



## Ipsos Reid Public Affairs



## City of Vancouver 2007 Recreation & Physical Fitness Study

February 2007



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**Objectives and Methodology**



## Objectives and Methodology

- ◆ The primary objective of this research was to assess citizens' physical activity levels and recreation behaviours and needs.
- ◆ A total of 300 telephone interviews were conducted with Vancouver residents aged 16 years or older.
- ◆ All interviews were conducted between January 15 and 24, 2007.
- ◆ Overall results are accurate to within  $\pm 5.7\%$ , 19 times out of 20.
- ◆ Results have been weighted using the 2001 Census to ensure that the sample's age/gender distribution reflects that of the actual Vancouver population.
- ◆ Where appropriate, results have been compared to Ipsos Reid's municipal norms for BC to provide added context and insight.



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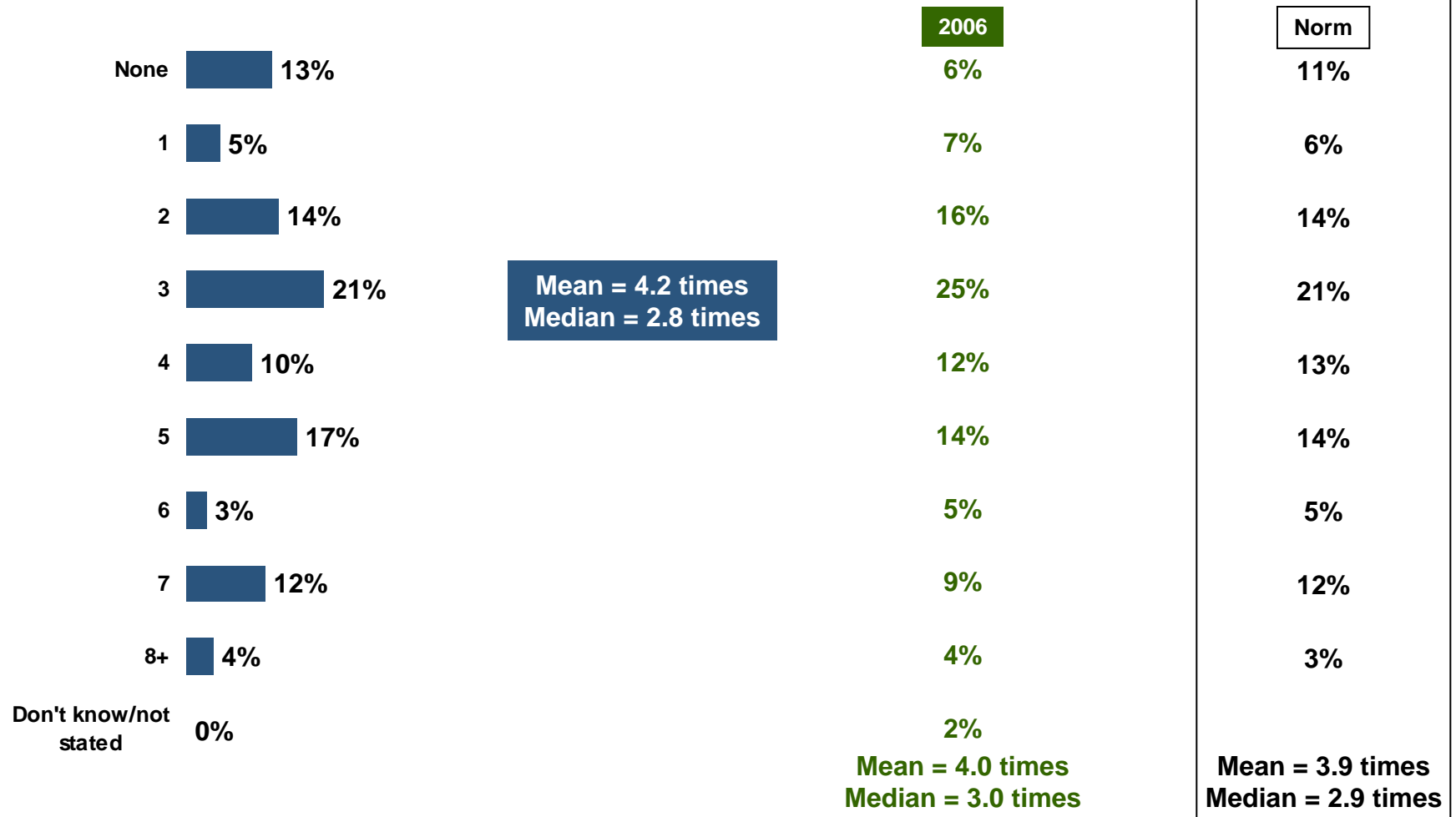


