



The Municipality of Argyle

2010 Recreation and Physical Fitness Syndicated Survey





Terms and Definitions

- The mean and median are measures of tendency – they approximate the “middle” or “center” of the distribution of data.
 - Mean: The sum of the values divided by the number of values--often called the "average."
 - Median: The value which divides the values into two equal halves, with half of the values being lower than the median and half higher than the median.

- Margin of error: This figure represents how well we think the selected sample will allow us to make predictions about the entire population.
 - The \pm % value and “nineteen times out of twenty” mean that if the survey were conducted 100 times, the data would be within a certain number of percentage points above or below the percentage reported in 95 of the 100 surveys.

- Norms
 - Canadian norms → These figures represent the means of equivalent research that Ipsos Reid has conducted across Canada since 2006.
 - Nova Scotia norms → These figures represent the means of equivalent research that Ipsos Reid has conducted across Nova Scotia (2008, 2009, 2010).
 - NOTE: These percentages are not strictly representative of Canada or Nova Scotia, only of the specific municipalities surveyed by Ipsos Reid.



Methodology

- 300 telephone interviews with a randomly selected representative sample of Argyle residents aged 18 years or older.
- Conducted between January 29 and February 10, 2010.
- Interviewing was conducted in both English and French.
- Overall results accurate to within ± 5.7 percentage points, 19 times out of 20. The margin of error will be larger for sample subgroups.
- Final data was weighted to ensure the age and gender distribution reflects that of the actual population in Argyle according to the 2006 Census data.
- Where appropriate, results have been compared to Ipsos Reid's database of municipal norms to provide additional context, insight, and benchmarks.



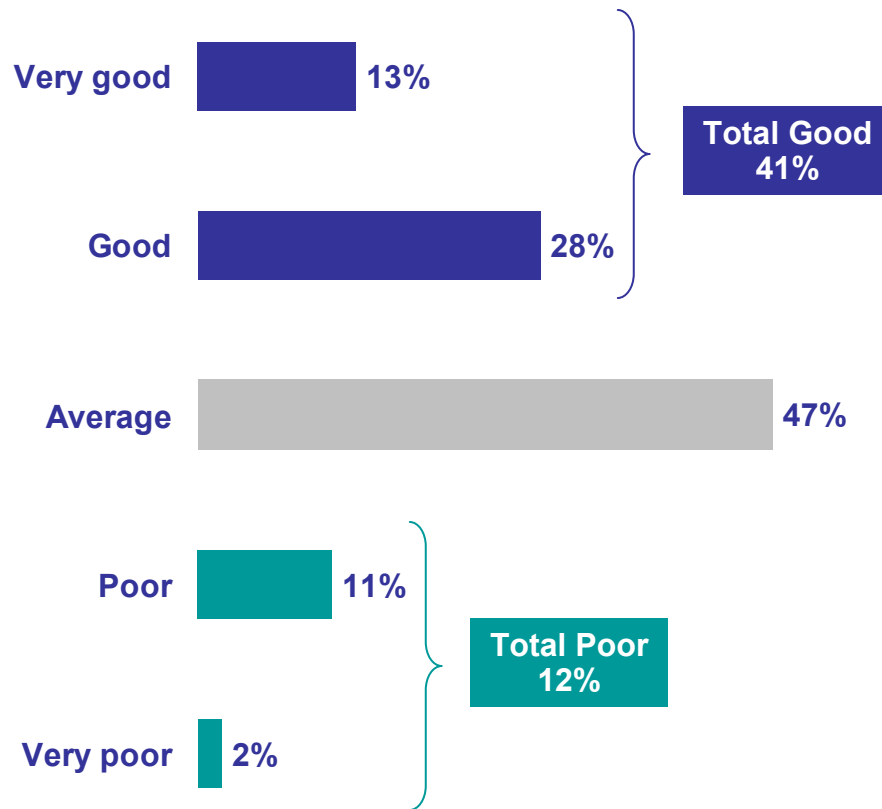
Participation in Physical Activity





Current Fitness Level

Q5. Generally speaking, would you describe your current level of physical fitness as...?

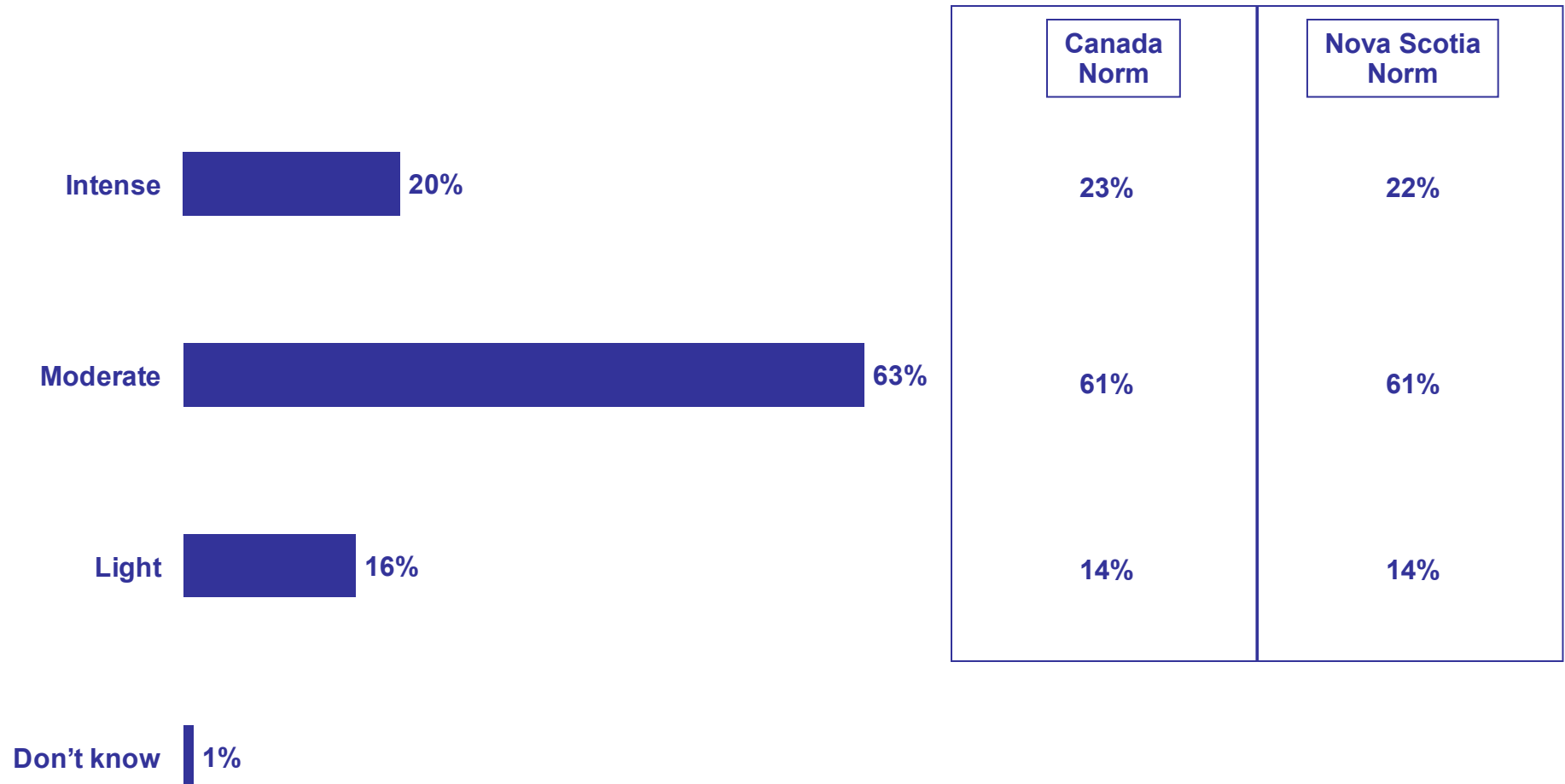


Base: All respondents (n=300)



Intensity of Effort When Participating in Physical Activity

Q4. When you engage in physical activity, do you think you make an intense effort, a moderate effort, or a light effort?

