



THE CITY OF  
**CALGARY**

# Community Needs and Preferences Study – McKenzie Towne

Prepared by:



NRG Research Group

Mark Laver, Vice-President, Research & Competitive Intelligence

Telephone: 403-209-4113

July 24<sup>th</sup>, 2012

# Table of Contents

<b>EXECUTIVE SUMMARY</b>	<b>1</b>
<b>1. INTRODUCTION</b>	<b>3</b>
1.1 Background and Survey Objectives	3
1.2 Methodology	5
<b>2. SURVEY RESULTS</b>	<b>6</b>
2.1 Community and Household Profile	6
2.2 Recreation and Leisure Participation	9
2.2.1 Household Activity Levels & Barriers to Participation	9
2.2.2 Current Activities	13
2.2.3 Potential Recreation and Leisure Activities	20
2.2.4 Perceptions of Activities Provider	21
2.2.5 Volunteer Activities	23
2.3 The Community as a Place to Live	24
2.3.1 Community Perceptions	24
2.3.2 Community Association (Facilities, Programs, Services)	30
2.3.3 Community Priorities	33
2.4 Communications	36
<b>3.0 Conclusion</b>	<b>39</b>
<b>APPENDIX 1: QUESTIONNAIRE</b>	<b>40</b>

## 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 McKenzie Towne residents in the Spring of 2012.

## Key Findings

The key findings from this research initiative are:

- ✓ The demographics of the McKenzie Towne community indicate a significantly younger community in comparison to other parts of the survey region. Only 54% of the homes surveyed did not have any children under the age of 13, in comparison to 79% of homes in the South Calgary survey region. In addition, there are significantly fewer homes in McKenzie Towne with 3 or more adults present between the ages of 20 and 64.
- ✓ In general, there appears to be significantly more involvement (very and somewhat) in community recreation, social and leisure activities in the survey area (50%) when compared to South Calgary (41%).
- ✓ The main barrier to involvement is that respondents simply indicated that they have no time in McKenzie Towne (28%) as well as in South Calgary (22%). This was followed by too busy (19%), and work commitments (10%). Cost issues do not appear to be a major barrier to involvement in McKenzie Towne.
- ✓ 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 South Calgary findings.

- ✓ Overall, The City of Calgary was identified as being a tertiary provider of recreation and leisure activities by residents of McKenzie Towne. Private Organizations and Community Associations are noted as being the primary providers.
- ✓ One-half (51%) provide a high top box (9 or 10) rating for their likelihood to recommend their community as a place to live, which represents significantly fewer residents compared to findings in South Calgary (59%).
- ✓ Positively, the Community Association has a high level of awareness among residents in McKenzie Towne. Respondents noted three main areas that they would like the Association to focus on. Firstly, more green spaces/parks, secondly, more/larger facilities and lastly, children's programs.
- ✓ Overall, respondents provided relatively low scores for the effectiveness of various mediums in communicating community information. Community newsletters perform the best in McKenzie Towne.

## **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.
- ✓ 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 McKenzie Towne 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 South Calgary study including select communities in the South 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 the McKenzie Towne community. The following report represents the key findings of this research study.

## 1.1 Background and Survey Objectives

This research comprised the McKenzie Towne community in South Calgary. McKenzie Towne was established as a community of Calgary in 2000. This community does not have a community centre, but a town hall, and community association that provides varying levels of services and programs to residents. The town hall is operated by the community and programs and services are offered to residents at the facility, either by the Community Association itself or by organizations that rent the town hall 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 McKenzie Towne community. 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 this community.

## 1.2 Methodology

This survey was conducted by telephone with 252 resident households in the McKenzie Towne community. The table below shows the number of completed interviews in the community, along with the associated margin of error.

**Table 1: Community population statistics**

Characteristics	Survey Respondents (Total n=2,442)		Community Population <sup>1</sup>
<b>Residence in Community</b> McKenzie Towne	<b>n=</b> 252	<b>Margin of Error</b> +-6.12	<b>n=</b> 15,395

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 the Spring of 2012. The analysis of the data included general cross-tabulations and these findings are discussed in the report, where appropriate.

<sup>1</sup>Note: Calgary data gathered from the Calgary Civic Census 2011

## 2. Survey Results

### 2.1 Community and Household Profile

Overall, 18 communities in South Calgary were contacted for this survey and this report focuses specifically on the McKenzie Towne community (see Table 2: Profile of McKenzie Towne).

**Table 2: Profile of McKenzie Towne**

Characteristics	Survey Respondents (Total n=2,442)		Community Population <sup>1</sup>
<b>Residence in Community</b>	<b>In %</b>	<b>In n</b>	<b>In n</b>
McKenzie Towne	2	252	15,395
<b>Total</b>	<b>100</b>	<b>252</b>	<b>15,395</b>

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 McKenzie Towne).

Close to half of all respondents (47%) in the study area have lived in their current community for 6 to 10 years and over one-third (34%) have been in their current community for 5 years or less. Not surprisingly, as McKenzie Towne is a young community, over four-in-five (81%) have lived there for less than 10 years.

The majority of residents surveyed owned their home (97%). Home ownership in the McKenzie Towne community is significantly higher than in South Calgary (93%), and the Calgary population (73%). In addition, only one-in-ten of the survey population (10%) and South Calgarians (11%) identified themselves as part of a visible minority, which is significantly less compared to The City of Calgary (24%).



**Table 3: Demographic Profile of Households in McKenzie Towne**

Characteristics	Survey Respondents (% of Respondents)		Calgary Population <sup>2</sup> (in %)
	McKenzie Towne	South Calgary	
<b>Length of Residence in Community</b>			
5 years or less	34	14	n/a
6 – 10 years	47	20	
11 to 20 years	19	29	
More than 20 years	-	37	
Refused	-	<1	
<b>Total</b>	<b>100</b>	<b>100</b>	
<b>Housing Tenure</b>			
Own	97	93	73
Rent	2	6	27
Refused	<1	-	-
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Visible Minority</b>			
Yes	10	11	24
No	88	87	76
Don't Know	2	2	
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Household Composition</b>			
Couple with children living at home	53	39	n/a
Couple without children living at home	31	39	
Single parent household	4	4	
Living alone	8	11	
Living with roommate(s)	1	1	
Living with extended family	2	4	
Other	<1	1	
Refused	<1	<1	
<b>Total</b>	<b>100</b>	<b>100</b>	
<b>Gender</b>			
Male	48	45	50
Female	52	55	50
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>

Base: McKenzie Towne n=252; South Calgary=2,440; Calgary (2009) n=1,064,455

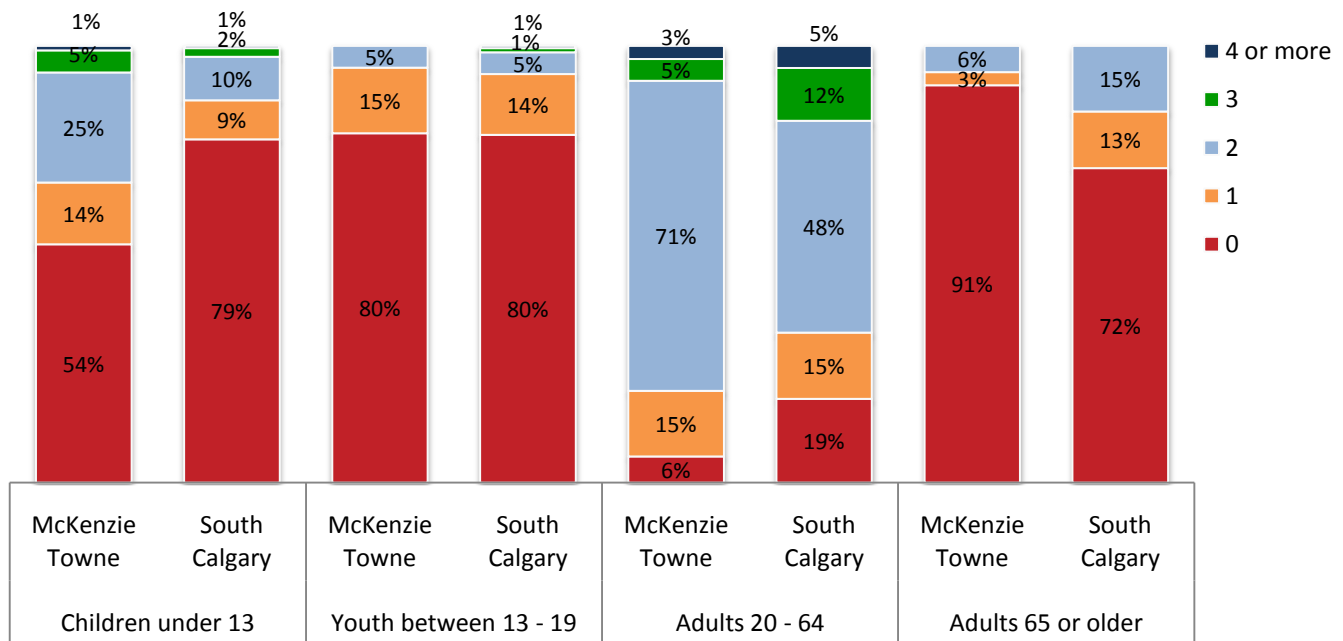
Respondents to the survey were mostly couples with children living at home (53%) and couples without children at home (31%). Clost to one-in-ten residents lives alone (8%). There are very few single person households (4%) and a few that live with extended family (2%). When compared to the South Calgary region, there are significantly more couples with children living at home in the McKenzie Towne

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

community (53% compared to 39%), and significantly fewer couples without children (31% compared to 39%).

As can be seen in Figure 1, over nine-in-ten respondents (91%) to the survey in McKenzie Towne do not have any adults 65 or older living in their household, and four-in-five (80%) don't have youth between the ages of 13 – 19 living at home. Half (54%) of households in the survey area don't have any children under 13. This represents significantly more households than in South Calgary with children under the age of 13. The majority of respondents (94%) have adults age 20 – 64 living in the household, which represents significantly more adults when compared to South Calgary (81%). Less than one-in-ten (8%) of homes in the survey area have 3 or more adults aged 20-64 living in the home, significantly lower than observed in South Calgary.

**Figure 1: Number and age of people in household in McKenzie Towne**



McKenzie Towne n=252; South Calgary n=2,440

## **2.2 Recreation and Leisure Participation**

In the following section residents of McKenzie Towne 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 McKenzie Towne were asked to indicate their level of involvement in community, recreation, social, and leisure activities. Overall, one-half (50%) indicate that they are 'Very involved' (12%) or 'Somewhat involved' (38%). Close to one-half (49%) indicate that they are not involved in community, recreation, social and leisure activities. Residents in McKenzie Towne who stated they were not at all involved live in one- and two-person households (48% and 44% respectively). In addition, couples without children (46%) and residents living alone (48%) also seem to be significantly less likely to be involved in any activities at all. Not surprisingly, couples with children (19%) were significantly more likely to be involved in activities than couples without children (3%). Residents who are very involved are significantly more likely to live in four-person households (21%).

There are no significant differences in the levels of involvement regarding residents who consider themselves a visible minority and those who do not.

