



Ipsos Reid Public Affairs



Recreation and Physical Fitness Study



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Objectives and Methodology

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- ◆ The primary objective of this research was to assess citizens' physical activity levels and recreation behaviours and needs.
- ◆ A total of 300 telephone interviews were conducted with Whistler residents aged 16 or older.
- ◆ All interviews were conducted between January 23 and January 30, 2006.
- ◆ Overall results are accurate to within $\pm 5.7\%$, 19 times out of 20.
- ◆ Results have been weighted using the 2001 Census to ensure that the sample's age/gender distribution reflects that of the actual Whistler population.
- ◆ Where appropriate, results have been compared to Ipsos Reid's municipal norms to provide added context and insight.



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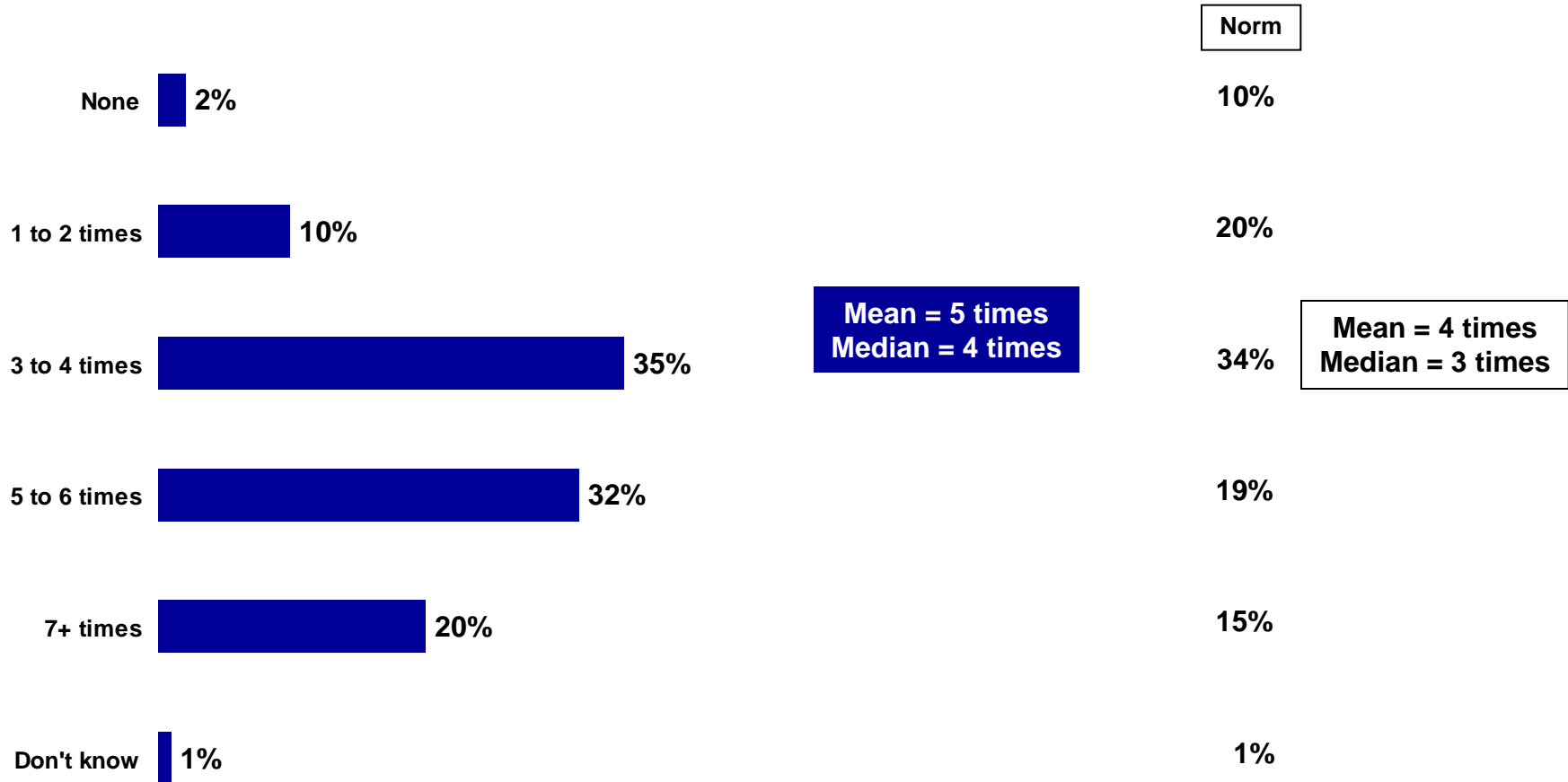


