

Recreation Customer Experience Survey

Report

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Prepared for The City of Calgary by:

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Context and Objectives

The City of Calgary Recreation department contracted Forum Research to conduct an experience and satisfaction survey with customers of City operated recreation facilities.

The overall goal of the research is to evaluate customer experiences with City operated recreation facilities in Calgary and gain an understanding of the importance of recreation services to Calgary Recreation customers. The research captured customers' opinions via a telephone survey and intercept surveys. The surveys measured attitudes towards aspects of service delivery at City of Calgary Aquatics & Fitness Centres, Arts Centres and Leisure Centres and evaluated how these aspects influence customers' overall satisfaction.

The objectives of the study include:

- ❖ To evaluate overall experience with Recreation facility or staff;
- ❖ Satisfaction with, and importance of: people, process, access to information, outcome of experience;
- ❖ Validate and assess Recreation's value proposition: accessibility; affordability; quality; customer service;
- ❖ Validate and assess personal and social benefit of recreation services received;
- ❖ Barriers to use
- ❖ Wherever possible, compare results to 2018 to understand emerging trends



Data Collection

- Interviews were conducted via telephone and intercept surveys.

Telephone:

- Telephone interviews were conducted with n=1,000 Recreation customers (registered participants and pass holders) between November 27th and December 16th, 2019.
- Calgarians were contacted through a random-digit dial methodology. To be eligible to participate, a resident (or a member of their household) must have: participated in a registered program, including sports and arts; purchased an annual, monthly, or multi-use pass; or paid a one time drop-in fee, in the past 12 months.
- The average length of interview was 20.4 minutes.

Intercepts:

- Intercept surveys were conducted on site with n=516 Recreation customers between November 24th and December 13th, 2019, at various Recreation facilities throughout Calgary.
- 150 interviews were completed at City operated Leisure Centres, and 350 interviews were completed at Aquatic and Fitness centres.
 - Interviews were not conducted at Arts Centres

Margin of Error and Analysis

- The margin of error for a sample of n=1,516 is ± 2.5 percentage points and for n=1,000 is ± 3.1 percentage points
- The report shows results by age, gender, city quadrant, kids in the household, household income, type of facility used and mode of data collection (telephone vs. intercepts).
- Data were not weighted



Customer Experience Index

2019 had a Customer Experience Index of 77.7. This is an average weighted performance score of various customer experience attributes.

Some attributes that are high in importance when it comes to the CXI include satisfaction with the overall customer service, the attitude and friendliness of staff, and the speed or timeliness of the service. Since these attributes are considered to have higher importance relative to other attributes, focus should be placed in these areas to improve CXI.

Drivers that Impact Customer Experience Beyond Expectations

In both the phone and intercept surveys, quality of recreation opportunities available and feeling treated like a valued customer/citizen are key drivers in exceeding customers' expectations. In the phone survey, quality of recreation opportunities is a bigger driver, whereas feeling treated like a valued customer is a bigger driver in the intercept survey. One potential reason for this difference is that females are more satisfied with feeling treated like a valued customer than males, and more females participated in the intercept survey.

One additional key driver in the phone survey is customers being able to get what they need.

In general, keeping a high performance in these key areas will help the Recreation Department exceed/continue exceeding customers' expectations.

Participation

Over **one-in-three (36%)** Recreation customers have participated (personal or someone in the household) in a **registered program** in the past 12 months, which is lower compared to participation in drop-in programs and use of passes. Participation in a registered program is higher in middle-aged customers (35-54), those with kids in the household, and those with higher household income (\$100,000+). Participation in registered programs is higher among customers of Arts Centres but due to low sample sizes in Arts Centres, this result should be interpreted with caution.

About **six-in-ten (58%)** of Recreation customers have participated (either themselves or someone in the household) in **drop-in programs** offered at The City of Calgary Recreation facilities in the past 12 months. Participation in drop-in programs is higher among customers of Leisure Centres, younger to middle-aged adults (18-44 years old), and those with higher household income (\$100,000+).

Over half (56%) of Recreation customers have used an **annual/monthly or multi-use pass** (personally or someone in their household). Use of passes is higher among customers of Aquatic and Fitness Centres, males, and those with the lowest household income (under \$50,000).

Among different City operated Recreation facilities, **three-in-ten (29%)** of the customers have used one or more **Aquatic and Fitness Centres**, **a quarter (24%)** have accessed a **Leisure Centre**, and **2%** have accessed an **Arts Centre** in the last 12 months. More than **one-third (37%)** have accessed a **non-City of Calgary recreation facility** in the past 12 months.

Participation in Aquatic and Fitness Centres is higher among females and those who live in the southwest quadrant, and lower among younger customers (18-34 years of age). Participation in Leisure Centres is higher among middle-aged customers (35-44 years of age), those with kids in the household, and those who live in the northeast and southeast quadrant of the city. Participation in Arts Centres is lower among those who live in the southeast quadrant of the city, but this should be interpreted with caution due to small sample size in Arts Centres.

Perceptions

Recreation customers like that The City of Calgary facilities are convenient (good location and proximity), affordable (reasonable price), and have a wide variety of programs and facilities.

The most disliked features of the City's Recreation facilities are the price (too expensive), the equipment is old and facilities need updating, and that it's too crowded or busy.

Opinions on The City's Recreation department are positive (a range of 59% to 75% good ratings). Customers gave the most positive ratings to "the payment options available to them" and "feeling treated like a valued customer of citizen". "The clarity of information provided to you about City operated recreation products, services, and amenity offerings," and "ease of registration process" have the lowest positive ratings. In general, customers of Leisure and Arts Centres are giving more positive ratings compared to Aquatic and Fitness Centres. Also, customers from the southeast quadrant of the city are generally giving higher ratings.

Overall Satisfaction and Performance

The majority of Recreation customers are satisfied when thinking about their overall experiences (a range of 62% to 84% satisfaction ratings). Customers are most satisfied with the attitude and friendliness of staff (84%) and least satisfied with festivals and events (62%). Generally, satisfaction ratings are higher among females and customers of Arts Centres; however, this result should be interpreted with caution due to the low sample size of Arts Centres.

Seven-in-ten (69%) Recreation customers indicate that their overall experience has met their expectations and one-in-six (17%) indicate that their overall experience at City of Calgary operated recreation facilities and programs have exceeded their expectations. Customers who answered the intercept surveys are more likely to say their experience exceeded expectations. Customers of Leisure Centres and younger adults (age 18-34) are more likely to indicate that their overall experience has exceeded their expectations, whereas older adults (age 65+) are more likely to indicate their experience was below expectations.

Recreation department garners high performance ratings (a range of 67% to 72%) among its customers with "access to quality products, services, and amenity offerings" being the highest performing attribute and "facilities that are conveniently located throughout Calgary" as the least performing attribute. Customers who answered the intercept survey gave higher ratings. Generally, customers of Arts and Leisure Centres, earning \$100,000 to \$124,999, and living in the SW quadrant of city are more likely to give higher performance ratings.

Benefits – Personal and Calgary as a whole

When customers are asked about benefits they obtain on a personal level from Recreation opportunities provided by The City of Calgary, the top responses include better physical health and better mental health. In general, younger customers (age 18-34) are less likely to mention each benefit.

On a community level (city as a whole), “increased quality of life” is the topmost mention, followed by “stronger sense of community”. Similarly to benefits on a personal level, younger customers are less likely to mention benefits from Recreation opportunities.

When customers are asked about benefits they obtain on a personal level from arts and culture opportunities provided by The City of Calgary, the top mentions include more interaction (with friends, family, community), good opportunities and access to arts, and educational experience (e.g. skills and ideas).

When customers are presented with a list of benefits, they rate all benefits highly (“fun and entertainment” garners the topmost ratings and “better physical health” garners the least). In general, middle-aged adults (35-44) were more likely to mention each benefit.

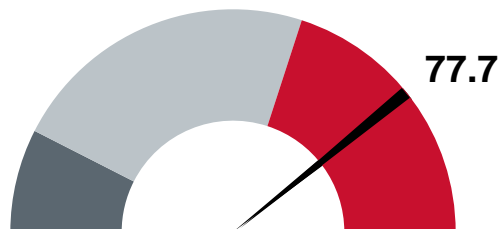
On a community level (city as a whole), “stronger community” is the topmost mention, followed by “increased quality of life,” and “environmental sustainability” garners the lowest ratings. In general, females were more likely to mention each benefit.



A close-up photograph of several orange and yellow tulips in bloom, with green leaves and stems visible in the foreground and background.

Customer Experience Index

Customer Experience Index



The Customer Experience Index tells us how satisfied respondents are in terms of their customer experience by taking into account their satisfaction in various customer experience areas.

The methodology used to calculate the CXI was replicated from the previous wave in 2018.

To calculate the CXI, a Shapley Value Regression was performed to find the relative importance of each attribute in Questions 6 and 7 based on their satisfaction in Question 6A (overall customer experience).

Once the relative importance of each attribute has been obtained, the Customer Experience Index was calculated using a weighted average of these performance scores.

2019 had a CXI of 77.7, compared to 87.6 in 2018.

One main reason for this drop in CXI is due to the factors being more balanced in terms of relative importance this year compared to last year.

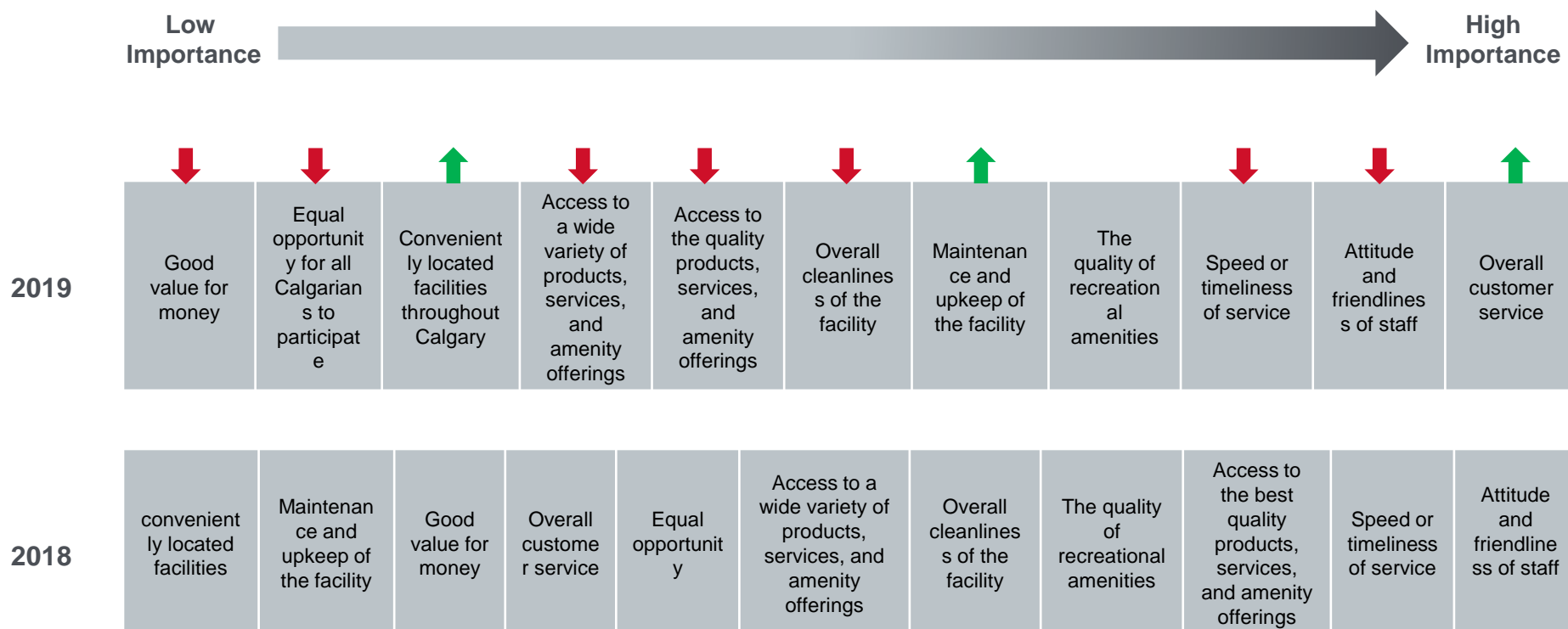
Source: Telephone and Intercept Surveys

Q6 (Telephone). Thinking about your experiences at The City of Calgary Recreation facilities and with City of Calgary Recreation products, services, and amenity offerings in the last 12 months, overall how satisfied are you with...? Q5 (Intercepts). On a scale of 1 to 10, where 1 is not at all satisfied and 10 is very satisfied, overall how satisfied are you with....?

Q7 (Telephone). On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that the department of Recreation at The City of Calgary...? Q8 (Intercepts). On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that the department of Recreation at The City of Calgary...?

