



Health & Lifestyle Checkup for Strathcona County

2012 Study Results

Corporate Planning
&
Family & Community Services

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I. INTRODUCTION AND PURPOSE OF THE STUDY

In March 2012, Family and Community Services undertook a county-wide telephone survey in order to assess residents' perceptions about health and lifestyle issues within Strathcona County. This is a five year follow-up from the studies previously done by the department in February 2007 and September 2002.

The original study established a benchmark in Strathcona County by measuring the following health and lifestyle issues:

- Life and safety in one's neighborhood;
- Affordability levels for housing and meeting monthly expenses;
- Perceived physical and mental abuse in schools and within families;
- Rating overall health; assessment of issues potentially creating personal stress; identifying family problems;
- Obtaining information on key lifestyle issues;
- Assessing lifestyle information in Strathcona County;
- Sources of information for lifestyle concerns; and
- Smoking, alcohol and drug usage (prescription and illegal drugs) and the impact that use has had on residents.

This present study is a five year follow-up to determine where residents are with respect to their current health and lifestyle. In addition to the new results, comparisons will be made with both the 2002 and 2007 studies in order to measure trends and changes of the lifestyles of people that live in Strathcona County.

This report will provide a comprehensive review of all steps undertaken in the development and implementation of the survey, as well as a detailed summary of the results. A review of the methodology associated in the development and implementation of the survey can be found in the next section of this report.

II. METHODOLOGY

The Questionnaire

The questionnaire used in this study was an update of the original design initially created through Corporate Planning and Intergovernmental Affairs and since reviewed and refined by Family and Community Services. Most of the existing questions were kept intact in order to measure trends among residents. In addition, two new questions were added that focused precisely on *depression*. A copy of the 2012 questionnaire can be found in Appendix A.

Sampling Design and Data Collection Procedure

The sample frame used in this study were residents of Strathcona County who were 18 years of age or older. The sample frame incorporated a statistical proportion estimate of 0.5, which assumes that there is a homogeneous mixture of attitudes and opinions about the quality of life in Strathcona County. A 95% confidence interval was established for this study, which is standard for any public opinion study that utilizes a random sample of residents.

The sample frame consisted of 400 people living in urban¹ and rural parts of Strathcona County. The sample frame provided overall results² accurate to within \pm 4.9%, 19 times out of 20.

A telephone survey research design was used to collect the data for this study. Respondents were contacted by telephone between March 10th and March 17th, 2012. Strathcona County derived telephone numbers from the Select Phone Canadian Edition database and randomized them for this study. Trained interviewers from Banister Research & Consulting Inc. made all telephone calls under supervised conditions. Each questionnaire took an average of 10 minutes to complete. The data was analyzed by Strathcona County's Corporate Planning Department and Family & Community Services using SPSS for Windows.

¹ In this report, the urban component of Strathcona County is Sherwood Park.

The quota was set as such to ensure the sample was a good representative of the population in Strathcona County. As such, there was an equal number split between male versus female respondents (n=200 each). In addition, provided that approximately 70% of the Strathcona County residents live in urban settings versus 30% in rural (i.e., residents living in one of the 8 hamlets and surrounding areas), the survey quota was set as such that, 290 respondents were from urban locations versus 110 in rural. The survey results also revealed that the vast majority of respondents (94%) were homeowners, while the remaining 6% were renters. This again is in line with the 2009 census data, which shows that 92.2% of Strathcona County residents are homeowners.

Sample Weighting Procedures

The results of this survey have been weighted to reflect the population in terms of the number of years the respondents lived in Strathcona County. Figure 1 illustrates how the weighting distribution was setup to reflect the census population according to the 2009 municipal census results. It can be seen that new residents were underrepresented in this study, while longer term residents were overrepresented. As such, the data collected in this survey was weighted to better reflect the actual proportion of residents on the basis of how long they lived in Strathcona County.³ This weight also adjusted the age groups of the sample size to better reflect the actual distribution of the adult population (as seen in Figure 2). The median number of years that people lived in Strathcona County was 11.4 years with the mean average of 16.4 years.

² The $\pm 4.9\%$ is the *margin of error* associated with this study and refers to the potential percentage spread that exists within answers to particular questions. This means that an answer could be up to 4.9% higher or lower than what is reported.

³ What this means is that a weighted factor was applied to the collected data to reflect the actual distribution of residents on the basis of how long they lived in the County.

Figure 1: Length of Time Living in Strathcona County (Unweighted compared to weighted and 2009 Census results)

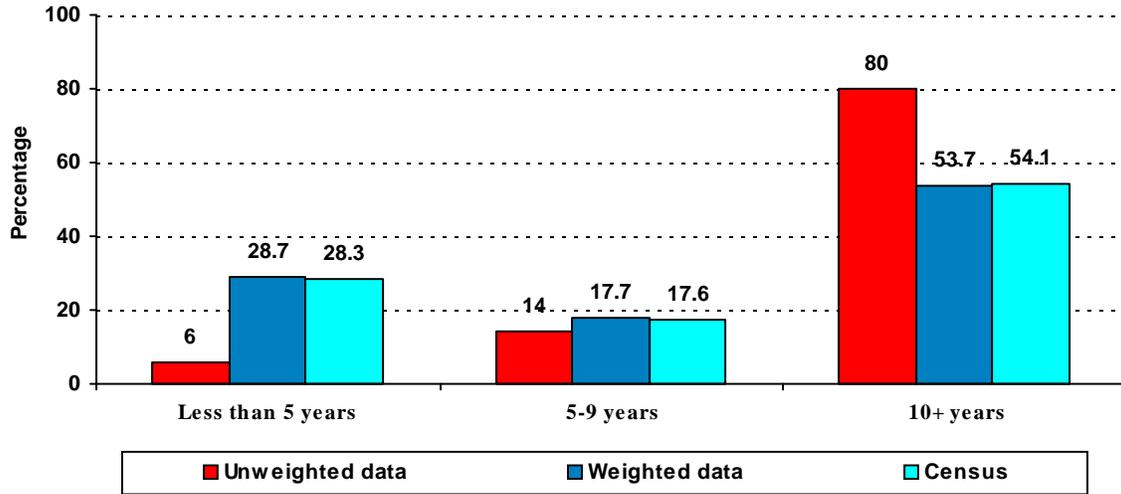
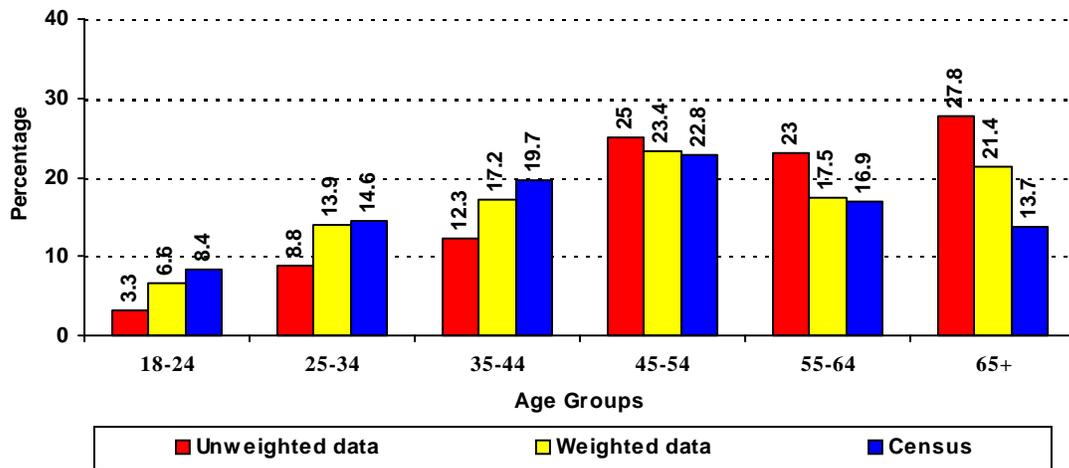


Figure 2 also illustrates how the weighed data matched closely to the actual census data for Strathcona County (though the 65+ age group is still over-represented compared to the actual distribution of adult residents on the basis of age). The collected data before weighing is illustrated by the red bar, the adjusted distribution after weighing the data is illustrated by the yellow bar and the 2009 census distribution is illustrated by the blue bar.

Figure 2: Age of Respondents (Current Study – Weighted and Weighted and 2009 Census Comparison⁴)



From this point forward in the report, only the weighted data will be used in this report, in order for the results to be inferred onto the population.

⁴ Census figures have been re-adjusted to match the parameters of the sample frame (i.e. limited to the population based on those aged 18 or older).

III. RESULTS

This section of the report presents a summary of the results associated with the perceptions and awareness of residents with respect to health and lifestyle decisions. Socio-demographic comparisons, where significant, are also highlighted. Comparisons will also be made with data collected from the earlier 2002 and 2007 studies when significant differences occur.

A. Population Demographics

Summary of Key Findings: Population Demographics

Survey respondents were asked a number of demographic questions in order to better understand the composition of Strathcona County residents. The weighted data reported in this section closely match that of the actual census data for Strathcona County. The following points are summaries of the key findings:

- One-third (33.6%) of households consist of 2 individuals living together, while the second largest category consists of households with 4 individuals (25.5%);
- In Strathcona County there is an almost equal split between households with children versus those without;
- Households consisting of two parent families (43.8%) and married or common-law with no kids (34.0%) make up over three-quarters (77.8%) of households in Strathcona County;
- Approximately one-half (48.5%) of Strathcona County residents reported being employed full time, with the majority working between 36 to 50 hours per week; and
- The majority of households (73.0%) reported having a combined income of \$70,000 or greater in 2012.

According to the results in Figure 3, approximately one-third of households in Strathcona County (33.6%) consist of 2 individuals cohabiting. The second largest category consists of households with 4 individuals living together (25.5%). All other household size categories fall in a range of 10.9% to 16.8% in terms of the overall proportion.

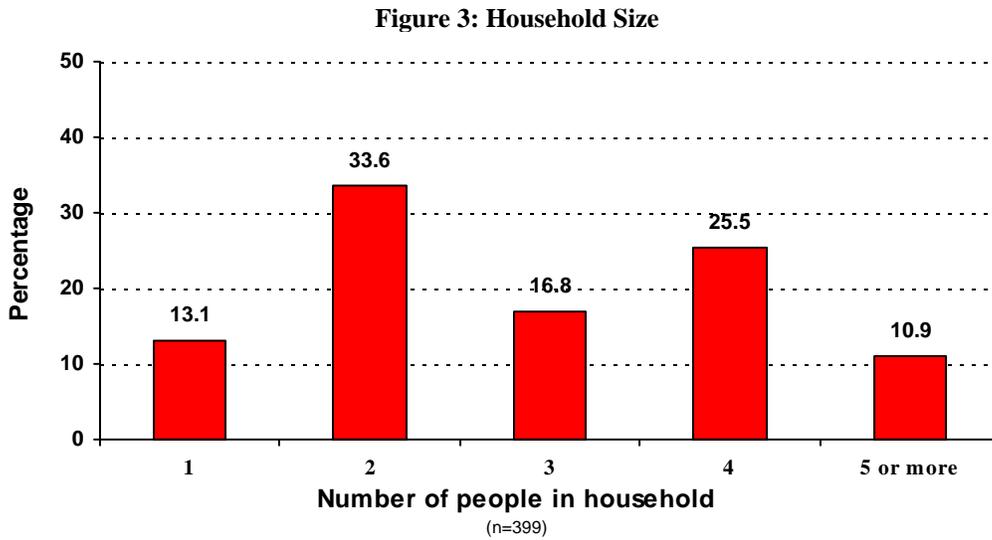
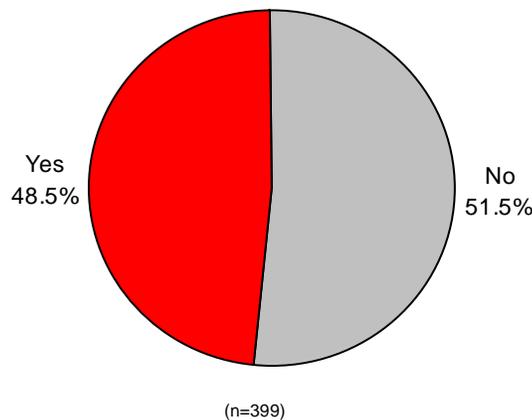


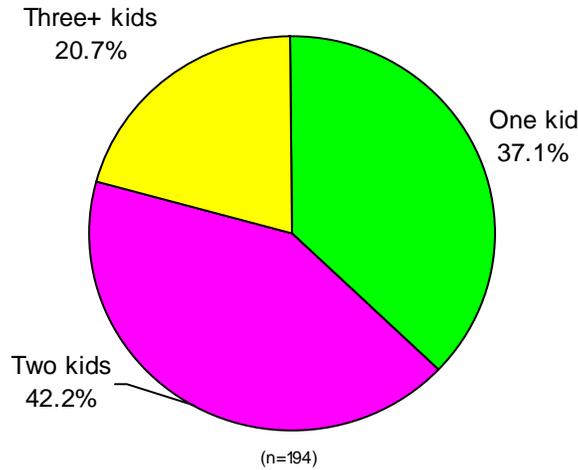
Figure 4 shows the breakdown for households which have no children versus those that do. According to the results, in Strathcona County there are almost equal proportions of households with children (48.5%) as there are those without children (51.5%).

Figure 4: Households with children versus no children



Families with children (n=194), were asked to indicate how many children they have living at home. The results indicated that a greater proportion of families have either one (37.1%) or two (42.2%) children living at home, while only 20.7% of families have three or more children living at home.

Figure 5: Household Composition based on Number of Children



The results indicate that for families with children, there is almost an even split between those who have children 13 years of age or younger (44.3%) versus those who have older children aged 14 years or older (40.7%). Approximately 15% of respondents reported having children in both age range categories.

Figure 6: Household Composition based on Age of Children

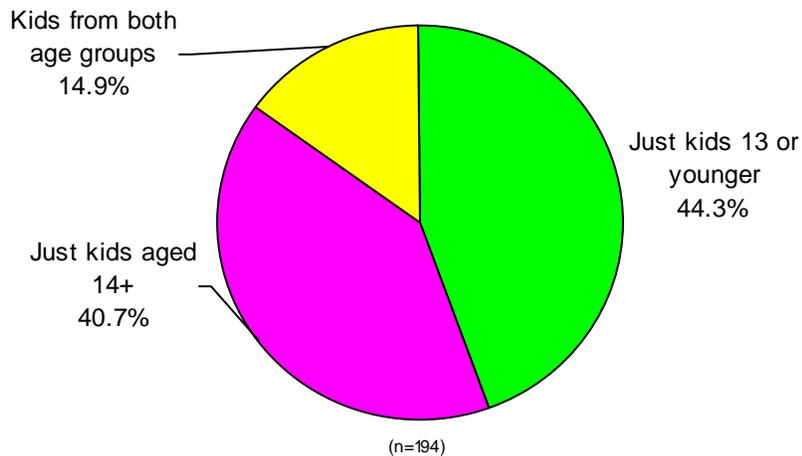
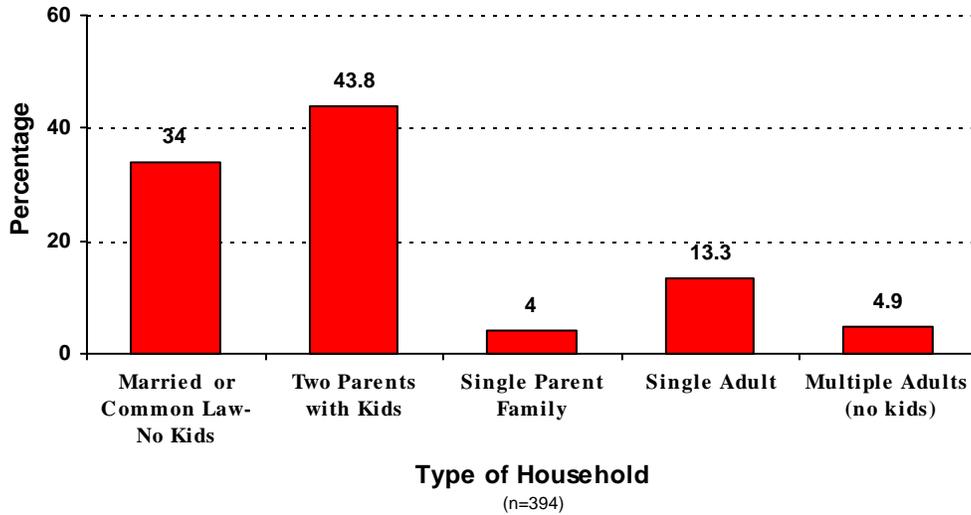


Figure 7 presents a breakdown of the family status of households. The top two types of family households accounted for 77.8% of the split, with “two parents with children living in the household” accounting for 43.8%, followed by “married or common law with no children” accounting for 34.0%. All other types of family households accounted for the remaining 22.2% of the household types.

Figure 7: Family Status



As illustrated in Figure 8, two-thirds of respondents (66.1%) reported being gainfully employed, with a breakdown of 48.5% working full-time, while a combined 17.6% being either self-employed (9.5%) or working part-time (8.1%).