**Recreation Behaviour**



# Weekly Physical Activity Level

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

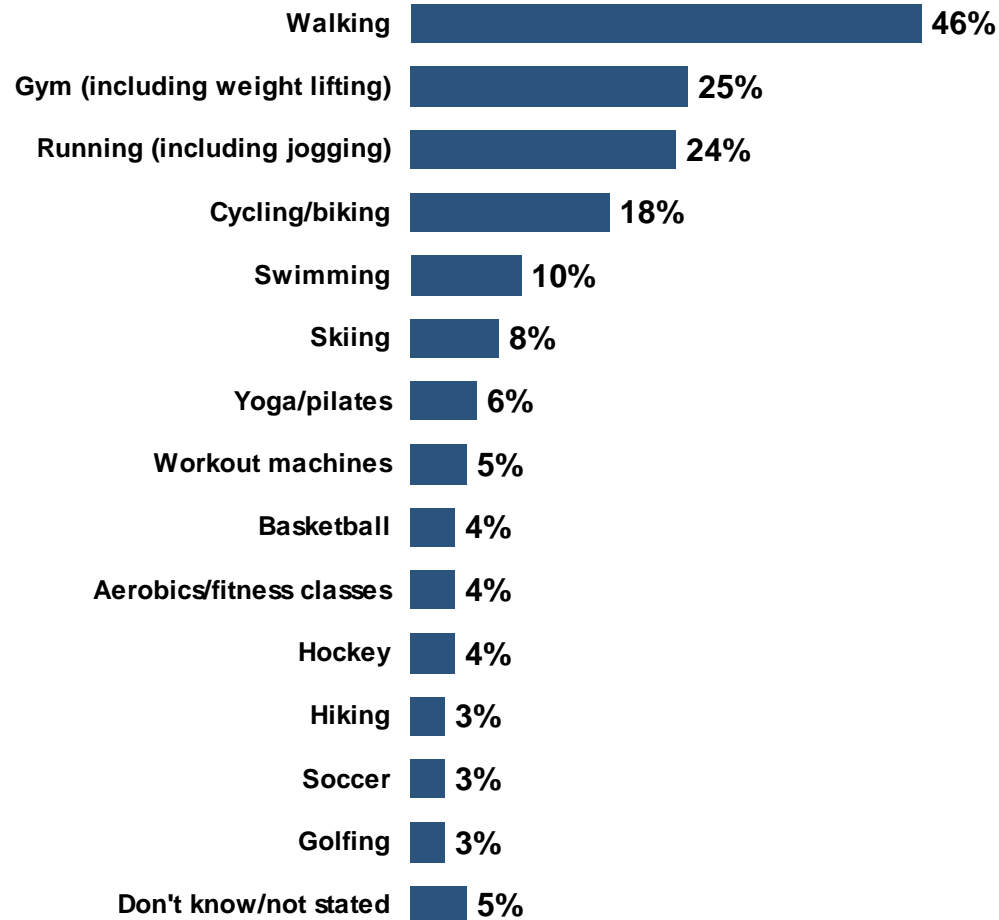


Base: Total Vancouver respondents (n=300)



# Common Physical Activities

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



Norm Top Mentions	
Walking	46%
Gym (including weight lifting)	22%
Running	15%
Biking	12%
Swimming	9%
Skiing	8%
Hiking	5%

2006 Top Mentions	
Walking	40%
Gym (including weight lifting)	31%
Running (including jogging)	20%
Cycling/biking	13%
Swimming	10%
Aerobics	5%

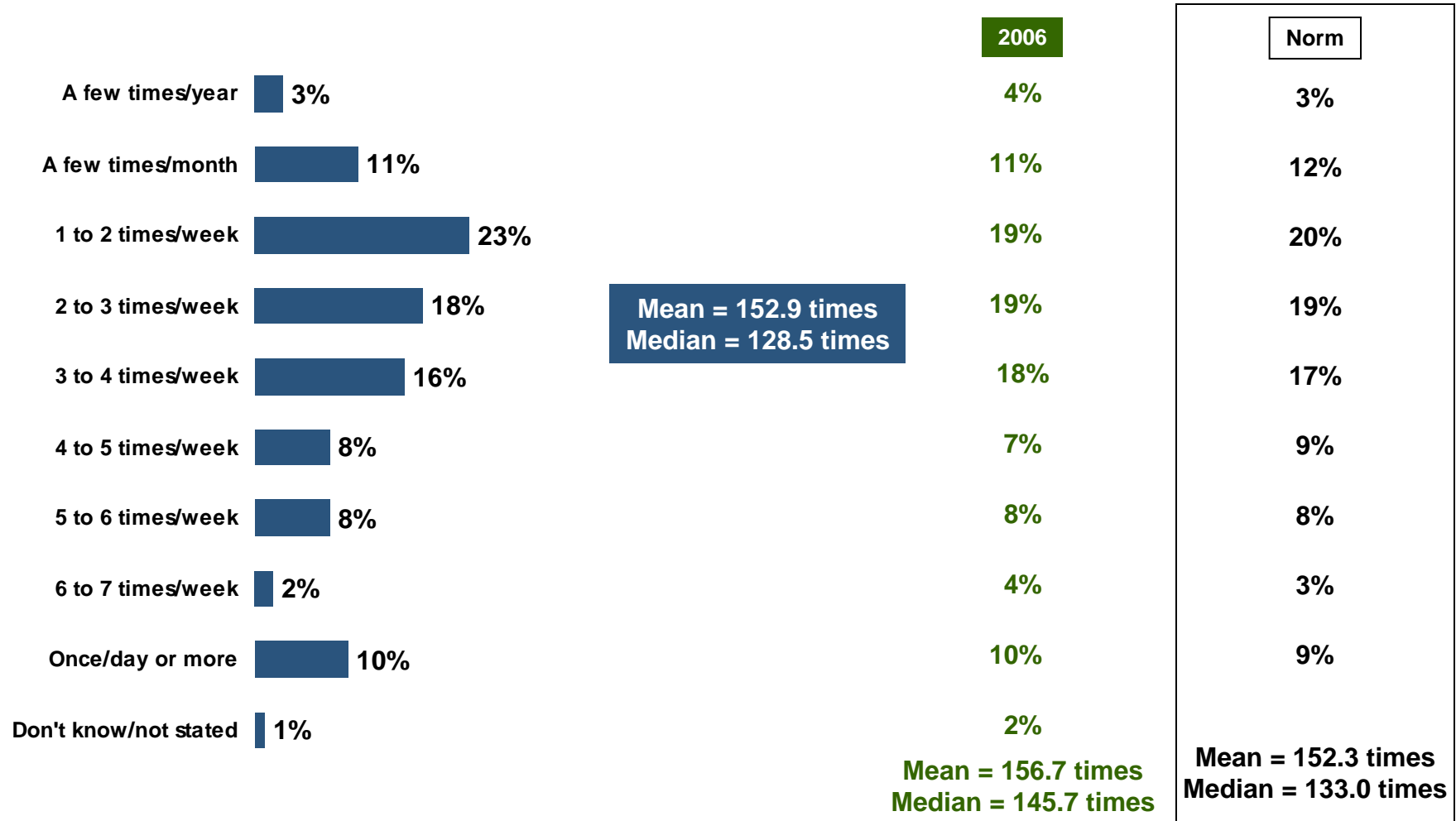
Note: Only includes mentions of 3% or more.

