



News Release



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South Cariboo Pool Survey Results Announced

South Cariboo – Results of the recent survey regarding the proposed South Cariboo Pool are now available for viewing. The tabular results and survey summary are posted on the Cariboo Regional District (CRD) and the District of 100 Mile House websites at cariboord.bc.ca and 100milehouse.com/news-and-events/ respectively.

The CRD and the District of 100 Mile House conducted a survey of residents in the South Cariboo Recreation service boundary during September 2014 to help identify if, or if not, there is an interest of proceeding with development of an aquatic facility for the South Cariboo. Discovery Research was the company that conducted the statistically valid survey on behalf of the CRD and the District of 100 Mile House.

A total of 400 residents within the South Cariboo Recreation service boundary were contacted by the research firm. Thank you to the residents who participated in this process and providing your thoughts about recreation infrastructure in the South Cariboo.

The survey results will be received by the South Cariboo Joint Committee, which consists of CRD South Cariboo electoral area directors as well as mayor and council for the District of 100 Mile House, at its next meeting Tuesday, October 21.

The proposed aquatic centre concept design has two main pool tanks including a four-lane, 25-metre lap pool and a similar sized leisure pool with various play features, such as a lazy river, spray fountains and a hot pool. The pool design has ramp entry to ensure accessibility as well as required support spaces, such as men's, women's and family change rooms and potential multi-purpose space.

The project would require an increase the South Cariboo Recreation budget of approximately \$1,775,000 annually, which equates to an increase in the residential taxation rate of approximately \$135 per \$100,000 of the assessed value of land and improvements.

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South Cariboo Pool Project Survey Summary
September 2014
Conducted by Discovery Research

The Cariboo Regional District and the District of 100 Mile House recently conducted a survey to gauge the level of support for the development of an aquatic centre in 100 Mile House. Discovery Research conducted the survey which contacted 400 homes, within the South Cariboo Recreation service boundary. This was the suggested sample size of the research firm, to gain a better understanding of the awareness of the proposed pool project, the level of general support and gain further information related to the acceptance of required taxation levels to develop such a facility.

Forty-one per cent of the respondents were between the ages of 40-64 while 30 per cent of the surveys were conducted with residents 65 years or older. The remaining 29 per cent of respondents were between 19-39 years of age.

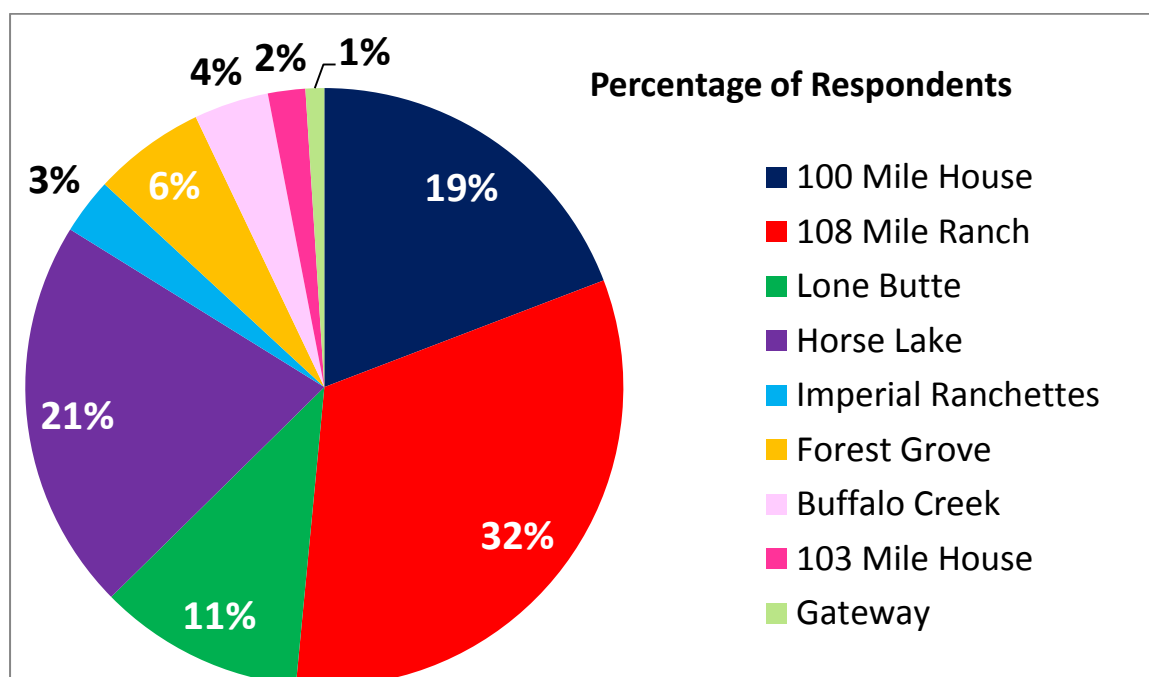
The information gathered through this statistically-valid survey will be used as a benchmark to help elected officials and staff determine if there is enough support to consider the next steps on this project.

