



City of Lethbridge

Recreation and Culture Needs Assessment November 2012

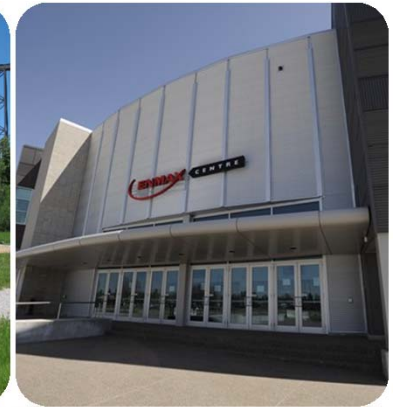




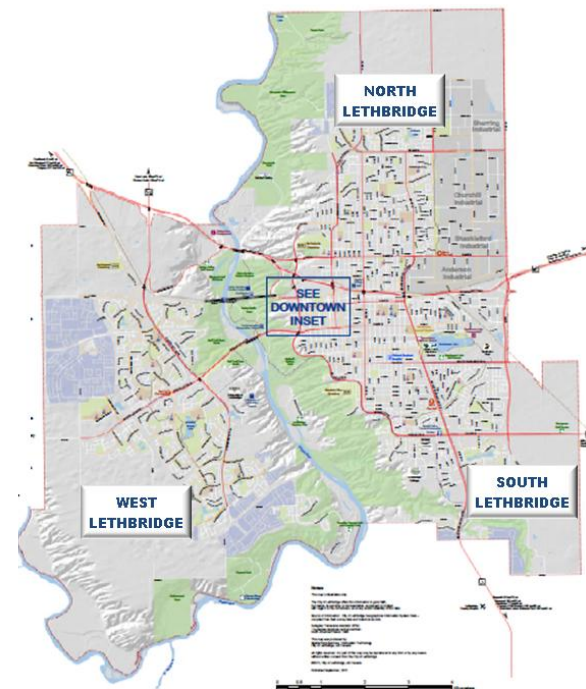
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Methodology

- Ipsos Reid conducted 400 telephone interviews with a randomly selected sample of Lethbridge residents aged 18 years or older between October 24th and 30th, 2012.
 - ⇒ The average interview length was 28 minutes.
- The margin of error for the total sample of 400 is ± 4.9 percentage points, 19 times out of 20.
 - ⇒ The margin of error will be larger for sample subgroups.
- Final data were weighted to ensure the age and gender composition reflects that of the of the actual City of Lethbridge population aged 18 years or older according to 2011 Census data.
 - ⇒ Region weights (North, South, West) based on the 2012 Municipal Census were also applied.

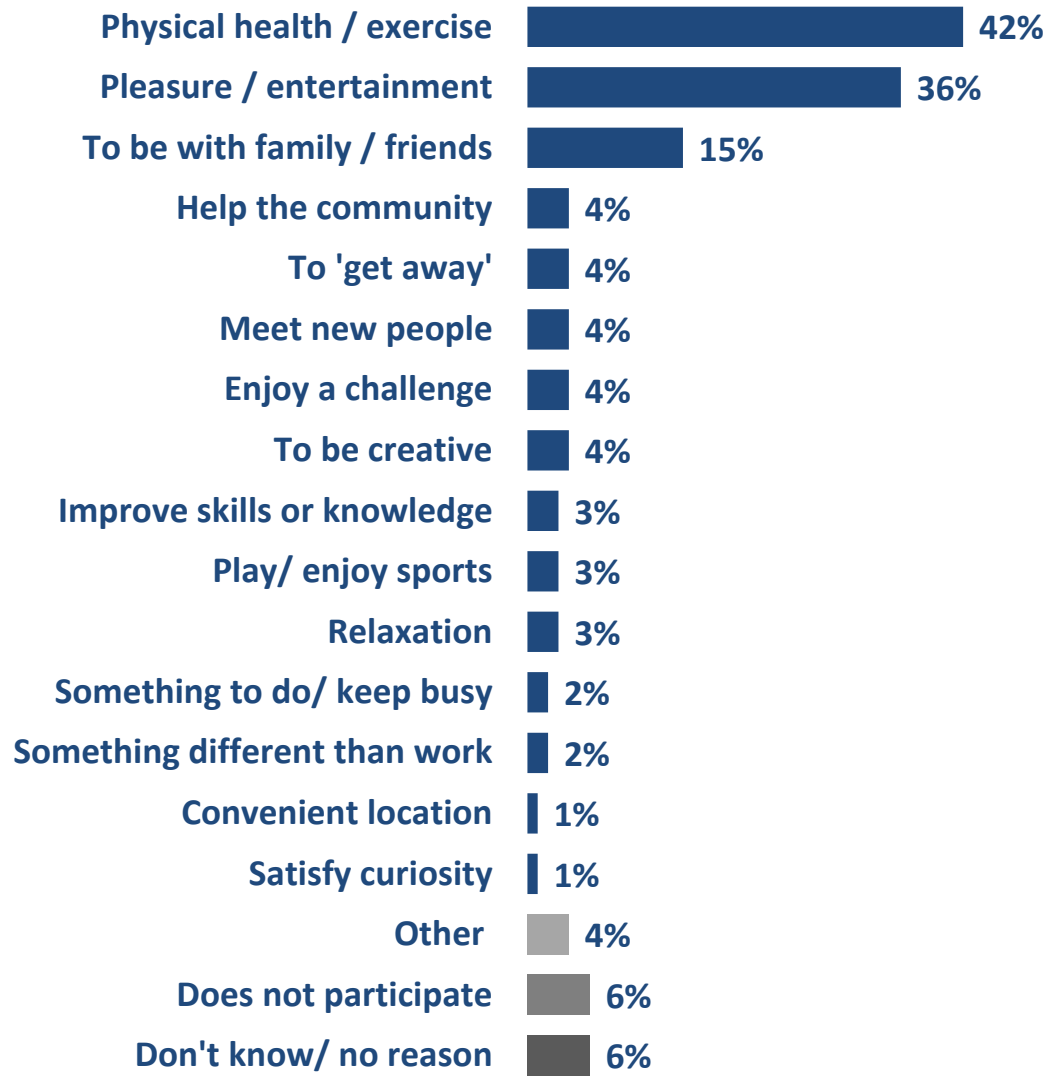


Section I: Top of Mind Thoughts





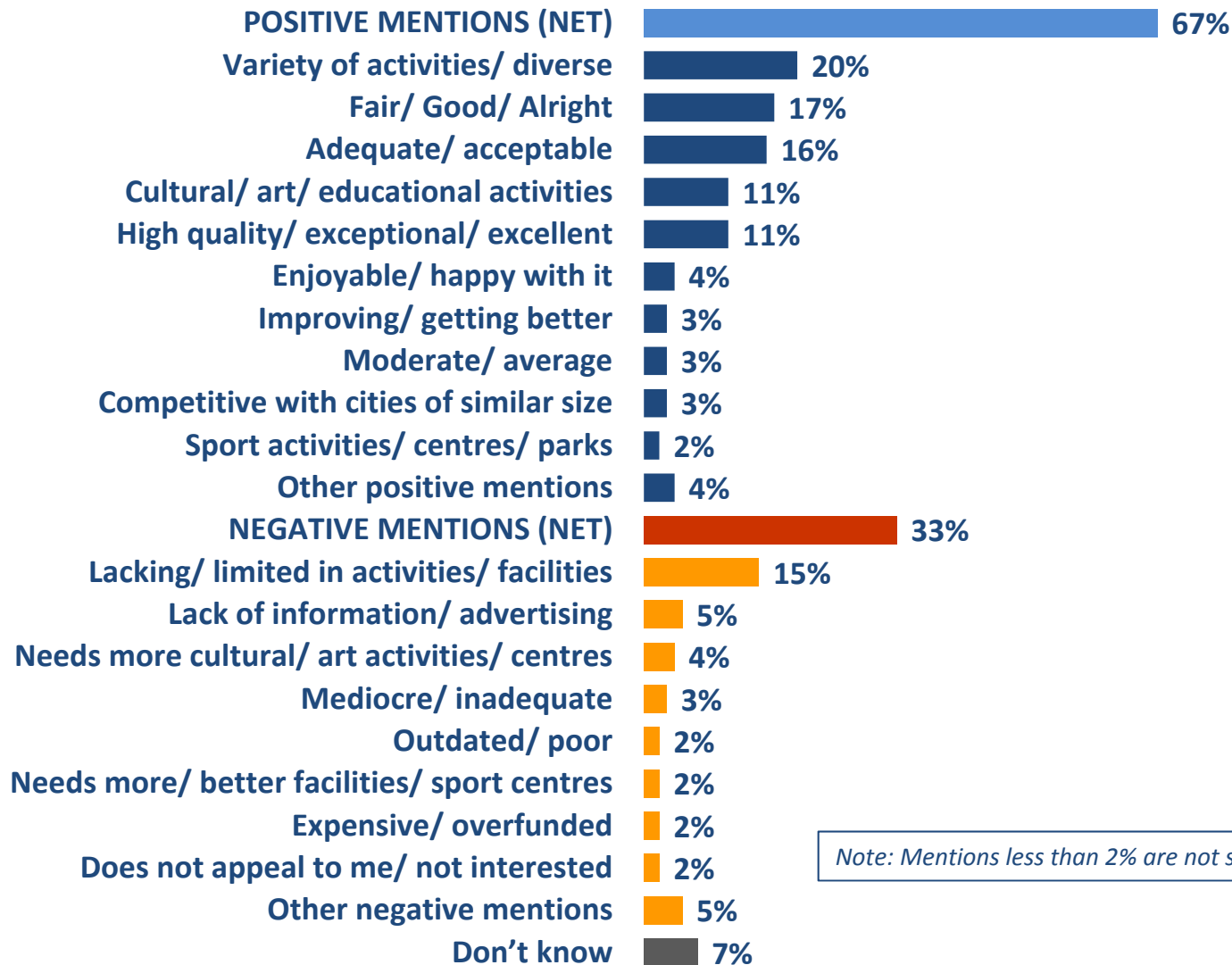
Physical health and pleasure or entertainment are the main reasons given for participating in recreation and cultural activities



Q1. In your view, what are the main reasons that your household participates in recreation & cultural activities?
Base: All Respondents (n=400)



The majority of residents describe Lethbridge's cultural offerings and activities in a positive light

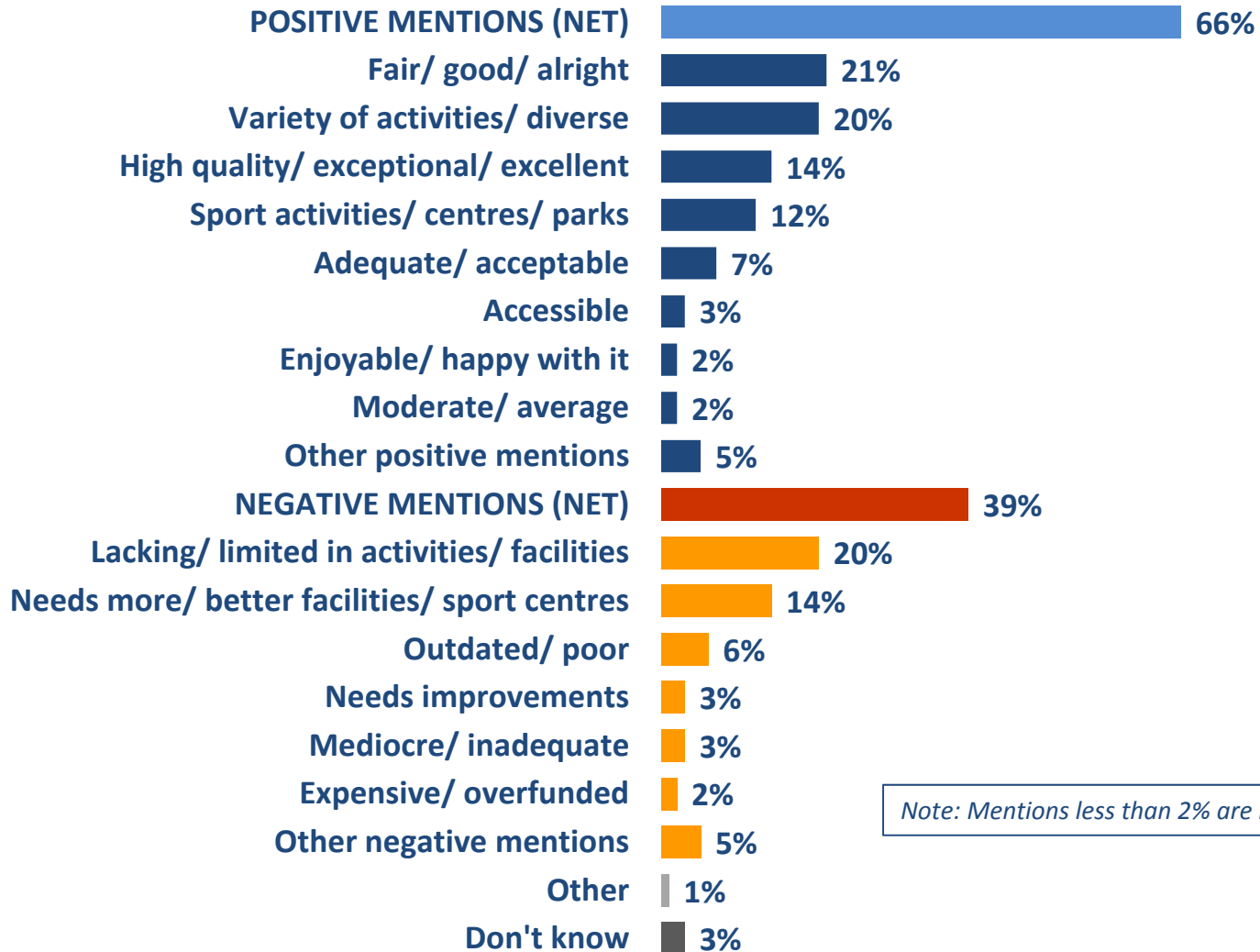


Note: Mentions less than 2% are not shown

Q2. What words would you use to describe Lethbridge's cultural offerings and opportunities, taking into account facilities, programs and events?
Base: All Respondents (n=400)



Recreational offerings and opportunities are also viewed positively, though a notable minority feel they are lacking and/or more are needed