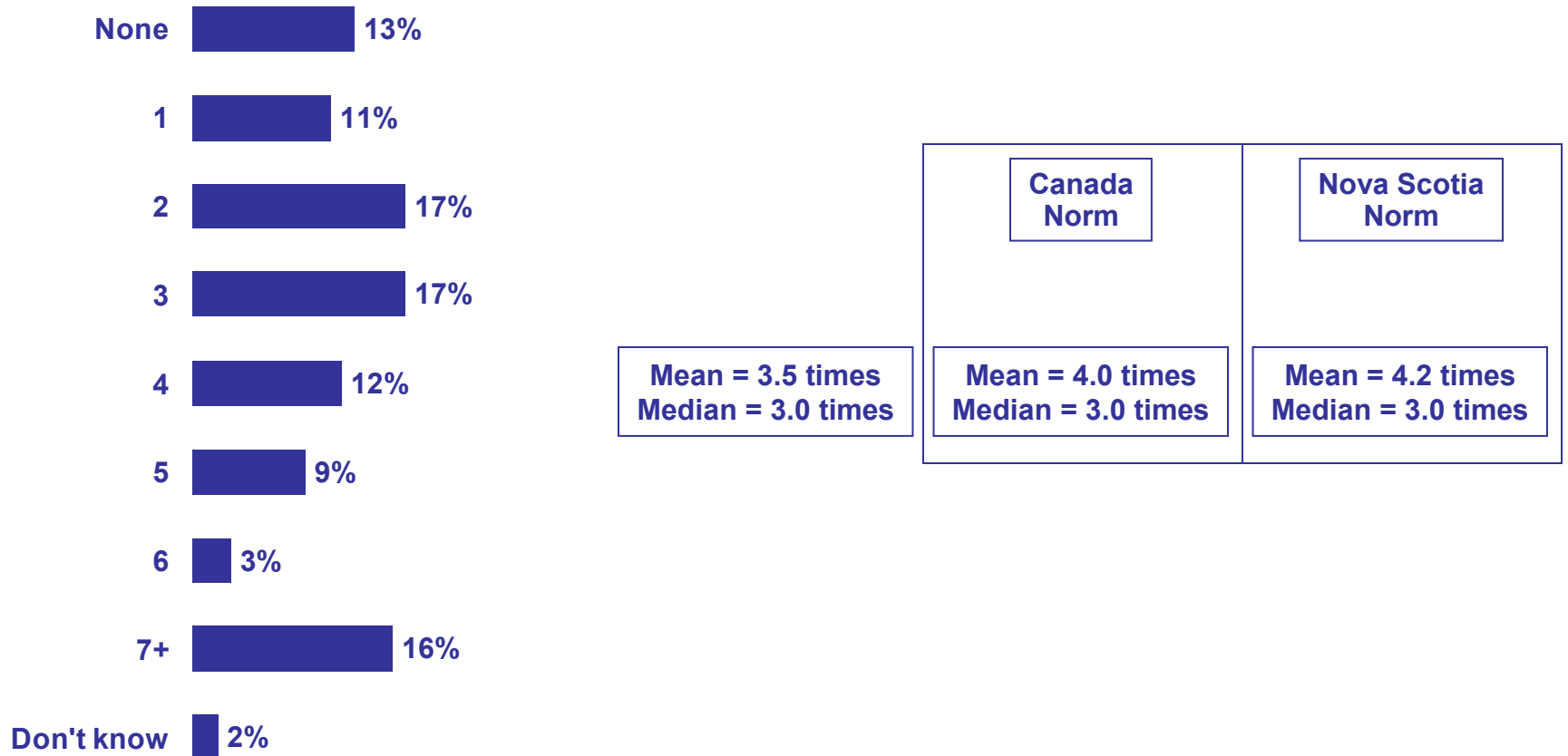


Base: All respondents (n=300)



Number of Times Participate in Physical Activity (Per Week)

Q1. In a typical week and considering all seasons, how many times do you engage in moderate physical activity or exercise for a period of 30 minutes or more?

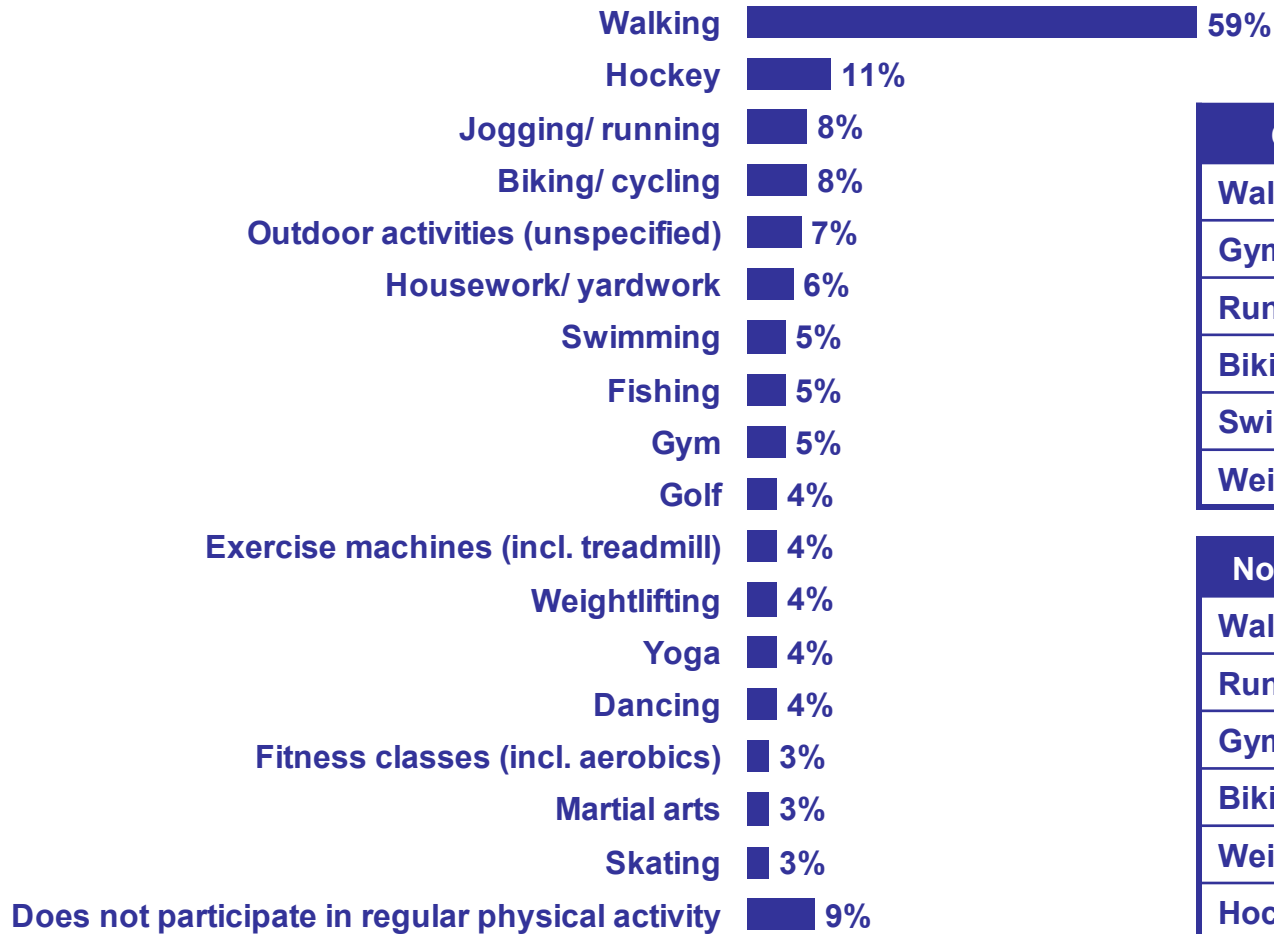


Base: All respondents (n=300)



Common Physical Activities

Q2. What types of physical activity or exercise do you participate in on a regular basis? Anything else?



Canada Norm Top Mentions	
Walking	50%
Gym	13%
Running	12%
Biking	10%
Swimming	8%
Weights	8%

Nova Scotia Norm Top Mentions	
Walking	59%
Running	7%
Gym	7%
Biking	6%
Weights	6%
Hockey	6%

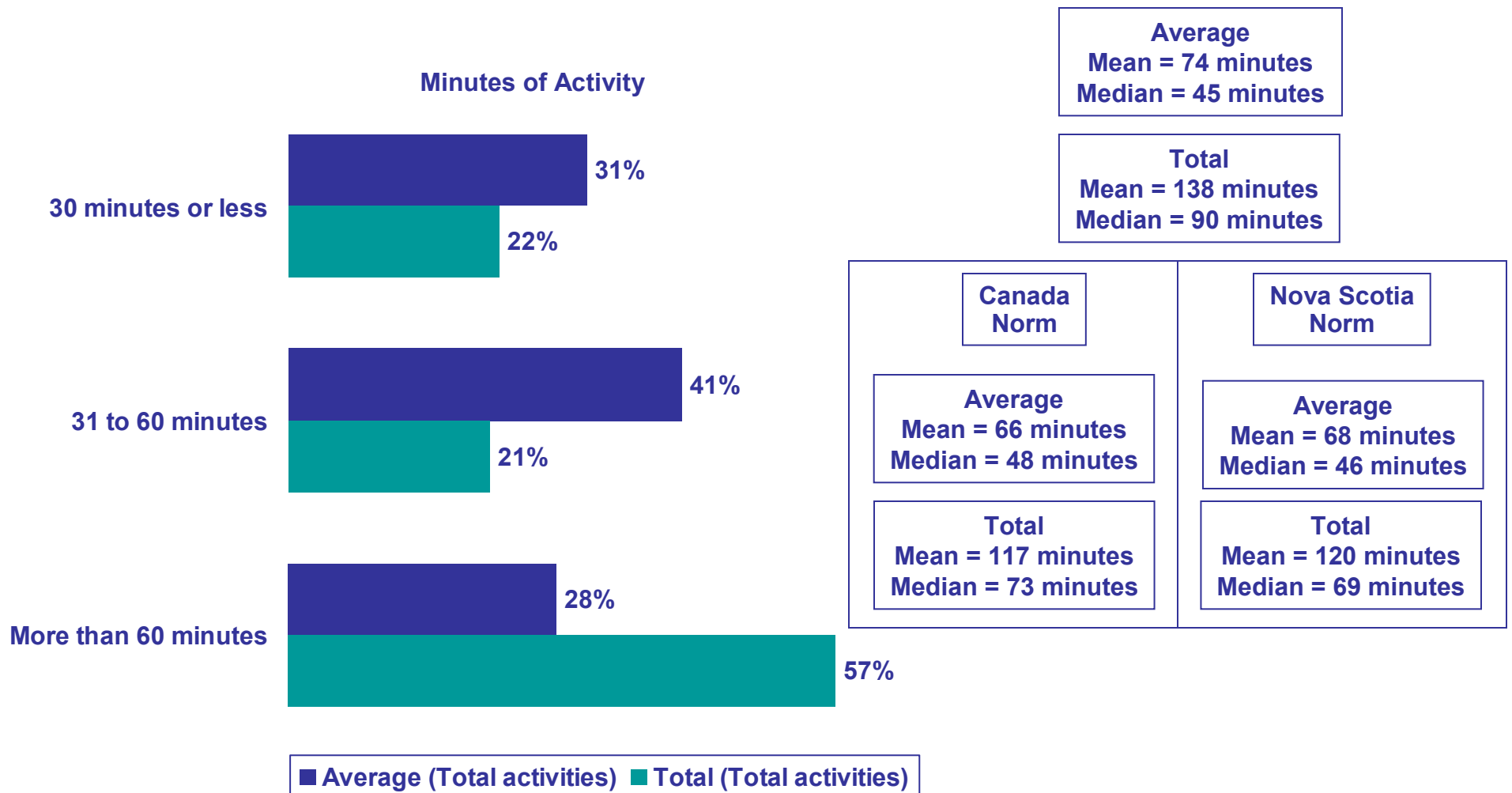
Only mentions of 3% or more are shown.