Customer Experience Index

The Customer Experience Index is a weighted average of performance scores of the following customer experience attributes:

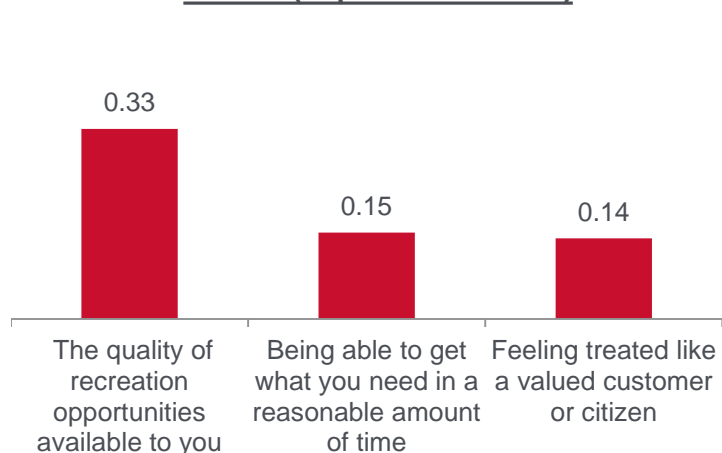


In 2019, overall customer service is the most important for customers in terms of customer experience followed by the attitude and friendliness of staff, and speed or timeliness of service. These are key areas to focus on for Recreation to increase the Customer Experience Index.

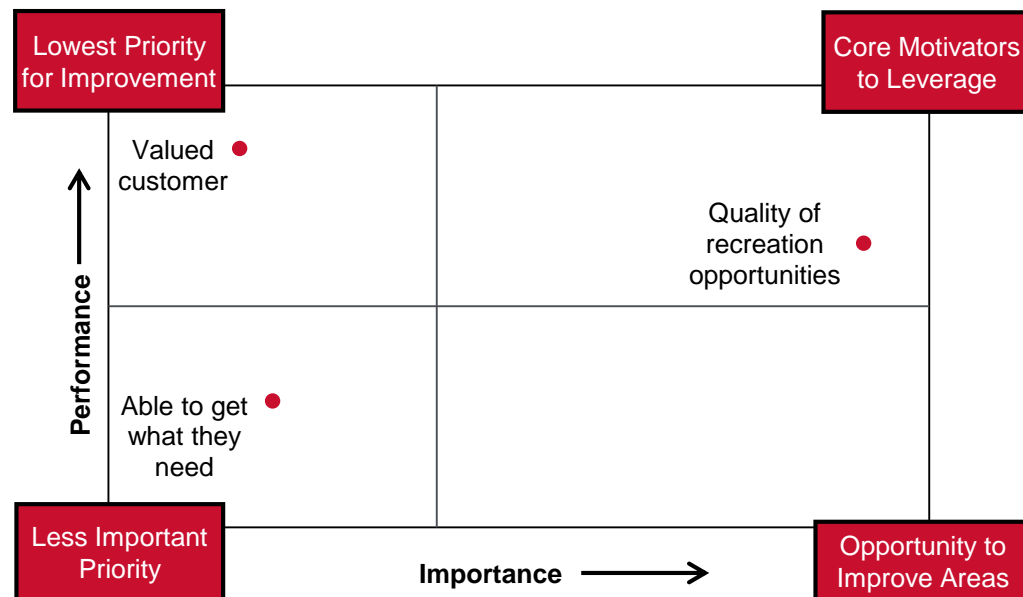
Source: Telephone and Intercept Surveys

Drivers that Impact Customer Experience Beyond Expectations – Telephone Survey

Drivers (Importance scores)



A regression was run to identify the relevant factors that drive customer experiences beyond their expectations (Q16). Quality of recreation opportunities is the attribute driving customer experiences beyond expectations. Being able to get what they need in a reasonable amount of time and feeling treated like a valued customer or citizen are also important drivers.



A scatter plot of importance and performance (10 ratings) of the key drivers indicates areas of opportunity. Though customers rate Recreation highly on these attributes, quality of recreation opportunities is one area that is of high importance to the customers and is performing well. Ideally, Recreation should maintain the high performance ratings in this area to continue exceeding customers' expectations. Although being able to get what they need is of lower importance, it is still a significant driver with lower performance. Improvements in this area can also help exceed customers' expectations.

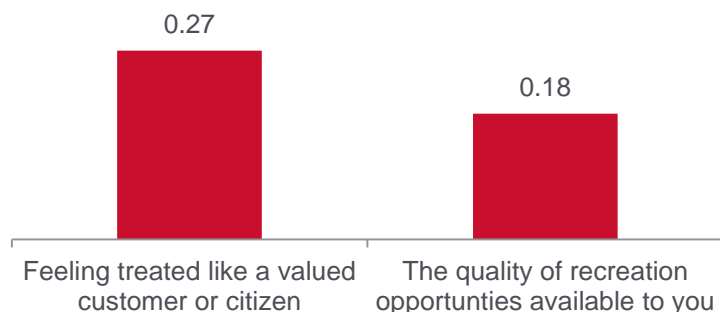
Source: Telephone Survey

Q16 (Telephone). For The City of Calgary operated recreation facilities and programs, would you say your overall experience exceeded expectations, matched expectations or was it below your expectations?

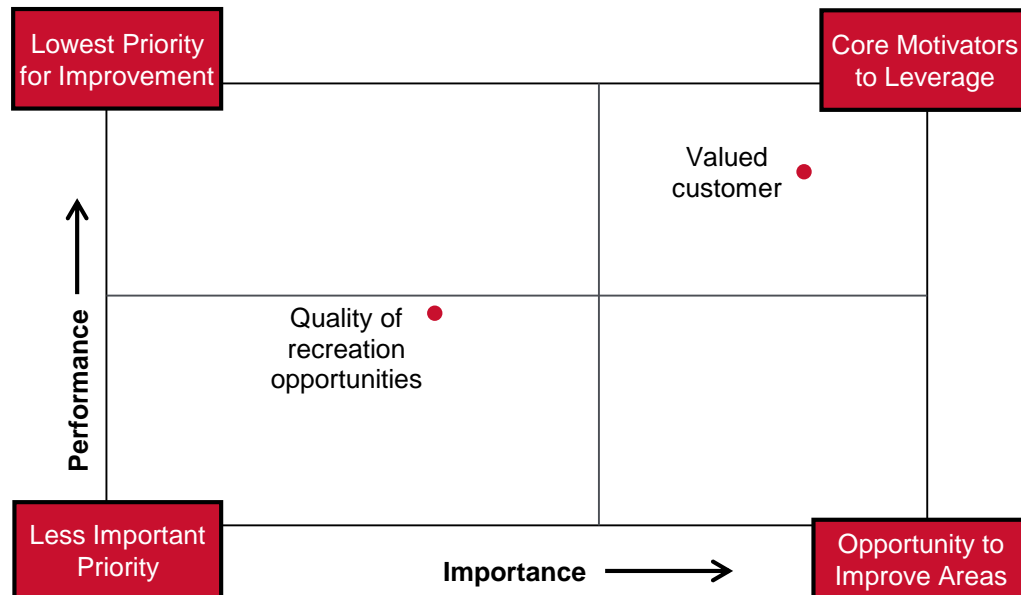
Q17 (Telephone). And how would you rate The City of Calgary's Recreation department in terms of...?

Drivers that Impact Customer Experience Beyond Expectations – Intercept Surveys

Drivers (Importance scores)



A regression was run to identify the relevant factors that drive customer experiences beyond their expectations (Q6). The factors derived from this regression was similar to the results of the phone survey. However, feeling treated like a valued customer was a bigger driver than quality of recreation opportunities available. One potential reason is because more females are satisfied with this attribute, and more females took the intercept survey. These two factors are the top attributes driving customer experiences beyond expectations.



A scatter plot of importance and performance (10 ratings) of the key drivers indicates areas to leverage. Though customers rate Recreation highly on these attributes, feeling treated like a valued customer is of high importance and is performing well. Recreation should maintain the high-performance ratings in this area to continue exceeding customers' expectations. Quality of recreation opportunities is of lower importance but still a significant driver with average performance. Improvements in this area will help exceed customers' expectations.

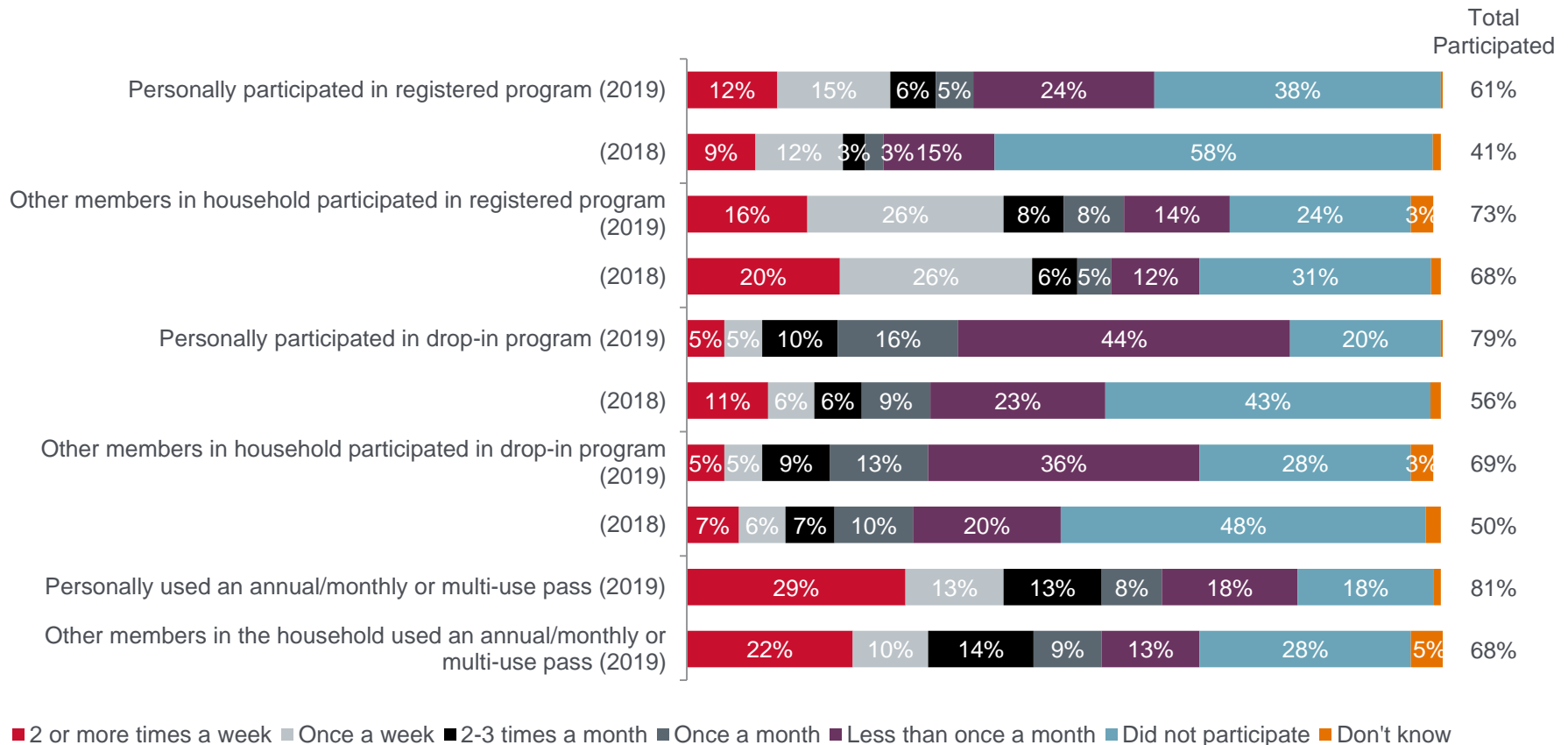
Source: Intercept Surveys

Q6 (Intercepts). Would you say your overall experience exceeded expectations, matched expectations or was it below your expectations?

Q7 (Intercepts). Again, thinking about your experience here today, how would you rate The City of Calgary's Recreation department in terms of the following items.....?

Participation

Frequency of Participation in Registered and Drop-in Programs, and Use of Passes



Source: Telephone Survey

Base: Recreation customers (n=1,000). Data points 2% or less are not labelled.

Q1. In the last 12 months, how many times have you or anyone in your household participated in the following at a City of Calgary Recreation facility?

Frequency of Participation in Registered and Drop-in Programs

	Total (n=1,000)	Arts Centre (n=23*)	Leisure Centre (n=288)	Aquatic and Fitness Centre (n=241)
REGISTERED	36%	70%	44%	43%
<i>In a registered program - you personally</i>	62%	81%	55%	66%
<i>In a registered program - other members in the household</i>	72%	88%	84%	80%
DROP-IN	58%	52%	73%	58%
<i>Drop-in program - you personally</i>	80%	100%	82%	84%
<i>Drop-in program - other members in the household</i>	68%	83%	80%	71%
Use of Passes	56%	48%	43%	61%
<i>Annual/monthly or multi-use pass - you personally</i>	81%	88%	84%	87%
<i>Annual/monthly or multi-use pass - other members in the household</i>	67%	75%	78%	60%

XX% is significantly higher than XX% within the category

In general, customers have participated in drop-in programs and have used passes more than participating in registered programs.

Base: Recreation customers

Source: Telephone Survey

Q1. In the last 12 months, how many times have you or anyone in your household participated in the following at a City of Calgary Recreation facility?

*Small sample size; interpret with caution.

