



Appendix 1

Ipsos Reid Public Affairs



CITY OF VANCOUVER
Municipal Government, British Columbia, Canada

Recreation and Physical Fitness Study

February 2006



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Objectives and Methodology



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- ◆ **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 or older.**
- ◆ **All interviews were conducted between January 23 and January 30, 2006.**
- ◆ **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 to provide added context and insight.**



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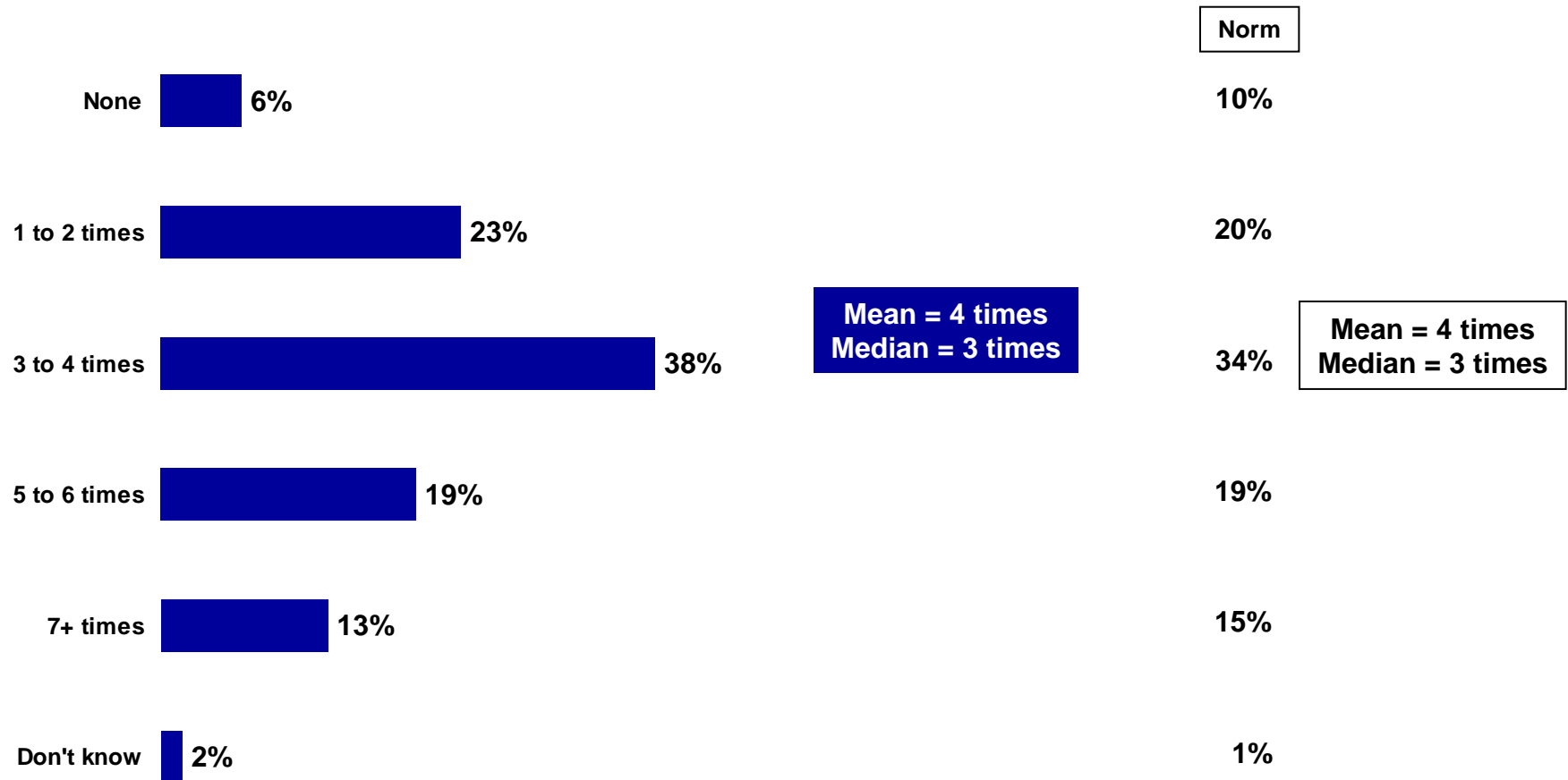


Recreation Behaviour



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?