Figure 8: Employment Status

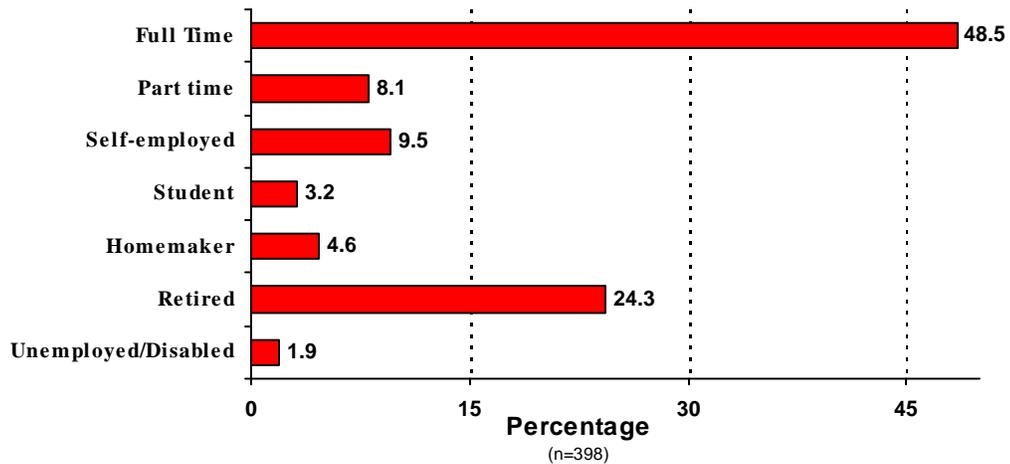


Figure 9 shows a breakdown of the number of hours that people reported putting into their jobs with a comparison to previous survey years (2002 and 2007). It can be seen that the distribution of work by hours has not changed dramatically between 2007 and 2012, with the exception of a higher percentage of people working 51 hours or more in 2012 (17.0%) compared to 2007 (13.2%).

Figure 9: Hours of Work per Week (For those working full time, part time or self-employed)

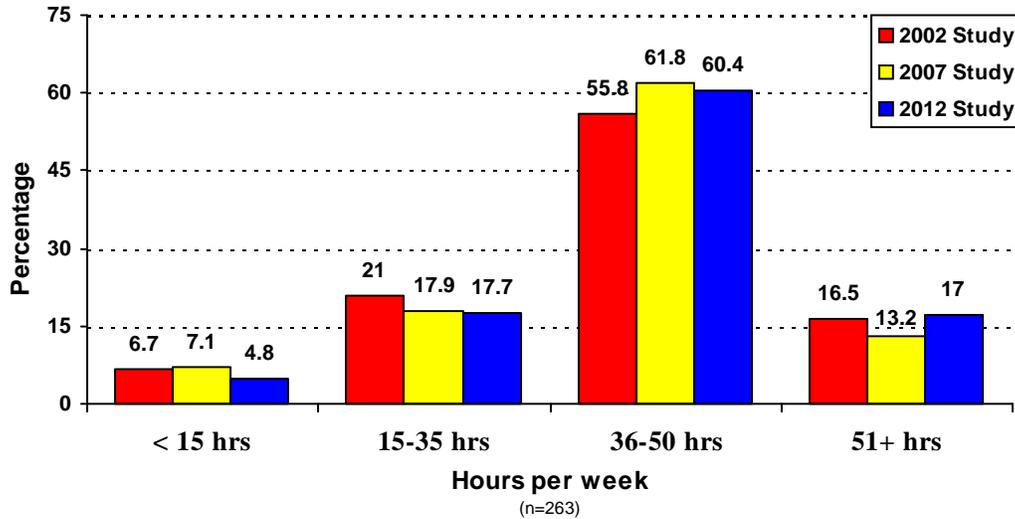


Figure 10 shows a breakdown of the number of hours worked per week by those who have reported being employed full-time, part-time or self-employed in 2012. It can be seen that the majority of full-time and self-employed people are working more than 35 hours per week at their job. The majority of part-time employees (68.6%) tend to work between 15 to 35 hours per week, while 76.6% of full-time employees reported working between 36 to 50 hours per week. As for the self-employed individuals, a greater proportion (42.5%) reported working 51 hours or more per week. These findings are very similar to that of 2007 study.

Figure 10: Hours of Work per Week by Status of Employment -2012 Study Results

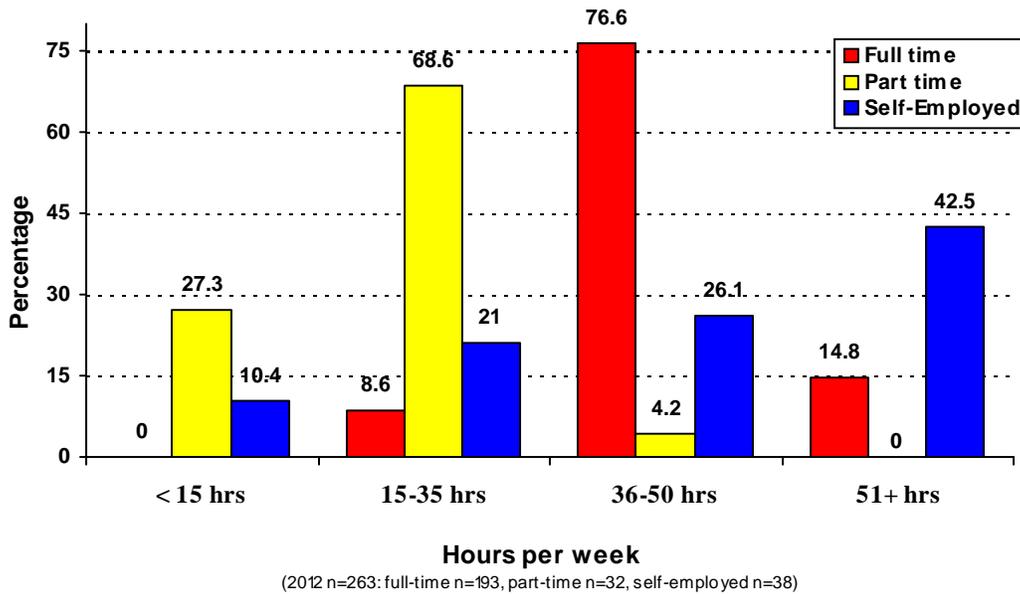
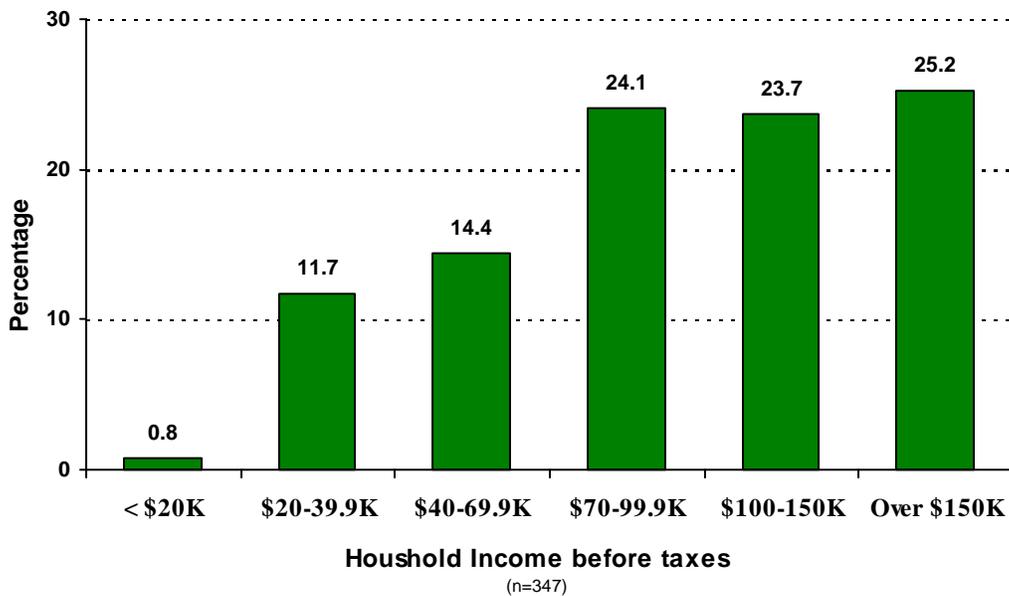


Figure 11 shows a breakdown of household income among respondents. It can be seen that the majority of households (73.0%) have a combined income of \$70,000 or more in 2012. Further analysis revealed that there were no significant differences between urban and rural residents with respect to household income.

Figure 11: Household Income -2012 Study Results



B. Satisfaction with Transportation in Strathcona County

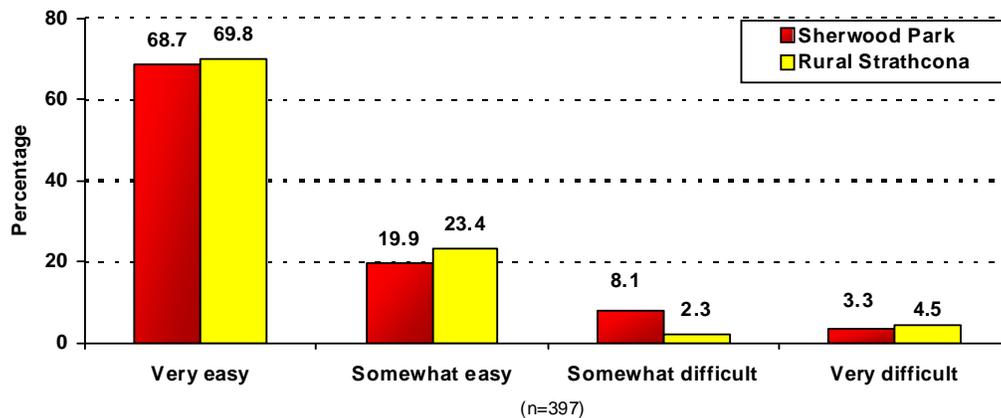
Summary of Key Findings: Satisfaction with Transportation in Strathcona County

In this section, Strathcona County residents were asked a number of questions to gauge their perception about how easy it is for them to transport themselves from one place to another. The following points are summaries of the key findings:

- The vast majority of respondents (93.6%) reported using their own car as their main mode of transportation;
- Approximately seven out of ten respondents (68.7% Sherwood Park & 69.8% rural Strathcona) found it very easy to transport themselves within the County;
- The most frequently mentioned reasons for transportation difficulty included issues related to age and medical reasons preventing one from driving, high costs associated with public transportation, limited public transportation options available in some areas, traffic congestion, and requirement to change buses frequently to get to one place; and
- Overall, there has been a steady decline in the proportion of Sherwood Park residents who reported ease with transporting themselves from home to another location (94.4% in 2002 vs. 88.6% in 2012). Conversely, there has been a steady increase in the proportion of rural residents who reported ease with transporting themselves from home to another location (89.6% in 2002 vs. 93.2% in 2012).

Respondents were initially asked to indicate how easy it is to transport themselves to different places from their home. As seen in Figure 12, the majority of respondents (68.7% Sherwood Park & 69.8% rural Strathcona) found it very easy to transport themselves elsewhere regardless of where they lived within the County.

Figure 12: Ease of Transporting One’s Self from Home in 2012 (By Location of Resident within Strathcona County)

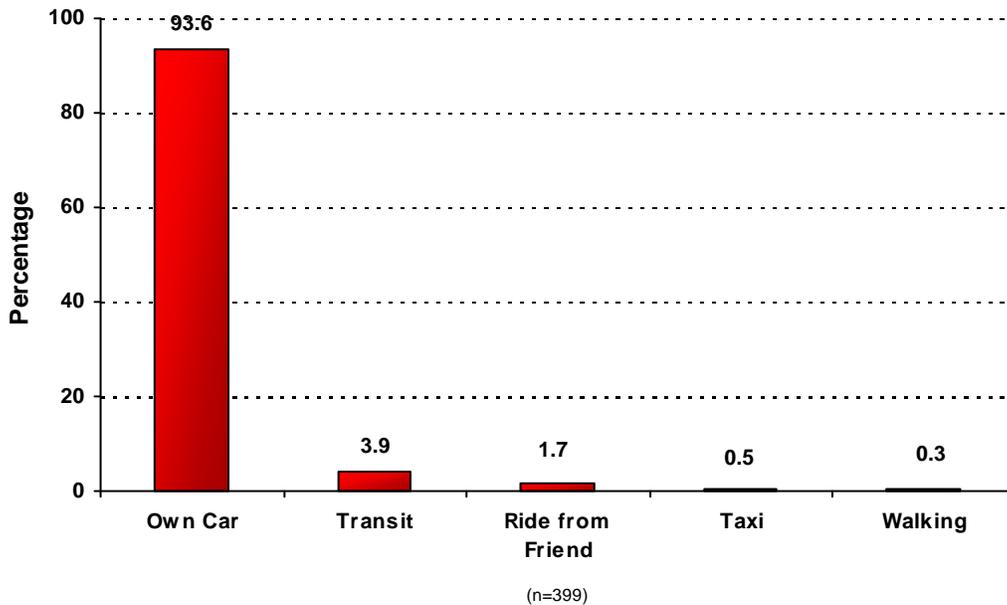


Approximately one in ten respondents (n=41) indicated that they found it difficult to get to different places from their home (11.4% Sherwood Park; 6.8%, Rural Strathcona). Those individuals were asked to indicate the reason why they felt that way. The most frequently provided responses are as follows:

- Older age and medical issues were given as reasons preventing some residents from driving a vehicle to get around;
- High costs associated with purchasing public transit (especially transit for the disabled);
- High volume of traffic and too many traffic lights made transportation in Sherwood Park more cumbersome.
- Rural residents felt there were limited transportation options available as some areas were without transit services;
- Some residents felt that using transit was difficult because their destinations required them to change buses frequently.

As seen in Figure 13, the vast majority of respondents (93.6%) used their own car as their main mode of transportation. A further analysis found this to be the case, regardless of where residents lived. Transit was not an option used by rural residents.

Figure 13: Main Mode of Transportation Used



As illustrated in Figure 14, there has been a steady decline in the proportion of respondents who reported having very/somewhat easy time transporting themselves from home for Sherwood Park residents between 2002 and 2012 (94.4% and 88.6% respectively). Conversely as shown in Figure 15, there has been a steady increase in the proportion of respondents who reported having very/somewhat easy time transporting themselves from home for rural Strathcona County residents between 2002 and 2012 (89.6% and 93.2% respectively). Overall, it is important to note that the vast majority (~90%) of both urban and rural residents find it easy to transport themselves from home to another location within the County.

Figure 14: Ease of Transporting One’s Self from Home 2002, 2007 and 2012 Study Comparisons (Sherwood Park Residents)

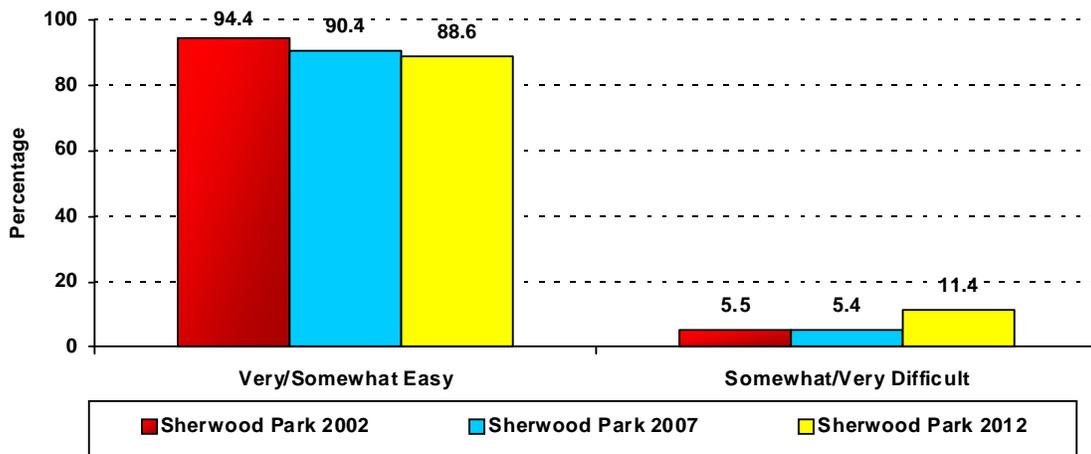
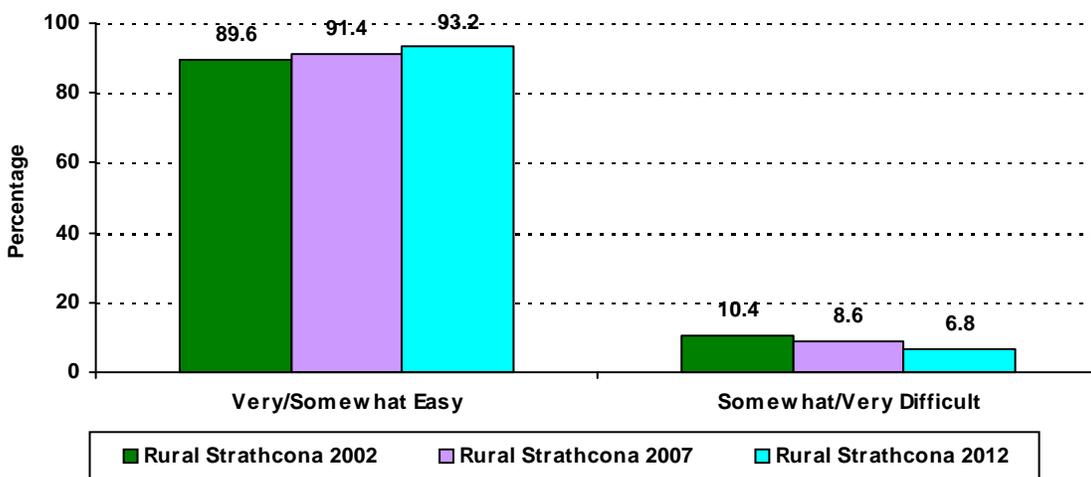


Figure 15: Ease of Transporting One’s Self from Home 2002, 2007 and 2012 Study Comparisons (Rural Strathcona County Residents)



C. Life in the Neighborhood

Summary of Key Findings: Life in the Neighborhood

Strathcona County residents were asked a number of questions to gauge their opinions with respect to the number of people they know in their neighborhood, how often they communicate with their neighbors and how safe they feel walking alone in their neighborhood after dark. The following points are summaries of the key findings:

- Rural residents were more likely (70.5%) than Sherwood Park residents (64.7%) to know 6 or more of their neighbors by name;
- In 2012, approximately half (48.3%) of Strathcona residents reported talking to their neighbors at least once or more per week, as compared to 58.2% in 2007 and 72.3% in 2002;
- Sherwood Park residents talked to their neighbors more frequently (50.6%) as compared to those living in rural Strathcona (40.5%);
- The vast majority of residents (93%) indicated knowing someone living within 15 minutes of their home that they could turn to in case of personal emergency;
- Overall, the majority of residents (58%) feel very safe walking alone in their neighborhood after dark, with a much greater proportion of males (73.8%) than females (41.7%) feeling that way.

