


# **Ingersoll and District Recreation Needs Survey**

Results

May 10, 2004



# Background

- Recreation Action Committee recognized a need to better understand the town's attitude to current and future recreation needs
- Input from this survey is intended to support decisions to be made in the Town's Strategic Plan
- Key players in the recreation field, committee members and town staff were instrumental in the development of the questions asked

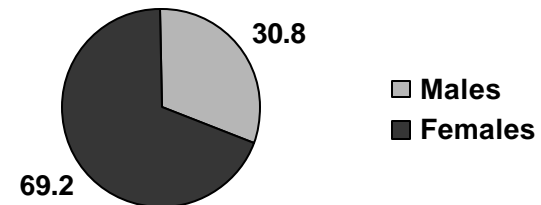
# Process

- The Committee designed the questionnaire – content was deliberately restricted to issues that can be managed
- Sample Scope:
  - all households in Ingersoll, Southwest Oxford and Zorra Townships
  - Both users and non-users of community recreational facilities
- Data Collection:
  - Telephone interviews (using the telephone directory as a source of contact numbers) were conducted over a two week period.

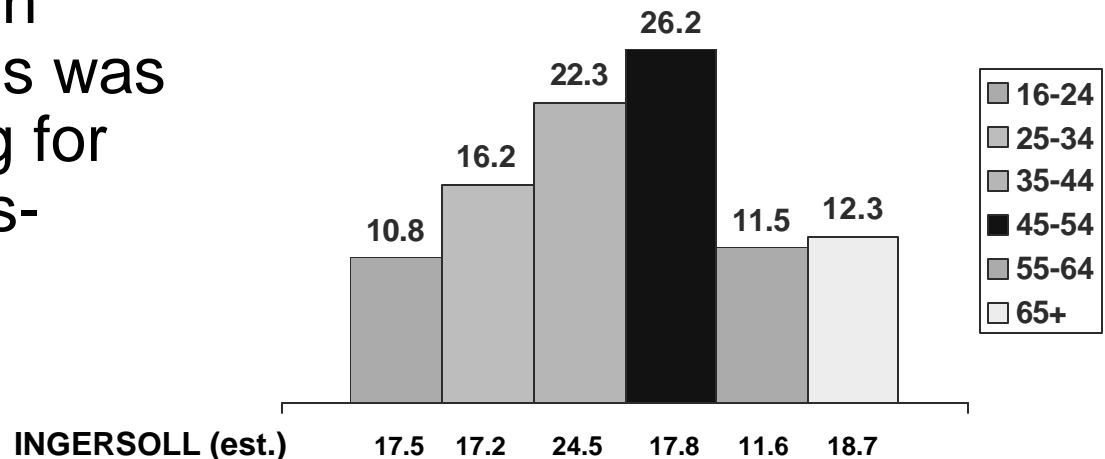
# Sample Descriptors

- In total 130 interviews were conducted
- Respondents were primarily female - 31% were male
- A good distribution across age groups was achieved allowing for input from a cross-section of the population

