



2017 Community Satisfaction Survey
Appendix: Municipal Comparison Report

April 7, 2017



TABLE OF CONTENTS

1.0	PROJECT BACKGROUND	3
2.0	MUNICIPAL COMPARISONS	4
2.1	Overall Quality of Life	5
2.2	Satisfaction with Services, Facilities, and Programs	7
2.3	Perceived Value for Tax Dollars	9
2.4	Community Safety	11
2.5	Contact with Municipal Employees	13
2.5.1	Engagement with Municipal Employees	13
2.5.2	Satisfaction with Municipal Employee Interactions	14

1.0 PROJECT BACKGROUND

In 2017, the City of St. Albert contracted Banister Research & Consulting Inc. to conduct the 2017 Community Satisfaction Survey. As part of the research, Banister Research conducted 400 telephone interviews with adult residents of the general population who resided within the City limits of St. Albert.¹

Age and gender quotas were established, as follows, to ensure proper demographic representation of St. Albert's residents:²

	Number of Respondents (n)		
	Male	Female	Total
18 to 24 years of age	n=21	n=22	n=43
25 to 64 years of age	n=134	n=140	n=274
65 years of age and older	n=37	n=46	n=83
Total	n=192	n=208	n=400

Overall results reflect a margin of error no greater than $\pm 4.9\%$ at the 95% confidence level, or 19 times out of 20.

Banister Research was asked to compare the City of St. Albert against other municipalities in Alberta that have conducted similar resident surveys. In the instances where Banister Research did not conduct the research (i.e., City of Red Deer and Town of Morinville), efforts were made to secure the most recent survey findings based on publicly available data. All comparative findings presented are intended to provide some context for the City of St. Albert when considering the findings from their own Community Satisfaction Survey.

All participating communities have undertaken a telephone survey of their own residents in the past three (3) years regarding services provided by their municipality. These surveys typically run over one (1) week; sample sizes are based on the population of the community and the desired margin of error for each project. The table on the following page provides a breakdown of the participating communities, their most recent survey year, the sample size, and the corresponding margin of error.

¹ 4,000 randomly selected households were also invited to complete a web-based version of the survey; 593 residents completed the web-based version of the survey; 429 via mail-out and 164 via public link, the results of which are available under a separate cover.

² Based on the 2016 municipal census.

Table 1

Participating Municipalities			
Municipality	Survey Year	Sample Size	Margin of Error (95% confidence level)
City of St. Albert	2017	n=400	±4.9%
City of Airdrie	2017	n=400	±4.9%
Town of Morinville ³	2016	n=135	±8.4% ⁴
City of Red Deer ⁵	2016	n=300	±5.7%
City of Grande Prairie	2015	n=400	±4.9%
City of Leduc	2015	n=400	±4.9%
City of Fort. Saskatchewan	2014	n=400	±4.9%

2.0 MUNICIPAL COMPARISONS

Sections 2.1 through 2.5 demonstrate the survey findings across all seven (7) municipalities, where applicable, on the following topics:

- Overall quality of life in the municipality;
- Overall satisfaction with municipal services, facilities, and programs;
- Perceived value for tax dollars;
- Perceived safety;
- Contact or engagement with municipal employees in the past twelve (12) months; and
- Overall satisfaction with recent exchanges with municipal employees.

Caution should be used when interpreting the data, as differences in question wording and/or response options may impact the ability of the reader to compare one municipality to another.

Please Note: Percentages may not always total 100% due to rounding errors (i.e., percentages have been rounded to the nearest whole number); “don’t know” responses have not been included in the following graphs (though still included in the total respondent base).

³ Survey completed in-house by the Town of Morinville. <http://www.morinville.ca/doc-library/council/council-regular-council-agenda-packages/regular-council-agenda-packages-2016/935-council-agenda-package-september-13-2016/file> (Pages 137-152).

⁴ Use caution when applying margin of error; survey was conducted online and therefore subject to self-selection bias.

⁵ Survey completed by Ipsos. <http://www.reddeer.ca/media/reddeerca/whats-happening/surveys/ipsos-reid-/2016-City-of-Red-Deer-Citizen-Satisfaction-Survey---RESULTS.pdf>.

