



The City of Vancouver

2010 Recreation and Physical Fitness Syndicated Survey





Methodology

- 300 telephone interviews with a randomly selected representative sample of Vancouver residents aged 16 years or older.
- Conducted between January 29 and February 10, 2010.
- 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 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.



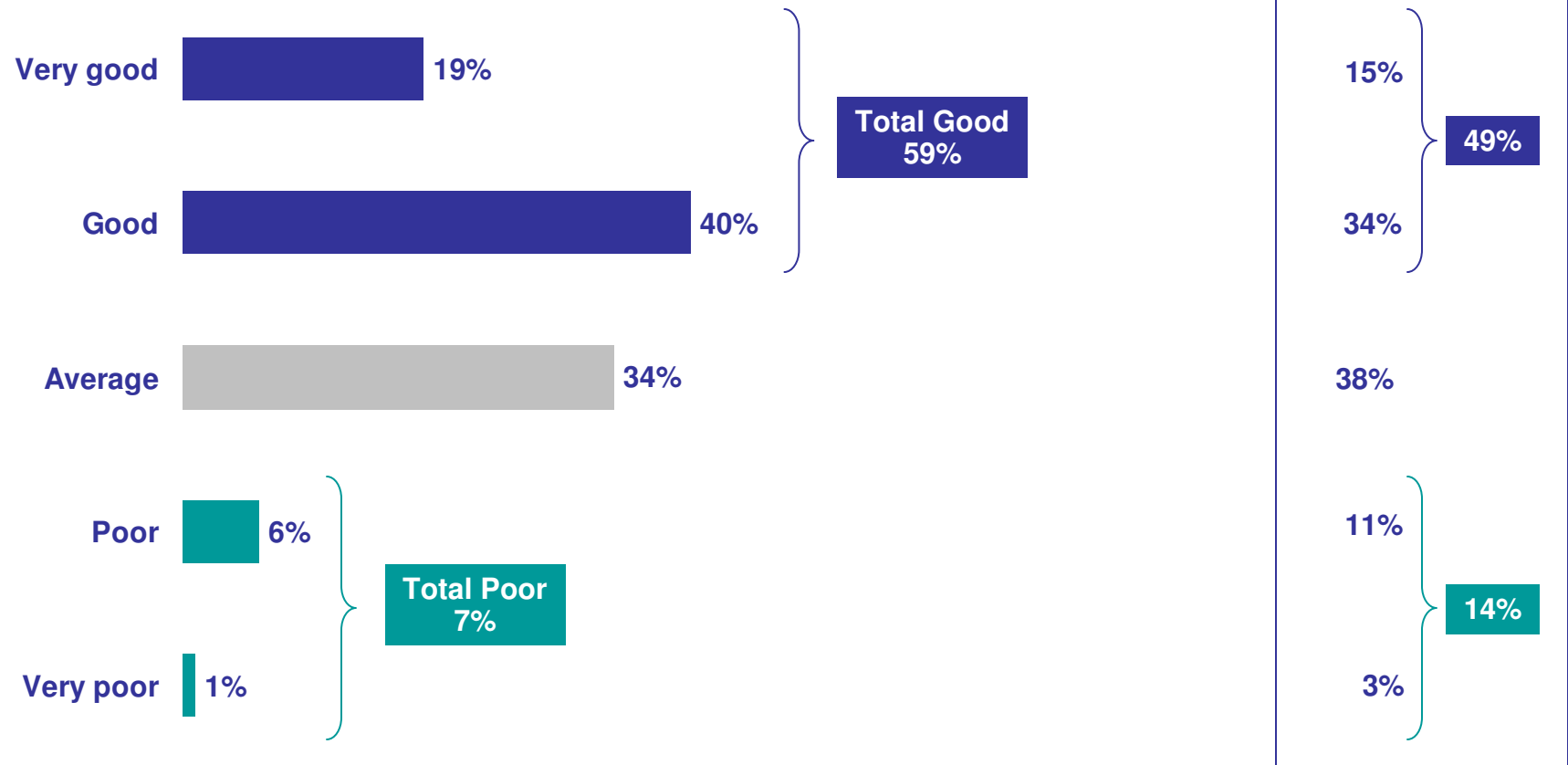
Participation in Physical Activity





Current Fitness Level

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

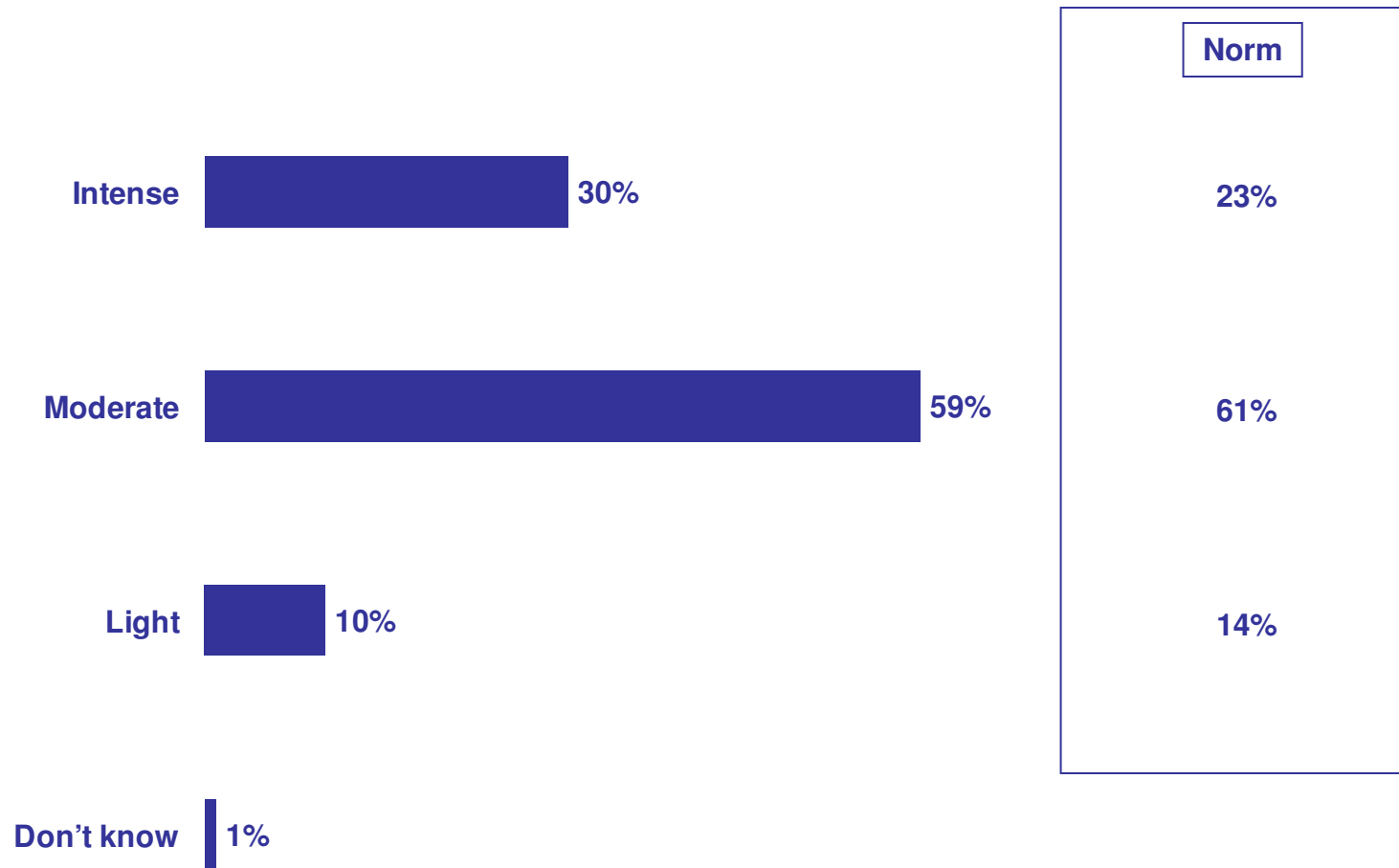


Base: All respondents (n=300)



Intensity of Effort When Participating in Physical Activity

When you engage in physical activity, do you think you make an intense effort, a moderate effort, or a light effort?

