



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

Halifax Regional Municipality

2011 Municipal Recreation and Physical Fitness Syndicated Survey

March 2011





Methodology

- 300 telephone interviews with a randomly selected representative sample of the Halifax Regional Municipality residents aged 18 years or older.
- Conducted between February 8 and February 22, 2011.
- 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 the Halifax Regional Municipality 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.



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

Participation in Physical Activity

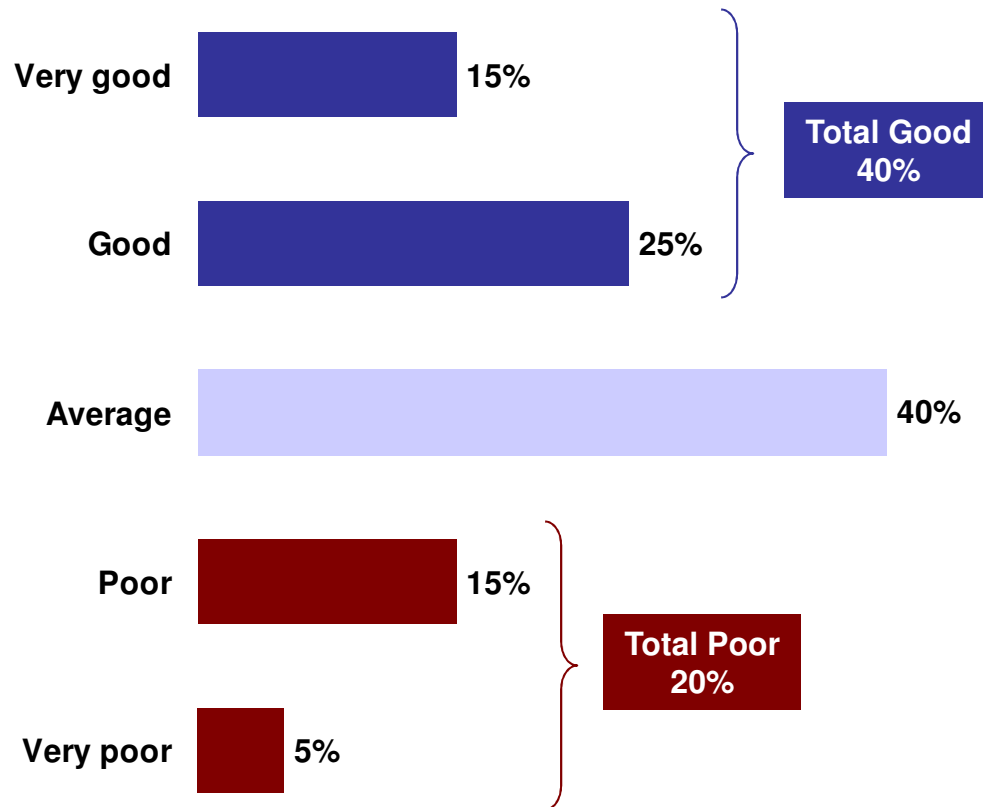




Current Fitness Level

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

Canadian Norm	Nova Scotia Norm
15%	14%
33%	31%
38%	40%
12%	13%
3%	3%
48%	45%
15%	16%



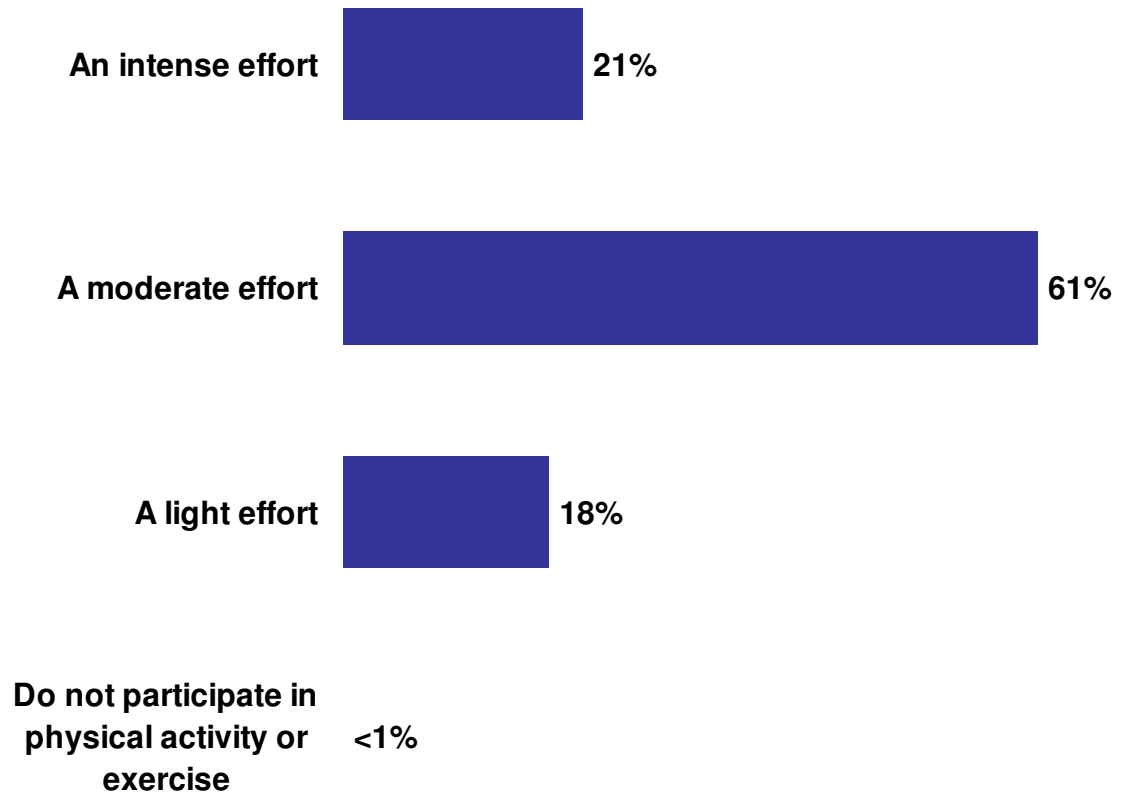
Base: All respondents (n=300)



Intensity of Effort When Participating in Physical Activity

When you participate in physical activity or exercise, would you generally make...?

Canadian Norm	Nova Scotia Norm
23%	22%
61%	62%
14%	14%

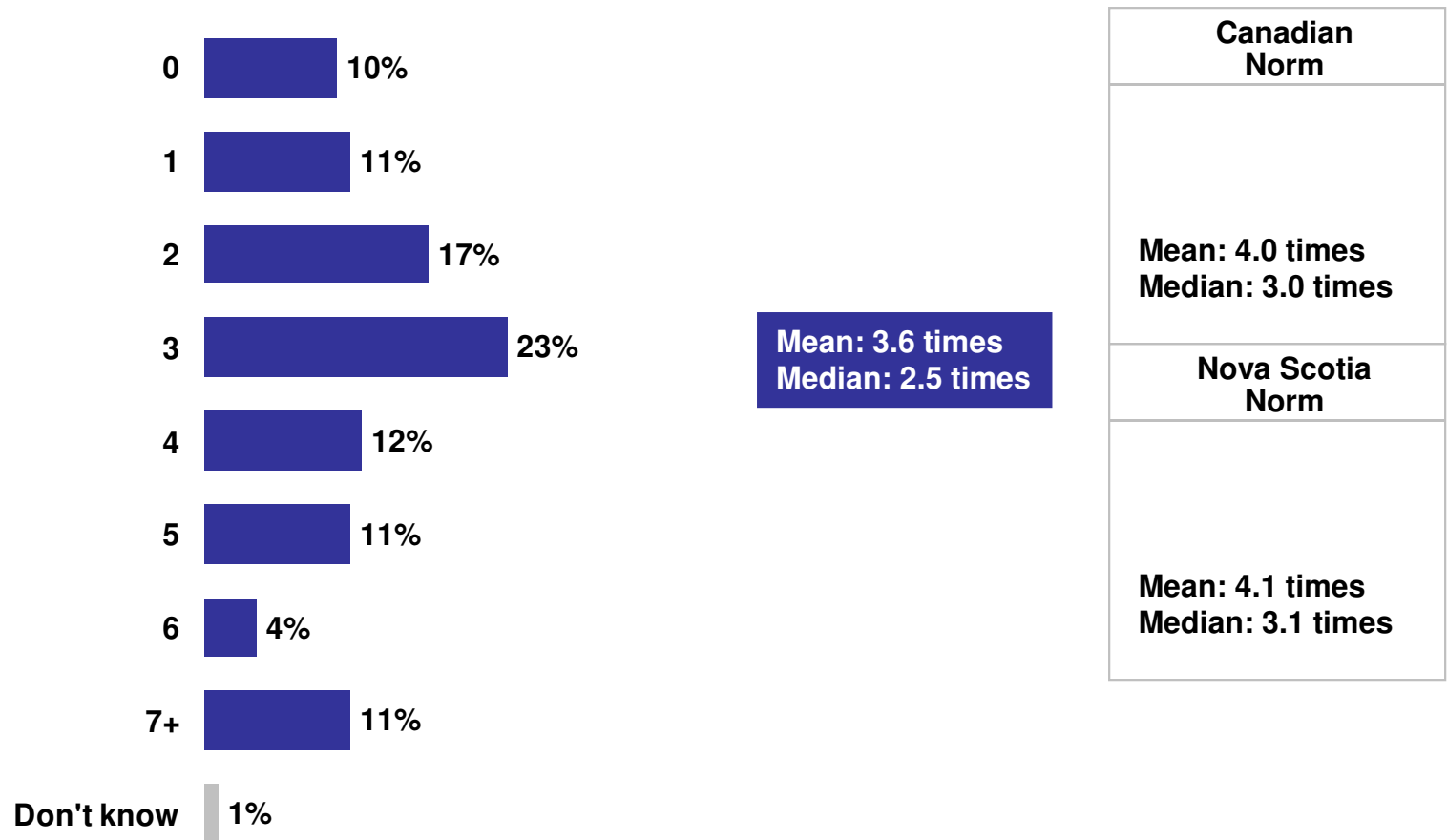


Base: All respondents (n=300)