**Figure 2: Perceived Household Activity Levels in McKenzie Towne2**

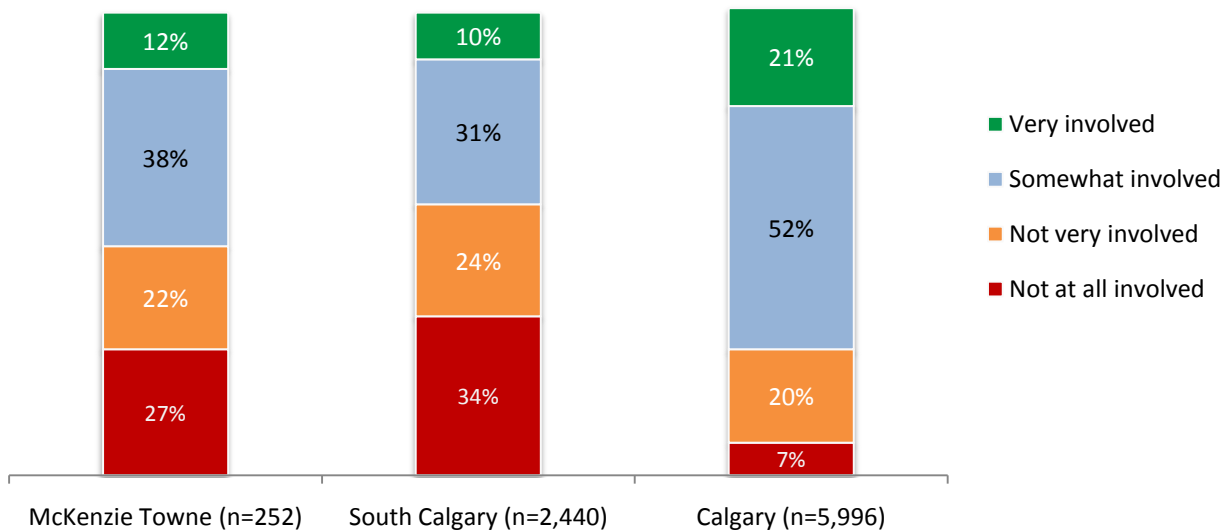


Figure 2 shows the level of involvement of McKenzie Towne household members in community, social, recreation, and leisure activities as compared with South Calgary and Calgary levels.

The levels of involvement (very and somewhat) of residents in McKenzie Towne are significantly higher when compared to South Calgary (50% compared to 41%). Also, when compared to Calgary, there is a significantly lower level of involvement in the survey area and South Calgary (50% and 41% compared to 73%). There are significantly fewer residents in McKenzie Towne (27%) who are 'Not at all involved' in any activities when compared to South Calgary (34%). However, there are significantly fewer Calgarians that are 'Not at all involved' (7%) than residents in the survey area and South Calgary.

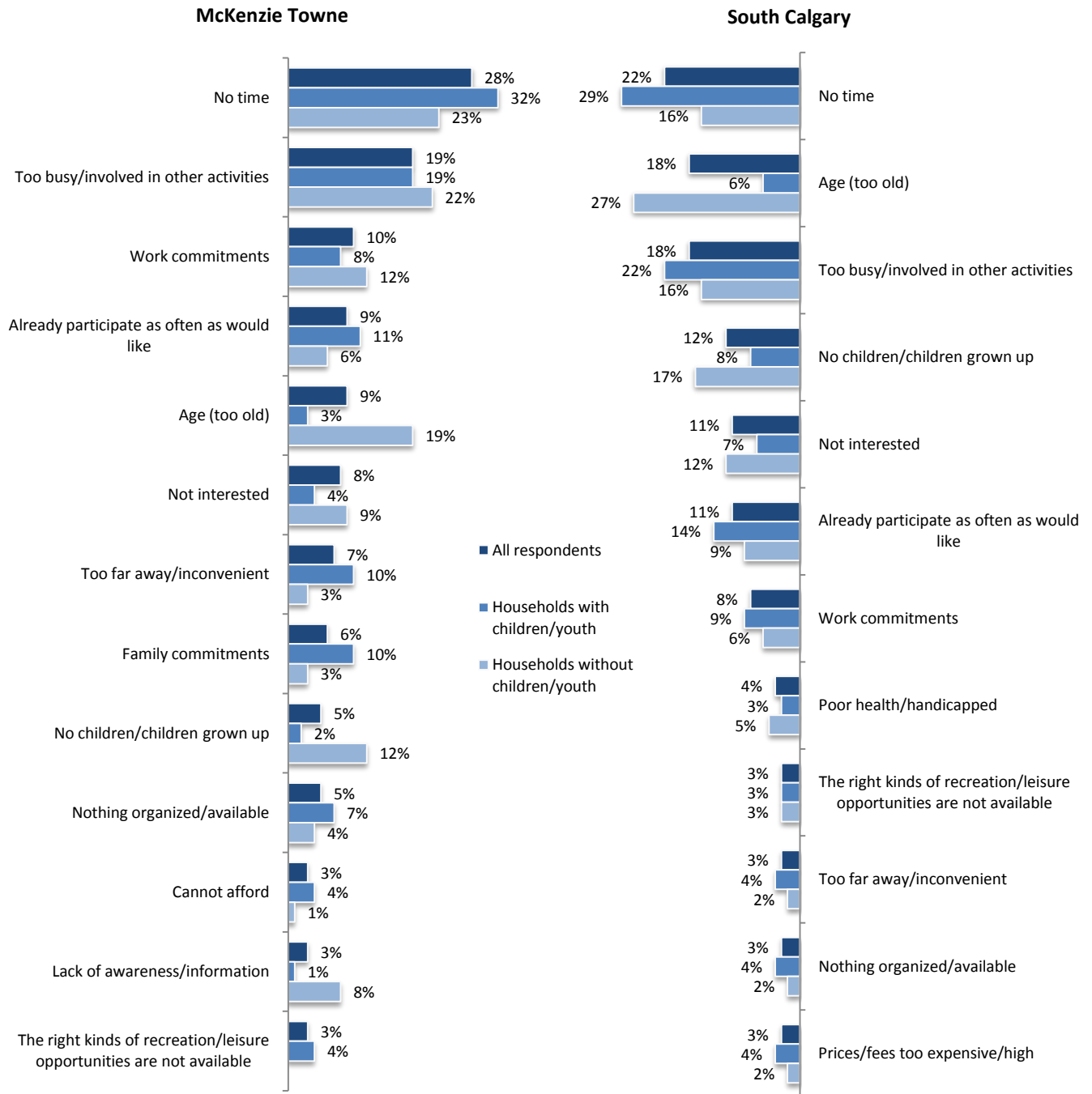
Figure 3 shows the leading barriers to participation in the surveyed communities. When asked why family members did not participate in the Community, Social, Recreation and Leisure activities the most frequent response is that they have no time (28%). Not surprisingly, 4 or more person households (35%) and households with children/youth (32%) were more likely to mention this barrier as did those living with roommates (100%). 'No time' was also the main barrier for South Calgarians (22%). Other frequently mentioned barriers to participation include 'too busy/involved in other activities' (19%),

‘work commitments’ (10%), and ‘already participate as often as would like’ (9%). Age (too old) and being ‘too busy’ (18% each) could be found as barriers in South Calgary.

Residents who are new to McKenzie Towne (0 and 5 years) (27%) are significantly more likely to be ‘too busy’ and ‘involved in other activities’. One-in-ten (9%) indicate that they are ‘too old to be participating’. These people live primarily in 2-person households (18%), are couples without children (19%) and have lived in their community between 6 and 10 years (14%).

One in twenty in McKenzie Towne (5% - 2% mention ‘Prices/fees too expensive/high’ and 3% ‘Cannot afford’) are excluded from participating due to financial constraints. This represents similar findings as in South Calgary (5% - 3% mentioned ‘Prices/fees too expensive/high’ and 2% ‘Cannot afford’).

**Figure 3: Perceived Barriers to Community, Social, Recreation, and Leisure Activities in McKenzie Towne**



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

All respondents n=252  
Households with children/youth n=133  
Households without children/youth = 78

All respondents n=2,440  
Households with children/youth n=952  
Households without children/youth = 955

### **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), the gym (working out) and swimming for pleasure ranked first (12% each), followed by outdoor soccer (9%), swimming lessons (8%), and ice hockey (7%). Socializing, cycling, and walking (6% each) was also mentioned in the Top 10 activities. The top three activities in South Calgary are swimming for pleasure (12%), gym (working out) (11%), and walking (9%).

When it came to different age groups, the interest in the types of current activities appeared to vary in McKenzie Towne as well as in South Calgary. Children under the age of 13 in McKenzie Towne and South Calgary take swimming lessons (18%) each and youth between 13 and 19 mainly play ice hockey in the survey area (14%), whereas they go swimming for pleasure in South Calgary (15%). Adults between 20 and 64 years of age like to work out in a gym in McKenzie Towne (15%) and South Calgary (13%). Seniors aged 65 and older mention going to church as to activity in the survey area (19%), where as in South Calgary walking was the most frequently mentioned activity (16%).

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

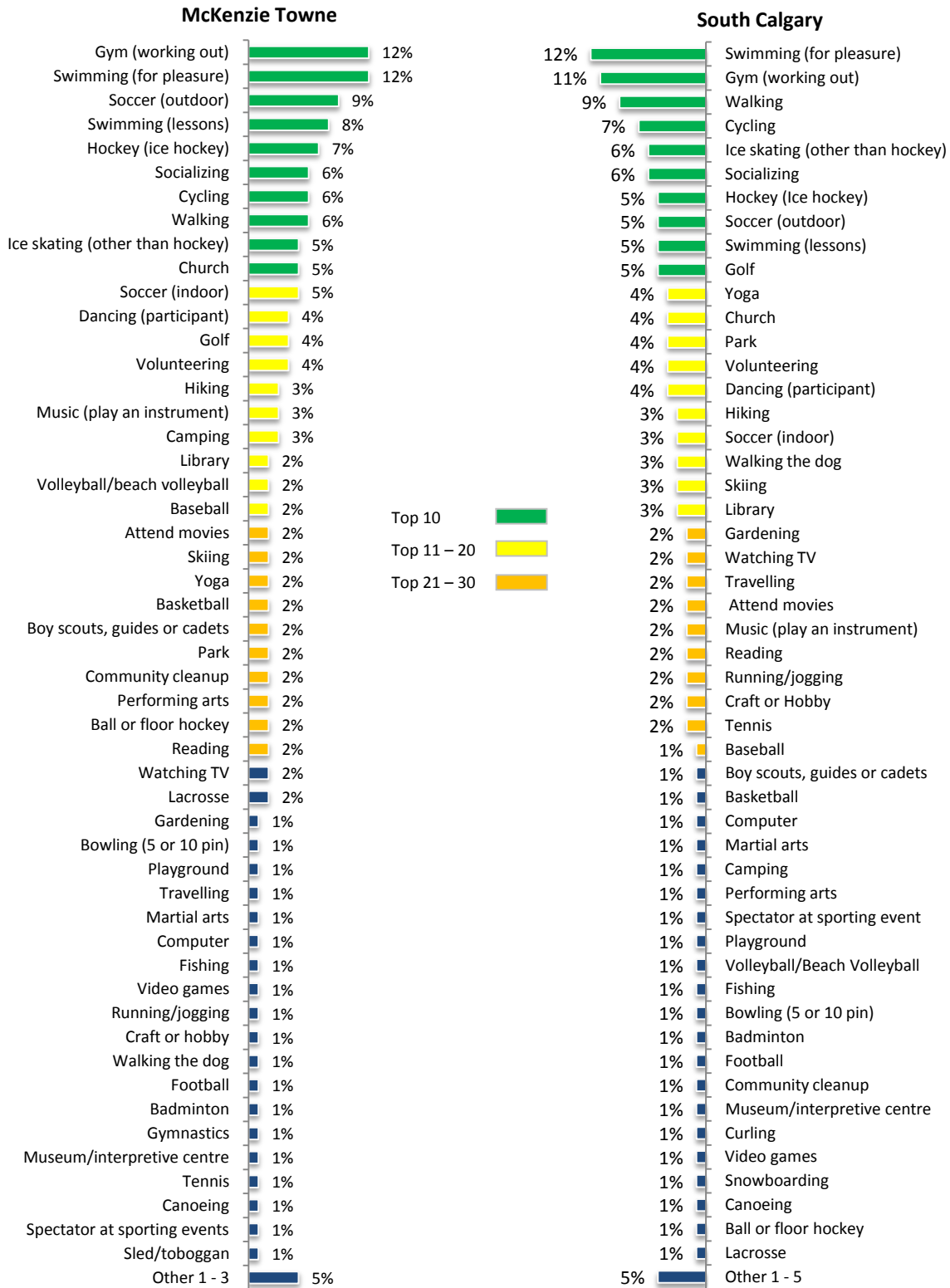
- ✓ Similarly to South Calgary, children under 13 (see Figure 5) in McKenzie Towne appear to be more involved in sports (swimming, soccer, ice skating), basic life skill development (swimming lessons; boy scouts, guides, or cadets), social activities (socializing), and creative activities (music (play an instrument), performing arts). Families with children under 13 therefore likely tend to look mainly for more organized and structured activities.
- ✓ Again, there are similarities between youth between 13 and 19 in McKenzie Lake and South Calgary (see Figure 6). Youth in both tend to be more interested in sports and exercise (ice

hockey, basketball, soccer, swimming, working out in a gym, ice skating), creative activities (music (play an instrument), and social activities (going to church, volunteering, dancing as participant). This means there is a need for both, structured and unstructured activities.

