





Mill Woods Recreation Centre
Public Consultation
July 2012

Canada

Toronto Edmonton

Calgary

Ottawa

Montreal

Quebec City

USA

Philadelphia, PA Tampa, FL Denver, CO

The largest
Canadian-owned
marketing research
and polling firm



Mill Woods Recreation Centre Public Consultation

July 2012

We are proud to present you with this research report, which was produced under the stringent quality standards of our company and those of the Marketing Research and Intelligence Association (MRIA). We are confident that this report will address your concerns and we hope to have the privilege of serving you again in the near future.

Jean-Marc Léger President

Jean. Marchigin





CONTEXT AND OBJECTIVES



- Mill Woods Recreation Centre is part of Mill Woods park; a well-established district activity park; with an aquatic centre, twin pad arena, fitness centre and multipurpose spaces, as well as outdoor amenities such as various sport fields and a skate park. In 2007, a park Master Plan was completed for the District Activity Park, which is currently being implemented.
- Leger Marketing Alberta was contracted by the City of Edmonton in June 2012 to conduct a telephone survey with the residents of the Mill Woods community.
- ☐ This survey was part of a public involvement initiative for creating and confirming that a Master Plan for renewing the Mill Woods Recreation Centre is needed.
- ☐ The primary goal of this survey was to understand the recreational needs of the local community and preferences for program and facility options.













Data Collection

 400 telephone interviews were conducted with residents of the Mill Woods community within a 2.5 km catchment area from the Recreation Centre. Interviews were conducted between June 14th and June 29th, 2012.

Target Respondents

• Residents of the Mill Woods Recreation Centre catchment area, aged 18 years or older.

Analysis

- Results have been weighted by age and gender to ensure demographic representation.
- The margin of error for a sample size of 400 is ±4.9 percentage points, 19 times out of 20.









STRATEGIC CONCLUSIONS



Overall, the residents of Mill Woods know about the Recreation Centre and what is available to them. Focus in regards to expansion and / or renovation, should be placed on improving the aquatic and fitness amenities as these are the most popular and important activities (as evident from current participation/ awareness as well as future likelihood for participation)

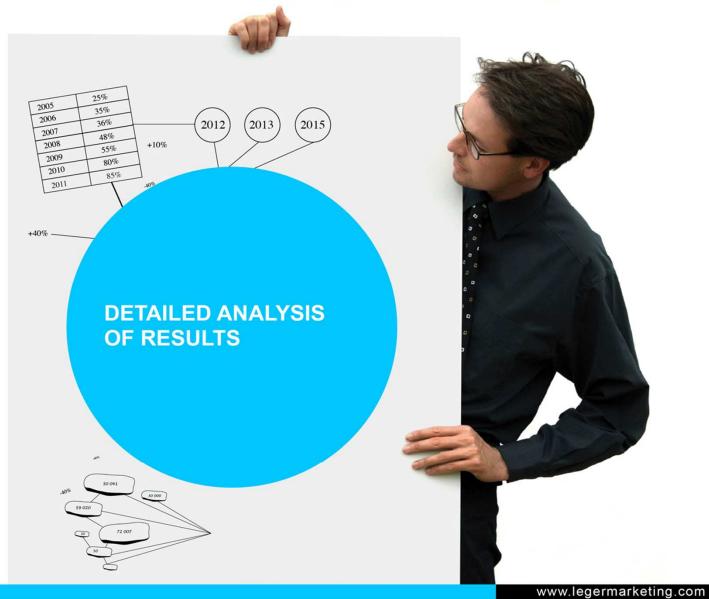
Awareness, Usage and Attitude of the Existing Facilities

- •The majority of Mill Woods residents are aware of the amenities currently offered at the Mill Woods Recreation Centre; awareness is particularly high for aquatic and fitness amenities.
- •Usage is distributed among the amenities, however, the fitness centre, wave pool, water slide and hot tub are frequented most often.
- •Satisfaction among residents who currently use the amenities is high, with the majority being satisfied (4,5 ratings) with the respective amenities that they use.

Future Amenities and Likelihood of Participation

- •In regards to future amenities that could be offered at the Recreation Centre, additional aquatic and fitness activities tend to be most important to residents.
- •Consistent with the high importance, the aquatic and the fitness activities have the highest likelihood of participation followed by the indoor and arena activities.
- •Residents are likely to avail of food and beverage concessions and other services like physiotherapy, sports medicine etc., if available.







