

CITY OF ST. ALBERT

2008 Community Satisfaction Survey

Final Report

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Banister

Research & Consulting Inc.

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SUMMARY OF FINDINGS

In support of its values of open dialogue and collaborative relationships, the City of St. Albert is committed to conducting an annual citizen survey, to ensure that satisfaction with various aspects of living in the community are maintained or increased. Overall, results of the 2008 survey showed that satisfaction levels for all measures were generally high, including the overall quality of life and the service provided by City employees. The results also showed some increases in many areas, bringing numbers closer to those reported in 2006. These include results on a number of services, programs, community safety, and that Council is planning for the future of the community.

Specific findings include:

Quality of Life

- Ninety-four percent (94%) of respondents rated the overall quality of life in St. Albert as positive. More specifically, respondents rated the quality of life excellent (24%), very good (45%) or good (25%).
- Respondents indicated the most significant factor contributing to a high quality of life in St. Albert was parkland, green spaces, or the river trail system (41%).
- The factor most frequently indicated as contributing to a low quality of life in St. Albert was high taxes, or tax increases (48%).
- More than three-quarters (77%) of respondents agreed the City of St. Albert is committed to preserving the environment.

Overall Satisfaction with City Services, Facilities and Programs

- The majority of respondents (81%) indicated they were satisfied overall with the services provided by the City of St. Albert.
- Satisfaction levels were highest for the parks and trail system (93%), emergency medical and fire services (89%), and RCMP Police services (85%).

Satisfaction with St. Albert Operated Facilities

- Satisfaction levels with facilities were generally high, including the St. Albert Public Library (89%), cultural facilities (87%), the Fountain Park Recreation Centre (86%) and the Woodlands Water Play Park (80%).
- While satisfaction levels for other St. Albert operated facilities, including heritage sites (75%), outdoor rinks (68%), the Grosvenor Outdoor Pool (67%) and the Campbell or Kinex Arena (65%) were comparatively lower, overall satisfaction levels increased or remained comparable to 2007 results.
- Satisfaction with Servus Credit Union Place decreased in 2008 (40% from 64% in 2007), greatly due to the financial difficulties with the facility.

Satisfaction with St. Albert Programs

- Respondents were generally satisfied (81%) with St. Albert cultural programs, 41% being very satisfied and 40% being somewhat satisfied.
- The majority (81%) of respondents were satisfied with recreational programs and activities in St. Albert.
- Satisfaction with family and community support services was comparably lower (65%), with 33% of respondents neither satisfied nor dissatisfied.

Overall Importance and Service Improvements

- Areas identified as key strengths of St. Albert included:
 - Parks and trail system;
 - Garbage collection services;
 - RCMP Police Services;
 - Emergency medical and fire services;
 - Sewer services; and
 - St. Albert Public Library.
- Primary areas of improvement included:
 - Recycling and composting depots;
 - St. Albert public transit;
 - Summer road maintenance; and
 - Family and community support services.
- Respondents indicated that not increasing taxes or raising taxes for Servus Centre (13%) and better recycling options (9%) would do most to better meet their needs.

Servus Credit Union Place

- About one-quarter (24%) of respondents used Servus Credit Union Place once per week or more, and 15% used it one to three times per month.
- Overall, sixty-two percent (62%) have used or visited Servus Credit Union Place, which is in line with results from the previous year.

Recycling Program

- Three-quarters (75%) of respondents indicated they would be in favour of a city-wide curb-side recycling or blue bag program, however, only 37% indicated they would be willing to pay extra, such as a tax increase, for this service.

Contact with City of St. Albert Employees

- Nearly sixty percent (59%) of respondents had been in contact with a City employee over the past year.
- City employees were contacted in person (49%), by phone (44%), via email (5%) and by mail or fax (2%).
- Respondents that contacted City employees were generally satisfied with the service they received (82%), 61% being very satisfied and 21% being somewhat satisfied.

Perceptions of Safety in St. Albert

- Most respondents (91%) agreed St. Albert is a safe place to live, 46% strongly agreeing and 45% somewhat agreeing.
- Issues identified as the greatest safety concerns included drugs in the community (39%), youth vandalism (36%), and theft or burglary (22%).

Views Towards Property Taxes

- Nearly all respondents (95%) owned their home in St. Albert versus renting (5%).
- Of these homeowners (n=757), about forty percent (41%) believed they received good or very good value for their tax dollar. Forty percent (40%) believed they received fair value, and 18% believed they received poor value for their tax dollar.
- Reasons for believing the tax dollar represents very good or good value included good or great services (19%) and good street maintenance (11%).
- Respondents that believed their tax dollar represents fair or poor value indicated taxes were too high or continued to rise (21%), they were dissatisfied with Servus Place (21%) and that taxes were high in comparison to services received (15%) or in relation to other communities (12%).

- The tax strategy supported by the greatest proportion of respondents was an inflationary tax increase to maintain services (59%), followed by a tax decrease (16%).

Municipal Leadership

- Respondents identified funding issues with Servus Place as the most important issues facing St. Albert City Council today (21%).
- About half (51%) of respondents agreed that City Council is planning for the future of the community, with another 24 neither agreeing nor disagreeing with the statement.

City Readership

- The local newspaper respondents most commonly relied on as their source of information and news about the City was the St. Albert Gazette (68%).
- The majority (84%) of respondents indicated they read the Citylights advertising feature at some frequency, 29% always, 38% sometimes, and 17% rarely.

1.0 STUDY BACKGROUND

In support of its values of open dialogue and collaborative relationships, the City of St. Albert is committed to conducting an annual citizen survey. The survey enables the City to listen to the opinions and perceptions of citizens to ensure that satisfaction with various aspects of living in the community are maintained or increased. Banister Research & Consulting Inc. was commissioned to conduct the 2008 community satisfaction survey.

Similar to surveys in the past, the findings from this year's survey provide the City of St. Albert with insight into the perceptions and opinions of residents across a number of issues including:

- ◆ Overall quality of life in the City;
- ◆ Factors contributing to the City's quality of life;
- ◆ Satisfaction with various services, facilities, and programs;
- ◆ Overall importance of City services;
- ◆ Contact and satisfaction with City of St. Albert municipal staff;
- ◆ Safety issues;
- ◆ Value received for tax dollar;
- ◆ Satisfaction with municipal leadership; and
- ◆ Newspaper readership.

This report outlines the results for the 2008 survey of St. Albert residents, and includes a comparison of the 2005 to 2007 survey results to determine, where appropriate, if there have been shifts in the perceptions and opinions of City of St. Albert residents over the past four years.

1.1 SURVEY ENVIRONMENT

At the time of the 2008 surveying process, the City was addressing financial challenges with its new multipurpose leisure centre, Servus Credit Union Place. As well, economic growth through the previous year was having an effect on real estate market values, resulting in much higher than average tax increases for some residents.

Apart from these challenges, the City was beginning its work as a member of the Capital Region Integrated Growth Management Board, was in the process of building a third Fire Station in the Northwest part of the city, was redeveloping Riel Recreation Park, was conducting spring road cleaning and continuing to provide a variety of programs and services to residents.

2.0 METHODOLOGY

The survey instrument utilized in the 2007 survey formed the basis for the instrument utilized in this survey with some modifications made to update the study.

The questionnaire was finalized based upon a pretest of 12 interviews with a random sample of respondents. The pretest assessed interview length and flow patterns and identified any problem questions or difficulties in comprehension or wording as well as areas of respondent resistance. A copy of the final questionnaire is provided in Appendix A.

2.1 Survey Population and Data Collection

Telephone interviews were conducted from April 23 to May 7, 2008. Banister Research completed a total of 800 telephone interviews with St. Albert citizens 18 years of age or older. To ensure the survey sample provided sufficient accuracy within each quadrant of the City, 200 interviews were conducted within the northwest, northeast, southwest and southeast areas of St. Albert. In consultation with the client, City quadrants were established based on the following parameters:

- **North East**, or east of St. Albert Road and north of the Sturgeon River (communities: Erin Ridge, Oakmont, Inglewood);

- **North West**, or west of St. Albert Road and north of the Sturgeon River (communities: Lacombe Park, Mission, Northridge, Deer Ridge);
- **South West**, or south of the Sturgeon River and west of St. Albert Road (communities: Riel, Grandin, Heritage Lakes, Downtown);
- **South East**, or south of the Sturgeon River and east of St. Albert Road (communities: Braeside, Woodlands, Kingswood, Pineview, Campbell, Akinsdale, Forest Lawn, Sturgeon).

City-wide results provide a margin of error no greater than $\pm 3.3\%$ at the 95% confidence level or 19 times out of 20.

The sampling strategy involved randomly dialing phone numbers from the most recent telephone directory for the City of St. Albert. Quotas were established to ensure equal proportions of male and female respondents. To maximize the sample, a maximum of ten call back attempts were made to each listing prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen minutes. Where there was an answering machine, fax or no answer, the call back was scheduled at a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.

The table on the following page presents the results of the final call attempts. Using the call summary standard established by the Professional Marketing Research Society, there was a 21% response rate and a 49% refusal rate. These figures do not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification:	Number of Calls:
Completed Interviews	800
Busy/No answer/Answering machine/Respondents unavailable	2,385
Refusals	823
Fax/Modem/Business	128
Not-In-Service/Wrong number	133
Terminated/Language barrier	27
Disqualified/quota full	42
Total	4,338

2.2 Data Analysis

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g., overall satisfaction with services, contact with City employees, demographics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level. The “Selected Sub-Segment

Findings” portions of the report present selected findings from the cross tabulation analysis.

Identical to previous survey years, for the analysis, weights were assigned to the specific quadrant data to ensure that their representation in the City-wide sample was proportionate to their representation in the City of St. Albert 2006 population. The following outlines the weighting factors utilized in this research.

City Quadrant & Population	% of Total Population	# of Interviews Completed	Weighting Factor	Representative # of Interviews
North East: 8,658	15%	200	0.6000	120
North West: 17,316	30%	200	1.2000	240
South West: 11,544	20%	200	0.8000	160
South East: 20,202	35%	200	1.4000	280

It is important to note that this report provides a detailed description of the survey findings based on City-wide *weighted* results, or all respondents. Residential, quadrant-specific results have been presented based on unweighted results.

3.0 STUDY FINDINGS

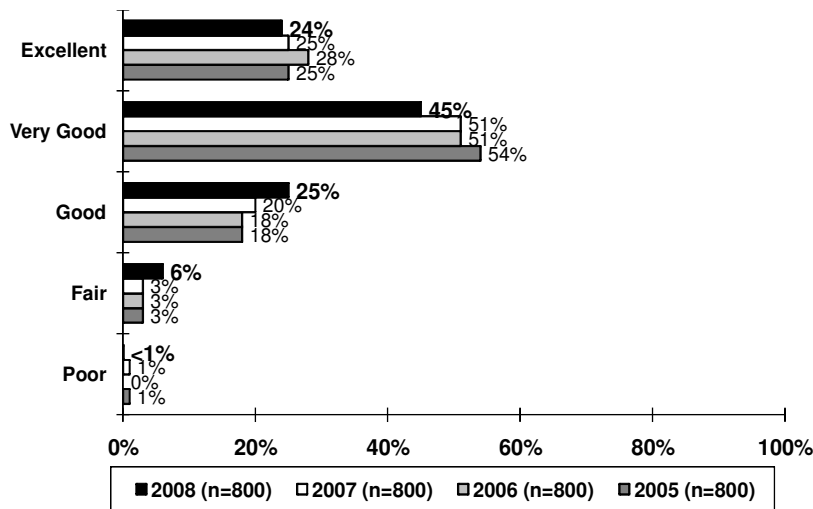
Results of the study are presented as they relate to the specific topic areas addressed by the survey. The reader should note, when reading the report that the term significant refers to “statistical significance”.

3.1 Residents Perceived Quality of Life in St. Albert

The majority of respondents (94%) provided a positive rating for the quality of life in St. Albert, 25% rating it good, 45% very good, and 24% rating it excellent. There was a significant decrease (6%) in respondents providing a rating of ‘very good’ and a proportionate increase (5%) in those using the rating ‘good’.

Figure 1

Overall Quality of Life in St. Albert



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to rate the quality of life in St. Albert as **good, very good, or excellent** included:

- Those that believed they receive good or very good value for their tax dollar (98% versus 91% that believed they receive fair or poor value);
- Respondents that were satisfied with St. Albert services, facilities and programs (96% versus 59% that were dissatisfied);
- Respondents living in St. Albert for 10 years or less (97% versus 92% living there for more than 10 years);
- Those with children in their household (98% versus 92% without children);
- Respondents with household incomes of \$40,000 per year or greater (94% to 97% versus 88% with incomes less than \$40,000);
- Respondents that agreed St. Albert is a safe community (96% versus 68% that disagreed); and
- Respondents between the ages of 25 and 44 years (98% versus 91% to 94% of those aged 45 years and older).

When asked to name the most significant factors contributing to a high quality of life in St. Albert, respondents most frequently mentioned the parkland, green spaces, or river trail system (41%), the availability of shopping and other amenities (26%) and the community atmosphere or friendly people (22%). See Table 1.

Table 1

In your opinion, what would you say are the three most significant factors contributing to a <u>high</u> quality of life in the City of St. Albert?	Percent of Respondents*	
	2008 (n=800)	2007 (n=800)
	Parkland / green spaces / river trail system / park system	41
Availability of shopping / amenities / entertainment	26	20
Residential community atmosphere / friendly people	22	24
Safe place to live / low crime rate / good policing	22	18
Schools/educational opportunities / extra curricular activities	16	15
Availability of services / community services / public facilities	14	21
Availability of recreation / sports facilities and programs	14	19
Less traffic / small population / low density	12	3
Clean city / clean streets	11	13
Good road maintenance and snow removal	9	9
Location / proximity to Edmonton	8	7
Beautiful city / nice view / good scenery	8	5
Size – not too big, good layout, easy to get around	7	22
Quiet, peaceful atmosphere	7	5
Good place to raise children/family oriented	6	3

*Multiple mentions.

High taxes and tax increases was named as the most significant factor contributing to a low quality of life in St. Albert (38%), followed by crime and criminal activity (16%). Twelve percent (12%) indicated they were against the recreation centre or the tax increase for the centre, and 9% believed there was too much traffic, traffic congestions, too many trucks or too much traffic noise.

Table 2

In your opinion, what would you say are the three most significant factors contributing to a <u>low</u> quality of life in the City of St. Albert?	Percent of Respondents (n=800)*	
	2008	2007
	High taxes (tax increase)	48
Crime / vandalism / youth crime / drugs / drunk driving	16	16
Servus Place / tax increase for rec centre / against rec centre	12	--
Too much traffic / traffic congestion / too many trucks / noise	9	11
Poor transit system / need more service / high fares / want LRT	7	5
High housing prices / need more affordable housing (including housing for seniors)	6	11
City Council (poor management / not accountable / lack direction / need more community input / excessive bylaws / planning (incl. of strip malls and signage))	6	9
Recycling program / no pick-up / composting program	6	3
Snow removal / cul-de-sacs don't get plowed / poor street cleaning	5	4

*Multiple mentions.

n/a - verbatim responses not available from previous survey years.

More than three-quarters (77%) of respondents agreed the City of St. Albert is committed to preserving the environment, 49% somewhat agreeing and 28% agreeing strongly. In 2008 there was a significant increase (8%) in the percentage of respondents that agreed overall that the City is committed to preserving the environment. See Figure 2, below.

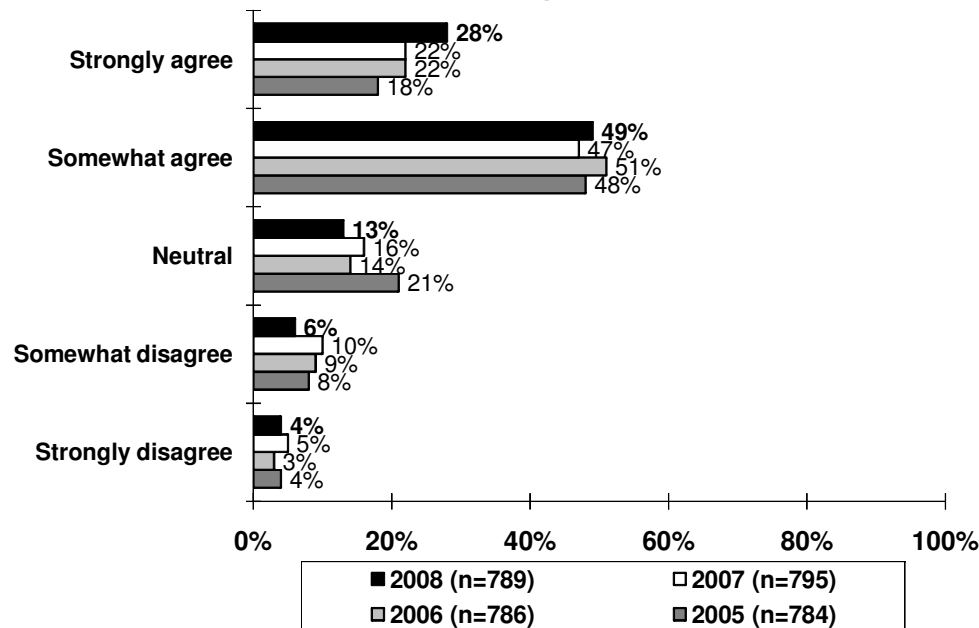
Figure 2

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **agree** the City is committed to preserving the environment included:

- Those that were satisfied with City services, facilities and programs (79% versus 47% that were dissatisfied);
- Those that believed they receive good or very good value for their tax dollar (80% versus 74% that believed they receive fair or poor value);
- Those that were satisfied with the overall quality of life in St. Albert (78% versus 63% of those that were dissatisfied); and
- Female respondents (81% versus 73% of male respondents).

