



Municipal Recreation and Physical Fitness Survey



How Active Are Your Citizens?

The last few years have seen a notable shift in attitudes towards recreation and active living, with individuals, communities, and governments increasingly acknowledging the many benefits provided by regular participation in these types of activities. For example, regular participation in recreation and physical activity is now widely recognized for not only contributing to one's overall quality of life, but also for providing important physical, mental, and social health benefits.

The best way of ensuring a healthy and physically fit community is to first understand your citizens' recreation behaviors and needs. This information can then be used to help guide future planning processes, as well as serve as a benchmark against which to evaluate the effectiveness of your local government's efforts in encouraging physical activity among citizens.

To accommodate this need, Ipsos is pleased to offer your local government the opportunity to participate in our *Municipal Recreation and Physical Fitness* syndicated research study. This shared-cost vehicle is conducted on an annual basis and is designed to explore key issues related to recreation and physical activity, including:

- How regularly do citizens participate in physical activity?
- What types of physical activities are citizens participating in?
- What is the average duration of citizens' physical activity?
- What are the reasons for participating/not participating in physical activities?
- What would encourage citizens to become more physically active?
- How satisfied are citizens with the recreation facilities, programs, and services offered by their community?
- What are citizens' attitudes towards user fees for recreational programs and services?

In addition to these core questions, Ipsos is also pleased to offer two new optional modules that target other important issues related to recreation: physical activity among children and participation in arts and cultural activities.

The **Children's Physical Activity** module includes questions around the frequency of children's participation in physical activity, the types of physical activities that children participate in, satisfaction with the recreation programs and services that are available for children, and suggestions for children-oriented recreation services and programs that citizens would like to see more of in their community.

The **Arts and Culture** module includes questions around the frequency of participation in cultural or creative interests, the types of cultural activities that citizens participated in, the reasons for and barriers to participating in cultural activities, and satisfaction with the opportunities for cultural and creative interests that are available in the community.

How Does Your Community Compare to Others?

In addition to looking at the overall opinions and behaviors of your citizens, we believe that one of the best ways to understand how active your citizens are and how well your local government is meeting the community's recreational needs is to compare your results to those of other municipalities. Ipsos' depth and breadth of experience in local government research has enabled us to develop a series of norms for key questions around physical activity and recreation behaviors and needs. As part of the final deliverables for participating in this study, Ipsos will compare your results to those of other local governments, thereby providing valuable context, added insight, greater depth of analysis, and benchmarks against which to evaluate your performance.





Ipsos Public Affairs

How Does The Survey Work?

We will conduct a telephone survey of 300 citizens aged 16 years of age and older in each local government that decides to participate in the research. This will provide a good overall assessment of the level of physical activity in your community and provide insight into how to encourage greater participation, as well as measure satisfaction with current municipal recreation services and programs. The margin of error on a survey of this size is $\pm 5.7\%$ (19 times out of 20) and the survey is large enough to allow the results to be analyzed according to key demographic variables. To keep the costs low, the same core questions (outlined above) will be asked in all local governments. However, local governments can add custom questions or increase the number of interviews for an additional charge. Your individual results will not be shared with other local governments.

All Subscribers Receive...

- Detailed tables with cross-tabulations of the major demographics such as age, gender, length of residency, and families with children under 18.
- PowerPoint slides of your results and an in-person presentation of the findings to an audience of your choice (travel will be billed extra).
- Access to Ipsos' norms.

Subscription Options and Pricing

Core Subscription
\$5,600

Children's Physical Activity Module

(Only available with core subscription): **\$1,500**

Arts and Culture Module

(Only available with core subscription): **\$1,500**

Custom Questions

Close-ended questions:
\$900 each

Open-ended questions:
\$1,400 each

Increasing the sample size costs \$22 per additional interview

Schedule (2009)

This research will be completed in January 2009. **Local governments need to confirm their participation no later than January 14, 2009**, with custom questions submitted by January 16, 2009. The survey will be conducted from January 22 to February 1, and results will be available at the end of February.

About Ipsos Public Affairs

We've been helping clients manage reputations, communications and issues in the private, public, and not-for-profit sectors for 30 years. Ipsos Public Affairs has offices in most major markets in the U.S., as well as in Canada, Europe, Latin America and Asia-Pacific. Our research is based on the attitudes and behaviors of citizens and consumers, elite

stakeholders, journalists, and employees. We have media partnerships with the most prestigious news organizations around the world. In the U.S., Ipsos Public Affairs is the agency of record for The McClatchy Company, the third-largest newspaper company in the United States.

The Ipsos Public Affairs team provides municipalities with a scientific form of public consultation that ensures you hear from the entire public rather than just a vocal minority. As a full-service research company, we provide expertise in custom, syndicated, omnibus surveys, focus groups, workshop facilitations, and public consultation. Whatever your municipality's research needs, Ipsos has a solution that will work for you.

Visit our website at www.ipsos-pa.com

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