



2015 Facility Priority Assessment Research
General Population Telephone Survey Report

October 7th, 2015



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1.0 SUMMARY OF FINDINGS

In 2015, the City of St. Albert contracted Banister Research & Consulting Inc. (“Banister Research”) to assist with conducting the Facility Priority Assessment Research. As part of this research, Banister Research conducted a General Population Telephone Survey with residents of the City of St. Albert to assess the need for more or expanded community service infrastructure in the City. A total of 400 randomly-selected respondents completed the telephone survey, providing a margin of error no greater than $\pm 4.9\%$ at the 95% confidence level, or 19 times out of 20.

Key findings of the General Population Telephone Survey included:

Current Household Participation and Use

- Respondents or other members of their household used or visited City facilities an average of 74.7 times in the past 12 months, or approximately once every 5 days.
- When asked which facilities they, or members of their household had visited or used in the past 12 months (n=370), respondents most often reported the following:
 - St. Albert Recycling Depot – 84% have used or visited at least once in the past year);
 - Compost Depot – 74%;
 - St. Albert Public Library – 73%;
 - Indoor Swimming Pools or Water Parks – 65%;
 - Arden Theatre – 61%; and
 - St. Albert Botanic Park – 56%.
- Approximately one-fifth to less than one-half of the respondents visited or used the following:
 - Servus Place Fitness Centre (47%);
 - St. Albert Grain Elevator Park (40%);
 - Outdoor Aquatic Spray Park or Pool (39%);
 - The Field Houses at Servus Place (35%);
 - Kinsmen Fair Grounds (30%);
 - Indoor Ice Surfaces (27%);
 - City-Wide Baseball Parks (27%);
 - Musee Heritage Museum (24%);
 - The Art Gallery of St. Albert (24%);
 - Bookable Spaces (23%); and
 - St. Albert Soccer Association (22%).

- Conversely, less than one-fifth of the households surveyed visited or used the following:
 - St. Albert Curling Club – 17% have used or visited in the past year;
 - Fowler Athletic Park – 16%;
 - St. Albert Rugby Football Club – 15%;
 - Arts/Cultural Studios – 14%;
 - Riel Outdoor Artificial Field – 12%;
 - Bike Parks – 11%;
 - St. Albert Tennis Club – 9%; and
 - St. Albert Kinsmen RV Park – 5%.
- Facilities that were visited or used at least once per month, on average, included:
 - The Servus Place Fitness Centre (n=176¹) – 47.7 times in the past 12 months, on average;
 - Indoor Ice Surfaces (n=98) – 34.6 times;
 - St. Albert Public Library (n=273) – 26.1 times;
 - Bike Parks (n=42) – 25.9 times;
 - Indoor Swimming Pools/Water Parks (n=242) – 23.2 times;
 - City-Wide Baseball Parks (n=99) – 20.8 times;
 - St. Albert Soccer Association (n=83) – 20.4 times;
 - The Field Houses at Servus Place (n=131) – 18.4 times;
 - The St. Albert Tennis Club (n=34) – 12.7 times;
- Conversely, users or visitors who visited facilities 5 times or less in the past 12 months included:
 - Musee Heritage Museum (n=90) – 5.2 times in the past 12 months, on average;
 - Bookable Spaces (n=85) – 4.8 times;
 - Arts/Cultural Studios (n=49) – 4.7 times;
 - Arden Theatre (n=226) – 3.8 times;
 - St. Albert Kinsmen RV Park (n=20) – 3.1 times;
 - The Art Gallery of St. Albert (n=85) – 2.9 times;
 - St. Albert Grain Elevator Park (n=149) – 2.0 times; and
 - Kinsmen Fair Grounds (n=112) – 1.6 times.
- Respondents who reported that they have **not** used a facility in the past year were asked if they would use it if it were available to them. More than one-third of those **who do not use** each of the following facilities would use them if more were available:
 - St. Albert Recycling Depot (n=86) – 63% of those who have not used it would, if it were available or if there were more available;
 - Arden Theatre (n=159) – 55%;
 - St. Albert Botanic Park (n=197) – 52%;
 - St. Albert Public Library (n=134) – 46%;
 - Compost Depot (n=121) – 42%;
 - The Art Gallery of St. Albert (n=315) – 40%;
 - Indoor Swimming Pools/Water Parks (n=164) – 36%;
 - Servus Place Fitness Centre (n=236) – 36%; and

¹ Base: Respondents who used this facility at least once in the past 12 months.

- Musee Heritage Museum (n=301) – 34%.
- Conversely, fewer than 1 in 5 respondents who do not use the following facilities would use them if more were available:
 - Fowler Athletic Park (n=344) – 16%;
 - Bikes Parks (n=355) – 16%;
 - St. Albert Curling Club (n=335) – 15%;
 - City-Wide Baseball Parks (n=303) – 15%;
 - The Field Houses at Servus Places (n=258) – 14%;
 - St. Albert Soccer Association (n=317) – 14%;
 - St. Albert Tennis Club (n=373) – 11%;
 - St. Albert Rugby Football Club (n=342) – 9%;
 - Riel Outdoor Artificial Field (n=351) – 8%; and
 - St. Albert Kinsmen RV Park (n=379) – 3%.

Barriers to Use

- Those who reported they did not visit or use each of the 25 St. Albert community service facilities in the past year were asked if there were any particular barriers preventing them or others from their household from using the facilities. The most common responses garnered from non-users of all 25 types of facilities included:
 - Too busy or lack of spare time (9% to 38%, depending on the facility);
 - Lack of interest or no need to visit or use the facility (2% to 24%);
 - Children are too young or not old enough to use the facility (2% to 14%);
 - Lack of information about the facility (e.g., events, location, hours of operation) (2% to 12%); and
 - Admission is too costly or user fees are too expensive (4% to 16%).

Most Important Facilities

- Respondents were asked to list up to 5 of what they considered to be the most important types of community service facilities for their household. Facilities that were most frequently in respondents' top 5 included:
 - St. Albert Public Library – 54% of respondents placed this in their top 5;
 - St. Albert Recycling Depot – 43%;
 - Indoor Swimming Pools/Water Parks – 40%;
 - Servus Place Fitness Centre – 40%;
 - Arden Theatre – 39%; and
 - The Compost Depot – 37%.

- Facilities that were least frequently mentioned in respondents' top 5 included:
 - Fowler Athletic Park – 4% of respondents placed this in their top 5;
 - Bookable Spaces – 4%;
 - Arts/Cultural Studios – 4%;
 - Kinsmen Fair Grounds – 4%;
 - Riel Outdoor Artificial Field – 4%;
 - St. Albert Curling Club – 3%;
 - St. Albert Tennis Club – 3%;
 - St. Albert Rugby Football Club – 3%; and
 - St. Albert Kinsmen RV Park – 1%.

Potential Facility Usage

- In the next section of the survey, respondents who rated a facility type in their top 5 were asked if they would use that type of facility more than they do now, or about the same, if more of that type of infrastructure was available. More than half of the respondents who rated the following in their top 5 would use these facilities more if more infrastructure was available:
 - Bike Parks (n=20)² – 74% of those who placed it in their top 5 would use it more if more infrastructure was available;
 - St. Albert Tennis Club (n=12)* – 64%; and
 - Indoor Ice Surfaces (n=62) – 52%.
- Conversely, fewer than 1 in 5 respondents who rated the following in their top 5 would use these facilities more if more infrastructure was available:
 - Fowler Athletic Park (n=13)* – 16% of those who placed it in their top 5 would use it more if more infrastructure was available;
 - St. Albert Soccer Association (n=44) – 16%;
 - St. Albert Curling Club (n=16)* – 15%;
 - Compost Depot (n=144) – 11%;
 - Bookable Spaces (n=12)* – 11%; and
 - The St. Albert Rugby Football Club (n=11)* – 8%.

² Use caution interpreting results when n<30 (*)

Gaps in Facilities or Services

- When asked if they could identify any other types of facilities or services that are missing from St. Albert or that the City will need over the next 5 years, respondents most frequently suggested the following:
 - More programs or services for seniors, in general (4% of all respondents);
 - A movie theatre (4%);
 - More BMX or skateboard park facilities (4%); and
 - More skating rink facilities (unspecified) (4%).
- More than half of all respondents surveyed (58%) felt that no services were missing or that no new facilities will be needed in the next 5 years.

Level of Support for Tax Increases for Increased Service Levels

- When asked which facility types they would support tax increases for, respondents most often reported the following:
 - St. Albert Public Library – 63% of all respondents would pay additional tax dollars to support more or expanded infrastructure;
 - Arden Theatre – 51%;
 - Indoor Swimming Pools and Water Parks – 50%.
- Forty-six percent (46%) of the respondents felt it is appropriate for the City of St. Albert to fund the construction of more service-oriented community services buildings through tax increases, while 48% felt that it is not appropriate. Six percent (6%) were unsure or did not provide a response.

2.0 PROJECT BACKGROUND

In 2015, the City of St. Albert (“the City”; “the Client”) developed a New Facility Priority Assessment Model (“the Model”) to provide empirical, analytics-based data to consider when making decisions and determining priorities for funding of new municipal infrastructure. By utilizing detailed analytics, the Model is intended to be a decision-making tool that considers the entire bundle of community and public services, and allows for conscious and holistic planning for new facility needs for St. Albert for the long term.

In summer 2015, Banister Research was contracted to assist with the Facility Priority Assessment Model Research in order to validate the assumptions of the Model and gather feedback from stakeholders regarding perceptions of new facility priorities. As part of the research, Banister Research conducted the following:

- **General Population Telephone Survey.** A total of 400 randomly-selected respondents completed the telephone survey from September 1st to 9th, 2015. The objective of the survey was to determine residents’ opinions about new facility needs in the City of St. Albert.
 - Results provide a margin of error no greater than $\pm 4.9\%$ at the 95% confidence level, or 19 times out of 20.
- **Web-Based Stakeholder Survey.** A web-based version of the survey was available from September 1st to 20th, 2015, over which time a total of 537 submissions were completed.
 - Due to the opt-in or self-select nature of web-based surveys, results cannot be generalized to the population of the City of St. Albert.
- **Major User/Stakeholder Meetings.** Nine (9) focus group sessions were conducted with a total of twenty-three (n=23) major stakeholders of City-owned or operated facilities. Participants represented a variety of clubs/organizations that rent or use space in St. Albert community service facilities. The meetings were conducted between August 26th and September 15th, 2015.

This report documents the results of the General Population Telephone Survey. It is important to note that results have been reported in aggregate. A breakdown of the key responses by users of each facility type, as well as findings from the other research components, have been provided under a separate cover.

3.0 METHODOLOGY

All components of the project were designed and executed in close consultation with the Client. A detailed description of each task of the project is outlined in the remainder of this section.

3.1 Project Initiation and Questionnaire Design

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team familiarized itself with the objectives of the Client, ensuring a full understanding of the issues and concerns to be addressed in the project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

Following the initial meeting, the draft questionnaire was designed by Banister Research. Drawing on experience in conducting similar projects, the most appropriate questions, scales and response options were designed for eliciting the information desired from the respondents. Rating scales were designed to be easily understood by respondents. The survey included both quantitative and qualitative questions, in order to elicit a more in-depth investigation of the issues and concerns pertinent to the evaluation assignment. The questionnaire was finalized in conjunction with the Client; a copy of the final questionnaire is provided in Appendix A.

3.2 Survey Population and Data Collection

Telephone interviews were conducted from September 1st to 9th, 2015 at the Banister Research Call Centre. Banister Research completed a total of 400 telephone interviews with randomly-selected residents of the City of St. Albert. Age and gender quotas were established and the survey data was weighted to ensure results were statistically representative of the City's population.

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

To maximize the sample, up to five (5) 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 (15) minutes. Where there was an answering machine, fax, or no answer, the call back was scheduled for a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends.

The following table presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was an 11% response rate and a 59% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification:	Number of Calls:
Completed Interviews	400
Busy/No Answer/Answering Machine	2,683
Respondents Unavailable	34
Refusals	1,070
Fax/Modem/Business/Not-In-Service/Wrong Number	436
Language Barrier/Communication Problem	17
Disqualified/Quota Full (Age and/or Gender)	1,350
Total	5,990

At the outset of the fieldwork, all interviewers and supervisors were given a thorough step-by-step briefing to ensure the successful completion of the telephone interviews. To ensure quality, at least 20% of each interviewer's work was monitored by a supervisor on an on-going basis.

The questionnaire was programmed into Banister Research's Computer Assisted Telephone Interviewing (CATI) system. Using this system, data collection and data entry were simultaneous, as data was entered into a computer file while the interview was being conducted. Furthermore, the CATI system allowed interviewers to directly enter verbatim responses to open-ended questions.

