

# Municipal Recreation and Physical Fitness

Providing a closer look at your community's recreation behaviour and needs

## How Physically 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 widely recognized for not only contributing to one's overall quality of life, but also for providing important physical, mental, and social health benefits.



Local municipalities can help encourage citizens make healthy living choices by ensuring they have access to a wide range of high-quality recreation services, programs, and facilities. The best way of doing this is to first understand citizens' recreation behaviours and needs. To accommodate this need, Ipsos Reid is pleased to offer your municipality the opportunity to participate in our annual *Municipal Recreation and Physical Fitness* syndicated research study. This shared-cost vehicle is designed to explore key issues related to recreation and physical activity in your community, including:

- How frequently do citizens participate in physical activity?
- How do citizens describe their level of physical fitness?
- What types of physical activities do citizens participate in?
- 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 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.

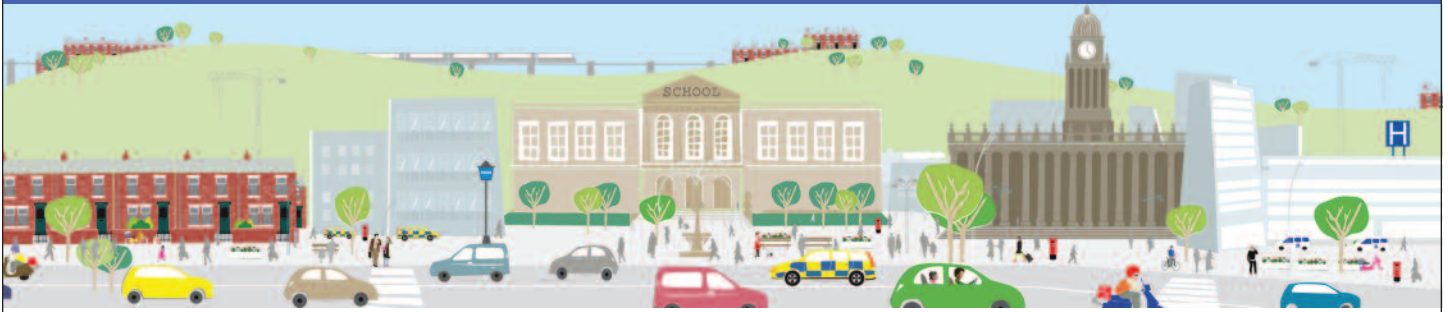
The *Arts and Culture* module includes questions around the frequency of participation in cultural or creative interests, the types of cultural activities that citizens participate in, the reasons for and barriers to participating in cultural activities, and satisfaction with the opportunities for cultural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

Ultimately, the results of this research will provide your municipality with valuable insight into your citizens' recreation behaviours and needs. This information can then be used to help guide future planning processes and serve as a benchmark against which you can evaluate the effectiveness of your efforts in encouraging healthy and active lifestyles.

## How Does Your Municipality Compare to Others in Canada?

In addition to looking at the overall opinions and behaviours of your citizens, Ipsos Reid will also compare your municipality's results to those of other Canadian municipalities using our database of municipal norms (where applicable). This will provide valuable context, added insight, greater depth of analysis, and benchmarks against which to evaluate your performance.





**How Does The Survey Work?**

We will conduct a telephone survey of 300 citizens aged 18 years of age and older in each municipality that decides to participate in the research. The margin of error on a survey of this size is ±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 (as outlined on previous page) 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.

**Subscription Options and Pricing**

Core Subscription	<b>\$6,900*</b>
Children’s Physical Activity Module: (Only available with core subscription)	<b>\$1,500*</b>
Arts and Culture Module: (Only available with core subscription)	<b>\$1,500*</b>
<b>Custom Questions</b>	
Close-ended questions:	<b>\$900*</b> each
Open-ended questions:	<b>\$1,400*</b> each
Increasing the sample size costs \$25 per additional interview	
*plus applicable taxes	

**Schedule (2012)**

This research will be completed in February 2012. **Municipalities need to confirm their participation no later than January 20, 2012**, with custom questions submitted by January 25, 2012. The survey will be conducted from February 1 through February 13, and results will be available in mid-March.

**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-na.com](http://www.ipsos-na.com)

**Contact Information**

For more information, please contact:

**Western Canada**

**Jamie Duncan**, Associate Vice President  
403.294.7385  
[jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)

**Catherine Knaus**, Associate Vice President  
778.373.5131  
[catherine.knaus@ipsos.com](mailto:catherine.knaus@ipsos.com)

**Ontario and Atlantic Canada**

**Jennifer McLeod Macey**, Associate Vice President  
416.324.2101  
[jennifer.mcleodmacey@ipsos.com](mailto:jennifer.mcleodmacey@ipsos.com)

**Quebec**

**Mark Wilkins**, Vice President  
514.904.4360  
[mark.wilkins@ipsos.com](mailto:mark.wilkins@ipsos.com)