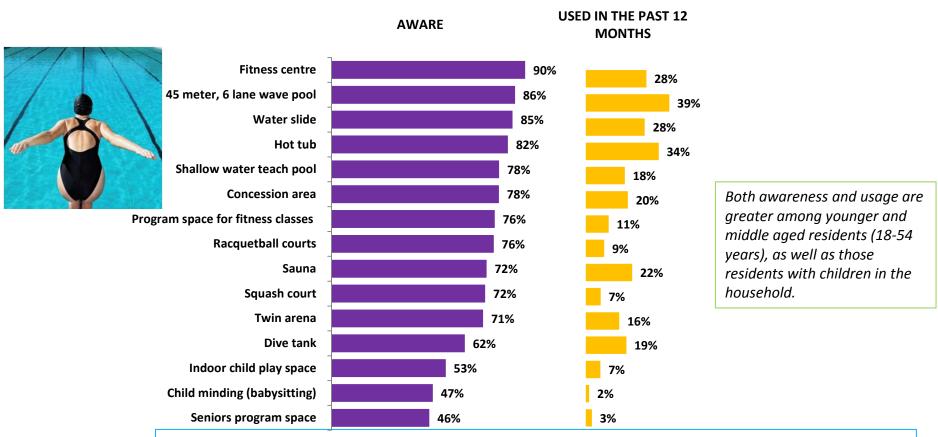






AWARNESS AND USAGE





Awareness is highest for the fitness centre (90%), wave pool (86%) and water slide (85%), while less than half of residents are aware of child minding services (47%) and seniors program space (46%).

The fitness centre, wave pool, water slide and hot tub are the most popular amenities based on residents' usage in the past 12 months.



Base: Residents of Mill Woods Rec Centre catchment area (n=400)

www.legermarketing.com

Q1. Before today, which of the following amenities at the Mill Woods Recreation Centre were you aware of? Q2. Which of the following amenities of the Mill Woods Recreation Centre have you or any member of your household used in the past 12 months?



AWARENESS (By Sub Segments)



	AGE			CHILDREN	IN HOUSE
	18 – 34 Years	35 – 54 Years	55+ Years	Yes	No
Sample Size	78	151	171	140	248
Fitness centre	92%	94%	85%	96%	86%
45 meter, 6 lane wave pool	85%	88%	84%	85%	86%
Water slide	85%	89%	78%	87%	82%
Hot tub	90%	83%	72%	89%	77%
Shallow water teach pool	77%	89%	66%	84%	73%
Concession area	77%	82%	75%	77%	78%
Program space for fitness classes	77%	82%	68%	81%	72%
Racquetball courts	76%	82%	68%	82%	71%
Sauna	82%	74%	60%	79%	67%
Squash court	72%	78%	65%	78%	67%
Twin arena	62%	73%	77%	73%	69%
Dive tank	72%	61%	52%	68%	58%
Indoor child play space	54%	61%	43%	68%	43%
Child minding (babysitting)	55%	48%	37%	57%	40%
Seniors program space	43%	41%	54%	44%	45%

The younger age groups and those with children in the household are more likely to be aware of the amenities at Mill Woods Recreation Centre.

Bold and Red Font denote significant difference from the corresponding subgroup

Woods Recreation Centre have you or any member of your household used in the past 12 months?



USAGE (By Sub Segments)



	AGE			CHILDREN	IN HOUSE
	18 – 34 Years	35 – 54 Years	55+ Years	Yes	No
Sample Size	78	151	171	140	248
Fitness centre	42%	25%	17%	33%	26%
45 meter, 6 lane wave pool	50%	44%	20%	55%	29%
Water slide	37%	31%	12%	44%	17%
Hot tub	46%	36%	18%	48%	25%
Shallow water teach pool	22%	22%	9%	32%	9%
Concession area	22%	23%	13%	27%	15%
Program space for fitness classes	11%	11%	10%	11%	11%
Racquetball courts	12%	8%	5%	8%	10%
Sauna	31%	22%	10%	34%	13%
Squash court	13%	4%	4%	7%	7%
Twin arena	17%	19%	10%	23%	11%
Dive tank	28%	20%	8%	28%	13%
Indoor child play space	10%	6%	3%	14%	2%
Child minding (babysitting)	3%	1%	1%	2%	1%
Seniors program space	1%	2%	6%	2%	4%

Usage of amenities is in general higher among the younger age groups and with those with children in the household.

