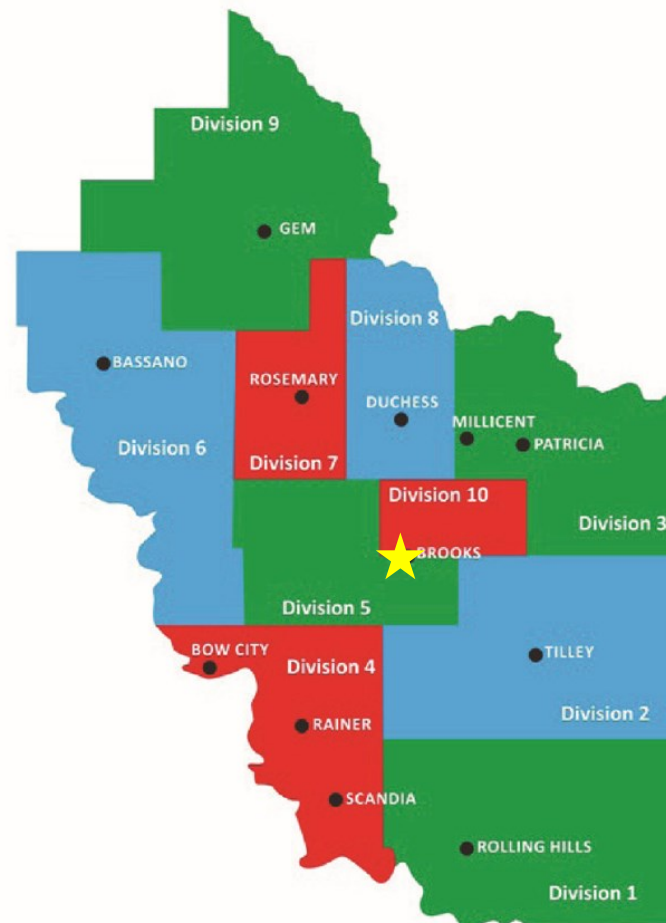


# QUALITY OF LIFE #3

## CITY OF BROOKS 2023



*For a copy of the Quality of Life Full Reports and Snapshots for communities within the Brooks-Newell Region visit:*

[www.grasslandsregionalfcss.com](http://www.grasslandsregionalfcss.com)

For more information contact:

Grasslands Regional FCSS

[grasslandsregional.fcss@telus.net](mailto:grasslandsregional.fcss@telus.net)

403-362-4549





**Grasslands Regional FCSS Board  
Board of Directors, 2021**



Top Left to Right: County of Newell; Councillor Holly Johnson; Clarence Amulung (Chair); Village of Rosemary; Mayor Yoko Fujimoto, Danealle Reinke  
Bottom Left to Right: Village of Duchess; Councillor Tina Preston (Vice Chair); Vienna Dahle; City of Brooks; Councillor Marissa Wardrop, Cindy Wolfer

**Message from the Chair**

On behalf of the Grasslands Regional FCSS Board of Directors and Staff, I am pleased to release the *Brooks Quality of Life #3 Snapshot* in 2023. It is our hope that the information will help further understand our communities and also prove useful for planning, funding and working together.

FCSS will also be releasing full reports for the City of Brooks and the Brooks-Newell Region and Community Snapshots for the County of Newell, Village of Rosemary, the Town of Bassano, the Brooks-Newell Region and the Village of Duchess.

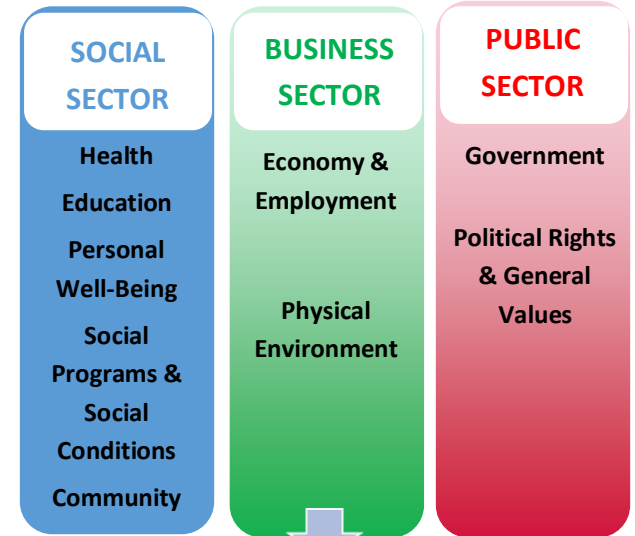
Clarence Amulung, Chair, Grasslands Regional FCSS

**THE QUALITY OF LIFE**

- **Background:** The Grasslands Regional FCSS Community Mapping Project (2007) showed the unique characteristics of our region.
- Prior to the Quality of Life Survey there was no established means to collect and analyze cross-sector (**Business; Public and Social**) data in our region.
- The Quality of Life Survey and analysis provides the ability to complete a **Gap Analysis** which compares Ranking of Importance to Ranking of Satisfaction.
- The survey measures variables of importance within the nine factors to measure what residents think is important to their quality of life.
- The analysis also includes residents' feedback on Levels of Satisfaction with services and programs and Overall Satisfaction with the Quality of Life in individual communities, the municipalities and the Brooks-Newell Region as a whole.
- Comparisons to 2013 and 2017 results are included where relevant

**NINE QUALITY OF LIFE FACTORS**

The survey uses the Nine Quality of Life Factors (Categories) established by the Canadian Policy Research Network. These nine categories provide the foundation for all questions and analysis within the sectors.



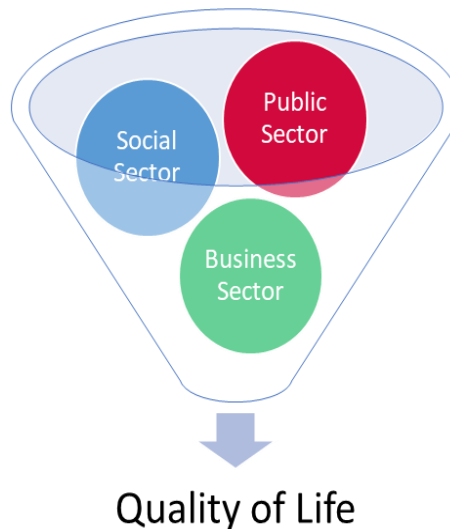
**QUALITY OF LIFE VARIABLES**

- Within each of the Nine Factors are Variables of Importance and Variables of Satisfaction with services.

**QUALITY OF LIFE SNAPSHOT**

- The Brooks Quality of Life #3 Snapshot: 2023 is a summary of the Gap Analysis completed to compare the Rank of Importance and the Rank of Satisfaction within each of the nine Quality of Life factors.
- The Brooks #3 Snapshot 2023 is an addendum to the Brooks-Newell Region Quality of Life Report. The snapshot is a summary of the Quality of Life results for Brooks and also contains comparisons to the Brooks-Newell Region in which Brooks is located.

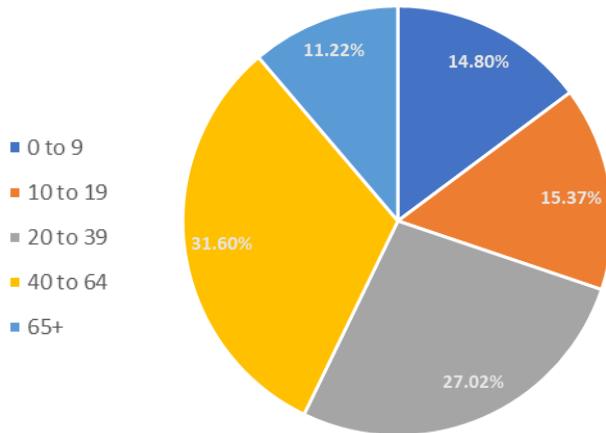
For more information refer to the Brooks-Newell Region Quality of Life Report at [www.grasslandsregionalfcss.com](http://www.grasslandsregionalfcss.com)



# Community Profile

## SAMPLE SIZE

We are confident that 746 respondents from Brooks represents a Confidence Level of 99% with a margin error of 4.6%, exceeding the 5% margin of error requirements of this Quality of Life research.



## DATA SOURCE

- Statistics Canada. 2023. (table). Census Profile. 2021 Census of Population. Statistics Canada Catalogue no. 98-316-X2021001. Ottawa. Released February 8, 2023. <https://www12.statcan.gc.ca/census-recensement/2021/dp-pd/prof/index.cfm?Lang=E> (accessed March 10, 2023)  
*Statistics Canada does not publish data which can identify individuals so some of the data may have been rounded.*

## BROOKS SOCIO-ECONOMIC DATA

- In 2021, the population of Brooks was 14,924 compared to 14,451 in 2016. This is a 3.3% growth in population.
- 37.1% of the population in Brooks are immigrants, additionally 2.4% of the population are non-permanent residents.
- Brooks has a land area of 18.21 km<sup>2</sup> and a population density of 819.8/km<sup>2</sup>.
- There are 5,489 private dwellings in Brooks of which 5,140 are occupied.
- 11.2% of the population are Seniors ages 65+.

## 2021: AGE RANGE

- The median age in Brooks was 36 years in 2021 which is 3.5 years younger than the median age in the Brooks-Newell Region.
- **There are 5 seniors over the age of 100 living in Brooks.**

## FAMILY STRUCTURES

- 57.6% of persons 15 years and older are married or living common-law.
- There are 715 lone-parent families and 1,580 couple families with children and 980 couple families without children living in Brooks.
- There are 3,985 children living in 2 parent families and 1,285 children living in lone-parent families.
- 16.1% of nuclear families in Brooks have more than 5

## Statistics Canada 2021

### Age Demographics

Age Range	#	%
0 to 4 years	1,025	6.86%
5 to 9 years	1,185	7.93%
10 to 14 years	1,210	8.10%
15 to 19 years	1,085	7.26%
20 to 24 years	915	6.13%
25 to 29 years	850	5.69%
30 to 34 years	1,005	6.73%
35 to 39 years	1,265	8.47%
40 to 44 years	1,300	8.70%
45 to 49 years	1,105	7.40%
50 to 54 years	870	5.83%
55 to 59 years	765	5.12%
60 to 64 years	680	4.55%
65 to 69 years	545	3.65%
70 to 74 years	395	2.64%
75 to 79 years	290	1.94%
80 to 84 years	185	1.24%
85 years and over	260	1.74%

people.

The average size of census families in Brooks is 3.2, which is higher than the Brooks-Newell Region (3.0).

- **10.1% of the population (1,475) are identified as low-income based on the Statistics Canada Low Income Threshold.**

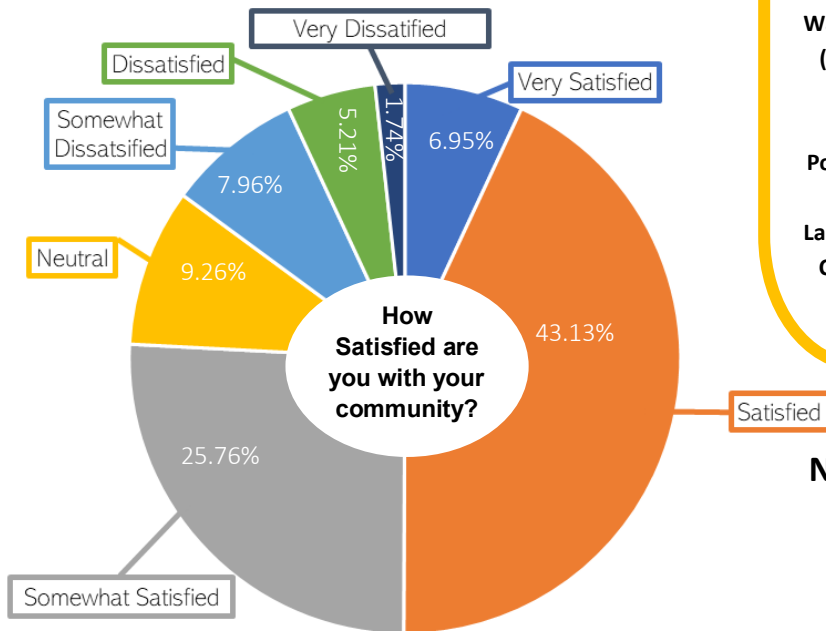
# Community Profile

## COMMUNITY SATISFACTION CHART

691 people answered the question:  
**“Overall how satisfied are you with your Community?”**