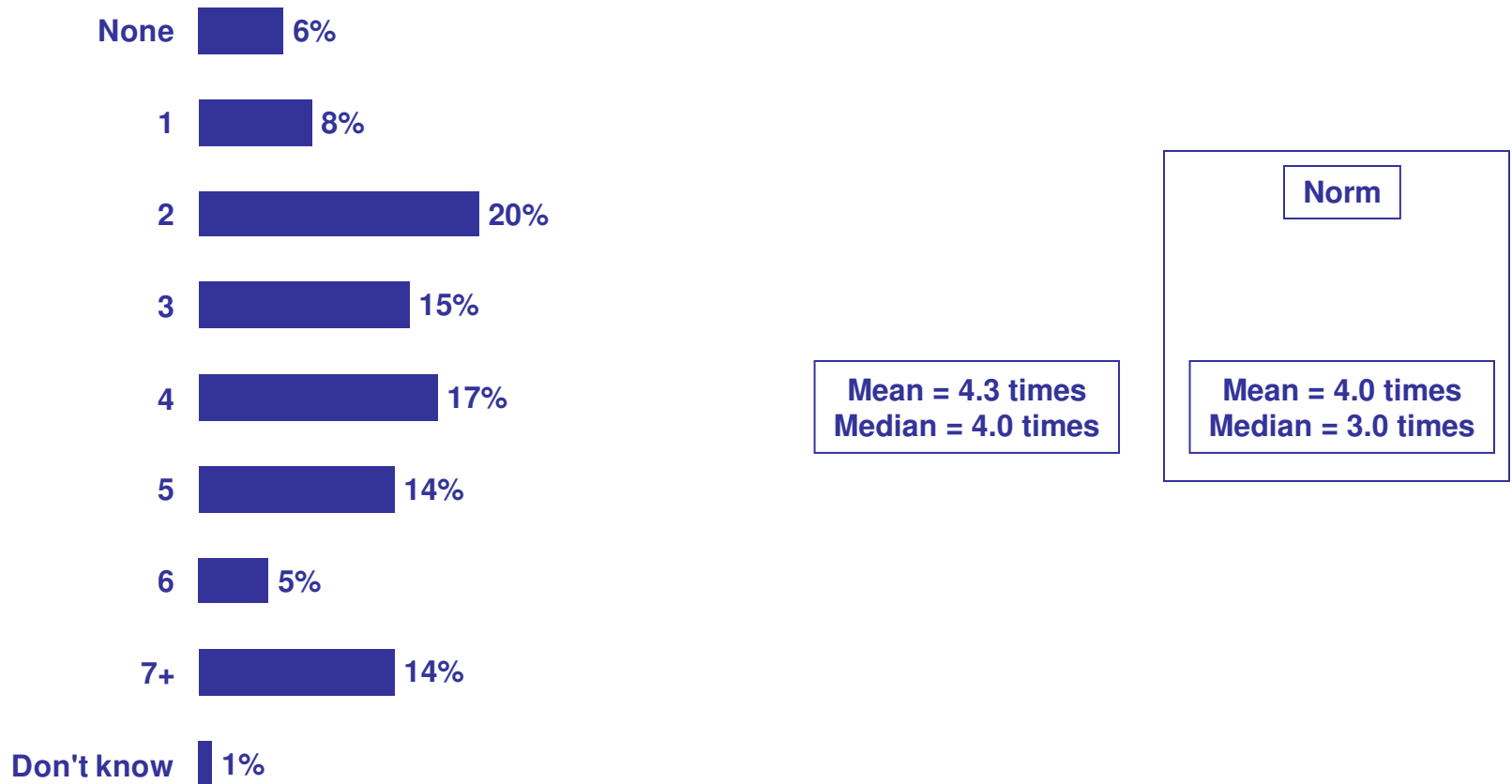


Base: All respondents (n=300)



Number of Times Participate in Physical Activity (Per Week)

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

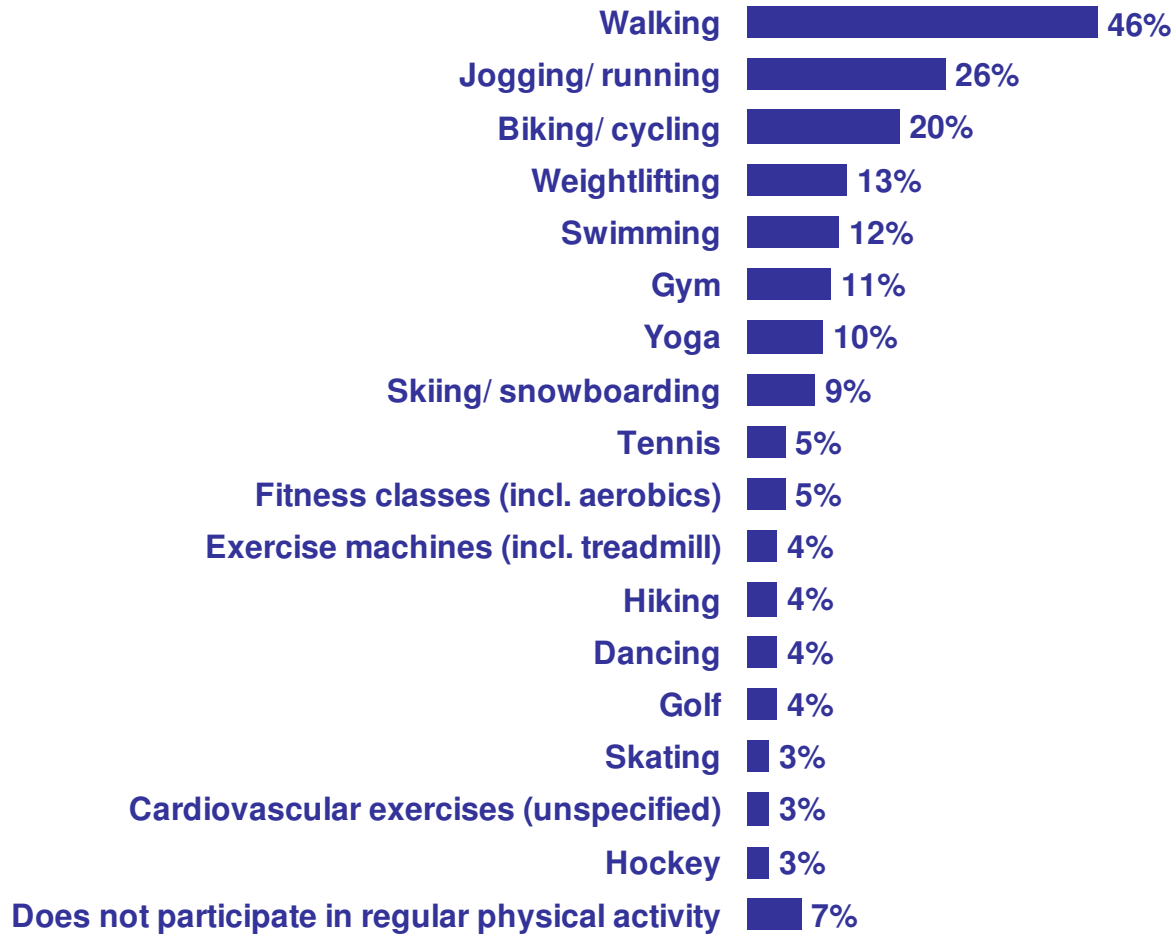


Base: All respondents (n=300)



Common Physical Activities

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



Norm Top Mentions	
Walking	50%
Gym	13%
Running	12%
Biking	10%
Swimming	8%
Weights	8%

