



MARLBOROUGH PARK

**NEEDS AND PREFERENCES
STUDY**

HARGROUP MANAGEMENT CONSULTANTS

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STUDY**

Submitted to

**The Marlborough Park Community Association
and
The City of Calgary**

By

HarGroup Management Consultants, Inc.

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EXECUTIVE SUMMARY

The Marlborough Park Community Association and the City of Calgary engaged HarGroup Management Consultants Inc. to conduct a Needs and Preferences Survey of residents to identify what residents do for recreation and leisure and determine their needs and expectations for the community, the Community Association and community centre. The survey also addressed other issues such as residents' opinions about the community, interests in volunteer activities and general community issues or concerns. The survey was conducted by telephone with a random sample of 341 Marlborough Park residents in June of 2010.

KEY FINDINGS

- Marlborough Park has two main population segments including households with and without children and youth. For the most part, approximately half of all households have children and the other half are comprised of older residents who do not have children. There is also a sizable portion of young adults who do not have children within the community.
- A lot of Marlborough Park residents have lived in the community for a long time. Almost two-thirds (61%) have lived in the community for over 10 years and over half of these (36%) have lived in the community for over 21 years.
- The vast majority of respondents enjoy living in Marlborough Park. Analysis of the survey data reveals that Marlborough Park residents tend to know their neighbours and feel that there is a sense of community among all Marlborough Park residents. Further, evidence throughout the survey suggests that there is a sizable portion of residents who are interested in having more opportunities to build community and enhance sense of community among residents.
- Marlborough Park residents tend to perceive themselves as less active or involved in community social, recreation or leisure activities than other residents in Calgary. In addition, there was not an overwhelming interest in partaking in new activities, and the interest that was expressed was in regards to a broad range of activities. This may present a challenge to the Marlborough Park Community Association in garnering a notable level participation for specific programs of interest.
- For the activities that residents do participate in, it was found that over half (56%) of the facilities used for these activities were located within the Marlborough Park community. Still, there was a sizable portion of residents who were using amenities at other community centres.
- By in large, perceptions of the Marlborough Park Community Association are very favourable, as are opinions of the community centre. Residents feel that both the Community Association and community centre are important and play an important role within the community. Nonetheless, residents acknowledge that the community centre has limits in terms of what it can provide and use other facilities around the community for their needs.
- Some residents have an interest in volunteering in the community and with the Community Association. Still, the level of interest is limited. The most likely volunteers tend to come from households that have children or youth; most likely to ensure that there are opportunities for their children or youth to engage in activities.

1.0 INTRODUCTION

The Marlborough Park Community Association is exploring opportunities to better serve community residents through programs, services and facilities. To assist the Community Association, HarGroup Management Consultants Inc. was engaged to conduct a Needs and Preferences Study. The study gathered data about residents' behaviours in recreation and leisure activities and opinions about the community and the Marlborough Park community centre. The results of the study will be used by the Community Association to evaluate program, service and facility delivery within the community. This report presents the key findings of the study.

1.1 Survey Background

The Marlborough Park community is located in northeast Calgary and has a population of approximately 8,554 residents living in 2,935 households. The Community Association, which was established in 1972, provides residents with a variety of community and recreation services. Marlborough Park has an assortment of facilities and amenities available to residents including a community centre which has a main hall (gymnasium), meeting room, an activity room and a lounge. The community centre is operated by the Marlborough Park Community Association and programs and services are offered to residents at the facility, either by the Community Association itself or by organizations that rent the community centre to provide programs and services.

The Community Association is interested in gaining a better understanding of the needs and preferences of Marlborough Park residents and, as part of this initiative, this survey has been commissioned. The issues presented below represent key themes examined in the survey:

- Examine perceptions of Marlborough Park as a place to live
- Assess awareness of the Community Association, as well as its relevance to residents and their general interest in it
- Examine awareness and use of the community centre
- Gauge current volunteerism and willingness to volunteer within the community
- Identify program and service gaps
- Determine expectations of the community centre

By understanding these issues and residents' overall needs and expectations, the Marlborough Park Community Association can identify potential opportunities and consider options for the development and enhancement of programs, services and facilities within the community.

1.2 Survey Methodology

The survey was conducted by telephone with 341 resident households. Potential respondent households were randomly selected from the study area, and male or female heads of the household were asked to respond on behalf of their entire household. The survey questions asked about issues related to all members in the household (including children/youth) and a head of the household is more likely to have the capacity to answer these questions compared to other members of the household.

HarGroup Management Consultants Inc. designed the questionnaire to address the issues identified by the Community Association. The survey instrument was pre-tested in field conditions prior to full implementation of the survey. A copy of the questionnaire is presented in Appendix A.

A sample size of 341 for the household population of Marlborough Park (approximately 2,935 households) yields an estimated margin of error of $\pm 5.0\%$ within a 95% confidence interval. Expressed differently, if the survey were to be conducted within the same population again, in 19 surveys out of 20 the results would likely remain within $\pm 5.0\%$ of the results presented in this report. The margin of error is computed for the entire sample and analyses based on sample subsets will typically not achieve the same level of confidence.

The telephone survey was fielded in June 2010.

1.3 Reporting

The remaining sections of the report present the results of the survey. Basic frequencies of survey question results are presented in the report. Various statistical procedures have also been used within the analyses to assess significance of contrasting responses or perceptions of respondents. These analyses provide additional insight into the data and allow for a greater degree of certainty in statements of inference.

When examining survey data, it should be kept in mind that the totals presented in tables and figures may not add to 100% due to rounding of frequencies.

Throughout this report, there are comparative data presented for surveys conducted with respondents throughout Calgary, or with specific communities. These surveys have been conducted by HarGroup and, in some cases, for other community associations. Tables or figures that present meta analysis involve surveys conducted for up to four other community associations located throughout Calgary.

2.0 HOUSEHOLD PROFILE

To better understand the composition of households associated with the community of Marlborough Park, demographic information was gathered through the telephone survey process. This information, along with comparative data about the Calgary population, is presented in Table 2.1. Analysis of these data shows that the community population is fairly consistent to the overall Calgary population with slightly higher 45 to 64 year olds.

In terms of length of residency, the data presented in Table 2.1 reveal that there is some migration into and out of the community. Indeed, approximately one in five households (15%) has lived in the community for less than four years. However, possibly more noteworthy may be that over half (61%) of Marlborough Park residents have lived in the community for over ten years. The combination of these data suggests that Marlborough Park is a fairly established community with long time residents; however, it has been attracting new residents as well.

Table 2.1: Demographic Profile of Households				
Characteristics	Descriptors	Survey Respondents (% of Respondents)	Marlborough Park Population¹	Calgary Population
Ages of Household Residents	(n=)	(338)		
	newborn to 12	15	16	15
	13 to 19	12	10	9
	20 to 44	27	40	42
	45 to 64	35	27	25
	65+	11	8	9
	Total	100	100	100
Housing Tenure	(n=)	(335)		
	Own	88	83	73
	Rent	12	18	27
	Total	100	100	100
Visible Minority	(n=)	(309)		
	Yes	30	34	24
	No	70	66	76
	Total	100	100	100
Household Composition	(n=)	(331)		
	Couple with children living at home	43	n/a	n/a
	Couple without children living at home	34		
	Single parent household	6		
	Living alone	9		
	Living with roommate(s)	4		
	Living with extended family	5		
	Total	100		
Length of Residency in Community	(n=)	(338)		
	Less than 4 years	15	n/a	n/a
	4 to 10 years	24		
	11 to 20 years	25		
	21+ years	36		
	Total	100.0		

¹ Source: City of Calgary, Marlborough Park Community Profile 2009.

It is worth noting that the survey resulted in under sampling of households who have residents aged of 20 and 24 and an over sampling of 45 to 64 year olds. Nonetheless, the sample of respondents is fairly consistent with housing tenure and visible minority.

2.1 Family Life Stage

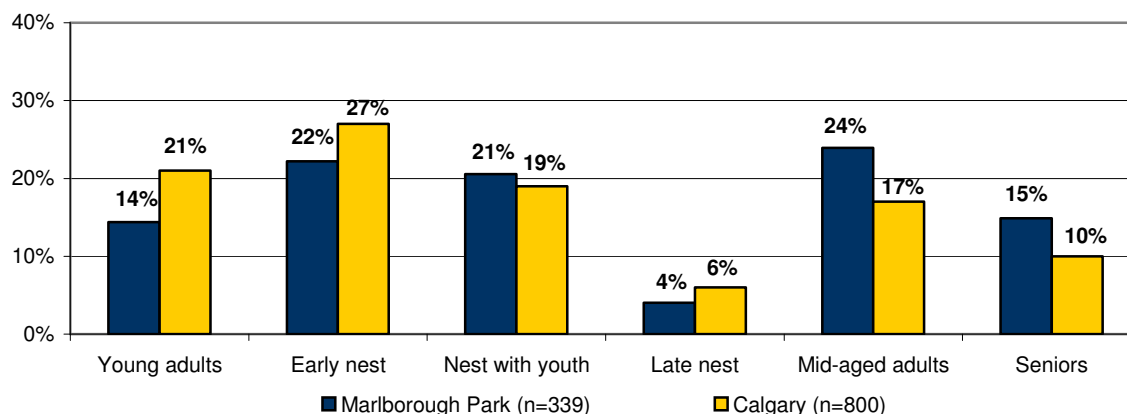
Further analysis of the telephone survey data enabled categorization of households into “family life stage” categories. The family life stage model is based on the concept that most families progress through a number of distinct phases throughout their existence. The key factors used to determine family life stage was household composition (both ages of household members and identified categories of household). Definitions of the six segments of the family life stage distribution are:

- **Young adults (without children/youth)** – the adults are primarily under 45 years of age, and there are no children or youth present in the household;
- **Early nest** – the children/youth residing in the household are primarily under 13 years of age, and adults are comprised of any age;
- **Nest with youth** – the children/youth residing in the household are primarily between 13 and 19 years of age, and adults are comprised of any age;
- **Late nest** – the children/youth residing in the household are primarily between 20 and 24 years of age, and adults are comprised of any age;
- **Mid-aged adults (without children/youth)** – the adults are primarily between 45 and 64 years of age, and there are no children or youth present in the household; and
- **Seniors (without children/youth)** – the adults are primarily 65 years of age or older, and there are no children or youth present in the household.

The data presented in Figure 2.1 show the composition of households in Marlborough Park based on family life stage. HarGroup has conducted similar research regarding family life stages for the Calgary population,² which enables this kind of comparative analysis. Essentially, the data reveal that Marlborough Park is fairly consistent with that of the Calgary population as a whole, particularly when considering the over sampling of adults who are 45 to 64 in the survey. Still, this information suggests that there are two prominent segments within the Marlborough Park community. Households with children and youth (43% of the population) and mid-aged adults and seniors (39%).

² Source: HarGroup Management Consultants Omnibus Telephone Survey.

