

Appendix 5: Public Survey Topline Report

TOPLINE REPORT

Prepared for
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2.0 INTRODUCTION

During June of 2008, Hargreaves & Associates Ltd was contracted to conduct a telephone survey of residents of Mountain View County in support of the Mountain View County Recreation, Parks and Culture Master Plan being prepared by CDC Consultants of Calgary. This report presents a summary of the key findings from the survey.

The purpose of the survey was to provide quantitative data from County residents (rural and urban) to understand how existing recreational opportunities are used and where potential demand exists for future facilities and services and programming.

The survey was conducted by telephone with randomly selected residents of Mountain View County. A total of 640 interviews were conducted with County residents in urban and rural areas during June, 2008. A sample of this size is statistically representative of the total County population with a margin of error of $\pm 3.9\%$, 19 times out of 20.

The sample was proportionately stratified to reflect the population distribution between rural and urban residents. The urban sub-sample was further stratified based on the population sizes of each of the five principal urban centres in the County.

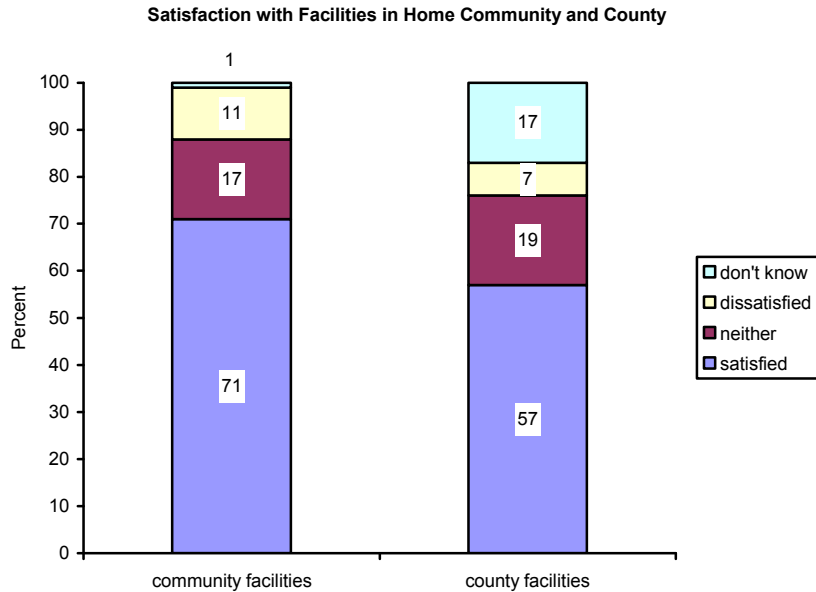
Sample Distribution

Community	No. of Interviews	% Of Sample
Olds	154	24.1
Didsbury	90	14.1
Cremona	18	2.8
Carstairs	68	10.6
Sundre	68	10.6
Rural County	242	37.8
<i>Total</i>	<i>640</i>	<i>100</i>

2.1 OVERALL SATISFACTION

Satisfaction rates are higher for community facilities than for County facilities.

There is a much higher “don’t know” response for county facilities (17%) than community facilities (1%).



