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## 1984 Public Opinion Survey on Recreation

### ANALYSIS OF RESULTS



**Alberta**  
RECREATION AND PARKS

1984 Public Opinion Survey on Recreation

**ANALYSIS OF RESULTS**

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## 1.0 INTRODUCTION

The 1984 Public Opinion Survey on Recreation was the fourth study conducted by Alberta Recreation and Parks to gather current information about the leisure behaviour of Albertans. The survey questionnaire was mailed to a random sample of 8,031 Albertans and responses were received from 3,921 households or 54.5% of the effective sample size.

The survey was designed to provide information on the following topics:

- (i) household participation in a broad range of social, cultural, creative, outdoor, and sports activities;
- (ii) respondent participation in selected outdoor and sports activities;
- (iii) activities started in the past year, reasons for starting these activities, and associated expenditures;
- (iv) activities discontinued in the past year and reasons for ceasing participation;
- (v) private club membership;
- (vi) voluntarism;
- (vii) opinions on selected sports and parks - related issues; and
- (viii) socio-economic and demographic information about respondents and their households.

One objective of the 1984 Public Opinion Survey on Recreation was to facilitate the assessment of trends or changes in the leisure patterns of Albertans through comparisons with earlier surveys in the series, and in particular, with the 1981 Public Opinion Survey on Recreation. Several of the questionnaire items were thus similar in content or intent in both the 1984 and 1981 surveys to allow for comparability of information. Questionnaires from the 1984 and 1981 surveys are reproduced in Appendix A.



This report is the second of two reports which focus on the analysis of the 1984 survey data. The first report, entitled Public Opinion Survey on Recreation (1984); Summary of Final Results, provided a descriptive overview of the results in a tabular and graphic format. The present report provides a detailed analysis of the 1984 survey data, and an assessment of trends or changes through comparisons with the 1981 Public Opinion Survey on Recreation. Results from the 1981 Public Opinion Survey on Recreation have been published in a number of sources by Alberta Recreation and Parks, including a summary report (1980-81 Public Opinion Survey on Recreation; Summary of Final Results), a series of technical reports, and a publication series entitled A Look at Leisure.\*

\* A complete list of references is presented in Appendix G.

## 2.0 STUDY METHODOLOGY

The general methodology for the survey design, administration, and data processing is outlined in the following discussion. In addition, comparability of the 1984 and 1981 surveys is evaluated, and the major study limitations are documented. Further details pertaining to analysis, interpretation, and limitations of specific components of the data are discussed in individual sections of the report.

### 2.1 Survey Design and Administration

As indicated in the Introduction (1.0), the 1984 Public Opinion Survey on Recreation was the fourth in a series of surveys undertaken by 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 Bureau prior to administration. The data collection was co-ordinated by the Planning Support Branch under the direction of Brenda Dale, Recreation Planner and Janet Fletcher, Research Assistant.

The sample frame consisted of 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 sample proportions: Edmonton (24.99%); Calgary (24.76%); and the remainder of the province (50.25%). The sampling units consisted of the heads (or other representatives) of Alberta households.

The data were gathered between October, 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% of the effective sample size. The second mailing yielded a further 1,335 responses for a net response rate of 54.5%.

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 SPSSx conventions and IBM 360-370 requirements.

The 1984 Public Opinion Survey on Recreation data are accessible through the transfer of data from the survey data disk file. For further information contact:

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## 2.2. Analytical Techniques

Computer analysis of the data was conducted by means of the Statistical Package for the Social Sciences (SPSSx). Four types of analyses were employed: frequency distributions (SPSSx FREQUENCIES); mean score calculations (SPSSx BREAKDOWN); bivariate analysis in the form of cross-tabulations (SPSSx CROSSTABS); and correlations (SPSSx PEARSON CORR). Cross-tabulation analysis allowed the investigation of associations between variables in order to assess variations in responses across sub-groups of the survey sample. The Chi-square ( $\chi^2$ ) statistical technique was employed to examine the significance of comparisons between variables. For all Chi-square contrasts, the association was considered significant if the probability of occurrence was less than five percent ( $p = .05$ ). The F test statistic was used in the one-way analysis of variance in conjunction with mean score calculations in order to assess the significance of differences among sub-sample means. A probability of  $p = .05$  was used as a basis for evaluation of significant differences.

For these investigations, sub-groups of the sample were defined on the basis of a number of different variables. Three classes of socio-demographic variables which were used frequently for this purpose included:

- (i) life-cycle variables - including age, sex, and household-type;

(ii) socio-economic variables - education, income; and, (iii) residential variables - including rural-urban residence, length of time in Alberta, and regional location.<sup>1</sup>

Data were recoded from the initial questionnaire categories where necessary to prevent undue fragmentation in the cross-tabulation analyses.

In addition to the frequency and bivariate analyses conducted on the 1984 survey data, comparisons were undertaken with the findings of the 1981 Public Opinion Survey on Recreation. The first phase of this analysis was to establish the degree of comparability between the 1984 and 1981 surveys with regard to survey administration procedures and survey sample characteristics (see Section 2.3.). For comparisons with 1984 findings, the 1981 results were obtained primarily from reports published by Alberta Recreation and Parks (see Appendix G). This information was supplemented by additional original analyses of the 1981 data, which used the Statistical Package for the Social Sciences (SPSS), wherever more in-depth analysis or regrouping of the data was necessary.

Direct comparisons of findings were possible on only a few questionnaire items, where the phrasing of the questions and the measurement scales were comparable for the two surveys. Where there were wording discrepancies between questions on the 1981 and 1984 surveys, but the intent of the questions was considered similar, a descriptive comparison was undertaken in order to assess trends in the data. Specific qualifications and limitations associated with the data comparisons are clearly outlined in conjunction with the discussion of results, in each section of the report.

For the majority of the analyses, provincial regions were designated as South, Central, North, Calgary, and Edmonton. Maps indicating the boundaries of these regions and survey sample proportions in various areas of the province are presented in Appendix C.

### 2.3. Comparability of 1984 and 1981 Surveys

Prior to any comparisons of findings between the 1984 and 1981 Public Opinion Survey on Recreation it was necessary to assess comparability in both the administration and the sample characteristics of the two surveys. These aspects are discussed below.

#### 2.3.1. Survey Administration and Design

The survey administration procedures were quite comparable for the 1984 and 1981 Public Opinion survey on Recreation. Both surveys were administered using a simple random sample technique to ensure representative samples. The sampling frames were drawn from Alberta Government Telephones and Edmonton Telephones residential telephone listings and billings. In both cases, a mail-out distribution procedure was employed, utilizing two waves in order to maximize responses to the survey.

Details about sample sizes and response rates are summarized in Table 2.1. The effective sample size in 1984 was 7,247 households which was considerably larger than the 4,707 households contacted in 1981. The net response rate of

Table 2.1

Comparisons of Sampling Details  
for the 1984 and 1981 Public  
Opinion Survey on Recreation

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	<u>1984</u>	<u>1981</u>
Sampling frame	8,031	4,980
Effective sample size <sup>1</sup>	7,247	4,707
Net response rate	54.1%	51.5%
Sample size	3,921	2,425

<sup>1</sup> After non-deliverable questionnaires associated with wrong addresses, etc. were returned.

54.1% in 1984 was also slightly higher than the response rate of 51.5% in 1981. As a reflection of these two features, the 1984 sample size of 3,921 respondents was notably larger than the sample size of 2,425 attained in 1981. Since both samples were representative, this discrepancy does not affect comparability. Rather, the increase in sample size in 1984 allows greater confidence in the 1984 survey results when compared to the 1981 survey findings.

The questionnaires for the 1981 and 1984 surveys are reproduced in Appendix A. The format for the two questionnaires was similar, but question wording and response categories and scales often differed for the two questionnaires. The potential effects and limitations associated with these discrepancies are outlined in each section of the report as the analysis of various questionnaire items is undertaken. For the most part, socio-demographic variables were assessed in a comparable manner in each survey, and response category recoding was undertaken to facilitate comparisons. Difficulties, however arose in the interpretation of the household-type variable, since the 1984 survey introduced an additional response category; "two or more related adults", which constituted 5.4% of the 1984 sample. This category could not be meaningfully grouped with another category for comparisons with the 1981 data, and consequently had to be disregarded in the comparative analyses.

### **2.3.2. Survey Sample Characteristics**

As a preliminary to the comparison of findings for the 1984 and 1981 Public Opinion Survey on Recreation, it was necessary to examine the basic socio-demographic profile characteristics of respondents for the two surveys. An identification of differences between the survey samples was required in order to interpret any discrepancies in findings between the 1984 and 1981 surveys and to assess the possible role of sample characteristics in contributing to these variations.

Comparisons of the socio-economic, demographic and residential characteristics of respondents in the 1984 and 1981 surveys are presented in two formats. Data for variables in which the distribution of respondents was quite comparable between the two surveys are presented in tabular form in Appendix B. Data for socio-demographic variables in which there was a notable discrepancy between the 1984 and 1981 sample distributions are summarized in Table 2.2.

Variables were considered comparable if the shape of the distributions was very similar and if there were no substantial differences (i.e., greater than 4%) when the proportions of the sample falling within each category of the variable were compared for the 1981 and 1984 data. According to these criteria, the majority of the socio-economic, demographic, and residential variables were determined to have comparable distributions in the two surveys. These included the following variables: sex distribution (Appendix B.1); marital status (Appendix B.2); number of income earners in the household (Appendix B.3); proportion of rural and urban residents (Appendix B.4); regional distribution of respondents (Appendix B.5); type of household (Appendix B.6); and number of household members (Appendix B.7).

There were four variables for which there were notable differences between the 1984 and 1981 sample distributions. The most significant of these was the age of respondent variable, for which differences in proportions were evident for most of the age categories (see Table 2.2). These data illustrate that there was a smaller proportion of young adults (under 25 years of age) included in the 1984 survey sample and consistently higher proportions in each of the older adult age categories (35 years and over), when compared to the 1981 age profile. This pattern follows the general Alberta demographic shift toward an aging population which has become evident in recent years. In the interpretation of results, particular attention was given to these profile differences wherever age was indicated as a potential contributor to observed variations between 1981 and 1984 survey findings.



Table 2.2

Discrepant Sample Characteristics:  
Comparisons between 1984 and 1981 Profiles

	Percent of Sample	
	1984	1981
<hr/>		
<u>Age</u>		
Under 25	9.9	17.6
25 to 34	31.1	32.6
35 to 44	22.6	17.9
45 to 64	26.1	22.9
65 or over	10.4	8.9
 <u>Education</u>		
Less than high school	11.1	12.1
High school	30.4	31.7
Technical-vocational	25.3	29.0
University	29.8	26.0
Other	3.2	1.3
 <u>Household Income</u>		
Less than \$10,000	8.0	8.6
\$10,000 to \$20,000	17.2	19.7
\$20,001 to \$30,000	18.1	23.6
\$30,001 to \$40,000	17.4	18.9
\$40,001 to \$50,000	12.1	10.6
\$50,001 to \$60,000	7.4	4.9
\$60,001 and over	11.2	5.2
No answer/Mult. resp.	8.6	8.5
 <u>Length of Residence in Alberta</u>		
Less than 1 year	.3	2.3
1 to 2 years	2.3	5.2
3 to 5 years	9.1	9.3
6 to 10 years	10.8	9.1
11 or more years	76.4	72.2
No answer/Mult. resp.	1.1	1.9
<hr/>		

There were less significant differences evident in the sample distributions for the education variable. As depicted in Table 2.2. the profile was generally similar for the 1981 and 1984 distributions, with the exception of the two post-secondary educational categories: technical-vocational; and, university. Compared to 1981, the proportions were reversed for these two categories in the 1984 profile, with the proportion of university level respondents (29.8%) higher than the proportion of respondents with a technical-vocational education (25.3%). These differences, although of little practical significance, were considered in the interpretation of results wherever relevant.

The third factor of interest was the household income variable. As indicated in Table 2.2., the shape of the 1981 and 1984 distributions were similar. There was a general trend, however, for a greater proportion of the 1984 respondents to report higher household incomes (i.e., over \$40,000 per year). This pattern was felt to be largely accounted for by inflationary factors. In view of this, income level was not considered as a critical factor when interpreting comparisons between the 1981 and 1984 survey results.

The final factor for which discrepancies were noted was length of residence in Alberta. The 1984 survey sample included more respondents who had lived in Alberta for eleven or more years, and fewer newcomers to the province (i.e., two years or less) when compared to the 1981 survey profile. This pattern likely reflects reduced migration into the province evident in recent years (1983 and 1984), and greater residential stability within the Alberta population. The length-of-residence factor was utilized in the interpretation of results wherever necessary.

In summary, the sample distributions of the majority of socio-economic, demographic and residential variables included in the 1981 and 1984 Public Opinion Survey on Recreation were found to be similar in shape and proportions. The most substantial differences between the two survey samples were found for the

age and length of residence variables and minor differences were found for the distribution of the education variable. The overwhelming consistency in the sample profiles for the 1981 and 1984 surveys confirmed the acceptability of generating comparisons between the two sets of data. Profile differences, however, for age, education and length-of-residence in Alberta were considered to be important when interpreting observed differences between 1984 and 1981 survey results.

#### 2.4. Limitations of the Study

There are several factors which should be considered when interpreting the study results. Limitations associated with the analysis of specific variables, or with the comparisons of variables, are discussed in detail in the various sections of the report. General limitations associated with data gathered from survey research are applicable to interpretation of the reported findings. In addition, there were limitations associated with the 1984 data, and with comparisons of the 1984 and 1981 results which should be documented. In reviewing the 1984 sample characteristics, it was identified that male respondents (64.7%) were over-represented and female respondents (34.0%) under-represented in the survey sample when compared to the Alberta population proportions of 50.7% and 49.3% respectively\*. In addition, rural residents (9.6%) were found to be under-represented in the sample, compared to population proportions of 22.8%\*. These biases were also evident in the 1981 data. Weighting of the data was not undertaken in this stage of the analysis since comparisons were to be made with documented results of unweighted 1981 data. Respondent participation information and opinions may thus be influenced somewhat by male and urban response biases. These factors were considered in the interpretation of the study findings.

The most significant general limitation associated with the comparison of data from the 1981 and 1984 surveys is the interpretation of observed differences

\* Alberta Bureau of Statistics (1984)

in results. Differences may reflect significant and persistent trends in leisure-related behaviour of Albertans, or may be associated with such factors as sampling error. In order to distinguish between these two factors, further research would be required. Two types of research would assist in confirming the validity of observed trends, including further primary research of a longitudinal nature, or comparisons with current data from other sources.

### 3.0 PARTICIPATION IN LEISURE ACTIVITIES

#### 3.1 Introduction

A major component of the 1984 Public Opinion Survey on Recreation was the investigation of participation in a broad array of leisure activities, including: social, creative and cultural activities; and outdoor and sports activities. In this section of the report, the findings pertaining to leisure participation by respondents' household members and respondents are discussed. Comparisons were also made with participation data obtained from the 1981 Public Opinion Survey on Recreation. This comparative analysis provided an indication of activities for which increases or decreases in participation have occurred over the past four years (1981 to 1984). Where significant and practical changes in participation rates were suggested by patterns in the data, further analyses were undertaken in order to determine if these changes were associated with specific sub-groups of the population.

The presentation of results is divided into seven topics:

- (i) comparison of the 1984 and 1981 data on household participation;
- (ii) investigation of socio-demographic factors associated with changes in participation between 1981 and 1984;
- (iii) comparisons of frequency of participation by household members (1981 and 1984);
- (iv) analysis of respondent participation in outdoor and sports activities;
- (v) respondent profiles associated with participation in various types of outdoor and sports activities;
- (vi) a comparison of respondent participation and household participation in outdoor and sports activities; and
- (vii) a summary overview of the principal findings related to participation in leisure activities.

### 3.2. Household participation: Comparisons of 1984 and 1981 Findings

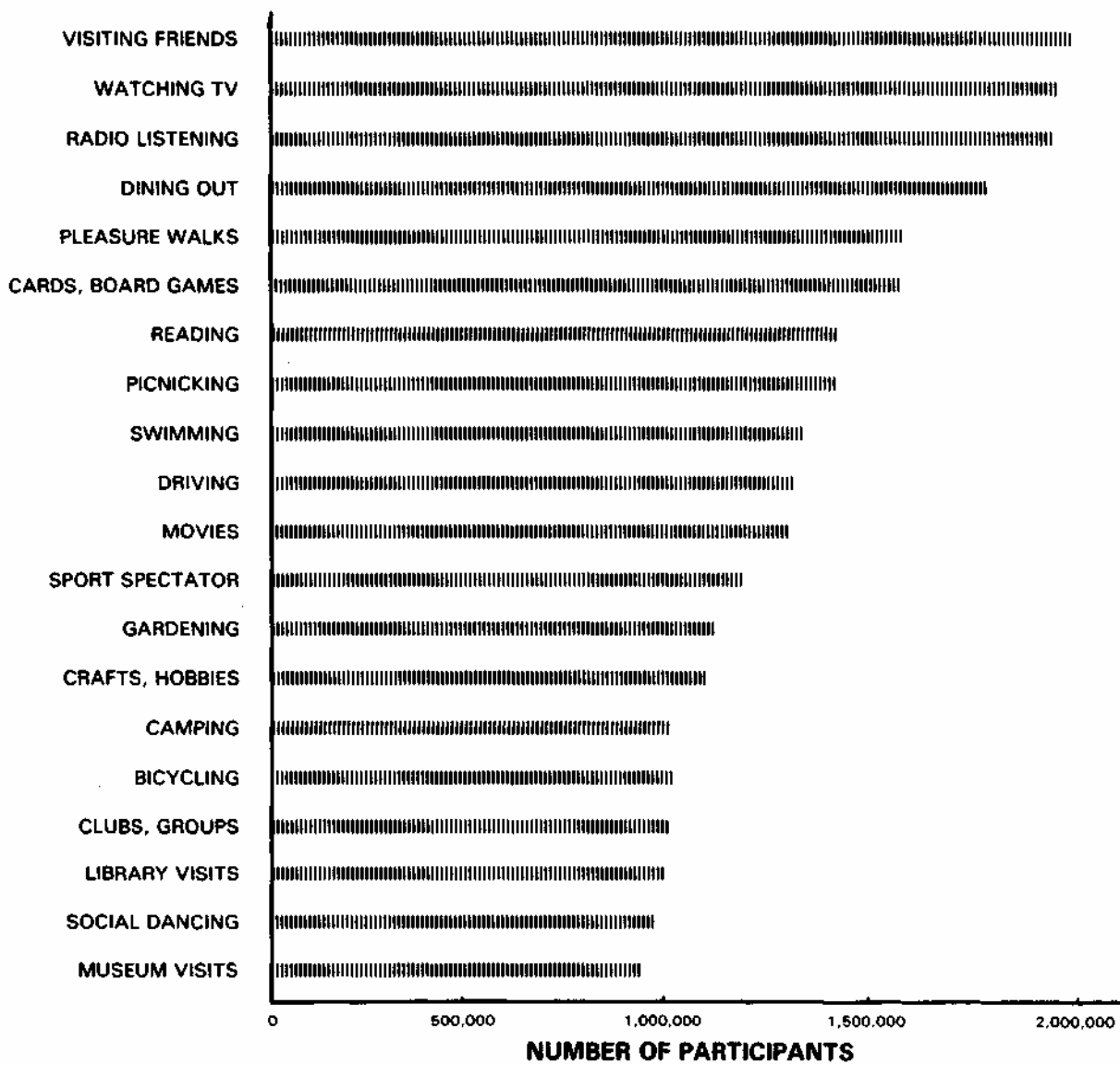
Respondents were asked to report information about the number of their household members who participated in each of the seventy-one leisure activities in the previous twelve months (Section 1B, Questions 1 and 2). For the purposes of this analysis, households were considered as a participating household in a given activity if at least one member had participated in that activity in the past year.