Base: All respondents (n=300)



Duration of Activity

Q3. And, on average, how many minutes do you spend actively engaging in ... each time you participate? For example, your hockey game may take an hour but you may only be on the ice for half that time.

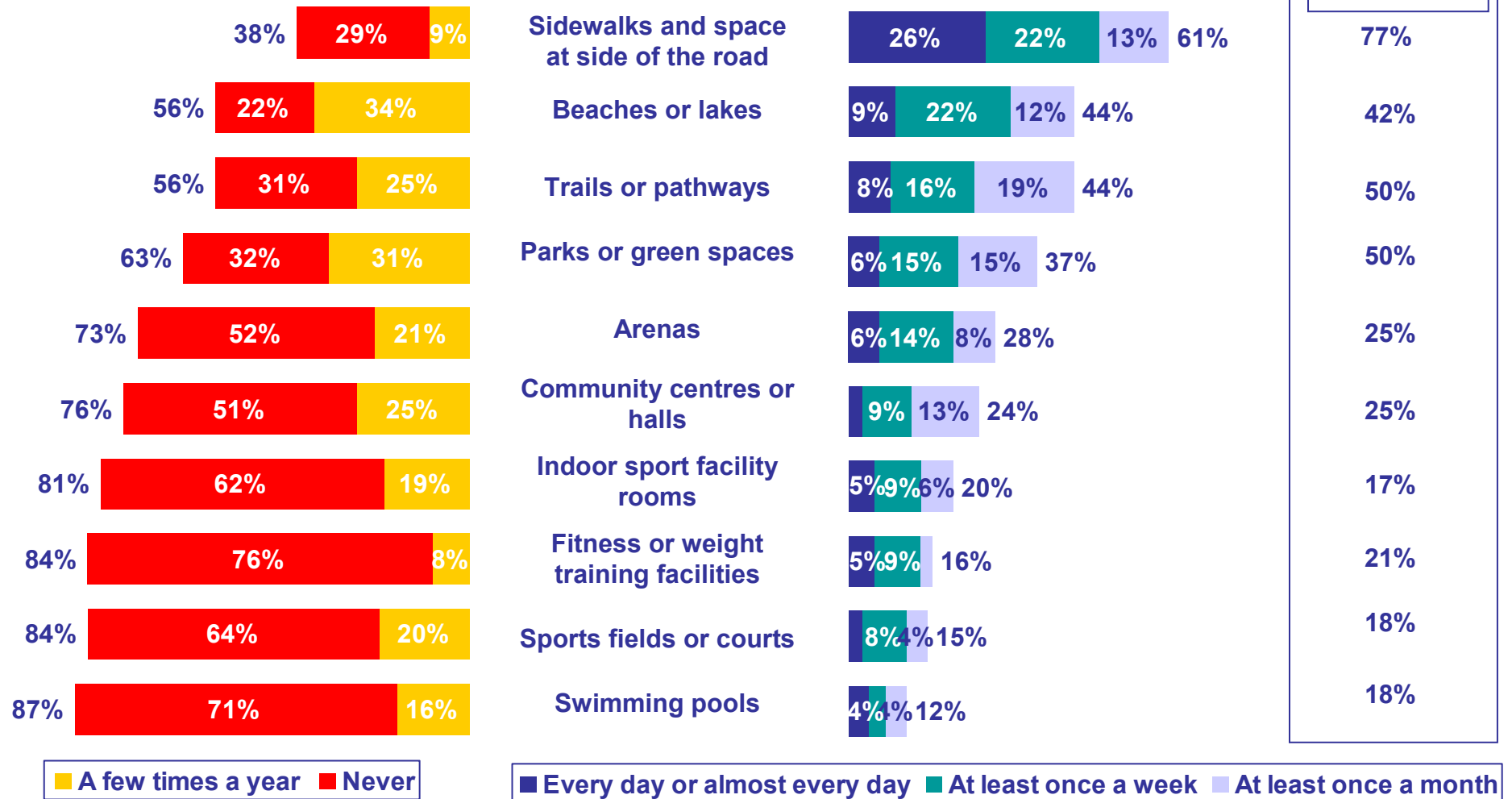


Base: Participate in physical activity/ exercise (n=271)



Frequency of Using Specific Facilities

QNS1. How often do you use each of the following types of facilities to participate in physical activities yourself?



Base: All respondents (n=300)



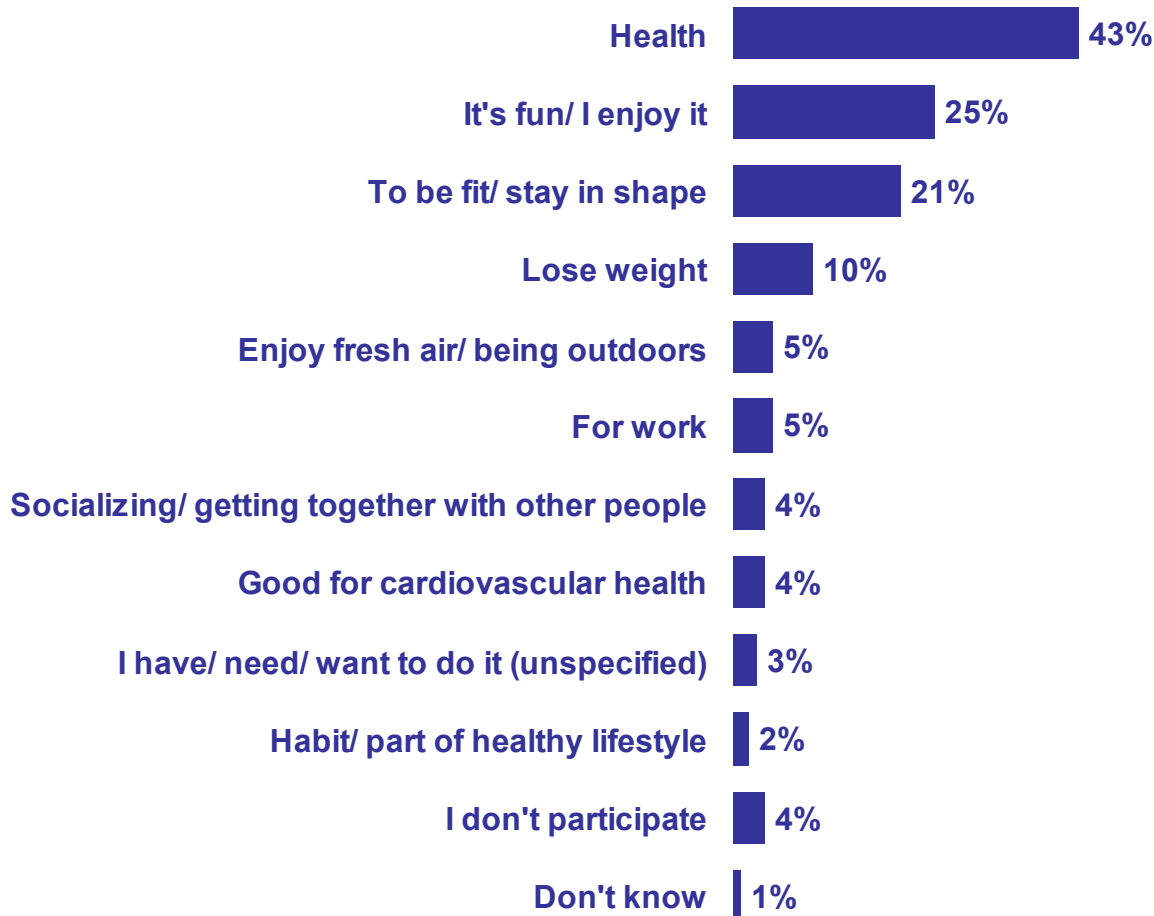
Attitudes Towards Physical Activity





Reasons for Participating in Physical Activity

Q6. What is the main reason why you participate in physical activity and exercise? Any other reasons?



