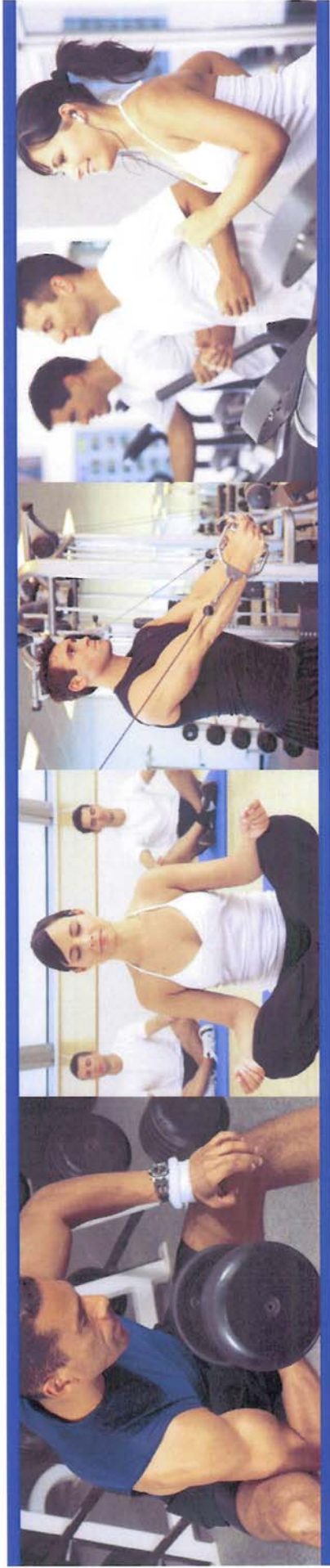


Ipsos Reid

# The City of Richmond

## 2010 Recreation and Physical Fitness Syndicated Survey

Presented by: Catherine Knaus, Associate Vice President



5/21/2010

Nobody's Unpredictable

## Methodology

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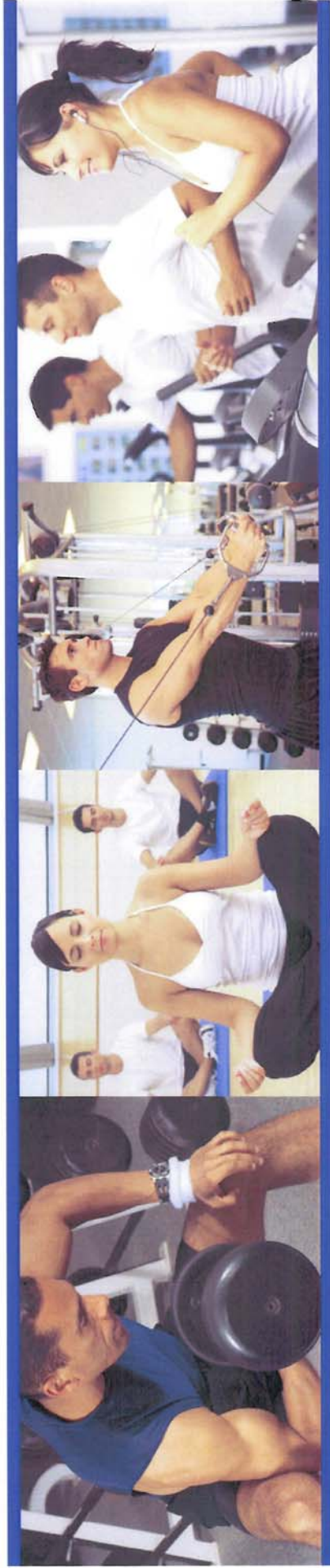
- 300 telephone interviews with a randomly selected representative sample of Richmond residents aged 16 years or older.
- Conducted between January 29 and February 10, 2010.
- Overall results accurate to within  $\pm 5.7$  percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Final data was weighted to ensure the age and gender distribution reflects that of the actual population in Richmond according to the 2006 Census data.
- Where appropriate, results have been compared to previous surveys conducted by the City of Richmond.
  - ▲ means the results are significantly higher than what was reported the previous year
  - ▼ means the results are significantly lower than what was reported the previous year
- Results have also been compared to Ipsos Reid's database of municipal norms (where appropriate).



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## Participation in Physical Activity

PRCS - 29



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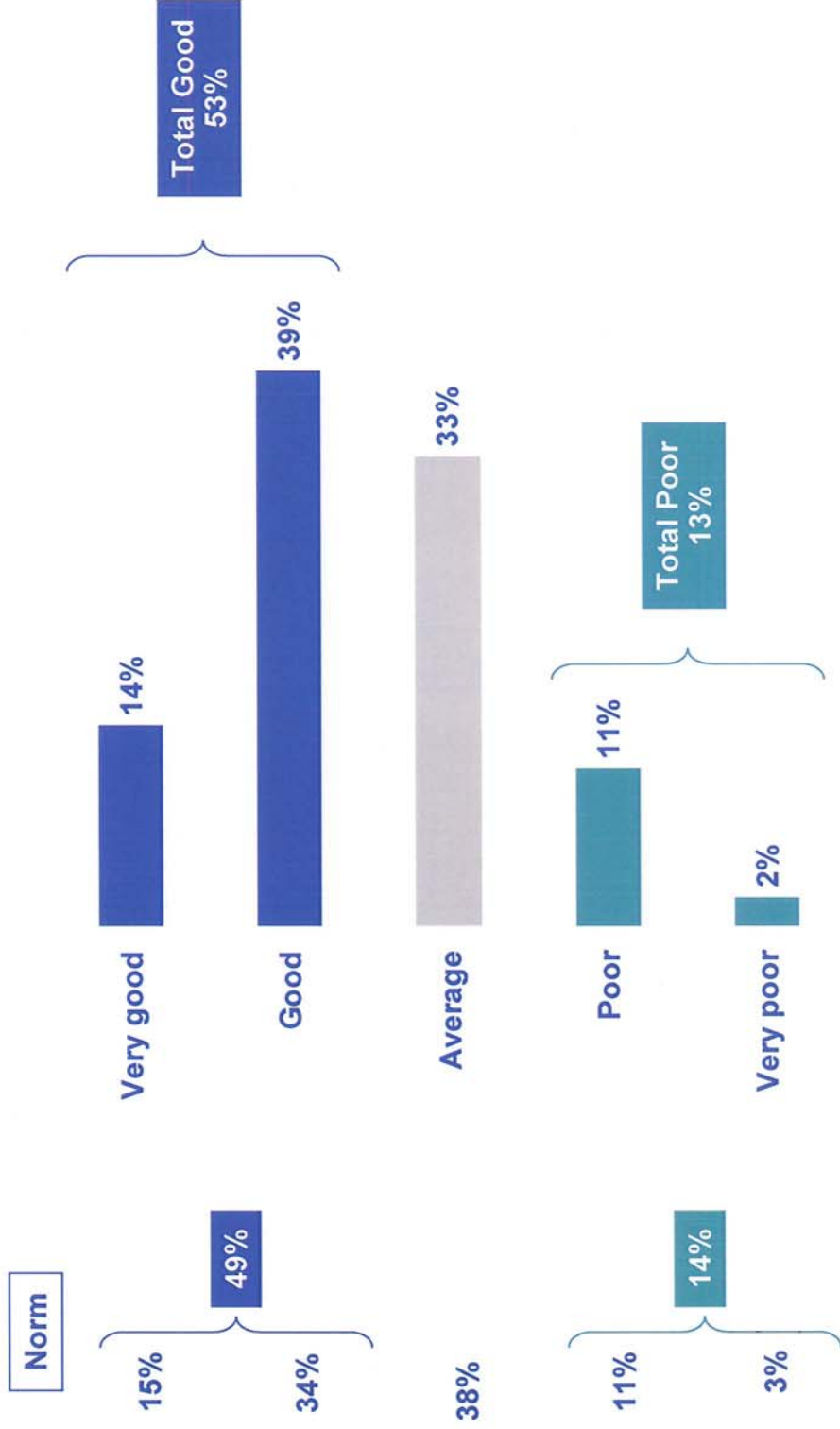
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# Just over half describe their fitness level as very good or good

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

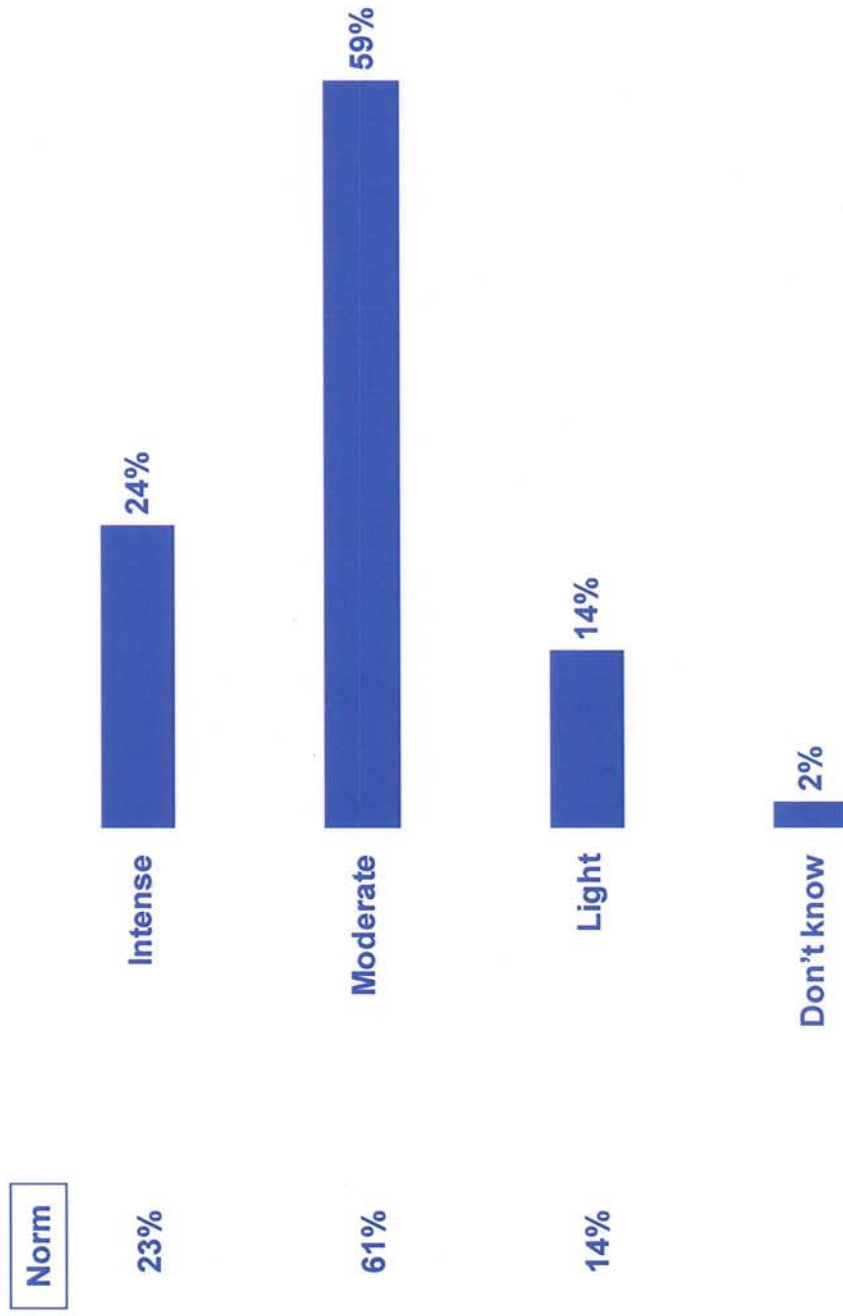


Base: All respondents (n=300)



