



OVERALL   
**SATISFACTION  
WITH LIFE**

**QUALITY OF LIFE CONSIDERS  
MULTIPLE FACTORS:**



# QUALITY OF LIFE SURVEY RESULTS

CITY OF ABBOTSFORD | 2019



# CITY OF ABBOTSFORD QUALITY OF LIFE SURVEY

## EXECUTIVE SUMMARY

### SURVEY BACKGROUND

The first Abbotsford Quality of Life Survey was conducted between May and August of 2018. The results are based on 1,475 responses from residents, however are not weighted to the City of Abbotsford's population. Based on the key demographics collected\* it can be said that the survey findings fairly represent the population of Abbotsford.

The survey was made accessible to residents to participate in through City of Abbotsford e-newsletter lists, the website, social media channels and other methods including community word of mouth and local media coverage. The survey was also available through the City of Abbotsford's MyOpinionsMatter Community Engagement Research Panel, which is comprised of a representative mix of 750 Abbotsford residents.

Many of the key measures used in this survey are adopted from internationally recognized quality of life indicators. The 2018 Abbotsford Quality of Life survey will be utilized as a baseline for future survey data collected. It is anticipated that the next Abbotsford Quality of Life survey will be issued in 2020.

\*Key demographics collected include respondent age, length of residency, region of residency, employee status, work location (within or outside Abbotsford), number of people living in household and number of dependents living within household.

*This Quality of Life Survey will serve as a baseline measure of community sentiment that can be referenced against future community Quality of Life surveys. The City has a role in supporting and providing services, programs and amenities that help to provide a robust quality of life for residents. Abbotsford City Council has a vision that sees Abbotsford as the Hub of the Fraser Valley; a community with a vibrant and thriving economy, with inclusive safe and green neighbourhoods, connected to convenient and affordable transportation and vibrant commercial centres build on the foundation of our cultural heritage and natural beauty.*

### SURVEY OBJECTIVES

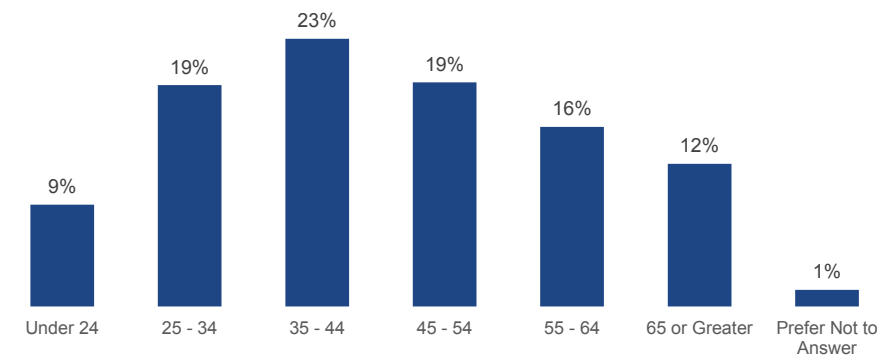
The Key objectives of the Quality of Life Survey were to:

- Measure residents' general satisfaction with overall quality of life, and their current position in life as compared to what they consider the best possible life.
- Measure residents' feeling of belonging to the community, in general and by years of residency, age and area of residency.
- Measure community trust, volunteerism and donations to charity as an indication of residents' connectedness to and support of community.
- The community experiences that contribute to their quality of life and life satisfaction.
- Measure the magnitude of concern residents may have with specific community issues.