Frequency of Participation in Registered and Drop-in Programs

	Total (n=1,000)	Gender		Age				Kids in household	
		Male (n=532)	Female (n=468)	18-34 (n=233)	35-44 (n=267)	45-54 (n=193)	55+ (n=307)	Yes (n=476)	No (n=462)
REGISTERED	36%	35%	37%	28%	47%	38%	31%	47%	26%
<i>In a registered program - you personally</i>	62%	61%	62%	68%	59%	58%	62%	56%	71%
<i>In a registered program - other members in the household</i>	72%	77%	68%	74%	85%	85%	46%	87%	50%
DROP-IN	58%	60%	57%	60%	66%	59%	50%	62%	56%
<i>Drop-in program - you personally</i>	80%	79%	79%	89%	77%	80%	73%	78%	80%
<i>Drop-in program - other members in the household</i>	68%	71%	67%	67%	80%	70%	57%	81%	56%
Use of Passes	56%	59%	51%	55%	51%	59%	58%	52%	58%
<i>Annual/monthly or multi-use pass - you personally</i>	81%	81%	82%	80%	80%	78%	85%	77%	85%
<i>Annual/monthly or multi-use pass - other members in the household</i>	67%	72%	63%	66%	84%	71%	56%	83%	55%

XX% is significantly higher than XX% within the category

Source: Telephone Survey

Base: Recreation customers

Q1. In the last 12 months, how many times have you or anyone in your household participated in the following at a City of Calgary Recreation facility?

Frequency of Participation in Registered and Drop-in Programs

	Total (n=1,000)	Quadrant				Household Income				
		NW (n=324)	NE (n=154)	SW (n=297)	SE (n=204)	<\$50,000 (n=136)	\$50,000 - \$69,999 (n=91)	\$70,000 - \$99,999 (n=171)	\$100,000 - \$124,999 (n=123)	\$125,000 + (n=247)
REGISTERED	36%	39%	34%	36%	33%	29%	36%	34%	41%	40%
<i>In a registered program - you personally</i>	62%	67%	58%	60%	52%	64%	67%	48%	73%	59%
<i>In a registered program - other members in the household</i>	72%	67%	72%	71%	87%	67%	61%	66%	80%	83%
DROP-IN	58%	58%	55%	60%	60%	51%	56%	60%	64%	64%
<i>Drop-in program - you personally</i>	80%	80%	74%	79%	81%	81%	84%	78%	78%	80%
<i>Drop-in program - other members in the household</i>	68%	66%	65%	70%	75%	60%	73%	70%	71%	81%
Use of Passes	56%	54%	53%	57%	56%	72%	52%	55%	44%	48%
<i>Annual/monthly or multi-use pass - you personally</i>	81%	79%	86%	83%	77%	84%	79%	87%	85%	79%
<i>Annual/monthly or multi-use pass - other household</i>	67%	66%	67%	68%	69%	56%	59%	62%	74%	85%

XX% is significantly higher than XX% within the category

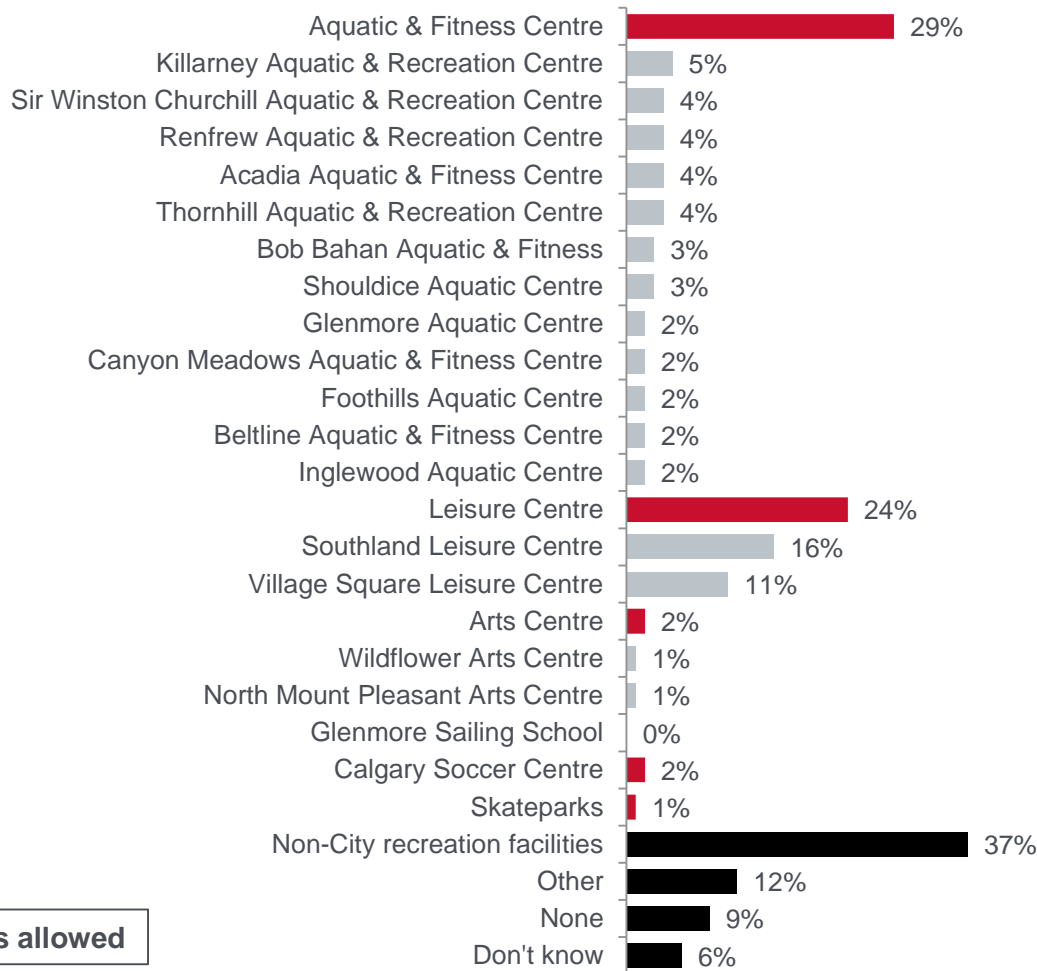
Customers with a higher household income are more likely to participate in registered or drop-in programs. However, those with a lower household income are more likely to use annual/monthly or multi-use passes.

Source: Telephone Survey

Base: Recreation customers

Q1. In the last 12 months, how many times have you or anyone in your household participated in the following at a City of Calgary Recreation facility?

City of Calgary Recreation Facilities Accessed (last 12 months)



Multiple responses allowed

Source: Telephone Survey

Base: Recreation customers (n=1,000)

Q2. Which City of Calgary Recreation facilities have you accessed in the last 12 months? Please do not include any arenas, athletic parks or golf courses you may have visited.

City of Calgary Recreation Facilities Accessed (last 12 months)

	Total (n=1,000)	Gender		Age				Kids in household	
		Male (n=532)	Female (n=468)	18-34 (n=233)	35-44 (n=267)	45-54 (n=193)	55+ (n=307)	Yes (n=476)	No (n=462)
Aquatic & Fitness Centre	24%	26%	32%	15%	31%	36%	33%	29%	29%
Leisure Centre	29%	24%	24%	24%	34%	25%	16%	34%	16%
Arts Centre*	2%	2%	2%	2%	3%	2%	3%	3%	2%

	Total (n=1,000)	Quadrant				Household Income				
		NW (n=324)	NE (n=154)	SW (n=297)	SE (n=204)	<\$50,000 (n=136)	\$50,000 - \$69,999 (n=91)	\$70,000 - \$99,999 (n=171)	\$100,000 - \$124,999 (n=123)	\$125,000 + (n=247)
Aquatic & Fitness Centre	24%	27%	30%	35%	23%	31%	24%	30%	31%	30%
Leisure Centre	29%	12%	36%	26%	33%	24%	33%	23%	31%	25%
Arts Centre*	2%	4%	2%	2%	0%	3%	2%	3%	3%	1%

XX% is significantly higher than **XX%** within the category

Customers using Calgary Aquatic and Fitness Centres are more likely to be female and 35 years or older. Customers who children in their household are more likely to use Calgary Leisure Centres.

Multiple responses allowed

Base: Recreation customers

Q2. Which City of Calgary Recreation facilities have you accessed in the last 12 months? Please do not include any arenas, athletic parks or golf courses you may have visited.

*Small sample size; interpret with caution.

Source: Telephone Survey

Perceptions



Liked Feature of City of Calgary Recreation Facilities

	Total (n=1,000)	Arts Centre (n=23*)	Leisure Centre (n=241)	Aquatic and Fitness Centre (n=288)
Convenience / Location / Proximity	18%	30%	18%	28%
Affordability / Reasonable price	18%	30%	24%	32%
Availability / Wide variety of programs / Facilities	16%	26%	16%	16%
Availability / Ease of access	15%	26%	16%	17%
Swimming pools / Water park	15%	4%	22%	14%
Cleanliness	11%	13%	10%	9%
Satisfied / Good equipment / Facilities / Programs	11%	9%	9%	7%
Good customer service (e.g. professional, friendly, helpful, etc.)	7%	4%	7%	11%
Other recreational facilities (e.g. ice rink, playground, tennis court, cycling, track and field, etc.)	6%	4%	4%	3%
Well maintained / Kept up-to-date	4%	4%	3%	4%
Open long hours	4%	9%	6%	6%
Good for families / Fun for the family	4%	4%	7%	3%
Exercise facilities / Gym	3%	-	4%	3%
Organized / Well-run	2%	9%	2%	2%
Amenities (e.g. coffee shop, library, etc.)	1%	4%	2%	-
None	1%	-	<1%	<1%
Other	4%	-	5%	3%
Don't know	8%	4%	3%	5%

Base: Recreation customers (n=1,000)

Q3. What do you like most about City of Calgary Recreation facilities?

*Small sample size; interpret with caution.

Multiple responses allowed

Source: Telephone Survey

Disliked Features of City of Calgary Recreation Facilities

	Total (n=1,000)	Arts Centre (n=23*)	Leisure Centre (n=241)	Aquatic and Fitness Centre (n=288)
Price / Too expensive	11%	13%	13%	7%
Old equipment / Facility needs updating (e.g. renovation, new paint, more space for athletics / activities, etc.)	9%	9%	9%	11%
Too crowded / Busy	8%	4%	7%	8%
Activities / Classes (e.g. not enough options, short classes, registration issues, etc.)	6%	-	5%	7%
Inconvenient scheduling / Hours	5%	9%	3%	8%
Need more locations (e.g. some are not accessible, etc.)	5%	9%	5%	2%
Lack of cleanliness	5%	9%	7%	7%
Lack of parking	4%	4%	4%	2%
Other	13%	4%	14%	14%
None	20%	22%	23%	21%
Don't know	24%	22%	21%	22%

Base: Recreation customers (n=1,000)

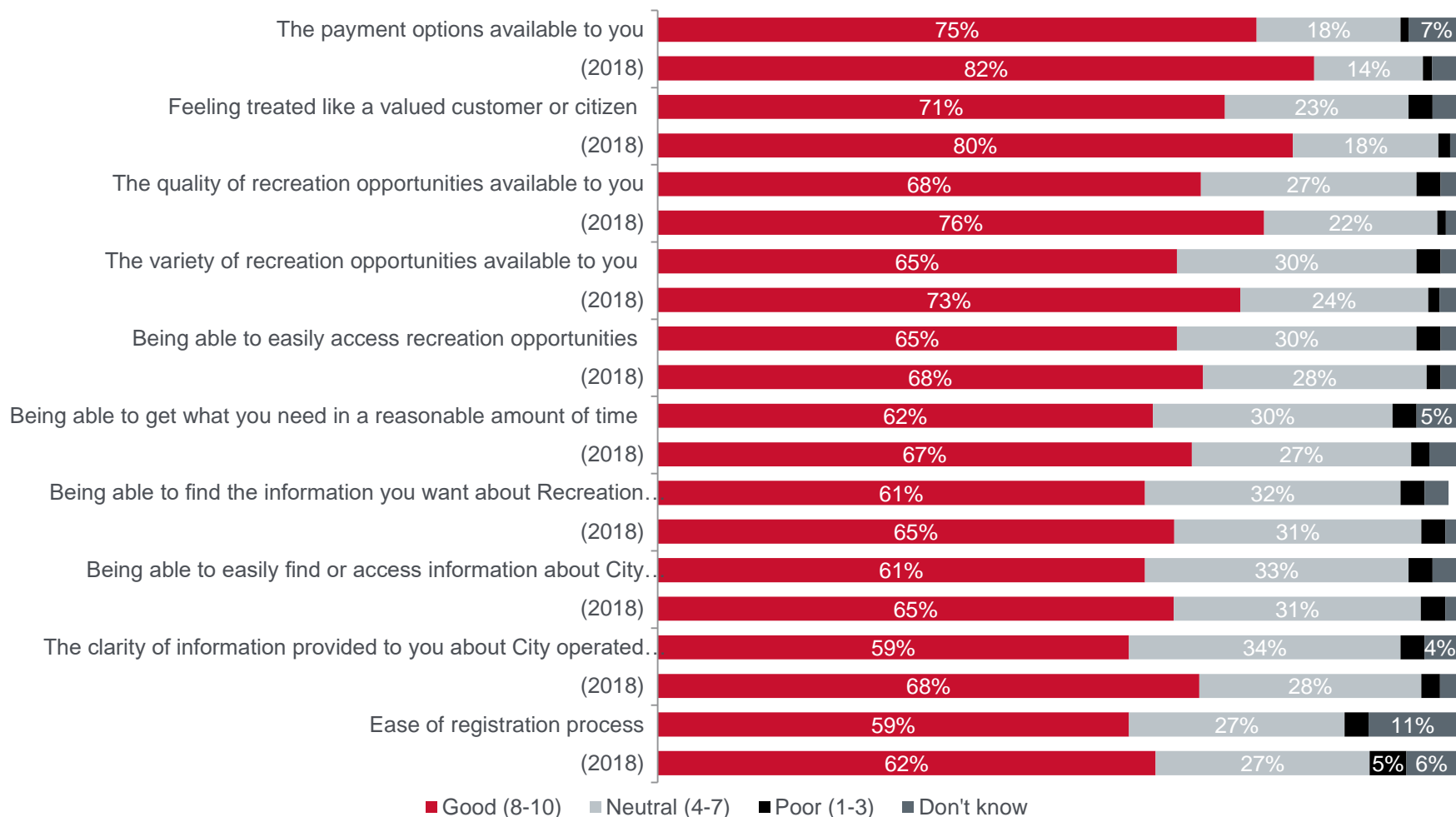
Q4. And, what do you dislike most about City of Calgary Recreation facilities?