Base: Total Vancouver respondents (n=300)



# Average Number of Times Participate in Individual Activities – Past 12 Months

In the past 12 months, approximately how many times have you participated in [INSERT ACTIVITY]?

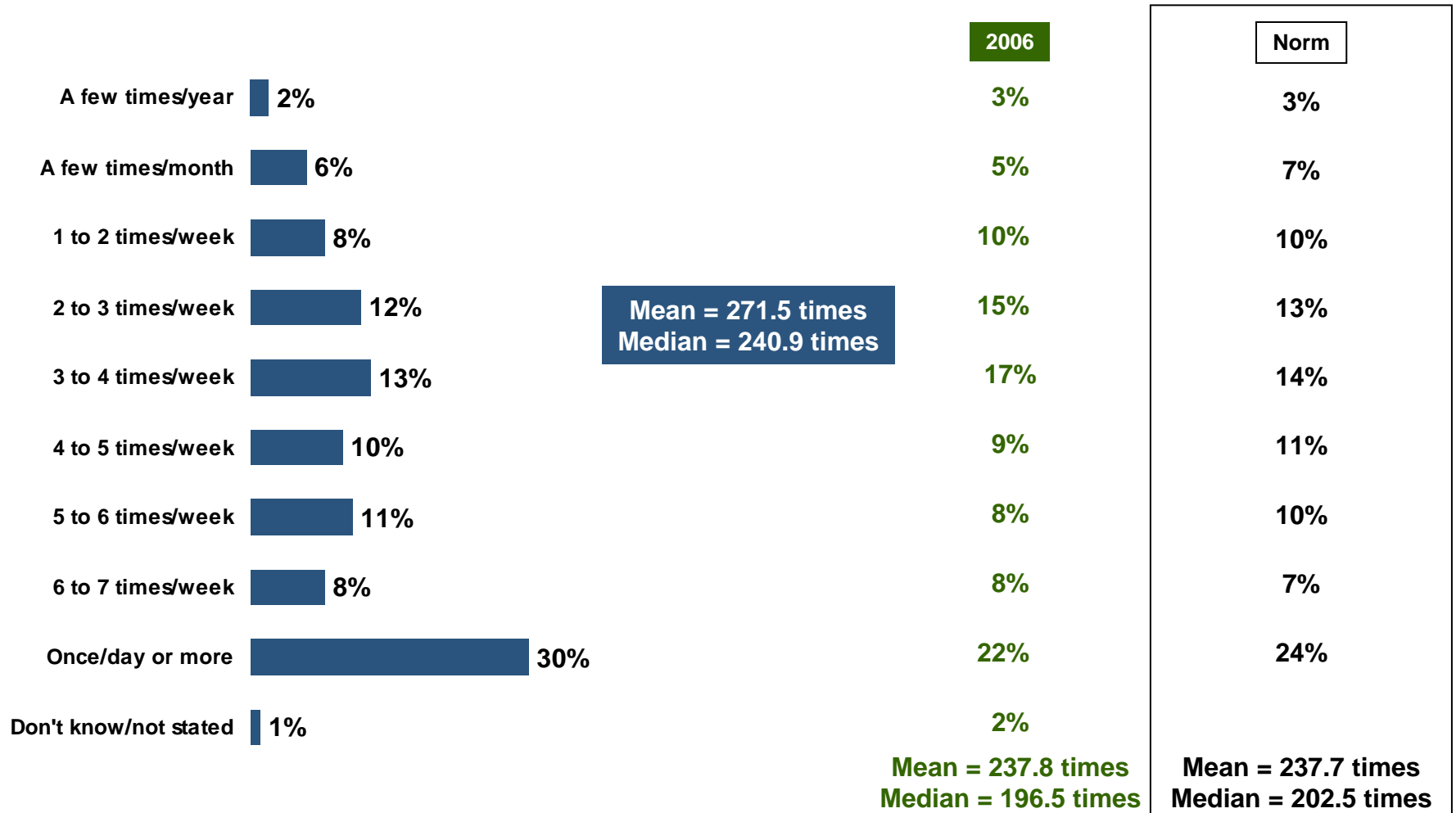


Base: Vancouver respondents who mentioned participating in physical activity or exercise (n=281)



# Total Number of Times Participate in Individual Activities – Past 12 Months

In the past 12 months, approximately how many times have you participated in [INSERT ACTIVITY]?