Seventy-one activities were included in the 1984 questionnaire for evaluation of household participation 1. The top twenty activities for 1984, based on estimated participation by Albertans, are depicted in Figure 3.1. For comparison, similar data for 1980-81 are illustrated in Figure 3.2. Examination of the two graphs reveals that the twenty highest ranked activities were largely identical for 1980-81 and 1984. Furthermore, although some changes in ranking of individual activities were evident, the top four activities - visiting friends, watching television, listening to the radio, and dining out retained the same rank-ordering in 1984 as 1981.

An overview and discussion of the 1981 data was presented in A Look at Leisure No. 2 "A Look at Participation" 2. It was observed that the ten top-ranked activities were characterized by several common features. They did not require the assistance of an organized recreation service, could usually be done spontaneously, and for the most part, did not require specialized skills

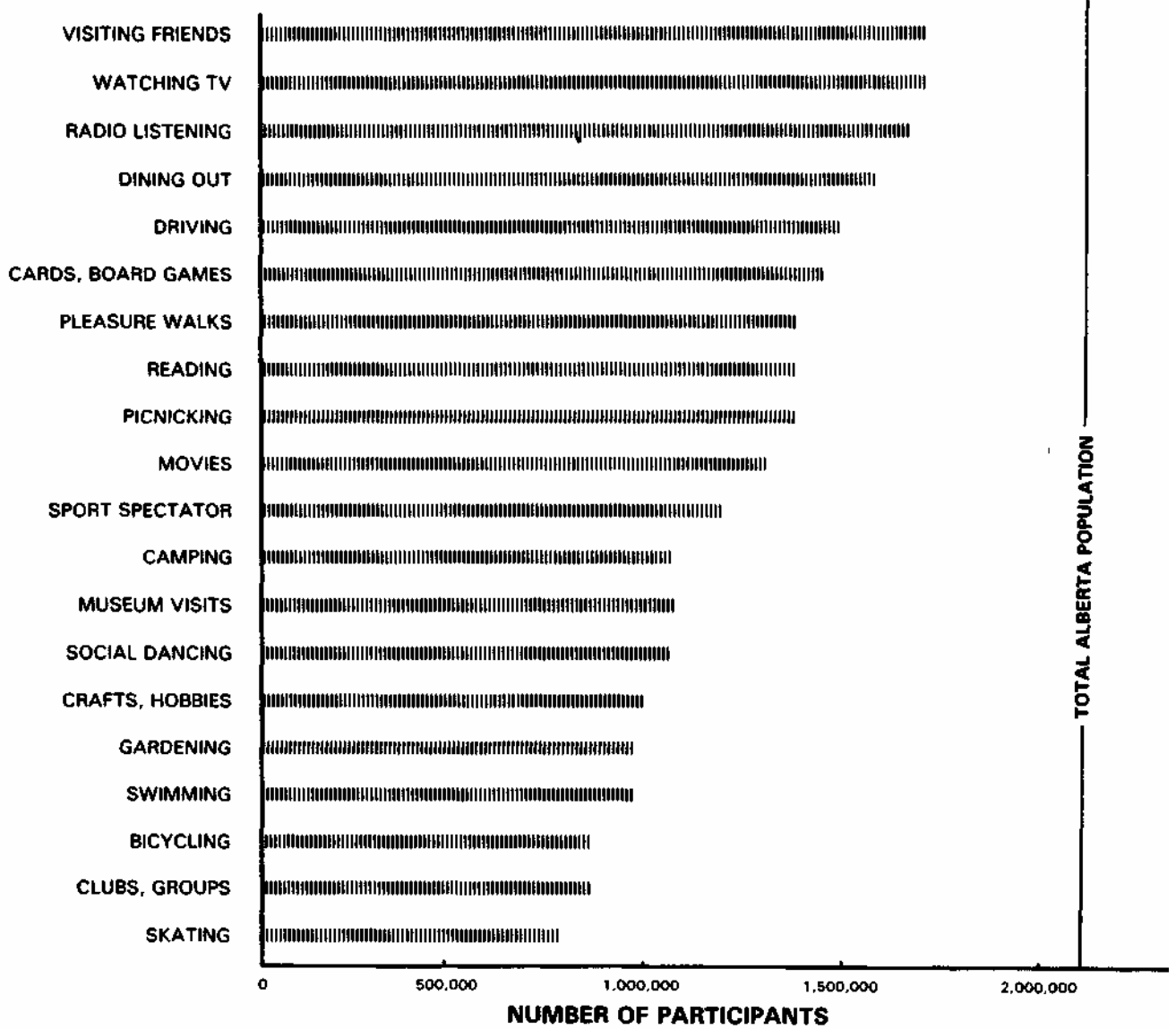
A complete listing of household participation rates, number of participating household members, estimated participation by Albertans, and rates per thousand population is presented in the Summary of Final Results (August, 1985).

FIGURE 3.1  
TOP 20 LEISURE ACTIVITIES  
OF ALBERTANS, 1984



TOTAL ALBERTA POPULATION - 2,366,800

FIGURE 3.2  
TOP 20 LEISURE ACTIVITIES  
OF ALBERTANS, 1980





or high levels of physical exertion. Many of these activities were not affected by seasonal changes and thus provided available opportunities year round. Finally, many of these activities had a high entertainment level and involved social interaction. These characteristics were generally applicable to the ten highest ranked activities in 1984, with the exception of swimming. Swimming, which entails more active physical involvement and, in many cases, the provision of an organized recreation service, moved from a 17th place ranking in 1981 to a 9th place ranking in 1984. This activity thus appears to be the most popular of the exercise-oriented activities addressed in the survey, and its popularity appears to have increased from 1981 to 1984.

Several approaches were taken in order to assess trends or changes in participation for the various leisure activities. Data for 1984 and 1981 were available for thirty-nine activities which were investigated in a comparable manner in both surveys. In both cases, the proportion of survey households participating in each of the activities could be determined from the survey responses. Although comparison of the percentage figures for participating households was considered to be the most direct approach to assessing changes in household participation rates, this was precluded by an apparent systematic difference in the data from the two surveys. This difference was likely attributable to the inclusion of a higher proportion of partially complete surveys in 1984, which resulted in increases in non-participation data for many activities. Based on an overview of the data, it was felt that this systematic difference resulted in generally lower household participation percentage figures for 1984, in the order of six or seven percent.

Several measures were therefore employed in order to assess changes in participation in the thirty-nine leisure activities, including:

- (i) changes in ranking of percentage of participating households between 1984 and 1981;
- (ii) substantial changes in the proportions (i.e., percentages) of participating households; and

(iii) increases or decreases in the participation rate per thousand population for 1981 and 1984, which took into consideration the number of household members participating.

On the basis of these three measures, leisure activities for which a decrease in participation was evident between 1981 and 1984, and those for which an increase in participation was evident were identified. The data used as the basis for distinguishing these activities are presented in Table 3.1. This table provides percentage figures representing the proportion of participating households for each activity in 1981 and 1984, rankings of these proportions, and an evaluation of changes in ranking for the two years. In addition, figures representing rates of participation per thousand population for each activity are presented for 1984 and 1981. <sup>1</sup>

There were ten activities for which a positive change in ranking suggested increased household participation in 1984. The most substantial positive shifts in rank occurred for swimming, gardening, video and electronic games, and involvement in clubs and groups. A positive increase in the percentage of participating households was also noted for these activities in 1984, as compared to 1981. Less substantial increases in rank were evident for bicycling, cross-country skiing, ice hockey, racquetball, fitness/aerobics and golf. The most marked decreases were for social dancing, bowling, rollerskating, reading for pleasure, and picnicking. Less substantial decreases in rank were noted for movie-going, crafts and hobbies, camping, and jogging. Social dance, bowling and reading for pleasure also had the greatest decline in proportions of participating households.

In addition to comparisons of ranking and household proportions, comparisons of participation rates per thousand population for each activity were also

The methodology for calculating participation rates per thousand population is summarized in Appendix D.

Table 3.1

1984 and 1981 Comparisons of Household  
Participation Proportions, Rankings, and Participation  
Rates per Thousand Population

Rank <sup>1</sup>	N	1984	Rates per Thousand Population	Rank <sup>2</sup>		1981	Rates per Thousand Population	Changes in Ranking <sup>3</sup>
		%		N	%			
1. Visiting friends	3551	90.5	841	1	2353	97.0	829	-
2. Radio, records	3543	90.3	824	3	2343	96.6	815	-
3. Watching T.V.	3527	89.9	830	2	2350	96.9	825	-
4. Dining out	3389	86.4	756	5	2266	93.4	765	-
5. Walking	3317	84.5	672	6	2125	87.6	669	-
6. Playing cards, games*	3227	82.3	671	7	2100	86.6	690	-
7. Reading	3183	81.2	623	4	2299	94.8	659	-3
8. Driving for pleasure*	3067	78.3	573	8	2092	86.3	706	-
9. Swimming	2998	76.4	589	15	1704	70.3	476	+6
10. Gardening	2919	74.5	498	14	1802	74.3	480	+4
11. Movies	2920	74.4	571	9	1959	80.8	632	-2
12. Crafts, hobbies	2872	73.2	486	10	1897	78.2	488	-2
13. Sport spectator	2797	71.3	518	13	1809	74.6	563	-
14. Club, groups*	2760	70.4	453	17	1518	62.6	427	+3
15. Picnicking	2744	69.9	608	12	1857	76.6	657	-3
16. Bicycling	2464	62.8	458	18	1502	61.9	441	+2
17. Social dance*	2375	60.6	428	11	1873	77.2	522	-6
18. Camping	2241	57.1	458	16	1585	65.4	530	-2
19. Ice skating	2080	53.0	382	19	1398	57.6	395	-
20. Video games	2042	52.1	364	23	1058	43.6	317	+3
21. Fishing	2034	51.8	349	20	1337	55.1	343	-
22. Arts (drama, music)*	1774	45.2	297	22	1147	47.3	278	-
23. Jogging	1758	44.8	226	21	1300	53.6	318	-2
24. Fitness, aerobics*	1725	44.0	179	26	1022	42.1	256	+2

1 Ranked according to proportions of participating households in 1984.

2 Ranked according to proportions of participating households in 1981.

3 Changes in ranking greater than one (1) position are identified.

\* Wording variations between 1984 and 1981 questionnaires.

Table 3.1 (Continued)

1984 and 1981 Comparisons of Household  
Participation Proportions, Rankings, and Participation  
Rates per Thousand Population

Rank <sup>1</sup>	N	1984 %	Rates per Thousand Population	Rank <sup>2</sup>		1981 %	Rates per Thousand Population	Changes in Ranking <sup>3</sup>
					N			
25. Softball, baseball	1705	43.5	245	25	1027	42.4	238	-
26. Golf	1545	39.4	170	28	842	34.7	142	+2
27. Downhill skiing	1403	35.8	208	27	862	35.5	210	-
28. Cross-country skiing	1145	29.2	129	30	758	31.3	155	+2
29. Bowling*	1135	28.9	201	24	1041	42.9	272	-5
30. Ice hockey	1083	27.6	149	32	686	28.3	126	+2
31. Racquetball	1014	25.8	110	33	679	28.0	135	+2
32. Tennis	987	25.2	130	31	740	30.5	170	-
33. Rollerskating	941	24.0	89	29	804	33.2	184	-4
34. Curling	906	23.1	98	35	628	25.9	123	-
35. Hunting	872	22.2	107	34	676	27.9	120	-
36. Badminton	842	21.5	122	37	541	22.3	122	-
37. Soccer	809	20.6	98	38	493	20.3	101	-
38. Football	730	18.6	90	36	584	24.1	116	-2
39. Backpacking	492	12.5	78	39	482	19.9	115	-

1 Ranked according to proportions of participating households in 1984.

2 Ranked according to proportions of participating households in 1981.

3 Changes in ranking greater than one (1) position are identified.

\* Wording variations between 1984 and 1981 questionnaires.

undertaken. When the results of these three analyses were integrated, four groupings of activities were determined. These included activities for which there was evidence of increased or of decreased participation across all measures; and activities for which increased or decreased participation was suggested by patterns in the data but not as consistently confirmed. These groupings are summarized below.

A. Increases in Participation from 1981 to 1984

1. Swimming
2. Video and electronic games
3. Gardening
4. Participation in an organized group, club or society, or organization
5. Golf
6. Bicycling
7. Ice hockey

Suggested increases in Participation:

Calisthenics/fitness, aerobics

Cross-country skiing

Racquetball

Engaging in drama, music, drawing, writing, etc.

B. Decreases in Participation from 1981 to 1984

1. Social dancing
2. Bowling
3. Rollerskating
4. Reading
5. Camping
6. Jogging

Suggested Decreases in Participation:

Picnicking

Football

Attending movies

Driving for pleasure

Activities for which observed increases or decreases in participation were noted could not be readily categorized into any activity types. Increases in participation occurred for exercise-oriented activities, the social activity of participation in groups or clubs and the passive activity of video and electronic games. Activities for which decreases occurred were similarly varied. When suggested increases and decreases in participation were also examined, there was a general observation that decreases were more evident for passive activities, while increases in participation were more common for selected active or exercise-oriented activities.

### **3.3 Socio-Demographic Factors Associated with Changes in Household Participation**

Further analyses were undertaken in order to assess the association of socio-demographic factors with changes in participation (i.e., increases or decreases) identified in Section 3.2. Comparisons were made in order to determine if observed overall increases or decreases in participation reflected changing participation patterns for specific segments of the population. Several household-related characteristics were assessed in the analysis, including: household type, age distribution of household members, education of household head, household income, and residential factors such as urban-rural location, provincial region, and length of time in Alberta. Profile characteristics of participating households were compared for 1981 and 1984, and substantial variations were considered to be of potential significance in understanding observed participation trends.

### 3.3.1 Characteristics Associated with Increases in Participation

There were seven activities for which increases in participation were indicated, and investigation of five of these activities appeared to be of practical importance to recreation practitioners. These activities were: swimming; participation in organized groups or clubs; golf; bicycling; and ice hockey. Socio-demographic findings associated with 1984 and 1981 participation in these activities are discussed below.

#### Swimming:

Household participation in swimming increased by at least six percent in 1984 compared to 1981, and increases in participation were observed for particular sub-groups of the survey sample. The findings are depicted in Table 3.2.

When household type was considered, it was found that increased participation in swimming was particularly evident for households consisting of couples with children, as well as couples without children. increases occurred in households with adults in all age groups. When the age composition of children was assessed, however, it was found that households with children under six years of age were participating to a greater extent in 1984 than in 1981. No such increases were noted for households with school-age children.

With respect to income, increased participation was associated with household income levels over \$40,000 per year, and most markedly with incomes of \$60,000 or over. When residence factors were examined, it was observed that increased participation was generally evident across all regions of the province, but particularly so in northern Alberta. Increased participation was also more likely to be associated with six to ten years residence in Alberta, than with shorter periods of residence.

Table 3.2  
Socio-Demographic Factors Associated with  
Increased Participation in Swimming

	1981 (70.3% of total sample)	1984 (76.4% of total sample)
<hr/>		
<u>Household Type</u>		
Couple with children	82.3	90.7
Couple - no children	53.1	60.8
Single parent family	82.5	83.4
One or more unrelated adults	62.4	64.0
Two or more related adults	n.a.	69.7
<u>Ages in Household</u>		
Children under 6	80.2	90.4
Children 6 to 17	90.3	91.9
Adults 18 to 29	78.2	86.1
Adults 30 to 49	79.0	86.8
Adults 50 to 64	57.1	63.0
Adults 65 or over	31.2	38.0
<u>Household Income</u>		
Less than \$10,000	40.9	44.2
\$10,000 to \$20,000	66.6	65.7
\$20,001 to \$30,000	76.6	79.5
\$30,001 to \$40,000	77.0	82.8
\$40,001 to \$50,000	78.6	86.8
\$50,001 to \$60,000	80.0	86.7
\$60,001 and over	75.4	90.6
<u>Provincial Region</u>		
South	68.6	73.6
Central	70.2	77.0
North	66.4	78.7
Calgary	73.5	78.3
Edmonton	70.1	75.6
<u>Length of Time in Alberta</u>		
Two years or less	76.2	79.8
3 to 5 years	79.1	83.8
6 to 10 years	76.5	85.8
11 or more years	68.2	74.4



Participation in organized Group, Club, society or Organization;

Household participation in an organized group, club, society or other type of organization increased by at least 7.8 percent in 1984, compared to 1981. It should be noted that observed differences between the two surveys might be partially attributable to discrepancies in questionnaire wording for this type of activity. Nevertheless, socio-demographic comparisons were undertaken in order to identify increased participation by specific sub-groups of the survey sample (see Tables 3.3 and 3.4). It was found that participation was substantially greater by households consisting of one or more unrelated adults in 1984 compared to 1981. This increase was also observed for households having one or more adults aged 18 to 29 years.

Socio-economic factors were also associated with increased participation in an organized group or club. Specifically, greater participation was observed for households with incomes in the middle and higher categories, and for those in which the heads of household reported post-secondary levels of education. Calgary and Edmonton residents reported greater participation in 1984 compared to 1981, as did those residing in the province for ten years or less. These observations appear to reflect a shift away from participation by senior adults and those with lower education and income levels, since decreases in participation were suggested for these latter socio-demographic groups.

Golf:

The data suggested that household participation in golf increased by at least 4.7 percent in 1984, compared to 1981. This appeared to be partially attributable to proportionally greater involvement by single parent family households (see Table 3.5). Furthermore, Edmonton and northern Alberta residents, in particular, were more likely to participate in golf in 1984. Mid-education and income levels (\$20,000 to \$40,000 per year) were also associated with greater participation in golf in 1984, as was longer term of

Table 3.3  
Socio-Demographic Factors Associated with increased  
Participation in an organized Group or Club

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	1981 (62.6% of total sample) (%)	1984 (70.4% of total sample) (%)
<hr/>		
<u>Household type</u>		
Couple with children	72.0	78.9
Couple - no children	56.0	61.2
Single parent family	67.5	68.3
One or more unrelated adults	47.2	65.2
Two or more related adults	n.a.	66.8
<u>Ages in Household</u>		
Children under 6	67.6	74.6
Children 6 to 17	76.3	82.3
Adults 18 to 29	58.0	73.4
Adults 30 to 49	69.1	77.7
Adults 50 to 64	65.6	64.4
Adults 65 and over	65.4	53.3
<u>Education of Household Head</u>		
Less than high school	63.4	44.1
High school	59.7	68.2
Technical-vocational	62.3	74.6
University	66.2	80.1
<u>Household Income</u>		
Less than \$10,000	59.6	46.8
\$10,000 to \$20,000	61.6	60.4
\$20,001 to \$30,000	66.3	73.9
\$30,001 to \$40,000	62.0	74.6
\$40,001 to \$50,000	63.0	76.9
\$50,001 to \$60,000	62.5	80.5
\$60,001 and over	61.9	83.3

Table 3.4  
Residential Factors Associated with Increased  
Participation in an Organized Group or club

	1981 (62.6% of total sample) (%)	1984 (70.4% of total sample) (%)
<hr/>		
<u>Provincial Region</u>		
South	70.5	70.2
Central	70.1	71.9
North	71.4	70.8
Calgary	57.8	71.6
Edmonton	57.9	67.9
<u>Length of Time in Alberta</u>		
Two years or less	55.2	73.1
3 to 5 years	54.2	66.9
6 to 10 years	59.3	75.7
11 or more years	65.0	70.5

Table 3.5  
Socio-Demographic Factors Associated with  
Increased Participation in Golf

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	1981 (34.7% of total sample) (%)	1984 (39.4% of total sample) (%)
<hr/>		
<u>Household Type</u>		
Couple with children	39.5	44.3
Couple - no children	34.8	38.4
Single parent family	23.3	37.2
One or more unrelated adults	29.6	30.2
Two or more related adults	n.a.	40.8
<u>Provincial Region</u>		
South	37.6	38.9
Central	35.6	38.0
North	28.6	35.1
Calgary	39.3	42.0
Edmonton	30.4	39.6

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residence in Alberta. Age composition of the household, rural-urban residence, or length of time in Alberta did not appear to be differentially related to observed increases in participation in this activity.

