



2020 Community Engagement General Population Survey

October 30, 2020



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Study Background

Y Station conducted the 2020 Community Engagement Survey for the City of St. Albert. The objective of the survey is to provide the City of St. Albert with insights into the perceptions and opinions of residents across a number of subjects, including:

- Overall quality of life in the City of St. Albert;
- Property taxes and financial planning;
- Top priorities for the City of St. Albert; and
- The impacts of COVID-19 on households within the City of St. Albert.

Surveys were conducted from October 16 to 25th, 2020:

General Population Survey (n=424)

Telephone interviews and web-based surveys through targeted social media ads were conducted, with established age and gender quotas to ensure proper demographic representation of the City of St. Albert. Identical to previous survey years, for the analysis, the data was weighted by gender and age, as per the City of St. Albert's most recent census.

The general population survey results alone give a margin of error no greater than $\pm 4.7\%$ at the 95% confidence level (or 19 times out of 20).

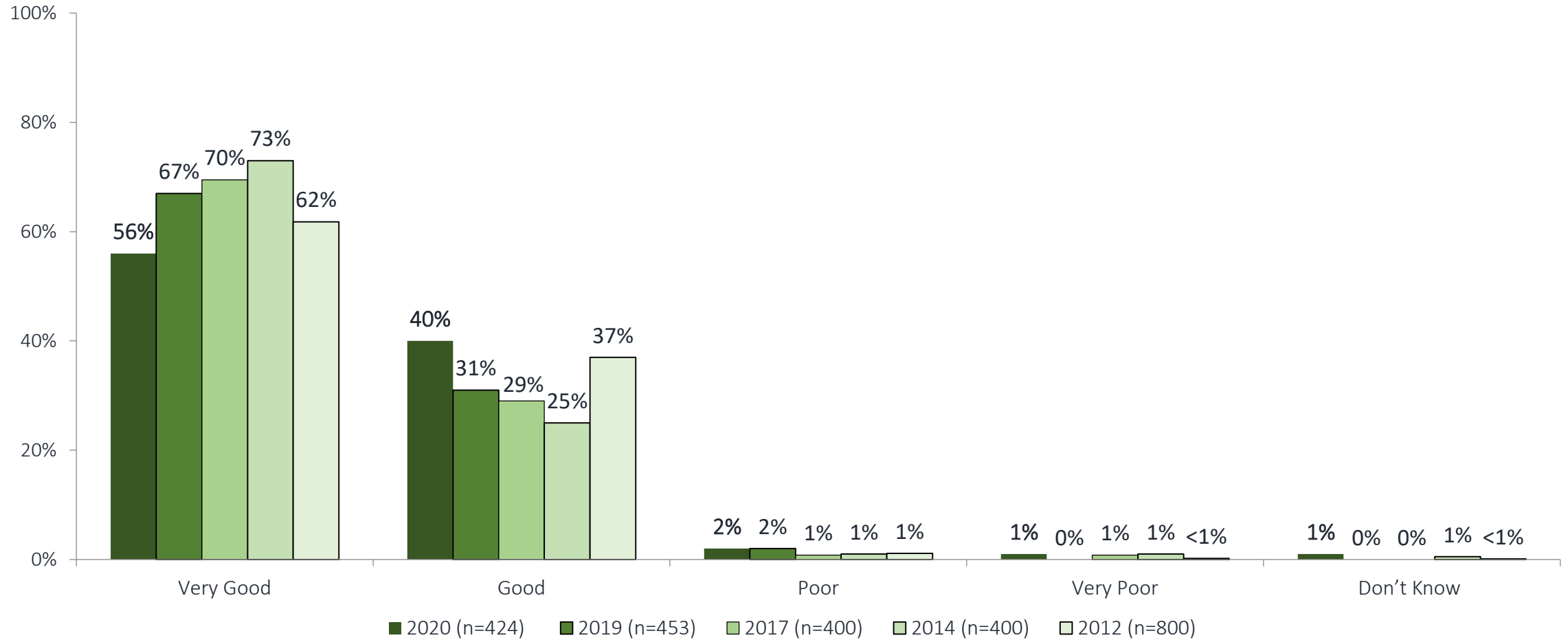
Public Web-Based Survey (n=119)

An open web link was created by Y Station; the City promoted the link on the City website and in the local newspaper to provide all residents the opportunity to complete the survey.

