



---

2015 Older Adults Needs Assessment

Final Report

December 2015

**Banister**  
Research & Consulting Inc.



## TABLE OF CONTENTS

<b>1.0 EXECUTIVE SUMMARY</b>	<b>3</b>
<b>1.1 Project Background &amp; Purpose</b>	<b>3</b>
<b>1.2 Key Findings</b>	<b>4</b>
1.2.1 Social Isolation	4
1.2.2 Outreach Services	5
1.2.3 Volunteerism and Generation Squeeze	6
1.2.4 Housing Needs and Aging in Place	6
1.2.5 Multicultural Older Adults	7
<b>2.0 PROJECT BACKGROUND</b>	<b>8</b>
<b>3.0 METHODOLOGY</b>	<b>9</b>
<b>3.1 Telephone Survey of Older Adults</b>	<b>9</b>
3.1.1 Project Initiation and Questionnaire Review	9
3.1.2 Survey Population and Data Collection	9
3.1.3 Data Analysis	11
3.1.4 Written Analysis and Reporting	11
<b>3.2 In-Depth Interviews</b>	<b>12</b>
<b>4.0 TELEPHONE SURVEY OF OLDER ADULTS FINDINGS</b>	<b>13</b>
<b>4.1 Current Activity level</b>	<b>13</b>
<b>4.2 Indicators of Isolation: Urgency Behind Need</b>	<b>38</b>
<b>4.3 Safety and Security</b>	<b>46</b>
<b>4.4 Aging in Place</b>	<b>50</b>
<b>4.5 Statistically Significant Variations of Responses Correlated to Age</b>	<b>74</b>
<b>4.6 Respondent Demographics</b>	<b>76</b>
<b>5.0 INTERVIEW FINDINGS</b>	<b>79</b>
<b>5.1 Activity Offerings, Interests and Gaps</b>	<b>79</b>
<b>5.2 Social Isolation, Barriers to Activities, and Strategies to Reduce them</b>	<b>80</b>
<b>5.3 Seniors Centre Collaborations and Training</b>	<b>82</b>
<b>5.4 Challenges of the Growth and Development of Seniors Programming</b>	<b>83</b>
<b>5.5 Changing Attitudes and Expectations of Seniors</b>	<b>83</b>
<b>5.6 Aging in Place</b>	<b>84</b>
<b>5.7 Different Cultural Groups of Seniors</b>	<b>84</b>
<b>APPENDIX A – SURVEY INSTRUMENT</b>	<b>86</b>
<b>APPENDIX B – INTERVIEW GUIDE</b>	<b>99</b>

## 1.0 EXECUTIVE SUMMARY

### 1.1 Project Background & Purpose

Edmonton is a community that values, respects and actively supports the safety, diversity and well-being of older adults. In October 2008, the City of Edmonton conducted the 2008 Seniors Needs Assessment. The intent of the survey was to gather a clear and accurate representation of the services that are most helpful to older adults, the services that need improvements, and to help identify service priorities and opportunities in the provision of services to older adults in Edmonton. This survey, along with extensive community consultation, contributed to the development of an action plan based on the World Health Organization's Guide to Age-Friendly Cities.

In 2010, City Council adopted the Edmonton Seniors Declaration and in 2012 endorsed the "Vision for an Age Friendly Edmonton Action Plan". Since 2013, Age Friendly Edmonton (AFE) partners have been actively implementing projects and initiatives that will help achieve the goals outlined in the Vision for an Age Friendly Edmonton Action Plan.

The 'Social and Recreational Participation' Working Group of the AFE Initiative has been tasked with accomplishing the following goals:

- Ensuring seniors have access to a wide array of affordable and personally relevant activities; and
- Providing opportunities for social engagement and recreation are inclusive and welcome diversity.

The Working Group identified the need for increased knowledge on the experience of older adults at social and recreational programs/facilities. Ultimately, the Working Group was seeking a better understanding of the motivations and/or barriers to social and recreational participation in order to improve facilities, policies, programs, and services.

Banister Research has been contracted to provide the City of Edmonton with strategic direction regarding older adult citizens' social and recreational participation in order to improve facilities, policies, programs and services within the City. The following research methods were utilized:

- **Telephone survey (n=800)** with the target demographic (adult citizens aged 55 or older). Results provide a margin of error no greater  $\pm 3.5\%$  at the 95% confidence level or 19 times out of 20; and
- **In-Depth interviews (n=10)** with identified stakeholders, as determined by the Client. Stakeholders included City staff and partners of Age Friendly Edmonton (AFE).

## 1.2 Key Findings

- Overall, Edmonton older adults' needs relative to social and recreational programs and facilities are being met. Most older adults are active, reflected by the large portion of older adults surveyed having participated in the following activities on, at minimum, a monthly basis, including:
  - Shopping (95% of respondents participated in this activity once a month or more);
  - Visiting family and friends (87%);
  - Engaging in outdoor activities (80%); and
  - Participating in hobbies alone in their household (72%).
- When asked if they would like to participate in more activities, more than half (56%) of respondents did not. When further probed about why they chose to visit the facilities they do, the most common response was its location was convenient (26%).
- When asked what barriers exist that prevent them from visiting a different facility lack of free time (14%) was the most common reason, followed by cost (11%), distance (11%), and a physical disability (11%). These results do not point to any obvious gaps in facility offerings.
- Rates of volunteerism amongst older adults have increased significantly in 2015, with over half (54%) of respondents reporting they had volunteered in the last 12 months, a significant increase from 40% in 2008.
- The majority of older adults (85%) indicated they felt safe in their community (ratings of 4 or 5 out of 5), a significant increase from 2008 where 75% of respondents reported feeling safe (ratings of 4 or 5 out of 5).

While the overarching results of the study reinforced that the needs of many in the older adult population are being met in the City of Edmonton, a few areas emerged where additional exploration or effort could be focused. These are discussed in the following sections.

### 1.2.1 Social Isolation

The results of the needs assessment highlight the current as well as the potential risk of social isolation amongst older adults, with stakeholders indicating that a greater number of older adults are being affected than anticipated. Indicators of social isolation as reflected in the survey results including:

- Three percent of respondents (3%) indicated they do not socialize with anyone over the course of an average week and 9% reported socializing with only 1 to 2 people in the course of one week;
- Close to one-third (29%) of respondents indicated that they would like more acquaintances, given the opportunity;
- One-third of respondents (32%) indicated that there were things that make it difficult to pursue social interactions; When asked to specify these barriers, 18% mentioned poor health or general health reasons, 17% mentioned a physical disability/handicap or limited mobility and 11% cited financial reasons or a lack of finances;
- Respondents who felt unsafe (ratings of 1 or 2) in their community (n=32) were asked why they provided this response. Sixteen (16%) percent of respondents cited feelings of isolation.

These results point to a segment of the older adult population that are inhibited or intimidated in some way from participating in various social and/or recreational settings. The respondent sub-groups significantly more likely to demonstrate feelings of social isolation included:

- Those who have not volunteered in the last 12 months;
- Those who disagree they are financially secure;
- Those whose marital status is other than married or widowed;
- Those who rent their home; and
- Those who use a computer 4 times a week or less.

While the results suggest that only this segment is most at risk, social isolation has the potential to affect a greater number of older adults. Interview respondents noted that a single incident such as fall or an injury can limit one's ability to maintain their current lifestyle, which in turn can quickly lead to social isolation. Efforts to circumvent or address social isolation should be two-fold; identification and intervention for those currently experiencing social isolation; and efforts regarding education and prevention for those who currently active but potentially at risk in the future.

Through the stakeholders, those at immediate risk of social isolation are referred to existing outreach services provided through some Senior Centre Associations, though further research may be warranted, to determine what process or techniques have been implemented in other cities to successfully address this issue.

### 1.2.2 Outreach Services

As determined through interviews with Senior Centre Associations, it is clear that outreach is an important part of ensuring the needs of older adults are being met. Outreach services are an effective way of connecting with older adults who become isolated, socially or otherwise. These services are currently supported through a referral network that exists between the Seniors Centre Associations providing outreach service, and those that do not, as well as standardized tools for conducting assessments. Referrals are also accepted from other agencies that interact with this at-risk older adult population on a regular basis.

It is recommended that the existing outreach network be further investigated, specifically to determine its effectiveness and to assess how it can be expanded and/or strengthened. As stated in the previous section, those at immediate risk of social isolation are assisted by outreach workers, and so the importance of their work must be prioritized. Additional resource needs for the outreach network should also be determined and formal involvement or support by the City in the network could be explored.

Additional training may be required amongst those participating in the existing network, to better equip stakeholders with the skills needed to identify and support those at risk. The City could play a leadership role in building stakeholder capacity in this regard. It should also be noted that conclusions presented in this section are based on interview findings only.

### 1.2.3 Volunteerism and Generation Squeeze

Expectations of retirement and volunteer involvement with the older adult population are changing. The younger generation of older adults have higher expectations of retirement life and plan to remain in their homes as they age.

Expectations regarding volunteer opportunities are also changing, with older adults seeking more meaningful and significant volunteer roles. Some older adults are delaying retirement, with some choosing to semi-retire. Many older adults are balancing the demands placed on them by elderly parents and adult children, resulting in potential time and financial constraints. “Not having enough time was the most frequently stated response to each of the following survey questions, including:

- What prevents you from being more active? (44%);
- What barriers or difficulties exist that discourage or prevent you from going to different facilities than the ones you do? (14%);
- In the past 12 months, what barriers have you encountered that prevented you from volunteering more frequently or volunteering at all? (33%); and
- What are the things that make it difficult to pursue social interactions? (33%).

It is important to be aware of the increased demands on the younger generation of older adults as they age, providing appropriate programming and support in their roles as caregivers to both grandparent, parents and children.

### 1.2.4 Housing Needs and Aging in Place

As identified in the survey results, aging in place is important to a majority of older adults. Eighty two percent (82%) of older adults ranked staying in their home as important (a rating of 4 or 5 out of 5). Given the importance that older adults assign to aging in place, the level of awareness of assistance and service for those staying in their homes should be prioritized. Interview respondents reported varying awareness levels with services to assist aging in place, which is further reinforced by the survey results.

Those who indicated that they had never received assistance for a range of activities from someone other than a loved one were asked if they were aware that they could receive assistance with various activities. Respondents reported a range of levels of awareness with these services ranging from 36% to 69%.

While some older adults are aware of the services they can access to help them age in place, there are a large number who are not, which could lead to issues if and when they are in need of these services. If

older adults were more aware of the challenges of aging in place and the services they can access to assist them, they can better plan for their futures. Having comprehensive information about aging in place supports in locations that older adults frequent may help to ensure these services are accessible.

### **1.2.5 Multicultural Older Adults**

Due to multicultural older adults not being the focus of this study, the current understanding of how to engage with different cultural demographics of older adults and what their needs are were not explored in-depth. Only two of the ten interview respondents reported interacting with cultural groups in a formalized and effective way, one through the Multicultural Health Brokers and the other through the Community Services branch of the City.

The City could act as a liaison between groups, or work as a connector to help the Senior Centre Associations engage with various cultural groups. For further exploration of the topic of multicultural older adults, please refer to The Age of Wisdom report: Giving Voice to Edmonton's Immigrant Seniors and Identifying Their Needs, published on October 20<sup>th</sup>, 2015 available through: <http://www.seniorscouncil.net/senior-diversity>

It is important to note that the survey results, with only fifty six (n=56) respondents from a cultural background other than the Commonwealth/European/Western origins were not a representative source of information in this regard.

## 2.0 PROJECT BACKGROUND

Edmonton is a community that values, respects and actively supports the safety, diversity and well-being of older adults. In October 2008, the City of Edmonton conducted the 2008 Seniors Needs Assessment. The intent of the survey was to gather a clear and accurate representation of the services that are most helpful to older adults, the services that need improvements, and to help identify service priorities and opportunities in the provision of services to older adults in Edmonton. This survey, along with extensive community consultation, contributed to the development of an action plan based on the World Health Organization's Guide to Age-Friendly Cities.

In 2010, City Council adopted the Edmonton Seniors Declaration and in 2012 endorsed the "Vision for an Age Friendly Edmonton Action Plan". Since 2013, Age Friendly Edmonton (AFE) partners have been actively implementing projects and initiatives that will help achieve the goals outlined in the Vision for an Age Friendly Edmonton Action Plan.

The 'Social and Recreational Participation' Working Group of the AFE Initiative has been tasked with accomplishing the following goals:

- Ensuring seniors have access to a wide array of affordable and personally relevant activities; and
- Providing opportunities for social engagement and recreation are inclusive and welcome diversity.

The Working Group identified the need for increased knowledge on the experience of older adults at social and recreational programs/facilities. Ultimately, the Working Group was seeking a better understanding of the motivations and/or barriers to social and recreational participation in order to improve facilities, policies, programs, and services.

Banister Research has been contracted to provide the City of Edmonton with strategic direction regarding older adult citizens' social and recreational participation in order to improve facilities, policies, programs and services within the City. The following research methods were utilized:

- **Telephone survey (n=800)** with the target demographic (adult citizens aged 55 or older). Results provide a margin of error no greater  $\pm 3.5\%$  at the 95% confidence level or 19 times out of 20; and
- **In-Depth interviews (n=10)** with identified stakeholders, as determined by the Client. Stakeholders included City staff and partners of Age Friendly Edmonton (AFE).

This report outlines the results for the 2015 City of Edmonton Older Adults Needs Assessment study.

### 3.0 METHODOLOGY

All components of the project were designed and executed in close consultation with City of Edmonton (the Client). A detailed description of each task of the project is outlined in the remainder of this section.

#### 3.1 Telephone Survey of Older Adults

##### 3.1.1 Project Initiation and Questionnaire Review

At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Banister Research. The consulting team familiarized itself with the objectives of the Client, ensuring a full understanding of the issues and concerns to be addressed in the project. The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.

The survey instrument was developed in close consultation with City of Edmonton. A copy of the final questionnaire is provided in Appendix A.

##### 3.1.2 Survey Population and Data Collection

Telephone interviews were conducted from October 13<sup>th</sup> to November 3<sup>rd</sup>, 2015, at the Banister Research Call Centre. A total of 800 surveys were completed with City of Edmonton residents aged 55 years or older. Results provide a margin of error no greater than  $\pm 3.5\%$  at the 95% confidence level, or 19 times out of 20. To ensure the survey was representative sample, the following quotas were used:

Quotas	
Gender	Number of Respondents
Male	376
Female	424
Age	
55 to 64	392
65 to 79	295
80 and over	113

A minimum of 65 respondents per City Ward were also included in the sample.

To maximize the sample, up to five (5) call back attempts were made to each listing, prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen (15) minutes. Where there was an answering machine, fax, or no answer, the call back was scheduled for a different time period on the following day. The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.

The following table presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was an 18% response rate and a 57% refusal rate. It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

---

<b>Summary of Final Call Attempts</b>	
<b>Call Classification:</b>	<b>Number of Calls:</b>
Completed Interviews	800
Busy/No Answer/Answering Machine/Appointments set	8,687
Respondents Unavailable	79
Refusals	3,758
Fax/Modem/Business/Not-In-Service/Wrong Number	2,247
Language Barrier/Communication Problem	374
Disqualified/Quota Full	2,055
<b>Total</b>	<b>18,000</b>

---

At the outset of the fieldwork, all interviewers and supervisors were given a thorough step-by-step briefing to ensure the successful completion of telephone interviews. To ensure quality, at least 20% of each interviewer's work was monitored by a supervisor on an on-going basis.

The questionnaire was programmed into Banister Research's Computer Assisted Telephone Interviewing (CATI) system. Using this system, data collection and data entry were simultaneous, as data was entered into a computer file while the interview was being conducted. Furthermore, the CATI system allowed interviewers to directly enter verbatim responses to open-ended questions.

### 3.1.3 Data Analysis

While data was being collected, Banister Research provided either a written or verbal progress report to the Client. After the questionnaires were completed and verified, all survey data was compiled into a computerized database for analysis.

Data analysis included cross-tabulation, whereby the frequency and percentage distribution of the results for each question were broken down based on respondent characteristics and responses (e.g. length of residency, demographics, etc.). Statistical analysis included a Z-test to determine if there were significant differences in responses between respondent subgroups. Results were reported as statistically significant at the 95% confidence level.

A list of responses to each open-ended question was generated by Banister Research. The lead consultant reviewed the list of different responses to the open-ended or verbatim question and then a code list was established. To ensure consistency of interpretation, the same team of coders was assigned to this project from start to finish. The coding supervisor verified at least 10% of each coder's work. Once the questionnaires were fully coded, computer programs were written to check the data for quality and consistency. All survey data was compiled into a computerized database for analysis. Utilizing SPSS analysis software, the survey data was reviewed to guarantee quality and consistency (e.g., proper range values and skip patterns).

The detailed data tables have been provided under a separate cover. It is important to note that any discrepancies between charts, graphs or tables are due to rounding of the numbers.

### 3.1.4 Written Analysis and Reporting

Written analysis and reporting were conducted from November 4<sup>th</sup> to 13<sup>th</sup>. The results of the telephone survey and the in-depth interviews were reviewed and common themes identified. These results are presented in Section 1.0 of the report. The full results of the telephone survey are presented in Section 4.0.

### 3.2 In-Depth Interviews

Following the project kick-off meeting on September 28<sup>th</sup>, 2015, Banister Research worked with the Client to prepare the data collection tools including the interview guide. A copy of the final interview guide can be found in Appendix B. A contact list of respondents was provided to Banister Research by the Client.

Once the interview guide was finalized, a total of ten interviews (n=10) were conducted between October 16<sup>th</sup> and November 9<sup>th</sup>, 2015. The in-depth interviews ranged from 45 to 60 minutes in length, and were conducted by senior/executive staff of Banister Research. One day prior to each scheduled interview, interviewees were sent a reminder email of the scheduled interview, and a copy of the interview guide, if requested. Below is summary of those individuals interviewed.

- **Senior Centre Associations (n=8)** – These were associations that have a physical location, and offer memberships and programming for older adults. Eight (8) respondents were interviewed, representing six (6) different senior centre associations.
- **Volunteer Run Associations (n=1)** – The Association interviewed was the Lifestyle Helping Hands Seniors Associations, who assist older adults by driving them to appointments and outings.
- **City of Edmonton - Corporate Services - Office of the City Clerk, Elections and Census (n=1)** – Corporate Services - Office of the City Clerk, Elections and Census was interviewed as they are currently undertaking consultations on how polling stations could be adapted to be more accessible to older adults.

A list of responses to each open-ended question was generated by Banister Research. The lead consultant reviewed the list of different responses to each open-ended or verbatim question. A thematic analysis was done on these results, and is presented in Section 5.0.

## 4.0 TELEPHONE SURVEY OF OLDER ADULTS FINDINGS

Results of the survey are presented as they relate to the specific topic areas addressed by the survey. It is important to note that the data tables, under a separate cover, provide a detailed analysis of all survey findings. The reader should also note, when reading the report that the term *significant* refers to “statistical significance.” Only those respondent subgroups which reveal statistically significant differences at the 95% confidence level (19 times out of 20) have been included. Respondent subgroups that are statistically similar have been omitted from the presentation of findings.

### 4.1 Current Activity level

To begin, respondents were asked how often they participate in a number of social, wellness, recreational, educational, creative and/or cultural activities. Most commonly, respondents participated in the following activities once a month or more:

- Shop (95% of respondents participated in this activity once a month or more);
- Visit family and friends (87%);
- Outdoor activities (80%); and
- Hobbies alone in their household (72%).

Conversely, less than one-third of respondents participated in the following activities once a month or more:

- Travel for business or personal reasons (30% of respondents participated in this activity once a month or more);
- Hobbies with groups (28%);
- Health and wellness activities (17%); and
- Civic involvement (16%).

See Figure 1 and 2 and Table 1, on the following pages.