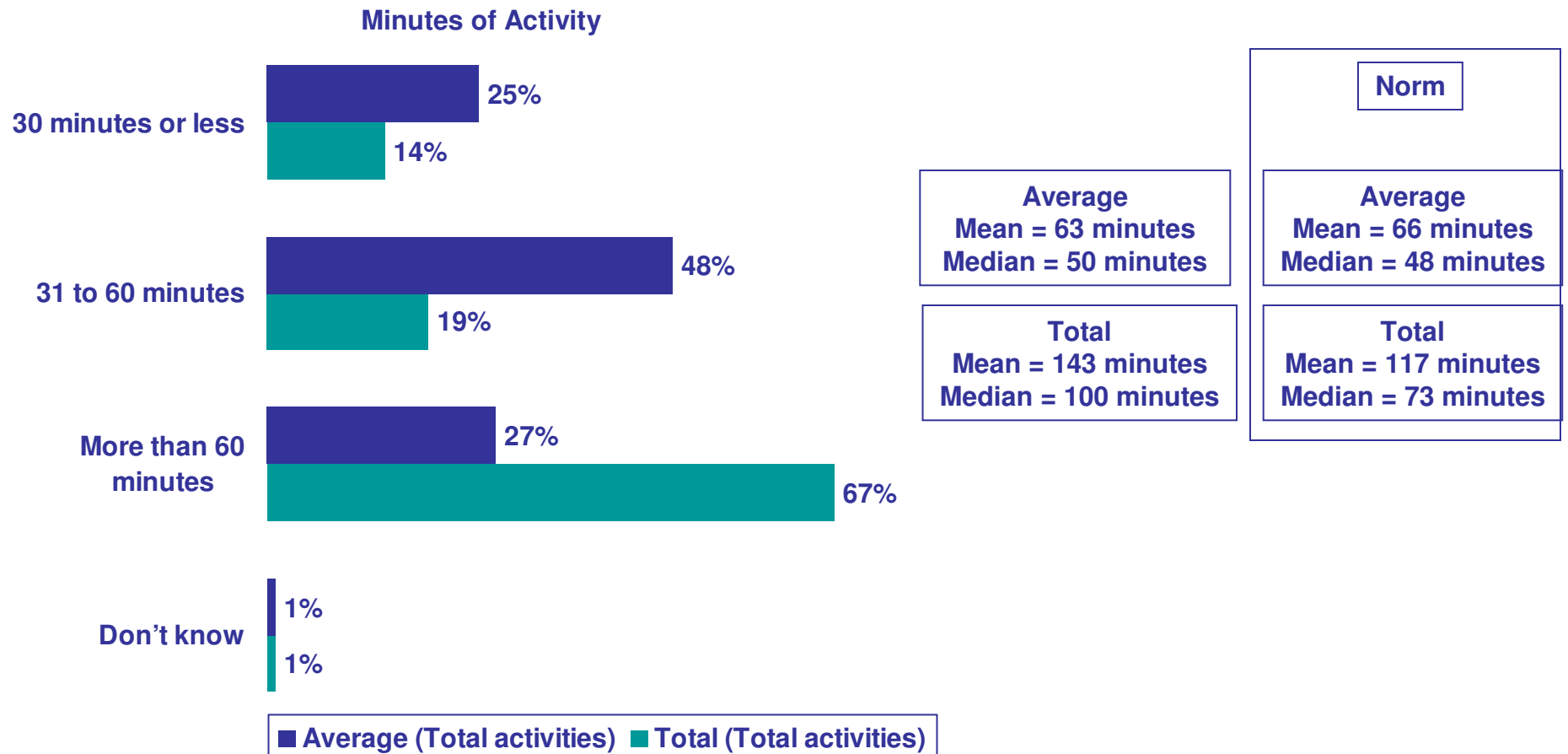
Only mentions of 3% or more are shown.

Base: All respondents (n=300)



Duration of Activity

And, on average, how many minutes do you spend actively engaging in ... 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 physical activity/ exercise (n=278)



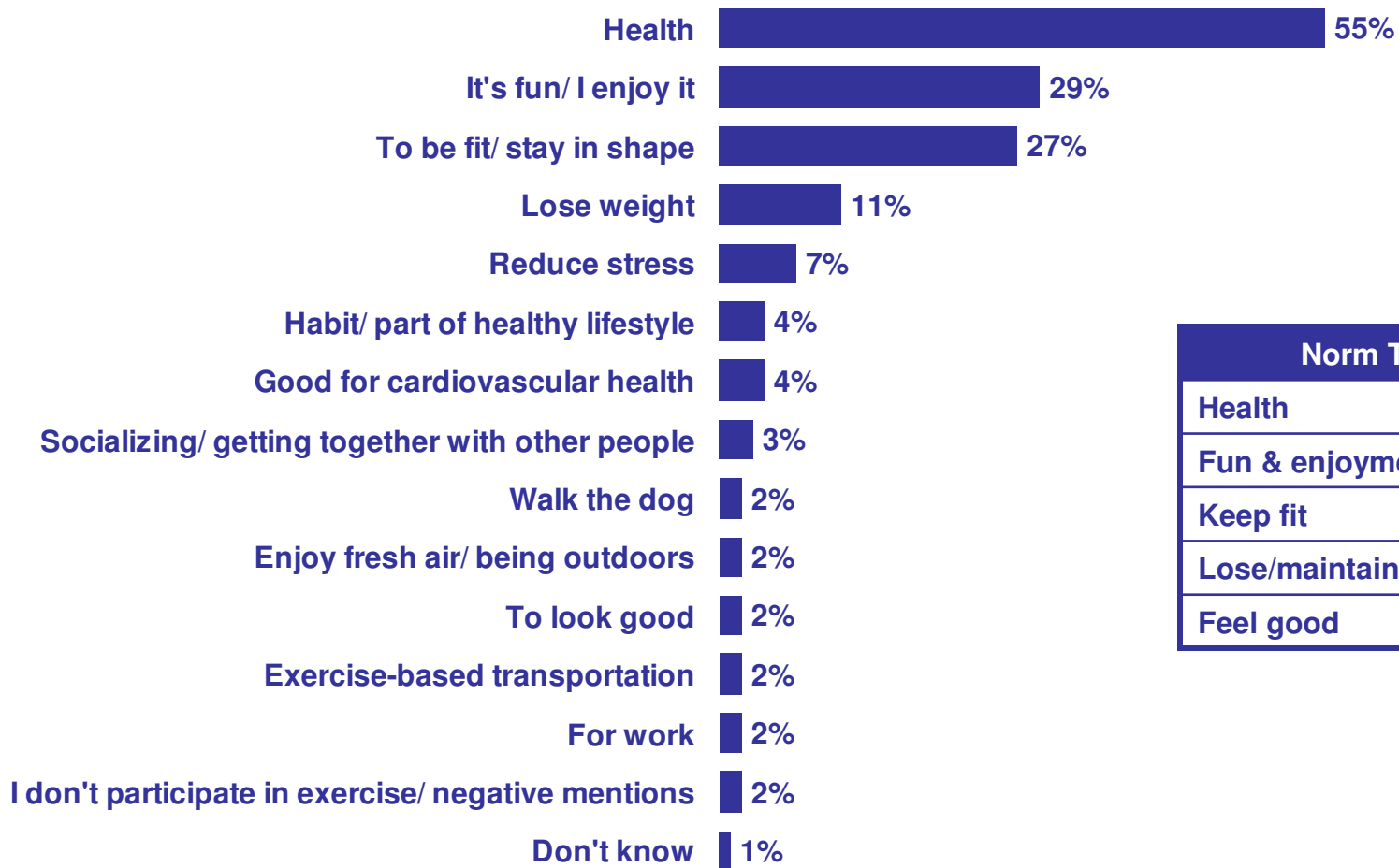
Attitudes Towards Physical Activity





Reasons for Participating in Physical Activity

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



Norm Top Mentions	
Health	45%
Fun & enjoyment	24%
Keep fit	20%
Lose/maintain weight	9%
Feel good	6%