Note: Mentions less than 2% are not shown

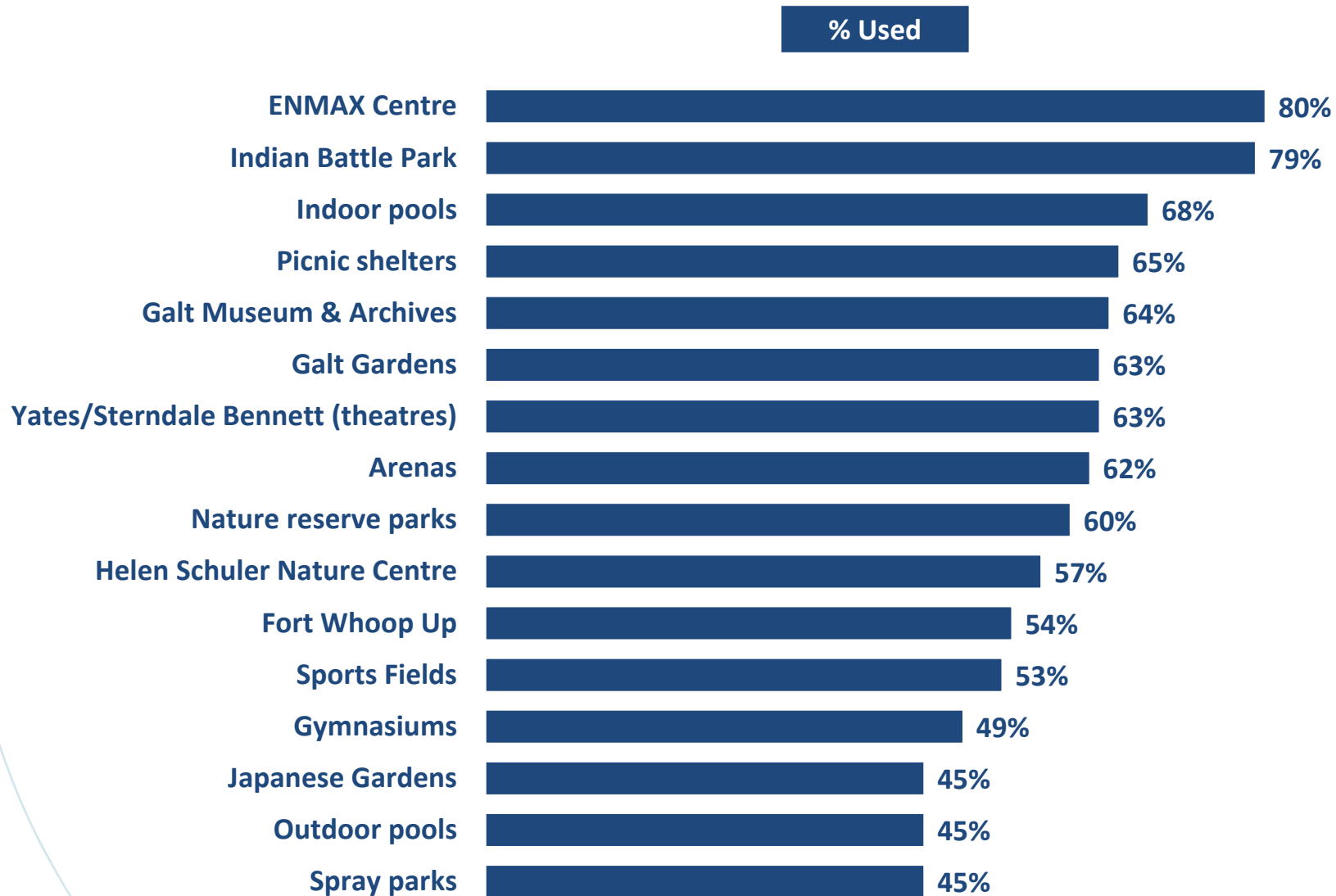
Q3. What words would you use to describe Lethbridge's recreational offerings and opportunities, taking into account facilities, programs and events?
Base: All Respondents (n=400)

Section II: Current Usage/ Visitation





The most visited or used facilities in the past 12 months are the ENMAX Centre and Indian Battle Park, both at the 80 percent mark

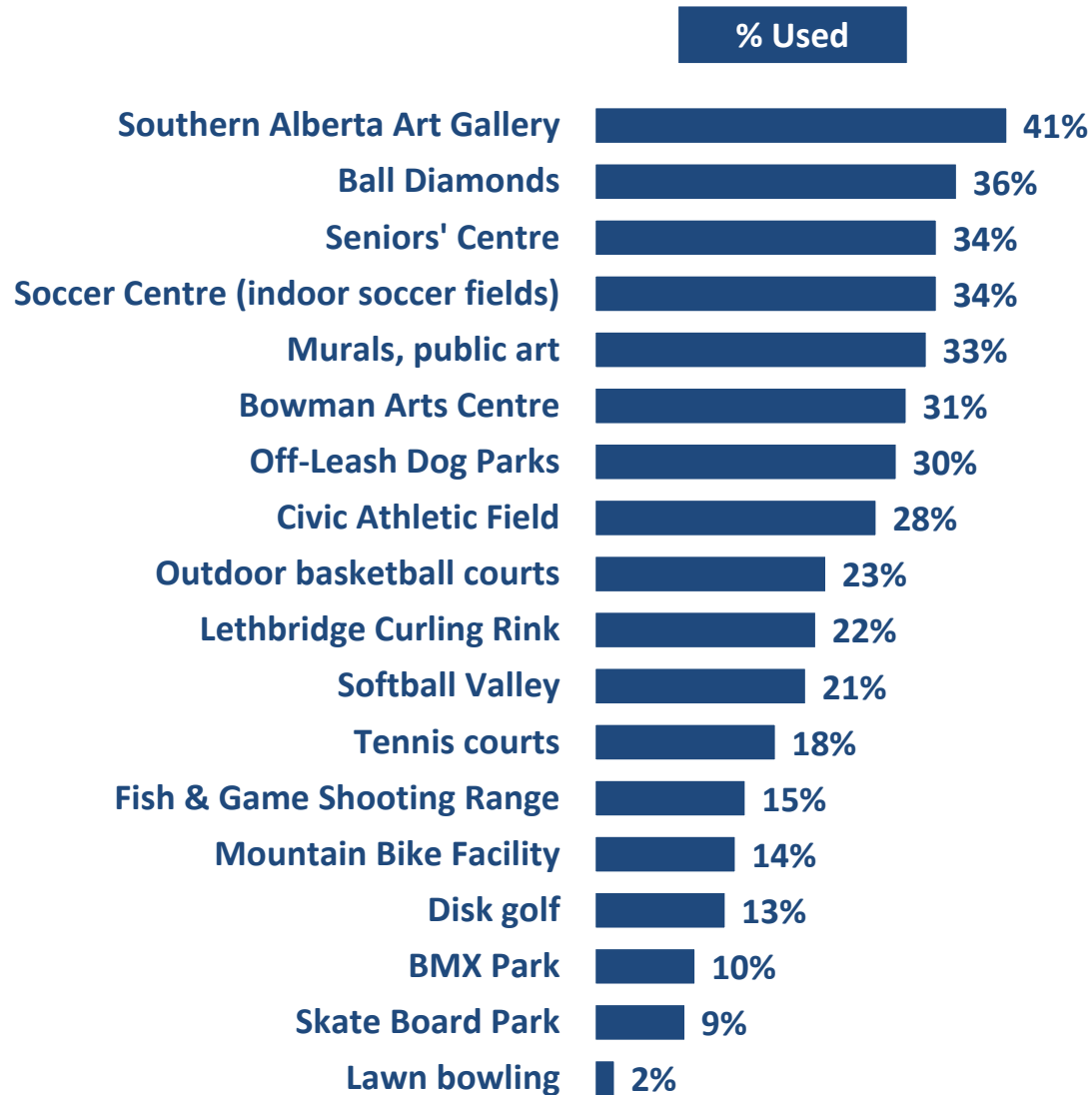


Q4. I am going to read to you a list of some facilities in Lethbridge. For each facility please indicate if you or a member of your household have used / visited the facility within the previous 12 months.

Base: All Respondents (n=400)



Conversely, one-in-ten or fewer residents have visited or used the BMX Park, Skate Board Park or Lawn bowling

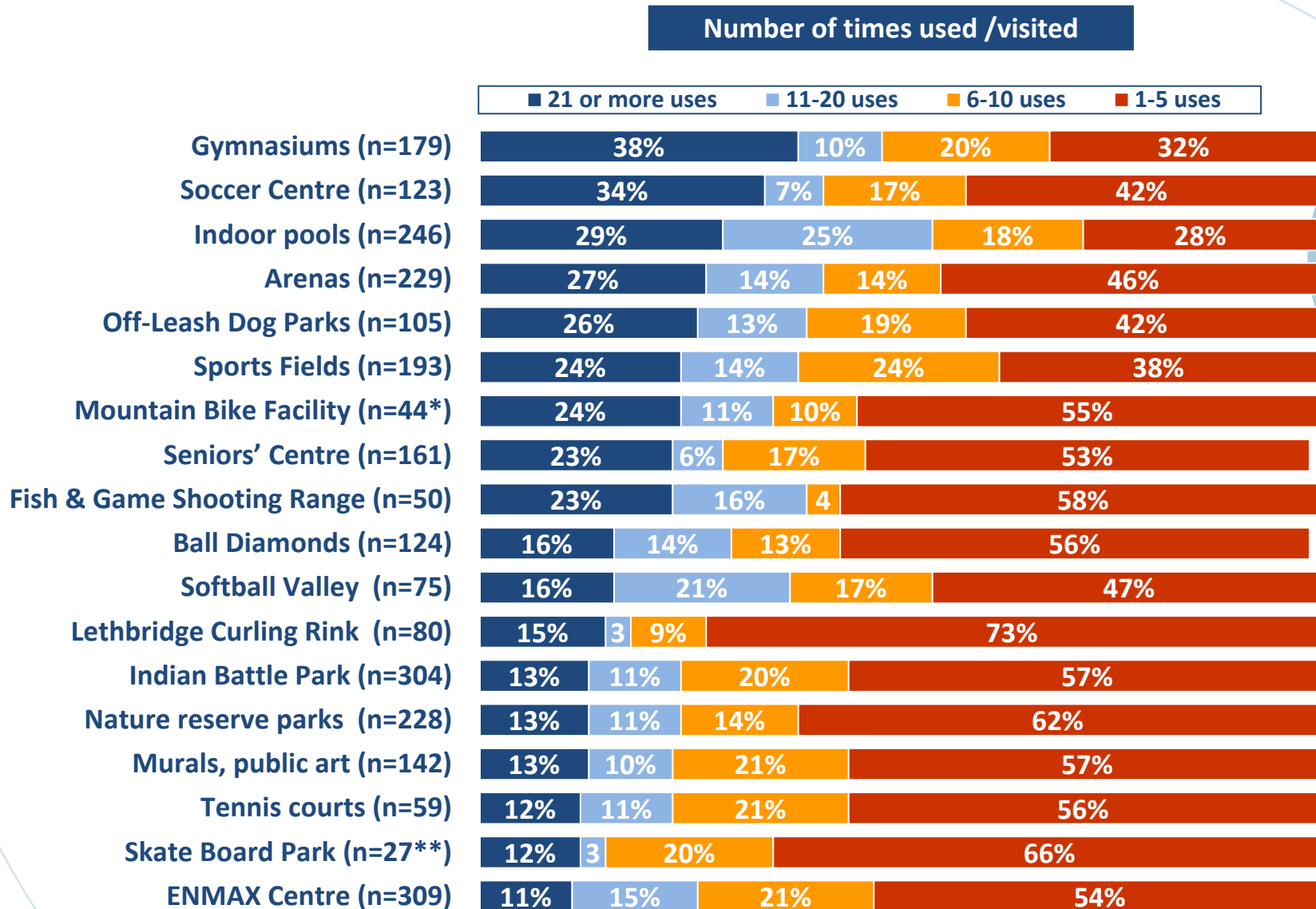


Q4. I am going to read to you a list of some facilities in Lethbridge. For each facility please indicate if you or a member of your household have used / visited the facility within the previous 12 months.

Base: All Respondents (n=400)



Among users of each facility, frequency of visitation varies widely



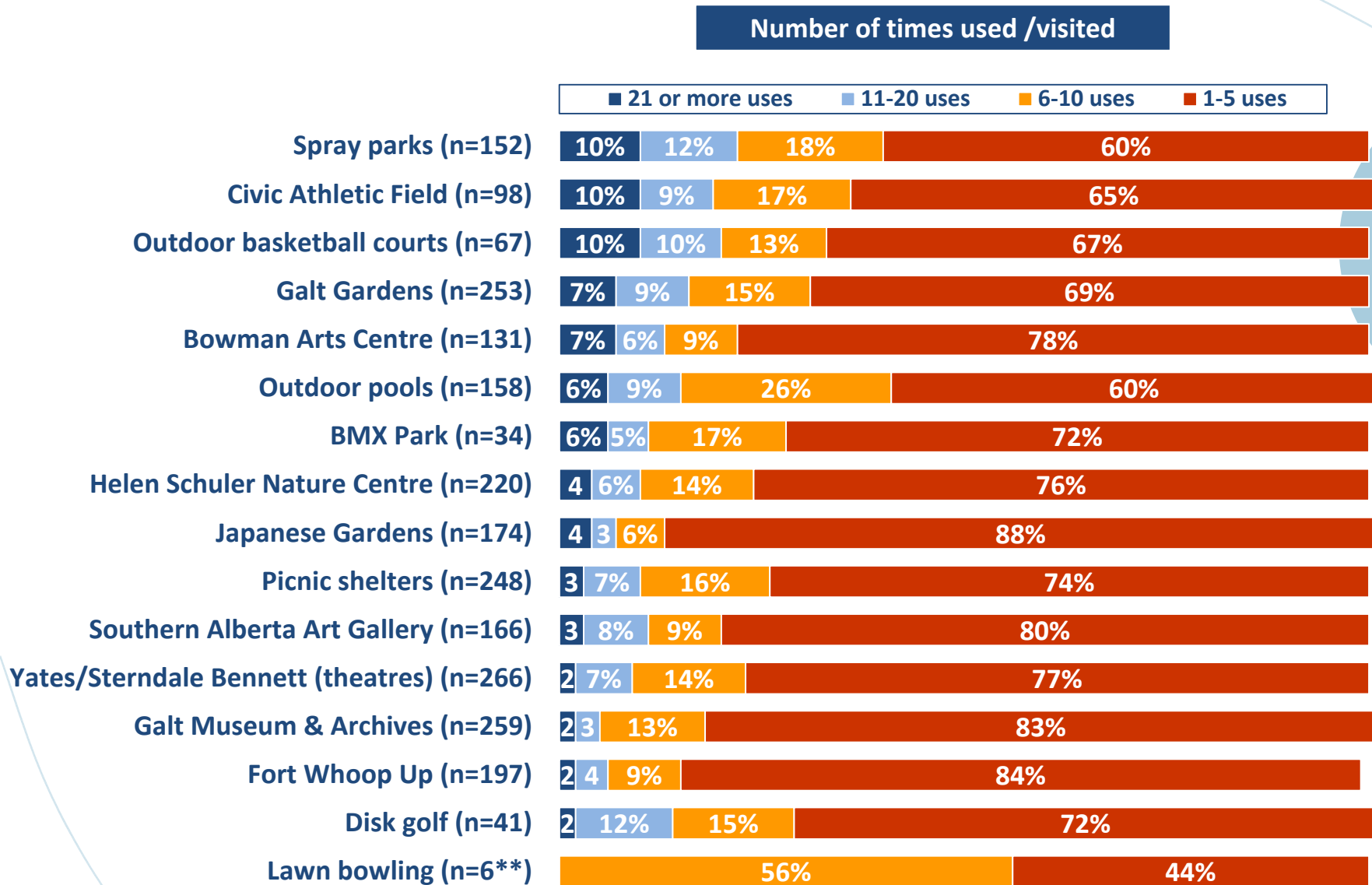
Q4. I am going to read to you a list of some facilities in Lethbridge. For each facility please indicate if you or a member of your household have used / visited the facility within the previous 12 months.