Canada Norm Top Mentions	
Health	45%
Fun & enjoyment	24%
Keep fit	20%
Lose/maintain weight	9%
Feel good	6%

Nova Scotia Norm Top Mentions	
Health	43%
Fun & enjoyment	21%
Keep fit	18%
Lose/maintain weight	11%
Feel good	5%
Get outdoors/fresh air	5%

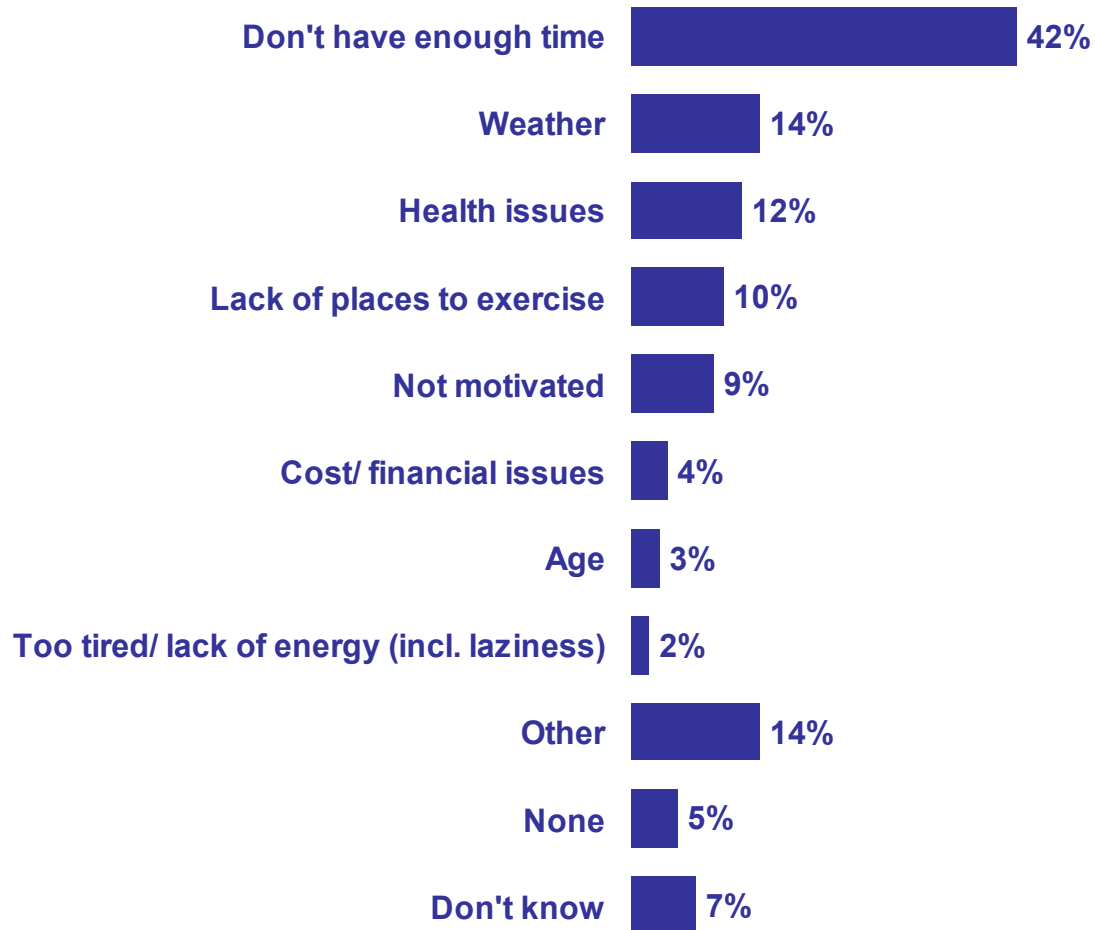
Only mentions of 2% or more are shown.

Base: All respondents (n=300)



Barriers to Participating in Physical Activity

Q7. And what would you say is the main barrier to you participating in physical activity and exercise? Any other barriers?



Canada Norm Top Mentions	
Time	44%
Weather	13%
Health/injury	11%
Not motivated	9%
Lack of facilities	8%

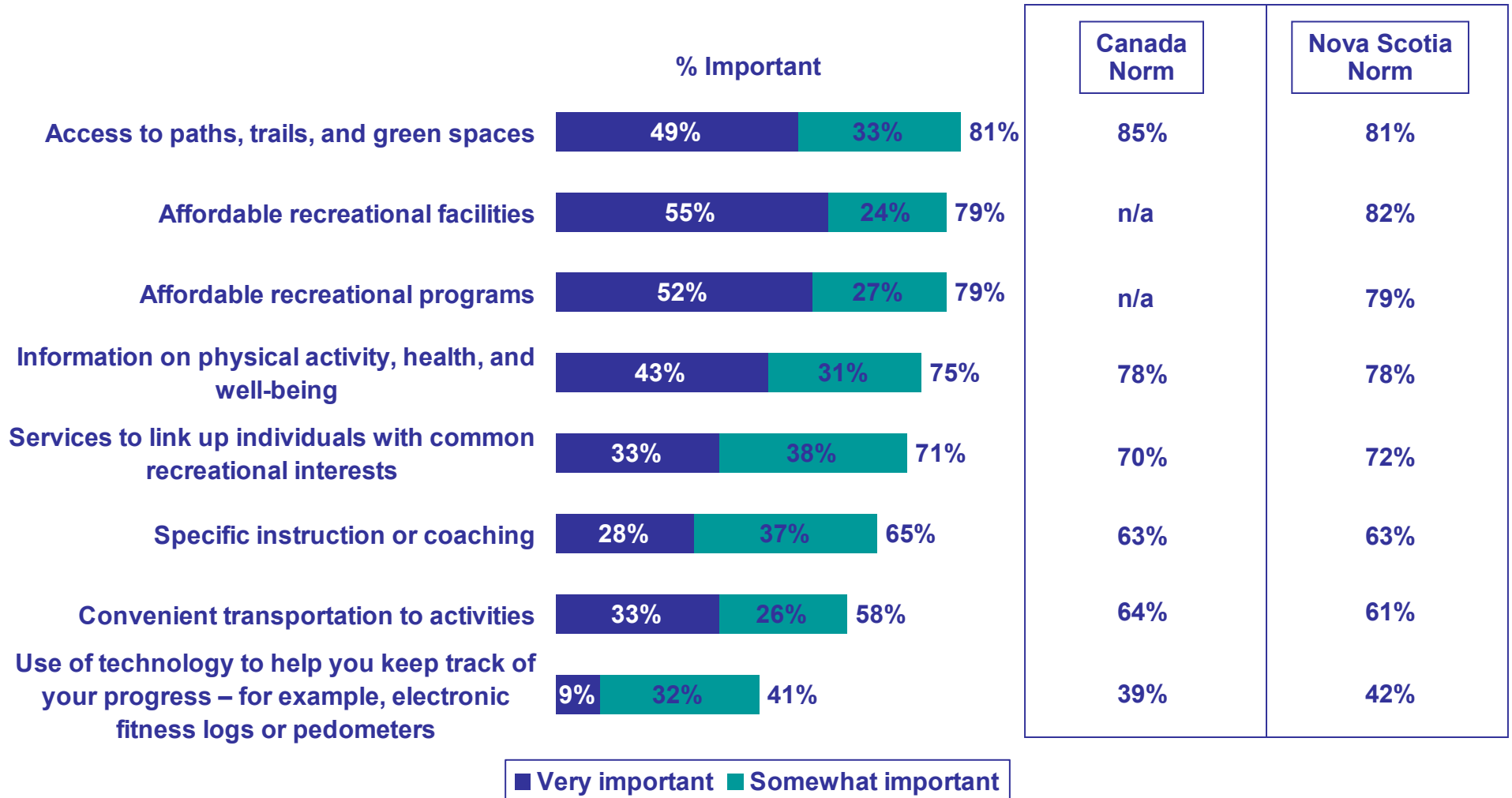
Nova Scotia Norm Top Mentions	
Time	33%
Weather	16%
Health/injury	13%
Lack of places to exercise	13%
Not motivated	8%

Base: All respondents (n=300)



Factors Influencing Participation in Physical Activity

Q8. Overall, how important would ... be in helping you become physically active?



Base: All respondents (n=300)



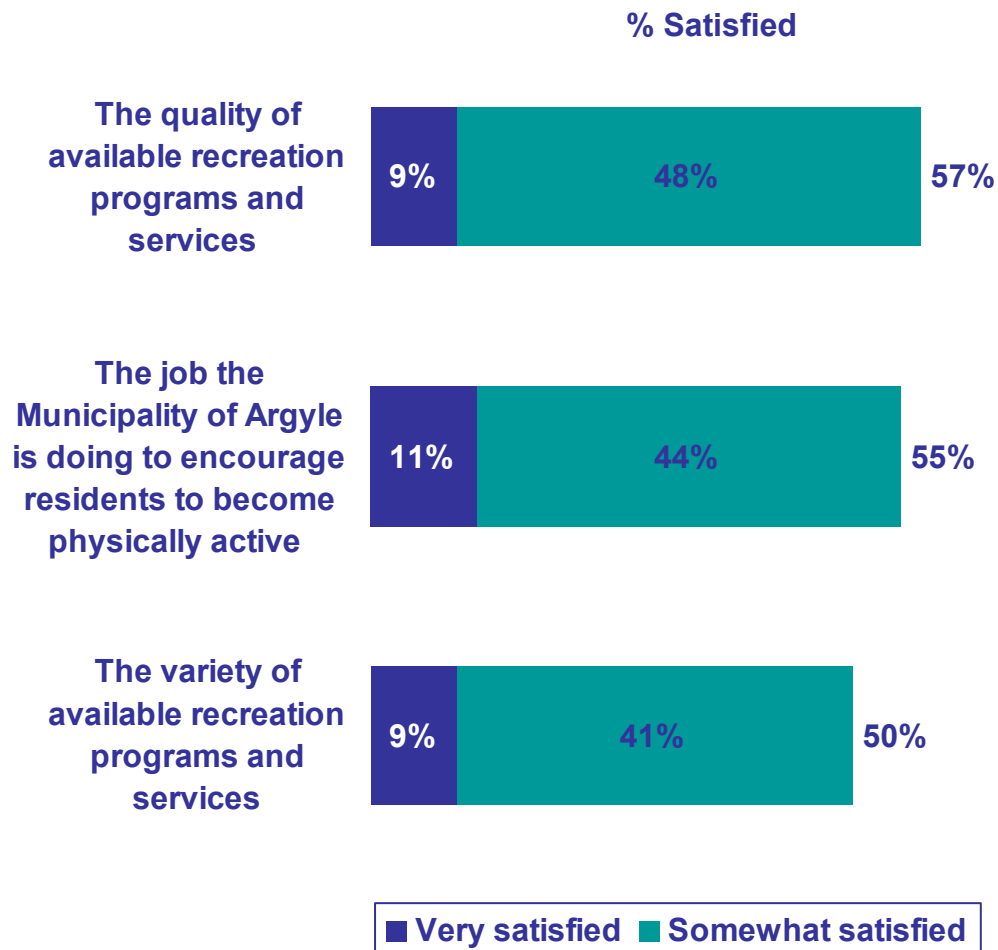
Satisfaction with Municipal Recreation Offerings





Satisfaction with Specific Aspects of Service Delivery

Q9. And how satisfied are you with ...?