Recreation Behaviour



Physical Activity Level

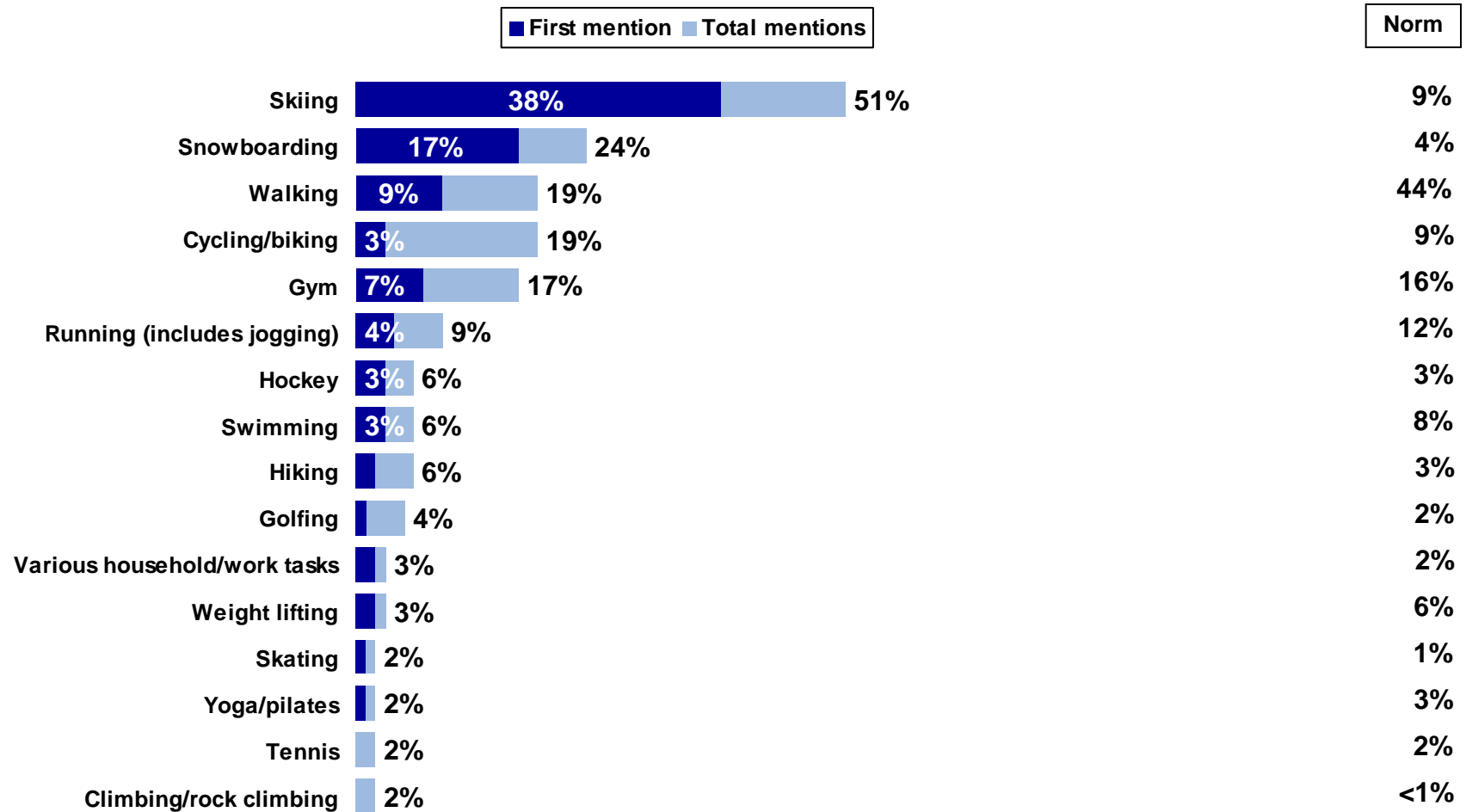
In a typical week, how many times do you engage in moderate physical activity or exercise for a period of 30 minutes or more?



Base: Total Whistler respondents (n=301)

