



2017 Community Satisfaction Survey
Appendix: Seniors Quality of Life Report

April 7, 2017



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1.0 PROJECT BACKGROUND

In 2017, the City of St. Albert contracted Banister Research & Consulting Inc. to conduct the 2017 Community Satisfaction Survey. As part of the research, Banister Research conducted 400 telephone interviews with adult residents of the general population who resided within the City limits of St. Albert.¹

Age and gender quotas were established, as follows, to ensure proper demographic representation of St. Albert's residents:²

	Number of Respondents (n)		
	Male	Female	Total
18 to 24 years of age	n=21	n=22	n=43
25 to 64 years of age	n=134	n=140	n=274
65 years of age and older	n=37	n=46	n=83
Total	n=192	n=208	n=400

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

In 2017, Banister Research was asked to conduct a **seniors-specific analysis regarding perceived quality of life of those aged 65 or older (n=83) in the City of St. Albert**. The following sections highlight the results from the **2017 General Population Telephone Survey**, including comparisons to previous years' data (2007, 2008, 2009, 2010, 2012, and 2014), where applicable.

2.0 SENIORS PERCEIVED QUALITY OF LIFE

Sections 2.1, 2.2, and 2.3 detail the responses of those who self-identified as seniors, or being at least 65 years of age, on three (3) survey questions regarding perceived quality of life in St. Albert:

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

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

¹ 4,000 randomly selected households were also invited to complete a web-based version of the survey; 593 residents completed the web-based version of the survey; 429 via mail-out and 164 via public link, the results of which are available under a separate cover.

² Based on the 2016 municipal census.

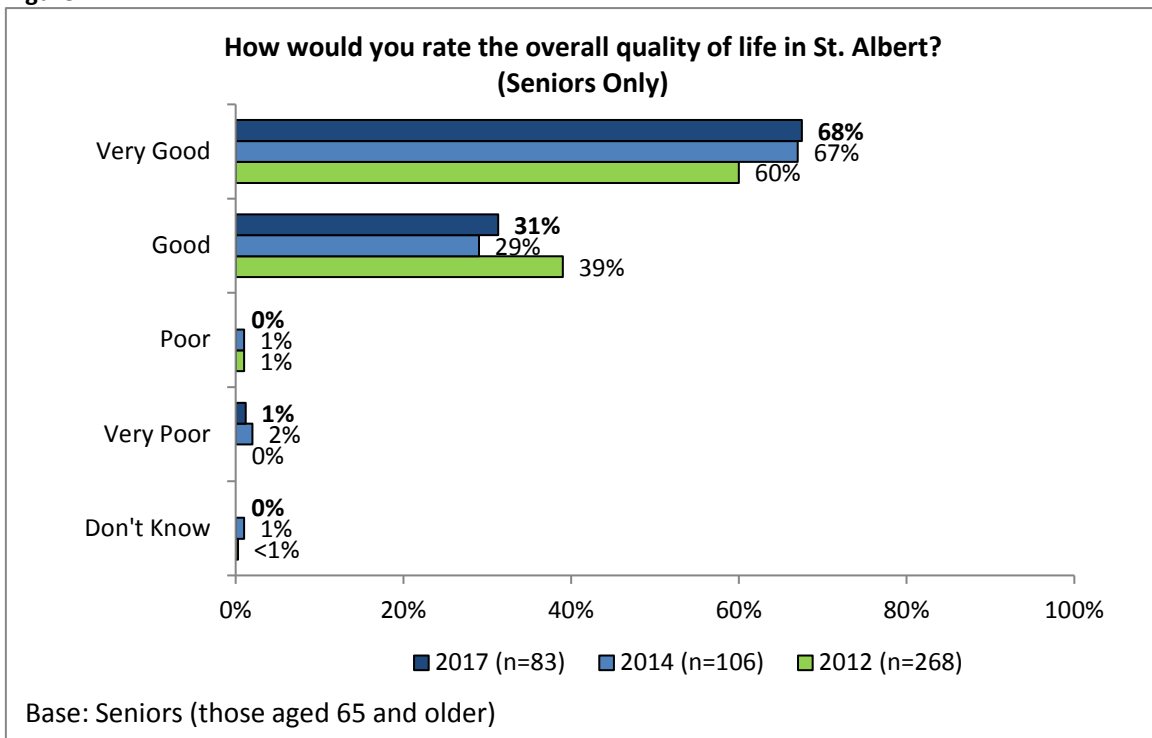
2.1 Overall Quality of Life in St. Albert

All respondents were asked how they would rate the overall quality of life in the City of St. Albert, using a scale of “very poor,” “poor,” “good,” or “very good.” As shown in Figure 1, below, over two-thirds (68%) of the seniors surveyed in 2017 (n=83) reported that the overall quality of life was “very good,” comparable to 67% of seniors in 2014 (n=106). Just under one-third of seniors (31%) reported that the quality of life was “good” in 2017 (comparable to 29% in 2014).