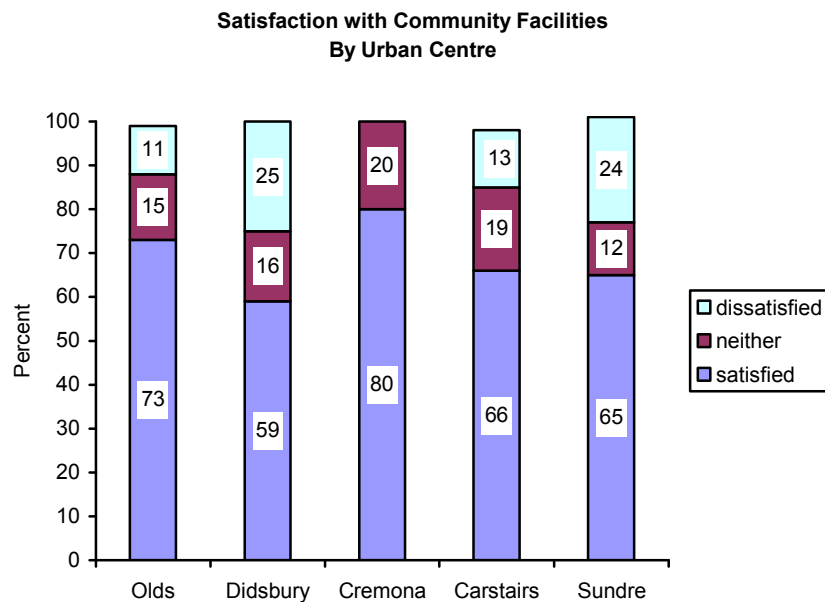
2.1.1 SATISFACTION BY RESIDENCE

Urban residents are slightly less satisfied with facilities that are either in their community or in Mountain View County. There are also higher rates of “neither satisfied nor dissatisfied” responses from rural residents compared to those from urban areas.

That 23% of urban residents answered “don’t know” when rating County-based facilities suggests that a notable segment of the urban population use only facilities in urban centres.

	Community Facilities		County Facilities	
	% Urban Residents	% Rural Residents	% Urban Residents	% Rural Residents
Dissatisfied	15	4	8	5
Neither	16	20	16	22
Satisfied	68	77	53	66
Don't know	1	-	23	7
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>	<i>100</i>

Rates of satisfaction with community facilities were highest in Cremona at 80% (although this is a small sample size) and Olds at 73%. Didsbury had the lowest satisfaction level at 59%.



2.1.2 SATISFACTION WITH EXISTING FACILITIES (Q2)

Over 90% of respondents are satisfied/very satisfied with golf courses, curling, museums, swimming pools, rodeo and related facilities, libraries, and arenas.

Dissatisfaction is highest for court or pad space for activities such as ball hockey (36%).

Between 40% and 50% of respondents were dissatisfied with outdoor ice rinks for shinny or skating, sports fields for football, basketball courts, tennis courts, water bodies for boating or canoeing, other sport courts, cross country ski trails, and aquatic play areas that include spray parks and paddling pools

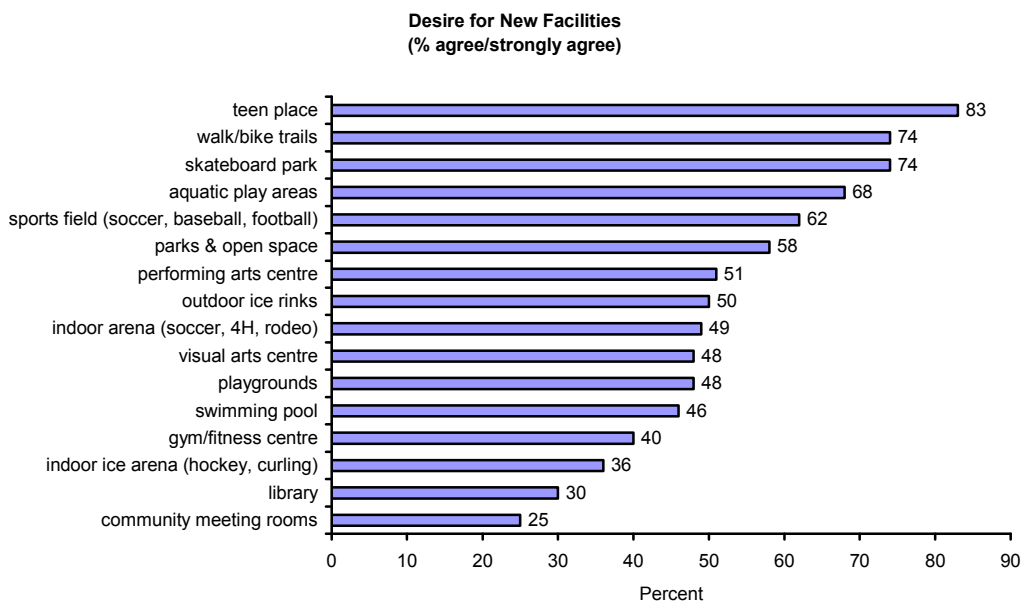
Facility Satisfaction (ordered by % satisfied or very satisfied)		
	% Somewhat or Very Dissatisfied	% Somewhat or Very Satisfied
Golf courses	3	97
Curling	4	96
Museum	5	95
Swimming pool	7	93
Rodeo, riding and similar facilities	7	93
Library	8	92
Arenas	9	91
Camping	11	89
Sports fields for baseball	13	87
Parks	13	87
Community Rooms for Meetings	14	86
Ice skating	14	86
meeting places / squares	15	85
Playgrounds	18	82
performing arts	23	77
Sports fields for soccer,	25	75
gymnasiums/fitness centres	26	74