Figure 1

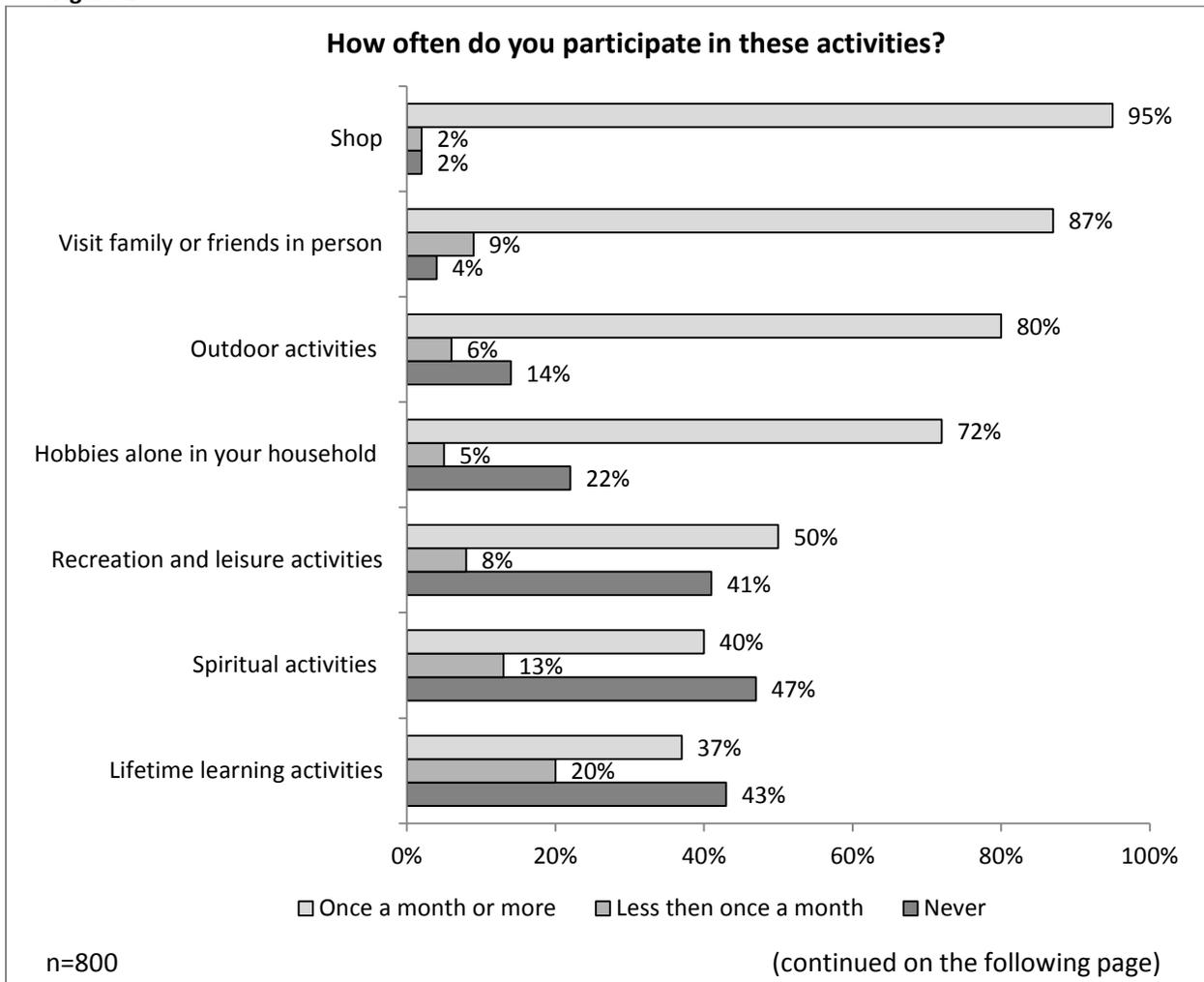


Figure 2

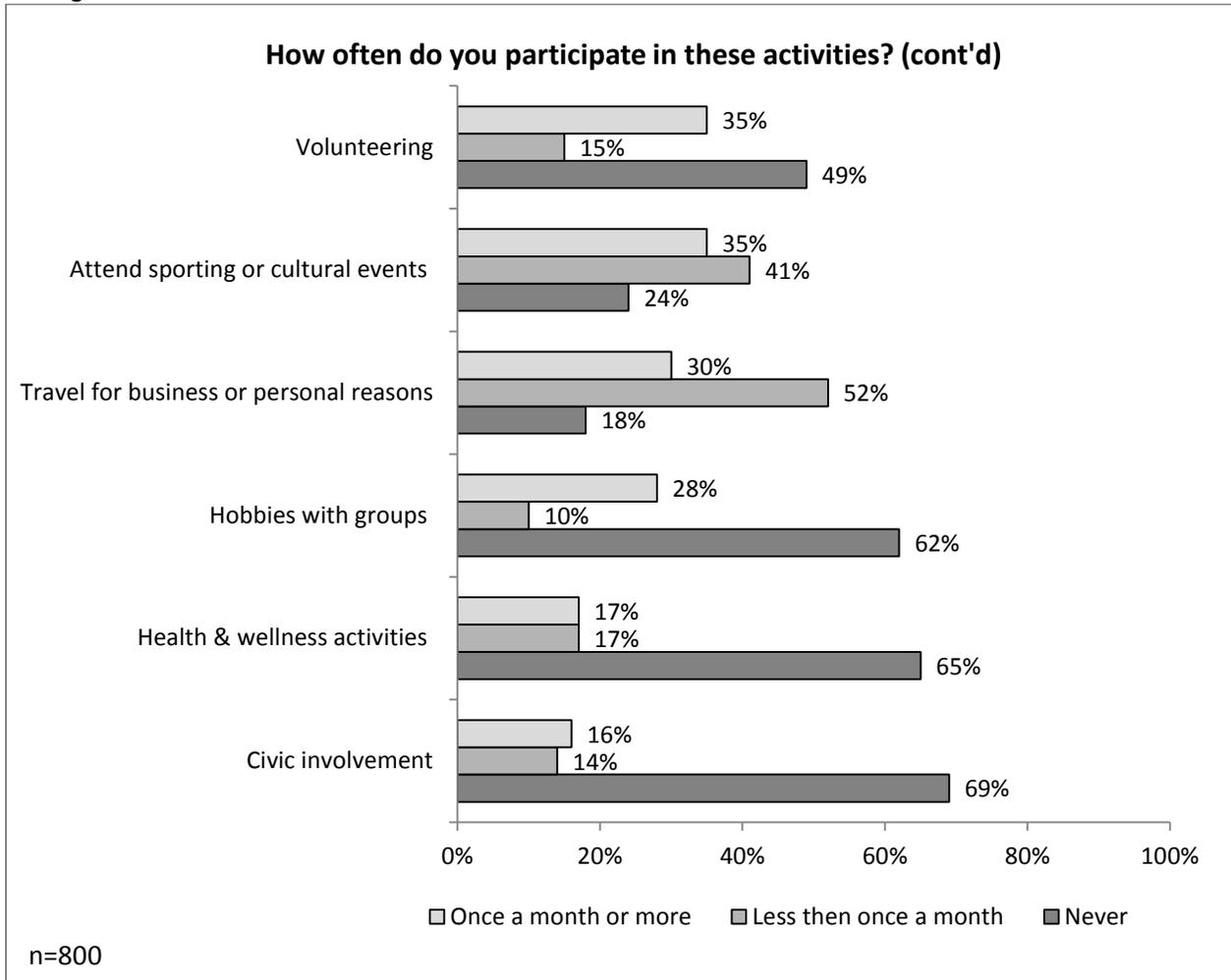


Table 1

How often do you participate in these activities?									
	Percent of Respondents (n=800)								
	More than once a week	Once a week	A few times a month	Once a month	Once every few months	Once a year	Less than once a year	Never	Refuse/No Answer
Outdoor activities	53	12	9	6	4	1	1	14	<1
Shop	50	32	10	3	2	<1	<1	2	<1
Hobbies alone in your household	50	13	6	4	3	1	1	22	1
Visit family or friends in person	40	26	13	8	6	3	1	4	<1
Recreation and leisure activities	34	10	4	3	4	2	3	41	1
Volunteering	13	10	6	7	9	5	2	49	1
Travel for business or personal reasons	10	4	6	10	34	16	2	18	1
Health & wellness activities	10	3	2	4	7	7	3	65	1
Lifetime learning activities	9	8	10	9	11	6	2	43	1
Hobbies with groups	9	9	5	5	5	3	2	62	<1
Spiritual activities	8	23	4	5	7	4	2	47	<1
Attend sporting or cultural events	3	3	11	17	29	10	2	24	1
Civic involvement	3	3	4	6	6	6	3	69	1

Respondent subgroups significantly more likely to **take part in outdoor activities more than once a week** included:

- Those aged 55 to 64 (57%) versus those aged 80 years and older (43%);
- Those who have volunteered in the past 12 months (60%) versus those who have not (45%);
- Those who socialize with 6 to 10 people in average a week (58%) or 11 or more (58%) versus those who socialize with 0 to 5 people (43%);
- Those who talk to friends 3 to 10 times a week (53%) or 11 or more times (69%) versus those who talk to friends 0 to 2 times a week (42%); and
- Those whose household income is \$150,000 or greater (66%) versus those whose income is \$100,000 to less than \$150,000 (50%) or less than \$50,000 (50%).

Respondent subgroups significantly more likely to **shop more than once a week** included:

- Those who live in the South-West part of the City (57%) versus those who live in the North-West/Central part (44%);
- Those who socialize with 11 or more people in average a week (52%) versus those who socialize with 0 to 5 people (44%);
- Those who talk to friends 3 to 10 times a week (52%) versus those who talk to friends 0 to 2 times (42%);
- Those who agree they are financially secure (51%) versus those who do not (39%);
- Those who are married (52%) versus those whose marital status is other than married or widowed (43%);
- Those whose household income is between \$100,000 and less than \$150,000 (60%) versus those whose income is less than \$50,000 (45%); and
- Those who use a computer 5 or more times a week (52%) versus those who use one 0 to 4 times (43%).

Respondent subgroups significantly more likely to **do hobbies alone in their household more than once a week** included:

- Female (56%) versus male (43%);
- Those whose marital status is other than married or widowed (57%) versus those who are married (48%); and
- Those who use a computer 5 or more times a week (53%) versus those who use one 0 to 4 times (42%).

Respondent subgroups significantly more likely to **visit family or friends in person more than once a week** included:

- Female (45%) versus male (34%);
- Those aged 65 to 79 (43%) versus those aged 80 years and older (31%);
- Those who have volunteered in the past 12 months (47%) versus those who have not (31%);
- Those who socialize with 6 or more people on average a week (43% to 48%) versus those who socialize with 0 to 5 (26%); and
- Those who talk to friends 3 or more times a week (41% to 60%) versus those who talk to friends 0 to 2 times (24%).

Respondent subgroups significantly more likely to **do recreation and Leisure activities more than once a week** included:

- Those who live in the South-West part of the City (43%) versus those who live in the North-West/Central (31%) or North-East part (28%);
- Those who have volunteered in the past 12 months (42%) versus those who have not (23%);
- Those who socialize with 6 or more people a week (36% to 40%) versus those who socialize with 0 to 5 people (23%);
- Those who talk to friends 3 or more times a week (34% to 45%) versus those who talk to friends 0 to 2 times (25%);
- Those who are married (37%) versus those who are widowed (26%) or whose marital status is other than married or widowed (28%);
- Those who spend a month or more outside of Edmonton (46%) versus those who do not (28%);
- Those whose household income is more than \$50,000 (34% to 44%) versus those whose income is less than \$50,000 (25%); and
- Those who do not come from a Commonwealth/European/Western cultural background (48%) versus those who do (33%).

Respondent subgroups significantly more likely to **volunteer more than once a week** included:

- Those who live in the South-West part of the City (16%) versus those who live in the North-East part (9%);
- Those who socialize with 11 or more people on average a week (21%) versus those who socialize with 6 to 10 people (10%) or 0 to 5 people (5%); and
- Those who talk to friends 3 to 10 times a week (11%) or 11 or more times (25%) versus those who talk to friends 0 to 2 times (5%).

Respondent subgroups significantly more likely to **travel for business or personal reasons more than once a week** included:

- Male (13%) versus female (8%);
- Those who talk to friends 3 to 10 times a week (13%) versus those who talk to friends 0 to 2 times (5%); and
- Those whose household income is \$50,000 to less than \$100,000 (14%) versus those whose income is less than \$50,000 (7%).

Respondent subgroups significantly more likely to **do health & wellness activities more than once a week** included:

- Those who have volunteered in the past 12 months (12%) versus those who have not (7%);
- Those who socialize with 6 or more people on average a week (11% to 12%) versus those who socialize with 0 to 5 (6%);
- Those who talk to friends 11 or more times a week (14%) versus those who talk to friends 0 to 2 times (5%);
- Those who spend a month or more outside of Edmonton (13%) versus those who do not (8%);
- Those whose household income is \$150,000 or greater (17%) versus those whose income is less than \$50,000 (7%); and
- Those who use a computer 5 or more times a week (11%) versus those who use one 0 to 4 times (5%).

Respondent subgroups significantly more likely to **take part in lifetime learning activities more than once a week** included:

- Those who live in the North-West/Central part of the City (11%) versus those who live in the North-East part (6%);
- Those who socialize with 11 or more people on average a week (12%) versus those who socialize with 6 to 10 (7%); and
- Those who talk to friends 11 or more times a week (17%) versus those who talk to friends 0 to 10 times (7% to 8%).

Respondent subgroups significantly more likely to **do hobbies with groups more than once a week** included:

- Those who socialize with 11 or more people on average a week (14%) versus those who socialize with 10 or less (4% to 8%);
- Those who talk to friends 11 or more times a week (16%) versus those who talk to friends 0 to 10 times (6% to 8%); and
- Those who are widowed (14%) versus those who are married (8%).

Respondent subgroups significantly more likely to **take part in spiritual activities more than once a week** included:

- Those aged 80 years and older (13%) versus those aged 55 to 64 (7%);
- Those who have volunteered in the past 12 months (11%) versus those who have not (5%);
- Those who socialize with 11 or more people on average a week (11%) versus those who socialize with 0 to 5 (5%);
- Those who would not like more acquaintances (9%) versus those who would (5%);
- Those who talk to friends 3 or more times a week (9% to 13%) versus those who talk to friends 0 to 2 times (4%);
- Those whose household income is less than \$50,000 (11%) versus those whose income is \$100,000 to less than \$150,000 (3%); and
- Those who do not come from a Commonwealth/European/Western cultural background (25%) versus those who do (7%).

Those who socialize with 11 or more people on average a week (5%) were significantly more likely to **attend sporting or cultural events more than once a week** versus those who socialize with 0 to 5 (1%).

Respondent subgroups significantly more likely to **take part in civic involvement more than once a week** included:

- Those aged 65 to 79 (5%) versus those aged 55 to 64 (2%);
- Those who have volunteered in the past 12 months (5%) versus those who have not (1%);
- Those who socialize with 11 or more people on average a week (5%) versus those who socialize with 6 to 10 people (2%) or 0 to 5 people (2%); and
- Those who talk to friends 11 or more times a week (4%) versus those who talk to friends 0 to 2 times (1%).

Respondent subgroups significantly more likely to **never take part in outdoor activities** included:

- Those who live in the North-West/Central (16%) or the North East part of the City (16%) versus those who live in the South-West part (9%);
- Those aged 65 to 79 (14%) or 80 years and older (31%) versus those aged 55 to 64 (8%);
- Those who have not volunteered in the past 12 months (23%) versus those who have (6%);
- Those who socialize with 0 to 5 people on average a week (24%) versus those who socialize with 6 to 10 people (10%) or 11 or more (8%);
- Those who talk to friends 0 to 2 times a week (24%) versus those who talk to friends 3 to 10 times (12%) or 11 or more times (7%);
- Those who disagree they are financially secure (27%) versus those who agree (12%);
- Those who rent their home (21%) versus those who own (13%);
- Those whose household income is less than \$50,000 (18%) or \$50,000 to less than \$100,000 (12%) versus those whose income is \$100,000 to less than \$150,000 (4%) or \$150,000 or greater (4%); and
- Those who use a computer 0 to 4 times a week (21%) versus those who use one 5 or more times (11%).

Respondent subgroups significantly more likely to **never shop** included:

- Those who live in the South-East part of the City (4%) versus those who live in the North-West/Central part (1%);
- Those aged 80 years and older (7%) versus those aged 65 to 79 (3%) or aged 55 to 64 (1%);
- Those who socialize with 0 to 5 people on average a week (4%) versus those who socialize with 6 to 10 people (1%); and
- Those who use a computer 0 to 4 times a week (6%) versus those who use one 5 or more times (1%).

Respondent subgroups significantly more likely to **never do hobbies alone in their household** included:

- Male (30%) versus female (16%);
- Those aged 80 years and older (35%) versus those aged 65 to 79 (20%) or 55 to 64 (20%);
- Those who have not volunteered in the past 12 months (29%) versus those who have (16%);
- Those who talk to friends 0 to 2 times a week (26%) or 3 to 10 times (23%) versus those who talk to friends 11 or more times (14%);
- Those whose household income is less than \$50,000 (26%) versus those whose income is \$50,000 to less than \$100,000 (18%) or \$100,000 to less than \$150,000 (15%); and
- Those who use a computer 0 to 4 times a week (32%) versus those who use one 5 or more times (19%).

Respondent subgroups significantly more likely to **never visit family or friends in person** included:

- Those who have not volunteered in the past 12 months (7%) versus those who have (2%);
- Those who socialize with 0 to 5 people on average a week (7%) versus those who socialize with 11 or more (3%);
- Those whose marital status is other than married or widowed (8%) versus those who are widowed (2%) or married (4%); and
- Those who rent their home (10%) versus those who own (3%).

Respondent subgroups significantly more likely to **never do recreation and leisure activities** included:

- Those who live in the North-West/Central (42%), the North East (47%), or the South-East (44%) part of the City versus those who live in the South-West part (33%);
- Those aged 65 to 79 (48%) or 80 years and older (51%) versus those aged 55 to 64 (34%);
- Those who have not volunteered in the past 12 months (55%) versus those who have (30%);
- Those who socialize with 0 to 5 people on average a week (52%) or 6 to 10 people (41%) versus those who socialize with 11 or more (33%);
- Those who are widowed (56%) versus those who are married (37%);
- Those who rent their home (52%) versus those who own (40%);
- Those who live alone (48%) versus those who live with others (39%);
- Those who do not spend a month or more outside of Edmonton (46%) versus those who do (31%);
- Those whose household income is less than \$50,000 (56%) versus those whose income is \$50,000 or greater (26% to 34%); and
- Those who use a computer 0 to 4 times a week (56%) versus those who use one 5 or more times (37%).

Respondent subgroups significantly more likely to **never volunteer** included:

- Those who live in the North-West/Central (50%), the North-East (57%), or the South-East (53%) part of the City versus those who live in the South-West part (39%);
- Those aged 80 years or older (60%) versus those aged 55 to 64 (40%)
- Those who socialize with 0 to 5 people on average a week (65%) versus those who socialize with 6 to 10 people (48%) or 11 or more (37%);
- Those who talk to friends 0 to 2 times a week (69%) or 3 to 10 times (47%) versus those who talk to friends 11 or more times (30%);
- Those whose marital status is other than married or widowed (57%) versus those who are married (46%);
- Those who rent their home (62%) versus those who own (48%);
- Those who do not spend a month or more outside of Edmonton (52%) versus those who do (42%);
- Those whose household income is less than \$50,000 (55%) versus those whose income is \$100,000 to less than \$150,000 (37%) or \$150,000 or greater (39%); and
- Those who use a computer 0 to 4 times a week (63%) versus those who use one 5 or more times (45%).

Respondent subgroups significantly more likely to **never travel for business or personal reasons** included:

- Those aged 80 years and older (41%) versus those aged 65 to 79 (16%) or 55 to 64 (12%);
- Those who have not volunteered in the past 12 months (25%) versus those who have (11%);
- Those who socialize with 0 to 5 people on average a week (24%) versus those who socialize with 6 to 10 people (13%) or 11 or more (15%);
- Those who talk to friends 0 to 2 times a week (24%) versus those who talk to friends 3 to 10 times (16%);
- Those who disagree they are financially secure (35%) versus those who agree (15%);
- Those who are widowed (30%) or whose marital status is other than married or widowed (21%) versus those who are married (14%);
- Those who rent their home (37%) versus those who own (15%);
- Those who live alone (23%) versus those who live with others (15%);
- Those who do not spend a month or more outside of Edmonton (23%) versus those who do (6%);
- Those whose household income is less than \$50,000 (26%) versus those whose income is \$50,000 to less than \$100,000 (11%) or \$100,000 to less than \$150,000 (9%); and
- Those who use a computer 0 to 4 times a week (32%) versus those who use one 5 or more times (13%).



Respondent subgroups significantly more likely to **never do health & wellness activities** included:

- Those aged 65 to 79 (69%) or 80 years and older (74%) versus those aged 55 to 64 (60%);
- Those who have not volunteered in the past 12 months (75%) versus those who have (57%);
- Those who socialize with 0 to 5 people on average a week (74%) versus those who socialize with 6 to 10 people (64%) or 11 or more (61%);
- Those who talk to friends 0 to 2 times a week (69%) versus those who talk to friends 11 or more times (57%);
- Those whose household income is less than \$50,000 (72%) versus those whose income is \$50,000 to less than \$100,000 (54%); and
- Those who use a computer 0 to 4 times a week (74%) versus those who use one 5 or more times (63%).

Respondent subgroups significantly more likely to **never take part in lifetime learning activities** included:

- Those who live in the North East part of the City (52%) versus those who live in the North-West/Central (42%), or the South-West part (34%);
- Those aged 80 years and older (54%) versus those aged 55 to 64 (40%) or 65 to 79 (42%);
- Those who have not volunteered in the past 12 months (57%) versus those who have (31%);
- Those who socialize with 0 to 5 people on average a week (50%) versus those who socialize with 11 or more (37%);
- Those who would not like more acquaintances (46%) versus those who would (37%);
- Those who talk to friends 0 to 2 times a week (53%) versus those who talk to friends 3 to 10 times (41%) or 11 or more times (34%);
- Those who disagree they are financially secure (61%) versus those who agree (40%);
- Those who are widowed (52%) versus those who are married (40%);
- Those who do not spend a month or more outside of Edmonton (45%) versus those who do (38%);
- Those whose household income is less than \$50,000 (54%) versus those whose income is \$50,000 or greater (25% to 40%); and
- Those who use a computer 0 to 4 times a week (57%) versus those who use one 5 or more times (39%).

Respondent subgroups significantly more likely to **never do hobbies with groups** included:

- Those who live in the North East part of the City (66%) versus those who live in the South-West part (56%);
- Those aged 80 years and older (74%) versus those aged 65 to 79 (63%) or 55 to 64 (58%);
- Those who have not volunteered in the past 12 months (75%) versus those who have (51%);
- Those who socialize with 0 to 5 people on average a week (72%) versus those who socialize with 6 to 10 people (63%) or 11 or more (53%);
- Those who talk to friends 0 to 2 times a week (75%) versus those who talk to friends 3 to 10 times (61%) or 11 or more times (52%);
- Those whose household income is less than \$50,000 (67%) versus those whose income is \$100,000 to less than \$150,000 (53%); and
- Those who use a computer 0 to 4 times a week (73%) versus those who use one 5 or more times (59%).

Respondent subgroups significantly more likely to **never take part in spiritual activities** included:

- Those who have not volunteered in the past 12 months (58%) versus those who have (37%);
- Those who socialize with 0 to 5 people on average a week (60%) versus those who socialize with 6 to 10 people (41%) or 11 or more (39%);
- Those who talk to friends 0 to 2 times a week (58%) versus those who talk to friends 3 to 10 times (45%) or 11 or more times (35%);
- Those whose marital status is other than married or widowed (57%) versus those who are widowed (44%) or married (44%);
- Those whose household income is \$100,000 to less than \$150,000 (57%) versus those whose income is \$50,000 to less than \$100,000 (43%); and
- Those who are from a Commonwealth/European/Western cultural background (48%) versus those who are not (27%).

Respondent subgroups significantly more likely to **never attend sporting or cultural events** included:

- Those who live in the North-West/Central (27%) or the North-East (30%) part of the City versus those who live in the South-West part (14%);
- Those aged 65 to 79 (23%) or 80 years and older (48%) versus those aged 55 to 64 (17%);
- Those who have not volunteered in the past 12 months (36%) versus those who have (13%);
- Those who socialize with 0 to 5 people on average a week (33%) versus those who socialize with 6 to 10 people (23%) or 11 or more (16%);
- Those who talk to friends 0 to 2 times a week (33%) versus those who talk to friends 3 to 10 times (22%) or 11 or more times (16%);
- Those who feel unsafe in their community (44%) versus those who feel safe (23%);
- Those who disagree they are financial secure (42%) versus those who agree (21%);
- Those who are widowed (43%) versus those who are married (19%) or whose marital status is other than married or widowed (25%);
- Those who rent their home (43%) versus those who own (21%);
- Those who live alone (28%) versus those who live with others (22%);
- Those who do not spend a month or more outside of Edmonton (26%) versus those who do (19%);
- Those whose household income is less than \$50,000 (34%) versus those whose income is \$50,000 or greater (12% to 17%); and
- Those who use a computer 0 to 4 times a week (42%) versus those who use one 5 or more times (18%).

Respondent subgroups significantly more likely to **never take part in civic involvement** included:

- Those who have not volunteered in the past 12 months (87%) versus those who have (53%);
- Those who socialize with 0 to 5 people on average a week (77%) versus those who socialize with 6 to 10 people (68%) or 11 or more (62%);
- Those who talk to friends 0 to 2 times a week (82%) versus those who talk to friends 3 to 10 times (66%) or 11 or more times (59%);
- Those who disagree they are financial secure (78%) versus those who agree (67%);
- Those whose household income is less than \$50,000 (73%) versus those whose income is \$100,000 to less than \$150,000 (59%) or \$150,000 or greater (60%); and
- Those who use a computer 0 to 4 times a week (82%) versus those who use one 5 or more times (64%).

