



2014 Resident Satisfaction Research

Appendix C

Youth Quality of Life Report

October 31, 2014



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1.0 PROJECT BACKGROUND

In 2014, the City of St. Albert contracted Banister Research & Consulting Inc. to conduct the 2014 Resident Satisfaction Research. As part of the research, Banister Research conducted 400 telephone interviews with members 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=22	n=21	n=43
25 to 64 years of age	n=122	n=129	n=251
65 years of age and older	n=53	n=53	n=106
Total	n=197	n=203	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.

In 2014, Banister Research was asked to conduct a **youth-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 youth versus overall results from the **2014 General Population Telephone Survey**. As age quotas were not implemented prior to 2014, the data cannot be compared to data from previous survey years, due to fewer than 30 respondents aged 18 to 24 from 2007 to 2012 (i.e., the number of youth respondents in previous years ranged from n=9 in 2012 to n=28 in 2009).

2.0 YOUTH 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 Stakeholder Survey (n=448) have been provided under separate covers.

¹ 4,000 randomly selected households were also invited to complete a web-based version of the survey; 448 residents completed this version of the survey, the results of which are available under a separate cover.

² Based on the 2014 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 and Table 1, below, 61% of the youth surveyed in 2014 (i.e., those aged 18 to 24) (n=43) reported that the overall quality of life was “very good,” a decrease from 73% across all respondents (n=400). More than one-third of the youth (37%), however, rated the quality of life as “good” – compared to one-quarter (25%) of all respondents. Overall, 98% of youth and all respondents rated the quality of life as either “very good” or “good.”

Figure 1

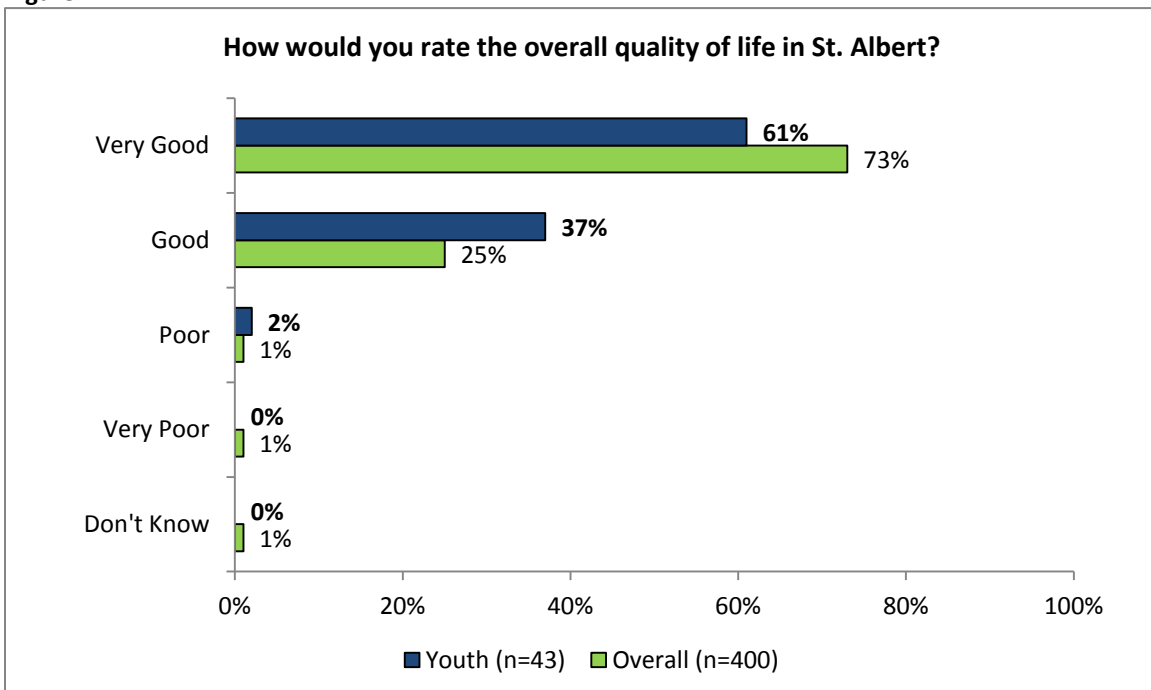


Table 1

How would you rate the overall quality of life in St. Albert today?		
	Percent of Respondents*	
	Youth Aged 18 to 24 (n=43)	Overall (All Respondents) (n=400)
Very Good	60.5%	73.3%
Good	37.2%	24.5%
Poor	2.3%	1.2%
Very Poor	-	0.5%
Don't Know	-	0.5%
Good/Very Good	97.7%	97.8%
Poor/Very Poor	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 youth surveyed in 2014 (n=43) reported that **St. Albert is a safe place to live and/or has a low crime rate** (35% - compared to 22% of all respondents; n=400), and mentioned the **parkland, green spaces, river, or trail system** (33% - compared to 40% of all respondents).