Facility Satisfaction (ordered by % satisfied or very satisfied)		
	% Somewhat or Very Dissatisfied	% Somewhat or Very Satisfied
trails for walking, bicycling & rollerblading	29	71
Tobogganing	38	62
Outdoor ice rinks for shinny or skating	41	59
Sports fields for football	43	57
Basketball courts	44	56
Tennis courts	46	54
Water bodies – boating, canoeing	46	54
Other sport courts	47	53
Cross country ski trails	47	53
Aquatic play areas that include spray parks and paddling pools	48	52
Courts or pads for ball hockey	64	36

2.2 DESIRE FOR FACILITIES (Q5)

A place for teens to meet is the highest ranking new facility (83%) that respondents would like added to Mountain View County. A skateboard park ranks second (74%) along with walking and bicycling trails (74%). Aquatic play areas that include spray parks and paddling pools ranks fourth (68%) and 62% identified sports fields.

Community meeting rooms (25%) libraries (30%) and indoor ice arenas are the lowest ranked items.



2.2.1 TIMING FOR PROVISION OF NEW FACILITIES

Those who agreed/strongly agreed that a facility should be added were asked about when they felt this facility should be added. Of those who supported the skateboard park, 78% wanted this in place within the next three years. Similarly, for the other facilities that make up the five most desired, a teen meeting place, aquatic play areas and walking/bicycling trails were expected within three years. However for those who desired sports fields, the majority (51%) expected these within five years, while 68% of those who desire outdoor rinks prefer these to be in place within two years.

	% Within 3 years	% 3 to 5 years	% Over 5 years
Skateboard park	78	20	3
A place where teens can meet	75	23	1
Aquatic play areas that include spray parks and paddling pools	70	26	4
Outdoor ice rinks	68	29	3
Trails for walking and bicycling	65	30	4
Playgrounds	50	43	7
Gymnasium/fitness centre	49	43	8
Library	47	40	13
Parks and open spaces	45	49	7
Indoor ice arenas for hockey, skating & curling	43	46	11
Indoor arenas for soccer, lacrosse, 4H, rodeo	41	50	9
Sports fields for soccer, softball, etc.	38	51	11
Community meeting rooms	38	56	6
Leisure swimming pool	30	47	24
Performing arts centre	27	57	16
Visual arts centre	26	61	13

2.3 FACILITY PRIORITIES

Respondents were asked to name the one facility, program or service that they believed should be provided first in Mountain View County, and the one to be provided first in their community. The results were similar for both and are ordered below based on the combined preferences for county and community:

Facility/Program	% For County	% For Community	% County/Community Combined*
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Teen place	22	19	21
Skateboard park	9	12	11
Leisure centre	7	9	8
Aquatic centre	5	11	8
Trails	8	6	7
Arena	5	6	6
Parks/playgrounds	5	8	6
Arts/cultural centre	6	5	6
Library	5	4	5
After school/youth	5	5	5
Family – outdoors	6	1	3
General upgrades	4	2	3
Outdoor rinks	3	1	2
All others	10	11	9
<i>Total</i>	<i>100</i>	<i>100</i>	<i>100</i>

* combination based on multiple responses

2.3.1 PRIORITIES BY RESIDENCE

The concept of a place for teens ranks first or second among respondents from each community except Olds where it ranks sixth. In Olds the skateboard park ranks first and is second for rural respondents and third in Sundre. By contrast, this facility option is not reported at all by respondents from Didsbury or Cremona, and is ranked eighth in Carstairs.

An option for a leisure/fitness centre ranks third overall and is also third in Carstairs and Olds, while being fourth in Didsbury and fifth in both Sundre and among rural residents. Its lowest rank is sixth among the Cremona sub-sample.

The aquatic centre was ranked third overall and is second in Carstairs and Didsbury. However, this option was outside of the ten highest ranked facilities for Sundre and Carstairs and was not reported in Cremona.