3.3 Data Analysis and Project Documentation

While data was being collected, Banister Research provided either a written or verbal progress report to the Client. After the interviews were completed and verified, the lead consultant reviewed the list of different responses to each open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 20% of each coder's work. Once the responses were fully coded and entered onto the data file, computer programs were written to check the data for quality and consistency.

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., respondent demographics). 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.

Tabulations of the detailed data tables are available under separate cover, including weighting factors and tabulations of the weighted results. **The reader should note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.**

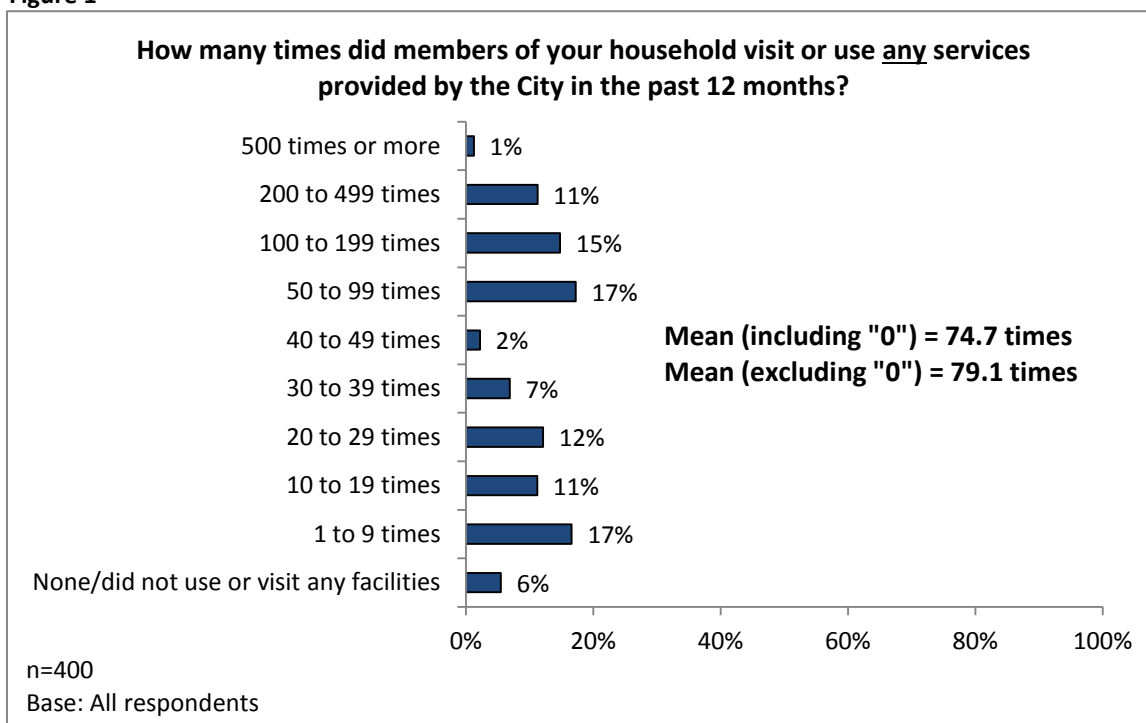
4.0 STUDY FINDINGS

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. It is important to note that the data tables, under a separate cover, provide a detailed analysis of all survey findings. The reader should note when reading the report that the term “significant” refers to “statistical significance”. Only those respondent subgroups which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been reported on. Respondent subgroups that are statistically similar have been omitted from the presentation of findings.

4.1 Current Household Participation and Use

To begin the survey, respondents were asked a series of questions regarding their household’s use of community service facilities operated or owned by the City of St. Albert. When asked how many times they, or other members of their household had used any services provided by the City in the past year, respondents reported a mean of 74.7 times, or approximately once every 5 days. See Figure 1, below.

Figure 1



When asked which facilities they, or members of their household had visited or used in the past 12 months, respondents who visited a facility at least once in the past year (n=370) most often reported the following:

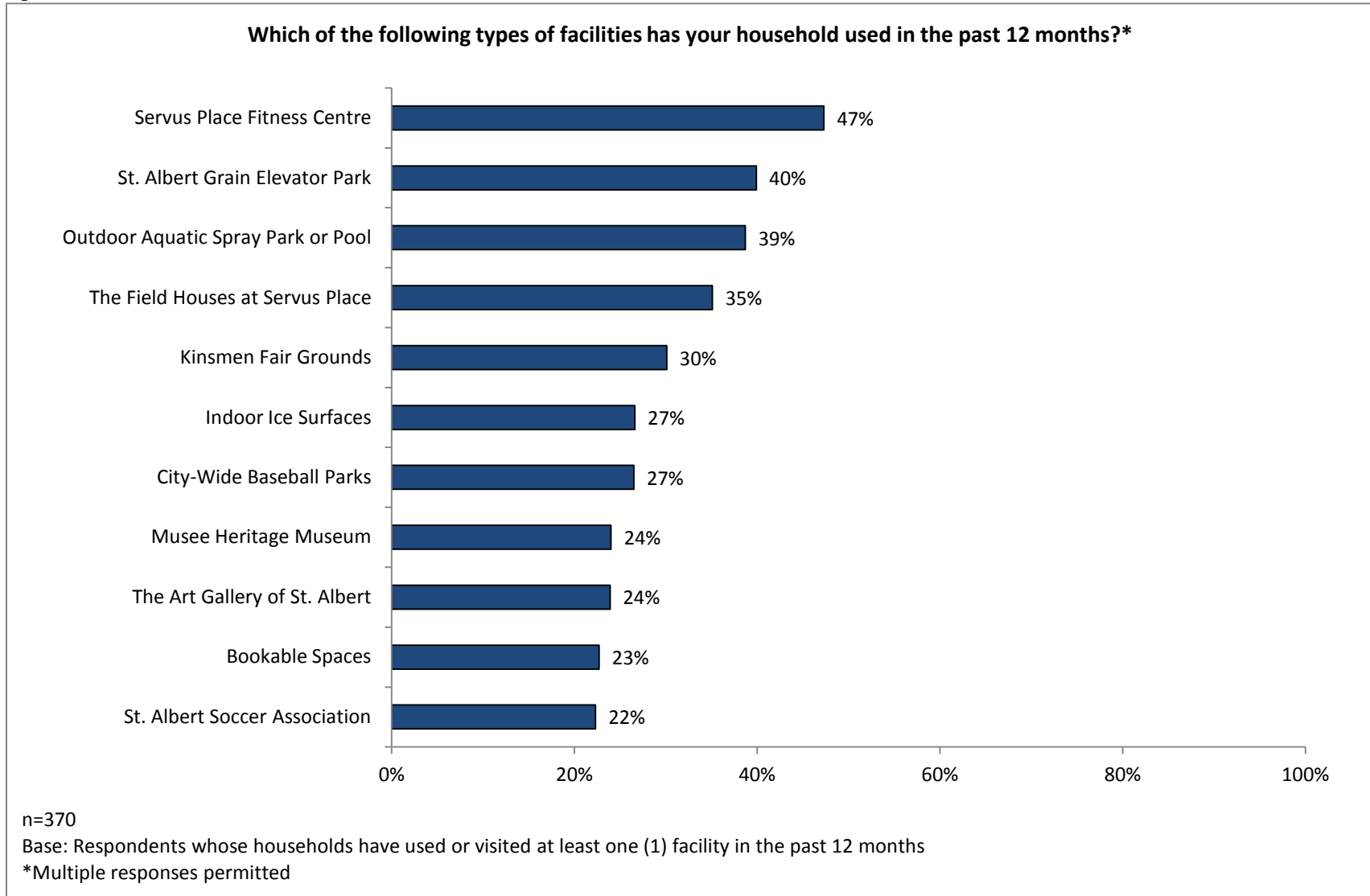
- St. Albert Recycling Depot – 84% have used or visited in the past year);
- Compost Depot – 74%;
- St. Albert Public Library – 73%;
- Indoor Swimming Pools or Water Parks – 65%;
- Arden Theatre – 61%; and
- St. Albert Botanic Park – 56%.

Conversely, less than one-fifth of the households surveyed visited or used the following in the past year:

- St. Albert Curling Club – 17% have used or visited in the past year;
- Fowler Athletic Park – 16%;
- St. Albert Rugby Football Club – 15%;
- Arts/Cultural Studios – 14%;
- Riel Outdoor Artificial Field – 12%;
- Bike Parks – 11%;
- St. Albert Tennis Club – 9%; and
- St. Albert Kinsmen RV Park – 5%.

See Figure 2, on the following page.

Figure 2



Selected Sub-Segment Analysis

- *Those aged 18 to 34 were significantly more likely than older respondents to have used or visited the St. Albert Tennis Club and the Servus Place Fitness Centre in the past year.*
 - *Those aged 35 to 64 were significantly more likely to have used the Arts and Cultural Studios; Compost Depot; Field Houses at Servus Place; Kinsmen Fair Grounds; and Arden Theatre (versus younger respondents), as well as City-Wide Baseball Parks; Indoor Swimming Pools/Water Parks; the Riel Outdoor Artificial Field; Bike Parks; and Fowler Athletic Park (versus older respondents).*
 - *Those aged 65 and older were more likely than younger respondents to have used or visited the Musee Heritage Museum.*
- *Females were significantly more likely than males to have used or visited Art/Cultural Studios; the St. Albert Botanic Park; the Musee Heritage Museum; the Outdoor Aquatic Spray Park/Pool; and the Arden Theatre.*
 - *Males were more likely to have used Indoor Ice Surfaces.*
- *Those who felt it was appropriate for the City to fund the construction of more service-oriented community service buildings through tax increases were significantly more likely (than those who felt it was not appropriate) to have used or visited the Art Gallery; the St. Albert Grain Elevator Park; the Public Library; the Musee Heritage Museum; and the Fowler Athletic Park.*
- *Households with children were significantly more likely than households without children to have reported using sports/recreational facilities.*
- *Those with a university or higher level of education were significantly more likely to have visited or used Arts/Cultural Studios; the St. Albert Botanic Park; the St. Albert Tennis Club; the St. Albert Curling Club; the Field Houses at Servus Place; Indoor Swimming Pools/Water Parks; St. Albert Public Library; and the Arden Theatre.*
 - *Those with a high school level of education were more likely to have used the Kinsmen RV Park.*
- *Those with a total 2014 household income of at least \$75,000 were more likely than those with a household income below \$75,000 to have visited or used City-Wide Baseball Parks; the Rugby Football Club; the Soccer Association; the Tennis Club; the Compost Depot; the Field Houses at Servus Place; the Servus Place Fitness Centre; and Indoor Ice Surfaces.*
 - *Those with a total 2014 household income of less than \$75,000 were more likely to have used the Kinsmen RV Park.*
 - *Those with a total 2014 household income of between \$75,000 and less than \$125,000 were more likely to have used the Arden Theatre (versus those with a higher income) and the Recycling Depot (versus those with a lower income).*

Those who visited or used a facility at least once in the past year were asked how often their household typically used it in the past 12 months. Facilities that were visited or used at least once per month, on average, included:

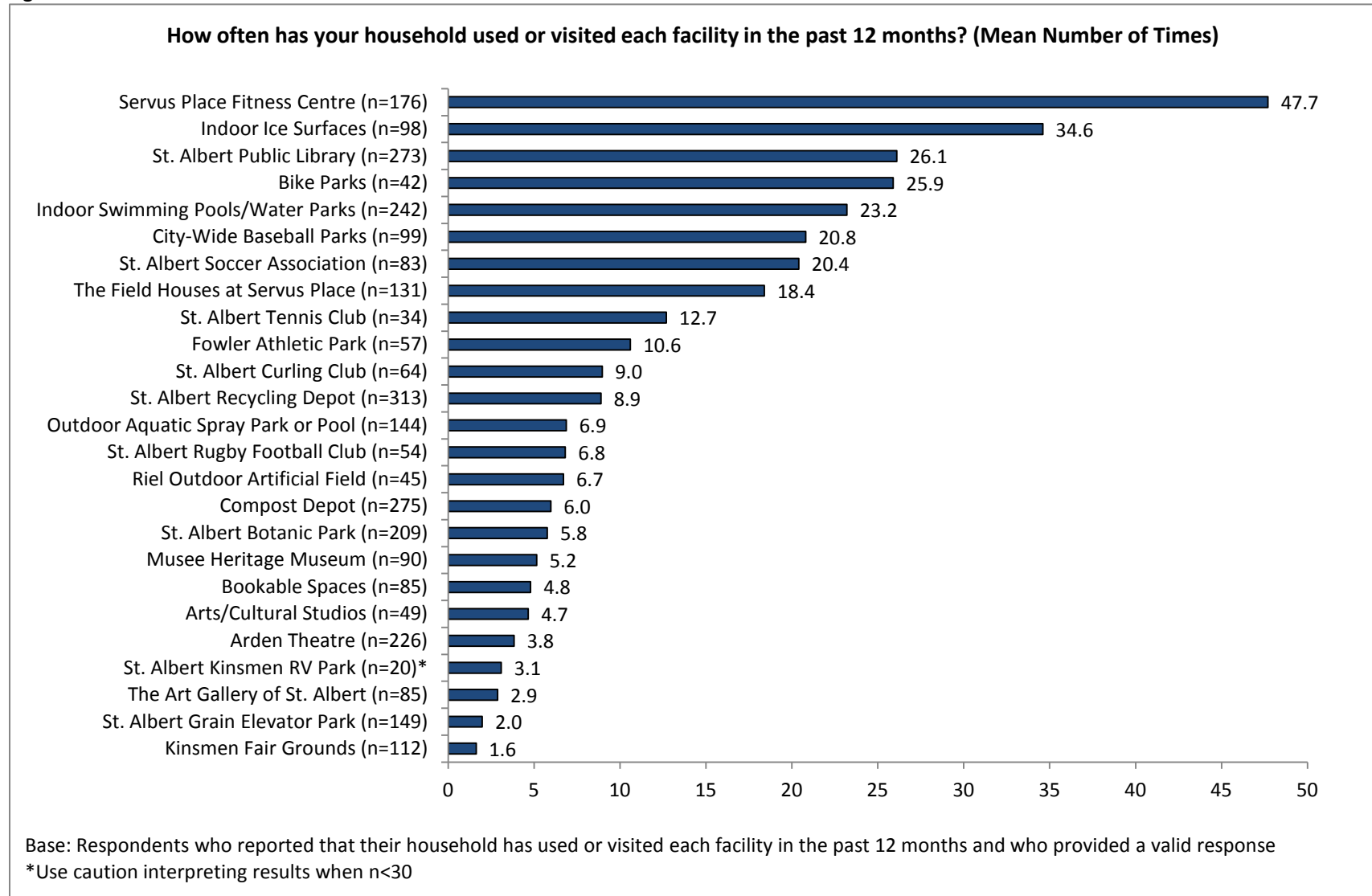
- The Servus Place Fitness Centre (n=176) – 47.7 times in the past 12 months, on average, or approximately once every 7.7 days; and
- Indoor Ice Surfaces (n=98) – 34.6 times, or approximately once every 10.5 days;
- St. Albert Public Library (n=273) – 26.1 times, or approximately once every 14.0 days;
- Bike Parks (n=42) – 25.9 times, or approximately once every 14.1 days;
- Indoor Swimming Pools/Water Parks (n=242) – 23.2 times, or approximately once every 15.7 days;
- City-Wide Baseball Parks (n=99) – 20.8 times, or approximately once every 17.5 days;
- St. Albert Soccer Association (n=83) – 20.4 times, or approximately once every 17.9 days;
- The Field Houses at Servus Place (n=131) – 18.4 times, or approximately once every 19.8 days; and
- The St. Albert Tennis Club (n=34) – 12.7 times, or approximately once every 28.7 days.

Conversely, users or visitors who visited facilities 5 times or less in the past 12 months included:

- Musee Heritage Museum (n=90) – 5.2 times in the past 12 months, on average;
- Bookable Spaces (n=85) – 4.8 times;
- Arts/Cultural Studios (n=49) – 4.7 times;
- Arden Theatre (n=226) – 3.8 times;
- St. Albert Kinsmen RV Park (n=20) – 3.1 times;
- The Art Gallery of St. Albert (n=85) – 2.9 times;
- St. Albert Grain Elevator Park (n=149) – 2.0 times; and
- Kinsmen Fair Grounds (n=112) – 1.6 times.

See Figure 3, on the following page.

Figure 3



Next, respondents who reported that they, or other members of their household have **not** used a facility in the past year were asked if they would use it if it were more available to them. As shown in Figure 4, on the following page, more than one-third of those **who do not use** each of the following facilities would use them if more were available:

- St. Albert Recycling Depot (n=86) – 63% of those who have not used it would, if it were more available;
- Arden Theatre (n=159) – 55%;
- St. Albert Botanic Park (n=197) – 52%;
- St. Albert Public Library (n=134) – 46%;
- Compost Depot (n=121) – 42%;
- The Art Gallery of St. Albert (n=315) – 40%;
- Indoor Swimming Pools/Water Parks (n=164) – 36%;
- Servus Place Fitness Centre (n=236) – 36%; and
- Musee Heritage Museum (n=301) – 34%.

Conversely, fewer than 1 in 5 respondents who do not use the following facilities would use them if more were available:

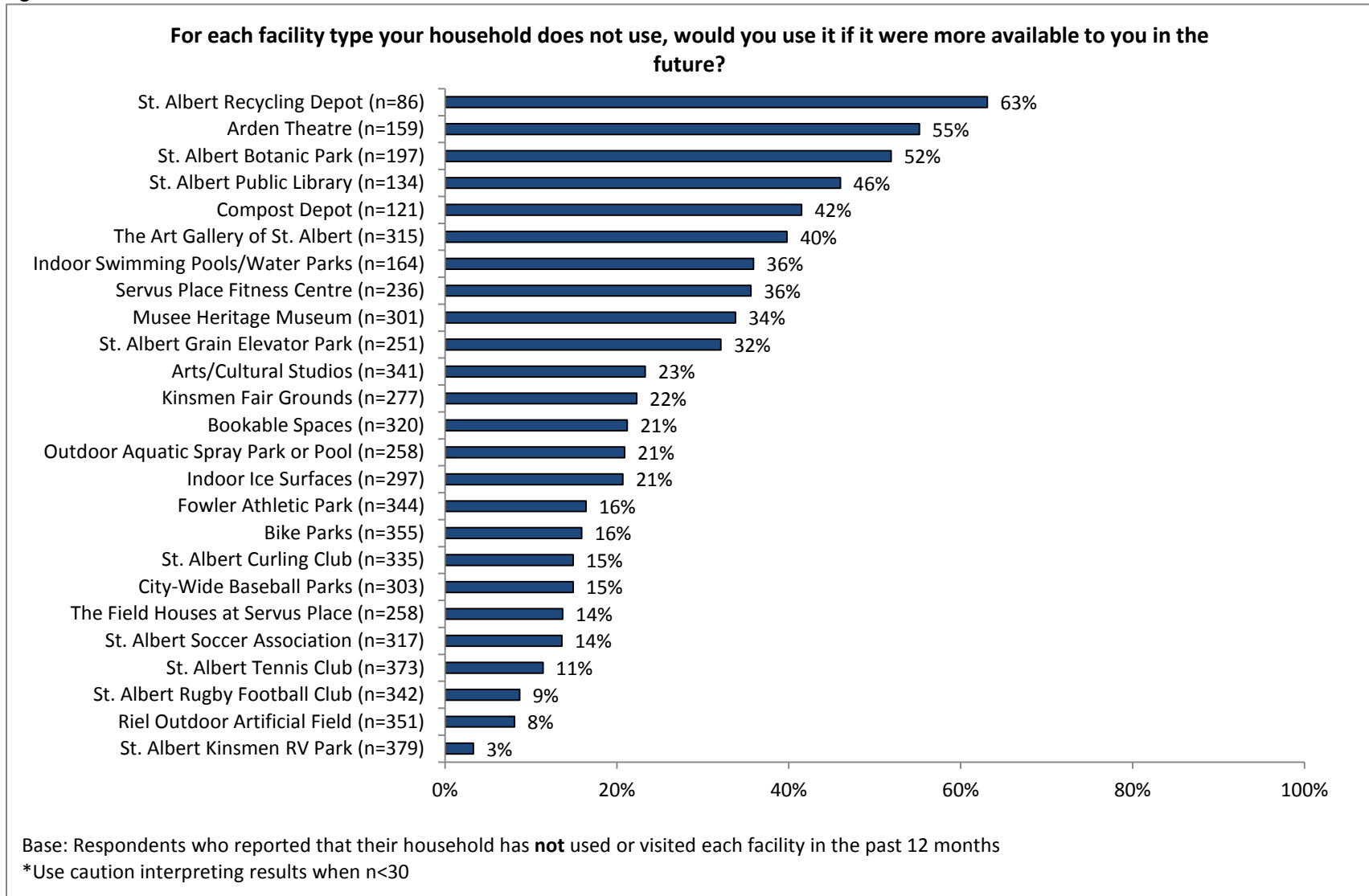
- Fowler Athletic Park (n=344) – 16%;
- Bikes Parks (n=355) – 16%;
- St. Albert Curling Club (n=335) – 15%;
- City-Wide Baseball Parks (n=303) – 15%;
- The Field Houses at Servus Places (n=258) – 14%;
- St. Albert Soccer Association (n=317) – 14%;
- St. Albert Tennis Club (n=373) – 11%;
- St. Albert Rugby Football Club (n=342) – 9%;
- Riel Outdoor Artificial Field (n=351) – 8%; and
- St. Albert Kinsmen RV Park (n=379) – 3%.

Selected Sub-Segment Analysis

- *Those who felt it was appropriate for the City to fund the construction of more service-oriented community service buildings through tax increases were significantly more likely than those who felt it was not appropriate to indicate they would use the following, if they were available: the Art Gallery; the St. Albert Botanic Park; the St. Albert Tennis Club; the Servus Place Fitness Centre; the St. Albert Grain Elevator Park; Indoor Swimming Pools/Water Parks; the Public Library; and the Musee Heritage Museum.*
- *Females were significantly more likely than males to indicate they would use the following, if they were available: Art/Cultural Studios; the Compost Depot; the St. Albert Grain Elevator Park; and the Musee Heritage Museum.*
 - *Males were more likely to indicate they would use the St. Albert Tennis Club.*

(Sub-Segment Analysis continued on page 20)

Figure 4



Selected Sub-Segment Analysis (cont'd)

- *High-frequency facility users (i.e., those who used St. Albert facilities 100 times or more in the past year) were significantly more likely to indicate they would use the following, if they were available (versus less frequent users): St. Albert Rugby Football Club; the Riel Outdoor Artificial Field; Bike Parks; and Fowler Athletic Park.*
- *Those aged 18 to 34 were significantly more likely than older respondents to have indicated they would use the following if they were available: Bookable Spaces; St. Albert Botanic Park; St. Albert Rugby Football Club; Indoor Ice Surfaces; the Outdoor Aquatic Spray Park or Pool; Bike Parks; and Fowler Athletic Park.*
 - *Those aged 35 to 64 were more likely to have indicated they would use the Arden Theatre; the Tennis Club; the St. Albert Grain Elevator Park; the Compost Depot; and the Field Houses at Servus Place (versus younger respondents), in addition to the Kinsmen Fair Grounds (versus both younger and older respondents).*
- *Households with children were significantly more likely than households without children to have indicated they would use the following: Bookable Spaces; City-Wide Baseball Parks; St. Albert Rugby Football Club; St. Albert Soccer Association; St. Albert Tennis Club; the St. Albert Public Library; the Riel Outdoor Artificial Field; the Kinsmen Fair Grounds; and Bike Parks.*
 - *Households without children were more likely to have indicated they would use: the Art Gallery and the St. Albert Grain Elevator Park.*
- *Respondents who have lived in St. Albert for 10 years or less were significantly more likely than longer-term residents to have reported they would use the following: the Art Gallery; Bookable Spaces; the St. Albert Soccer Association; the St. Albert Curling Club; and Indoor Ice Surfaces.*
 - *Respondents who have lived in St. Albert for 21 years or more were more likely to have reported that they would use the Kinsmen Fair Grounds.*
 - *Those who expect to continue living in St. Albert for at least the next 5 years were more likely to have indicated they would use the Musee Heritage Museum and the Kinsmen Fair Grounds.*
- *Those with a university level of education were significantly more likely to have indicated they would use the Art Gallery and the Riel Outdoor Artificial Field (versus those with lower levels of education).*
- *Those with a total 2014 household income of less than \$125,000 were more likely to have reported they would use the following if they were available: St. Albert Botanic Park; St. Albert Soccer Association; Musee Heritage Museum; and Bike Parks.*
 - *Those with a total 2014 household income of at least \$125,000 (versus those with lower incomes) were more likely to have reported they would use: the St. Albert Rugby Football Club; the St. Albert Tennis Club; and Bike Parks.*

4.2 Barriers to Use

Those who reported they did not visit or use each of 25 St. Albert community service facilities in the past year were asked if there were any particular barriers preventing them or others from their household from using the facilities. The most common responses garnered from non-users of all 25 types of facilities included:

- Too busy or lack of spare time (9% to 38%, depending on the facility);
- Lack of interest or no need to visit or use the facility (2% to 24%);
- Children are too young or not old enough to use the facility (2% to 14%);
- Lack of information about the facility (e.g., events, location, hours of operation) (2% to 12%); and
- Admission is too costly or user fees are too expensive (4% to 16%).

The reader should also note that many non-users indicated that there were no particular barriers preventing them or others from their household from visiting or using facilities more often (15-72%, depending on the facility).