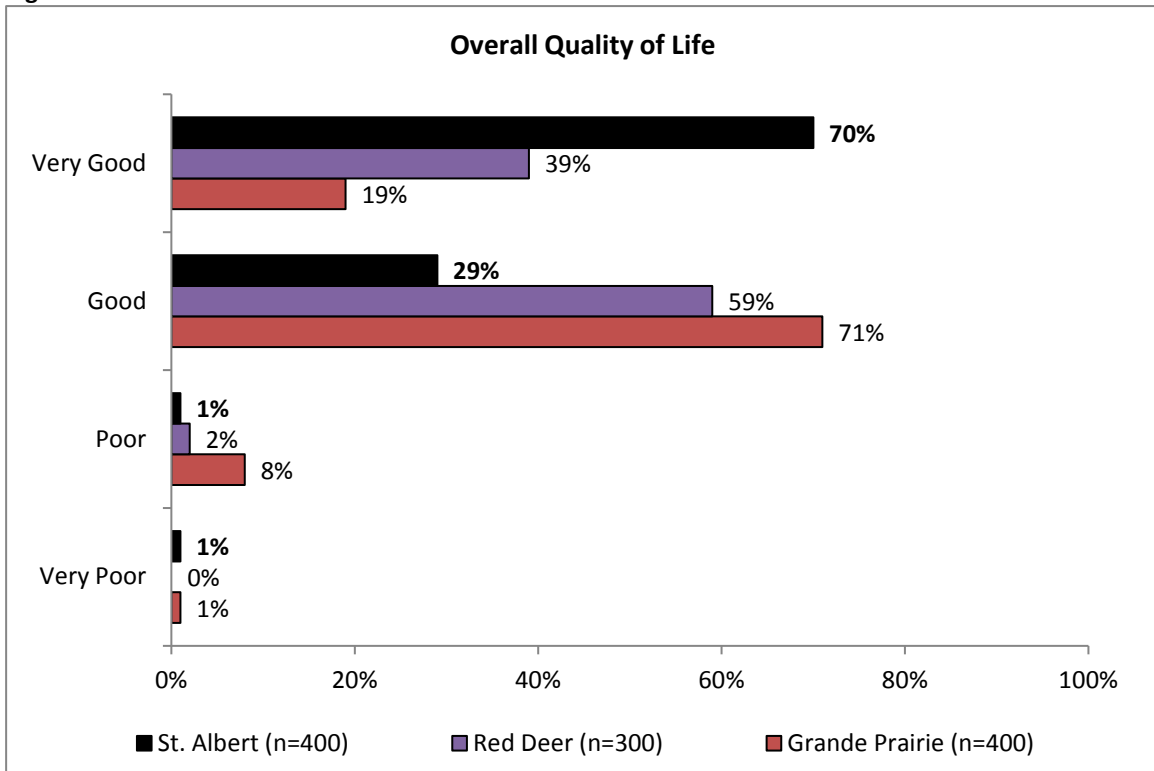
2.1 Overall Quality of Life

In terms of the overall quality of life, nearly three-quarters (70%) of the respondents for the City of St. Albert reported that it was “very good,” which was significantly higher than those who reported the same in the **City of Grande Prairie (19%)** and the **City of Red Deer (39%)**. Over one-quarter (29%) of those in St. Albert rated the quality of life as “good,” versus 71% of those in Grande Prairie and 59% of those in Red Deer. See Figure 1, on the following page.

Other municipalities that reported on quality of life, but used different scales of measurement, included:

- **City of Airdrie**
 - Very Good – 21%
 - Good – 53%
 - Neither Good nor Poor – 20%
 - Poor – 4%
 - Very Poor – 2%
- **City of Fort Saskatchewan**
 - Excellent – 26%
 - Very Good – 52%
 - Good – 19%
 - Fair – 3%
 - Poor – 1%
- **City of Leduc**
 - Excellent – 31%
 - Very Good – 47%
 - Good – 18%
 - Fair – 3%
 - Poor – <1%
- **Town of Morinville**
 - Very Satisfied (ratings of 8 to 10 out of 10) – 35%
 - Somewhat Satisfied (ratings of 6 or 7 out of 10) – 33%
 - Not Very Satisfied (ratings of 4 or 5 out of 10) – 23%
 - Not at all Satisfied (ratings of 0 to 3 out of 10) – 10%

Figure 1



2.2 Satisfaction with Services, Facilities, and Programs

When asked to rate their overall satisfaction with the services, facilities, and programs provided by respondents' municipalities, 35% of **St. Albert** residents reported that they were "very satisfied" (ratings of 5 out of 5). This was significantly higher than reported by those in **Leduc** (27% provided a rating of 5).

In St. Albert, 79% of respondents were satisfied, overall (ratings of 4 or 5 out of 5), comparable to 81% of Leduc respondents. See Figure 2, on the following page.