# Most make a moderate 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?

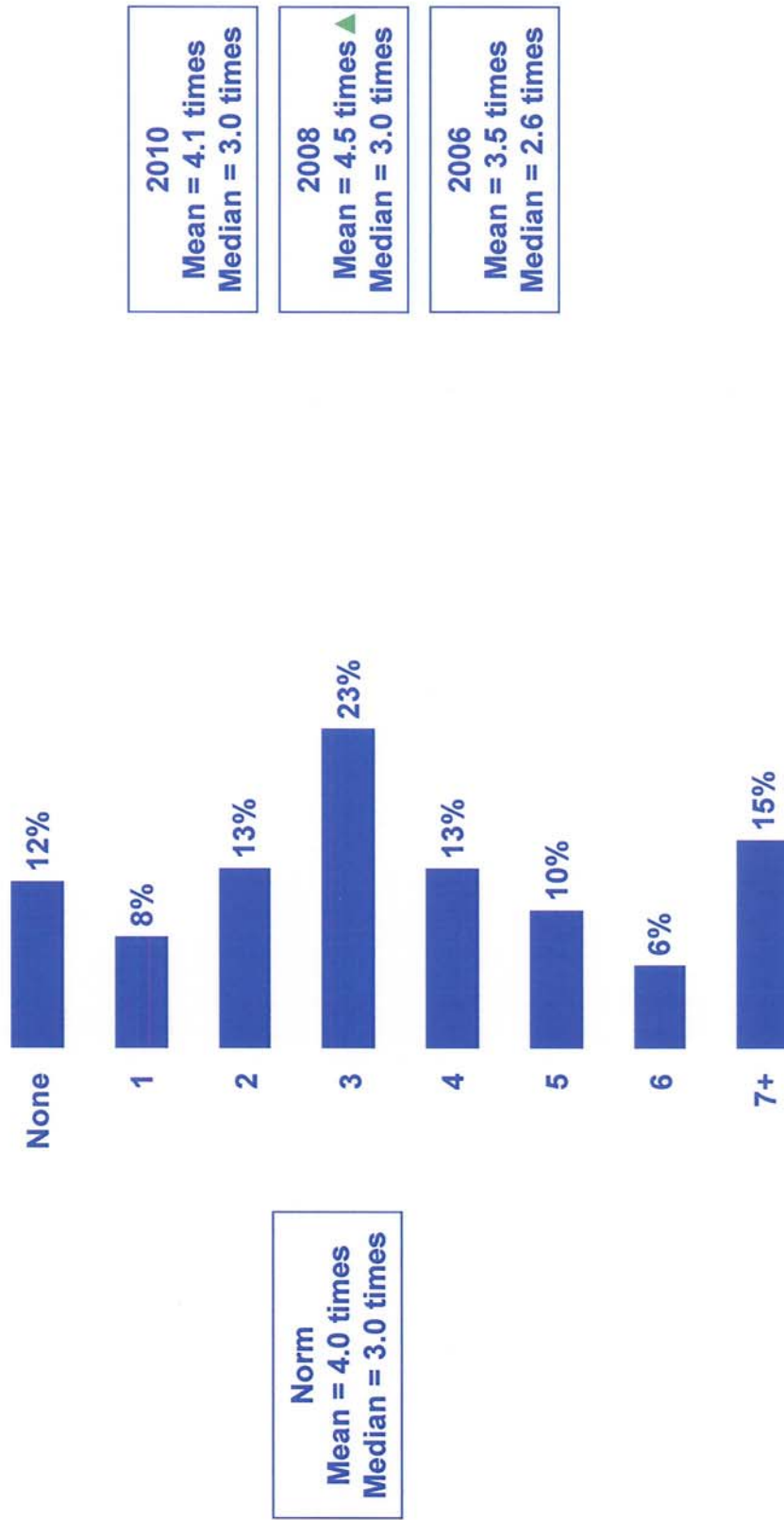


Base: All respondents (n=300)



# On average, citizens participate in moderate physical activity 4.1 times per week

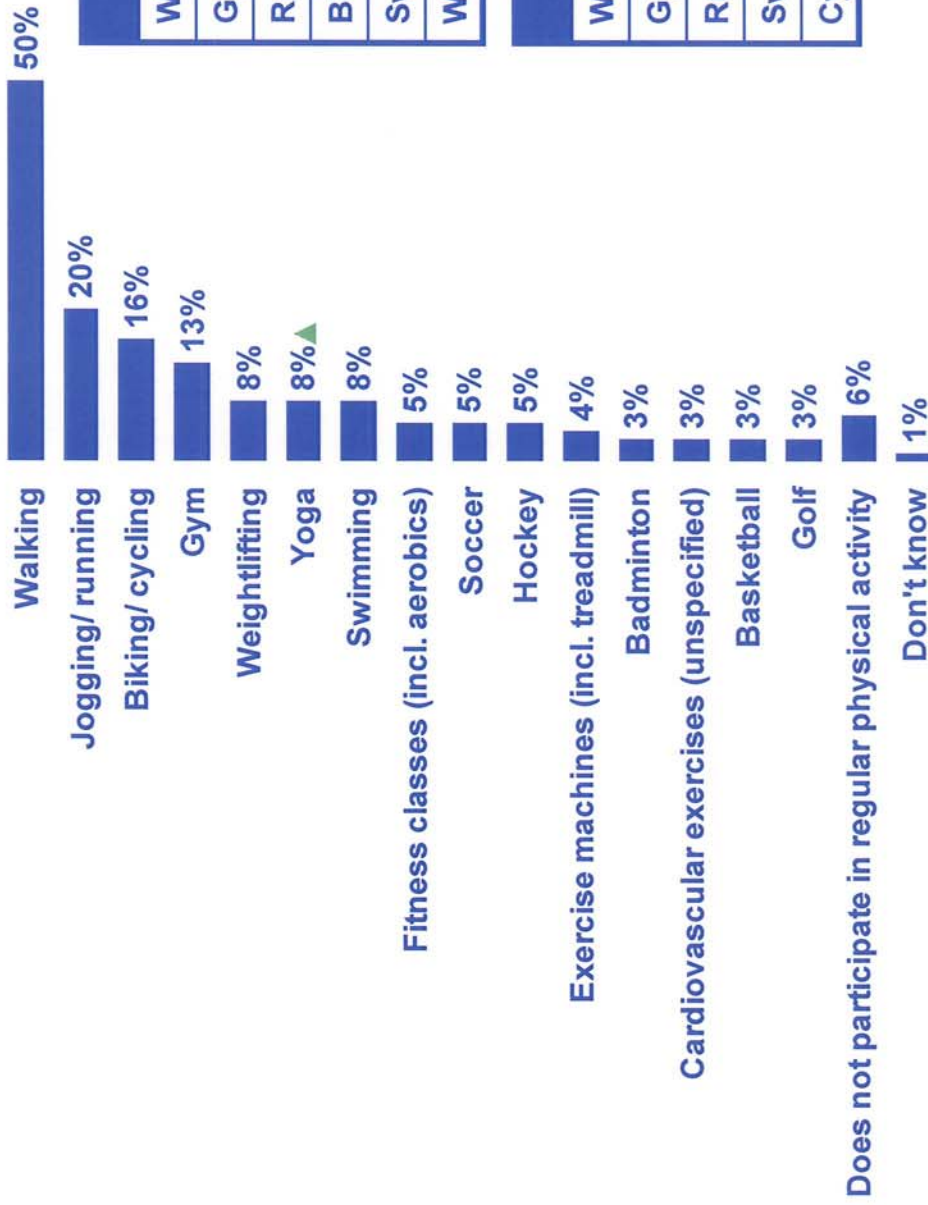
*In a typical week and considering all seasons, how many times do you engage in moderate physical activity or exercise for a period of 30 minutes or more?*



Base: All respondents (n=300)

# Walking is the most common form of physical activity

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%

2008 Top Mentions	
Walking	48%
Gym/weightlifting	18%
Running/jogging	16%
Swimming	11%
Cycling/biking	11%

Only mentions of 3% or more are shown.

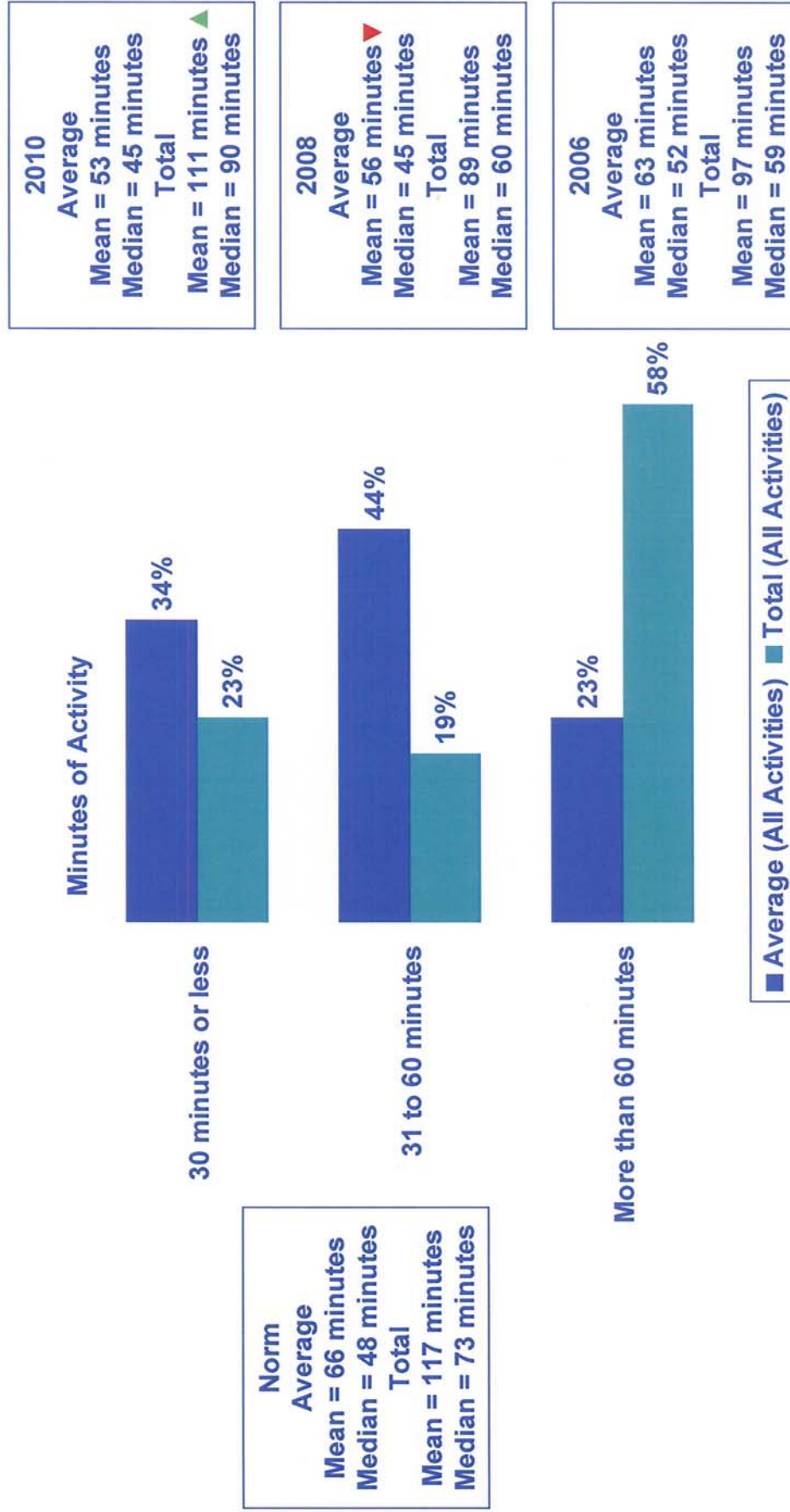
Base: All respondents (n=300)





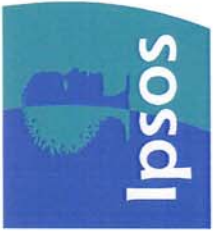
# Average duration of an activity is just under one hour

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.



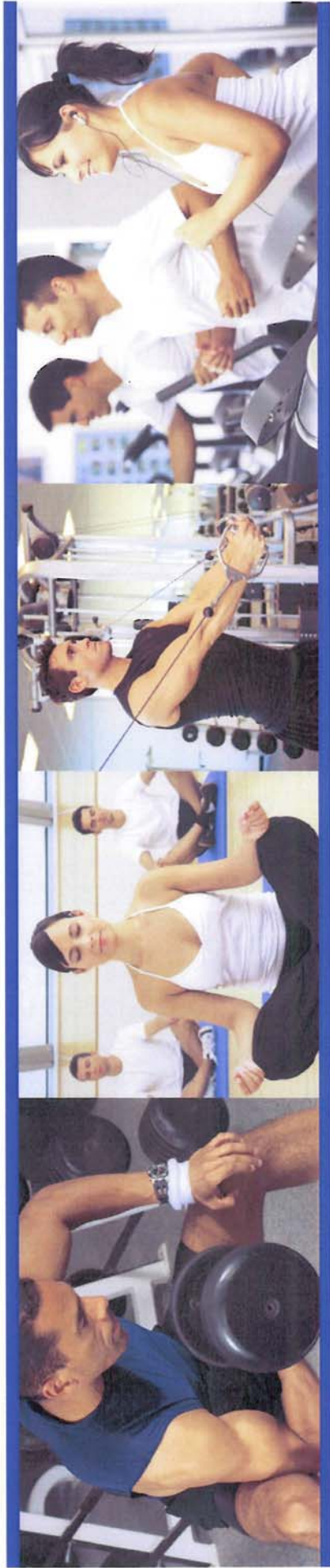
Base: Participate in physical activity/ exercise (n=276)





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## Attitudes Towards Physical Activity

