



THE CITY OF
CALGARY

Community Needs and Preferences Study – Forest Heights & Penbrooke

Prepared by:



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Executive Summary

The City of Calgary commissioned NRG Research Group to conduct a Needs and Preferences Survey of residents in selected communities to identify what residents do for community, social, recreation, and leisure activities 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, community involvement, recreation and leisure providers and general community issues or concerns. This survey was conducted by telephone with a random sample of Forest Heights and Penbrooke residents in late 2011 and early 2012.

Key Findings

The key findings from this research initiative are:

- ✓ The demographics of the Forest Heights and Penbrooke communities surveyed indicate a 'greying' population with four-in-five not having any children under the age of 13 (79%) and no children/youth between the ages of 13-18 (81%). The majority is between the ages of 20 – 64 (81%). Furthermore, one-in-five households have at least 3 members between the ages of 20-64, suggesting a large number of households with young adults or extended family members.
- ✓ In general, there appears to be significantly less involvement (very and somewhat) in community recreation, social and leisure activities in the survey area (42%) and East Calgary (47%) when compared to Calgary (73%).
- ✓ The main barrier to involvement is that respondents simply indicated that they consider themselves to be too old in Forest Heights and Penbrooke (19%). This was followed by too busy or involved in other activities (18%), and no time (17%). Cost issues are slightly more prevalent in this community, but are not one of the leading barriers to involvement.
- ✓ The activities that respondents are involved in can be broken into two main groups. Children and teens tend to be involved with team sports or higher intensity activities. In contrast, adults (as they get older) become increasingly involved in passive activities such as socializing

or low-impact exercise such as walking. Results for activities are similar when compared to East Calgary findings.

- ✓ Overall, The City of Calgary was identified as being the main provider of recreation and leisure activities by two-in-five in Forest Heights and Penbrooke (44%), followed by a 'Private Organization' (19%), and 'Your Community Association' (16%).
- ✓ One-quarter (26%) provide a high top box (9 or 10) rating for their likelihood to recommend their community as a place to live, which represents a significantly lower likelihood when compared to East Calgary (32%). Residents in Forest Heights and Penbrooke help out in their neighbourhood by volunteering to a similar extent as residents in East Calgary (46% and 49% respectively).
- ✓ Residents of Forest Heights and Penbrooke indicate that they know their immediate neighbours well. However, there appears to be a lack of community belonging and spirit, which suggests the concept of community goes beyond one's immediate neighbours.
- ✓ Positively, Community Associations have a high level of awareness among residents (74% compared to 79% in East Calgary). Respondents noted two main areas that they would like the Association to focus on. Firstly, more children's programs, and secondly more information about what's going on.
- ✓ Overall, respondents provided relatively low scores for the effectiveness of various mediums in communicating community information. Community newsletters perform the best in Forest Heights and Penbrooke (37%) as well as in East Calgary (62%). The least effective communication medium was social media (19%), and The Calgary Sun (19%).

Key Implications

The key implications from this research are:

- ✓ Programming by the City of Calgary and Community Associations needs to focus on two key population elements, firstly, children and youth and secondly, an the aging population that appears to be evident – which includes a young adult and/or an extended family population.

- ✓ At this current point in time, the community associations of Forest Heights and Penbrooke are considered as secondary social, recreation and leisure providers. They will need to raise their profile and relevance to members of the community to change this perception.
- ✓ In communicating to residents, it would appear that Community Associations cannot focus only on one medium. Multi-mode methods need to be used to let residents know what programs and services are being offered. Communications programs are critical as a method to increase community involvement.

1. Introduction

The City of Calgary's Community and Neighbourhood Services (CNS) is exploring opportunities to better cater to residents' needs and wishes for the delivery of recreation, leisure and social programming within their communities. NRG Research Group was entrusted with conducting a Community Needs and Preference Study in Forest Heights and Penbrooke to assist CNS in this regard. The Community Needs and Preferences Study was undertaken to understand how successful current programs and services are, and to highlight possible areas requiring change. This survey collected data about residents' awareness, use and expectations of the community association's programs and services, as well as any barriers that keeps residents from using their community's programs and services. Data from a previously conducted research study as well as the East Calgary study including select communities were incorporated into the analysis where appropriate to highlight trends and changes over time.

The results of this study will be used by CNS to evaluate program, service, and facility delivery within communities in the Forest Heights and Penbrooke communities. The following report represents the key findings of this research study.

1.1 Background and Survey Objectives

This research comprised the Forest Heights and Penbrooke communities in East Calgary. Forest Heights was established as a community of Calgary in 1959 and Penbrooke in 1969. These two communities have a community centre and community association each that provide varying levels of services and programs to residents. The community centres are operated by the communities 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 City of Calgary Community and Neighbourhood Services is interested in gaining a better understanding of the needs and preferences of residents of the Forest Heights and Penbrooke communities. As part of this initiative, research was conducted. The issues that were examined in the survey included:

- Demographics
- Current level of community involvement
- Activities involved in
- Organization activities offered by
- The community as a place to live
- Key issues for the community
- Communications
- The Community Association

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

1.2 Methodology

This survey was conducted by telephone with 308 resident households in the Forest Heights and Penbrooke communities. The table below shows the number of completed interviews in each community, along with the associated margin of error.

Table 1: Community population statistics

Characteristics		Survey Respondents (Total n=2,442)		Community Population ¹
Residence in Community		n=	Margin of Error	n=
Forest Heights		123	+/-8.75	6,185
Penbrooke		185	+/-7.12	8,188
Total		308	+/-5.52	14,373

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

NRG Research Group designed the questionnaire in consultation with the City of Calgary Community and Neighbourhood Services project team. The survey was pre-tested in field prior to a full implementation. A copy of the questionnaire is presented in Appendix A. The survey was conducted in November, December and January, 2011-12. No interviewing took place between December 21st and 27th, 2011. The analysis of the data included general cross-tabulations and these findings are discussed in the report, where appropriate.

¹Note: Calgary data gathered from the Calgary Civic Census 2011

2. Survey Results

2.1 Communities and Household Profile

Overall, 16 communities in East Calgary were contacted for this survey and this report focuses specifically on the Forest Heights and Penbrooke communities (see Table 2: Profile of Forest Heights and Penbrooke).

Table 2: Profile of Forest Heights and Penbrooke

Characteristics	Survey Respondents (Total n=2,442)		Community Population ¹
Residence in Community	In %	In n	In n
Forest Heights	5	123	6,185
Penbrooke	8	185	8,188
Total	100	308	14,141

While conducting the telephone survey, more demographic information was collected to better understand the composition of households (see Table 3: Demographic Profile of Households in Forest Heights and Penbrooke).

Almost two-in-five (39%) in the study area have lived in their current community for more than 20 years and almost three-in-ten (28%) have been in their current community for 11 to 20 years. In spite of a housing boom and a high level of migration to Calgary, two-thirds (67%) have lived in their community for at least 10 years.

The majority of residents surveyed owned their home (88%). Home ownership in Forest Heights and Penbrooke is similar to the East Calgary communities, but significantly higher than in the Calgary population at large (73%). In addition, one-third (33%) of the survey population identified themselves as part of a visible minority in the Forest Heights and Penbrooke communities, which is similar to the East Calgary region (34%), but significantly higher when compared to The City of Calgary (24%).

Table 3: Demographic Profile of Households in Forest Heights and Penbrooke

Characteristics		Survey Respondents (% of Respondents)		Calgary Population ² (in %)
		Forest Heights & Penbrooke	East Calgary	
Length of Residence in Community				
	5 years or less	18	18	n/a
	6 – 10 years	15	17	
	11 to 20 years	28	28	
	More than 20 years	39	37	
	Total	100	100	
Housing Tenure				
	Own	88	86	73
	Rent	11	14	27
	Refused	1	-	-
	Total	100	100	100
Visible Minority				
	Yes	33	34	24
	No	62	61	76
	Don't Know	5	5	
	Total	100	100	100
Household Composition				
	Couple with children living at home	32	34	n/a
	Couple without children living at home	31	32	
	Single parent household	5	6	
	Living alone	15	13	
	Living with roommate(s)	4	3	
	Living with extended family	11	10	
	Other	1	1	
	Refused	1		
	Total	100	100	
Gender				
	Male	43	45	50
	Female	57	55	50
	Total	100	100	100

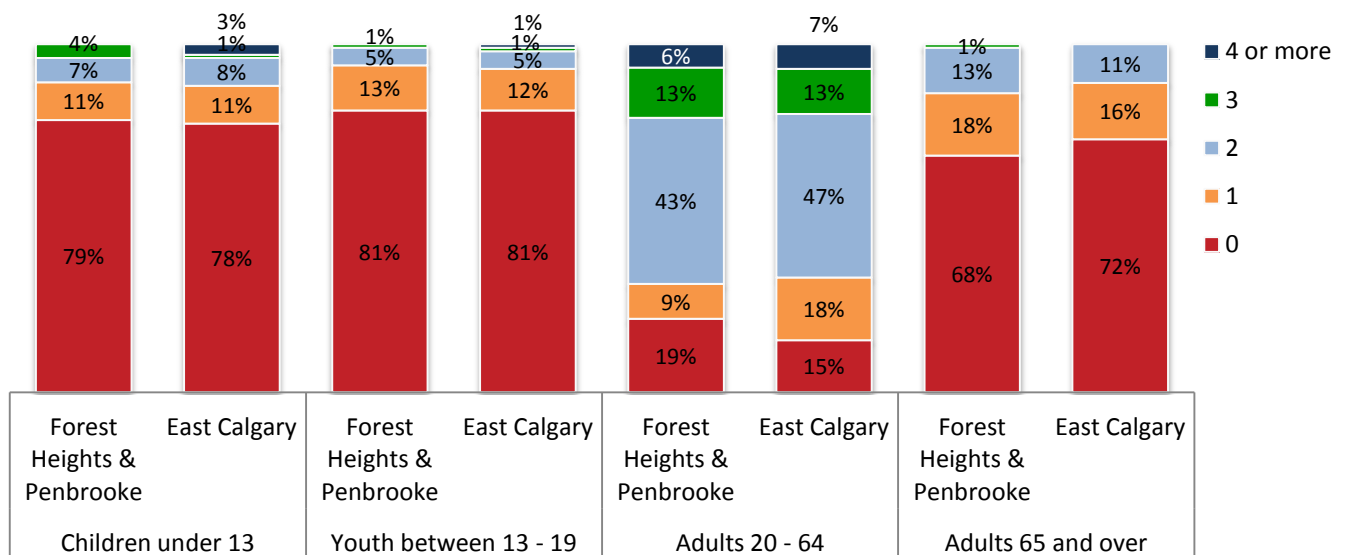
Base: Forest Heights & Penbrooke n=308; East Calgary=2,442; Calgary (2009) n=1,064,455

Respondents to the survey were mostly couples with children living at home (32%) and couples without children at home (31%). About one-in-seven (15%) live alone and one-in-ten (11%) lives with extended family. When compared to the East Calgary region, the demographic profile of households is very similar.

² Note: Calgary data gathered from a survey conducted in 2008/2009

As can be seen in Figure 1, four-in-five respondents to the survey in Forest Heights and Penbrooke do not have any children under the age of 13 living at home (79%) or any youth between the ages of 13-19 living at home (81%). There is the same amount of youth between the ages of 13-19 in the study area and in East Calgary (81% each). Seven-in-ten (72%) in the study area have at least two persons living there aged 20-64. About one-third (32%) of households have 1 or more residents aged 65 and over. Furthermore, almost one-fifth (19%) of households has at least three adults living in the household aged 20-64.

Figure 1: Number and age of people in household in Forest Heights & Penbrooke



Forest Heights & Penbrooke n=308; East Calgary n=2,442

2.2 Recreation and Leisure Participation

In the following section residents of Forest Heights and Penbrooke answered questions related to their current and potential recreation, leisure, and social participation amongst members of their households and possible perceived barriers to such activities.

2.2.1 Household Activity Levels & Barriers to Participation

To begin, respondents in Forest Heights and Penbrooke were asked to indicate their level of involvement in community, recreation, social, and leisure activities. Overall, only one-third (33%) indicate that they are 'Very involved' (8%) or 'Somewhat involved' (25%). Almost two-third (65%) indicate that they are not involved ('Not very' and 'Not at all') in community, recreation, social and leisure activities. The majority of residents in Forest Heights and Penbrooke who stated they were not at all involved comes from a one-to-two-person household (63% and 62% respectively). In comparison, households with four or more persons (16%) are also significantly more likely to be very involved. There also appears to be a tendency that the level of involvement decreases with the amount of time lived in the community. Ageing also appears to be an issue in the involvement of residents in the study area, because over half of survey participants (53%), who have lived in their community for 20 years or more were significantly more likely to indicate that they were not at all involved.

Those not at all involved in community, recreation, social and leisure activities are significantly more likely to not have visited the Community Centre in the past 12 months. Perhaps not surprisingly, couples without children, single parents, and those who live alone are significantly more likely to not be involved at all. However, residents in Forest Heights and Penbrooke who know where the Community Centre is located are significantly more likely to be very involved.

There are no significant differences in the levels of involvement of visible minorities in community, recreation, social and leisure activities.

Figure 2: Perceived Household Activity Levels in Forest Heights & Penbrooke²

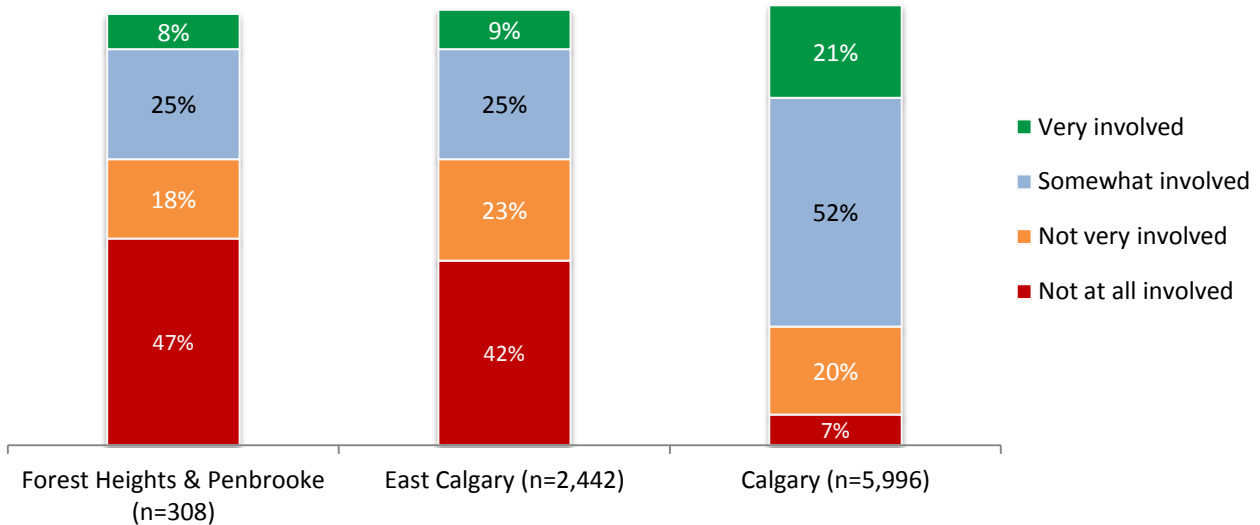


Figure 2 shows the level of involvement of Forest Heights and Penbrooke household members in community, social, recreation, and leisure activities as compared with East Calgary and Calgary levels.

Generally, the levels of involvement are similar between Forest Heights and Penbrooke and East Calgary. Significantly fewer Forest Heights and Penbrooke and East Calgary residents are involved (very and somewhat) in activities than Calgarians (33% and 34% compared to 73%). There are significantly more residents that are 'Not at all involved' in any activities in the survey area (47%) and East Calgary (42%) compared to Calgary (7%).

