



THE CITY OF
CALGARY

Community Needs and Preferences Study – Queensland & Deer Ridge

Prepared by:



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Executive Summary

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

Key Findings

The key findings from this research initiative are:

- ✓ The demographics of the Queensland and Deer Ridge communities surveyed indicate a 'greying' population with about four-in-five not having any children under the age of 13 (78%) and children/youth between the ages of 13-19 (80%). The majority is between the ages of 20 – 64 (89%).
- ✓ In general, there appears to be significantly less involvement (very and somewhat) in community recreation, social and leisure activities in the survey area (44%) and South Calgary (41%) when compared to Calgary (73%).
- ✓ The main barrier to involvement is that respondents simply indicated that they have no time in Queensland and Deer Ridge (23%) as well as in South Calgary (22%). This was followed by age (too old) (18% in the survey area and South Calgary) and not interested (17% in the survey area and 18% in South Calgary). 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 socializing or low-impact exercise such as walking. Results for activities are similar when compared to South Calgary findings.

- ✓ Overall, a Private Organization was identified as being the main provider of recreation and leisure activities in Queensland and Deer Ridge and South Calgary (31% each). This was followed by The City of Calgary (28% in Queensland and Deer Ridge and 31% in South Calgary) and your Community Association (23% in Queensland and Deer Ridge and 25% in South Calgary).
- ✓ Close to three-in-five (45%) 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 when compared to South Calgary (59%). A similar number of residents in Queensland and Deer Ridge (51%) help out in their neighbourhood by volunteering when compared to South Calgary (56%).
- ✓ Positively, Community Associations have a very high level of awareness among residents in Queensland and Deer Ridge (96%) and South Calgary (95%). Respondents noted two main areas that they would like the Association to focus on. Firstly, more children's programs, 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 Queensland and Deer Ridge (76%) as well as in South Calgary (86%). The least effective was social media (73% - 54% 'Not at all effective' and 19% 'Somewhat ineffective').

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 Queensland and Deer Ridge 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 communities in the Queensland and Deer Ridge communities. The following report represents the key findings of this research study.

1.1 Background and Survey Objectives

This research comprised the Queensland and Deer Ridge communities in South Calgary. Queensland was established as a community of Calgary in 1973 and Deer Ridge in 1978. Queensland shares a community centre with the Diamond Cove community and Deer Ridge does not have one. Also, Queensland has a community association with Diamond Cove, and Deer Ridge has its own. The community associations provide varying levels of services and programs to residents. The community centre in Queensland is operated by the community together with Diamond Cove 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 Queensland and Deer Ridge

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 177 resident households in the Queensland and Deer Ridge 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=
Queensland		112	+/-9.15	4,877
Deer Ridge		65	+/-12.06	3,991
Total		177	+/-7.29	8,868

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.

¹Note: 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 Queensland and Deer Ridge communities (see Table 2: Profile of Queensland and Deer Ridge).

Table 2: Profile of Queensland and Deer Ridge

Characteristics		Survey Respondents (Total n=2,442)		Community Population ¹
Residence in Community		In %	In n	In n
	Queensland	2	112	4,877
	Deer Ridge	2	65	3,991
	Total	100	177	8,868

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 Queensland and Deer Ridge).

Over one-third of respondents (36%) in the study area have lived in their current community for 11 to 20 years and one-third (33%) have been in their current community for more than 20 years. In spite of a housing boom and a high level of migration to Calgary, under three-quarters (69%) have lived in their community for at least 10 years.

The majority of residents surveyed owned their home (93%). Home ownership in the Queensland and Deer Ridge communities is the same as in South Calgary (93%), and significantly higher than observed in the Calgary population (73%). In addition, more than one-in-ten of the survey population (14%) 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 Queensland and Deer Ridge

Characteristics	Survey Respondents (% of Respondents)		Calgary Population ² (in %)
	Queensland & Deer Ridge	South Calgary	
Length of Residence in Community			
5 years or less	14	14	n/a
6 – 10 years	18	20	
11 to 20 years	36	29	
More than 20 years	33	37	
Refused	-	<1	
Total	100	100	
Housing Tenure			
Own	93	93	73
Rent	7	6	27
Refused	-	-	-
Total	100	100	100
Visible Minority			
Yes	14	11	24
No	85	87	76
Don't Know	2	2	
Total	100	100	100
Household Composition			
Couple with children living at home	41	39	n/a
Couple without children living at home	42	39	
Single parent household	5	4	
Living alone	10	11	
Living with roommate(s)	1	1	
Living with extended family	2	4	
Other	-	1	
Refused	1	<1	
Total	100	100	
Gender			
Male	37	45	50
Female	63	55	50
Total	100	100	100

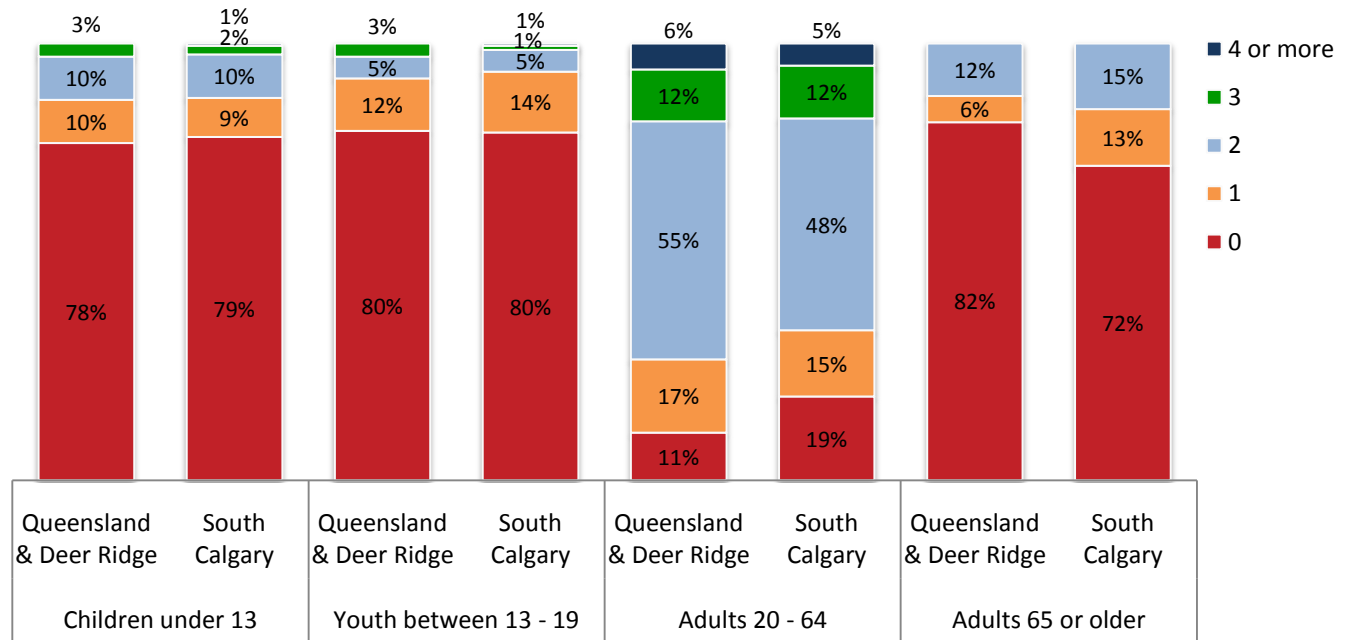
Base: Queensland & Deer Ridge n=177; South Calgary=2,440; Calgary (2009) n=1,064,455

Respondents to the survey were mostly couples without children living at home (42%) and couples with children at home (41%). One-in-ten residents lives alone (10%) and one-in-twenty (5%) is a single parent household. When compared to the South Calgary region, the household composition is similar to the Queensland and Deer Ridge communities.

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

As can be seen in Figure 1, close to four-in-five respondents to the survey in Queensland and Deer Ridge do not have any children under the age of 13 living at home (78%) and four-in-five do not have any youth between the ages of 13-19 living at home (80%). Close to three-quarter (73%) in the study area have at least two persons living there aged 20-64. 18% of homes have 3 or more adults aged 20-64, suggesting a sizeable number of homes with young adults present or with extended families. This could mean that many young people still live at home with their parents. Less than one-in-five (18%) households have 1 or 2 people aged 65 and over.

Figure 1: Number and age of people in household in Queensland and Deer Ridge



Queensland & Deer Ridge n=177; South Calgary n=2,440

2.2 Recreation and Leisure Participation

In the following section, residents of Queensland and Deer Ridge 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 Queensland and Deer Ridge were asked to indicate their level of involvement in community, recreation, social, and leisure activities. Overall, close to one-half (44%) indicate that they are 'Very involved' (11%) or 'Somewhat involved' (33%). Three-in-five (57%) indicate that they are not involved in community, recreation, social and leisure activities. The majority of residents in Queensland and Deer Ridge who stated they were not at all involved lives alone (81%) and in a one- and two person household (58% and 61%). In addition, home owners (39%) are also significantly more likely to be not at all involved compared to renters (9%). Not surprisingly, couples with children (18%) were significantly more likely to be involved in activities than couples without children (3%). 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 and to not be aware of the Community Association.

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 Queensland and Deer Ridge²

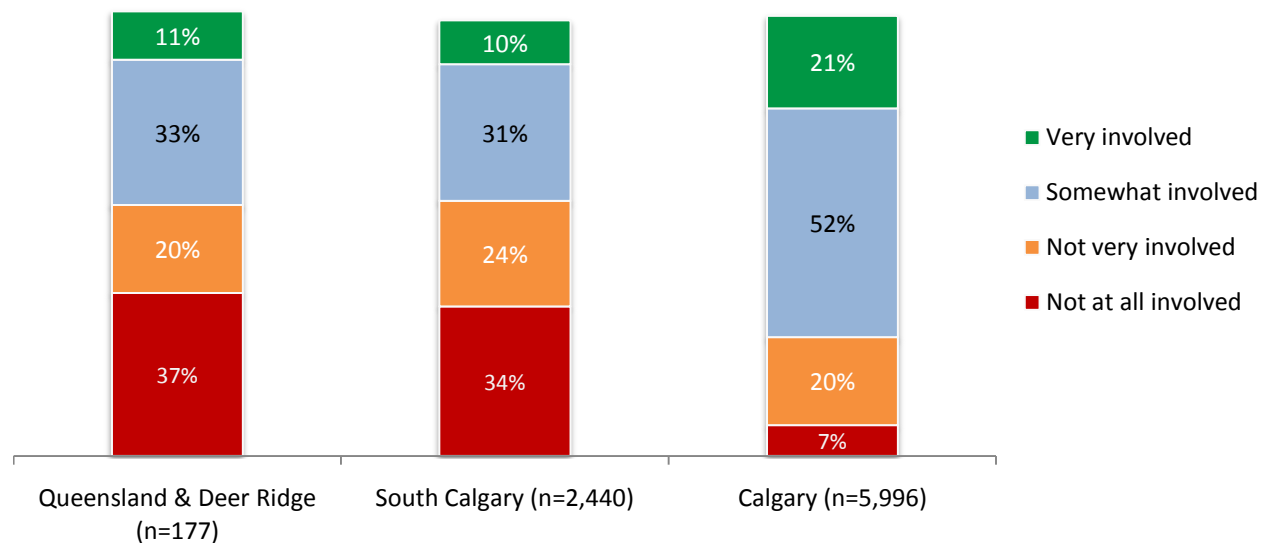


Figure 2 shows the level of involvement of Queensland and Deer Ridge household members in community, social, recreation, and leisure activities as compared with South Calgary and Calgary levels.

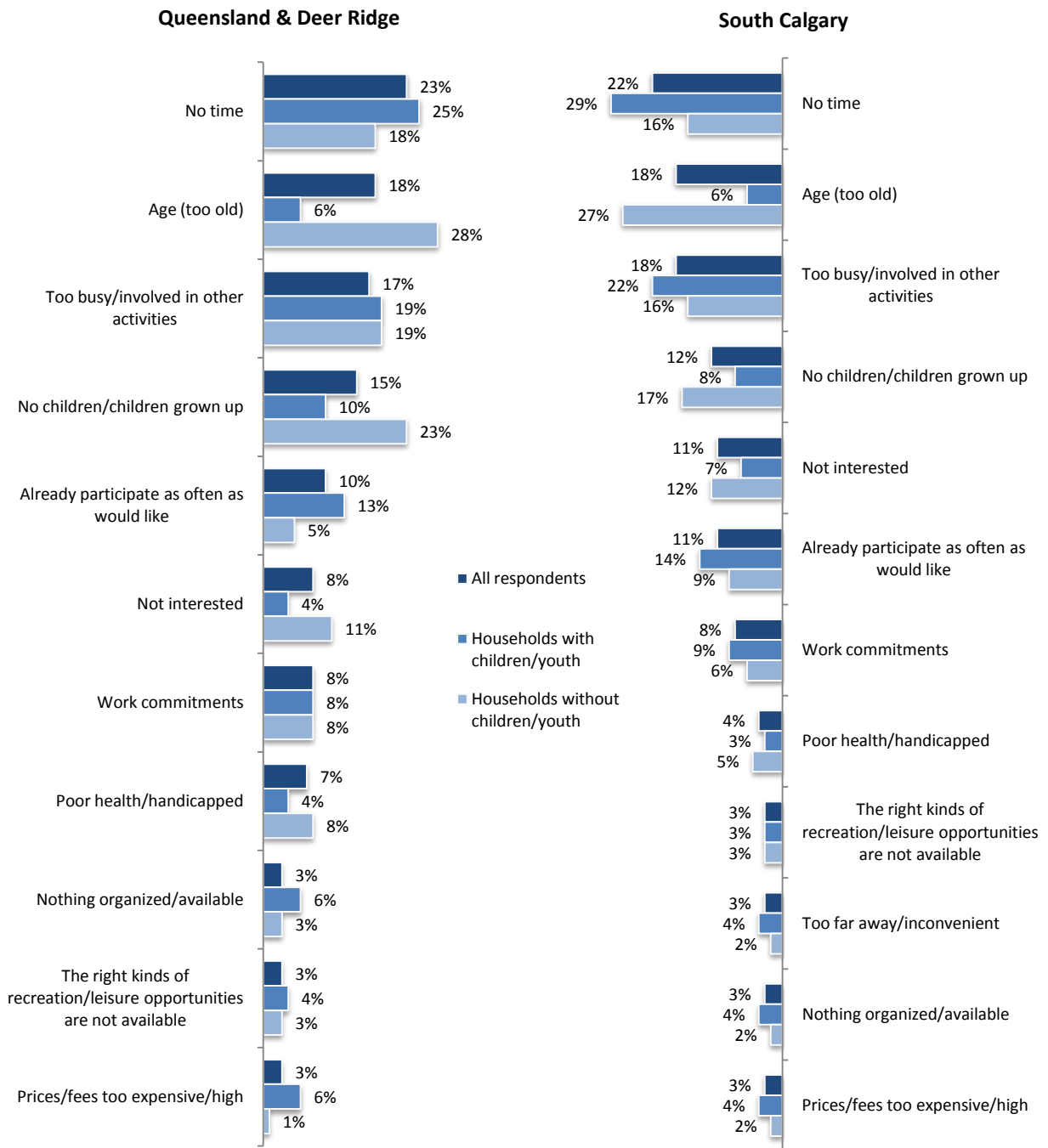
The levels of involvement (very and somewhat) of residents in Queensland and Deer Ridge and South Calgary are similar (44% and 41% respectively). Yet, when compared to Calgary, there is a significantly lower level of involvement in the survey area and South Calgary (44% and 41% compared to 73%). There are also similar findings in Queensland and Deer Ridge (37%) and South Calgary (34%) regarding residents that are 'Not at all involved' in any activities. However, there are significantly less 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' (23%). 'No time' was also the main barrier for South Calgarians (22%). Other frequently mentioned barriers to participation include 'age (too old)' (18%), 'too busy/involved in other activities' (17%), and 'no children/children grown up' (15%). All of these barriers could also be found in the same order in South Calgary.