Bicycling:

Increased participation in bicycling was indicated when 1984 data were compared with those from 1981. Household income factors appeared to be related to this increase, with participation greater by higher income categories in 1984 (see Table 3.6). When residence factors were considered, higher rates of participation were observed for residents of northern Alberta, and for those living in Alberta for six to ten years. Other factors such as household characteristics, and urban-rural location of residence were not strongly related to observed increases in participation in bicycling over the last four years.

Ice Hockey;

Data pertaining to increased participation in ice hockey are depicted in Table 3.7. increases in participation were not evidently associated with any particular types of household composition. Increased participation occurred for households with incomes in the \$40,001 to \$50,000 category, and for those residents in the province from six to ten years. There was also an indication that increased participation occurred in northern Alberta, where 34.2 percent of households participated in 1984 compared to 31.1 percent in 1981.

Summary Comparisons:

The findings reported above are summarized in Figure 3.3. In this chart, the population segments which appeared to be particularly associated with increased participation in specific activities are depicted. Characteristics of those associated with suggested increases in participation for aerobics/fitness, cross-country skiing, racquetball and arts are also summarized in this figure.

Table 3.6  
Socio-Demographic Factors Associated with  
Increased Participation in Bicycling

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	1981 (61.9% of total sample) (%)	1984 (62.8% of total sample) (%)
<hr/>		
<u>Household Income</u>		
Less than \$10,000	33.2	36.2
\$10,000 to \$20,000	53.8	52.1
\$20,001 to \$30,000	68.8	66.9
\$30,001 to \$40,000	71.1	71.1
\$40,001 to \$50,000	71.2	71.7
\$50,001 to \$60,000	60.8	71.3
\$60,001 and over	64.3	70.4
 <u>Provincial Region</u>		
South	59.3	58.5
Central	65.7	64.7
North	58.8	63.4
Calgary	61.8	63.3
Edmonton	61.5	63.6
 <u>Length of Time in Alberta</u>		
Two years or less	67.4	67.3
3 to 5 years	64.0	65.7
6 to 10 years	68.8	73.5
11 or more years	60.8	61.1

Table 3.7  
Socio-Demographic Factors Associated with  
Increased Participation in Ice Hockey

	1981 (28.3% of total sample)	1984 (27.6% of total sample)
<hr/>		
<u>Income</u>		
Less than \$10,000	9.6	9.0
\$10,000 to \$20,000	23.5	18.9
\$20,001 to \$30,000	30.4	32.0
\$30,001 to \$40,000	33.3	31.2
\$40,001 to \$50,000	29.2	34.8
\$50,001 to \$60,000	34.2	31.7
\$60,001 and over	44.4	32.8
<u>Length of Time in Alberta</u>		
Two years or less	29.8	26.9
3 to 5 years	30.2	26.5
6 to 10 years	24.0	31.4
11 or more years	28.7	27.5

**FIGURE 3.3 SOCIO-DEMOGRAPHIC FACTORS ASSOCIATED WITH TRENDS IN PARTICIPATION**

ACTIVITIES	HOUSEHOLD TYPE	HOUSEHOLD AGE COMPOSITION	HOUSEHOLD INCOME	RESIDENCE	REGION	LENGTH OF RESIDENCE
	COUPLE - NO CHILDREN COUPLE & CHILDREN SINGLE PERSON(S) SINGLE PARENT FAMILY	CHILDREN UNDER 6 CHILDREN 6 TO 17 18 TO 29 30 TO 49 50 TO 64 65 AND OLDER	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 AND OVER	URBAN RURAL	SOUTH CENTRAL NORTH CALGARY EDMONTON	2 YEARS OR LESS 3 TO 5 YEARS 6 TO 10 YEARS 11 OR MORE YEARS
SWIMMING	■ ■	■				
ORGANIZED GROUP	■ ■ ■	■		■	■	■ ■ ■
GOLF	■				■	■ ■ ■
BICYCLING					■	■
ICE HOCKEY						■
FITNESS, AEROBICS		■	■			■
CROSS COUNTRY SKIING					■	■
RACQUETBALL	■ ■	■ ■ ■ ■	■		■ ■	
ARTS	■ ■ ■	■ ■ ■ ■	■			
BOWLING		□ □ □				□ □ □
CAMPING	□ □		□ □ □	□	□ □	□ □
JOGGING	□	□	□ □ □ □		□ □	□ □
PICNICKING	□		□ □	□		
FOOTBALL		□ □	□ □ □	□	□	□

■ GREATEST INCREASE IN PARTICIPATION FROM 1981 TO 1984  
 □ GREATEST DECREASE IN PARTICIPATION FROM 1981 TO 1984



### 3.3.2 characteristics Associated with Decreases in Participation

There were six activities for which there were evident decreases in participation from 1981 to 1984. Investigation of three of these activities - bowling, camping, and jogging - was considered to be of practical importance for recreation practitioners. Socio-demographic comparisons of 1984 and 1981 participation levels in these activities are outlined below. The findings are also depicted in Figure 3.3. The results of an analysis of participation in two additional activities - picnicking and football - for which decreases were similarly suggested are also summarized in this chart.

#### Bowling

Data pertaining to participation in bowling are presented in Table 3.8. Decreased participation was associated with all types of households, but particularly with households consisting of single parent families. When household age composition was considered, it was found that households with school age children (6 to 17 years), and those with adults between 18 and 49 years, showed a more marked decline in participation in bowling. Although declines in participation were noted across all household income groups, this was particularly evident for those with incomes between \$20,001 and \$30,000 per year and \$60,000 or over. There was no decline for any sub-group defined on the basis of location of residence, but a proportionally greater drop in participation was noted for shorter-term residents of the province (i.e., ten years or less).

#### Camping

There were two types of households for which decreased participation was particularly apparent (see Table 3.9). These were households consisting of

Table 3.8  
Socio-Demographic Factors Associated with  
Decreased Participation in Bowling 1

	1981 (42.9% of total sample) (%)	1984 (28.9% of total sample) (%)
<hr/>		
<u>Household Type</u>		
Couple with children	49.4	34.4
Couple - no children	31.0	21.2
Single parent family	63.3	40.7
One or more unrelated adults	37.4	23.3
Two or more related adults	n.a.	27.5
<u>Ages in Household</u>		
Children under 6	44.0	31.4
Children 6 to 17	59.2	40.6
Adults 18 to 29	49.0	33.7
Adults 30 to 49	49.0	32.4
Adults 50 to 64	34.9	22.1
Adults 65 or over	20.3	17.4
<u>Household Income</u>		
Less than \$10,000	27.9	20.2
\$10,000 to \$20,000	41.2	28.8
\$20,001 to \$30,000	47.1	29.9
\$30,001 to \$40,000	47.4	33.3
\$40,001 to \$50,000	46.3	33.5
\$50,001 to \$60,000	40.8	25.9
\$60,001 or over	42.9	25.9
<u>Length of Time in Alberta</u>		
Two years or less	42.5	26.0
3 to 5 years	44.9	27.3
6 to 10 years	52.0	31.9
11 or more years	41.8	29.0

---

<sup>1</sup> Identified as Bowling/Lawn Bowling in 1984

Table 3.9  
Socio-Demographic Factors Associated with  
Decreased Participation in Camping

	1981 (65.4% of total sample) (%)	1984 (57.1% of total sample) (%)
<u>Household Type</u>		
Couple with children	70.7	67.3
Couple - no children	59.9	49.3
Single parent family	70.0	66.9
One or more unrelated adults	59.7	44.9
Two or more related adults	n.a.	51.2
<u>Ages in Household</u>		
Children under 6	68.2	64.7
Children 6 to 17	74.1	68.7
Adults 18 to 29	74.9	67.2
Adults 30 to 49	68.1	64.6
Adults 50 to 64	58.6	44.2
Adults 65 or over	36.8	25.7
<u>Household Income</u>		
Less than \$10,000	37.0	32.7
\$10,001 to \$20,000	66.4	50.5
\$20,001 to \$30,000	71.4	61.3
\$30,001 to \$40,000	71.1	61.8
\$40,001 to \$50,000	73.2	70.0
\$50,001 to \$60,000	60.8	66.2
\$60,001 or over	57.1	53.9
<u>Provincial Region</u>		
South	62.4	56.7
Central	69.4	63.0
North	62.2	66.3
Calgary	64.8	54.2
Edmonton	64.4	53.8
<u>Length of Time in Alberta</u>		
Two years or less	64.6	56.7
3 to 5 years	67.1	53.8
6 to 10 years	67.9	61.7
11 or more years	65.2	57.2

one or more unrelated adults, and couples with no children. When household age composition was examined, it was found that decreased participation was most apparent for households having adult members over fifty years of age. This was also evident for those with household incomes between \$10,000 and \$40,000 per year, and particularly for those with incomes between \$10,000 and \$20,000 per year. A decline in participation was associated more with Calgary and Edmonton residents than with residents of other regional locations. Although a general decline was evident for residents living in the province for various durations, this was particularly true for those residing in the province from three to five years.

#### Jogging

A decline in jogging was noted in 1984. Data depicting the association of socio-demographic factors with decreases in participation are presented in Tables 3.10 and 3.11. A decline in participation in jogging was more likely to be associated with households consisting of one or more unrelated adults or having adults between 18 and 29 years, than with other types of household composition. A decline in participation was also particularly evident for the lower to mid-income groups, earning \$10,000 to \$50,000 per year. Although a decline was evident in all regions of the province, it was particularly apparent in central and northern Alberta. When length of residence was considered, it was found that shorter-term residents (less than five years in the province) reported notably less participation in jogging in 1984 than in 1981.

Table 3.10  
 Socio-Demographic Factors Associated with  
 Decreased Participation in Jogging

	1981 (53.6% of total sample) (%)	1984 (44.8% of total sample) (%)
<u>Household Type</u>		
Couple with children	60.4	54.7
Couple - no children	39.4	30.4
Single parent family	61.7	52.4
One or more unrelated adults	53.2	41.0
Two or more related adults	n.a.	39.8
<u>Ages in Household</u>		
Children under 6	55.8	49.5
Children 6 to 17	66.4	59.5
Adults 18 to 29	63.8	53.5
Adults 30 to 49	61.0	53.3
Adults 50 to 64	38.5	31.7
Adults 65 and over	15.4	13.7
<u>Household Income</u>		
Less than \$10,000	28.4	23.4
\$10,001 to \$20,000	47.7	36.0
\$20,001 to \$30,000	58.3	46.1
\$30,001 to \$40,000	58.9	48.0
\$40,001 to \$50,000	66.5	54.1
\$50,001 to \$60,000	59.2	52.2
\$60,001 and over	54.0	57.8

Table 3.11  
Residential Factors Associated with  
Decreased Participation in Jogging

	1981 (53.6% of total sample) (%)	1984 (44.8% of total sample) (%)
<hr/>		
<u>Urban-Rural</u>		
Urban	54.6	45.3
Rural	49.8	43.8
<u>Provincial Region</u>		
South	48.8	40.3
Central	54.0	43.2
North	52.9	42.6
Calgary	55.9	48.7
Edmonton	53.9	45.1
<u>Length of Time in Alberta</u>		
Two years or less	67.4	54.8
3 to 5 years	65.3	50.7
6 to 10 years	62.4	52.7
11 or more years	49.9	43.0

### 3.4 Frequency of Participation: Comparisons of 1984 and 1981 Data

In providing information about household participation, respondents indicated the frequencies with which household members participated in each activity. In 1984, respondents indicated the number of people in the household who participated one to ten times or eleven or more times in the previous year. Frequency data for 1981 were gathered using a four part frequency categorization, with an upper range of 51 or more times. These categories were collapsed to correspond with the two categories employed in the 1984 questionnaire (i.e., 1 to 10 times, 11 or more times) in order that the proportions of household members reporting participation could be compared within each category. Participation frequencies of the most active household member were used in the comparative analysis of each activity for 1981 and 1984.

There was only one activity - playing video games- for which an increase in participation frequency was observed in 1984. There were several activities which had quite comparable participation frequencies in 1981 and 1984, including: visiting friends, listening to radio or records, watching television, dining out, reading, driving for pleasure, and participating in clubs or groups. For the remaining activities, the proportions of respondents participating at higher frequencies (i.e., eleven or more times) were consistently lower in 1984 than in 1981. Although this finding might be legitimate for some activities, the widespread nature of this pattern suggested the effect of systematic differences between the two surveys. One factor to be considered was the four-part response category administered in 1981, which may have skewed responses in an upward direction by forcing respondents to discriminate frequencies of participation in finer detail. Further comparative analyses on this topic, therefore, were not pursued due to difficulties with interpretation of the findings.

### 3.5 Respondent Participation In Outdoor and Sports Activities

#### 3.5.1 introduction

In addition to obtaining information about household participation in outdoor and sports activities, the 1984 Public Opinion Survey on Recreation requested specific information about respondent participation in these types of activities. Respondents were presented 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. Those who responded affirmatively were asked to identify up to three activities in which they had participated most often during that period, and their frequency of participation in each of the activities.

On the basis of responses to this question, it was possible to distinguish participants in outdoor and sports activities from non-participants, and to develop socio-demographic profiles of participants in specific types of activities. In addition, comparisons of respondent participation patterns were made with household participation patterns reported in Section 3.2 above.

#### 3.5.2 Identifying Participants and Non-Participants

The majority of respondents (92.3%) indicated that they had participated in at least one of the outdoor and sports activities in the previous year <sup>1</sup>. Characteristics of participants and non-participants were identified through a series of cross-tabulation analyses. Participants and non-participants were found to differ on the basis of life-cycle factors such as age and type of household, and socio-economic factors such as education and income. There were no substantial differences associated with residential factors such as urban-rural location, provincial region, or length of residence in Alberta.

<sup>1</sup> With non-respondents excluded from the analysis.



Data pertaining to the age and household type variables are depicted in Table 3.12. Participation in outdoor and sports activities was found to decrease with advancing age. Respondents aged 45 years or older were more likely than younger age groups to be non-participants. This was particularly evident for the most senior age category (65 years and older) for whom 29.7% reported non-participation. The presence of children in the household appeared to be a predictive factor associated with participation in outdoor and sports activities. Respondents from households consisting of a couple with children or a single parent family were more likely than those from other household types to be participants, while single persons and those from households with two or more related adults were more likely to be non-participants. Females (10.2%) were somewhat more likely than males (6.1%) to be non-participants.

Similar trends were evident for each of the two socio-economic variables - education and income. Participation increased with both education and income levels. Non-participation was most commonly associated with less than a high school education, and household incomes under \$20,000 per year. This socio-economic picture may be closely associated with the age-related differences reported above, reflecting lower educational and income levels of more senior respondents.

### 3.5.3 Preferred Outdoor and Sports Activities

Respondents identified up to three activities in which they had participated most often in the previous year. The twenty-five most frequently reported activities are depicted in Table 3.13 1, ranked in order of their frequency of mention by respondents. The remaining twenty-five activities were mentioned

A complete listing of the fifty-one activities is presented in the Summary of Final Results (August 1985).

Table 3.12

Socio-Demographic comparison of Participants and Non-Participants  
in Outdoor and Sports Activities: Age,  
Household Type, Education, income

	Participants (92.3% of sample) (%)	Non-Participants (7.7% of sample) (%)	Number of Respondents	Chi-square df p.
<u>Age (Years)</u>				
Under 25	98.7	1.3	(374)	404.378
25 to 34	98.7	1.3	(1173)	4
35 to 44	96.5	3.5	(859)	.0000
45 to 64	88.6	11.4	(980)	
55 and over	70.3	29.7	(374)	
<u>Household Type</u>				
Couple - no children	90.1	9.9	(935)	97.294
Couple with children	96.4	3.6	(1797)	4
Single person(s)	86.6	13.4	(655)	.0000
Single parent family	95.7	4.3	(140)	
Two or more related adults	85.7	14.3	(210)	
<u>Education</u>				
Less than high school	72.7	27.3	(369)	265.663
High school	93.8	6.2	(1089)	4
Technical-vocational	95.8	4.2	(914)	.0000
University	96.1	3.9	(1071)	
<u>Income (\$)</u>				
Less than \$10,000	76.5	23.5	(298)	222.047
\$10,000 to \$20,000	85.7	14.3	(665)	6
\$20,001 to \$30,000	94.8	5.2	(709)	.0000
\$30,001 to \$40,000	96.4	3.6	(673)	
\$40,001 to \$50,000	97.9	2.1	(473)	
\$50,001 to \$60,000	95.1	4.9	(287)	
\$60,001 and over	98.1	1.9	(431)	

Table 3.13

Proportions 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

too infrequently to be treated individually in further analysis, and were grouped into four additional categories: team sports; outdoor (mechanized); outdoor (non-mechanized); and exercise-oriented activities.<sup>1</sup> The five most frequently mentioned activities and the proportion of participating respondents mentioning these activities were: walking for pleasure (33.6%); swimming (22.3%); overnight camping (18.5%); fishing (18.1%) and golf (18.1%). Softball/baseball was the most frequently mentioned team sport (11% of participating respondents).

#### 3.5.4 Profiles of Participants in Specific Outdoor and Sports Activities

In this section, the characteristics of participants in twenty-five outdoor and sports activities and four activity groupings are examined in detail. This presentation provides recreation practitioners with information on various population segments who currently participate in various activities, and suggests potential target groups for the marketing of recreation opportunities.

Profiles of respondents most likely to participate in each of the activities were developed on the basis of a series of cross-tabulation analyses. Factors considered in these analyses included respondent age, sex, type of household, education, income and residential factors such as urban-rural location, provincial region, and length of time in Alberta. For ordinal variables, patterns of participation across categories of respondents were identified and incorporated into the descriptive profiles. In the following presentation, participant profiles for each of the outdoor and sports activities are summarized, with activities presented in alphabetical order for ease of reference. The findings are also depicted in Figure 3.4, which displays the characteristics of respondents most likely to be participants, as well as

Activities included in these groupings are summarized in Appendix E.