Level of Agreement that the City of St. Albert is Committed to Preserving the Environment*



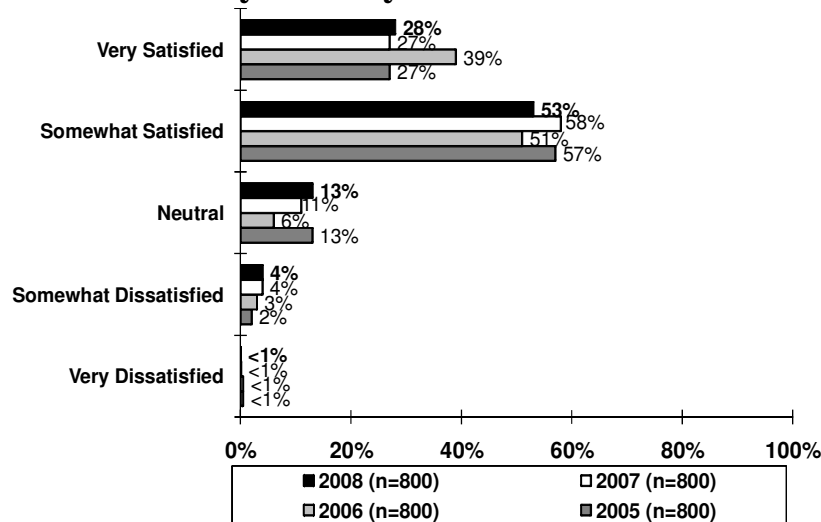
*This figure displays the ratings of respondents who indicated their level of agreement. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

3.2 Overall Satisfaction with City of St. Albert Services, Facilities and Programs

As illustrated in Figure 3, respondents expressed satisfaction with the services provided by the City of St. Albert, 53% being somewhat satisfied and 28% being very satisfied. Less than 5% indicated some level of dissatisfaction with City services overall. Respondents in 2008 were significantly less likely to be satisfied overall¹ with City services than respondents in 2007 (4% decrease).

Figure 3

Overall Satisfaction with the Services Provided by the City of St. Albert



¹ Satisfied or very satisfied

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with St. Albert services** included:

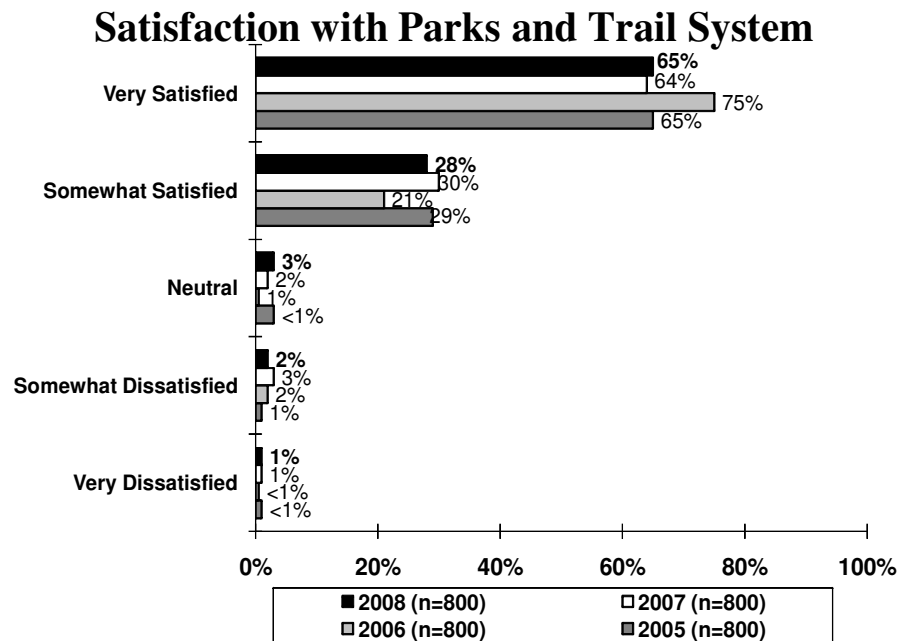
- Respondents that rated the quality of life in St. Albert as excellent, very good or good (84% versus 37% that rated the quality of life as fair or poor);
- Those that believed they receive good or very good value for their tax dollar (91% versus 75% that believed they receive fair or poor value); and
- Those with incomes between \$40,000 and \$100,000 (84% versus 72% of those with incomes less than \$40,000 per year).

3.3 Satisfaction with St. Albert Services

3.3.1 Parks and Trail System

Nearly all respondents (93%) were satisfied with the parks and trail system in St. Albert, 28% being somewhat satisfied and about two-thirds (65%) being very satisfied. Results were comparable to those of 2007.

Figure 4



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the parks and trail system** included:

- Female respondents (95% versus 90% of males);
- Those that believed they receive good or very good value for their tax dollar (96% versus 91% that believed they receive fair or poor value);
- Respondents that believed the quality of life in St. Albert was excellent, very good or good (94% versus 74% of those that were dissatisfied);
- Those that were satisfied with City services, facilities and programs (94% versus 82% that were dissatisfied);
- Respondents that agreed that St. Albert is a safe community to live in (94% versus 83% that disagreed); and
- Those with incomes \$100,000 per year or greater (97% versus 87% to 92% of those with incomes less than \$100,000 per year).

Reasons for Dissatisfaction (n=15)

Top reasons for dissatisfaction with the parks and trail system included:

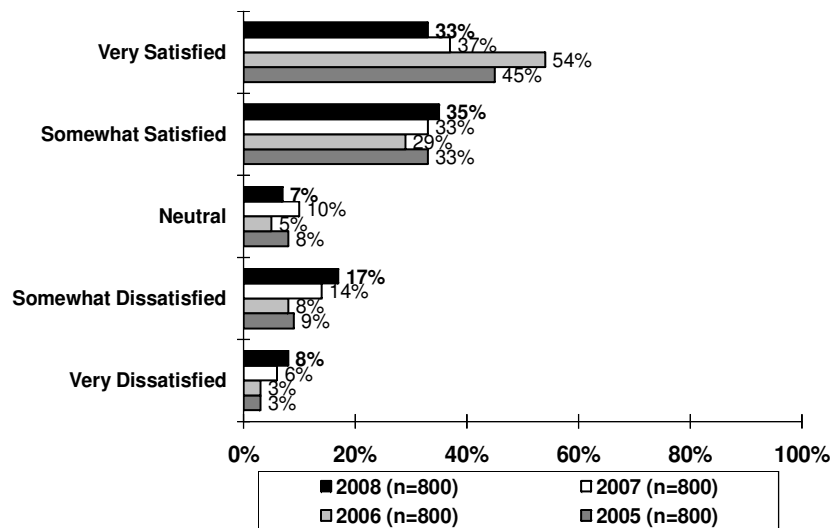
- People not cleaning up after dogs / dogs running loose (5 respondents);
- Grass needs cutting / excessive weeds (5 respondents);
- Not enough trails and parks (4 respondents); and
- Trails not cleaned often enough (3 respondents).

3.3.2 Disposal Services

About two-thirds (68%) of respondents expressed some level of satisfaction with recycling and composting depots in St. Albert. One-quarter (25%) of respondents were, however, dissatisfied with recycling and composting depots. 2008 results show higher levels of overall dissatisfaction (5% increase) compared with results from 2007.

Figure 5

Satisfaction with Recycling and Composting Depots



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with recycling and composting depots** included:

- Those that believed they receive good or very good value for their tax dollar (77% versus 59% that believed they receive fair or poor value);
- Respondents living in St. Albert longer than 10 years (70% versus 61% of those living there 10 years or less);
- Those living in the South East quadrant of St. Albert (71% versus 59% of those living in the North East);
- Respondents that were satisfied overall with City services, facilities and programs (69% versus 37% of those that were dissatisfied); and
- Respondents aged 45 years and older (69% to 75% versus 50% of those aged 25 to 44 years).

Reasons for Dissatisfaction (n=209)

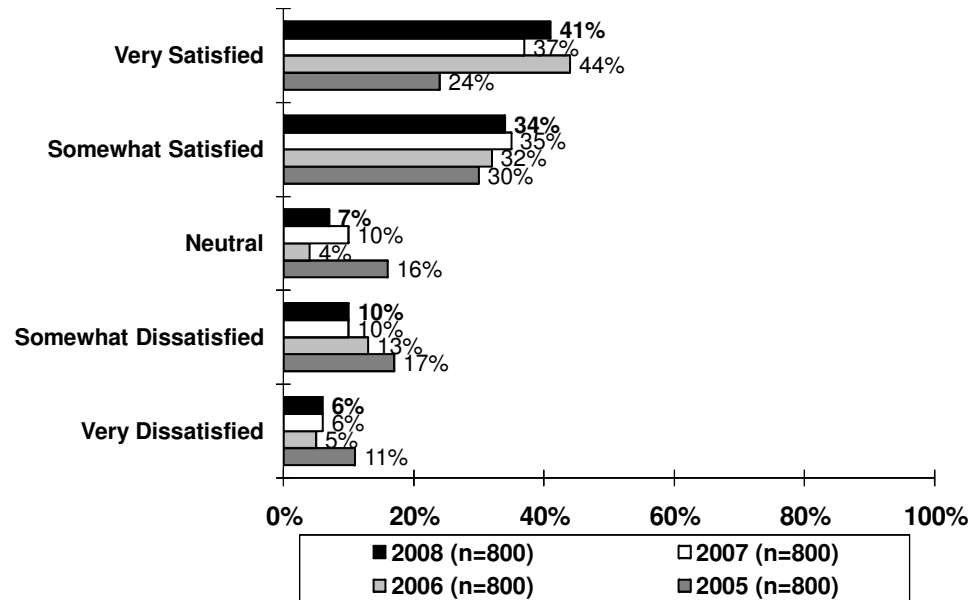
Top reasons for dissatisfaction with recycling and composting depots included:

- No pick-up service (31%);
- Unable to take all items there (e.g. plastics) / variety of recycling (31%);
- Should have one on each end of the City / more depots (12%);
- Location of the site / moved out of town / had to drive (10%);
- Distance to site is too far (9%); and
- No blue box system (7%).

As illustrated in Figure 6, three quarters (75%) of respondents were satisfied overall with garbage collection services in St. Albert, 34% being satisfied and 41% being very satisfied. Results were comparable to those in 2007, with an increase (4%) in respondents providing a rating of 'very satisfied'.

Figure 6

Satisfaction with Garbage Collection Services



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with garbage collection** included:

- Those that believed they receive good or very good value for their tax dollar (84% versus 68% that believed they receive fair or poor value);
- Those that were satisfied with City services, facilities and programs (76% versus 46% that were dissatisfied);
- Respondents that rated the quality of life in St. Albert as excellent, very good or good (76% versus 63% that rated the quality of life as fair or poor); and
- Respondents living in St. Albert longer than 10 years (78% versus 70% of those living there 10 years or less).

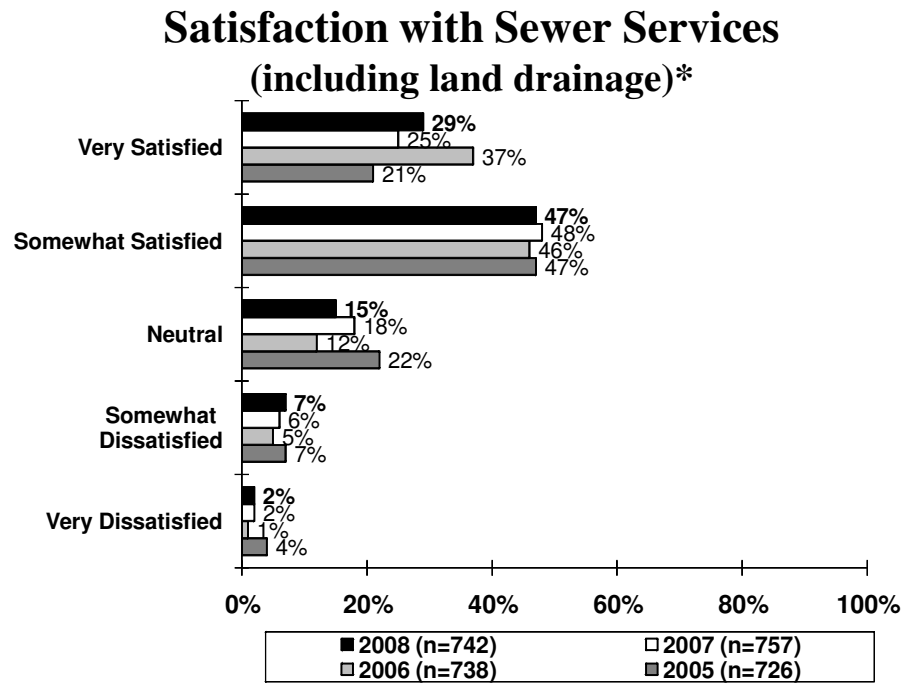
Reasons for Dissatisfaction (n=125)

Top reasons for dissatisfaction with garbage collection services included:

- Dislike tag system in general (26%);
- Too expensive / shouldn't have to pay for it (22%);
- Tags expire and unable to use them the next year / penalized for minimizing garbage (16%);
- Need curbside recycling (11%);
- There is no good recycling program (7%); and
- Limits put on households (7%).

Respondents were generally satisfied (76%) with sewer services, including land drainage, with 47% being satisfied and 29% being very satisfied. Fifteen percent (15%) of respondents were neutral regarding their satisfaction with this service. In comparison with 2007, respondents in 2008 were more likely to be very satisfied with sewer services (4% increase), however overall satisfaction ratings remained comparable to 2007 ratings.

Figure 7



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with sewer services** included:

- Those that believed they receive good or very good value for their tax dollar (83% versus 72% that believed they receive fair or poor value); and
- Respondents that were satisfied overall with City programs, services and facilities (78% versus 42% of those that were dissatisfied).

Reasons for Dissatisfaction (n=63)

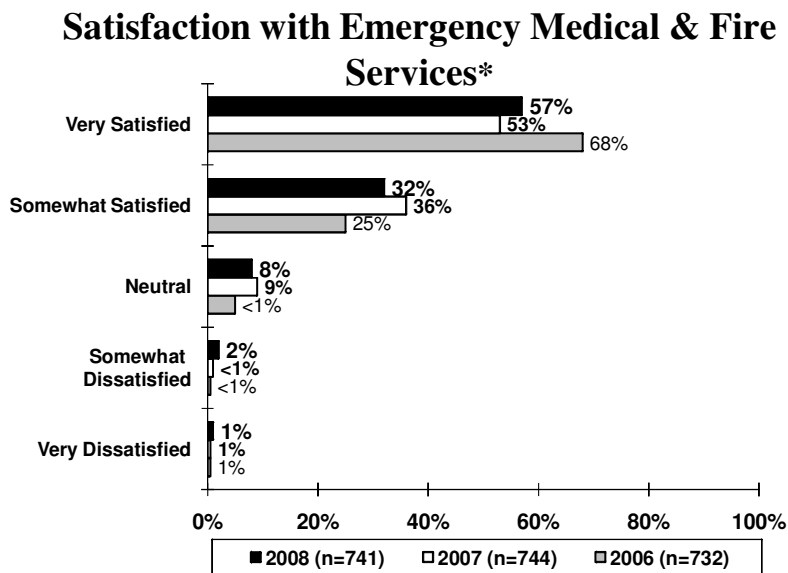
Top reasons for dissatisfaction with sewer services included:

- Charged by how much water we use (18 respondents);
- In some places water is not draining properly (11 respondents);
- Damage caused by tree roots / City will not cover the cost (6 respondents);
- Flooding in some areas (3 respondents); and
- Lack of maintenance/check-ups (3 respondents).

3.3.3 Protective Services

The majority of respondents (89%) were satisfied with emergency medical and fire services to some degree, one-third (32%) being somewhat satisfied and 57% being very satisfied. In comparison to last year's results, respondents were more likely to be very satisfied (4% increase) and less likely to be somewhat satisfied (4% decrease) with these services, however, overall satisfaction remained somewhat consistent between survey years.

Figure 8



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with emergency medical & fire services** included:

- Those that believed they receive good or very good value for their tax dollar (94% versus 84% that believed they receive fair or poor value);
- Respondents without children in their household (90% versus 85% with children);
- Those aged 65 years and older (95% versus 86% to 87% of those between the ages of 25 and 64); and
- Respondents that were satisfied overall with City programs, services and facilities (89% versus 77% that were dissatisfied).