'No time' is mainly reason for not participating in activities for residents who gave their community a mid-level rating (5 – 7 out of 10) when recommending it as a place to live. One-in-five (20%) indicate that they are 'too old to be participating'. These people live primarily in two and three-person households (26% and 24% respectively), and have lived in their communities for more than 20 years (25%). In addition, those that state that they are 'too old to participate' are also significantly more likely to be couples without children (28%) compared to couples with children (6%) and other household compositions. Those not considering themselves a visible minority (19%) are significantly more likely to be 'too busy to participate' than residents considering themselves part of a visible minority (4%). Two-person households (21%) and residents who have lived in their community for more than 20 years (29%) don't participate mainly because they have no children.

Interestingly, male respondents indicated that they already participate as often as they would like (17%) significantly more often than their female counterparts (5%). Less than one-in-ten in Queensland and Deer Ridge and South Calgary (3% 'Prices/fees too expensive/high' each, and 2% 'Cannot afford' each) are excluded from participating due to financial constraints.

Figure 3: Perceived Barriers to Community, Social, Recreation, and Leisure Activities in Queensland and Deer Ridge



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

*All respondents n=177
Households with children/youth n=72
Households without children/youth = 74*

*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).

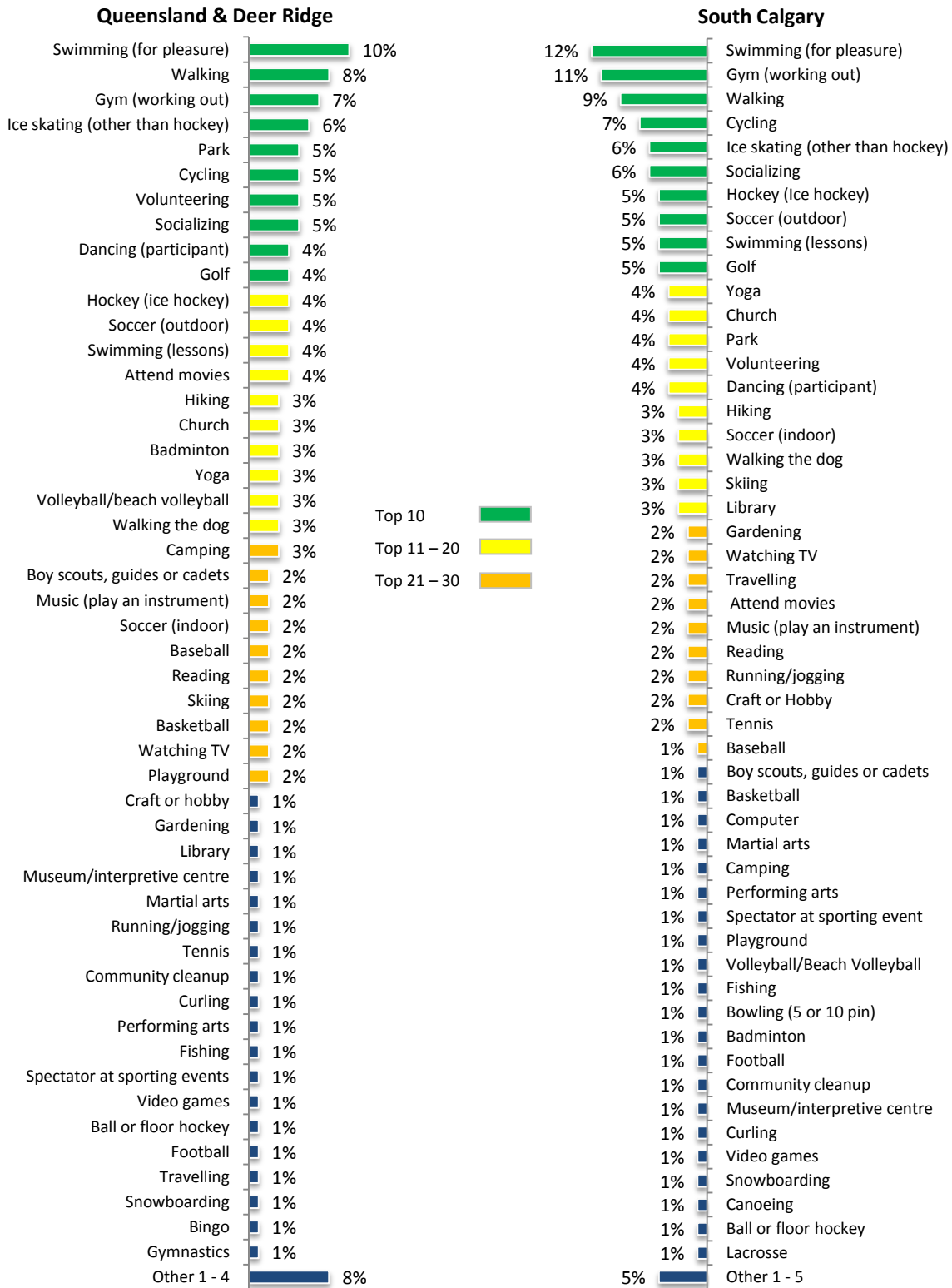
When analysing the data received from all households (see Figure 4: Top Recreation and Leisure Activities), swimming for pleasure ranked first (10%), followed by walking (8%), and gym (working out) (7%). Ice skating (other than hockey) (6%), park, cycling, volunteering, and socializing (5% each) was also mentioned in the Top 10 activities. The top activities in Queensland and Deer Ridge are also mentioned in the results for South Calgary (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 Queensland and Deer Ridge as well as in South Calgary. Children under 13 in the survey area mentioned ice skating (other than hockey) as main activity. Youth between 13 and 19 years of age mainly go swimming for pleasure, and adults over 20 prefer to go walking. In South Calgary, residents up to 19 years of age mostly mentioned swimming (lessons or for pleasure) as their top activity, and adults 20 – 64 mainly work out in a gym. Walking was the most frequently recorded activity for seniors 65 or older (Figure 8) in Queensland and Deer Ridge (11%) as well as in South Calgary (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 Queensland and Deer Ridge appear to be more involved in sports (ice skating, outdoor soccer, swimming for pleasure), basic life skill development (swimming lessons; boy scouts, guides, or cadets), and social activities (dancing as participant, socializing). 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 Queensland and Deer Ridge and South Calgary (see Figure 6). Youth in both tend to be more interested in sports and exercise (swimming for pleasure, outdoor soccer, working out in a gym), social activities (volunteering, dancing (participant)), and creative activities (music (play an instrument)). This means there is a need for both, structured and unstructured activities.
- ✓ Adults between 20 and 64 (see Figure 7) in Queensland and Deer Ridge and South Calgary are less likely to be involved in sports, but in exercise activities (walking, swimming for pleasure, working out in a gym, cycling, golf). They also seem to enjoy social (volunteering, socializing) and passive activities (attend movies).
- ✓ Seniors aged 65 or older (see Figure 8) seem also less likely to be involved in sports in Queensland and Deer Ridge and South Calgary. Instead, they appear to enjoy exercise (walking, working out in a gym), social (volunteering, going to church, socializing), and passive activities (library, attend movies). The emphasis here seems to be on physical and mental health and well-being.

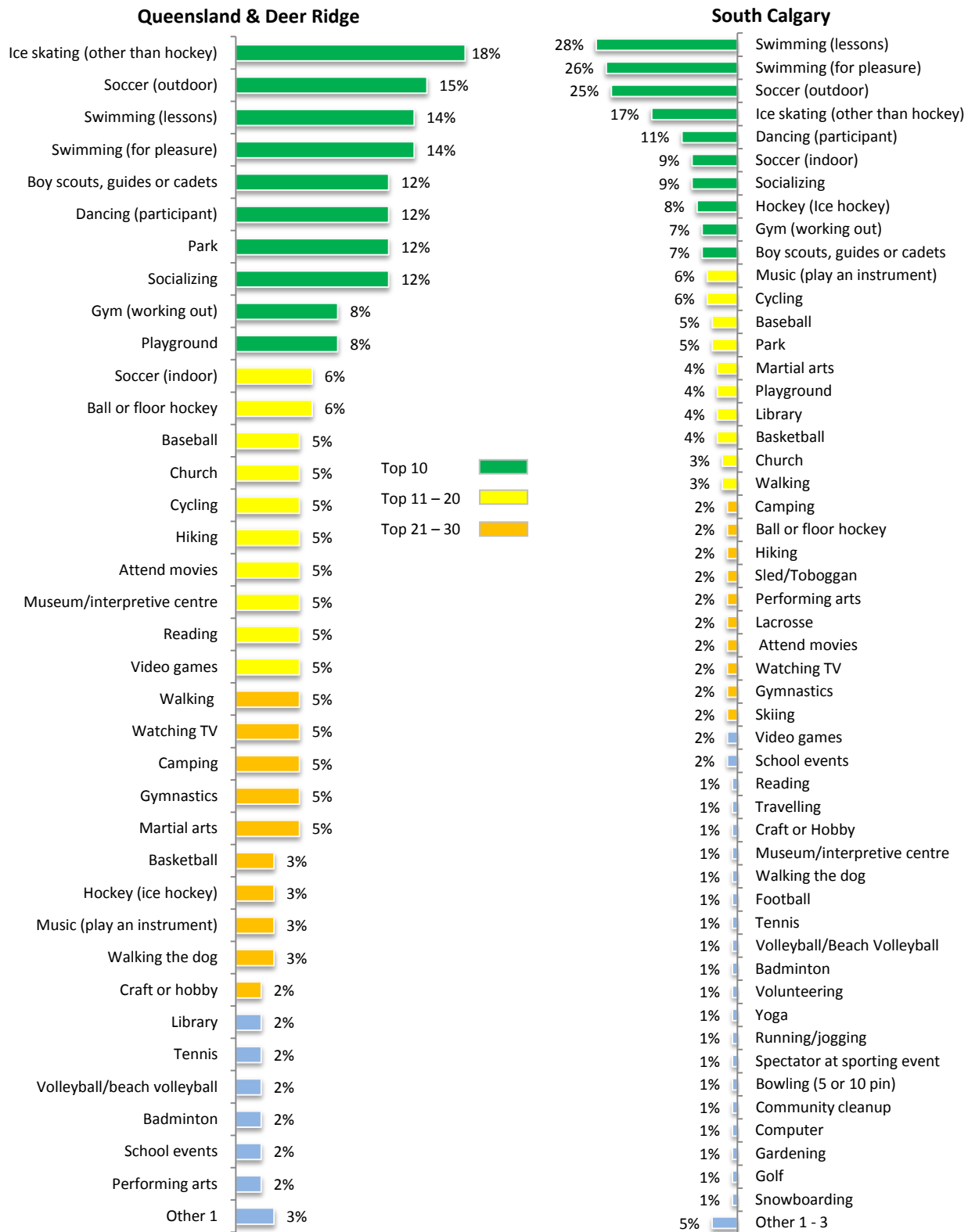
Figure 4: Top Recreation and Leisure Activities in Queensland and Deer Ridge



Only responses 1% and above are shown.
No. of people in household n=504

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

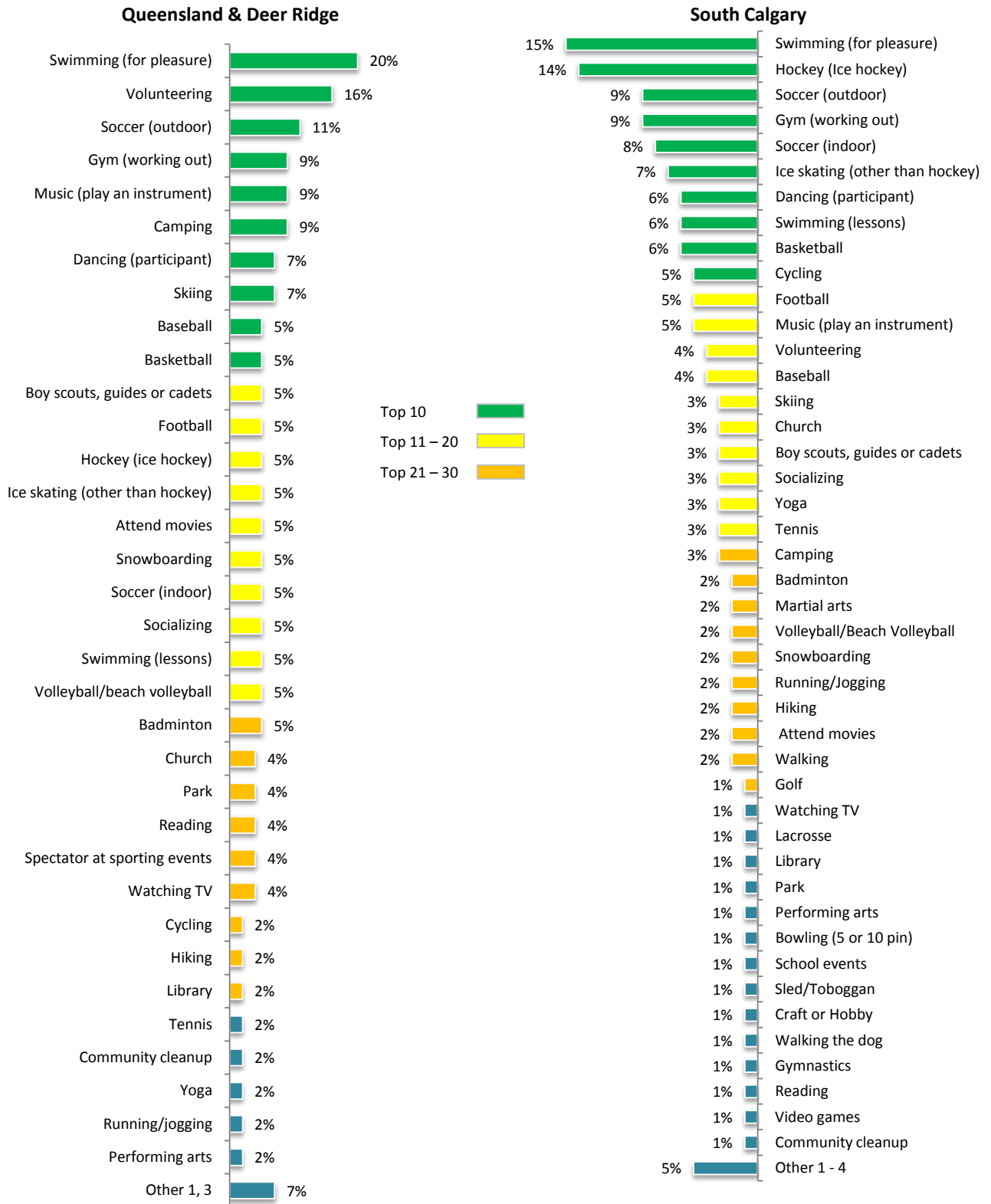
Figure 5: Top Recreation and Leisure Activities for Children under 13 in Queensland & Deer Ridge



