



THE CITY OF
CALGARY

Community Needs and Preferences Study – Applewood & Abbeydale

Prepared by:



NRG Research Group

Mark Laver, Vice-President, Research & Competitive Intelligence

Telephone: 403-209-4113

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Executive Summary

The City of Calgary commissioned NRG Research Group to conduct a Needs and Preferences Survey of residents in selected communities to identify what residents do for community, social, recreation, and leisure activities and determine their needs and expectations for the community, the Community Association and Community Centre. The survey also addressed other issues such as residents' opinions about the community, community involvement, recreation and leisure providers and general community issues or concerns. This survey was conducted by telephone with a random sample of Applewood and Abbeydale residents in late 2011 and early 2012.

Key Findings

The key findings from this research initiative are:

- ✓ The demographics of the Applewood and Abbeydale communities surveyed indicate a 'greying' population with three-quarter not having any children under the age of 13 (74%) and four-in-five have no children/youth between the ages of 13-18 (80%). The majority is between the ages of 20 – 64 (93%).
- ✓ In general, there appears to be significantly less involvement (very and somewhat) in community recreation, social and leisure activities in the survey area (30%) and East Calgary (34%) when compared to Calgary (73%).
- ✓ The main barrier to involvement is that respondents simply indicated that they have no time in Applewood and Abbeydale (25%), which was also the main barrier in East Calgary (23%). This was followed by work commitments (23%) and that residents are too busy or involved in other activities (18%). Cost issues do not appear to be a major barrier to involvement.
- ✓ The activities that respondents are involved in can be broken into two main groups. Children and teens tend to be involved with team sports or higher intensity activities. In contrast, adults (as they get older) become increasingly involved in passive activities such as volunteering or low-impact exercise such as walking. Results for activities are similar when compared to East Calgary findings.

- ✓ Overall, The City of Calgary was identified as being the main provider of recreation and leisure activities by two-third in Applewood and Abbeydale (33%), followed by a 'Private Organization' (27%), and 'Your Community Association' (18%).
- ✓ Almost three-in-ten (29%) provide a high top box (9 or 10) rating for their likelihood to recommend their community as a place to live, which is similar to East Calgary (32%). Residents in Applewood and Abbeydale help out in their neighbourhood by volunteering to a similar extent as residents in East Calgary (50% and 49% respectively).
- ✓ Positively, Community Associations have a high level of awareness among residents (76% compared to 79% in East Calgary). Respondents noted two main areas that they would like the Association to focus on. Firstly, more and larger facilities, and secondly more and better parks and green spaces.
- ✓ Overall, respondents provided relatively low scores for the effectiveness of various mediums in communicating community information. Community newsletters perform the best in Applewood and Abbeydale (69%) as well as in East Calgary (62%). The least effective communication medium was social media (20%), and The Calgary Sun (21%).

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 adult 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.
- ✓ Efforts need to be taken to ensure that the Community Association is relevant to residents.

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 Applewood and Abbeydale to assist CNS in this regard. The Community Needs and Preferences Study was undertaken to understand how successful current programs and services are, and to highlight possible areas requiring change. This survey collected data about residents' awareness, use and expectations of the community association's programs and services, as well as any barriers that keeps residents from using their community's programs and services. Data from a previously conducted research study, as well as the East Calgary study, including select communities in the East, were incorporated into the analysis where appropriate to highlight trends and changes over time.

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

1.1 Background and Survey Objectives

This research comprised the Applewood and Abbeydale communities in East Calgary. Applewood was established as a community of Calgary in 1982 and Abbeydale in 1976. Both these communities have a community association that provides varying levels of services and programs to residents. Applewood does not currently have a community centre and is only offering a limited amount of programs to residents. The Abbeydale community centre 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 community centre to provide programs and services. The City of Calgary Community and Neighbourhood Services is interested in gaining a better understanding of the needs and preferences of residents of the Applewood and Abbeydale

communities. As part of this initiative, research was conducted. The issues that were examined in the survey included:

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

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

1.2 Methodology

This survey was conducted by telephone with 221 resident households in the Applewood and Abbeydale communities. The table below shows the number of completed interviews in each community, along with the associated margin of error.

Table 1: Community population statistics

Characteristics		Survey Respondents (Total n=2,442)		Community Population ¹
Residence in Community		n=	Margin of Error	n=
Applewood		117	+/-8.98	6,404
Abbeydale		104	+/-9.52	5,700
Total		221	+/-6.53	12,104

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

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

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

2. Survey Results

2.1 Communities and Household Profile

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

Table 2: Profile of Applewood and Abbeydale

Characteristics		Survey Respondents (Total n=2,442)		Community Population
Residence in Community		In %	In n	In n
	Abbeydale	5	117	5,700
	Applewood	4	104	6,404
	Total	100	221	12,104

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 Applewood and Abbeydale).

Almost two-in-five (38%) in the study area have lived in their current community for 11 to 20 years, followed by about one-quarter (26%), who have resided in Applewood and Abbeydale for more than 20 years. In spite of a housing boom and a high level of migration to Calgary, about two-thirds (64%) have lived in their community for at least 10 years.

The majority of residents surveyed owned their home (89%). Home ownership in Applewood and Abbeydale is similar to the East Calgary communities (86%), but significantly higher than in the Calgary population at large (73%). In addition, one-third (34%) of the survey population identified themselves as part of a visible minority in the survey area communities, which is identical to the East Calgary region, but significantly higher when compared to The City of Calgary (24%).

Table 3: Demographic Profile of Households in Applewood and Abbeydale

Characteristics	Survey Respondents (% of Respondents)		Calgary Population (in %) ²
	Applewood & Abbeydale	East Calgary	
Length of Residence in Community			
5 years or less	14	18	n/a
6 – 10 years	22	17	
11 to 20 years	38	28	
More than 20 years	26	37	
Total	100	100	
Housing Tenure			
Own	89	86	73
Rent	10	14	27
Refused	1	-	-
Total	100	100	100
Visible Minority			
Yes	34	34	24
No	61	61	76
Don't Know	5	5	
Total	100	100	100
Household Composition			
Couple with children living at home	37	34	n/a
Couple without children living at home	31	32	
Single parent household	4	6	
Living alone	11	13	
Living with roommate(s)	4	3	
Living with extended family	13	10	
Other	-	1	
Total	100	100	
Gender			
Male	42	45	50
Female	58	55	50
Total	100	100	100

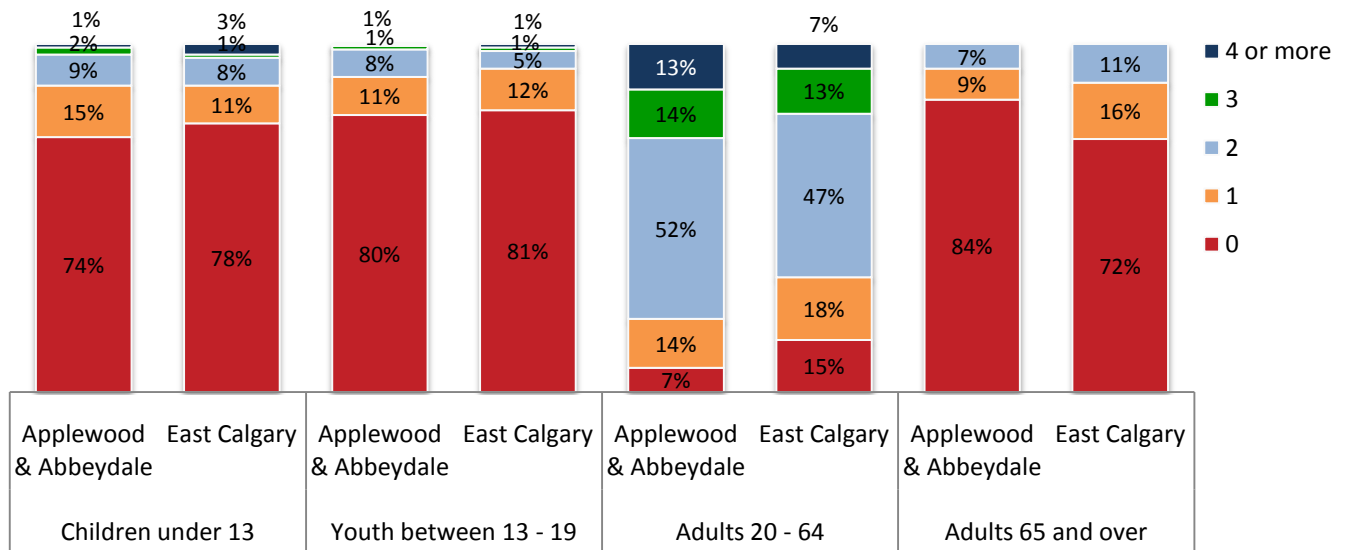
Base: Applewood & Abbeydale n=221; East Calgary=2,442; Calgary (2009) n=1,064,455

Respondents to the survey were mostly couples with children living at home (32%) and couples without children at home (31%). About one-in-ten (11%) live alone and with extended family (13%). When compared to the East Calgary region, the demographic profile of households is very similar.

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

As can be seen in Figure 1, three-quarter respondents to the survey in Applewood and Abbeydale do not have any children under the age of 13 living at home (74%) and four-in-five do not have any youth between the ages of 13-19 living at home (80%). There are slightly more youth between the ages of 13-19 in East Calgary compared to the study area (74% compared to 78%). When it comes to having two or more adults aged 20 – 64, there are significantly more households in the survey area (79%) with this age group than in East Calgary (67%). In addition, significantly fewer residents in Applewood and Abbeydale (16%) have one or more residents aged 65 and over living in their household than respondents in East Calgary (27%). More than one-quarter (27%) of households have 3 or more adults aged 20-64 living at home. This suggests a sizeable portion of homes with young adults present or a number of extended families in the study region.

Figure 1: Number and age of people in household in Applewood & Abbeydale



Applewood & Abbeydale n=221; East Calgary n=2,442

2.2 Recreation and Leisure Participation

In the following section residents of Applewood and Abbeydale 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 Applewood and Abbeydale were asked to indicate their level of involvement in community, recreation, social, and leisure activities. Overall, only three-in-ten (30%) indicate that they are 'Very involved' (10%) or 'Somewhat involved' (20%). Over seven-in-ten (71%) indicate that they are not involved ('Not very' and 'Not at all') in community, recreation, social and leisure activities. The majority of residents in the survey area who stated they were not at all involved comes from a one-to-three-person household (73% for one person households, 64% for two person households and 50% for three person households). In addition, households with four or more persons (20%) are also significantly more likely to be very involved. Ageing appears to be an issue in the involvement of residents in the study area, because almost three-in-five survey participants (58%), who have lived in their community for 20 years or more were significantly more likely to indicate that they were not at all involved.

Those not at all involved in community, recreation, social and leisure activities are significantly more likely to not have visited the Community Centre in the past 12 months. Perhaps not surprisingly, couples without children, and those who live alone are significantly more likely to not be involved at all. Furthermore, residents in Applewood and Abbeydale who give their communities a low rating (1 -4 on a scale of 10) when recommending them, are significantly more likely to be not at all involved.

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

Figure 2: Perceived Household Activity Levels in Applewood & Abbeydale²

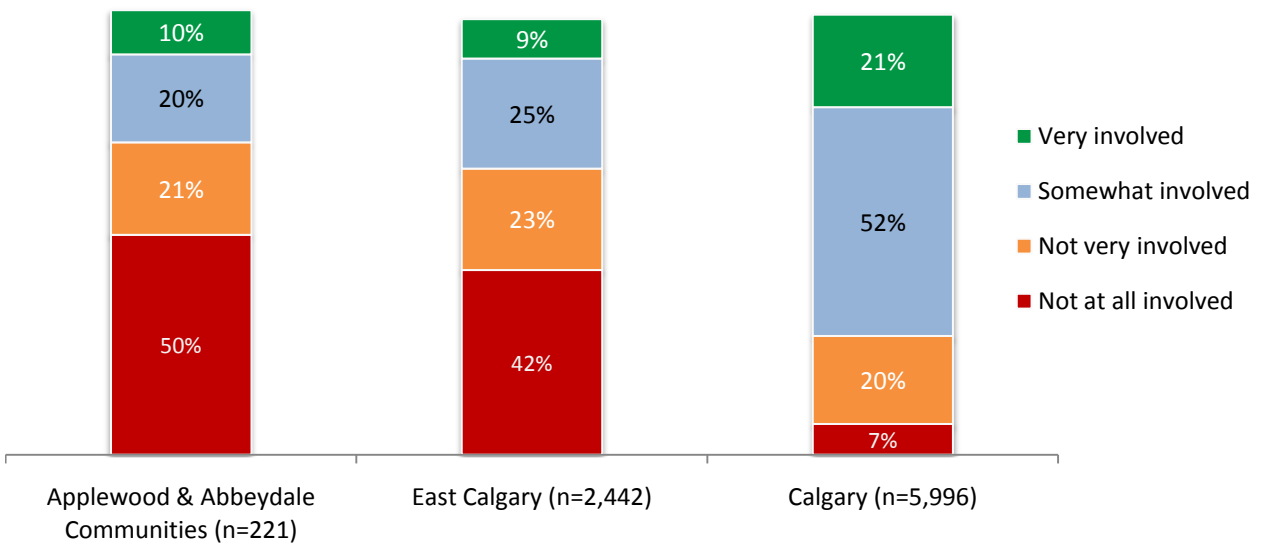


Figure 2 shows the level of involvement of Applewood and Abbeydale household members in community, social, recreation, and leisure activities as compared with East Calgary and Calgary levels.

The survey results for residents stating their level of involvement in the survey area are similar to the findings in East Calgary. However, there are significantly more respondents in Applewood and Abbeydale that are 'Not at all involved' (50%) when compared to East Calgary (42%) and Calgary (7%). Overall, significantly more are involved (very and somewhat) in activities in Calgary (73%) than in East Calgary (34%) and the survey area (30%).