See Tables 1 through 25 on the following pages for the breakdown of responses regarding barriers to use for each type of facility.

Table 1

What are the barriers preventing your household from using or visiting the <u>Art Gallery</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=132)
Is too busy/lack of spare time	35
Lack of interest/no need to use/visit facility	10
Personal medical/health reasons	5
Was unaware of the facility	5
Poor/inconvenient hours of operation	3
Physical disability/limitations/injury	2
Children are too young/not old enough	2
Nothing/no barriers	34
Other (single mentions)	7
Don't Know/No Response	1

*Multiple responses

Table 2

What are the barriers preventing your household from using or visiting <u>Arts/Cultural Studios</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=79)
Is too busy/lack of spare time	37
Was unaware of the facility	7
Lack of interest/no need to use/visit facility	5
Lack of available facility programs/classes	4
Physical disability/limitations/injury	2
Lack of information about facility (e.g., events, location, hours of operation)	2
Personal medical/health reasons	2
Nothing/no barriers	38
Other (single mentions)	4
Don't Know/No Response	1

*Multiple responses

Table 3

What are the barriers preventing your household from using or visiting <u>Bookable Spaces</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=63)
Lack of interest/no need to use/visit facility	24
Is too busy/lack of spare time	10
Was unaware of the facility	4
Physical disability/limitations/injury	3
Inability to book facility for private event/function	3
Too many restrictions/limitations at facility (in general)	3
Personal medical/health reasons	3
Nothing/no barriers	50
Other (single mentions)	6

*Multiple responses

Table 4

What are the barriers preventing your household from using or visiting the <u>St. Albert Botanic Park</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=94)
Is too busy/lack of spare time	9
Was unaware of the facility	5
Personal medical/health reasons	2
Lack of interest/no need to use/visit facility	2
Nothing/no barriers	15
Other (single mentions)	6

*Multiple responses

Table 5

What are the barriers preventing your household from using or visiting <u>City-Wide Baseball Parks</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=41)
Lack of interest/no need to use/visit facility	14
Children are too young/not old enough	11
Is too busy/lack of spare time	8
Is a senior/old age	7
Nothing/no barriers	52
Other (single mentions)	8

*Multiple responses

Table 6

What are the barriers preventing your household from using or visiting the <u>St. Albert Rugby Football Club</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=24)**
Is too busy/lack of spare time	19
Lack of information about facility (e.g., events, location, hours of operation)	12
Is a senior/old age	10
Lack of interest/no need to use/visit facility	7
Children are too young/not old enough	3
Nothing/no barriers	59

*Multiple responses

**Use caution interpreting results when n<30

Table 7

What are the barriers preventing your household from using or visiting the <u>St. Albert Soccer Association</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=42)
Lack of interest/no need to use/visit facility	11
Children are too young/not old enough	11
Is too busy/lack of spare time	8
Admission is too costly/expensive	4
Nothing/no barriers	55
Other (single mentions)	10

*Multiple responses

Table 8

What are the barriers preventing your household from using or visiting the <u>St. Albert Tennis Club</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=45)
Is too busy/lack of spare time	18
Lack of interest/no need to use/visit facility	10
Physical disability/limitations/injury	8
Children are too young/not old enough	6
Personal medical/health reasons	4
Nothing/no barriers	51
Other (single mentions)	6

*Multiple responses

Table 9

What are the barriers preventing your household from using or visiting the <u>Compost Depot</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=54)
Lack of interest/no need to use/visit facility	17
Was unaware of the facility	13
Is too busy/lack of spare time	5
Nothing/no barriers	56
Other (single mentions)	6
Don't Know/No Response	5

*Multiple responses

Table 10

What are the barriers preventing your household from using or visiting the <u>St. Albert Curling Club</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=45)
Is too busy/lack of spare time	38
Admission is too costly/expensive	12
Lack of interest/no need to use/visit facility	7
Was unaware of the facility	6
Personal medical/health reasons	4
Physical disability/limitations/injury	3
Nothing/no barriers	38
Other (single mentions)	4

*Multiple responses

Table 11

What are the barriers preventing your household from using or visiting the <u>Field Houses at Servus Place</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=40)
Is too busy/lack of spare time	12
Lack of information about facility (e.g., events, location, hours of operation)	8
Lack of interest/no need to use/visit facility	8
Children are too young/not old enough	5
Nothing/no barriers	50
Other (single mentions)	12
Don't Know/No Response	6

*Multiple responses

Table 12

What are the barriers preventing your household from using or visiting the <u>Servus Place Fitness Centre</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=83)
Is too busy/lack of spare time	25
Admission is too costly/expensive	16
Personal medical/health reasons	7
Physical disability/limitations/injury	5
Financial reasons/limited income	2
Location of facility is inconvenient/too far away	2
Lack of interest/no need to use/visit facility	2
Facility is too small/lack of space in facility	2
Nothing/no barriers	37
Other (single mentions)	8

*Multiple responses

Table 13

What are the barriers preventing your household from using or visiting the <u>St. Albert Grain Elevator Park</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=86)
Is too busy/lack of spare time	22
Lack of interest/no need to use/visit facility	7
Physical disability/limitations/injury	4
Nothing/no barriers	65
Other (single mentions)	4
Don't Know/No Response	1

*Multiple responses

Table 14

What are the barriers preventing your household from using or visiting <u>Indoor Ice Surfaces</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=55)
Is too busy/lack of spare time	15
Lack of interest/no need to use/visit facility	11
Children are too young/not old enough	9
Lack of information about facility (e.g., events, location, hours of operation)	3
Nothing/no barriers	57
Other (single mentions)	5
Don't Know/No Response	2

*Multiple responses

Table 15

What are the barriers preventing your household from using or visiting the <u>Indoor Swimming Pools or Water Parks</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=59)
Is too busy/lack of spare time	19
Personal medical/health reasons	7
Lack of interest/no need to use/visit facility	4
Physical disability/limitations/injury	3
Nothing/no barriers	57
Other (single mentions)	10
Don't Know/No Response	1

*Multiple responses

Table 16

What are the barriers preventing your household from using or visiting the <u>St. Albert Public Library</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=61)
Is too busy/lack of spare time	26
Physical disability/limitations/injury	4
Admission is too costly/expensive	3
Nothing/no barriers	63
Other (single mentions)	5

*Multiple responses

Table 17

What are the barriers preventing your household from using or visiting the <u>Musee Heritage Museum</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=102)
Is too busy/lack of spare time	21
Lack of information about facility (e.g., events, location, hours of operation)	11
Lack of interest/no need to use/visit facility	9
Was unaware of the facility	4
Poor/inconvenient hours of operation	4
Physical disability/limitations/injury	2
Children are too young/not old enough	2
Nothing/no barriers	43
Other (single mentions)	3
Don't Know/No Response	2

*Multiple responses

Table 18

What are the barriers preventing your household from using or visiting the <u>Outdoor Aquatic Spray Park or Pool</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=48)
Is too busy/lack of spare time	15
Does not have children	9
Bad/poor weather	9
Lack of interest/no need to use/visit facility	3
Children are too young/not old enough	3
Nothing/no barriers	52
Other (single mentions)	11

*Multiple responses

Table 19

What are the barriers preventing your household from using or visiting the <u>Riel Outdoor Artificial Field</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=24)**
Lack of interest/no need to use/visit facility	14
Too many restrictions/limitations at facility (in general)	13
Lack of information about facility (e.g., events, location, hours of operation)	11
Is too busy/lack of spare time	10
Nothing/no barriers	47
Other (single mentions)	6

*Multiple responses

**Use caution interpreting results when n<30

Table 20

What are the barriers preventing your household from using or visiting the <u>Kinsmen Fair Grounds</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=67)
Is too busy/lack of spare time	24
Children are too young/not old enough	3
Bad/poor weather	3
Nothing/no barriers	69
Other (single mentions)	6

*Multiple responses

Table 21

What are the barriers preventing your household from using or visiting the <u>Arden Theatre</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=90)
Lack of interest/no need to use/visit facility	22
Is too busy/lack of spare time	14
Admission is too costly/expensive	5
Financial reasons/limited income	4
Physical disability/limitations/injury	2
Nothing/no barriers	56
Other (single mentions)	3

*Multiple responses

Table 22

What are the barriers preventing your household from using or visiting the <u>St. Albert Recycling Depot</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=53)
Lack of interest/no need to use/visit facility	6
Recycling sorting system is too complicated	6
Was unaware of facility (in general)	5
Lack of information about facility (e.g., events, location, hours of operation)	3
Nothing/no barriers	72
Other (single mentions)	8

*Multiple responses

Table 23

What are the barriers preventing your household from using or visiting the <u>St. Albert Kinsmen RV Park</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=16)**
Facility is too busy/crowded/always booked up	20
Lack of interest/no need to use/visit facility	15
Is too busy/lack of spare time	15
Nothing/no barriers	51

*Multiple responses

**Use caution interpreting results when n<30

Table 24

What are the barriers preventing your household from using or visiting <u>Bike Parks</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=49)
Children are too young/not old enough	14
Does not own a bicycle/BMX	10
Location of facility is inconvenient/too far away	6
Lack of information about facility (e.g., events, location, hours of operation)	5
Facility is too busy/crowded/always booked up	5
Is too busy/lack of spare time	5
Too many restrictions/limitations at facility (in general)	3
Does not have safety gear required for facility use	3
Nothing/no barriers	44
Other (single mentions)	6

*Multiple responses

Table 25

What are the barriers preventing your household from using or visiting the <u>Fowler Athletic Park</u> more often?	
Base: Respondents who have not used or visited this facility in the past 12 months	Percent of Respondents* (n=44)
Is too busy/lack of spare time	10
Children are too young/not old enough	10
Was unaware of facility (in general)	6
Does not drive/own a vehicle	6
Lack of interest/no need to use/visit facility	3
Nothing/no barriers	64
Other (single mentions)	4

*Multiple responses

4.3 Most Important Facilities

Respondents were next asked to list up to 5 of what they considered to be the most important types of community service facilities for their household. In terms of response options, respondents were limited to selecting their top 5 from the list of facilities they have used in the past year, as well as those they would use if more infrastructure were available.

Based on total (combined) mentions, facilities that were most frequently in respondents' top 5 included:

- St. Albert Public Library – 54% of respondents placed this in their top 5;
- St. Albert Recycling Depot – 43%;
- Indoor Swimming Pools/Water Parks – 40%;
- Servus Place Fitness Centre – 40%;
- Arden Theatre – 39%; and
- The Compost Depot – 37%.

Facilities that were least frequently mentioned in respondents' top 5 included:

- Fowler Athletic Park – 4% of respondents placed this in their top 5;
- Bookable Spaces – 4%;
- Arts/Cultural Studios – 4%;
- Kinsmen Fair Grounds – 4%;
- Riel Outdoor Artificial Field – 4%;
- St. Albert Curling Club – 3%;
- St. Albert Tennis Club – 3%;
- St. Albert Rugby Football Club – 3%; and
- St. Albert Kinsmen RV Park – 1%.

See Figure 5, on the following page, for total (combined mentions), and Table 26, on page 34, for the breakdown of first, second, third, fourth, and fifth choices by respondents.