Number of Times Participate in Physical Activity (Per Week)

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



Base: All respondents (n=300)



Common Physical Activities

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



Canadian Norm Top Mentions	
Walking	50%
Gym	13%
Jogging/ running	12%
Biking/ cycling	10%
Swimming	8%
Weightlifting	8%
Nova Scotia Norm Top Mentions	
Walking	60%
Jogging/ running	7%
Gym	7%
Biking/ cycling	7%
Weightlifting	6%
Swimming	6%

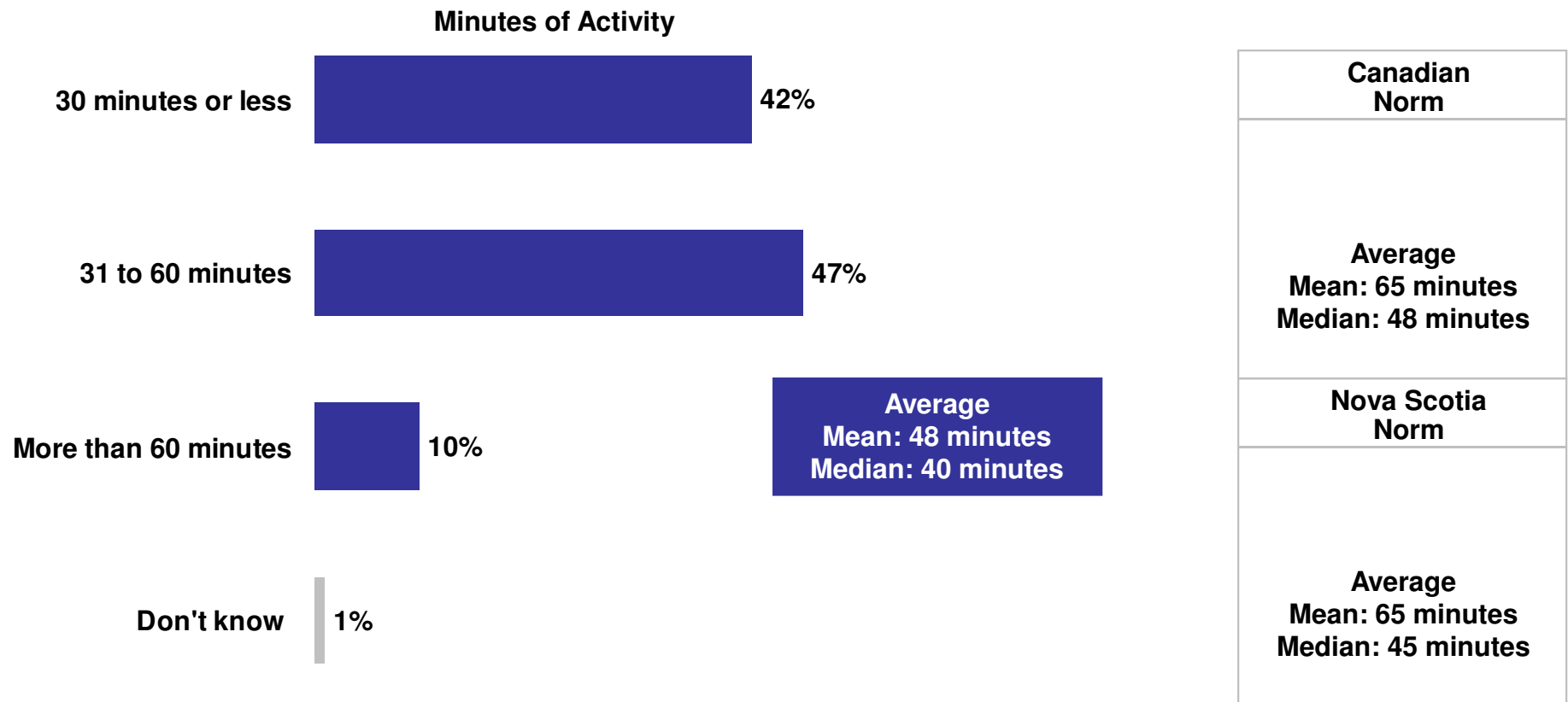
Only mentions of 3% or more are shown.

Base: All respondents (n=300)



Duration of Activity

On average, how many minutes do you spend actively participating in an activity 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 at least one activity (n=289)



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

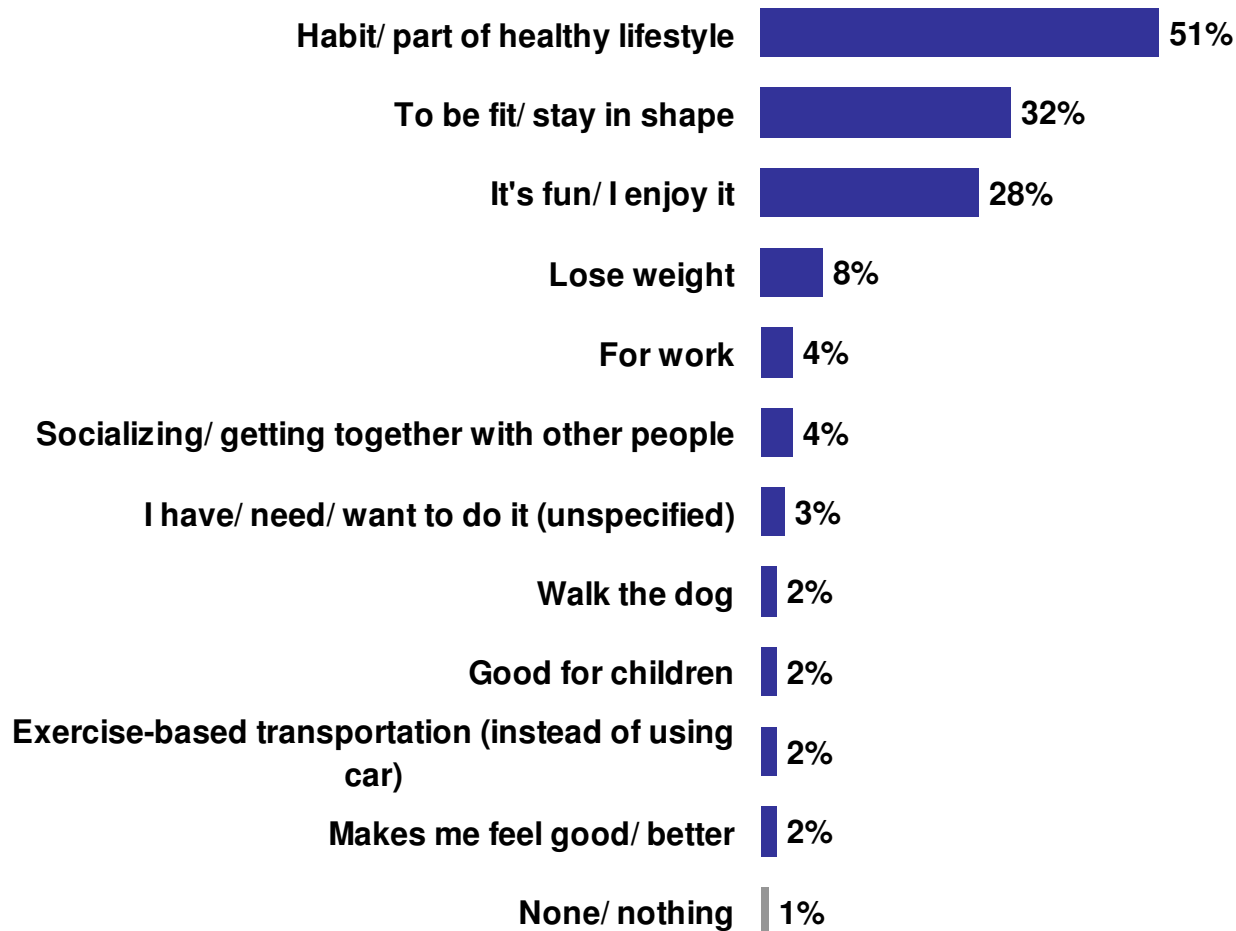
Attitudes Towards Physical Activity





Reasons for Participating in Physical Activity

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



Canadian Norm Top Mentions	
Habit/ healthy lifestyle	45%
Fun & enjoyment	25%
Keep fit	21%
Lose weight	9%
Feel good	5%
Nova Scotia Norm Top Mentions	
Habit/ healthy lifestyle	43%
Fun & enjoyment	23%
Keep fit	20%
Lose weight	10%
Feel good	5%