Gender of Respondent



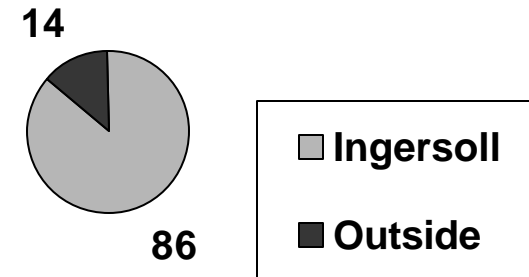
Age of Respondent



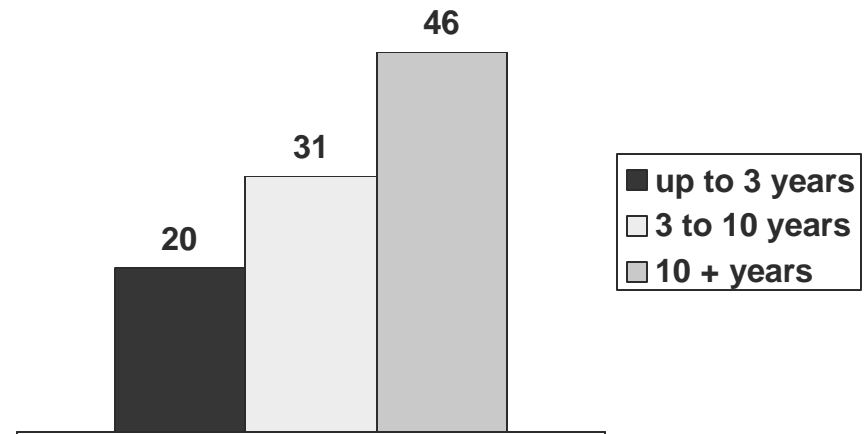
# Sample Descriptors

- The majority of respondents were from within the Town limits.
- A small group represented those in the immediate areas who may chose to access Ingersoll's recreation facilities
- The sample included a good distribution of long time and newer residents of the area

Respondent resides in -



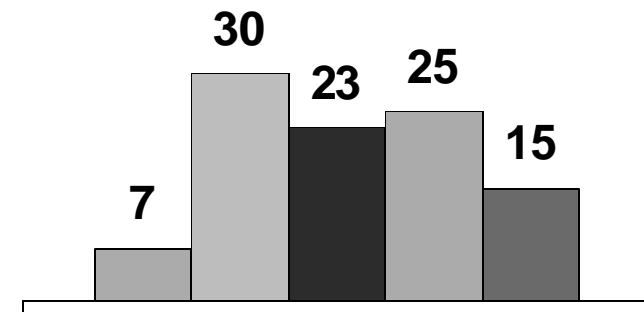
Tenure in Area



# Sample Descriptors

- Average number of people per household was reported as 3.3
- Average spent per year on recreation and leisure (programs and equipment) \$948
- 42.3% of households included in the study have kids 16 years of age or younger

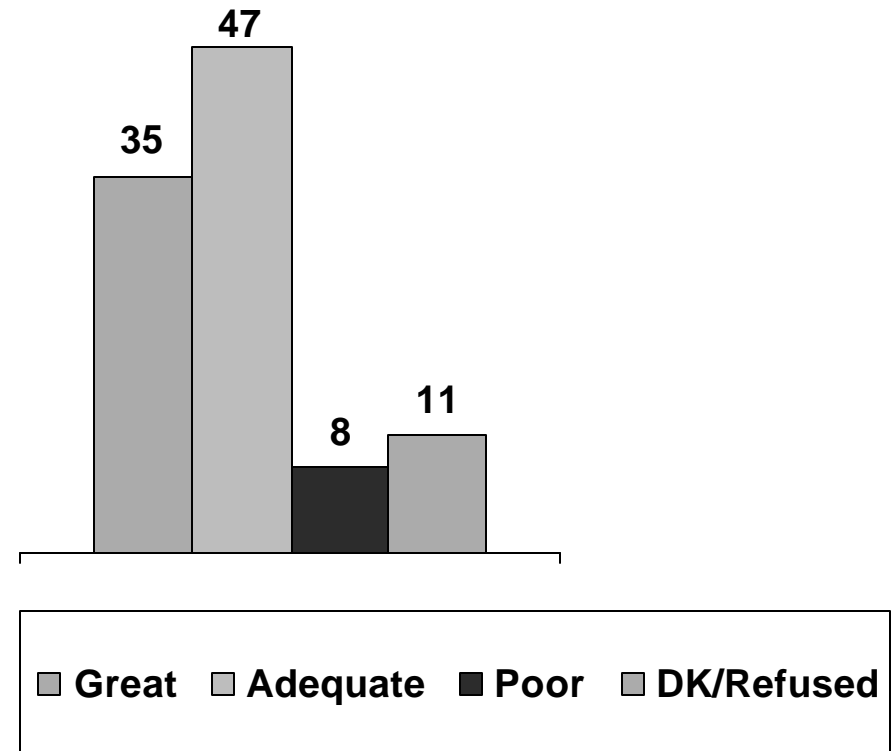
## Number of People in Household



■ One   ■ Two   ■ Three   ■ Four   ■ Five+

# Current Rating of Recreation Programs

- Although very few would categorize the current recreation programs as being poor, only about a third thought they are great.
- With half of respondents choosing “adequate” to describe current conditions, there appears to be an opportunity to improve.