Figure 5

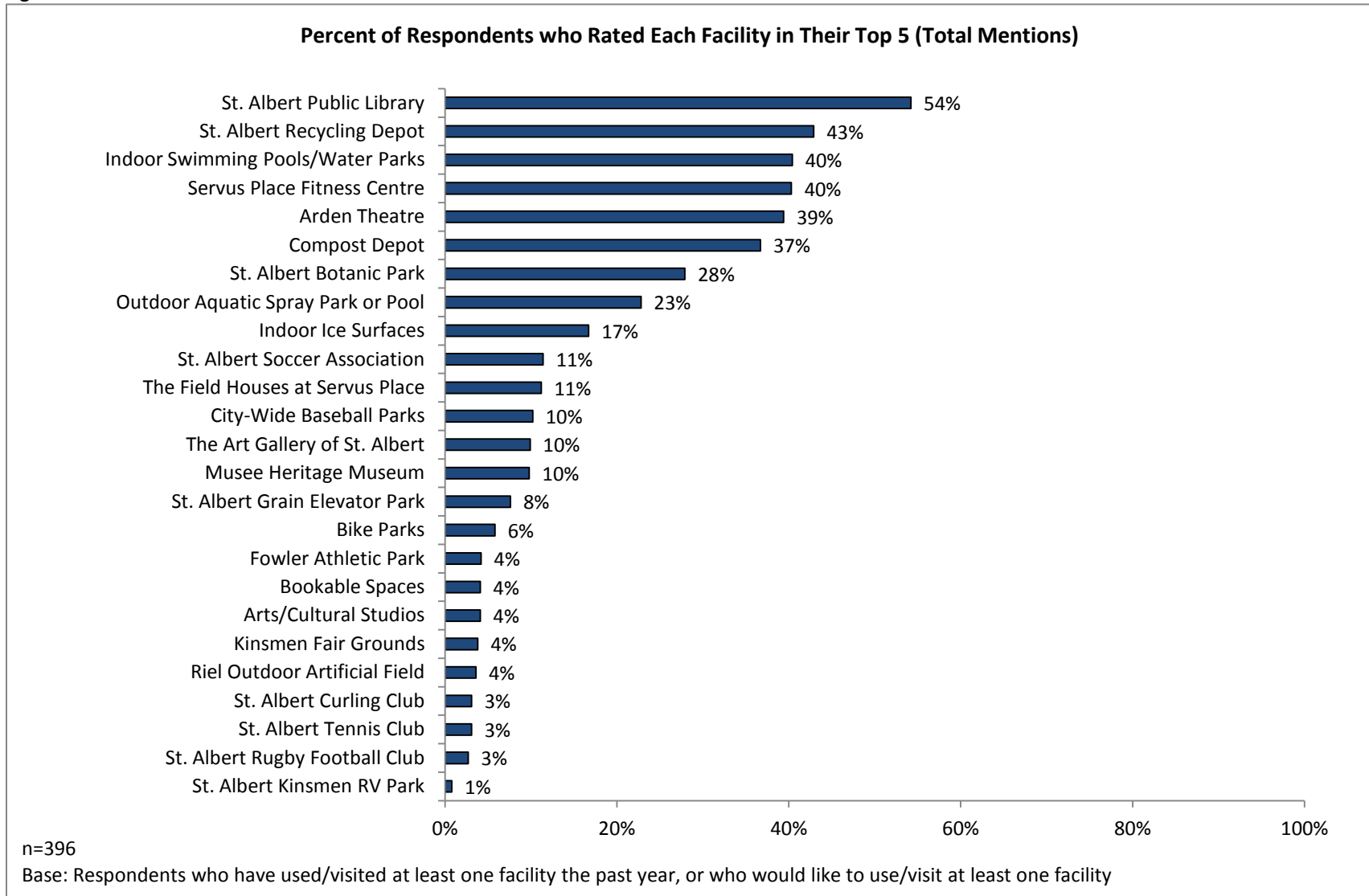


Table 26

What are the most important types of community service facilities for your household?					
Base: Respondents who have used/visited at least one facility in the past year, or who would like to use/visit at least one facility	Percent of Respondents				
	Most Important (n=396)	Second-Most Important (n=366)	Third-Most Important (n=335)	Fourth-Most Important (n=301)	Fifth-Most Important (n=260)
St. Albert Public Library	21	13	10	10	9
Servus Place Fitness Centre	14	8	12	6	6
Indoor Swimming Pools/Water Parks	11	12	10	8	6
St. Albert Recycling Depot	10	16	9	9	6
Compost Depot	7	8	9	8	12
Indoor Ice Surfaces	6	3	3	4	5
Arden Theatre	6	11	9	12	11
Outdoor Aquatic Spray Park or Pool	4	5	9	4	5
St. Albert Botanic Park	3	6	6	9	12
City-Wide Baseball Parks	3	1	3	3	3
St. Albert Soccer Association	3	4	1	3	3
The Art Gallery of St. Albert	2	1	3	4	3
The Field Houses at Servus Place	2	4	3	3	2
Bike Parks	2	1	<1	1	3
Bookable Spaces	1	<1	1	2	2
St. Albert Rugby Football Club	1	<1	1	-	1
St. Albert Curling Club	1	<1	1	1	1
Musee Heritage Museum	1	2	2	3	4
Kinsmen Fair Grounds	1	<1	1	2	1
Arts/Cultural Studios	<1	1	1	1	2
St. Albert Tennis Club	<1	1	2	1	<1
St. Albert Grain Elevator Park	<1	1	3	4	2
Riel Outdoor Artificial Field	<1	1	1	3	<1
St. Albert Kinsmen RV Park	<1	<1	1	<1	<1
Fowler Athletic Park	<1	<1	<1	2	3

Selected Sub-Segment Analysis

- *Those who felt it was appropriate for the City to fund the construction of more service-oriented community service buildings through tax increases were significantly more likely than those who felt it was not appropriate to have rated the following in their top 5: the Field Houses at Servus Place; the St. Albert Public Library; and the Fowler Athletic Park.*
- *Younger respondents were significantly more likely than older respondents to have rated the following in their top 5: Bookable Spaces; St. Albert Botanic Park; St. Albert Soccer Association; the Servus Place Fitness Centre; Indoor Ice Surfaces; and the Outdoor Aquatic Spray Park or Pool.*
 - *Conversely, older respondents were more likely than younger respondents to have rated the following in their top 5: the Art Gallery; the Field Houses at Servus Place; Indoor Swimming Pools/Water Parks; and the Musee Heritage Museum.*
- *Females were significantly more likely than males to have rated the following in their top 5: the Art Gallery; the St. Albert Botanic Park; the Outdoor Aquatic Spray Park/Pool; the Kinsmen Fair Grounds; and the Arden Theatre.*
 - *Males were more likely to have placed the St. Albert Rugby Football Club; St. Albert Soccer Association; Indoor Ice Surfaces; and the Riel Outdoor Artificial Field in their top 5.*
- *Households with children were significantly more likely than households without children to have placed the following in their top 5: City-Wide Baseball Parks; St. Albert Tennis Club; the Field Houses at Servus Place; Indoor Ice Surfaces; Indoor Swimming Pools/Water Parks; Outdoor Aquatic Spray Park/Pool; the Riel Outdoor Artificial Field; and Bike Parks.*
 - *Households without children were more likely to have placed the following in their top 5: the Art Gallery; the Compost Depot; the Arden Theater, and the Recycling Depot.*
- *Respondents who have lived in St. Albert for 10 years or less were significantly more likely than longer-term residents to have included the following in their top 5: the St. Albert Tennis Club; the Compost Depot; the Servus Place Fitness Centre; Indoor Ice Surfaces; and the St. Albert Public Library.*
- *Respondents with higher household incomes (i.e., more than \$125,000 in 2014) were more likely to have placed the following in their top 5: City-Wide Baseball Parks; the Field Houses at Servus Place; Indoor Ice Surfaces; the Riel Outdoor Artificial Field; and Bike Parks.*
 - *Respondents with lower household incomes were more likely to have placed the Art Gallery and the Public Library in their top 5.*

4.4 Potential Facility Usage

In the next section of the survey, respondents who rated a facility type in their top 5 were asked if they would use that type of facility more than they do now, or about the same, if more of that type of infrastructure was available. As shown in Figure 6, on the following page, more than half of the respondents who rated the following in their top 5 would use these facilities more if more infrastructure was available:

- Bike Parks (n=20) – 74% of those who placed it in their top 5 would use it more if more infrastructure was available;
- St. Albert Tennis Club (n=12) – 64%; and
- Indoor Ice Surfaces (n=62) – 52%.

Conversely, fewer than 1 in 5 respondents who rated the following in their top 5 would use these facilities more if more infrastructure was available:

- Fowler Athletic Park (n=13) – 16% of those who placed it in their top 5 would use it more if more infrastructure was available;
- St. Albert Soccer Association (n=44) – 16%;
- St. Albert Curling Club (n=16) – 15%;
- Compost Depot (n=144) – 11%;
- Bookable Spaces (n=12) – 11%; and
- The St. Albert Rugby Football Club (n=11) – 8%.

Selected Sub-Segment Analysis

- *Those who felt it was appropriate for the City to fund the construction of more service-oriented community service buildings through tax increases were significantly more likely than those who felt it was not appropriate to have indicated they would use the following facilities more if more infrastructure was available: the Servus Place Fitness Centre; the Public Library; the Outdoor Aquatic Spray Park or Pool; the Arden Theatre; and the Recycling Depot.*
- *Those aged 18 to 34 were more likely than those aged 35 to 64 to have indicated they would use the St. Albert Public Library more if more infrastructure was available.*
- *Females were more likely than males to have indicated they would use the Arden Theatre more if more infrastructure was available.*
- *Those with a university level of education were more likely than those with a college level of education to have indicated they would use the Arden Theatre more if more infrastructure was available.*
- *Those with a total 2014 household income of less than \$75,000 were more likely than those with a higher household income to have indicated they would use the Public Library if more infrastructure was available.*

Figure 6

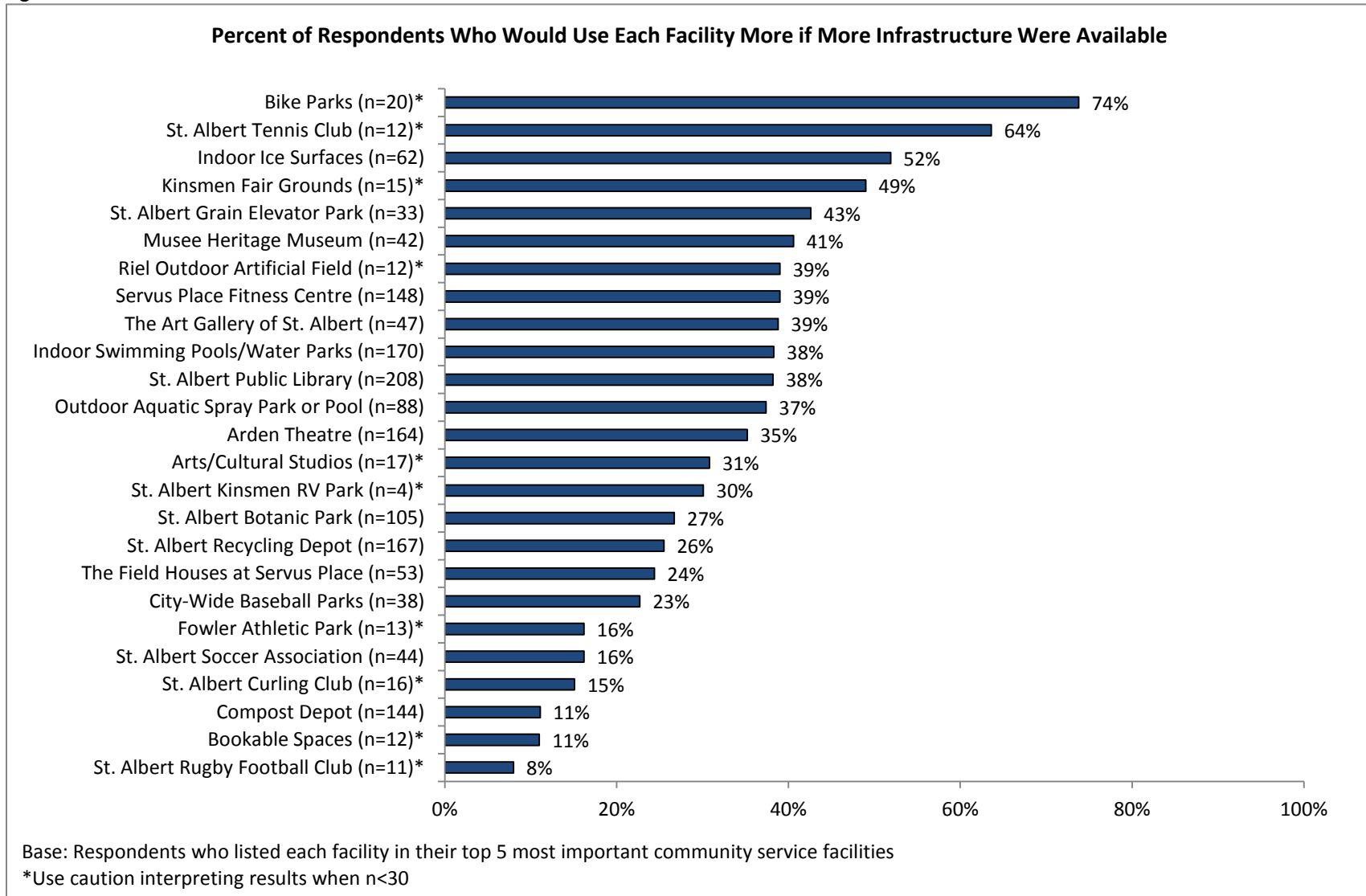


Table 27

If more infrastructure was available, would you use each facility more or about the same as you do now?				
Base: Respondents who listed each facility in their top 5 most important community service facilities	Percent of Respondents			
	More	About the Same	Less	Don't Know/ No Response
Bike Parks (n=20)*	74	26	-	-
St. Albert Tennis Club (n=12)*	64	29	-	8
Indoor Ice Surfaces (n=62)	52	47	1	-
Kinsmen Fair Grounds (n=15)*	49	51	-	-
St. Albert Grain Elevator Park (n=33)	43	56	2	-
Musee Heritage Museum (n=42)	41	59	-	-
The Art Gallery of St. Albert (n=47)	39	57	-	4
Servus Place Fitness Centre (n=148)	39	60	1	1
Riel Outdoor Artificial Field (n=12)*	39	28	6	27
Indoor Swimming Pools/Water Parks (n=170)	38	56	3	3
St. Albert Public Library (n=208)	38	60	<1	2
Outdoor Aquatic Spray Park or Pool (n=88)	37	62	-	1
Arden Theatre (n=164)	35	62	1	2
Arts/Cultural Studios (n=17)*	31	66	-	4
St. Albert Kinsmen RV Park (n=4)*	30	70	-	-
St. Albert Botanic Park (n=105)	27	69	1	4
St. Albert Recycling Depot (n=167)	26	72	-	2
The Field Houses at Servus Place (n=53)	24	69	5	1
City-Wide Baseball Parks (n=38)	23	71	2	4
St. Albert Soccer Association (n=44)	16	77	6	-
Fowler Athletic Park (n=13)*	16	84	-	-
St. Albert Curling Club (n=16)*	15	85	-	-
Bookable Spaces (n=12)*	11	89	-	-
Compost Depot (n=144)	11	86	-	3
St. Albert Rugby Football Club (n=11)*	8	92	-	-

*Use caution interpreting results when n<30

4.5 Gaps in Facilities or Services

When asked if they could identify any other types of facilities or services that are missing from St. Albert or that the City will need over the next 5 years, respondents most frequently suggested the following: more programs or services for seniors, in general (4% of all respondents); a movie theatre (4%); more BMX or skateboard park facilities (4%); and more skating rink facilities (4%). It should be noted that more than half of all respondents surveyed (58%) felt that no services were missing or that no new facilities will be needed in the next 5 years. See Table 28, below.