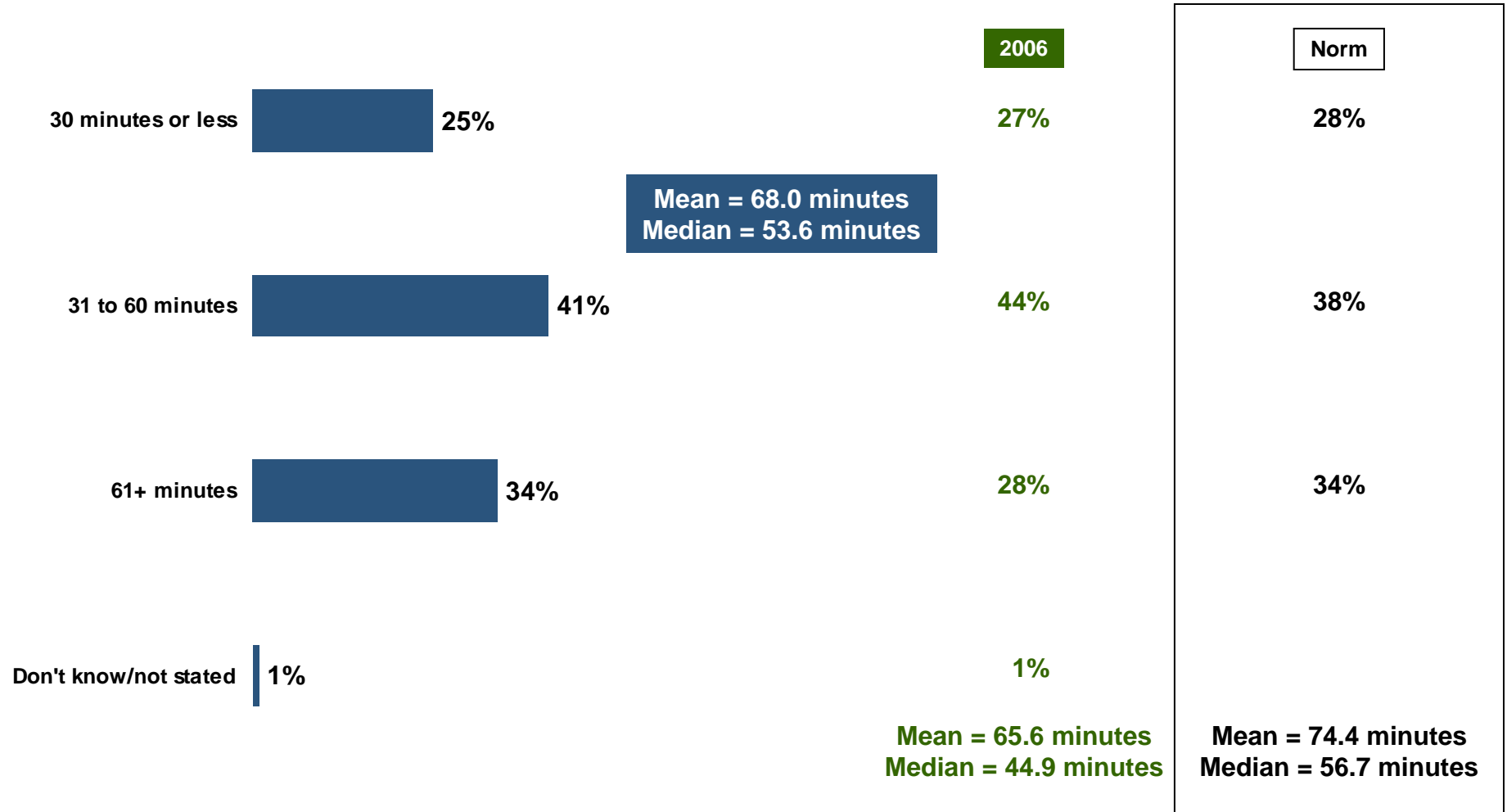


Base: Vancouver respondents who mentioned participating in physical activity or exercise (n=281)



# Average Duration of Participation in Individual Activities

And, on average, how many minutes do you spend on this activity each time you participate?