Common Physical Activities

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

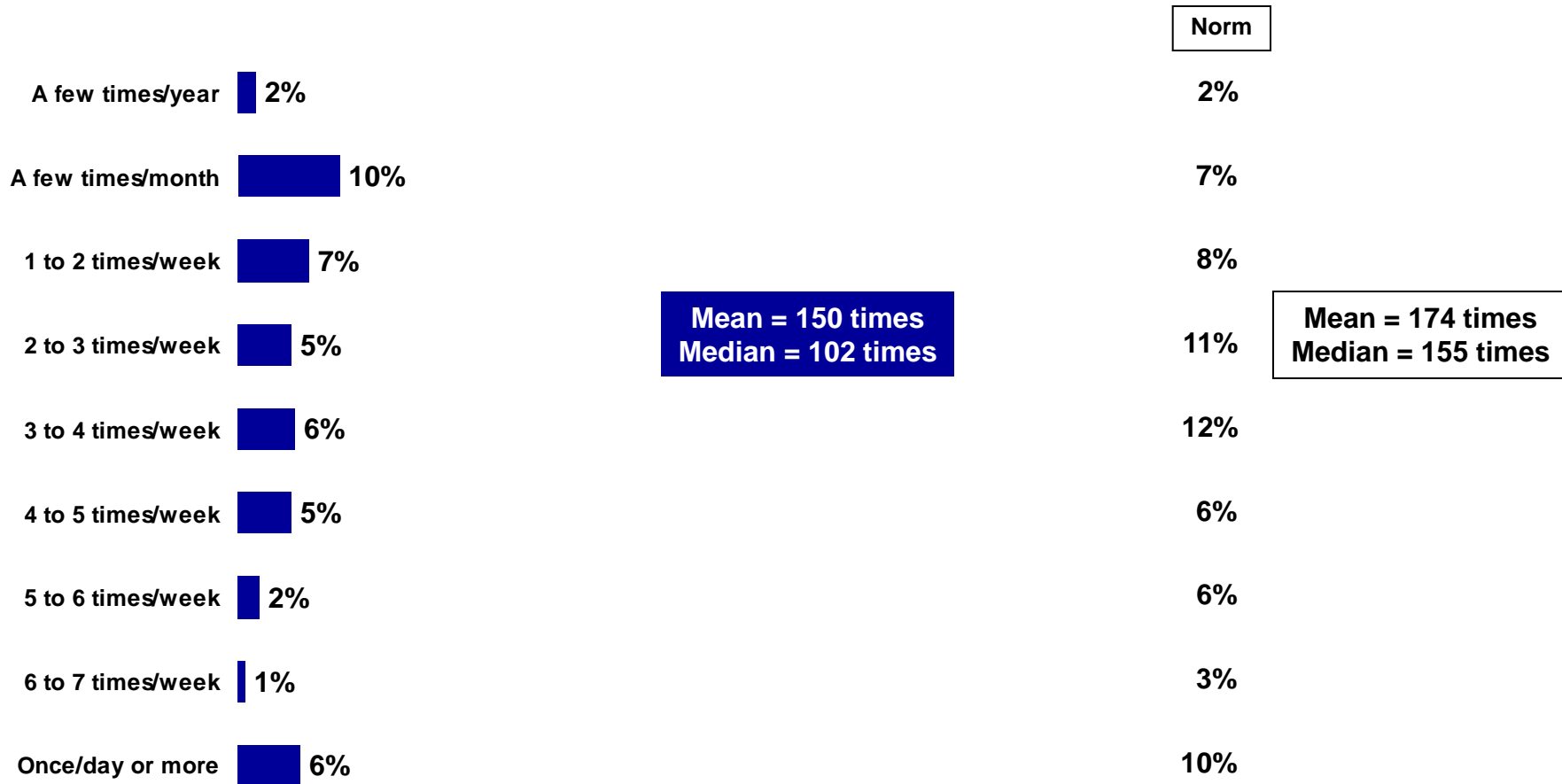


Base: Total Whistler respondents (n=301)



Number of Times Participate in Individual Activities - Past 12 Months

In the past 12 months, approximately how many times have you participated in [INSERT ACTIVITY]?

