

2017 Albertan Recreation Survey



ADVANIS

for

Alberta

Culture and Tourism

July 2017





CONTEXT, OBJECTIVES & METHODOLOGY

Framework [1/2]

Framework for Recreation in Canada & the Alberta Recreation Survey

The Framework for Recreation in Canada is a guiding document for recreation providers. It acknowledges the role recreation plays in the lives of people and communities by enhancing mental, physical and social wellbeing, help build strong families and communities, help people connect with nature and provides economic benefits such as jobs and tourism. In 2015, the Provincial and Territorial Ministers of Sport, Physical Activity and Recreation endorsed the Framework for Recreation in Canada and supported by the Government of Canada. The Framework focuses on five goals:

- *Active Living*: foster active living through physical recreation
- *Inclusion and Access*: increase inclusion and access to recreation for populations that face constraints
- *Connecting People and Nature*: help people connect to nature through recreation
- *Supportive Environments*: ensure the provision of supportive physical and social environments that encourage participation in recreation and build strong, caring communities
- *Recreation Capacity*: ensure the continued growth and sustainability of the recreation field.

Framework [2/2]

Framework for Recreation in Canada & the Alberta Recreation Survey

The Alberta Recreation Survey has been conducted every four years since 1981. The survey is a key tool for connecting research, policy and practice. The survey collects information related to participation patterns of Albertans and the factors which influence their recreation activity choices:

- Participation of household members and respondents in a variety of leisure or recreational activities;
- Favorite activities, settings and reasons for participation;
- Desired activities and barriers to participation;
- Volunteer participation; and
- Benefits of recreation and parks.

The Alberta Recreation Survey supports national and provincial outcomes of the Framework for Recreation in Canada and an active Alberta. The survey supports four of the five Framework goals – active living, inclusion and access, connecting people and nature, and supportive environments. In the *2017 Albertan Recreation Survey report* we have identified some linkages between the Framework goals and the Alberta Recreation Survey.

Methodology

Data Collection

- Invitation letter mailed to 20,002 randomly selected Alberta households, including 4,249 in Edmonton, 5,836 in Calgary, 1,500 in Lethbridge, and 8,417 in the rest of Alberta. Respondents are given the choice to complete the survey online, using a unique login ID or to request a paper survey be mailed to them for completion.
- The data collection was conducted between April 21, 2017 and July 3, 2017. The data was collected using a three step mail out process:
 1. Respondents were sent the invitation letter indicating the purpose of the survey, who uses the information, who is conducting the survey, how the household was selected, participation is voluntary, how to access the online survey or request a paper survey, and time to complete the survey (April 20, 23, 26, 28, 2017).
 2. A postcard reminder was sent to all respondents two or three weeks after the initial survey was sent (May 15 and 24, 2017).
 3. A second postcard reminder was mailed again to those households in the Edmonton and North regions and in areas with a higher proportion of young (20-34 year old) residents who had not yet responded two or three weeks after the initial postcard reminder (June 7 and 12, 2017).
- In appreciation for filling out the survey, respondents were given the opportunity to enter their name in a prize draw for one of ten gift cards valued at \$100.
- Out of 2,993 completed surveys, 2,852 were completed online and 141 were mailed back.
 - Measures were taken to ensure that no respondent was able to complete the survey twice.
 - 15% of delivered letter invitations resulted in a completed online survey and 66% of requested paper surveys resulted in a returned paper survey.

Methodology

Target Respondents

- A random sample of Albertans, 18 years or older (Statistics Canada population estimates were used to generate a demographically representative sample).
- Sample was distributed based on Region: sample was spread across Alberta (distributed by Calgary, Edmonton, Lethbridge, Northern, Central, and Southern).
- Age is distributed by 18 to 34 years of age, 35 to 54 years of age, and 55 years of age and older.

Questionnaire Design

- A questionnaire consistent with past surveys was used to ensure comparability with previous survey results. However, some questions were added or altered and some questions were removed. The questionnaire asked a combination of open and closed ended questions.

Statistical Reliability

- Based on the 2993 number of completed surveys, the margin of error is $\pm 1.8\%$, 19 times out of 20.
- For the sub-regions, the margins of error are:
 - Calgary (n=978): $\pm 3.1\%$, 19 times out of 20.
 - Edmonton (n=578): $\pm 4.1\%$, 19 times out of 20.
 - Lethbridge (n=241): $\pm 6.3\%$, 19 times out of 20.
 - Rest of Alberta (n=1196): $\pm 2.8\%$, 19 times out of 20.

Methodology

Analysis

- Three levels of analysis are used in this report to determine participation in leisure activities.
 - Respondent level: proportion of survey respondents participating in a certain activity;
 - Household level: proportion of households participating in a certain activity (at least one person in household participated); and
 - Total Participation: total number of people who participated in a certain activity.
 - For example, if in Household 1, 3 people participated in cycling; in Household 2, 2 people participated in cycling; and in Household 3, 4 people participated in cycling, the total participation figure for cycling would be 9.
- It was not mandatory for respondents to answer any of the questions, which may result in a high proportion of 'missing' responses for certain questions. As such, throughout this report, sub-segment analysis should be interpreted with caution.
- The results are weighted to the region proportions within Alberta as well as the age and gender proportions in Alberta as a whole. The weighting corrects for an overrepresentation of older adults within the data. However, base sizes for younger adults are lower and should be interpreted with caution.



KEY INSIGHTS

Key Insights [1/3]



Active Living: *foster active living through physical recreation*

- Nearly all Alberta households (96%) and adults (95%) have participated in an active living activity in the past year. Active living accounts for nearly a quarter of total leisure or recreation activities.
- The most popular active living activities among adults include walking (80%), gardening (55%), bicycling (46%), fitness/aerobics (44%), and jogging/running (32%).
- Walking is one of the top 3 favourite activities for nearly a quarter of Albertans (23%). Those who walk favour parks or outdoor spaces, and are motivated to walk primarily for exercise, but also to enjoy nature, to relax, and for pleasure/fun.



Inclusion and Access: *increase inclusion and access to recreation for populations that face constraints*

- Although participation rates are lower among those from households with lower incomes, most individuals are still active. Among those from households with less than \$50K in income, in the past year 87% of individuals have participated in an active living activity, 69% in an activity connected to nature, and 57% in a supportive environment activity.

Key Insights [2/3]



Connecting People and Nature: help people connect to nature through recreation

- Participation in activities that connect people to nature is high with 84% of households and 82% of individuals having done so in the past year.
- Land-based activities (e.g., day hiking, overnight camping, picnicking, ATV/off-road vehicles) are most common (78% of individuals), followed by water activities (e.g., swimming in lakes, rivers, ponds; fishing; motor boating; canoeing; kayaking; 47% of individuals). Fewer participate in snow activities (snowshoeing, cross-country skiing, snowmobiling; 17% of individuals).
 - Fewer 55+ individuals participate in land, water, and snow-based activities compared to their younger counterparts.
- Camping (17%) and hiking (14%) are the second and third most favourite activities among Albertans, behind walking (23%). Albertans prefer to go camping and hiking in parks or outdoor spaces, and are motivated by relaxation, fun, to spend time with family, and to enjoy nature, and those who favour hiking are also motivated by exercise.
- Over half of Albertans believe one of the very important benefits of recreation is that parks and open spaces provide opportunities for the preservation of Alberta's landscapes, plants, and animals.

Key Insights [2/3]





Supportive Environments: ensure the provision of supportive physical and social environments that encourage participation in recreation and build strong, caring communities

- Participation in supportive environment activities is common in Alberta with 82% of households and 74% of individuals having done so in the past year.
 - Participation at the individual level is highest among males and those who are 18 to 54.
- Participation is most common for activities that can be done at indoor or outdoor facilities (e.g., swimming/aquafitness, bowling/lawn bowling, trampoline, soccer, ice hockey; 60% of individuals), followed by activities at outdoor only facilities (e.g., golf, downhill skiing, softball/baseball, trap/skeet/target shooting, snowboarding; 43% of individuals). Participation is lowest for activities performed at indoor only facilities (e.g., badminton, volleyball, gymnastics, wall climbing, curling; 23% of individuals).
- Golf is the fifth most popular activity among Albertans (10%) with participants favouring both private facilities (61%) and municipal recreation facilities (53%). Those who golf are motivated by fun, to spend time with friends, exercise, to relax, and to do something different than work.

Key Highlights












ACTIVITY PARTICIPATION

 98.5%	 97.1%
HOUSEHOLD	INDIVIDUALS
96% Active Living	95%
93% Creative/Cultural	91%
84% Connecting w/ Nature	82%
81% Land based	78%
53% Water based	47%
20% Snow based	17%
82% Sup. Environments	74%
70% Indoor/Outdoor	60%
54% Outdoor only	43%
38% Indoor only	23%
98% Other Activities	97%

INTEREST IN FUTURE PARTICIPATION

68%	Northern lights/Dark sky viewing
48%	Comfort camping
47%	Outdoor zip-lining
32%	Urban experiences
27%	High-rope courses and tree-top walks
26%	Via ferrata
3%	Other
19%	None of the above

FAVOURITE ACTIVITIES

ACTIVITY	Is top 3?	# times per year
 Walking	23.4%	147
 Camping	16.6%	14
 Hiking	14.1%	19
 Reading	10.4%	228
 Golf	9.8%	31
 Bicycling	9.1%	62
 Gardening	8.4%	56
 Watching TV	7.9%	314
 Walking a pet	6.3%	245
 Jog/Run	6.2%	87
 Swimming	5.9%	29


TOP 3 LOCATIONS

59%	Parks or outdoor spaces
24%	Municipal rec. facility
23%	Private facility




TOP 5 VERY IMPORTANT MOTIVATIONS

61%	Pleasure/fun
47%	To relax
45%	Health or exercise
34%	Enjoy nature
31%	Do something different from work

NEW ACTIVITIES

 **40%** likely to start new activity


TOP 10 NEW ACTIVITIES

 Swimming	6.3%
 Canoeing/Kayaking	4.6%
 Hiking	3.1%
 Yoga	3.0%
 Running/Jogging	3.0%
 Gym/Fitness	2.7%
 Rock climbing	2.5%
 Bicycling	2.4%
 Dancing	2.3%
 Fishing	2.2%

TOP 5 BARRIERS

77%	Too busy with activities
67%	Cost of equipment, materials, supplies
65%	Too busy with family
63%	Too busy with work
61%	Admission/Registration fees

VOLUNTEER ACTIVITIES

 **34%** volunteered in past 12 months

18%	Sports
14%	Culture
12%	Recreation
5%	Parks
Averaged 6.9 hours/week	

VOLUNTEERED AS...