Other municipalities that reported on overall satisfaction with services/facilities/programs, but used different scales of measurement, included:

- **City of Red Deer**
 - Very Satisfied – 39%
 - Somewhat Satisfied – 58%
 - Not Very Satisfied – 2%
 - Not at all Satisfied - 0%

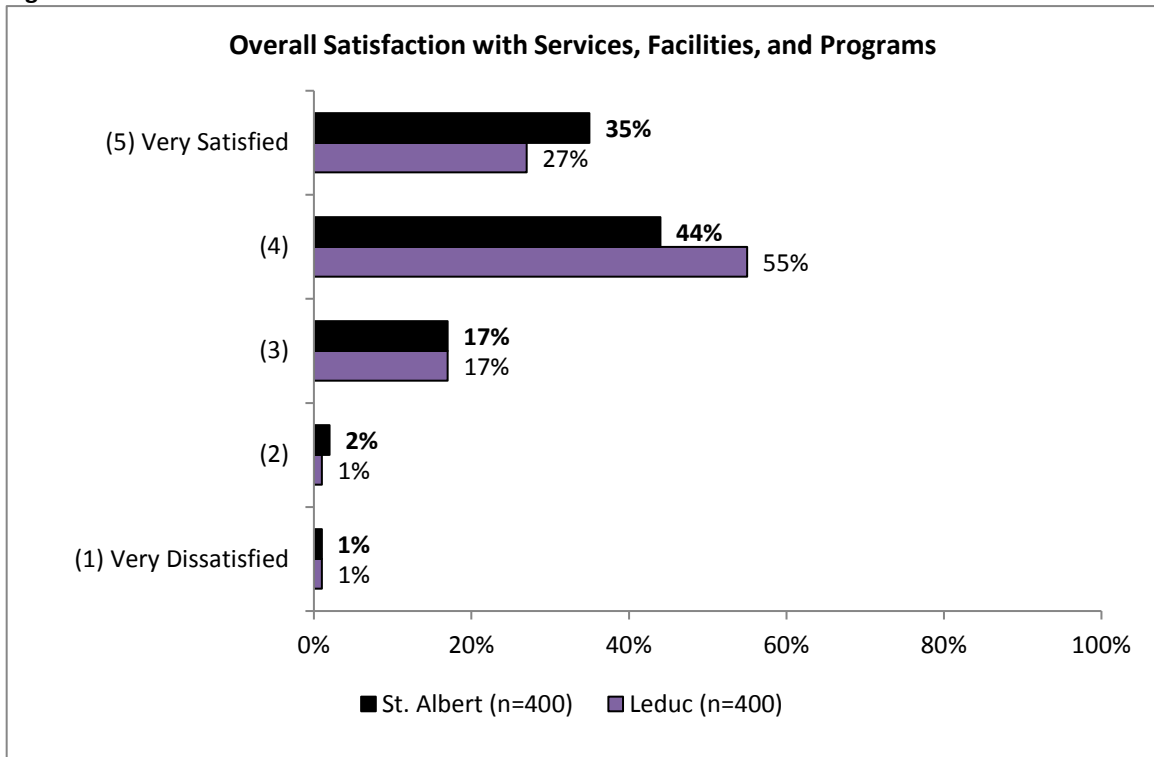
- **City of Grande Prairie**
 - Very Satisfied – 15%
 - Somewhat Satisfied – 64%
 - Not Very Satisfied – 16%
 - Not at all Satisfied – 3%

- **City of Airdrie (Note: Respondents were asked to rate the "overall quality of services" – as opposed to their personal level of satisfaction with services)**
 - Very Good – 38%
 - Good – 53%
 - Neither Good Nor Poor – 8%
 - Poor – 1%

- **Town of Morinville**
 - Very Satisfied (ratings of 8 to 10 out of 10) – 36%
 - Somewhat Satisfied (ratings of 6 or 7 out of 10) – 33%
 - Not Very Satisfied (ratings of 4 or 5 out of 10) – 22%
 - Not at all Satisfied (ratings of 0 to 3 out of 10) – 9%

Respondents in the **City of Fort Saskatchewan** were not asked to rate their overall satisfaction with the services, facilities, and programs provided by the municipality.