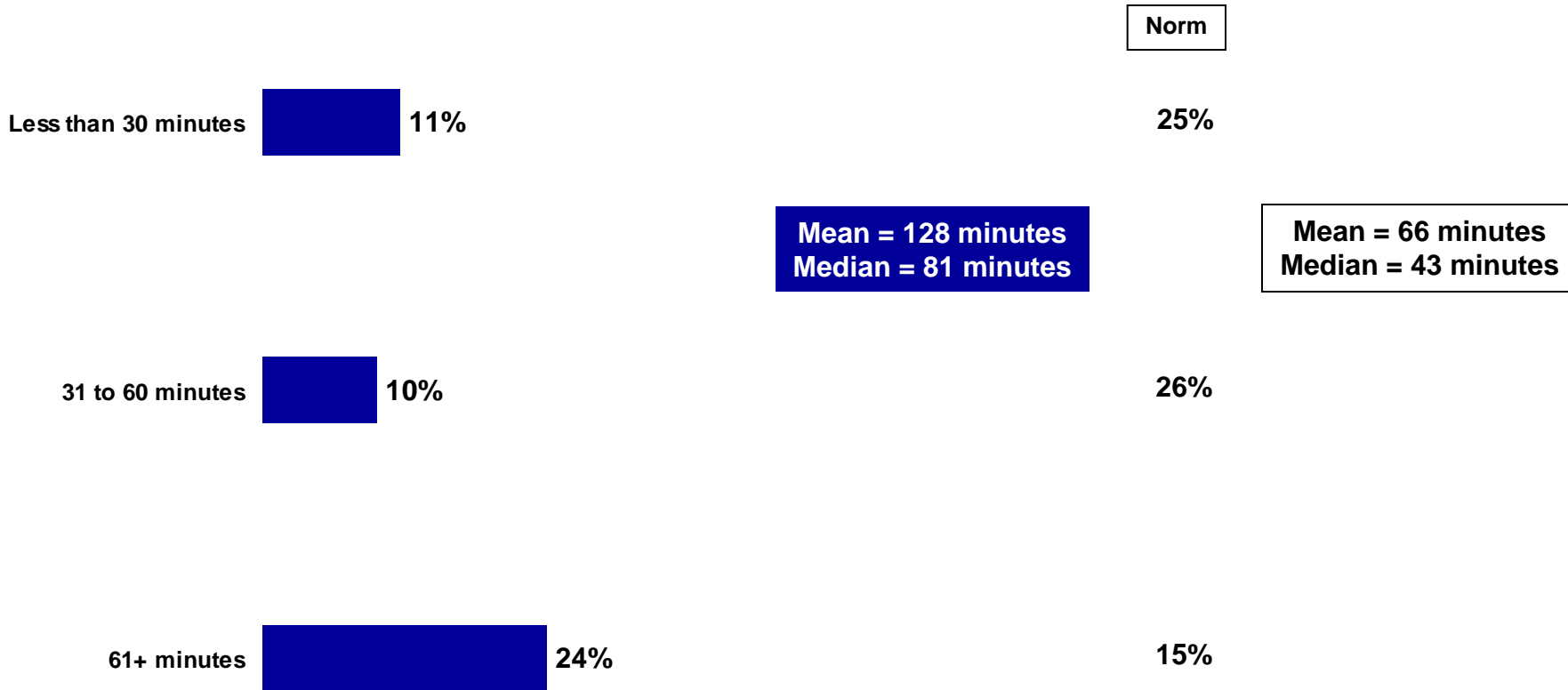


Base: Total Whistler respondents who mentioned physical activity or exercise (n=297)



Duration of Activity

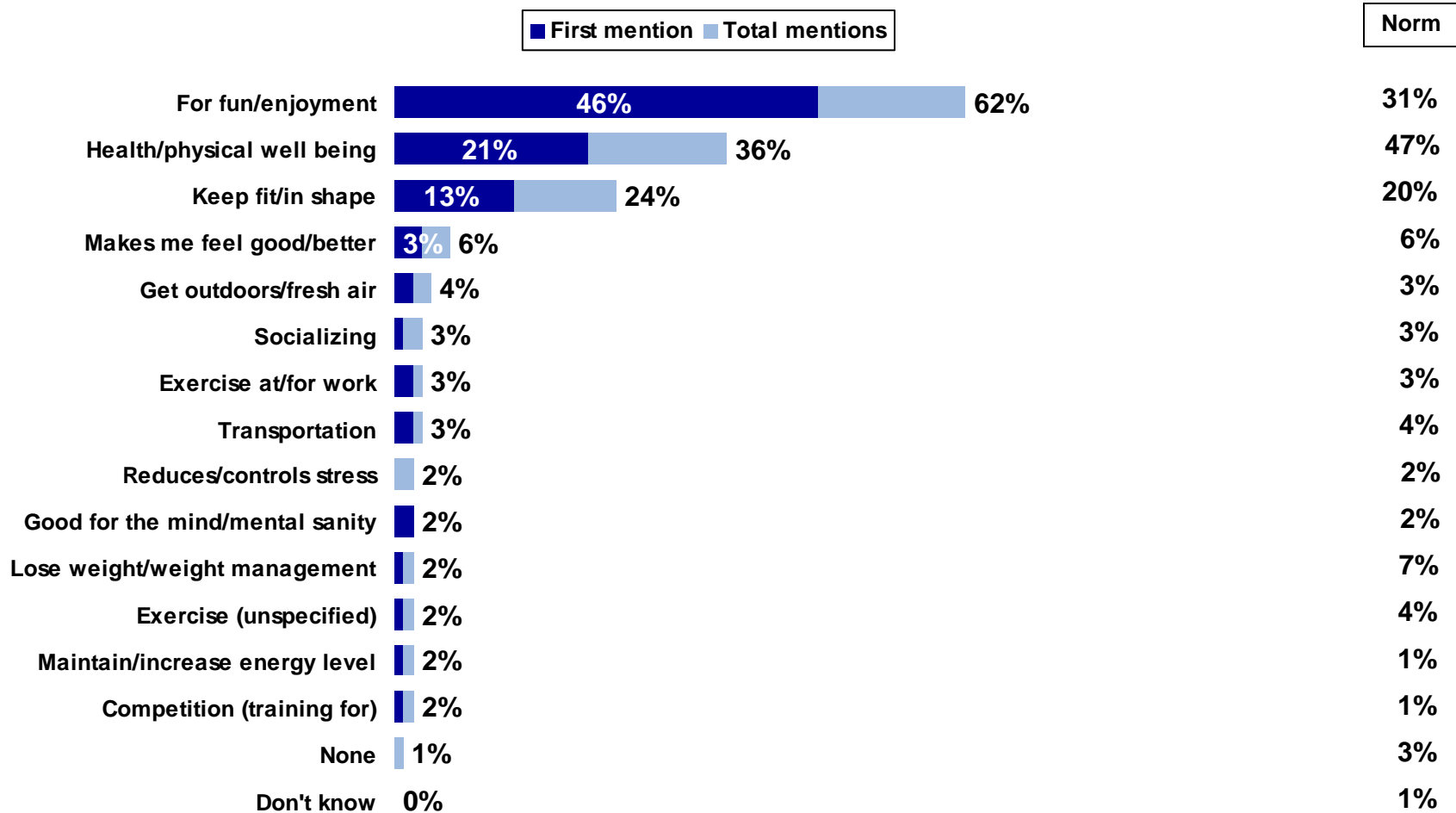
And, on average, how many minutes do you spend on this activity each time you participate?



