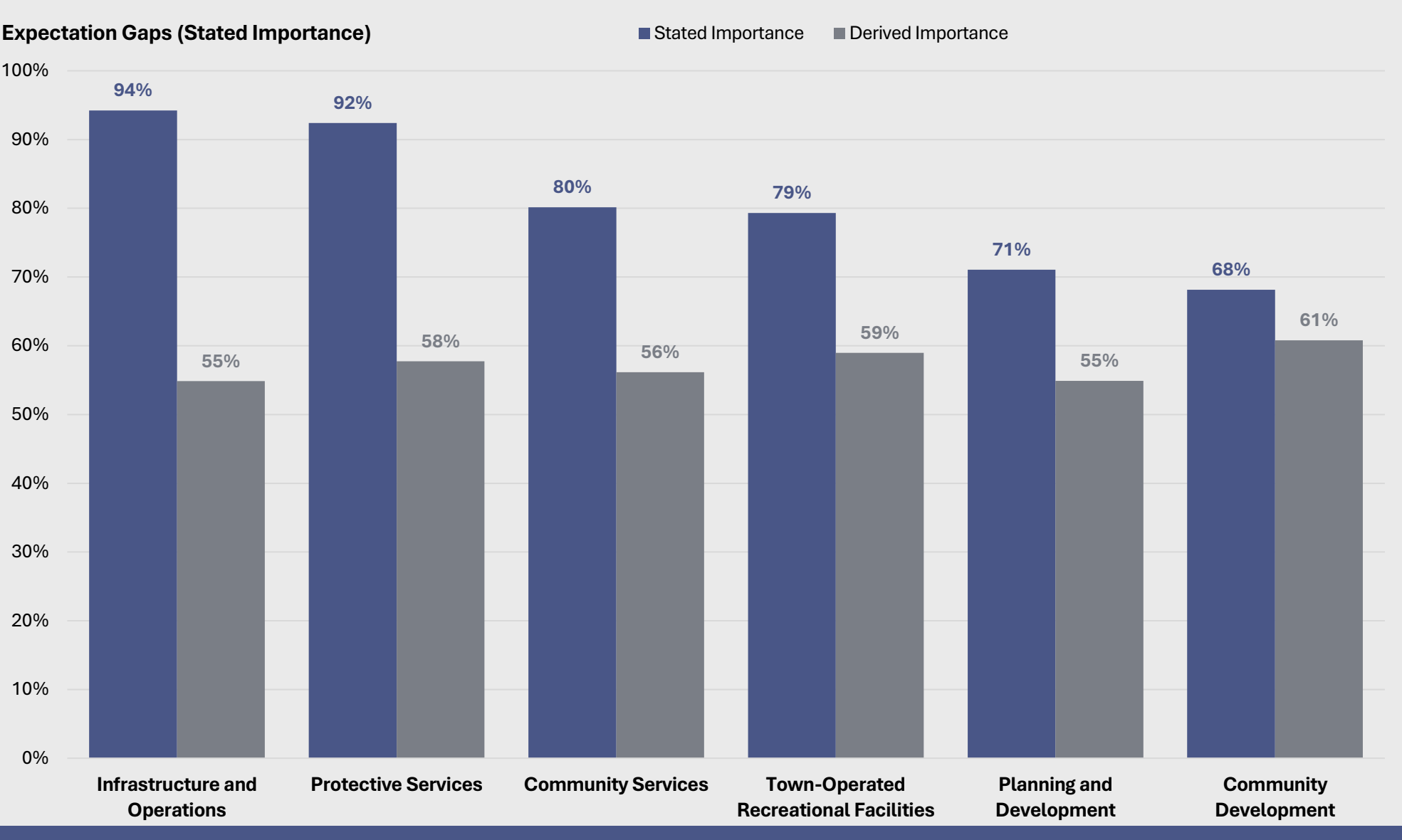- << 2022 Top Two
- << 2021 Top Two
- 2024 Q of L >>
- 2022 Q of L >>

Chart data:

Category	2024 Top Two	2022 Top Two	2021 Top Two	2024 Q of L	2022 Q of L
Infrastructure and Operations	54%	67%	52%		92%
Protective Services	69%	66%	67%	89%	
Community Services	50%	49%	37%	91%	
Town-Operated Recreational Facilities	55%	57%	54%		92%
Planning and Development	42%	47%	37%		92%
Community Development	54%	53%	43%	93%	

Section 3: Evaluation of Services

Derived Importance vs Stated Importance

Theme: Citizen Priorities

Expectation Gaps (Stated Importance)

■ Stated Importance   ■ Derived Importance

Category	Stated Importance	Derived Importance
Infrastructure and Operations	94%	55%
Protective Services	92%	58%
Community Services	80%	56%
Town-Operated Recreational Facilities	79%	59%
Planning and Development	71%	55%
Community Development	68%	61%

Section 3: Evaluation of Services

Expectation Gaps

Theme: Gaps

Expectation Gaps

Legend: ■ Stated Importance ■ Satisfaction ■ Expectation Gap ■ 2022 Expectation Gap

Category	Stated Importance	Satisfaction	Expectation Gap	2022 Expectation Gap
Infrastructure and Operations	94%	54%	-40%	-23%
Protective Services	92%	69%	-24%	-26%
Community Services	80%	50%	-30%	-29%
Town-Operated Recreational Facilities	79%	55%	-25%	-18%
Planning and Development	71%	42%	-29%	-15%
Community Development	68%	54%	-14%	-11%

Section 3:	Evaluation of Services

Expectation Gaps

Gap	Example
Infrastructure and Operations	Unpainted cross walks, especially near schools and parks, potholes, trees obstructing Stop signs, sidewalks with tripping hazards, bandaid fixes - all smacking of mismanagement.
Community Services	More community lead program for children's development/engagement and more opening to use recreation centre pool would be great.
Planning and Development	The quality of life is good in Strathmore. Need to get more industrial development to stabilize the workforce economy in this region and expend the tax base beyond being mostly residential

Section 4:	Specific Satisfaction
Q10:	Please indicate how satisfied or dissatisfied you are with each of the following the Town of Strathmore services in the area of Infrastructure and Operations.

**Theme: Specific Satisfaction: Infrastructure and Operations**

N = 1,249   **Key Metric: Curbside Garbage Collection Top Two: 80%**

Description	All Respondents				Segmentation / Crosstabulations with other questions		
	Mean	**Median**	**Score**	**Top Two**	**Q of L**	**Tax Value**	**Tax Aware**
Curbside Composting Collection	2.98	2	67%	74%	85%	49%	27%
Curbside Garbage Collection	2.42	2	76%	80%	85%	49%	25%
Recycling Drop-off Depot	3.62	3	56%	46%	92%	57%	24%
Parks	2.51	2	75%	71%	90%	52%	23%
Pathways	2.42	2	76%	76%	87%	50%	25%
Road Maintenance	3.19	3	64%	44%	91%	60%	25%
Snow Removal	3.86	3	52%	34%	91%	64%	25%
No response / Skipped Question	242						
Total Respondents	**1,491**				**79%**	**42%**	**25%**

By Rank

Legend: << 2024 Top Two | << 2022 Top Two | << 2021 Top Two | 2024 Q of L >> | 2022 Q of L >>
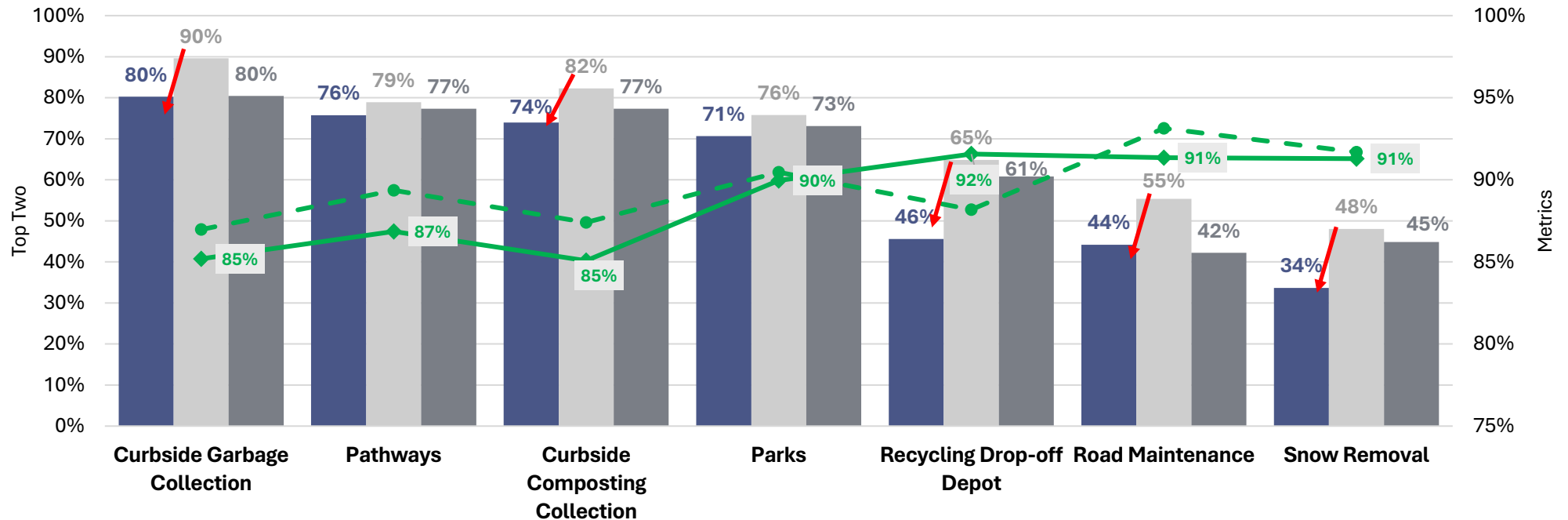
Section 4:	Specific Satisfaction
Q11:	Please indicate how satisfied or dissatisfied you are with the state of each of the following Town of Strathmore services in the area of Town Operated Recreation Facilities.

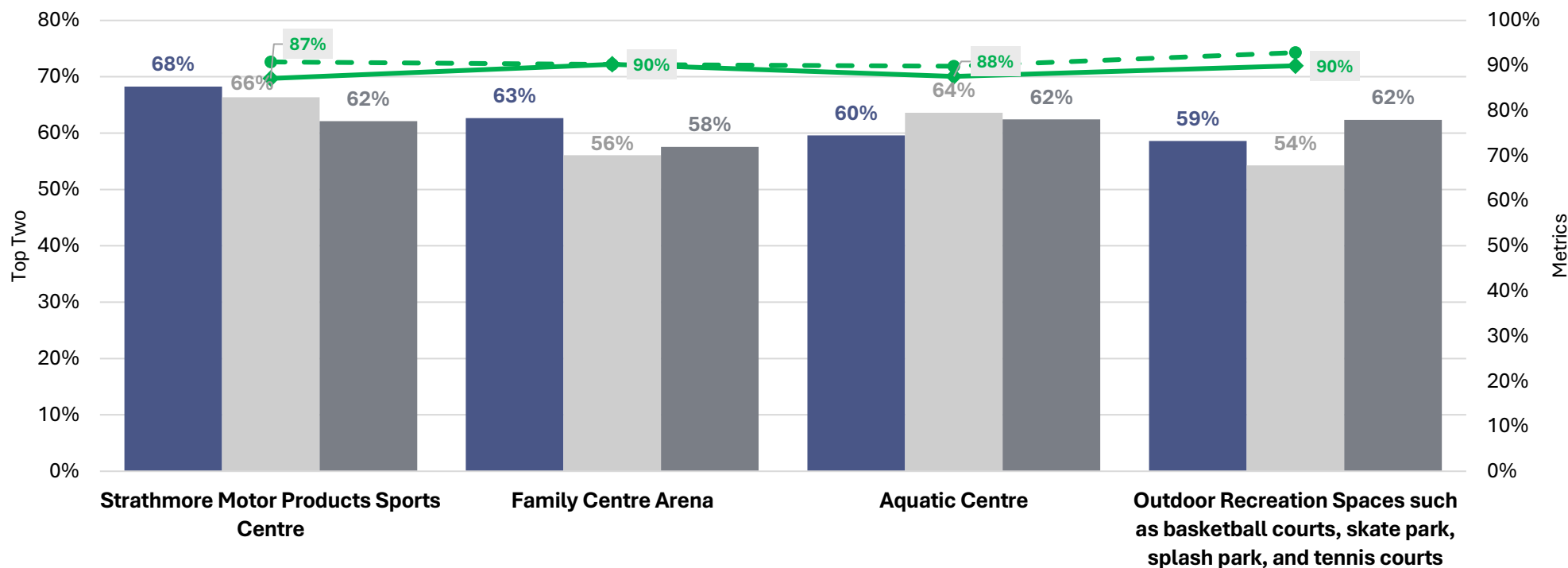Theme: Specific Satisfaction: Recreation Facilities

N = 1,245 — Key Metric: Strathmore Motor Products Sports Centre Top Two: 68%

Description	All Respondents				Segmentation / Crosstabulations with other questions		
	Mean	Median	Score	Top Two	Q of L	Tax Value	Tax Aware
Strathmore Motor Products Sports Centre	4.15	3	48%	68%	87%	53%	28%
Aquatic Centre	4.19	3	47%	60%	88%	54%	27%
Family Centre Arena	4.49	4	42%	63%	90%	56%	28%
Outdoor Recreation Spaces such as basketball courts, skate park, splash park, and tennis courts	4.18	3	47%	59%	90%	58%	26%
No response / Skipped Question	246						
Total Respondents	**1,491**				**79%**	**42%**	**25%**

By Rank

Section 4:	Specific Satisfaction

| Q12:	The Town of Strathmore is interested in determining what new recreational programming could be offered to encourage citizens to use available recreational facilities and to ensure that these facilities continue to meet the needs of Strathmore. What new classes or programming would you like the Town of Strathmore to introduce at recreational facilities?

Theme: New Recreation Opportunities

N = 529   **Key Metric: Classes / Programing Mentions: 38%**

Description	All Respondents			2022 Incidence	Segmentation / Crosstabulations with other questions		
	Count	Incidence	Rank		Q of L	Tax Value	Tax Aware
Classes / Programing Mentions	195	38%	1	28%	76%	39%	23%
Gym Mentions (Basketball / Volleyball etc.)	135	26%	2	13%	78%	41%	25%
Pool / Swimming Mentions	120	23%	3	22%	73%	34%	20%
Child / Youth / Kid Mentions	94	18%	4	19%	71%	31%	23%
Outdoor Facility Mentions	62	12%	5	14%	76%	28%	25%
Court Mentions (Pickleball / Badminton etc.)	56	11%	6	12%	82%	38%	27%
Senior / Adult Programming	49	9%	7	23%	78%	49%	27%
Affordability Mentions	46	9%	8	10%	59%	28%	26%
Arena / Rink / Recreation Centre Mentions	46	9%	9	27%	85%	50%	35%
Creative / Arts / Crafts Mentions	45	9%	10	10%	76%	38%	29%
Indoor Mentions	27	5%	11	8%	85%	64%	41%
Bowling Mentions	17	3%	12	10%	82%	31%	18%
Increased Communication about Activities	16	3%	13	3%	69%	38%	13%
Other	14	3%	14	2%	50%	21%	43%
Diversity Issue Mentions	2	0%	15	0%	100%	50%	50%
Net	**518**				**79%**	**42%**	**25%**
No Comment / Not Applicable	11	2%			80%	60%	45%
No response / Skipped Question	962	65%					
Total Respondents	**1,491**						