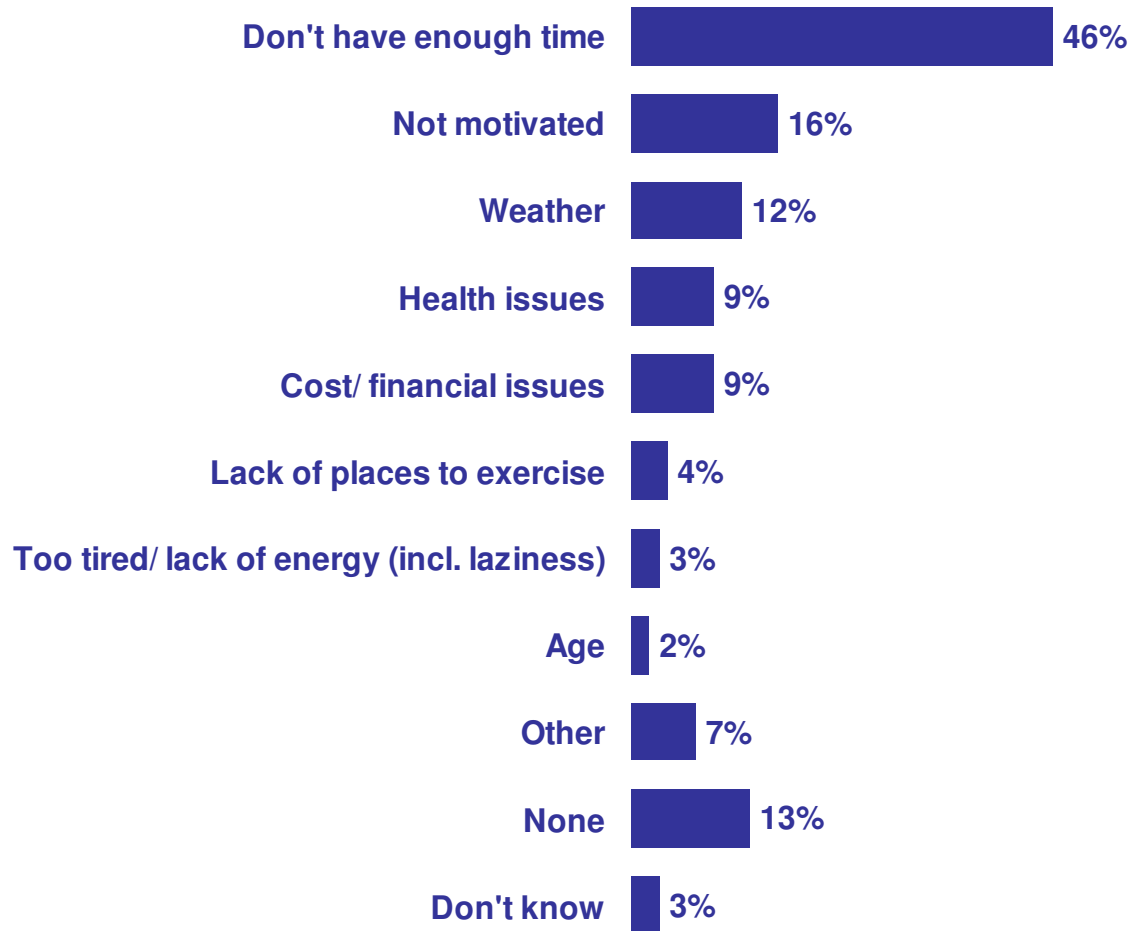
Only mentions of 2% or more are shown.

Base: All respondents (n=300)



Barriers to Participating in Physical Activity

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



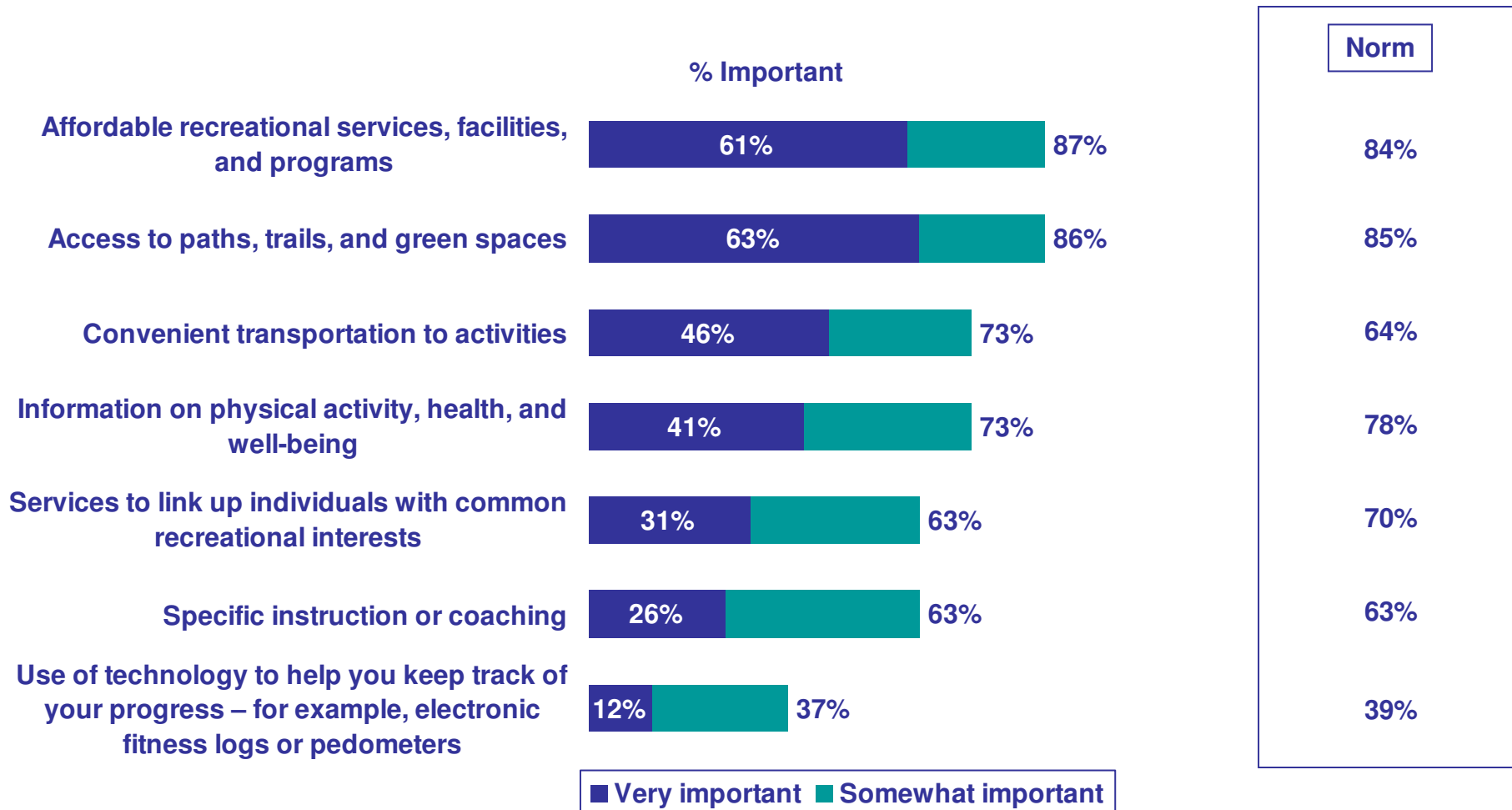
Norm Top Mentions	
Time	44%
Weather	13%
Health/injury	11%
Not motivated	9%
Lack of facilities	8%

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)



Factors Influencing Choice of Recreation Facilities

Other than cost or location, please tell me which one of the following things is most important to you personally when deciding whether to use a specific recreation facility.