In summary, the public awareness of the pool project (87 per cent) is extremely high. Sixty-two per cent of respondents indicated they would use a pool in 100 Mile House if it was built within the next few years. However, there is an unclear determination as to the support to move ahead with the proposed pool (based on the residential tax rate increase of \$135/\$100,000) at this time, as 46 per cent said they supported the project, 40 per cent said they did not support and another 14 per cent were undecided. Further details will be addressed in the summary of some of the key questions below. The Tabular data results are also attached for your convenience

Question #1

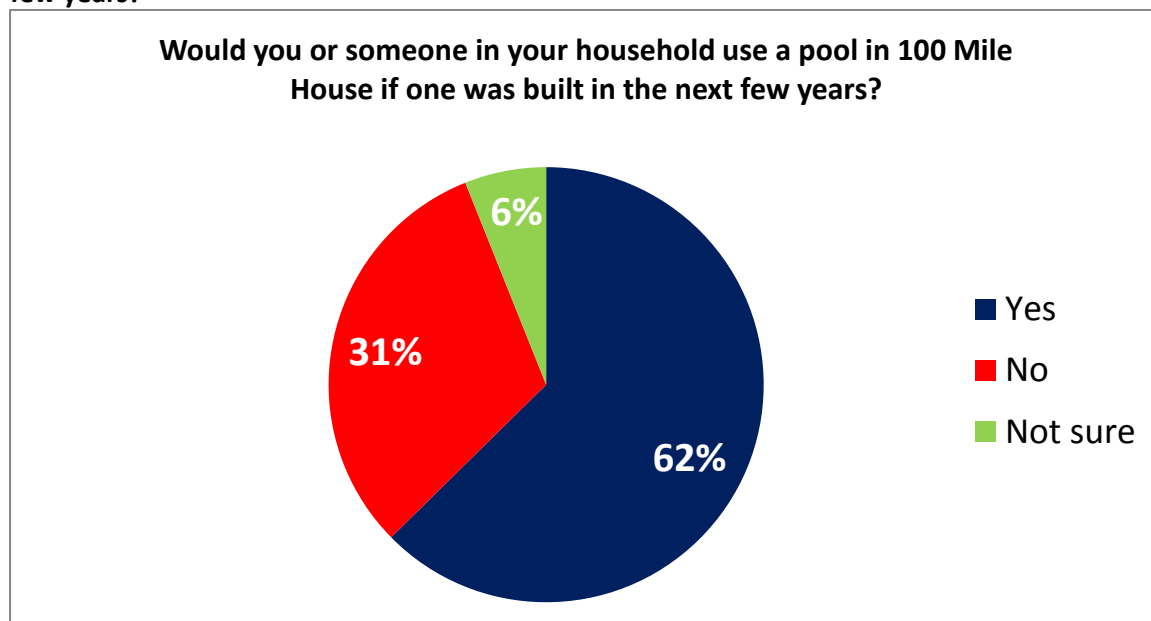
What Community do you live in?

The largest segment of residents who participated in the survey were from 108 Mile Ranch, while 21 per cent and 19 per cent were from the Horse Lake area and 100 Mile House respectively. Eleven per cent were from Lone Butte while remaining 16 per cent were residents of Imperial Ranchettes, Forest Grove, Buffalo Creek 103 Mile House and Gateway.



