



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

The City of Vancouver

2011 Municipal Recreation and Physical Fitness Syndicated Survey

March 2011





Methodology

- 300 telephone interviews with a randomly selected representative sample of City of Vancouver residents aged 18 years or older.
- Conducted between February 8 and February 22, 2011.
- Overall results accurate to within ± 5.7 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Final data was weighted to ensure the age and gender distribution reflects that of the actual population in the City of Vancouver according to the 2006 Census data.
- Where appropriate, results have been compared to Ipsos Reid's database of municipal norms to provide additional context, insight, and benchmarks.



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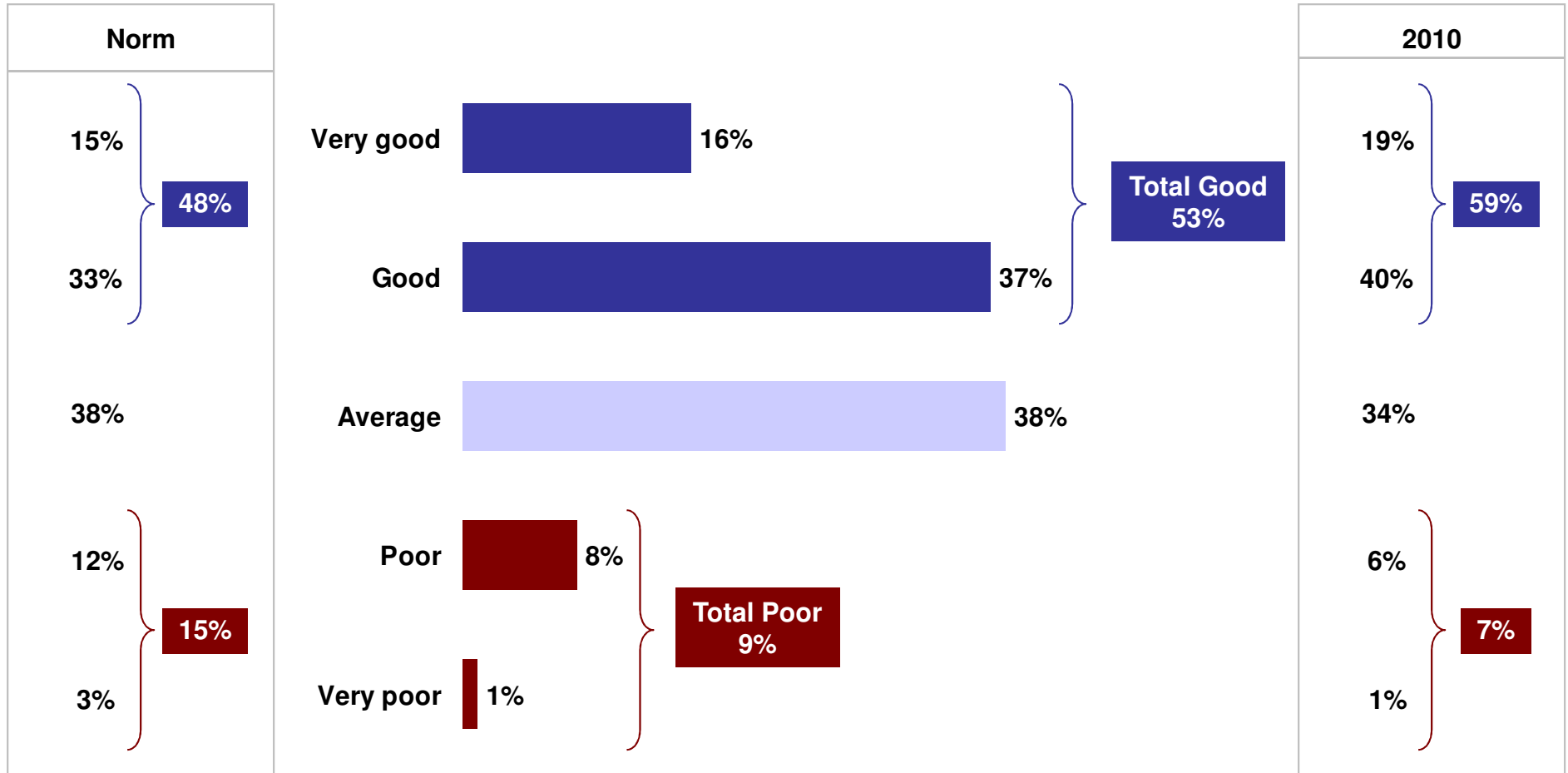
Participation in Physical Activity





Current Fitness Level

Generally speaking, would you describe your current level of physical fitness as...?

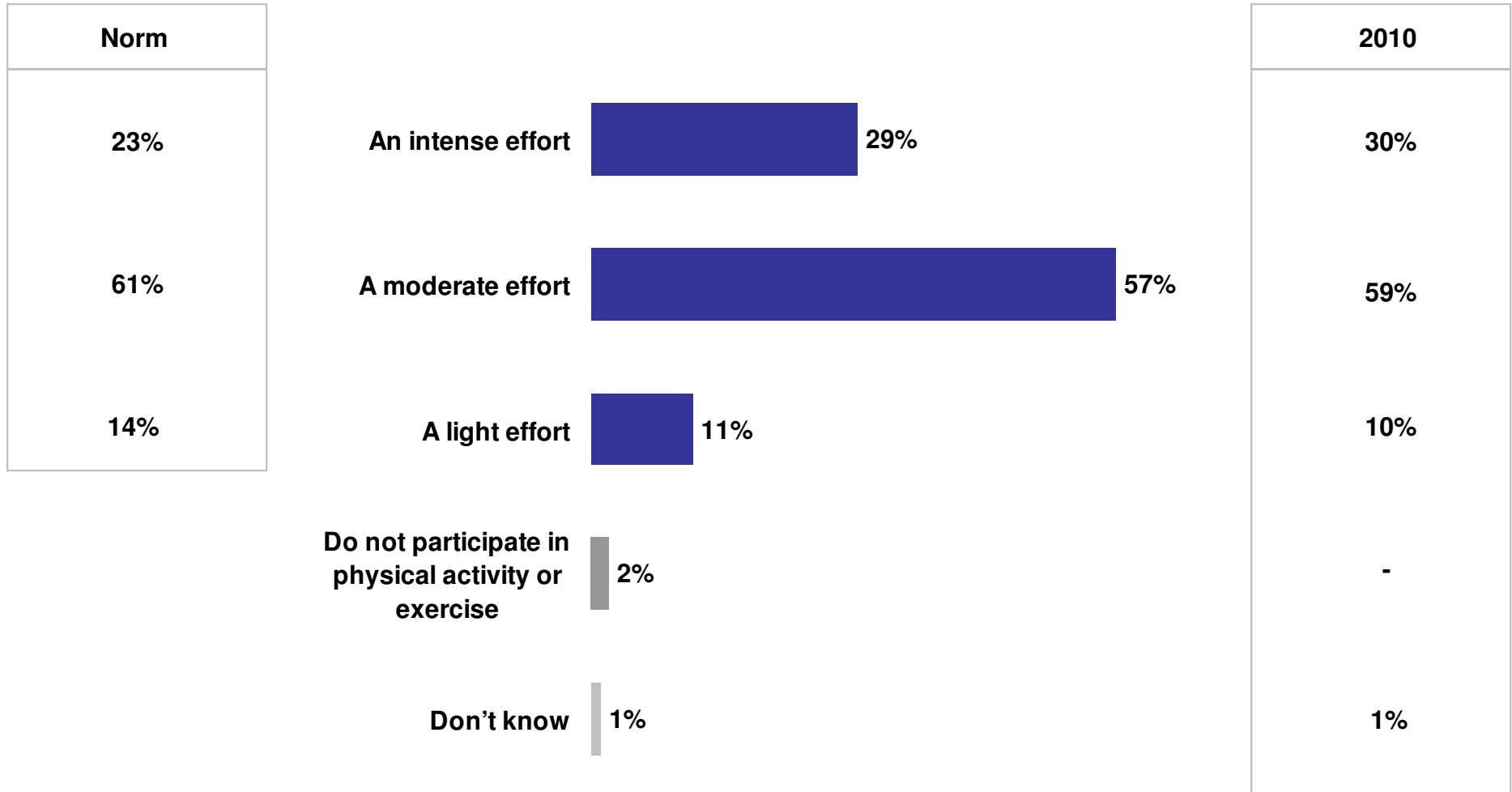


Base: All respondents (n=300)



Intensity of Effort When Participating in Physical Activity

When you participate in physical activity or exercise, would you say you generally make...?

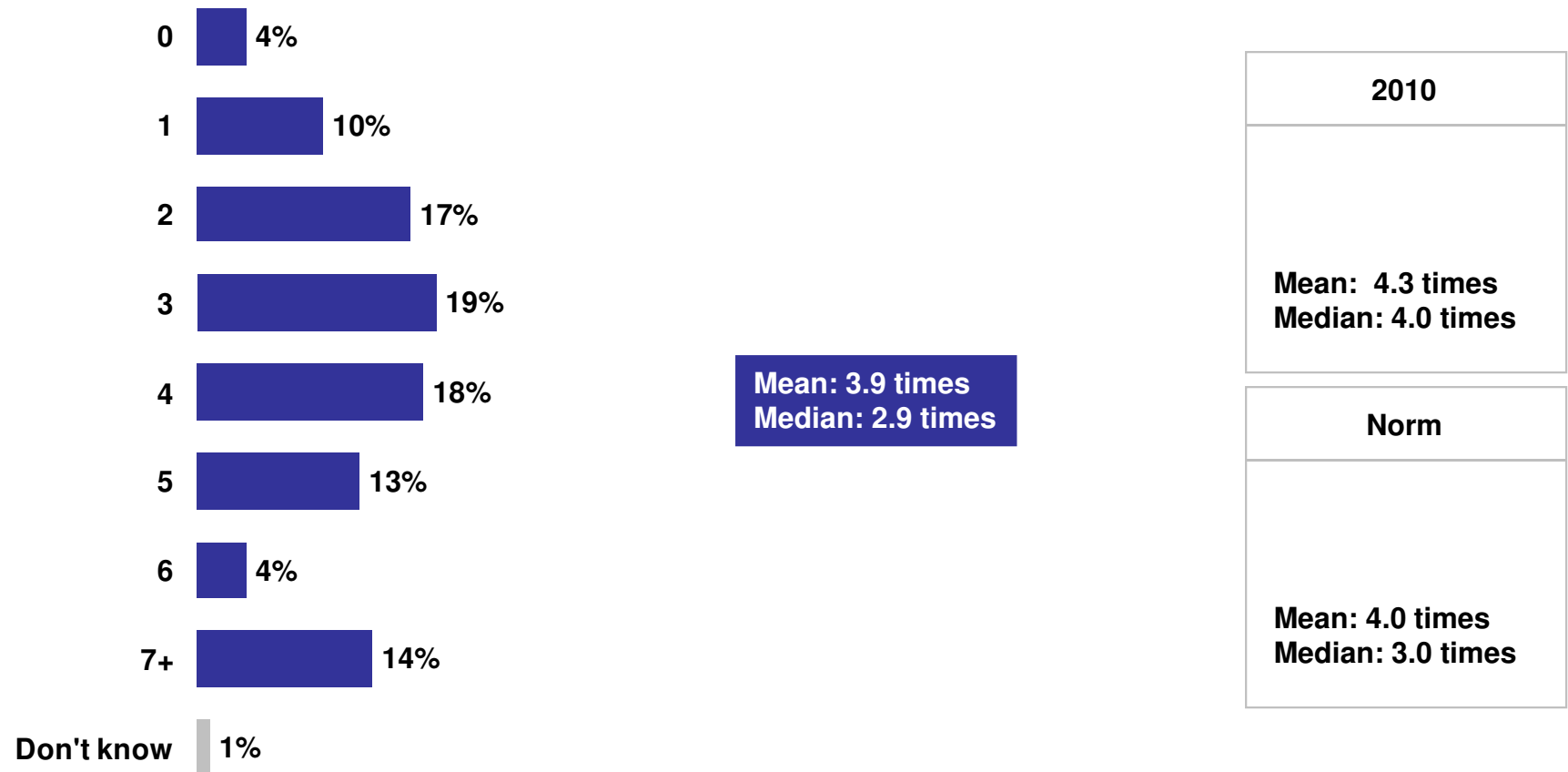


Base: All respondents (n=300)



Number of Times Participate in Physical Activity (Per Week)

In a typical week and considering all seasons, how many times do you participate in moderate physical activity or exercise for a period of 30 minutes or more?