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

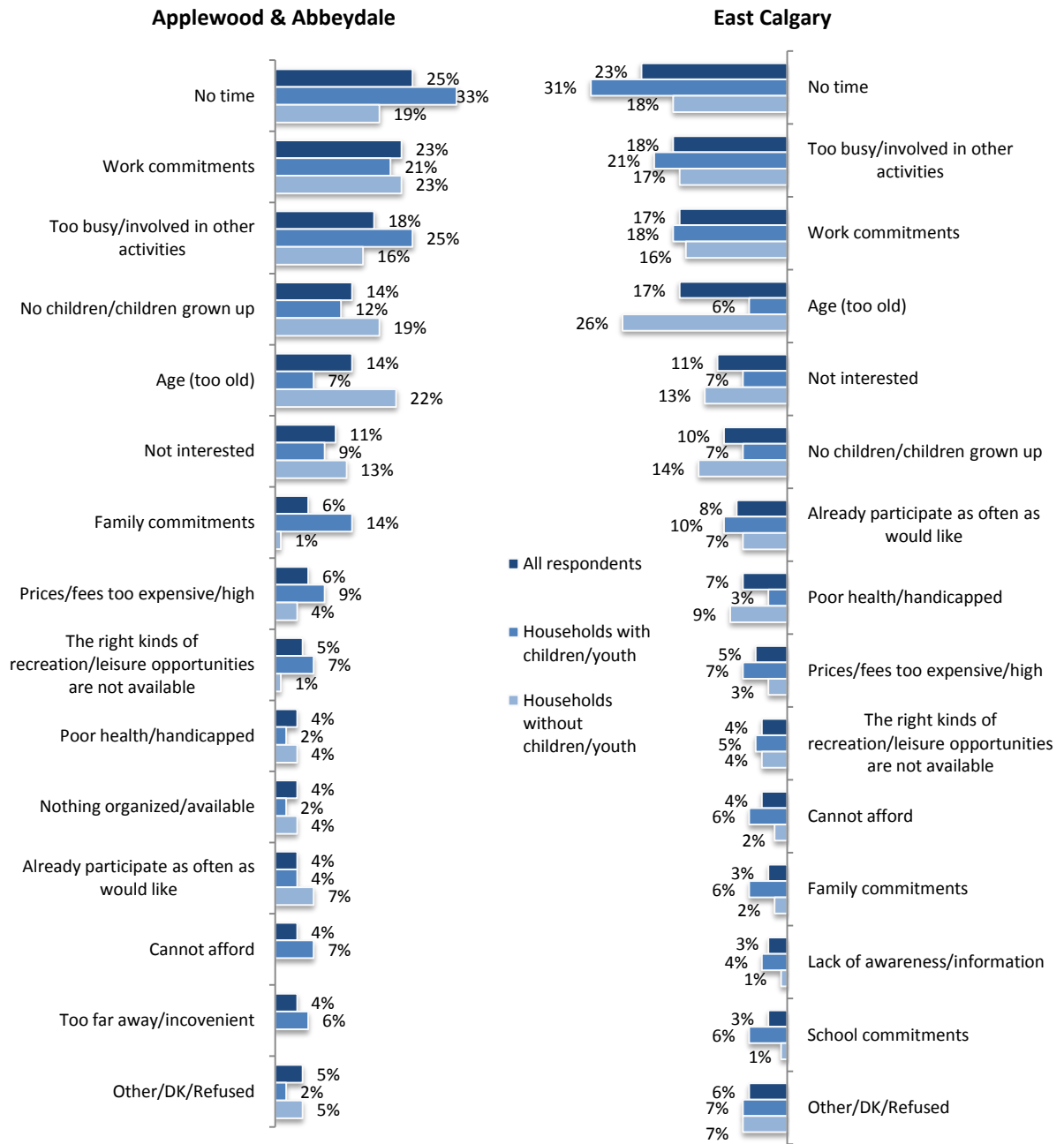
most frequent response is that they have 'no time' (25%). The second most often mentioned barrier is that 'they have work commitments' (23%), followed by 'too busy/involved in other activities' (18%). 'No time' was also the main barrier for East Calgarians (23%), followed by 'too busy/involved in other activities' (18%), and 'work commitments' (17%).

The more people there are in a household in Applewood and Abbeydale, the less time they have for participating in community, social, recreational, and leisure activities. Significantly more three-or four-person households are mentioning the lack of time as a perceived barrier to participating in activities as do couples with children and those who have lived in their community for 6 to 10 years.

Members of a visible minority (32%) state 'Work commitments' significantly more often than those not considering themselves a visible minority (18%). When looking at residents who are too busy or involved in other activities, they are significantly more likely to be from a three-person household and to be couples with children. Male respondents (25%) are also significantly more likely to be too busy when compared to female survey participants (13%).

One-in-ten (6% 'Prices/fees too expensive/high' and 4% 'Cannot afford') in Applewood and Abbeydale and East Calgary (5% 'Prices/fees too expensive/high' and 4% 'Cannot afford') are excluded from participating due to financial constraints.

Figure 3: Perceived Barriers to Community, Social, Recreation, and Leisure Activities in Applewood & Abbeydale



All respondents n=221
Households with children/youth n=81
Households without children/youth = 61

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

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

2.2.2 Current Activities

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

When analysing the data received from all households (see Figure 4: Top Recreation and Leisure Activities), swimming for pleasure ranked first (14%), followed by walking (9%), working out in a gym and volunteering (6% each). Ice skating (other than hockey), park, outdoor soccer, swimming lessons, and socializing (5% each) was also mentioned in the Top 10 activities. In East Calgary, swimming for pleasure (14%) also tops the list, followed by gym (working out), and walking (6% each).

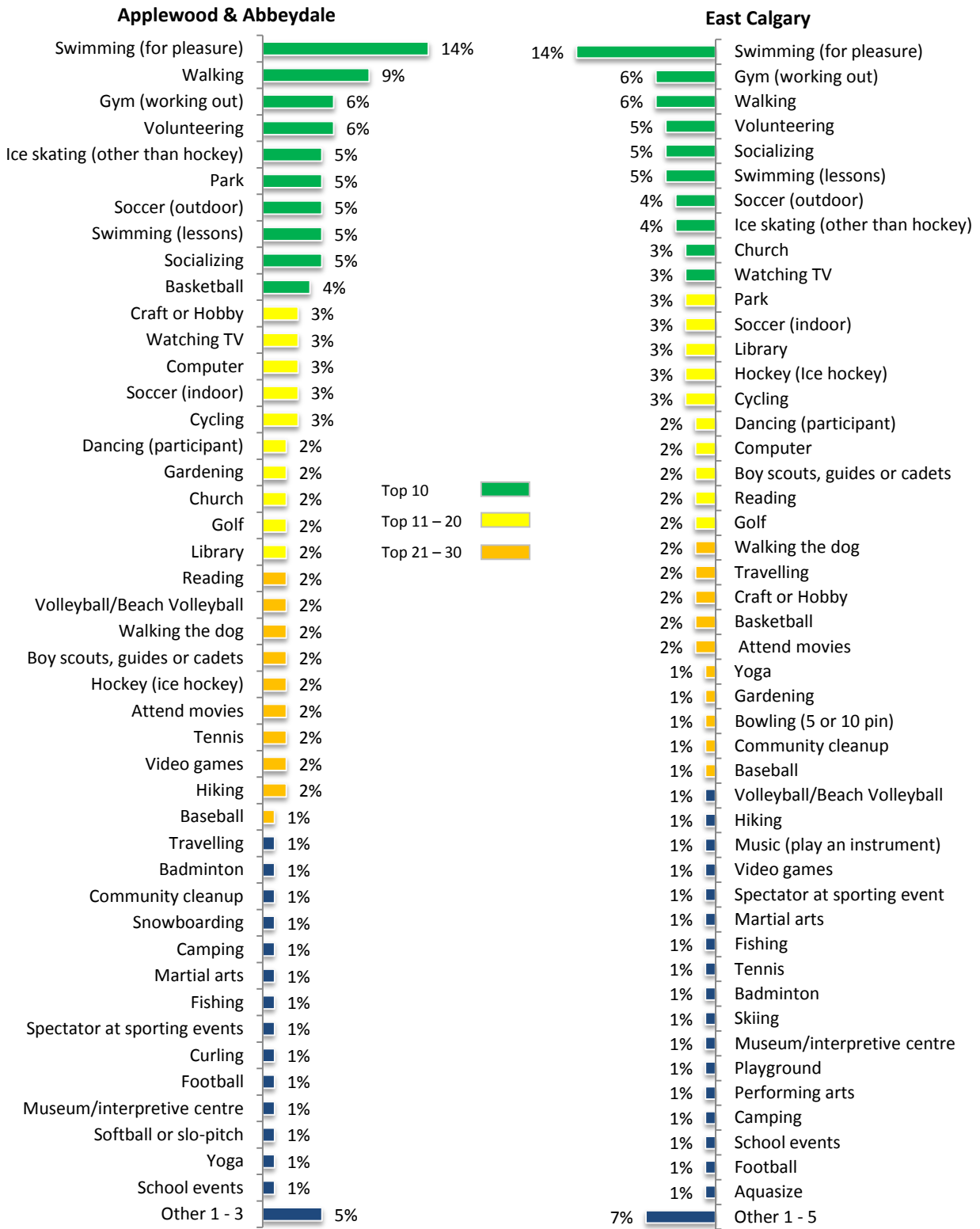
When it came to different age groups, the interest in the types of current activities appeared to vary in Applewood and Abbeydale as well as in East Calgary. Most respondents with children in the household mentioned swimming as a current activity (Figure 5), as do the older age groups including youth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

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

- ✓ Similarly to East Calgary, children under 13 (see Figure 5) in Applewood and Abbeydale appear to be more involved in sports (swimming, soccer, ice skating, basketball), arts and crafts (dancing), and basic life skill development (swimming lessons; boy scouts, guides or cadets). Families with children under 13 therefore likely tend to look for more organized and structured activities.

- ✓ Again, there are similarities between youth between 13 and 19 in Applewood and Abbeydale and East Calgary (see Figure 6). Youth in both tend to be more interested in sports and exercise (swimming, basketball, soccer, volley ball, martial arts, working out in a gym), and social activities (dancing, socializing, volunteering), which tend to be more unstructured.
- ✓ Adults between 20 and 64 (see Figure 7) in Applewood and Abbeydale and East Calgary are less likely to be involved in sports, but in exercise activities (swimming, walking, working out in a gym, park). They also seem to enjoy social (volunteering, socializing) and passive activities (computer, watching TV).
- ✓ Seniors aged 65 or older (see Figure 8) seem also less likely to be involved in sports in Applewood and Abbeydale and East Calgary. Instead, seniors in the study area enjoy social activities (socializing, volunteering, church), exercise (walking, cycling), and passive activities (watching TV). Seniors in East Calgary mainly appear to enjoy exercise (walking, swimming, working out in a gym) followed by passive/social activities (going to church, socializing, volunteering). The emphasis here seems to be on physical and mental health and well-being.

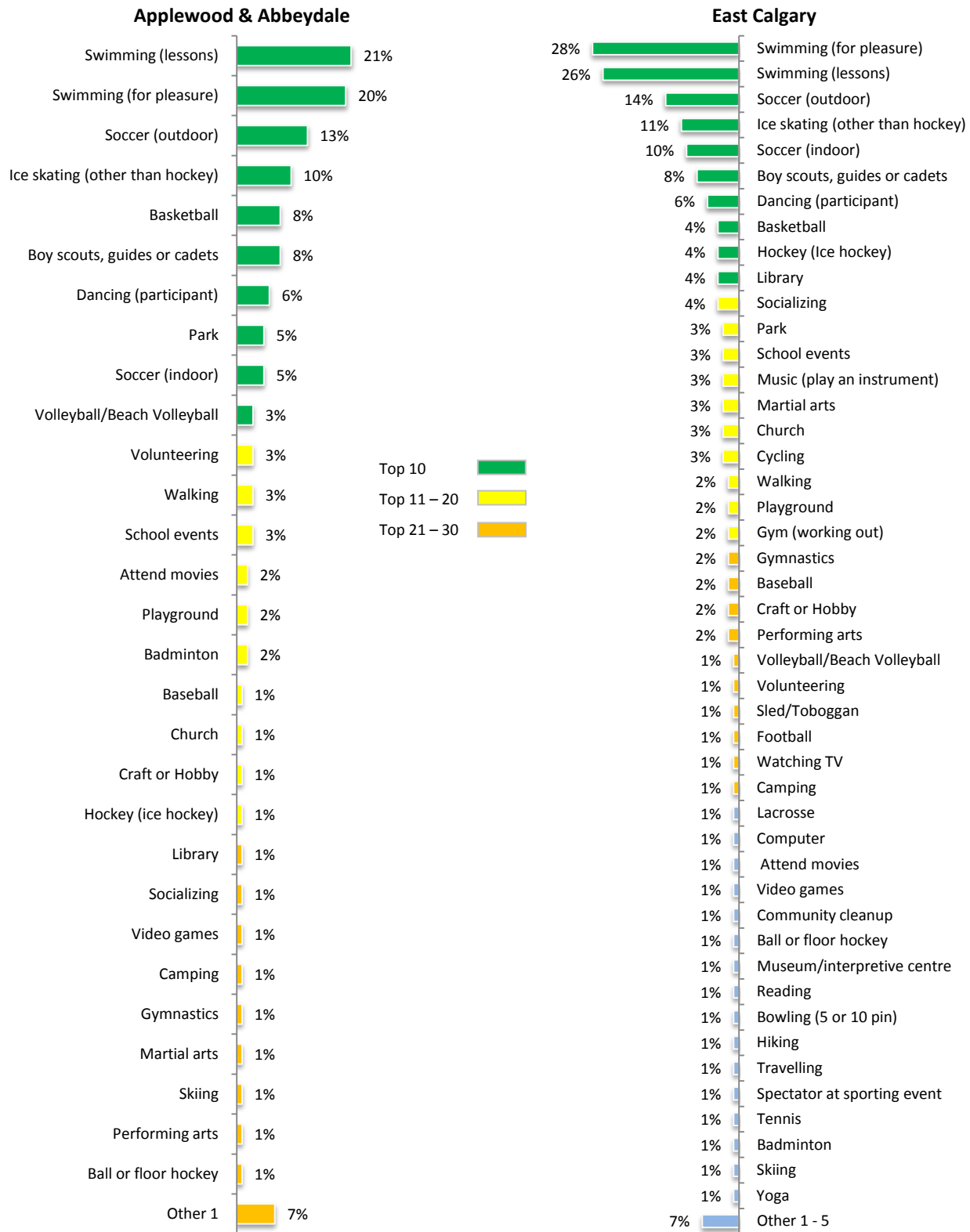
Figure 4: Top Recreation and Leisure Activities in Applewood & Abbeydale



Only responses 1% and above are shown.
 No. of people in household n=635

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

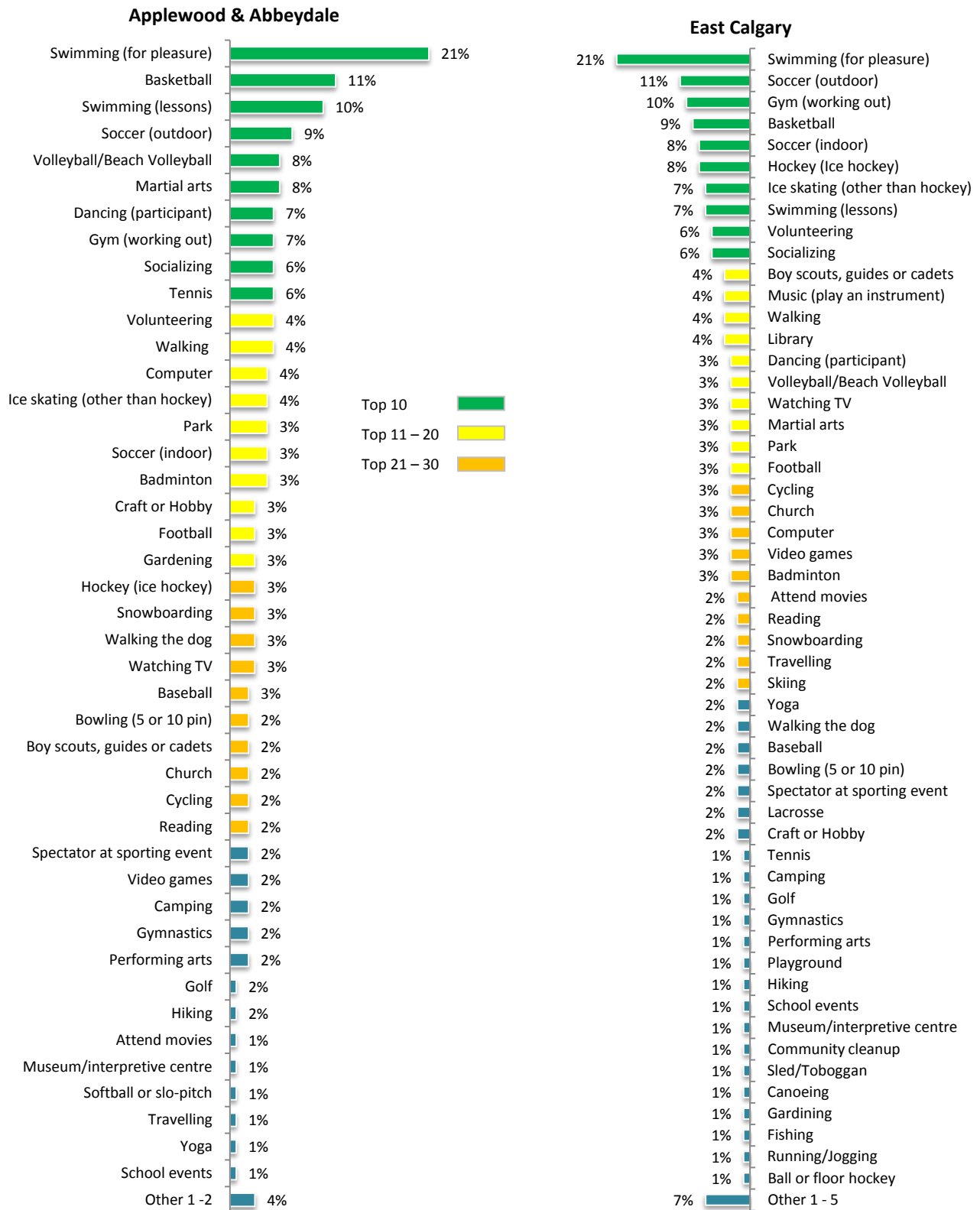
Figure 5: Top Recreation and Leisure Activities for Children under 13 in Applewood & Abbeydale



