

**EDMONTON
RECREATION & LEISURE SURVEY,
2002**

****FINAL REPORT****

Submitted to

Edmonton Community Services
Strategic Services

Prepared by

Hargreaves & Associates Ltd

*Suite 301, 10010 – 106 Street
Edmonton, Alberta*

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1.0 INTRODUCTION

1.1 Background

The Edmonton Recreation and Leisure Survey, 2002, was identified as a key component in the Community Services Department's strategic initiative to "develop an effective system to gather, analyze and distribute leisure related information to meet needs at all levels of the organization". A survey process was required to measure the recreation preferences and interests of Edmonton residents as well as to determine trends in participation over time. Such an approach would allow for monitoring of changes in participation and tracking benchmarks to assist the department with making strategic decisions based on relevant and recent empirical data that reflect the needs of Edmonton residents.

The value of the survey applies in several areas for Community Services. First, the department presently relies on the Edmonton sub-sample from the Alberta Recreation Survey to provide benchmark participation data. This sub-sample is limited in size and statistical reliability, and the survey is only done every four years. Second, participation data is currently collected on a generally piece-meal basis as part of other survey projects conducted by the department, and other agencies. A standardized approach, therefore, is required to allow the department to collect reliable and accurate data over a shorter time frame than four years. Such an approach offers a consistent flow of data which can be reliably applied to various strategic planning activities undertaken by Community Services as it seeks to address the needs of its various stakeholders.

Meeting stakeholder needs and having the ability to continue to build partnerships with them will also require that the recreation and leisure survey accommodate, as part of its process, a means to collect relevant data from constituents of stakeholders. In this regard, the survey was designed to accommodate a multi-layered approach in order that quality and reliable data from constituent groups can be collected.

1.2 Study Objectives

The primary purpose of the study was to provide a research process which offers sufficient rigour and detail to allow Edmonton Community Services to track and make strategic decisions about recreation participation in order to continue to meet the needs of the city's residents. The research process was governed by the following objectives:

1. to compare the amount of leisure time Edmonton residents have, the value placed on leisure time, and the extent to which they believe their lives are rushed or under pressure;
2. to measure participation in a variety of recreation activities in the previous 12 months using a list of activities that is consistent with urban participation and which allows comparisons to participation rates measured by the Alberta Recreation Surveys;
3. to identify preferences for participation in new recreation and leisure activities;
4. to identify reasons for participation;
5. to identify barriers to participation;
6. to collect socio-demographic information, including:
 - age,
 - gender
 - household composition by age and type
 - household income
 - length of residence at current address
 - postal code to support future GIS mapping.

The objectives and how they might be best addressed in the survey questionnaire were considered in greater detail as part of initial meetings between the consultant and Edmonton Community Services. From these discussions, some minor modifications were made to allow the survey to be focused on the priority needs of the department.

2.0 RESPONDENT PROFILE

A variety of demographic information was collected as part of the survey. The resultant profile of the sample is summarized in this section of the report. The demographic information is used as part of analysis in subsequent sections to determine the existence of any trends or relationships between individual demographic groups.

2.1 Research Considerations

2.1.1 Sample Design

The originally targeted total sample size was selected to be 1,200 interviews. Respondents were selected using randomly generated residential telephone numbers within the city of Edmonton boundaries. The size of sample was deemed appropriate to ensure that enough respondents were included to support further analysis of individual demographic sub-samples, such as seniors or low income households, with reasonable statistical reliability. At the conclusion of the data collection period, the total number of valid interviews was 1,275. Compared to the total adult population of Edmonton, this sample size has a margin of error of $\pm 2.7\%$ at the 95% confidence level.

The primary challenge in survey sampling is achieving a representative sample. Typically, a random selection process, as was used for the 2002 Recreation and Leisure Survey, will produce a profile which closely resembles the actual demographic profile of the population. However, differences emerge due to such factors as the type of survey methodology employed – for example, mail versus telephone interviewing – respondent interest in the research topic, or the motivations of respondents to take part at the time of the survey.

These types of limitations can create an inherent bias to the resultant data. These may be overcome by applying statistical weighting to match the representation in the sample with corresponding groups in the population. The data was tested using such procedures and it was determined that the differences between base and weighted data were not large enough to be influenced by respondent bias.

2.1.2 Questionnaire Design

The survey questionnaire was designed to provide Community Services with the data it requires to meet its strategic planning needs while maintaining comparability with the data created through the Alberta Recreation Surveys. The latter was, therefore, used as a template but was modified to meet specific interests of Community Services. A copy is provided as an appendix to this report.

Modifications included:

- the inclusion of three questions (Q1, 2 and 3) which probed for respondents' feelings towards the amount of leisure time available to them and the priority or value placed on work and leisure time.
- a reduction in the number of recreational activities used to measure participation with a focus being on urban-based activities. Reading and watching TV/videos/DVD's were added as new activities not included on the provincial surveys.
- the addition of an open-ended question about respondents' views on the benefits of recreation.
- a reduced version of a question about volunteerism.
- the inclusion of a self-assessment question about the relationship of personal financial situation and the ability to take part in recreation.

The draft questionnaire was designed in consultation with Edmonton Community Services representatives. A pretest was conducted under normal survey conditions to evaluate the performance of the instrument. Minor adjustments were made prior to full administration.

2.1.3 Survey Administration

The survey was administered as a telephone survey. This approach was deemed to be most suitable for the time and budget available while still being able to maintain the integrity and quality of the resultant data. In short, the telephone approach offered the most efficient means to achieve the targeted sample size.

Data collection took place during November, 2002. This is a suitable time of year for this type of survey as summer is over, people tend not to take vacations, school routines have been established for several months, and the Christmas season has not completely begun. Conducting the survey in spring or early fall is advisable to minimize disruption from holidays or other events. As a result, response rates of up to 5 interviews per hour can reasonably be expected, particularly for a survey about a topic of such wide-ranging appeal as recreation.