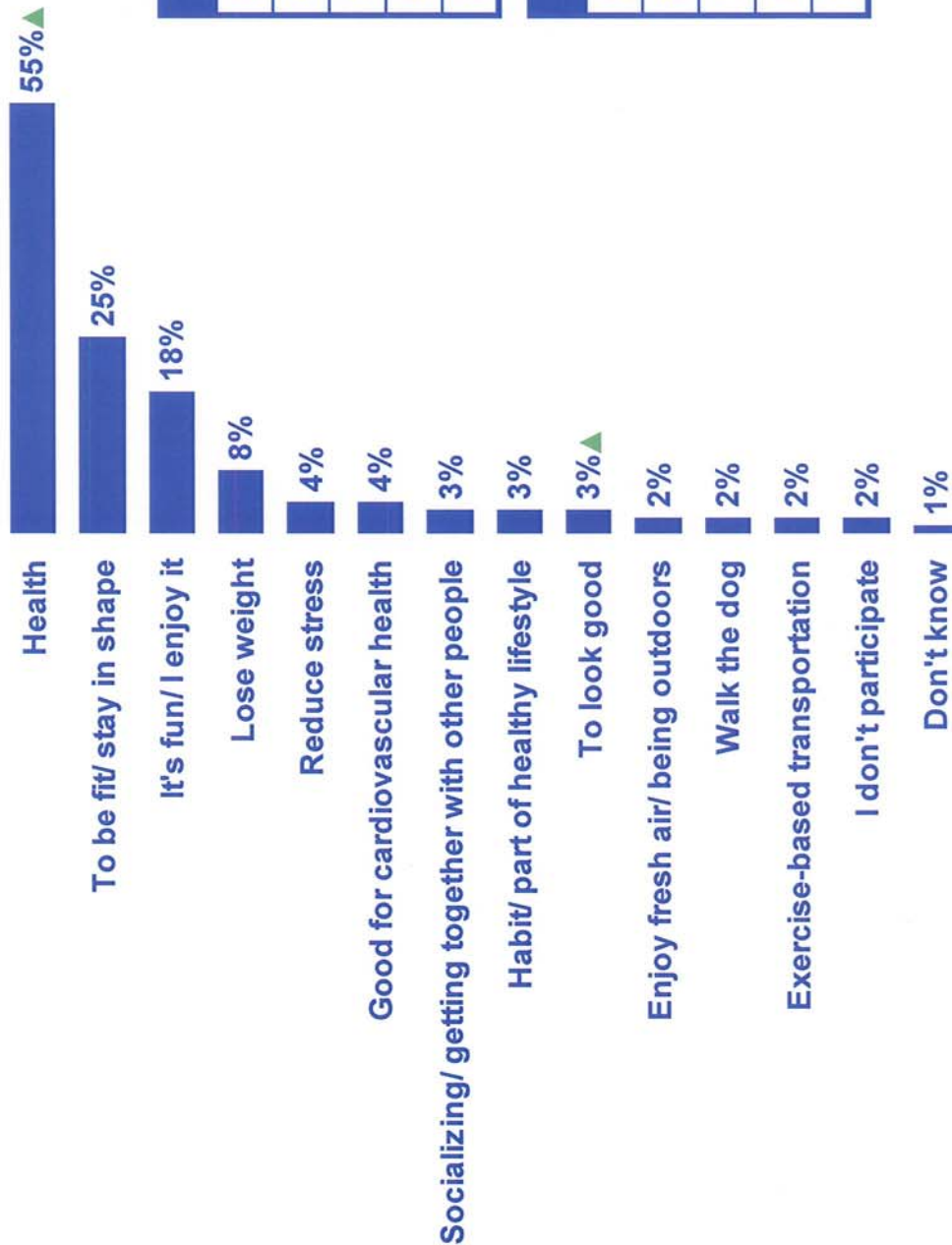


5/21/2010

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# Health is a key driver of participation 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%

2008 Top Mentions	
Health reasons	47%
For fun	22%
To stay active	21%
Makes me feel good	7%
Lose/maintain weight	7%

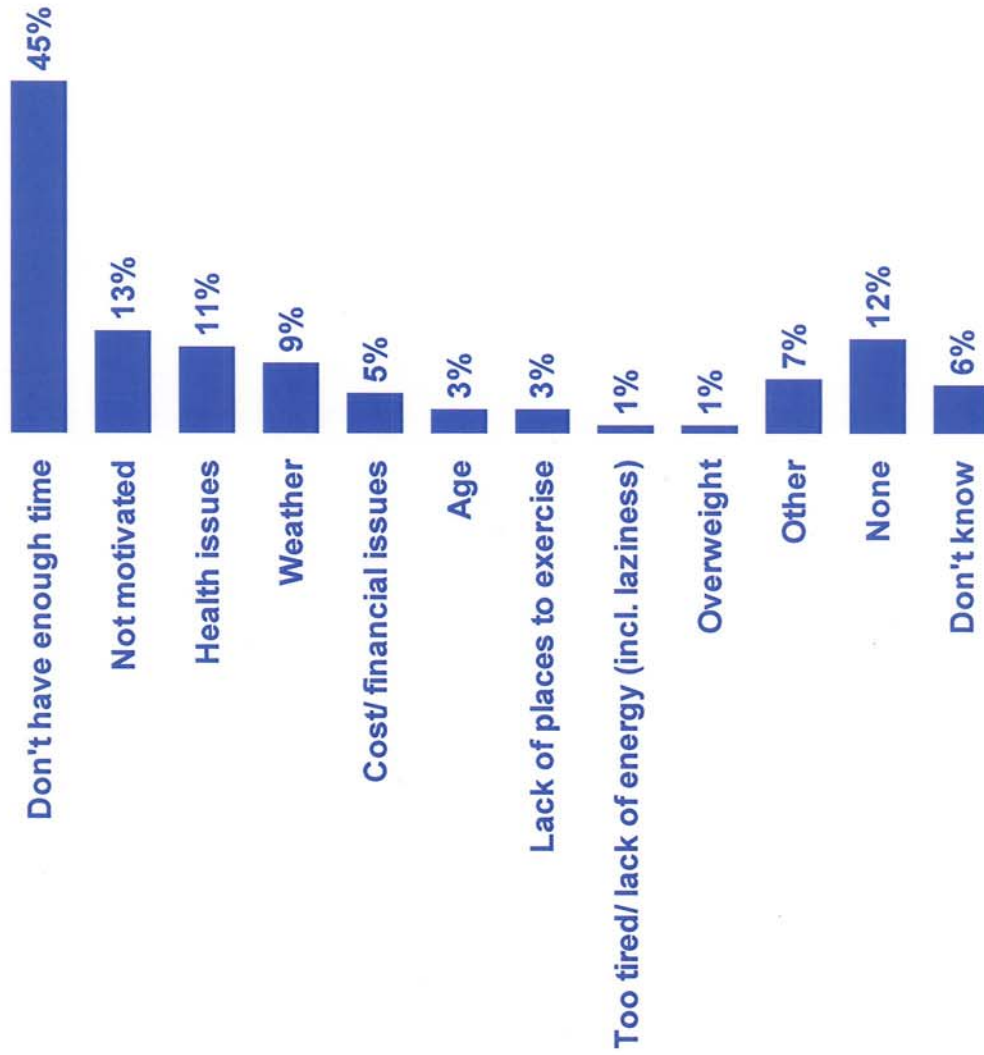
Only mentions of 2% or more are shown.

Base: All respondents (n=300)



# Time is the main barrier 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?



Base: All respondents (n=300)

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

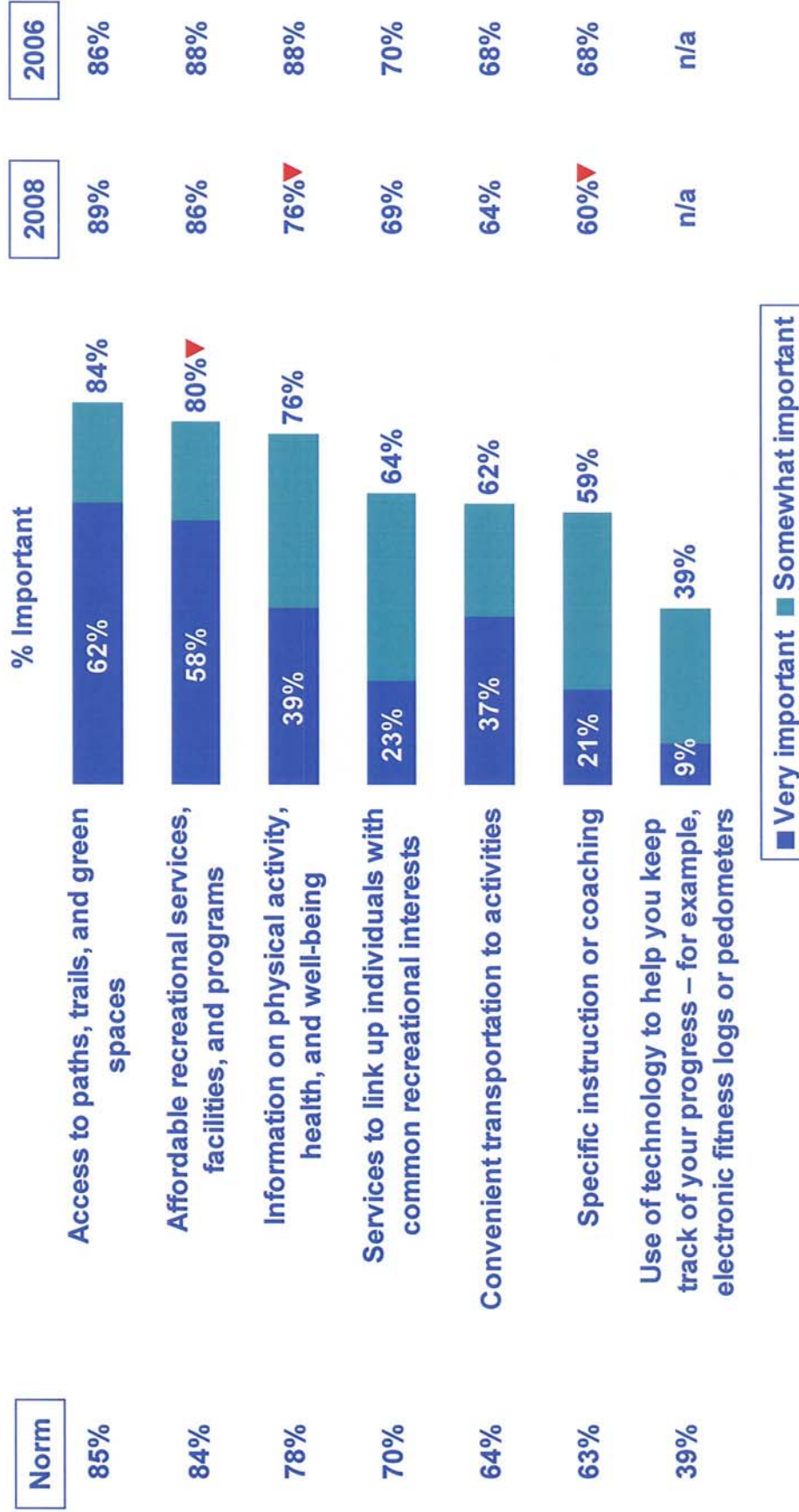
2008 Top Mentions	
Lack of time	50%
Lack of motivation	12%
Weather	11%
Health/injury	10%
Lack of facilities	6%



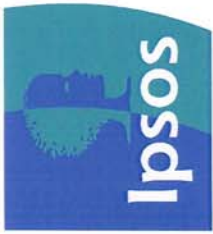


# Access and affordability are important

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



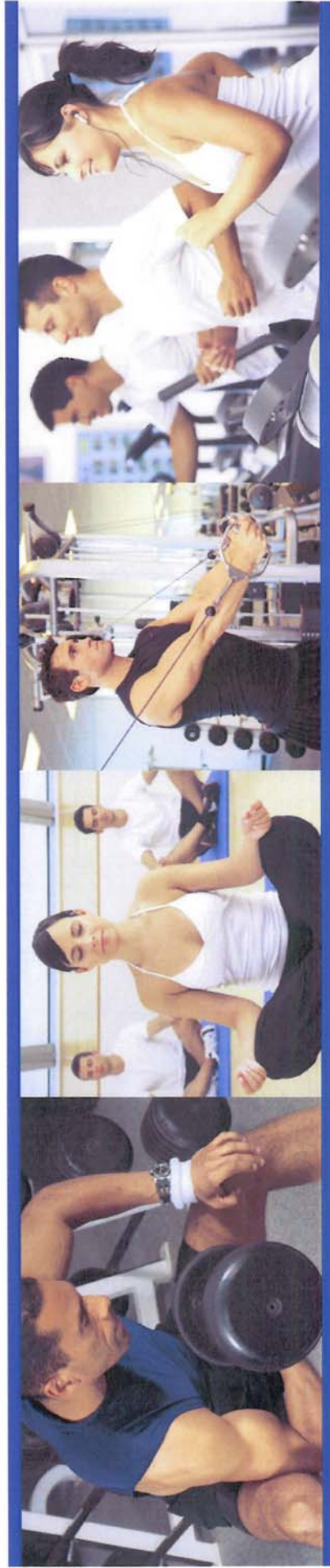
Base: All respondents (n=300)



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## Satisfaction with Municipal Recreation Offerings