Only responses 1% and above are shown.
No. of people in household n=91

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

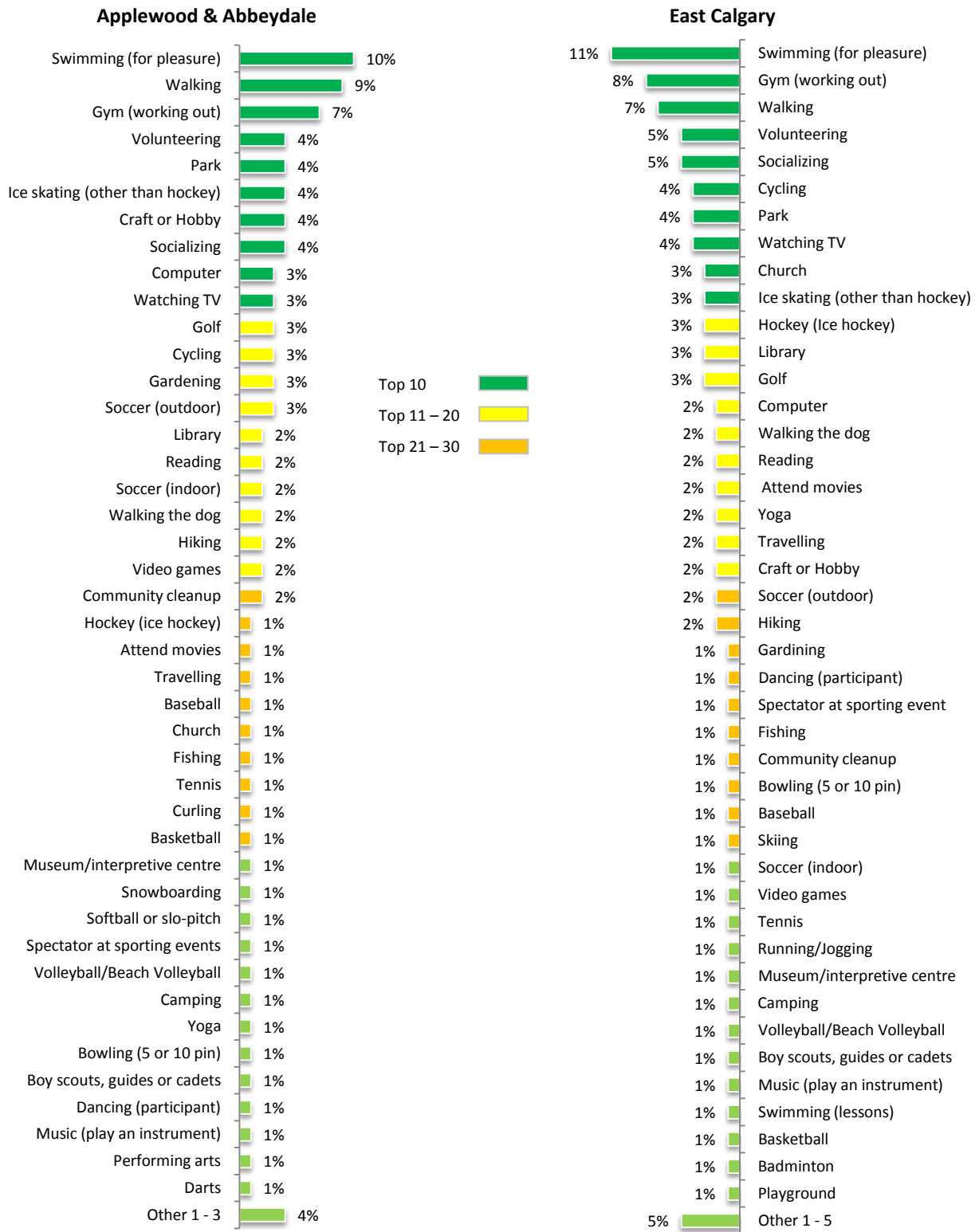
Figure 6: Top Recreation and Leisure Activities for Youth between 13 and 19 in Applewood & Abbeydale



Only responses 1% and above are shown.
 No. of people in household n=71

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

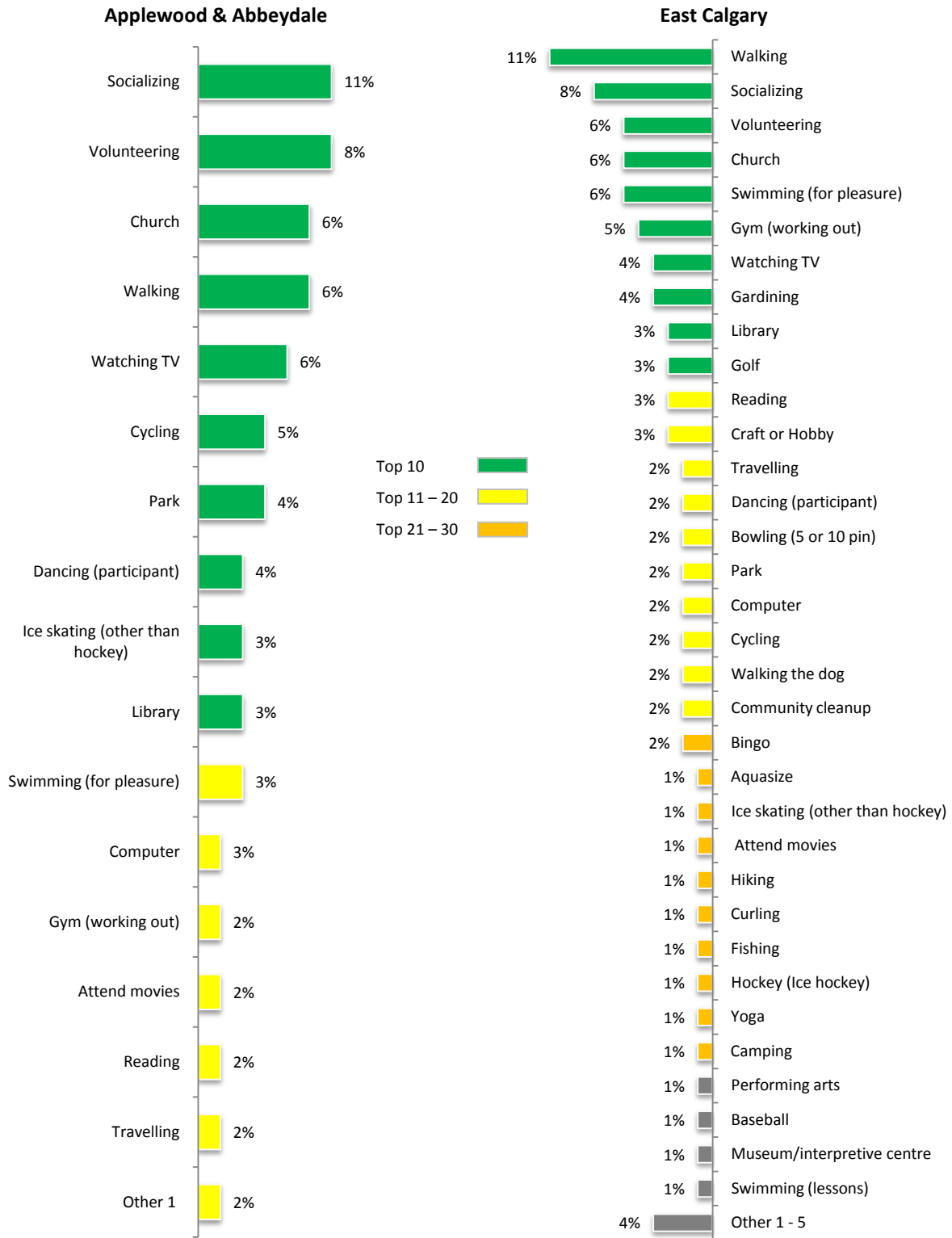
Figure 7: Top Recreation and Leisure Activities for Adults between 20 and 64 in Applewood & Abbeydale



Only responses 1% and above are shown.
No. of people in household n=474

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

Figure 8: Top Recreation and Leisure Activities for Adults 65 or over in Applewood & Abbeydale



Only responses 1% and above are shown.
No. of people in household n=52

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

2.2.3 Potential Recreation and Leisure Activities

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

Table 4: Activities of Interest to Respondents in Applewood and Abbeydale

Activity Categories	Total % of Category Survey Respondents		Activities	% of Survey Respondents	
	Applewood & Abbeydale	East Calgary		Applewood & Abbeydale	East Calgary
Exercise oriented	43	39	Swimming (for pleasure)	10	8
			Swimming lessons	6	4
			Ice skating (other than hockey)	5	3
			Gym (working out)	5	6
			Walking	5	3
			Fitness/exercise (general)	3	2
			Golf	2	1
			Yoga	2	3
			Tennis	1	1
			Martial arts	1	2
			Aquasize	1	1
			Bowling (5 or 10 pin)	1	1
			Cycling	1	2
Team sports	14	9	Soccer (outdoor)	5	3
			Soccer (indoor)	3	2
			Basketball	3	1
			Hockey (ice hockey)	2	2
			Football	1	<1
Passive/social	7	13	Dancing (participant)	2	3
			Volunteering	2	3
			Community events	1	2
			Fishing	1	<1
			Socializing	1	2
Creative/cultural	2	3	Craft or hobby	2	2
Learning activities	2	2	Boy scouts, guides or cadets	2	<1
			Library	1	1
Other	64	65	Other	9	6
			Nothing	12	9
			DK/refused	43	50

All respondents (n=221) (multiple mention)(only responses 1% and above are shown)

In large part, respondents in the study area and East Calgary want to be more involved in exercise oriented activities (43% and 39%). Swimming for pleasure is the activity most residents in Applewood and Abbeydale (10%) and East Calgary (8%) would like to start doing. There is also

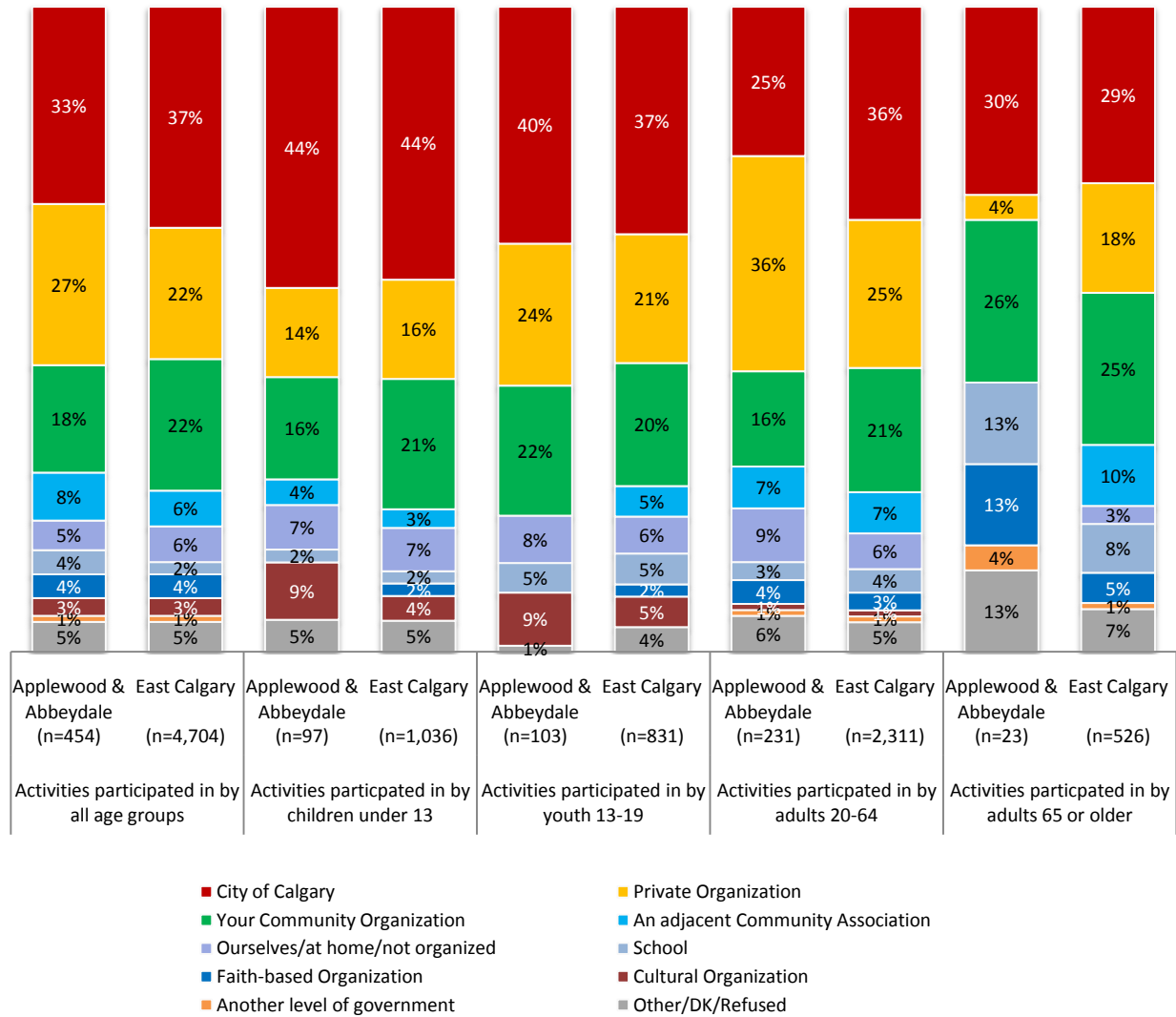
interest in team sports in the study area (14%) and East Calgary (9%) with outdoor soccer topping the list for Applewood and Abbeydale (5%) and East Calgary (3%). With regards to passive/social activities, residents in the study area and East Calgary are interested in dancing and volunteering (2% for each in Applewood and Abbeydale and 3% for each in East Calgary). Similar to East Calgary respondents, over one-half could not provide a community, social or recreation activity that they wished to be doing more of (55% compared to 59% in East Calgary, who 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).