- ✓ Adults between 20 and 64 (see Figure 7) in McKenzie Towne and South Calgary are less likely to be involved in sports, but in exercise activities (working out in a gym, swimming, cycling, walking, golf). They also seem to enjoy social (socializing, volunteering) and passive activities (going to the library, attend movies).
- ✓ Seniors aged 65 or older (see Figure 8) seem also less likely to be involved in sports in McKenzie Lake and South Calgary. Instead, they appear to enjoy exercise (working out in a gym, walking, gardening, golf) and social activities (going to church, socializing). The emphasis here seems to be on physical and mental health and well-being.



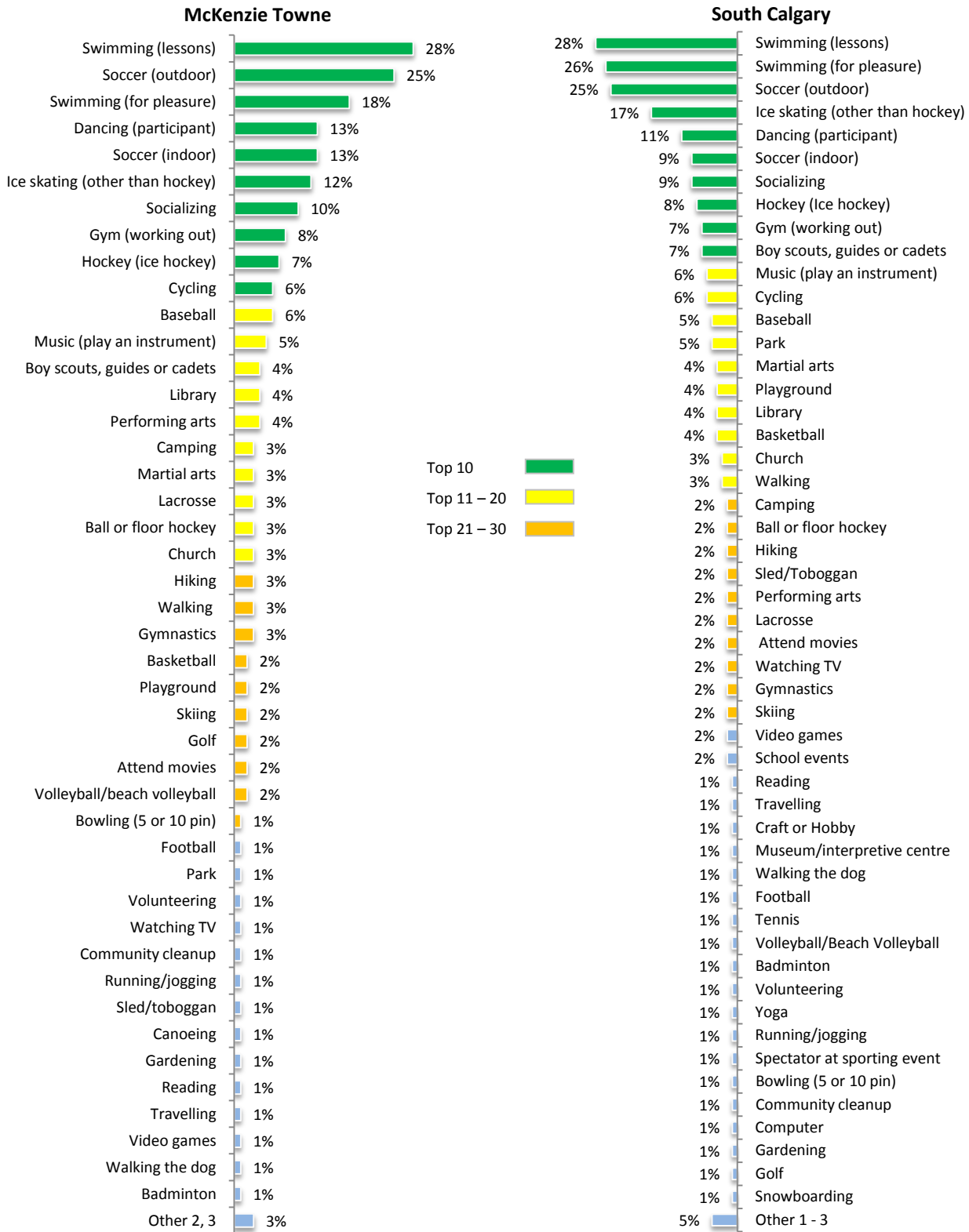
Figure 4: Top Recreation and Leisure Activities in McKenzie Towne



Only responses 1% and above are shown.  
No. of people in household n=772

Only responses 1% and above are shown.  
No. of people in household n=6,726

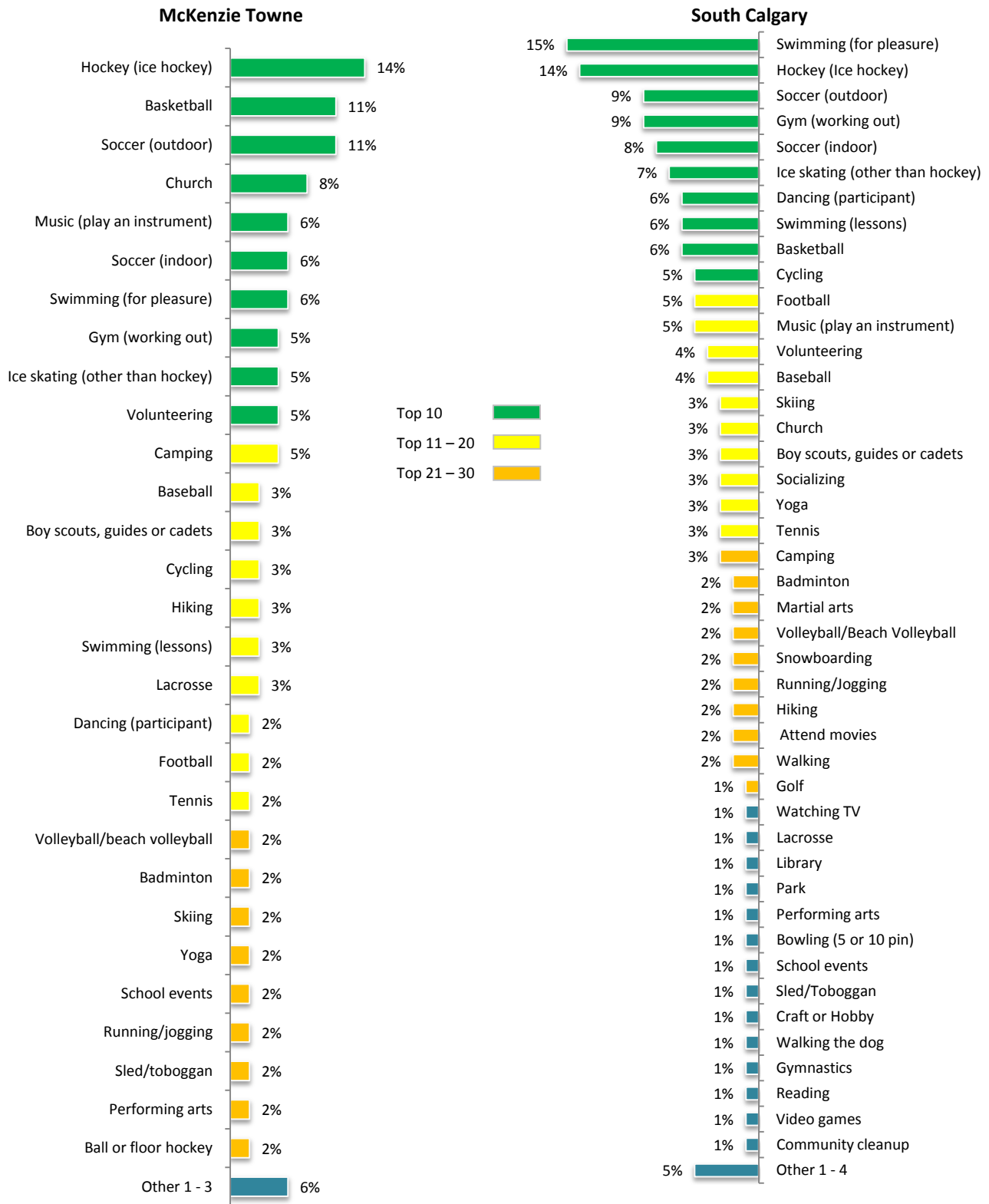
Figure 5: Top Recreation and Leisure Activities for Children under 13 in McKenzie Towne



Only responses 1% and above are shown.  
No. of people in household n=212

Only responses 1% and above are shown.  
No. of people in household n=875

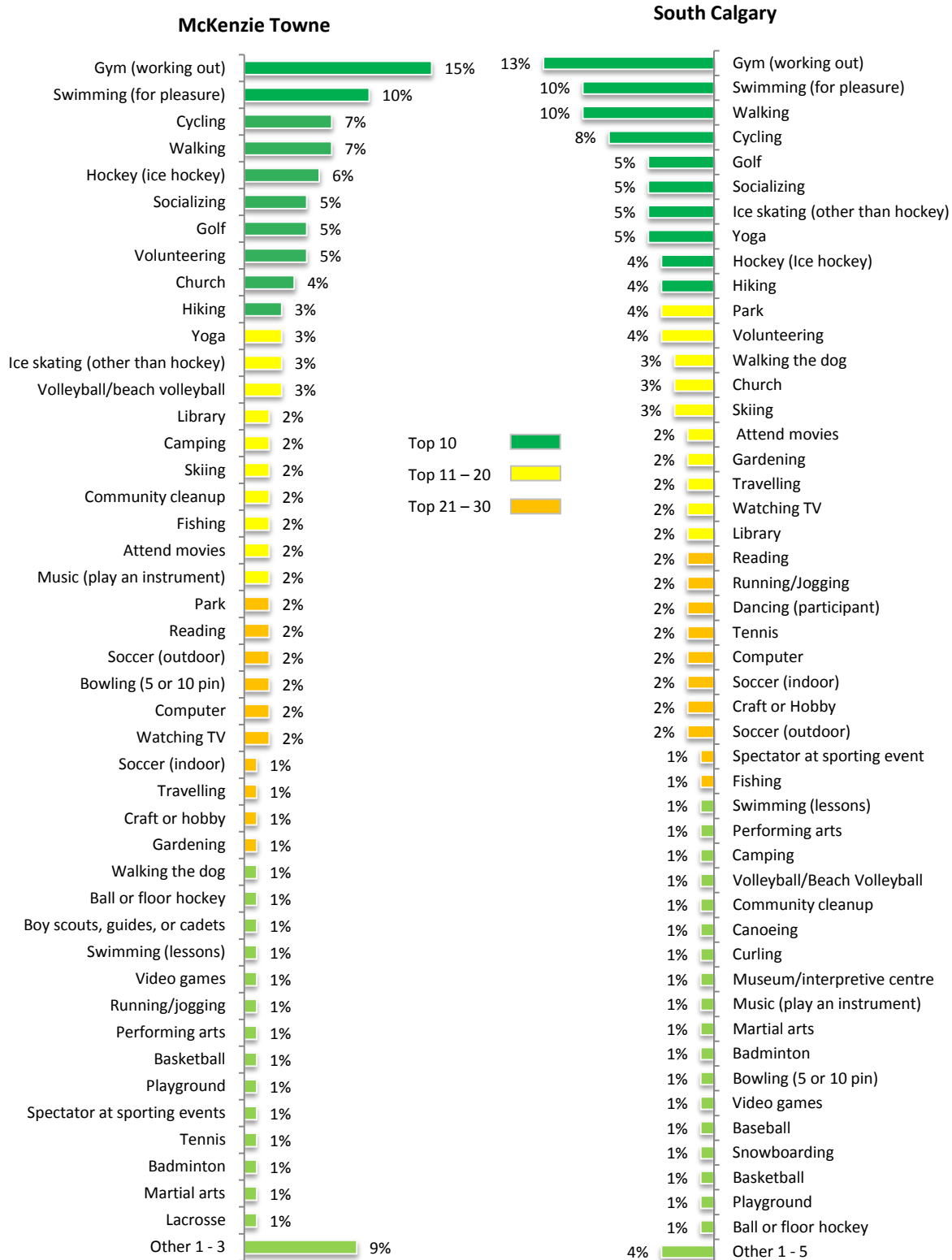
**Figure 6: Top Recreation and Leisure Activities for Youth between 13 and 19 in McKenzie Towne**