Base: Facility users

Note: *Small base size / **Very small base size



Among users of each facility, frequency of visitation varies widely



Q4. I am going to read to you a list of some facilities in Lethbridge. For each facility please indicate if you or a member of your household have used / visited the facility within the previous 12 months.

Base: Facility users

****Note: Very small base size**



More than half of households report having attended a Special event or Cultural and Heritage event in the previous 12 months

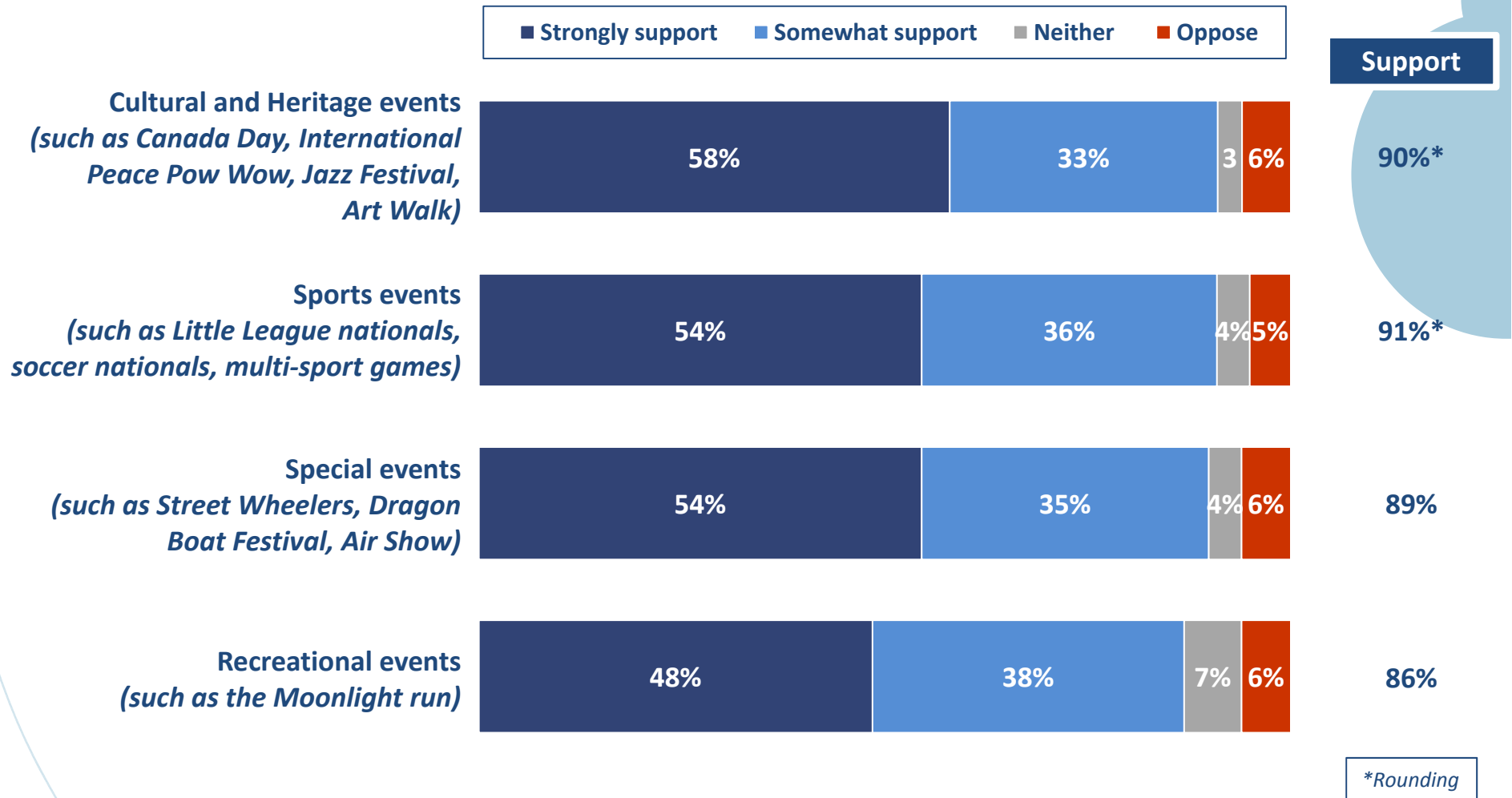


Q5. There are a number of events and festivals that are held in Lethbridge every year. While many of these events and festivals are staged by organizations other than the City of Lethbridge, the City does provide some support to many of them. I am going to read you four different events and for each one, I would like you to tell me: Have you or someone in your household attended this type of event within the previous 12 months?

Base: All Respondents (n=400)



There is strong consensus that the City should provide assistance and support to help with the staging of all four categories of events evaluated



Q5. There are a number of events and festivals that are held in Lethbridge every year. While many of these events and festivals are staged by organizations other than the City of Lethbridge, the City does provide some support to many of them. I am going to read you four different events and for each one, I would like you to tell me: Do you support or oppose the City providing assistance and support to help with the staging of ...?

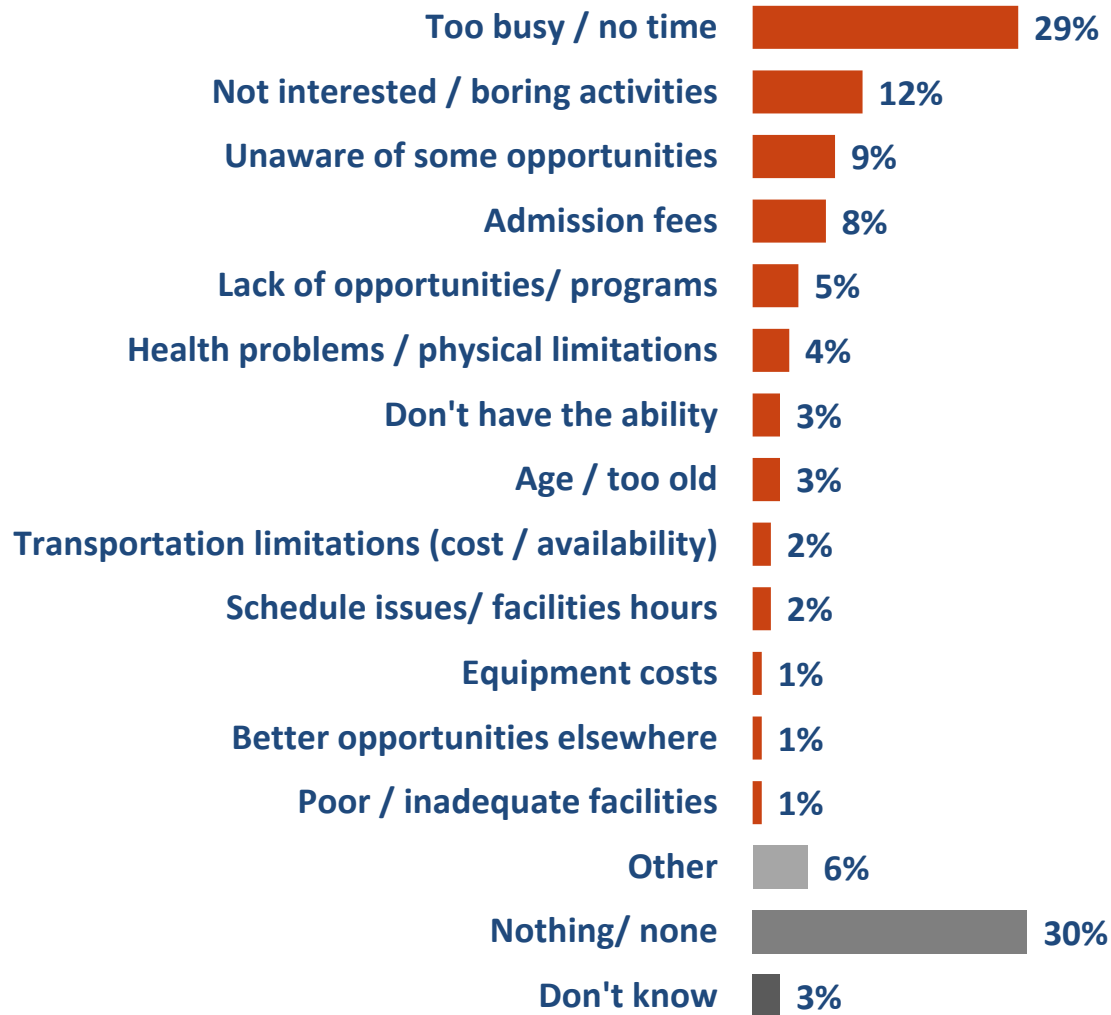
Base: All Respondents (n=379)

Section III: Recreation and Culture Service Assessment





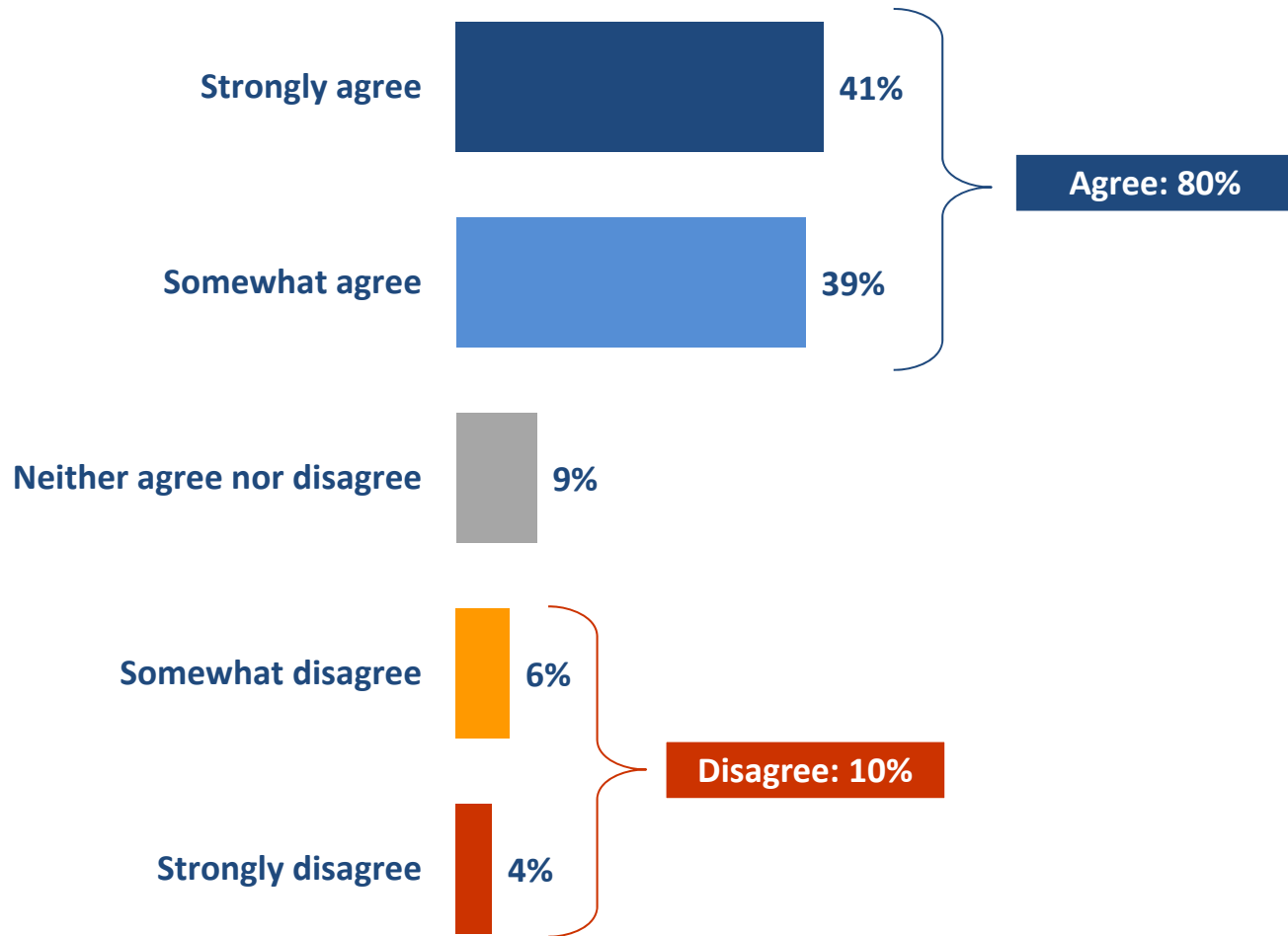
Simply 'having no time' is the most frequent reason given for not participating in cultural opportunities in Lethbridge, while three-in-ten say there are no barriers



Q6. What, if anything prevents you or someone in your household from participating in cultural opportunities in Lethbridge?
Base: All Respondents (n=400)



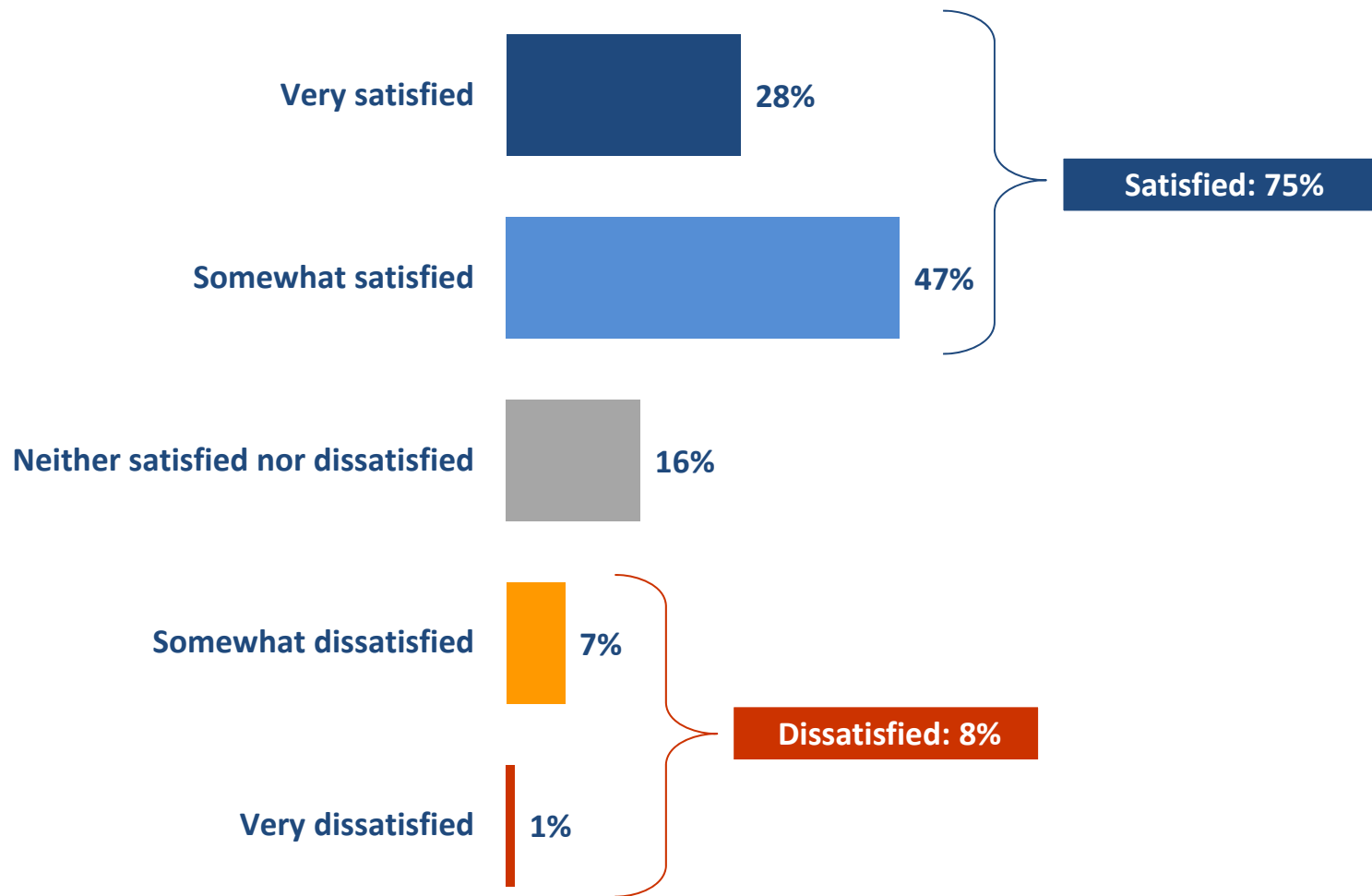
Eight-in-ten residents agree that culture is important to their quality of life in Lethbridge



