



2014 Resident Satisfaction Research Combined Survey Results (Telephone & Web)

October 17, 2014

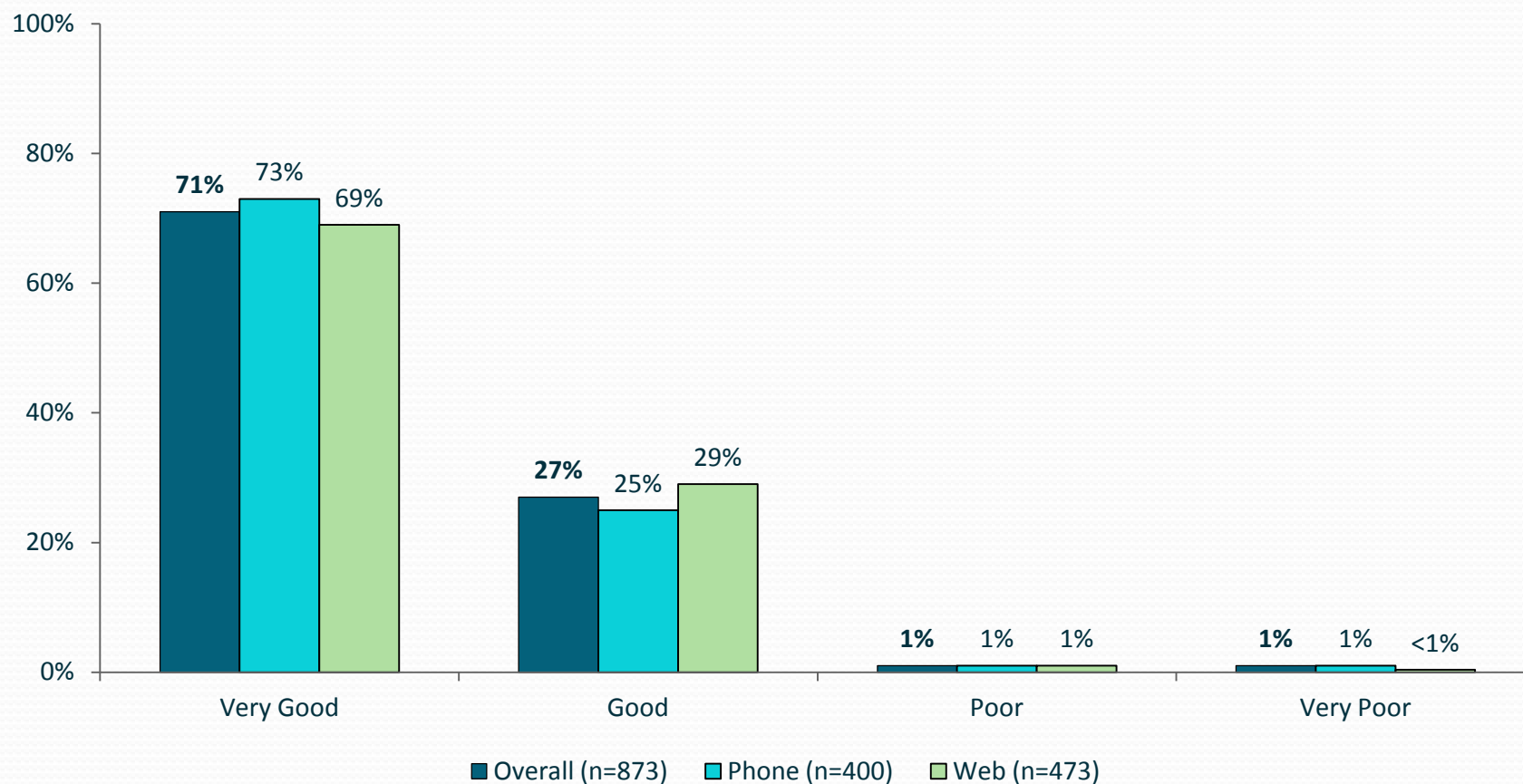
Banister
Research & Consulting Inc.

Study Background & Methodology

- In 2014, the City of St. Albert contracted Banister Research to conduct the 2014 Resident Satisfaction Survey, the objective of which was to provide the City of St. Albert with insights into the perceptions and opinions of residents across a number of issues pertaining to the quality of life in St. Albert.
- Surveys were conducted from September 8th to September 21st, 2014, via the following methods:
 - **General Population Telephone Survey (n=400)**
 - Age and gender quotas were established to ensure proper demographic representation of the City of St. Albert.
 - **Stakeholder Web-Based Survey (n=473)**
 - Hard copy invitations were distributed to 4,000 randomly-selected residences, including the URL to access the survey, and a unique PIN to avoid duplication of responses.
- This presentation documents the overall (combined) results of the General Population and Web-Based Stakeholder Surveys (n=873).
 - **Caution should be used by those seeking to apply the overall (combined) results to the population of St. Albert, due to the self-select nature of the Web-Based Survey.**
 - Telephone survey results alone give a margin of error no greater than $\pm 4.9\%$ at the 95% confidence level (or 19 times out of 20).

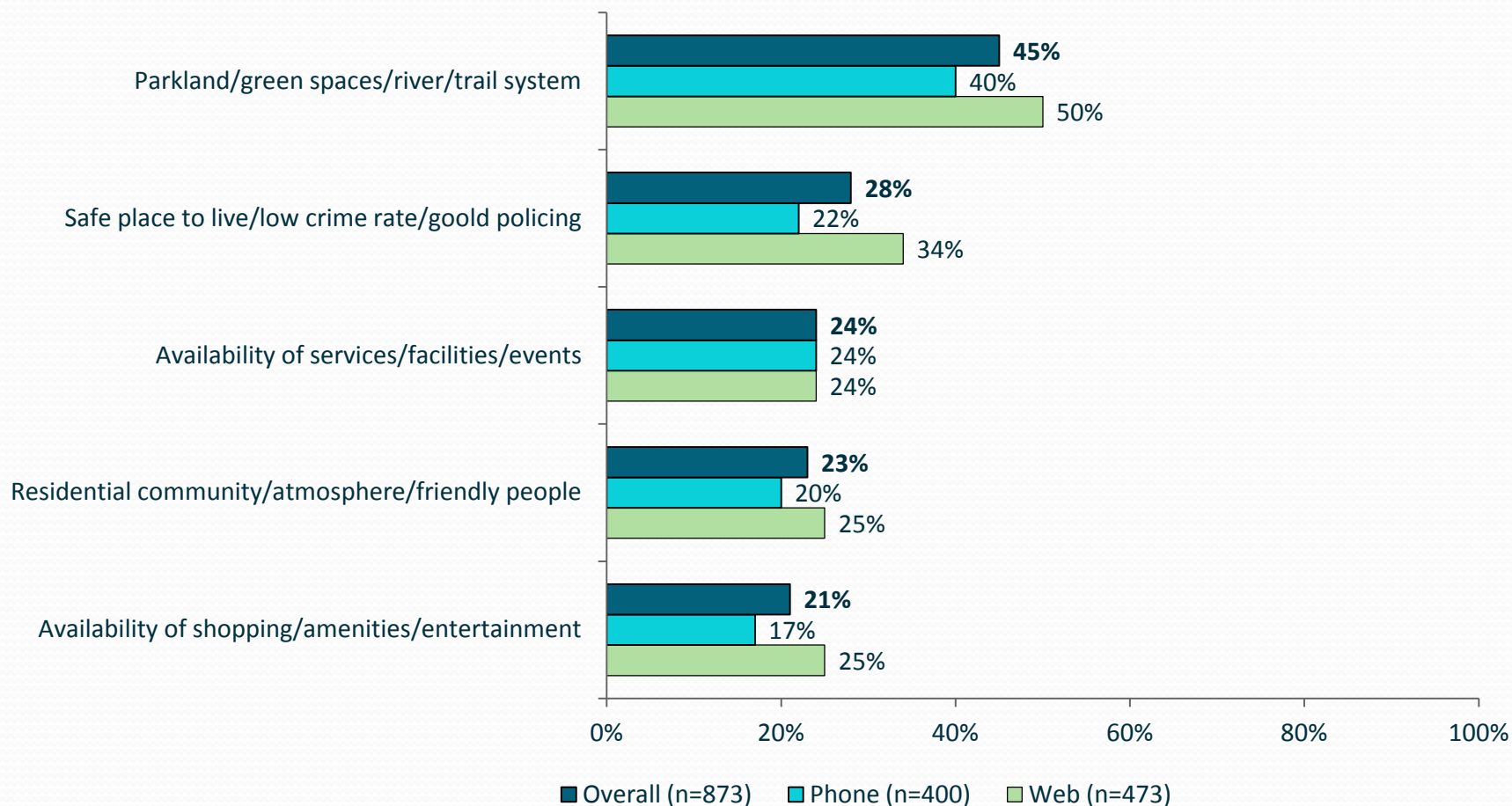
Overall Quality of Life

How would you rate the overall quality of life in St. Albert?



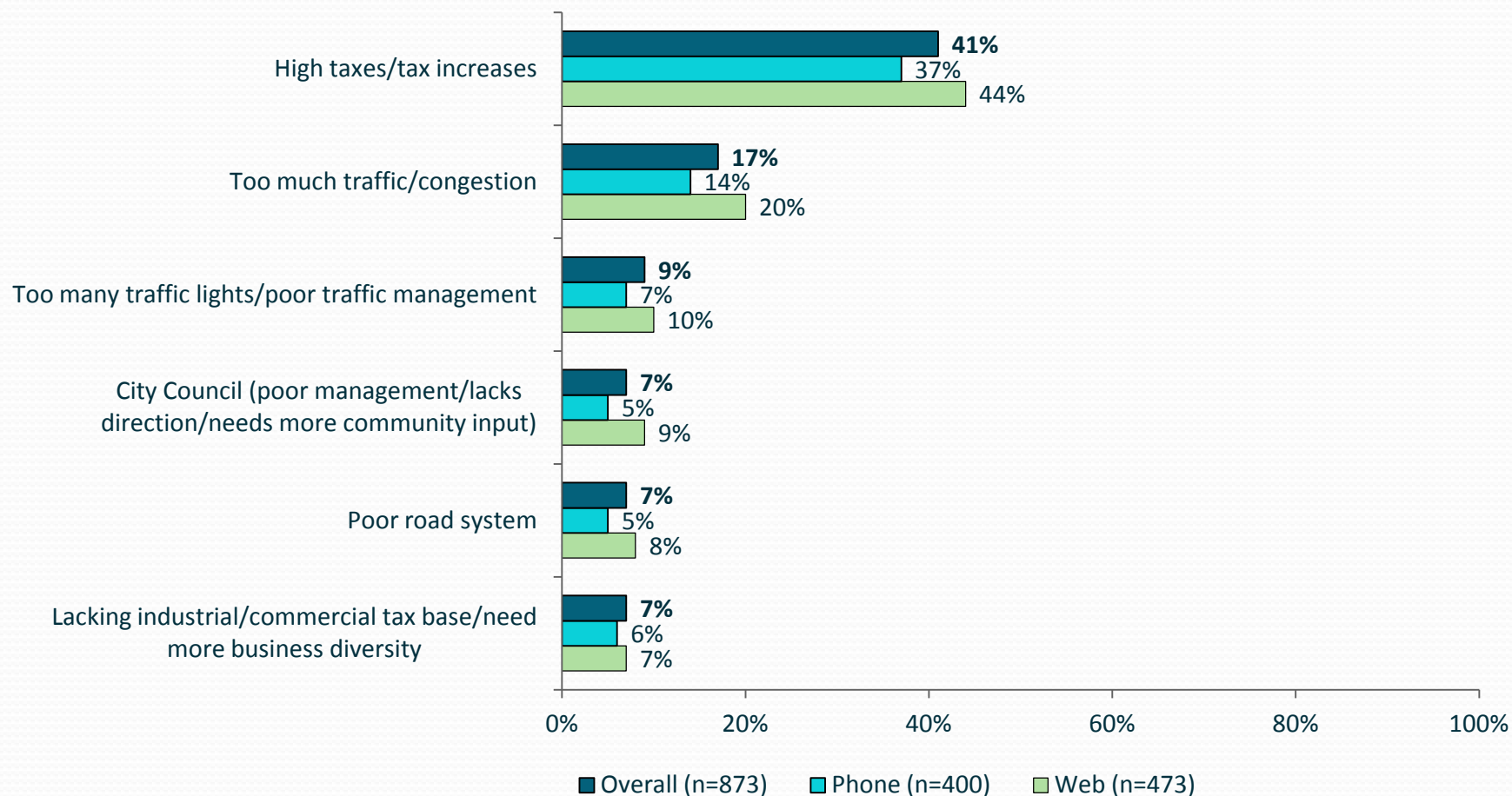
Factors Contributing to a High Quality of Life

What are the top factors contributing to a high quality of life in St. Albert? (Top responses)



