

1984 Public Opinion Survey

on Recreation

SUMMARY OF FINAL RESULTS



Alberta
RECREATION AND PARKS

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on Recreation

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Prepared for

Alberta Recreation and Parks
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1.0 INTRODUCTION AND METHODOLOGY

The 1984 Public Opinion Survey on Recreation is the fourth study conducted by Alberta Recreation and Parks to collect current information on the leisure behaviour of Albertans. This information provides a data base for use in assessment of longitudinal trends, program monitoring, forecasting future demands, and the development of departmental policy.

One objective of the 1984 Public Opinion Survey on Recreation was to facilitate the assessment of trends or changes in the recreation patterns of Albertans through comparisons with data from the 1981 Public Opinion Survey on Recreation*. Accordingly, the 1984 survey instrument and survey administration procedures were similar in format to the 1981 survey in order to allow for comparison of findings from the two studies.

The survey instrument was drawn from four sections (see Appendix A for a copy of the questionnaire). The first section requested information about the household characteristics of the respondent, including location of residence, length of time in Alberta, and household structure. In addition, respondents were asked to indicate participation by their household members in an extensive array of social, creative, cultural, outdoor and sports activities. The second section presented a series of questions related to preferred outdoor and sports activities, activities started in the previous year, and activities which respondents recently discontinued. Involvement in private recreation

Results of the 1981 Public Opinion Survey on Recreation have been published in a number of sources by the Planning Support Branch, Recreation Development Division, Alberta Recreation and Parks, including a summary report (1981 Public Opinion Survey on Recreation: Summary of Final Results), a series of technical reports, and a publication series entitled A Look at Leisure.

clubs and voluntarism was also addressed. Section Three of the questionnaire investigated respondents' opinions on sports competition and provincial parks' programs and services. The fourth section requested additional socio-economic and demographic information about respondents and their households. A final section provided an opportunity for respondents to submit spontaneous comments to Alberta Recreation and Parks.

The survey design was directed by the General Recreation Survey Advisory Committee, which consisted of representatives from each Division of the Department and each Branch of the Recreation Development Division. The purpose of the committee was to identify general themes or topics requiring investigation, to suggest methods of data analysis, and to recommend data dissemination alternatives.

The actual survey instrument was designed and prepared by the Planning Support Branch, Recreation Development Division. The questionnaire was reviewed and approved by the Advisory Committee and the Public Affairs Department prior to administration. The data collection was coordinated by the Planning Support Branch under the direction of Brenda Dale, Recreation Planner and Janet Fletcher, Research Assistant.

The sample frame was drawn from Alberta Government Telephones and Edmonton Telephones billing lists. A sample of 8,031 Alberta households was selected from this frame using a simple random sample technique. The sample was stratified according to the following sampling proportions: Edmonton (24.99%); Calgary (24.76%); and the remainder of the Provinces (50.25%). The sampling units consisted of the heads (or other representatives) of Alberta households.

The data were gathered between November, 1984 and January, 1985, using a mail-out procedure. Questionnaires were mailed to the household sample (N= 8,031) on October 31, 1984 (First Wave mail out). Households which had not

responded within two weeks were sent a post-card reminder on November 14, 1984. A second mail-out was conducted on December 7, 1984, in which another questionnaire was forwarded to those who still had not responded to the survey (Second Wave mailout). The final acceptance date for receipt of the questionnaires by Alberta Recreation and Parks was January 31, 1985. Deceased persons, those with no forwarding address, and those who declined to complete the questionnaire were deleted from the mailing list, resulting in an effective sample size of 7,247 households.

The first wave returns were from 2,614 households or 36 percent of the effective sample size. The second mailing yielded a further 1,335 responses, for a net response rate of 54.5 percent.

The data-set included a number of responses in which the respondent was less than 18 years of age, or where the "head of household" did not answer the questionnaire personally. These cases are retained in the data set.

Input formatting of the data was done in accordance with SPSS-X conventions and IBM 360-370 requirements. The 1984 Public Opinion Survey data are accessible through transfer from the survey data disk file. For further information contact:

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In the following chapter of the report, a descriptive summary of the survey findings is presented. The chapter is divided into eight sections, each addressing a major component of the survey questionnaire. With the exception of certain demographic data about the households and respondents, the data presentation sequence follows that of the survey instrument, proceeding from Section I to Section IV of the questionnaire.

Results are presented in tabular form, with both absolute frequencies (n) and relative frequencies (%) reported. Unless otherwise indicated, percentages are based on the total survey sample. In addition, some findings are presented graphically for ease of interpretation. Where relevant, responses are rank-ordered within the tables along a meaningful dimension. Each table is preceded by a short introduction and an explanation of the ranking procedures used. In addition, a brief discussion of the highlights of the results accompanies each of the summary tables. For a more detailed analysis of results the reader is referred to the report entitled Public Opinion Survey on Recreation (1984); Analysis of Results, (prepared by E. Dunn Research and Consulting Services, for Alberta Recreation and Parks, August 1985).

In interpreting the results of the survey, it should be noted that male respondents and urban residents are over-represented in the survey sample in comparison with Alberta population proportions. With the exception of household participation data presented in Section 2.1.1., participation information and opinions may be influenced somewhat by male and urban response biases.

2.0 SURVEY RESULTS

2.1 Participation in Leisure Activities 2.1.1.

Participation in Leisure Activities - Respondents' Households

In Section 1B of the survey, respondents were asked to report the participation of their household members in 71 leisure activities.

Section 1B, Question 1

Social, Cultural, and Creative Activities

Question 1 requested information about participation in twenty-one social, creative and cultural activities. The findings are summarized in Tables 1 and 2. Table 1 indicates the number and proportion of households and the number of household members participating at least once in any given activity over the past twelve months.

In addition, the table provides an estimate of the number of Albertans who participated in each activity in the past year. In the final column of Table 1, the estimated participation rate per thousand of the population is reported. The calculation procedure for estimating participation by Albertans is explained in Appendix B. The leisure activities listed in Table 1 are rank-ordered according to the estimated participation by Albertans. Information on the ten highest ranked activities in this grouping is also presented graphically in Figure 1.

The majority of social, creative and cultural activities listed in Table 1 were participated in by at least one-half of the households contacted in the survey. The ten activities in which participation is highest are as follows: visiting friends, watching T.V., listening to the radio and records, dining out, playing cards and board games, reading, driving for pleasure, going to movies, attending sports events as a spectator, and gardening. Approximately three-quarters or more of the households indicated that they had at least one member who had participated in these activities in the previous year.

Table 1

Proportion of Households and Household Members Participating
in Social, Creative and Cultural Activities and Estimated
Population Participation Figures

.....	Participating Households Members N	Participating Households %	N	Estimated Participation by Albertans* N	Rate Per Thousand Population* N
Leisure Activities (Rank-Ordered)					
1. Visiting Friends	3551	90.5	10497	1,981,395	
2. Watching T.V.	3527	89.9	10308	1,956,495	830
3. Radio, Records	3543	90.3	10234	1,943,006	824
4. Dining Out	3389	86.4	9673	1,781,525	756
5. Playing Cards, Games	3227	82.3	8630	1,580,804	671
6. Reading	3183	81.2	8179	1,468,238	623
7. Driving for Pleasure	3067	78.3	7415	1,350,657	573
8. Movies	2920	74.4	7470	1,346,631	571
9. Sport Spectator	2797	71.3	6905	1,221,541	518
10. Gardening	2919	74.5	6674	1,174,107	498
11. Crafts, Hobbies	2872	73.2	6270	1,144,425	486
12. Clubs, Groups	2760	70.4	6407	1,066,727	453
13. Library Visits	2725	69.5	6230	1,063,083	451
14. Social Dance	2375	60.6	5431	1,009,789	428
15. Museum Visits	2441	62.3	5819	999,950	424
16. Video Games	2042	52.1	4701	858,049	364
17. Home Improvements	2138	54.5	4286	720,879	306
18. Arts (Drama, Music)	1774	45.2	3717	700,195	297
19. Education Courses	2271	57.9	4235	687,110	292
20. Volunteering	2138	54.5	3913	619,145	263
21. Bingo	1051	26.8	1776	387,988	165

*NOTE: The calculation procedures for estimating participation by Albertans and rate per thousand population are explained in Appendix B.

Table 2 indicates the frequency of participation by household members in the twenty-one social, creative and cultural activities. Respondents were asked to indicate for each activity the number of people in their household who participated 1 to 10 times or 11 or more times in the previous year. The proportions of household members (including the respondent) who participated with a given frequency are listed below. The activities are listed in the same order as Table 1 to facilitate comparison of the findings.

There are several activities for which the majority of households report a relatively high frequency of participation (i.e., 11 or more times). These activities include visiting friends, watching T.V., listening to radio and records, and reading. Other activities which are more likely to be done relatively infrequently (i.e., 1 to 10 times a year) by the majority of respondents are: attending movies, social dancing, visiting museums, playing bingo and engaging in home improvements.

Table 2
Frequency of Participation in
Social, Creative and Cultural
Activities by Household Members*

Leisure Activities	Frequency of Participation by Household Members 1			
	1 N	to 10 Times %	11 or More N	Times %
1. Visiting Friends	2061	19.6	8467	80.4
2. Watching T.V.	846	8.1	9495	91.9
3. Radio, Records	836	8.1	9422	91.8
4. Dining Out	4679	48.2	5023	51.8
5. Playing Cards, Games	3382	39.1	5260	60.9
6. Reading	2019	24.7	6169	75.3
7. Driving for Pleasure	3149	42.4	4278	57.6
8. Movies	5659	75.5	1833	24.5
9. Sport Spectator	4504	65.1	2414	34.9
10 Gardening	2897	43.4	3780	56.6
11 Crafts, Hobbies	3595	57.2	2685	42.8
12 Clubs, Groups	2784	43.4	3632	56.6
13 Library Visits	3941	63.0	2314	37.0
14 Social Dance	4171	76.7	1267	23.3
15 Museum Visits	5376	92.1	460	7.9
16 Video Games	2403	51.1	2303	48.9
17 Home Improvements	3017	70.3	1275	29.7
18 Arts (Drama, Music)	2287	61.4	1432	38.5
19 Education Course	2475	58.3	1767	41.7
20 Volunteering	2373	60.4	1553	39.6
21 Bingo	1411	79.5	363	20.5

* The total number of household members reported for each activity may vary slightly from the number of participating household members reported in Table 1.

1 Percentages are based on the total number of household members participating in each activity.

Section 1B, Question 2
Outdoor and Sports Activities

Household participation in fifty outdoor and sports activities was investigated in the next part of the questionnaire. The findings are reported in Tables 3 and 4. Table 3 indicates the number and proportion of households and the number of household members participating at least once in any given activity over the past twelve months.

In addition, the table provides an estimate of the number of Albertans who participated in these activities in the past year. In the final column of Table 3, the estimated rate per thousand of the population is reported. The leisure activities listed in Table 3 are rank-ordered according to their estimated participation by Albertans. Information on the ten highest ranked activities in the outdoor and sports grouping is also presented graphically in Figure 1 in order to facilitate comparison with the participation data for social, creative and cultural activities reported in Table 1.

Seven of the outdoor and sports activities listed in Table 3 were participated in by more than one-half of the households. These activities include: walking for pleasure, picnicking, swimming, camping, bicycling, ice skating and fishing. There were seven activities for which fewer than ten percent of households had participants. Activities with relatively low levels of participation were river-rafting, archery, windsurfing, judo, rugby, ringette and BMX racing. Softball/baseball was the most popular team sport, with 43.5 % of households reporting participation.

Table 3

Proportion of Households and Household Members
Participating in Outdoor and Sports Activities and Estimated
Population Participation Figures

Leisure Activities (Rank-Ordered)	Participating Households Members		Participating Household	Estimated* Participation by Albertans	Rate Per* Thousand Population
	N	%	N	N	N
1. Walking	3317	84.5	8685	1,582,966	672
2. Picnicking	2744	69.9	8136	1,433,033	608
3. Swimming	2998	76.4	7932	1,388,117	589
4. Camping	2241	57.1	6152	1,079,272	458
5. Bicycling	2464	62.8	5878	1,079,059	458
6. Ice Skating	2080	53.0	4995	899,279	382
7. Fishing	2034	51.8	4391	821,398	349
8. Sledding	1557	39.7	4129	688,300	292
9. Motor Boating	1448	36.9	3658	666,299	283
10. Softball /Baseball	1705	43.5	3313	576,360	245
11. Hiking	1492	38.0	3525	554,791	235
12. Jogging	1758	44.8	3278	531,688	226
13. Downhill Skiing	1403	35.8	2737	490,367	208
14. Bowling	1135	28.9	2364	474,498	201
15. Fitness, Aerobics	1725	44.0	2549	420,659	179
16. Body Building, Weights	1444	36.8	2278	403,167	171
17. Golf	1545	39.4	2455	400,935	170
18. Horse Riding	1062	27.1	2106	384,041	163
19. Hockey	1033	27.6	1721	351,124	149
20. Snowmobiling	756	19.3	1823	347,772	148
21. Table Tennis	1014	25.8	2047	344,280	146
22. Water Skiing	950	24.2	1745	340,649	145
23. Volleyball	1054	26.9	1713	312,549	133

Table 3 (Continued)

Leisure Activities (Rank-Ordered)	Participating Households Members		Participating Household by Albertans N	Estimated* Participation Population N	Rate Per* Thousand N
	N	%			
24. Canoeing, Kayaking	982	25.0	1996	310,647	132
25. Tennis	987	25.2	1690	305,957	130
26. Cross-Country Skiing	1145	29.2	2329	304,168	129
27. Badminton	842	21.5	1592	286,580	122
28. Racquetball	1014	25.8	1513	258,869	110
29. Motorcycling, Trail Biking	777	19.8	1408	258,764	110
30. Hunting	872	22.2	1242	251,057	107
31. Track and Field	843	21.5	1490	246,293	105
32. Gymnastics	727	18.5	1157	234,129	99
33. Soccer	809	20.6	1404	231,702	98
34. Curling	906	23.1	1400	230,533	98
35. Football	730	18.6	1125	212,281	90
36. Rollerskating	941	24.0	1757	209,402	89
37. Basketball	713	18.2	1110	209,168	89
33. Backpacking	492	12.5	835	184,319	78
39. Mountain Climbing	470	12.0	952	166,236	71
40. Shooting (Target)	635	16.2	937	165,550	70
41. Sailing	369	9.4	635	100,679	43
42. Squash	396	10.1	525	96,229	41
43. Orienteering	397	10.1	604	88,833	38
44. River Rafting	284	7.2	459	88,795	38
45. Archery	327	8.3	459	74,351	32
46. Windsurfing	305	7.8	431	58,713	25
47. Judo	203	5.2	263	44,035	19
48. Rugby	99	2.5	145	38,940	17
49. Ringette	79	2.0	125	20,392	9
50. BMX Racing	105	2.7	137	18,169	8

*Note: The calculation procedures for estimating participation by Albertans and rate per thousand population is explained in Appendix B.

Table 4 indicates the frequency of participation by household members in fifty outdoor and sports activities. Respondents were asked to indicate for each activity the number of people in their household who participated 1 to 10 times or 11 or more times in the previous year. The proportions of household members (including the respondents) who participated with a given frequency are listed below. The activities are presented in the same order as Table 3 to facilitate comparison of the findings.

Almost all of these outdoor and sports activities were participated in from one to ten times a year by the majority of respondents. Activities in which relatively large numbers of participating households reported higher frequencies of participation (i.e., 11 or more times) include: walking (52.9% of participating households); swimming (42.7%); bicycling (53.5%); fitness, aerobics (46.0%); body building, weight lifting (45.3%); hockey (47.2%); motorcycling, trailbiking (42.9%); judo (42.0%); and rugby (41.1% of participating households).

Table 4

Frequency of Participation in
Outdoor and Sports Activities by
Household Members*

Outdoor and Sports Activities	Frequency of Participation by Household Members 1			
	1 to N	10 Times %	11 or More N	Times %
1. Walking	4097	47.1	4601	52.9
2. Picnicking	6585	80.8	1560	19.2
3. Swimming	4562	57.3	3395	42.7
4. Camping	4304	69.8	1862	30.2
5. Bicycling	2741	46.5	3156	53.5
6. Ice Skating	3504	70.1	1495	29.9
7. Fishing	3333	75.8	1067	24.2
8. Sledding	3315	80.2	816	19.8
9. Motor Boating	2823	77.1	836	22.8
10. Softball /Baseball	2259	68.2	1052	31.8
11. Hiking	2733	77.4	797	22.6
12. Jogging	2140	64.8	1161	35.2
13. Downhill Skiing	2011	73.4	729	26.6
14. Bowling	1862	78.9	497	21.1
15. Fitness, Aerobics	1391	54.0	1184	46.0
16. Body Building, Weights	1243	54.7	1030	45.3
17. Golf	1703	69.3	755	30.7
18. Horse Riding	1698	80.6	408	19.4

*The total number of household members reported for each activity may vary slightly from the number of participating household members reported in Table 3.