Overall, the vast majority of seniors in 2017 rated the quality of life as positive (99% rated it as either “good” or “very good” – a slight decrease from 96% of the seniors in 2014, and consistent with 99% of all respondents in 2017 (see Figure 2, on the following page).

Please Note: A different scale was used prior to 2012, therefore results are not comparable to those in 2007, 2008, 2009, or 2010.³

Figure 1



³ 2012/2014 Scale: “Very Good,” “Good,” “Poor,” “Very Poor.”
2007-2010 Scale: “Excellent,” “Very Good,” “Good,” “Fair,” “Poor.”

Figure 2

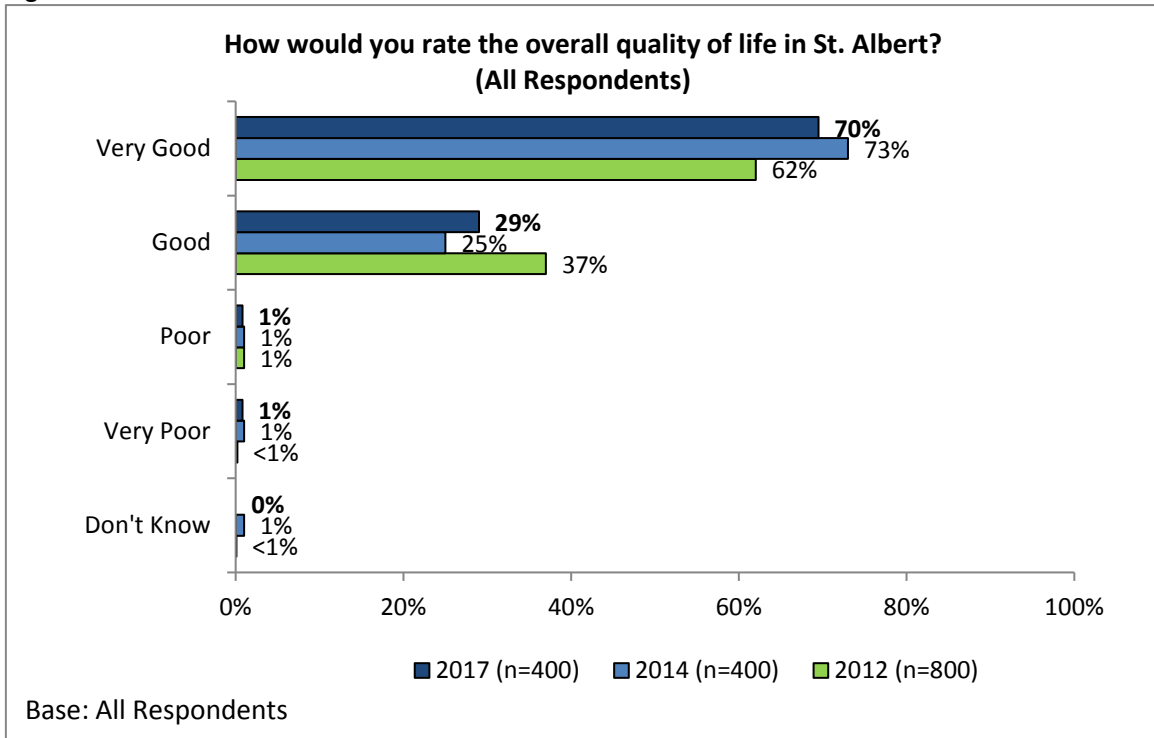


Table 1

How would you rate the overall quality of life in St. Albert today?						
	Percent of Respondents					
	2017		2014		2012	
	Seniors (n=83)	Overall (n=400)	Seniors (n=106)	Overall (n=400)	Seniors (n=268)	Overall (n=800)
Very Good	67.5%	69.5%	67.0%	73.3%	59.7%	61.8%
Good	31.3%	29.0%	29.2%	24.5%	39.0%	36.8%
Poor	-	0.8%	0.9%	1.2%	1.0%	1.1%
Very Poor	1.2%	0.8%	1.9%	0.5%	-	0.2%
Don't Know	-	-	0.9%	0.5%	0.3%	0.1%
Good/Very Good	98.8%	98.5%	96.2%	97.8%	98.7%	98.6%
Poor/Very Poor	1.2%	1.5%	2.8%	1.7%	1.0%	1.3%

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. Thirty-nine percent (39%) of the seniors surveyed in 2017 (n=83) mentioned the **parkland, green spaces, river, or trail system**, compared to 44% of all respondents in 2017 (n=400), and similar to 36% of seniors in 2014 (n=106).

Twenty-one percent (21%) of seniors in 2017 mentioned the **availability of amenities and quality of businesses**, comparable to 20% of all respondents in 2017, and a slight increase from 18% of seniors as reported in 2014.

