



2017 Community Satisfaction Survey

Appendix: Young Adults Quality of Life Report

April 7, 2017



TABLE OF CONTENTS

1.0	PROJECT BACKGROUND	3
2.0	YOUNG ADULTS PERCEIVED QUALITY OF LIFE	3
2.1	Overall Quality of Life in St. Albert	4
2.2	Factors Contributing to a High Quality of Life	6
2.3	Factors Detracting From a High Quality of Life	8

1.0 PROJECT BACKGROUND

In 2017, the City of St. Albert contracted Banister Research & Consulting Inc. to conduct the 2017 Community Satisfaction Research. 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 conduct a **young adult-specific analysis regarding perceived quality of life of those aged 18 to 24 (n=43) in the City of St. Albert**. The following sections highlight the young adult versus overall results from the **2017 General Population Telephone Survey**. As age quotas were not implemented prior to 2014, the data cannot be compared to previous survey years, due to fewer than 30 respondents aged 18 to 24 prior to 2014 (i.e., the number of young adult respondents in previous years ranged from n=9 in 2012 to n=28 in 2009).

2.0 YOUNG ADULTS PERCEIVED QUALITY OF LIFE

Sections 2.1, 2.2, and 2.3 detail the responses of those who self-identified as 18 to 24 years of age, on three (3) survey questions regarding perceived quality of life in St. Albert:

- How would you rate the overall quality of life in the City of St. Albert today?
- In your opinion, what would you say are the top factors contributing to a high quality of life in the City of St. Albert?
- What would you say are the top factors detracting from a high quality of life in the City of St. Albert, if any?

The overall results from the General Population Telephone Survey (n=400), and the Web-Based Survey (n=593) have been provided in separate reports.

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.

2.1 Overall Quality of Life in St. Albert

All respondents were asked how they would rate the overall quality of life in the City of St. Albert, using a scale of “very poor,” “poor,” “good,” or “very good.” As shown in Figure 1, below, and Table 1, on the following page, 70% of the young adults surveyed in 2017 (i.e., those aged 18 to 24) (n=43) reported that the overall quality of life was “very good,” an increase from 61% of the young adults surveyed in 2014 (n=43). Nearly one-third of the young adults (30%) rated the quality of life as “good”, a decrease from 37% in 2014.

Overall, all of the young adults (100%) surveyed in 2017 rated the quality of life as either “very good” or “good” – comparable to 98% of young adults in 2014 and 99% of all respondents in 2017 (see Figure 2, on the following page).