Respondents were then asked if there were any other types of social, wellness, recreational, educational, creative or cultural activities that they participate in. The vast majority of respondents (98%) did not mention any other activities. Activities that were mentioned included entertainment activities such as going to the movie theater or casino (1%), activities at a local seniors centre, in general (<1%) and dining out at restaurants or cafes (<1%).

See Table 2, below.

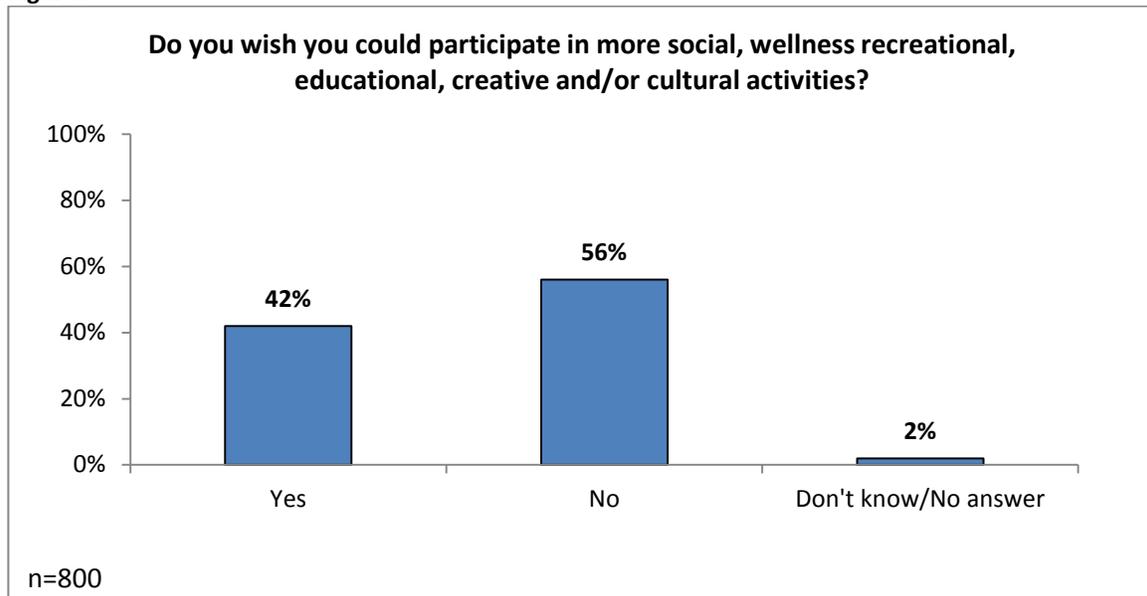
**Table 2**

<b>Are there any other types of social, wellness, recreational, educational, creative and/or cultural activities you participate in we didn't mention?</b>	
	<b>Percent of Respondents* (n=800)</b>
<b>No</b>	98
<b>Yes; Specify</b>	<b>1</b>
Entertainment activities (e.g. going to movie theater, casino, etc.)	1
Activities at local seniors centre (general)	<1
Dining out at restaurants/cafes	<1
Refuse, Don't know	1

Respondents were next asked if they wished they could participate in more social, wellness, recreational, educational, creative, and/or cultural activities. Forty-two percent (42%) of respondents indicated that they wished they could participate in more of these activities, while 56% did not wish to participate in more activities.

See Figure 3, below.

Figure 3



Respondent subgroups significantly more likely to **want to take part in more social, wellness recreational, educational, creative and/or cultural activities** included:

- Females (48%) versus males (36%);
- Those who live in the North-East (47%) or the South-East (49%) part of the City versus those who live in the North-West/Central part (37%);
- Those aged 55 to 64 (50%) versus those aged 65 to 79 (38%) or 80 years and older (28%);
- Those who have volunteered in the past 12 months (46%) versus those who have not (39%);
- Those who would like more acquaintances (71%) versus those who would not (31%);
- Those who feel safe in their community (59%) versus those who do not (42%); and
- Those who agree they are financially secure (60%) versus those who do not (40%).

Respondents who wished they could participate in more activities (n=338) were asked what prevents them from being more active. Nearly half of respondents (44%) indicated a lack of time, followed by 35% who indicated a health condition prevented them from doing more. See Table 3, below.

**Table 3**

<b>What prevents you from being more active?</b>	
<b>Base: Respondents that wish they could participate in more social, wellness, recreational, educational, creative and/or cultural activities</b>	<b>Percent of Respondents (n=338)</b>
Not enough time	44
A health condition prevents you from doing more	35
It is too expensive	14
Not interested	8
Transportation barriers	6
Community has no facilities or programs available	4
The facilities, equipment or programs are not accessible	4
Laziness/lack of motivation	3
Lack of awareness of activities/opportunities (general)	3
Do not feel comfortable or welcome at the facility where the activity takes place	2
Need specialized aid or equipment that I do not have	2
Need someone's assistance	2
Other (less than 1 % of responses)	4
Refuse, Don't know	1

All respondents were then asked to indicate the top three reasons they choose to visit the particular facilities that they do. Convenient location was the most common response (26%), followed by interaction with other people (19%), for exercise (12%), and for pleasure or enjoyment (11%). Fifteen percent (15%) of respondents indicated that they do not visit any facilities.

See Table 4, below.

**Table 4**

<b>For the activities that you do, what are the top three reasons you choose to visit the facilities you do?*</b>	
	<b>Percent of Respondents (n=800)</b>
Location is convenient/close to home	26
Interaction with other people/meeting new people	19
Exercise/health and well being	12
For pleasure/enjoyment/interesting/entertainment	11
Good price/affordable	7
Depends on activity/specific program/ event only offered at specific facilities	6
Facility is accessible/close to transit	5
Offer good amenities/programs	5
Family member/friends also attend facility	4
Enjoy the activities offered (in general)	4
Is a member of the facility/centre/worked there/already involved	4
Other (3% of responses or less)	33
None/do not visit any facilities	15
Refuse, Don't know	8

\*Multiple responses

Next, respondents were asked to identify any barriers or difficulties that exist that would discourage or prevent them from visiting different facilities than the ones that they currently visit. The most common barriers included a lack of free time (14%), cost (11%), distance (11%), or a physical disability (11%). Nearly one-third of respondents indicated that there were no barriers or difficulties (30%).

See Table 5, below.

**Table 5**

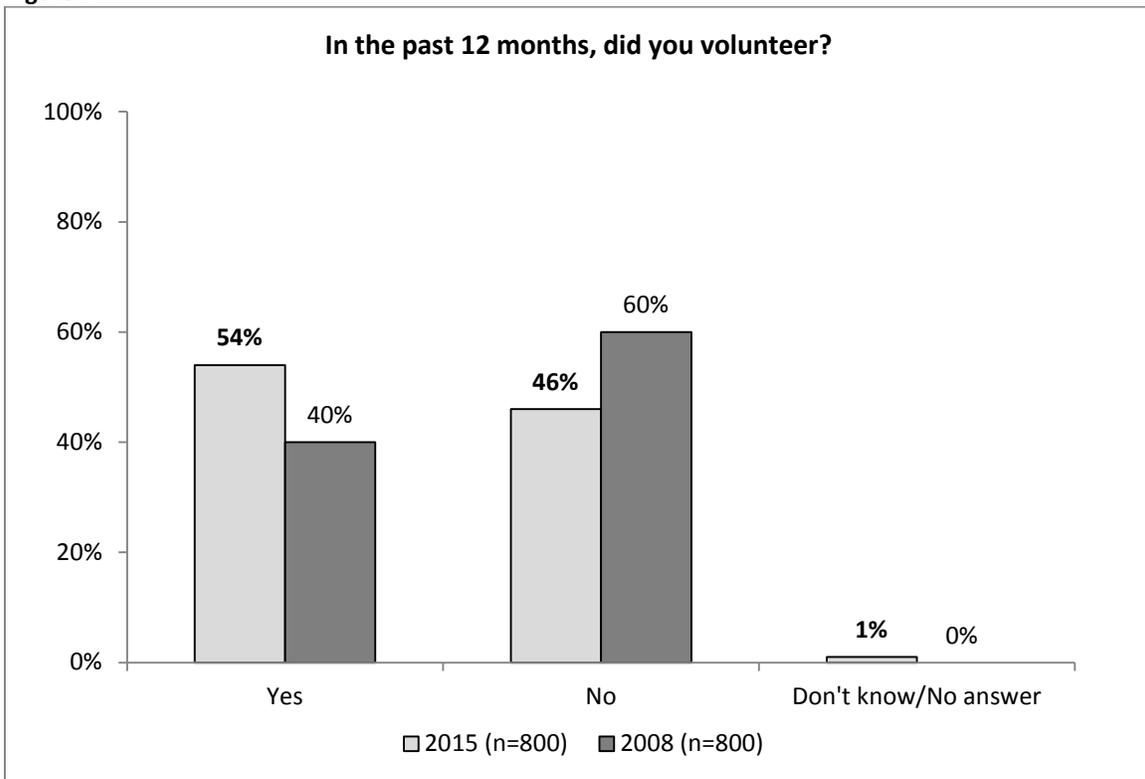
<b>What barriers or difficulties exist that discourage or prevent you from going to different facilities than the ones you do?*</b>	
	<b>Percent of Respondents (n=800)</b>
Lack of free time (e.g. too busy, work schedule, family commitment, etc.)	14
Cost/financial reasons	11
Distance/other facilities are too far away	11
Physical disability/handicap/limited mobility	11
Poor health/health reasons	7
Lack of interest	7
Lack of transportation/does not drive	5
Poor/bad weather	3
Other (less than 2% of responses)	15
None/no barriers/difficulties	30
Refuse, Don't know	5

\*Multiple responses

Respondents were next asked if they had volunteered in the past 12 months. Over half of the respondents (54%) had volunteered (a significant increase from 40% in 2008), while 46% had not (a significant decrease from 60% in 2008).

See Figure 4, below.

Figure 4



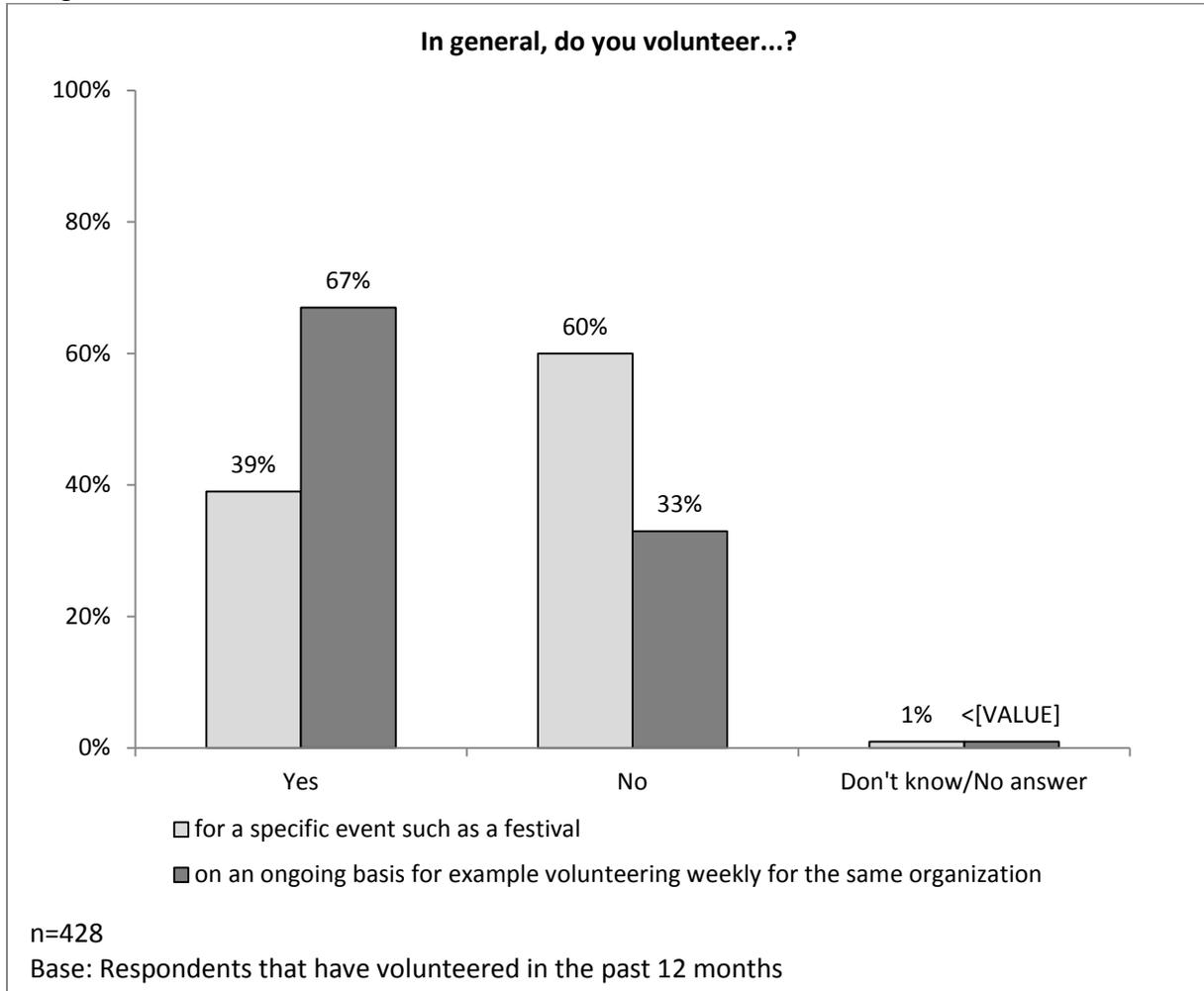
Respondent subgroups significantly more likely to **have volunteered in the past 12 months** included:

- Those who live in the North-West/Central (56%), the South-West (59%), or the South-East (54%) part of the City versus those who live in the North-East part (43%);
- Those aged 55 to 64 (58%) or 65 to 79 (53%) versus those aged 80 years and older (40%);
- Those who socialize with 6 to 10 people in an average week (53%) or 11 or more people (67%) versus those who socialize with 0 to 5 people (39%);
- Those who talk to friends 3 to 10 times a week (56%) or 11 or more times (74%) versus those who talk to friends 0 to 2 times (31%);
- Those who feel safe in their community (55%) versus those who do not (25%);
- Those who agree they are financially secure (55%) versus those who do not (44%);
- Those whose household income is \$50,000 or more (57% to 68%) versus those whose income is less than \$50,000 (46%); and
- Those who use a computer 5 or more times in a week (59%) versus those who use one 0 to 4 times (36%).

Those who had volunteered in the past 12 months (n=428) were asked whether they volunteered on an ongoing basis, or if they volunteered for a specific event. Two-thirds of respondents (67%) indicated that they volunteered on an ongoing basis, for example, volunteering weekly for the same organization, while 39% indicated they volunteered for a specific event such as a festival.

See Figure 5, below.

Figure 5



Those who had volunteered in the past 12 months (n=428) most commonly indicated that they volunteered for a religious organization (15%), fundraising or canvassing (14%), or they are a Board Member of a committee (13%).

See Table 6, below.

**Table 6**

<b>What type of volunteer work do you do?</b>	
<b>Base: Respondents that have volunteered in the past 12 months</b>	<b>Percent of Respondents (n=428)</b>
Religious organization/church/spiritual/place of worship	16
Fundraising/canvassing	14
Is a Board Member/sits on a Board/committee	13
Cooking/food preparation/kitchen work	6
Volunteer work at local events/festivals/performances (general)	5
Services for the homeless/needy/homeless shelter/food bank	5
Nursing home/retirement home	5
Political organization/party	5
Other (less than 5 % of responses)	47
Refuse, Don't know	1

**\*Multiple responses**

When asked to identify any barriers they had encountered that would prevent them from volunteering more frequently or at all, those who had volunteered in the past 12 months (n=428) most commonly indicated time (33%) and health (16%).

See Table 7, below.

**Table 7**

<b>In the past 12 months, what barriers have you encountered that prevented you from volunteering more frequently or volunteering at all?</b>	
<b>Base: Respondents that have volunteered in the past 12 months</b>	<b>Percent of Respondents (n=428)</b>
Time	33
Health	16
Tired/Fatigued	5
Work schedule	4
Mobility concerns	4
Transportation	3
Family/personal commitments (in general)	3
None	30
Other (less than 3% of respondents)	19
Refuse, Don't know	1

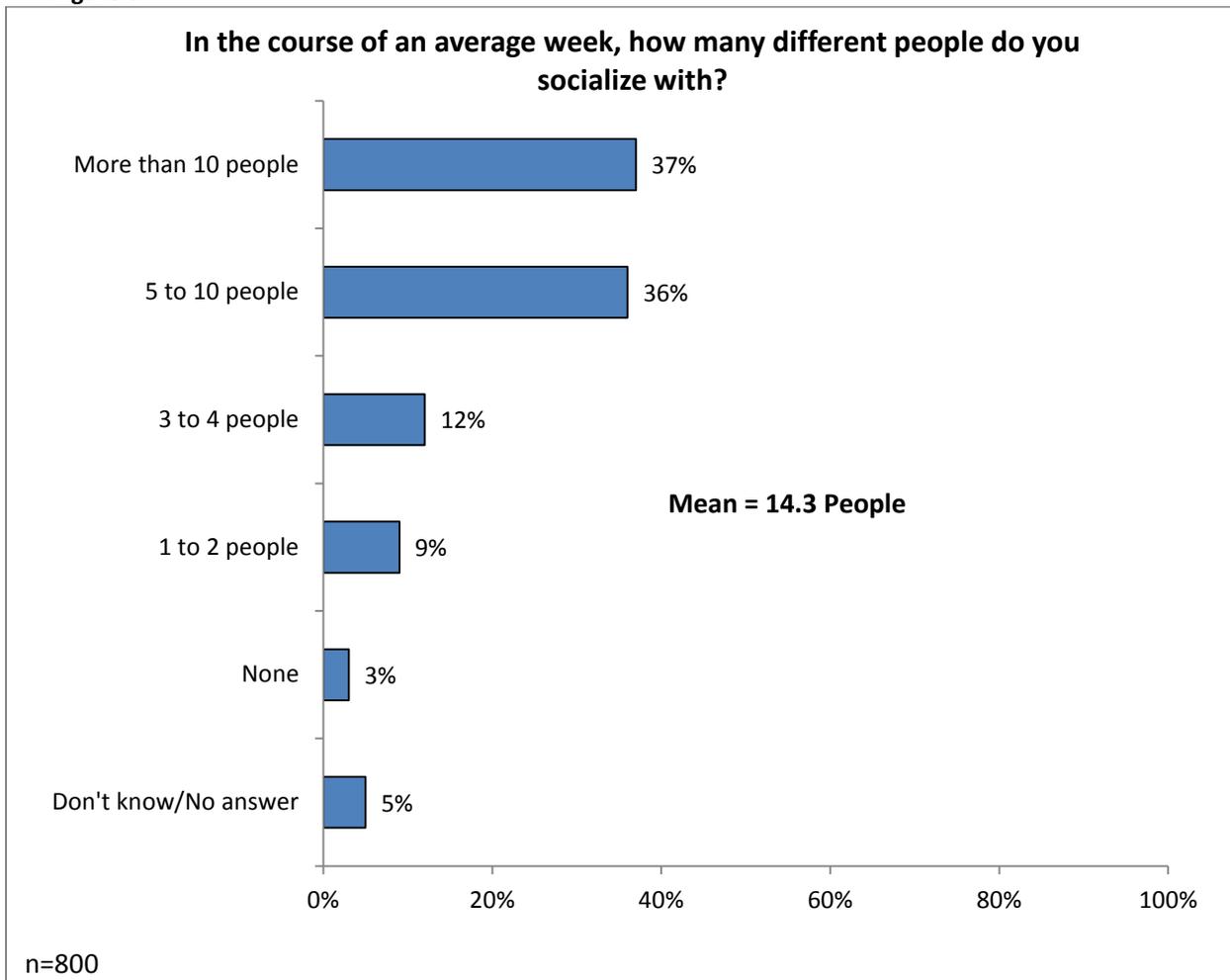
## 4.2 Indicators of Isolation: Urgency Behind Need

In this section of the survey, respondents were asked a series of questions related to their social interactions on a weekly basis.

First, all respondents were asked how many different people they socialize with in the course of an average week. Over one-third of respondents indicated they socialize with more than 10 people (37%) or 5 to 10 people (36%).

See Figure 6, below.

Figure 6



Respondent subgroups significantly more likely to **have socialized with no one on average during a week** included:

- Those who have not volunteered in the past 12 months (6%) versus those who have (1%);
- Those who talk to friends 0 to 2 times a week (11%) versus those who talk to friends 3 to 10 times (1%);
- Those who feel safe in their community (9%) versus those who do not (3%);
- Those who disagree they are financially secure (7%) versus those who agree (3%);
- Those whose marital status is other than married or widowed (5%) or who are widowed (7%) versus those who are married (2%);
- Those who rent their home (7%) versus those who own (3%); and
- Those who use a computer 0 to 4 times a week (6%) versus those who use one 5 or more times (2%).