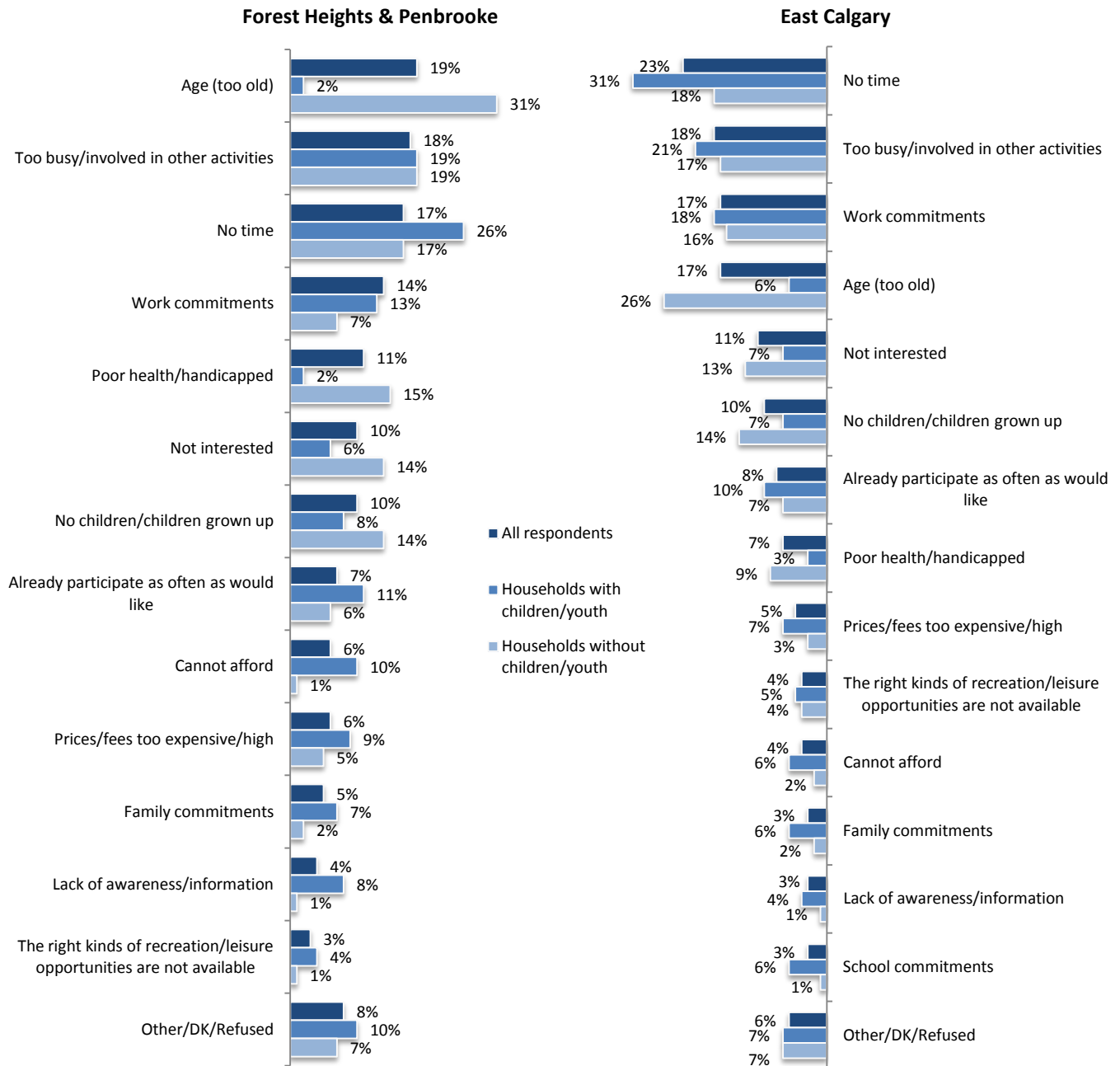
Figure 3 shows the leading barriers to participation in the surveyed communities. When asked why family members did not participate in the Community, Social, Recreation and Leisure activities the most frequent response is that they consider themselves to be too old (19%). Not surprisingly, significantly more households without children/youth (31%) mentioned this barrier than households with children/youth (2%). The second most often mentioned barrier is that they are 'too busy' or involved in other activities (18%). 'No time' was the main barrier for East Calgarians (23%), but this

barrier ranked only third for residents in Forest Heights and Penbrooke (17%). Significantly more one-or two-person households are mentioning their age as a perceived barrier to participating in activities as do those who live alone, couples with no children, and have lived in their community for 20 years or more. Additionally, residents who rate their community highly as a place to live (8 – 10 rating) mention that they are too old significantly more often. Single parents and survey participants who have lived in their community for 11 to 20 years state that they are too busy or involved in other activities significantly more often than other residents (31% and 24% respectively).

The more people there are in a household in Forest Heights and Penbrooke, the less time they have for participating in community, social, recreation, and leisure activities. Also, newer residents in their communities (0 to 5 years) also have no time as do couples with and without children. In addition, survey participants who don't know where the Community Association is located are significantly more likely to have no time.

One-in-eight (12% - 6% 'Prices/fees too expensive/high' and 6% 'Cannot afford') in Forest Heights and Penbrooke. In comparison, in East Calgary (9% overall - 5% 'Prices/fees too expensive/high' and 4% 'Cannot afford') are excluded from participating due to financial constraints.

Figure 3: Perceived Barriers to Community, Social, Recreation, and Leisure Activities in Forest Heights & Penbrooke



Only responses 3% and above for all respondents are shown.

All respondents n=308
Households with children/youth n=99
Households without children/youth = 96

All respondents n=2,442
Households with children/youth n=837
Households without children/youth = 792

2.2.2 Current Activities

Each household was asked what social, community, recreation and leisure activities members of the household participate or were involved in during the last 12 months. The recreation and leisure activities were categorized into three main groups based on popularity – Top 10, Top 11 – 20, and Top 21 – 30 activities. Furthermore, results were also broken down into the different age groups (see Figures 4 – 8).

When analysing the data received from all households (see Figure 4: Top Recreation and Leisure Activities), swimming for pleasure ranked first (18%), followed by swimming lessons (6%), working out in a gym and walking (5% each). Outdoor soccer, going to church, volunteering, and ice hockey (4% each) was also mentioned in the Top 10 activities. In East Calgary, swimming for pleasure (14%) also tops the list, followed by gym (working out), and walking (6% each).

When it came to different age groups, the interest in the types of current activities appeared to vary in Forest Heights and Penbrooke as well as in East Calgary. Most respondents with children in the household mentioned swimming as a current activity (Figure 5), as do the older age groups including youth between 13 – 19 (Figure 6) and adults between 20 – 64 (Figure 7). Walking was the most frequently recorded activity for seniors 65 or older (Figure 8) in Forest Heights and Penbrooke as well as in East Calgary (11% each).

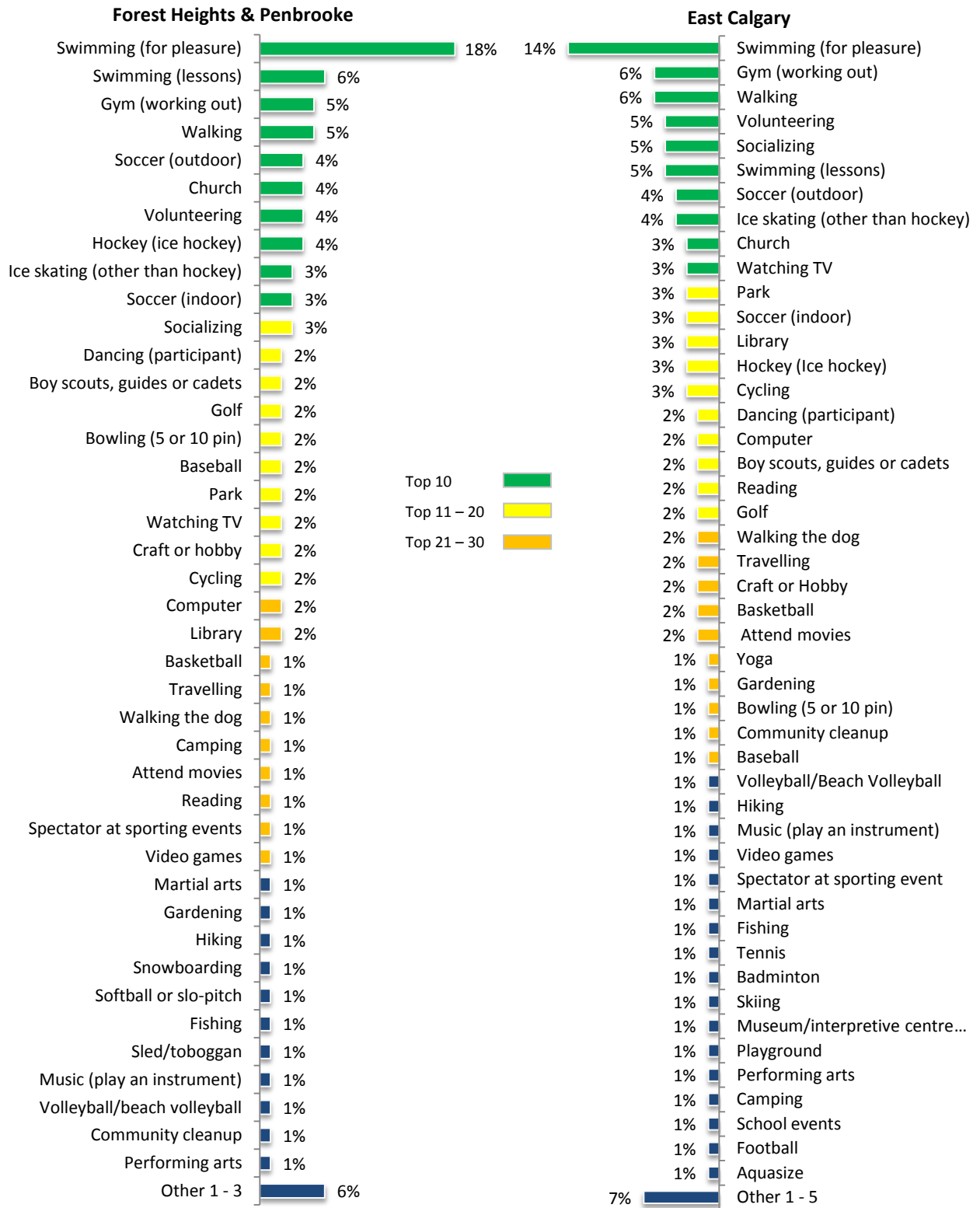
There are some tendencies within each age group that could assist CNS in developing its programs and services.

- ✓ Similarly to East Calgary, children under 13 (see Figure 5) in Forest Heights and Penbrooke appear to be more involved in sports (swimming, soccer, ice skating, basketball), arts and crafts (dancing, performing arts), and basic life skill development (swimming lessons; boy scouts, guides or cadets). Families with children under 13 therefore likely tend to look for more organized and structured activities.
- ✓ Again, there are similarities between youth between 13 and 19 in Forest Heights and Penbrooke and East Calgary (see Figure 6). Youth in both tend to be more interested in

sports and exercise (swimming, soccer, ice hockey, working out in a gym, ice skating), and social activities (socializing, volunteering), which tend to be more unstructured.

- ✓ Adults between 20 and 64 (see Figure 7) in Forest Heights and Penbrooke and East Calgary are less likely to be involved in sports, but in exercise activities (swimming, working out in a gym, walking, cycling, park). They also seem to enjoy social (volunteering, church) and passive activities (watching TV, computer, library).
- ✓ Seniors aged 65 or older (see Figure 8) seem also less likely to be involved in sports in Forest Heights and Penbrooke and East Calgary. Instead, they appear to enjoy exercise (walking, swimming, golf) and passive/social activities (going to church, socializing, volunteering). The emphasis here seems to be on physical and mental health and well-being.

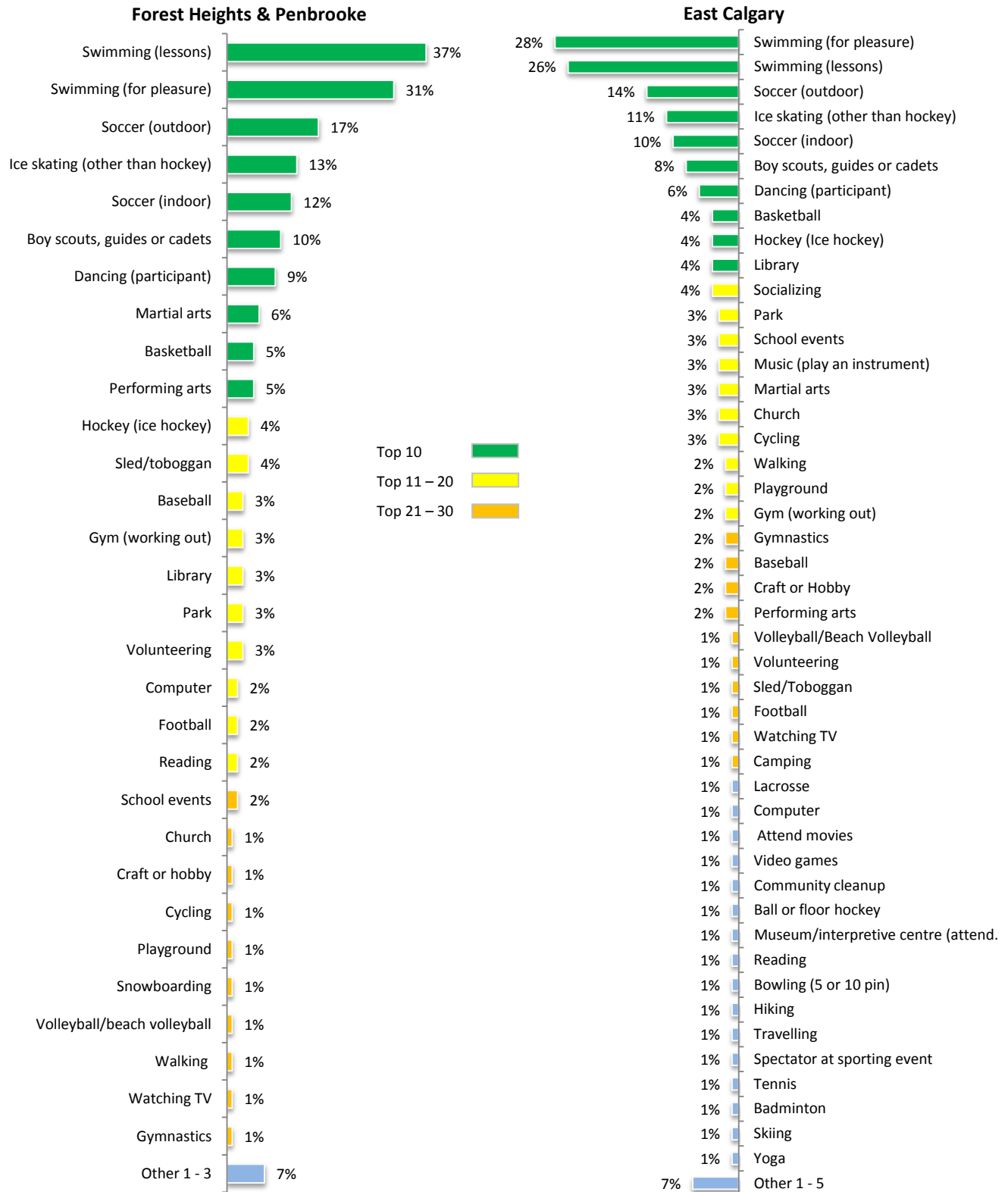
Figure 4: Top Recreation and Leisure Activities in Forest Heights & Penbrooke



Only responses 1% and above are shown.
No. of people in household n=886

Only responses 1% and above are shown.
No. of people in household n=7,021

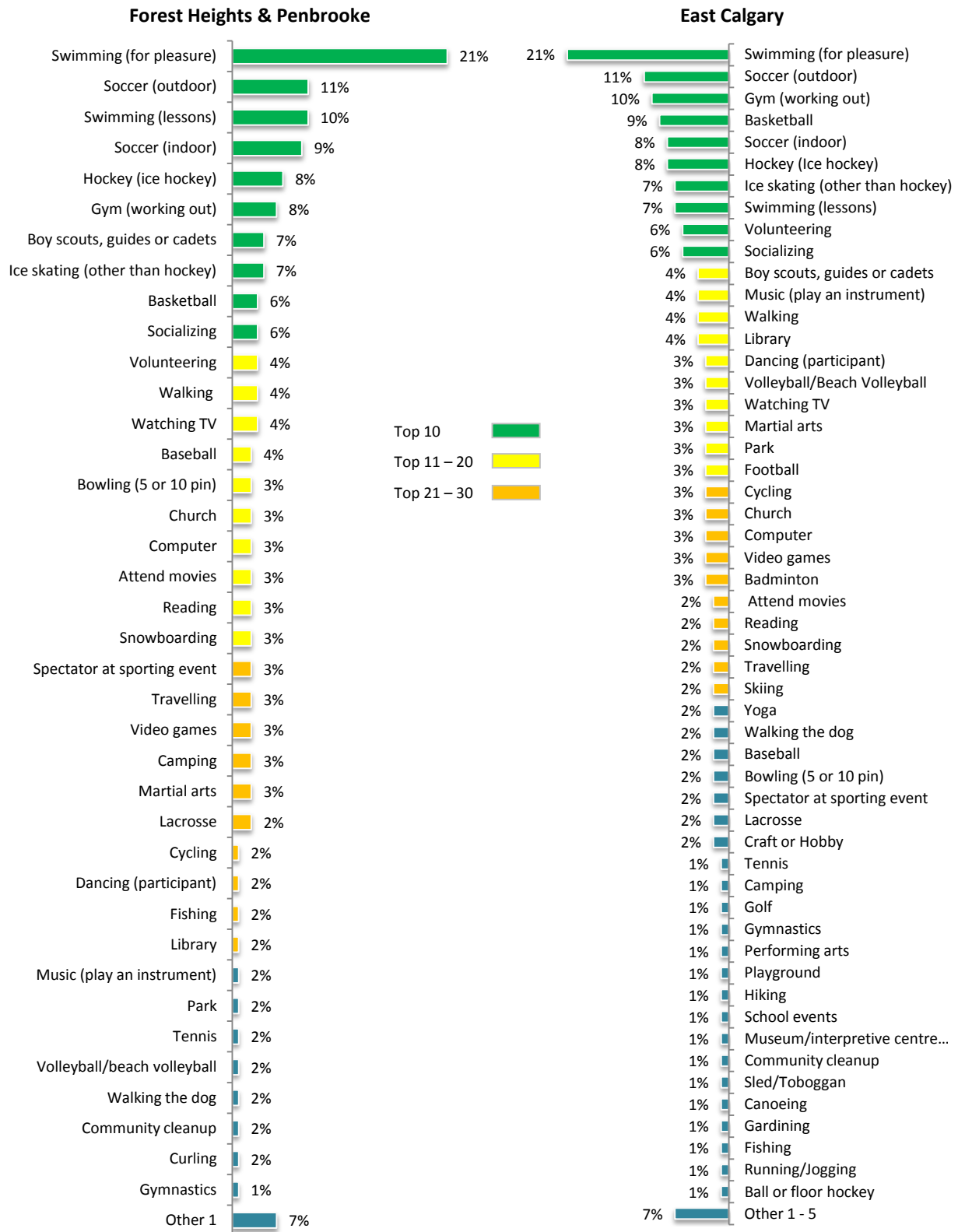
Figure 5: Top Recreation and Leisure Activities for Children under 13 in Forest Heights & Penbrooke