Figure 1

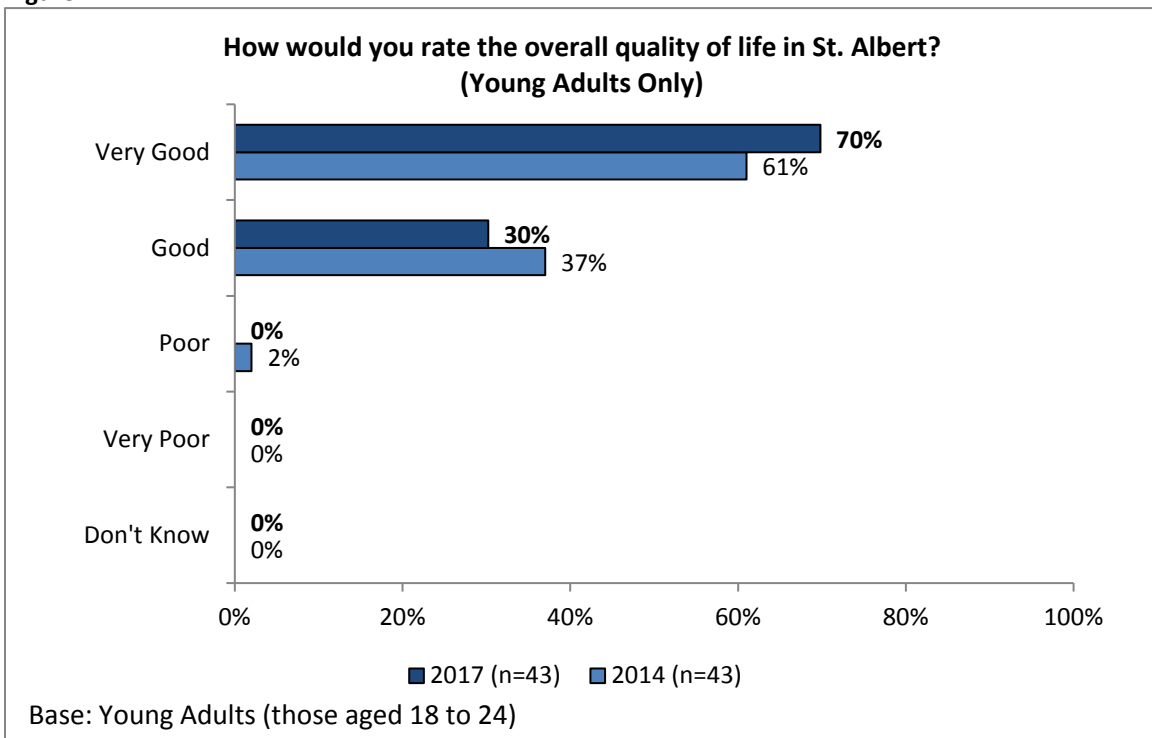


Figure 2

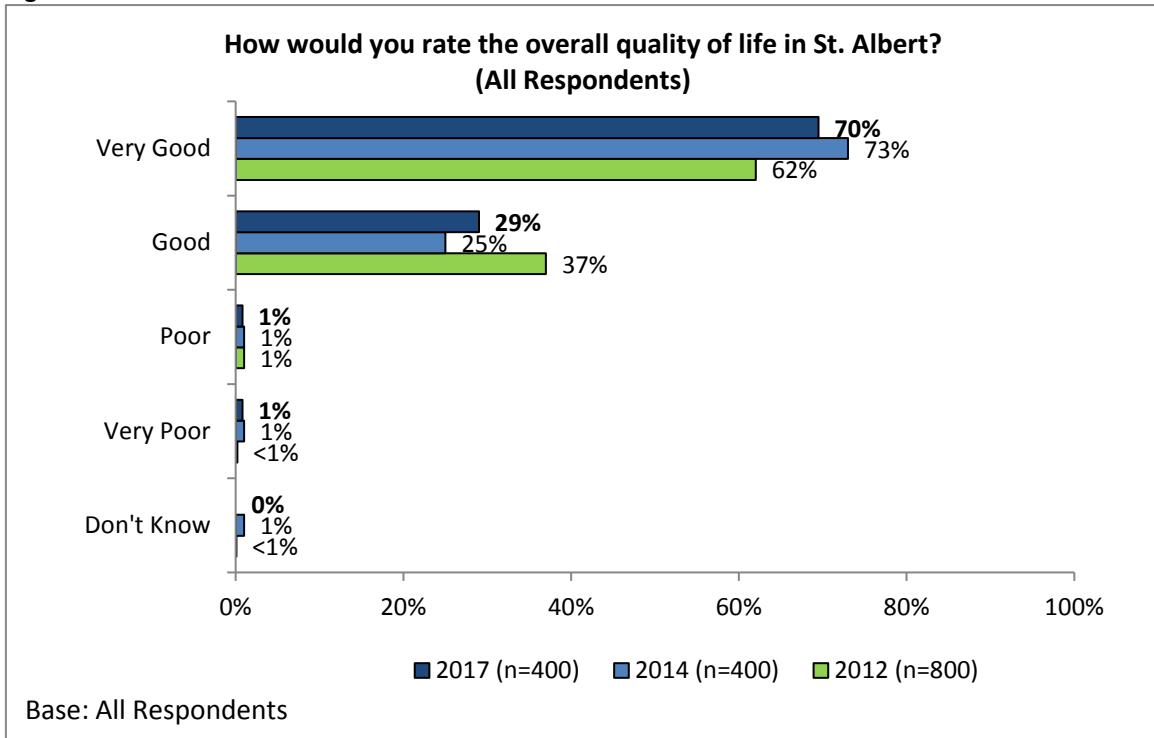


Table 1

How would you rate the overall quality of life in St. Albert today?				
	Percent of Respondents*			
	2017		2014	
	Young Adults Aged 18 to 24 (n=43)	Overall (n=400)	Young Adults Aged 18 to 24 (n=43)	Overall (n=400)
Very Good	69.8%	69.5%	60.5%	73.3%
Good	30.2%	29.0%	37.2%	24.5%
Poor	-	0.8%	2.3%	1.2%
Very Poor	-	0.8%	-	0.5%
Don't Know	-	-	-	0.5%
Good/Very Good	100%	98.5%	97.7%	97.8%
Poor/Very Poor	-	1.5%	2.3%	1.7%

2.2 Factors Contributing to a High Quality of Life

Next, respondents were asked what they considered to be the top factors *contributing to a high quality of life* in St. Albert. More than one-third of the young adults surveyed in 2017 (n=43) reported that **St. Albert is a safe place to live and/or has a low crime rate** (42%), higher than 21% of all respondents in 2017 (n=400), and an increase from 35% of young adults in 2014 (n=43).