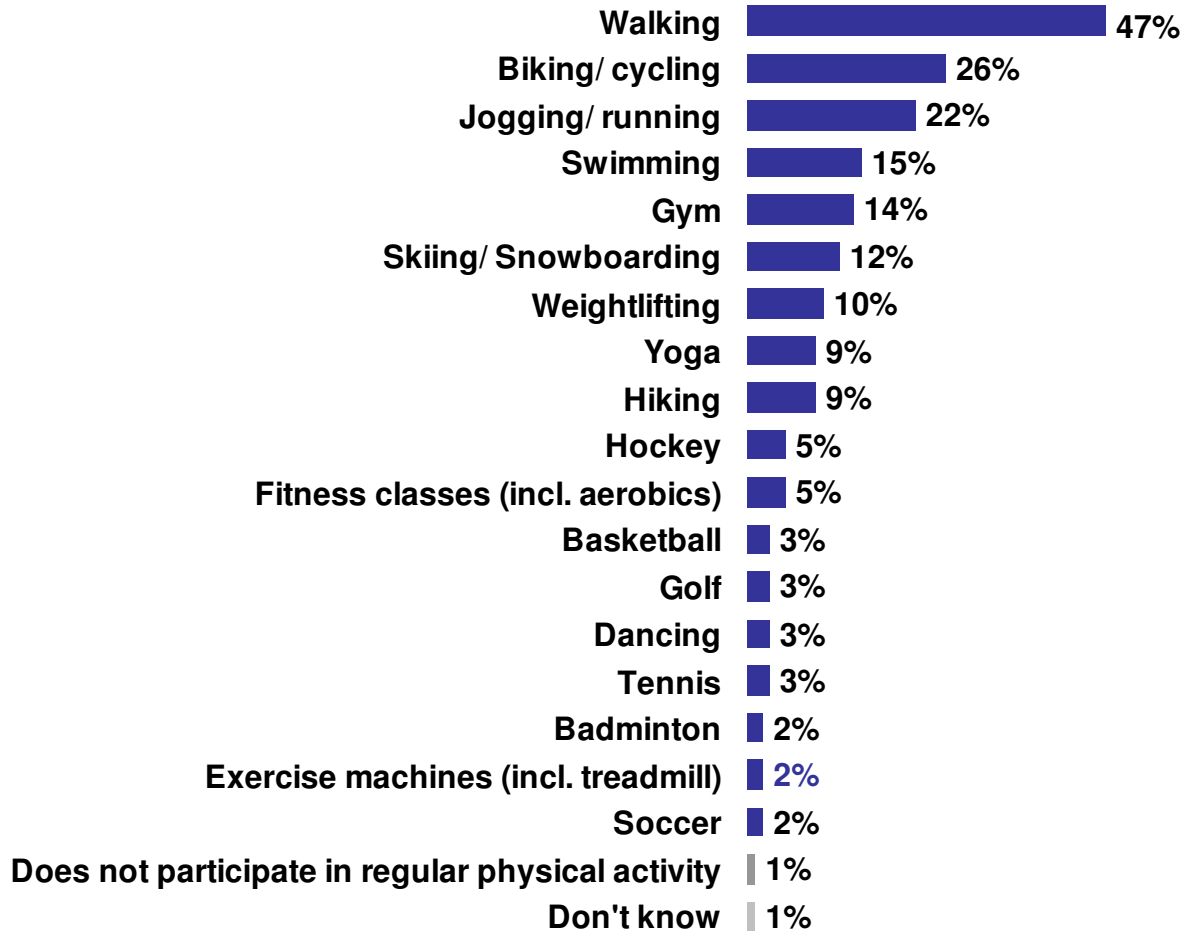


Base: All respondents (n=300)



Common Physical Activities

What types of physical activity or exercise do you participate in on a regular basis? Anything else?



2010 Top Mentions	
Walking	46%
Jogging/ running	26%
Biking/ cycling	20%
Weightlifting	13%
Swimming	12%
Gym	11%

Norm Top Mentions	
Walking	50%
Gym	13%
Jogging/ running	12%
Biking/ cycling	10%
Swimming	8%
Weightlifting	8%

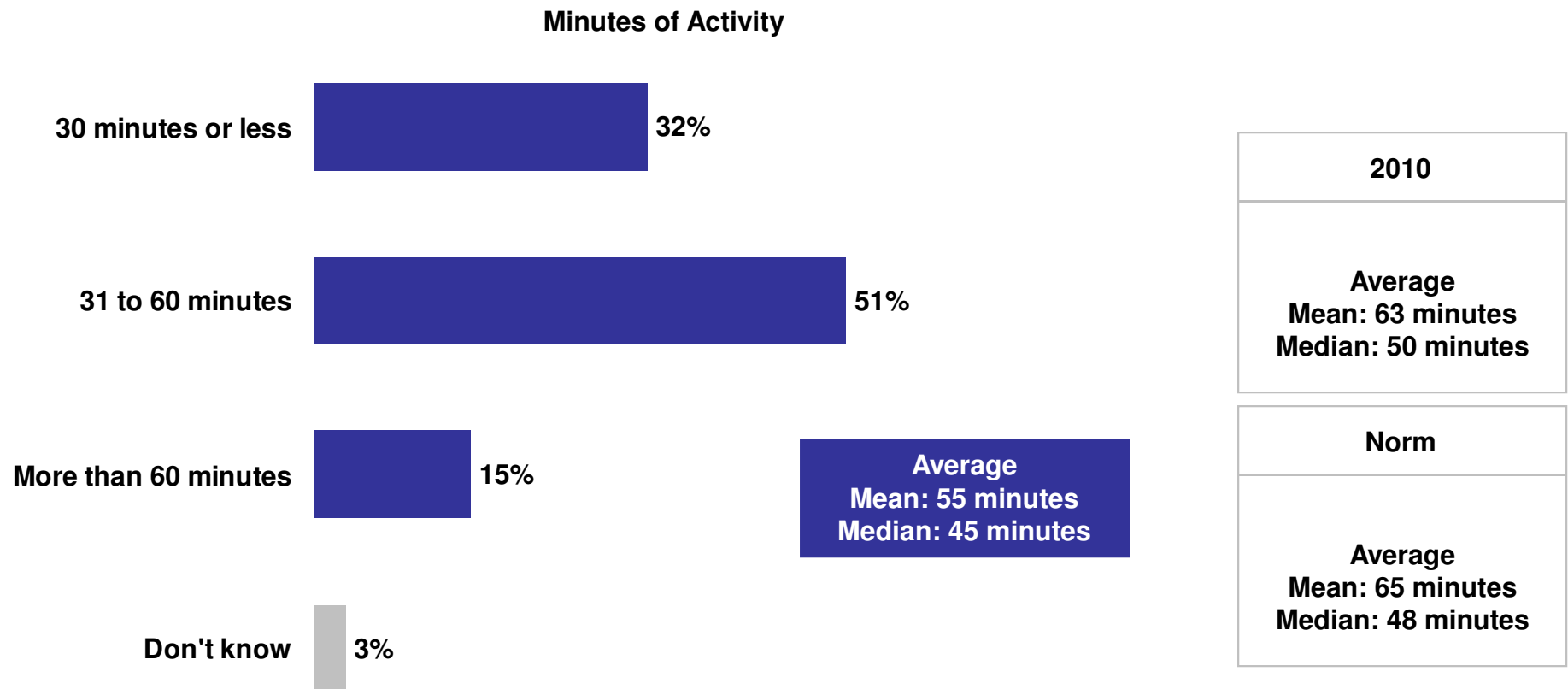
Only mentions of 2% or more are shown.

Base: All respondents (n=300)



Duration of Activity

On average, how many minutes do you spend actively participating in an activity each time you participate? For example, your hockey game may take an hour but you may only be on the ice for half that time.



Base: Participate in at least one activity (n=293)



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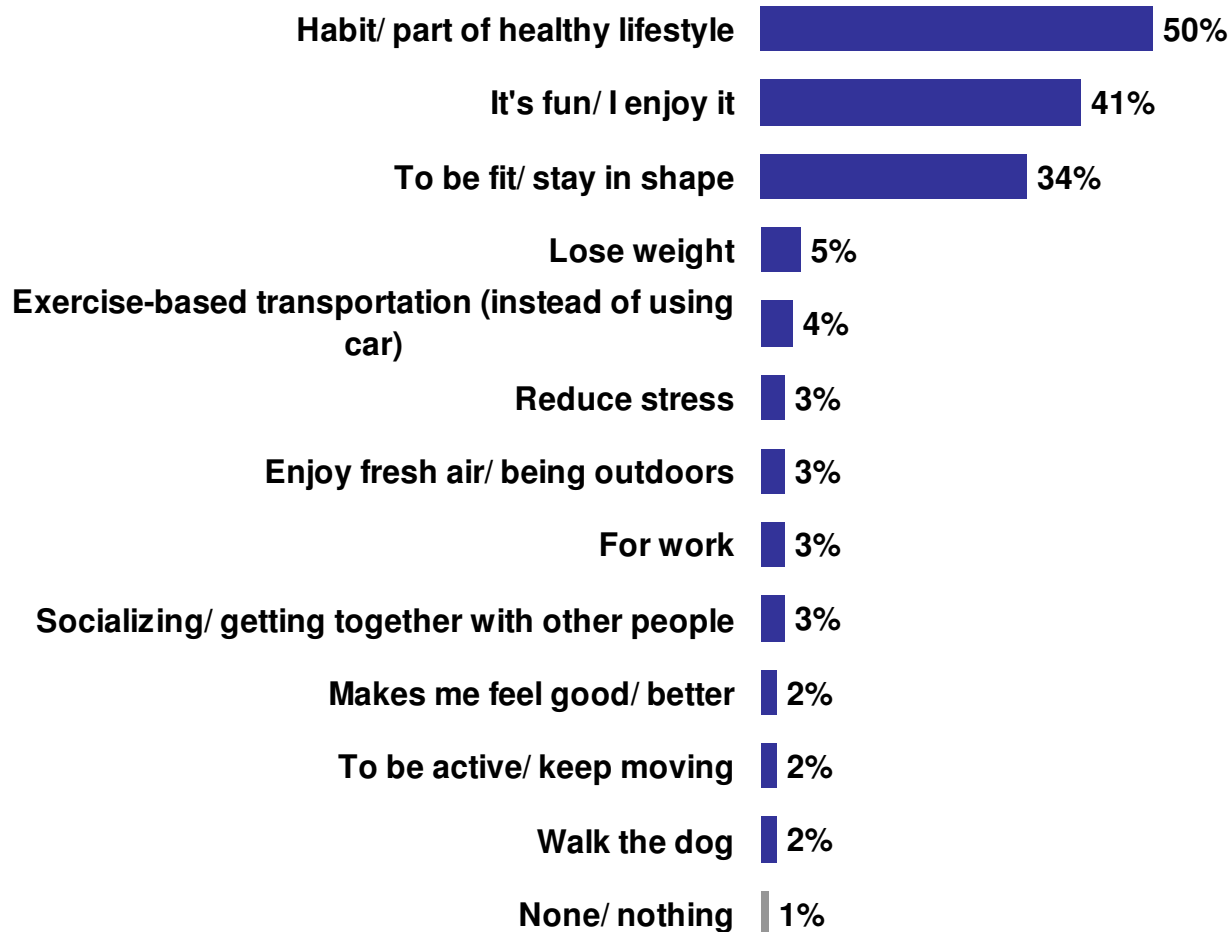
Attitudes Towards Physical Activity





Reasons for Participating in Physical Activity

What is the main reason why you participate in physical activity and exercise? Any other reasons?