Only responses 1% and above are shown.
No. of people in household n=109

Only responses 1% and above are shown.
No. of people in household n=1,088

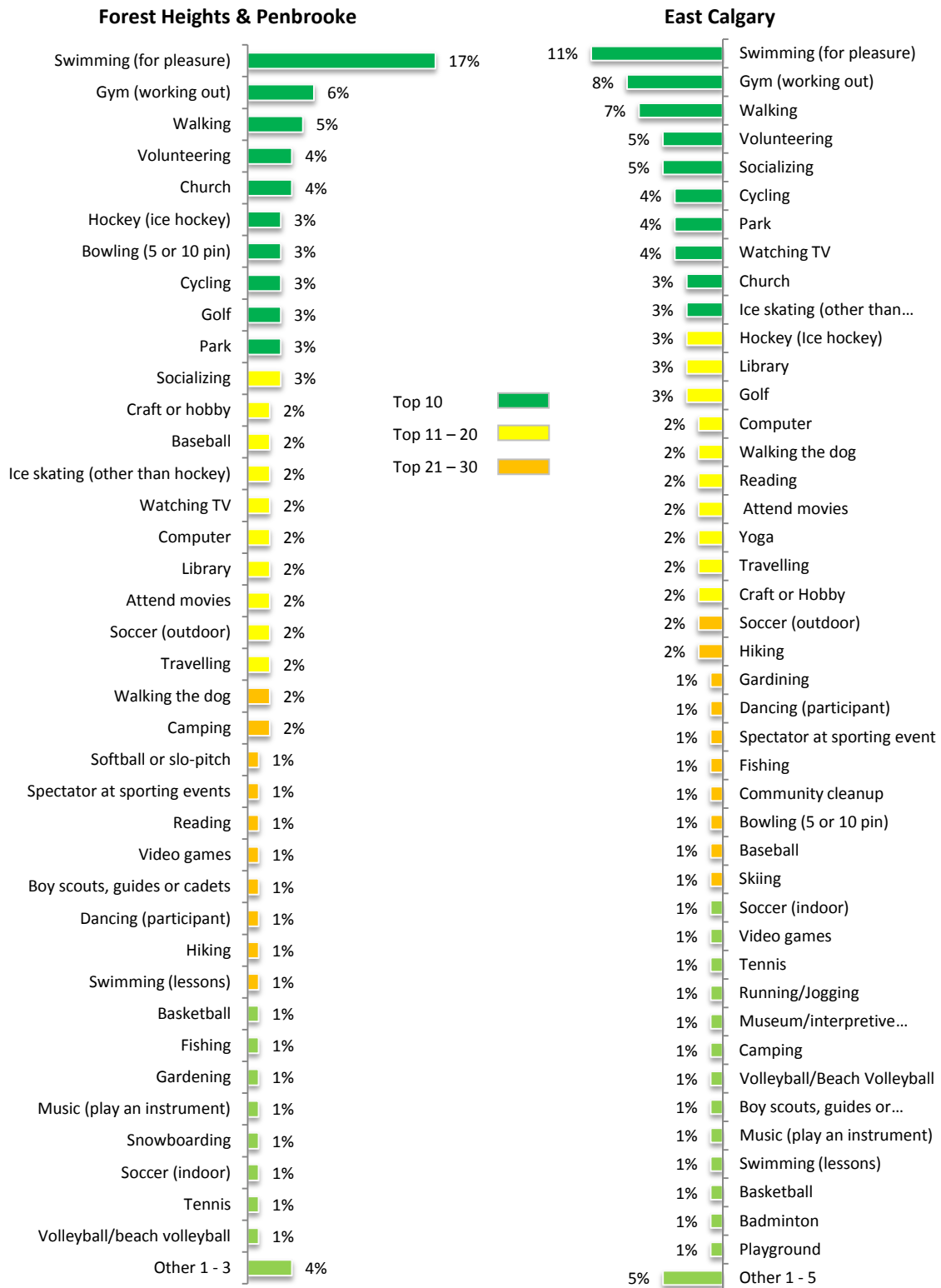
Figure 6: Top Recreation and Leisure Activities for Youth between 13 and 19 in Forest Heights & Penbrooke



Only responses 1% and above are shown.
No. of people in household n=76

Only responses 1% and above are shown.
No. of people in household n=782

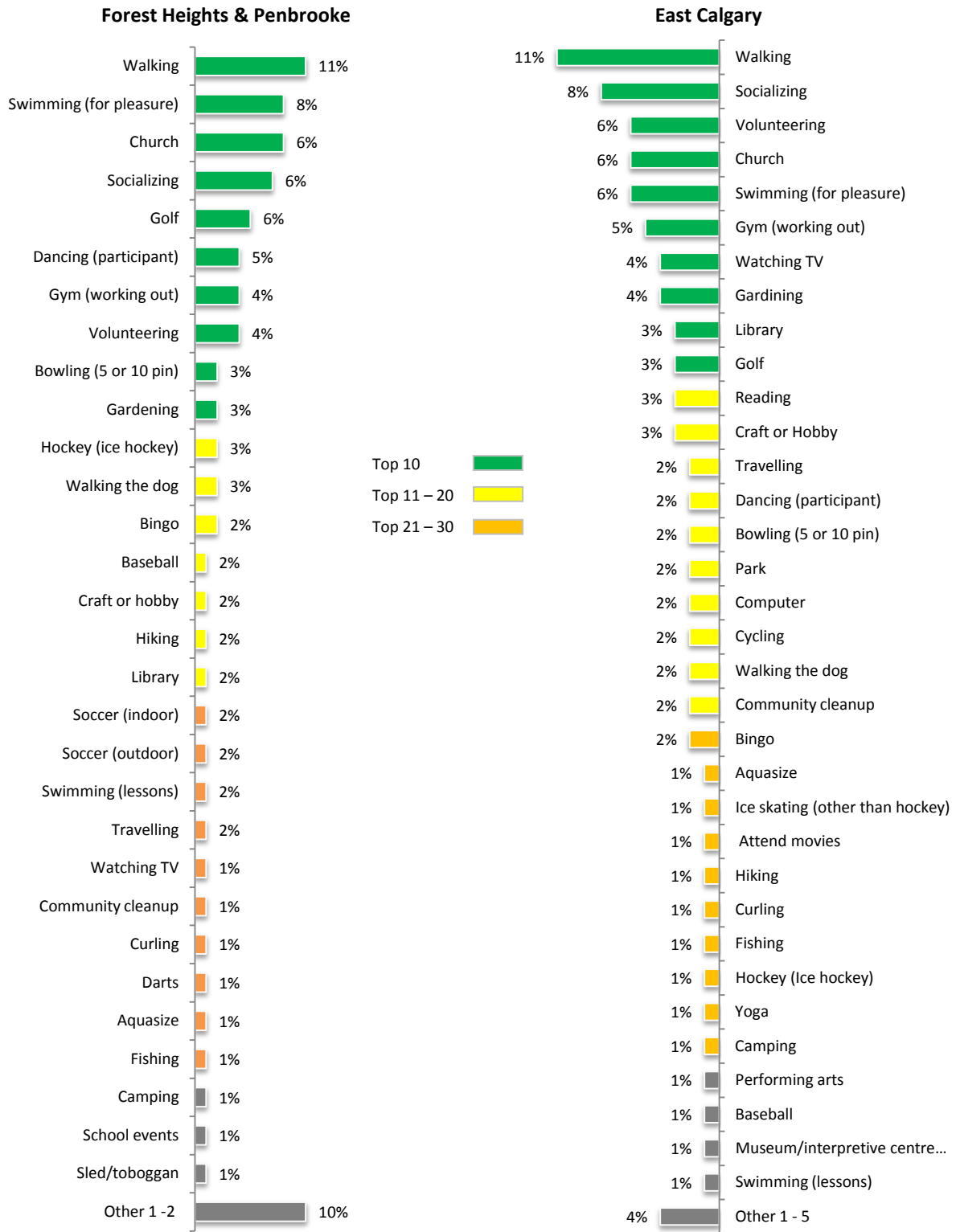
Figure 7: Top Recreation and Leisure Activities for Adults between 20 and 64 in Forest Heights & Penbrooke



Only responses 1% and above are shown.
No. of people in household n=519

Only responses 1% and above are shown.
No. of people in household n=5,133

Figure 8: Top Recreation and Leisure Activities for Adults 65 or over in Forest Heights & Penbrooke



Only responses 1% and above are shown.
No. of people in household n=143

Only responses 1% and above are shown.
No. of people in household n=1,064

2.2.3 Potential Recreation and Leisure Activities

Survey respondents were asked which community, social, recreation and/or leisure activities they would like start doing or be involved in.

Table 4: Activities of Interest to Respondents in Forest Heights and Penbrooke

Activity Categories	Total % of Category Survey Respondents		Activities	% of Survey Respondents	
	Forest Heights & Penbrooke	East Calgary		Forest Heights & Penbrooke	East Calgary
Exercise oriented	30	46	Swimming (for pleasure)	8	14
			Swimming lessons	3	5
			Gym (working out)	4	6
			Walking	2	6
			Ice skating (other than hockey)	2	4
			Dancing (participant)	3	2
			Yoga	2	2
			Golf	<1	2
			Bowling (5 or 10 pin)	1	1
			Cycling	1	2
			Walking the dog	<1	2
			Martial arts	1	1
			Curling	<1	1
			Fitness/exercise - general	1	<1
Team sports	16	14	Soccer (outdoor)	5	4
			Hockey (ice hockey)	3	3
			Soccer (indoor)	4	3
			Baseball	1	1
			Football	1	2
			Racquet	2	<1
Passive/social	9	30	Church	<1	3
			Volunteering	1	5
			Socializing	1	5
			Park	1	3
			Computer	1	2
			Attend movies	<1	2
			Activities for seniors	1	1
			Cards	1	1
			Community cleanup/events	2	1
Creative/cultural	3	6	Craft or hobby	2	2
			Music – play an instrument	<1	2
Learning activities	3	6	Boy scouts, guides or cadets	<1	2
			Library	1	2
			Education/take classes	1	2
Other	6	6	Other	6	6

All respondents(n=308) (multiple mention)(only responses 1% and above are shown)

In large part, respondents in the study area and East Calgary want to be more involved in exercise oriented activities (49% and 46%). Swimming for pleasure is the activity most residents in Forest

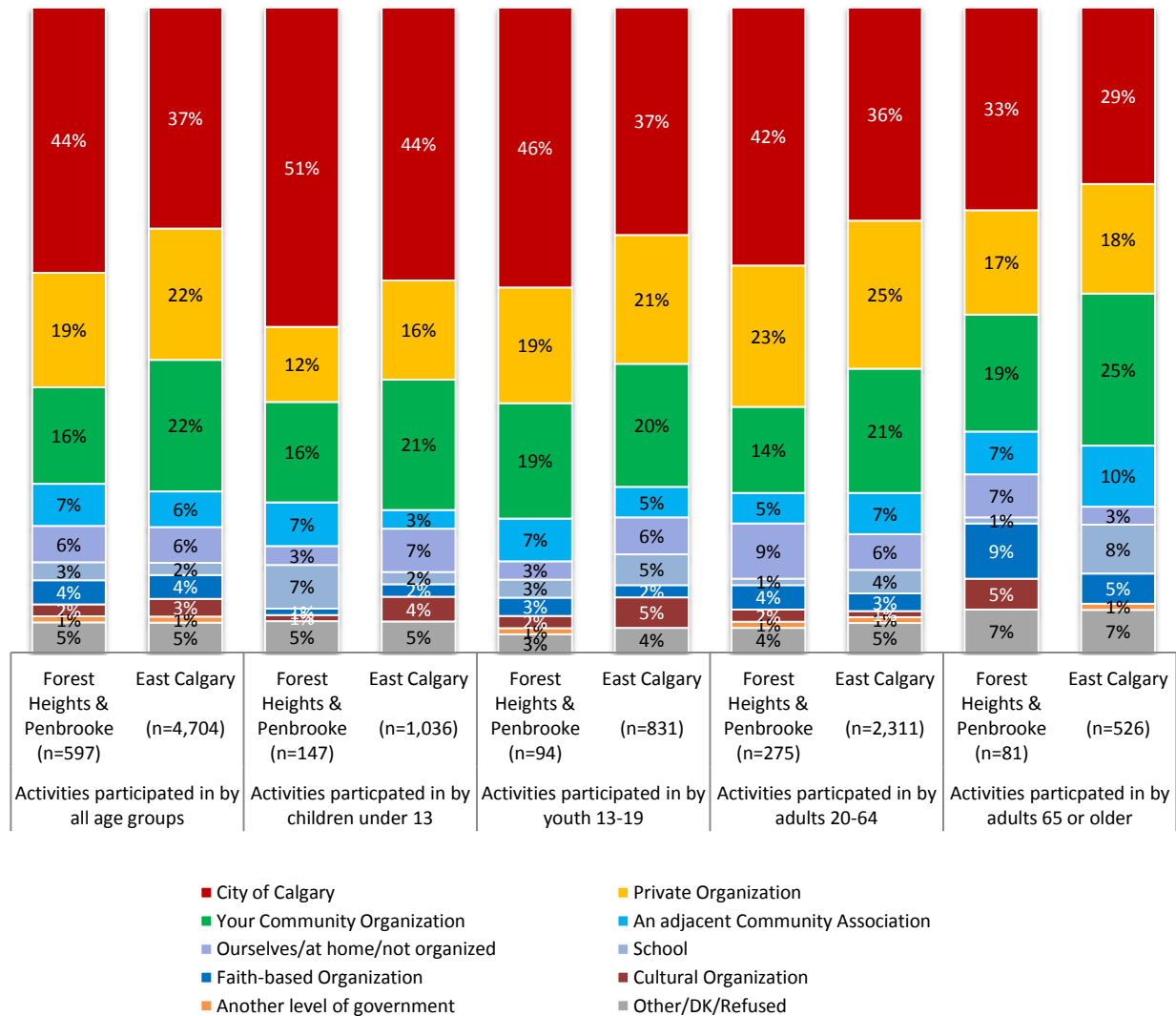
Heights and Penbrooke (8%) and East Calgary (14%) would like to start doing. There is little interest in passive/social activities in the study area (9%) compared to East Calgary (30%). With regards to team sports, residents in the study area and East Calgary are interested in playing outdoor and indoor soccer (5% and 4%, respectively). Similar to East Calgary respondents, about one-half could not provide a community, social or recreation activity that they wished to be doing more of (54% who indicated 'Nothing' (9%), 'Don't know' (45%).

2.2.4 Perceptions of Activities Provider

Respondents were further queried as to who was providing the recreation and leisure activities that they were participating in (see Figure 9).

The City of Calgary was identified as being the main provider of recreation and leisure activities in Forest Heights and Penbrooke (44%) and in East Calgary (37%) of all activities being provided by the organization. As can be seen in Figure 9, the influence of The City of Calgary declines with age in East Calgary and the study area (from 51% to 33% in Forest Heights and Penbrooke). The reason for this is possibly because people tend to participate in more passive activities as they age (as evidenced in Figure 8). Further evidence in passive activities is that the presence of 'Ourselves' and 'Faith-based Organization' tends to increase as respondents age in Forest Heights and Penbrooke. As providers of recreation and leisure activities, Private Organizations and Community Associations accounted for one-third (35%) of all responses in the study area and close to one-half (44%) in East Calgary. However, in total, the Community Association only accounts for one-in-seven (16%) of all activities.

Figure 9: Perceived Provider of Recreation and Leisure Activities

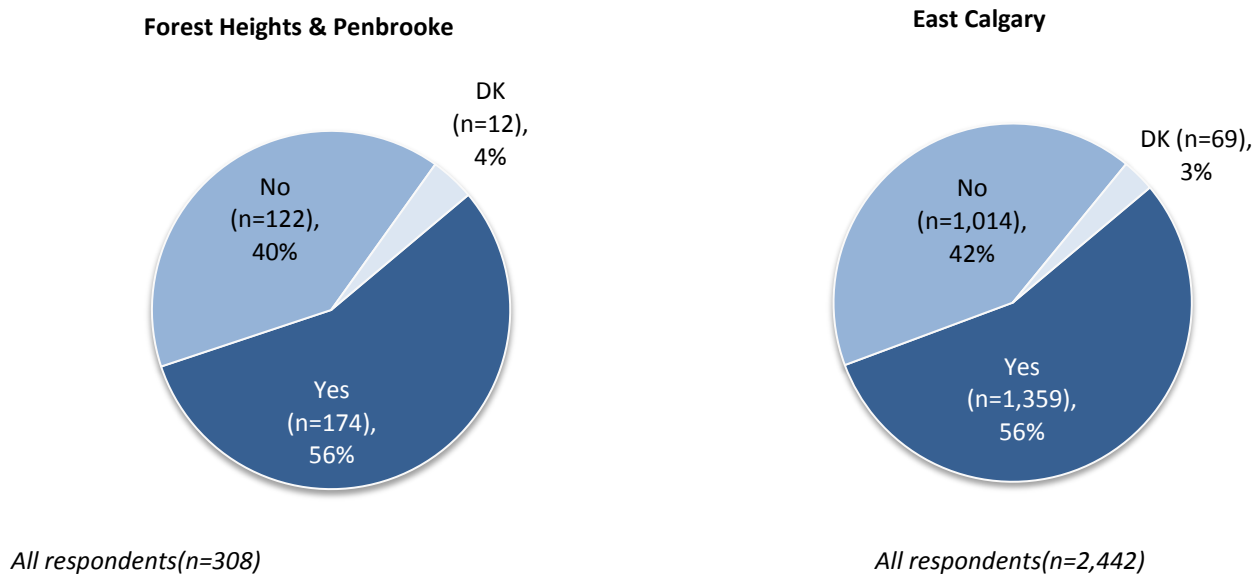


During the survey, respondents were asked if they consider spending time on the Internet as a leisure activity. As can be seen in Figure 10 more than half consider spending time online as a leisure activity in Forest Heights and Penbrooke and East Calgary (56% each). This is perhaps not surprising given the massive growth of the Internet in the last 10-15 years. The Internet allows individuals to connect to others around the world and allowing them to play games and watch various types of media.