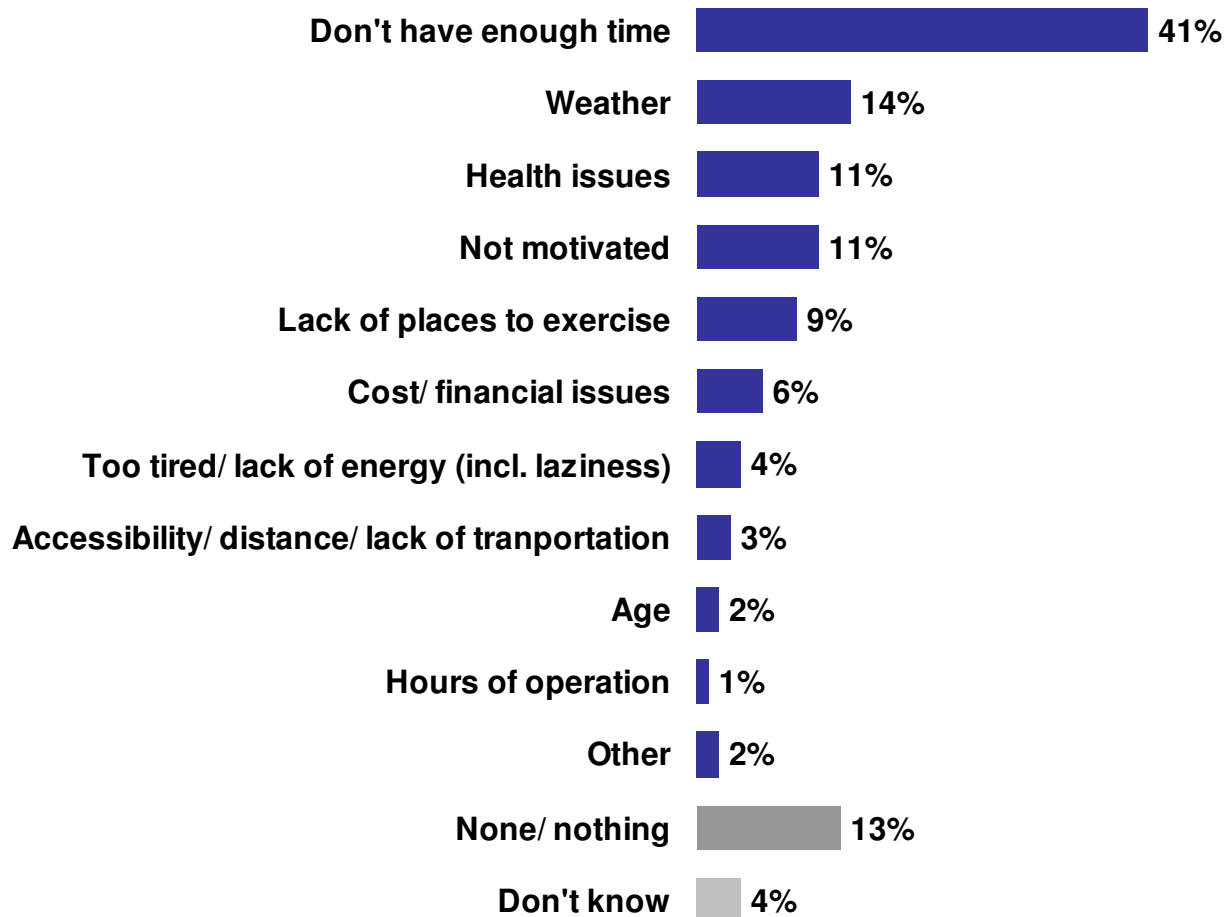
Only mentions of 2% or more are shown.

Base: Participate in at least one activity (n=289)



Barriers to Participating in Physical Activity

What would you say is the main barrier to you participating in physical activity and exercise? Any other barriers?



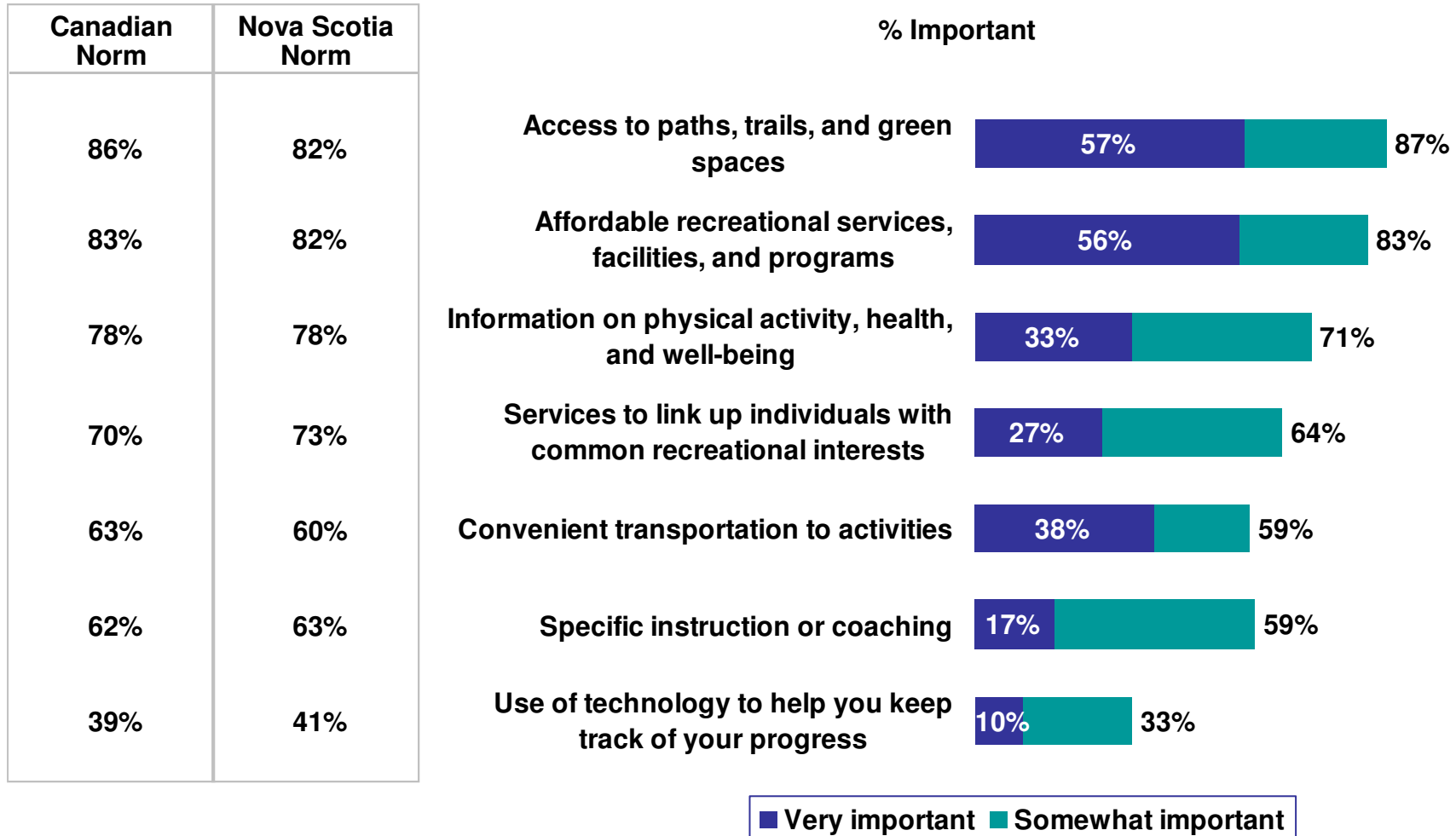
Canadian Norm Top Mentions	
Time	34%
Weather	13%
Health/ injury	11%
Not motivated	10%
Lack of facilities	8%
Nova Scotia Norm Top Mentions	
Time	28%
Weather	16%
Health/ injury	13%
Lack of facilities	12%
Not motivated	9%

Base: All respondents (n=300)



Factors Influencing Participation in Physical Activity

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



Base: All respondents (n=300)



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

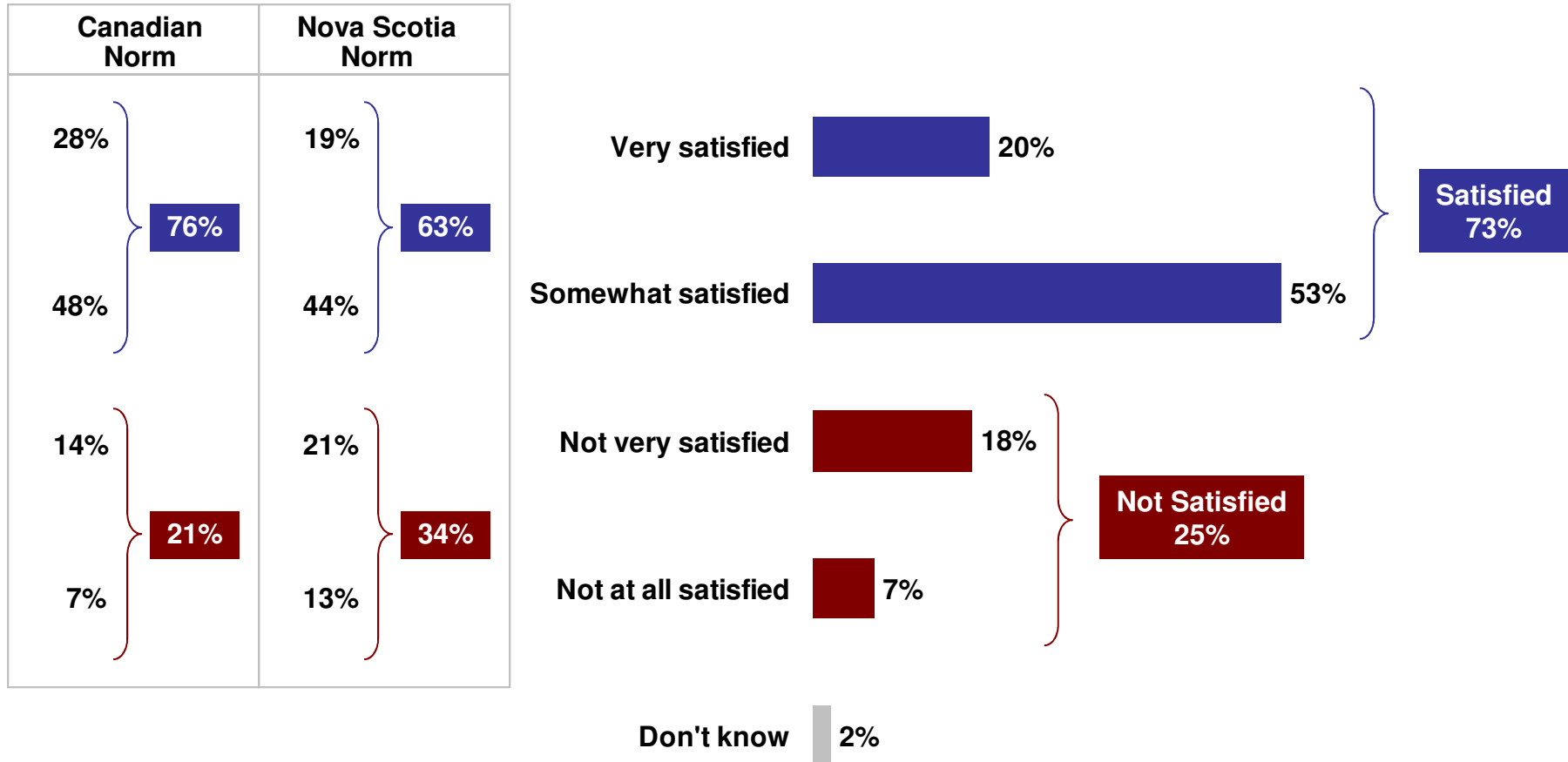
Satisfaction with Recreation Facilities, Programs, and Services