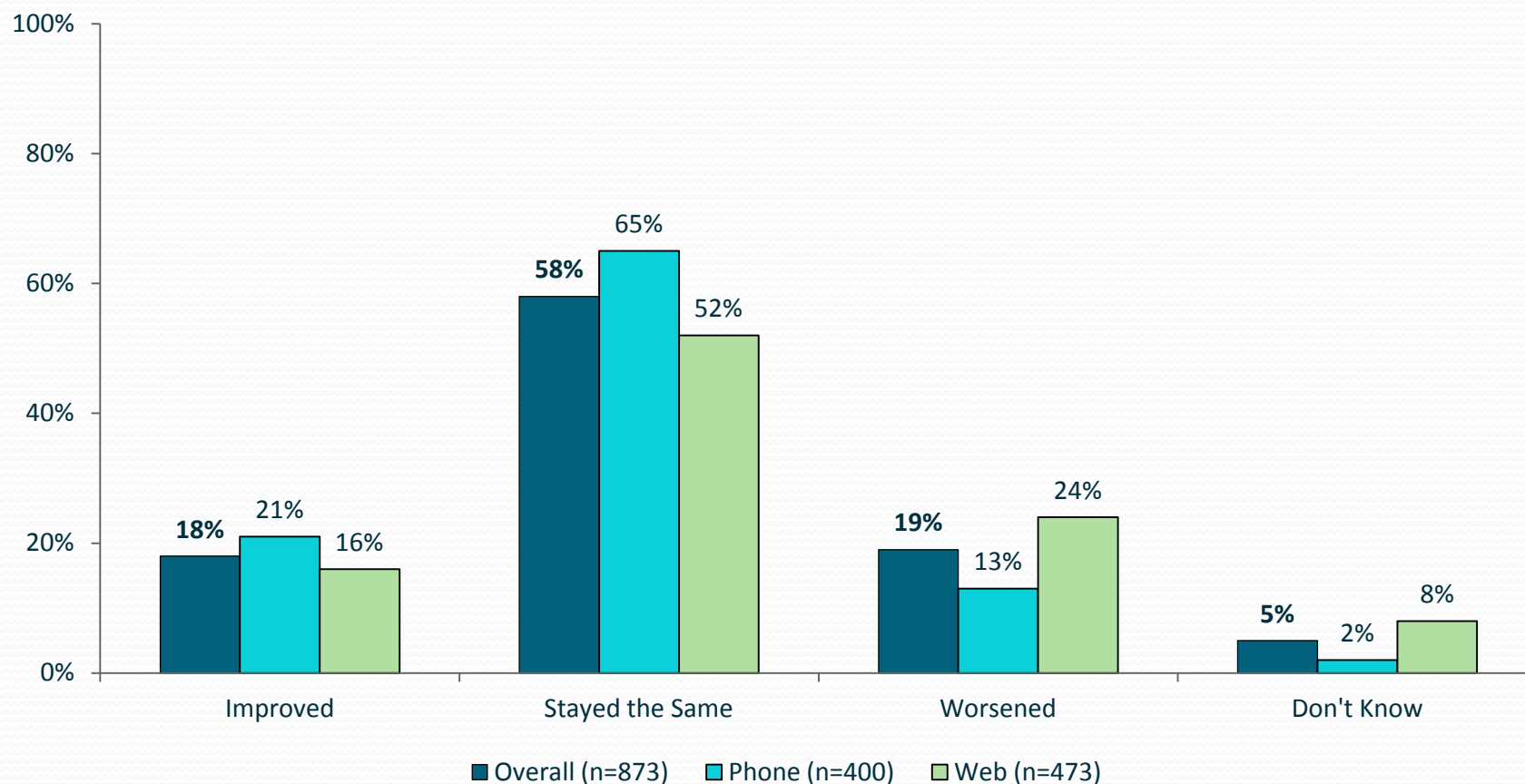
Factors Detracting From a High Quality of Life

What are the top factors detracting from a high quality of life in St. Albert? (Top responses)



Change in Quality of Life

Do you feel the quality of life has improved, stayed the same, or worsened in the past 3 years?



Why do you feel the Quality of Life has...?

- **Improved (n=158)*:**
 - **Good variety of shopping/restaurants/businesses – 39% overall** (Phone – 32%; Web – 46%)
 - **Good infrastructure/road system – 12%** (Phone – 7%; Web – 17%)
 - **Good variety of activities/programs/amenities – 8%** (Phone – 11%; Web – 5%)
 - **City is beautiful/visually appealing/nice landscaping – 8%** (Phone – 2%; Web – 15%)
- **Stayed the Same (n=508)**:**
 - **Has not noticed/seen any changes/improvements (in general) – 57% overall** (Phone – 61%; Web – 53%)
 - **Taxes are too high/keep increasing – 6%** (Phone – 5%; Web – 7%)
- **Worsened (n=164)***:**
 - **Too much traffic/traffic congestion – 34% overall** (Phone – 35%; Web – 33%)
 - **Taxes are too high/keep increasing – 26%** (Phone – 22%; Web – 28%)
 - **City is rapidly growing/expanding – 23%** (Phone – 26%; Web – 22%)

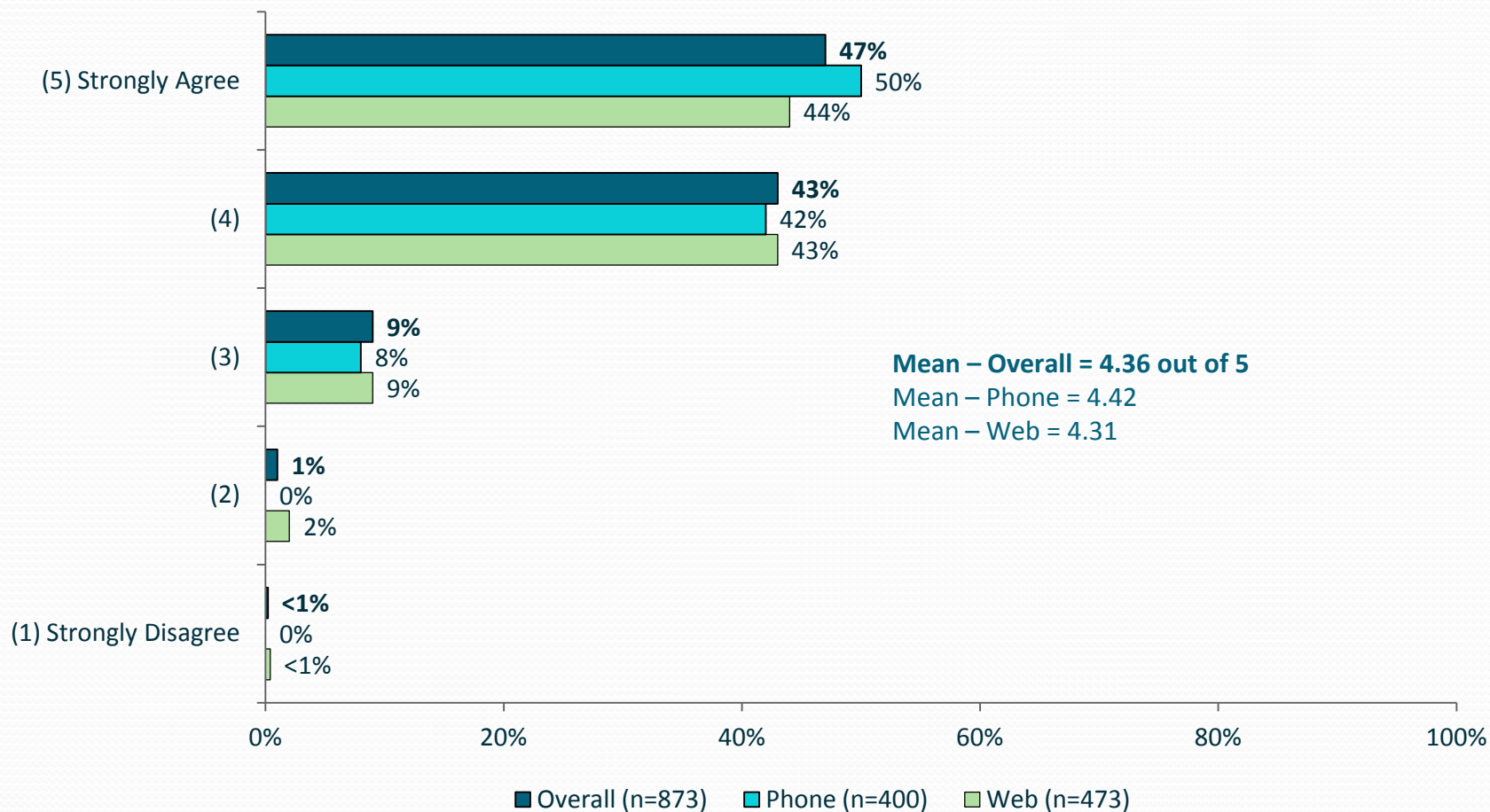
*Improved: Phone n=82; Web n=76

**Stayed the Same: Phone n=261; Web n=247

***Worsened: Phone n=51; Web n=113

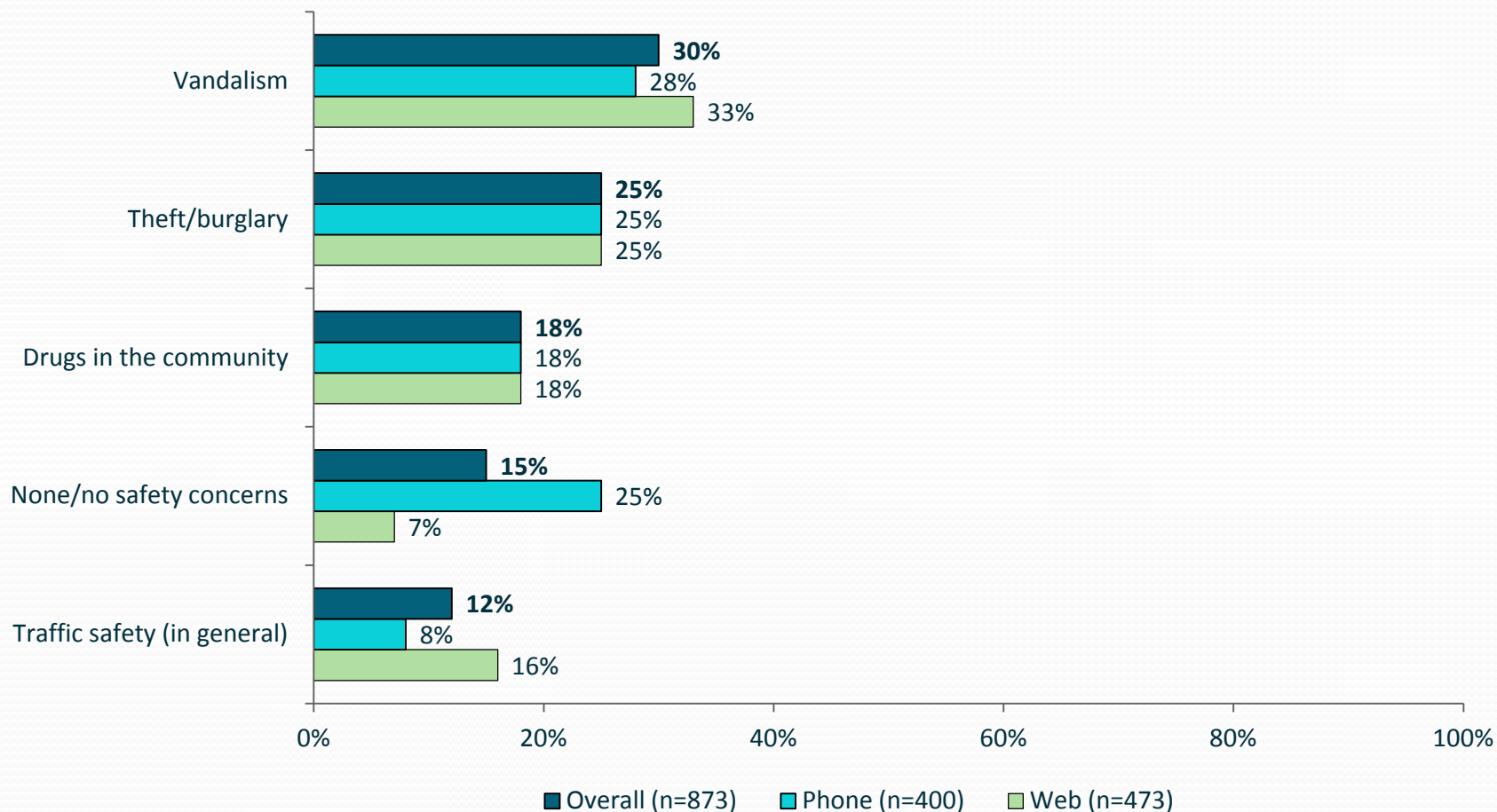
Community Safety

How strongly do you agree that St. Albert is a safe community to live in?



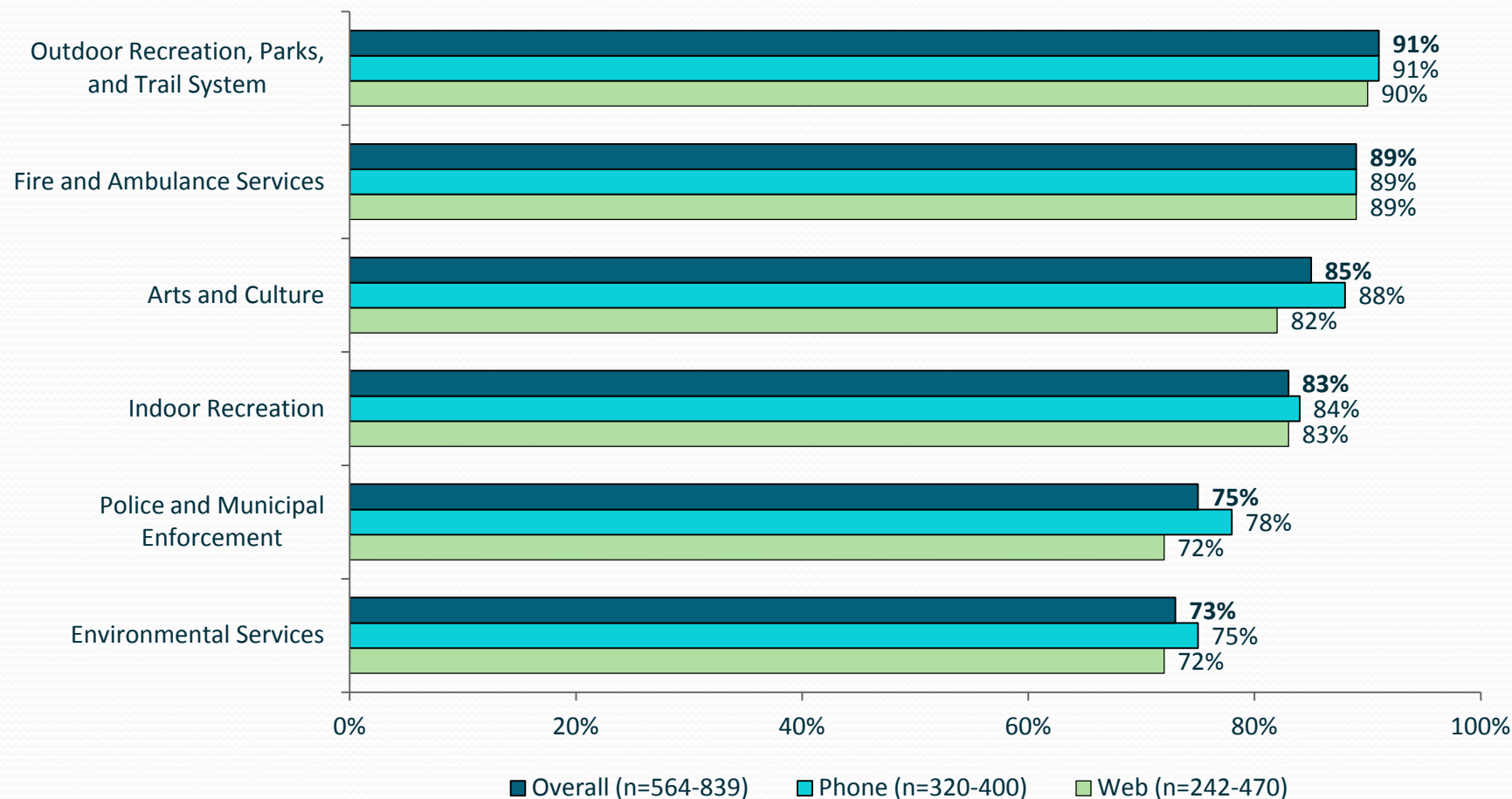
Safety and Crime Issues/Concerns

What are the safety and crime issues of greatest concern to you, if any? (Top responses)