Base: All respondents (n=300)



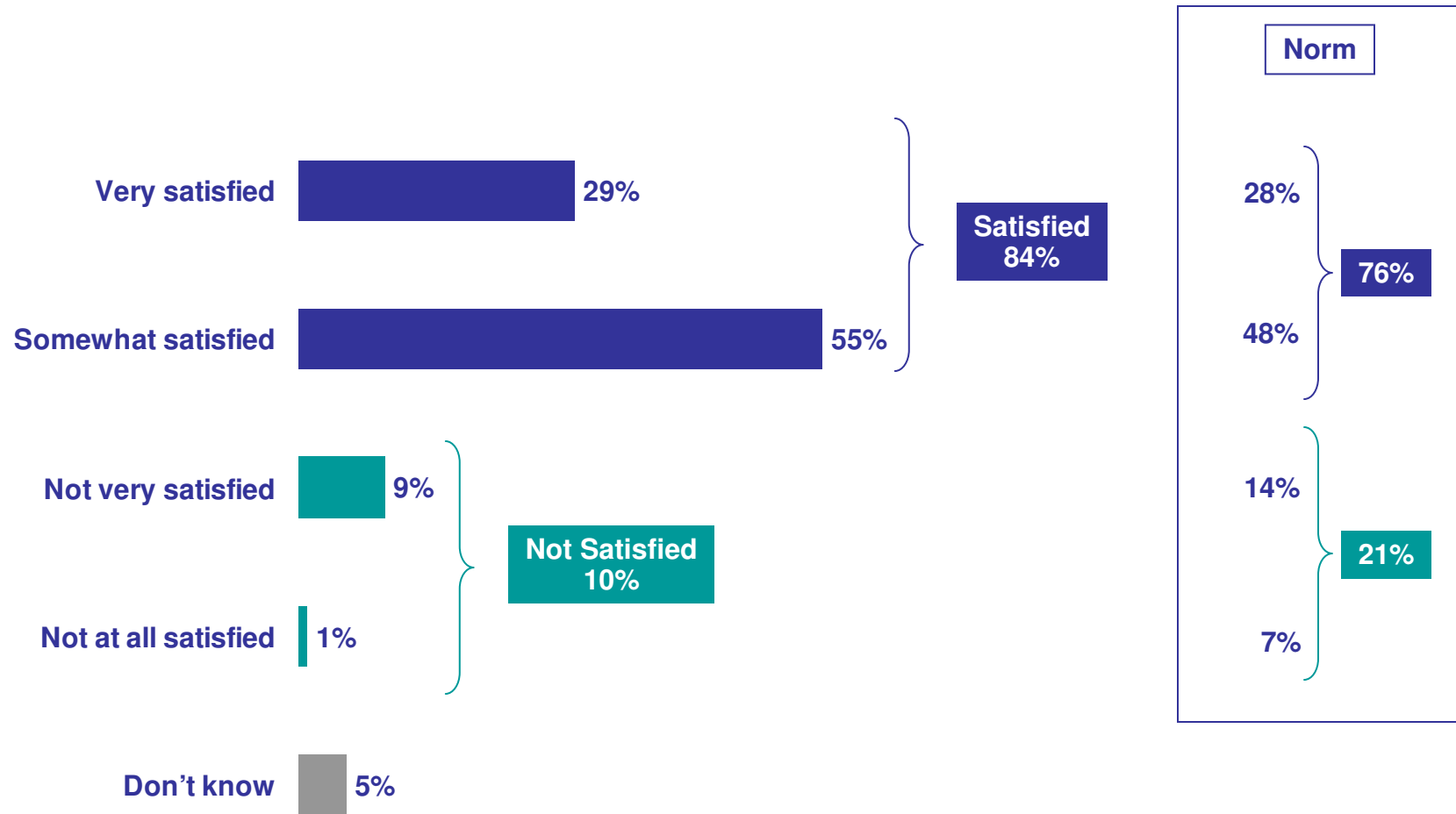
Satisfaction with Municipal Recreation Offerings





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)



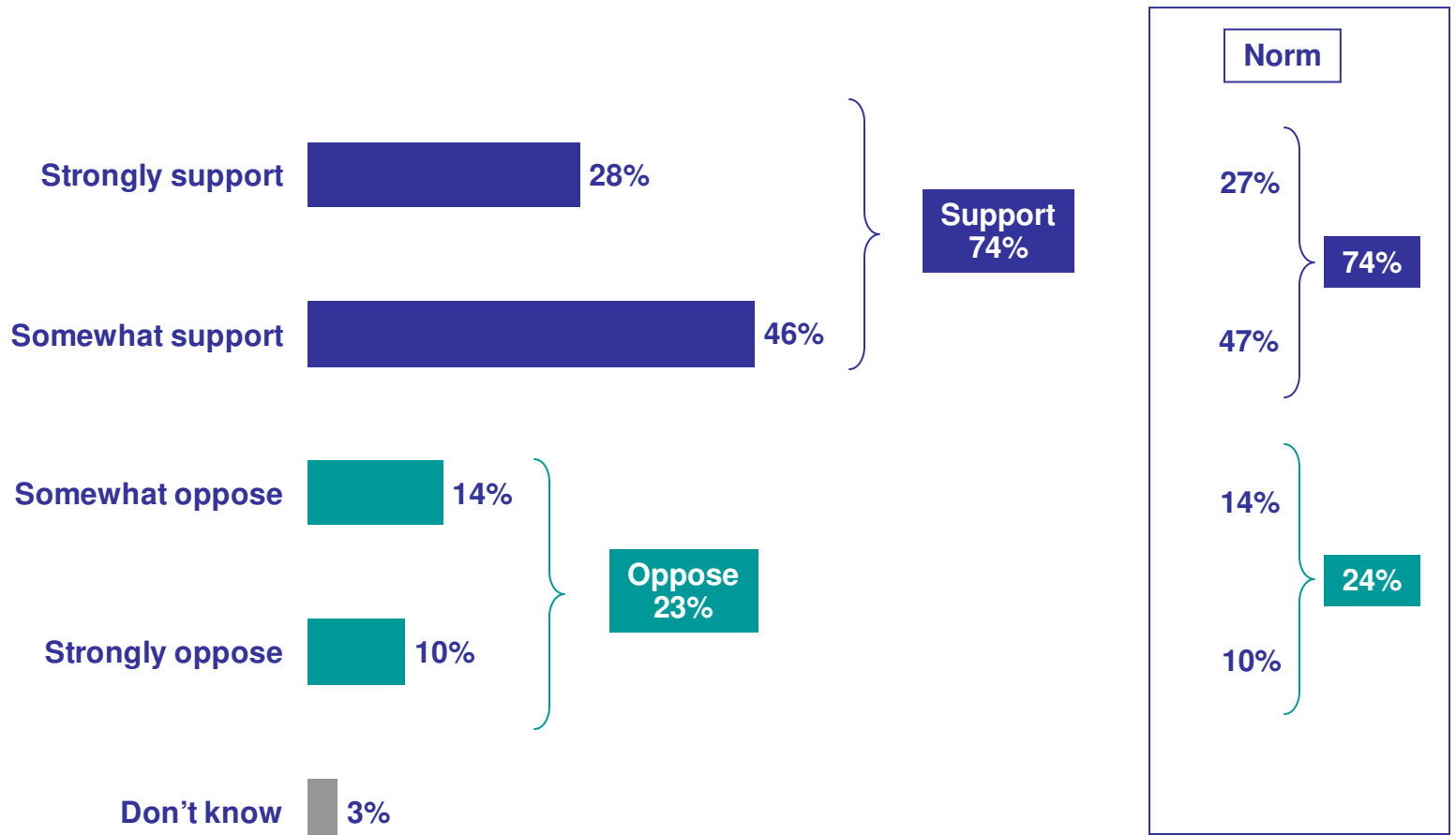
User Fees





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)