Section 4: Specific Satisfaction

Q12: The Town of Strathmore is interested in determining what new recreational programming could be offered to encourage citizens to use available recreational facilities and to ensure that these facilities continue to meet the needs of Strathmore. What new classes or programming would you like the Town of Strathmore to introduce at recreational facilities?
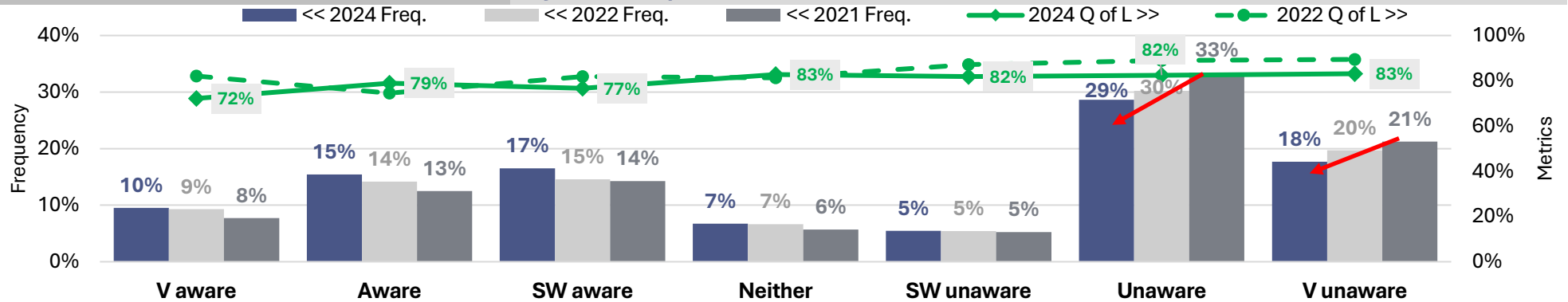
By High Quality of Life

Legend: << 2024 Incid. | << 2022 Incid. | 2024 Q of L >> | 2022 Q of L >>
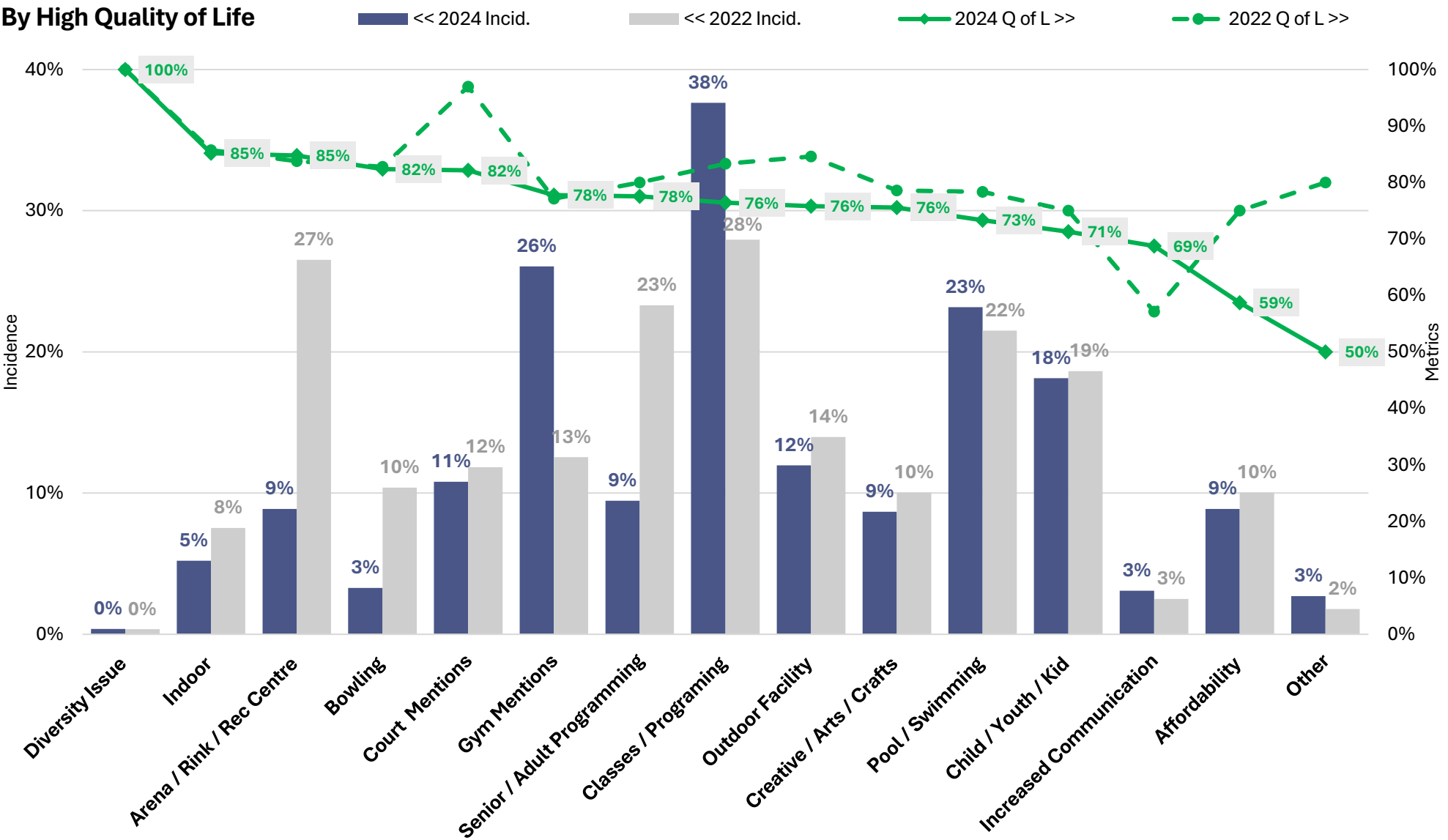
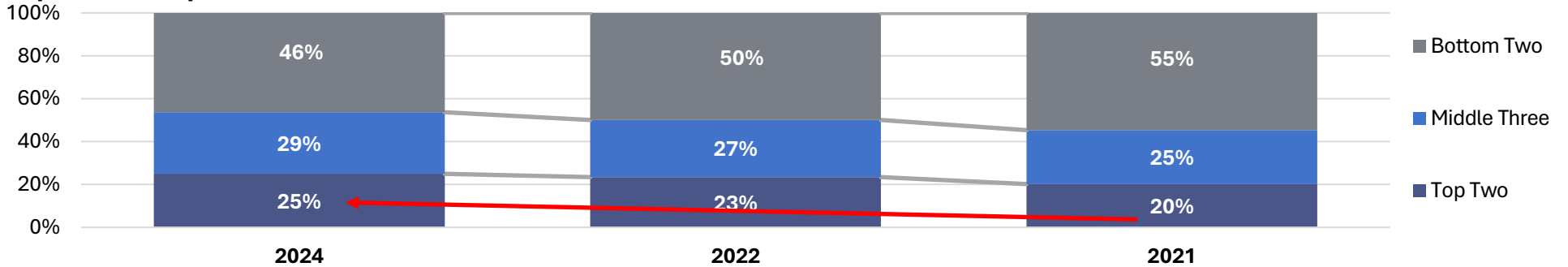| Section 5:	Taxation and Funding
Q13:	Please indicate how aware or unaware you were before this survey that the Town of Strathmore retains only 73 percent of the property taxes it collects yearly.

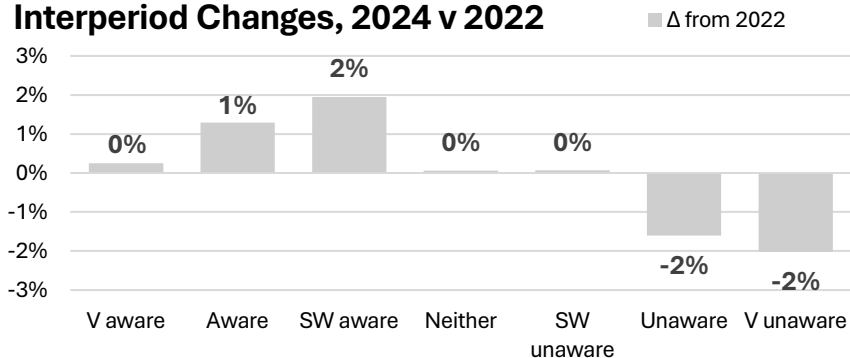Theme: Awareness of Provincial/Municipal Tax Split
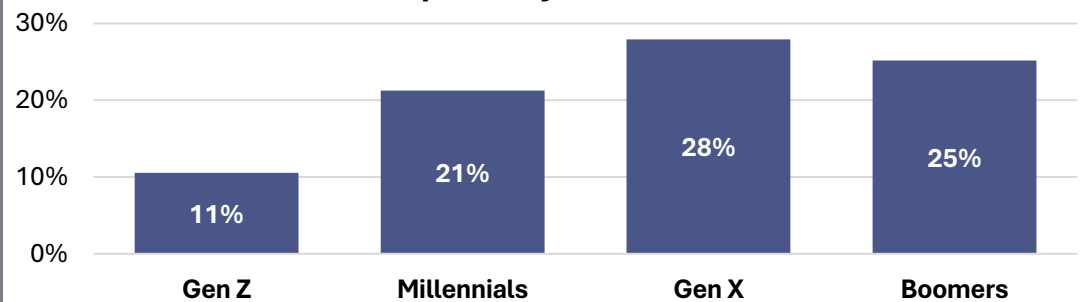
N = 1,240   Key Metric: Top Two: 25%

Legend: << 2024 Freq.   << 2022 Freq.   << 2021 Freq.   2024 Q of L >>   2022 Q of L >>

	V aware	Aware	SW aware	Neither	SW unaware	Unaware	V unaware
2024 Freq.	10%	15%	17%	7%	5%	29%	18%
2022 Freq.	9%	14%	15%	7%	5%	30%	20%
2021 Freq.	8%	13%	14%	6%	5%	33%	21%
2024 Q of L	72%	79%	77%	83%	82%	82%	83%

Interperiod Comparison

	2024	2022	2021
Bottom Two	46%	50%	55%
Middle Three	29%	27%	25%
Top Two	25%	23%	20%

Interperiod Changes, 2024 v 2022   Δ from 2022

V aware	Aware	SW aware	Neither	SW unaware	Unaware	V unaware
0%	1%	2%	0%	0%	-2%	-2%

Top Two by Generation

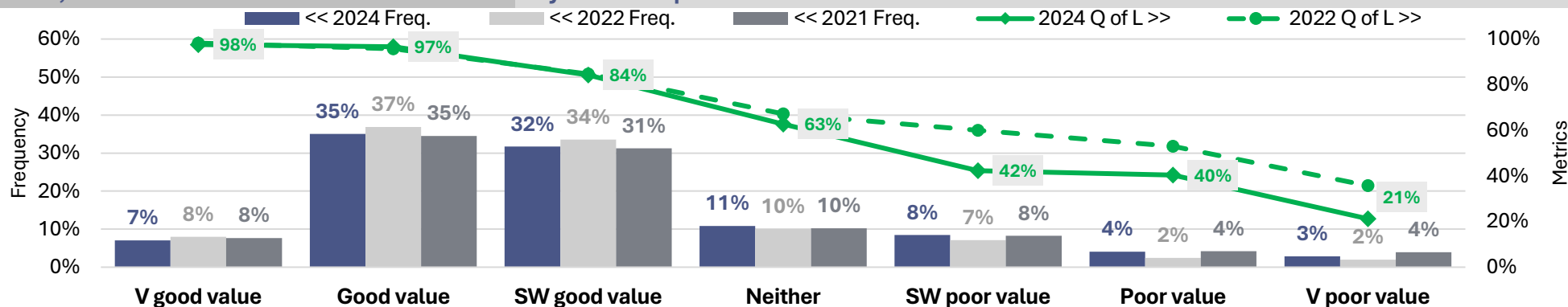| Gen Z	Millennials	Gen X	Boomers
11%	21%	28%	25%

Section 5: Taxation and Funding

Q14: When considering the programs and services you received from the Town of Strathmore, please rate the overall value you receive for the 73 percent of your property tax dollars that the Town of Strathmore retains.
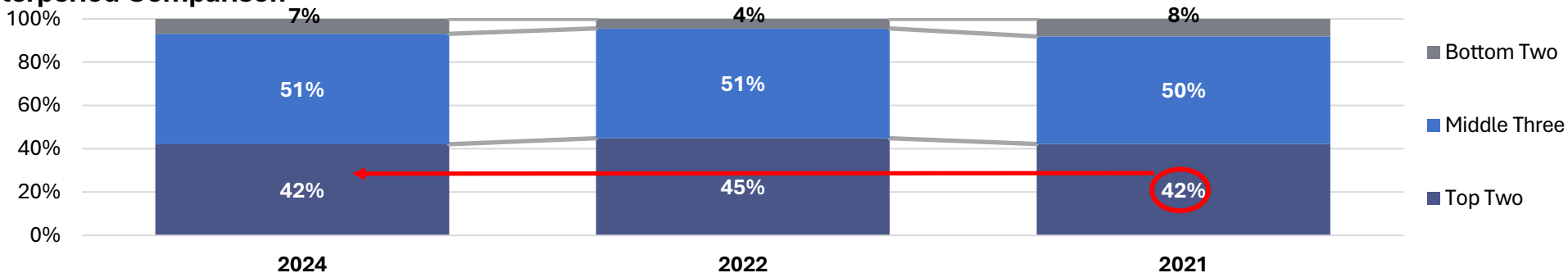
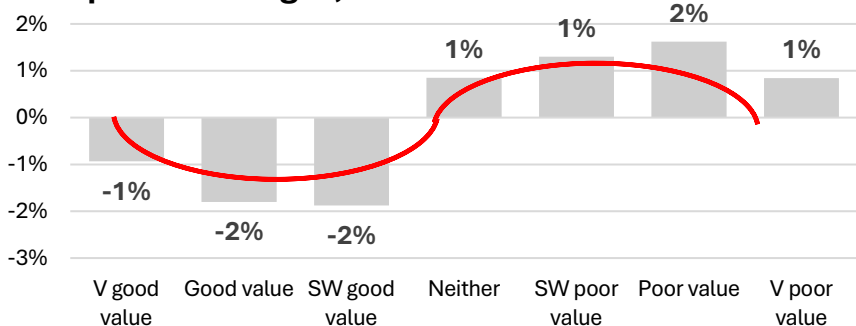Theme: Value for Tax Dollars

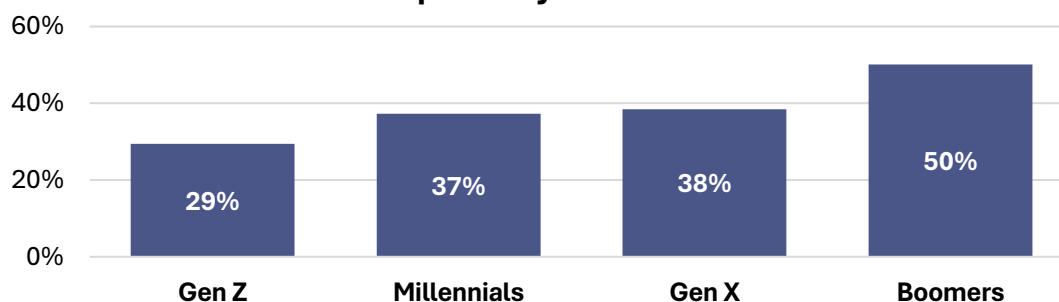N = 1,237   Key Metric: Top Two: 42%

Legend: << 2024 Freq.   << 2022 Freq.   << 2021 Freq.   2024 Q of L >>   2022 Q of L >>

	V good value	Good value	SW good value	Neither	SW poor value	Poor value	V poor value
2024 Freq.	7%	35%	32%	11%	8%	4%	3%
2022 Freq.	8%	37%	34%	10%	7%	2%	2%
2021 Freq.	8%	35%	31%	10%	8%	4%	4%

2024 Q of L: 98%, 97%, 84%, 63%, 42%, 40%, 21%

Interperiod Comparison

	2024	2022	2021
Bottom Two	7%	4%	8%
Middle Three	51%	51%	50%
Top Two	42%	45%	42%

Interperiod Changes, 2024 v 2022   (Δ from 2022)

	V good value	Good value	SW good value	Neither	SW poor value	Poor value	V poor value
Δ	-1%	-2%	-2%	1%	1%	2%	1%

Top Two by Generation

Gen Z	Millennials	Gen X	Boomers
29%	37%	38%	50%

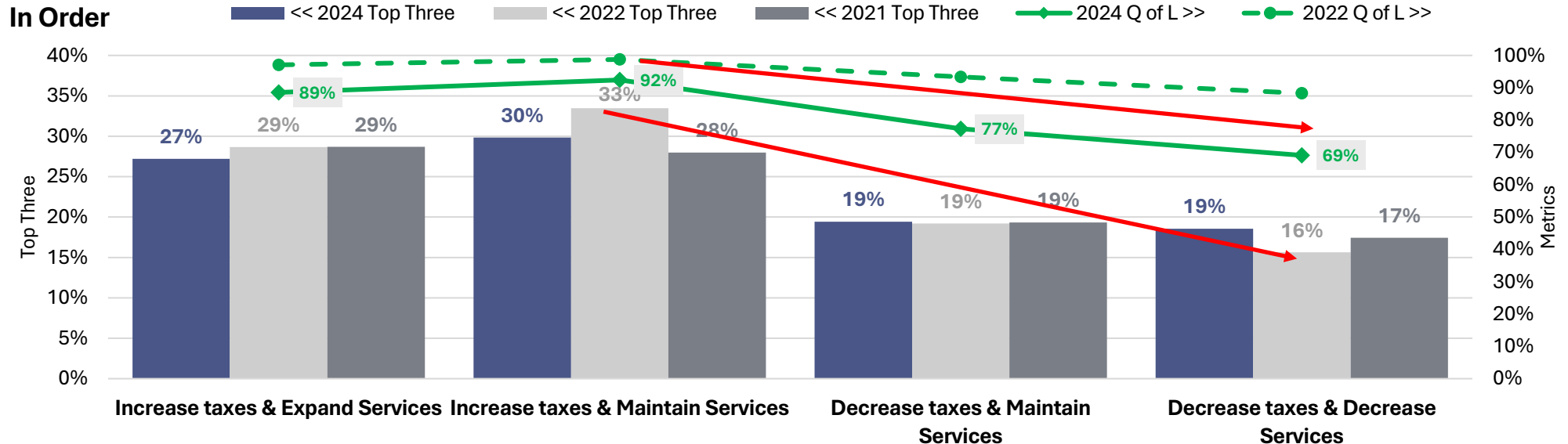| Section 5:	Taxation and Funding
Q15:	To help us better understand your priorities as a resident of the Town of Strathmore, please indicate how strongly you agree or disagree with each of the following statements that focus on this balance between services and taxes.