Table 28

Can you think of any other types of facilities or services that are currently missing from St. Albert or that you think the City will need over the next 5 years?	
	Percent of Respondents* (n=400)
None/no facilities or services missing	58
Yes; specify:	41
More programs/services/facilities for seniors (in general)	4
Movie theatre	4
More BMX/skateboard park facilities	4
More skating rink facilities	4
Off-leash dog park	3
Additional indoor recreation facility	3
Increased public transit services	3
LRT public transportation service	3
More swimming pool facilities	3
Other (2% of respondents or less)	20
Don't Know/Not Stated	1

*Multiple responses

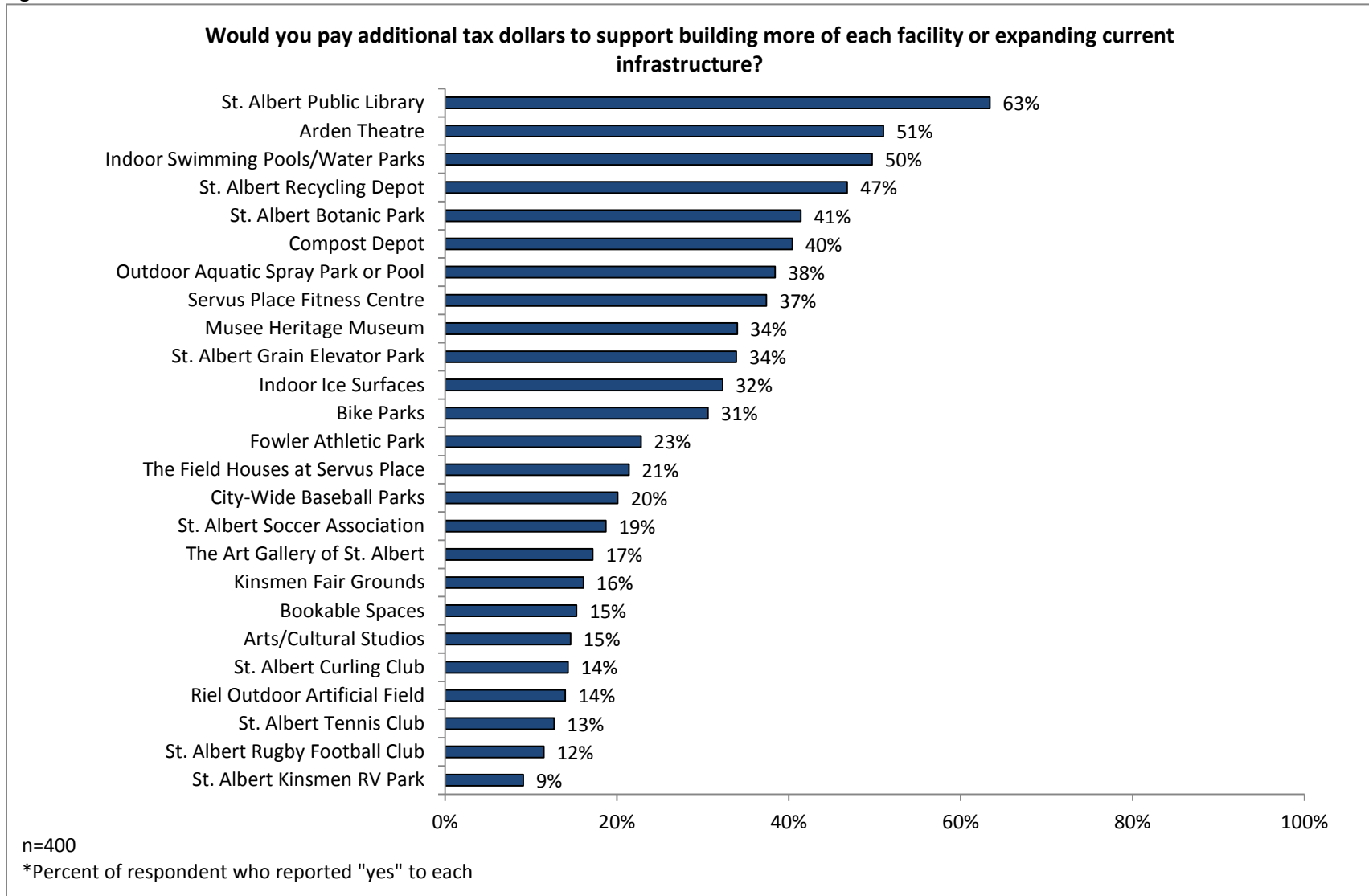
4.6 Level of Support for Tax Increases for Increased Service Levels

In the last section of the survey, respondents were asked a series of questions about potentially increasing taxes to support building or expanding community service infrastructure. When asked which facility types they would support tax increases for, respondents most often reported the following:

- St. Albert Public Library – 63% of all respondents would pay additional tax dollars to support more or expanded infrastructure;
- Arden Theatre – 51%;
- Indoor Swimming Pools and Water Parks – 50%.

See Figure 7, on the following page.

Figure 7

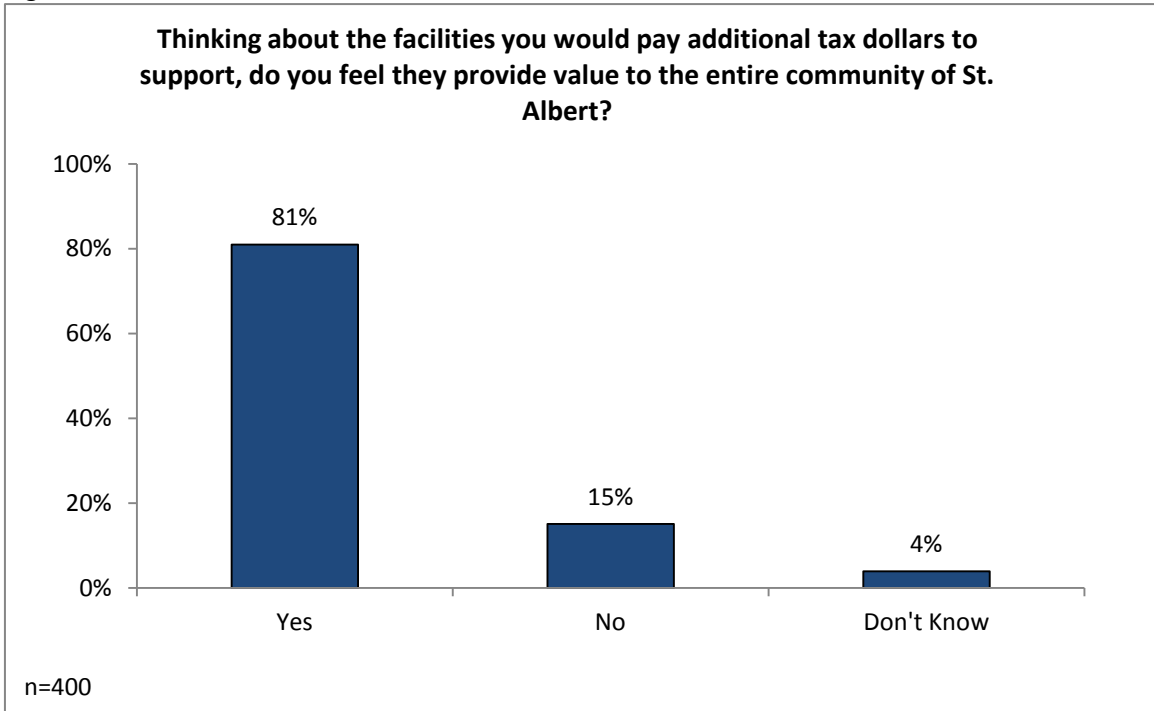


Selected Sub-Segment Analysis

- *Younger respondents were significantly more likely than older respondents to have been willing to pay additional tax dollars towards the following facilities: the Art Gallery; the St. Albert Botanic Park; the St. Albert Rugby Football Club; Indoor Ice Surfaces; Indoor Swimming Pools or Water Parks; the Outdoor Aquatic Spray Park or Pool; and Bike Parks.*
 - *Conversely, older respondents were more likely than younger respondents to have been willing to pay additional tax dollars towards the Field Houses at Servus Place.*
- *Males were significantly more likely than females to have been willing to pay additional tax dollars to support the following: City-Wide Baseball Parks; the St. Albert Rugby Football Club; the Servus Place Fitness Centre; Indoor Ice Surfaces; and the Riel Outdoor Artificial Field.*
 - *Females were significantly more likely to have been willing to pay additional tax dollars to support Arts/Cultural Studios.*
- *Low-frequency users (i.e., those who visited or used St. Albert facilities less than 50 times in the past year) were more likely than higher-frequency users to have been willing to pay additional tax dollars to support the St. Albert Rugby Football Club; the Compost Depot; and the St. Albert Curling Club.*
 - *Higher frequency users/visitors were more likely to have been willing to pay additional tax dollars to support the Servus Place Fitness Centre and the Outdoor Aquatic Spray Park or Pool.*
- *Those who have lived in St. Albert for 10 years or less were significantly more likely than longer-term residents to have been willing to pay additional tax dollars to support building more or expanding current infrastructure, in general.*
- *Households with children were more likely than those without children to have been willing to pay additional tax dollars to support the following facilities: the St. Albert Tennis Club; the Field Houses at Servus Place; Indoor Ice Surfaces; Indoor Swimming Pools/Water Parks; Outdoor Aquatic Spray Park/Pool; and Bike Parks.*
 - *Households without children were more likely to have been willing to pay additional tax dollars to support the Kinsmen Fair Grounds.*
- *Respondents with a lower level of education were significantly more likely to have been willing to pay additional tax dollars to support the Compost Depot; Indoor Ice Surfaces; and the Kinsmen Fair Grounds.*
 - *Conversely, respondents with a higher level of education were more likely to have been willing to pay additional tax dollars to support Arts/Cultural Studios; the St. Albert Soccer Association; the Servus Place Fitness Centre; the Arden Theatre; the Recycling Depot; and Fowler Athletic Park.*
- *Respondents with higher household incomes (i.e., more than \$125,000 in 2014) were more likely than those with lower incomes to have been willing to pay additional tax dollars to support the following: the St. Albert Rugby Football Club; the Field Houses at Servus Place; the Servus Place Fitness Centre; Indoor Ice Surfaces; and the Riel Outdoor Artificial Field.*
 - *Those with lower household incomes were more likely to have been willing to pay additional tax dollars to support the Musee Heritage Museum.*

When asked if they felt the facilities they would support with tax increases provide value to the entire community of St. Albert, 81% of the respondents felt they did, while 15% felt that the facilities they supported did not necessarily provide value to the entire community. See Figure 8, below.