In Forest Heights and Penbrooke, spending time on the Internet as a leisure activity is significantly higher for couples with children and respondents who know where the Community Association is located. Interestingly, those who have lived in their community for more than 20 years are just as likely to consider spending time on the Internet as a leisure activity as new residents. This is surprising, because many residents who have lived in their community for more than 20 years tend to be older/seniors and normally display a slower adoption of the Internet, which here is not the case. Also, the more people live in a household, the more likely they consider spending time on the Internet to be a leisure activity.

There is also no significant difference in results when it comes to considering time spent on the Internet to be a leisure activity between respondents who consider themselves to be a visible minority and those who do not.

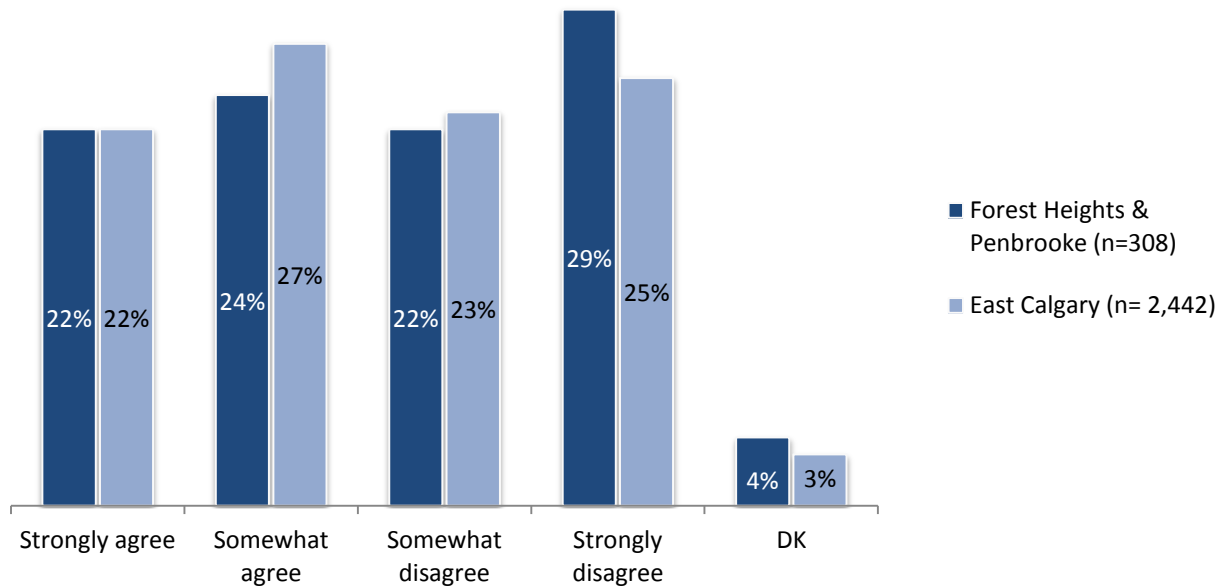
Figure 10: Spending time on the Internet as a leisure activity in Forest Heights & Penbrooke



2.2.5 Volunteer Activities

To find out more about volunteerism in Forest Heights and Penbrooke, residents were to indicate their level of agreement with the statement ‘You help out in your neighbourhood by volunteering’. Less than half agreed to be volunteering in the neighbourhood (46% - 22% ‘Strongly agree’ and 24% ‘Somewhat agree’). This is similar to the level of volunteering in East Calgary (49%).

Figure 11: Volunteerism in Forest Heights & Penbrooke



2.3 The Community as a Place to Live

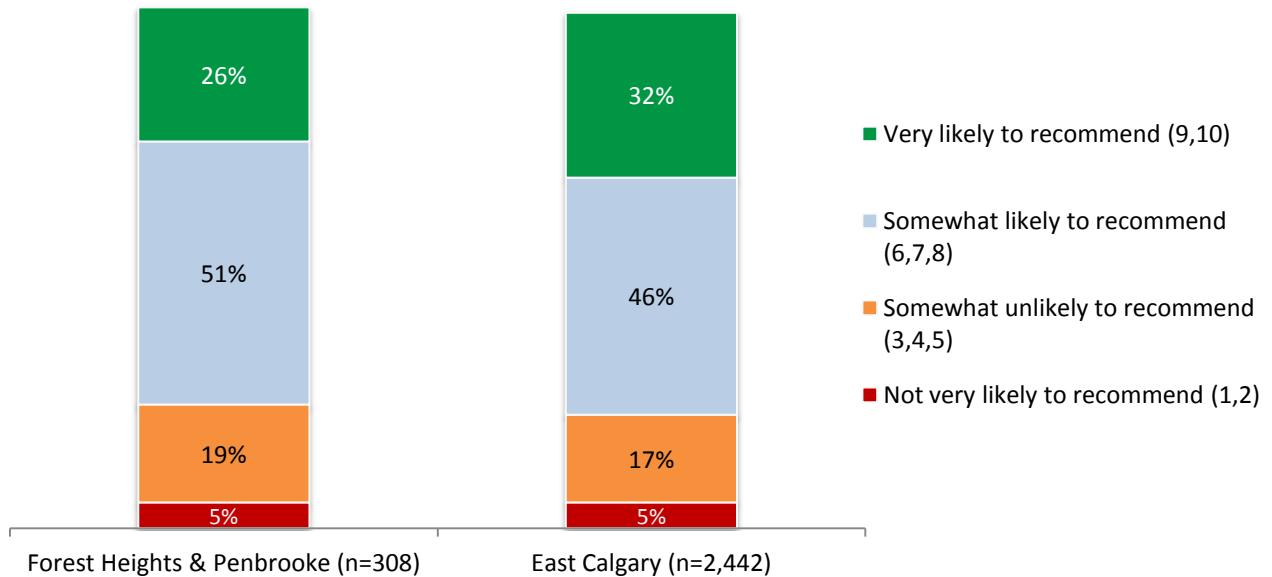
Respondents were then asked to provide their opinion about the specific community that they lived in. To begin, residents were asked to provide an overall likelihood to recommend their community as a place to live. Additionally, respondents were asked to provide ratings on specific attributes about their community.

2.3.1 Community Perceptions

One-quarter (26%) provided a high (9,10) rating for their community as a place to live, which is significantly fewer residents when compared to East Calgary (32%).

Similarly to East Calgary, there appears to be a trend that the longer residents have lived in their community, the higher the likelihood for them to recommend it as a place to live. Survey participants who have lived in their community for less than 5 years are less likely to provide a 10 rating (11% compared to 27% for those that have been there for 20 or more years). There are no significant differences between the ratings of visible and non-visible minorities. However, female residents in Forest Heights and Penbrooke are significantly more likely to recommend their community as a place to live (23% provided a rating of 10) than male respondents (12%).

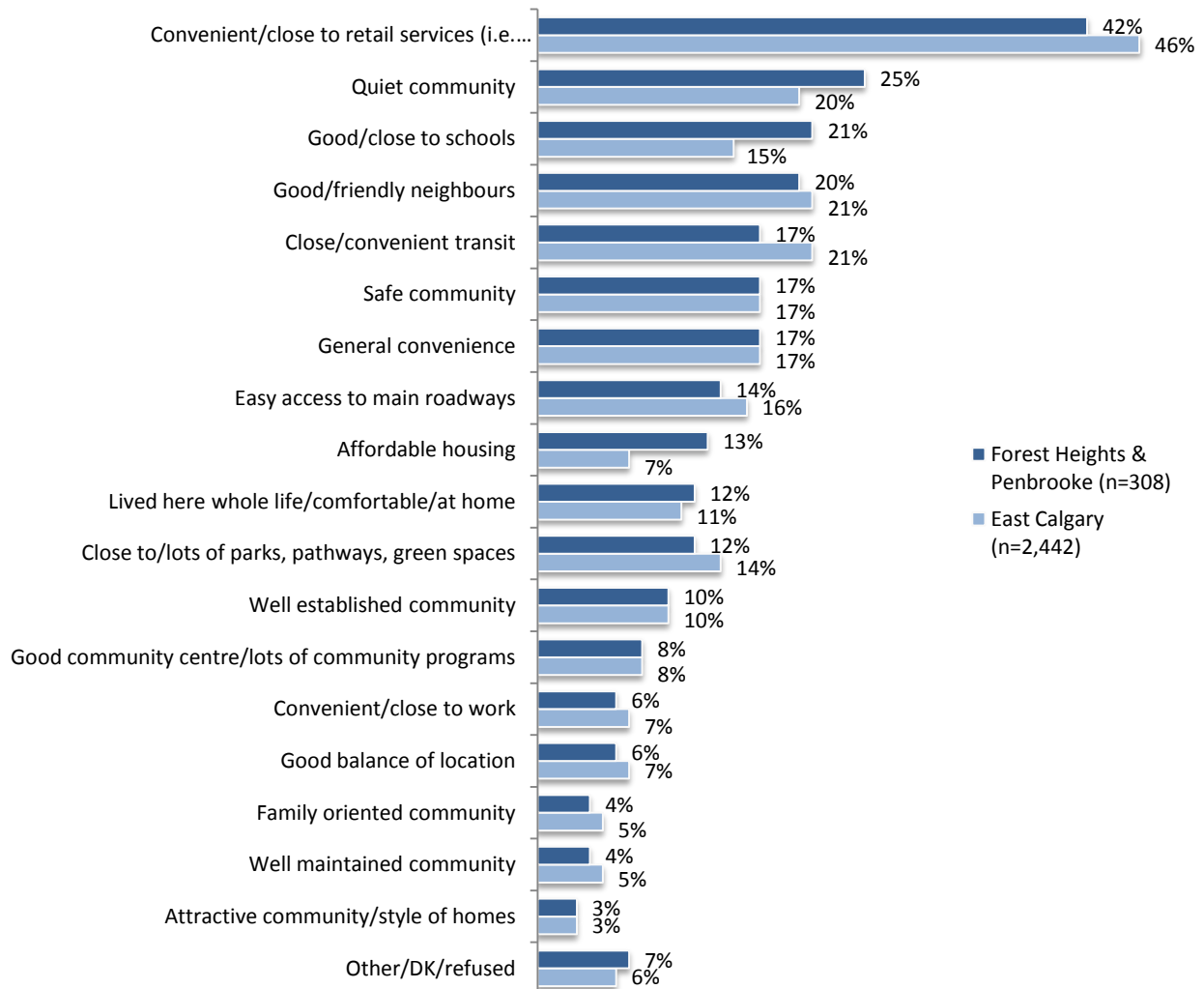
Figure 12: Likelihood of recommending <Forest Heights & Penbrooke> as a place to live



Respondents were then asked why their community is a good place to live (Figure 13). While respondents provided a wide range of responses, convenience and closeness are by far the main reasons in Forest Heights and East Calgary why people indicate that their community is a good place to live. Two-in-five (42%) stated that their community is a good place to live because it was convenient and close to retail services (e.g. banks, clinics, shopping). In addition, one-quarter (25%) stated that their community was quiet. Beyond this, residents in the survey area mentioned that their community is good/close to schools (21%) and that they have good/friendly neighbours (20%).

Those living alone and with extended family (53% each) are more likely to state that their community is a good place to live because it is convenient/close to retail services. Respondents who gave their community a high rating (5-10) when recommending it are significantly more likely to mention that it's convenient and close to retail services. Couples with children seem to value a quiet community, as are those new to their community (lived there less than 5 years) and those who have lived there between 11 and 30 years.

Figure 13: Reasons why <Forest Heights & Penbrooke> is a good community in which to live



Only responses 3% and above are shown.

Respondents were asked to provide their level of agreement with specific statements about their community (Figures 14 and 15). In general, over three-quarters of respondents strongly and somewhat agreed with almost all of the perception attributes of their community. In particular, about half strongly agreed that:

- Members of your household enjoy living in the community (57% compared to 58% in East Calgary).

- Neighbours in Forest Heights and Penbrooke are friendly (48% compared to 50% in East Calgary).
- You know your neighbours well enough to ask for favours, such as borrowing a cup of sugar or tools (65% compared to 61% in East Calgary).

About two-third of respondents (65%) strongly agree that they know their neighbours well enough to ask for favours, however, only one-quarter (25%) strongly agree that there is a sense of community in Forest Heights and Penbrooke. Residents appear to only know their immediate neighbours. This goes to show that the concept of community extends beyond just neighbours.

Also, only one-in-five (22%) residents in Forest Heights and Penbrooke strongly agree that they help out in their neighbourhood by volunteering. In addition, there seems to be a high level of ignorance regarding programs and services in the survey area. One-quarter (24%) seems to not know if community services and programs available to the regions' residents are affordable. About one-in-five strongly and somewhat disagrees with the statement that there are enough community facilities programs, and services located in the survey area to meet the needs of members of their household (21%), and that there are sufficient recreation and leisure programs and activities available to Forest Heights and Penbrooke residents (20%). When considering the aesthetics of the community, only a quarter (24%) agrees that their community is attractive.

Finally, residents also appear not to be generally interested in what is happening in Forest Heights and Penbrooke (31% 'Strongly agree'), which represents a significantly lower figure when compared to East Calgary (36%).

Figure 14: Forest Heights & Penbrooke Community Perceptions (1)