Facility/Program	% Olds	% Didsbury	% Cremona	% Carstairs	% Sundre	% Rural	% All Sample
Teen place	6	1	2	1	2	1	1
Skateboard park	1	n/a	n/a	8	3	2	2
Leisure/fitness centre	3	4	6	3	5	5	3
Aquatic centre	8	2	n/a	2	>10	>10*	3
Trails	3	3	4	>10	>10	6	5
Arena	>10	n/a	n/a	4	1	3	6
Parks/playgrounds	5	8	9	5	4	8	6
Arts/cultural centre	2	8	n/a	8	7	>10	6
Library	6	n/a	1	7	n/a	3	9
After school/youth	9	4	6	5	6	8	9
Family – outdoors	>10	>10	3	>10	7	>10	>10
General upgrades	6	8	6	>10	7	6	>10
Outdoor rinks	9	>10	n/a	8	>10	8	>10
Better funding	n/a	6	n/a	n/a	7	n/a	>10
Indoor soccer	n/a	6	n/a	n/a	>10	n/a	>10
Sports fields	n/a	n/a	4	>10	n/a	n/a	>10
Social services centre	n/a	n/a	n/a	n/a	>10	n/a	>10

* >10 means item is outside of the top ten ranks

2.4 PROGRAM NEEDS (Q3 & Q4)

2.4.1 NEEDS BY DEMOGRAPHIC GROUPS

69% of respondents believe that more emphasis is needed for teen/youth programs. This is followed by a desire for more family programming (60%) and programs for youth in the 12 to 14 year age group.

At 54% it seems that there is a desire to continue the level of programming for pre-school children.

Group	% More emphasis	% Same emphasis	% Less emphasis	% Not sure
Teens and Youth (15 to 19)	69	19	0	13

Group	% More emphasis	% Same emphasis	% Less emphasis	% Not sure
Families	60	33	0	8
School aged children (12 to 14)	57	30	0	13
Single Parents	54	23	0	23
Young Adults (20 to 29)	49	34	0	16
School ages (10 to11)	45	41	1	14
Seniors (65 plus)	43	44	1	13
Seniors (55 to 64)	39	48	1	13
School ages (5 to 9)	38	47	1	14
Adults (30-54)	37	49	0	14
Pre-school aged children (0 to 4)	31	54	1	14

2.4.2 NEED FOR PROGRAM TYPES

Over half of respondents believe that there is a need to improve programming in the areas of cultural/ethnic exhibitions, after school, and performing arts: theatre, concerts, dance. Dance programming is considered in need for improvement by 49% of respondents and 48% believe improvement is needed for visual arts programming.

Team sports, library activities, family swimming opportunities, and ice skating programs are considered to be least in need of improvement.

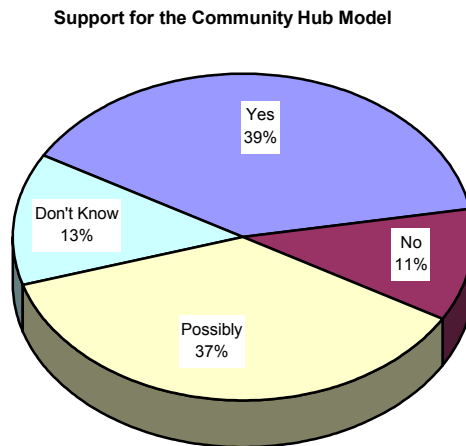
Parks, recreation and culture programs/opportunities				
	% Good	% Adequate	% Needs Improving	% Don't Know

Parks, recreation and culture programs/opportunities				
	% Good	% Adequate	% Needs Improving	% Don't Know
cultural/ethnic exhibitions	9	31	58	2
after school programs	14	30	54	3
theatre, concerts, dance, etc.	15	33	51	1
dances	12	39	49	1
visual arts (pottery, painting, etc.)	9	40	48	2
hobby clubs	12	41	45	2
school break programs (Christmas, spring break, etc.)	16	37	44	3
summer programs for children	18	38	42	2
outdoor programs and camping	14	42	42	2
workshops on family issues	12	46	40	2
physical fitness (aerobics, weight training, etc.)	19	45	35	1
family skating parties	24	43	32	1
music lessons	21	48	28	3
ice skating	23	51	25	1
family swimming times	23	51	25	1
library activities and programs (e.g book clubs, author readings)	31	48	19	1
team sports (soccer, softball, football, etc)	28	53	18	1

