

Maple Ridge and Pitt Meadows Parks and Leisure Services

Parks and Recreation Survey

May 2011



Usage	Usage overall and among specific facilities is stable since 2008.
Performance	Overall performance is consistent for <u>quality</u> , <u>range</u> , <u>appearance</u> , and <u>maintenance</u> . Performance improved for <u>safety</u> , <u>being easy to get to</u> and <u>overall</u> .
Areas in need of protection	Important areas needing protection has increased from 53% to 61%.
Volunteerism	Volunteerism has increased to 40% (up from 33%). Hours spent annually volunteering stands at 48 hours (from 40 hours).
Physical fitness – Adults	At least 32% of residents meet /exceed current weekly physical activity recommendations from the Canadian Society for Exercise Physiology. <i>(150 mins moderate- to-vigorous physical activity/week in bouts of 10+ mins)</i> 43% of residents currently meet the physical activity guidelines established in 1998, consistent with the results from the 2005 Parks and Recreations survey.
Physical fitness – Children	School-age children exercise 5.3 times per week for at least 30 minutes (commonly: running, soccer, bicycling, swimming, walking).

Objectives and Methodology

Core Objective

To measure residents' usage of, and assess satisfaction with, the parks and recreation programs and facilities of Maple Ridge and Pitt Meadows Department of Parks and Leisure Services.

Specifically:

- Measure usage of programs and facilities;
- Performance of programs and facilities;
- Assess the prevalence and levels of volunteerism;
- Assess importance of specific services in becoming physically active; and
- Assess the level of physical activity among residents and their children.

Design Objective

- To provide tracking data, the survey instrument was designed to closely resemble surveys completed for the Department in 2002, 2005 and 2008.
- This study provides long-term tracking of usage and satisfaction with the services and facilities provided by the Department of Parks and Leisure Services
- To identify trends and changes over time.

A total of 836 telephone interviews were conducted with randomly selected residents of Maple Ridge and Pitt Meadows, aged 18 or older.

- 436 interviews were completed with Maple Ridge residents.
- 400 interviews were completed with Pitt Meadows residents.

The margin of error of the total sample of 836 is +/- 3.4 percentage points, 19 in 20 times.

- Maple ridge: +/- 4.7 percentage points
- Pitt Meadows: +/- 4.9 percentage points

The data were weighted to ensure the sample's age, gender, and municipal composition reflects that of the actual populations, according to the most recent census.

Field dates: May 6 to 17, 2011.

Findings

Facility and Program Usage

Facility and Program Usage

Q1. Has anyone in your household used any Maple Ridge or Pitt Meadows trails, parks, sports and recreational programs and facilities or cultural programs and facilities during the past 12 months? (Base: Total, n=836)



Reasons for Not Using Facilities

Q2. What is the main reason no one in your household has used any Maple Ridge or Pitt Meadows trails, parks, sports and recreational programs and facilities or cultural programs and facilities during the past 12 months? (Base: Haven't used facilities)

		Total Mentions		
Facility/program		Maple Ridge (%) (n=54)	Pitt Meadows (%) (n=59)	Overall (%) (n=114)
Top Tier	No time/busy	16	19	17
	Too old	12	11	12
	Health problems	10	13	11
	No interest	11	8	10
Mid-Tier	Just moved into the area	8	6	7
	We go to other places	5	11	7
	Have been out of town	7	3	6
Bottom Tier	Poor weather	5	6	5
	Don't need facilities	5	4	5
	Working too much/hard	5	1	5
	Spouse in poor health	5	3	5
	The cost	3	8	4
	Kids are grown up	3	2	3
	Other	6	22	10
	No specific reason	14	11	14

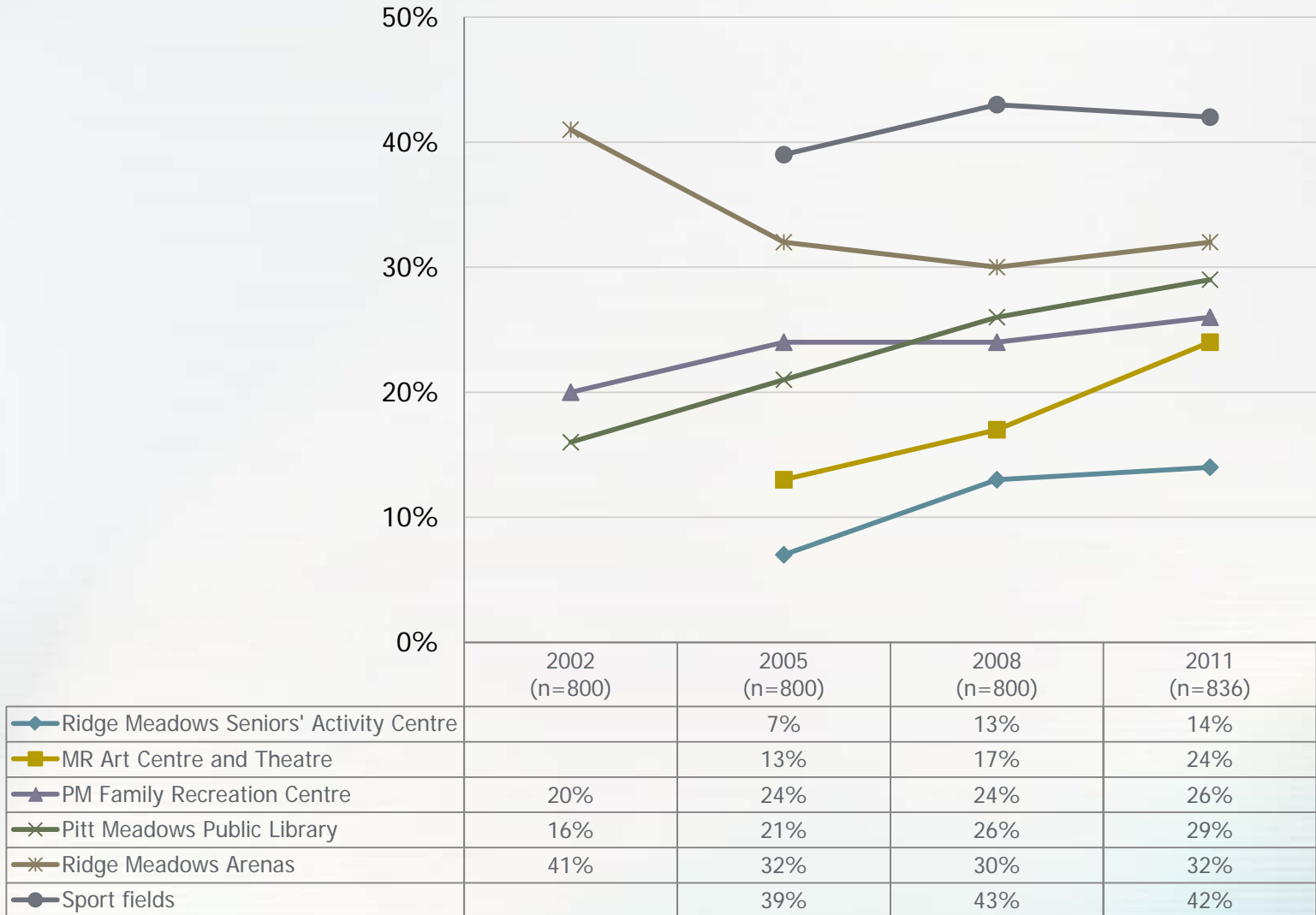
Primary Activities

Q3. What would you say are the primary cultural, sport or recreational activities that you personally participate in?
(Base: Total)

Activities	Total Mentions		
	Maple Ridge (%) (n=436)	Pitt Meadows (%) (n=400)	Overall (%) (n=836)
Top Tier			
Walking/hiking	33	41	34
Parks	24	15	22
Swimming	19	20	20
Mid-Tier			
Leisure/community centre	17	13	16
Use trails (unspecified)	12	13	13
Bottom Tier			
Gym	6	10	7
Biking	7	8	7
Dykes	5	5	5
Library	4	6	4
Acting	5	2	4
Camping	4	2	4
Other sports	30	25	29
Other	34	31	34
Don't know	8	9	9

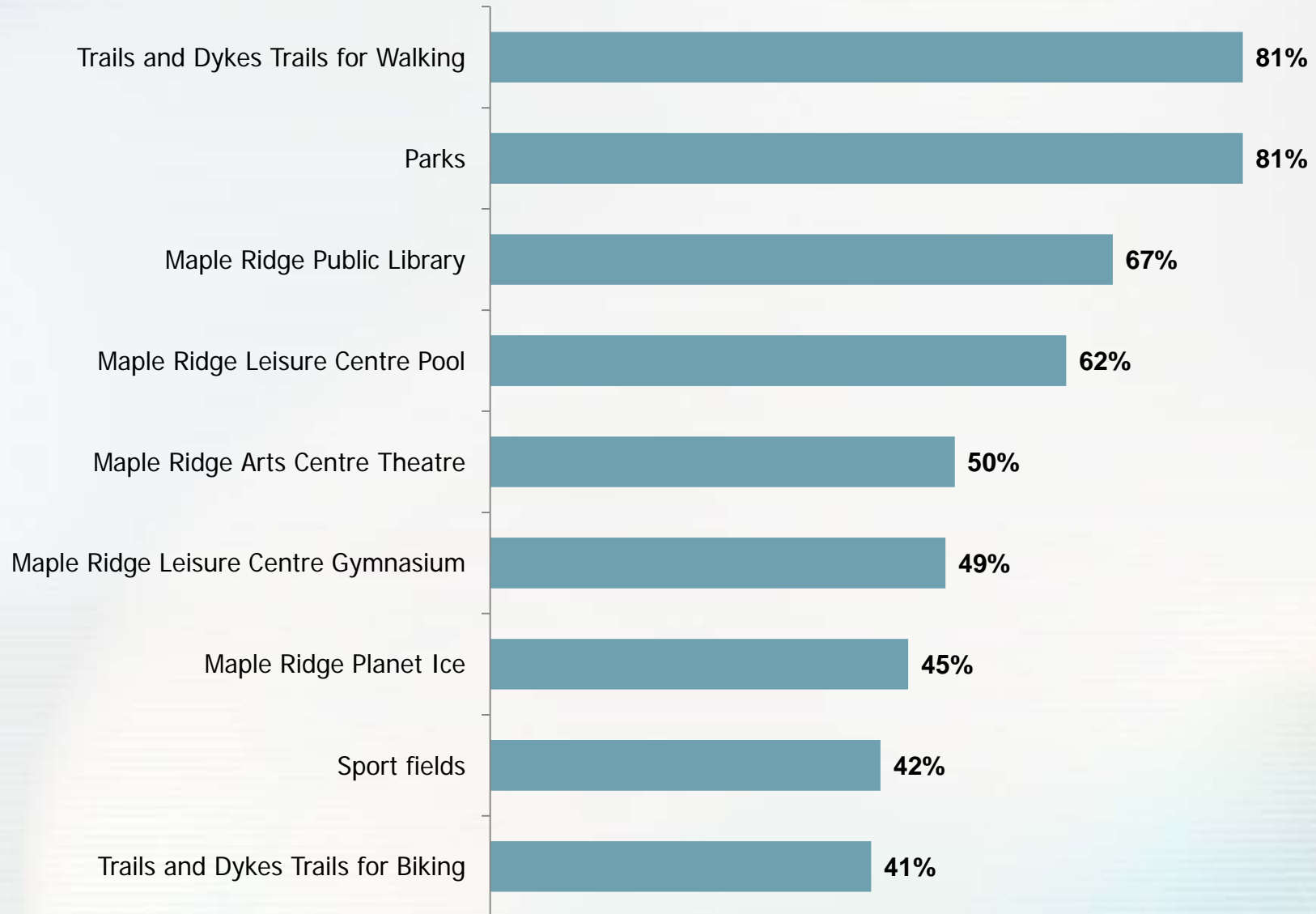
Usage of Specific Facilities – Tracking (cont'd)