Overall Satisfaction with Recreation Facilities

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

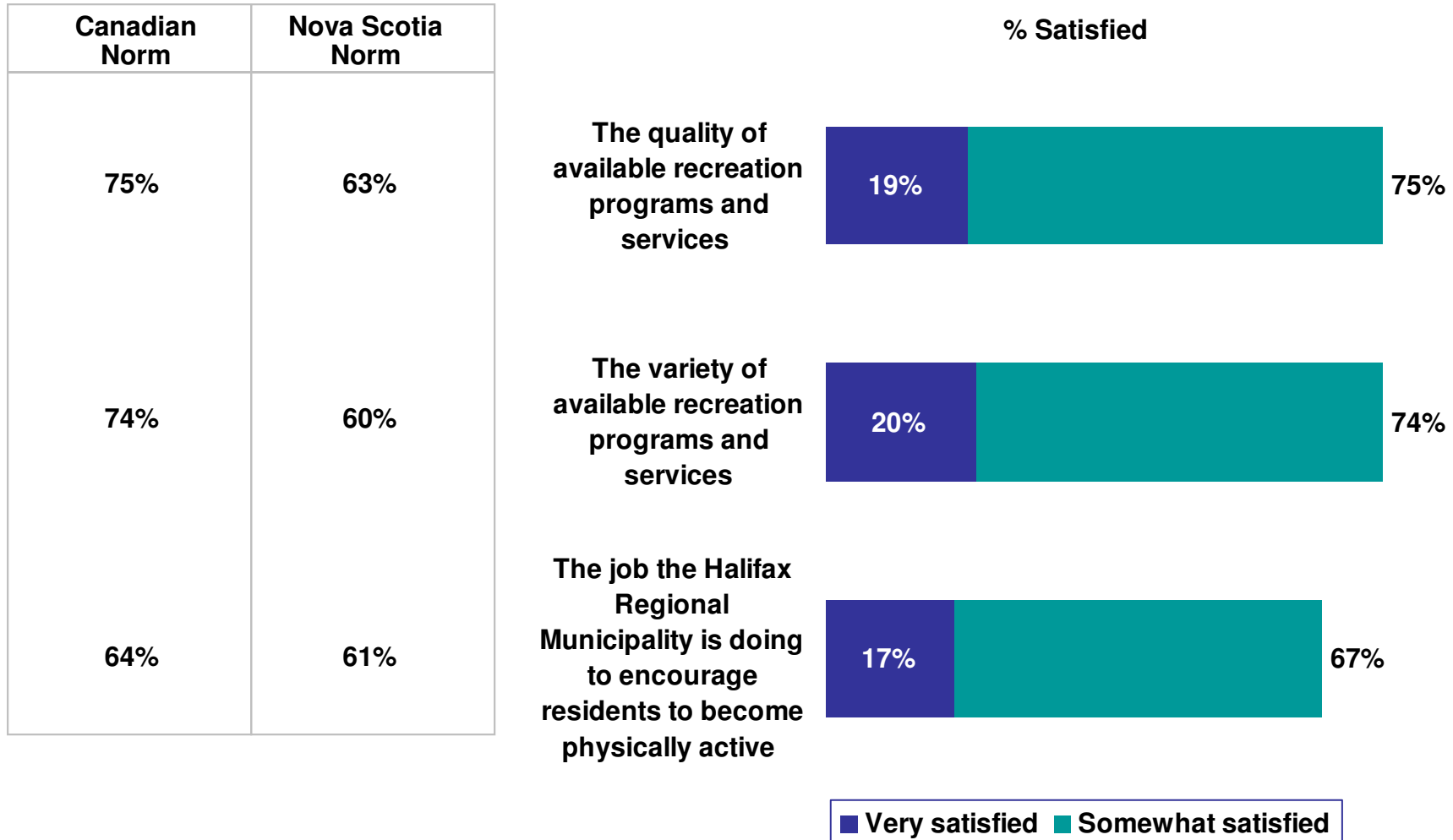


Base: All respondents (n=300)



Satisfaction with Specific Aspects of Service Delivery

And how satisfied are you with ...?

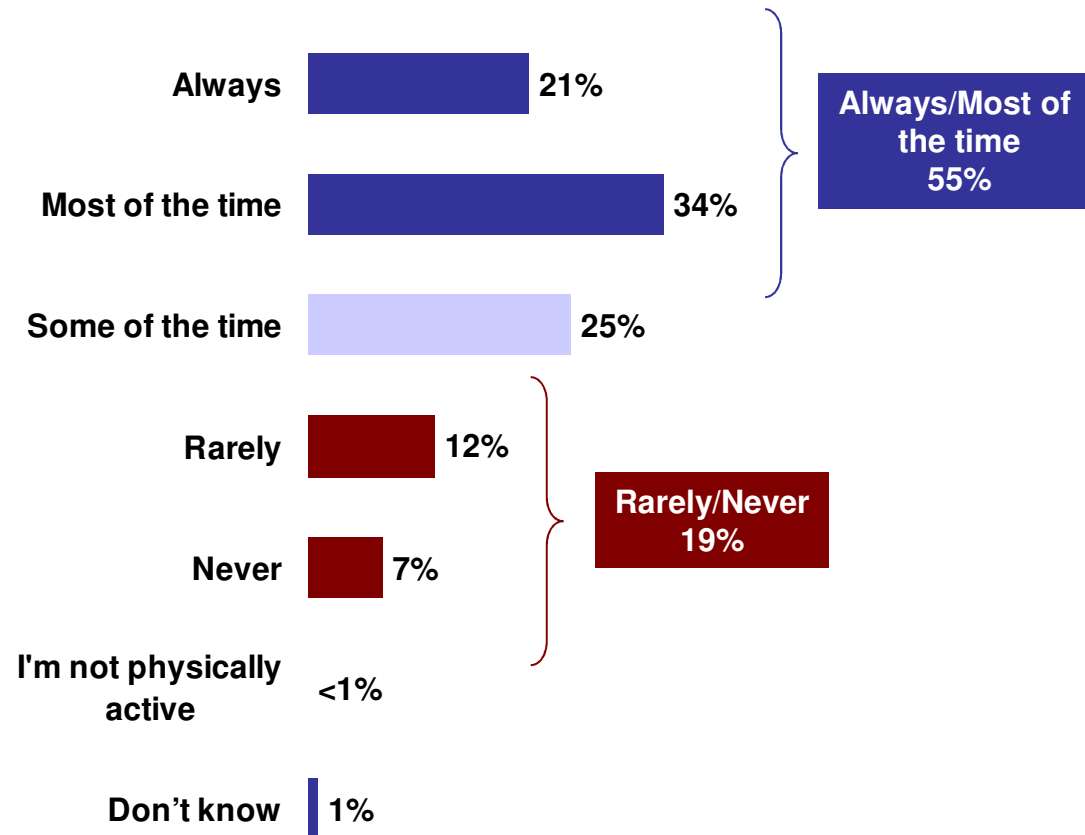


Base: All respondents (n=300)



Frequency of Participation in Unstructured Physical Activities

When you are physically active, how often do you take part in an activity that is unstructured or informal?

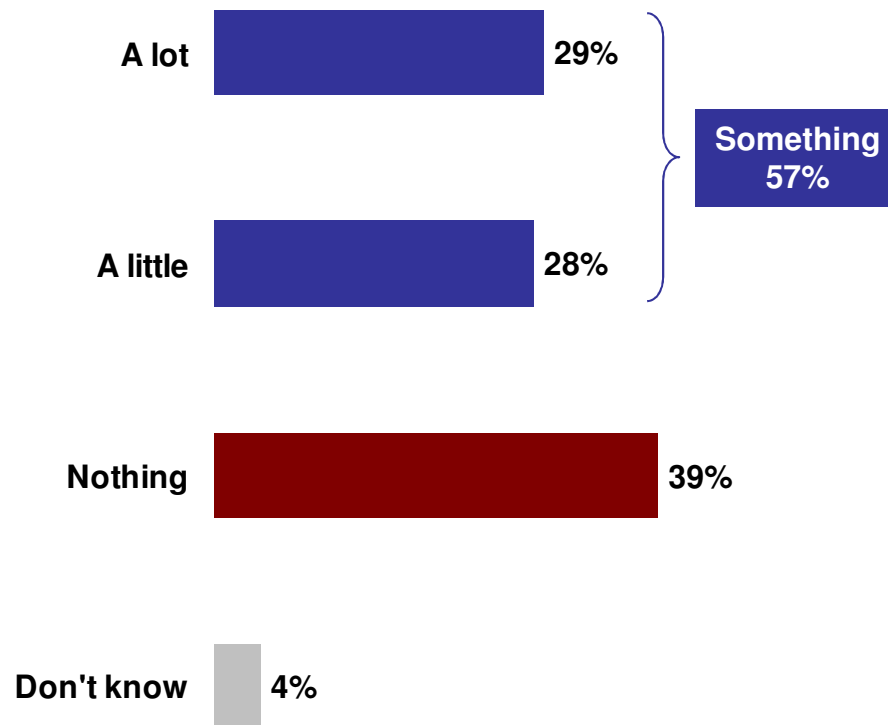


Base: All respondents (n=300)



Workplace Encouragement of Physical Activities

How much does your workplace do in terms of offering activities or incentives to encourage employees to be physically active?