**In 2022, 75.8% (524 people) expressed Overall Satisfaction with the Community.**

- 73.6% (547 people) in 2017
- 72.8% (434 people) in 2013



## ETHNO-CULTURAL DIVERSITY

### MOTHER TONGUE

English 9,000  
 French 180  
 Non-official Languages 4,900  
 Other languages spoken are Cree (5), Inuktitut (5), Kabyle (10), Bilen (5), Oromo (415), Somali (670), Amharic (140), Arabic (210), Tigrigna (345), Cambodian (75), Vietnamese (25), Bikol (20), Bisaya (60), Cebuano (50), Hiligaynon (15), Ilocano (60), Pampangan (10), Tagalog (15), Ukrainian (5), German (40), Plautdietsch (5), Waray-Waray (30), Creole (10), Tamil (5), Bosnian (5), Ukrainian (20), German (20), Afrikaans (5), Dutch (5), Hindi (20), Punjabi (30), Urdu (35), Kurdish (10), Pashto (10), Spanish (550), Portuguese (50), Korean (20), Lingala (10), Rundi (5), Swahili (35), Dinka (35), American Sign Language (5), Mandarin (150), Shanghainese (5), Cantonese (20), Chinese (5), Lao (10), Thai (5)\*  
 \*Statistics Canada 2021



## DWELLING TYPE \*

\*Statistics Canada 2021

Total number occupied dwellings	5,140
Single-detached house	2,800
Semi-detached house	400
Row house	565
Apartment in a duplex style building	185
Apartment in a building that has Fewer than five storeys	795
Other single attached house	0
Movable dwelling	395

## NUMBER OF PERSONS/HOUSEHOLD

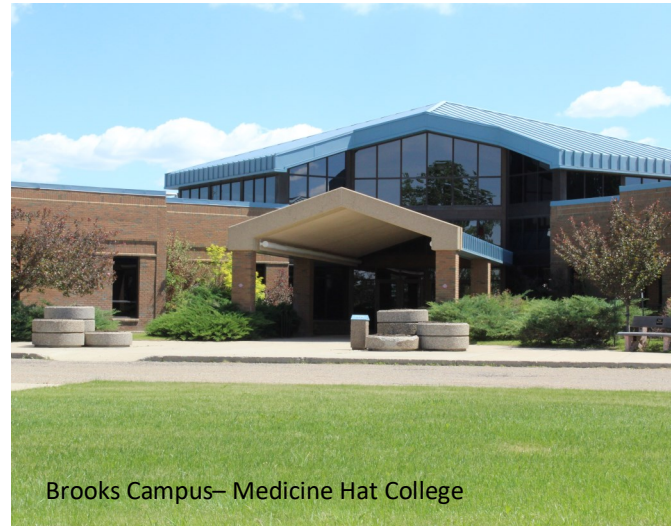
The average number of persons per household in Brooks is 2.9 compared to the Brooks-Newell Region where the overall average number of persons per household is 2.7.

# Findings from the QUALITY OF LIFE SURVEY

## GAP ANALYSIS

The Gap Analysis reviews the alignment between individuals Rank of Satisfaction with Services and the Rank of Importance of community variables. Ideally individuals would feel the same level of satisfaction as well as rank of importance for any given factor creating a match and resulting in no gap. When the Rank of Satisfaction and Rank of Importance vary it results in a gap; if the Rank of Satisfaction is higher than the Rank of Importance it results in a Positive Gap, alternatively if the Rank of Satisfaction is lower than the Rank of Importance it results in a Negative Gap.

If individuals rate a factor with a more satisfied ranking than ranking of importance the resulting positive gap demonstrates that the community is satisfied with the factor, but it creates inequality within the other factors as it is impossible for all nine factors to present with a positive gap.



Brooks Campus– Medicine Hat College

### Brooks-Newell Region Gaps Differ from Brooks:

- **Education** is identified as a Match Gap
- **Sense of Community** is identified as a Positive Gap

## CITY OF BROOKS GAP ANALYSIS 2022

<i>Factor</i>	<i>Rank of Importance</i>	<i>Rank of Satisfaction</i>	<i>Gap Analysis Result</i>
<b>Health</b>	1	4	Negative
<b>Personal Well-Being</b>	2	2	Match
<b>Education System</b>	3	1	Positive
<b>Economy and Employment</b>	4	8	Negative
<b>Sense of Community</b>	5	5	Match
<b>Physical Environment</b>	6	3	Positive
<b>Political Rights and General Values</b>	7	9	Negative
<b>Social Programs/Social Conditions</b>	8	7	Positive
<b>Government</b>	9	6	Positive



# PERSONAL WELL-BEING

MATCH GAP

SOCIAL SECTOR

★ Personal Well-Being  
Ranks #2 for Level of Importance

Each Factor is measured using variables. Variables measure either the importance of a topic or the satisfaction with access to a service. The variables reviewed to determine the Personal Well-Being Factor are below.

QUALITY OF LIFE	QUALITY OF PLACE
<i>Importance variables</i>	<i>Satisfaction variables</i>
Personal Health	Free Time Activities
Personal Safety	Personal Development
Spiritual & Religious Acceptance	Community Gathering Places
Family	
Friends	

Since 1989 Alberta has celebrated **Family Day** in February as many believe it is important to recognize the need for families to spend more time together.

Brooks has eighteen churches serving a variety of denominations



★ Overall Satisfaction with Personal Well-Being was **74.5%** (79.7% in 2017; 78.8% in 2013) ★

## IMPORTANCE: Personal Well-Being

	Not At All Important	Not Important	Neutral	Important	Very Important
Family	0.68%	0.54%	3.24%	10.54%	85%
Friends	0.54%	0.54%	10.85%	43.96%	44.1%
Personal Health	0.41%	0%	1.36%	19.95%	78.29%
Personal Safety	0.14%	0.54%	3.53%	28.22%	67.57%
Spiritual and Religious Acceptance	4.48%	5.43%	23.51%	34.51%	32.07%



FCSS Summer Youth Volunteer Program 2022

## SATISFACTION: Personal Well-Being

	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
Community Gathering Places	4.05%	8.67%	13.44%	23.7%	21.82%	24.57%	3.76%
Free Time Activities	6.27%	6.41%	14.58%	26.09%	20.41%	21.72%	4.52%
Personal Development	2.92%	2.92%	8.77%	39.77%	19.3%	22.51%	3.8%

# PERSONAL WELL-BEING

MATCH GAP

SOCIAL SECTOR

## KEY FINDINGS & COMPARISONS

*The Personal Well-Being Factor in Brooks is a **Match** :  
This Factor Ranks #2 for Importance and #2 for Satisfaction in Brooks*

### IMPORTANCE

- Overall Importance responses were similar to 2017 and 2013 within a 5% range.
- **Personal Health** continue to have the highest Overall Importance in the Personal Well-Being Factor. 98.2% of respondents rate it with some level of importance.
- 95.8% responded that **Personal Safety** maintained a high level of Importance, similar to 2017 and 2013.
- 95.5% thought **Family** had some level of importance, similar to 2017 and a decrease from 97.4% in 2013.
- 88% of respondents thought **Friends** was important, similar to 2017 and 2013.
- 66.6% responded that **Religious and Spiritual Acceptance** were of some level of Importance in 2022, similar to 2017 and 2013.



## SATISFACTION WITH SERVICES

- Overall Satisfaction with services has seen declines since 2013.
- **Community Gathering Places** had the highest Overall Satisfaction, with 50.1% of individuals expressing some level of satisfaction, compared to 56.2% in 2017 and 52.2% in 2013. Neutral response rate was 23.7%.
- **Community Gathering Places** also had an Overall Dissatisfaction at 26.2% compared to 2017 (23.5%) and 2013 (27.3%).
- **Free Time Activities** had an Overall Satisfaction rate of 46.6% compared to 2017 (52%) and 2013 (51%). Overall Dissatisfaction rate was 27.2% compared to 24.2% in 2017 and 25% in 2013. Neutral response was 26%.
- **Personal Development** services had the highest Neutral response at 39.8%.
- **Personal Development** services had the lowest Overall Satisfaction at 45.6%. The Overall Satisfaction in this category has decreased since 2017 (55%) and 2013 (51.7%).



# SENSE OF COMMUNITY

## MATCH GAP

## SOCIAL SECTOR

★ Sense of Community Ranks #5 for Level of Importance

Each Factor is measured using variables. Variables measure either the importance of a topic or the satisfaction with access to a service. The variables reviewed to determine the Sense of Community Factor are below.

QUALITY OF LIFE	QUALITY OF PLACE
<i>Importance variables</i>	<i>Satisfaction variables</i>
Knowing Neighbors	Domestic Violence
Working Together	Community Safety
Helping Others	Social Inclusion
Community Safety	
Sense of Belonging	

IMPORTANCE: Sense of Community					
	Not At All Important	Not Important	Neutral	Important	Very Important
Community Safety	0%	0.27%	4.91%	32.88%	61.94%
Helping Others	0.14%	0%	8.94%	49.05%	41.87%
Knowing Neighbors	2.04%	5.83%	27%	47.49%	17.64%
Sense of Belonging	0.55%	1.78%	15.44%	45.36%	36.89%
Working Together	0.68%	0.27%	14.56%	44.63%	39.86%



Newell Regional Expo 10th Annual Honoring a Community Dinner Cassils honours the Region (2023)

Overall Satisfaction with Sense of Community was 67.3% (70.5% in 2017; 72.7% in 2013) ★



FCSS Citizen & Junior Citizen of the Year 2023



SATISFACTION: Sense of Community							
	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
Community Safety	1.45%	3.19%	6.96%	18.12%	28.41%	35.36%	6.52%
Domestic Violence	5.28%	9.24%	10.85%	41.5%	17.74%	12.61%	2.79%
Social Inclusion	3.06%	3.93%	9.9%	42.65%	18.49%	18.49%	3.49%

### Vision

To develop strategies to encourage welcoming and inclusive communities within healthy economic and social systems by promoting, honouring and increasing community involvement and awareness in all sectors in all our communities.



# SENSE OF COMMUNITY

MATCH GAP

SOCIAL SECTOR

## KEY FINDINGS & COMPARISONS

*The Sense of Community Factor in Brooks is a **Match**:  
This Factor Ranks #5 for Importance and #5 for Satisfaction in Brooks*

### IMPORTANCE OF SERVICES

- Generally respondents felt that all of the **Sense of Community** Importance variables were very important or important to building a **Sense of Community**.
- **Community Safety** responses were similar to 2017 and 2013 and continued to have the highest Overall Importance within the Sense of Community Factor at 94.8% (2017: 94.5%; 2013: 94.2%). Neutral response was 4.9% and .3% considered it not important.
- **Helping Others** responses were similar to 2017 and 2013. 90.9% responded that **Helping Others** had some level of importance and 0.1% of respondents felt this was without importance. Neutral responses was 8.9%.
- **Working Together** responses were similar to 2017 and 2013. 84.5% thought **Working Together** had some level of importance, 14.6% were Neutral and .9% considered it not important.
- **Sense of Belonging** responses were similar to 2017 and 2013. 82.2% of respondents thought **Sense of Belonging** carried some level of Importance, 15.4% were Neutral and 2.3% considered it not important.
- 65.1% responded that **Knowing your Neighbours** was of some level of Importance, an increase since 2017 (60.5%) and a decrease since 2013(3%). Neutral response was 27%.

### SATISFACTION WITH SERVICES

- Overall Satisfaction with **Sense of Community** has declined since 2013.
- **Community Safety** had the highest Overall Satisfaction, with 70.3% of individuals expressing some level of satisfaction, This is similar to 2017 (70.8%) and an increase from 67.5% in 2013.
- **Community Safety** continues to maintain the lowest Overall Dissatisfaction rating in the Sense of Community category although 11.6% of people did express dissatisfaction in 2022, similar to 2017 (11.6%) and a decrease from 2013 (17.7%). Neutral response was 18.1%, similar to past years.
- Neutral responses were high with **Domestic Violence** (41.5%) and **Social Inclusion** (42.6%).
- **Domestic Violence** had the lowest Overall Satisfaction at 33.1%. This variable had the largest change in Overall Satisfaction for the Sense of Community Factor seeing a decrease of over 10%. (**Overall Satisfaction** 2017: 43.3%, 2013: 46.2%)
- **Domestic Violence** had the highest Overall Dissatisfaction at 25.4% (2017: 17.7%; 2013: 22.3%).
- **Social Inclusion** had an Overall Satisfaction of 40.5%, compared to the Overall Satisfaction of 45.3% in 2017 and 44.3% in 2013.



Taste of Nations 2022

# HEALTH

NEGATIVE GAP

SOCIAL SECTOR

## SATISFACTION: Health

	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
Access to Physicians (Doctors)	10.69%	9.83%	13.87%	9.1%	18.79%	27.02%	10.69%
Addiction	6.02%	11.31%	14.54%	38.62%	17.77%	9.4%	2.35%
Persons with Disabilities	4.06%	5.66%	12.48%	39.04%	19.16%	16.84%	2.76%

Each Factor is measured using variables. Variables measure either the Importance of a topic or the Satisfaction with access to a service. The variables reviewed to determine the Health Factor are below.