Q7. To what extent do you agree or disagree with the following statement? "Culture is important to my quality of life in Lethbridge."
Base: All Respondents (n=400)



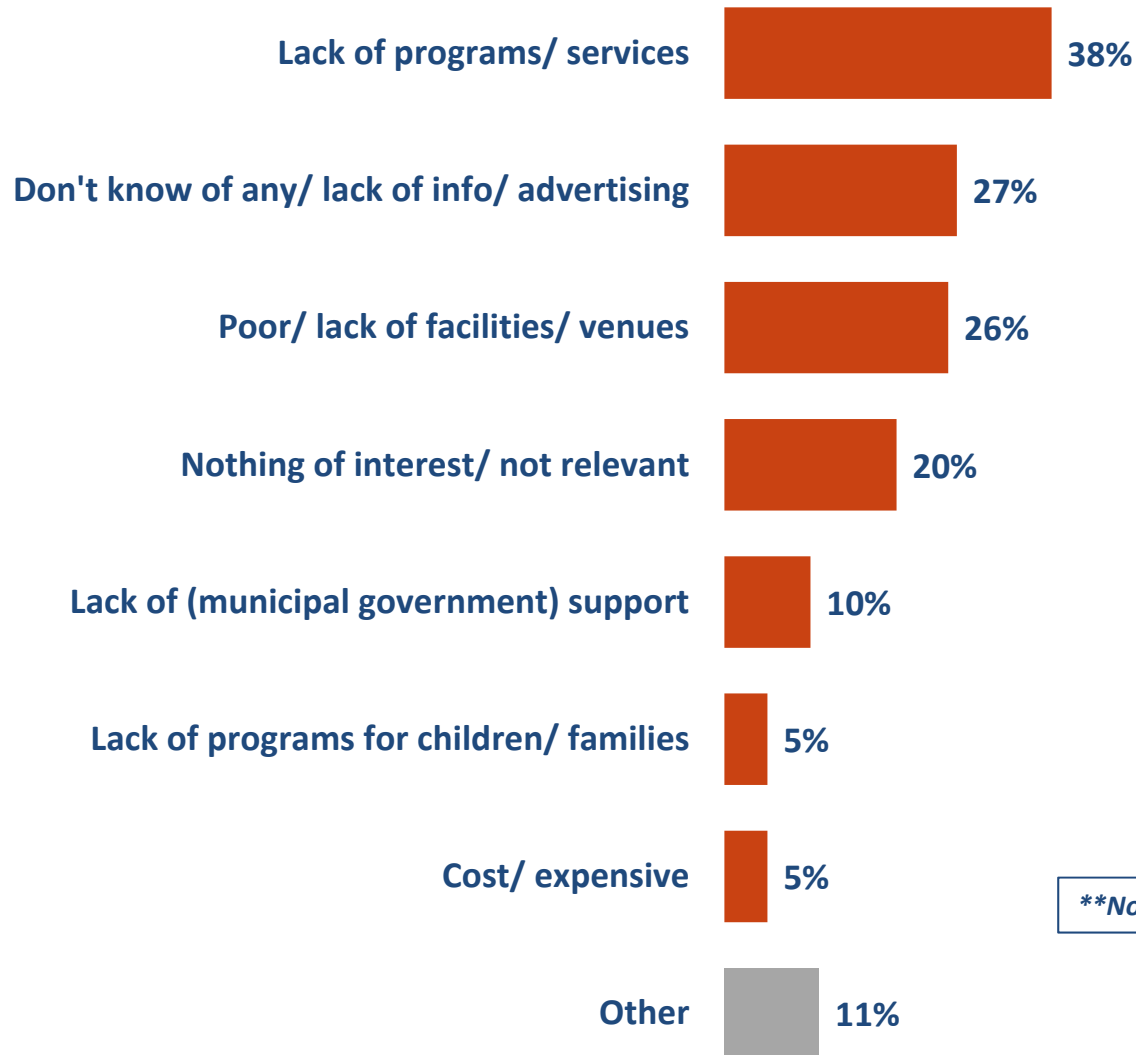
Further, three-quarters are satisfied with the availability of culture programs and services currently offered



Q8. Overall, how satisfied are you with the availability of culture programs and services currently offered in Lethbridge?
Base: All Respondents (n=400)



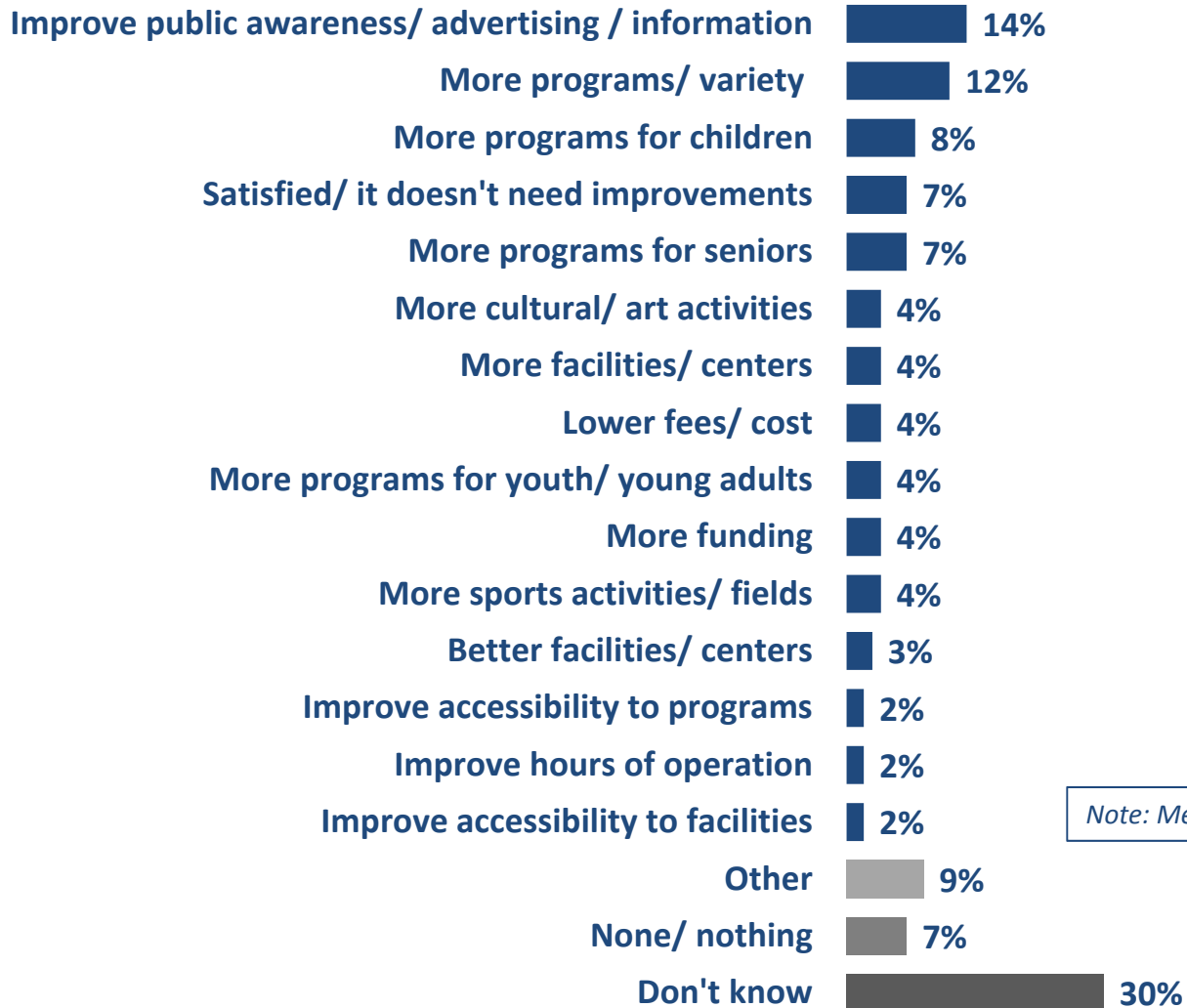
Among the 8 percent of residents dissatisfied with culture programs and services, lack of programs or facilities and lack of awareness are the most frequent reasons given for dissatisfaction



****Note: Very small base size**



More than four-in-ten residents do not offer any suggestions for improving cultural programming – among those who do, a wide range of suggestions are given with increasing awareness and increasing programs topping the list

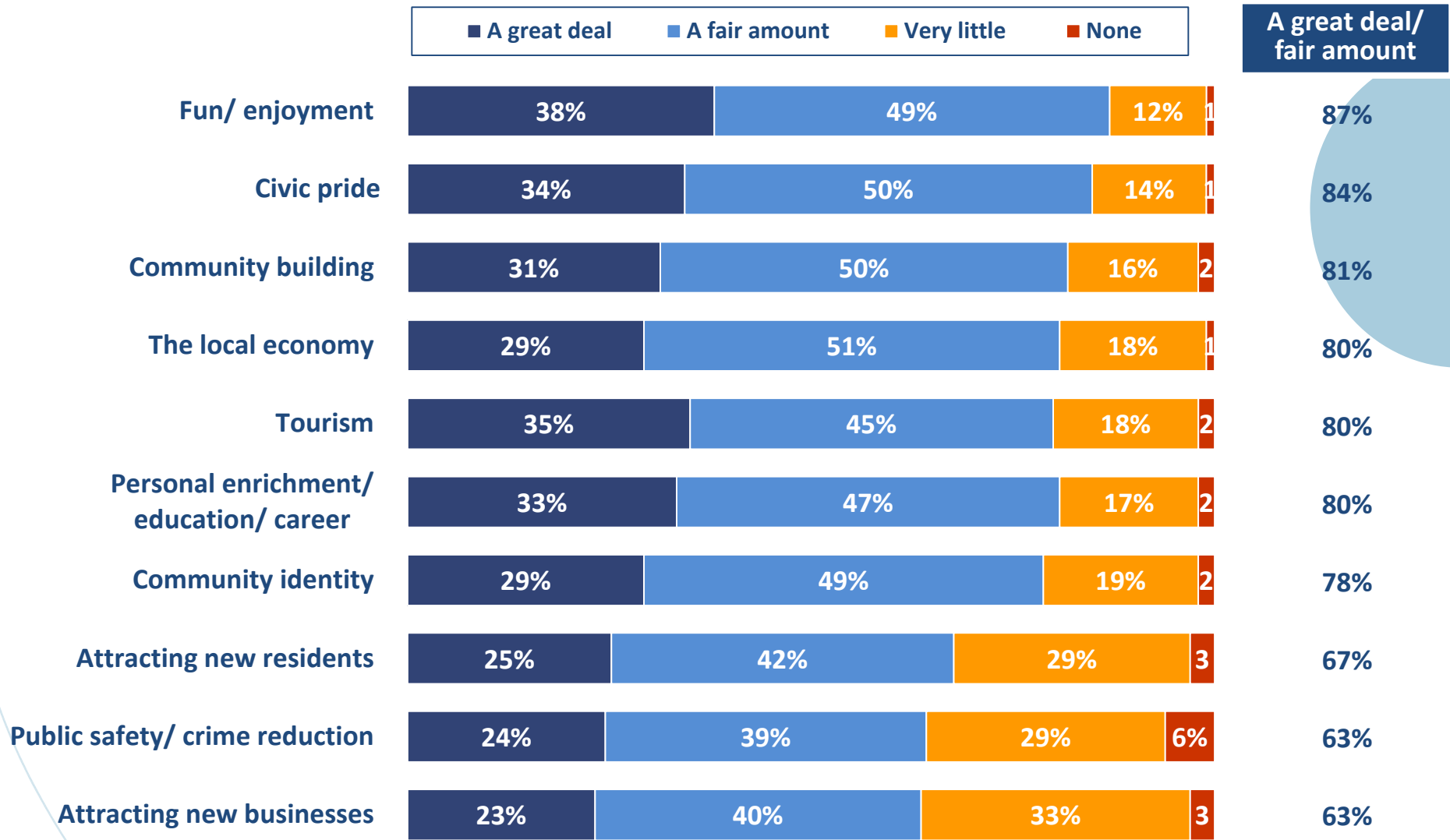


Note: Mentions less than 2% are not shown

Q9. Through community organizations, other not-for-profit groups and the City, there is a variety of cultural programming offered to residents of Lethbridge. Thinking about such things like new programs, existing programs, children's and seniors' programs, what improvements or changes are needed?
Base: All Respondents (n=400)