FIGURE 3.4  
**PROFILES OF PARTICIPANTS  
 IN SPECIFIC LEISURE ACTIVITIES**

LIKELY PARTICIPANT CHARACTERISTICS

LEISURE ACTIVITY	AGE		SEX		HOUSEHOLD TYPE				EDUCATION			INCOME			RESIDENCE		PROVINCIAL REGION					TIME IN ALBERTA				
	INCREASED WITH AGE	DECREASED WITH AGE	OTHER	MALES	FEMALES	COUPLE - NO CHILDREN	COUPLE & CHILDREN	SINGLE PERSON(S)	SINGLE PARENT FAMILY	2 OR MORE RELATED ADULTS	INCREASED WITH EDUCATION	DECREASED WITH EDUCATION	OTHER	INCREASED WITH INCOME	DECREASED WITH INCOME	OTHER	RURAL	URBAN	SOUTH	CENTRAL	NORTH	EDMONTON	CALGARY	INCREASED WITH TIME	DECREASED WITH TIME	OTHER
1. AEROBICS/FITNESS	■				■	■	■			■												■		■		
2. BICYCLING		■			■					■							■									■
3. BOWLING/LAWNBOWLING			■		■					■			■						■							
4. CROSS-COUNTRY SKIING									■	■				■					■	■	■	■	■			
5. CURLING	■									■				■			■								■	
6. DAY HIKING									■	■															■	■
7. DOWNHILL SKIING		■							■	■				■					■	■	■	■	■			■
8. FISHING	■			■		■	■			■			■	■		■					■				■	■
9. GOLF	■			■		■				■			■				■		■			■	■			■
10. HORSEBACK RIDING/TRAIL RIDING																■	■									
11. HUNTING	■			■						■				■		■				■						
12. ICE HOCKEY		■		■			■	■				■														
13. ICE SKATING		■			■					■																
14. JOGGING/RUNNING		■							■	■				■												■
15. MOTOR BOATING										■											■					
16. MOTORCYCLING/TRAIL BIKING		■		■																						
17. OVERNIGHT CAMPING						■	■		■	■				■					■	■	■					■
18. PICNICKING	■				■					■				■					■							
19. RACQUETBALL		■								■				■			■									■
20. SNOWMOBILING										■						■			■	■						
21. SOFTBALL/BASEBALL			■	■		■		■				■		■							■					
22. SWIMMING					■					■											■	■	■			■
23. TENNIS		■								■				■				■			■	■	■			■
24. WALKING FOR PLEASURE	■				■	■	■	■	■	■			■					■								■
25. WEIGHT LIFTING/BODY SHAPING		■						■		■							■									■
26. TEAM SPORTS		■		■						■																■
27. OUTDOOR (mechanized)		■								■																
28. OUTDOOR (non-mechanized)			■							■			■							■		■				■
29. EXERCISE-ORIENTED		■		■						■							■					■	■			■

trends observed in the ordinal variables. Cross-tabulation tables, incorporating counts and percentages, are available from the Department on request.

The profiles identified for likely participants in each of the twenty-five outdoor and sports activities and for four residual activity groupings are as follows:

Aerobics/Fitness/Jazzercise

- o participation declined with age;
- o approximately nine times as many females participated as males;
- o single persons and those from single parent families were more likely to participate than other household types;
- o participation tended to increase with education level, but was not associated with income;
- o Calgary residents were more likely to participate than those from other areas of the province;
- o participation was more likely for relative newcomers to the province and declined for longer-term residents.

Bicycling

- o participation declined with age;
- o more common for females (22.8%) than males (15.3%);
- o participation increased with education level;
- o more participation by urban (18.5%) than rural (12.0%) residents;
- o more likely for those residing in the province two years or less.

Bowling/Lawn Bowling

- o greater participation by those 65 years or older;

- o more common for females (8.4%) than males (4.6%);
- o associated with lower education and income levels;
- o more common in southern Alberta than other regions of the province.

#### Cross-country Skiing

- o participation more likely for those between 35 and 64 years of age than for younger or older age categories;
- o more common for respondents from single parent families than from other households;
- o participation increased with education level, and was associated with household incomes of \$40,001 to \$60,000 per year;
- o comparable participation rates in all areas of the province, with the exception of southern Alberta where lower rates were indicated.

#### Curling

- o participation more common for those 35 years of age or over than for younger age groups;
- o more likely for respondent households consisting of a couple with no children;
- o associated with household incomes greater than \$50,000 per year;
- o more common for rural residents (15.5%) than urban residents (7.6%);
- o participation increased with length of time in the province.

#### Day Hiking

- o no differences in participation associated with age, except for lower participation by those under 25 years and those 65 years or older;
- o more common for single persons, compared to those from other types of households;
- o associated with university education;

- o participation greater by Calgary residents than by those in other regions of the province;
- o decreased participation with greater length of time in the province.

#### Downhill Skiing

- o participation decreased with age;
- o more common for single persons;
- o participation increased with education and household income level;
- o participation more evident for Calgary residents than for residents of other areas of the province;
- o more common for newcomers to the province, and declined with length of residence.

#### Fishing

- o participation increased with age up to 64 years, and declined slightly thereafter;
- o three times as common for males (23.5%) than for females (7.3%);
- o participation levels comparable for all household types except lower for single persons and those from single parent families;
- o participation decreased with education level, and was particularly common for those with less than a high school education;
- o more prevalent for those with incomes under \$40,000 per year;
- o more common for farm or acreage residents (23.3%) than urban residents (17.0%), and particularly for those in northern Alberta;
- o associated with eleven or more years residence in the province.

#### Golf

- o participation increased with age, education, income and length of residence in Alberta;



- o more likely for males (22.5%) than females (9.5%);
- o more common for respondents from households consisting of a couple with no children, or two or more related adults;
- o more likely for urban residents (19.4%) than rural residents (9.0%); and more prevalent in Calgary, Edmonton and southern areas of the province; o associated with eleven or more years residence in the province.

#### Horseback Riding/Trail Riding

- o participation not strongly associated with socio-demographic characteristics;
- o greater participation by rural residents (14.9%) than urban residents (2.6%).

#### Hunting

- o participation increased with age to 64 years and declined thereafter;
- o more common for males (12.9%) than females (0.2%);
- o more likely to be from households consisting of a couple with children than from other types of households;
- o participation decreased with education level;
- o participation peaked for those with household incomes in the \$30,001 to \$40,000 per year range;
- o more common for rural residents (15.5%), and particularly for those living in northern Alberta.

#### Ice Hockey

- o participation declined with age;
- o more common for males (9.7%) than females (0.6%);
- o more likely for single persons and respondents from households consisting of a couple with children;

- o greater participation by those with mid-education levels (high school and technical-vocational);
- o no residential differences in participation.

#### Ice Skating

- o participation more common for those under 45 years of age;
- o slightly more common for females (6.5%) than males (3.9%);
- o particularly common for respondents from single parent families;
- o no residential differences in participation.

#### Jogging/Running

- o participation declined with age, and length of time in the province;
- o particularly common for single persons;
- o participation increased with education level, and was more likely for those with household incomes over \$50,000 per year than for those with lower incomes;
- o more prevalent in Calgary and Edmonton than in other regions of the province.

#### Motor Boating

- o participation peaked in the 45 to 64 years age category;
- o participation declined as education level increased;
- o more common in northern Alberta than other regions.

#### Motorcycling/Trail Biking

- o participation more common for those under 34 years of age, and declined for older age groups;

### Overnight Camping

- o participation peaked between 35 and 64 years of age and declined thereafter;
- o participation more likely for households with children, or couples, but less common for single people;
- o participation declined as education level increased;
- o more common for those with incomes between \$20,000 and \$40,000 per year and declined for progressively higher income categories;
- o more likely for residents of areas outside of Calgary and Edmonton;
- o participation increased with length of time in Alberta.

### Picnicking

- o participation increased with age;
- o more common for females (12.1%) than males (5.7%);
- o more prevalent for single parent families than other types of households;
- o greater participation by those with less than a high school education, and lower income levels;
- o more common in southern Alberta than other areas.

### Racquetball

- o participation declined with age;
- o participation increased with education, and was more common for those in the \$40,000 to \$60,000 household income range;
- o more prevalent in urban settings (6.0%) than rural settings (1.5%);
- o lower levels of participation as length of time in Alberta increased.

### Snowmobiling

- o participation not strongly associated with age;

- o lower levels of participation as education increased;
- o more prevalent in rural settings (9.3%) than urban settings (2.4%), and particularly in central and northern Alberta.

#### Softball/Baseball

- o participation peaked in the 25 to 34 year age range and declined thereafter;
- o more common for males (12.6%) than females (7.9%);
- o greater participation by respondents from households with children;
- o more likely for those with mid-levels of education (i.e., high school and technical-vocational), and mid-income levels;
- o particularly common in northern Alberta.

#### Swimming

- o participation levels similar for all age categories;
- o more prevalent for females (30.1%) than males (18.6%);
- o greater involvement by those from single parent families than other household types;
- o participation increased as level of education increased; in Edmonton and Calgary and less common in northern Alberta; participation by those living in Alberta less than eleven years.

#### Tennis

- o participation declined with age;
- o participation increased as level of education increased, and peaked for those with household incomes in the \$50,000 to \$60,000 range;
- o more common for urban residents (4.6%) than rural residents (0.9%), and particularly for those living in Edmonton and Calgary;
- o greater participation by those living in Alberta for less than eleven years.

### Walking for Pleasure

- o participation increased with age;
- o more prevalent for females (44.9%) than males (27.9%);
- o participation levels comparable for all types of households, with the exception of lower participation rates in households consisting of couples with children;
- o particularly popular for those with less than a high school education and incomes less than \$20,000 per year;
- o more prevalent in southern Alberta and less common in northern Alberta.

### Weight Lifting/Body Building and Shaping

- o participation declined with age;
- o more common for single persons than those from other types of households;
- o greater participation by those with a technical-vocational or university education;
- o more prevalent in urban areas (6.6%) than rural areas (1.5%);
- o more common for those living in Alberta for less than eleven years.

### Team Sports \*

- o participation declined with age;
- o more common for males (9.3%) than females (3.8%);
- o participation increased as education level increased;

### Outdoor (Mechanized) Activities \*

- o participation declined with age;
- o no substantial socio-economic or residential variations in participation.

\* See Appendix E for activities grouped in this category

Outdoor (Non-mechanized) Activities \*

- o peak participation between 35 and 44 years and declined thereafter;
- o more prevalent for those with a university level of education, and with higher income levels (over \$60,000 per year);
- o more common for Calgary residents and those living in northern Alberta.

Exercise-Oriented Activities \*

- o participation declined with age;
- o more prevalent for males (12.3%) than females (7.0%);
- o increased participation as education level increased;
- o more common for urban residents (10.9%) than rural residents (7.9%), and particularly those living in Calgary and Edmonton;;
- o lower levels of participation as length of time in Alberta increased.

Prom Figure 3.4, it is possible to assess the relative importance of the various socio-demographic variables as predictors of participation in types of outdoor and sports activities. Of the eight socio-demographic variables employed in the analysis, age and education level appeared to be of greatest importance in distinguishing participation in the various activities. With regard to age, there were only three activities for which there were no demonstrable age-related participation patterns. These included: horseback riding/trail riding; snowmobiling; and swimming. For the remaining activities, participation either increased or decreased with age, or peaked for particular age groups. There were no discriminating educational variations for curling, horseback riding/trail riding, ice skating, motorcycling/trail biking, and outdoor (mechanized) activities, but identifiable educational trends or patterns were associated with all remaining activities.

\* See Appendix E for activities grouped in this category

Two variables, household type and provincial area of residence, appeared to be of intermediate predictive value, with approximately two-thirds of the activities showing variations on these two dimensions. Sex of respondent, household income, length of time in Alberta, and rural-urban location of residence appeared to be of much less value in distinguishing types of participants in these specific outdoor and sports activities.

### 3.6 Comparisons of Respondent and Household Participation Levels

Respondent participation data were also reviewed in relation to household participation data for outdoor and sports activities. Two aspects of the data were compared, including the relative rankings of participation rates for each type of activity, and frequencies of participation in these activities. The findings pertaining to participation rates are presented in Table 3.14. In this table, the household participation rankings are based on the proportions of participating households for each activity, while rankings for respondent participation are based on relative frequency of mention of activities by respondents.

There were several activities for which there were substantial differences in ranking when household and respondent participation rates were compared. Activities which were ranked markedly higher for respondent participation compared to the household participation rankings were: curling, hunting, squash, golf, judo, snowmobiling, sailing, archery, motor/trail biking, and shooting. Activities for which rankings based on respondent participation were markedly lower than those based on household participation included: tobogganning/sledding, track and field, ice skating, motorboating, table tennis, gymnastics, picnicking, rollerskating, backpacking, and day hiking.

Several considerations were necessary in interpreting these results. First, household participation data incorporated information about all household

Table 3.14  
 Comparisons of Household and Respondent  
 Participation Rates for outdoor and Sports Activities

Activity	Proportion of Households		Proportion of Respondents	
	(%)	Rank	(%)	Rank
Walking	84.5	1	30.2	1
Swimming	76.4	2	20.1	2
Picnicking	69.9	3	7.1	13
Bicycling	62.8	4	16.0	6
Camping	57.1	5	16.7	3
Ice skating	53.0	6	4.3	20
Fishing	51.8	7	16.3	4
Jogging	44.8	8	7.4	12
Fitness aerobics	44.0	9	10.8	7
Softball/baseball	43.5	10	9.9	8
Sledding	39.7	11	.7	38
Golf	39.4	12	16.3	5
Day hiking	38.0	13	4.3	21
Motor boating	36.9	14	3.6	23
Body building, weight lifting	36.8	15	5.4	16
Downhill skiing	35.8	16	7.5	11
Cross-country skiing	29.2	17	6.0	14
Bowling/lawn bowling	28.9	18	5.3	17
Hockey	27.6	19	6.0	15
Horseback/trail riding	27.1	20	3.8	22
Volleyball	26.9	21	2.5	26
Table tennis	25.8	22	1.2	34
Racquetball	25.8	23	4.9	18
Tennis	25.2	24	3.6	24
Canoeing, kayaking	25.0	25	2.0	28
Water skiing	24.2	26	2.4	27
Rollerskating	24.0	27	.4	42
Curling	23.1	28	7.6	9



Table 3.14 (continued)  
 Comparisons of Household and Respondent  
 Participation Rates for Outdoor and Sports Activities

Activity	Proportion of Households		Proportion of Respondents	
	(%)	Rank	(%)	Rank
Hunting	22.2	29	7.8	10
Track and field	21.5	30	.0	48
Badminton	21.5	31	1.3	32
Soccer	20.6	32	1.8	31
Motorcycling/trail biking	19.8	33	4.3	19
Snowmobiling	19.3	34	3.0	25
Football	18.6	35	1.0	36
Gymnastics	18.5	36	.4	44
Basketball	18.2	37	1.1	35
Shooting (target)	16.2	38	1.8	30
Backpacking	12.5	39	.6	49
Mountain climbing	12.0	40	.4	41
Squash	10.1	41	2.0	29
Orienteering	10.1	42	.2	47
Sailing	9.4	43	1.2	33
Archery	8.3	44	.8	37
Windsurfing	7.8	45	.4	43
River rafting	7.2	46	.4	45
Judo	5.2	47	.7	39
BMX racing	2.7	48	.0	50
Rugby	2.5	49	.3	46
Ringette	2.0	50	.0	51
Field/ball hockey	-	-	.0	50

members, including children. Thus, activities such as tobogganning/sledding, gymnastics, and track and field, in which children or teenagers would more commonly participate were found to rank higher in importance for households as compared to respondent rankings. In contrast, higher respondent rankings would be more likely for activities such as hunting, squash, and golf, which are adult-oriented. In addition, the over-representation of male respondents in the survey sample may have contributed to higher respondent rankings for specific activities such as golf, hunting, and motorcycling/trail biking, which were identified as male-oriented in Section 3.5.4.

Respondents' frequencies of participation in outdoor and sports activities were also compared with frequency of participation data for the most active household member. Questionnaire response categories differed for these two measures, with household member participation levels recorded in two categories and respondent participation based on four temporal categories. For the analysis, these four categories were collapsed to two categories (1 to 10 times, or 11 or more times) to facilitate comparisons with household participation data. The overriding finding arising from this comparison was that higher frequencies of participation were reported by respondents than for the most active household member. It is postulated that different measurement techniques contributed to these discrepancies, and that focusing on activities participated in "most often" had a strong influence on respondents' frequency estimates. In addition, the higher range of response categories may have skewed respondents' estimates in an upward direction by forcing them to discriminate in finer detail.

Overall, comparisons of household and respondent participation in outdoor and sports activities did not appear to be particularly meaningful or conclusive.

### 3.7 Summary of Findings: Participation In Leisure Activities

This section of the report focused on participation in a broad range of leisure activities. Several aspects of leisure participation were considered, including participation by household members, participation by respondents, and frequencies of participation. Where possible, comparisons were made with data obtained in the 1981 public Opinion Survey on Recreation in order to assess changing patterns of participation. Differences in response categories, however, and apparent systematic processing differences for the two surveys limited comparability and made interpretation of these comparisons difficult.

With respect to household participation, the twenty top-ranked activities were found to be identical in 1984 and 1981. The highest ranked activities, such as visiting friends, watching television, and listening to the radio had several characteristics in common including entertainment, spontaneity, and few requirements for specialized skills or organized recreation services. Based on three criteria - changes in relative ranking, proportions of participating households, and rates per thousand population - activities were identified for which increases or decreases in participation were apparent from 1981 to 1984. increases in household participation were observed for swimming, video and electronic games, gardening, participating in an organized group or club, golf, bicycling, and ice hockey, while decreases in household participation were observed for social dancing, bowling, roller skating, reading, camping, and jogging. Supplementary listings of activities for which increases or decreases in participation were less strongly suggested were also developed.

For those activities which were of practical significance for recreation practitioners, further analyses were undertaken in order to assess the relationships of socio-demographic and household characteristics to observed changes in participation. For example, it was determined that increased

participation in golf appeared to be particularly associated with single parent families, Edmonton and northern Alberta residents, and those with mid-levels of household income. Decreased participation in camping was most evident for single persons, couples with no children, and households with senior adults. This decline was also associated with lower to mid-income levels, and Edmonton and Calgary residents. With respect to increases in participation, the profiles which were developed provide an understanding of the types of markets which have recently been recruited to specific leisure activities, and suggest possible future trends of interest to recreation practitioners. On the other hand, recent decreases in participation in certain activities such as camping suggest the need for further research to determine underlying factors associated with these suggested downward trends.

A detailed analysis of respondents' participation in outdoor and sports activities was also undertaken. The majority of respondents (92.3%) were participants in outdoor and sports activities. Non-participants were characterized as those over 45 years of age, single persons or those from households with two or more related adults, and having lower education and income levels. Respondents were asked to identify activities in which they participated most often. The most frequently mentioned activities were walking for pleasure, swimming, overnight camping, fishing and golf. Profiles of respondents most likely to participate were developed for the twenty-five highest ranked activities and the four groups of remaining activities, incorporating information on age, sex, household type, socio-economic, and residential factors. Of these variables, age and education level appeared to be of greatest predictive value in distinguishing participants in the various types of activities.

When activity rankings for household and respondent participation data were compared, there were several activities for which substantial differences in ranking were apparent. Higher respondent participation in such activities as hunting and golf tended to reflect adult and male activity patterns. Higher

household participation in such activities as tobogganing/sledding, track and field, and gymnastics were likely explained by the incorporation of children's participation in the household data. Comparisons of frequencies of participation in specific activities for respondents and households did not appear to be particularly meaningful or conclusive.