Respondent subgroups significantly more likely to **have socialized with 5 to 10 people on average during a week** included:

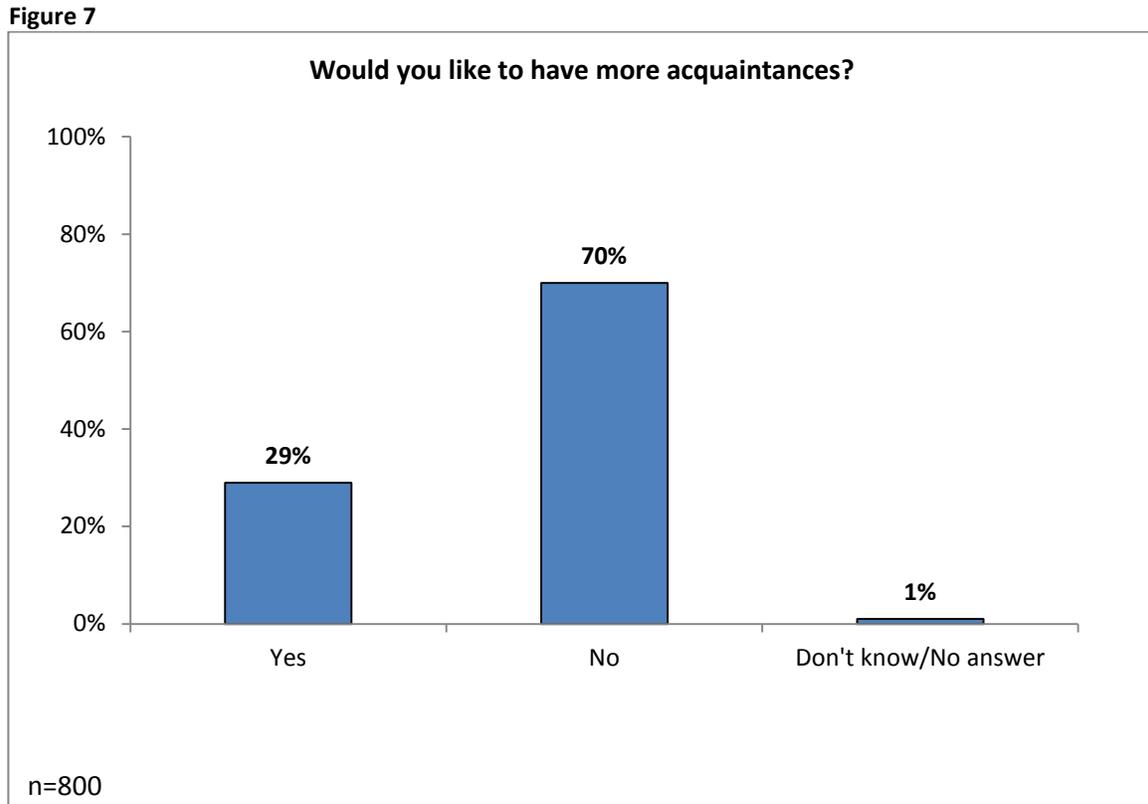
- Those who would like more acquaintances (41%) versus those who would not (33%);
- Those who talk to friends 0 to 2 times a week (36%) or 3 to 10 times (40%) versus those who talk to friends 11 or more times (23%);
- Those who are married (37%) or whose marital status is other than married or widowed (39%) versus those who are widowed (26%); and
- Those who spend a month or more outside of Edmonton (41%) versus those who do not (33%).

Respondent subgroups significantly more likely to **have socialized with 10 or more people on average during a week** included:

- Those who have volunteered in the past 12 months (46%) versus those who have not (26%);
- Those who would not like more acquaintances (40%) versus those who would (27%);
- Those who talk to friends 11 or more times a week (62%) versus those who talk to friends 3 to 10 times (36%) or 0 to 2 times (20%);
- Those who agree they are financially secure (39%) versus those who do not (19%);
- Those who are married (40%) or widowed (37%) versus those whose marital status is other than married or widowed (25%);
- Those whose household income is \$50,000 to less than \$100,000 (41%) or \$100,000 to less than \$150,000 (43%) versus those whose income is less than \$50,000 (30%); and
- Those who use a computer 5 or more times a week (39%) versus those who use one 0 to 4 times (28%).

Next, respondents were asked if they would like to have more acquaintances. Nearly one-third of respondents (29%) indicated they would like to have more acquaintances, while 70% indicated they would not.

See Figure 7, below.



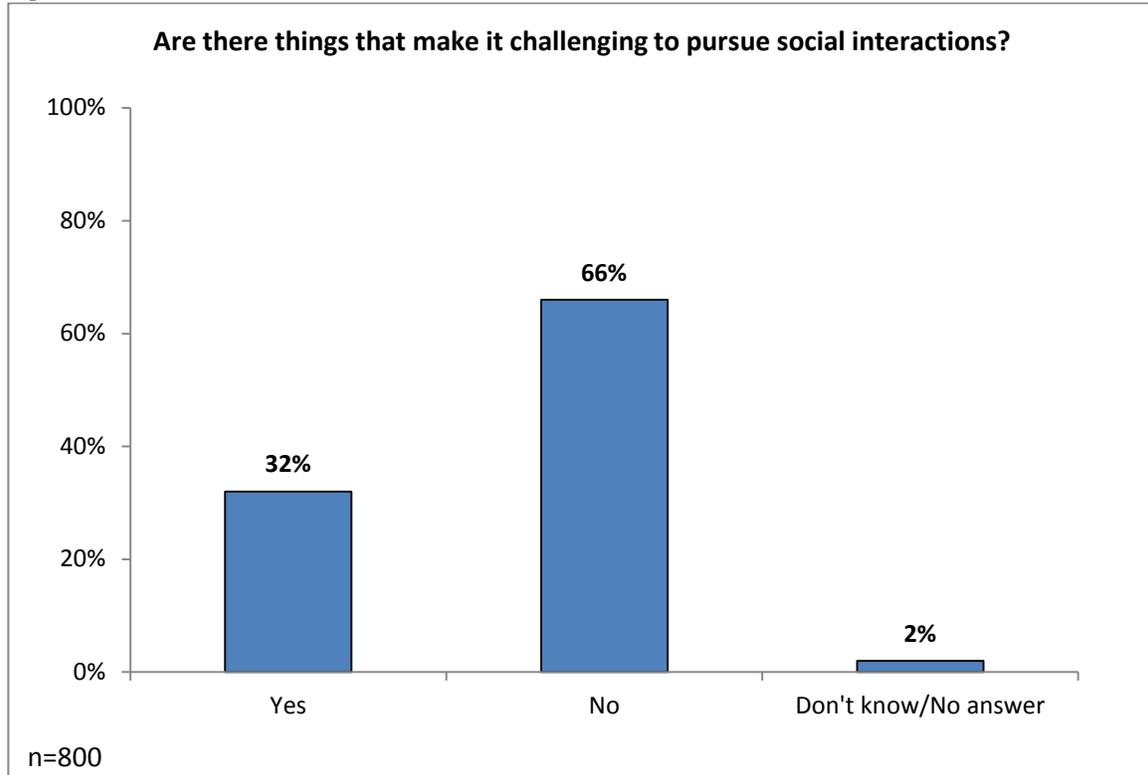
Respondent subgroups significantly more likely to **want more acquaintances** included:

- Those aged 55 to 64 (39%) versus those aged 65 to 79 (21%) or 80 years and older (17%);
- Those who socialize with 0 to 5 people in an average week (34%) or 6 to 10 people (32%) versus those who socialize with 11 or more (22%);
- Those who disagree they are financially secure (44%) versus those who agree (28%); and
- Those who are married (29%) or whose marital status is other than married or widowed (34%) versus those who are widowed (19%).

Respondents were next asked if there were things that make it challenging to pursue social interactions. Just under one-third of respondents (32%) indicated there were, while 66% indicated there were not.

See Figure 8, below.

Figure 8



Respondent subgroups significantly more likely to **agree with the statement “there are things that make it more challenging to pursue social interactions”** included:

- Those aged 55 to 64 (37%) versus those aged 65 to 79 (26%);
- Those who have not volunteered in the past 12 months (36%) versus those who have (28%);
- Those who socialize with 0 to 5 people on average a week (40%) versus those who socialize with 6 to 10 people (29%) or 11 or more (27%);
- Those who would like more acquaintances (57%) versus those who would not (22%);
- Those who talk to friends 0 to 2 times a week (40%) versus those who talk to friends 3 to 10 times (29%);
- Those who feel unsafe in their community (56%) versus those who feel safe (31%);
- Those who disagree they are financially secure (65%) versus those who agree (28%);
- Those whose marital status is other than married or widowed (45%) versus those who are widowed (32%) or married (28%);
- Those who rent their home (44%) versus those who own (31%);
- Those whose household income is less than \$50,000 (36%) versus those whose income is \$100,000 to less than \$150,000 (21%); and
- Those who use a computer 0 to 4 times a week (39%) versus those who use one 5 or more times (30%).

Those who indicated there are things that make it challenging to pursue social interactions (n=257) most frequently indicated a lack of free time (33%), poor health (18%), or a physical disability (17%) as obstacles that make it challenging to pursue social interactions.

See Table 8, below.

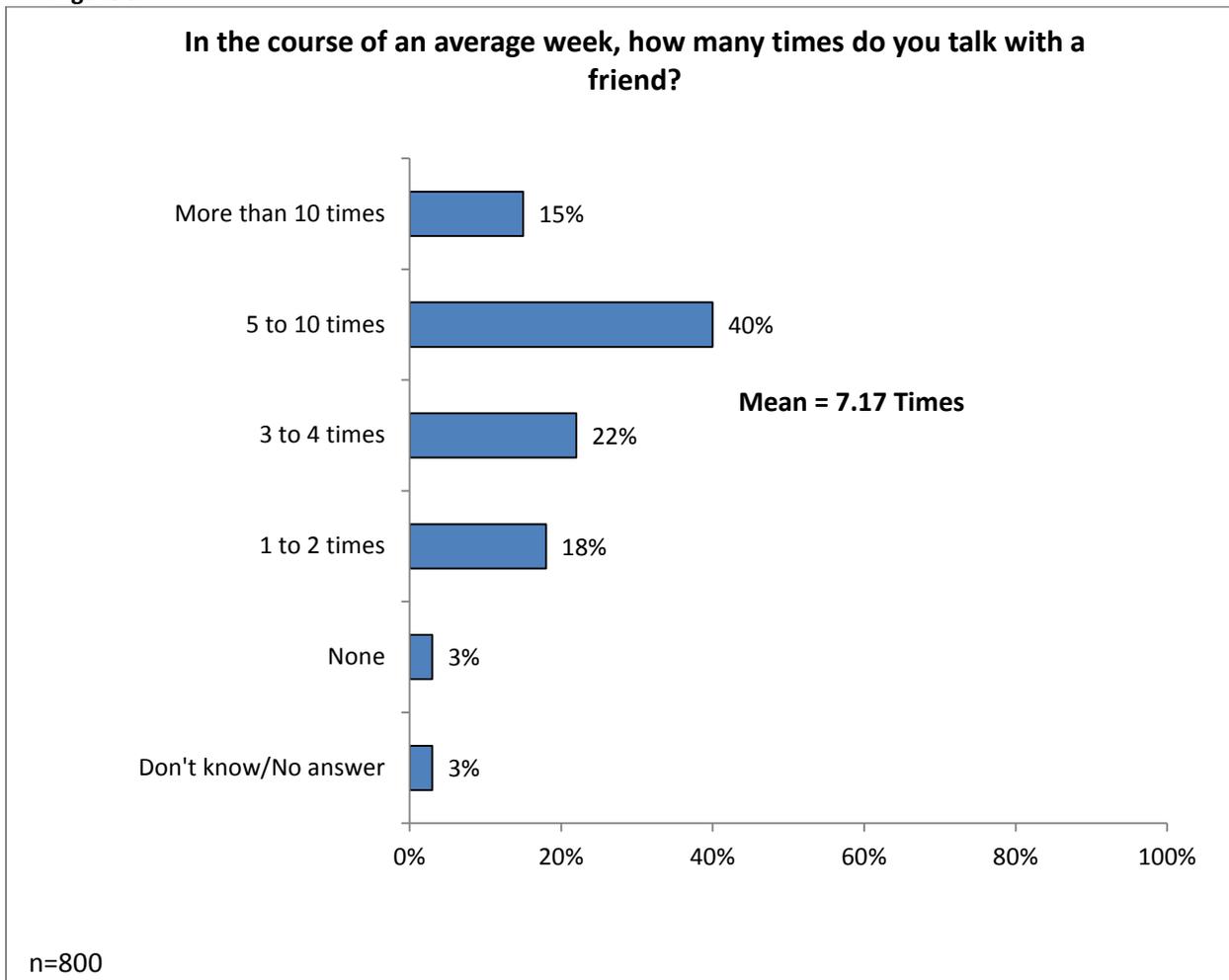
**Table 8**

<b>What makes it challenging to pursue social interactions?</b>	
<b>Base: Those who indicated there are things that make it challenging to pursue social interactions</b>	<b>Percent of Respondents (n=257)</b>
Lack of free time	33
Poor health/health reasons (general)	18
Physical disability/handicap/limited mobility	17
Financial reasons/lack of finances	11
Lack of transportation/does not drive	5
Difficulty making new friends/meeting people (general)	4
Difference of interests/opinions/cultural backgrounds (general)	4
Lack of interest in pursuing social interactions (general)	3
Distance/location (general)	3
Other (less than 3% of respondents)	12
Refuse, Don't know	2

Next, respondents were asked how many times they talk with a friend over the course of an average week. Most commonly (40%), respondents indicated they talk with a friend between 5 to 10 times over the course of an average week.

See Figure 9, below.

Figure 9



Respondent subgroups significantly more likely to **have not talked with friends at all on average during a week** included:

- Those who have not volunteered in the past 12 months (7%) versus those who have (<1%);
- Those who socialize with 0 to 5 people on average a week (7%) versus those who socialize with 6 to 10 people (2%) or 11 or more (1%);
- Those whose marital status is other than married or widowed (5%) versus those who are married (2%);
- Those who do not spend a month or more outside of Edmonton (4%) versus those who do (1%); and
- Those who use a computer 0 to 4 times a week (6%) versus those who use one 5 or more times (2%).

Respondent subgroups significantly more likely to **talk with friends 5 to 10 times on average during a week** included:

- Those who have volunteered in the past 12 months (43%) versus those who have not (35%);
- Those who socialize with 6 to 10 people on average a week (43%) or 11 or more (44%) versus those who socialize with 0 to 5 people (32%);
- Those who would not like more acquaintances (42%) versus those who would (33%); and
- Those whose household income is \$100,000 to less than \$150,000 (49%) versus those whose income is \$150,000 or greater (30%).

Respondent subgroups significantly more likely to **talk to friends more than 10 times on average during a week** included:

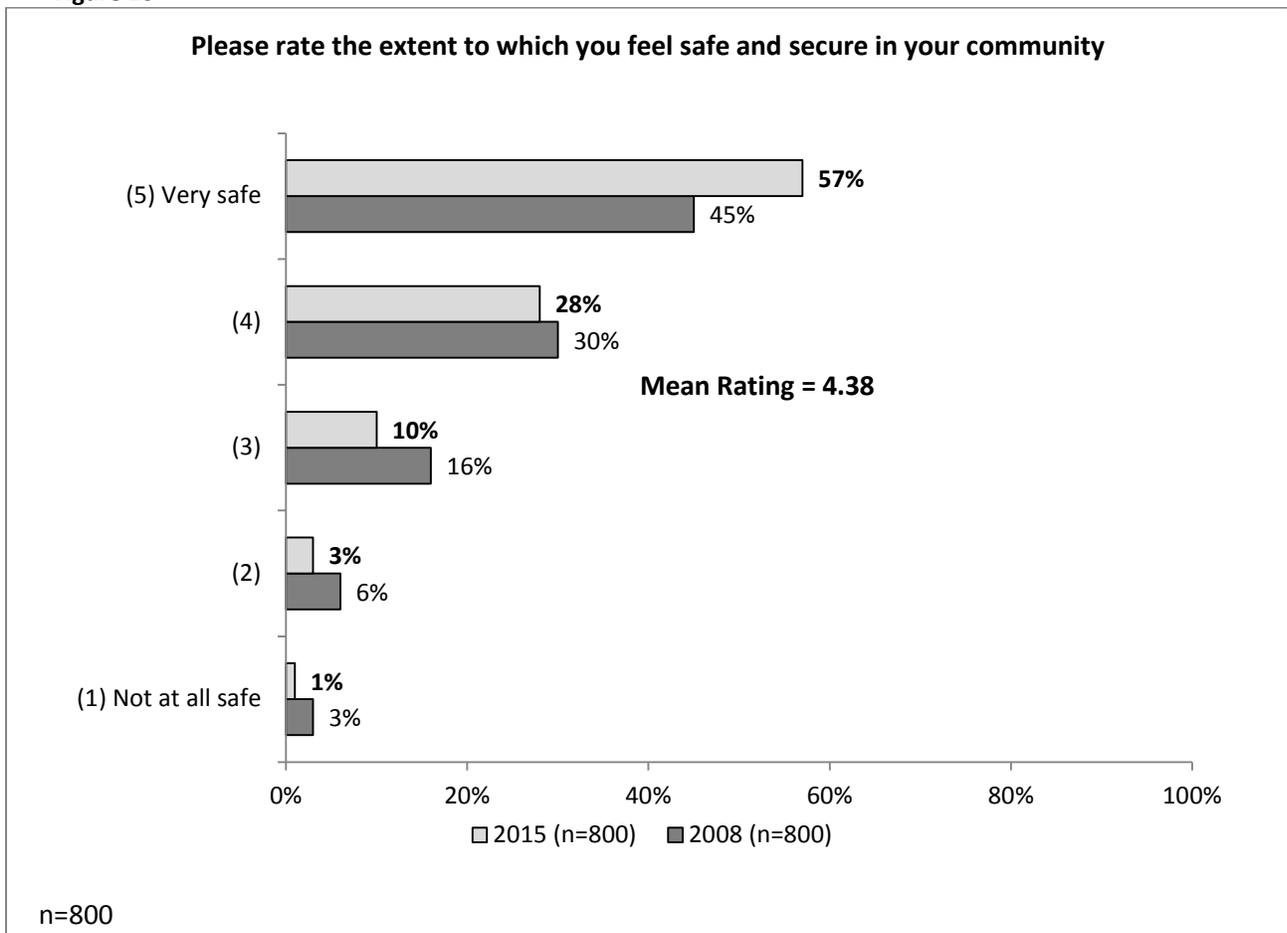
- Those who have volunteered in the past 12 months (21%) versus those who have not (8%);
- Those who socialize with 6 to 10 people on average a week (11%) or 11 or more (25%) versus those who socialize with 0 to 5 people (5%);
- Those who agree they are financially secure (16%) versus those who do not (7%);
- Those whose household income is \$150,000 or greater (27%) versus those whose income is less than \$150,000 (12% to 16%);
- Those who use a computer 5 or more times a week (17%) versus those who use one 0 to 4 times (9%); and
- Those who are from a Commonwealth/European/Western cultural background (16%) versus those who are not (4%).

### 4.3 Safety and Security

In the next section, survey respondents were asked a series of questions regarding their safety and security. Respondents were asked to rate the extent to which they feel safe and secure in their community using a 1 to 5 scale where 1 meant “not at all safe” and 5 meant “very safe”. The majority of respondents (85%) indicated they felt safe (ratings of 4 or 5 out of 5). This is a significant increase from 2008 where 75% of respondents reported feeling safe (ratings of 4 or 5 out of 5). Ten percent (10%) of respondents felt neutral (rating of 3 out of 5) and 4% felt unsafe (ratings of 1 or 2 out of 5).

See Figure 10, below.

Figure 10



Respondent subgroups significantly more likely to **feel safe and secure in their community** included:

- Males (89%) versus females (83%);
- Those who live in the North-West/Central (86%), South-West (91%) or South-East (91%) part of the City versus those who live in the North-East part (75%);
- Those who have volunteered in the past 12 months (91%) versus those who have not (79%);
- Those who socialize with 6 to 10 people on average a week (88%) or 11 or more (88%) versus those who socialize with 0 to 5 people (78%);
- Those who would not like more acquaintances (87%) versus those who would (82%);
- Those who talk to friends 3 to 10 times a week (86%) or 11 or more times (91%) versus those who talk to friends 0 to 2 times (78%);
- Those who agree they are financially secure (87%) versus those who do not (73%);
- Those whose household income is \$50,000 to less than \$100,000 (88%) or \$150,000 or greater (94%) versus those whose income is less than \$50,000 (81%); and
- Those who use a computer 5 or more times a week (88%) versus those who use one 0 to 4 times (78%).

Respondents who felt unsafe (ratings of 1 or 2) in their community (n=32) were asked why they provided this response. Most commonly, respondents cited criminal activity (63%), feelings of isolation (16%) and homelessness or transient people (13%) as reasons who they felt unsafe in their community.

See Table 9, below.

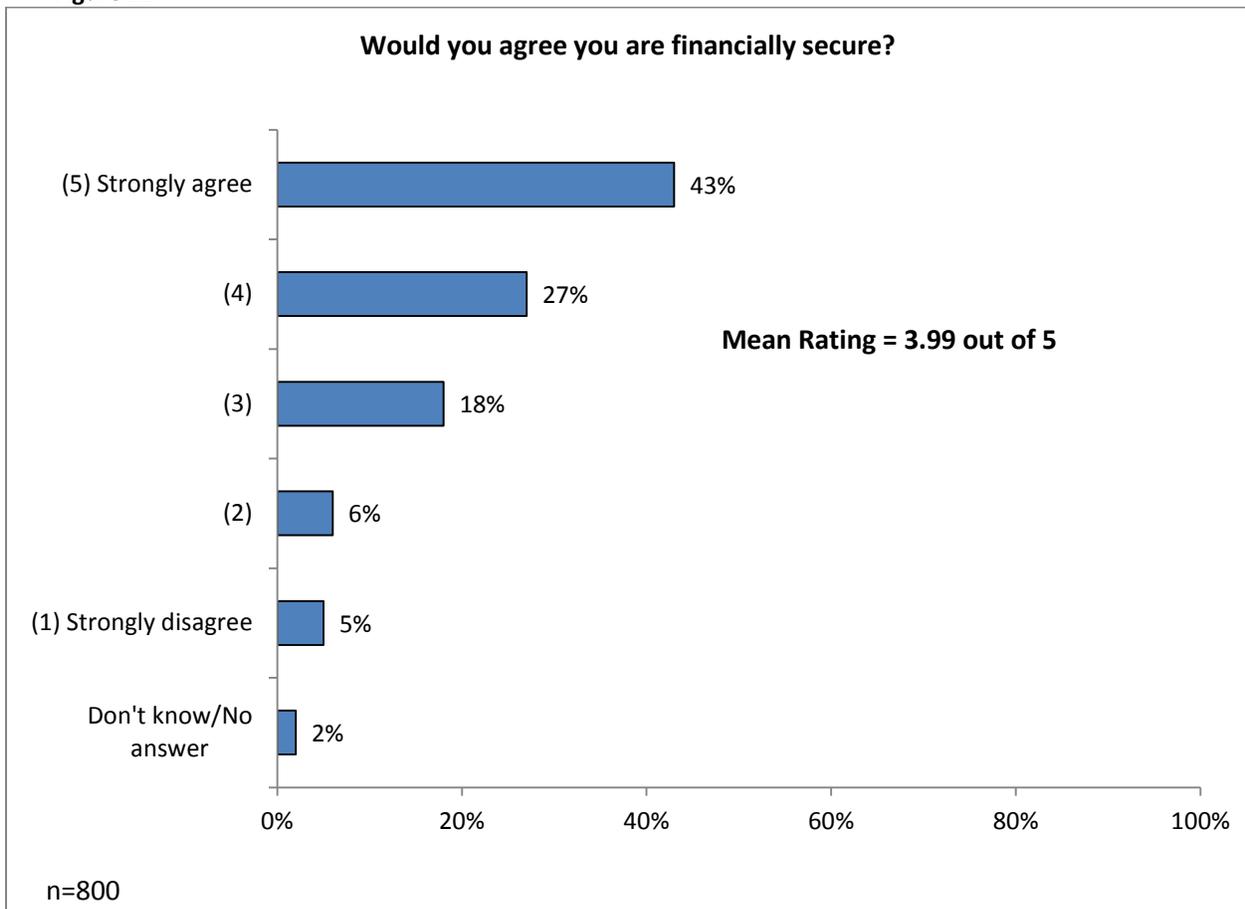
**Table 9**

<b>Please tell us the reasons why you don't feel safe and secure in your community?</b>	
<b>Base: Respondents that feel unsafe (ratings of 1 or 2 out of 5) in their community</b>	<b>Percent of Respondents (n=32)</b>
Criminal activity	63
Feeling alone or isolated	16
Homeless/transient people	13
Feeling abused by others (e.g. financial, physical or emotional abuse)	9
Mobility limitation or health concerns	6
Other (single mentions)	13
Refuse, Don't know	6

Next, using a 1 to 5 scale where 1 meant “strongly disagree” and 5 meant “strongly agree”, respondents were asked to rate how strongly they agreed that they were financially secure. The majority of respondents (70%) were in high agreement (ratings of 4 or 5 out of 5) that they were financially secure, while 18% were in moderate agreement (ratings of 3 out of 5) and 11% disagreed (ratings of 1 or 2 out of 5) that they were financially secure.

