

Our activities



Finding a work/life balance

This is one of our top priorities. But the chart on [page 9](#) shows that there's a difference between the importance we place on it, and how satisfied we are with opportunities to find a work/life balance. Our satisfaction rating is lower than our priority rating in this area.

It's a challenge Connie Baxter knows all about. *"I have a disabled son who needs full-time care. My older son is involved in sports and my husband works out of town."* Connie works two jobs, but with careful planning, she's finding the right balance most of the time.

"I make it work for two reasons: I have relatively short commutes to work and to the sports facilities we use."

Connie's family goes to the Jasper Place Leisure Centre for the free community swim on Sundays, and her oldest son plays baseball and football close by. *"And I live in a great, supportive community,"* says Connie. *"That's how it works for me."*

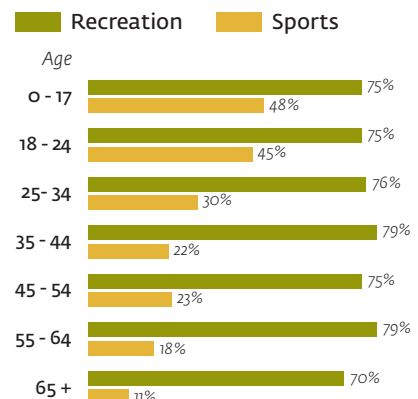
Graph source: R. A. Malatest and Associates Ltd., Current State of Assessment for Sport and Active Recreation Participation in Edmonton: 2008 Citizen Survey, conducted on behalf of City of Edmonton Community Services Department, March 2009.

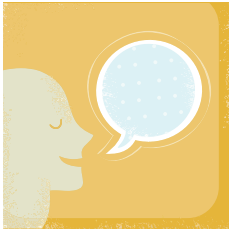
We like to get moving

Being physically active is another high priority for Edmontonians. In the Edmonton area, in 2008, just more than half of us (aged 12 and older) said we were active during our leisure time. We make good use of our parks, and feel one of their biggest benefits is providing us with the space to be physically active. We particularly like to walk and have lots of opportunity to do so in Edmonton with more than 150 kilometers of trails for hiking, biking and horseback riding.

Thirty per cent of us play sports, with soccer being the most popular, followed by ice hockey, bowling, golf, curling, volleyball, softball/baseball and basketball. During winter months we toboggan and ski.

How active we are





The Best Way to Get Around

"I don't think I truly LOVED Edmonton until I took my mountain bike into the river valley for the first time, and found several places where you can stop over the river and feel like you're out in the bush...except that you're still right in the heart of the city. To this day, biking around here is one of my favourite things to do.

I commute daily from Glenora to downtown by bike, too, and while 102 Ave. would be the most straightforward route, I actually take McKinnon ravine and the trail along River Valley Road, because it is so much more peaceful and scenic, and often it is even faster (despite having to tackle the hill behind Royal Glenora to get into downtown). I never get tired of this route, it's just a beautiful and relaxing (and - thanks to the hills - rather invigorating) ride on my way to and from work. And to think it's just a very small percentage of the trails available in the valley." - Dave Sutherland



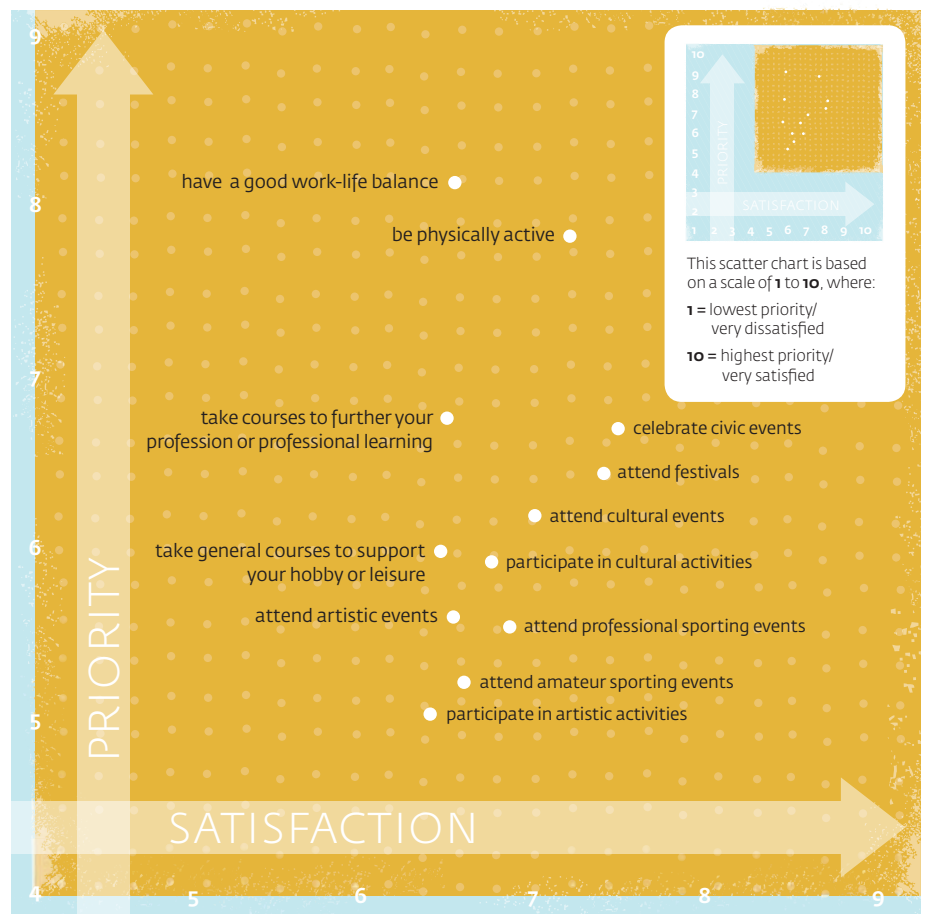
Plotting Our Priorities and Satisfaction