74%	Worker
33%	Coach, manager, leader, or instructor
26%	Committee member
23%	Board member
4%	Other

BENEFITS OF RECREATION

TOP 4 VERY IMPORTANT BENEFITS

56%	Preserve Alberta's land, plants, and animals
55%	Spend time with families
54%	Improve quality of life
54%	Youth can take part in a variety of activities



DETAILED FINDINGS: Participation in Recreation and Leisure Activities

Participation in Leisure or Recreation Activities

Household, individual, and total participation in the past 12 months

 **98.5%**

Household participation

 **97.1%**

Individual participation

Connecting people
with nature:



84%



82%

Supportive
environments:



82%



74%

Active living



23%

Creative/Cultural



21%

Land based activities



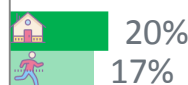
14%

Water based activities



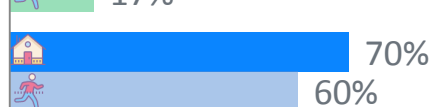
7%

Snow based activities



1%

Facility based activities (indoor
and outdoor)



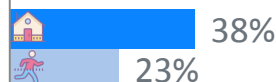
9%

Outdoor facility based activities



4%

Indoor facility based activities



2%

Other activities



19%
100%

See Appendix for the list of activities classified in each group.

Base: Albertans

Q1a1, Q2a2 -- Which of the following physical activities have your household taken part in during the past 12 months? (n=2858)

Q1a3/Q1b2/Q1c2-- Including yourself, how many people in your household took part in each activity during the past 12 months? (n=2971)

Q1a4/Q1b3/Q1c3 -- Which of the following activities did you personally take part in during the past 12 months? (n=2812, 2872, 2862)

Q1b1 -- Which of the following creative/cultural activities have your household taken part in during the past 12 months? (n=2930)

Q1c1 -- Which of the following other activities have you or anyone in your household taken part in during the past 12 months? (n=2904)



Individual Participation by Category [1/2]



97.1%

Participation is lower among individuals from households with lower income.

Individual participation

Participation with activities related to nature and in supportive environment are lower among 55+ individuals.

	Male	Female	18-34	35-54	55+	\$50,000 or less	\$50,001-\$110,000	\$110,001+	First Nations, Metis, Inuit (FNMI)	Not FNMI
Active living	93%	95%	97%	93%	94%	87%	95%	96%	90%	96%
Creative/Cultural	90%	92%	90%	92%	90%	84%	92%	95%	94%	92%
Connecting people with nature	83%	81%	86%	86%	74%	69%	82%	89%	89%	83%
Land based activities	80%	77%	83%	82%	71%	67%	80%	84%	83%	80%
Water based activities	51%	43%	51%	54%	34%	31%	42%	61%	59%	51%
Snow based activities	19%	16%	16%	21%	15%	10%	15%	23%	18%	19%
Supportive environment	78%	70%	82%	78%	59%	57%	74%	83%	76%	76%
Facility based activities (indoor and outdoor)	60%	60%	74%	65%	39%	47%	60%	67%	62%	62%
Outdoor facility based activities	53%	34%	40%	50%	37%	28%	39%	56%	52%	46%
Indoor facility based activities	28%	18%	30%	25%	11%	17%	24%	25%	16%	22%
Other activities	96%	98%	97%	97%	98%	94%	97%	99%	98%	98%
	n= 1374	1417	205	971	1607	393	874	873	71	2225

Green = significantly higher than counterparts

Red = significantly lower than counterparts

Participation rates are similar between FNMI and their counterparts

See Appendix for the list of activities classified in each group.

Base: Albertans

Q1a4/Q1b3/Q1c3 – Which of the following activities did you personally take part in during the past 12 months? (see table for base size)



Individual Participation by Category [1/2]



97.1%

Participation in active living activities is highest in Calgary and lowest in Edmonton.

Individual participation

Participation with activities related to nature are lower in cities in general, and in Edmonton in particular.

	Calgary	Edmonton	Lethbridge	North	Central	South	City	Town	Elsewhere ¹
Active living	96%	91%	94%	93%	96%	95%	95%	95%	90%
Creative/Cultural	90%	90%	91%	91%	90%	94%	91%	94%	81%
Connecting people with nature	84%	74%	85%	86%	83%	85%	81%	87%	85%
Land based activities	81%	72%	77%	83%	79%	79%	77%	83%	85%
Water based activities	42%	34%	51%	66%	54%	52%	44%	60%	46%
Snow based activities	20%	13%	19%	22%	18%	14%	16%	23%	20%
Supportive environment	74%	69%	72%	79%	74%	75%	74%	73%	71%
Facility based activities (indoor and outdoor)	58%	59%	57%	65%	60%	61%	60%	61%	61%
Outdoor facility based activities	45%	38%	41%	46%	43%	43%	41%	51%	36%
Indoor facility based activities	25%	23%	26%	23%	17%	25%	22%	24%	32%
Other activities	97%	97%	97%	99%	98%	98%	97%	97%	97%
n=	922	539	229	241	590	291	2246	419	121

Green = significantly higher than counterparts

Red = significantly lower than counterparts

Participation in water-based activities is particularly high in Northern Alberta

¹Elsewhere includes village, acreage, farm, ranch, and other
See Appendix for the list of activities classified in each group.

Base: Albertans

Q1a4/Q1b3/Q1c3 – Which of the following activities did you personally take part in during the past 12 months? (see table for base size)



Household Participation in Activities [1/2]

In the past 12 months



98.5%

Household participation

Top 5 Activities

% of households participating

Active living



82.8%

Walking for pleasure



62.0%

Gardening



54.0%

Bicycling



51.7%

Fitness/aerobics



38.8%

Jogging/running

Creative / Cultural



70.8%

Fair/festival/cultural event



69.6%

Live performance



57.4%

Historic site or museum



56.0%

Craft or creative hobby



33.3%

Art gallery or exhibit

Land based activities



53.1%

Day hiking



40.6%

Overnight camping



32.5%

Picnicking (city)



31.5%

Picnicking (country)



14.7%

ATV/off-road vehicles

Water based activities



34.6%

Swimming (lakes, rivers)



26.2%

Fishing



14.9%

Motor boating



14.0%

Canoeing



10.3%

Kayaking

Snow based activities



10.4%

Snowshoeing



10.3%

Cross-country skiing



6.0%

Snowmobiling

See Appendix for household participation rates for all activities.

Base: Albertans

Q1a1, Q2a2 -- Which of the following physical activities have your household taken part in during the past 12 months? (n=2858)

Q1b1 -- Which of the following creative/cultural activities have your household taken part in during the past 12 months? (n=2930)

Q1c1 -- Which of the following other activities have you or anyone in your household taken part in during the past 12 months? (n=2904)



Household Participation in Activities [2/2]

In the past 12 months

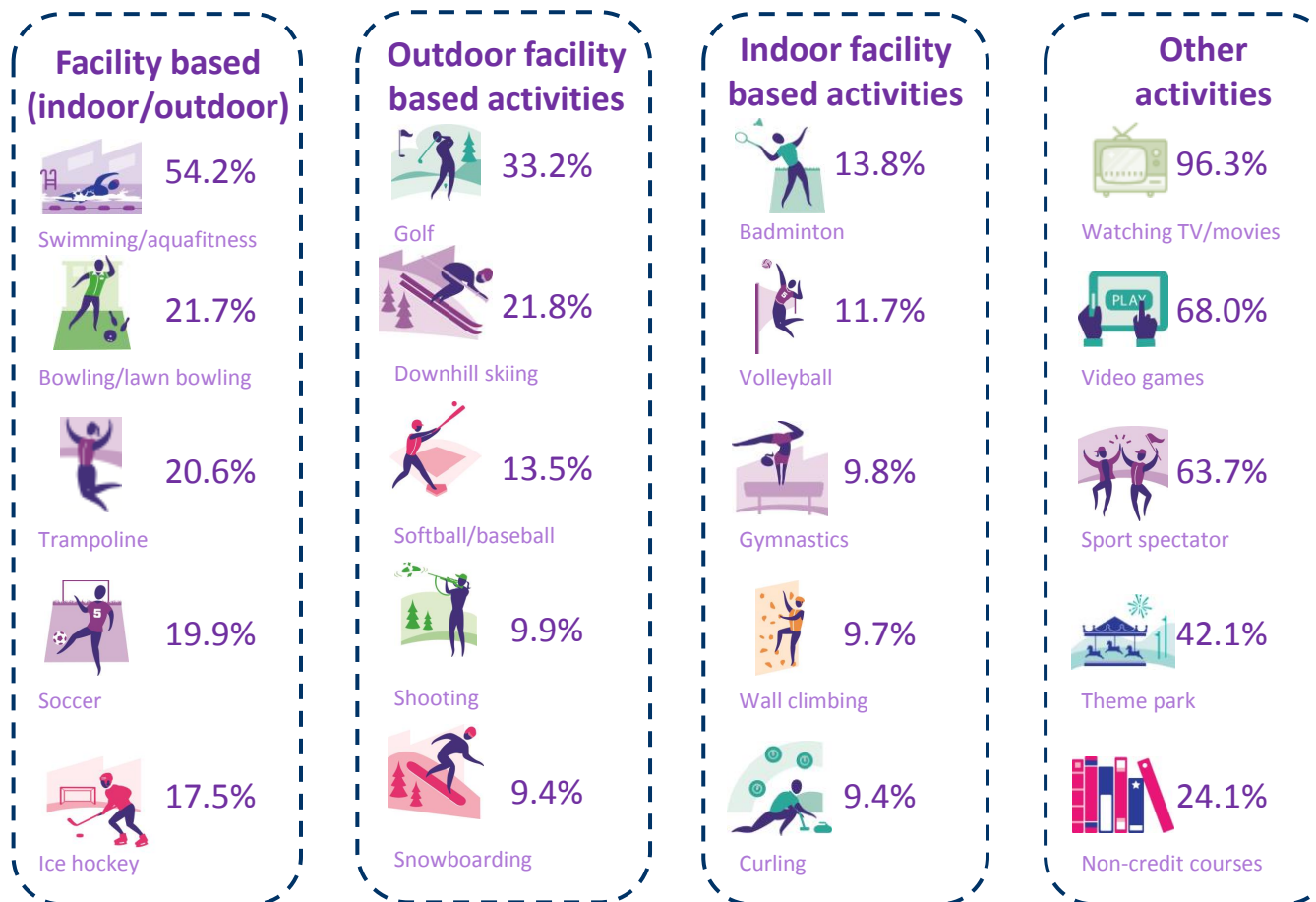


98.5%

Household participation

Top 5 Activities

% of households participating



See Appendix for household participation rates for all activities.