*Small sample size; interpret with caution.

Multiple responses allowed

Source: Telephone Survey

Opinions on City of Calgary's Recreation Department



Source: Telephone and Intercept Surveys

Base: Recreation customers (n=1,516) / Data points 3% or less are not labelled

Q17 (Telephone). And how would you rate The City of Calgary's Recreation department in terms of...? Q7 (Intercepts). Again, thinking about your experience here today, how would you rate The City of Calgary's Recreation department in terms of the following items.....?

Opinions on City of Calgary's Recreation Department

Good (8,9,10 ratings)	Total (n=1,516)	Telephone (n=1,000)	Intercepts (n=516)	Arts Centre (n=24*)	Leisure Centre (n=492)	Aquatic and Fitness Centre (n=552)
The payment options available to you	75%	71%	82%	83%	83%	76%
Feeling treated like a valued customer or citizen	71%	65%	85%	88%	81%	74%
The quality of recreation opportunities available to you	68%	63%	78%	96%	79%	70%
The variety of recreation opportunities available to you	65%	59%	76%	83%	75%	66%
Being able to easily access recreation opportunities	65%	58%	79%	83%	74%	68%
Being able to get what you need in a reasonable amount of time	62%	54%	78%	92%	74%	62%
Being able to find the information you want about Recreation products, services, and amenity offerings in the way you want to access it	61%	54%	76%	75%	71%	62%
Being able to easily find or access information about City operated recreation products, services, and amenity offerings	61%	53%	77%	71%	72%	64%
The clarity of information provided to you about City operated recreation products, services, and amenity offerings	59%	51%	76%	71%	70%	62%
Ease of registration process	59%	55%	66%	88%	63%	60%

XX% is significantly higher than XX% within the category

In general, customers answering the intercept surveys are rating the Recreation Department more highly compared to those in the phone surveys. Also, Leisure Centres are getting higher ratings compared to Aquatic and Fitness Centres.

Source: Telephone and Intercept Surveys

Base: Recreation customers

Q17 (Telephone). And how would you rate The City of Calgary's Recreation department in terms of...? Q7 (Intercepts). Again, thinking about your experience here today, how would you rate The City of Calgary's Recreation department in terms of the following items.....?

*Small sample size; interpret with caution.

Opinions on City of Calgary's Recreation Department

Good (8,9,10 ratings)	Total (n=1,516)	Gender		Age				Kids in household	
		Male (n=737)	Female (n=779)	18-34 (n=345)	35-44 (n=436)	45-54 (n=320)	55+ (n=415)	Yes (n=794)	No (n=595)
The payment options available to you	75%	74%	75%	76%	79%	71%	72%	75%	73%
Feeling treated like a valued customer or citizen	71%	69%	74%	74%	76%	67%	68%	72%	69%
The quality of recreation opportunities available to you	68%	66%	70%	69%	69%	65%	69%	68%	68%
The variety of recreation opportunities available to you	65%	64%	66%	65%	67%	62%	65%	64%	64%
Being able to easily access recreation opportunities	65%	64%	66%	66%	65%	65%	64%	64%	64%
Being able to get what you need in a reasonable amount of time	62%	62%	63%	63%	65%	60%	60%	61%	61%
Being able to find the information you want about Recreation products, services, and amenity offerings in the way you want to access it	61%	58%	65%	60%	64%	63%	59%	63%	58%
Being able to easily find or access information about City operated recreation products, services, and amenity offerings	61%	60%	63%	60%	64%	63%	58%	63%	56%
The clarity of information provided to you about City operated recreation products, services, and amenity offerings	59%	57%	62%	56%	64%	58%	59%	60%	57%
Ease of registration process	59%	58%	60%	60%	59%	56%	60%	56%	61%

XX% is significantly higher than XX% within the category

Source: Telephone and Intercept Surveys

Base: Recreation customers

Q17 (Telephone). And how would you rate The City of Calgary's Recreation department in terms of...? Q7 (Intercepts). Again, thinking about your experience here today, how would you rate The City of Calgary's Recreation department in terms of the following items.....?

Opinions on City of Calgary's Recreation Department

Good (8,9,10 ratings)	Total (n=1,516)	Quadrant				Household Income				
		NW (n=500)	NE (n=233)	SW (n=490)	SE (n=266)	<\$50,000 (n=197)	\$50,000 - \$69,999 (n=130)	\$70,000 - \$99,999 (n=237)	\$100,000 - \$124,999 (n=180)	\$125,000 + (n=333)
The payment options available to you	75%	69%	76%	78%	77%	75%	75%	71%	79%	74%
Feeling treated like a valued customer or citizen	71%	67%	70%	76%	73%	76%	78%	69%	78%	64%
The quality of recreation opportunities available to you	68%	62%	66%	76%	68%	70%	75%	65%	72%	64%
The variety of recreation opportunities available to you	65%	57%	67%	71%	65%	70%	66%	65%	69%	59%
Being able to easily access recreation opportunities	65%	58%	65%	72%	67%	66%	72%	60%	71%	62%
Being able to get what you need in a reasonable amount of time	62%	53%	65%	69%	64%	62%	73%	59%	63%	57%
Being able to find the information you want about Recreation products, services, and amenity offerings in the way you want to access it	61%	56%	63%	63%	67%	64%	65%	59%	61%	57%
Being able to easily find or access information about City operated recreation products, services, and amenity offerings	61%	56%	61%	65%	64%	64%	61%	59%	60%	56%
The clarity of information provided to you about City operated recreation products, services, and amenity offerings	59%	54%	60%	63%	64%	64%	64%	57%	59%	54%
Ease of registration process	59%	52%	60%	65%	60%	62%	67%	56%	60%	52%

XX% is significantly higher than XX% within the category

Source: Telephone and Intercept Surveys

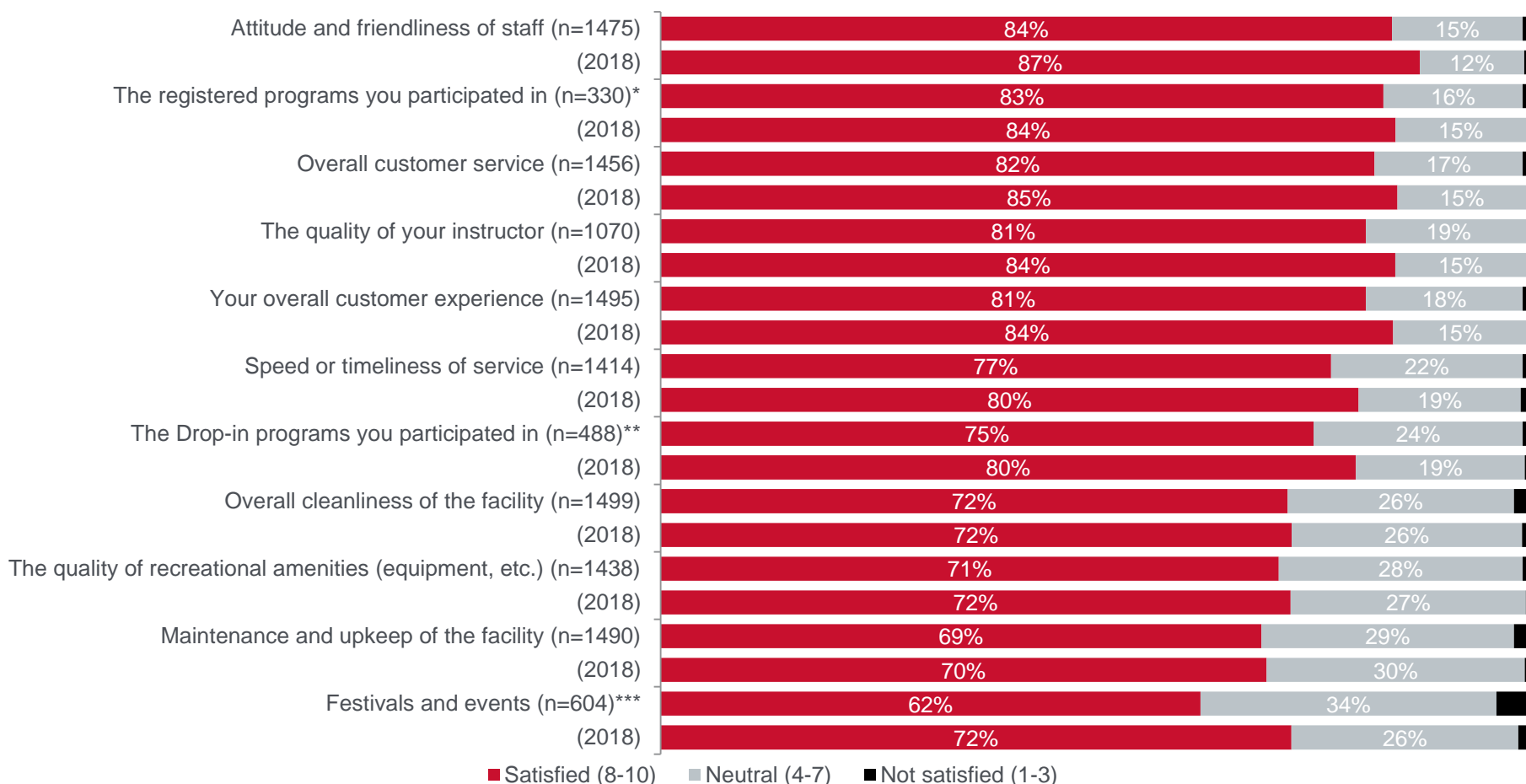
Base: Recreation customers

Q17 (Telephone). And how would you rate The City of Calgary's Recreation department in terms of...? Q7 (Intercepts). Again, thinking about your experience here today, how would you rate The City of Calgary's Recreation department in terms of the following items.....?

A close-up photograph of several orange and yellow tulips in bloom, with green leaves visible in the foreground. The background is a soft-focus field of more tulips.

Satisfaction and Performance

Overall Satisfaction



Base: Recreation customers (Don't know and not applicable responses have been excluded) / Data points 2% or less are not labelled

*Base: Recreation customers who personally participated in a registered program at a City Recreation facility

**Base: Recreation customers who personally participated in a drop-in program at a City Recreation facility

***Only asked for telephone survey

Q6 (Telephone). Thinking about your experiences at The City of Calgary Recreation facilities and with City of Calgary Recreation products, services, and amenity offerings in the last 12 months, overall how satisfied are you with...? Q5 (Intercepts). On a scale of 1 to 10, where 1 is not at all satisfied and 10 is very satisfied, overall how satisfied are you with.....?

Source: Telephone and Intercept Surveys

Overall Satisfaction

Satisfied (8,9,10 ratings)	Total (n=330- 1,499)	Telephone (n=199- 985)	Intercepts (n=68- 514)	Arts Centre (n=12- 24****)	Leisure Centre (n=134- 492)	Aquatic and Fitness Centre (n=124-550)
Attitude and friendliness of staff	84%	81%	89%	88%	85%	88%
The registered programs you participated in*	83%	78%	89%	100%	87%	82%
Overall customer service	82%	79%	88%	87%	87%	83%
The quality of your instructor	81%	75%	92%	87%	84%	86%
Your overall customer experience	81%	77%	88%	100%	86%	81%
Speed or timeliness of service	77%	72%	86%	83%	82%	81%
The Drop-in programs you participated in**	75%	74%	87%	83%	81%	79%
Overall cleanliness of the facility	72%	69%	79%	88%	72%	73%
The quality of recreational amenities (equipment, etc.)	71%	66%	79%	83%	74%	70%
Maintenance and upkeep of the facility	69%	65%	78%	79%	71%	70%
Festivals and events***	62%	62%	Not asked	88%	60%	61%

XX% is significantly higher than **XX%** within the category

Source: Telephone and Intercept Surveys

Base: Recreation customers (Don't know and not applicable responses have been excluded)

*Base: Recreation customers who personally participated in a registered program at a City Recreation facility

**Base: Recreation customers who personally participated in a drop-in program at a City Recreation facility

***Only asked for telephone survey

Q6 (Telephone). Thinking about your experiences at The City of Calgary Recreation facilities and with City of Calgary Recreation products, services, and amenity offerings in the last 12 months, overall how satisfied are you with...? Q5 (Intercepts). On a scale of 1 to 10, where 1 is not at all satisfied and 10 is very satisfied, overall how satisfied are you with....?