# Participation Levels – in Ingersoll

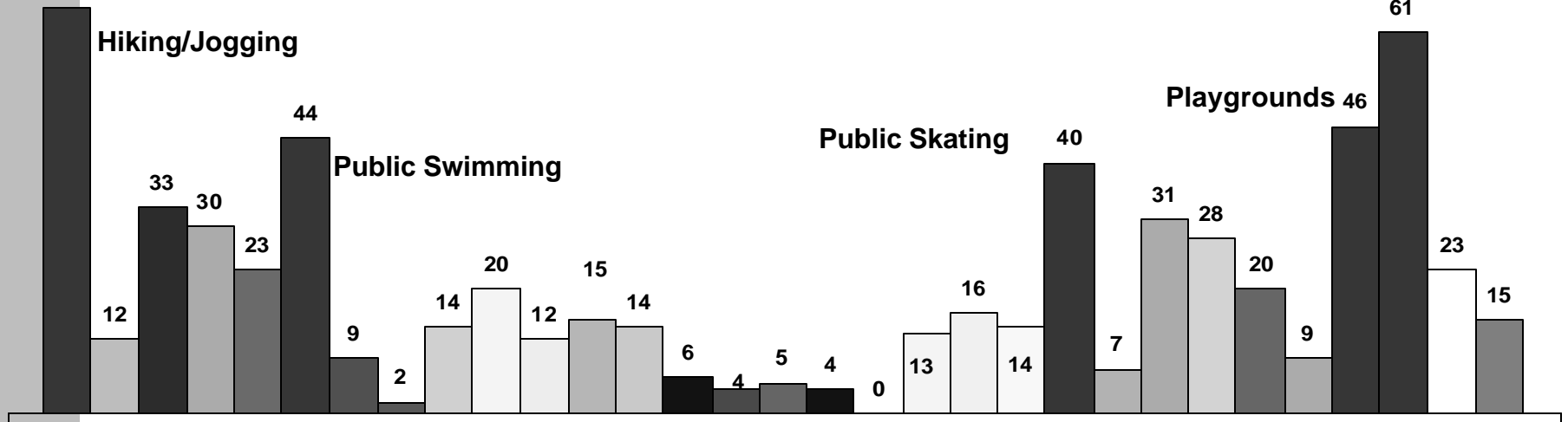
- Respondents reported the highest household participation levels , within Ingersoll, for :
  - Walking and Jogging
  - Attending Community Special Events
  - Using the Playground Equipment in Parks
  - Public Swimming
  - Public Skating