Base: Total Whistler respondents who mentioned physical activity or exercise (n=297)

Reasons for Participating in Physical Activity and Exercise

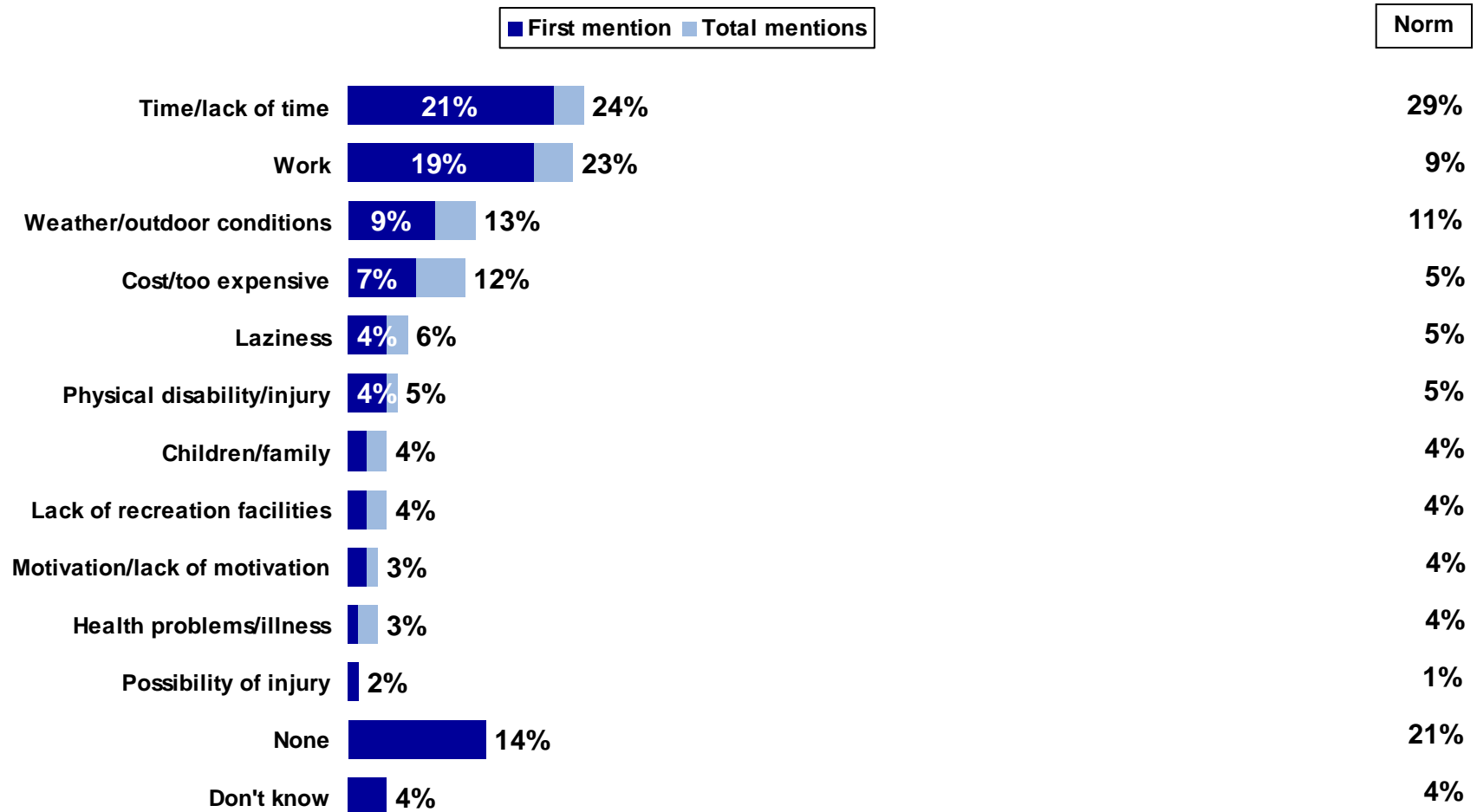
What is the main reason why you participate in physical activity and exercise? Any other reasons?



Base: Total Whistler respondents (n=301)