Q4. I would like you to tell me if anyone in your household has used the...? (Base: Total)



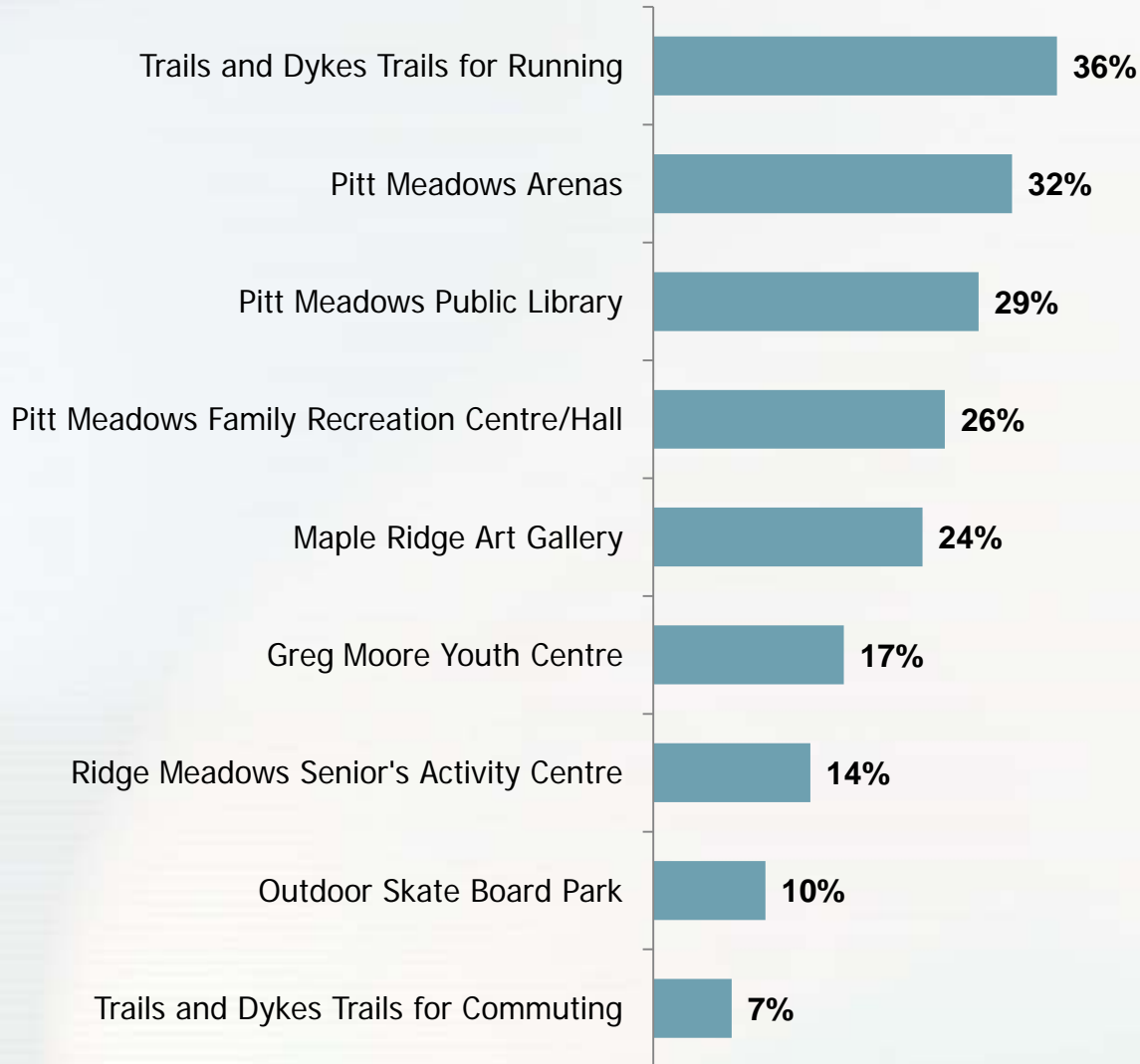
Usage of Specific Facilities

Q4. I would like you to tell me if anyone in your household has used the...? (Base: Total, n=836)



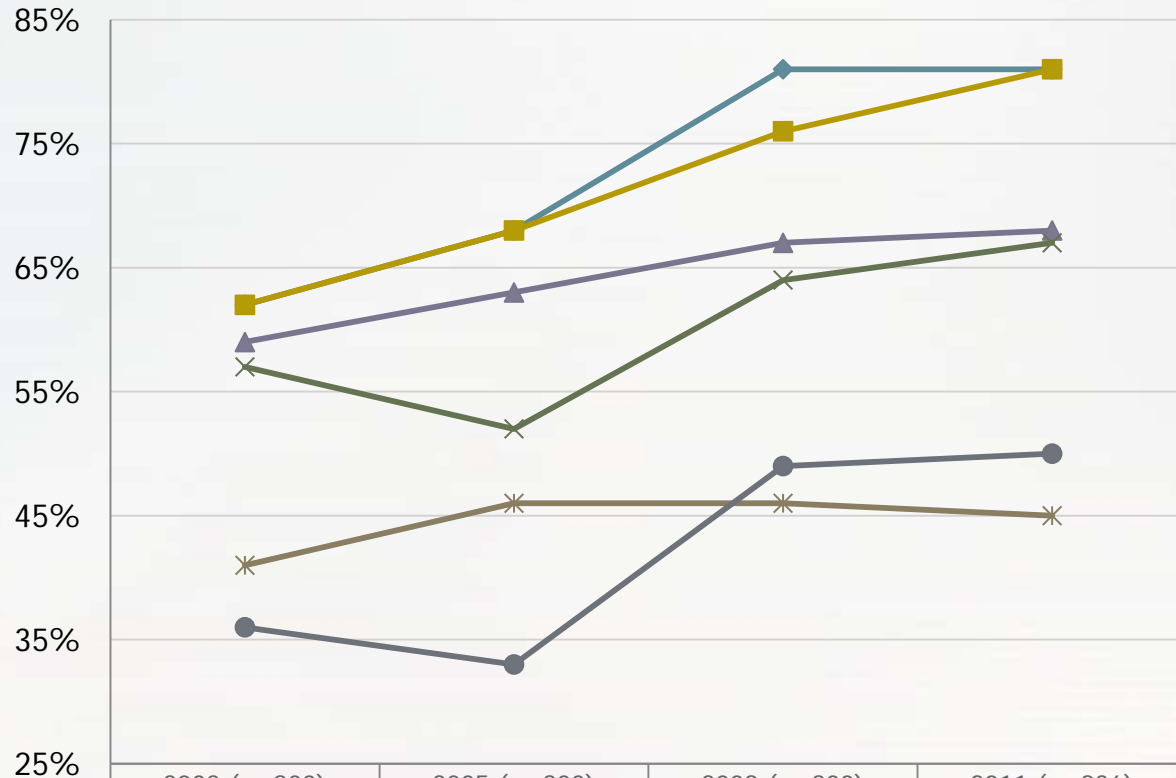
Usage of Specific Facilities [cont'd]

Q4. I would like you to tell me if anyone in your household has used the...? (Base: Total, n=836)



Usage of Specific Facilities – Tracking

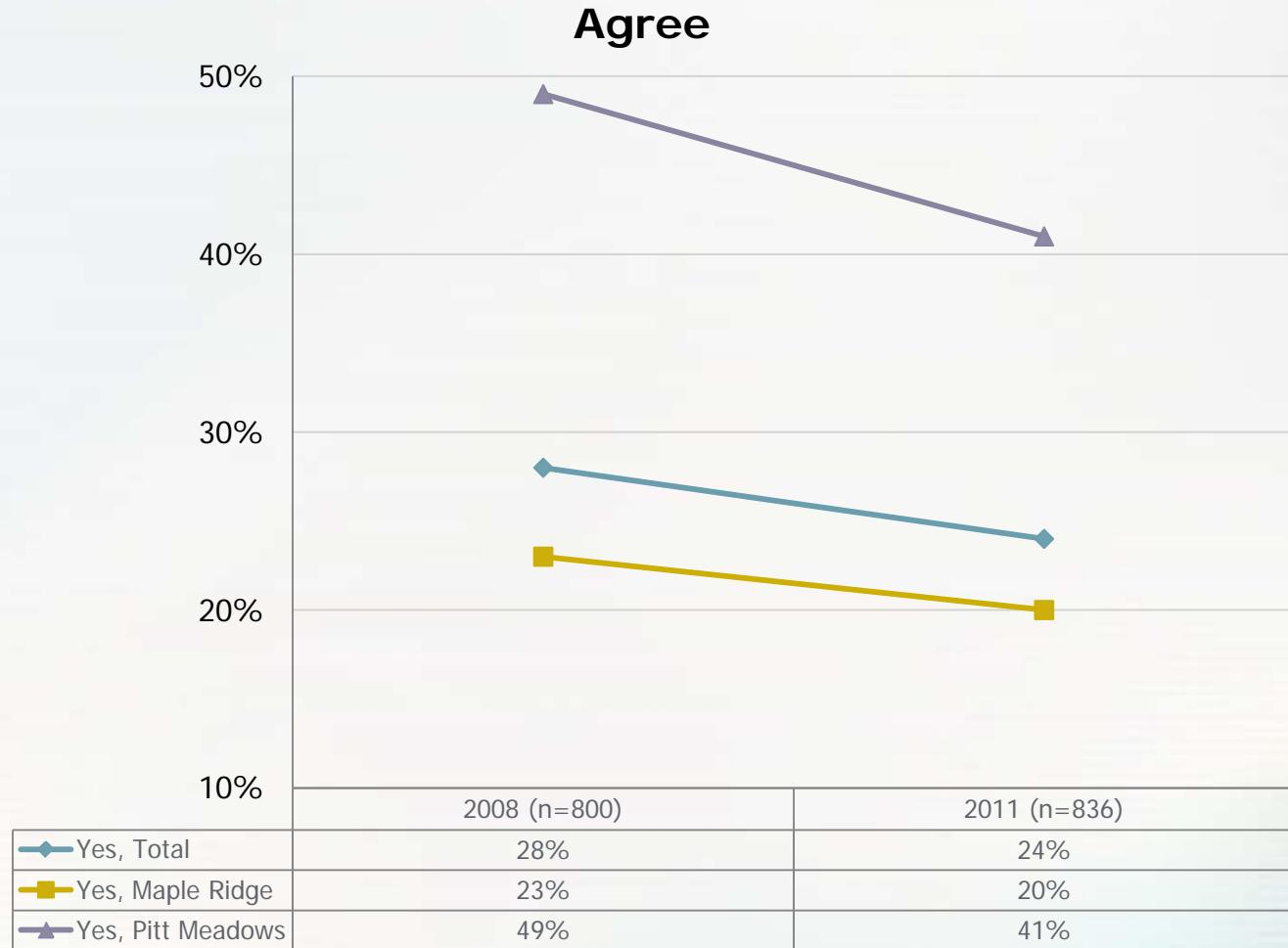
Q4. I would like you to tell me if anyone in your household has used the...? (Base: Total)