2.5 POTENTIAL SERVICE DELIVERY MODELS (Q7, Q8, Q9)

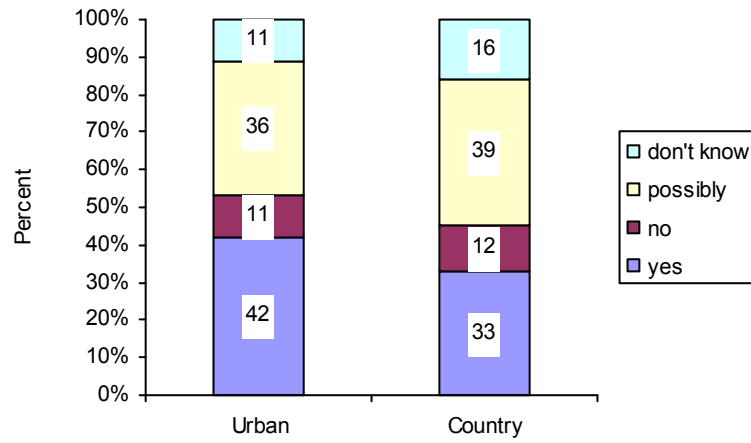
2.5.1 COMMUNITY HUB MODEL (Q7)

Support for the Community Hub model was mixed with 39% believing such an approach would serve a community need and 37% answering “possibly”. Just 11% answered “no” while 13% gave a “don’t know” response.



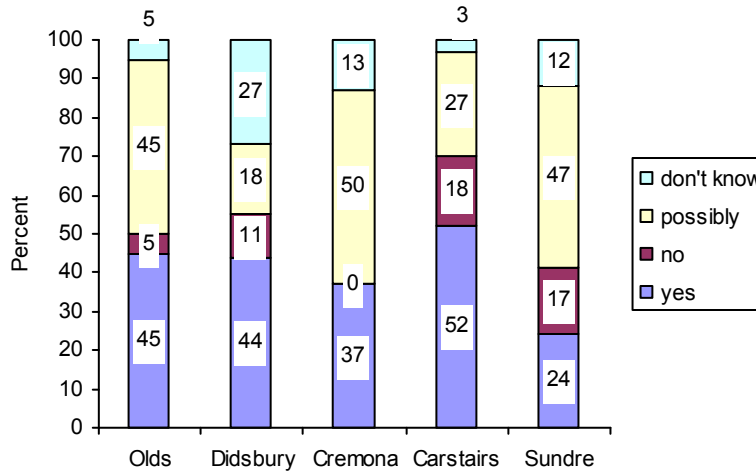
Support is stronger in the urban centres (42%) than among rural residents (33%), although the group who are undecided is larger among rural residents.

**Support for Hub Model
By Residence**



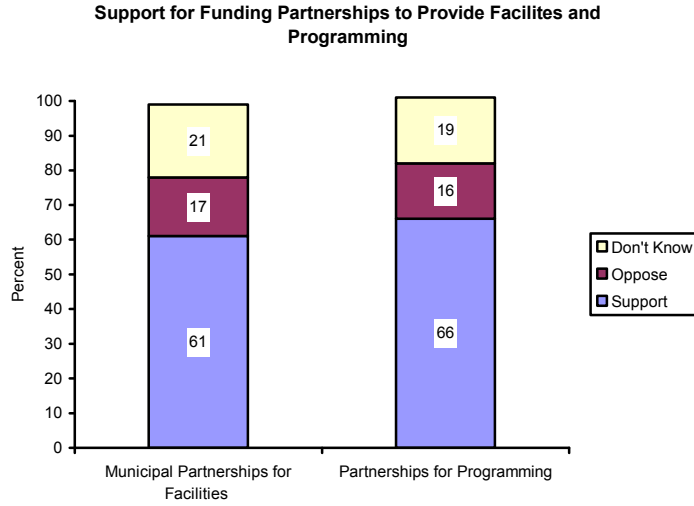
Residents of Carstairs (52%) and Olds (45%) offered the highest levels of support among urban respondents, while Cremona respondents gave the lowest level of support at 37%.