As interviews were completed, questionnaires were coded and entered for analysis to an SPSS file. Once complete, the file was cleaned and edited to identify and remove any erroneous entries. Responses from open-ended questions were coded individually to allow for future recoding and grouping by Community Services to meet specific departmental needs. A copy of the data dictionary was provided to Community Services under separate cover along with an electronic copy of the data file.

2.2 Age of Respondents

Almost all respondents provided age data, with just 3% refusing. Over half (57.9%) of the sample was under the age of 40 years. Compared to the age profile of the adult population of Edmonton, the base survey data is over-representative for the 18-29 and 50-64 age groups but under-representative of seniors (aged 65 years and over).

Table 2.1
Age Profile of Survey Respondents

Age Group	% Survey Sample*	% Adult Edmonton Residents, 1999
18-29	36.7	22.0
30-39	21.2	23.7
40-49	19.2	16.8
50-64	15.8	10.6
65 & over	7.8	15.3
<i>Total</i>	<i>100.0</i>	<i>100.0</i>

*adjusted to exclude the 38 respondents (3% of the total sample) who refused to answer

2.3 Household Composition

The survey sample contained similar proportions of couples with children aged under 18 years living at home, couples without children at home, single adults, and multiple unrelated adults. Also included were single parents living with children under 18 years of age, and this group represented 5% of the sample.

Direct comparisons to Statistics Canada Census data were not contemplated for the household characteristic due to the greater complexity of categories used for the Census. The generalized categories employed in the survey are easier for respondents to respond to in a telephone interview setting.

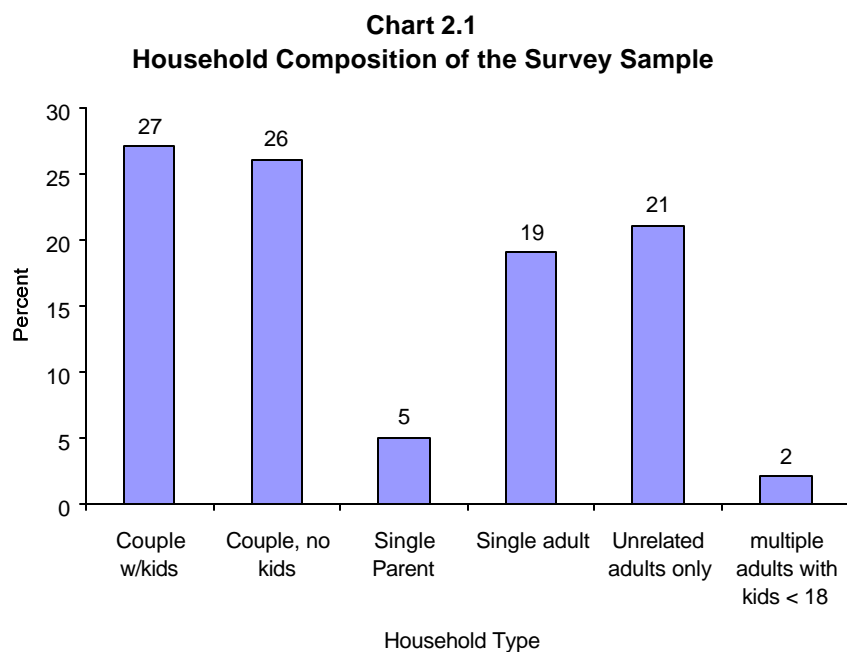


Table 2.2
Presence of Children in Households

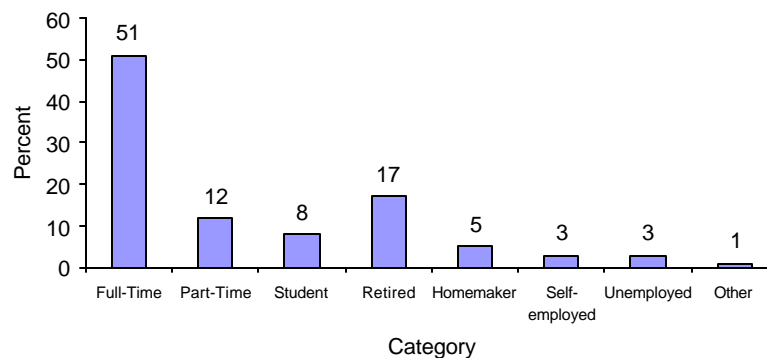
Age of Children	No. of Households in Sample	% of Reporting Households*
Under 4	168	13.2
5 to 9	177	13.9
10 to 14	198	15.5
15 to 19	206	16.2
None	850	66.7

* excludes those who elected not to provide a responses with this level of detail.

2.4 Employment

Again, the complex classifications used in the creation of Census profiles were deemed inappropriate for the telephone survey and simple categories were used. The resulting profile showed that 51% of respondents were employed full-time with a further 12% in part-time employment and 3% self-employed.

Chart 2.2
Current Employment Status



2.5 Household Income

Traditional survey approaches to gathering household income data rely on a question which asks that respondents indicate the category that most closely matches their situation. This typically produces a refusal rate of between 20% and 25% in a random survey. For the Recreation and Leisure Survey an alternative and innovative approach was used to supplement the category question and to reduce the anticipated rate of refusal.

Respondents were initially asked about how their financial situation might prevent them in any way from taking part in recreation. Of the 1,648 comments provided, 56% did not suggest that their personal circumstances were a barrier to participation. By contrast, 44% of those who responded to this question reported some degree of limitation.

Comparisons of these comments with other demographic characteristics found that:

- those in the 50-64 age category were most likely to provide positive comments (61%) while those in the under 30 category were most likely to be negative (48%);

- single parents (67%) and single adults (53%) were more likely to be negative;
- 58% of males were positive compared to 54% of females;
- positive responses were more likely to come from those in part-time employment (62%) and full-time employment (59%), whereas 88% of those who were unemployed and 56% of students offered negative comments.

The full list of comments is provided with the electronic data.

