

# 2007 Recreation Needs Assessment and Facility Recommendations

## Public Survey Results – Highlights

*Note: The following is an excerpt from the 2007 Recreation Needs Assessment and Facility Recommendations Draft Report submitted by Professional Environmental Recreation Consultants Inc. (PERC). Section 2.1 Page 3-4.*

A questionnaire was prepared and mailed to 600 adults in each of the two municipalities, along with a covering letter and a stamped return envelope. Of the 1200 questionnaires posted, 40 were returned by the post office as “undeliverable”. Of the net sample of 1160 questionnaires, 475 valid returns were completed and returned. This response rate of 41% and the large net sample provided sufficient valid information to exceed industry standard levels of reliability which are +/- 5% nineteen times out of twenty. In other words, if the survey were repeated nineteen more times, eighteen of those results would be within 5% of the first survey.

Approximately 50% of the responses came from each of the two municipalities. The returns were entered into a computer data base and processed, with the surveys from the two sub-samples statistically weighted to ensure that the District and City sub-samples truly represented the relative size of the two populations. The detailed results are included in Appendix C.

There were a number of recreation behaviour patterns that were of particular note in the survey. They can be summarized as follows:

1. While the number of households that had used Centennial Theater in the past year was quite high overall (third highest market penetration rate of all facilities after recreation/community centre and indoor pools), District residents were statistically more likely to use the facility than City residents.
2. Users of arenas were significantly more likely to have dependent children in the household and to have higher levels of household income than non users.
3. Households with dependent children were significantly more likely to use an indoor pool than households with no dependent children.
4. As the age of the respondent increased beyond 55 years, the likelihood of using most types of recreation facilities decreased, and in most cases decreased quite significantly.
5. By far the most popular reason for using recreation facilities was to improve fitness or health. The next most popular reason was to have fun. Those who participated for health reasons were less likely to have dependent children in the household, while those who participated for fun were more likely to have children in the household.
6. Satisfaction levels were generally quite high with regard to the quality of recreation facilities. Satisfaction levels were statistically higher in the District than in the City.
7. The recreation activities that people indicated they were most likely to try to do **more** of in the future included fitness, walking, crafts, biking and golf.
8. The recreation activities that people indicated they were most likely to do **less** of in the future or least likely to try included soccer, skating and hockey.

The most significant demands identified by the public through the survey can be summarized as follows:

1. Fitness activities of all kinds
2. Indoor swimming of all kinds
3. Bicycling
4. Walking and hiking

5. Seniors activities
6. The performing arts
7. Arts and crafts

There was also a great deal of interest in additional recreation services for teens (in teen centres) and in low cost recreation activities. In fact, cost was by far the largest barrier to participating (especially in low income households and households with dependent children) and a larger barrier than the consultants typically see when asking this question in other communities.