The potential exists for further research on participation, involving the longitudinal comparisons of 1984 data with data obtained in the 1979 Public Opinion Survey on Outdoor Recreation. A complete regional analysis of participation patterns would also have potential value for recreation practitioners in the province.

## 4.0 LEISURE ACTIVITY CHOICES

### 4.1 Introduction

This section of the report focuses on leisure activities which respondents started (or re-started) in the previous twelve months. This type of information provides one indicator of trends in the changing popularity of leisure activities, and allowed the development of profiles of respondents who have recently started participation in specific types of activities. The 1984 Public Opinion Survey on Recreation also investigated several factors related to the newly started leisure activity, including reasons or motivations for participation in the activity, and annual expenditures associated with participation, including equipment, travel, membership, and other costs.

The presentation of results is organized in the following manner:

- (i) a comparison of respondents who started or did not start a leisure activity in the previous year;
- (ii) an analysis of the types of activities started by respondents in the previous year;
- (iii) socio-demographic variations and the types of activities started;
- (iv) an analysis of the reasons or motivations for participation in a leisure activity;
- (v) relationships between types of activities started and motivations for participating,
- (vi) socio-demographic variations in reasons for starting participation in a new activity; and,
- (vii) an analysis of annual expenditures on activities started.

In addition to the analysis and interpretation of the 1984 survey results, comparisons were made with data obtained from the 1981 Public Opinion Survey on Recreation. The analysis and discussion of these data were presented in a

technical report, Recreational Activity Preferences, Reasons for Participating and the Satisfaction of Needs, prepared by E. L. Jackson (1982)<sup>1</sup>. The comparisons focused on motivations for participation in various types of leisure activities, and the importance of these motivations to different segments of the survey population.

In order to facilitate comparisons with aspects of the 1981 survey data, the 1984 analysis procedures were similar to those utilized by Jackson (1982). In particular, a classification system of leisure activities devised by Jackson (1982) was employed as the basis for categorizing the leisure activities started by the respondents. This system was modified somewhat in order to better accommodate the 1984 survey results.

#### 4.2 Profiles of Respondents Starting/Not Starting a Leisure Activity

In order to distinguish between those respondents who had and those who had not started (or re-started) a leisure activity in the previous year, the following question was asked in the survey: "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.)," A small proportion of the sample (7.5%) did not respond to this question, and was excluded from further analysis. Of the remaining respondents, 47.7% (n=1728) reported that they had started to participate in a new activity, whereas 52.3% (n=1895) had not participated in a new activity in the previous year.

The socio-demographic characteristics of those starting and those not starting a new leisure activity were identified through a series of cross-tabulation analyses. Several life-cycle, socio-economic, and residential factors distinguished between these two groups of respondents. Data pertaining to starting participation in a leisure activity and life-cycle factors are depicted in Table 4.1. A definite trend was evident for the age variable. The propensity to start up a new leisure activity was greater for young adults and declined with age. Thus, two-thirds (66.8%) of respondents under 25 years of age reported that they had started a new activity, compared to 36.7%

1 Prepared for Alberta Recreation and Parks, Recreation Development Division, Planning Support Branch.

Table 4.1

Socio-Demographic Comparisons of Participants and Non-Participants in a  
New Leisure Activity: Age; Sex; Household Type; and Education

	Started an Activity (47.7% of Sample) (%)	Did Not Start an Activity (52.3% of Sample) (%)	Number of Respondents	Chi-square df. p.
<u>Age (Years)</u>				
Under 25	66.8	33.2	(358)	149.654
25 to 34	56.5	43.5	(1142)	4
35 to 44	44.5	55.5	(816)	.0000
45 to 64	36.9	63.1	(909)	
65 and over	36.7	63.3	(330)	
<u>Sex</u>				
Male	46.2	53.8	(2364)	6.859
Female	50.9	49.1	(1234)	1 .0088
<u>Household Type</u>				
Couple-no children	43.4	56.6	(871)	28.898
Couple with children	47.1	52.9	(1712)	4
Single person(s)	54.8	45.2	(624)	.0000
Single parent family	57.5	42.5	(134)	
Two or more related adults	40.1	59.9	(192)	
<u>Education</u>				
Less than high school	33.1	66.9	(344)	37.515
High school	45.9	54.1	(1028)	4
Technical-vocational	49.8	50.2	(870)	.0000
University	51.1	48.9	(1048)	



of those 65 years and older. There were statistically significant but unsubstantial differences when the sex of the respondent was considered. Females were slightly more likely than males to start a new activity.

Some fairly evident differences emerged when variations in household type of the respondent were assessed in relation to starting participation. Single persons living alone or with others, and respondents from single parent families were more likely than those from other types of households to report that they had taken up a new activity in the past year. In contrast, respondents living in households with two or more related adults or consisting of a couple with no children, were more likely not to have started a new leisure activity.

There were no significant income differences which distinguished between those starting and those not starting a leisure activity in the past year. With respect to educational level, the propensity to start a new activity increased positively with education (Table 4.1). Participants were more likely to have a post-secondary education, while those who had not participated in a new leisure activity were more likely to report less than a high school education .

Several residential factors were examined in relation to starting a new leisure activity (see Table 4.2). It was found that a greater proportion of urban residents had started a new activity compared to those living on farms or acreages. Relative newcomers to Alberta were also more likely to start a new leisure activity. In fact, respondents who had lived in the province for ten years or less were more likely to have started a new activity than not to have started a new activity. This latter finding may reflect, in part, the life-cycle patterns outlined above, with recent newcomers to the province more likely to be in younger age categories. There were no differences in recent participation associated with location of residence in various regions of the province.

Taken together, these findings suggest that new leisure activities were more likely to be started by young, single people and by members of single parent

Table 4.2

Socio-Demographic Comparisons of Participants and Non-Participants in  
New Leisure Activities: Urban-Rural Residence; Length of Residence

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	Started an Activity (47.7% of Sample) (%)	Did Not Start an Activity (52.3% of Sample) (%)	Number of Respondents	Chi-square df. p.
<hr/>				
<u>Urban-Rural Residence</u>				
Urban	48.6	51.4	(3085)	6.287
Rural	41.4	58.6	(348)	1
				.0122
<hr/>				
<u>Length of Residence</u>				
2 years or less	57.7	42.3	(97)	25.029
3 to 5 years	57.9	42.1	(342)	3
6 to 10 years	51.3	48.7	(392)	.0000
11 or more years	45.6	54.4	(2765)	

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families than by those in later stages of the life-cycle. Those with higher education levels, urban residents, and newcomers to the province also had a greater tendency to start a new leisure activity. Non-participants tended to be older, and living in households with no children.

#### 4.3 Activities Started in the Past Year

Respondents who had started a new activity in the previous year (n=1728) were asked to identify the specific activity which they had started. They were provided with the following instructions: "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.)" Each respondent therefore indicated one activity only. In total, sixty-five different activities were identified by the respondents. 1 The ten types of activities which were mentioned most frequently as recently started activities were as follows:

1. Physical fitness, aerobics (n=190)
2. Swimming (n=105)
3. Walking for pleasure (n=91)
4. Bicycling (n=89)
5. Golf (n=80)
6. Body-building, weight-lifting (n=79)
7. Racquetball, squash (n=74)
8. Bowling (n=66)
9. Creative activities (n=54)
10. Jogging, running (n=54)

Since the majority of activities were mentioned by too few respondents to allow further detailed analysis on an individual basis, the activities were grouped according to a classification system devised by Jackson (1982). Modifications were made to this system to better accommodate the 1984 survey data (see Table 4.3). The details of these modifications are summarized below:

1 A complete listing of activities started is presented in the Summary of Results (August, 1985)

Table 4.3

Activities Started Re-Classified  
into Activity Grouping<sup>1</sup>

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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)	Listening to radio, records	( 4)
Reading	(15)	T.V. viewing	( 2)

Exercise - Oriented Activities (573)

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, weightlifting	(79)
Water sports	(27)		

Team Sports (197)

Baseball	(37)	Basketball	(11)
Curling	(51)	Field, floor hockey	( 7)
Football, rugby	( 6)	Ice hockey	(52)
Soccer	( 7)	Volleyball	(25)
Ringette, broomball	( 1)		

Outdoor Recreation Activities (Non-Mechanized) (72)

Backpacking, mountain-climbing	( 7)	Cross-country skiing	(29)
Canoeing, kayaking	( 8)	Nature walks	( 1)
Hiking	(27)		

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

(Continued)

Activities Started Re-Classified  
into Activity Groupings 1

Outdoor Recreation Activities (Mechanized and Extractive) (209)

ATV 4 wheel driving	( 2)	Aerial activities	( 9)
Boating	(10)	Horse riding	(25)
Motorcycling, dirtbiking	(16)	Snowmobiling	( 4)
Downhill skiing	(45)	Camping	(37)
Fishing	(35)	Hunting	(26)

Other (64)

Picnicking	( 6)	Travel, vacationing	( 7)
Volunteer organizations, meetings	( 3)	Other out of-home activities	(29)
Other in-home activities	( 9)	Coaching sports	( 3)
Lawn activities	( 7)		

Physical Fitness-Aerobics (190)

Physical Fitness - Aerobics (190)

Swimming (105)

Swimming (105)

Golf (80)

Golf (80)

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

- (i) Social and passive activities were mentioned too infrequently to be retained as separate categories. Activities in these two groups were thus combined with creative-cultural activities into a Creative-cultural, Social and Passive category;
- (ii) Four individual activities - downhill skiing, camping and extractive activities (fishing and hunting) were reported too infrequently to be maintained as individual categories. These four activities were thus combined into the non-self-propelled/mechanized outdoor recreation category which was re-named as "Outdoor Recreation (Mechanized and Extractive)"; and
- (iii) There were two individual activities which were mentioned frequently enough to allow them to be analyzed on an individual basis. Physical fitness/aerobics and swimming were thus identified as additional activity categories for the 1984 analysis. To enhance comparability with the original classification system, golf was also retained as a separate activity category in the modified system.

The amended classification system thus consisted of the following groupings: creative-cultural, social and passive activities; exercise-oriented activities; team sports; outdoor recreation activities (non-mechanized); outdoor recreation activities (mechanized and extractive); and a collective "other" category. Three individual activities - physical fitness/aerobics, swimming, and golf were also incorporated into this classification system.

Activities in which respondents started to participate were categorized according to this revised grouping system. The number of respondents mentioning activities in each category is depicted in Table 4.4 as a proportion of the total sample and of those reporting they had started a new activity. Exercise-oriented activities were by far the most frequently mentioned by respondents (33.2%) as activities started in the previous year. Creative-cultural, social and passive activities ranked second (13.7%), followed closely by activities in the mechanized and extractive outdoor activity category (12.2%), team sports (11.5%), and physical/fitness aerobics (11.0%).

Table 4.4

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

Rank	Activity Category	Frequency		
		N	Proportion of Sample (%)	Proportion of Respondents Starting an Activity (%)
1	Exercise-oriented	573	14.6	33.2
2	Creative-passive	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 (non-mechanized)	72	1.8	4.2
9	Other	64	1.6	3.7
TOTAL		1728	43.8	100.0

#### 4.4. Socio-Demographic Variations in Types of Activities Started

Study results presented earlier established that starting recent participation in a new leisure activity was associated with certain sub-groups in the survey sample. Further analyses were undertaken in order to assess whether activity choices could be predicted from socio-demographic characteristics of respondents. In order to determine this, a series of tests of association were conducted between socio-demographic variables and the types of activities started (grouped according to the nine-part classification system). Only respondents who had started a new activity (n=1728) were included in the analysis.

##### Life-cycle Factors

Data depicting the association of activities started with age, sex and household type are presented in Tables 4.5 through 4.7. The type of activity started in the past year varied significantly with the age of the respondent. There were three types of activities in which participation tended to be negatively associated with age. These included exercise-oriented activities, team sports and aerobics. For each of these activities, the proportion of respondents indicating recent participation were quite comparable for the two youngest age categories (under 35 years of age), with a gradual decline in participation for successively older age groups. There was one activity category for which a positive association with age was evident. The proportion of respondents indicating they had started a new creative-passive activity increased gradually with age, and showed a marked increase for respondents 65 years of age and older. Starting participation in golf and swimming appeared to be quite comparable across all age categories. This was also true for mechanized and extractive outdoor activities, with the exception of the oldest age group (65 years or over), for whom a substantial drop in the proportion of participating respondents was observed. Starting participation in non-mechanized outdoor recreation peaked for those in the 35 to 44 year age category, but was otherwise stable across all age groups.



Table 4.5 Age Variations in Activity Started

Activity Started	Age					Total Sample (%)
	Under 25 (%)	25 to 34 (%)	35 to 44 (%)	45 to 64 (%)	65 and over (%)	
Creative-passive	6.2	8.2	11.1	20.1	46.3	13.6
Exercise-oriented	36.1	35.3	33.2	30.3	21.5	33.0
Team sports	14.9	15.2	11.1	5.1	3.3	11.5
Non-mech. outdoor	2.9	4.2	6.1	3.3	3.3	4.2
Mechanized outdoor	12.4	11.1	13.6	15.9	3.3	12.2
Other	3.3	2.6	4.2	4.8	5.8	3.7
Golf	4.1	3.4	5.8	6.6	4.1	4.7
Aerobics	13.3	13.6	9.1	7.8	6.6	11.0
Swimming	6.6	6.3	5.8	6.0	5.8	6.2
<b>TOTAL</b>	<b>(241)</b>	<b>(646)</b>	<b>(361)</b>	<b>(333)</b>	<b>(121)</b>	<b>(1702)</b>

Chi-square = 207.619    df = 32    p = .0000

Table 4.6 Sex Variations in Activity Started

Activity Started	Male (%)	Female (%)	Total Sample (%)
Creative-passive	11.7	17.0	13.6
Exercise-oriented	34.8	30.1	33.1
Team sports	15.1	5.2	11.5
Non-mech. outdoor	4.5	3.6	4.2
Mechanized outdoor	14.7	7.9	12.2
Other	4.0	3.2	3.7
Golf	5.8	2.5	4.6
Aerobics	4.4	22.3	11.0
Swimming	5.0	8.1	6.1
<b>TOTAL</b>	<b>(1088)</b>	<b>(631)</b>	<b>(1719)</b>

Chi-square = 193.606    df = 8    p = .0000

Table 4.7 Household Type Variations in  
Activity Started

Activity Started	Couple - no children (%)	Couple with children (%)	Single person(s) (%)	Single parent family (%)	Two or more related adults (%)	Total Sample (%)
Creative-passive	18.1	10.4	14.3	15.6	20.5	13.6
Exercise-oriented	30.9	33.4	35.0	28.6	37.2	33.1
Team sports	12.2	12.7	10.8	5.2	9.0	11.7
Non-mech. outdoor	4.0	4.1	4.4	6.5	3.8	4.2
Mechanized outdoor	10.6	13.7	9.6	14.3	11.5	12.1
Other	4.3	4.0	2.9	5.2	0.0	3.7
Golf	5.6	5.0	3.2	2.6	6.4	4.7
Aerobics	10.9	10.1	12.8	18.2	3.8	10.9
Swimming	3.5	6.7	7.0	3.9	7.7	6.0
TOTAL	(376)	(805)	(343)	(77)	(78)	(1679)

Chi-square = 49.321 df = 32 p = .0259

Significant differences in activities started were also evident with respect to the sex of the respondent. The most striking difference was for aerobics/fitness activities, which were started by 22.3% of females, compared with only 4.4% of males. Females were also more likely than males to have started activities in the creative-passive category, and to have taken up swimming. In contrast, males were more likely to have taken up team sports and exercise-oriented activities, including golf. A higher proportion of males also started mechanized and extractive outdoor activities. No sex differences were evident for starting participation in non-mechanized outdoor activities.

There were a few significant differences in activity started associated with type of household. Respondents from single parent families were more likely than those from other types of households to have started aerobics or fitness programs, while those from households with two or more related adults had a greater tendency to start exercise-oriented activities. Respondents from households with no children or two or more related adults showed higher participation in creative-passive activities.

#### Socio-economic and Residential Factors

When education level was considered, it was found there were three types of activities in which recent involvement was positively associated with education (see Table 4.8). This trend was observed for exercise-oriented activities, non-mechanized outdoor activities and aerobics/fitness programs. For each of these activity categories, participation was greatest for those reporting post-secondary education levels and lowest for those having less than a high school education. On the other hand, choosing creative-passive and mechanized/extractive outdoor activities was negatively associated with education, with the proportion of participants declining in progressively higher education categories. No education-related differences in involvement were found for golf, swimming or team sports.

Table 4.8 Educational variations in  
Activity Started

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Activity Started	Less than High School (%)	High School (%)	Technical- Vocational (%)	University (%)	Total Sample (%)
Creative-passive	26.3	14.4	13.0	9.9	13.2
Exercise-oriented	27.2	30.4	32.1	37.7	33.1
Team sports	9.6	10.6	13.5	11.2	11.9
Non-mech. outdoor	1.8	3.2	3.5	6.0	4.0
Mechanized outdoor	15.8	14.4	13.0	9.9	12.4
Other	5.3	4.0	4.2	2.8	3.6
Golf	4.4	5.5	4.7	4.3	4.7
Aerobics	5.3	10.6	10.7	12.1	10.9
Swimming	4.4	6.8	5.3	6.2	6.1
<b>TOTAL</b>	<b>(114)</b>	<b>(471)</b>	<b>(430)</b>	<b>(536)</b>	<b>(1606)</b>

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Chi-square = 60.496    df = 32    p = .0017

There were no substantial or consistent trends when income variations and activity started were cross-tabulated (Table 4.9). For four of the activity types, recent participation was particularly associated with one or two specific income categories. The most notable findings were that creative-passive activities were more likely to be started by those in lower income groups (under \$20,000 per year) than by higher income respondents, while mechanized and extractive outdoor recreation activities were more likely to be started by those with incomes of \$40,001 to \$60,000 per year.

#### Residential Factors

There were no significant differences in types of activities started for two residential factors, namely rural-urban location of residence and length of time living in Alberta. Regional differences in participation were identified (see Table 4.10). Creative-cultural, social and passive activities were more likely to be started by residents of the south and central regions of Alberta, while exercise-oriented activities were more commonly reported by residents of the Edmonton and Calgary areas. Both team sports and outdoor mechanized and extractive activities were more likely to be chosen by respondents living in central and northern Alberta than by respondents in any other areas. There were no substantial regional differences in participation for golf and aerobics activities. The data also suggested that residents of northern regions were less likely than those from other regions to have started non-mechanized outdoor activities or swimming.

#### Summary Profiles

An overview of the socio-demographic findings reported above reveals that age, sex and education appeared to have predictive value with respect to types of activities started in the previous year. Exercise-oriented activities, team sports and aerobics were more likely to be started by those in the younger age categories, with females having greater tendency to start aerobics or fitness programs and males more likely to start team sports or exercise-oriented activities. Non-mechanized outdoor activities were most commonly started by those in the mid-adult years (ages 35 to 44).