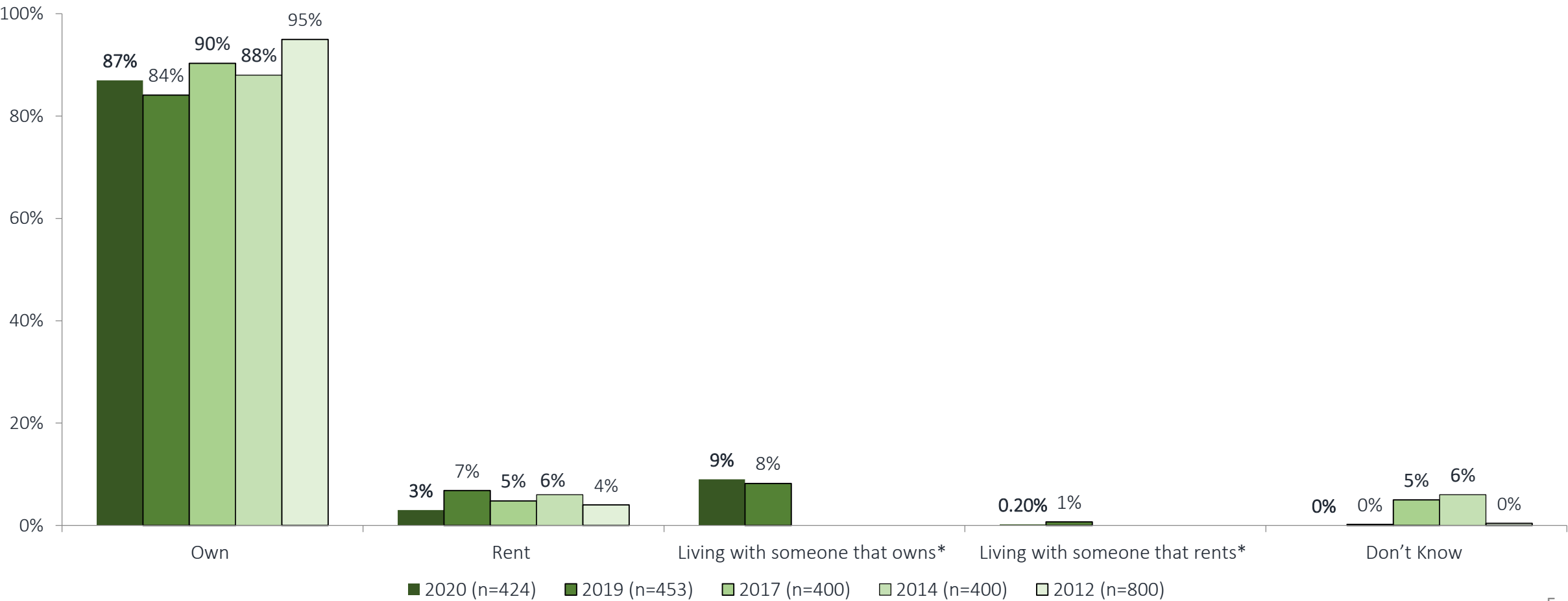
This report documents the results of the **General Population survey (n=424)**. Comparisons to previous results have been shown where applicable.