1 Percentages based on total number of household members participating in each activity.

Table 4 (Continued)

	Outdoor and Sports Activities	Frequency of Participation by Household Members			
		1 N	to 10 Times %	11 or More N	Times %
19.	Hockey	910	52.8	812	47.2
20.	Snowmobiling	1299	71.1	529	28.9
21.	Table Tennis	1613	78.7	437	21.3
22.	Water Skiing	1347	77.1	399	22.9
23.	Volleyball	1152	66.9	570	33.1
24.	Canoeing, Kayaking	1860	93.1	138	6.9
25.	Tennis	1251	73.9	441	26.1
26.	Cross-Country Skiing	1816	77.9	513	22.0
27.	Badminton	1304	80.2	321	19.8
28.	Racquetball	1112	73.6	398	26.4
29.	Motorcycling, Trail Biking	808	57.1	607	42.9
30.	Hunting	882	70.9	362	29.1
31.	Track and Field	1124	73.9	398	26.1
32.	Gymnastics	784	65.2	418	34.8
33.	Soccer	947	66.7	472	33.3
34.	Curling	852	60.6	554	39.4
35.	Football	869	77.0	259	23.0
36.	Rollerskating	1550	88.3	206	11.7
37.	Basketball	774	69.5	339	30.5
38.	Backpacking	712	85.3	123	14.7
39.	Mountain Climbing	845	88.4	111	11.6
40.	Shooting (Target)	720	76.8	217	23.2
41.	Sailing	532	83.9	102	16.1
42.	Squash	340	64.5	187	35.5

Table 4 (Continued)

Outdoor and Sports Activities	Frequency of Participation by Household Members			
	1 to 10 Times		11 or More Times	
	N	%	N	%
43. Orienteering	538	89.2	65	10.8
44. River Rafting	421	91.5	39	8.5
45. Archery	387	84.5	71	15.5
46. Windsurfing	381	88.0	52	12.0
47. Judo	152	58.0	110	42.0
48. Rugby	86	58.9	60	41.1
49. Ringette	82	64.6	45	35.4
50. BMX Racing	89	64.5	49	35.5

Question 2 (Section 1B) also provided respondents with the opportunity to identify additional activities not listed in the questionnaire in which their household members participated over the previous year. The reported activities are listed in Table 5. The activities are rank-ordered according to the frequency of mention by the household respondents. All specific types of activities were mentioned by fewer than one percent of responding households. The most frequently mentioned activities identified by respondents were: aerial activities; lawn activities; field and floor hockey; and water sports.

Table 5

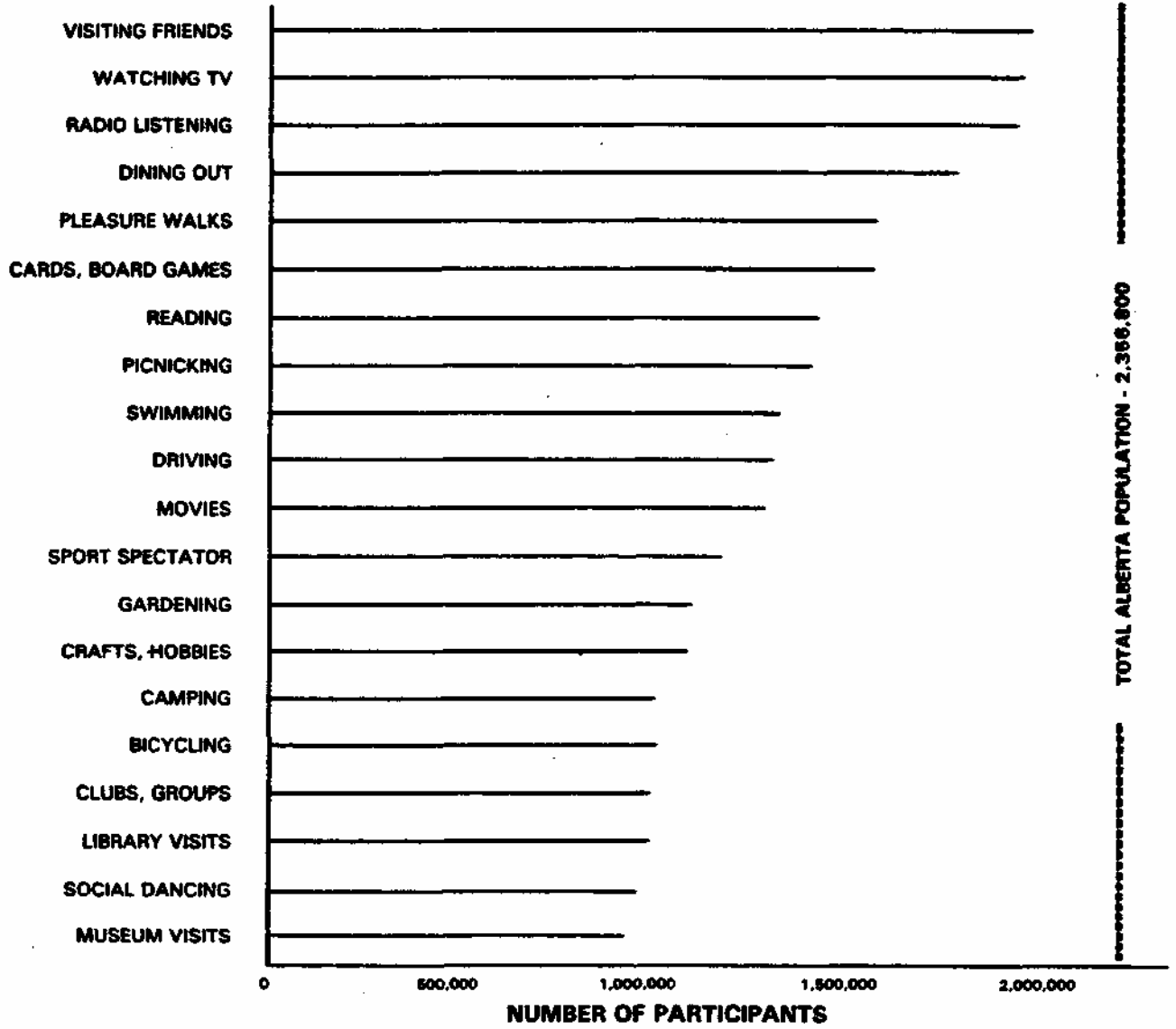
Other Activities In which Household
Members Participated

Leisure Activities	Frequency	
	N	% of Total Sample
(Ranked)		
1. Other Out-Of Home Activities	87	2.2
2. Aerial Activities	37	.9
3. Lawn Activities	33	.8
4. Field, Floor Hockey	26	.7
5. Water Sports	29	.7
6. Dance. Ballet. Jazz	18	.5
7. Other In-Home Activities	19	.5
8. ATV - 4 Wheel Driving	15	.4
9. Table Games	16	.4
10. Nature Walks	12	.3
11. Travel, Vacation	12	.3
12. Broomball. Rindette	7	.2
13. Performing Arts	6	.2
14. Rodeo	6	.2
15. Creative Activities	4	.1
16. Photography	5	.1
17. Coaching	3	.1
18. Lacrosse	3	.1
19. Martial Arts	3	.1
20. Cottaging	1	.0

Combined participation data from Tables 1 and 3 are summarized graphically in Figure 1. This figure presents the top 20 leisure activities of Albertans in 1984 selected on the basis of the estimated participation of Alberta residents. The majority of these activities are from the social, creative and cultural activity grouping. Common features of these activities include entertainment, social interaction and a relatively low level of physical exertion. They may also be done spontaneously and involve little formal organization or support from public recreation agencies. In addition, few specialized skills are required.

The two top-ranked outdoor and sports activities, pleasure walks and picnicking have similar characteristics as those in the social, creative and cultural grouping. With outdoor and sports activities ranked lower on this list (e.g., swimming, camping, bicycling, skating and fishing), the skill level is higher and equipment may be needed. It should also be noted that the majority of outdoor and sports activities are of a seasonal nature.

FIGURE 1
TOP 20 LEISURE ACTIVITIES
OF ALBERTANS, 1984



2.1.2. Respondent Participation in Outdoor and Sports Activities

Section 2. Question 2

Respondents were provided with a list of fifty-one outdoor and sports activities and were asked to indicate if they had participated in any of the activities in the previous twelve months. Table 6 reports the results of this question. An overwhelming proportion of respondents (90.4%) reported that they had participated in outdoor and sports activities in the previous year.

Table 6

Respondent Participation in Selected
Outdoor and Sports Activities

Participation _____	Frequency	
	N _____	% _____
Yes	3 543	90.4
No	295	7.5
<u>No Response</u>	<u>82</u>	<u>2.1</u>
Total	3920	100.0

Respondents (N = 3543) who indicated participation in outdoor and sports activities were requested to identify up to three activities in which they participated MOST OFTEN in the previous year. These activities are listed in Table 7, rank-ordered according to the frequency with which they were mentioned by the participating respondents. It should be noted that this

listing may be biased toward male activity preferences, since male respondents accounted for 64.7 % of the survey sample. The activities also represent adult participation as opposed to participation by all household members which was reported in Table 3.

All of the listed activities were participated in by at least one respondent. The ten most frequently mentioned activities were: walking for pleasure, swimming, overnight camping, fishing, golf, bicycling, aerobics/fitness, Softball, hunting, and curling. Approximately one-third of the activities were identified by fewer than one percent of the participating respondents.

Table 7

Proportion of Respondents Participating in
Outdoor and Sports Activities

Outdoor Sports Activities (Ranked)	N	Proportion of Active Respondents %	Proportion of Total Sample %
1. Walking for Pleasure	1186	33.6	30.2
2. Swimming	789	22.3	20.1
3. Overnight Camping	654	18.5	16.7
4. Fishing	640	18.1	16.3
5. Golf	639	18.1	16.3
6. Bicycling	628	17.8	16.0
7. Aerobics/Fitness	423	12.0	10.8
8. Softball, Baseball	389	11.0	9.9
9. Hunting	307	8.7	7.8
10. Curling	297	8.4	7.6
11. Downhill Skiing	296	8.4	7.5
12. Jogging, Running	291	8.2	7.4
13. Picnicking	280	7.9	7.1
14. Cross-Country Skiing	235	6.6	6.0
15. Ice Hockey	235	6.6	6.0
16. Body Building, Weight Lifting	213	6.0	5.4
17. Bowling, Lawn Bowling	210	5.9	5.3
18. Racquetball	193	5.5	4.9
19. Motor, Trail Biking	170	4.8	4.3
20. Ice Skating	167	4.7	4.3
21. Day Hiking	167	4.7	4.3
22. Horseback, Trail Riding	148	4.2	3.8
23. Motor Boating	142	4.0	3.6
24. Tennis	143	4.0	3.6
25. Snowmobiling	116	3.3	3.0
26. Volleyball	99	2.8	2.5
27. Waterskiing	96	2.7	2.4

(Continued)

Outdoor Sports Activities (Ranked)	N	Proportion of Active Respondents %	Proportion of Total Sample %
28 Canoeing, Kayaking	80	2.3	2.0
29 Squash	79	2.2	2.0
30 Shooting	72	2.0	1.8
31 Soccer	69	2.0	1.8
32 Badminton	52	1.5	1.3
33. Sailing	48	1.4	1.2
34 Table Tennis	49	1.4	1.2
35 Basketball	44	1.2	1.1
36 Football	38	1.1	1.0
37 Archery	33	0.9	.8
38. Tobogganing, Sledding	27	0.8	.7
39. Judo/Karate	26	0.7	.7
40. Overnight Backpacking	25	0.7	.6
41. Mountain Climbing	17	0.7	.4
42. Roller Skating	17	0.5	.4
43. Sail boarding	17	0.5	.4
44. Gymnastics	14	0.4	.4
45. River Rafting	14	0.4	.4
46. Rugby	10	0.3	.3
47. Orienteering	6	0.2	.2
48. Track and Field	3	0.1	.0
49. Field, Ball Hockey	4	0.1	.0
50. BMX Racing	1	0.1	.0
51. Ringette	1	<u>0.0</u>	.0
TOTAL	9899	280.1*	

*This percentage figure is greater than 100% since respondents could state up to three activities for this question.

Respondents were asked to indicate the number of times they participated in each of the outdoor sports activities which they specified. There were four response categories for this question: 1-10 times; 11-30 times; 31-50 times; and 51 or more times. The data depicting frequencies of participation are presented in Table 8. The number and proportions of respondents participating in each activity with a given frequency are indicated. The activities are listed in the same order as Table 7 for ease of comparison.

There are five activities in which participation frequencies are relatively high for the majority of participating respondents (i.e. over 30 times a year). These include: aerobics/fitness; jogging; body building, weight lifting; judo, karate; and rugby. Activities for which participation is more likely to be infrequent (i.e., 1 to 10 times a year) are: picnicking; canoeing; mountain climbing; and river rafting.

Table 8
 Respondents' Frequency of Participation in
 Preferred Outdoor and Sports Activities

	Frequency (Proportion of Participants) 1							
	1-10 N	times %	11-30 N	times %	31-50 N	times %	51 or more N	times %
1. Walking for Pleasure	157	13.5	336	28.9	249	21.4	422	36.3
2. Swimming	236	30.1	309	39.5	135	17.2	103	13.2
3. Overnight Camping	287	44.4	281	43.5	59	9.1	19	2.9
4. Fishing	256	40.6	258	40.9	84	13.3	33	5.2
5. Golf	213	33.5	246	38.7	96	15.1	81	12.7
6. Bicycling	115	18.5	257	41.3	127	20.4	123	19.8
7. Aerobics/Fitness	44	10.5	113	27.0	109	26.1	152	36.4
8. Softball /Baseball	78	20.3	163	42.4	104	27.1	39	10.2
9. Hunting	137	44.9	123	40.3	27	8.9	18	5.9
10. Curling	41	14.0	140	47.8	85	29.0	27	9.2
11. Downhill Skiing	133	45.1	130	44.1	22	7.5	10	3.4
12. Jogging, Running	38	13.1	64	22.1	57	19.7	131	45.2
13. Picnicking	161	59.0	90	33.0	14	5.1	8	2.9
14. Cross-Country Skiing	120	51.3	81	34.6	27	11.5	6	2.6
15. Ice Hockey	32	13.7	67	28.6	73	31.2	62	26.5
16. Body Building, Weight Lifting	13	6.2	52	24.6	46	21.8	100	47.4
17. Bowling, Lawn Bowling	54	25.7	65	31.0	51	24.3	40	19.0
18. Racquetball	34	17.6	88	45.6	46	23.8	25	13.0
19. Motor, Trail Biking	22	13.2	64	38.3	33	19.8	48	28.7

1 Percentages are based on the total number of participants in each activity.

- 26 -Table 8

(Continued)

		Frequency (Proportion of Participants)							
		1-10 times		11-30 times		31-50 times		51 or more times	
		N	%	N	%	N	%	N	%
20.	Ice Skating	79	47.9	54	32.7	21	12.7	11	6.7
21.	Day Hiking	64	38.6	78	47.0	16	9.6	8	4.8
22.	Horseback, Trail Riding	41	27.9	56	38.1	23	15.6	27	18.4
23.	Motor Boating	53	37.9	60	42.9	18	12.9	9	6.4
24.	Tennis	31	21.8	55	38.7	36	25.4	20	14.1
25.	Snowmobiling	40	34.5	51	44.0	20	17.2	5	4.3
26.	Volleyball	22	22.4	50	51.0	20	20.4	6	6.1
27.	Waterskiing	23	25.6	46	51.1	18	20.0	3	3.3
28.	Canoeing, Kayaking	51	63.8	21	26.3	7	8.8	1	1.3
29.	Squash	15	19.0	33	41.8	16	20.3	15	19.0
30.	Shooting	24	33.8	28	39.4	11	15.5	8	11.3
31.	Soccer	21	30.4	22	31.9	13	18.8	13	18.8
32.	Badminton	14	26.9	21	40.4	10	19.2	7	13.5
33.	Sailing	17	36.2	20	42.6	6	12.8	4	8.5
34.	Table Tennis	24	49.0	17	34.7	5	10.2	3	6.1
35.	Basketball	2	4.7	19	44.2	16	37.2	6	14.0
36.	Football	9	24.3	17	45.9	8	21.6	3	8.1
37.	Archery	9	29.0	12	38.7	8	25.8	2	6.5
38.	Tobogganing, Sledding	13	48.1	8	29.6	5	18.5	1	3.7
39.	Judo, Karate	1	3.8	7	26.9	4	15.4	14	53.8
40.	Overnight Backpacking	13	52.0	10	40.0	2	8.0	0	0.0
41.	Mountain Climbing	11	64.7	5	29.4	0	0.0	1	5.9
42.	Roller Skating	9	52.9	4	23.5	4	23.5	0	0.0
43.	Sail boarding	3	17.6	9	52.9	5	29.4	0	0.0

Table 8 (Continued)

		Frequency (Proportion of Participants)							
		1-10 times		11-30 times		31-50 times		51 or more times	
		N	%	N	%	N	%	N	%
44.	Gymnastics	6	42.9	2	14.3	4	28.6	2	14.3
45.	River Rafting	10	71.4	2	14.3	1	7.1	1	7.1
46.	Rugby	0	0.0	3	30.0	3	30.0	4	40.0
47.	Orienteering	3	50.0	2	33.3	1	16.7	0	0.0
48.	Track and Field	0	0.0	2	66.7	0	0.0	1	33.3
49.	Field, Ball Hockey	0	0.0	2	50.0	1	25.0	1	25.0
50.	BMX Racing	0	0.0	1	100.0	0	0.0	0	0.0
51.	Ringette	0	0.0	0	0.0	1	100.0	0	0.0

2.2 Activities Started in Past Year

Information was requested about activities in which the respondent started to participate regularly (or re-started regular participation), in the previous 12 months. Respondents who had started participation in a leisure activity were asked to specify the activity, rate the importance of reasons for participating in the activity, and to identify annual expenditures associated with participation.