Respondents were asked a series of questions about living in their immediate neighborhood. Figure 16 shows a breakdown of the number of adults that residents know by name within their neighborhood. It can be seen that people living in various neighborhoods throughout Strathcona County are cognizant of other people that live in their neighborhood. A further analysis revealed similar awareness patterns of neighbors regardless of whether they lived in Sherwood Park or other parts of Strathcona County. Overall, rural residents were more likely (70.5%) than Sherwood Park residents (64.7%) to know 6 or more of their neighbors by name.

Figure 16: Number of Adults known by Name in the Neighborhood – 2012 Results

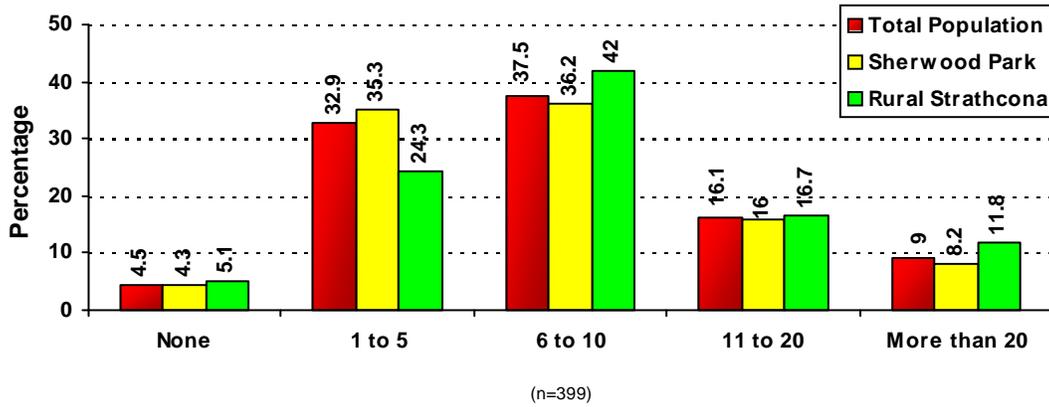
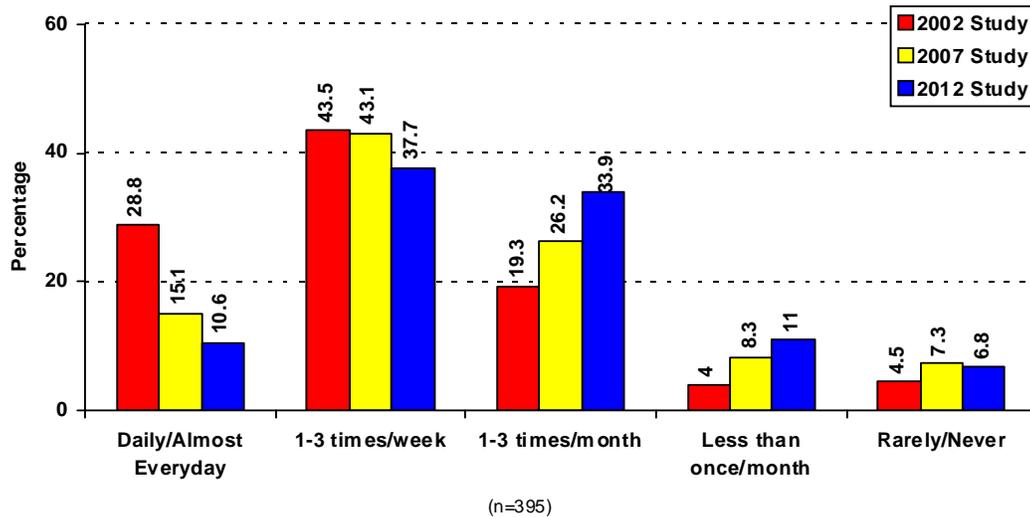


Figure 17 shows a breakdown of how often residents talk to people who live in their neighborhood. According to the results, people talked with their neighbors *less frequently* in 2012 as compared with 2002 and 2007. Overall, 48.3% of people living in various neighborhoods throughout Strathcona County reported talking to others at least once or more per week. This is a drop of 9.9% from 2007 (58.2%) and 24.0% from 2002 (72.3%).

Figure 17: Frequency at which Residents Talk to their Neighbors (2002, 2007 & 2012 Study Comparisons⁵)



⁵ In the current 2012 study, the “rarely or never” category was replaced with “Less than once every 6 months.”

A further analysis of the 2012 study based on geographic location (Figure 18) revealed that people living in Sherwood Park talked to neighbors more frequently (50.6%) as compared to those living in rural Strathcona County (40.5%). This difference may be more of a result of rural residences being geographically further apart, rather than due to social avoidance. Comparative trends specifically among urban and rural residents for 2002, 2007 and 2012 are depicted in Figures 19 and 20. Among urban residents, it can be seen that the daily/almost daily frequency of talking to ones neighbors has dropped significantly between 2002 (78.7%) and 2012 (50.6%). Similar trends were observed with rural residents, where in 2002, 61.0% reported talking to their neighbors at least once a week as compared to 40.5% for 2012.

Figure 18: Frequency at which Residents Talk to their Neighbors Urban/Rural Comparisons (2012)

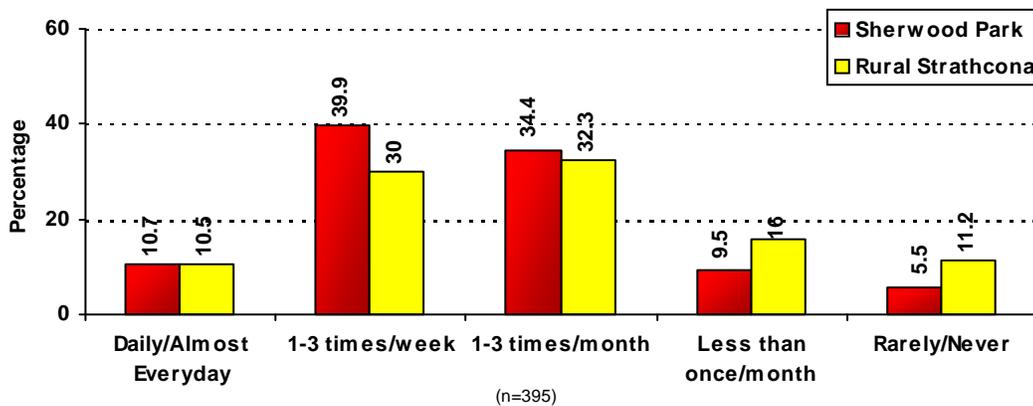


Figure 19: Frequency at which Sherwood Park Residents Talk to their Neighbors (2002, 2007 & 2012 Study Comparisons)

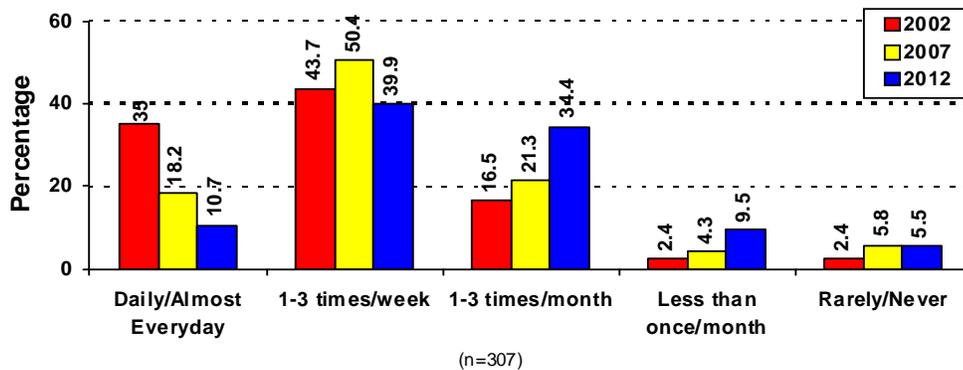
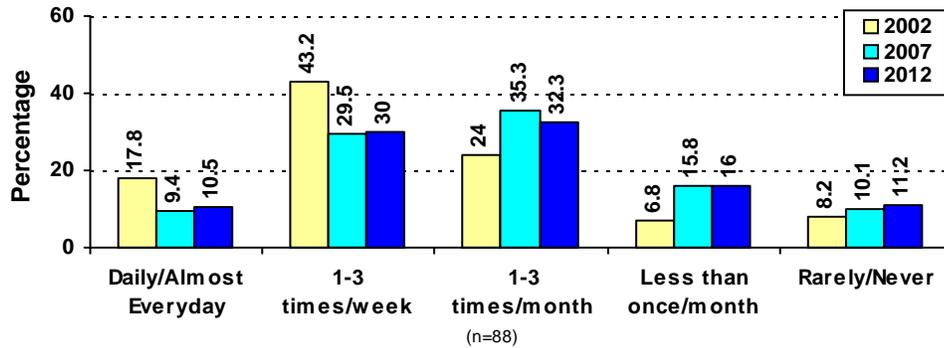
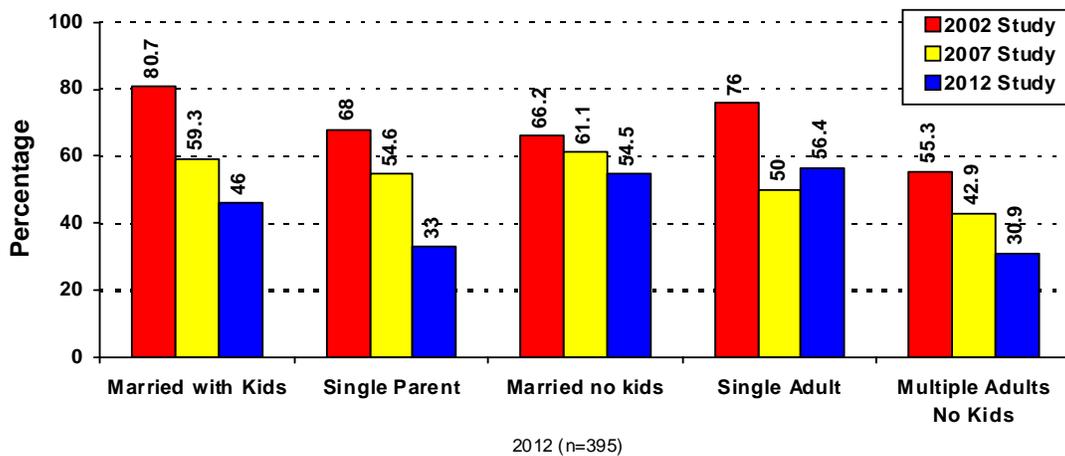


Figure 20: Frequency at which Rural County Residents Talk to their Neighbors (2002, 2007 & 2012 Study Comparisons)



Family structure is no longer an attribute that solicits conversation with neighbors on at least a weekly basis. As seen in Figure 21, it can be seen that considerably fewer married couples with children were speaking with their neighbors at least once a week in 2012 (46%) as compared to 2007 (59.3%) and 2002 (80.7%). Similar drops in regular communications were also noted in all other family status categories including single parents (35% drop in communication over the 10 year period), multiple adults with no kids (24.4% drop in communication over the 10 year period), single adults (19.6% drop in communication over the 10 year period), and married with no kids (11.7% drop in communication over the 10 year period).

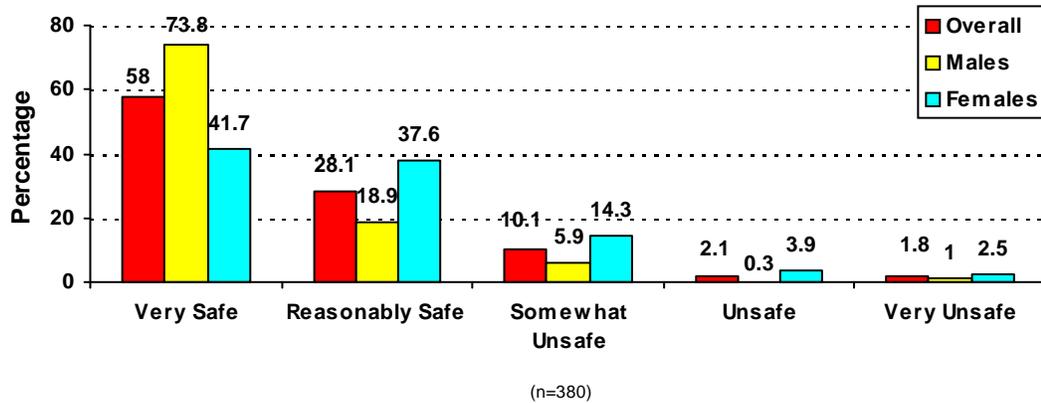
Figure 21: Family Status of Residents Who Talk to People in the Neighborhood At Least Once a Week (2002, 2007 & 2012 Study Comparisons)



Almost everyone in this study (93%) indicated that they knew someone living within 15 minutes of their home that they could turn to for help if they were faced with a personal emergency and had no one in their household that was readily available to help. This figure is higher than what was reported in 2007 (89.2%) and slightly lower than the 95.5% reported in 2002. There was no significant difference noted between urban and rural residents.

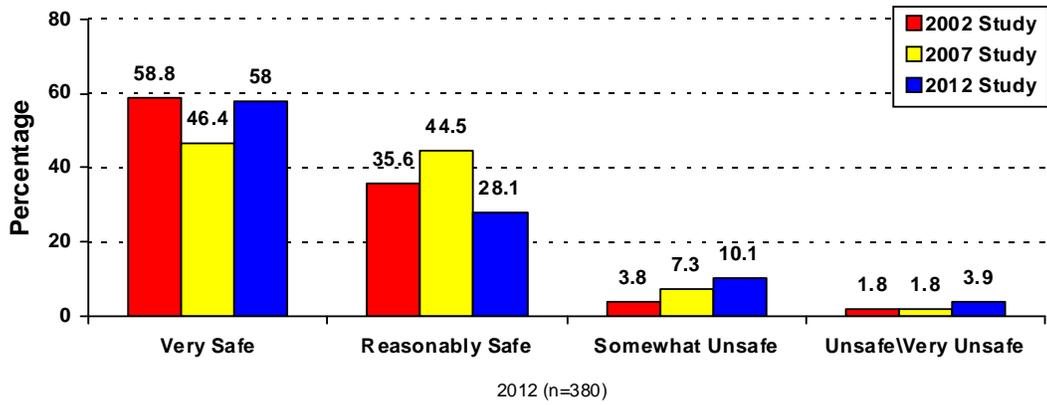
Figure 22 shows a breakdown of how safe residents feel in their neighborhood (as measured by how safe they feel walking alone in their neighborhood after dark) for 2012. While the majority of residents (58%) do feel very safe walking in their neighborhood after dark, it can be seen that males (73.8%) feel safer than females (41.7%). This gender pattern is similar to what was found in 2007 and 2002.

Figure 22: How Safe Residents Feel in their Neighborhood in 2012 (Overall Results & by Gender)



It can be seen from Figure 23 that although the vast majority of residents feel safe walking in their neighborhoods at night, there has been a significant drop in the proportion of people who feel somewhat unsafe, unsafe or very unsafe walking in their neighborhoods at night (5.6% in 2002 versus 14.0% in 2012).

Figure 23: How Safe Residents Feel in their Neighborhood (2002, 2007 & 2012 Study Comparisons)



D. Affordability in the Neighborhood

Summary of Key Findings: Affordability in the Neighborhood

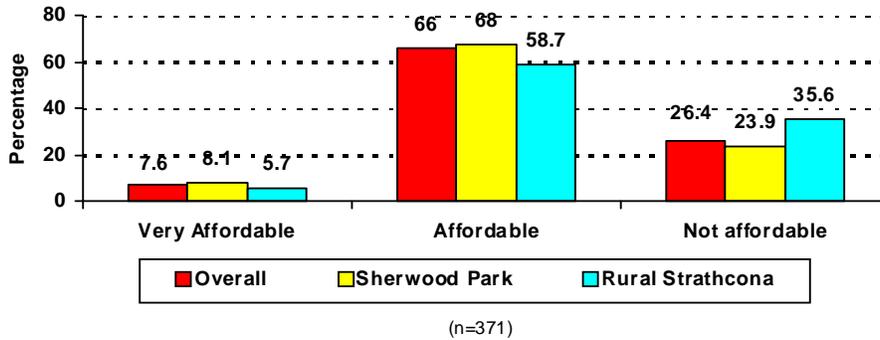
Strathcona County residents were asked a number of questions to measure their opinions with respect to housing affordability in the County and their ability to meet their monthly household expenses. The following points are summaries of the key findings:

- The majority of residents (73.6%) felt that housing in the County was affordable, with higher proportions of Sherwood Park residents (76.1%) agreeing as compared to rural residents (64.4%);
- Multiple adults in households along with single parents were least likely to feel that housing in the community was affordable (48.6% and 44.4% respectively);
- A significantly greater proportion of Strathcona County residents in 2012 (32.9%) felt that it was very easy to meet their monthly household expenses as compared to 2002 (19.4%);
- A greater proportion of Sherwood Park residents found it somewhat/very difficult to meet their monthly household expenses (23.7%) as compared to rural residents (11.2%);
- Single adults were more likely (29.8%) than all other groups to report having very/somewhat difficult time meeting their household expenses;
- Individuals working less than 15 hours per week had the greatest difficulty meeting their monthly household expenses (58.5% very/somewhat difficult); and
- Households with income level of under \$40,000 annually had a significantly greater difficulty meeting their monthly household expenses (42.1% very/somewhat difficult) as compared to all other groups.