Only responses 1% and above are shown.  
No. of people in household n=64

Only responses 1% and above are shown.  
No. of people in household n=655

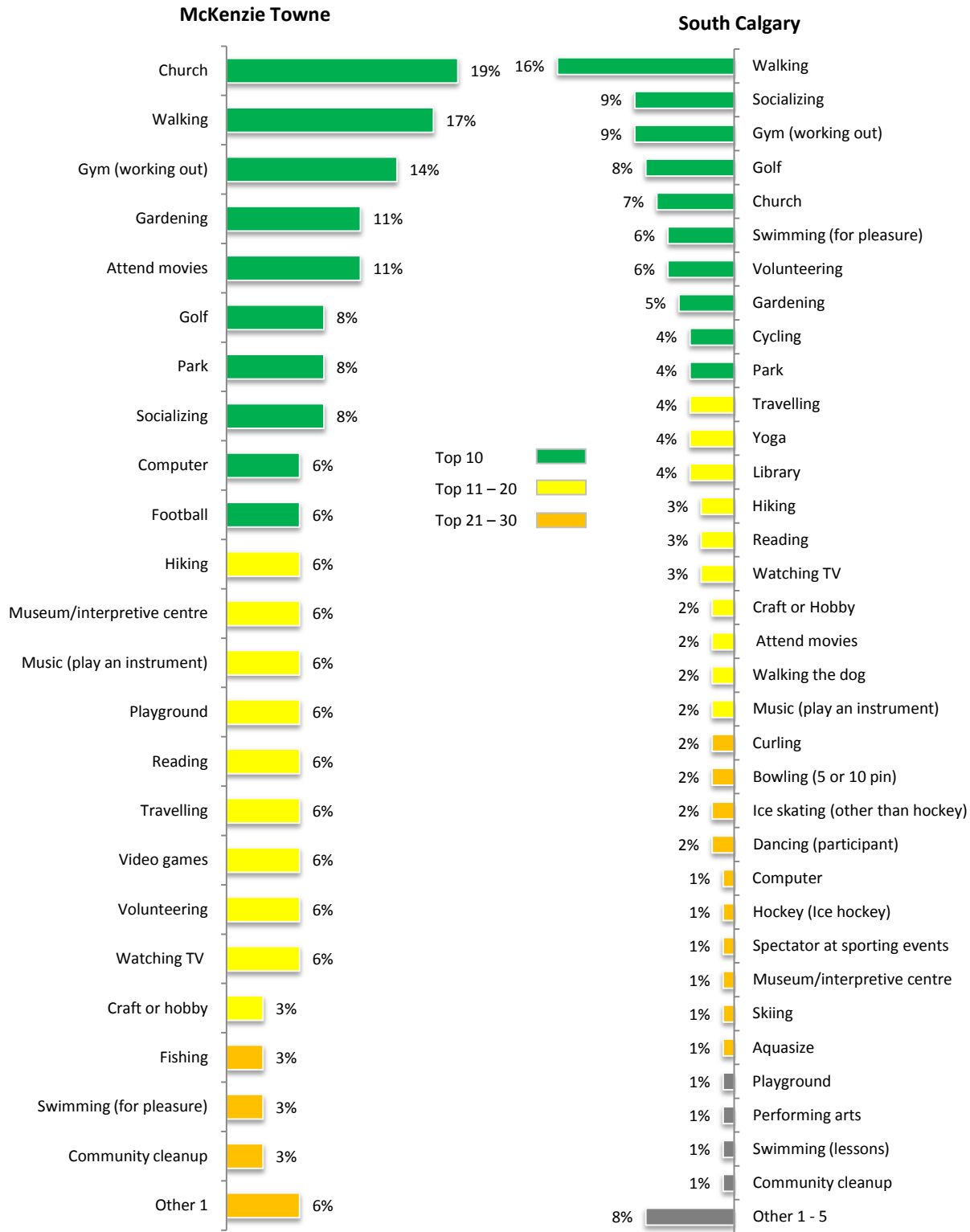
Figure 7: Top Recreation and Leisure Activities for Adults between 20 and 64 in McKenzie Towne



Only responses 1% and above are shown.  
No. of people in household n=460

Only responses 1% and above are shown.  
No. of people in household n=4,153

**Figure 8: Top Recreation and Leisure Activities for Adults 65 or older in McKenzie Towne**



Only responses 1% and above are shown.  
No. of people in household n=36

Only responses 1% and above are shown.  
No. of people in household n=1,034

### 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 McKenzie Towne**

Activity Categories	Total % of Category Survey Respondents		Activities	% of Survey Respondents	
	McKenzie Towne	South Calgary		McKenzie Towne	South Calgary
Exercise oriented	59	36	Swimming (for pleasure)	13	5
			Gym (working out)	7	4
			Swimming (lessons)	6	2
			Ice skating (other than hockey)	6	2
			Yoga	4	4
			Golf	4	2
			Dancing (participant)	3	2
			Tennis	2	1
			Skiing	2	1
			Cycling	2	3
			Fitness/exercise (general)	2	2
			Racquet sports (badminton/racquetball/squash)	2	1
			Martial arts	2	2
			Walking	1	3
			Aquasize	1	1
			Hiking	1	1
			Playground	1	<1
Team sports	22	10	Soccer (outdoor)	7	3
			Hockey (ice hockey)	5	2
			Soccer (indoor)	3	1
			Basketball	2	1
			Baseball	2	1
			Football	1	<1
			Softball or slo-pitch	1	<1
			Curling	1	1
Passive/social	7	4	Community events	3	2
			Volunteering	2	1
			Attend movies	1	<1
			Spectator at sporting events	1	<1
Creative/cultural	3	2	Gardening	2	1
			Craft or hobby	1	1
Learning activities	3	3	Library	1	1
			Music (play an instrument)	1	1
			Education/take classes	1	1
Other	14	5	Other	14	5

Base: McKenzie Towne n=252; South Calgary=2,440 (multiple mention)(only responses 1% and above are shown)

In large part, respondents in the study area and South Calgary want to be more involved in exercise oriented activities (59% and 36%). Swimming for pleasure is the activity most residents in McKenzie

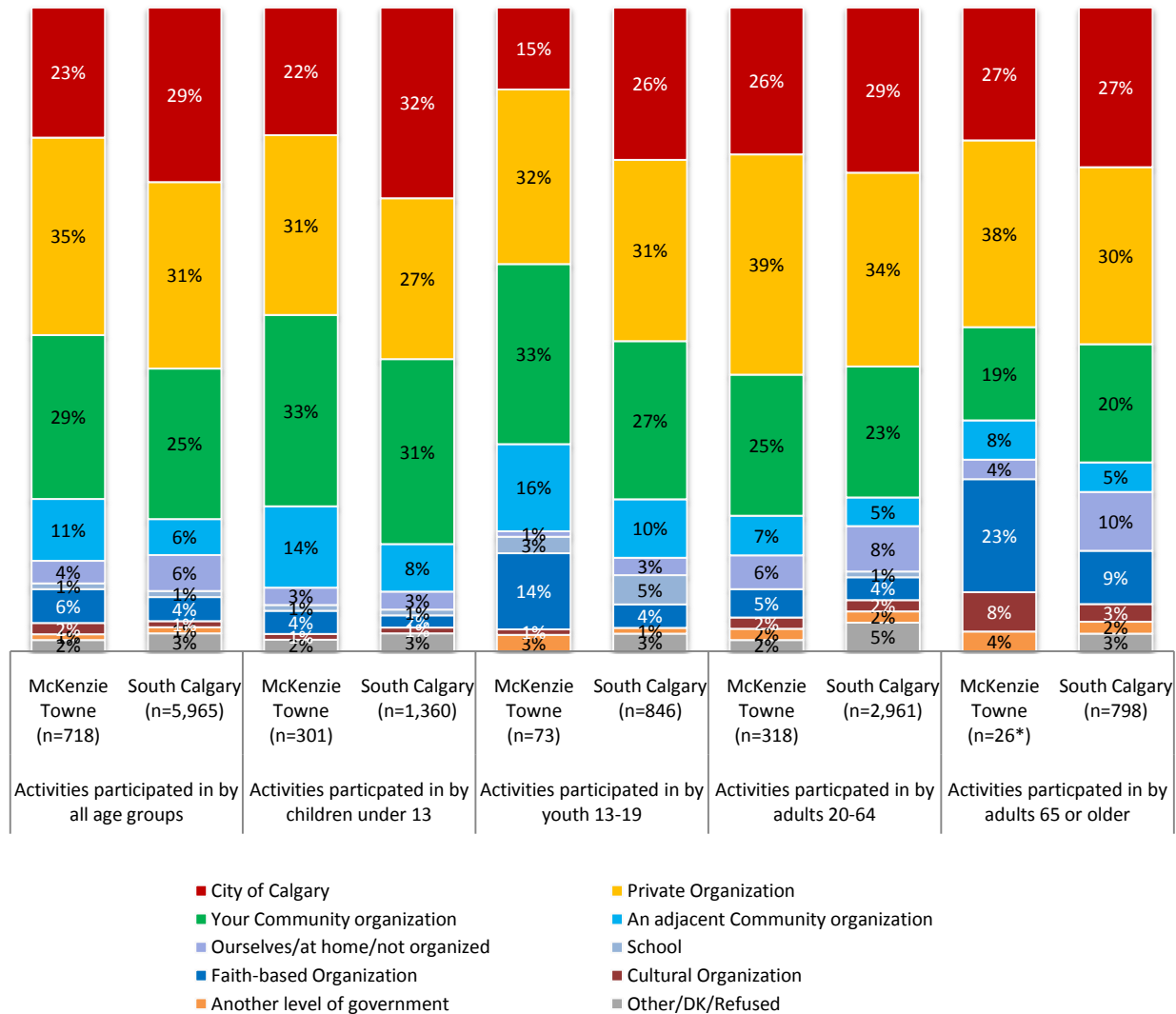
Towne (13%) and South Calgary (5%) would like start doing. There is also interest in team sports in the study area (22%) and South Calgary (10%) with outdoor soccer topping the list for McKenzie Towne (7%) and South Calgary (3%). With regards to passive/social activities, some residents in the study area (7%) and in South Calgary (4%) are interested, with the main activity being community events in McKenzie Towne (3%) and South Calgary (2%). Close to one-half could not provide a community, social or recreation activity that they wished to be doing more of (45% in the survey area and 62% in South Calgary, who each indicated 'Nothing', 'Don't know', and 'Refused').

#### **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).

A 'Private Organization' was identified as being the main provider of recreation and leisure activities by over one-third in McKenzie Towne (35%), and close to one-third in South Calgary (31%). This was followed in the survey area by 'Your Community Organization' (29%) and 'The City of Calgary' (23%). As providers of recreation and leisure activities, private organizations and community associations accounted for almost two-third of all responses in the study area (64%) and significantly less in South Calgary (56%). As can be seen in Figure 9, people tend to participate in more passive and social activities as they age, because respondents bring up 'Faith-based organizations' as primary provider of activities (as evidenced in Figure 8).