Section 2. Question 3(a) Activities Started

The number of respondents who indicated they had started (or re-started) a new leisure time activity in the previous 12 months is reported in Table 9. The sample was fairly evenly divided into those who had and had not started a new activity, with the proportion starting a new activity (44.1%) slightly lower than the proportion who had not started a new activity in the previous year (48.3%).

Table 9

Proportions of Respondents Starting and Not Starting
a New Activity in the Previous Year

Started An Activity	Frequency	
	N	%
Yes	1728	44.1
No	1895	48.3
<u>No response</u>	<u>298</u>	<u>7.6</u>
Total	3921	100.0

The specific activities started in the previous twelve months and the proportions of respondents who started each of the activities are summarized in Table 10. The first column of percentage figures depicts the proportion of the total sample (n = 3921) mentioning each activity. The second column of percentage figures reports participants in each activity as a proportion of the sub-sample who had actually started a new activity (n = 1728). The activities are rank-ordered according to the proportion of the sub-sample starting a new activity in the past year.

A total of sixty-five different activities were mentioned by respondents as new activities started in the previous year. By far the most frequently mentioned activity was physical fitness and aerobics. This type of activity was reported by 11% of all respondents who had started (or re-started) a new activity, or 4.8% of the total survey sample. Other activities which were most commonly reported included swimming (6.1%), walking for pleasure (5.3%), bicycling (5.2%) body building, weight lifting (4.6%), golf (4.6%), racquetball, squash (4.3%), and bowling (3.8%). There were thirty-five activities mentioned by fewer than 1% of respondents.

Table 10
 Proportion of Respondents Starting Specific Leisure
 Activities in the Previous Year

	Leisure Activities (Ranked)	Frequency		
		N	Proportion of Total Sample %	Proportion of Sample Starting a New Activity %
1.	Physical Fitness, Aerobics	190	4.8	11.0
2.	Swimming	105	2.7	6.1
3.	Walking for Pleasure	91	2.3	5.3
4.	Bicycling	89	2.3	5.2
5.	Golf	80	2.0	4.6
6.	Body Building, Weight Lifting	79	2.0	4.6
7.	Racquetball . Squash	74	1.9	4.3
8.	Bowling	66	1.7	3.8
9.	Creative Activities	54	1.4	3.1
10.	Jogging, Running	54	1.4	3.1
11.	Curling	51	1.3	3.0
12.	Ice Hockey	52	1.3	3.0
13.	Downhill Skiing	45	1.1	2.6
14.	Handicrafts	42	1.1	2.4
15.	Baseball	37	.9	2.1
16.	Camping	37	.9	2.1
17.	Fishing	35	.9	2.0
18.	Hobbies	32	.8	1.9
19.	Cross-Country Skiing	29	.7	1.7
20.	Other Out-Of-Home Activities	29	.7	1.7
21.	Hiking	27	.7	1.6
22.	Tennis	28	.7	1.6
23.	Water Sports	27	.7	1.6
24.	Hunting, Shooting	26	.7	1.5
25.	Ice Skating	25	.6	1.4
26.	Volleyball	25	.6	1.4
27.	Horse Riding, Racing	25	.6	1.4
28.	Dance. Ballet. Jazz	20	.5	1.2
29.	Board Games	19	.5	1.1
30.	Motorcycling, Dirt Biking	16	.4	.9
31.	Reading Books, Magazines	15	.4	.9
32.	Table Games	15	.4	.9
33.	Archery	10	.3	.6

Table 10 (Continued)

Leisure		Frequency		
Activities (Ranked)		Proportion of Total Sample		Proportion of Sample Starting a New Activity
	N	%		%
34.	Badminton	11	.3	.6
35.	Basketball	11	.3	.6
36.	Boating	10	.3	.6
37.	Martial Arts	10	.3	.6
38.	Photography	11	.3	.6
39.	Aerial Activities	9	.2	.5
40.	Other In-Home Activities	9	.2	.5
41.	Gardening, Farming	9	.2	.5
42.	Canoeing, Rowing, Kayaking	8	.2	.5
43.	Field, Floor Hockey	7	.2	.4
44.	Soccer	7	.2	.4
45.	Backpacking, Mountain Climbing	7	.2	.4
46.	Travelling, Vacationing	7	.2	.4
47.	Lawn Activities	7	.2	.4
48.	Picnicking	6	.2	.3
49.	Football, Rugby	6	.2	.3
50.	Attend Classes, Courses	6	.2	.3
51.	Coaching Sports	3	.1	.2
52.	Electronic Games	3	.1	.2
53.	Volunteer Organizations, Meetings	3	.1	.2
54.	Tobogganing, Sledding	3	.1	.2
55.	Listening to Radio, Records	4	.1	.2
56.	Rollerskating, Skateboarding	3	.1	.2
57.	Snowmobiling	4	.1	.2
58.	Performing Arts	2	.1	.1
59.	T.V. Viewing	2	.1	.1
60.	Gymnastics	2	.1	.1
61.	ATV, 4 Wheel Driving	2	.1	.1
62.	Dining Out, Drinking	1	.0	.1
63.	Entertaining, Visiting	1	.0	.1
64.	Rindette, Broomball	1	.0	.1
65.	Nature Walks	1	.0	.1
	No response	2196	55.9	
Total		3921	100.0	100.0

In the following table (Table 11), the specific activities listed above in Table 10 are grouped into nine activity categories. These activity groupings are based on the classification system developed by Jackson (1982) in Recreational Activity Preferences. Reasons for Participating and the Satisfaction of Needs (prepared for Alberta Recreation and Paries). Modifications have been made to this classification system in order to better reflect the 1984 survey results.

The nine activity groupings are: (i) creative - cultural, social and passive; (ii) exercise oriented; (iii) team sports; (iv) outdoor recreation - self-propelled or non-mechanized; (v) outdoor recreation - mechanized and extractive; (vi) other activities; (vii) physical fitness, aerobics; (viii) swimming; and (ix) golf.

The number of respondents mentioning each activity are identified in brackets, and the totals are reported for each activity category. Three activities - physical fitness - aerobics, swimming, and golf - were mentioned frequently enough to be considered on an individual basis for further analyses.

Table 11
 Activities Started Re-Classified
 into Activity Groupings¹

Creative - Cultural. Social and Passive Activities (236)

Dance, Ballet, Jazz	(20)	Gardening, Farming	(9)
Creative Activities	(54)	Handicrafts	(42)
Hobbies	(32)	Performing Arts	(2)
Attending Classes, Courses	(6)	Photography	(11)
Board Games	(19)	Dining Out	(1)
Entertaining	(1)	Table Games	(15)
Electronic Games	(3)	Reading	(15)
Listening to Radio, Records	(4)		
T.V. Viewing	(2)		

1. Brackets indicate the number of respondents starting each activity in the past year.

Table 11 (Continued)
Activities Started Re-Classified
into Activity Groupings

<u>Exercise Oriented Activities (573)</u>			
Archery	(10)	Badminton	(11)
Bicycling	(89)	Bowling	(66)
Gymnastics	(2)	Jogging/Running	(54)
Martial Arts	(10)	Racquetball/Squash	(74)
Rollerskating/Skateboarding	(3)	Ice Skating	(25)
Tennis	(28)	Tobogganing	(3)
Walking for Pleasure	(91)	Body Building,	
Water Sports	(27)	Weight Lifting	(79)
<u>Team Sports (197)</u>			
Baseball	(37)	Basketball	(11)
Curling	(51)	Field, Floor Hockey	(7)
Football, Rugby	(6)	Ice Hockey	(52)
Soccer	(7)	Volleyball	(25)
Ringette, Broomball	(1)		
<u>Outdoor Recreation Activities (Self-Propelled or Non-Mechanized) (72)</u>			
Backpacking,			
Mountain Climbing	(7)	Cross-Country Skiing	(29)
Canoeing, Kayaking	(8)	Nature Walks	(1)
Hiking	(27)		
<u>Outdoor Recreation Activities (Mechanized and Extractive) (209)</u>			
ATV 4 Wheel Driving	(2)	Aerial Activities	(9)
Boating	(10)	Horse Riding	(25)
Motorcycling, Dirt Biking	(16)	Snowmobiling	(4)
Downhill Skiing	(45)	Camping	(37)
Fishing	(35)	Hunting	(26)
<u>Other (64)</u>			
Picnicking	(6)	Travel, Vacationing	(7)
Volunteer Organizations,		Other Out-Of-Home	
Meetings	(3)	Activities	(29)
Other In-Home Activities	(9)	Coaching Sports	(3)
Lawn Activities	(7)		

Table 11 (Continued)
Activities Started Re-Classified
into Activity Groupings

<u>Physical Fitness-Aerobics</u> (190)	
Physical Fitness, Aerobics	(190)
<u>Swimming</u> (105)	
Swimming	(105)
<u>Golf</u> (80)	
Golf	(80)

Table 12 shows the proportion of respondents who started new types of leisure activities, with the specified activities grouped into activity categories. The number of respondents are reported as a proportion of the total sample and as a proportion of the respondents starting a new activity. The activity groupings are ranked-ordered according to the proportion of respondents starting a new activity. One-third of the respondents (33.2 %) started participation in activities which were in the exercise oriented category. Creative-cultural-passive, outdoor-mechanized, team sport activities and aerobics were each reported by similar proportions of respondents (just over

Table 12

Proportion of Respondents by
Leisure Activity Category
Started in the Previous Year

Rank	Activity Category	Frequency Proportion		
		N	Proportion of Sample (%)	Proportion of Respondents Starting an Activity (%)
1	Exercise oriented	573	14.6	33.2
2	Creative-cultural	236	6.0	13.7
3	Outdoor (Mechanized & Extractive)	209	5.3	12.2
4	Team Sports	197	5.0	11.5
5	Physical Fitness. Aerobics	190	4.8	11.0
6	Swimming	105	2.7	6.1
7	Golf	80	2.0	4.6
8	Outdoor (Self -Propelled)	72	1.8	4.2
9	Other	64	1.6	3.7
TOTAL		1728	43.8	100.0

Section 2. Question 3(b) Reasons for Participation

Respondents who had started a new activity in the previous year were asked to rate the importance of eighteen reasons for participating in the leisure activity. In Table 13, the ratings for each of these reasons are reported. The reasons are rank-ordered according to mean score for each statement. In addition, the percentage totals for the "4" and "5" ratings on the scale (i.e. equivalent to very or extremely important), are depicted graphically in Figure 2.

The two reasons which ranked highest and were important to over two-thirds of the respondents were physical health and exercise (72.5%) and relaxation (70.4%). A second grouping of reasons was important to approximately one-half of the respondents. These included: to do something different from work (55.1%); to do things with friends (54.0%); and to learn new skills (54.5%). The lowest ranked reason was "to be away from my family" which was important to only 5.8% of those starting a new leisure activity.

Table 13
Importance of Reasons for
Participating in Activity Started
in the Previous Year

Table 13
Importance of Reasons for Participating in Activity Started in the Previous Year ¹

Reasons (Ranked)	Not At All Important					Extremely Important					Mean Score	
	1	2	3	4	5	1	2	3	4	5		
	N	%	N	%	N	%	N	%	N	%	N	%
1. Physical health, exercise	98	5.8	81	4.8	288	17.0	416	24.5	816	48.0		4.04
2. To relax	59	3.5	112	6.7	326	19.4	524	31.2	657	39.2		3.96
3. To do something different from work	140	8.6	156	9.6	434	26.7	421	25.9	474	29.2		3.58
4. To do things with friends	203	12.4	187	11.4	366	22.3	407	24.8	480	29.2		3.47
5. To learn new skills	228	14.2	156	9.7	348	21.6	434	27.0	443	27.5		3.44
6. To enjoy nature	314	19.4	179	11.1	355	22.0	341	21.1	427	26.4		3.24
7. To use skills and talents	306	19.0	187	11.6	388	24.1	376	23.4	360	21.8		3.17
8. For excitement	312	19.4	214	13.3	427	26.6	356	22.2	298	18.5		3.07
9. To meet new people	316	19.2	282	15.9	437	26.5	322	19.5	312	18.9		3.03
10. To keep busy	428	26.2	252	15.4	406	24.8	307	18.8	243	14.9		2.81
11. To be creative	482	30.5	353	22.4	348	22.0	210	13.3	186	11.8		2.54
12. To help others	661	41.4	222	13.9	313	19.6	221	13.8	180	11.3		2.40
13. To compete with others	673	42.0	274	17.1	309	19.3	181	11.3	165	10.3		2.31
14. Contribute to community	710	44.7	263	16.5	330	20.8	146	9.2	141	8.9		2.21
15. To be alone	799	50.3	254	16.0	290	18.3	140	8.8	106	6.7		2.06
16. To show others I could do it	917	57.5	256	16.1	209	13.1	119	7.5	93	5.8		1.88
17. To meet people of opposite sex	945	59.3	269	16.9	196	12.3	76	4.8	107	6.7		1.83
18. To be away from family	1062	67.1	282	15.9	176	11.1	54	3.4	38	2.4		1.58
19. Other*	10	.3	4	.1	4	.1	18	.5	128	3.3		

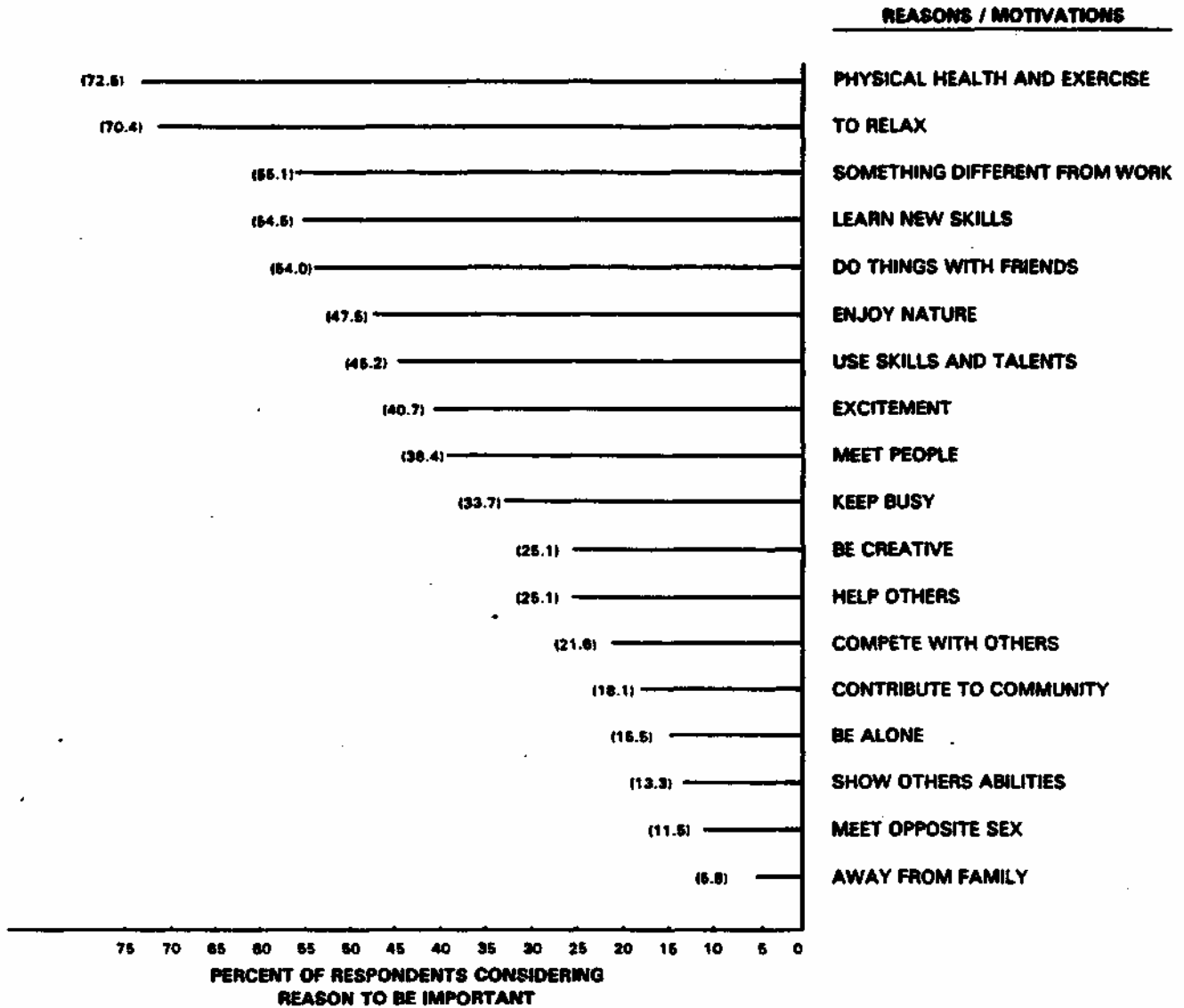
¹ Based on the percentage of respondents starting a new activity

- 38 - *Other Reasons

Specified

Other Reasons (Ranked)	Frequency	
	N	%
1. To Be With Children	57	1.5
2. Enjoyment, Fun	49	1.2
3. Psychological Well-being	28	.7
4. Miscellaneous Unique	19	.5
5. Slimming, Weight Control	7	.2
6. Spiritual Growth	6	.2
7. Travel	5	.1
8. To Be Outdoors	4	.1
9. To Save Money	3	.1

FIGURE 2
IMPORTANCE OF REASONS FOR STARTING
PARTICIPATION IN LEISURE ACTIVITIES



Further analyses were undertaken in order to determine which reasons or motivations were particularly important for participation in specific types of leisure activities. The findings are depicted in Table 14. The table presents the proportion of respondents who considered a reason or motivation to be important for participation in a leisure activity (i.e., a 4 or 5 on the rating scale), broken down according to the specific type of activity recently started by the respondent. The reasons are rank-ordered according to the proportion of the sample considering them to be important.