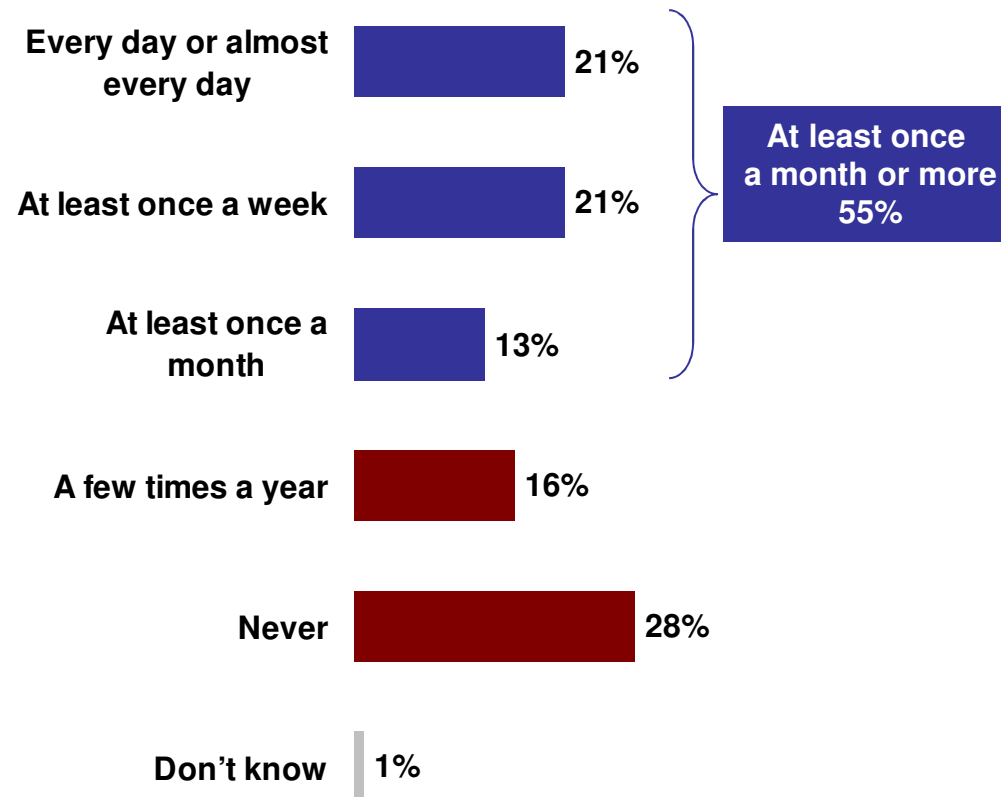


Base: Respondents who are employed (n=216)



Frequency of Participation in Work Place Activities

How often do you take advantage of these work place activities and/or incentives to be physically active?

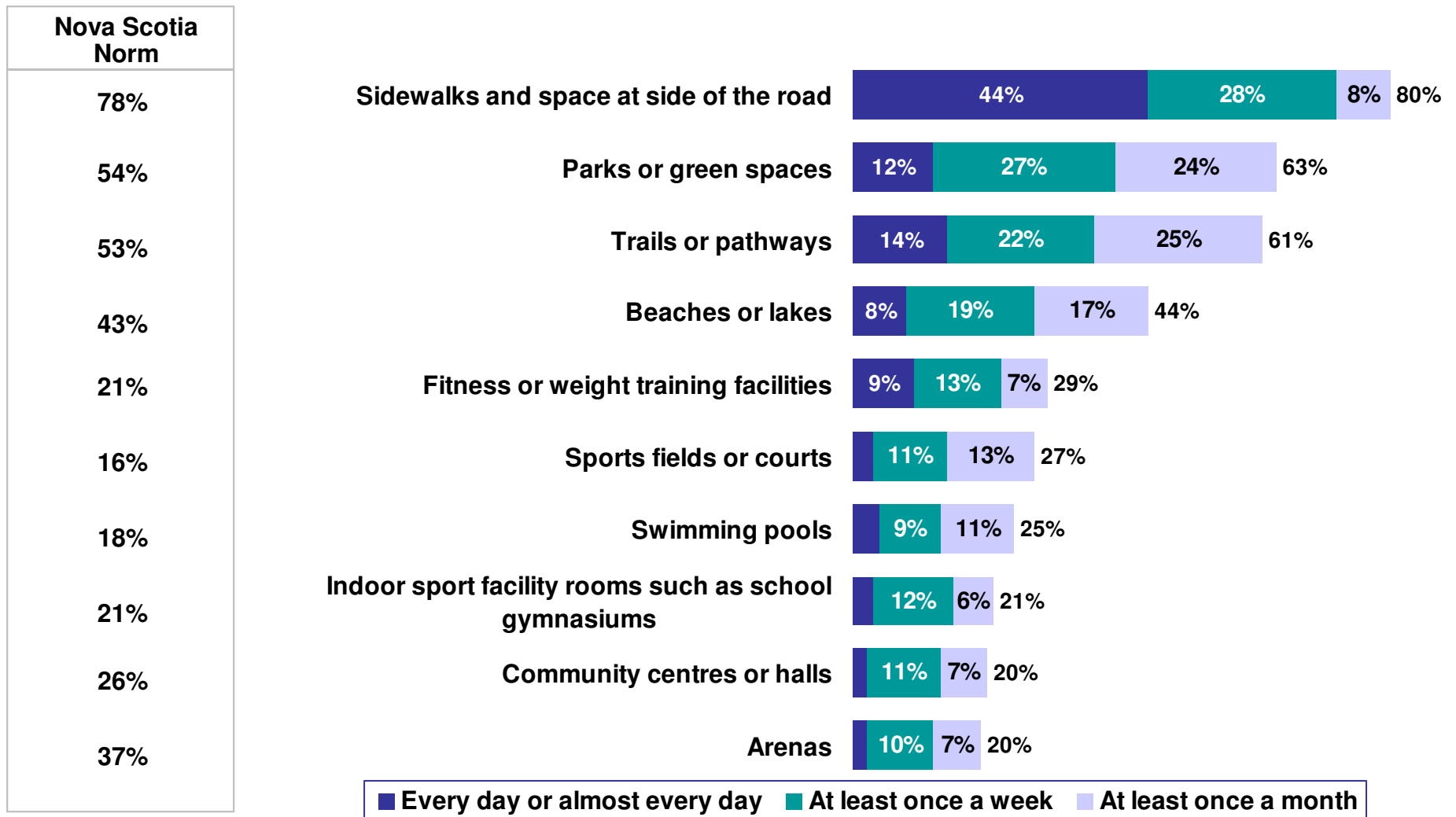


Base: Workplace does something In terms of offering activities (n=123)



Frequency of Using Recreation Facilities

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



Base: All respondents (n=300)



Quality of Specific Aspects of Walking

Please rate each of the following aspects of walking in your community.

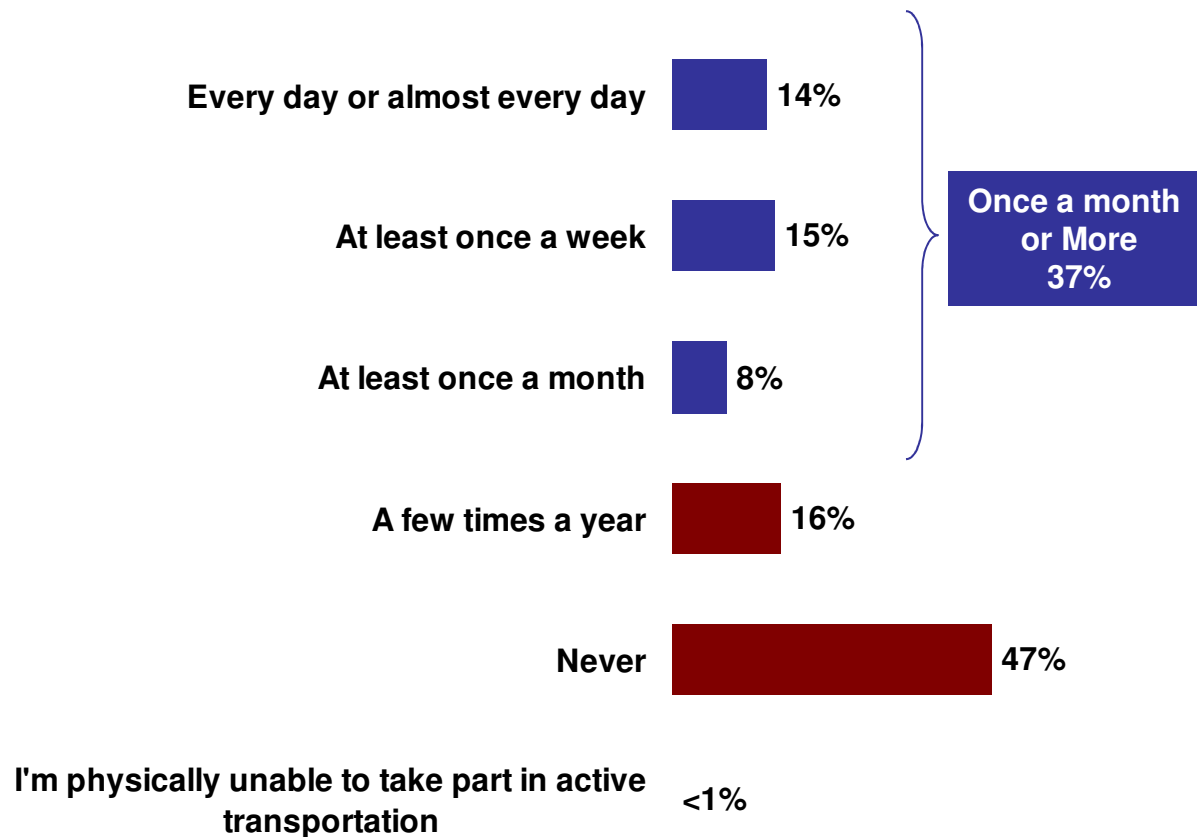


Base: All respondents (n=300)



Usage of Active Transportation

How often do you use active transportation like: walking, running, bicycling or rollerblading to travel to work, school or other activities?