Figure 8



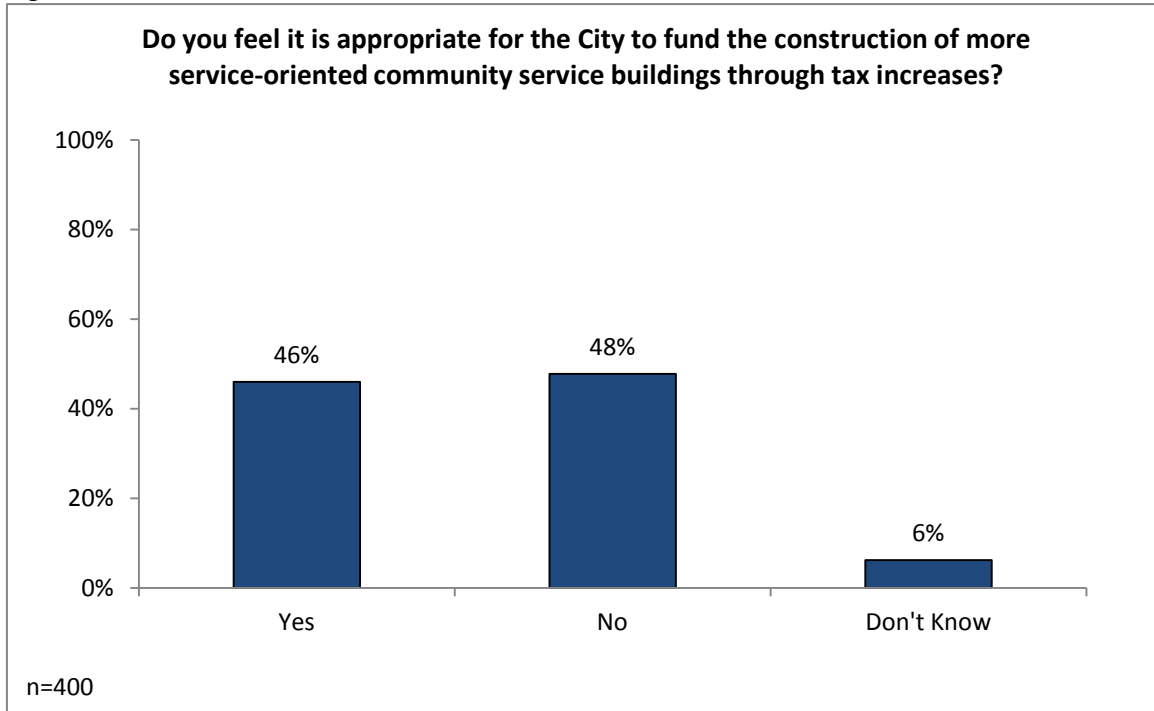
The percent of users of each facility type who reported “yes” when asked if they felt facilities supported by tax dollars provide value to the community is as follows:

- The Art Gallery of St. Albert (n=85) – 92% of the facility’s users;
- St. Albert Curling Club (n=65) – 91%;
- St. Albert Rugby Football Club (n=58) – 90%;
- Musee Heritage Museum (n=99) – 90%;
- Bookable Spaces (n=80) – 89%;
- City-Wide Baseball Parks (n=97) – 89%;
- Fowler Athletic Park (n=56) – 89%;
- Arts/Cultural Studios (n=59) – 88%;
- Riel Outdoor Artificial Field (n=49) – 87%;
- St. Albert Soccer Association (n=83) – 86%;
- Arden Theatre (n=241) – 86%;
- St. Albert Public Library (n=266) – 86%;
- The Field Houses at Servus Place (n=142) – 86%;
- Servus Place Fitness Centre (n=164) – 86%;
- St. Albert Grain Elevator Park (n=149) – 86%;
- Indoor Ice Surfaces (n=103) – 85%;
- St. Albert Botanic Park (n=203) – 85%;
- Outdoor Aquatic Spray Park or Pool (n=142) – 85%;
- Kinsmen Fair Grounds (n=123) – 85%;
- St. Albert Recycling Depot (n=314) – 83%;
- Indoor Swimming Pools/Water Parks (n=236) – 83%;
- St. Albert Kinsmen RV Park (n=21)³ – 82%;
- Compost Depot (n=279) – 82%;
- St. Albert Tennis Club (n=27)* – 78%; and
- Bike Parks (n=45) – 78%.

³ Use caution interpreting results when n<30 (*)

As shown in Figure 9, below 46% of the respondents felt it is appropriate for the City of St. Albert to fund the construction of more service-oriented community services buildings through tax increases, while 48% felt that it is not appropriate. Six percent (6%) were unsure or did not provide a response.

Figure 9



The percent of users of each facility type who reported “yes” when asked if they felt it is appropriate for the City to fund the construction of community service buildings through tax increases is as follows:

- Fowler Athletic Park (n=56) – 65% of the facility’s users;
- The Art Gallery of St. Albert (n=85) – 62% ;
- Arts/Cultural Studios (n=59) – 58%;
- Musee Heritage Museum (n=99) – 58%;
- Riel Outdoor Artificial Field (n=49) – 58%;
- St. Albert Grain Elevator Park (n=149) – 56%;
- St. Albert Soccer Association (n=83) – 55%;
- The Field Houses at Servus Place (n=142) – 54%;
- St. Albert Kinsmen RV Park (n=21)⁴ – 53%;
- Outdoor Aquatic Spray Park or Pool (n=142) – 53%;
- Servus Place Fitness Centre (n=164) – 52%;
- St. Albert Public Library (n=266) – 52%;
- Arden Theatre (n=241) – 51%;
- Indoor Ice Surfaces (n=103) – 51%;
- Indoor Swimming Pools/Water Parks (n=236) – 50%;
- St. Albert Curling Club (n=65) – 49%;
- St. Albert Recycling Depot (n=314) – 49%;
- Compost Depot (n=279) – 48%;
- St. Albert Rugby Football Club (n=58) – 48%;
- St. Albert Botanic Park (n=203) – 47%;
- Bookable Spaces (n=80) – 46%;
- City-Wide Baseball Parks (n=97) – 45%;
- Bike Parks (n=45) – 45%;
- Kinsmen Fair Grounds (n=123) – 43%; and
- St. Albert Tennis Club (n=27)* – 42%.

⁴ Use caution interpreting results when n<30

Selected Sub-Segment Analysis

Respondent sub-groups significantly more likely to have reported that it is appropriate for the City of St. Albert to fund the construction of more service-oriented community service buildings through tax increases included:

- *Those aged 18 to 64 (versus those aged 65 and older);*
- *Those who have lived in St. Albert for 10 years or less (versus those who have lived there for 21 years or more);*
- *Those with children in their household (versus those without children);*
- *Those who work full-time (versus those who are retired); and*
- *Those with a total 2014 household income of between \$125,000 and less than \$175,000 (versus those with an income of less than \$75,000).*

4.7 Final Comments

When asked if they had any additional comments, 8% of all respondents reported that taxes are too high and should be decreased, while 7% of the respondents felt that the City should be more fiscally responsible and ensure the efficient spending of tax dollars. See Table 28, below.

Table 29

Do you have any final comments regarding any of the topics in the survey?	
	Percent of Respondents* (n=400)
No additional comments	73
Yes; specify:	26
Taxes are too high/should be lowered	8
City needs to be more fiscally responsible/spend tax dollars more efficiently	7
Services/facility admission prices are too costly/expensive	2
Should implement a user-pay system at facilities	2
Is satisfied with St. Albert facilities/services (in general)	2
Need more programs/services/facilities for seniors	2
Other (1% of respondents or less)	9
Don't Know/Not Stated	<1

*Multiple responses

4.8 Respondent Demographics

Tables 30, 31, and 32, below and on the following pages, provide the demographic profile of the respondents surveyed in 2015.

Table 30

	Percent of Respondents (n=400)
Gender	
Male	48
Female	52
Age	
18 to 34 years old	26
35 to 64 years old	55
65 years of age or older	19
Mean	50.0 years
How long have you lived in St. Albert?	
Less than 1 year	1
1 to 5 years	3
6 to 10 years	10
11 to 20 years	28
More than 20 years	59
Mean	25.4 years
Do you expect to be living in St. Albert over the next 5 years?	
Yes	87
No	10
Don't Know/Refused	3
Which of the following best describes your household composition?	
Single person without children	11
Single person with children	4
Married or cohabitating with children	32
Married or cohabitating without children	31
More than 2 adults	21
Don't Know/Refused	1

Table 31

	Percent of Respondents (n=400)
What is the highest level of education you have achieved to date?	
Less than high school	2
Graduated high school	16
Some or completed technical or vocational school	8
Some or completed college	18
Some or completed university	45
Post-graduate	9
Don't Know/Refused	2
What is your employment status?	
Working full-time, including self-employment	45
Working part-time, including self-employment	17
Student	5
Retired	25
Homemaker	3
Not employed	4
Don't Know/Refused	1
What was your total household income, before taxes, for 2014?	
Less than \$50,000	10
\$50,000 to less than \$75,000	10
\$75,000 to less than \$100,000	12
\$100,000 to less than \$125,000	19
\$125,000 to less than \$150,000	12
\$150,000 to less than \$175,000	7
\$175,000 to less than \$200,000	4
\$200,000 or more	7
Don't Know/Refused	20
Do you work for the City of St. Albert?	
Yes	3
No	97

Table 32

	Percent of Respondents (n=400)
Which neighbourhood do you live in?	
Akinsdale	10
Braeside	7
Deer Ridge	5
Downtown	1
Erin Ridge	3
Erin Ridge North	1
Forest Lawn	7
Grandin	19
Heritage Lakes	2
Inglewood	1
Kingswood	2
Lacombe Park	13
Mission	5
North Ridge	3
Oakmont	1
Pineview	4
Sturgeon Heights	7
Woodlands	7
Parkwood	1
Langholm	<1
Don't Know/Refused	1

APPENDIX A – SURVEY INSTRUMENT

Introduction

Hello, my name is _____ with Banister Research, a professional research company. We have been contracted to conduct a survey on behalf of the City of St. Albert to ask your opinions about new facility needs in St. Albert. We are looking for your input regarding future plans for community service infrastructure.

Your household has been randomly dialed to participate in this study. I would like to assure you that we are not selling or promoting anything and that all your responses will be kept completely anonymous. Your views are very important to the successful completion of this study and will be used to help the City of St. Albert provide community infrastructure that satisfy the needs of residents. The survey will take approximately **10 to 15 minutes** to complete.

[Interviewer Note: If residents have questions about the study they can be referred to Monique St. Louis, Director of Build St. Albert, at (780) 459-1503, or by e-mail, at mstlouis@stalbert.ca]

Web Landing Page

The City of St. Albert is interested in gathering your thoughts and opinions about facility priorities in St. Albert. Your responses will be used to help the City of St. Albert provide community infrastructure that satisfies the needs of residents. The survey will take approximately **15 to 20 minutes** to complete.

Please note that all responses will be collected and analyzed by Banister Research to ensure confidentiality of your feedback and the objectivity of the analysis; survey responses will be reported in aggregate only.

If you encounter any difficulties accessing the survey, please contact Christine Mendonca at Banister Research, cmendonca@banister.ab.ca, or by phone, at (780) 451-4444. If you have any questions or concerns about the survey, please contact Monique St. Louis, Director of Build St. Albert, at (780) 459-1503, or by e-mail, at mstlouis@stalbert.ca

A. **[TELEPHONE ONLY]** Do you live within the St. Albert City limits?

- | | |
|-----------------|----------------------------|
| 1. Yes | |
| 2. No | THANK AND TERMINATE |
| F5 (Don't Know) | THANK AND TERMINATE |

B. **[TELEPHONE ONLY]** For this study, I need to speak to a **[ALTERNATE: Male/Female]** in your household who is 18 years of age or older. Is there someone available I can speak with?

- | | |
|--------------------------|--|
| 1. Yes, speaking | Continue |
| 2. Yes, I'll get him/her | Repeat introduction and continue |
| 3. No, later | Arrange callback and record first name of selected respondent |
| 4. No, refused | Thank and terminate |

C. **[WEB ONLY]** Where do you live? **[MANDATORY]**

1. City of St. Albert
2. Edmonton
3. Sturgeon County
4. Morinville
5. Other; specify: _____

D. **[WEB ONLY]** How did you hear about this survey? (single response) **[MANDATORY]**

1. Postcard/poster at a facility pointing me to this survey/City of St. Albert website
2. City of St. Albert social media (Facebook, Twitter, etc.)
3. Other; please specify: _____ **[RECORD VERBATIM]**

E. **[WEB ONLY]** What interests are you representing when completing this survey? [Select all that apply]

1. Resident of **[INSERT LOCATION FROM QC]**
2. Facility operator/service provider
3. Major user of a community facility (a person or organization that relies primarily on and heavily utilizes the facility in discussion to participate in their activity)
4. Casual user of a community facility (a person or organization that occasionally uses the facility type discussed, but does not rely primarily on the facility or has other options to available to participate in their activity)
5. Member of an organization that represents/advocates on behalf of community interests
6. Member of an organization that represents business and/or commercial interests
7. Other; specify: _____ **[RECORD VERBATIM]**

F. **[TELEPHONE:]** To ensure that we get proper representation from all age groups, could you please tell me in what year you were born? **[TELEPHONE: WATCH QUOTAS; Screen for 18-24 category first]** **[WEB: What is your year of birth?]**

_____ **RECORD YEAR OF BIRTH – CONVERT TO AGE**

[AGE BRACKETS FOR TELEPHONE ONLY]

1. 18 to 34 **[WEB: Allow 16+ to complete]**
2. 35 to 64
3. 65+
- F5. (Don't Know/Refused) → **TERMINATE [PHONE ONLY]**

G. **RECORD GENDER [TELEPHONE – DO NOT READ] – WATCH QUOTAS**

1. Male
2. Female
3. Other **[WEB ONLY]**

TELEPHONE AGE/GENDER MINIMUMS:

Age	Males	Females	TOTAL
18-34	15	15	30
35-64	125	125	250
65+	60	60	120

Section 1: Current Household Participation and Use

- 1) How many times did members of your household, including yourself, visit or use any services provided by the City of St. Albert either directly or through city lands or funding in the past 12 months? Please note that this includes all indoor and outdoor community facilities and services, For example, the fields operated by St. Albert Minor Baseball, the Arden Theatre, the Library, recycling depot, or the Botanic Park. This also includes community service facilities that you have visited, but not necessarily used – for example, you might have visited a baseball field to support someone, but not played on it yourself.