◆ Parks	62%	68%	81%	81%
■ Trails and dykes	62%	68%	76%	81%
▲ MR Leisure Centre	59%	63%	67%	68%
× Public Library	57%	52%	64%	67%
* MR Planet Ice	41%	46%	46%	45%
● MR Arts Centre Theatre	36%	33%	49%	50%

Any Facilities and Programs Not Currently Available

Q5. Are there any recreational or cultural facilities or programs not currently available in Maple Ridge and Pitt Meadows, which you would like to see provided? (Base: Total)



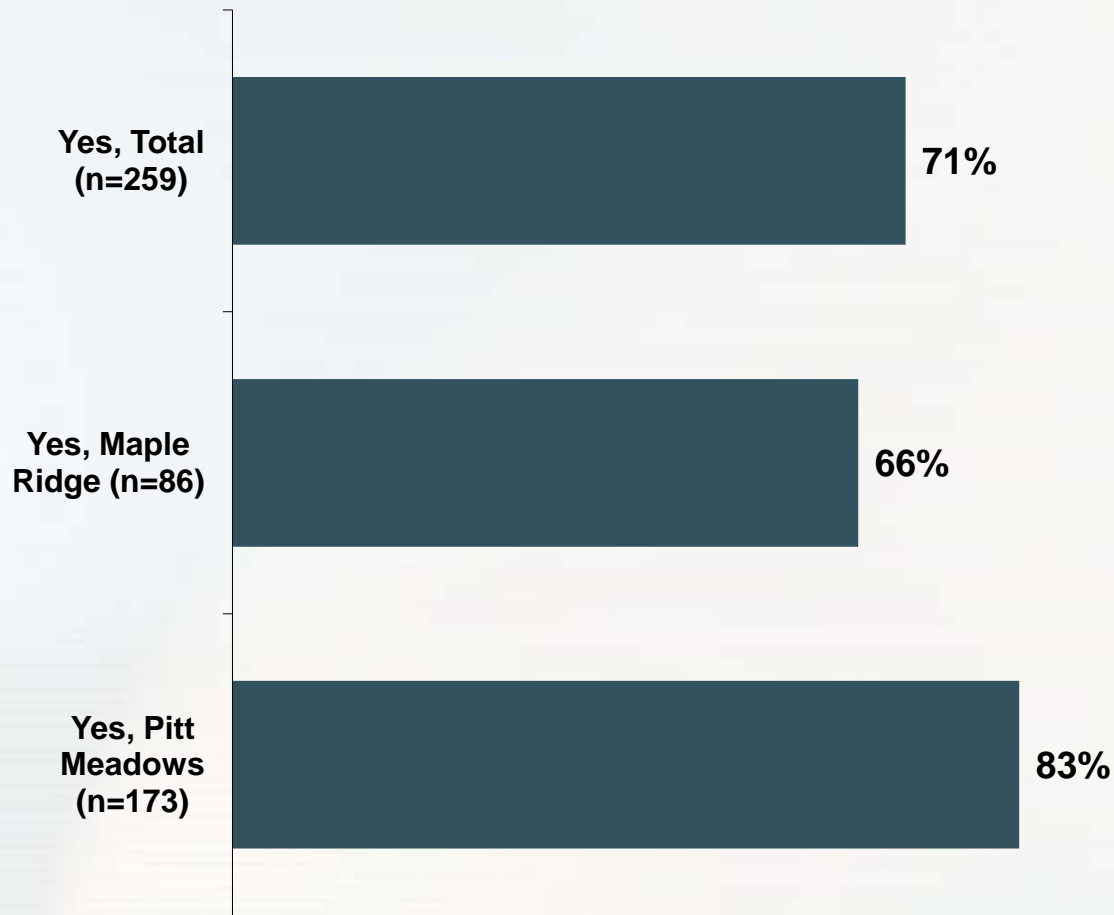
Facilities and Programs Not Currently Available

Q5. Could you please describe the programs you would like to see? (Base: Suggested additional programs)

	Areas	Total Mentions		
		Maple Ridge (%) (n=86)	Pitt Meadows (%) (n=173)	Overall (%) (n=259)
Top Tier	Closer / better pool	13	54	26
Mid-Tier	More theatre, arts, concerts	9	2	7
	Parks / gardens / fields	5	3	5
	More programs for young kids	5	2	4
	Skateparks	3	5	4
	Trails	5	2	4
	Music	5	2	4
	Boating / canoeing	5	2	4
Bottom Tier	Dog park / off leash park	4	2	3
	Seniors services	2	5	3
	Special needs programs	4	2	3
	Leisure centre improvements	2	3	3
	Other	40	22	35

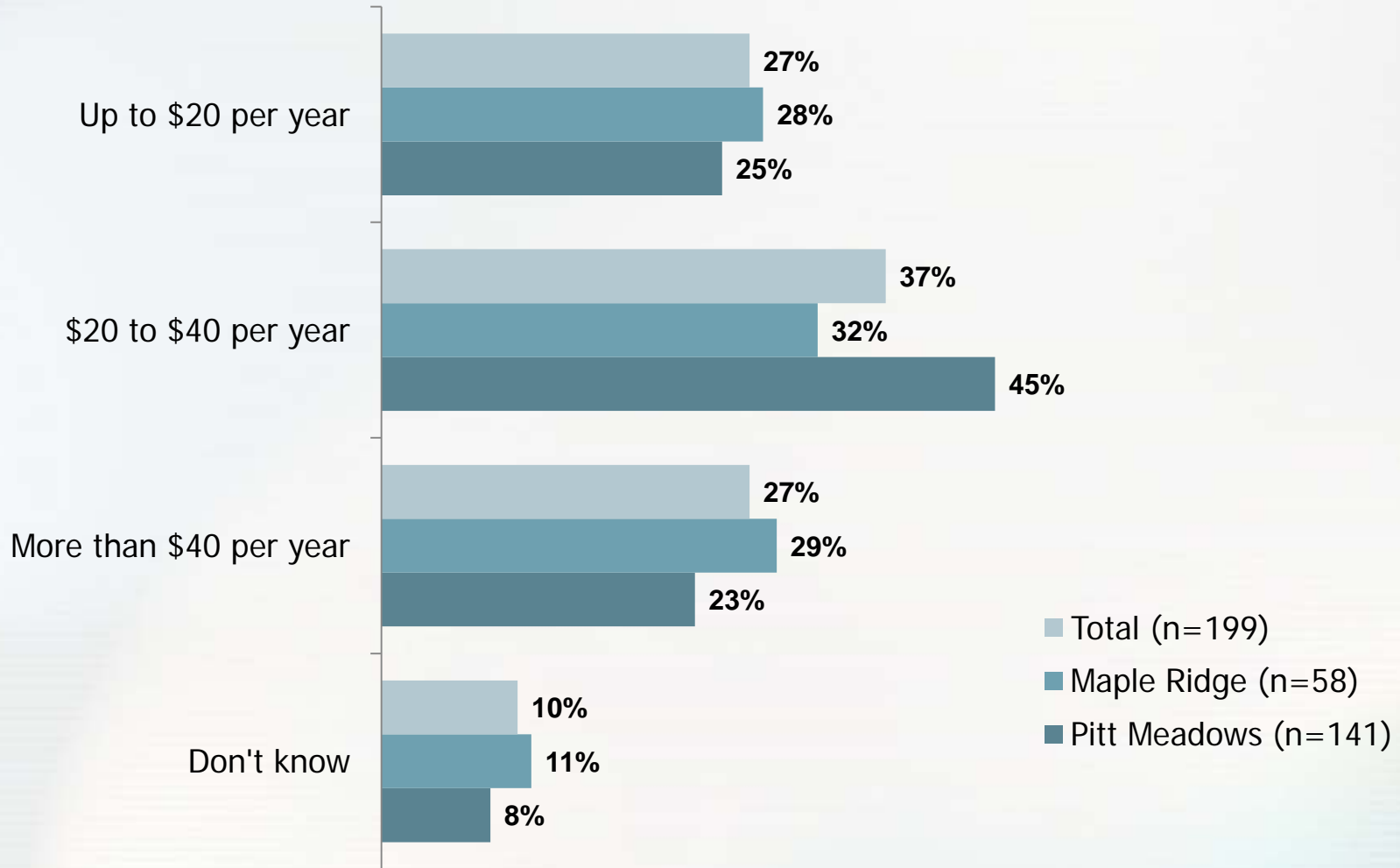
Additional Taxes

Q6. Would you be prepared to pay additional taxes to support the provision of these additional services? (Base: Would like to see additional recreational or cultural facilities)



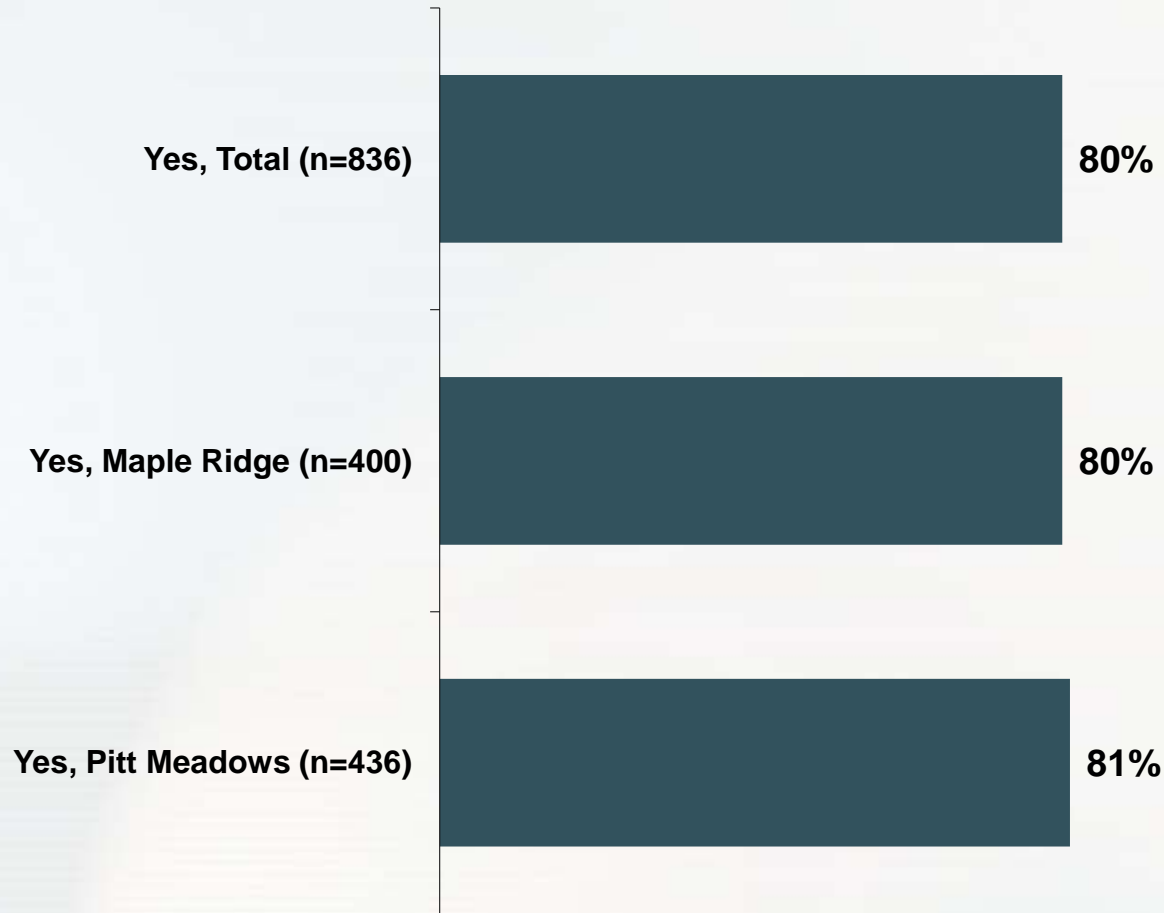
Amount of Additional Taxes

Q7. And how much in additional taxes would you be prepared to pay? (Base: Willing to pay additional taxes)