Bold and Red Font denote significant difference from the corresponding subgroup

Woods Recreation Centre have you or any member of your household used in the past 12 months?

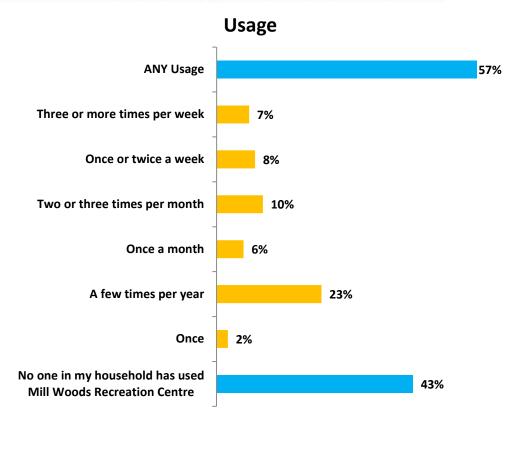


FREQUENCY OF USAGE









Nearly three-in-five (57%) residents use the Mill Woods Recreation Centre at least once in the past 12 months



Base: Residents of Mill Woods Rec Centre catchment area (n=400)



FREQUENCY OF USAGE (By Sub Segments)



		AGE	CHILDREN IN HOUSE		
	18 – 34 Years	35 – 54 Years	55+ Years	Yes	No
Sample Size	78	151	171	140	248
Any usage	69%	62%	37%	74%	46%
Three or more times per week	8%	7%	7%	8%	7%
Once or twice a week	8%	12%	5%	16%	4%
Two or three times per month	13%	11%	6%	14%	8%
Once a month	7%	8%	2%	7%	5%
A few times per year	33%	22%	13%	29%	20%
Once	1%	3%	4%	2%	3%
No one in my household has used Mill Woods Recreation Centre	31%	38%	63%	26%	54%

Overall younger residents and those with children in the household are more likely to have used the Mill Woods Recreation Centre in the past year.



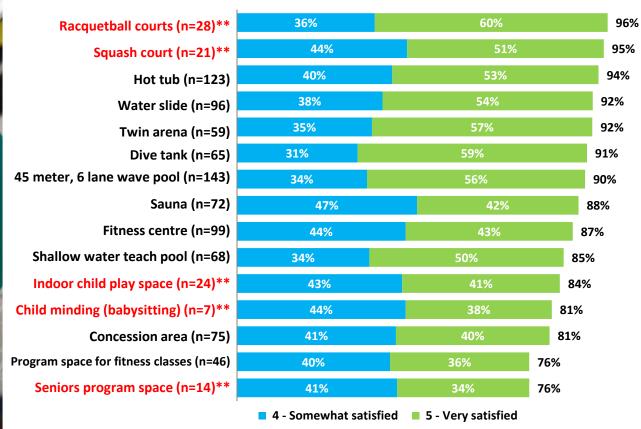
Bold and Red Font denote significant difference from the corresponding subgroup



SATISFACTION







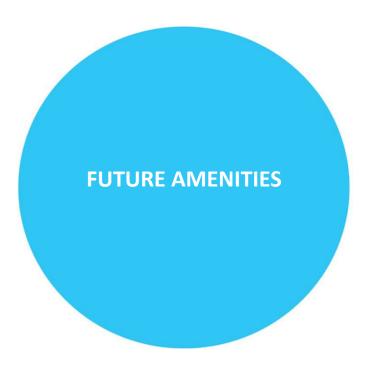
The majority of residents are satisfied with the amenities (that they have used) at the Mill Woods Recreation Centre.

Base: Residents of Mill Woods Recreation Centre catchment area who have used the respective amenities (n=7-143)

** Caution to be used when interpreting results due to small base size.

www.legermarketing.com

Q3. Please rate your satisfaction with the following amenities of the Mill Woods Recreation Centre, using the following scale:...