These quality of life related objectives were combined with more traditional city services satisfaction measure such as:

- Determine awareness, important, usage and satisfaction with City facilities, amenities and programs.
- Identify any potential barriers to awareness of and/or access to City facilities, amenities and programs

### SURVEY PARTICIPANT AGE RANGE

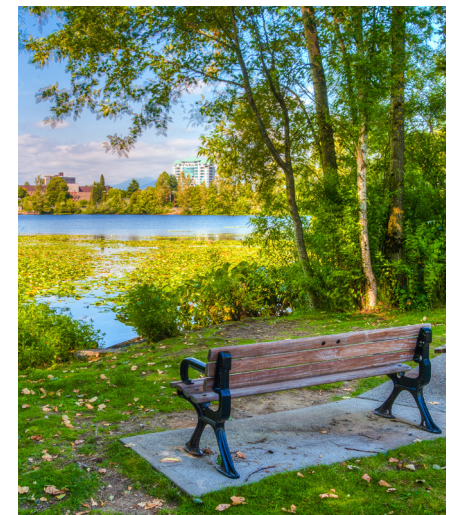
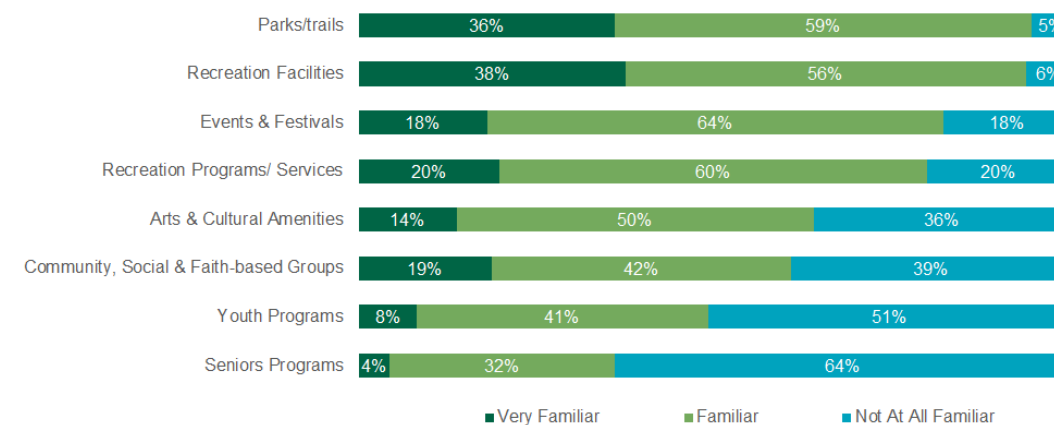


### AWARENESS OF CITY FACILITIES, AMENITIES AND PROGRAMS

Further positive indicators of City of Abbotsford residents' satisfaction with their community are seen in the following results. The top three most important City facilities, amenities and programs designed and available to the entire community are:

TOP 3 FACILITIES/AMENITIES/SERVICES	IMPORTANCE	SATISFACTION
PARKS/TRAILS	98%	84%
RECREATION FACILITIES	94%	73%
RECREATION PROGRAMS/SERVICES	92%	62%

### FAMILIARITY WITH FACILITIES, AMENITIES & PROGRAMS



#### +Quality of Life Measures References

- World Happiness Report edited by John Helliwell, Richard Layard and Jeffrey Sachs, Jeffrey D. Sachs: Director, The Earth Institute, Columbia University
- Asking Citizens What Matters for Quality of Life in Canada, A Rural Lens - Quality of Life Indicators Project November 2001, Canadian Policy Research Networks
- City of Winnipeg Quality of Life Indicators
- Quality of Life Survey, Regional District of North Okanagan
- Chilliwack 2014 Quality of Life Survey Report, prepared by: Katherine Watson, PhD, University of the Fraser Valley, Center for Social Research, for the Chilliwack Social Research and Planning Council
- The World In 2005 Quality-of-Life Index - The Economist Intelligence Unit's
- Measuring Human Progress in the 21st Century - 19 March 2014 by Khalid Malik
- Happiness Is Increasing in Many Countries — But Why? by Bruce Stokes (Bruce Stokes is international economics columnist for the National Journal)
- A Quality of Life Theory Derived from Maslow's Developmental Perspective, Article in American Journal of Economics and Sociology July 2006 M. Joseph Sirgy
- The Gross National Happiness Index, Laura Musikanski, The Happiness Alliance www.happycounts.org