Overall Quality of Life

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



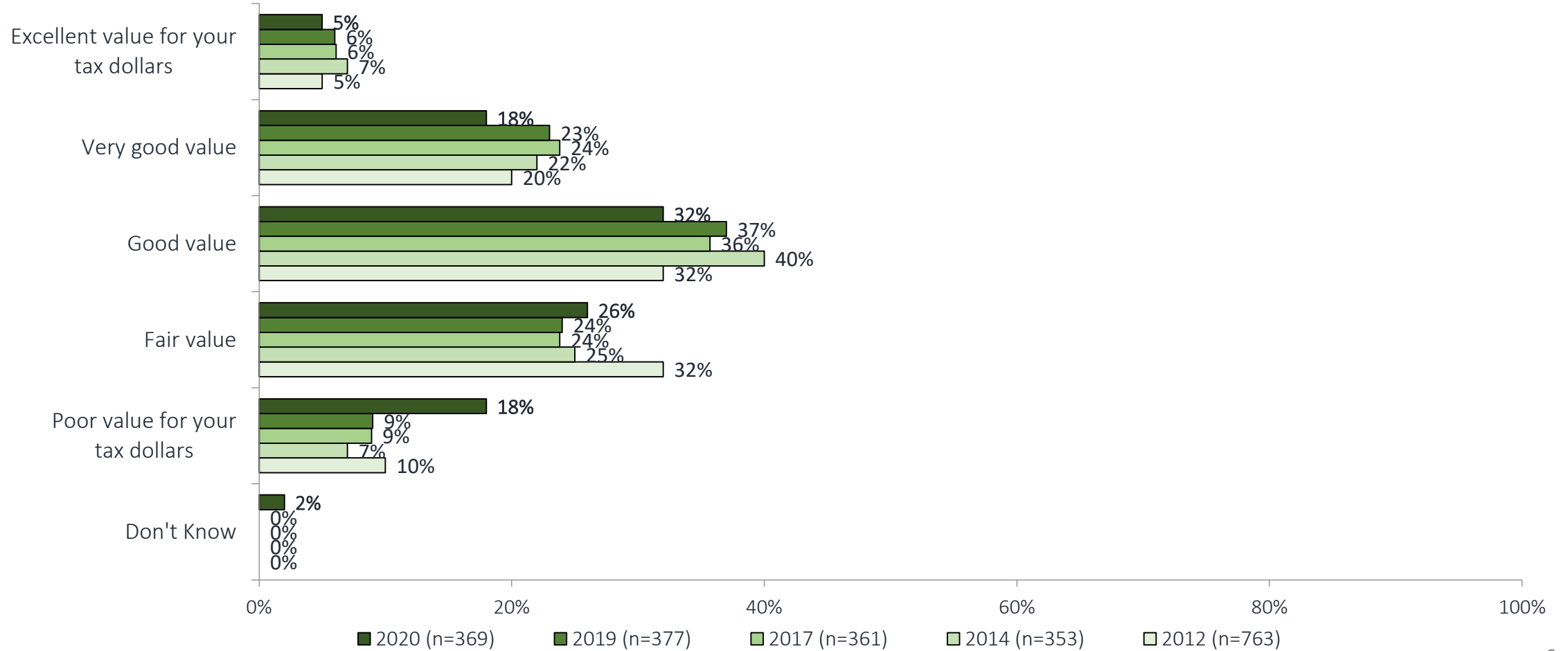
Do you own or rent a home in the City of St. Albert?



Base: All Respondents

Perceived Value for Tax Dollars

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



Perceived Value for Tax Dollars

What is the main reason you feel that way?

(Respondents who felt they receive **good/very good/excellent** value for their tax dollars)

	Percentage of respondents n=203
Satisfied with/good services provided (general)	29%
Good snow removal services	14%
Good road maintenance/repairs/upgrades	12%
Good parks/trails/green spaces	8%
Overspending/wasting money/lack of fiscal responsibility	8%
Good recreation programs/facilities	6%
Good garbage collection services	6%
City is clean/tidy	6%
Services could be improved/more services (unspecified)	6%
Taxes are high/continue to rise	5%
Taxes are high, but services are good	5%
Good library system	5%
Lack of/poor snow removal services	3%
Don't Know/Not Stated	6%

