



CITY OF
FORT SASKATCHEWAN

Recreation Services Public Engagement Survey

FINAL REPORT

A research study with residents in Fort Saskatchewan, Alberta about recreation and leisure activities, and satisfaction with current programs and facilities.



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A. Executive Summary

9 in 10 Fort Saskatchewan residents who submitted a survey say that recreation opportunities are important to their household's quality of life, with 71% saying 'very' important (scoring 5 out of 5), and 19% saying 'somewhat' important (scoring 4 out of 5).

95% of residents in this survey say that recreation opportunities are important to the community as a whole, between those who say it is very important (77%) and somewhat important (18%).

Based on the answers provided by residents, the average personal activity level on a 10-point scale was 6.9, or about 7 out of 10. 14% of residents in this survey scored their personal activity level as a 10 out of 10, about equal to the number of residents who scored their activity level 1 through 4 out of 10 (14%).

More residents described their household as 'very active' (9-10 on the scale), at 33%, than personally at 21%. Generally speaking, much of this difference can be attributed to younger adults with children in the household.

The top reasons for participating in recreation and leisure activities were to stay active/fit (85%), to achieve/maintain health (59%), for pleasure/entertainment (43%), and to spend time with family/friends (43%).

There appears to be some appetite for new indoor recreation facilities, and based on the feedback received in the survey, that should include a swimming pool, gym facilities, or an ice rink:

- In the past year:
 - 79% of residents have been walking/jogging/running
 - 69% have been swimming
 - 64% are doing fitness
 - 45% have played hockey
 - 32% have taken part in indoor gym sports
- A lack of facilities is the second biggest reason for not participating in recreation activities (or participating more often).
- Just over half (52%) of residents are travelling outside Fort Saskatchewan to participate in a recreation opportunity, and among that group, swimming is the biggest reason, and hockey is second.
- 91% of residents said that indoor recreation facilities, such as community centres, arenas, and indoor pools are the most important program or facility in Fort Saskatchewan, but only 43% expressed satisfaction with the current facilities or types of opportunities available. Only a third of those who submitted a survey feel there are enough indoor recreation facilities.

About three-quarters of residents (74%) strongly or somewhat agree that Fort Saskatchewan should build new facilities for recreation opportunities. A majority of residents (52%) strongly agree with this, scoring 5 out of 5 on the scale.

Residents, for the most part, are satisfied with the existing facilities and sports fields. Almost two-thirds of those who submitted a survey were 'very' (5 out of 5) or 'somewhat' (4) with the condition, cleanliness, accessibility, etc., with 27% being 'very' satisfied.

Respondents are slightly less satisfied with the sports and recreation programs currently available. Overall 59% are satisfied, with 16% being 'very' satisfied, and 43% being 'somewhat' satisfied.

Residents are least satisfied with the number or amount of recreation facilities and sports fields available in Fort Saskatchewan. Overall less than half (45%) are satisfied, with 15% being 'very' satisfied, and 30% being 'somewhat' satisfied.

91% of those residents who submitted a survey indicated they at least 'glance' at the Leisure Guide when it comes out. A third of residents (33%) indicated they read through the Leisure Guide carefully when it comes out. A little over a third (36%) go through the Leisure Guide looking for information about specific programs, sports or classes. The balance (31%) glance through the Leisure Guide (22%), don't read much of it (6%), or don't read it at all (3%).

About two-thirds (64%) would rather read the Leisure Guide as a printed booklet, with one-third (36%) preferring to see it online via the website. The residents who pay closest attention to the Leisure Guide prefer the booklet, while those who glance or don't read it prefer online.

80% of those who read the Leisure Guide carefully when it comes out would prefer the printed booklet, compared to 64% of those who look for specific programs, and 50% of those who glance or don't read the Leisure Guide.

The Leisure Guide, in printed (74%) or online form (69%), remains the best method to reach Fort Saskatchewan residents to inform them about recreation programs.

Using the City website (60%) and social media (54%) are the second tier of mentions based on response.

B. Project Background

The City of Fort Saskatchewan engaged Metroline Research Group to execute an online survey with residents about recreation programs, facilities and services.

The purpose of this research was to get feedback from residents about their activities, the programs they participate in, and satisfaction with current offerings.

Staff from Metroline designed the survey in close coordination with members of the Fort Saskatchewan project team.

The survey was made available online for residents to complete through the Fort Saskatchewan website and social media feeds. Additionally, Fort Saskatchewan staff were present at facilities and events to encourage participation.

635 residents submitted a survey online.

This report outlines the results for the Recreation Services Public Engagement Survey. Respondent opinions may take into consideration not only their own experiences, but also their perceptions or what they may have seen, heard, or read about.

C. Research Methodology

Project Initiation and Questionnaire Design

The Metroline Project Manager discussed the survey with the City of Fort Saskatchewan Project Manager at our kickoff meeting. The objectives and work plan followed our research proposal.

Several drafts of the survey were designed until all important areas had been included. After approval, the survey was programmed for online data collection, and Metroline provided the survey link to the City for publication.

Survey Population and Data Collection

Between February 5 and March 7, 2020, 635 residents completed a survey.

Given this survey was not deployed using random probability sampling, and residents had to self-select to participate, we are unable to assign a margin of error. However, if this survey had been completed using random probability sampling, the margin of error for a sample of this size

would be +/- 3.9%, 19 times out of 20 (95% Confidence Interval). It is important to note that within sub-groups, the sample is smaller, and the margin of error will increase accordingly.

Data Weighting

Survey demographics of gender and age groups were compared against the 2016 Census for Fort Saskatchewan.

Data weighting was required so that the survey results were more representative, and one gender and/or age group did not receive a disproportionate number of responses.

The weighting factors applied were calculated as follows:

	Surveys submitted			Weighting factor based on 2016 Census		Adjusted sample sizes		
	Total	Male	Female	Male	Female	Total	Male	Female
18-39 years	264	79	185	1.9323	.7605	294	153	141
40-59 years	280	90	190	1.1935	.5427	210	107	103
60+ years	91	36	55	1.6926	1.2762	131	61	70
Total	635	205	430			635	321	314

Data Analysis and Project Documentation

After all interviews were completed and verified, and the online survey was closed, the Metroline Project Manager reviewed the results of open-ended questions to develop a code list.

Our internal data processing team worked on preparing data tables and coding the open-ended responses.

Data tables were prepared to a standard set of cross-tabulation banners, and included statistical testing (primarily z-test and u-tests) to understand statistically significant differences between sub-groups.

As with any survey of the general population, not all populations can be reached. It is possible that the homeless, residents of hospitals, long-term care facilities, and prisons are not represented in the survey sample, nor those who do not have Internet access, those who were not aware of the survey or those who chose not to participate.

A copy of the survey used in this research can be found as Appendix 1.

D. Notes On Reading This Report

This document reports the findings of the survey with residents. Where statistically significant and relevant, differences between specific sub-groups are mentioned in the analysis (for example age group, size of household, amount of garbage generated, etc.).

While sophisticated procedures and professional staff have been used to collect and analyze the information presented in this report, it must be remembered that surveys are *not* predictions. They are designed to measure opinion within identifiable statistical limits of accuracy at specific points in time. This survey is in no way a prediction of opinion or behaviour at any future point in time.

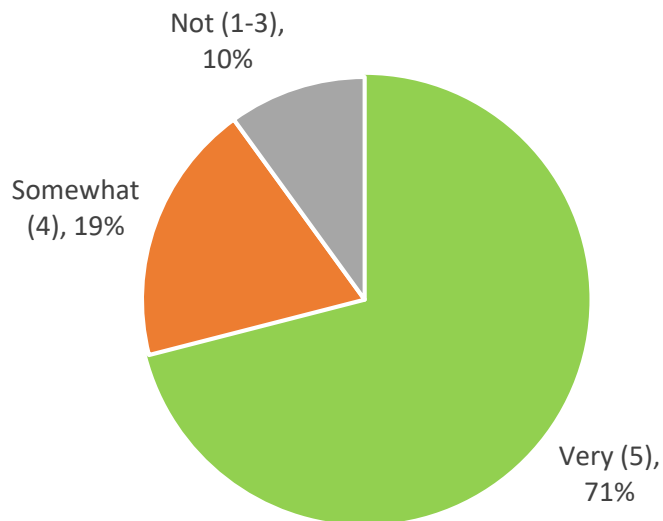
1.0 Importance of recreation and culture opportunities

1.1 Importance of recreation opportunities to your household

Q11 – How important are recreation opportunities to your household's quality of life?
(Base – Full weighted sample)

9 in 10 Fort Saskatchewan residents who submitted a survey say that recreation opportunities are important to their household's quality of life, with 71% saying 'very' important (scoring 5 out of 5), and 19% saying 'somewhat' important (scoring 4 out of 5).

10% of residents in this survey say it is less or not important to them (scoring 1-3 out of 5).



Respondent Sub-Segment Findings

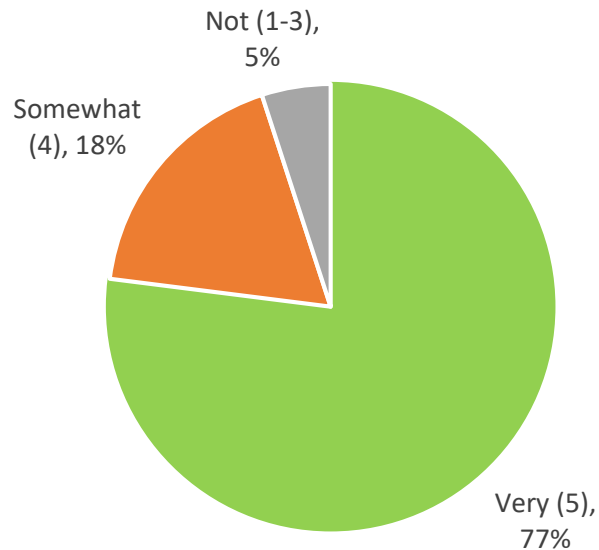
- Age is a factor, the younger the age group, recreation opportunities are more important. Those 18-39 years (76%) are most likely to say 'very' important (scoring 5 out of 5), than those 40-59 years (71%) and those 60+ years (58%).
- Those with children at home (80%) are more likely to say very important than those who do not have kids (55%).
- Larger households (likely having kids), are more likely to find opportunities important. Those in households of five or more are most likely to say it is very important (82%), compared to those in households of 3-4 people (76%) and 1-2 people (56%).
- Those in households with income of \$150k+ (76%) and \$100-\$150k (75%), are more likely to find it very important than households where the income is \$50-\$100k (64%) and under \$50k (54%).

1.2 Importance of recreation opportunities to the community

Q12 – How important are recreation opportunities to the community of Fort Saskatchewan? (Base – Full weighted sample)

95% of residents in this survey say that recreation opportunities are important to the community as a whole, between those who say it is very important (77%) and somewhat important (18%).

Only 5% feel that recreation opportunities are less/not important to the community.



Respondent Sub-Segment Findings

- Several of the variables that were statistically different for the previous question relating to their household directly, were not a factor for the community benefit question. (age, household size and income)
- Those with children at home (79%) are more likely to say very important than those who do not have kids (71%).

2.0 Activity Levels

2.1 Personal activity levels

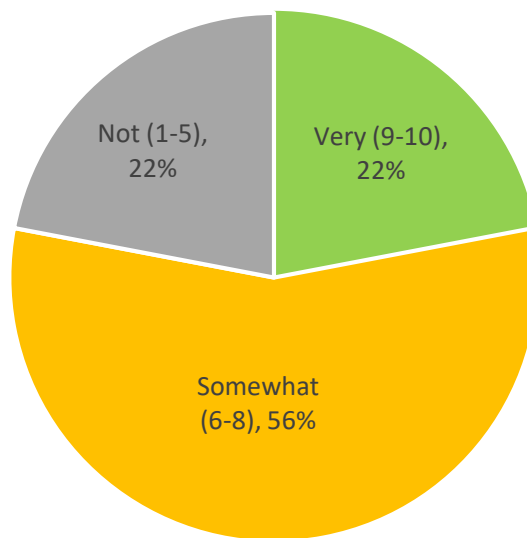
Q21 – Using the scale below, how would you rate your personal level of physical activity? This could include any physical activity at your work, dog walking, hiking, any sports you play, swimming etc. (Base – Full weighted sample)

Based on the answers provided by residents, the average personal activity level on a 10-point scale was 6.9, or about 7 out of 10.

14% of residents in this survey scored their personal activity level as a 10 out of 10, about equal to the number of residents who scored their activity level 1 through 4 out of 10 (14%).