Areas Needing Protection (General)

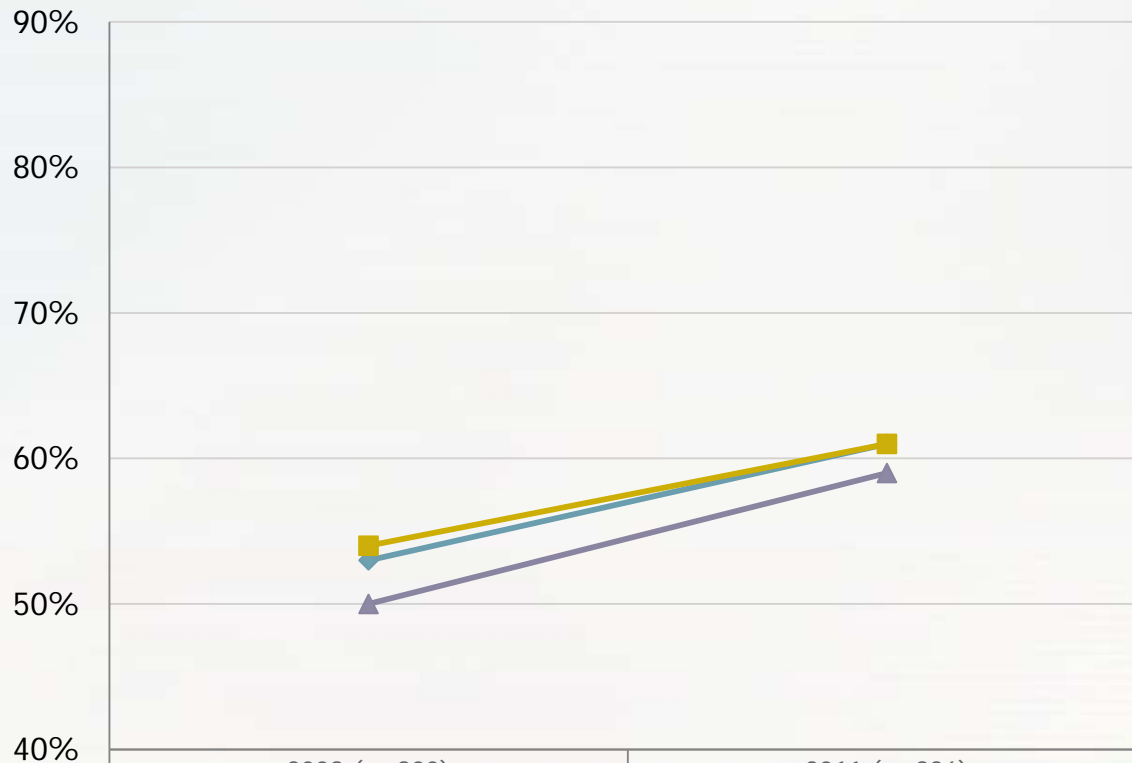
Q8. Are there any important natural areas, open spaces or heritage landscapes within Maple Ridge and Pitt Meadows, which you feel need to be protected? (Base: Total)



Areas Needing Protection (Named Specific Areas)

Q8. Are there any important natural areas, open spaces or heritage landscapes within Maple Ridge and Pitt Meadows, which you feel need to be protected? (Base: Total)

Agree



	2008 (n=800)	2011 (n=836)
◆ Yes, Total	53%	61%
■ Yes, Maple Ridge	54%	61%
▲ Yes, Pitt Meadows	50%	59%

Specific Areas Needing Protection

Q8. And if so, could you name or identify them [areas needing protection]?(Base: Total who feel there are areas that need protecting)

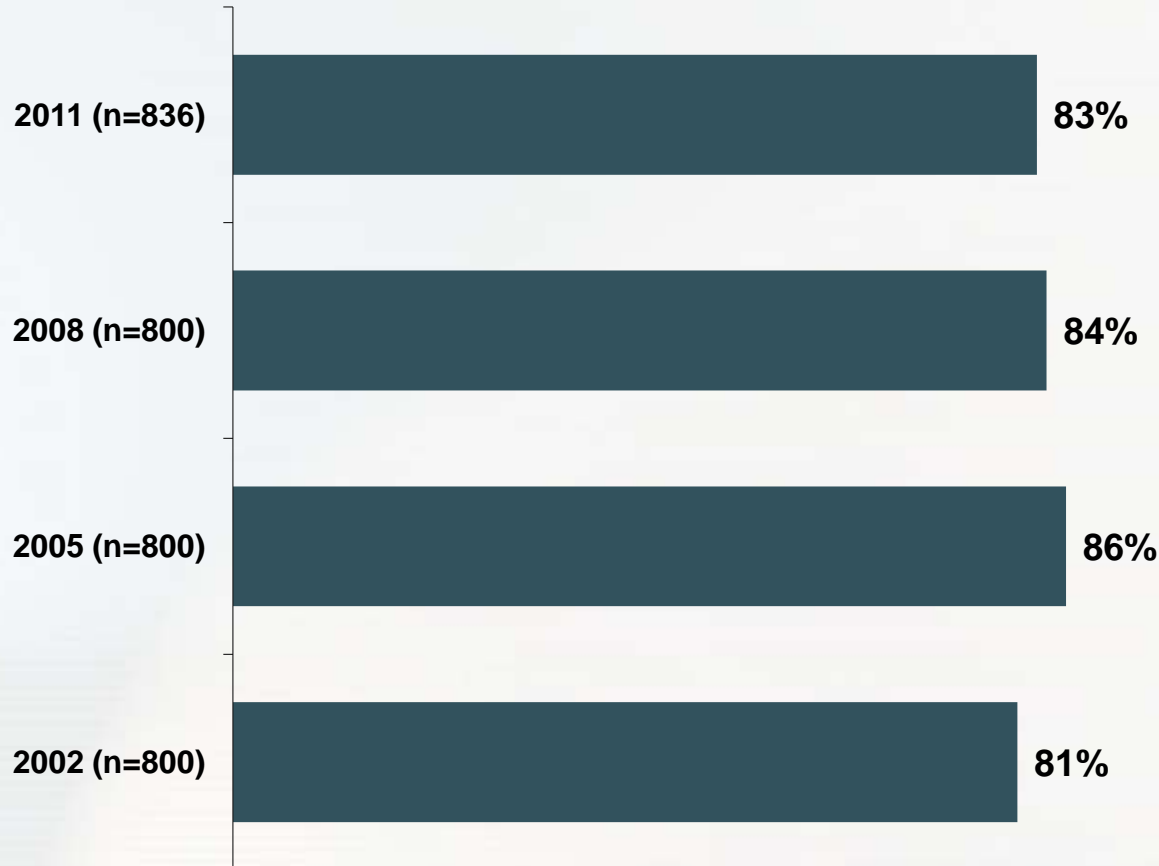
	Areas	Total Mentions		
		Maple Ridge (%) (n=517)	Pitt Meadows (%) (n=120)	Overall (%) (n=639)
Top Tier	Dyke	13	14	14
	Parks	9	4	8
Mid-Tier	Kanaka Creek / River	7	1	6
	Golden Ears	6	4	5
	Agricultural land	4	9	5
	Pitt Lake / Pitt River	4	7	5
Bottom Tier	Albion Flats	5	1	5
	Trails	4	6	4
	Allouette Lake / Allouette	4	3	4
	Pitt Meadows	3	9	4
	Jackson Farm	4	1	4
	Maple Ridge Park	4	2	4
	Pitt Boulder Area	2	3	2
	Other	24	30	24
	Nothing	32	38	33

Satisfaction with Recreation Facilities

Range of Parks, Recreation and Cultural Activities - Tracking

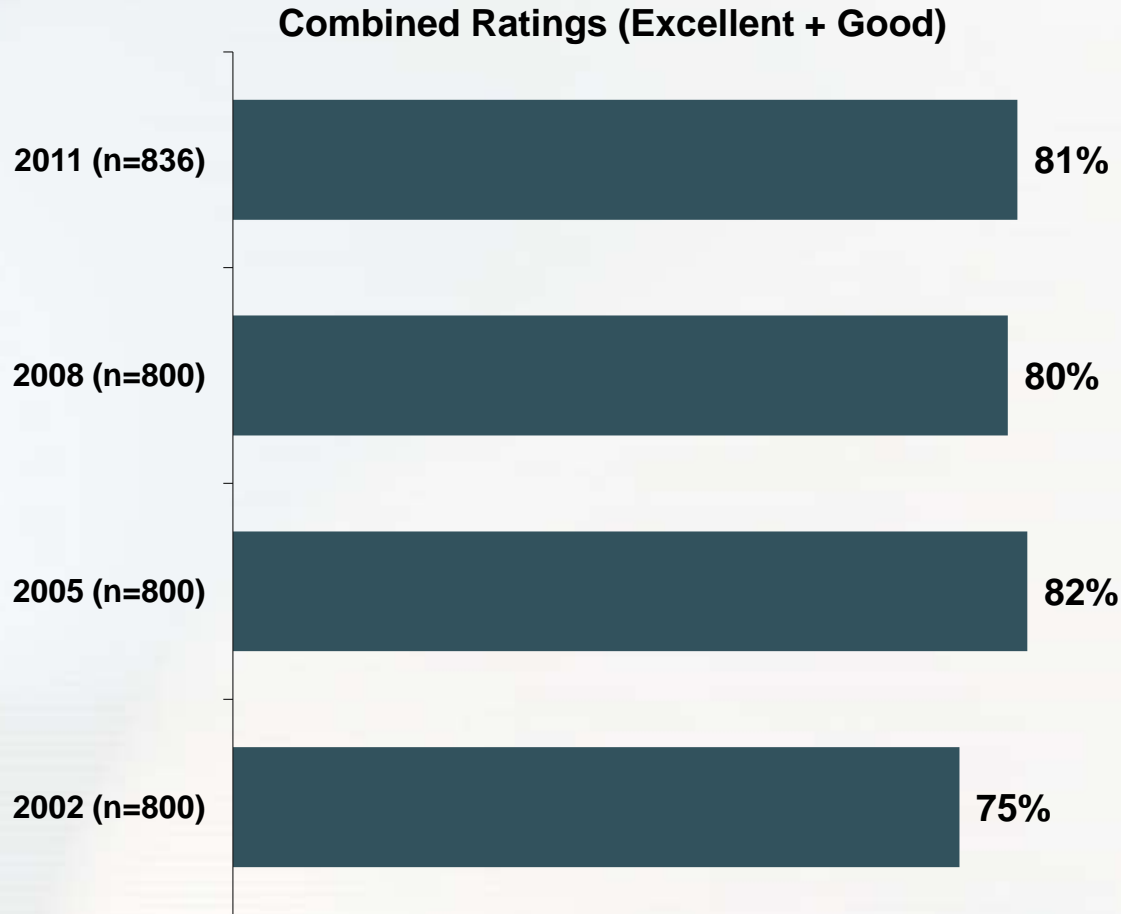
Q9. Overall, how would you rate the range of the parks, recreation and cultural activities offered? Would you say it is...? (Base: Total)