Only responses 1% and above are shown.
No. of people in household n=66

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

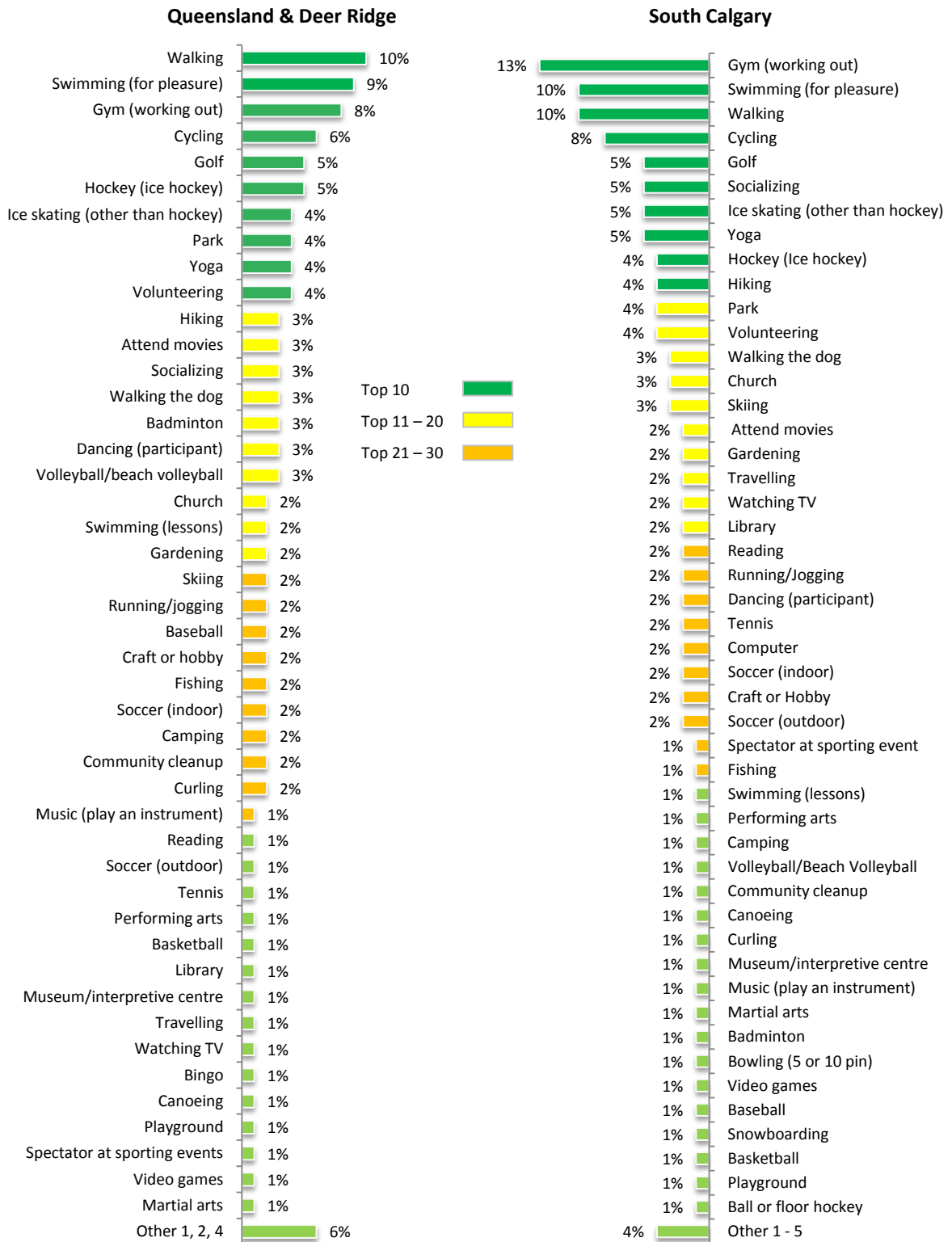
Figure 6: Top Recreation and Leisure Activities for Youth between 13 and 19 in Queensland & Deer Ridge



Only responses 1% and above are shown.
 No. of people in household n=55

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

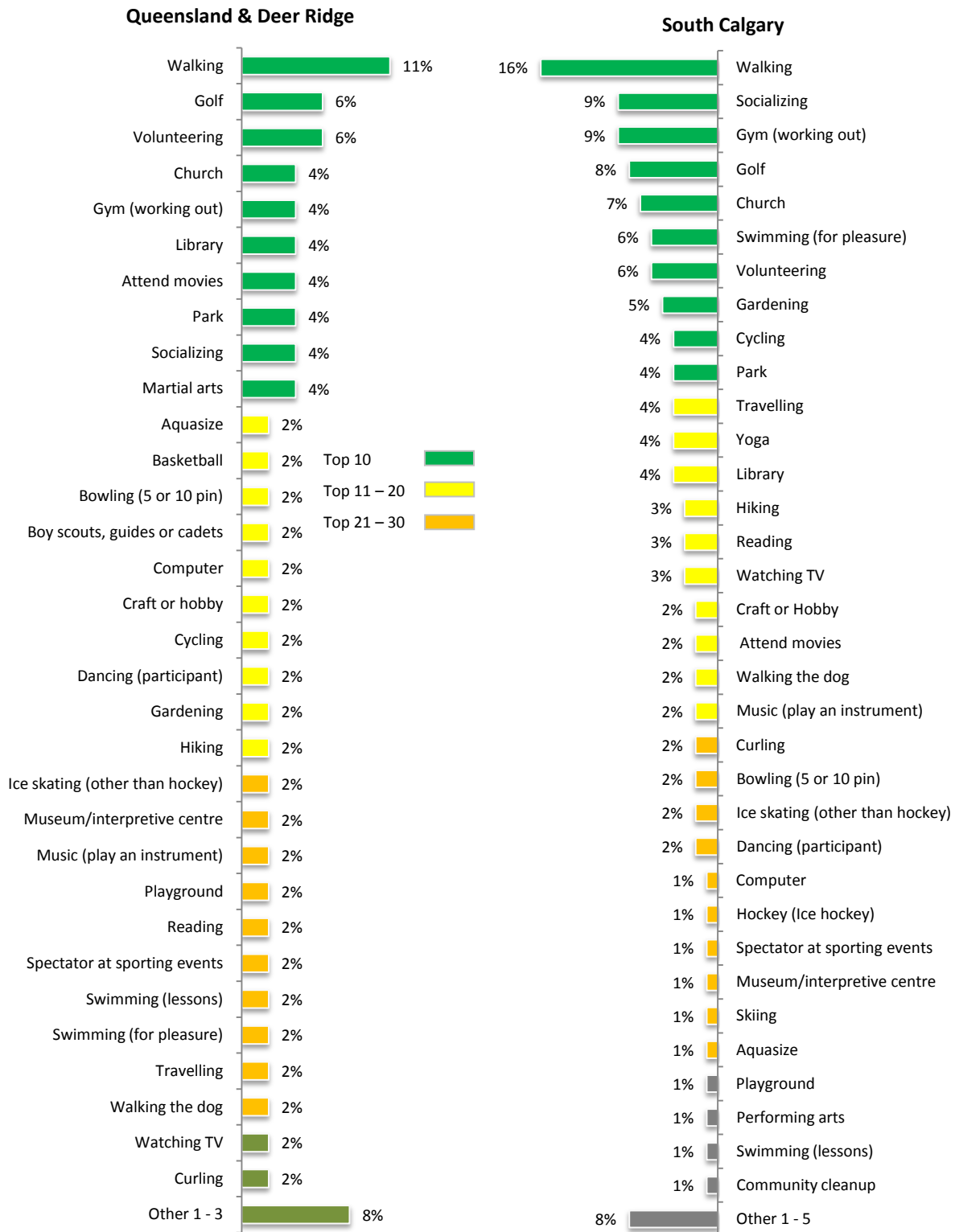
Figure 7: Top Recreation and Leisure Activities for Adults between 20 and 64 in Queensland & Deer Ridge



Only responses 1% and above are shown.
No. of people in household n=330

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 over in Queensland and Deer Ridge



2.2.3 Potential Recreation and Leisure Activities

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

Table 4: Activities of Interest to Respondents in Queensland and Deer Ridge

Activity Categories	Total % of Category Survey Respondents		Activities	% of Survey Respondents	
	Queensland & Deer Ridge	South Calgary		Queensland & Deer Ridge	South Calgary
Exercise oriented	31	36	Gym (working out)	4	4
			Yoga	4	4
			Swimming (for pleasure)	3	5
			Fitness/exercise (general)	3	2
			Hiking	2	1
			Aquasize	2	1
			Golf	2	2
			Swimming (lessons)	2	2
			Cycling	1	3
			Dancing (participant)	1	2
			Ice skating (other than hockey)	1	2
			Walking	1	3
			Martial arts	1	2
			Snowboarding	1	<1
			Tennis	1	1
Team sports	24	12	Walking the dog	1	<1
			Skiing	1	1
			Soccer (outdoor)	5	3
			Racquet sports (badminton/racquetball/squash)	3	1
			Soccer (indoor)	3	1
			Softball or slo-pitch	2	<1
			Volleyball/beach volleyball	2	1
			Baseball	2	1
			Basketball	2	1
			Hockey (ice hockey)	2	2
Passive/social	6	5	Bowling (5 or 10 pin)	1	<1
			Football	1	<1
			Curling	1	1
			Community events	2	2
			Socializing	1	1
Creative/cultural	1	1	Volunteering	1	1
			Fishing	1	<1
Learning activities	4	2	Park	1	<1
			Craft or hobby	1	1
			Education/take classes	2	1
Other	8	5	Boy scouts, guides or cadets	1	<1
			Library	1	1
			Other	9	5

Base: Queensland & Deer Ridge n=177; South Calgary=2,440 (multiple mention)(only responses 1% and above are shown)

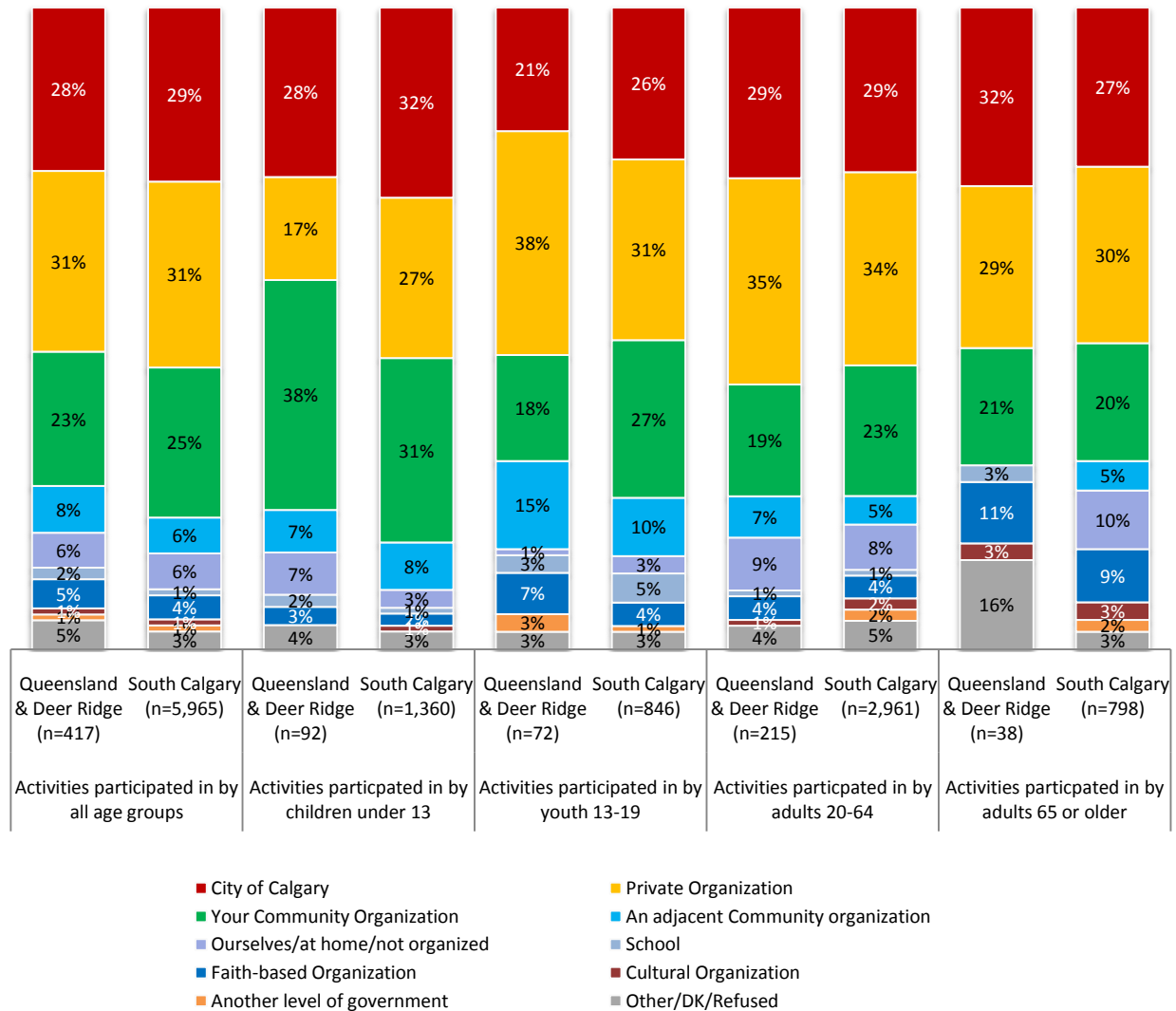
In large part, respondents in the study area and South Calgary want to be more involved in exercise oriented activities (31% and 36%). Working out in a gym is the activity most residents in Queensland and Deer Ridge (4%) would like to start doing and in South Calgary, it's swimming for pleasure (5%). There is also interest in team sports in the study (24%) area and South Calgary (12%) with outdoor soccer topping the list for Queensland and Deer Ridge (5%) and South Calgary (3%). With regards to passive/social activities, some residents in the study area (6%) and in South Calgary (5%) are interested, with the main activity being community events in Queensland and Deer Ridge and South Calgary (2% each). Similar to South Calgary respondents, about three-in-five could not provide a community, social or recreation activity that they wished to be doing more of (59% 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 close to one-third in Queensland and Deer Ridge as well as in South Calgary (31% each). This was followed in the survey area by 'The City of Calgary' (28%) and 'Your Community Association' (23%). As providers of recreation and leisure activities, private organizations and community associations accounted for more than one-half of all responses in the study area (54%) and 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 mention 'Faith-based organizations' more than any other age group (as evidenced in Figure 9).