Figure 2.1: Family Life Stages



Earlier, it was shown that well over half of Marlborough Park households have been long term residents. Considering the data presented in Table 2.2, a greater majority of these long-term residents are in later family life stages. The Marlborough community seems to be attractive to young adults and, to a lesser degree, early next households, who are much more likely to have lived in the community for less than 4 years. In some respects, Marlborough Park is attracting new residents who are commonly young adults without children; however, most residents are well established within the community.

Table 2.2: The Family Life Stage of Residency Groups					
Family Life Stage	Length of Residency in Marlborough Park Community				
	Less than 4 yrs (n=55)	4 yrs to 10 yrs (n=80)	11 yrs to 20 yrs (n=81)	21 + yrs (n=113)	All Respondents (n=329)
Young adults	25	14	7	14	14
Early nest	47	30	21	5	22
Nest w/Youth	22	26	30	9	20
Late nest	0	3	7	5	6
Mid-aged adults	5	21	22	36	24
Seniors	0	6	12	30	15
Total	100	101	100	100	100

Throughout this report, distinctive perceptions about issues are presented based on demographic characteristics. In a lot of the analyzes, newer residents and earlier family life stages respondents exhibit similar points of view, as do long-standing residents and later family life stage respondents. The interrelationship of these demographic segments, as presented in Table 2.2, may explain why similar opinions are often offered by these groups. In most cases, analyzes presented in this report will highlight differences exhibited among family life stages rather than length of residency.

3.0 THE COMMUNITY AS A PLACE TO LIVE

This section of the report examines residents' perceptions of Marlborough Park as a place to live. This includes general perceptions of the community as well as perceived priorities with regards to services, programs, parks and facilities within the community.

3.1 Community Perceptions

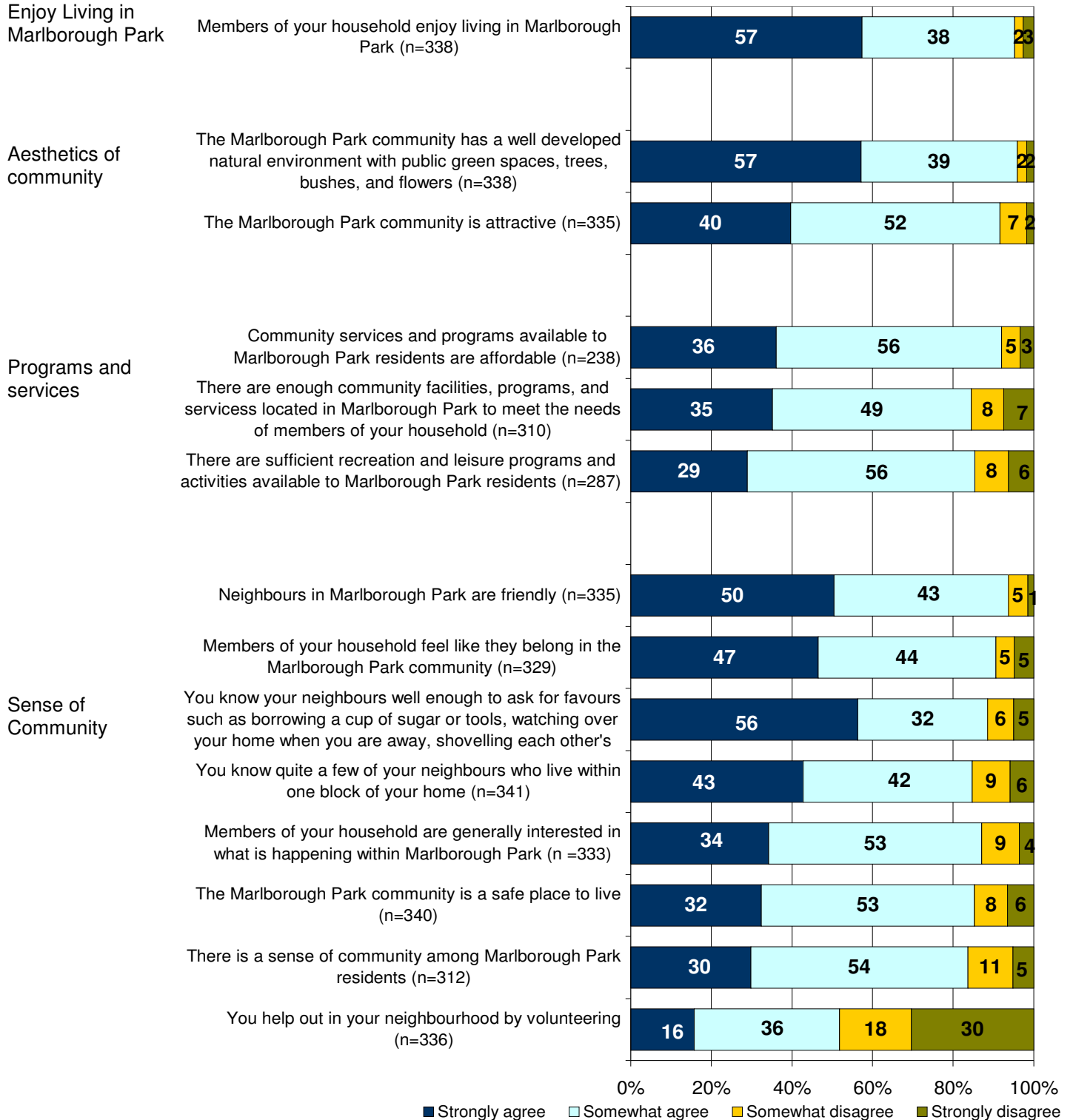
Telephone survey respondents were offered a series of statements about the Marlborough Park community and asked to state the extent to which they agree or disagree with each statement. These statements reflect various attributes that may be considered when one evaluates their general enjoyment or satisfaction of living in Marlborough Park. These statements have been grouped into categories that represent perceptions about resident's general enjoyment of Marlborough Park, perceptions that relate to sense of community such as knowing their neighbours and being interested or engaged in the Marlborough Park community, perceptions regarding the general aesthetics of the community, and lastly, perceptions about the programs and services that are available within Marlborough Park. The responses to these various statements are presented in Figure 3.1 on the following page.

An overall observation from the data is that, for the most part, residents appear pleased with Marlborough Park as a place to live. This notion is supported by the finding that the vast majority of respondents indicated that they strongly or somewhat agree that members of their household enjoy living in the community. And, respondents were more likely to strongly agree with this statement than somewhat agree. Further, for many of the issues presented in Figure 3.1, a significant majority of respondents provided positive feedback.

The vast majority of respondents also gave high ratings to the overall aesthetics of the community. Indeed, almost all respondents strongly or somewhat agreed that the community has a well developed natural environment and consider Marlborough Park to be attractive.

Another area of the community that received high ratings was programs and services. For instance, a significant majority of respondents agreed that programs and services were affordable, that there are sufficient recreation and leisure programs and activities available to community residents, and that there are enough facilities, programs and services located within Marlborough Park to meet the needs of their household. Although it is worth noting that respondents were more likely to state that they somewhat agreed with these statements rather than strongly agreed.

Figure 3.1: Marlborough Park Community Perceptions



In terms of issues related to sense of community, respondents acknowledge that neighbours are friendly and, for the most part, felt that they knew their neighbours enough to ask for favours. Indeed, a significant majority of respondents agreed that they felt members of their household belonged in the Marlborough Park community. However, respondents were less likely to state that members of their household were generally interested in what is happening in the community, Marlborough Park was a safe place to live and there was a sense of community among residents. Indeed, only about a third of respondents strongly agreed to these statements. In addition, respondents were least likely to agree that they help out in their neighbourhood by volunteering.

For the most part, the findings above can be applied to most segments of the community. A finding of note, however, is that early nest and nest with youth households were much more likely to agree that they volunteer in their neighbourhoods than other family life stages (see Appendix C). These households are likely volunteering for activities associated with their children or youth. Further, some organizations that provide programs and services for children or youth expect that parents will help out by volunteering (e.g. fund raising, coaching, administering ,etc.).

Previous research conducted by HarGroup among city residents as a whole can be compared with the responses provided by Marlborough Park residents. These data suggest that Marlborough Park residents have similar perceptions of their community as other Calgary residents (Table 3.1). However, there appears to one particular exception. Marlborough Park residents were significantly less likely to strongly agree that the community is a safe place live. On the whole, Marlborough Park residents are like other Calgarians in that they enjoy where they live, their neighbours are friendly, and they consider their community to be attractive. Still, appears to be a somewhat lower perception of safety among residents than among the wider Calgary population. Further evidence of concern about safety and security in the community will be presented later in this report. For now, it is worth noting that there is this distinction among residents for this particular issue.

Table: 3.1: Comparison of Community Perceptions³

Community Perceptions	Type of Respondent	% of Respondents				
		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total Agree
Members of your household enjoy living in Marlborough Park (your community)	Marlborough Park (n=340)	3	2	38	58	96
	Calgary (n=392)	1	2	29	68	97
Neighbours in Marlborough Park (your community) are friendly	Marlborough Park (n=337)	2	5	43	51	94
	Calgary (n=376)	3	6	48	44	92
The Marlborough Park community is attractive (your community)	Marlborough Park (n=337)	2	7	52	40	92
	Calgary (n=394)	2	6	42	50	92
Members of your household are generally interested in what is happening in Marlborough Park (your community)	Marlborough Park (n=335)	4	9	53	35	87
	Calgary (n=396)	3	10	51	36	87
The Marlborough Park (Your) community is a safe place to live	Marlborough Park (n=342)	6	8	53	33	86
	Calgary (n=397)	3	4	39	54	93
There are sufficient recreation and leisure programs and activities available to Marlborough Park residents (of your community)	Marlborough Park (n=289)	6	8	56	30	86
	Calgary (n=372)	5	9	42	43	85
There is a sense of community among Marlborough Park residents (in your community)	Marlborough Park (n=314)	5	12	54	30	84
	Calgary (n=362)	4	12	48	37	85

3.2 Advantages of Marlborough Park as a Community

Residents were asked directly why they thought that Marlborough Park is a good community in which to live. There were many different advantages identified by respondents such as friendly neighbours and accessibility to main roadways in the city. However, the advantages can be grouped into different categories. The most prominent of these categories is sense of community. Just under half of all suggestions offered by respondents related to issues of sense of community (e.g. friendly neighbours, quiet and safe community, well established, etc.). The second most cited category of advantages was location and services. This category captured approximately four out of ten responses, with the most specific advantage being cited was convenience of retail services. The other categories in decreasing levels of citation include cleanliness, affordability, and the community centre and its programs. Essentially, these data reveal that respondents acknowledge that the main advantages of Marlborough Park as being the feeling of community among residents and the overall location of the community with access to services.

³ Note: Calgary data sourced from a survey conducted by HarGroup in 2008.