Overall, The City of Calgary was identified as being the main provider of recreation and leisure activities in Applewood and Abbeydale (33%) and in East Calgary (37%) of all activities being provided by the organization. As can be seen in Figure 9, the influence of The City of Calgary seems to decline with age in East Calgary and the study area reaching adults 20 – 64 years of age (from 44% to 25% in Applewood and Abbeydale). The reason for this is possibly because people tend to participate in more passive activities as they age (as evidenced in Figure 8). For seniors living in Applewood and Abbeydale, The City of Calgary is again considered the number one provider of recreation and leisure activities (30%). This could mean that residents 65 years or older in the study area are well aware of programs The City of Calgary offers to senior citizens. The Community Association and the adjacent Community Association are the provider of recreation and leisure activities for four-in-ten (39%) events among those aged 65+. Further evidence in the increase in passive activities is that the presence of 'Ourselves' and 'Faith-based Organization' tends to increase as respondents age in Applewood and Abbeydale. As providers of recreation and leisure activities, Private Organizations and Community Associations accounted for almost half of all responses in the study area (45%) and in East Calgary (44%).

Figure 9: Perceived Provider of Recreation and Leisure Activities



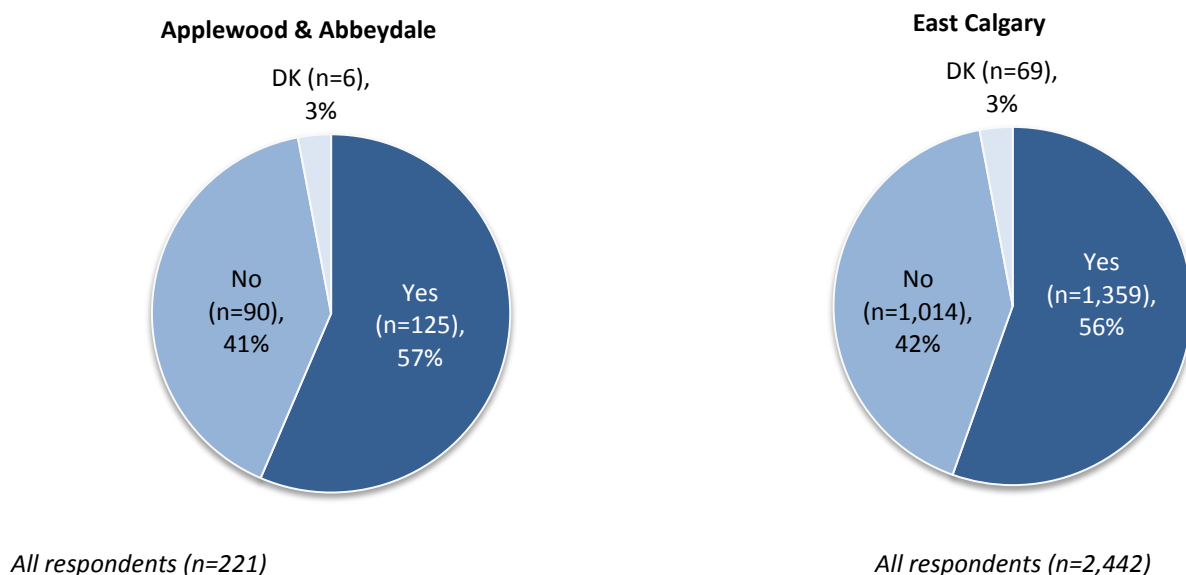
During the survey, respondents were asked if they consider spending time on the Internet as a leisure activity. As can be seen in Figure 10 more than half consider spending time online as a leisure activity in Applewood and Abbeydale (57%) and East Calgary (56%). This is perhaps not surprising given the massive growth of the Internet in the last 10-15 years. The Internet allows individuals to connect to others around the world and allowing them to play games and watch various types of

media. The Internet poses an additional challenge for Community Associations as it is another distraction consuming people's time.

In Applewood and Abbeydale, spending time on the Internet as a leisure activity is significantly higher for respondents who know where the Community Association is located. In addition, those who are new to their community and those who have lived in their community for up to 20 years are significantly more likely to consider spending time on the Internet as a leisure activity, perhaps suggesting that newer members of a community are using the Internet to stay in touch with people who they used to live close to/with. Perhaps not surprisingly, those who have lived in their community for more than 20 years are significantly less likely to consider spending time on the Internet as a leisure activity. As many of this group tend to be older/seniors this result reflects their slower adoption of the Internet.

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

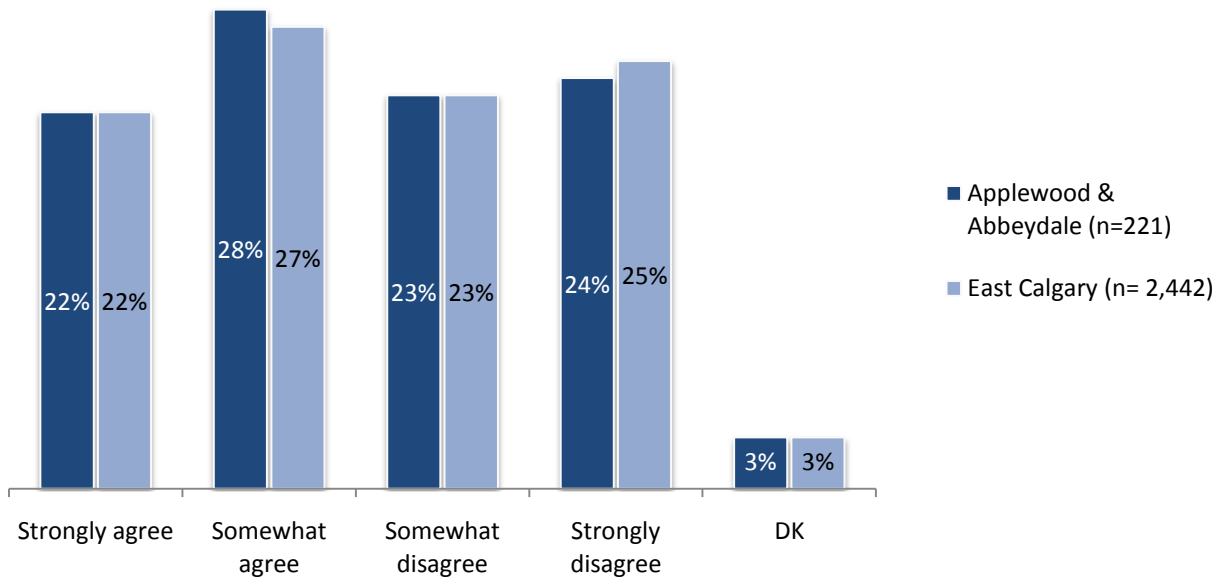
Figure 10: Spending time on the Internet as a leisure activity Applewood & Abbeydale



2.2.5 Volunteer Activities

To find out more about volunteerism in Applewood and Abbeydale, residents were to indicate their level of agreement with the statement ‘You help out in your neighbourhood by volunteering’. One-half agreed to be volunteering in the neighbourhood (50% - 22% ‘Strongly agree’ and 28% ‘Somewhat agree’). This is similar to the level of volunteering in East Calgary (49%).

Figure 11: Volunteerism in Applewood & Abbeydale



2.3 The Community as a Place to Live

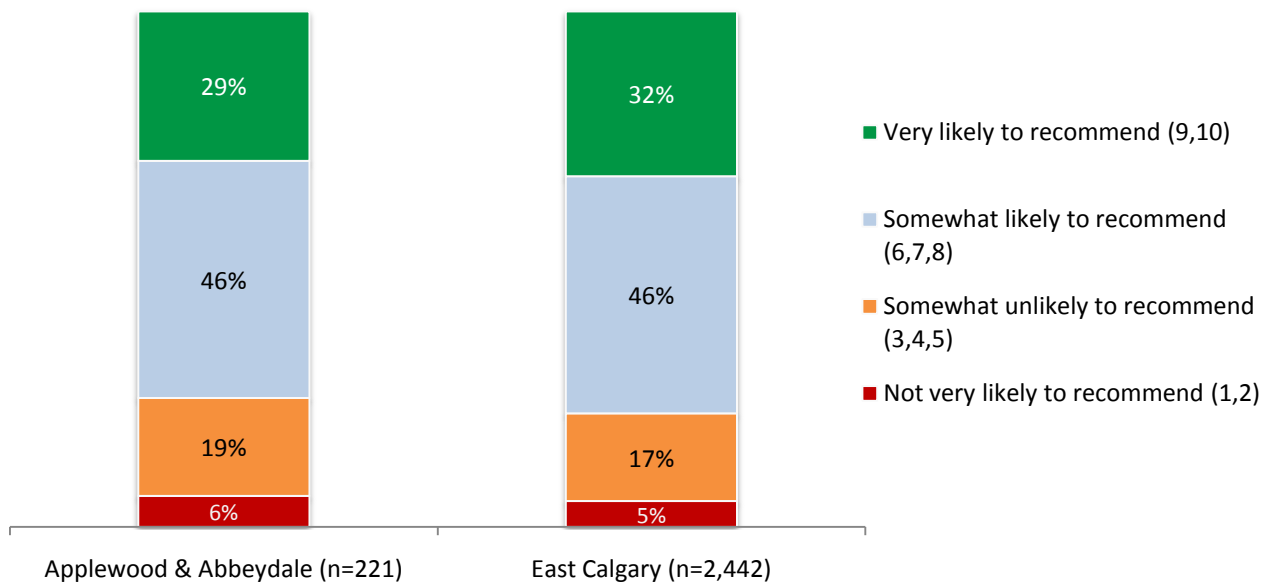
Respondents were then asked to provide their opinion about the specific community that they lived in. To begin, residents were asked to provide an overall likelihood to recommend their community as a place to live. Additionally, respondents were asked to provide ratings on specific attributes about their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

2.3.1 Community Perceptions

Almost three-in-ten (29%) provided a high (9,10) rating for their community as a place to live, which is slightly lower when compared to residents in East Calgary (32%).

Similarly to East Calgary, there appears to be a trend that the longer residents have lived in their community, the higher the likelihood for them to recommend it as a place to live. Survey participants who have lived in their community for less than 5 years are significantly less likely to provide a 10 rating (9% compared to 25% for those that have been there for 20 or more years). There are no significant differences between the ratings of visible and non-visible minorities. However, female residents in Applewood and Abbeydale are significantly more likely to recommend their community as a place to live (34% provided a rating of 9 and 10) than male respondents (21% provided a rating of 9 and 10).

Figure 12: Likelihood of recommending <Applewood & Abbeydale> as a place to live

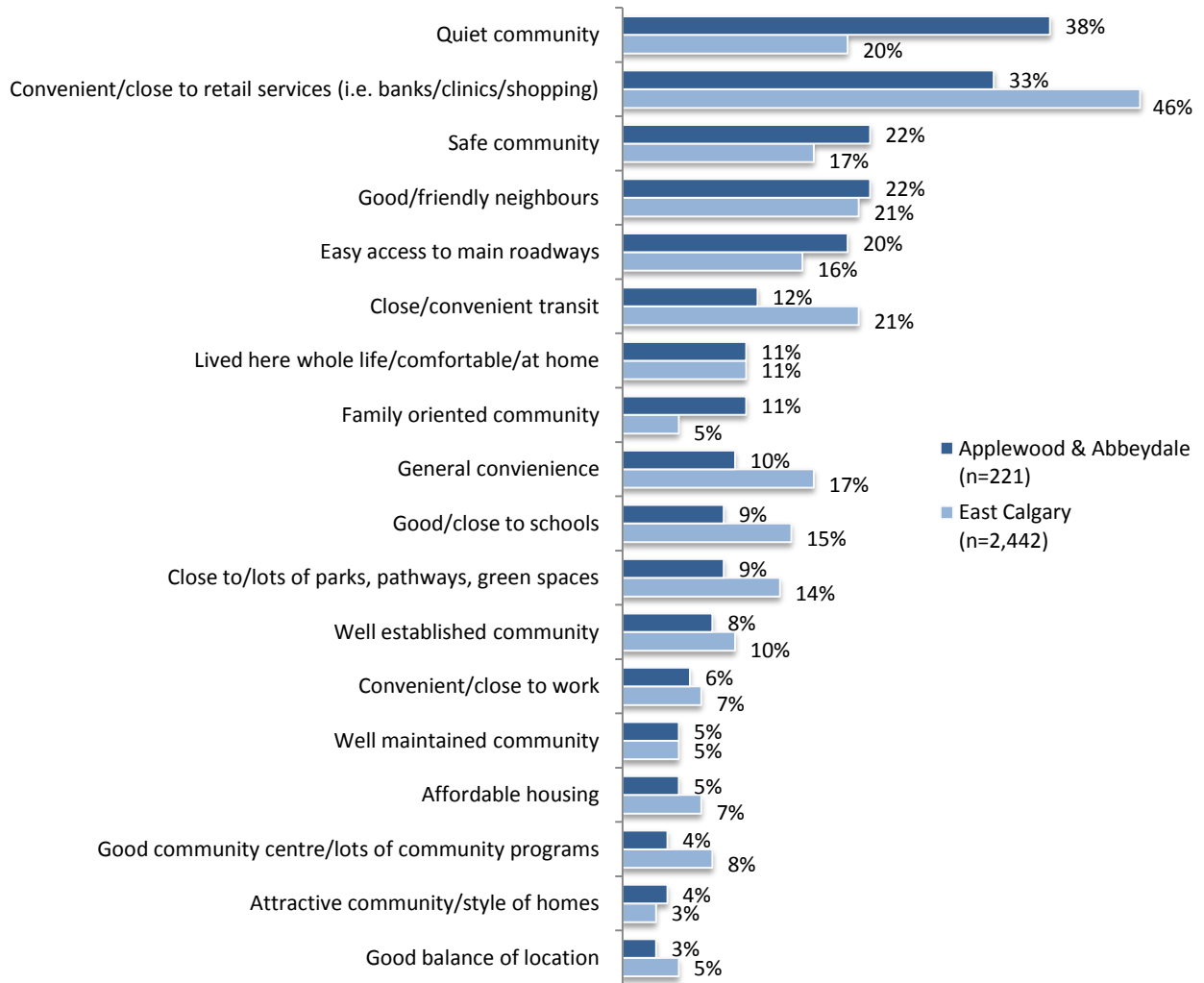


Respondents were then asked why their community is a good place to live (Figure 13). While respondents provided a wide range of responses, a quiet community (perhaps a reflection of location on the eastern edges of The City) and convenience and are by far the main reasons in Applewood and Abbeydale why people indicate that their community is a good place to live. Almost two-in-five (38%) stated that their community is a good place to live because it was quiet. In addition, one-third (33%) stated that their community was convenient and close to retail services (e.g. banks/clinics/shops), which is top of the list for East Calgarians (46%). Beyond this, residents in the survey area mentioned that their community is safe and that they have good/friendly neighbours (22% each).