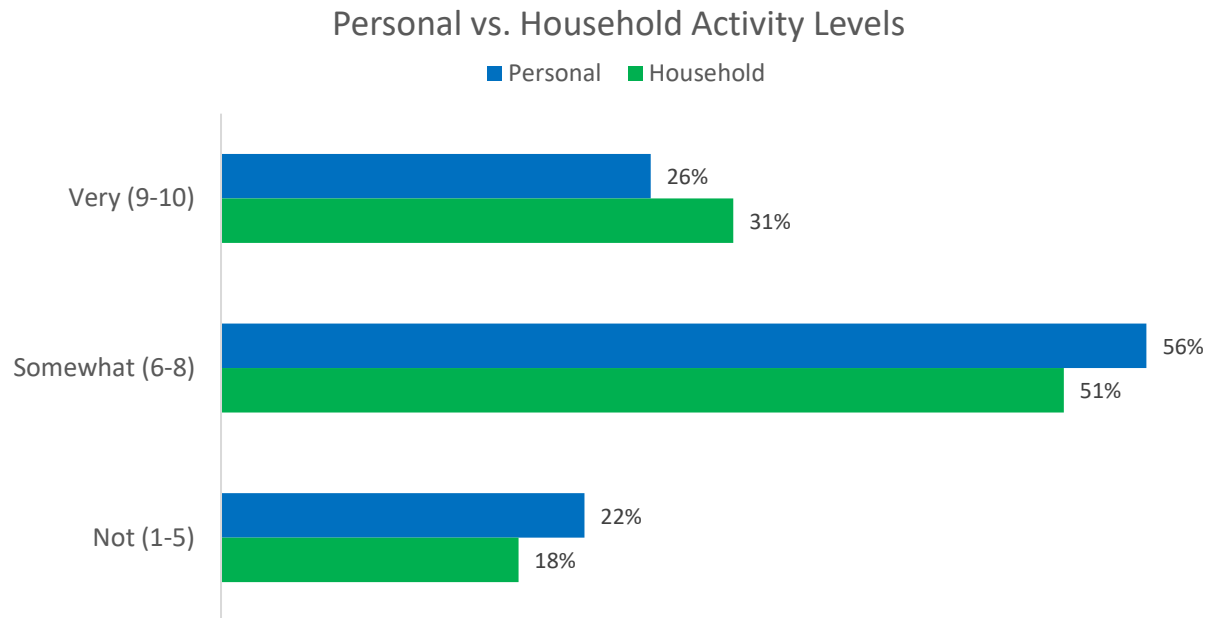
Interestingly, there were no statistically significant differences among activity levels, based on the residents who submitted a survey.

In other words, no sub-group (gender, age, kids at home, etc.) were more or less likely to be active than another.



2.2 Household activity levels

Q22 – And what about the rest of your household? How would you rate the activity level of your household in total? (Base – Full weighted sample)



More residents described their household as ‘very active’ (9-10 on the scale), at 33%, than personally at 21%.

Generally speaking, much of this difference can be attributed to younger adults with children in the household.

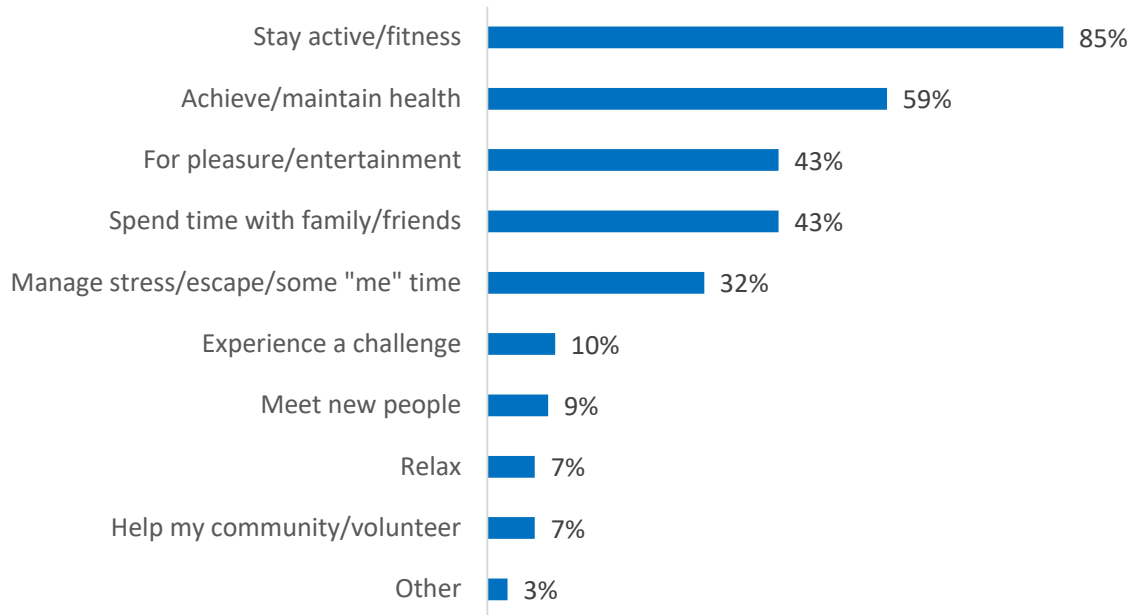
Household activity level by age of resident and kids at home

	Total	18-39 years	40-59 years	60+ years	Have kids	No kids
Very (9-10)	31%	34%	35%	17%	36%	21%
Somewhat (6-8)	51%	51%	54%	46%	56%	43%
Not (1-5)	18%	15%	11%	37%	8%	36%

2.3 Why participate in recreational and leisure activities

Q23 – Please choose the top three reasons you and/or your household participate in recreational and leisure activities? (Base – Full weighted sample)

The top reasons for participating in recreation and leisure activities were to stay active/fit (85%), to achieve/maintain health (59%), for pleasure/entertainment (43%), and to spend time with family/friends (43%).



Respondent Sub-Segment Findings

Stay active/fitness

- Those who are very active (9-10 on personal activity level) are more likely to say stay active/fitness (91%) than those are somewhat active (87%) and those who are not active (74%).

Achieve/maintain health

- Those 60+ years (83%) are more likely to mention achieve/maintain health, than those 40-59 years (60%) and those 18-39 years (48%).
- Those without kids at home (75%) more likely to mention than those with kids at home (50%).
- Those who are very active (9-10 on personal activity level) are more likely to say stay active/fitness (68%) than those are somewhat active (60%) and those who are not active (48%).
- Those in households of 1-2 people (77%) are more likely to mention than those in households of 3-4 people (52%) and households of 5+ people (46%).

For pleasure/entertainment

- Those 18-39 years (49%) are more likely to mention pleasure/entertainment, than those 40-59 years (42%) and those 60+ years (33%).
- Those with kids at home (50%) more likely to mention than those without kids at home (32%).
- Those who are very active (9-10 on personal activity level) are less likely to say pleasure/entertainment (32%) than those are somewhat active (43%) and those who are not active (57%).
- Those in households of 5+ people (52%) and 3-4 people (49%) are more likely to mention than those in households of 1-2 people (31%).

Spend time with family/friends

- Those 18-39 years (54%) are more likely to mention spending time with family/friends, than those 40-59 years (40%) and those 60+ years (22%).
- Those with kids at home (52%) more likely to mention than those without kids at home (30%).
- Those in households of 5+ people (56%) and 3-4 people (49%) are more likely to mention than those in households of 1-2 people (26%).

Manage stress/escape/some “me” time

- Those 18-39 years (33%) and those 40-59 years (35%), are more likely to mention than those 60+ years (24%).

Meet new people

- Those in households of 1-2 people (14%) are more likely to mention than households of 3-4 people (8%) are more likely to mention than those in households of 5+ people (6%).

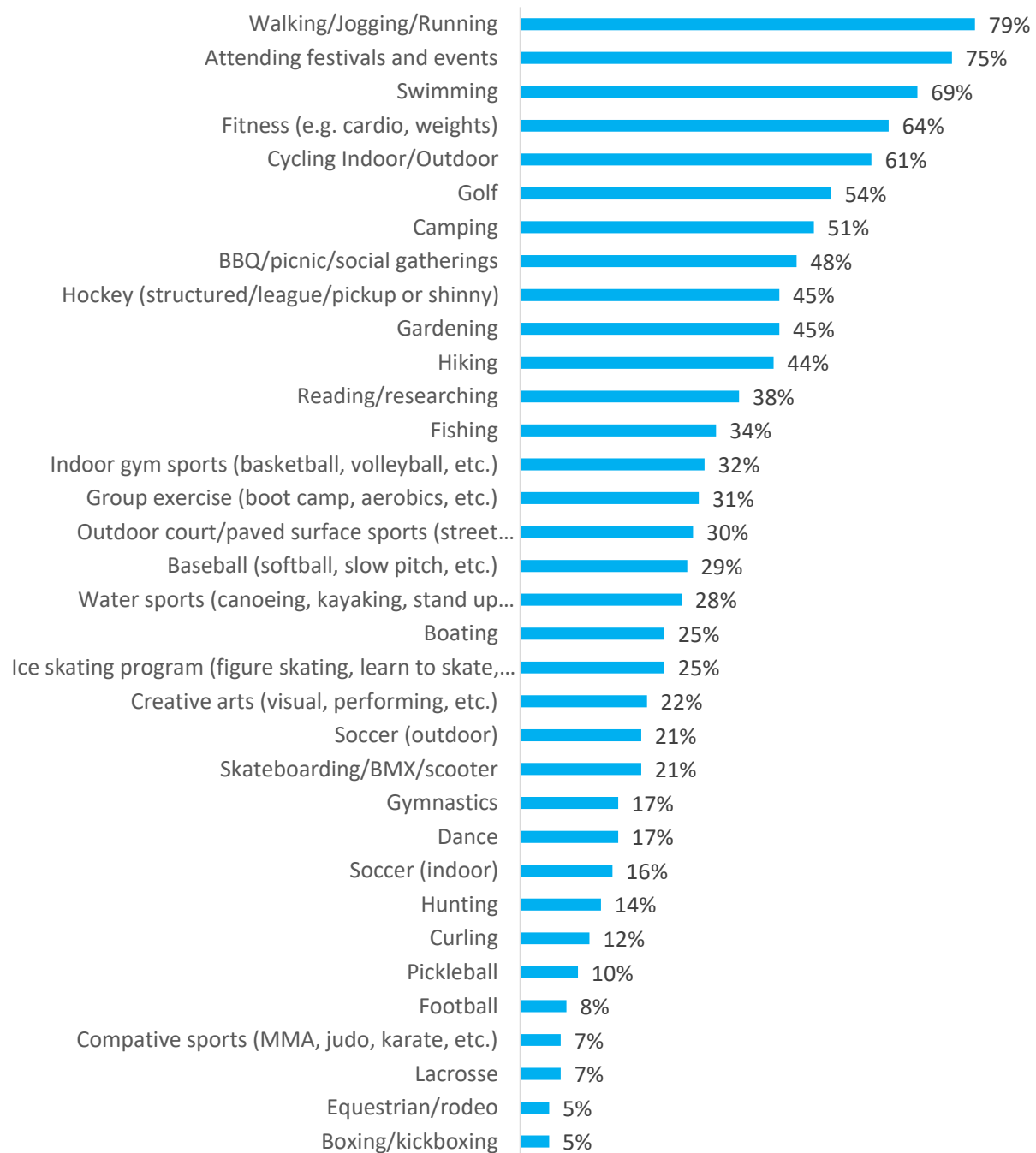
Relax

- Those who are very active (2%) and those somewhat active (7%) are less likely to say relax than those who are not active (14%).
- Those in households of 1-2 people (12%) are more likely to mention than households of 3-4 people (5%) are more likely to mention than those in households of 5+ people (4%).

2.4 Top recreation activities

Q24 – Which types of recreation activities did your household participate in over the past year, in Fort Saskatchewan or elsewhere? (Base – Full weighted sample, showing mentions of 5% or higher)

The activity most often mentioned was walking/jogging/running (79%), followed by attending festivals and events (75%), swimming (69%), fitness (64%), and cycling (61%).



Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Age group			Kids at home		Personal activity level		
		18-39 years	40-59 years	60+ years	Yes	No	Very	Some	Not
Walking/Jogging/Running	79%	78%	78%	84%	77%	83%	88%	78%	73%
Attending festivals and events	75%	79%	72%	71%	78%	70%	77%	77%	68%
Swimming	69%	80%	72%	38%	85%	40%	63%	71%	69%
Fitness (cardio/weights)	64%	66%	66%	57%	64%	64%	76%	69%	41%
Cycling	61%	61%	63%	58%	66%	53%	74%	64%	42%
Golf	54%	53%	57%	50%	57%	50%	58%	60%	36%
Camping	51%	61%	51%	30%	58%	38%	53%	53%	47%
BBQ/picnic	48%	54%	44%	35%	53%	39%	47%	50%	44%
Hockey	45%	52%	56%	13%	60%	21%	48%	46%	41%
Gardening	45%	40%	45%	56%	43%	51%	48%	46%	41%
Hiking	44%	49%	45%	31%	45%	42%	58%	47%	25%
Reading/researching	38%	31%	39%	51%	33%	45%	42%	33%	44%
Fishing	34%	39%	34%	21%	41%	22%	27%	40%	26%
Indoor gym sports	32%	35%	43%	8%	43%	14%	42%	33%	20%
Group exercise classes	31%	31%	27%	35%	30%	32%	40%	34%	13%
Outdoor court/paved surface	30%	37%	36%	5%	44%	7%	34%	33%	20%
Baseball	29%	34%	36%	4%	37%	15%	27%	34%	18%
Water sports	28%	31%	30%	16%	30%	23%	41%	27%	16%
Boating	25%	26%	29%	15%	28%	18%	33%	25%	15%
Ice skating programs	25%	36%	17%	10%	34%	9%	30%	24%	20%
Creative arts	22%	17%	25%	29%	21%	25%	17%	21%	30%
Soccer (outdoor)	22%	26%	24%	6%	32%	3%	21%	25%	12%
Skateboarding/BMX/Scooter	21%	25%	25%	2%	31%	3%	20%	23%	15%
Gymnastics	17%	26%	14%	1%	26%	2%	19%	19%	11%
Dance	17%	18%	18%	12%	22%	7%	19%	16%	15%
Soccer (indoor)	16%	14%	23%	9%	23%	4%	16%	17%	13%
Hunting	14%	16%	11%	12%	17%	9%	11%	15%	12%
Curling	12%	14%	12%	6%	13%	11%	12%	13%	7%
Pickleball	10%	3%	8%	27%	4%	19%	15%	11%	2%
Football	8%	9%	8%	4%	10%	5%	8%	8%	8%
Combative sports	7%	8%	8%	2%	9%	2%	5%	6%	9%
Lacrosse	7%	7%	10%	4%	10%	3%	7%	7%	10%
Equestrian/rodeo	5%	5%	6%	1%	7%	2%	5%	4%	5%
Boxing/kickboxing	5%	6%	5%	2%	5%	3%	8%	5%	3%

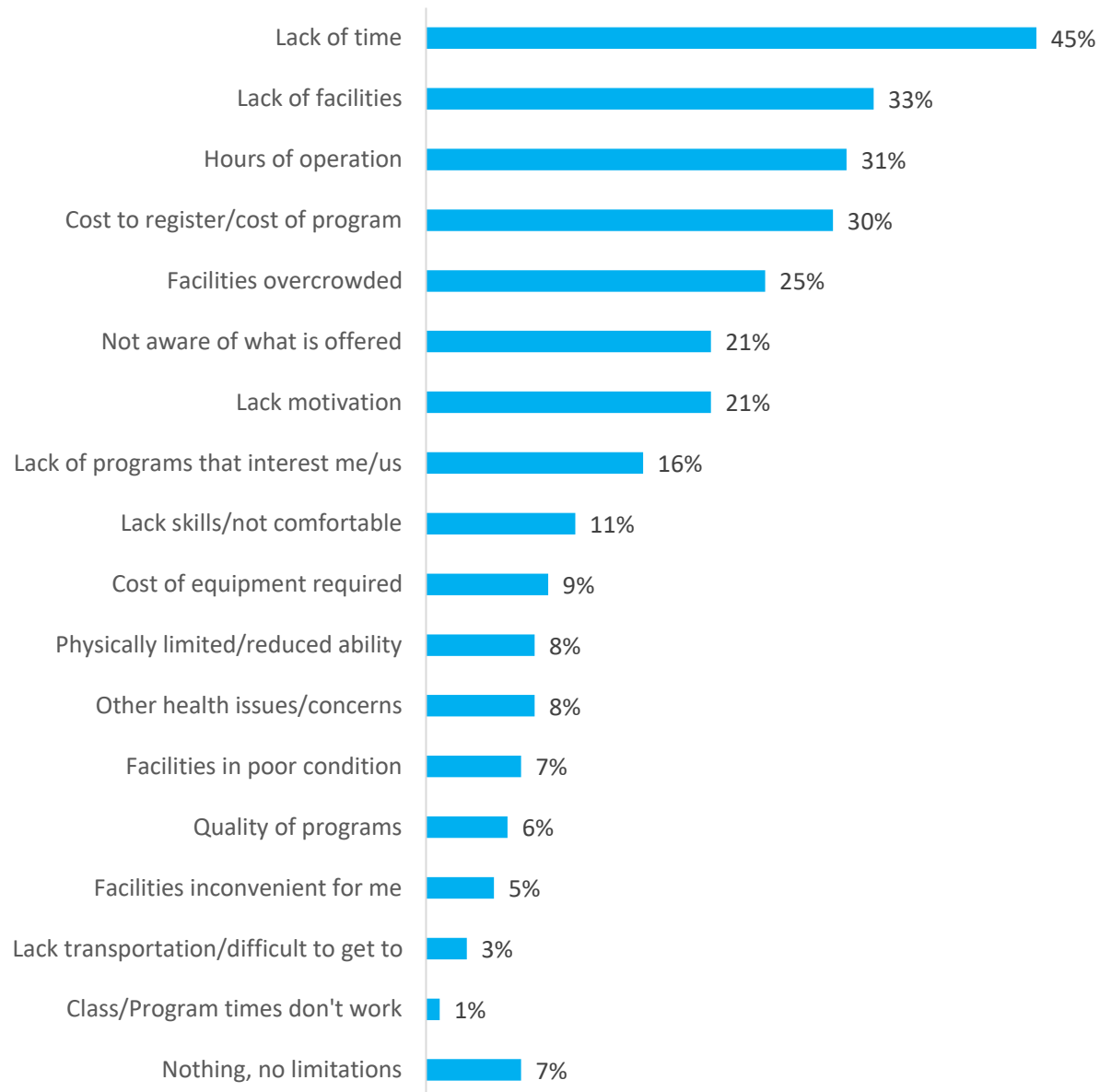
Statistically Significant levels of participation in specific activities by gender

- Women are statistically more likely than men to mention:
 - o Walking/Jogging/Running (85% vs. 73%)
 - o Attending festivals and events (80% vs. 70%)
 - o Gardening (55% vs. 36%)
 - o Reading/researching (51% vs. 25%)
 - o Group exercise (43% vs. 18%)
 - o Creative arts (31% vs. 14%)
 - o Dance (20% vs. 13%)
- Men are statistically more likely than women to mention:
 - o Golf (64% vs. 44%)
 - o Hockey (52% vs. 38%)
 - o Curling (15% vs. 8%)

2.5 Barriers to greater participation in recreation activities

Q25 – What prevents or limits members of your household from participating in recreation activities? (Base – Full weighted sample)

Lack of time (45%) is the primary barrier to member of the household participating in recreation activities more often, following by a lack of facilities (33%), hours of operation of the facilities (31%), and the cost of the programs (30%).



Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Age group			Kids at home		Personal activity level		
		18-39 years	40-59 years	60+ years	Yes	No	Very	Some	Not
Lack of time	45%	51%	54%	17%	54%	28%	43%	43%	53%
Lack of facilities	33%	42%	35%	11%	42%	19%	42%	34%	22%
Hours of operation	31%	39%	34%	11%	39%	17%	29%	34%	29%
Cost to register	30%	35%	30%	19%	35%	22%	20%	32%	35%
Facilities overcrowded	25%	32%	26%	4%	33%	10%	22%	27%	20%
Not aware of what is offered	21%	28%	20%	11%	21%	19%	20%	20%	24%
Lack motivation	21%	18%	23%	23%	16%	28%	10%	17%	42%
Lack of interesting programs	16%	19%	20%	6%	17%	14%	13%	16%	20%
Lack skills/not comfortable	11%	10%	10%	15%	8%	15%	6%	7%	25%
Cost of equipment needed	9%	13%	9%	1%	12%	5%	6%	9%	14%
Physically limited	8%	2%	5%	28%	2%	20%	4%	7%	16%
Other health issues/concerns	8%	3%	5%	23%	4%	15%	5%	6%	15%
Facilities in poor condition	7%	7%	7%	7%	7%	6%	7%	7%	7%
Quality of programs	6%	9%	6%	1%	8%	4%	11%	5%	6%
Facilities inconvenient	5%	7%	4%	--	7%	1%	5%	5%	3%
Lack transportation	3%	3%	4%	--	2%	3%	3%	2%	4%
Times don't work	1%	2%	2%	--	2%	1%	--	1%	3%
Nothing, no limitations	7%	3%	6%	16%	5%	10%	7%	8%	3%

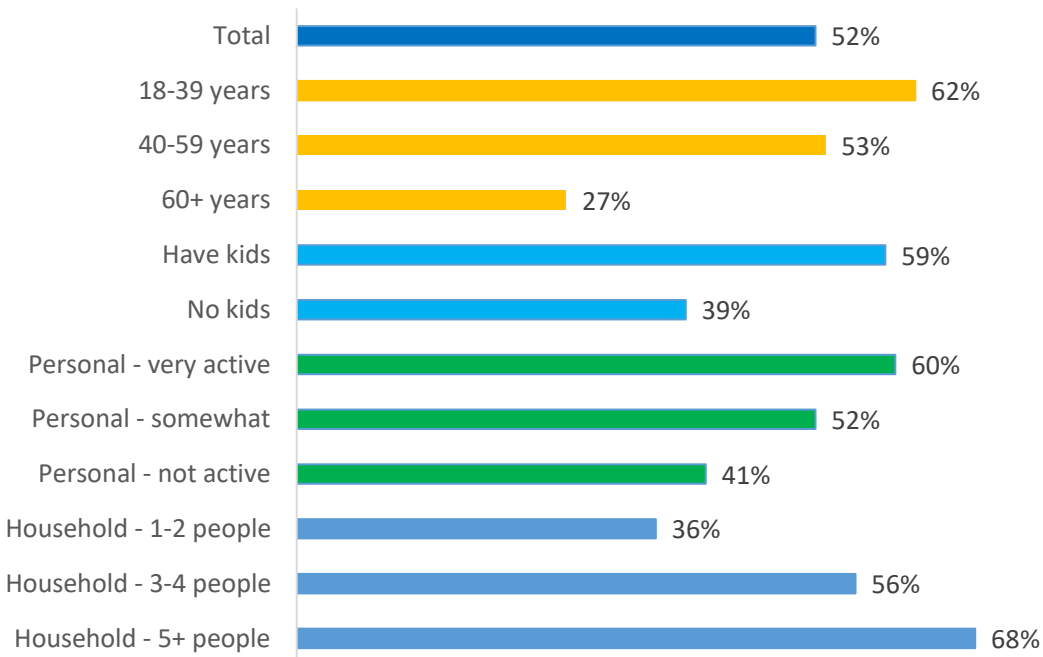
Statistically Significant mentions of specific barriers by gender

- Women are statistically more likely than men to mention:
 - o Cost of program (36% vs. 23%)
 - o Lack of programs that interest them (20% vs. 13%)
 - o Cost of equipment (12% vs. 7%)
- Men are statistically more likely than women to mention:
 - o Lack of facilities (40% vs. 26%)

2.6 Travel outside Fort Saskatchewan for activities

Q26 – Do you or another member of your household need to travel outside Fort Saskatchewan to participate in a recreation opportunity because it is not available in Fort Saskatchewan? (Base – Full weighted sample)

Just over half (52%) of those who completed a survey say they need to travel outside Fort Saskatchewan for them or their family to participate in a recreation opportunity.



Also significant based on household income levels. Those with incomes \$100k and up are significantly more likely to travel outside Fort Saskatchewan (58%) compared to those with incomes under \$100k (38%).

2.7 Travelling for what program

Q27 – What program or opportunity do you have to travel elsewhere for?

(Base – Travels outside Fort Saskatchewan to participate in a recreation opportunity)

The top two activities that household's travel outside Fort Saskatchewan are swimming and hockey. Where it was indicated, we segmented the responses for these two into sub-categories.