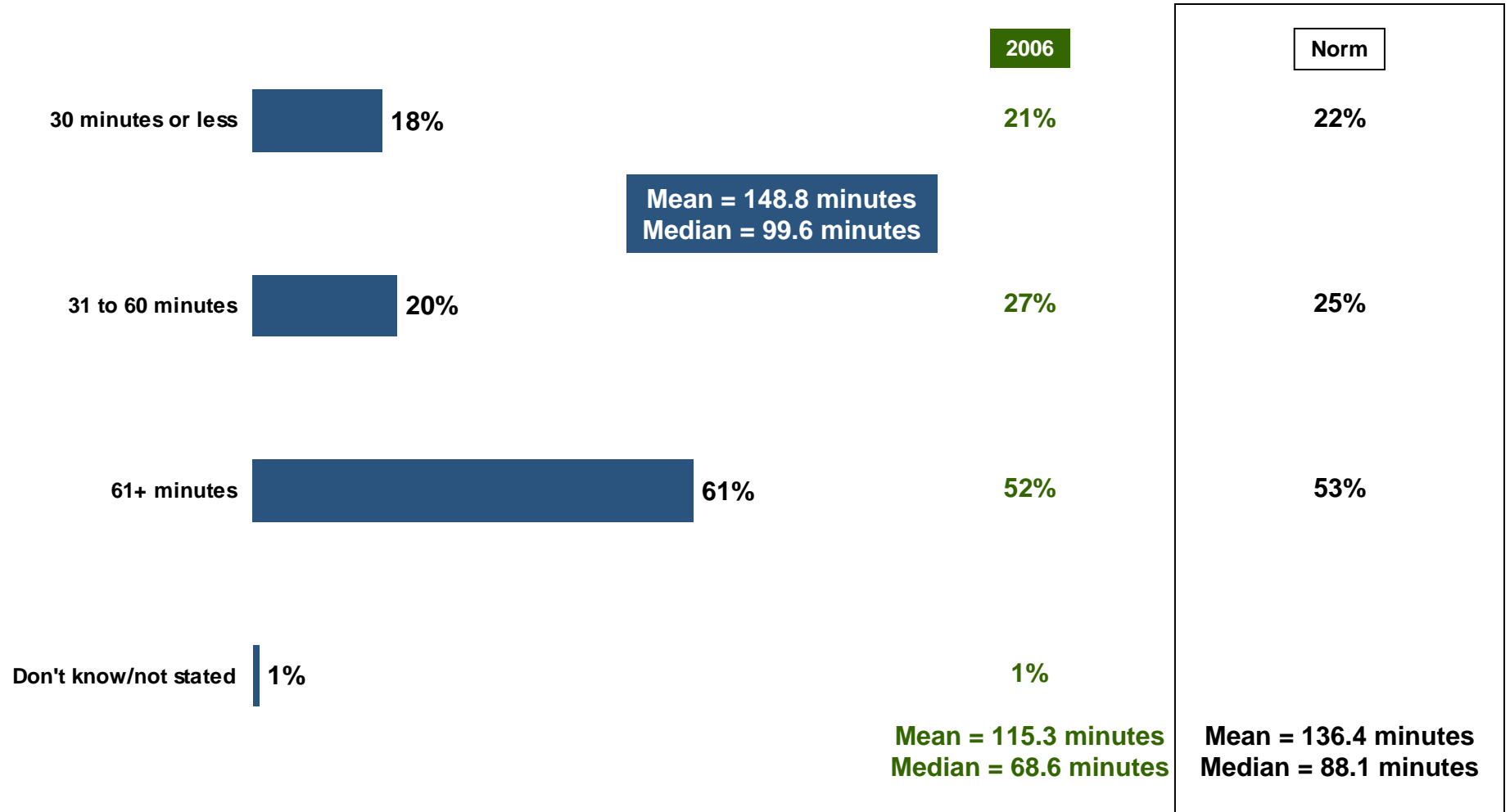


Base: Vancouver respondents who mentioned participating in physical activity or exercise (n=281)



# Total Duration of Participation in Individual Activities

And, on average, how many minutes do you spend on this activity each time you participate?

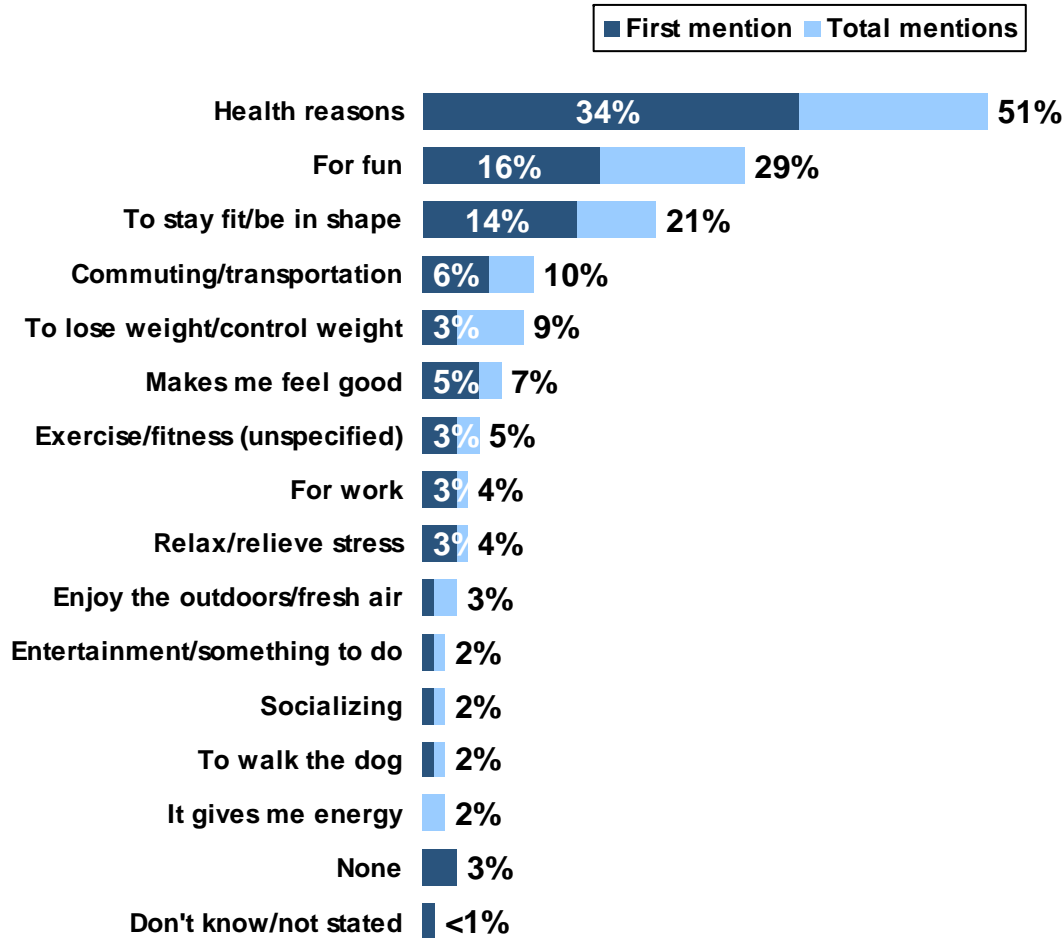


Base: Vancouver respondents who mentioned participating in physical activity or exercise (n=281)



# Reasons for Participating in Physical Activity and Exercise

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



Norm Top Mentions	
Health	48%
Fun, enjoyment	31%
Keep fit	20%
Lose or maintain weight	7%
Feel good	7%