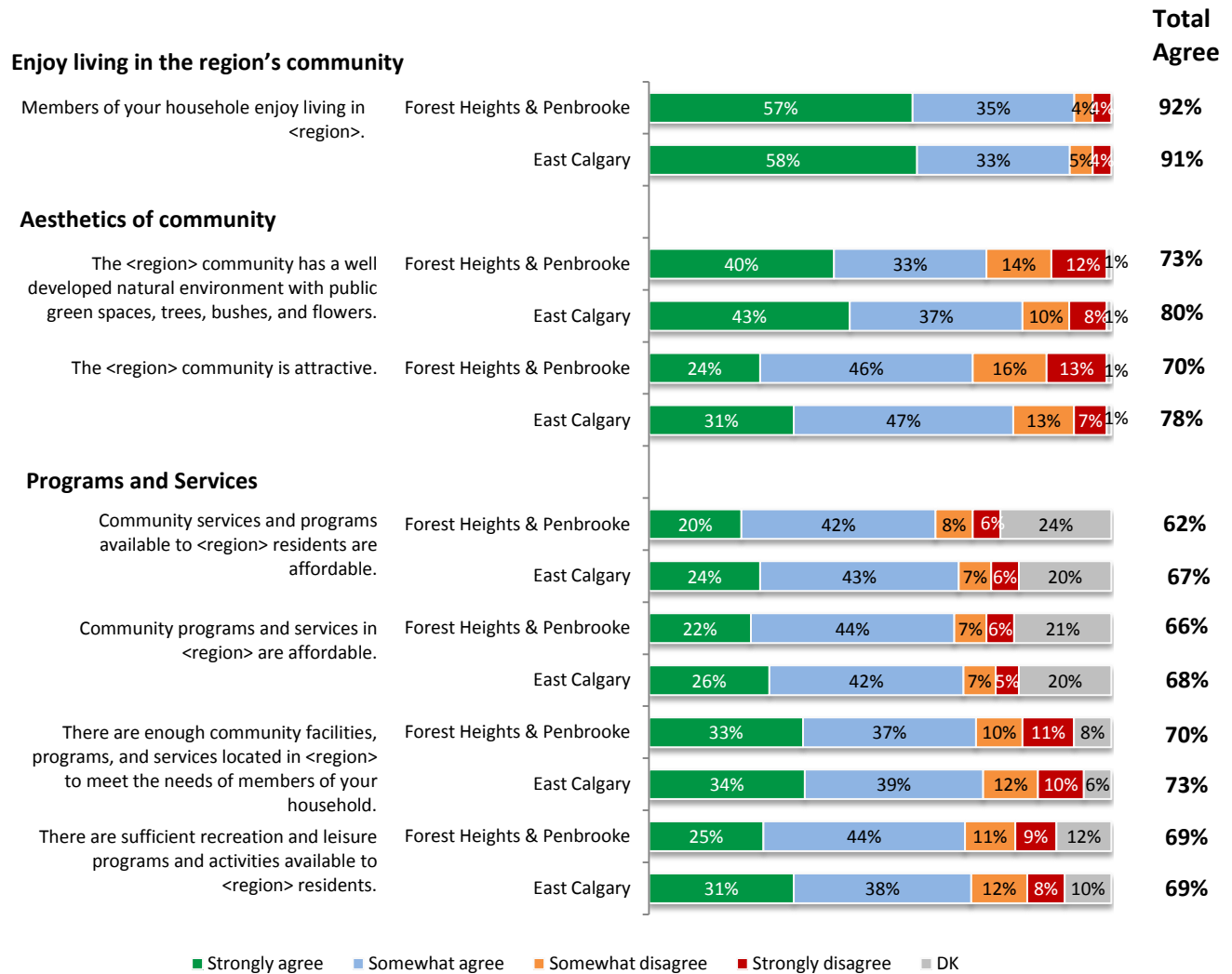
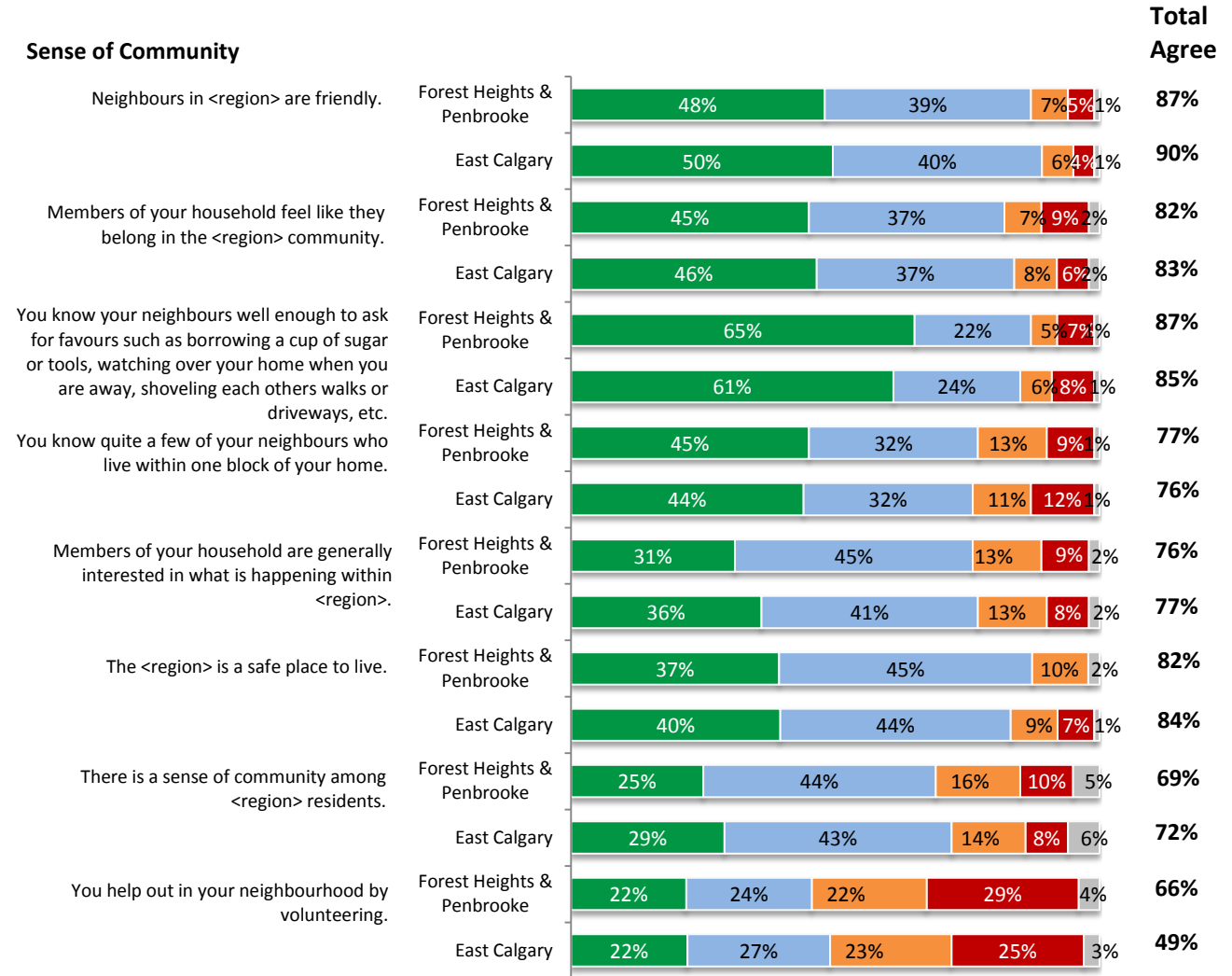


Figure 15: Forest Heights & Penbrooke Community Perceptions (2)



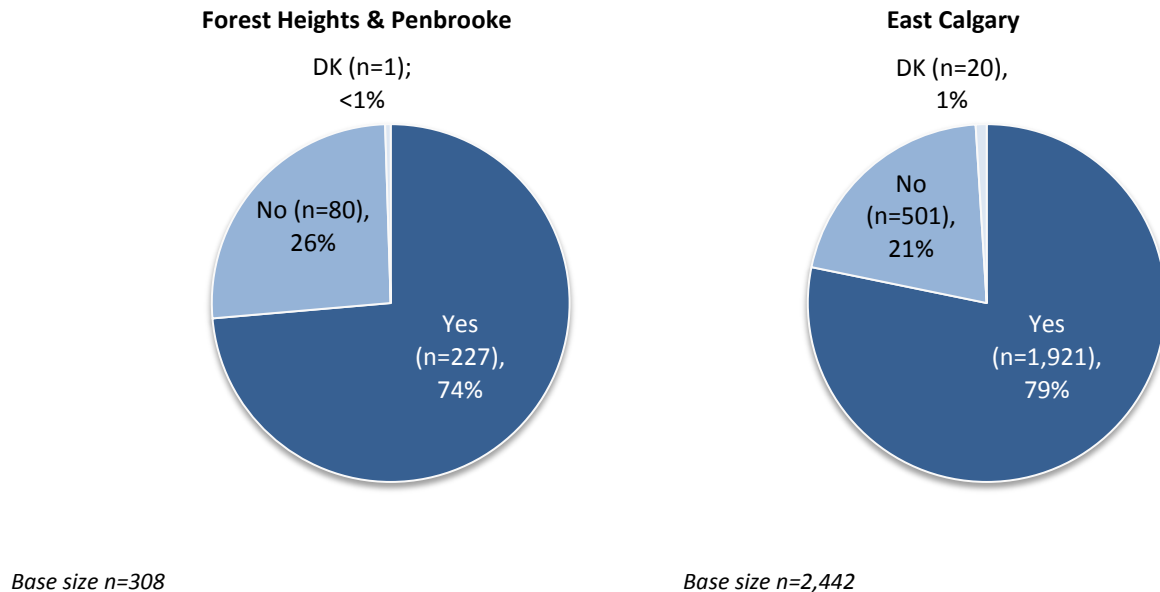
Base sizes: Forest Heights & Penbrooke n=308; East Calgary n=2,442

When comparing community perceptions of Forest Heights and Penbrooke, East Calgary, and Calgary, residents in Forest Heights and Penbrooke generally have a lower level of strongly agreeing with specific statements. In particular, only one-quarter strongly agrees that members of their household enjoy living in the survey area (25%) and that Forest Heights and Penbrooke are safe areas to live in (24%).

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

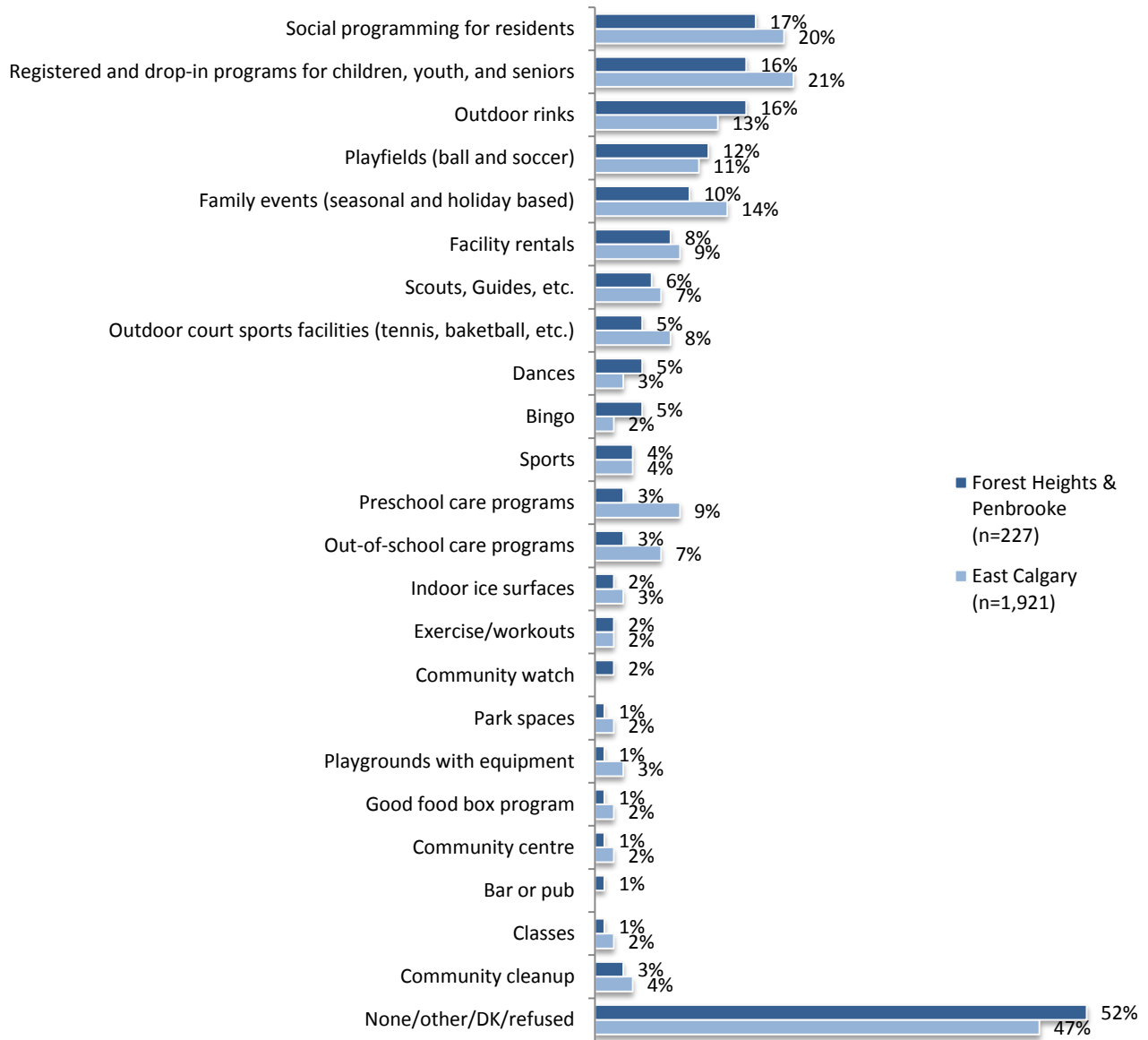
Respondents were then asked if they were aware of the local Community Association. As can be seen in Figure 17, three-quarters (74%) indicated that they were aware of the Community Association, which is similar to findings in East Calgary (79%). The longer residents have lived in their communities, the higher their level of awareness of the Community Association appears to be (48% for new residents to 93% for those who have lived there 20 or more years). Two-person households (79%) and home owners (76%) are significantly more likely to be aware of the Community Association locations.

Figure 17: Awareness of the Forest Heights & Penbrooke Community Associations



Those aware of the Community Association, were asked to recall the amenities, programs and services offered by the Association. The most frequently recalled programs were social programming (17%), registered drop-in programs for children, youth, and seniors (16%), and outdoor rinks (16%). Registered drop-in programs for children, youth, and seniors was top of the list when asking East Calgarians (21%). Single parents and those not considering themselves a visible minority are significantly more likely to recall social programming (36% and 20%). However, almost one-half (52%) provided a 'None/can't name any' or 'Don't know/refused' response for the amenities, programs and services offered by their Community Association.

Figure 18: Recall of Amenities, Programs, and Services offered by your Community Association

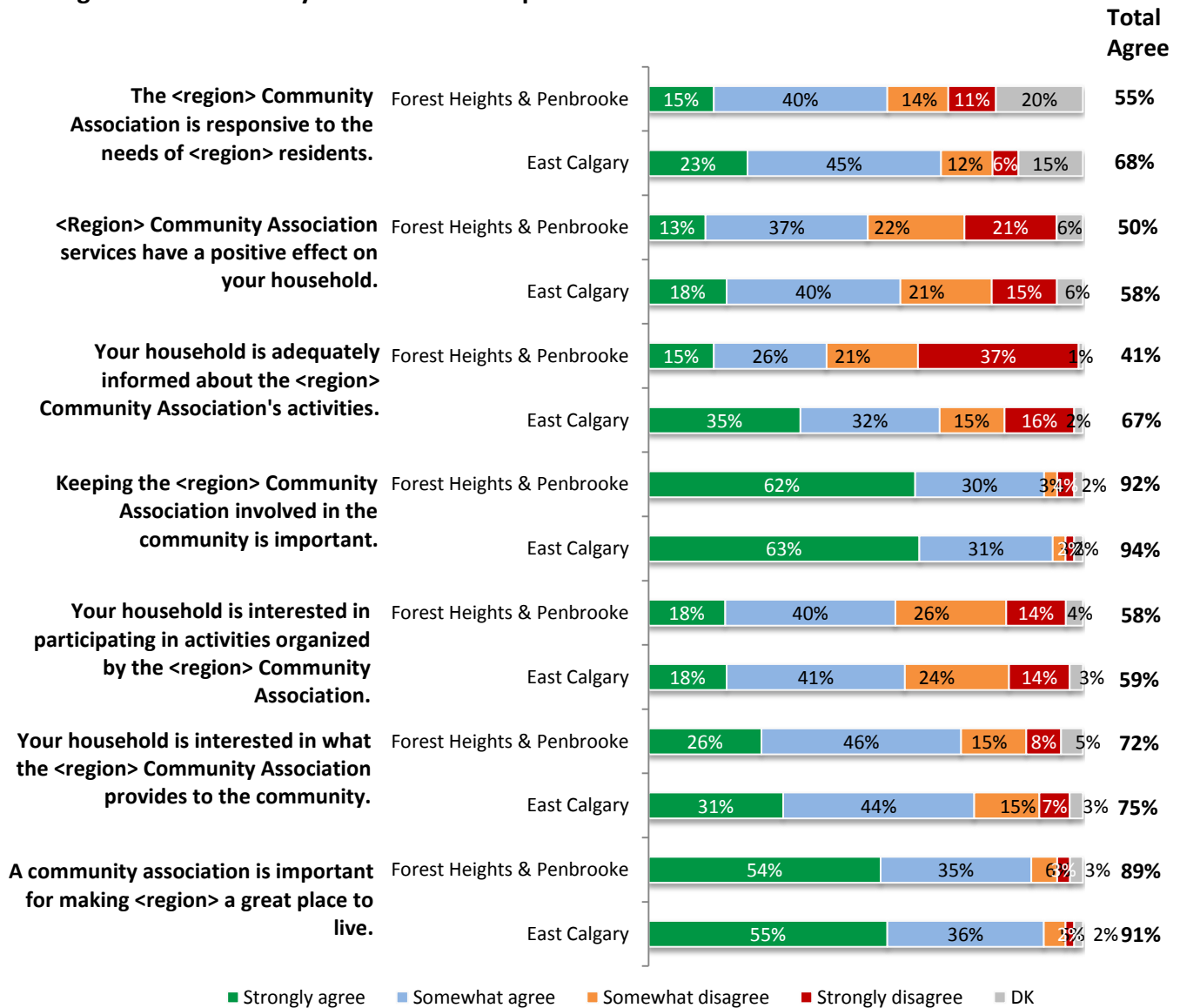


Only responses 1% and above are shown.

Respondents were then asked about their perceptions of the Community Association (Figure 19). Overall, respondents in Forest Heights and Penbrooke agreed with all of the statements about the Community Association at a lower level to East Calgary survey respondents. Respondents in the survey area agreed (strongly and somewhat) most with the attributes of ‘Keeping the Community Association involved in the community is important’ (92% - 94% in East Calgary) and ‘A Community

Association is important for making the community a great place to live' (89% - 91% in East Calgary). Respondents in Forest Heights and Penbrooke were most likely to disagree that their household is adequately informed about the Community Association's activities (58%). Interestingly, 40% disagree that their household is interested in what the Community Association provides to the community.