The 2009 Community Values Survey asked Edmontonians about the priority they place on being able to do a variety of things here in the city, and how satisfied they are with the opportunities the City Government offers in each area.

You can see on the chart on this page, that overall we're relatively satisfied with opportunities for activities in the city.



What do we want to do with our free time?



Source: Leger Marketing, 2009 Community Values Survey, conducted on behalf of the City of Edmonton Community Services Department, June 2009.



Our Public Library

17

number of Edmonton Public Library branches throughout the city

1.9 million

items housed in our library branches

400,000

number of people who have a public library card

5.5 million

number of visits to public library branches in 2008

Source: Nichols Applied Management Inc.

We like to learn

Challenging our minds is just about as important to us as being active, particularly when it comes to furthering our professional learning. It's also important to us to take non-credit courses, and as the chart on **page 9** shows, we're relatively satisfied with the opportunities to do so.

Continuing Education:

- **2007/08:** 50,000 people took non-credit courses at post-secondary institutions. Some of the most popular courses were in the fields of business, fine and performing arts and information technology.
- **2008:** more than 18,000 Edmontonians signed up for literacy, English as a Second Language (ESL), community issues and employability enhancement programs, through the Edmonton Adult Learning Association.
- **2007/2008:** more than 16,000 Edmontonians registered in continuing education, academic upgrading and ESL courses, through Edmonton Public Schools' Metro Continuing Education.

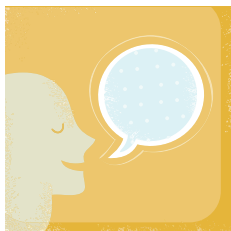
Our training and education

Edmonton offers a wide variety of respected, publically funded post-secondary choices for students.

In 2007/8 there were some 95,000 full and part-time students enrolled in credit programs:

- 64,000 students (67%) were from the Capital Region,
- 20,000 were from elsewhere in Alberta,
- 9000 were from other parts of Canada,
- 2800 came from outside of Canada.¹⁰

¹⁰ Alberta Advanced Education and Technology.



Why I Choose Edmonton

"I could live anywhere in Canada to do my job. I travel a lot, and sometimes when I'm in Vancouver or Kelowna, I wonder why I don't live there. I don't because I have too many friends and too many people I love here. I can get from my house to wherever I want to go in 15 or 20 minutes. This is a big city that feels like a small town. We have two superior sports organizations, the Eskimos and the Oilers, and lots of other sports leagues. But these two kingpins provide strong role models for our young people. And all of our teams help put us on the world map. Another cool thing about Edmonton is how involved we are. When this city hosts something, everybody volunteers! We open our arms, find sponsors and turn out by the thousands to the events. There are things we'd like to improve, and we can and do quibble about them, but in the end we're able to collectively move forward. We all want a quality of life – and we have it here." – Tim Alderson

We like to celebrate

Edmontonians like attending city-sponsored events such as the Canada Day celebration and are fairly satisfied with the opportunities we have to do so. Our city's New Year's celebration at Churchill Square made quite an impression on Carmen McKague. She took her 3 year old son. *"What was most fun was all the people who were there; just wandering around downtown with the crowds. Then the fireworks were a great way to end the night."*

We value the opportunities we have to attend cultural and artistic

activities, such as festivals, theatre and music concerts. *"The art scene is great!"* says Fariha Ali. *"The Fringe, Street Performers, Ice on Whyte, the new art building. It's what makes Edmonton, well, Edmonton. We can see local talent you don't see anywhere else. It's why this city is so unique."*

We also place some value on attending other artistic events, professional and amateur sports and, finally, on taking part in artistic activities. And we feel relatively satisfied with the opportunities we have in Edmonton to enjoy these experiences.



Our Activities

What Edmontonians did in the last year:

- 65%** attended a fair or festival
- 55%** visited a museum or art gallery
- 54%** watched a sporting event
- 47%** had a craft or creative hobby
- 47%** attended live theatre
- 42%** played video, computer or electronic games

Source: Alberta Recreation Survey 2008: Summary of Results for Edmonton.