PRCS - 39



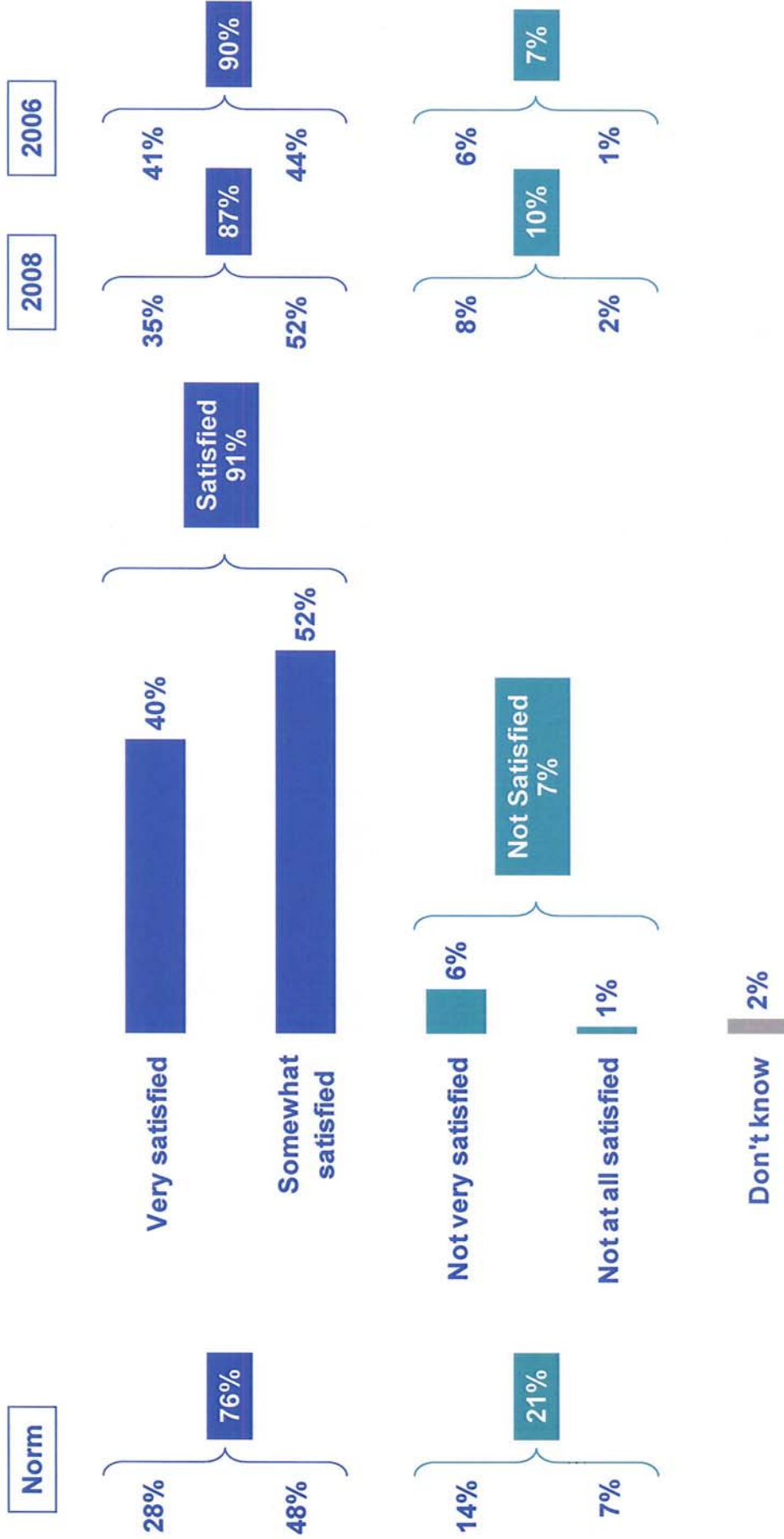
5/21/2010

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# Vast majority are satisfied with the City's recreation facilities

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



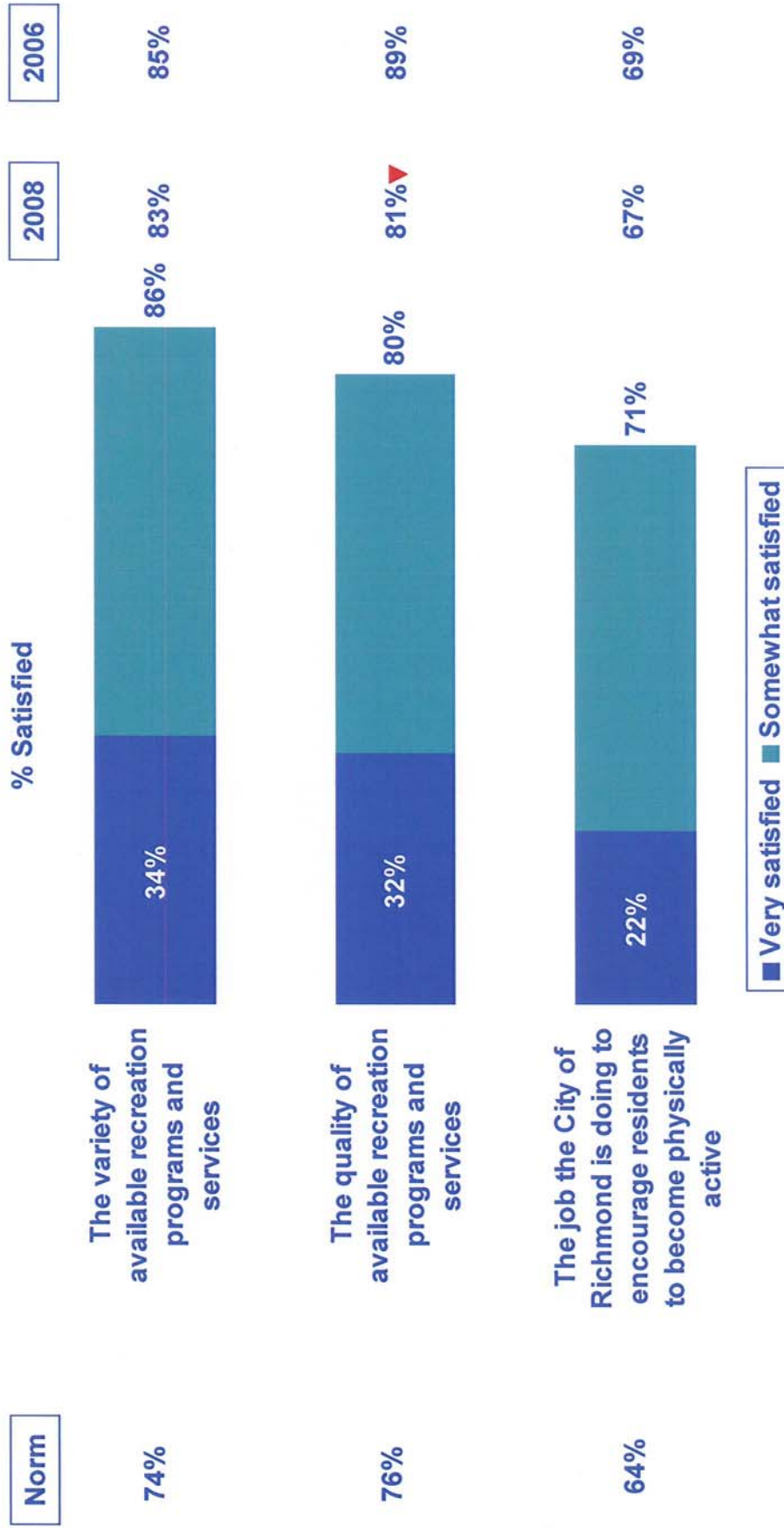
Base: All respondents (n=300)



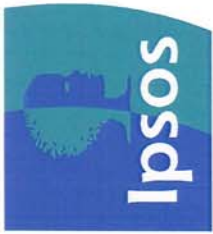


# At least eight-in-ten are also satisfied with the variety and quality of recreation programs and services

And how satisfied are you with ...?



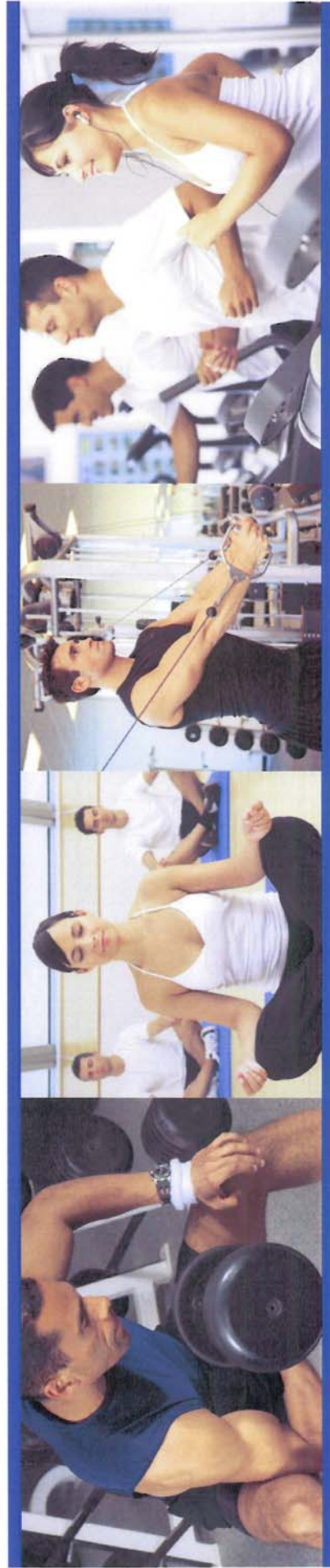
Base: All respondents (n=300)



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## User Fees

PRCS - 42



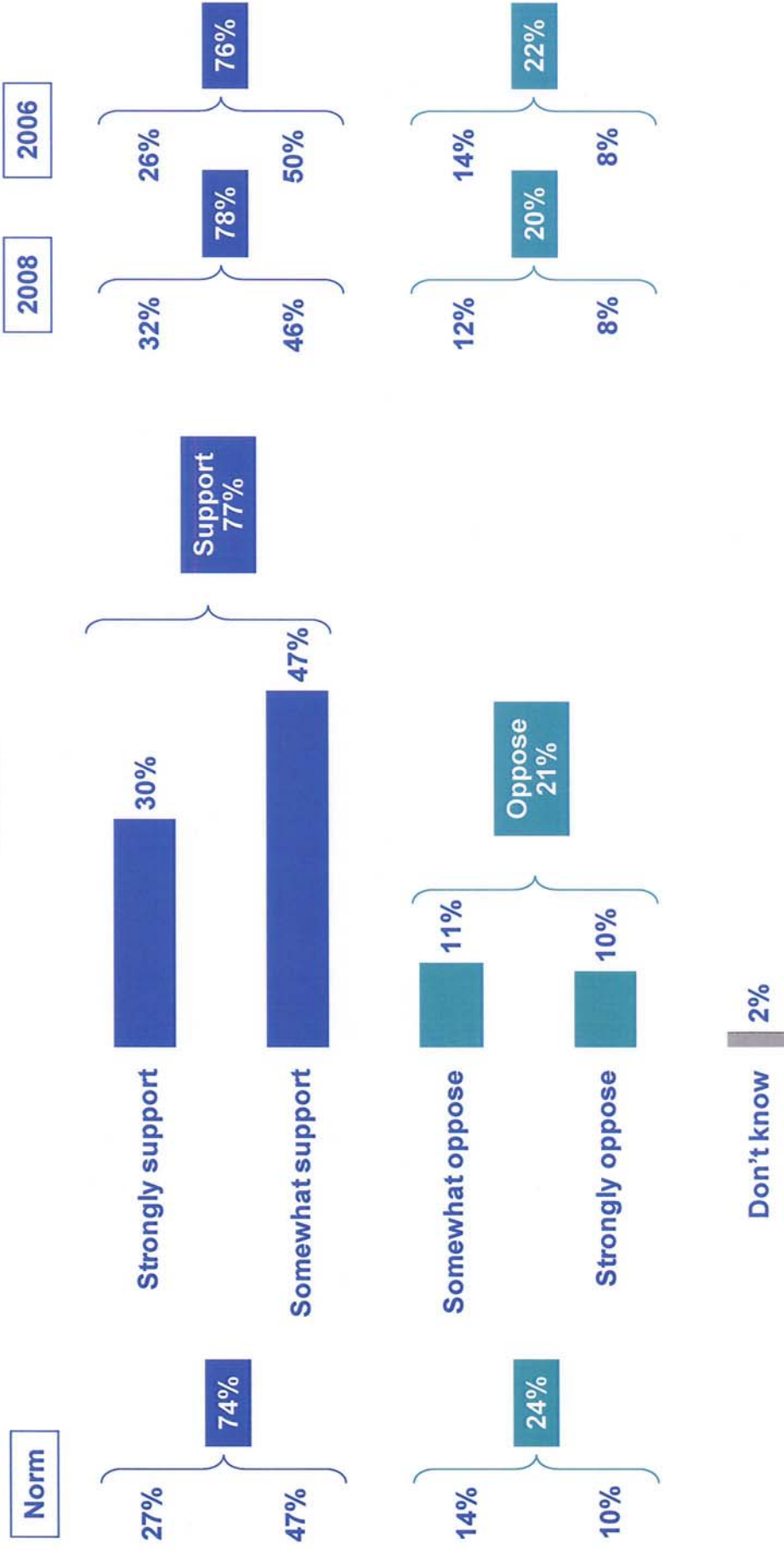
5/21/2010

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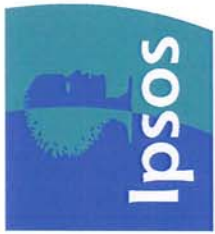
## More than three-quarters support user fees

As you may know, many recreational programs and services in the City of Richmond 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)