Base: Albertans

Q1a1, Q2a2 -- Which of the following physical activities have your household taken part in during the past 12 months? (n=2858)


Q1b1 -- Which of the following creative/cultural activities have your household taken part in during the past 12 months? (n=2930)

Q1c1 -- Which of the following other activities have you or anyone in your household taken part in during the past 12 months? (n=2904)



Individual Participation in Activities [1/2]

In the past 12 months

 **97.1%**
Individual participation

Top 5 Activities

% of individuals participating

Active living



80.3%

Walking for pleasure



54.7%

Gardening



46.0%

Bicycling



44.3%

Fitness/aerobics



31.6%

Jogging/running

Creative / Cultural



67.2%

Fair/festival/cultural event



65.1%

Live performance



54.1%

Historic site or museum



48.5%

Craft or creative hobby



30.5%

Art gallery or exhibit

Land based activities



49.9%

Day hiking



36.9%

Overnight camping



31.0%

Picnicking (city)



29.9%

Picnicking (country)



13.2%

Birdwatching

Water based activities



30.7%

Swimming (lakes, rivers)



19.2%

Fishing



13.9%

Motor boating



11.7%

Canoeing



8.5%

Kayaking

Snow based activities



8.9%

Snowshoeing



8.7%

Cross-country skiing



4.4%

Snowmobiling

See Appendix for individual participation rates for all activities.

Base: Albertans

Q1a4/Q1b3/Q1c3 – Which of the following activities did you personally take part in during the past 12 months? (n=2812, 2872, 2862)

Individual Participation in Activities [2/2]

In the past 12 months

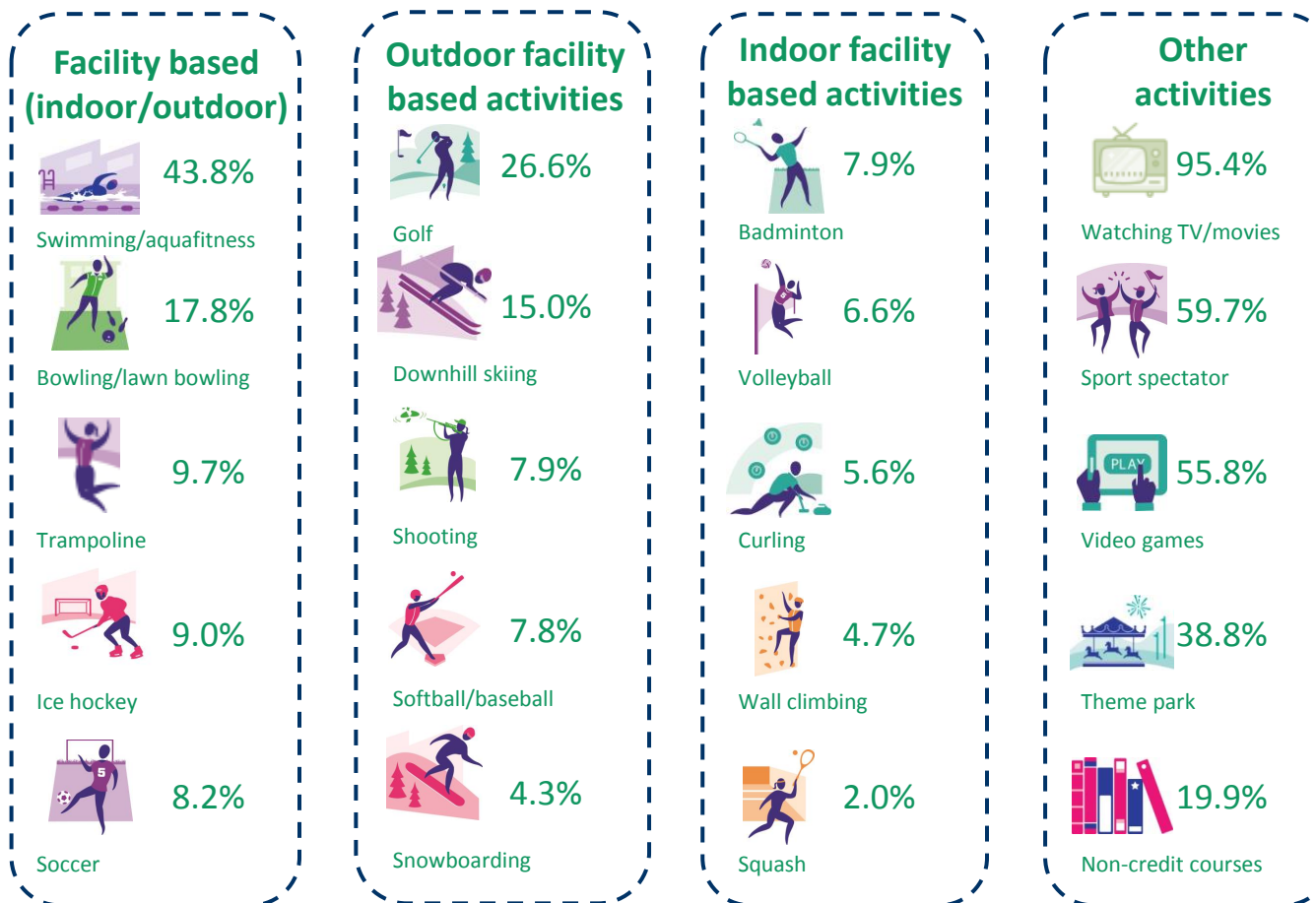


97.1%

Individual participation

Top 5 Activities

% of individuals participating



See Appendix for individual participation rates for all activities.

Base: Albertans

Q1a4/Q1b3/Q1c3 – Which of the following activities did you personally take part in during the past 12 months? (n=2812, 2872, 2862)

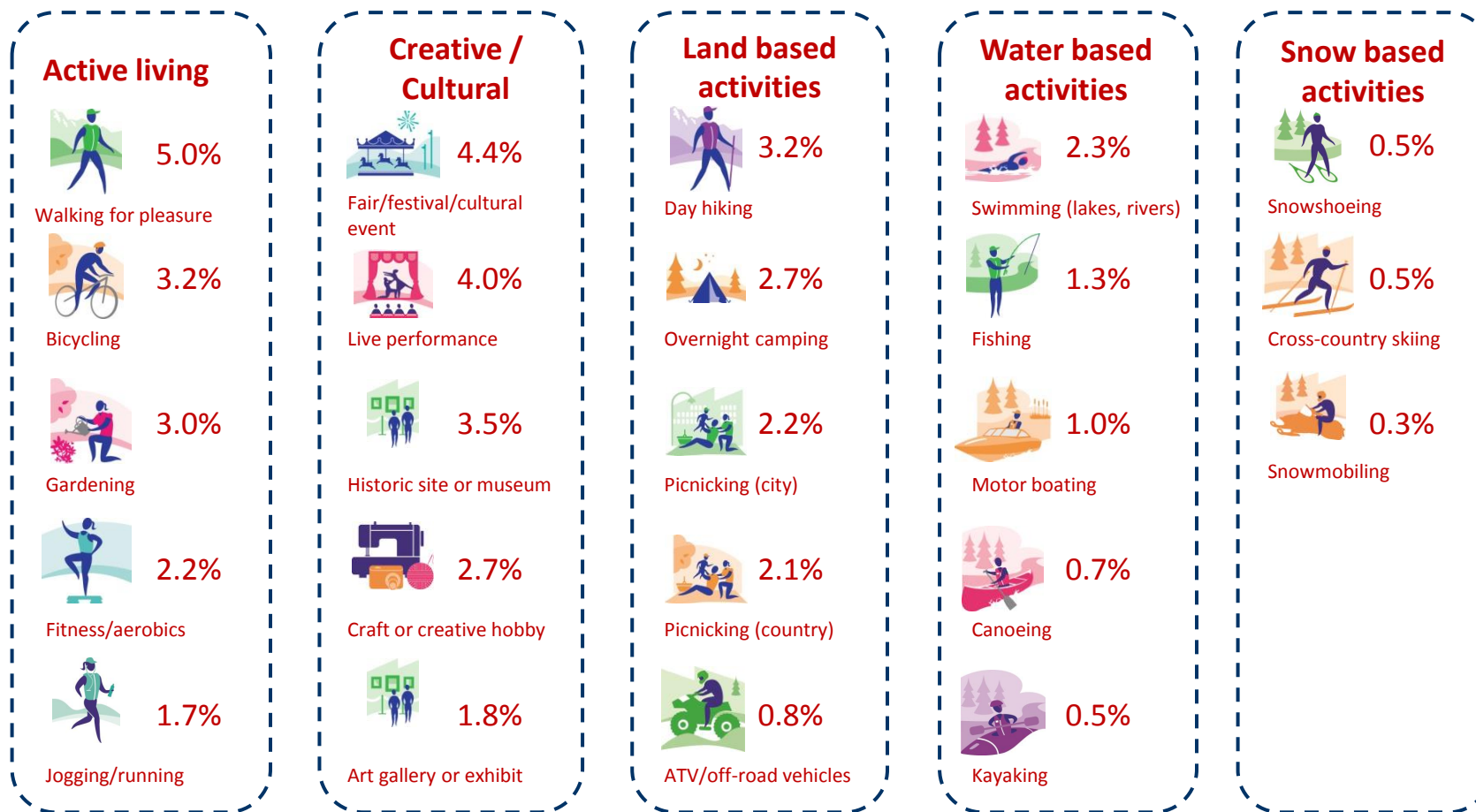


Total Participation in Activities [1/2]

In the past 12 months

Top 5 Activities

% of total participants participating¹



¹% of total participants participating reflects the proportion of the total number of people who participated in a certain activity out of the total number of people who participated in all activities. For example, if in Household 1, 3 people participated in cycling; in Household 2, 2 people participated in cycling; and in Household 3, 4 people participated in cycling, the total participation figure for cycling would be 9.