Reasons for Dissatisfaction (n=22)

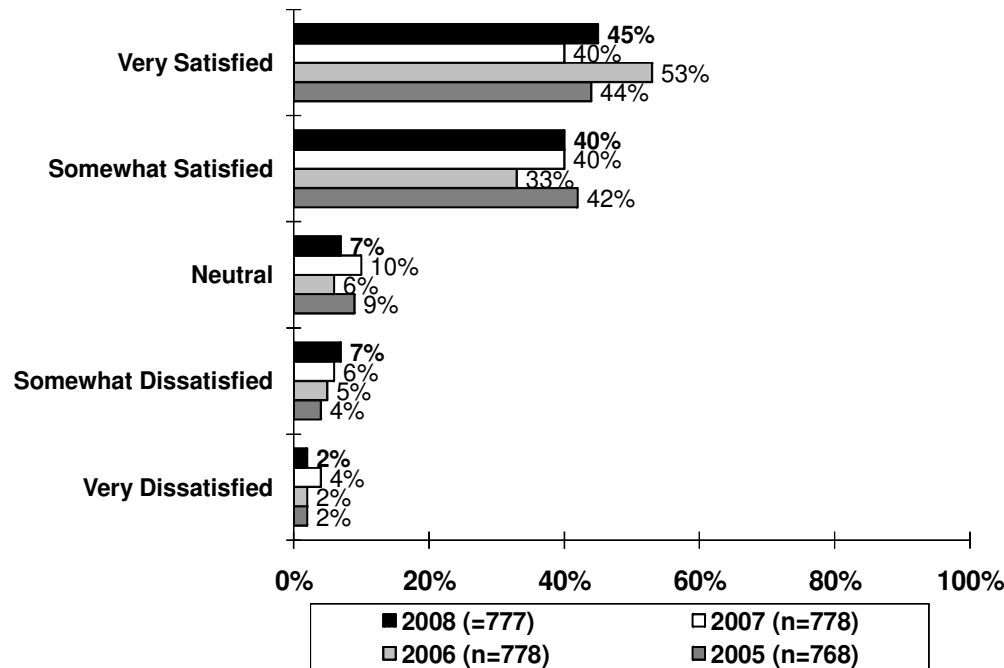
Top reasons for dissatisfaction with emergency medical and fire services included:

- Hospital waiting time / too long (10 respondents);
- Not enough ambulances (4 respondents);
- Shortage of doctors (4 respondents);
- Not enough staff (3 respondents); and
- Slow response time (2 respondents).

As illustrated in Figure 9, respondents were generally satisfied (84%) with RCMP services in St. Albert, 40% being satisfied and 45% being very satisfied. Respondents in 2008 were more likely to be very satisfied with RCMP services than in 2007 (5% increase).

Figure 9

Satisfaction with RCMP Police Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with RCMP Police services** included:

- Those that believed they receive good or very good value for their tax dollar (88% versus 80% that believed they receive fair or poor value);
- Respondents with a college or university education (86% versus 78% that had a high school education); and
- Respondents that were satisfied with City services, facilities and programs (85% versus 65% that were dissatisfied).

Reasons for Dissatisfaction (n=66)

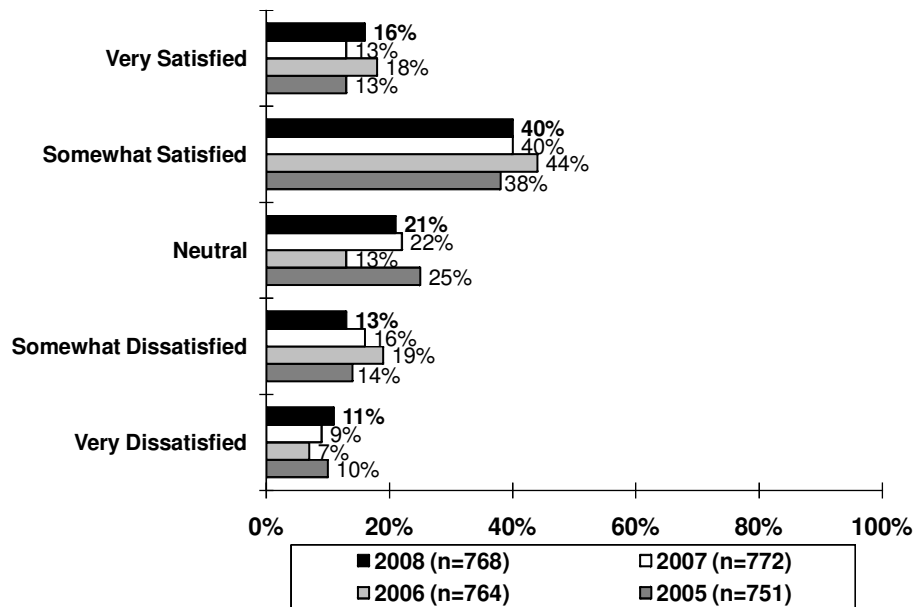
Top reasons for dissatisfaction with RCMP Police services included:

- Lack of visibility (19 respondents);
- Do not look after needs of citizens / are not helpful (11 respondents);
- Police officers are rude / have poor attitudes (9 respondents);
- Spend too much time on speed traps and radar (9 respondents);
- Slow response times (7 respondents);
- Not enough police officers (6 respondents); and
- Poor service in general (6 respondents).

Satisfaction levels for bylaw enforcement services was low in comparison with other services, however, still increased slightly over 2007. Just over half (56%) of respondents expressed some level of satisfaction, while 24% were dissatisfied to some degree and 21% were neutral. Ratings in 2008 were comparable to those of 2007.

Figure 10

Satisfaction with Bylaw Enforcement Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with bylaw enforcement** included:

- Those that believed they receive good or very good value for their tax dollar (67% versus 46% that believed they receive fair or poor value); and
- Respondents that were satisfied or neutral towards their contact with a City employee (55% versus 39% of respondents that were dissatisfied);
- Female respondents (61% versus 50% of males); and
- Respondents that were satisfied overall with City programs, services and facilities (57% versus 24% of those that were dissatisfied).

Reasons for Dissatisfaction (n=186)

Top reasons for dissatisfaction with bylaw enforcement included:

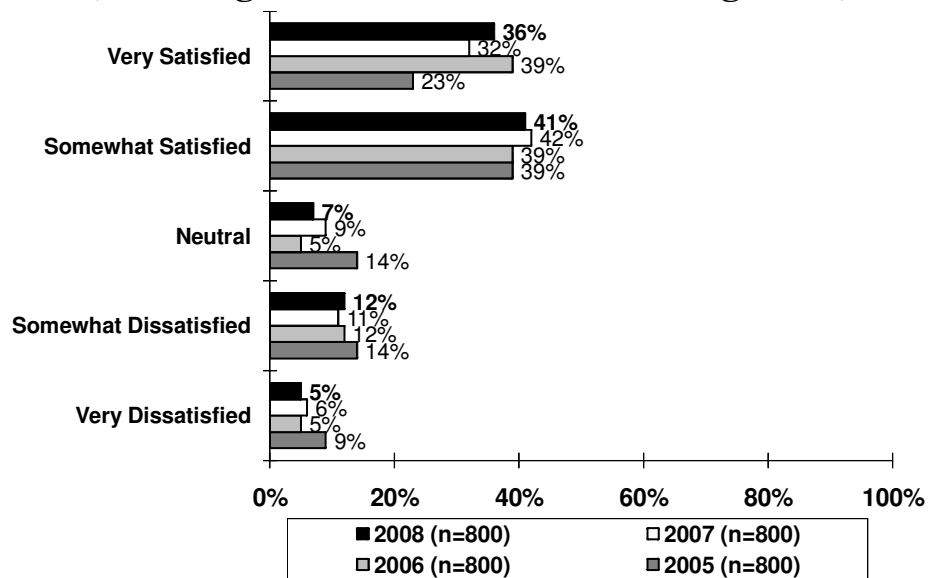
- No weed control (15%);
- Too much photo radar / just a "cash cow" (14%);
- Lack of enforcement for dog leashes (11%);
- No cat bylaw / cat problem (7%); and
- Lack of pet enforcement (6%).

3.3.4 Road Maintenance Services

Regarding road maintenance services, more than three-quarters (77%) of respondents were satisfied to some degree with services provided in the winter. Respondents were more likely to be 'very satisfied' in 2008 than in 2007 (4% increase) with winter road maintenance in St. Albert.

Figure 11

Satisfaction with Winter Road Maintenance (including snow removal and ice management)



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with winter road maintenance** included:

- Those that believed they receive good or very good value for their tax dollar (85% versus 71% that believed they receive fair or poor value);
- Those that agreed St. Albert is a safe community (78% versus 47% that disagreed);
- Those that were satisfied with City services, facilities and programs (78% versus 43% that were dissatisfied);
- Respondents that rated the quality of life in St. Albert as excellent, very good or good (77% versus 62% that rated the quality of life as fair or poor); and
- Respondents living in St. Albert longer than 10 years (79% versus 72% of those living there 10 years or less).

Reasons for Dissatisfaction (n=126)

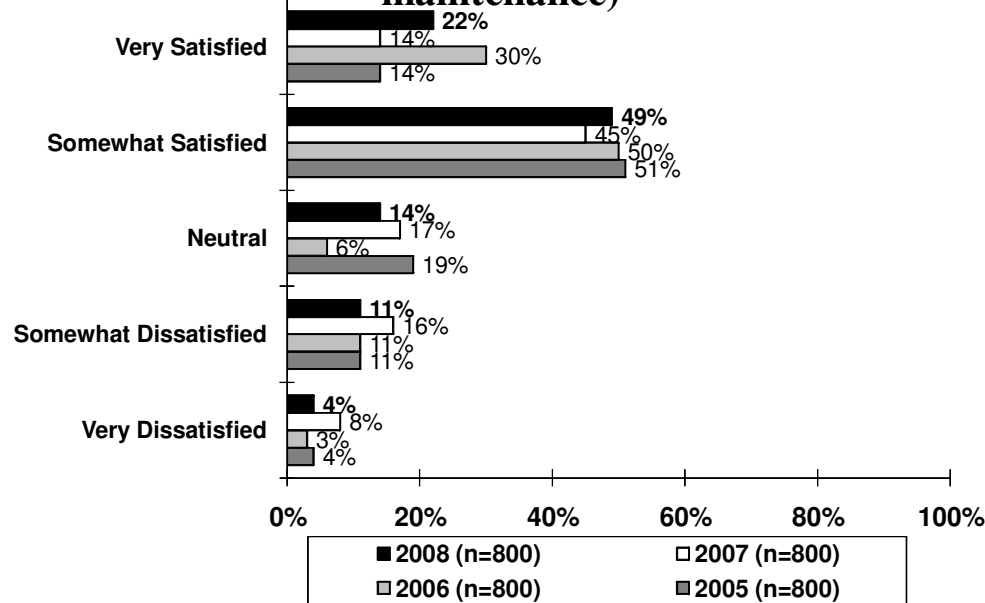
Top reasons for dissatisfaction with winter road maintenance included:

- Lack of snow removal in residential areas (24%);
- Do not do it often enough (14%);
- They don't remove the snow (13%);
- Time it takes to get done (9%);
- Do not plow the cul-de-sacs/crescents (8%);
- Lack of attention to access streets/side streets (6%); and
- Should clear snow blocking driveways (5%).

As shown in Figure 12, about seventy percent (71%) of respondents were satisfied with summer road maintenance to some degree, with 22% being very satisfied. Respondents were significantly more likely to be satisfied overall with summer road maintenance in 2008 than in 2007 (12% increase).

Figure 12

Satisfaction with Summer Road Maintenance (including paving, pothole repair and sidewalk maintenance)



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with summer road maintenance** included:

- Those that believed they receive good or very good value for their tax dollar (80% versus 65% that believed they receive fair or poor value);
- Those that were satisfied with City services, facilities and programs (73% versus 38% that were dissatisfied);
- Respondents that rated the quality of life in St. Albert as excellent, very good or good (73% versus 44% that rated the quality of life as fair or poor); and
- Those that agreed St. Albert is a safe community (73% versus 49% that disagreed).

Reasons for Dissatisfaction (n=116)

Top reasons for dissatisfaction with summer road maintenance included:

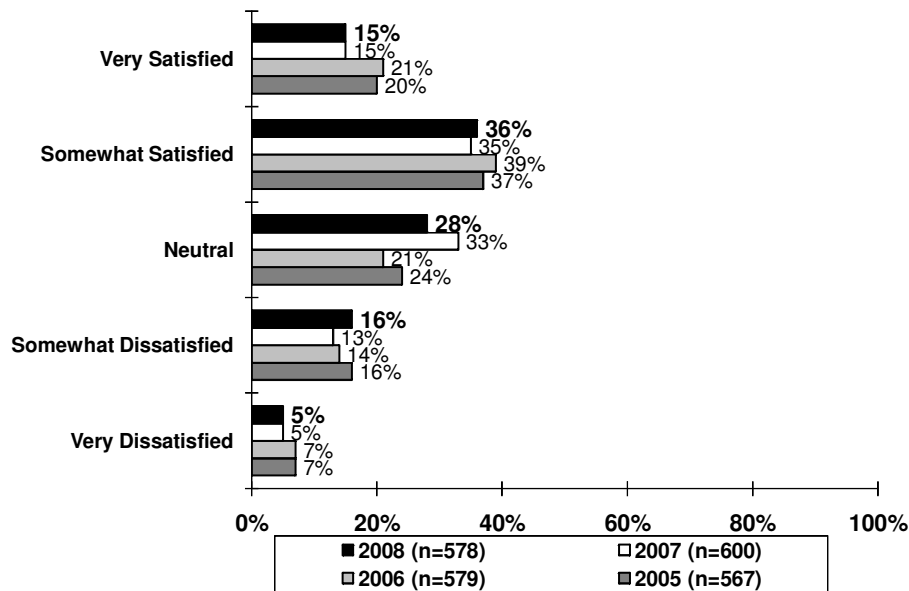
- Potholes not being repaired / repaired poorly (41%);
- Sidewalks in need of repair (17%);
- Poor condition in general (13%);
- Lack of road maintenance (9%); and
- Time it takes to do repairs (6%).

3.3.5 Public Transit Services

Satisfaction levels with public transit services were low compared to other services investigated (51%), 15% being very satisfied and 36% being somewhat satisfied. Overall satisfaction ratings remained stable in 2008, and respondents that were neither satisfied nor dissatisfied significantly decreased (5%).

Figure 13

Satisfaction with St. Albert Public Transit*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with St. Albert Public Transit** included:

- Those that believed they receive good or very good value for their tax dollar (61% versus 42% that believed they receive fair or poor value); and
- Those that were satisfied with City services, facilities and programs (52% versus 28% that were dissatisfied).

Reasons for Dissatisfaction (n=122)

Top reasons for dissatisfaction with St. Albert Public Transit included:

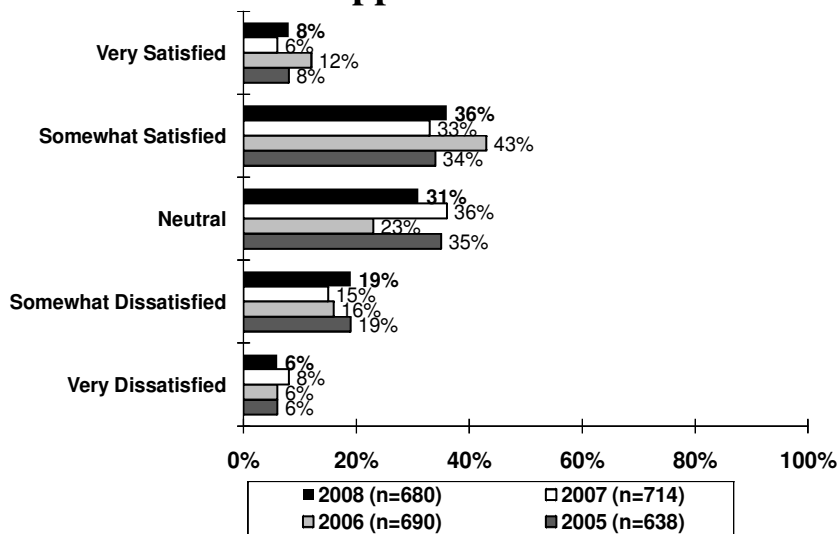
- Poor public access / doesn't meet needs of public / inconvenient (21%);
- Not enough service into Edmonton (14%);
- Poor weekend service (13%);
- Poor route planning (12%);
- Price for passes / fares are too high (11%);
- Time it takes to get anywhere (11%);
- Poor evening service (9%); and
- Poor scheduling (9%).

3.3.6 Planning and Development

Overall satisfaction levels regarding land use planning and approvals increased between 2007 and 2008, up from a significant decrease experienced between 2006 and 2007. Forty-four percent (44%) of respondents were satisfied overall in 2008, a 5% increase from last year. Overall dissatisfaction levels were comparable to 2006, but those that were neither satisfied nor dissatisfied decreased by 5%.

Figure 14

Satisfaction with Land Use Planning and Approvals*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with land use planning and approvals** included:

- Those that believed they receive good or very good value for their tax dollar (56% versus 34% that believed they receive fair or poor value);
- Respondents with a high school education (55% versus 43% with a college education and 38% with a university education);
- Those that were satisfied with City services, facilities and programs (46% versus 13% that were dissatisfied); and
- Respondents in the North West City quadrant (49% versus 35% of those in the South West).