Table 3.2: Marlborough Park as a Good Community (n=338)			
Categories	% of Responses	Reasons	% of Responses
Sense of Community	48	Good/friendly neighbours	14
		Quiet community	11
		Safe community	8
		Well established community	8
		Family oriented community	4
		Lived here whole life/Comfortable/At home	2
		Good ethnic diversity	<1
		Mostly homeowners	<1
Location and Services	42	Convenient/close to retail services (banks/clinics/shopping)	12
		Close to/lots of parks, pathways and green spaces	6
		Easy access to main roadways	5
		Good/close to schools	5
		Close/convenient transit	5
		Good balance of location (close to downtown/not inner city)	5
		Convenient/Close to work	3
		Close to family/friends	<1
		General convenience	<1
Cleanliness	5	Well maintained community	3
		Attractive community/style of homes	2
Affordability	3	Affordable housing	3
Community Centre and Programs	1	Good community centre/lots of community programs	1
Other	<1	Other	<1
Total	100	Total	100
Number of responses	870	Number of responses	870

3.3 Community Priorities

Respondents were asked to put forward their opinions about priorities for the community in terms of services, programs, parks and facilities in Marlborough Park. Table 3.3 presents the priorities identified by respondents. These data show that respondents were most likely to identify more programs and events, specifically more children's and youth programs. Indeed, over a third of all comments identified by respondents related to more programs and events. Still, the second most common priority was better community safety, which was followed by more or improved parks.

It is worth noting that various types of respondents identified better community safety as a priority. In other words, there was not distinguishing group of respondents who were more or less likely to state community safety as a priority.

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Table 3.3: Top Priorities for Services, Programs, Parks and Facilities in Marlborough Park (n=340)			
Categories	% of Responses	Responses	% of Responses
More programs and events	36	More children's programs/activities	10
		More youth/teen programs	6
		More programs for all residents	4
		More sport programs for kids/youth	4
		More seniors programs	3
		More sports programs	3
		More affordable programs	2
		Adult/parent programs	2
		More social activities/events	2
		More art/cultural programs	1
		More development courses/seminars	<1
		Other	<1
Better community safety	13	Safer community/block watch/bylaw enforcement	13
More/improved parks	11	Better maintenance of green spaces	5
		Clean neighbourhood/ parks/properties	3
		More/improved parks/green spaces	1
		More/improved playgrounds	1
		Dog park	1
More community information	7	Community information/meetings/newsletter	7
More facilities	6	A pool	1
		Make hall rentals more accessible	1
		Improved/larger community centre/better maintenance	1
		More soccer fields	<1
		More/better facilities in general	<1
		More sports facilities	<1
		More ice rinks	<1
		More baseball diamonds	<1
		Other	1
Everything is fine	3	Everything is fine	3
Transportation/traffic/roads	3	Better roads services (snow removal, maintenance, etc)	1
		More/better bike/pathway system	1
		More/better public transportation	<1
		Other	<1
Community building	3	Encourage more involvement in community by residents	2
		Programs related/catering to diversity of community	1
More child care services	1	More child care/day care programs/preschool	1
Other	2	Other	2
Don't know	18	Don't know	18
Total	100	Total	100
Number of responses	870	Number of responses	870

It is also worth noting that less than one in ten respondents felt that more facilities or amenities were needed in the community. As well, the kinds of facilities or amenities suggested were diverse ranging from a swimming pool to outdoor fields to ice rinks. Taken as a whole, respondents were much more likely to suggest programs and events as priorities rather than the development of new facilities and amenities.

It is also worth noting that a small group of respondents (3%) identified community building issues as a priority for the community. Although a small proportion, this issue combined with social events and activities (2%) and better community safety (13%) might suggest imply that a sizable proportion of respondents see a need for more opportunities for residents to interact or come together to build a greater sense of community among residents.

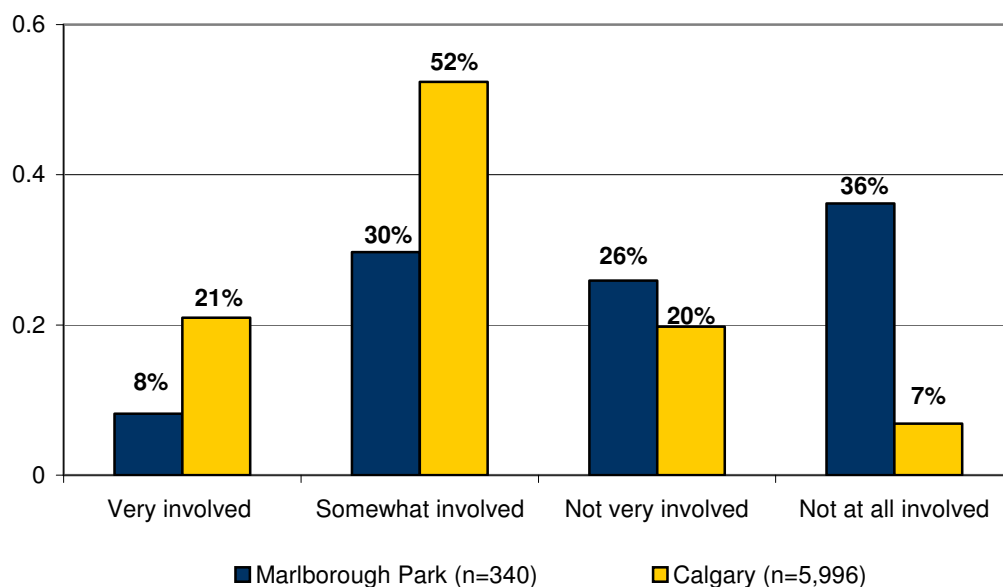
4.0 RECREATION AND LEISURE PARTICIPATION

Survey respondents were asked a series of questions related to current and potential recreation, leisure, and social participation amongst members of their households and possible perceived barriers to such activities. The following section of the report details their responses to these queries.

4.1 Household Involvement Levels

Figure 4.1 shows perceived levels of community, social, recreation and leisure activity involvement among respondents. These data show that just over a third of respondents felt that their household was very or somewhat involved. A more notable finding however is that the perceived involvement levels are substantially lower for Marlborough Park residents than the general Calgary populace.

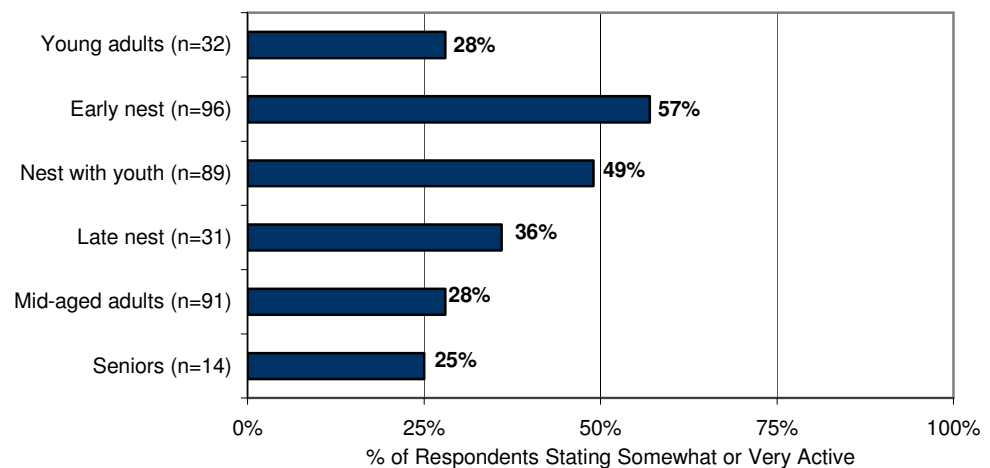
Figure 4.1: Perceived Household Activity Levels⁴



Lower involvement levels amongst Marlborough Park residents may be attributable in part to the higher than average proportion of mid-age adults that reside in Marlborough Park (see Section 2.0). Further support for this suggestion is presented in Figure 4.2 on the following page, which reveals that lower involvement levels are perceived by mid-age adults and senior family life households than that perceived by early nest and nest with youth households.

⁴ Note: Calgary data gathered from a survey conducted in 2008/09.

**Figure 4.2: Comparison of Perceived Household Activity Levels*
Based on Family Life Stage**



When further asked why their households might not participate in community, social, recreation and leisure activities to the extent they would like, respondents typically offered personal interest (39%) and other priorities (34%) as chief barriers, while approximately one in ten cited social isolation (15%) and facility and program accessibility (11%) as primary barriers to further activity (Table 4.1). An interesting contrast to these barriers is the data presented in Table 3.4, which suggested that respondents wanted more programs to be available in the community. However, as time constraints or other priorities is the main barrier for many households' increased participation, the expressed need for more recreation and leisure programming in the community may not necessarily translate into increased participation.

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Table 4.1: Perceived Barriers to Community, Social, Recreation and Leisure Activities in Marlborough Park							
Barrier Categories	% of Responses			Barriers	% of Responses		
	All (n=327)	Households w/ Children or Youth (n=136)	Households w/o Children or Youth (n=191)		All (n=327)	Households w/ Children or Youth (n=136)	Households w/o Children or Youth (n=191)
Personal Interests/ Situation	39	36	40	Too busy/Involved in other activities	14	15	13
				No children/children grown up	9	3	12
				Not interested	8	6	9
				Already participate as often as would like	7	11	5
				Just lazy	1	1	1
Time Constraints/ Other priorities	34	41	28	Work commitments	14	15	13
				Family commitments	7	10	5
				No time	11	13	10
				Travel a lot	1	1	0
				School commitments	1	2	0
Social Isolation	15	8	25	Age (too old)	10	2	17
				Poor health/handicapped	4	1	7
				Cannot afford	1	2	1
				Feel uncomfortable/intimidated with other people who participate	0	1	0
				New to the area	0	1	0
				Language barrier	0	1	0
Facility/Program Accessibility	11	14	7	Lack of awareness/information	4	6	2
				Nothing organized/available	3	4	2
				The right kinds of recreation/leisure opportunities are not	3	2	3
				Too far away/inconvenient	1	1	1
				Prices/fees too expensive	1	1	<1
Other	1	1	0	Other	1	1	<1
Total	100	100	100	Total	100	100	100
Number of responses	439	200	239	Number of responses	439	200	239

Further analysis of the barriers to participation is presented in Table 4.1 based on household with children or youth and those without. Close examination of these data reveal that households with children or youth were more likely to cite issues about facility and program accessibility such as lack of awareness and nothing being organized or available. This finding may help explain the comments offered by respondents earlier about expectations for more programs and services being a priority for the community. In contrast, households without children or youth were more likely to state issues related to social isolation such as old age or poor health. Again, these results may offer opportunities for the community to respond to the needs of this segment of the population.

4.2 Current Activities

Respondents were asked about types of activities members of their household had participated in during the previous twelve months. As can be seen in Figure 4.2, there are some activities that are more popular among residents than others such as walking for pleasure and swimming for pleasure. Further, various age groups appear to have different interests in types of activities, particularly among the top thirty activities within each age group.