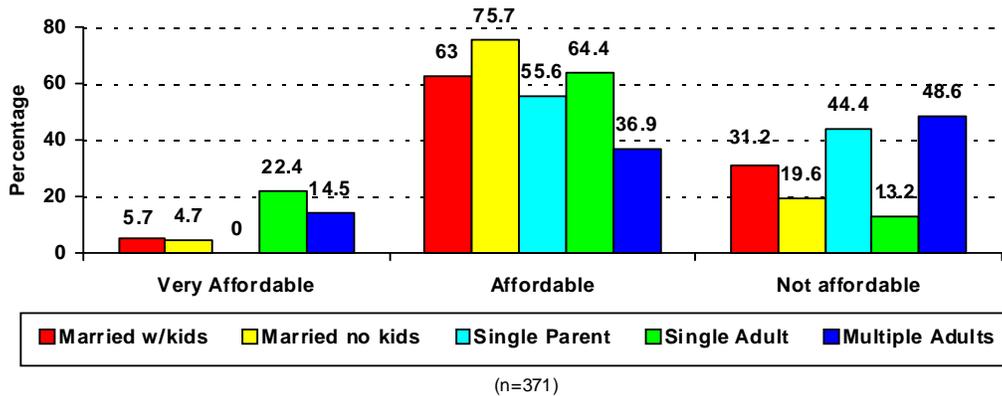
Figure 24 shows a breakdown of how affordable residents found houses in Strathcona County. The majority of residents (73.6%) felt that housing in the County was affordable, though it can be seen that a higher percentage of residents living in rural Strathcona County (64.4%) felt that the housing was not affordable as compared to those living in Sherwood Park (76.1%).

Figure 24: Affordability of Houses in Strathcona County



A further analysis revealed that perceptions of housing affordability varied on the basis of family status. As seen in Figure 25, single parents and multiple adult households were the least likely to feel that housing in their community was affordable. A greater proportion of single adults (22.4%) felt that housing in Strathcona County was very affordable as compared to all other family groups.

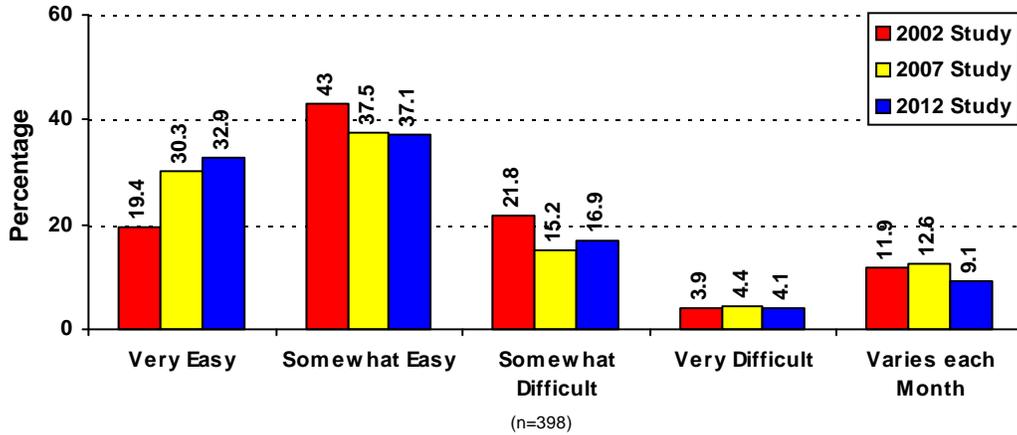
Figure 25: Affordability of Houses in Strathcona County for 2012



Respondents were then asked to indicate how well they were able to meet their monthly household expenses. As illustrated in Figure 26, the majority of residents did

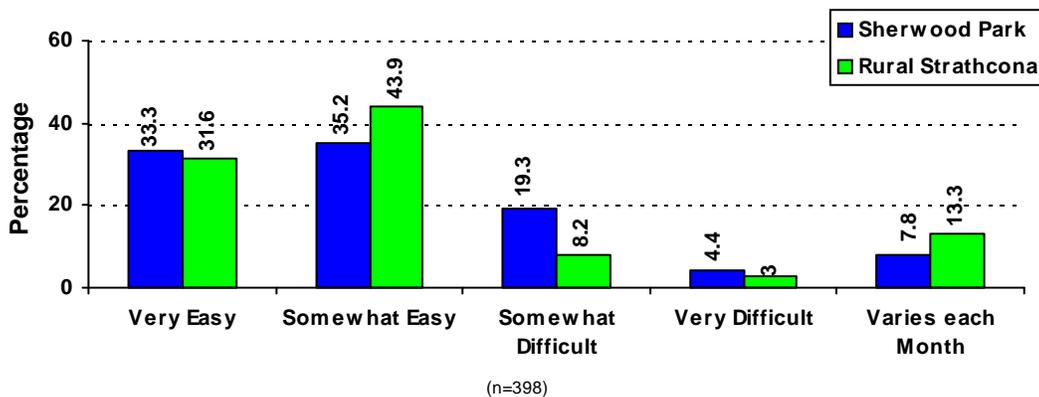
not have difficulty meeting monthly household expenses. Furthermore, it can be seen that a significantly greater proportion of Strathcona County residents in 2012 (32.9%) found it very easy to meet their monthly household expenses as compared to 2002 (19.4%). However, when comparing the results for 2012 to that of 2007, it is noticeable that things have stayed about the same level.

Figure 26: Ability to meet Monthly Household Expenses (2002, 2007 and 2012 Study Comparisons)



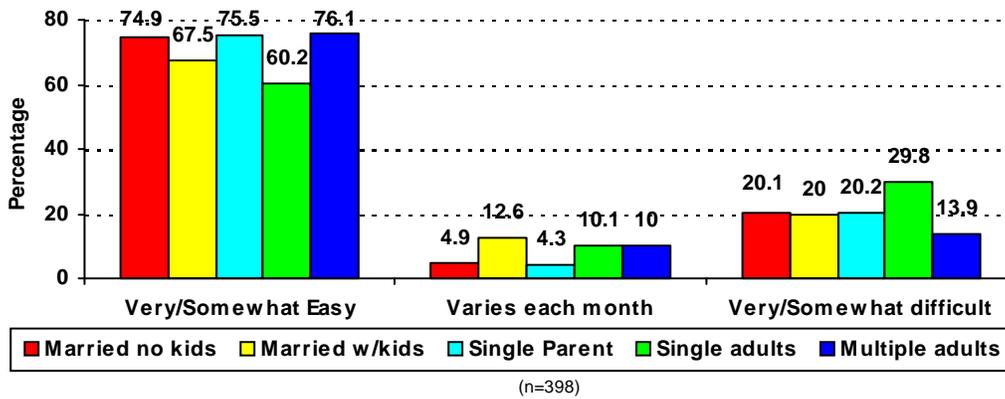
According to Figure 27, a larger proportion of people living in Sherwood Park found it somewhat/very difficult to meet monthly household expenses (23.7%) as compared to those living in rural Strathcona (11.2%). In addition, a greater proportion of rural residents (13.3%) indicated that expenses vary from month to month as compared to urban residents (7.8%).

Figure 27: Ability to meet Monthly Household Expenses (Urban and Rural Comparisons 2012)



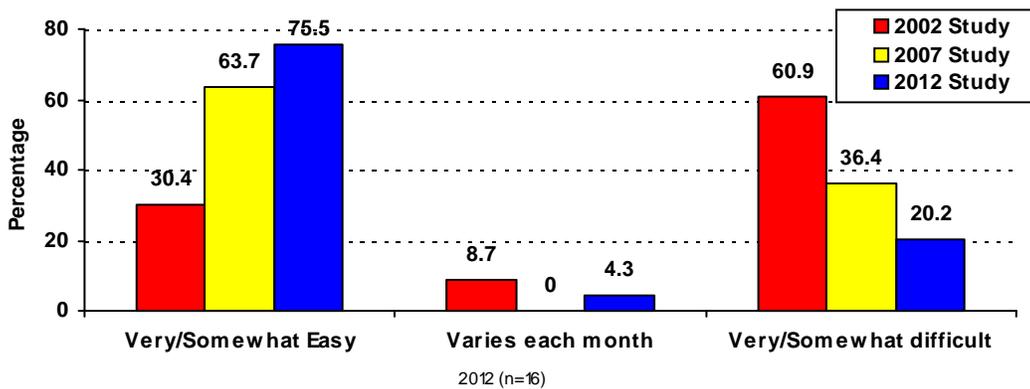
A breakdown of ability to meet monthly household expenses by family status for 2012 is shown in Figure 28. The majority of residents, regardless of their family status, indicated having a somewhat/very easy time managing their monthly household expenses. Single adults were more likely (29.8%) than all other groups to report having very/somewhat difficult time meeting household expenses.

Figure 28: Ability to meet Monthly Household Expenses (Family Status Comparisons 2012)



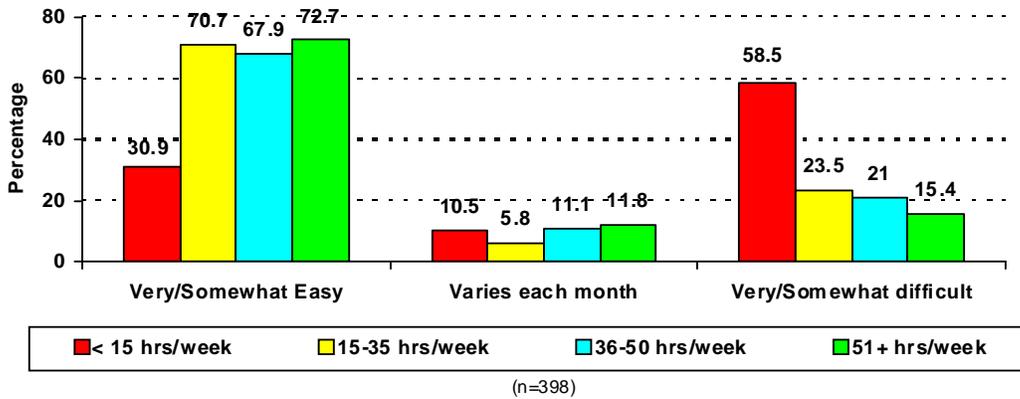
On a trending basis pertaining to managing household expenses, there was very little variation seen over the ten year period for married/common law couples with or without children. The most dramatic swing over the ten year period came with single parent families, as seen in Figure 29. In 2012, single parent families indicated that they have a much better ability to meet their monthly household expenses (75.5% very/somewhat easy) as compared to 2002 (30.4% very/somewhat easy).

Figure 29: Ability to meet Monthly Household Expenses for Single Parent Families (2002, 2007 and 2012 Comparisons)



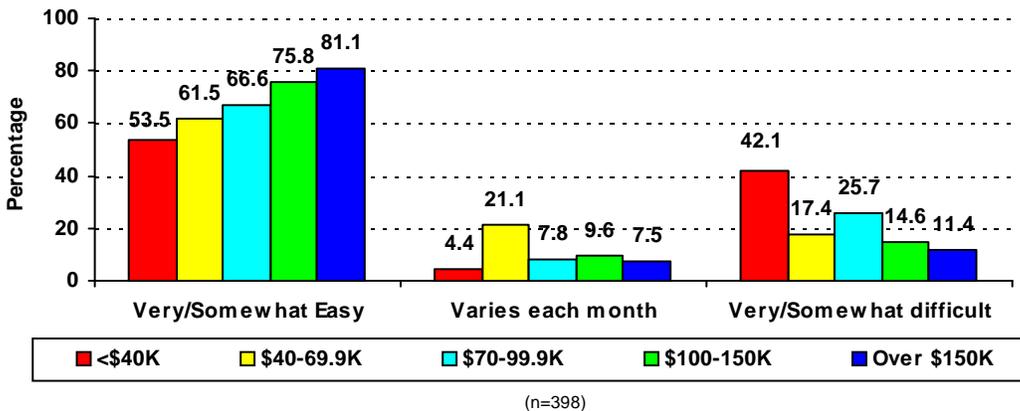
A breakdown of ability to meet monthly household expenses by hours of work per week in 2012 is shown in Figure 30. According to the results, individuals working less than 15 hours per week had the greatest difficulty meeting their monthly household expenses (58.5% very/somewhat difficult).

Figure 30: Ability to meet Monthly Household Expenses in 2012 (Hours Per week Comparisons)



A breakdown of ability to meet monthly household expenses based on annual household income is shown in Figure 31. It can be seen that meeting monthly household expenses became easier to manage as household income increased. According to the results, family households with income level of under \$40,000 annually had a significantly greater difficulty meeting their monthly household expenses (42.1% very/somewhat difficult) as compared to all other groups.

Figure 31: Ability to meet Monthly Household Expenses in 2012 (Household Income Comparisons)



E. Perceptions of Bullying

Summary of Key Findings: Perceptions of Bullying and Family Violence

Strathcona County residents were asked to assess whether “bullying” was a problem within Strathcona County and which types of bullying were more prevalent. The following points are summaries of the key findings:

- Overall, the prevalence of bullying in schools was of greater concern for Strathcona County residents than the occurrence of family violence, spousal or elder abuse;
- The perception of bullying has increased over the 10 year period for all categories, with bigger jumps seen for bullying in the school environment, particularly in junior high schools;
- Single adults with no kids were more likely to feel bullying in junior high schools is a major problem than those from other family groups;
- Married couples with children were less likely to perceive family, spousal or elder abuse as a major problem; and
- Females were more likely than males to perceive bullying as a major problem in all categories except for elder abuse; and
- Residents 55 years or older were more likely to perceive family violence and spousal abuse as a major problem as compared to younger residents.

Residents were asked to assess whether “bullying” was a problem within Strathcona County. The purpose of this question was for people to assess the extent that they thought this was a problem in schools or at home, and not whether they had encountered such problems themselves. The questions were premised by the statement, “What is your perception of bullying in our community” for the school items and “to what extent physical, financial or emotional abuse might exist” in homes within Strathcona County. The overall results are shown in Table 1 below. It can be seen from this table that residents perceive that bullying is a minor problem that they think could be occurring in a variety of settings. Overall, the prevalence of bullying in schools were of greater concern for Strathcona County residents than the occurrence of family violence, spousal or elder abuse. In addition, there was a strong perception by residents that bullying in local junior high schools is a **major problem**.

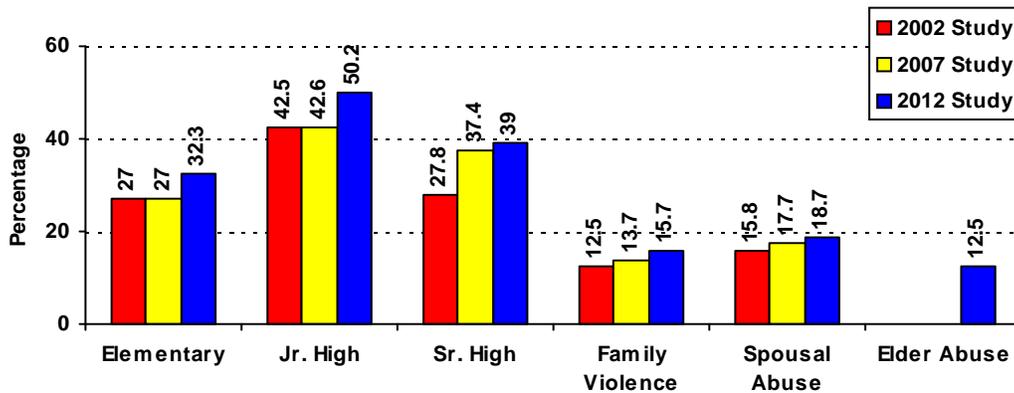
Table 1: Perceptions of Bullying and Family Violence in Strathcona County in 2012*

	Major problem	Minor problem	No problem
Bullying in elementary schools	32.3%	57.8%	9.9%
Bullying in junior high schools	50.2%	42.7%	7.1%
Bullying in senior high schools	39.0%	53.2%	7.9%
Family violence	15.7%	69.1%	15.2%
Spousal abuse	18.7%	66.1%	15.2%
Elder abuse	12.5%	72.5%	15.1%

*Percentages in this table add up to 100% by rows for each type of issue.

A comparison between 2002, 2007 and 2012 with respect to perceptions of bullying as a major problem are depicted in Figure 32. It can be seen that perceptions of bullying has increased over the 10 year period for all the categories, with bigger jumps seen for bullying in the school environment, particularly in junior high schools since 2007. It should be noted that 2012 is the first year, where respondents have been asked about their perceptions of elder abuse as being a major problem.

Figure 32: Percentage of Residents Who Perceive Bullying and Family Violence as a Major Problem (2002, 2007 and 2012 Study Comparisons⁶)



Additional insight into bullying perceptions in 2012 can be gained by looking more closely at demographic characteristics of the residents. Table 2 shows a breakdown of perceptions of bullying by the family status of residents. It can be seen from this table that single adults (who did not have children) saw the perceptions of bullying within

junior high schools as more of a major problem than those from other family groups. With respect to potential problems in the home, married residents with children were less likely to perceive that family, spousal or elder abuse was a major problem as compared to other family groups.

Table 2: Perceptions of Bullying and Family Violence in Strathcona County in 2012 – By Family Status

	Married no kids	Married with kids	Single parent family	Single/ Multiple adult(s)
Bullying in elementary schools	%	%	%	%
Major problem	33.5%	32.8%	6.3%	32.8%
Minor problem	61.6%	56.3%	81.9%	54.0%
Not a problem	4.8%	11.0%	11.8%	13.3%
Bullying in junior high schools	%	%	%	%
Major problem	47.0%	49.1%	37.0%	61.1%
Minor problem	46.4%	44.6%	51.1%	32.5%
Not a problem	6.5%	6.2%	11.8%	6.4%
Bullying in senior high schools	%	%	%	%
Major problem	45.4%	34.5%	29.9%	41.7%
Minor problem	48.0%	55.1%	70.1%	54.9%
Not a problem	6.6%	10.4%	---	3.4%
Family violence	%	%	%	%
Major problem	22.9%	9.8%	15.5%	19.6%
Minor problem	59.2%	75.9%	74.5%	67.8%
Not a problem	17.9%	14.3%	10.1%	12.6%
Spousal abuse	%	%	%	%
Major problem	21.3%	13.3%	15.5%	27.6%
Minor problem	60.8%	74.8%	84.5%	52.6%
Not a problem	17.8%	11.9%	---	19.8%
Elder abuse	%	%	%	%
Major problem	15.4%	9.0%	15.5%	14.0%
Minor problem	73.2%	75.3%	74.5%	65.6%
Not a problem	11.4%	15.8%	10.1%	20.4%

*Percentages in this table add up to 100% by columns for each type of issue.