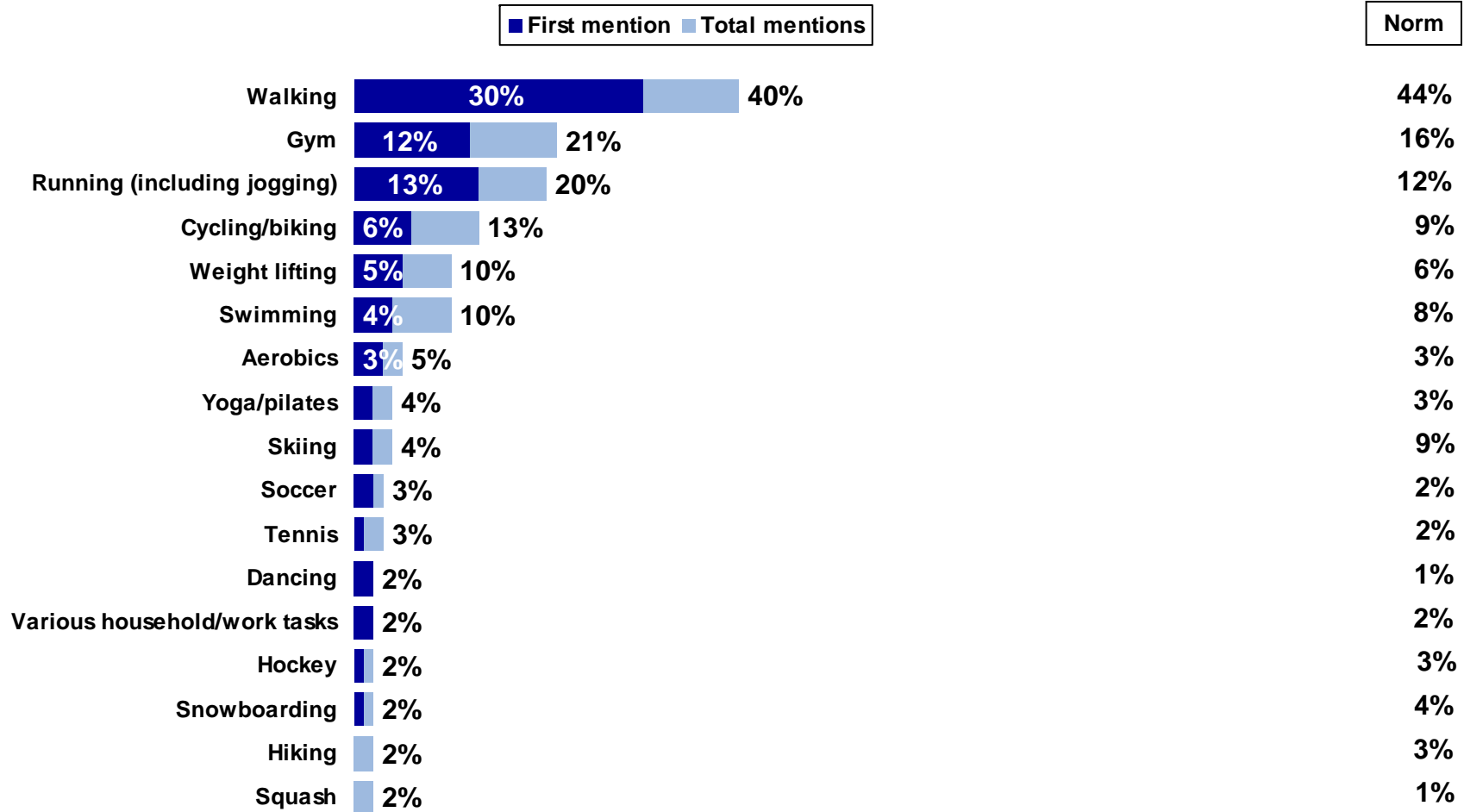


Base: Total Vancouver respondents (n=300)