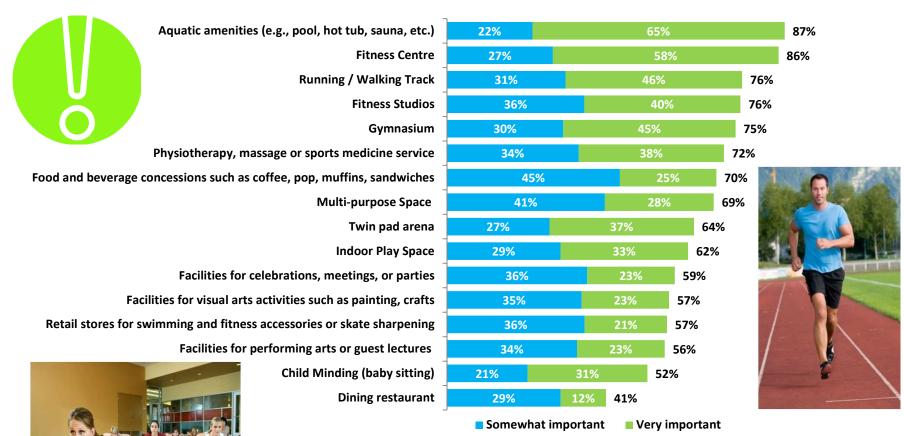






IMPORTANCE





The majority (over 50%) of residents feel that almost all the amenities mentioned are important to them and their household, particularly aquatic amenities (87%), and the fitness centre (86%).



Base: Residents of Mill Woods Rec Centre catchment area (n=400)

www.legermarketing.com

Q5. Considering the renewal of the recreation facility, how important are each of the following to you and your household?



IMPORTANCE (By Sub Segments)



		AGE		CHILDREN	IN HOUSE
	18 – 34 Years	35 – 54 Years	55+ Years	Yes	No
Sample Size	78	151	171	140	248
Aquatic amenities (e.g., pool, hot tub, sauna,)	89%	91%	81%	92%	84%
Fitness Centre	89%	88%	79%	86%	86%
Running / Walking Track	77%	79%	72%	78%	76%
Fitness Studios	83%	74%	70%	78%	75%
Gymnasium	83%	76%	62%	83%	69%
Physiotherapy, massage or sports medicine	75%	70%	70%	72%	72%
Food and beverage concessions such as coffee, pop, muffins, sandwiches	71%	68%	70%	76%	66%
Multi-purpose Space	72%	71%	63%	77%	64%
Twin pad arena	68%	61%	62%	69%	61%
Indoor Play Space	70%	62%	55%	81%	50%
Facilities for celebrations, meetings, or parties	61%	59%	56%	65%	55%
Facilities for visual arts activities such as painting, crafts	61%	53%	59%	63%	54%
Retail stores for swimming and fitness accessories or skate sharpening	60%	63%	46%	67%	51%
Facilities for performing arts or guest lectures	61%	54%	54%	60%	54%
Child Minding (baby sitting)	62%	47%	45%	63%	45%
Dining restaurant	36%	44%	44%	49%	35%

Bold and Red Font denote significant difference from the corresponding subgroup



ANY OTHER AMENITIES



"They need more shower

stalls and locker facilities.

It's very crowded, and

they should add one

more hot tub."

"A bigger wave pool and deeper lane pools, and more activities to do in the water."

"I'd like to see more mirrors in the fitness classes and better equipment, such as dumbbells and mats.".

Bigger/better locker rooms / Include a sauna in locker rooms

2%

More fitness activities / More staff to run fitness activities

2%

Bigger/more

Hockey arena

2%

Soccer field /

Indoor soccer field

3%



Badminton/tennis /raquetball court / Indoor badminton/tennis /raquetball court

2%

swimming pools/aquatic facilities 3% "More focus on adult fitness and other things that would interest adults, and more in the evening and weekends. I



Bigger/better gym / Better gym equipment

2%





find that it is either all for new moms, and that's during the day time, or its for seniors, through the weekdays. There really isn't anything for me."