⁶ Elder abuse was a new item that was measured in 2012.

Table 3 shows a breakdown of perceptions of bullying by gender, where it can be seen that females consistently perceived bullying as a major problem more often than male residents. The one exception was the perception of elder abuse, which did not differ greatly by gender.

Table 3: Perceptions of Bullying and Family Violence in Strathcona County in 2012 – By Gender

	Males	Females
Bullying in elementary schools	%	%
Major problem	24.3%	39.6%
Minor problem	60.8%	55.1%
Not a problem	15.0%	5.3%
Bullying in junior high schools	%	%
Major problem	44.1%	55.6%
Minor problem	46.3%	39.4%
Not a problem	9.6%	5.0%
Bullying in senior high schools	%	%
Major problem	37.7%	40.4%
Minor problem	48.8%	57.7%
Not a problem	13.5%	1.9%
Family violence	%	%
Major problem	11.2 %	19.8%
Minor problem	73.5%	65.0%
Not a problem	15.3 %	15.1%
Spousal abuse	%	%
Major problem	13.1%	24.2%
Minor problem	68.9%	63.3%
Not a problem	18.0%	12.5%
Elder abuse	%	%
Major problem	14.6%	10.3%
Minor problem	69.4%	75.6%
Not a problem	16.0%	14.1%

*Percentages in this table add up to 100% by columns for each type of issue.

Table 4 shows a breakdown of perceptions of bullying by age. According to the results, individuals between the ages of 35 to 54 were less likely than adults from other age categories to find bullying in elementary school and senior high school a major problem. Considerably higher percentages of residents aged 55 or older perceived family violence and spousal abuse to be a major problem as compared to younger residents.

Table 4: Perceptions of Bullying and Family Violence in Strathcona County in 2012 – By Age Group

	18 - 34	35 - 54	55 - 64	65+
Bullying in elementary schools	%	%	%	%
Major problem	32.7%	25.0%	46.1%	33.9%
Minor problem	56.2%	66.6%	47.7%	51.0%
Not a problem	11.0%	8.4%	6.2%	15.1%
Bullying in junior high schools	%	%	%	%
Major problem	59.4%	46.5%	50.8%	46.0%
Minor problem	38.1%	47.6%	44.2%	36.3%
Not a problem	2.5%	5.9%	5.0%	17.7%
Bullying in senior high schools	%	%	%	%
Major problem	59.3%	27.8%	47.3%	51.0%
Minor problem	35.0%	65.9%	46.1%	33.3%
Not a problem	5.7%	6.3%	6.2%	23.9%
Family violence	%	%	%	%
Major problem	7.0%	12.2%	29.4%	21.8 %
Minor problem	76.6%	73.4%	64.4%	54.2%
Not a problem	16.5%	14.5%	6.2%	23.9%
Spousal abuse	%	%	%	%
Major problem	6.5%	13.6%	31.8%	30.6%
Minor problem	71.1%	75.3%	63.4%	44.6%
Not a problem	22.4%	11.0%	4.8%	24.8%
Elder abuse	%	%	%	%
Major problem	14.8%	9.2%	16.9%	12.9%
Minor problem	64.3%	80.1%	76.4%	61.3%
Not a problem	21.0%	10.8%	6.6%	25.8%

*Percentages in this table add up to 100% by columns for each type of issue.

F. Aspects of Health

Summary of Key Findings: Aspects of Health

Survey respondents were asked to rate their personal health. The following points are summaries of the key findings:

- Approximately two-thirds (67.3%) of Strathcona County residents rated their personal health as very good/excellent; and
- Higher proportions of rural residents (71.3%) rated their personal health as very good/excellent as compared to Sherwood Park residents (66.4%).

In this section, residents were asked to rate their personal health. Figure 33 illustrates how Sherwood Park and rural Strathcona County residents rate their personal health. The 2012 ratings were slightly higher than what was reported in 2007. Overall, rural residents were slightly more likely (71.3%) to rate their personal health very good/excellent than Sherwood Park residents (66.4%). In Figure 34, it can be seen that in 2012, there were very few differences in perception of personal health on the basis of gender.

Figure 33: 2012 Rating of Personal Health (By Location of Resident within Strathcona County)

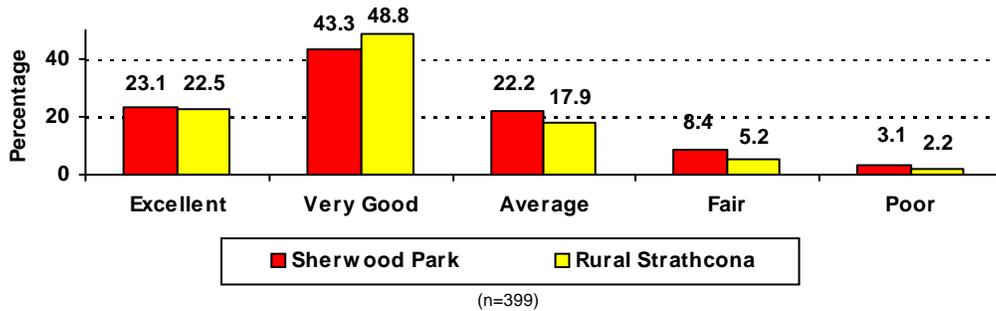


Figure 34: 2012 Rating of Personal Health (By Gender)



G. Rating Stress

Summary of Key Findings: Rating Stress

Strathcona County residents were provided with a list of stress factors and asked to rate them with respect to the level of stress they caused in their personal lives. The following points are summaries of the key findings:

- The top three stress factors in 2012, which have the greatest potential to negatively affect the health and wellbeing of the Strathcona County residents, included job related stress, stress from money management and stress due to time pressures;
- Residents between the ages of 35 to 54 were more likely to face job related stress as compared to those in other age categories;
- Job related stress, money management stress and time pressure stress all increased as the level of household income increased;
- Younger individuals between 18 to 34 were more likely to experience higher levels of money management stress and time pressure stress as compared to older age groups; and
- The presence of children in a household contributed to higher levels of job related stress, money management stress and time pressure stress for many Strathcona County residents.

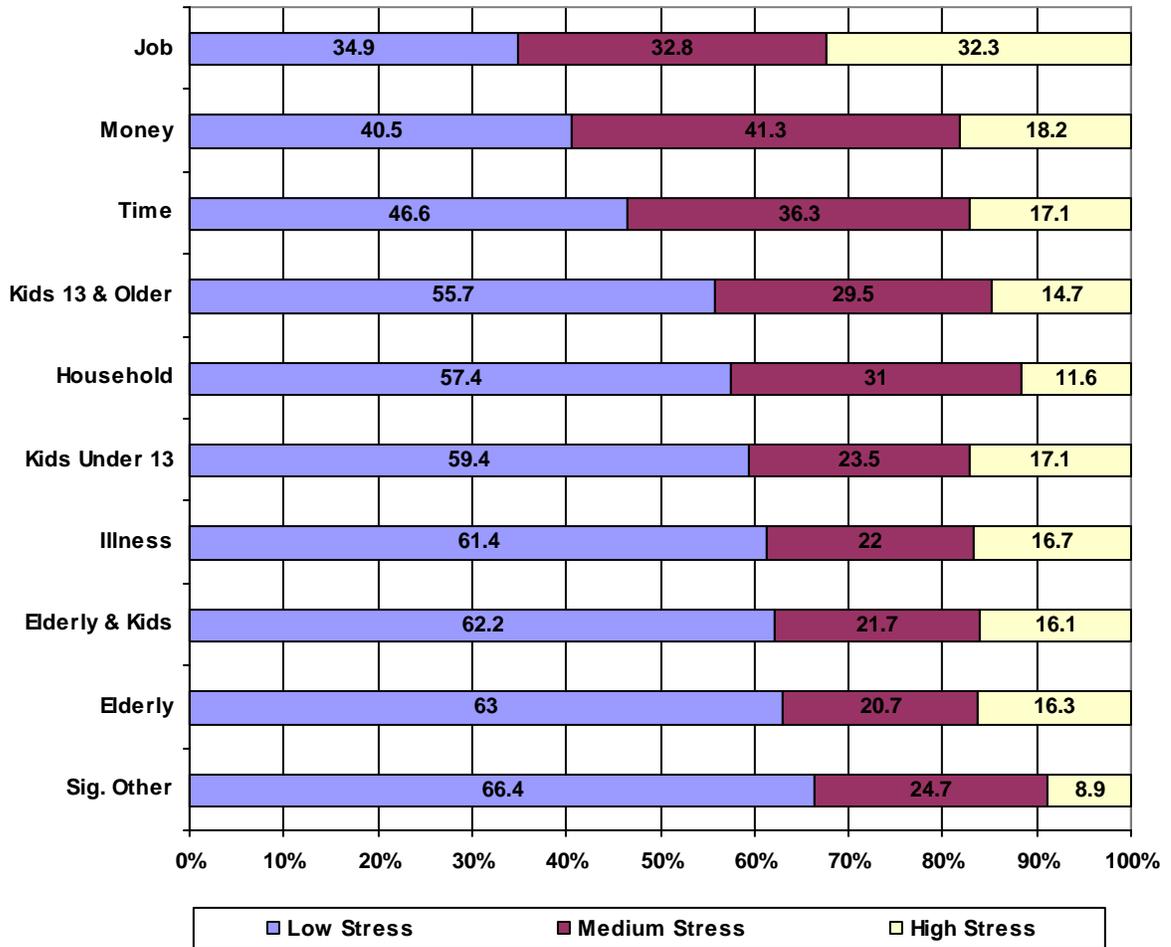
In 2012 (as in 2002 and 2007), residents were asked a series of questions with respect to the type of stressful situations that they might encounter. Each situation was rated on a scale from 0 to 10. For the purpose of analysis, the ratings of 0 to 3 has been given a low stress rating, 4 to 6 a medium stress rating, and 7 to 10 a high stress rating. Figure 37 provides a breakdown of the results by the type of stress as rated by Strathcona County residents. It should also be noted some stress situations did not apply to some residents, which are noted as follows:

- 243 residents (60.9%) excluded from *stress from caring for both kids and an elderly family member*⁷
- 204 residents (51%) excluded from *stress from caring for an elderly family member*⁷
- 188 residents (47.2%) excluded from *Stress from Dealing with kids 13 & older*
- 183 residents (45.8%) excluded from *Stress from Dealing with kids under 13*
- 112 residents (28%) excluded from *Stress from illness*⁷
- 109 residents (27.2%) excluded from *Job stress*
- 60 residents (15.0%) excluded from *Stress from Interactions with significant other*
- 20 residents (5.0%) excluded from *Stress from Maintaining the residence*
- 20 residents (5.0%) excluded from *Stress from Money management*
- 17 residents (4.3%) excluded from *Stress due to time pressures*⁷

⁷ These were new items for 2012.

According to the research findings, the top three stress factors reported in 2012, which have the greatest potential to negatively affect the health and wellbeing of the Strathcona County residents included job related stress, stress from money management and stress due to time pressures.

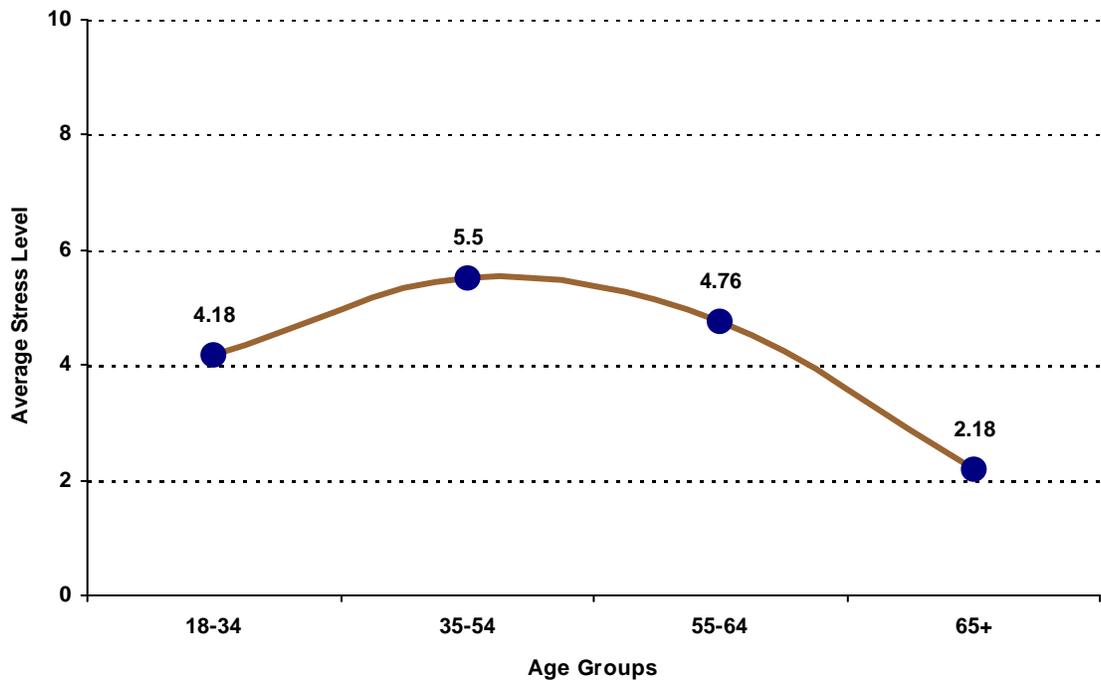
Figure 35: 2012 Stress Ratings



Highlights from the stress rating results and other trends associated with demographic characteristics

- 32.3% of residents reported stress levels of 7 or greater **related to their job**. This was the highest type of stressful situation of the ten that were asked in this survey:
 - There were no statistically different trends seen between males and females for this item.
 - With respect to age groups, the stress associated with one’s job varied as one grew older, but lessened considerably once people reached age 65. It can be seen from Figure 38 that the highest average stress levels were with those between the ages of 35 and 54.
 - With respect to household income, in general, job stress increased as the level of household income increased, with the highest average stress level noted for those earning more than \$150,000.
 - With respect to family status, those who were either single or married with no kids had the lowest amount of stress associated with one’s job. Those who were married with children and those who were single parents experienced higher levels of stress.

Figure 36: Mean Score Comparisons between Age Groups for 2012 Stress Ratings Associated with One’s Job



- **With respect to money management stress**, 18.2% of residents reported a stress level of 7 or greater.
 - With respect to age groups, the stress associated with managing money lessened as one grew older, with the highest stress levels noted among those between the ages of 18 and 34.
 - Women felt slightly more stressed from managing money than men, though the difference was not statistically significant.
 - With respect to household income, in general, stress from money management increased as the level of household income increased, with the highest average stress level noted for those earning \$70,000 or greater.
 - The presence of children in a household contributes to money management stress for County residents. Stress levels were higher among residents in “married with children” families and “single parent” families than for couples with no children or single adult(s) households. This was also the case in 2002 and 2007.
- With respect to **stress levels from dealing with children**, 17.1% reported stress levels of 7 or greater when dealing with children (under age 13). A similar percentage of residents (14.7%) reported stress levels of 7 or greater when dealing with children aged 13 or older.
 - With respect to the age of the resident, the stress associated with dealing with children under age 13 lessened as one grew older, with the highest stress levels noted among those between the ages of 18 and 34. Stress levels associated with dealing with children who were 13 or older was highest among those between the ages of 18 and 34 as well as those aged 35 and 54 and dropped off significantly once people reached age 55 or older.
 - With respect to dealing with children, the stress levels were similar between men and women (regardless of the age of the child), though women experienced more stress than men when dealing with children aged 13 or younger. The reverse was true for children older than 13 (male stress levels were higher). The difference between men and women was not statistically significant.
 - As might be expected, people living in households with children had higher stress levels with this item than people living in other type of households. Single parent families had the highest stress levels for both age groups of children, while those who were married with children experienced the next highest stress levels.
 - With respect to household income categories, stress from dealing with children of all ages was highest among those earning \$70,000 or greater.



- With respect to stress resulting from **maintaining the household**, 11.6% of residents reported a stress level of 7 or greater.
 - A further investigation by demographic characteristics revealed that with respect to age groups, the stress associated with maintaining the household lessened as one grew older, with the highest stress levels noted among those between the ages of 18 and 34.
 - Females felt more stressed from managing the household as compared to men.
 - There were no differences seen between household income levels for this type of stress.
 - Stress levels were considerably higher among “single parent” families than for other family structures, though married people with children also experienced higher stress levels compared to households that did not have children.
- With respect to stress resulting from **dealing with one’s significant other**, 8.9% of residents reported a stress level of 7 or greater. This was the lowest stressful situation out of the ten that were queried.
 - One’s perceived stress level with respect to dealing with one’s significant other was not affected by gender, age, family status or household income.
- New for 2012 was a measurement of stress resulting from **time pressures**. Overall, 17.1% of residents reported a stress level of 7 or greater.
 - A further investigation by demographic characteristics revealed that with respect to age groups, the stress associated with time pressures lessened as one grew older, with the highest stress levels noted among those between the ages of 18 and 34.
 - Stress from time pressures was about the same for females as it was for males.
 - Those earning more than \$150,000 experienced higher levels of time pressure stress compared to others in lower household income brackets.
 - Stress levels resulting from time pressures were considerably lower in households where there were no children. Married people with children experienced the highest level of time pressure stress.
- Also new for 2012 was a measurement of stress resulting from **caring for elderly family members**. Overall, 16.3% of residents reported a stress level of 7 or greater.
 - One’s perceived stress level with respect to dealing with an elderly family member was not affected by age, family status or household income. However, it should be noted that individuals between the



ages of 35 and 54 experienced stress from caring for both kids and an elderly family member.

- Females felt more stressed from caring for an elderly family member as compared to men.
- Also new for 2012 was a measurement of stress resulting from **illness**. Overall, 16.7% of residents reported a stress level of 7 or greater.
 - A further investigation by demographic characteristics revealed that with respect to age groups, the stress associated with illness was highest among those between the ages of 55 and 64.
 - Stress from illness was higher for females than it was for males.
 - One's perceived stress level with respect to dealing with illness was not affected by family status or household income.