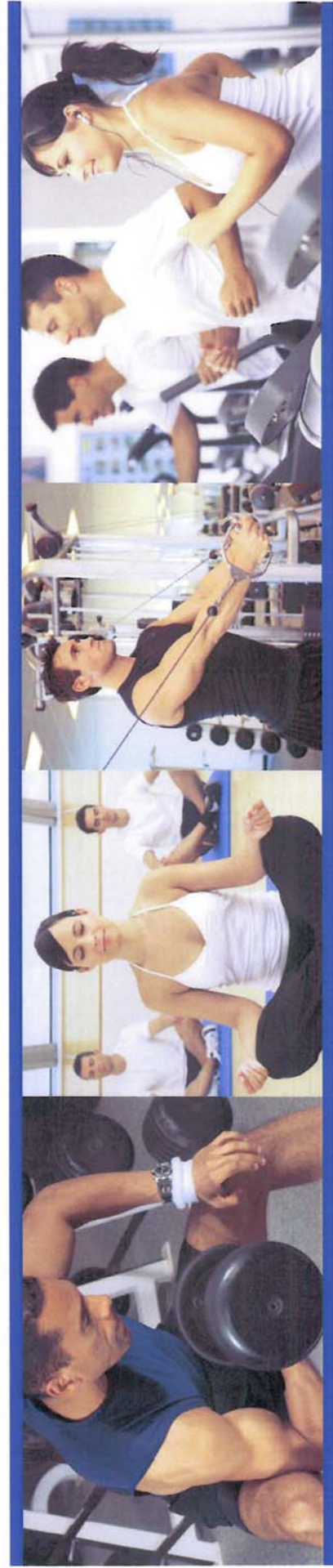




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## Children's Physical Activity

PRCS - 44



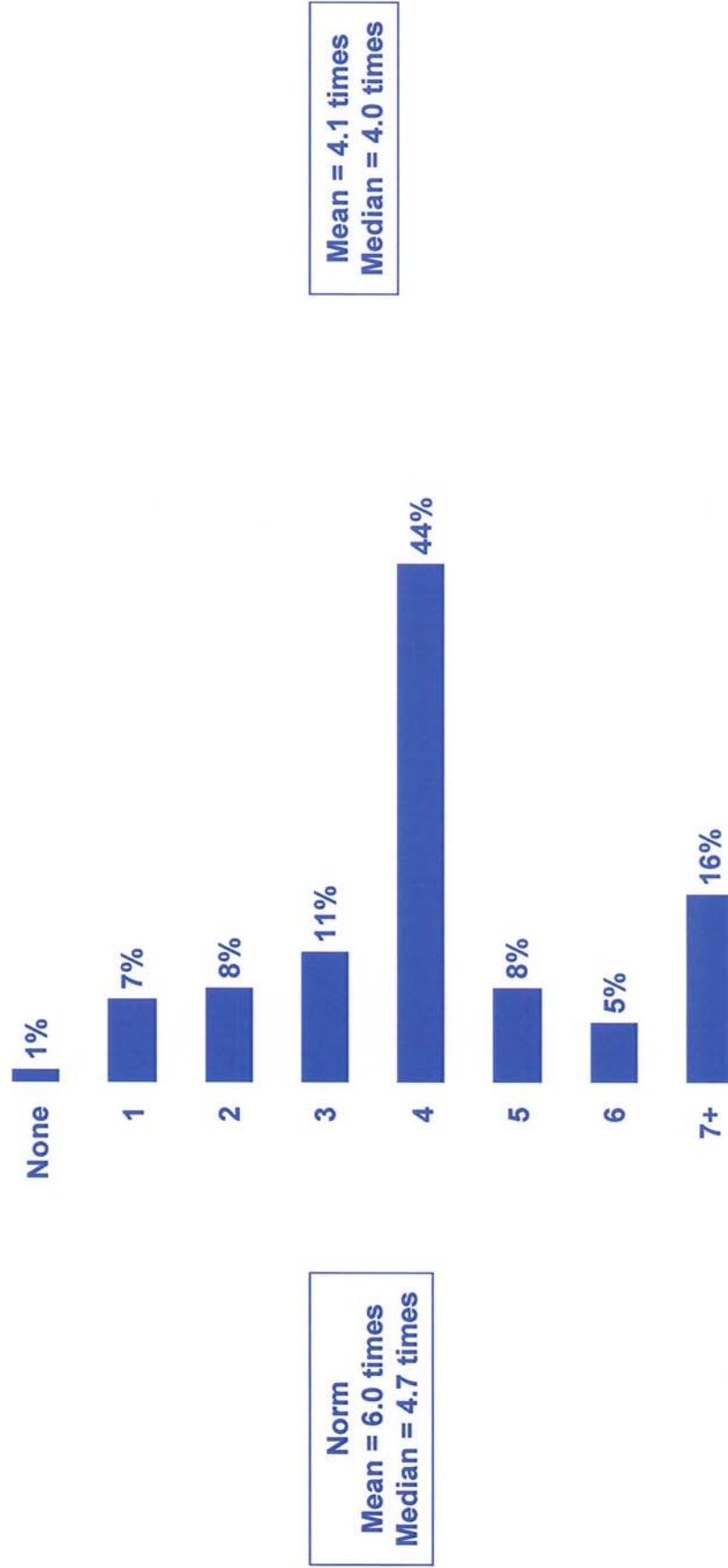
5/21/2010

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# On average, children participate in physical activity 4.1 times 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?*

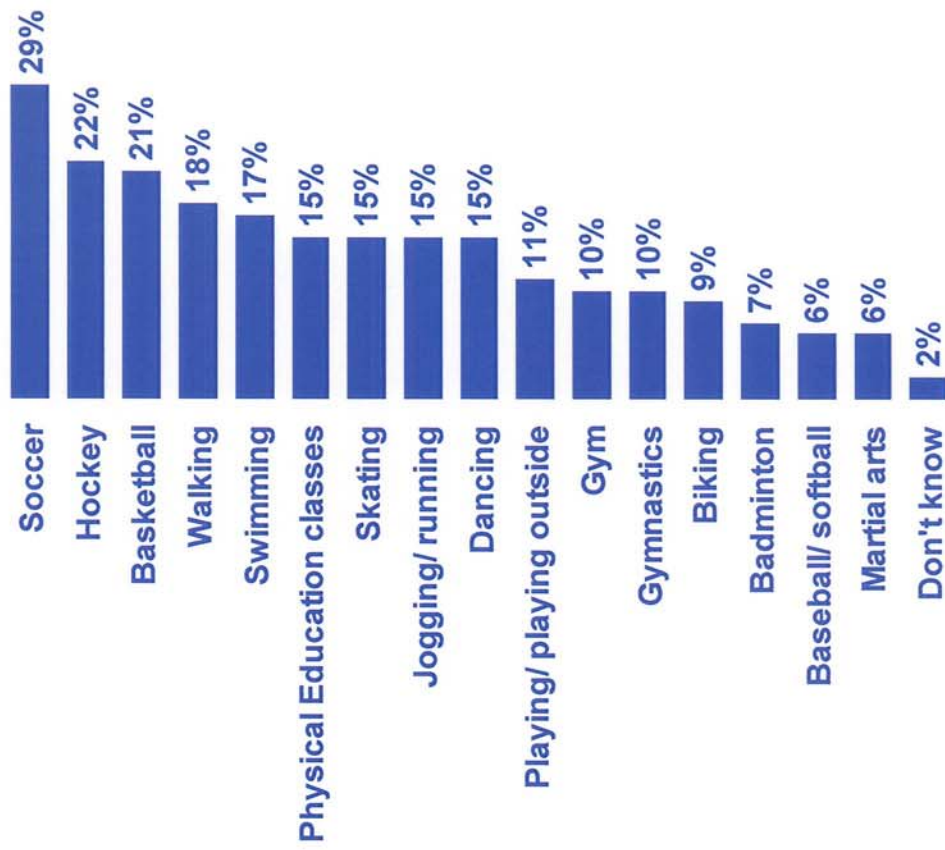


Base: Children aged 2 to 17 (n=318)



# Children participate in a wide range of activities, with soccer topping the list

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 6% or more are shown.

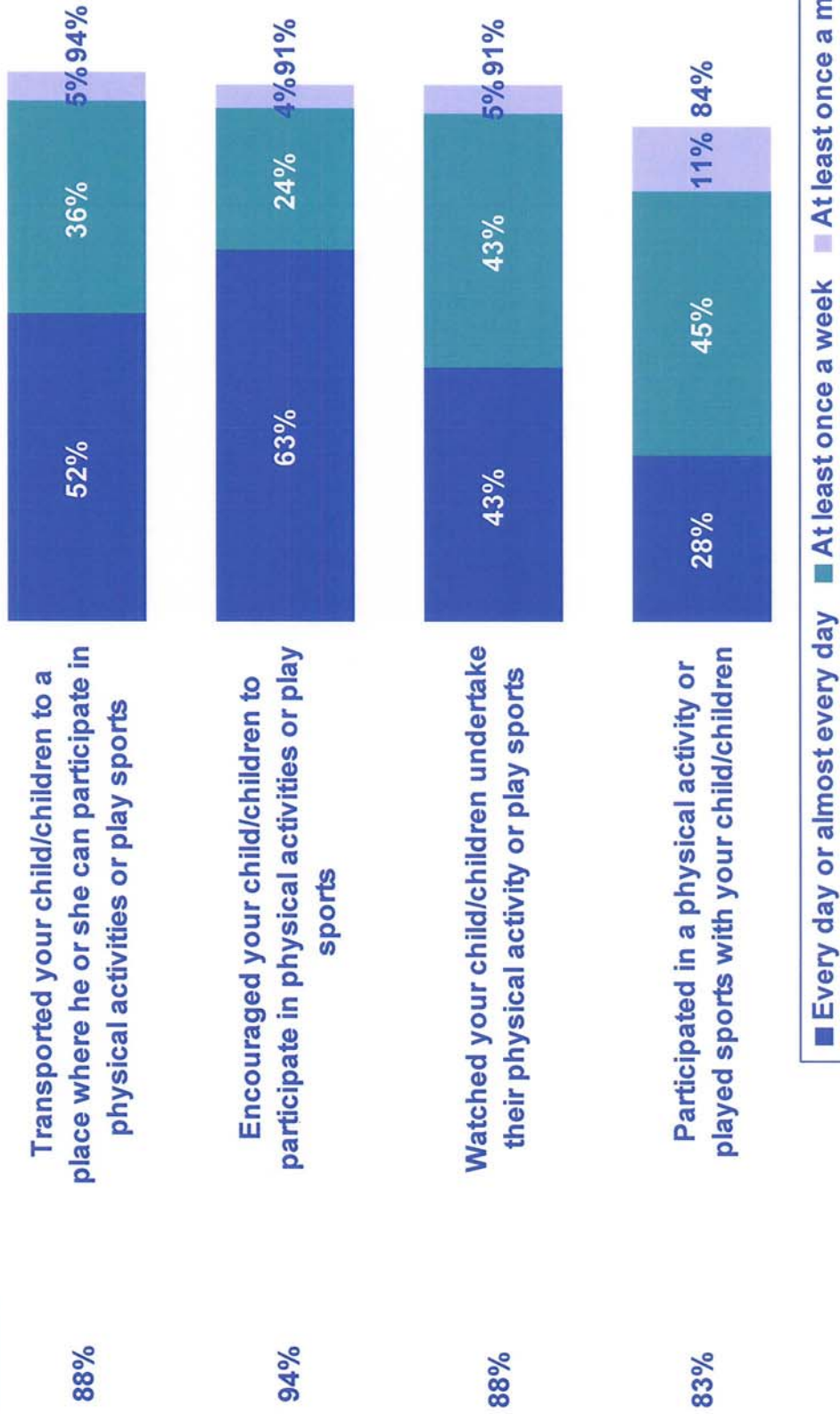
Base: Have 1 or more children aged 2 to 17 (n=103)