Theme: Service / Tax Trade-offs

N = 1,231   **Key Metric: Increase taxes & Maintain Services Top Three: 30%**

Description	All Respondents				Segmentation / Crosstabulations with other questions		
	Mean	Median	Score	Top Three	Q of L	Tax Value	Tax Aware
The Town of Strathmore should increase taxes to enhance or expand services.	4.99	5	33%	27%	89%	60%	26%
The Town of Strathmore should increase taxes to maintain services at current levels.	4.87	5	36%	30%	92%	69%	28%
The Town of Strathmore should cut services while maintaining the current tax level.	5.18	6	30%	19%	77%	43%	36%
The Town of Strathmore should cut services to reduce taxes.	5.25	6	29%	19%	69%	32%	34%
No response / Skipped Question	260						
Total Respondents	**1,491**				**79%**	**42%**	**25%**

In Order

Section 5: Taxation and Funding

Q16: Please indicate if you think spending should increase, be maintained, or decrease in 2024 in each of the following.

Theme: Service / Tax Spending Priorities
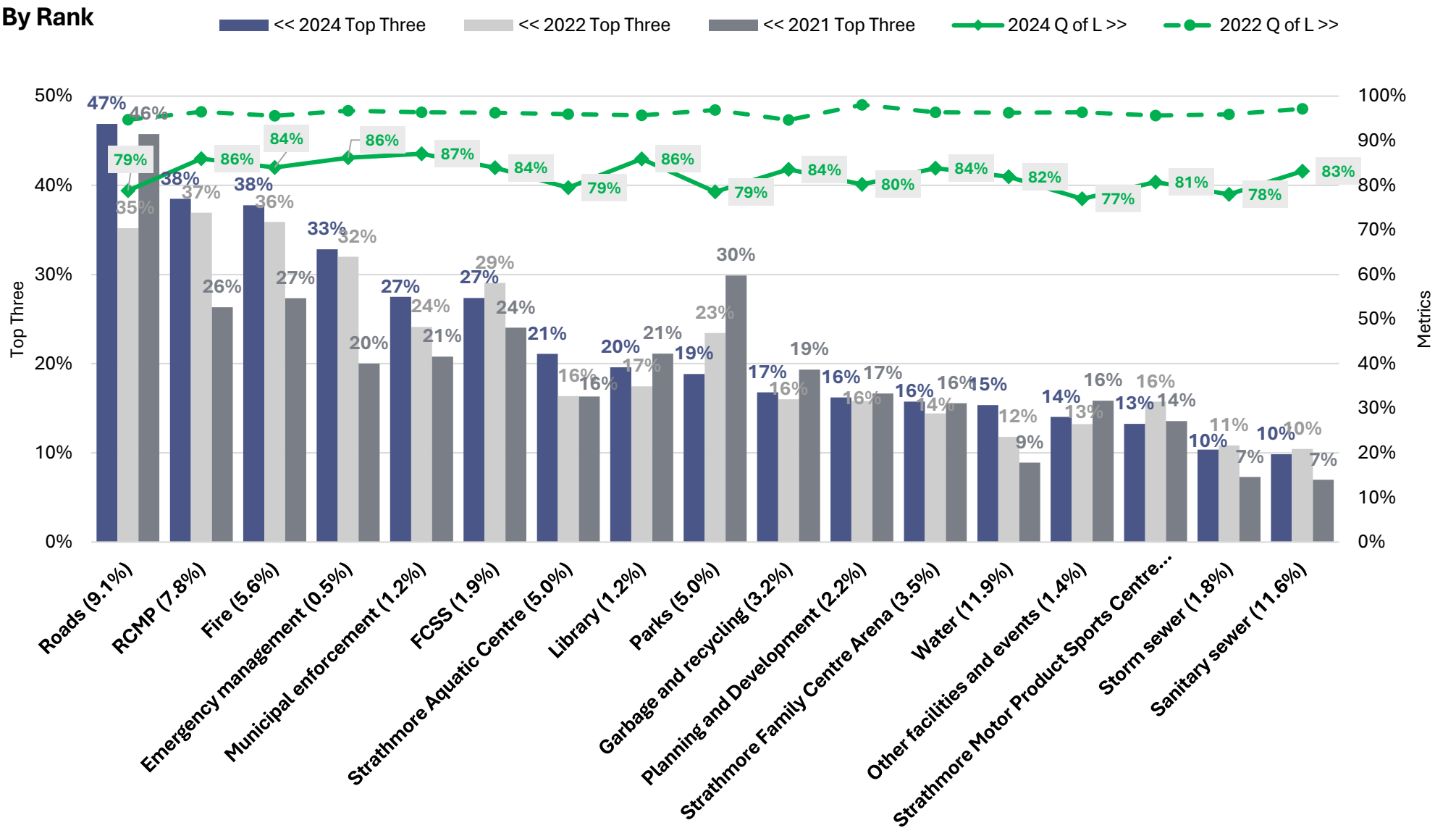
N = 1,219

Key Metric: Roads (9.1%) Top Three: 47%

Description (Ranked)	2024 Summary						2022		2021	
	Mean	Median	Score	Top 3%	Q of L	Change	Top 3%	Δ	Top 3%	Δ
Roads (9.1%)	3.42	4	60%	47%	79%	▬ 0	35%	12%	46%	1%
RCMP (7.8%)	3.69	4	55%	38%	86%	▲ 2	37%	2%	26%	12%
Fire (5.6%)	3.56	4	57%	38%	84%	▬ 0	36%	2%	27%	10%
Emergency management (0.5%)	3.71	4	55%	33%	86%	▲ 4	32%	1%	20%	13%
Municipal enforcement (1.2%)	4.11	4	48%	27%	87%	▲ 2	24%	3%	21%	7%
FCSS (1.9%)	4.23	4	46%	27%	84%	▼ -1	29%	-2%	24%	3%
Strathmore Aquatic Centre (5.0%)	4.51	4	41%	21%	79%	▲ 4	16%	5%	16%	5%
Library (1.2%)	4.35	4	44%	20%	86%	▼ -2	17%	2%	21%	-2%
Parks (5.0%)	4.14	4	48%	19%	79%	▼ -7	23%	-5%	30%	-11%
Garbage and recycling (3.2%)	4.06	4	49%	17%	84%	▼ -1	16%	1%	19%	3%
Planning and Development (2.2%)	4.58	4	40%	16%	80%	▼ -1	16%	0%	17%	0%
Strathmore Family Centre Arena (3.5%)	4.73	4	38%	16%	84%	▲ 1	14%	1%	16%	0%
Water (11.9%)	4.22	4	46%	15%	82%	▲ 2	12%	4%	9%	6%
Other facilities and events (1.4%)	4.62	4	40%	14%	77%	▼ -2	13%	1%	16%	-2%
Strathmore Motor Product Sports Centre (2.5%)	4.85	4	36%	13%	81%	▼ -1	16%	-3%	14%	0%
Storm sewer (1.8%)	4.29	4	45%	10%	78%	▬ 0	11%	0%	7%	3%
Sanitary sewer (11.6%)	4.33	4	44%	10%	83%	▬ 0	10%	-1%	7%	3%
No response / Skipped Question	272									
Total Respondents	**1,491**									

*Top 3% = General Increase in Spending

Section 5: Taxation and Funding

Q16: Please indicate if you think spending should increase, be maintained, or decrease in 2024 in each of the following.

By Rank

Legend: << 2024 Top Three | << 2022 Top Three | << 2021 Top Three | 2024 Q of L >> | 2022 Q of L >>

Chart data (Top Three %):

| Category	2024	2022	2021	2024 Q of L	2022 Q of L
Roads (9.1%)	47%	35%	46%	79%	96%
RCMP (7.8%)	38%	37%	26%	86%	97%
Fire (5.6%)	38%	36%	27%	84%	96%
Emergency management (0.5%)	33%	32%	20%	86%	97%
Municipal enforcement (1.2%)	27%	24%	21%	87%	97%
FCSS (1.9%)	27%	29%	24%	84%	97%
Strathmore Aquatic Centre (5.0%)	21%	16%	16%	79%	96%
Library (1.2%)	20%	17%	21%	86%	97%
Parks (5.0%)	19%	23%	30%	79%	97%
Garbage and recycling (3.2%)	17%	16%	19%	84%	98%
Planning and Development (2.2%)	16%	16%	17%	80%	95%
Strathmore Family Centre Arena (3.5%)	16%	14%	16%	84%	97%
Water (11.9%)	15%	12%	9%	82%	97%
Other facilities and events (1.4%)	14%	13%	16%	77%	97%
Strathmore Motor Product Sports Centre...	13%	16%	14%	81%	96%
Storm sewer (1.8%)	10%	11%	7%	78%	96%
Sanitary sewer (11.6%)	10%	10%	7%	83%	98%

Section 5: Taxation and Funding

Q16-1: Spending Level: Recreation Services

Theme: Service / Tax Spending Priorities

N = 1,219   Key Metric: Strathmore Aquatic Centre (5.0%) Top Three: 21%

Description (Ranked)	2024 Summary					2022		2021	
	Mean	Median	Score	Top 3%	Q of L	Top 3%	Δ	Top 3%	Δ
Strathmore Aquatic Centre (5.0%)	4.51	4	41%	21%	79%	16%	5%	16%	5%
Strathmore Family Centre Arena (3.5%)	4.73	4	38%	16%	84%	14%	1%	16%	0%
Strathmore Motor Product Sports Centre (2.5%)	4.85	4	36%	13%	81%	16%	-3%	14%	0%
Total Respondents	**1,491**								
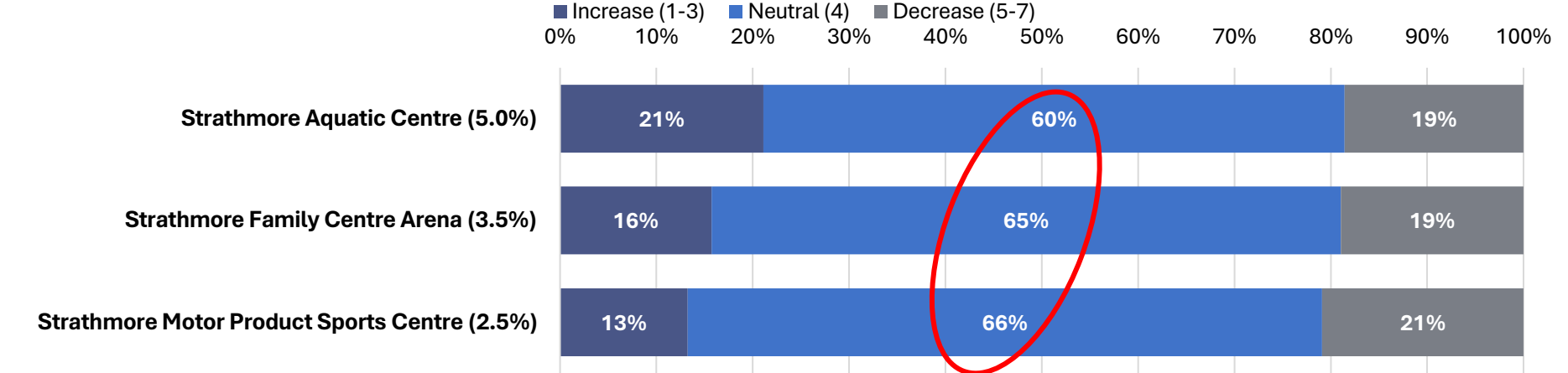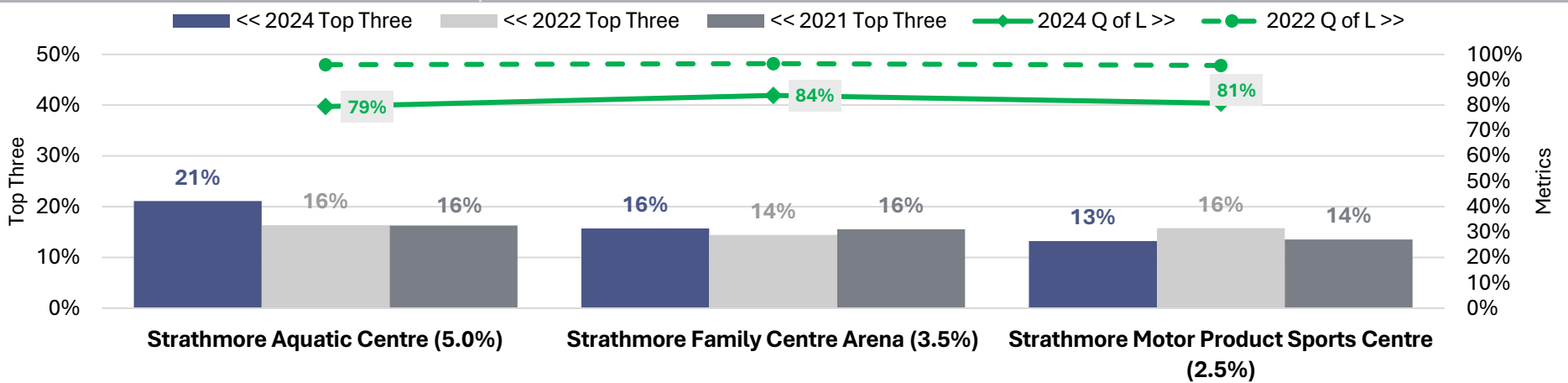
Section 5:	Taxation and Funding