Combined Ratings (Excellent + Good)



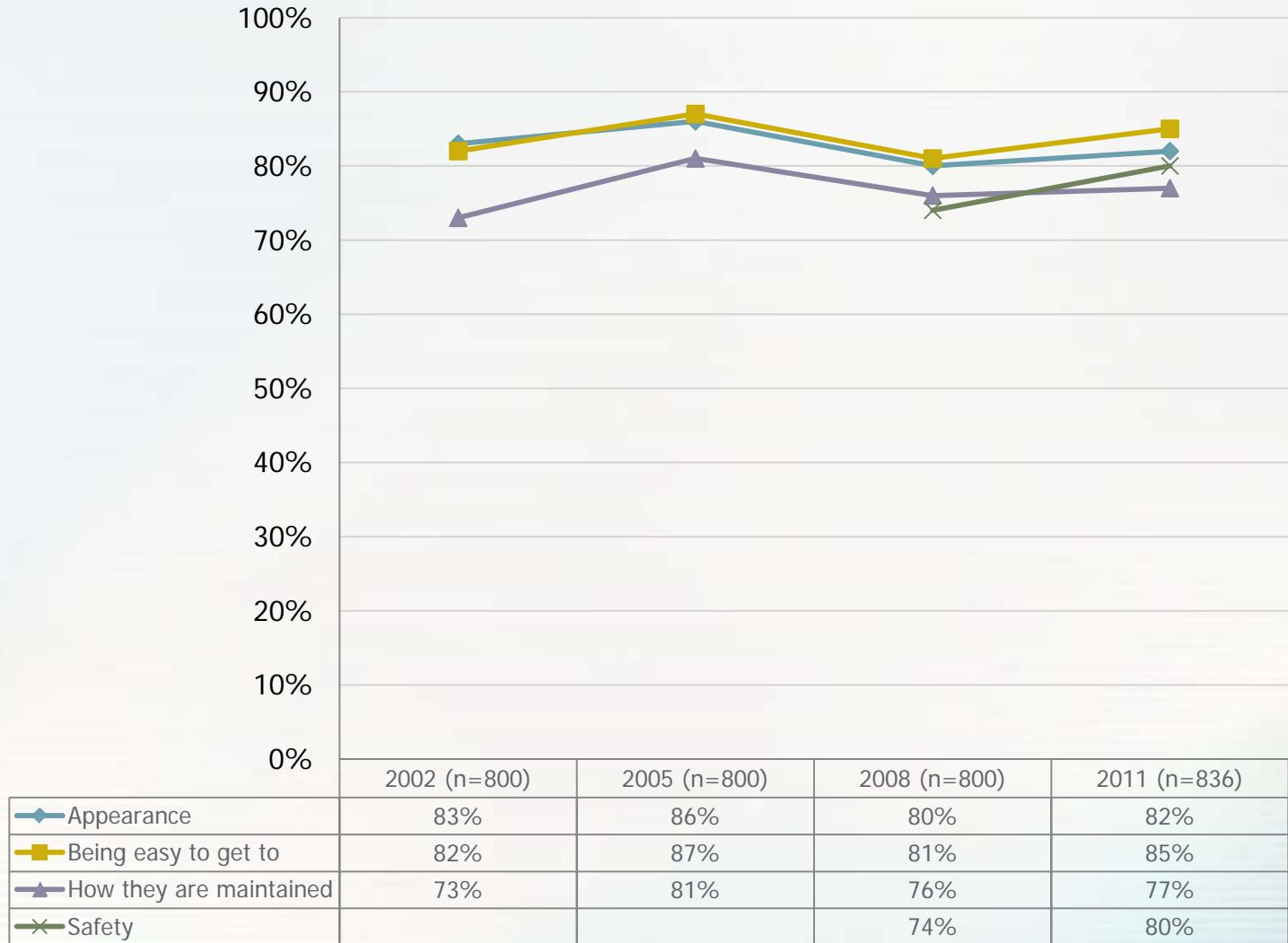
Quality of Parks, Recreation and Cultural Activities - Tracking

Q10. Overall, how would you rate the quality of the parks, recreation and cultural activities offered? Would you say it is...? (Base: Total)



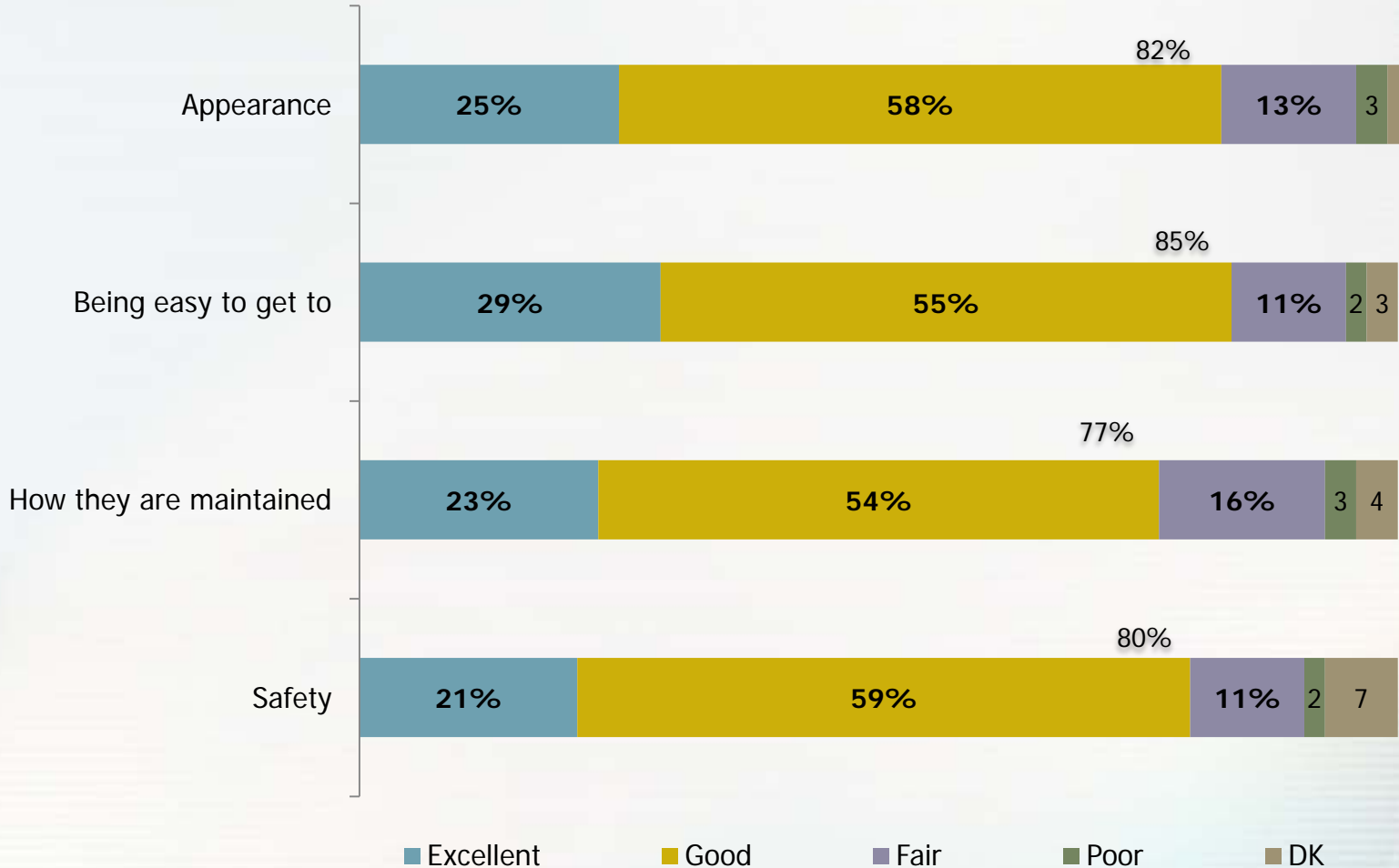
Satisfaction With Parks and Recreation Attributes - Tracking

**Q11. How would you rate the Maple Ridge and Pitt Meadows parks, recreation and cultural facilities in terms of...
(Base: Total)**



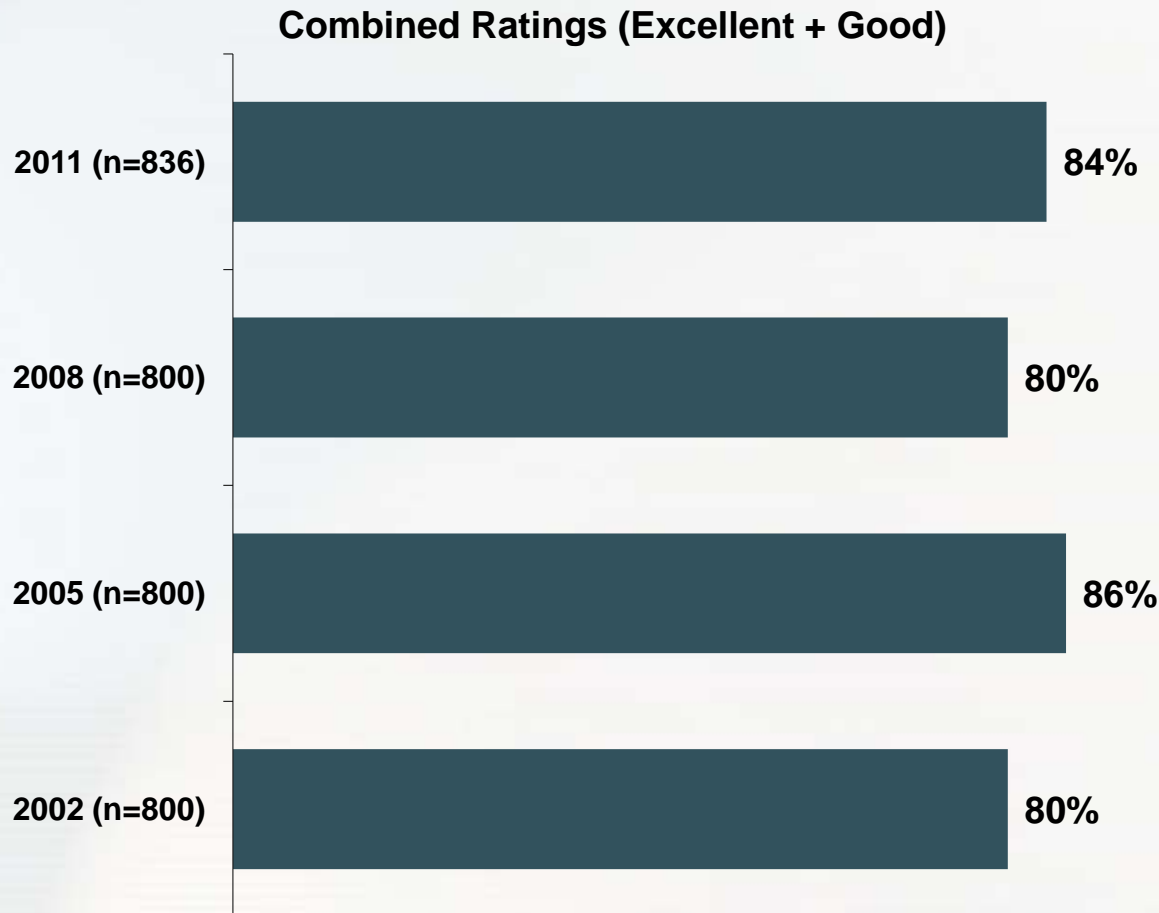
Performance of specific attributes

Q11. How would you rate the Maple Ridge and Pitt Meadows parks, recreation and cultural facilities in terms of...
(Base: Total)