# Adults are often involved in children's physical activities

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

Norm

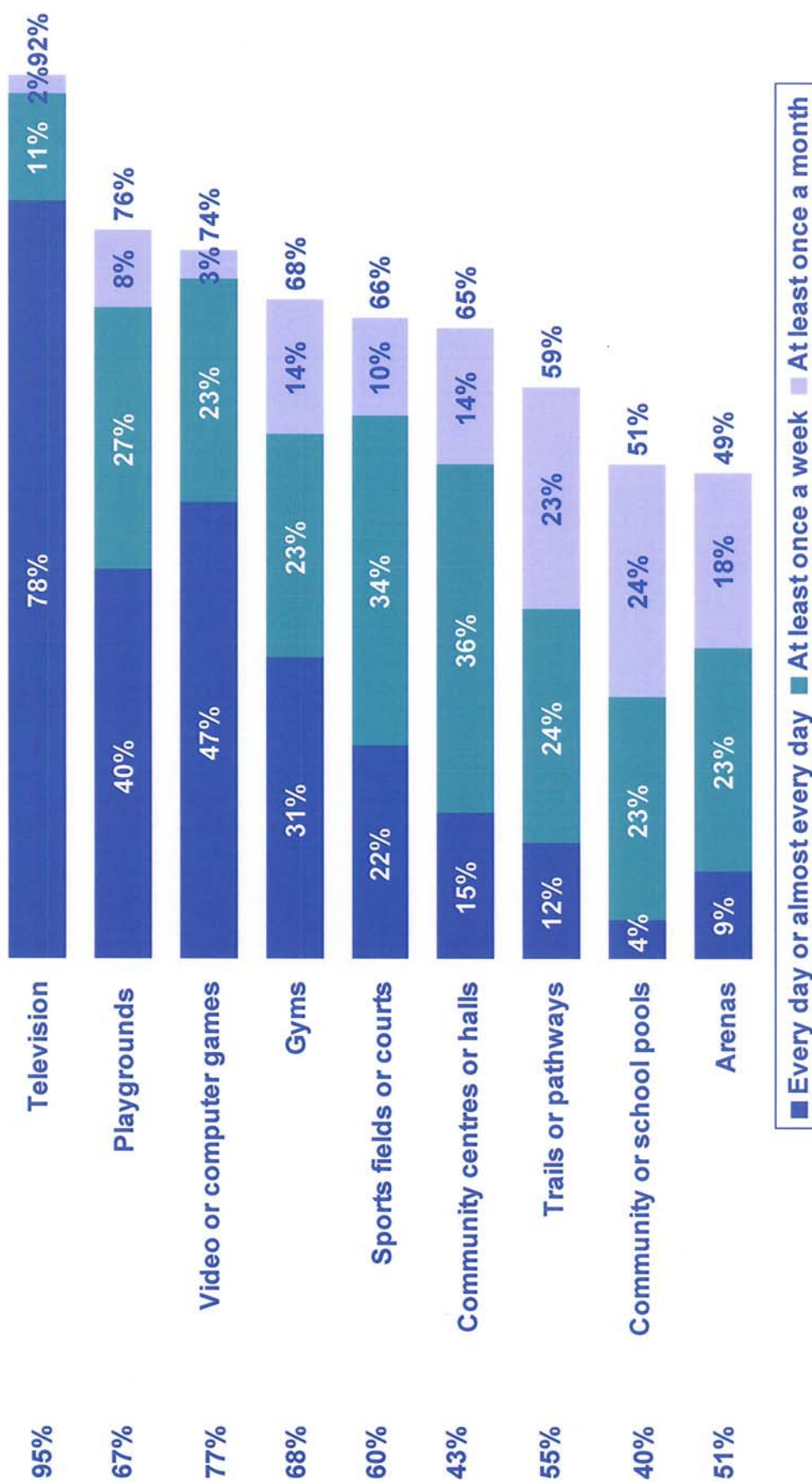


Base: Have 1 or more children aged 2 to 17 (n=103)

# While television and video games are popular, so are playgrounds, gyms, fields, community centres, and trails

Norm

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

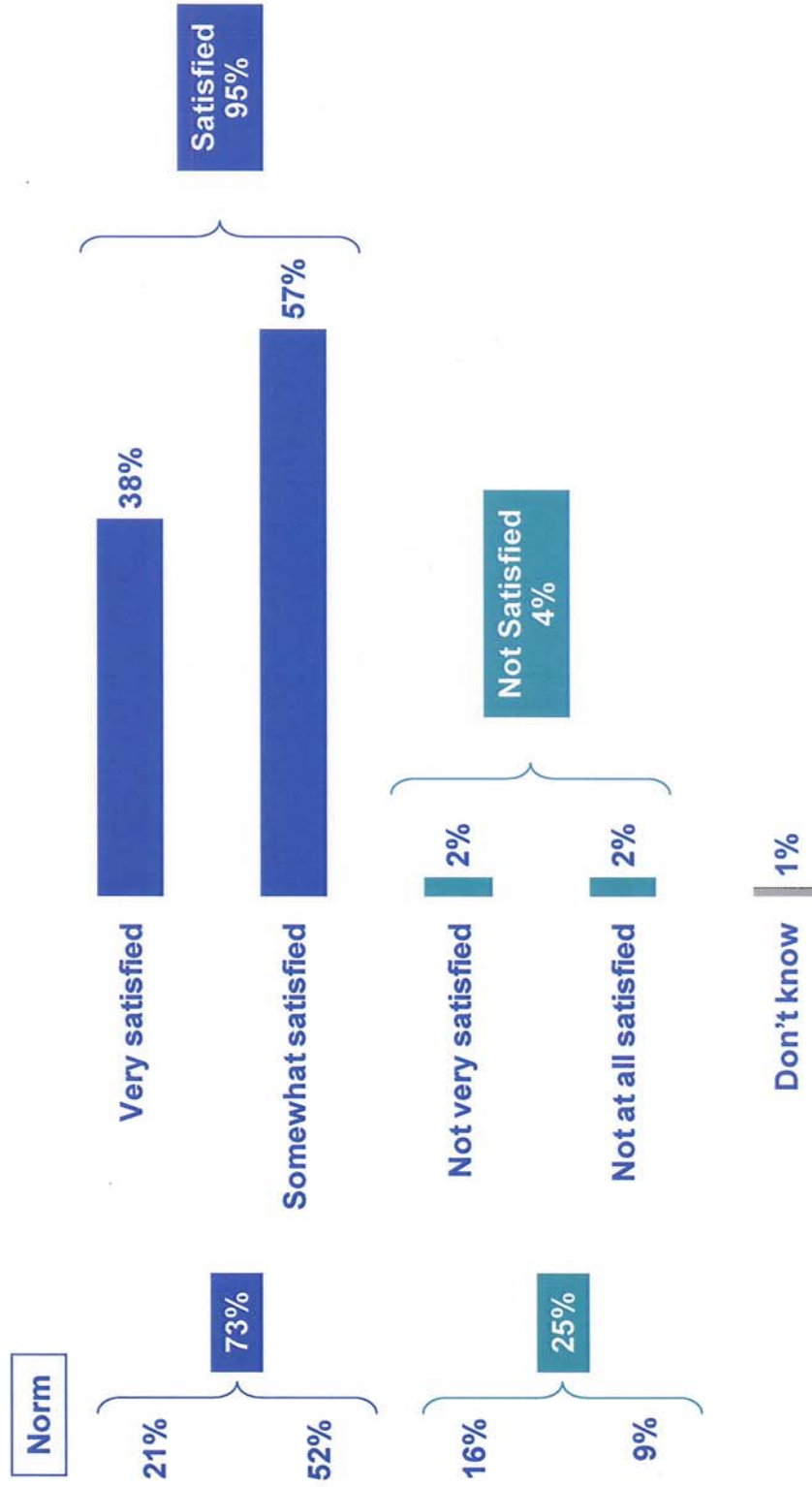


Base: Have 1 or more children (n=107)



# Vast majority are satisfied with the recreation services and programs that are available to children

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



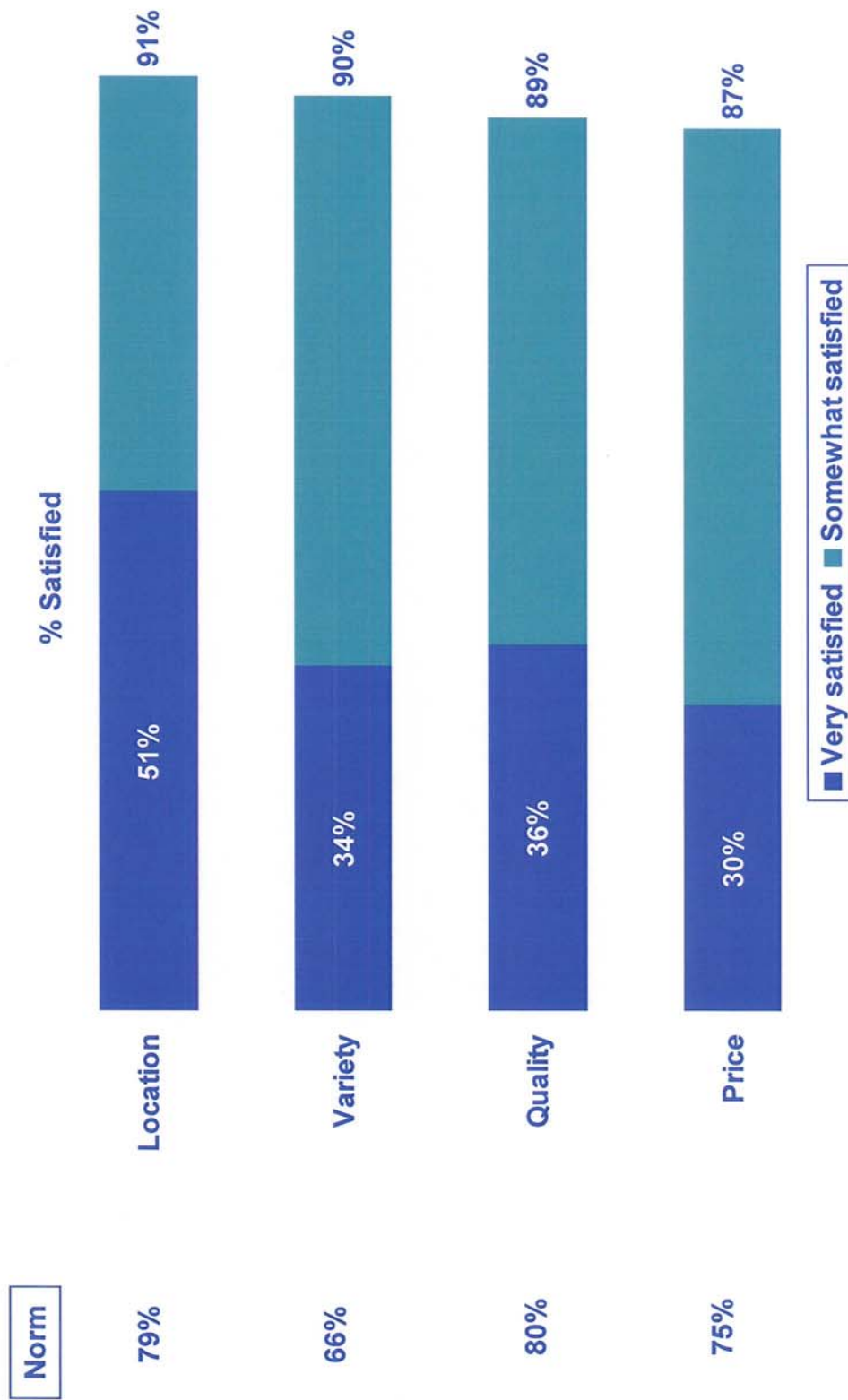
Base: Have 1 or more children (n=107)





## Most are also satisfied with the location, variety, quality, and price of children's recreation services and programs

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 Richmond.



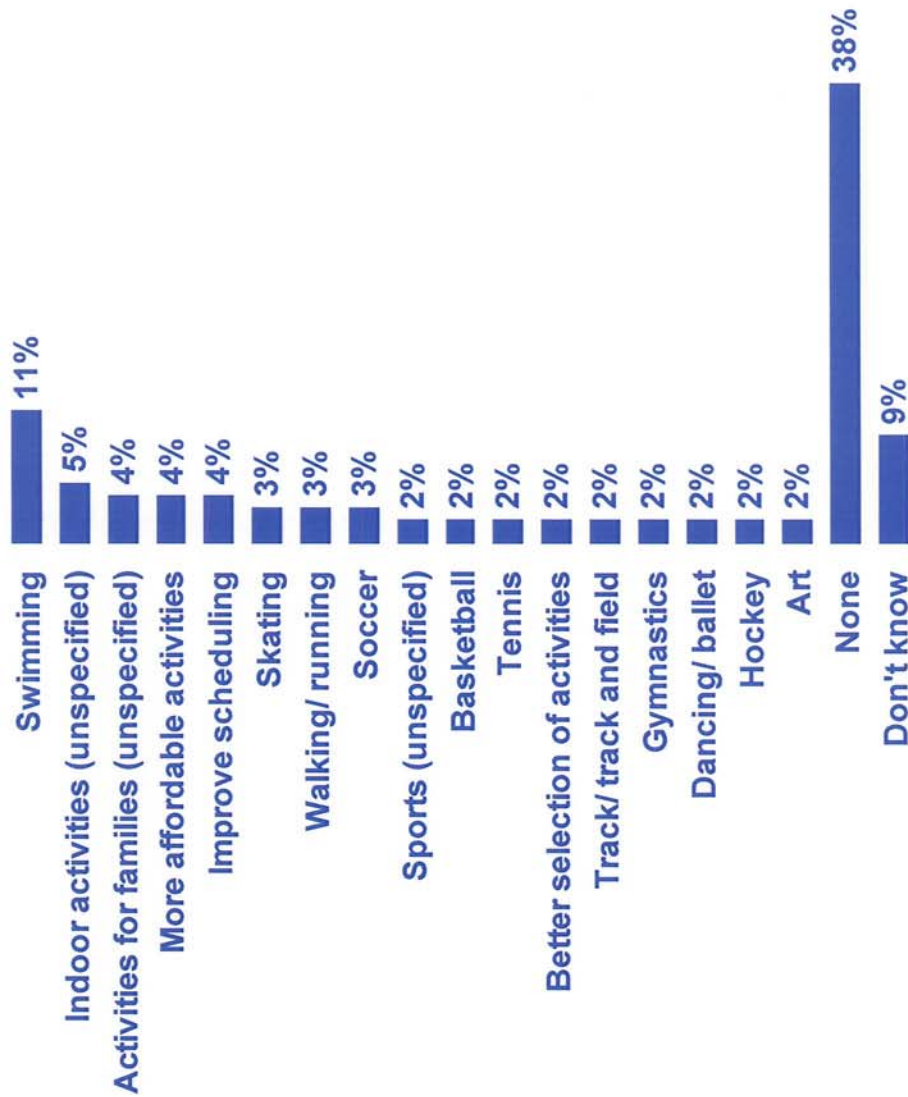
Base: Have 1 or more children (n=107)



# Nearly half are unable to offer any specific 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 Richmond?

Anything else?



