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# 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+
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+
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%	43%	43%	46%
	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%
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>

		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%	26%	33%	17%
	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%
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>

*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%
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>
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%
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>
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%
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>
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%	
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>

*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%
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>
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%	
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>
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%	
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>

*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+
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%		
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>

		Total	Own or rent?		Number in household				Number of kids in home		
			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%
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>

		Total	Own or rent?		Number in household				Number of kids in home		
			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%		
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>



		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%		
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>

		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%							
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>

		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%
<b>Total</b>	Base	<b>1000</b>	<b>875</b>	<b>123</b>	<b>157</b>	<b>423</b>	<b>291</b>	<b>124</b>	<b>680</b>	<b>218</b>	<b>100</b>