# Participation Levels – in Ingersoll

## ALL activities

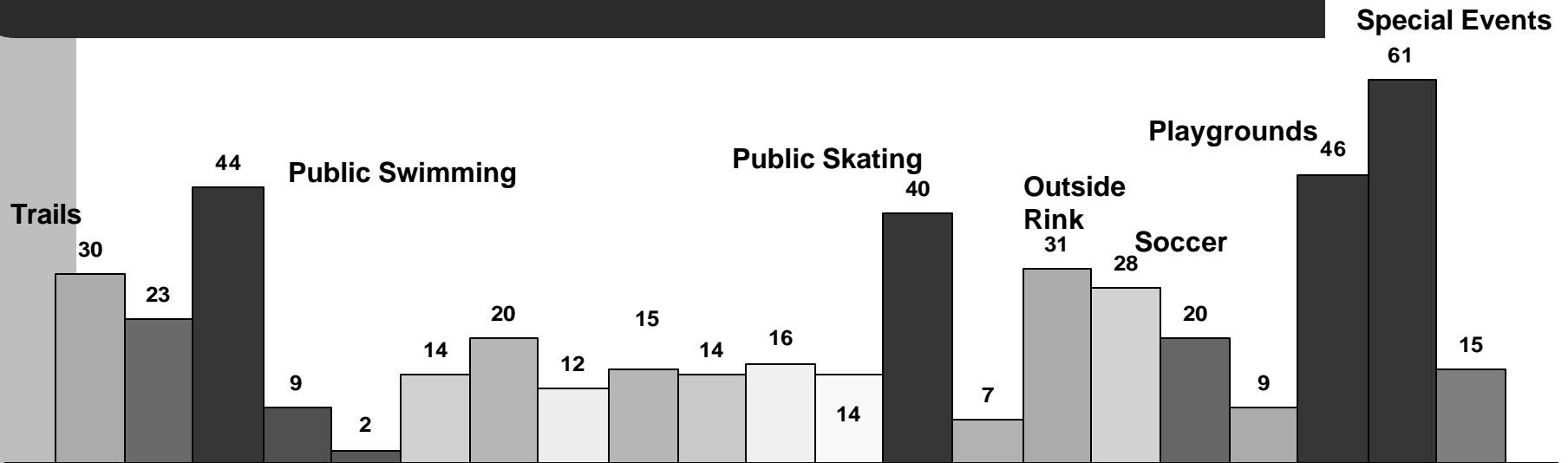
65

Special Events



- Walk/jog
- Trails
- Water Exercise
- Weight room
- Town Rec Programs
- Drama
- Organized Seniors
- Public Skate
- Soccer
- Playground Equip
- Coached/Managed a Team
- Hike
- Swim lessons
- Comp swim
- Squash courts
- Arts & Crafts
- Curling
- Hockey
- Figure Skate
- Baseball
- Community Sp Events
- Cycle
- Public Swim
- Exercise class
- Day camp
- Dance
- Lawn Bowling
- Skating lessons
- Outside rink
- Tennis
- Cubs/Scouts/Brownies/Guide