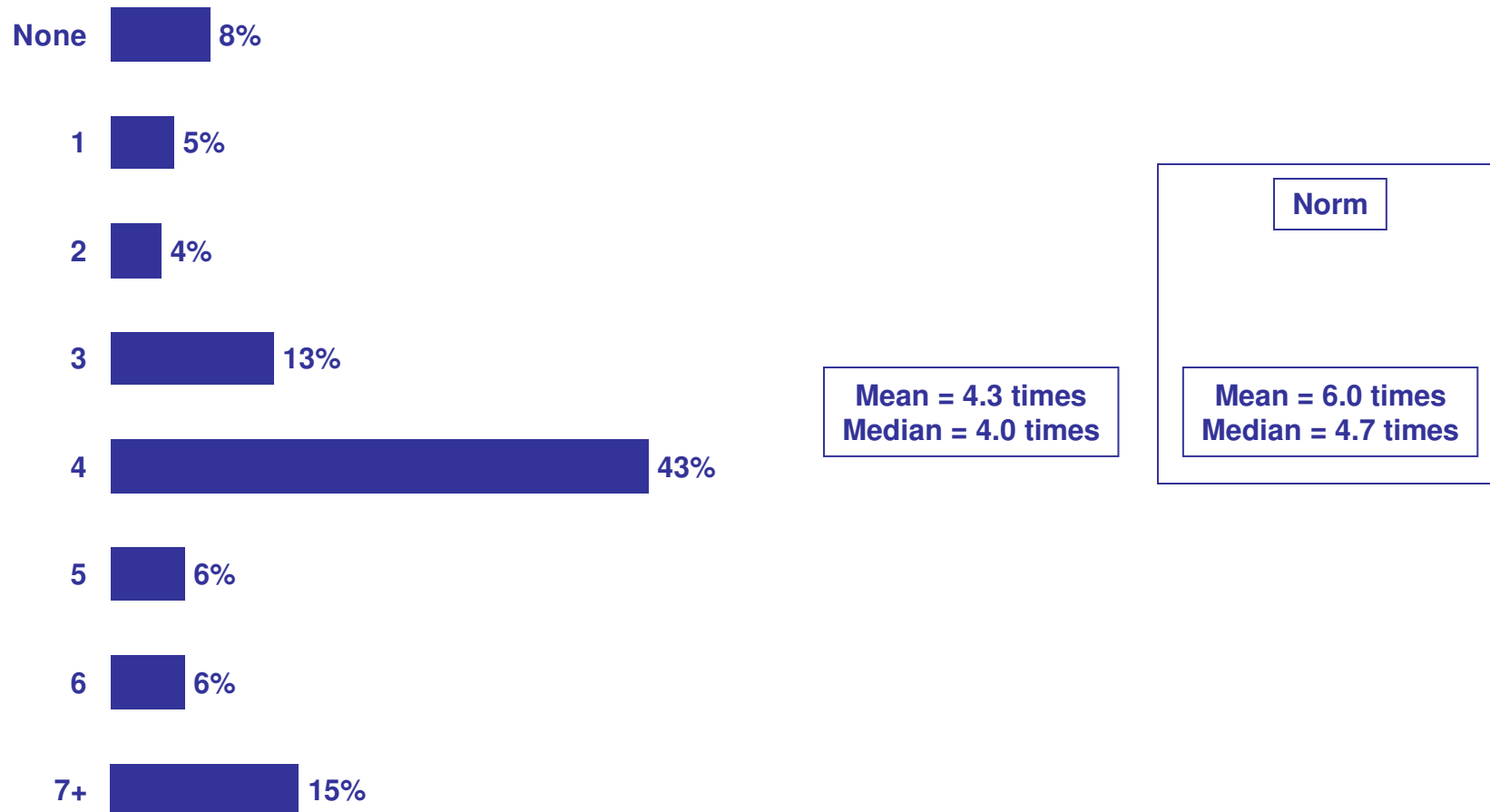
Children's Physical Activity





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

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

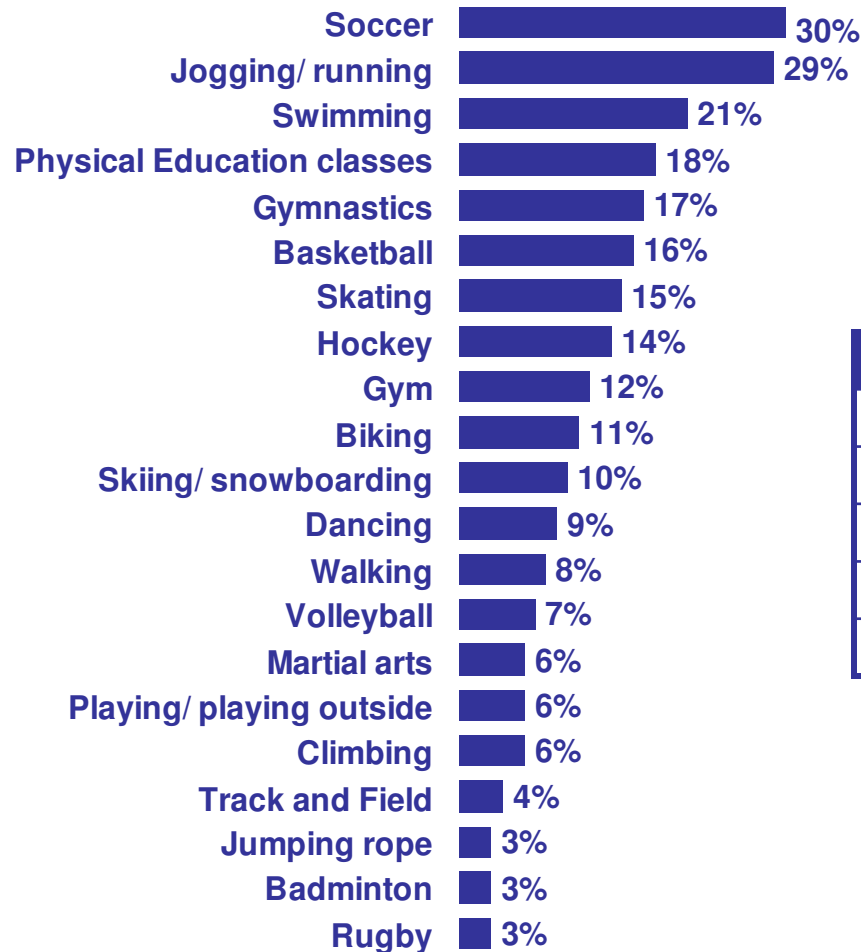


Base: Children aged 2 to 17 (n=215)



Common Physical Activities (Children)

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



Norm Top Mentions	
Hockey	23%
Soccer	23%
Basketball	21%
Swimming	20%
Skating	19%

Only mentions of 3% or more are shown.

Base: Have 1 or more children aged 2 to 17 (n=72)



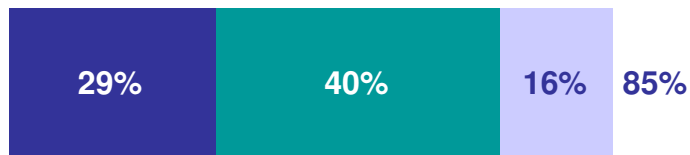
Adult Involvement in Children's Physical Activity

And in a typical week, how many times does an adult in your family do any of the following?