Satisfaction with Services, Facilities, and Programs

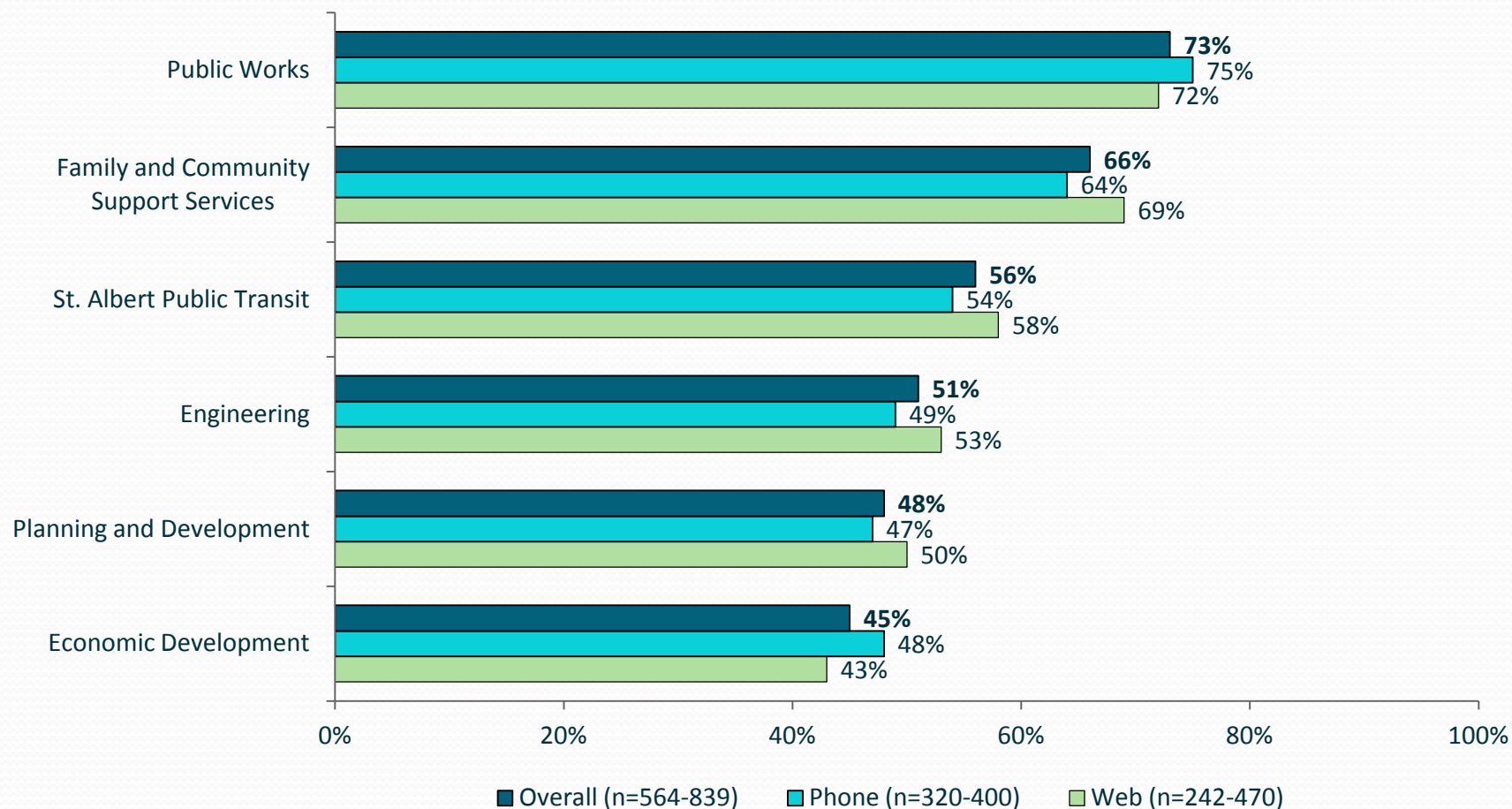
Percent of Respondents Satisfied with Each (ratings of 4 or 5 out of 5)*



*Base: Excluding "don't know" or "not stated" responses

Satisfaction with Services, Facilities, and Programs (cont'd)

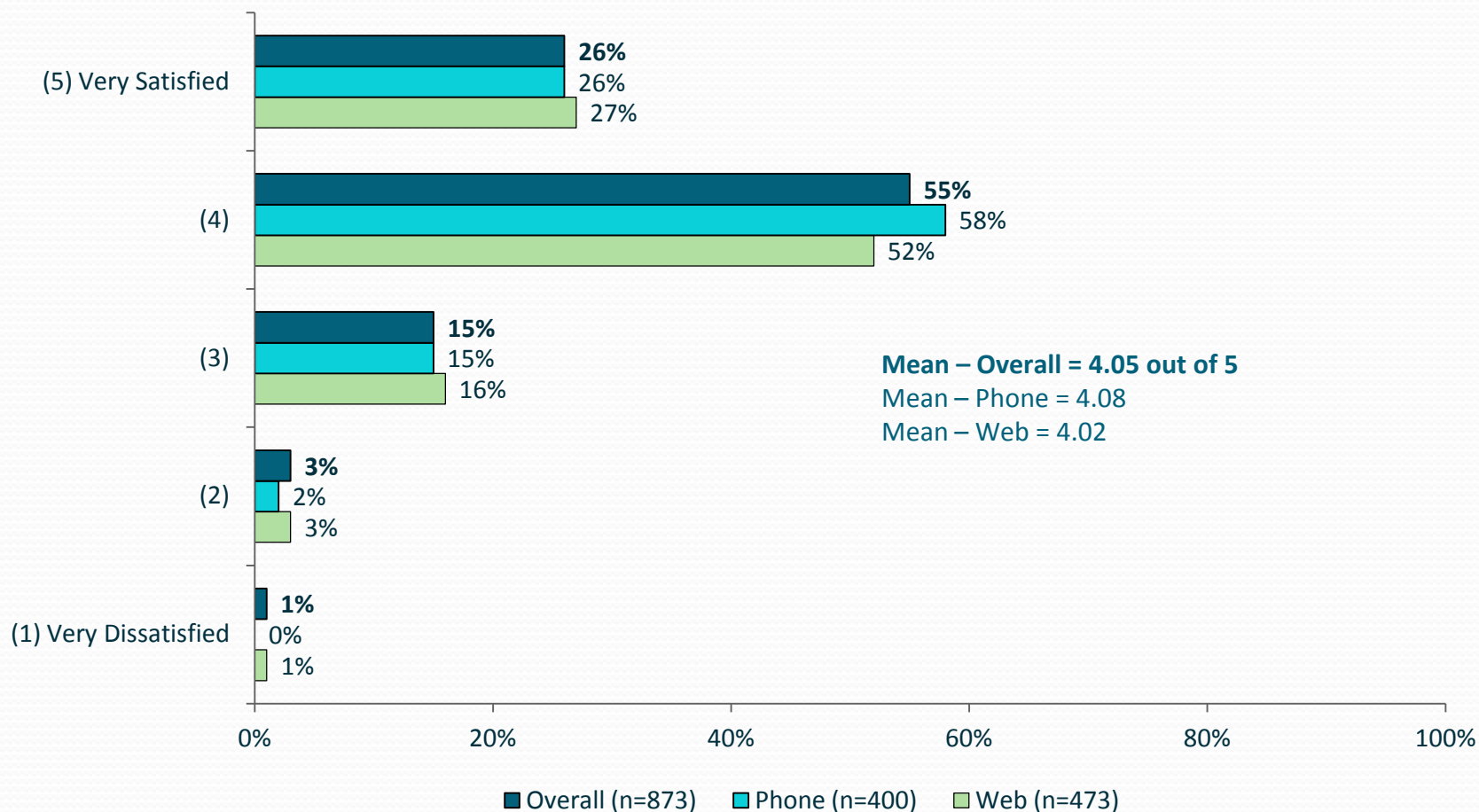
Percent of Respondents Satisfied with Each (ratings of 4 or 5 out of 5)*



*Base: Excluding "don't know" or "not stated" responses

Overall Satisfaction with Services, Facilities, and Programs

Overall, how satisfied are you with the services provided by the City of St. Albert?



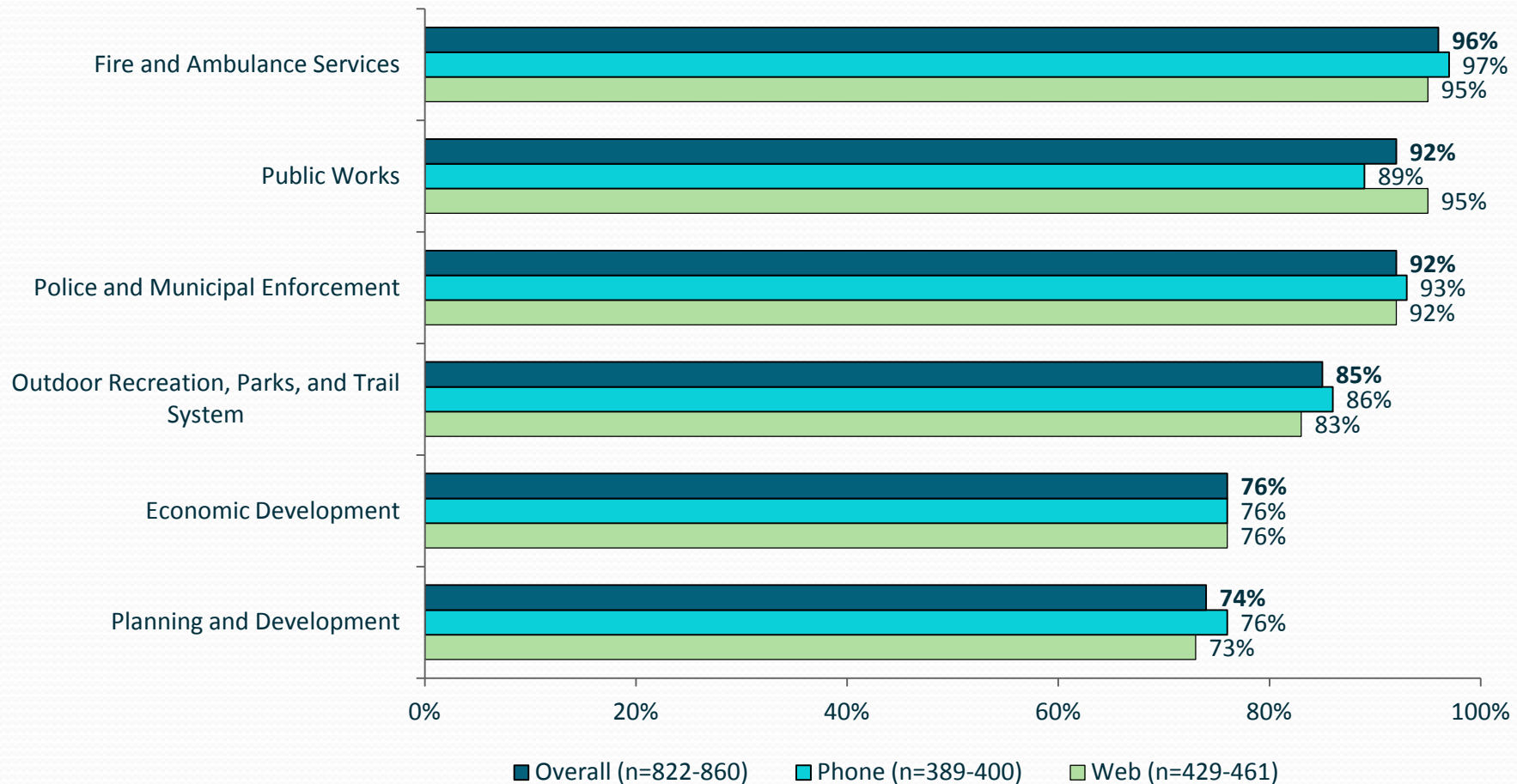
Areas in Need of Improvement

- What one change or improvement to the programs, services, and facilities provided would do the most to better meet your needs?
 - **None/no changes needed – 8% overall**
 - Phone – 10%
 - Web – 6%
 - **More recreational facilities/services/programs – 7%**
 - Phone – 9%
 - Web – 6%
 - **Improved traffic flow/control/less traffic congestion – 6%**
 - Phone – 6%
 - Web – 6%



