

## Quantitative Survey

Leger Marketing was retained to conduct 400 random telephone interviews with Edmonton residents located within the catchment area of Londonderry Athletic Grounds. Interviews were conducted between September 5 and September 29, 2013. The margin of error for Londonderry Athletic Grounds is  $\pm 4.9$  percentage points, 19 times out of 20.

### Findings:

#### *Visitation - Park Site:*

32% of respondents had never visited Londonderry Athletic Grounds and 51% have visited in the past 12 months.

When asked about their favourite aspects of the park the top 4 responses were:

- 36% - Swimming pool
- 28% - Close to home / Location
- 9% - Arenas/Skating Rinks
- 8% - Fitness Area/Workout Area/Weight Room

When asked for reasons they did not visit Londonderry Athletic Grounds the following was shared:

- 30% - Not interested/Too busy
- 25% - Too far / There are other options
- 20% - Not relevant
  - Have no children/children not of the appropriate age (6%)
  - Don't do athletics/not athletic (5%)
  - There is nothing there for us (5%)
  - Do indoor exercises/Alternate activities (5%)
  - 10% - Old/Disability

#### *Visitation - Indoor Facilities:*

30% of respondents had never visited indoor facilities at the Londonderry Athletic Grounds and 52% have visited in the past 12 months.

#### *Importance and Participation:*

Outdoor Activities: Running/walking/cycling on a trail or open area, playground activities, water play activities (spray parks), fitness station activities and ice skating are the top five most important outdoor activities. Running/walking/cycling on a trail or open area and soccer are the most popular outdoor activities in terms of participation.

Indoor activities: Swimming in indoor pools, fitness workouts and programs or camps for children, youth or adults are identified as the most important indoor activities. Swimming in indoor pools, fitness workouts and arena based activities such as ice hockey, lacrosse are the leading indoor activities in terms of participation.

Open Space Activities: Enjoying the outdoors and relaxing outside is the most important and the most participated open space activity.

#### *Satisfaction:*

The majority of the park visitors are satisfied with the opportunities available at the park, particularly for summer activities, opportunities for enjoying and relaxing outside and opportunities for activities for adults. In terms of accessibility, people are most satisfied with the facilities of walking at the park.

Overall, the majority of the visitors are also satisfied with the general features of the park, such as cleanliness, general maintenance, signage, etc.