H. Presence of Family Problems

Summary of Key Findings: Presence of Family Problems

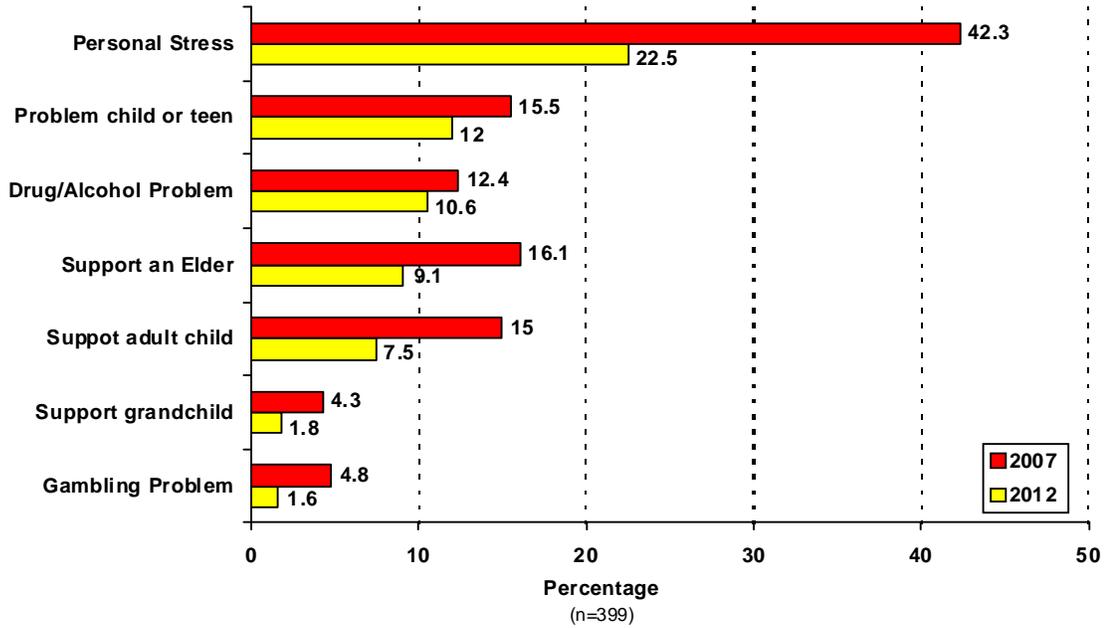
Strathcona County residents were given a series of questions to measure the presence of family or personal related problems/stresses, and to find out which sources they used more frequently to deal with them. The following points are summaries of the key findings:

- The presence of family related problems/stresses declined by 20% in 2012 as compared to 2007;
- Personal stress followed by problems dealing with problem child/teen continued to be the top rated family related issues in 2012;
- Personal stress was a more prevalent problem for females;
- With respect to dealing with a problem child/teen, single parent families and those between the ages of 35 to 54 were more likely to face difficulty dealing with the issue;
- Females were more likely to report feeling depressed or having anxiety problems as compared to males; and
- Females were much more likely to seek help from family/friends and medical doctors/professionals as compared to males.

Residents were provided with a list of potential family problems, and asked to indicate whether such a problem occurred in their household within the past five years. Overall, it was found that 56% of households did not experience any of these problems.⁸ Figure 37 shows a breakdown from the 44% of County households that had experienced one or more of these problems in 2012, with comparisons also depicted from 2007. It can be seen that having to deal with “personal stress” continues to be the most commonly encountered problem, though the impact is almost half of what was reported in 2007. The next most common family problem in 2012 was by “dealing with a problem child or teen” followed by dealing with someone “who had a problem with alcohol or drugs.”

⁸ In 2007, 36.8% of households did not experience any of these problems. As such, there is a 20% improvement between 2007 and 2012.

Figure 37: Family Problems Encountered within the Past 5 Years (2007 & 2012 Findings)

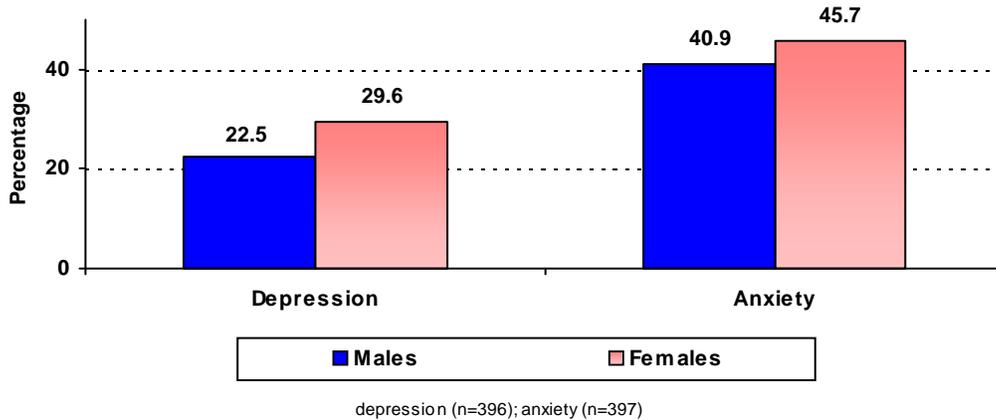


Other trends associated with demographic characteristics for these items in 2012:

- With respect to *dealing with a problem child or teen in the household*, this problem was highest among those aged 35-54. It was also higher in “single parent” households than in other households.
- With respect to *personal stress*, this was something that occurred more often by females compared to males living in the County.
- With respect to *dealing with someone with an alcohol or drug problem*, no demographic differences were noted.
- With respect to *dealing with someone with a gambling problem*, no demographic differences were noted.
- More people between the ages of 55 and 64 reported having to *care or financially support an elderly family member* more than those in other age groups.
- People between the ages of 35 and 64 dealt with *adult children* more than those in older or younger age groups.
- No demographic differences were found with respect to the *care or financially support a grandchild in their household*.

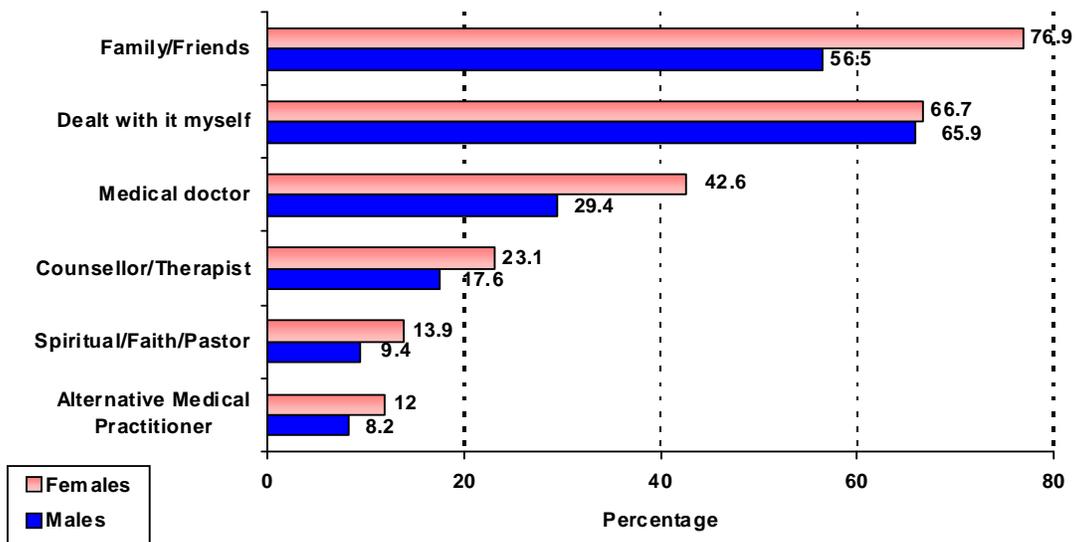
With respect to specific questions pertaining to symptoms of depression and anxiety, it can be seen in Figure 38 that more females reported feeling depressed or having bouts of anxiety as compared to males.

Figure 38: 2012 Reports of Symptoms of Depression and Anxiety (By Gender)



A breakdown of the sources that were used to deal with depression and anxiety is depicted in Figure 39. As illustrated in the results, the majority of individuals who suffer from depression and anxiety try to deal with it by consulting with family/friends or by themselves. Females were much more likely to seek help from family/friends and medical doctors/professionals as compared to males.

Figure 39: 2012 Sources of Help for Dealing with Depression & Anxiety (By Gender)



I. Seeking Advice on Lifestyle Issues

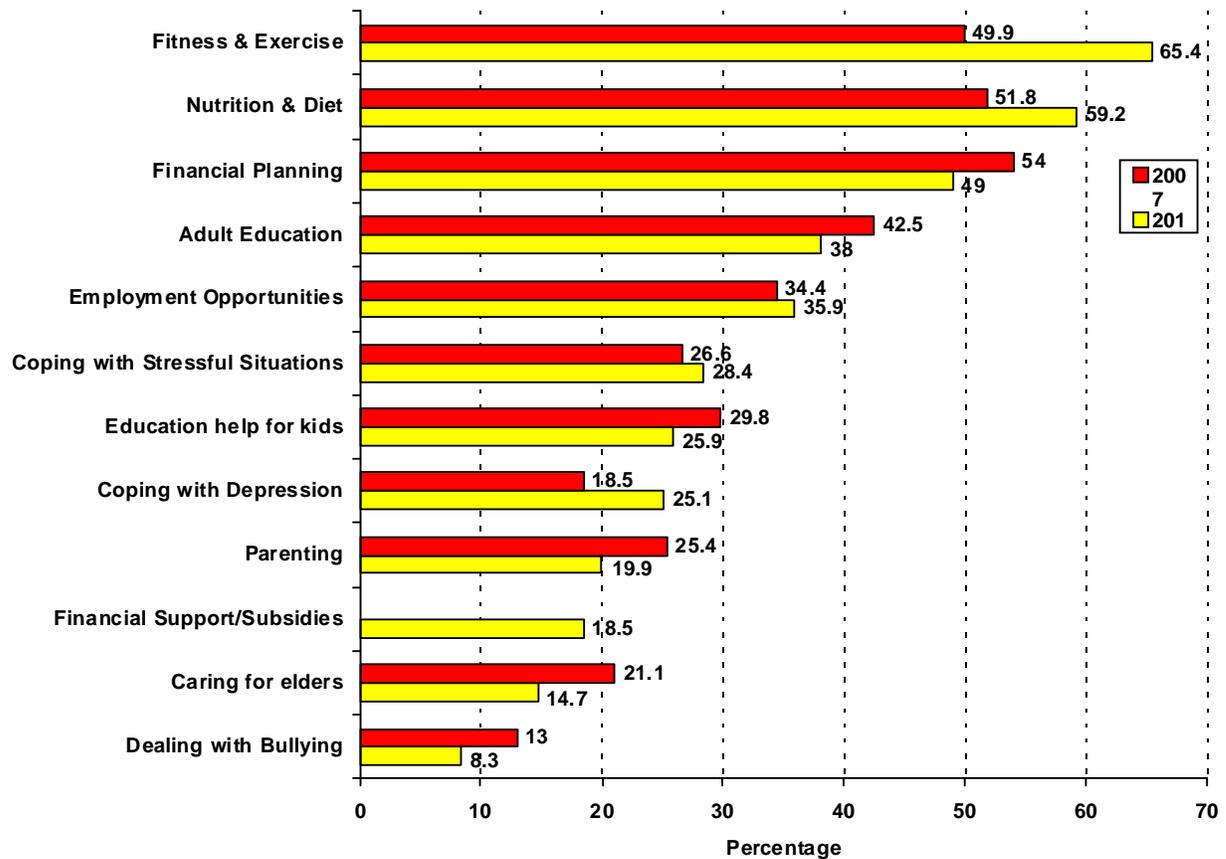
Summary of Key Findings: Seeking Advice on Lifestyle Issues

Strathcona County residents were given a list of twelve general lifestyle issues and asked to indicate whether they sought advice on those issues. The following points are summaries of the key findings:

- Similar to 2007, in 2012 the top three areas on lifestyle issues where residents sought advice included fitness & exercise, nutrition & diet, and financial planning;
- In comparison to 2007, in 2012 a significantly greater proportion of Strathcona County residents reported seeking advice on fitness & exercise, nutrition & diet, while lower proportions sought advice on financial planning;
- Married couples with children were more likely to seek advice on employment opportunities, adult education, financial planning, parenting, bullying and educational help for children as compared to other types of households; and
- Younger individuals were more likely to seek advice on nutrition and diet, employment opportunities, parenting, and financial support/subsidies.

Residents were asked to indicate whether they had looked for advice on various general lifestyle issues.⁹ Twelve topics were read to respondents, with the results shown in Figure 40. The results in this year's study were somewhat similar to the findings from 2007, although more people were looking for information on fitness and exercise and nutrition and diet in 2012 as compared to 2007. Conversely, fewer people sought out information on financial planning and adult education in 2012 as compared to 2007. In 2007, respondents were not asked whether they looked for advice on financial support/subsidies.

⁹ Only 9.5% of residents never looked for advice on any of these issues.

Figure 40: 2012 Results Pertaining to Seeking Advice on Lifestyle Issues within the Past 5 Years

Highlights from Figure 40 and other trends associated with demographic characteristics for these items include:

- The top areas where people looked for advice was on *fitness and exercise*, *nutrition and diet*, *financial planning*, *adult education opportunities* and *employment opportunities*. Outside of some minor changes in order, these were also the most popular subjects noted by residents in 2002 and 2007.
- Those who were married with children looked for advice on *employment opportunities*, *adult education*, *financial planning*, *parenting*, *bullying* and *educational help for children* to a greater extent than other households.
- No differences were seen among gender in 2012 with respect to interest in these topics.
- In terms of age, the interest in *nutrition and diet*, *employment opportunities*, *parenting* and *financial support and subsidies* steadily dropped in importance as the age of the resident increased.

J. Availability of Information in Strathcona County for Lifestyle Issues

Summary of Key Findings: Availability of Information in Strathcona County for Lifestyle Issues

Strathcona County residents were asked about their awareness of available information on various lifestyle topics and asked to rate how good these information were. The following points are summaries of the key findings:

- It is important to note that there are several “high risk” areas where over half of the residents were not aware that the County has information available including: gambling abuse, dealing with abuse within households, tobacco addictions, alcohol or drug abuse, help for teens and help for seniors;
- Respondents in general felt that the County had excellent or very good information on fitness and exercise opportunities (83.4%) and parenting information (56.2%); and
- Approximately one-third or fewer of residents who were aware of available information indicated that the County’s information was fair or poor on gambling abuse (30.7%), tobacco addictions (30.2%), coping with depression (27.8%), coping with stress (25.7%), abusive situations in households (25.6%) and alcohol or drug abuse (22.7%), and help for seniors (21.3%).

Residents were asked to indicate the extent that they believed information on particular lifestyle topics were available within Strathcona County. Twelve topic areas were read to respondents and the results have been summarized in Table 5. The first part of the table shows the perceived awareness level of information among residents, while the second part of the table rates the accessibility of information for each topic (based on those who were aware that the County had the information in the first place). It can be seen from this table that there are several “high risk” areas that over half of residents are not aware that the County has, including: *gambling abuse, dealing with abuse within households, tobacco addiction, alcohol or drug abuse, help for teens and help for seniors.*

Those residents who believed that information on lifestyle topics were available gave a rating on whether they thought the information on the topics were excellent, very good, average, fair or poor. Topics within the County that residents felt had *excellent or very good* information included: *fitness and exercise opportunities* (83.4% rated existing information as excellent or very good) and *parenting information* (56.2%). Lifestyle topics where many “aware” residents felt that County’s information was fair or poor included *gambling abuse* (30.7%), *tobacco addiction* (30.2%), *coping with depression* (27.8%), *coping with stress* (25.7%), *abusive situations in households* (25.6%) and *alcohol or drug abuse* (22.7%), and *help for seniors* (21.3%).

In general, demographic characteristics were not factors in differentiating how residents rated the quality of County information on various lifestyle topics.