Reasons for Dissatisfaction (n=172)

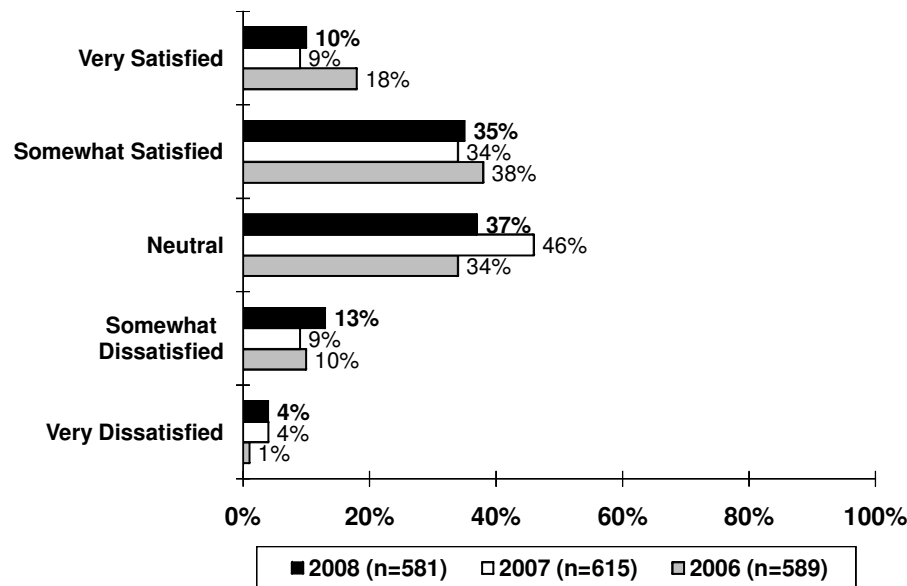
Top reasons for dissatisfaction with land use planning and approvals included:

- Too much urban sprawl/residential (17%);
- Lack of future planning/foresight (13%);
- More low-cost/diversity of housing needed (12%);
- Displeased Servus place was approved (9%);
- No designated land for heavy industrial development/ high end commercial (8%); and
- City doesn't listen to residents / communication (7%).

Compared with 2007, 2008 saw an increase (4%) in respondents that were somewhat dissatisfied overall with building and development permits, and a significant decrease (11%) in those that were neutral.

Figure 15

Satisfaction with Building & Development Permits*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be satisfied with building and development permits included:

- Those that believed they receive good or very good value for their tax dollar (59% versus 36% that believed they receive fair or poor value);
- Those that rated the overall quality of life in St. Albert as excellent, very good or good (47% versus 25% that rated it as fair or poor); and
- Respondents residing in the South East city quadrant (49% versus 37% of those in the South West).

Reasons for Dissatisfaction (n=99)

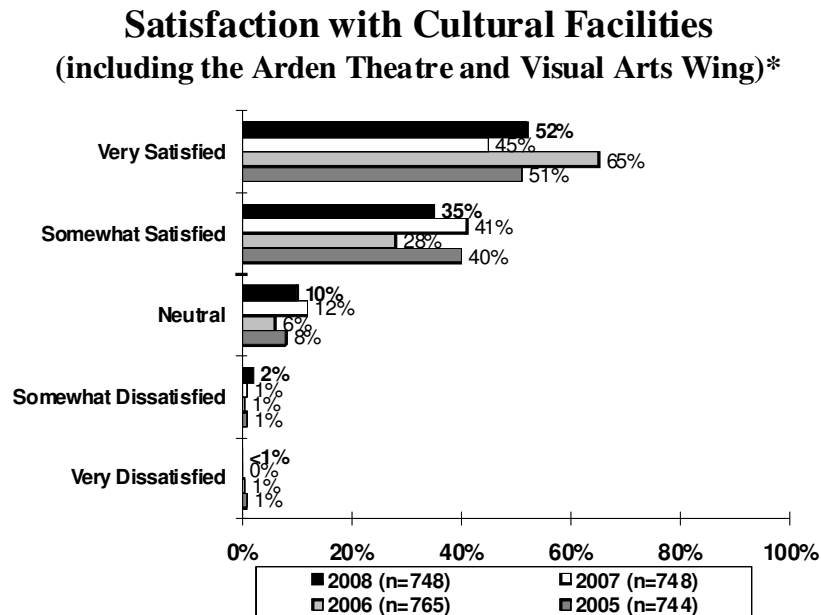
Top reasons for dissatisfaction with building and development permits included:

- Too many restrictions / too much red tape / too picky (13%);
- Not thinking ahead / disorganized / lack of forward planning (13%);
- Biased (play favourites) with some developments or developers (8%);
- Lack of development / need more commercial development (8%); and
- Too many condo apartments / residential development (6%).

3.4 Satisfaction with St. Albert Operated Facilities

Respondents were asked to provide satisfaction ratings for facilities operated by the City of St. Albert. Respondents were generally satisfied with cultural facilities, including the Arden Theatre and Visual Arts Wing, 87% being satisfied to some degree. Compared to the previous survey year, 2008 saw a significant increase (7%) in those that were very satisfied with cultural facilities, however; overall satisfaction ratings remained comparable to 2007.

Figure 16



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with cultural facilities** included:

- Those that believed they receive good or very good value for their tax dollar (92% versus 85% that believed they receive fair or poor value);
- Female respondents (91% versus 85% of males);
- Those that were satisfied with City services, facilities and programs (89% versus 74% that were dissatisfied); and
- Respondents aged 65 years and older (91% versus 83% of those between the ages of 25 and 44 years).

Reasons for Dissatisfaction (n=15)

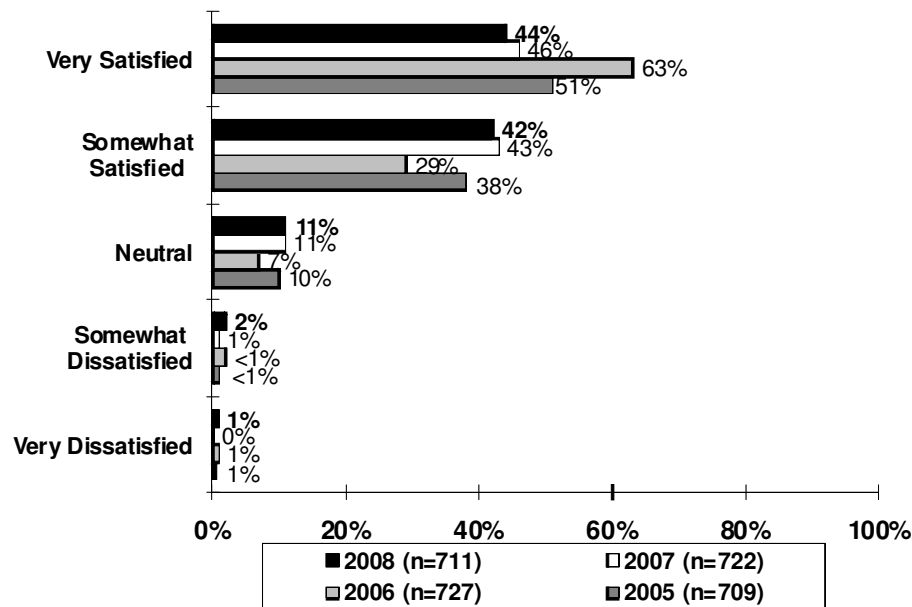
Top reasons for dissatisfaction with cultural facilities included:

- Should not be publicly funded / excessively funded (5 respondents);
- Lack wheelchair accessibility (2 respondents);
- Need maintenance / repairs (2 respondents); and
- Not promoted (2 respondents).

The majority (86%) of respondents were satisfied with the Fountain Park Recreation Centre, 44% being very satisfied and 42% being somewhat satisfied. Only three percent (3%) of respondents were dissatisfied overall, and 11% were neutral in this regard. Overall satisfaction levels were comparable to those in 2007.

Figure 17

Satisfaction with Fountain Park Recreation Centre*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Fountain Park Recreation Centre** included:

- Those with children in the household (92% versus 84% of those without children in the household);
- Respondents with a university education (89% versus 81% of those with high school education); and
- Those that believed they receive good or very good value for their tax dollar (90% versus 84% that believed they receive fair or poor value).

Reasons for Dissatisfaction (n=14)

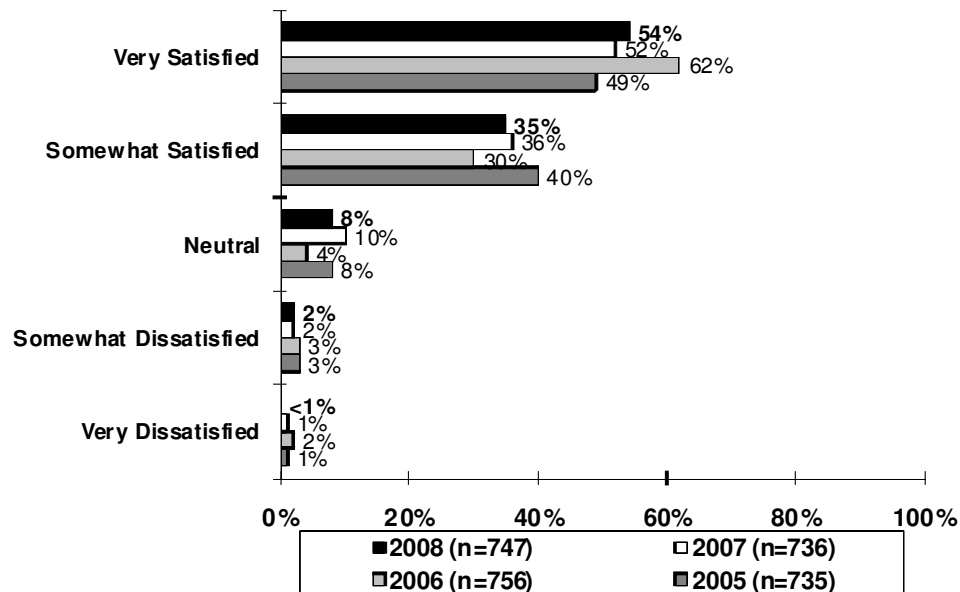
Top reasons for dissatisfaction with Fountain Park Recreation Centre included:

- Too expensive (3 respondents); and
- Need better maintenance / dirty change rooms (2 respondents).

The majority of respondents (89%) expressed satisfaction with the St. Albert Public Library with over one third (35%) being somewhat satisfied, and more than half (54%) being very satisfied. Overall satisfaction levels were comparable to previous survey years, with the exception of 2006. See Figure 18, below.

Figure 18

Satisfaction with the St. Albert Public Library*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Public Library** included:

- Those that believed they receive good or very good value for their tax dollar (94% versus 86% that believed they receive fair or poor value);
- Respondents aged 65 years and older (93% versus 86% of those between the ages of 45 and 64); and
- Those that rated the quality of life in St. Albert as excellent, very good or good (90% versus 78% that rated it as fair or poor).

Reasons for Dissatisfaction (n=19)

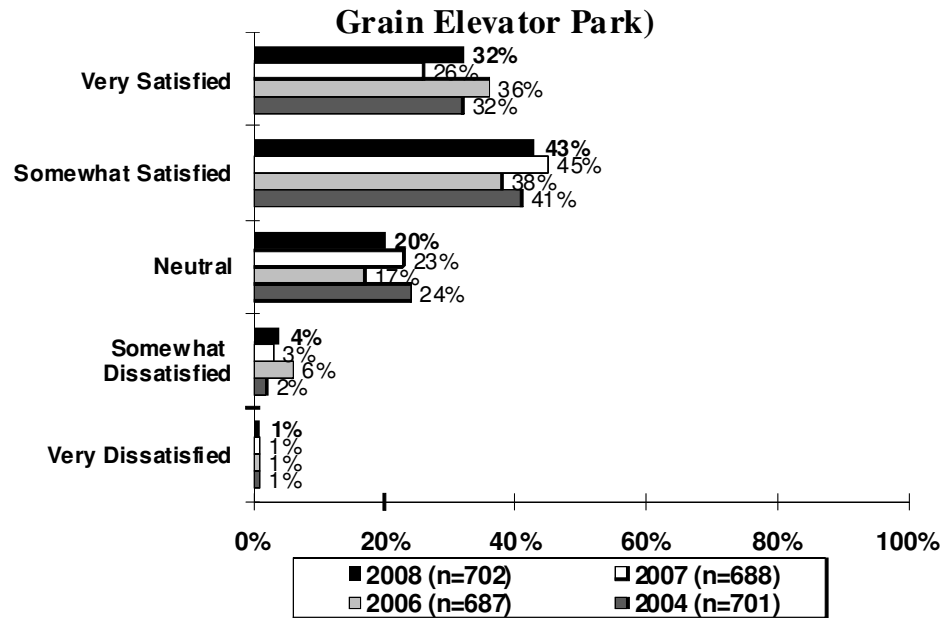
Top reasons for dissatisfaction with the St. Albert Public Library included:

- It is too small (5 respondents);
- User fees too high / should be free (5 respondents); and
- Poor location (4 respondents).

Three-quarters of respondents (75%) were satisfied with the heritage sites, while 20% of respondents were neutral. Overall satisfaction ratings rose (4%) from 2007 levels, caused by a 6% increase in the percentage of respondents that were very satisfied with the heritage sites.

Figure 19

Satisfaction with the Heritage Sites* (including the Musée Heritage Museum, Little White School and



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with heritage sites** included:

- Those that believed they receive good or very good value for their tax dollar (82% versus 71% that believed they receive fair or poor value);
- Respondents living in St. Albert longer than 10 years (79% versus 68% of those living there 10 years or less);
- Respondents with a college or university education (78% versus 66% that had a high school education);
- Female respondents (79% versus 72% of males);
- Respondents aged 65 years and older (81% versus 73% of those aged 45 to 64 years); and
- Those that were satisfied with City services, facilities and programs (76% versus 54% that were dissatisfied).

Reasons for Dissatisfaction (n=32)

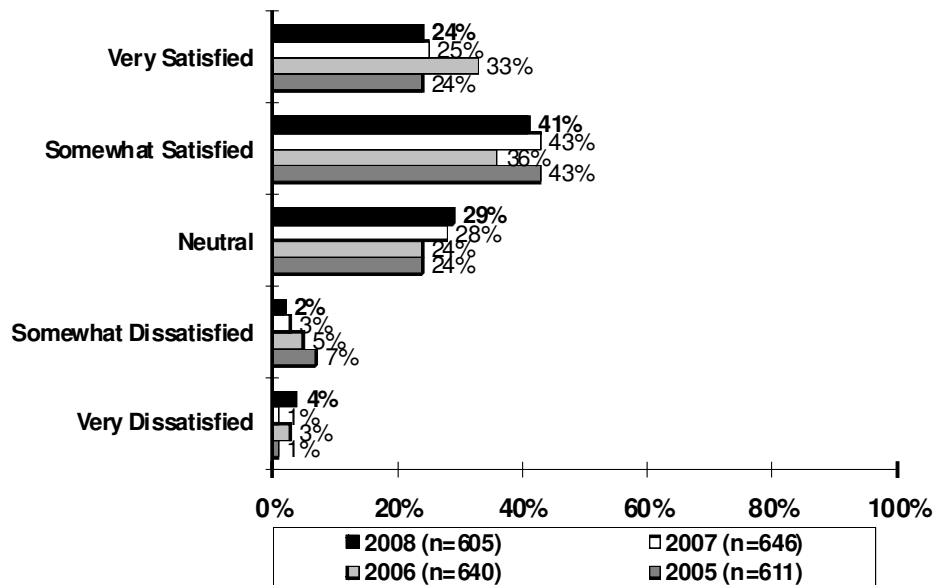
Top reasons for dissatisfaction with heritage sites included:

- Waste of money / is useless (8 respondents);
- Poor usage of funds / cost too much (8 respondents);
- Lack of promotion / more public awareness needed (5 respondents); and
- Poor displays / lack of quality/quantity / not attractive (4 respondents).

About two-thirds (65%) of respondents were satisfied with the Campbell or Kinex Arena, 41% being somewhat satisfied and 24% being very satisfied. More than one-quarter (29% of respondents were neutral, while 6% were dissatisfied to some degree. Satisfaction ratings in 2008 were generally comparable to those in 2007.

Figure 20

Satisfaction with Campbell or Kinex Arena*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Campbell/Kinex Arena** included:

- Those that believed they receive good or very good value for their tax dollar (72% versus 60% that believed they receive fair or poor value); and
- Respondents aged 25 to 44 years old (76% versus 61% to 64% of those 45 years and older).