Following on from this self assessment question, respondents were asked to classify themselves in one of three economic categories. Two-thirds regarded themselves as “living reasonably comfortably” while 18% described themselves as “experiencing difficulties financially”. Comparing these responses to the income category question confirmed that those in the lower income categories below \$30,000 were the most likely to report “experiencing difficulties financially”. With just 2% providing a “don’t know/not stated” response, this style of question appears to be useful in reducing the refusal rate typically associated with the traditional income category question format. It may also give us a more realistic understanding of how many households experience financial limitations in their recreation and leisure choices which a dollar category question alone cannot necessarily do, given the large number of variables that must be considered.

Chart 2.3
Self-Assessment of Current Financial Situation

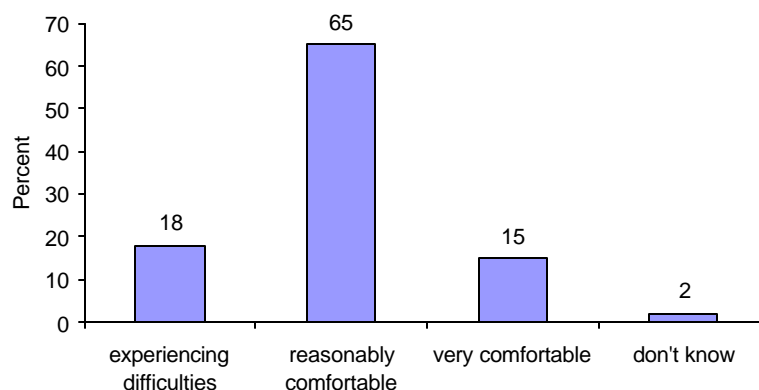


Table 2.3
Income Category By Self-Assessment of Financial Situation

Annual Household Income (\$000's)	% Experiencing Difficulties (n=224)	% Reasonably Comfortable (n=832)	% Very Comfortable (n=190)	% Don't Know/Not Stated (n=29)
Under \$20.0	38	7	2	4
\$20-29.9	26	11	4	3
\$30-39.9	13	12	7	3
\$40-59.9	2	22	10	-
\$60-79.9	2	15	15	-
\$80-100.0	-	7	15	-
Over \$100.0	1	6	35	7
Refused	11	20	14	83
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

2.6 Other Characteristics

- 55% of respondents were female with 45% being male,
- On average, respondents have lived in Edmonton for 23 years,
- 66% of respondents own their homes while 34% were renters.

3.0 THE VALUE OF LEISURE TIME

Lack of time, work commitments and family commitments are often cited as principal barriers to participation in recreation. Lifestyle pressures and their potential to influence participation among Edmonton residents was measured by three questions. Summarized below, the results indicate that close to half of Edmonton residents (47.8%) feel rushed at least sometimes, with a further 31.1% reporting that they always feel rushed. By contrast, two-thirds (67.4%) of respondents reported that they valued their leisure time more than work. Despite this high value, 44.3% of Edmonton residents feel that they have less leisure time than two years ago, compared to 34.2% who feel they have the same amount and 21.1% who report no difference.

Chart 3.1
Time Available for Completing Daily Tasks

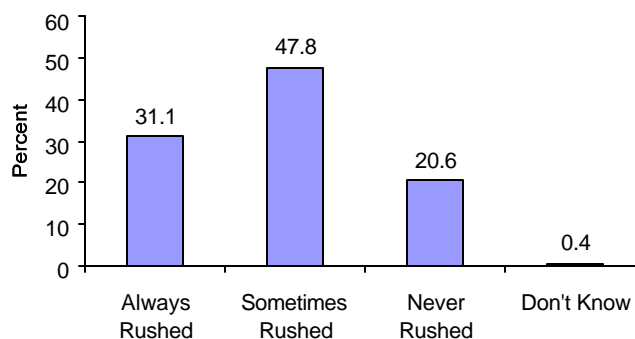


Chart 3.2
Time Valued the Most

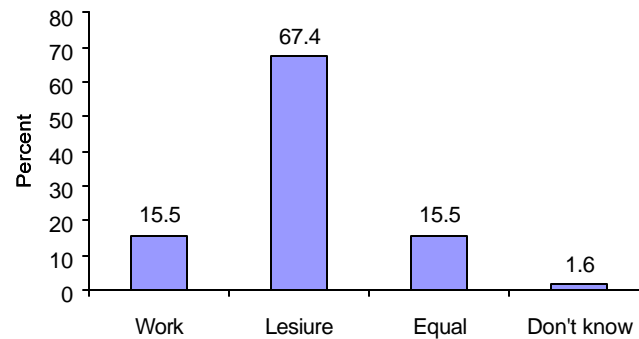
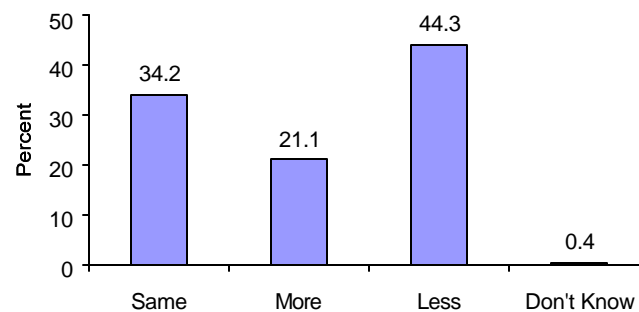


Chart 3.3
Amount of Leisure Time Available Now Compared to Two Years Ago



Reviewing these findings by the demographic characteristics of the sample reveals some clear trends:

By Age:

- those under the age of 50 years of age are most likely to report feeling 'always rushed', whereas 57% of seniors report that they 'never' feel rushed;
- 73% of those under 30 and 72% of those aged between 30 and 39 report placing greater value on their leisure time while 20% or more of those over the age 40 place equal emphasis on work and leisure time;

- 72% of seniors report the same amount of leisure time as in the previous two years and it seems that leisure time opportunities begin to open-up when people reach the age of 50 as the survey found that 27% of respondents in the 50 to 64 age group reported more leisure time compared to 23% of seniors and less than 25% of those under the age of 50;

By Gender:

- Overall, there was little difference between the sexes in their view of leisure time. Minor differences suggest that females (33%) feel more rushed than males (29%) while females (46%) also feel they have less leisure time than males (43%) compared to two years ago.