Question #4

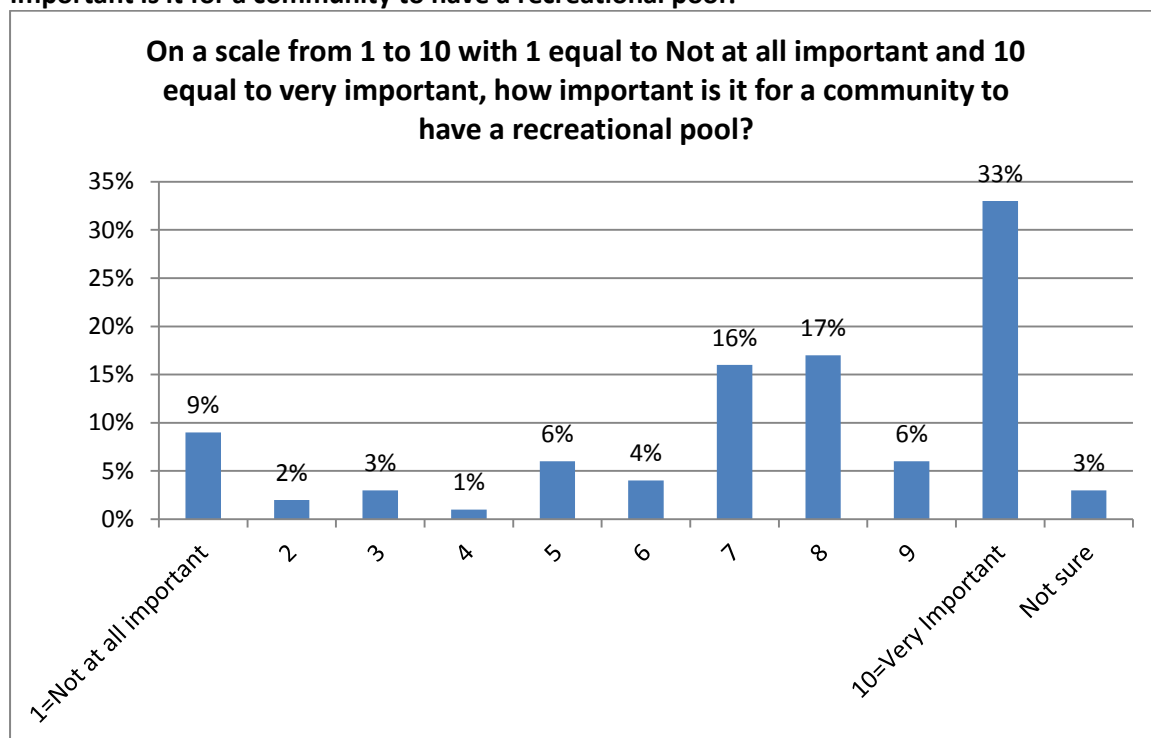
Would you or someone in your household use a pool in 100 Mile House if one was built in the next few years?



Sixty-two per cent of residents indicated they, or someone in their household would use a pool if one was built in the next few years. Thirty one per cent said no, while six per cent were undecided.

Question #6

On a scale from 1 to 10 with 1 equal to not important and 10 equal to very important, how important is it for a community to have a recreational pool?



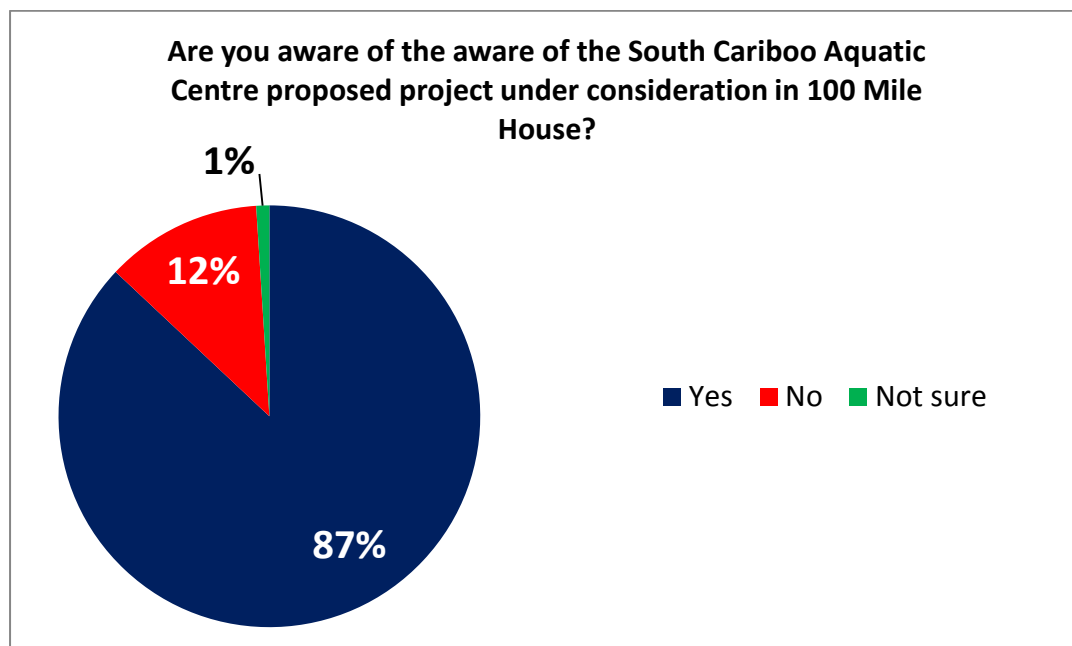
A total of 72 per cent of respondents ranked the importance of a pool to the community between seven and ten, on a scale of one to ten with the least important being 1 and most important being 10. Twenty-five per cent ranked the importance between 1 and 4, with a total of nine per cent ranking it as a one on this same scale. The remaining three per cent were undecided.

Question #7

Are you aware of the aware of the South Cariboo Aquatic Centre Proposed Project under consideration in 100 Mile House?

Over the past few months the South Cariboo Pool Project Working Group members have implemented a communications plan to raise awareness about the project and to encourage residents within the existing recreation boundary to participate in the survey if they were contacted by the research firm. Some of the tactics included news releases, paid advertising (radio & print), pitched articles, mailers, web postings and social media. Information about this proposed project travelled through the South Cariboo Aquatic Society as well, but there were challenges with misinformation on several occasions.

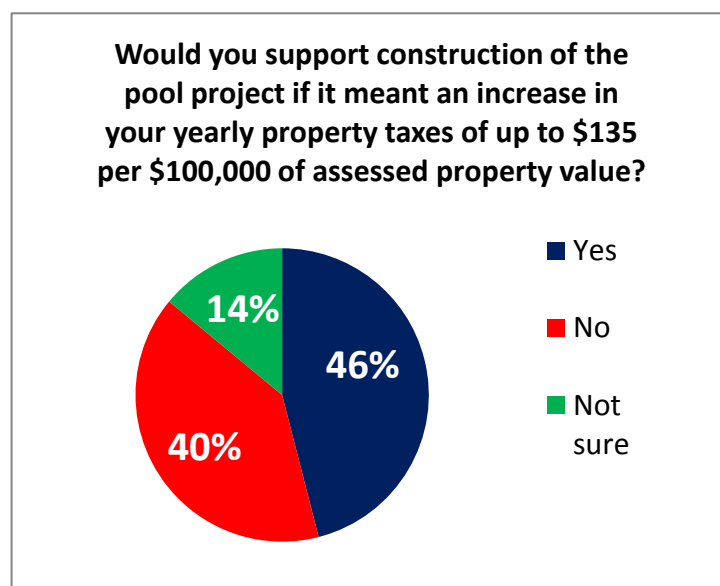
Overall, the impact of the communications campaign has been extremely successful in ensuring there was awareness of this proposed project given the short time frame of the communications plan prior to the survey being conducted.



Question #8

Would you support construction of the pool project if it meant an increase in your yearly property taxes of up to \$135 per \$100,000 of assessed property value?