From Table 14, it is possible to identify the most important motivations for participation in various types of leisure activities. The five highest ranking motivations for each activity-type, based on the proportion of respondents considering them to be important, are summarized below. It is evident that motivations for participation differ according to the types of activity. Relaxation is a particularly important reason for participating in creative-cultural-social-passive activities, outdoor-mechanized, and extractive activities and golf. As would be expected, physical health and exercise is the primary motivation for involvement in exercise oriented activities, team sports, fitness/aerobics and swimming. Enjoyment of nature ranks highly for participants in non-mechanized outdoor recreation activities. To do things with friends is a particularly important motivation for team sports and golf.

Creative - Cultural, Social and Passive Activities:

- | | |
|--|----------|
| 1. Relaxation | (84.1%)* |
| 2. Learn new skills and abilities | (70.1%) |
| 3. Use skills and talents | (69.2%) |
| 4. To be creative | (65.1%) |
| 5. To do something different from work | (62.0%) |

* Proportion of the respondents starting a new activity who identified a reason to be important.

Table 14

Importance of Reasons for Participation in Specific
Type of Leisure Activities

Reasons	Sample %	Percent of Respondents ¹							
		Creative- Cultural %	Exercise %	Team Sports %	Outdoor (Non-Mech) %	Outdoor (Mech) %	Fitness Aerobics %	Swimming %	Golf %
1. Health, exercise	(70.3)	43.5	81.8	78.9	76.1	51.0	95.7	84.8	63.3
2. Relaxation	(67.3)	84.1	66.6	63.2	70.0	75.9	64.1	71.7	75.9
3. Change from work	(51.0)	62.0	52.9	61.8	43.3	62.7	47.4	38.6	65.3
4. Social - friends	(50.6)	49.3	48.7	69.1	52.2	62.1	43.4	47.3	67.9
5. Learn skills	(50.0)	70.1	47.2	55.6	47.8	55.2	57.6	55.7	55.8
6. Enjoy nature	(43.8)	49.5	44.0	33.2	80.3	68.3	34.9	46.6	36.8
7. Use skills	(41.5)	69.2	36.6	52.8	33.8	42.3	39.2	41.4	42.7
8. Excitement	(37.4)	36.5	36.2	50.5	29.4	61.7	35.1	30.2	38.2
9. Meet new people	(36.1)	41.4	32.3	55.1	25.7	36.3	40.3	31.1	48.1
10. Keep busy	(31.4)	44.1	30.7	34.0	13.2	32.8	33.9	28.1	38.0
11. Be creative	(22.6)	65.1	15.6	15.8	19.4	19.5	23.7	19.8	14.7
12. Help others	(22.9)	44.1	20.3	24.6	11.8	25.5	21.6	25.6	13.3
13. Competition	(19.6)	16.8	23.0	46.1	4.3	16.3	8.1	11.6	36.4
14. Contribution	(16.5)	27.9	14.0	24.9	7.5	15.2	15.0	13.8	15.6
15. Be alone	(14.0)	21.1	18.8	4.3	22.4	20.0	9.9	9.3	6.8
16. Show others	(12.1)	27.0	9.5	13.8	5.9	12.9	16.9	11.6	5.3
17. Opposite sex	(10.4)	11.4	11.6	9.0	5.9	13.1	12.7	10.5	11.8
18. Away from family	(5.3)	9.1	6.3	2.7	9.0	4.5	5.2	5.8	4.0

¹ Percentage of respondents starting a new activity

Exercise Oriented Activities:

- | | |
|-------------------------------------|---------|
| 1. Physical health or exercise | (81.8%) |
| 2. Relaxation | (66.6%) |
| 3. Do something different from work | (52.9%) |
| 4. Do things with friends | (48.7%) |
| 5. Learn new skills and abilities | (47.2%) |

Team Sports:

- | | |
|-------------------------------------|---------|
| 1. Physical health or exercise | (78.9%) |
| 2. Do things with friends | (69.1%) |
| 3. Relaxation | (63.2%) |
| 4. Do something different from work | (61.8%) |
| 5. Learn new skills and abilities | (55.6%) |

Outdoor Recreation Activities (Non-Mechanized):

- | | |
|-----------------------------------|---------|
| 1. Enjoy nature | (80.3%) |
| 2. Physical health or exercise | (76.1%) |
| 3. Relaxation | (70.0%) |
| 4. Do things with friends | (52.2%) |
| 5. Learn new skills and abilities | (47.8%) |

Outdoor Recreation Activities (Mechanized and Extractive):

- | | |
|-------------------------------------|---------|
| 1. Relaxation | (75.9%) |
| 2. Enjoy nature | (68.3%) |
| 3. Do something different from work | (62.7%) |
| 4. Do things with friends | (62.1%) |
| 5. Excitement | (61.7%) |

Fitness, Aerobics:

1. Physical health or exercise	(95.7%)
2. Relaxation	(64.1%)
3. Learn new skills and abilities	(57.6%)
4. Do something different from work	(47.4%)
5. Do things with friends	(43.4%)

Swimming:

1. Physical health or exercise	(84.8%)
2. Relaxation	(71.7%)
3. Learn new skills and abilities	(55.7%)
4. Do things with friends	(47.3%)
5. Enjoy nature	(46.6%)

Golf:

1. Relaxation	(75.9%)
2. Do things with friends	(67.9%)
3. Do something different from work	(65.3%)
2. Physical health or exercise	(63.3%)
5. Learn new skills and abilities	(55.8%)

Section 2, Question 3(c)

Expenditures

Information was requested about various types of expenditures associated with the specified leisure activity started by the respondent in the

previous year. Table 15 shows the annual expenditure on this activity by the respondent, broken down into equipment costs, travel costs, membership/entrance fees, and other costs.

In general, expenditures in each of these categories were less than one hundred dollars for the majority of respondents. Equipment costs appeared to be the greatest expenditure associated with participation in the newly-started activity. Equipment costs exceeded one-hundred dollars for 41.8% of the respondents. Approximately one-third of the respondents spent more than one-hundred dollars on travel (34.8%), and other diverse costs (31.4%). A smaller proportion of respondents (28.3%) reported that their membership or entrance fees exceeded one hundred dollars.

Table 15

Respondents' Annual
Expenditures on Activity Started
in the Past Year 1

Amount Spent \$	Type of Expenditure							
	Equipment Costs		Travel Costs		Membership/ Entrance Fees		Other Costs	
	N	%	N	%	N	%	N	%
No Cost*	15	.9	27	1.8	37	2.5	41	3.6
1-49	596	37.4	699	45.7	753	51.1	572	49.7
50-99	315	19.7	271	17.7	268	18.2	176	15.3
100-249	305	19.1	231	15.1	274	18.6	185	16.1
250-499	147	9.2	133	8.7	104	7.1	88	7.6
500+	215	13.5	169	11.0	39	2.6	89	7.7
Mult. resp.	2	.1						
TOTAL	1595	100.0	1530	100.0	1475	100.0	1151	100.0

*Based on personal comments recorded in the questionnaire by respondents.

1 Percentages are based on the number of respondents starting a new activity.

Table 16 indicates the percentage of an average dollar spent annually by respondents on their newly started leisure activity, broken down by travel costs, equipment costs, membership fees and other costs. Thirty-one percent of the average dollar expenditure was for equipment, with twenty-seven cents of the dollar paid for travel costs. Membership costs were generally lower in proportion, amounting to 19% of the dollar expenditure.

Table 16
Percentage of Average Dollar Spent
on New Leisure Activity

Type of Expenditure (Ranked)	Percent of Average Dollar %
Equipment	31
Travel	27
Other	23
Membership fees	19

Table 17 shows the mean annual expenditures for equipment, travel, membership fees and other diverse costs for various types of recently started activities. The activity categories are ranked according to total mean annual expenditure. The mean dollar values presented in the table are gross estimates, based on midpoint dollar values for the five expenditure categories.* In Figure 3 the dollar values for each type of expenditure are depicted as a proportion of the total cost for each activity-type. For example, equipment costs for outdoor (mechanized) activities are \$314 or 35.4% of the \$887 total mean expenditure on outdoor (mechanized) activities while travel costs are approximately 2% (\$258) of the total.

Figure 3 indicates that equipment costs tend to be relatively high for golf and outdoor recreation (mechanized and extractive) activities, and low for aerobics and swimming. There appears to be little variability in the proportions spent on travel costs for the various activities, although a smaller proportion of annual expenditures for golf is spent on travel. A relatively high proportion of aerobics expenditure is allotted for membership fees. In contrast, membership charges account for a small proportion of expenditures for outdoor (non-mechanized and mechanized) activities. Other diverse costs constitute a fairly high proportion of expenditures for outdoor (non-mechanized) activities, and swimming.

* Absolute dollar values based on this technique should be interpreted with caution.

Table 17

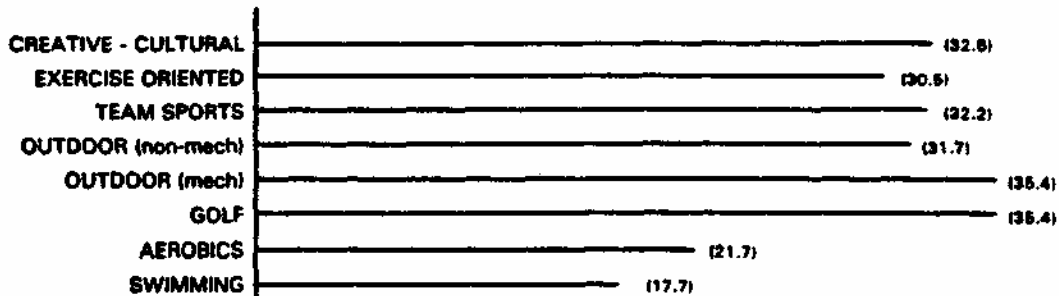
Mean Annual Expenditure on New Leisure Activity

Started

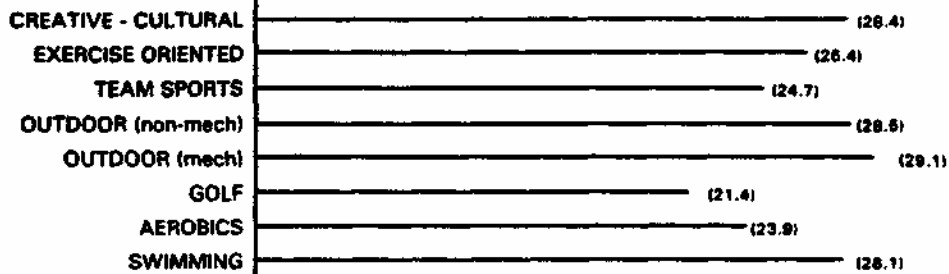
Activity (Ranked)	Type of Expenditure				Total \$
	Equip. \$	Travel \$	Membership \$	Other \$	
1. Outdoor (Mechanized)	314	258	102	213	887
2. Creative- Cul tural	196	171	88	146	601
3. Golf	212	128	159	100	599
4. Team Sports	168	129	112	113	522
5. Outdoor (Non-Mech.)	159	143	57	143	502
6. Exercise Oriented	134	116	96	94	440
7. Swimming	75	119	107	122	423
8. Aerobics	88	97	147	74	406

FIGURE 3
PERCENTAGE EXPENDITURES ON EACH
TYPE OF COST FOR ACTIVITY GROUPINGS

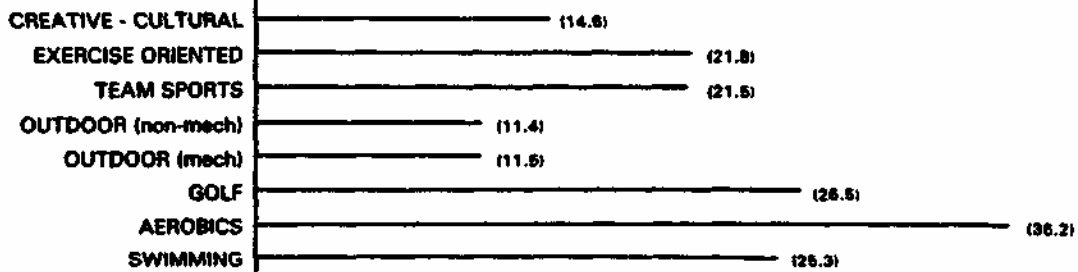
EQUIPMENT COSTS



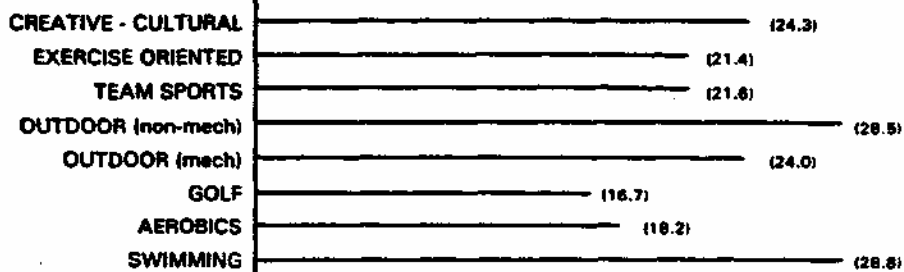
TRAVEL COSTS



MEMBERSHIP COSTS



OTHER COSTS



0 5 10 15 20 25 30 35 40
PERCENT OF TOTAL DOLLARS
SPENT FOR EACH TYPE OF ACTIVITY

Year

Section 2. Question 4(a)

Activities Discontinued

Respondents were asked to indicate if there was any leisure time activity in which they used to participate regularly, but had not participated in during the previous twelve months. The number of respondents who indicated that they had or had not discontinued an activity is reported in Table 18.

The sample was fairly evenly divided into those who had (46.2%) and those who had not (44.8%) discontinued participation in an activity in the past year.

Table 18

**Proportion of Respondents Stopping Participation
In a Leisure Activity During the Past Year**

Stopped an Activity	Frequency	
	N	%
Yes	1812	46.2
No	1756	44.8
No Response	353	9.0
Total	3921	100.0

The specific activities in which respondents stopped participating and the proportion of respondents who discontinued each of the activities are summarized in Table 19. The first column of percentage figures reports the proportion of the total sample (N=3921) mentioning each activity. The second column of percentage figures indicates frequencies as a proportion of the sub-sample which had actually discontinued an activity in the past year. The activities are rank-ordered according to the proportion of the sample stopping an activity in the past year.

In total, seventy-one activities were identified by respondents. The most frequently mentioned activities in which respondents ceased participation during the past year were curling and downhill skiing. These were reported by 9.5% and 8.4% of the respondents, respectively. Other activities which were most commonly reported were racquetball or squash (5.2%), bowling (4.6%), baseball (4.5%), swimming (4.1%), hunting or shooting (4.0%) and ice hockey (4.0%). Approximately one-half of the activities were mentioned infrequently, i.e., by ten or fewer respondents.