By Household Composition:

- at 46%, single parents were the most likely to always feel rushed followed by couples with children at home (40%);
- single parents (73%) and couples with children (70%) are the most likely groups to place more value on their leisure time;
- single adults (45%) and couples without children at home (42%) are most likely to report having the same amount of leisure time as two years ago whereas 64% of single parents and 59% of couples with children at home report having less leisure time.

By Employment Status:

- those who have full-time employment status (39%) are the most likely to feel always rushed, while 71% of them value their leisure time ahead of their work time and 54% feel they have less leisure time than two years ago;
- part-time workers (61%), students (57%) and homemakers (52%) are also showing a tendency to be rushed some of the time;
- those who are self-employed (54%) and homemakers (58%) provided the lowest rating for valuing leisure time over work time;
- those who are retired (60%) and the self-employed (40%) are the most likely to feel they have the same amount of leisure time as two years ago.

4.0 HOUSEHOLD PARTICIPATION

4.1 Household Involvement

Participation in recreational activities was measured at the household level rather than the individual level. This approach offers simpler analysis and was also less complex for respondents to answer in the telephone survey format. To further simplify the questionnaire structure, activities were grouped. The results are presented along with comparisons to the Alberta Recreation Survey of 2000.

Activities that can occur at home:

- watching television/videos/ DVD's dominates, pointing to a preference for home-based leisure activities
- gardening has a lower rate in Edmonton compared to provincially.

Table 4.1
Home Based Activities, 2000-2002

	% Edmonton Recreation & Leisure Survey, 2002	% Alberta Recreation Survey, 2000
Watching TV/videos/DVD	98.6	-
Playing Computer Games	64.2	53.9
Crafts/hobbies	75.3	67.9
Reading	94.2	-
Gardening	58.8	74.9

Activities that can be with family or friends

- Edmonton residents take part more than their provincial counterparts in:
 - bowling
 - attending events as a spectator
 - picnicking

- attending festivals
- Edmonton residents are less inclined to
 - visit museums/galleries
 - walk/hike
 - toboggan
 - golf

Table 4.2
Activities with Family and Friends, 2000-2002

	% Edmonton Recreation Survey, 2002	% Alberta Recreation Survey, 2000
Visit museums/galleries	45.8	71.5
Walking/hiking	86.1	91.3
Ice skating	32.5	33.7
Bowling	29.5	22.8
Attending events as a spectator	74.4	62.3
Picnic	47.3	35.7
toboggan	24.7	28.0
Golf	37.6	46.6
Attend festivals	64.4	59.6

Activities that can be alone or with others:

- Edmonton residents are more likely than others in Alberta to take part in:
 - performing arts
 - martial arts
 - weight training
 - personal fitness/aerobics
- Edmonton residents are less likely than other Albertans to take part in:
 - attending courses
 - bicycling
 - cross-country skiing
 - fishing
 - downhill skiing

Swimming and in-line skating are equally popular among Edmonton residents and other Albertans.

Table 4.3
Activities By Self or with Others, 2000-2002

	% Edmonton Recreation Survey, 2002	% Alberta Recreation Survey, 2000
Attend a course	43.9	46.8
Biking	53.0	59.9
Performing arts	37.6	35.7
Run/jog	39.6	32.8
Cross-country ski	7.5	16.7
Martial arts/judo/karate	9.5	5.2
Fishing	12.8	31.5
Weight training	37.3	33.8
Personal fitness/aerobics	55.4	35.9
Downhill skiing	23.6	29.6
In-line skating	26.1	26.2
swimming	55.1	55.0

Sports that might involve others

Participation rates for each activity are quite similar. The most notable differences concern a higher participation rate among Edmonton residents for football and racquetball/squash while rates are lower for ringette, gymnastics, badminton, basketball, baseball/softball and volleyball.

Table 4.4
Activities Involving Others, 2000-2002

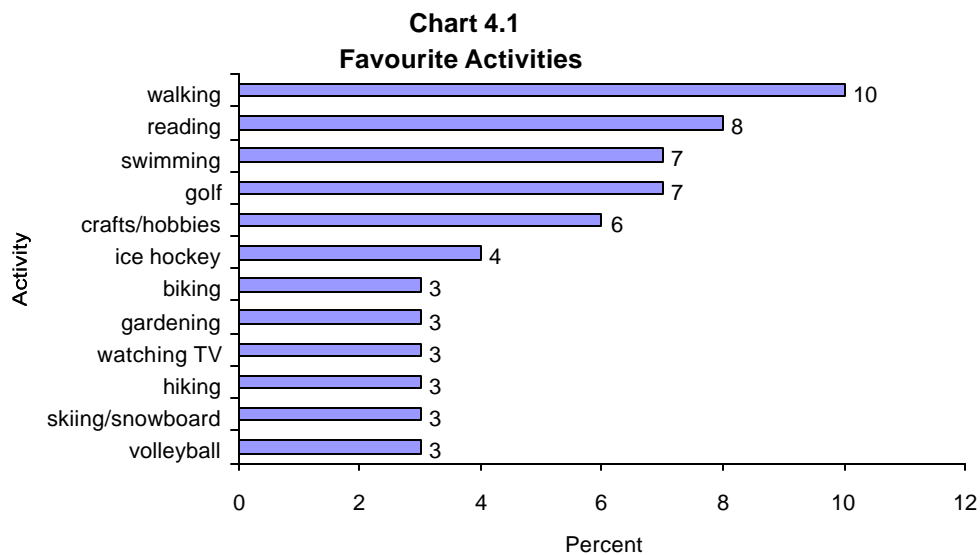
	% Edmonton Recreation Survey, 2002	% Alberta Recreation Survey, 2000
Tennis	11.5	12.9
Volleyball	14.4	16.4
Soccer	25.3	23.0
Ringette	0.7	1.7
Ice hockey	19.0	18.0
Badminton	9.6	13.1
Football	12.2	9.1
Basketball	18.7	22.3
Baseball/softball	19.4	22.5
Gymnastics	5.4	8.0
Racquetball/squash	9.6	6*
Figure skating	3.8	—**