****Small sample size; interpret with caution.

Overall Satisfaction

Satisfied (8,9,10 ratings)	Total (n=330-1,499)	Gender		Age				Kids in household	
		Male (n=141-730)	Female (n=189-769)	18-34 (n=71-342)	35-44 (n=111-435)	45-54 (n=67-320)	55+ (n=81-406)	Yes (n=201-787)	No (n=99-586)
Attitude and friendliness of staff	84%	83%	85%	84%	85%	81%	85%	84%	83%
The registered programs you participated in*	83%	82%	84%	75%	84%	82%	89%	85%	77%
Overall customer service	82%	80%	84%	83%	84%	77%	84%	81%	83%
The quality of your instructor	81%	76%	84%	80%	84%	76%	81%	81%	78%
Your overall customer experience	81%	77%	84%	83%	81%	76%	82%	81%	80%
Speed or timeliness of service	77%	74%	79%	76%	80%	71%	79%	76%	77%
The Drop-in programs you participated in**	75%	75%	76%	78%	74%	74%	75%	74%	76%
Overall cleanliness of the facility	72%	73%	71%	72%	72%	69%	75%	71%	74%
The quality of recreational amenities (equipment, etc.)	71%	69%	72%	70%	73%	62%	74%	70%	72%
Maintenance and upkeep of the facility	69%	70%	69%	70%	69%	68%	70%	70%	69%
Festivals and events***	62%	57%	69%	60%	65%	57%	64%	62%	63%

XX% is significantly higher than **XX%** within the category

In general, female customers are more satisfied with their experiences at a recreation facility. In contrast, middle-aged customers are least satisfied.

Base: Recreation customers (Don't know and not applicable responses have been excluded)

*Base: Recreation customers who personally participated in a registered program at a City Recreation facility

**Base: Recreation customers who personally participated in a drop-in program at a City Recreation facility

***Only asked for telephone survey

Q6 (Telephone). Thinking about your experiences at The City of Calgary Recreation facilities and with City of Calgary Recreation products, services, and amenity offerings in the last 12 months, overall how satisfied are you with...? Q5 (Intercepts). On a scale of 1 to 10, where 1 is not at all satisfied and 10 is very satisfied, overall how satisfied are you with.....?

Source: Telephone and Intercept Surveys

Overall Satisfaction

Satisfied (8,9,10 ratings)	Total (n=330-1,499)	Quadrant				Household Income				
		NW (n=116-492)	NE (n=39-232)	SW (n=118-486)	SE (n=51-264)	<\$50,000 (n=36-194)	\$50,000 - \$69,999 (n=32-130)	\$70,000 - \$99,999 (n=39-233)	\$100,000 - \$124,999 (n=51-179)	\$125,000 + (n=74-331)
Attitude and friendliness of staff	84%	81%	80%	88%	85%	85%	85%	81%	88%	82%
The registered programs you participated in*	83%	80%	82%	86%	82%	83%	88%	82%	92%	73%
Overall customer service	82%	79%	80%	86%	83%	84%	82%	80%	88%	78%
The quality of your instructor	81%	78%	77%	84%	82%	81%	83%	78%	85%	76%
Your overall customer experience	81%	77%	76%	86%	81%	87%	83%	79%	82%	78%
Speed or timeliness of service	77%	73%	74%	81%	77%	77%	73%	72%	83%	73%
The Drop-in programs you participated in**	75%	74%	73%	80%	71%	79%	84%	73%	73%	74%
Overall cleanliness of the facility	72%	70%	69%	76%	73%	76%	72%	75%	74%	65%
The quality of recreational amenities (equipment, etc.)	71%	67%	71%	73%	72%	77%	77%	69%	68%	64%
Maintenance and upkeep of the facility	69%	63%	69%	75%	70%	73%	72%	67%	68%	64%
Festivals and events***	62%	64%	61%	55%	68%	61%	75%	62%	63%	57%

XX% is significantly higher than XX% within the category

In general, customers from the southwest quadrant of the city are more satisfied with their experiences at recreation facilities.

Base: Recreation customers (Don't know and not applicable responses have been excluded)

*Base: Recreation customers who personally participated in a registered program at a City Recreation facility

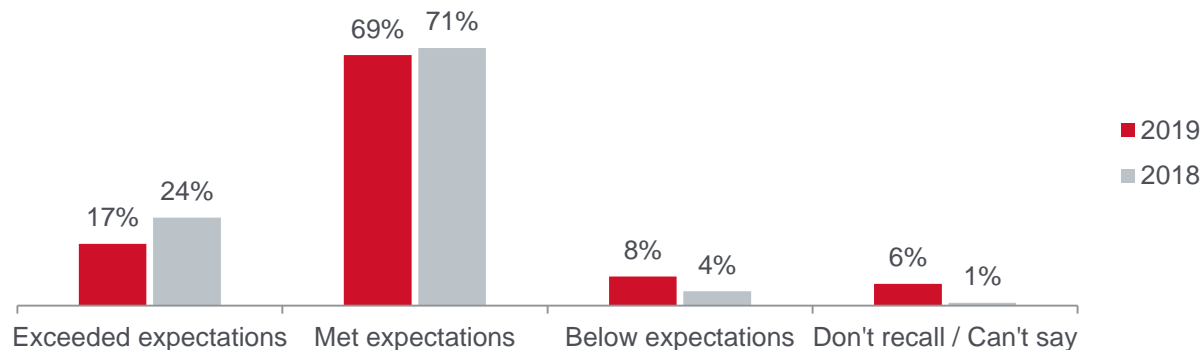
**Base: Recreation customers who personally participated in a drop-in program at a City Recreation facility

***Only asked for telephone survey

Q6 (Telephone). Thinking about your experiences at The City of Calgary Recreation facilities and with City of Calgary Recreation products, services, and amenity offerings in the last 12 months, overall how satisfied are you with...? Q5 (Intercepts). On a scale of 1 to 10, where 1 is not at all satisfied and 10 is very satisfied, overall how satisfied are you with.....?

Source: Telephone and Intercept Surveys

Overall Experience (City's Recreation Facilities and Programs)



	Total (n=1,516)	Telephone (n=1,000)	Intercepts (n=516)	Arts Centre (n=24*)	Leisure Centre (n=492)	Aquatic and Fitness Centre (n=552)
Exceeded expectations	17%	16%	20%	21%	23%	16%
Met expectations	69%	65%	77%	79%	68%	72%
Below expectations	8%	11%	2%	-	4%	5%
Don't recall / Can't say	6%	9%	1%	-	4%	7%

Customers who answered the intercept surveys are more likely to say their overall experience exceeded their expectations. In contrast, customers who answered the phone surveys are more likely to say it was below their expectations.

XX% is significantly higher than **XX%** within the category

Base: Recreation customers (n=1,516)

Q16 (Telephone). For The City of Calgary operated recreation facilities and programs, would you say your overall experience exceeded expectations, matched expectations or was it below your expectations? Q6 (Intercepts). Would you say your overall experience exceeded expectations, matched expectations or was it below your expectations?

*Small sample size; interpret with caution.

Source: Telephone and Intercept Surveys

Overall Experience (City's Recreation Facilities and Programs)

	Total (n=1,516)	Gender		Age				Kids in household	
		Male (n=737)	Female (n=779)	18-34 (n=345)	35-44 (n=436)	45-54 (n=320)	55+ (n=415)	Yes (n=794)	No (n=595)
Exceeded expectations	17%	17%	17%	20%	18%	14%	17%	17%	18%
Met expectations	69%	68%	69%	67%	70%	71%	66%	71%	66%
Below expectations	8%	9%	7%	8%	6%	8%	10%	7%	9%
Don't recall / Can't say	6%	5%	7%	5%	5%	7%	7%	5%	7%

	Total (n=1,516)	Quadrant				Household Income				
		NW (n=500)	NE (n=233)	SW (n=490)	SE (n=266)	<\$50,000 (n=197)	\$50,000 - \$69,999 (n=130)	\$70,000 - \$99,999 (n=237)	\$100,000 - \$124,999 (n=180)	\$125,000 + (n=333)
Exceeded expectations	17%	15%	17%	20%	18%	21%	18%	17%	17%	17%
Met expectations	69%	72%	66%	68%	67%	64%	70%	68%	74%	69%
Below expectations	8%	8%	9%	6%	9%	9%	5%	10%	6%	8%
Don't recall / Can't say	6%	5%	8%	7%	6%	7%	7%	5%	4%	6%

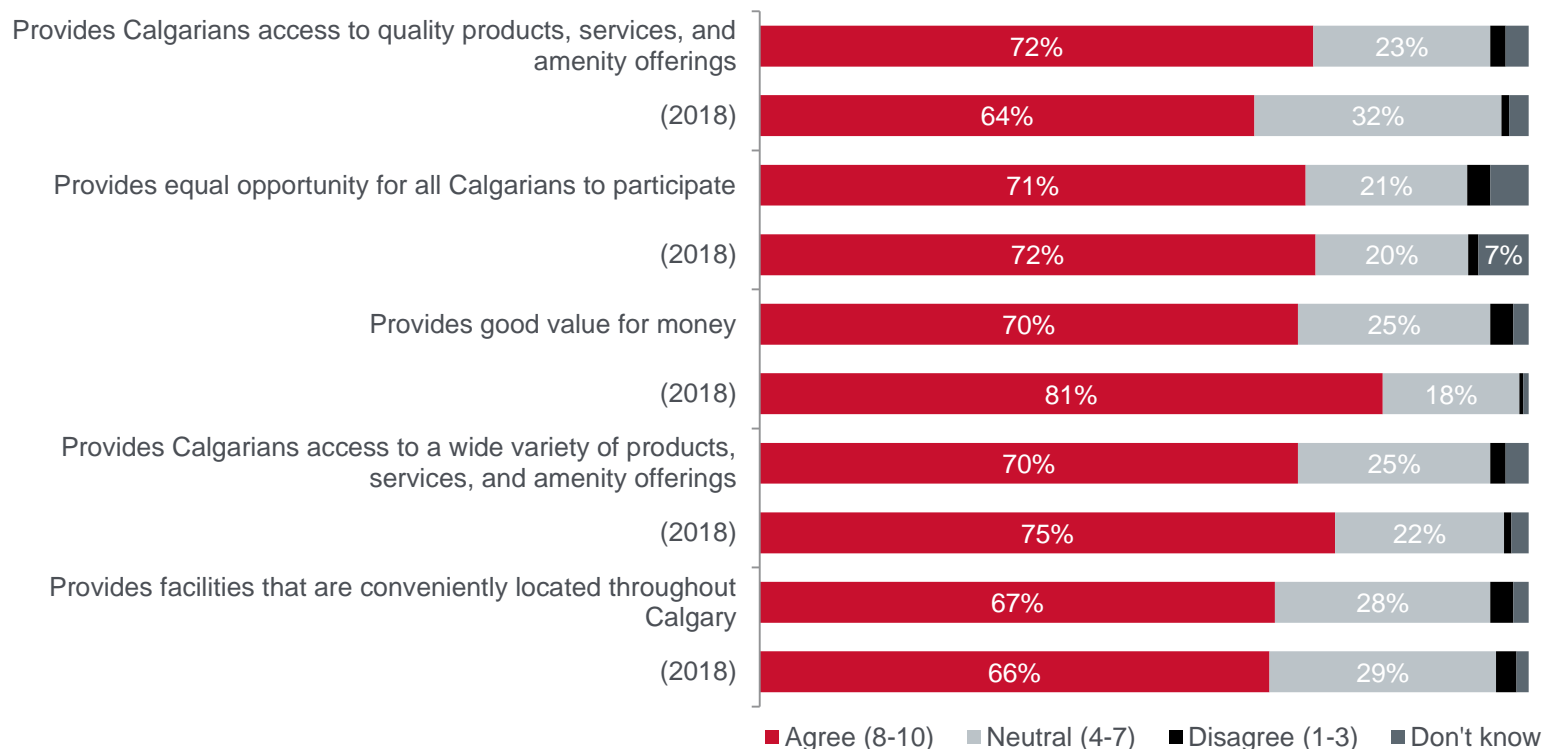
XX% is significantly higher than XX% within the category

Base: Recreation customers (n=1,516)

Q16 (Telephone). For The City of Calgary operated recreation facilities and programs, would you say your overall experience exceeded expectations, matched expectations or was it below your expectations? Q6 (Intercepts). Would you say your overall experience exceeded expectations, matched expectations or was it below your expectations?