Overall Satisfaction - Tracking

Q12. Finally, how would you rate your overall satisfaction with the combined municipalities' parks, recreation and cultural programs and facilities? (Base: Total)

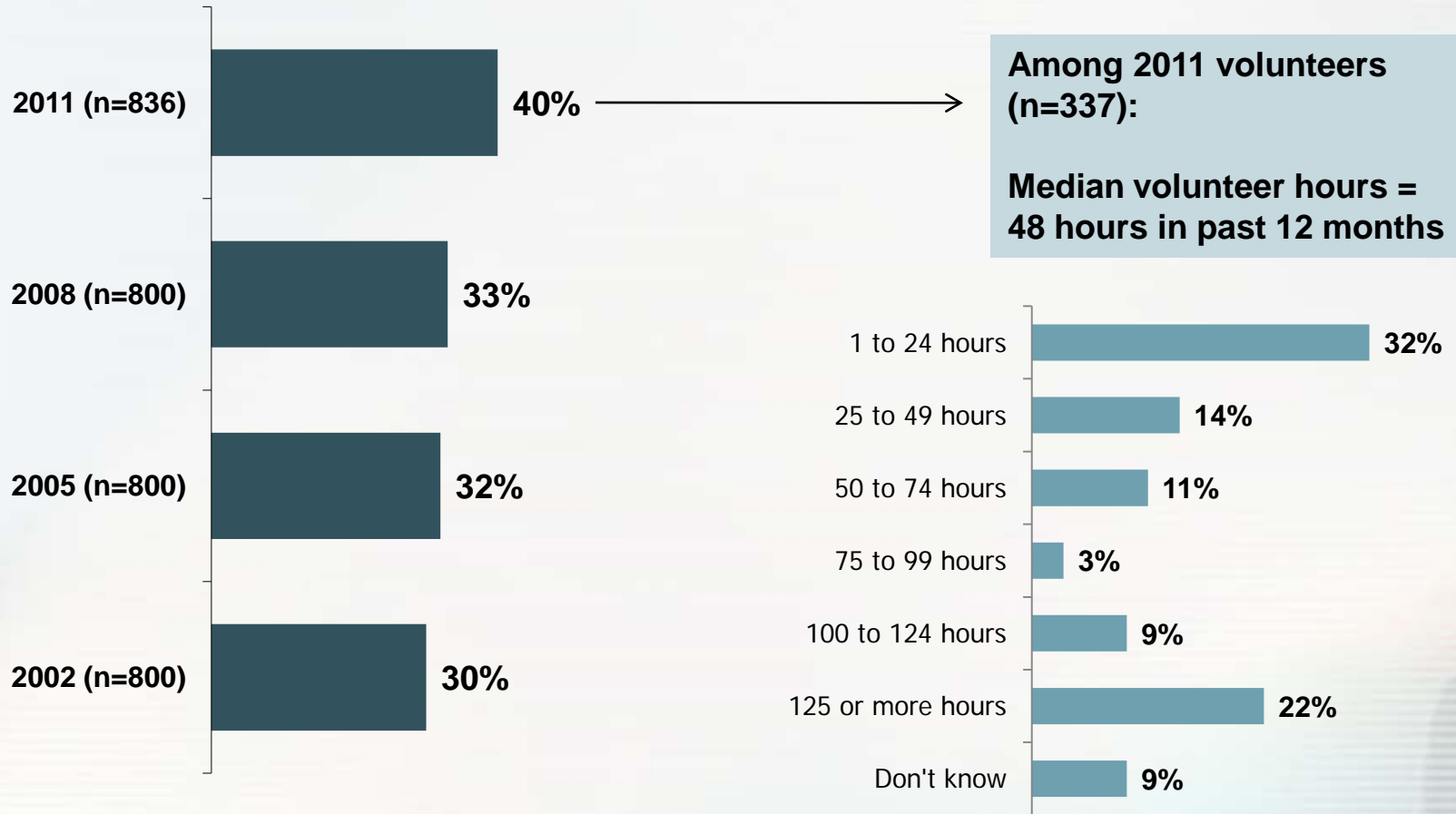


Volunteer Work

Volunteered Within Past 12 Months

Q13. Have you personally done any volunteer work within the community during the past 12 months? (Base: Total)

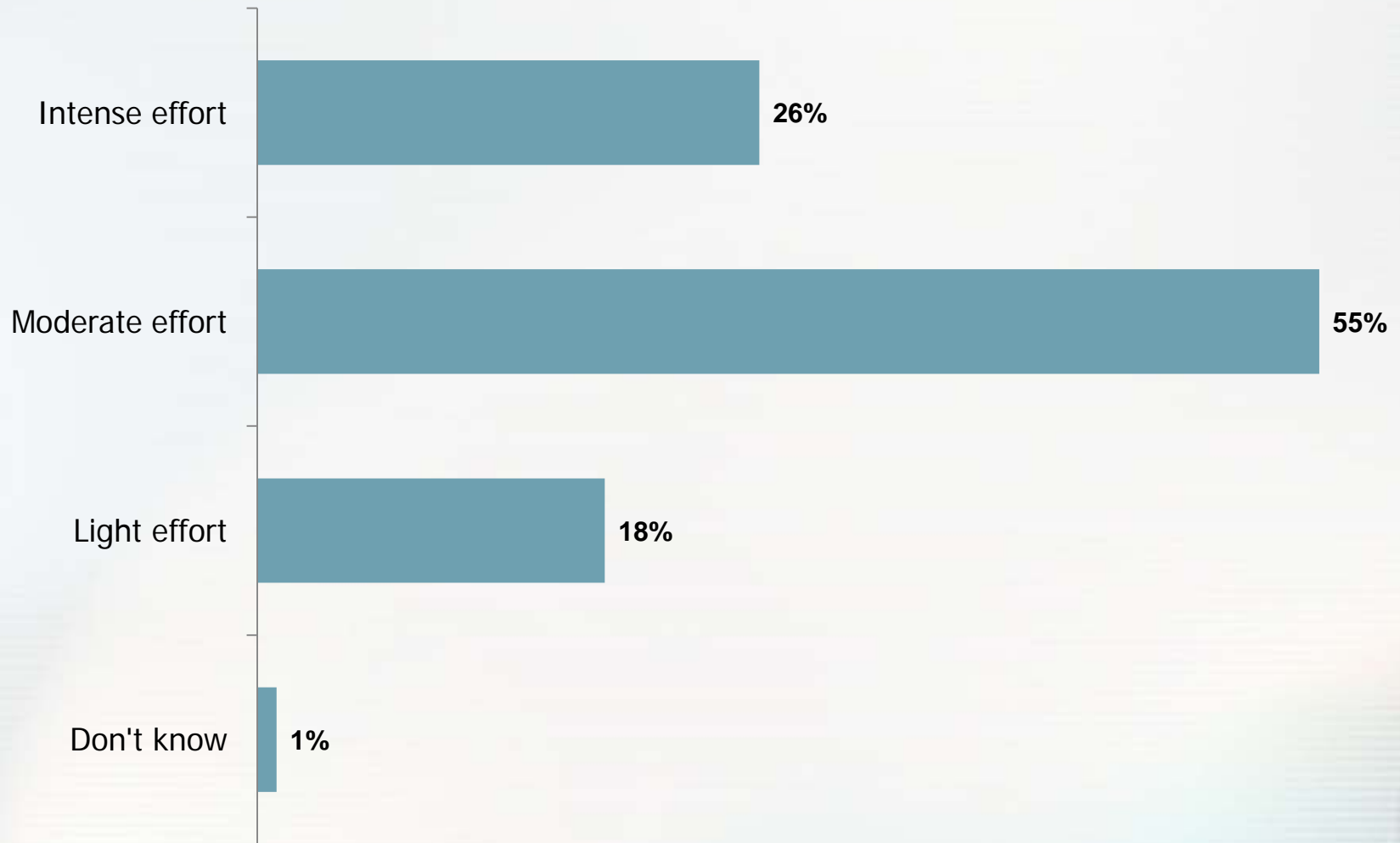
Volunteered - Tracking



Fitness and Physical Activity

Physical Activity – Effort Level

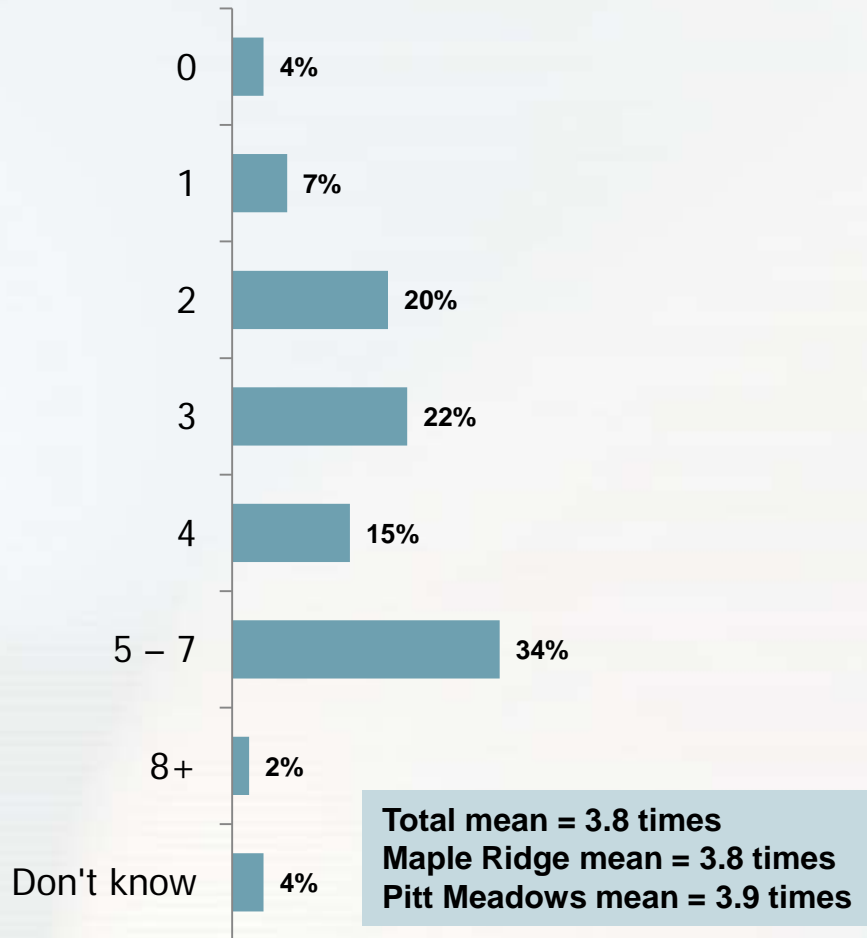
Q15. When you engage in physical activity, do you think you make an intense effort, a moderate effort, or a light effort?
(Base: Total, n=836)