Table 4.9 Income Variations in  
Activity Started

Activity Started	Less than \$10,000 (%)	\$10,000 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 and over (%)	Total Sample (%)
Creative-passive	27.0	21.5	11.0	8.9	11.1	11.2	8.2	13.4
Exercise-oriented	32.0	31.9	29.2	35.7	34.2	33.6	36.9	33.2
Team sports	4.9	5.9	16.2	12.5	12.8	16.4	9.7	11.5
Non-mech. outdoor	4.1	4.2	3.2	6.2	3.4	2.6	5.1	4.2
Mechanized outdoor	8.2	8.3	14.3	11.8	15.0	15.8	12.8	12.3
Other	5.7	4.9	3.6	2.3	3.4	2.0	3.6	3.6
Golf	2.5	3.8	4.9	6.2	3.8	3.9	6.2	4.7
Aerobics	9.8	11.5	12.0	9.8	10.3	11.2	10.8	10.8
Swimming	5.7	8.0	5.5	6.6	6.0	3.3	6.7	6.2
<b>TOTAL</b>	<b>(122)</b>	<b>(288)</b>	<b>(308)</b>	<b>(305)</b>	<b>(234)</b>	<b>(152)</b>	<b>(195)</b>	<b>(1604)</b>

Chi-square = 98.100    df = 48    p = .0000

Table 4.10 Regional  
Variations in Activity Started

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Activity Started	South (%)	Central (%)	North (%)	Calgary (%)	Edmonton (%)	Total Sample (%)
Creative-passive	19.4	15.5	12.9	11.2	11.7	13.6
Exercise-oriented	31.1	27.5	23.5	36.9	37.0	33.0
Team sports	6.8	15.5	21.2	9.8	9.8	11.5
Non-mech outdoor	2.7	4.1	1.2	4.7	4.4	4.0
Mechanized outdoor	12.6	16.0	18.8	10.8	8.5	12.3
Other	5.9	2.9	3.5	2.7	5.2	3.8
Golf	5.4	4.5	5.9	4.2	4.4	4.6
Aerobics	10.8	8.1	11.8	13.6	11.4	11.2
Swimming	5.4	5.9	1.2	6.1	7.5	6.0
TOTAL	(222)	(444)	(85)	(553)	(386)	(1690)

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Chi-square = 77.298    df = 32    p = .0000

Characteristics associated with a choice of creative-cultural, social and passive activities included: female; older age category; no children in the household; lower education and income levels; and location of residence in southern or central Alberta. Both golf and mechanized and extractive activities were participated in more commonly by males than females. Team sports and mechanized and extractive activities were more commonly started in central and northern regions of the province, while exercise-oriented activities were more likely to be started by respondents in the Edmonton and Calgary areas.



#### 4.5 Reasons for Participating in Leisure Activities

The understanding of leisure behaviour is enhanced by an awareness of underlying motivations influencing leisure choices. In the 1984 Public Opinion Survey on Recreation, respondents who identified they had started a specific leisure activity in the previous twelve months were asked about their reasons for participating in that activity. They were presented with a list of eighteen reasons or motivational statements and were asked to rate the importance of each for their participation. Specifically, they were asked: "Based on the activity you have started or re-started (in the past 12 months), how IMPORTANT are EACH of the following reasons for participation to you?" Respondents were presented with a five-point rating scale for each reason with 1 signifying "Not at All Important" and 5 signifying "Extremely Important", and were asked to indicate the importance of each reason by circling one number on the scale.

Three types of analyses were undertaken utilizing the resulting data. In the first phase of the analysis, the relative importance of various reasons for participation in a leisure activity, in general, was assessed. In the second phase, the importance of each reason for participation in specific types of leisure activities was investigated. Additional analyses were also undertaken to determine if the importance of these motivations varied for different sub-groups of the population.

##### 4.5.1 Importance of Reasons for Participation in Leisure Activities

The first phase of the analysis examined the importance of reasons for participation in a leisure activity. This analysis provided a general overview of the importance of various motivations for participation without reference to involvement in specific types of activities.

Two measures of motivations for participating in leisure activities are presented in Table 4.11. This table depicts:

- (i) mean scores summarizing the complete range of responses to each reason statement (1 through 5), and;
- (ii) percentage figures indicating the total proportion of the sample recording a 4 or 5 score on the scale of importance. These scores were considered to represent a response equivalent to very or extremely important. Percentage figures for the proportion of the sample recording a 1 or 2 score (i.e. not very important) are also presented for comparison.

The motivational reasons are listed in Table 4.11, according to the rank-ordering of the mean score for each item. The rank-ordering of the motivation statements according to the proportion of respondents considering them to be important was virtually identical to the mean-score ranking. Figure 4.1 portrays the importance of reasons for participation based on the total proportions of respondents rating them with a 4 or 5 score on the scale.

The two top-ranked reasons for participation, which were important to over two-thirds of the respondents were physical health and exercise (72.5%), and relaxation (70.4%). Doing something different from work, doing things with friends, and learning new skills were each rated important by slightly more than one-half of the respondents. Fewer than one-fifth of the sample rated contributing to the community, being alone, showing others, meeting people of the opposite sex, or being away from the family as important motivations for participation.

These reasons for participation did not readily group into categories, and were thus considered on an individual basis in the remainder of the analysis.

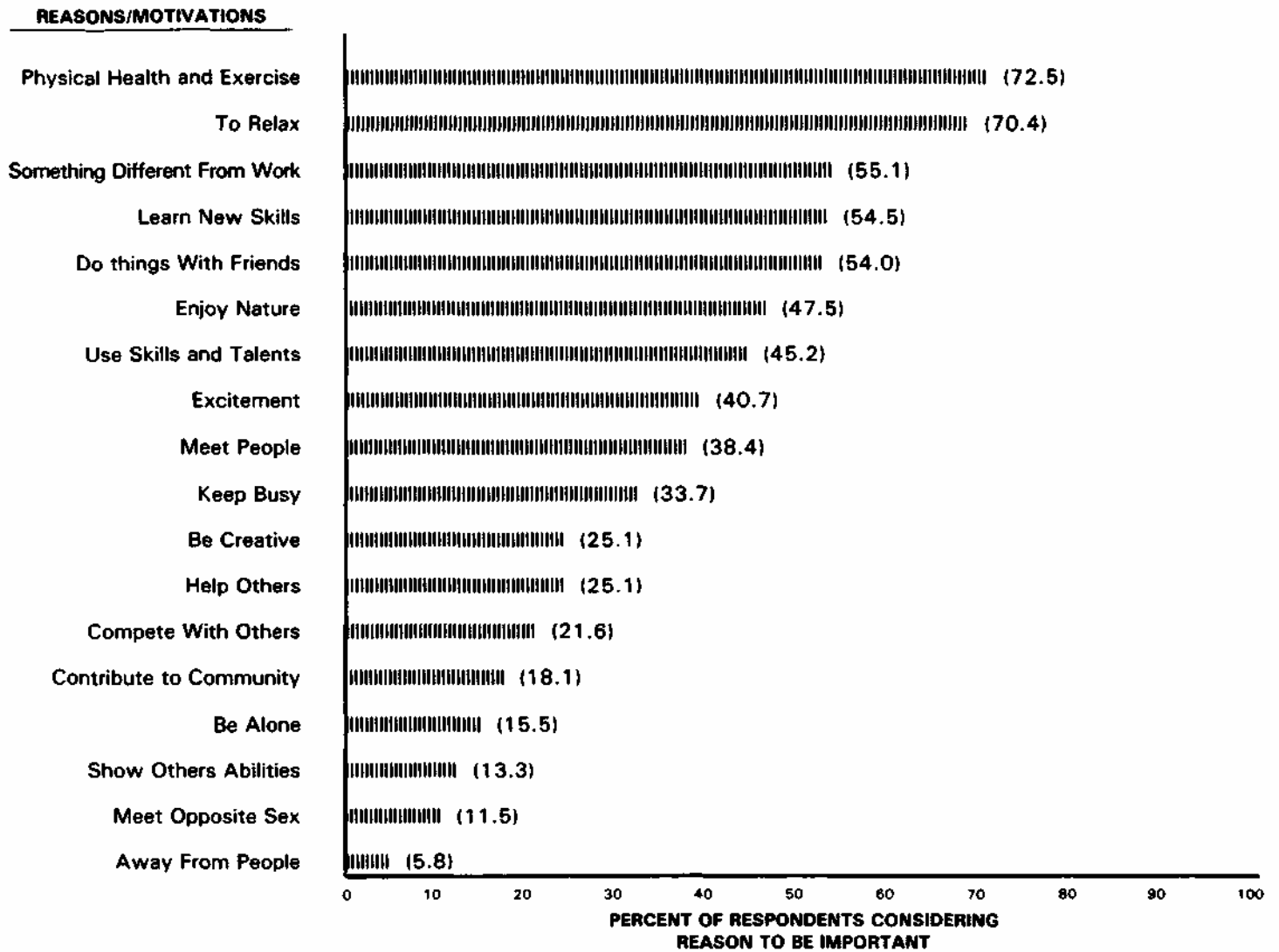
Table 4.11

Importance of Motivations for Participation  
in a Leisure Activity 1

Reasons/ Motivations 2	Mean Score 3	Important 4 (%)	Not Important 5 (%)
1. For physical health or exercise	4.04	72.5	10.5
2. To relax	3.96	70.4	10.2
3. To do something different from work	3.58	55.1	18.2
4. To do things with my friends	3.47	54.0	23.7
5. To learn new skills and abilities	3.44	54.5	23.9
6. To enjoy nature	3.24	47.5	30.5
7. To use my skills and talents	3.17	45.2	30.7
8. For excitement	3.07	40.7	32.7
9. To meet new people and maybe new friends	3.03	38.4	35.1
10. To keep busy	2.81	33.7	41.6
11. To be creative	2.54	25.1	52.9
12. To help others	2.40	25.1	55.3
13. To compete with others	2.31	21.6	59.1
14. To contribute to my community	2.21	18.1	61.2
15. To be alone	2.06	15.5	66.3
16. To show others I could do it	1.88	13.3	73.6
17. To meet people of the opposite sex	1.83	11.5	76.2
18. To be away from my family	1.58	5.8	83.1

- 1 Based on respondents who indicated they had started an activity in the previous year.
- 2 Ranked according to mean score.
- 3 Higher score suggests a more important motivation.
- 4 The total proportion of respondents who indicated 4 or 5 on the response scale.
- 5 The total proportion of respondents who indicated a 1 or 2 on the response scale.

FIGURE 4.1  
IMPORTANCE OF REASONS FOR STARTING  
PARTICIPATION IN LEISURE ACTIVITIES



#### 4.5.2. Reasons for Participating in Specific Types of Leisure Activities

In the previous section, the general importance of reasons for participation in leisure activities among the sample as a whole was discussed. Further analyses were undertaken in order to determine which of these reasons were particularly important for sub-groups of respondents defined on the basis of their participation in specific types of leisure activities. For this analysis, the activities which were started by the respondents were grouped according to the nine-part classification system outlined in Section 4.3. The findings are presented in Tables 4.12 and 4.13. In Table 4.12, the mean scores for each reason according to the type of activity are depicted. Complementary information is provided in Table 4.13, which summarizes the proportion of respondents starting a particular type of activity who considered each reason to be an important motivation for participation in that activity (i.e., a 4 or 5 on the response scale).

The first phase of the analysis was to determine the most important motivations for participation in each type of activity. These findings are discussed as activity-specific reasons for participation in Section 4.5.2.1. Motivations which distinguished each category of activity from the rest are also identified in this section. In the second phase, each type of motivation was examined in turn in order to assess its association with the full range of activities.

##### 4.5.2.1. Activity-Specific Reasons for Participation

Statistically significant differences were found for the majority of reasons or motivations when cross-tabulated with type of leisure activity. The one exception was for meeting people of the opposite sex, which was not differentially associated with participation in various types of activities. On the basis of data presented in Table 4.13, the five most important motivations for participation in each type of activity were identified for the sample as a whole. These findings are summarized in Table 4.14. The rankings depicted in this table reflect the proportions of respondents considering each reason to be important for their participation in specific activities.

Table 4.12

Mean Scores for Type of Activity Started and Motivations for Participation

Reasons/Motivations	Sample Mean	Creative-Passive	Exercise-Oriented	Team Sports	Outdoor (Non-mech.)	Outdoor (Mech.)	Fitness/Aerobics	Swimming	Golf
1. Health, exercise	4.04	3.07	4.33	4.19	4.18	3.48	4.76	4.32	3.85
2. Relaxation	3.96	4.25	3.87	3.69	3.97	4.12	3.85	4.08	4.08
3. Change from work	3.58	3.74	3.47	3.70	3.43	3.82	3.38	3.24	3.87
4. Social-friends	3.47	3.35	3.29	3.96	3.28	3.70	3.14	3.36	3.96
5. Learn skills	3.44	3.96	3.13	3.44	3.51	3.51	3.52	3.40	3.69
6. Enjoy nature	3.24	3.26	3.15	2.72	4.35	3.98	2.70	3.15	3.17
7. Use skills	3.17	3.94	2.87	3.48	2.85	3.18	2.88	2.93	3.17
8. Excitement	3.07	3.00	2.91	3.49	2.87	3.64	2.77	2.67	3.12
9. Meet new people	3.03	3.03	2.81	3.58	2.67	2.97	3.20	2.79	3.32
10. Keep busy	2.81	3.22	2.68	2.94	2.15	2.73	2.82	2.61	2.92
11. Be creative	2.54	3.78	2.25	2.22	2.34	2.43	2.50	2.27	2.15
12. Help others	2.40	3.03	2.19	2.40	1.84	2.56	2.22	2.42	2.07
13. Competition	2.31	2.11	2.36	3.34	1.48	2.03	1.84	1.73	2.99
14. Contribution	2.21	2.67	2.05	2.49	1.66	2.07	2.02	2.17	2.09
15. Be alone	2.06	2.31	2.20	1.52	2.33	2.23	1.87	1.90	1.62
16. Show others	1.88	2.33	1.76	1.90	1.57	1.89	2.10	1.70	1.62
17. Meet opposite sex *	1.83	1.85	1.83	1.80	1.69	1.84	1.83	1.76	1.79
18. Away from family	1.58	1.73	1.63	1.32	1.58	1.44	1.77	1.56	1.45

\* Not significant at  $p = .05$

Table 4.13

Importance of Reasons for Participation in *Specific*  
Type of Leisure Activities

Reasons	Percent of Respondents								
	Sample (%)	Creative-Passive (%)	Exercise-Oriented (%)	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

\* Not significant at  $p = .05$

Table 4.14

Five Most Important Motivations for Participation in  
Each Type of Leisure Activity

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%)

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%)

Proportion of the respondents identifying reason to be important.



Table 4.14

(Continued)

Five Most Important Motivations for Participation in  
Each Type of Leisure Activity

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**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%) |

A constellation of significant motivations for participation was thus derived for each activity type. This information is also depicted in Figure 4.2, and is supplemented by additional information about the least important motivations for each type of activity, and mean score results for most important and least important motivations. This approach identified motivations which were of general importance for participation in specific types of activities. Such information is of value to recreation practitioners and planners who are concerned with providing leisure opportunities which best satisfy the diverse needs and motivations of Albertans participating in a variety of activities.

There were four groups of activities which showed a similar pattern in terms of the five top-ranked motivations for participation. These were exercise-oriented activities, team sports, fitness/aerobics, and golf. For these types of activities, physical health or exercise, relaxation, doing something different from work, doing things with friends, and learning new skills were the five most important motivational factors. Motivations for participation in non-mechanized outdoor activities and swimming were similar to those identified above, with the exception that doing something different from work was replaced by enjoyment of nature. In the case of non-mechanized outdoor activities, enjoyment of nature was ranked as the overall primary motivation for participation.

The remaining types of activities - creative-passive and mechanized and extractive outdoor activities were both similar in that physical health or exercise was not ranked among the primary motivations. These latter two types of activities had the most unique constellations of motivations, with using skills and talents and being creative seen as important for creative-passive activities, and enjoying nature and excitement ranked highly for mechanized and extractive outdoor activities. With a few exceptions, the top-ranked motivations based on mean score rankings were quite consistent with this picture.

FIGURE 4.2  
**MOST IMPORTANT AND LEAST IMPORTANT MOTIVATIONS  
 FOR PARTICIPATION IN TYPES OF LEISURE ACTIVITIES**

REASONS/MOTIVATIONS	CREATIVE PASSIVE		EXERCISE ORIENTED		TEAM SPORTS		OUTDOOR (NON-MECH)		OUTDOOR (MECH)		FITNESS AEROBICS		SWIMMING		GOLF	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
HEALTH, EXERCISE			■	■	■	■	■	■			■	■	■	■	■	■
RELAXATION	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
CHANGE FROM WORK	■	■	■	■	■	■		■	■	■	■		■		■	■
SOCIAL / FRIENDS			■	■	■	■	■	■	■	■	■	■	■	■	■	■
LEARN SKILLS	■	■	■		■		■	■			■	■	■	■	■	■
ENJOY NATURE				■			■	■	■	■			■			
USE SKILLS	■	■														
EXCITEMENT									■	■						
MEET NEW PEOPLE						■						■				
KEEP BUSY																
BE CREATIVE	■	■	□		□	□										
HELP OTHERS				□											□	□
COMPETITION	□	□					□	□	□	□	□	□	□	□		
CONTRIBUTION			□	□			□	□	□	□	□	□	□	□		
BE ALONE	□	□			□	□					□	□	□	□	□	□
SHOW OTHERS	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□
OPPOSITE SEX	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□
AWAY FROM FAMILY	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□

'A' BASED ON PERCENTAGE RESPONDING IMPORTANT (ie. 4 or 5) TO STATEMENTS.

'B' BASED ON MEAN-SCORES CALCULATED FROM RANGE OF RESPONSES TO MOTIVATION STATEMENTS.

- MOTIVATION RANKED IN TOP 5
- MOTIVATION RANKED IN BOTTOM 5

For the most part, the three least important motivations for participation were consistent across all activities and included: to show others I could do it; meeting people of the opposite sex; and, to be away from the family. The element of competition was not important for participation in creative-passive activities, outdoor activities, fitness/aerobics and swimming. Contributing to the community also ranked as unimportant for several types of activities (exercise-oriented and outdoor activities and, fitness/aerobics). Being alone was of minimal importance for participants in creative-passive activities, team sports, fitness/aerobics, swimming, and golf.

The data were also examined to determine the motivations which tended to distinguish one type of activity from another (see Figure 4.3). These were motivations which were evaluated as important more frequently by some types of respondents than by others, based on above-average respondent proportions. Three categories of activities (exercise-oriented, fitness/aerobics, and swimming) were distinguished from the other activity-types by the importance of the motivation, physical health and exercise. Aside from these three types of activities, it was combinations rather than single motivations which distinguished one activity group from another. Creative-cultural, social and passive activities were particularly associated with a broad range of motivations, perhaps reflecting the heterogeneous nature of this activity grouping. The combination of motivations which discriminated team sports from the rest were: a change from work, socializing, using skills and talents, excitement, and competition. Motivations of particular importance for participation in golf were largely similar to those for team sports, including doing something different from work, socializing, and competing, but differed with respect to the lesser importance of using skills and talents, and excitement. With regard to the outdoor activities, both non-mechanized and mechanized and extractive were characterized by enjoyment of nature, but beyond this, additional motivations such as a change from work, socializing, and excitement were more characteristic of mechanized and extractive activities.