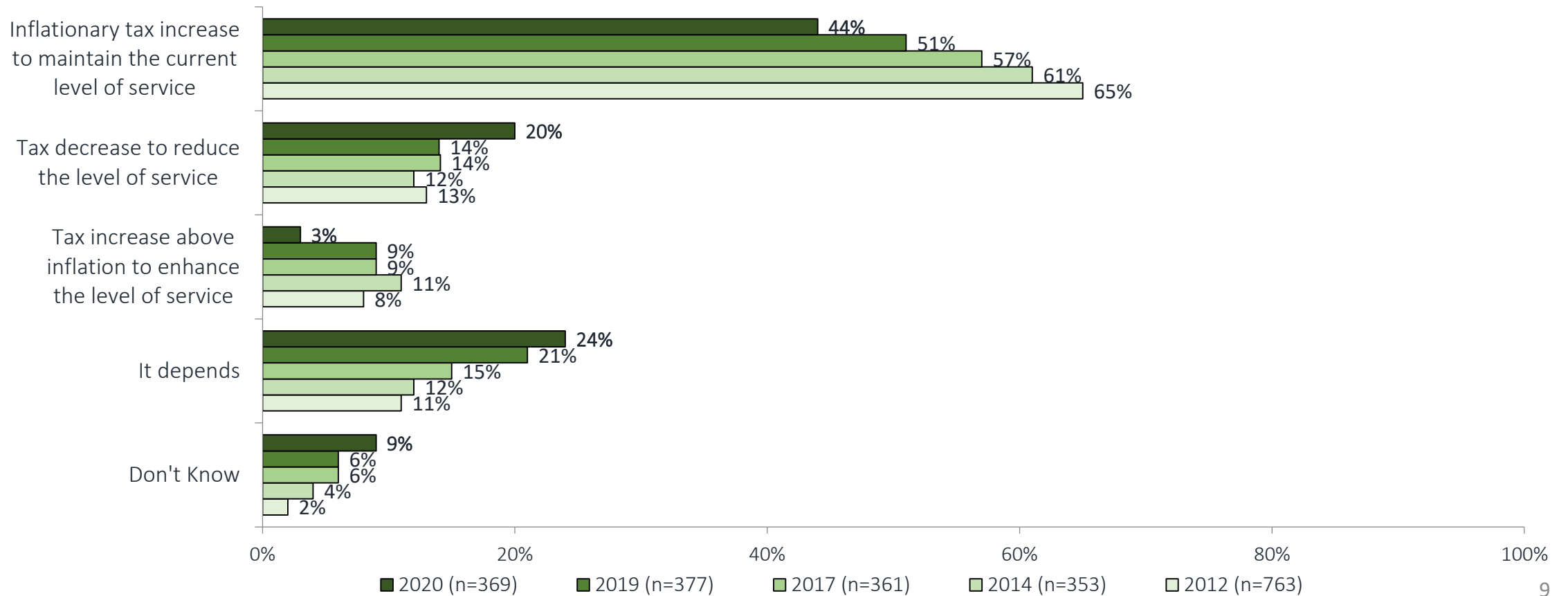
Perceived Value for Tax Dollars

What is the main reason you feel that way?
(Respondents who felt they receive **fair/poor** value for their tax dollars)

	Percentage of respondents n=160
Overspending/wasting money/lack of fiscal responsibility	28%
Taxes are high/continue to rise	27%
Lack of/poor snow removal services	16%
Taxes are high in comparison to services received/not good value	9%
Taxes are high compared to other cities/communities with the same facilities/services	8%
Services could be improved/more services (unspecified)	8%
High traffic volume/congestion/poor traffic control	6%
Council doesn't listen/action/poor leadership/lack of transparency	4%
Poor garbage/waste collection services	3%
Lack of park/green space/trail maintenance	3%
Don't Know/Not Stated	3%