Common Physical Activities

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

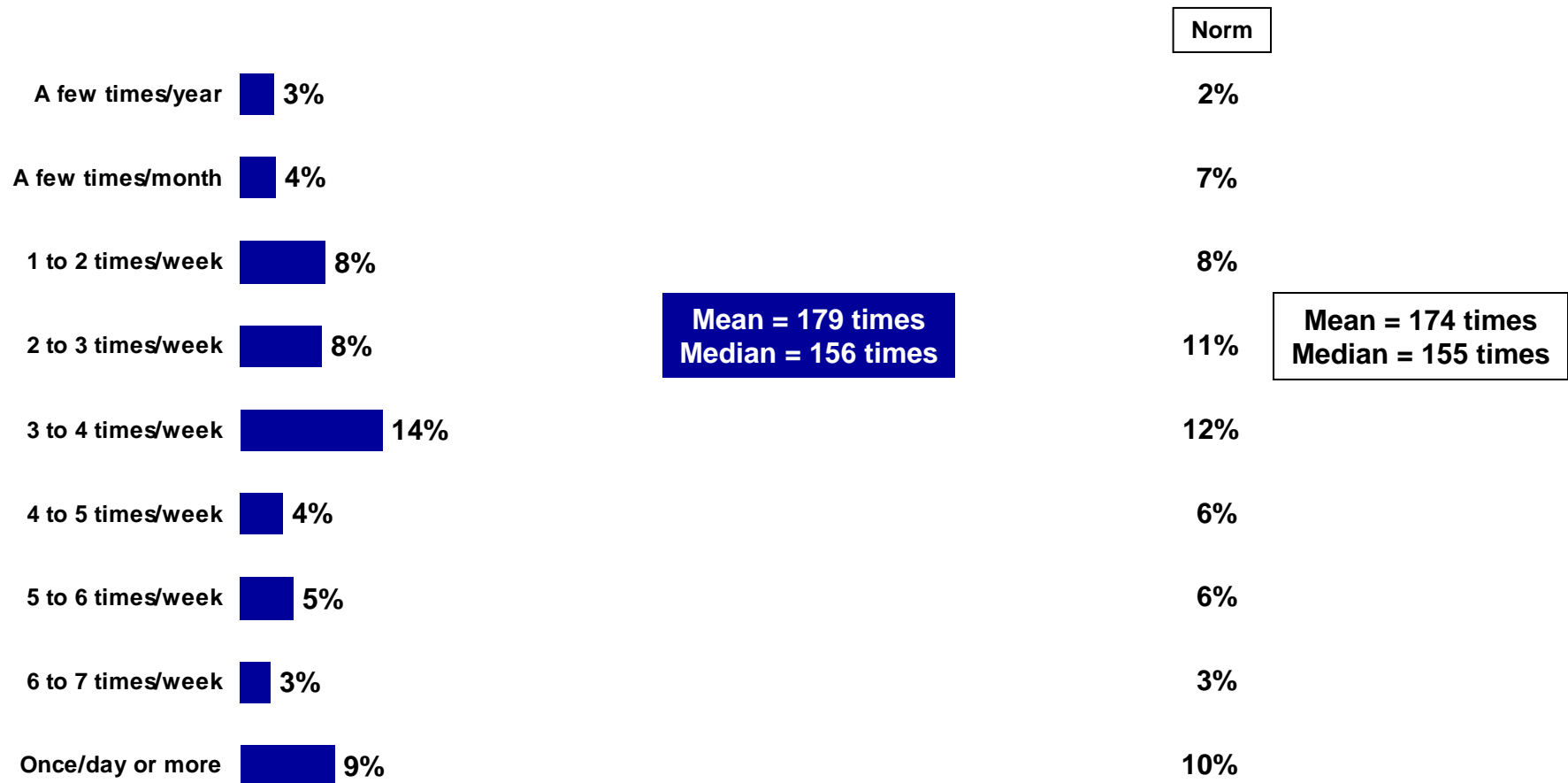


Base: Total Vancouver respondents (n=300)



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]?

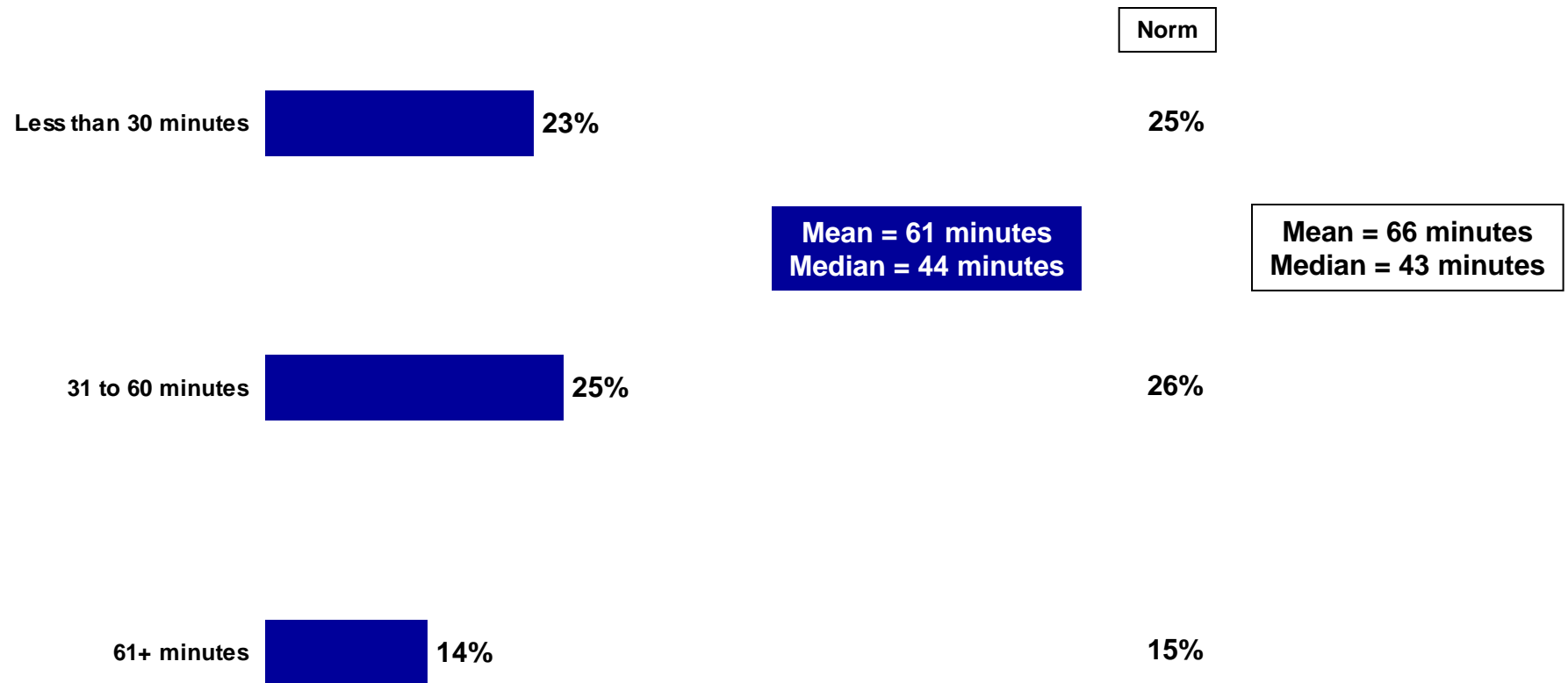


Base: Total Vancouver respondents who mentioned physical activity or exercise (n=292)