Barriers to Participating in Physical Activity and Exercise

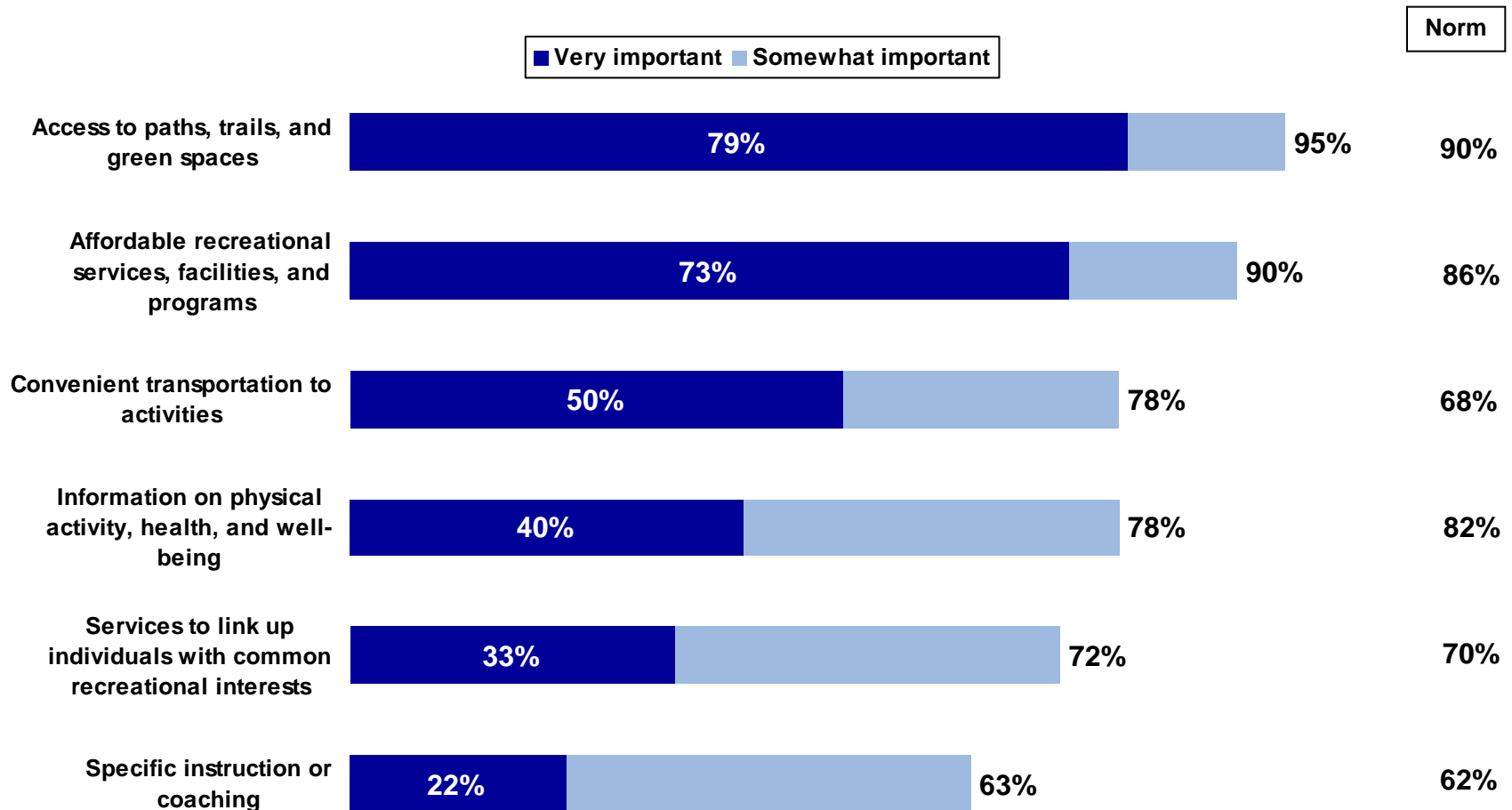
And what would you say is the main barrier to you participating in physical activity and exercise? Any other barriers?



Base: Total Whistler respondents (n=301)

Important Factors in Encouraging Physical Activity

Overall, how important would you say each of the following is in helping you become physically active? Would you say very important, somewhat important, not very important, or not at all important?



Base: Total Whistler respondents (n=301)



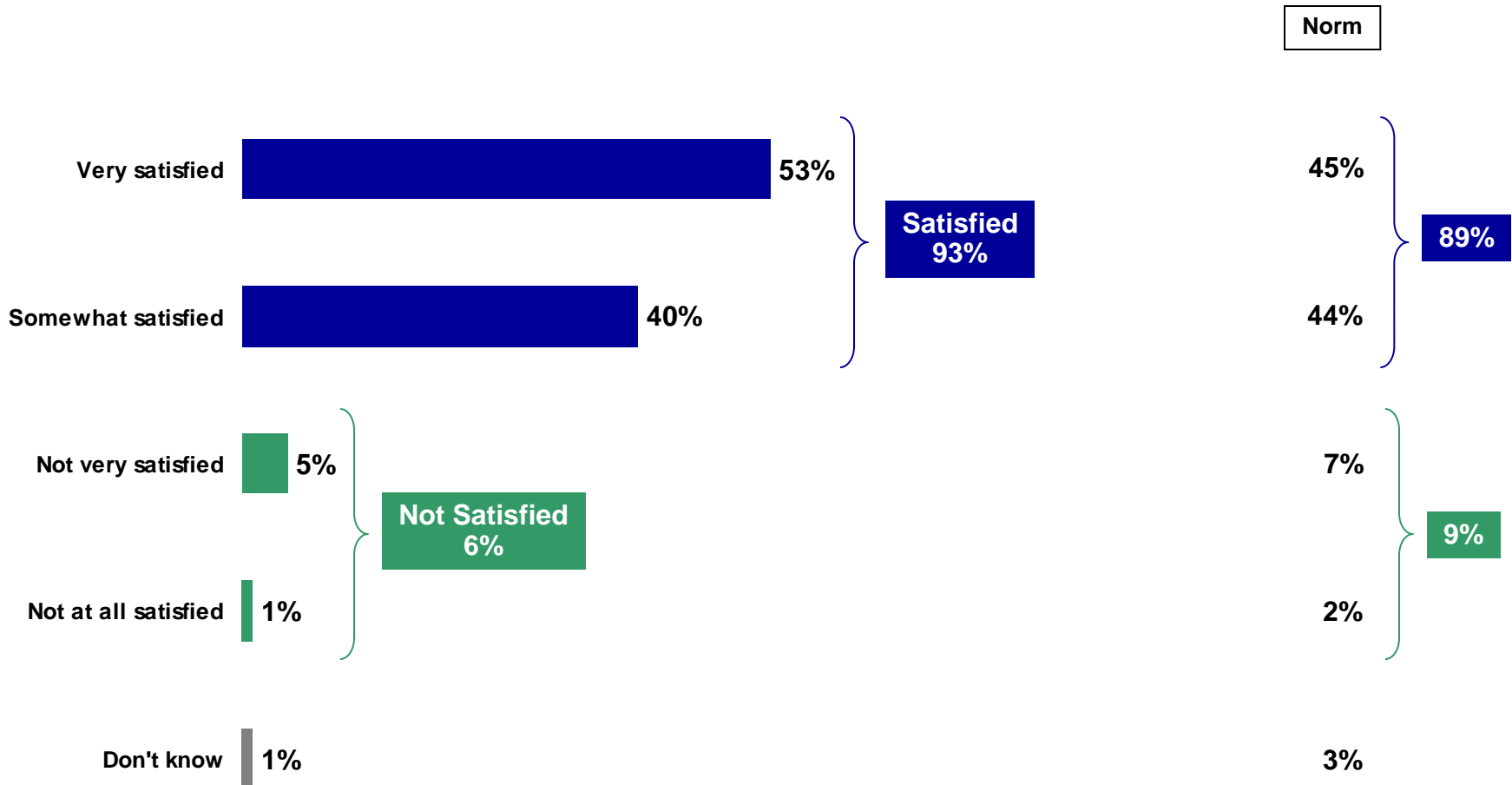
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Recreation Services