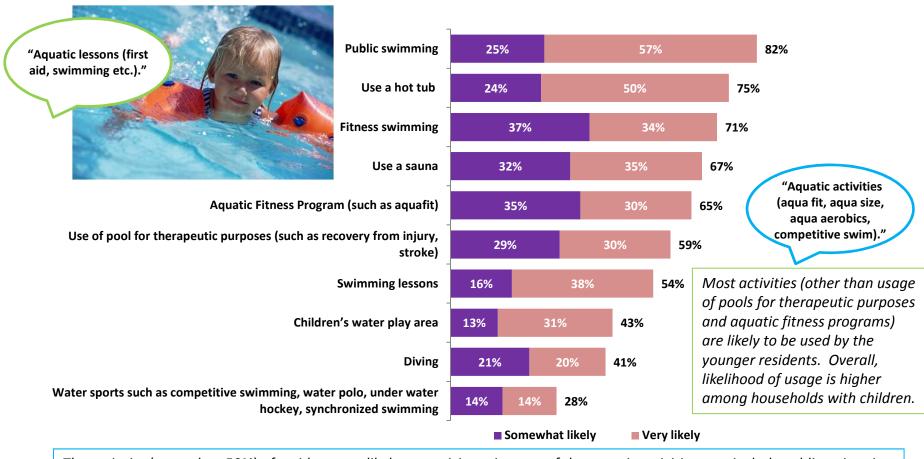






AQUATIC ACTIVITIES





The majority (more than 50%) of residents are likely to participate in most of the aquatic activities, particularly public swimming (82%), using a hot tub (75%), and fitness swimming (71%). Residents are less likely to participate in children's water play (43%), diving (41%), and water sports (28%).



Other mentions

Base: Residents of Mill Woods Rec Centre catchment area (n=400)





AQUATIC ACTIVITIES (By Sub Segments)



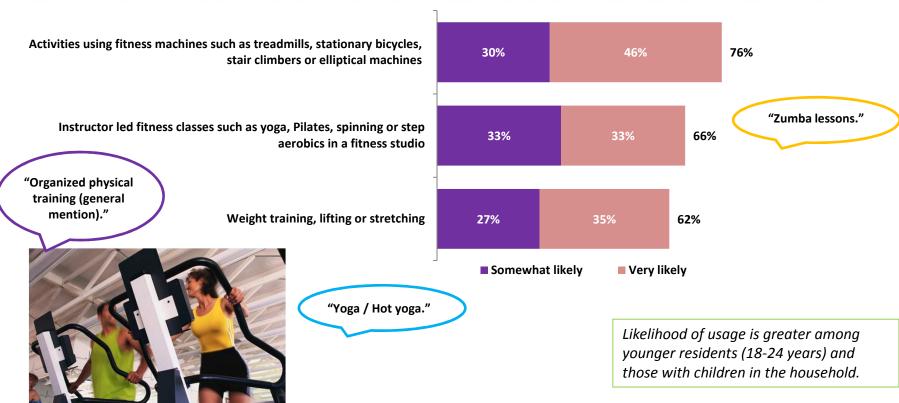
		AGE		CHILDREN IN HOUSE	
	18 – 34 Years	35 – 54 Years	55+ Years	Yes	No
Sample Size	<i>78</i>	151	171	140	248
Public swimming	89%	89%	66%	92%	76%
Use a hot tub	85%	78%	59%	86%	67%
Fitness swimming	73%	76%	64%	79%	66%
Use a sauna	82%	70%	48%	77%	61%
Aquatic Fitness Program (such as aquafit)	58%	69%	66%	65%	64%
Use of pool for therapeutic purposes	47%	63%	67%	54%	63%
Swimming lessons	62%	59%	39%	82%	35%
Children's water play area	48%	46%	35%	72 %	24%
Diving	52%	48%	21%	60%	30%
Water sports such as competitive swimming, water polo, under water hockey, synchronized swimming	40%	26%	18%	38%	22%





FITNESS CENTRE ACTIVITIES

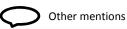




The majority of residents are likely to participate in each of the specific fitness and weight training activities mentioned.



Base: Residents of Mill Woods Rec Centre catchment area (n=400)





FITNESS CENTRE ACTIVITIES (By Sub Segments)