Figure 2



2.3 Perceived Value for Tax Dollars

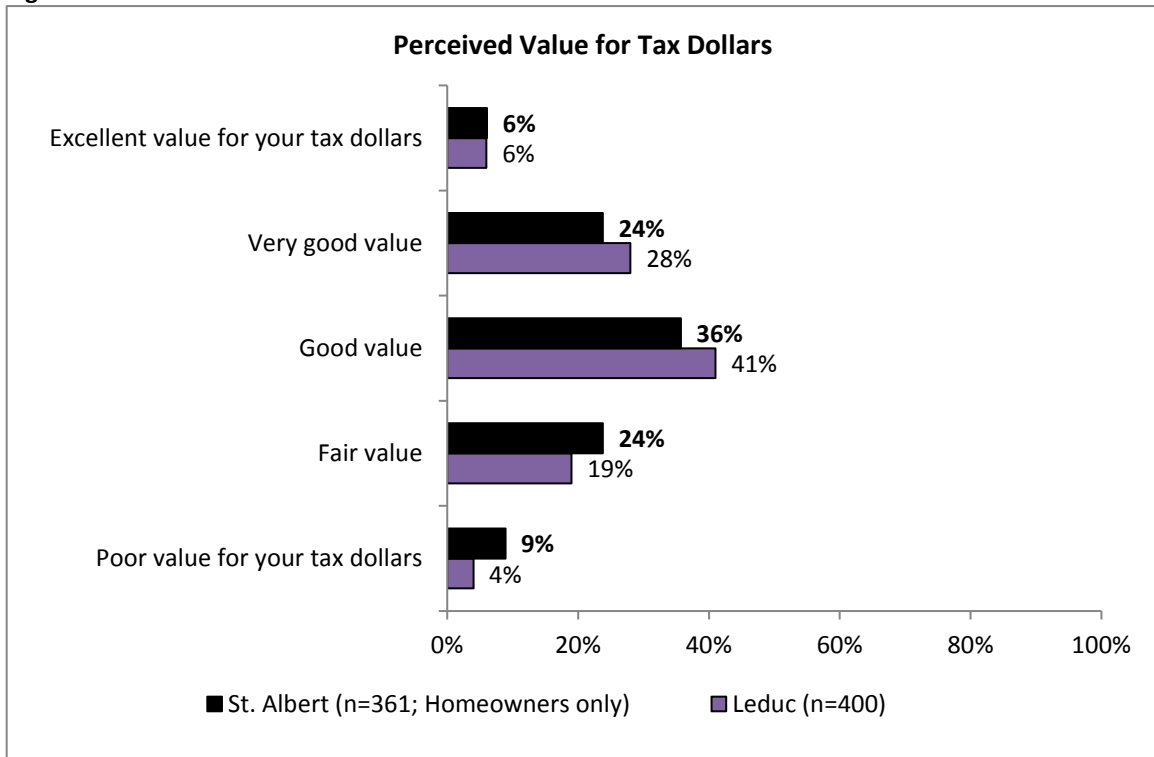
Homeowners in the City of **St. Albert** (n=361) were asked to rate the value they felt they received from their tax dollars. Six percent (6%) reported receiving “excellent” value – consistent with 6% of all respondents from the **City of Leduc**. Twenty-four percent (24%) reported receiving “very good” value (compared to 28% of those in Leduc), while 36% of respondents reported receiving “good” value (compared to 41% of those in Leduc). See Figure 3, on the following page.

Other municipalities that reported on perceived value for tax dollars, but used different scales of measurement, included:

- **City of Grande Prairie** (Base: All respondents)
 - Low value (ratings of 1 to 3 out of 10) – 18%
 - Moderate value (ratings of 4 to 7 out of 10) – 63%
 - High value (ratings of 8 to 10 out of 10) – 16%
- **City of Red Deer** (Base: All respondents)
 - Very good value – 25%
 - Fairly good value – 57%
 - Fairly poor value – 17%
 - Very poor value – 2%
- **City of Airdrie** (Base: All respondents)
 - Very good – 13%
 - Good – 56%
 - Neither good nor poor – 23%
 - Poor – 5%
 - Very Poor – 1%
- **Town of Morinville** (Base: All respondents)
 - Excellent value (ratings of 8 to 10 out of 10) – 14%
 - Very good value (ratings of 6 or 7 out of 10) – 31%
 - Good value (ratings of 4 or 5 out of 10) – 30%
 - Poor value (ratings of 0 to 3 out of 10) – 19%

Respondents in the **City of Fort Saskatchewan** were not asked about perceived value for tax dollars.