2010 Top Mentions	
Habit/ healthy lifestyle	59%
Fun & enjoyment	29%
Keep fit	27%
Lose weight	11%
Reduce stress	7%

Norm Top Mentions	
Habit/ healthy lifestyle	45%
Fun & enjoyment	25%
Keep fit	21%
Lose weight	9%
Feel good	5%

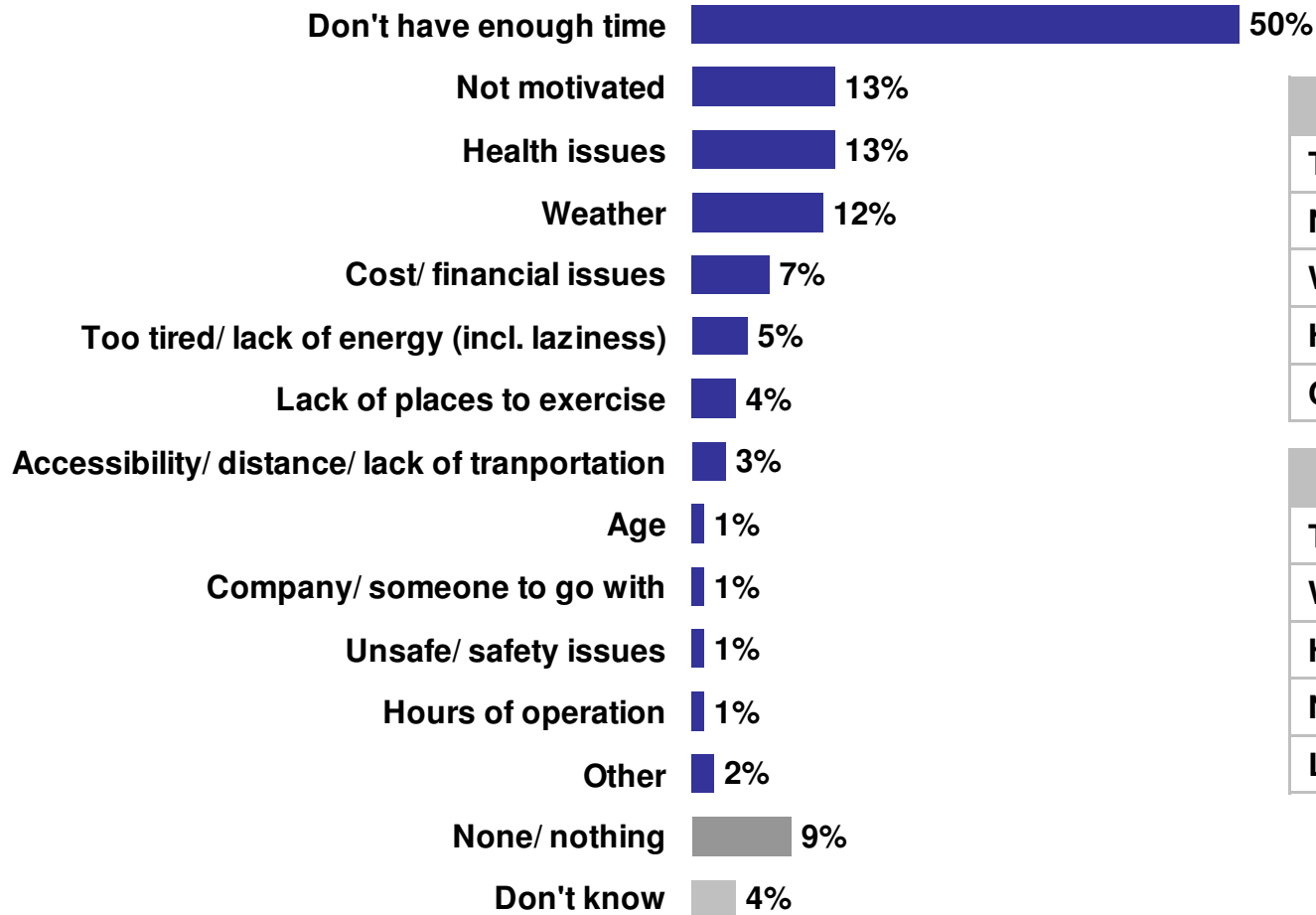
Only mentions of 2% or more are shown.

Base: Participate in at least one activity (n=293)



Barriers to Participating in Physical Activity

What would you say is the main barrier to you participating in physical activity and exercise? Any other barriers?



2010 Top Mentions	
Time	46%
Not motivated	16%
Weather	12%
Health issues	9%
Cost/ financial issues	9%

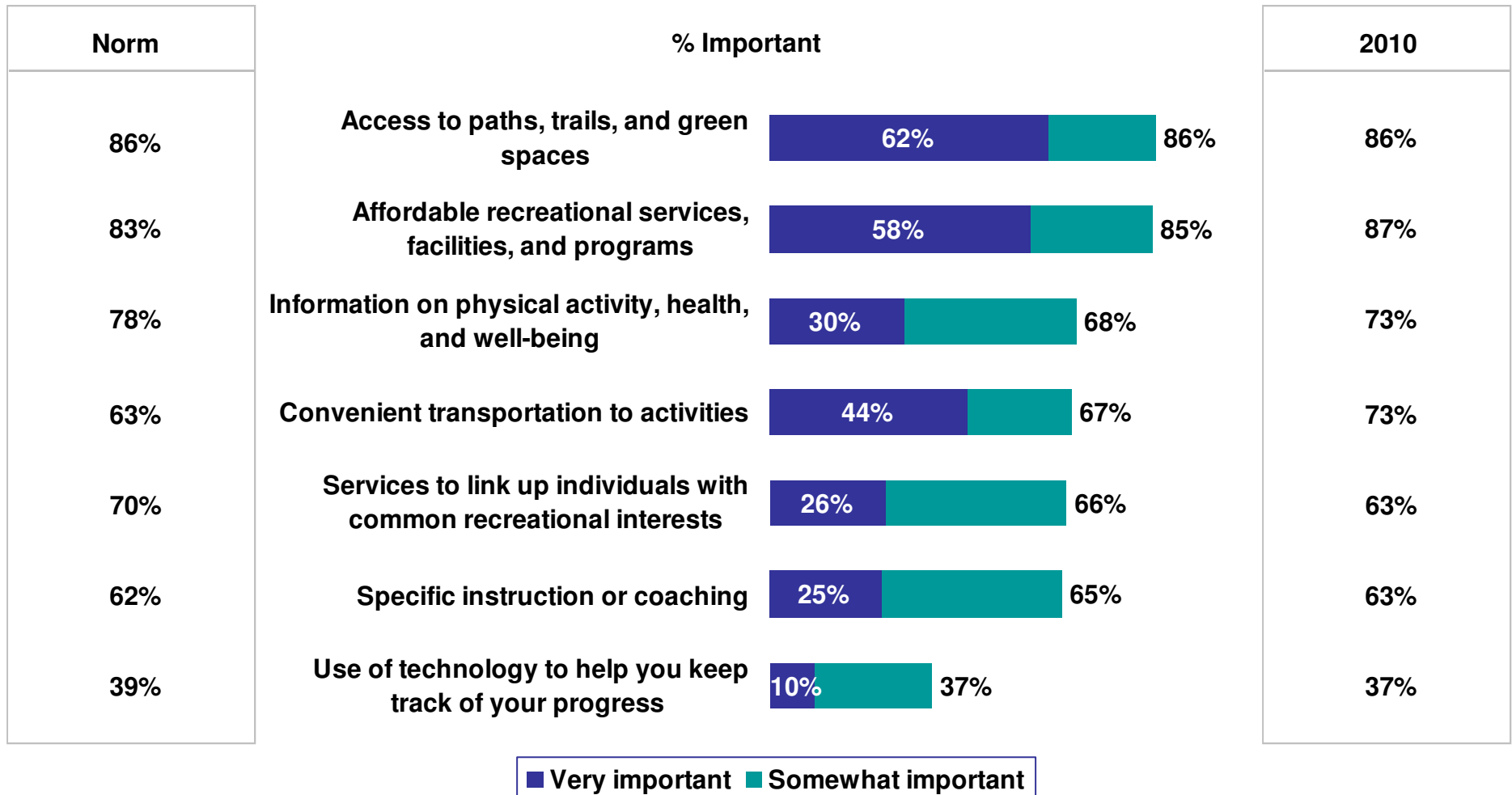
Norm Top Mentions	
Time	34%
Weather	13%
Health/ injury	11%
Not motivated	10%
Lack of facilities	8%

Base: All respondents (n=300)



Factors Influencing Participation in Physical Activity

Overall, how important would ... be in helping you become physically active?



Base: All respondents (n=300)



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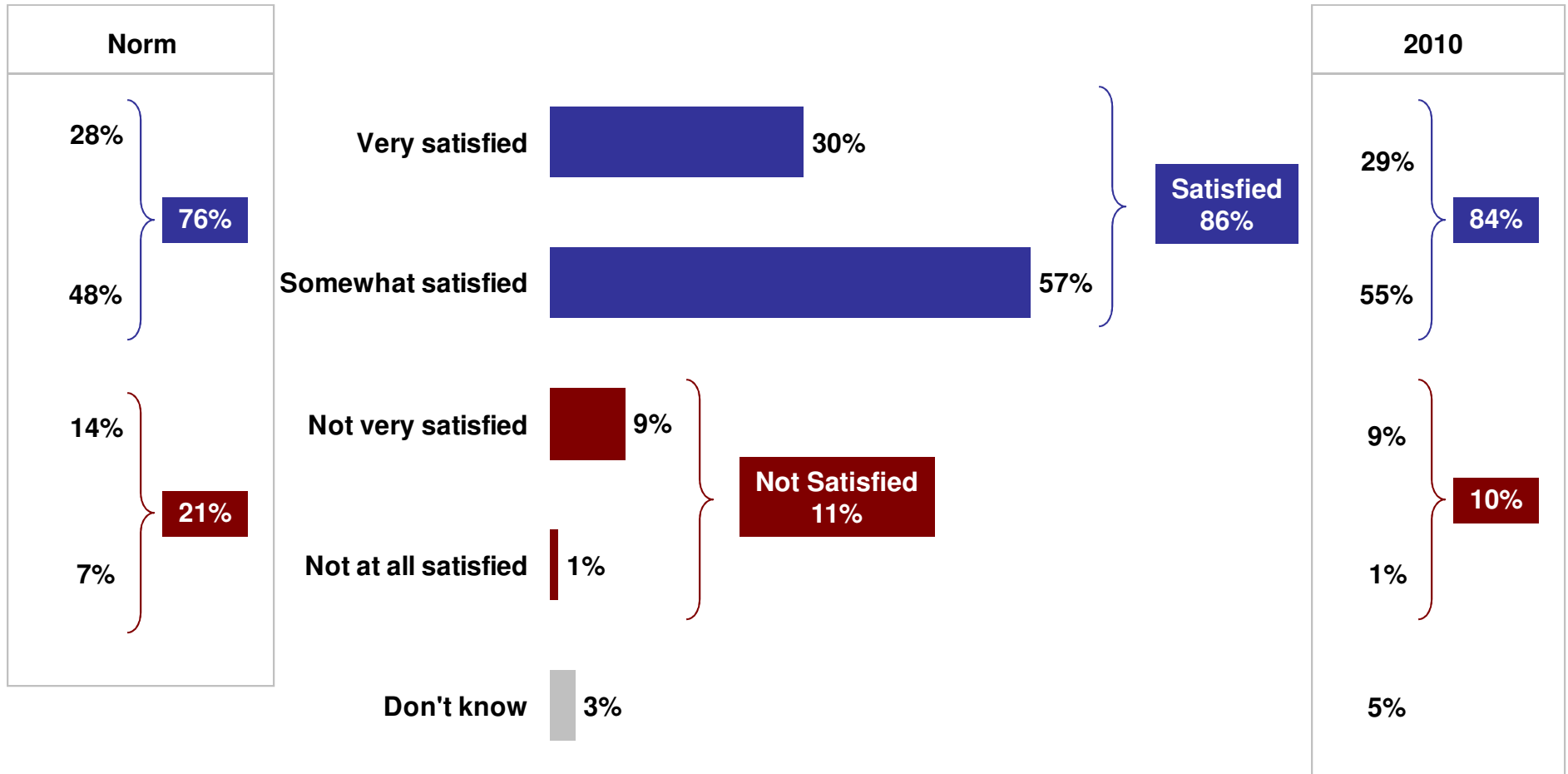
Satisfaction with Recreation Facilities, Programs, and Services





Overall Satisfaction with Recreation Facilities

Overall, how satisfied are you with the City of Vancouver's recreation facilities?