QUALITY OF LIFE	QUALITY OF PLACE
<i>Importance variables</i>	<i>Satisfaction variables</i>
Community Suicide Rates	Addiction
Mental Health	Persons with Disabilities
Rates of Disease	Access to Physicians
Lifestyle	
Physical Activity	



★ Overall Satisfaction with Health Services was 71.8%  
2017: 80%  
2013: 77.2%  
★

★ Health Ranks #1 for Level of Importance ★

## IMPORTANCE: Health

	Not At All Important	Not Important	Neutral	Important	Very Important
Community Suicide Rates	2.19%	3.15%	18.63%	36.16%	39.86%
Lifestyle	0.14%	1.09%	15.4%	45.5%	37.87%
Mental Health	0.14%	0.81%	4.19%	33.42%	61.43%
Physical Activity	0.27%	0.68%	9.8%	49.12%	40.14%
Rates of Disease	0.95%	2.59%	17.17%	35.56%	43.73%

**Primary Health Services are provided through Alberta Health Services (AHS) in Brooks.**

*This includes:*

- Community Nursing
- Newcomer Health Services
  - Addiction Services
  - Physician Clinics
- Emergency Hospital & Ambulance Services



# HEALTH

## NEGATIVE GAP

## SOCIAL SECTOR

### KEY FINDINGS & COMPARISONS

*The Health Factor in Brooks is a **Negative Gap**: This Factor Ranks #1 for Importance and #4 for Satisfaction with Services in Brooks*

#### IMPORTANCE

- No Level of Importance responses within the Health Factor were continued to be low.
- **Mental Health** had the highest Overall Importance in the Health Factor at 94.8%, an increase in importance from 2017 (89.1%) and 2013 (88.5%). **Mental Health** also had the lowest level of Neutral responses at 4.2%. Only .9% rated **Mental Health** as not important.
- 89.3% responded that **Physical Activity** had some level of Importance and 9.8% were Neutral. In 2017, the Overall Importance was similar at 88.3% and in 2013 was 90%.
- 83.4% thought **Lifestyle** had some level of importance, a slight decrease from 85% in 2017 and 87% in 2013. 15.4% were Neutral, similar to 2013 and 2017.
- 79.3% of respondents thought **Rates of Disease** carried some level of Importance compared to 83.6% in 2017. 17.2% of respondents were Neutral and 3.5% rated **Rates of Disease** as not important.
- **Community Suicide Rates** saw an increase in Overall Importance in 2022 (76%), compared to 2017 (74.6%) and 2013 (68.5%). Neutral response was 18.6%, a decrease from 20.6% in 2017 and 23.6% in 2013.

### SATISFACTION WITH SERVICES

- **Access to Physicians** responses were similar to 2013. **Access to Physicians** had the highest Overall Satisfaction decline in the Health Factor from 2017 with 56.5% of individuals expressing some level of satisfaction compared to 2017 (77.2%) and 2013 (58.9%)
- **Access to Physicians** also had the highest Overall Dissatisfaction with an increase to 34.4% in 2022, similar to 2013 (31.4%) but an increase from 10.8% in 2017.
- Neutral responses were high in both **Addiction Services** (38.7%) & **Persons with Disabilities** (39%).
- **Addiction Services** had an Overall Satisfaction rate of 29.5% compared to 2017 (36.7%) and 2013 (36.6%). Overall Dissatisfaction was 31.9% in 2022, an increase from 2017 (21%) and 2013 (29%).
- **Persons with Disabilities** services had an Overall Satisfaction of 38.8% , a decrease from 2017 (46.3%) and 2013 (45.8%). In 2022, Overall Dissatisfaction also increased to 22.2% from 2017 (13.7%) and 2013 (17.4%).

**Respondents were asked: “Do any of the following conditions negatively affect you or anyone in your household?”**

	285 Respondents <i>Individuals negatively affected by condition</i>	264 Respondents <i>Households negatively affected by condition</i>
<i>Physical Conditions</i>	87	75
<i>Mental Conditions</i>	91	108
<i>Health Problems</i>	134	122
<i>Limited Mobility</i>	45	49
<i>Hearing Problems</i>	64	57
<i>Vision Problems</i>	54	44
<i>Communication Problems</i>	28	29

# ECONOMY & EMPLOYMENT

NEGATIVE GAP

BUSINESS SECTOR

Economy & Employment Ranks  
#4 for Level of Importance

Each Factor is measured using variables. Variables measure either the importance of a topic or the satisfaction with access to a service. The variables reviewed to determine the Economy & Employment Factor are below.

QUALITY OF LIFE	QUALITY OF PLACE
<i>Importance variables</i>	<i>Satisfaction variables</i>
Unemployment Rate	Poverty
Employment Rate	Affordable Housing
Level of Income	Employment
Financial Effect of Crime	
Community Rate of Bankruptcies	

Overall Satisfaction with Economy & Employment was 64.7% (57.9% in 2017; 74.6% in 2013)

## IMPORTANCE: Economy & Employment

	Not At All Important	Not Important	Neutral	Important	Very Important
Community Employment Rates	0.96%	1.38%	18.29%	48.14%	31.22%
Community Rate of Bankruptcies	1.93%	6.61%	36.91%	37.05%	17.49%
Community Unemployment Rates	0.82%	2.6%	23.15%	48.08%	25.34%
Financial Effects of Crime	1.1%	2.33%	16.58%	44.52%	35.48%
Level of Income	0.68%	1.76%	17.5%	45.32%	34.74%

**DID YOU KNOW?** The Brooks & District Feeders Co-Operative Ltd. is a co-operative organization that helps young and established Ranchers and Feeder Operators purchase cattle at a lending rate they can afford, with little security. For more information: [brksfds@telus.net](mailto:brksfds@telus.net) or 403-362-4955

**Regional Economic Development** is overseen by the Joint Services Committee, a partnership with all municipalities in the Brooks-Newell Region.

**Strategic focus areas** include Entrepreneurship, Business Retention and Expansion, Investment Readiness and Attraction, Branding and Marketing/Promotions.

## SATISFACTION: Economy & Employment Services

	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
Affordable Housing	7.68%	7.39%	13.62%	34.35%	17.39%	16.38%	3.19%
Employment	4.09%	4.38%	11.09%	33.58%	20.88%	21.9%	4.09%
Poverty	2.75%	7.23%	8.53%	45.81%	19.36%	14.31%	2.02%

In 2021 Brooks had an *Unemployment Rate* of 8.8%, The Provincial *Unemployment Rate* was 7.1%<sup>1</sup>

In 2016 Brooks's *Unemployment Rate* was 9.2%<sup>1</sup>

In May, 2023, the Lethbridge-Medicine Hat Region (Brooks Unavailable) and Alberta *Unemployment Rate* was 5.7%<sup>2</sup>.

<sup>1</sup> 2021 Census Data - Stas Canada - <https://www12.statcan.gc.ca/>

<sup>2</sup> <https://open.alberta.ca/dataset/2d875f91-c500-4779-b772-756819fccc92/>

# ECONOMY & EMPLOYMENT

NEGATIVE GAP

BUSINESS SECTOR

## KEY FINDINGS & COMPARISONS

*The Economy & Employment Factor in Brooks is a **Negative Gap**: This Factor Ranks #4 for Importance and #8 for Satisfaction*

### IMPORTANCE

- Importance of the variables within the Economy & Employment factor have remained within a 4% range.
- **Financial Effects of Crime** had a high Overall Importance in the Economy & Employment Factor. 80% of respondents rate it with some level of importance, an increase from 2017 (76%) and similar to 2013. (80.1%). Neutral response was 16.6%.
- 80% responded that **Level of Income** had an Overall Importance compared to 82.8% in 2017 and 83.3% in 2013. Neutral response was 17.5%.
- **Employment Rates** had a 79.4% Importance rating compared to 80.2% in 2017 and 77% in 2013. Neutral response was 18.3%.
- 73.4% felt that community **Unemployment Rates** held some importance compared to 77% in 2017 and 71% in 2013. Neutral response was 23%
- 54.5% of respondents thought **Community Bankruptcies** carried some level of Importance, similar to 2017 (55.7%) and 2013 (52.6%). Neutral response was 37%.

## SATISFACTION WITH SERVICES

- Levels of satisfactions with **Economy & Employment** variables have decreased since 2013.
- **Affordable Housing** had the highest Overall Dissatisfaction at 28.7% compared to 2017 (19.2%) and 2013 (25%). Overall Satisfaction was 37% compared to 2017 (44.9%) and 2013 (43%). Neutral response was 34.3%.
- **Employment** had the highest Overall Satisfaction at 46.9% (2017: 44.3%) and 2013 (58%). Dissatisfaction was 19.6%, a decrease from 2017 (25.2%) but an increase from 2013 (12.4%). Neutral response was 33.6%.
- **Poverty** services had continued to have the highest Neutral responses at 45.8%. **Poverty** had the lowest Overall Dissatisfaction at 18.5% (2017: 15.4% ; 2013: 16.9%) and an Overall Satisfaction of 35.7%, a decrease from 2017 (40.3%) and 2013 (43%).

## BROOKS HOUSING Did you know?

- As of 2021 the median assessment value for Brooks residential properties was \$266,000 compared to \$348,000 for the County of Newell and \$400,000 for the province of Alberta.
- In 2021, 77.3% of the housing in Brooks was built prior to 2000, and 6% require major repairs.

## Brooks & District Food Bank Usage 2022

Groups of concern in 2022 Percentages	
Women	43%
Post-Secondary Students	2%
Newcomers	12%
FNs	4%
Visible Minorities	29%
Disabled People	17%
Seniors	7%
Recently Unemployed	8%
Unhoused	11%

Source: 2021 Canadian Census (Statistics Canada)

email: Aurora Champlone, Brooks Food Bank, February 1, 2023

# POLITICAL RIGHTS & GENERAL VALUES

## NEGATIVE GAP

## PUBLIC SECTOR

Each Factor is measured using variables. Variables measure either the importance of a topic or the satisfaction with access to a service. The variables reviewed to determine the Political Rights & General Values Factor are below.

QUALITY OF LIFE	QUALITY OF PLACE
<i>Importance variables</i>	<i>Satisfaction variables</i>
Honesty	Discrimination
Respect	Immigration
Integrity	English as a Second Language
Freedom of Speech	
Sharing	

Political Rights & General Values Ranks  
 ★ #7 for Level of Importance ★

### DID YOU KNOW....

**2021** 48.6% Visible Minorities  
 37.1% Immigrants

According to the 2021 Federal Census, visible minorities make up 48.6% of the Brooks' population, and 37.1% are immigrants. In 2016, the percentages were 36.8% and 30.1%, respectively. In 2011, the percentages were 26.7% and 20.1%, respectively.

In 2021, the three most frequently languages spoken most often at home in Brooks were English (69.3%), Tagalog (4.5%) and Somali (3.8%).

### IMPORTANCE: Political Rights & General Values

	Not At All Important	Not Important	Neutral	Important	Very Important
Freedom of Speech	0.81%	1.35%	11.23%	36.94%	49.66%
Honesty	0.27%	0%	2.45%	22.04%	75.24%
Integrity	0.14%	0.14%	7.35%	34.56%	57.82%
Respect	0.54%	0.27%	2.98%	28.32%	67.89%
Sharing	1.23%	3%	24.66%	43.32%	27.79%

### VOTING

#### 2021 City of Brooks Municipal Election:

Number of Voters: 2,793

Number of Eligible Voters: 11,365

Rate of Voting for 2021 Municipal Election: 24.6%

2017 & 2017 Municipal Elections: 1,952 Votes; 2017 By-Election: 807 Votes

Rate of Voting for Provincial Elections: 52.6% for Strathmore- Brooks in 2012 and 49.7% in 2015. 65.6% for Brooks-Medicine Hat in 2019



### SATISFACTION: Political Rights & General Values

	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
Discrimination	7.4%	8.27%	14.66%	34.25%	16.69%	14.51%	4.21%
English as a Second Language	4.96%	4.09%	7.15%	42.04%	15.62%	21.46%	4.67%
Immigration	3.2%	5.09%	6.98%	47.97%	12.94%	16.86%	6.98%

Overall Satisfaction with Political Rights & General Values was 59%  
 (68% in 2017; 67% in 2013)

# POLITICAL RIGHTS & GENERAL VALUES

NEGATIVE GAP

PUBLIC SECTOR

## KEY FINDINGS & COMPARISONS

*The Political Rights & General Values Factor in Brooks is a **Negative Gap**:  
This Factor Ranks #7 for Importance and #9 for Satisfaction in Brooks*

### IMPORTANCE

- Political Rights & General Values variables remain important to respondents and responses to the importance of variables remained fairly consistent with the 2013 and 2017 surveys.
- **Honesty** remained the variable of highest importance. At 97.3%. Only 2.4% of respondents were Neutral and .3% rated is as unimportant.
- **Respect** remained as the second highest Overall Importance in 2022 at 96.2%. Neutral response was 3% and No Importance was .8%.
- 92.4% responded that **Integrity** had some level of Importance compared to 87.7% in 2017 and 89% in 2013. Neutral response (7.3%) and No Importance response (.3%) were very low.
- 86.6% of respondents thought **Freedom of Speech** carried some level of Importance, a decrease in from 2017 (89.3%) and 2013 (90.2%). Neutral response was 11.2%, an increase from 2017 (9%) and 2013 (11.2%).
- **Sharing** continued to have the lowest rating of Importance and Neutral responses in 2022. 71.1% responded that **Sharing** was of some level of Importance, a decrease from 2017 (72.8%) and 2013 (75.2%).