Figure 3



2.4 Community Safety

When asked to rate their level of agreement that their communities are safe to live in, over half (55%) of those in the **City of St. Albert** “strongly agreed”, comparable to 61% of those in the **City of Airdrie**. Overall, more than 90% of the respondents agreed (ratings of 4 or 5 out of 5) that their community was safe in St. Albert (92%) and Airdrie (94%).

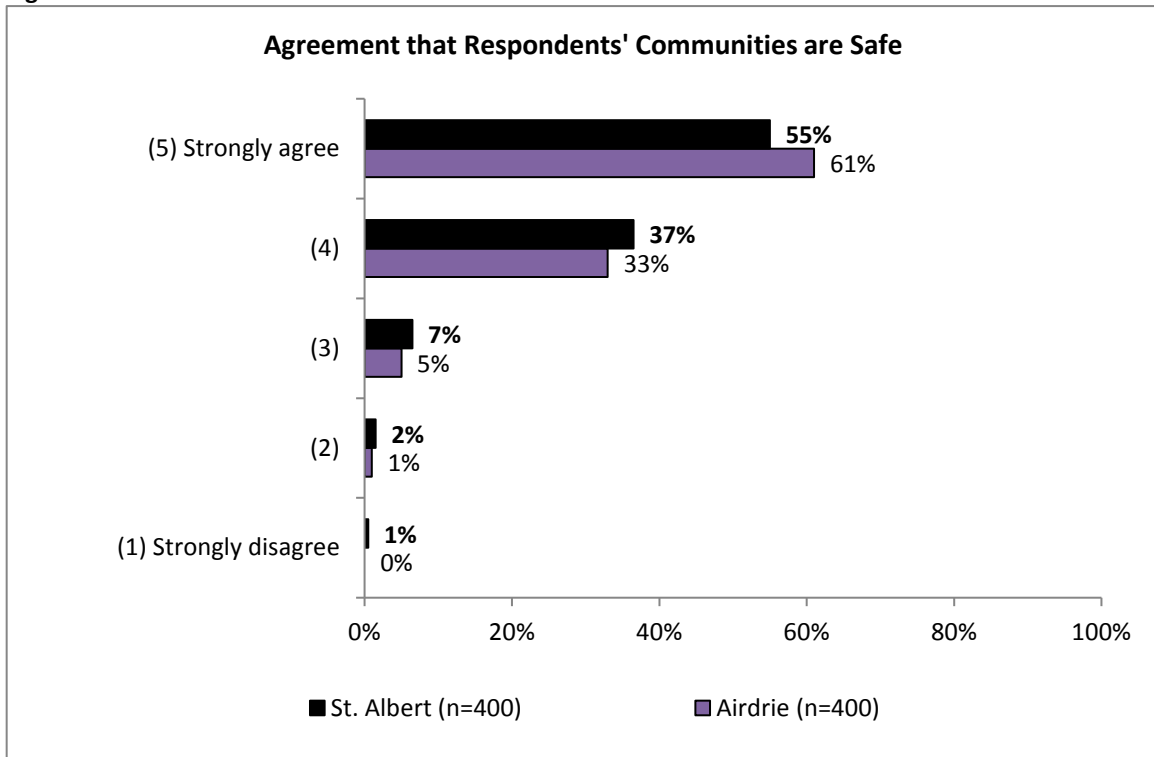
Other municipalities that reported on safety in their communities, but used different scales of measurement, included:

- **City of Fort Saskatchewan** (Rated if Fort Saskatchewan meets their needs in terms of “being a safe place to live”)
 - (5) Excellent – 33%
 - (4) – 52%
 - (3) – 14%
 - (2) – 1%
 - (1) Poor – <1%
- **City of Grande Prairie** (Rated the statement “Grande Prairie is a place where residents feel safe and secure”)
 - Strongly agree – 11%
 - Somewhat agree – 47%
 - Somewhat disagree – 29%
 - Strongly disagree – 13%
- **Town of Morinville** (“How strongly do you agree that Morinville is a safe community to live in?”)
 - Very satisfied (ratings of 8 to 10 out of 10) – 54%
 - Somewhat satisfied (ratings of 6 or 7 out of 10) – 22%
 - Not very satisfied (ratings of 4 or 5 out of 10) – 21%
 - Not at all satisfied (ratings of 0 to 3 out of 10) – 2%

Please note that those in the City of Airdrie rated their level of agreement with the statement “Overall, I consider my community a safe place to live” using a word-anchored (versus number-anchored) scale (i.e., “Strongly Agree”, “Somewhat Agree”, “Neither Agree nor Disagree”, “Somewhat Disagree”, and “Strongly Disagree”).