Two-and more person households, couples with and without children and those living with extended family are significantly more likely to indicate that they think their community is a good place to live, because it is quiet. Interestingly, new residents are significantly more likely to indicate their community is quiet than those who have lived there for more than 11 years. Convenience and closeness to retail services was mentioned significantly more often by three-person households, couples with and without children, and those living with extended family. Safety also was one of the top three reasons for two-or more person households, renters, and those new to their community why their community was a safe place to live. Interestingly, those who consider themselves a visible minority (32%) are also significantly more likely to indicate safety compared to those who don't consider themselves a visible minority (17%).

Not surprisingly, female respondents (15%) mentioned that the community was family-orientated significantly more than male survey participants (5%).

Figure 13: Reasons why <Applewood & Abbeydale> 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). Respondents were agreeing with the specific statements in Applewood and Abbeydale similar to East Calgary. In general, over one-half of respondents strongly and somewhat agreed with almost all of the perception attributes of their community. In particular, about one-half strongly agreed that:

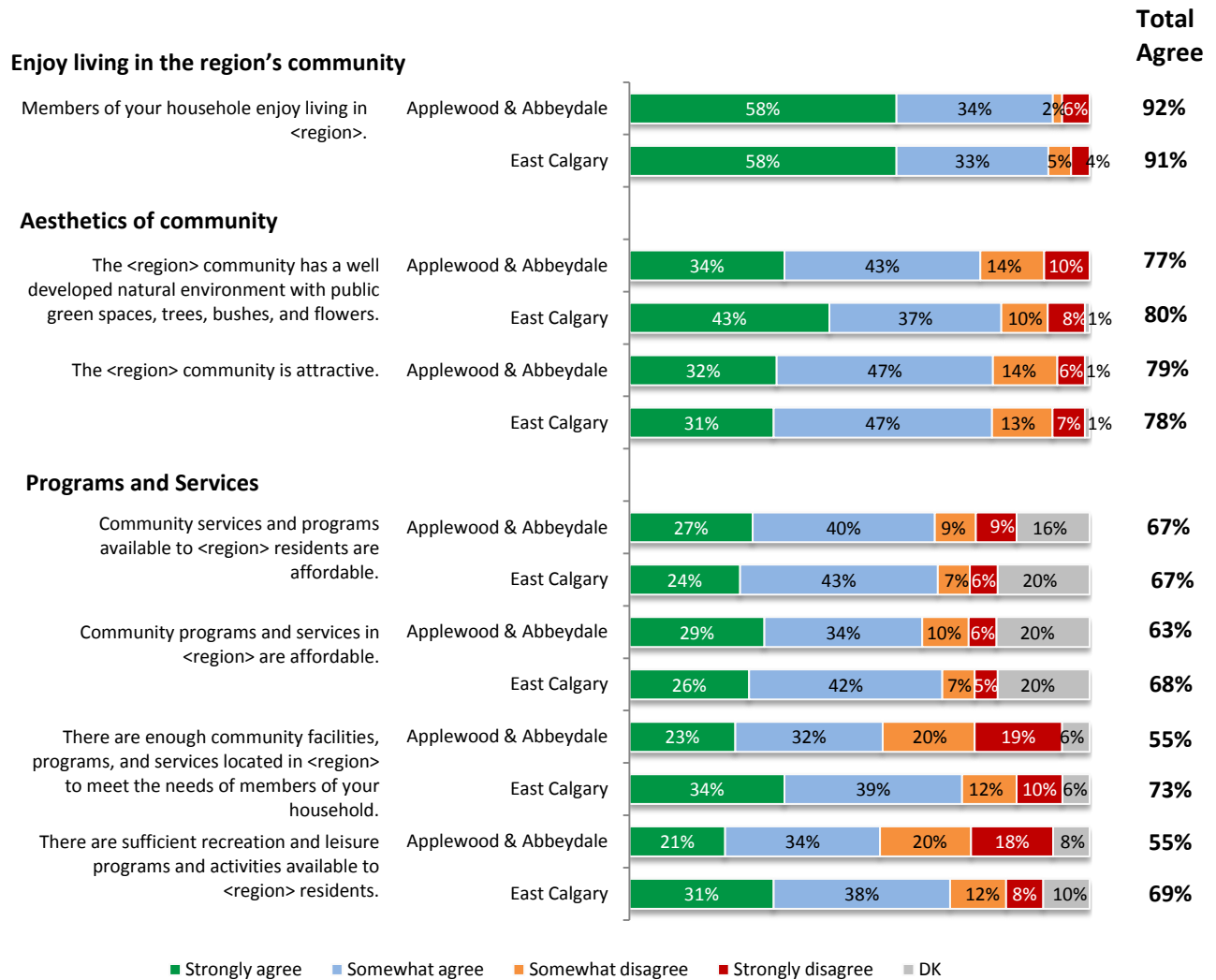
- Members of your household enjoy living in the community (58% in the survey area and East Calgary).
- Neighbours are friendly (56% compared to 50% in East Calgary).
- You know your neighbours well enough to ask for favours, such as borrowing a cup of sugar or tools (62% compared to 61% in East Calgary).

About three-in-five respondents (62%) strongly agree that they know their neighbours well enough to ask for favours, however, only one-quarter (27%) strongly agree that there is a sense of community in Applewood and Abbeydale. Residents appear to only know their immediate neighbours.

Also, only one-in-five (21%) residents in Applewood and Abbeydale strongly agree that they help out in their neighbourhood by volunteering. In addition, there seems to be a high level of ignorance regarding programs and services in the survey area. One-in-ten (20%) seems to not know if community services and programs available to the regions' residents are affordable. Furthermore, about two-in-five strongly and somewhat disagree with the statement that there are enough community facilities programs, and services located in the survey area to meet the needs of members of their household (39%), and that there are sufficient recreation and leisure programs and activities available to Applewood and Abbeydale residents (38%).

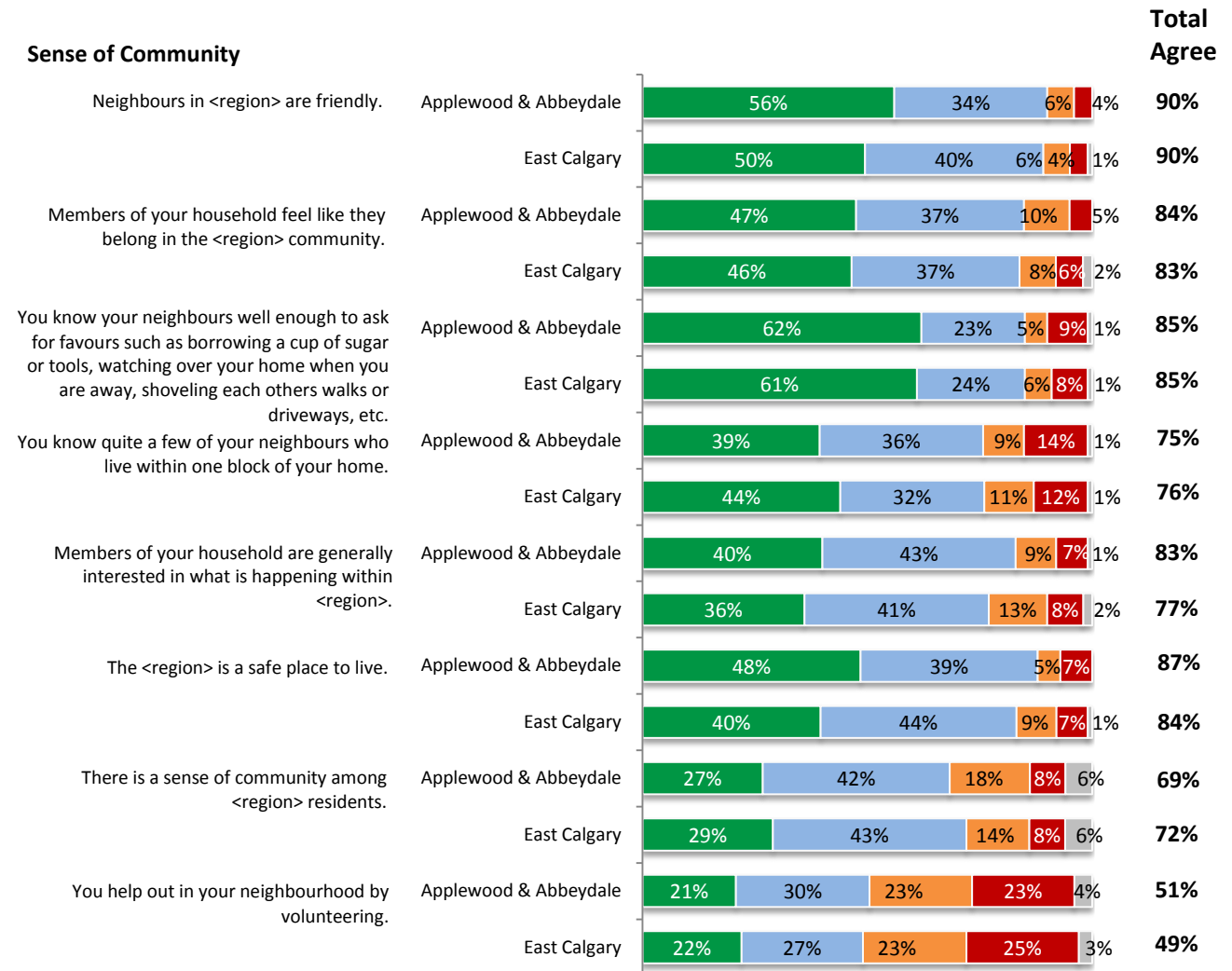
Finally, residents also appear not to be overly interested in what is happening in Applewood and Abbeydale (40% 'Strongly agree'), which represents a similar finding when compared to East Calgary (36%).

Figure 14: Applewood & Abbeydale Community Perceptions (1)



Base sizes: Applewood & Abbeydale n=221; East Calgary n=2,442

Figure 15: Applewood & Abbeydale Community Perceptions (2)

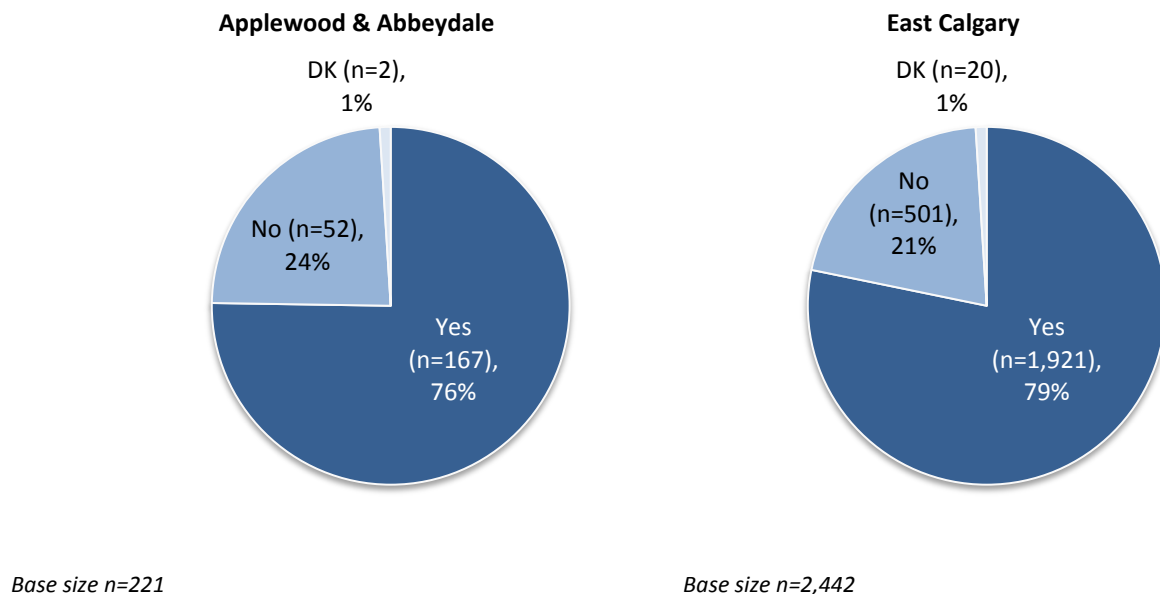


Base sizes: Applewood & Abbeydale n=221; East Calgary n=2,442

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

Respondents were then asked if they were aware of the local Community Association. As can be seen in Figure 17, three-quarter (76%) indicated that they were aware of the Community Association, which is similar to findings in East Calgary (79%). The longer residents have lived in their communities, the higher their level of awareness of the Community Association appears to be (53% for new residents to 89% for those who have lived there 20 or more years). Two-person households (82%), couples without children (88%), those living alone (80%) and with a roommate (88%) are significantly more likely to be aware of the Community Association locations. In addition, those who don't consider themselves a visible minority (86%) are significantly more likely to be aware of the Community Association compared to those who consider themselves a visible minority (34%).

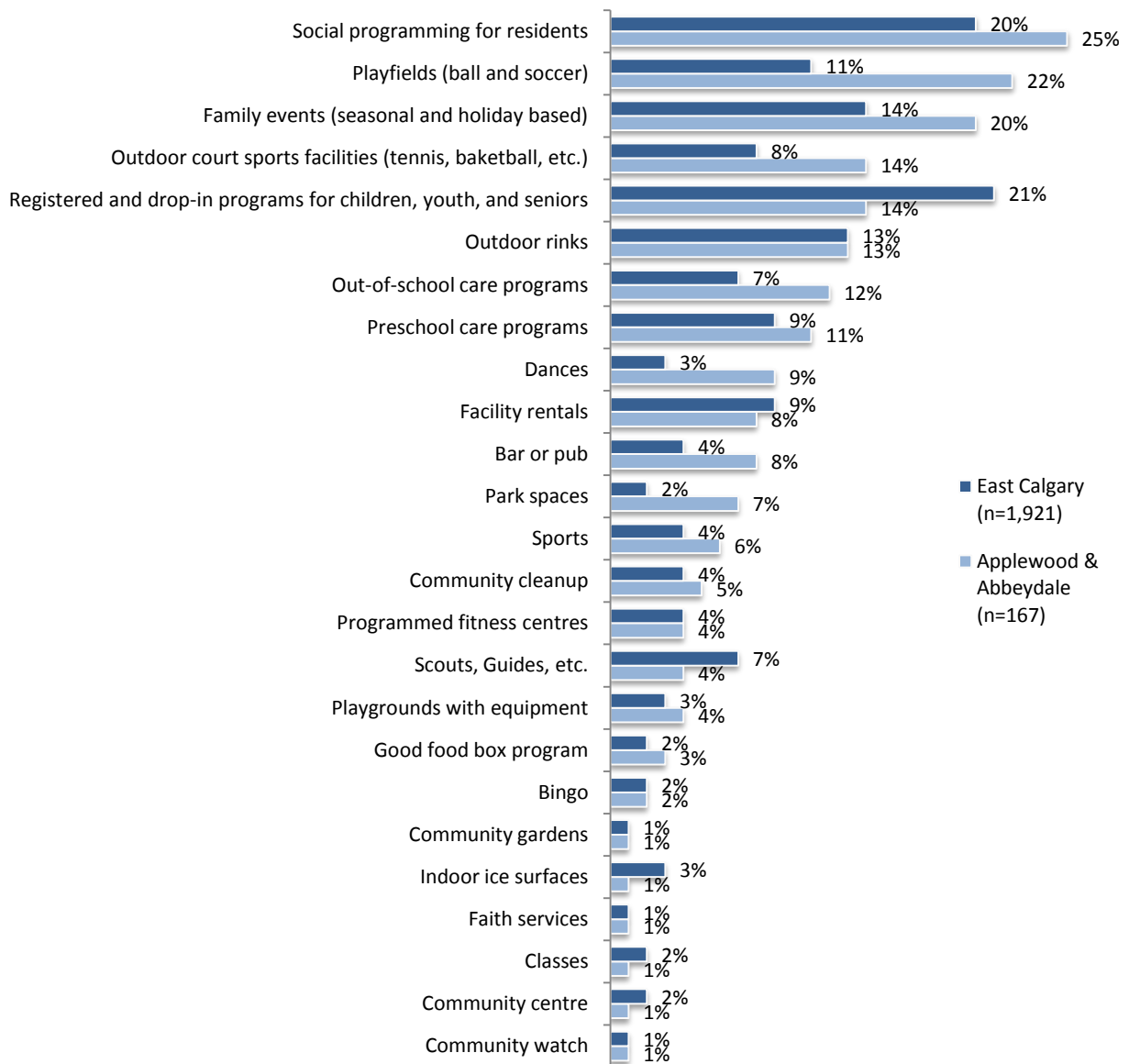
Figure 17: Awareness of the Applewood & Abbeydale Community Associations



Among those aware of the Community Association, they were asked to recall the amenities, programs and services offered by the Association (Figure 18). The most frequently recalled programs were registered drop-in programs for children, youth and seniors (21%), social programming (20%), playfields (11%), and family events (14%). Couples with children are

significantly more likely to recall social programming (32%); and home owners (23%), those who have lived in their community for more than 20 years (35%), and those who don't consider themselves a visible minority (26%) mention playfields. However, almost one-third (31%) 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 suggests a large number of people that are disconnected from their community association.