FIGURE 4.3

DISCRIMINATING MOTIVATIONAL STATEMENTS

REASONS/MOTIVATIONS	CREATIVE PASSIVE	EXERCISE ORIENTED	TEAM SPORTS	OUTDOOR (NON-MECH)	OUTDOOR (MECH)	FITNESS AEROBICS	SWIMMING	GOLF
1. HEALTH, EXERCISE	<input type="checkbox"/>	<input checked="" type="checkbox"/>			<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
2. RELAXATION	<input checked="" type="checkbox"/>							
3. CHANGE FROM WORK	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>
4. SOCIAL / FRIENDS			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
5. LEARN SKILLS	<input checked="" type="checkbox"/>							
6. ENJOY NATURE				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
7. USE SKILLS	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>					
8. EXCITEMENT			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			
9. MEET NEW PEOPLE			<input checked="" type="checkbox"/>					<input checked="" type="checkbox"/>
10. KEEP BUSY	<input checked="" type="checkbox"/>			<input type="checkbox"/>				
11. BE CREATIVE	<input checked="" type="checkbox"/>							
12. HELP OTHERS	<input checked="" type="checkbox"/>			<input type="checkbox"/>				
13. COMPETITION			<input checked="" type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>		<input checked="" type="checkbox"/>
14. CONTRIBUTION	<input checked="" type="checkbox"/>							
15. BE ALONE			<input type="checkbox"/>					
16. SHOW OTHERS	<input checked="" type="checkbox"/>							
17. OPPOSITE SEX *								
18. AWAY FROM FAMILY								

\* NO SIGNIFICANT DIFFERENCES AT P = .05

- SUBSTANTIAL POSITIVE DEVIATION IN IMPORTANCE OF MOTIVATION
- SUBSTANTIAL NEGATIVE DEVIATION IN IMPORTANCE OF MOTIVATION

#### 4.5.2.2. Association of Motivations With Leisure Activities

An alternative view of the data was gained by reading across the rows in Figure 4.3. This approach allowed the identification of activities which were selected to satisfy the various motivational needs of respondents. For respondents seeking physical health or exercise, there were three types of activities which tended to be selected by recent participants. These included exercise-oriented activities, fitness/aerobics and swimming. Relaxation was a particularly important motivation for participants in creative-passive activities, while seeking an alternative to work was of particular importance for selecting creative-passive activities, team sports, outdoor (mechanized and extractive) activities, and golf. Respondents seeking the social aspects of being with friends were more likely to start participation in team sports, golf, and outdoor mechanized activities while two of these activities - team sports and golf - were also popular with those wanting to meet new people or to engage in competition. Excitement was important to participants in team sports and outdoor mechanized and extractive activities.

Enjoyment of nature was an important motivation for those selecting both non-mechanized and mechanized and extractive outdoor activities. Recent participants in creative-passive activities and team sports considered using their skills and abilities as an important motivational factor while learning new skills was also important for the former group of respondents. Finally, there were several motivations which were likely to be more important to creative-passive participants than to others, but were of generally less importance than the motivations mentioned above. These included: keeping busy, creativity, helping others, contributing to the community and showing others. The remaining motivations - seeking solitude (being alone, being away from the family) and meeting people of the opposite sex were low in importance overall and were not differentially important for participants in the various types of activities.

#### 4.5.3. Socio-Demographic Variations in Reasons for Participation

Additional analyses were conducted in order to determine if each of the motivations for participation in leisure activities were particularly important for specific types of respondents, defined on the basis of their socio-demographic characteristics. The findings from a series of cross-tabulation analyses indicated that life-cycle and socio-economic factors were of value as predictors of reasons for participation. Residential factors, on the other hand, generally appeared to have little predictive value. Overall, the age of the respondent and the household type appeared to be the most important socio-demographic factors associated with motivations for leisure participation.

The findings for three life-cycle variables - age, sex, and household type are depicted in Tables 4.15 through 4.17. There were several patterns of consistency evident in the data. The majority of motivations were of particular importance to respondents in the younger and older age categories, but of less importance to mid-age adults. Within this pattern, there were certain reasons for participation such as excitement, competition, learning new skills, meeting people of the opposite sex, and being away from family which were of more relevance to young adults (under 25 years of age), and particular motivations such as social and altruistic factors (helping others, contributing to the community), keeping busy, being creative and using skills, which were stronger in importance for those 65 years of age or older. Two factors - enjoying nature and relaxation, showed a different picture from the inverted U-shaped trends outlined above, with both of these motivations increasing in importance with age.

Sex of the respondent was a less important predictor of variations in reasons for leisure participation, since there were only nine statistically significant relationships. Females were more likely than males to consider physical health and exercise, being creative, social factors, being away from the family, keeping busy and learning new skills to be important motivators. Males, on the other hand, tended to be more motivated by excitement and competition than were females.

Table 4.15

Age Variations in Importance of Reasons for Participation

Reasons <sup>1</sup>	Age (Years)					Statistical Significance over
	Under 25	25 to 34	35 to 44	45 to 64	65 and over	
Enjoy nature	2.97	3.00	3.33	3.63	4.01	.0000
Change from work	3.69	3.54	3.56	3.59	3.56	N.S.
Health, exercise	4.10	4.07	3.97	4.04	4.05	N.S.
Be creative	2.53	2.49	2.32	2.69	3.23	.0000
Relaxation	3.78	3.92	3.96	4.09	4.29	.0002
Social-friends	3.73	3.46	3.24	3.45	3.84	.0000
Meet new people	3.34	2.99	2.73	3.07	3.53	.0000
Meet opposite sex	2.35	1.80	1.49	1.77	2.08	.0000
Be alone	2.23	2.02	2.02	2.04	2.06	N.S.
Away from family	1.85	1.56	1.50	1.46	1.69	.0000
Show others	2.22	1.83	1.66	1.86	2.23	.0000
Help others	2.48	2.26	2.11	2.72	3.21	.0000
Excitement	3.65	3.26	2.72	2.60	2.94	.0000
Use skills	3.44	3.21	2.85	3.10	3.64	.0000
Learn skills	3.74	3.54	3.24	3.20	3.45	.0000
Competition	2.58	2.44	2.08	2.06	2.31	.0000
Keep busy	3.18	2.73	2.31	2.92	3.83	.0000
Contribution	2.13	2.05	2.10	2.48	3.20	.0000

<sup>1</sup> = In order of administration in the questionnaire

N.S. Not significant at p= .05



Table 4.16 Sex Variations in Importance of Reasons for Participation

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Reasons <sup>1</sup>	Male	Female	Statistical Significance
Enjoy nature	3.26	3.20	N.S.
Change from work	3.54	3.63	N.S.
Health, exercise	3.93	4.23	.0000
Be creative	2.41	2.74	.0000
Relaxation	3.92	4.02	N.S.
Social-friends	3.40	3.59	.0073
Meet new people	2.92	3.23	.0000
Meet opposite sex	1.86	1.77	N.S.
Be alone	2.03	2.10	N.S.
Away from family	1.46	1.78	.0000
Show others	1.84	1.93	N.S.
Help others	2.37	2.42	N.S.
Excitement	3.15	2.92	.0008
Use skills	3.22	3.09	N.S.
Learn skills	3.38	3.55	.0130
Competition	2.53	1.92	.0000
Keep busy	2.73	2.94	.0032
Contribution	2.19	2.23	N.S.

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<sup>1</sup> In order of administration in the questionnaire

N.S. Not significant at p= .05

Table 4.17 Household Type variations in Importance of Reasons for  
Participation

Reasons <sup>1</sup>	Couple - No Children	Couple With Children	Single Person(s)	Single Parent Family	Two or More Related Adults	Statistical Significance
Enjoy nature	3.24	3.19	3.20	3.58	3.44	N.S.
Change from work	3.55	3.53	3.64	3.62	3.68	N.S.
Health, exercise	4.06	3.96	4.15	4.12	4.12	N.S.
Be creative	2.57	2.37	2.74	2.71	2.91	.0000
Relaxation	3.93	3.93	3.97	4.18	4.00	N.S.
Social-friends	3.53	3.30	3.67	3.62	3.93	.0000
Meet new people	3.07	2.80	3.32	3.48	3.63	.0000
Meet opposite sex	1.50	1.49	2.64	2.45	2.54	.0000
Be alone	1.86	2.01	2.24	2.30	2.09	.0011
Away from family	1.43	1.59	1.55	1.79	1.70	.0131
Show others	1.95	1.73	2.05	1.82	2.29	.0000
Help others	2.42	2.30	2.43	2.68	2.65	N.S.
Excitement	3.12	2.93	3.34	3.10	3.06	.0003
Use skills	3.30	3.02	3.35	3.14	3.37	.0013
Learn skills	3.46	3.29	3.73	3.63	3.62	.0000
Competition	2.45	2.23	2.40	1.88	2.59	.0021
Keep busy	2.98	2.54	3.14	3.01	2.97	.0000
Contribution	2.21	2.18	2.24	2.27	2.25	N.S.

<sup>1</sup> In order of administration in the questionnaire

N.S. Not significant at  $p = .05$

With regard to type-of-household factors, the greatest distinction in motivational patterns appeared to be between respondents who were part of a couple (with or without children) and those in the remaining household categories. Virtually every motivational statement was more important to the single persons, single parent families, or two or more related adults than to households consisting of couples. These three groups were more likely to express the importance of creativity and social motivations for their leisure participation. Excitement, keeping busy, and learning new skills were particularly important for single people living on their own or with others. Solitude was important for both single people and those from single parent family households.

The findings for two socio-economic variables - education and income - are depicted in Tables 4.18 and 4.19. The predominant pattern with respect to these two variables was a decline in the importance of many of the motivations as education or income level increased. Enjoyment of nature, being creative, keeping busy, being away from the family, showing others, and social and altruistic motivations such as helping others or contributing to the community were particularly important for those with a lower education, and less so for those with post-secondary education. In contrast, there was one reason for participation - physical health or exercise - for which the importance was positively associated with educational level.

There were several discernible trends when household income levels were considered. A negative association with income occurred for meeting new people, helping others and keeping busy, with a similar pattern indicated for additional reasons such as enjoying nature, meeting people of the opposite sex, excitement, using skills and talents, and contributing to the community.

Table 4.18 Education Variations in Importance of Reasons for  
Participation

Reasons <sup>1</sup>	Less than High School	High School	Technical - Vocational	University	Statistical Significance
Enjoy nature	3.93	3.22	3.22	3.09	.0000
Change from work	3.59	3.64	3.63	3.46	N.S.
Health, exercise	3.75	3.95	3.98	4.18	.0011
Be creative	3.02	2.65	2.55	2.30	.0000
Relaxation	4.06	3.95	3.99	3.94	N.S.
Social-friends	3.96	3.64	3.46	3.15	.0000
Meet new people	3.60	3.25	3.00	2.73	.0000
Meet opposite sex	2.35	1.88	1.86	1.61	.0000
Be alone	2.12	2.14	2.03	2.01	N.S.
Away from family	1.78	1.72	1.52	1.46	.0002
Show others	2.43	1.93	1.85	1.74	.0000
Help others	3.39	2.57	2.47	1.95	.0000
Excitement	3.35	3.15	3.22	2.78	.0000
Use skills	3.65	3.16	3.24	2.97	.0002
Learn skills	3.49	3.44	3.54	3.32	N.S.
Competition	2.48	2.28	2.44	2.20	N.S.
Keep busy	3.42	3.00	2.82	2.44	.0000
Contribution	3.13	2.34	2.25	1.85	.0000

<sup>1</sup> = In order of administration in the questionnaire

N.S Not significant at  $p = .05$

Table 4.19

## Income Variations in Importance of Reasons for Participation

Reasons <sup>1</sup>	Less than \$10,000	\$10,000 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 and over	Statistical Significance
Enjoy nature	3.93	3.41	3.31	3.20	3.06	2.89	3.07	.0000
Change from work	3.81	3.60	3.56	3.63	3.65	3.38	3.52	N.S.
Health, exercise	4.16	4.01	4.02	4.05	4.06	4.01	4.10	N.S.
Be creative	3.20	2.85	2.55	2.49	2.31	2.38	2.18	.0000
Relaxation	4.28	3.98	3.99	4.07	3.82	3.79	3.84	.0007
Social-friends	3.77	3.55	3.67	3.47	3.31	3.41	3.07	.0000
Meet new people	3.53	3.29	3.14	2.99	2.95	2.77	2.56	.0000
Meet opposite sex	2.49	2.03	1.91	1.76	1.58	1.69	1.52	.0000
Be alone	2.21	2.24	2.05	2.04	1.92	1.88	2.01	N.S.
Away from family	1.93	1.73	1.61	1.45	1.50	1.42	1.56	.0000
Show others	2.49	1.94	1.83	1.89	1.77	1.69	1.70	.0000
Help others	3.21	2.70	2.48	2.42	2.13	2.06	1.95	.0000
Excitement	3.26	3.21	3.23	3.05	2.97	2.95	2.77	.0025
Use skills	3.46	3.39	3.29	3.11	2.94	3.14	2.87	.0001
Learn skills	3.53	3.62	3.50	3.42	3.39	3.46	3.16	.0277
Competition	2.15	2.25	2.47	2.36	2.25	2.28	2.18	N.S.
Keep busy	3.36	3.13	2.93	2.71	2.68	2.60	2.30	.0000
Contribution	2.75	2.42	2.21	2.25	2.07	2.03	1.89	.0000

<sup>1</sup> = In order of administration in the questionnaire

N.S. Not significant at  $p = .05$

Regional location of residence did not appear to be a strong predictive factor in accounting for variations in the importance of motivation for participation (see Table 4.20). There were, however, two reasons for participation which were particularly important for residents of the southern and central regions of the province, including helping others and contributing to the community. Excitement was an important motivator for those living in southern and northern regions. In contrast, physical health and exercise were particularly important motivators for Edmonton and Calgary residents.

Summary profiles of the types of respondents most likely to consider specific motivation important for participation in a recently started leisure activity are depicted in Figure 4.4. For example, those most likely to rate physical health and exercise as important were females, those with higher levels of education, and Calgary and Edmonton residents. Relaxation was found to be particularly important to older adults. The linking of motivators with socio-demographic characteristics provides additional information for recreation practitioners about leisure markets by extending understanding of recreation participants' characteristics to include factors which help to shape leisure choices.

Table 4.20

Regional Variations in Importance of Reasons for Participation

Reason <sup>1</sup>	South	Central	North	Calgary	Edmonton	Statistical Significance
Enjoy nature	3.33	3.35	3.04	3.16	3.18	N.S.
Change from work	3.66	3.68	3.54	3.51	3.51	N.S.
Health, exercise	3.87	3.93	3.87	4.12	4.16	.0017
Be creative	2.67	2.54	2.38	2.48	2.55	N.S.
Relaxation	4.04	3.92	3.85	3.99	3.93	N.S.
Social-friends	3.63	3.53	3.37	3.42	3.39	N.S.
Meet new people	3.19	3.11	2.96	3.01	2.89	N.S.
Meet opposite sex	1.81	1.76	1.70	1.90	1.84	N.S.
Be alone	2.05	2.03	2.12	2.09	2.03	N.S.
Away from family	1.71	1.62	1.62	1.55	1.51	N.S.
Show others	1.99	1.91	1.94	1.88	1.80	N.S.
Help others	2.62	2.57	2.31	2.25	2.31	.0011
Excitement	3.28	3.13	3.29	2.99	2.96	.0188
Use skills	3.38	3.18	3.22	3.14	3.09	N.S.
Learn skills	3.62	3.37	3.47	3.44	3.43	N.S.
Competition	2.32	2.29	2.53	2.30	2.32	N.S.
Keep busy	3.04	2.87	2.86	2.74	2.70	.0390
Contribution	2.44	2.48	2.35	1.97	2.09	.0000

<sup>1</sup> In order of administration in the questionnaire

N.S. Not significant at p= .05

**FIGURE 4.4 MOTIVATIONS IMPORTANT TO VARIOUS TYPES OF RESPONDENTS**

REASONS/MOTIVATIONS	AGE		SEX		HOUSEHOLD TYPE		EDUCATION		INCOME			PROVINCIAL REGION/AREA								
	YOUNG ADULTS	MID-AGE ADULTS	OLDER ADULTS	MALES	FEMALES	COUPLE - NO CHILDREN	COUPLE & CHILDREN	SINGLE PERSON(S)	SINGLE PARENT FAMILY	2 OR MORE RELATED ADULTS	LOWER (high school or less)	HIGHER (post secondary)	LOWER	MEDIUM	HIGH	SOUTH	CENTRAL	NORTH	CALGARY	EDMONTON
1. HEALTH, EXERCISE					■						■								■	■
2. RELAXATION		■																		
3. CHANGE FROM WORK																				
4. SOCIAL-FRIENDS	■	■			■		■	■	■		■		■							
5. LEARN SKILLS	■				■		■													
6. ENJOY NATURE			■								■		■							
7. USE SKILLS	■	■					■		■				■							
8. EXCITEMENT	■			■			■						■			■		■		
9. MEET NEW PEOPLE	■	■			■		■	■	■		■		■							
10. KEEP BUSY		■			■		■				■		■							
11. BE CREATIVE		■			■		■	■	■		■		■							
12. HELP OTHERS			■								■		■			■	■			
13. COMPETITION	■			■																
14. CONTRIBUTION		■									■		■			■	■			
15. BE ALONE							■	■												
16. SHOW OTHERS	■	■							■		■		■							
17. OPPOSITE SEX	■						■	■	■		■		■							
18. AWAY FROM FAMILY	■				■		■	■	■		■		■							

■ MORE LIKELY TO REPORT MOTIVATION AS IMPORTANT



#### **4.6 Comparison of Motivations for Participation in Leisure Activities: 1984 and 1981 Results**

Motivation or reasons for participation in leisure activities were examined in both the 1984 and 1981 Public Opinion Survey on Recreation. There were, however, differences in questionnaire composition between the two surveys which had to be considered in the comparison of results. The 1984 survey examined newly started activities and the reasons for participation in these activities, whereas the 1981 survey investigated reasons for participation in a favorite activity. In addition, the scales for rating reasons differed, with a three item scale employed in 1981 and a five-point rating used in 1984. This limited direct comparisons of measures such as mean scores and necessitated the use of rankings of importance as the method for comparing the results of the two studies. Furthermore, there was considerable discrepancy in the types of motivation investigated in the two studies, limiting comparisons to eight motivational statements.

In the analysis of 1981 data reported in Recreational Activity Preferences, Reasons for Participating and the Satisfaction of Needs (Jackson, 1982), selected motivational items were grouped into three dimensions (challenge, relaxation, and socialization) for specific aspects of the investigation. This was not attempted in the present study but was considered to be of potential importance for further, more sophisticated analyses involving multivariate grouping techniques such as factor analysis.

The rankings of importance of the eight comparable motivational statements are presented in Table 4.21, with non-comparable items excluded from the listing. Two measures were employed, including rankings based on mean scores representing the complete range of responses to each statement and rankings based on the percentages of respondents considering the reason for participation to be important. There was a striking similarity in the rankings of the motivational statements for 1984 and 1981, based on both mean scores and importance measures. This pattern indicated that the relative

importance of these eight motivational statements has remained stable over the past four years. The consistency in the top four ranked items - physical health and exercise, relaxation, an alternative to work, and learning or improving skills - combines, in general, to provide a strong picture of primary motivations for participation in leisure activities. Excitement appeared to be of moderate importance whereas competition, contributing to the community, and being alone ranked relatively low as motivations.

Table 4.21

Rankings of Motivations for Participation:  
1984 and 1981 comparisons

	Mean Scores		Rank	Importance <sup>1</sup>
	1984	1981	1984	1981
Physical health, exercise	1	1	1	2
Relaxation	2	1	2	1
Change from work	3	3	3	3
Learn new skills/Improve skills*	4	4	4	4
Excitement	5	5	5	5
To compete with others	6	7	6	6
To contribute	7	6	7	7
Be alone	8	8	8	8

\* Wording differences between the 1984 and 1981 questionnaire. 1

= Based on percentage of respondents.