Q16-2:	Spending Level: Protective Services

Theme: Service / Tax Spending Priorities

N = 1,219   Key Metric: Roads (9.1%) Top Three: 47%

Description (Ranked)	2024 Summary					2022		2021	
	Mean	Median	Score	Top 3%	Q of L	Top 3%	Δ	Top 3%	Δ
Fire (5.6%)	3.56	4	57%	38%	84%	36%	2%	27%	10%
Municipal enforcement (1.2%)	4.11	4	48%	27%	87%	24%	3%	21%	7%
Emergency management (0.5%)	3.71	4	55%	33%	86%	32%	1%	20%	13%
Roads (9.1%)	3.42	4	60%	47%	79%	35%	12%	46%	1%
Total Respondents	**1,491**								
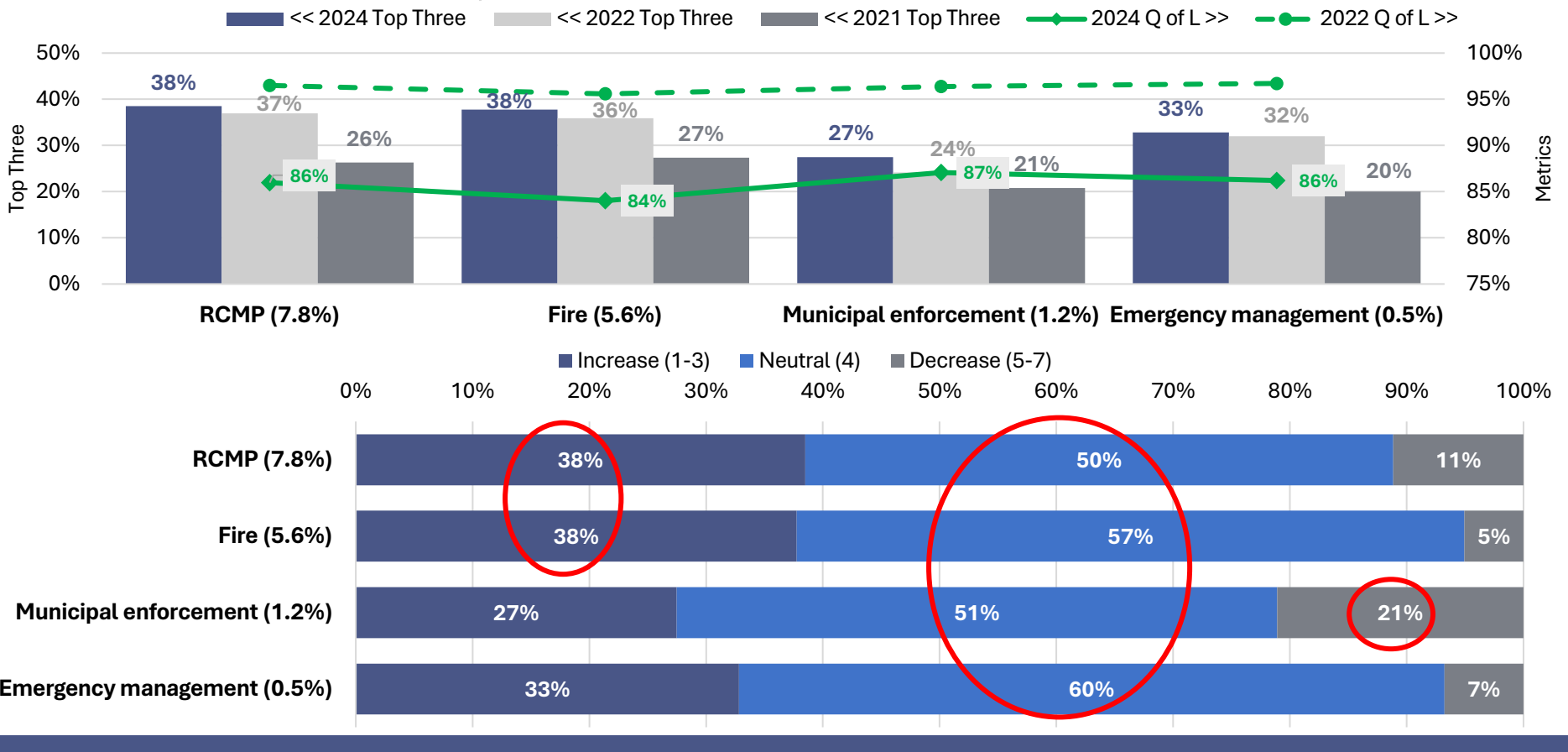
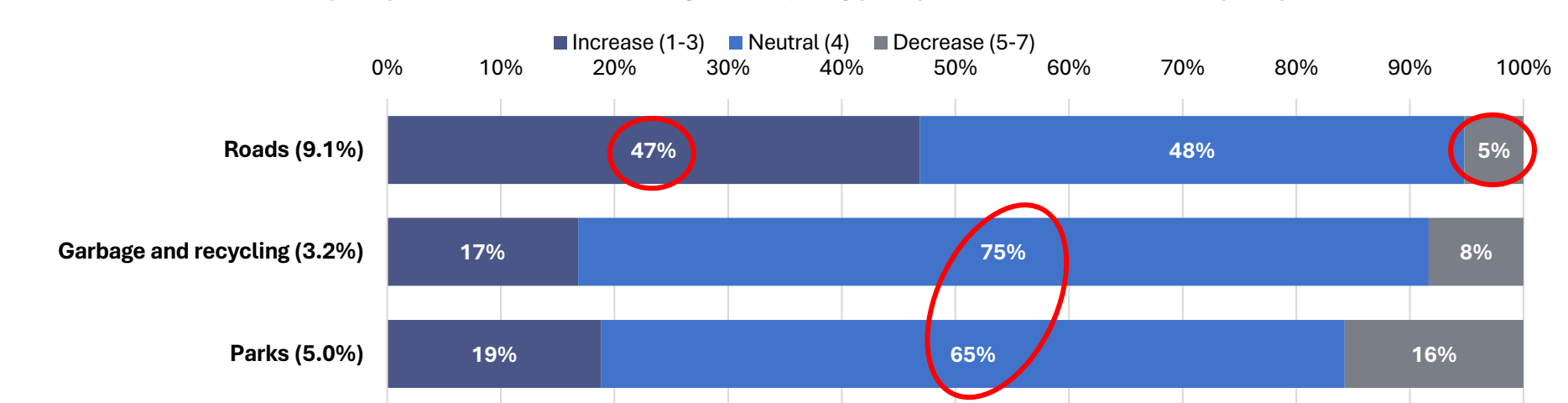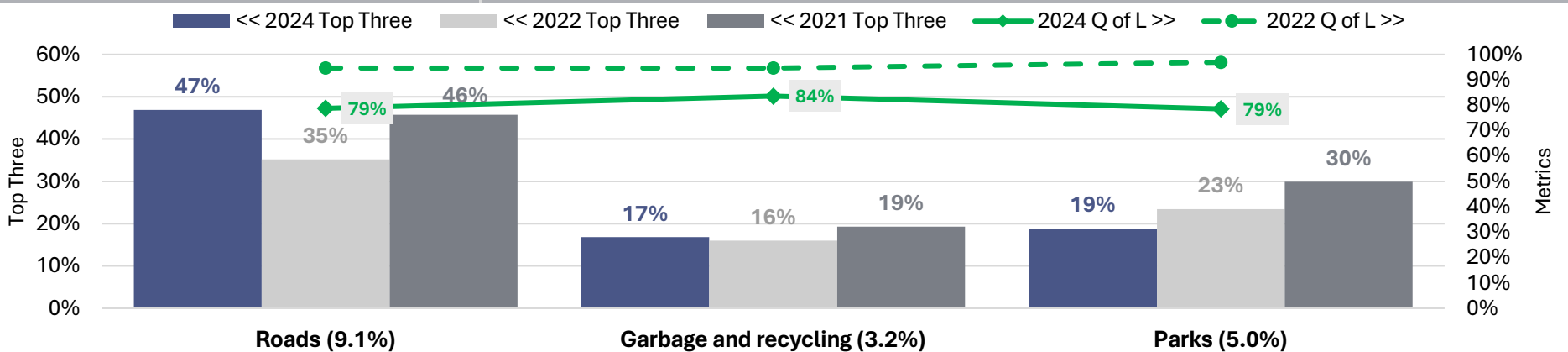**Section 5:** Taxation and Funding

Q16-3: Spending Level: Public Works

Theme: Service / Tax Spending Priorities

N = 1,219 | Key Metric: Roads (9.1%) Top Three: 47%

Description (Ranked)	2024 Summary					2022		2021	
	Mean	Median	Score	Top 3%	Q of L	Top 3%	Δ	Top 3%	Δ
Roads (9.1%)	3.42	4	60%	47%	79%	35%	12%	46%	1%
Garbage and recycling (3.2%)	4.06	4	49%	17%	84%	16%	1%	19%	-3%
Parks (5.0%)	4.14	4	48%	19%	79%	23%	-5%	30%	-11%
Total Respondents	**1,491**								

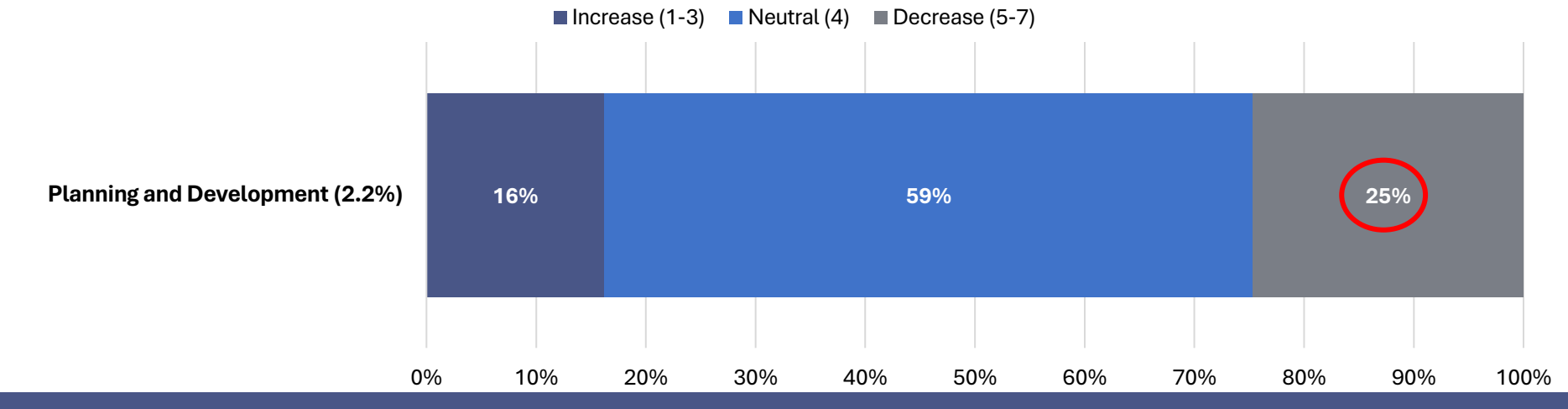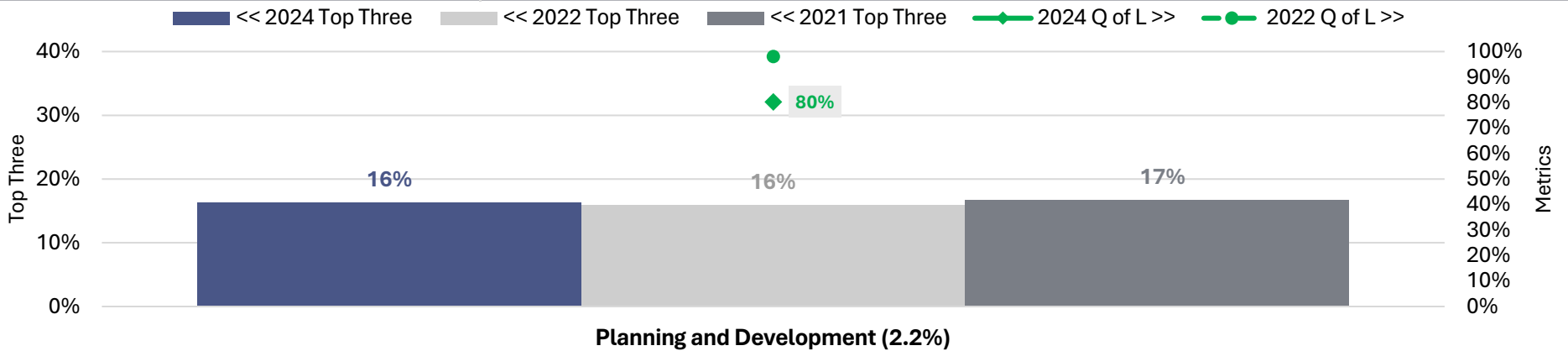| Section 5:	Taxation and Funding

Q16-4:	Spending Level: Planning and Development

Theme: Service / Tax Spending Priorities

N = 1,219 **Key Metric: Planning and Development (2.2%) Top Three: 16%**

Description (Ranked)	2024 Summary					2022		2021	
	Mean	Median	Score	Top 3%	Q of L	Top 3%	Δ	Top 3%	Δ
Planning and Development (2.2%)	4.58	4	40%	16%	80%	16%	0%	17%	0%

Total Respondents	1,491

Planning and Development (2.2%)

Section 5:	Taxation and Funding

Q16-5:	Spending Level: Utilities

Theme: Service / Tax Spending Priorities

N = 1,219   Key Metric: Storm sewer (1.8%) Top Three: 10%

Description (Ranked)	2024 Summary					2022		2021	
	Mean	Median	Score	Top 3%	Q of L	Top 3%	Δ	Top 3%	Δ
Storm sewer (1.8%)	4.29	4	45%	10%	78%	11%	0%	7%	3%
Water (11.9%)	4.22	4	46%	15%	82%	12%	4%	9%	6%
Sanitary sewer (11.6%)	4.33	4	44%	10%	83%	10%	-1%	7%	3%
Total Respondents	**1,491**								
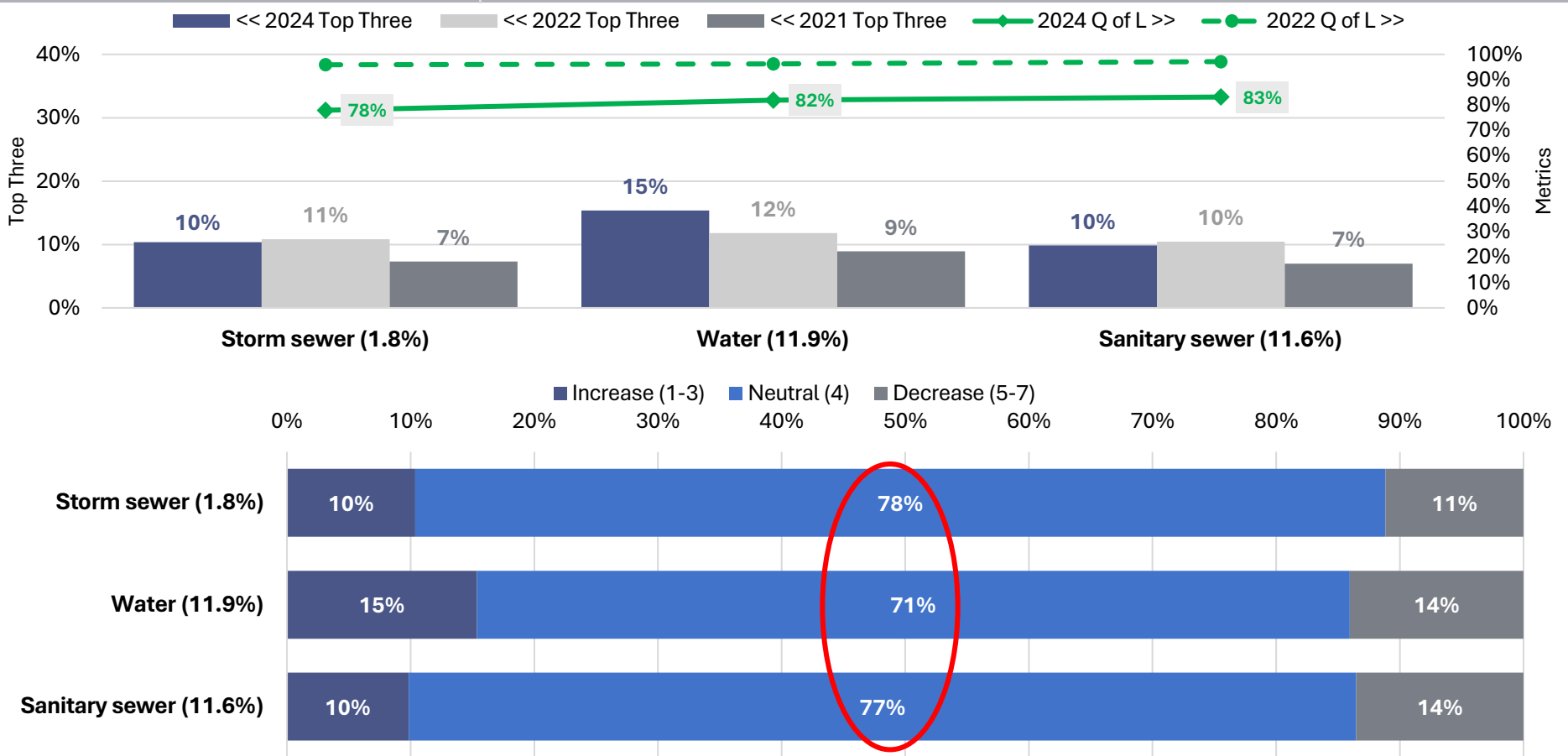
Section 5:	Taxation and Funding