2006 Top Mentions	
Health, physical well being	58%
For fun, enjoyment	29%
Keep fit, in shape	20%
Makes me feel good/better	10%
Transportation	6%
Lose weight, weight management	5%
Socializing	5%

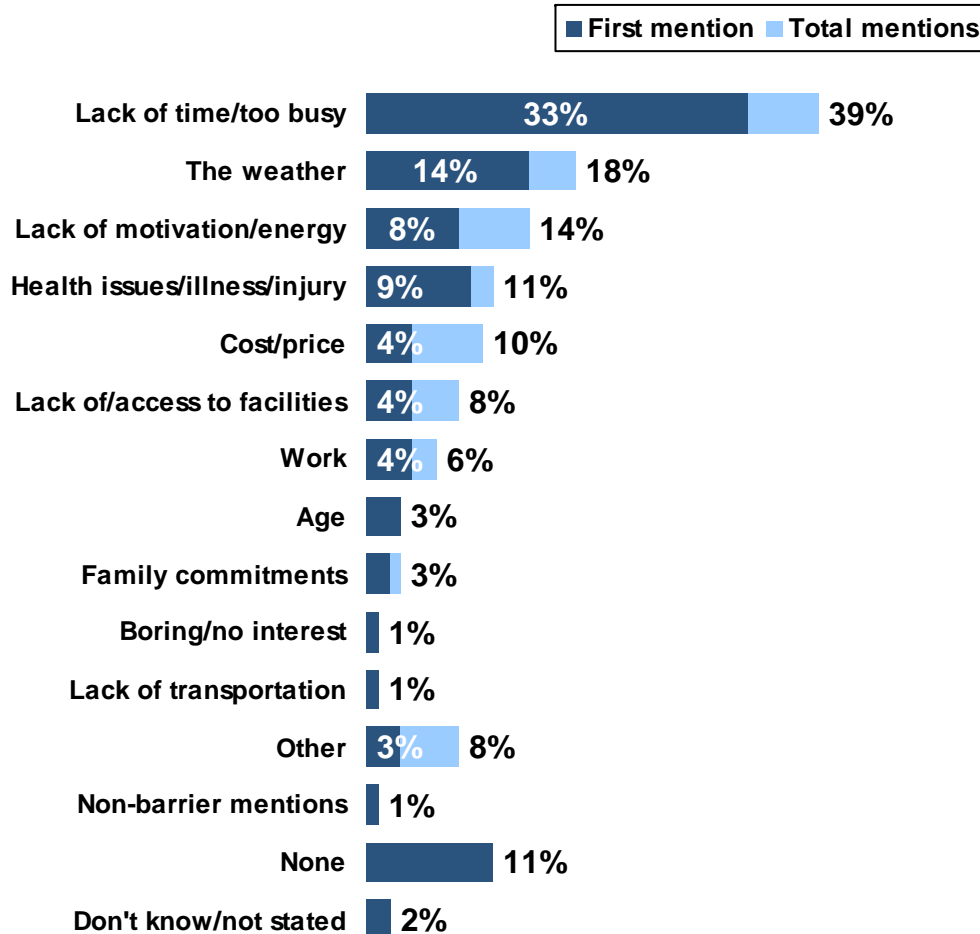
Note: Only includes total mentions of 2% or more.

Base: Total Vancouver respondents (n=300)



# Barriers to Participating in Physical Activity and Exercise

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



Norm Top Mentions	
Time	32%
Weather	12%
Lack motivation, energy, lazy	10%
Injury, disability, health, illness	10%
Work	8%
Cost	6%
None	14%

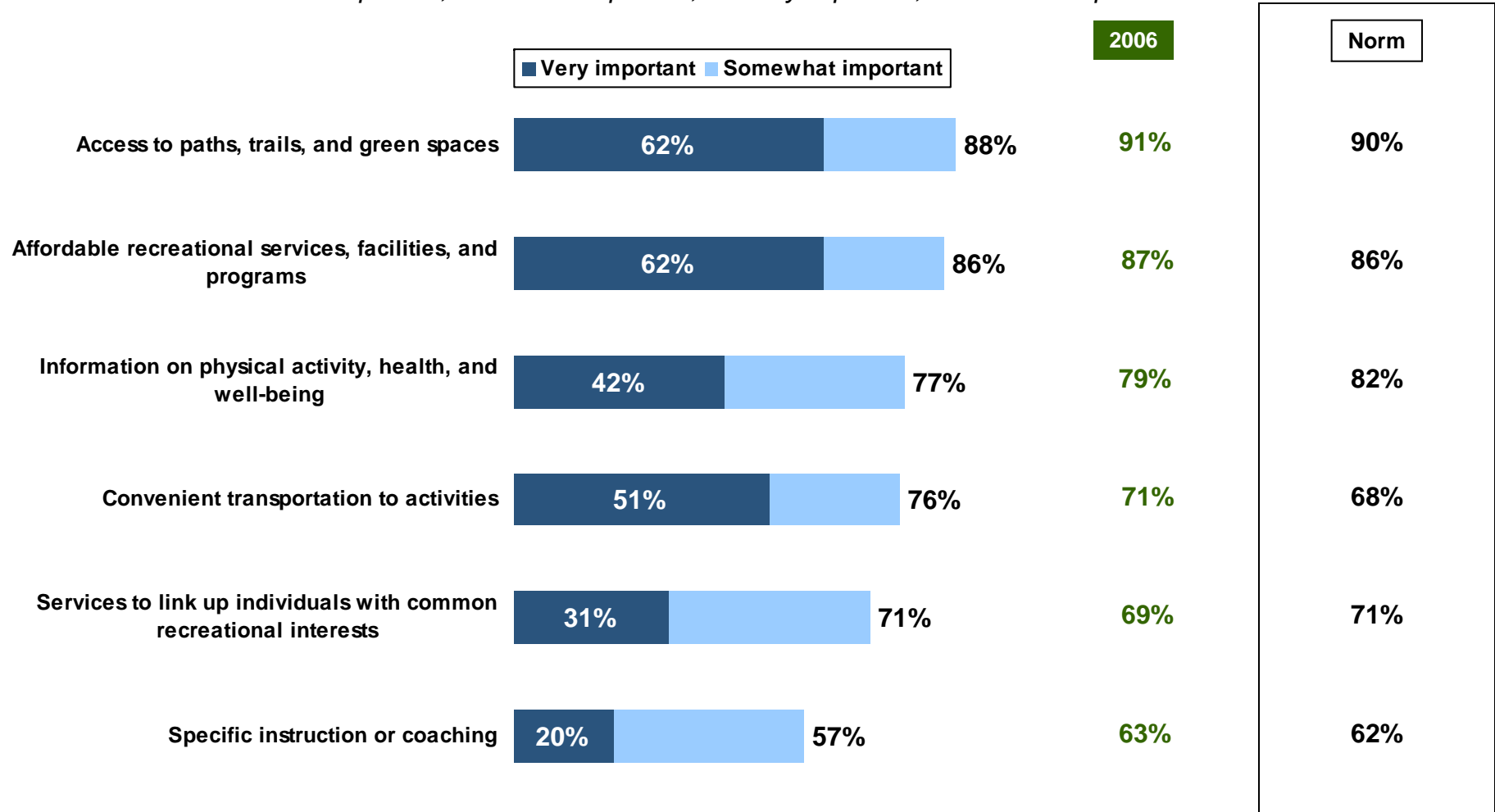
2006 Top Mentions	
Time, lack of time	36%
Weather, outdoor conditions	14%
Lack of motivation, energy, lazy	12%
Work	10%
Physical disability, injury, health issue	8%
Cost, too expensive	7%
None	15%