Nineteen percent (19%) of seniors in 2017 mentioned the **availability of community services and public facilities**, comparable to 18% of all respondents in 2017, and 21% of seniors as reported in 2014.

Nineteen percent (19%) of seniors in 2017 also mentioned that the **City is clean and well-maintained**, higher than 12% of all respondents in 2017, and 9% of seniors as reported in 2014.

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

- City is clean and well-maintained – 19% of seniors compared to 12% of all respondents; and
- Arts and cultural opportunities or facilities – 12% of seniors compared to 7% of all respondents.

Conversely, responses that were **noticeably higher amongst all respondents** (versus the seniors surveyed in 2017), included:

- St. Albert is a safe place to live and/or has a low crime rate/good police presence – 21% of all respondents compared to 10% of seniors;
- Schools and educational opportunities – 13% of all respondents compared to 8% of seniors;
- Availability of recreational services and programs – 13% of all respondents compared to 7% of seniors; and
- Size of the City and/or the City has a good layout – 10% of all respondents compared to 5% of seniors.

See Table 2, on the following page, for the list of top responses, including comparisons to previous years' data.

Table 2

What would you say are the top factors contributing to a high quality of life in the City of St. Albert? (TOP RESPONSES)							
Base: Seniors only (First column: All respondents)	Percent of Respondents*						
	2017** (n=400)	2017 (n=83)	2014 (n=106)	2012 (n=268)	2010 (n=214)	2009 (n=159)	2008 (n=209)
Parkland/green spaces/river/trail system/park system/wildlife/dog parks/botanical gardens	44	39	36	37	43	34	38
Availability of shopping/amenities/entertainment/restaurants/quality of business	20	21	18	21	25	22	27
Availability of services/community services/public facilities/children's festival/farmer's market/events	18	19	21	20	19	24	12
Clean City/clean streets/well-maintained/updated	12	19	9	12	9	13	10
Residential community atmosphere/friendly people/community spirit/small town feel	21	17	20	20	23	26	21
Arts and cultural opportunities/Arden Theatre/library/historic aspect	7	12	8	6	9	9	6
Safe place to live/low crime rate/good policing/police presence	21	10	11	17	19	18	17
Schools and educational opportunities/extra-curricular activities/good schools	13	8	7	10	13	4	10
Good road maintenance and snow removal/sidewalks	8	8	12	11	10	13	10
Availability of recreation/sports facilities and programs/Servus Place	13	7	8	12	16	19	12
Beautiful City/nice view/good scenery/lots of trees/physical surroundings	6	7	16	18	15	13	9
Size of the City/not too big/good layout/easy to get around/City planning	10	5	14	18	14	19	7

*Multiple responses

**Base: All respondents

2.3 Factors Detracting From a High Quality of Life

When asked about the factors that *detract from a high quality of life* in St. Albert, over one-third (34%) of the seniors surveyed in 2017 (n=83) mentioned **high taxes or tax increases**, lower than 40% of all respondents in 2017 (n=400), and comparable to 33% of seniors in 2014 (n=106).

Sixteen percent (16%) of seniors in 2017 reported that there is **too much traffic in St. Albert and/or poor traffic management** consistent with 16% of all respondents in 2017, and 16% of seniors in 2014.

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

- Dissatisfaction with City Council (i.e., poor management/not accountable/lacking direction) – 13% of seniors compared to 9% of all respondents; and
- High and/or rising utility costs – 10% of seniors compared to 4% of all respondents (it is important to note that utility costs have been a growing concern for seniors in the City of St. Albert since 2008).

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

See Table 3, on the following page, for the list of top responses, including comparisons to previous years’ data.

Table 3

What would you say are the top factors detracting from a high quality of life in the City of St. Albert? (TOP RESPONSES)							
Base: Seniors only (First column: All respondents)	Percent of Respondents*						
	2017** (n=400)	2017 (n=83)	2014 (n=106)	2012 (n=268)	2010 (n=214)	2009 (n=159)	2008 (n=209)
High taxes	40	34	33	35	31	34	47
High traffic volume/congestion/poor traffic management/control	16	16	16	7	9	7	4
City Council (i.e., poor management/not accountable for actions/lacks direction, etc.)	9	13	8	10	5	7	4
High/rising utility costs	4	10	7	5	2	2	2
Poor/lack of snow removal/street cleaning services	4	6	3	1	4	5	5
Poor/lack of City public transit services	5	5	3	6	5	7	3
City growing too fast/too much residential development/too spread out	4	4	4	3	4	6	3
High cost of living	4	4	4	4	3	2	6
High price of housing/need more affordable housing/seniors' housing	4	2	3	3	7	6	6
Nothing/no factors contributing to a low quality of life	6	6	11	5	8	9	2

*Multiple responses

**Base: All respondents