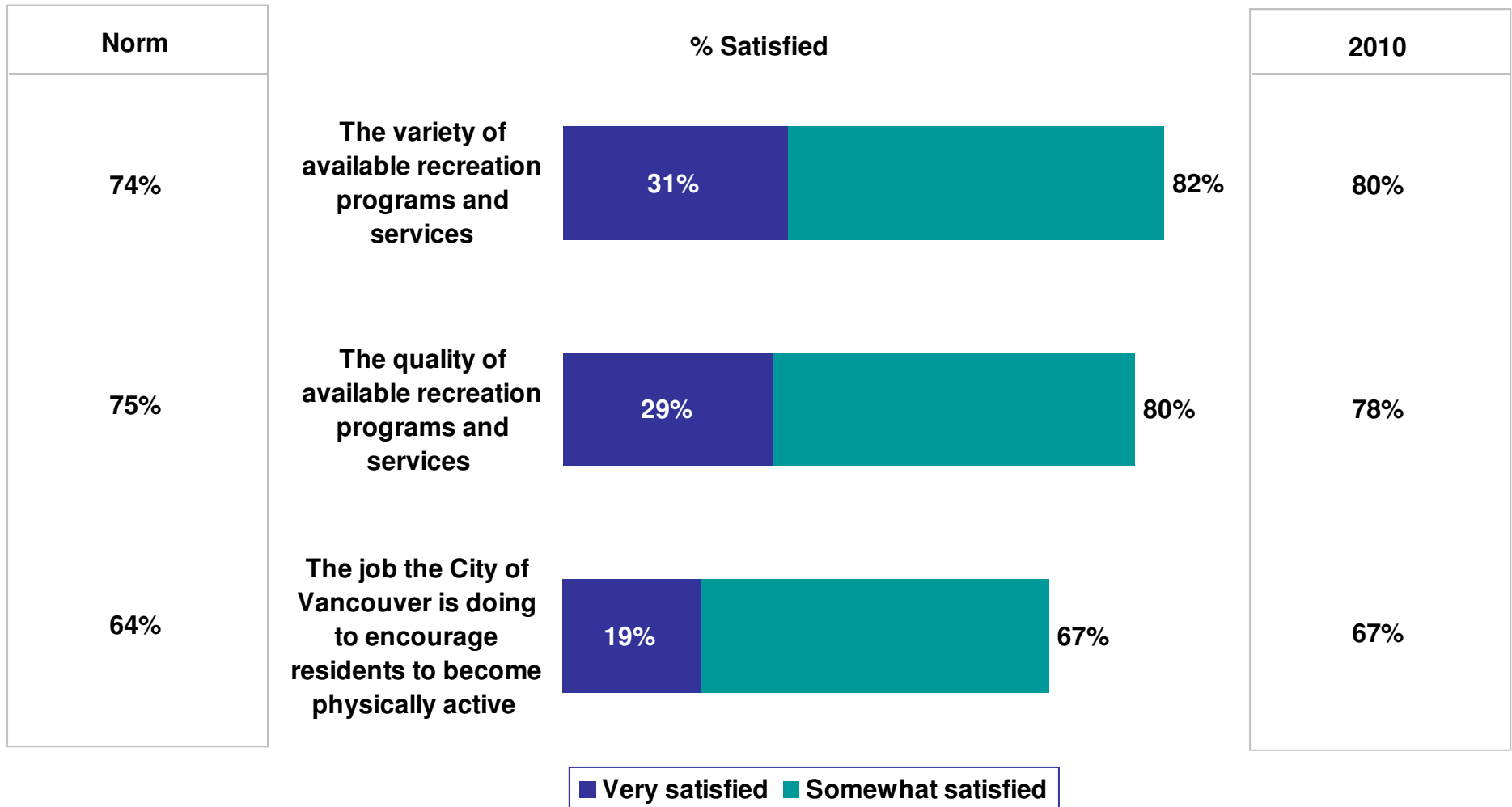


Base: All respondents (n=300)



Satisfaction with Specific Aspects of Service Delivery

And how satisfied are you with ...?



Base: All respondents (n=300)



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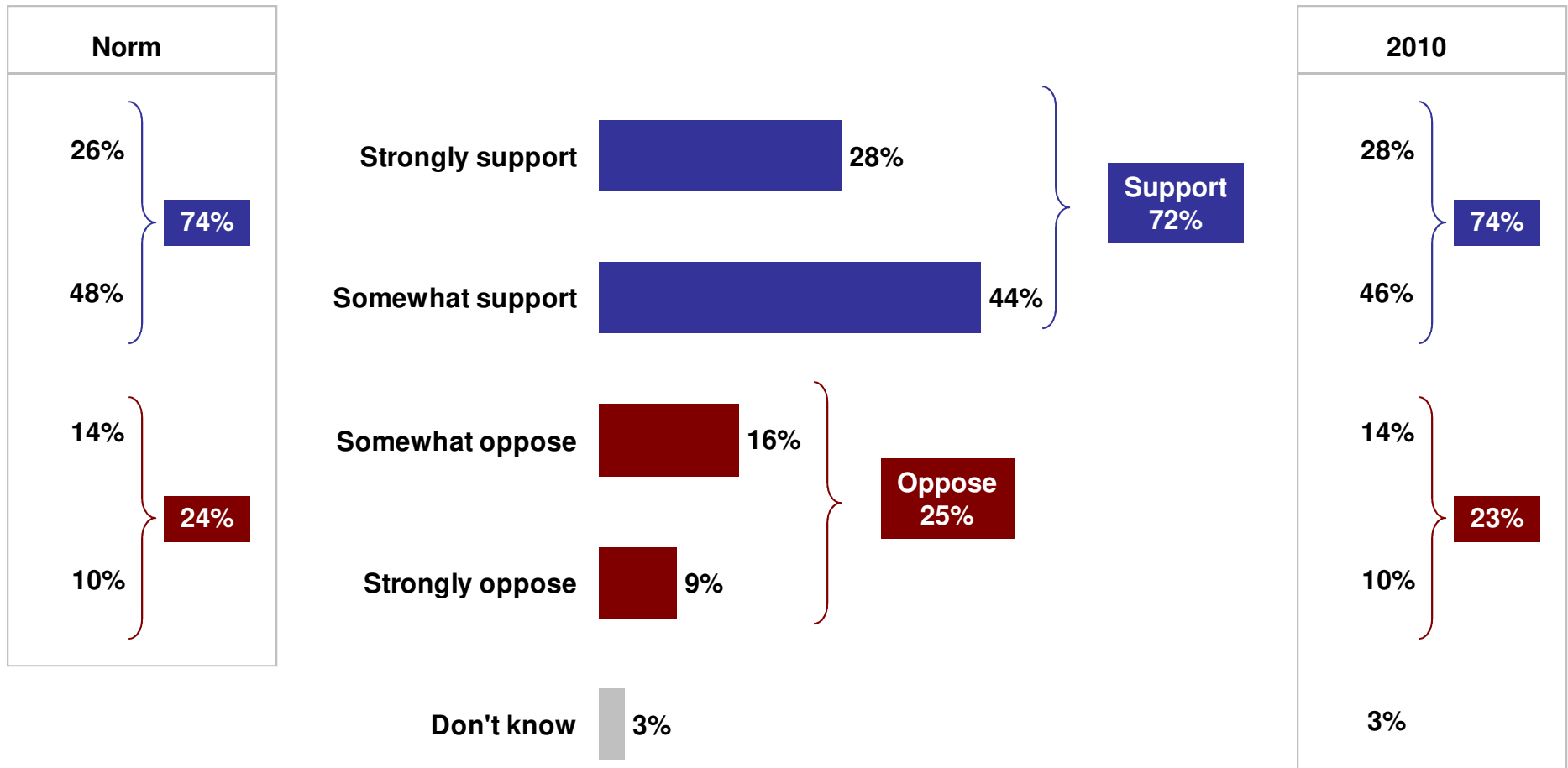
Funding





Support for User Fees

As you may know, many recreational programs and services in the City of Vancouver are currently paid for through a combination of tax revenue and user fees. Overall, do you support or oppose charging user fees for recreational programs and services?



Base: All respondents (n=300)



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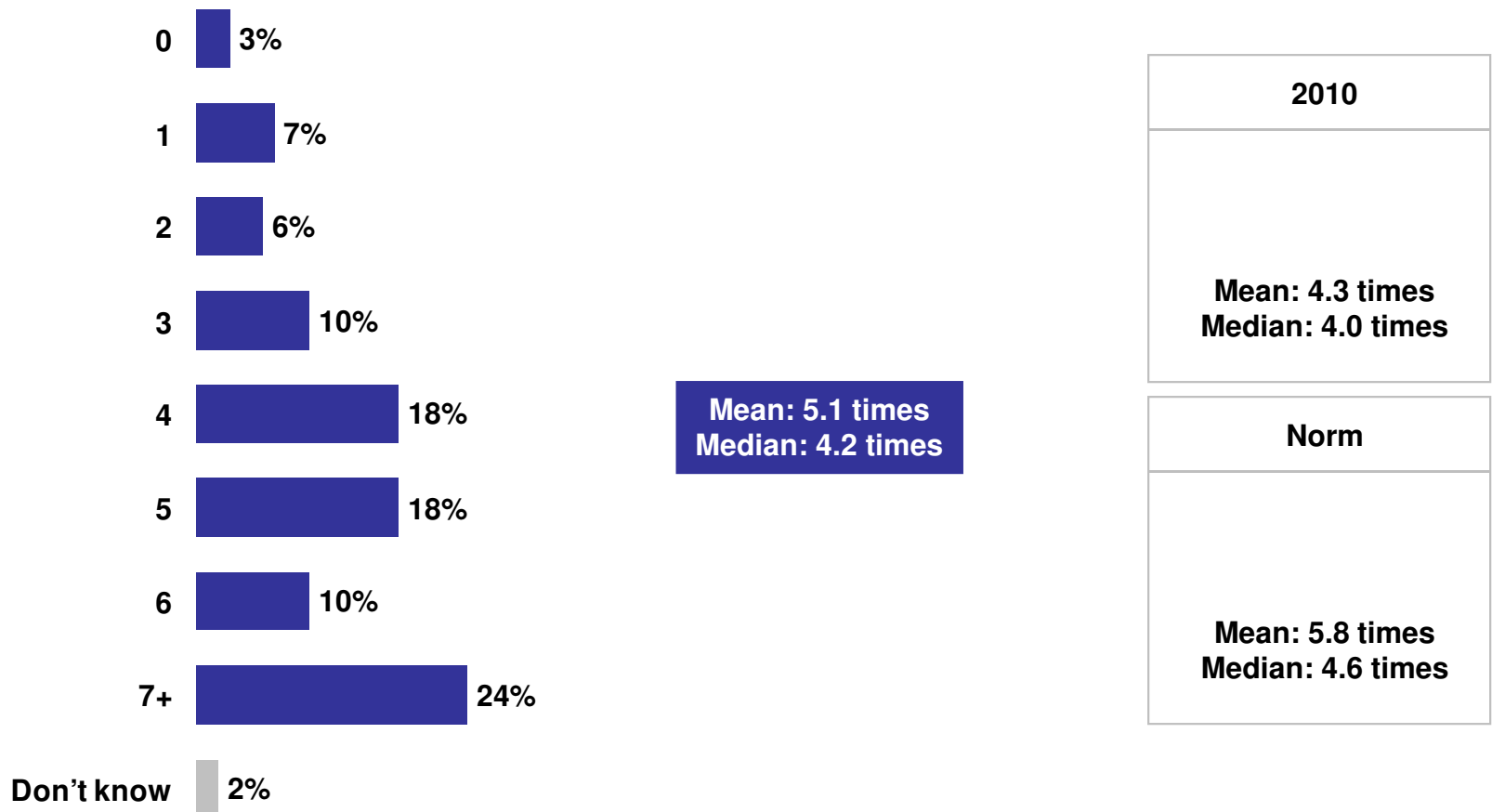
Children's Physical Activity





Number of Times Children Participate in Physical Activity (Per Week)

In a typical week and considering all seasons, how many times does your child/do your children participate in moderate physical activity or exercise for a period of 30 minutes or more, including physical education classes during school?