Base: Albertans

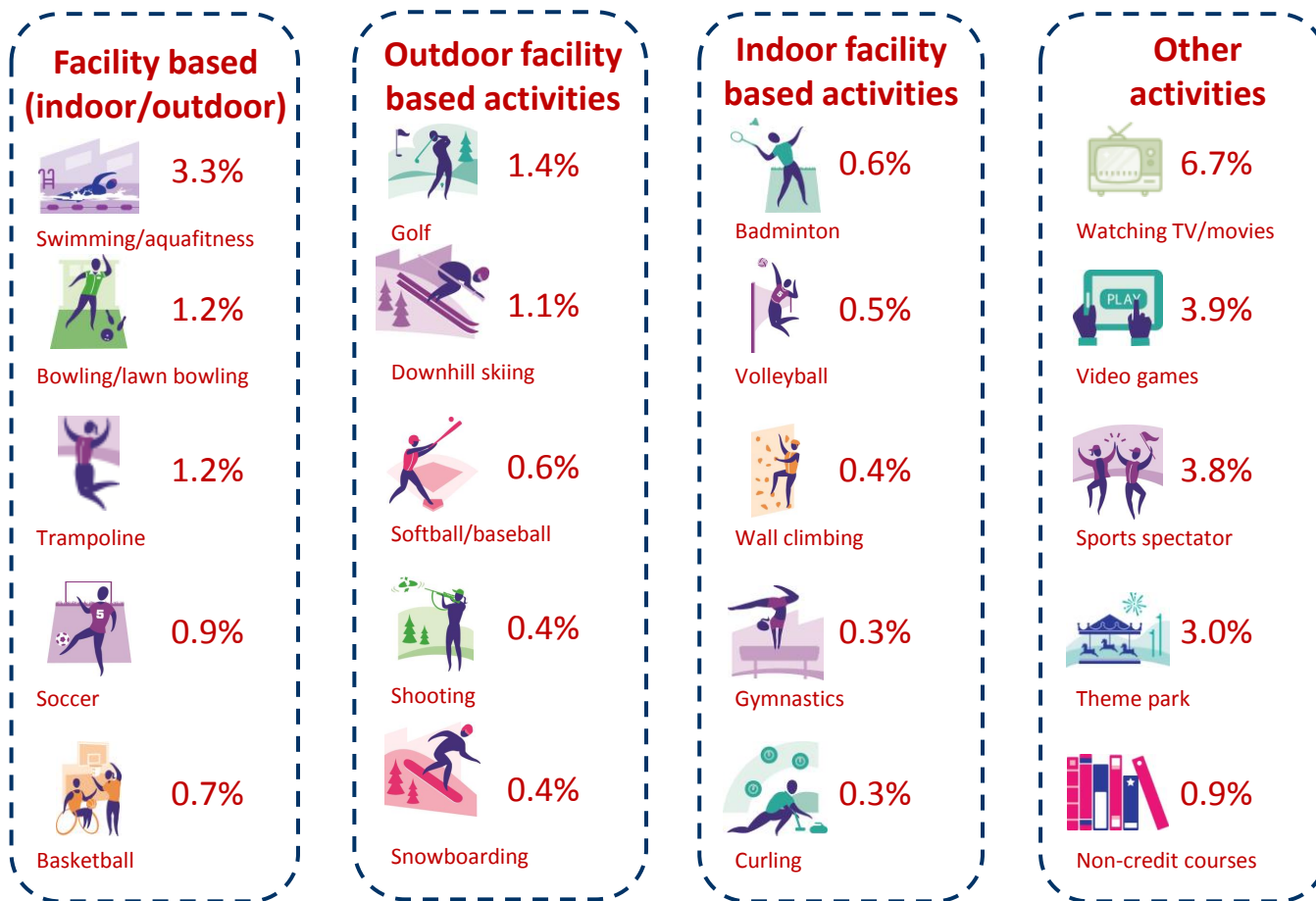
Q1a3/Q1b2/Q1c2 – Including yourself, how many people in your household took part in each activity during the past 12 months? (n=2971)

Total Participation in Activities [2/2]

In the past 12 months

Top 5 Activities

% of total participants participating¹

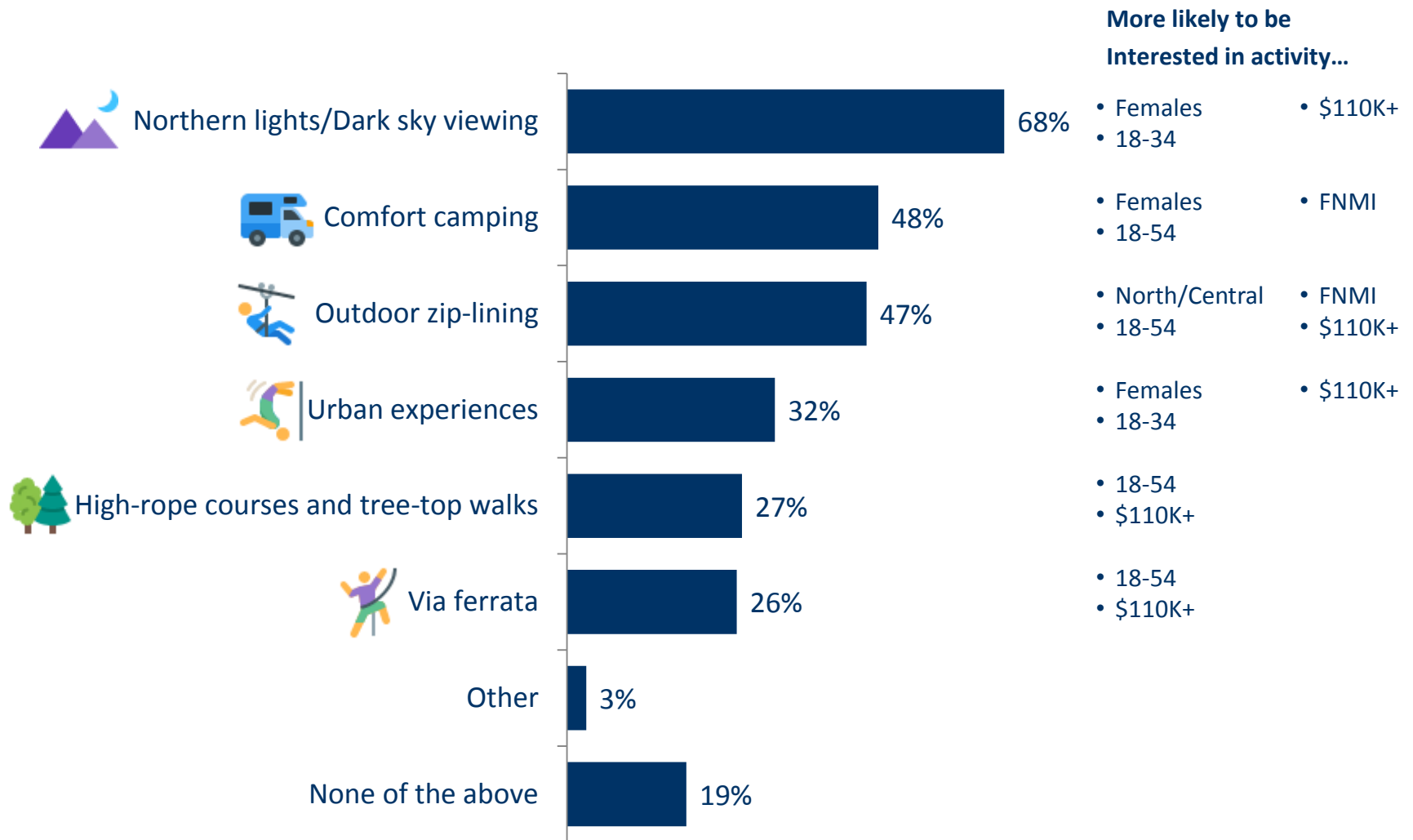


¹% of total participants participating reflects the proportion of the total number of people who participated in a certain activity out of the total number of people who participated in all activities. For example, if in Household 1, 3 people participated in cycling; in Household 2, 2 people participated in cycling; and in Household 3, 4 people participated in cycling, the total participation figure for cycling would be 9.

Base: Albertans

Q1a3/Q1b2/Q1c2 – Including yourself, how many people in your household took part in each activity during the past 12 months? (n=2971)

Interest in Future Participation



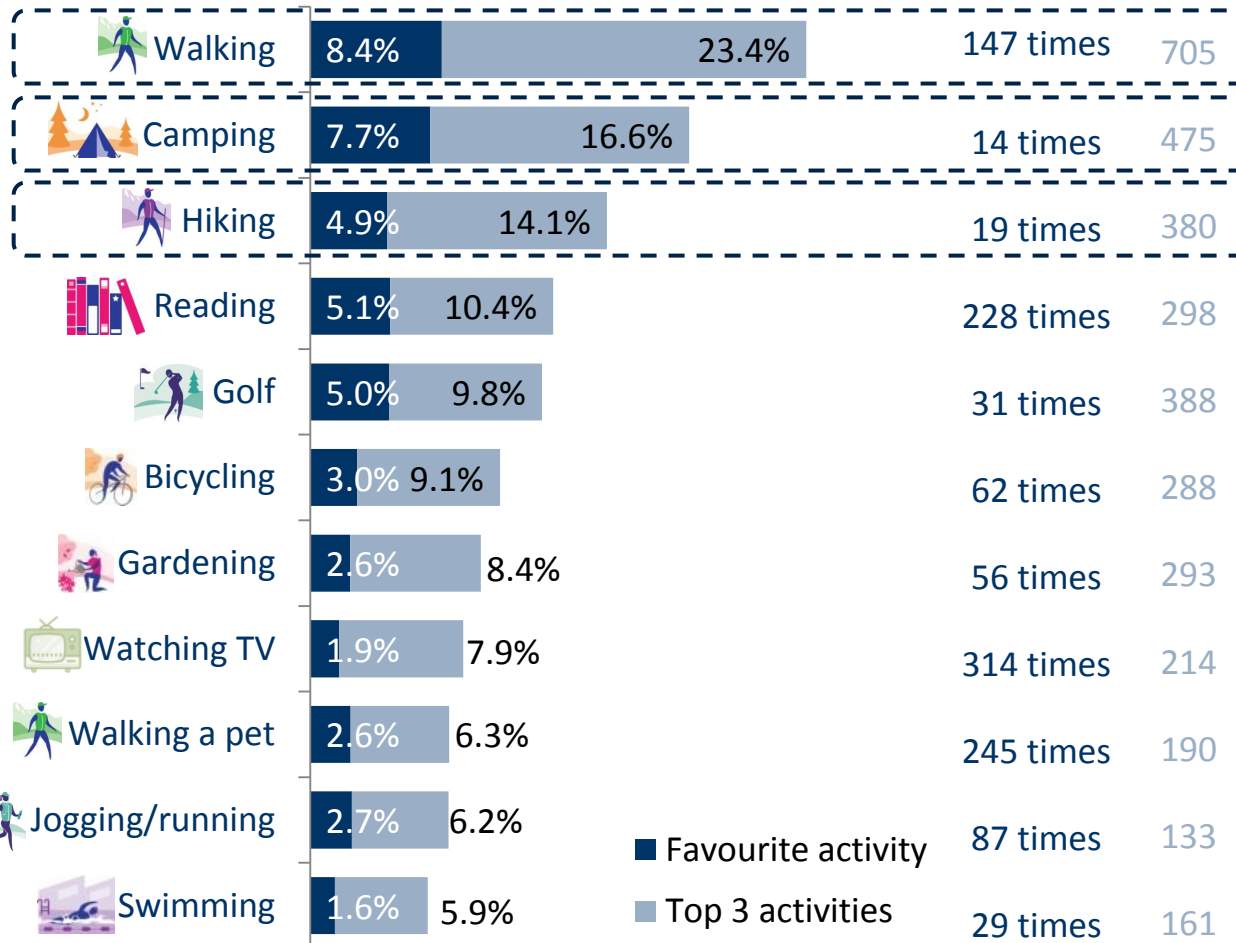


DETAILED FINDINGS: Favourite Activities

Favourite Activities

Average times
per year

n=



More likely to be a
favourite among...