Table 4.2: Top Thirty Recreation and Leisure Activities

Activities	% of Respondents				
	All Respondents (n=341)	0 to 12 (n=86)	13 to 19 (n=81)	20 to 64 (n=290)	65+ (n=80)
Walking for pleasure	47	5	7	40	43
Swimming - for pleasure	27	28	20	17	6
Camping	17	6	7	13	8
Cycling - for pleasure	16	14	15	9	4
Reading	13		6	10	13
Soccer - Outdoor	13	17	21	4	
Church	12	5	5	9	10
Gardening	11			9	14
Soccer - Indoor	9	19	12		
Volunteering	8	5		7	4
Walking the dog	8		5	6	5
Basketball	8		28		
Hockey - Ice	8	9	12	3	
Swimming - lessons	8	24	5		
Watching television	8			6	8
Tennis	7		9	6	
Volleyball/Beach volleyball	7		10	6	
Golf	7			6	6
Movies - attend	6		4	6	
Gym (working out)	6			6	4
Socializing	6			6	6
Fishing	6			5	5
Baseball	5	6	4	3	
Bowling - 5/10 pin	5		4	4	3
Dancing - Other - Participant	5	7	2		4
Hiking	5			4	6
Softball/slopitch	5			6	
Spectator at sporting event	5			6	
Traveling	5			3	9
Craft or hobby	4	5			4
Playground	4	10			
Aquasize	4			4	
Boy scouts/guides/cadets	4	10	4		
Library	4		5		4
Ice skating (not hockey)	3		7	4	
Park	3	5			
Snowboarding	3			3	
Football	3		10		
Museum/interpretive centre – attend/visit	3				
Music – play an instrument	3	6	4		
Top 10					
Top 11 to 20					
Top 21 to 30					

Still, there is information within the table that might help the Marlborough Park Community Association identify opportunities for program and service development.

- **Children (newborn to 12)** - more likely to be involved in sports (soccer - indoor and outdoor; ice hockey and baseball), arts and crafts (dancing, crafts and hobbies, and playing a musical instruments) and basic life skill development (swimming lessons and boy scouts/guides/cadets). Thus, families with children in these age groups may want more organized or structured activities available.
- **Youth (13 to 19)** - are also more likely to be involved in sports, but also different kinds of sports than children (e.g. basketball, volleyball, tennis, bowling and football), which may imply organized or structured activities. However, they are more likely to be involved in social or academic activities (going to the library, going to movies, reading and swimming for pleasure), which may be representative of more unorganized or unstructured activities.
- **Adults (20- to 64)** - are less likely to be involved in sports, and more likely to be involved in exercise activities such as walking, walking the dog, working out at a gym, hiking/aquasizing. They are also more likely to be involved in more passive activities such as reading, gardening, camping, going to church, volunteering, watching television, watching movies, socializing, etc. These kinds of interests may suggest opportunities to facilitate or foster groups (small and large) of people to come together who have similar interests such as clubs or associations (e.g. walking groups, gardening clubs, book clubs, etc.).
- **Seniors (65+)** - more likely to be involved in general exercise or passive activities. This segment is likely interested in being involved in activities that support good health and well being. Again, there may be opportunities for the community to assist seniors in organizing or identifying groups that offer these types of programs.

4.3 FACILITY USE AND LOCATION

In addition to the types of activities that respondent households engaged in, questions were also asked about types of facilities or amenities that their household used. These questions specifically asked about amenities that are available at the Marlborough Park community centre. Figure 4.3 shows the proportion of respondents who use each of the various types of amenities. Outdoor rectangular fields were most likely to be used by respondents, followed by outdoor ice rinks and gymnasiums.

Table 4.3: Facility/Amenity Use		
Facility/Amenity	% who use Facility Type	
	Marlborough Park Respondents	City of Calgary Respondent
Outdoor rectangular fields	30	15
Outdoor ice rinks	24	29
Gymnasiums	20	32
Meeting rooms	16	19
Multi-purpose rooms	14	22
Pre-school	3	No data available
Note: Calgary data gathered by HarGroup in 2008 and 2009.		

Also available in the above table are comparative data for facility among Calgarians for the various types of amenities. Notable differences are observed for use of outdoor rectangular fields by Marlborough Park residents. For all other amenities, Marlborough Park residents were less likely to use; most notably gymnasiums.

Further analysis reveals that households of different family life stages tend to use different types of facilities. Table 4.4 shows that gymnasiums, outdoor ice rinks and outdoor rectangular fields are more likely to be used by younger households, while meeting rooms are more likely to be used by older households. These findings might reveal that amenities in the community will be used and, thus, programmed differently. While these findings may be intuitive, they may reveal why there were few amenities suggested as being needed or required for development within the community. Various age segments have their needs being met by the variety of amenities that are located within the existing community centre.

Table 4.4: Facility Use by Family Life Stage						
Facility Type	Family Life Stage - % of Respondents					
	Young Adults	Early Nest	Nest with Youth	Late Nest	Mid-Age Adults	Seniors
Outdoor rectangular fields	19	50	46	36	18	6
Outdoor ice rinks	30	25	43	46	12	4
Gymnasiums	20	25	28	43	9	15
Meeting rooms	13	13	13	36	16	21
Multi-purpose rooms	13	14	18	8	17	6
Pre-school	0	14	0	0	0	0

Respondents surveyed were asked where the facilities and amenities they use were located. Table 4.5 on the next page shows the location of these facilities, and these data suggest that just over half of all facility use by respondents takes place within the Marlborough Park community. The facilities that were most used within the community included outdoor ice rinks, outdoor rectangular fields and meeting rooms, while the facilities that were most used outside of the community include gymnasiums, multi-purpose rooms and preschools.

Still, there are several notable observations that may suggest opportunities for the Marlborough Park Community Association:

- **Multi-Purpose Rooms and Meeting Rooms are Commonly Used at Marlborough Park Community Centre** - Approximately one in four and one in three respondents who indicated they use multi-purpose and meeting rooms stated that their use was at the Marlborough Park community centre. This may suggest that residents are attracted to the programs and services that occur in these amenities. However, a sizable number of residents are using multi-purpose and meeting rooms at other community centres, possibly suggesting that there are programs and services available outside the community that are more appealing to their interests.
- **Large Use of Gymnasia Outside Community** - A large segment of residents tend to use gymnasiums outside the community including other community centres. The most notable of these is the Marlborough Park Community Association gymnasium.

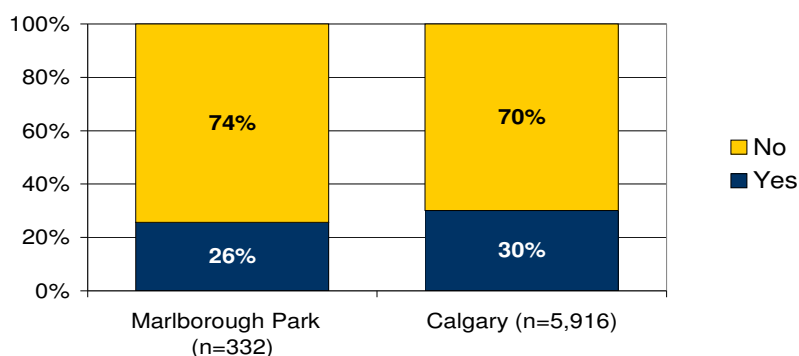
Table 4.5: Locations of Recreation and Leisure Activities

Table 4.5: Locations of Recreation and Leisure Activities																						
Amenities	Inside Marlborough Park							Outside Marlborough Park														
	In the community	Community centre/Association	School	At home (in Marlborough Park)	Sports playfields/ courts/rinks	Specialized private facilities/providers	Church	Parks & outdoor areas	Post secondary institutions	Specialized private facilities/providers	Other communities/ centres	Other public recreation facilities	Other schools	Village Square Leisure Centre	Downtown	Church	Out of Town	Library	Marlborough Community	Other/Unknown	Total	
Outdoor fields (n=100)	26	10	8	-	10	-	-	9	-	3	13	-	8	2	-	-	-	-	11	-	100	
Outdoor ice rinks (n=74)	60	5	1	-	12	1	-	-	-	-	14	-	-	-	-	-	3	-	4	-	100	
Gymnasiums (n=64)	3	13	8	-	2	8	-	-	6	11	8	8	13	8	2	3	-	-	9	-	100	
Meeting rooms (n=53)	11	36	4	2	-	-	6	-	-	17	13	-	-	-	-	6	-	-	6	-	100	
Multi-purpose rooms (not meeting rooms) (n=45)	11	27	2	4	-	-	2	-	2	11	9	4	-	9	-	9	2	-	7	-	100	
Preschool (n=11)	20	9	9	-	-	-	-	-	-	9	-	-	18	18	-	18	-	-	-	-	100	
Total (n=347)	25	16	5	1	6	2	1	3	1	7	11	2	5	4	<1	3	1	-	8	-	100	
Total inside/outside community	56							45														100

4.4 Potential Recreation and Leisure Activities

Survey respondents were queried as to whether or not there was any community, recreation, leisure or social activities that members of their household are not currently participating in but would like to start doing. Some respondents (26%) indicated that members of their household were interested in new activities. This data is similar to that collected for the Calgary as a whole.

Figure 4.5: Interest in New Community, Recreation, Social and Leisure Activities



The types of activities respondents' expressed interest in are presented in Table 4.6. The most common interests were exercise oriented activities such as swimming, fitness training and walking, followed by passive activities such as seniors' programs, volunteering and recreational games such as darts or cards.

Table 4.8: Interest in New Recreation and Leisure Activities Among Respondents			
Activity Categories	% of Responses	Activities	% of Responses (n=85)
Exercise oriented	45	Swimming	14
		Fitness training (e.g. yoga, pilates, athletics)	14
		Walking	5
		Tennis	4
		Cycling	3
		Martial arts	3
		Golfing	2
Passive / Social	21	Seniors' programs	7
		Volunteering	6
		Recreational games (e.g. darts, cards)	6
		Become more involved in the community/socializing	2
Team sports	16	Team/Group sports	9
		Soccer	7
Creative/cultural	7	Dance/movement classes/gymnastics	5
		Crafts/art/music	2
Learning activities	5	Personal development courses	5
Other	9	Other	9
Total	100	Total	100

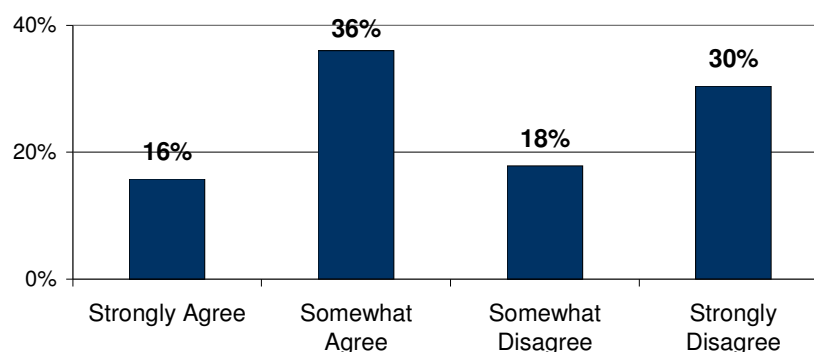
It is worth noting that the interest in new is quite diverse. As such, there is no one activity that this data suggests might garner a large amount of participation from community residents other than swimming, fitness training and seniors programs. However, the interests of seniors' programs, volunteering and becoming more involved in the community or socializing may imply a general interest among some of the residents to become more engaged in their community and get to know their neighbours better; thus building community and strengthening sense of community within Marlborough Park.