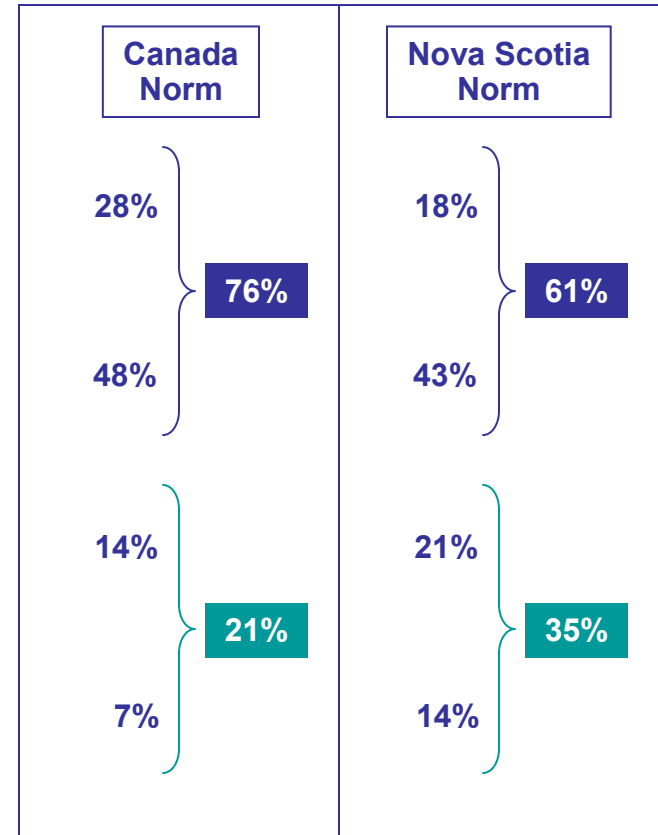
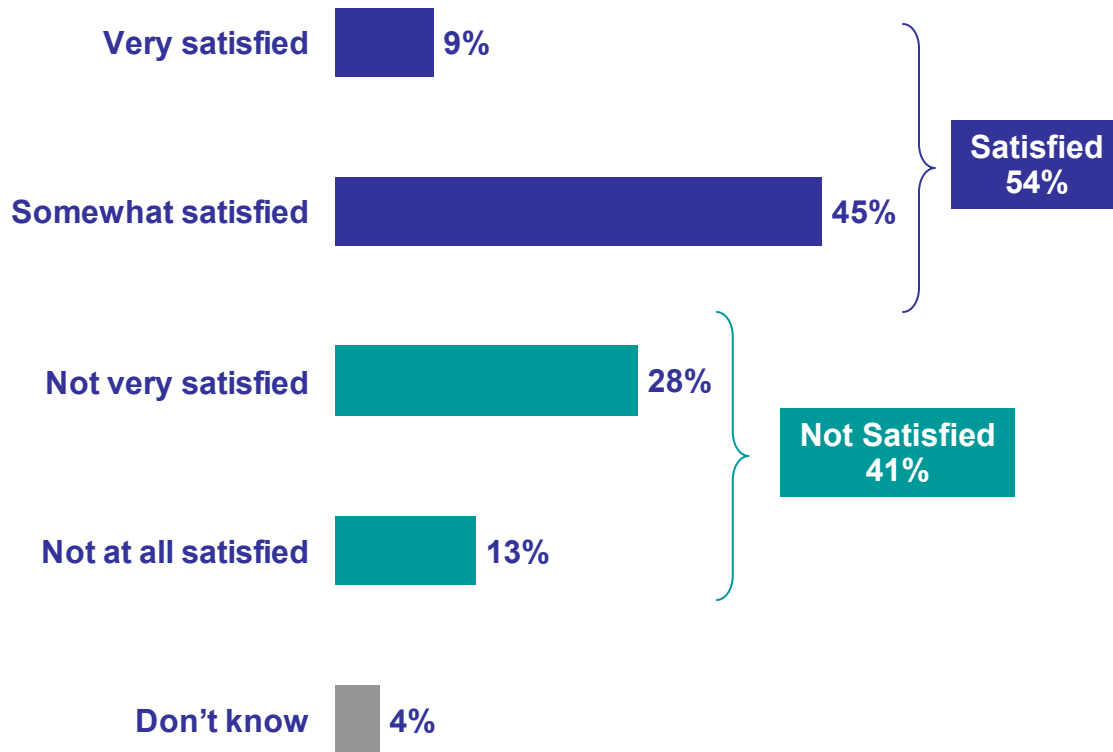
	Canada Norm	Nova Scotia Norm
The quality of available recreation programs and services	76%	62%
The job the Municipality of Argyle is doing to encourage residents to become physically active	64%	61%
The variety of available recreation programs and services	74%	59%

Base: All respondents (n=300)



Overall Satisfaction with Recreation Facilities

Q10. Overall, how satisfied are you with your community's recreation facilities?

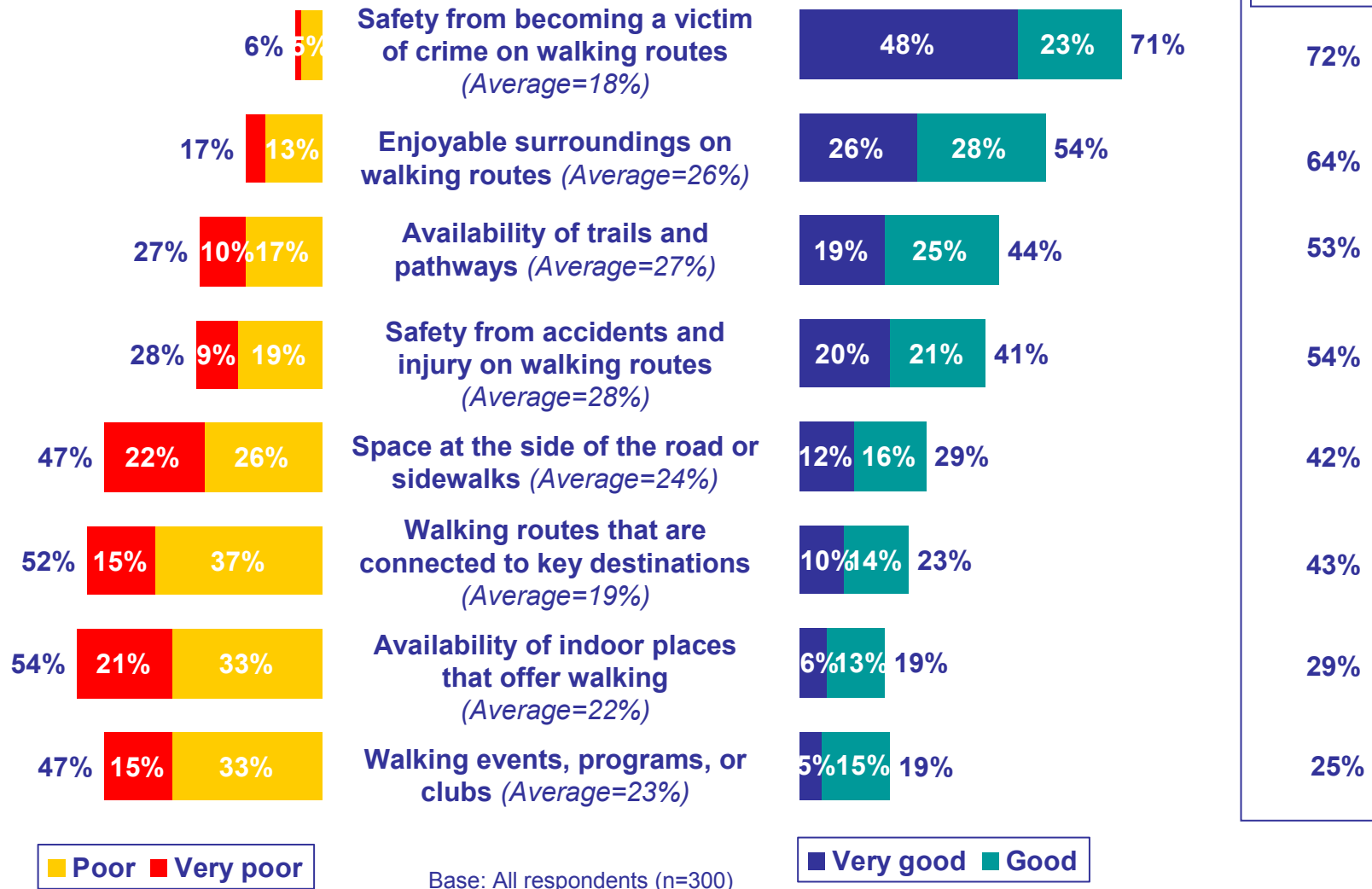


Base: All respondents (n=300)



Perceptions of Local Walking Opportunities

QNS2. Please rate each of the following aspects of walking in your community. Would you say it is very good, good, average, poor or very poor?