Table 19

Proportion of Respondents
Stopping Participation in Specific
Leisure Activities in the Previous Year

Leisure Activities (Ranked)	N	Frequency	
		Proportion Of Total Sample %	Proportion Of Sample Stopping An Activity %
1. Curling	170	4.3	9.5
2. Downhill Skiing	150	3.8	8.4
3. Racquetball, Squash	94	2.4	5.2
4. Bowling	83	2.1	4.6
5. Baseball	81	2.1	4.5
6. Swimming	74	1.9	4.1
7. Hunting, Shooting	72	1.8	4.0
8. Ice Hockey	72	1.8	4.0
9. Physical Fitness, Aerobics	54	1.4	3.0
10. Golf	53	1.4	3.0
11. Camping	50	1.3	2.8
12. Tennis	44	1.1	2.5
13. Jogging, Running	43	1.1	2.4
14. Fishing	42	1.1	2.3
15. Cross-Country Skiing	40	1.0	2.2
16. Ice Skating	38	1.0	2.1
17. Water Sports	37	.9	2.1
18. Horse Riding, Racing	35	.9	2.0
19. Dance, Ballet, Jazz	34	.9	1.9
20. Badminton	31	.8	1.7
21. Volleyball	31	.8	1.7
22. Soccer	28	.7	1.6
23. Other Out-Of-Home Activities	27	.7	1.5
24. Backpacking, Mountain Climbing	26	.7	1.4
25. Bicycling	26	.7	1.4
26. Football, Rugby	26	.7	1.4
27. Hiking	24	.6	1.3
28. Basketball	24	.6	1.3

(Continued)

Leisure Activities (Ranked)	N	Frequency	
		Proportion Of Total Sample %	Proportion Of Sample Stopping An Activity %
29. Weight Lifting, Body Building	21	.5	1.2
30. Canoeing, Rowing, Kayaking	21	.5	1.2
31. Motorcycling, Dirt Biking	20	.5	1.1
32. Martial Arts	20	.5	1.1
33. Snowmobiling	20	.5	1.1
34. Creative Activities	19	.5	1.1
35. Boating	13	.3	.7
36. Aerial Activities	10	.3	.6
37. Gymnastics	10	.3	.6
38. Travel, Vacationing	10	.3	.6
39. Walking for Pleasure	10	.3	.6
40. Hobbies	9	.2	.5
41. Coaching Sports	8	.2	.4
42. Other In-Home Activities	8	.2	.4
43. Rollerskating, Skateboarding	7	.2	.4
44. Board Games	6	.2	.3
45. Performing Arts	6	.2	.3
46. Table Games	6	.2	.3
47. Volunteer Organizations, Meetings	6	.2	.3
48. Handicrafts	5	.1	.3
49. Photography	5	.1	.3
50. Field, Floor Hockey	4	.1	.2
51. Gardening, Farming	4	.1	.2
52. Picnicking	4	.1	.2
53. Archery	3	.1	.2
54. Ringette, Broomball	3	.1	.2
55. Rodeo	3	.1	.2
56. Driving for Pleasure	2	.1	.1
57. Figure Skating	2	.1	.1
58. Movie Going	2	.1	.1
59. Nature Walks	2	.1	.1
60. Reading Books, Magazines	2	.1	.1
61. Tobogganing, Sledding	2	.1	.1
62. Television Viewing	2	.1	.1
63. Attend Classes, Courses	1	.0	.1

Table 19 (Continued)

Leisure Activities (Ranked)	N	Frequency	
		Proportion Of Total Sample %	Proportion Of Sample Stopping An Activity %
64. Attend Cultural Events	1	.0	.1
65. Dining Out, Drinking	1	.0	.1
66. Entertaining, Visiting	1	.0	.1
67. Gambling	1	.0	.1
68. Listen to Radio, Records	1	.0	.1
69. Lawn Activities	1	.0	.1
70. Lacrosse	1	.0	.1
71. Spectatorship	1	.0	.1
No response	2128	54.3	
TOTAL	3921	100.0	100.0

In the following Table (Table 20), the specific activities listed above in Table 19 are grouped into nine activity categories. These activity groupings are based on the classification developed by Jackson (1982) in Recreational Activity Preferences, Reasons for Participating and the Satisfaction of Needs and Jackson in Blakely (1983) in A Study of Barriers To Recreation Participation (both prepared for Alberta Recreation and Parks). Slight modifications have been made to this classification system in order to better reflect the 1984 survey results. In particular, three activities - curling, downhill skiing, and racquetball/squash - were mentioned frequently enough to be considered on an individual basis for further analyses.

Table 20

Activities Discontinued
Re-Classified into Activity
Groupings *

Creative - Cultural, Social and Passive Activities (105)

Attending Classes	(1)	Dance, Ballet, Jazz	(34)
Board Games	(6)	Creative Activities	(19)
Cultural Visits	(1)	Handicrafts	(5)
Hobbies	(9)	Movies	(2)
Performing Arts	(6)	Photography	(5)
Listening to Radio, Records	(1)	Reading Books/Magazines	(2)
Table Games	(6)	TV Viewing	(2)
Gardening, Farming	(4)	Dining out, Drinking	(1)
Entertaining, Visiting	(1)		

Exercise Oriented Activities (558)

Archery	(3)	Badminton	(31)
Bicycling	(26)	Weight Lifting,	
Bowling	(83)	Body Building	(21)
Jogging, Running	(43)	Gymnastics	(10)
Rollerskating,		Martial Arts	(20)
Skateboarding	(7)	Skating	(38)
Figure Skating	(2)	Swimming	(74)
Tobogganning	(2)	Walking for Pleasure	(10)
Physical Fitness, Aerobics	(54)	Water Sports	(37)
Tennis	(44)	Golf	(58)

*Note: Brackets indicate the number of respondents stopping each activity in the past year.

Table 20 (Continued)

Activities Discontinued
Re-Classified into Activity
Groupings

Team Sports (270)

Baseball	(81)	Basketball	(24)
Football, Rugby	(26)	Ice Hockey	(72)
Ringette, Broomball	(3)	Soccer	(28)
Volleyball	(31)	Field, Floor Hockey	(4)
Lacrosse	(1)		

Outdoor Recreation Activities (Self-Propelled or Non-Mechanized) (113)

Backpacking,		Canoeing, Kayaking	(21)
Mountain Climbing	(26)	Hiking	(24)
Cross-Country Skiing	(40)	Nature Walks	(2)

Outdoor Recreation Activities (Mechanized and Extractive) (262)

Dirt Biking, Motorcycling	(20)	Aerial Activities	(10)
Boating	(13)	Camping	(50)
Fishing	(42)	Horse Riding	(35)
Hunting, Shooting	(72)	Snowmobiling	(20)

Other (71)

Other Out-Of-Home		Volunteer Organizations	
Activities	(27)	or Meetings	(6)
Travel, Vacationing	(10)	Picnicking	(4)
Coaching Sports	(8)	Rodeo	(3)
Other In-Home Activities	(8)	Gambling	(1)
Driving for Pleasure	(2)	Lawn Activities	(1)
Spectatorship	(1)		

Curling (170)

Curling (170)

Downhill Skiing (150)

Downhill Skiing (150)

Racquetball, Squash (94)

Racquetball, Squash (94)

Table 21 shows the proportion of respondents who stopped participation in specific leisure activities in the previous year, with these activities grouped into activity categories. The number of respondents are reported as a proportion of the total sample, and as a proportion of the respondents ceasing participation in an activity. The activity groupings are ranked according to the proportion of respondents stopping an activity. The activity grouping in which the majority of the respondents discontinued an activity was the exercise oriented category. Team sports and mechanized or extractive outdoor recreational activities were also discontinued by a relatively large proportion of respondents.

Table 21

Proportion of Respondents By
Leisure Activity Category
Stopped in the Previous Year

Rank	Activity Category	Frequency		
		Proportion of Sample		Proportion of Respondents Stopping an Activity
		N	%	%
1.	Exercise Oriented	558	14.2	31.1
2.	Team Sports	270	6.9	15.1
3.	Outdoor (Mechanized)	262	6.7	14.6
4.	Curling	170	4.3	9.5
5.	Downhill Skiing	150	3.8	8.4
6.	Outdoor (Non-Mechanized)	113	2.9	6.4
7.	Creative, Cultural	105	2.7	5.9
8.	Racquetball, Squash	94	2.4	5.2
9.	Other	71	1.8	4.0
Total		1794	45.7	100.0

Section 2, Question 4(b)

Reasons for Non-Participation

Respondents were asked to rate the importance of fifteen reasons why they stopped participating in a leisure activity during the past year. In Table 22, the ratings for each of these reasons is reported. The reasons are rank-ordered according to mean scores for each statement. In addition, the percentage totals for the "4" and "5" ratings on the scale (i.e. equivalent to very or extremely important), are depicted graphically in Figure 4.

With the exception of work and family commitments, each of these factors was considered to be unimportant as a reason for non-participation by the majority of respondents. The two factors which ranked highest in importance as reasons for discontinuing participation in leisure activities were work commitments and family commitments. Forty-three percent of the respondents indicated work commitments were very or extremely important, while 38% identified the importance of family commitments. Approximately one-quarter of the respondents indicated that taking up another activity (27.8%) or the presence of overcrowded facilities (24.5%) were important factors for stopping participation. The lowest ranked obstacle was "not being at ease in social situations", which was important to only 3.9% of those ceasing participation in a leisure activity.

Table 22

Importance of Reasons for Stopping Participation
in a Leisure Activity in the Past Year¹

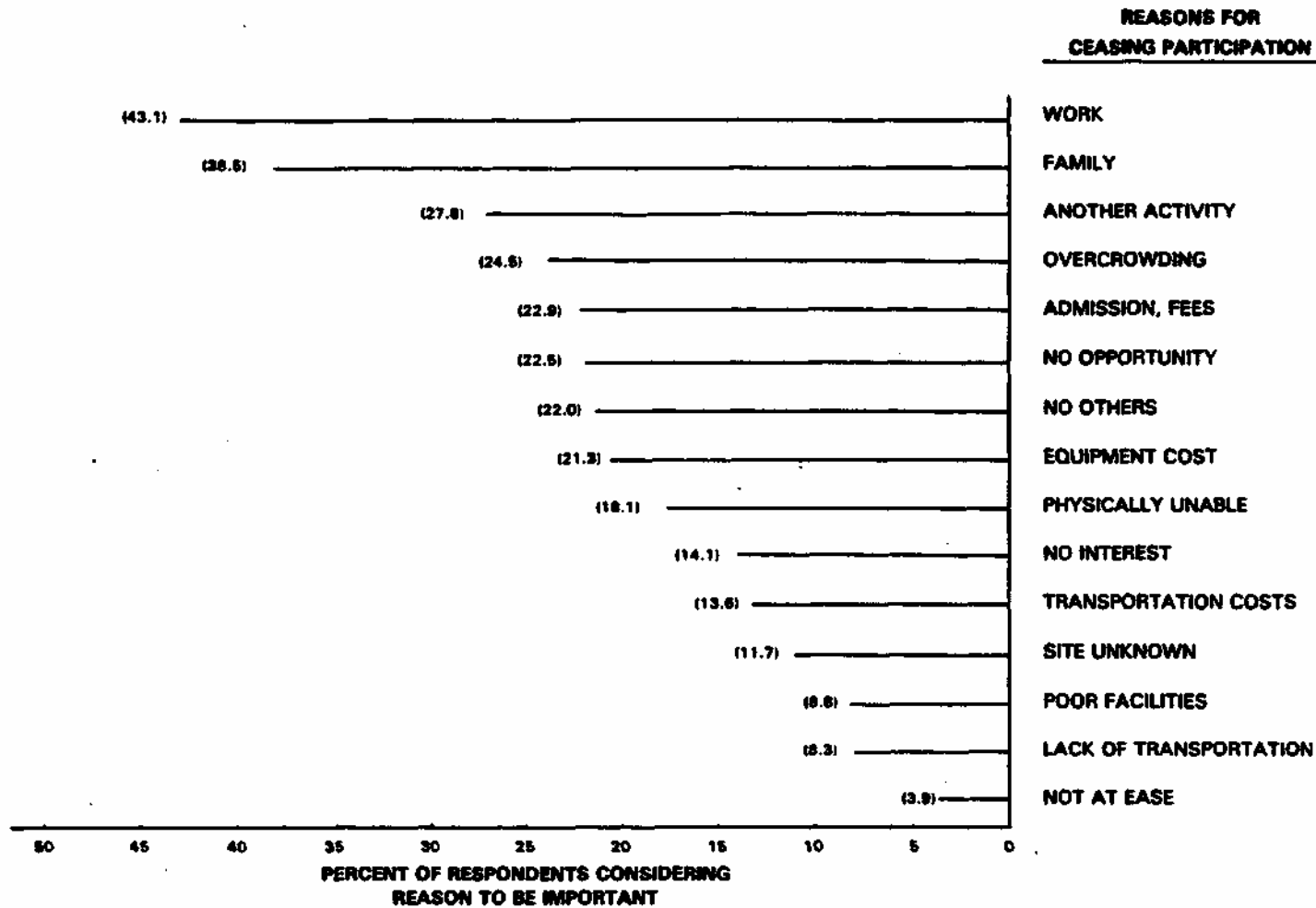
Reasons (Ranked)	Not At All Important		2		3		4		Extremely Important		Mean Scores
	1								5		
	N	%	N	%	N	%	N	%	N	%	
1. Work commitments	485	31.1	148	9.5	252	16.2	265	17.0	407	26.1	2.98
2. Family commitments	532	34.2	163	10.5	259	16.7	222	14.3	376	24.2	2.84
3. Took up another activity	688	47.5	139	9.6	218	15.1	164	11.3	239	16.5	2.40
4. Facilities/areas overcrowded	765	50.2	160	10.5	225	14.8	141	9.2	234	15.3	2.29
5. Admission fees, charges for programs	856	55.8	142	9.3	185	12.1	130	8.5	221	14.4	2.16
6. Difficulty finding others to participate with	844	55.1	156	10.2	195	12.7	156	10.2	181	11.8	2.14
7. No opportunity to participate near home	885	58.1	141	9.3	153	10.1	113	7.4	230	15.1	2.12
8. Cost of equipment	912	60.0	134	8.8	151	9.9	112	7.4	211	13.9	2.06
9. No longer interested	793	51.6	233	15.2	292	19.0	111	7.2	106	6.9	2.03
10. Physically unable to participate	1116	69.4	98	6.1	103	6.4	78	4.9	213	13.2	1.86
11. Cost of transportation	1059	69.6	127	8.3	129	8.5	84	5.5	123	8.1	1.74
12. Don't know where to participate	1109	73.8	116	7.7	102	6.8	60	4.0	16	7.7	1.64
13. Facilities poorly maintained	1068	71.4	169	11.3	126	8.4	51	3.4	81	5.4	1.60
14. Lack of Transportation	1235	82.1	90	6.0	55	3.7	40	2.7	84	5.6	1.44
15. Not at ease socially	1212	81.2	120	8.0	102	6.8	27	1.8	32	2.1	1.36
16. Other reasons*	14	.4	2	.1	10	.3	24	.6	113	2.9	

¹ Based on the percentage of respondents ceasing an activity

*Other Reasons Specified

Other Reasons (Ranked)	Frequency	
	N	%
1. Lack of Time	60	1.5
2. Sold/Lack of Equipment	26	.7
3. Family Commitments, Pregnancy	18	.5
4. Lack of Motivation	15	.4
5. Age	13	.3
6. Left School, Home	13	.3
7. Cost of Program	10	.3
8. Difficult Logistics	10	.3
9. School Commitments	9	.2
10. Program Cancelled, End of Season	9	.2
11. Poor Atmosphere (Social and Smoke)	9	.2
12. Weather	8	.2
13. Too Competitive	8	.2
14. Government Policy	4	.1
15. Getting Organized	2	.1

FIGURE 4
IMPORTANCE OF REASONS FOR CEASING
PARTICIPATION IN LEISURE ACTIVITIES



Further analyses were undertaken in order to determine if certain reasons or obstacles were particularly associated with lack of participation in specific types of leisure activities. The findings are depicted in Table 23. The table presents the proportion of respondents who considered a reason to be important for their non-participation (i.e., a 4 or 5 on the rating scale), broken down according to the specific type of activity recently discontinued by the respondent.

From Table 23, it is possible to identify the most important factors for non-participation in various types of leisure activities. The five highest ranked obstacles for each activity-type based on the proportion of respondents considering them to be important, are summarized below. It is evident from this listing that reasons for non-participation may vary somewhat depending on the type of activity. Work and family commitments are predominate obstacles for creative-cultural-social-passive, exercise oriented, and mechanized and extractive outdoor activities, as well as team sports and curling. The obstacles to downhill skiing are notably different from those of other activities, emphasizing cost factors and overcrowding of facilities.

Table 23

Importance of Reasons for Non-Participation
in Types of Leisure Activities

Reasons/ Obstacles	Percent of Respondents ¹								
	Sample %	Creative- Cultural %	Exercise Oriented %	Team Sports %	Outdoor (Non-mach) %	Outdoor (Mech-Ext) %	Curling %	Downhill Skiing %	Racquet- ball/Squash %
1. Work	(43.2)	45.3	43.8	44.6	43.6	44.7	39.4	40.6	46.1
2. Family	(38.2)	45.3	37.2	37.0	31.4	36.7	49.2	37.0	34.8
3. Another activity	(28.0)	27.0	29.8	30.1	35.4	20.7	26.4	24.2	31.1
4. Overcrowding	(24.5)	8.7	24.0	19.5	13.3	33.9	14.1	51.1	17.2
5. Admission fees	(22.6)	16.0	21.9	11.1	5.2	19.5	20.2	60.4	32.2
6. No others	(21.8)	24.4	22.9	25.3	34.0	13.5	11.0	10.9	38.9
7. No opportunity	(22.3)	19.7	26.4	16.6	24.2	23.7	7.2	25.6	20.5
8. Equipment cost	(21.0)	20.8	17.3	10.3	15.2	32.3	11.3	52.6	15.9
9. No interest	(14.1)	20.8	13.0	13.0	12.2	16.4	12.5	6.9	14.8
10. Phys. unable	(18.0)	17.7	19.4	16.8	12.9	14.4	25.3	15.8	14.6
11. Transport cost	(13.5)	10.0	9.2	4.5	11.5	19.7	4.0	41.5	9.1
12. Site unknown	(11.5)	12.0	11.4	18.3	8.3	13.7	4.0	.8	7.9
13. Poor facilities	(8.8)	5.8	8.9	7.9	2.1	15.8	7.3	2.3	7.0
14. No transport	(8.1)	11.4	8.0	4.1	10.4	10.9	2.4	10.9	6.8
15. Not at ease	(3.8)	5.8	4.1	4.2	3.2	3.7	2.4	3.1	1.1

¹ Based on the number of respondents ceasing an activity.

Creative - Cultural, Social and Passive Activities:

1. Work commitments	(45.3%)*
2. Family commitments	(45.3%)
3. Took up another activity	(27.0%)
4. Difficult to find others	(24.4%)
5. Equipment cost	(20.8%)
No longer interested	(20.8%)

Exercise Oriented Activities:

1. Work commitments	(43.8%)
2. Family commitments	(37.2%)
3. Took up another activity	(29.8%)
4. No opportunity near home	(26.4%)
5. Facilities overcrowded	(24.0%)

Team Sports:

1. Work commitments	(44.6%)
2. Family commitments	(37.0%)
3. Took up another activity	(30.1%)
4. Difficult to find others	(25.3%)
5. Facilities overcrowded	(19.5%)

Outdoor Recreation Activities (Non-mechanized):

1. Work commitments	(43.6%)
2. Took up another activity	(35.4%)
3. Difficult to find others	(34.0%)
4. Family commitments	(31.4%)
5. No opportunity near home	(24.2%)

* Proportion of respondents ceasing an activity who identified an obstacle to be important.

Outdoor Recreation Activities (Mechanized and Extractive):

1. Work commitments (44.7%)
2. Family commitments (36.7%)
3. Facilities overcrowded (33.9%)
4. Cost of equipment (32.3%)
5. No opportunity near home (23.7%)

Curling:

1. Family commitments (49.2%)
2. Work commitments (39.4%)
3. Took up another activity (26.4%)
4. Physically unable (25.3%)
5. Cost of admission, fees (20.2%)

Downhill Skiing:

1. Cost of admission, fees (60.4%)
2. Cost of equipment (52.6%)
3. Facilities overcrowded (51.1%)
4. Cost of transportation (41.5%)
5. Work commitments (40.6%)

Racquetball, Squash:

1. Work commitments (46.1%)
2. Difficult to find others (38.9%)
3. Family commitments (34.8%)
4. Cost of admission, fees (32.2%)
5. Took up another activity (31.1%)

2.4 Membership in Private Clubs

Section 2, Question 5(a)

Table 24 indicates the proportion of respondents having or not having memberships in private recreation-oriented clubs. The majority of respondents (72.4%) were not members of a private club, while just over one-fifth of the respondents (22.9%) were private-club members.

Table 24
Proportion of Respondents Indicating
Membership and No Membership in
a Private Club

Table 24 Proportion of Respondents Indicating Membership and No Membership in a Private Club		
Club	Frequency	
Membership	N	%
Yes	897	22.9
No	2838	72.4
No Response	186	4.7
TOTAL	3921	100.0

Those respondents who indicated membership in a private recreation club .were asked to specify the number of clubs to which they belonged. The responses are tabulated in Table 25. The majority of private club members (69%) belonged to one club. Approximately one-fifth (21.956) reported membership in two clubs, while a small proportion (9%) belonged to three or more clubs.

Table 25
Proportion of Respondents
Belonging to a Specific Number of Private Clubs¹

Number of Clubs	Frequency	
	N	%
1	554	69.0
2	176	21.9
3	50	6.2
4	16	2.0
5 or more	7	.8
TOTAL	803	100.0

Percentages are based on the number of respondents belonging to a private club.

Section 2, Question 5(b)

Club Fees and Charges

The total annual costs for club dues, fees, and other charges associated with respondents' private club memberships are summarized in Table 26. Two-thirds of the respondents (65.6%) reported club costs of \$300.00 or less. Approximately 8% had membership costs of \$1,000.00 or more. The average club costs reported by the respondents were just under \$400.00 per year.

Table 26
Proportion of Respondents
Reporting Various Annual Costs
for Private Club Memberships¹

Club Costs \$	Frequency	
	N	%
1 to 49	159	19.0
50 to 100	151	18.1
101 to 200	137	16.4
201 to 300	101	12.1
301 to 400	53	6.3
401 to 500	56	6.7
501 to 750	41	4.9
751 to 1000	47	5.7
1000 to 1500	25	3.0
1501 and over	47	5.6
Lifetime memberships	16	1.9
Multiple response	2	.2
TOTAL	835	100.0

Percentages are based on the number of respondents belonging to a private club.

2.5 Volunteer Participation

Section 2, Question 6(a)

The proportions of respondents who indicated they did or did not work as a volunteer in the previous twelve months are reported in Table 27. Participation as a volunteer was reported by 38.2% of the sample, while 55.3% indicated they had not worked as a volunteer in the past year.

Table 27 Proportion of Respondents Reporting Participation or Non-Participation in Volunteer Work

Volunteer Participation	Frequency	
	N	%
Yes	1498	38.2
No	2170	55.3
No Response	253	6.5
TOTAL	3921	100.0

Section 2, Question 6(b)

Hours Worked as a Volunteer

Those respondents who reported that they had worked as a volunteer in the previous twelve months were asked to indicate the number of hours they spent doing volunteer work in an average week. Over one half of the volunteers (58.8%) indicated that they worked from one to five hours a week. One-fifth of the volunteers (20.4%) contributed from six to ten hours, while 13.3% worked for more than 15 hours a week.

Table 28

Time Spent Doing
Volunteer Work in an Average Week¹

Hours Per Week	Frequency	
	N	%
1 - 5	872	58.8
6 - 10	302	20.4
11 - 15	109	7.4
More than 15	197	13.3
Mult. Resp.	2	.1
Total	1482	100.0

Percentages are based on the number of respondents who volunteer.

Respondents' Opinions

Section 3 of the questionnaire investigated respondents' opinions about sports competition and provincial parks' programs and services. In addition, information about visitation to Alberta Provincial Parks was requested.

Section 3, Question 1

Winning Medals

Table 29 summarizes respondents' opinions about the importance of Alberta's amateur athletes winning medals in interprovincial and national competitions. Approximately three-quarters of the respondents felt that winning medals was either Important (41.8%) or somewhat important (32.3%), while 13.1% indicated this was not important.

Table 29

Respondents' Opinions About Alberta's Amateur Athletes Winning Medals in Competitions

Winning Medals	Frequency	
	N	%
Not Important	512	13.1
Somewhat Important	1265	32.3
Important	1639	41.8
Undecided/No Opinion	387	9.9
Mult. Resp./No Answer	118	3.0
TOTAL	3921	100.0

Section 3, Question 2
Children's Competition

Table 30 Indicates the proportion of respondents having various opinions about competition in organized sports for children. Over three-quarters of respondents felt there is either too much emphasis (42.6%) or enough emphasis (36.3%) on competition. A small proportion (7.5%) felt that there is not enough emphasis on competition in children's sports.

Table 30
Respondents' Attitudes About Competition in Organized
Sports for Children

Children's	Frequency Competition	
N		%
Not enough emphasis	293	7.5
Enough emphasis	1422	36.3
Too much emphasis	1672	42.6
Undecided/No Opinion	396	10.1
Mult. Resp./No Answer	138	3.5
TOTAL	3921	100.0

Table 31
 Proportions of Respondents Visiting/Not Visiting
 Alberta Provincial Parks in the Past Three

Years		Frequency Visit	
Park			
N	%		
Yes		3063	78.1
No		572	14.6
Don't Know/Don't Remember		180	4.6
Mult. Resp./No Answer		106	2.7
TOTAL		3921	100.0

Section 3, Question 4

Opinions about Roles of Alberta Recreation and Parks

Respondents were asked to indicate their opinions about the importance of three Alberta Recreation and Parks' functions. Table 32 reports the proportions of respondents holding different views about each of these roles. The functions are rank-ordered according to the percentage of respondents reporting them to be "Very Important". The findings are also illustrated in Figure 5.

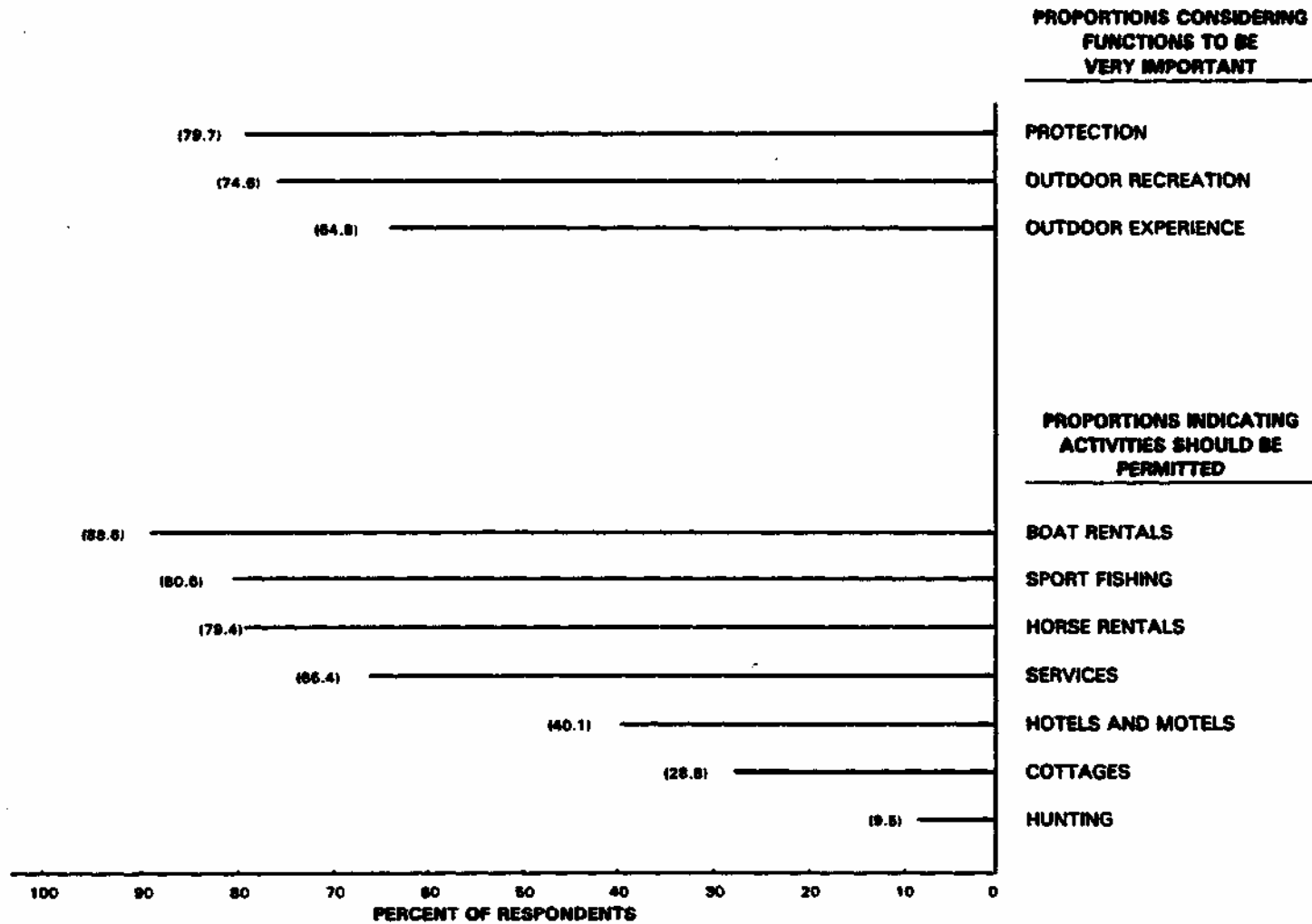
The three functions - protecting natural and historical areas, providing outdoor recreation opportunities, and providing "outdoor experience" opportunities - were all very important to the majority of respondents. Of these three functions, protecting areas of historical and natural interest was ranked highest, with 79.7% of respondents identifying it as very important. A very small proportion (5% or fewer) felt these functions to be unimportant.

Table 32

Opinions About the Role of
Alberta Recreation and Parks

Role	Very Important		Somewhat Important		Not at All Important		Mult. Response/ No Answer	
	N	%	N	%	N	%	N	%
1. Protect areas of historical and natural interest	3126	79.7	615	15.7	58	1.5	122	3.1
2. Provide outdoor recreation opportunities	2924	74.6	739	18.8	103	2.6	155	3.9
3. Provide "outdoor experience" opportunities	2539	64.8	1012	25.8	196	5.0	174	4.4

**FIGURE 5
OPINIONS ABOUT PARKS' FUNCTIONS,
SERVICES AND ACTIVITIES**



Section 3, Question 5

Opinions About Parks' Activities and Services

Respondents were asked to indicate how they felt about seven activities or services being permitted in Provincial Parks. Table 33 reports the proportions of respondents who felt these activities or services should or should not be permitted. The listing is rank-ordered according to the percentage of respondents in favour of the activity or service (i.e., answering Yes). The findings are also illustrated in Figure 5.

There appears to be general support for three activities or services in Provincial Parks, including boat and canoe rentals (88.6%), sport fishing (80.6%), and horse rentals (79.4%). Services such as laundromats and stores were acceptable to two-thirds of the respondents (66.4%). The majority of the sample was not in favour of cottage subdivisions or hunting in Provincial Parks.

Table 33
Respondents' Opinions About
Activities and Services in Provincial Parks

Activity/Service (Ranked)	Frequency				Multi. resp./ No Answer	
	Yes N	%	No N	%	N	%
1. Boat and canoe rentals	3473	88.6	306	7.8	142	3.7
2. Permit sport fishing	3161	80.6	592	15.1	170	4.3
3. Horse rentals	3115	79.4	631	16.1	175	4.5
4. Services (laundromats, stores, etc.)	2605	66.4	1176	30.0	140	3.6
5. Hotels and motels	1573	40.1	2166	55.2	189	4.7
6. Cottage subdivisions	1128	28.8	2556	65.2	237	6.1
7. Hunting	374	9.5	3336	85.1	211	5.4

2.7 Socio-Economic and Demographic Information
about Respondents and Households

2.7.1 Residence Characteristics

Section 1A, Question 1

Rural-Urban Location

The survey questionnaire requested information about the residence characteristics of the respondent. Table 34 reports the proportion of respondents who indicated their residence to be in rural or urban locations. Most respondents (84.8%) indicated an urban location, (i.e., a village, town, or city). A small proportion (9.6%) reported that they live on farms or acreages. It should be noted that rural residents are under-represented in the survey sample, when compared to the Alberta population proportion of 22.8% rural residents*.

* Alberta Bureau of Statistics (1984)

Table 34
Proportions of Respondents
Living in Urban or Rural Locations

Location	Frequency	
	N	%
Town or city	3326	84.8
Farm or acreage	378	9.6
Multiple response	170	4.3
No Answer	47	1.2
TOTAL	3921	100.0

Table 35 identifies the proportion of respondents living in various regions of the province. The data are rank-ordered according to the frequencies in each region. Over one-half of the respondents (54.4%) were from the two major urban centres, Calgary and Edmonton.