Duration of Activity

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

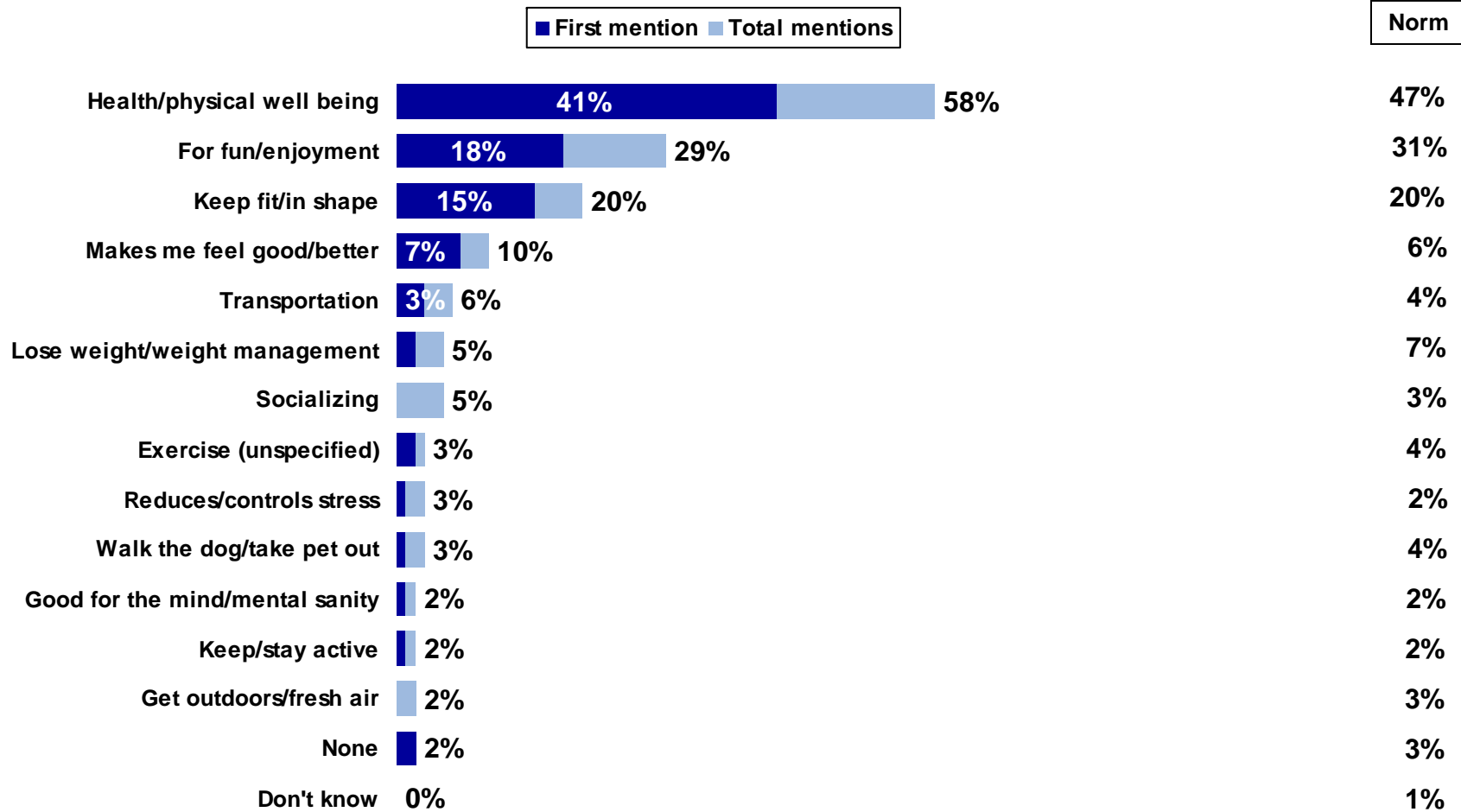


Base: Total Vancouver respondents who mentioned physical activity or exercise (n=292)



