



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 behaviours 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 municipality's efforts in encouraging physical activity among citizens.

To accommodate this need, Ipsos Reid is pleased to offer your municipality 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 their municipality's recreation facilities, programs, and services?
- What are citizens' attitudes towards user fees for recreational programs and services?

In addition to these core questions, Ipsos Reid 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 municipality.

The **Arts and Culture** module includes questions around the frequency of participation in cultural or creative interests, the types of cultural activities that citizens participate 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 their municipality.

How Does Your Municipality Compare to Others in Canada?

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



Ipsos Reid 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 municipality 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 municipalities. However, municipalities can participate in one or both of the optional modules (discussed above), add custom questions, or increase the number of interviews for an additional charge. Your individual results will not be shared with other municipalities.

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).
- Comparisons of your results to other Canadian municipalities.

Subscription Options and Pricing

Core Subscription
\$5,600 plus GST

Children's Physical Activity Module

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

Arts and Culture Module

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

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. **Municipalities 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 Reid's Municipal Affairs Practice

Ipsos Reid is Canada's leader in Municipal Affairs research. Our municipal research team has a wealth of experience conducting research on behalf of municipalities across Canada, placing them among Canada's foremost experts in municipal survey research. Our cross-jurisdictional experience provides municipalities with tremendous added value and means that we can help put results in context by offering comparisons

to other municipalities. Over the past year alone, our team has designed and overseen municipal projects in more than 50 different Canadian municipalities. Our experience is broad based and includes research on parks and recreation, public policy issues, financial planning, strategic planning, quality of life, and citizen satisfaction surveys.

Visit our website at www.ipsos-pa.com

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