### SATISFACTION WITH SERVICES

- Neutral responses to levels of Satisfaction of services within the Political Rights & General Values factor remained high in 2022.
- **English as a Second Language** had the highest Overall Satisfaction, with 41.7% of individuals expressing some level of satisfaction (2017: 44.9%, 2013: 43.9%). Neutral response was 42% (2017: 37.3%) and 2013 (33%). Overall Dissatisfaction decreased in 2022 (16.2%) compared to 2017 (17.8%) and 2013 (23.2%).
- **Discrimination** had an Overall Satisfaction rate of 35.4% (2017: 39.7%; 2013: 39.8%). Neutral response was 34.2%. Overall Dissatisfaction rate was 30.3% compared to 27% in 2017 and 27.5% in 2013.
- **Immigration** services had an Overall Satisfaction at 36.8% (2017: 43.6%; 2013: 37.4%). Neutral responses increased to 48% (2017: 40.5%; 2013: 42.5%). Overall Dissatisfaction of 15.3% was similar to 2017 (15.8%) and a decrease from 2013 (20%).



# EDUCATION

POSITIVE GAP

SOCIAL SECTOR

Each Factor is measured using variables. Variables measure either the Importance of a topic or the Satisfaction with access to a service. The variables reviewed to determine the Education Factor are below.

QUALITY OF LIFE	QUALITY OF PLACE
<i>Importance variables</i>	<i>Satisfaction variables</i>
Education	Post-Secondary Education
High School Drop Out Rates	Adult-Continuing Education
Community Literacy Rates	Job Training Programs
Adult Literacy	
Personal Education Achievements	

Overall Satisfaction with Education was 72%  
(74.5% in 2017; 74.7% In 2013)

★  
Education Ranks #3 for Level of Importance  
★

### DID YOU KNOW?

Students within the Grasslands School Division have a 56.7% rate of enrollment in post secondary within 6 years of graduation. <sup>1</sup>

### IMPORTANCE: Education

	Not At All Important	Not Important	Neutral	Important	Very Important
Adult Literacy	0.95%	2.18%	17.3%	45.1%	34.47%
Community High School Dropout Rates	2.34%	4.26%	27.65%	39.75%	26%
Community Literacy Rates	1.64%	2.6%	24.62%	46.24%	24.9%
Education	0.82%	0.96%	8.5%	33.33%	56.38%
Personal Educational Achievements	1.77%	4.09%	19.1%	44.34%	30.7%

### EDUCATION LEVEL OF POPULATION

Education Level	2021 Population over 15 yrs	2016 Population over 15 yrs
Total population aged 15 years and over	11,230	10,710
No certificate, diploma or degree	3,215	2,935
High school diploma or equivalent	4,080	3,685
Post-secondary, diploma/degree	3,935	4,090
Apprenticeship/trades—certificate or diploma	875	995
College, CEGEP or other non-university certificate or diploma	1,485	1,510
University certificate/diploma below bachelor level	240	275
University certificate, diploma/degree at bachelor level or above	1,335	1,320
Bachelor's Degree	1,000	985
University certificate, diploma above bachelor level	100	90

### SATISFACTION: Education Services

	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
Adult/Continuing Education	3.5%	4.52%	8.6%	36.44%	20.85%	21.43%	4.66%
Job Training Programs	2.63%	4.53%	10.07%	48.32%	15.62%	15.33%	3.5%
Post-Secondary Education	4.82%	7.02%	15.2%	26.46%	20.91%	21.78%	3.8%

<sup>1</sup> Grasslands Public Schools, Combined 3 Year Education Plan 2019-2021



# EDUCATION

POSITIVE GAP

SOCIAL SECTOR

## KEY FINDINGS & COMPARISONS

*The Education Factor in Brooks is a **Positive Gap**:  
This Factor Ranks #3 for Importance and #1 for Satisfaction with Services*

### IMPORTANCE

- Within the Education Factor/Category, the **Education** variable had the highest Overall Importance at 89.7% , a decrease from 93% in both 2017 and 2013. 8.5% of individuals responded neutrally. No Level of Importance rating continued to be low at 1.8% in 2022.
- **Adult Literacy Rates** had the second highest Overall Importance at 79.6% (2017: 78%; 2013: 79.9%). Neutral response was 17.3%, similar to 2013 (16.4%) and a decrease from 2017 (19.4%). No Level of Importance responses remained low at 3.1%.
- The Overall Importance of **Personal Educational Achievements** was **75%** (2017: 83.2%; 2013: 82%). Neutral response was 19% (2017: 13.5%; 2013: 15.5%). No Level of Importance continued to be low at 5.9%.
- Neutral responses to the importance of **Community Literacy Rates** has remained consistent in all years at 27.6% in 2022. 71.1% of respondents thought **Community Literacy Rates** carried some level of Importance, similar to 2017 (70.2%) and 2013 (70%).
- **High-School Drop Out Rates** had an Overall Importance of 65.7% (2017: 66.5%; 2013: 70.9%). Neutral response was 27.6% and No Level of Importance was low at 6.6%, similar to prior years.

## SATISFACTION WITH SERVICES

- Overall Satisfaction with Education services has declined since 2013.
- **Adult Education** had the highest Overall Satisfaction at 46.9% (2017: 53.8%; 2013: 50.6%). Overall Dissatisfaction was 16.6% (2017: 13.6%; 2013: 16%). Neutral response remained high at 36.4% (2017: 32.5%; 2013: 33.4%).
- **Job Training Programs** had the highest Neutral response again at 48.3% (2017: 42.6%; 2013: 42.5%) and lowest Overall Satisfaction of 34.4% (2017: 43%; 2013: 41.7%). Overall Dissatisfaction was 17.2%.
- **Post Secondary Education** had an Overall Satisfaction rate of 46.5% (2017: 52.9%; 2013: 54%). Post Secondary Education received the highest Overall Dissatisfaction response at 27% compared to the 2017 rate (21.7%) and 2013 (21%). Neutral response was 24.5%, similar to prior years.

Medicine Hat College Brooks Campus offers a variety of credit & non-credit programs.

Some examples include:

- Information Technology
- Licensed Practical Nursing (LPN)
- Registered Social Work Diploma
- English Language Learning
- Trades Pre-Employment
- Industrial Safety
- Occupational Health & Safety
- Hospital Unit Clerk
- Food Sanitation
- First Aid
- Continuing Ed Workshops
- Health Care Aide

Academic courses are also offered in a number of disciplines on the Brooks Campus or through Distance Education. Consult [www.MHC.ab.ca](http://www.MHC.ab.ca) for more information . Private Colleges in Newell County include: The Academy of Learning ([www.academyoflearning.com](http://www.academyoflearning.com)) and Cypress College ([www.cypresscollege.ca](http://www.cypresscollege.ca)). Information of their program offerings can be found on their websites.

# PHYSICAL ENVIRONMENT

POSITIVE GAP

BUSINESS SECTOR

Each Factor is measured using variables. Variables measure either the importance of a topic or the satisfaction with access to a service. The variables reviewed to determine the Physical Environment Factor are below.

QUALITY OF LIFE	QUALITY OF PLACE
<i>Importance variables</i>	<i>Satisfaction variables</i>
Quality of Water	Recycling
Air Quality	Waste Management
Noise Pollution	Environmental Awareness
Greenhouse Gas	
Land Pollution	



**Newell Recycling Association<sup>9</sup>** supports recycling in the City of Brooks and throughout the County of Newell.

[www.newellrecycling.ca](http://www.newellrecycling.ca)



<http://www.newellwastemanagement.com/>  
<http://newellrecycling.ca/>  
 communities-we-serve/alternate-recycling-locations  
 City of Brooks <http://www.brooks.ca>

Overall Satisfaction with Physical Environment was 73% (76% in 2017; 74.8% in 2013)

IMPORTANCE: Physical Environment					
	Not At All Important	Not Important	Neutral	Important	Very Important
Air Quality	0.68%	0.54%	4.48%	24.15%	70.15%
Greenhouse Gas Emissions	6.16%	7.39%	30.78%	33.38%	22.3%
Land Pollution	1.1%	1.92%	14.93%	45.48%	36.58%
Noise Pollution	0.95%	5.45%	20.44%	44.55%	28.61%
Quality of Water	0.54%	0%	1.08%	17.27%	81.11%

Since 2013, plastic recycling is no longer available in Brooks due to the lack of market for plastic materials. The Newell Recycling Depot continues to recycle tin, paper, cardboard, electronics, paint and housecleaning supplies and works with the City of Brooks on a composting program. The City of Brooks promotes recycling through education and programs/services which encourage environmentally friendly practices and has an active Eco-Brooks Committee.

Physical Environment Ranks #6 for Level of Importance

**Newell Solid Regional Solid Waste Management Authority<sup>8</sup>** operates the Transfer Stations throughout the Newell Region and the Newell Regional Landfill outside of Brooks at the junction of Highway#1 and #36. Efforts are made to inform and encourage residents to recycle and divert waste from the landfill.

SATISFACTION: Physical Environment							
	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
Environmental Awareness	4.07%	4.07%	10.03%	34.3%	23.69%	20.2%	3.63%
Recycling	8.54%	7.24%	13.46%	10.85%	19.68%	33%	7.24%
Waste Management	2.33%	4.22%	6.83%	24.71%	21.66%	31.54%	8.72%

# PHYSICAL ENVIRONMENT

POSITIVE GAP

BUSINESS SECTOR

## KEY FINDINGS & COMPARISONS

*The Physical Environment Factor in Brooks is a **Positive Gap**:  
This Factor Ranks #6 for Importance and #3 for Satisfaction in Brooks*

### IMPORTANCE

- Brooks Residents' responses continues to indicate that **Quality of Water** and **Air Quality** are very important.
- **Quality of Water** had the highest Overall Importance in the Physical Environment Factor at 98.4%, consistent with 2017 (97.2%) and 2013 (96.8%) surveys.
- **Air Quality** had a high level of importance at 94.3%, consistent with 2017 (96.6%) and 2013 (95.7%).
- 82% thought **Land Pollution** had some level of importance, similar to 2017 (81.3%) and 2013 (84.6%).
- 73.2% of respondents thought **Noise Pollution** carried some level of importance, an increase from 2017 (69.6%) and a slight decrease since 2013 (75.3%). Neutral response rate was 20.4% (2017: 23.2%; 2013: 19.3%). No level of importance remained low at 6.4%.
- 55.7% responded that **Greenhouse Gas Emissions** had an Overall Importance (2017: 66.7%; 2013: 69.3%). Neutral response rate increased to 30.8% in 2022 from 2017 (24.4%) and 2013 (22%). No Level of Importance also increased to 13.5% (2017: 8.9%; 2013: 8.7%).

### SATISFACTION WITH SERVICES

- **Waste Management** had the highest Overall Satisfaction at 61.9%, similar to 2017 (61.7%) and an increase from 2013 (51%). Neutral response rate was 24.7%, similar to prior surveys. Overall Dissatisfaction rate (13.4%) was the same as 2017 and a marked decrease from 2013 (25%).
- **Recycling** had an Overall Satisfaction rate of 59.9%, a decrease from 2017: (64.7%) but an increase from 2013 (54.8%). Neutral responses remain consistent at 10.8%. Overall Dissatisfaction with **Recycling** was 29.2%, an increase from 2017 (23.4%) and a decrease from 2013 (34.5%).
- **Environmental Awareness** Neutral responses increased in 2022 to 34.3% from 2017 (29.4%) and 2013 (24.6%). Overall Satisfaction was 47.5% compared to the 2017 (53.4%) and 2013 (53.9%). Overall Dissatisfaction with **Environmental Awareness** was 18.2%, a slight increase from 2017 (17.2%) and a decrease from 2013 (21.5%).



# SOCIAL PROGRAMS & SOCIAL CONDITIONS

POSITIVE GAP

SOCIAL SECTOR

Each Factor is measured using variables. Variables measure either the importance of a topic or the satisfaction with access to a service. The variables reviewed to determine the Social Programs & Conditions Factor are below.

