



City of Abbotsford

# Quality of Life

2020 survey results



# CITY OF ABBOTSFORD QUALITY OF LIFE SURVEY

## EXECUTIVE SUMMARY

### SURVEY BACKGROUND

In its mission to “strive to continually improve the quality of life within our community by delivering key services for current and future generations” the City of Abbotsford has proactively sought information from its constituents to determine levels of satisfaction with their lives in general and in the community.

The Mayor and Council commissioned The W Group to design and implement a survey of residents that will serve as a benchmark for further study and for future program and service design as it strives to build a community that delivers on a robust quality of life for its residents.

A random sample of over 500 people were surveyed by telephone between October 14, 2020 and November 2, 2020, as well as an online public survey on Let’s TALK Abbotsford which received 237 responses.

Based on the telephone survey sampling and data collection methods, the results of this telephone survey can be said to represent the population of the City of Abbotsford within a margin of error of +/- 4.29%, 95 times out of 100.

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

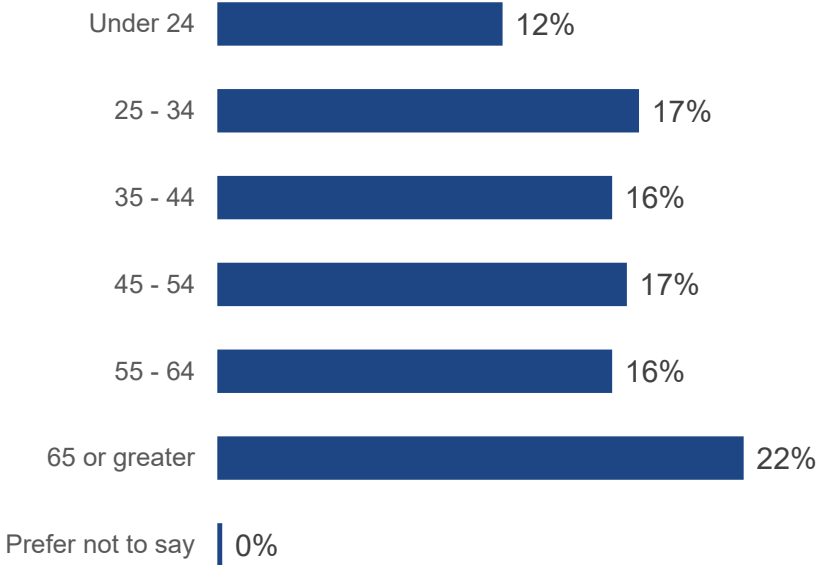
- Measure residents’ general satisfaction with overall quality of life, and their current position in life as compared to what they consider the best possible life.
- Measure residents’ feeling of belonging to the community, in general and by years of residency, age and area of residency.
- Measure community 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:

- Determining awareness, importance, usage and satisfaction with City facilities, amenities and programs.






## SURVEY PARTICIPANT AGE RANGE

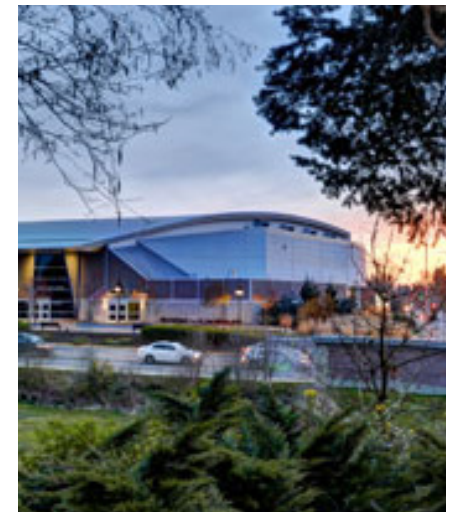
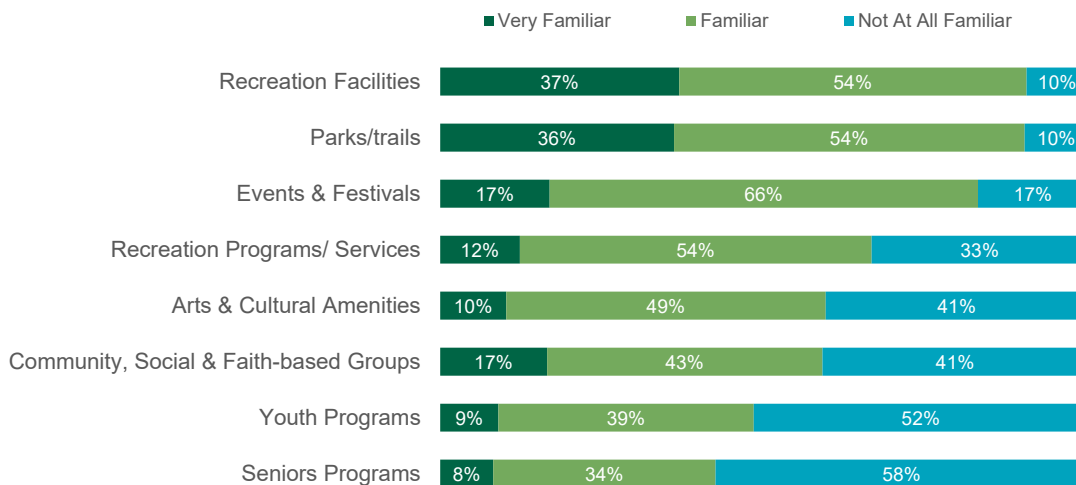


## AWARENESS OF CITY FACILITIES, AMENITIES AND PROGRAMS

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	97%	90%
 RECREATION FACILITIES	97%	87%
 RECREATION PROGRAMS/SERVICES	93%	75%

## 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



# OVERALL SATISFACTION WITH LIFE

## QUALITY OF LIFE CONSIDERS MULTIPLE FACTORS:

