
DISCOVERY RESEARCH

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Quesnel Area Recreation Telephone Survey N=1000

Detailed Tables:

- *Total Results*
- *Own or rent*
- *Number in household*
- *Kids in household*

Prepared for: **City of Quesnel**
Prepared by: **Discovery Research**
Date: **January 2014**

Banner Legend:

		Gender		Marital Status				Grand Total
		Male	Female	Single/ never married	Married	Living with a partner	Divorced/ separated/ widowed	
Which newspapers have you read or looked into in the past week?	Neither Province or Sun	27%	34%	33%	28%	25%	34%	30%
	Province Only	22%	21%	22%	23%	17%	18%	21%
	Sun Only	22%	24%	17%	25%	17%	26%	23%
	Both Province and Sun	30%	21%	29%	24%	42%	22%	26%
Total	Base	250	250	119	264	24	82	500

Column Percentage:

Columns add up to 100%

Example: Out of all Females:

34% read neither Province or Sun

21% read Province only

24% read Sun only

21% read both Province and Sun

100% of Females

Base:

Number of people answering
both Question & Banner

Note:

If Base < 100, interpret column
percentages with caution.

If Base < 50, interpret column
percentages with extreme caution.

How important are the following recreational infrastructure improvements for the North Cariboo?

		Total	Own or rent?		Number in household				Number of kids in home		
			Own	Rent	1	2	3-4	5+	None	1-2	3+
			Own	Rent	1	2	3-4	5+	None	1-2	3+
A new arena to replace Arena 1	1-4: Not important	28%	30%	16%	31%	31%	24%	27%	29%	29%	26%
	5,6	19%	19%	19%	19%	19%	22%	11%	20%	20%	12%
	7-10: Important	53%	51%	64%	50%	50%	55%	62%	52%	51%	62%
Total	Mean	6.3	6.2	7.0	5.9	6.1	6.6	6.5	6.2	6.3	6.7
	Base	1000	875	123	157	423	291	124	680	218	100
A new performing arts theatre	1-4: Not important	49%	50%	43%	48%	51%	52%	39%	50%	52%	38%
	5,6	21%	21%	24%	16%	22%	22%	25%	20%	25%	23%
	7-10: Important	29%	29%	33%	36%	27%	26%	36%	29%	24%	38%
Total	Mean	4.5	4.4	5.1	4.7	4.4	4.4	4.9	4.5	4.3	4.9
	Base	1000	875	123	157	423	291	124	680	218	100
A renovation to the swimming pool at the Arts and Recreation Centre	1-4: Not important	22%	23%	17%	22%	26%	22%	11%	27%	13%	11%
	5,6	26%	27%	20%	28%	29%	25%	19%	27%	28%	16%
	7-10: Important	51%	50%	63%	49%	45%	53%	71%	46%	59%	72%
Total	Mean	6.2	6.1	7.1	6.3	5.9	6.3	7.1	6.0	6.6	7.2
	Base	1000	875	123	157	423	291	124	680	218	100
A new gymnastics center	1-4: Not important	51%	54%	35%	53%	56%	48%	40%	55%	47%	35%
	5,6	32%	31%	42%	30%	30%	33%	43%	31%	28%	49%
	7-10: Important	16%	15%	23%	18%	13%	19%	17%	14%	25%	17%
Total	Mean	4.0	3.9	4.8	4.1	3.7	4.4	4.6	3.8	4.5	4.8
	Base	1000	875	123	157	423	291	124	680	218	100

Mean ratings based on a 10 point scale: 1=Not at all Important: 10=Very Important

		Total	Own or rent?		Number in household				Number of kids in home		
			Own	Rent	1	2	3-4	5+	None	1-2	3+
			Own	Rent	1	2	3-4	5+	None	1-2	3+
Are there any other major recreational infrastructure improvements you would like to see?	Yes	25%	26%	14%	16%	23%	30%	28%	24%	28%	22%
	No, none	74%	72%	85%	81%	76%	68%	70%	75%	69%	76%
	Not sure	2%	2%	1%	3%	1%	2%	2%	1%	3%	3%
Total	Base	1000	875	123	157	423	291	124	680	218	100

		Total	Own or rent?		Number in household				Number of kids in home		
			Own	Rent	1	2	3-4	5+	None	1-2	3+
			Yes or no, are you willing to support a tax increase in order to construct a new ARENA?	Yes	43%	43%	46%	38%	45%	43%	44%
No	43%	44%		40%	50%	43%	43%	37%	45%	43%	35%
Not sure, depends on amount	14%	13%		15%	12%	12%	14%	18%	13%	14%	19%
Total	Base	1000	875	123	157	423	291	124	680	218	100

		Total	Own or rent?		Number in household				Number of kids in home		
			Own	Rent	1	2	3-4	5+	None	1-2	3+
			Yes or no, are you willing to support a tax increase in order to construct a new PERFORMING ARTS THEATRE?	Yes	27%	27%	23%	24%	27%	32%	18%
No	63%	63%		62%	68%	63%	60%	62%	64%	60%	62%
Not sure, depends on amount	10%	9%		15%	8%	10%	8%	20%	10%	7%	20%
Total	Base	1000	875	123	157	423	291	124	680	218	100

In the past 12 months, approximately how often did you or someone from your household visit...

		Total	Own or rent?		Number in household				Number of kids in home		
			Own	Rent	1	2	3-4	5+	None	1-2	3+
The Arts and Recreation Centre	None	35%	36%	28%	58%	43%	22%	9%	45%	19%	8%
	1 or 2 visits	11%	10%	15%	8%	16%	8%	5%	13%	8%	3%
	Up to 12 visits	25%	24%	34%	23%	24%	25%	35%	24%	26%	31%
	Up to 50 visits	17%	18%	8%	5%	9%	29%	29%	9%	37%	32%
	Over 50 visits	11%	11%	15%	6%	7%	16%	22%	9%	11%	25%
Total	Base	1000	875	123	157	423	291	124	680	218	100
Twin Arenas	None	43%	45%	34%	66%	54%	28%	12%	55%	22%	10%
	1 or 2 visits	17%	16%	29%	12%	17%	19%	24%	16%	17%	27%
	Up to 12 visits	19%	19%	18%	11%	18%	24%	23%	16%	29%	22%
	Up to 50 visits	11%	12%	9%	11%	8%	13%	16%	9%	17%	11%
	Over 50 visits	9%	8%	10%		2%	16%	25%	4%	15%	30%
Total	Base	1000	875	123	157	423	291	124	680	218	100
Alex Fraser Park	None	37%	35%	51%	58%	39%	28%	28%	44%	23%	24%
	1 or 2 visits	24%	25%	12%	19%	27%	26%	13%	24%	29%	13%
	Up to 12 visits	28%	28%	26%	14%	28%	32%	31%	26%	32%	28%
	Up to 50 visits	9%	9%	11%	8%	5%	11%	23%	6%	12%	27%
	Over 50 visits	2%	2%	1%	1%	1%	3%	6%	1%	4%	7%
Total	Base	1000	875	123	157	423	291	124	680	218	100
Barlow Creek Hall or Park	None	87%	86%	89%	86%	90%	81%	89%	89%	80%	88%
	1 or 2 visits	6%	6%	10%	9%	4%	10%	3%	6%	9%	3%
	Up to 12 visits	5%	5%	1%	2%	4%	7%	6%	3%	9%	7%
	Up to 50 visits	1%	1%		0%	0%	1%	3%	1%	1%	3%
	Over 50 visits	1%	1%	1%	2%	1%	1%		1%	1%	
Total	Base	1000	875	123	157	423	291	124	680	218	100

In the past 12 months, approximately how often did you or someone from your household visit...