# Participation Levels – in Ingersoll Town sponsored activities/facilities

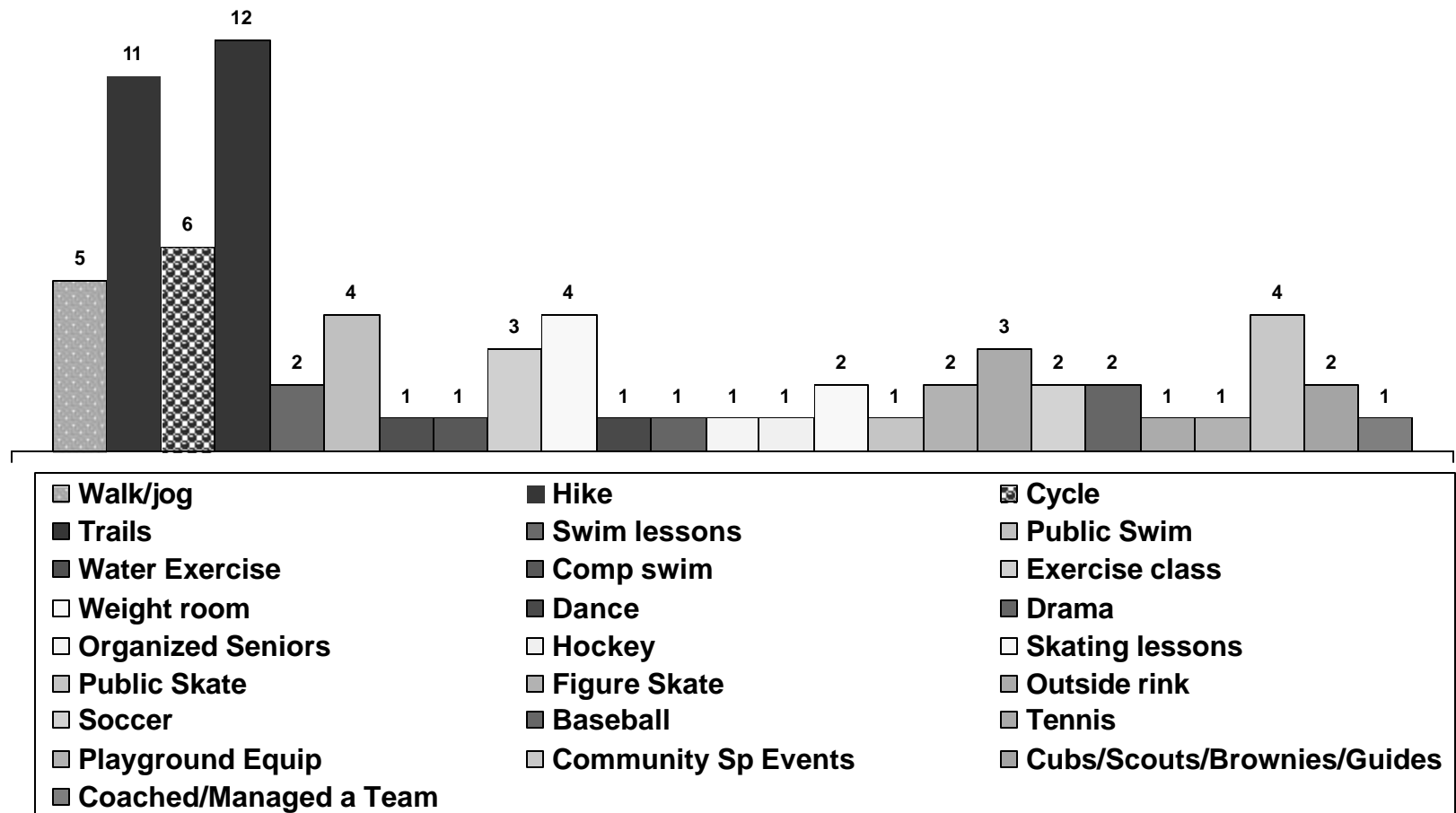


- Trails
- Water Exercise
- Weight room
- Town Rec Programs
- Public Skate
- Soccer
- Playground Equip
- Swim lessons
- Comp swim
- Squash courts
- Hockey
- Figure Skate
- Baseball
- Community Sp Events
- Public Swim
- Exercise class