Source: Telephone and Intercept Surveys

Performance - City of Calgary's Recreation Department



Source: Telephone and Intercept Surveys

Base: Recreation customers (n=1,516) / Data points 3% or less are not labelled

Q7 (Telephone). On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that the department of Recreation at The City of Calgary...? Q8 (Intercepts). On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that the department of Recreation at The City of Calgary...?

Agree (8,9,10 ratings)	Total (n=1,516)	Telephone (n=1,000)	Intercepts (n=516)	Arts Centre (n=24*)	Leisure Centre (n=492)	Aquatic and Fitness Centre (n=552)
Provides Calgarians access to quality products, services, and amenity offerings	72%	66%	82%	92%	81%	73%
Provides equal opportunity for all Calgarians to participate	71%	66%	80%	83%	80%	72%
Provides good value for money	70%	62%	84%	83%	76%	77%
Provides Calgarians access to a wide variety of products, services, and amenity offerings	70%	66%	78%	88%	80%	71%
Provides facilities that are conveniently located throughout Calgary	67%	65%	76%	79%	73%	72%

XX% is significantly higher than XX% within the category

In general, customers who access Leisure Centres are rating various aspects of the recreation department more highly compared to those who access Aquatic and Fitness Centres.

Source: Telephone and Intercept Surveys

Base: Recreation customers

Q7 (Telephone). On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that the department of Recreation at The City of Calgary...? Q8 (Intercepts). On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that the department of Recreation at The City of Calgary...?

*Small sample size; interpret with caution.

Agree (8,9,10 ratings)	Total (n=1,516)	Gender		Age				Kids in household	
		Male (n=737)	Female (n=779)	18-34 (n=345)	35-44 (n=436)	45-54 (n=320)	55+ (n=415)	Yes (n=794)	No (n=595)
Provides Calgarians access to quality products, services, and amenity offerings	72%	70%	73%	70%	76%	68%	71%	73%	70%
Provides equal opportunity for all Calgarians to participate	71%	72%	70%	70%	76%	69%	68%	72%	70%
Provides good value for money	70%	67%	72%	62%	74%	67%	74%	70%	68%
Provides Calgarians access to a wide variety of products, services, and amenity offerings	70%	69%	71%	69%	72%	68%	70%	70%	68%
Provides facilities that are conveniently located throughout Calgary	67%	64%	70%	65%	68%	69%	67%	68%	66%

XX% is significantly higher than **XX%** within the category

Base: Recreation customers

Q7 (Telephone). On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that the department of Recreation at The City of Calgary...? Q8 (Intercepts). On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that the department of Recreation at The City of Calgary...?

Source: Telephone and Intercept Surveys

Agree (8,9,10 ratings)	Total (n=1,516)	Quadrant				Household Income				
		NW (n=429)	NE (n=233)	SW (n=490)	SE (n=266)	<\$50,000 (n=197)	\$50,000 - \$69,999 (n=130)	\$70,000 - \$99,999 (n=237)	\$100,000 - \$124,999 (n=180)	\$125,000 + (n=333)
Provides Calgarians access to quality products, services, and amenity offerings	72%	67%	72%	77%	70%	69%	75%	67%	82%	68%
Provides equal opportunity for all Calgarians to participate	71%	70%	72%	73%	69%	68%	79%	69%	77%	65%
Provides good value for money	70%	70%	65%	72%	68%	65%	73%	63%	77%	68%
Provides Calgarians access to a wide variety of products, services, and amenity offerings	70%	65%	67%	76%	71%	72%	75%	66%	77%	66%
Provides facilities that are conveniently located throughout Calgary	67%	62%	67%	72%	67%	63%	65%	65%	75%	65%

XX% is significantly higher than XX% within the category

In general, customers from the southwest quadrant of the city are rating various aspects of the recreation department more highly. Similarly, those earning \$100,000 to \$124,999 are more likely to agree with these statements.

Source: Telephone and Intercept Surveys

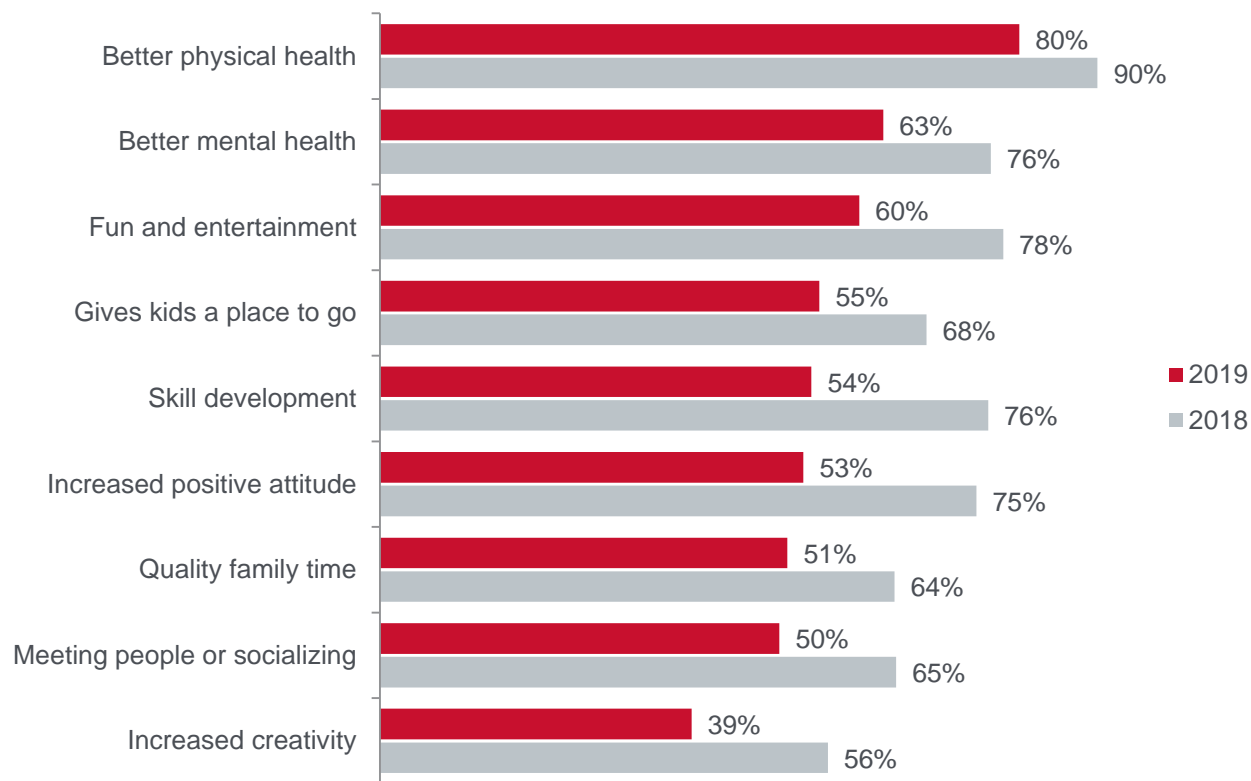
Base: Recreation customers

Q7 (Telephone). On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that the department of Recreation at The City of Calgary...? Q8 (Intercepts). On a scale of 1 to 10, where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that the department of Recreation at The City of Calgary...?

A close-up photograph of several orange and yellow tulips in bloom, with green leaves and stems visible. The background is slightly blurred, showing more flowers.

Benefits

Benefits from City's Recreation Opportunities - Aided (personal or someone in household)



Source: Telephone and Intercept Surveys

Multiple responses allowed

Base: Recreation customers (n=1,516)

Q9 (Telephone / Intercepts). Which of the following benefits, if any, do you or someone in your household get from participating in recreation opportunities provided by the City of Calgary?

Benefits from City's Recreation Opportunities - Aided (personal or someone in household)

	Total (n=1,516)	Telephone (n=1,000)	Intercepts (n=516)	Arts Centre (n=24*)	Leisure Centre (n=492)	Aquatic and Fitness Centre (n=552)
Better physical health	80%	80%	79%	88%	83%	83%
Better mental health	63%	65%	59%	79%	69%	64%
Fun and entertainment	60%	66%	48%	83%	63%	57%
Give kids a place to go	55%	62%	42%	75%	54%	53%
Skill development	54%	57%	47%	75%	55%	55%
Increased positive attitude	53%	58%	43%	67%	55%	51%
Quality family time	51%	60%	33%	71%	53%	46%
Meeting people or socializing	50%	58%	35%	67%	51%	46%
Increased creativity	39%	48%	21%	83%	37%	34%

XX% is significantly higher than XX% within the category

Customers accessing Arts Centres are more likely to mention various benefits from participating in recreation opportunities, especially when compared to those accessing Aquatic and Fitness Centres. However, due to small sample sizes in Arts Centres, interpret this finding with caution.

Source: Telephone and Intercept Surveys

Multiple responses allowed

Base: Recreation customers (n=1,516)

Q9 (Telephone / Intercepts). Which of the following benefits, if any, do you or someone in your household get from participating in recreation opportunities provided by the City of Calgary?

*Small sample size; interpret with caution.

Benefits from City's Recreation Opportunities - Aided (personal or someone in household)

	Total (n=1,516)	Gender		Age				Kids in household	
		Male (n=737)	Female (n=779)	18-34 (n=345)	35-44 (n=436)	45-54 (n=320)	55+ (n=415)	Yes (n=794)	No (n=595)
Better physical health	80%	80%	79%	74%	80%	80%	84%	78%	84%
Better mental health	63%	63%	64%	63%	62%	62%	66%	60%	68%
Fun and entertainment	60%	60%	60%	58%	64%	61%	57%	63%	58%
Give kids a place to go	55%	55%	55%	49%	60%	58%	53%	63%	48%
Skill development	54%	55%	53%	48%	60%	56%	50%	59%	48%
Increased positive attitude	53%	52%	53%	47%	53%	51%	58%	51%	55%
Quality family time	51%	53%	49%	45%	58%	50%	47%	58%	43%
Meeting people or socializing	50%	50%	50%	49%	47%	44%	58%	47%	55%
Increased creativity	39%	39%	38%	37%	47%	38%	37%	40%	38%

XX% is significantly higher than **XX%** within the category

Source: Telephone and Intercept Surveys

Multiple responses allowed

Base: Recreation customers (n=1,516)

Q9 (Telephone / Intercepts). Which of the following benefits, if any, do you or someone in your household get from participating in recreation opportunities provided by the City of Calgary?

Benefits from City's Recreation Opportunities - Aided (personal or someone in household)

	Total (n=1,516)	Quadrant				Household Income				
		NW (n=500)	NE (n=233)	SW (n=490)	SE (n=266)	<\$50,000 (n=197)	\$50,000 - \$69,999 (n=130)	\$70,000 - \$99,999 (n=237)	\$100,000 - \$124,999 (n=180)	\$125,000 + (n=222)
Better physical health	80%	79%	77%	83%	79%	72%	79%	78%	84%	83%
Better mental health	63%	61%	60%	68%	62%	65%	58%	65%	69%	61%
Fun and entertainment	60%	63%	55%	58%	61%	60%	58%	64%	67%	61%
Give kids a place to go	55%	59%	47%	54%	58%	52%	55%	57%	66%	60%
Skill development	54%	58%	49%	52%	52%	57%	50%	53%	60%	58%
Increased positive attitude	53%	51%	49%	56%	53%	53%	48%	52%	61%	54%
Quality family time	51%	50%	47%	50%	54%	48%	56%	50%	59%	54%
Meeting people or socializing	50%	48%	51%	50%	53%	55%	45%	49%	49%	49%
Increased creativity	39%	37%	43%	37%	39%	45%	40%	39%	44%	38%

XX% is significantly higher than **XX%** within the category

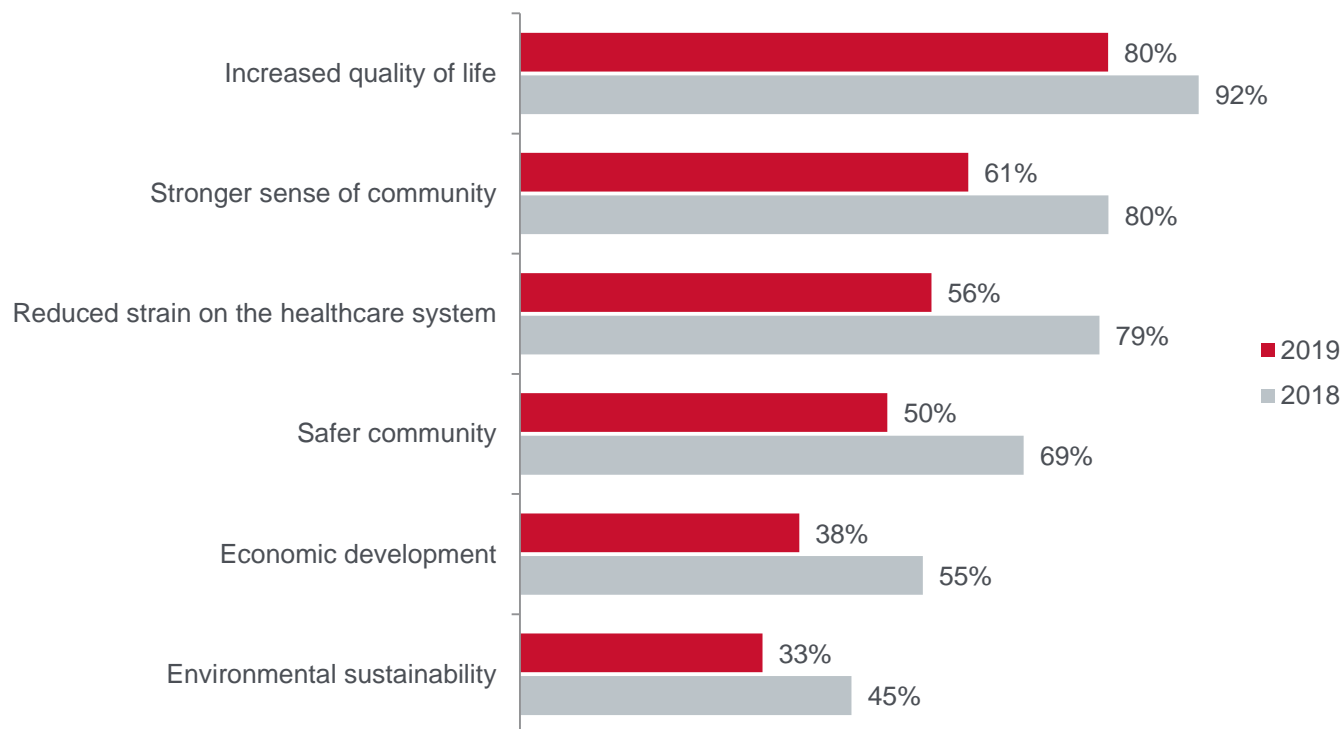
Source: Telephone and Intercept Surveys

Multiple responses allowed

Base: Recreation customers (n=1,516)

Q9 (Telephone / Intercepts). Which of the following benefits, if any, do you or someone in your household get from participating in recreation opportunities provided by the City of Calgary?