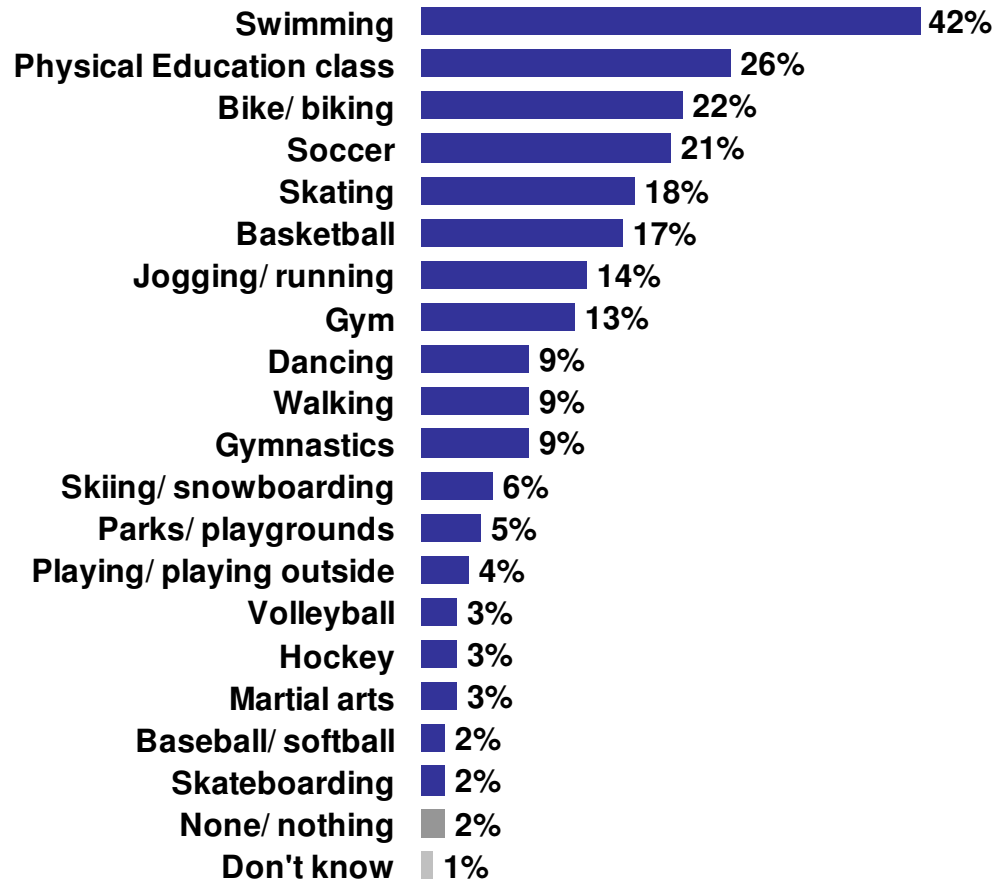


Base: All children in household (n=96*)
*Small base size (<100), interpret with caution



Common Physical Activities (Children)

What types of physical activities does your child/do your children participate in on a regular basis?



2010 Top Mentions	
Soccer	30%
Jogging/ running	29%
Swimming	21%
Physical Education class	18%
Gymnastics	17%

Norm Top Mentions	
Soccer	24%
Swimming	22%
Hockey	21%
Basketball	20%
Skating	18%

Base: Have one or more children aged 2 to 17 (n=67*)

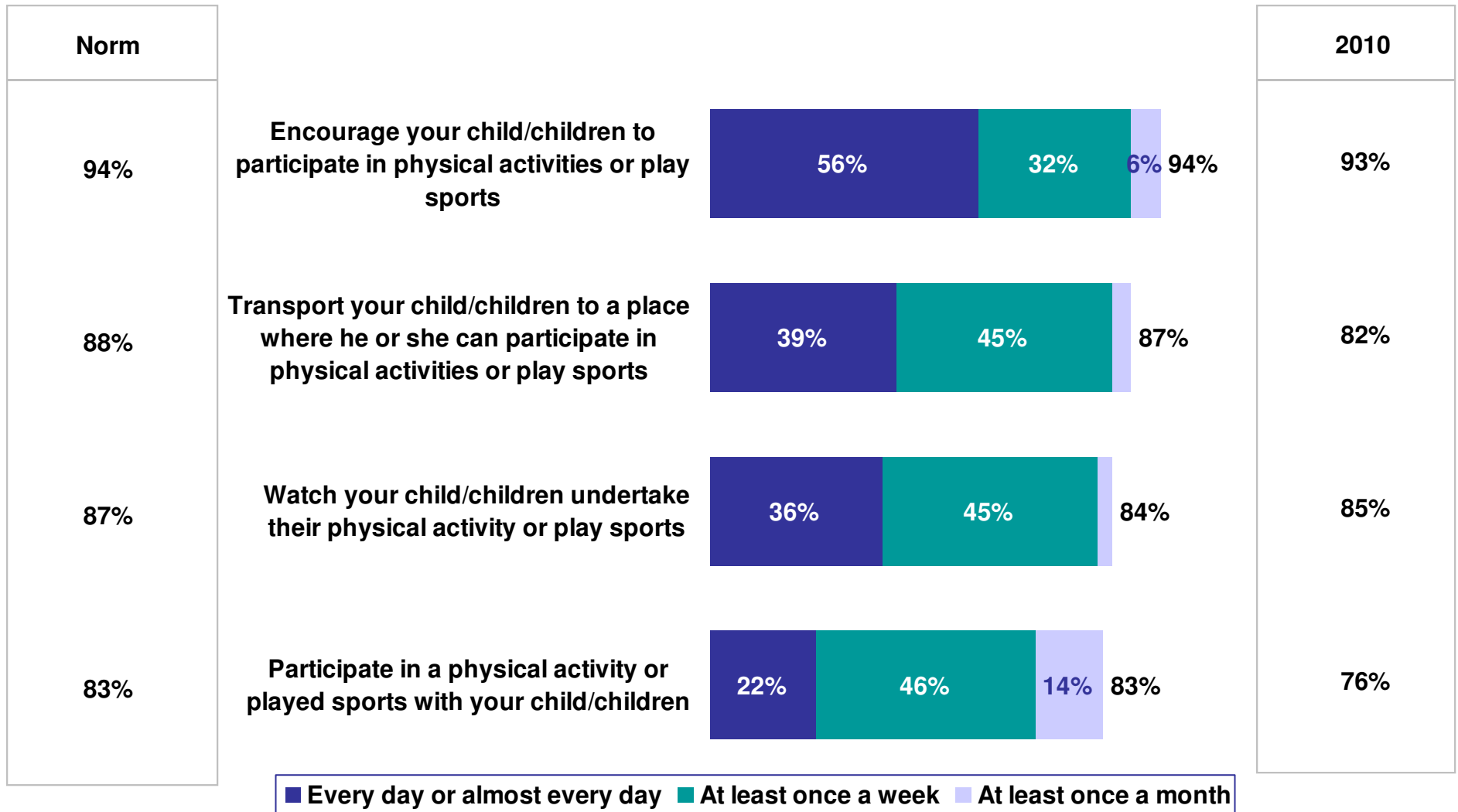
*Small base size (<100), interpret with caution

Only mentions of 2% or more are shown.



Adult Involvement in Children's Physical Activity

How often does an adult in your family...?



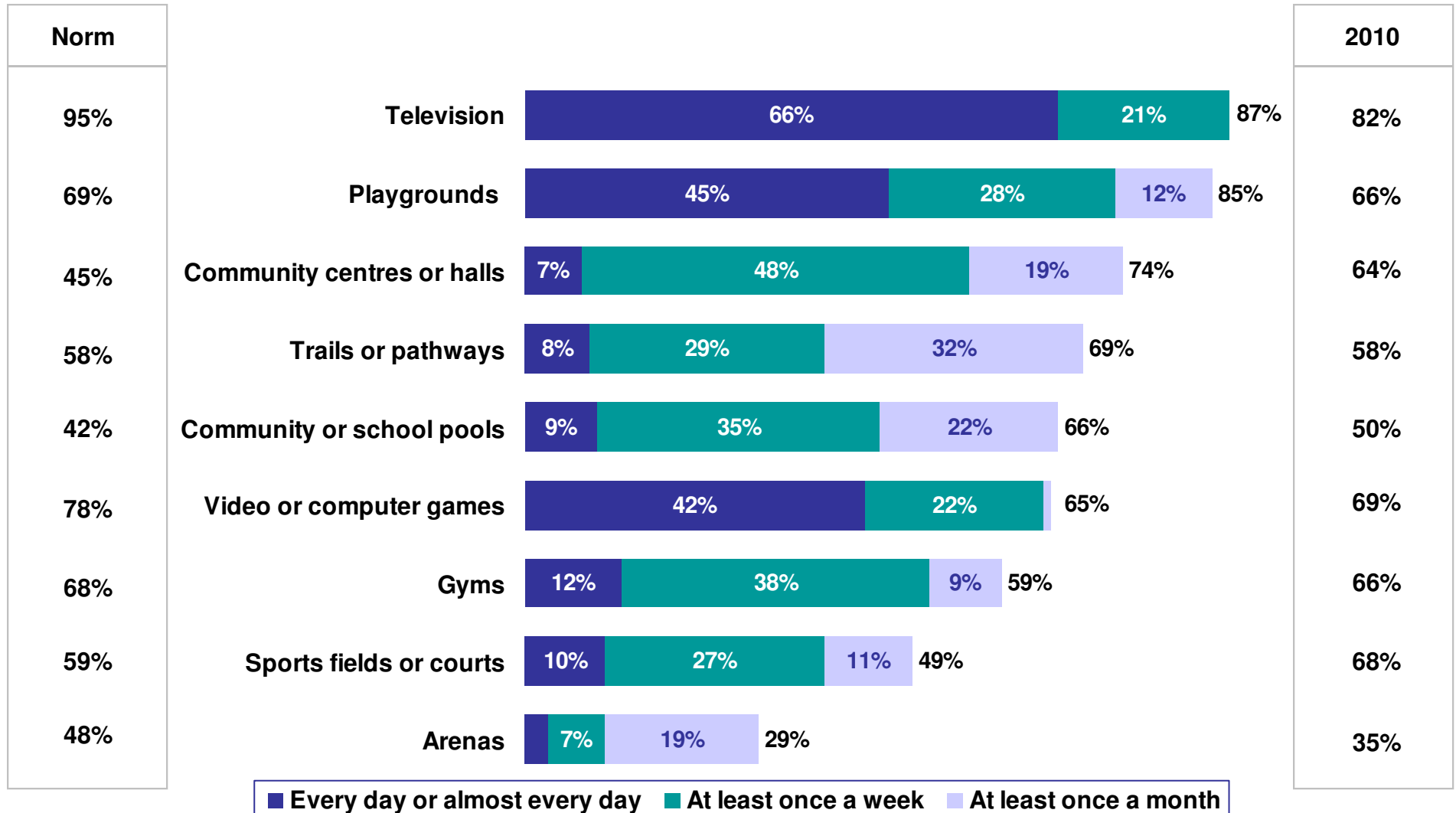
Base: Have one or more children aged 2 to 17 (n=67*)

*Small base size (<100), interpret with caution



Frequency of Using Specific Equipment or Facilities

Please tell me how often your child/children use each of the following?