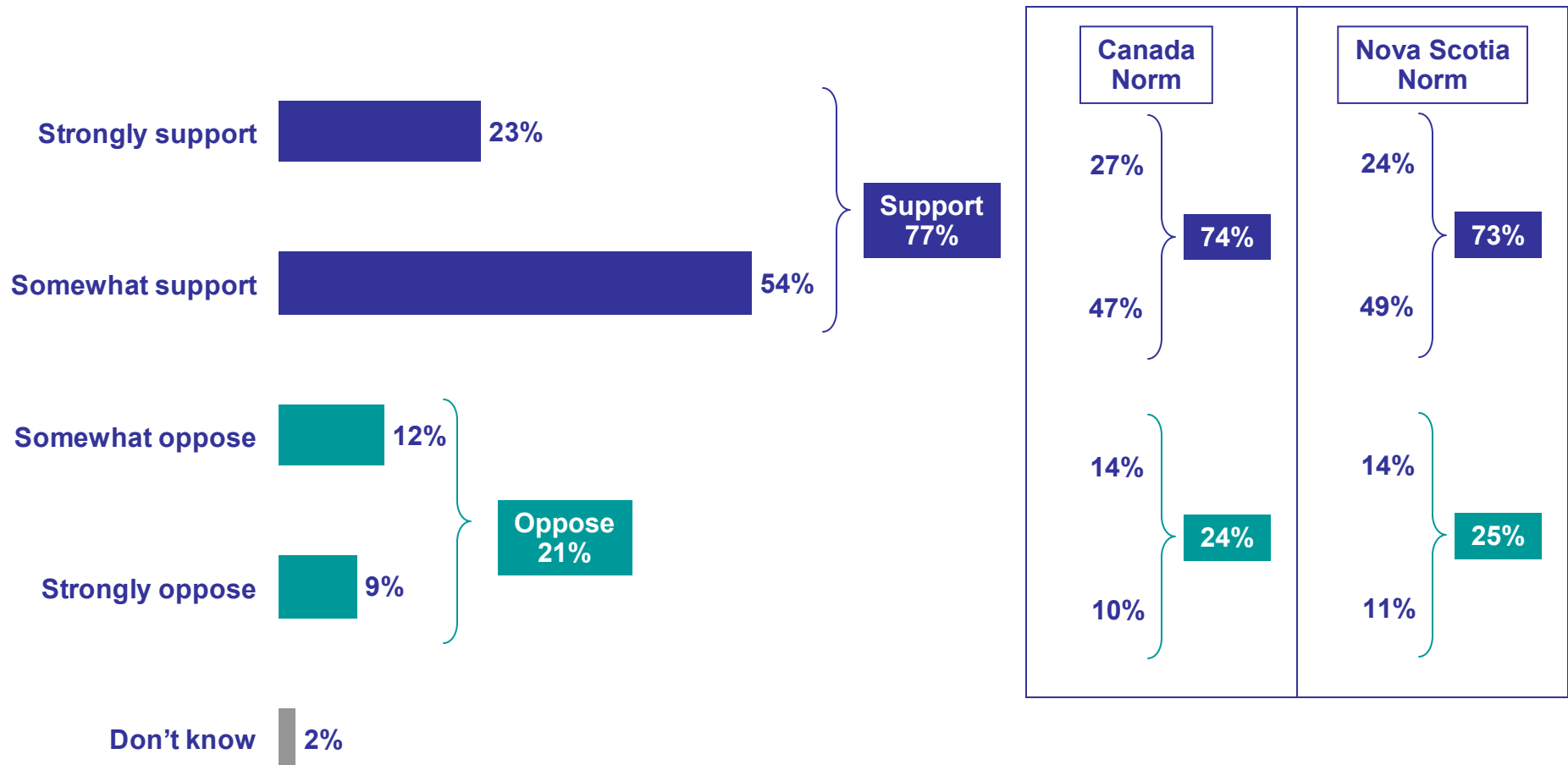
User Fees





Support for User Fees

Q11. As you may know, many recreational programs and services in the Municipality of Argyle are currently paid for through a combination of tax revenue and user fees. Overall, do you support or oppose charging user fees for recreational programs and services?



Base: All respondents (n=300)



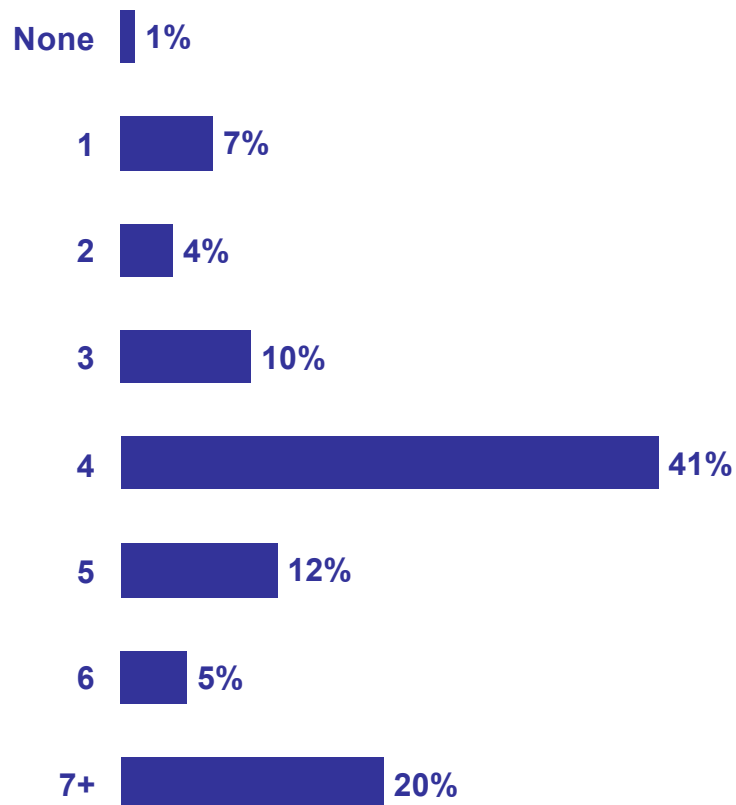
Children's Physical Activity





Number of Times Children Participate in Physical Activity (Per Week)

QCPE2. In a typical week, how many times does your child/do your children engage in moderate physical activity for a period of 30 minutes or more, including physical education classes during school?



Mean = 4.3 times
Median = 4.0 times

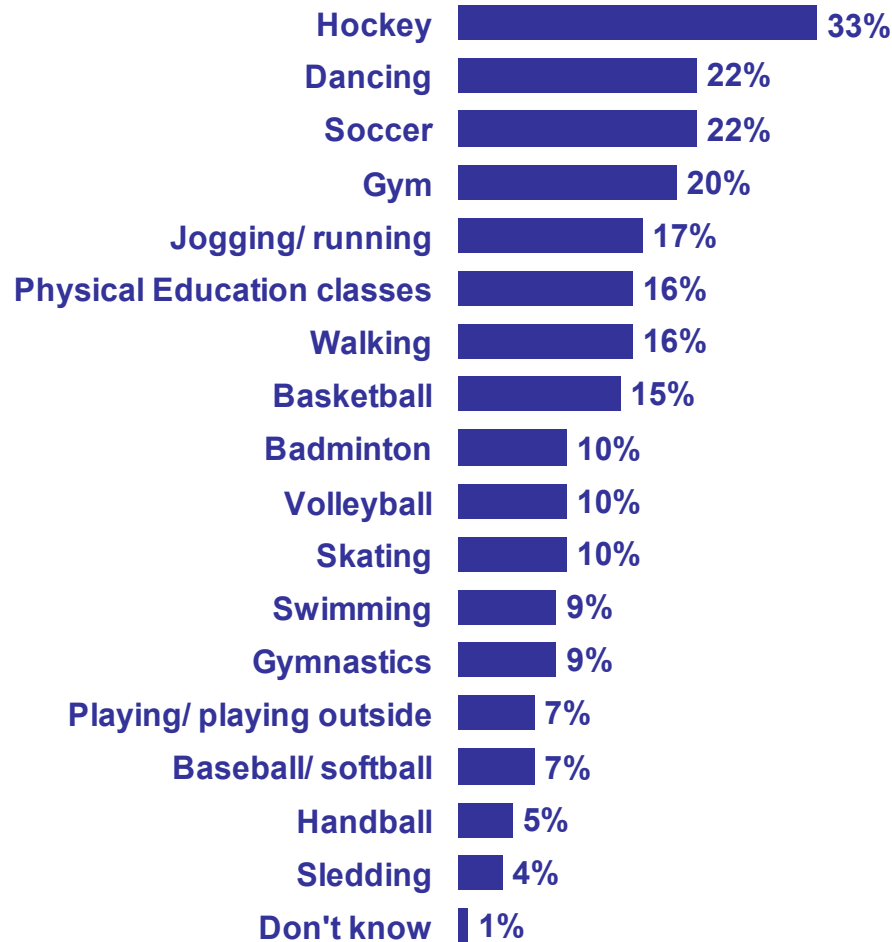
Canada Norm	Nova Scotia Norm
Mean = 6.0 times Median = 4.7 times	Mean = 6.5 times Median = 5.0 times

Base: Children aged 2 to 17 (n=271)



Common Physical Activities (Children)

QCPE3. What types of physical activities does your child/do your children participate in on a regular basis?