* 2002 ARS asked about squash and racquetball separately – the result shown is an average of the 2 scores

** not specifically identified in 2002 ARS

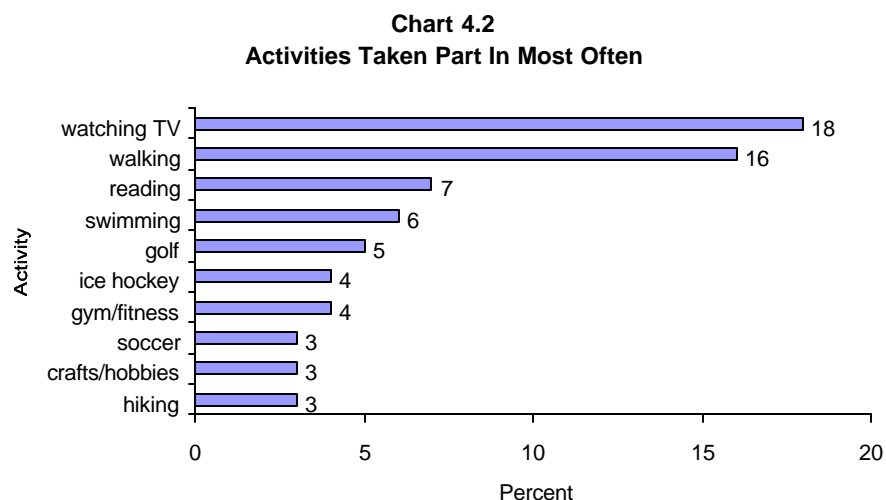
4.2 Favourite Activities

Respondents identified 80 separate activities as being their favourites. From this list walking, reading, swimming and golf were the three most frequently mentioned.



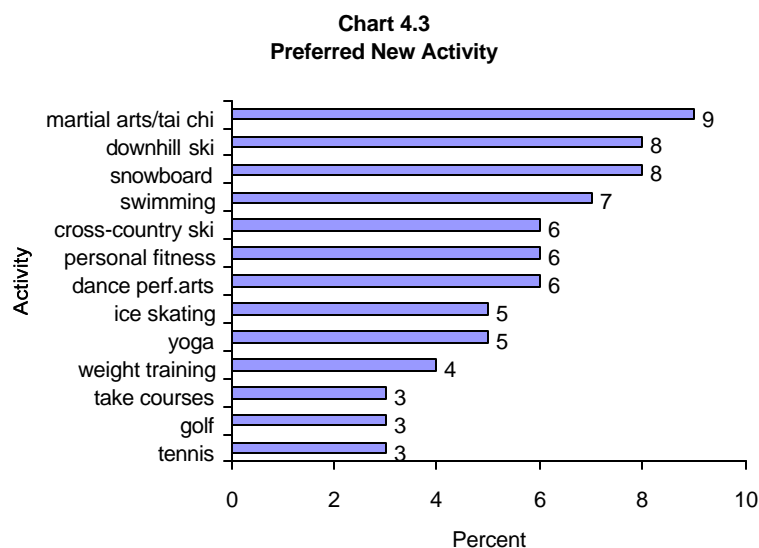
4.3 Activities Taken Part in Most Often

Over 70 activities were identified as being most taken part in by household members. Within this group, the leading activities were watching TV and walking. Note can also be made that the frequency of household participation in ice hockey is greater than for soccer yet soccer has more households participating.



4.4 New Activities

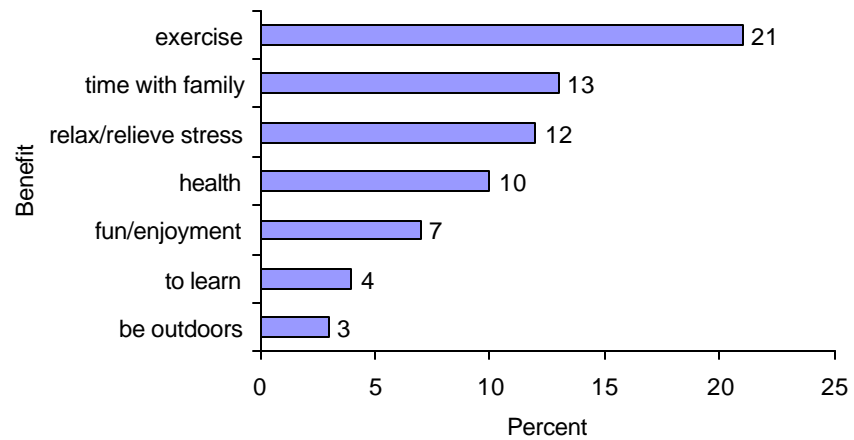
Forty percent of respondents indicated that there were activities that they currently do not take part in that they would like to begin in the next 12 months. Of the 554 suggestions that were made, the most frequently mentioned were martial arts, downhill skiing, snowboarding, swimming, personal fitness, cross-country skiing and dance/performing arts.



4.5 Benefits of Recreation

Respondents to the survey identified a variety of benefits associated with recreation. After 'exercise', the most frequently reported were to be with family, to relieve stress, for health benefits, and for fun.

Chart 4.4
Benefits of Recreation



5.0 REASONS FOR PARTICIPATION

Edmonton residents primarily take part in recreation for pleasure (95% rated this as important or very important), for physical health and exercise (90%) and to relax (89%). Other factors receiving relatively high ratings were being with family (82%), enjoying nature (82%) and to improve skills or knowledge (80%). Of less importance are competing with others (22%), showing others (24%) and being away from family (27%).