Swimming

- *"The pool in Fort (Saskatchewan) is not adequate and the times are not favourable for a family with young kids..."*
- *"Have to go elsewhere to public/lap swim because of the split up times our facility is open..."*
- *"We got a flex pass for Millennium Place. We like it because there are no set hours for public swimming..."*

Hockey

- *"My son's team has to practice outside of the Fort because we can't get ice time otherwise..."*
- *"Goaltending instruction, various other hockey development programs..."*

Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Age group			Kids at home		Personal activity level		
		18-39 years	40-59 years	60+ years	Yes	No	Very	Some	Not
Swimming – General	25%	28%	23%	12%	29%	14%	16%	27%	29%
Swimming – Better Facility	5%	7%	3%	4%	6%	1%	6%	6%	1%
Swimming – Program related	5%	5%	4%	5%	6%	2%	5%	5%	4%
Swimming – Better hours	4%	5%	2%	4%	5%	1%	4%	4%	4%
Hockey – General	13%	15%	16%	--	17%	6%	6%	13%	24%
Hockey – no local ice time	3%	2%	5%	--	3%	1%	2%	2%	6%
Soccer	8%	8%	8%	9%	10%	5%	14%	6%	6%
Beach Volleyball	6%	9%	2%	4%	5%	12%	10%	5%	3%
Skating	6%	8%	4%	--	8%	--	5%	6%	4%
Group fitness classes	5%	5%	6%	4%	3%	10%	4%	5%	5%
Pickleball	5%	1%	5%	26%	--	17%	8%	5%	--
Skiing/Snowboarding	5%	6%	4%	5%	5%	5%	8%	3%	8%
Basketball	4%	3%	7%	--	5%	2%	3%	5%	3%
Other outdoor recreation	4%	4%	4%	7%	3%	9%	3%	4%	7%
Yoga/hot yoga	3%	2%	3%	7%	1%	8%	2%	4%	--
Squash	3%	4%	1%	4%	2%	5%	10%	1%	--
Baseball	3%	3%	4%	--	3%	3%	1%	4%	2%
Other – Miscellaneous	8%	6%	11%	5%	8%	5%	10%	7%	5%
Other – General sport	8%	9%	6%	5%	7%	10%	5%	8%	12%

3.0 Facility use/satisfaction

3.1 Facility use/visits

Q31 – How often, if at all, do you and members of your household visit/use the following amenities in Fort Saskatchewan? (NOTE: If it is seasonal, think of the times of the year that the place/type of facility is open).

Monthly visits to smaller neighbourhood parks was highest of the facilities listed in the survey (61%). Community centres were next (53%), and arenas (50%) was third.

Rank order for total usage at least once a month (Base – Weighted full sample)	Daily	Weekly	Monthly	A few times a year	Once a year	Less often/not at all	Don't know
Smaller neighbourhood parks	11%	29%	21%	20%	4%	13%	2%
Arenas	15%	30%	6%	15%	5%	27%	2%
Community centres	11%	30%	13%	23%	4%	14%	5%
Larger city parks	6%	23%	21%	33%	5%	10%	2%
Pools	1%	21%	22%	29%	5%	20%	2%
Outdoor sports fields/courts	4%	23%	14%	25%	4%	27%	3%
Spray park	2%	13%	14%	26%	6%	36%	3%
Snowbank rinks	2%	12%	13%	21%	4%	43%	5%
Toboggan Hills	--	11%	15%	28%	7%	35%	4%

Residents with children were statistically more likely to have visited all of the spaces or facilities at least once a month than those without kids. Those 60+ years were least likely to have visited a facility monthly.

Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Age group			Kids at home		Personal activity level		
		18-39 years	40-59 years	60+ years	Yes	No	Very	Some	Not
Smaller neighbourhood parks	61%	75%	53%	42%	73%	41%	67%	64%	47%
Community centres	53%	57%	51%	49%	58%	46%	67%	56%	34%
Arenas	50%	54%	59%	25%	65%	24%	52%	52%	42%
Larger city parks	49%	59%	45%	35%	56%	38%	58%	50%	38%
Pools	45%	55%	41%	28%	55%	27%	50%	44%	43%
Outdoor sports fields/courts	42%	51%	48%	12%	56%	18%	46%	45%	31%
Spray park	28%	43%	20%	5%	42%	5%	27%	29%	27%
Snowbank rinks	26%	37%	25%	4%	38%	9%	25%	29%	21%
Toboggan Hills	26%	39%	23%	3%	40%	4%	23%	30%	21%

3.2 Importance of programs/facilities

Q32 – How important are each of the following to you in Fort Saskatchewan?
(5-point importance scale)

The program/facility that is most important to Fort Saskatchewan residents would be the indoor recreation facilities like community centres, arenas and indoor pools. 91% find this to be important, with 76% saying it is very important (5 out of 5), and 15% saying somewhat important (4).

Second most important are the natural areas/trails. 86% find this to be important, with 64% saying it is very important, and 22% saying somewhat important.

<i>Rank order by 'very' important (5 out of 5) (Base – Weighted full sample)</i>	Very	Somewhat	Less/Not
Indoor recreation facilities (community centres, arenas, indoor pools)	76%	15%	9%
Natural areas/trails	64%	22%	14%
Outdoor sports fields, courts, etc.	43%	26%	31%
Programs that teach swimming or certify you as a lifeguard	36%	19%	45%
Other health and wellness programs such as yoga classes or cooking classes	30%	23%	47%
Programs that teach or coach introductory recreation and sports	23%	25%	52%
Opportunities for casual/pickup recreation/sports activities	23%	24%	53%

Generally speaking, the more active the person perceives themselves to be, the more likely they are to rate a program or facility very important to Fort Saskatchewan.

Those 60+ years are more likely to find the natural areas/trails, and other health and wellness programs such as yoga classes or cooking classes very important, than those under 60 years.

Showing scores of very important (5 out of 5). Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Age group			Kids at home		Personal activity level		
		18-39 years	40-59 years	60+ years	Yes	No	Very	Some	Not
Indoor recreation facilities (community centres, arenas, indoor pools)	76%	78%	73%	74%	83%	64%	83%	76%	68%
Natural areas/trails	64%	60%	64%	72%	58%	73%	73%	65%	51%
Outdoor sports fields, courts, etc.	43%	47%	42%	37%	48%	34%	51%	44%	32%
Programs that teach swimming or certify you as a lifeguard	37%	44%	32%	28%	46%	20%	38%	37%	33%
Other health and wellness programs such as yoga classes or cooking classes	30%	30%	24%	42%	24%	37%	37%	29%	25%
Programs that teach or coach introductory recreation and sports	23%	23%	24%	22%	25%	18%	29%	25%	14%
Opportunities for casual/pickup recreation/sports activities	23%	24%	20%	25%	23%	20%	30%	23%	15%

3.3 Satisfaction with programs/facilities

Q33 – How satisfied would you say you are with these types of facilities or opportunities available to you in Fort Saskatchewan? (5-point satisfaction scale)

Satisfaction with programs is high only for natural areas/trails, at 82%, with 46% scoring very satisfied (5 out of 5) and 37% scoring somewhat satisfied (37%).

Second was outdoor sports fields and courts, but significantly lower at 58%, with 22% being very satisfied, and 36% being somewhat satisfied.

Third was the indoor recreation facilities, lower again at 42% satisfied, with 17% very satisfied, and 25% somewhat satisfied.

For the other four programs/facilities, satisfaction rated between 34% and 39%.

<i>Rank order by 'very' important in 3.2 (5 out of 5) (Base – Weighted full sample)</i>	Very	Somewhat	Less/Not
Indoor recreation facilities (community centres, arenas, indoor pools)	17%	25%	57%
Natural areas/trails	46%	37%	18%
Outdoor sports fields, courts, etc.	22%	36%	42%
Programs that teach swimming or certify you as a lifeguard	14%	23%	64%
Other health and wellness programs such as yoga classes or cooking classes	14%	25%	61%
Programs that teach or coach introductory recreation and sports	10%	24%	65%
Opportunities for casual/pickup recreation/sports activities	13%	21%	66%

After reviewing satisfaction levels against perceived importance of the facility or program to Fort Saskatchewan, a clear pattern emerged. Those that find the facility important (very or somewhat) are more likely to say they are satisfied than those who find it less/not important.

3.4 Level of agreement with number of facility types

Q34 – How strongly do you agree or disagree that Fort Saskatchewan has a suitable number of these facility types for recreation? (5-point agree/disagree scale)

78% of residents agree that Fort Saskatchewan has a suitable number of natural areas and trails, with 43% saying strongly agree (5 out of 5) and 35% saying they somewhat agree (35%).

Second was outdoor sports fields and courts, where 57% agreed. 26% strongly agree and 31% somewhat agree.

The results were similar for all other programs or facilities, with 34-42% agreeing there are a suitable number.

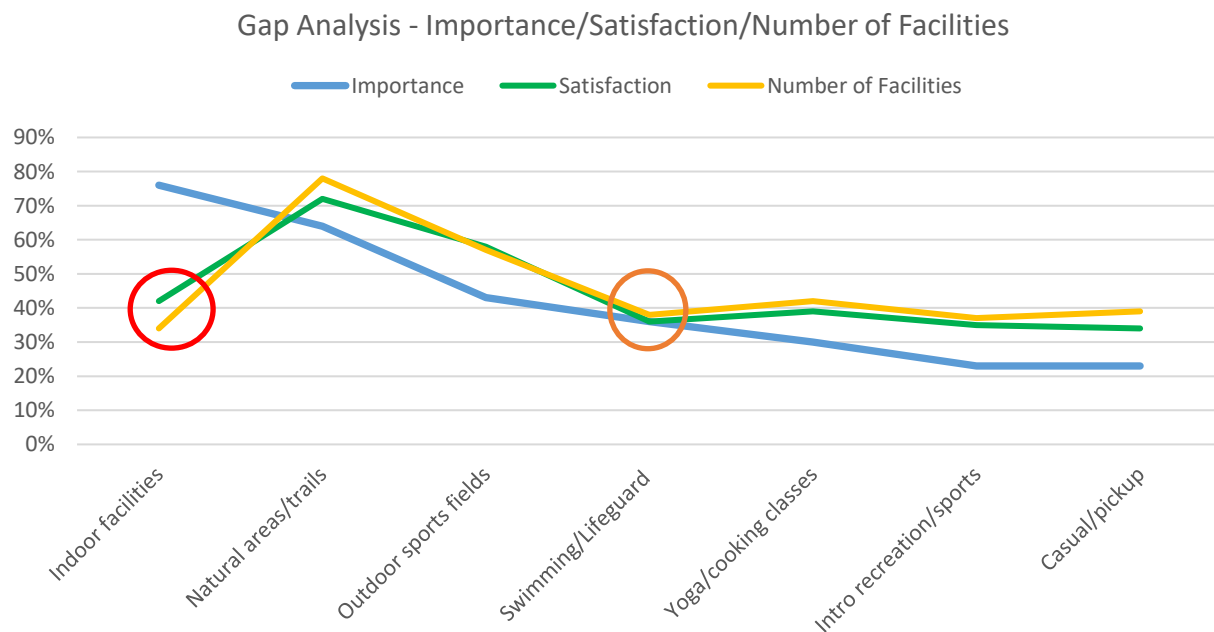
Rank order by 'very' important in 3.2 (5 out of 5) (Base – Weighted full sample)	Strongly agree	Somewhat Agree	Neutral/disagree
Indoor recreation facilities (community centres, arenas, indoor pools)	16%	18%	66%
Natural areas/trails	43%	35%	22%
Outdoor sports fields, courts, etc.	26%	31%	43%
Programs that teach swimming or certify you as a lifeguard	14%	24%	62%
Other health and wellness programs such as yoga classes or cooking classes	15%	27%	58%
Programs that teach or coach introductory recreation and sports	13%	24%	63%
Opportunities for casual/pickup recreation/sports activities	15%	24%	61%

Showing responses of those who agree (strongly or somewhat). Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Age group			Kids at home		Personal activity level		
		18-39 years	40-59 years	60+ years	Yes	No	Very	Some	Not
Indoor recreation facilities (community centres, arenas, indoor pools)	34%	29%	27%	56%	22%	53%	41%	33%	28%
Natural areas/trails	78%	80%	76%	78%	80%	75%	80%	83%	64%
Outdoor sports fields, courts, etc.	57%	56%	55%	63%	58%	55%	57%	61%	48%
Programs that teach swimming or certify you as a lifeguard	38%	36%	35%	50%	34%	44%	42%	38%	35%
Other health and wellness programs such as yoga classes or cooking classes	42%	40%	36%	56%	38%	49%	52%	41%	34%

Programs that teach or coach introductory recreation and sports	37%	40%	30%	43%	36%	39%	41%	38%	31%
Opportunities for casual/pickup recreation/sports activities	39%	35%	35%	51%	35%	43%	43%	38%	34%

Looking at these three questions together in a gap analysis chart, a picture emerges. Indoor recreation facilities are considered the most important of the programs and facilities listed in the survey, but both the satisfaction level with the current facilities, and agreement with the number of facilities, falls far below the importance level.

A secondary concern would be that programs related to swimming and becoming a lifeguard sit on the line with importance.