**Figure 9: Perceived Provider of Recreation and Leisure Activities**



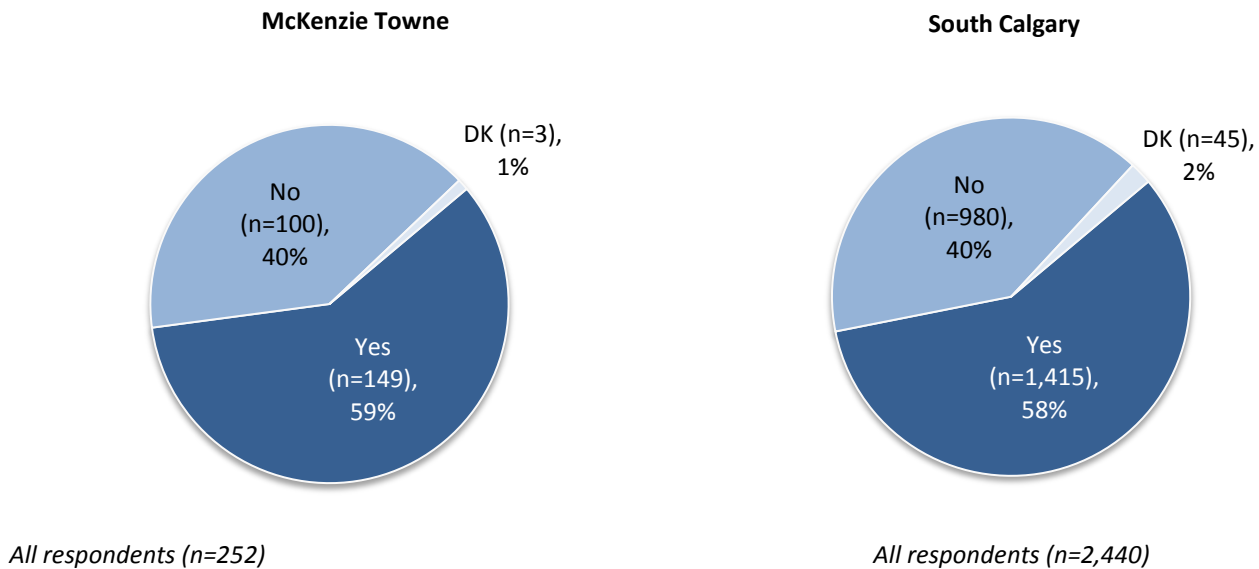
(\* Caution = small base size)

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, three-fifths (59%) consider spending time online as a leisure activity in McKenzie Towne, which is similar to findings in South Calgary (58%). 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 allows them to play games and watch various types of media.



In McKenzie Towne, spending time on the Internet as a leisure activity is significantly higher for respondents who don't consider themselves a visible minority (62%) than those who do (40%).

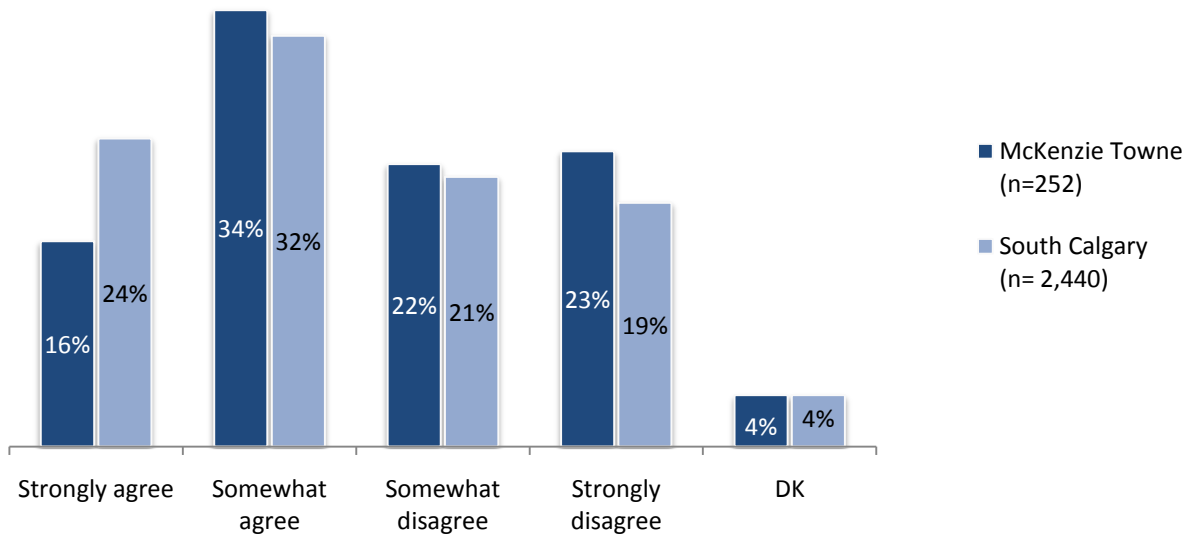
**Figure 10: Spending time on the Internet as a leisure activity in McKenzie Towne**



### 2.2.5 Volunteer Activities

To find out more about volunteering in McKenzie Towne, residents were to indicate their level of agreement with the statement 'You help out in your neighbourhood by volunteering'. The majority agreed to be volunteering in the neighbourhood (50% - 16% 'Strongly agree' and 34% 'Somewhat agree'). This represents a similar level of volunteer activity to the one observed in South Calgary (56%).

**Figure 11: Volunteerism in McKenzie Towne**



## 2.3 The Community as a Place to Live

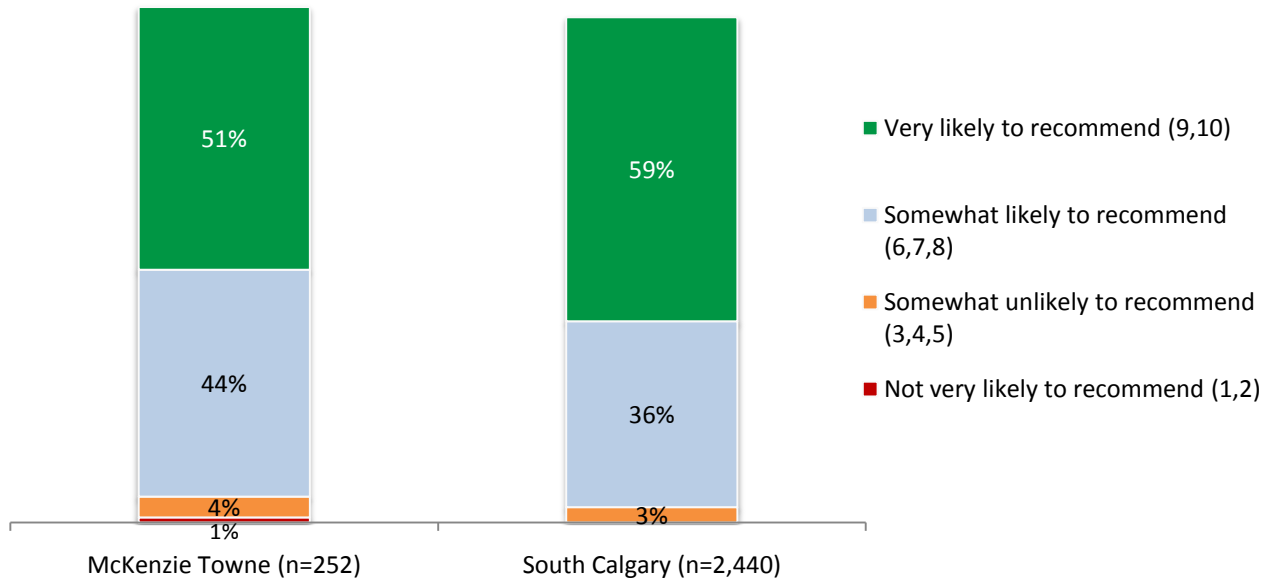
Respondents were then asked to provide their opinion about the specific community that they lived in. To begin, residents were asked to provide an overall likelihood to recommend their community as a place to live. Additionally, respondents were asked to provide ratings on specific attributes about their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

### 2.3.1 Community Perceptions

More than half (51%) provided a high (9, 10) rating for their community as a place to live, which is significantly lower when compared to South Calgary (59%).

Residents from 3-person households (44%), couples with (32%) and without children (33%), and those who have lived in the community for 11 to 20 years (41%) are significantly more likely to provide a 10 out of 10 rating when recommending McKenzie Towne as a place to live. There are no significant differences in the findings when looking at residents who consider themselves to be a visible minority and survey participants who don't consider themselves a visible minority.

**Figure 12: Likelihood of recommending <McKenzie Towne> as a place to live**

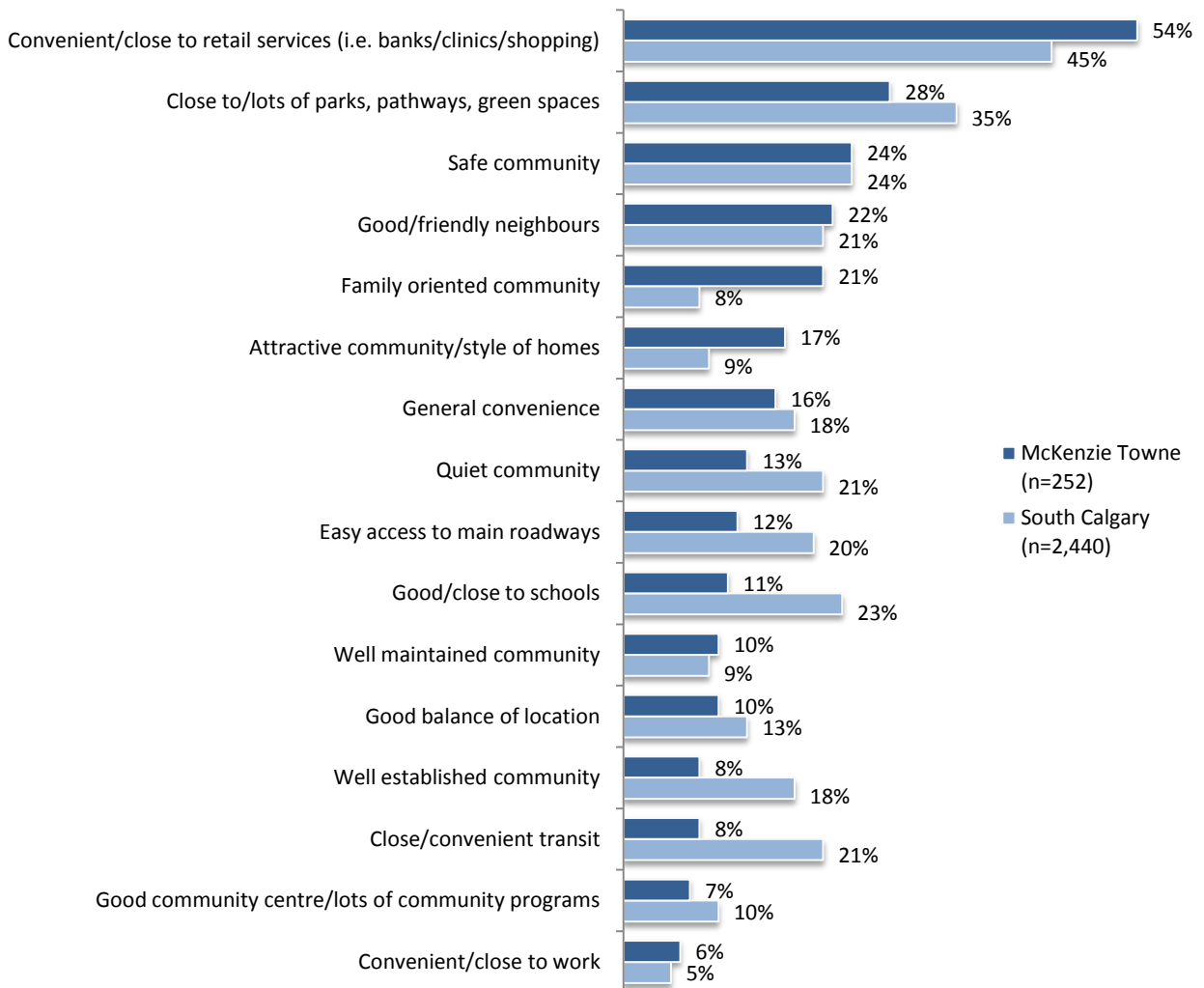


Respondents were then asked why their community is a good place to live (Figure 13). While respondents provided a wide range of responses, convenience to retail services, being close to green spaces and safety are by far the main reasons in McKenzie Towne and South Calgary why people indicate that their community is a good place to live. More than half (54%) state that their community is a good place to live because it is convenient/close to retail services (e.g. banks, clinics, shopping). In addition, close to three-in-ten indicate that they live close to/lots of parks, pathways, and green spaces (28%) and almost one-quarter mention that their community is safe (24%).