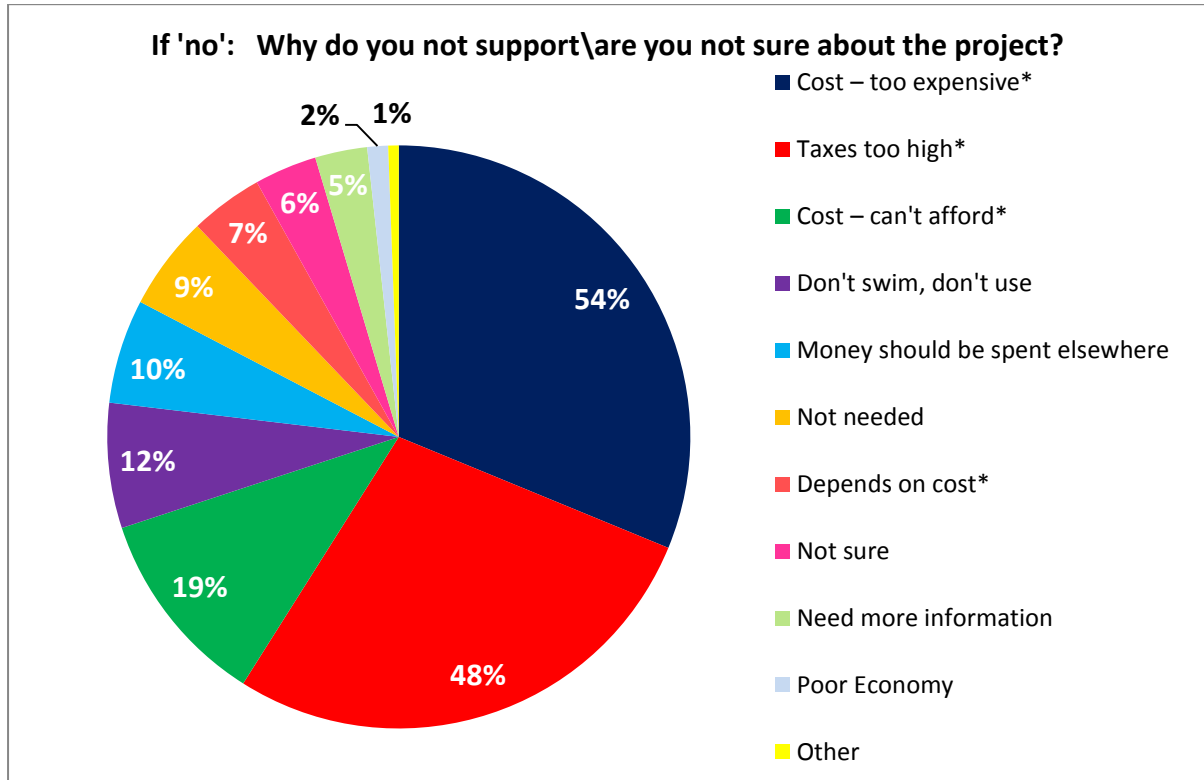
As indicated in the chart, there remains an almost equal split between support and no support for this proposal with 46 per cent in support and 40 per cent declining to support the project based on an increase in property taxes of up to \$135/\$100,000. To further outline the indecision on this project a high proportion (14 per cent) of residents were undecided.



Question #9

If you answered 'no' to question #8: Why do you not support\are you not sure about the project?

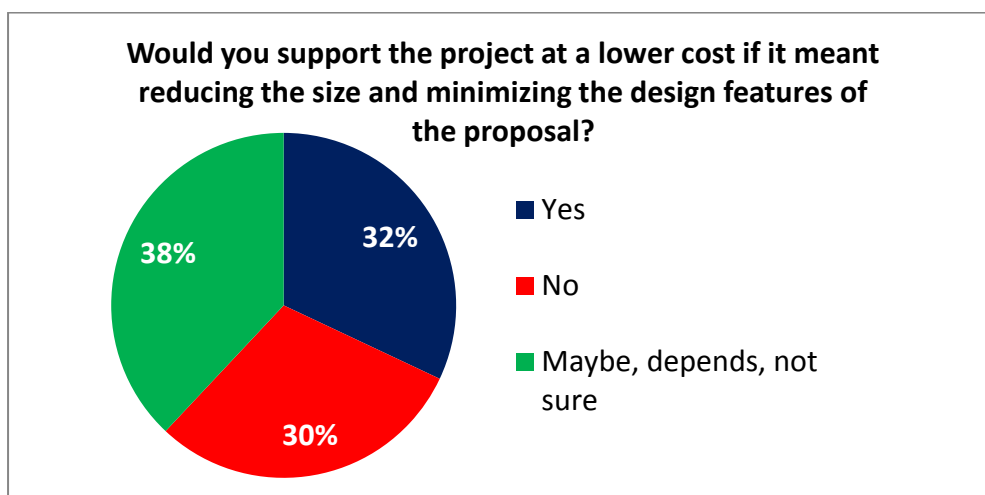
It is clear from the following chart that of the respondents that indicated they did not support this project in question # 8, the cost is too expensive (54 per cent), taxes are too high (48 per cent), and that residents could not afford this tax increase (19 per cent) were the most common reasons provided. Six of the top responses which are highlight in the chart all relate to financials in some manner.