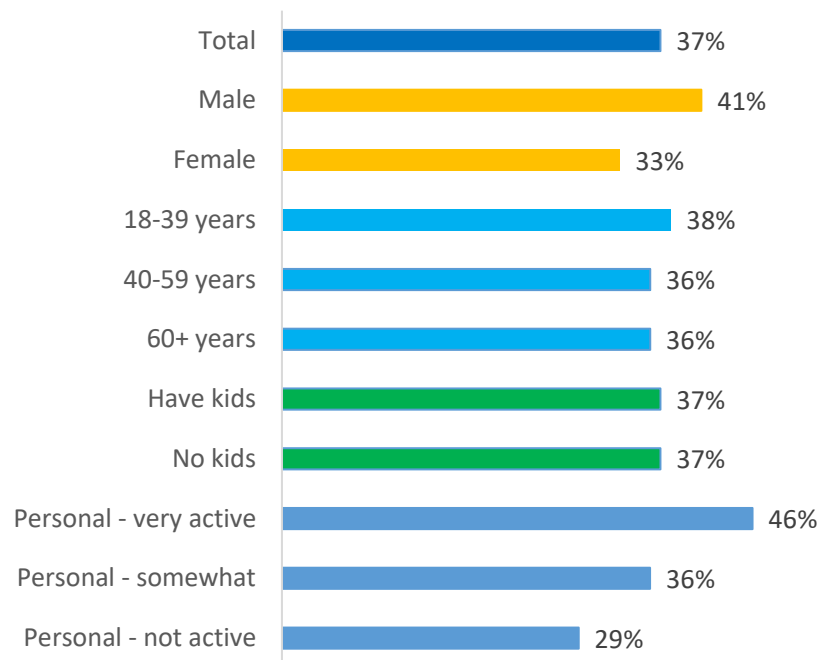


3.5 Need for other facilities

Q35 – Are there other recreation facilities not mentioned in that list that you feel we need in Fort Saskatchewan? (Base – Full weighted sample)

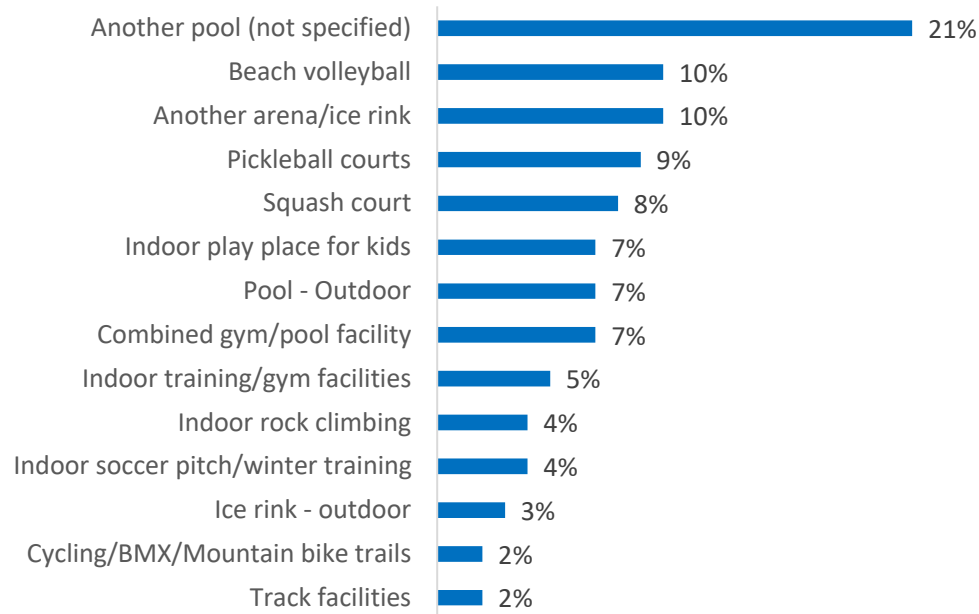
Just over a third of residents (37%), indicated there are other recreation facilities not mentioned so far, that are needed in Fort Saskatchewan.

Residents who are more active on a personal level are more likely to say there are other facilities needed.



3.6 Which facilities

Q36 – What other types of facilities do you think we need for recreation opportunities?
(Base – Indicated there are other facilities needed, responses that received at least two percent of this group are listed)



3.7 Which facilities

Q37 – What other types of outdoor open space amenities does Fort Saskatchewan need for recreation opportunities? (Base – Full weighted sample)

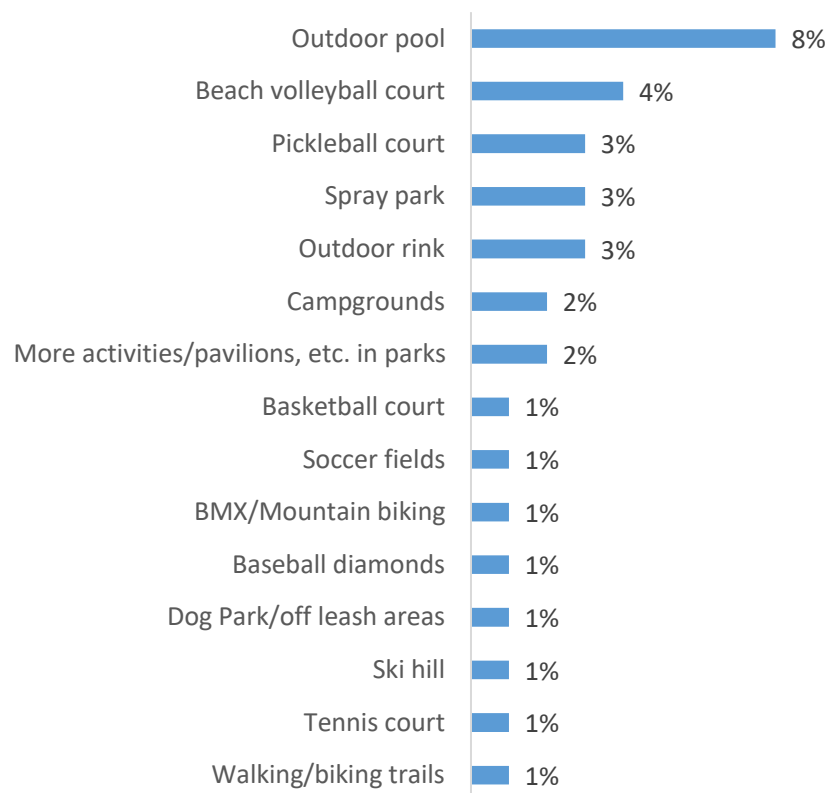
Whether or not a resident indicated that there were other types of facilities needed in Fort Saskatchewan, we asked everyone what types of outdoor open space amenities are needed.

About 3 in 5 residents (59%) could not think of facilities to mention, and answered 'none'.

About 2 in 5 residents (41%) did have a suggestion, and all responses that received 1% or higher are listed here.

The top answers follow the answers provided in the previous question:

- an outdoor pool 8%)
- a beach volleyball court (4%)
- a Pickleball court (3%)



3.8 Level of agreement on City building new facilities

Q38 – How strongly do you agree or disagree that the City should build new facilities for recreation opportunities?

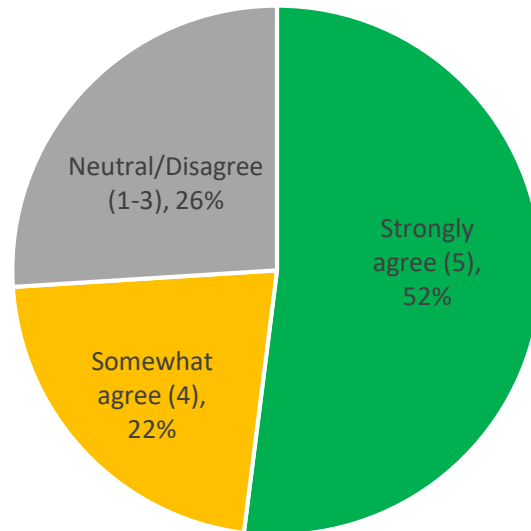
About three-quarters of residents (74%) strongly or somewhat agree that Fort Saskatchewan should build new facilities for recreation opportunities.

A majority of residents (52%) strongly agree with this, scoring 5 out of 5 on the scale.

Residents 18-39 years are most likely to strongly agree (60%), followed by those 40-59 years (52%), both statistically higher than residents 60+ years (34%).

Those with kids at home are much more likely to strongly agree (60%), than those who do not have kids. (36%).

Residents with a more active lifestyle are more likely to strongly agree. Those who are very active (64%), and those who are somewhat active (54%) are more likely to strongly agree than those who are not as active (45%).



Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Age group			Kids at home		Personal activity level		
		18-39 years	40-59 years	60+ years	Yes	No	Very	Some	Not
Strongly agree (5)	52%	60%	52%	34%	60%	36%	64%	54%	45%
Somewhat agree (4)	22%	19%	26%	20%	23%	19%	24%	21%	21%
Neutral/disagree (1-3)	26%	21%	22%	47%	17%	45%	22%	25%	34%

4.0 Programming

4.1 Program and facility satisfaction

Q41 – How would you rate your overall satisfaction with the following in Fort Saskatchewan?

Residents, for the most part, are satisfied with the existing facilities and sports fields. Almost two-thirds of those who submitted a survey were ‘very’ (5 out of 5) or ‘somewhat’ (4) with the condition, cleanliness, accessibility, etc., with 27% being ‘very’ satisfied.

Respondents are slightly less satisfied with the sports and recreation programs currently available. Overall 59% are satisfied, with 16% being ‘very’ satisfied, and 43% being ‘somewhat’ satisfied.

Residents are least satisfied with the number or amount of recreation facilities and sports fields available in Fort Saskatchewan. Overall less than half (45%) are satisfied, with 15% being ‘very’ satisfied, and 30% being ‘somewhat’ satisfied.

<i>5-point satisfaction scale (Base – Weighted full sample)</i>	Mean score	Very satisfied (5)	Somewhat Satisfied (4)	Less/not (1-3)
Sports and recreation programs available	3.6	16%	43%	41%
The amount of recreation facilities and sports fields available	3.2	15%	30%	55%
The recreation facilities and sports fields (condition, cleanliness, accessibility, etc.)	3.8	27%	37%	36%

Those residents 60+ years tend to be more satisfied with the programs and facilities available (see table below).

Those with kids at home are far less likely to be satisfied (38%) than those without kids (57%) in terms of the number of recreation facilities and sports fields available.

Very and somewhat satisfied total by analysis variables

Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Age group			Kids at home		Personal activity level		
		18-39 years	40-59 years	60+ years	Yes	No	Very	Some	Not
Sports and recreation programs available	59%	55%	56%	72%	57%	63%	61%	59%	56%
The amount of recreation facilities and sports fields available	45%	40%	42%	60%	38%	57%	47%	46%	40%
The recreation facilities and sports fields (condition, cleanliness, accessibility, etc.)	64%	64%	62%	67%	63%	66%	60%	67%	59%

4.2 Registered programs past 2 years

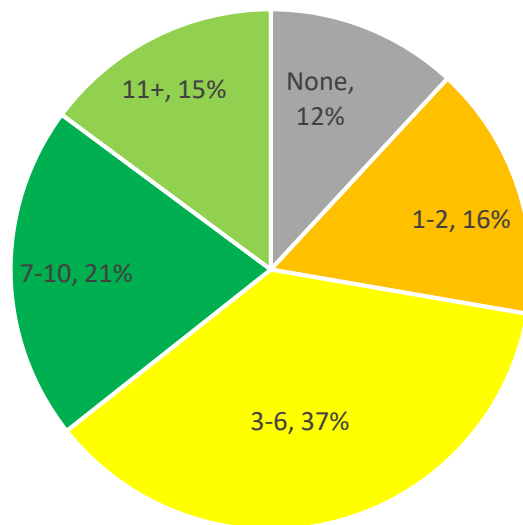
Q42 – How many registered programs or classes offered by Fort Saskatchewan has your household taken part in over the past two years, if any?

Almost 9 in 10 households that submitted a survey (88%) have participated in at least one program offered by Fort Saskatchewan over the past two years.

On average, households have participated in seven programs offered by Fort Saskatchewan over the past two years.

Just over half of the households (53%) have participated in 1-6 different programs.

36% of households have participated in 7 or more programs over the past two years.