Figure 9: Perceived Provider of Recreation and Leisure Activities

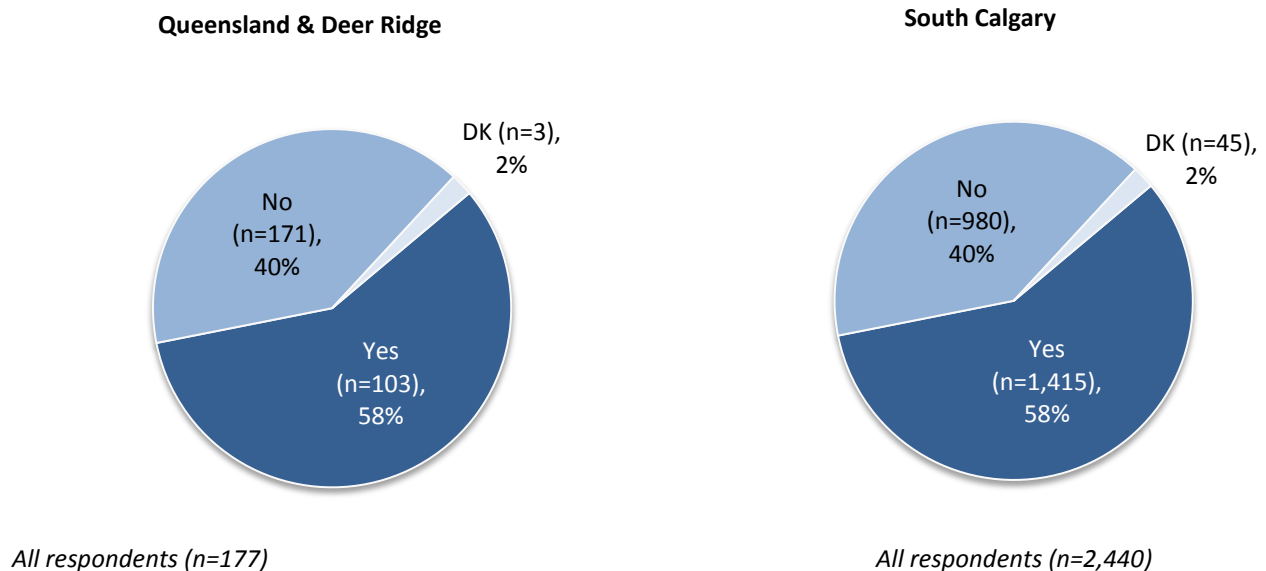


During the survey, respondents were asked if they consider spending time on the Internet as a leisure activity. As can be seen in Figure 10 close to three-in-five (58%) consider spending time online as a leisure activity in Queensland and Deer Ridge, which mirrors findings in South Calgary (58%). This 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 Queensland and Deer Ridge, spending time on the Internet as a leisure activity is significantly higher for respondents who live in three-person households (74%), with roommates (100%), and who are couples with children (69%). Residents who are new to their community (0 – 5 years) (75%) appear to consider spending time on the Internet as a leisure activity significantly more than those who have lived in their community for a longer time period. This perhaps suggests 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 11 years are significantly less likely to consider spending time on the Internet as a leisure activity (51%). As many of this group tend to be older/seniors this result reflects their slower adoption of the Internet.

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

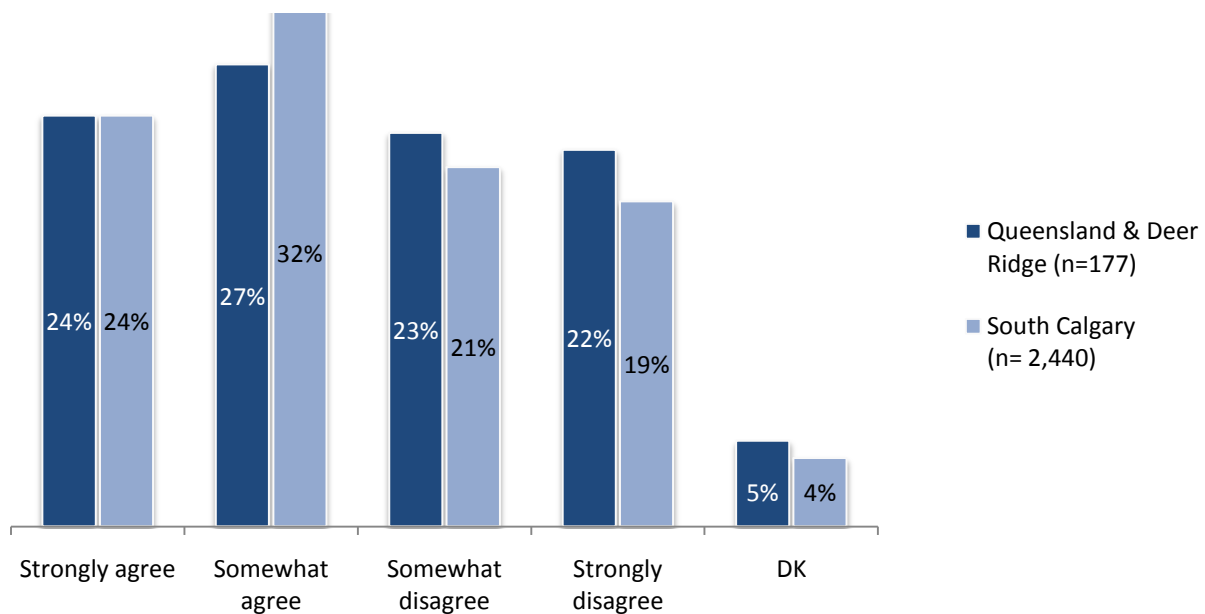
Figure 10: Spending time on the Internet as a leisure activity in Queensland and Deer Ridge



2.2.5 Volunteer Activities

To find out more about volunteerism in Queensland and Deer Ridge, residents were asked 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 (51% - 24% ‘Strongly agree’ and 27% ‘Somewhat agree’). This represents a similar level of volunteer activity to the one observed in South Calgary (56%).

Figure 11: Volunteerism in Queensland and Deer Ridge



2.3 The Community as a Place to Live

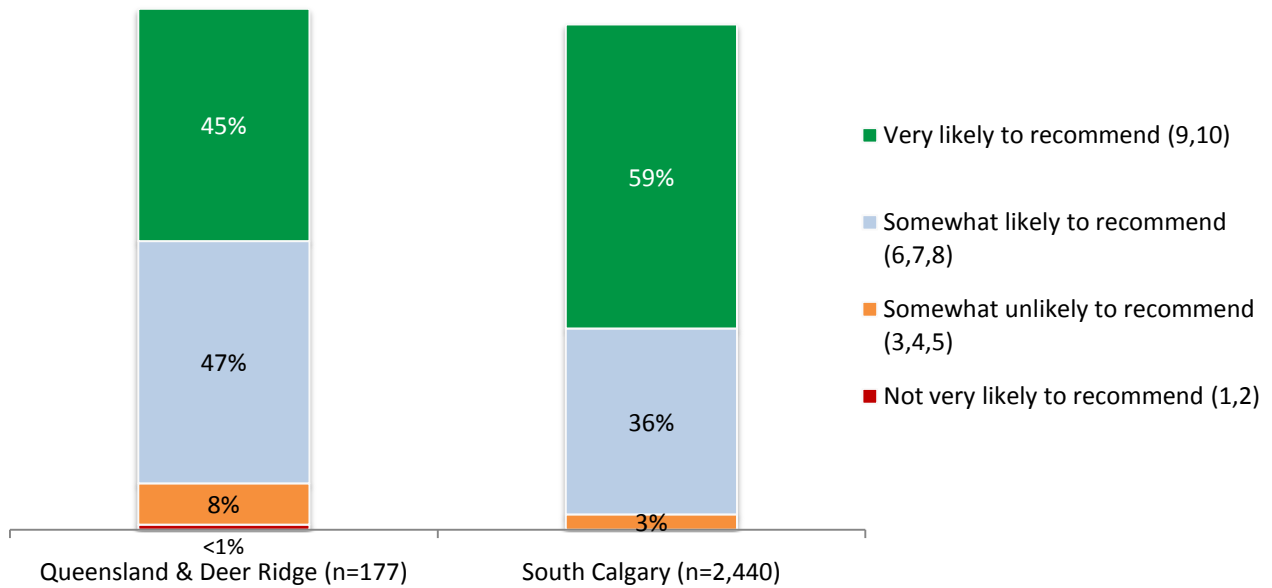
Respondents were then asked to provide their opinion about the specific community that they lived in. To begin, residents were asked to provide an overall likelihood to recommend their community as a place to live. Additionally, respondents were asked to provide ratings on specific attributes about their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

2.3.1 Community Perceptions

Close to one-half (45%) provided a high (9, 10) rating for their community as a place to live, which represents significantly fewer residents compared to South Calgary (59%).

Similarly to South 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 (17% compared to 37% for those that have been there for 20 or more years). Residents who consider themselves to be a visible minority are significantly more likely to give a high rating (8-10) (92%) than survey participants who don't consider themselves a visible minority (66%).

Figure 12: Likelihood of recommending <Queensland and Deer Ridge> 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, closeness and convenience are by far the main reasons in Queensland and Deer Ridge and South Calgary why people indicate that their community is a good place to live. Close to two-in-five (38%) stated that their community is a good place to live

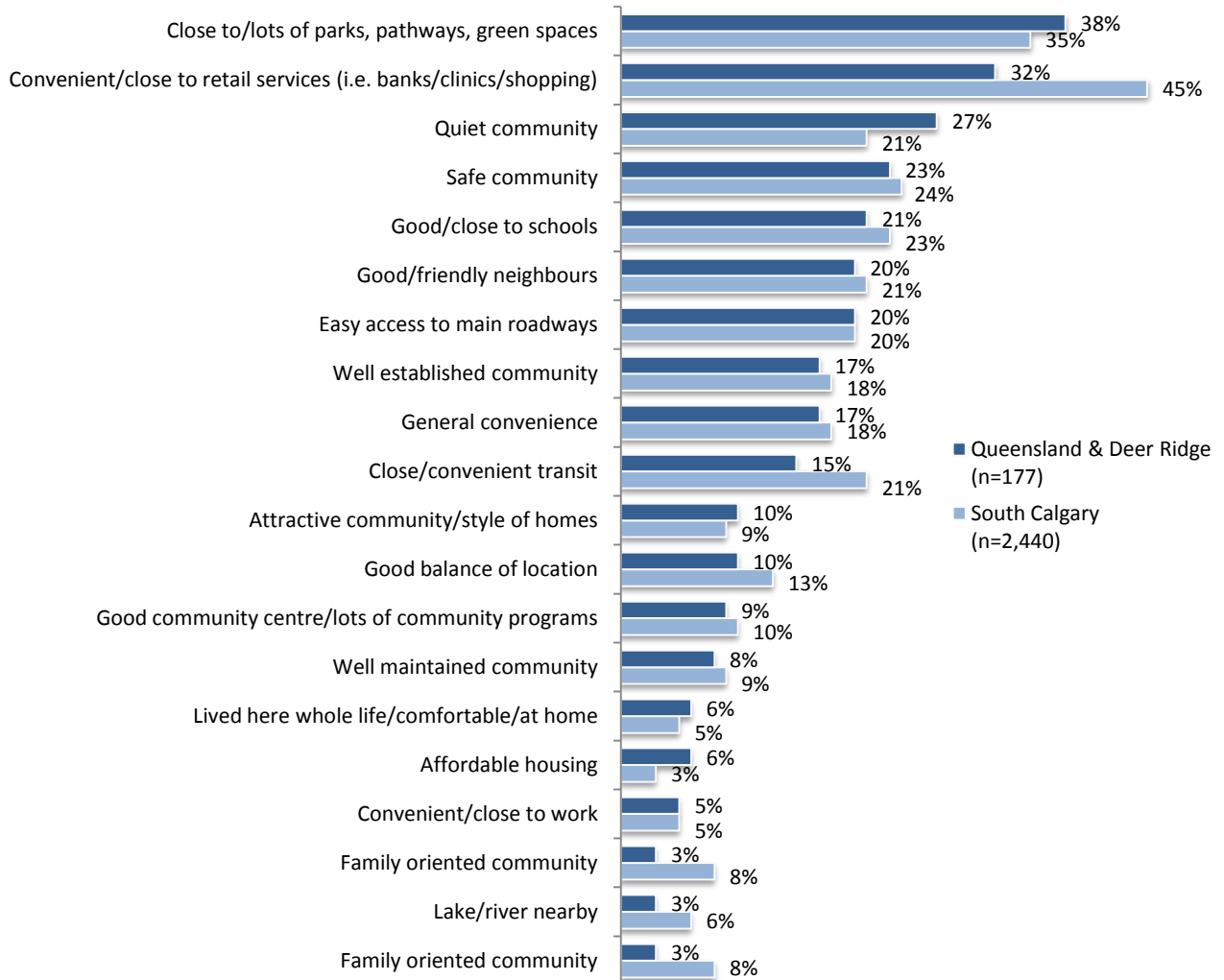
because they liked that they live close to/lots of parks, pathways – possibly reflecting the location next to Fish Creek Park, and green spaces; and that it is convenient/close to retail services (e.g. banks, clinics, shopping) (32%). In addition, residents stated that their community is quiet (27%) and safe (23%).

Home owners (40% compared to 15% renters) and those who have lived in their community for 11 to 20 years (51%) mainly mentioned the closeness to parks, pathways, and green spaces as a reason to recommend their community. Two-person households (37%) and couples without children (38%) liked that their community is quiet. The feeling of safety in Queensland and Deer Ridge was indicated by one-person households (42%) and those living with roommates (100%).