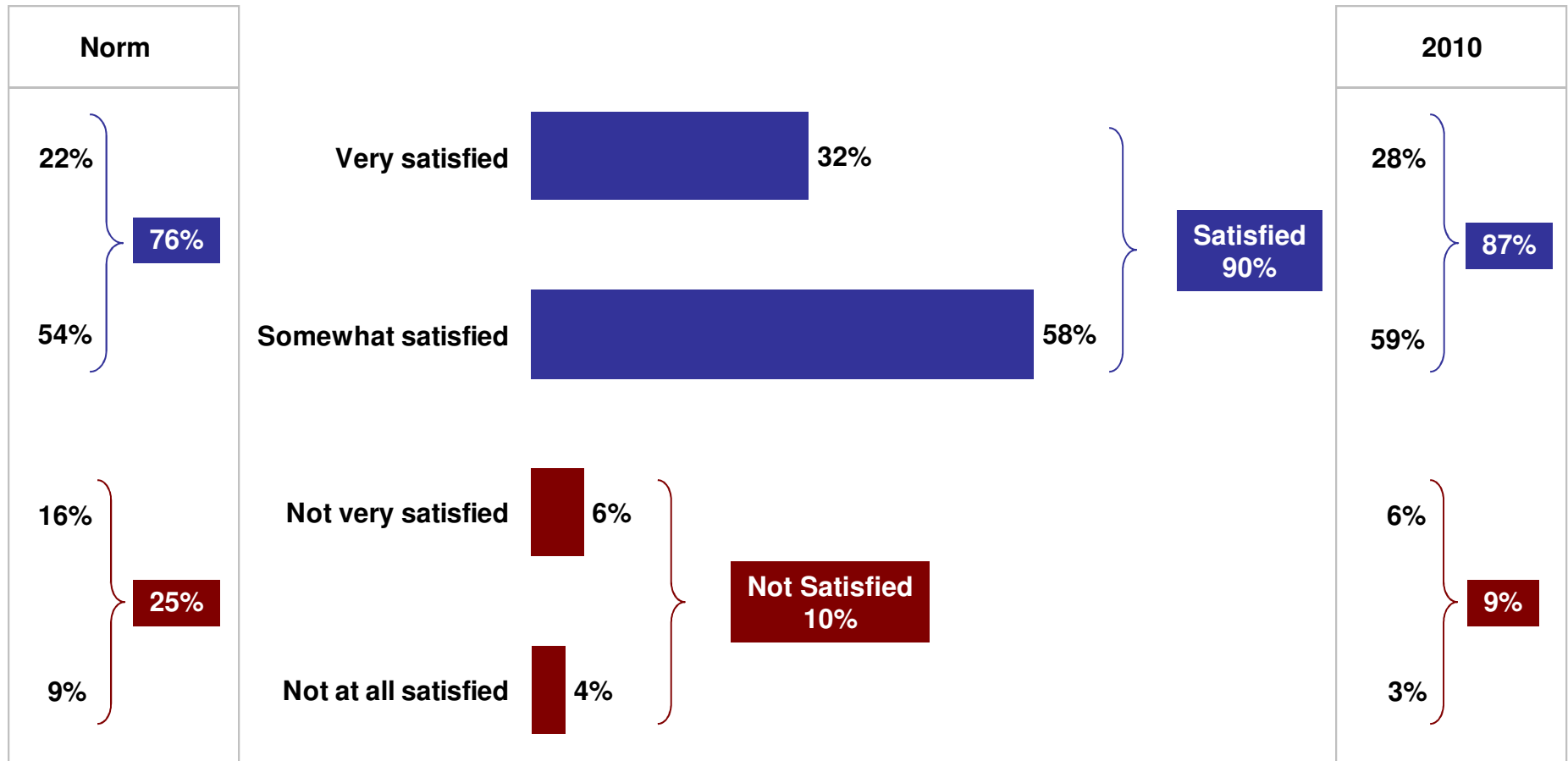
Base: Have one or more children age 17 or younger (n=73*)

*Small base size (<100), interpret with caution



Overall Satisfaction with Recreation Services and Programs Available for Children

Overall, how satisfied are you with the recreation services and programs that are available for children in the City of Vancouver?

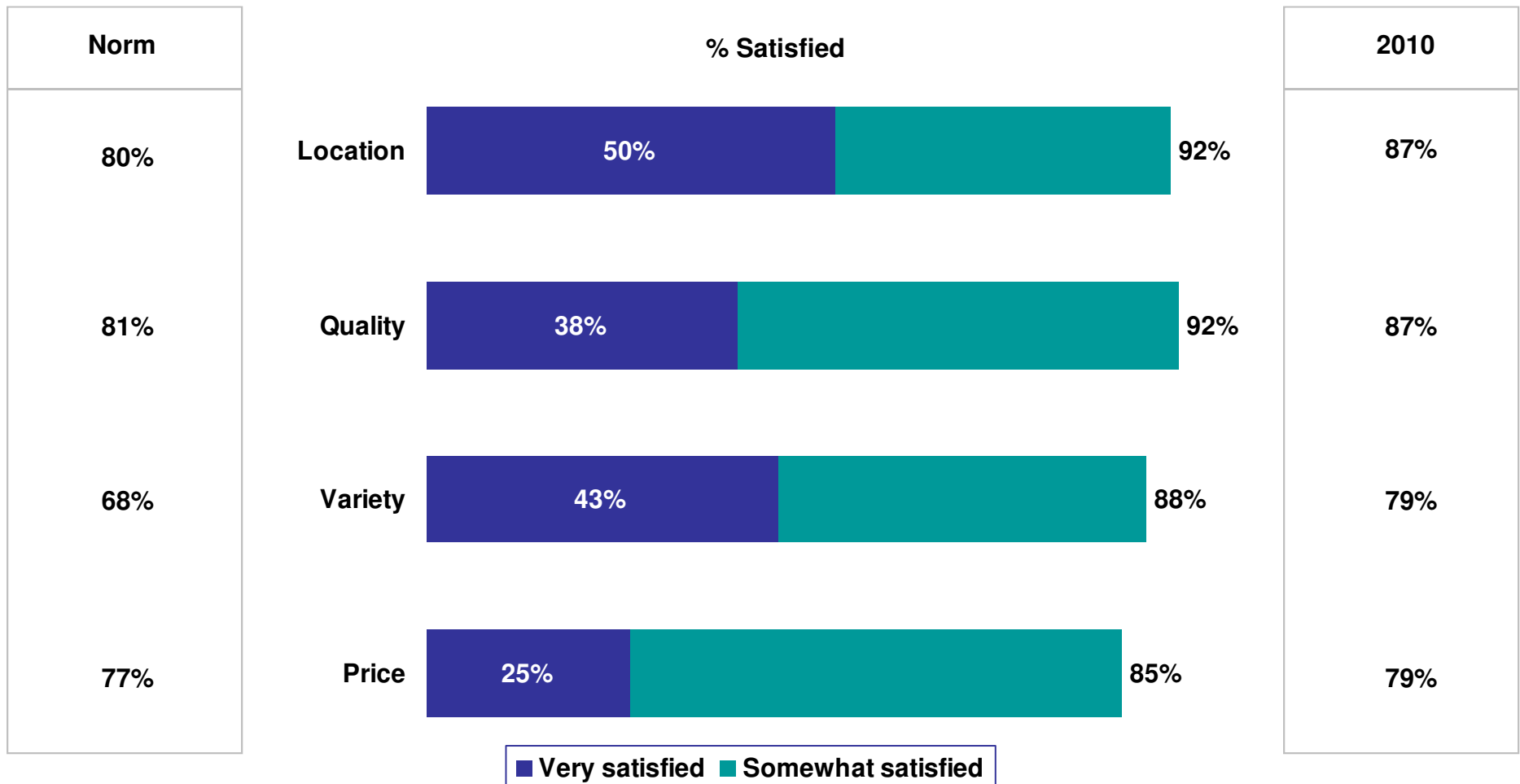


Base: Have one or more children age 17 or younger (n=73*)
 *Small base size (<100), interpret with caution



Satisfaction with Specific Aspects of Recreation Services and Programs Available for Children

Please tell me how satisfied you are with each of the following aspects of the recreation services and programs that are available for children in the City of Vancouver.

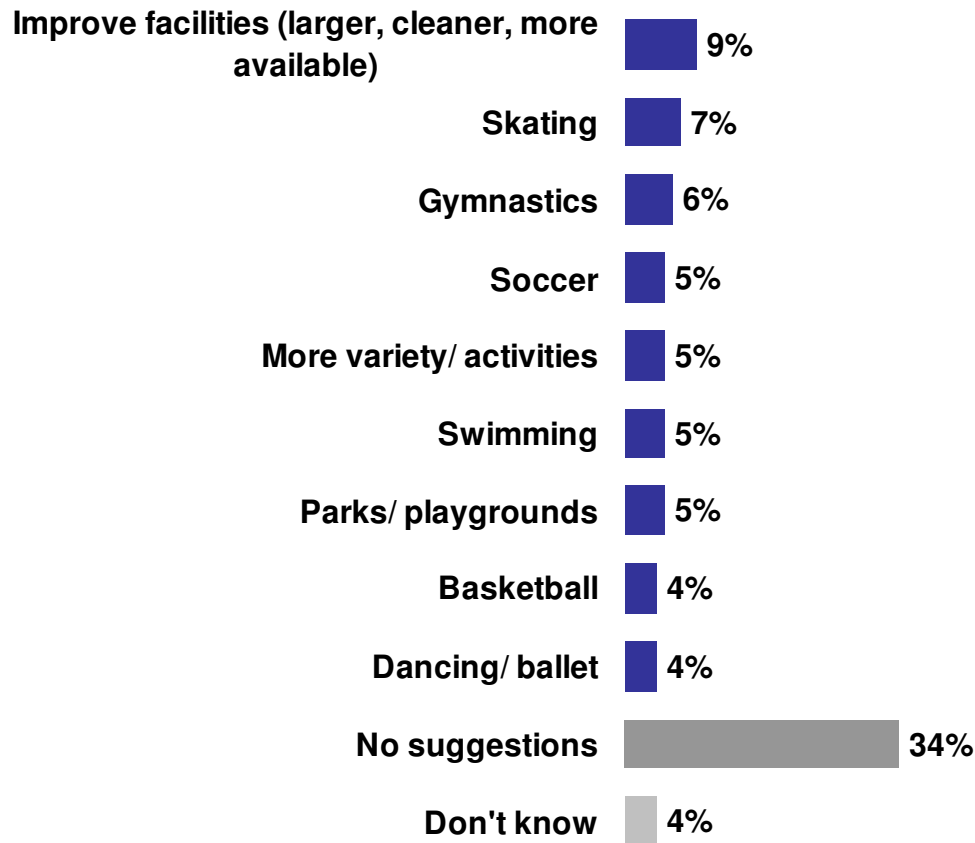


Base: Have one or more children age 17 or younger (n=73*)
 *Small base size (<100), interpret with caution



Suggestions for New Recreation Services and Programs for Children

What, if any, types of recreation services and programs for children would you like to see more of in the City of Vancouver?



2010 Top Mentions	
Martial arts	8%
Swimming	6%
Activities for families	6%
More affordable activities	5%
Dancing/ ballet	5%
Skating	5%

Base: Have one or more children age 17 or younger (n=73*)

*Small base size (<100), interpret with caution

Only mentions of 4% or more are shown.