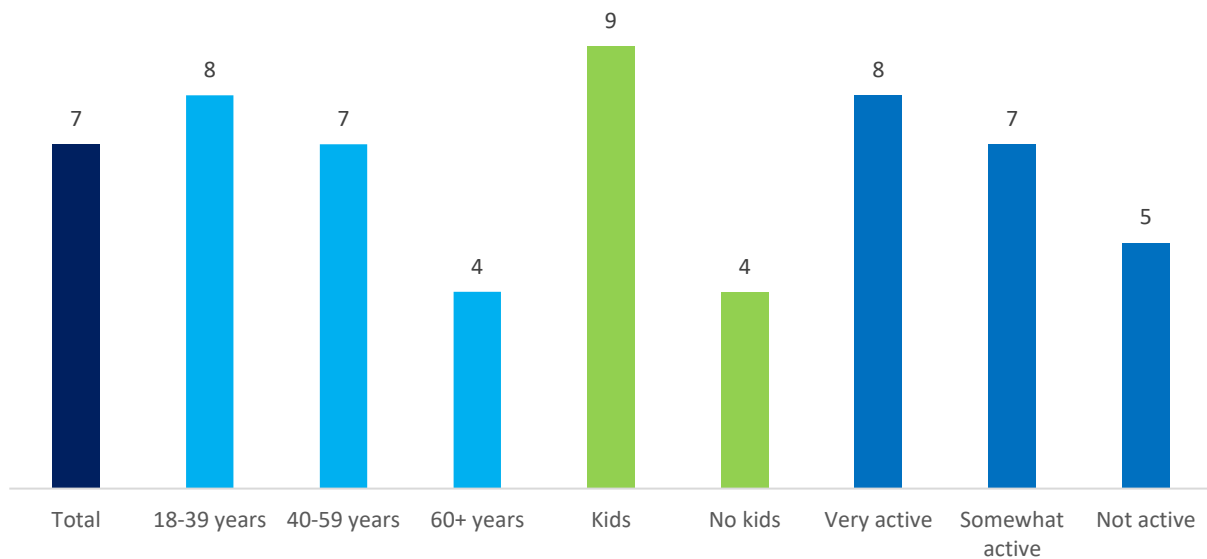


Those 18-39 years (8), and those 40-59 years (7) have participated in more programs on average than those 60+ years (4).

Households with children (9) are likely to have participated in more programs than those with no children (4).

Respondents who are more personally active have participated in more programs on average, with those who say they are very active (8) and those somewhat active (7) participating in more programs than those not active (5%).

Average number of registered programs or classes for the household past 2 years



Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Age group			Kids at home		Personal activity level		
		18-39 years	40-59 years	60+ years	Yes	No	Very	Some	Not
None	12%	10%	11%	17%	5%	23%	6%	11%	21%
1-2	16%	10%	15%	31%	8%	30%	16%	14%	20%
35	37%	35%	39%	35%	37%	35%	38%	36%	38%
7-10	21%	21%	24%	13%	28%	9%	20%	23%	15%
11+	15%	24%	10%	3%	22%	4%	20%	16%	7%

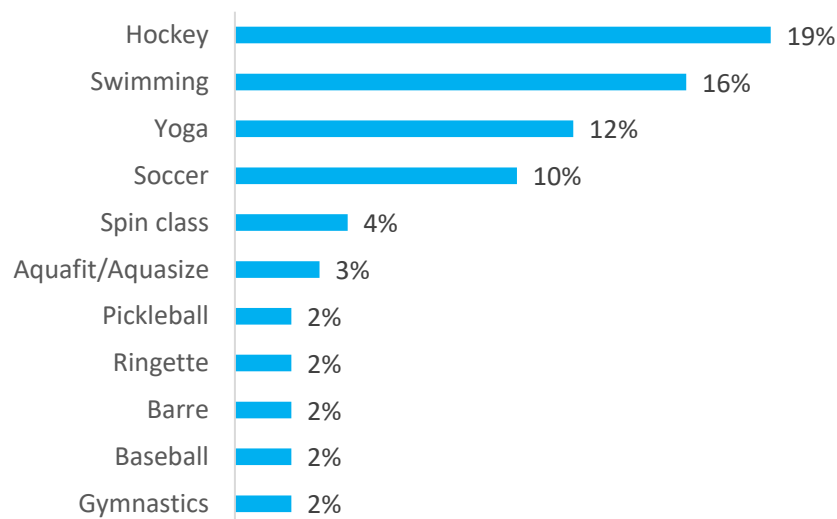
4.3 Last program the household participated in

Q43 – Think of the last program you or a member of your household participated in. What was the program? (Base – Participated in at least one program in the past two years)

About 1 in 5 households (19%) who participated in at least one program in the past two years, have a member who played hockey.

The program mentioned second most often was swimming, at 16%.

Yoga (12%) and soccer (10%) round up the group with the most mentions. All other programs scored 4% or less.



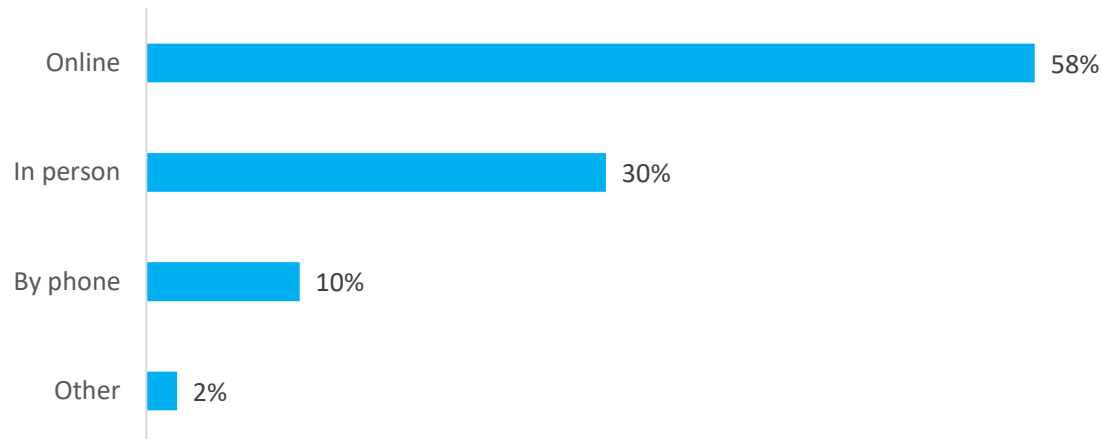
** NOTE: Showing responses of 2% or higher (i.e. at least 10 households mention the program)

Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Age group			Kids at home		Personal activity level		
		18-39 years	40-59 years	60+ years	Yes	No	Very	Some	Not
Hockey	19%	24%	23%	1%	28%	2%	20%	20%	18%
Swimming	16%	24%	12%	3%	22%	4%	8%	16%	25%
Yoga	12%	8%	10%	27%	4%	29%	14%	12%	11%
Soccer	10%	10%	13%	6%	14%	1%	10%	10%	10%
Spin class	4%	4%	5%	3%	3%	6%	6%	4%	1%
Aquafit/Aquasize	3%	--	1%	11%	--	7%	--	3%	5%
Pickleball	2%	--	2%	10%	--	7%	5%	2%	--
Ringette	2%	3%	3%	--	3%	--	2%	2%	3%
Barre	2%	3%	1%	1%	1%	4%	1%	3%	1%
Baseball	2%	1%	4%	--	2%	1%	1%	3%	1%
Gymnastics	2%	3%	1%	--	2%	--	2%	1%	1%

4.4 How registered

Q44 – How did you register for this program?

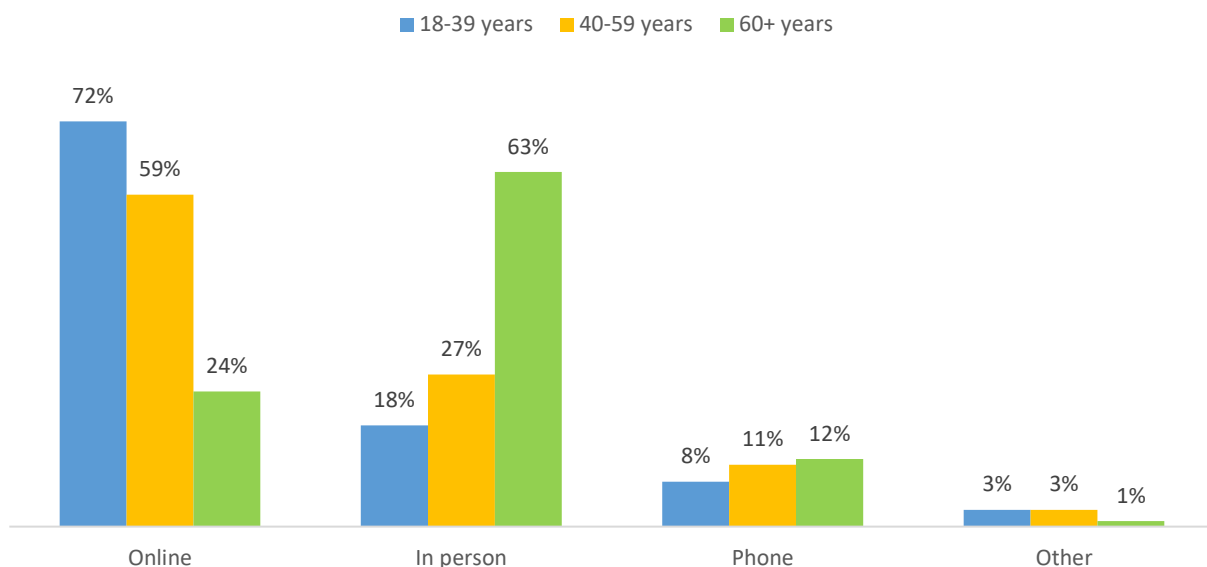
Those households who participated in at least one program offered by Fort Saskatchewan in the past two years are most likely to have registered for the program online (58%), compared to in-person (30%), or by phone (10%).



Those 18-39 years are more likely to have registered online (72%) than those 40-59 years (59%) and those 60+ years (24%).

Those 60+ years are more likely to have registered in-person (63%) compared to those 40-59 years (27%) and 18-39 years (18%).

Registration type by age group



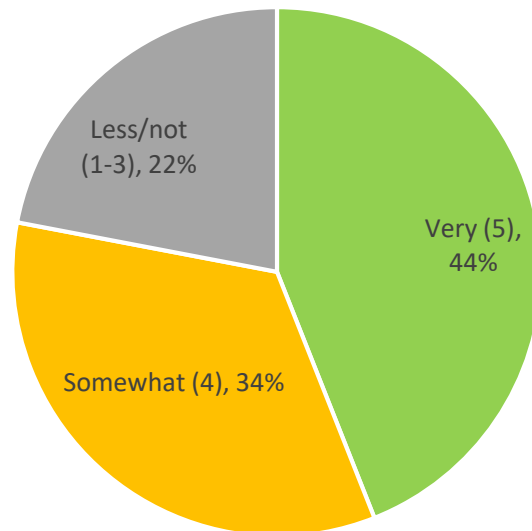
4.5 Program satisfaction

Q45 – Overall, how satisfied were you with that program?

Those households that had participated in at least one program in the past two years were asked how satisfied they were overall.

78% of households say they were satisfied with the last program, between those 'very' satisfied (44%) and 'somewhat' satisfied (34%).

Those 60+ years were more likely to be very satisfied (62%), compared to those 18-39 years (44%) and 40-59 years (34%).



Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Age group			Kids at home		Personal activity level		
		18-39 years	40-59 years	60+ years	Yes	No	Very	Some	Not
Very satisfied (5)	44%	44%	34%	62%	41%	50%	48%	45%	37%
Somewhat satisfied (4)	34%	35%	42%	19%	37%	28%	34%	34%	35%
Less/not satisfied (1-3)	22%	21%	24%	19%	22%	22%	18%	21%	28%

Reviewing overall satisfaction against the last program the household participated in, there is one red flag. Only 21% of those who participated in the Pickleball program are satisfied (scoring 4 or 5 out of 5).

Contrast that to hockey, the largest program, where 75% were satisfied, and swimming, where 79% were satisfied

<i>Satisfaction by program with at least two percent response. Base – Have participated in at least one program in past 2 years</i>	Very satisfied (5)	Somewhat satisfied (4)	Less/not satisfied (1-3)
Hockey	27%	48%	25%
Swimming	34%	46%	21%
Yoga	68%	22%	10%
Soccer	37%	33%	30%
Spin class	68%	26%	6%
Aquafit/Aquasize	28%	37%	35%
Pickleball	17%	4%	79%
Ringette	25%	51%	24%
Barre	59%	21%	20%
Baseball	53%	15%	32%
Gymnastics	40%	45%	15%

4.6 Program satisfaction – specific attributes

Q46 – More specifically, how satisfied were you with the last program you participated in on the following?

On the whole, households who participated in a program over the past 2 years, were satisfied with some specific areas related to the last program they participated in:

- 68% were satisfied with the facility or program space
- 70% were satisfied with the time of day
- 82% were satisfied with the instructor or coach
- 83% were satisfied with their level of enjoyment
- 81% would recommend the program to others

<i>Base – Have participated in at least one program in past 2 years</i>	Very satisfied (5)	Somewhat satisfied (4)	Less/not satisfied (1-3)
The facility or program space used	33%	35%	32%
The time of day the program was offered	35%	35%	30%
Your instructor/coach	50%	32%	18%
Level of enjoyment	48%	35%	17%
A program you would recommend to others	48%	33%	19%

4.7 Program awareness/participation

Q47 – Which of these recreation programs offered by the City of Fort Saskatchewan are you aware of? (Base – Full weighted sample)

Q48 – Have you or another member of your household participated in these programs in the past two years? (Base – Those who answered aware, converted to percent of full weighted sample)

Awareness for many of the programs exceeded 50%, starting with Preschool Plunge and Play at 57%, up to the Fitness and wellness classes/programs and 93%.