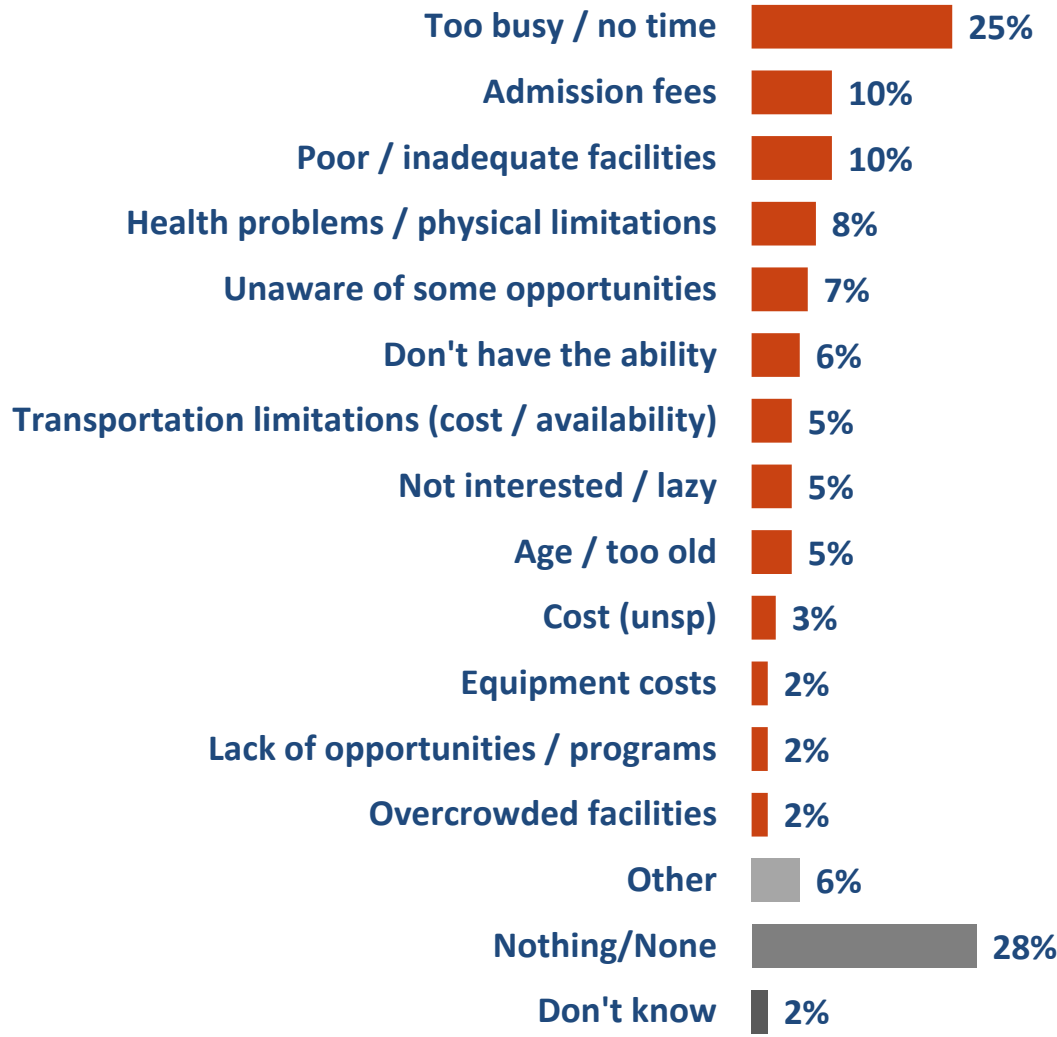
More than eight-in-ten residents think culture services, facilities and opportunities contribute to both fun or enjoyment and civic pride



Q10. I am going to read you a number of items. How much do you think culture services, facilities, and opportunities in Lethbridge contribute to each of the following?
 Base: All Respondents (n=400)



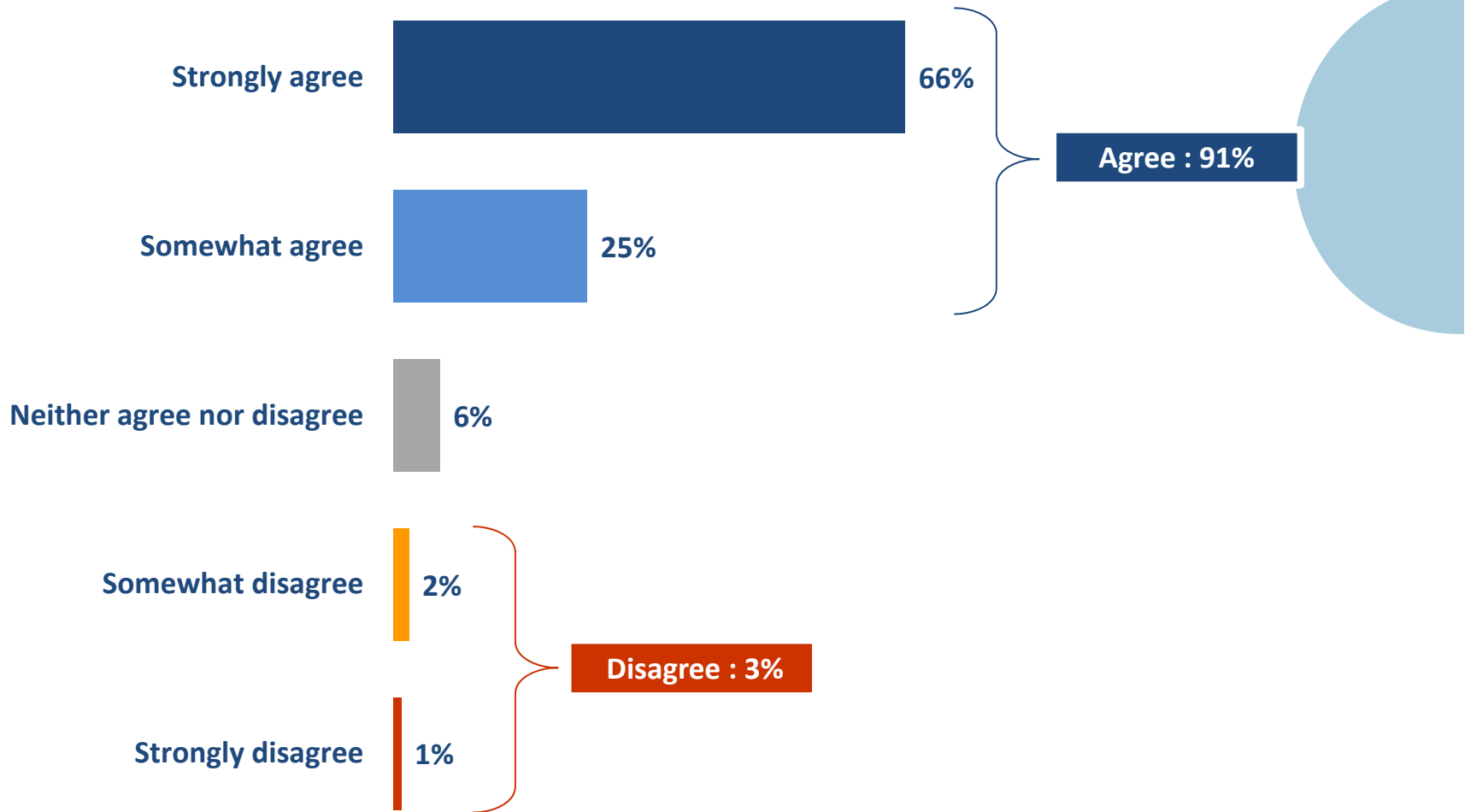
As with cultural opportunities, 'having no time' is also the most frequent reason given for not participating in recreational opportunities in Lethbridge, and three-in-ten say there are no barriers



Q11. What, if anything prevents you or someone in your household from participating in recreation opportunities in Lethbridge?
Base: All Respondents (n=400)



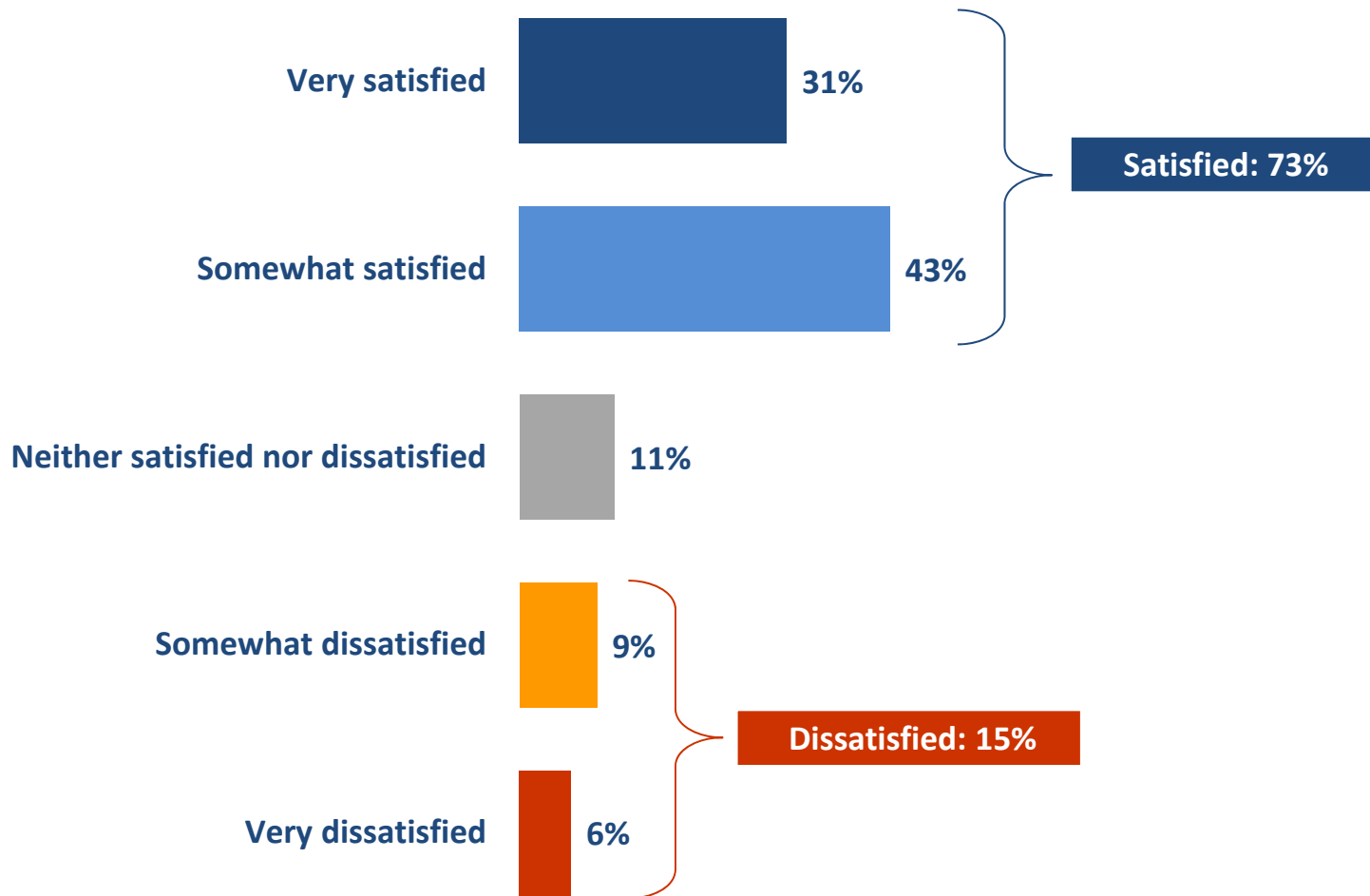
Nine-in-ten residents agree that recreation is important to their quality of life in Lethbridge, with a two-thirds saying they *strongly* agree



Q12. To what extent do you agree or disagree with the following statement? Recreation is important to my quality of life in Lethbridge.
Base: All Respondents (n=400)



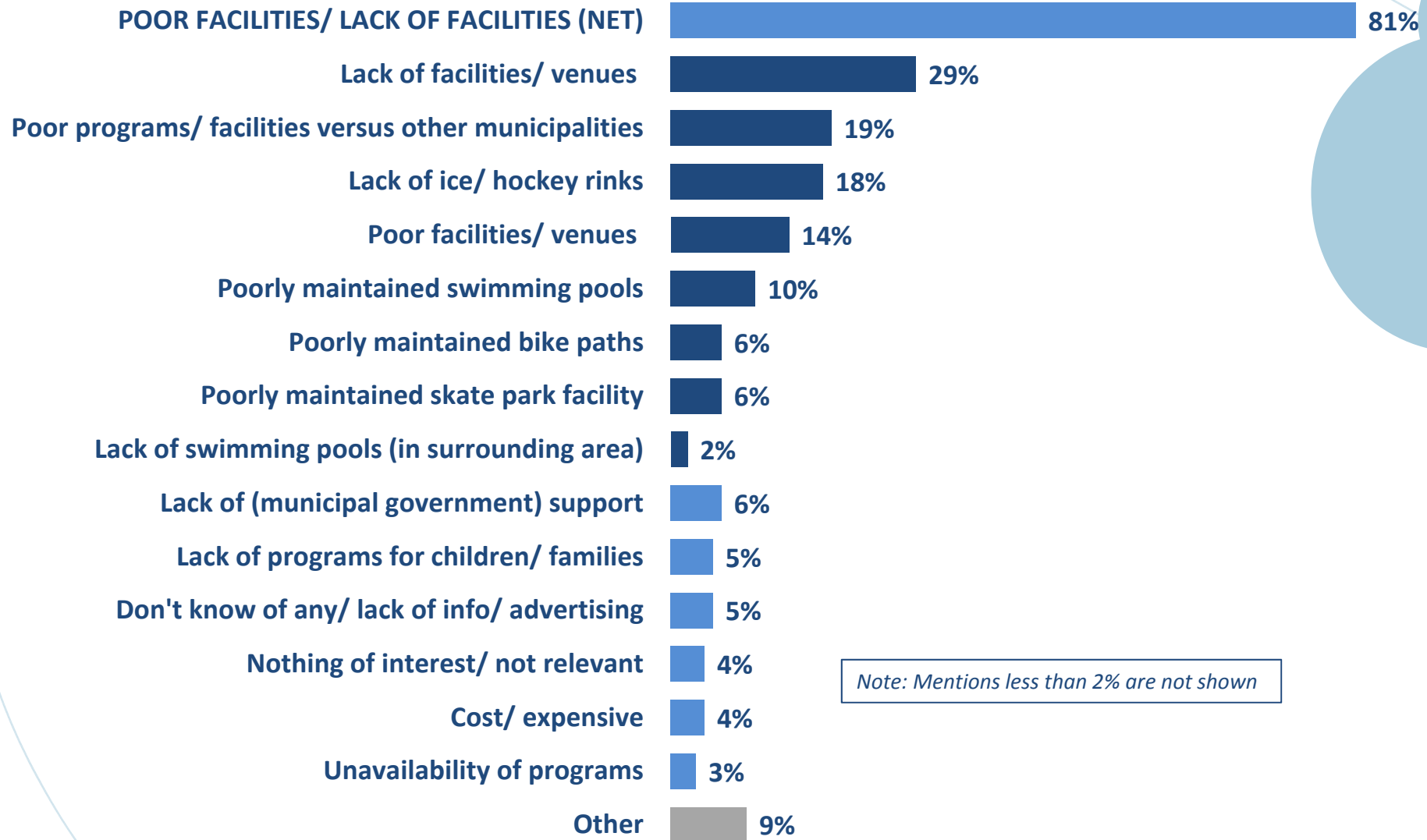
While satisfaction with the availability of recreation programs and facilities currently offered is strong, there exists a considerable gap between importance and satisfaction ratings



Q13. Overall, how satisfied are you with the availability of recreation programs and facilities currently offered in Lethbridge?
Base: All Respondents (n=400)



Among the small minority dissatisfied with the availability of recreation programs and services currently offered, the predominant reason is poor facilities or a lack of facilities