Canada Norm Top Mentions	
Hockey	23%
Soccer	23%
Basketball	21%
Swimming	20%
Skating	19%

Nova Scotia Norm Top Mentions	
Hockey	26%
Basketball	23%
Soccer	23%
Skating	21%
Swimming	16%

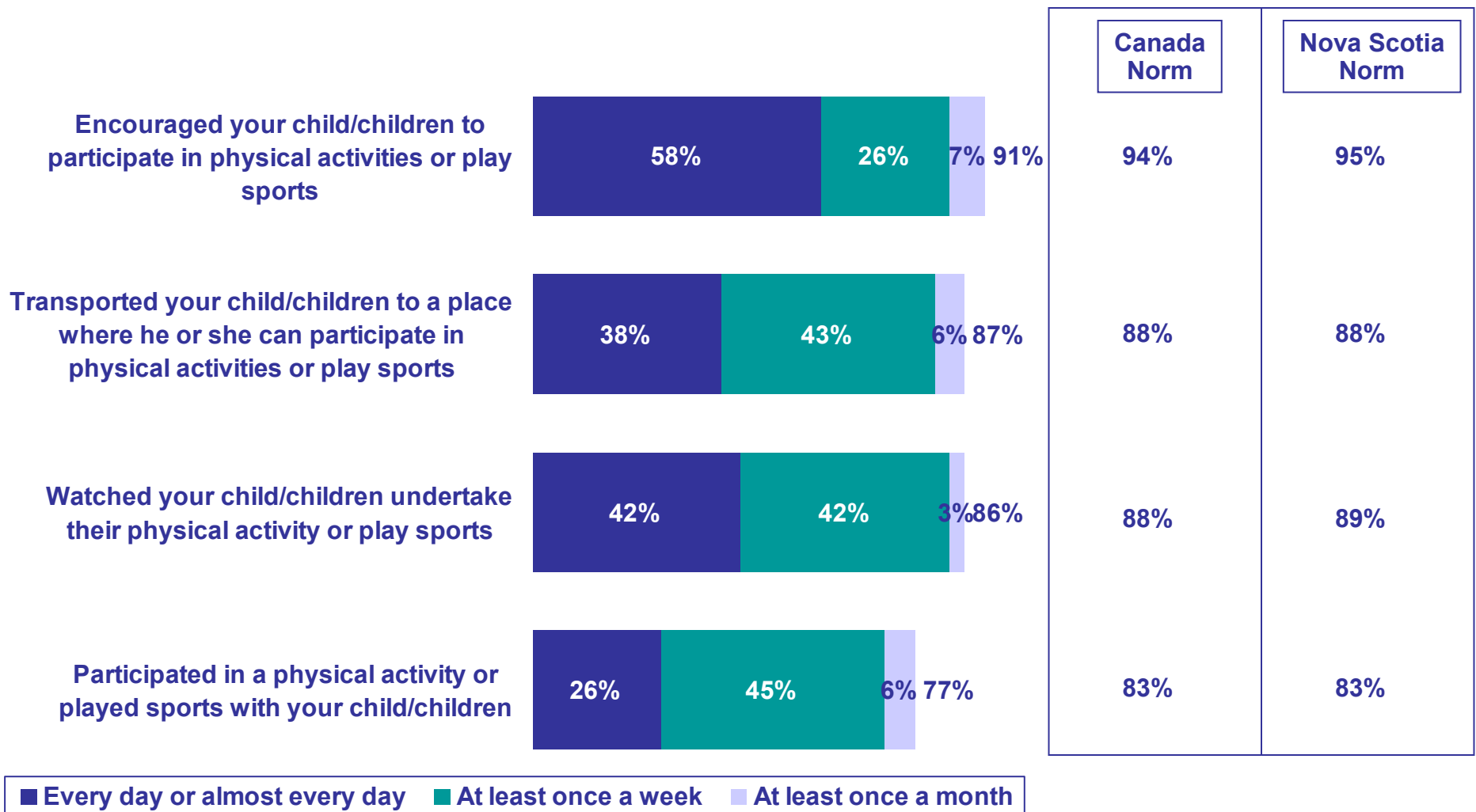
Only mentions of 4% or more are shown.

Base: Have 1 or more children aged 2 to 17 (n=94)



Adult Involvement in Children's Physical Activity

QCPE4. And in a typical week, how many times does an adult in your family do any of the following?

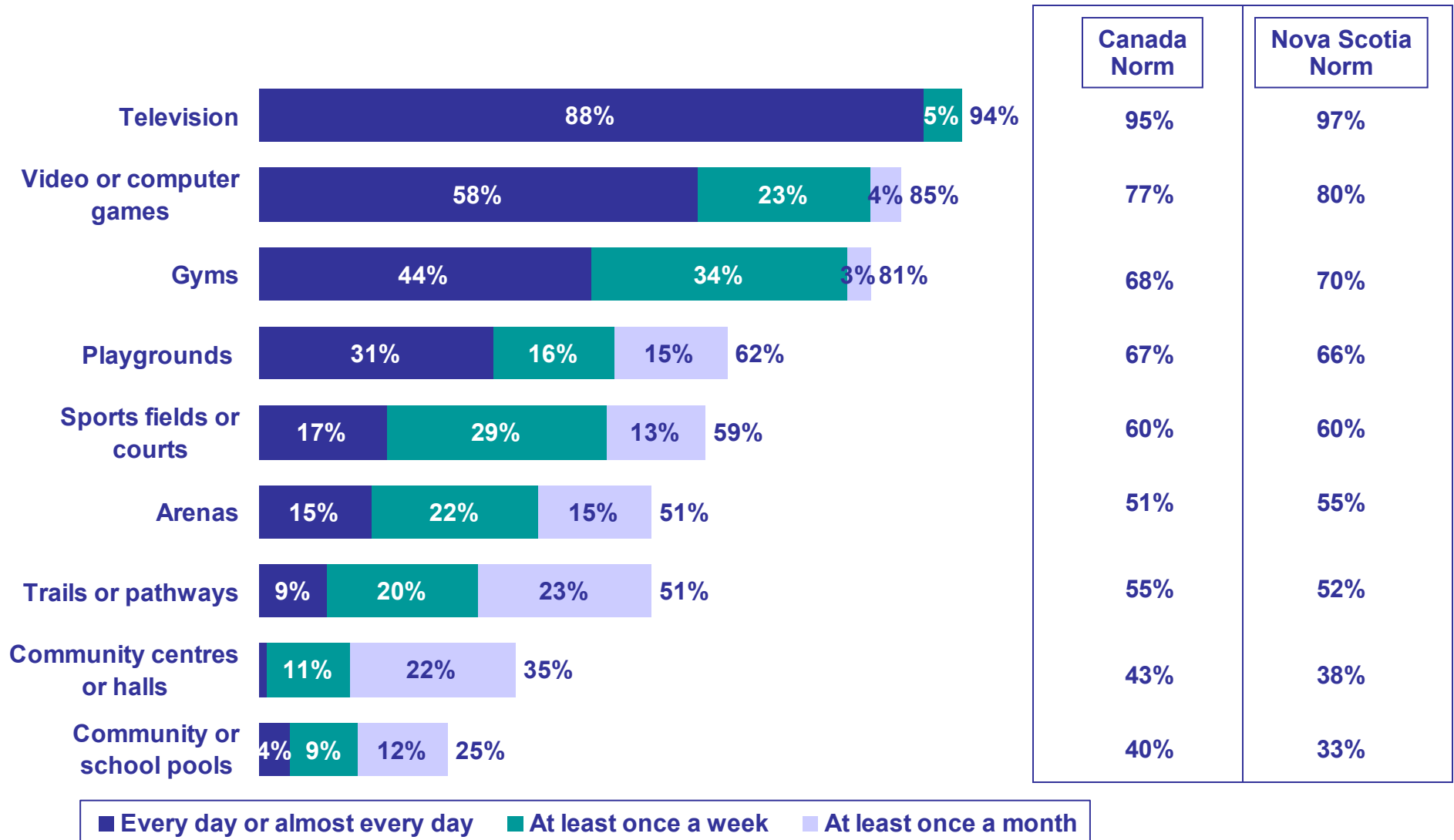


Base: Have 1 or more children aged 2 to 17 (n=94)



Frequency of Using Specific Equipment or Facilities

QCPE5. How often does your child/do your children use the following?

