



2014 Resident Satisfaction Research

Appendix B

Seniors' Quality of Life Report

October 31, 2014



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1.0 PROJECT BACKGROUND

In 2014, the City of St. Albert contracted Banister Research & Consulting Inc. to conduct the 2014 Resident Satisfaction Research. As part of the research, Banister Research conducted 400 telephone interviews with members of the general population who resided within the city limits of St. Albert.¹

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

	Number of Respondents (n)		
	Male	Female	Total
18 to 24 years of age	n=22	n=21	n=43
25 to 64 years of age	n=122	n=129	n=251
65 years of age and older	n=53	n=53	n=106
Total	n=197	n=203	n=400

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

In 2014, Banister Research was asked to conduct a **seniors-specific analysis regarding perceived quality of life of those aged 65 or older (n=106) in the City of St. Albert**. The following sections highlight the results from the **2014 General Population Telephone Survey**, including comparisons to previous years' data (2007, 2008, 2009, 2010, and 2012), where applicable.³

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

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

² Based on the 2014 municipal census.

³ The Resident Satisfaction Survey was not conducted in 2011 or 2013. As the Web-Based Stakeholder Survey was new to 2014, those results are also excluded from this report.

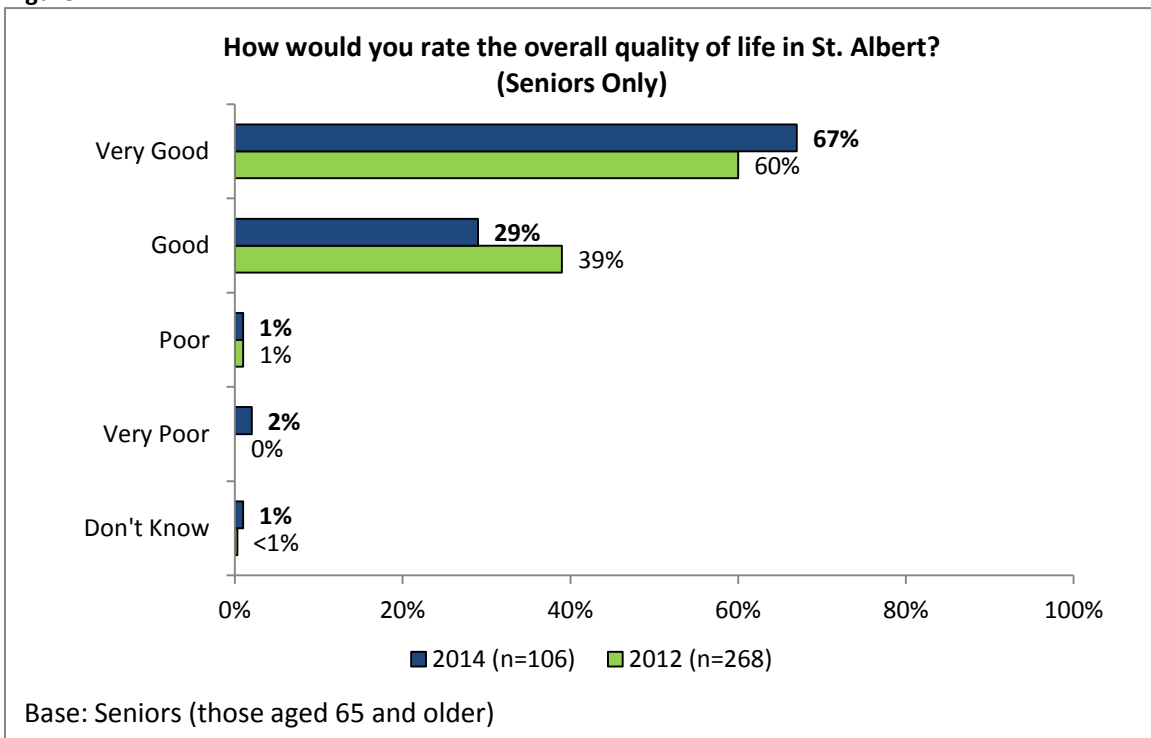
2.1 Overall Quality of Life in St. Albert

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, two-thirds (67%) of the seniors surveyed in 2014 (n=106) reported that the overall quality of life was “very good,” an increase from 60% of seniors in 2012 (n=268). Just under one-third of seniors (29%) reported that the quality of life was “good” in 2014 (compared to 39% in 2012).

Overall, the vast majority of seniors in 2014 rated the quality of life as positive (96% rated it as either “good” or “very good” – a slight decrease from 99% of the seniors in 2013, and 98% of all respondents in 2014 (see Figure 2, on the following page).

Please Note: A different scale was used in prior to 2012, therefore results are not comparable to those in 2007, 2008, 2009, or 2010.⁴

Figure 1



⁴ 2012/2014 Scale: “Very Good,” “Good,” “Poor,” “Very Poor.”
2007-2010 Scale: “Excellent,” “Very Good,” “Good,” “Fair,” “Poor.”