In January 2021 Alberta entered in the Federal-Provincial Child Care Agreement, this agreement works to expand childcare services and lower costs for Albertans.<sup>1</sup>  
<sup>1</sup><https://www.alberta.ca/federal-provincial-child-care-agreement.aspx>

**Social Programs & Conditions Ranks**  
**#8 for Level of Importance**

## IMPORTANCE: Social Programs & Social Conditions

	Not At All Important	Not Important	Neutral	Important	Very Important
Accessing Transportation	3.42%	7.26%	24.66%	38.49%	26.16%
Availability of Public Housing	3.55%	5.46%	23.19%	36.83%	30.97%
Availability of Social Assistance and Programs	2.44%	3.53%	16.69%	41.66%	35.69%
Community Centers for Arts and Cultural Events	3.41%	5.32%	28.38%	40.65%	22.24%
Community Homelessness	2.18%	1.63%	18.94%	46.19%	31.06%

QUALITY OF LIFE	QUALITY OF PLACE
<i>Importance variables</i>	<i>Satisfaction variables</i>
Accessing Transportation	Public Transportation
Availability of Public Housing	Homelessness
Availability of Social Assistance	Access to Childcare
Homelessness	
Community Centres for Arts & Culture	

**Overall Satisfaction with Social Programs & Conditions was 62.1%**  
*(67.3% in 2017; 71% in 2013)*



### DID YOU KNOW?

The City of Brooks offers the *Access Transit Services* to residents with disabilities & Seniors with mobility issues

## SATISFACTION: Social Programs & Social Conditions Services

	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
Access to Childcare	2.63%	4.67%	8.03%	54.45%	11.97%	14.31%	3.94%
Homelessness	4.09%	5.99%	9.34%	51.39%	13.14%	13.87%	2.19%
Public Transportation	13.91%	13.04%	17.68%	31.01%	10%	11.59%	2.75%



There are many community groups and clubs who work diligently to organize events, beautify the City and increase the overall Quality of Life in Brooks.

# SOCIAL PROGRAMS & SOCIAL CONDITIONS

POSITIVE GAP

SOCIAL SECTOR

## KEY FINDINGS & COMPARISONS

*The Social Programs & Social Conditions Factor in Brooks is a **Positive Gap**. This Factor Ranks #8 for Importance and #7 for Satisfaction in Brooks*

### IMPORTANCE

- **Availability of Social assistance and Programs** had the highest Overall Importance in the Social Programs & Conditions Factor at 77.3% (2017: 73.4%; 2013: 72.5%). Neutral responses decreased to 16.7% (2017: 21.3%; 2013: 22.9%). No Level of Importance at 6% was similar to prior years..
- 77.2% responded that **Community Homelessness** had some level of importance compared to 2017 (76.4%) and 2013 (73.8%). Neutral response was 18.9% (2017: 19.4%; 2013: 20.5%). No Level of Importance was low at 3.8%.
- Availability of **Public Housing** had an Overall Importance of 67.8%, similar to 2017 (67%) and 2013 (68.4%). Neutral response was 23.2%, similar to 2017 (25.5%) and 2013 (23.8%). No level of importance increased to 9% (2017: 7.4%; 2013: 7.8%).
- The importance of **Accessing Transportation** decreased to 64.6% (2017: 70.7%; 2013: 65.3%). Neutral response was 24.7% (2017: 22%; 2013: 27.6%). No Level of Importance was 10.7%, an increase from 7.3% in 2017 and 7% in 2013.
- The Overall Importance of **Community Centres** was 62.9%, a decrease from 2017 (67%) and 2013 (65.7%). Neutral response was 28.4% compared to 2017 (25.5%) and 2013 (26.4%). No Level of Importance was 8.7% compared to 7.5% in 2017 and 7.9% in 2013.

### SATISFACTION WITH SERVICES

- **Access to Childcare** had the highest Overall Satisfaction at 30.2% , a decrease from 2017 (37.8%) and similar to 2013 (30%). Neutral response continued to be high at 54.4%.
- Access to Childcare Overall Dissatisfaction was 15.3% (2017:14.8%; 2013:18.2%).
- **Public Transportation** had the lowest Overall Satisfaction at 24.3% (2017: 38.6%; 2013: 24.7%). Neutral response rate was 31%, similar to prior years.
- **Public Transportation** had the highest Overall Dissatisfaction of 44.6% , an increase from 39.7% in 2017 and 42.7% in 2013.
- **Homelessness** services had an Overall Satisfaction rate of 19.4% (2017: 14%; 2013: 42.7%). Neutral response continued to be high at 51.4%. Overall Dissatisfaction was 19.4%, an increase from 14% in 2017 and 17% in 2013.

**“Do any of the following social conditions negatively affect your household?”**

*207 people responded to the question*

	2022 Responses		2017 Responses	
	#	%	#	%
<i>Housing Costs</i>	31	14.98%	112	52.1%
<i>Poverty</i>	101	48.8%	41	19.1%
<i>Lack of Transportation</i>	41	19.8%	56	26.1%
<i>Language Barriers</i>	28	13.5%	37	15.8%
<i>Addiction</i>	33	15.9%	18	8.4%
<i>Discrimination</i>	37	17.9%	34	15.8%
<i>Crime</i>	14	6.8%	18	8.4%

# GOVERNMENT

## POSITIVE GAP

## PUBLIC SECTOR

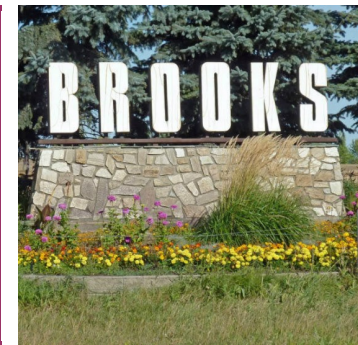
Each Factor is measured using variables. Variables measure either the importance of a topic or the satisfaction with access to a service. The variables reviewed for the Government Factor are below.

QUALITY OF LIFE	QUALITY OF PLACE
<i>Importance variables</i>	<i>Satisfaction variables</i>
Level of Trust in Government	Local Population Growth
Maintained Roads	Emergency Services
Government Water Policies	Utilities
Community Taxes	
Barriers to Entrepreneurship	

★ Government Ranks #9 for Level of Importance ★

IMPORTANCE: Government					
	Not At All Important	Not Important	Neutral	Important	Very Important
Barriers to Entrepreneurship	1.24%	3.59%	37.57%	36.88%	20.72%
Community Taxes	0.27%	0.95%	12.96%	41.2%	44.61%
Government Water Policies	0.68%	2.04%	17.03%	38.01%	42.23%
Level of Trust in Government	1.08%	1.35%	6.5%	32.34%	58.73%
Maintained Roads	0.54%	0.68%	7.62%	50.34%	40.82%

SATISFACTION: Government							
	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
Emergency Services	4.03%	4.03%	7.34%	14.68%	21.58%	36.4%	11.94%
Local Population Growth	2.32%	3.62%	10%	41.3%	18.41%	21.45%	2.9%
Utilities	6.95%	8.54%	15.77%	22.14%	18.23%	24.31%	4.05%



City of Brooks Council 2021-2025

★ Overall Satisfaction with Government was 65.1% (69% in 2017; 58.3% in 2013) ★

**Top Left to Right:** Joel Goodnough, Councillor; Marissa Wardrop, Councillor; Mohammed Idriss, Councillor; Ray Juska, Councillor.

**Bottom Left to Right:** Bill Prentice, Councillor; John Pertrie, Mayor; Jon Nesbitt, Councillor.

# GOVERNMENT

POSITIVE GAP

PUBLIC SECTOR

## KEY FINDINGS & COMPARISONS

*The Government Factor in Brooks is a **Positive Gap**:  
This Factor Ranks #9 for Importance and #6 for Satisfaction in Brooks*

### IMPORTANCE

- Overall Importance of the variables within the Government Factor remain high with the exception of Barriers to Entrepreneurship.
- **Maintained Roads** had the highest Overall Importance in the Government Factor at 91.2% (2017: 87.7%; 2013: 92.4%). Neutral response was 7.6%. No Level of Importance remained low at 1.2%.
- **Level of Trust in Government** had an Overall Importance of 91.1%, an increase from 2017 (87.8%) and 2013 (84.9%). Neutral response was 6.5% (2017; 10.8%; 2013: 11.3%). In 2022, No Level of Importance remained low at 2.4% (2017; 2%; 2013: 3.8%).
- 85.8% thought **Community Taxes** had some level of importance, an increase from 2017 (80%) and 2013 (82.3%). Neutral response was 13% (2017; 17.6%; 2013: 14.9%). No Level of Importance remained low at 1.2% (2017: 2.4%; 2013: 2.8%).
- Overall Importance of **Government Water Policies** was 80.2% (2017:81.1%; 2013: 80.2%). Neutral response was 17%, similar to prior years. No Level of Importance remained low at 2.7%.
- **Barriers to Entrepreneurship** had the lowest Overall Importance at 57.6%, similar to prior years. Neutral response remained high at 37.6%. No Level of Importance rate was 4.8%, a decrease from 6.5% in 2017 and 7.6% in 2013.

### SATISFACTION WITH SERVICES

- **Emergency Services** continued to have the highest Overall Satisfaction rate at 69.9% (2017: 77.5%; 2013: 75.4%). Neutral response was 14.7%, similar to prior years.
- **Emergency Services** had the lowest Overall Dissatisfaction rate at 15.4% , (2017; 6.8%; 2013: 10%).
- **Utilities** had the highest Overall Dissatisfaction of 31.3% (2017:20.4%; 2013:22.7%). Overall Satisfaction rate was 46.6%, a decrease from 2017 (54.6%; 2013: 53.4%). Neutral response was 22.1%, similar to prior years.
- **Similar to prior years, Local population Growth** services had the highest Neutral response at 41.3% and the lowest Overall Satisfaction rating at 42.8% **Local Population Growth** Overall Dissatisfaction was 15.9%, similar to 2017 and 2013.
- Most Respondents did not appear to have an issue with the impact of growth or how the City of Brooks has grown, which was the case in 2017 and 2013 as well.



# QUALITY OF PLACE

## QUALITY OF PLACE

May be defined as “the physical characteristics of a community—the way it is planned, designed, developed and maintained—that affect the quality of life of people living and working in it, and those visiting it, both now and into the future”.<sup>1</sup>



## FINDINGS COMPARISON

- **Sports and Leisure Facilities** had the highest Overall Satisfaction rate of 73.4% (2017: 79.9%; 2013: 73%) with a Dissatisfaction rate of 12.7% (2017:7.1%;2013:12.9%). Neutral rate was 14%.
- **Green Spaces** had the second highest Overall Satisfaction at 70.4% (2017: 71.5%; 2013: 73%). Overall Dissatisfaction was 15%, similar to prior years. Neutral rate was 14.5%.
- **Retail and Shopping** continues to have the highest Overall Dissatisfaction rates at 47.5% (2017: 51.2%; 2013: 55%) and lowest Neutral rate of 8.9 and lowest Overall Satisfaction was 43.6%, an increase in satisfaction from 2017 (37%) and 2013 (36%).
- **Maintained Streets** had a slight drop in Satisfaction to 68.4% (2017: 64.9%; 2013:59%). Overall Dissatisfaction was 21.5% (2017: 19.7%; 2013: 29%) . Neutral response was 10%.

## FINDINGS COMPARISON

- **Transport Routes** had an Overall Satisfaction rate of 50.6%,(2017: 43.2%; 2013: 51%). Neutral response was 36%. Overall Dissatisfaction was 13.4% (2017: 15.6%; 2013: 19%).
- **Building Maintenance** Overall Satisfaction was 49.1%,(2017: 57.3%; 2013: 55%). The Neutral response remained high at 30.7%. The Overall Dissatisfaction was 20.2% (2017: 15.1%; 2013: 20%).
- **Heritage Structures responses were similar to prior years with the highest number of Neutral responses at 36.7%, an Overall Satisfaction of 53.1% and an Overall Dissatisfaction rate of 10.1%.**
- **Neutral responses to Accessible Public Services remained similar to prior years at 27.6%.** Overall Satisfaction was 52.2% (2017: 57%; 2013: 55%). Dissatisfaction rate increased to 20.2% (2017: 16.2%; 2013: 19%).
- **Neighbourhood Design** Overall Satisfaction was 57.3%.(2017: 55.7%; 2013: 55%). Neutral response was 24.5%, similar to prior years. Overall Dissatisfaction was 18.1% (2017: 17.2%; 2013: 23%).
- Similar to prior years, Accessible **Arts & Cultural Facilities** Neutral rate was 35.8 and Overall Satisfaction was 45.3%. Overall Dissatisfaction remained consistent with prior years at 18.9%.



## How satisfied are you with the following in your Community?

	Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
Building Maintenance	3.48%	5.51%	11.16%	30.72%	19.86%	25.22%	4.06%
Retail and Shopping	11.22%	15.4%	20.86%	8.92%	24.03%	16.69%	2.88%
Accessible Public Services	4.79%	5.08%	10.3%	27.58%	22.21%	26.56%	3.48%
Sport and Leisure Facilities	2.59%	3.17%	6.91%	13.96%	17.12%	38.99%	17.27%
Green Spaces	2.45%	4.18%	8.36%	14.55%	21.18%	35.73%	13.54%
Heritage Structures	1.89%	3.06%	5.24%	36.68%	18.49%	28.82%	5.82%
Maintained Streets	3.59%	4.89%	13.07%	10.06%	29.74%	31.9%	6.75%
Neighbourhood Design	3.34%	5.95%	8.85%	24.53%	22.35%	31.64%	3.34%
Transport Routes	4.24%	2.92%	6.29%	35.96%	17.69%	28.65%	4.24%
Accessible Arts & Cultural Facilities	4.08%	4.51%	10.33%	35.81%	18.49%	21.98%	4.8%

<sup>1</sup>UK Government: World class places: The Government’s strategy for improving quality of place. <<http://www.communities.gov.uk/publications/planningandbuilding/worldclassplaces,2009b>> (accessed 5 March 2013).