- Day camp
- Skating lessons
- Outside rink
- Tennis
- Coached/Managed a Team

# Participation Levels – outside Ingersoll

- Few respondents reported going outside the community for activities.
- When they did it was to:
  - Use Trails
  - Hike
  - Cycle
  - Walk/jog

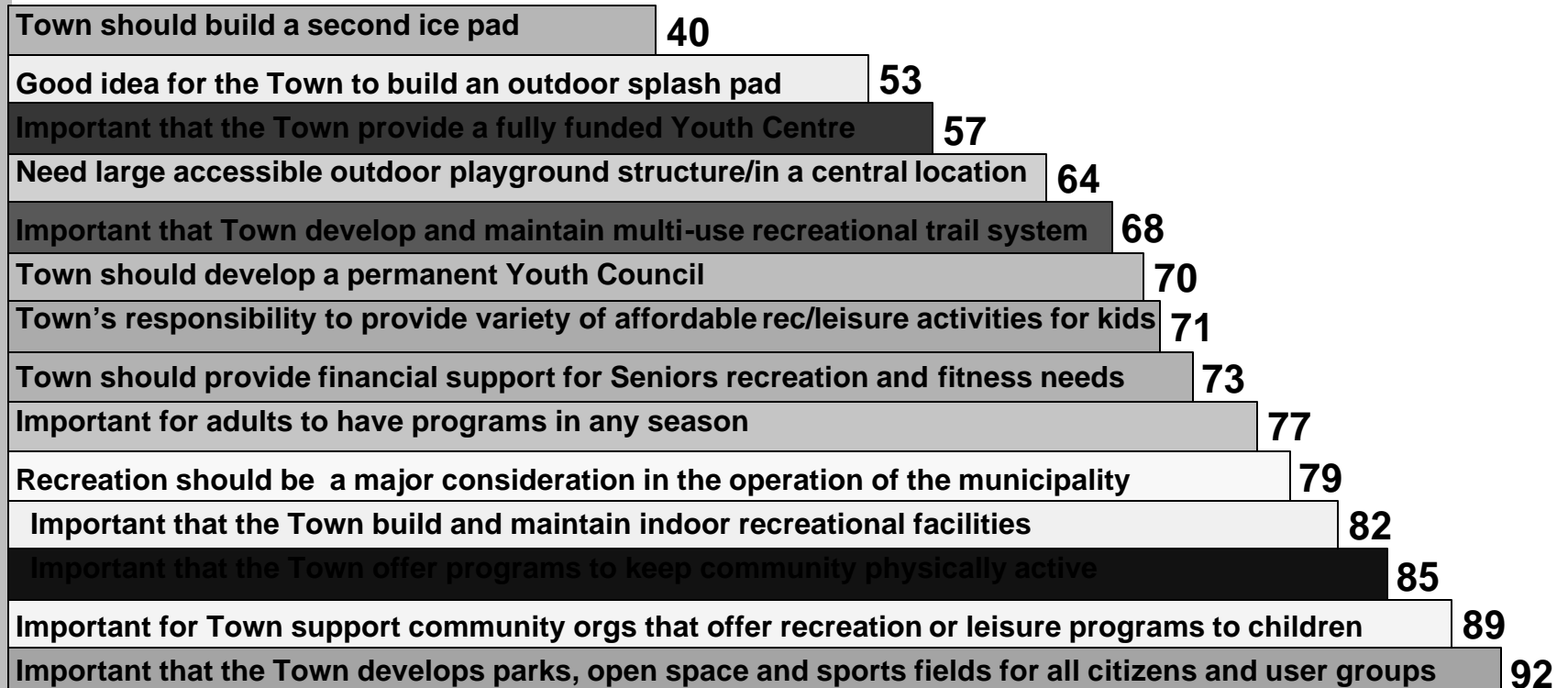
# Participation Levels – outside Ingersoll