5.0 Volunteer Activities in Marlborough Park

Participation in volunteer activities in Marlborough Park was another topic explored through the telephone survey with residents. Respondents were asked about both current and potential volunteer opportunities within the community.

Respondents were asked about the extent to which they agree that members of their households help out in Marlborough Park by volunteering. Just over half (52%) agreed with this statement, whether strongly or somewhat.

Figure 5.1: Volunteerism in Marlborough Park
(n= 336)

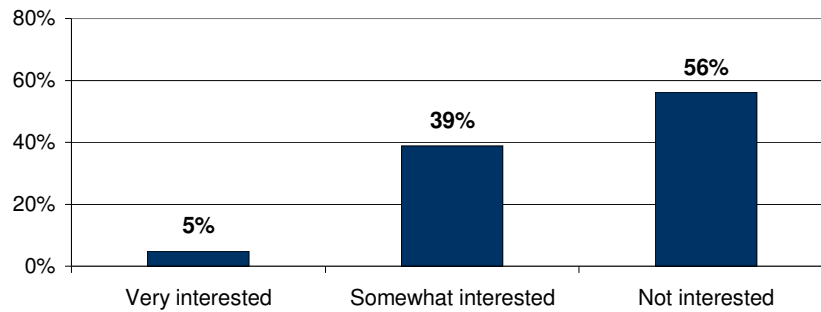


Households that are most likely to identify family members who volunteer within the community are early nest and nest with youth households (Table 5.1); presumably being involved in activities associated with children or youth in the household. Still, there seems to be a sizable proportion of seniors who volunteer in the community as well.

Table 5.1: Volunteering among Family Life Stages							
Level of Agreement	% of Respondents						
	Young Adults (n=46)	Early Nest (n=70)	Nest w/ youth (n=68)	Late Nests (n=14)	Mid-aged Adults (n=82)	Seniors (n=52)	Total (n=336)
Strongly Agree	2	30	21	0	12	13	16
Somewhat Agree	35	29	49	43	28	38	36
Somewhat Disagree	30	13	9	21	23	17	18
Strongly Disagree	33	29	22	36	37	31	30
Total	100	100	100	100	100	100	100

In addition to current volunteer activity, respondents were also asked whether or not their household had an interest in participating in volunteer work for the Marlborough Park Community Association, which is illustrated in Figure 5.2. Almost half of respondents indicated that they were interested; however, it should be noted that only a few (5 percent) indicated that they were very interested in volunteering.

**Figure 5.2: Interested in Participating in Volunteer Work
for the Marlborough Park Community Association**
(n=329)



Further analysis reveals that young adults, early nest and nest with youth households are the most likely to be interested in volunteering. This is particularly promising given the earlier findings that it is young adult households who experience the greatest degree of disconnect from their neighbors and community. It appears as though young adults are interested in being engaged in the community.

Table 5.2: Level of Interest among Family Life Stages							
Level of Agreement	% of Respondents						
	Young Adults (n=44)	Early Nest (n=69)	Nest w/ youth (n=67)	Late Nests (n=14)	Mid-aged Adults (n=80)	Seniors (n=51)	Total (n=329)
Very interested	2	9	7	0	5	0	5
Somewhat interested	48	41	54	43	29	25	39
Not interested	50	51	39	57	66	75	56
Total	100	100	100	100	100	100	100

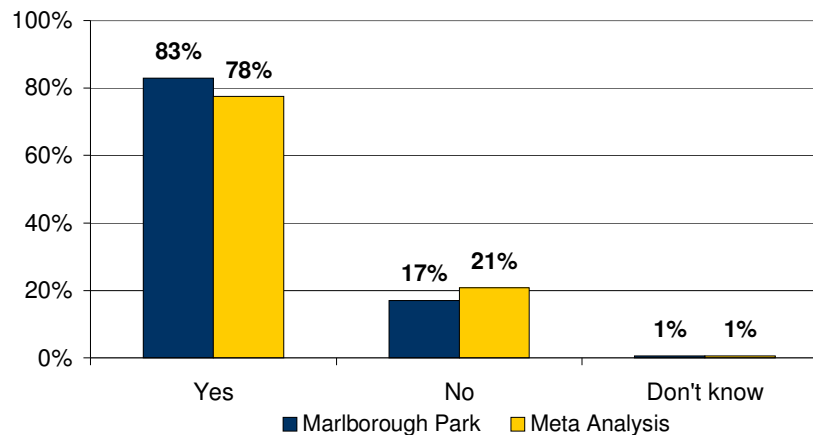
6.0 THE MARLBOROUGH PARK COMMUNITY ASSOCIATION

Respondents were presented with a series of questions about the Marlborough Park Community Association and the community centre in terms of awareness, importance, need fulfillment, and affiliation. This section of the report considers responses associated with these issues.

6.1 Community Association

Figure 6.1 shows that the significant majority of respondents (85%) are aware of the Marlborough Park Community Association. Actually, the proportion of respondents who indicated awareness is higher than has been observed in similar surveys conducted for other community associations.⁵

Figure 6.1: Awareness of the Marlborough Park Community Association



Those respondents who were aware were asked questions to assess their perceptions of the Community Association (Figure 6.2). These data reveal that respondents recognize the importance of the Marlborough Park Community Association and, for the most part, accept that it is responsive to the needs of residents. In this regard, a significant majority of respondents stated that they were satisfied with the Marlborough Park Community Association. Further, a significant majority of respondents indicated that they were interested in what the Community Association provides to the community and they feel adequately informed of what is offered. To a much lesser extent, however, respondents agreed that the Community Association has a positive effect on their household

⁵ Note: the meta analysis involved data from four other community associations across Calgary.

and their household is interested in participating various activities that might be organized by the Community Association.

Figure 6.2: Perceptions of the Marlborough Park Community Association

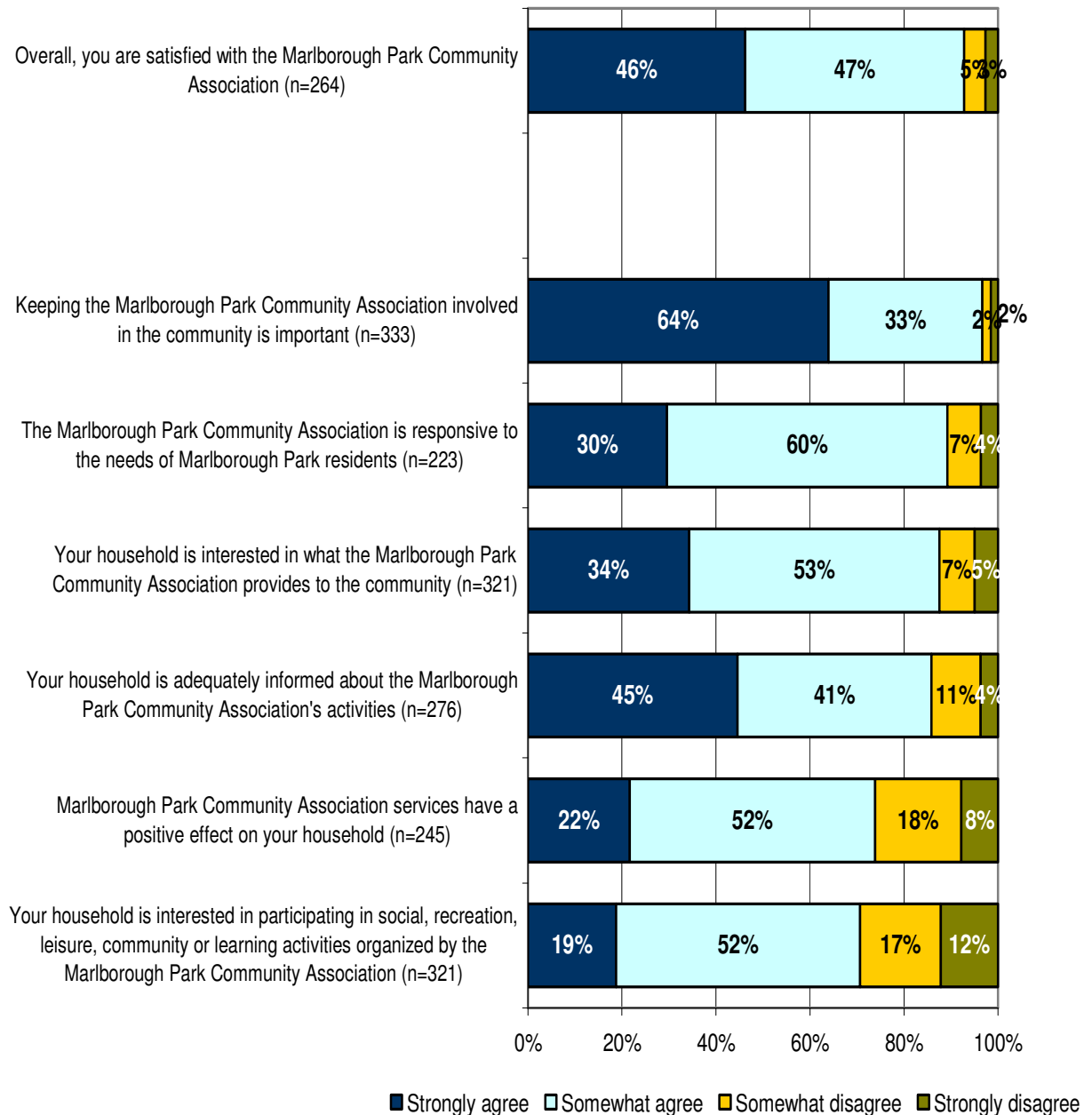


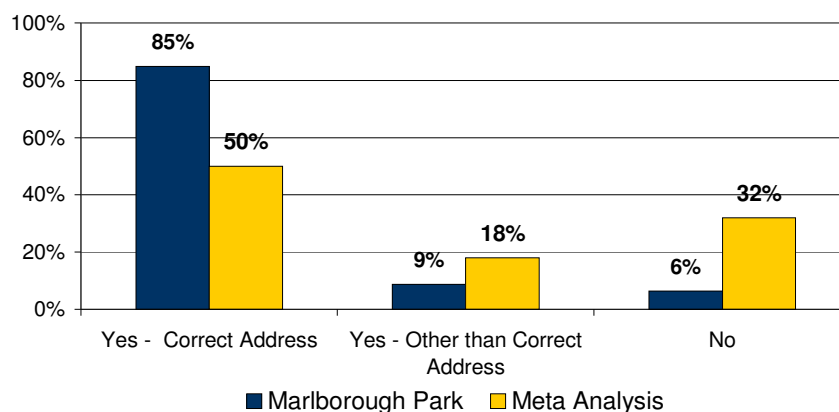
Table 6.1 below shows a comparative analysis of some of the above questions with those found from other community surveys. While the results that have been presented in earlier sections of this report may suggest there is room for improvement, the data presented in the following table shows that Marlborough Park residents are much more satisfied with their Community Association than that typically found amongst residents of other communities.