- 55+
- Females
- Lives in a city

More likely to be a
favourite among...

- North/Lethbridge
- 35-54
- \$50K+

More likely to be a
favourite among...

- Calgary
- 18-54

■ Favourite activity

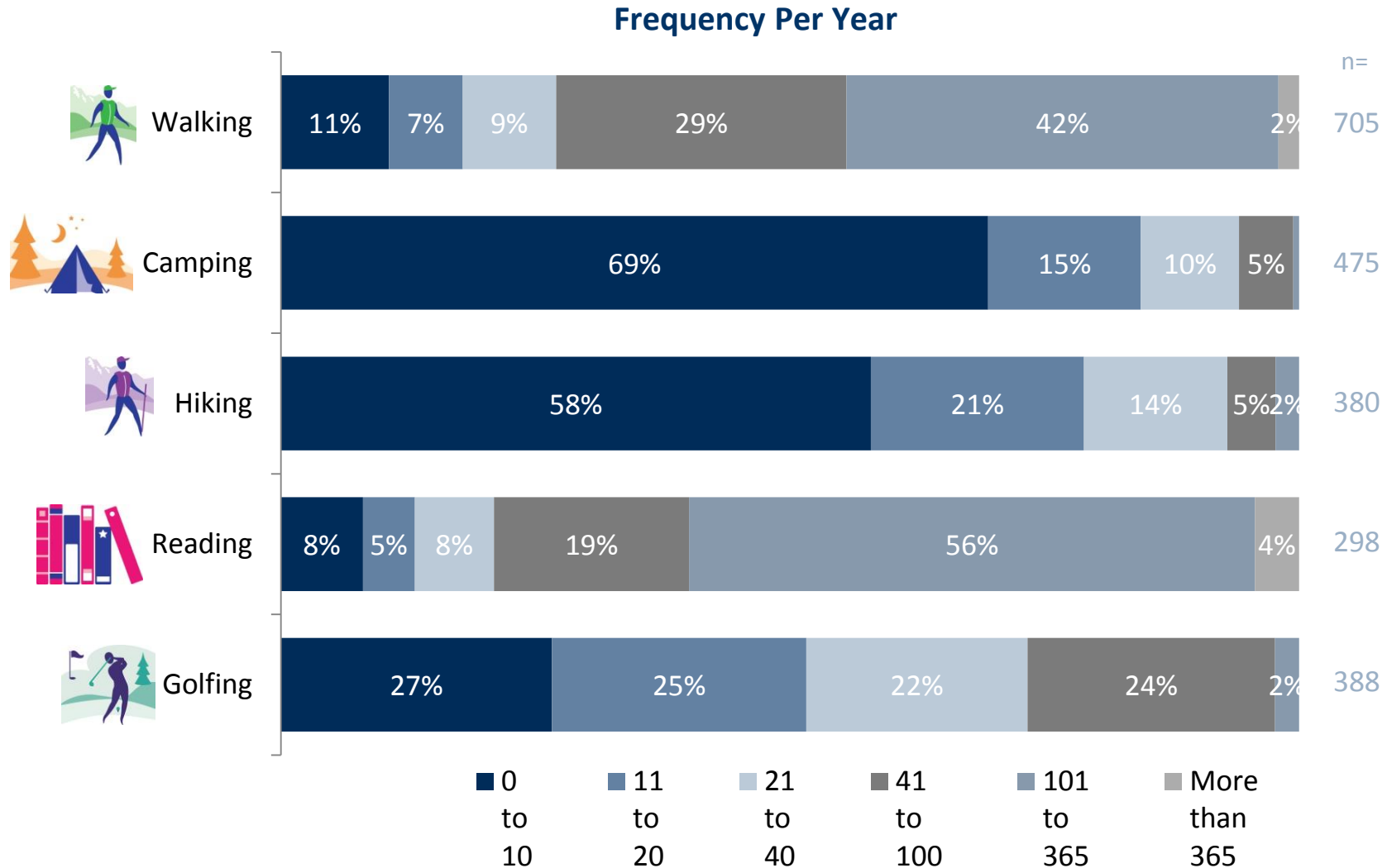
■ Top 3 activities

Base: Albertans

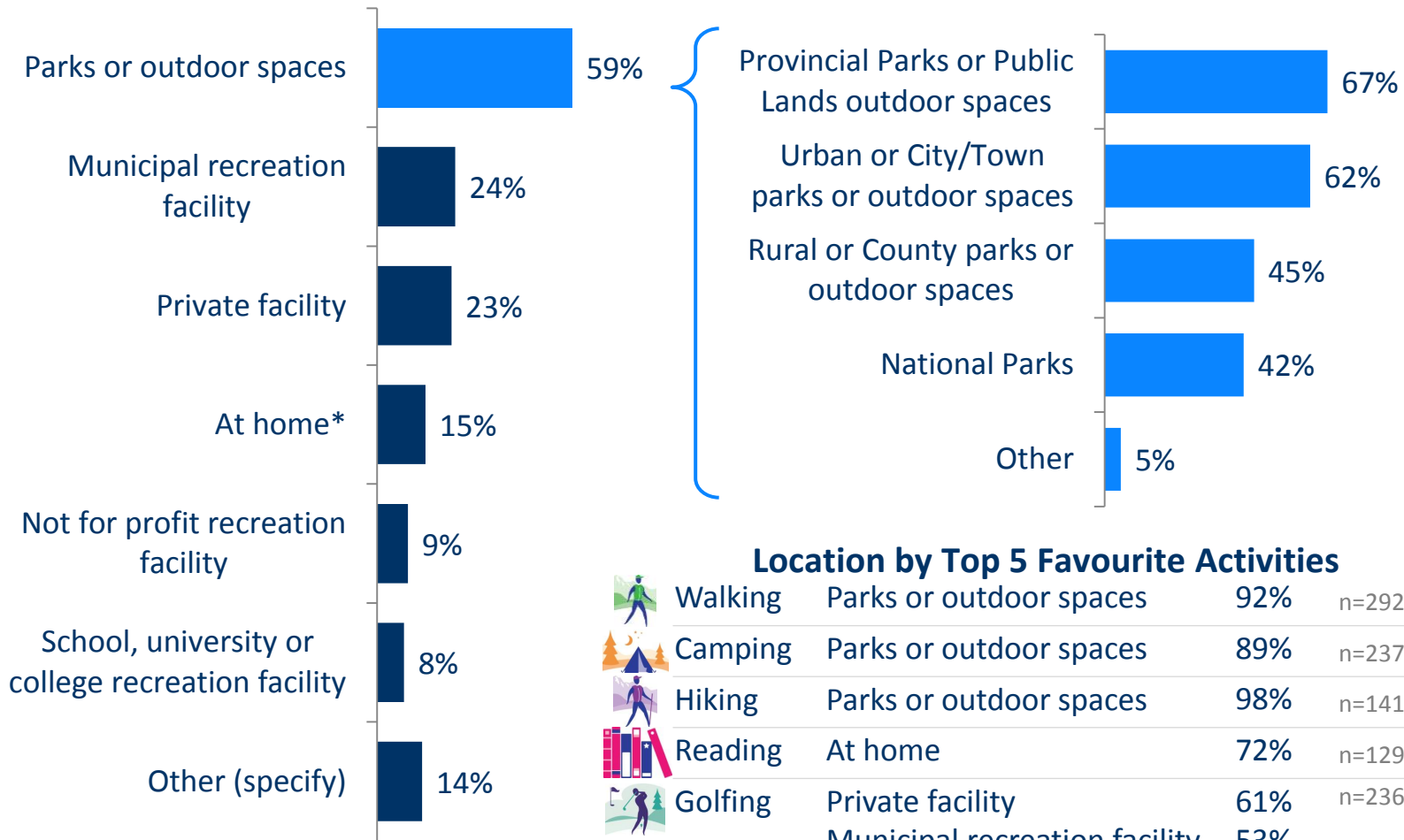
Q3a1, q3a2, q1a3 -- Please enter your favourite (2nd, 3rd favourite) leisure or recreational activity. (n=2993)

Q3a4 -- How many times have you participated in each of your favourite activities during the PAST 12 MONTHS? (see above for base size)

Frequency of Participation in Favourite Activity



Location of Favourite Activity



*Answer level not included in original question but reflects a volunteered response