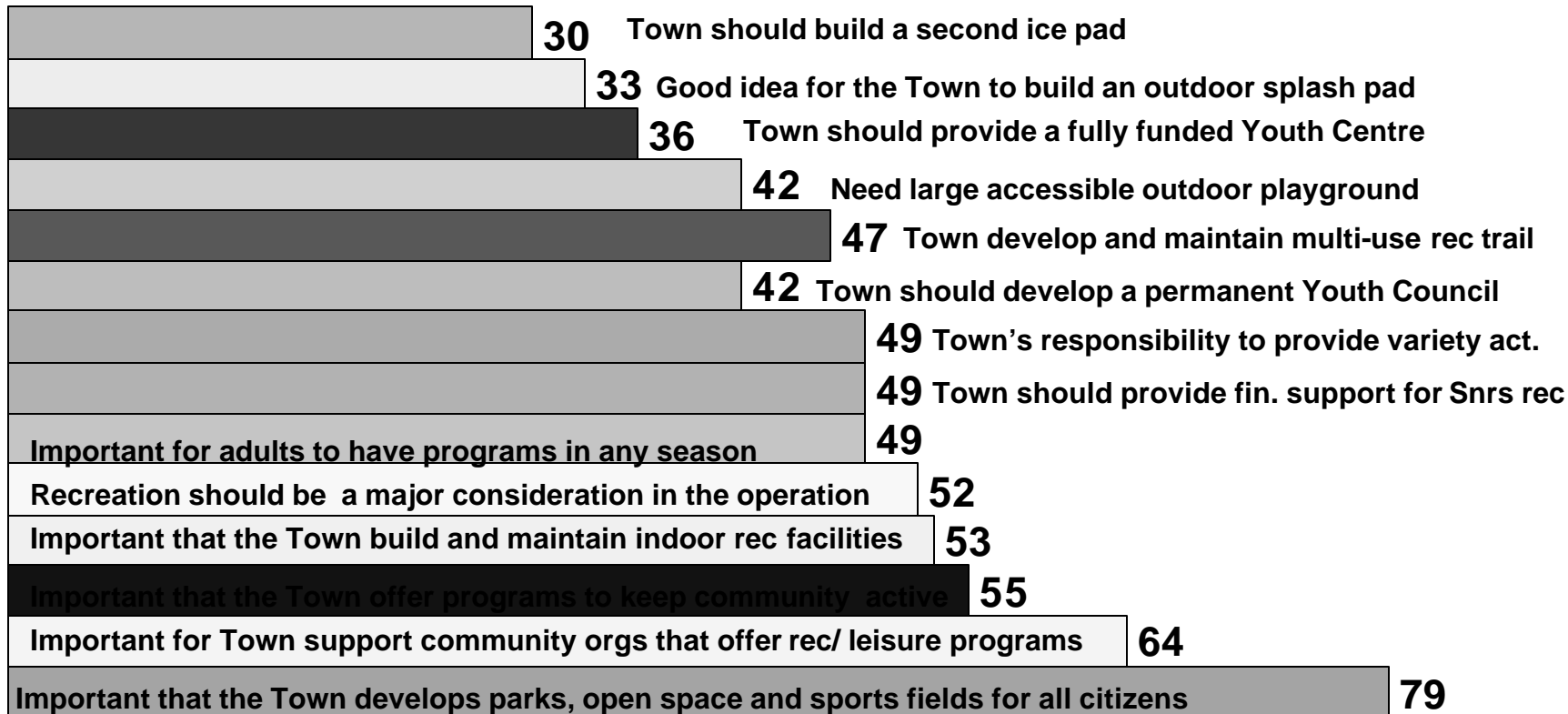
# Agreement with Key Issues Statements

- Based on those respondents who agreed (gave a rating of 4 or 5 on the 5 point scale), the most agreed upon items were:
  - ***Important that the Town develops parks, open space and sports fields for all citizens and user groups***
  - *Important for Town support community orgs that offer recreation or leisure programs to children*
  - ***Important that the Town offer programs to keep community physically active***
  - ***Important that the Town build and maintain indoor recreational facilities***
- Many items received high agreement levels but
  - A second ice pad was least acceptable (40%)

# Agreement with Key Issues Statements – percentage in agreement



# Agreement with Key Issues Statements – percentage in complete agreement



# Agreement with Key Issues Statements – percentage in complete agreement

	<u>Total</u>	<u>16-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55+</u>
Town should build a second ice pad	30	30	41	38	12
Town to build an outdoor splash pad	33	46	50	30	13
Town should provide a fully funded Youth Centre	36	42	32	39	38
Need large accessible outdoor playground	42	36	54	49	37
Town develop and maintain multi-use rec trail	47	42	50	55	47
Town should develop a permanent Youth Council	42	55	36	55	27
Town's responsibility to provide variety activities.	49	49	57	64	30
Town should provide fin. support for Snrs rec	49	28	61	55	40
Recreation should be a major consideration	52	49	71	55	14
Town build and maintain indoor rec facilities	53	59	68	58	40
Town offer programs to keep community active	55	76	68	55	33
Town support community orgs that offer rec/ leisure	64	58	75	85	47
Town develops parks, open space and sports fields	79	82	86	80	76

# Hopes for the coming years ...

(main mentions based on 130)

In the next 3 years	%
Ice pad/arena	13.0
Splash pad	7.7
Things for teens	6.9
Outdoor pool	4.6

In the next 10 years	
Clean up river	
Bigger gym	
Expand Youth centre	

In the next 5 years	
Walkways and trails	
Splash pad	
Ice pad	
Teen services	

In the next 15 years	
Volunteer park police - security	
Outdoor Seniors activities	
Concert Area	

# Is the Town spending enough taxes on recreation and leisure?

- Just over half of all respondents feel that the Town currently spends enough on recreation and leisure

	<u>Total</u>	<u>16-34</u>	<u>35-44</u>	<u>45-54</u>	<u>55+</u>
Yes	59	60	59	50	71
No	41	40	41	50	29

# Areas where more funds should be spent

arena/ice pad

splash pad

finish trail system

parks

arts and culture

bike paths

boost playgrounds

complex,

day care,

things for kids/teens

accessible parking at arena

Youth Centre

at risk youth

develop sports to coaching

expand facilities

ball diamonds

tennis courts

reduce user fees

youth sports

skate park

Seniors activities

# What percentage of taxes should be allocated to parks and recreation?

- Of those who suggested the percentage be changed, 20% was the most popular answer, followed by 25%

# Interest in volunteering

- Events, recreation and festivals are the most attractive to volunteers