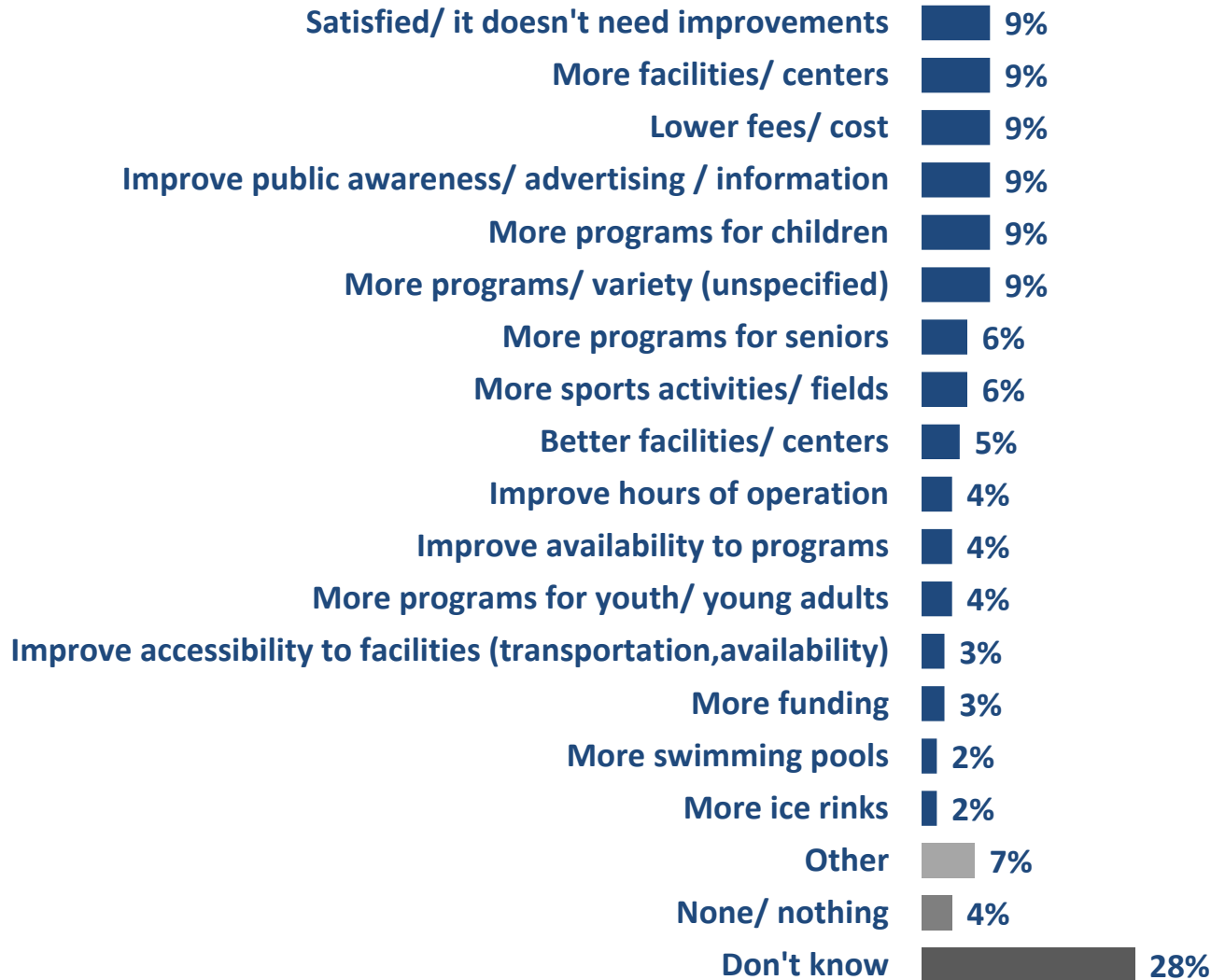


Q13a. Why are you somewhat dissatisfied/ very dissatisfied with the availability of recreation programs and facilities currently offered in Lethbridge?

Base: Dissatisfied with the availability of recreation programs and facilities (n=54)



As with cultural programming, four-in-ten residents do not offer any suggestions for improving recreational programming – among those who do provide ideas, none are given by more than one-in-ten respondents

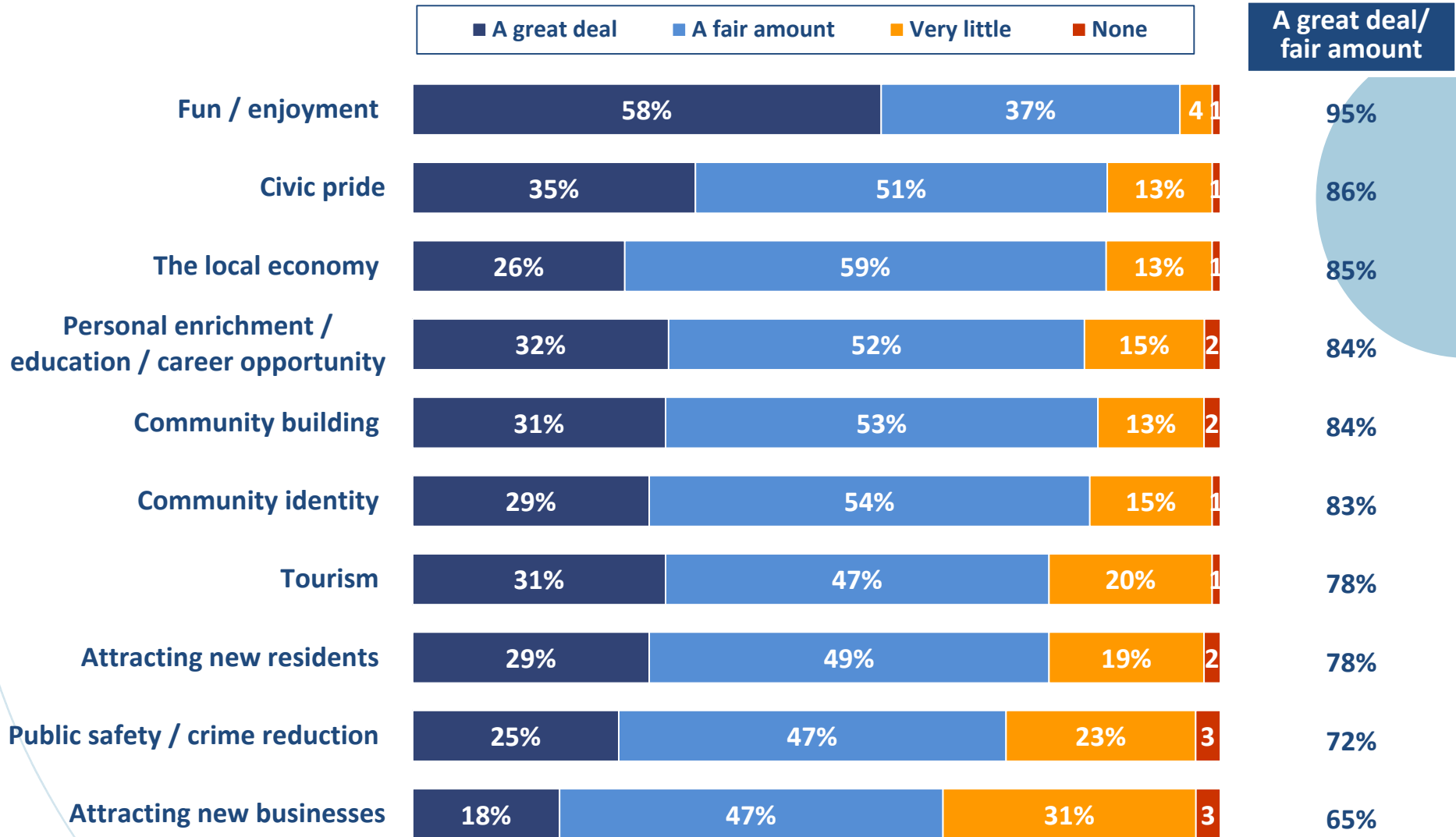


Q14. Through community organizations, other not-for-profit groups and the City there is a variety of recreation programming offered to residents of Lethbridge. Thinking about such things like new programs, existing programs, children's and seniors' programs, what improvements or changes are needed?

Base: All Respondents (n=400)



There is near universal agreement that recreation services, facilities and opportunities contribute to fun or enjoyment in Lethbridge, with close to six-in-ten residents say they contribute a *great deal*



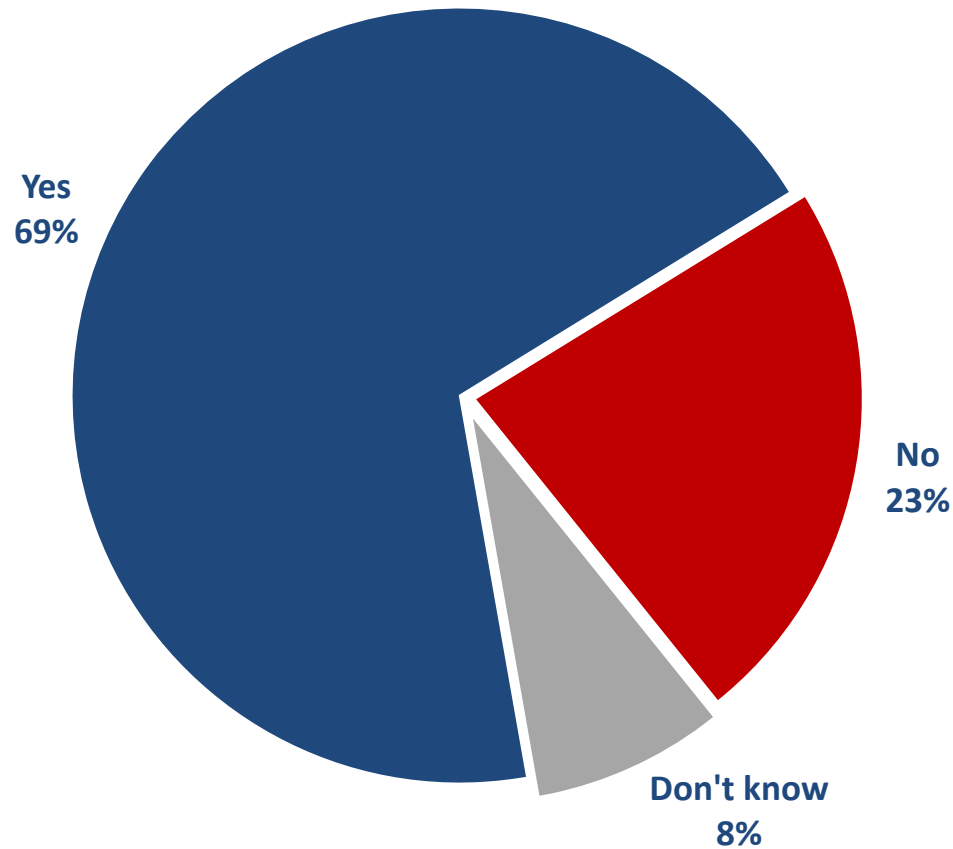
Q14a. I am going to read you a number of items. How much do you think recreation services, facilities, and opportunities in Lethbridge contribute to each of the following?
 Base: All Respondents (n=400)

Section IV: New / Upgraded, Culture & Recreation Facilities





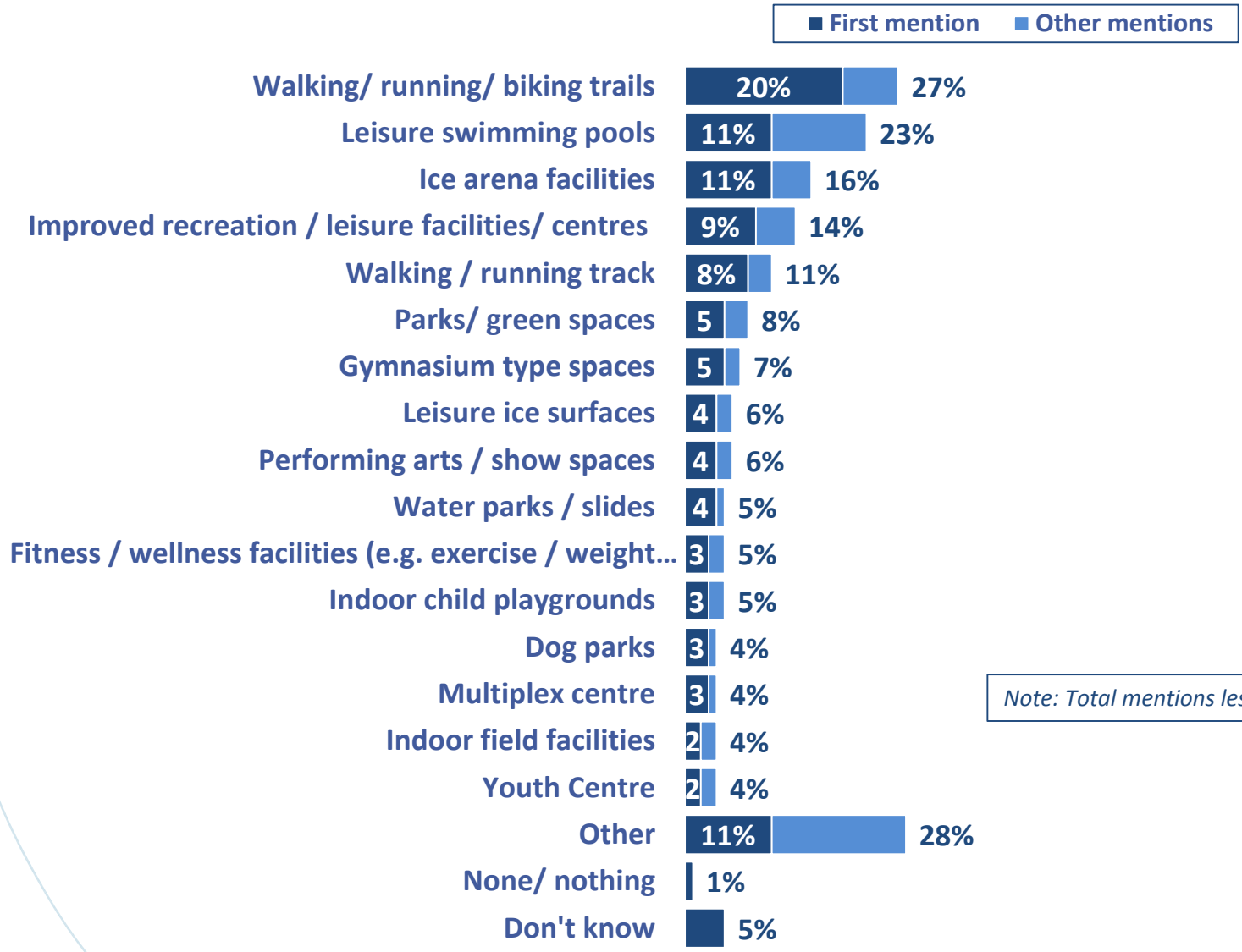
More than two-thirds of residents see a need for new and/or upgraded culture and recreation facilities, parks, and indoor and outdoor trails to be developed in Lethbridge



Q15. Answering on behalf of your entire household, do you see a need for new and/or upgraded culture and recreation facilities, parks and indoor & outdoor trails to be developed in Lethbridge?
Base: All Respondents (n=400)



Among those who see a need for new or upgraded offerings, on an unaided basis walking, running or biking trails and leisure swimming pools are the most frequently mentioned needs