Program participation correlated somewhat to awareness. The three programs with the highest awareness, also had the highest levels of participation. Fitness and wellness programs at 60%, Canadian Red Cross swimming programs at 39%, and Yoga classes at 33%.

<i>Rank order by program awareness (Q47)</i>	Q47 – Program Awareness	Q48 – Household participated in past 2 years
Fitness and wellness classes/programs	93%	60%
Yoga	83%	33%
Canadian Red Cross swimming programs	82%	39%
Summer camps	77%	22%
Lifesaving Society swim training and certification programs	72%	14%
Youth Drop-In games/play	68%	24%
Pottery classes	65%	4%
Sportball (up to 6 years old)	63%	14%
Kidproof courses, such as At Home Alone and Babysitter's Training	63%	13%
Preschool Plunge and Play	57%	10%
Meditation	49%	6%
Adult and youth art classes	47%	5%
Children's Theatre	39%	3%
Heritage programs	38%	8%
Food classes	32%	2%
Street art classes	15%	<1%

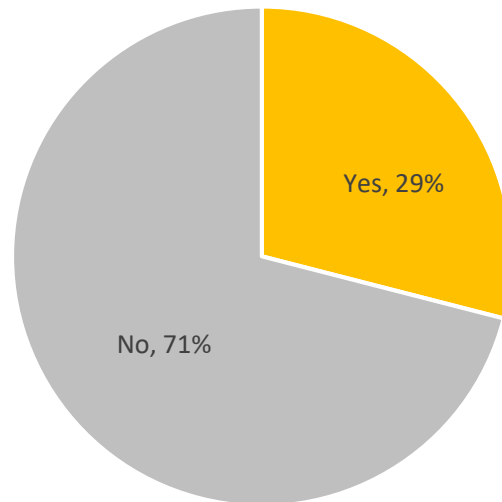
4.9 Other recreation programs needed?

Q49 – Are there other recreation programs that you feel are needed in Fort Saskatchewan?

About 3 in 10 residents who submitted a survey feel there are other recreation programs needed in Fort Saskatchewan.

Women (33%) are statistically more likely to say yes than men (24%).

Those who feel they are very active (39%) are more likely to say yes than those who are somewhat active (28%) and those who are not active (19%)



4.10 Which programs are needed?

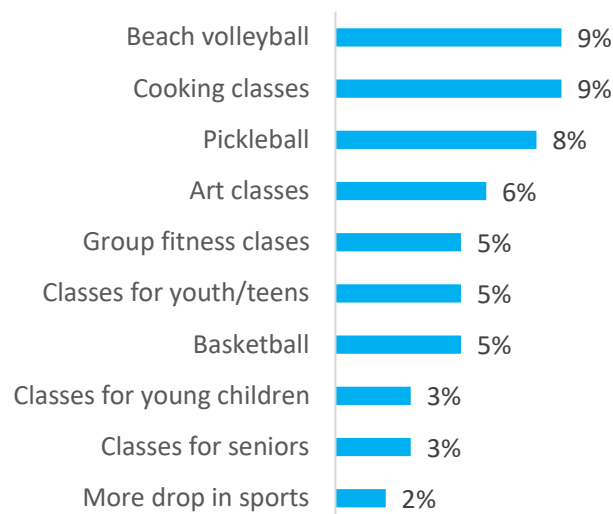
Q410 – Which other recreation programs do you feel are needed?

Base – Say there are other recreation programs needed in Fort Saskatchewan (n=177)

The program mentioned most among this group who wanted to suggest other programs, beach volleyball was first at 9% (which translates into 3% of the full population).

In several cases, although the question related to programs that are needed in Fort Saskatchewan, what residents mentioned in numbers seem to imply “more of” rather than “we need something that doesn’t exist”.

Cooking classes (9%), pickleball (8%) and art classes (5%) were the second and third mentions.



** NOTE: Includes programs that scored at least 2%

4.11 Access for Everyone

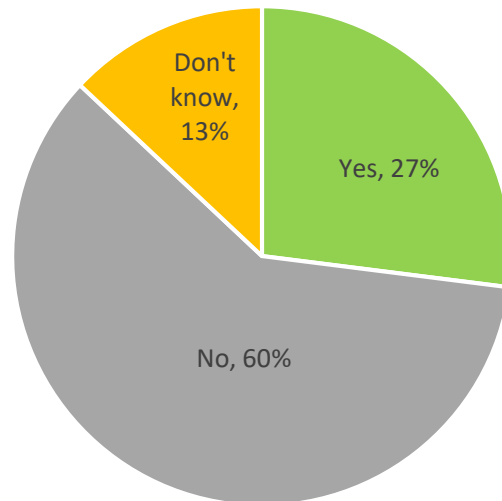
Q411 – Have you heard of the “Access For Everyone” program offered by Fort Saskatchewan to individuals or families on a limited income or those with a disability, to help allow them to access recreation programs and City facilities?

Just over 1 in 4 residents who submitted a survey (27%) are aware of the Access For Everyone program.

Women (33%) were more likely to be aware than men (20%).

Those 60+ years (35%) and 40-59 years (30%) are more likely to be aware than those 18-39 years (20%).

Those who have kids (22%) are less likely to be aware than those who do not have kids (34%).



5.0 Communications

5.1 Reading Leisure Guide

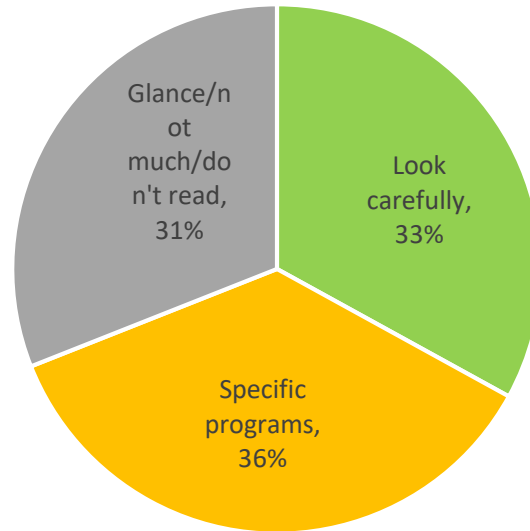
Q51 – Which of these best describes how often you read or look into the Fort Saskatchewan Leisure Guide?

91% of those residents who submitted a survey indicated they at least ‘glance’ at the Leisure Guide when it comes out.

A third of residents (33%) indicated they read through the Leisure Guide carefully when it comes out.

A little over a third (36%) go through the Leisure Guide looking for information about specific programs, sports or classes.

The balance (31%) glance through the Leisure Guide (22%), don’t read much of it (6%), or don’t read it at all (3%).



Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Gender		Age group			Kids at home	
		Male	Female	18-39 years	40-59 years	60+ years	Yes	No
Look through it carefully	33%	25%	42%	28%	38%	40%	32%	36%
Look into specific programs/sports/classes	36%	36%	37%	39%	29%	42%	39%	34%
Glance through it, don't read much, don't read it at all	31%	40%	21%	33%	34%	19%	29%	30%

Women (42%) are more likely to look through the Leisure Guide carefully (42%) than men (25%). Those 40+ years are more likely to read through carefully, with those 60+ years (40%) and 40-59 years (38%) looking carefully compared to those 18-39 years (28%).

Interestingly, having kids in the home did not make a household more likely statistically to read or not read the Leisure Guide.

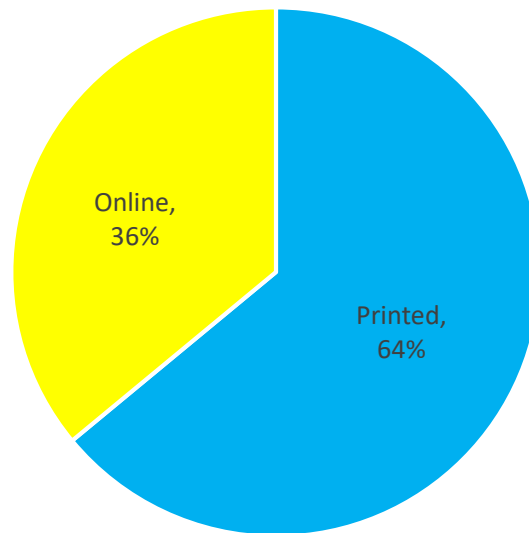
5.2 Preferred way to read the Leisure Guide

Q52 – Would you say you prefer to read the Fort Saskatchewan Leisure Guide as a printed booklet, or online via the website?

About two-thirds (64%) would rather read the Leisure Guide as a printed booklet, with one-third (36%) preferring to see it online via the website.

The residents who pay closest attention to the Leisure Guide prefer the booklet, while those who glance or don't read it prefer online.

80% of those who read the Leisure Guide carefully when it comes out would prefer the printed booklet, compared to 64% of those who look for specific programs, and 50% of those who glance or don't read the Leisure Guide.



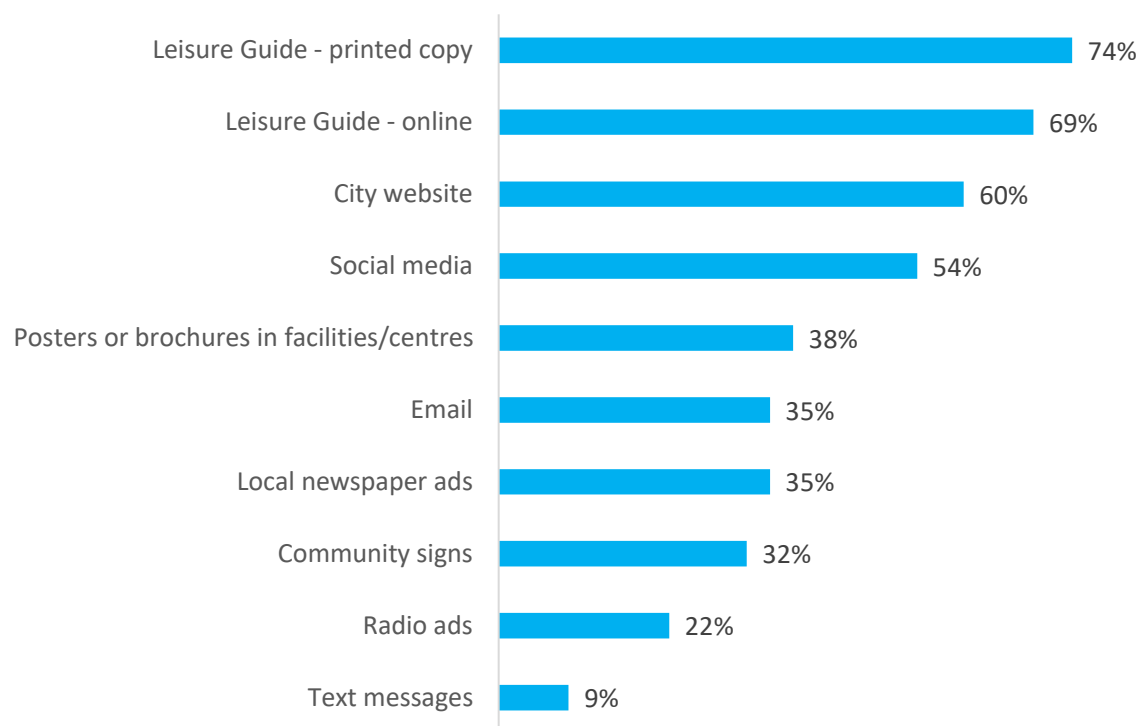
Where statistically significant differences exist, the cells are highlighted in yellow.	Total	Gender		Age group			Kids at home	
		Male	Female	18-39 years	40-59 years	60+ years	Yes	No
Printed booklet	64%	56%	72%	57%	65%	78%	64%	64%
Online via the website	36%	44%	28%	43%	35%	22%	36%	36%

5.3 Communications

Q53 – What are the best ways for the City of Fort Saskatchewan to inform you about recreation programs available to residents?

The Leisure Guide, in printed (74%) or online form (69%), remains the best method to reach Fort Saskatchewan residents to inform them about recreation programs.

Using the City website (60%) and social media (54%) are the second tier of mentions based on response.



5.4 Preferred way to receive the Leisure Guide

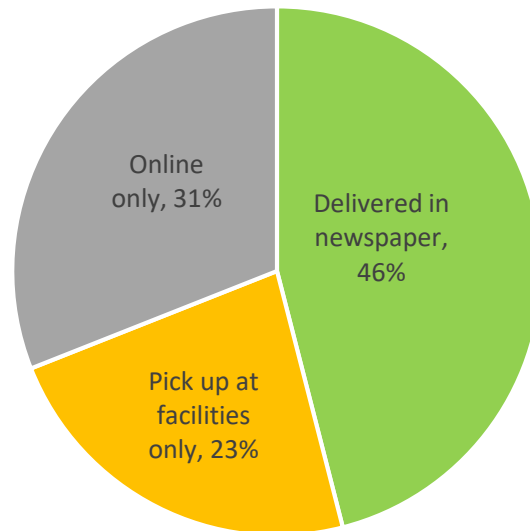
Q54 – How do you prefer to receive a program guide such as the Leisure Guide?