Reasons for Dissatisfaction (n=33)

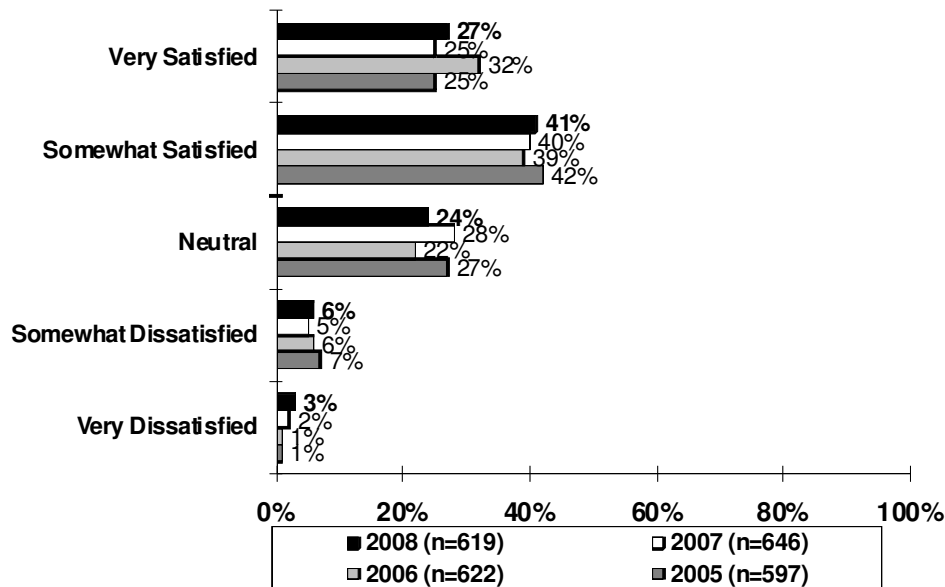
Top reasons for dissatisfaction with the Campbell or Kinex Arena included:

- Too expensive (7 respondents);
- Bad location / no bus access (6 respondents);
- Poorly run/managed (5 respondents);
- Kinex is in need of upgrading (3 respondents);
- Taxes have increased (3 respondents); and
- Not everyone is an athlete / don't use it (3 respondents).

As illustrated in Figure 21, more than two-thirds (68%) of respondents were satisfied to some degree with St. Albert operated outdoor rinks, 27% being very satisfied and 41% being somewhat satisfied. About one-quarter (24%) of respondents were neither satisfied nor dissatisfied. Overall satisfaction ratings remained comparable between 2007 and 2008.

Figure 21

Satisfaction with the St. Albert Operated Outdoor Rinks*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with St. Albert operated outdoor rinks** included:

- Those that believed they receive good or very good value for their tax dollar (75% versus 61% that believed they receive fair or poor value); and
- Respondents with children in their household (74% versus 64% without children in their household).

Reasons for Dissatisfaction (n=55)

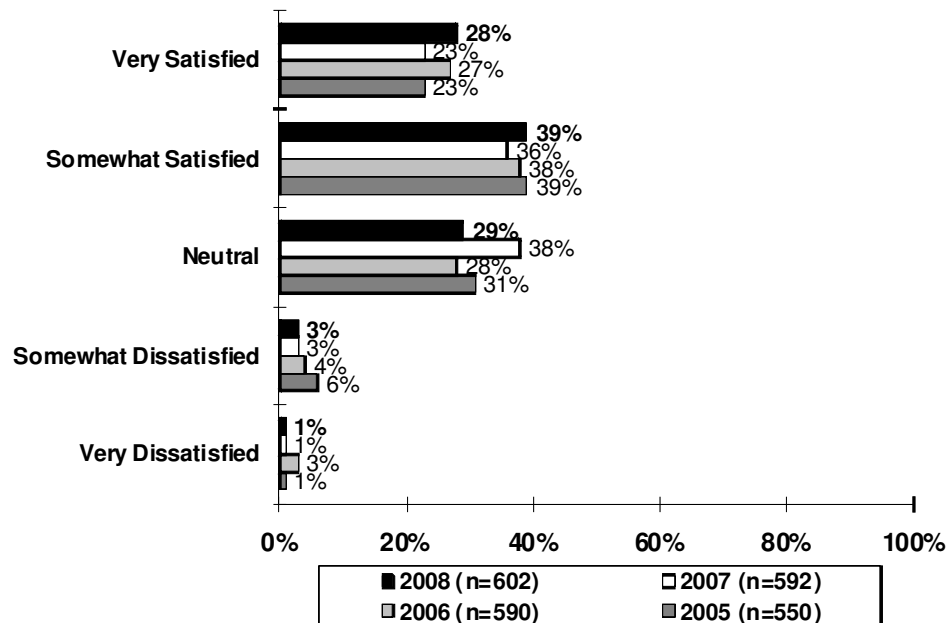
Top reasons for dissatisfaction with outdoor rinks included:

- Poorly maintained / need repairs (18 respondents);
- Lack of shacks to warm up in (16 respondents);
- Never shoveled / ice not cleaned (7 respondents);
- Not enough outdoor arenas (6 respondents); and
- Lack of change rooms / not left open (5 respondents).

As with other St. Albert operated facilities, a high proportion of respondents were neutral regarding their satisfaction with the Grosvenor Outdoor Pool (29%). Overall, 67% of respondents were satisfied, a significant increase (8%) from satisfaction levels in 2007.

Figure 22

Satisfaction with the Grosvenor Outdoor Pool*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with Grosvenor Outdoor Pool** included:

- Those residing in the South West City quadrant (79% versus 65% in the North West and 60% in the South East);
- Those that believed they receive good or very good value for their tax dollar (77% versus 59% that believed they receive fair or poor value);
- Respondents with children in the household (73% versus 64% of those without children); and
- Respondents living in St. Albert longer than 10 years (70% versus 60% of those living there 10 years or less).

Reasons for Dissatisfaction (n=22)

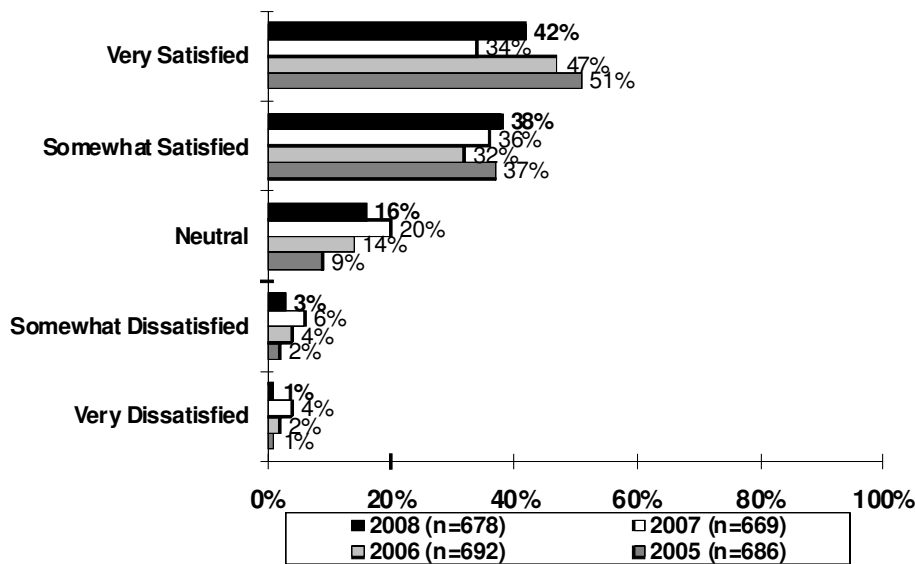
Top reasons for dissatisfaction with the Grosvenor Outdoor Pool included:

- Is small / should expand / too crowded (7 respondents);
- Facility in need of upgrading (4 respondents);
- Not suitable for climate / summer is too short (4 respondents);
- Need wading pool/area for small kids (3 respondents); and
- Need grass/picnic area / dislike concrete pad (3 respondents).

As shown in Figure 23, 80% of respondents expressed levels of satisfaction with the Woodlands Water Play Park. Sixteen percent (16%) of respondents were neutral, while 4% were dissatisfied overall. Overall satisfaction with the Play Park significantly increased (10%) over the past year, attributable to an 8% increase in those being very satisfied and a 2% increase in those being somewhat satisfied.

Figure 23

Satisfaction with the Woodlands Water Play Park*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with the Water Play Park** included:

- Respondents that had lived in St. Albert for longer than 10 years (83% versus 75% that had lived in the city for 10 years or less); and
- Those that believed they receive good or very good value for their tax dollar (88% versus 75% that believed they receive fair or poor value).

Reasons for Dissatisfaction (n=28)

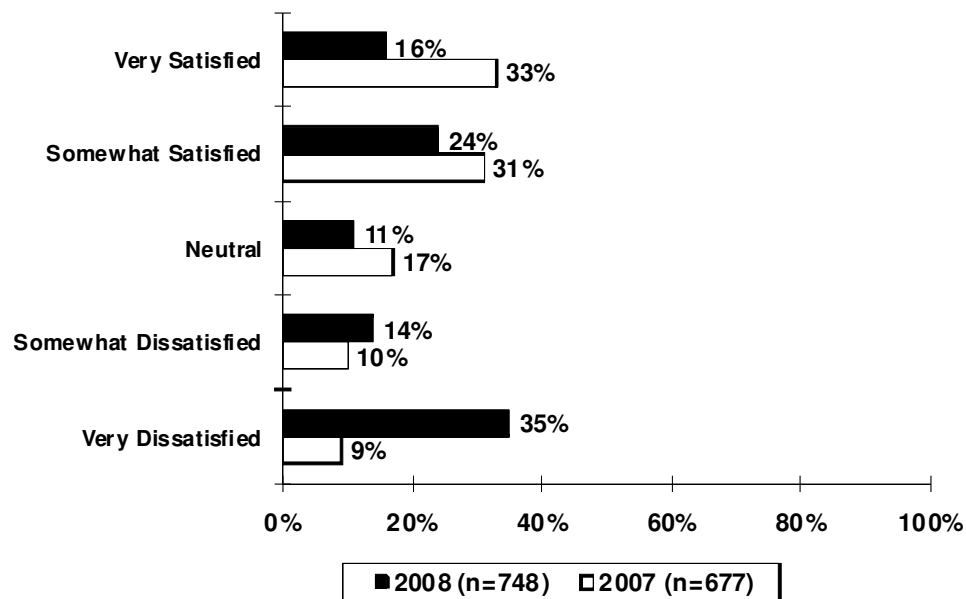
Top reasons for dissatisfaction with the Woodlands Water Play Park included:

- Has been closed (6 respondents);
- Becoming too crowded (3 respondents);
- Is suited for younger kids / nothing for older kids (3 respondents); and
- Traffic / can't park (3 respondents).

Finally, respondents were asked to indicate their satisfaction with the recently completed Servus Credit Union Place. 2008 saw a significant decrease in overall satisfaction levels, dropping by nearly one-quarter (24%) of respondents. There was a significant increase of 26% in respondents that were very dissatisfied with Servus Place.

Figure 24

Satisfaction with Servus Credit Union Place*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with Servus Credit Union Place** included:

- Respondents with children in the household (51% versus 34% of those without children);
- Those that believed they receive good or very good value for their tax dollar (51% versus 29% that believed they receive fair or poor value);
- Respondents aged 25 to 44 years old (50% versus 31% to 39% of those 45 years and older);
- Those that were satisfied with City services, facilities and programs (41% versus 12% that were dissatisfied);
- Respondents that used Servus Place once per year or more (29% to 69% versus 14% that had never used Servus place); and
- Respondents that had lived in St. Albert for 10 years or less (46% versus 75% that had lived in the city for longer than 10 years).

Reasons for Dissatisfaction (n=372)

Top reasons for dissatisfaction with Servus Credit Union Place included:

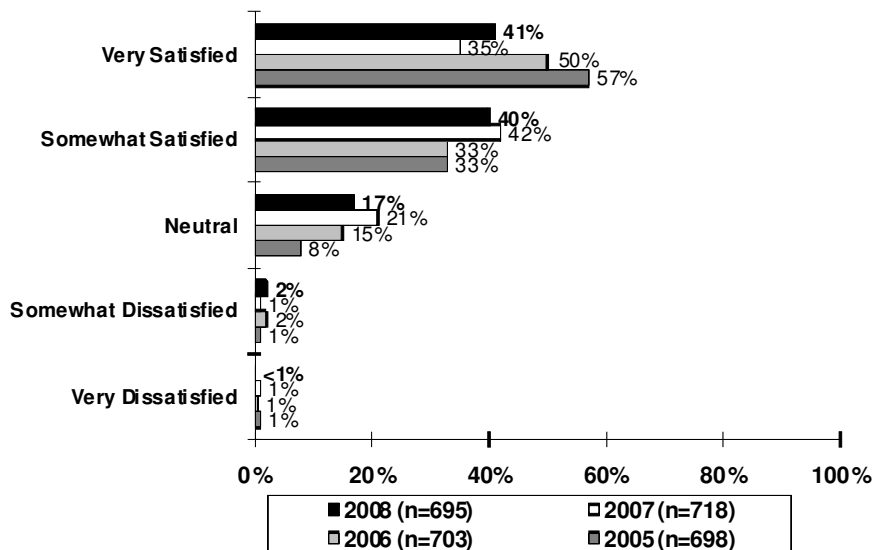
- Taxpayers have taken on the burden / taxes have risen (39%);
- Poor forecasting of cost for building / poor fiscal management / are in a deficit (29%);
- Costs are too high / user fees / high membership fees (23%);
- Waste of space / poor design/layout / ugly (15%);
- Poor location (14%); and
- Should not have been built / did not want/need it / is not used (13%).

3.5 Satisfaction with St. Albert Programs

Respondents were asked to indicate their satisfaction levels with programs operated by the City of St. Albert. Regarding cultural programs, respondents were significantly more likely to be satisfied overall (4% increase), with 81% being somewhat (40%) or very (41%) satisfied. Seventeen percent (17%) of respondents were neither satisfied nor dissatisfied with these programs, and less than 3% of respondents were dissatisfied to some degree.

Figure 25

Satisfaction with Cultural Programs*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with cultural programs** included:

- Female respondents (85% versus 76% of males);
- Those that were satisfied with City services, facilities and programs (82% versus 66% that were dissatisfied); and
- Those that believed they receive good or very good value for their tax dollar (88% versus 76% that believed they receive fair or poor value).

Reasons for Dissatisfaction (n=14)

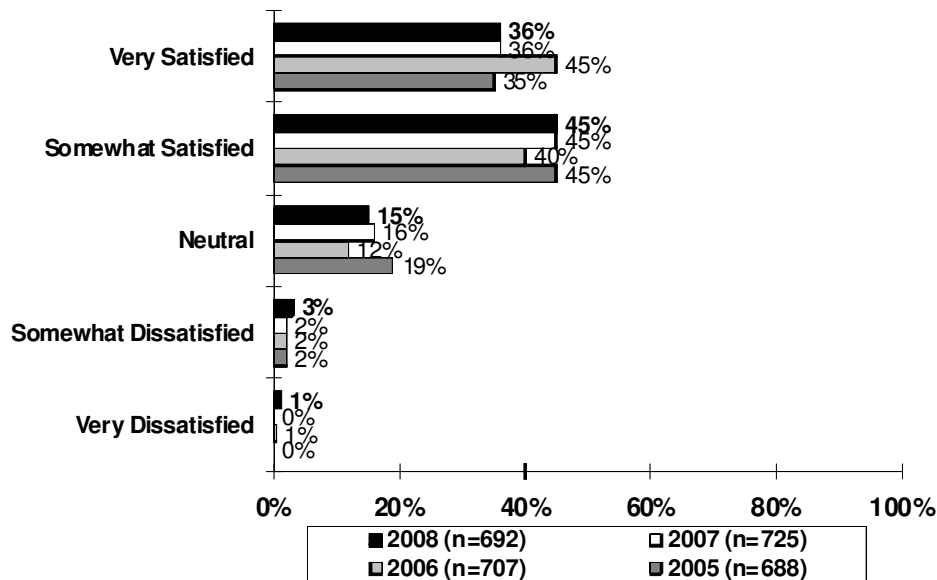
Top reasons for dissatisfaction with cultural programs included:

- Waste of tax-payers' money / less funding (3 respondents);
- Need a festival like Heritage Days / need better international festival (3 respondents); and
- Was not aware of them / lack knowledge (2 respondents).

The majority of respondents (81%) were satisfied with recreation programs and activities, 45% being somewhat satisfied and 36% being very satisfied. Fifteen percent (15%) of respondents were neither satisfied nor dissatisfied and 4% of respondents were dissatisfied to some degree. Satisfaction ratings in 2008 were comparable to those of 2007.

Figure 26

Satisfaction with Recreational Programs and Activities*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with recreational programs and activities** included:

- Those that were satisfied with City services, facilities and programs (83% versus 52% that were dissatisfied);
- Those that believed they receive good or very good value for their tax dollar (86% versus 77% that believed they receive fair or poor value);
- Respondents with children in their household (86% versus 79% without children in their household); and
- Respondents with incomes of \$100,000 per year or greater (86% versus 74% to 77% of those with incomes less than \$100,000).

Reasons for Dissatisfaction (n=22)

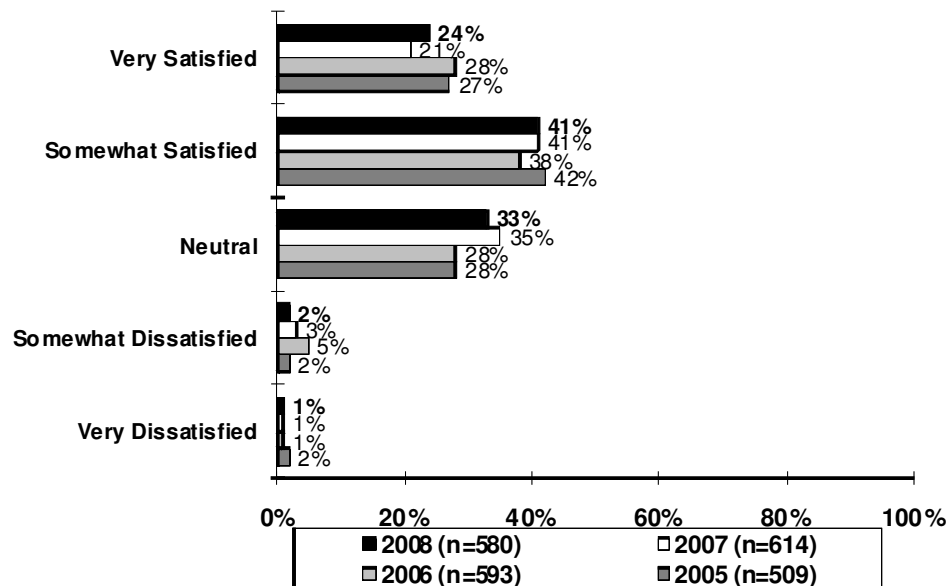
Top reasons for dissatisfaction with recreational programs and activities included:

- Expensive (7 respondents);
- Dislike Servus Place / spend too much money on programs at Servus Place (4 respondents);
- Not enough frequent programs / are always full / need more / summer programs (3 respondents); and
- Have to travel out of St. Albert for hockey practice (2 respondents).