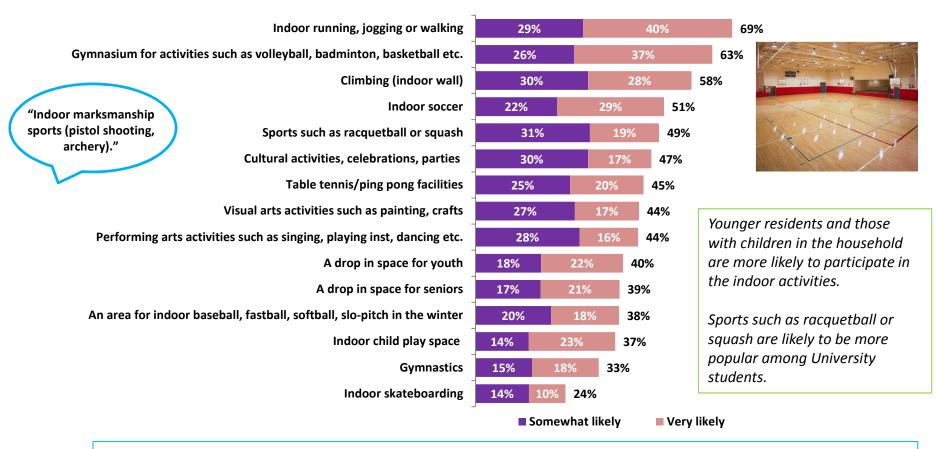


	AGE			CHILDREN IN HOUSE	
	18 – 34 Years	35 – 54 Years	55+ Years	Yes	No
Sample Size	78	151	171	140	248
Activities using fitness machines such as treadmills, stationary bicycles, stair climbers or elliptical machines	86%	78%	63%	83%	72%
Weight training, lifting or stretching	76%	65%	43%	72%	56%
Instructor led fitness classes such as yoga, Pilates, spinning or step aerobics in a fitness studio	72%	72%	54%	73%	62%

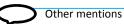


INDOOR ACTIVITIES





The majority of residents are likely to participate in indoor running, jogging or walking (69%), gymnasium activities (63%), indoor climbing (58%), and indoor soccer (51%). Residents with children in their households are more likely to use indoor activities.



Base: Residents of Mill Woods Rec Centre catchment area (n=400)





INDOOR ACTIVITIES (By Sub Segments)

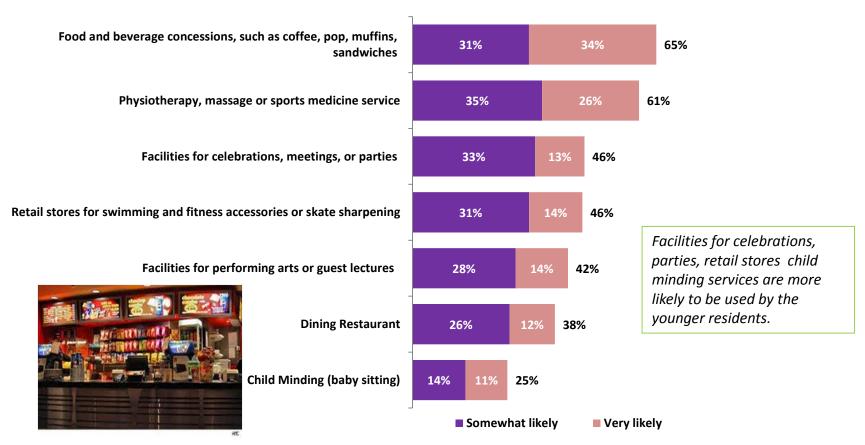


		AGE		CHILDREN	IN HOUSE
	18 – 34 Years	35 – 54 Years	55+ Years	Yes	No
Sample Size	78	151	171	140	248
Indoor running, jogging or walking	71%	71%	63%	68%	70%
Gymnasium for activities such as volleyball, badminton, basketball and martial arts	75%	73%	38%	77%	55%
Climbing (indoor wall)	73%	69%	26%	78%	45%
Indoor soccer	63%	56%	28%	71%	37%
Sports such as racquetball or squash	64%	55%	25%	60%	43%
Cultural activities, celebrations, parties	49%	52%	38%	59%	39%
Table tennis/ping pong facilities	46%	55%	31%	55%	39%
Visual arts activities such as painting, crafts	42%	48%	41%	53%	38%
Performing arts activities such as singing, playing an instrument, dancing & acting, guest lectures	46%	48%	34%	56%	36%
A drop in space for youth	40%	49%	26%	64%	23%
A drop in space for seniors	27%	32%	61%	35%	41%
An area for indoor baseball, fastball, softball, slo- pitch in the winter months	45%	46%	21%	53%	29%
Indoor child play space	45%	39%	27%	57%	24%
Gymnastics	42%	33%	22%	52%	20%
Indoor skateboarding	31%	28%	12%	40%	13%



OTHER ACTIVITIES





Food and beverage concessions (65%) and physiotherapy, massage or sports medicine service (61%) are the most popular 'other' activities or options that residents are likely to avail off.



Base: Residents of Mill Woods Rec Centre catchment area (n=400)

at the Mill Woods Recreation Centre, how likely is someone from your household to use them?