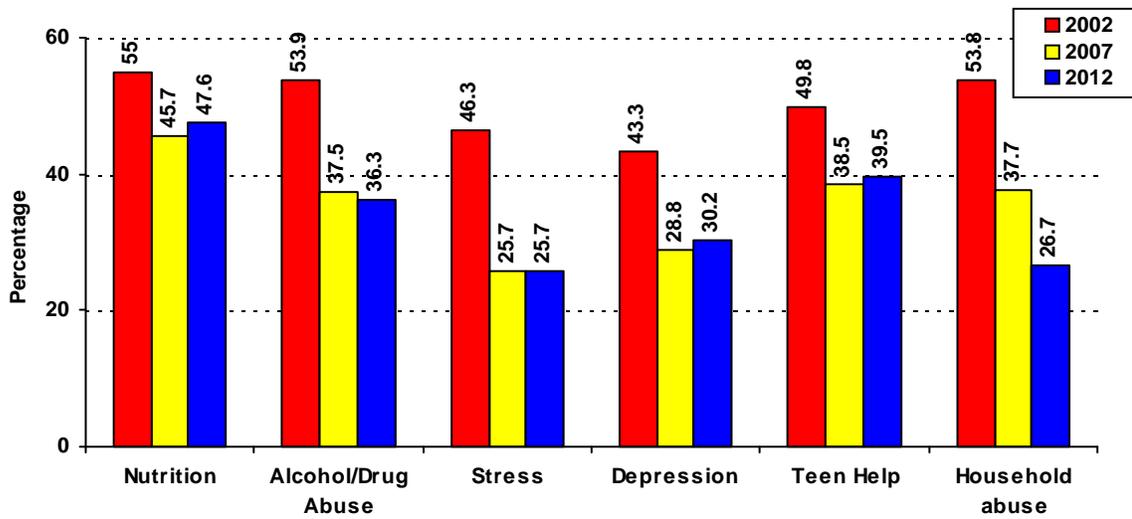
Table 5: Availability of Lifestyle Information in Strathcona County for 2012

	Awareness of Information		Rating of Available Information (based on awareness)				
	Not Aware	Yes, Aware	Excellent	Very good	Average	Fair	Poor
Fitness and exercise opportunities	8.6%	91.4%	30.7%	52.7%	11.5%	3.4%	1.7%
Nutrition	35.5%	64.5%	10.1%	37.5%	33.6%	13.7%	5.1%
Parenting information	42.2%	57.8%	13.0%	43.2%	31.2%	8.3%	4.3%
Coping with depression	45.9%	54.1%	6.2%	24.0%	42.0%	19.7%	8.1%
Financial planning assistance	48.0%	52.0%	7.3%	27.3%	41.0%	17.3%	7.1%
Coping with stress	48.5%	51.5%	2.4%	23.3%	48.5%	13.6%	12.1%
Help for seniors	51.7%	48.3%	2.7%	43.8%	32.2%	11.3%	10.0%
Help for teens	55.0%	45.0%	1.9%	37.6%	42.8%	10.4%	7.4%
Alcohol or drug abuse	62.2%	37.8%	4.8%	31.5%	45.1%	11.4%	7.1%
Tobacco addiction	62.4%	37.6%	3.1%	27.1%	39.6%	10.1%	20.1%
Abusive situations in a household	68.2%	31.8%	2.1%	24.6%	47.7%	11.9%	13.7%
Gambling Abuse	71.8%	28.2%	3.5%	19.6%	46.1%	15.3%	15.4%



A comparison between 2002, 2007 and 2012 where there was a change between years with respect to people’s perceptions of the County having excellent or very good information on particular lifestyle topics is shown in Figure 41. It can be seen that the positive perceptions of information on lifestyle topics was still considerably lower in 2012 than what was found in 2002, though there was not much difference in perceptions between and 2007 and 2012. The one topic that had shown an additional drop in positive ratings between 2007 and 2012 is in the *household abuse category*.

Figure 41: Changes in Combined Excellent/Very Good Ratings between 2002, 2007 & 2012 (Selected Topics)



K. Sources of Information for Lifestyle Issues

Summary of Key Findings: Sources of Information for Lifestyle Issues

Strathcona County residents were asked to indicate who they would turn to in order to get information on different lifestyle issues. The following points are summaries of the key findings:

- In 2012, the primary source of information that most people reported using was the Internet (82.1%), followed by the family doctor (75.6%), books (72.9%), help from a family friend (72.5%) and articles (58.5%);
- In 2012, the use of the Internet as an information gathering resource was up by 22% from 2007; and
- In 2012, 15.3% of residents reported using Strathcona County Family & Community Services for their information needs; an increase of 6.2% over the 2007 results.

Residents were asked to indicate who they would turn to get information on different lifestyle issues. Seventeen potential sources were read to respondents. The results are shown in Figure 42.¹⁰ It should be noted that the source of information would be dependent on the type of lifestyle issue that residents were thinking of (and based on the topic areas previously read to residents), and that residents were not asked to indicate what specific lifestyle topics they were thinking of when they indicated who or what they might turn to for information or help.

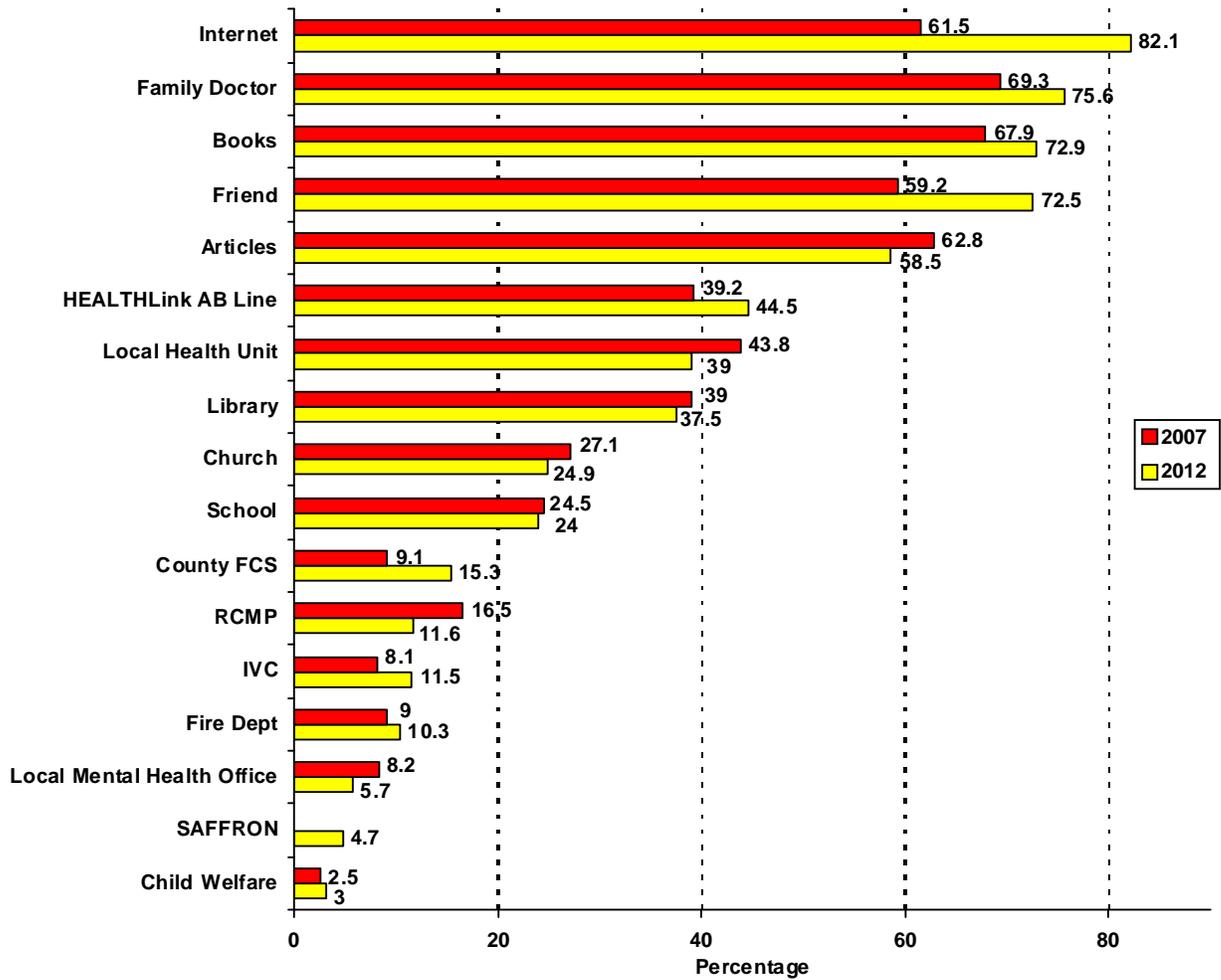
It can be seen from Figure 42 that the Internet has now become the primary source of information that people would turn to (82.1%), followed by the family doctor (75.6%), books (72.9%), seeking help from a family friend (72.5%) and articles (58.5%). These were also the top choices when this was gathered in 2007, though in 2012, the use of the Internet as an information gathering resource was up by 22% from 2007. All other sources of information for lifestyle issues were mentioned by less than 45% in frequency.

It can also be seen from this figure that 15.3% of residents would think of contacting Strathcona County Family & Community Services. This is a 6.2% increase from 2007, when 9.1% of residents thought of FCS.

¹⁰ Only 2.8% of residents would not consult anyone with respect to a lifestyle issue.

Outside of the increased reliance on the Internet, there were few variations with respect to increased or decreased use of external sources for information on lifestyle issues.

Figure 42: Where would People Seek Advice on Lifestyle Issues – 2012 Results (All residents)



L. Alcohol and Drug Use within Strathcona County

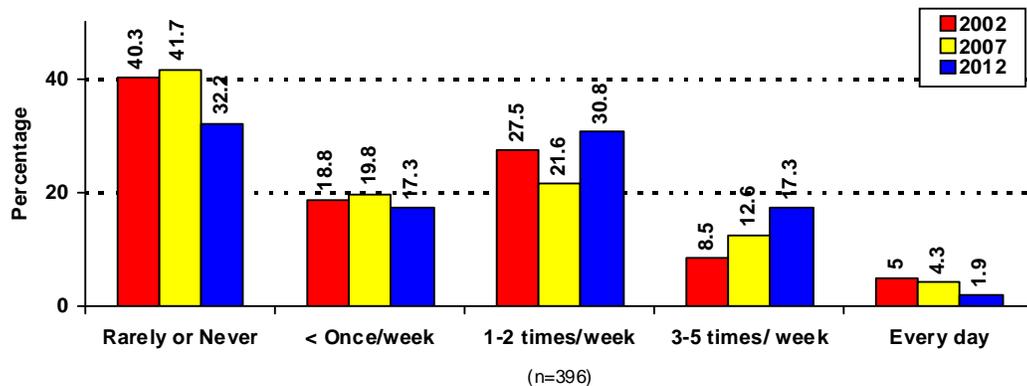
Summary of Key Findings: Alcohol and Drug Use within Strathcona County

Strathcona County residents were asked to comment on their overall health, their alcohol consumption rate and ease of access to illegal drugs for County residents. The following points are summaries of the key findings:

- Alcoholic consumption has increased somewhat between 2007 (21.6%) and 2012 (30.8%) for moderate drinkers who drink 1 to 2 times per week;
- Similar to 2002 and 2007, in 2012 males were more likely (54.5%) than females (45.5%) to indicate that they consumed alcohol regularly;
- Similar to 2002 and 2007, in 2012 the vast majority of residents (94.7%) believed that obtaining illegal drugs in the County was very or somewhat easy; and
- Residents who were not using prescription drugs rated their health moderately better (67.9%) than those who reported using drugs (61.4%).

The last set of questions directed to residents was with respect to alcohol and drug use. The average alcoholic beverage consumption in a typical week for 2002, 2007 and 2012 is depicted in Figure 43. It can be seen that alcoholic consumption has increased somewhat between 2007 (21.6%) and 2012 (30.8%) for moderate drinkers who drink 1 to 2 times per week.

Figure 43: Weekly Alcoholic Consumption within Strathcona County Households (2002, 2007 and 2012 comparisons)



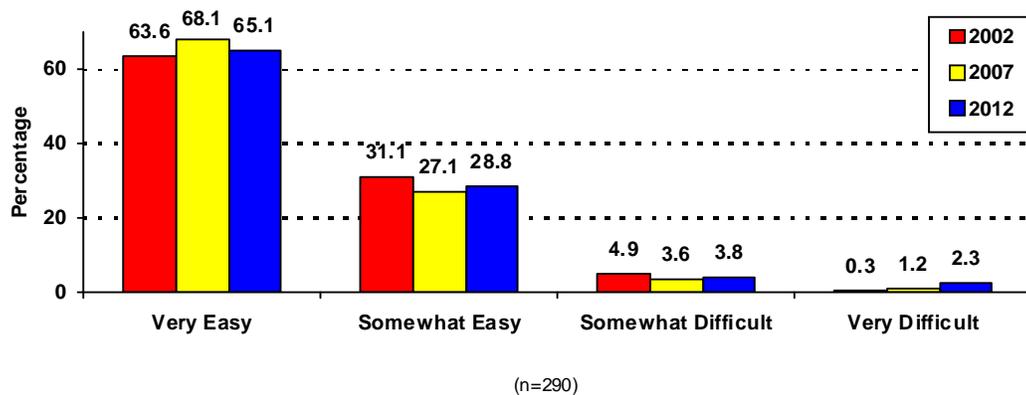
Among those who consumed alcohol one or more times a week in 2012:

- The majority of these residents were between the ages of 35 and 54 (46.7% of alcohol consumers – similar to 2007 findings).
- More males (54.5%) than females (45.5%) indicated that they consumed alcohol regularly (similar to findings from 2002 and 2007).

All residents, regardless of their rate of alcohol consumption, were asked to indicate whether the presence of alcohol ever had a negative impact on their lives. Overall, in 2012, 28.4% of residents indicated that there were past problems with alcohol, either with themselves personally or by its use by other people that they interacted with. This is a 3.5% drop from the 2007 study and an 8.8% drop from the 2002 study. A further analysis from the 2012 data revealed that this occurred more with males (31.6%) than females (25.3%). Considerably more residents aged 35-54 (36.1%) indicated this as a potential problem compared to younger residents (25.2%) or older residents (22.1%). Age or family status was not an influencing factor in this regard.

All respondents were asked to indicate how easy it would be for someone to obtain illegal drugs in Strathcona County. As illustrated in figure 44, for all years in which this study has been done (2002, 2007 and 2012), the majority of residents believed that obtaining illegal drugs in the County would be very or somewhat easy.¹¹

Figure 44: Perceived Availability of Illegal Drugs within Strathcona County (2002, 2007 and 2012 comparisons)

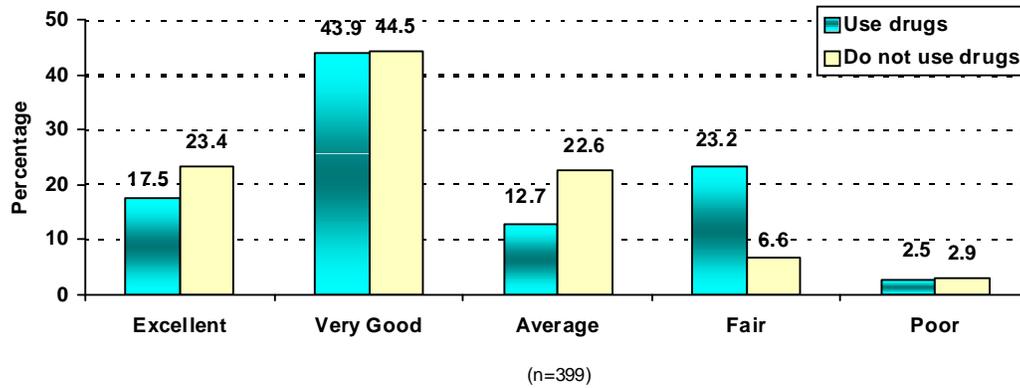


¹¹ This excludes 109 residents (or 27.3% of the sample) who didn't know or wouldn't answer the question.

Apart from over-the-counter drugs, residents were also asked if they had used “prescription or other drugs that had not been prescribed by a physician” anytime within the past year. Overall, 6.6% of residents indicated such use, of which 5.1% reported that their family or friends had expressed concerns over their use of these particular drugs. Demographic differences were not evident for this question.

A comparison of how one rated personal health based on those who were using prescription drugs and those who were not is depicted in Figure 45. Residents who are not using prescription drugs rated their health moderately better (67.9%) than those who reported using drugs (61.4%).

Figure 45: Rating of One’s Health (Based on residents who use or do not use prescription or other recreational drugs)



All residents, regardless of whether or not they had used prescription or other drugs within the past, were asked to indicate whether the use of non-prescribed prescription or illegal drugs had ever had a negative impact on their life. Overall, 13% of residents indicated that there were past problems with drug abuse. This was identical to the 2007 study. Demographic differences were not evident for this question.

IV. SUMMARIES OF KEY FINDINGS

The 2012 Health and Lifestyle Checkup for Strathcona County resulted in some important information that can be used by Family and Community Services to make decisions that accurately reflects the perspectives and attitudes of those living in Strathcona County. The following summaries of key findings are based on the results of this study:

Population Demographics:

- One-third (33.6%) of households consist of 2 individuals living together, while the second largest category consists of households with 4 individuals (25.5%);
- In Strathcona County there is an almost equal split between households with children versus those without;
- Households consisting of two parent families (43.8%) and married or common-law with no kids (34.0%) make up over three-quarters (77.8%) of households in Strathcona County;
- Approximately one-half (48.5%) of Strathcona County residents reported being employed full time, with the majority working between 36 to 50 hours per week; and
- The majority of households (73.0%) reported having a combined income of \$70,000 or greater in 2012.

Satisfaction with Transportation in Strathcona County:

- The vast majority of respondents (93.6%) reported using their own car as their main mode of transportation;
- Approximately seven out of ten respondents (68.7% Sherwood Park & 69.8% rural Strathcona) found it very easy to transport themselves within the County;
- The most frequently mentioned reasons for transportation difficulty included issues related to age and medical reasons preventing one from driving, high costs associated with public transportation, limited public transportation options available in some areas, traffic congestion, and requirement to change buses frequently to get to one place; and
- Overall, there has been a steady decline in the proportion of Sherwood Park residents who reported ease with transporting themselves from home to another location (94.4% in 2002 vs. 88.6% in 2012). Conversely, there has been a steady increase in the proportion of rural residents who reported ease with transporting themselves from home to another location (89.6% in 2002 vs. 93.2% in 2012).



Life in the Neighborhood:

- Rural residents were more likely (70.5%) than Sherwood Park residents (64.7%) to know 6 or more of their neighbors by name;
- In 2012, approximately half (48.3%) of Strathcona residents reported talking to their neighbors at least once or more per week, as compared to 58.2% in 2007 and 72.3% in 2002;
- Sherwood Park residents talked to their neighbors more frequently (50.6%) as compared to those living in rural Strathcona (40.5%);
- The vast majority of residents (93%) indicated knowing someone living within 15 minutes of their home that they could turn to in case of personal emergency;
- Overall, the majority of residents (58%) feel very safe walking alone in their neighborhood after dark, with a much greater proportion of males (73.8%) than females (41.7%) feeling that way.

Affordability in the Neighborhood

- The majority of residents (73.6%) felt that housing in the County was affordable, with higher proportions of Sherwood Park residents (76.1%) agreeing as compared to rural residents (64.4%);
- Multiple adults in households along with single parents were least likely to feel that housing in the community was affordable (48.6% and 44.4% respectively);
- A significantly greater proportion of Strathcona County residents in 2012 (32.9%) felt that it was very easy to meet their monthly household expenses as compared to 2002 (19.4%);
- A greater proportion of Sherwood Park residents found it somewhat/very difficult to meet their monthly household expenses (23.7%) as compared to rural residents (11.2%);
- Single adults were more likely (29.8%) than all other groups to report having very/somewhat difficult time meeting their household expenses;
- Individuals working less than 15 hours per week had the greatest difficulty meeting their monthly household expenses (58.5% very/somewhat difficult); and
- Households with income level of under \$40,000 annually had a significantly greater difficulty meeting their monthly household expenses (42.1% very/somewhat difficult) as compared to all other groups.