Residents who don't consider themselves a visible minority (56%) are significantly more likely to indicate the convenience and closeness to retail services associated with living in their community, compared to those who are considering themselves a visible minority (36%). When it comes to being close to parks, pathways, and green spaces, renters (83%) are especially fond of this aspect of McKenzie Towne when compared to home owners (27%).

Three-person households (31%) and long-time residents (6 to 11 years) (37%) mainly appreciate their friendly neighbours and that McKenzie Towne is a family oriented community is mainly mentioned by three-and four or more person households (31% and 26% respectively), couples with children (26%), and female survey respondents (27%).

**Figure 13: Reasons why <McKenzie Towne> 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). A larger number of respondents were agreed with the specific

statements in McKenzie Towne than in South Calgary. In general, over three-quarters of respondents in McKenzie Towne agreed with almost all of the perception attributes of their community. In particular, about three-quarter strongly agreed that:

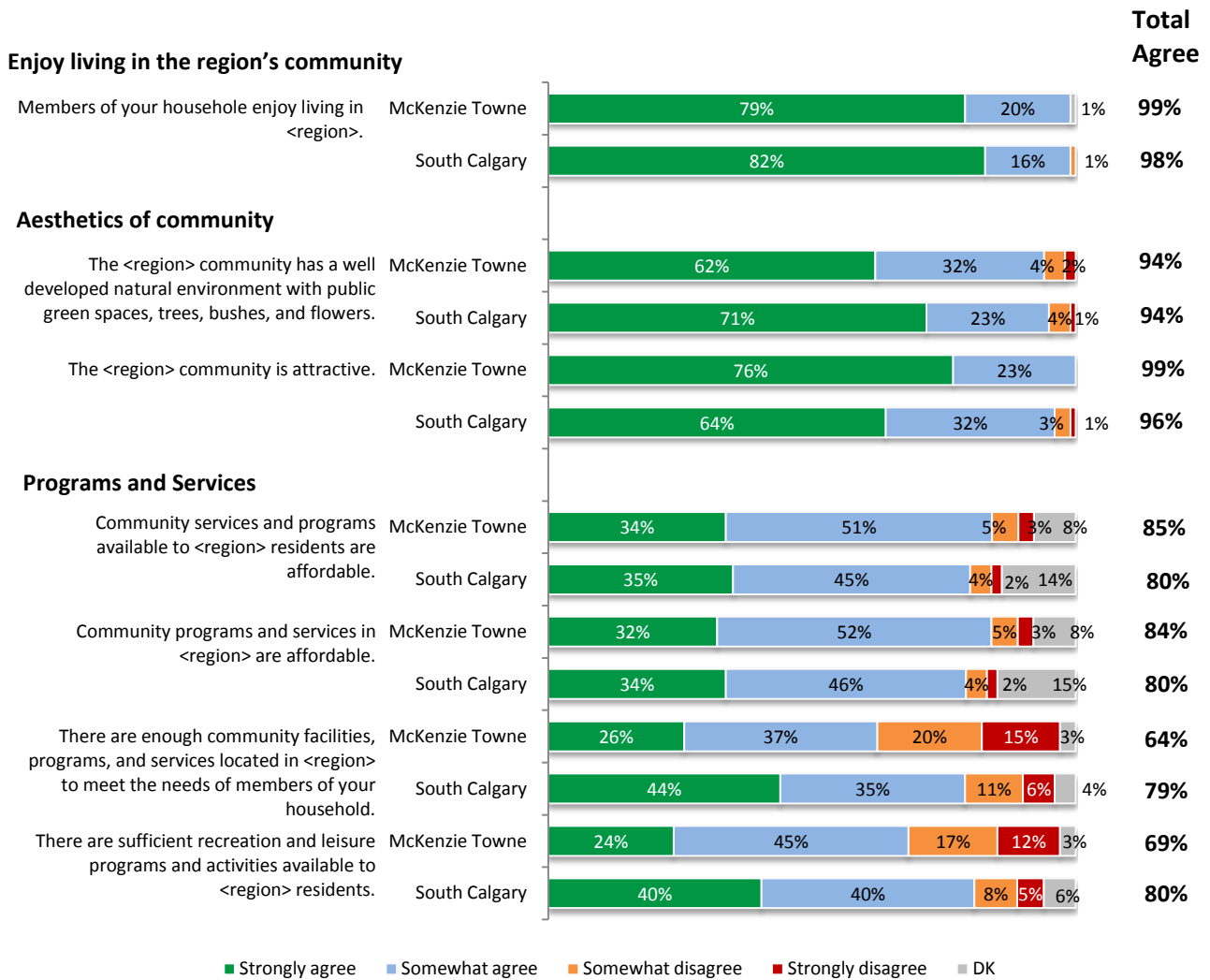
- Members of your household enjoy living in the community (79% in the survey area and South Calgary).
- The community is attractive (76% compared to 64% in South Calgary).
- The region is a safe place to live (77% compared to 71% in South Calgary).

More than three-in-five respondents strongly agree that they know their neighbours well enough to ask for favours (62%), however, less than one-half (47%) strongly agree that there is a sense of community in McKenzie Towne. Residents appear to only know their immediate neighbours.

There appears to be some lack of knowledge regarding the affordability of community services and programs in McKenzie Towne, as one-in-ten residents (8%) do not know if community programs and services are affordable. This could also be observed in South Calgary, where similar numbers of residents (15%) stated they don't know if programs and services are affordable.

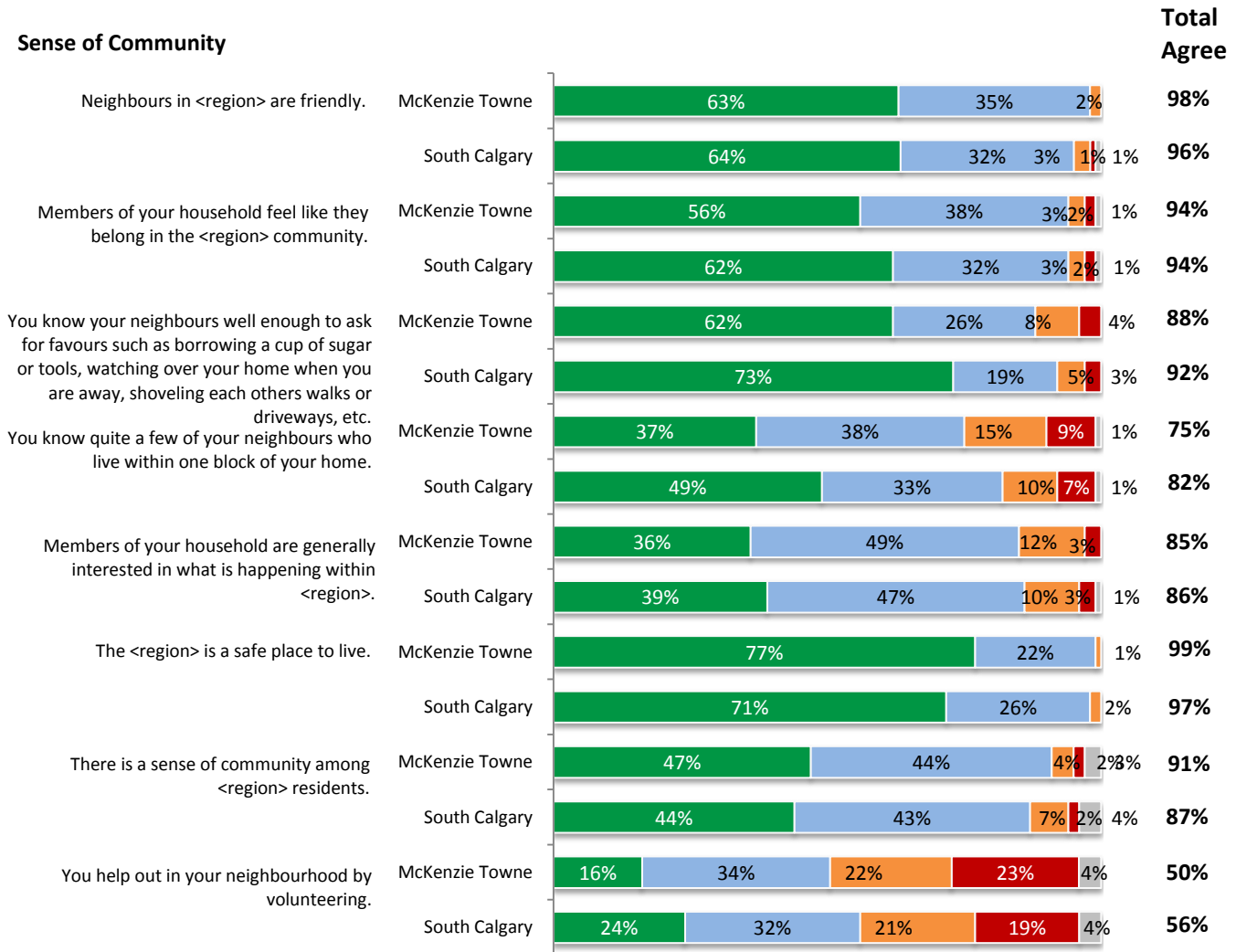
Finally, residents also appear to be feel that there are not enough facilities and programs offered – only 24% agreed strongly that there are sufficient recreation and leisure programs and activities available to residents (compared to 40% in South Calgary) and only 26% strongly agreed that there are enough community facilities, programs, and services located in McKenzie Towne to meet the needs of members of your household (compared to 44% in South Calgary).

Figure 14: McKenzie Lake Community Perceptions (1)



Base sizes: McKenzie Towne n=252; South Calgary n=2,440

Figure 15: McKenzie Towne Community Perceptions (2)

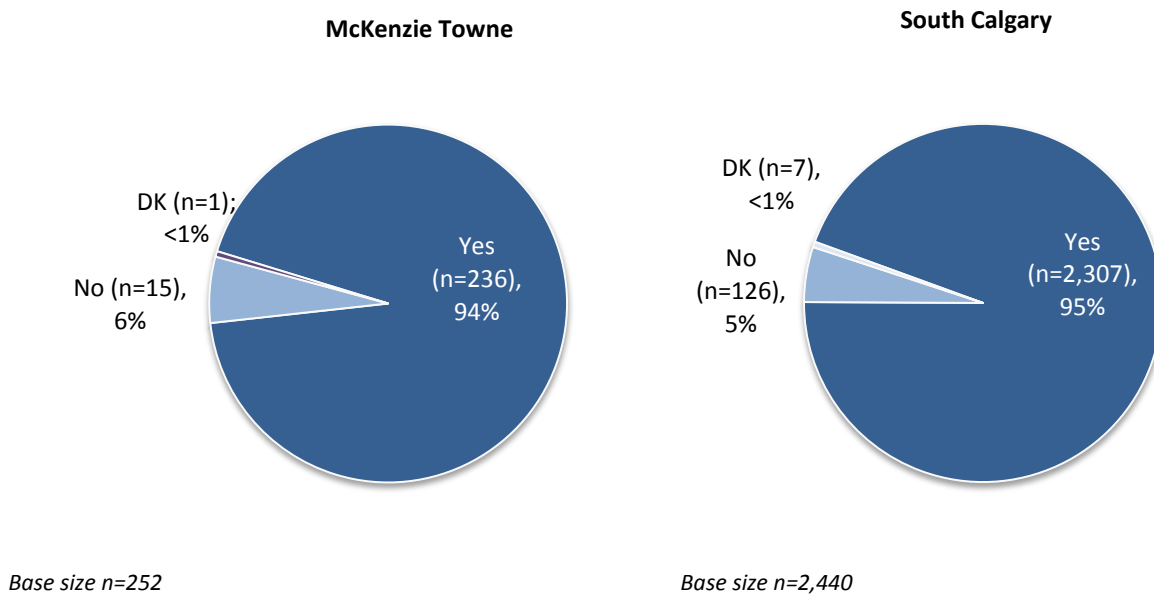


Base sizes: McKenzie Towne n=252; South Calgary n=2,440

### 2.3.2 Community Association (Facilities, Programs, Services)

Respondents were then asked if they were aware of the local Community Association. As can be seen in Figure 17, almost all respondents in McKenzie Towne (94%) indicated that they were aware of the Community Association. There is a similar level of awareness of the Community Association in South Calgary (95%). Renters, single parents, residents living with roommates (100% each), and female survey participants (98% compared to 89% for male residents) are significantly more likely to be aware of the McKenzie Towne Community Association.