Table 5.1
Importance of Selected Motivations for
Taking Part in Recreation and Leisure Activities

	% Not Important	% Somewhat Or Very Important
For pleasure	5	95
For physical health or exercise	10	90
To relax	11	89
To improve your skills and knowledge	19	81
To be with my family	19	81
To enjoy nature	20	80
To do something different from work	21	79
For a challenge	24	76
For excitement	29	71
To meet new people	36	64
To keep busy	38	62
To be creative	44	56
Because you are good at it	57	43
To help my community	57	43
To be alone	59	41
To be away from your family	74	26
To show others you can do it	76	24
To compete with others	78	22

6.0 BARRIERS TO PARTICIPATION

6.1 Overview of Potential Barriers

Time pressures were rated as the most important barrier to participation with 61% of respondents rating this as somewhat or very important. Two economic reasons – the cost of equipment (53%) and admission fees for facilities and programs (49%) – completed the top three barriers. A concern with facility overcrowding was also noted by 49% of respondents.

Of least importance as barriers among all respondents was recreational programming not accommodating personal cultural requirements (6%). However, sample response bias may have influenced this result since this reason may be more applicable to specific cultural groups that were not expressly identified in the survey. Further research with these groups may be justified to better understand the relationship between recreation and leisure opportunities in Edmonton, and their relevance to individual cultural groups.

Other barriers of less importance were not being at ease in social situations (9%), and recreational facilities not being physically convenient to use (13%).

Table 6.1
Importance of Selected Barriers for
Taking Part in Recreation and Leisure Activities

	% Not Important	% Somewhat Or Very Important
Time pressures from other things in your life	39	61
The cost (rental or purchase) of equipment, materials or supplies	47	53
Admission fees or other charges for facilities or programs	51	49
Recreational facilities or areas are overcrowded	51	49
Recreational facilities or areas are poorly maintained	64	36
You don't know where to take part	81	19
There is no opportunity near your home	82	18

	% Not Important	% Somewhat Or Very Important
You are physically unable to take part	82	18
You don't have the skills required to take part	85	15
The cost of transportation	86	14
Lack of transportation	86	14
Recreational facilities are not physically convenient for you to use	87	13
You are not at ease in social situations	91	9
Recreational programming does not accommodate my personal cultural or religious requirements	94	6

6.2 Household Financial Situation as a Limitation on Participation

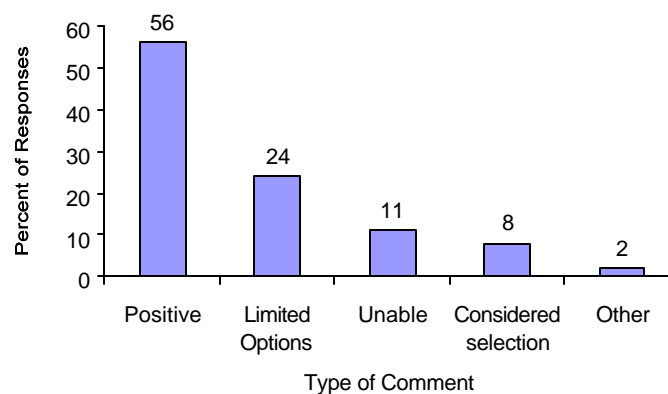
As noted previously, over 1,600 comments were provided to the question about the relationship between personal financial situation and ability to take part in recreation. Just over half of these comments (56%) indicated that respondents felt that their situation did not prevent them from participating.

Forty four percent felt their situation did in some way limit or prevent them from taking part in recreation. The various comments provided can be grouped into the following 4 categories:

- limited options, meaning that their participation was restricted to only certain activities that were made affordable by subsidies or reduced rates, or the cost of activities was considered to be too high;
- considered selection, meaning that choices were planned to meet specific needs within available budgets
- unable to take part, referring to such factors as lack of money for expenditure on recreation, lack of transportation, lack of time, or health reasons¹;
- other, referring to various other comments about recreation, its delivery or availability.

¹ health reasons accounted for 4% of responses

Chart 6.1
Feelings About How Participation in Recreation is Limited by Household Financial Situation

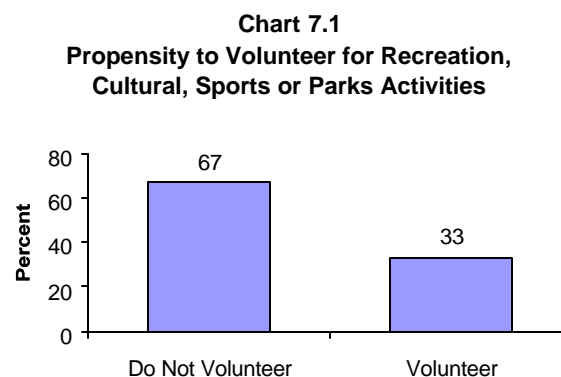


A comparison of respondents' self assessment of their financial situation and the comments they made indicates that:

- 62% of those who report that they are experiencing financial difficulties gave comments classified as 'limited options', suggesting that they do try to take part when they can. This group, however also included the largest percentage (15%) of people reporting that they were unable to take part, and the largest proportion (8%) indicating personal health problems;
- 63% of those who feel they are reasonably comfortable provided positive comments along with 18% who indicated they had limited options and 9% who made considered selections;
- 87% of those who consider themselves to be very comfortable provided positive comments.

7.0 VOLUNTEERISM

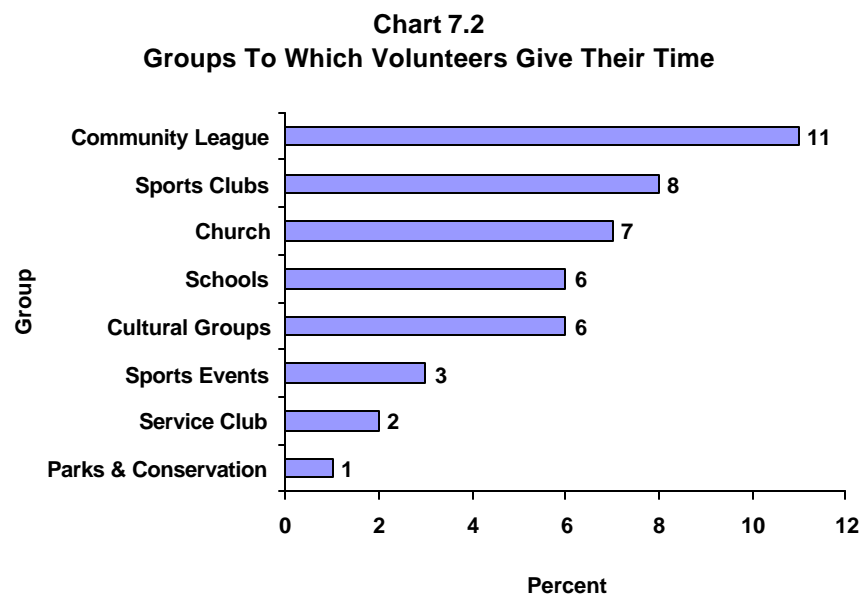
One-third of Edmonton residents have taken part in volunteer activities related to culture, recreation, sports or parks during the previous 12 months. The largest share of this volunteer effort is given to community leagues/associations (11%) with sports teams/clubs receiving 8%. Church activities attract a further 7%.