Perceptions of Bullying and Family Violence

- Overall, the prevalence of bullying in schools was of greater concern for Strathcona County residents than the occurrence of family violence, spousal or elder abuse;

- The perception of bullying has increased over the 10 year period for all categories, with bigger jumps seen for bullying in the school environment, particularly in junior high schools;
- Single adults with no kids were more likely to feel bullying in junior high schools is a major problem than those from other family groups;
- Married couples with children were less likely to perceive family, spousal or elder abuse as a major problem; and
- Females were more likely than males to perceive bullying as a major problem in all categories except for elder abuse; and
- Residents 55 years or older were more likely to perceive family violence and spousal abuse as a major problem as compared to younger residents.

Aspects of Health

- Approximately two-thirds (67.3%) of Strathcona County residents rated their personal health as very good/excellent; and
- Higher proportions of rural residents (71.3%) rated their personal health as very good/excellent as compared to Sherwood Park residents (66.4%).

Rating Stress

- The top three stress factors in 2012, which have the greatest potential to negatively affect the health and wellbeing of the Strathcona County residents, included job related stress, stress from money management and stress due to time pressures;
- Residents between the ages of 35 to 54 were more likely to face job related stress as compared to those in other age categories;
- Job related stress, money management stress and time pressure stress all increased as the level of household income increased;
- Younger individuals between 18 to 34 were more likely to experience higher levels of money management stress and time pressure stress as compared to older age groups; and
- The presence of children in a household contributed to higher levels of job related stress, money management stress and time pressure stress for many Strathcona County residents.

Presence of Family Problems

- The presence of family related problems/stresses declined by 20% in 2012 as compared to 2007;

- Personal stress followed by problems dealing with problem child/teen continued to be the top rated family related issues in 2012;
- Personal stress was a more prevalent problem for females;
- With respect to dealing with a problem child/teen, single parent families and those between the ages of 35 to 54 were more likely to face difficulty dealing with the issue;
- Females were more likely to report feeling depressed or having anxiety problems as compared to males; and
- Females were much more likely to seek help from family/friends and medical doctors/professionals as compared to males.

Seeking Advice on Lifestyle Issues

- Similar to 2007, in 2012 the top three areas on lifestyle issues where residents sought advice included fitness & exercise, nutrition & diet, and financial planning;
- In comparison to 2007, in 2012 a significantly greater proportion of Strathcona County residents reported seeking advice on fitness & exercise, nutrition & diet, while lower proportions sought advice on financial planning;
- Married couples with children were more likely to seek advice on employment opportunities, adult education, financial planning, parenting, bullying and educational help for children as compared to other types of households; and
- Younger individuals were more likely to seek advice on nutrition and diet, employment opportunities, parenting, and financial support/subsidies.

Availability of Information in Strathcona County for Lifestyle Issues

- It is important to note that there are several “high risk” areas where over half of the residents were not aware that the County has information available including: gambling abuse, dealing with abuse within households, tobacco addictions, alcohol or drug abuse, help for teens and help for seniors;
- Respondents in general felt that the County had excellent or very good information on fitness and exercise opportunities (83.4%) and parenting information (56.2%); and
- Approximately one-third or fewer of residents who were aware of available information indicated that the County’s information was fair or poor on gambling abuse (30.7%), tobacco addictions (30.2%), coping with depression (27.8%), coping with stress (25.7%), abusive situations in households (25.6%) and alcohol or drug abuse (22.7%), and help for seniors (21.3%).

Sources of Information for Lifestyle Issues

- In 2012, the primary source of information that most people reported using was the Internet (82.1%), followed by the family doctor (75.6%), books (72.9%), help from a family friend (72.5%) and articles (58.5%);
- In 2012, the use of the Internet as an information gathering resource was up by 22% from 2007; and
- In 2012, 15.3% of residents reported using Strathcona County Family & Community Services for their information needs; an increase of 6.2% over the 2007 results.

Alcohol and Drug Use within Strathcona County

- Alcoholic consumption has increased somewhat between 2007 (21.6%) and 2012 (30.8%) for moderate drinkers who drink 1 to 2 times per week;
- Similar to 2002 and 2007, in 2012 males were more likely (54.5%) than females (45.5%) to indicate that they consumed alcohol regularly;
- Similar to 2002 and 2007, in 2012 the vast majority of residents (94.7%) believed that obtaining illegal drugs in the County was very or somewhat easy; and
- Residents who were not using prescription drugs rated their health moderately better (67.9%) than those who reported using drugs (61.4%).

APPENDIX A: THE QUESTIONNAIRE

Strathcona County Health & Lifestyle Questionnaire – 2012 Final

Hello. My name is _____ of *Banister Research*. We are doing a survey of adult residents on behalf of Strathcona County to get your opinions about health and lifestyle trends. The results of this study will be used in the development of a national strategy on enhancing health and lifestyles of Canadians. Can you spare me about **15 minutes** of your time right now to take part in this important survey?

(Use if Respondent says “No”)

IF NO: When could I call you back to answer this survey?...Note time for follow-up
Is there someone else in your household who could answer this survey?)

ONCE AN ADULT MEMBER OF THE HOUSEHOLD IS ON THE LINE, CONTINUE.

The survey will ask for your opinions about health and lifestyle trends in Strathcona County. The County will use these results to evaluate its services and help make the best use of its resources.

I'd like to start off with some general questions about living in Strathcona County.

a) On an overall basis, how easy do you find it is to transport yourself to different places from your home? Would you say it was:

- 1. Very easy
- 2. Somewhat easy
- 3. Somewhat difficult, or
- 4. Very difficult
- 9. Don't know/Refused



Why do you find it difficult? (*note answers below*)

b) What mode of transport do you use most often:

- 1. Your own Car,
- 2. Transit,
- 3. Walking,
- 4. Bike
- 5. Ride from a friend
- 6. Taxi

9. Don't know/Refused

I'd now like to ask you some general questions about life in your immediate neighborhood, which we're defining as the portion of the community where your home is located.

c) How many of the adults in your neighborhood do you know by name? Would you say:

1. None
 2. 1 to 5 adults
 3. 6 to 10 adults
 4. 11 to 20 adults, or
 5. More than 20 adults
-

9. Don't know/No answer

d) How often do you talk to your neighbors? Would you say:

1. Daily or almost everyday
 2. 1 – 3 times a week
 3. 1 – 3 times a month
 4. Less than once a month
 5. Rarely or never
-

9. Don't know/No answer

e) Do you have someone living within 15 minutes of you that you could turn to for help if you were faced with some sort of personal emergency and there was no one in your household that could help?

1. Yes
 2. No
-

9. Don't know/ Wouldn't answer

f) How safe do you feel walking alone in your immediate neighbourhood after dark? Do you feel:

1. Very safe
 2. Reasonably safe
 3. Somewhat unsafe, or
 4. Very unsafe
-

9. Don't know/Wouldn't answer

g) How affordable do you find the housing in this community? Would you say that it's:

1. Very affordable
2. Affordable
3. Not affordable
9. Don't know/Wouldn't answer

h) A challenge that many families face each month is having adequate money to meet the monthly household expenses. In general, for the family, is it:

1. Very easy to meet monthly expenses
2. Somewhat easy to meet monthly expenses
3. Somewhat difficult to meet monthly expenses
4. Very difficult to meet monthly expenses, or
5. It regularly varies between easy and difficult to meet monthly expenses
9. Don't know/Wouldn't answer

i) Bullying in our local schools has been identified as an issue. What is your perception of bullying in our community? Do you think this is a major problem, a minor problem or not a problem? There are no right or wrong answers.

What about _____? <u>In the County</u> is this a...	Major Problem	Minor Problem	Not a Problem	Don't Know
Bullying in elementary schools?	3	2	1	9
Bullying in junior high schools?	3	2	1	9
Bullying in senior high schools?	3	2	1	9

j) Some people in a community may be involved in situations where they are physically, financially and/or emotionally abused by another person or persons. I'm going to read a short list of potential situations that might exist in our community, and for each, please tell me if you think this is a major problem, a minor problem or not a problem here in Strathcona County. There are no right or wrong answers.

What about _____? <u>In the County</u> is this a...	Major Problem	Minor Problem	Not a Problem	Don't Know
Family Violence?	3	2	1	9
Spousal Abuse?	3	2	1	9
Elder Abuse?	3	2	1	9

I'd now like to ask you some general questions about your health. To begin with...

- k) I'd like you to rate your overall health. Is it:
1. Excellent
 2. Good
 3. Average
 4. Could be somewhat better, or
 5. Could be much better
 9. Don't know/Wouldn't answer
- l) Life can be stressful. I'm going to read a short list of ways that might cause stress. For each, I'd like you to select a number between zero and ten, where **zero** means the situation is not at all stressful to you and **ten** means you find the situation very stressful. If the situation doesn't apply to you, please tell me. There are no right or wrong answers.

What about _____?	Not at all Stressful										Very Stressful	Doesn't Apply
	0	1	2	3	4	5	6	7	8	9	10	99
Job Stress?	0	1	2	3	4	5	6	7	8	9	10	99
Stress from maintaining the residence?	0	1	2	3	4	5	6	7	8	9	10	99
Stress from dealing with kids under 13?	0	1	2	3	4	5	6	7	8	9	10	99
Stress from dealing with kids 13 or older?	0	1	2	3	4	5	6	7	8	9	10	99
Stress from managing money?	0	1	2	3	4	5	6	7	8	9	10	99
Stress from interactions with my significant other?	0	1	2	3	4	5	6	7	8	9	10	99
Stress due to time pressures?	0	1	2	3	4	5	6	7	8	9	10	99
Stress from caring for an elderly family member?	0	1	2	3	4	5	6	7	8	9	10	99
Stress from caring for both kids and an elderly family member?	0	1	2	3	4	5	6	7	8	9	10	99
Stress from illness	0	1	2	3	4	5	6	7	8	9	10	99

- m) There may be instances when family problems emerge. I'm going to read a short list of potential problems, and for each, please tell me if you've **had to take major steps** to deal with them within the past 5 years. There are no right or wrong answers.

Read list – Circle all that apply

Within the past 5 years have you had to:

1. Deal with a difficult/problem child or teenager in your household?
2. Deal with personal stress?
3. Deal with someone who had a problem with alcohol or drugs?
4. Deal with someone who had a gambling problem?
5. Care or financially support an elderly family member?
6. Care or financially support an adult child in your household?
7. Care or financially support a grandchild in your household?

What did you do/who did you consult? _____

- n) Have you experienced feelings or symptoms of depression anytime within the past 12 months?

1. Yes
2. No _____
9. Don't know/Wouldn't disclose

- o) Have you experienced feelings or symptoms of anxiety anytime within the past 12 months?

1. Yes

2. No _____
9. Don't know/Wouldn't disclose

***Skip to question q on the next page if
"no" was answered for both
questions n and o***

p) Please tell me which of the following sources you've used to help you deal with depression/anxiety: (***Read list, circle all that apply***)

1. A medical doctor
 2. A family member or friend
 3. A counselor or therapist
 4. Spiritual/faith counselor/pastor
 5. An alternative medical practitioner
 6. Dealt with the depression myself
 7. Other: (***Please indicate:***)
-

9. Would not disclose

q) The next part of our survey is about some general lifestyle situations that may be encountered by people like yourself who live in Strathcona County. I'm going to read a series of general subjects to you and for each, tell me if you have ever looked for any advice on the subject for yourself or another family member within the past 5 years. OK?

(Read list, circle all that apply) Please note that final list will be randomized.

Within the past 5 years, have you ever looked for advice on:

1. Proper nutrition and diet?
 2. Employment opportunities?
 3. Adult education opportunities?
 4. Financial planning strategies?
 5. Fitness and exercise?
 6. Parenting a child or grandchild?
 7. Educational help for children in your household?
 8. Dealing with bullying?
 9. Coping with depression?
 10. Coping with stressful situations?
 11. Caring for an elderly family member?
 12. Financial support and subsidies
-

0. None of the above

- r) I'd now like you to rate the present availability of information in Strathcona County for some of the lifestyle situations I've just read to you. For each one I read, I'd like you to tell me whether you think the County has excellent, very good, average, fair or poor information available. If you're not sure, please tell me. There are no right or wrong answers.

What about _____? In the County, is the available information:	Excellent	Very Good	Average	Fair	Poor	DK
Nutrition?	5	4	3	2	1	9
Help for seniors?	5	4	3	2	1	9
Financial planning assistance?	5	4	3	2	1	9
Fitness and exercise opportunities?	5	4	3	2	1	9
Tobacco addiction?	5	4	3	2	1	9
Parenting information?	5	4	3	2	1	9
Help for teens?	5	4	3	2	1	9
Abusive situations in a household?	5	4	3	2	1	9
Alcohol or drug abuse?	5	4	3	2	1	9
Gambling abuse?	5	4	3	2	1	9
Coping with depression?	5	4	3	2	1	9
Coping with stress?	5	4	3	2	1	9

- s) There are different sources that people can access to get information about various lifestyle concerns. I'm going to read you a list of possible sources of information. Please tell me which of these sources you've used to help you deal with any lifestyle concerns: (**Read list, circle all that apply**)

What about from _____:

1. Family doctor?
2. A family friend?
3. Books?
4. The RCMP?
5. The local Health Unit?
6. The local Mental Health office?
7. Newspaper or magazine articles?
8. HEALTHLink Alberta Line?
9. The internet?
10. A school or educational institution?
11. Strathcona County Family and Community Services?

- 12. A church/mosque/synagogue?
- 13. The library?
- 14. The Information and Volunteer Centre?
- 15. Community agencies such as SAFFRON or Safe Place Shelter Society?
- 16. Child Welfare?
- 17. The Fire Department?
- 18. Any other sources? *(Please indicate:)* _____
- 0. None of the above

I'd now like to ask you some general questions about alcohol and drug use. We recognize that this may be a sensitive issue for some people, but the information that we are gathering on this is going to be of tremendous help in the development of a Canada-wide campaign on helping people and households who have difficulties with alcohol and drugs.

t) Over the course of a typical week, how often do you have alcoholic beverages, that is, beer, wine or spirits? Would you say:

<ul style="list-style-type: none"> 1. Usually every day 2. Three to five times a week 3. One or two times a week, 2. Less than once a week, or 3. Rarely or never 	→	<p>Have your family or friends ever expressed concern about your use of alcohol?</p> <ul style="list-style-type: none"> 1. Yes 2. No 9. Don't know/ Wouldn't answer
--	---	--

u) Personal alcohol use, or the use of alcohol by others can have a negative impact in a household. Has alcohol ever had a negative impact on your life?

- 1. Yes
- 2. No
- 9. Don't know/ Wouldn't answer

v) How easy do you think it would be for someone to obtain illegal drugs (marijuana, cocaine, crack, and non prescription drugs) here in Strathcona County? Would you say it would be:

- 1. Very easy
- 2. Somewhat easy
- 3. Somewhat difficult, or
- 4. Very difficult
- 9. Don't know/ Wouldn't answer

w) In the past year, have you used prescription or other drugs that have not been prescribed to you by a physician?

1. Yes

2. No _____

9. Don't know/ Wouldn't answer

x) Drug use (illegal drugs or non-prescribed prescription drugs) by others can have a negative impact in a household. Have these type of drugs ever had a negative impact on your life?

1. Yes

2. No _____

9. Don't know/Refused to answer

y) Has your family or friends ever expressed concern about your use of these particular drugs?

1. Yes

2. No _____

9. Don't know/Refused to answer

In finishing up this survey, I'd like to get some basic information about your household so that we may better understand how your answers compare to others that we've talked to. This information will remain confidential. To begin with...

I. How many years have you lived in Strathcona County? _____

(Note: IF LESS THAN ONE YEAR, ENTER 0)

II. Do you live:

1. In Sherwood Park, or

2. In other parts of Strathcona County?

III. Including yourself, how many people live in your household? _____ **(If "One" Go to QIV)**

a) How many of these people are children aged 13 or younger? _____

b) How many are children aged 14 or older? _____

IV. And as I read a list of age groups, please stop me when I mention the group that includes your age....

1. 18 to 24
2. 25 to 34
3. 35 to 44
4. 45 to 54
5. 55 to 64
6. 65 years of age or older
9. Refused

V. Do you own or rent your home?

1. Own
2. Rent
9. Refused

VI. With respect to marital status, are you:

1. Single
2. Married or Common Law
3. Separated
4. Divorced, or
5. Widowed
9. Refused

VII. Are you presently...**[READ]**

1. A post secondary student
2. Self-employed
3. Employed full-time
4. Employed part-time
5. A homemaker
6. Retired, or
7. Unemployed
9. Refused



At the present time, how many hours in an average week are you working in your job?
Would you say:

1. Less than 15 hours per week
2. 15 to 35 hours per week
3. 36 to 50 hours per week
4. More than 50 hours per week
9. Would not answer

VIII. Could I please have your postal code?

____ - ____ - ____

IX. The County provides a number of services where subsidies are available. There is a correlation between health, stress and financial security. The information you provide will assist the County to provide the right type of assistance.

And as I read a list of household income range, please stop me when I mention the range that includes your household income range.....

- 1 Under \$20,000
 - 2 \$20,000 to \$39,999
 - 3 \$40,000 to \$69,999
 - 4 \$70,000 to \$99,999
 - 5 \$100,000 to \$150,000, or
 - 6 Over \$150,000
-
- 9. Don't know/would not answer

X. **DO NOT READ. NOTE GENDER**

- 1. Male
- 2. Female

Could I please get your first name or initials in case my supervisor wants to verify that we completed this survey? _____

Thank you for your help in completing this survey, and have a very pleasant evening.

DO NOT READ: Phone #: _____