Q16-6:	Spending Level: Community Facilities and Functions

Theme: Service / Tax Spending Priorities

N = 1,219   **Key Metric: Library (1.2%) Top Three: 20%**

Description (Ranked)	2024 Summary					2022		2021	
	Mean	Median	Score	Top 3%	Q of L	Top 3%	Δ	Top 3%	Δ
Library (1.2%)	4.35	4	44%	20%	86%	17%	2%	21%	-2%
Other facilities and events (1.4%)	4.62	4	40%	14%	77%	13%	1%	16%	-2%
Total Respondents	**1,491**								

Section 5:	Taxation and Funding

Q16-7:	Spending Level: Family & Community Support Services

Theme: Service / Tax Spending Priorities

N = 1,219 — Key Metric: FCSS (1.9%) Top Three: 27%

Description (Ranked)	2024 Summary					2022		2021	
	Mean	Median	Score	Top 3%	Q of L	Top 3%	Δ	Top 3%	Δ
FCSS (1.9%)	4.23	4	46%	27%	84%	29%	-2%	24%	3%

Total Respondents	1,491
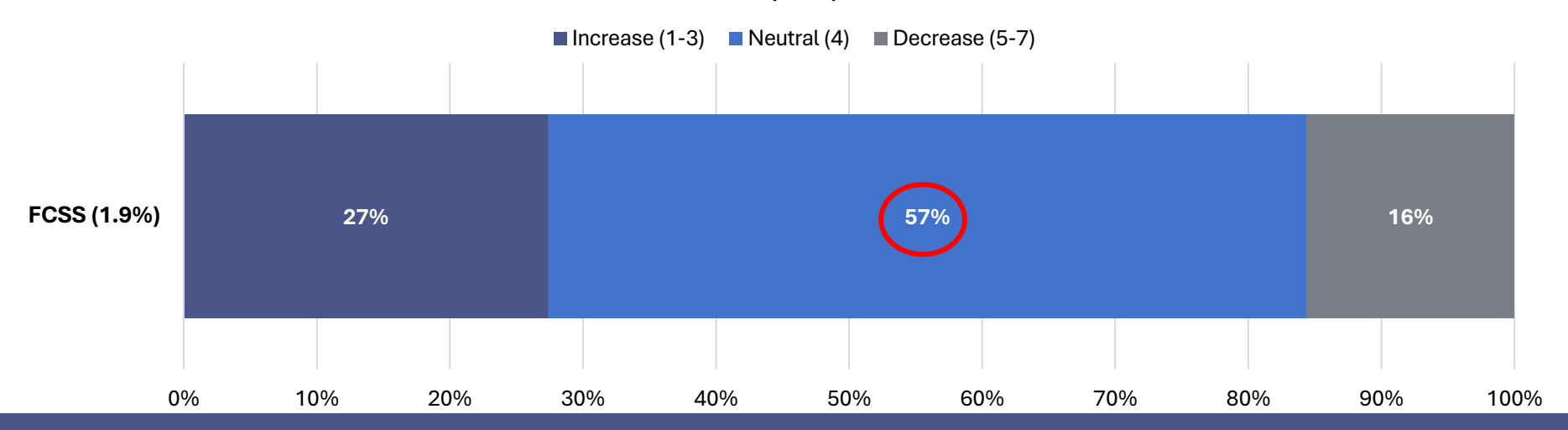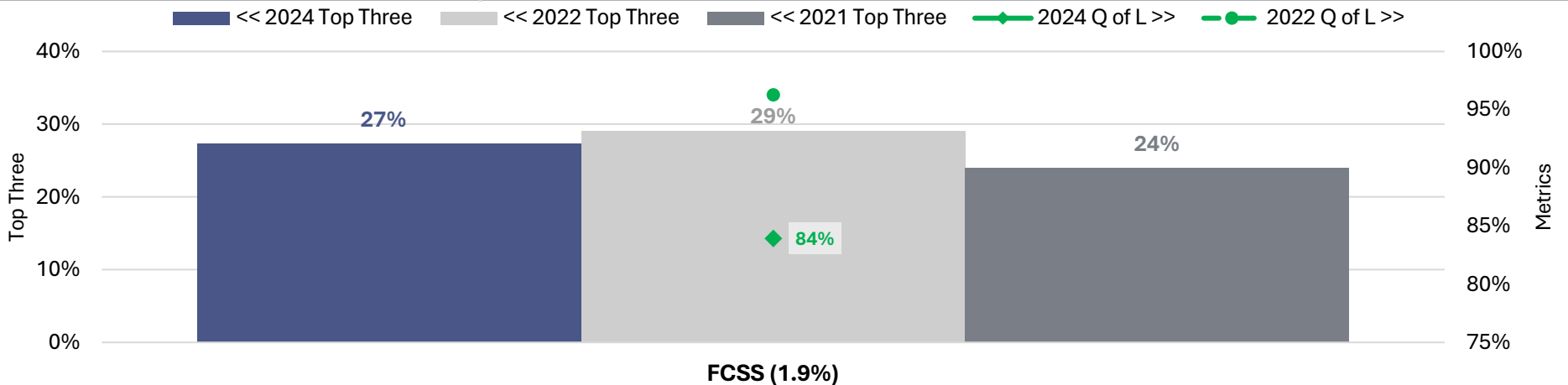
Legend: << 2024 Top Three   << 2022 Top Three   << 2021 Top Three   2024 Q of L >>   2022 Q of L >>

FCSS (1.9%): 27% (2024), 29% (2022), 24% (2021), Q of L 84%

Increase (1-3)   Neutral (4)   Decrease (5-7)

FCSS (1.9%): Increase 27%, Neutral 57%, Decrease 16%

Section 6:	Behaviours

Q17:	Please indicate how strongly you agree or disagree with the following statements.

Theme: Localization

N = 1,211   **Key Metric: Grocery Top Two: 77%**

Description	All Respondents				Segmentation / Crosstabulations with other questions		
	Mean	Median	Score	Top Two	Q of L	Tax Value	Tax Aware
Over the past year, I did most of my grocery shopping in Strathmore.	2.06	2	82%	77%	84%	47%	25%
Over the past year, most of the money I spent on Automotive Repairs & Maintenance was in Strathmore.	3.00	2	67%	62%	84%	47%	28%
Over the past year, most of the restaurants I ordered from or visited were in Strathmore.	2.76	2	71%	60%	86%	48%	26%
Over the past year, I have been shopping for most of my hardware and household goods in Strathmore.	2.64	2	73%	60%	86%	49%	26%
Over the past year, I did most of my new or used car or truck shopping in Strathmore.	5.89	7	18%	30%	86%	47%	33%
Over the past year, I have been shopping for most of my clothes and personal goods in Strathmore.	4.10	4	48%	28%	88%	56%	30%
Over the past year, most of the money I spent on Entertainment & Recreation was in Strathmore.	4.34	4	44%	27%	91%	55%	29%
No response / Skipped Question	280						
Total Respondents	**1,491**				**79%**	**42%**	**25%**

Section 6: Behaviours

Q17: Please indicate how strongly you agree or disagree with the following statements.

By Rank

Average Decrease: -2.8%
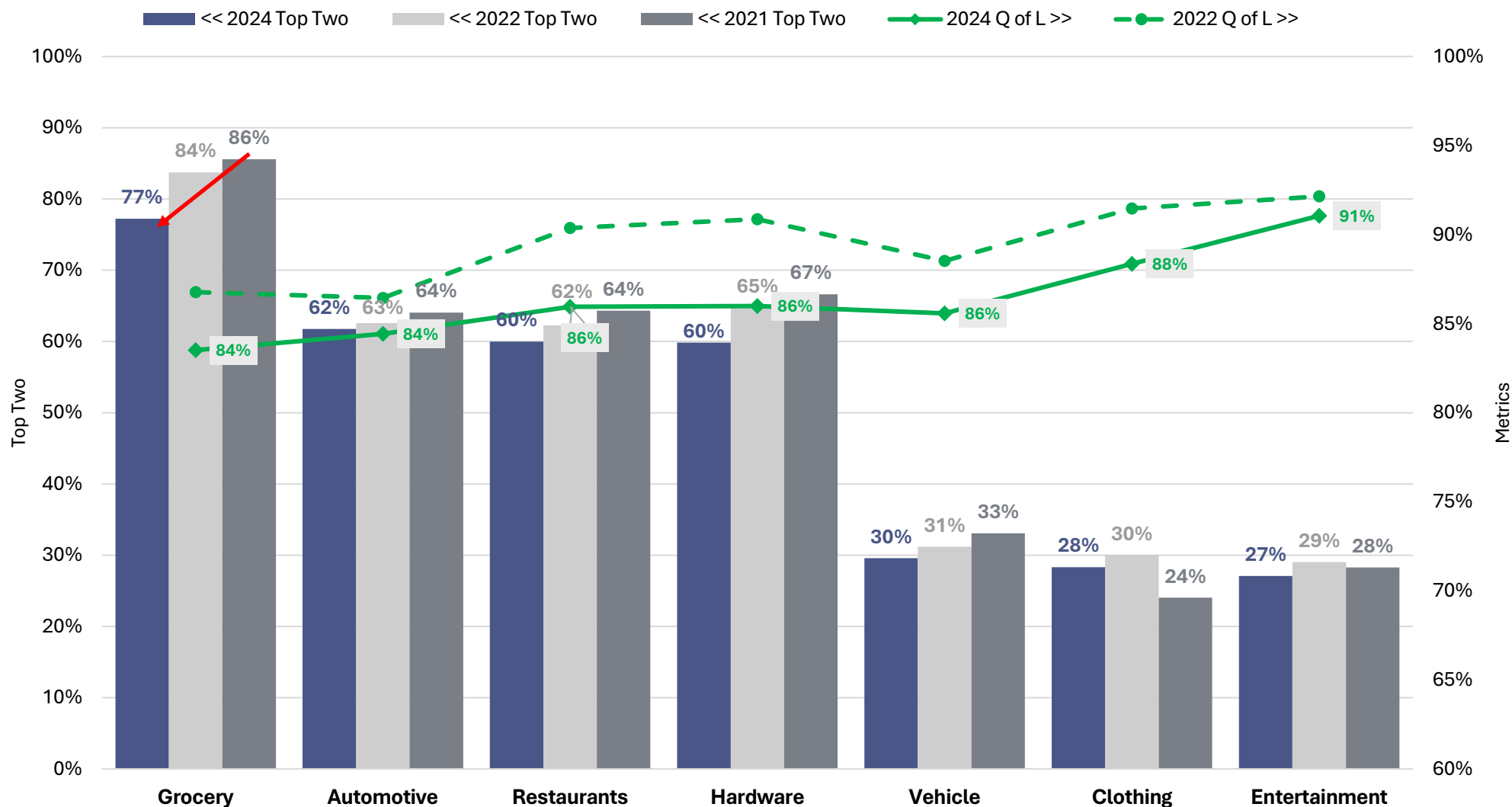
Legend:
- << 2024 Top Two
- << 2022 Top Two
- << 2021 Top Two
- 2024 Q of L >>
- 2022 Q of L >>

Grocery: 77%, 84%, 86% | 2024 Q of L: 84%
Automotive: 62%, 63%, 64% | 2024 Q of L: 84%
Restaurants: 60%, 62%, 64% | 2024 Q of L: 86%
Hardware: 60%, 65%, 67% | 2024 Q of L: 86%
Vehicle: 30%, 31%, 33% | 2024 Q of L: 86%
Clothing: 28%, 30%, 24% | 2024 Q of L: 88%
Entertainment: 27%, 29%, 28% | 2024 Q of L: 91%

Section 6:	Behaviours

Q18:	Is there any specific type of business or commercial service not currently available in Strathmore that you would like to see become available? If so, please describe it below.

Theme: Localization Opportunities

N = 596   **Key Metric: Restaurant Mentions: 24%**

Description	All Respondents			2022 Incidence	Segmentation / Crosstabulations with other questions		
	Count	Incidence	Rank		Q of L	Tax Value	Tax Aware
Restaurant Mentions	143	24%	1	21%	73%	36%	28%
Costco / Big Box Mentions	138	23%	2	21%	78%	37%	20%
Clothing / Apparel Mentions	124	21%	3	27%	77%	37%	28%
Grocery / Food Mentions	107	18%	4	2%	76%	42%	26%
Cinema / Theatre / Performing Arts Mentions	92	16%	5	5%	65%	36%	31%
Bowling Mentions	53	9%	6	10%	70%	25%	23%
Medical Mentions	35	6%	7	6%	83%	33%	21%
Bank / Professional Services Mentions	34	6%	8	1%	88%	44%	15%
Business / Industry Mentions	22	4%	9	7%	68%	40%	43%
Footwear / Shoe Store Mentions	22	4%	10	5%	73%	45%	32%
General / Other Retail Mentions	22	4%	11	6%	68%	24%	55%
Youth / Children Mentions	22	4%	12	8%	68%	29%	23%
Public Transit Mentions	18	3%	13	2%	78%	44%	19%
Book Store Mentions	13	2%	14	4%	69%	31%	17%
Sports Store Mentions	11	2%	15	2%	73%	27%	36%
Fitness / Recreation / Gym Mentions	10	2%	16	8%	60%	40%	30%
Hardware / Tool Mentions	10	2%	17	2%	70%	50%	30%
Furniture Mentions	9	2%	18	2%	67%	13%	13%
School / Educational Institution Mentions	8	1%	19	1%	88%	63%	13%
Appliance Mentions	7	1%	20	1%	57%	33%	0%
Car / Automotive Mentions	6	1%	21	3%	100%	50%	17%
Senior's Services Mentions	6	1%	22	0%	83%	60%	40%
Mall Mentions	5	1%	23	1%	40%	20%	0%
Other	4	1%	24	0%	100%	75%	50%
Repair Mentions	3	1%	25	1%	67%	67%	0%
Trades Mentions	2	0%	26	1%	100%	100%	0%
Net	**589**				**79%**	**42%**	**25%**
Hardware / Tool Mentions	10	2%			70%	50%	30%
No response / Skipped Question	895	60%					
Total Respondents	**1,491**						

Section 6:	Behaviours
Q18:	Is there any specific type of business or commercial service not currently available in Strathmore that you would like to see become available? If so, please describe it below.