Residents who have lived in the surveyed communities for more than 11 years and female survey participants (26% compared to 12% male respondents) are significantly more likely to indicate the closeness to schools as reason to recommend their community. Couples with children are significantly more likely to mention convenience and closeness to public transit.

There are no significant differences between residents who consider themselves a visible minority and those who don't when it comes to reasons for recommending the Queensland and Deer Ridge communities as a place to live.

Figure 13: Reasons why <Queensland and Deer Ridge> 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 smaller number of respondents were agreeing with the specific statements in Queensland and Deer Ridge when compared to South Calgary. In general, over three-quarters of respondents in Queensland and Deer Ridge agreed with almost all of the perception attributes of their community. In particular, close to three-in-five strongly agreed that:

- Members of your household enjoy living in the community (75% in survey area and 82% in South Calgary).
- The community has a well developed natural environment with public green spaces, trees, bushes, and flowers (72% compared to 71% in South Calgary).
- You know your neighbours well enough to ask for favours, such as borrowing a cup of sugar or tools (66% compared to 73% South Calgary).
- The <region> is a safe place to live (58% compared to 71% in South Calgary).

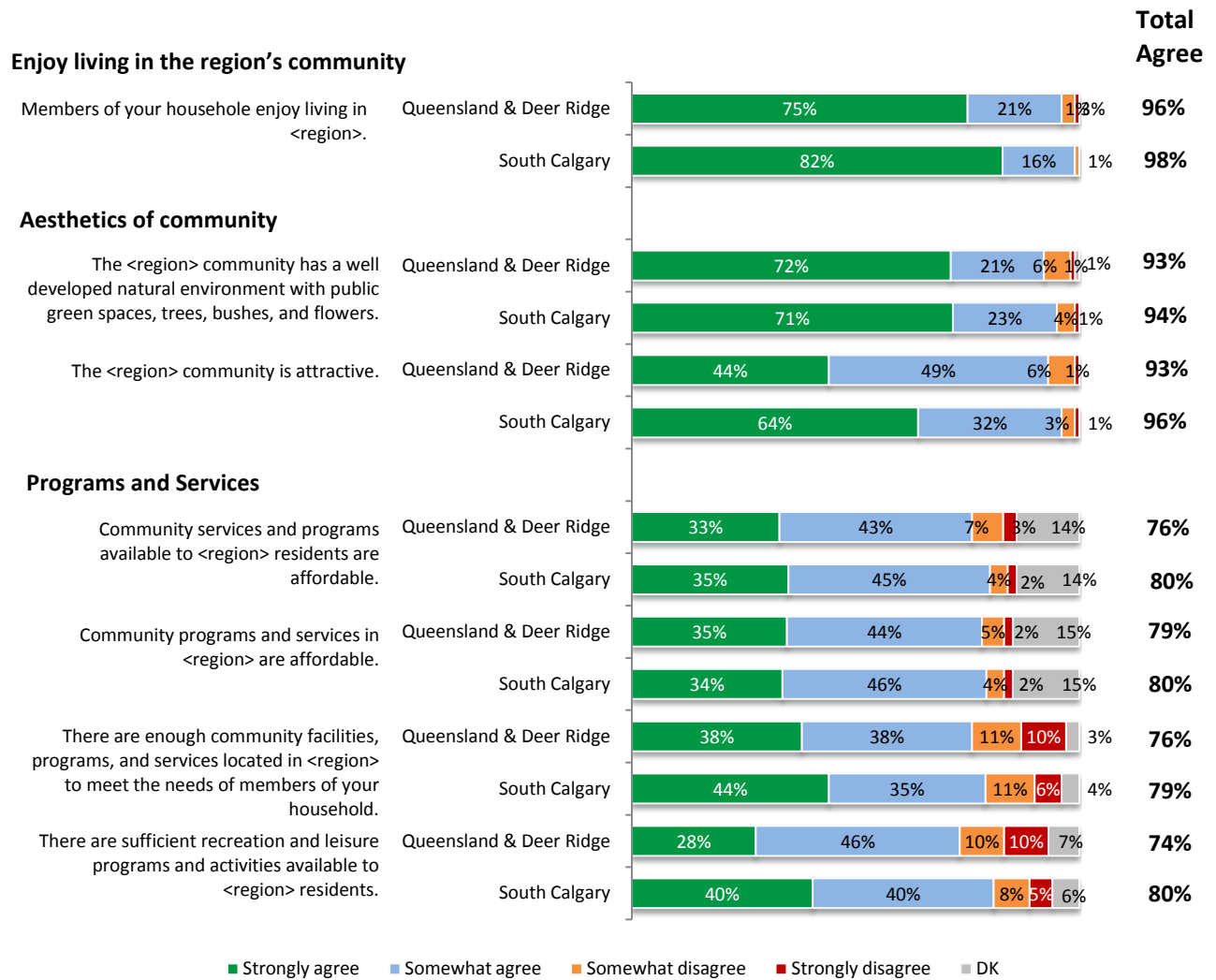
Two-thirds of respondents strongly agree that they know their neighbours well enough to ask for favours (66%), however, only little more than one-third (35%) strongly agree that there is a sense of community in Queensland and Deer Ridge. This may suggest that residents only know their immediate neighbours.

There appears to be some lack of knowledge regarding the affordability of community services and programs in Queensland and Deer Ridge, as one-in-ten residents (15%) do not know if community programs and services are affordable. This could also be observed in South Calgary, where similar numbers of residents (16%) stated they don't know if programs and services are affordable.

Also, one-quarter (24%) of residents in Queensland and Deer Ridge strongly agree that they help out in their neighbourhood by volunteering. In addition, there seems to be a general wish for more programs and services in the survey area, as only close to three-in-ten residents (28%) strongly agree that there are sufficient recreation and leisure programs and activities available to residents.

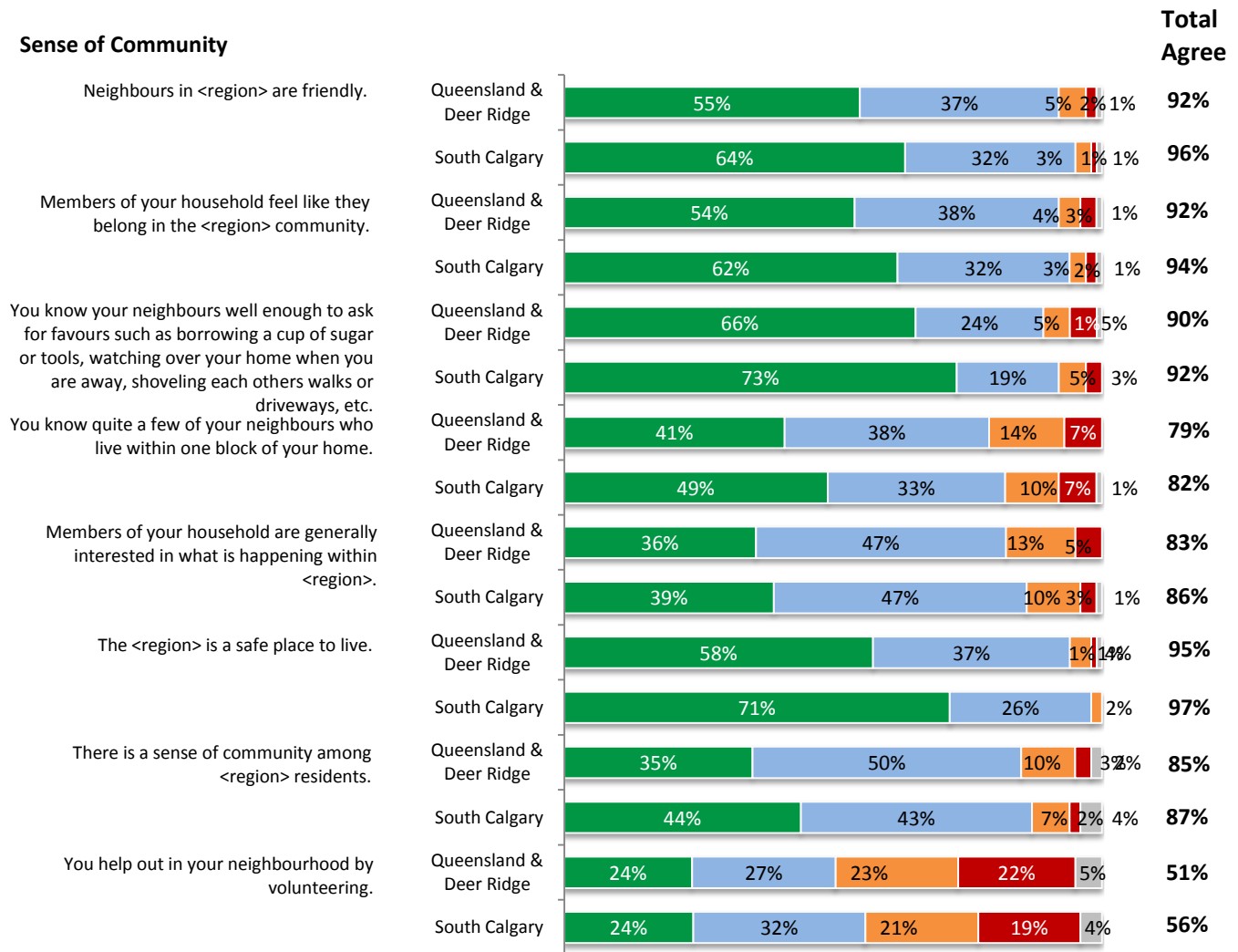
Finally, residents also appear to be generally not very interested in what is happening in the survey area (36% 'Strongly agree'), which is similar to findings in South Calgary (39%).

Figure 14: Queensland and Deer Ridge Community Perceptions (1)



Base sizes: Queensland & Deer Ridge n=177; South Calgary n=2,440

Figure 15: Queensland and Deer Ridge Community Perceptions (2)

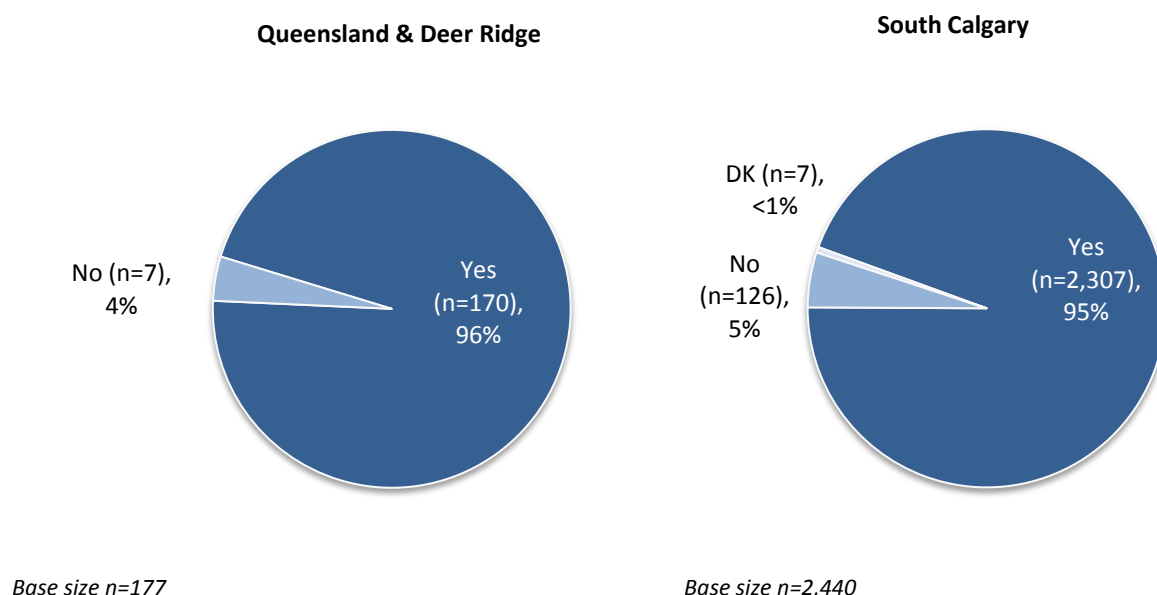


Base sizes: Queensland & Deer Ridge n=177; South Calgary n=2,440

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 Queensland and Deer Ridge (96%) and South Calgary (95%) indicated that they were aware of the Community Association. The longer residents have lived in their communities, the higher their level of awareness of the Community Association appears to be.

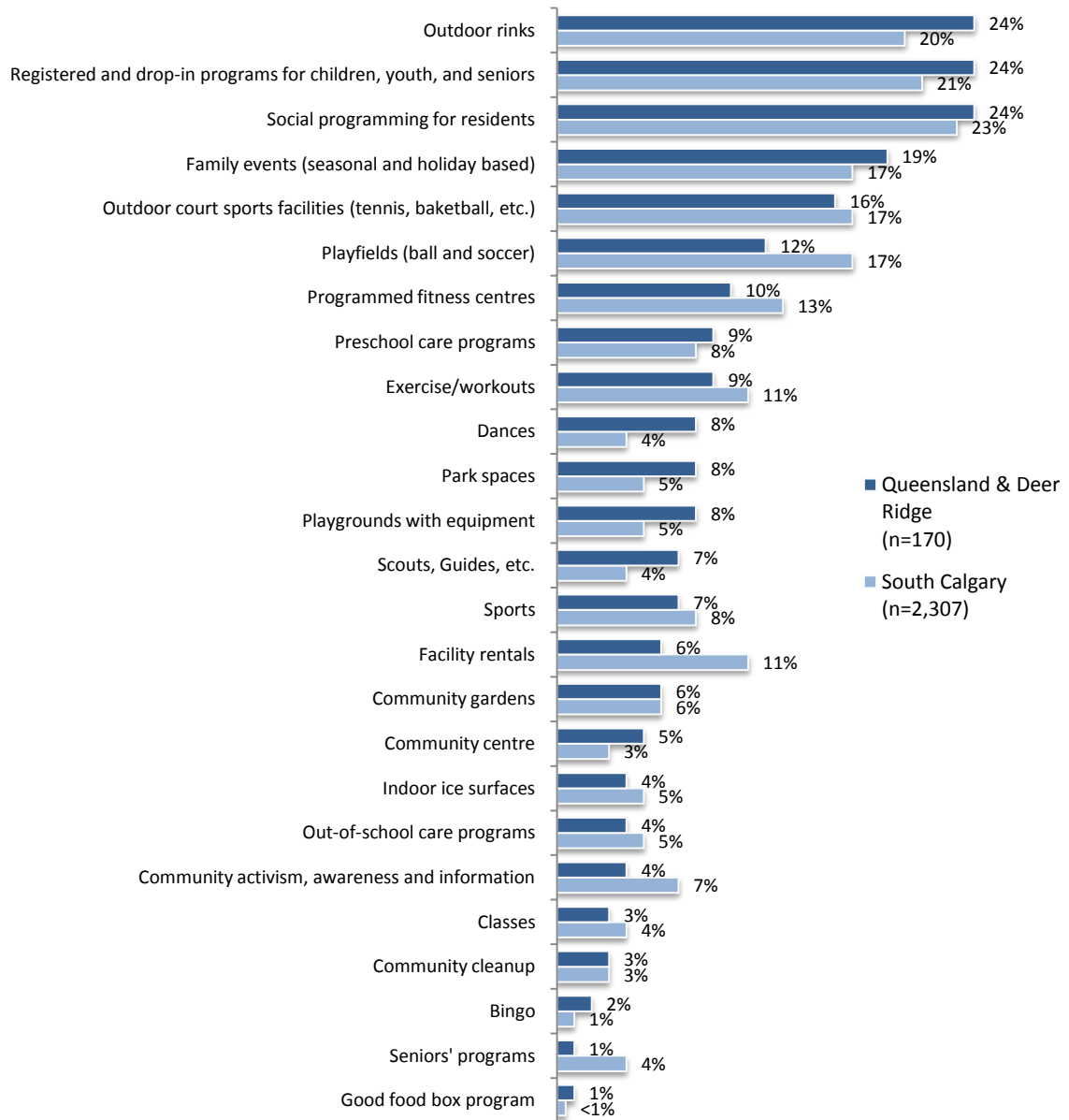
Figure 17: Awareness of the Queensland and Deer Ridge Community Association



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 outdoor rinks, registered drop-in programs for children, youth, and seniors, and social programming for residents (24% each). Social programming for residents is top of the list when asking South Calgarians (23%).