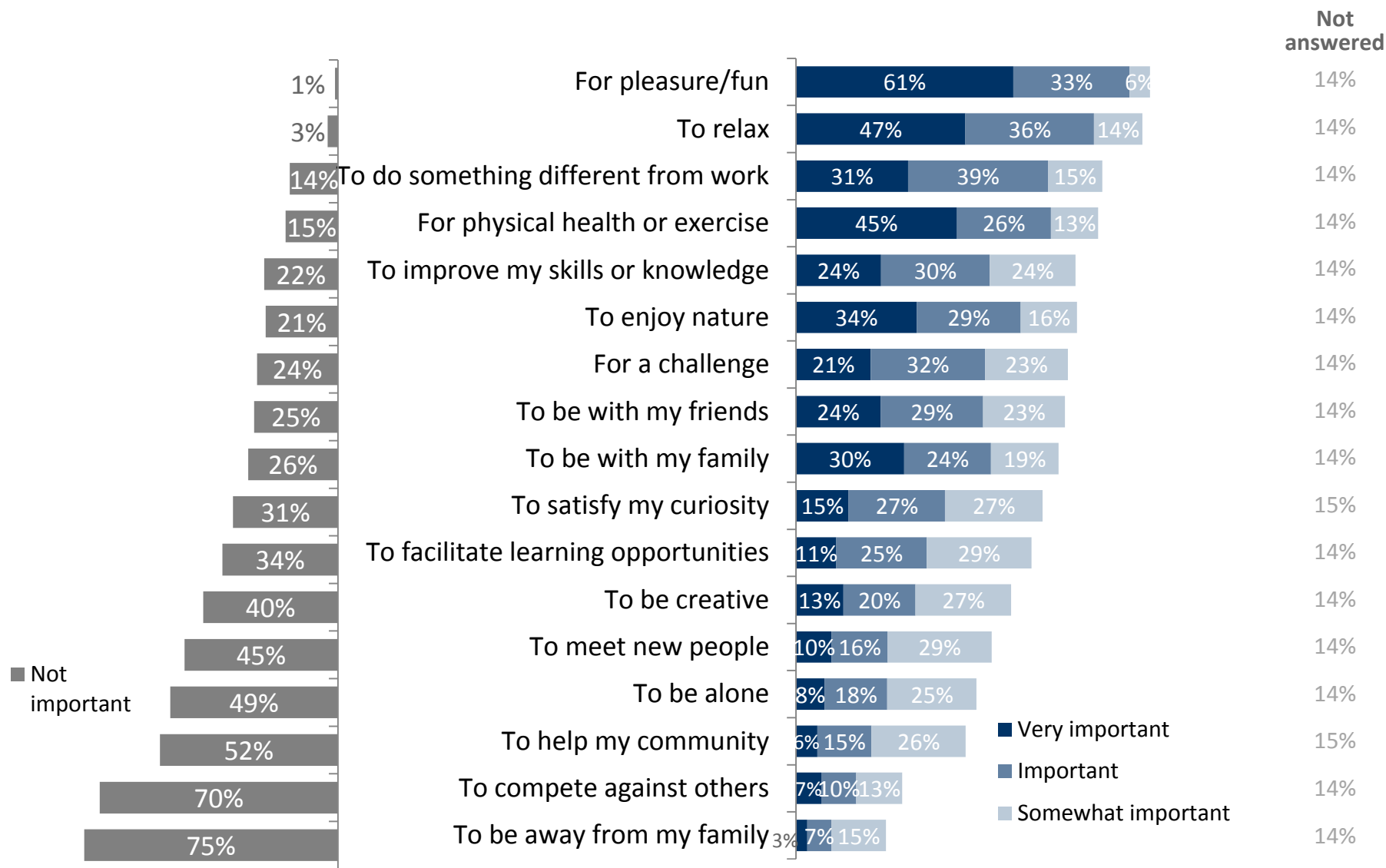
Base: Albertans

q3b1 -- People take part in leisure or recreational activities in a variety of facilities. Do you participate in <<Q3a1.text>> at: (n=2553)

Base: Participates at a park or outdoor space

q3b2 -- What type of park or outdoor space do you participate in <<Q3a1.text>> at? (n=1424)

Motivation for Participation in Favourite Activity



Motivation by Favourite Activity

Pleasure and relaxation are key motivators among the most popular activities. Other relatively common motivators are to enjoy nature, for physical health or exercise, and to be with family.

Top 5 Motivations for Top 5 Activities

(% Very important)



Walking



Camping



Hiking



Reading



Golfing

For physical health or exercise 70%	To relax 80%	To enjoy nature 66%	To relax 66%	For pleasure/fun 65%
To enjoy nature 43%	For pleasure/fun 78%	For physical health or exercise 60%	For pleasure/fun 63%	To be with my friends 43%
To relax 42%	To be with my family 75%	For pleasure/fun 49%	To improve my skills or knowledge 36%	For physical health or exercise 42%
For pleasure/fun 40%	To enjoy nature 62%	To relax 46%	To satisfy my curiosity 31%	To relax 38%
To be with my family 29%	To do something different than work 47%	To be with my family 45%	To be alone 26%	To do something different than work 32%

n= 285-290

n= 233-237

n= 139-141

n= 139-143

n= 233-237

Red = greater than 60%

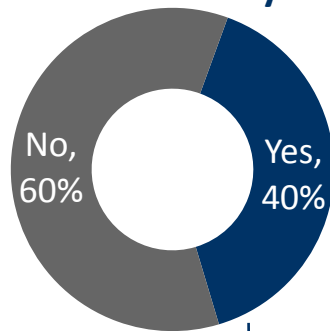




DETAILED FINDINGS: New Activities

Top Activities to Start

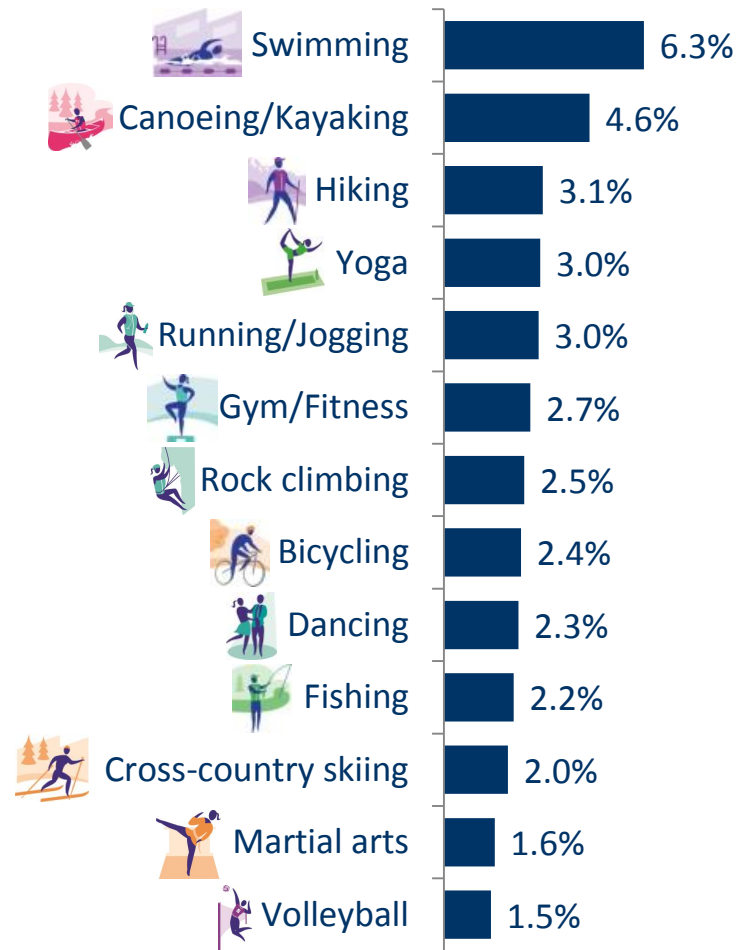
Would like to start
new activity



More likely to be
start new activity...

- Females
- 18-34
- <\$110K

Top New Activities



Prefer not to answer: 13%

Base: Albertans

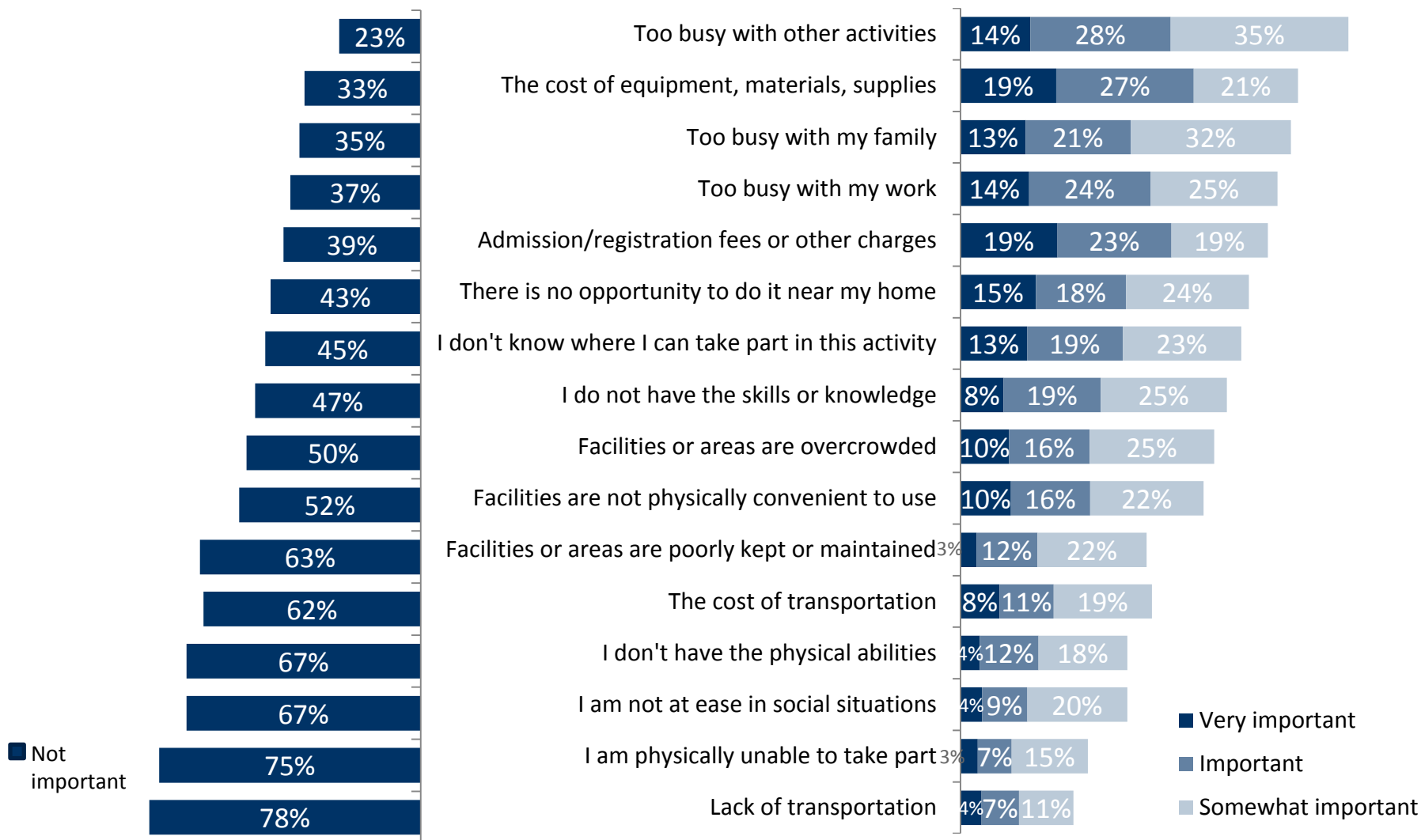
q4a -- Is there any leisure or recreational activity that you DO NOT take part in now, but you WOULD LIKE to start? (n=2920)