Reasons for Participating in Physical Activity and Exercise

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

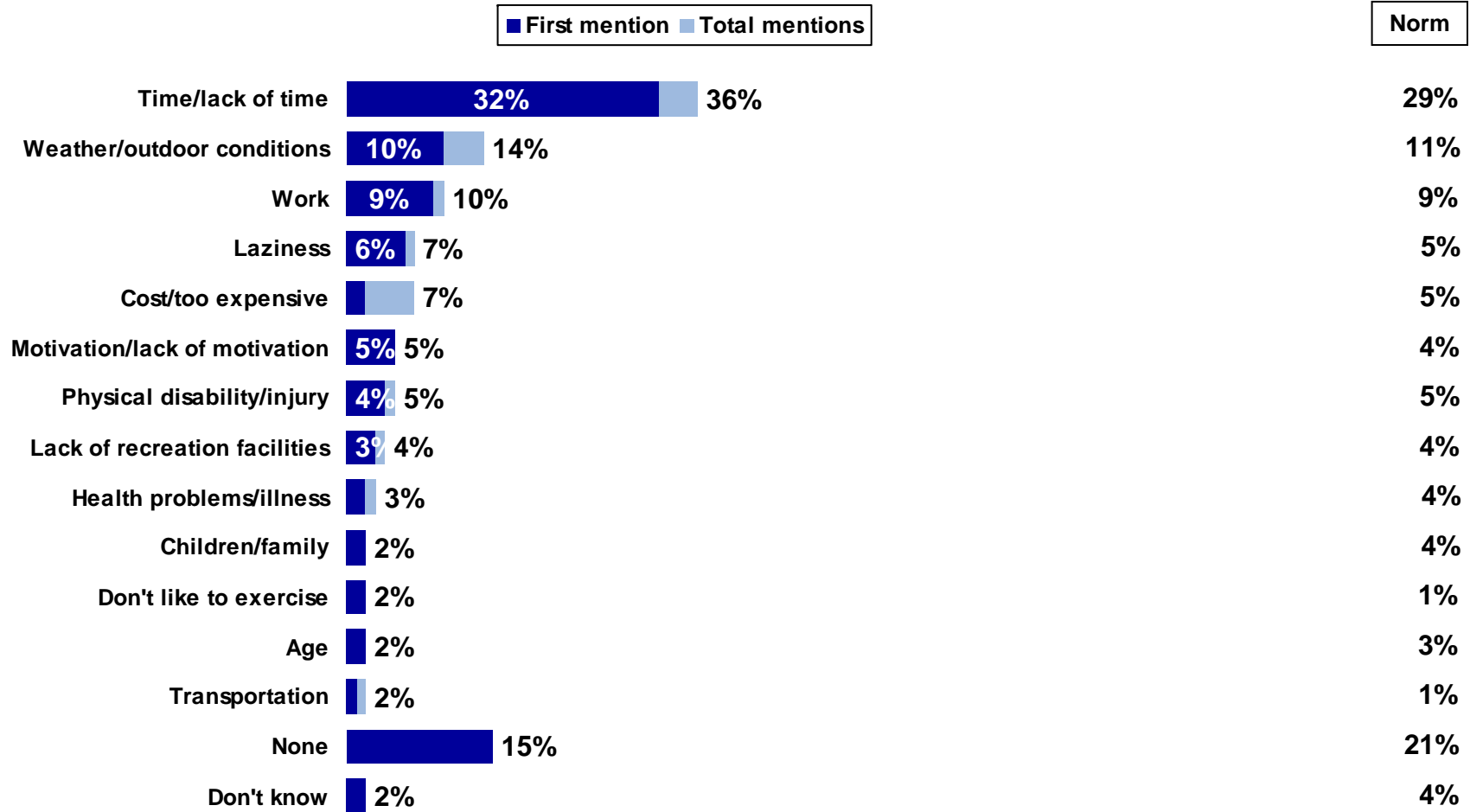


Base: Total Vancouver respondents (n=300)



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?

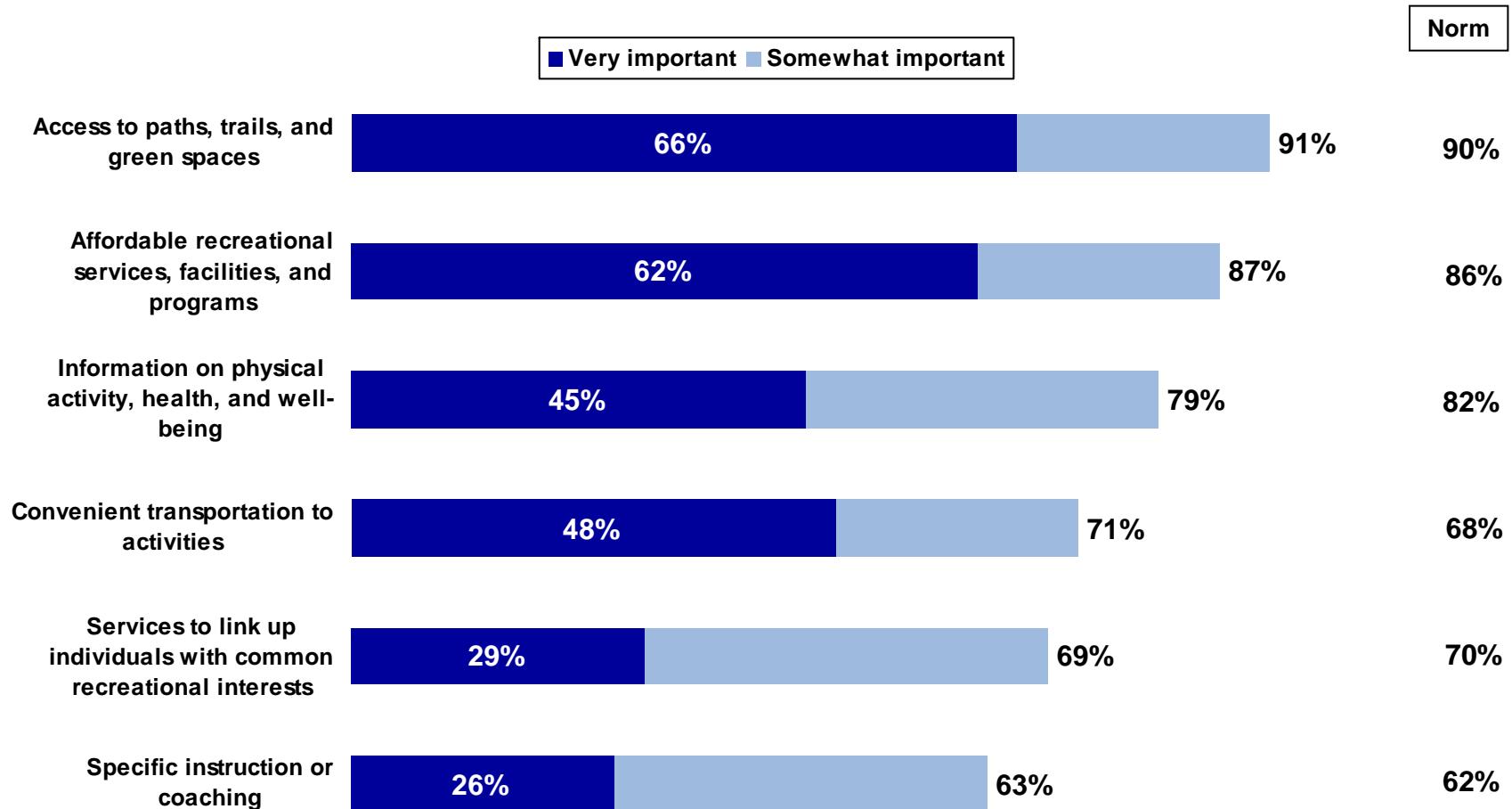


Base: Total Vancouver respondents (n=300)



Important Factors in Encouraging Physical Activity

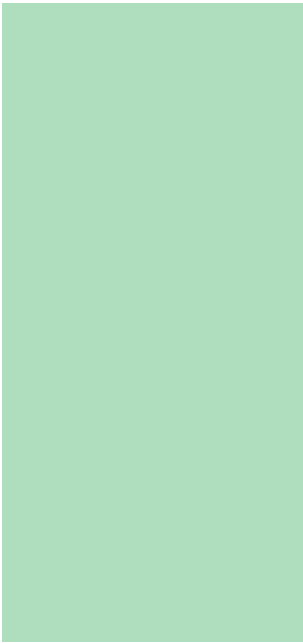
Overall, how important would you say each of the following is in helping you become physically active? Would you say very important, somewhat important, not very important, or not at all important?