Figure 19: Community Association Perceptions



Base sizes: Forest Heights & Penbrooke n=227; East Calgary n=1,921

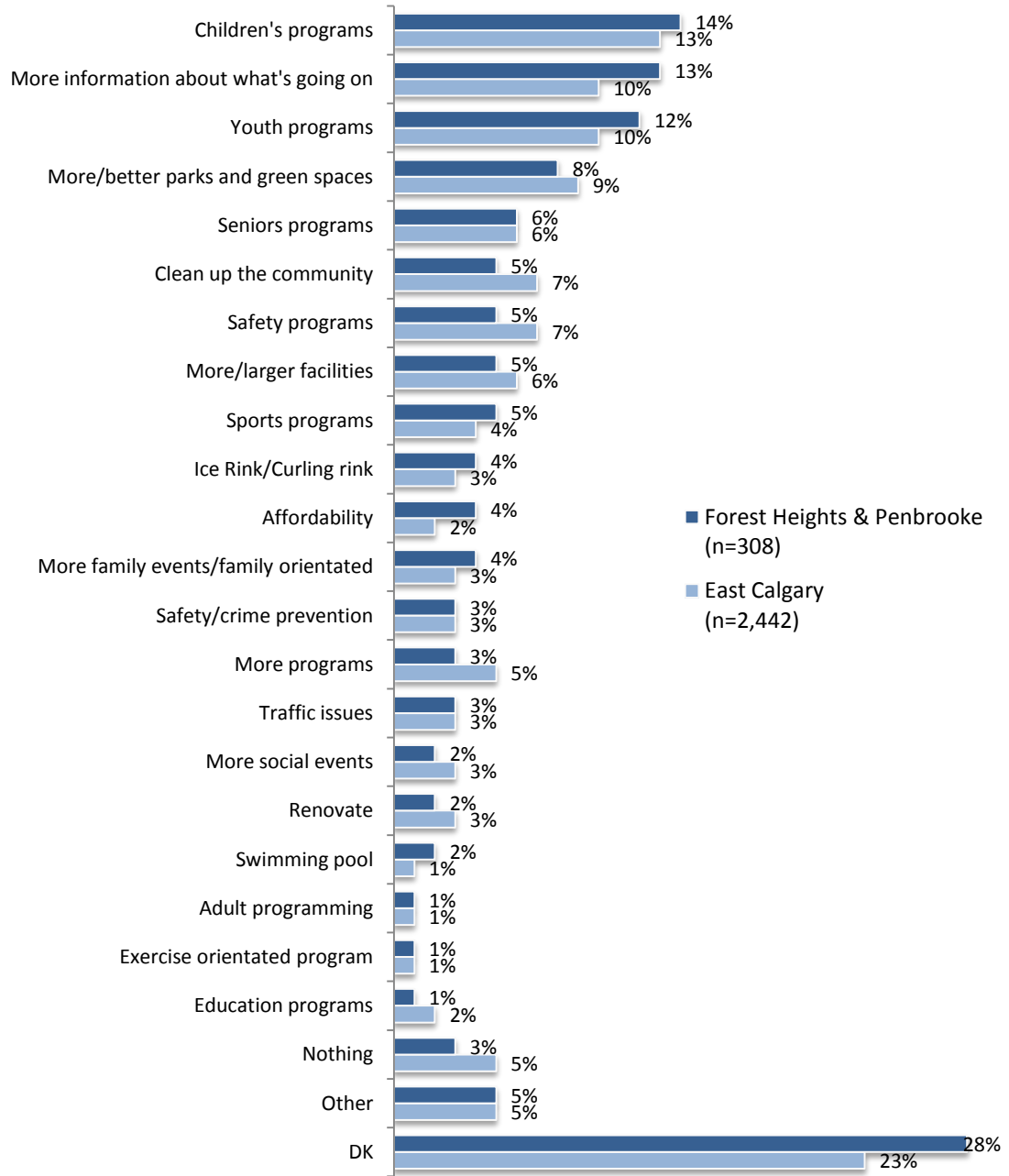
2.3.3 Community Priorities

Respondents were asked about what they believed should be the top two priorities of the Community Association. Almost one-quarter mentioned that the Community should focus on Children's programs (14%) and Youth programs (12%). Additionally, one in ten (13%) stated that the Community should focus on providing more information about what is going on, and an additional one in ten (8%) indicated that the Community should focus on more/better parks and/or green spaces. Larger households (2 or more people) indicated that were slightly more likely to indicate that children's programs should be a priority as did those that had lived in the community for more than 10 years. In addition, those that had lived in the community for at least 10 years indicated that 'youth programs' should be one of the top two priorities for the Community Association. In contrast, 'seniors programs' were significantly less likely to be mentioned by respondents with 4 or more household members.

Safety and Crime Prevention were also mentioned as top priorities for the Community. Safety programs (5%), Safety/Crime prevention (4%) and Clean up the Community (5%) were mentioned by a small group of respondents. Safety programs were significantly more likely to be mentioned by respondents with at least 3 household members. Those that mentioned that a focus for the Community Association should be to 'clean up the community' were significantly more likely to have lived in their community for less than 5 years.

Almost one-third (31% none, don't know) could not identify any priorities for the Community Association to focus on. Those that could not identify any priorities for the Community Association to focus on were significantly more likely to have 2 or less people living in their household.

Figure 20: Top Two Priorities in term of Services, Programs, Parks, and Facilities



2.4 Communications

Respondents were asked to rate the effectiveness of various communications mediums for sharing community information. Respondents indicate that the traditional method of communicating via Community Newsletters are the most effective way of reaching residents of a community with one-in-five (17%) providing a 9-10 rating for the mediums effectiveness. An additional one-in-five (20%) provided a 6,7,8 rating. Respondents who were most likely to provide high rating for the Community Newsletter were significantly more likely to be home owners (mean score of 6.5 compared to 5.6 for renters) and were significantly more likely to have lived in their community for five years or more. Lastly, non-visible minorities were significantly more likely to provide higher ratings for the Community Newsletter. Brochures and flyers as a communications medium were rated a 9-10 by one-in-seven (15%) respondents for its effectiveness. Single person households were significantly less likely to provide high ratings for the effectiveness of brochures and flyers. However, those who had lived in their community for less than 10 years and were visible minorities were significantly more likely to provide higher ratings for the effectiveness of brochures and flyers.

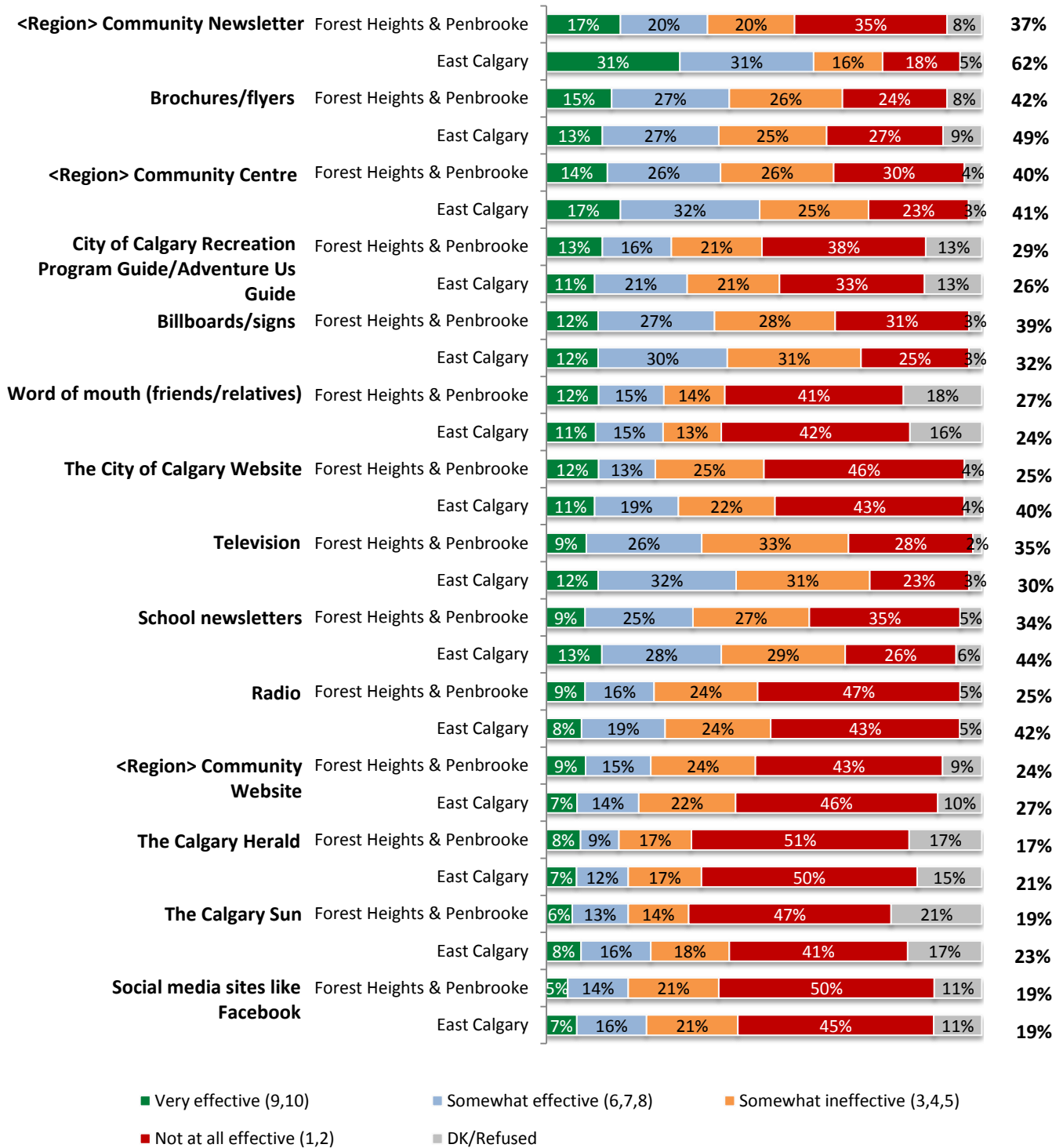
In general, one-half of respondents provide a 5 or lower score for the effectiveness of all mediums in communicating Community Association information. This perhaps speaks to some of the apathy previously noted.

Social media, although cheap and easy to use, does not currently appear to be an effective method for communicating with the majority of the population. Almost all (93%) provided an 8 or less rating for social media as an effective communications tool. While the scores for social media are low, it does have a few pockets of support. Respondents with more than 4 people in the household, renters, lived in the community for less than 10 years and visible minorities are all significantly more likely to provide higher ratings for the effectiveness of social media.

As such, Associations should place limited effort into these forms of communicating with residents. It should not be used as a standalone tool for communicating with residents, rather, it should be an additional tool in the “tool-box” for disseminating information to residents.

Figure 21: Effectiveness in creating Awareness of Programs and Services

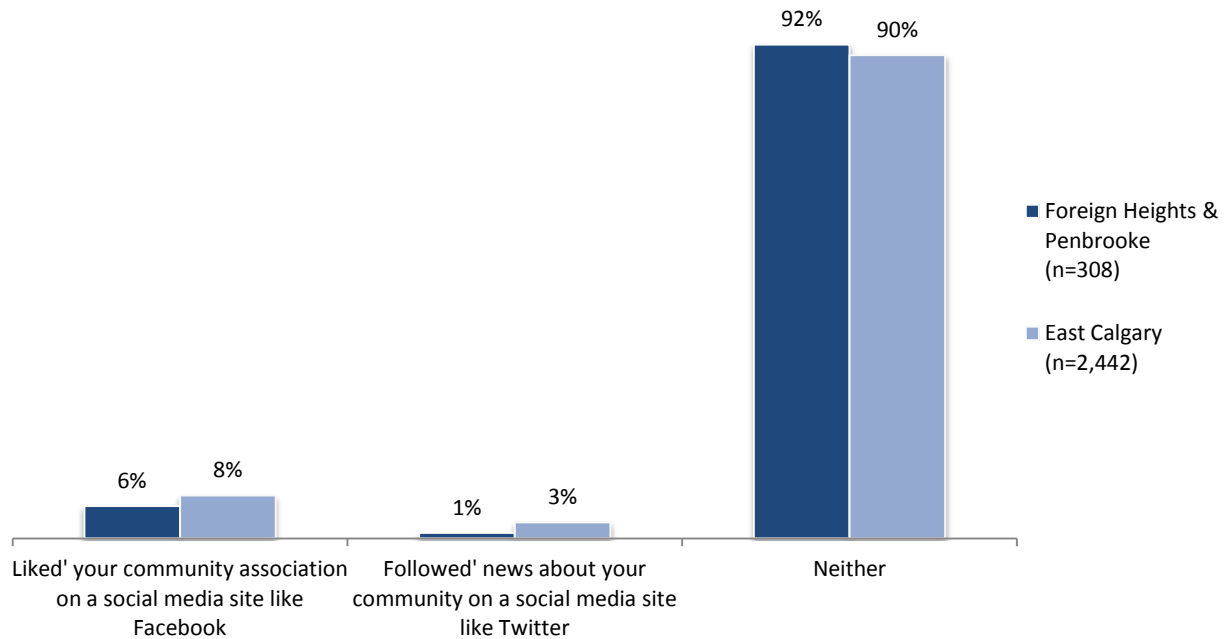
Total Effective



Base sizes: Forest Heights & Penbrooke n=308; East Calgary n=2,442

As can be seen in Figure 22, very few respondents in the study area and East Calgary have liked their Community Association (6%) on a social media site like Facebook or followed their community on a Social Media platform like Twitter (1%).

Figure 22: Social Media Use in Forest Heights & Penbrooke



Responses exclude 'DK'

Overall, it would appear that multiple methods are required for an effective communications campaign with residents of Forest Heights and Penbrooke.

2.5 The Community Centre

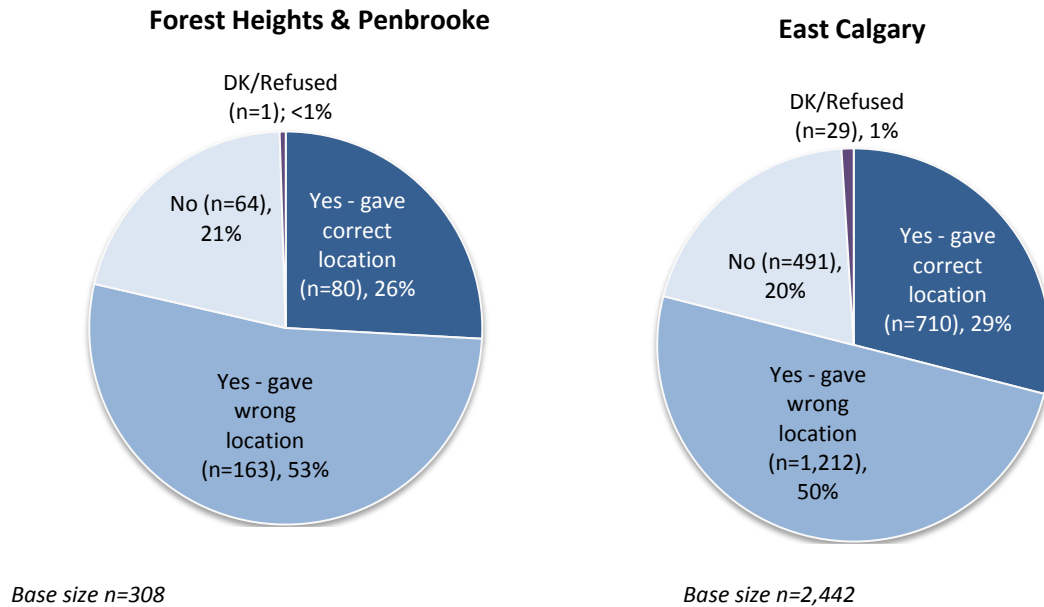
Respondents were then asked specifically about the Community Centre. To begin, they were asked if they knew where the Community Centre was located in their community.

2.5.1 Community Centre Utilization

Overall, one-quarter (26%) identified the correct location of the Community Centre in Forest Heights and Penbrooke, which is similar to findings in East Calgary where three-in-ten (29%) correctly identified the location. Also, over half (53%) in the survey area gave the wrong address/location for

the Community Centre, which again is similar to East Calgary (50%). Finally, two-in-five residents in Forest Heights and Penbrooke (21%), and East Calgarians (20%) stated that they did not know about the Community Centre in their community.

Figure 23: Awareness of Community Centre Location

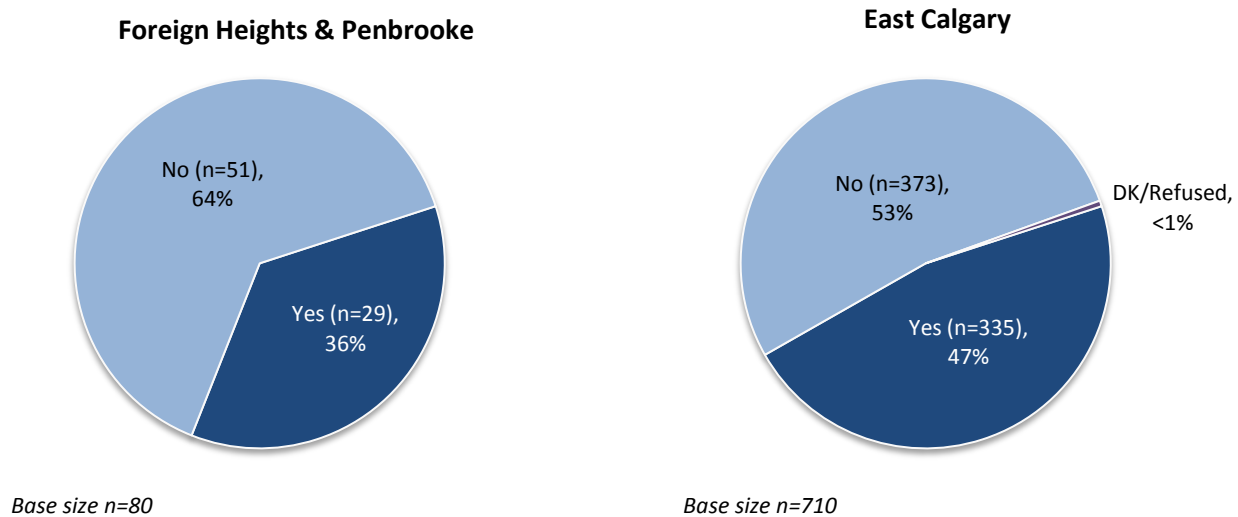


Surprisingly, couples without children (32%) were significantly more likely to know the correct location of the Community Centre. In addition, those who have lived in their community for more than 11 years are also significantly more likely to pick the correct location (~35% vs. ~7%). Those who have lived in their community for less than 10 years, renters, couples with children, and residents considering themselves a visible minority on the other hand were significantly less likely to know the location of the Community Centre. Perhaps not surprisingly, awareness of the Community Centre location increases with the time spent living in the community, which is also observed in East Calgary.

Figure 24 shows if residents who are aware of the Community Centre location have used or visited the Community Centre in the past 12 months. Among those aware of the location of the Community

Centre, more than one-third (36%) indicated that they had visited the Centre in the last 12 months, which is significantly lower than in East Calgary (47%).

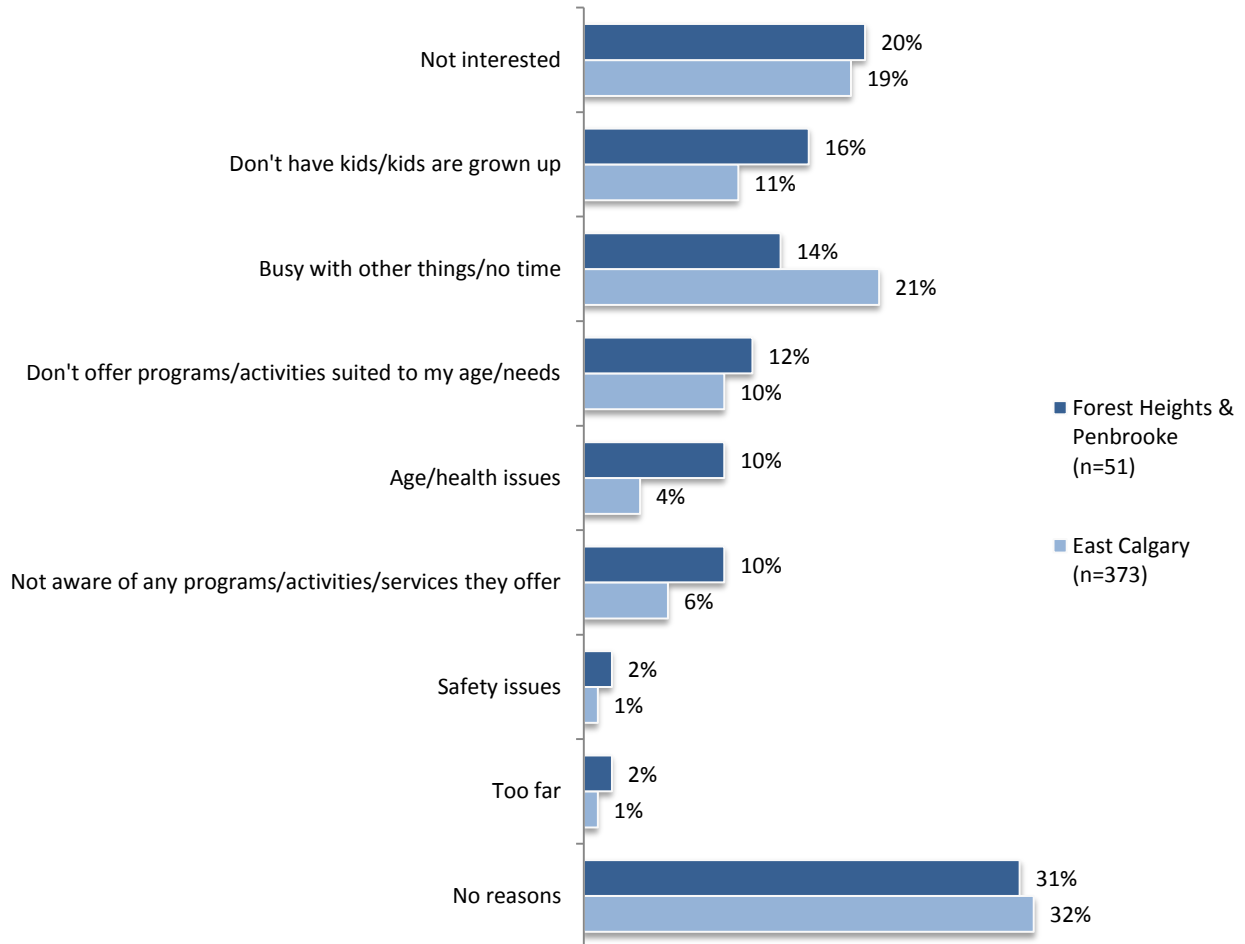
Figure 24: Used or Visited Community Centre in the past 12 Months



The main reasons respondents in Forest Heights and Penbrooke noted for not visiting the Community Centre in the last 12 months (Figure 25) were that they were 'Not interested' (20%), and that they 'Don't have kids/kids are grown up' (16%). East Calgarians indicated they were mainly 'Busy with other things/no time' (14%), and that they were 'Not interested' (12%).

About one-third (31%) could not provide a reason for not visiting the Community Centre in the last 12 months, which is close to the one-third (32%) East Calgarians, who also did not give a reason.

Figure 25: Reasons for not using or visiting Community Centre within the last 12 Months



2.5.2 Community Centre Perceptions

Respondents in Forest Heights and Penbrooke who were aware of the location of the Community Centre were asked what they liked about the Community Centre. One-third (31%) indicated that they liked the layout (size, space), while about one-in-six (17%) mentioned the variety of activities, programs, and services. An additional one-in-eight (14%) liked it because it is a nice, clean and well maintained facility and because of the location (close to home) (10%). East Calgarians' top rated like about the Community Centre was its location (close to home) with one-quarter of respondents (24%).

Figure 26: Positive Perceptions of Community Centres

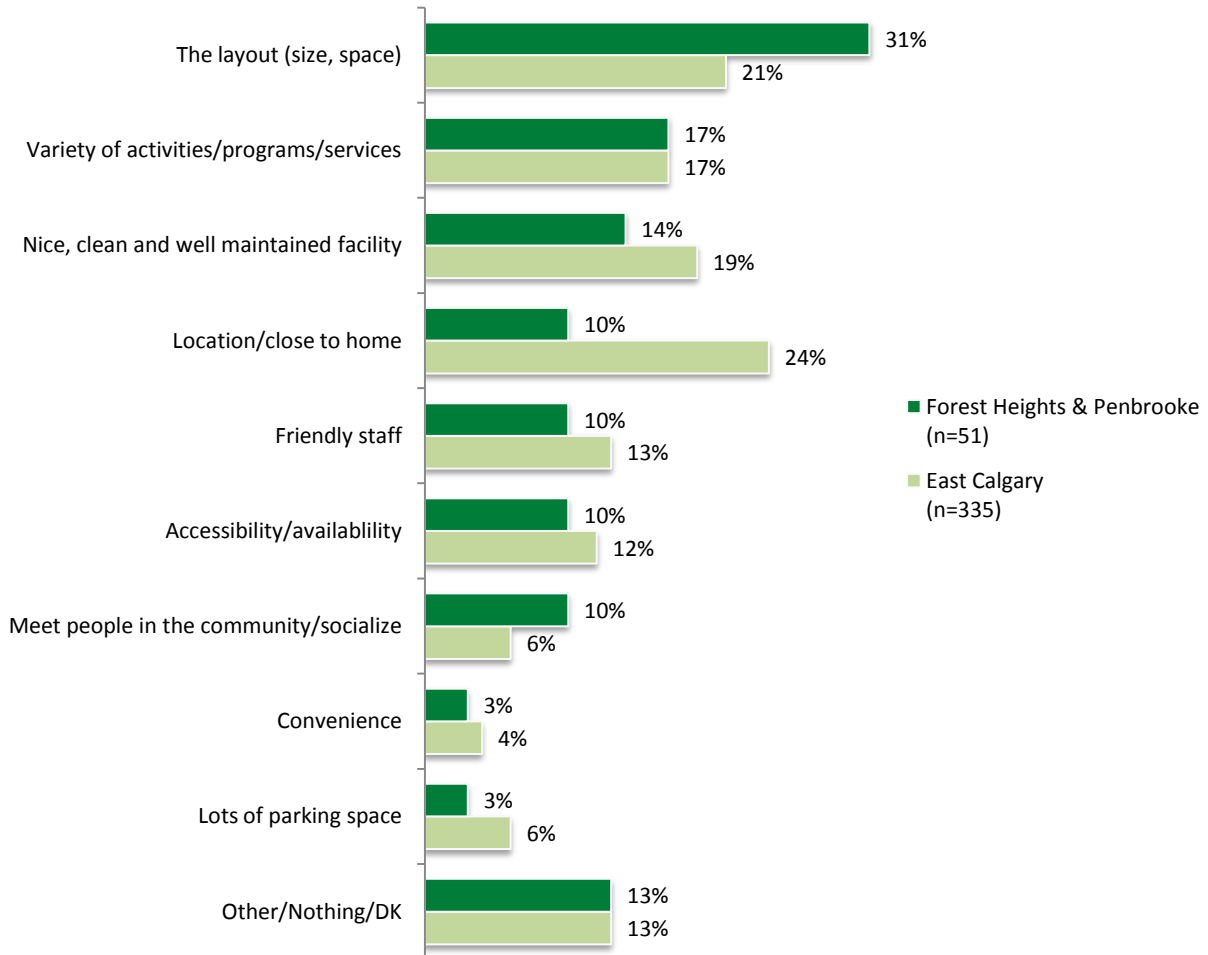
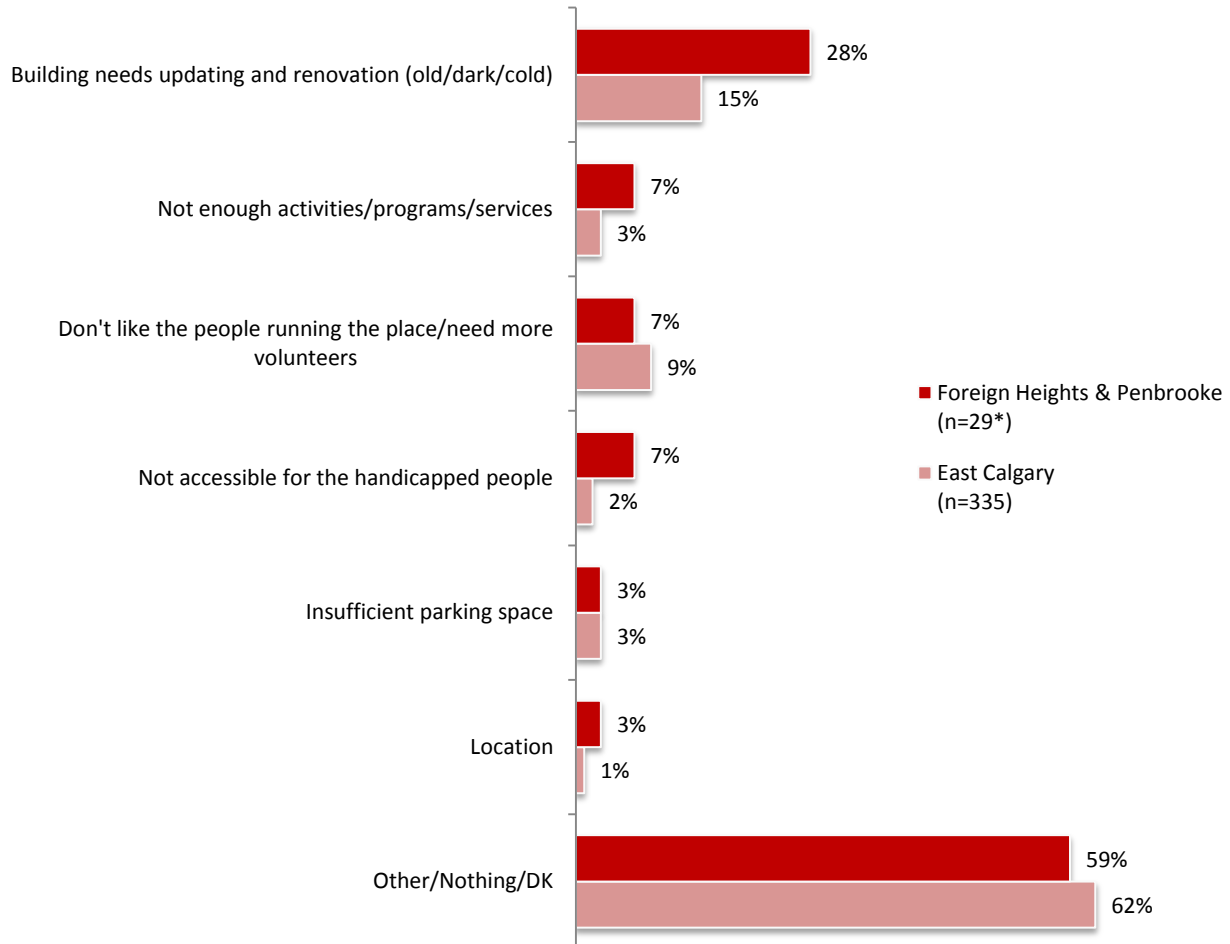


Figure 27 shows what negative perceptions survey respondents have of the Community Centre. When asked what they didn't like about the Community Centre, three-in-five (59%) respondents in Forest Heights and Penbrooke do not have any negative perceptions, which is comparable to what East Calgarians perceive (62% did not have any dislikes). The biggest issue mentioned by respondents in the survey area and East Calgary is that there are that the building needs updating and renovating (28% and 15% respectively). Residents in Forest Height and Penbrooke also mentioned that there are not enough activities, programs, and services (7%).

Figure 27: Negative Perceptions of Community Centres



*Caution=small base size

2.5.3 Value of the Community Centre to Residents

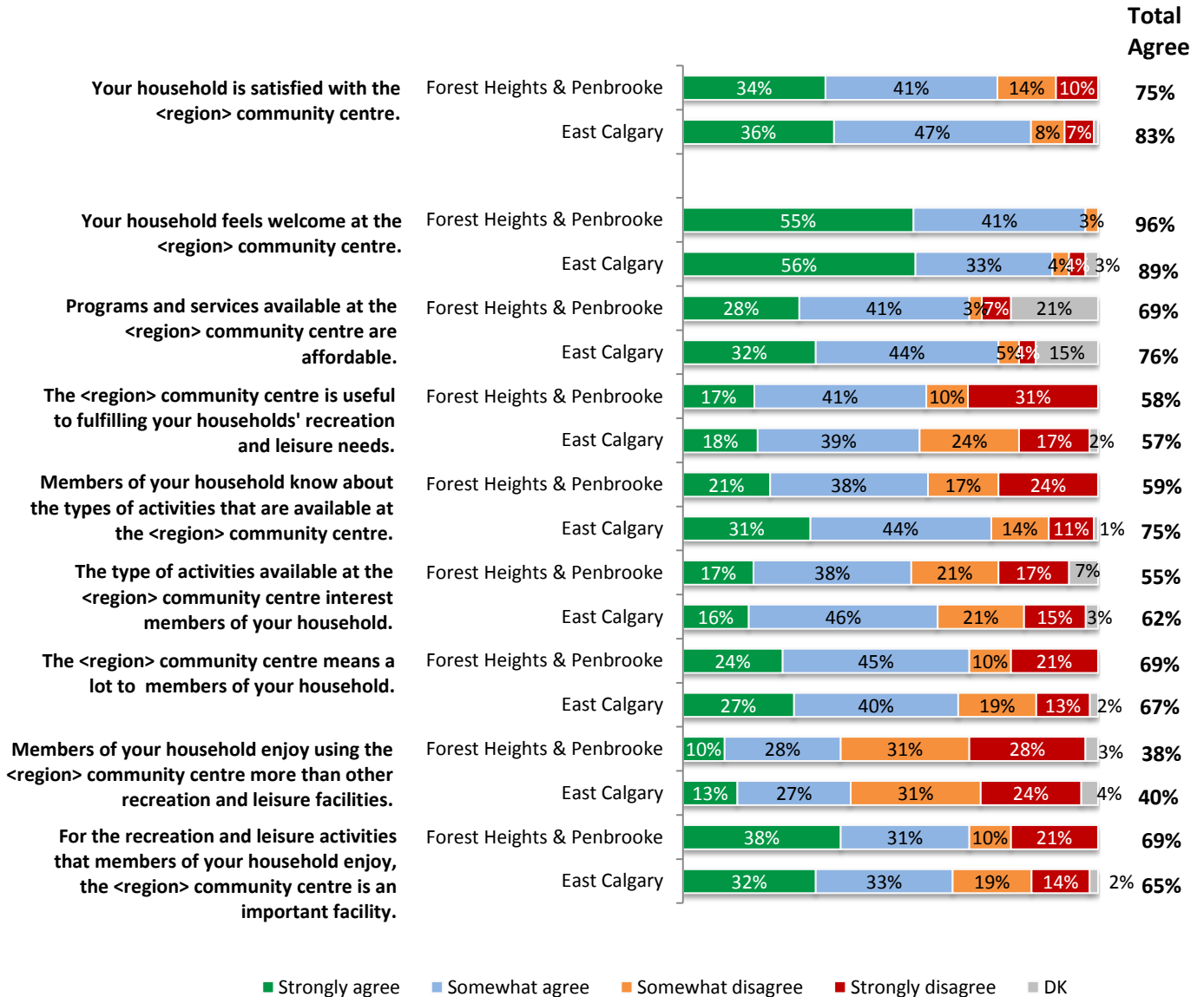
To end the survey, respondents were asked to provide their feedback on specific attributes related to the Community Centre. As can be seen in Figure 28, the vast majority of respondents in Forest Heights and Penbrooke as well as East Calgary agree (strongly and somewhat) with the statements about the Community Centre. In particular, the following attributes were rated the highest:

- Your household feels welcome (96% agree compared to 89% in East Calgary)

- Your household is satisfied with the Community Centre (75% agree compared to 83% in East Calgary)
- Programs and services are affordable (69% agree compared to 76% in East Calgary)
- The Community Centre means a lot to members of your household (69% compared to 67% in East Calgary)
- For the recreation and leisure activities that members of your household enjoy, the Community Centre is an important facility (69% compared to 65% in East Calgary).