Base: All respondents (n=300)



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

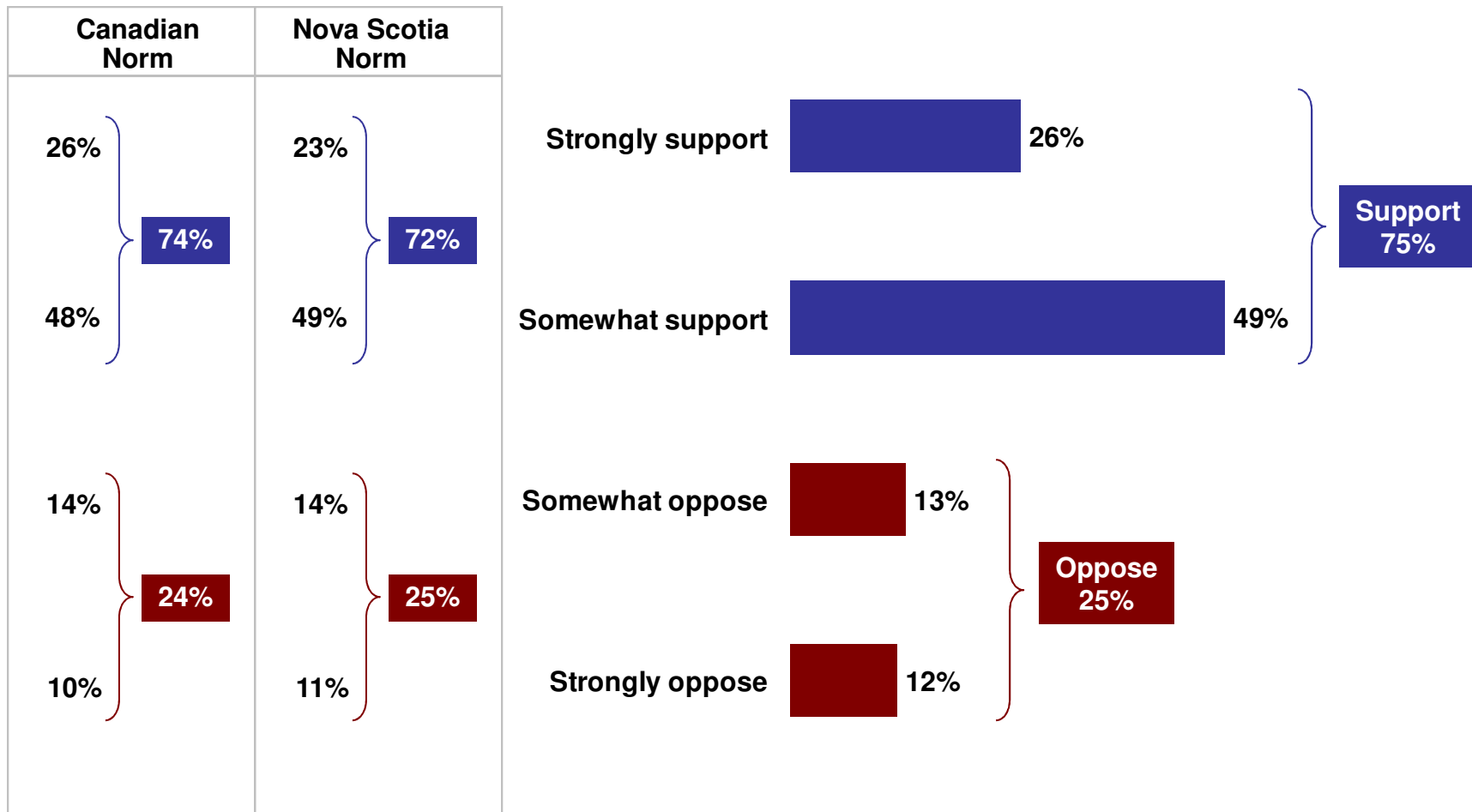
Funding





Support for User Fees

As you may know, many recreational programs and services in the Halifax Regional Municipality 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)



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

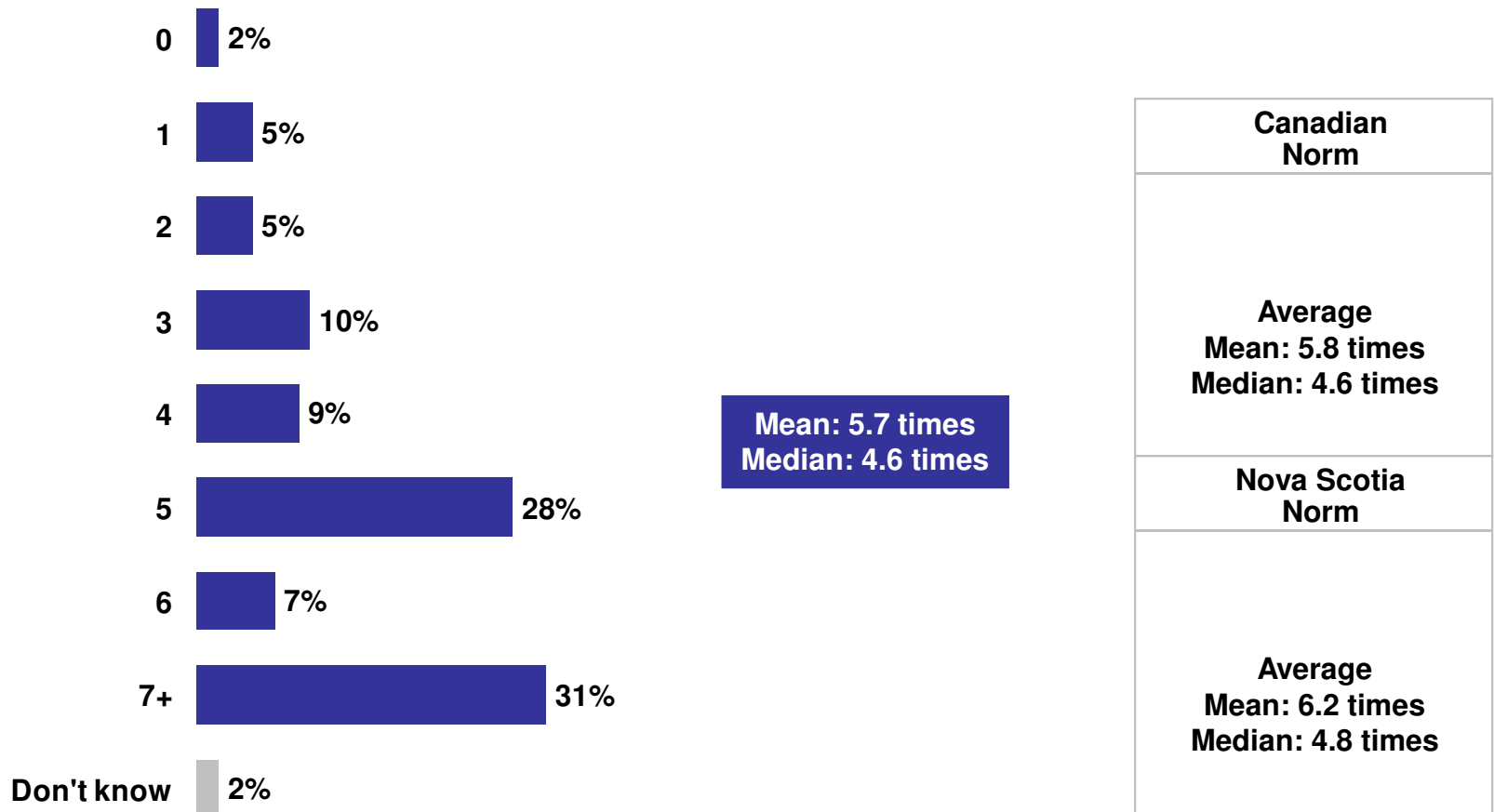
Children's Physical Activity





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

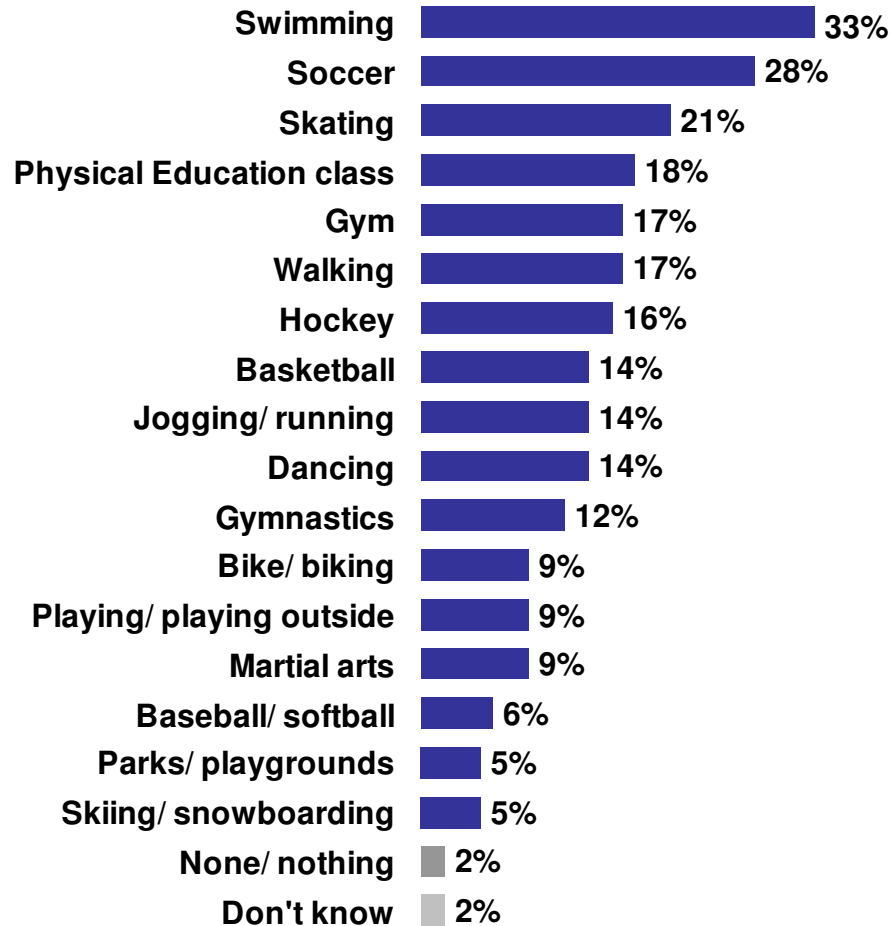
In a typical week and considering all seasons, how many times does your child/do your children participate in moderate physical activity or exercise for a period of 30 minutes or more, including physical education classes during school?