See Figure 11, below.

Figure 11



Respondent subgroups significantly more likely to **agree they are financially secure** included:

- Those who live in the South-West part of the City (76%) versus those who live in the South-East part (63%);
- Those who have volunteered in the past 12 months (75%) versus those who have not (66%);
- Those who would not like more acquaintances (73%) versus those who would (65%);
- Those who talk to friends 11 or more times a week (77%) versus those who talk to friends 0 to 2 times (66%);
- Those who feel safe in their community (71%) versus those who do not (53%);
- Those who are married (75%) or widowed (70%) versus those whose marital status is other than married or widowed (57%);
- Those who own their home (74%) versus those who rent (43%);
- Those who live with others (73%) versus those who live alone (64%);
- Those who spend a month or more outside of Edmonton (81%) versus those who do not (66%);
- Those whose household income is \$50,000 or more (77% to 90%) versus those whose income is less than \$50,000 (54%); and
- Those who use a computer 5 or more times a week (73%) versus those who use one 0 to 4 times (61%).

#### 4.4 Aging in Place

Next, respondents were read a list of activities and were asked how often over the past 12 months they received assistance with each activity from someone other than a loved one (e.g. friends or family).

Most commonly, respondents indicated that they received assistance (from someone other than a loved one) with the following activities once a month or more:

- Home and yard maintenance such as mowing the lawn, snow removal, or window washing (14% of respondents received assistance with this activity once a month or more); and
- Everyday housework such as dusting, tidying up and laundry (13%).

See Figure 12 below and Figure 13 on the following page, as well as Table 10, on page 51.

Figure 12

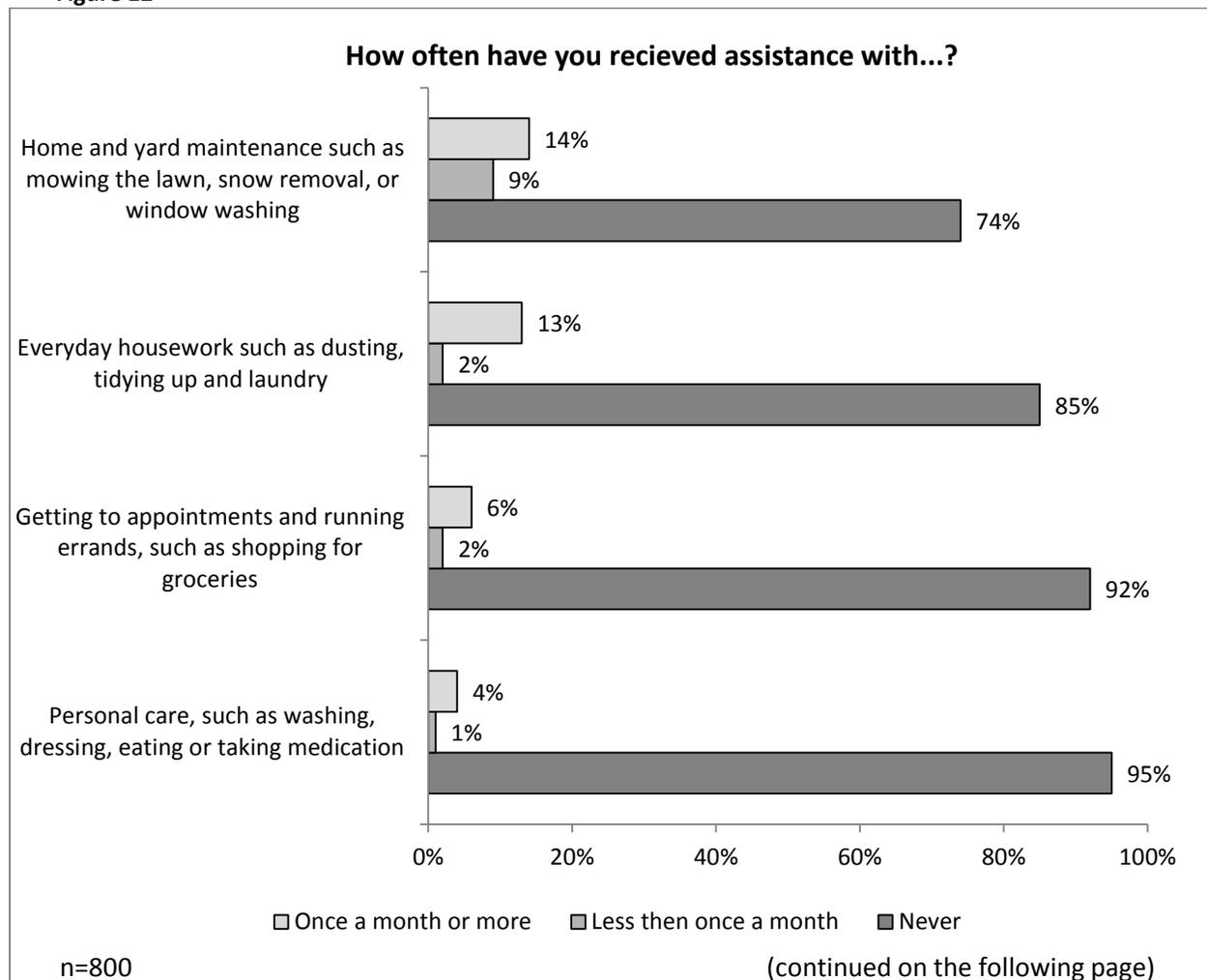


Figure 13

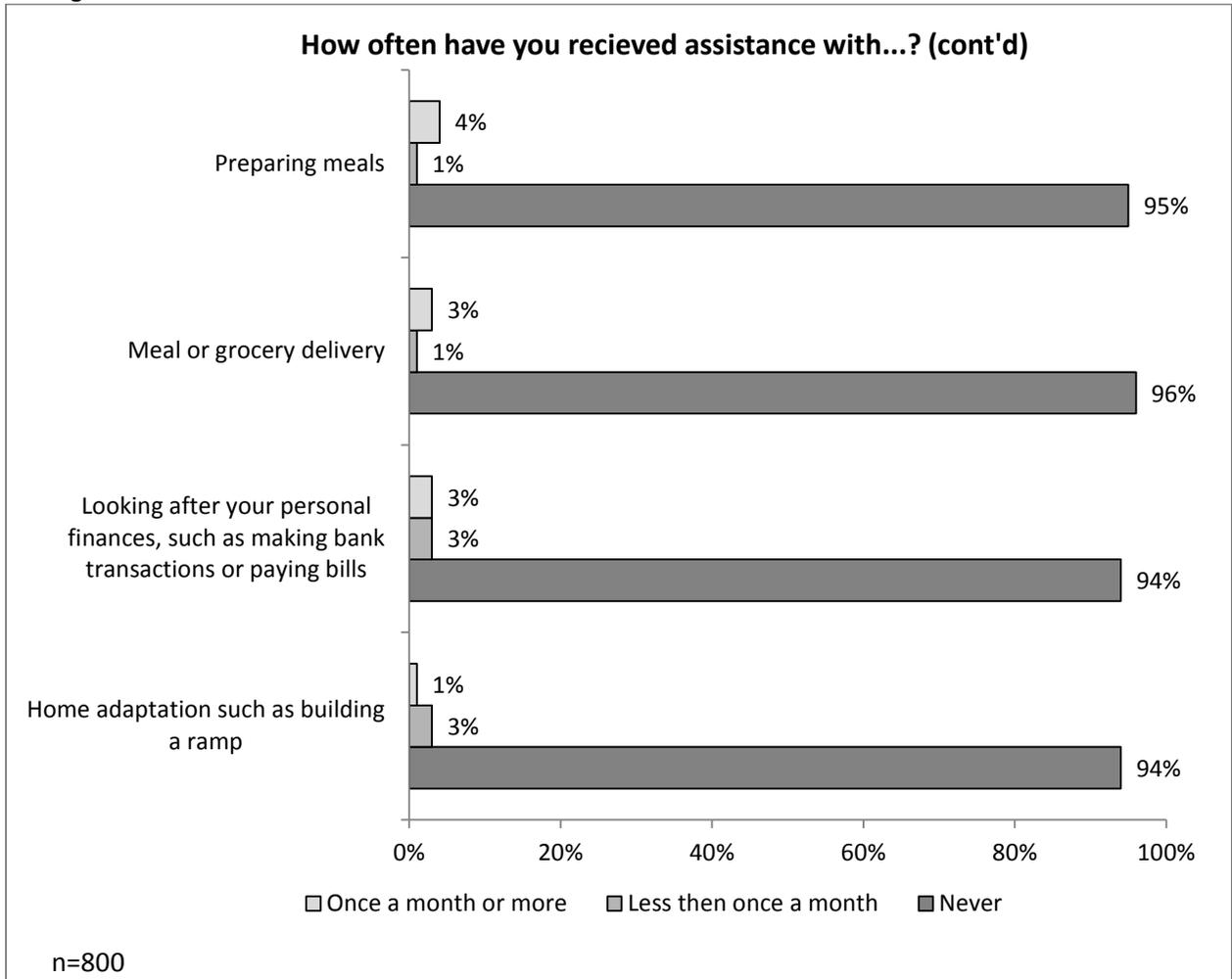


Table 10

How often do you participate in these activities?									
	Percent of Respondents (n=800)								
	More than once a week	Once a week	A few times a month	Once a month	Once every few months	Once a year	Less than once a year	Never	Refuse/No Answer
Preparing meals	2	1	1	<1	1	<1	-	95	<1
Everyday housework such as dusting, tidying up and laundry	2	3	5	3	1	1	<1	85	<1
Getting to appointments and running errands, such as shopping for groceries	2	1	1	1	1	<1	<1	92	<1
Personal care, such as washing, dressing, eating or taking medication	2	1	<1	<1	<1	1	<1	95	<1
Looking after your personal finances, such as making bank transactions or paying bills	1	1	1	1	2	1	1	94	<1
Home and yard maintenance such as mowing the lawn, snow removal, or window washing	1	6	4	3	5	4	<1	74	3
Meal or grocery delivery	1	1	1	<1	1	-	-	96	<1
Home adaptation such as building a ramp	-	<1	-	<1	1	1	1	94	2

Respondent subgroups significantly more likely to **need assistance with preparing meals more than once a week** included:

- Those aged 80 years and older (5%) versus those aged 55 to 64 (1%);
- Those who are widowed (5%) versus those who are married (2%);
- Those who rent (6%) versus those who own their home (2%); and
- Those who use a computer 0 to 4 times a week (5%) versus those who use one 5 or more times (2%).

Respondent subgroups significantly more likely to **need assistance with meal or grocery delivery more than once a week** included:

- Those who talk to friends 11 or more times a week (3%) versus those who talk to friends 3 to 10 times (1%);
- Those who do not feel safe in their community (9%) versus those who do (1%);
- Those whose marital status is other than married or widowed (2%) versus those who are married (<1%); and
- Those whose household income is less than \$50,000 (3%) versus those whose income is \$50,000 to less than \$100,000 (<1%).

Respondent subgroups significantly more likely to **need assistance with getting to appointments or running errands more than once a week** included:

- Those who do not feel safe in their community (9%) versus those who do (2%);
- Those who do not agree they are financially secure (7%) versus those who do (2%); and
- Those who rent (7%) versus those who own their home (2%).

Respondent subgroups significantly more likely to **need assistance with looking after personal finances more than once a week** included:

- Those who do not feel safe in their community (9%) versus those who do (<1%); and
- Those who do not agree they are financially secure (2%) versus those who do (<1%).

Respondent subgroups significantly more likely to **need assistance with personal care more than once a week** included:

- Those aged 65 and older (3% to 4%) versus those aged 55 to 64 (1%); and
- Those who rent (6%) versus those who own their home (2%).

Respondent subgroups significantly more likely to **never need assistance with preparing meals** included:

- Those who live in the North-East part of the City (98%) versus those who live in the South-West part (93%);
- Those aged 55 to 79 (96% to 97%) versus those aged 80 years and older (88%);
- Those who are married (96%) versus those who are widowed (91%);
- Those who own their home (96%) versus those who rent (88%); and
- Those who use a computer 5 or more times a week (96%) versus those who use one 0 to 4 times (91%).

Respondent subgroups significantly more likely to **never need assistance with meal or grocery delivery** included:

- Those who feel safe in their community (97%) versus those who do not (84%);
- Those who agree they are financially secure (97%) versus those who do not (89%);
- Those who are married (98%) versus those whose marital status is other than married or widowed (94%); and
- Those who own their home (97%) versus those who rent (92%).

Respondent subgroups significantly more likely to **never need assistance with everyday housework** included:

- Those who live in the North-East (90%) or South-East (87%) part of the City versus those who live in the South-West part (78%);
- Those aged 55 to 79 (86% to 88%) versus those aged 80 years and older (73%);
- Those who talk to friends 0 to 10 times a week (85% to 87%) versus those who talk to friends 11 or more times (77%);
- Those who are married (87%) or those whose marital status is other than married or widowed (88%) versus those widowed (70%);
- Those who own their home (86%) versus those who rent (78%); and
- Those whose household income is less than \$150,000 (88% to 90%) versus those whose income is \$150,000 or greater (70%).

Respondent subgroups significantly more likely to **never need assistance with getting to appointments or running errands** included:

- Those aged 55 to 79 (93% to 95%) versus those aged 80 years and older (81%);
- Those who have volunteered in the past 12 months (94%) versus those who have not (90%);
- Those who would not like more acquaintances (94%) versus those who would (88%);
- Those who agree they are financially secure (94%) versus those who do not (84%);
- Those who are married (95%) versus those who are widowed (84%) or whose marital status is other than married or widowed (89%);
- Those who own their home (94%) versus those who rent (78%);
- Those who spend a month or more outside of Edmonton (95%) versus those who do not (91%);
- Those whose household income is \$50,000 to less than \$150,000 (96% to 99%) versus those whose income is less than \$50,000 (88%); and
- Those who use a computer 5 or more times a week (94%) versus those who use one 0 to 4 times (86%).

Respondent subgroups significantly more likely to **never need assistance with looking after personal finances** included:

- Female (97%) versus male (91%); and
- Those who feel safe in their community (95%) versus those who do not (81%).

Respondent subgroups significantly more likely to **never need assistance with personal care** included:

- Those aged 55 to 64 (97%) versus those aged 80 years and older (90%);
- Those who socialize with 11 or more people on average a week (98%) versus those who socialize with 0 to 10 (93% to 94%);
- Those who agree they are financially secure (96%) versus those who do not (91%);
- Those who are married (97%) versus those whose marital status is other than married or widowed (92%);
- Those who own their home (96%) versus those who rent (87%);
- Those who spend a month or more outside of Edmonton (98%) versus those who do not (94%);
- Those whose household income is \$100,000 or more (99% to 100%) versus those whose income is less than \$50,000 (92%); and
- Those who use a computer 5 or more times a week (96%) versus those who use one 0 to 4 times (90%).

Respondent subgroups significantly more likely to **never need assistance with home or yard maintenance** included:

- Those aged 55 to 79 (71% to 81%) versus those aged 80 years and older (58%);
- Those who are married (76%) versus those who are widowed (65%);
- Those who live with others (76%) versus those who live alone (69%); and
- Those who do not spend a month or more outside of Edmonton (78%) versus those who do (65%).

Those aged 55 to 64 (95%) were significantly more likely to **never need assistance with home adaptation** versus those aged 80 years and older (89%).

Those who indicated that they never received assistance for each activity from someone other than a loved one were then read the same list of activities and asked if they were aware that they could receive assistance with each activity. Most commonly, respondents were aware of the following:

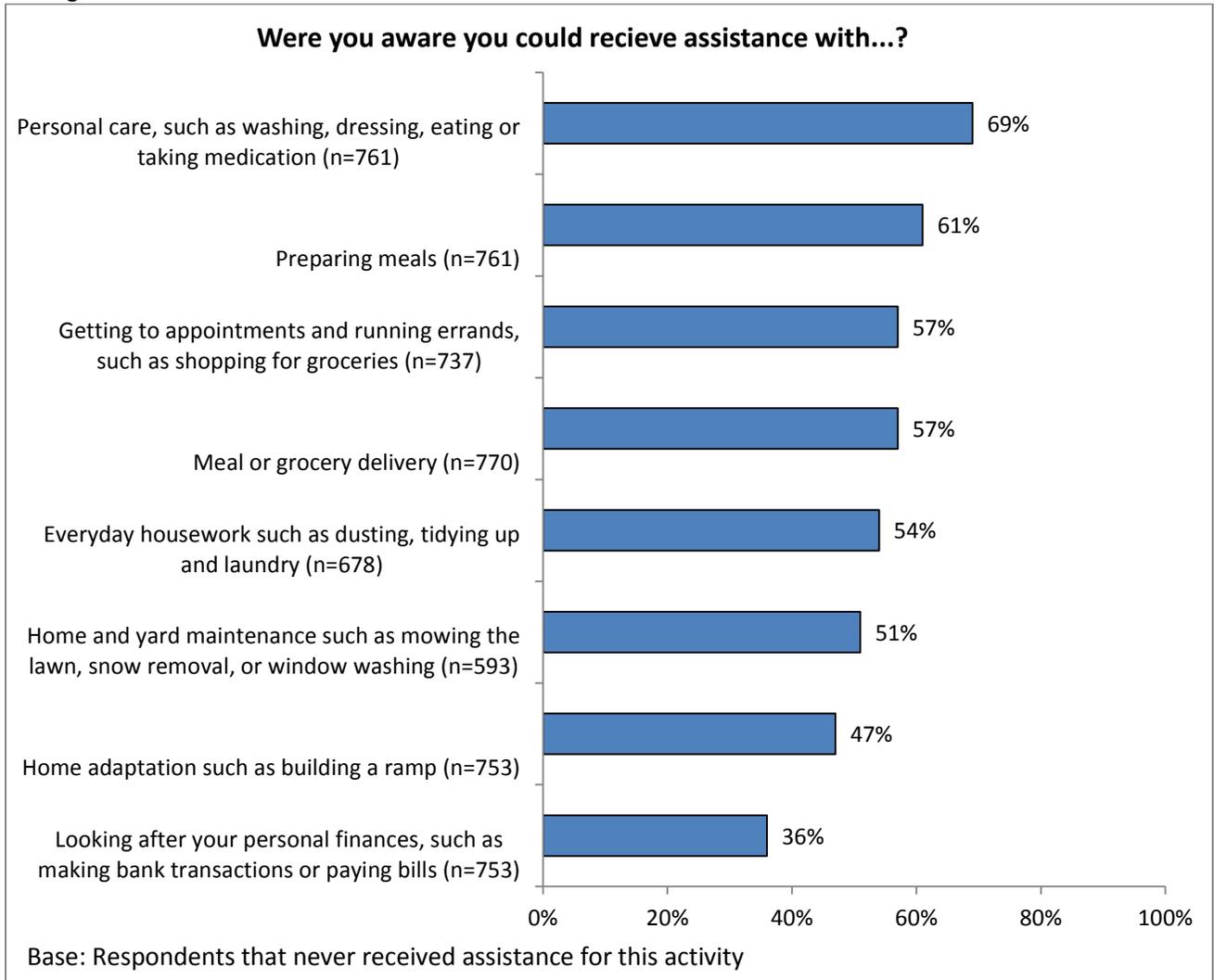
- Personal care, such as washing, dressing, eating or taking medication – 69% of respondents who never received assistance with this activity (n=761) were aware that they could receive assistance with this activity;
- Preparing meals – 61% of respondents who never received assistance with this activity (n=761) were aware that they could receive assistance with this activity;
- Getting to appointments and running errands, such as shopping for groceries – 57% of respondents who never received assistance with this activity (n=737) were aware that they could receive assistance with this activity; and
- Meal or grocery delivery – 57% of respondents who never received assistance with this activity (n=770) were aware that they could receive assistance with this activity.

Conversely, less than half of the respondents were aware of the following:

- Home adaptation such as building a ramp – 47% of respondents who never received assistance with this activity (n=753) were aware that they could receive assistance with this activity; and
- Looking after your personal finances, such as making bank transactions or paying bills – 36% of respondents who never received assistance with this activity (n=753) were aware that they could receive assistance with this activity;

See Figure 14, on the following page.

Figure 14



Respondent subgroups significantly more likely to **be aware they could receive assistance with preparing meals** included:

- Those who would not like more acquaintances (63%) versus those who would (55%);
- Those who live alone (69%) versus those who live with others (57%); and
- Those who are from a Commonwealth/European/Western cultural background (62%) versus those who are not (42%).

Respondent subgroups significantly more likely to **be aware they could receive assistance with meal or grocery delivery** included:

- Those who talk to friends 3 to 10 times a week (59% to 62%) versus those who talk to friends 0 to 2 times (49%);
- Those whose household income is \$50,000 to less than \$100,000 (63%) versus those whose income is less than \$50,000 (53%); and
- Those who are from a Commonwealth/European/Western cultural background (58%) versus those who are not (40%).

Respondent subgroups significantly more likely to **be aware they could receive assistance with everyday housework** included:

- Female (59%) versus male (48%);
- Those who have volunteered in the past 12 months (58%) versus those who have not (50%);
- Those who talk to friends 3 or more times a week (55% to 63%) versus those who talk to friends 0 to 2 times (46%);
- Those who agree they are financially secure (56%) versus those who do not (42%);
- Those who are widowed (68%) versus those who are married (54%) or whose marital status is other than married or widowed (49%); and
- Those who are from a Commonwealth/European/Western cultural background (56%) versus those who are not (33%).