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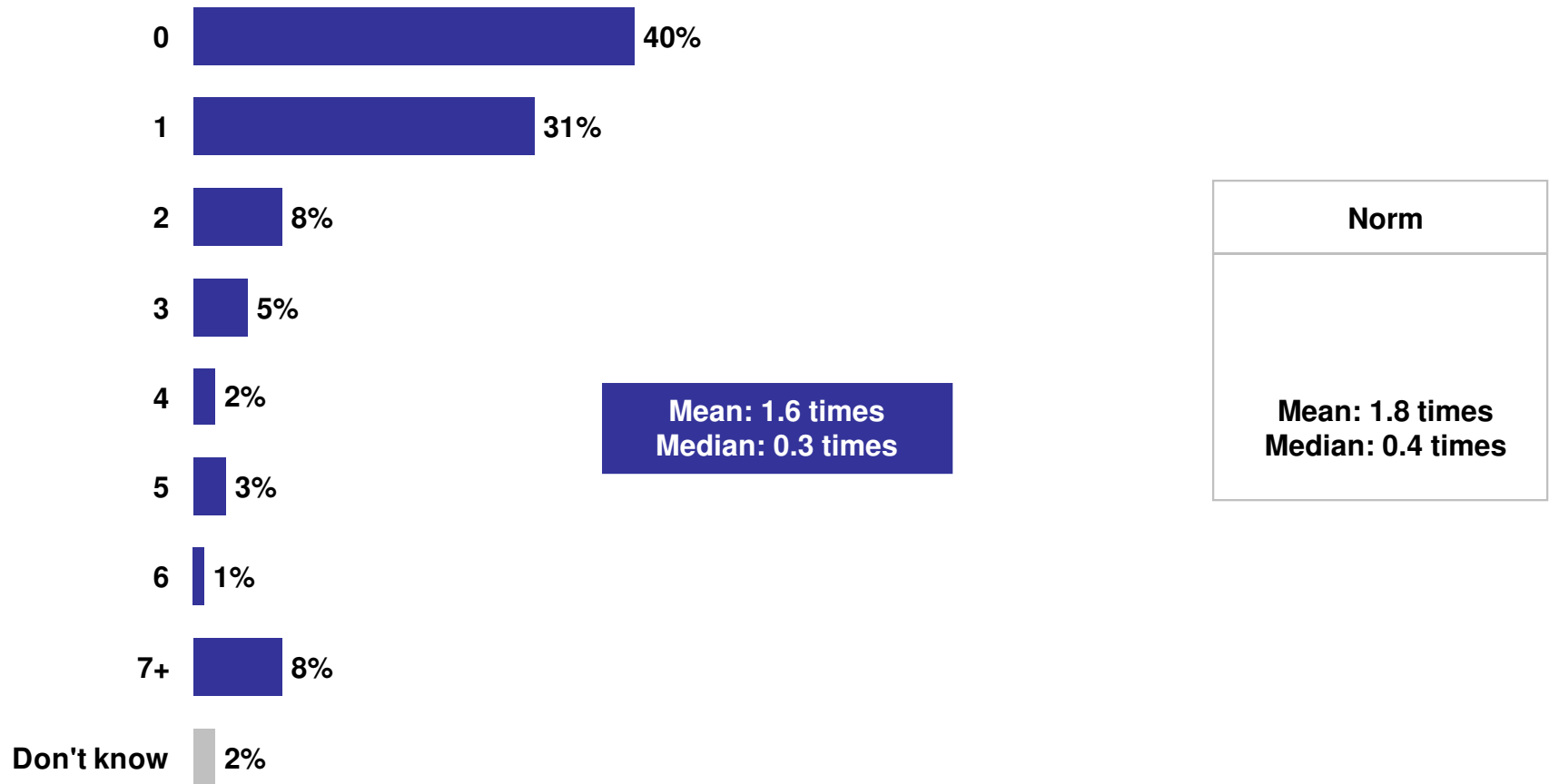
Arts and Culture





Number of Times Participate in Cultural or Creative Interests (Per Week)

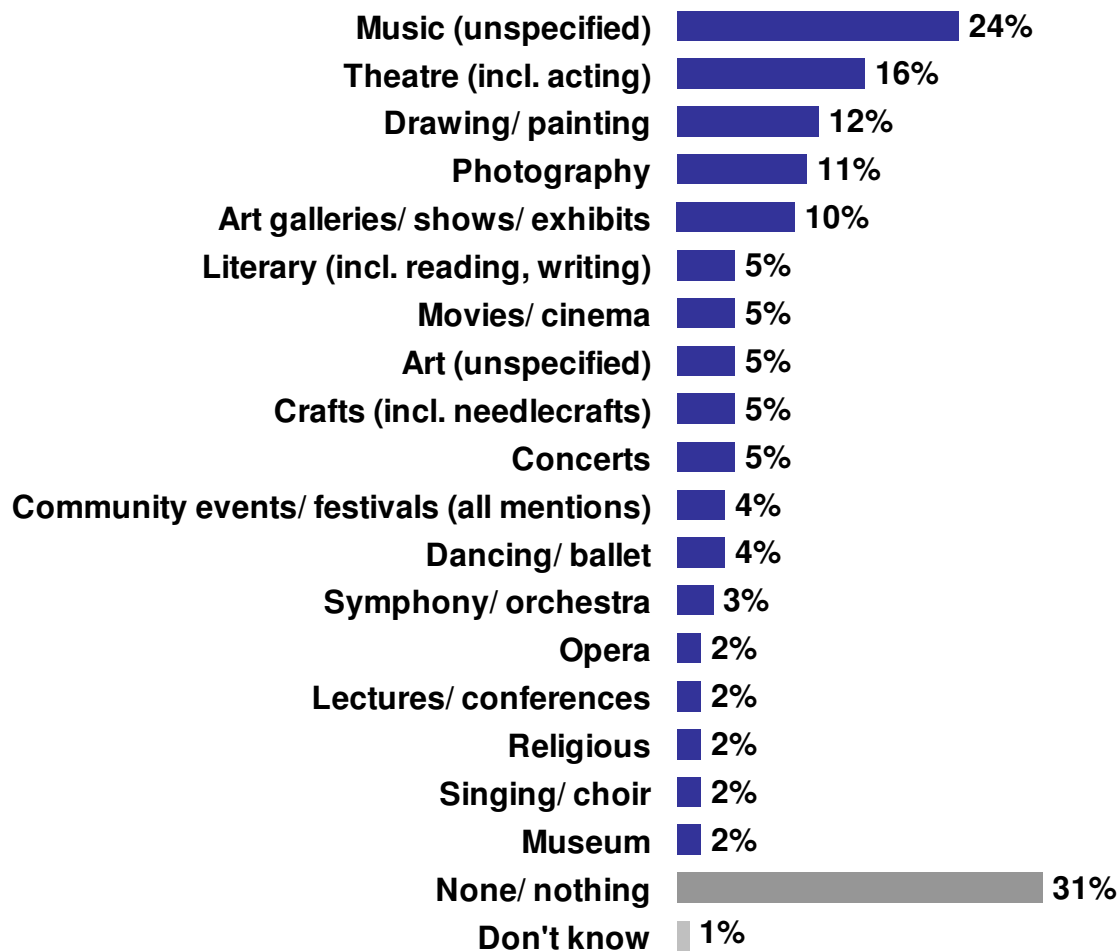
In a typical week, how many times do you personally participate in cultural or creative interests? For example, these may include activities such as music, painting, drawing, photography, theatre, etc.



Base: All respondents (n=300)

Common Cultural or Creative Activities

What types of cultural or creative activities do you participate in on a regular basis? Anything else?



Norm Top Mentions	
Music	22%
Theatre	16%
Photography	9%
Drawing, painting	7%
Art (unspecified)	5%
Playing a musical instrument	5%
Art galleries, shows, exhibits	5%

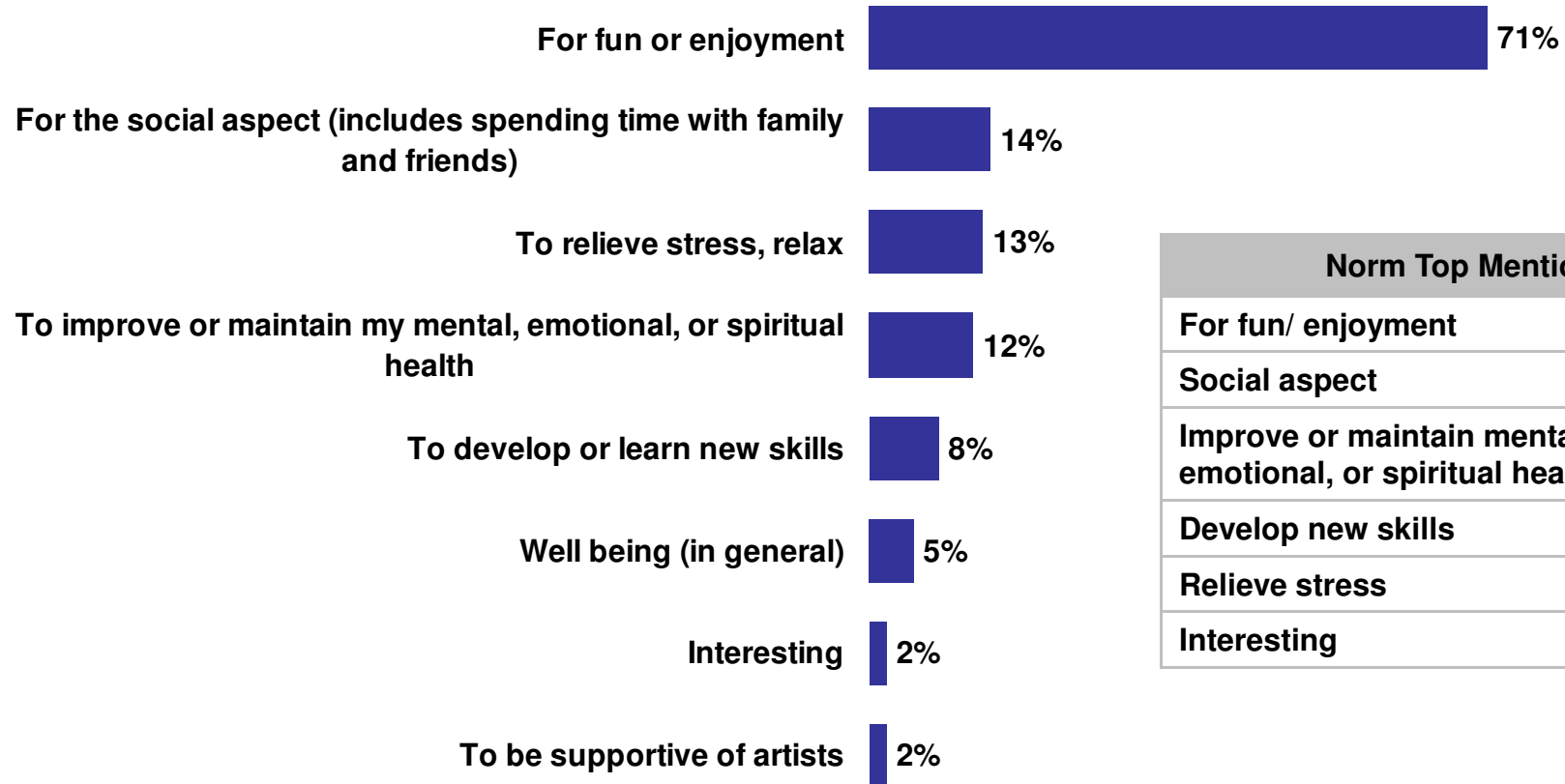
Only mentions of 2% or more are shown.

Base: All respondents (n=300)



Reasons for Participating in Cultural or Creative Activities

What is the main reason why you participate in cultural or creative activities? Any other reasons?