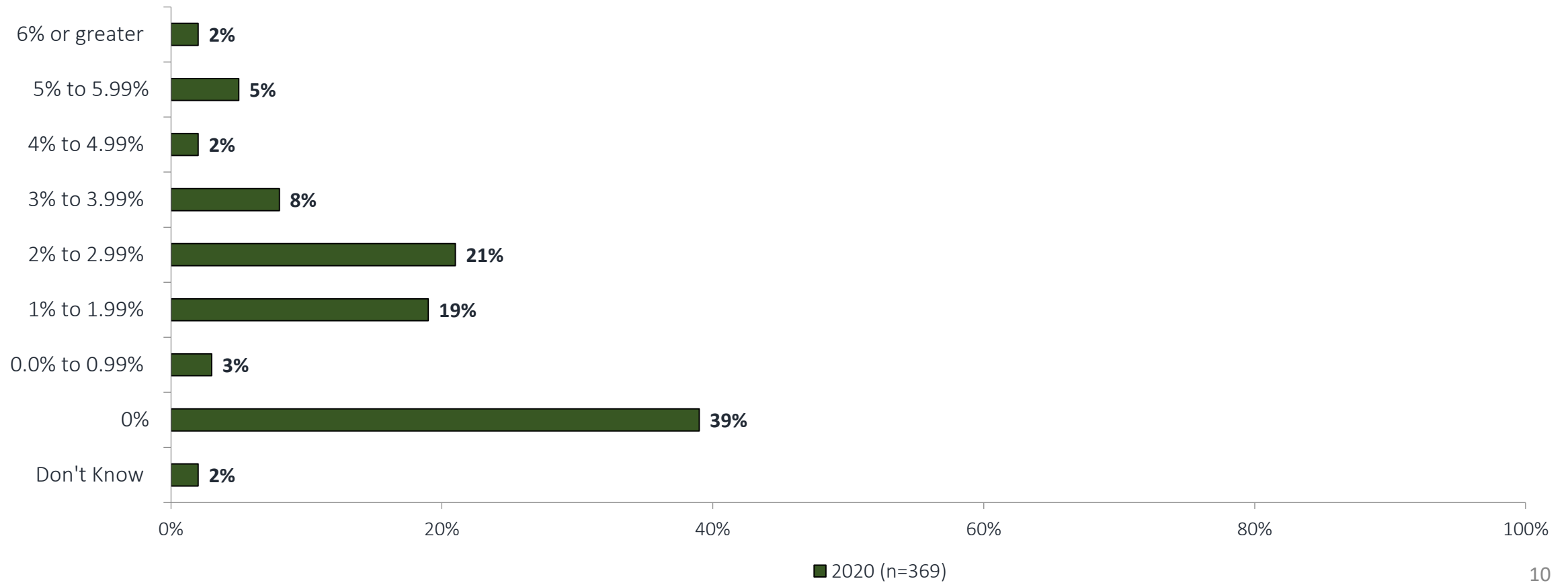
Support for Tax Strategies

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



Acceptable Tax Increase

Please indicate which percentage of tax increase you would be willing to accept:*



Top Priorities for the City

What do you think should be the top priorities for City Council?

	Percentage of respondents n=424
Improving traffic flow/congestion	19%
Road repairs/maintenance	17%
More roads/improved road/infrastructure system	16%
Budget/fiscal responsibility	15%
Attracting more businesses/stores/shopping options	14%
Recreation facilities/programs/services	13%
Snow removal/street cleaning	9%
Reducing taxes	9%
Park/green space maintenance/upkeep	8%
More parks/green spaces/trails	7%
Crime reduction/more police enforcement	7%
Improved education facilities	6%
Public transit	5%
Garbage/recycling pick-up service	4%
Environmental related priorities	4%
COVID-19 pandemic related priorities (general)	4%
City growth/expansion/controlling growth	4%
More social services/programs	4%
New library	4%
Don't Know/Not Stated	10%

Program Prioritization

During COVID-19, what City programs and/or service levels would you prioritize?

	Percentage of respondents n=424
Recreational facilities/programs/services	14%
Health care/medical services	9%
Public library services	8%
Programs/services for seniors	5%
Social support services/programs	5%
Road maintenance/repairs/upgrades	4%
Bylaw enforcement services	4%
None/No programs and/or service levels	4%
Snow removal services	4%
Public transit services	4%
Schools/educational services	4%
Increased public awareness/communication about COVID-19	3%
Garbage/recycling/waste removal services	3%
Mental health services/programs	3%
City park/green space/playground maintenance	3%
Don't Know	33%

Responses below 3% not shown

Base: All Respondents

What programs and/or service levels would you decrease to reduce the City's overall operating budget in 2021?