By High Quality of Life

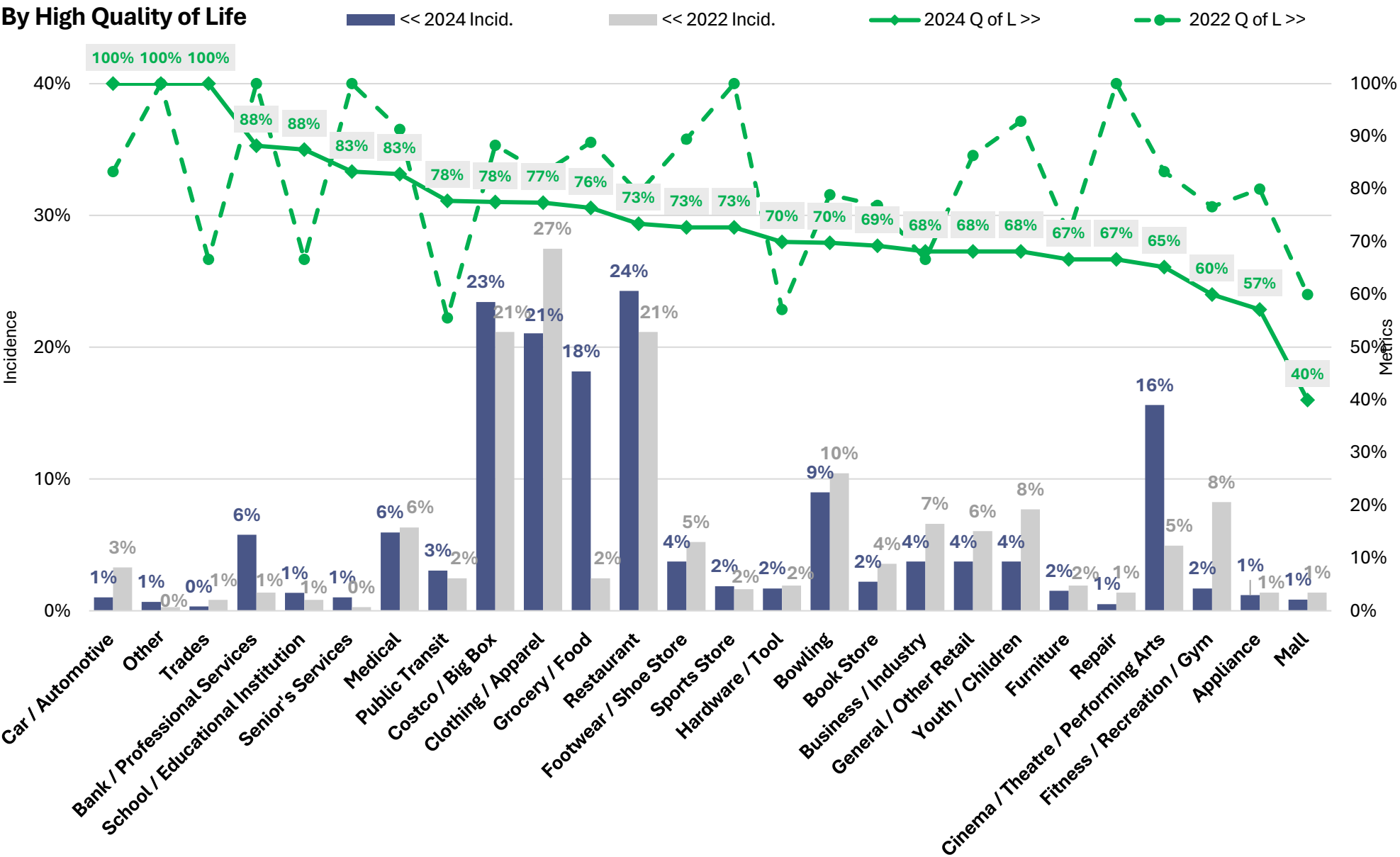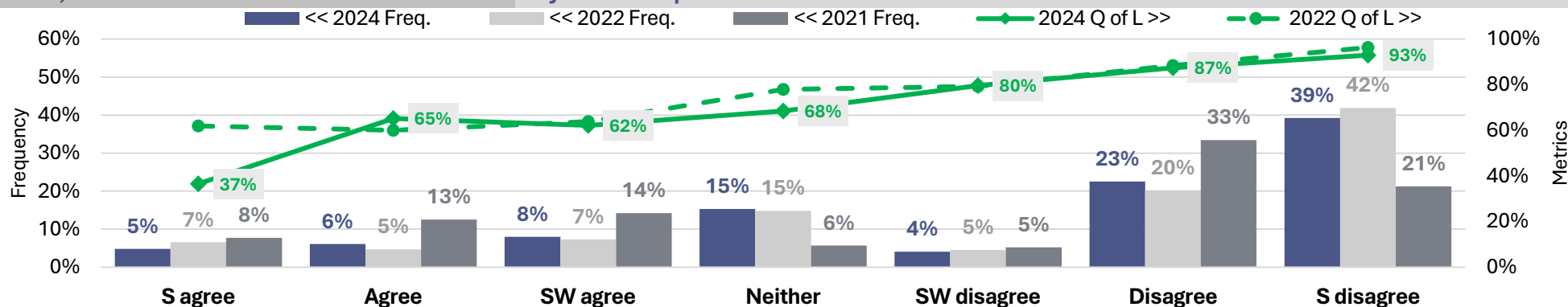Legend: << 2024 Incid. | << 2022 Incid. | 2024 Q of L >> | 2022 Q of L >>

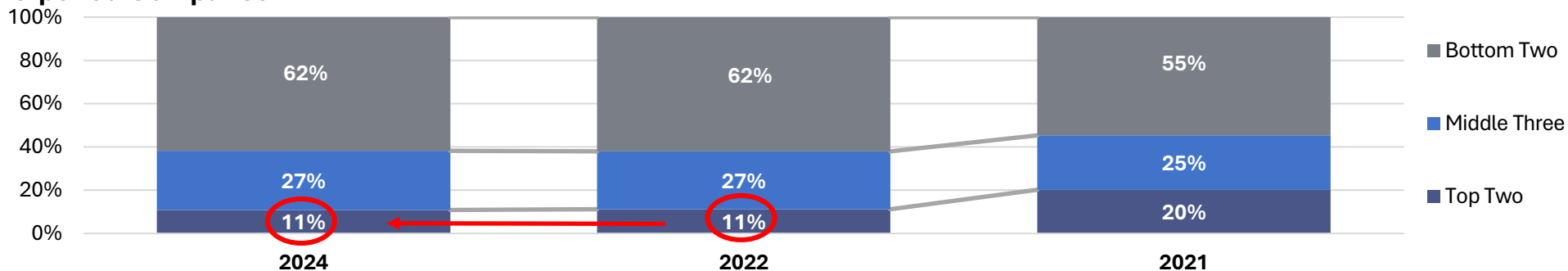| Section 6:	Behaviours
Q19:	Please indicate how strongly you agree or disagree with the following statement: I plan on moving from Strathmore within the next five years.

Theme: Succession

N = 1,209　　　　　　　　　　**Key Metric: Top Two: 11%**

Legend: << 2024 Freq. | << 2022 Freq. | << 2021 Freq. | 2024 Q of L >> | 2022 Q of L >>

	S agree	Agree	SW agree	Neither	SW disagree	Disagree	S disagree
2024 Freq.	5%	6%	8%	15%	4%	23%	39%
2022 Freq.	7%	5%	7%	15%	5%	20%	42%
2021 Freq.	8%	13%	14%	6%	5%	33%	21%
2024 Q of L	37%	65%	62%	68%	80%	87%	93%

Interperiod Comparison

	2024	2022	2021
Bottom Two	62%	62%	55%
Middle Three	27%	27%	25%
Top Two	11%	11%	20%

Interperiod Changes, 2024 v 2022

Δ from 2022

S agree	Agree	SW agree	Neither	SW disagree	Disagree	S disagree
-2%	1%	1%	0%	0%	2%	-3%

Top Two by Generation

Gen Z	Millennials	Gen X	Boomers
16%	15%	13%	6%
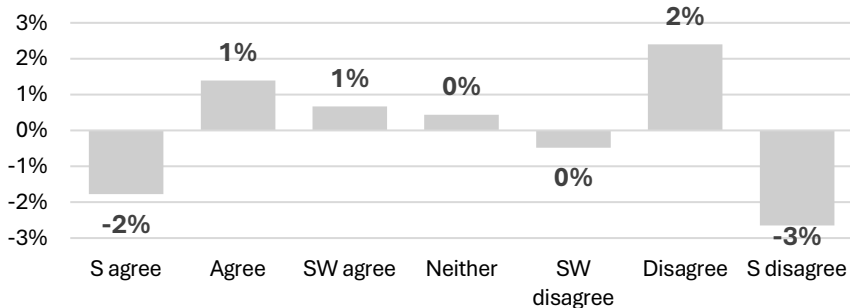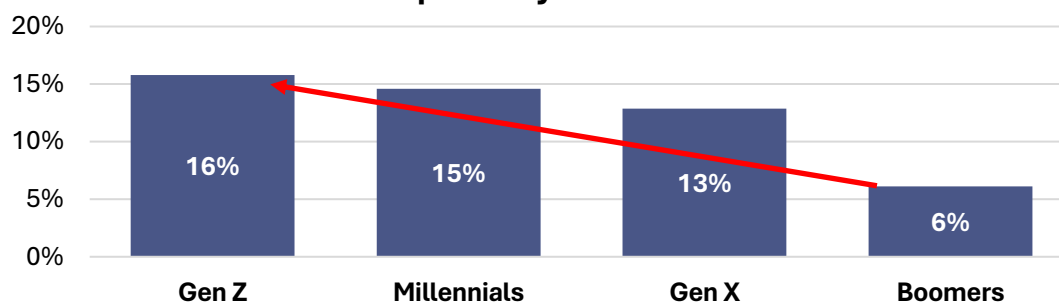
Section 7: Family & Community Support Services

Q20: If your pay cheque (i.e., payment of salary or wages) was delayed for a week, how difficult would it be to meet your current financial obligations?

Theme: Financial Precariousness One

N = 1,208   Key Metric: Top Two: 27%
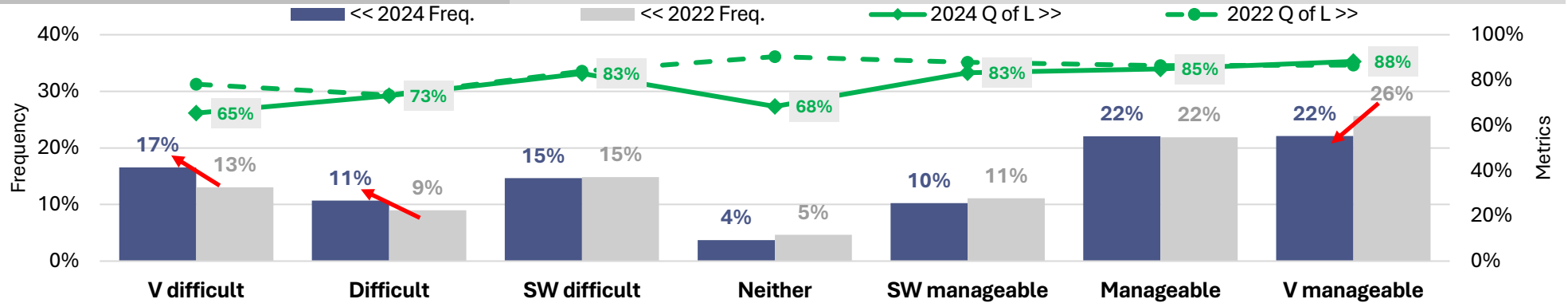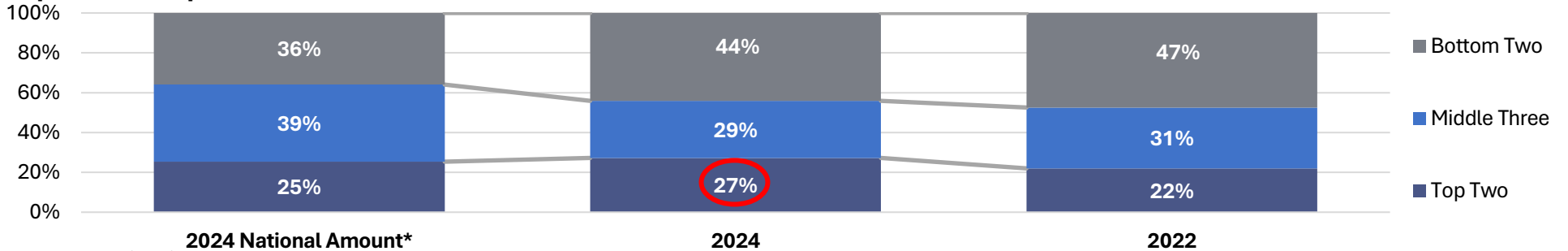

Legend: << 2024 Freq. | << 2022 Freq. | 2024 Q of L >> | 2022 Q of L >>

Category	2024 Freq.	2022 Freq.	2024 Q of L	2022 Q of L
V difficult	17%	13%		65%
Difficult	11%	9%		73%
SW difficult	15%	15%	83%	
Neither	4%	5%	68%	
SW manageable	10%	11%	83%	
Manageable	22%	22%		85%
V manageable	22%	26%		88%

Interperiod Comparison

	2024 National Amount*	2024	2022
Bottom Two	36%	44%	47%
Middle Three	39%	29%	31%
Top Two	25%	27%	22%

*2024 Internal Confidential Data

Interperiod Changes, 2024 v 2022

Δ from 2022

V difficult	Difficult	SW difficult	Neither	SW manageable	Manageable	V manageable
4%	2%	0%	-1%	-1%	0%	-3%

*Not asked prior to 2022

Top Two by Generation

Gen Z	Millennials	Gen X	Boomers
41%	35%	32%	18%
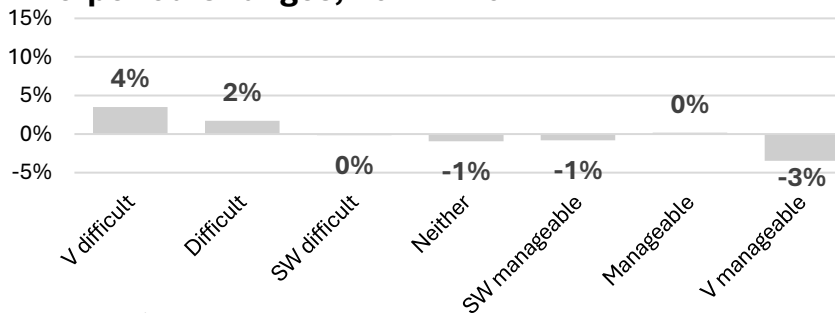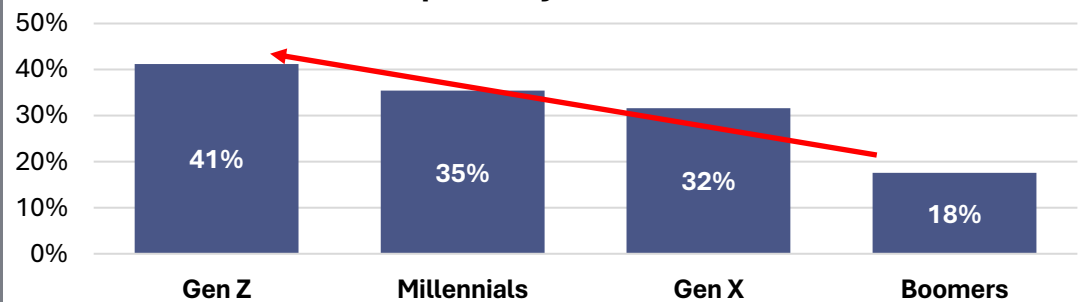
Section 7: Family & Community Support Services

Q21: How likely are you to come up with $5,000 if an emergency arose within the next month?

Theme: Financial Precariousness Two

N = 1,208 **Key Metric: Top Two: 52%**

Legend: << 2024 Freq. | << 2022 Freq. | 2024 Q of L >> | 2022 Q of L >>

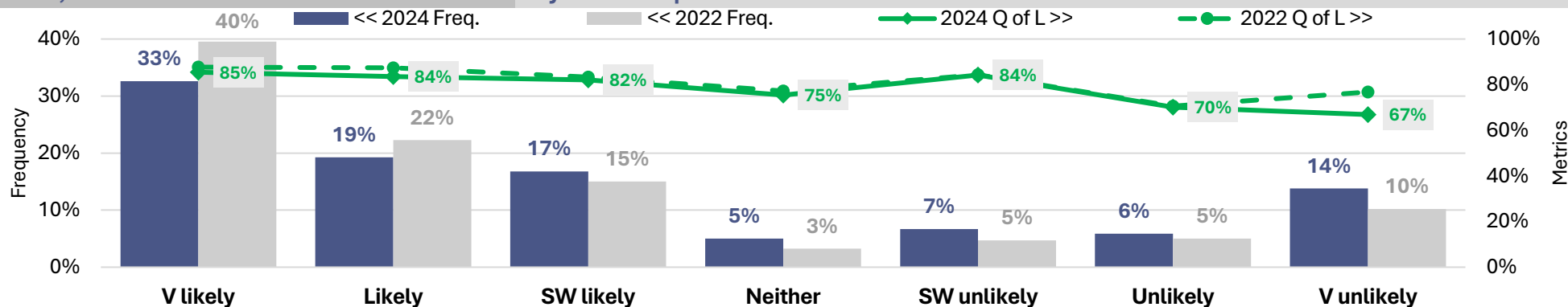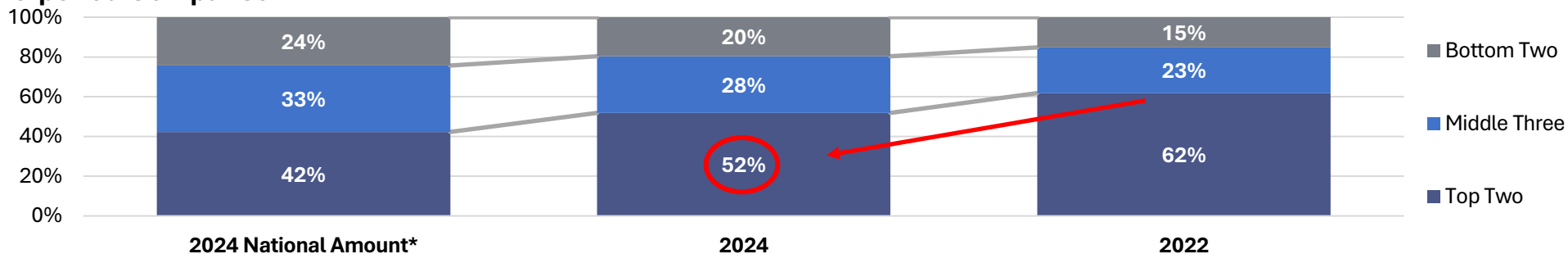|	V likely	Likely	SW likely	Neither	SW unlikely	Unlikely	V unlikely
2024 Freq.	33%	19%	17%	5%	7%	6%	14%
2022 Freq.	40%	22%	15%	3%	5%	5%	10%
2024 Q of L	85%	84%	82%	75%	84%	70%	67%