Respondent subgroups significantly more likely to **be aware they could receive assistance with getting to appointments or running errands** included:

- Female (61%) versus male (53%);
- Those who live in the South-East part of the City (67%) versus those who live in the North-West/Central (54%) or South-West part (54%);
- Those who have volunteered in the past 12 months (61%) versus those who have not (52%);
- Those who socialize with 11 or more people on average a week (63%) versus those who socialize with 0 to 10 (53% to 54%);
- Those who talk to friends 11 or more times a week (66%) versus those who talk to friends 0 to 10 times (51% to 57%);
- Those who agree they are financially secure (59%) versus those who do not (38%);
- Those who are married (59%) versus those whose marital status is other than married or widowed (50%);
- Those who own their home (58%) versus those who rent (46%);
- Those whose household income is \$50,000 to less than \$150,000 (59% to 70%) versus those whose income is less than \$50,000 (50%);
- Those who use a computer 5 or more times a week (60%) versus those who use one 0 to 4 times (47%); and
- Those who are from a Commonwealth/European/Western cultural background (58%) versus those who are not (40%).

Respondent subgroups significantly more likely to **be aware they could receive assistance with personal care** included:

- Female (76%) versus male (60%);
- Those who live in the South-East part of the City (76%) versus those who live in the South-West part (64%);
- Those who have volunteered in the past 12 months (74%) versus those who have not (63%);
- Those who talk to friends 11 or more times a week (75%) versus those who talk to friends 0 to 2 times (63%);
- Those who agree they are financially secure (70%) versus those who do not (57%);
- Those whose household income is \$50,000 to less than \$150,000 (72% to 77%) versus those whose income is less than \$50,000 (62%);
- Those who use a computer 5 or more times a week (72%) versus those who use one 0 to 4 times (57%); and
- Those who are from a Commonwealth/European/Western cultural background (70%) versus those who are not (50%).

Respondent subgroups significantly more likely to **be aware they could receive assistance with home or yard maintenance** included:

- Female (57%) versus male (44%);
- Those who socialize with 11 or more people on average a week (56%) versus those who socialize with 0 to 5 (44%);
- Those who talk to friends 3 to 10 times a week (55%) versus those who talk to friends 0 to 2 times (40%);
- Those who are married (55%) versus those who are widowed (41%) or those whose marital status is other than married or widowed (44%); and
- Those who use a computer 5 or more times a week (53%) versus those who use one 0 to 4 times (42%).

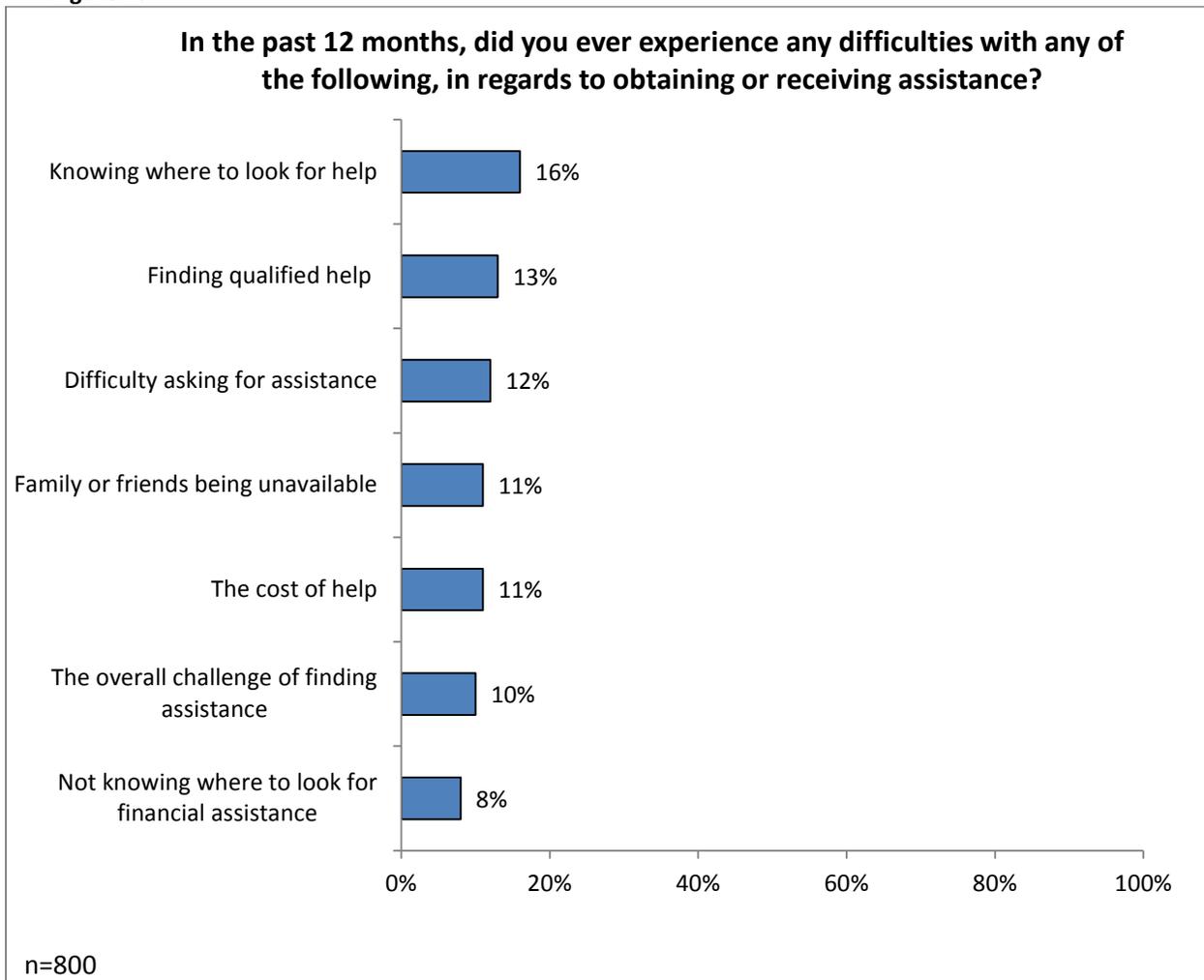
Respondent subgroups significantly more likely to **be aware they could receive assistance with home adaptation** included:

- Female (52%) versus male (41%);
- Those who live in the South-East part of the City (59%) versus those who live in the South-West (43%), North-East (47%) or North-West/Central part (42%);
- Those aged 55 to 79 (46% to 51%) versus those aged 80 years and older (34%);
- Those who have volunteered in the past 12 months (50%) versus those who have not (42%)
- Those who socialize with 11 or more people on average a week (52%) versus those who socialize with 0 to 5 (39%);
- Those who talk to friends 11 or more times a week (55%) versus those who talk to friends 3 to 10 times (44%);
- Those whose household income is \$50,000 to less than \$100,000 (51%) or \$150,000 or greater (51%) versus those whose income is less than \$50,000 (37%); and
- Those who use a computer 5 or more times a week (49%) versus those who use one 0 to 4 times (37%).

Respondents were asked if they had experienced any difficulty in regards to obtaining or receiving assistance. Most commonly, respondents indicated that they experienced difficulty in knowing where to look for help (16%) followed by 13% who indicated they had difficulty finding qualified help.

See Figure 15, below.

Figure 15



Respondent subgroups significantly more likely to **have had difficulty in the past 12 months knowing where to look for help** included:

- Female (18%) versus male (13%);
- Those who socialize with 0 to 10 people on average a week (17% to 21%) versus those who socialize with 11 or more (10%);
- Those who would like more acquaintances (22%) versus those who would not (13%);
- Those who do not feel safe in their community (44%) versus those who do (14%);
- Those who do not agree they are financially secure (34%) versus those who do (13%);
- Those whose marital status is other than married or widowed (21%) versus those who are married (13%); and
- Those who use a computer 0 to 4 times a week (21%) versus those who use one 5 or more times (14%).

Respondent subgroups significantly more likely to **have had difficulty in the past 12 months finding qualified help** included:

- Those aged 80 years and older (17%) versus those aged 65 to 79 (10%);
- Those who socialize with 0 to 5 people on average a week (17%) versus those who socialize with 6 to 10 (11%);
- Those who would like more acquaintances (19%) versus those who would not (10%);
- Those who do not feel safe in their community (38%) versus those who do (12%);
- Those who do not agree they are financially secure (28%) versus those who do (11%); and
- Those whose household income is less than \$100,000 (14% to 15%) versus those whose income is \$150,000 or greater (5%).

Respondent subgroups significantly more likely to **have had difficulty in the past 12 months asking for assistance** included:

- Those aged 55 to 64 (14%) versus those aged 65 to 79 (9%);
- Those who have not volunteered in the past 12 months (14%) versus those who have (9%);
- Those who socialize with 0 to 5 people on average a week (17%) versus those who socialize with 6 or more (7% to 10%);
- Those who would like more acquaintances (23%) versus those who would not (7%);
- Those who talk to friends 0 to 2 times a week (17%) versus those who talk to friends 3 or more times (8% to 11%);
- Those who do not feel safe in their community (28%) versus those who do (11%);
- Those who do not agree they are financially secure (34%) versus those who do (9%);
- Those who are widowed (15%) or those whose marital status is other than married or widowed (19%) versus those who are married (8%);
- Those whose household income is less than \$50,000 (13%) versus those whose income \$150,000 or greater (4%); and
- Those who use a computer 0 to 4 times a week (16%) versus those who use one 5 or more times (10%).

Respondent subgroups significantly more likely to **have had difficulty in the past 12 months with family or friends being unavailable** included:

- Those aged 55 to 79 (11% to 14%) versus those aged 80 years and older (4%);
- Those who would like more acquaintances (21%) versus those who would not (7%);
- Those who do not feel safe in their community (22%) versus those who do (11%);
- Those who do not agree they are financially secure (29%) versus those who do (9%);
- Those who are whose marital status is other than married or widowed (15%) versus those who are married (9%); and
- Those whose household income is less than \$50,000 (14%) versus those whose income \$150,000 or greater (4%).

Respondent subgroups significantly more likely to **have had difficulty in the past 12 months with the cost of help** included:

- Female (14%) versus male (8%);
- Those who would like more acquaintances (17%) versus those who would not (9%);
- Those who do not feel safe in their community (25%) versus those who do (11%);
- Those who do not agree they are financially secure (34%) versus those who do (8%);
- Those whose marital status is other than married or widowed (18%) versus those who are married (10%); and
- Those whose household income is less than \$50,000 (15%) versus those whose income is \$50,000 to less than \$100,000 (9%) or \$150,000 or greater (5%).

Respondent subgroups significantly more likely to **have had difficulty in the past 12 months with the overall challenge of finding assistance** included:

- Female (12%) versus male (7%);
- Those who socialize with 0 to 10 people on average a week (10% to 16%) versus those who socialize with 11 or more (5%);
- Those who would like more acquaintances (19%) versus those who would not (6%);
- Those who talk to friends 0 to 10 times a week (11% to 13%) versus those who talk to friends 11 or more times (3%);
- Those who do not feel safe in their community (31%) versus those who do (9%);
- Those who do not agree they are financially secure (34%) versus those who do (7%);
- Those who are whose marital status is other than married or widowed (16%) versus those who are married (8%);
- Those who rent (19%) versus those who own their home (9%); and
- Those whose household income is less than \$50,000 (13%) versus those whose income \$150,000 or greater (4%).

Respondent subgroups significantly more likely to **have had difficulty in the past 12 months knowing where to look for financial assistance** included:

- Those aged 55 to 64 or those aged 80 years or older (10%) versus those aged 65 to 79 (3%);
- Those who socialize with 0 to 10 people on average a week (8% to 12%) versus those who socialize with 11 or more (3%);
- Those who would like more acquaintances (13%) versus those who would not (5%);
- Those who do not agree they are financially secure (34%) versus those who do (4%); and
- Those who rent (14%) versus those who own their home (7%).

Next, respondents were asked how likely they were to try to stay in their current home into their 70’s, 80’s and 90’s using a 1 to 5 scale where 1 meant “not at all likely” and 5 meant “very likely”. The results were as follows:

- 78% of respondents who were aged 55 to 64 (n=392) were likely to try to stay in their current home into their 70’s (providing ratings of 4 or 5 out of 5);
- 62% of respondents who were aged 55 to 79 (n=687) were likely to try to stay in their current home into their 80’s (providing ratings of 4 or 5 out of 5); and
- 36% of respondents (n=800) were likely to try to stay in their current home into their 90’s (providing ratings of 4 or 5 out of 5).

See Figure 16, and Table 11, below.

Figure 16

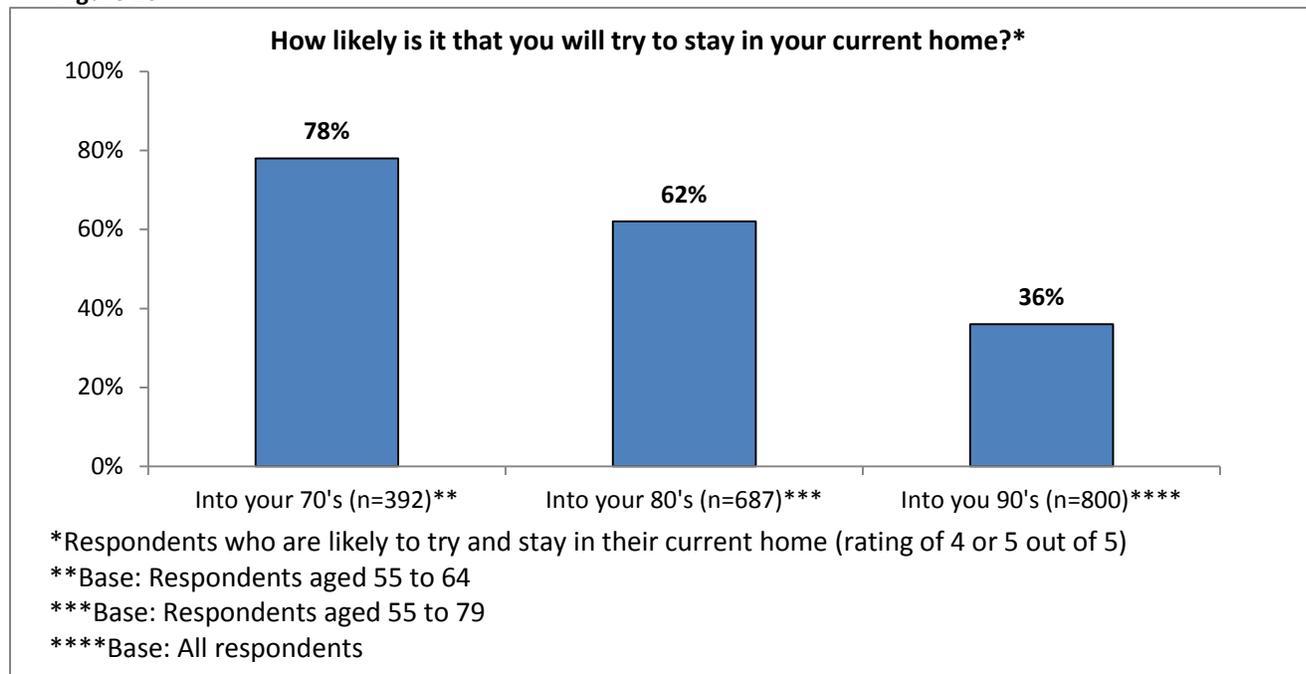


Table 11

How likely is it that you will try to stay in your current home?							
*Base: Respondents aged 55 to 64 ** Base: Respondents aged 55 to 79 *** Base: All respondents	Percent of Respondents						
	(5) Very Likely	(4)	(3)	(2)	(1) Not at all likely	Don't know/No answer	Mean (out of 5)
Into your 70's (n=392)*	67	11	9	3	8	1	4.27
Into your 80's (n=687)**	51	11	13	6	15	4	3.81
Into your 90's (n=800)***	30	6	14	9	33	8	2.89

Respondent subgroups significantly more likely to **stay in in their current home into their 70's** included:

- Those who agree they are financially secure (80%) versus those who do not (66%);
- Those who own their home (80%) versus those who rent (66%); and
- Those whose household income is \$150,000 or greater (88%) versus those whose income is less than \$50,000 (71%).

Respondent subgroups significantly more likely to **stay in in their current home into their 80's** included:

- Those who live in the North-West/Central part of the City (66%) versus those who live in the South-East part (55%);
- Those aged 65 to 79 (79%) versus those aged 55 to 64 (49%);
- Those who would not like more acquaintances (66%) versus those who would (55%);
- Those who agree they are financially secure (63%) versus those who do not (51%);
- Those who are widowed (74%) versus those whose marital status is other than married or widowed (59%); and
- Those who own their home (65%) versus those who rent (35%).

Respondent subgroups significantly more likely to **stay in in their current home into their 90's** included:

- Those aged 80 years or older (71%) versus those aged 55 to 79 (25% to 37%);
- Those who socialize with 0 to 5 people on average a week (39%) or 11 or more (39%) versus those who socialize with 6 to 10 (29%);
- Those who would not like more acquaintances (40%) versus those who would (25%);
- Those who are widowed (48%) versus those who are married (33%); and
- Those whose household income is less than \$50,000 (39%) versus those whose income is \$100,000 to less than \$150,000 (25%).

Respondents were provided with a list of nine (9) aspects to consider when choosing where to live in the future and asked to rate the importance of each aspect using a scale of 1 to 5, where 1 meant “not at all important” and 5 meant “very important.” At least 70% respondents rated the following as important (providing ratings of 4 or 5 out of 5):

- Staying in their home (82% of respondents provided a rating of 4 or 5 out of 5);
- Being near or close to family and friends (76%);
- Being near or close to amenities like shopping, restaurants, etc. (75%);
- Affordability of housing or the amount of upkeep needed for their property (74%); and
- Familiarity of neighbourhood or community (71%).

See Figure 17, below, and Table 12, on the following page.

Figure 17

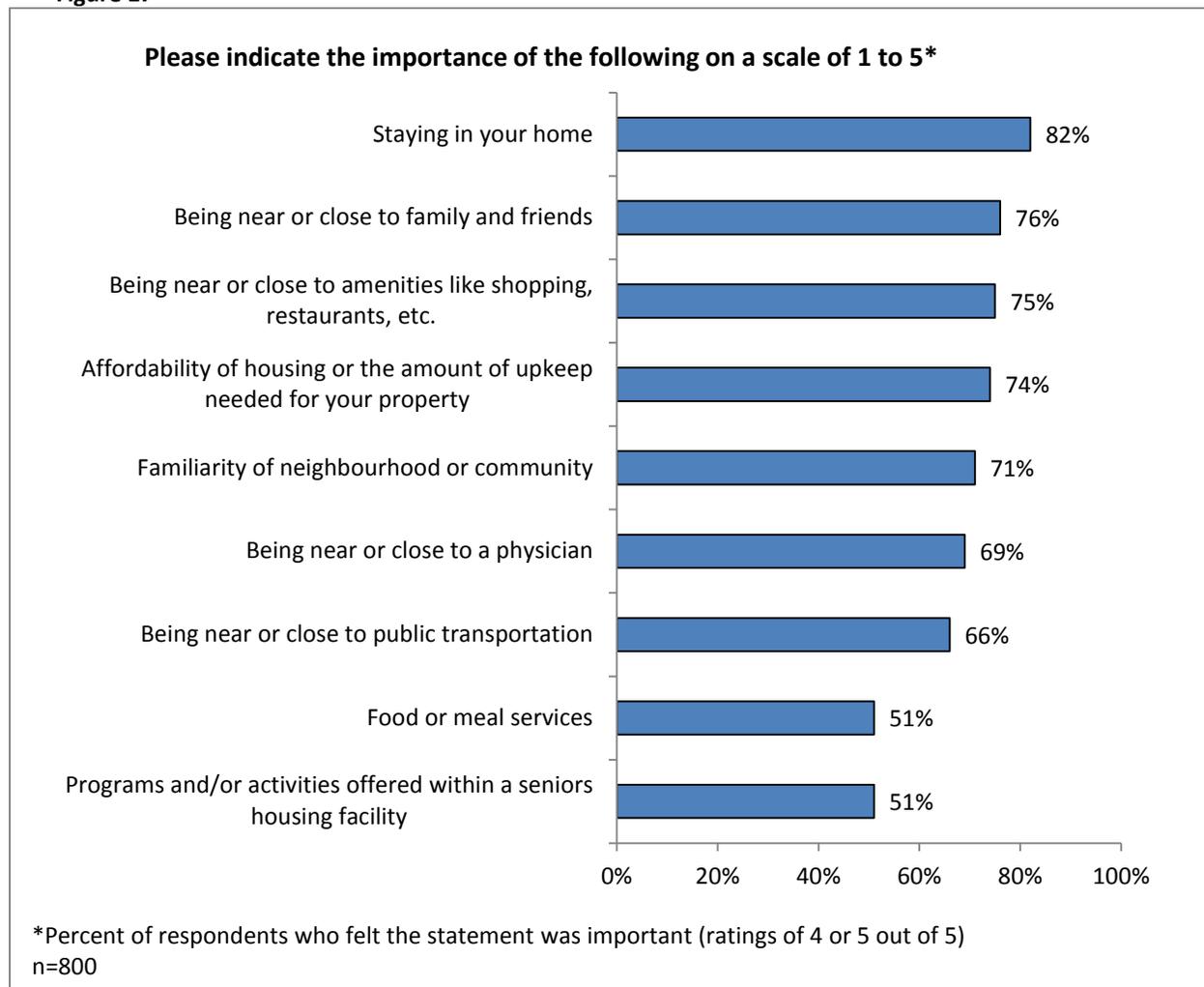


Table 12

When choosing where to live in the future, how important is the following?							
	Percent of Respondents (n=800)						Mean (out of 5)
	(5) Very Important	(4)	(3)	(2)	(1) Not at all Important	Don't know/No Answer	
Staying in your home	63	19	10	2	4	1	<b>4.36</b>
Affordability of housing or the amount of upkeep needed for your property	56	17	11	5	8	3	<b>4.13</b>
Being near or close to family and friends	55	21	16	3	5	<1	<b>4.18</b>
Being near or close to amenities like shopping, restaurants, etc.	47	28	16	4	4	<1	<b>4.09</b>
Familiarity of neighbourhood or community	45	26	18	6	4	1	<b>4.03</b>
Being near or close to a physician	45	25	19	5	6	1	<b>3.98</b>
Being near or close to public transportation	44	21	14	6	14	1	<b>3.77</b>
Food or meal services	31	20	23	10	14	2	<b>3.47</b>
Programs and/or activities offered within a seniors housing facility	29	22	23	9	13	3	<b>3.47</b>

Respondent subgroups significantly more likely to **rate staying in their home as important** included:

- Those aged 65 to 79 (86%) versus those aged 55 to 64 (79%);
- Those who would not like more acquaintances (84%) versus those who would (78%); and
- Those whose household income is \$100,000 to less than \$150,000 (90%) versus those whose income is \$150,000 or greater (77%).

Respondent subgroups significantly more likely to **rate affordability of housing or the amount of upkeep needed for your property as important** included:

- Female (80%) versus male (67%);
- Those who live in the North-East part of the City (82%) versus those who live in the South-West (68%) or North-West/Central part (71%);
- Those aged 55 to 64 (80%) versus those aged 65 years and older (61% to 70%);
- Those whose household income is less than \$150,000 (75% to 76%) versus those whose income is \$150,000 or greater (52%); and
- Those who use a computer 5 or more times a week (76%) versus those who use one 0 to 4 times (64%).