In contrast, only two-in-five (38%) agree that members of their household enjoy using the Community Centre more than other recreation and leisure facilities, which was also indicated to the same extent by East Calgarians (40%).

Figure 28: Community Centre Value to Residents



Base sizes: Forest Heights & Penbrooke n=29*; East Calgary n=335

*Caution=small base size

3.0 Conclusion

In conclusion, the research in Forest Heights and Penbrooke revealed a number of interesting findings in regards to the community, social, recreation and leisure activities of respondents. In addition, the needs and expectations for the community, community association and community centre were also revealed.

Forest Heights and Penbrooke are unique and different in comparison to other regions of East Calgary. Of particular interest, the demographics of the communities indicate a 'greying/adult' population and a sizeable number of household's with more than 3 adults. This suggests a number of homes with young adults or extended families present. Residents of the communities indicate that the main reasons for not being more involved are that they are simply too busy. Cost issues are more of a barrier in these communities but it is still not one of the main barriers to involvement. The activities engaged in by respondents can be broken into two main groups. Firstly, children and teens appear to be more involved with team sports or higher intensity activities. In contrast, adults become increasingly involved in passive activities such as socializing or low impact activities such as walking. As such, programming needs to focus on two key elements of the population, firstly, children and youth, secondly, on an adult population that is evident.

Residents of Forest Heights and Penbrooke provide lower likelihood to recommend scores for their community. While respondents appear to know their neighbours well, there also appears to be a lack of belonging in the communities. In addition, the relevance of Community Association programming is also lagging other communities in East Calgary. There is room to grow by increasing the 'sense of community', increasing the levels of volunteerism in the community and continued communications with residents. Currently, residents in the Forest Heights and Penbrooke provide low scores for the effectiveness of various communications methods. Not only does effective/relevant programming need to be created, but it also has to be communicated well to become a success.

Positively, the Community Associations do have a high level of awareness among residents. Respondents noted several main areas that they would like the Association to focus on, firstly, programs related to children and youth and secondly an increased level of communications with residents and lastly programs related to crime/safety and cleanliness.

Appendix 1: Questionnaire

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.
-

Introduction/Screening

Hello, my name is _____. I am calling on behalf of The City of Calgary from NRG Research Group. We are conducting an important study to understand the needs and expectations of services in your community. I am not trying to sell anything.

[NOTE: INTERVIEWERS WILL BE ABLE TO CHANGE LOCATION AT THIS POINT IF RESPONDENT MENTIONS THEY DO NOT LIVE IN THE COMMUNITY MENTIONED]

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)

[READ ONLY IF NECESSARY]

The survey will take approximately 15 minutes.

Continue:

Yes

No

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

(IF YES, CONTINUE)

Before we begin, could you please tell me what community you live in?

Applewood
Abbeydale
Whitehorn
Rundle
Pineridge
Inglewood
Ramsay
Forest Lawn

Penbrooke
Forest Heights
Mayland Heights
Vista Heights
Falconridge
Castleridge
Marlborough
Cedarbrae
Midnapore
Sundance
Other **[THANK AND TERMINATE]**

[READ IF NECESSARY]

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.

[IF NECESSARY] Inquiries:

IF RESPONDENT INQUIRES ABOUT THE SURVEY, SUGGEST TO THEM THAT THEY CALL MARK LAVER OF NRG RESEARCH GROUP 403.209.4113. INFORM THEM TO CALL BETWEEN 9:00 AM AND 5:00 PM, MONDAY THROUGH FRIDAY.

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.

SECTION A: Activities

I am going to ask you questions about members of your household's participation in community, recreation, social and leisure activities, such as community clean-ups, soccer, kids haloween parties, and yoga.

Q1. Would you say that members of your household are very involved, somewhat involved, not very involved or not at all involved 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
4. No children/children grown up
5. Just lazy
6. Work commitments
7. Family commitments
8. No time
9. Travel a lot
10. School commitments
11. Age (too old)
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
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:_____)

Q3. 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)?** _____

[ASK Q4-Q6 IN AGE GROUP SERIES]

Q4.a **(If 3i>0)** What community, social, recreation and leisure activities did the child/children under 13 participate or are involved in during the past 12 months? [DO NOT READ LIST, ALPHABETIZE LIST]**(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)**

Walking
Swimming – for pleasure
Canoeing
Cycling
Reading
Soccer – outdoor
Church
Gardening

Soccer – indoor
Volunteering
Walking the dog
Basketball
Hockey – Ice
Swimming – lessons
Watching TV
Tennis
Volleyball/Beach Volleyball
Golf
Movies – attend
Gym (working out)
Socializing
Fishing
Baseball
Bowling – 5/10 pin
Dancing – participant
Hiking
Softball/slo-pitch
Spectator at sporting event
Travelling
Craft or Hobby
Playground
Aquasize
Boy scouts/guides/cadets
Library
Ice skating (not hockey)
Park
Snowboarding
Football
Museum/interpretive centre - attend/visit
Music – play an instrument
Other (Specify) _____
None

Q4.b (If 3iii>0) What community, social, recreation and leisure activities did the 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)

INSERT LIST in Q4a.

Q4c.(If 3iii>0) What community, social, recreation and leisure activities did the 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)

INSERT LIST in Q4a.

Q4e. (If 3v>0) What community, social, recreation and leisure activities did the 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)

INSERT LIST in Q4a.

[DO NOT ASK Q5A FOR WALKING, READING, GARDENING, WATCHING TV, MOVIES-ATTEND, TRAVELLING, VIDEO GAMES AND COMPUTER].

Q5a (If 3i>0) To the best of your knowledge who offers the community, social, recreation and leisure activities participated in by the child/children under 13. Are they offered by your community organization, in an adjacent organization, the City of Calgary, a private organization, a faith based organization or a cultural organization [READ LIST].....

ROWS

INSERT LIST OF THOSE ITEMS MENTIONED IN Q4A.

COLUMNS

Your Community organization
An adjacent Community organization
City of Calgary
Private Organization
Faith-Based Organization
Cultural Organization

[DO NOT ASK Q5B FOR WALKING, READING, GARDENING, WATCHING TV, MOVIES-ATTEND, TRAVELLING, VIDEO GAMES AND COMPUTER].

Q5b (If 3ii>0) To the best of your knowledge who offers the community, social, recreation and leisure activities participated in by the youth between 13 and 19. Are they offered by your community organization, in an adjacent organization, the City of Calgary, a private organization, a faith based organization or a cultural organization [READ LIST].....

INSERT LIST OF THOSE ITEMS MENTIONED IN Q4B.

COLUMNS

Your Community organization
An adjacent Community organization
City of Calgary
Private Organization
Faith-Based Organization
Cultural Organization
Other (Specify)_____

**[DO NOT ASK Q5C FOR WALKING, READING, GARDENING, WATCHING TV, MOVIES-
ATTEND, TRAVELLING, VIDEO GAMES AND COMPUTER].**

Q5c (If 3iii>0) To the best of your knowledge who offers the community, social, recreation and leisure activities participated in by the adults between 20 and 64. Are they offered by your community organization, in an adjacent organization, the City of Calgary, a private organization, a faith based organization or a cultural organization [READ LIST].....

INSERT LIST OF THOSE ITEMS MENTIONED IN Q4C.

COLUMNS

Your Community organization
An adjacent Community organization
City of Calgary
Private Organization
Faith-Based Organization
Cultural Organization
Other (Specify)_____

**[DO NOT ASK Q5E FOR WALKING, READING, GARDENING, WATCHING TV, MOVIES-
ATTEND, TRAVELLING, VIDEO GAMES AND COMPUTER].**

Q5e (If 3v>0) To the best of your knowledge who offers the community, social, recreation and leisure activities participated in by those over the age of 65. Are they offered by your community organization, in an adjacent organization, the City of Calgary, a private organization, a faith based organization or a cultural organization [READ LIST].....

INSERT LIST OF THOSE ITEMS MENTIONED IN Q4E

COLUMNS

Your Community organization
An adjacent Community organization
City of Calgary
Private Organization
Faith-Based Organization
Cultural Organization
Other (specify)_____

Q6F. What community, social, recreation and/or leisure activities would members of your household like to start doing or be involved in? [DO NOT READ LIST]

INSERT LIST FROM Q4A.

SECTION B: The Community as a Place to Live

Next, we would like to get your opinions about living in the [INSERT COMMUNITY] community.

Q6G. Using a scale of 1 to 10, where 1 is not very likely to recommend and 10 is very likely to recommend, how likely would you be to recommend [INSERT COMMUNITY] as a place to live?

SCALE: 1-10.

Q6H. Why do you think [INSERT COMMUNITY] is a good community in which to live? **(e.g. rather than another community in Calgary) [DO NOT READ LIST]**

Good/friendly neighbours
Quite community
Safe community
Well established community
Family orientated community
Lived here whole life/comfortable/at home
Good ethnic diversity
Mostly homeowners
Convenient /close to retail services (i.e. banks/clinics/shopping)
Close to/lots of parks, pathways, green spaces
Easy access to main roadways
Good/close to schools
Close/convenient transit
Good balance of location of location
Convenient/close to work
Close to family/friends
General convenience
Well maintained community
Attractive community/style of homes
Affordable housing
Good community centre/lots of community programs
Other (Specify) _____
No reason
Not a good place to live

Q7. Using 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)

- a. Members of your household enjoy living in [INSERT COMMUNITY]
- b. There are sufficient recreation and leisure programs and activities available to [INSERT COMMUNITY] residents.
- c. Members of your household are generally interested in what is happening within [INSERT COMMUNITY]
- d. There is a sense of community among [INSERT COMMUNITY] residents.
- e. The [INSERT COMMUNITY] community is attractive.
- f. The [INSERT COMMUNITY] community has a well developed natural environment with public green spaces, trees, bushes, and flowers.
- g. Neighbours in [INSERT COMMUNITY] are friendly.
- h. Community services and programs available to [INSERT COMMUNITY] residents are affordable.
- i. The [INSERT COMMUNITY] community is a safe place to live.
- j. There are enough community facilities, programs, and services located in [INSERT COMMUNITY] to meet the needs of members of your household.
- k. Members of your household feel like they belong in the [INSERT COMMUNITY] community
- l. You know quite a few of your neighbours who live within one block of your home
- 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, shoveling each others walks or driveways, etc.
- n. You help out in your neighbourhood by volunteering
- o. Community programs and services in [INSERT COMMUNITY] are affordable.

SCALE

Strongly Agree
Somewhat Agree
Somewhat Disagree
Strongly Disagree
Don't Know

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

Q8a. Are you aware of the [INSERT COMMUNITY] Community Association?

- 1 Yes (go to Q8b)
- 2 No (go to Q10)
- 3 (DO NOT READ) Don't know (go to Q10)

(READ) The [INSERT COMMUNITY] Community Association provides a variety of services, programs and facilities to residents of [INSERT COMMUNITY] and is involved in community planning and development.

Q8b. To the best of your knowledge, what amenities, programs and services are offered by your community association? **[OPEN END] (Do Not Read List)**

Park spaces
Playgrounds with equipment,
Outdoor rinks,
Playfields (ball and soccer),
Community gardens,
Outdoor court sports facilities (tennis, basketball, etc)
Indoor ice surfaces
Out-of-school care programs,
Preschool care programs,
Good food box program,
Programmed fitness centres
Faith services
Facility rentals
Family events (seasonal and holiday based),
Registered and drop-in programs for children, youth, and seniors,
Social programming for residents
Other (Specify) _____
None/Nothing

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 [INSERT COMMUNITY] Community Association: (READ) (ROTATE)

- a. The [INSERT COMMUNITY] Community Association is responsive to the needs of [INSERT COMMUNITY] residents
- b. [INSERT COMMUNITY] Community Association services have a positive effect on your household
- c. Your household is adequately informed about the [INSERT COMMUNITY] Community Association's activities
- d. Keeping the [INSERT COMMUNITY] Community Association involved in the community is important
- e. Your household is interested in participating in social, recreation, leisure, community or learning activities organized by the [INSERT COMMUNITY] Community Association
- f. Your household is interested in what the [INSERT COMMUNITY] Community Association provides to the community
- g. A community association is important for making [INSERT COMMUNITY] a great place to live

Strongly agree
Somewhat agree
Somewhat disagree
Strongly disagree
Don't Know

Q10. In your opinion, what should be the top two priorities for the [INSERT COMMUNITY] Community Association in terms of services, programs, parks and facilities in the

community? (IF RESPONDENT PROVIDES A ONE WORD ANSWER, ASK
RESPONDENT TO ELABORATE) [OPEN END, DO NOT READ LIST]

Nothing
More/Larger facilities
Renovate
Swimming pool
Ice Rink/Curling Rink
More programs
Youth programs
Children's programs
Adult programming
Seniors programs
Sports programs
Exercise orientated programs
Drop in programs
Education programs
Safety programs
Arts and crafts programs
More family events/Family orientated
More social events
More multi-cultural events
More information about what's going on
Other (Specify)_____

SECTION C: Communications

Q11. Using a scale of 1-10, where 1 is not at all effective and 10 is very effective, how effective are the following in making you aware of programs and services in [INSERT COMMUNITY]? (Randomize List)

Billboards/signs
Brochures/flyers
City of Calgary Recreation Program Guide/Adventure Us Guide
[INSERT COMMUNITY] Community Centre
[INSERT COMMUNITY] Community news letter
[INSERT COMMUNITY] Community Website
Radio
School newsletters
Television
The Calgary Herald
The Calgary Sun
Word of mouth (friends/relatives)
The City of Calgary website
Social media sites like Facebook

SCALE: 1-10
Don't know

Q11b. Which of the following have you ever done? [ROTATE ANSWERS, READ]

“Liked” your community association on a social media site like Facebook
“Followed” news about your community on a social media site like Twitter

Yes

No

The Community Centre

[IF DEER RIDGE OR MCKENZIE TOWNE SAMPLE, GO TO DEMOS, ALL OTHERS CONTINUE]

Q12a Do you know where the [INSERT COMMUNITY] community centre is located?

1__Yes – (INSERT VARIOUS DESCRIPTIONS FOR EACH COMMUNITY)

2__Yes – (other than correct address) _ GO TO DEMOS

3__No _ GO TO DEMOS

4__Don't know/unsure _ GO TO DEMOS

Q12b. Have any members of your household used or visited the [INSERT COMMUNITY] communitycentre, which is located [INSERT VARIOUS DESCRIPTIONS FOR EACH COMMUNITY], within the past 12 months?

1 Yes (Go To Q12e)

2 No

3 (DO NOT READ) Don't know (DEMOS)

Q12c. (IF NO to Q12b) For what reasons if any, have you not used the [INSERT COMMUNITY] community centre in the past 12 months?[OPEN END]

[IF Q12B = NO, GO TO DEMOS, ELSE CONTINUE]

Q12e. What, if anything, do you like about the [INSERT COMMUNITY] community centre?[OPEN END]

Q12f. What, if anything, do you dislike about the [INSERT COMMUNITY] community centre?[OPEN END]

Q13a Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about the [INSERT COMMUNITY]

Community

Centre. (READ) (rotate)

- a. For the recreation and leisure activities that members of your household enjoy, the [INSERT COMMUNITY] community centre is an important facility
- b. Members of your household enjoy using the [INSERT COMMUNITY] community centre more than other recreation and leisure facilities
- c. The [INSERT COMMUNITY] community centre means a lot to members of your household
- d. The types of activities available at the [INSERT COMMUNITY] community centre interest members of your household
- e. Members of your household know about the types of activities that are available at the [INSERT COMMUNITY] community centre
- f. The [INSERT COMMUNITY] community centre is useful to fulfilling your households' recreation and leisure needs
- g. Programs and services available at the [INSERT COMMUNITY] community centre are affordable
- h. Your household feels welcome at the [INSERT COMMUNITY] community centre
- i. Your household is satisfied with the [INSERT COMMUNITY] community centre

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

(DON'T KNOW – do not read)

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.

D1. How long have you lived in the [INSERT COMMUNITY] community?

of years: _____

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?

Yes

No

D5. Do you own or rent your home?

1__Own

2__Rent

3___(DO NOT READ) Refused

D6. Do you consider spending time on the Internet to be a leisure activity?

Yes

No

THANKS. Those are all the questions we have today. On behalf of the City of Calgary I want to thank you for participating in the survey. Your assistance today will greatly benefit the [INSERT COMMUNITY] community. Have a goodevening (afternoon).