Responses that were **noticeably higher amongst youth** included the following:

- Beautiful city and landscaping – 16% of youth compared to 13% of all respondents;
- Proximity to Edmonton or the location of St. Albert – 7% of youth compared to 4% of all respondents;
- Lifestyle (unspecified) – 5% of youth compared to 2% of all respondents;
- High incomes and high standard of living – 5% of youth compared to 1% of all respondents;
- High property values and mature neighbourhoods – 5% of youth compared to 1% of all respondents; and
- A good transit system – 5% of youth compared to 1% of all respondents.

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

- Availability of community services and public facilities – 24% of all respondents compared to 14% of youth;
- Residential community atmosphere or “small town feel” of St. Albert – 20% of all respondents compared to 14% of youth;
- Availability of shopping, amenities, or variety of entertainment – 17% of all respondents compared to 9% of youth;
- Size of St. Albert and/or good City layout – 15% of all respondents compared to 9% of youth; and
- Well-maintained and clean city – 12% of all respondents compared to 9% of youth.

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

Table 2

What would you say are the top factors contributing to a high quality of life in the City of St. Albert?		
	Percent of Respondents*	
	Youth Aged 18 to 24 (n=43)	Overall (All Respondents) (n=400)
Safe place to live/low crime rate/good policing/police presence	35	22
Parkland/green spaces/river/trail system/park system/wildlife/dog parks/botanical gardens	33	40
Beautiful city/nice view/good scenery/lots of trees/physical surroundings	16	13
Availability of services/community services/public facilities/children's festival/farmer's market/events	14	24
Residential community atmosphere/friendly people/community spirit/small town feel	14	20
Availability of recreation/sports facilities and programs/Servus Place	14	11
Schools and educational opportunities/extra-curricular activities/good schools	12	12
Availability of shopping/amenities/entertainment/restaurants/quality of business	9	17
Size of the city/not too big/good layout/easy to get around/city planning	9	15
Clean city/clean streets/well-maintained/updated	9	12
Good road maintenance and snow removal/sidewalks	9	9
Location/proximity to Edmonton	7	4
Quiet/peaceful atmosphere	5	8
Lifestyle (unspecified)	5	2
High incomes/standard of living	5	1
High property values/large lots/mature neighbourhoods layout of neighbourhoods/good neighbourhood	5	1
Good transit system	5	1
Other (single mentions by those aged 18 to 24)	26	14
Don't Know/No Response	5	5

*Multiple responses

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, 12% of the youth surveyed in 2014 (n=43) mentioned **high taxes or tax increases**, significantly lower than 37% of all respondents in 2014 (n=400). Twelve percent (12%) of the youth surveyed also reported that there are not enough evening or nighttime activities for youth – compared to 2% of all respondents.

Other responses that were **noticeably higher amongst youth** included the following:

- Issues with transit (i.e., poor system; expensive fares; more service needed; would like an LRT/connection to Edmonton) – 9% of youth compared to 4% of all respondents;
- A high cost of living – 9% of youth compared to 4% of all respondents;
- Not enough restaurants, amenities, or variety of entertainment – 9% of youth compared to 2% of all respondents;
- Poor maintenance of sidewalks, curbs, crosswalks, or an overall lack of sidewalks – 7% of youth compared to 2% of all respondents; and
- Too many unfriendly people and/or people with bad attitudes – 7% of youth compared to 1% of all respondents.

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

- Too much traffic and traffic congestion – 14% of all respondents compared to 2% of youth; and
- No issues in particular that detract from a high quality of life – 10% of all respondents compared to 5% of youth.

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 full list of responses.

Table 3

What would you say are the top factors detracting from a high quality of life in the City of St. Albert?		
	Percent of Respondents*	
	Youth Aged 18 to 24 (n=43)	Overall (All Respondents (n=400)
High taxes/tax increases	12	37
Not enough for youth to do at night/running around late at night/need youth programs	12	2
Too many traffic lights/poor traffic management	9	7
Poor transit system/needs more service/bus fare is too high/want LRT/no cooperation with Edmonton	9	4
Cost of living is high/expensive	9	4
Not enough restaurants/entertainment/amenities	9	2
Lacking industrial and commercial tax base/need more business diversity and downtown development/accessible land/poor location of business	7	6
Crime/vandalism/youth crime/drugs/drunk driving	7	4
Poor maintenance of sidewalks/curbs/crosswalks/lack of sidewalks	7	2
Unfriendly people/snobbish attitude/delusional sense of grandeur/greed/apathy	7	1
Poor road system/lack by-pass of ring road/concerned about road going through lake	5	5
City Council (i.e., poor management/not accountable for actions/lacks direction/needs more community input/excessive by-laws/planning)	5	5
City growing too fast/too much residential development/too spread out/growing too fast/overcrowding/lacks small town atmosphere	5	4
Construction pollution/time/too much construction	5	1
Too much traffic and traffic congestion/too many trucks/noise/speeding	2	14
High price of housing/need more affordable housing/seniors' housing	2	4
Parking issues (not enough/too expensive)	2	3
Nothing/no factors contributing to a low quality of life	5	10
Other (2% or less of youth and/or all respondents)	30	28
Don't Know/No Response	12	10

*Multiple responses