
DISCOVERY RESEARCH

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Quesnel Area Recreation Telephone Survey N=1000

Detailed Tables:

- *Total Results*
- *Area*
- *Gender*
- *Age*

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

Banner Legend:

Question →

Banner →

Grand Total: → *Response percentages for all people answering Question*

		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	Area					Gender		Age		
			City of Quesnel	Area A	Area B	Area C	Area I	Male	Female	18-39	40-64	65+
A new arena to replace Arena 1	1-4: Not important	28%	24%	29%	38%	28%	41%	32%	25%	28%	28%	30%
	5,6	19%	19%	19%	17%	20%	23%	19%	19%	18%	21%	18%
	7-10: Important	53%	58%	52%	45%	51%	37%	49%	56%	55%	52%	52%
Total	Mean	6.3	6.6	6.4	5.5	6.4	4.9	5.9	6.6	6.4	6.2	6.2
	Base	1000	481	245	170	52	52	502	498	324	459	210
A new performing arts theatre	1-4: Not important	49%	47%	51%	52%	42%	64%	53%	46%	50%	47%	55%
	5,6	21%	22%	20%	23%	19%	20%	21%	22%	21%	25%	15%
	7-10: Important	29%	31%	29%	24%	39%	15%	26%	32%	29%	29%	30%
Total	Mean	4.5	4.7	4.3	4.3	5.2	3.4	4.2	4.8	4.5	4.6	4.2
	Base	1000	481	245	170	52	52	502	498	324	459	210
A renovation to the swimming pool at the Arts and Recreation Centre	1-4: Not important	22%	26%	18%	17%	26%	27%	29%	16%	16%	24%	26%
	5,6	26%	22%	30%	35%	28%	22%	26%	26%	21%	29%	30%
	7-10: Important	51%	53%	52%	48%	46%	51%	45%	58%	63%	47%	44%
Total	Mean	6.2	6.1	6.5	6.2	6.1	6.0	5.7	6.8	6.9	6.0	5.8
	Base	1000	481	245	170	52	52	502	498	324	459	210
A new gymnastics center	1-4: Not important	51%	48%	53%	57%	49%	55%	53%	50%	46%	51%	61%
	5,6	32%	37%	30%	23%	31%	31%	32%	32%	38%	33%	25%
	7-10: Important	16%	14%	17%	19%	19%	14%	14%	18%	16%	16%	14%
Total	Mean	4.0	4.1	4.0	4.1	4.2	3.8	3.9	4.2	4.3	4.1	3.5
	Base	1000	481	245	170	52	52	502	498	324	459	210

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

		Total	Area					Gender		Age		
			City of Quesnel	Area A	Area B	Area C	Area I	Male	Female	18-39	40-64	65+
Are there any other major recreational infrastructure improvements you would like to see?	Yes	25%	22%	26%	29%	24%	20%	24%	25%	27%	25%	19%
	No, none	74%	75%	74%	70%	66%	80%	75%	72%	70%	73%	79%
	Not sure	2%	2%		1%	11%		1%	3%	2%	2%	2%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210

		Total	Area					Gender		Age		
			City of Quesnel	Area A	Area B	Area C	Area I	Male	Female	18-39	40-64	65+
Yes or no, are you willing to support a tax increase in order to construct a new ARENA?	Yes	43%	44%	52%	33%	37%	35%	39%	47%	43%	44%	40%
	No	43%	41%	40%	53%	42%	56%	47%	40%	43%	42%	47%
	Not sure, depends on amount	14%	15%	9%	14%	21%	9%	14%	13%	14%	14%	13%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210

		Total	Area					Gender		Age		
			City of Quesnel	Area A	Area B	Area C	Area I	Male	Female	18-39	40-64	65+
Yes or no, are you willing to support a tax increase in order to construct a new PERFORMING ARTS THEATRE?	Yes	27%	24%	31%	26%	28%	27%	24%	29%	20%	33%	23%
	No	63%	63%	63%	65%	56%	67%	65%	61%	66%	59%	68%
	Not sure, depends on amount	10%	13%	6%	10%	16%	6%	11%	10%	15%	8%	9%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210