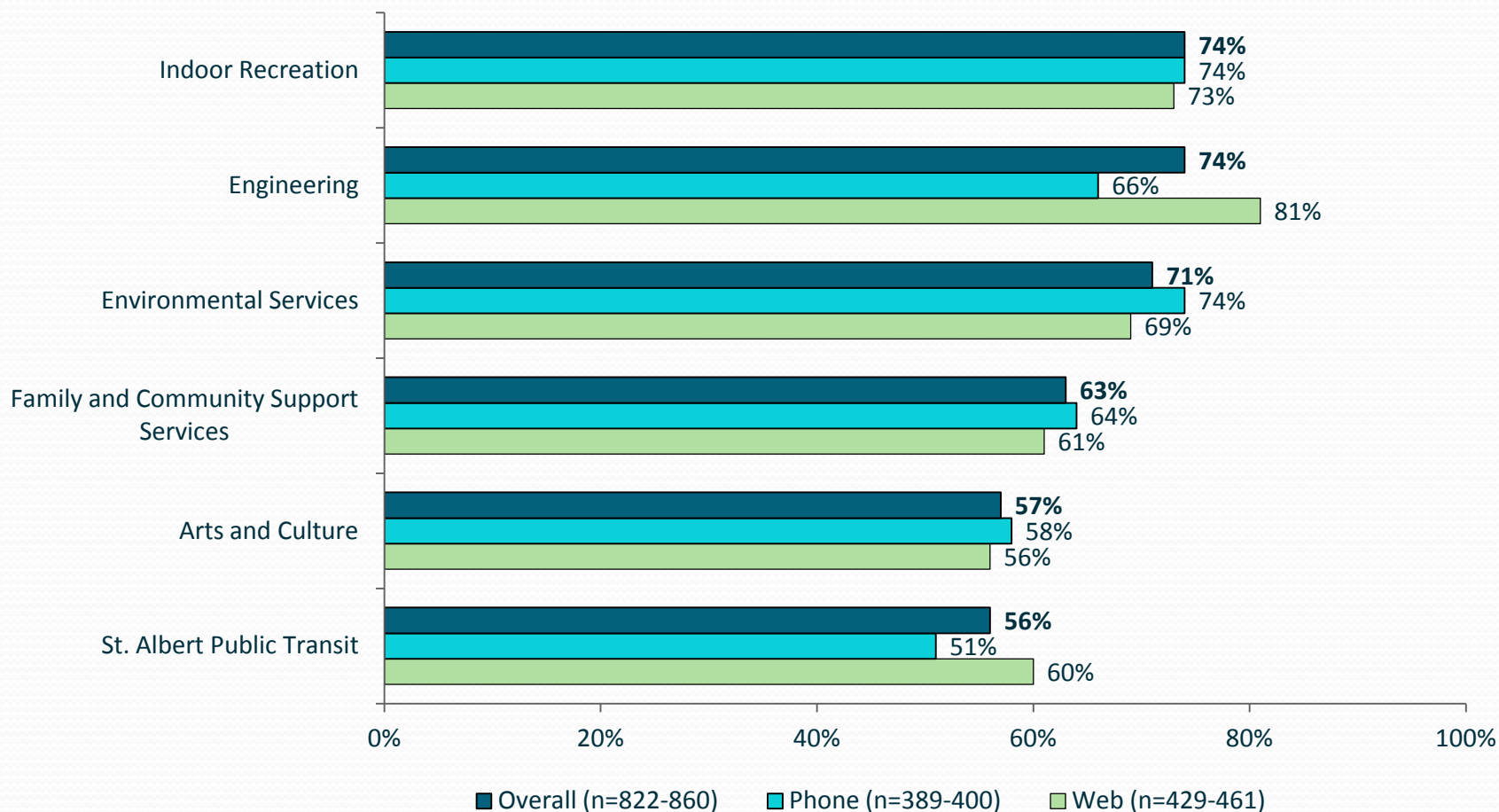
Importance of Services, Facilities, and Programs

Percent of Respondents Who Rated Each as Important (ratings of 4 or 5 out of 5)*



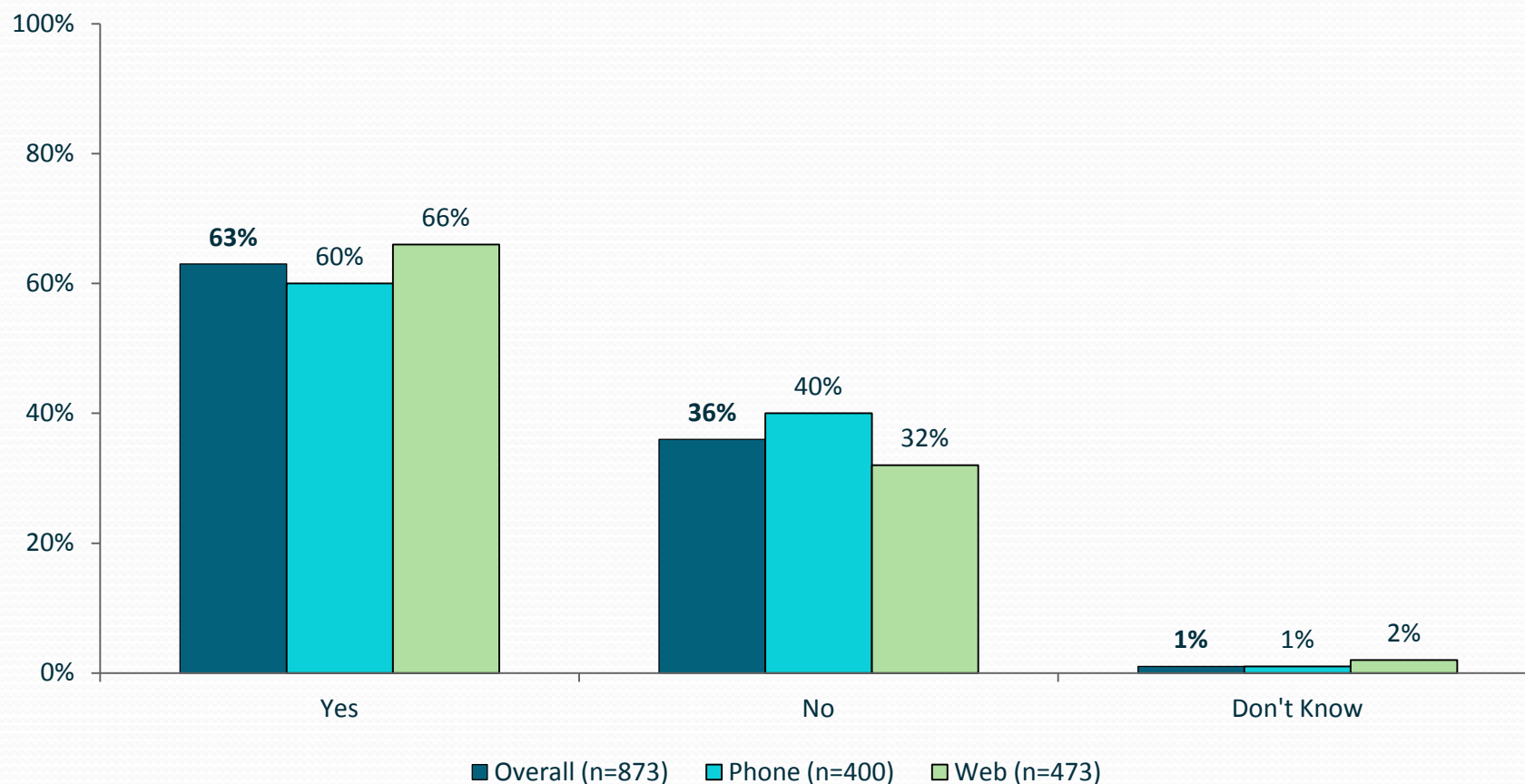
Importance of Services, Facilities, and Programs (cont'd)

Percent of Respondents Who Rated Each as Important (ratings of 4 or 5 out of 5)*



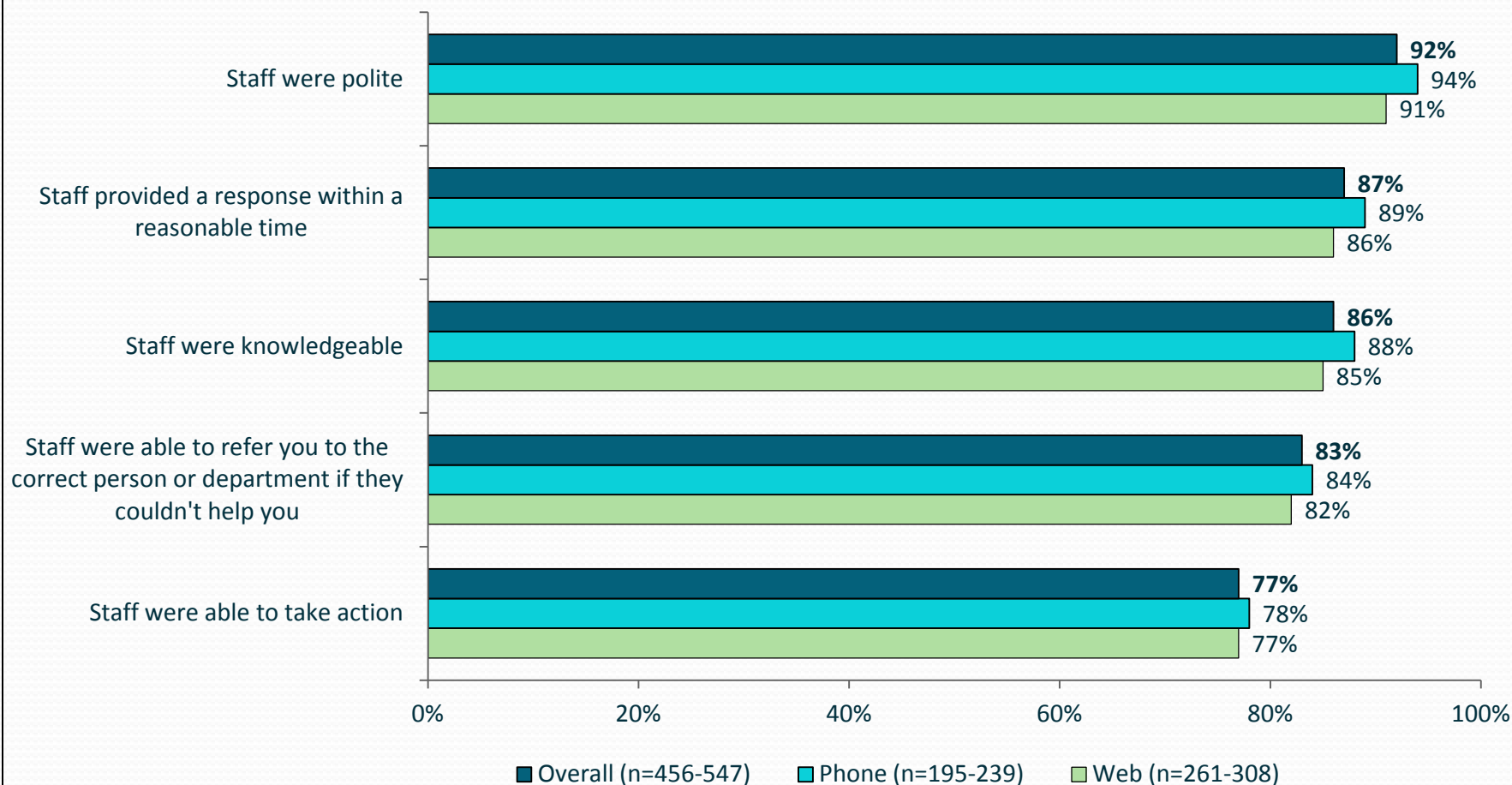
Contact with City Employees

In the past 12 months, have you been in contact with any City of St. Albert employees?



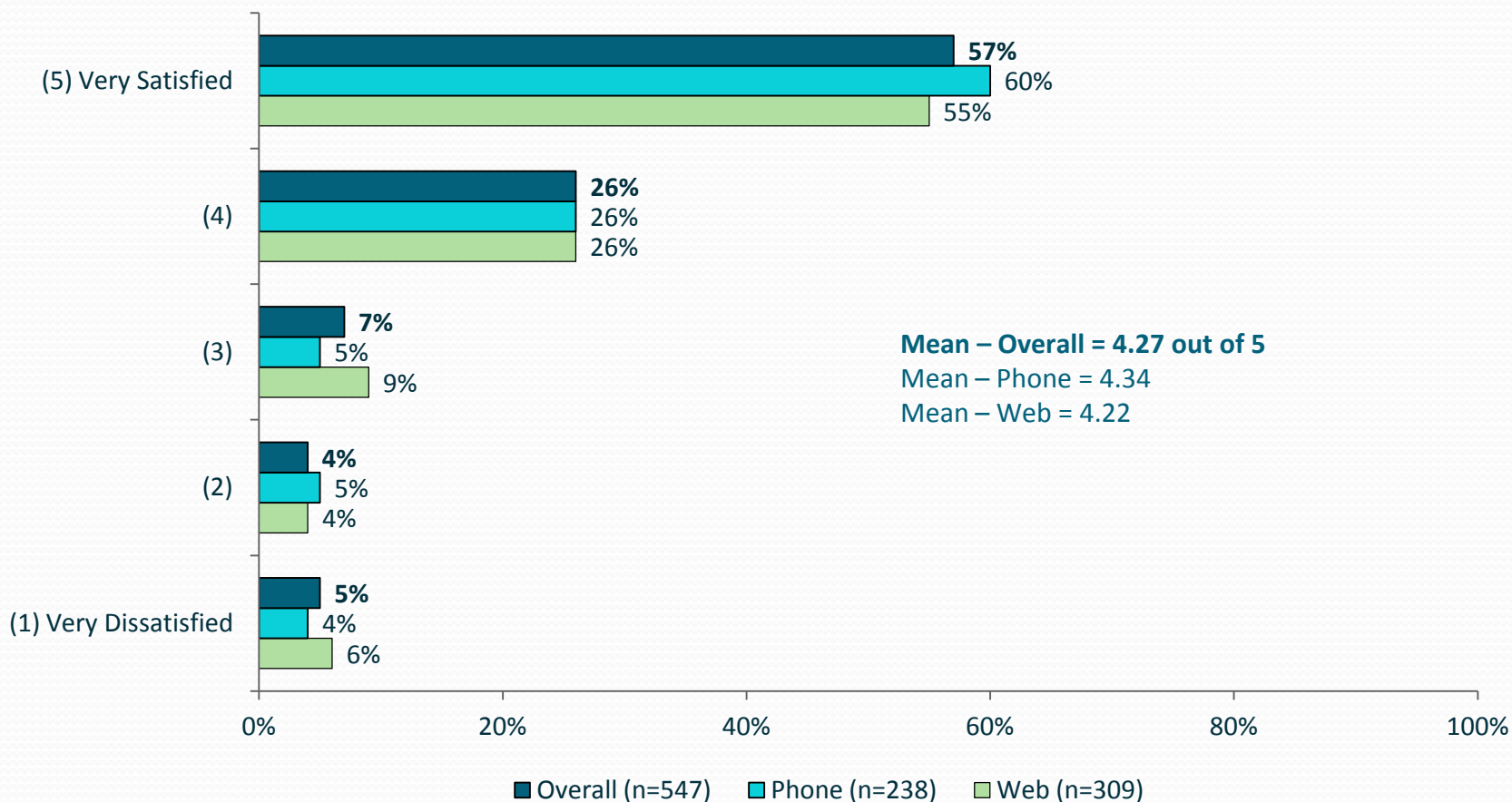
Customer Service

Percent of Respondents Who Agreed With Each Statement (ratings of 4 or 5 out of 5)*



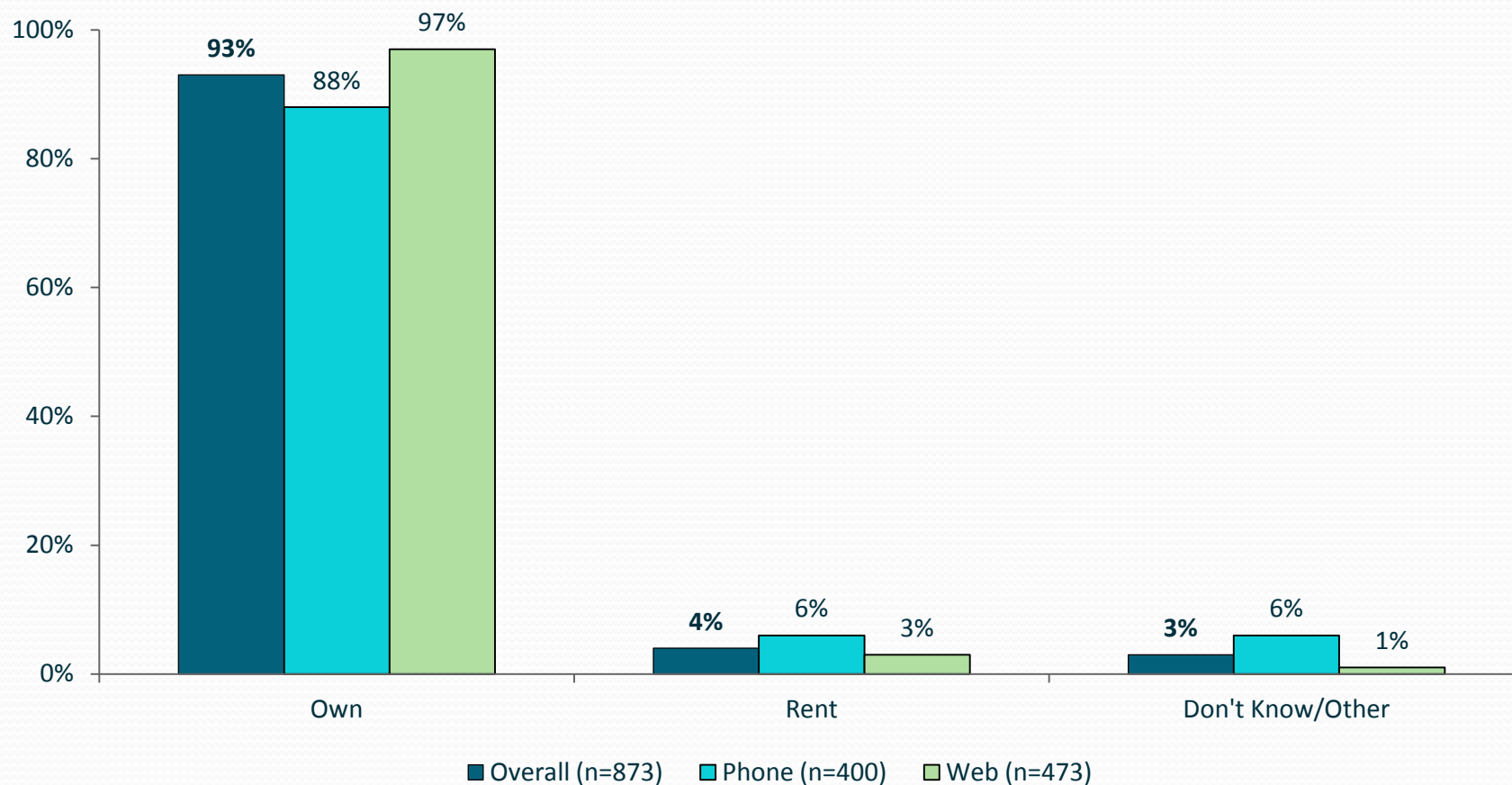
Overall Satisfaction with Customer Service

Overall, how satisfied were you with the service provided by the City employee that you last contacted?



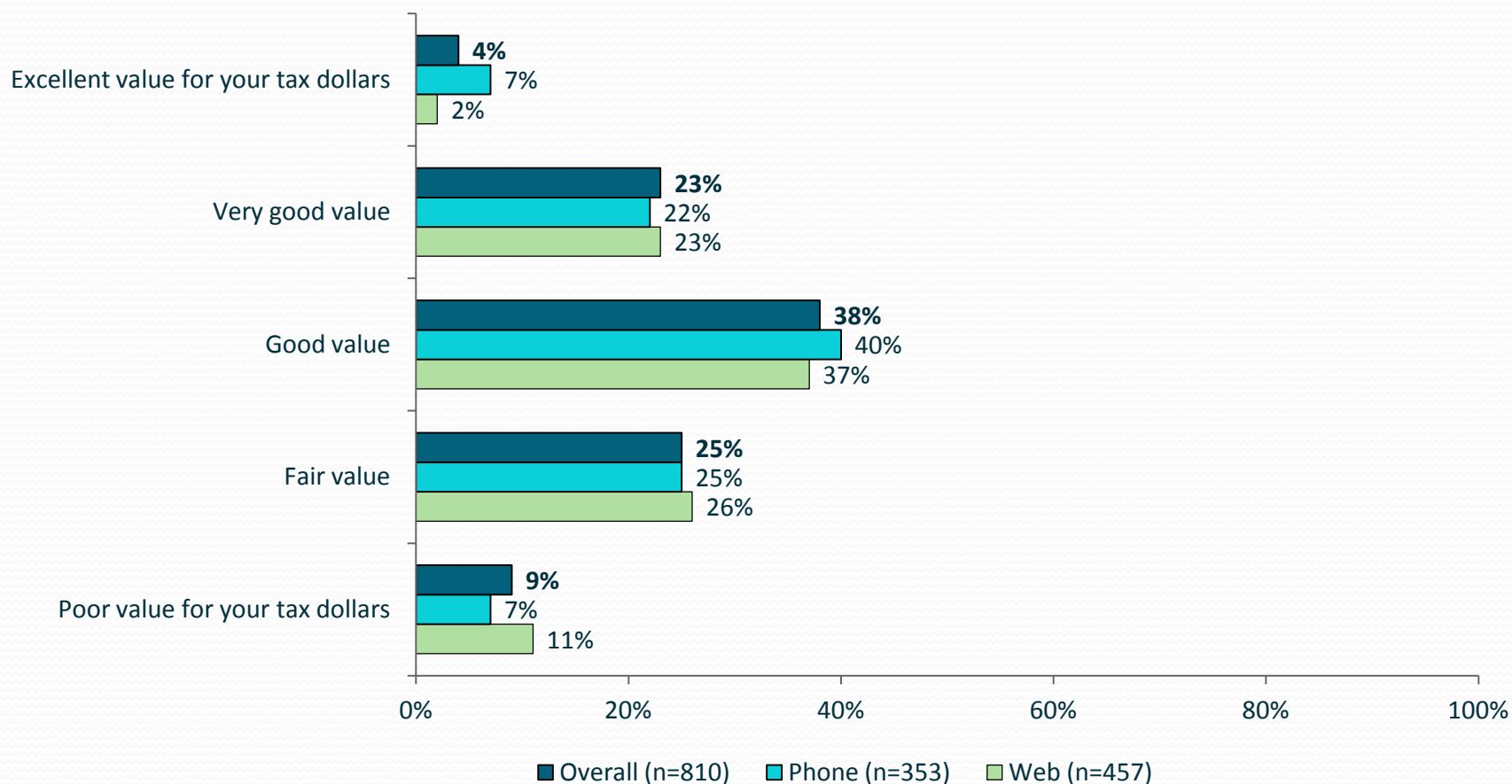
Home Ownership

Do you own or rent your home in the City of St. Albert?



Perceived Value for Tax Dollars

Thinking about the amount of your tax bill that pays for City services, would you say you receive...?



Why do you feel the value received for your tax dollars is...?

• Very Good or Excellent (n=215)*:

- **Good snow removal – 17% overall** (Phone – 12%; Web – 21%)
- **Nice parks and trees/trail system/green spaces – 15%** (Phone – 16%; Web – 15%)
- **Good value for tax dollars/spend budget well – 15%** (Phone – 10%; Web – 20%)
- **Satisfied with the services provided (in general) – 14%** (Phone – 15%; Web – 12%)

• Good (n=309)**:

- **Satisfied with the services provided (in general) – 9% overall** (Phone – 10%; Web – 9%)
- **Good snow removal – 9%** (Phone – 10%; Web – 9%)
- **Taxes are high/continue to rise – 8%** (Phone – 9%; Web – 8%)

• Fair or Poor (n=278)**:

- **Taxes are high/continue to rise – 22% overall** (Phone – 20%; Web – 24%)
- **Taxes are high compared to other cities/communities with the same facilities and services – 17%** (Phone – 17%; Web – 16%)
- **City should improve on how they manage the money – 13%** (Phone – 6%; Web – 17%)

Base: Homeowners

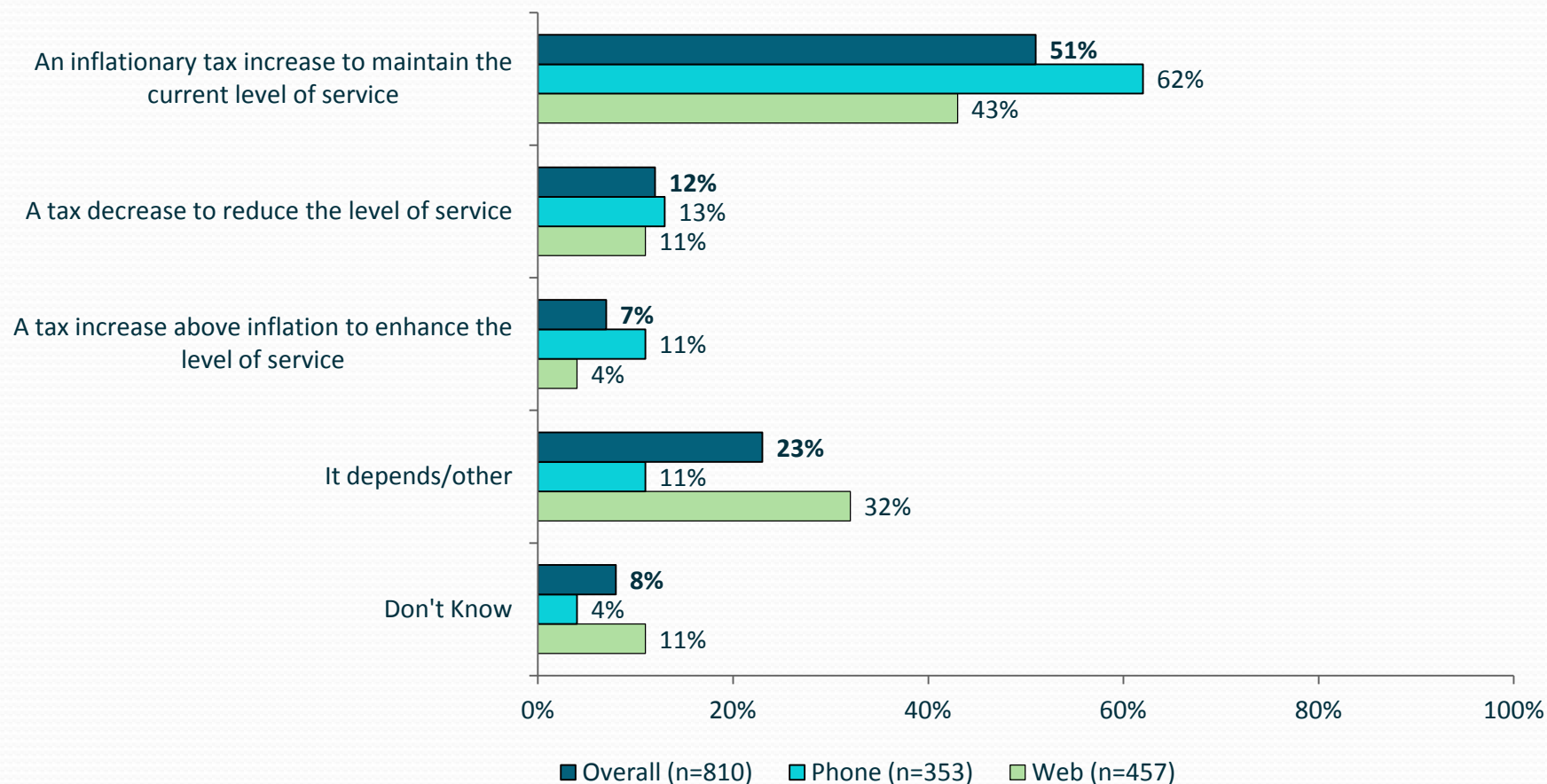
*Very Good/Excellent Value: Phone n=99; Web n=116