Respondent subgroups significantly more likely to **rate being near or close to family and friends as important** included:

- Female (80%) versus male (71%);
- Those who have volunteered in the past 12 months (79%) versus those who have not (73%)
- Those who socialize with 11 or more people on average a week (81%) versus those who socialize with 0 to 5 (70%);
- Those who are married (79%) or widowed (78%) versus those whose marital status is other than married or widowed (65%); and
- Those who live with others (79%) versus those who live alone (70%).

Respondent subgroups significantly more likely to **rate being near to amenities like shopping and restaurants as important** included:

- Female (78%) versus male (72%);
- Those aged 55 to 64 (79%) versus those aged 80 years and older (69%);
- Those who talk to friends 3 to 10 times a week (77%) versus those who talk to friends 0 to 2 times (69%); and
- Those who use a computer 5 or more times a week (77%) versus those who use one 0 to 4 times (68%).

Respondent subgroups significantly more likely to **rate familiarity with the neighbourhood as important** included:

- Female (75%) versus male (67%);
- Those who live in the North-West/Central (74%) or North-East (74%) part of the City versus those who live in the South-West part (64%);
- Those who socialize with 11 or more people on average a week (75%) versus those who socialize with 6 to 10 (66%);
- Those who do not spend a month or more outside of Edmonton (74%) versus those who do (65%); and
- Those whose household income is less than \$50,000 (77%) versus those whose income is \$100,000 or more (62% to 65%).

Respondent subgroups significantly more likely to **rate being close to a physician as important** included:

- Female (74%) versus male (64%);
- Those who live in the North-East part of the City (79%) versus those who live in the South-East (65%), South-West (67%) or North-West/Central part (66%); and
- Those whose household income is less than \$50,000 (76%) versus those whose income is \$50,000 or more (55% to 66%).

Respondent subgroups significantly more likely to **rate being close to public transport as important** included:

- Female (70%) versus male (61%);
- Those aged 55 to 64 (69%) versus those aged 80 years and older (58%); and
- Those whose household income is less than \$50,000 (70%) versus those whose income is \$150,000 or greater (55%).

Respondent subgroups significantly more likely to **rate that food or meal services as important** included:

- Female (56%) versus male (46%);
- Those who live in the North-East part of the City (58%) versus those who live in the South-East (44%) or South-West part (47%);
- Those who talk to friends 3 to 10 times a week (55%) versus those who talk to friends 11 or more times (41%);
- Those whose household income is less than \$100,000 (53%) versus those whose income is \$150,000 or greater (35%); and
- Those who use a computer 0 to 4 times a week (58%) versus those who use one 5 or more times (49%).

Respondent subgroups significantly more likely to **rate that programming or activities in seniors housing as important** included:

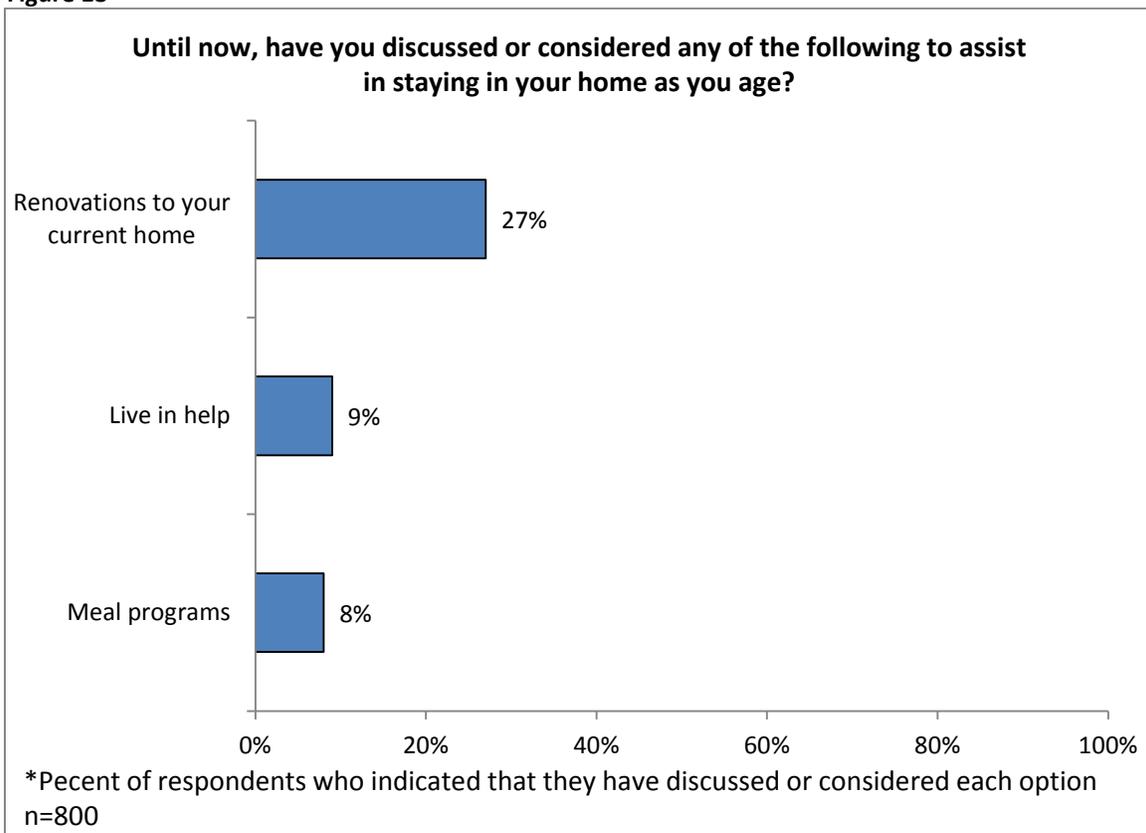
- Female (60%) versus male (42%);
- Those who live in the North-East part of the City (57%) versus those who live in the North-West/Central part (47%); and
- Those aged 55 to 64 (56%) versus those aged 80 years and older (41%).

Finally, respondents were asked if they had discussed or considered the following options to assist them in staying in their home as they age:

- Renovations to their current home (27% had discussed or considered this);
- Live in help (9% had discussed or considered this); and
- Meal programs (8% had discussed or considered this).

See Figure 18, below.

Figure 18



Respondent subgroups significantly more likely to **have considered renovations to their current home** included:

- Those who would like more acquaintances (34%) versus those who would not (24%);
- Those who do not agree they are financially secure (37%) versus those who do (26%);
- Those who are married (30%) versus those who are widowed (18%);
- Those who own their home (30%) versus those who rent (9%); and
- Those who live with others (30%) versus those who live alone (20%).

Respondent subgroups significantly more likely to **have considered live in help** included:

- Those who live in the North-West/Central part of the City (12%) versus those who live in the North-East part (6%);
- Those who socialize with 0 to 10 people on average a week (11%) versus those who socialize with 11 or more (5%);
- Those who would like more acquaintances (13%) versus those who would not (7%);
- Those who talk to friends 0 to 2 times a week (13%) versus those who talk to friends 3 or more times (6% to 8%);
- Those who spend a month or more outside of Edmonton (12%) versus those who do not (7%); and
- Those who are not from a Commonwealth/European/Western cultural background (18%) versus those who are (8%).

Respondent subgroups significantly more likely to **have considered meal programs** included:

- Those who live in the North-West/Central (10%) or North-East (10%) part of the City versus those who live in the South-East part (4%);
- Those aged 80 years or older (12%) versus those aged 55 to 64 (6%);
- Those who do not agree they are financially secure (14%) versus those who do (7%);
- Those who rent (14%) versus those who own their home (7%); and
- Those who use a computer 0 to 4 times a week (12%) versus those who use one 5 or more times (7%).

## 4.5 Statistically Significant Variations of Responses Correlated to Age

In the following pages, the responses that were significantly more likely to be given by one age group versus another are reported in aggregate. This builds a profile of how each age groups was most likely to respond.

The following responses were significantly more likely to be given by those **aged 55 to 64 years** (versus those aged 65 to 79 years or 80 years and older):

- **97%** — never need assistance with personal care (versus 90%);
- **97%** — never need assistance with preparing meals (versus 88%);
- **95%** — never need assistance with home adaptation (versus 89%);
- **95%** — never need assistance with getting to appointments or running errands (versus 81%);
- **88%** — never need assistance with everyday housework (versus 73%);
- **81%** — never need assistance with home or yard maintenance (versus 58%);
- **80%** — rate affordability of housing or the amount of upkeep needed for your property as important (versus 70%);
- **79%** — rate being near to amenities like shopping and restaurants as important (versus 69%);
- **69%** — rate being close to public transport as important (versus 58%);
- **58%** — have volunteered in the last 12 months (versus 40%);
- **57%** — take part in outdoor activities more than once a week (versus 43%);
- **56%** — rate that programming or activities in seniors housing as important (versus 41%);
- **51%** — be aware they could receive assistance with home adaptation (versus 34%);
- **50%** — want to take part in more social, wellness recreational, educational, creative and/or cultural activities (versus 38%);
- **39%** — want more acquaintances (versus 21%);
- **37%** — agree with the statement “there are things that make it more challenging to pursue social interactions” (versus 26%);
- **14%** — have had difficulty in the past 12 months asking for assistance (versus 9%);
- **14%** — have had difficulty in the past 12 months with family or friends being unavailable (versus 4%); and
- **10%** — have had difficulty in the past 12 months knowing where to look for financial assistance (versus 3%).

The following responses were significantly more likely to be given by those **aged 65 to 79 years** (versus those aged 55 to 64 years or 80 years and older):

- **86%** — rate staying in their home as important (versus 79%);
- **79%** — stay in in their current home into their 80's (versus 49%);
- **43%** — visit family or friends in person more than once a week (versus 31%); and
- **5%** — take part in civic involvement more than once a week (versus 2%).

The following responses were significantly more likely to be given by those **aged 80 years and older** (versus those aged 55 to 64 years or 65 to 79 years):

- **74%** — never do hobbies with groups (versus 63%);
- **74%** — never do health & wellness activities (versus 60%);
- **71%** — stay in in their current home into their 90's (versus 37%);
- **60%** — never volunteer (versus 46%);
- **54%** — never take part in lifetime learning activities (versus 40%);
- **51%** — never do recreation or leisure activities (versus 34%);
- **48%** — never attend sporting or cultural events (versus 17%)
- **41%** — never travel for business or personal reasons (versus 16%);
- **13%** — take part in spiritual activities more than once a week (versus 7%);
- **35%** — never do hobbies alone in their household (versus 20%);
- **31%** — never take part in outdoor activities (versus 8%);
- **17%** — have had difficulty in the past 12 months finding qualified help (versus 10%);
- **12%** — have considered meal programs (versus 6%);
- **7%** — never shop (versus 3%);
- **5%** — need assistance with preparing meals more than once a week (versus 1%); and
- **4%** — need assistance with personal care more than once a week (versus 1%).

## 4.6 Respondent Demographics

Table 13, below, provides a demographic profile of the respondents surveyed for the 2015 Older Adults Needs Assessment Survey.

**Table 13**

	Percent of Respondents	
	2015 (n=800)	2008 (n=800)
<b>Gender</b>		
Male	47	50
Female	53	50
<b>Age</b>		
55 to 64	49	44
65 to 79	37	42
80 and older	14	15
<b>Marital Status</b>		
Married or living together as a couple	65	56
Widowed	14	21
Divorced	11	11
Single, Never married	9	9
Separated	2	2
<b>Own or Rent</b>		
Own	88	83
Rent	11	17
<b>Do you live alone or with others</b>		
Alone	28	37
With others	71	63
<b>Type of dwelling</b>		
House	75	69
Condominium	16	17
Apartment	6	11
Seniors housing	3	2
<b>Months a year outside of Edmonton</b>		
None	68	-
1 to 2 months	22	-
3 to 6 months	7	-
7 to 9 months	<1	-
10 to 11 months	<1	-
All year	1	-
<b>Mean</b>	<b>0.79</b>	-

	Percent of Respondents	
	2015 (n=800)	2008 (n=800)
<b>Gross Household Income for 2014</b>		
Less than \$30,000	13	22
\$30,000 to less than \$50,000	20	20
\$50,000 to less than \$70,000	15	13
\$70,000 to less than \$100,000	14	8
\$100,000 to less than \$150,000	9	9
\$150,000 or greater	10	
Refused/Not Stated	21	28
<b>In a course of an average week, how often do you use a computer?</b>		
Not at all	15	-
One or two times	3	-
Three or four times	5	-
Five or more times	77	-
<b>Cultural origin</b>		
None (No response other than Canadian)	21	55
German	15	8
English	13	-
Scottish	13	7
Ukrainian	11	8
Irish	10	7
British	8	14
Canadian	5	-
French	7	4
Dutch	3	3
Polish	3	3
Norwegian	3	-
Other (2% or less)	19	11
<b>How many years have you lived in Edmonton?</b>		
1 to 5 years	1	N/A
6 to 10 years	2	N/A
11 to 20 years	7	8
More than 20 years	89	85
<b>Mean</b>	<b>45.5</b>	<b>42.2</b>

	Percent of Respondents	
	2015 (n=800)	2008 (n=800)
<b>Ward</b>		
Ward 1	8	-
Ward 2	8	-
Ward 3	8	-
Ward 4	8	-
Ward 5	8	-
Ward 6	8	-
Ward 7	8	-
Ward 8	8	-
Ward 9	8	-
Ward 10	8	-
Ward 11	9	-
Ward 12	9	-

## 5.0 INTERVIEW FINDINGS

The following provides a summary of the key findings for each of the topic areas investigated as part of the in-depth interview process.

**Please Note:** Readers of this report should be cautioned as to the interpretation of results obtained from the interview process. In-depth interviews provide qualitative data, and, while valuable insights were gained through this process, the results cannot be considered statistically representative. Moreover, the language used in the report is subjective in nature and should be read as indicators of key themes, rather than quantifiable measures. For example, “a few respondents” would indicate that two (2) or three (3) respondents responded in a particular way. In contrast, the usage of the words “majority,” “typically,” or “mostly” indicate that approximately three-quarters or more of the participants felt similarly about a topic or theme.

### 5.1 Activity Offerings, Interests and Gaps<sup>1</sup>

To begin, respondents were asked what social, wellness, recreation, educational, creative and cultural activities they provided or supported for seniors<sup>2</sup> and where they offered these activities. Almost all Seniors Associations:

- Had a wide array of programming that included fitness, music, games and social functions such as movies, lunches or outings;
- Offered classes or educational opportunities such as language classes, computer classes and financial literacy and/or a guest speaker series; and/or
- Offered wellness classes or seminars that deal with health issues.

When asked where they provided these activities, all Associations reported they offered programming out of their physical seniors centre, with a few providing additional programming at community halls or churches. All Associations also offered their programming to the general public, with seniors getting special rates for memberships and classes.

Respondents were then asked what the priority interest of seniors were in these programs. The two most popular types of programming were fitness activities and social activities, with almost all Associations ranking those two types as being the most popular or the second most popular. Fitness programs allow seniors to stay active and healthy, while also having a social component, while social programming gives seniors an opportunity to “have fun and connect with people their own age”. These activities attract seniors and give them the opportunity to meet new people. Other activities mentioned

---

<sup>1</sup> Neither the Volunteer Run Association nor the Corporate Services respondents responses are reported in this section, as their functions were not relevant to the questions.

<sup>2</sup> The term “seniors” has been used in place of “older adult” throughout this section, as that was the term interview respondents used.

included computer classes and health and wellness seminars, but these activities were only reported by individual Associations as being the first or second priority.

When asked whether these interests were determined through a formal needs assessment or insight gained through their work, most Associations reported it was a combination of both. Most Associations had surveyed their membership at least once, and some collected direct feedback from seniors by involving them in the planning processes for programming. An Association with a larger membership, offering approximately 600 classes a year, reported they tracked registrations as a method of program feedback.

Respondents were also asked what the gaps were in seniors programming, from their perspective. The most commonly identified gap was a lack of low income programming. Cost can be a significant barrier to accessing programming, and Associations struggle to provide programs for free. Others reported that there were no gaps in programming, but discussed barriers which are detailed in the next section. The following were identified by one respondent each:

- Programming for seniors with special mental health needs or seniors in need of full time assistance;
- Programming for seniors with mental health issues;
- Programming designed to create and maintain friendships;
- Assistance filling out a variety of forms;
- Shorter term programming (1 to 2 week long programs versus 4 to 6 week);
- Men's support groups; and
- Programming targeted at caregivers, such as those taking care of elderly parents or a spouse.

Respondents were then asked which of these gaps were most important and why. Most respondents had difficulty prioritizing one gap to address, and assigned equal importance to multiple identified gaps. The most commonly prioritized gap was the lack of low income programming.

## 5.2 Social Isolation, Barriers to Activities, and Strategies to Reduce them

All respondents agreed that social isolation was an issue, with almost all respondents indicating it was a critical issue amongst today's senior population. Most respondents thought that social isolation affects a significantly greater number of seniors than anticipated, since respondents are only able to interact with the limited number of seniors that access their organizations. Some respondents also indicated that isolation is detrimental to seniors health, and "can lead to the onset of depression or disease". All respondents thought that social, wellness, recreational, educational, creative and cultural activities helped to decrease or circumvent feelings of social isolation. Through these activities, seniors are able to create and maintain bonds and connections with others while participating in various group activities. While offering the activities is important, a few respondents further added that programming needs to be structured to foster the development of relationships. It can be difficult to meet new people, and

existing friend groups in Associations can cause difficulties for newcomers. One other respondent thought that while making connections was ideal, at minimum, “getting out of the house for the day” makes a difference.

Respondents reported a variety of other methods that lead to reduced social isolation in seniors. Outreach was stressed as the most effective way to not only reduce social isolation, but also identify those who are isolated but not currently being helped. Methods of outreach included having volunteers call seniors who have not recently visited the centre they belong to recently, tracking attendance at classes, or having an outreach worker meet with a senior at their home. Other strategies to reduce social isolation included partnering new seniors at a centre with existing members and more involvement by other family members.

In terms of identifying seniors affected by social isolation, respondents reported that this is a process their outreach workers are still developing. One respondent reported that they ask their membership to provide them with the names of friends who they believe are isolated, while another reported that they use the other services they provide, such as frozen meal delivery service, to initiate a conversation about their social programs and activities to those who may be at risk.

When discussing the barriers that prevent seniors from engaging in social and recreational activities, almost all respondents identified cost as a barrier, particularly for low income seniors. The second most common barrier reported was transportation (particularly during the winter), followed by health issues, and then awareness of available services and programs (seniors are difficult to reach as traditional communication methods can be expensive and digital methods have limited effectiveness reaching this audience).

When asked what the City could do to address some of these barriers, half of respondents suggested some form of seniors transportation, whether that be lower cost, expanding DATS, providing mini-buses or ensuring stops are closer to important destinations such as seniors or recreation centres. Seniors have higher rates of limited mobility, and even small distances can be difficult for them to traverse.

The second most common suggestion was to enable seniors to use the Leisure Access pass for senior centres and other senior specific activities. The Leisure Access pass provides an already established program through which low-income seniors could access programming at Senior Centre Associations. A few respondents mentioned there had already been discussions with the City about this, but nothing formal had materialized to date.

Other strategies the City could adopt included:

- Assistance in communicating programs and raising awareness amongst seniors;
- Continuing to consult with seniors;
- More funding for senior centres and community programs that help seniors; and

- Coordinating research on seniors issues.

One respondent mentioned specifically that methods such as buses, bus benches, and the City recreation guide advertising could be used to communicate and raise awareness of offerings. Other single mentions provided by respondents included:

- Offering incentives to seniors to participate in programming;
- Expanded access to disability parking;
- More/better sidewalks;
- More senior friendly design of activity rooms at recreation centres; and
- More professional development following the “train the trainer” concept.

### 5.3 Seniors Centre Collaborations and Training

All of the Seniors Centre Associations reported they worked with other centres in some way. For the ones that have existing outreach programs, their coordinators meet on a semi-regular basis to share strategies, stories and also make referrals for seniors not in their area. They have also developed standardized tools for all outreach workers to use, in terms of conducting assessments. One respondent noted that while these tools are useful, not all the individuals in outreach worker roles have necessarily had the training to properly administer them. On the programming side, some centres coordinate field trips to share costs and transportation if they cannot fill the available spots on their own. A few centres also coordinate on programming to partner with a facility that would have amenities they do not have direct access to. Other examples of collaboration included:

- Coordinating to hire instructors to ensure centres are not being charged different amounts; and
- Sharing guest speakers.

Overall, levels of cooperation vary between Seniors Centre Associations, and only the Associations that run outreach programs have a formal collaborative network.

The Volunteer Run Association has partnered with other senior transportation services to ensure they are not duplicating services as well as to find efficiencies. They also partner with outreach workers to promote their services. They collaborate to apply for funding, and are trying to foster cooperation between all parties involved in senior transportation in the City. The Corporate Services respondent has been working with Senior Centre Associations to promote the services they offer (i.e. an information session on the special ballot process). This has had limited success as it relies on the advertising and communications provided by the administration of seniors centres.

When asked if they had received training around recreation and social involvement for seniors, almost all respondents reported they had not. Some respondents reported they had attended conferences, seminars or workshops that dealt with seniors issues specifically, but this was limited by the respondents’ ability to attend. Others reported that their training was general (such as social worker

training) and that they learned senior specific issues on the job. When asked what training would be most beneficial, if available, the two most common responses were regarding governance or Board development and training for the Board of Directors of Seniors Centre Associations, and communication training regarding methods and strategies for seniors, specifically. Other single mentions included:

- Assistance with the cost of training;
- Training on working with different personalities and how to engage and enlighten people;
- Training on research methods and soliciting feedback;
- Training for administration of seniors centres on what seniors want and how to engage with them; and
- Training that Service Canada and Alberta Works workers receive on processing the following forms:
  - Old Age Security Guaranteed Income;
  - Canada Pension Plan;
  - Alberta Seniors Benefits;
  - Seniors Financial Assistance; and
  - Alberta Works forms generally.

#### **5.4 Challenges of the Growth and Development of Seniors Programming**

Respondents were asked what challenges they anticipated with the growth and development of seniors programming in Edmonton. Most commonly, they indicated the growing and changing demographics of the seniors population. Specifically, as the Baby Boomer generation retires, demands will increase and change. Respondents mentioned that programming demands would be different for the younger generation, different communication methods will be required and additional space and funding would be required to meet these programming needs. Along with these changing demographics, respondents also identified the need for more outreach workers. As the senior population grows and demand to support mental health and special needs increases, more resources will be needed. Respondents also mentioned the demand for adequate and affordable housing, providing services to allow seniors to age in place, and support for seniors from different cultural demographics. When asked if respondents had ideas or had heard from seniors on how to address these challenges, most respondents said they had not heard any ideas. The only additional suggestion was to move program registrations online.