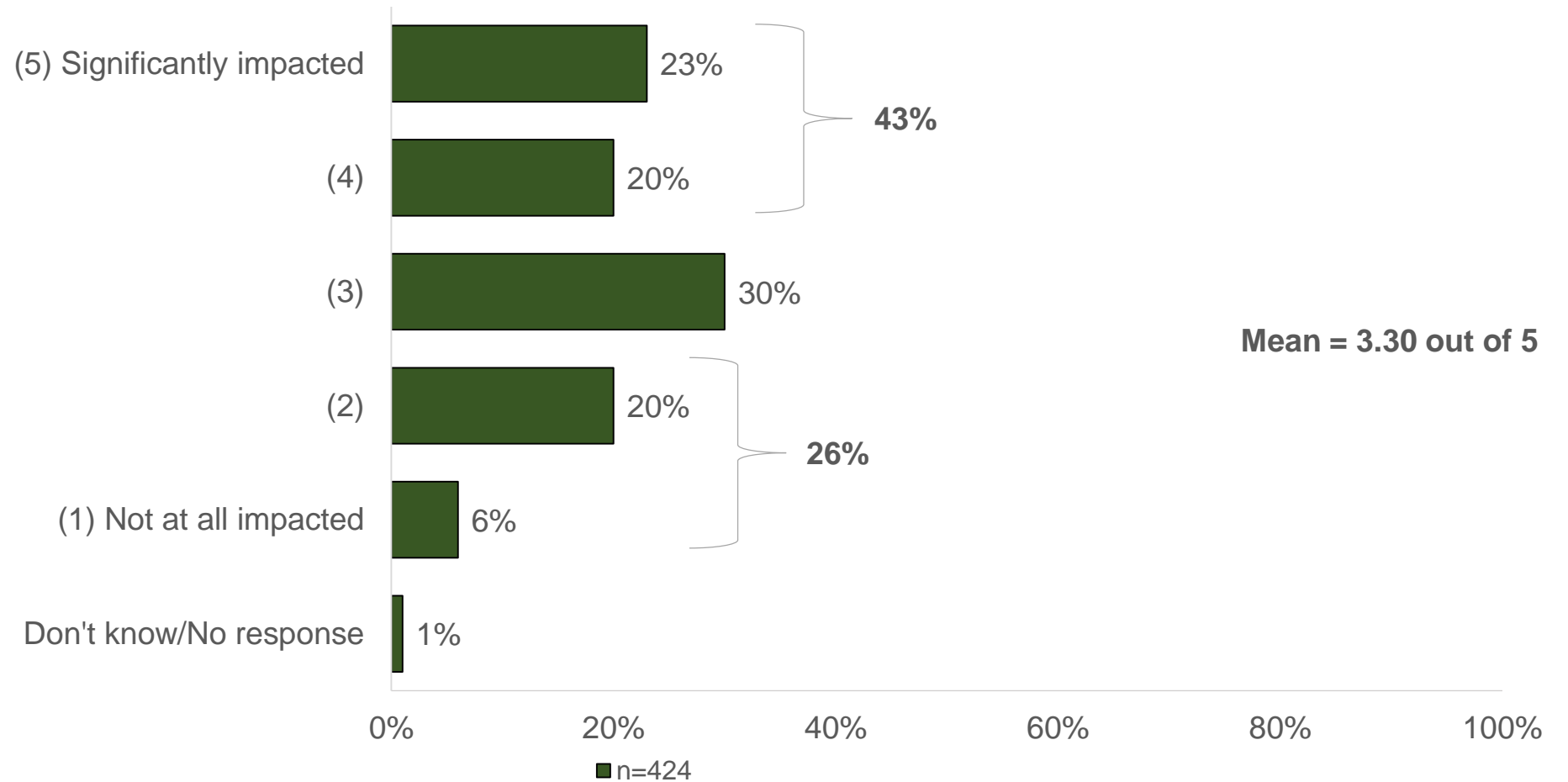
	Percentage of respondents n=424
City decorative art/statues/landscaping projects	10%
Recreational facilities/programs/services	8%
None/No programs and/or service levels	8%
Arts and cultural related services/programs	6%
Public transit services	6%
Public library services	5%
Reduce wages/salaries of City staff	3%
Road infrastructure related projects/expansions	3%
Reduce City staffing levels	3%
Photo radar services	2%
City park/green space/playground maintenance	2%
Police/RCMP services	2%
Garbage/recycling/waste removal services	2%
Don't Know	44%

Responses below 2% not shown

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COVID-19 Impact

How would you rate the level of impact that the COVID-19 pandemic has had on your household?



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COVID-19 Impact

In what ways has your household been impacted by the pandemic?

	Percentage of respondents n=424
Isolated from friends/family/limited social interaction	34%
Job loss/laid off/unemployment related impacts	20%
Closures/restrictions of City businesses/services/programs/amenities (general)	17%
Pay cut/reduced income related impacts	11%
Mental health related impacts (general)	9%
Working from home	9%
Children doing online school/learning from home	7%
International travel related restrictions	5%
None/has not been impacted	4%
Dislikes wearing mask in public buildings/spaces	3%
Personal health/medical related issues (general)	2%
High cost of goods/services	1%
Don't Know/Not Stated	7%

Respondent Demographics

	Percentage of respondents n=424
Gender	
Woman/Girl	51%
Man/Boy	47%
Non-binary	1%
Two-Spirit	<1%
Prefer not to say	1%
Age	
18 to 24	12%
25 to 64	69%
65 and older	19%
Mean	51.0 years

Respondent Demographics

	Percentage of respondents n=424
How long have you lived in the City of St. Albert?	
10 years or less	19%
11 to 20 years	26%
21 years or more	55%
Mean	24.4 years
Percent of Households with at Least One (1) Person in Each Age Group	
Under 6 years of age	10%
6 to 11 years of age	14%
12 to 17 years of age	18%
18 or older	42%
Do you work for the City of St. Albert?	
Yes	2%
No	98%

	Percentage of respondents n=424
Which neighbourhood do you live in?	
Akinsdale	5%
Braeside	2%
Deer Ridge	11%
Downtown	1%
Erin Ridge	9%
Erin Ridge North	2%
Forest Lawn	4%
Grandin	12%
Heritage Lakes	5%
Inglewood	1%
Jensen Lakes	1%
Kingswood	5%
Lacombe Park	12%
Mission	3%
North Ridge	9%
Oakmont	9%
Pineview	3%
Riverside	1%
Sturgeon Heights	2%
Woodlands	4%