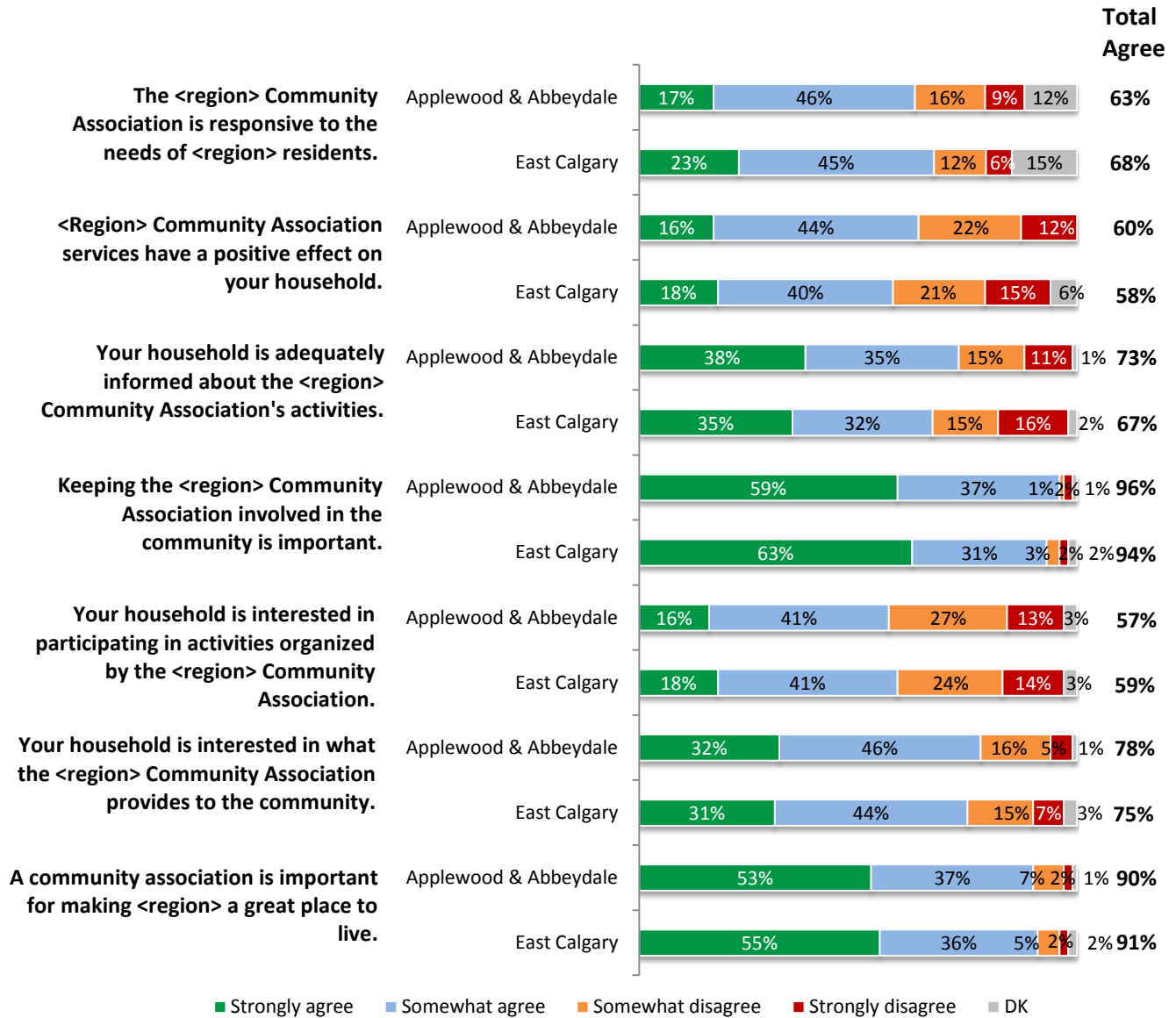
Figure 18: Recall of Amenities, Programs, and Services offered by your Community Association



Only responses 1% and above are shown.

Respondents were then asked about their perceptions of the Community Association (Figure 19). Overall, respondents in Applewood and Abbeydale strongly agreed with all of the statements about the Community Association at a lower or equal level of East Calgary survey respondents. Respondents in the survey area agreed (strongly and somewhat) most with the attributes of 'Keeping the Community Association involved in the community is important' (96% - 94% in East Calgary) and 'A Community Association is important for making the community a great place to live' (90% - 91% in East Calgary). This suggests Respondents in Applewood and Abbeydale were most likely to somewhat and strongly disagree that they are interested in participating in activities organized by the Community Association (40% disagree) and has a positive effect on your household (32% disagree).

Figure 19: Community Association Perceptions



Base sizes: Applewood & Abbeydale n=167; East Calgary n=1,921

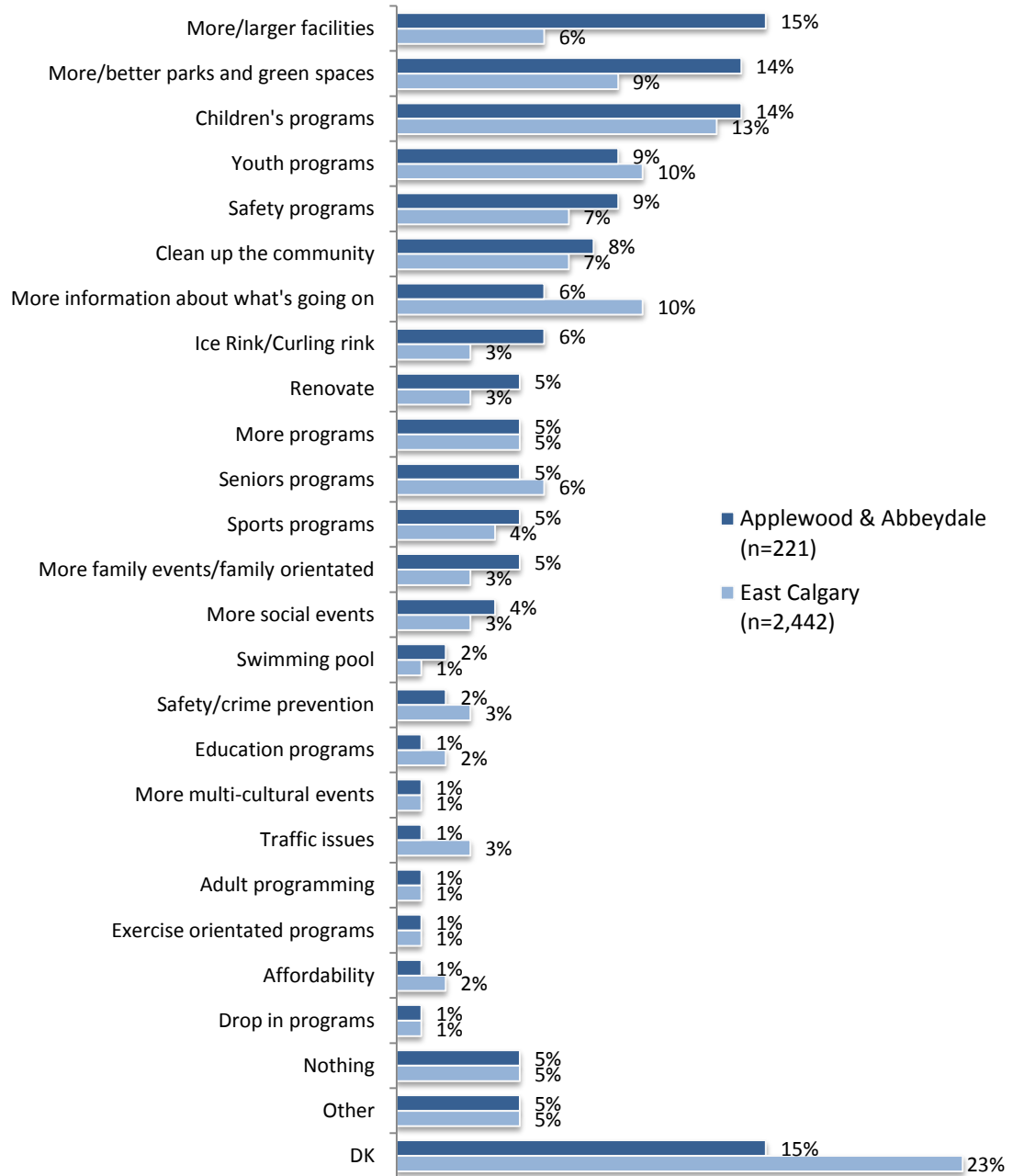
2.3.3 Community Priorities

Respondents were asked about what they believed should be the top two priorities of the Community Association. On top of the list of priorities are 'More/larger facilities' (15%), 'More/better parks and green spaces', and 'Children's programs' (14% each). Homeowners and those who have lived in their community between 6 and 20 years are significantly more likely to indicate that more and larger facilities should be a priority. In addition, those who don't know where the Community Association is located (22%) indicated that more and larger facilities should be one of the top priorities for the Community Association. Children's programs were a priority for two-person households and home owners.

Safety and Crime Prevention were also mentioned as top priorities for the Community. Safety programs (9%), Clean up the Community (8%), and Safety/Crime prevention (2%) were mentioned by a small group of respondents. Those that mentioned that a focus for the Community Association should be to 'clean up the community' were more likely to have lived in their community for less than 5 years and in three-person households.

One-in-five (20% none, don't know) could not identify any priorities for the Community Association to focus on. Those that could not identify any priorities for the Community Association to focus on were significantly more likely to be one-person households, single parents, and live alone. This may suggest a general lack of interest in what the Community Association currently offers.

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



2.4 Communications

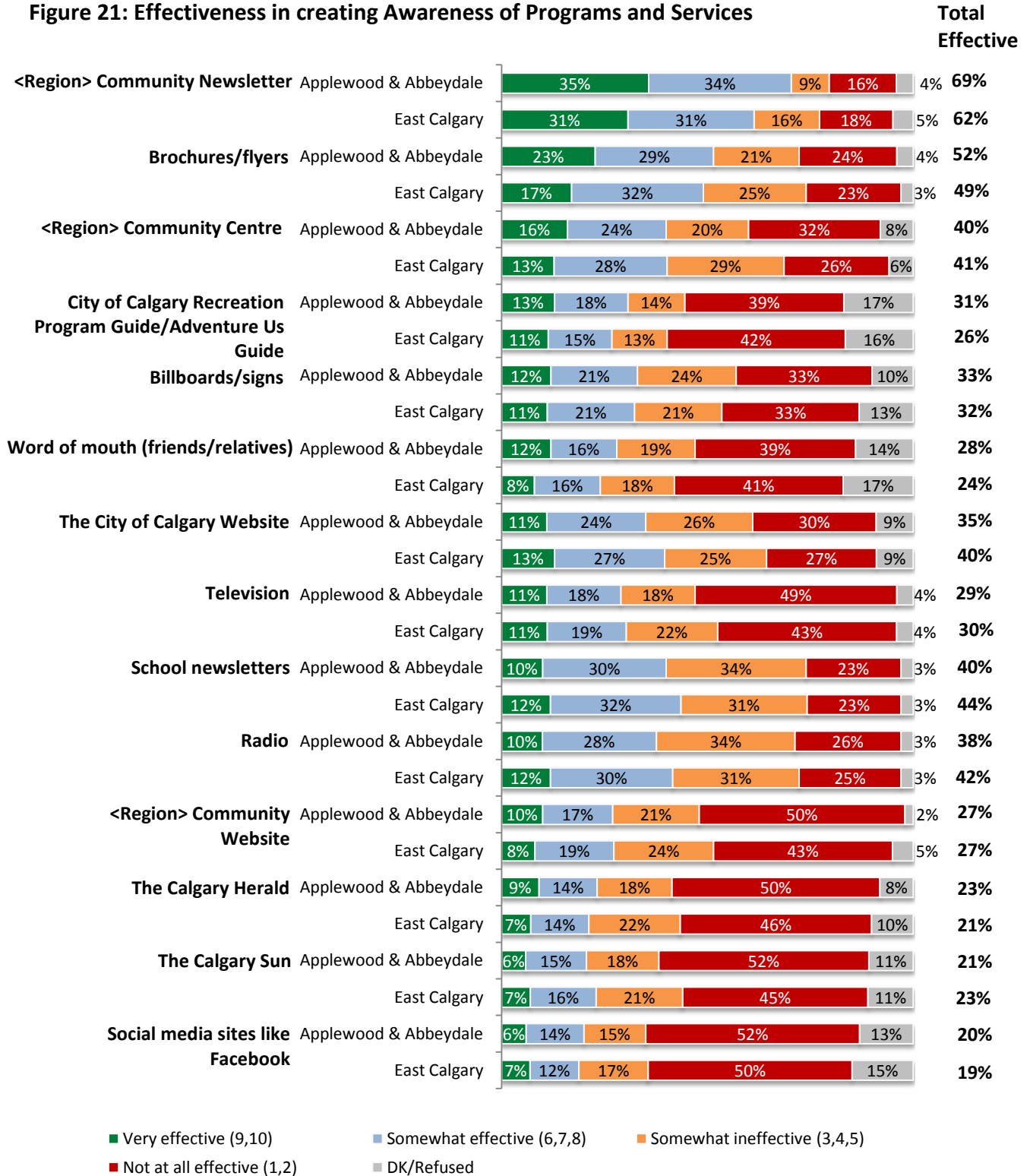
Respondents were asked to rate the effectiveness of various communications mediums for sharing community information. Respondents indicate that the traditional method of communicating via Community Newsletters are the most effective way of reaching residents of a community with one-third (35%) providing a 9-10 rating for the mediums effectiveness. An additional one-third (34%) provided a 6,7,8 rating. Respondents who were most likely to provide high rating for the Community Newsletter were significantly more likely to be home owners (mean score of 6.9 compared to 6.0 for renters) and were significantly more likely to have lived in their community for 11 years or more. Brochures and flyers as a communications medium were rated a 9-10 by almost one-quarter (23%) for its effectiveness. Single person households were significantly less likely to provide high ratings for the effectiveness of brochures and flyers. However, those who had lived in their community for 6 to 10 years and were visible minorities were significantly more likely to provide higher ratings for the effectiveness of brochures and flyers.