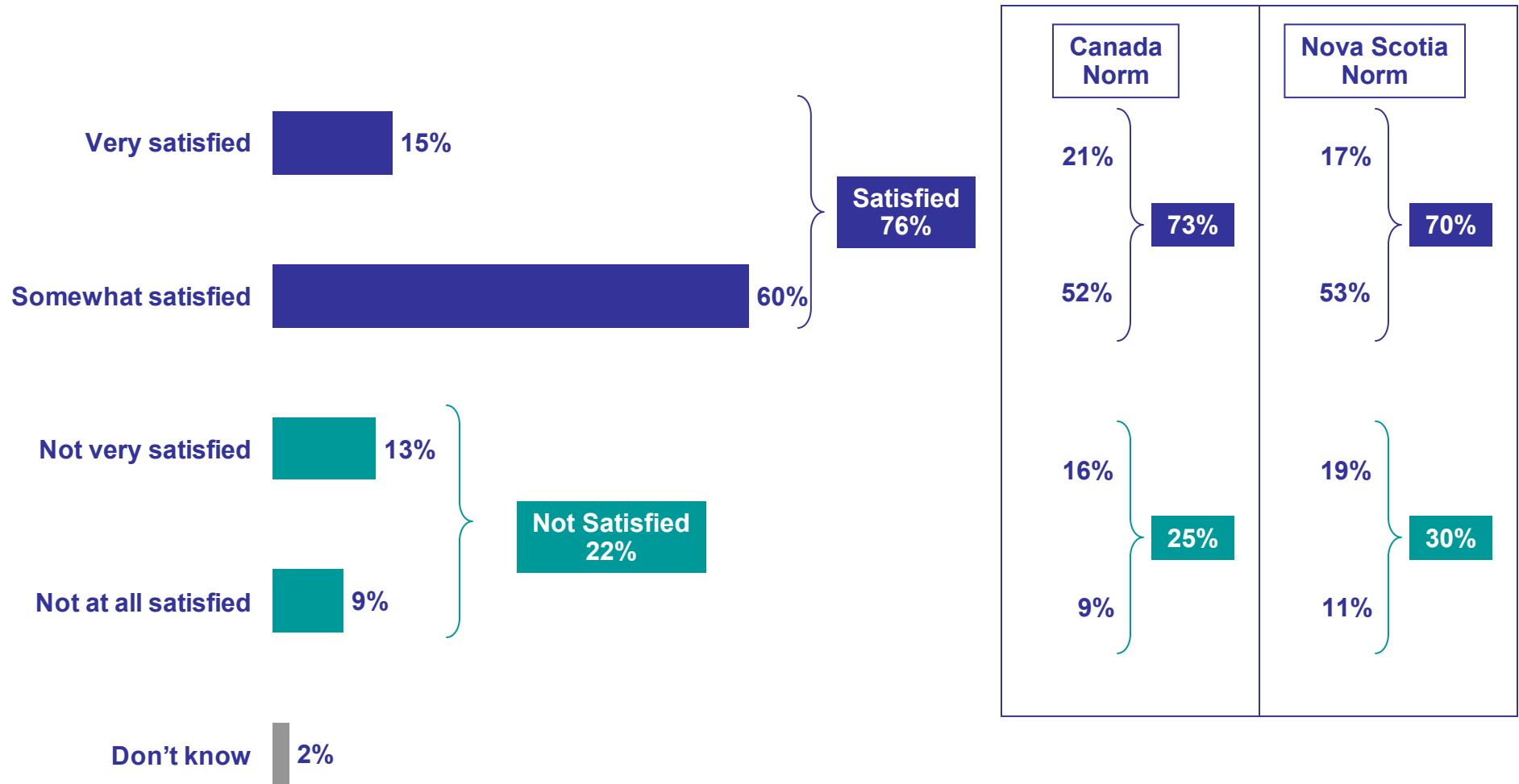


Base: Have 1 or more children (n=103)



Overall Satisfaction with Recreation Services and Programs Available for Children

QCPE6. Overall, how satisfied are you with the recreation services and programs that are available for children in the Municipality of Argyle?

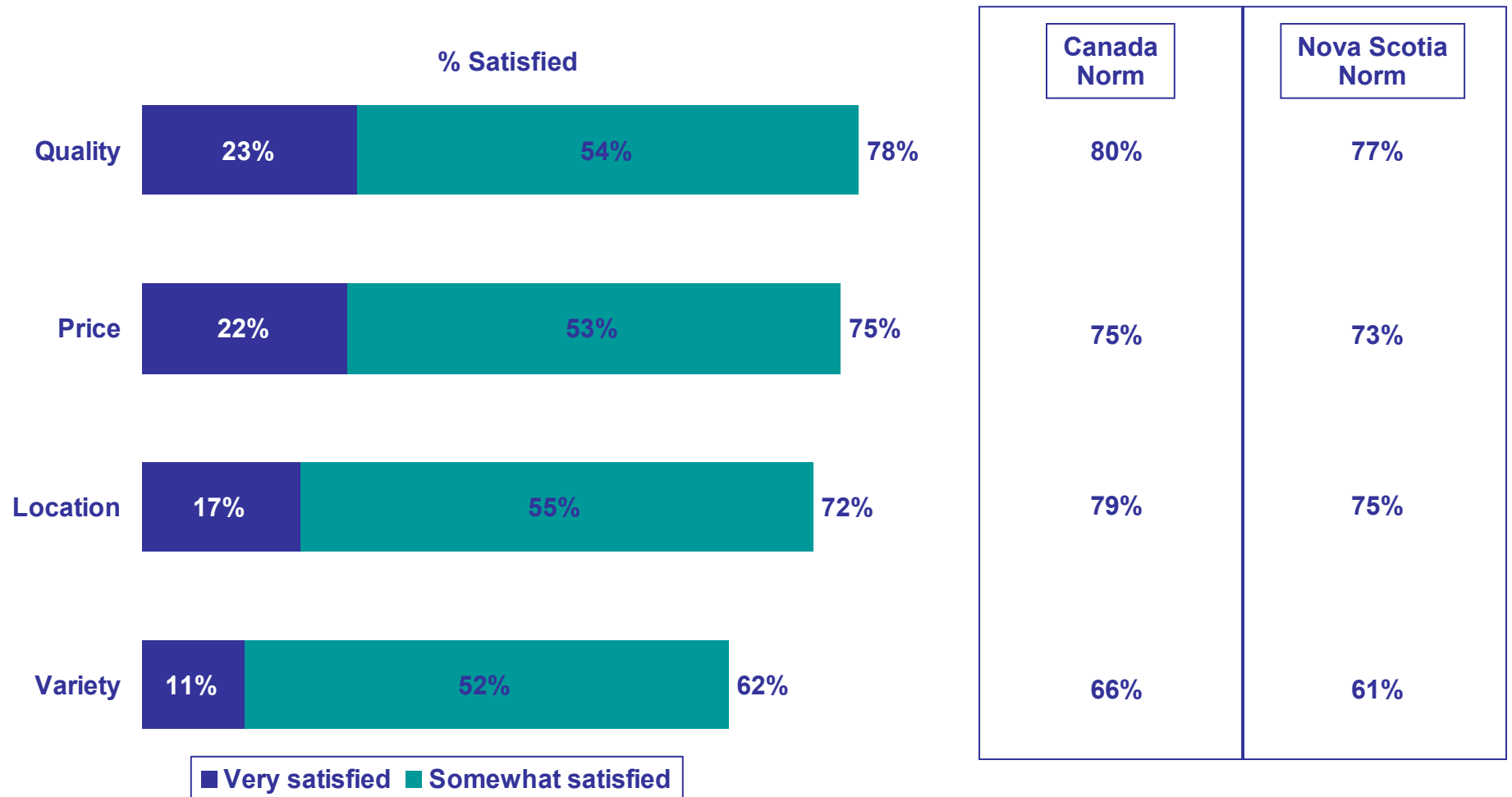


Base: Have 1 or more children (n=103)



Satisfaction with Specific Aspects of Recreation Services and Programs Available for Children

QCPE7. Generally speaking, please tell me how satisfied you are with the following aspects of the recreation services and programs that are available for children in the Municipality of Argyle.

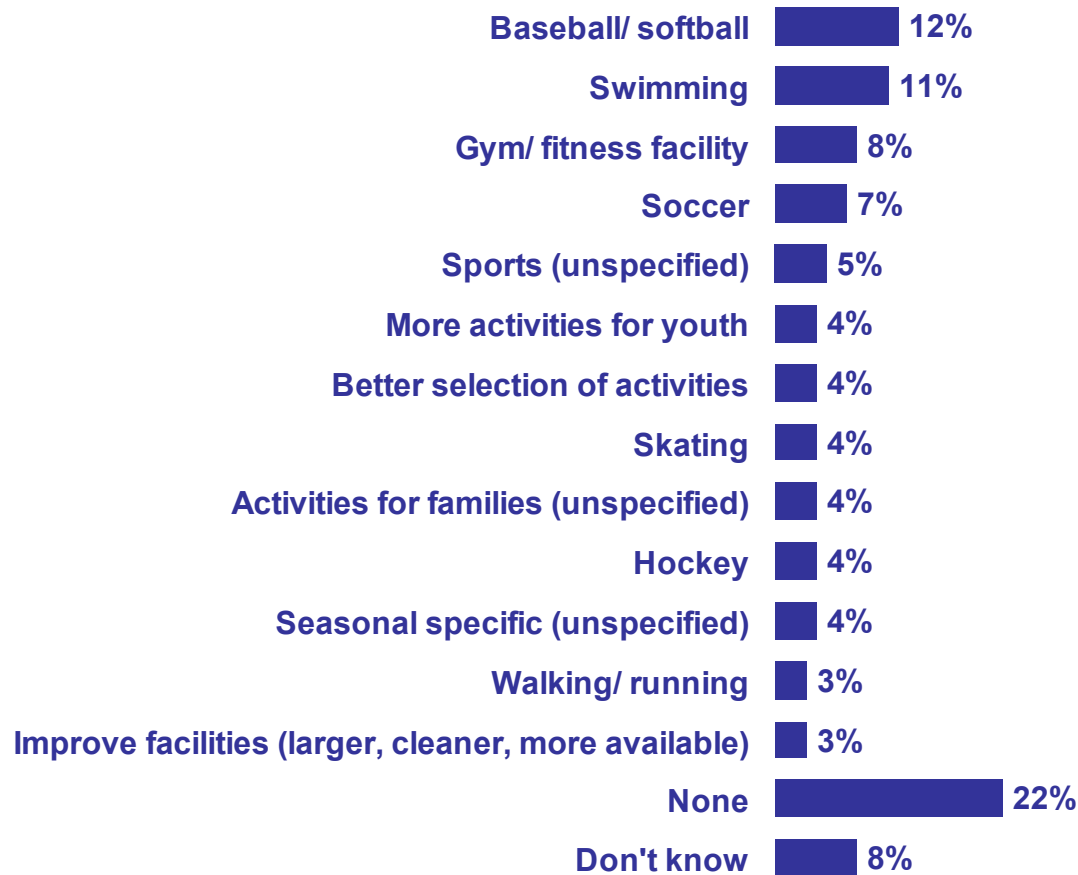


Base: Have 1 or more children (n=103)



Suggestions for New Recreation Services and Programs for Children

QCPE8. What, if any, types of recreation services and programs for children would you like to see more of in the Municipality of Argyle?
Anything else?



Only mentions of 3% or more are shown.

Base: Have 1 or more children (n=103)



Weighted Sample Characteristics





Weighted Sample Characteristics

	Total Respondents (n=300) %
Gender:	
Male	49%
Female	51%
Age:	
18 to 34	23%
35 to 54	37%
55 or older	37%
<i>Average Age</i>	<i>48 years</i>
Urban or Rural**:	
Urban	8%
Rural	90%

	Total Respondents (n=300) %
Household Composition:	
With children	34%
Without children	66%
Length of Residency	
10 years or less	16%
11 to 20 years	9%
More than 20 years	76%
<i>Average Number of Years</i>	<i>36 years</i>

**Respondents self-identified as urban or rural.



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