Figure 2

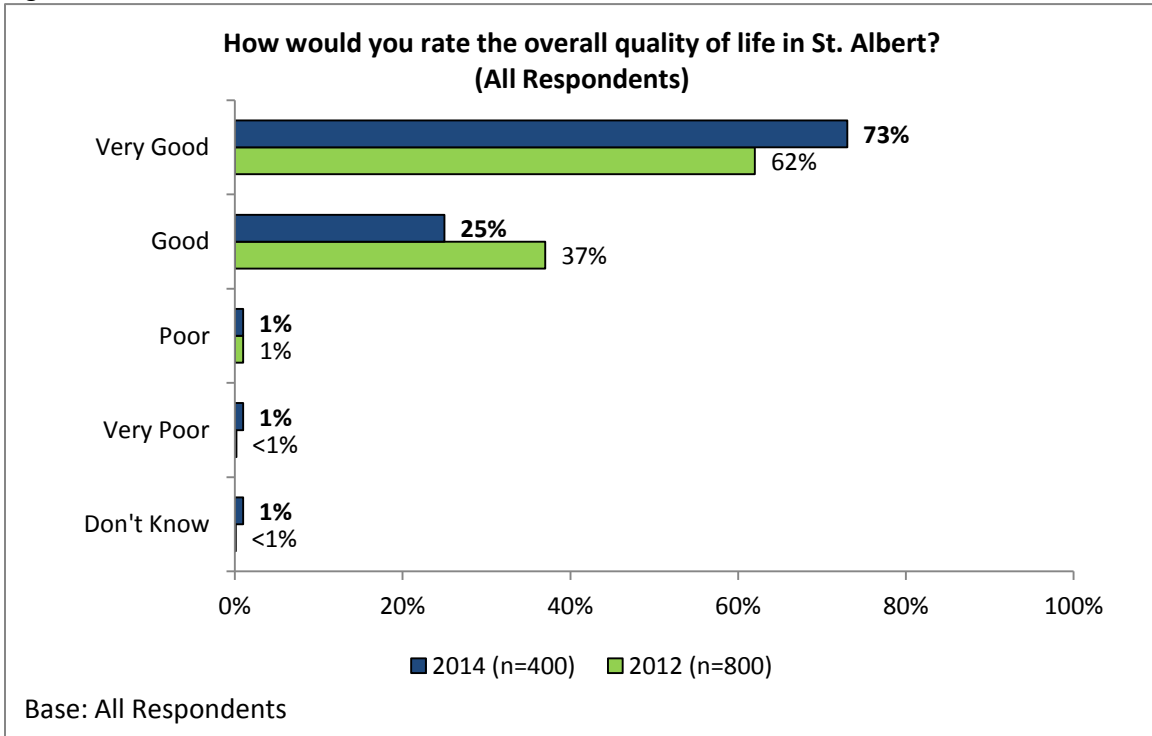


Table 1

How would you rate the overall quality of life in St. Albert today?				
	Percent of Respondents*			
	2014		2012	
	Seniors (n=106)	Overall (n=400)	Seniors (n=268)	Overall (n=800)
Very Good	67.0%	73.3%	59.7%	61.8%
Good	29.2%	24.5%	39.0%	36.8%
Poor	0.9%	1.2%	1.0%	1.1%
Very Poor	1.9%	0.5%	-	0.2%
Don't Know	0.9%	0.5%	0.3%	0.1%
Good/Very Good	96.2%	97.8%	98.7%	98.6%
Poor/Very Poor	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-six percent (36%) of the seniors surveyed in 2014 (n=106) mentioned the **parkland, green spaces, river, or trail system**, compared to 40% of all respondents in 2014 (n=400), and similar to 37% of seniors in 2012 (n=268).

Twenty-one percent (21%) of seniors in 2014 referenced the **availability of community services and public facilities**, a slight decrease from 24% of all respondents in 2014, but closer to 20% of seniors as reported in 2012.

Twenty percent (20%) of seniors in 2014 mentioned a **residential community atmosphere or "small town feel"** – consistent with both the overall sample in 2014, and the seniors surveyed in 2012.

Other responses that were **noticeably higher amongst seniors** (versus all respondents in 2014) included the following:

- Beautiful city and landscaping – 16% of seniors compared to 13% of all respondents;
- Good road and sidewalk maintenance and/or snow removal – 12% of seniors compared to 9% of all respondents; and
- Arts and cultural opportunities or historical features of St. Albert – 8% of seniors compared to 5% of all respondents.

Conversely, responses that were **noticeably higher amongst all respondents** (versus the seniors surveyed in 2014), included:

- St. Albert is a safe place to live and/or has a low crime rate/good police presence – 22% of all respondents compared to 11% of seniors (however, it should be noted that this particular response was mentioned by 17% to 19% of seniors from 2008 to 2012, suggesting an increasing sense of security amongst the elderly);
- Schools and educational opportunities – 12% of all respondents compared to 7% of seniors;
- Clean and well-maintained city – 12% of all respondents compared to 9% of seniors; and
- Availability of recreational services and programs – 11% of all respondents compare to 8% of seniors.