Interperiod Comparison

	Bottom Two	Middle Three	Top Two
2024 National Amount*	24%	33%	42%
2024	20%	28%	52%
2022	15%	23%	62%

*2024 Internal Confidential Data

Interperiod Changes, 2024 v 2022

Δ from 2022

V likely	Likely	SW likely	Neither	SW unlikely	Unlikely	V unlikely
-7%	-3%	2%	2%	2%	1%	4%

*Not asked prior to 2022

Top Two by Generation

Gen Z	Millennials	Gen X	Boomers
18%	39%	46%	64%
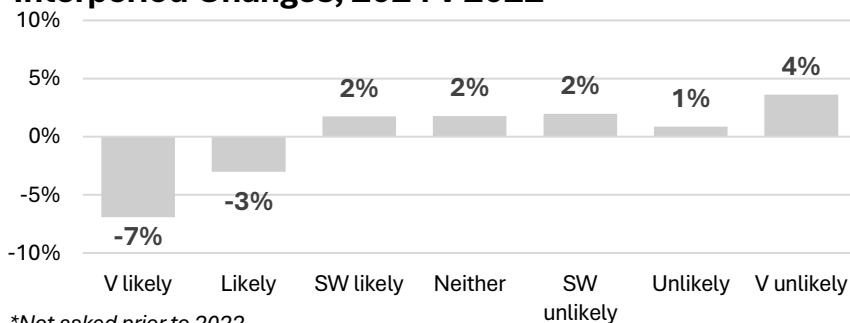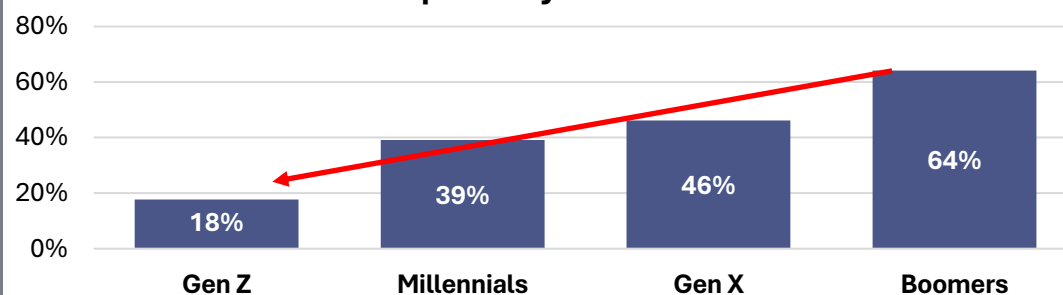
**Dollar amount increased from $2,000 in 2022, interperiods should be done with caution

Section 7:	Family & Community Support Services

Q22:	When it comes to the economy and your finances, please indicate how concerned you are about each of the following issues:

Theme: Economic Concerns

N = 1,207   **Key Metric: Inflation/cost of living Top Two: 85%**

Description	All Respondents				Segmentation / Crosstabulations with other questions		
	Mean	Median	Score	Top Two	Q of L	Tax Value	Tax Aware
Inflation/cost of living	1.74	1	88%	85%	78%	41%	24%
Higher cost of housing/rent	2.50	2	75%	70%	78%	38%	24%
Higher interest/mortgage rates	2.72	2	71%	70%	77%	38%	25%
Value of the Canadian dollar	2.56	2	74%	60%	79%	40%	24%
Recession	2.58	2	74%	58%	78%	42%	25%
Value of investments	3.19	3	64%	51%	78%	42%	26%
A decline in the value of my house	3.06	3	66%	49%	79%	39%	24%
Retirement	3.55	3	58%	48%	76%	38%	23%
International trade relations/tariffs	3.56	3	57%	43%	80%	43%	28%
Loss of my job/job security	4.59	4	40%	34%	73%	36%	23%
My debt load	4.18	4	47%	33%	75%	36%	23%
No response / Skipped Question	284						
Total Respondents	**1,491**				**79%**	**42%**	**25%**

Section 7: Family & Community Support Services

Q22: When it comes to the economy and your finances, please indicate how concerned you are about each of the following issues:

By Rank

Legend: ■ << 2024 Top Two ☐ << 2022 Top Two —◆— 2024 Q of L >> --●-- 2022 Q of L >>

Category	2024 Top Two	2022 Top Two	2024 Q of L	2022 Q of L
Inflation/cost of living	85%	84%	78%	83%
Higher cost of housing/rent	70%	59%	78%	83%
Higher interest/mortgage rates	70%	61%	77%	82%
Value of the Canadian dollar	60%	54%	79%	84%
Recession	58%	61%	78%	82%
Value of investments	51%	55%	78%	87%
A decline in the value of my house	49%	56%	79%	82%
Retirement	48%	47%	76%	80%
International trade relations/tariffs	43%	42%	80%	85%
Loss of my job/job security	34%	29%	73%	81%
My debt load	33%	31%	75%	82%

Not asked prior to 2022

Section 7:	Family & Community Support Services

Q23:	**Please indicate how concerned you are about the following issues in your community:**

Theme: Community Concerns

N = 1,200   **Key Metric: Food Top Two: 44%**

Description	All Respondents				Segmentation / Crosstabulations with other questions		
	Mean	Median	Score	Top Two	Q of L	Tax Value	Tax Aware
Education & Learning. (i.e., schooling, work experience, continuing education)	3.72	3	55%	42%	78%	42%	27%
Information & Technology. (i.e., how easy it is to access the Internet or the information you need.)	3.88	4	52%	28%	85%	47%	25%
Transportation. (i.e., access to transit, a car, share-rides.)	4.00	4	50%	29%	78%	43%	28%
Food. (i.e., access to healthy meals, how consistently you can access good/affordable food.)	3.23	3	63%	44%	76%	40%	22%
Legal situation. (i.e., involvement with crime, interactions with the justice system)	4.29	4	45%	27%	74%	36%	27%
Family & community. (i.e. community, being understood, feeling like you belong.)	3.98	4	50%	26%	74%	40%	24%
Spirituality & culture. (i.e., connection to your cultural identity, faith community)	4.72	4	38%	20%	78%	42%	27%
Relationship to nature & the environment. (i.e., access to parks and greenspaces, pollution.)	3.77	4	54%	30%	80%	46%	23%
Happiness & creativity. (i.e., life purpose, the pursuit of creative outlets & self-expression -- art, music, writing, design.)	4.12	4	48%	26%	80%	46%	22%
No response / Skipped Question	291						
Total Respondents	**1,491**				**79%**	**42%**	**25%**

Section 7: Family & Community Support Services

**Q23:** Please indicate how concerned you are about the following issues in your community:

By Rank

Legend: ■ << 2024 Top Two ■ << 2022 Top Two ◆ 2024 Q of L >> ● 2022 Q of L >>

Category	2024 Top Two	2022 Top Two	2024 Q of L	2022 Q of L
Food	44%	31%	76%	—
Education & Learning	42%	39%	78%	—
Relationship to nature & the environment	30%	30%	80%	—
Transportation	29%	21%	78%	—
Information & Technology	28%	28%	85%	—
Legal situation	27%	20%	74%	—
Family & community	26%	21%	74%	—
Happiness & creativity	26%	25%	80%	—
Spirituality & culture	20%	14%	78%	—

*Not asked prior to 2022

Section 7:	Family & Community Support Services

Q24:	Where do you go for help when you're struggling and need support? Please check all that apply.

Theme: Support Services

N = 1,199   Key Metric: Family: 87%

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Incidence	Rank	Q of L	Tax Value	Tax Aware
Friends/Family	901	87%	1	81%	45%	23%
Family Doctor	454	44%	2	83%	47%	27%
Internet Search	316	31%	3	85%	48%	23%
Faith community (church, mosque, synagogue)	194	19%	4	85%	50%	27%
Employer/Co-worker	145	14%	5	84%	41%	21%
Support Organization	123	12%	6	80%	48%	22%
Other	58	6%	7	74%	36%	29%
Phone service (hotline, phonebook, 211)	39	4%	8	85%	49%	21%
HelpSeeker website/app	32	3%	9	88%	53%	22%
School/Teacher	14	1%	10	86%	54%	29%
Net	**1,036**			**79%**	**42%**	**25%**
I don't know / Not applicable	163	14%		73%	29%	30%
No response / Skipped Question	292	20%				
Total Respondents	**1,491**					
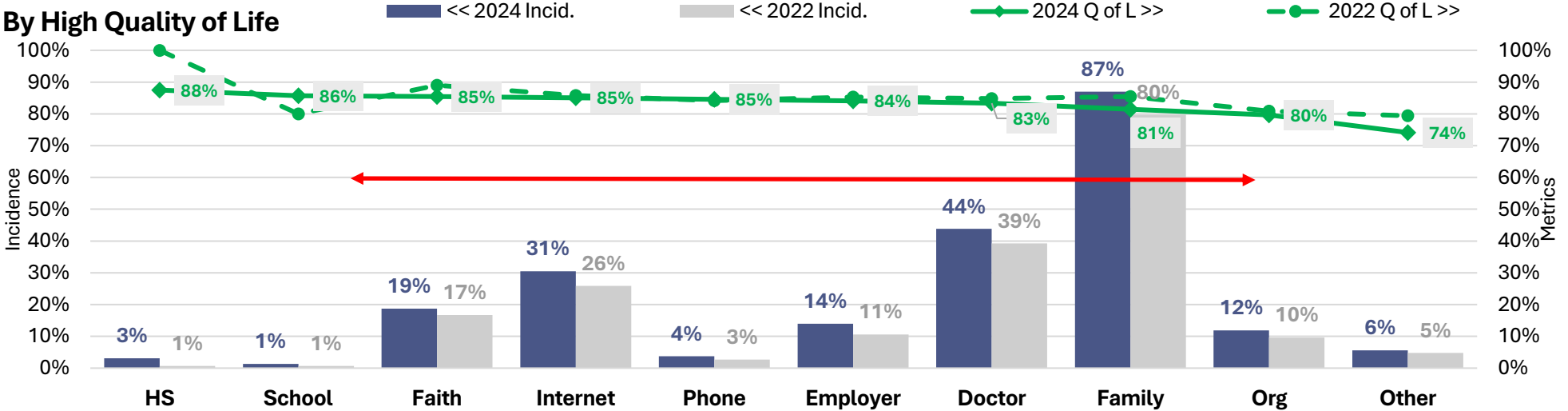
By High Quality of Life

Not asked prior to 2022

Section 7:	Family & Community Support Services

Q25: Where do you go to find out about community initiatives? Please check all that apply.

Theme: Community Initiatives

N = 1,198   **Key Metric: Social Media: 64%**

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Incidence	Rank	Q of L	Tax Value	Tax Aware
Social Media	706	64%	1	81%	43%	25%
Town of Strathmore Website	566	51%	2	88%	56%	27%
Friends/Family	536	48%	3	85%	47%	23%
Internet Search	418	38%	4	83%	44%	26%
The Media	157	14%	5	85%	51%	29%
Faith community (church, mosque, synagogue, etc.)	96	9%	6	84%	43%	28%
I do not look into Town of Strathmore's initiatives	78	7%	7	68%	31%	21%
Other	46	4%	8	70%	42%	32%
Support Organization	36	3%	9	81%	56%	21%
Get Involved Website	33	3%	10	85%	48%	34%
Phone service (hotline, phonebook, 211, etc.)	12	1%	11	92%	17%	18%
Net	**1,111**			**79%**	**42%**	**25%**
I don't know / Not applicable	87	7%		61%	28%	27%
No response / Skipped Question	293	20%				
Total Respondents	**1,491**					

Section 7: Family & Community Support Services

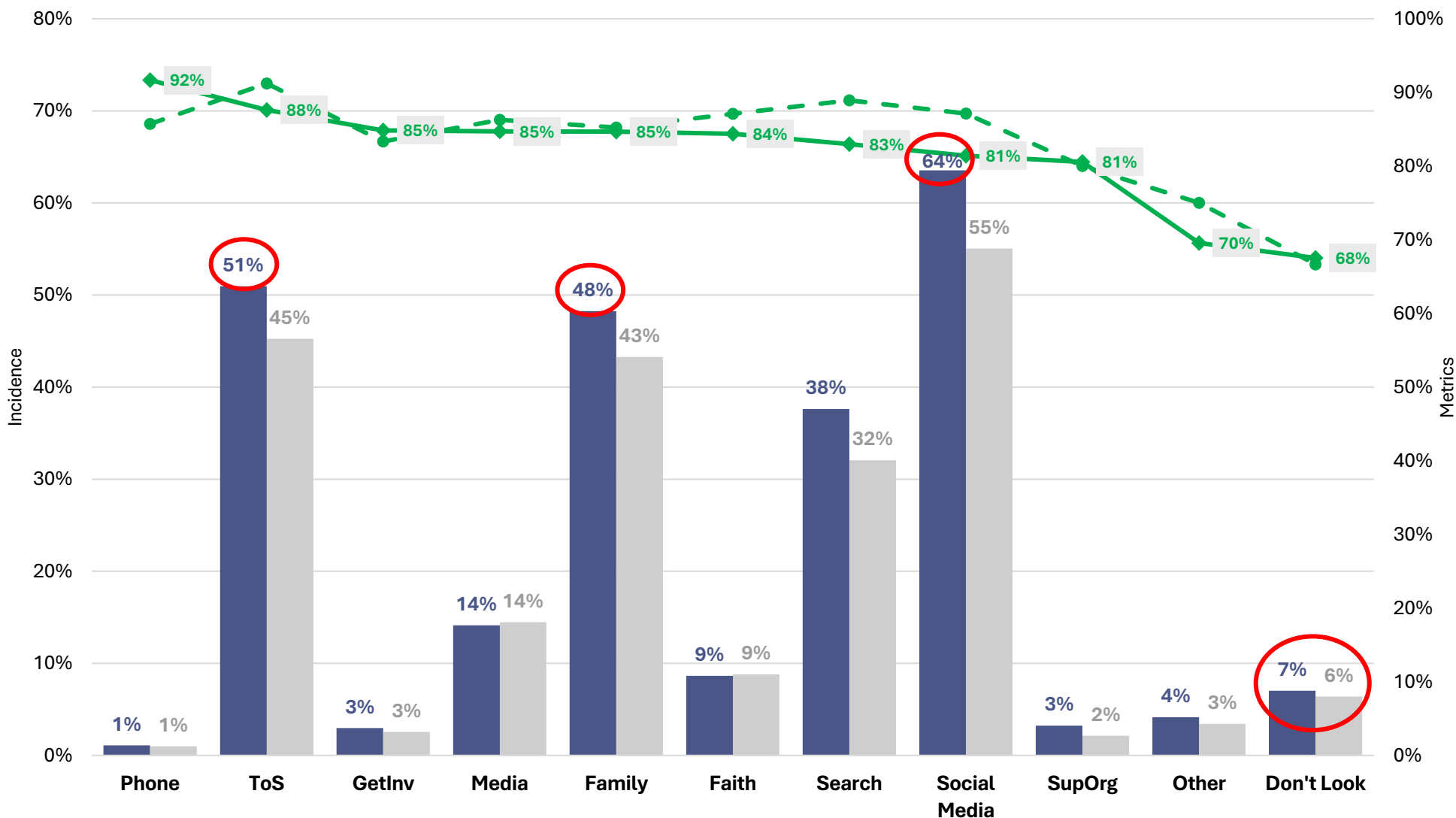**Q25:** Where do you go to find out about community initiatives? Please check all that apply.