However, close to three-in-ten (29%) 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.

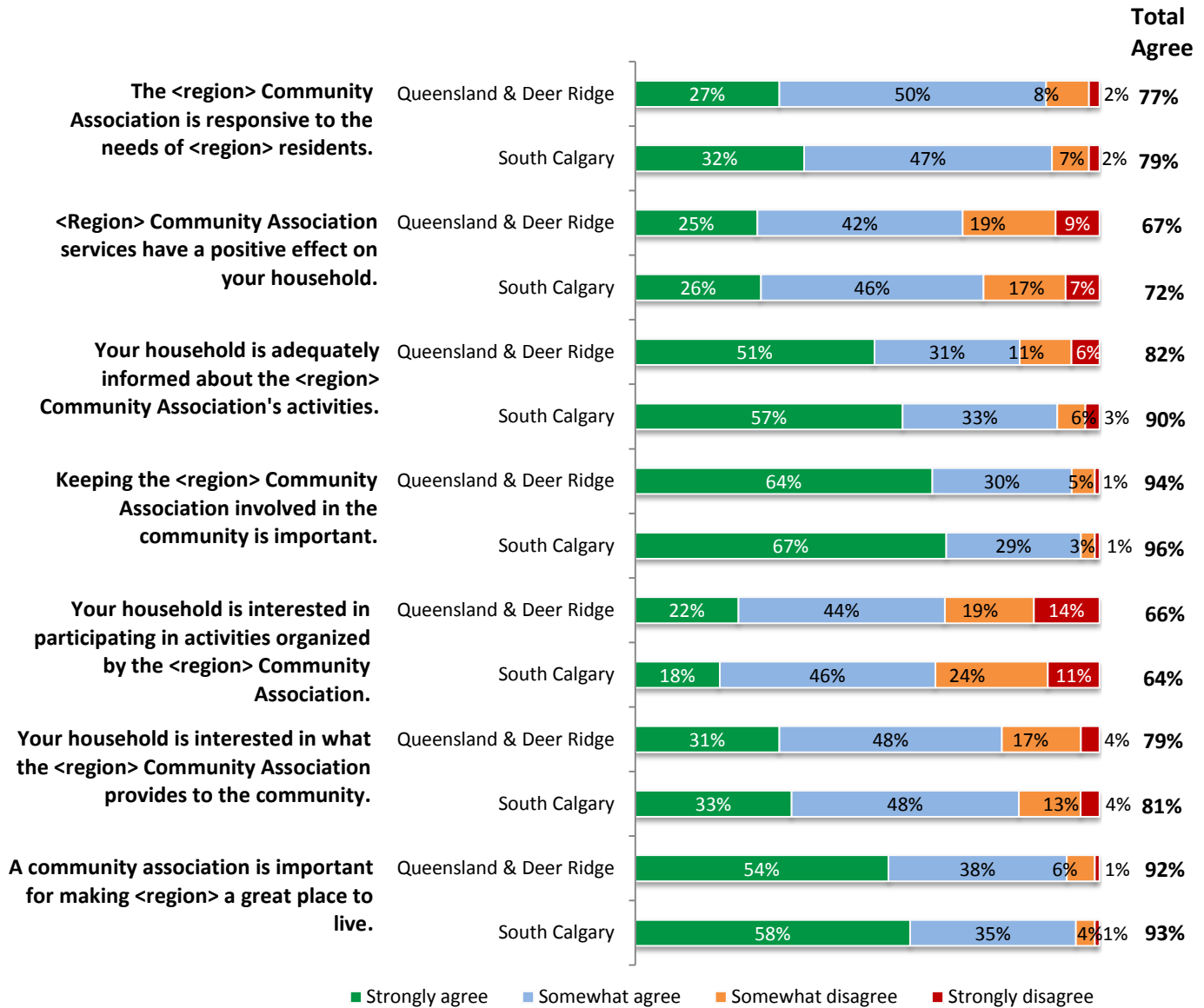
Respondents were then asked about their perceptions of the Community Association (Figure 19). Overall, respondents in Queensland and Deer Ridge strongly and somewhat agreed with all of the statements about the Community Association at lower levels than in South Calgary. Respondents in Queensland and Deer Ridge agreed (strongly and somewhat) most with the attributes of 'Keeping

the Community Association involved in the community is important' (94% - 96% in South Calgary), 'A Community Association is important for making the community a great place to live' (92% - 93% in South Calgary), and 'Your household is adequately informed about the Community Association activities' (82% - 90% in South Calgary).

Regarding the first statement, four-or more person households, renters, those living with roommates, and residents considering themselves a visible minority (81% compared to 61% of residents who don't consider themselves a visible minority) are significantly more likely to strongly agree. In addition, female respondents (72% compared to 49% of male survey participants), residents who give their community a high rating (8-10) when recommending it as a place to live, and those who have visited the Community Centre in the past 12 months are also significantly more likely to strongly agree. When considering the statement that a community association is important for making the community a great place to live, renters, single parents, those living with roommates, and extended family, and female respondents are significantly more likely to agree (somewhat and strongly). Two-person households (89%), couples without children (89% compared to 75% of couples with children), those living with roommates and extended family (100% each) are significantly more likely to strongly and somewhat agree that they are adequately informed about the Community Association's activities.

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 (33% and 35% in South Calgary). In Queensland and Deer Ridge, one- and two-person households are significantly more likely to strongly and somewhat disagree with this statement (44% and 45% respectively), as are home owners (35% compared to 8% of renters), couples without children (46% compared to 18% of couples with children), and those living alone (47%).

Figure 19: Community Association Perceptions



Base sizes: Queensland & Deer Ridge n=170; South Calgary n=2,307

2.3.3 Community Priorities

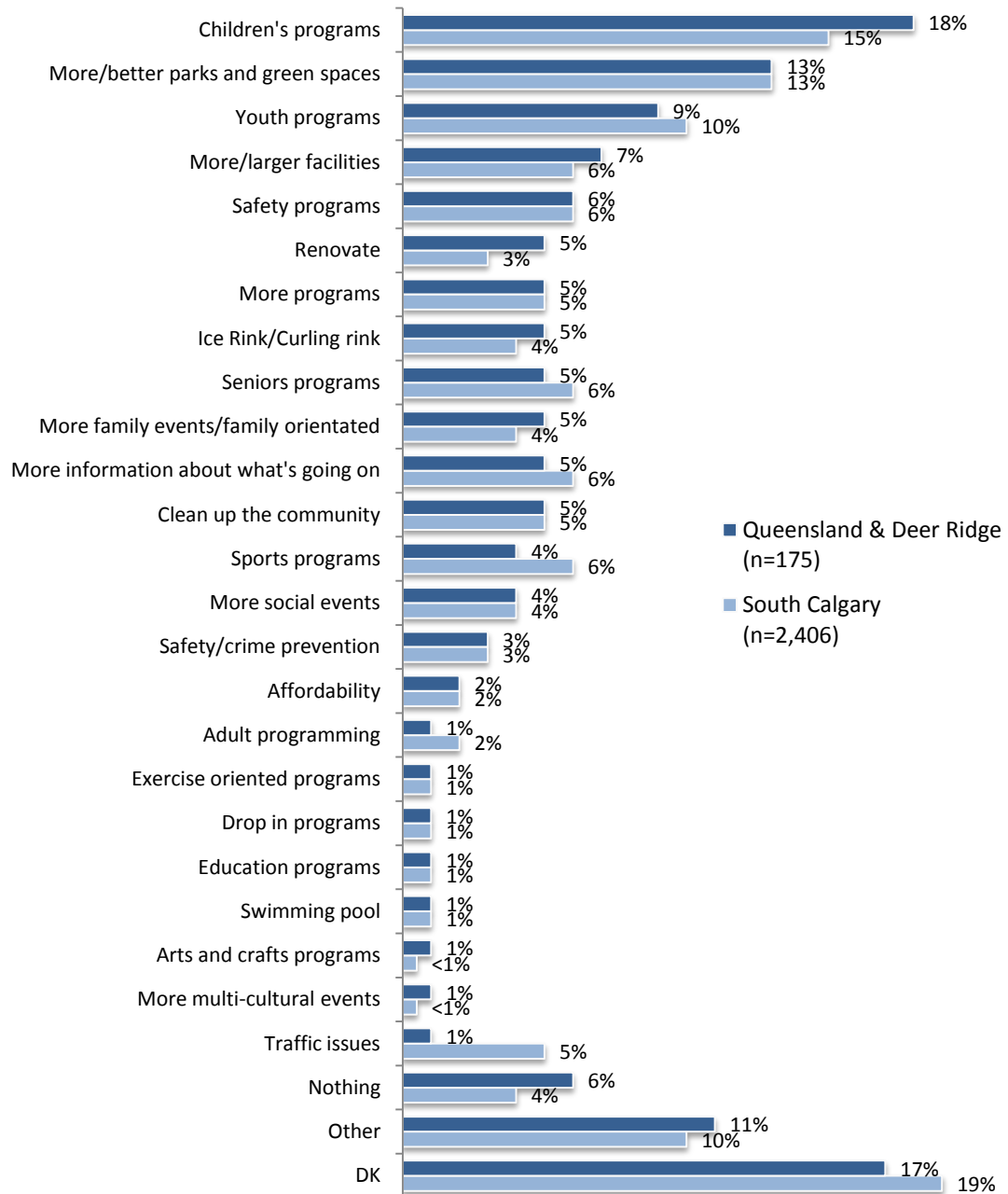
Respondents were asked about what they believed should be the top two priorities of the Community Association. Close to two-in-five of Queensland and Deer Ridge residents mentioned 'Children's programs' (18% compared to 15% in South Calgary) and 'More/better parks and green spaces' (13% in the survey area and South Calgary). Additionally, Queensland and Deer Ridge survey

participants indicated they would like to see more youth programs (9%), as well as more and larger facilities (7%).

Those who give their community a high rating (8-10 out of 10) when recommending it (21%), and female residents (22% compared to 11% male respondents) are significantly more likely to mention 'children's programs' as a priority.

Close to one-quarter (23% 'Nothing' and 'Don't know') could not identify any priorities for the Community Association to focus on in Queensland and Deer Ridge, which is similar to South Calgary (24%). Those that could not identify any priorities for the Community Association to focus on were more likely to be residents living with roommates (100% stated 'Don't know'), and those living with extended family (67% stated 'Nothing').

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



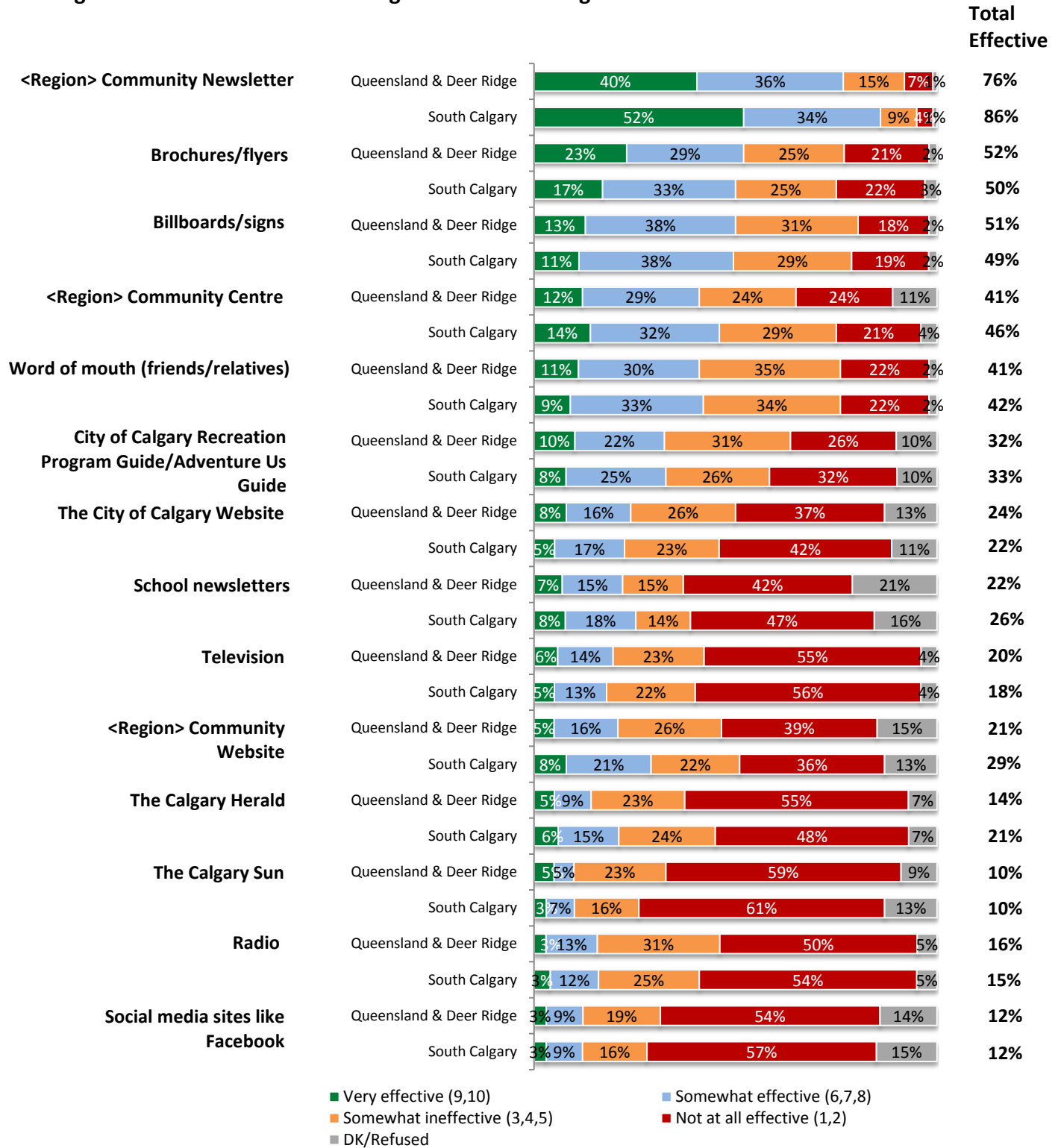
2.4 Communications

Respondents were asked to rate the effectiveness of various communications mediums for sharing community information. Respondents in Queensland and Deer Ridge indicate that the traditional method of communicating via Community Newsletters is the most effective way of reaching residents of a community with two-in-five (40%) providing a 9-10 rating for the mediums effectiveness (compared to 52% in South Calgary). An additional one-third in Queensland and Deer Ridge (36%) and in South Calgary (34%) provided a 6 – 8 rating.