Base: Total Vancouver respondents (n=300)



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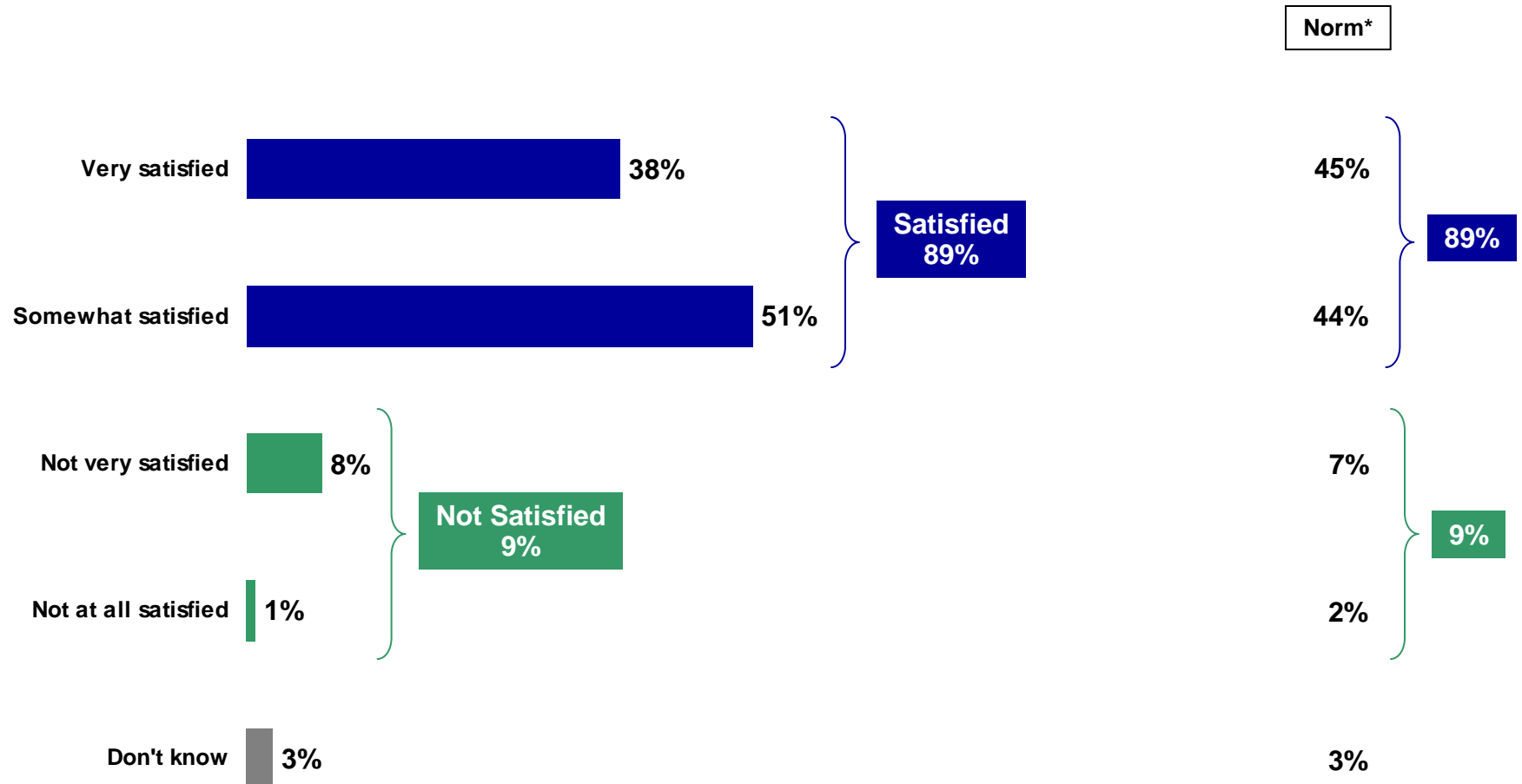


Recreation Services



Overall Satisfaction with Municipal Recreation and Parks 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)

**Slightly different question wording.*



Satisfaction with Specific Aspects of Service Delivery

How satisfied are you with ...?