# QUALITY OF PLACE

## Residential Property Taxes

	2021	2017
<b>Residential Municipal Mill Rate</b>	8.599875	7.986354
<b>ASFF Requisition (Formerly Education Property Tax)</b>	2.62983	2.590548
<b>Seniors Foundation (Newell Housing)</b>	0.10482	0.217891

## Residential Utilities

	2021	2017
<b>Water</b>	\$56.82 flat fee + \$1.27/m <sup>3</sup> for usage over 13.65m <sup>3</sup>	\$44.39 flat fee + \$0.9938/m <sup>3</sup> for usage in excess of 13.65 m <sup>3</sup>
<b>Garbage</b>	\$14.45 Senior Rate - \$9.95	\$13.20 Senior Rate - \$9.09
<b>Recycling</b>	\$3.54	\$3.54
<b>Sewer</b>	\$19.90	\$17.98



# COVID FINDINGS BROOKS-NEWELL REGION

The Impact of the COVID-19 Pandemic on Individuals in the Brooks Newell Region										
Factor	No Impact		Somewhat Negative		Very Negative		Somewhat Positive		Very Positive	
	%	Count	%	Count	%	Count	%	Count	%	Count
Physical Health	47.8%	596	35.1%	438	8.2%	102	6.0%	75	2.9%	36
Mental Health	25.0%	317	46.0%	583	19.3%	245	5.4%	68	4.3%	54
Financial Stability	51.6%	646	25.5%	319	12.7%	159	7.1%	89	3.1%	39
Family Relationships	35.1%	442	39.2%	494	12.2%	154	7.9%	99	5.7%	72
Community Involvement	18.2%	234	42.1%	540	30.0%	385	5.4%	69	4.3%	55
Social Life/Connection with Others	11.3%	146	43.1%	558	34.3%	444	5.7%	74	5.7%	74
Work/Employment	49.4%	619	26.7%	334	13.4%	168	6.6%	83	3.8%	48
Ability to Help Others	30.1%	379	39.1%	492	19.7%	248	7.1%	90	4.1%	51
Education/Schooling	59.7%	742	17.0%	211	15.9%	198	3.9%	48	3.5%	43
<b>Total Number of Respondents</b>										<b>1315</b>

# COVID FINDINGS BROOKS-NEWELL REGION

## ALL RESPONDENTS:

### Physical Health

47.8% of respondents reported No Impact on their lives, while 43.3% reported a Negative range response and 8.9% reported a Positive range response.

### Mental Health

25.0% of respondents reported No Impact on their lives, while 65.3% reported a Negative range response and 9.7% reported a Positive range response.

### Financial Stability

51.6% of respondents reported No Impact on their lives, while 38.2% reported a Negative range response and 10.2% reported a Positive range response.

### Family Relationships

35.1% of respondents reported No Impact on their lives, while 51.4% reported a Negative range response and 13.6% reported a Positive range response.

### Community Involvement

18.2% of respondents reported No Impact on their lives, while 72.1% reported a Negative range response and 9.7% reported a Positive range response.

### Social Life/Connection with Others

11.3% of respondents reported No Impact on their lives, while 77.4% reported a Negative range response and 11.4% reported a Positive range response.

### Work/Employment

49.4% of respondents reported No Impact on their lives, while 40.4% reported a Negative range response and 10.4% reported a Positive range response.

### Ability to Help Others

30.1% of respondents reported No Impact on their lives, while 58.8% reported a Negative range response and 11.2% reported a Positive range response.

### Education/Schooling

59.7% of respondents reported No Impact on their lives, while 32.9% reported a Negative range response and 7.4% reported a Positive range response.

## BY AGE

- Individuals aged 15-19 had the largest positive impact percentages of all age groups, especially under the Family Relationships category with 35.1% reporting a positive experience. They also noted high positive experiences under Mental Health (30.0%), Social Life/Connection to Others (25.4%) and Education/Schooling (27.1%) categories.
- Individuals aged 15-19 experienced the greatest negative impact on Education/Schooling, with 62.7% of the demographic reporting a negative experience during the pandemic.
- Individuals aged 40-59 experienced the greatest negative impact on Physical Health, with 51.3% of the demographic reporting a negative experience in that category. This demographic also had the second highest negative experience in the Mental Health category with 73.4%.
- Individuals aged 20-39 experienced the greatest negative impact on Mental Health, with 74.5% of the demographic reporting a negative experience during the pandemic.
- In regards to Financial Stability, 28% and above of all demographics experienced No Impact during the pandemic, but individuals aged 15-19 reported the worst financial hardship with 47.4%. Individuals aged 70 plus experience the lowest impact, with 71.3% of the demographic identifying No Impact.
- The COVID-19 Pandemic has had a great effect on the social lives of individuals, and all demographics identified low percentages of No Impact. Individuals aged 40-59 experienced the greatest negative experience of all demographics with over 75%.

# COVID FINDINGS BROOKS-NEWELL REGION

## BY GENDER:

- Females, overall, experienced a greater impact (negatively and mostly positively) with the COVID-19 Pandemic than males, with the male demographic reporting higher experiences of No Impact in each category than their female counterparts.
- Females reported the highest overall positive impact for Family Relationships (14.8%) and Social Life/Connection with Others (11.6%). The male demographic reported positive experience rates of 10.3% and 11.3%, respectively.
- The number of Individuals who do not Identify as Male or Female, or Prefer not to Say was very low (6) for the Brooks Newell Region, so those results cannot be compared statistically to the other two genders.

## BY INCOME:

The highest Negative impact experiences per category and income earned brackets:

- Physical Health – Less than \$10,000 (53.8%)
- Mental Health - \$100,000 and Over (74.1%)
- Financial Stability – Less than \$10,000 (60.9%)
- Family Relationships - \$60,000 - \$79,000 (58.2%)
- Community Involvement - \$100,000 and Over (78.6%)
- Social Life/Connections with Others - \$100,000 and Over (86.2%)
- Work Employment - \$60,000 - \$79,000 (81.3%)
- Ability to Help Others – \$80,000 - \$99,000 (64.9%)
- Education/Schooling – Less than \$10,000 (55.3%)

## BY RELATIONSHIP STATUS:

- Widowed individuals experienced the highest No Impact with Financial Stability, Work/Employment and Education/Schooling; with 65.6%, 73.8% and 82.2% of the demographic reporting, respectively, a no impact experience rating.
- Married or Common-Law individuals experienced the highest overall Negative impact with Community Involvement and Social Life/Connection to Others, with the demographic reporting a negative experience rating of 75.3% and 80.7% respectively.
- Never Been Married individuals experienced the highest overall Positive impact with Family Relationships, with 28.0% of the demographic reporting a positive experience rating.

- Individuals who earn \$100,000 and Over, and Less Than \$10,000 experienced the highest Negative impact in three of the nine categories (individually). Individuals earning less than \$60,000 - \$79,000 experienced the highest Negative impact in two of the nine categories. This demonstrates the value in not making assumptions on the impacts of the pandemic on individuals based on socio-economic or other demographics.
- Individuals who earn Less than \$100,000 and Over, and who in theory have more access to resources due to higher income, experienced the highest negative experience rating with Mental Health at 74.1%.
- Individuals who earn Less than \$10,000 also experienced the highest positive experience rating with Mental Health (19.0%), Financial Stability (16.3%), Family Relationships (23.7%), Social Life/Connection to Others (18.1%), and Education/Schooling (17.0%). They had higher-than-average positive experience ratings in all categories, which means they experienced more positive impact than the other demographics.

# COVID FINDINGS BROOKS-NEWELL REGION

## SUMMARY

- This section of this report provides a snapshot of the impact of the COVID-19 Pandemic on individuals in the Brooks Newell Region, examining feedback from All Respondents as well as a breakdown of responses based on age, gender, relationship status and income categories.
- The look at responses from all survey respondents provides a snapshot of the impact overall.
- The breakdown can be useful to explore since responses may be different depending on the demographic you are examining. For example, an individual that earns less than \$10,000 a year may experience a greater negative impact financially due to the COVID-19 pandemic than an individual making \$100,000 and Over.
- It's also important to note the percentages of respondents which indicated no impact in the categories.
- The negative impacts on physical health in the Brooks Newell Region is lower than the national level data provided by Angus Reid (43.3% versus 48%). Approximately 48% of Brooks Newell Region respondents experienced No Impact in regards to physical health during the pandemic, and approximately 9% experienced a positive impact.
- Overall, the impact on mental health by the pandemic in the Brooks Newell Region has been higher than the national average as indicated by the Angus Reid poll. Approximately 65% of Brooks Newell Region respondents indicated that their mental health has worsened, compared to the Angus Reid poll (54%).
- Respondents aged 20-39 experienced the greatest negative impact with 74.5%
- Females also experienced a high negative impact with 68.1%.
- Approximately 9.7% of all respondents experienced a positive impact during the pandemic, which is slightly lower than the national averaged identified by the Angus Reid poll (12%).
- The Angus Reid poll also identified that 33% of Canadians experience no impact on their mental health, while 25% of Brooks Newell Region respondents identified the same.
- Although the pandemic has had a negative impact on the economy at the national level, regarding financial stability and work/employment in Alberta, No Impacts is identified at 51.9%. In the Brooks-Newell Region, 49.4% of respondents identified No Impact.
- However, 38.2% of respondents identified experiencing a negative impact regarding financial stability, and 40.1% of respondents experienced a negative experience regarding work/employment.

## FUTURE TRENDS

### YOUNG ADULTS:

In 2020, the employment rates for young adults between 14 and 24 declined the most out of all age groups, but each age group also saw a decline in employment.

Poverty is a result of under/unemployment due to the changing workforce and rising cost of living

Anxiety and types of mental illness are major concerns

Young adults need access to post-secondary education and employment that offers the possibility of career exploration and job training programs.

Rural communities often find it difficult to retain young people due to the lack of employment and training opportunities.

If the current trend continues, while some Young Adults will remain or return to their home communities to raise their family or be closer to aging parents, the majority will settle in other communities.

### Young Families

Young families are attracted to rural communities that provide easy access to schools, a safe environment, affordable housing and a quick commute between work and home.

Survey responses reflected satisfaction with programs and services relevant to young families.

### The Future of Work

Work is changing rapidly. Research conducted by Harmonics and the *Future of Work: OIGP Global Research Study* released in 2017 explored the skills employees must have to be competitive today, the most significant people challenges currently facing organizations, the is an increase of around 1.9 million from 2020. Alberta's population in 2046 will be older, with an average age of 41.5 years, and increasingly diverse; arrivals from other countries will account for about 54% of expected growth by 2046. Migration to Alberta is dependent on a number of factors, namely its economic conditions compared to the other provinces. Due to the economic downturn, Alberta saw a net outflow of interprovincial migrants in 2016. Although Alberta was starting to recover, the dual shock of the COVID-19 Pandemic and the collapse in oil prices led an unprecedented contraction, and thus stalling the recovery. Due to this, net migration is expected to be lower than in the past, but is expected to increase over time. The Province's future population will mostly be concentrated in urban areas, specifically the Calgary-Edmonton Corridor (almost 80% are expected to live in this region).

Alberta's total fertility rate (TFR) has fluctuated over the past two decades. In <sup>1994</sup>, the TFR was 1.81 but declined over the following seven years to 1.65 in 2001. It then increased continually over the next seven years to 1.89 in 2008. From 2008 to 2013 it declined to 1.71, but started to increase in 2013 with 1.72. However, in 2021 the total fertility rate in Alberta was 1.55. Natural increase (birth minus deaths) will continue to have a positive impact on Alberta's growth over the projection period; adding approximately 600,000 people by 2046. Natural increase's contribution to Alberta's growth is directly tied to migration, since the majority of migrants set to arrive over <sup>the</sup> next 26 years will be young adults aged 18-34. However, natural increase's impact on Alberta's growth will diminish overtime due to that advanced aging of the baby boomer generation.

<https://www.harmonics.ie/future-work-global-research-study-2017/>

[https://prosource.fi/wp-content/uploads/2019/10/Future-of-Work-Report\\_2019.pdf](https://prosource.fi/wp-content/uploads/2019/10/Future-of-Work-Report_2019.pdf)

# FUTURE TRENDS

## Childcare and Early Learning

Access to Childcare is compounded by the lack of public transportation, employment that consists of 12 hour shifts, or outside the normal operating hours of childcare facilities of 6:00am to 6:00pm Monday to Friday.

Currently, in the Brooks Newell Region, there are six licensed daycares and fifteen licensed day homes. Another day-care is scheduled to open in Duchess in May 2023, which will increase the number of licensed daycares to seven.