As illustrated in Figure 27, nearly two-thirds (65%) of respondents were satisfied overall with family and community support services. One-third (33%) of respondents were neither satisfied nor dissatisfied in this regard, while only 3% were dissatisfied. Results are somewhat comparable to previous survey years, with the overall satisfaction rating comparable to that of 2007.

Figure 27

Satisfaction with Family and Community Support Services*



*This figure displays the ratings of respondents who indicated their level of satisfaction. It excludes the proportion of respondents that did not provide an answer or who responded, "Don't Know".

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to be **satisfied with support services** included:

- Those that believed they receive good or very good value for their tax dollar (71% versus 58% that believed they receive fair or poor value); and
- Female respondents (72% versus 57% of males).

Reasons for Dissatisfaction (n=16)

Top reasons for dissatisfaction with family and community support services included:

- Hard to contact staff about program / need more staff/times available (3 respondents);
- Need more facilities/programs for teenagers (3 respondents);
- Not enough programs (in general) (2 respondents); and
- Inadequate drug use/crime prevention (2 respondents).

3.6 Overall Importance and Service Improvements

In conducting satisfaction and importance assessments, factors or services with the lowest levels of satisfaction ratings or lowest importance ratings may not necessarily be the areas where improvement is most desired or needed. By mapping the following areas, it identifies priority areas in terms of City of St. Albert service improvements:

- higher importance and lower satisfaction or areas primarily perceived as needing improvements;
- higher importance and higher satisfaction or service strengths;
- lower importance and higher satisfaction; and
- lower importance and lower satisfaction.

All respondents (regardless of contact) were questioned as to the level of importance they placed on each of the 24 City of St. Albert services investigated (using a scale of 1 to 5, where 1 meant not at all important and 5 meant very important). Respondents' importance and satisfaction ratings were plotted on grids whereby the axes intercepted at the **average importance** rating (mean=4.1) and the **average satisfaction** rating (mean=3.9) across all 24 services measured. Figure 28, on page 31, maps the average importance and performance ratings for each of the 24 City services measured.

Services in the upper left quadrant are of higher than average importance, but lower than average satisfaction, or where ratings of overall importance are considerably greater than overall satisfaction ratings. These services are viewed as primary areas of improvement. As shown, the following services clearly fall within this quadrant:

- Recycling and composting depots;
- St. Albert Public Transit;
- Summer road maintenance; and
- Family and community support services.

Improvements to these services would do most to increase residents' satisfaction with the overall services provided by the City of St. Albert.

Winter road maintenance and land use and planning approvals fall upon the border of this quadrant. It will be important to monitor satisfaction with land use and planning approvals, especially if importance placed upon them increases, and satisfaction with garbage collection services.

City of St. Albert services which fall into the lower left quadrant are considered of lower than average importance and lower than average performance. Services include:

- Bylaw enforcement;
- Building and development permits;
- Campbell or Kinex Arena;
- St. Albert operated outdoor rinks; and
- Servus Credit Union Place.

While, at this time, satisfaction with these services is lower they are also not considered as important as other services investigated and consequently should be considered as secondary areas of improvement. The Grosvenor Outdoor Pool currently falls upon the border of this quadrant, so it will be important to monitor this service to ensure satisfaction levels do not drop.

City services which fall into the lower right quadrant are currently viewed as lower than average importance and as higher than average performance. In other words, while respondents are generally satisfied with these services, the importance placed on the services is lower in comparison to other City services evaluated. As shown, the following services fall into this quadrant:

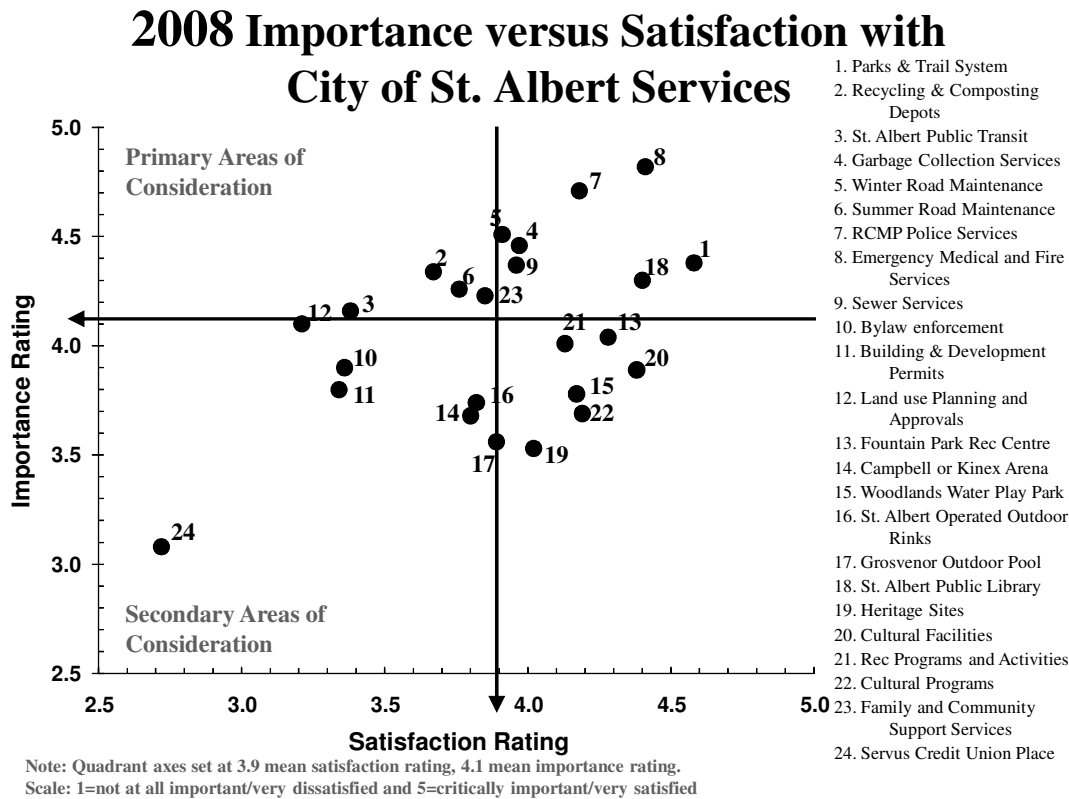
- The Fountain Park Recreational Centre;
- Woodlands Water Play Park;
- Heritage Sites;
- Cultural services;
- Recreational programs and activities; and
- Cultural programs.

When assessing the City services investigated, the following five areas were calculated as key strengths or successes. In other words, services in which respondents reported that they were of higher than average importance and higher than average satisfaction:

- Parks and trail system;
- Garbage collection services;
- RCMP Police Services;
- Emergency Medical and Fire Services;
- Sewer service; and
- St. Albert Public Library.

Maintaining a high level of satisfaction with these services is important, as these areas are viewed as highly important or critical to citizens. It will be important to monitor the satisfaction of these services to ensure that resident satisfaction is maintained or increased and that this service continues to be perceived as a strength.

Figure 28



Compared with 2007, there was some movement across the 24 City services. Garbage collection and sewer services moved from being on the border of primary strengths to being fully inside the quadrant. Recreational programs and activities moved from being a primary strength to a secondary strength, and the Fountain Park Rec Centre moved from the secondary strength border to fully inside the quadrant.

Selected Sub-Segment Findings Continued

Respondents that were satisfied overall with City services, programs and facilities were significantly more likely to rate the following services **important**, versus those that were dissatisfied:

- Parks and trail system (89% versus 64%);
- Bylaw enforcement (69% versus 44%);
- Campbell or Kinex Arena (59% versus 33%);
- Woodlands Water Play Park (63% versus 43%);
- City operated outdoor rinks (61% versus 45%);
- St. Albert Public Library (85% versus 69%);
- Heritage sites (53% versus 33%);
- Cultural facilities (71% versus 37%);
- Recreational programs and activities (78% versus 34%);
- Cultural programs (60% versus 31%);
- Family and community support services (80% versus 55%); and
- Servus Credit Union Place (45% versus 19%).

Respondents living in the South West quadrant of St. Albert were significantly more likely to rate the following services **important**:

- Parks and trail system (93% versus 83% of those living in the North West);
- Garbage collection services (91% versus 83% of those living in the North East);
- Fountain Park Recreation Centre (78% versus 70% of those living in the North West);
- City operated outdoor rinks (68% versus 54% of those living in the North East);
- Grosvenor outdoor pool (66% versus 46% to 49% of those living in some other quadrant); and
- Recreational programs and activities (82% versus 74% of those living in the North West).

For ease of reference, the following table outlines the mean importance and satisfaction ratings for each of the 24 St. Albert services investigated.

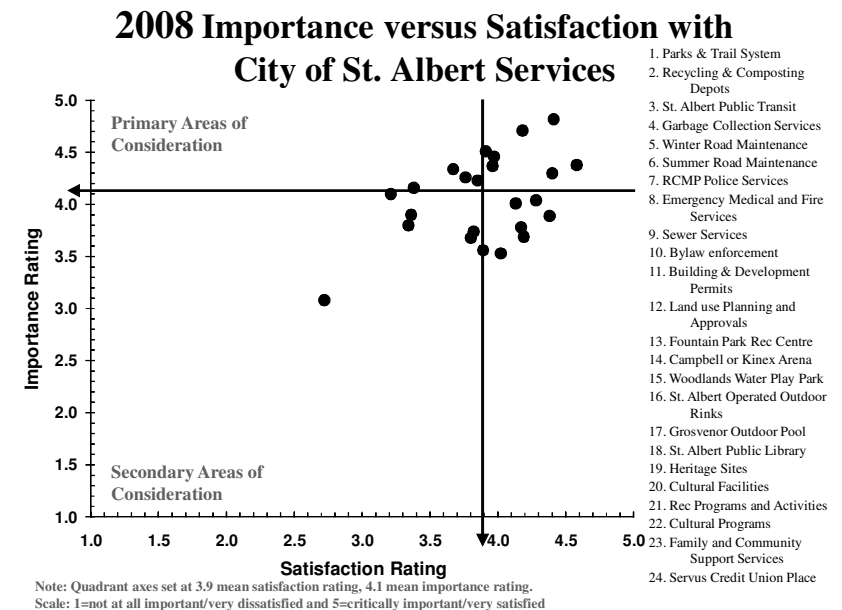
Table 3

Average Satisfaction and Importance Ratings		
City Service:	Mean Ratings*	
	Satisfaction	Importance
(1) Parks & trail system	4.58	4.38
(2) Recycling & composting depots	3.67	4.34
(3) St. Albert public transit	3.38	4.16
(4) Garbage collection services	3.97	4.46
(5) Winter road maintenance	3.91	4.51
(6) Summer road maintenance	3.76	4.26
(7) RCMP police services	4.18	4.71
(8) Emergency medical and fire services	4.41	4.82
(9) Sewer services including land drainage	3.96	4.37
(10) Bylaw enforcement	3.36	3.90
(11) Building and development permits	3.34	3.80
(12) Land use planning and approvals	3.21	4.10
(13) Fountain Park Recreation Centre	4.28	4.04
(14) Campbell or Kinex Arena	3.80	3.68
(15) Woodlands Water Play Park	4.17	3.78
(16) St. Albert operated outdoor rinks	3.82	3.74
(17) Grosvenor Outdoor Pool	3.89	3.56
(18) St. Albert Public Library	4.40	4.30
(19) Heritage sites	4.02	3.53
(20) Cultural facilities	4.38	3.89
(21) Recreational programs and activities	4.13	4.01
(22) Cultural programs	4.19	3.69
(23) Family and community support services	3.85	4.23
(24) Servus Credit Union Place	2.72	3.08

* Scale: 1=very dissatisfied/not at all important and 5=very satisfied/critically important

It is important to note that, when considering the placement of the services on the map, nearly all services fall in the upper right portion. On average, all services were rated favourably. See Figure 28a.

Figure 28a



3.6.1 Suggested Changes or Improvements to City Services

Not increasing taxes for Servus Place was most frequently named as the one change or improvement that would do most to better meet respondents' needs (13%). Other suggested improvements including better recycling options, depots, pickups, and allowing bigger items (9%), improving management of programs and services, including service fees at Servus Place (5%), and improved transit services, including more direct routes and a better information line (5%). Six percent (6%) of respondents additionally commented that they were unhappy with Servus Place and did not want to pay for it or did not want the facility in general. See Table 4, below, for responses provided by at least 3% of respondents.

Table 4

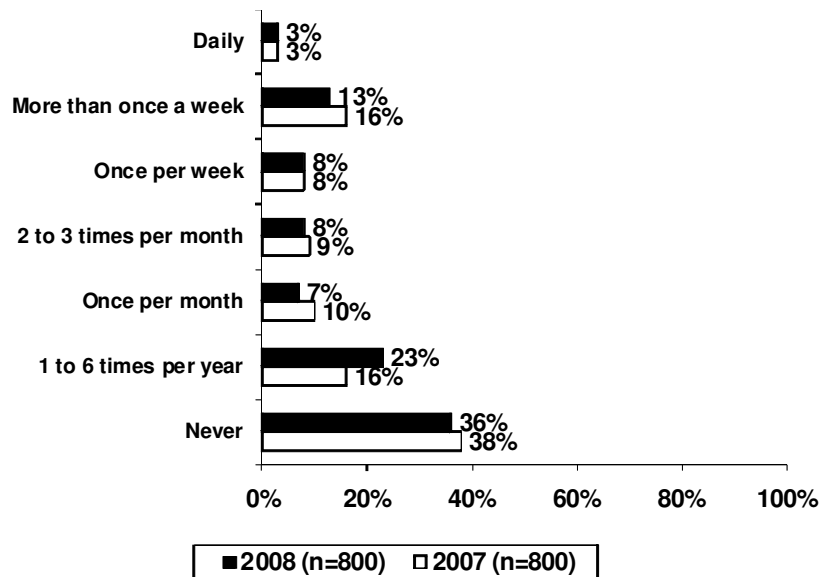
What one change or improvement in the service provided by the City of St. Albert would do most to better meet your needs?				
	Percent of Respondents			
	2008 (n=800)	2007 (n=800)	2006 (n=800)	2005 (n=800)
Do not raise taxes / reduce taxes / don't raise taxes for Servus Place	13	5	7	7
Better recycling options / allow bigger items / more recycling depots / more pick up	9	10	8	5
Unhappy about Servus Place / don't want to pay for it / get rid of Servus Place	6	<1	1	--
Improve programs and services/management / decrease fees at Servus Place	5	1	--	--
Improved transit services / more direct routes / better information line	5	5	5	5
Repair potholes / improved road maintenance	3	9	5	8
Improve traffic congestion / control traffic flow / better timing of lights / less lights	3	3	5	--
More programs for seniors / better senior services / accessibility	3	1	--	--
None – no areas of improvement	3	4	3	3

3.7 Servus Credit Union Place

Respondents were asked to indicate how often they used the Servus Credit Union Place. About one-quarter (24%) of respondents used the facility once per week or more, and 15% used it one to three times per month. About one-third (36%) of respondents had never used Servus Credit Union Place. There was a significant increase (7%) in 2008 in respondents that indicated they used the facility between 1 and 6 times per year.

Figure 30

Use of Servus Credit Union Place



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to indicate they **use Servus Credit Union Place more than once a week** included:

- Female respondents (16% versus 11% of male respondents);
- Respondents aged 25 to 44 years (19% versus 9% of those aged 65 years and older);
- Respondents with children in their household (21% versus 10% of those without children);
- Those with household incomes of \$100,000 or greater per year (19% versus 7% to 12% of those with incomes less than \$100,000);
- Respondents that were working full-time or part-time (16% versus 9% of those with some other employment status); and
- Respondents with a university education (15% versus 9% of those with a high school education).