**Good Value: Phone n=140; Web n=169

***Fair/Poor Value: Phone n=112; Web n=166

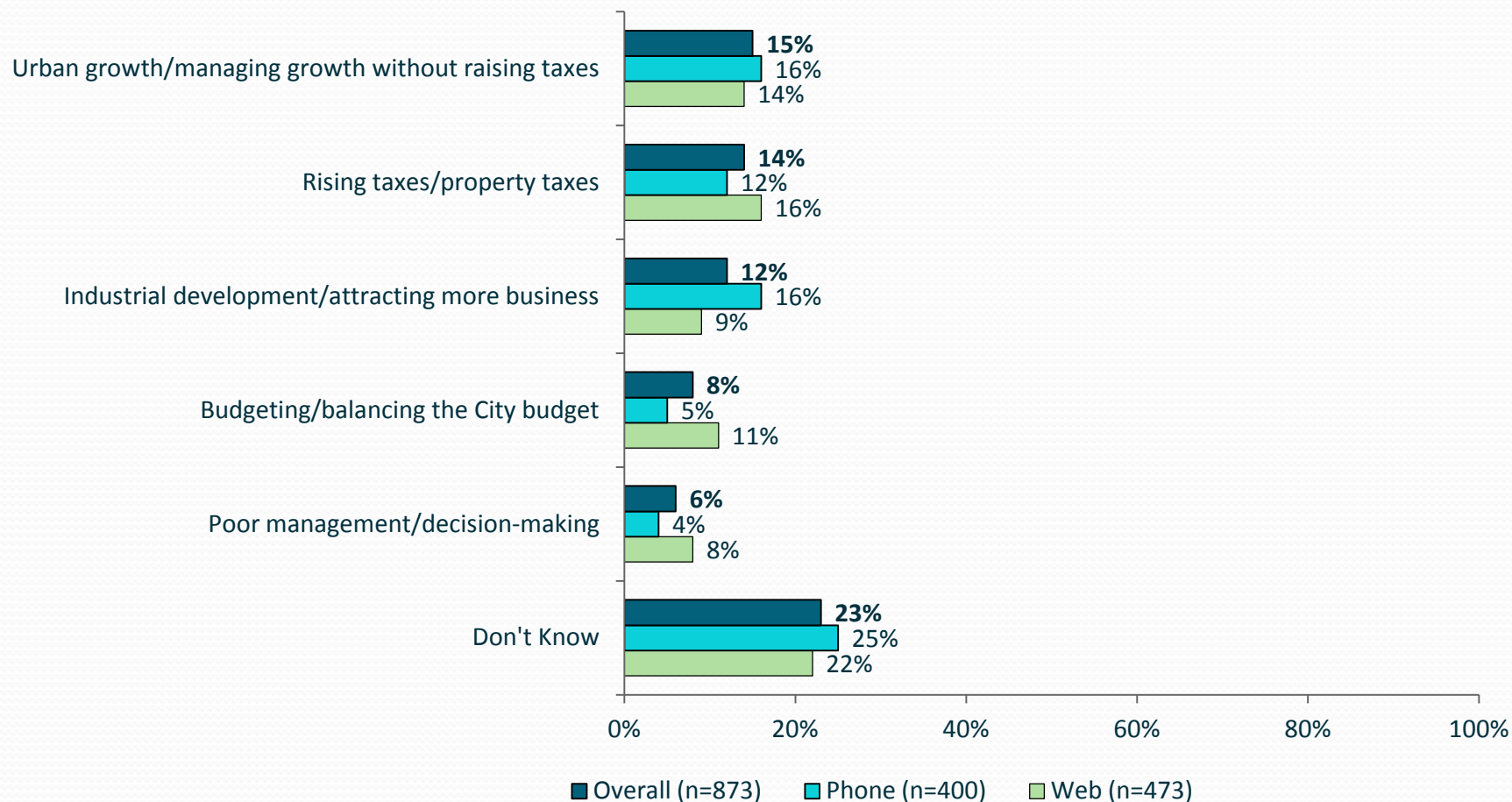
Support for Tax Strategies

Which tax strategy would you support the most for the City of St. Albert over the next 5 years?



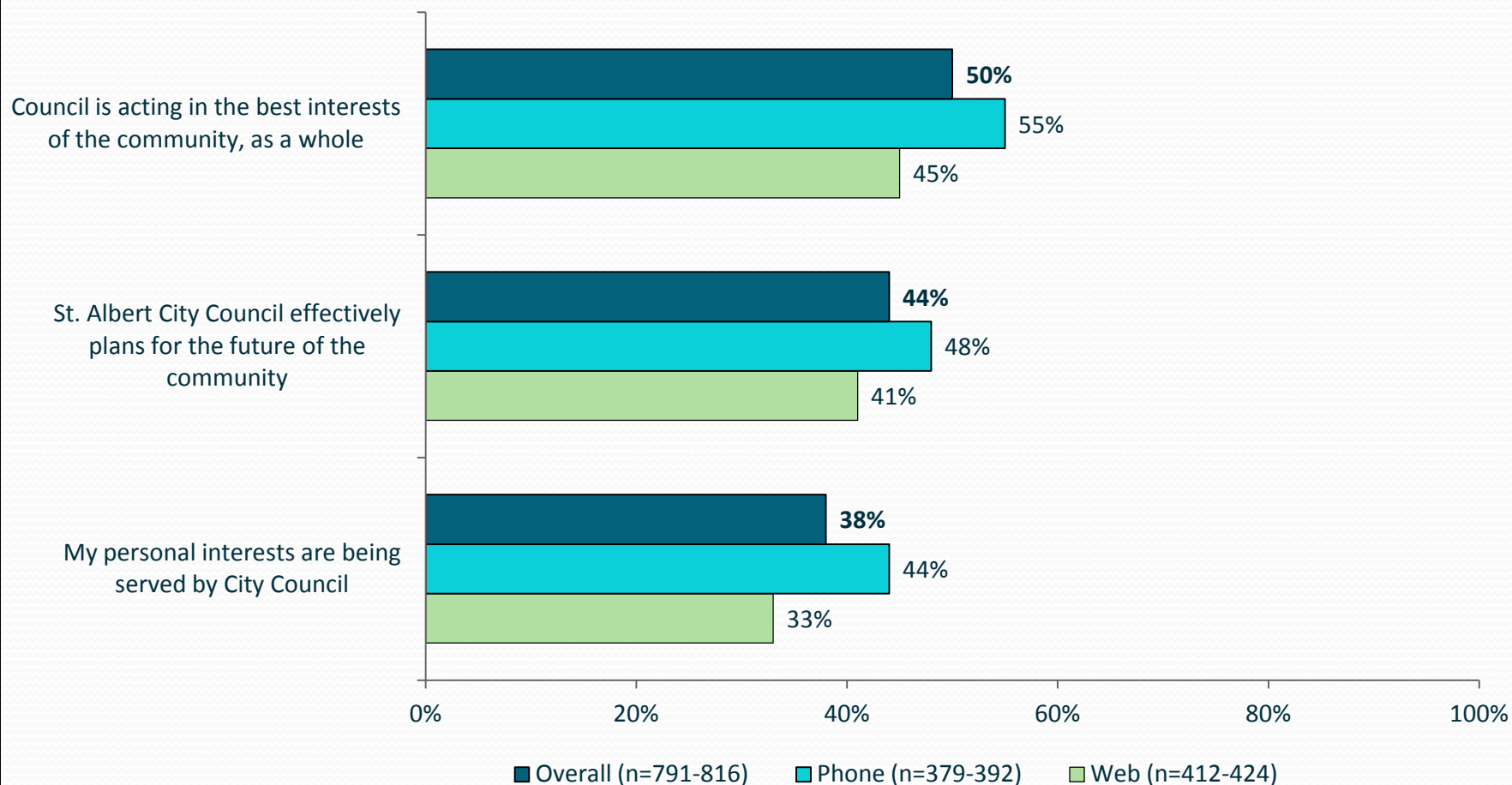
Issues Facing City Council

What is the most important issue facing the St. Albert City Council today? (Top responses)



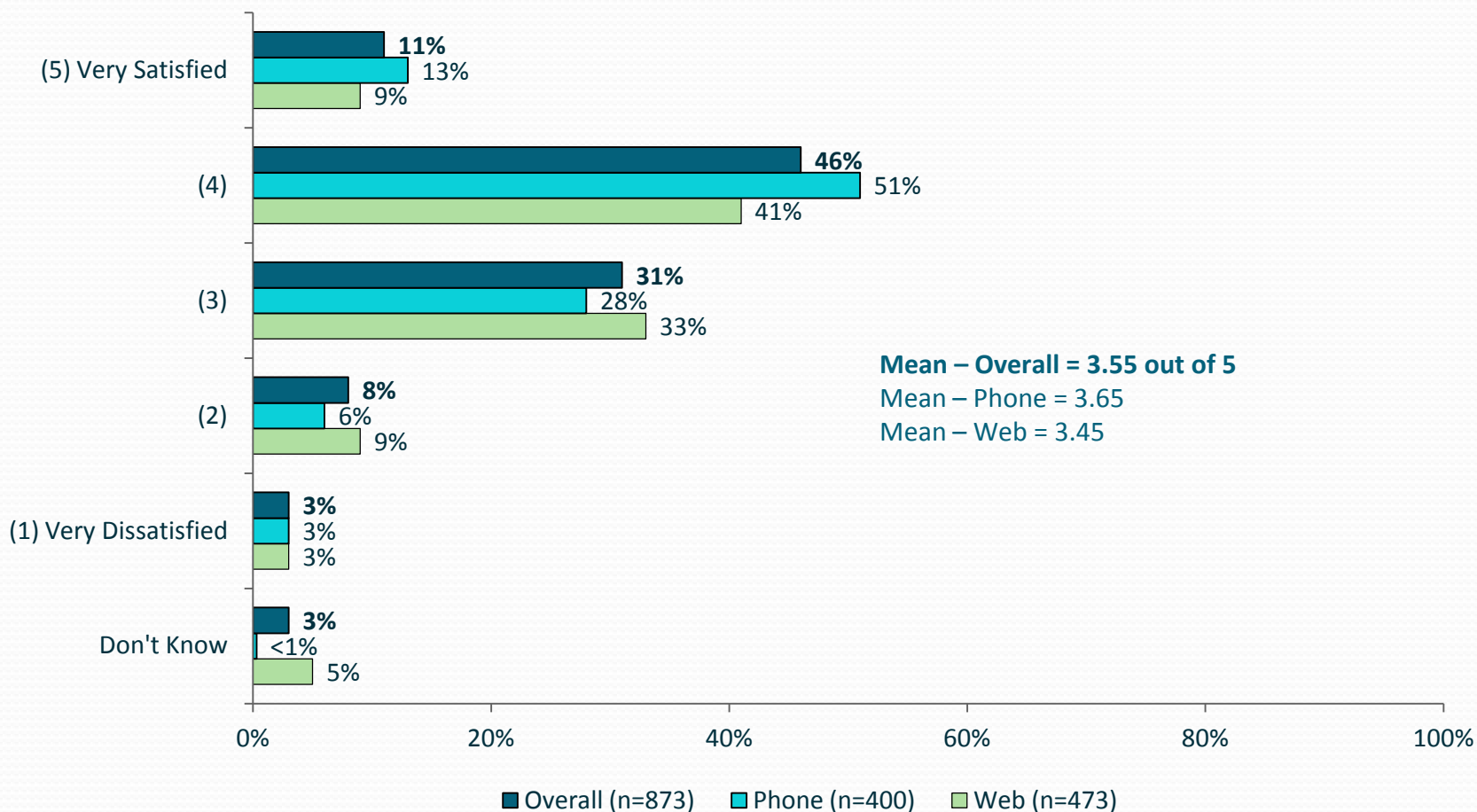
Municipal Leadership

Percent of Respondents Who Agreed With Each Statement (ratings of 4 or 5 out of 5)*



Overall Satisfaction with Municipal Leadership

How satisfied are you, overall, with the way the City of St. Albert is currently being run?



Why do you feel that way about how the City is being run?

- Respondents who were Satisfied (n=490)*:
 - City is well-run/good planning (in general) – **22% overall** (Phone – 22%; Web – 22%)
 - Is satisfied/no issues (in general) – **15%** (Phone – 19%; Web – 10%)
 - Room for improvement (unspecified) – **12%** (Phone – 11%; Web – 13%)
 - Good place to live/high quality of life – **9%** (Phone – 10%; Web – 7%)
- Respondents who were Neither Satisfied nor Dissatisfied (n=266)**:
 - Mayor/Council not managing the City well– **11% overall** (Phone – 11%; Web – 11%)
 - Poor budgeting/wasting tax dollars – **10%** (Phone – 7%; Web – 12%)
 - Council does not have community interests at heart – **9%** (Phone – 11%; Web – 8%)
 - Room for improvement (unspecified) – **8%** (Phone – 5%; Web – 9%)
- Respondents who were Dissatisfied (n=93)***:
 - Poor budgeting/wasting tax dollars – **29% overall** (Phone – 36%; Web – 25%)
 - Mayor/Council not managing the City well – **22%** (Phone – 18%; Web – 23%)
 - Council does not have community interests at heart – **17%** (Phone – 9%; Web – 22%)

*Respondents who were satisfied (ratings of 4 or 5): Phone n=254; Web n=236

**Respondents who were neither satisfied nor dissatisfied (3 out of 5): Phone n=112; Web n=154

***Respondents who were dissatisfied (ratings of 1 or 2): Phone n=33; Web n=60

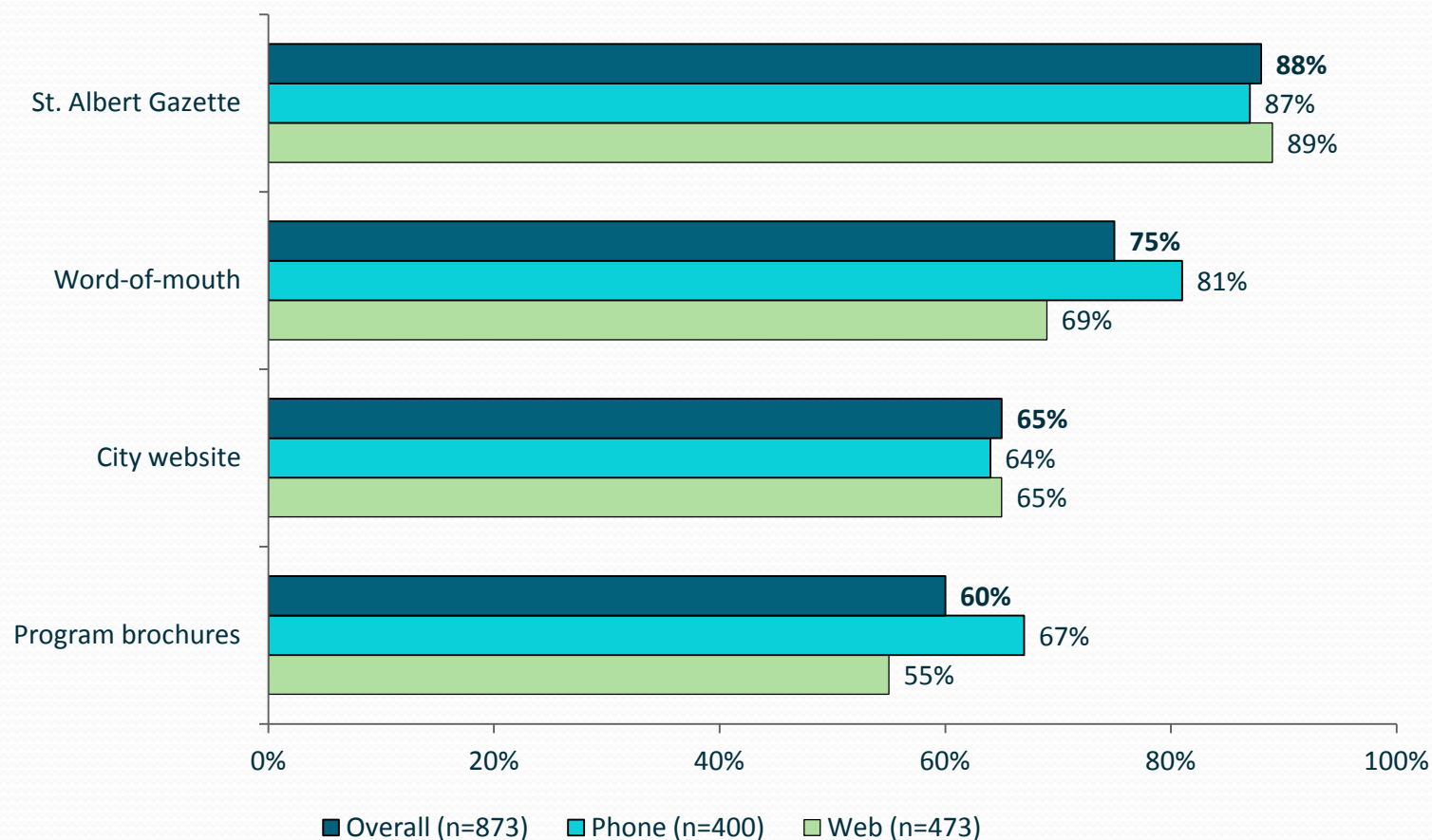
Priorities for City Council

- In your opinion, what do you think should be the top 3 priorities for City Council?
 - **Economic development – 30% overall**
 - Phone – 33%
 - Web – 27%
 - **Reducing taxes – 25%**
 - Phone – 22%
 - Web – 28%
 - **More roads/improved road infrastructure system – 14%**
 - Phone – 14%
 - Web – 13%