It is difficult to interpret the 15.3% Overall Dissatisfaction rate (14.8% in 2017 and 19.5% in 2013) of Access to Childcare and 30.2% Overall Satisfaction rate (37.9% in 2017 and 31% in 2013) without an understanding of whether or not the respondents were parents, grandparents, caregivers, employers or had any involvement in childcare. With that being said, overall Satisfaction with Access to Childcare has increased and decreased, and overall Dissatisfaction has decreased and increased in the time between the Quality of Life Studies

Email: Anita Bruce, Teacher/Administrator, Brooks Preschool, and Executive Director, Brooks and County of Newell Early Childhood Development Coalition, March 29, 2023.

## Food Bank Usage by Households type 2022

Household Breakdown	
Single Parent w Children	27%
Two-Parent w Children	15%
Couple w No Children	8%
Non-Traditional	5%
Single	45%
Total	100%

email: Aurora Champlone, Brooks Food Bank, February 1, 2023

## Poverty:

According to the 2021 Canadian Census, there were 1,285 households in the City of Brooks living in low income-based thresholds based on the Low-Income Measure; After Tax (LIM-AT) compared to 1,430 households in 2016. Though this is a slight decrease (1.4%) in the prevalence counts for all ages, there was an increase in prevalence for seniors of 1.5%. This overall decrease in prevalence for 2021 is in line with decrease in Alberta and Canada. In comparison to 10 years ago, the low-income measure for Brooks has declined by 1.6% for all ages

- Lack of sufficient income continues to be a concern for seniors, single parents and persons living with disabilities.
- A significant number of residents continue to access food bank services to help meet their basic needs:
- Single parents with children are the primary users of food bank hampers.
- Women comprise about 43% of users.
- 29% of users in 2022 were visible minorities.
- In Alberta about 45% of food bank users are families. In Brooks, 42% of users are either Single parent or two parent families.
- The increase in hampers distributed in Brooks was up 47% in 2022 compared to a year earlier. This is in comparison to a 34% increase for the province.

Email from Aurora Champlone, Manager of Brooks Food Bank Foundation, February 1, 2023

## Meals on Wheels

2022	2017
Meals Served: 4,053	Meals Served: 5,608
Seniors Served: 280	Seniors Served: 322

Grasslands Regional FCSS partners with the Newell Housing Foundation and Seniors Outreach to provide the Meals on Wheels Program to Seniors in Brooks—and throughout the Region.

Source: Grasslands Regional FCSS

## Transportation

- Overall Satisfaction with Public Transportation has decreased to 24.3% from 38.6% in 2017. Overall Dissatisfaction in 2022 was 44.6%.
- Building a transportation network in Brooks and the Region is complex and multi-faceted as transportation needs exist for travel both in and out of the City of Brooks and the available resources and needs may differ from one individual and demographic group to another. For Brooks, the work is ongoing and has involved several years and different ways of identifying transportation needs, how the needs are being met and what more can be done. The pursuit of effective solutions will require an ongoing commitment from all levels of government, to continued collaboration and the provision of resources required to meet current and future transportation needs in Rural Alberta.
- Results of the Quality of Life #3 Survey demonstrate that **Transportation** remains a major concern within Brooks and the Brooks Newell Region. Travel to health and government related services in Calgary, Medicine Hat and Lethbridge remains an issue for residents who do not have access to a reliable personal vehicle or who are unable to drive themselves to services. Although, the City of Brooks Regional Transportation Service has alleviated some of that concern with travel out of the area, with impending demographic changes in the Region, this issue will become more pressing in the coming years.
- The City of Brooks continues to work toward increasing transportation capacity for local and out-of-area transportation through the City of Brooks Council and Staff and the Regional Transportation Committee (City of Brooks; County of Newell; FCSS).
- Expanded and modified transportation services assist to alleviate transportation needs, however, with the anticipated labour needs, population growth and changing demographics, a fully accessible public transportation system could be explored to both attract and retain the labour force and serve families and seniors.
- The Importance of Accessing Transportation and Satisfaction with Public Transportation is longstanding issue that has been identified through community meetings, public forums and previous Quality of Life Surveys.

## Housing

- Overall Satisfaction with Affordable Housing has decreased to 36.9% from 44.92% in 2017. Overall, in 2022, 28.69% of respondents were somewhat to very dissatisfied with affordable housing compared to 19.21% in 2017.
- Affordable and attainable housing in Brooks remains a major concern. According to the 2021 Census, over 50% of all housing in the City of Brooks are single-detached houses, followed by apartments in buildings with less than 5 stories. Of these dwellings 64.8% are owned by the occupants, leaving approximately 1/3 of units being rented within the City of Brooks. This compares to 72% ownership for the Newell Region and up to 85% ownership in the County of Newell and the Village of Duchess. In 2023, The City of Brooks has a very low inventory of homes for sale and a rental vacancy rate well below the provincial average at 2% (the lowest in over two decades).
- City Council has an *Affordable Housing Plan* and is working with potential developers, local property owners and local businesses trying to find solutions for the short, medium and long term affordable and attainable housing shortage. There are a number of housing development applications which have been approved including a 100+ unit townhouse development, a 43-unit apartment building, a 4-plex of rental suites and 20 new single-family detached homes. However, there is a risk that of projects not being completed or delayed.
- Brooks Housing Society is working on a plan to build new affordable, larger housing units.
- **Affordable housing** is subject to the major industry players within the community as the economics of rental housing often fall into a supply and demand paradox. Rental properties, particularly single-family dwellings, are often priced according to the Oil and Gas industry which has a large disposable income. This is often not the case with other industries such as food processing, hospitality, retail, and agriculture. Most at risk of being precariously housed are newcomers, temporary foreign workers, seniors (especially single seniors), single parents and persons on Alberta Assured Income for the Severely Handicapped (AISH) or social assistance. The overall social and economic Many residents are impacted by the lack of affordable and attainable housing, impacting the social and economic future in Brooks.



# FUTURE TRENDS

## SENIORS

- The Seniors population in Brooks has grown. In 2021 the senior population (65 years and older) in Brooks was 1,670 or 11.2% of the population compared to 1,545 (10.7%) in 2016 and 1,275 (9.3%) in 2013.
- People 65 years and older are the country's fastest growing age group, and the trend will continue for decades in the future due to lower fertility rates, increased life expectancy and the aging Baby Boom generation. In 2021, approximately 7 million (19%) Canadians were 65 years and older, and by 2068 the proportion of seniors is expected to grow to between 21.6% (slow-aging scenario) and 29.8% (fast-aging scenario) of the population. The number of older seniors (85 years and older) will continue to increase rapidly, mostly between 2031 and 2050 due to the aging Baby Boomer population. This age group will grow from 871,400 in 2021 to between 2.8 million and 3.6 million Canadians.
- Senior poverty in Canada has increased due to two key shifts: continued decline in workplace pension coverage and demographics.
- Senior poverty in Canada has increased due to two key shifts: continued decline in workplace pension coverage and demographics. Many seniors live on fixed pensions and this may impact the need for more subsidized service in all areas.
- Access to transportation for all seniors is a consideration as the senior population increases.
- Seniors of all ages will increasingly be looking for Affordable, Attainable Housing options as they age.
- Seniors over 65 are also often very active, still working and looking for education and learning opportunities, sports & leisure activities.

<https://www.canada.ca/en/public-health/corporate/publications/chief-public-health-officer-reports-state-public-health-canada/chief-public-health-officer-report-on-state-public-health-canada-2014-public-health-future/changing-demographics.html>

## Do you feel that your neighborhood needs more services in any of the following areas?

	Yes	No	Unsure
Pre Schoolers (Age 5 and under)	28.18%	25.40%	46.42%
School-aged children (ages 6-12)	36.27%	25.70%	38.03%
Youth (ages 13-17)	48.90%	17.91%	33.19%
Young Adults (ages 18-24)	48.53%	19.03%	32.45%
Adults (ages 25-64)	46.14%	24.04%	29.82%
Seniors (ages 65 or older)	49.78%	21.34%	28.88%
Families with children	50.00%	19.56%	30.44%



Seniors Villas: Newell Housing Foundation

# FINDINGS SUMMARY

- **Overall Community Satisfaction:** 75.8% of 746 City of Brooks Respondents expressed Overall Satisfaction with the Services, Programs, Conditions and Physical Spaces in their communities compared to 73.6% in 2017 and 72.3% in 2013. There were only a small percentage of Neutral responses (9.3%; 11.3% in 2017) which indicates a high level of interest in the quality of life in the community. 7% (9.8% in 2017) were Very Satisfied, 43.1% (39.3% in 2017) were Satisfied, and 25.8% (24.5% in 2017) were Somewhat Satisfied.
- All Factors demonstrated a decrease in Satisfaction between 2017 and 2022 (with many receding to 2013 levels), except for **Economy and Employment**. Satisfaction with **Economy and Employment** increased from 57.9% in 2017 to 64.7% in 2022. Within this factor, the only variable to increase in Satisfaction was **Employment** (44.3% in 2017 to 46.9% in 2022). All but one variable (Employment) saw an increase in overall Dissatisfaction. It is interesting that the **Economy and Employment** factor experienced an increase in Satisfaction between 2017 and 2022, but two-thirds of its variables experienced decreases in Satisfaction and increases in Dissatisfaction. **Economy and Employment** has become an even bigger issues since 2017 since the views have become more polarized with neutral responses being about the same.
- Overall, socio-economic demographics for the City of Brooks continue to be good with levels of low income and unemployment at or below the Alberta

rates, however, there are questions regarding the causes for the discrepancy in the variables which indicated gaps in services including **Affordable Housing** and community **Access to Transportation** for residents who do not have a private vehicle available. It should be noted, however, that overall Satisfaction with Public **Transportation** decreased and overall Dissatisfaction increased since 2017 despite increased services in public transportation in the Brooks Newell Region.

Overall Satisfaction **with Health Services** decreased from 80.2% in 2017 to 71.8% in 2022, which is roughly equivalent to the 2013 level. In 2017, there was a drastic increase in Satisfaction for **Access to Physicians** (59% in 2013 to 77.3% in 2017). However, in 2022, the Satisfaction level dropped to 56.5%. The increase in Satisfaction between 2013 and 2017 most likely reflects the active and focused effort to by the City of Brooks and County of Newell recruit and retain physicians in this area which resulted in a rise in the number of physicians available to residents. There was also a drastic increase in Overall Dissatisfaction from 10.8% in 2017 to 34.4% in 2022. The levels for 2021 are worse than results from the 2013 survey. Without a more detailed survey focused on **Access to Physicians** there is no way to determine, at this point, what caused the drastic change between 2017 and 2022? However, during the pandemic, access to physicians was extremely limited due to COVID-19 restrictions put in place to protect patients and staff in clinics from the virus. It can be assumed that since that normal access to physicians was severely limited, that resi-

dents had increased dissatisfaction with accessing physician services in the City of Brooks.

- **Importance and Satisfaction Rankings:** there are variations in how different Age Groups responded to the Rank of Importance and Rank of Satisfaction with the nine factors. **Health Services** was ranked #1 for Importance and Local/Municipal **Government** was ranked #9 for Importance across all age groups. In 2017, **Economy and Employment** was ranked #4 in Importance and #9 for Satisfaction across all age groups (except for 70 plus), but the ranges varied for 2022. Education ranks #2 for Importance for age groups 15 to 19 and 20 to 39, but #3 for age groups 40 to 59, 60 to 69 and 70 plus. Satisfaction for **Education** never ranged above #4; which was the case for **Personal Well-Being** and **Physical Environment**. **Political Rights and General Values** ranked #9 for Satisfaction among all age groups, except for 70 plus.
- Overall, there was greater consistency across all Age Groups for Rank of Importance of all nine factors than for Rank of Satisfaction. The difference and similarities in ranking by the various Age Groups of the nine factors indicates the value of the public, social and business sectors being aware of the demographics and differing opinions of Age Groups within their community in order to provide programs and services which match the needs and interests of the various Age Groups.

# FINDINGS SUMMARY

## HEALTH

- Overall Satisfaction with **Health Services** was 71.8, which is a decrease from 80% in 2017. Health was ranked #1 for level of Importance and #4 for level of Satisfaction. Health was ranked #3 in Satisfaction in 2017. This increased gap suggests that there is an increased level of Dissatisfaction with Health Services in the City of Brooks. However, satisfaction with Health was ranked #6 in 2013 so there still has been an overall improvement with Health Services in Brooks and area.
- The 2018 Quality of Life #2 report noted that additional Physicians had set up practice since the first Quality of Life survey had been administered. New services had also been added at the Brooks Health Centre. There has been a successful Physician recruitment strategy in place in the Region, and it is reflected in the results from the 2017 Quality of Life survey. Overall Satisfaction with **Access to Physicians** increased from 58.9% in 2013 to 77.3% in 2017, and overall Dissatisfaction decreased from 31.4% to 10.8%. However, in 2022, overall Satisfaction decreased to 30.2%, which is a significant drop. Neutral responses, although, were 54.5% (it was 11.9% in 2017), which means that City of Brooks residents are content, for the most part, with accessing physicians in Brooks. The COVID-19 Pandemic could have had an effect on satisfaction with **Access to Physicians**
- Despite the increased Satisfaction in the City of Brooks, **Access to Physicians** still remains a challenge

for rural communities, particularly for residents that do not have access to their own transportation. Challenges also exist with recruitment of other medical professionals and retention of physicians.