		Total	Own or rent?		Number in household				Number of kids in home		
			Own	Rent	1	2	3-4	5+	None	1-2	3+
Bouchie Lake Hall or Park	None	72%	71%	79%	81%	74%	69%	63%	78%	60%	65%
	1 or 2 visits	16%	17%	11%	16%	16%	15%	18%	15%	20%	15%
	Up to 12 visits	8%	7%	8%	3%	6%	10%	11%	5%	12%	14%
	Up to 50 visits	3%	3%	2%		2%	5%	6%	1%	7%	4%
	Over 50 visits	1%	1%			1%	1%	2%	1%	2%	3%
Total	Base	1000	875	123	157	423	291	124	680	218	100
Parkland Community Centre or Beach at Costas Cove	None	83%	83%	81%	87%	87%	75%	83%	86%	73%	82%
	1 or 2 visits	9%	8%	16%	9%	6%	16%	4%	8%	18%	3%
	Up to 12 visits	6%	6%	2%	5%	5%	6%	11%	5%	5%	13%
	Up to 50 visits	1%	1%			1%	2%	2%	0%	2%	3%
	Over 50 visits	1%	1%			1%	2%		1%	2%	
Total	Base	1000	875	123	157	423	291	124	680	218	100
Pioneer Park on Dragon Lake	None	86%	85%	92%	89%	88%	80%	89%	89%	76%	90%
	1 or 2 visits	8%	9%	2%	5%	8%	11%	6%	7%	13%	4%
	Up to 12 visits	4%	4%	6%	6%	2%	6%	5%	3%	7%	6%
	Up to 50 visits	0%	0%			1%			0%		
	Over 50 visits	1%	1%			1%	2%		1%	3%	
Total	Base	1000	875	123	157	423	291	124	680	218	100

How satisfied are you with the following Recreation and Park Services:

		Total	Own or rent?		Number in household				Number of kids in home		
			Own	Rent	1	2	3-4	5+	None	1-2	3+
The Arts and Recreation Centre	1-4: Not satisfied	5%	5%	3%		5%	5%	8%	4%	6%	6%
	5,6	24%	24%	20%	17%	26%	25%	22%	24%	25%	21%
	7-10: Satisfied	71%	70%	77%	83%	69%	71%	70%	72%	69%	73%
Total	Mean	7.2	7.1	7.7	7.9	7.2	7.2	6.9	7.3	7.1	7.1
	Base	645	555	89	67	238	226	113	376	176	92
Twin Arenas	1-4: Not satisfied	27%	30%	11%	25%	32%	28%	18%	30%	26%	20%
	5,6	35%	34%	40%	34%	30%	42%	30%	34%	40%	25%
	7-10: Satisfied	38%	36%	48%	41%	38%	30%	52%	36%	33%	55%
Total	Mean	5.7	5.5	6.9	6.1	5.7	5.3	6.1	5.6	5.5	6.1
	Base	565	486	78	53	191	209	109	306	169	90
Alex Fraser Park	1-4: Not satisfied	4%	4%	3%	10%	2%	3%	12%	3%	4%	11%
	5,6	23%	24%	20%	23%	24%	24%	21%	22%	28%	20%
	7-10: Satisfied	72%	72%	77%	67%	74%	73%	66%	75%	68%	69%
Total	Mean	7.3	7.2	7.6	7.3	7.5	7.2	6.6	7.5	6.9	6.8
	Base	614	550	62	67	256	212	75	382	170	61
Barlow Creek Hall and Park	1-4: Not satisfied	16%	15%	25%	18%	17%	16%	10%	22%	9%	
	5,6	38%	43%		5%	30%	57%	37%	21%	70%	43%
	7-10: Satisfied	46%	42%	75%	77%	53%	27%	53%	57%	21%	57%
Total	Mean	6.2	6.0	8.1	7.6	6.2	5.8	6.3	6.5	5.6	6.7
	Base	130	116	14	21	38	56	14	77	40	12
Bouchie Lake Hall and Park	1-4: Not satisfied	6%	5%	10%	11%	5%	5%	6%	7%	3%	7%
	5,6	33%	35%	12%	17%	33%	40%	31%	31%	40%	27%
	7-10: Satisfied	61%	59%	78%	73%	62%	55%	63%	63%	56%	66%
Total	Mean	6.9	6.8	7.6	7.4	7.0	6.7	6.8	7.0	6.7	6.8
	Base	270	244	26	28	107	89	45	149	86	35
Parkland Community Centre and Beach	1-4: Not satisfied	9%	10%	7%	17%	13%	7%		13%	6%	
	5,6	29%	31%	16%	5%	29%	37%	24%	20%	47%	14%
	7-10: Satisfied	62%	59%	78%	78%	58%	56%	76%	67%	47%	86%
Total	Mean	6.9	6.8	8.0	7.8	6.7	6.7	7.3	7.1	6.6	7.5
	Base	161	138	23	20	46	72	21	86	57	18
Pioneer Park on Dragon Lake	1-4: Not satisfied	15%	17%		11%	22%	16%		21%	10%	
	5,6	28%	30%	13%	18%	24%	31%	44%	26%	32%	27%
	7-10: Satisfied	56%	54%	87%	71%	54%	54%	56%	53%	58%	73%
Total	Mean	6.7	6.4	9.2	7.6	6.3	6.5	7.2	6.6	6.7	7.4
	Base	130	120	10	18	42	57	14	71	49	10