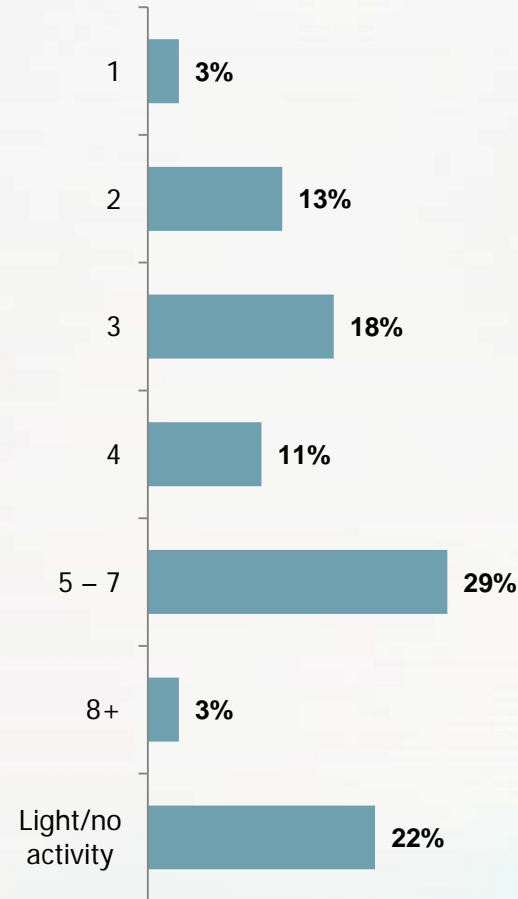
Amount of Exercise Per Week

Q16. In a typical week, how many times do you engage in physical activity or exercise for a period of 30 minutes or more? (Base: Total, n=836)

Activity – All Effort Levels



Activity – Moderate/Intense



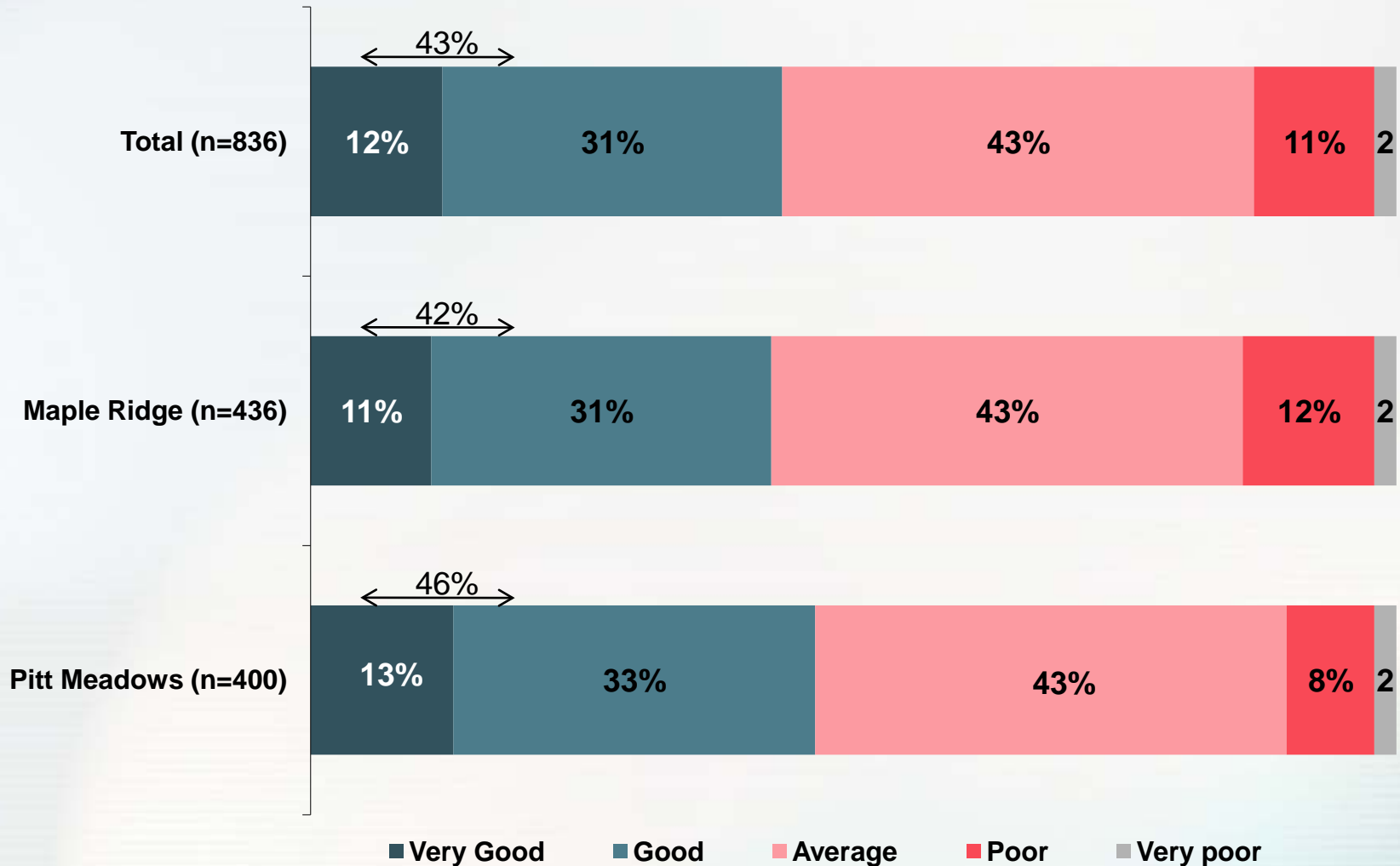
Types of Activities

Q17. What types of physical activity would you engage in on a weekly basis? (Base: Total who named type of physical activity)

	Physical Activity	Total Mentions		
		Maple Ridge (%) (n=436)	Pitt Meadows (%) (n=400)	Overall (%) (n=836)
Top Tier	Walking / hiking	66	58	65
Mid-Tier	Cycling / bicycling	21	20	21
	Running / jogging only	18	21	19
	Workout at gym / workout	14	22	15
	Swimming only	12	9	11
Bottom Tier	Weight training	7	9	8
	Working / working in the yard	5	4	5
	Cardio / aerobics	4	5	4
	Yoga	4	4	4
	Running / running with dog	4	2	4
	Soccer only	4	3	4
	Hockey only	3	4	3
	Boating/kayaking/rowing	4	1	3
	Exercise class	3	2	3
	Other	24	26	24
	Don't know	3	2	3

Fitness Level

Q18. Generally speaking, would you describe your current level of physical fitness as... (Base: Total)



Reasons for Exercising

Q19. What is the main reason why you participate in physical activity and exercise? (Base: Total)

		Total Mention		
Reasons		Maple Ridge (%) (n=436)	Pitt Meadows (%) (n=400)	Overall (%) (n=836)
Top Tier Mid-Tier	Health / to stay fit	56	59	56
	To enjoy / fun	14	12	14
	Weight control	8	7	8
	To feel good / better	5	5	5
Bottom Tier	Stay in shape	5	4	5
	Good / good for us	5	2	4
	Have kids / keep up with kids	3	2	3
	Like to be outside /	2	3	2
	Stress release / relaxation	2	3	2
	Dog / take my dog out for a walk	2	2	2
	To stay alive / keep going	1	3	2
	Other	18	17	18
	Don't Know / Not Sure	4	2	4

Obstacles to Participating in Physical Activity

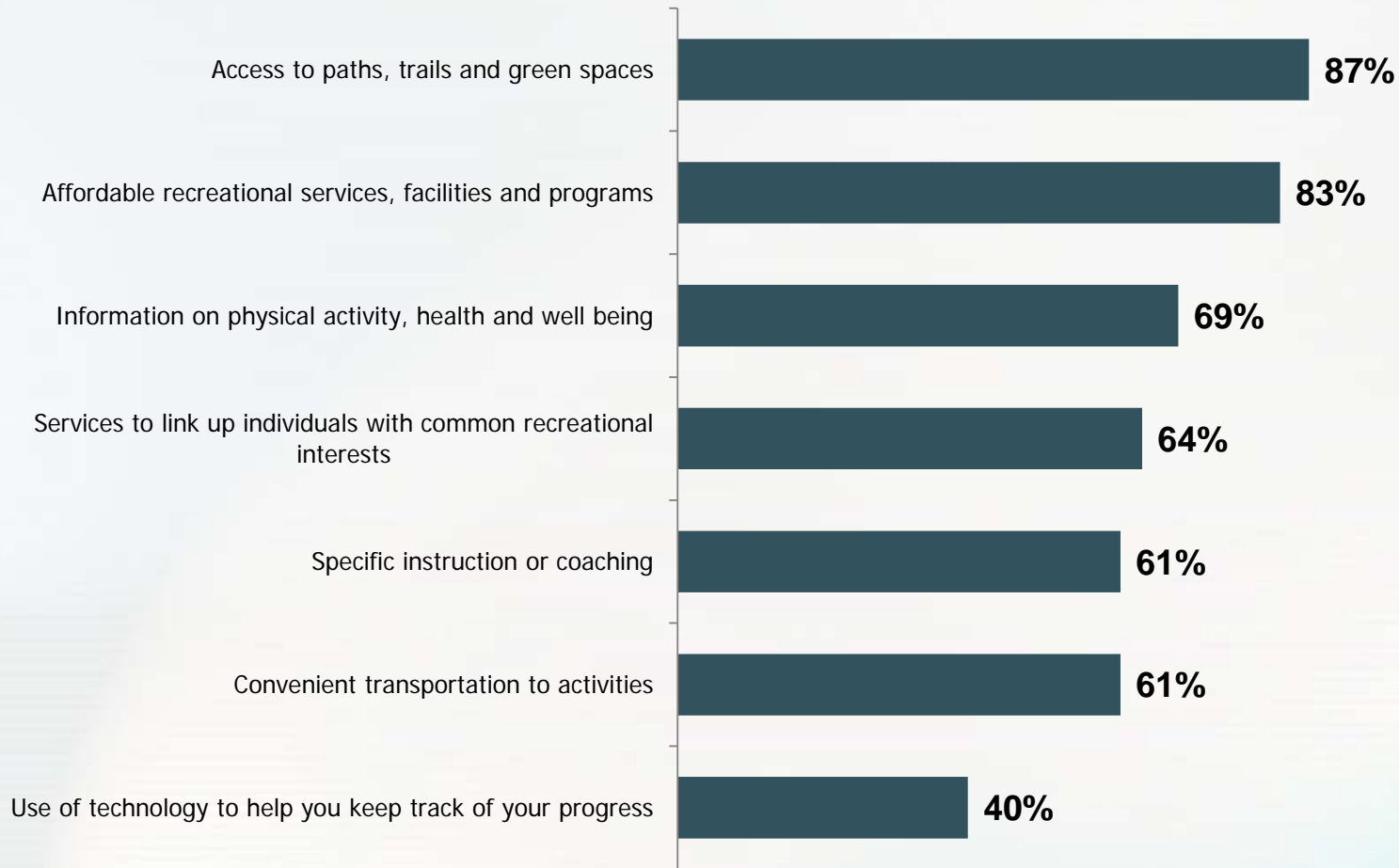
Q20. What would you say is the main barrier to you participating in physical activity and exercise? (Base: Total)