Base: All children in household (n=140)

Common Physical Activities (Children)

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



Canadian Norm Top Mentions	
Soccer	24%
Swimming	22%
Hockey	21%
Basketball	20%
Skating	18%

Nova Scotia Norm Top Mentions	
Soccer	24%
Hockey	23%
Basketball	22%
Skating	20%
Swimming	18%

Base: Have one or more children aged 2 to 17 (n=87*)

*Small base size (<100), interpret with caution

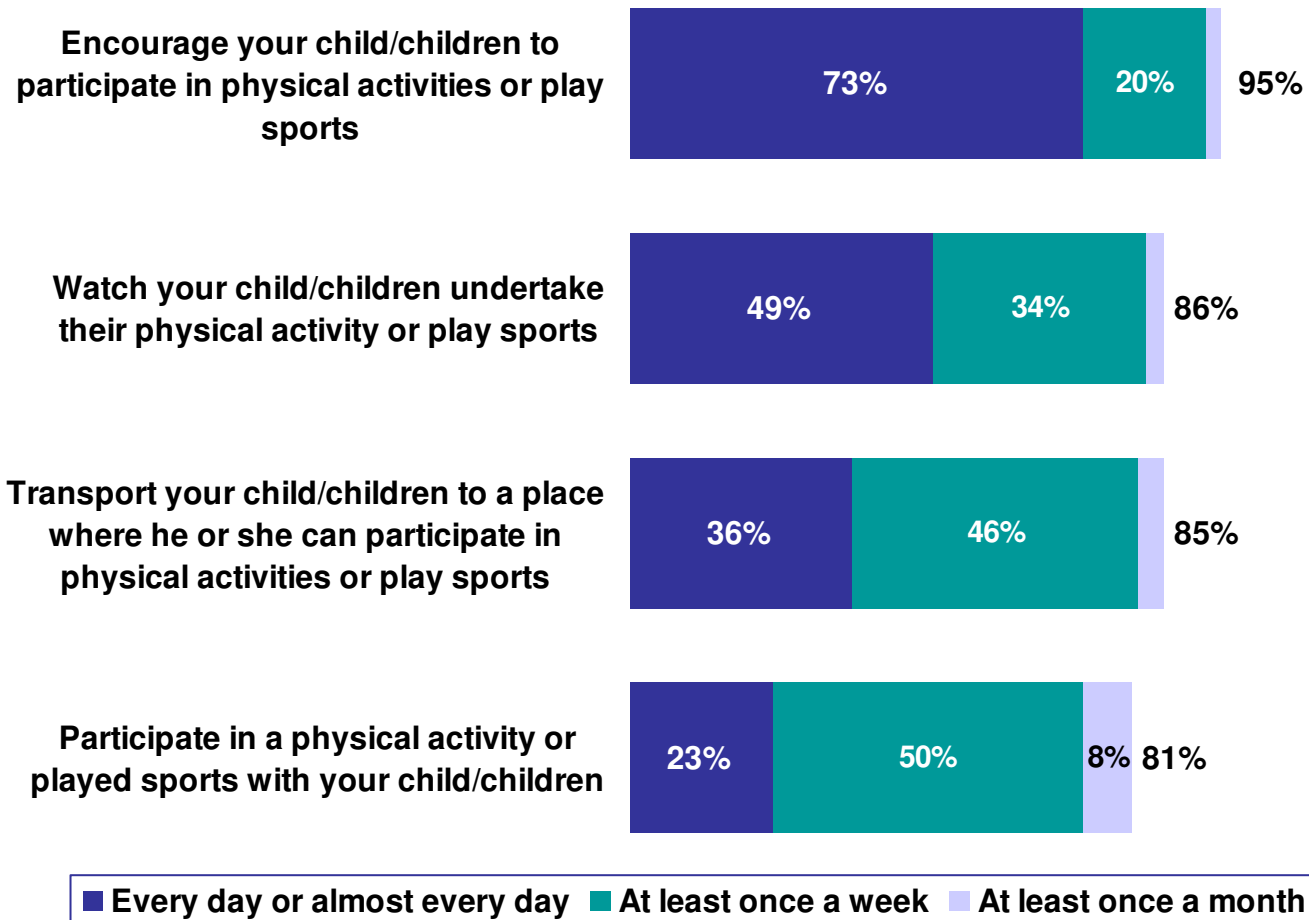
Only mentions of 5% or more are shown.



Adult Involvement in Children's Physical Activity

How often does an adult in your family...?

Canadian Norm	Nova Scotia Norm
94%	94%
87%	87%
88%	87%
83%	83%

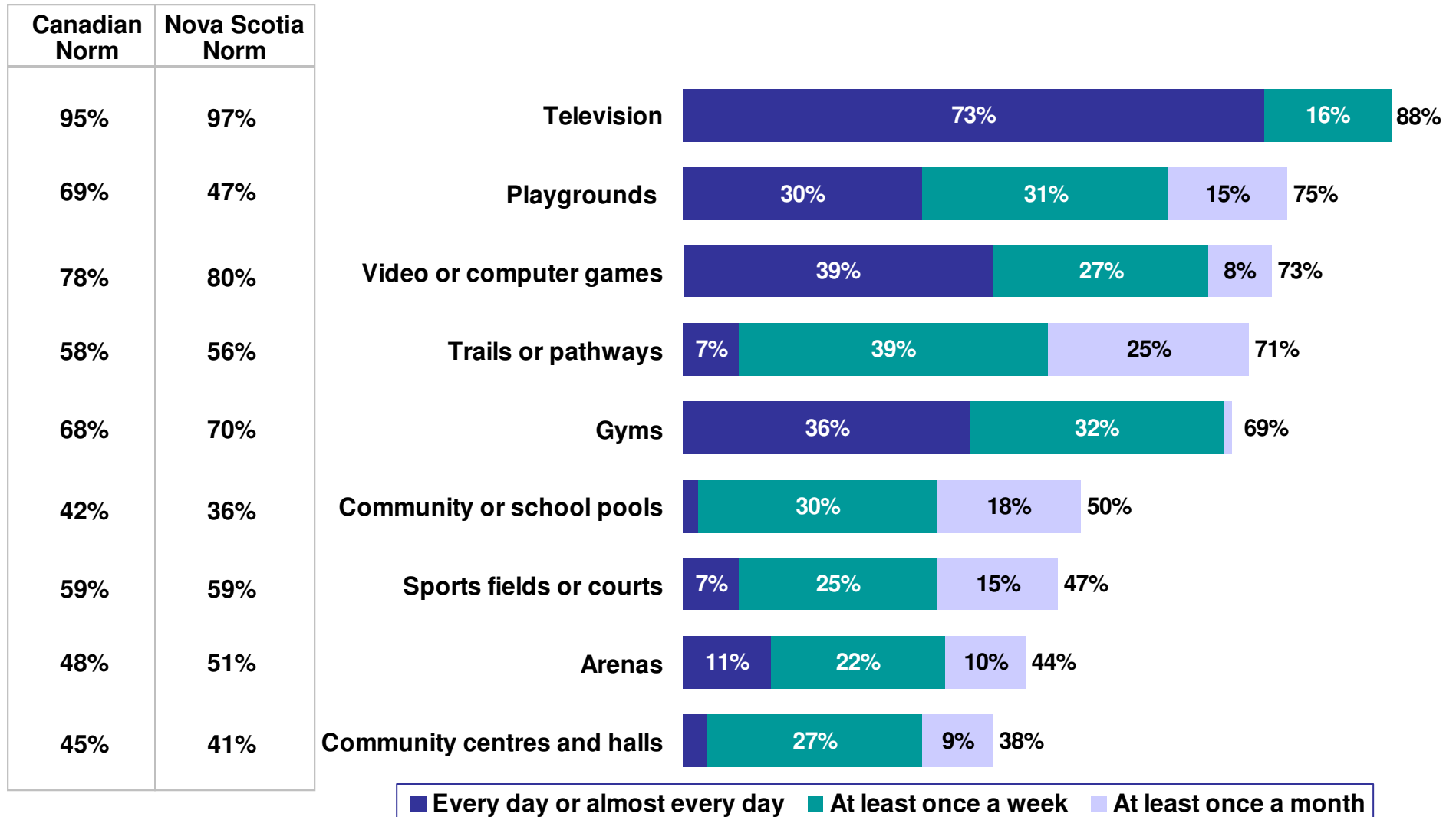


Base: Have one or more children aged 2 to 17 (n=87*)
 *Small base size (<100), interpret with caution



Frequency of Using Specific Equipment or Facilities

Please tell me how often your child/children use each of the following?