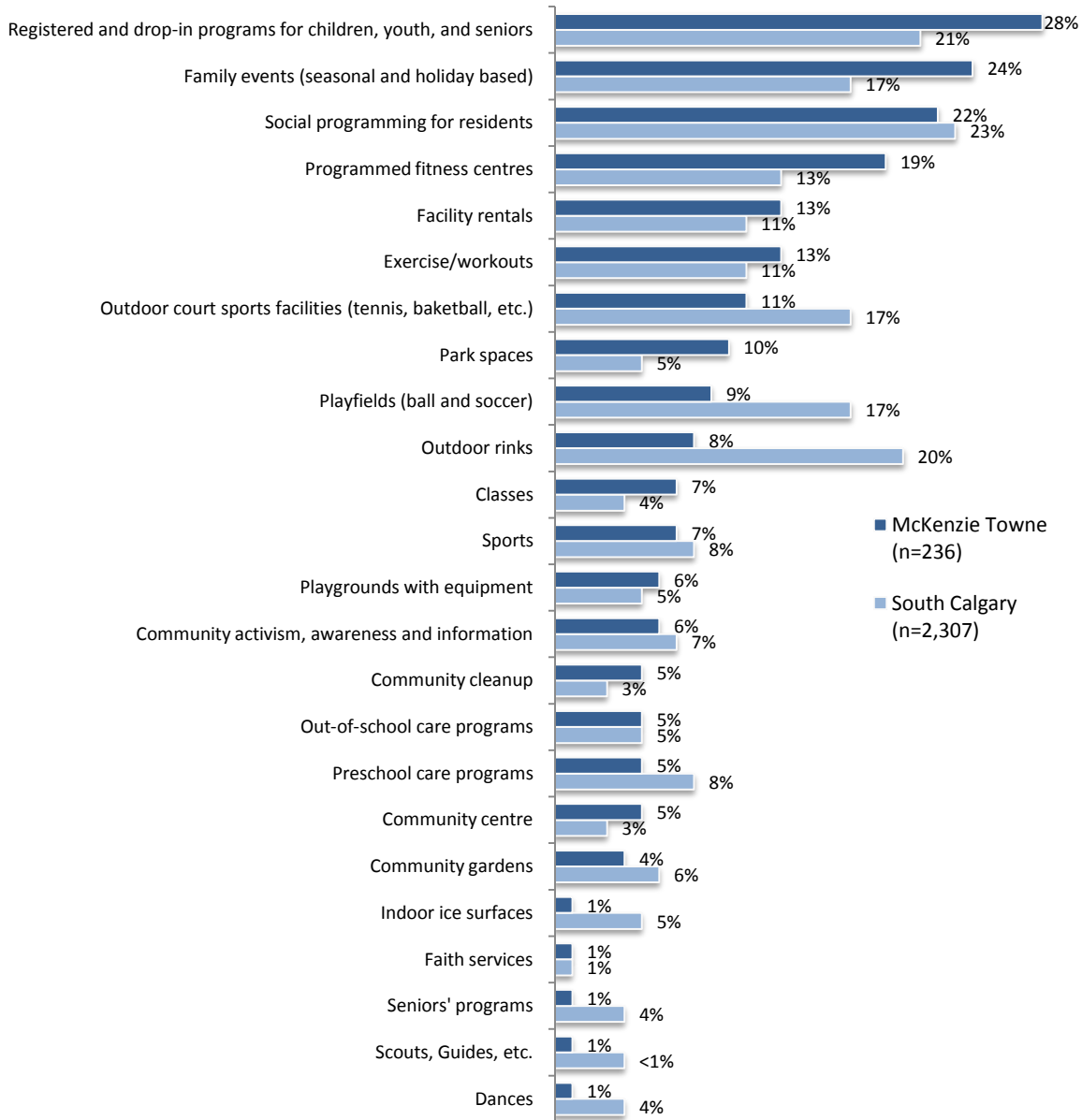
**Figure 17: Awareness of the McKenzie Towne Community Association**



Among those aware of the Community Association, they were asked to recall the amenities, programs and services offered by the Association. The most frequently recalled programs are registered drop-in programs for children, youth, and seniors (28%), family events (seasonal and holiday based) (24%), and social programming for residents (22%). Social programming for residents is top of the list when asking South Calgarians (23%). However, over one-in-five (20%) provided a 'None/can't name any' or 'Don't know/refused' response for the amenities, programs and services offered by their Community Association, which is similar to South Calgary findings (23%).



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



Only responses 1% and above are shown.

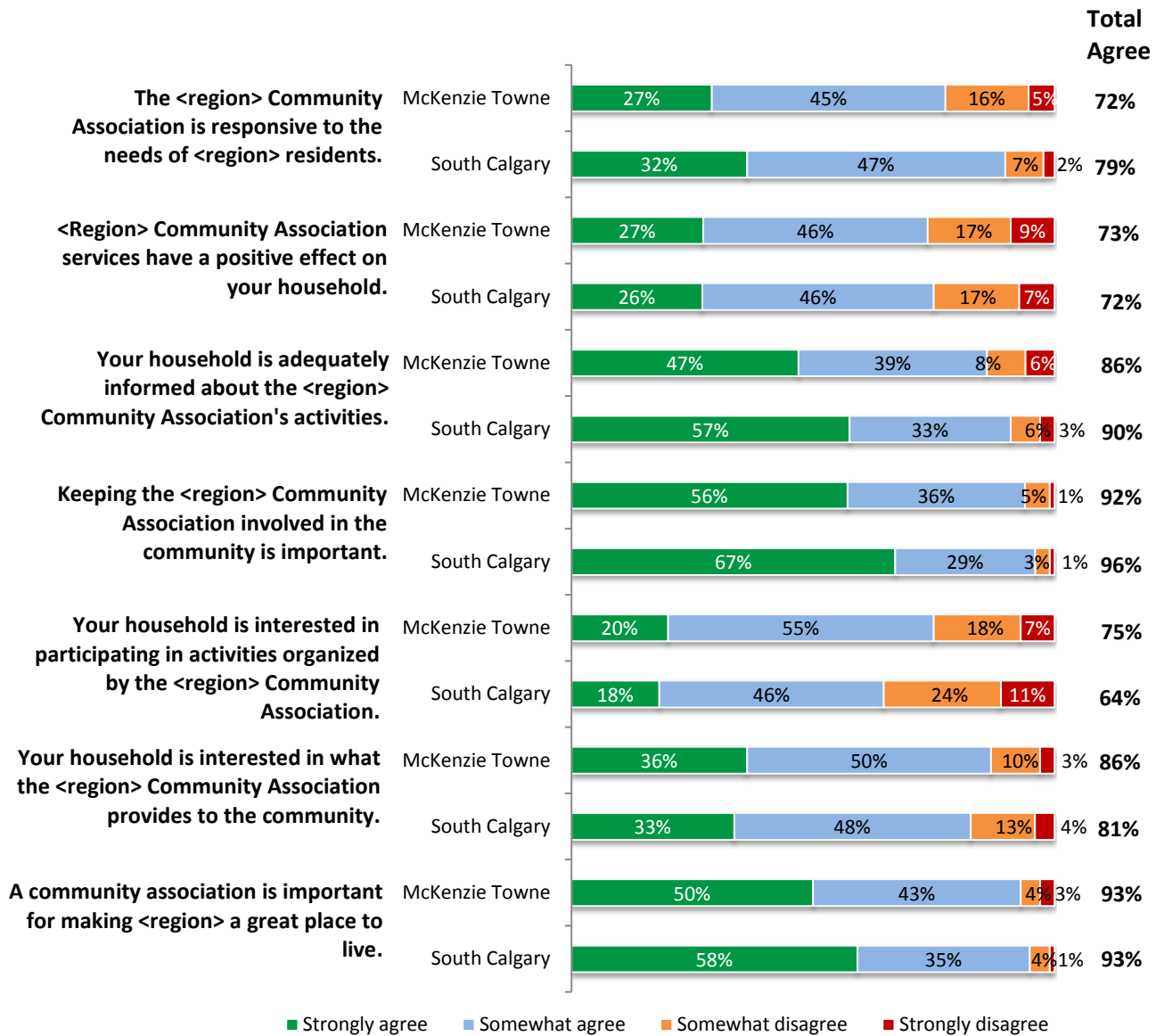
Respondents were then asked about their perceptions of the Community Association (Figure 19). Overall, respondents in McKenzie Towne strongly and somewhat agreed with all of the statements about the Community Association at similar and higher levels found in South Calgary.

Respondents in McKenzie Towne agreed (strongly and somewhat) most with the attributes of 'Keeping the Community Association involved in the community is important' (92% - 96% in South Calgary), and 'A Community Association is important for making the community a great place to live' (93% each in the study area and South Calgary). Regarding the first statement, single parents and those living with roommates mostly and strongly agree with it. When considering the statement that a community association is important for making the community a great place to live, renters and residents living with roommates are significantly more likely to strongly and somewhat agree.

One-person households (57%) are significantly more likely to strongly agree that they are adequately informed about the Community Association's activities than households with more than one person.

Respondents in the survey area and South Calgary were most likely to strongly and somewhat disagree that their household is interested in participating in the activities organized by the Community Association (25% and 35% in South Calgary). In McKenzie Towne, two-person households are significantly more likely to strongly and somewhat disagree with this statement (41%), as are couples without children (41%).

Figure 19: Community Association Perceptions



Base sizes: McKenzie Towne n=236; South Calgary n=2,307

### 2.3.3 Community Priorities

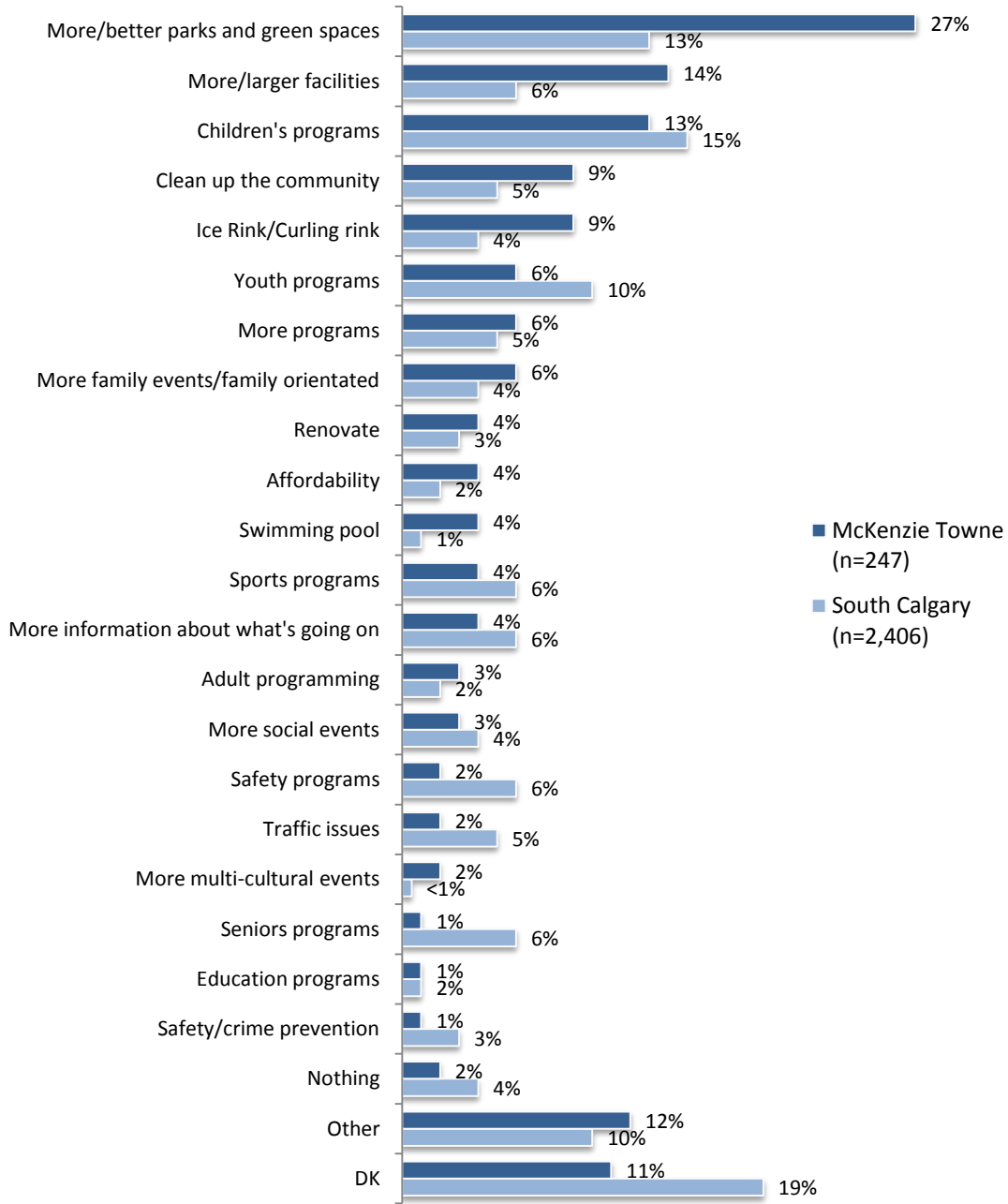
Respondents were asked about what they believed should be the top two priorities of the Community Association. More than one-quarter in McKenzie Towne (27%) and about one-in-ten in South Calgary (13%) mentioned 'More/better parks and green spaces', followed by 'More/larger facilities' in the survey area (14%). Additionally, McKenzie Towne survey participants indicated they would like to see more children's programs (13% and 15% in South Calgary).