In general, one-half of respondents provide a 5 or lower score for the effectiveness of all mediums in communicating Community Association information.

Social media, although cheap and easy to use, does not currently appear to be an effective method for communicating with the majority of the population. Almost all (94%) provided an 8 or less rating for social media as an effective communications tool. While the scores for social media are low, it does have a few pockets of support. Respondents with more than 4 people in the household, renters, those who lived in the community for less than 20 years and visible minorities are all significantly more likely to provide higher ratings for the effectiveness of social media.

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

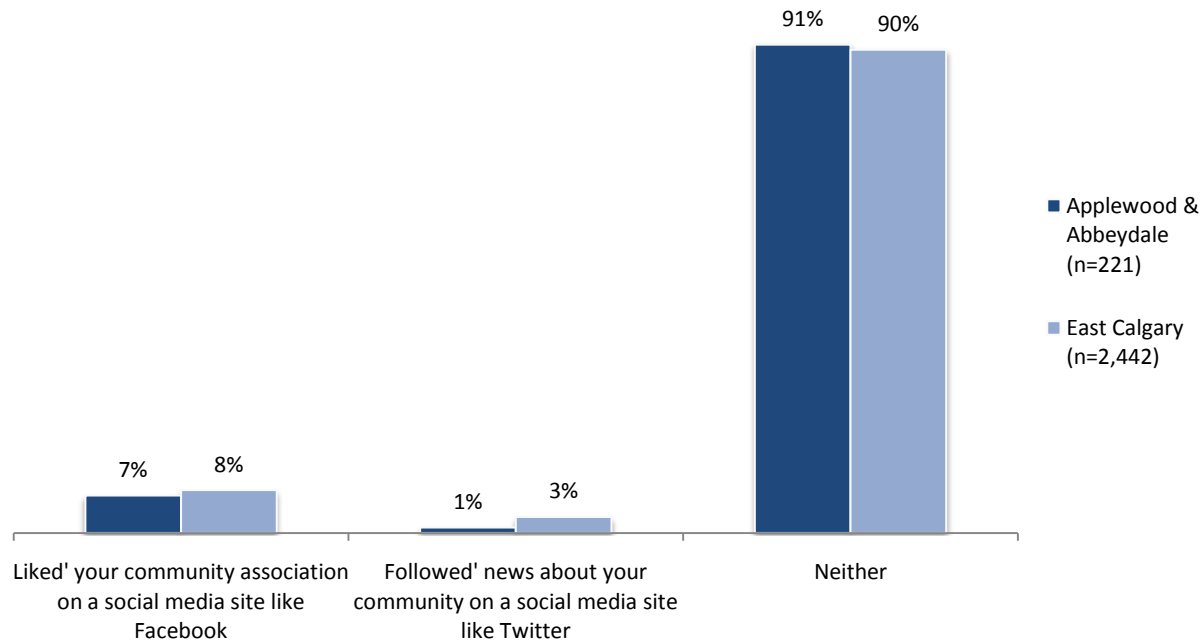
Figure 21: Effectiveness in creating Awareness of Programs and Services



Base sizes: Applewood & Abbeydale n=221; East Calgary n=2,442

As can be seen in Figure 22 very few respondents in the study area (7%) and East Calgary (8%) have liked their Community Association on a social media site like Facebook or followed their community on a Social media platform like Twitter (1% in Applewood and Abbeydale and 3% in East Calgary). At this current point in time, Social media will reach a select few rather than the masses.

Figure 22: Social Media Use in Applewood & Abbeydale



Responses exclude 'DK'

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

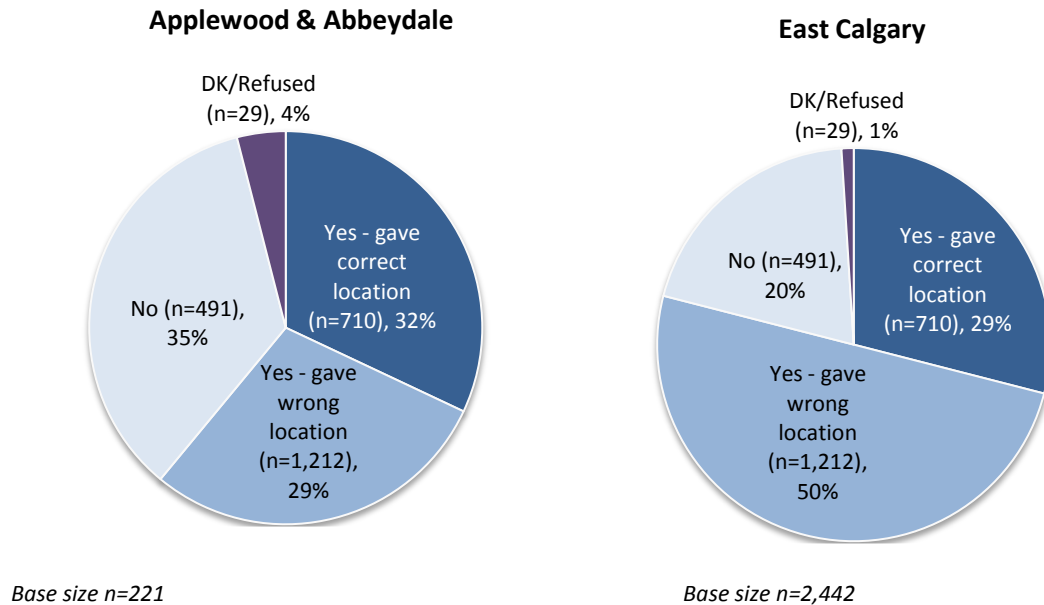
2.5 The Community Centre

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

2.5.1 Community Centre Utilization

Overall, one-third (32%) identified the correct location of the Community Centre in Applewood and Abbeydale, which is similar to findings in East Calgary where three-in-ten (29%) correctly identified the location. Also, three-in-ten (29%) in the survey area gave the wrong address/location for the Community Centre, which represents significantly fewer resident when compared to similar to East Calgary (50%). However, one-third in Applewood and Abbeydale (35%) stated that they did not know about the Community Centre in their community, which is significantly more when compared to East Calgary (20%).

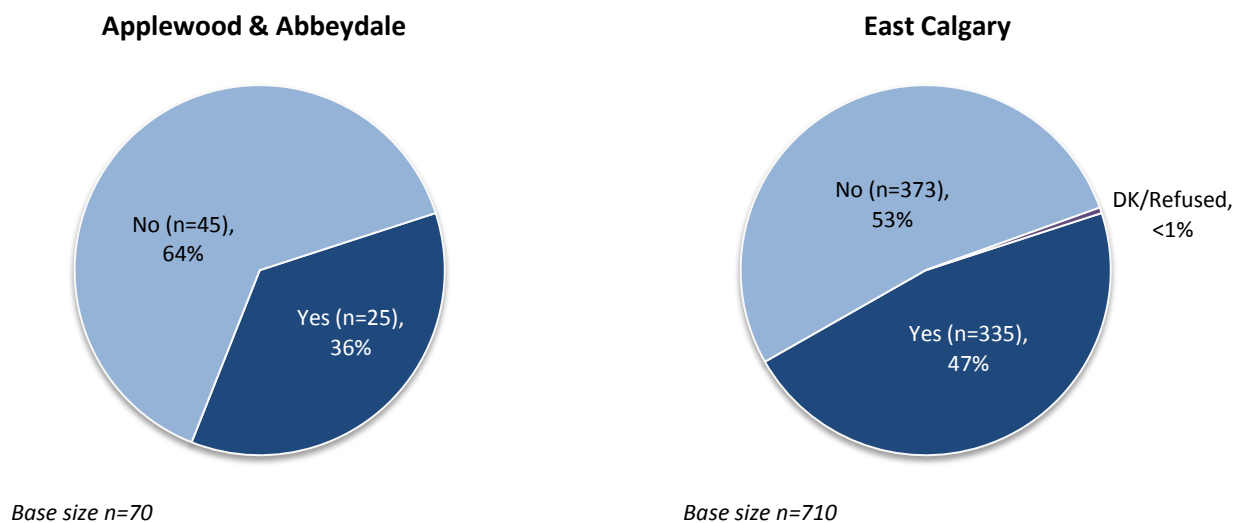
Figure 23: Awareness of Community Centre Location



Surprisingly, couples without children (42%) were significantly more likely to know the correct location of the Community Centre. In addition, those who have lived in their community for more than 20 years are also significantly more likely to pick the correct location. Those who have lived in their community for less than 20 years and residents considering themselves a visible minority on the other hand were significantly less likely to know the location of the Community Centre. Perhaps not surprisingly, awareness of the Community Centre location increases with the time spent living in the community, which could also be observed in East Calgary.

Figure 24 shows if residents who are aware of the Community Centre location have used or visited the Community Centre in the past 12 months. Among those aware of the location of the Community Centre, only one-third (36%) indicated that they had visited the Centre in the last 12 months, which is significantly lower when compared to East Calgary (47%).

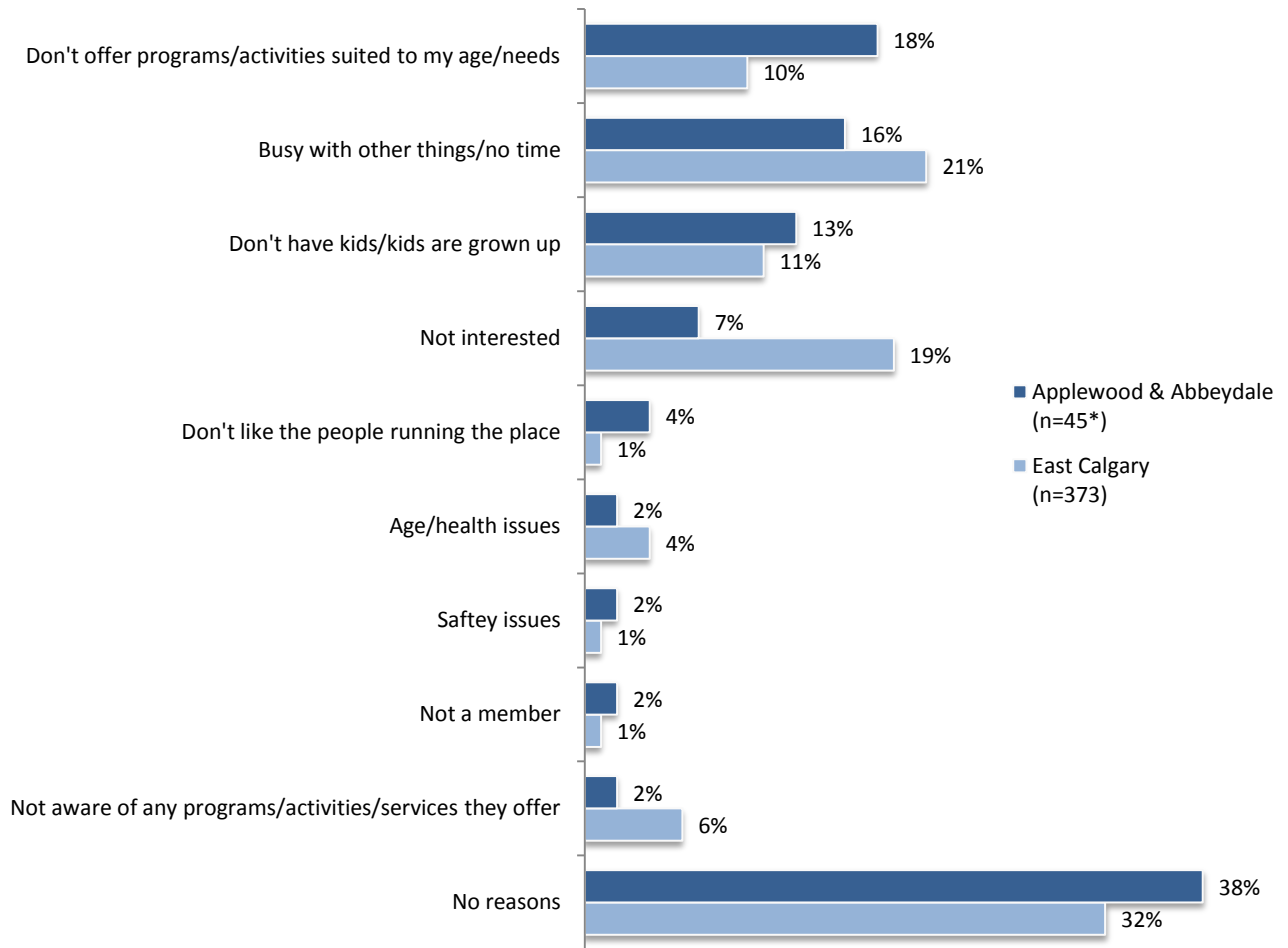
Figure 24: Used or Visited Community Centre in the past 12 Months



The main reasons respondents in Applewood and Abbeydale noted for not visiting the Community Centre in the last 12 months (Figure 25) were that they 'Don't offer programs/activities suited to my needs/age' (18%), they are 'Busy with other things/no time' (15%), and they 'Don't have kids/kids are grown up' (13%). East Calgarians indicated they were mainly 'too busy' (21%) and that they were 'not interested' (19%). Again, this speaks to the Community Association not connecting with residents.

Almost two-in-five (38%) could not provide a reason for not visiting the Community Centre in the last 12 months, which is close to the one-third (32%) East Calgarians who also did not give a reason.