Overall Satisfaction with Municipal Recreation Facilities

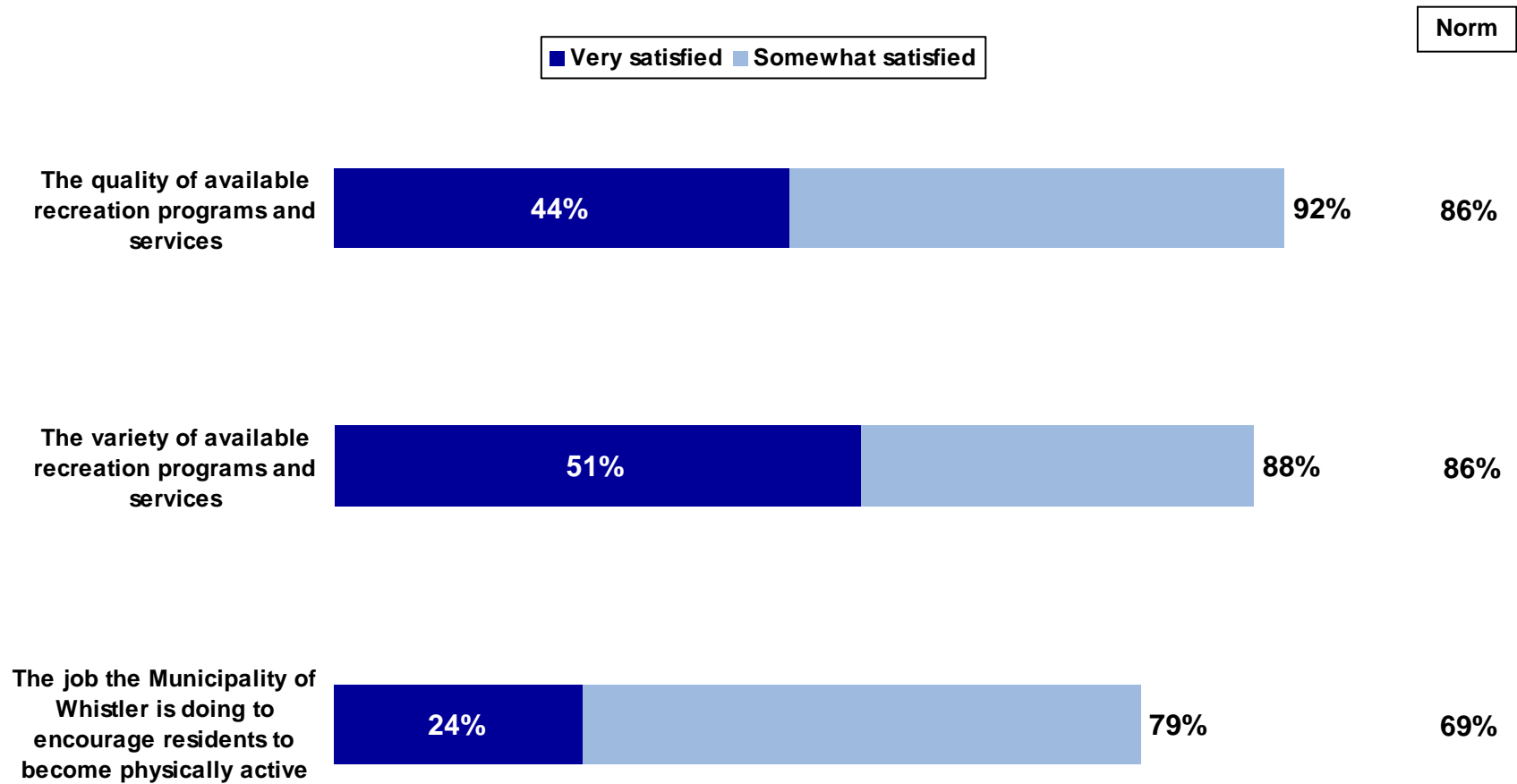
Overall, how satisfied are you with the Municipality of Whistler's recreation facilities? Would you say very satisfied, somewhat satisfied, not very satisfied, or not at all satisfied?