#### **5.5 Changing Attitudes and Expectations of Seniors**

Respondents were asked if they had encountered changing expectations of younger seniors in terms of the level and meaningfulness of their involvement with volunteer opportunities and all but one respondent had encountered this. Respondents identified that younger seniors wanted more part time, project or event based volunteering, or would want to volunteer in something related to their past profession. Seniors no longer want a traditional volunteer role such as sitting at a desk, but instead want

something more fulfilling. Multiple respondents reported that this was something they were trying to capitalize on in their organization.

When asked if they had noticed a change in attitudes and expectations towards retirement among younger seniors, most commonly respondents indicated that people are working longer and not retiring as early, or they are semi retiring. The reasons for this included having to support aging parents or children and not being able to afford retirement. With the additional financial demands on seniors, respondents reported sensing “a fear not being able to afford retirement”. One respondent also commented that those retiring today are in better health generally than their parents and more likely to be active. Conversely a few respondents reported attitudes of retiring earlier, to either move to a warmer climate or wanting to “enjoy life more”. One respondent identified this as a potential cause of isolation if these younger seniors still have elderly parents, as they will not have someone nearby to support them. One respondent also reported that younger seniors may have had negative experiences with caring for their aging parents, which could cause them to become jaded towards retiring.

## 5.6 Aging in Place

When asked if seniors were aware of the challenges and difficulties of staying in their home as they age, the majority of respondents indicated that they were. While there was agreement on awareness of the challenges, respondents differed on whether it was reactive or proactive. Respondents indicated that some seniors are aware of the challenges and have prepared by ensuring they have access to the services they need. Other seniors are not prepared, and only after an incident such as a fall or physical injury, do they realize the level of assistance they will need. Respondents also reported varying levels of awareness among seniors of the services available to assist with aging in place. When asked who seniors most commonly turn to for assistance with these challenges, respondents most commonly said their families. The next most common response was a seniors centre or social agency, followed by their friends. Also mentioned by one respondent was their employer.

## 5.7 Different Cultural Groups of Seniors

Respondents were asked if they had worked with different cultural demographics of seniors and if so, in what way. Most Senior Centre Associations had worked with different cultural groups in some way but few had tried to formally incorporate these groups into their programming. A few centres had ESL programming, but had not expanded beyond that. A few have also had certain groups rent space or do specific things within their cultural group. The Volunteer Run Association had broad experience with different cultural groups and served them regularly with their ride service, and Corporate Services had been in consultation with senior groups who represent Aboriginal and New Canadian seniors through the Community Services Branch of the City.

Respondents were then asked if they had noticed different trends among different cultural groups of seniors. Half of the respondents said they did not have enough experience with these cultural groups to be able to comment, but a few thought that they faced the same challenges as all seniors. A few respondents also said that cultural groups tend to keep within their own groups, with one respondent saying there was “no desire to connect”. A few respondents said that it depends on the specific demographics, and that the longer they are in Canada the more mainstream they become. Overall, respondents did not have an in-depth understanding of the needs of different cultural groups of seniors.

Respondents were finally asked if there were strategies the City could implement to better meet the needs of these different groups. Most commonly respondents indicated that the City could act as a liaison for these groups, or work as a connector. One respondent stressed the importance of someone who understands the specific group leading the effort to connect, and another respondent mentioned they partner with an organization called Multicultural Health Brokers that provides this service. Respondents were overall enthusiastic to incorporate different cultural groups of seniors, but lacked the necessary supports to do so.

## **APPENDIX A – SURVEY INSTRUMENT**

Hello, my name is \_\_\_\_\_. I am with Banister Research, a professional research company. We are conducting a survey on behalf of the City of Edmonton with adults aged 55 years and older to learn about what services they currently use, and to gather feedback about these services in Edmonton.

It will take approximately 23 minutes to complete the questionnaire. Please note that all questions are voluntary and your responses and personal information will be kept confidential.

**[Interviewer note:** If respondents have questions about the survey they can be referred to Diana O'Donoghue at 780-442-7160 or Ingrid Hoogenboom at 780-496-4938]

- A. For this study, I need to speak to a member of the household who is 55 years of age or older. Is there anyone in this household that meets that requirement available?
1. Yes, speaking **[CONTINUE]**
  2. Yes, I'll get him/her **[REPEAT INTRODUCTION AND CONTINUE]**
  3. Not now **[ARRANGE CALLBACK AND RECORD FIRST NAME OF RESPONDENT]**
  4. No, there is no member of the household who is 55 years of age or older **[READ THE BELOW MESSAGE, THANK AND TERMINATE]**

**[TERMINATE SCRIPT]** "For this particular survey we are looking specifically for responses from individuals who are 55 years of age or older. For that reason we are unable to use your household as part of our sample. Thank you for your time" **[TERMINATE]**

- B. **RECORD GENDER: [CHECK GENDER QUOTA, OVERALL 376 MALES/424 FEMALE]**
1. Male
  2. Female

- C. To ensure that we have proper geographic representation from across all of the City of Edmonton could you please tell me your postal code?

\_\_\_\_-\_\_\_\_ **[RECORD]**

F5. Don't know/No response – **[Terminate]**

D. **CHECK WARD QUOTAS: [PRECODE SAMPLE 65 COMPLETE SURVEYS PER WARD]**

1. Ward 1
2. Ward 2
3. Ward 3
4. Ward 4
5. Ward 5
6. Ward 6
7. Ward 7
8. Ward 8
9. Ward 9
10. Ward 10
11. Ward 11
12. Ward 12

E. In what age category do you fall? **[CHECK AGE QUOTAS]**

1. 55 to 64 **[n=392]**

2. 65 to 79 **[n=295]**

3. 80 or older **[n=113]**

F5. Not Stated/Don't Know/Refused to Answer **[THANK AND TERMINATE]**

**[IF QUOTA MET READ THE BELOW MESSAGE, THANK AND TERMINATE]**

**[TERMINATE SCRIPT]** Unfortunately we have met our quotas for respondents in that age category. For that reason we are unable to use your household as part of our sample. Thank you for your time **[TERMINATE]**

F. This interview should take about 23 minutes. Is this a convenient time for us to talk, or should we call you back?

1. Convenient time **[CONTINUE]**

2. Not a convenient time **[ARRANGE CALLBACK]**

## **Section 1: Current Activity Level**

**The following set of questions will relate to your participation in society and access to community participation.**

1. We are interested in how often you participate in a number of activities: social, wellness, recreational, educational, creative and/or cultural activities. For each activity, please tell me if you participate:
    1. More than once a week
    2. Once a week
    3. A few times a month
    4. Once a month
    5. Once every few months
    6. Once a year
    7. Less than once a year
    8. Never
- F5. Not Stated/Don't Know/Refused to Answer  
The first one is: **[INSERT FROM LIST BELOW]**

### **[READ LIST AND ROTATE]**

- a. Recreation and Leisure activities (such as fitness facilities, fitness classes or sports);
- b. Lifetime learning activities such as courses or using the library;
- c. Spiritual activities (such as going to a place of worship);
- d. Health & wellness activities (such as nutrition seminars);
- e. Hobbies alone in your household (such as painting, music , or scrapbooking);
- f. Hobbies with groups (such as painting, music , or scrapbooking);
- g. Attend sporting or cultural events (performances, plays, festivals);
- h. Visit family or friends in person;
- i. Travel for business or personal reasons;
- j. Shop;
- k. Outdoor activities (such as walking or cycling groups or visiting parks);
- l. Volunteering;
- m. Civic involvement on boards, political associations or campaigns, or community league/neighbourhood involvement

2. Are there any other types of social, wellness, recreational, educational, creative and/or cultural activities that you participate in that I didn't mention?
1. Yes; Specify \_\_\_\_\_ **[RECORD VERBATIM]**
  2. No

F5. Don't know/No response

3. Do you wish you could participate in more social, wellness, recreational, educational, creative and/or cultural activities?
1. Yes
  2. No **[SKIP TO Q5]**
- F5. Don't know/No response **[SKIP TO Q5]**

4. What prevents you from being more active? **[MAX 3 RESPONSES, THEN MOVE ON]**

**[PRECODE LIST DO NOT READ]**

1. A condition prevents you from doing more
2. You need specialized aid(s) or equipment that you don't have
3. You need someone's assistance
4. You have transportation barriers
5. Your community has no facilities or programs available
6. The facilities, equipment or programs are not accessible
7. It is too expensive
8. Don't feel comfortable or welcome at the facility where the activity takes place
9. Not enough time
10. Not interested
11. Other (Specify): \_\_\_\_\_
12. F5. Don't know/Not stated

5. Thinking about the list of activities I just read off, most of them occur at a specific location or facility such as a hall, a recreation centre or a seniors centre. For the activities that you do, what are the top three reasons you choose to visit the facilities you do? **[MAX 3 RESPONSES, THEN MOVE ON]**

1. \_\_\_\_\_ **[RECORD VERBATIM]**

F5. Don't know/No response

6. What barriers or difficulties exist that discourage or prevent you from going to different facilities than the ones you do? **[MAX 3 RESPONSES, THEN MOVE ON]**

1. \_\_\_\_\_ **[RECORD VERBATIM ACCEPT UP TO 3 RESPONSES]**

F5. Don't know/No response

7. In the past 12 months, did you volunteer?

1. Yes
2. No **[SKIP TO Q11]**

F5. Don't know/No Response **[SKIP TO Q11]**

8. In general, do you volunteer:
1. Yes
  2. No
  - F5. Don't know/No response

**[READ LIST]**

- a. for a specific event such as a festival
- b. on an ongoing basis for example volunteering weekly for the same organization

9. What type of volunteer work do you do?
1. \_\_\_\_\_ **[RECORD VERBATIM]**

10. In the past 12 months, what barriers have you encountered that prevented you from volunteering more frequently or volunteering at all? **[MULTIPLE RESPONSES]**

**[PRECODE LIST DO NOT READ]**

1. Transportation
2. Did not have the necessary skills
3. Time
4. Tired/Fatigued
5. Health
6. Discrimination on the basis of age
7. Workplaces are not adapted or accessible
8. Lack of recognition
9. Mobility concerns
10. Other (specify): \_\_\_\_\_ **[RECORD VERBATIM]**
11. None
- F5. Don't know/No response

## **Section 2: Indicators of Isolation: Urgency Behind Need**

It is important to note that some of the next few questions I will ask relate to areas that many of us take for granted as a basic part of life but that some of these items are not a part of everyday life for all people.

11. In the course of an average week, how many different people do you socialize with?

1. \_\_\_\_\_ **[RECORD NUMERIC VALUE]**

F5. Not Stated/Don't Know/Refused to Answer

12. Would you like to have more acquaintances?

1. Yes

2. No

F5. Not Stated/Don't Know/Refused to Answer

13. Are there things that make it challenging to pursue social interactions?

1. Yes;

2. No **[SKIP TO Q15]**

F5. Not Stated/Don't Know/Refused to Answer **[SKIP TO Q15]**

14. What are they? **[SKIP IF Q13=2]**

1. \_\_\_\_\_ **[RECORD VERBATIM]**

15. In the course of an average week, how many times do you talk with a friend?

1. \_\_\_\_\_ **[RECORD NUMERIC VALUE]**

F5. Not Stated/Don't Know/Refused to Answer

### **Section 3: Safety and security**

16. Please rate the extent to which you feel safe and secure in your community. Please use a scale of 1 to 5, where 1 means not at all safe and 5 means very safe

1. Not at all safe
  - 2.
  3. **[SKIP Q18]**
  4. **[SKIP Q18]**
  5. Very Safe **[SKIP Q18]**
- F5. Don't know/No response

17. **[ASK IF Q16 = 1 TO 2]** Please tell us the reasons why you don't feel safe and secure in your community. **[MULTIPLE RESPONSES]**

**[PRECODE LIST DO NOT READ]**

1. Feeling alone or isolated
2. Feeling Abused by others (e.g. financial, physical or emotional abuse) **[IF RESPONDENT MENTIONS ABUSE ADVISE THEM TO CALL 211 FOR ASSISTANCE]**
3. Criminal activity
4. Physical environment is unsafe (e.g icy sidewalk, too many stairs)
5. Discrimination
6. Mobility limitations or health concerns
7. Poor Street Lighting
8. Other (Specify); \_\_\_\_\_

18. On a scale of 1 to 5 where 1 means strongly disagree and 5 means strongly agree, would you agree you are financially secure?

1. Strongly disagree
- 2.
- 3.
- 4.
5. Strongly agree

#### **Section 4: Aging in place**

19. For the following activities can you tell me how often over the past 12 months did you receive assistance from someone other than a loved one (e.g. friends or family):

1. More than once a week
2. Once a week
3. A few times a month
4. Once a month
5. Once every few months
6. Once a year
7. Less than once a year
8. Never
- F5. Don't know/No response

The first one is: **[INSERT FROM LIST BELOW]**

**[READ LIST AND ROTATE]**

- a. Preparing meals
- b. Meal or grocery delivery
- c. Everyday housework such as dusting and tidying up, laundry
- d. Getting to appointments and running errands, such as shopping for groceries
- e. Looking after your personal finances, such as making bank transactions or paying bills
- f. Personal care, such as washing, dressing, eating or taking medication
- g. Home and yard maintenance such as mowing the lawn, snow removal, or window washing
- h. Home adaptation such as building a ramp

20. **[ASK if Q19 = 8 FOR EACH]** Were you aware you can receive assistance for **[INSERT FROM Q19]**?

1. Yes
2. No
- F5. Don't know/No response

21. In the past 12 months, did you ever experience any difficulties with any of the following, in regards to obtaining or receiving assistance?
1. Yes
  2. No
  - F5. Don't know

**[READ LIST AND ROTATE]**

- a. Finding qualified help
  - b. Knowing where to look for help
  - c. The cost of help
  - d. Difficulty asking for assistance
  - e. The overall challenge of finding assistance
  - f. Family or Friends being unavailable
  - g. Not knowing where to look for financial assistance
22. How likely is it that you will try to stay in your current home...
1. Not at all likely
  - 2.
  - 3.
  - 4.
  5. Very likely
    - a. Into your 70's **[ASK if QE = 1]**
    - b. Into your 80's **[ASK if QE = 1 or 2]**
    - c. Into your 90's **[ASK if QE = 1, 2 or 3]**
23. I am going to read you a list of topics that are associated with housing while one ages. For each of the following I would like you to indicate, on a scale of 1 to 5, where 1 means 'not at all important' and 5 means 'very important' how important each aspect is to you when considering where to live in the future. First, how important is ..... **(Read list. Randomly rotate)**
1. Not at all important
  - 2.
  - 3.
  - 4.
  5. Very important
  - F5. Don't know/No response
- a. staying in your home
  - b. affordability of housing or the amount of upkeep need for your property
  - c. being near or close to a physician
  - d. familiarity of neighbourhood or community
  - e. being near or close to family and friends
  - f. being near or close to public transportation
  - g. being near or close to amenities like shopping, restaurants, etc.
  - h. programs and/or activities offered within a seniors housing facility
  - i. food or meal services

24. Until now, have you discussed or considered any of the following to assist in staying in your home as you age?

1. Yes
  2. No
- F5. Don't know/No response
- a. Renovations to your current home (e.g. adding ramps, stair assisters, additional railings)
  - b. Live in help
  - c. Meal programs

**Demographics:**

D1. Which of the following best describes your marital status? Are you

1. Single, that is, never married
2. Married or living together as a couple
3. Widowed
4. Separated
5. Divorced
6. Refused

D2. Do you currently own or rent your home in the City of Edmonton?

1. Own
2. Rent

D3. Do you live?

1. Alone
2. With others

D4. In what type of dwelling are you living? Is it a:

1. House
2. Apartment
3. Condominium
4. Seniors Housing

D5. For how many months of the year do you generally reside outside of Edmonton?

1. \_\_\_\_\_ **[RECORD NUMERIC VALUE]**
- F5. Not Stated/Don't Know/Refused to Answer

D6. Into which of the following categories would you place your total household income before taxes for last year, that is for 2014?

1. Less than \$10,000
2. \$10,000 to less than \$20,000
3. \$20,000 to less than \$30,000
4. \$30,000 to less than \$40,000
5. \$40,000 to less than \$50,000
6. \$50,000 to less than \$60,000
7. \$60,000 to less than \$70,000
8. \$70,000 to less than \$80,000
9. \$80,000 to less than \$90,000
10. \$90,000 to less than \$100,000
11. \$100,000 to less than \$150,000
12. \$150,000 or more
- F5. Not Stated/Don't Know/Refused to Answer

- D7. In the course of an average week, how often do you use a computer?
1. Not at all
  2. One or two times
  3. Three or four times
  4. Five or more times
  - F5. Not Stated/Don't Know/Refused to Answer

- D8. Other than Canadian, what is your ethnic or cultural background?

**[PRECODE LIST DO NOT READ MULTIPLE RESPONSES]**

- |                               |                 |   |
|-------------------------------|-----------------|---|
| 1. Canadian                   | 23. Haitian     | 45. Scottish                                  |
| 2. Aboriginal, Metis or Inuit | 24. Holland     | 46. Serbia                                    |
| 3. American                   | 25. Hungarian   | 47. Sikh                                      |
| 4. Australian                 | 26. Irish       | 48. Somalia                                   |
| 5. Austrian                   | 27. Italian     | 49. Slovakian                                 |
| 6. Bahamian                   | 28. Indian      | 50. Spanish                                   |
| 7. Bangladeshi                | 29. Israeli     | 51. Sri Lanka                                 |
| 8. Black/African              | 30. Jamaican    | 52. Swedish                                   |
| 9. British                    | 31. Japanese    | 53. Tamil                                     |
| 10. Chinese                   | 32. Jewish      | 54. Trinidadian                               |
| 11. Croatian                  | 33. Korean      | 55. Ukrainian                                 |
| 12. Czech                     | 34. Lebanese    | 56. Vietnamese                                |
| 13. Danish                    | 35. Macedonian  | 57. Yugoslavian                               |
| 14. Dutch                     | 36. New Zealand | 58. Welsh                                     |
| 15. English                   | 37. Netherlands | 59. Other – specify:<br>_____                 |
| 16. El Salvador               | 38. Nigerian    | 60. None (No response other<br>than Canadian) |
| 17. Ethiopian                 | 39. Norwegian   | F5. Don't know/No response                    |
| 18. Finnish                   | 40. Pakistani   |   |
| 19. French                    | 41. Filipino    |   |
| 20. German                    | 42. Polish      |   |
| 21. Greek                     | 43. Portuguese  |   |
| 22. Guyanese                  | 44. Russian     |   |

- D9. Please tell us number of years you have lived in Edmonton? \_\_\_\_\_ **[RECORD NUMERIC VALUE]**

**[END]**

## **APPENDIX B – INTERVIEW GUIDE**

Hello, my name is \_\_\_\_\_ [FIRST NAME] and I am calling from Banister Research on behalf of the City of Edmonton. We are calling to speak to \_\_\_\_\_ [RESPONDENT] regarding social and recreation participation for seniors.

This interview is part of a comprehensive Needs Assessment to explore the social and recreation needs of the Edmonton senior community and the most effective way for City of Edmonton to meet those needs. You have been selected to be interviewed because you already are responding to the needs of seniors in this area and the City wants to know more about your perspective and how we can work together. Your information will help the City ensure that seniors needs are being met, and that there are adequate supports for seniors in our city.

The interview will take approximately 45 minutes – is now a good time for you?

1. [IF YES] Great, thank you for taking the time to speak with us [CONTINUE SCRIPT BELOW]
2. [IF NO] When would be a good time to call back? [SCHEDULE CALL BACK]

**[Refer any respondent concerns about the interview to Diana O'Donoghue at 780-442-7160 or Ingrid Hoogenboom at 780-496-4938]**

### Interview Script

The City of Edmonton (COE) is seeking assistance in increasing their knowledge on the experience of seniors at social and recreational programs and facilities and has contracted us, Banister Research to assist in this matter. Ultimately, the Social and Recreational Participation Working Group of the Age Friendly Edmonton Initiative would like a better understanding of the motivations and/or barriers to social and recreational participation in order to improve facilities, policies, program, and services.

For this interview we are particularly interested in hearing from you about the programs and services your organization offers or that you are involved with and your advice for how the City of Edmonton could best serve adults 55 years and older.

Please note that interview responses will only be reported in aggregate to eliminate the recognition of any specific individual. In no way will your contact information be used to identify your unique responses. Do you have any questions before I proceed?

1. What is the name of your organization?
  - a. Can you describe the mission of your organization? **(IF NEEDED)**
2. What social, wellness, recreational, educational, creative and cultural activities do you provide or support for people over 55?
  - a. Where do you offer these activities?
  - b. Are these activities open to the public or a select group of people?
3. What have you found are the priority interests of seniors for these types of programs?
  - a. Is this through a formal needs assessment or insight you've gained through your work?
4. To what extent do you think social isolation affects seniors?
  - a. Do you think social, wellness, recreational, educational, creative or cultural activity offerings for adults 55 years and older decreases or prevents feelings of social isolation and loneliness?
  - b. Aside from those kinds of activities, what are strategies to reduce social isolation for seniors?
5. From your perspective, are there any gaps in social, wellness, recreational, educational, creative or cultural activity offerings for adults 55 years and older in Edmonton?
  - a. Which do you feel are most important to address and Why?
  - b. Are there some that you would like to address but are unable to?
6. What barriers exist that prevent seniors from engaging in social and recreational activities?
  - a. What could the City do to address some of these barriers?
7. In what way do you work with [insert "other" if talking to someone from a senior centre] senior centres, organizations and/or associations?
8. What challenges do you foresee in the growth and development of seniors programming in Edmonton?
  - a. Do you have ideas or have your heard any ideas from seniors on how to address these challenges?
9. What sort of training have you received revolving around recreation and social involvement for the 55+ age group specifically?

- a. If there was training available, what would be most beneficial?
10. Research shows that as the younger generation is starting to retire, they have higher expectations about their level and meaningfulness of their involvement and volunteer opportunities. Is this something you've encountered?
  11. With increasing life expectancies, many of those now retiring have parents still living and have been through the process of helping their parents retire. Have you noticed a change in attitude towards retirement and expectations of retirement in the younger generation?
  12. In regards to aging in place, are seniors generally aware of the challenges and difficulties they may face staying in their home as they age?
    - a. Who would they most commonly turn to for assistance with these challenges?
  13. Have you worked with different cultural demographics of seniors? In what way?
    - a. Do you notice differing trends among different cultural groups of seniors? Do they follow the general trends or do they tend to be different?
    - b. What strategies could the City use to better meet the needs of different cultural groups of seniors?
  14. Is there anything else you think we should know?

**That concludes our interview; we thank you very much for your participation in our research. If you can think of anything else that you feel we should know in the course of conducting this Needs Assessment, please feel free to contact us. You may call us back, Banister Research, at (780) 451-4444, or e-mail Cory Hodgson, Associate with Banister Research, at [chodgson@banister.ab.ca](mailto:chodgson@banister.ab.ca).**