Respondents who were most likely to provide a high rating for the Community Newsletter were those considering themselves not a visible minority (mean score of 7.8 compared to 6.6 for those considering themselves a visible minority), and female residents (mean score of 8.0 compared to 6.8 for male survey participants). Similar results could be observed with those who had provided an 8 – 10 rating for their community as a place to live (mean score of 7.9), are aware of the Community Association (mean score of 7.7) and know where it is located (mean score of 7.8). Lastly, residents who have visited the Community Centre within the past 12 months are also significantly more likely to give a high effectiveness rating to newsletters (mean score of 8.4).

‘Brochures/flyers’ as a communications medium was rated a 6 – 10 by half respondents (52%) for its effectiveness in the study area and in South Calgary (50%).

Figure 21: Effectiveness in creating Awareness of Programs and Services

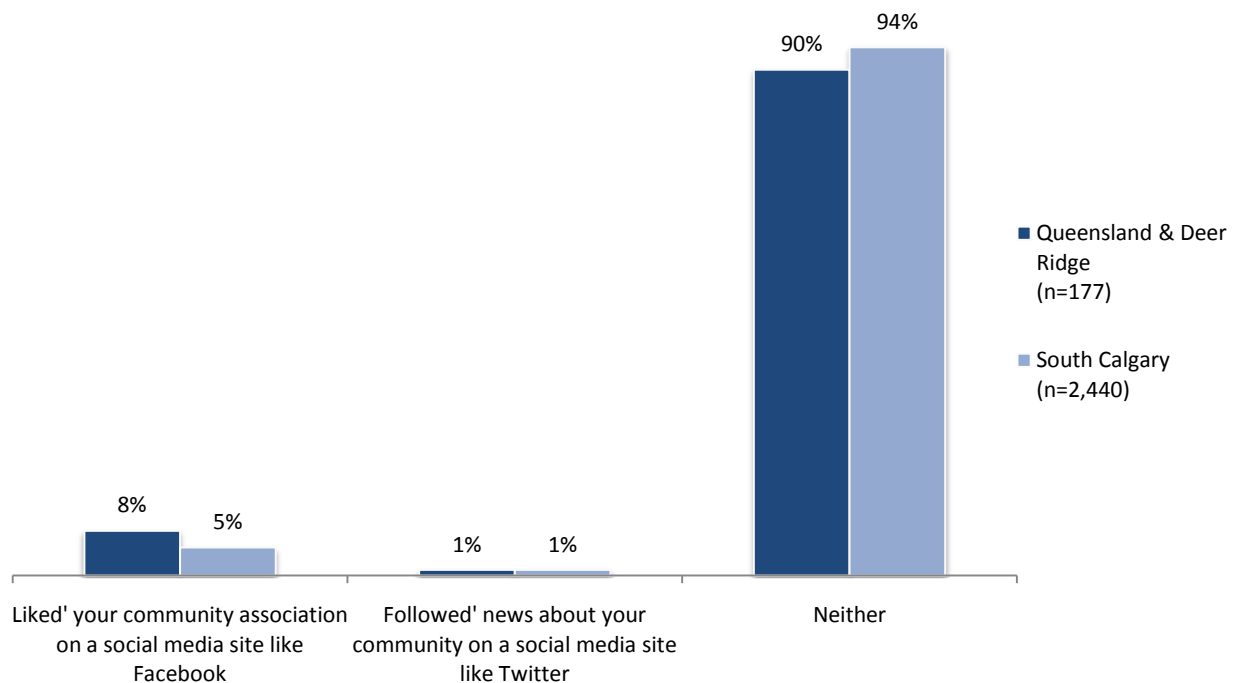


Base sizes: Queensland & Deer Ridge n=177; South Calgary n=2,440

The least effective communication media in Queensland and Deer Ridge seem to be Social Media, Radio, and The Calgary Sun. Social Media, which is cheap and easy to use, does not currently appear to be an effective method for communicating with the majority of the population. Close to three-quarters (73%) provided a 5 or less rating for social media as an effective communications tool, which represents significantly fewer residents compared to South Calgary (88%). 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.

As can be seen in Figure 22 very few respondents in the study area have liked their Community Association (8%) on a social media site like Facebook or followed their community on a Social Media platform like Twitter (1%). Slightly fewer South Calgarians have made use of Facebook.

Figure 22: Social Media Use in Queensland and Deer Ridge



Responses exclude 'DK'

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

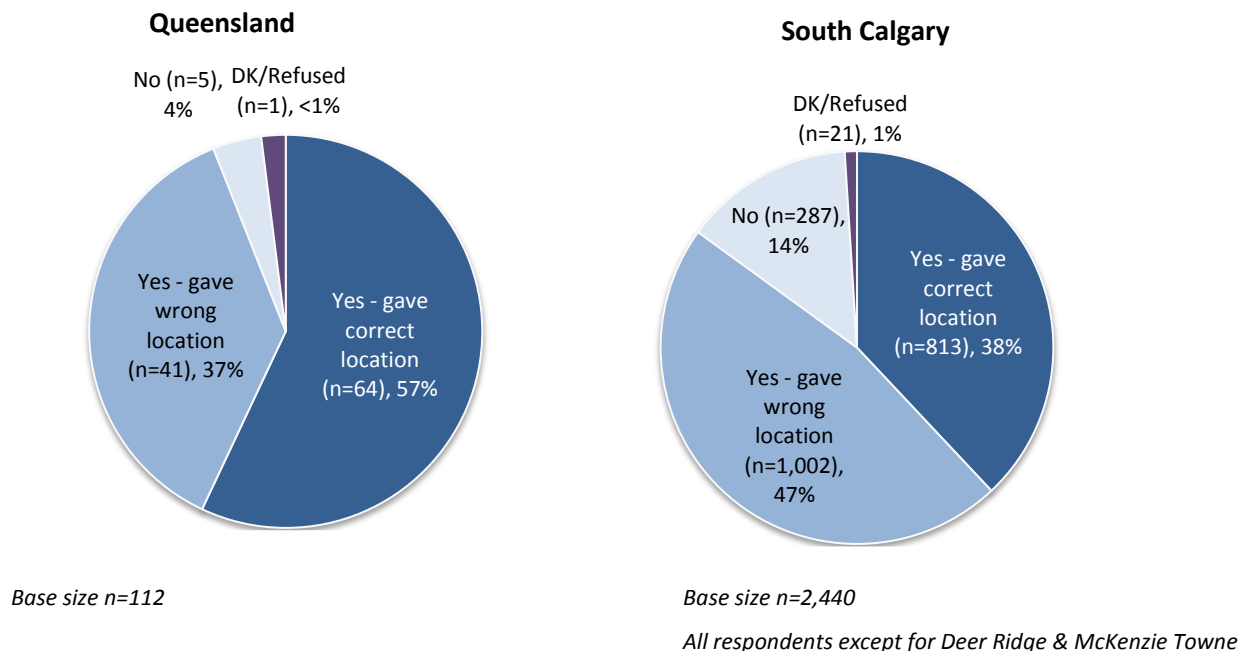
2.5 The Community Centre

Respondents in Queensland (Deer Ridge respondents not asked these questions as they do not have a Community Centre) 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, close to three-in-five (57%) identified the correct location of the Community Centre in Queensland, which represents a significantly higher level of awareness compared to South Calgary results (38%). Also, more residents in South Calgary (47%) gave the wrong address/location for the Community Centre compared to Queensland (37%). Very few residents in Queensland (4%) do not know about the Community Centre location, which represents significantly fewer respondents compared to South Calgary (14%).

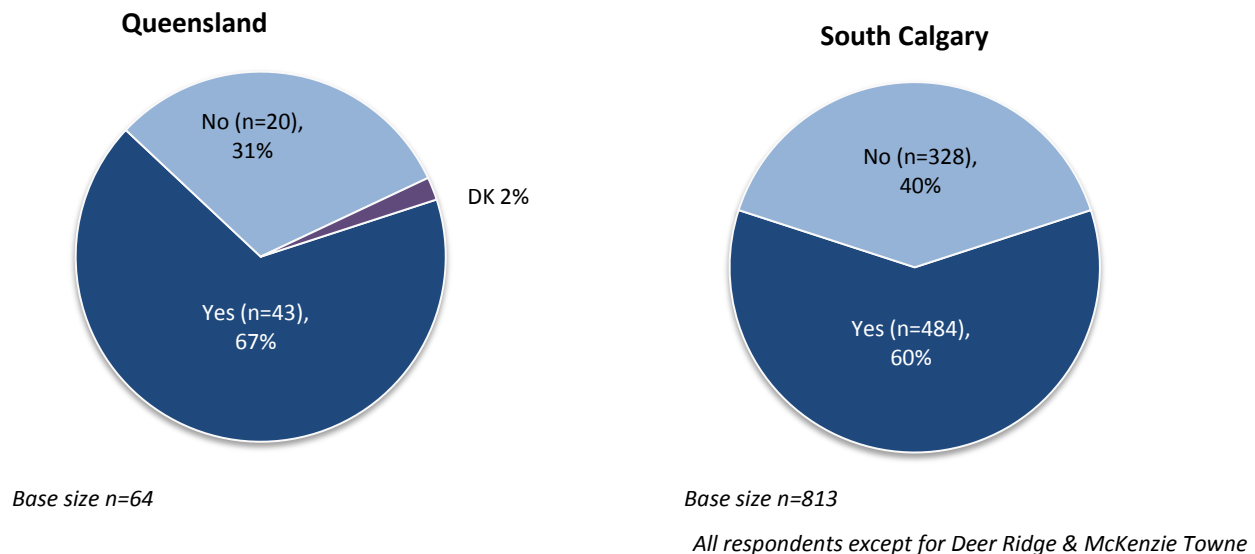
Figure 23: Awareness of Community Centre Location



Those who have lived in their community for more than 20 years (71%), and those who have visited the Community Centre within the past 12 months (100%), are significantly more likely to know the location of the Community Centre in Queensland.

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, over two-third (67%) indicated that they had visited the Centre in the last 12 months, which represents a similar number of residents in South Calgary (60%). Visitation of the Community Centre location is significantly higher among 3- and 4-person households (80% and 78% respectively), couples with children (81%), and those not considering themselves a visible minority (74%).

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

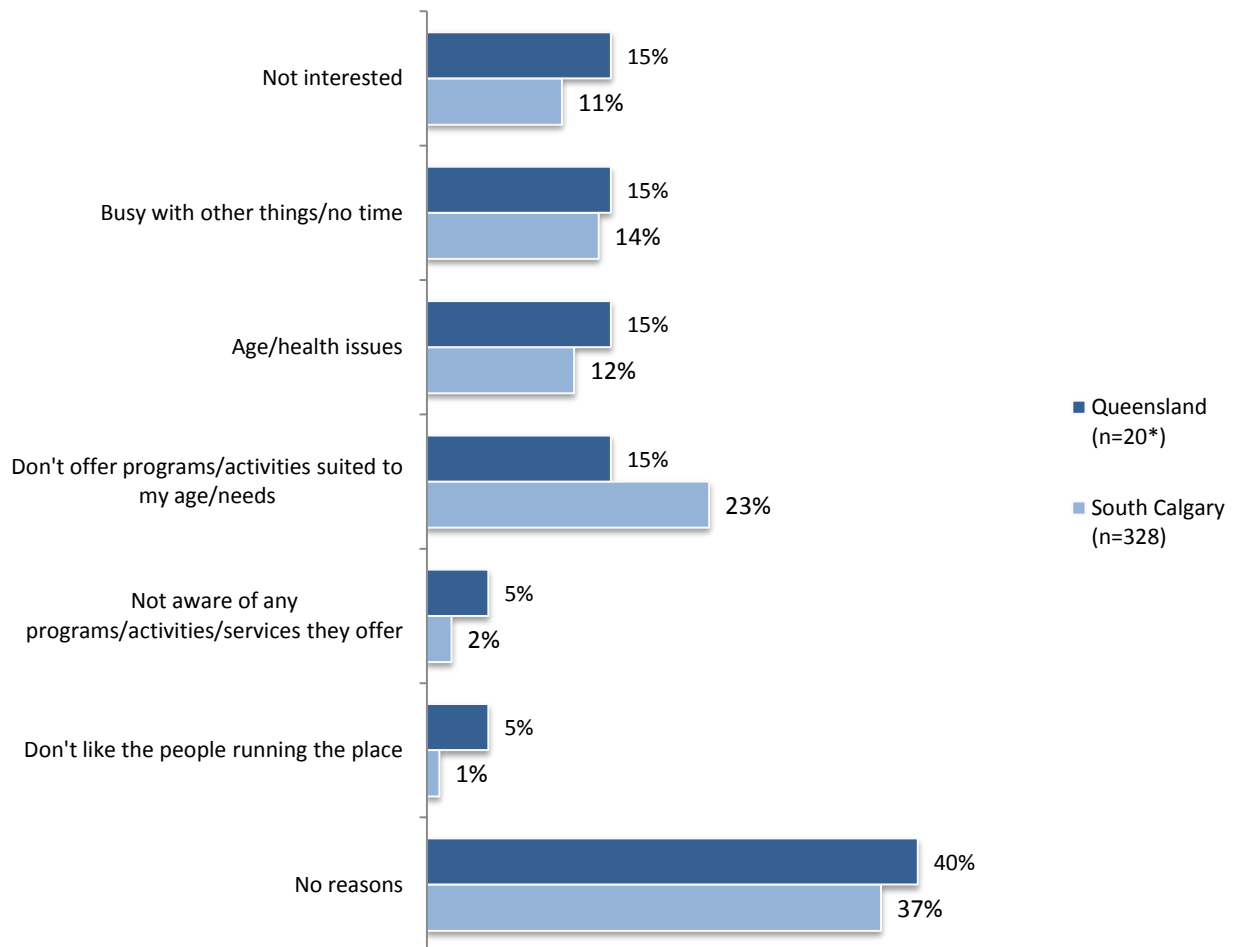


The main reasons respondents in Queensland noted for not visiting the Community Centre in the last 12 months (Figure 25) are that they are 'not interested', 'busy with other things/no time', and they consider themselves to be 'too old' or they have 'health issues', and 'there aren't programs and activities offered suited to respondents' age or needs (15% each). South Calgarians indicated mainly

they 'Don't offer programs/activities suited to my age/needs' (23%) and that they were 'Busy with other things/no time' (14%).