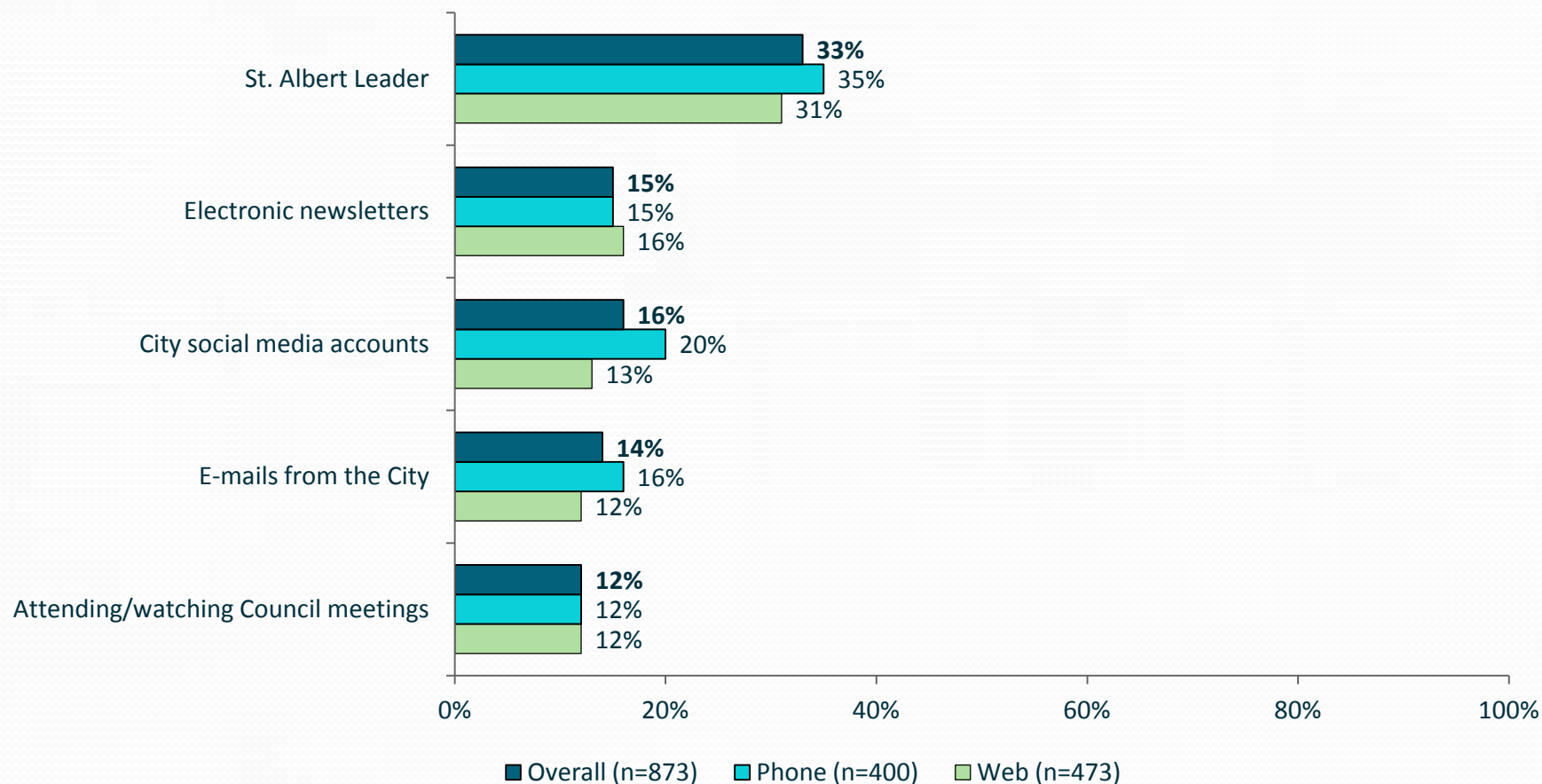
Currently Used Sources of Information

Percent of Respondents Who Currently Use Each Source of Information on City Programs, Services, and Initiatives



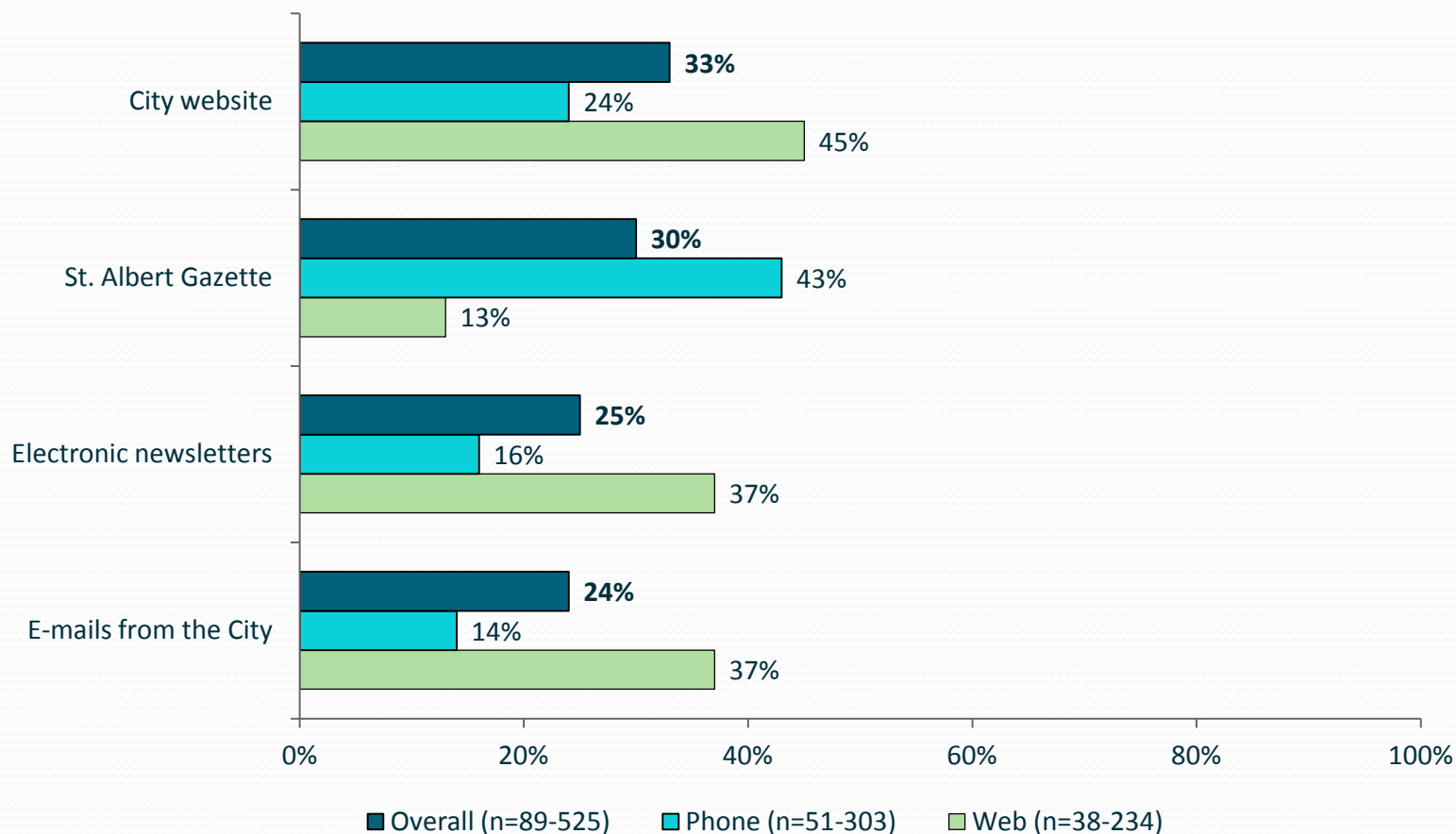
Currently Used Sources of Information (cont'd)

Percent of Respondents Who Currently Use Each Source of Information on City Programs, Services, and Initiatives



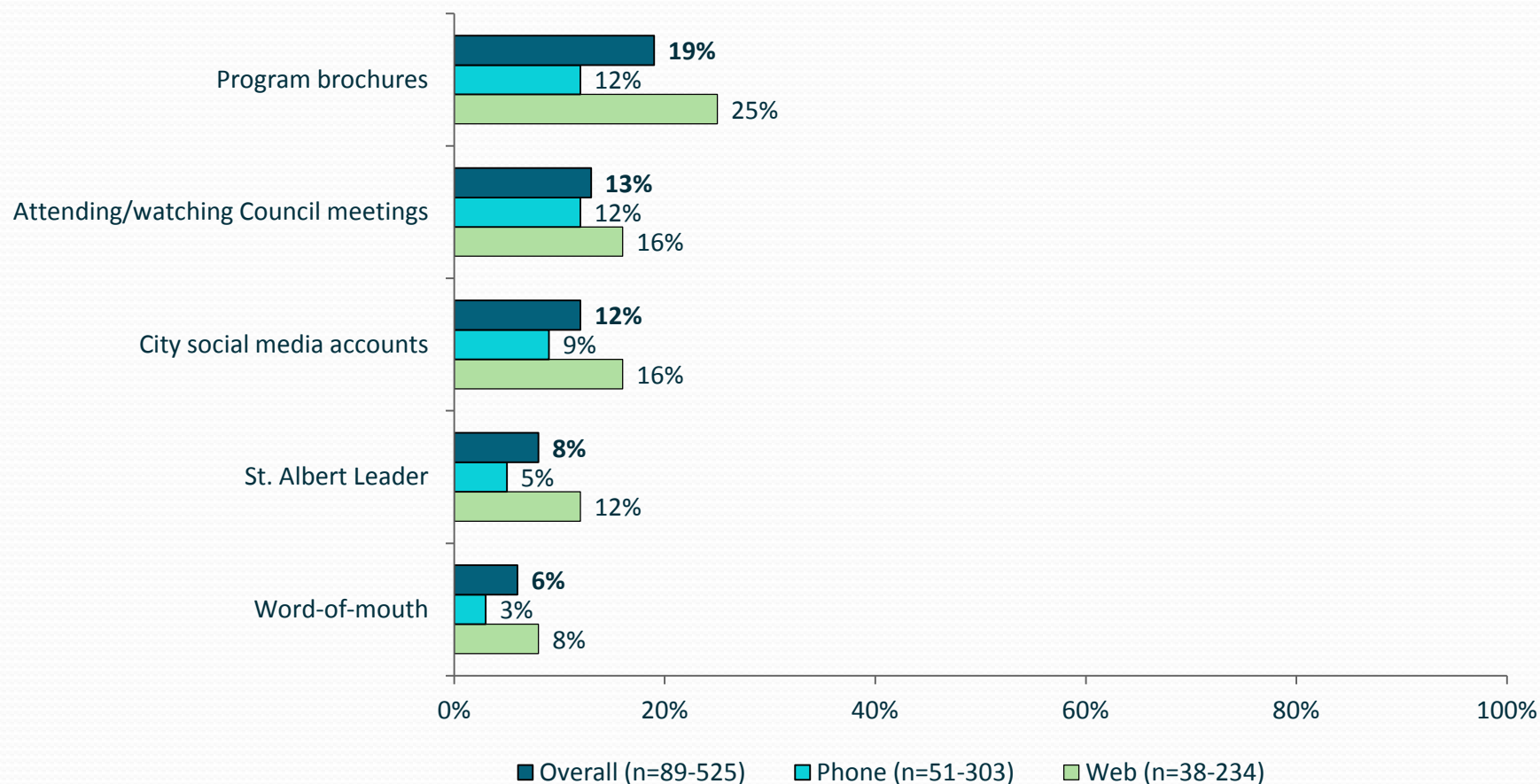
Potential Sources of Information

Percent of Respondents Who Would Find Each Source Effective, if Used in the Future
(ratings of 4 or 5 out of 5)*