Question #10

If the cost is the reason given for lack of support in Question 9, would you support the project at a lower cost if it meant reducing the size and minimizing the design features of the proposal?

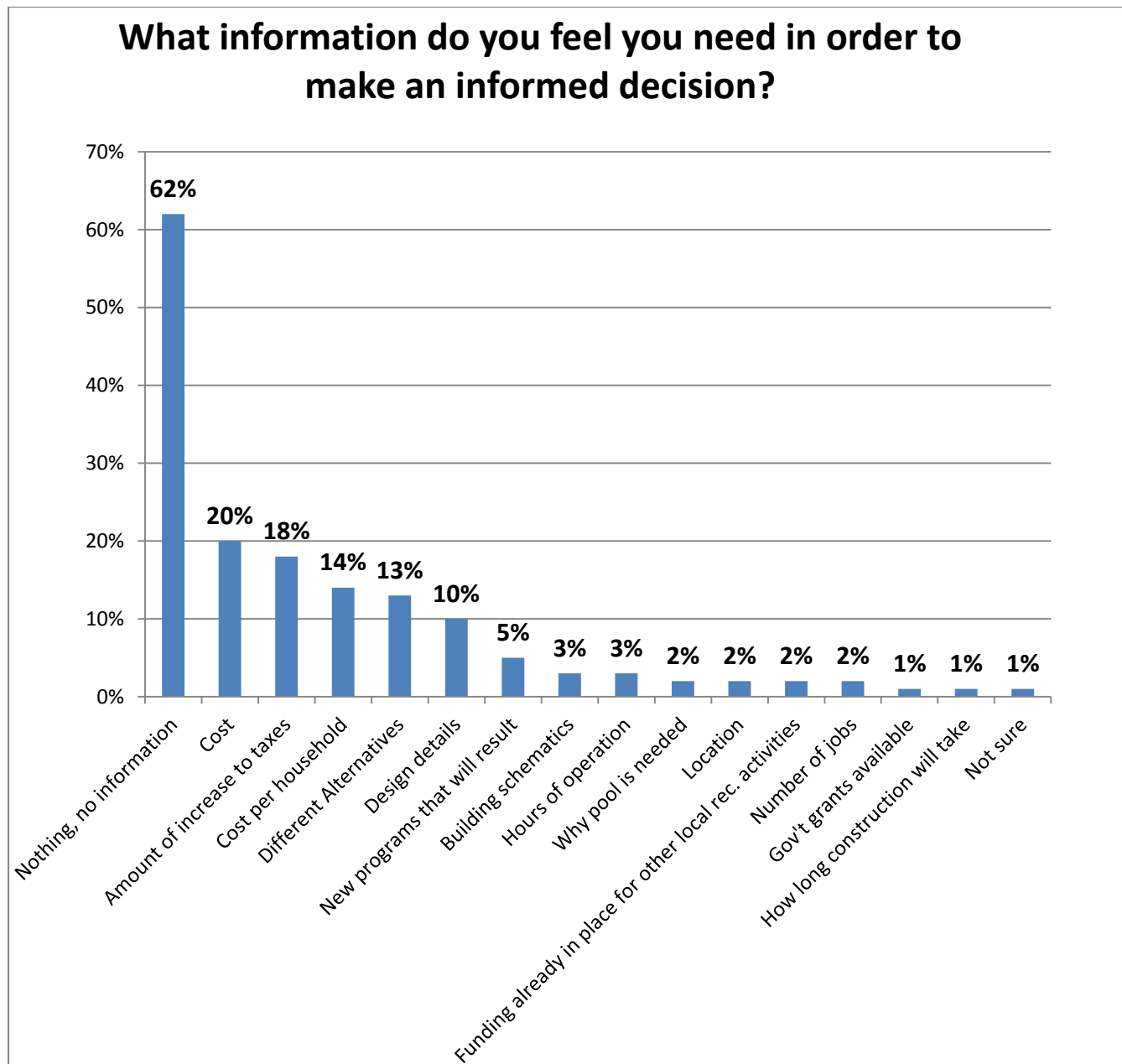
Thirty-two per cent indicated they would support it the project at a lower cost, while 68 per cent shows that they would not support it (30 per cent) or were undecided (38 per cent). Clearly more solid information is required by residents to allow them to make an informed decision if the cost were lower than the proposed \$135/\$100,000.



Question 11

What information do you feel you need in order to make an informed decision?