Base: Has an activity that they would like to start

q4b -- Please specify which leisure or recreational activity you would MOST LIKE TO START. (n=1015)

Barriers to Taking Part in Activity

Schedule and cost are biggest barriers to starting a new activity



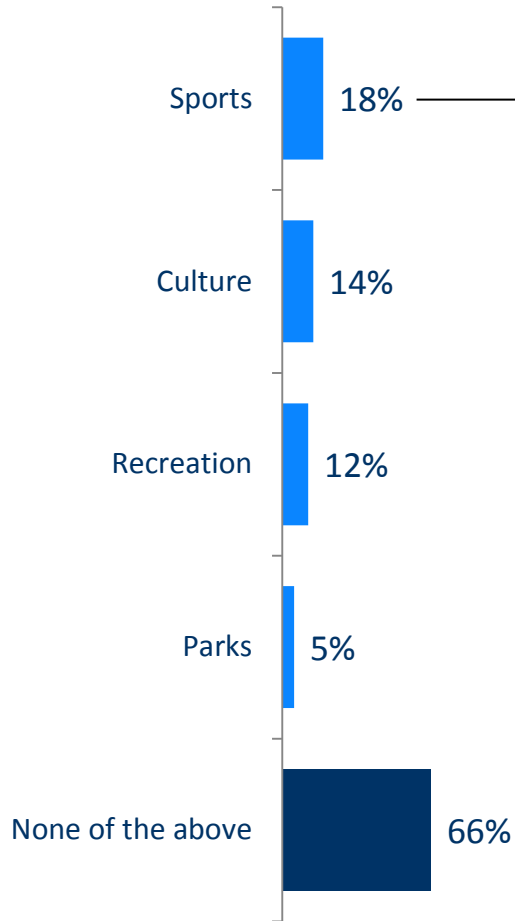


DETAILED FINDINGS: Volunteering

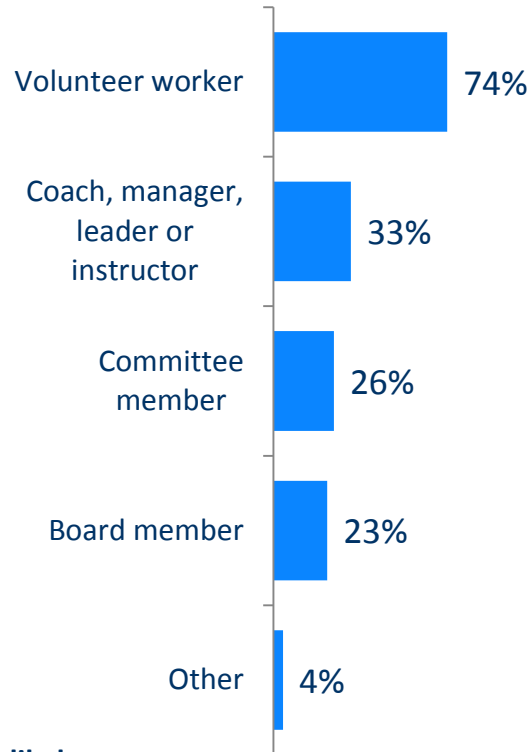
Volunteer Activities

In the past 12 months

Done Volunteer Work In...



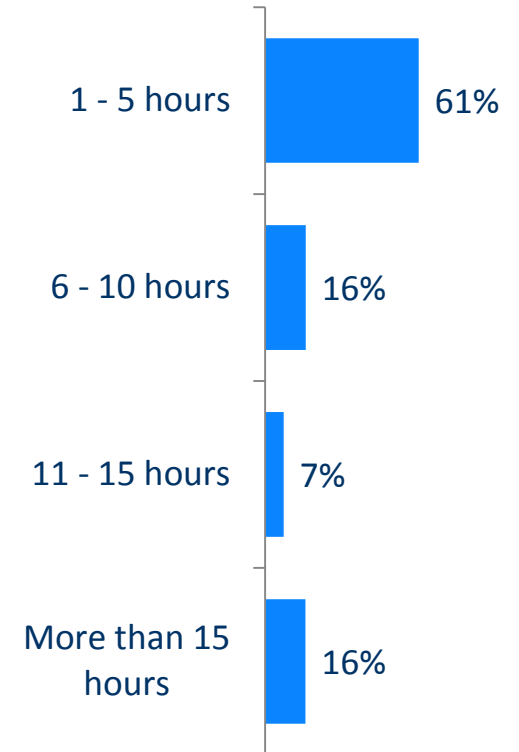
Volunteered as...



More likely to volunteer in Sports...

- Southern Alberta (excl. Lethbridge)
- Lives in a town
- 35 to 54
- \$110K+

Weekly Volunteer Hours



Average: 6.9 hours/week

Base: Albertans

q5a -- Have you done volunteer work connected with culture, recreation, sports or parks in the PAST 12 MONTHS? (n=2895)

Base: Has volunteered

q5b -- What job(s) did you do as a volunteer? (n=936)

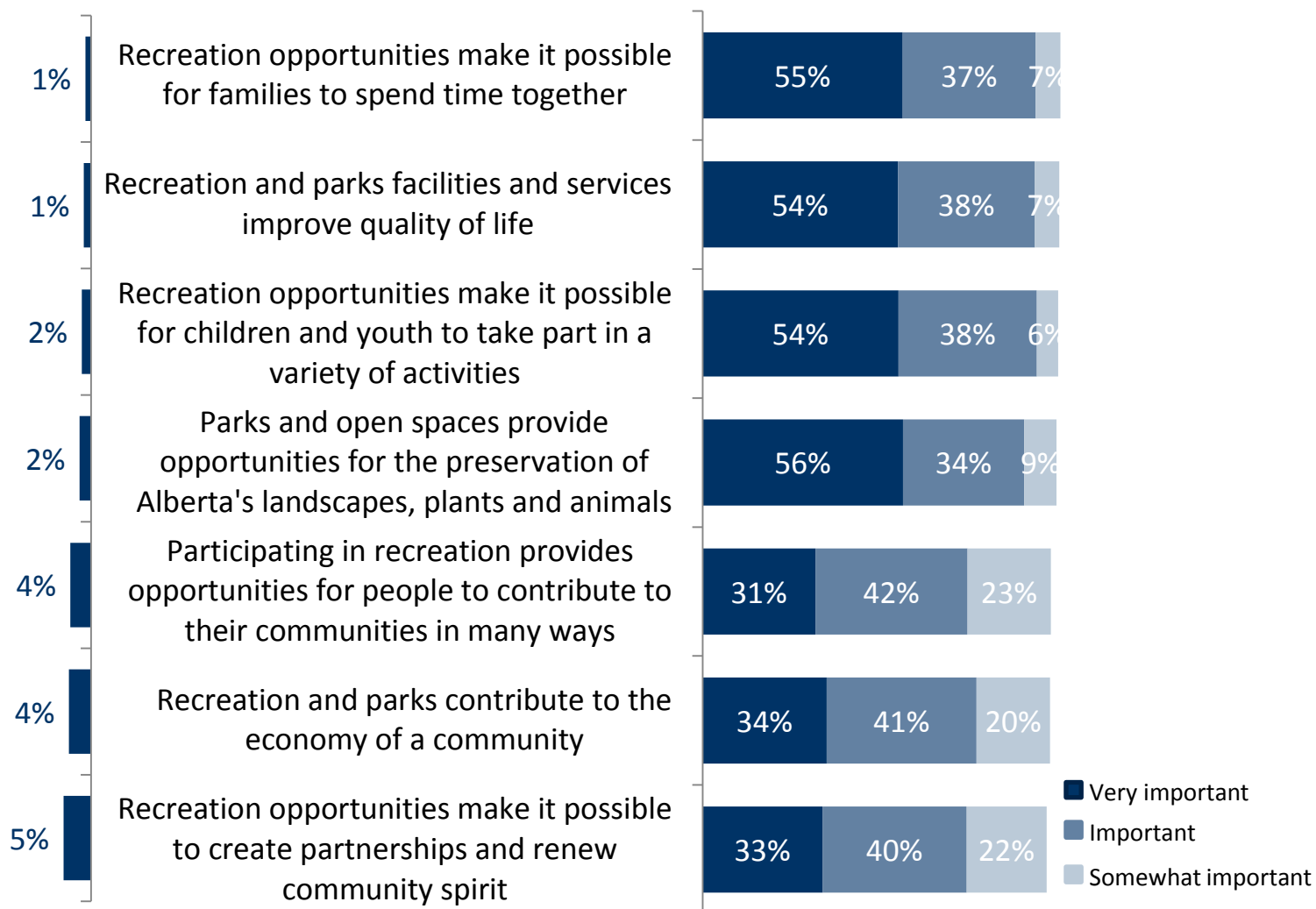
q5c -- How many hours in an average week did you spend doing volunteer work during the PAST 12 MONTHS? (n=934)



DETAILED FINDINGS: Recreation and Parks

Important Benefits of Recreation and Parks

Family time, improved quality of life, exposing youth to a variety of activities, and preservation of nature are most important recreation and parks benefits





PROFILE OF RESPONDENTS

Profile of Respondents

Albertans (n=2993)

Gender	
Male	47%
Female	52%
Other	0%
Prefer not to answer	1%
Age	
18 to 24	8%
25 to 34	25%
35 to 44	14%
45 to 54	21%
55 to 64	15%
65 to 74	12%
75 or older	4%
Refused	1%
Education	
Elementary, Jr. or Sr. High School	20%
Technical or vocational program	14%
College	27%
University	39%
Other	0%
Prefer not to answer	1%
Where you live	
City	78%
Town	16%
Elsewhere (village, acreage, farm, ranch, other)	4%
Prefer not to answer	1%