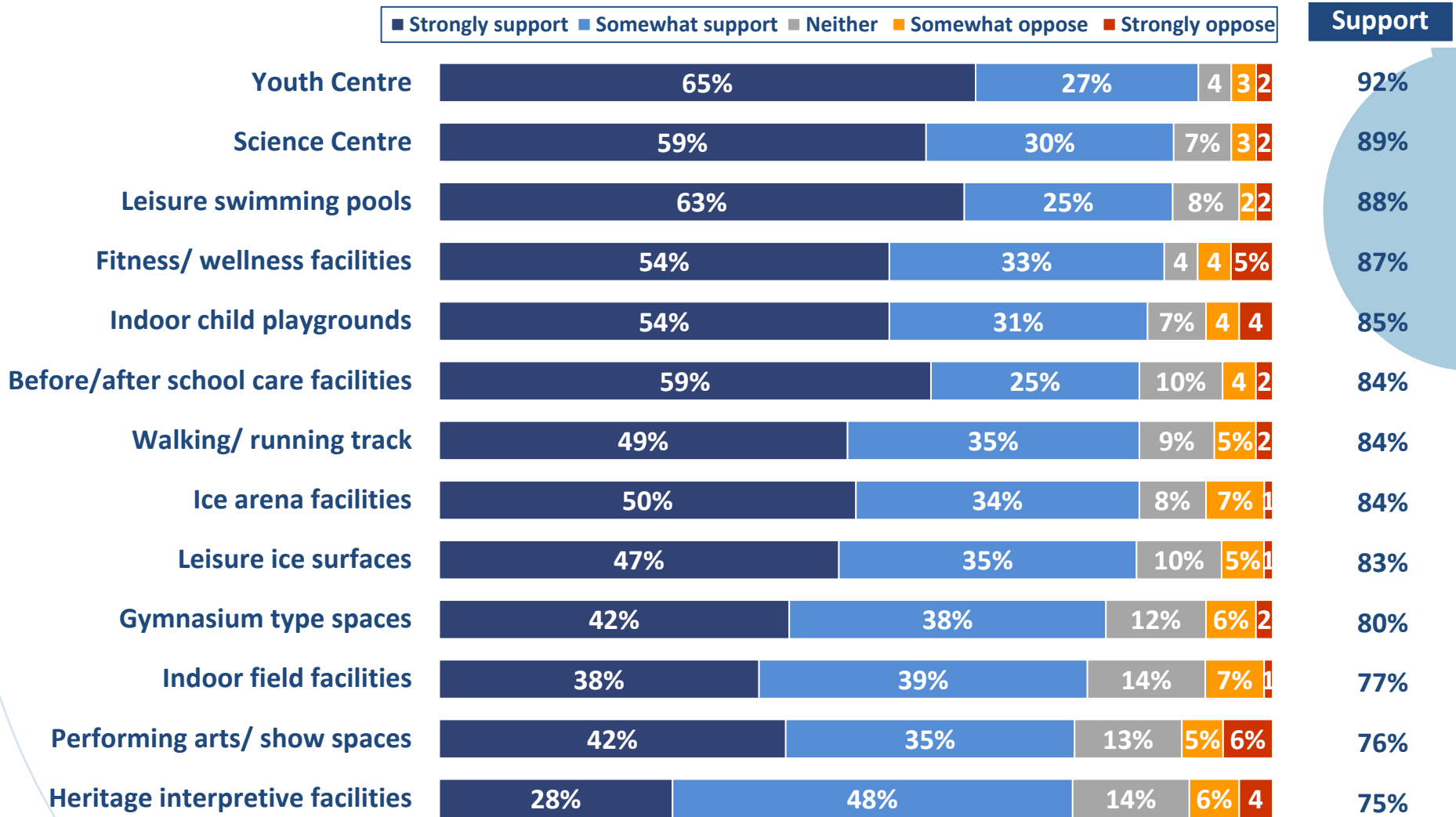


Note: Total mentions less than 4% are not shown

Q15b. What kinds of indoor and/or outdoor facilities, parks and trails do you think are needed?
Base: See a need for new/upgraded facilities (n=252)



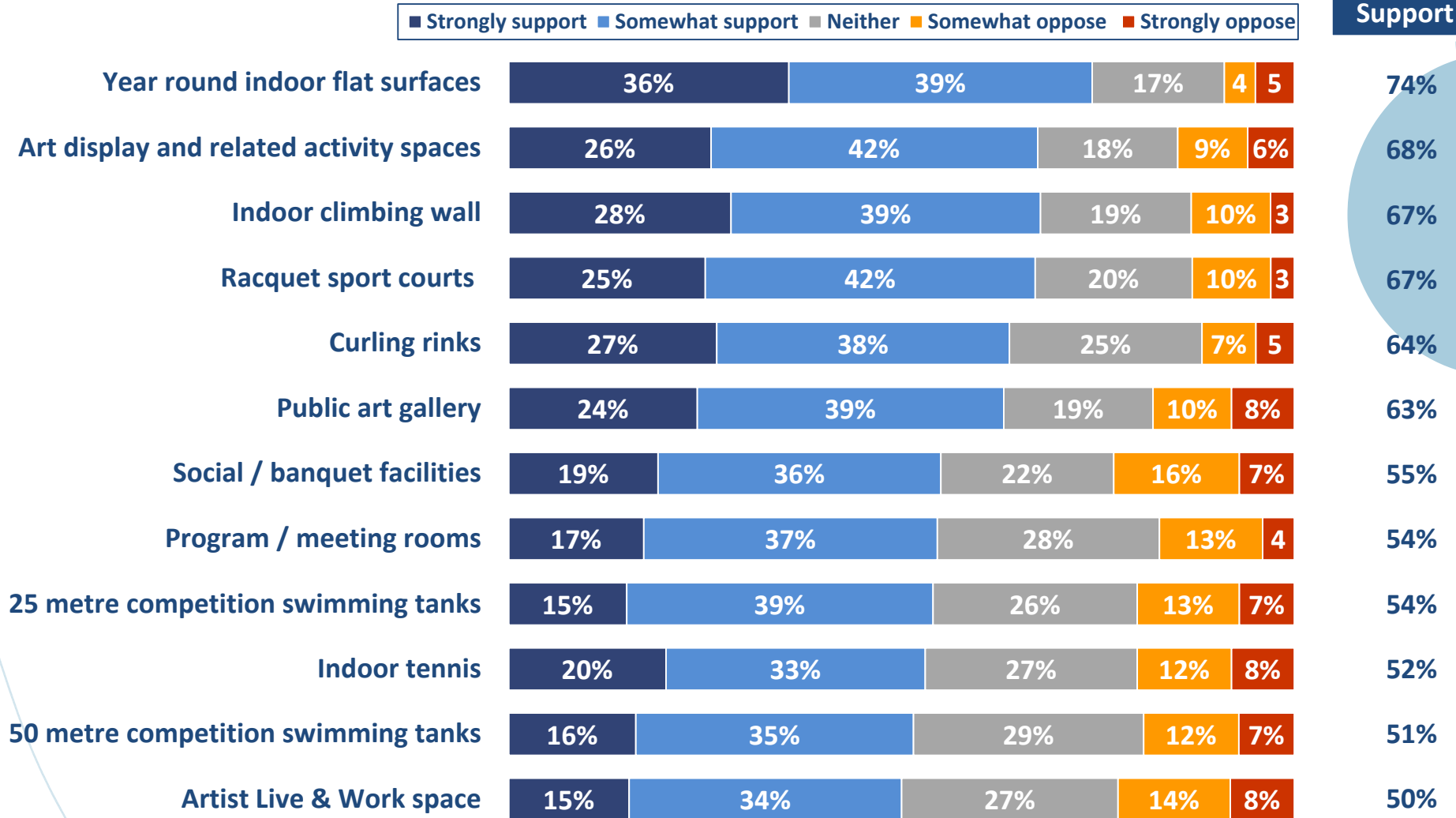
Regarding indoor recreation and cultural facility components assessed, strength of support is highest for a Youth Centre and leisure swimming pools, with more than six-in-ten saying they *strongly* support these components



Q16. Answering on behalf of your entire household and recognizing capital and operating costs associated with new development or enhancement, please indicate whether you support or oppose considering each of the following INDOOR recreation and culture facility components in the future in Lethbridge
 Base: See a need for new/upgraded facilities (n=252)



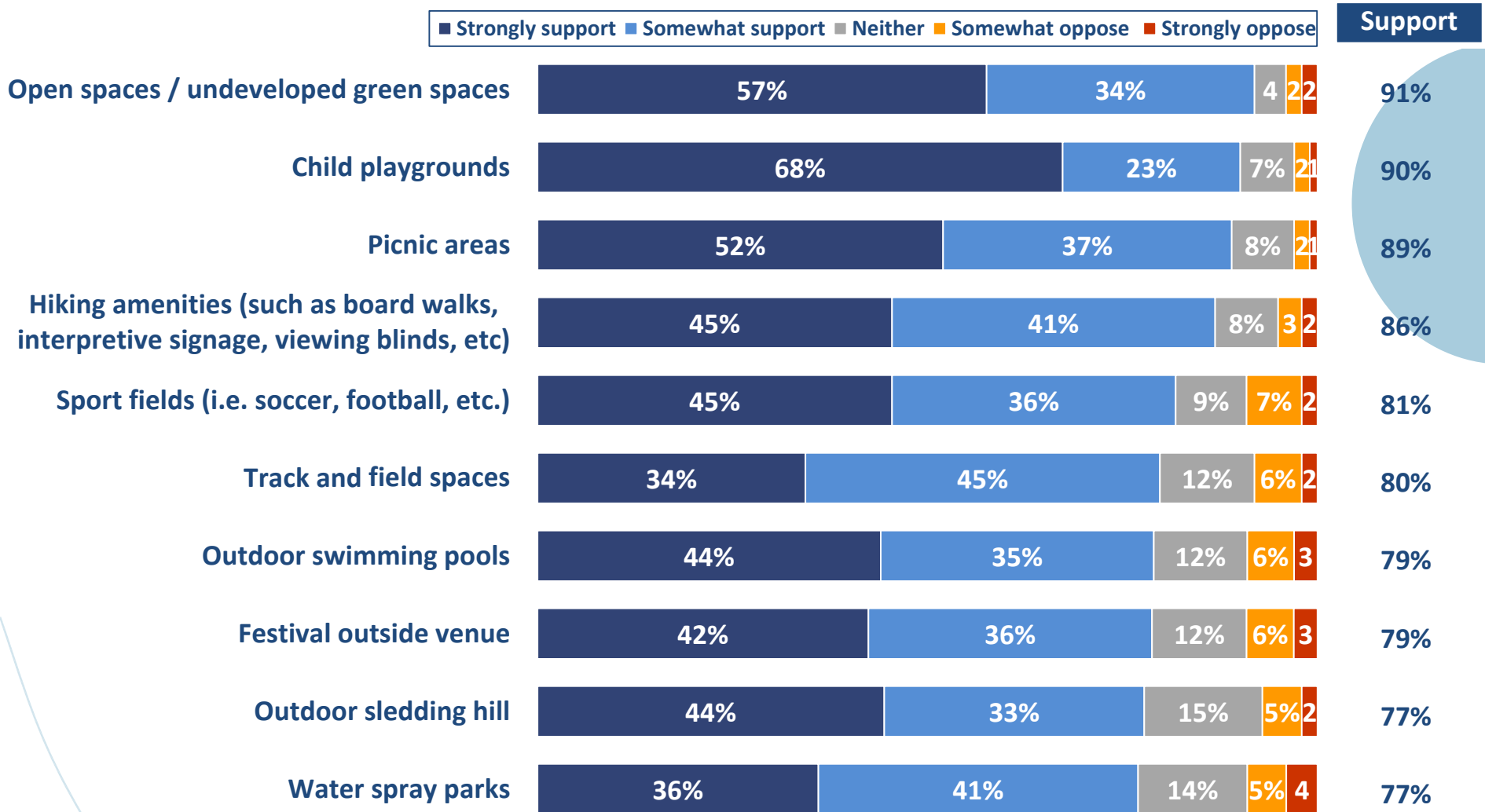
Conversely, less than one-in-five *strongly* support program or meeting rooms, competition swimming tanks and Artist Live & Work space



Q16. Answering on behalf of your entire household and recognizing capital and operating costs associated with new development or enhancement, please indicate whether you support or oppose considering each of the following INDOOR recreation and culture facility components in the future in Lethbridge
 Base: See a need for new/upgraded facilities (n=252)



With regards to outdoor recreation and cultural facility components assessed, strength of support is highest for child playgrounds with close to seven-in-ten voicing *strong* support

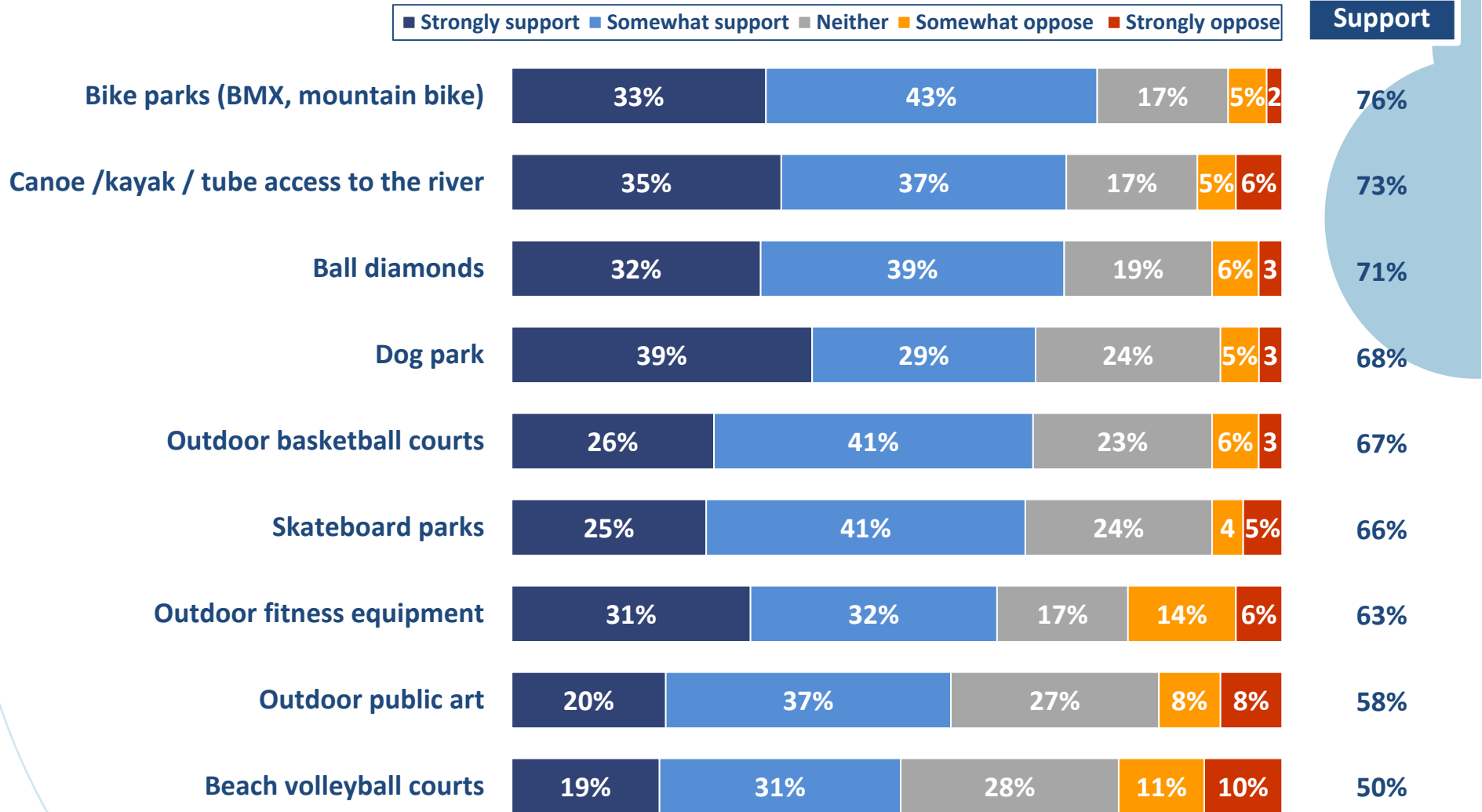


Q17. Answering on behalf of your entire household and recognizing capital and operating costs associated with new development or enhancement, please indicate whether you support or oppose considering each of the following OUTDOOR recreation and culture facility components in the future in Lethbridge.