The overwhelming response that residents did not require further information is indicative that those respondents require more time to make their decision based on the information they have received. However a total of 52 per cent again indicated they needed more information related to costs of the project and the effect those costs would have on taxation.



DISCOVERY RESEARCH

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100 Mile House Pool Survey Detailed Tables

- *Total*
- *Gender*
- *Age*

Prepared for: **Cariboo Regional District**

Prepared by: **Discovery Research**

Date: **September 2014**

Banner Legend:

Question		Banner						Grand Total: Response percentages for all people answering Question
		Gender		Marital Status				
		Male	Female	Single/ never married	Married	Living with a partner	Divorced/ separated/ widowed	Grand Total
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.

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
Firstly, what community do you live in?	100 Mile House	19%	18%	20%	23%	21%	14%
	108 Mile Ranch	32%	36%	29%	23%	34%	38%
	Lone Butte	11%	8%	12%	11%	11%	10%
	Horse Lake	21%	23%	20%	25%	19%	21%
	Imperial Ranchettes	3%	3%	2%	5%	3%	1%
	Forest Grove	6%	6%	6%	3%	7%	8%
	Buffalo Creek	4%	1%	6%	6%	2%	6%
	103 Mile House	2%	3%	2%	5%	2%	1%
	Gateway	1%	1%	1%		2%	1%
Total	Base	400	163	237	116	166	119

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
Which of the following recreational areas have you or someone in your household visited in the past year?	Parks and trails	62%	55%	67%	75%	68%	41%
	Arena	60%	55%	64%	77%	62%	43%
	Martin Exeter Hall	45%	45%	45%	48%	53%	33%
	Rodeo grounds	27%	24%	29%	32%	29%	19%
	Curling rink	24%	22%	26%	17%	34%	19%
	Soccer fields	22%	24%	21%	38%	21%	8%
	Ball fields	21%	21%	22%	32%	22%	10%
	None	21%	27%	16%	12%	15%	37%
Total	Responses	1133	446	687	385	501	247
	Base	400	163	237	116	166	119

Column percentages do not add up to 100% because multiple responses given

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
In the past year, have you or someone in your household traveled specifically to another community to use a pool?	Yes	24%	18%	29%	46%	24%	3%
	No	75%	82%	70%	54%	75%	97%
	Not sure	0%		1%		1%	
Total	Base	400	163	237	116	166	119

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
Would you or someone in your household use a pool in 100 Mile House if one was built in the next few years?	Yes	62%	55%	67%	83%	67%	36%
	No	31%	38%	27%	12%	28%	54%
	Not sure	6%	7%	6%	5%	5%	10%
Total	Base	400	163	237	116	166	119

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
Approximately how many times per year do you estimate someone in your household would use the pool in 100 Mile House?	1-2 visits	4%	5%	4%	2%	6%	5%
	3-10 visits	13%	13%	13%	15%	15%	6%
	11-20 visits	13%	17%	10%	20%	12%	8%
	21-30 visits	10%	7%	12%	14%	9%	7%
	40+ visits	24%	15%	30%	31%	28%	12%
	Not sure	36%	43%	31%	18%	29%	63%
Total	Base	400	163	237	116	166	119

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
On a scale from 1 to 10 with 1 equal to Not at all important and 10 equal to very important, how important is it for a community to have a recreational pool?	1=Not at all important	9%	11%	7%		9%	17%
	2	2%	2%	3%	3%	3%	1%
	3	3%	4%	3%	2%	4%	4%
	4	1%	1%	1%		1%	3%
	5	6%	8%	5%	5%	6%	8%
	6	4%	5%	4%	5%	4%	4%
	7	16%	21%	12%	20%	14%	14%
	8	17%	23%	12%	20%	16%	14%
	9	6%	6%	6%	9%	6%	3%
	10=Very Important	33%	14%	46%	37%	33%	28%
	Not sure	3%	4%	2%		4%	3%
Total	Base	400	163	237	116	166	119

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
Are you aware of the aware of the South Cariboo Aquatic Center Proposed Project under consideration in 100 Mile House?	Yes	87%	83%	90%	89%	89%	82%
	No	12%	16%	9%	9%	11%	15%
	Not sure	1%	1%	1%	2%		3%
Total	Base	400	163	237	116	166	119