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

		Total	Area					Gender		Age		
			City of Quesnel	Area A	Area B	Area C	Area I	Male	Female	18-39	40-64	65+
The Arts and Recreation Centre	None	35%	34%	33%	42%	28%	49%	37%	34%	21%	35%	59%
	1 or 2 visits	11%	12%	10%	12%	9%	7%	12%	10%	5%	15%	11%
	Up to 12 visits	25%	27%	25%	20%	28%	28%	24%	26%	25%	29%	19%
	Up to 50 visits	17%	15%	21%	21%	16%	10%	16%	18%	29%	14%	6%
	Over 50 visits	11%	13%	11%	6%	18%	6%	11%	12%	20%	8%	5%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210
Twin Arenas	None	43%	40%	38%	54%	46%	64%	43%	43%	23%	48%	64%
	1 or 2 visits	17%	21%	15%	14%	16%	10%	20%	14%	24%	14%	16%
	Up to 12 visits	19%	21%	22%	14%	13%	14%	18%	20%	22%	20%	13%
	Up to 50 visits	11%	11%	12%	10%	16%	8%	12%	11%	13%	12%	7%
	Over 50 visits	9%	8%	13%	8%	9%	4%	6%	11%	18%	6%	1%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210
Alex Fraser Park	None	37%	37%	36%	38%	40%	37%	39%	35%	28%	38%	50%
	1 or 2 visits	24%	23%	26%	20%	21%	32%	23%	25%	21%	24%	26%
	Up to 12 visits	28%	27%	28%	29%	31%	22%	26%	29%	31%	29%	18%
	Up to 50 visits	9%	10%	8%	11%	6%	7%	11%	8%	15%	8%	4%
	Over 50 visits	2%	3%	2%	2%	1%	2%	2%	3%	5%	1%	1%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210
Barlow Creek Hall or Park	None	87%	89%	88%	89%	42%	95%	87%	87%	78%	90%	92%
	1 or 2 visits	6%	5%	7%	6%	16%	5%	8%	4%	10%	6%	3%
	Up to 12 visits	5%	4%	3%	5%	25%		3%	7%	9%	3%	3%
	Up to 50 visits	1%	0%	2%	0%	8%		0%	1%	2%	1%	1%
	Over 50 visits	1%	1%			9%		1%	1%	2%	1%	1%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210

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

		Total	Area					Gender		Age		
			City of Quesnel	Area A	Area B	Area C	Area I	Male	Female	18-39	40-64	65+
Bouchie Lake Hall or Park	None	72%	77%	81%	37%	78%	93%	71%	74%	62%	76%	79%
	1 or 2 visits	16%	16%	15%	20%	18%	4%	18%	14%	22%	13%	14%
	Up to 12 visits	8%	4%	2%	26%	4%	3%	8%	7%	9%	7%	5%
	Up to 50 visits	3%	0%	1%	14%			2%	3%	5%	3%	1%
	Over 50 visits	1%	1%		2%			1%	1%	2%	1%	1%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210
Parkland Community Centre or Beach at Costas Cove	None	83%	86%	79%	81%	64%	93%	81%	85%	69%	88%	93%
	1 or 2 visits	9%	8%	12%	8%	17%	2%	11%	7%	16%	7%	4%
	Up to 12 visits	6%	4%	6%	6%	20%	5%	6%	5%	12%	3%	2%
	Up to 50 visits	1%	0%	2%	3%			1%	1%	2%	1%	
	Over 50 visits	1%	1%		2%			1%	1%	2%	1%	1%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210
Pioneer Park on Dragon Lake	None	86%	91%	73%	89%	89%	94%	85%	88%	83%	87%	89%
	1 or 2 visits	8%	4%	17%	10%	2%	5%	9%	8%	8%	9%	7%
	Up to 12 visits	4%	3%	8%	1%	9%	1%	5%	4%	7%	3%	2%
	Up to 50 visits	0%	0%	0%				0%	0%		0%	0%
	Over 50 visits	1%	1%	2%				2%	1%	2%	1%	1%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210

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

		Total	Area					Gender		Age		
			City of Quesnel	Area A	Area B	Area C	Area I	Male	Female	18-39	40-64	65+
The Arts and Recreation Centre	1-4: Not satisfied	5%	5%	6%	7%			4%	6%	4%	6%	5%
	5,6	24%	19%	26%	31%	27%	35%	19%	28%	28%	21%	20%
	7-10: Satisfied	71%	76%	68%	63%	73%	65%	76%	66%	68%	73%	75%
Total	Mean	7.2	7.4	7.1	7.0	7.3	7.2	7.3	7.1	7.2	7.2	7.3
	Base	645	320	162	98	37	27	316	329	255	299	88
Twin Arenas	1-4: Not satisfied	27%	25%	34%	25%	26%	4%	24%	31%	21%	33%	30%
	5,6	35%	34%	38%	30%	34%	48%	31%	39%	36%	33%	35%
	7-10: Satisfied	38%	41%	28%	44%	40%	48%	45%	30%	43%	34%	35%
Total	Mean	5.7	5.9	5.2	5.6	5.7	6.6	6.1	5.3	6.1	5.3	5.5
	Base	565	291	148	74	33	18	289	276	250	236	74
Alex Fraser Park	1-4: Not satisfied	4%	4%	5%	5%	4%	3%	3%	5%	5%	4%	4%
	5,6	23%	18%	23%	31%	32%	38%	19%	28%	30%	18%	26%
	7-10: Satisfied	72%	78%	72%	64%	63%	59%	78%	67%	65%	78%	70%
Total	Mean	7.3	7.4	7.3	7.0	6.9	7.0	7.4	7.2	6.9	7.5	7.4
	Base	614	287	155	106	33	33	288	326	224	283	102
Barlow Creek Hall and Park	1-4: Not satisfied	16%	11%	16%	26%	18%		14%	18%	5%	28%	29%
	5,6	38%	29%	66%	29%	30%	70%	33%	44%	50%	26%	21%
	7-10: Satisfied	46%	60%	18%	45%	52%	30%	53%	38%	45%	46%	51%
Total	Mean	6.2	6.8	5.3	6.1	6.4	6.2	6.6	5.8	6.6	5.8	6.1
	Base	130	48	29	19	32	2	67	63	69	45	16
Bouchie Lake Hall and Park	1-4: Not satisfied	6%	5%	7%	6%	6%	19%	4%	8%	2%	9%	7%
	5,6	33%	19%	56%	36%	43%	38%	33%	33%	39%	27%	32%
	7-10: Satisfied	61%	77%	37%	58%	52%	43%	62%	59%	59%	64%	60%
Total	Mean	6.9	7.4	6.1	6.9	6.2	6.8	7.0	6.8	6.8	7.0	6.9
	Base	270	101	46	106	13	4	146	124	120	108	43
Parkland Community Centre and Beach	1-4: Not satisfied	9%	16%	5%	3%	5%	27%	11%	7%	3%	18%	19%
	5,6	29%	21%	44%	18%	29%	27%	37%	18%	33%	22%	29%
	7-10: Satisfied	62%	64%	50%	79%	66%	47%	52%	75%	65%	60%	51%
Total	Mean	6.9	7.1	6.5	7.5	7.1	5.7	6.6	7.4	7.3	6.4	6.7
	Base	161	60	49	28	20	4	90	71	95	55	11
Pioneer Park on Dragon Lake	1-4: Not satisfied	15%	15%	17%		10%	82%	15%	16%	11%	17%	22%
	5,6	28%	17%	37%	27%	17%	18%	28%	28%	31%	19%	47%
	7-10: Satisfied	56%	68%	46%	73%	73%		57%	56%	57%	64%	31%
Total	Mean	6.7	7.2	6.3	7.1	6.8	4.4	6.6	6.7	7.0	6.8	5.5
	Base	130	38	64	17	8	3	75	55	52	59	19