Table 35

Location of Respondent Households:

Provincial Regions*

Regions (Rank-Ordered)	Frequency	
	N	%
1. Calgary (3)	1231	31.4
2. Edmonton (12)	900	23.0
3. Lethbridge (1)	290	7.4
4. Stony Plain (10)	255	6.5
5. Red Deer (6)	250	6.4
6. Medicine Hat (2)	160	4.1
7. Leduc (7)	156	4.0
8. Grande Prairie (15)	95	2.4
9. Wainwright (18)	71	1.8
10. St. Paul (13)	63	1.6
11. Edson (9)	59	1.5
12. Three Hills (4)	54	1.4
13. Barrhead (11)	52	1.3
14. Peace River (16)	53	1.3
15. Stettler (5)	48	1.2
16. Vegreville (8)	45	1.1
17. Fort McMurray (17)	42	1.1
18. High Prairie (14)	10	0.3
Not Known	87	2.2
Total	3921	100.00

Section 1A, Question 4

Length of Time in Alberta

A further question was asked about the respondents' residence characteristics. Table 36 presents the data for respondents' length of residence in Alberta. The majority of respondents (76.4%) had lived in Alberta for 11 or more years, while very few (2.6%) had lived in the province for two years or less.

*Note: Regional boundaries are based on Recreation Development Division regions and regional offices. The numbers in brackets correspond with the regional number designation.

Table 36

Length of Residence in Alberta

Length of Time	Frequency	
	n	%
Less than 6 months	5	.1
6 months to 1 year	8	.2
1 to 2 years	91	2.3
3 to 5 years	358	9.1
6 to 10 years	422	10.8
11 or more years	2994	76.4
Multiple response	4	.1
No answer	38	1.0
Total	3920	100.00

2.7.2 Household Characteristics

The second set of questions in Section 1A examined the respondents' household type and household structure.

Section 1A, Question 2

Household Type

In Table 37 the proportion of respondents reporting each type of household is summarized and presented in a ranked order. An additional table lists other household categories identified by respondents and the frequency of these responses in rank order. The most frequent household type is described as a couple with children; reported by almost one-half (46.2%) of respondents. Couples with no children constituted one-quarter of the sample (24.4%), while 13.5% of respondents were single persons.

Table 37

Respondents' Type of Household

Household Type (Ranked)	Frequency	
	N	%
1. Couple with children	1810	46.2
2. Couple with no children	957	24.4
3. Single person	530	13.5
4. Two or more related adults	210	5.4
5. Two or more unrelated adults	151	3.9
6. Single parent family	145	3.7
7. Other *	75	1.9
Mult.-response	12	.3
No answer	31	.8
Total	3921	100.0

*Other Types of Households

Household Types (Ranked)	Frequency	
	N	%
1. Extended family	30	.8
2. Widow/Pensioner	22	.6
3. Family + friends	12	.3
4. Couple + single person	8	.2
5. Foster/boarding situation	6	.2

Section 1A, Question 3

Household Size

From Question 3, it was possible to determine the total number of persons in the respondents' households. The responses are tabulated in Table 38. The most common household size is two people (31.7% of the sample), with three and four household members also reported by a relatively high proportion of respondents (39.6%).

Table 38
Number of Household Members

Number of Persons	Frequency	
	N	%
1	554	14.1
2	1243	31.7
3	706	18.0
4	847	21.6
5	367	9.4
6	100	2.5
7	31	.8
Greater than 7	25	.6
No answer	50	1.3
Total	3923	100.0

In Table 39, there is a breakdown of the number of household members in each of six age categories. Approximately one-fifth of the households (21.6%) had children under 6 years of age, while 32.0% of the households reported children between 6 and 17 years of age. One-half of the households had adult members between 30 and 49 years of age.

Table 39

Number and Age of Person(s)
in Respondents' Households

Number in Household	Age (years)											
	Under 6		6 - 17		18 - 29		30 - 49		50 - 64		Over 64	
	N	%	N	%	N	%	N	%	N	%	N	%
None	3074	78.4	2667	68.0	2225	56.7	1930	49.2	3015	76.9	3431	87.4
1	514	13.1	558	14.2	872	22.2	728	18.6	422	10.8	308	7.8
2	292	7.4	516	13.2	714	18.2	1244	31.7	481	12.3	184	4.7
3	37	.9	143	3.6	76	1.9	18	.5	3	.1	3	.1
4	4	.1	31	.8	30	.8	1	.0				
5			5	.1	2	.1						
6			1	.0	0	.0						
7					1	.0						
8					1	.0						

2.7.3. Socio - Demographic Characteristics

Section 2, Question 1

Sex, Age and Marital Status

The questionnaire inquired about the sex, age and marital status of the respondent. The findings for the sample are reported in Tables 40, 41 and 42.

More males (64.7%) than females (34.0%) responded to the survey. It should be noted that male respondents are over-represented in the survey sample, when compared to the Alberta population proportion of 50.7% males.* With respect to respondents' ages, there were two peaks evident on the data. Respondents between 25 and 34 years of age constituted 30.3% of the sample while one-quarter (25.5%) were between 45 and 64 years of age. The mid-age group (35 to 44 years) was present in a lower proportion (22.0%). Those under 25 years and 65 years or older each constituted approximately 10% of the sample.

The majority of respondents (69.5%) were married, while smaller proportions were single (19.1%) or in other marital status categories (10.1%).

Table 40 Respondents' Sex

Sex	Frequency	
N		%
Male	2535	64.7
Female	1333	34.0
Multiple response	25	.6
No answer	28	.7
Total	3921	100.00

* Alberta Bureau of Statistics (1984)

Table 41

Respondents' Age Category

Age Category (years)	Frequency	
	N	%
Under 25	377	9.6
25 to 34	1189	30.3
35 to 44	863	22.0
45 to 64	999	25.5
65 or older	397	10.1
No answer	96	2.4
Total	3921	100.00

Table 42

Respondents' Marital Status

Marital Status	Frequency	
	N	%
Married	2726	69.5
Single	750	19.1
Other	396	10.1
Multiple response	7	.2
No answer	42	1.1
Total	3921	100.00

Section 4, Question 1

Education

Table 43 provides a breakdown of the highest levels of education attained by the respondents. The proportion of respondents who reported that they had attended or completed a post-secondary program (technical - vocational or university) was approximately 50% of the sample. A further 28.2% had attended or completed high school. A small proportion (10.3%) reported less than a high school education.

Table 43
Respondents' Educational
Level

Educational Level	Frequency	
	N	%
Elementary school	60	1.5
Junior high school	345	8.8
Attended/completed senior high	1107	28.2
Attended completed tech. or voc.	922	23.5
Attended/completed university	1085	27.7
Other*	118	3.0
Multiple response	197	5.0
No answer	87	2.2
Total	3921	100.00

*Other Education Mentioned

Education (Ranked)	Frequency	
	N	%
1. Completed college	55	1.4
2. Currently in school	23	.6
3. Various specialties	14	.4
4. Foreign, private education	12	.3
5. University certificate	8	.2
6. Apprenticeship	8	.2
7. Armed forces training	5	.1
8. No education	1	.0
9. Teachers' Certificate	1	.0

Section 4, Question 2(a)
Number of Income Earners

Table 44 indicates the numbers of Income earners in the respondents' households in the previous twelve months and the proportion of respondents reporting these numbers. Almost one-half of the households (47%) had two income earners while one-third (32.3%) reported a single wage-earner. A small number of households (13.1%) had three or more income earners.

Table 44
Number of Income Earners
In Respondents' Households

Number	Frequency	
	N	%
0	9	.2
1	1265	32.3
2	1841	47.0
3	338	8.6
4	133	3.4
5	33	.8
6 or more	17	.3
Multiple response	1	.0
No answer	284	7.2
Total	3921	100.0

Section 4, Question 2(b)
Household Income

Table 45 summarizes the respondents' estimates of the total amount of income received in their households during the previous twelve months. Three income categories accounted for over one-half of the respondents, with comparable proportions of the sample in each of the categories: incomes of \$10,000 to \$20,000 were reported by 17.2%; incomes of \$20,001 to \$30,000 by 18.1%; and \$30,001 to \$40,000 by 17.4% of the sample. Household earnings over \$40,000 were reported by 30.7% of the sample. A relatively small proportion (8.0%) had incomes of less than \$10,000 per year.

Table 45
Total Household Income

Income Level \$	Frequency	
	N	%
Less than 10,000	312	8.0
10,000 to 20,000	676	17.2
20,001 to 30,000	711	18.1
30,001 to 40,000	683	17.4
40,001 to 50,000	476	12.1
50,001 to 60,000	291	7.4
60,001 to 70,000	179	4.6
70,000 or over	257	6.6
Multiple Response	26	.7
No answer	310	7.9
Total	3921	100.00

2.8 Respondents' Comments

The survey provided space at the end of the questionnaire to allow respondents to submit spontaneous comments. The content of these comments was analyzed and grouped into general categories. Table 46 presents a rank-ordering of these comment categories and the frequencies with which each was mentioned.

One-fifth of the comments (20.2%) focused on suggestions for improving the Provincial Parks system, while 8.9% offered praise about parks. Approximately 15% of the comments (14.6%) were directed toward the survey, with equal proportions praising and criticizing it. Other commonly mentioned categories were criticism of land use policies (7.2%) and comments about other types of parks and recreation systems (6.3%). One-half of the categories were mentioned relatively infrequently (i.e., fewer than twenty times).

Table 46

Respondents' Comments¹

Comment Categories (Ranked)	Frequency	
	N	% ¹
1. Suggestions for improving Provincial Parks	124	20.2
2. Praising parks	55	8.9
3. Praising survey	46	7.5
4. Critical of land use policies	44	7.2
5. Critical of survey	44	7.1
6. Comments about other recreation/parks systems	39	6.3
7. Personal barriers prevent participation	28	4.5
8. General government spending suggestions	26	4.2
9. Enjoy recreation activities	24	3.9
10. Supply equal access, opportunities	22	3.6
11. Support physical fitness activities	21	3.4
12. Fees too high	14	2.3
13. Request survey results	13	2.1
14. Poor outdoor facilities	12	2.0
15. Good outdoor recreation facilities	10	1.6
16. Promote amateur sports	9	1.5
17. Critical of childrens's competition	7	1.1
18. Age prevents participation	7	1.1
19. More local parks	6	1.0
20. Praise staff	5	.8
21. Promote lake, river use	5	.8
22. Curious about survey	3	.5
23. Oppose recreation	3	.5
24. Encourage volunteers	1	.2
25. Other	47	7.6
Total	615	100.00

¹ Percentages are based on the number of comments contributed by respondents.

Appendix A

Questionnaire: 1984 Public
Opinion Survey on Recreation

1984 Public Opinion Survey on Recreation

SECTION I

ABOUT YOUR HOUSEHOLD

For Office Use Only

1				
5				
6	0	1		

PART A.

This section requests general information about you and the other people who live in your household. Members of the household include those people who normally live in the apartment, house or other dwelling in which you live.

Your answers will help us learn more about the people we are here to serve.

ALL REPLIES WILL BE HELD IN THE STRICTEST CONFIDENCE.

1. a) In what village, town or city do you live?

Please specify _____

8				
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b) If you live on a farm or acreage, to what village, town or city is your mail addressed?

Please specify _____

2. Which of the following best describes your household? (Please check one box only.)

- Couple with no children
- Couple with children
- Single person
- Single parent family
- Two or more unrelated single adults
- Two or more related adults
- Other (please describe below)

12		
13		

3. How many members of your household are in the following age groups? Please specify the NUMBER OF PEOPLE in each AGE GROUP. (Do not forget to include yourself.)

How Many?

- Children under 6 years of age _____
- Children between 6 and 17 _____
- Adults between 18 and 29 _____
- Adults between 30 and 49 _____
- Adults between 50 and 64 _____
- Adults 65 and over _____

15		
17		
19		
21		
23		
25		

4. How long have you lived in Alberta? (Please check ONE box only.)

- Less than 6 months 3 to 5 years
- 6 months to 1 year 6 to 10 years
- 1 to 2 years 11 or more years

27	
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For Office
Use Only

PART B.

Please answer the following questions about the way members of your household spend their leisure time. Again, members of the household include those people who normally live in the apartment, house or dwelling in which you live. Your answers will help us to determine the present leisure behavior patterns of Albertans and to predict future trends.

1. We would like to learn about the social, creative and cultural activities that you or the members of your household participate in.

Following, is an example of the way in which you can give this information to us.

FOR EXAMPLE, a household with five people might answer this way for "Visiting a Museum":

NUMBER OF PEOPLE FROM YOUR HOUSEHOLD WHO PARTICIPATED IN EACH ACTIVITY

	NOT AT ALL	1 TO 10 TIMES	11 OR MORE TIMES
Visiting a Museum	0 1 Member(s)	0 4 Member(s)	0 0 Member(s)

In this household, one member did *not* visit a museum at all during the past 12 months. Four members of the household visited a museum more than once but less than ten times in the past twelve months, and no one visited a museum 11 or more times.

For EACH of the following, please indicate the NUMBER OF PEOPLE from your household who participated in the PAST TWELVE MONTHS.

NUMBER OF PEOPLE FROM YOUR HOUSEHOLD WHO PARTICIPATED IN EACH ACTIVITY DURING THE PAST 12 MONTHS

	NOT AT ALL	1 TO 10 TIMES	11 OR MORE TIMES
Visiting a library	28 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Visiting a museum, live theatre, art gallery, etc. (not movies)	34 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Engaging in a craft or hobby (photography, woodwork, sewing, etc.)	40 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Home Improvement	46 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Engaging in drama, music (sing or play), drawing, writing, etc.	52 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Dancing (social, Folk, etc.)	58 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Dining Out	64 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Visiting with friends or relatives	70 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)

6 0 2

NUMBER OF PEOPLE FROM YOUR HOUSEHOLD WHO PARTICIPATED IN EACH ACTIVITY DURING THE PAST 12 MONTHS (continued)

For Office Use Only

	NOT AT ALL	1 TO 10 TIMES	11 OR MORE TIMES
Participating in an organized group, club or society, or organization	8 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Volunteering for an organized group, club or society, or organization	14 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Attending educational courses	20 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Reading for pleasure	26 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Playing cards, board games, adventure games eg. Chess, Bridge, Monopoly, D & D, etc.)	32 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Playing Bingo, casinos, etc.	38 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Playing video and electronic games	44 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Attending a movie	50 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Watching TV.	56 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Listening to radio, records, tapes	62 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Attending a sports event as a spectator	68 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Gardening	74 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Driving for pleasure	8 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)

6 0 3

2. We would like to learn about the outdoor or sports activities that you or the members of your household participate in.

For EACH of the following, please indicate, as you did in question 1, the NUMBER OF PEOPLE from your household who participated in the PAST TWELVE MONTHS.

	NOT AT ALL	1 TO 10 TIMES	11 OR MORE TIMES
Walking for pleasure	14 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Day Hiking	20 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Overnight Backpacking	26 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Overnight Camping	32 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Picnicking	38 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Mountain Climbing	44 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Hunting	50 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Fishing	56 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Horseback Riding/Trail Riding	62 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)

**NUMBER OF PEOPLE FROM YOUR HOUSEHOLD WHO PARTICIPATED
IN EACH ACTIVITY DURING THE PAST 12 MONTHS (continued)**

**For Office
Use Only**

	NOT AT ALL	1 TO 10 TIMES	11 OR MORE TIMES
Orienteering (Map & Compass)	68 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Canoing	74 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Sailing	8 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
River Rafting	14 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Motor Boating	20 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Water Skiing	26 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Sailboarding/ Windsurfing	32 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Swimming	38 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Snowmobiling	44 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Downhill Skiing	50 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Cross-Country Skiing	56 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Tobogganing/ Sledding	62 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Ice Hockey	68 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Ringette	74 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Ice Skating	8 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Roller Skating	14 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Table Tennis	20 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Badminton	26 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Racquetball	32 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Squash	38 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Tennis	44 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Judo/Karate	50 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Weight Lifting/ Body Building & Shaping	56 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Softball/Baseball	62 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Curling	68 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Bowling/Lawn Bowling	74 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Football	8 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Soccer	14 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Rugby	20 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Golf (other than driving range or mini-golf)	26 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Basketball	32 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Volleyball	38 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Track and Field	44 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)
Gymnastics	50 <input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)	<input type="checkbox"/> <input type="checkbox"/> Member(s)

0 4

0 5

0 6

**NUMBER OF PEOPLE FROM YOUR HOUSEHOLD WHO PARTICIPATED
IN EACH ACTIVITY DURING THE PAST 12 MONTHS (continued)**

**For Office
Use Only**

	NOT AT ALL	1 TO 10 TIMES	11 OR MORE TIMES
Archery	58 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Shooting (Trap/Skeet/Target)	62 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Jogging/Running	65 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Aerobics/Fitness/Jazzercise	74 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Bicycling	8 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
BMX Racing	14 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Motorcycling/Trail Biking	20 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Other (please specify)	26 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)
Other (please specify)	34 <input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)	<input type="text"/> <input type="text"/> Member(s)

07

32

40

**SECTION II
ABOUT YOU PERSONALLY**

**For Office
Use Only**

Please answer the following questions about the way you spend your leisure time. Your answers will help us to learn more about the leisure involvements of Albertans — the people we are here to serve.