Twenty-eight percent (28%) of young adults in 2017 mentioned the **parkland, green spaces, river, or trail system**, lower than 44% of all respondents in 2017, and a decrease from 33% of young adults as reported in 2014.

Twenty-six percent (26%) of young adults in 2017 also mentioned the **availability of community services and public facilities**, higher than 18% of all respondents in 2017 and an increase from 14% of young adults in 2014.

Responses that were **noticeably higher amongst young adults** (versus all respondents in 2017) included the following:

- The City is a safe place to live and/or has a low crime rate – 42% of young adults compared to 21% of all respondents;
- Availability of community services and public facilities – 26% of young adults compared to 18% of all respondents;
- City is clean and well-maintained – 19% of young adults compared to 12% of all respondents; and
- A good transit system – 9% of young adults compared to 2% of all respondents.

Conversely, responses that were **noticeably higher amongst all respondents**, included:

- Parkland, green spaces, river, or trail systems – 44% of all respondents compared to 28% of young adults;
- Residential community atmosphere or “small town feel” of St. Albert – 21% of all respondents compared to 14% of young adults; and
- Availability of shopping, amenities, or variety of entertainment – 20% of all respondents compared to 9% of young adults.

See Table 2, below, for the list of top responses.

Table 2

What would you say are the top factors contributing to a high quality of life in the City of St. Albert? (TOP RESPONSES)			
Base: Young Adults (aged 18 to 24) only (First column: All respondents)	Percent of Respondents*		
	2017** (n=400)	2017 (n=43)	2014 (n=43)
Safe place to live/low crime rate/good policing/police presence	21	42	35
Parkland/green spaces/river/trail system/park system/wildlife/dog parks/botanical gardens	44	28	33
Availability of services/community services/public facilities/children's festival/farmer's market/events	18	26	14
City is clean/well-maintained/updated	12	19	9
Residential community atmosphere/friendly people/community spirit/small town feel	21	14	14
Availability of recreation/sports facilities and programs/Servus Place	13	14	14
Schools and educational opportunities/extra-curricular activities/good schools	13	12	12
Good road maintenance and snow removal/sidewalks	8	12	9
Availability of shopping/amenities/entertainment/restaurants/quality of business	20	9	9
Size of the City/not too big/good layout/easy to get around/City planning	10	9	9
Good transit system	2	9	5
Arts and cultural opportunities/Arden Theatre/library/historic aspect	7	5	2
Beautiful City/nice view/good scenery/lots of trees/physical surroundings	6	5	16
Good garbage pick-up/recycling program/compost program	3	5	-

*Multiple responses

**Base: All respondents

2.3 Factors Detracting From a High Quality of Life

When asked about the factors that *detract from a high quality of life* in St. Albert, 14% of the young adults surveyed in 2017 (n=43) mentioned **poor City public transit services**, an increase from 9% of young adults in 2014, and significantly higher than 5% of all respondents in 2017 (n=400).

Twelve percent (12%) of the young adults surveyed also reported **high traffic volume and/or poor traffic management**, an increase from 2% of young adults in 2014, and lower than 16% of all respondents in 2017 (n=400).

Responses that were **noticeably higher amongst young adults** included the following:

- Poor City public transit services – 14% of young adults compared to 5% of all respondents;
- High price of housing – 9% of young adults compared to 4% of all respondents; and
- No issues in particular that detract from a high quality of life – 16% of young adults compared to 6% of all respondents.

Conversely, responses that were **noticeably higher amongst all respondents**, included:

- High taxes – 40% of all respondents compared to 9% of young adults; and
- Too much traffic and traffic congestion – 16% of all respondents compared to 12% of young adults.

Please Note: Prior to 2014, the question was phrased differently: “In your opinion, what would you say are the three (3) most significant factors contributing to a low quality of life in the City of St. Albert?”

See Table 3, on the following page, for the list of top responses.

Table 3

What would you say are the top factors <u>detracting from</u> a high quality of life in the City of St. Albert? (TOP RESPONSES)			
Base: Young Adults (aged 18 to 24) only (First column: All respondents)	Percent of Respondents*		
	2017** (n=400)	2017 (n=43)	2014 (n=43)
Poor/lack of City public transit services	5	14	9
High traffic volume/congestion/poor traffic management/control	16	12	2
High taxes	40	9	12
High price of housing/need more affordable housing/seniors' housing	4	9	2
Cost of living is high/expensive	4	7	9
Level of crime/need more police/lack of enforcement	3	7	7
Too much photo radar in the City/too many traffic tickets	2	5	2
Nothing/no factors contributing to a low quality of life	6	16	5

*Multiple responses

**Base: All respondents