Three-person households (23%), residents who have lived in McKenzie Towne for 6 to 10 years (17%), and male respondents (19% compared to 9% female residents) name more and larger facilities as a top priority.

Female survey participants (10% compared to 2% male respondents) are also significantly more likely to mention more family events as a priority.

More than one-in-ten (13% 'Nothing' and 'Don't know') could not identify any priorities for the Community Association to focus on in McKenzie Towne and about one-quarter in South Calgary (24%). Those that could not identify any priorities for the Community Association to focus on were more likely to be one- and two-person households (DK – 22% and 14% respectively).

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



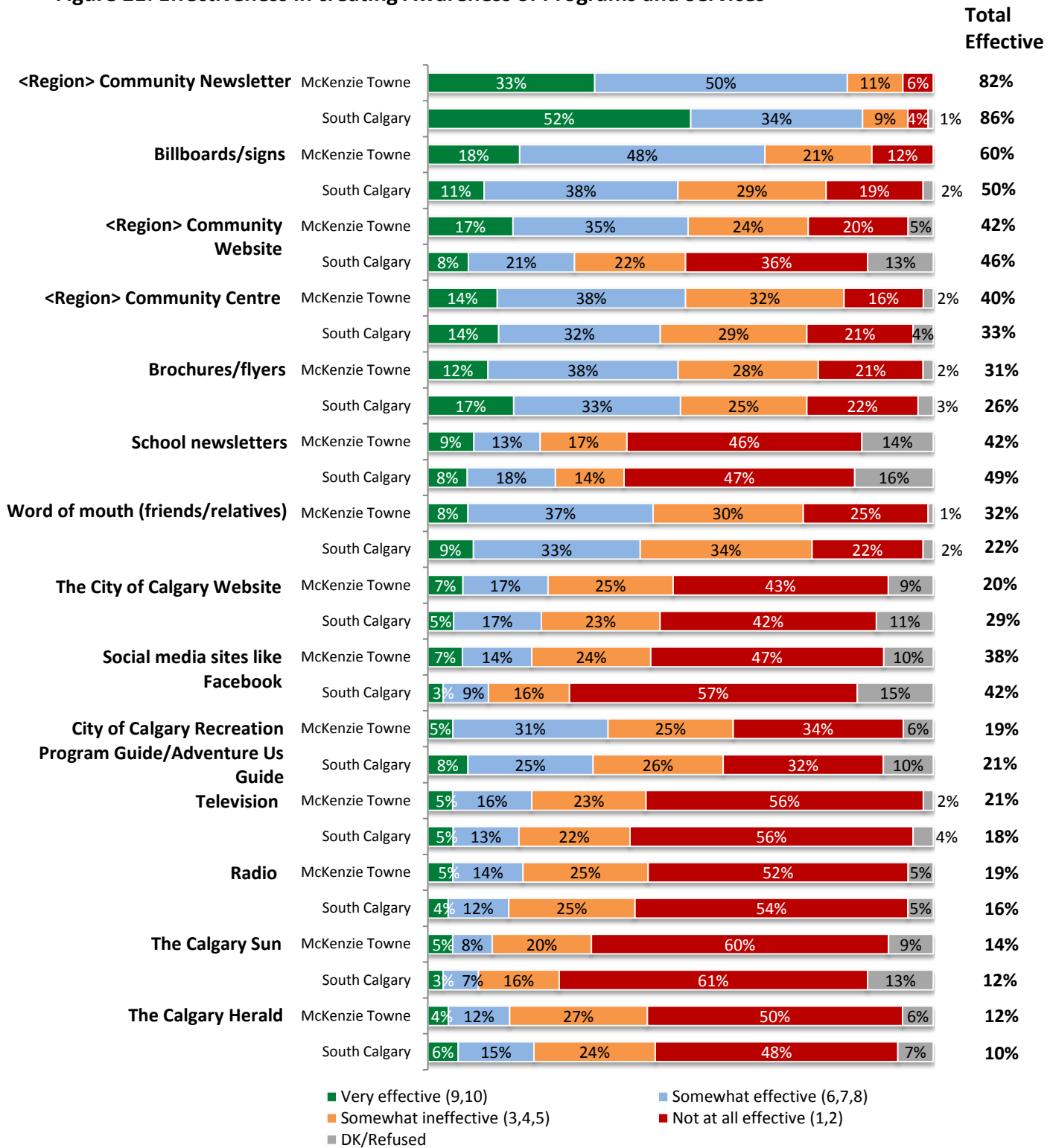
## **2.4 Communications**

Respondents were asked to rate the effectiveness of various communications mediums for sharing community information. Respondents in McKenzie Towne as well as in South Calgary indicate that the traditional method of communicating via Community Newsletters is the most effective way of reaching residents of a community with one-half (33% in the survey area and 52% in South Calgary) providing a 9-10 rating for the mediums effectiveness. An additional one-half in McKenzie Towne (50%) and about one-third in South Calgary (34%) provided a 6 – 8 rating.

Respondents who were most likely to provide a high rating for the Community Newsletter were couples with children (7.6 mean score), single parents (8.2 mean score), and those living with extended family (9.0 mean score). In addition, residents who consider themselves a visible minority (8.4 mean score) are significantly more likely to rate the community newsletter to be effective.

‘Billboards/signs’ as a communications medium was rated a 6 – 10 by three-in-five respondents (60%) for its effectiveness in the study area and one-half of survey participants in South Calgary (50%). Couples with children (17%) were significantly more likely to provide a high rating (10 out of 10) for the effectiveness of billboards and signs.

Figure 21: Effectiveness in creating Awareness of Programs and Services



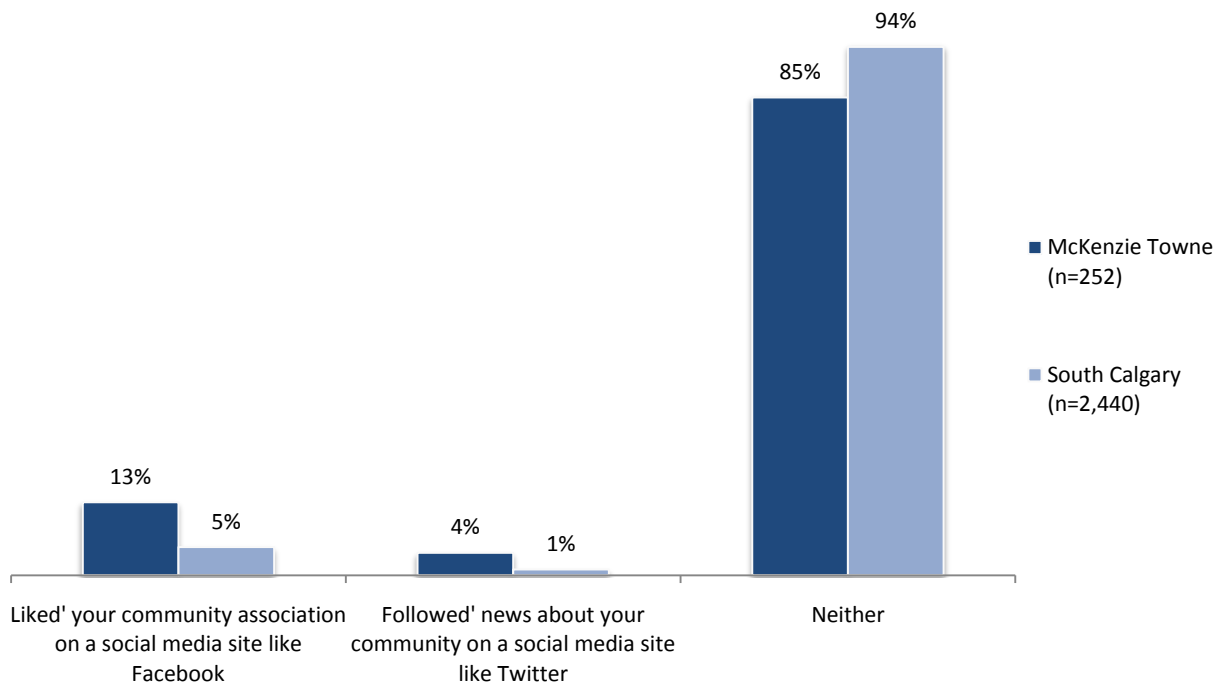
Base sizes: McKenzie Towne n=252; South Calgary n=2,440

The least effective communication media in McKenzie Towne seem to be The Calgary Herald, The Calgary Sun, and radio. Social media, which is cheap and easy to use, does currently appear to be a modestly, but up and coming, effective method for communicating with the majority of the population. About one-in-five (21%) provided a 6 or higher rating for social media as an effective communications tool, which represents a significantly higher level of effectiveness when compared to South Calgary (12%).

Associations should place some 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.

As can be seen in Figure 22 few respondents in the study area have liked their Community Association (13%) on a social media site like Facebook or followed news about their community on a social media site like Twitter (4%). Significantly fewer South Calgarians have made use of Facebook (5%) and Twitter (1%).

**Figure 22: Social Media Use in McKenzie Towne**



Responses exclude 'DK'



Overall, it would appear that multiple methods are required for an effective communications campaign with residents of communities.

### **3.0 Conclusion**

In conclusion, the research in McKenzie Towne 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.

McKenzie Towne is unique and different in comparison to other regions of South Calgary. Of particular interest, the demographics of the communities indicate a younger community with significantly more homes with children. There are significantly fewer 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 have no time, are too busy or are too old. Cost issues as a barrier are only identified by a very small proportion of the population as the main barrier to participation in these communities. 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 McKenzie Towne provide significantly lower likelihood to recommend scores for their community, when compared to the rest of study region in South Calgary. Currently, residents in McKenzie Towne provide good scores for the effectiveness of Community Newsletters, but other communications methods struggle for effectiveness.

Positively, the Community Association has a high level of awareness among residents, but efforts need to be taken to become more relevant to residents.

## 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?

Canyon Meadows

Cedarbrae

Deer Ridge

Haysboro

Kingsland

Maple Ridge

McKenzie Towne

Midnapore

Queensland

Riverbend  
Southland  
Sundance  
Willow Park  
Woodbine  
Woodlands  
Kelvin Grove  
Chinook Park  
Eagle Ridge  
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 halloween 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 3ii>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 of 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] community centre, 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).