OTHER ACTIVITIES (By Sub Segments)



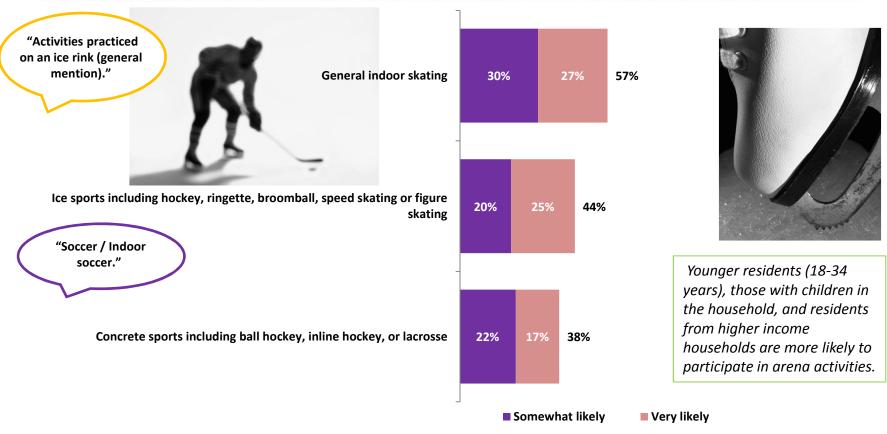
	AGE			CHILDREN IN HOUSE	
	18 – 34 Years	35 – 54 Years	55+ Years	Yes	No
Sample Size	<i>78</i>	151	171	140	248
Food and beverage concessions, such as coffee, pop, muffins, sandwiches	62%	70%	64%	72%	63%
Physiotherapy, massage or sports medicine service	55%	65%	62%	60%	62%
Facilities for celebrations, meetings, or parties	49%	53%	35%	58%	39%
Retail stores for swimming and fitness accessories or skate sharpening	47%	55%	32%	52%	42%
Facilities for performing arts or guest lectures	48%	41%	34%	46%	39%
Dining Restaurant	36%	42%	37%	43%	36%
Child Minding (baby sitting)	36%	24%	15%	38%	17%





ARENA ACTIVITIES



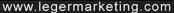


Over half (57%) of residents are likely to participate in general indoor skating activities. However, less than half are likely to participate in Ice sports or Concrete sports.



Other mentions

Base: Residents of Mill Woods Rec Centre catchment area (n=400)







ARENA ACTIVITIES (By Sub Segments)



	AGE			CHILDREN IN HOUSE	
	18 – 34 Years	35 – 54 Years	55+ Years	Yes	No
Sample Size	<i>78</i>	151	171	140	248
General indoor skating	61%	63%	44%	69%	49%
Ice sports including hockey, ringette, broomball, speed skating or figure skating	55%	48%	27%	62%	32%
Concrete sports including ball hockey, inline hockey, or lacrosse	53%	41%	17%	51%	30%



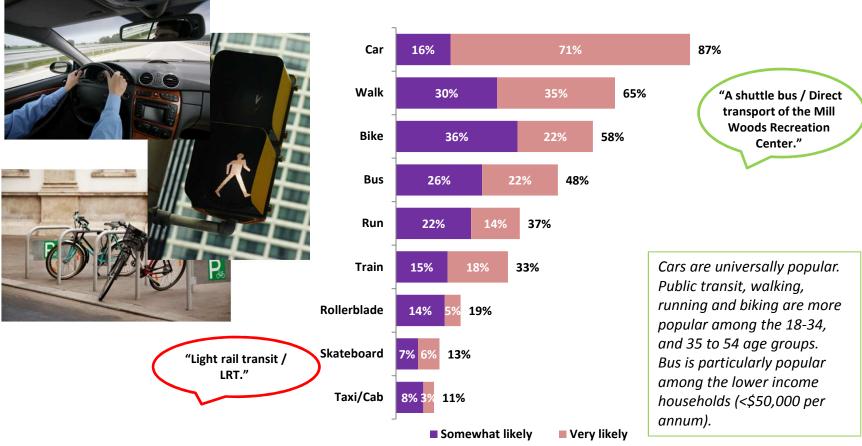






ACCESSIBILITY OPTIONS





The majority of residents are likely to drive their own vehicle (87%) in order to access the Mill Woods Recreation Centre, followed by walking (65%), and biking (58%).