**Support for Hub Model
By Urban Centre**

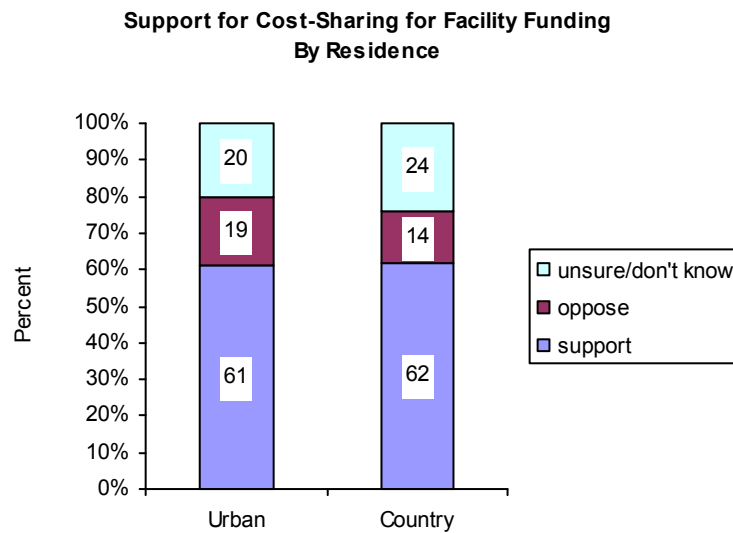


2.5.2 FACILITY FUNDING MODELS (Q8)

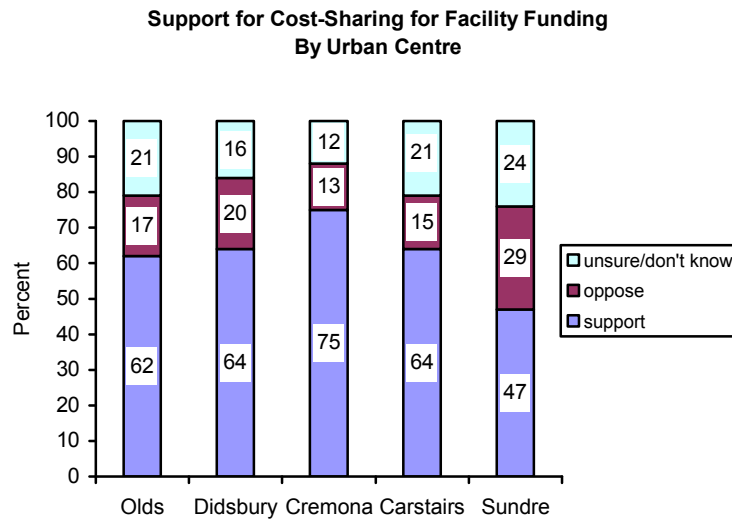
Approximately two-thirds of respondents are supportive of funding partnerships that provide facilities and programming.



Support for cost-sharing models to fund facilities is about the same among urban (61%) and rural residents (62%).



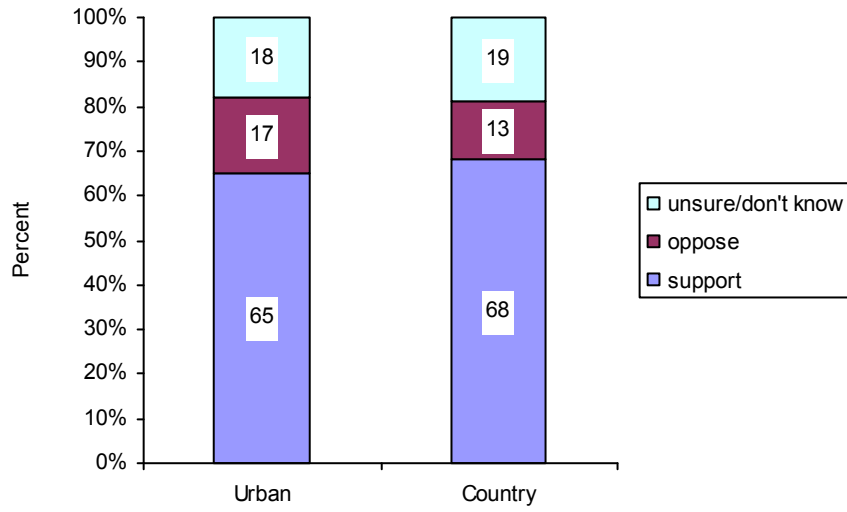
Among urban residents, cost-shared facility funding was highest in Carstairs at 75% but lowest in Sundre (47%).



2.5.3 PROGRAM FUNDING (Q9)

Cost-shared models to support programming are also supported at about the same levels by urban (65%) and rural residents (68%). Didsbury residents (78%) offered the highest level of support at 78%.

**Support for Municipal Partnerships for Program Funding
By Residence**



**Support for Municipal Partnerships for Program Funding
By Urban Centre**