Benefits from City's Recreation Opportunities - Aided (Calgary as a whole)



Source: Telephone and Intercept Surveys

Multiple responses allowed

Base: Recreation customers (n=1,516)

Q11 (Telephone) / Q10 (Intercepts). Which of the following benefits, if any, does Calgary as a whole get from the Recreation opportunities provided by City of Calgary?

Benefits from City's Recreation Opportunities - Aided (Calgary as a whole)

	Total (n=1,516)	Telephone (n=1,000)	Intercepts (n=516)	Arts Centre (n=24*)	Leisure Centre (n=492)	Aquatic and Fitness Centre (n=552)
Increased quality of life	80%	81%	80%	79%	82%	83%
Stronger sense of community	61%	65%	54%	75%	65%	62%
Reduced strain on the healthcare system	56%	62%	45%	63%	53%	61%
Safer community	50%	56%	39%	63%	54%	49%
Economic development	38%	47%	22%	63%	37%	37%
Environmental sustainability	33%	40%	19%	50%	32%	31%

XX% is significantly higher than **XX%** within the category

Source: Telephone and Intercept Surveys

Multiple responses allowed

Base: Recreation customers (n=1,516)

Q11 (Telephone) / Q10 (Intercepts). Which of the following benefits, if any, does Calgary as a whole get from the Recreation opportunities provided by City of Calgary?

*Small sample size; interpret with caution.

Benefits from City's Recreation Opportunities - Aided (Calgary as a whole)

	Total (n=1,516)	Gender		Age				Kids in household	
		Male (n=737)	Female (n=779)	18-34 (n=345)	35-44 (n=436)	45-54 (n=320)	55+ (n=415)	Yes (n=794)	No (n=595)
Increased quality of life	80%	82%	78%	75%	81%	80%	84%	81%	81%
Stronger sense of community	61%	58%	64%	57%	63%	62%	63%	60%	64%
Reduced strain on the healthcare system	56%	58%	55%	47%	55%	62%	61%	56%	58%
Safer community	50%	48%	52%	48%	50%	52%	50%	51%	51%
Economic development	38%	38%	38%	35%	43%	42%	33%	40%	37%
Environmental sustainability	33%	32%	33%	28%	35%	30%	36%	32%	34%

XX% is significantly higher than **XX%** within the category

Customers who are younger are less likely to mention various benefits Calgary as a whole gets from recreation opportunities.

Source: Telephone and Intercept Surveys

Multiple responses allowed

Base: Recreation customers (n=1,516)

Q11 (Telephone) / Q10 (Intercepts). Which of the following benefits, if any, does Calgary as a whole get from the Recreation opportunities provided by City of Calgary?

Benefits from City's Recreation Opportunities - Aided (Calgary as a whole)

	Total (n=1,516)	Quadrant				Household Income				
		NW (n=500)	NE (n=233)	SW (n=490)	SE (n=266)	<\$50,000 (n=197)	\$50,000 - \$69,999 (n=130)	\$70,000 - \$99,999 (n=237)	\$100,000 - \$124,999 (n=180)	\$125,000 + (n=333)
Increased quality of life	80%	82%	73%	83%	80%	78%	80%	81%	89%	86%
Stronger sense of community	61%	65%	53%	61%	62%	64%	63%	61%	68%	68%
Reduced strain on the healthcare system	56%	59%	53%	56%	53%	53%	52%	57%	63%	64%
Safer community	50%	47%	50%	53%	53%	51%	54%	52%	49%	54%
Economic development	38%	39%	36%	36%	44%	39%	42%	39%	42%	42%
Environmental sustainability	33%	31%	32%	32%	38%	40%	37%	35%	34%	33%

XX% is significantly higher than **XX%** within the category

Source: Telephone and Intercept Surveys

Multiple responses allowed

Base: Recreation customers (n=1,516)

Q11 (Telephone) / Q10 (Intercepts). Which of the following benefits, if any, does Calgary as a whole get from the Recreation opportunities provided by City of Calgary?

Benefits from City's Arts and Culture Opportunities – Unaided (personal or someone in household)

	Total (n=1,000)	Arts Centre (n=23*)	Leisure Centre (n=241)	Aquatic and Fitness Centre (n=288)
More interaction (e.g. with friends, family, community, etc.)	7%	13%	8%	6%
Good opportunities / Access to arts	7%	9%	10%	7%
Educational experience (e.g. skills, ideas, etc.)	6%	26%	5%	5%
Entertainment	5%	9%	5%	5%
Good for diversity (e.g. integration and exposure to different cultures)	5%	9%	5%	4%
Enjoyed the amenities (e.g. library events, festivals, etc.)	5%	9%	5%	5%
Quality of life and health benefits (e.g. social, physical, mental, etc.)	4%	4%	2%	3%
Sense of community (e.g. pride in the city)	3%	-	2%	3%
Affordable / Free	1%	4%	2%	1%
Expensive / Waste of money	1%	-	1%	1%
No benefits / Too little benefits	4%	-	2%	4%
Other	6%	4%	5%	4%
Never use Calgary Arts and Culture	40%	4%	39%	43%
Don't know	7%	9%	8%	7%

Multiple responses allowed

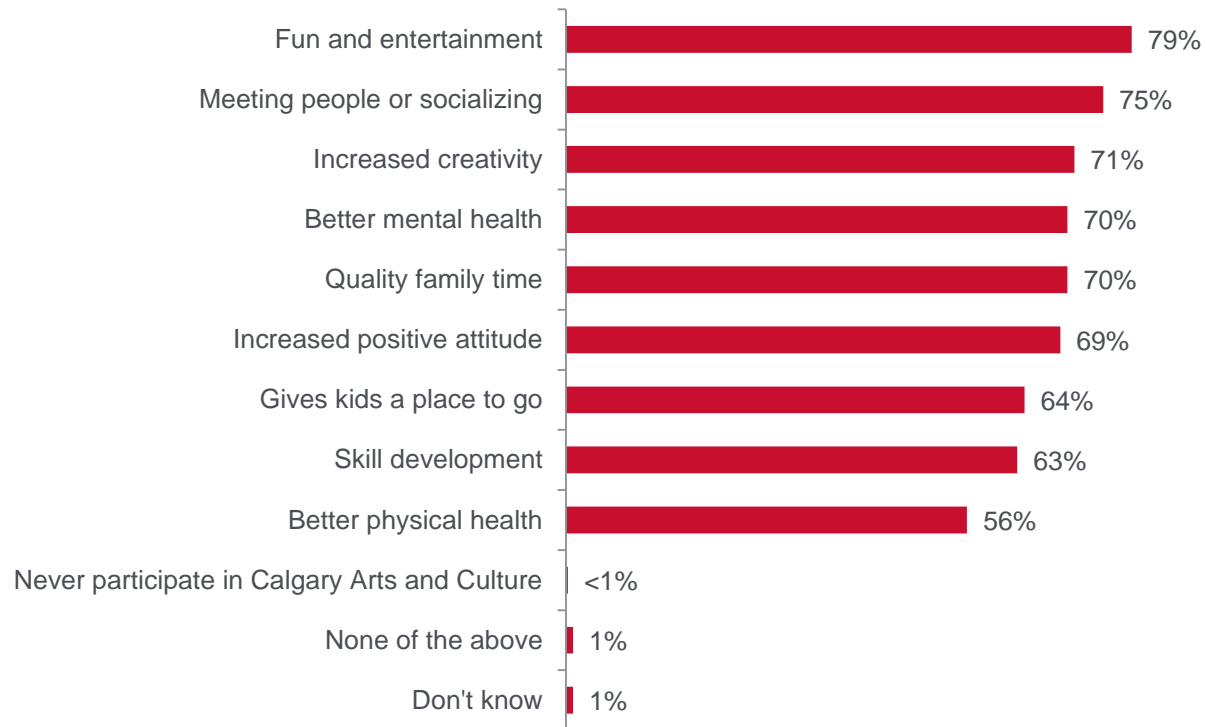
Source: Telephone Survey

Base: Recreation customers

Q12. Generally, what benefits do you get as a user of arts and culture activities and events in Calgary?

*Small sample size; interpret with caution.

Benefits from City's Arts and Culture Opportunities – Aided (personal or someone in household)



Source: Telephone Survey

Multiple responses allowed

Base: Recreation customers who have participated in Calgary Arts and Culture activities (n=316)

Q13. Which of the following benefits, if any, do you or someone in your household get from participating in arts and culture opportunities provided by the City of Calgary?

Note: Trending data not shown due to differences in coding

Benefits from City's Arts and Culture Opportunities – Aided (personal or someone in household)

	Total (n=316)	Arts Centre (n=19*)	Leisure Centre (n=77)	Aquatic and Fitness Centre (n=94)
Fun and entertainment	78%	84%	82%	82%
Meeting people or socializing	75%	84%	74%	76%
Increased creativity	71%	84%	71%	76%
Better mental health	70%	79%	66%	73%
Quality family time	70%	79%	81%	71%
Increased positive attitude	69%	84%	68%	73%
Gives kids a place to go	64%	68%	73%	68%
Skill development	63%	84%	65%	69%
Better physical health	56%	79%	60%	61%

XX% is significantly higher than **XX%** within the category

Source: Telephone Survey

Multiple responses allowed

Base: Recreation customers who have participated in Calgary Arts and Culture activities (n=316)

Q13. Which of the following benefits, if any, do you or someone in your household get from participating in arts and culture opportunities provided by the City of Calgary?

*Small sample size; interpret with caution.

Benefits from City's Arts and Culture Opportunities – Aided (personal or someone in household)

	Total (n=316)	Gender		Age				Kids in household	
		Male (n=152)	Female (n=164)	18-34 (n=71)	35-44 (n=74)	45-54 (n=72)	55+ (n=99)	Yes (n=152)	No (n=147)
Fun and entertainment	78%	79%	79%	75%	89%	75%	77%	80%	79%
Meeting people or socializing	75%	78%	73%	72%	78%	72%	77%	72%	80%
Increased creativity	71%	68%	74%	63%	78%	76%	68%	74%	71%
Better mental health	70%	68%	71%	62%	80%	64%	72%	69%	71%
Quality family time	70%	71%	68%	62%	84%	72%	63%	75%	64%
Increased positive attitude	69%	70%	68%	59%	77%	65%	72%	68%	71%
Gives kids a place to go	64%	64%	64%	49%	77%	65%	64%	69%	62%
Skill development	63%	63%	62%	55%	72%	67%	59%	67%	60%
Better physical health	56%	59%	52%	45%	64%	46%	65%	53%	58%

XX% is significantly higher than **XX%** within the category

In general, adults (35-44 years old) are more likely to mention various benefits they or someone in their household gets from participating in arts and culture opportunities.

Source: Telephone Survey

Multiple responses allowed

Base: Recreation customers who have participated in Calgary Arts and Culture activities (n=316)

Q13. Which of the following benefits, if any, do you or someone in your household get from participating in arts and culture opportunities provided by the City of Calgary?