Base: See a need for new/upgraded facilities (n=252)



At the other end of the scale, one-in-five or less *strongly* support outdoor public art or beach volleyball courts

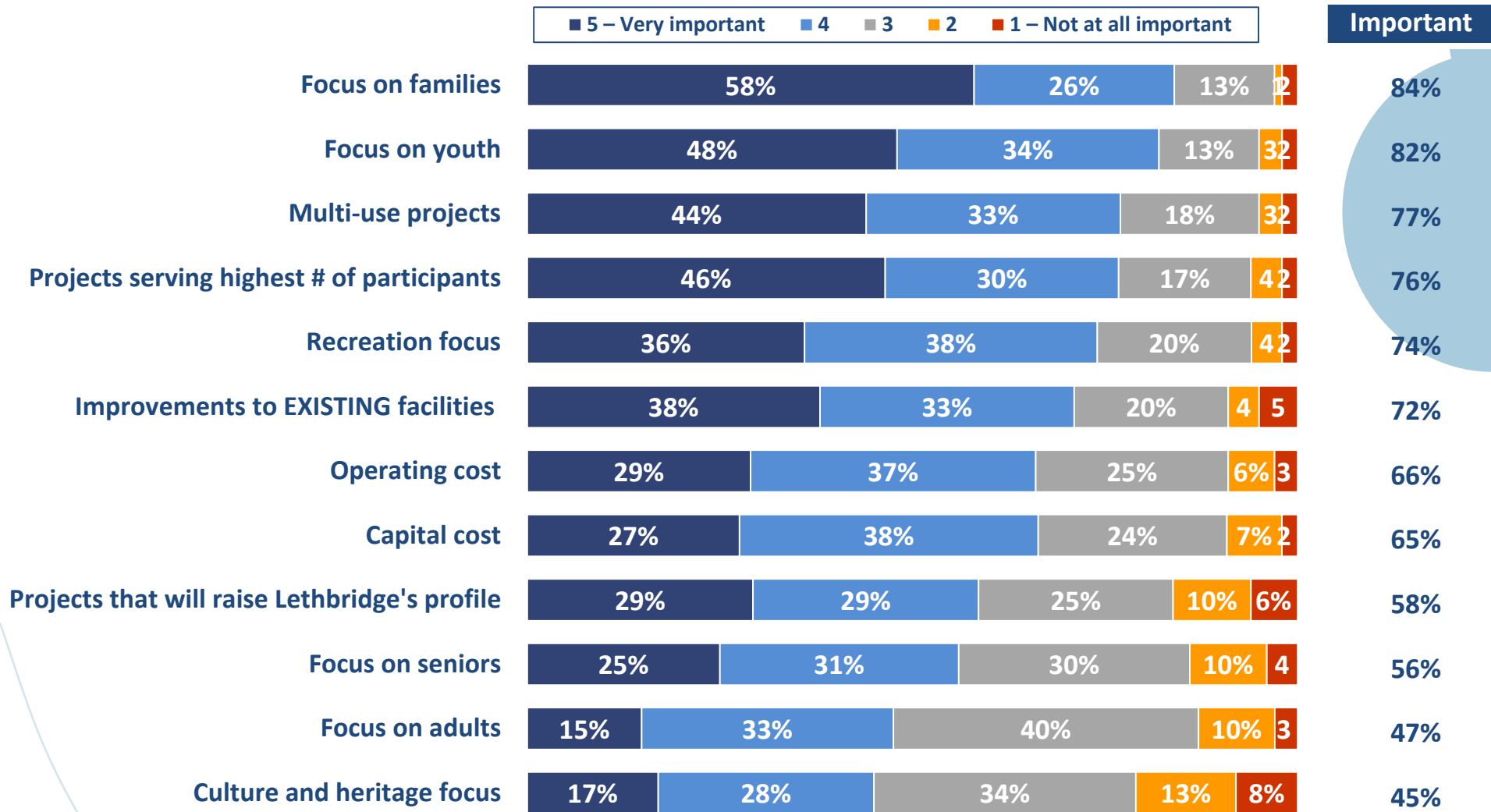


Q17. Answering on behalf of your entire household and recognizing capital and operating costs associated with new development or enhancement, please indicate whether you support or oppose considering each of the following OUTDOOR recreation and culture facility components in the future in Lethbridge.

Base: See a need for new/upgraded facilities (n=252)



When setting priorities for facility projects, residents feel focus on families and focus on youth are the most important criteria, while focus on adults and culture and heritage emerge as least important



Q18. The City cannot undertake a large number of facility projects at one time, but has to set priorities amongst a number of projects. On a scale of 1-5 with 1 being “not at all important” and 5 being “very important”, please indicate how important each criteria should be when setting project priorities.

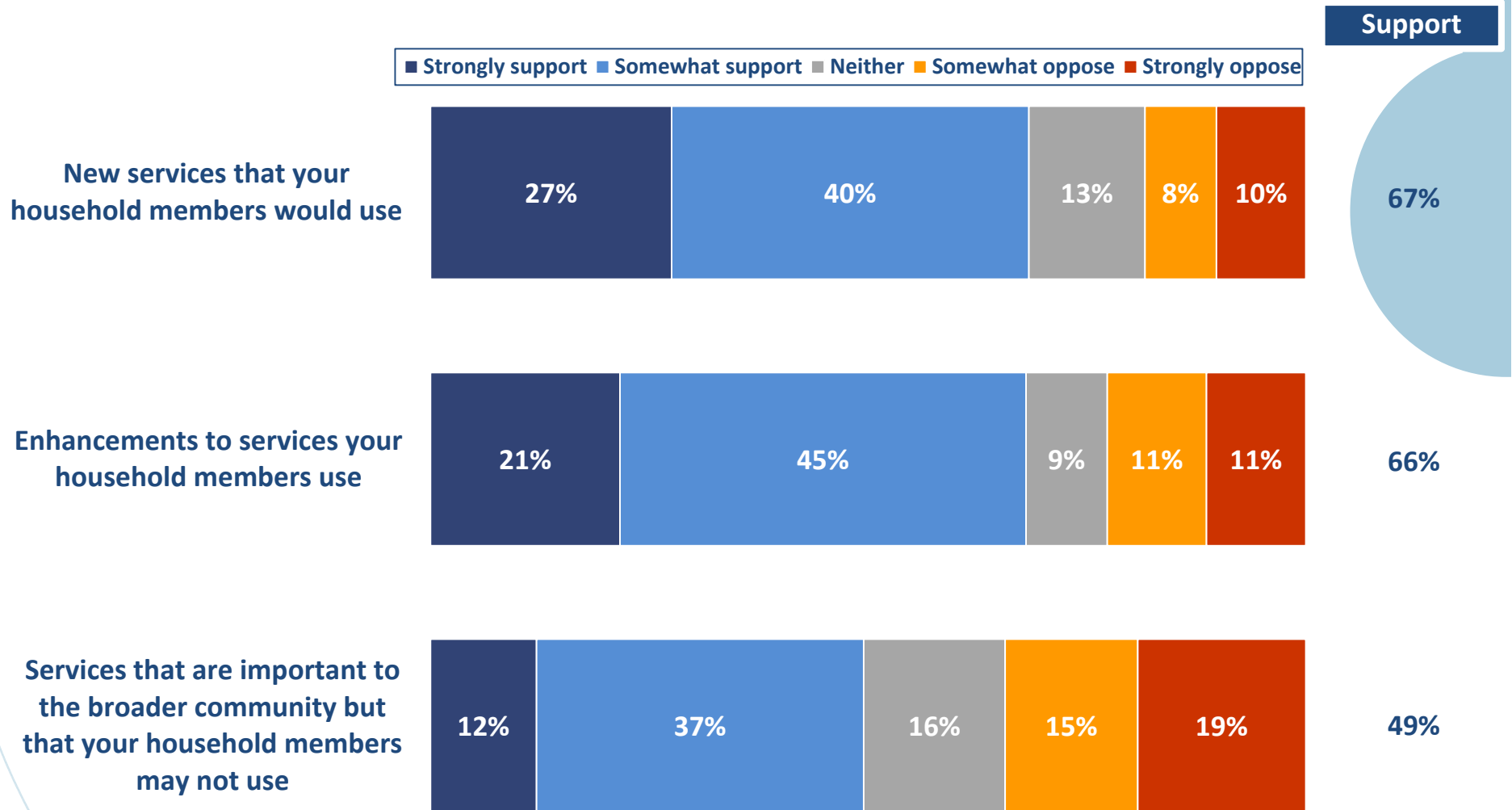
Base: All Respondents (n=400)

Section V: Willingness to Pay





Two-thirds of residents say they would support a tax increase for new services, or enhancements to services, that their household members would use – support is notably lower for services that would provide no direct benefit



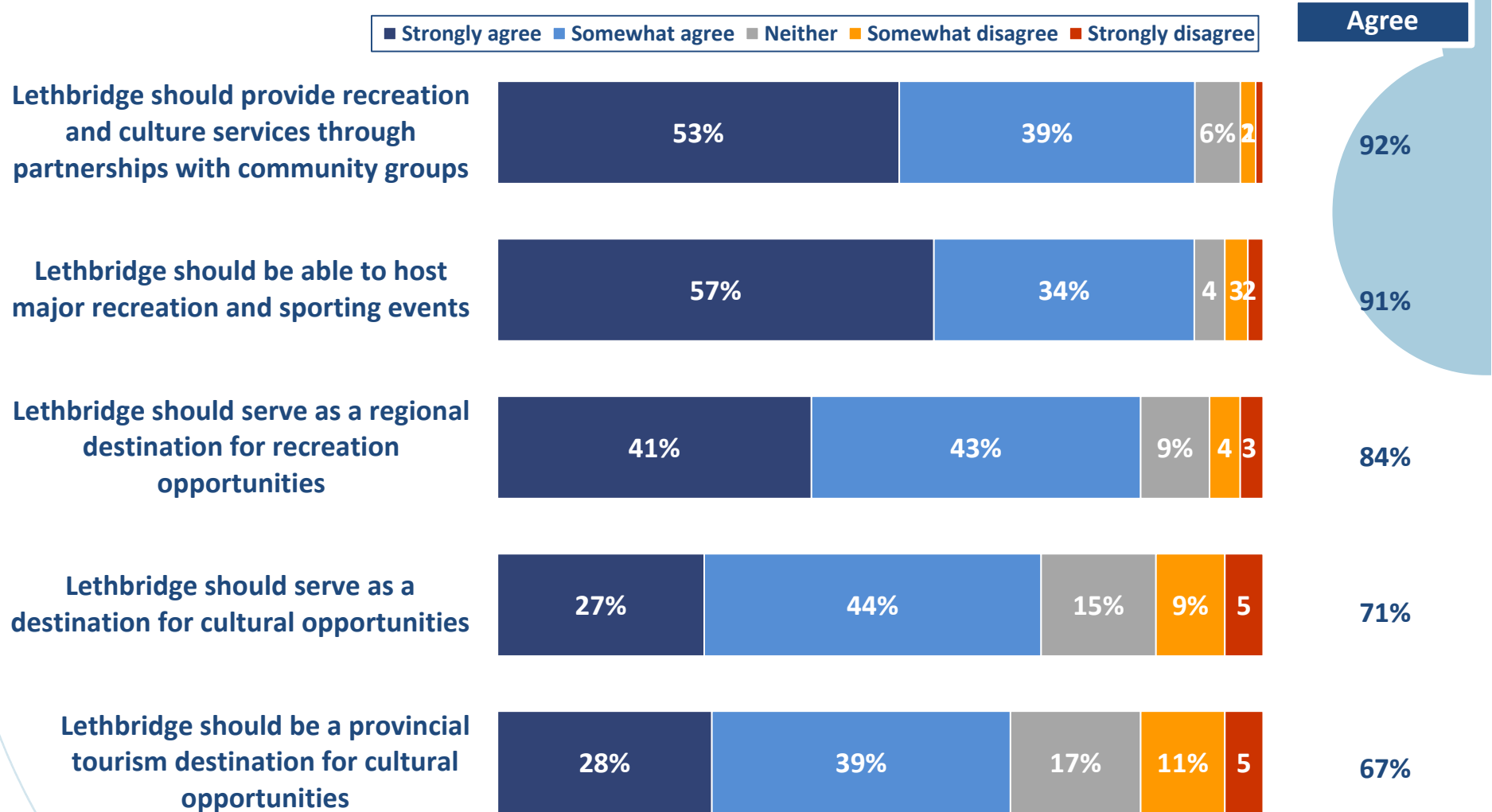
Q19. Considering recreation programs and facilities, as well as cultural services in Lethbridge, would you support or oppose an increase in your property taxes for...?
Base: All Respondents (n=400)

Section VI: Philosophy of Provision





More than half of residents *strongly* agree that Lethbridge should provide services through partnerships with community groups and that Lethbridge should be able to host major recreation and sporting events



Q20. I am going to read you a number of statements and would like you to indicate the extent to which you agree or disagree with each.
 Base: All Respondents (n=400)

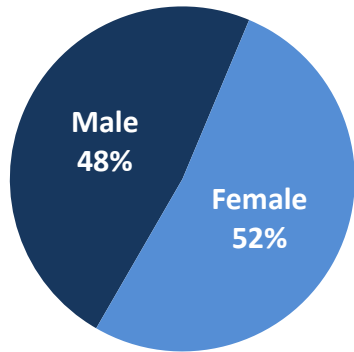
Demographics





Demographics

Gender



Age

18-24	10%
25-34	24%
35-44	12%
45-54	20%
55-64	14%
65+	20%
<i>Mean</i>	47.3

Age of Household Members

% that have 1 or more HH member in each age group	
0 to 9 years	30%
10 to 19 years	23%
20 to 29 years	26%
30 to 39 years	29%
40 to 59 years	47%
60 to 69 years	18%
70 years or older	18%

Income

Less than \$30,000	8%
\$30,000 to just under \$45,000	10%
\$45,000 to just under \$60,000	15%
\$60,000 to just under \$75,000	13%
\$75,000 to just under \$90,000	10%
\$90,000 to just under \$105,000	7%
\$105,000 to just under \$120,000	5%
\$120,000 to just under \$135,000	6%
\$135,000 to just under \$150,000	2%
\$150,000 and over	10%
Refused	14%

Own or Rent

Own	86%
Rent	12%
Refused	1%



Demographics

Tenure in Lethbridge

Less than a year	1%
1 - 4 years	9%
5 - 10 years	16%
11 - 15 years	13%
16 - 20 years	10%
21 - 25 years	11%
More than 25 years	41%
<i>Mean</i>	<i>24.4</i>

Expect to Live in Lethbridge 5 Years From Now

Yes	94%
No	4%
Not Sure	2%

Past 5 Years Immigration

Yes	1%
No	98%
Refused	1%



Contact Information

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