■ Very satisfied ■ Somewhat satisfied

Norm

The quality of available recreation programs and services



86%

The variety of available recreation programs and services



86%

The job the City of Vancouver is doing to encourage residents to become physically active



69%

Base: Total Vancouver respondents (n=300)



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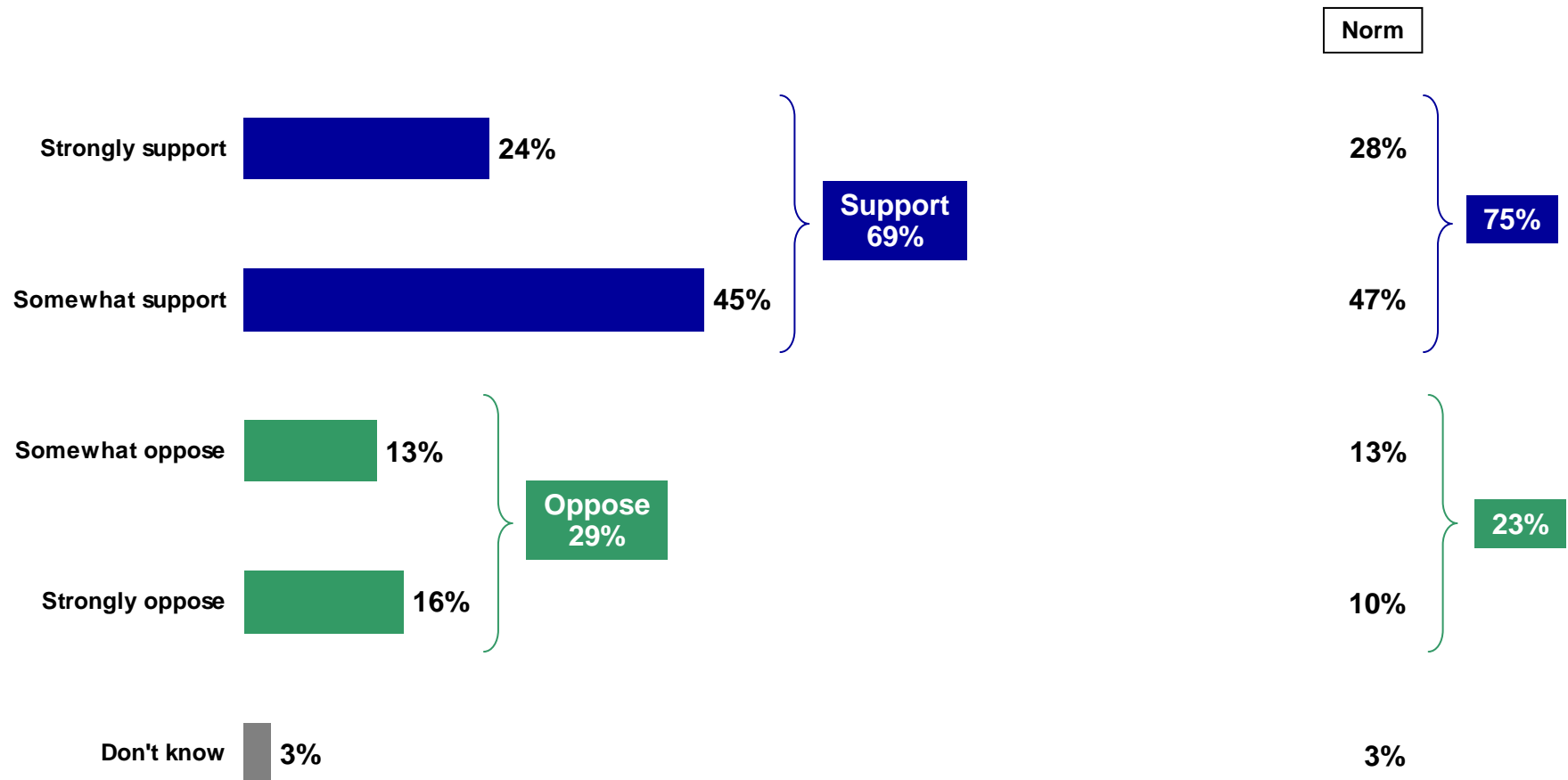


Funding



Support for 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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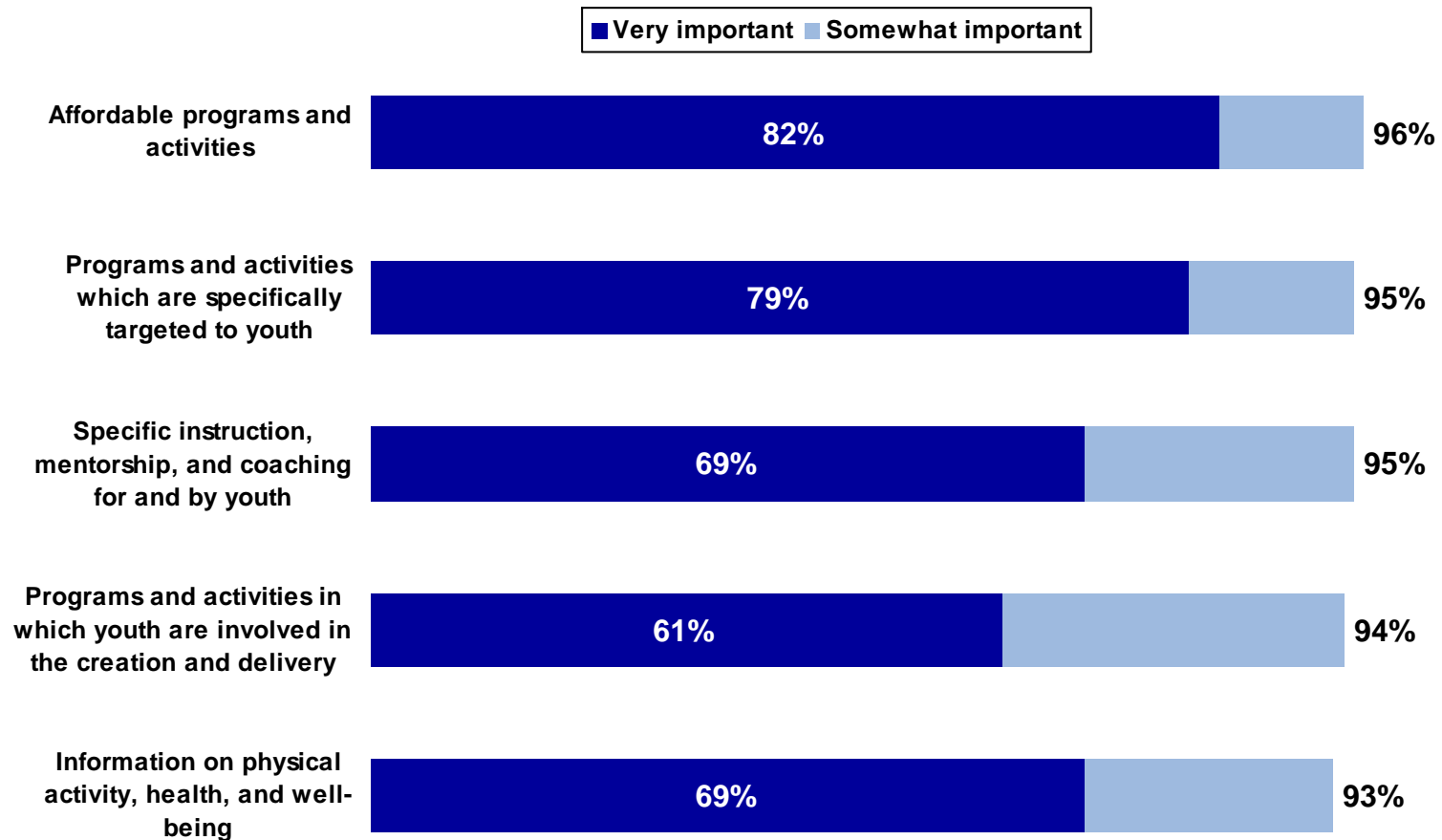