Only mentions of 2% or more are shown.

Base: Have 1 or more children (n=107)

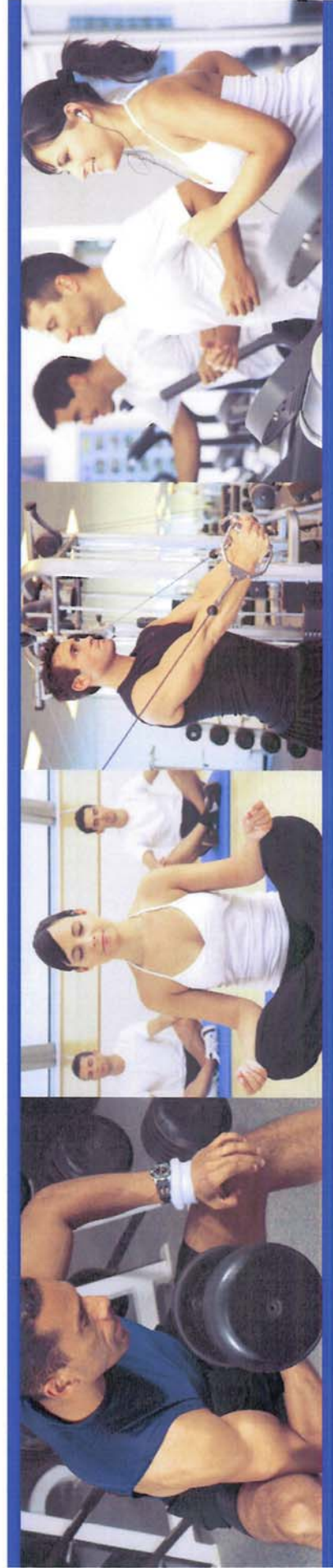
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## Arts and Culture

PRCS - 52



5/21/2010

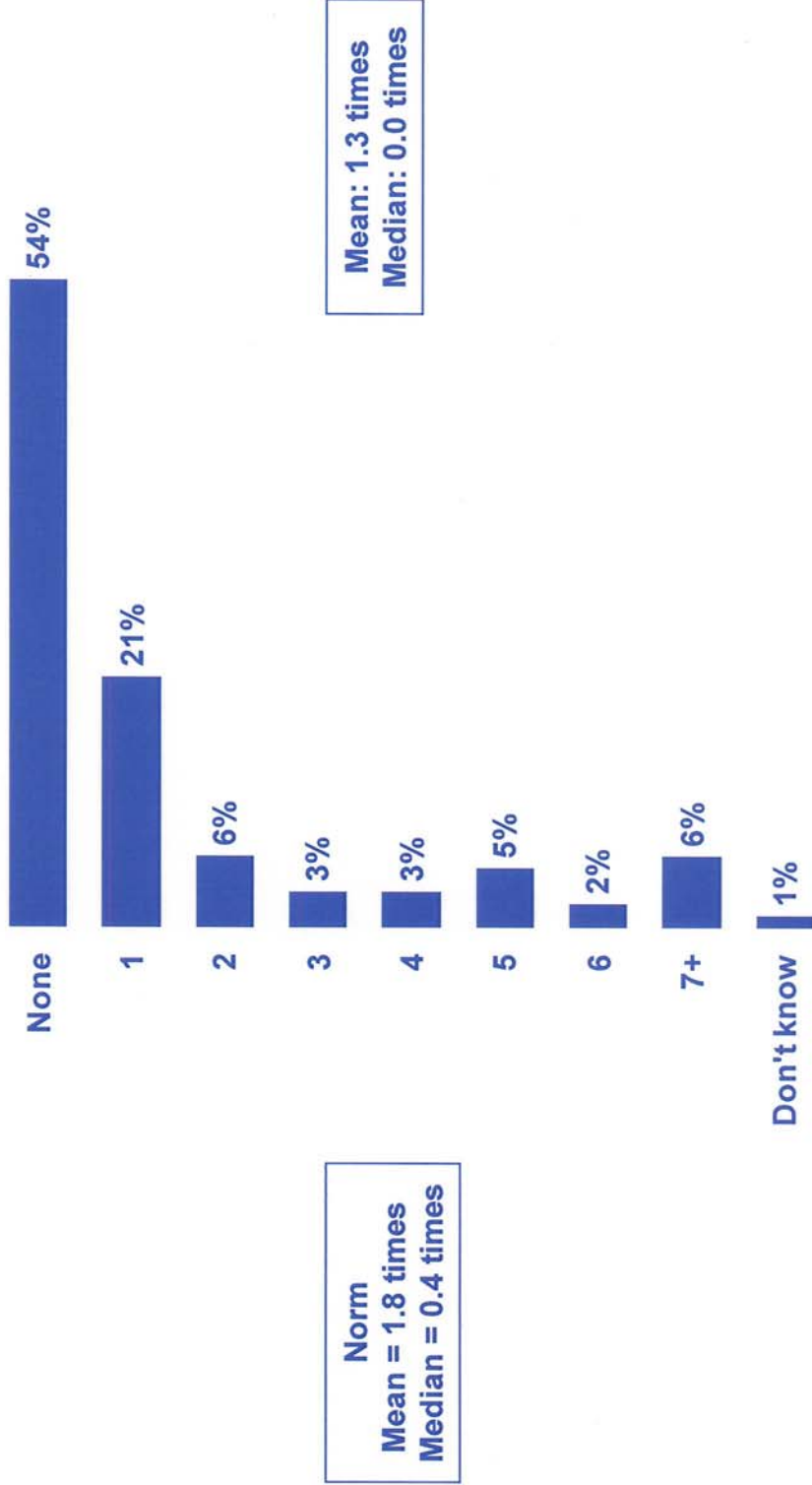
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# On average, citizens participate in cultural or creative interests 1.3 times per week

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

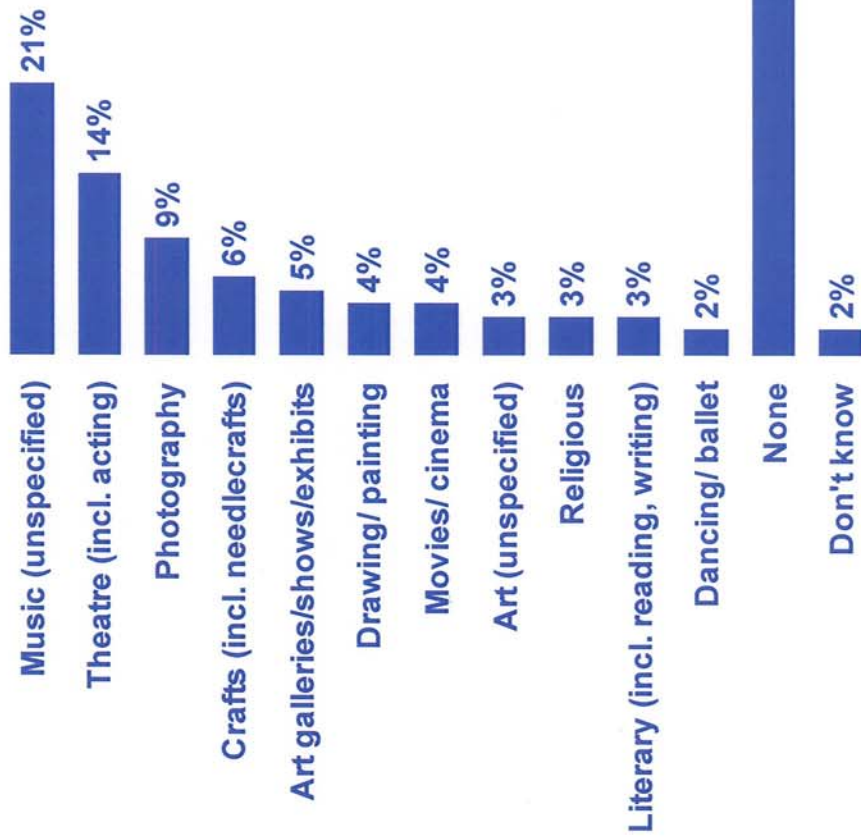


Base: All respondents (n=300)



# Music and theatre are popular cultural or creative interests

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



Norm Top Mentions	
Music	21%
Theatre	16%
Photography	9%
Drawing, painting	6%
Playing a musical instrument	5%
Art (unspecified)	5%
None	34%

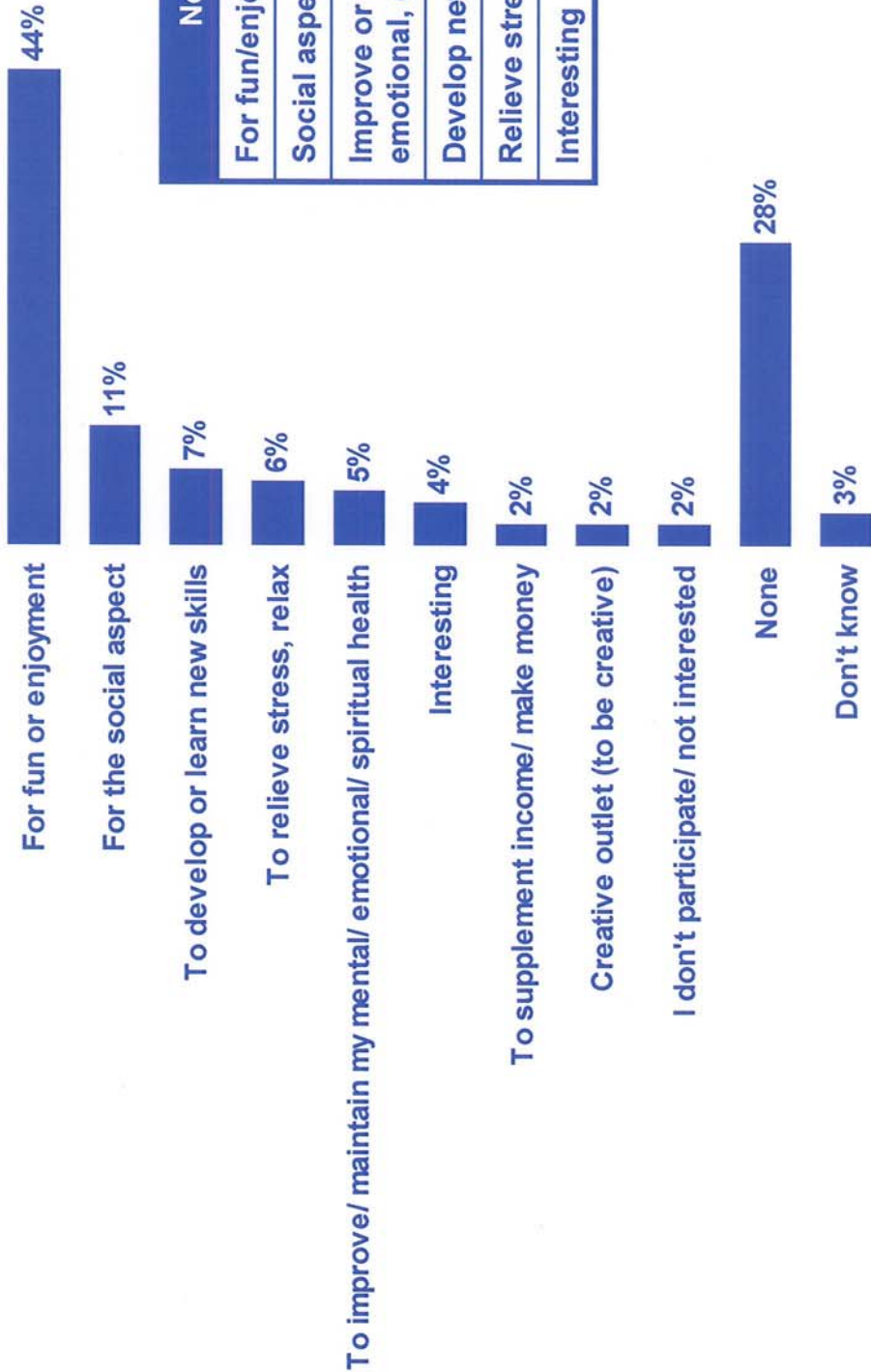
Only mentions of 2% or more are shown.

Base: All respondents (n=300)



# Citizens largely participate in cultural or creative interests for fun

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



Norm Top Mentions	
For fun/enjoyment	48%
Social aspect	12%
Improve or maintain mental, emotional, or spiritual health	7%
Develop new skills	6%
Relieve stress	5%
Interesting	5%

Only mentions of 2% or more are shown.