Norm Top Mentions	
For fun/ enjoyment	50%
Social aspect	12%
Improve or maintain mental, emotional, or spiritual health	7%
Develop new skills	6%
Relieve stress	6%
Interesting	5%

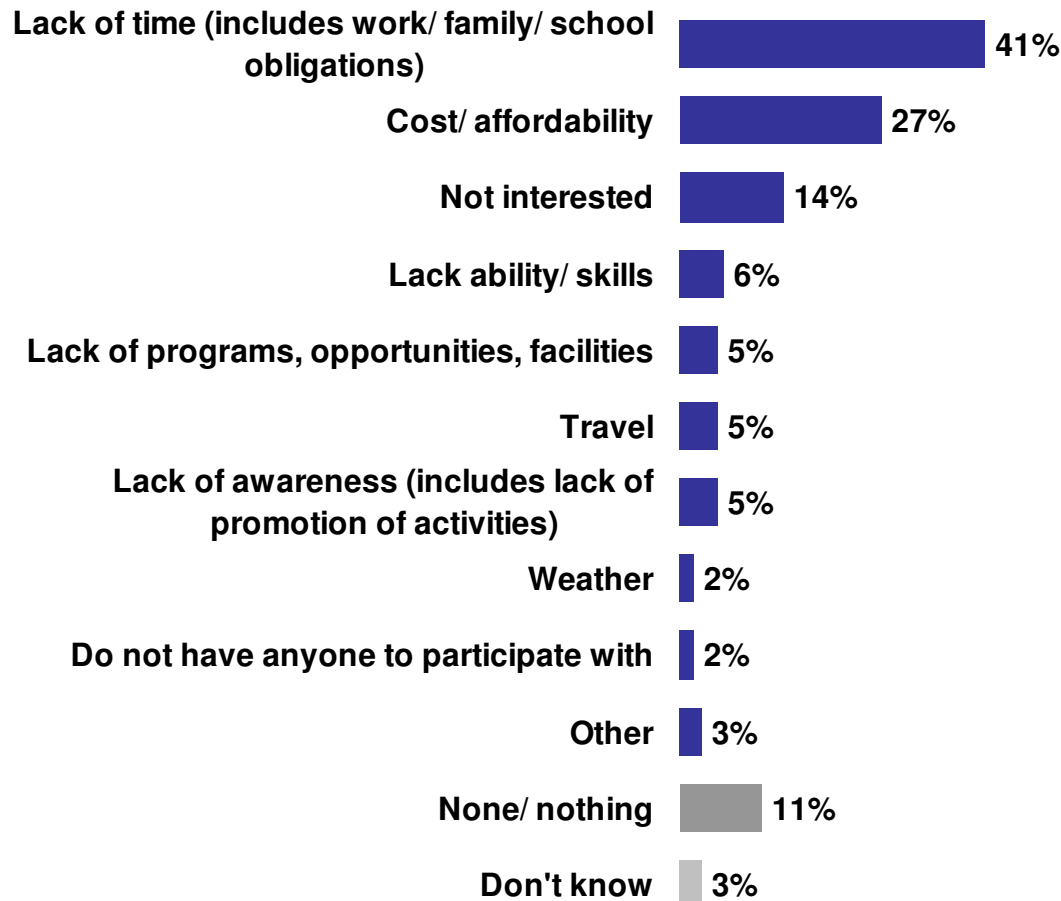
Base: Participate in at least one type of cultural or creative activity (n=205)

Only mentions of 2% or more are shown.



Barriers to Participating in Cultural or Creative Activities

What would you say is the main barrier to you participating in cultural or creative activities? Any other barriers?



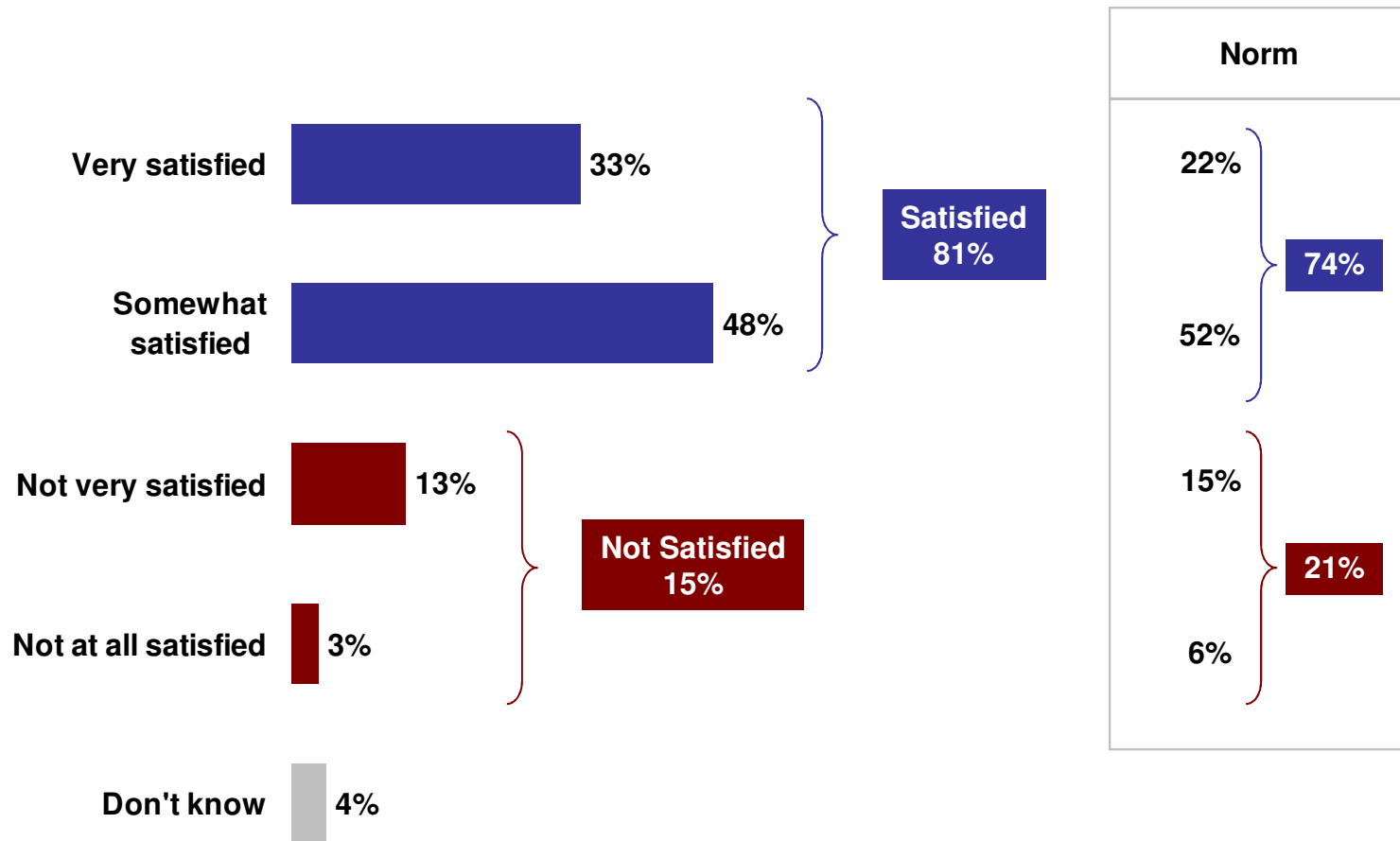
Norm Top Mentions	
Lack of time	33%
Cost/ affordability	18%
Not interested	15%
Lack of opportunities	9%
Lack of awareness	5%
Travel	5%
Lack ability/ skills	5%

Base: All respondents (n=300)



Satisfaction with Opportunities for Cultural or Creative Interests

Overall, how satisfied are you with the opportunities for cultural and creative interests that are available in the City of Vancouver?

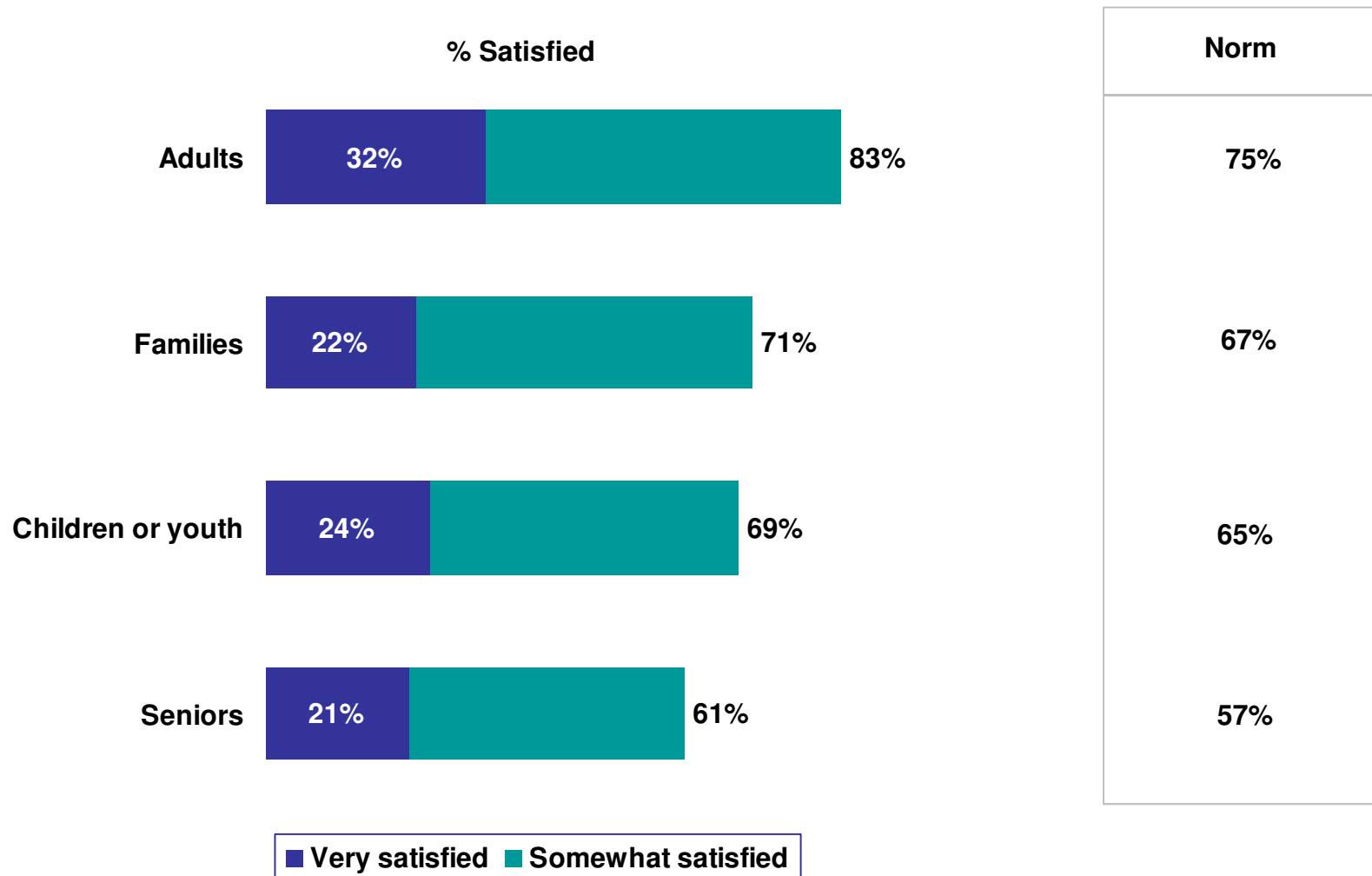


Base: All respondents (n=300)



Satisfaction with Opportunities for Cultural or Creative Interests for Adults, Children, Seniors, and Families

How satisfied are you with the opportunities for cultural and creative interests that are available for ... in the City of Vancouver?



Base: All respondents (n=300)



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Weighted Sample Characteristics





Weighted Sample Characteristics

	All Respondents (n=300) %
Gender:	
Male	48%
Female	52%
Age:	
18-24	7%
25-34	25%
35-44	15%
45-54	22%
55+	28%
Not stated	2%
<i>Average Age</i>	<i>46</i>
Income:	
Under \$30,000	13%
\$30,000 to less than \$60,000	21%
\$60,000 to less than \$90,000	16%
\$90,000 or more	36%
Not stated	13%

	All Respondents (n=300) %
Household Composition:	
With children	29%
Without children	71%
Length of Residency:	
0 - <1	2%
1 - 10	28%
11 - 20	25%
21 - 30	15%
31 - 40	13%
41 - 50	10%
51 - 60	4%
61 - 70	1%
71 - 80	<1%
Not stated	1%
<i>Average Number of Years</i>	<i>23</i>