Table 6.1 Comparison of Perceptions of Community Association						
Community Perceptions	Type of Respondent	% of Respondents				
		Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Total Agree
Keeping the Community Association involved in the community is important	Marlborough Park (n=335)	1	2	33	64	97
	Meta Analysis	1	2	33	64	97
Overall, you are satisfied with the Community Association	Marlborough Park (n=266)	3	5	46	47	93
	Meta Analysis	3	12	57	28	85
The Community Association is responsive to the needs of residents	Marlborough Park (n=224)	4	7	59	30	89
	Meta Analysis	4	13	60	20	83
Marlborough Park services have a positive effect on your household	Marlborough Park (n=247)	8	18	52	22	74
	Meta Analysis	9	20	57	15	71

6.2 Community Centre Utilization

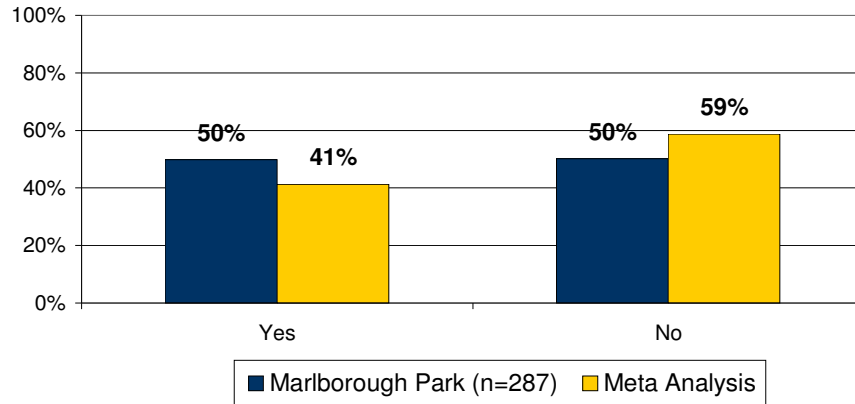
Respondents were asked whether or not they knew the location of the Marlborough Park community centre. Figure 6.3 below shows that 85% of respondents were able to correctly identify the centre's location, which is much higher than the proportion observed in other communities.

Figure 6.3: Aware of Community Centre Location



Those surveyed were asked to consider the twelve months prior and state whether or not members of their households had used or visited the community centre. As is shown in Figure 6.4, half of the respondents had visited the community centre; however, again, this is a higher result compared to other communities that have been asked this question.

Figure 6.4: Used or Visited Community Centre in Past 12 Months



Further analysis of this data (Table 6.2) shows that early nest and nest with youth households were significantly more likely to use or visit the community centre than other family life stage segments.

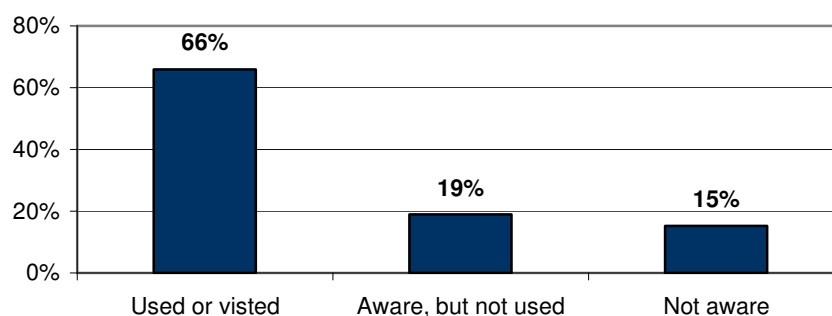
Table 6.2: Used or Visited Community Centre in Past 12 Months							
Used or Visited	% of Respondents						
	Young Adults (n=41)	Early Nest (n=56)	Nest w/ youth (n=63)	Late Nests (n=12)	Mid-aged Adults (n=71)	Seniors (n=44)	Total (n=287)
Yes	2	30	21	0	12	13	50
No	35	29	49	43	28	38	50
Total	100	100	100	100	100	100	100

Those respondents who had not visited the community centre were asked why. Table 6.3 shows that the most common reason was they had no need or there was nothing at the community centre to interest them. The next most common response was too busy or no time. A small proportion of respondents indicated that they don't know what is happening at the community centre (5%) or use other facilities (5%).

Table 6.3: Reasons for Not Using or Visiting the Community Centre	
Reasons	% of Responses (n=152)
No need/There is nothing that interests me	35
Too busy/no time	21
No children/children grown up	7
Don't know what is happening there/Don't know where it is	5
No reason	5
Go to other facilities/other commitments	5
Poor health/handicapped	5
Work commitments	4
Other	4
Age (too old)	3
Unfamiliar with community centre/neighbourhood/others	3
No opportunity	1
Tried to book hall when full	1
Not a member	1
Total	100

Respondents who indicated that they had not visited the centre in the past 12 months were asked if they ever had. Considering these data and the information presented above, approximately two-thirds of respondents had used or visited the community centre as some point, while one out of five were aware, but had not used or visited it (Figure 6.5).

Figure 6.5: Use and Visitation of Community Centre
(n=341)



Respondents who had visited the community centre were asked what they like about it. Table 6.4 shows that the main responses given concerned the actual building, rather than the programs offered. This may suggest that residents do feel that the community centre building has a lot of potential, especially given that top category responses included that the building was aesthetically pleasing and that the rooms were of good size and/or well laid out.

Table 6.4: Positive Perceptions of Community Centre	
Reasons	% of Responses (n=368)
Clean/well maintained/aesthetically pleasing	19
Size/# of rooms is good/well laid out	15
Location/close to home	14
Nice place	10
Programs/events in general	6
Generally well run/like staff or volunteers	6
Friendly place/friendly people	5
Parking	4
Lounge	4
Green spaces/park	3
Other	2
Kids' programs/events	1
Outdoor facilities	1
Safe	1
Gives a sense of community/belonging/involvement	1
Affordable	1
Just like it	1
Nothing	1
Total	100

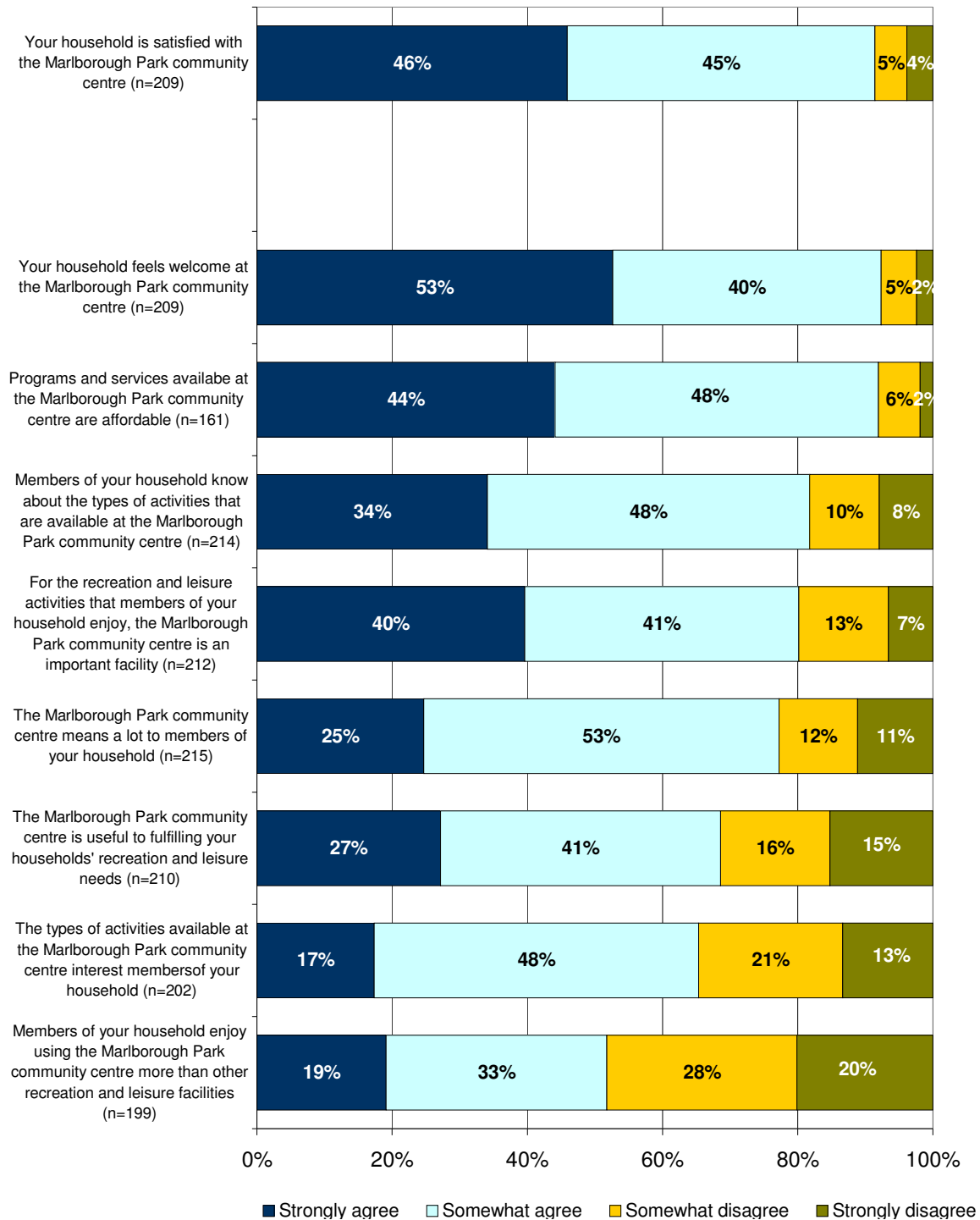
Respondents were also asked whether there was anything that they disliked about the community centre. The responses to this question are presented in Table 6.5. The most notable observation for this question is that over three-quarters of respondents stated that there was nothing that they disliked about the community centre.

Table 6.5: Negative Perceptions of Community Centre	
Reasons	% of Responses (n=368)
Nothing	75
Lack of access/facilities/amenities	5
Building/site needs improvement/maintenance/addition	4
Issues with staff/board/other users	4
Needs additional/amended/drop in programming	3
Not aware of what is offered/lack of communication	3
Cost	1
Safety (lighting, parking lot safety)/bylaw issues	1
Lack of accessibility (elevator, handicap lifts)	1
Total	100

6.3 Community Centre Value to Residents

A series of questions examined the value that residents associate with and derive from having the community centre within the Marlborough Park community. The data from these questions, which are presented in Figure 6.6, reveal the significance or relevance of the community centre to residents. Once again, satisfaction levels are quite high across all of the centre's attributes, with almost all respondents (91%) indicating that their household is overall satisfied with the community centre with many of these stating that they strongly agreed they were satisfied (46%). Other favourable impressions were expressed in regards to feeling welcome at the centre (93%) and programs and services offered at the centre were affordable (92%). Lesser levels of agreement were expressed for knowing about the types of activities that are available at the centre (82%), that the centre is an important facility for recreation and leisure activities (81%) and that the centre means a lot to members of the respondent's household (78%). Approximately two-thirds of respondents concurred that the community centre is useful to fulfilling recreation and leisure needs (68% and the types of activities at the community centre interest members of their household (65%). Lastly, just over half of respondents (52%) agreed that members of their household enjoy using the Marlborough Park community centre more than other recreation and leisure facilities. On the whole, this information suggests that respondents acknowledge that the Marlborough Park community centre plays an important role in the community and for their recreation and leisure activities. However, most respondents recognize that the community centre is one of many different facilities that provide recreation and leisure opportunities for them. In some respects, this information is confirmed by the types of activities that respondents engage in (see Figure 4.2) and the facilities that they use for their recreation and leisure activities (see Table 4.5). Still, there appears to be a place for the Marlborough Park community centre in the lives of residents.