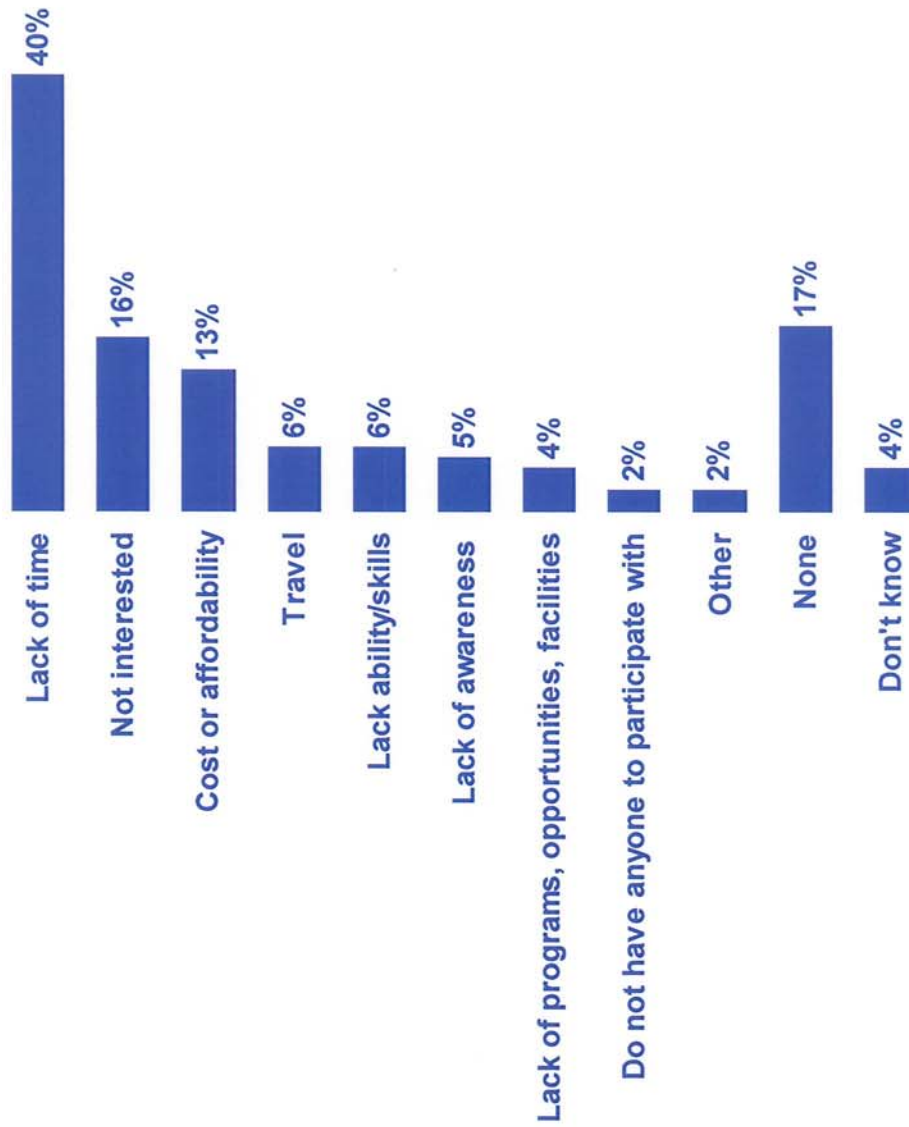
Base: All respondents (n=300)





# Time is the main barrier to participating in cultural or creative interests

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



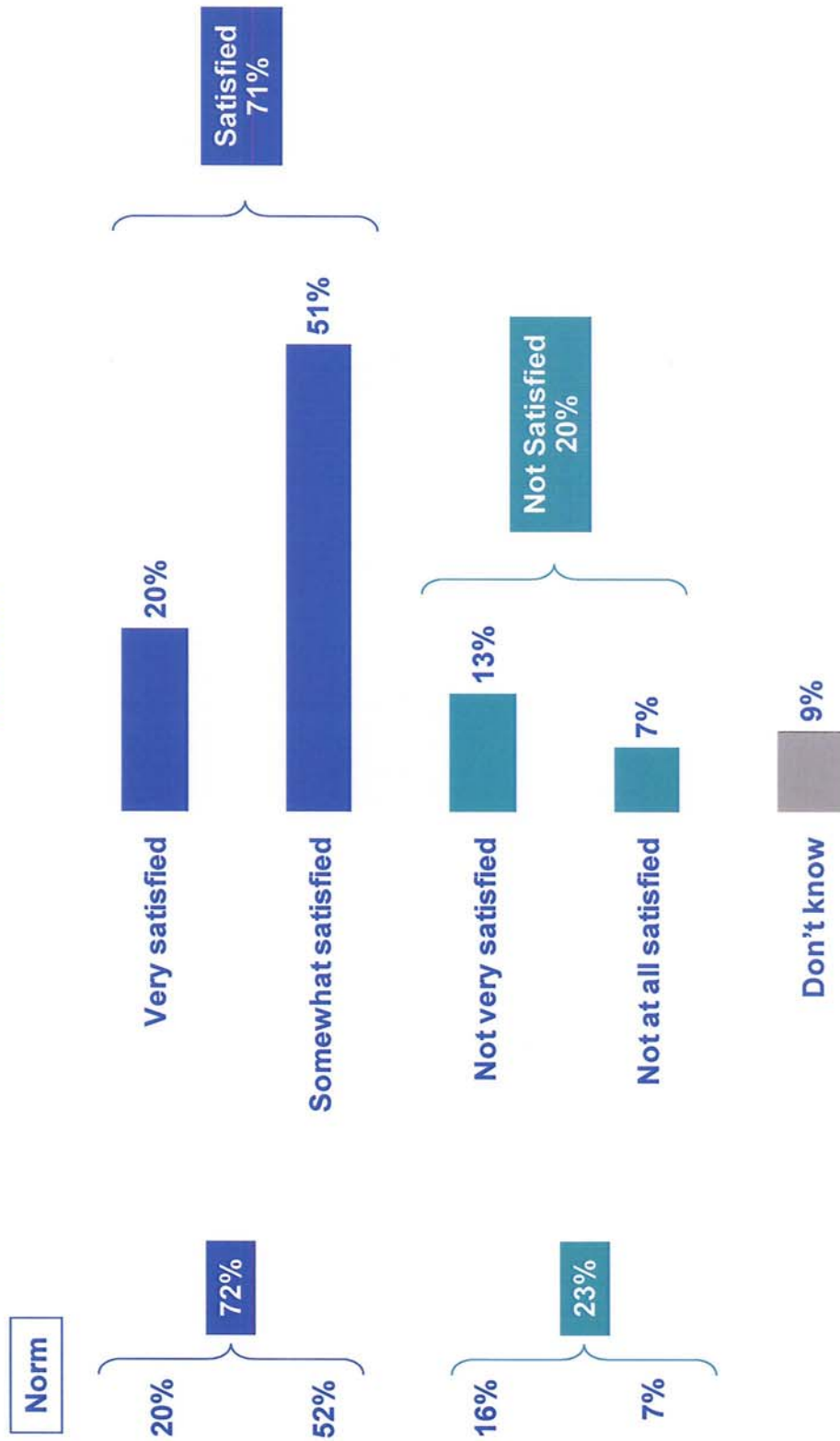
Norm Top Mentions	
Lack of time	32%
Cost/affordability	17%
Not interested	15%
Lack of opportunities	10%
Lack of awareness	5%

Base: All respondents (n=300)



# Majority are satisfied with the opportunities for cultural and creative interests in Richmond

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

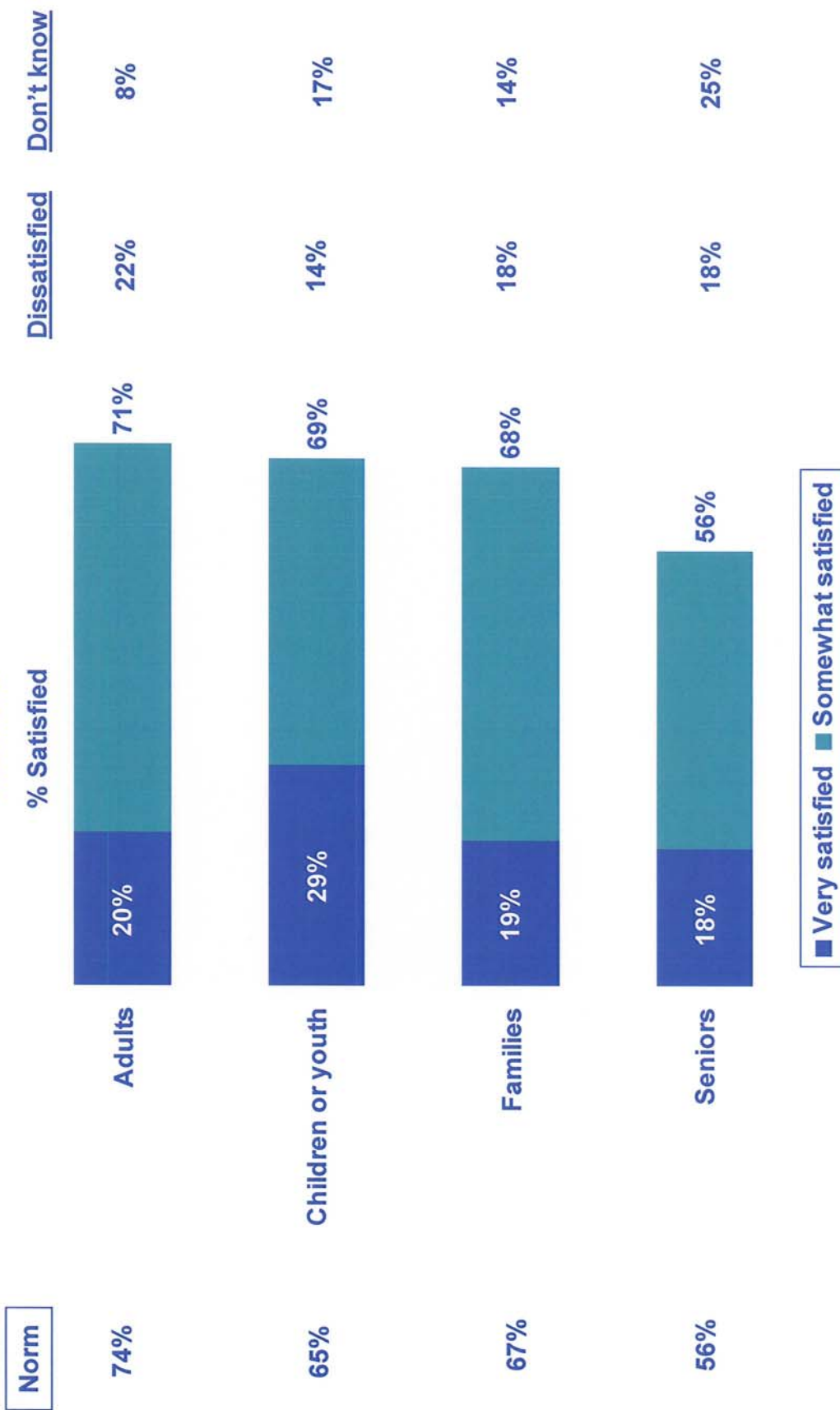


Base: All respondents (n=300)



# Satisfaction is highest for adult cultural opportunities and lowest for those aimed toward seniors

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



Base: All respondents (n=300)

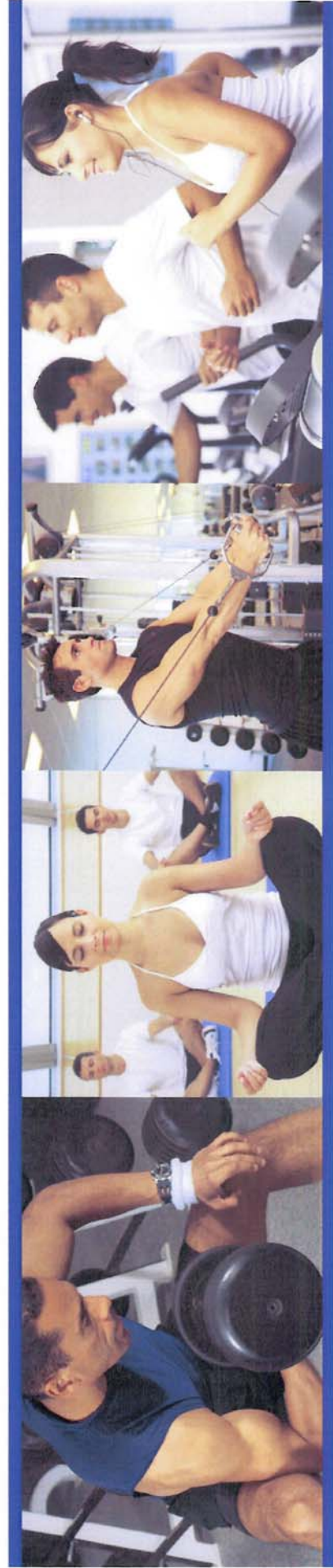




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## Questions?

PRCS - 59



5/21/2010

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