1. Please tell us a little about yourself.

What is your sex? I am Male Female

42

How old are you? I am _____ years old.

43

What is your marital status? I am single married other

45

2. We would like to learn more about the outdoor and sports activities that YOU participated in **MOST OFTEN** during the past twelve months. Please review the list below and then answer the questions that follow.

Softball/Baseball
Bowling/Lawn Bowling
Football
Soccer
Rugby
Golf (other than driving range or mini-golf)
Basketball
Volleyball
Track and Field
Gymnastics
Archery
Shooting (Trap/Skeet/Target)
Jogging/Running
Aerobics/Fitness/Jazzercise
Bicycling
BMX Racing
Motorcycling/Trail Biking

Walking for Pleasure
Day Hiking
Overnight Backpacking
Overnight Camping
Picnicking
Mountain Climbing
Hunting
Fishing
Horseback Riding/Trail Riding
Orienteering (Map & Compass)
Canoeing
Sailing
River Rafting
Motor Boating
Water Skiing
Sailboarding/Windsurfing
Swimming

Snowmobiling
Downhill Skiing
Cross-Country Skiing
Tobogganing/Sledding
Ice Hockey
Ringette
Ice Skating
Curling
Roller Skating
Table Tennis
Badminton
Racquetball
Squash
Tennis
Judo/Karate
Weight Lifting/Body Building & Shaping

Did you participate in any of the activities listed above during the past twelve months?

Yes No If NO, please go to question 3, page 7.

46

If YES, from the group of outdoor and sports activities identified above, please list **UP TO THREE** activities that YOU participated in **MOST OFTEN**, and how many times you participated in each activity during the past 12 months.

**NUMBER OF TIMES PARTICIPATED
IN THE PAST TWELVE MONTHS**

OUTDOOR OR SPORTS ACTIVITY	1-10 Times	11-30 Times	31-50 Times	51 or more Times
a. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

47

50

53

3. (a) Is there any leisure time activity that YOU have STARTED to participate in REGULARLY over the LAST 12 MONTHS? (This does not need to be a new activity; it may be something you did years ago, but only recently took up again.)

Yes No If NO, please go to question 4, page 9.

If YES, please specify which leisure activity you have started to participate in. (If there is more than one activity that you have started to participate in regularly over the LAST 12 MONTHS, please list the activity that you participated in MOST OFTEN.)

Name ONE activity only. _____

(b) People have many reasons for participating in leisure activities. We would like to know your reasons for starting or re-starting to participate in this activity during the past 12 months.

Based on the activity you have started or re-started, as listed above in part 3(a), how IMPORTANT are EACH of the following reasons for participation to you? (Please circle ONE number for EACH reason.)

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57

FOR EXAMPLE, if "physical health or exercise" is extremely important to you, you would circle 5 on the importance scale.

	NOT AT ALL IMPORTANT				EXTREMELY IMPORTANT
For Physical Health or Exercise	1	2	3	4	5

Or, if "spending time with my family" is not important you would circle 2 on the importance scale.

	NOT AT ALL IMPORTANT				EXTREMELY IMPORTANT
To Spend Time With My Family	1	2	3	4	5

REASONS	NOT AT ALL IMPORTANT					EXTREMELY IMPORTANT					For Office Use Only	
	1	2	3	4	5	1	2	3	4	5		
To enjoy nature	1	2	3	4	5	1	2	3	4	5	59	<input type="checkbox"/>
To do something different from work	1	2	3	4	5	1	2	3	4	5	60	<input type="checkbox"/>
For physical health or exercise	1	2	3	4	5	1	2	3	4	5	61	<input type="checkbox"/>
To be creative	1	2	3	4	5	1	2	3	4	5	62	<input type="checkbox"/>
To relax	1	2	3	4	5	1	2	3	4	5	63	<input type="checkbox"/>
To do things with my friends	1	2	3	4	5	1	2	3	4	5	64	<input type="checkbox"/>
To meet new people and maybe new friends	1	2	3	4	5	1	2	3	4	5	65	<input type="checkbox"/>
To meet people of the opposite sex	1	2	3	4	5	1	2	3	4	5	66	<input type="checkbox"/>
To be alone	1	2	3	4	5	1	2	3	4	5	67	<input type="checkbox"/>
To be away from my family	1	2	3	4	5	1	2	3	4	5	68	<input type="checkbox"/>
To show others I could do it	1	2	3	4	5	1	2	3	4	5	69	<input type="checkbox"/>
To help others	1	2	3	4	5	1	2	3	4	5	70	<input type="checkbox"/>
For excitement	1	2	3	4	5	1	2	3	4	5	71	<input type="checkbox"/>
To use my skills and talents	1	2	3	4	5	1	2	3	4	5	72	<input type="checkbox"/>
To learn new skills and abilities	1	2	3	4	5	1	2	3	4	5	73	<input type="checkbox"/>
To compete with others	1	2	3	4	5	1	2	3	4	5	74	<input type="checkbox"/>
To keep busy	1	2	3	4	5	1	2	3	4	5	75	<input type="checkbox"/>
To contribute to my community	1	2	3	4	5	1	2	3	4	5	76	<input type="checkbox"/>
Other (please specify)	1	2	3	4	5	1	2	3	4	5	77	<input type="checkbox"/>
											78	<input type="checkbox"/>

(c) You may wish to advise us of the money you spent on participating in this activity.

Approximately how much money did YOU spend on the leisure time activity you started or re-started to participate in over the past 12 months. (Please check ONE box for EACH category.)

6 0 8

	AMOUNT SPENT					
	\$1 to \$49	\$50 to \$99	\$100 to \$249	\$250 to \$499	\$500 and OVER	
EQUIPMENT COSTS (eg. purchase, rental, maintenance or repair of equipment)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8 <input type="checkbox"/>
TRAVEL COSTS (eg. all transportation costs — gas, bus fare, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9 <input type="checkbox"/>
MEMBERSHIP DUES or ENTRANCE FEES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10 <input type="checkbox"/>
OTHER EXPENDITURES not included above (eg. meals, accommodation, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11 <input type="checkbox"/>

4. (a) Is there any leisure time activity that you USED to PARTICIPATE in REGULARLY during the last few years, but have NOT participated in, during the LAST 12 MONTHS?

Yes No If NO, please go to question 5, page 10.

If YES, please specify the activity. (If there is more than one activity that you used to participate in regularly, but have NOT participated in during the LAST 12 MONTHS, please list the one that first comes to your mind.)

Name ONE activity only. _____

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(b) People have many reasons for NOT participating in a leisure activity. We would like to know your reasons for not participating in this activity.

Based on the activity that you indicated you have NOT participated in during the past 12 months, how IMPORTANT are EACH of the following reasons for lack of participation to YOU? (Please circle ONE number for EACH reason.)

REASONS	NOT AT ALL IMPORTANT					EXTREMELY IMPORTANT				
No longer interested	1	2	3	4	5	15	<input type="checkbox"/>			
Family commitments	1	2	3	4	5	16	<input type="checkbox"/>			
Work commitments	1	2	3	4	5	17	<input type="checkbox"/>			
I am physically unable to participate	1	2	3	4	5	18	<input type="checkbox"/>			
The cost of transportation	1	2	3	4	5	19	<input type="checkbox"/>			
Lack of transportation	1	2	3	4	5	20	<input type="checkbox"/>			
Admission, rental fees, or other charges for recreation facilities or programs	1	2	3	4	5	21	<input type="checkbox"/>			
Don't know where I can participate in this activity	1	2	3	4	5	22	<input type="checkbox"/>			
It is difficult to find others to participate with	1	2	3	4	5	23	<input type="checkbox"/>			
The cost (rental or purchase) of equipment, material and supplies	1	2	3	4	5	24	<input type="checkbox"/>			
The recreational facilities or areas are overcrowded	1	2	3	4	5	25	<input type="checkbox"/>			
I'm not at ease in social situations	1	2	3	4	5	26	<input type="checkbox"/>			
There is no opportunity to participate near my home	1	2	3	4	5	27	<input type="checkbox"/>			
The recreational facilities or areas are poorly kept or maintained	1	2	3	4	5	28	<input type="checkbox"/>			

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Took up another activity 1 2 3 4 5

29

Other (please specify) 1 2 3 4 5

30
31

5. (a) Do you belong to a private, recreation-oriented club?

Yes No If No, please go to question 6.

33

If YES, how many clubs do you belong to? _____ club(s)

34

(b) You may wish to advise us of the money you spent during the last 12 months on club dues, fees and/or charges.

Please estimate your total annual cost for club dues, fees and/or charges. Amount: \$ _____

35

6. (a) Did you work as a volunteer in the past twelve months?

Yes No If NO, please go on to question 1, Section III.

38

(b) If YES, how many hours in an average week do you spend doing volunteer work (community service, church, coaching/officiating, etc.)? (Please check ONE box only.)

1-5 hrs. 6-10 hrs. 11-15 hrs. More than 15

39

**SECTION III
YOUR OPINIONS**

We would like to know YOUR opinions on the following topics that relate to the program and services supported by Alberta Recreation and Parks. Your answers will help us to plan better parks and recreation services to meet your needs.

1. Some people feel it is important that Alberta's amateur athletes win medals in interprovincial, and national competitions while others don't feel this way. What is your opinion?

Not Important Somewhat Important Important Undecided or No Opinion

 40

2. Some people feel there is too much emphasis on competition in organized sports for children while others feel there isn't enough emphasis. What is your opinion?

Not Enough Emphasis Enough Emphasis Too Much Emphasis Undecided or No Opinion

 41

3. Have you personally visited an Alberta Provincial Park during the last three (3) years? (NOTE: Provincial Parks do not include Banff, Jasper, Waterton Lakes, Elk Island or Wood Buffalo National Parks)

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No Yes Don't Know or Don't Remember

42

4. How important is it to you that Alberta Recreation and Parks develop and maintain areas:

Very Important Somewhat Important Not at all Important

To protect areas of historical and natural interest

43

To provide outdoor recreation opportunities (eg. swimming, fishing, boating, cross-country skiing, etc.)

44

To provide "outdoor experience" opportunities such as hiking trails, backpacking trails and long canoe trip routes

45

5. In your opinion, should the following activities or services be permitted in Provincial Parks? (Please check ONE box for EACH category.)

YES NO

Laundromats, food stores, gasoline outlets and other services

46

Hotels and motels

47

Hunting

48

Sport Fishing

49

Cottage subdivisions

50

Horse rentals

51

Boat and canoe rentals

52

**SECTION IV
ADDITIONAL INFORMATION**

**For Office
Use Only**

This last section requests further general information about YOU and members of YOUR household. You may wish to provide us with this information as your answers will help us to learn more about the people we are here to serve.

AGAIN, ALL REPLIES WILL BE HELD IN THE STRICTEST CONFIDENCE.

1. What is the **HIGHEST** level of education YOU have attained? (Please check **ONE** only.)

- Elementary school (up to Grade 6)
- Junior high school (up to Grade 9)
- Attended or completed senior high school
- Attended or completed a technical or vocational program
- Attended or completed a university program
- Other (please describe)

53

54

2. (a) How many people from your household received an income during the past 12 months?

Please specify the **NUMBER OF PEOPLE** _____

56

(b) Approximately, what was the **TOTAL AMOUNT OF INCOME** that you and members of your household received during the past 12 months? (Please check **ONE** box only.)

- less than \$10,000
- \$10,001 to \$20,000
- \$20,001 to \$30,000
- \$30,001 to \$40,000
- \$40,001 to \$50,000
- \$50,001 to \$60,000
- \$60,001 to \$70,000
- \$70,001 or more

58

THANK YOU VERY MUCH FOR YOUR ASSISTANCE

in answering and returning this questionnaire.

59

Please remember that the envelope enclosed does not require postage.

61

Appendix B

Calculation Procedures for
Estimated Participation by
Albertans and Rate per
Thousand Population

ESTIMATED PARTICIPANTS IN
SELECTED RECREATION ACTIVITIES
BY ALBERTANS, 1984
BASED ON 1984 ANNUAL GENERAL SURVEY ENTITLED
'PUBLIC OPINION SURVEY ON RECREATION'

METHODOLOGY NOTE

THE FOLLOWING ESTIMATES OF PARTICIPANTS ARE BASED ON THE FOLLOWING ASSUMPTIONS:

(A) ALL NON-RESPONSE BIASES INHERENT IN THE MAIL QUESTIONNAIRE DESIGN ARE ACCOUNTED FOR BY WEIGHTING THE RESPONSE DIFFERENCES IN THE FOLLOWING MANNER:

- (1) RESPONSES FROM THE FIRST RETURN WAVE FOR EACH ACTIVITY YIELD A MEAN PARTICIPATION ESTIMATE PER HOUSEHOLD OF "MEAN X1"
- (2) RESPONSES FROM THE SECOND RETURN WAVE FOR EACH ACTIVITY YIELD A MEAN NUMBER OF PARTICIPANTS PER HOUSEHOLD OF "MEAN X2"
- (3) RESPONSES FROM NON-RESPONDING HOUSEHOLDS CAN BE ESTIMATED BY DECREASING THE ESTIMATED NUMBER OF PARTICIPANTS PER HOUSEHOLD FROM THE SECOND WAVE BY THE DIFFERENCE BETWEEN THE FIRST WAVE AND THE SECOND WAVE (I.E. LET THE NON-RESPONDENTS ESTIMATE OF PARTICIPATION BE "MEAN X3)." THEN, $MEAN X3 = (MEAN X2 - (MEAN X1 - MEAN X))$.
- (4) THE TOTAL SAMPLE MEAN NUMBER OF PARTICIPANTS PER HOUSEHOLD IS ESTIMATED BY WEIGHTING EACH SUB-SAMPLE BY ITS PROPORTION OF THE ORIGINAL SAMPLE. (THESE FIGURES WILL BE PROVIDED ON REQUEST).

WHILE CONFIDENCE INTERVALS COULD BE PRODUCED USING SIMILAR PROCEDURES, THEY HAVE NOT BEEN PRODUCED PENDING A DEMONSTRATION OF NEED.

IT IS THE AUTHOR'S OPINION THAT THIS PROCEDURE UNDERESTIMATES THE AMOUNT OF PARTICIPATION THAT TAKES PLACE IN HIGHLY REPETITIVE ACTIVITIES WHICH DO NOT REQUIRE MUCH PREPARATION OR CO-ORDINATION SUCH AS RADIO LISTENING OR TV WATCHING (I.E. UNDERESTIMATED IN COMPARISON TO ACTIVITIES WHICH REQUIRE PREPARATION AND CO-ORDINATION). THE FIGURES ARE THUS BEST USED AS INDICATIONS OF RELATIVE MAGNITUDE OF APPEAL AMONG ACTIVITIES WHICH ARE HOMOGENEOUS IN THESE REGARDS.

AS WELL, MAIL SURVEYS DO NOT OFFER MUCH CONTROL OVER WHO ACTUALLY ANSWERS FORMS THAT ARE SENT OUT. WHILE THE WEIGHTING OF RESPONSE WAVES REDUCES THE ERROR DUE TO UNINTERESTED PEOPLE REFUSING TO ANSWER, IT DOES NOT REDUCE THE ERROR DUE TO UNINTERESTED PEOPLE GIVING THE QUESTIONNAIRE TO INTERESTED PEOPLE TO ANSWER. THIS IS A GENERAL LIMITATION OF THE FORM, HOWEVER, AND IS PROBABLY NOT AS SERIOUS AS OTHER SOURCES OF ERROR.

Example: 1984 Participation Data

1. Wave 1	2614 households or 36.1% of sample
Wave 2	1335 households or 18.4% of sample
Non-responding	<u>3298</u> households or <u>45.5%</u> of sample
Effective sample	7247 100.0%

2. Number of Alberta households estimated
for October, 1984 = 790,000*

3. Calculation Procedure: Estimated Participation by Albertans

Wave 1	Percent of sample x Households x Wave 1 mean = Estimate 1
Wave 2	Percent of sample x Households x Wave 2 mean = Estimate 2
Non-resp.	Percent of sample x Households x Wave 3 mean = <u>Estimate 3</u>
	Total Estimated Participation = Sum

e.g. Library Visits

$$\begin{aligned} 36.1 \times 790,000 \times 1.6602 &= 473472 \\ 18.4 \times 790,000 \times 1.3727 &= 199536 \\ 45.5 \times 790,000 \times 1.0852 &= \underline{390075} \\ &1,063,083 \end{aligned}$$

4. Calculation Procedure: Rate per Thousand Population

Population of Alberta estimated for October, 1984 = 2,356,800¹*

$$\frac{\text{Estimated Participation}}{\text{Total Population}} \times 1000 = \text{Rate per Thousand}$$

e.g. Library visits

$$\frac{1,063,083}{2,356,800} \times 1000 = 451$$

* Alberta Bureau of Statistics



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