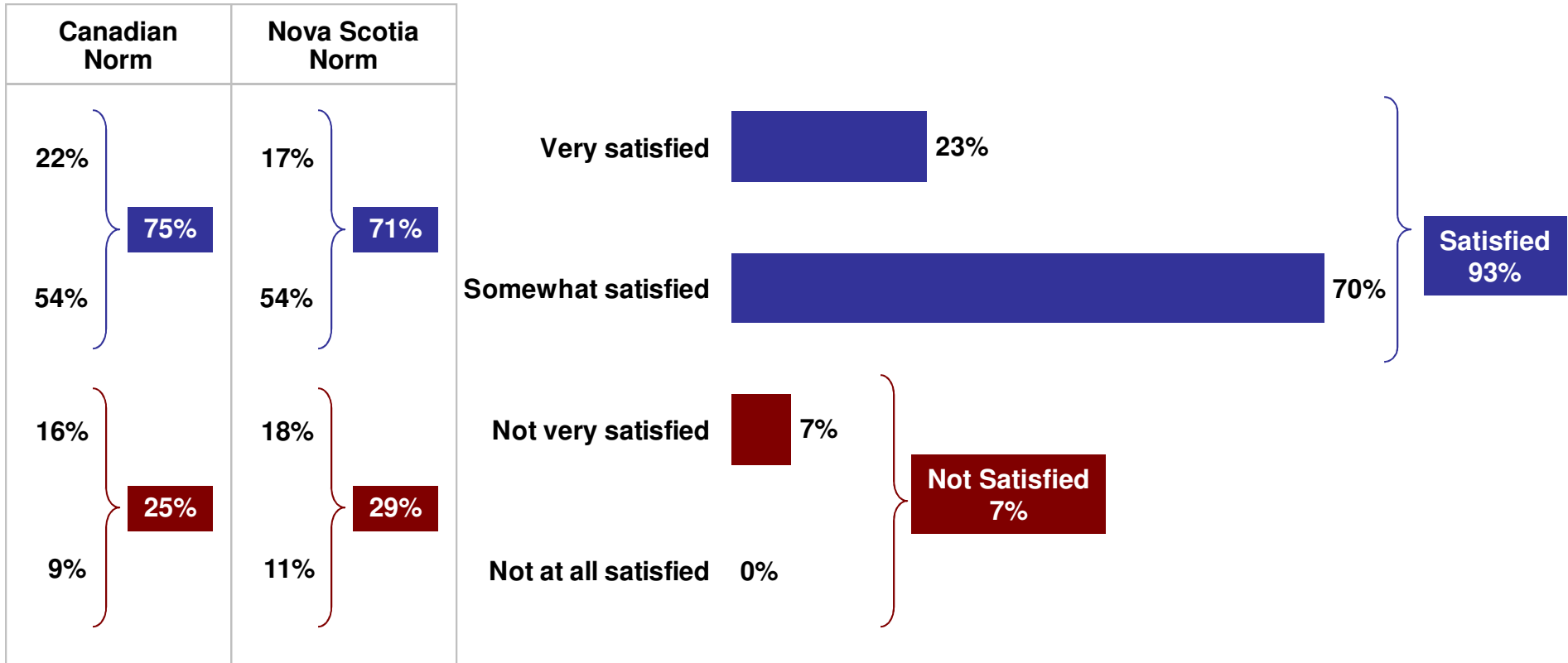
Base: Have one or more children age 17 or younger (n=95*)

*Small base size (<100), interpret with caution



Overall Satisfaction with Recreation Services and Programs Available for Children

Overall, how satisfied are you with the recreation services and programs that are available for children in the Halifax Regional Municipality?

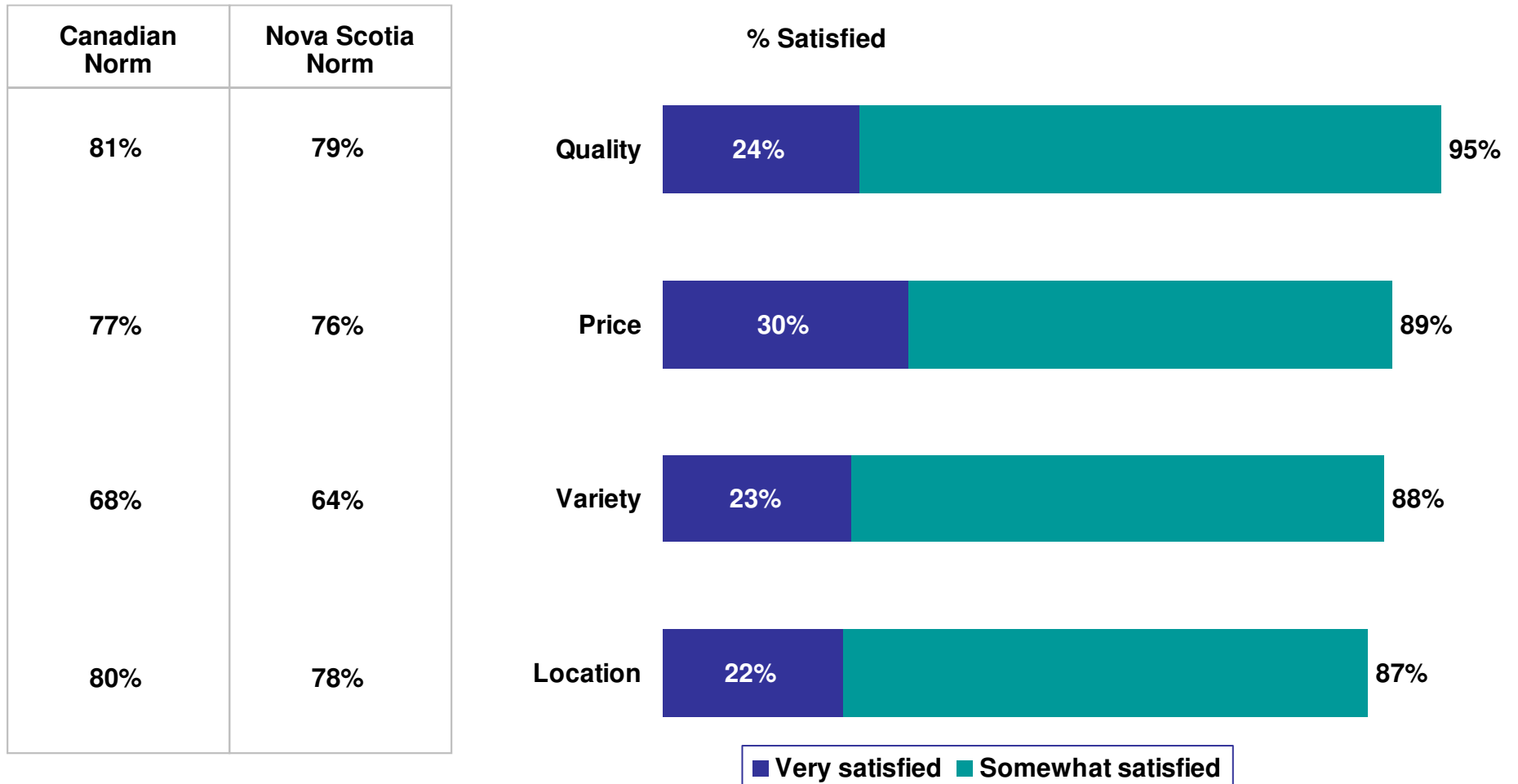


Base: Have one or more children age 17 or younger (n=95*)
 *Small base size (<100), interpret with caution



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

Please tell me how satisfied you are with each of the following aspects of the recreation services and programs that are available for children in the Halifax Regional Municipality.

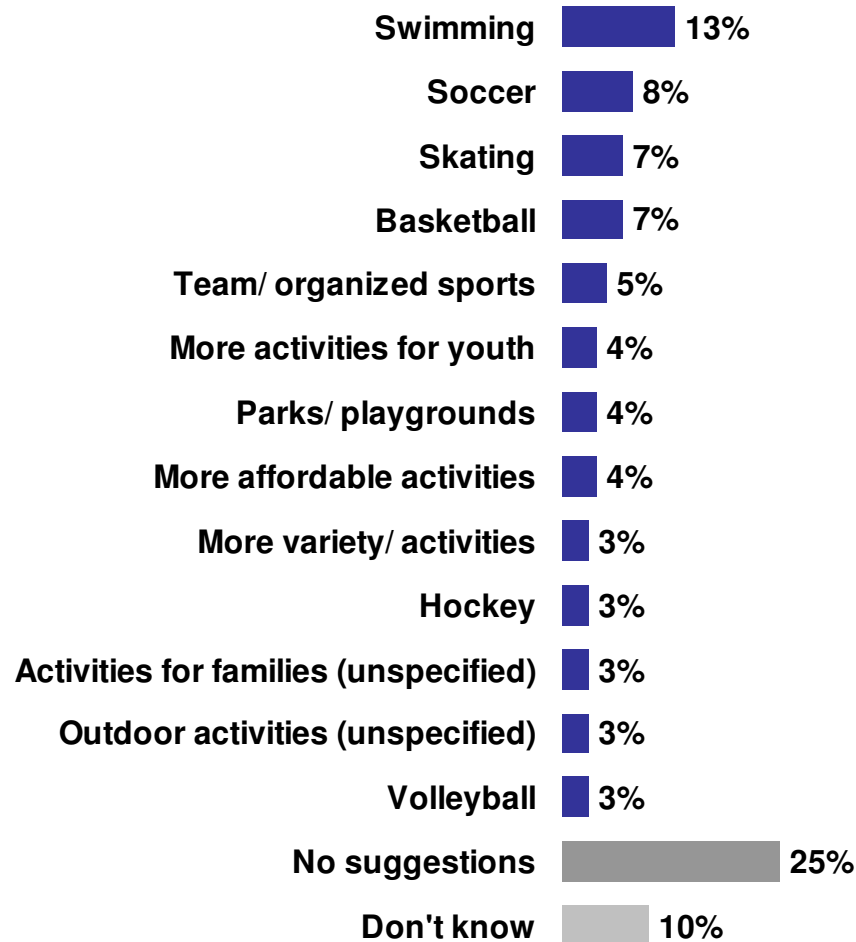


Base: Have one or more children age 17 or younger (n=95*)
 *Small base size (<100), interpret with caution



Suggestions for New Recreation Services and Programs for Children

What, if any, types of recreation services and programs for children would you like to see more of in the Halifax Regional Municipality?



Base: Have one or more children age 17 or younger (n=95*)

*Small base size (<100), interpret with caution

Only mentions of 3% or more are shown.



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

Weighted Sample Characteristics





Weighted Sample Characteristics

	All Respondents (n=300) %
Gender:	
Male	47%
Female	52%
Age:	
18-24	6%
25-34	24%
35-44	17%
45-54	21%
55+	30%
Not stated	2%
<i>Average Age</i>	<i>46</i>
Income:	
Under \$30,000	8%
\$30,000 to less than \$60,000	24%
\$60,000 to less than \$90,000	25%
\$90,000 or more	30%
Not stated	13%

	All Respondents (n=300) %
Household Composition:	
With children	35%
Without children	65%
Length of Residency:	
0 - <1	1%
1 - 10	25%
11 - 20	19%
21 - 30	14%
31 - 40	18%
41 - 50	11%
51 - 60	8%
61 - 70	5%
71 - 80	1%
Not stated	1%
<i>Average Number of Years</i>	<i>27</i>