Examination of the propensity to volunteer by the demographic characteristics of the sample found:

- the highest rate of volunteerism (46%) occurs among those aged between 30 and 39 years while the lowest (24%) is among those aged between 50 and 64 years;
- females (37%) are somewhat more likely to volunteer than males (28%);
- couples with children at home (44%) and single parent households (38%) are more likely to volunteer than others;
- homemakers (38%) and those who are self-employed (60%) are the most likely groups to be volunteers while the unemployed (22%) and students (28%) are least likely to do so;
- there was no difference between those who volunteer and whether they feel their current economic situation affects their ability to take part in recreation and leisure activities.

The largest percentage of respondents volunteered for their community league (11%). This was followed by sports clubs at 8% and church groups at 7%.



A profile of who volunteers for each type of group is as follows:

Community League

- those aged between 30 and 49 years of age
- couples with children
- self-employed, homemakers or employed full-time
- females

Sports Clubs

- those aged between 40 and 49 years
- couples with children at home and single parents
- males
- self-employed or employed full-time

Church

- over age 65 years
- couple with no children at home
- females
- retired or homemakers

Schools

- those aged between 30 and 49 years of age
- couples with children
- homemakers or employed part-time
- females

Cultural Groups

- those over 50 years of age
- couples with no children at home
- females
- retired or homemakers

Sports Events

- those under 30 years of age or between 40 and 64
- single parents
- females
- employed full-time or part-time, or homemakers

Service Clubs

- those under age 30 years or over 65
- couples with children at home and single adults
- females
- students, the self-employed and the retired

Parks and Conservation

- those between 40 and 49 years of age
- couples with no children at home and single parents
- females
- homemakers, the self-employed and those employed part-time

8.0 RECOMMENDATIONS AND CONCLUSIONS

The purpose of the Recreation and Leisure Survey, 2002 was to establish a process by which Edmonton Community Services could obtain recreation participation and trend data to support departmental strategic planning initiatives. Previous reliance on the Alberta Recreation Surveys conducted by Alberta Community Development, has been useful but limited sample sizes and the four year time lapse between each survey has reduced the overall reliability of the data for Edmonton specifically. Consequently, Edmonton Community Services requires a research process that improves the value of survey data in understanding the needs of Edmonton residents.

The 2002 Recreation and Leisure Survey has implemented a research design that is based on the Alberta Recreation Survey to assist in comparability analysis but which also deviates from this structure by introducing several alternative and innovative approaches to questionnaire design. In this regard, the 2002 survey has tested a multi-level approach to understanding the relationship between the personal financial situation of Edmonton residents and their ability to take part in recreation. This approach has proved successful and has offered important insights into the extent to which income is a barrier to participation. This approach should be continued.

The survey has also revealed that almost all respondents have opinions on the extent to which they feel that their time is limited by other factors in their lives. The line of questioning included in the survey should also be continued and further analysis on the data from this survey should be performed to more specifically define those groups in the population who might, in some way, benefit from strategies delivered by Community Services. The base data is suggesting that over three-quarters of the population feel rushed which may have implications for program design and delivery.

There is also a clear ability to compare the results of the Recreation and Leisure Survey to those from the 2000 Alberta Recreation Survey. Similarities and differences between the preferences

of Edmonton residents and those from other parts of Alberta are evident and, with the increased size of the Edmonton sample, greater reliance can be placed on these findings and what they mean for strategic policy development by the Community Services Department.

The Recreation and Leisure Survey, its process and results, offer a valuable starting point from which Edmonton Community Services can continue to track trends in opinions towards recreation opportunities in the city, and the need for programming and services designed to meet and complement changing lifestyles. From the results of this and future such surveys, specific research can be designed to focus on the expectations of individual stakeholder groups in order that targeted strategic initiatives can be developed to meet their needs.

APPENDIX

RECREATION AND LEISURE SURVEY, 2002 QUESTIONNAIRE

EDMONTON RECREATION & LEISURE SURVEY

2002

(FINAL: 22 Nov/02)

1. In general, how do you feel about the amount of time you have available to deal with your daily tasks?
Would you say you...(READ)

1=always feel rushed even to do things you have to do
2=only sometimes feel rushed
3=almost never feel rushed
4=don't know/not stated

2. Which part of your day do you value more highly? (READ)

1=your work
2=your leisure time
3=both are equally important (DO NOT READ)
4=don't know/not stated (DO NOT READ)

3. Compared to 2 years ago, would you say you have

1=about the same amount of leisure time
2=more leisure time
3=less leisure time
4=don't know/not stated (DO NOT READ)

- 4a. During the last 12 months, has anyone in your household including yourself, taken part in the following recreation **activities in Edmonton?**

(Interviewer Note: groupings are more for our convenience than anything else but note that there is overlap, should you be asked)

Activities you can do at home

<input type="checkbox"/> watching TV/videos/DVD	<input type="checkbox"/> reading
<input type="checkbox"/> playing computer/video games	<input type="checkbox"/> gardening
<input type="checkbox"/> crafts or hobbies	