Two-in-five (40%) could not provide a reason for not visiting the Community Centre in the last 12 months, which is close to the almost two-in-five (37%) South 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 Queensland who were aware of the location of the Community Centre were asked what they liked about the Community Centre. One-in-five (21%) indicated that they liked the nice, clean and well maintained facility, while fewer mentioned its layout (size and space) (14%) and accessibility/availability (9%). South Calgarians' top rated like about the Community Centre was its location (close to home) with one-third of respondents (32%).

Figure 26: Positive Perceptions of Community Centres

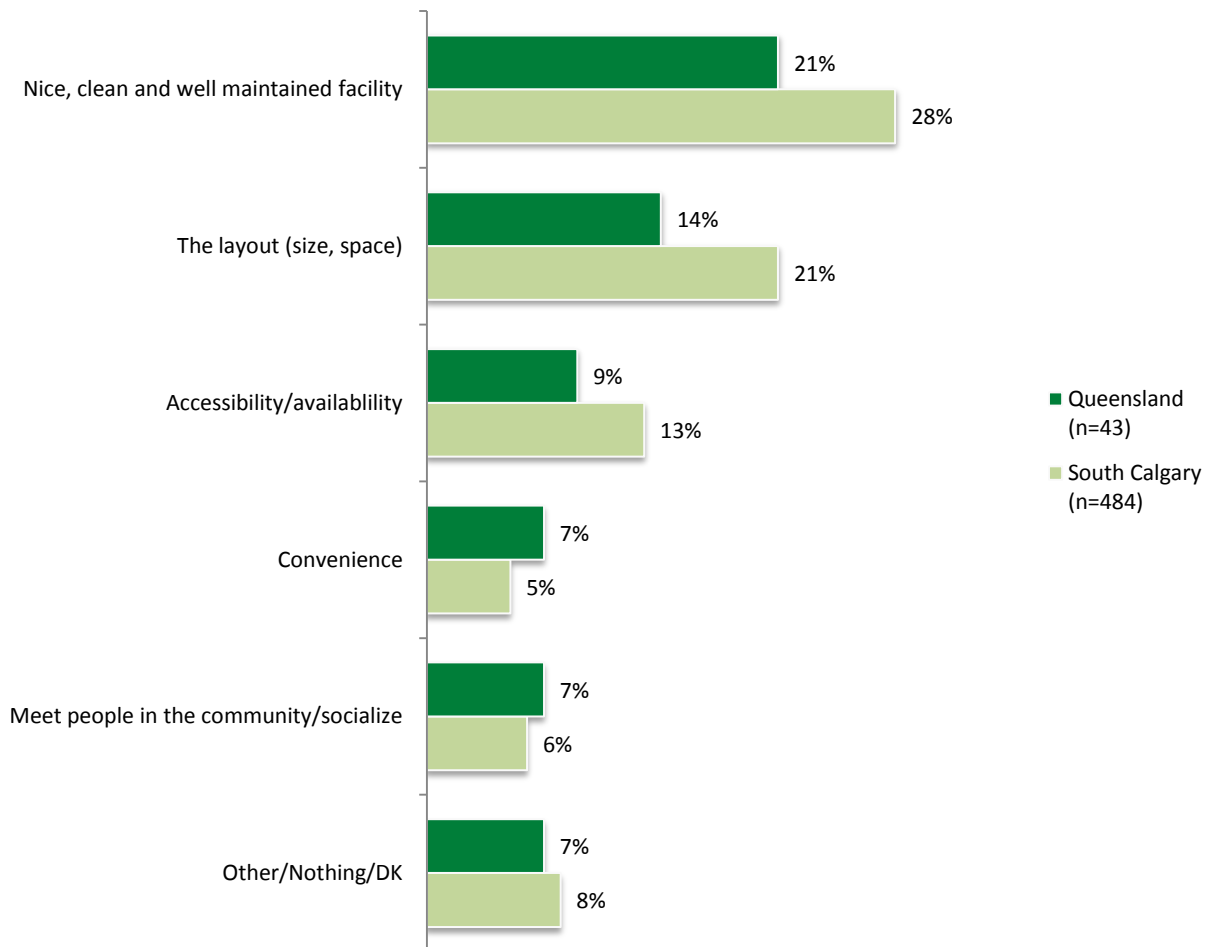
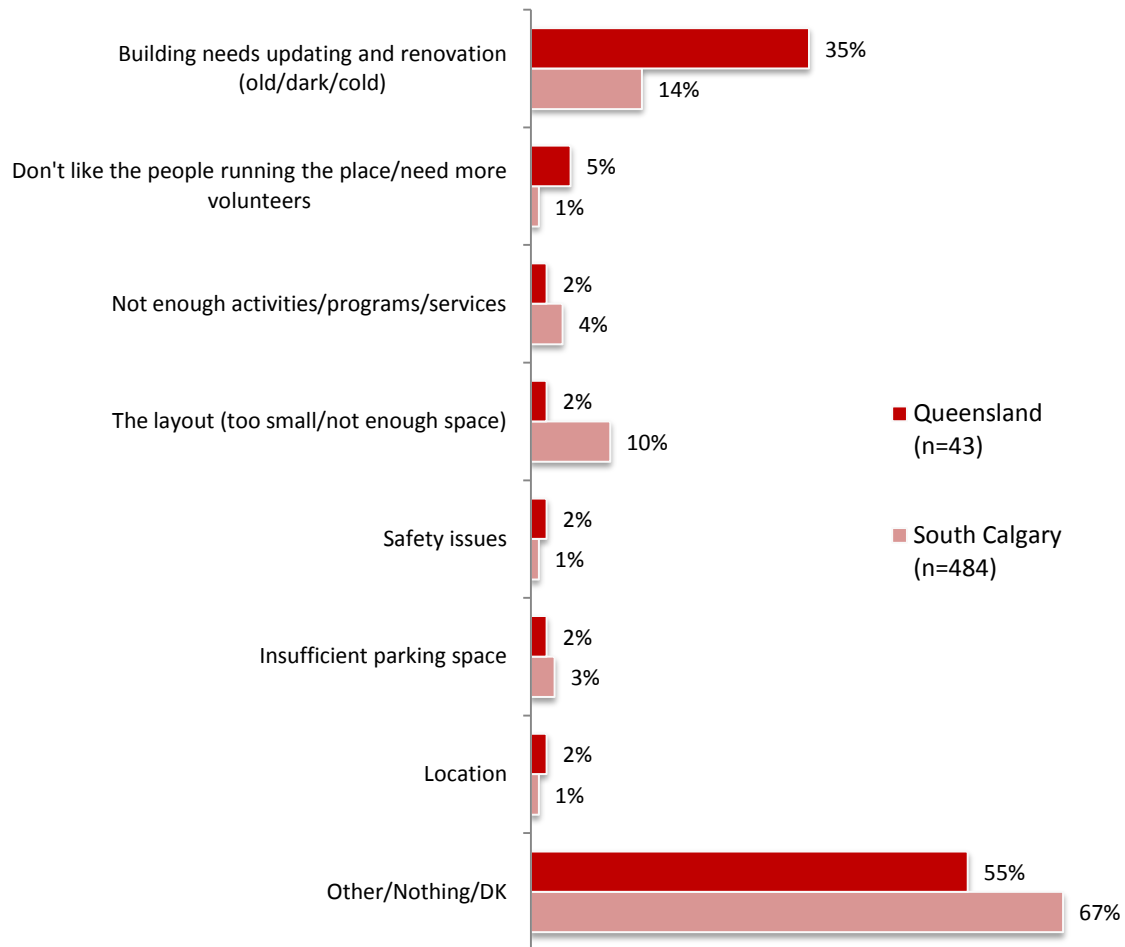


Figure 27 shows what negative perceptions survey respondents have of the Community Centre. When asked what they didn't like about the Community Centre, over one-half (55%) of respondents

in Queensland do not have any negative perceptions, which is similar to what South Calgarians perceive (67% did not have any dislikes). The biggest issue mentioned by respondents in the survey area is that the building needs updating and renovations (35%), they don't like the people running the place (5% each), and that there are not enough activities (2%). The need for renovations is also the most frequently mentioned dislike in South Calgary (14%).

Figure 27: Negative Perceptions of Community Centres



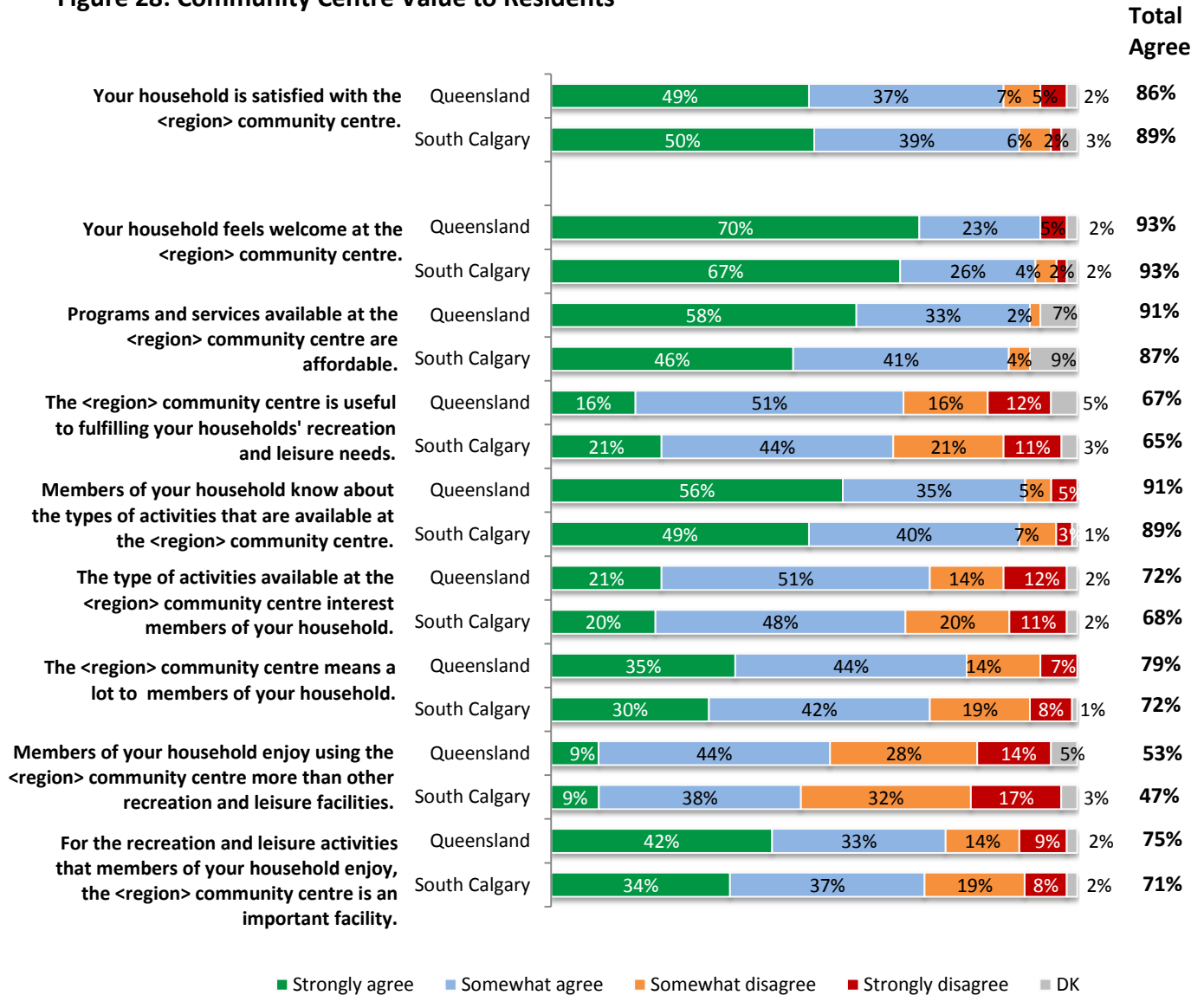
2.5.3 Value of the Community Centre to Residents

To end the survey, respondents were asked to provide their feedback on specific attributes related to the Community Centre. As can be seen in Figure 28, the majority of respondents in Queensland as well as South 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 (93% agree in Queensland and South Calgary).
- Programs and services are affordable (91% agree compared to 87% in South Calgary)
- Members of your household know about the types of activities that are available (91% agree compared to 89% in South Calgary).
- Your household is satisfied with the Community Centre (86% agree compared to 89% in South Calgary).

In contrast, less than three-in-five (53%) agree that members of their household enjoy using the Community Centre more than other recreation and leisure facilities, which was also indicated by two-in-five (47%) South Calgarians.

Figure 28: Community Centre Value to Residents



Base sizes: Queensland & Deer Ridge n=43; South Calgary n=328

3.0 Conclusion

In conclusion, the research in Queensland and Deer Ridge 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.

Queensland and Deer Ridge are very similar in comparison to other regions of South Calgary. Of particular interest, the demographics of the communities indicate a 'greying/adult' population and a sizeable number of households 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 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 Queensland and Deer Ridge provide slightly lower likelihood to recommend scores for their community in comparison to other survey regions in South Calgary. While respondents appear to know their neighbours well, there also appears to be a slight lack of relevance of Community Association programming. 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 Southwood and Canyon Meadows provide good scores for the effectiveness of Community Newsletters, but other communications methods struggle for effectiveness. 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 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 haloween parties, and yoga.

Q1. Would you say that members of your household are very involved, somewhat involved, not very involved or not at all involved in community, social, recreation, and leisure activities?

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

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

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

Q3. How many people, including yourself, reside within your household in the following age groups. How many: **(READ)**

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

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

[ASK Q4-Q6 IN AGE GROUP SERIES]

Q4.a **(If 3i>0)** What community, social, recreation and leisure activities did the child/children under 13 participate or are involved in during the past 12 months? [DO NOT READ LIST, ALPHABETIZE LIST]**(ENTER ACTIVITY NUMBER FROM SHEET) (IF MORE THAN ONE CHILD LIVES INHOUSEHOLD, 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] 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).