Base: Total Whistler respondents (n=301)

Satisfaction with Specific Aspects of Service Delivery

How satisfied are you with ...?



Base: Total Whistler respondents (n=301)



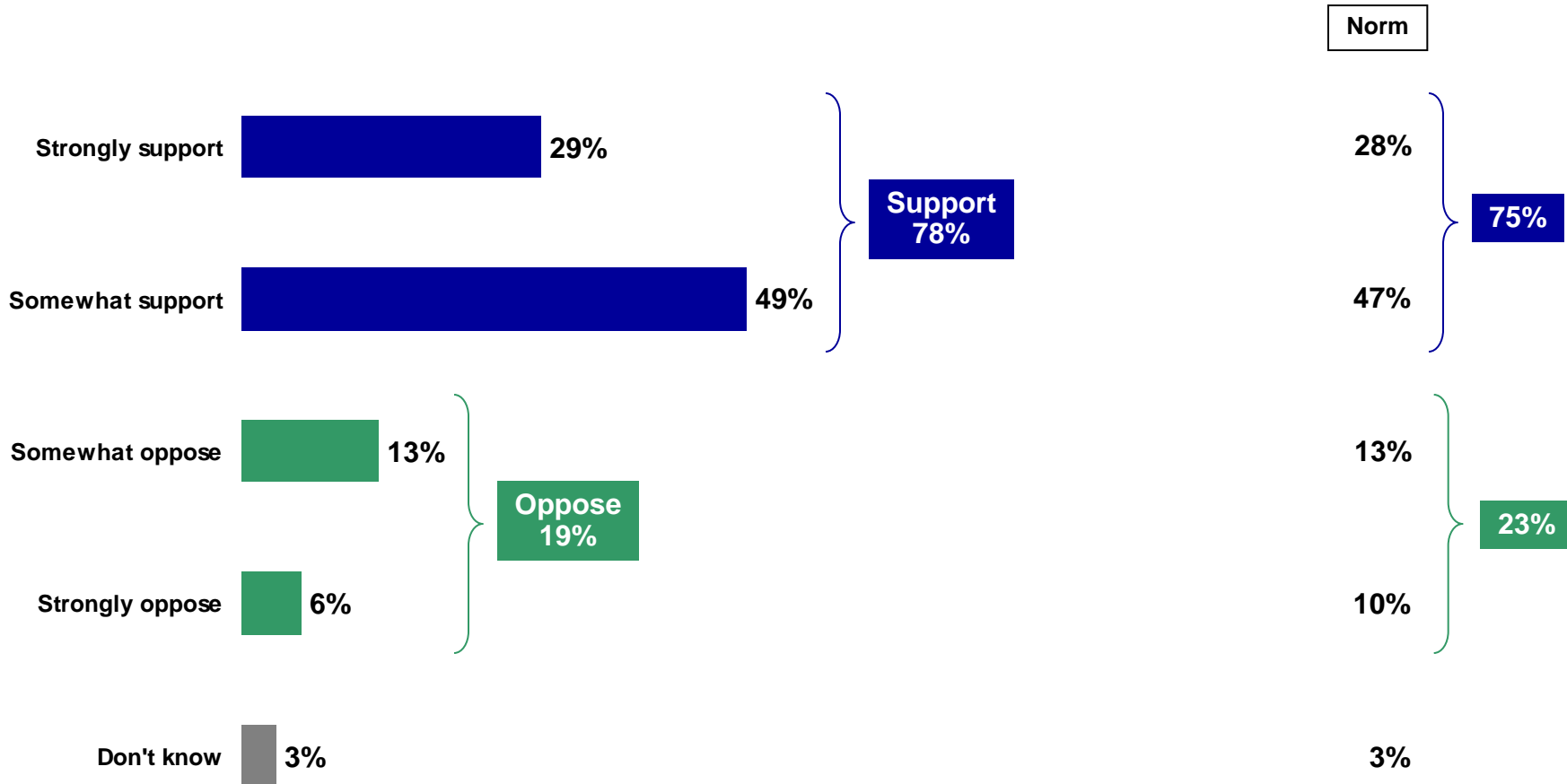
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Funding

Support for User Fees

Overall, do you support or oppose charging user fees for recreational programs and services?
Is that strongly or somewhat support/oppose?



Base: Total Whistler respondents (n=301)



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Demographics

Demographics

	Total Whistler Respondents (n=301) %
Age:	
16 to 24	17
25 to 34	40
35 to 44	19
45 to 54	15
55 to 64	6
65+	3
<i>Mean</i>	36 years
Children in Household:	
Yes	22
Number of Years Lived in City:	
Less than 1	12
1 to 5	33
6 to 10	19
11 to 20	27
21 to 30	7
31 to 40	1
41+	–



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