- Further research could be completed to ascertain the reasons why respondents were Dissatisfied with Health Services. For example, are people dissatisfied due to the difficulty of accessing transportation for out of town medical appointments? Are residents dissatisfied with mental health services?
- This report examined the impacts of the COVID-19 Pandemic on Brooks' residents as a whole and through demographic profiles. For example, an individual that earns less than \$10,000 a year may experience a greater negative impact financially due to the COVID-19 pandemic than an individual making \$100,000 and Over. It's also important to note the percentages of respondents which indicated no impact in the categories. Some key highlights are:
  - The negative impacts on physical health in the City of Brooks is lower than the national level data provided by Angus Reid (43.5% versus 48%). Approximately 46% of City of Brooks' respondents experienced No Impact in regards to physical health during the pandemic, and approximately 11% experienced a positive impact.
  - Although the pandemic has had a negative impact on the economy at the national level, Alberta and

locally in our region 50.6% and 47.3% of respondents identified experiencing No Impact regarding financial stability and work/employment, respectively. However, 37.7% of respondents identified experiencing a negative impact regarding financial stability, and 40.4% of respondents enduring a negative experience regarding work/employment.

- The Angus Reid poll identified that the pandemic has "pulled people apart" with 72.0% of Canadians experiencing a negative impact in community involvement, and 77.1% having their social connections being negatively impacted. At the local level, the negative impact was close to the national level with 71.0% of respondents experiencing a negative impact with Community Involvement and 73.9% with Social Life/Connection to Others. Community Involvement and Social Life/Connection to Others as had the lowest percentages of No Impact experiences with 17.8% and 12.0%, respectively.

**Individuals in the Alberta Health Services South Zone have a average life expectancy of 81.3 years old.**

<https://www150.statcan.gc.ca/t1/tbl1/en/tv>

# FINDINGS SUMMARY

## ECONOMY & EMPLOYMENT

- Overall Satisfaction with **Economy and Employment** was 64.7%, which is an increase from 57.9% in 2017, but still a decrease from 74.6% in 2013. It ranked #4 for Level of Importance and Level #8 for Satisfaction.
- In 2013, **Economy and Employment** was ranked #5 for Level of Importance and #7 for Level of Satisfaction creating a minus-2 Gap. In 2017, it was ranked #4 for Level of Importance and #9 for Level of Satisfaction, a minus-5 Gap. This resulting Gap was minus 3 points higher than the previous study suggesting that Overall Satisfaction with **Economy and Employment** within the City of Brooks decreased substantially since the last study. However, in 2022, it was ranked #4 for Level of Importance and #8 for Level of Satisfaction, so the Overall Satisfaction has increased since the last study.
- In 2021, Overall Satisfaction with the **Employment** variable was 46.9%, which is an increase from 44.3% in 2017. However, Overall Satisfaction with this variable is not as high as it was in 2013 (58%). This is strong indicator that employment services in the City of Brooks, although improving, may still not be as strongly adequate as in years prior.

## POLITICAL RIGHTS & GENERAL VALUES

- The Overall Level of Satisfaction for **Political Rights and General Values** decreased to 59% from 68% in 2017 and 67.1% in 2013. This factor was ranked rather low for both Level of Importance and Level of Satisfac-

tion: #7 and #9, respectively. The ranking for Importance and Satisfaction was #7 and #8, respectively, in 2017.

- Respondents were nearly 100% in agreement that **Honesty** (97.3%) and **Respect** (96.2%) were Very Important to Important.
- The Importance of **Sharing** had significantly more Neutral responses (24.7%) and Not Important to Not at all Important responses (4.2%) than the other variables, which is similar to 2013 and 2017.
- Although the majority of respondents were Neutral or Overall Satisfied on the **Discrimination** variable, 30.3% of respondents were Overall Dissatisfied (which is relatively high). As the number of visible minorities, immigrants and persons who practice other faiths continues to rise in the City of Brooks, it will become important to ensure that policies and practices are inclusive of all residents.
- Although most respondents expressed some Satisfaction with **English as a Second Language, Discrimination and Immigration**, between 105 and 209 respondents expressed a level of Dissatisfaction. 34 (28 in 2017) were Very Dissatisfied with English as a Second Language, 51 (42 in 2017) were Very Dissatisfied with Discrimination, and 22 (29 in 2017) were Very Dissatisfied with Immigration. The numbers for 2013 were 51, 44 and 45 respectively. Although there has been improvement in the Very Dissatisfied category overall since 2013, these results still suggest that some residents may be experiencing some difficulty in their community.

## PERSONAL WELL-BEING

- Overall Satisfaction with Personal Well-Being was 74.5%, which is a decrease from 79.7% in 2017 and 78.8% in 2013. Personal Well-Being was ranked #2 for Level of Importance and #2 for Level of Satisfaction, which means it was a Match Gap. In 2017, it was a Positive Gap ranked #3 for Level of Importance and #1 for Level of Satisfaction.
- **Community Gathering Places** had 23.7% Neutral responses, an increase from 20.3% in 2017 and 20.5% in 2013 and an Overall Satisfaction rating of 50.2%, which is a decrease from 56.2% in 2017 and 52% in 2013. This may indicate that while there are a number of options for **Community Gathering Places** in Brooks (seniors centres for example) there still may be a need for more options or better access to existing facilities. The City of Brooks is the only community in the region without a community hall with a commercial kitchen and stage. The JBS Canada Centre in Brooks serves some of the functions of a community hall, although use is limited because of lack of an industrial public kitchen.
- **Free time Activities** also had significant and increased Neutral and Overall Dissatisfaction ratings of 26.1% and 27.3%, respectively.

# FINDINGS SUMMARY

## SENSE OF COMMUNITY

- Overall Satisfaction with **Sense of Community** was 67.3%, which is a decrease from 70.5% in 2017. This factor was ranked #5 for Level of Importance and #5 for Level of Satisfaction, which is the same as 2017.
- Similar to other small cities, with a population of 14,924 residents, Brooks prides itself on its **Sense of Community** and the friendliness of its residents. As a community, Brooks has welcomed 1,850 newcomers between 2016 and 2021.
- For the 2019 Tax Year, 15.5% of tax filers in the City of Brooks declared that they made a charitable donation. This percentage dropped for the 2021 Tax Year (12.9%), which is not too surprising due to the decline in giving (country-wide) during the COVID-19 Pandemic. The percentages for Canada and Alberta in 2019 were 18.6% and 19% (respectively), and 2021 they were 17.1% and 17.7%. The average age of donors for the City of Brooks was 54 in 2019 and 56 in 2021. This compares to 55 in 2019 and 56 in 2021 for Canada. The average age of donors for Alberta in 2019 was 53 and 54 in 2021. The older City of Brooks residents make more in charitable donations, which is similar to Alberta and Canada. The median donation from the City of Brooks in 2019 was \$630 and \$610 in 2021. This compares to Canada (\$310 in 2019 and \$360 in 2021) and Alberta (\$500 in 2019 and \$550 in 2021).

- Overall Satisfaction among Respondents for **Community Safety** was 70.3% (a slight decrease from 70.8% in 2017), and given that this is still an increase in Satisfaction from 2013 (67.5%) it indicates a high level of support for the efforts of Public Safety Agencies to work with the community in increasing their level of safety.

## EDUCATION Factor

- Overall Satisfaction with **Education System** was 72%, which is a decrease from 74.5% in 2017. It was ranked #3 for Level of Importance and #1 for Level of Satisfaction, which makes it a Positive Gap. It was a Match Gap in 2013 and 2017. It ranked #2 for Level of Importance and #2 for Level of Satisfaction in 2017.
- **Post-Secondary Education** has consistently decreased in Overall Satisfaction from 54% in 2013, 51.9% in 2017 and 46.5% in 2022. This is a significant drop since the Quality of Life research began in 2013.
- **Job Training**, like in 2013, had a high Neutral response rate (48.3%). It was 42.6% in 2017 and 42.5% in 2013. Respondents might have a lack of knowledge of current opportunities in the City of Brooks.
- Since Young Adults who study outside of the Region (Calgary, Lethbridge, Edmonton, etc.) may find opportunities more attractive and stay in their college or university town after graduation, it is important to offer Post-Secondary education alternatives within the Region.

- The K-12 School System (three different public-school boards) offer a wide choice of programs .

## PHYSICAL ENVIRONMENT

- Overall Satisfaction with Physical Environment was 73%, which is a decrease from 76% in 2017. It was ranked #6 for Level of Importance and #3 for Level of Satisfaction (#4 in 2017).
- According to respondents, Recycling has worsened in the Region since previous study. Overall Satisfaction with Recycling was 59.2%; which is a decrease 64.7% in 2017, but still an increase from 54.8% in 2013. Overall Dissatisfaction decreased from 34.3% in 2013 to 23.4% in 2017, but increased since the previous study to 29.2% in 2022.



<https://www.cbc.ca/news/canada/toronto/canadian-charities-unprecedented-strain-giving-report-2022-1.6408393>  
2021 Canadian Census (Statistics Canada)

# FINDINGS SUMMARY

## SOCIAL PROGRAMS & SOCIAL CONDITIONS

- Overall Satisfaction with **Social Programs/Social Conditions** was 62.1%, which is a decrease from 67.3% in 2017. It ranked #8 for Level of Importance and #7 for Level of Satisfaction.
- **Public Transportation** had a decrease in overall Satisfaction to 24.3% from 28.7% in 2017 and 24.7% in 2013. **Accessing Transportation** was Very Important or Important to 64.7% of respondents, which is a decrease from 70.7% in 2017 (it was 65.7% in 2013). Transportation options have increased in Brooks due to the City providing Access Transit and Regional Transportation services, and the County of Newell expanding their mini bus service. It is interesting to see a decrease in Satisfaction to lower than 2013 levels despite an increase in transportation service in the Region.
- Respondents may have perceived Social Programs as relevant only to government income assistance rather than the broader range of services/ programs that cater to very diverse needs (Low-Income Assistance, Child Benefits, Pensions, Subsidies Assistance, Child Care Subsidies, Government Family Benefit programs, Health and Education etc.).

## Social Conditions in Households

- A significant number of the 207 respondents who answered this question were negatively impacted by a Social Condition in their Household: Housing Costs (48.8%; 52.1% in 2017); Lack of Transportation (19.8% 26% in 2017); Poverty (15%; 19% in 2017); Language Barriers (13.5% 15.8% in 2017); Discrimina-

tion (17.9% 15.8% in 2017); Addictions (15.9%; 8.4% in 2017) and Crime (6.8%; 8.4% in 2017). Local initiatives are underway to help alleviate social conditions which have consistently been identified as barriers to a positive quality of life for residents

## GOVERNMENT

- Overall Satisfaction with Local/Municipal **Government** was 65.1%, which is a decrease from 69% in 2017. Government ranked #9 for Level of Importance and #6 for Level of Satisfaction (the same in 2017)
- Respondents were satisfied with most municipal services, particularly **Emergency Services** (69.9%). **Emergency Services** had the lowest Neutral response rate at 14.7% (102). It was also the lowest in 2017 with 15.7% and 2013 with 14.6%. Although **Emergency Services** still has a high overall Satisfaction rate, it decreased significantly since 2017. This could be a result of the COVID-19 Pandemic or systemic changes to services.
- **Local Population Growth** had a high Neutral response rate (41.3%), which means that respondents do not appear to have an issue with the impact of growth or how the City of Brooks has grown.
- Residents may not always be fully aware which level of government is responsible for regulations/policies which affect them and responsibilities for various services and programs.
- The low level of voter participation in municipal elections (It was 17.2% for the 2021 Municipal Election) means that there is a concern with voter engagement with municipal government. This is reflected in the

Rank given to Government by survey respondents for both Importance and Satisfaction.

## QUALITY OF PLACE

- **Retail and Shopping** had the highest Overall Dissatisfaction (47.5%; 51.2% in 2017) responses as well as the lowest Neutral (8.9%; 11.8% in 2017) and Overall Satisfaction (43.7%; 37% in 2017) responses. Overall Dissatisfaction and Neutral response have decreased although Retail and Shopping remains the most significant Negative Quality of Life variable across all age groups, consistent with 2017.
- Further exploration would be required to determine the reasons for the consistent levels of Dissatisfaction with **Retail and Shopping** in Brooks.
- Maintained Streets has the 2nd highest Overall Dissatisfaction (21.6%). **Accessible Public Services** and **Building Maintenance** Dissatisfaction rates were both 20.2%.
- Respondents were the most Satisfied with **Sport and Leisure Facilities and activities**, except for the Ages 40-59 and Ages 70 Plus Age groups, which were the most Satisfied with Green Spaces. The Ages 40-59 ranked Sport and Leisure Facilities second behind Green Spaces for most Satisfaction, but Ages 70+ ranked Maintained Streets second.
- There is some variation in the Quality of Place levels of Satisfaction responses between the Age Groups. This is a consideration when planning for the future.

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