Respondents in the **City of Fort Saskatchewan**, **City of Red Deer**, and **City of Leduc** were not asked about safety in their respective communities.

Figure 4



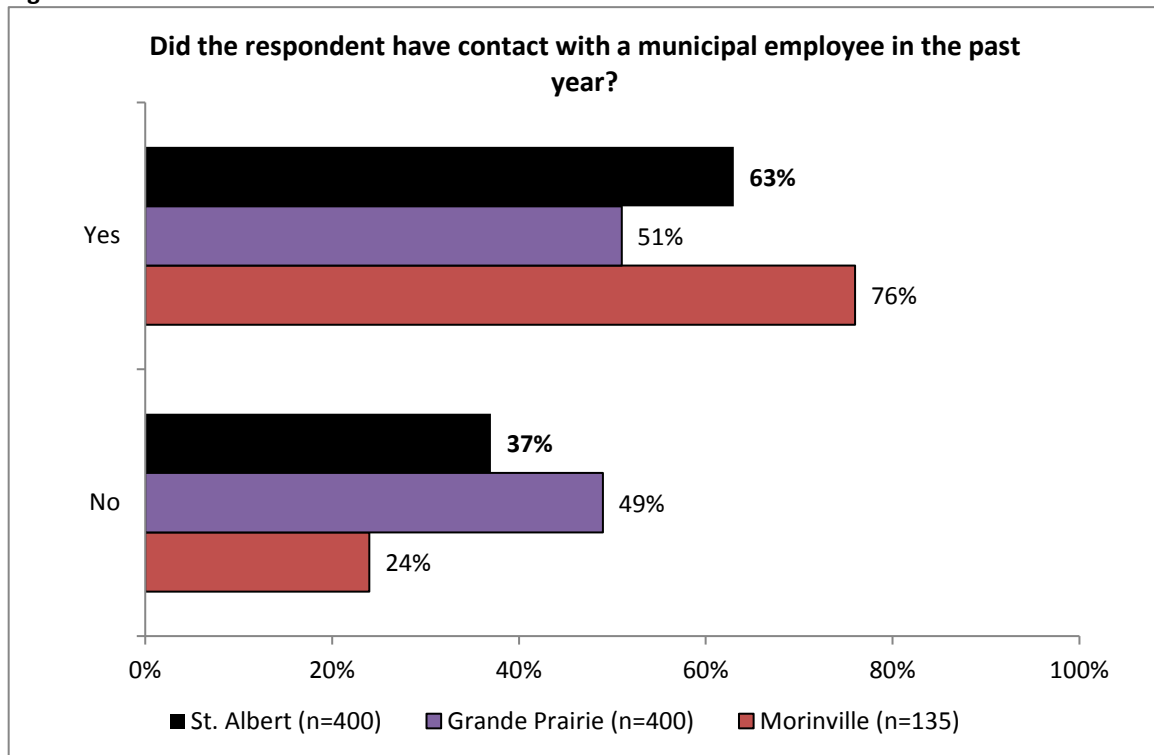
2.5 Contact with Municipal Employees

2.5.1 Engagement with Municipal Employees

As shown in Figure 5, below, nearly two-thirds (63%) of the respondents from the City of St. Albert reported having contact with a municipal employee at some point in the past year prior to the survey, compared to 76% of respondents from the **Town of Morinville** and 51% of respondents from the **City of Grande Prairie**.

Respondents from the **City of Airdrie**, **City of Fort Saskatchewan**, **City of Red Deer**, and **City of Leduc** were not asked whether or not they had engaged with any City employees in the year prior.

Figure 5



2.5.2 Satisfaction with Municipal Employee Interactions

In terms of overall satisfaction with their most recent interaction with a municipal employee, 70% of St. Albert respondents who had contact with a City employee in the past year (n=253) were “very satisfied” (ratings of 5 out of 5). Ninety-one percent (91%) of St. Albert respondents were satisfied (ratings of 4 or 5 out of 5) with their service experience.

Other municipalities that reported on satisfaction with their interaction with a City employee, but used different scales of measurement, included:

- **City of Grande Prairie** (Base: Respondents who had been in contact with the City in the past year)
 - Very satisfied – 43%
 - Somewhat satisfied – 32%
 - Not very satisfied – 10%
 - Not at all satisfied – 15%

Respondents in the **City of Airdrie**, **City of Fort Saskatchewan**, **City of Red Deer**, **City of Leduc** and **Town of Morinville** were not asked about overall satisfaction with their most recent interaction with City employees.