Things you can do with your family or friends

<input type="checkbox"/> visit museums/galleries	<input type="checkbox"/> picnic
<input type="checkbox"/> walking/hiking	<input type="checkbox"/> tobogganing
<input type="checkbox"/> ice skating	<input type="checkbox"/> golf
<input type="checkbox"/> bowling	<input type="checkbox"/> attending festivals
<input type="checkbox"/> attending events as a spectator	

Things you can do by yourself or with others

<input type="checkbox"/> attending a course	<input type="checkbox"/> fishing
<input type="checkbox"/> biking	<input type="checkbox"/> weight training
<input type="checkbox"/> performing arts (dance, music, drama)	<input type="checkbox"/> personal fitness/aerobics
<input type="checkbox"/> running/jogging	<input type="checkbox"/> downhill skiing/snowboard
<input type="checkbox"/> cross-country skiing	<input type="checkbox"/> in-line skating/rollerblade
<input type="checkbox"/> martial arts (judo, tae-kwan-do, karate, etc.)	<input type="checkbox"/> swimming

Sports you can do with others

<input type="checkbox"/> tennis	<input type="checkbox"/> football
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____ volleyball
 ____ soccer
 ____ ringette
 ____ ice hockey
 ____ badminton

____ basketball
 ____ baseball/softball
 ____ gymnastics
 ____ racquetball/squash
 ____ figure skating

- b. Which activity is your personal favourite? _____
- c. Which activity is **most often** taken part in by your household? _____
- d. What would you say are the most important benefits that you and members of your household get from taking part in these activities?
(Interviewer Note: PROBE FOR UP TO 3 IDEAS and “dig down”: if respondents says ‘fun’ ask why it’s fun; when they tell you ask them ‘why’ a second time;)

5. People have many reasons for taking part in recreational activities. On a scale of 1 meaning not at all important to 4 meaning very important, how important are each of the following reasons to your decision to take part in your favourite recreation activities **(READ & ROTATE)**

	Not At all Important	Not Important	Somewhat Important	Very Important
To compete with others	1	2	3	4
Because you are good at it	1	2	3	4
To show others you can do it	1	2	3	4
To improve your skills and knowledge	1	2	3	4
For a challenge	1	2	3	4
For excitement	1	2	3	4
To keep busy	1	2	3	4
To help my community	1	2	3	4
To be creative	1	2	3	4
For physical health or exercise	1	2	3	4
To be with my family	1	2	3	4
To meet new people	1	2	3	4
To relax	1	2	3	4
For pleasure	1	2	3	4
To do something different from work	1	2	3	4
To enjoy nature	1	2	3	4
To be alone	1	2	3	4
To be away from your family	1	2	3	4

- 6a. Is there any recreational or leisure activity that you **DO NOT** take part in now that you would like to start doing in the next 12 months?

1=Yes

2=No (go to Q7)

- b. If Yes, Which one(s)_____

7. There are many reasons that **PREVENT** people from taking part in recreation activities. On a scale of 1 meaning not at all important to 4 meaning very important, how important are each of the following reasons to your decision to **NOT** take part in recreation activities. (**READ & ROTATE**)

	Not At all Important	Not Important	Somewhat Important	Very Important
Admission fees or other charges for facilities or programs	1	2	3	4
The cost (rental or purchase) of equipment, materials or supplies	1	2	3	4
Recreational facilities or areas are overcrowded	1	2	3	4
Recreational facilities or areas are poorly maintained	1	2	3	4
You don't know where to take part	1	2	3	4
There is no opportunity near your home	1	2	3	4
The cost of transportation	1	2	3	4
Lack of transportation	1	2	3	4
Recreational programming does not accommodate my personal cultural or religious requirements	1	2	3	4
Time pressures from other things in your life	1	2	3	4
You don't have the skills required to take part	1	2	3	4
You are physically unable to take part	1	2	3	4
You are not at ease in social situations	1	2	3	4
Recreational facilities are not physically convenient for you to use	1	2	3	4

- 8a. Have you done any volunteer work connected with culture, recreation, sports or parks in the past 12 months?

1=Yes

2=No (go to Q9)

- b. **If yes**
What type of group have you been involved with? (**CHECK ALL THAT APPLY; DO NOT READ – PROMPT IF REQUIRED**)

___ conservation, parks, nature

___ community league or association

___ school

___ church

other (specify)_____

___ cultural

___ service club

___ sports team or club

___ sports event

My final questions are to help us group your answers with those provided by others who have taken part in this survey. The information you provide will remain confidential and will not be shared with any other agency.

9a. How long have you lived in Edmonton? ____ years (if less than 1 year, enter 1)

b. Do you own or rent your home? 1=own 2=rent

10. What are the first 3 characters of your Postal Code? _____

11a. How many children or teens in your household are in the following age groups:

__ 4 years & under __ 10 to 14
__ 5 to 9 __ 15 to 19

b. Which of the following best describes your household? (**READ - Check ONE only**).

- " Couple with children under age 18 living at home
- " Couple with no children under age 18 living at home
- " Single parent with children under 18 at home
- " live by yourself (single adult)
- " Other (please describe): _____

12. Which of the following would best describe your work status

- " employed full-time " student (full-time or part-time)
- " employed part-time " retired Other (specify) _____

13. In what year were you born? 19____ 98=refused

14a. Part of the role of the Edmonton Community Services Department is to help those people who might be experiencing economic or other difficulties. How well do you feel that your current personal or financial situation allows you to take part in recreation and leisure activities. (**interviewer: probe up to 3 ideas**)

b. So, would you say that you consider yourself to be (**READ – check ONE**)

- 1= experiencing difficulties financially
- 2=living reasonably comfortably
- 3= living very comfortably
- 4=don't know/refused (**DO NOT READ**)

c. And in which of the following categories is your total annual household income, before taxes?

1=< \$20,000

2=\$20,000 to \$29,999

3=\$30,000 to \$39,999

4=\$40,000 to \$59,999

5=\$60,000 to \$79,999

6=\$80,000 to \$100,000

7=over \$100,000

8=don't know/refused

Thank You for Your Time

Interviewer Record:

Gender: 1=Male

2=Female

Phone # _____

Int#: _____