Slightly less than half of those who submitted a survey (46%) would prefer to receive their Leisure Guide delivered to them with the newspaper.

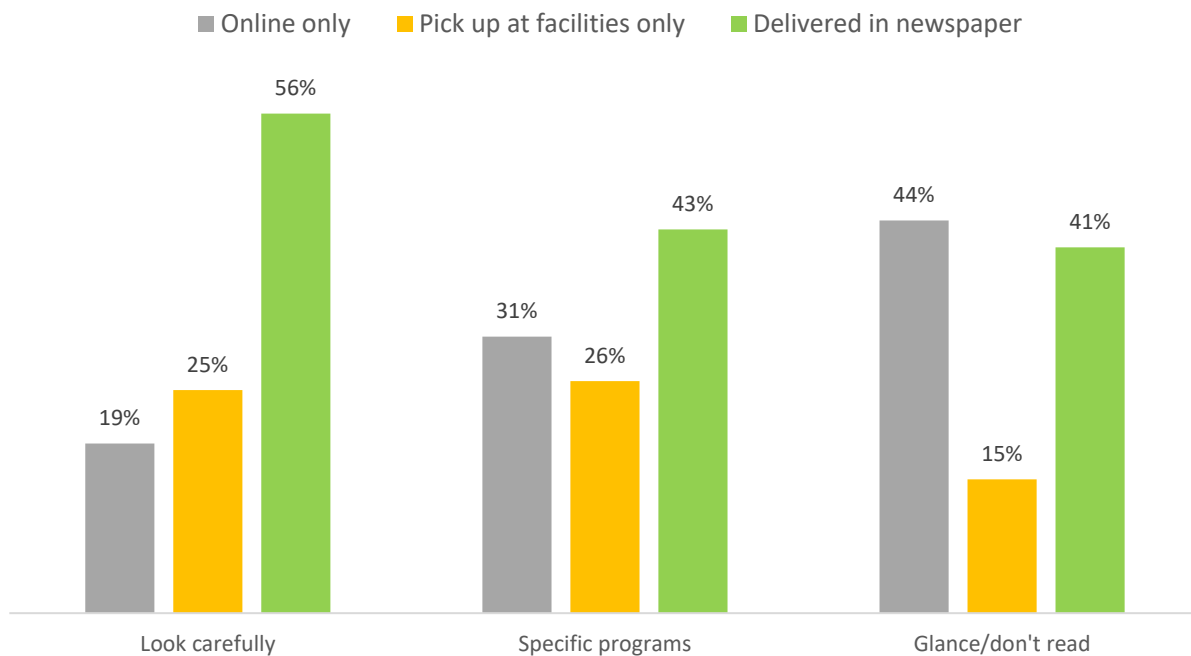
Just less than a third (31%) would prefer to receive online only.

The balance (23%) feel that being able to pick one up at community centres or other public facilities would be enough for them.

There are differences by how closely a resident typically reads the Leisure Guide. Those who read or look at it carefully are more likely to want it delivered with their newspaper (56%).



Preferred way to receive by how carefully read Leisure Guide



APPENDIX 1 – Survey questionnaire

Thank you for your interest in this survey.

The City of Fort Saskatchewan is inviting you to provide feedback about the recreation opportunities available to City residents.

This survey will take you about 10-12 minutes to complete, and will not ask you for any personally identifying information.

S - Screening section

S1. First, to confirm, do you live in the City of Fort Saskatchewan?

Yes 1 No 2 – THANK AND END

S2. How do you describe yourself?

Male
Female
Gender Diverse
Other

S3. Which of the following age groups you fall into?

17 years or younger
18-29 years
30-39 years
40-49 years
50-59 years
60-69 years
70 years and older

S4. Including yourself, how many people live in your household?

S5. Do you currently have any children under the age of 18 years living at home with you?

PN: Ask if S4 >=2

Yes 1 No 2

Section 1 – Values/Importance

1.1 How important are recreation opportunities to your household's quality of life?

Not important	Very important
1 2 3 4 5	

1.2 How important are recreation opportunities to the community of Fort Saskatchewan?

Not important	Very important
1 2 3 4 5	

Section 2 - Household activity

2.1 Using the scale below, how would you rate your personal level of physical activity? This could include any physical activity at your work, dog walking, hiking, any sports you play, swimming, etc.

Not Active	Very active
1 2 3 4 5 6 7 8 9 10	

2.2 And what about the rest of your household? How would you rate the activity level of your household in total?

PN: Ask if S4>=2

Not Active	Very active
1 2 3 4 5 6 7 8 9 10	

2.3 Please choose the top three reasons you and/or your household participate in recreational and leisure activities? Pick from the list below or add your own reasons.

PN: ALLOW THREE ANSWERS

Stay active/fitness
Achieve/maintain health
Spend time with family/friends
Relax
Manage stress/escape/some "me" time
Experience a challenge
Meet new people
For pleasure/entertainment
Help my community/volunteer
Other _____

2.4 Which types of recreation activities did your household participate in over the past year, in Fort Saskatchewan or elsewhere? Please select all that apply.

PN: Arrange in column format

Attending festivals and events
BBQ/picnic/social gatherings
Baseball (softball, slow pitch, etc.)
Boating
Boxing/Kickboxing
Camping
Combative sports (MMA, Judo, Karate, Jujitsu, etc.)
Creative arts (visual, performing, etc.)
Curling
Cycling Indoor/Outdoor
Dance
Equestrian/rodeo
Fishing
Fitness (e.g. cardio, weights)
Football
Gardening
Golf
Group exercise (boot camp, aerobics, etc.)
Gymnastics
Hiking
Hunting
Hockey (structured/league/pick up or shinny)
Ice skating program (figure skating, learn to skate, etc.)
Indoor gymnasium sports (basketball, volleyball, badminton)
Lacrosse Indoor/Outdoor
Outdoor court/paved surface sports (street hockey, basketball, etc.)
Pickleball
Reading/researching
Skateboarding/BMXing/scootering
Soccer (indoor)
Soccer (outdoor)
Swimming
Walking/Jogging/Running
Water sports (canoeing, kayaking, stand up paddleboard, etc.)
Other _____

- 2.5 What prevents or limits members of your household from participating in recreation activities? Please select all that apply

Not aware of what is offered

Lack of time, busy with other activities

Lack the motivation

Lack transportation/difficult to get to

Lack skills/don't feel comfortable

Physically limited/reduced ability/not accessible

Other health issues/concerns

Lack of facilities

Hours of operation

Facilities in poor condition

Facilities overcrowded

Facilities inconvenient for me

Lack of programs that interest me/us

Quality of programs

Cost to register/cost of program

Cost of equipment to participate

Other _____

- 2.6 Do you or another member of your household need to travel outside Fort Saskatchewan to participate in a recreation opportunity because it is not available in Fort Saskatchewan?

Yes

1

No

2

- 2.7 What program or opportunity do you have to travel elsewhere for?

Section 3 – General facility use

- 3.1. How often, if at all, do you and members of your household visit/use the following amenities in Fort Saskatchewan? (NOTE: If it is seasonal, think of the times of the year that the place/type of facility is open.)

PN: Grid style question, answer codes are Daily, weekly, monthly, a few times a year, once a year, less often, never, don't know

Community centres
Arenas
Pools
Smaller neighbourhood parks
Larger City parks
Outdoor sports fields/courts
Snowbank rinks
Spray park
Toboggan Hills

- 3.2 How important are each of the following to you in Fort Saskatchewan?

PN: Grid style question, 5-point importance scale, plus don't know option

Indoor recreation facilities (community centres, arenas, indoor pools)
Outdoor sports fields, courts, etc.
Natural areas/trails
Opportunities for casual, unstructured or pickup recreation and sport activities
Programs that teach or coach introductory recreation and sports
Programs that teach swimming or certify you as a lifeguard
Other health and wellness programs such as yoga classes or cooking classes

- 3.3 How satisfied would you say you are with these types of facilities or opportunities available to you in Fort Saskatchewan?

PN: Same list as importance question above

PN: Grid style question, 5-point satisfaction scale, plus don't know option

- 3.4 How strongly do you agree or disagree that Fort Saskatchewan has a suitable number of these facility types for recreation?

PN: Same list as importance question above

PN: Grid style question, 5-point agree scale, plus don't know option

- 3.5 Are there other recreation facilities not mentioned in that list that you feel we need in Fort Saskatchewan?

Yes

1

No

2

- 3.6 What other types of facilities do you think we need for recreation opportunities?

PN: Ask if 3.5=1

- 3.7 What other types of outdoor open space amenities does Fort Saskatchewan need for recreation opportunities?
-

- 3.8 How strongly do you agree that the City should build new facilities for recreation opportunities?

Strongly Disagree					Strongly Agree
1	2	3	4	5	

Section 4 – Fort Sask programming

- 4.1 How would you rate your overall satisfaction with the following in Fort Saskatchewan?

PN: Grid question, 5-point scale from Not satisfied to very satisfied

Sports and recreation programs available

The amount of recreation facilities and sports fields available

The recreation facilities and sports fields (condition, cleanliness, accessibility, cost, etc.)

- 4.2 How many registered programs or classes offered by Fort Saskatchewan has your household taken part in over the past two years, if any?
-

- 4.3 Think of the last program you or a member of your household participated in. What was the program?

PN: Ask if 4.2 >=1

- 4.4. How did you register for this program?

PN: Ask if 4.2 >=1

By phone

In person

Online

Other

- 4.5 Overall, how satisfied were you with that program?

PN: Ask if 4.2 >=1

Not satisfied					Very satisfied
1	2	3	4	5	

- 4.6 More specifically, how satisfied were you with the last program you participated in on the following?

PN: Grid type question, same 5-point satisfaction scale

PN: Ask if 4.2 >=1

The facility or program space used
The time of day the program was offered
Your instructor/coach
Level of enjoyment
A program you would recommend to others

- 4.7 Which of these recreation programs offered by the City of Fort Saskatchewan are you aware of?

PN: Grid style question, responses are yes/no/don't know

Sports/recreation

Lifesaving Society swim training and certification programs
Canadian Red Cross swimming programs
Fitness and wellness classes/programs
Summer camps
Kidproof courses, such as At Home Alone and Babysitter's Training
Sportball (up to 5 years old)
Yoga
Meditation
Youth Drop-In games/play
Preschool Plunge and Play

Leisure

Cooking/food classes
Pottery classes
Mixed media collage
Heritage programs
Street art
Children's Theatre

- 4.8 Have you or another member of your household participated in these programs in the past two years?

PN: Grid type question, but only show those where resident answered 'yes' in previous question.

PN: Responses are yes/no/don't know

- 4.9 Are there other recreation programs that you feel are needed in Fort Saskatchewan?

Yes	1	No	2
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- 4.10 Which other recreation programs do you feel are needed?

PN: Ask if 4.9=1

-
- 4.11 Have you heard of the "Access For Everyone" program offered by Fort Saskatchewan to individuals or families on a limited income or those with a disability, to help allow them to access recreation programs and City facilities?

Yes	1
No	2
Not sure	3

Section 5 - Communications

- 5.1 What are the best ways for the City of Fort Saskatchewan to inform you about recreation programs available to residents? Select all that apply.

Leisure Guide – printed copy
 Leisure Guide - online
 Local newspaper ads
 Radio ads
 Posters or brochures in community centres/facilities
 Community signs
 Email
 Social media
 Text message
 City website
 Other _____

5.2 How do you prefer to receive a program guide such as the Leisure Guide?

Online only
For pick up at facilities only
Delivered in the newspaper

5.2 What else would you like to say about recreation needs in Fort Saskatchewan?

Other Demographics

Lastly, a few questions that will help us classify your answers with other residents who fill in the survey.

6.1 Including yourself, how many people live in your household In each of the following age groups? If none, please enter "0".

0-4 years	19-29 years	60-69 years
5-9 years	30-39 years	70+ years
10-14 years	40-49 years	
15-18 years	50-59 years	

6.2 How long have you lived in Fort Saskatchewan?

1 year or less
2-5 years
6-10 years
11-20 years
21+ years

6.3 What was your approximate annual household income for 2019?

Less than \$20,000
\$20,000 - \$40,000
\$40,000 - \$60,000
\$60,000 - \$80,000
\$80,000 - \$100,000
\$100,000 - \$125,000
\$125,000 - \$150,000
Over \$150,000
Prefer not to answer

The City of Fort Saskatchewan thanks you for your time and opinion.