Encouraged your child/children to participate in physical activities or play sports



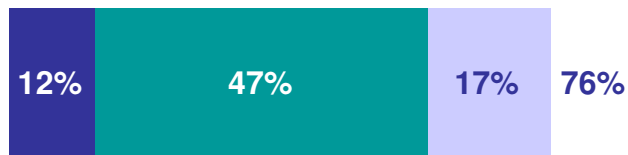
Watched your child/children undertake their physical activity or play sports



Transported your child/children to a place where he or she can participate in physical activities or play sports



Participated in a physical activity or played sports with your child/children



■ Every day or almost every day ■ At least once a week ■ At least once a month

Base: Have 1 or more children aged 2 to 17 (n=72)

Norm

94%

88%

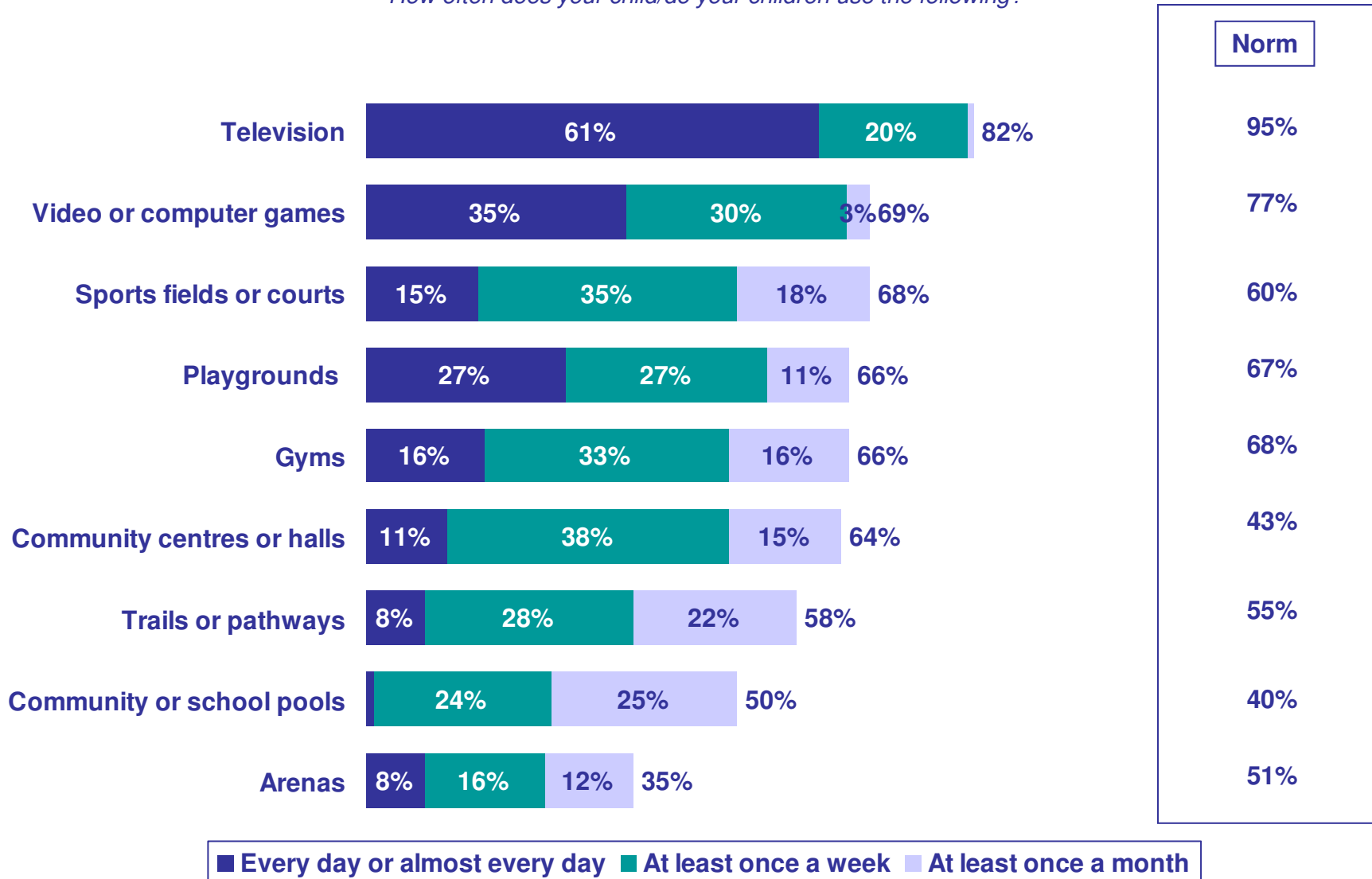
88%

83%



Frequency of Using Specific Equipment or Facilities

How often does your child/do your children use the following?

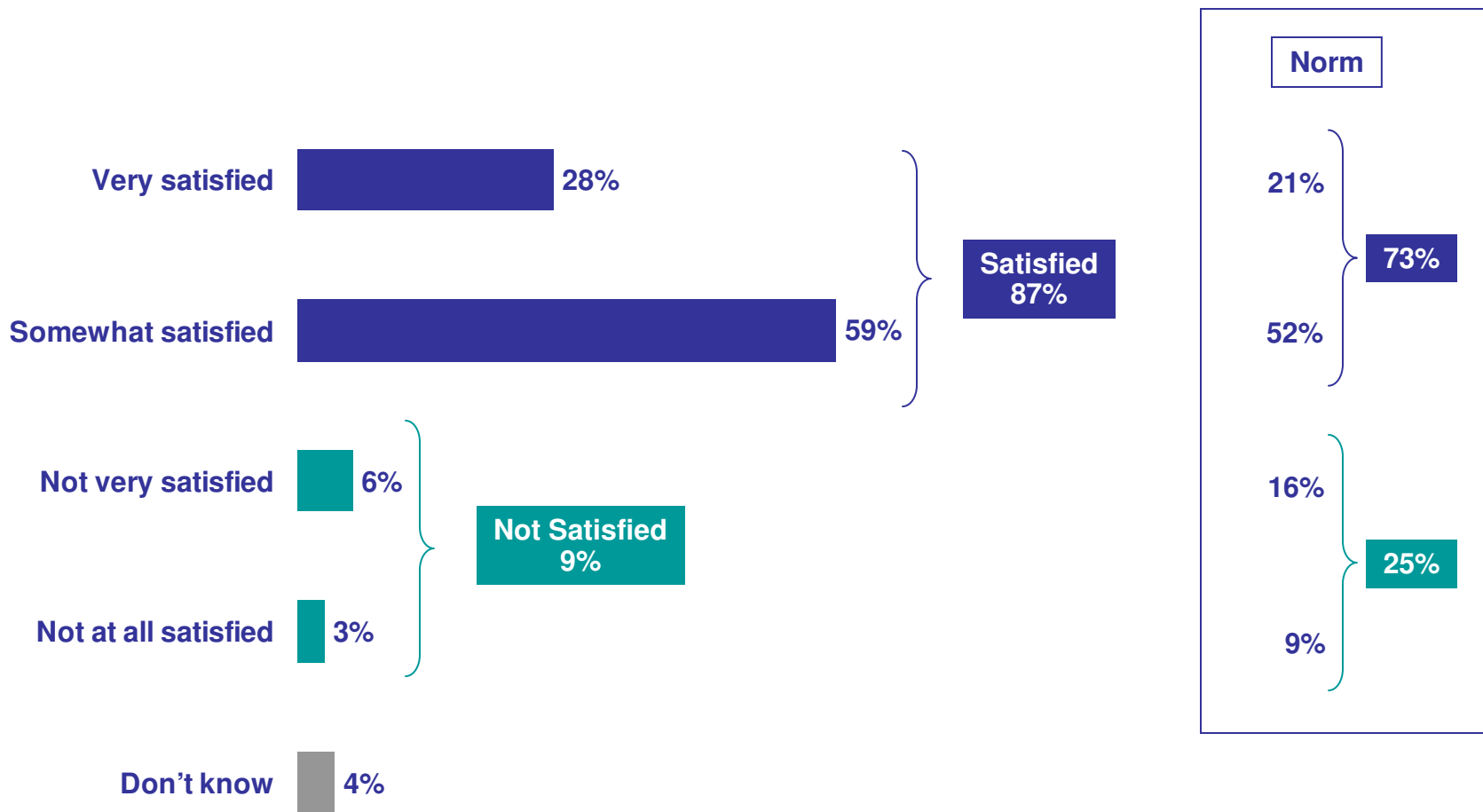


Base: Have 1 or more children (n=78)



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 1 or more children (n=78)



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

Generally speaking, please tell me how satisfied you are with the following aspects of the recreation services and programs that are available for children in the City of Vancouver.