Base: Total Vancouver respondents (n=300)



# Important Factors in Encouraging Physical Activity

Overall, how important would you say each of the following is in helping you become physically active? Would you say very important, somewhat important, not very important, or not at all important?



Base: Total Vancouver respondents (n=300)



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**Recreation Services**



# Overall Satisfaction with Municipal Recreation Facilities

Overall, how satisfied are you with Vancouver's recreation and parks facilities? Would you say very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?

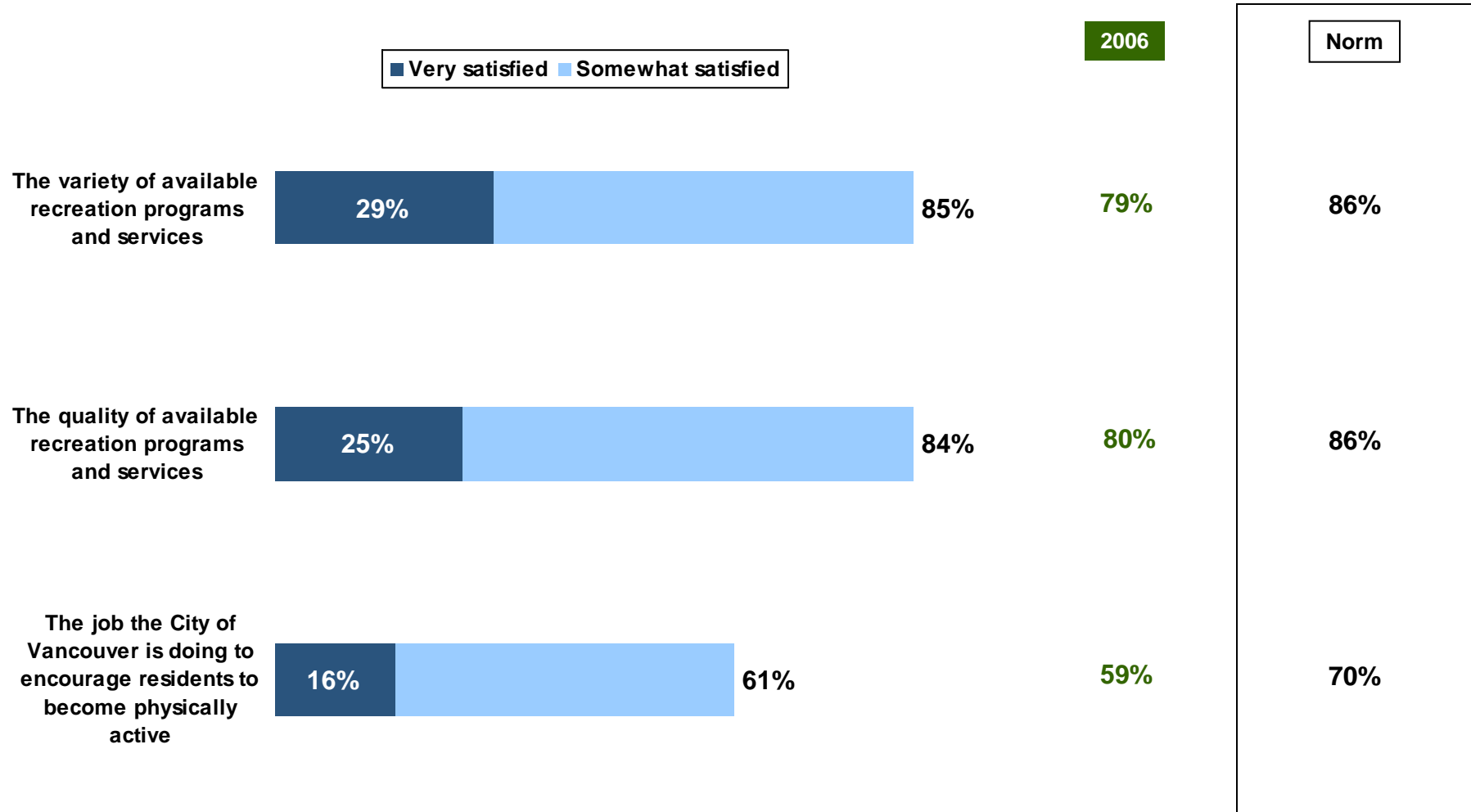


Base: Total Vancouver respondents (n=300)



# Satisfaction with Specific Aspects of Service Delivery

How satisfied are you with ...?