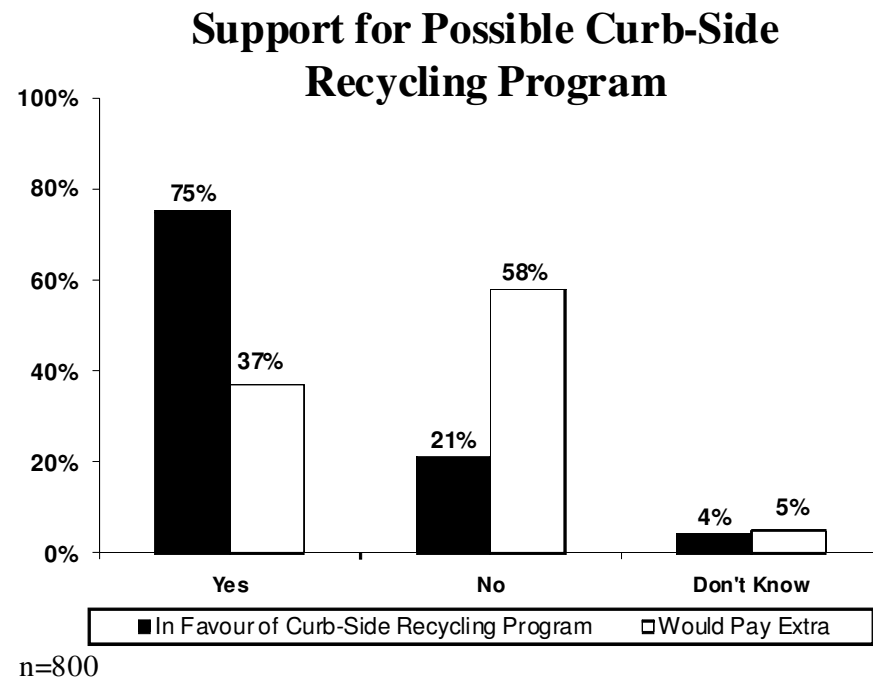
Respondent subgroups significantly more likely to indicate they **never used Servus Credit Union Place** included:

- Respondents residing in the South West (44%) city quadrant (versus 32% of those in the North West and 34% living in the South East);
- Those that rated the quality of life in St. Albert as being fair or poor (70% versus 34% that rated is as excellent, very good or good);
- Respondents that were dissatisfied overall with City services, programs and facilities (58% versus 35% of those that were satisfied).

3.8 Recycling Program

Respondents were asked if they would be in favour of a city-wide curbside recycling program or blue bag program. As illustrated in Figure 31 below, 75% of respondents indicated they would be in favour of a curbside recycling program, however, only 37% of respondents indicated they would be willing to pay more, such as a tax increase, for this service.

Figure 31



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to indicate they would be **in favour of a city-wide curbside recycling program** included:

- Female respondents (80% versus 69% of male respondents);
- Those living in St. Albert 10 years or less (86% versus 69% of those living there for longer than 10 years);
- Respondents with children in their household (83% versus 71% of those without children);
- Those with a university education (80% versus 68% of those with a high school education);
- Respondents with incomes of \$100,000 per year or greater (82% versus 65% to 71% of those with incomes less than \$100,000); and
- Respondents between the ages of 25 and 64 years (76% to 90% versus 63% aged 65 years and older).

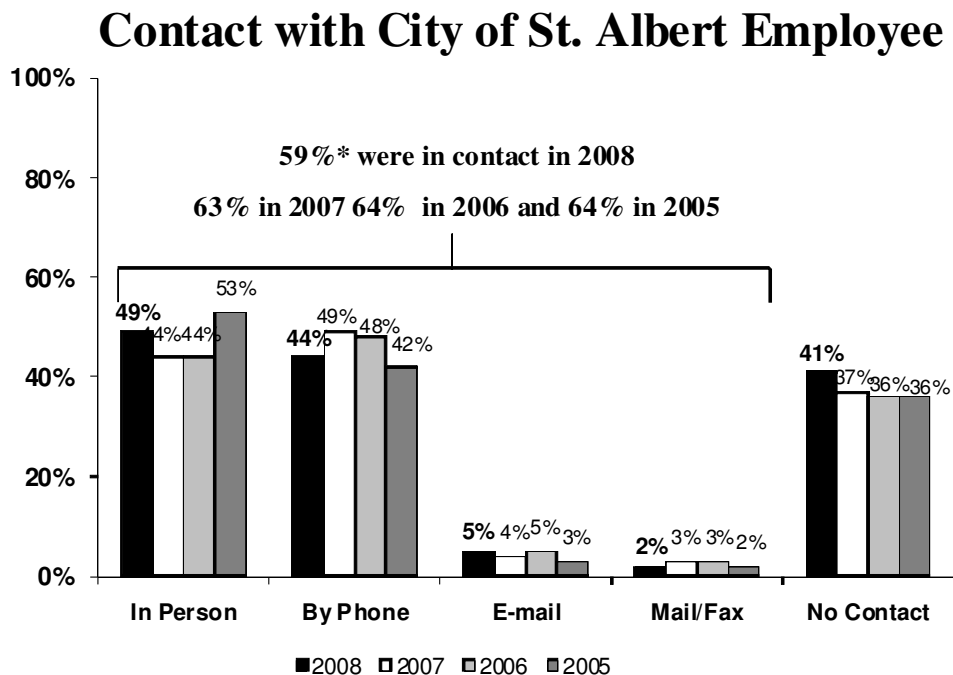
Respondent subgroups significantly more likely to indicate they would be **willing to pay extra for a city-wide curbside recycling program** included:

- Those that rated the quality of life in St. Albert as being excellent, very good or good (39% versus 14% that rated is as fair or poor);
- Respondents that were satisfied overall with City services, programs and facilities (39% versus 16% of those that were dissatisfied);
- Respondents living in St. Albert 10 years or less (42% versus 35% of those living there for longer than 10 years);
- Respondents with children in their household (45% versus 33% of those without children);
- Those with a university education (44% versus 29% of those with a high school education); and
- Those that believed they receive good or very good value for their tax dollar (46% versus 30% that believed they receive fair or poor value).

3.9 Contact with City of St. Albert Employees

Respondents were next asked questions regarding the service they received from St. Albert employees. Fifty-nine percent (59%) of respondents had been in contact with a City employee, a decrease (4%) from 2007. Proportions of respondents that contacted employees in person or via phone were similar in 2008 to 2007.

Figure 32



*Method of contact was based upon the 59% of respondents (n=465) that had contact with a City employee

Selected Sub-Segment Findings

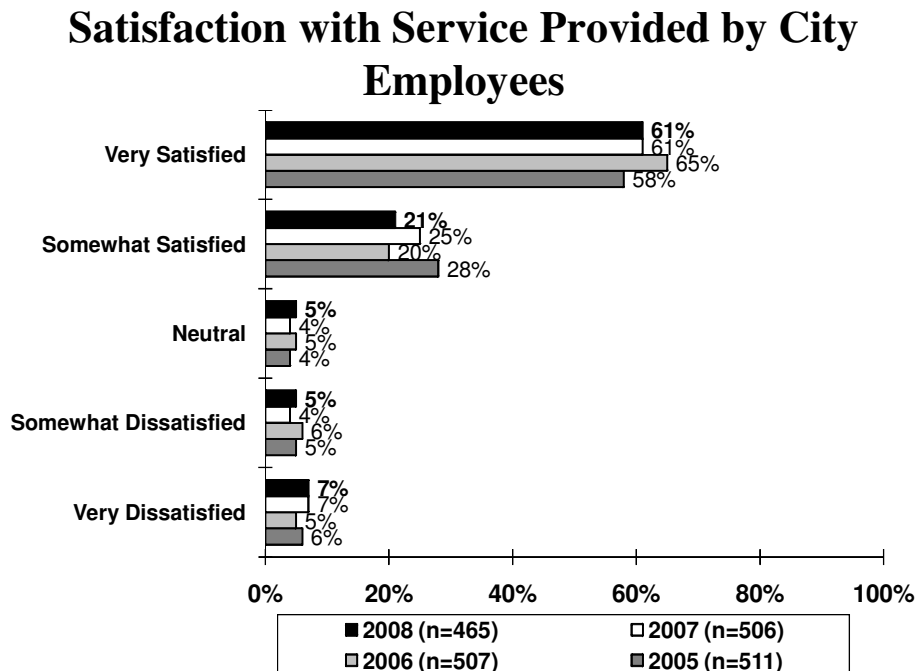
Respondent subgroups significantly more likely to have **had contact with City of St. Albert employees** included:

- Those that owned their homes (60% versus 36% of those that rented their homes);
- Those with a university (65%) or college (57%) education (versus 47% of those with a high school education);
- Respondents living in St. Albert longer than 10 years (62% versus 53% of those living there 10 years or less);
- Respondents with children in their household (64% versus 56% of those without children);
- Respondents with incomes of \$40,000 per year or greater (61% to 62% versus 45% of those with incomes of less than \$40,000); and
- Respondents between the age of 45 and 64 years (63% versus 52% of those aged 65 years and older).

3.9.1 Satisfaction with City Employees

The majority of respondents (82%) expressed satisfaction regarding the service provided by City employees, 21% being somewhat satisfied and 61% being very satisfied. The overall satisfaction rating decreased in 2008 (82% versus 86% in 2007), but neutral and dissatisfaction ratings remained comparable to 2007 ratings.

Figure 33



Selected Sub-Segment Findings

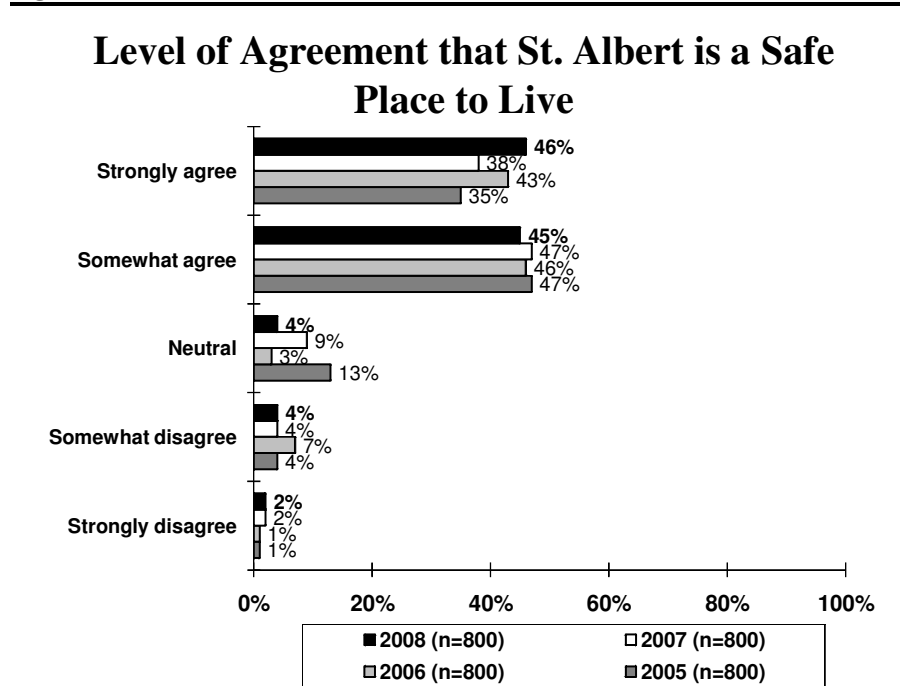
Respondent subgroups significantly more likely to be **satisfied with the service of City employees** included:

- Those that rated the quality of life in St. Albert as being excellent, very good or good (83% versus 62% that rated is as fair or poor).

3.10 Perceptions of Safety in St. Albert

As shown in Figure 34, 91% of respondents agreed overall² that St. Albert is a safe place to live, a significant increase (6%) from 2007 results. Disagreement levels were comparable to previous survey years, and there was a 5% decrease in respondents that provided a neutral rating that St. Albert is a safe place to live.

Figure 34



² Strongly or somewhat agree

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to agree St. Albert is a safe place to live included:

- Respondents aged 25 to 44 years (97% versus 89% to 90% of those 45 years and older);
- Those that believed they receive good or very good value for their tax dollar (94% versus 88% that believed they receive fair or poor value);
- Those that were satisfied with City services, facilities and programs (93% versus 62% that were dissatisfied);
- Those that rated the quality of life in St. Albert as being excellent, very good or good (93% versus 62% that rated is as fair or poor); and
- Respondents with children in their household (94% versus 89% of those without children).

Drugs in the community and youth vandalism continue to be the safety and crime issues of greatest concern to respondents (39% and 36%, respectively). Theft or burglary (22%), youth crime (9%), and crime in general (9%) were also frequently mentioned by respondents. As with previous survey years, traffic concerns, including traffic safety in general (7%) and speeding (6%), continued to be popular issues. See Table 5, below, for issues mentioned by at least 2% of respondents. For all mentions, refer to detailed data tables.

Table 5

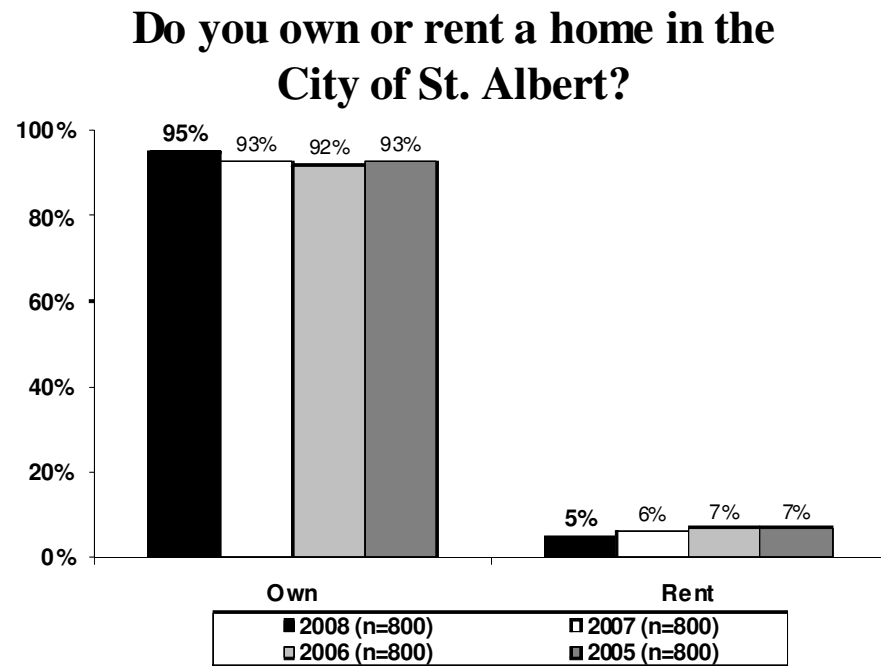
What would you say are the safety and crime issues of greatest concern to you, if any?				
	Percent of Respondents *			
	2008 (n=800)	2007 (n=800)	2006 (n=800)	2005 (n=800)
Drugs in the community	39	33	34	43
Youth vandalism	36	42	56	42
Theft/burglary	22	29	18	27
Youth crime in general	9	12	10	9
Crime in general	9	9	9	6
Traffic safety in general	7	5	6	5
Speeding	6	5	4	4
Break and enter/home invasion	3	3	2	1
None – no safety concerns	11	8	5	5
Don't know	3	3	4	4

*Multiple mentions

3.11 Views Towards Property Taxes

As with previous survey years, the majority (95%) of respondents owned their home in St. Albert, while 5% indicated they rented. Only those respondents that owned their homes (n=757) were asked questions about property taxes.

Figure 35



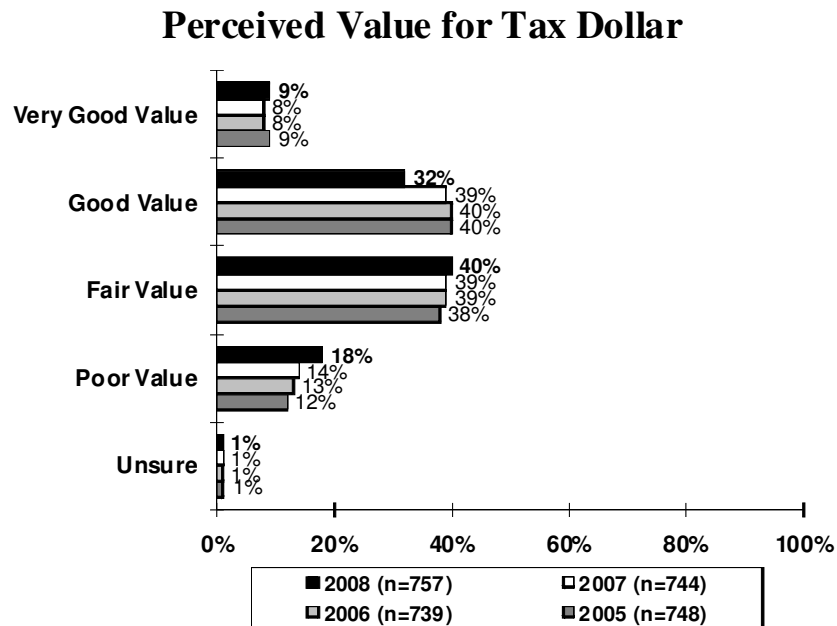
Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **own their home** included:

- Those that had been in contact with a City of St. Albert employee (97% versus 91% of those that had not);
- Respondents aged 45 to 64 years old (97% versus 91% of those aged 25 to 44 years old);
- Those with incomes of \$40,000 per year or greater (94% to 99% versus 78% of those with incomes less than \$40,000 per year); and
- Respondents with a university education (96% versus 92% of those with a high school education);
- Male respondents (96% versus 93% of female respondents);
- Respondents living in St. Albert longer than 10 years (96% versus 92% of those living there 10 years or less); and
- Those that lived in the South East city quadrant (97% versus 92% that lived in the North West quadrant).