Overall, the top three (3) responses provided by seniors in 2014 matched three (3) out of the top four (4) responses provided by all respondents, and were consistent, overall, with responses provided from 2007 to 2012. Top responses amongst seniors in previous survey years also included available shopping, amenities, and entertainment (21% to 27% from 2008 to 2012), which was mentioned by fewer than one-fifth of seniors in 2014 (18%).

See Table 2, on the following page, for the full list of 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?							
Base: Seniors only (excluding the first column)	Percent of Respondents*						
	2014** (n=400)	2014 (n=106)	2012 (n=268)	2010 (n=214)	2009 (n=159)	2008 (n=209)	2007 (n=150)
Parkland/green spaces/river/trail system/park system/wildlife/dog parks/botanical gardens	40	36	37	43	34	38	43
Availability of services/community services/public facilities/children's festival/farmer's market/events	24	21	20	19	24	12	29
Safe place to live/low crime rate/good policing/police presence	22	11	17	19	18	17	10
Residential community atmosphere/friendly people/community spirit/small town feel	20	20	20	23	26	21	22
Availability of shopping/amenities/entertainment/restaurants/quality of business	17	18	21	25	22	27	19
Size of the city/not too big/good layout/easy to get around/city planning	15	14	18	14	19	7	28
Beautiful city/nice view/good scenery/lots of trees/physical surroundings	13	16	18	15	13	9	5
Schools and educational opportunities/extra-curricular activities/good schools	12	7	10	13	4	10	6
Clean city/clean streets/well-maintained/updated	12	9	12	9	13	10	14
Availability of recreation/sports facilities and programs/Servus Place	11	8	12	16	19	12	11
Good road maintenance and snow removal/sidewalks	9	12	11	10	13	10	11
Quiet/peaceful atmosphere	8	6	6	6	6	10	5
Good place to raise children/family-oriented/family services	6	5	2	2	5	3	3
Arts and cultural opportunities/Arden Theatre/library/historic aspect	5	8	6	9	9	6	2
Other (4% of respondents or less, overall, in 2014)	37	47	-	-	-	-	-
Don't Know/No Response	5	9	6	5	6	8	5

*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, one-third (33%) of the seniors surveyed in 2014 (n=106) mentioned **high taxes or tax increases**, a decrease from 37% of all respondents in 2014 (n=400), and 35% of seniors in 2012 (n=268).

Sixteen percent (16%) of seniors in 2014 reported that there is **too much traffic in St. Albert and/or cited other traffic-related problems** (e.g., noise, speeding, etc.), a slight increase from 14% of all respondents in 2014, and a significant increase from 7% of seniors in 2012, suggesting that traffic congestion is a growing concern amongst seniors in St. Albert.

It is important to note that two (2) of the top responses from previous survey years were mentioned less frequently in 2014, both in terms of the overall response rate, as well as amongst seniors:

- Dissatisfaction with City Council (i.e., poor management/not accountable/lacking direction)
 - 10% of seniors in 2012, but 8% of seniors in 2014 (5% of all respondents in 2014)
- Crime, including vandalism and problems associated with drugs and/or alcohol
 - 12% of seniors in 2012, but only 4% of seniors and 4% of all respondents in 2014.
 - 2014 marks the first year that this response garnered a single-digit response rate among seniors (i.e., fewer than 10% of respondents).

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

See Table 3, on the following page, for the full list of responses, 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?							
Base: Seniors only (excluding the first column)	Percent of Respondents*						
	2014** (n=400)	2014 (n=106)	2012 (n=268)	2010 (n=214)	2009 (n=159)	2008 (n=209)	2007 (n=150)
High taxes/tax increases	37	33	35	31	34	47	29
Too much traffic and traffic congestion/too many trucks/noise/speeding	14	16	7	9	7	4	7
Too many traffic lights/poor traffic management	7	8	3	-	-	1	-
Lacking industrial and commercial tax base/need more business diversity and downtown development/accessibile land/poor location of business	6	5	6	4	4	4	1
Poor road system/lack by-pass of ring road/concerned about road going through lake	5	4	2	2	5	2	5
City Council (i.e., poor management/not accountable for actions/lacks direction/needs more community input/excessive by-laws/planning)	5	8	10	5	7	4	10
City growing too fast/too much residential development/too spread out/growing too fast/overcrowding/lacks small town atmosphere	4	4	3	4	6	3	6
Crime/vandalism/youth crime/drugs/drunk driving	4	4	12	13	11	14	16
Poor transit system/needs more service/bus fare is too high/want LRT/no cooperation with Edmonton	4	3	6	5	7	3	7
Cost of living is high/expensive	4	4	4	3	2	6	2
Restrictions on garbage collection/rates/pay-as-you-throw system/user fees/garbage facility/poor garbage collection	4	4	3	2	4	2	4
High price of housing/need more affordable housing/seniors' housing	4	3	3	7	6	6	8
Nothing/no factors contributing to a low quality of life	10	11	5	8	9	2	5
Other (3% of respondents or less, overall, in 2014)	47	41	-	-	-	-	-
Don't Know/No Response	10	12	21	20	13	18	17

*Multiple responses

**Base: All respondents