Benefits from City's Arts and Culture Opportunities – Aided (personal or someone in household)

	Total (n=316)	Quadrant				Household Income				
		NW (n=116)	NE (n=41)	SW (n=92)	SE (n=60)	<\$50,000 (n=34)	\$50,000 - \$69,999 (n=32)	\$70,000 - \$99,999 (n=45)	\$100,000 - \$124,999 (n=45)	\$125,000 + (n=86)
Fun and entertainment	78%	77%	80%	76%	85%	68%	88%	80%	87%	79%
Meeting people or socializing	75%	73%	83%	75%	73%	85%	81%	73%	71%	73%
Increased creativity	71%	71%	68%	71%	75%	68%	84%	73%	69%	71%
Better mental health	70%	66%	76%	74%	67%	68%	75%	73%	71%	66%
Quality family time	70%	71%	68%	65%	75%	56%	78%	69%	76%	69%
Increased positive attitude	69%	67%	73%	68%	70%	68%	75%	67%	69%	70%
Gives kids a place to go	64%	62%	66%	64%	68%	56%	75%	62%	64%	66%
Skill development	63%	69%	56%	61%	60%	62%	72%	64%	64%	63%
Better physical health	56%	47%	63%	62%	58%	62%	69%	51%	51%	52%

XX% is significantly higher than **XX%** within the category

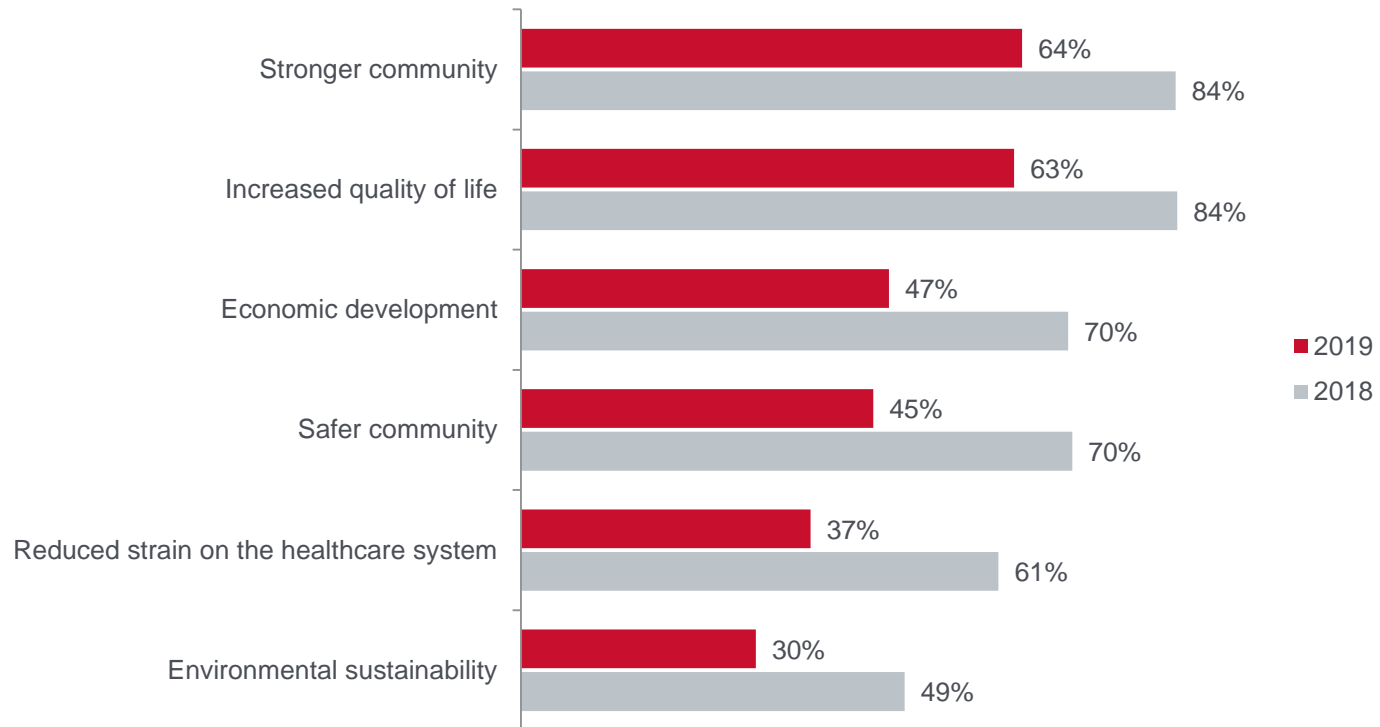
Source: Telephone Survey

Multiple responses allowed

Base: Recreation customers who have participated in Calgary Arts and Culture activities (n=316)

Q13. Which of the following benefits, if any, do you or someone in your household get from participating in arts and culture opportunities provided by the City of Calgary?

Benefits from City's Arts and Culture Opportunities – Aided (Calgary as a whole)



Source: Telephone Survey

Multiple responses allowed

Base: Recreation customers (n=1,000)

Q15. Which of the following benefits, if any, does Calgary as a whole get from arts and culture activities and events in Calgary?

Benefits from City's Arts and Culture Opportunities – Aided (Calgary as a whole)

	Total (n=1,000)	Arts Centre (n=23*)	Leisure Centre (n=241)	Aquatic and Fitness Centre (n=288)
Stronger community	64%	87%	69%	70%
Increased quality of life	63%	78%	64%	69%
Economic development	47%	61%	52%	54%
Safer community	45%	65%	49%	52%
Reduced strain on the healthcare system	37%	74%	38%	45%
Environmental sustainability	30%	48%	32%	33%

XX% is significantly higher than **XX%** within the category

Source: Telephone Survey

Multiple responses allowed

Base: Recreation customers (n=1,000)

Q15. Which of the following benefits, if any, does Calgary as a whole get from arts and culture activities and events in Calgary?

*Small sample size; interpret with caution.

Benefits from City's Arts and Culture Opportunities – Aided (Calgary as a whole)

	Total (n=1,000)	Gender		Age				Kids in household	
		Male (n=532)	Female (n=468)	18-34 (n=233)	35-44 (n=267)	45-54 (n=193)	55+ (n=307)	Yes (n=476)	No (n=462)
Stronger community	64%	61%	67%	65%	67%	66%	58%	66%	64%
Increased quality of life	63%	61%	66%	59%	62%	63%	68%	62%	66%
Economic development	47%	42%	52%	40%	52%	50%	46%	46%	50%
Safer community	45%	40%	49%	41%	49%	44%	43%	46%	45%
Reduced strain on the healthcare system	37%	33%	41%	30%	39%	37%	39%	37%	36%
Environmental sustainability	30%	27%	32%	26%	33%	29%	30%	29%	31%

XX% is significantly higher than **XX%** within the category

Source: Telephone Survey

Multiple responses allowed

Base: Recreation customers (n=1,000)

Q15. Which of the following benefits, if any, does Calgary as a whole get from arts and culture activities and events in Calgary?

Benefits from City's Arts and Culture Opportunities – Aided (Calgary as a whole)

	Total (n=1,000)	Quadrant				Household Income				
		NW (n=324)	NE (n=154)	SW (n=297)	SE (n=204)	<\$50,000 (n=136)	\$50,000 - \$69,999 (n=91)	\$70,000 - \$99,999 (n=171)	\$100,000 - \$124,999 (n=123)	\$125,000 + (n=247)
Stronger community	64%	64%	62%	63%	63%	65%	64%	66%	72%	66%
Increased quality of life	63%	64%	55%	69%	59%	57%	69%	65%	69%	71%
Economic development	47%	43%	45%	50%	49%	46%	54%	50%	46%	49%
Safer community	45%	45%	41%	47%	42%	47%	54%	45%	45%	46%
Reduced strain on the healthcare system	37%	35%	38%	38%	37%	38%	42%	37%	39%	37%
Environmental sustainability	30%	29%	30%	30%	29%	35%	35%	29%	29%	28%

XX% is significantly higher than **XX%** within the category

Source: Telephone Survey

Multiple responses allowed

Base: Recreation customers (n=1,000)

Q15. Which of the following benefits, if any, does Calgary as a whole get from arts and culture activities and events in Calgary?



Profile of Respondents

	Total (n=1,516)	Telephone (n=1,000)	Intercept (n=516)
City Quadrant			
Northwest	33%	32%	34%
Northeast	15%	15%	15%
Southwest	32%	30%	37%
Southeast	18%	20%	12%
Prefer not to answer	2%	2%	1%
Gender			
Male	49%	53%	40%
Female	51%	47%	60%
Age			
18-24	8%	9%	6%
25-34	15%	14%	16%
35-44	29%	27%	33%
45-54	21%	19%	25%
55-64	14%	16%	11%
65 and older	13%	15%	10%
Length of Time Using Recreation Services (including events and festivals) in Calgary	n=1,000		Not asked for Intercept Surveys
5 years or less	20%	20%	
6-10	18%	18%	
11-20	25%	25%	
21-30	16%	16%	
31-40	11%	11%	
Over 40 years	8%	8%	
Prefer not to answer	3%	3%	
MEAN	19.3	19.3	
MEDIAN	16	16	

Profile of Respondents

	Total (n=1,516)	Telephone (n=1,000)	Intercept (n=516)
Years Living in Calgary			
5 years or less	12%	9%	17%
6-10	14%	13%	16%
11-20	24%	23%	26%
21-30	16%	17%	15%
31-40	14%	16%	10%
Over 40 years	18%	21%	12%
Prefer not to answer	3%	2%	4%
MEAN	24.9	27.0	20.6
MEDIAN	20.0	23.0	17.0
Employment Status			
Working full-time	51%	53%	48%
Working part-time	14%	12%	20%
Unemployed or looking for a job	5%	5%	3%
A student	5%	5%	4%
Retired	16%	17%	15%
A homemaker	3%	2%	6%
On maternity / paternity leave	1%	1%	1%
Staying at home for other reasons	3%	3%	2%
Don't Know/Prefer not to answer	2%	2%	2%
Education			
Not graduated from high school	2%	2%	1%
Graduated high school	12%	13%	9%
Some technical or vocational college	6%	8%	3%
Graduated technical or vocational college	19%	19%	18%
Some university	8%	9%	8%
Graduated from university	51%	48%	57%
Prefer not to answer	3%	2%	2%

Profile of Respondents

	Total (n=1,516)	Telephone (n=1,000)	Intercept (n=516)
Marital Status			
Single, never married	18%	20%	14%
Married/Common-law	70%	67%	76%
Separated / Divorced / Widowed	9%	10%	7%
Prefer not to answer	4%	4%	4%
Children in Household			
Children in household	57%	51%	71%
<i>Children less than 6 years old</i>	24%	22%	29%
<i>Children between 6 years and 12 years old</i>	30%	24%	41%
<i>Children between 13 years and 17 years old</i>	20%	21%	18%
None	43%	49%	29%
Adults in Household (18-64 years of age)			
One	14%	16%	12%
Two	51%	46%	60%
Three	12%	13%	9%
Four or more	7%	9%	3%
None	10%	12%	8%
Prefer not to answer	6%	5%	7%
Adults in Household (65+ years of age)			
One	10%	11%	8%
Two	9%	9%	9%
Three	<1%	-	<1%
Four or more	-	-	-
None	70%	73%	64%
Prefer not to answer	11%	7%	19%
Household Income			
\$29,999 or less	5%	6%	3%
Between \$30,000 and \$49,999	8%	8%	9%
Between \$50,000 and \$69,999	9%	9%	8%
Between \$70,000 and \$99,999	16%	17%	13%
Between \$100,000 and \$124,999	12%	12%	11%
\$125,000 or more	22%	25%	17%
Prefer not to answer	29%	23%	40%

Base: Recreation customers

Source: Telephone and Intercept Surveys

Profile of Respondents

	Total (n=516)	Telephone	Intercept (n=516)
Facility		Not asked for Telephone Survey	
N. Mount Pleasant Arts Ctr	-		-
Wildflower Arts Ctr	<1%		<1%
Acadia Aquatic & Fitness Ctr	2%		2%
Bob Bahan Aquatic & Fitness Ctr	-		-
Canyon Meadows Aquatic & Fitness Ctr	-		-
Foothills Aquatic Ctr	20%		20%
Glenmore Aquatic Ctr	-		-
Killarney Aquatic & Rec Ctr	14%		14%
Shouldice Aquatic Ctr	4%		4%
Sir Winston Churchill Aquatic & Rec Ctr	-		-
Thornhill Aquatic & Rec Ctr	11%		11%
Southland Leisure Ctr	34%		34%
Village Square Leisure Ctr	14%		14%
Renfrew Aquatic & Fitness	<1%		<1%
Frequency of Visit			
2 or more times a week	50%		50%
Once a week	34%		34%
2 - 3 times a month	7%		7%
Once a month	3%		3%
Less than once a month	1%		1%
A few times a year	3%		3%
Once a year or less	1%		1%
First time visitor	1%		1%
Dont know	<1%		<1%

Profile of Respondents

	Total (n=516)	Telephone	Intercept (n=516)
Reason for Visiting		Not asked for Telephone Survey	
Use the facility (includes fitness, pool, etc.)	31%		31%
Accompany someone who is participating in a registered program	28%		28%
Participate in a registered program	26%		26%
Participate in a drop-in program	16%		16%
Accompany someone who is participating in a drop-in program	4%		4%
Other	8%		8%
Don't know	-		-
Pass Holder			31%
An annual pass holder	14%		14%
A monthly pass holder	10%		10%
A multi-use pass holder (10 times/30 times)	10%		10%
None	65%		65%
Don't know	2%		2%