		Total Mentions		
Barriers		Maple Ridge (%) (n=436)	Pitt Meadows (%) (n=400)	Overall (%) (n=836)
Top Tier	Time / lack of time	30	34	31
Mid-Tier	Health / my health /	17	14	16
	Weather	7	8	7
Bottom Tier	Work full-time / work schedule	5	6	5
	Lazy / laziness	4	3	4
	Children / have small children	4	3	4
	Age / My age / I'm old	4	2	3
	Too expensive / cost /	3	3	3
	Me / myself / procrastination	2	1	2
	Other	15	13	15
	None	9	13	10
	Don't know / not sure	5	5	5

Importance Contributing to Physical Activity - Summary

Q21. Overall, how important would _____ be in helping you become physically active? Base: Total, n=836

Top Box (Very Important + Somewhat Important)

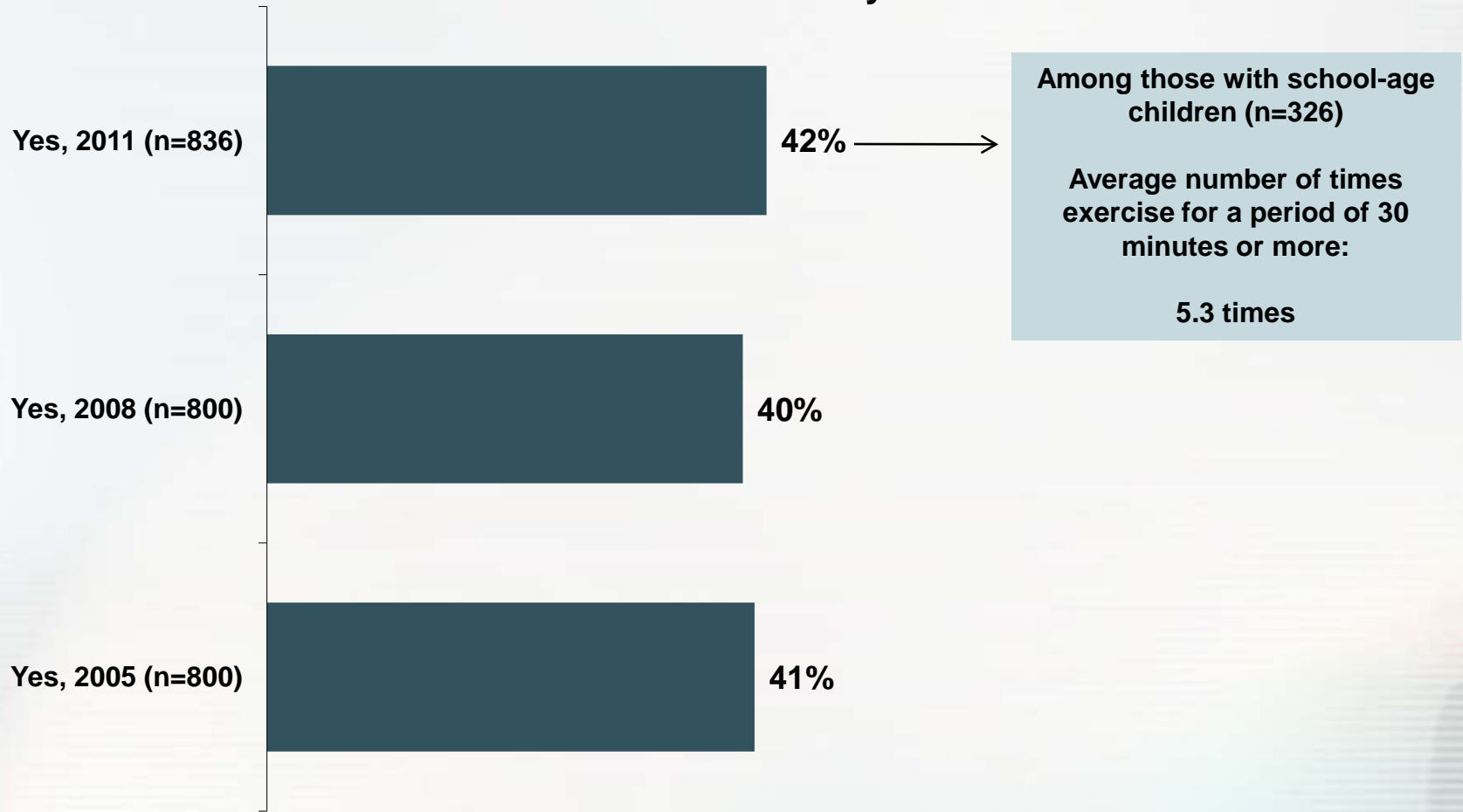


Fitness and Physical Activity: Children

Households with School-Age Children

Q22. Are school-age children currently living in your household? Under the age of 18, but old enough to attend kindergarten, elementary school, junior high or high school. (Base: Total)

Annual Summary



Types of Activities: Children

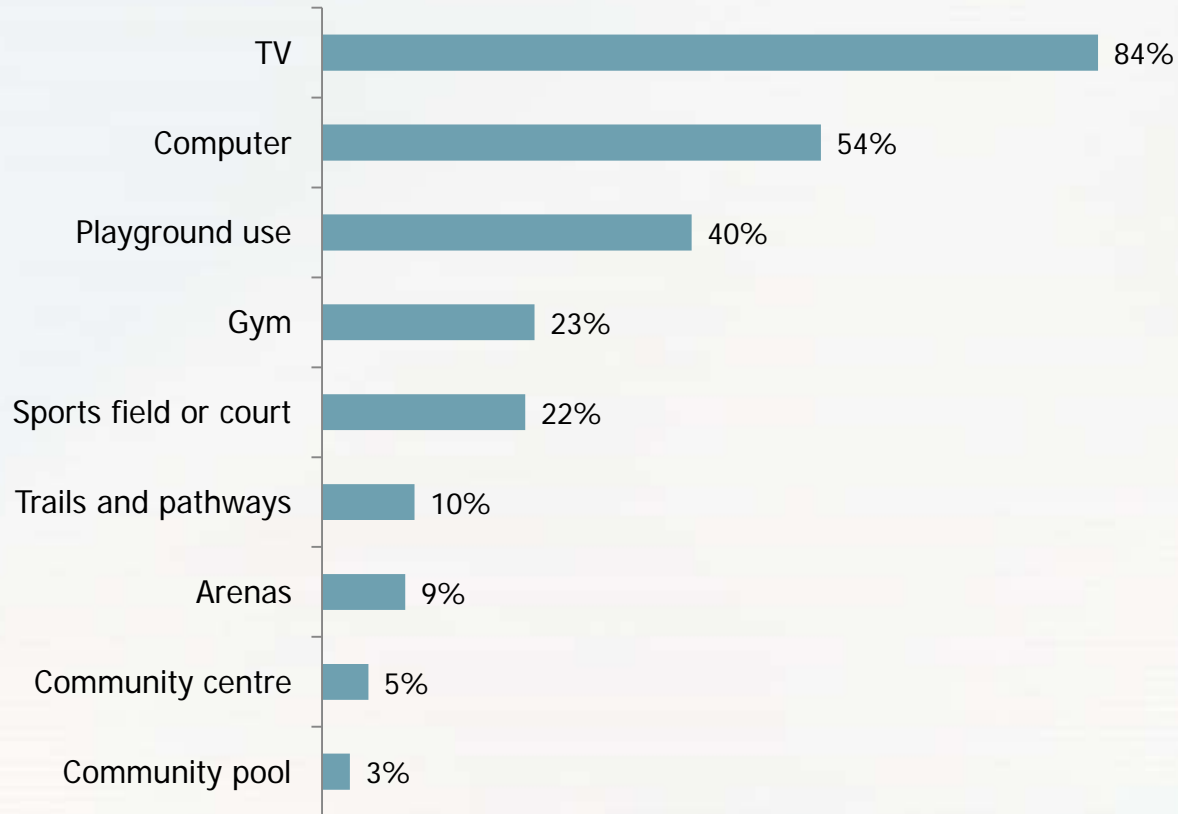
Q24. What types of physical activity would they engage in on a weekly basis? (Base: Total who have school-age children living at home)

	Physical Activity	Total Mentions		
		Maple Ridge (%) (n=160)	Pitt Meadows (%) (n=166)	Overall (%) (n=326)
Top Tier	Running	31	21	29
	Soccer	27	28	27
	Biking	28	19	26
	Swimming	27	20	26
	Walking	22	25	23
Mid-Tier	Hockey	18	16	18
	Dance	14	18	15
	Skating	15	9	14
	Gym	14	15	14
Bottom Tier	Sports (general)	12	8	11
	Baseball	10	9	10
	Basketball	6	9	7
	Park activities	6	9	7
	Physical Education	6	5	6
	Other	66	63	64
	Don't Know	3	4	3

Specific daily activities (school-age children)

Q25. How often does your child/do your children use...? (Base: Total who have school-age children living at home)
Base: n=326

Daily Activities



Summary

Usage

- The proportion residents reporting that someone in their household has used a district park, recreation facility or recreation program over the past 12 months is consistent with results from 2008.
- Usage of specific facilities has also remained relatively consistent.

Performance

Residents' satisfaction with recreation programs and facilities has remained consistent on the attributes: quality, range, appearance and how they are maintained.

The attributes that have statistically significant increases in positive (excellent + good) ratings include:

- **Safety** (from 74% to 80%)
- **Being easy to get to** (from 81% to 85%)
- **Overall** (from 80% to 84%)

Areas Needing Protection

- The proportion of residents who name important areas needing protection has increased from 53% to 61%.
- Overall, 80% feel that there are important areas needing protection.

Volunteerism

- The proportion of residents who have volunteered in their community over the past twelve months increased from 33% to 40%.
- Significant increases in volunteerism among residents ages 18 to 34 and 35 to 54 contributed to that overall increase.
- Hours spent annually volunteering (among volunteers) has increased from 40 hours to 48 hours since 2008.

Physical Fitness

- Current Canadian Society for Exercise Physiology (CSEP) guidelines recommend adults 18+ should accumulate at least 150 minutes of moderate- to-vigorous physical activity each week in bouts of 10 minutes or more.
- A minimum of 32% of residents meet or exceed the current weekly physical activity recommendations from the Canadian Society for Exercise Physiology (CSEP) .
- 43% of residents currently meet the physical activity guidelines established in 1998, consistent with the results from the 2005 Parks and Recreations survey.

Physical Fitness - Children

- School-age children of survey participants participate in exercise on average 5.3 times per week for at least 30 minutes.
- Most common activities: running, soccer, bicycling, swimming, walking.

Thank you!

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