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	Area					Gender		Age		
			City of Quesnel	Area A	Area B	Area C	Area I	Male	Female	18-39	40-64	65+
Do you own or rent your home?	Own	87%	83%	93%	92%	86%	90%	88%	87%	82%	91%	86%
	Rent	12%	17%	6%	8%	11%	10%	12%	13%	18%	8%	13%
	Refused	0%		0%		3%		0%	0%		0%	0%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210

		Total	Gender		Age		
			Male	Female	18-39	40-64	65+
Area	City of Quesnel	48%	51%	46%	46%	46%	55%
	Area A	24%	22%	27%	25%	25%	23%
	Area B	17%	18%	16%	21%	16%	14%
	Area C	5%	5%	5%	6%	5%	4%
	Area I	5%	5%	5%	3%	8%	4%
Total	Base	1000	502	498	324	459	210

		Total	Area					Gender		Age		
			City of Quesnel	Area A	Area B	Area C	Area I	Male	Female	18-39	40-64	65+
9. Into which of the following age categories do you fall:	18-39	32%	31%	33%	39%	38%	16%	36%	29%	100%		
	40-64	46%	44%	47%	44%	45%	66%	44%	48%		100%	
	65+	21%	24%	20%	17%	17%	17%	19%	23%			100%
	Refused	1%	1%					1%	0%			
Total	Base	1000	481	245	170	52	52	502	498	324	459	210

		Total	Area					Gender		Age		
			City of Quesnel	Area A	Area B	Area C	Area I	Male	Female	18-39	40-64	65+
10. Including yourself, how many people live in your household?	1	16%	20%	10%	9%	23%	17%	14%	17%	5%	13%	38%
	2	42%	44%	40%	42%	33%	50%	40%	45%	16%	54%	57%
	3	14%	13%	17%	11%	15%	21%	15%	13%	16%	18%	3%
	4	15%	11%	20%	17%	28%	5%	16%	13%	31%	10%	
	5	8%	6%	8%	13%		6%	7%	8%	18%	4%	0%
	6	4%	5%	4%	4%			5%	3%	11%	1%	
	7+	1%	1%	0%	2%			1%	1%	2%	0%	0%
	Refused	1%	1%	0%	0%	1%	1%	1%	0%		0%	1%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210

		Total	Area					Gender		Age		
			City of Quesnel	Area A	Area B	Area C	Area I	Male	Female	18-39	40-64	65+
11. How many children under 17 or younger live in your household?	None	68%	75%	59%	54%	79%	83%	67%	69%	31%	79%	99%
	1	9%	6%	11%	15%	1%	10%	11%	7%	12%	10%	0%
	2	13%	7%	23%	16%	20%	4%	10%	16%	30%	7%	0%
	3	8%	8%	5%	14%		2%	9%	6%	20%	3%	
	4	2%	3%	2%	1%			3%	2%	7%	0%	
	5	0%	1%						1%	1%		
	Refused	0%		0%			1%		0%			1%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210

		Total	Area					Gender		Age		
			City of Quesnel	Area A	Area B	Area C	Area I	Male	Female	18-39	40-64	65+
12. Gender:	Male	50%	53%	44%	52%	48%	48%	100%		56%	48%	46%
	Female	50%	47%	56%	48%	52%	52%		100%	44%	52%	54%
Total	Base	1000	481	245	170	52	52	502	498	324	459	210