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
Would you support construction of the pool project if it meant an increase in your yearly property taxes of up to \$135 per \$100,000 of assessed property value?	Yes	46%	36%	53%	58%	47%	32%
	No	40%	50%	34%	17%	44%	59%
	Not sure	14%	14%	14%	25%	9%	10%
Total	Base	400	163	237	116	166	119

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
If 'no': Why do you not support/are you not sure about the project?	Cost – too expensive*	54%	50%	57%	30%	65%	56%
	Taxes too high*	48%	49%	47%	37%	53%	48%
	Cost – can't afford*	19%	18%	20%	4%	22%	26%
	Don't swim, don't use	12%	15%	10%	7%	9%	19%
	Money should be spent elsewhere	10%	10%	10%	4%	11%	12%
	Not needed	9%	9%	10%	11%	5%	13%
	Depends on cost*	7%	7%	7%	15%	4%	6%
	Not sure	6%	6%	5%	7%	4%	6%
	Need more information	5%	7%	2%	19%	1%	
	Poor Economy	2%	3%			3%	1%
	Other	1%		2%		1%	2%
Total	Responses	374	183	191	64	155	154
	Base	217	105	112	48	87	82

Column percentages do not add up to 100% because multiple responses given

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
[*IF COST IS THE REASON GIVEN FOR LACK OF SUPPORT] Would you support the project at a lower cost if it meant reducing the size and minimizing the design features of the proposal?	Yes	32%	29%	35%	35%	44%	17%
	No	30%	30%	30%	17%	25%	43%
	Maybe, depends, not sure	38%	40%	36%	48%	31%	40%
Total	Base	191	95	97	41	79	71

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
What information do you feel you need in order to make an informed decision?	Nothing, no information	62%	53%	68%	62%	61%	63%
	Cost	20%	29%	13%	17%	22%	20%
	Amount of increase to taxes	18%	23%	14%	12%	21%	19%
	Cost per household	14%	15%	14%	11%	18%	13%
	Different Alternatives	13%	20%	8%	17%	10%	12%
	Design details	10%	15%	7%	14%	8%	10%
	New programs that will result	5%	5%	6%	9%	4%	3%
	Building schematics	3%	4%	3%	5%	3%	3%
	Hours of operation	3%	2%	3%	5%	2%	1%
	Why pool is needed	2%	4%	1%	3%	1%	4%
	Location	2%	3%	1%	2%	2%	3%
	Funding already in place for other local rec. activities	2%	2%	1%	2%	2%	2%
	Number of jobs	2%	3%	1%	3%	1%	1%
	Gov't grants available	1%	1%	1%		3%	1%
	How long construction will take	1%	2%	1%		2%	1%
	Not sure	1%	1%	1%		2%	
Other	0%		1%		1%	1%	
Total	Responses	638	298	340	185	265	188
	Base	400	163	237	116	166	119

Column percentages do not add up to 100% because multiple responses given

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
And just a few more questions.... Are you a full time resident of the South Cariboo or seasonal recreation property owner?	Full-time resident	98%	99%	98%	98%	98%	99%
	Seasonal recreation property owner	1%	1%	1%		1%	1%
	Both	1%		1%	2%	1%	
Total	Base	400	163	237	116	166	119

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
Which of the following age groups do you fall into?	19-39	29%	25%	32%	100%		
	40-64	41%	39%	43%		100%	
	65+	30%	36%	25%			100%
Total	Base	400	163	237	116	166	119

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
Including yourself, how many people live in your household?	1	20%	21%	19%	5%	18%	37%
	2	47%	50%	45%	25%	56%	56%
	3	13%	13%	13%	22%	14%	3%
	4	14%	10%	17%	35%	8%	1%
	5	4%	5%	3%	9%	2%	1%
	6	1%		2%	3%		
	7	0%		1%	2%		
	8+	0%		1%		1%	1%
	Refused	1%	0%	1%		1%	1%
Total	Base	400	163	237	116	166	119

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
Do you have children 18 or younger living in your household?	Yes	32%	25%	36%	63%	22%	2%
	No	68%	74%	63%	37%	77%	96%
	Refused	1%	1%	1%		1%	2%
Total	Base	321	129	192	110	136	74

		Total	Gender		Age		
			Male	Female	19-39	40-64	65+
Gender:	Male	41%	100%		35%	38%	50%
	Female	59%		100%	65%	62%	50%
Total	Base	400	163	237	116	166	119