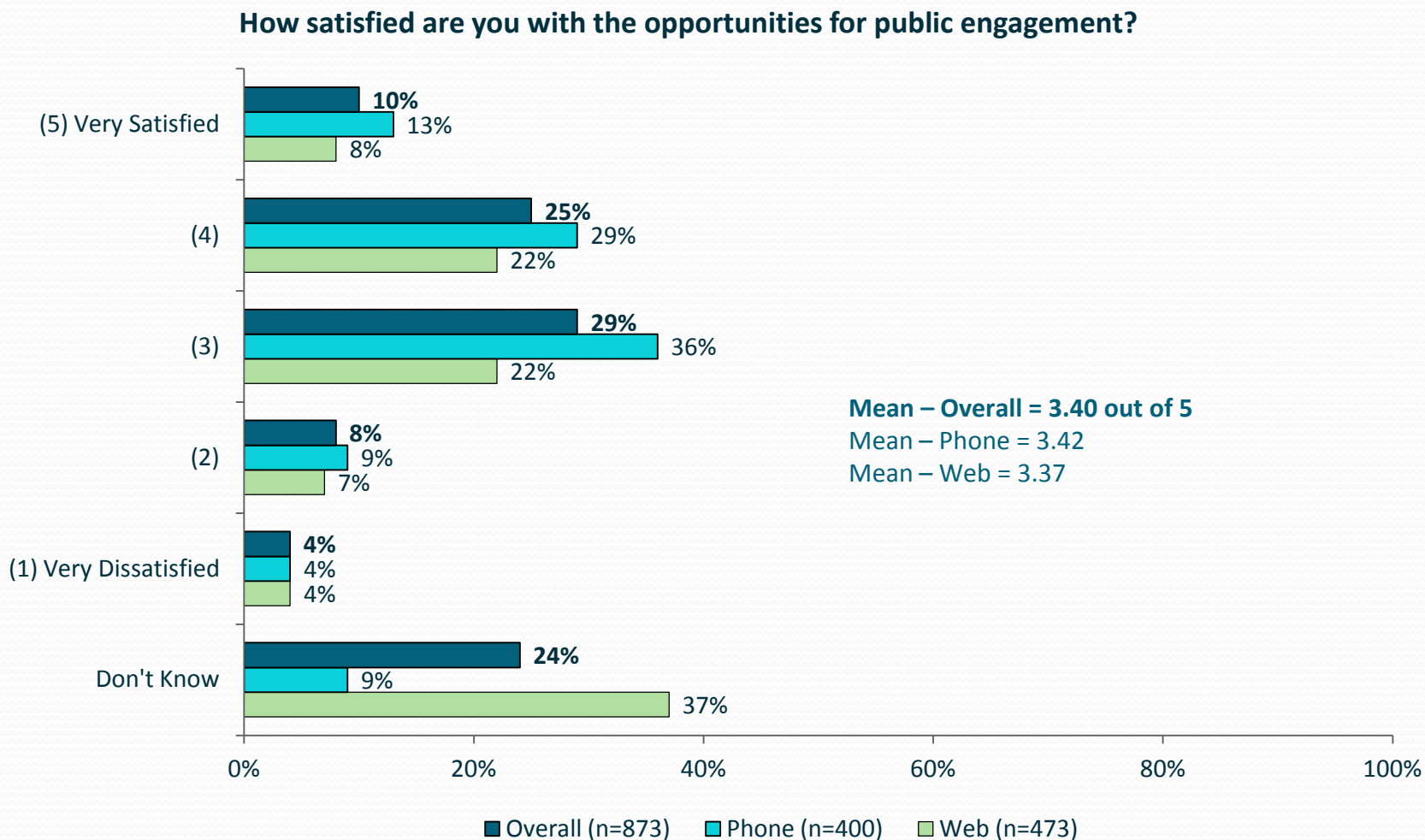


Potential Sources of Information (cont'd)

Percent of Respondents Who Would Find Each Source Effective, if Used in the Future
(ratings of 4 or 5 out of 5)*



Satisfaction with Opportunities for Public Engagement





Why do you feel that way about the opportunities available?

- Respondents who were Satisfied (n=312)*:
 - Opportunities are provided/satisfied with opportunities to engage (in general) – **47% overall** (Phone – 53%; Web – 40%)
 - Mayor/Council are approachable/welcoming/easy to contact – **10%** (Phone – 14%; Web – 6%)
 - Does not engage/not interested/does not need to engage with the City – **6%** (Phone – 7%; Web – 6%)
- Respondents who were Neither Satisfied nor Dissatisfied (n=249)**:
 - Does not engage/not interested/does not need to engage with the City – **24%** (Phone – 33%; Web – 12%)
 - Need to engage public more/better publicize engagement opportunities – **23%** (Phone – 21%; Web – 24%)
 - Opportunities are provided/satisfied with opportunities to engage – **16%** (Phone – 18%; Web – 13%)
- Respondents who were Dissatisfied (n=104)***:
 - They do what they want regardless of input/do not act on suggestions – **35%** (Phone – 35%; Web – 35%)
 - Need to engage public more/better publicize engagement opportunities – **31%** (Phone – 33%; Web – 29%)
 - Does not engage/not interested/does not need to engage with the City – **6%** (Phone – 10%; Web – 2%)

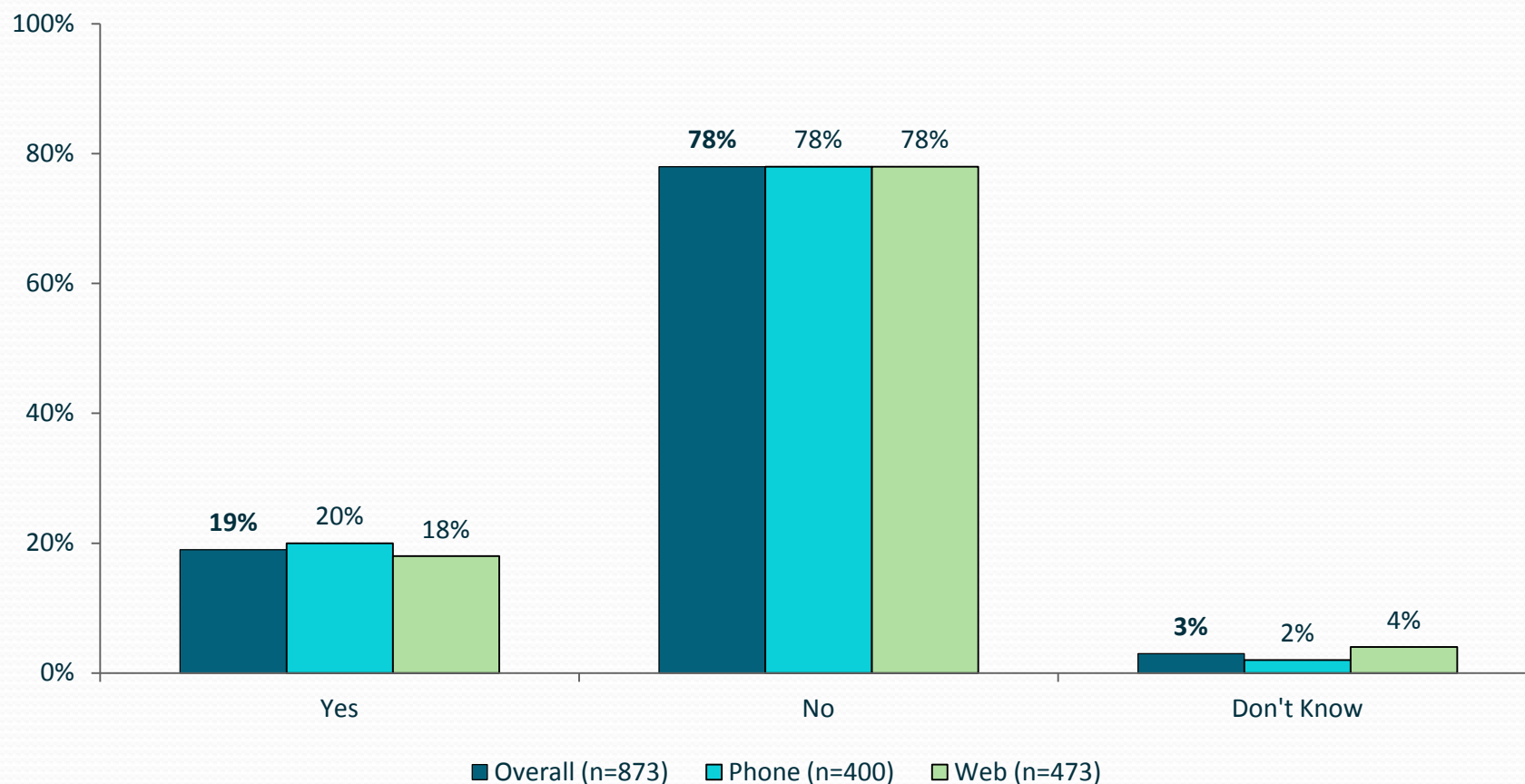
*Respondents who were satisfied (ratings of 4 or 5): Phone n=168; Web n=144

**Respondents who were neither satisfied nor dissatisfied (3 out of 5): Phone n=145; Web n=104

***Respondents who were dissatisfied (ratings of 1 or 2): Phone n=52; Web n=52

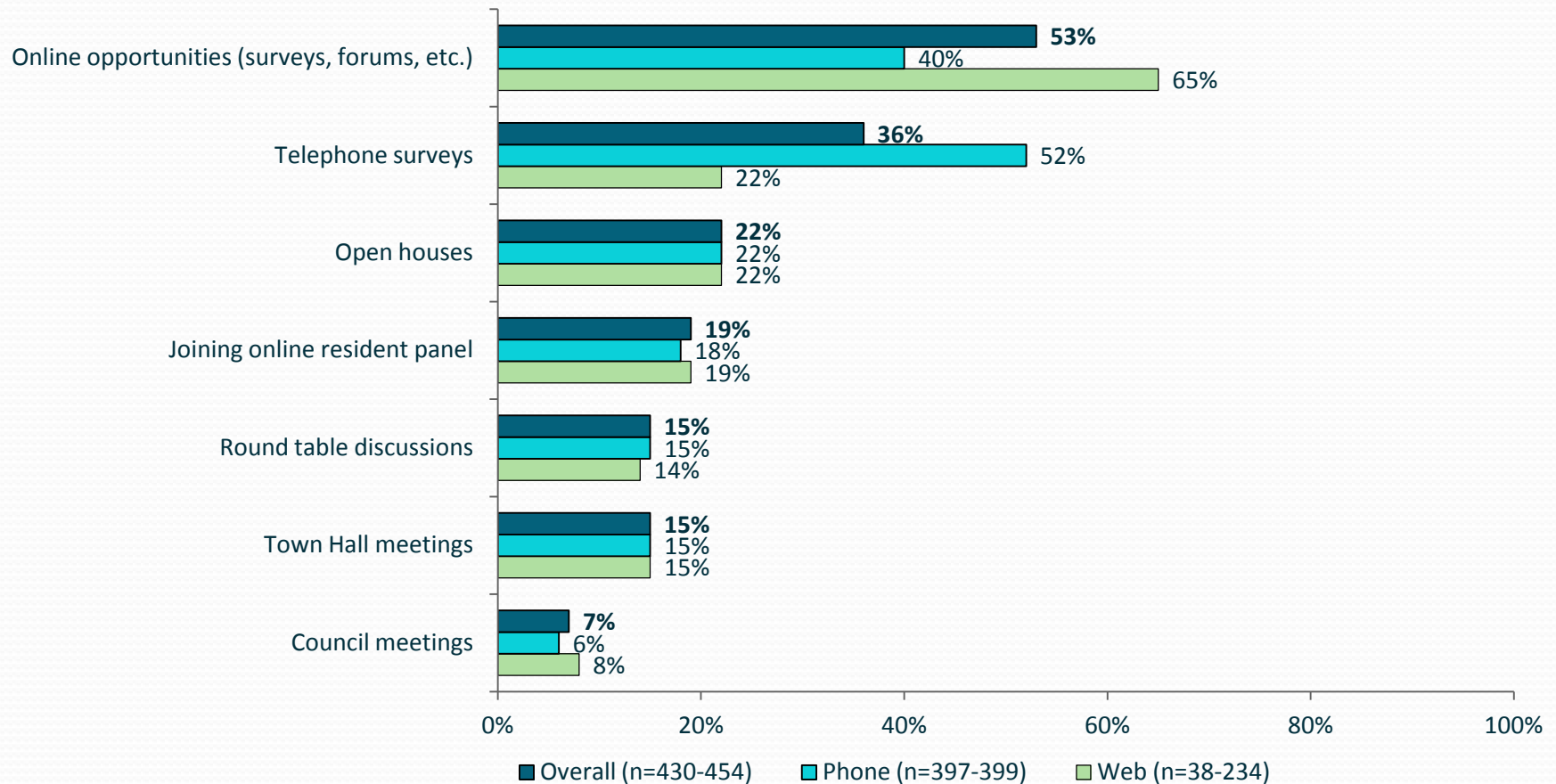
Participation in Public Engagement

Have you participated in any public engagement opportunities provided by the City of St. Albert in the past 12 months?



Likelihood of Engaging with the City

Percent of Respondents Who Were Likely to Participate in Public Engagement Opportunities via Each Method (ratings of 4 or 5 out of 5)*



Respondent Demographics

Gender	Overall (n=873)	Phone (n=400)	Web (n=473)
Male	51%	49%	53%
Female	47%	51%	45%
Not Stated	1%	-	3%

Age			
18 to 24 years	5%	11%	1%
25 to 64 years	69%	63%	75%
65 and older	25%	27%	24%
Mean	54.4 years	54.1 years	54.7 years

How long have you lived in the City of St. Albert?			
5 years or less	9%	5%	12%
6 to 10 years	13%	15%	11%
11 to 20 years	26%	27%	25%
21 to 30 years	23%	22%	24%
31 years or more	30%	31%	28%
Mean	22.9 years	23.2 years	22.6 years

Respondent Demographics (cont'd)

Neighbourhood	Overall (n=873)	Phone (n=400)	Web (n=473)
Grandin	10%	7%	13%
Lacombe Park	9%	7%	11%
Akinsdale	8%	7%	9%
Deer Ridge	8%	6%	10%
Erin Ridge	7%	7%	7%
Heritage Lakes	7%	6%	7%
Oakmont	7%	6%	7%
Forest Lawn	5%	6%	5%
Braeside	5%	6%	4%
Kingswood	5%	6%	4%
Woodlands	5%	6%	4%
North Ridge	5%	5%	5%
Pineview	5%	5%	4%
Mission	4%	5%	4%
Sturgeon Heights	4%	5%	3%
Other (2% of all respondents or less)	6%	11%	3%

Respondent Demographics (cont'd)

Percent of Households with at Least One (1) Person in Each Age Group	Overall (n=864)*	Phone (n=400)	Web (n=464)*
Under 13 years of age	20%	20%	20%
Between 13 and 18 years old	17%	18%	17%
Between 19 and 44 years old	42%	40%	43%
Between 45 and 64 years old	59%	62%	57%
65 years of age or older	28%	31%	25%
Mean Total Household Size	2.7 people	2.8 people	2.7 people

Highest Level of Education Achieved	Overall (n=873)	Phone (n=400)	Web (n=473)
Less than high school	2%	3%	1%
Graduated high school	14%	19%	9%
Some or completed technical or vocational school	12%	10%	14%
Some or completed college	35%	39%	33%
Some or completed university	35%	39%	33%
Post-graduate	16%	9%	22%

*Base: Excluding "don't know" or "not stated" responses



Questions?