Base: Residents of Mill Woods Rec Centre catchment area (n=400)



Other mentions – mentions less than 2% not included



ACCESSIBILITY OPTIONS (By Sub Segments)



	AGE			CHILDREN IN HOUSE	
	18 – 34 Years	35 – 54 Years	55+ Years	Yes	No
Sample Size	<i>78</i>	151	171	140	248
Car	87%	89%	84%	87%	87%
Walk	64%	73%	56%	72%	60%
Bike	66%	64%	42%	70%	51%
Bus	63%	46%	32%	61%	39%
Run	55%	36%	17%	49%	29%
Train	41%	33%	23%	39%	29%
Rollerblade	31%	19%	5%	31%	11%
Skateboard	20%	14%	3%	23%	6%
Taxi / cab	14%	10%	10%	16%	8%



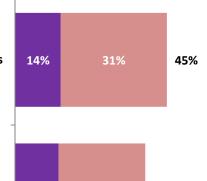
PARKING NEEDS



"Bigger parking spaces / Bigger parking lot."

"More bicycle racks / More secure bicycle racks."

Speciality parking for Seniors



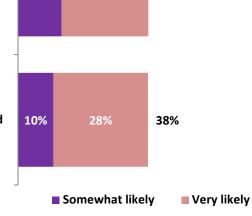
38%

Seniors (55+) are more likely to use specialty parking for seniors or disabled, while those with children at home are more likely to use parking for expectant mothers.

Speciality parking for Expecting Mothers / Young families



Speciality parking for the Disabled



Nearly half (45%) of residents mention specialty parking for seniors as the top parking need for the Mill Woods Recreation Centre.



Base: Residents of Mill Woods Rec Centre catchment area (n=400)



13%

Other mentions - mentions less than 2% not included



ANY OTHER COMMENTS



Renovating the entire facility (7%) is the top mention among residents who gave any other comments in regards to the Mill Woods Recreation Centre, followed by more sports facilities and equipment (6%), and cheaper membership fees (5%). About a third (36%) provided any suggestion.

Renovate the entire facility 7%

> More non-aquatic activities

More sports facilities / equipment 6%

The facilities should be cleaned more frequently 2%

Larger locker rooms

3%

2%

Cheaper membership fees 5%

Base: Residents of Mill Woods Rec Centre catchment area (n=400)

* Note: Mentions less than 2% not included.





ANY OTHER COMMENTS – TOTAL RESPONSES



Other Comments	Total (n=400)
Renovate the entire facility	7%
More sports facilities/equipment	6%
Cheaper membership fees	5%
Larger locker rooms	3%
The facilities should be cleaned more frequently	2%
More non-aquatic activites	2%
Improve the parking lot	2%
Bigger/more pools	1%
Provide more information about available activities	1%
Incorporate a daycare	1%
More activities for children/teens	1%
The staff should be more friendly	1%
Better hours of operation	1%
More aquatic activities (swimming lessons, free swim, swim team, etc)	1%
Improve accessibility	1%
It is crowded	1%
More activities for seniors	<1%
More security	<1%
Other mentions	5%
Do not have additional comments	64%









PROFILE OF RESPONDENTS



Mill Woods Residents	Total (n=400)
Gender	
Male	49%
Female	51%
Age	
18 - 24	16%
25 - 29	8%
30 - 34	10%
35 - 39	9%
40 - 44	8%
45 - 49	9%
50 - 54	10%
55 years and over	29%
Years in Neighbourhood	
0 to 5	17%
6 to 10	19%
11 to 20	33%
21 to 30	19%
31 to 40	12%

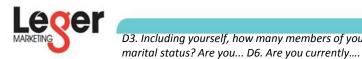




PROFILE OF RESPONDENTS



Mill Woods Residents	Total (n=400)
Household Composition	
6 years or age or under	18%
7 to 12 years of age	16%
13 to 17 years of age	18%
18 to 24 years	35%
25 to 34 years	30%
35 to 44 years	27%
45 to 54 years	38%
55 to 64 years	34%
65 years or more	17%
Refused	4%
Marital Status	
Single, never married	26%
Married or common law	65%
Separated, divorced, widowed	9%
Employment	
Working full time	48%
Working part time	15%
A student	8%
Not working outside the home	11%
Retired	17%





PROFILE OF RESPONDENTS



Mill Woods Residents	Total (n=400)
Education	
Less than high school	1%
Graduated high school	30%
Graduated college, technical or vocational school	34%
Graduated university	32%
Prefer not to answer	2%
Household Income	
Less than \$30,000	5%
Between \$30,000 and \$49,999	15%
Between \$50,000 and \$74,999	15%
Between \$75,000 and \$99,999	12%
Between \$100,000 and \$124,999	14%
\$125,000 or more	13%
Prefer not to answer	25%