Base: Total Vancouver respondents (n=300)



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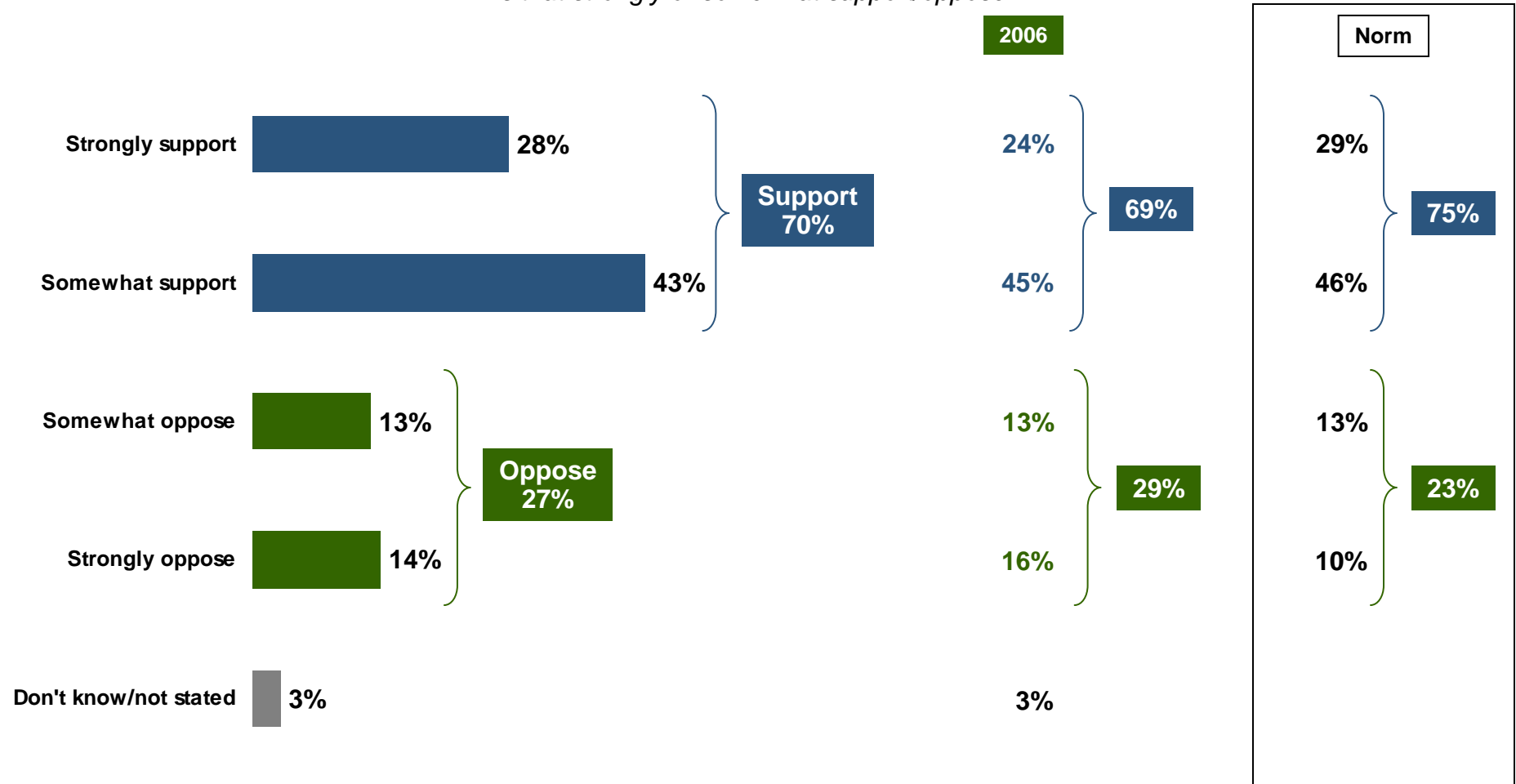


Funding



## Support for User Fees

As you may know, many recreational programs and park facilities in 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? Is that strongly or somewhat support/oppose?



Base: Total Vancouver respondents (n=300)



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**Demographics**



## Demographics

	Total Vancouver Respondents (n=300) %
<b>Gender:</b>	
Male	49
Female	51
<b>Age:</b>	
16 to 24	9
25 to 34	27
35 to 44	20
45 to 54	17
55 to 64	13
65+	12
<i>Mean</i>	<i>43 years</i>
<b>Children in Household:</b>	
Yes	24
No	76



## Demographics (cont.)

	Total Vancouver Respondents (n=300) %
<b>Number of Years Lived in Vancouver:</b>	
Less than 1	4
1 to 10	36
11 to 20	22
21 to 30	14
31 to 40	11
41+	13
<i>Mean</i>	<i>20 years</i>



## Ipsos Reid Public Affairs



### For More Information, Please Contact:

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