1. _____ [RECORD # TIMES]
2. None/did not use or visit any City of St. Albert facilities in the past 12 months [SKIP TO Q4]
- F5. (Don't Know/Not Stated)

- 2) **[ASK IF Q1≥1/Used or visited at least one facility]** Which of the following types of facilities has your household, including yourself, visited or used in the past 12 months? Have you or someone else in your household visited or used **[INSERT FROM LIST BELOW]**?

1. Yes
 2. No
 - F5. (Don't Know/Not Stated)
-
- | | |
|---|---|
| a) The Art Gallery of St. Albert | n) Indoor ice surfaces |
| b) Arts/cultural studios | o) Indoor swimming pools/water parks |
| c) Bookable spaces (city clubhouses, etc.) | p) St. Albert Public Library |
| d) St. Albert Botanic Park | q) Musee Heritage Museum |
| e) City wide baseball parks (Meadowview ball diamonds or St. Albert minor baseball) | r) Outdoor aquatic spray park or pool |
| f) St. Albert Rugby Football Club | s) Riel Outdoor artificial field |
| g) St. Albert Soccer Association | t) Kinsmen Fair Grounds |
| h) St. Albert Tennis Club | u) Arden Theatre |
| i) Compost Depot | v) St. Albert Recycling Depot |
| j) St. Albert Curling Club | w) St. Albert Kinsmen RV park |
| k) The Field Houses at Servus Place | x) Bike parks (BMX, woodlands skateboard/bike park) |
| l) Servus Place Fitness Centre | y) Fowler Athletic Park |
| m) St. Albert Grain Elevator Park | |

3) [ASK FOR EACH "YES" SELECTED IN Q2] For each of the following types of facilities, please indicate how often your household has used or visited each in the past 12 months. Approximately how many times did your household visit or use [insert from list below]? [READ LIST]

1. _____ [RECORD # TIMES]

F5. (Don't Know/Not Stated)

- | | |
|---|---|
| a) The Art Gallery of St. Albert | n) Indoor ice surfaces |
| b) Arts/cultural studios | o) Indoor swimming pools/water parks |
| c) Bookable spaces (city clubhouses, etc.) | p) St. Albert Public Library |
| d) St. Albert Botanic Park | q) Musee Heritage Museum |
| e) City wide baseball parks (Meadowview ball diamonds or St. Albert minor baseball) | r) Outdoor aquatic spray park or pool |
| f) St. Albert Rugby Football Club | s) Riel Outdoor artificial field |
| g) St. Albert Soccer Association | t) Kinsmen Fair Grounds |
| h) St. Albert Tennis Club | u) Arden Theatre |
| i) Compost Depot | v) St. Albert Recycling Depot |
| j) St. Albert Curling Club | w) St. Albert Kinsmen RV park |
| k) The Field Houses at Servus Place | x) Bike parks (BMX, Woodlands skateboard/bike park) |
| l) Servus Place Fitness centre | y) Fowler Athletic Park |
| m) St. Albert Grain Elevator Park | |

4) The following list includes the types of facilities that you indicated your household has NOT used or visited in the past 12 months. For each of the following, please indicate whether your household would visit or use it in the future, if it were available to you. [LIMIT TO NO/DK IN Q2 – i.e., THOSE NOT USED/VISITED]

1. Yes

2. No

F5. (Don't Know/Not Stated)

- | | |
|---|---|
| a) The Art Gallery of St. Albert | n) Indoor ice surfaces |
| b) Arts/cultural studios | o) Indoor swimming pools/water parks |
| c) Bookable spaces (city clubhouses, etc.) | p) St. Albert Public Library |
| d) St. Albert Botanic Park | q) Musee Heritage Museum |
| e) City wide baseball parks (Meadowview ball diamonds or St. Albert minor baseball) | r) Outdoor aquatic spray park or pool |
| f) St. Albert Rugby Football Club | s) Riel Outdoor artificial field |
| g) St. Albert Soccer Association | t) Kinsmen Fair Grounds |
| h) St. Albert Tennis Club | u) Arden Theatre |
| i) Compost Depot | v) St. Albert Recycling Depot |
| j) St. Albert Curling Club | w) St. Albert Kinsmen RV park |
| k) The Field Houses at Servus Place | x) Bike parks (BMX, Woodlands skateboard/bike park) |
| l) Servus Place Fitness centre | y) Fowler Athletic Park |
| m) St. Albert Grain Elevator Park | |

Section 2: Barriers to Use

5) [FOR EACH "YES" IN Q4, ASK:] What are the barriers preventing you or other members from your household from currently using or visiting [INSERT FROM LIST]?

1. _____ RECORD VERBATIM
2. Nothing/no barriers
- F5. (Don't Know/Not Stated)

6) Thinking about the types of facilities that you indicated your household has visited or used, as well as those you would like to visit or use, what are up to 5 of the most important types of community service facilities for your household. [READ LIST AS NECESSARY, MAXIMUM OF 5; SHOW "YES" RESPONSES FROM Q2 AND Q4 ONLY]

- | | |
|---|--|
| 1. The Art Gallery of St. Albert | 14. Indoor ice surfaces |
| 2. Arts/cultural studios | 15. Indoor swimming pools/water parks |
| 3. Bookable spaces (city clubhouses, etc.) | 16. St. Albert Public Library |
| 4. St. Albert Botanic Park | 17. Musee Heritage Museum |
| 5. City wide baseball parks (Meadowview ball diamonds or St. Albert minor baseball) | 18. Outdoor aquatic spray park or pool |
| 6. St. Albert Rugby Football Club | 19. Riel Outdoor artificial field |
| 7. St. Albert Soccer Association | 20. Kinsmen Fair Grounds |
| 8. St. Albert Tennis Club | 21. Arden Theatre |
| 9. Compost Depot | 22. St. Albert Recycling Depot |
| 10. St. Albert Curling Club | 23. St. Albert Kinsmen RV park |
| 11. The Field Houses at Servus Place | 24. Bike parks (BMX, Woodlands skateboard/bike park) |
| 12. Servus Place Fitness centre | |
| 13. St. Albert Grain Elevator Park | 25. Fowler Athletic Park |

7) [ASK FOR EACH ANSWER SELECTED IN Q6] If more of this infrastructure was available for [INSERT FACILITY SELECTED IN Q6] would you use this type of facility more, less, or about the same as you currently do?

1. More
2. About the same
3. Less
- F5. (Don't Know/Not Stated)

8) Can you think of any other types of facilities or services that are currently missing from St. Albert or that you think the City will need over the next 5 years?

1. None
2. Other; specify: _____ RECORD VERBATIM
- F5. (Don't Know/Not Stated)

Section 4: Level of Support for Tax Increases for Increased Service Levels

9) For each of the following types of facilities, please indicate whether or not you would pay additional tax dollars to support building more of them or expanding the current building.

- 1. Yes
- 2. No
- F5. (Don't Know/Not Stated)

- | | |
|---|---|
| a) The Art Gallery of St. Albert | n) Indoor ice surfaces |
| b) Arts/cultural studios | o) Indoor swimming pools/water parks |
| c) Bookable spaces (city clubhouses, etc.) | p) St. Albert Public Library |
| d) St. Albert Botanic Park | q) Musee Heritage Museum |
| e) City wide baseball parks (Meadowview ball diamonds or St. Albert minor baseball) | r) Outdoor aquatic spray park or pool |
| f) St. Albert Rugby Football Club | s) Riel Outdoor artificial field |
| g) St. Albert Soccer Association | t) Kinsmen Fair Grounds |
| h) St. Albert Tennis Club | u) Arden Theatre |
| i) Compost Depot | v) St. Albert Recycling Depot |
| j) St. Albert Curling Club | w) St. Albert Kinsmen RV park |
| k) The Field Houses at Servus Place | x) Bike parks (BMX, woodlands skateboard/bike park) |
| l) Servus Place Fitness centre | y) Fowler Athletic Park |
| m) St. Albert Grain Elevator Park | |

10) For those facilities that you would pay additional tax dollars to support, do you feel that they provide value to the **entire community** of St. Albert?

- 1. Yes
- 2. No
- F5. (Don't Know/Not Stated)

11) Do you feel it is appropriate for the City of St. Albert to fund the construction of more service oriented community services buildings through tax increases?

- 1. Yes
- 2. No
- F5. (Don't Know/Not Stated)

Section 5: Final Comments

12) Do you have any final comments regarding any of the topics in this survey?

- 1. Yes; **specify:** _____ [RECORD VERBATIM]
- 2. No other comments
- F5. (Don't Know/Not Stated)

Section 6: Respondent Demographics

In order for us to better understand the different views and needs of residents, the next few questions allow us to analyze the data into sub-groups. I would like to assure you that nothing will be recorded to link your answers with you or your household.

13) How long have you lived in [INSERT LOCATION FROM QC]?

1. _____ [RECORD NUMBER OF YEARS]
- F5. (Don't Know/Not Stated)

14) Do you expect to be living in [INSERT LOCATION FROM QC] over the next 5 years?

1. Yes
2. No
- F5. (Don't Know/Not Stated)

15) Which of the following best describes your household composition? [READ LIST IF NECESSARY]

1. Single person without children
2. Single person with children
3. Married or cohabitating with children
4. Married or cohabitating without children
5. More than 2 adults
6. Prefer not to say
- F5. (Don't Know/Not Stated)

16) What is the highest level of education you have achieved to date? [READ LIST IF NECESSARY]

1. Less than high school
2. Graduated high school
3. Some or completed technical or vocational school
4. Some or completed college
5. Some or completed university
6. Post graduate
- F5. (Don't Know/Not Stated)

17) What is your employment status?

1. Working full-time, including self-employment
1. Working part-time, including self-employment
2. Student
3. Retired
4. Homemaker
5. Not employed
- F5. (Don't Know/Not Stated)

18) Into which of the following categories would you place your total household income, before taxes, for 2014?

1. Less than \$50,000
2. \$50,000 to less than \$75,000
3. \$75,000 to less than \$100,000
4. \$100,000 to less than \$125,000
5. \$125,000 to less than \$150,000
6. \$150,000 to less than \$175,000
7. \$175,000 to less than \$200,000
8. \$200,000 or more
9. Prefer not to say
- F5. (Don't Know/Not Stated)

19) Which neighbourhood do you live in? [TELEPHONE – DO NOT READ]

1. Akinsdale
2. Braeside
3. Deer Ridge
4. Downtown
5. Erin Ridge
6. Erin Ridge North
7. Forest Lawn
8. Grandin
9. Heritage Lakes
10. Inglewood
11. Jensen Lakes
12. Kingswood
13. Lacombe Park
14. Mission
15. North Ridge
16. Oakmont
17. Pineview
18. Riverside
19. South Riel
20. Sturgeon Heights
21. Woodlands
22. Other; **specify:** _____ [RECORD VERBATIM]
- F5. (Don't Know/Not Stated)

20) What are the first 3 digits of your postal code?

1. _____ [RECORD FSA]
- F5. (Don't Know/Not Stated)

21) Finally, do you work for the City of St. Albert?

1. Yes
2. No
- F5. (Don't Know/Not Stated)

22) **[WEB ONLY]** Please provide your e-mail address below, so that we can verify the legitimacy of this survey:
[NOT MANDATORY]

Please note that any information you provide will be used only for the indicated purposes in conformity with the Alberta FOIPP (Freedom of Information and Protection of Privacy) Act. As a result, survey responses will only be reported in aggregate form to eliminate the recognition of individual responses. In no way will your contact information be used to identify your individual responses, nor will your personal information be provided to the City of St. Albert or a third party. If you have any questions or concerns about your privacy, please contact Banister Research at (780) 451-4444, or by e-mail at research@banister.ab.ca

1. _____ **[ENTER E-MAIL ADDRESS]**

This marks the end of the survey. Your feedback is greatly appreciated and on behalf of the City of St. Albert we would like to thank you for your time and co-operation.