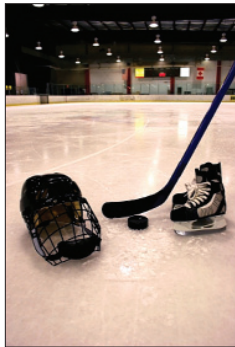




Municipal Recreation and Physical Fitness Survey



How Active Are Your Citizens?

Recently there has been a push from all levels of government to promote physical activity and wellness among Canadians. The government's commitment to this goal is clearly demonstrated by its established healthy living targets aimed at increasing the proportion of Canadians who participate in regular physical activity by 20% by 2015.

The best way of ensuring a healthy and physically fit community is to first understand your citizens' recreation behaviours and needs. This information can then be used to help guide future planning processes, as well as serve as a benchmark against which to evaluate the effectiveness of your municipality's efforts in encouraging physical activity among citizens and to track your progress in meeting these goals.

To accommodate this need, Ipsos Reid is pleased to offer your municipality the opportunity to participate in our *Municipal Recreation and Physical Fitness* syndicated research study. This shared-cost vehicle is conducted on an annual basis and is designed to explore key issues related to recreation and physical activity, including:

- How regularly do citizens participate in physical activity?
- What types of physical activities are citizens participating in?
- What is the average duration of citizens' physical activity?
- What are the reasons for participating/not participating in physical activities?
- What would encourage citizens to become more physically active?
- How satisfied are citizens with the recreation facilities, programs, and services offered by their community?
- What are citizens' attitudes towards user fees for recreational programs and services?

How Does Your Municipality Compare to Others in Canada?

In addition to looking at the overall opinions and behaviours of your citizens, we believe that one of the best ways to understand how active citizens are and how well your municipality is meeting the community's recreational needs is to compare your results to those of other municipalities in Canada.

Ipsos Reid's depth and breadth of experience in municipal research has enabled us to develop a series of municipal norms for key questions around physical activity and recreation behaviours and needs. As part

of the final deliverables for participating in this study, Ipsos Reid will compare your results to those of other Canadian municipalities, thereby providing valuable context, added insight, greater depth of analysis, and benchmarks against which to evaluate your performance.

How Does The Survey Work?

We will conduct a telephone survey of 300 citizens aged 16 years of age and older in each municipality that decides to participate in the research. This will provide a good overall assessment of the level of physical activity in your community and provide insight into how to encourage greater participation, as well as measure satisfaction with current municipal recreation services and programs.

The margin of error on a survey of this size is $\pm 5.7\%$ (19 times out of 20) and the survey is large enough to allow the results to be analyzed according to key demographic variables.

To keep the costs low, the same core questions (outlined above) will be asked in all municipalities. However, municipalities can add custom questions or increase the number of interviews for an additional charge. Your individual results will not be shared with other municipalities.



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What Will I Get?

- Detailed tables with cross-tabulations of the major demographics such as age, gender, length of residence, and families with children under 18.
- PowerPoint slides of your results and an in-person presentation of the findings to an audience of your choice (travel will be billed extra).
- Access to Ipsos Reid's municipal norms.

Cost and Timing

- The price for the *Municipal Recreation and Physical Fitness* survey is \$5,000 plus GST.
- Custom questions specific to your municipality will cost \$800 per closed-ended question and \$1,400 per open-ended question.
- Increasing the sample size costs \$20 per additional interview.

This research will be completed in January 2008. Municipalities need to confirm their participation no later than January 16, 2008. Custom questions should be submitted by January 18. The survey will be conducted from January 23 to February 3, and results will be available at the end of February.

About Ipsos Reid's Municipal Affairs Practice

Ipsos Reid is Canada's leader in Municipal Affairs research. Our municipal research team has a wealth of experience conducting research on behalf of municipalities across Canada, placing them among Canada's foremost experts in municipal survey research. Our cross-jurisdictional experience provides municipalities with tremendous added value and means that we can help put results in context by offering comparisons to other municipalities. Over the past year alone, our team has designed and overseen municipal projects in more than 50 different Canadian municipalities. Our experience is broad-based and includes research on parks and recreation, public policy issues, financial planning, strategic planning, quality of life, and citizen satisfaction surveys.

About Ipsos Reid

Ipsos is Canada's largest marketing and public affairs research company and the country's most trusted research brand.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies.

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