Mean ratings based on a 10 point scale: 1=Not at all Satisfied; 10=Very Satisfied

Base: Respondents who had visited the at least once in past 12 months

		Total	Own or rent?		Number in household				Number of kids in home			
			Own	Rent	1	2	3-4	5+	None	1-2	3+	
			Own	Rent	1	2	3-4	5+	None	1-2	3+	
Do you own or rent your home?	Own	87%	100%		75%	92%	89%	86%	86%	92%	86%	
	Rent	12%		100%	25%	8%	11%	14%	13%	8%	14%	
	Refused	0%			0%	0%			0%			
Total		Base	1000	875	123	157	423	291	124	680	218	100

		Total	Own or rent?		Number in household				Number of kids in home			
			Own	Rent	1	2	3-4	5+	None	1-2	3+	
			Own	Rent	1	2	3-4	5+	None	1-2	3+	
Area	City of Quesnel	48%	46%	67%	61%	50%	40%	47%	53%	29%	56%	
	Area A	24%	26%	13%	16%	23%	32%	24%	21%	38%	18%	
	Area B	17%	18%	11%	10%	17%	17%	27%	14%	24%	25%	
	Area C	5%	5%	5%	8%	4%	8%		6%	5%		
	Area I	5%	5%	4%	6%	6%	5%	3%	6%	3%	1%	
Total		Base	1000	875	123	157	423	291	124	680	218	100

		Total	Own or rent?		Number in household				Number of kids in home			
			Own	Rent	1	2	3-4	5+	None	1-2	3+	
			Own	Rent	1	2	3-4	5+	None	1-2	3+	
9. Into which of the following age categories do you fall?	18-39	32%	30%	47%	10%	13%	53%	82%	15%	62%	87%	
	40-64	46%	48%	30%	37%	59%	44%	17%	54%	38%	13%	
	65+	21%	21%	23%	51%	28%	2%	1%	31%	1%		
	Refused	1%	1%		1%		1%		1%			
Total		Base	1000	875	123	157	423	291	124	680	218	100

		Total	Own or rent?		Number in household				Number of kids in home		
			Own	Rent	1	2	3-4	5+	None	1-2	3+
10. Including yourself, how many people live in your household?	1	16%	13%	32%	100%				23%		
	2	42%	44%	28%		100%			61%	3%	
	3	14%	15%	9%			49%		11%	32%	
	4	15%	15%	17%			51%		4%	55%	
	5	8%	7%	10%				61%		9%	55%
	6	4%	4%	4%				33%		2%	38%
	7+	1%	1%					6%	0%		7%
	Refused	1%	0%	0%					1%		
Total	Base	1000	875	123	157	423	291	124	680	218	100

		Total	Own or rent?		Number in household				Number of kids in home		
			Own	Rent	1	2	3-4	5+	None	1-2	3+
11. How many children under 17 or younger live in your household?	None	68%	67%	75%	100%	99%	35%	1%	100%		
	1	9%	10%	1%		1%	25%	7%		40%	
	2	13%	13%	13%			40%	12%		60%	
	3	8%	7%	9%				61%			75%
	4	2%	2%	2%				18%			22%
	5	0%	0%					2%			3%
	Refused	0%	0%	0%							
Total	Base	1000	875	123	157	423	291	124	680	218	100

		Total	Own or rent?		Number in household				Number of kids in home		
			Own	Rent	1	2	3-4	5+	None	1-2	3+
12. Gender:	Male	50%	51%	47%	45%	47%	55%	55%	50%	48%	61%
	Female	50%	49%	53%	55%	53%	45%	45%	50%	52%	39%
Total	Base	1000	875	123	157	423	291	124	680	218	100