By High Quality of Life

Legend: << 2024 Incid. | << 2022 Incid. | 2024 Q of L >> | 2022 Q of L >>

2024 Q of L values: 92%, 88%, 85%, 85%, 85%, 84%, 83%, 81%, 81%, 70%, 68%

Incidence data (2024 / 2022):
- Phone: 1% / 1%
- ToS: 51% / 45%
- GetInv: 3% / 3%
- Media: 14% / 14%
- Family: 48% / 43%
- Faith: 9% / 9%
- Search: 38% / 32%
- Social Media: 64% / 55%
- SupOrg: 3% / 2%
- Other: 4% / 3%
- Don't Look: 7% / 6%

Not asked prior to 2022

Section 7:	Family & Community Support Services

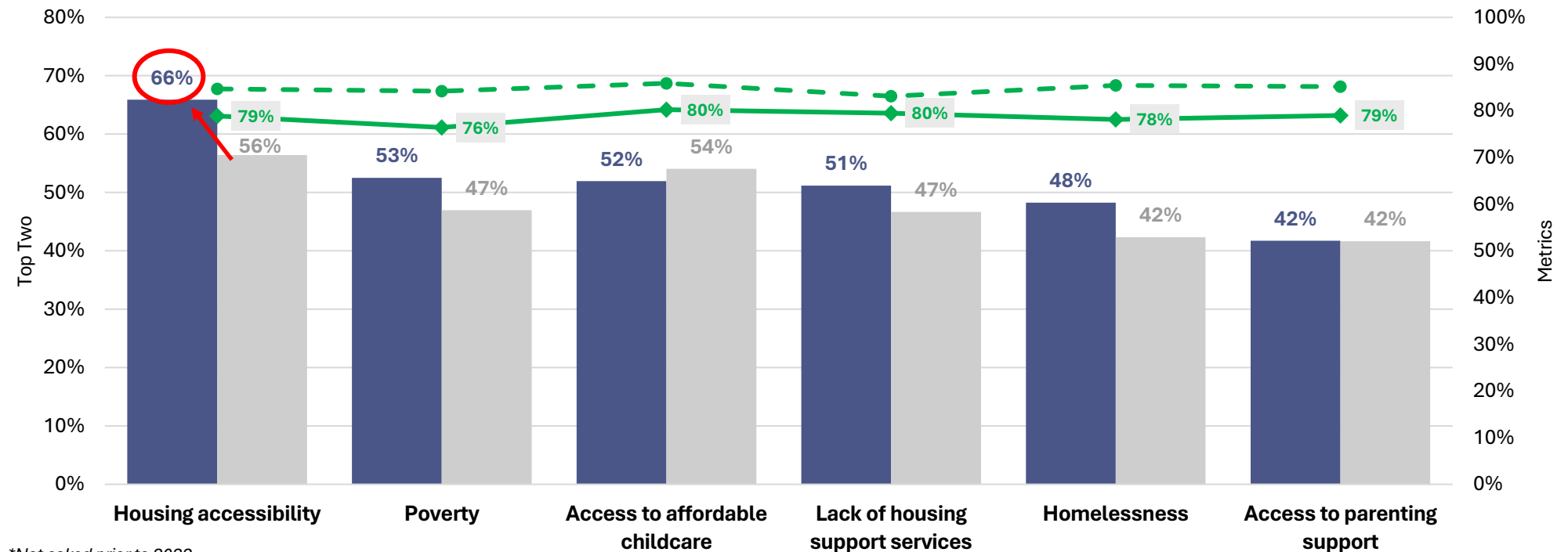| Q26:	Please indicate how significant or insignificant of an impact each of the following issues has on the quality of life for Strathmore residents.

Theme: Economic Barriers

N = 1,193 | **Key Metric: Housing accessibility Top Two: 66%**

Description	All Respondents				Segmentation / Crosstabulations with other questions		
	Mean	Median	Score	Top Two	Q of L	Tax Value	Tax Aware
Housing accessibility	2.71	2	71%	66%	79%	45%	25%
Poverty	3.11	3	65%	53%	76%	42%	24%
Access to affordable childcare	4.44	4	43%	52%	80%	45%	25%
Lack of housing support services	3.77	3	54%	51%	80%	44%	25%
Homelessness	3.43	3	59%	48%	78%	44%	26%
Access to parenting support	4.80	4	37%	42%	79%	44%	23%
No response / Skipped Question	298						
Total Respondents	**1,491**				**79%**	**42%**	**25%**

By Rank
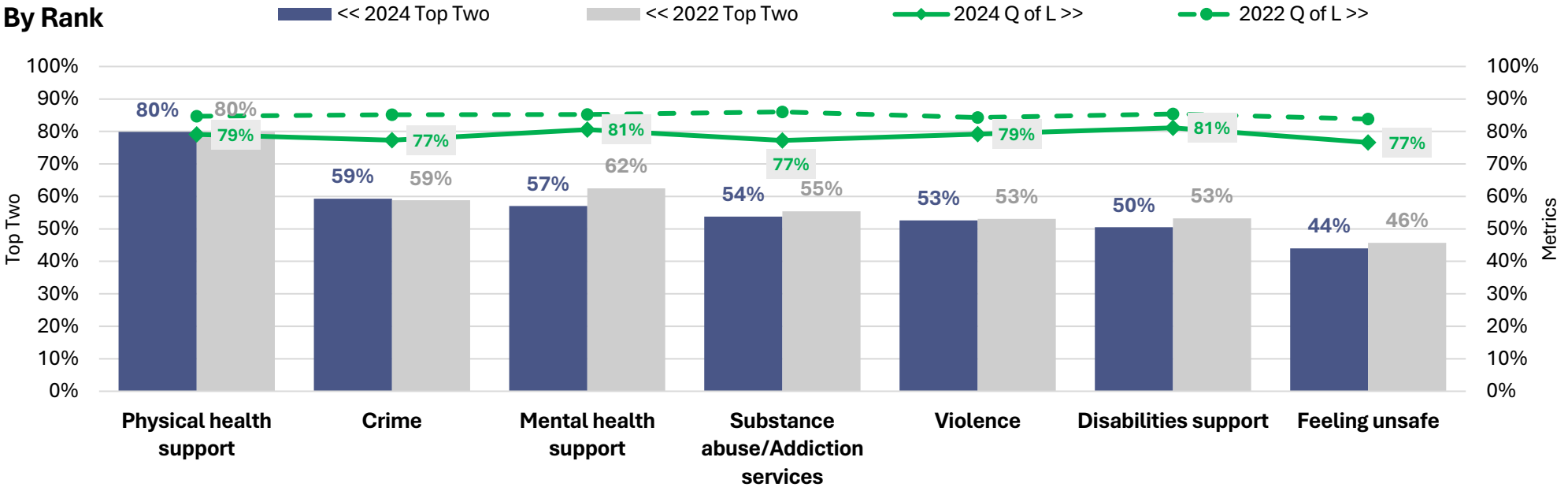

Not asked prior to 2022

Section 7:	Family & Community Support Services

Q27:	Please indicate how significant or insignificant of an impact each of the following issues has on the quality of life for Strathmore residents.

Theme: Community Health Barriers

N = 1,189   **Key Metric: Physical health support Top Two: 80%**

Description	All Respondents				Segmentation / Crosstabulations with other questions		
	Mean	Median	Score	Top Two	Q of L	Tax Value	Tax Aware
Physical health support (primary care physician, specialist support)	2.21	2	80%	80%	79%	42%	25%
Crime	3.01	2	67%	59%	77%	43%	25%
Mental health support (information, advice, counselling)	3.48	3	59%	57%	81%	45%	24%
Substance abuse/Addiction services	3.67	3	55%	54%	77%	43%	25%
Violence	3.54	3	58%	53%	79%	45%	24
Disabilities support	3.84	3	53%	50%	81%	44%	25%
Feeling unsafe	3.47	3	59%	44%	77%	41%	25%
No response / Skipped Question	302						
Total Respondents	**1,491**				**79%**	**42%**	**25%**

By Rank

Not asked prior to 2022

| Section 7:	Family & Community Support Services
Q28:	Please indicate how significant or insignificant of an impact each of the following issues has on the quality of life for Strathmore residents.

Theme: Community Health Barriers

N = 1,182 **Key Metric: Information about support services Top Two: 38%**

Description	All Respondents				Segmentation / Crosstabulations with other questions		
	Mean	Median	Score	Top Two	Q of L	Tax Value	Tax Aware
Information about support services	3.91	3	52%	38%	78%	42%	23%
Discrimination/racism	4.25	4	46%	36%	81%	47%	24%
Barriers to public engagement to address social issues	4.53	4	41%	32%	76%	42%	25%
Barriers to access opportunities for social and civic connection (community events, public engagement, parks/rec centres/libraries, etc.)	4.36	4	44%	31%	82%	47%	23%
No response / Skipped Question	309						
Total Respondents	**1,491**				**79%**	**42%**	**25%**

By Rank

Legend: << 2024 Top Two | << 2022 Top Two | 2024 Q of L >> | 2022 Q of L >>
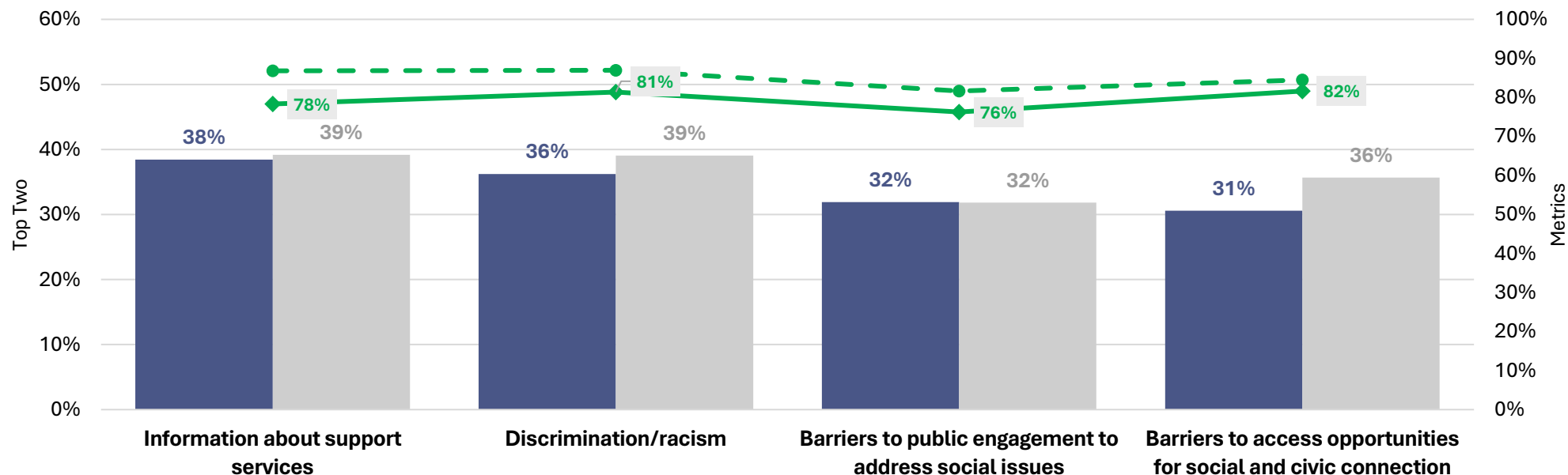
Not asked prior to 2022

Section 9:	Wrap-up

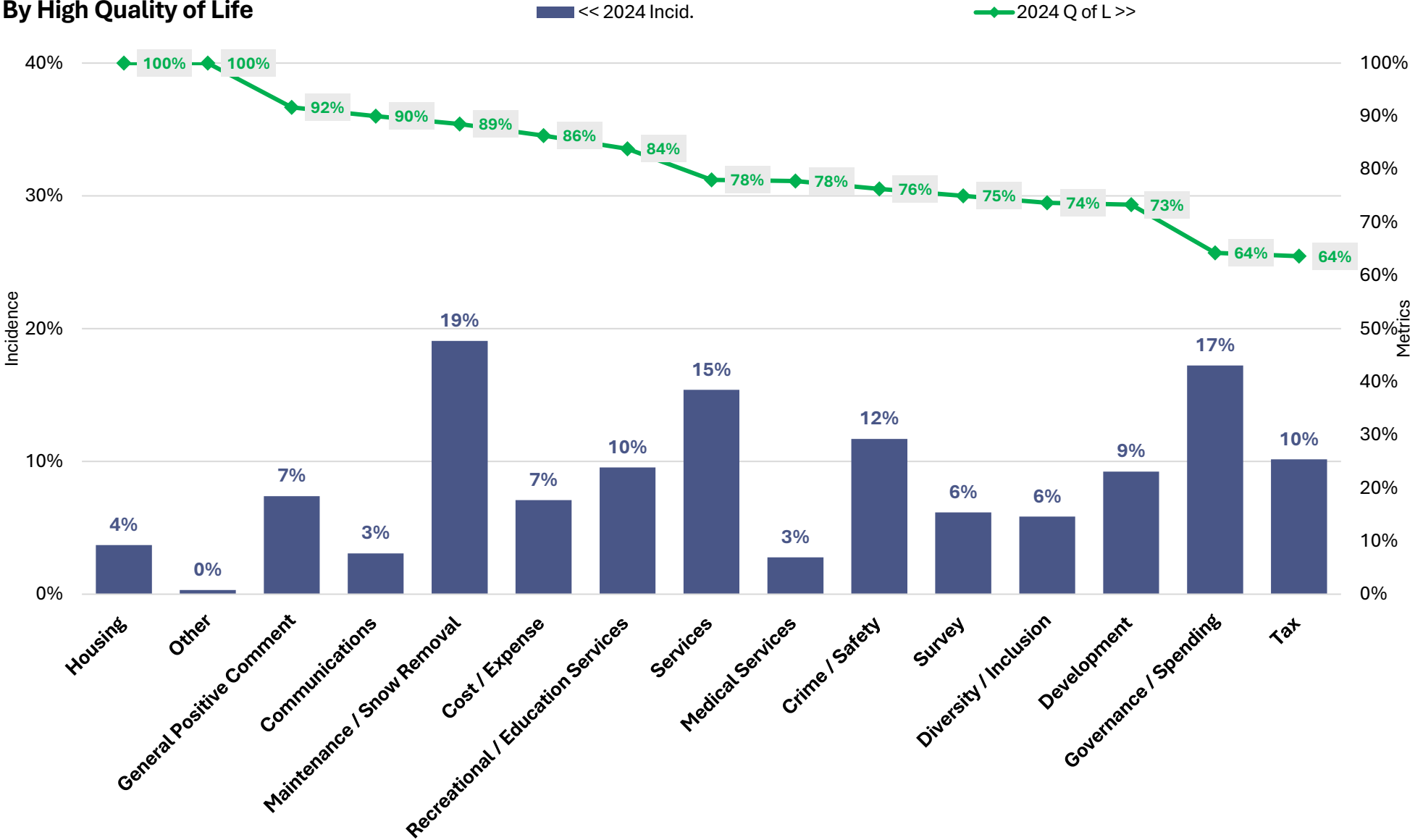| Q39:	Is there anything else you would like to communicate to the Town of Strathmore that was not covered in the survey? If so, please describe it below.

Theme: Survey Conclusion

N = 327   **Key Metric: Maintenance / Snow Removal Mentions: 19%**

Description	All Respondents			Segmentation / Crosstabulations with other questions		
	Count	Incidence	Rank	Q of L	Tax Value	Tax Aware
Maintenance / Snow Removal Mentions	62	19%	1	89%	42%	15%
Governance / Spending Mentions	56	17%	2	64%	25%	65%
Services Mentions	50	15%	3	78%	41%	35%
Crime / Safety Mentions	38	12%	4	76%	31%	24%
Tax Mentions	33	10%	5	64%	15%	48%
Recreational / Education Services Mentions	31	10%	6	84%	42%	32%
Development Mentions	30	9%	7	73%	24%	34%
General Positive Comment	24	7%	8	92%	78%	25%
Cost / Expense Mentions	23	7%	9	86%	30%	26%
Survey Mentions	20	6%	10	75%	37%	39%
Diversity / Inclusion	19	6%	11	74%	50%	6%
Housing Mentions	12	4%	12	100%	42%	50%
Communications Mentions	10	3%	13	90%	30%	10%
Medical Services Mentions	9	3%	14	78%	50%	25%
Other	1	0%	15	100%	100%	0%
Net	**325**			**79%**	**42%**	**25%**
No Comment / Not Applicable	2	1%		50%	0%	50%
No response / Skipped Question	1,164	78%				
Total Respondents	**1,491**					

Section 9:	Wrap-up
Q39:	Is there anything else you would like to communicate to the Town of Strathmore that was not covered in the survey? If so, please describe it below.

By High Quality of Life

<< 2024 Incid.   2024 Q of L >>

Framework