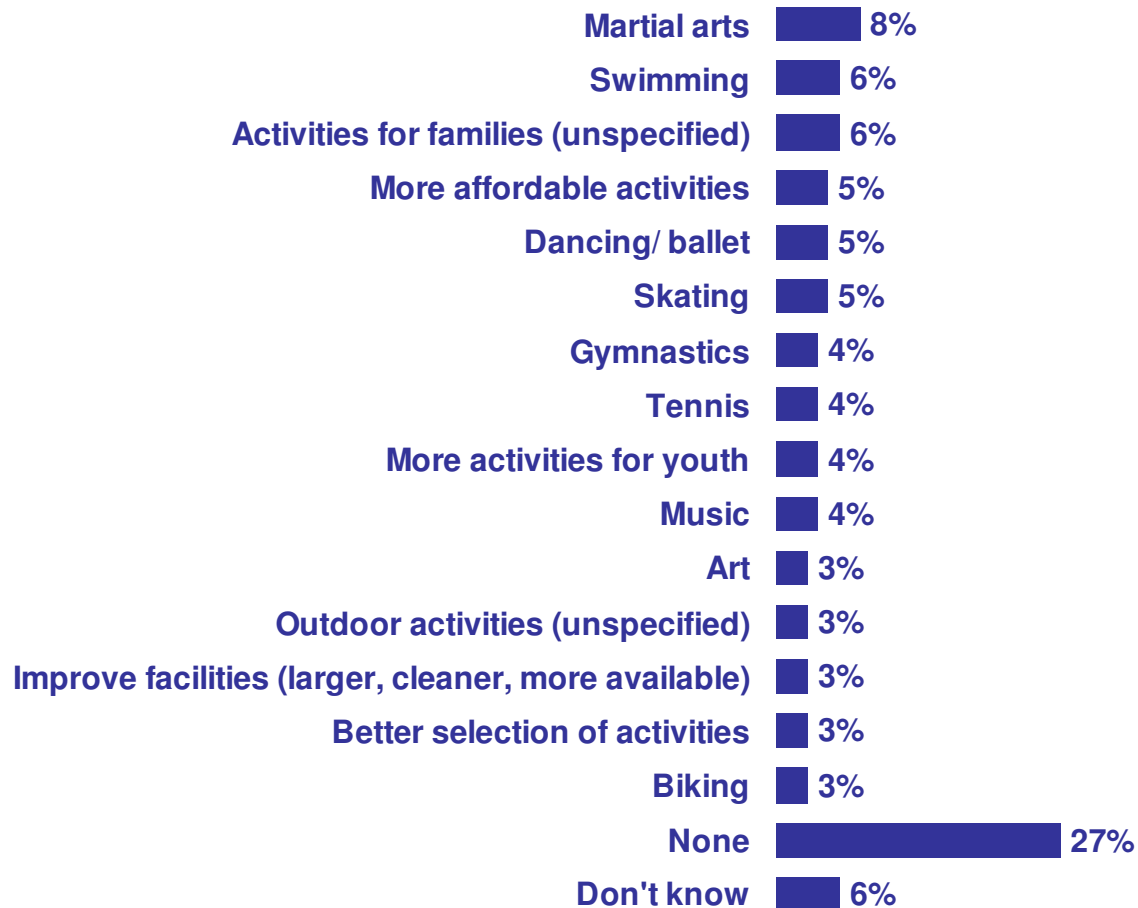
Base: Have 1 or more children (n=78)



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?

Anything else?



Only mentions of 3% or more are shown.

Base: Have 1 or more children (n=78)



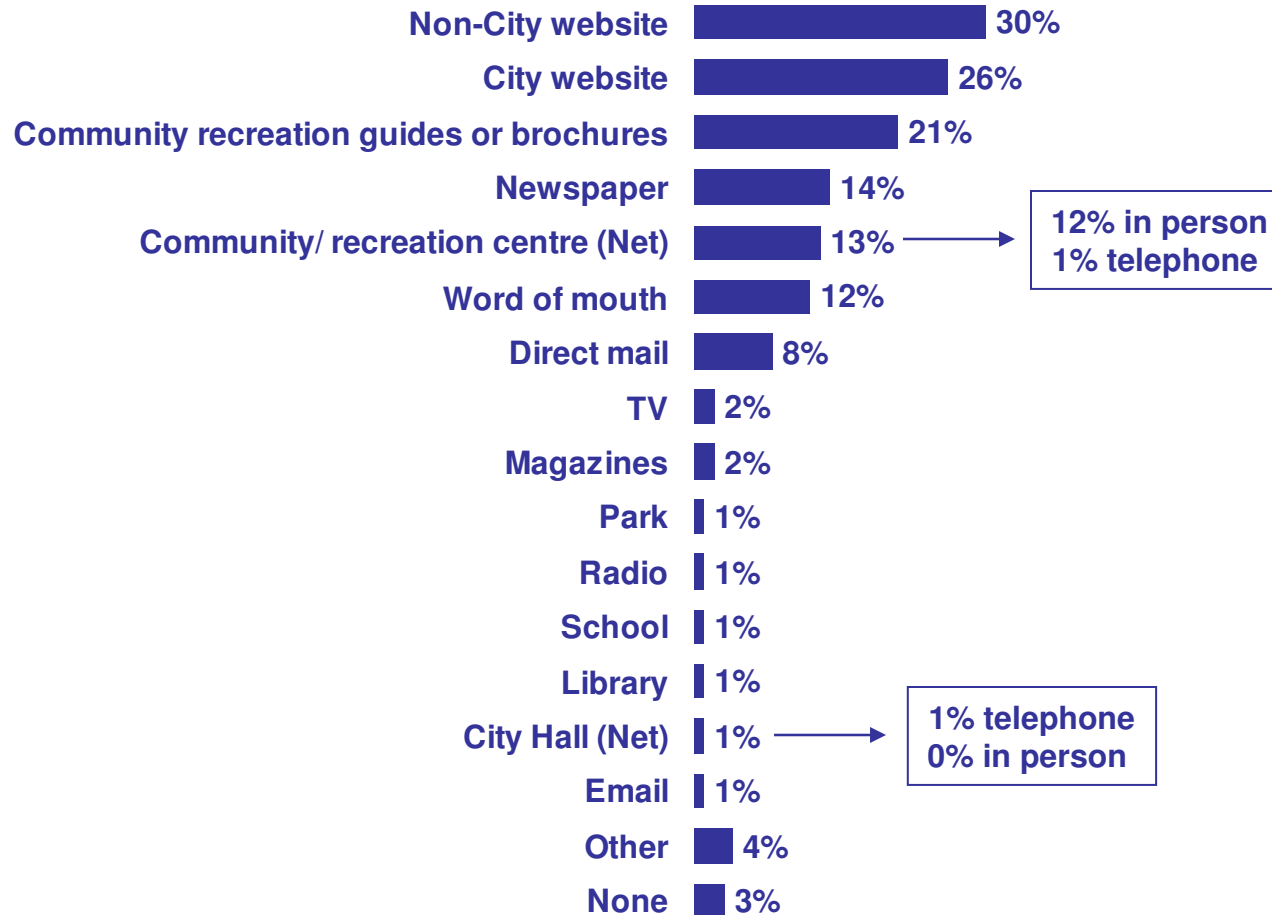
Communication Channels





Sources of Information about Parks and Recreation

Where do you typically get your information about parks and recreation in the City of Vancouver? Anywhere else?



Base: All respondents (n=300)



Weighted Sample Characteristics





Weighted Sample Characteristics

	Total Respondents (n=300) %
Gender:	
Male	47%
Female	53%
Age:	
16 to 34	33%
35 to 54	36%
55 or older	27%
<i>Average Age</i>	<i>45 years old</i>

	Total Respondents (n=300) %
Household Composition:	
With children	26%
Without children	74%
Length of Residency	
10 years or less	35%
11 to 20 years	25%
More than 20 years	40%
<i>Average Number of Years</i>	<i>22 years</i>



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