Figure 6.6: Value of the Community Centre to Residents



Closer analysis of the above data reveals that there is not one family life stage group that tends to differ significantly in their opinions across the various community centre attributes measured. In some regards, the findings above apply to all residents in the community.

Respondents were asked for ideas that they had about what could be done to improve the value of the community centre. Table 6.3 shows their responses and the most common of these was nothing else should be done (or that they were presently satisfied with what is available). Following this response was a group of responses that related to acquiring additional amenities or improving the current facility with the most common suggestion being increasing the size of the facility, or conducting renovations. Other suggestions for facility improvement included more programs and more community social events. The last of these suggestions may reveal opportunities for the community centre in terms of bringing community residents together through social activities or events and, thus, build community and a greater sense of community.

Table 6.6: Ideas for Improving the Value of the Community Centre (Facility)			
Idea Categories	% of Responses (n=368)	Ideas	% of Responses (n=368)
Nothing	42	Nothing	42
Facility Acquirement/ Improvement	25	More/larger facilities/renovate	11
		Swimming pool	5
		Ice rink/curling rink	3
		More flexible/expanded hours	2
		Expanded food services/keep the lounge	2
		Exercise/fitness/weight room	1
		Room rentals (affordable)	1
More programs/services	15	More programs	7
		Youth programs	7
		Daycare/childcare	1
More community social events	12	More family events/oriented/no alcohol	5
		More social events/multicultural events	3
		Games room/family games nights	2
		Drop in activities	2
Awareness	3	More information about what's going on	3
Other	3	Other	3
Total	100		100

Respondents were also asked if they had any ideas for improving the value of the community centre's programs. Table 6.7 outlines these ideas in detail. As can be seen, most of the ideas entail increasing the amount of age specific programming, followed by sport and exercise programs. The next most common

suggestion was more community or social activities and programs. Again, suggesting that some residents of the community perceive opportunities for more community building and enhancing sense of community among residents.

Table 6.7: Ideas for Improving the Value of the Community Centre (Programs/Services)			
Idea Categories	% of Responses (n=226)	Ideas	% of Responses (n=226)
Age specific programs	25	Youth programs	9
		Children's programs	8
		Seniors' programs	5
		Adult programs	1
		Before/after school programs/child care	2
Sport & Exercise Programs	24	Sport programs	16
		Exercise-oriented programs	8
Nothing Else	22	Nothing else	22
More community social events	11	Social activities	6
		Programs for families	2
		Drop in programs	3
Development Programs	10	Education Programs	8
		Safety programs	2
Arts and Craft Programs	2	Arts/crafts programs	2
Awareness	1	Awareness/community meetings	1
General Program improvements	<1	More programs in general	<1
		Affordable programs	<1
Other	5	Other	5
Total	100	Total	100

7.0 COMMUNICATIONS

On a final note, the survey examined communications and how residents become aware of programs and services in the Marlborough Park community. Table 7.1 presents the methods respondents use to become informed about programs and services. The most common method by far is the Community Association newsletter, which captured almost two-thirds of all responses offered (61%). This reveals the importance of this medium to conveying information about community programs and services to residents.

Table 8.1: Methods Residents Use to Become Informed about Programs and Services in Marlborough Park	
Communication Method	% of Respondents (n=355)
Marlborough Park community newsletter	61
Word of mouth (friends/relatives)	9
Billboards/signs	8
Brochures/flyers	8
Marlborough Park Community Centre	5
School newsletters	4
The Calgary Herald	1
Marlborough Park Community Website (www.calgaryarea.com)	1
Other (specify)	1
Not aware	1
City of Calgary Recreation Program Guide/Adventure Us Guide	0
Television	0
Total	100

8.0 CONCLUDING REMARKS

In conclusion, information garnered through the community survey provides a general understanding of Marlborough Park as a community in terms of the needs and preferences of its residents. In this regard, the community appears to be comprised of two major population segments, households that do and do not have children and youth. Each of these segments comprise of approximately nearly half of all households, which may present a challenge to the Marlborough Park Community Association as the interests in activities that these family life stage groups appear to differ. As well, involvement in the community is different in terms of volunteering and use of the community centre.

Overall, residents of Marlborough Park are satisfied with their community, the Community association and the community centre. Indeed, levels of agreement toward these aspects of the community are quite high and, in comparisons with other Calgary communities, are higher on average. Further, there is a general sense of community among residents; however, there is some concern residents about safety and security within the community. In some regards, there is evidence in the survey data to suggest that residents anticipate that the Community Association and community centre could be used to help build community and enhance sense of community among residents. For instance, there was a general theme that surfaced throughout the survey that a sizable portion of respondents feel that more community and social events and activities would benefit the community.

In the survey, there was an indication from respondents that they would like to see more programs developed in the community. Still, many respondents are challenged by other priorities or have other interests that might impeded upon them getting involved in such programs. As such, it may be worth considering being selective in the types of programs that are developed for residents and giving more consideration to community and social events and activities.

Still, when looking at the data as a whole, it becomes apparent that the vast majority of residents satisfied with the community, the Community Association and the community centre.

APPENDIX

Survey Questionnaire

NOTE TO THE READER:

- Instructions to interviewers are presented as (WORDS THAT ARE CAPITALS AND PRESENTED IN RED) and are not read to respondents
 - For CATI software programming, instructions are presented as (words that are underlined and presented in green) and are not provided to the interviewers or respondents
 - Comments to survey sponsors based on HarGroup consultants' review of questions are presented in blue.
-

Introduction/Screening

Hello, my name is _____. I am calling on behalf of The City of Calgary and Marlborough Park Community Association from HarGroup Research. We are conducting an important survey to understand residents' needs and expectations for services in the Marlborough Park community.

I am not trying to sell anything.

Could I please speak to the female or male head of the household?

→ (WHEN SPEAKING TO THE FEMALE OR MALE HEAD OF THE HOUSEHOLD...
REINTRODUCE THE SURVEY IF NECESSARY)

Do you have approximately 10 to 15 minutes to help us with this important survey?

(IF NO, ASK FOR A CONVENIENT TIME TO CALL BACK
IF STILL NO, THANK AND DISCONTINUE)

(IF YES, ASK:)

Before we begin, I would like to confirm that you reside within the Marlborough Park community, which is north of Memorial Drive, west of 68 Street, east of 52 Street and South of 16 Avenue.

(IF NO, THANK AND DISCONTINUE
IF YES, PROCEED TO QUESTIONNAIRE)

As well, I must read to you the following statement:

The information gathered in this survey is collected under the authority of the Freedom of Information and Protection of Privacy Act Section 32, and is used solely for the purposes of customer research. All of your answers will be kept strictly confidential.

Inquiries:

IF RESPONDENT INQUIRES ABOUT THE SURVEY, SUGGEST TO THEM THAT THEY CALL MR. JON HARTENBERGER OF HARGROUP 261-7999. INFORM THEM TO CALL BETWEEN 9:00 AM AND 5:00 PM, MONDAY THROUGH FRIDAY.

IF INFORMATION IS WANTED ABOUT THE MARLBOROUGH PARK COMMUNITY ASSOCIATION, THEY CAN CALL 403-248-1775 OR YOU CAN LOCATE THE WEBSITE AT WWW.CALGARYCOMMUNITIES.COM/NE

Questionnaire

Before we begin, I want to clarify a term that will be used throughout this interview. When I say "members of your household" I am referring to you and other members of your household.

Activities

I am going to ask you questions about members of your household's participation in community, recreation, social and leisure activities.

Q1. Would you say that members of your household are: (READ) in community, social, recreation, and leisure activities.

- 1___ Very involved
- 2___ Somewhat involved
- 3___ Not very involved
- 4___ Not at all involved
- 5___ (DO NOT READ) Don't know

Q2. If members of your household do not participate in community, social, recreation and leisure activities as often as you would like, why is that? (DO NOT READ, BUT CLARIFY ANSWERS SUCH AS NO TIME) (PROBE, Anything else?)

1. Already participate as often as would like	
2. Too busy/involved in other activities	
3. Not interested	Personal Interest/ Situation
4. No children/children grown up	
5. Just lazy	
6. Work commitments	
7. Family commitments	Time Constraints/ Other priorities
8. No time	
9. Travel a lot	
10. School commitments	
11. Age (too old)	Personal Capacity/Social Isolation
12. Poor health/handicapped	
13. Cannot afford	
14. Feel uncomfortable with other people who participate/intimidated by others	
15. Lack of awareness/information	
16. Nothing organized/available	Facility/ Program Accessibility
17. The right kinds of recreation/leisure opportunities are not available	
18. Recreation/leisure opportunities are too full/or crowded	
19. Too far away/inconvenient	
20. Prices/Fees too expensive/high	
21. Other (specify: _____)	Other

- Q3. The next set of questions asks about participation or involvement among household members in community, social, recreation and leisure activities. Before I ask these questions, I need to know how many people, including yourself, reside within your household in the following age groups. How many: **(READ)**

(ENTER '0' if none or zero, Enter 98 only if REFUSED)

- i) Children under 13 years of age reside within the household? _____
- ii) Youth, between 13 and 19 years **(of age reside within your household)?** _____
- iii) Adults between 20 and 64 years **(of age reside within your household)?** _____
- iv) Adults 65 or older **(of age reside within your household)?** _____

- Q4.a **(If 3i>0)** What community, social, recreation and leisure activities did the **(Show 3i)** child/children under 13 participate or are involved in during the past 12 months? **(ENTER ACTIVITY NUMBER FROM SHEET) (IF MORE THAN ONE CHILD LIVES IN HOUSEHOLD, ASK HOW MANY OF THE CHILDREN PARTICIPATE OR INVOLVED IN EACH ACTIVITY AND ENTER THE APPROPRIATE NUMBER AS MANY TIMES AS NECESSARY) (ENTER 99 IF NONE OR NO MORE)**
-

- Q4.b **(If 3ii>0)** What community, social, recreation and leisure activities did the **(Show 3ii)** youth between 13 and 19 participate or are involved in during the past 12 months? **(ENTER ACTIVITY NUMBER FROM SHEET) (IF MORE THAN ONE YOUTH LIVES IN HOUSEHOLD, ASK HOW MANY OF THE YOUTH PARTICIPATE OR ARE IN EACH ACTIVITY AND ENTER THE APPROPRIATE NUMBER AS MANY TIMES AS NECESSARY) (ENTER 99 IF NONE OR NO MORE)**
-

- Q4.c **(If 3iii>0)** What community, social, recreation and leisure activities did the **(Show 3iii)** adults between 20 and 64 participate or are involved in during the past 12 months? **(ENTER ACTIVITY NUMBER FROM SHEET) (IF MORE THAN ONE ADULT LIVES IN HOUSEHOLD, ASK HOW MANY OF THE ADULTS PARTICIPATE OR INVOLVED IN EACH ACTIVITY AND ENTER THE APPROPRIATE NUMBER AS MANY TIMES AS NECESSARY) (ENTER 99 IF NONE OR NO MORE)**
-

- Q4.d **(If 4iv>0)** What community, social, recreation and leisure activities did the **(Show 4iv)** adults 65 or older participate or are involved in during the past 12 months? **(ENTER ACTIVITY NUMBER FROM SHEET) (IF MORE THAN ONE ADULT LIVES IN HOUSEHOLD, ASK HOW MANY OF THE ADULTS PARTICIPATE OR INVOLVED IN EACH ACTIVITY AND ENTER THE APPROPRIATE NUMBER AS MANY TIMES AS NECESSARY) (ENTER 99 IF NONE OR NO MORE)**
-

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Q5.a Are there any community, social, recreation or leisure activities that members of your household are not doing or involved in now, but would like to start?