Albertans (n=2993)

A least one person in home is... (n=2945)	
Under 5 years of age	17%
5 to 9 years old	15%
10 to 14 years old	14%
15 to 19 years old	15%
20 to 29 years old	26%
30 to 49 years old	51%
50 to 64 years old	44%
65 years old and over	21%
Income	
Less than \$10,000	1%
\$10,000 to \$30,000	5%
\$30,001 to \$50,000	7%
\$50,001 to \$70,000	11%
\$70,001 to \$90,000	9%
\$90,001 to \$110,000	12%
\$110,001 to \$130,000	9%
\$130,001 or more	24%
Prefer not to answer	22%
Family composition	
Couple with no children	25%
Couple with children	45%
Lone person	13%
Lone parent family	5%
Two or more unrelated lone adults	1%
Two or more related adults	9%
Multiple family household	3%

Albertans

Were you born in Canada (n=2993)	
Yes	81%
No	18%
Prefer not to answer	1%
Years in Canada (n=501)	
Less than 3 years	2%
3 to 10 years	21%
11 or more years	77%
Prefer not to answer	0%
Indigenous Status (n=2454)	
First Nations	1%
Metis	2%
Inuit	0%
None of the above	96%
Prefer not to answer	1%

APPENDIX

Household Participation in Activities

All activities



98.5%

Household participation

Physical activities households have participated in in the past 12 months (n=2858-2930)

Watching TV or movies at home	96%	Doing other hobbies	24%	Water skiing/wakeboarding	9%
Walking for pleasure	83%	Tobogganing/sledding	22%	Hunting	8%
Attending a fair/festival/cultural event	71%	Downhill skiing	22%	Skateboarding	8%
Attending a live performance	70%	Bowling/lawn bowling	22%	Martial Arts	8%
Playing video, computer or electronic games	68%	Playing bingo, casinos	21%	Track and field	8%
Attending a sports event as a spectator	64%	Trampoline	21%	Geocaching	7%
Gardening	62%	Soccer	20%	Horseback riding/trail riding	7%
Visiting a historic site or museum	57%	Ice hockey	17%	Mountain/rock climbing	7%
Doing a craft or creative hobby	56%	Basketball	17%	Archery	7%
Swimming/aquafitness (in pools)	54%	Motor boating	15%	Overnight backpacking	6%
Bicycling	54%	ATV/off-road vehicles	15%	In-line skating	6%
Day hiking	53%	Birdwatching	14%	Football	6%
Fitness /aerobics	52%	Canoeing	14%	Snowmobiling	6%
Attending a theme/amusement park	42%	Badminton	14%	River rafting	5%
Overnight camping	41%	Softball/baseball	14%	Motorized trail biking	3%
Jogging/running	39%	Volleyball	12%	Figure skating	3%
Weight training	37%	Mountain biking (off-road)	12%	Squash	3%
Swimming (e.g., in lakes, rivers, ponds)	35%	Table tennis	11%	Lacrosse	2%
Yoga/Pilates	34%	Attending an Indigenous event	11%	Rugby	2%
Visiting an art gallery or exhibit	33%	Snowshoeing	10%	Orienteering	2%
Golf (other than driving range or mini golf)	33%	Cross-country skiing	10%	Racquetball	2%
Picnicking (within a city)	32%	Kayaking	10%	Sailboarding/windsurfing	2%
Taking part in the arts	32%	Shooting (trap/skeet/target)	10%	Sailing	2%
Picnicking (in the countryside)	31%	Gymnastics (artistic, rhythmic)	10%	Ringette	1%
Ice skating (not hockey)	29%	Wall climbing	10%	Cricket	1%
Fishing	26%	Snowboarding	9%	Moto-cross	1%
Dancing	25%	Curling	9%	BMX racing	0%
Attending non-credit educational courses	24%	Tennis	9%		

Q1a1, Q2a2 -- Which of the following physical activities have your household taken part in during the past 12 months?


Q1b1 -- Which of the following creative/cultural activities have your household taken part in during the past 12 months?

Q1c1 -- Which of the following other activities have you or anyone in your household taken part in during the past 12 months?



Individual Participation in Activities

All activities

 **97.1%**
Individual participation

Physical activities individuals have participated in in the past 12 months (n=2812-2872)			
Watching TV or movies at home	95%	Fishing	19%
Walking for pleasure	80%	Dancing	19%
Attending a fair/festival/cultural event	67%	Bowling/lawn bowling	18%
Attending a live performance	65%	Tobogganing/sledding	17%
Attending a sports event as a spectator	60%	Downhill skiing	15%
Playing video, computer or electronic games	56%	Motor boating	14%
Gardening	55%	Birdwatching	13%
Visiting a historic site or museum	54%	ATV/off-road vehicles	13%
Day hiking	50%	Canoeing	12%
Doing a craft or creative hobby	49%	Attending an Indigenous event	10%
Bicycling	46%	Trampoline	10%
Fitness /aerobics	44%	Mountain biking (off-road)	9%
Swimming/aquafitness (in pools)	44%	Table tennis	9%
Attending a theme/amusement park	39%	Ice hockey	9%
Overnight camping	37%	Snowshoeing	9%
Jogging/running	32%	Cross-country skiing	9%
Weight training	31%	Kayaking	8%
Picnicking (within a city)	31%	Soccer	8%
Swimming (e.g., in lakes, rivers, ponds)	31%	Basketball	8%
Visiting an art gallery or exhibit	31%	Badminton	8%
Picnicking (in the countryside)	30%	Shooting (trap/skeet/target)	8%
Yoga/Pilates	27%	Softball/baseball	8%
Golf (other than driving range or mini golf)	27%	Tennis	7%
Taking part in the arts	24%	Water skiing/wakeboarding	7%
Doing other hobbies	21%	Volleyball	7%
Ice skating (not hockey)	21%	Geocaching	6%
Attending non-credit educational courses	20%	Curling	6%
Playing bingo, casinos	19%	Hunting	5%
		Mountain/rock climbing	5%
		Overnight backpacking	5%
		Wall climbing	5%
		Horseback riding/trail riding	5%
		Snowmobiling	4%
		Archery	4%
		Snowboarding	4%
		River rafting	4%
		In-line skating	3%
		Martial Arts	3%
		Football	3%
		Track and field	2%
		Skateboarding	2%
		Squash	2%
		Motorized trail biking	2%
		Figure skating	1%
		Racquetball	1%
		Sailing	1%
		Orienteering	1%
		Sailboarding/windsurfing	1%
		Gymnastics (artistic, rhythmic)	1%
		Rugby	1%
		Lacrosse	1%
		Ringette	1%
		Moto-cross	0%
		Cricket	0%
		BMX racing	0%













Activity Classification

Active Living










-  Bicycling
-  Fitness/aerobics
-  Gardening
-  Geocaching
-  Ice skating (not hockey)
-  In-line skating
-  Jogging/running
-  Martial Arts (e.g., Judo, Karate)
-  Orienteering
-  Skateboarding
-  Table tennis
-  Tobogganing/sledding
-  Walking for pleasure
-  Weight training
-  Yoga/Pilates

Connecting People with Nature




Land based activities

-  ATV/off-road vehicles
-  Bird watching
-  Day hiking
-  Horseback riding/trail riding
-  Hunting
-  Motorized trail biking (e.g., dirt biking)
-  Mountain biking (off-road)
-  Mountain/rock climbing
-  Overnight backpacking
-  Overnight camping
-  Picnicking (within a city)
-  Picnicking (in the countryside)

Water based activities















-  Canoeing
-  Fishing
-  Kayaking
-  Motor boating
-  River rafting
-  Sail boarding/windsurfing
-  Sailing
-  Swimming (e.g., in lakes, rivers, ponds)
-  Water skiing/wakeboarding

Snow based activities







-  Cross country skiing
-  Snowmobiling
-  Snowshoeing

Supportive Environments










Facility based activities (indoor/outdoor)

-  Archery
-  Basketball
-  Bowling/lawn bowling
-  Ice hockey
-  Lacrosse
-  Soccer
-  Swimming/aquafitness (in pools)
-  Tennis
-  Track and field
-  Trampoline
-  BMX Racing
-  Cricket
-  Downhill skiing
-  Football

Outdoor facility based activities

-  Golf (not driving range/mini golf)
-  Moto-cross
-  Rugby
-  Shooting (trap/skeet/target)
-  Snowboarding
-  Softball/baseball







Indoor facility based activities

-  Badminton
-  Curling
-  Figure skating
-  Gymnastics
-  Racquetball
-  Ringette
-  Squash
-  Volleyball
-  Wall climbing

Creative/Cultural

-  Attending a fair/festival/cultural event
-  Attending an Indigenous event or performance
-  Attending live theatre (not movies)
-  Dancing (e.g., social, folk, ballet, jazz)
-  Doing a craft or creative hobby (e.g., photography, woodwork, sewing)
-  Doing other hobbies (e.g., genealogy)
-  Taking part in the arts (e.g., drama, music, drawing, writing)
-  Visiting a historic site or museum
-  Visiting an art gallery or exhibit

Other Activities

-  Attending a sports event as a spectator
-  Attending non-credit educational courses
-  Attending a theme/amusement park
-  Playing bingo, casinos
-  Playing video, computer or electronic games
-  Watching TV or movies at home

Sample Distribution

Sample Distribution

Region	Gender & Age	Count
Calgary	Female 18-34	44
	Female 35-54	184
	Female 55 or older	230
	Male 18-34	20
	Male 35-54	154
	Male 55 or older	324
	Unknown	22
Edmonton	Female 18-34	36
	Female 35-54	101
	Female 55 or older	152
	Male 18-34	20
	Male 35-54	85
	Male 55 or older	174
	Unknown	10
Lethbridge	Female 18-34	11
	Female 35-54	32
	Female 55 or older	75
	Male 18-34	4
	Male 35-54	27
	Male 55 or older	85
	Unknown	7

Region	Gender & Age	Count
Northern	Female 18-34	17
	Female 35-54	61
	Female 55 or older	60
	Male 18-34	7
	Male 35-54	43
	Male 55 or older	58
	Unknown	7
Central	Female 18-34	25
	Female 35-54	126
	Female 55 or older	174
	Male 18-34	11
	Male 35-54	88
	Male 55 or older	202
	Unknown	7
Southern	Female 18-34	13
	Female 35-54	43
	Female 55 or older	86
	Male 18-34	3
	Male 35-54	52
	Male 55 or older	106
	Unknown	7