Property owners (n=757) were asked to indicate the value they received for their tax dollars. Nine percent (9%) believed they received very good value, 32% believed they received good value, 40% believe they received a fair value, and 18% believed they received poor value for their tax dollar. There was a significant decrease (7%) in respondents that believed they receive good value for their tax dollar, and an increase (4%) in those that believed they received poor value for their tax dollar.

Figure 36



Base: Property Owners

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to believe they received **good or very good value for their tax dollar** included:

- Respondents with a university education (45% versus 34% of those with a high school education);
- Those that were satisfied with City services, facilities and programs (43% versus 11% that were dissatisfied);
- Female respondents (45% versus 37% of male respondents); and
- Respondents between the ages of 45 and 65 years (47% versus 31% of those between the ages of 25 and 44 and 37% of those aged 65 years and older).

Good or great services (19%) and good street maintenance (11%) were top reasons for believing the tax dollar represents very good or good value. See Table 6, below.

Table 6

Reasons for Believing Tax Dollar Represents Very Good or Good Value	Percent of Respondents*	
	2008 (n=305)	2007 (n=348)
	Good/great services	19
Good maintenance on streets	11	9
Nice parks and trees/trail system	10	8
Good place to live / high standard of living	9	8
Good snow removal	8	7
Good value for tax dollars	6	9
Satisfied with services provided	5	11
Need to pay for services / get what you pay for	5	<1
City Council does a good job	5	1
City is clean	5	3
Education system is good	4	3
Good garbage pick-up	4	2
City is well-maintained	4	--

High taxes or tax increases (21%) and recreation centre issues (21%) were the top reasons for believing the tax dollar represents fair or poor value, along with taxes being high in comparison to services received (15%).

Table 7

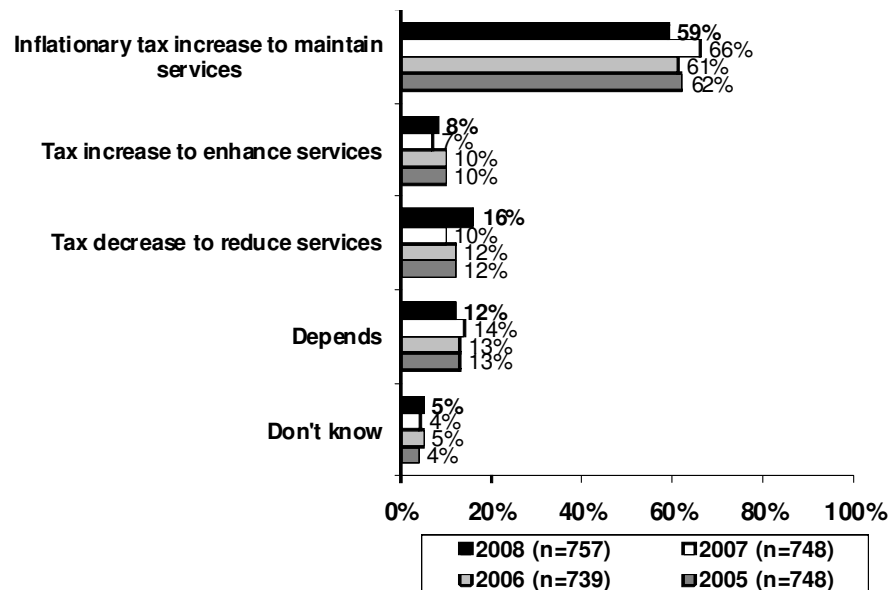
Reasons for Believing Tax Dollar Represents Fair or Poor Value	Percent of Respondents*	
	2008 (n=441)	2007 (n=392)
	Taxes are high/continue to raise	21
Servus Place issues	21	4**
Taxes are high in comparison to services received	15	15
Taxes are high compared to other cities/communities	12	15
Lack winter and summer road maintenance/ repairs/condition / lack sidewalk maintenance	4	7
Poor money management – rec center/bypass road	3	--
Services could be improved upon/more services	3	5
Condo fees pay for services already	3	4
Services are good but rates are a little high	2	1
Don't use a lot of the services / should be more user fees	2	1
Lack park/green space/tree maintenance / environmental issues	2	1
Lack of an industrial tax base	2	4
Council doesn't listen / lack of action / poor leadership	2	3

**In 2007 this code was collapsed as bypass/recreation centre issues

Property owners were then presented with three five-year tax strategies and asked to indicate which they supported. Supported by fifty-nine percent (59%) of respondents, the most popular tax strategy was an inflationary tax increase to maintain services. This was, however, a significant decrease (7%) compared with support for this strategy in 2007. There was a significant increase (6%) in the percentage of respondents that supported a tax decrease to reduce services provided by the City.

Figure 37

Support for Five Year Tax Strategy



Base: Property Owners

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to support an inflationary increase included:

- Those that believed they receive good or very good value for their tax dollar (74% versus 49% that believed they receive fair or poor value);
- Respondents that had contact with a City employee in the past year (62% versus 54% that had not);
- Those with incomes \$40,000 per year or greater (62% versus 43% of those with incomes less than \$40,000 per year);
- Those that were satisfied with City services, programs and programs (61% versus 30% that were dissatisfied);
- Respondents that resided in the South West (64%) or South East (63%) city quadrants (versus 47% that lived in the North East); and
- Respondents that were satisfied with their contact with a City employee (64% versus 49% that were dissatisfied).

3.12 Municipal Leadership

Funding issues for Servus Place was viewed as the most important issue facing St. Albert Council today (21%), followed by high taxes or tax increases (13%) and needing to fix problems with Servus Place (11%). Budget balancing or keeping expenses down (8%) was also frequently mentioned as the most important issue, along with a lack of a strong tax base or the need to attract industry (7%). See Table 8, below.

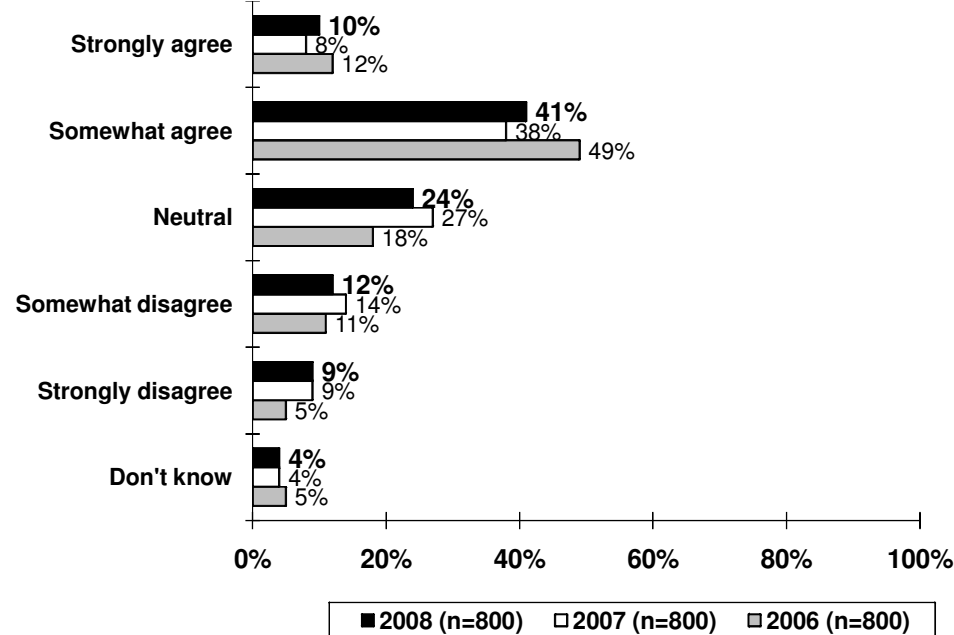
Table 8

	Percent of Respondents *			
	2008 (n=800)	2007 (n=800)	2006 (n=800)	2005 (n=800)
Servus Place – should not have to pay / should be paid for with user fees / raising taxes / running a deficit	21	1	1	--
Rising municipal taxes / high taxes	13	8	8	18
Servus Place – need to fix problems with it	11	--	--	--
The budget / balancing the City budget/keeping expenses down	8	7	6	8
Lack of a strong tax base / need to attract industry	7	6	3	5
Land development / management / planning	5	9	6	8
Urban growth / managing the City growth without raising taxes/keeping up services with the growth	4	8	12	10
Affordable housing	3	9	3	3
Population growth / control growth of city	3	7	--	--
Lack of low income housing / high rents / land costs	3	2	1	--
Poor management/decision making / lack of decision making/speed	3	1	2	--

About half (51%) of respondents agreed overall that St. Albert City Council is planning for the future of the community, a significant increase (5%) compared to 2007 results. About one-quarter (24%) of respondents were neutral in this regard. See Figure 37, below.

Figure 38

Level of Agreement that St. Albert City Council is Planning for the Future of the Community



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to agree **City Council is planning for the future of the community** included:

- Respondents that were satisfied with City services, facilities and programs (53% versus 14% that were dissatisfied); and
- Those that agreed St. Albert is a safe community (52% versus 27% that disagreed).

3.13 City Readership

The St. Albert Gazette was the newspaper respondents most frequently relied on as their primary source of information and news about City Hall and City services, programs and initiatives (68%). Both the Saint City News and St. Albert Gazette were relied upon by 21%. It is important to note that, in 2008, respondents were asked to indicate the newspaper that was their primary source of information, whereas in 2007 they provided multiple responses. Both the single and multiple responses from 2007 are shown in Table 9, below.

Table 9

What local newspaper do you rely on as your source of information and news about City Hall and City services, programs, and initiatives?			
	Percent of Respondents		
	2008* (n=800)	2007* (n=800)	2007** (n=800)
St. Albert Gazette	68	61	83
Both St. Albert Gazette and Saint City News	21	31	10
Saint City News	2	3	24
None/No local papers	6	3	3
Other	1	1	3
Refuse/Don't know	1	1	1

*Single responses

**Multiple responses

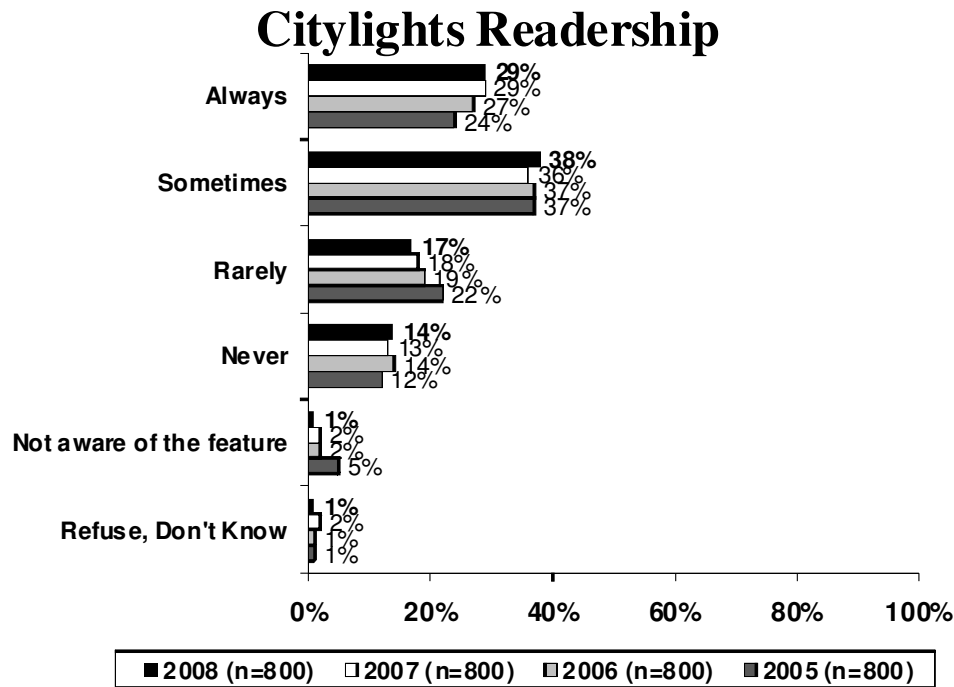
Selected Sub-Segment Findings

Respondent subgroups significantly more likely to indicate they read the **Saint Albert Gazette** for City news included:

- Respondents that believed the quality of live in St. Albert is excellent, very good or good (69% versus 53% that rated it fair or poor);
- Respondents with household incomes of \$100,000 per year or greater (73% versus 65% of those with incomes between \$40,000 and \$100,000); and
- Respondents that agreed that St. Albert is a safe community to live in (69% versus 52% that disagreed).

Respondents were asked to indicate how often they read the Citylights advertising feature, published by the City of St. Albert in the Saturday edition of the St. Albert Gazette. The majority (84%) of respondents read the feature at some frequency, 29% always, 38% sometimes, and 17% rarely.

Figure 39



Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **always read the Citylights feature** included:

- Female respondents (33% versus 25% of male respondents); and
- Those that believed they receive good or very good value for their tax dollar (35% versus 26% that believed they receive fair or poor value).

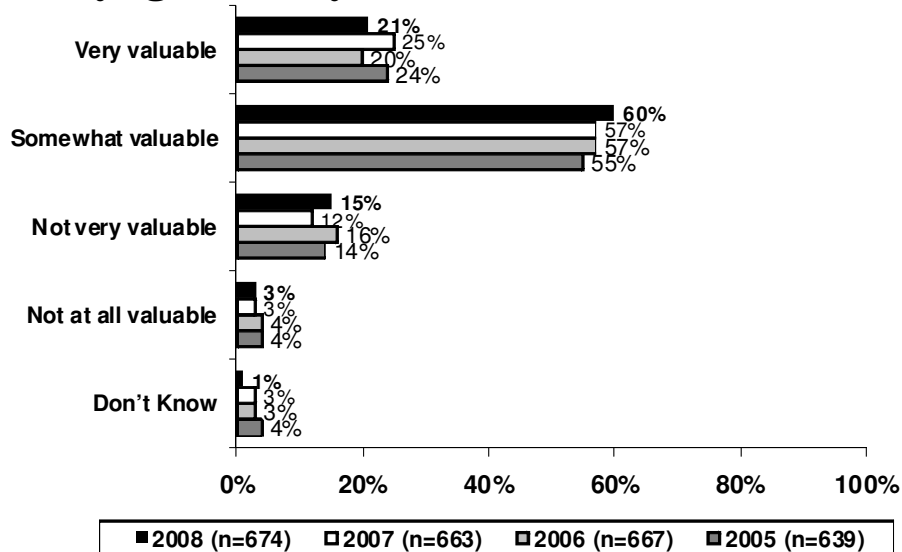
Respondent subgroups significantly more likely to **sometimes read the Citylights feature** included:

- Respondents that believed the quality of live in St. Albert is excellent, very good or good (39% versus 22% that rated it fair or poor),

Respondents that read the Citylights feature (n=674) were asked how valuable the information in Citylights is to them as citizens of St. Albert. Comparable with results of previous years, the majority (81%) believed the feature was valuable to some degree, while 18% believed it was not valuable to them as citizens.

Figure 40

How valuable do you feel the information in Citylights is to you as a citizen of St. Albert?



Base: Respondents that read the Citylights feature

Selected Sub-Segment Findings

Respondent subgroups significantly more likely to **rate the Citylights feature valuable** included:

- Those that believed they receive good or very good value for their tax dollar (87% versus 76% that believed they receive fair or poor value); and
- Female respondents (86% versus 76% of males).

3.14 Respondent Characteristics

The following table provides a demographic profile of respondents surveyed in 2008.

Table 10

Demographic Profile							
	Percent (n=800)				Percent (n=800)		
	2008	2007	2006		2008	2007	2006
Gender :				Children in the Household:			
Male	49	50	50	Yes		39	41
Female	51	50	50	No		61	59
Household Income:				Age:			
Less than \$20,000	1	1	1	18 to 24 years	2	2	5
\$20,000 to less than \$30,000	3	3	4	25 to 34 years	6	9	8
\$30,000 to less than \$50,000	10	9	10	35 to 44 years	14	18	16
\$50,000 to less than \$75, 000	15	15	17	45 to 54 years	27	27	26
\$75,000 to less than \$100,000	15	16	17	55 to 64 years	24	22	24
\$100,000 to less than \$150,000	21	22	21	65 years and over	26	19	18
\$150,000 to less than \$200,000	10	8	7	Refused	3	3	3
\$200,000 or more	6	5	4	Mean age	55 years	52 years	51 years
Refused	19	21	18				
Employment Status				Composition of Age groups within household			
Working full-time, including self-employed	49	56	53	Under 13 years of age	21	27	25
Working part-time, including self-employed	13	11	14	13 to 18 years	20	22	25
Homemaker	5	5	6	19 to 44 years	46	55	52
Student	1	1	1	45 to 64 years	59	57	62
Not employed	2	2	3	65 years or over	28	22	21
Retired	30	24	23	Average Household size	3 people	3 people	3 people
Refused	1	1	<1				
Level of Education:				Residence in St. Albert:			
Less than / graduated high school	24	22	23	1 to 5 years	20	16	12
Some / graduated tech or vocational school	10	8	10	6 to 10 years	15	18	20
Some / graduated college	19	20	21	11 to 20 years	23	27	29
Some / graduated university	31	30	36	Over 20 years	42	38	40
Post graduate	15	19	10				
Refused	1	1	1	Work for the City of St. Albert			
				Yes	3	3	2
				No	97	97	98

Appendix
Survey Instrument