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

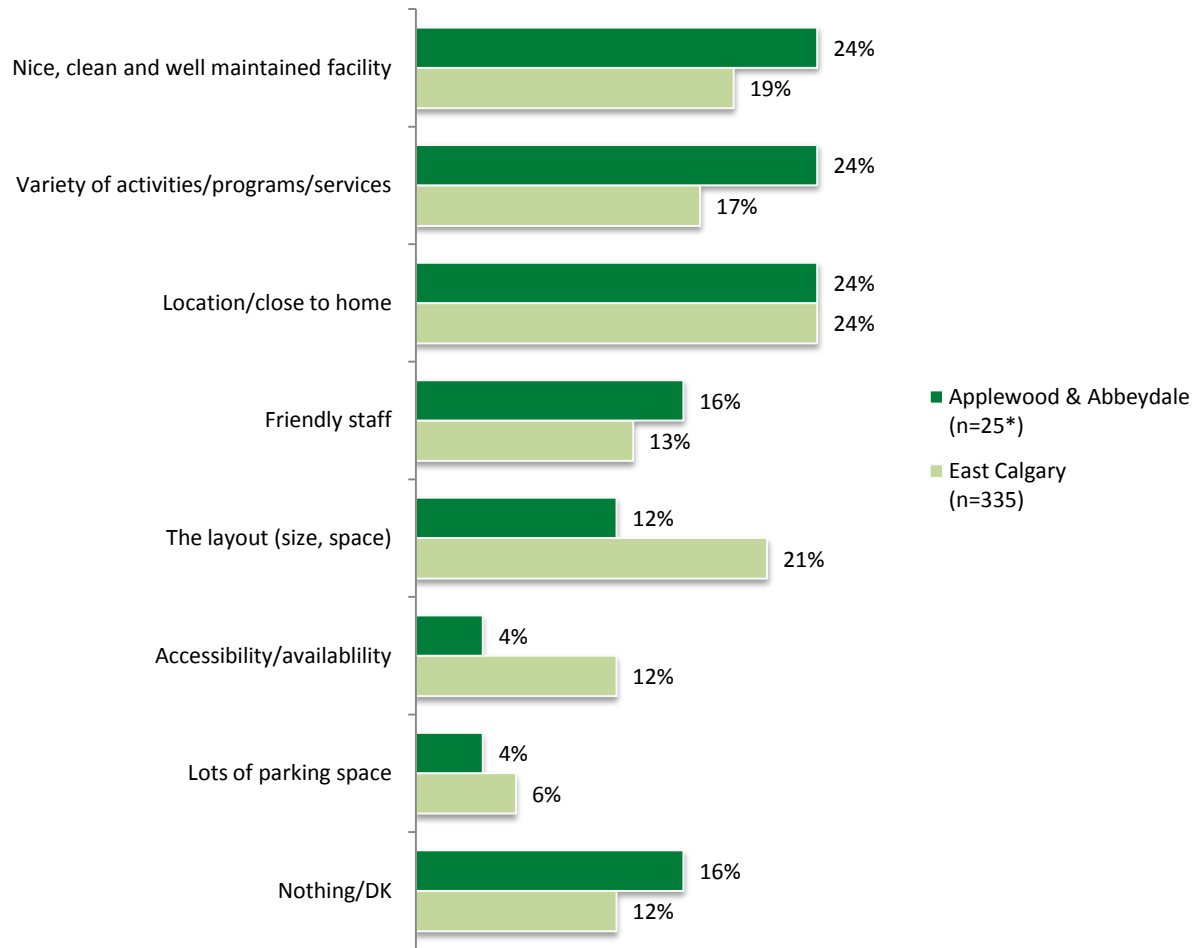


*Caution=small base size

2.5.2 Community Centre Perceptions

Respondents in Applewood and Abbeydale who were aware of the location of the Community Centre were asked what they liked about the Community Centre. One-quarter (24% each) indicated that the Community Centre is a nice, clean, and well maintained facility; they like the variety of activities/programs/services, and the location being is close to home. East Calgarians' top rated like about the Community Centre was its location (close to home) with one-quarter of respondents (24%).

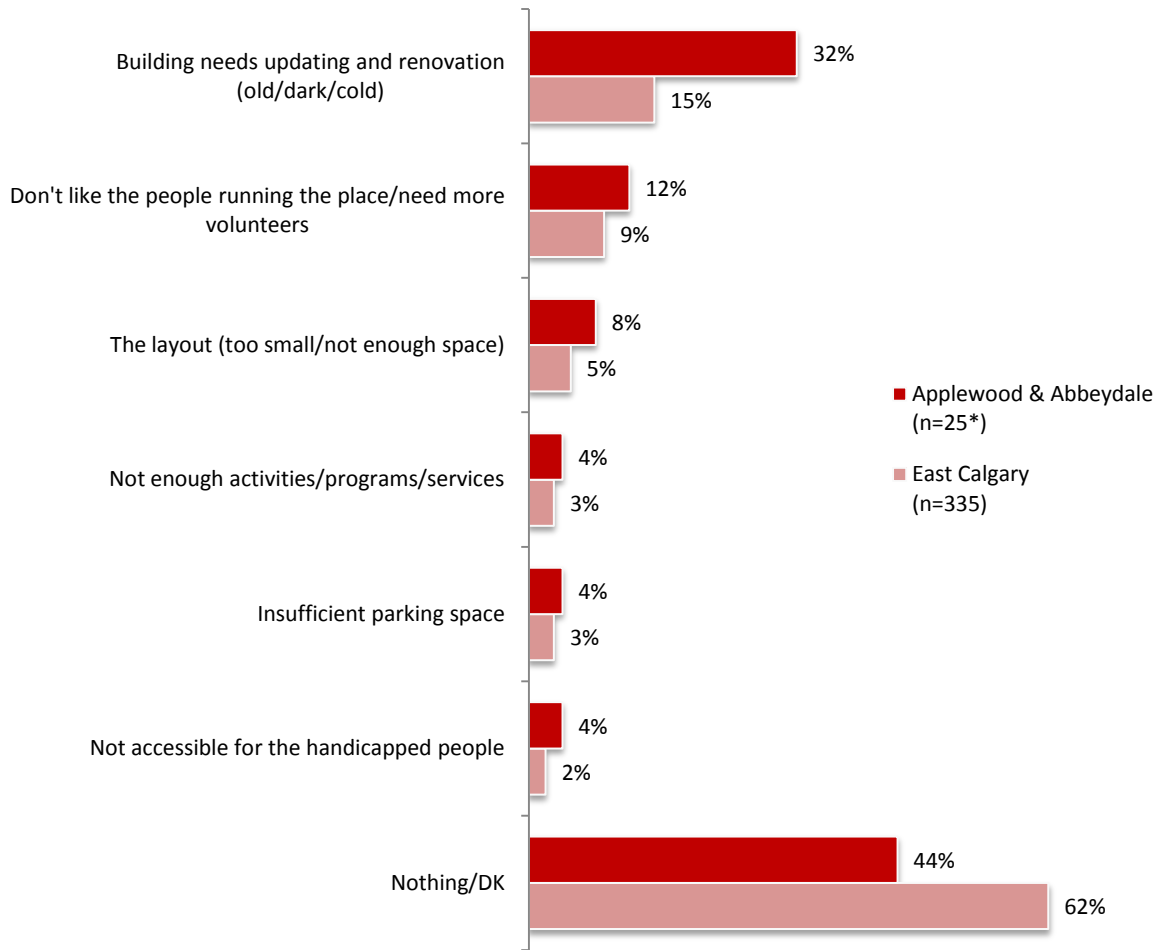
Figure 26: Positive Perceptions of Community Centres



**Caution=small base size*

Figure 27 shows what negative perceptions survey respondents have of the Community Centre. When asked what they didn't like about the Community Centre, more than two-in-five (44%) respondents in Applewood and Abbeydale do not have any negative perceptions, which is slightly lower than what East Calgarians perceive (62% did not have any dislikes). The biggest issue mentioned by respondents in the survey area and East Calgary is that there are that the building needs updating and renovating (32% and 15% respectively).

Figure 27: Negative Perceptions of Community Centres



*Caution=small base size

2.5.3 Value of the Community Centre to Residents

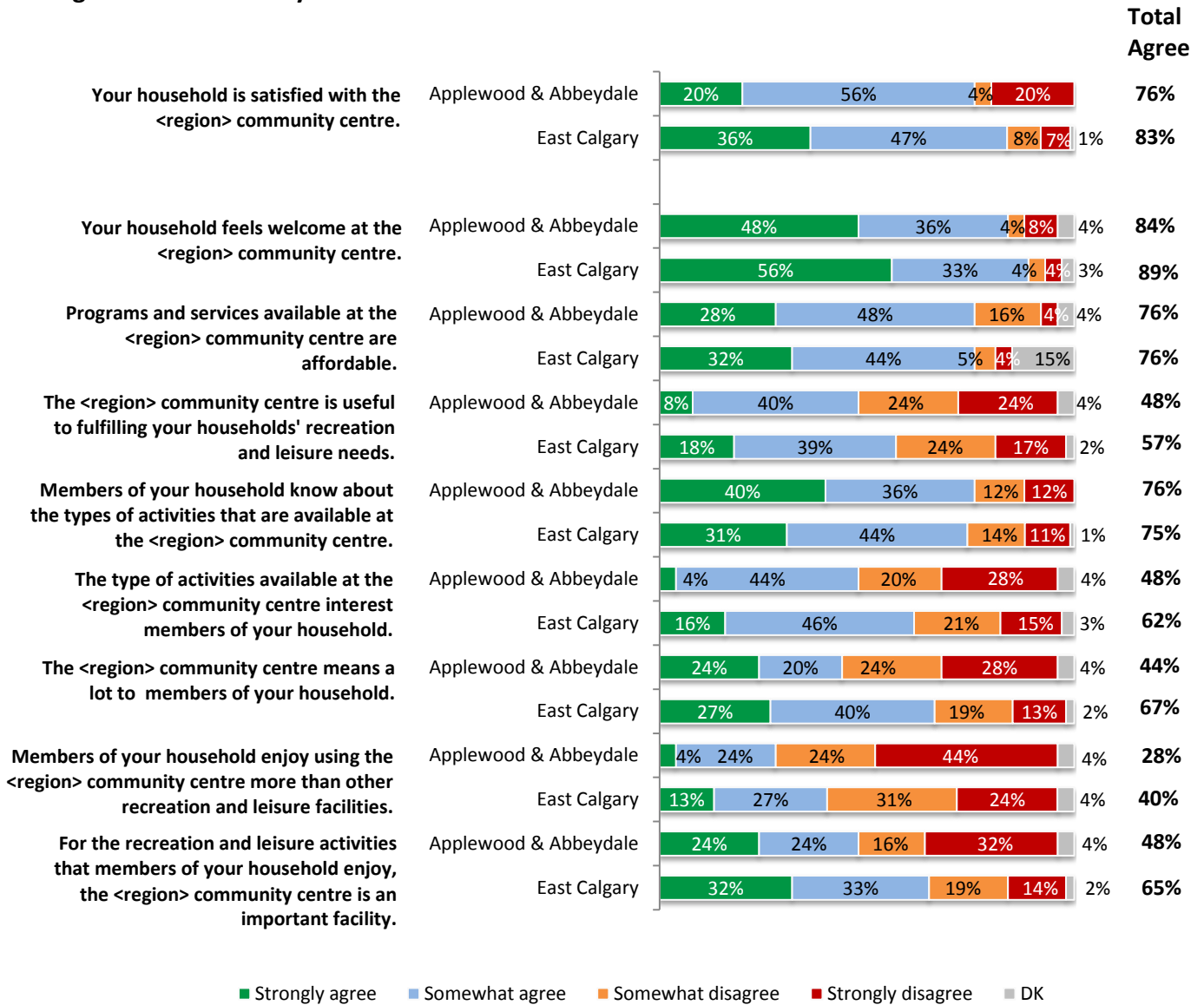
To end the survey, respondents were asked to provide their feedback on specific attributes related to the Community Centre. As can be seen in Figure 28, less than half of respondents in Applewood and Abbeydale, as well as East Calgary, agree (strongly and somewhat) with the statements about the Community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

- Your household feels welcome (84% agree compared to 89% in East Calgary).

- Your household is satisfied with the Community Centre (76% agree compared to 83% in East Calgary).
- Programs and services are affordable (76% in the survey area and East Calgary).
- Members of your household know about the types of activities that are available at the Community Centre (76% compared to 75% in East Calgary).

In contrast, only three-in-ten (28%) indicated that they enjoy using the Community Centre more than other recreation and leisure facilities, which is slightly fewer residents when compared to East Calgary (40%).

Figure 28: Community Centre Value to Residents



Base sizes: Applewood & Abbeydale n=25*; East Calgary n=335

*Caution=small base size

3.0 Conclusion

In conclusion, the research in Applewood and Abbeydale 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.

Applewood and Abbeydale are unique and different in comparison to other regions of East Calgary. Of particular interest, the demographics of the communities indicate a 'greying/adult' population and a sizeable number of household's with more than 3 adults. This suggests a number of homes with young adults or extended families present.

Residents of the communities indicate that the main reasons for not being more involved are that they are simply too busy, work commitments, and had no time. Cost issues are not considered to be a 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 Applewood and Abbeydale provide lower likelihood to recommend scores for their community. While respondents appear to know their neighbours well, there also appears to be a lack of belonging in the communities. In addition, the relevance of Community Association programming is also lagging when compared to other communities in East Calgary. There is room to grow by increasing the 'sense of community', increasing the levels of volunteerism in the community and continued communications with residents. Currently, residents in the Abbeydale and Applewood provide low scores for the effectiveness of various communications methods. Not only does effective/relevant programming need to be created, but it also has to be communicated well to become a success.

Positively, the Community Associations do have a high level of awareness among residents, 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?

Applewood

Abbeydale

Whitehorn

Rundle

Pineridge

Inglewood

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

[READ IF NECESSARY]

As well, I must read to you the following statement: The information gathered in this survey is collected under the authority of the Freedom of Information and Protection of Privacy Act Section 32, and is used solely for the purposes of customer research. All of your answers will be kept strictly confidential.

[IF NECESSARY] Inquiries:

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

Questionnaire

Before we begin, I want to clarify a term that will be used throughout this interview. When I say

"members of your household" I am referring to you and other members of your household.

SECTION A: Activities

I am going to ask you questions about members of your household's participation in community,

recreation, social and leisure activities, such as community clean-ups, soccer, kids 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 or sugar or tools, watching over your home when you are away, shoveling each others walks or driveways, etc.
- n. You help out in your neighbourhood by volunteering
- o. Community programs and services in [INSERT COMMUNITY] are affordable.

SCALE

Strongly Agree

Somewhat Agree

Somewhat Disagree

Strongly Disagree

Don't Know

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

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

1 Yes (go to Q8b)

2 No (go to Q10)

3 (DO NOT READ) Don't know (go to Q10)

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

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

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

Q9. Using a scale of strongly agree, somewhat agree, somewhat disagree and strongly disagree, to what extent do you disagree or agree with the following statements about the [INSERT COMMUNITY] Community Association: (READ) (ROTATE)

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

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

Q10. In your opinion, what should be the top two priorities for the [INSERT COMMUNITY] Community Association in terms of services, programs, parks and facilities in the community? (IF RESPONDENT PROVIDES A ONE WORD ANSWER, ASK RESPONDENT TO ELABORATE) [OPEN END, DO NOT READ LIST]

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

SECTION C: Communications

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

Billboards/signs
Brochures/flyers
City of Calgary Recreation Program Guide/Adventure Us Guide
[INSERT COMMUNITY] Community Centre
[INSERT COMMUNITY] Community news letter
[INSERT COMMUNITY] Community Website
Radio

School newsletters
Television
The Calgary Herald
The Calgary Sun
Word of mouth (friends/relatives)
The City of Calgary website
Social media sites like Facebook

SCALE: 1-10

Don't know

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

"Liked" your community association on a social media site like Facebook

"Followed" news about your community on a social media site like Twitter

Yes

No

The Community Centre

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

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

1__Yes – (INSERT VARIOUS DESCRIPTIONS FOR EACH COMMUNITY)

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

3__No _ GO TO DEMOS

4__Don't know/unsure _ GO TO DEMOS

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

1 Yes (Go To Q12e)

2 No

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

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

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

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

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

Q13a Please indicate whether you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about the [INSERT COMMUNITY] Community Centre. **(READ)** **(rotate)**

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

Strongly agree

Somewhat agree

Somewhat disagree

Strongly disagree

(DON'T KNOW – do not read)

Demographics

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

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

of years: _____

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

- 1. Couple with children living at home
- 2. Couple without children living at home

- 3. Single Parent household
- 4. Living alone
- 5. Living with roommate(s)
- 6. Living with extended family
- 7. (DO NOT READ) Other
- 8. (DO NOT READ) Refused

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

Yes
No

D5. Do you own or rent your home?

- 1__ Own
- 2__ Rent
- 3___ (DO NOT READ) Refused

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

Yes
No

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