Youth Recreation



Important Factors in Encouraging Physical Activity Among Youth

Thinking specifically about children and youth, how important would you say each of the following is in helping young people become physically active? Would you say very important, somewhat important, not very important, or not at all important?

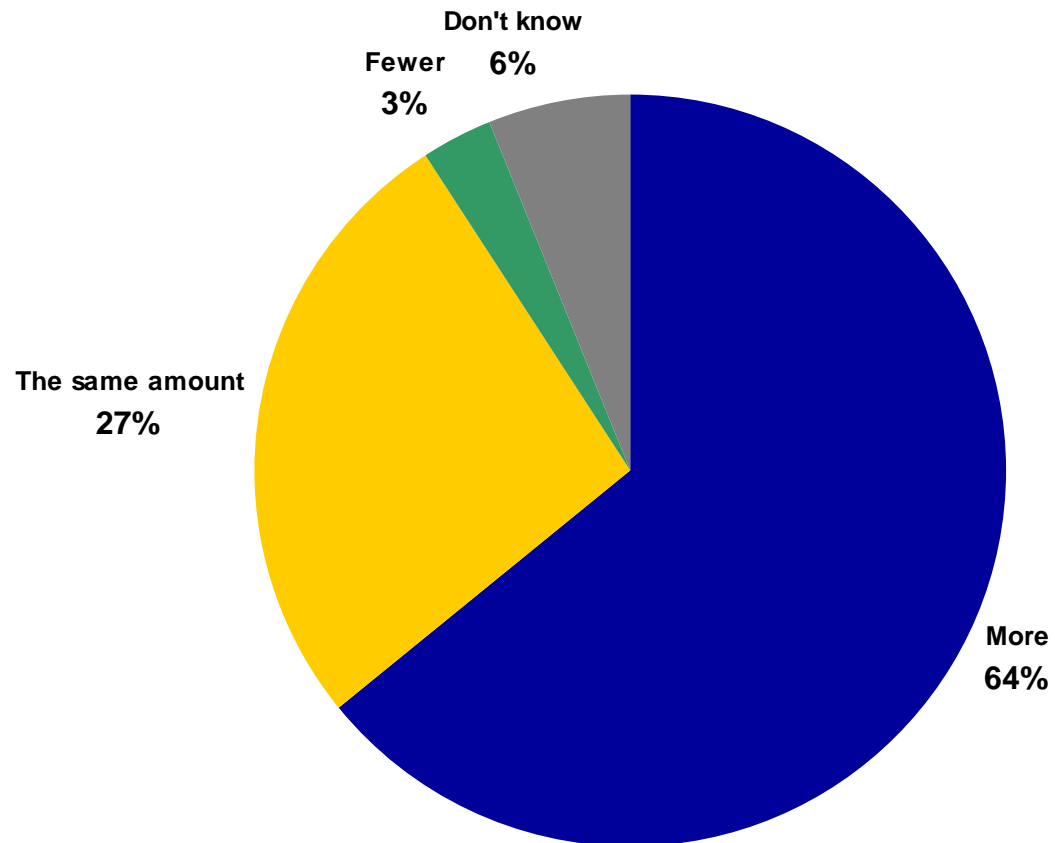


Base: Total Vancouver respondents (n=300)



Investment in Youth Programs

Overall, do you feel that the City of Vancouver should invest ... resources into programs which are tailored specifically to engaging youth in physical activity?



Base: Total Vancouver respondents (n=300)



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Demographics



Demographics

	Total Vancouver Respondents (n=300) %
Age:	
16 to 24	12
25 to 34	25
35 to 44	18
45 to 54	17
55 to 64	16
65+	9
<i>Mean</i>	43 years
Children in Household:	
Yes	23
Number of Years Lived in City:	
Less than 1	4
1 to 5	24
6 to 10	13
11 to 20	22
21 to 30	14
31 to 40	11
41+	12



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