1. Yes
2. No (Go to Q5c)
3. (DO NOT READ) Don't know/Refused (Go to Q5c)

Q5.b i. (IF YES TO Q5a) What recreation and leisure activities would members of your household like to start doing or be involved in? Anything else?

Q.5c I am going to read you a list of amenities that provide community, social, recreation and leisure opportunities. I want you to tell me if members of your household have participated or are involved in community, social, recreation and leisure activities in these types of amenities in the past 12 months? (READ) (ROTATE)

(If 3i + 3ii > 1 show) The children or youth in your household may use these amenities for school related activities. When I read the amenities, please indicate yes only if they use the amenities outside of school related activities.

Q.5d (IF YES TO Q5c) Which (amenity) do members of your household typically use? (PROBE FOR NAME OF FACILITY - IF TERMS SUCH AS LEISURE/RECREATION/COMMUNITY CENTRE, ASK WHICH ONE - FOR PARKS, PATHWAYS AND PLAYGROUNDS/TOTLOTS - WHICH ONE OR IS IT IN THEIR COMMUNITY)

Amenities	.a			.b Location
	Yes	No	Don't know	
Gymnasiums that are large rectangular spaces with equipment that accommodate indoor sport or group activities such as basketball, volleyball, badminton, etc.	1	2	3	
Multi-purpose rooms that can be used for a variety of recreation and leisure purposes or programs (not meeting rooms)	1	2	3	
Outdoor ice rinks	1	2	3	
Outdoor rectangular fields for soccer, football, lacrosse, rugby, etc.	1	2	3	
Meeting rooms	1	2	3	
Pre-school	1	2	3	

The Community as a Place to Live

Next, we would like to get your opinions about living in the Marlborough Park community.

Q6. Why do you think Marlborough Park is a good community in which to live? (e.g. rather than another community in Calgary)

Q7. Please a scale of strongly agree, somewhat agree, somewhat disagree and strongly disagree and indicate to what extent you disagree or agree with the following statements. (READ) (ROTATE)

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Statements	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
a. Members of your household enjoy living in Marlborough Park	1	2	3	4	5
b. There are sufficient recreation and leisure programs and activities available to Marlborough Park residents.	1	2	3	4	5
c. Members of your household are generally interested in what is happening within Marlborough Park	1	2	3	4	5
d. There is a sense of community among Marlborough Park residents.	1	2	3	4	5
e. The Marlborough Park community is attractive.	1	2	3	4	5
f. The Marlborough Park community has a well developed natural environment with public green spaces, trees, bushes, and flowers	1	2	3	4	5
g. Neighbours in Marlborough Park are friendly.	1	2	3	4	5
h. Community services and programs available to Marlborough Park residents are affordable	1	2	3	4	5
i. The Marlborough Park community is a safe place to live	1	2	3	4	5
j. There are enough community facilities, programs, and services located in Marlborough Park to meet the needs of members of your household.	1	2	3	4	5
k. Members of your household feel like they belong in the Marlborough Park community	1	2	3	4	5
l. You know quite a few of your neighbours who live within one block of your home	1	2	3	4	5
m. You know your neighbours well enough to ask for favours such as borrowing a cup or sugar or tools, watching over your home when you are away, shovelling each others walks or driveways, etc.	1	2	3	4	5
n. You help out in your neighbourhood by volunteering	1	2	3	4	5

Key Issues for the Community (Facilities, Programs and Services)

Q8.a Are you aware of the Marlborough Park Community Association?

- 1 Yes (go to Q9)
- 2 No (go to Q8b)
- 3 (DO NOT READ) Don't know (go to Q8b)

Q8b. (READ) The Marlborough Park Community Association provides a variety of services, programs and facilities to residents of Marlborough Park and is involved in community planning and development.

Q9. Using a scale of strongly agree, somewhat agree, somewhat disagree and strongly disagree, to what extent do you disagree or agree with the following statements about the Marlborough Park Community Association: (READ) (ROTATE) (IF Q8a>1, go to Q9d)

Statements:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	Don't know
a. The Marlborough Park Community Association is responsive to the needs of Marlborough Park residents	1	2	3	4	5
b. Marlborough Park Community Association services have a positive effect on your household	1	2	3	4	5
c. Your household is adequately informed about the Marlborough Park Community Association's activities	1	2	3	4	5
d. Keeping the Marlborough Park Community Association involved in the community is important	1	2	3	4	5
e. Your household is interested in participating in social, recreation, leisure, community or learning activities organized by the Marlborough Park Community Association	1	2	3	4	5
f. Your household is interested in what the Marlborough Park Community Association provides to	1	2	3	4	5

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the community					
f. (DO NOT ASK IF Q8a>1) Overall, you are satisfied with the Marlborough Park Community Association	1	2	3	4	5

- Q10. In your opinion, what should be the top two priorities for the Marlborough Park Community Association in terms of services, programs, parks and facilities in the community? (IF RESPONDENT PROVIDES A ONE WORD ANSWER, ASK RESPONDENT TO ELABORATE)
- _____

Communications

- Q11. How does your household usually become aware of programs and services available to Marlborough Park residents? (DO NOT READ – CHECK ALL THAT APPLY) Anything else?

- ☐ Billboards/signs
☐ Brochures/flyers
☐ City of Calgary Recreation Program Guide/Adventure Us Guide
☐ Marlborough Park Community Centre
☐ Marlborough Park Community news letter
☐ Marlborough Park Community Website (www.calgaryarea.com)
☐ Radio
☐ School newsletters
☐ Television
☐ The Calgary Herald
☐ The Calgary Sun
☐ Word of mouth (friends/relatives)
☐ Other (specify)

The Community Centre

- Q12a Do you know where the Marlborough Park community centre is located?

- 1 __ Yes – (Along Madigan Drive" "BY Dr. GM EGBERT SCHOOL")
 2 __ Yes – (other than correct address) → GO TO Q13b
 3 __ No → GO TO Q13b
 4 __ Don't know/unsure → GO TO Q13b

- Q12b. Have any members of your household used or visited the Marlborough Park community centre, which is located on Madigan Drive, within the past 12 months?

- 1 Yes (Go To Q12e)
 2 No
 3 (DO NOT READ) Don't know (Go To Q12d)

- Q12c. (IF NO to Q12b) For what reasons if any, have you not used the Marlborough Park community centre in the past 12 months?
- _____

- Q12d. Have you ever used or visited the Marlborough Park community centre?

- 1 Yes
 2 No (Go to 13b)
 3 (DO NOT READ) Don't know (Go to 13b)

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Q12e. What, if anything, do you like about the Marlborough Park community centre?

Q12f. What, if anything, do you dislike about the Marlborough Park community centre?

Q13a Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about the Marlborough Park Community Centre. (READ) (rotate)

Statements:	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree	(DON'T KNOW)
For the recreation and leisure activities that members of your household enjoy, the Marlborough Park community centre is an important facility	1	2	3	4	5
Members of your household enjoy using the Marlborough Park community centre more than other recreation and leisure facilities	1	2	3	4	5
The Marlborough Park community centre means a lot to members of your household	1	2	3	4	5
The types of activities available at the Marlborough Park community centre interest members of your household	1	2	3	4	5
Members of your household know about the types of activities that are available at the Marlborough Park community centre	1	2	3	4	5
The Marlborough Park community centre is useful to fulfilling your households' recreation and leisure needs	1	2	3	4	5
Programs and services available at the Marlborough Park community centre are affordable	1	2	3	4	5
Your household feels welcome at the Marlborough Park community centre	1	2	3	4	5
Your household is satisfied with the Marlborough Park community centre	1	2	3	4	5

Q13b Right now, the Marlborough Park community centre has a gymnasium, multipurpose room, meeting rooms and a lounge (that serves alcoholic beverages). What, if anything, do you think is needed at the Marlborough Park Community Centre to make it more appealing to members of your household?

Q13c What kind of programs or services do you think should be offered at the Marlborough Park community centre?

Volunteering

Q14. Generally, how interested would members of your household be in volunteering for the Marlborough Park Community Association? Would you be:

- 1 ___ Very interested
- 2 ___ Somewhat interested
- 3 ___ Not interested
- 4 ___ (DO NOT READ) Don't know

Demographics

The last few questions are being asked so that we can group your answers with those of others who have participated in the survey. All answers will be kept strictly confidential.

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D1. How long have you lived in the Marlborough Park community?

of years: _____

D2. How many members of your household are in the following age groups? (READ)

___ 20 to 24 ___ 25 to 44 ___ 45 to 64

D3. Which of the following most closely describes your household? (READ)

1. Couple with children living at home
2. Couple without children living at home
3. Single Parent household
4. Living alone
5. Living with roommate(s)
6. Living with extended family
7. (DO NOT READ) Other
8. (DO NOT READ) Refused

D4. Do you consider yourself to be a visible minority?

D5. Do you own or rent your home?

- 1__Own
2__Rent
3___(DO NOT READ) Refused

IF "Not interested" TO Q14 → SKIP TO THANKS2

The Marlborough Park Community Association will be addressing many of the issues that have been examined in this survey. They are wondering whether you would be interested in volunteering for any of the activities or issues presented in this survey.

IF YES → GET NAME AND RECORD PHONE NUMBER → GO TO THANKS1

IF NO → GO TO THANKS2

THANKS1 That is all the questions we have today. On behalf of the Marlborough Park Community Association, I want to thank you for participating in the survey. Your assistance today will greatly benefit the Marlborough Park community. Have a good evening (afternoon).

THANKS2 May I have your first name in case my supervisor wants to confirm this interview: _____. On behalf of the Marlborough Park Community Association, I want to thank you for participating in the survey. Your assistance today will greatly benefit the Marlborough Park community. Have a good evening (afternoon).

(IF BEFORE JUNE 8, The Marlborough Park Community Association wants to remind residents that its annual general meeting will be held on June 8th at the community centre.)



MARKETING RESEARCH, STRATEGY,
& ORGANIZATIONAL DEVELOPMENT CONSULTING SERVICES