In 1981, pleasure was considered important as a motivation for participation by 82.0% of the sample, ranking highest overall. "To be in pleasant surroundings" was also important to over one-half of the respondents. since these motivational statements were not incorporated into the 1984 survey, the relative importance of these factors could not be re-evaluated.

Socializing with others was important to 46.8% of the respondents in 1981. In 1984, this factor was broken into three separate components - to do things with friends, to meet new people and maybe new friends, and to meet people of the opposite sex. Of these three factors, doing things with friends ranked highest in importance (54.0 % of respondents), while meeting new people was important to 38.4% of the respondents. Meeting people of the opposite sex was important to a small proportion of respondents (11.5%). Socializing with others ranked relatively high overall in 1981, and the importance of this factor was supported in 1984, particularly with respect to socializing with friends and meeting new people.

There were several reasons or motivations incorporated into the 1984 survey which were not included in the 1981 questionnaire. Of these reasons, enjoying nature and using skills and talents appeared to have the greatest importance for respondents, following closely after the top four ranked constellation of motivations identified above. Three additional items appeared to have little importance as motivation for participation for most respondents. These were meeting people of the opposite sex, to be away from the family, and to show others that they could do it.

There was a further limitation when motivations for participation in specific types of leisure activities were examined. The classification scheme used to derive activity groupings varied somewhat in the analysis of the two surveys. The 1981 classification system had to be modified for analysis of the 1984 survey in order to prevent data fragmentation resulting from smaller respondent numbers for specific types of activities. For this reason, the 1984 classification consolidated several of the 1981 groupings into a reduced number of categories. For the comparative analysis of 1984 and 1981 data, there were four activity categories for which direct comparisons were possible. These included exercise-oriented activities, team sports, outdoor non-mechanized activities, and golf. In order to increase comparability between the two surveys, the 1984 data were re-analyzed employing the original classification system as extensively as possible. Activities which were

creative-cultural were extracted from the broader creative-cultural, social and passive grouping, and outdoor-mechanized activities were extracted from the outdoor (mechanized and extractive category). This procedure allowed direct comparisons of these two additional activity categories. The remaining activities could not be directly compared due to the small numbers of respondents reporting participation in these activities in either 1984 or 1981 and were excluded from the analysis.

The 1984 and 1981 rankings for the eight comparable motivational items are depicted in Table 4.22 with rankings adjusted to exclude unique items. Few substantial changes were observed in the relative rankings of these motivations when each of the six activity types were examined. The most apparent shifts in motivation for participation were for outdoor-mechanized activities. Excitement increased in importance in 1984 for participants in this activity category. In contrast, a smaller proportion of respondents considered physical health and exercise, and an alternative to work as important motivation for this type of activity in 1984 compared to 1981 respondents.

The relative importance of motivations for participation in creative-cultural activities was generally consistent. The only remarkable change was that skill development was an important reason for participation to more respondents in 1984 than 1981. With respect to team sports, there was an increased importance in 1984 of relaxation and skill development, while excitement declined in importance as a motivation for participation. No substantial differences were evident for exercise-oriented activities, golf, or non-mechanized outdoor activities between the two surveys.

Table 4.22

Motivations for Participation in Selected Activity Types:  
Comparisons of 1984 and 1981 Rankings

	Creative- Cultural		Exercise- Oriented		Team Sports		Outdoor Non-Mech.		Outdoor Mechanized		Golf	
	'84	'81	'84	'81	'84	'81	'84	'81	'84	'81	'84	'81
Health, exercise	4	3	1	1	1	1	1	1	5	3 -	3	2
Relaxation	1	1	2	2	2	4 +	2	2	1	2	1	1
Change from work	3	2	3	3	3	2	4	3	3	1 -	2	3
Learn new skills/ Improve skills *	2	4 +	4	4	4	6 +	3	4	4	5	4	4
Excitement	5	5	5	5	5	3 -	5	5	2	4 +	5	5
Competition	8	8	6	6	6	5	8	7	7	7	6	6
Contribution	6	6	8	7	7	7	7	8	8	8	7	7
Be alone	7	7	7	8	8	8	6	6	6	6	8	8

\* Wording differences between the 1984 and 1981 questionnaire

#### 4.7 Comparison of Socio-Demographic Variations in Motivations For Participation: 1984 and 1981 Results

A descriptive comparison was undertaken between the 1981 and 1984 survey findings in order to determine if there were any differences in the importance of motivation for participation for specific sub-groups of the survey samples. The 1984 results were discussed in Section 4.5.3. It was concluded that life-cycle and socio-economic factors had predictive value with respect to variations in reasons for leisure participation and that overall, age appeared to be the most discriminating of these socio-demographic factors. This picture varied somewhat from the 1981 observations, in which these variables were viewed as generally poor predictors of motivation for participation in leisure activities. This difference may reflect, in part, the inclusion of different sets of reasons in the two studies and the differential association of socio-demographic factors with these reasons.

As in 1984, however, age was found to be most consistently associated with reasons for participation in the 1981 study. Similar age-related patterns were evident in the 1981 and 1984 data when the comparable motivational items were considered, with relaxation and contribution to the community increasing in importance for older age groups, and factors such as excitement, competition, and skill development more important for young adults. No substantial differences were found among the various age groups for the importance of doing something different from work, or being alone. One observation of interest was that the importance of physical health or exercise as a motivation decreased with age for the 1981 survey sample, whereas no discernible decline in importance for older age groups was evident in 1984.

Some sex differences in motivation were also identified in both studies. In both 1981 and 1984, males rather than females were found to be motivated by competition, and this was extended to include excitement as an important motivation for males in 1984. Females showed consistency in the two surveys, attaching greater importance to health and exercise, socializing and learning/improving skills. In 1981, females identified contributing to the

community as a motivation for participation whereas in 1984 there were no significant differences between males and females. No sex differences were found in either survey for the importance of relaxation, doing something different from work, or being alone.

There appeared to be much more variability among different types of households in reasons for participation in 1984 compared to 1981, with significant differences evident for the majority of motivation statements. The general pattern in 1984 was that most reasons for participation were of particular importance to single persons, single parents, and to those from households with two or more related adults, rather than to respondents from households consisting of couples. These patterns were not evident in the 1981 data, and there does not appear to be any particular explanation that could be postulated to account for these differences, except for the possible effects of an increased sample size in 1984.

In both 1984 and 1981, it was found that educational levels were negatively associated with several types of motivation, including excitement, socializing, and community contribution. Although no particular trend was discernible in 1981, it was found that the importance of health and exercise increased positively with education in 1984. No substantial variations with education level were observed in 1981 or 1984 for relaxation, doing something different from work, skill development, competition or being alone. The overall picture with respect to household income was similar in both surveys, with few discernible trends in the motivation items eligible for comparison.

Overall, it appears that there was greater variability among sub-groups of the sample with regard to reasons for participation in 1984 than in 1981. In both cases, age was found to have predictive value, and similar motivational patterns were evident for the different age groups in the two sets of data. The greatest discrepancy appeared to be for the type of household variable, for which the predictive value and patterns varied substantially for the two surveys.

Further multi-variate analyses investigating the interrelationships of the three sets of variables - activity choices, reasons for participation, and socio-demographic factors, were beyond the scope of the present project. For the 1981 data, Jackson (1982) undertook extensive multi-variate analyses in order to determine which relationships were real or spurious, and to assess the degree to which variables were exerting an independent influence on activity preferences. On the basis of these analyses it was concluded that "the recreational activity choice process is affected by a set of interrelated factors, both situational (socio-economic) and motivational, and that preferences cannot be attributed to any one of these independently and alone." (Jackson, 1982, p 133). The application of multi-variate analysis to the 1984 data on activity choices has the potential to provide additional insights which are not possible with bi-variate analysis, and this technique is recommended for future phases of the data analysis.



## 4.8 Expenditures On Activity Started

### 4.8.1 introduction

Information was obtained from respondents regarding various types of expenditures on the activity which they had started in the previous year. These expenditures were categorized as: equipment costs (for purchase, rental or repair), travel costs, membership dues or entrance fees, and other expenditures (such as meals, accommodation, etc.). Respondents were asked to indicate the approximate amount of money spent on each item by checking one of five response categories: \$1 to \$49, \$50 to \$99, \$100 to \$249, \$250 to \$499, or \$500 and over 1. The following topics were assessed in the analysis of the expenditure data:

- (i) profiles of respondents' annual expenses for each expenditure category;
- (ii) expenditures on various categories of leisure activities; and,
- (iii) the association of socio-demographic characteristics of respondents with leisure expenditures.

In addition to the analysis of the 1984 data, comparisons were attempted with expenditure data obtained in the 1981 Public Opinion Survey on Recreation. These data were discussed in the A Look at Leisure: Bulletin No. 4, "A Look at Expenditures" 2. one significant qualification to be considered in this comparison was the fact the 1984 survey assessed expenditures on activities which respondents had started in the previous year, whereas the 1981 survey requested information about the amounts spent on the respondents' favorite activities. The second difference between the two questionnaires was in the wording of response category alternatives. In 1981, respondents were

1 Midpoint dollar values for these ranges were utilized in the analysis, with \$500 and over calculated as \$500.

2 Published by Alberta Recreation and Parks

given the option to indicate there was no expenditure (\$0) on each item, but this option was eliminated in 1984. It could not be determined if 1984 respondents elected to record zero expenses in the lowest available category (\$1 to \$49) or not respond to the question at all. <sup>1</sup> The effect of this discrepancy would likely be an upward bias in 1984 mean expenditures compared to 1981 findings. These two factors were considered to limit the interpretation of expenditure comparisons between the 1984 and 1981 surveys.

In addition, there was a general qualification with respect to using mid-point dollar figures for each category to calculate expenditures, in that resulting absolute dollar figures are strongly dependent on response category values and tend to shift markedly if different categories (and mid-point values) are employed. These values should, therefore, be considered as indicators and for comparative purposes rather than definitive evidence of absolute dollar values.

#### 4.8.2 Profiles of Annual Expenditures

In the initial stages of the analysis, levels of expense for each of the four expenditure categories were identified. Based on mean expenditures, it was found that equipment costs (\$169.00) were highest for the newly started activity, followed by travel costs (\$147.00), other costs (\$126.00), and membership fees (\$105.00)(see Table 4.23).

The percentage of the average dollar spent on the four types of expenditures is also summarized in Table 4.23, with data from the 1981 survey presented for comparison. The rankings for the four expenditure categories were identical in 1984 and 1981, with similar proportions of the dollar spent for each category. Membership and entrance fee expenses were somewhat higher in 1984, while travel expenses were slightly lower, compared to the 1981 data.

1 Note: some respondents made personal comments in their questionnaires which indicated that there were no expenditures, and these were coded as \$0 or no cost.

Table 4.23

Mean Dollar Expenditures and Percentage of  
Total Expenditure on Leisure Activity 1

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<u>Type of Expenditure</u>	1984		1981	
	(Mean \$)	(%)	(Mean \$)	(%)
Equipment costs	169	31	182	31
Travel costs	147	27	191	31
Other costs	126	23	140	23
Membership and entrance fees	105	19	100	15

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Based on mid-point dollar values for each response category, with \$500  
and over calculated as \$500

### Expenditures on Types of Leisure Activities

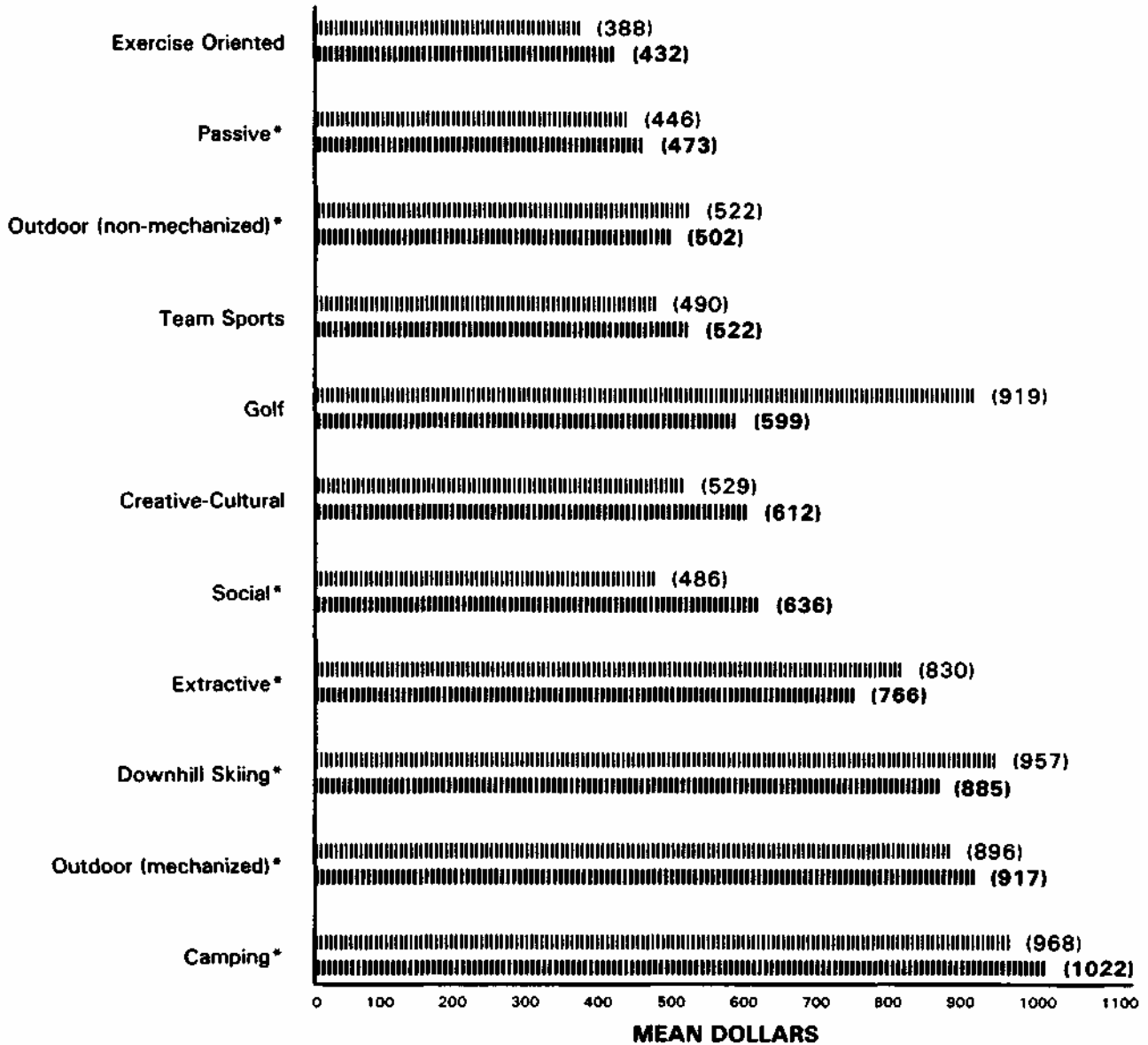
Total mean annual expenses and mean expenses in each expenditure category were examined in relation to the type of leisure activities started in the previous year. In order to facilitate comparisons with the 1981 data, the leisure activities reported by the respondents were re-classified according to the complete twelve category classification system developed by Jackson (1982) in Recreational Activity Preferences, Reasons for Participating and the Satisfaction of Needs.<sup>1</sup> As a result of this procedure, mean calculations were based on a relatively small number of respondents for several of the activity types, with resulting lower levels of confidence in the findings.

The total mean annual expenditures, broken down by type of activity started, are depicted in Figure 4.5, with 1981 mean dollar values presented for comparison. Total expenditures were calculated as the sum of expenditures in each of the four expense categories. The four highest ranked activities in terms of overall expenditures in 1984 were camping, outdoor (mechanized), downhill skiing, and extractive (fishing, hunting) activities, with a range from \$1,022 down to \$766 mean annual expenditures. The three lowest ranked activities were outdoor (non-mechanized), passive, and exercise-oriented activities with mean expenditures ranging from \$502 down to \$432. Mean annual expenditures were higher in 1984 than in 1981 for the majority of the activity categories, as might be expected in view of inflationary factors. Lower levels of expenditure were observed in 1984 for downhill skiing, extractive activities, golf, and non-mechanized outdoor activities, when compared to 1981 findings. The most marked discrepancy was evident for golf, with reported mean annual expenditures of \$919 in 1981 and \$599 in 1984. It was difficult to interpret these findings since 1984 data reflected expenditures on newly started activities while 1981 data were based on favourite activity expenditures.

The 1984 rankings were also compared with the expenditure rankings reported for the 1981 data. As indicated in Table 4.24, the rankings of total expenditures broken down by type of activity were quite comparable for the

Activities included in each grouping are identified in Appendix F.

FIGURE 4.5  
**TOTAL ANNUAL EXPENDITURES IN 1984 AND 1981 ON LEISURE ACTIVITY  
 RANKED IN ORDER OF 1984 EXPENDITURE LEVEL**



\* Based on Fewer than 50 Respondents

**Legend**  
 - - - - - 1981  
 - - - - - 1984

Table 4.24

1984 and 1981 Comparisons of Total Annual  
Expenditures by Type of Activity

	1984		1981	
	Rank	Mean \$	Rank	Mean \$
Camping *	1	1022	1	968
Outdoor (mechanized) *	2	917	4	896
Downhill skiing *	3	884	2	957
Extractive *	4	766	5	830
Social *	5	636	9	486
Creative-cultural	6	612	6	529
Golf	7	599	3	919
Team sports	8	522	8	490
Outdoor (non-mech.) *	9	502	7	522
Passive *	10	473	10	446
Exercise-oriented	11	432	11	388

\* Based on fewer than 50 respondents.

1984 and 1981 data. The two major differences in ranking occurred for social activities and golf. In the case of social activities, the expenditure ranking was substantially higher in 1984, while a marked decline in ranking was evident for golf.

For the 1981 data, the activity groups were observed to cluster into two major expenditure groupings. The first cluster (Cluster A) was composed of activities which were outdoor, resource-based, and seasonal, requiring equipment and considerable travel. These activities, for which the highest costs were reported, included camping, downhill skiing, golf, outdoor (mechanized), and extractive activities. A similar pattern was observed in 1984, with the exception that golf was absent from this cluster. The second cluster (Cluster B), with generally lower levels of expenditures, incorporated activities which could be largely done year-round, and required less equipment, time, and travel. This cluster was not so homogeneous in 1984, with golf, which tended to share the characteristics of Cluster A, included in the cluster B grouping.

The dollar breakdown of the total annual expenditures according to equipment, travel, membership, and other costs are summarized in Figure 4.6. The mean dollar figures are also summarized as percentages in Table 4.25, with total expenditures for each type of activity broken down proportionally across the four types of expense categories. Examination of these data revealed that one-half of the activities followed a similar pattern, with equipment costs being the greatest proportion of expenditures, followed by travel, other costs, and membership fees. These activities included camping, outdoor (mechanized), creative-cultural, team sports, outdoor (non-mechanized) and passive activities. Travel costs were proportionately higher for extractive (fishing, hunting) and social activities, whereas membership fees were proportionally higher for golf and exercise-oriented activities. Other costs were a higher proportion of expenditures for downhill skiing, reflecting food, accommodation and lift charges.

**FIGURE 4.6 BREAKDOWN OF TOTAL ANNUAL EXPENDITURES ON ACTIVITY STARTED**

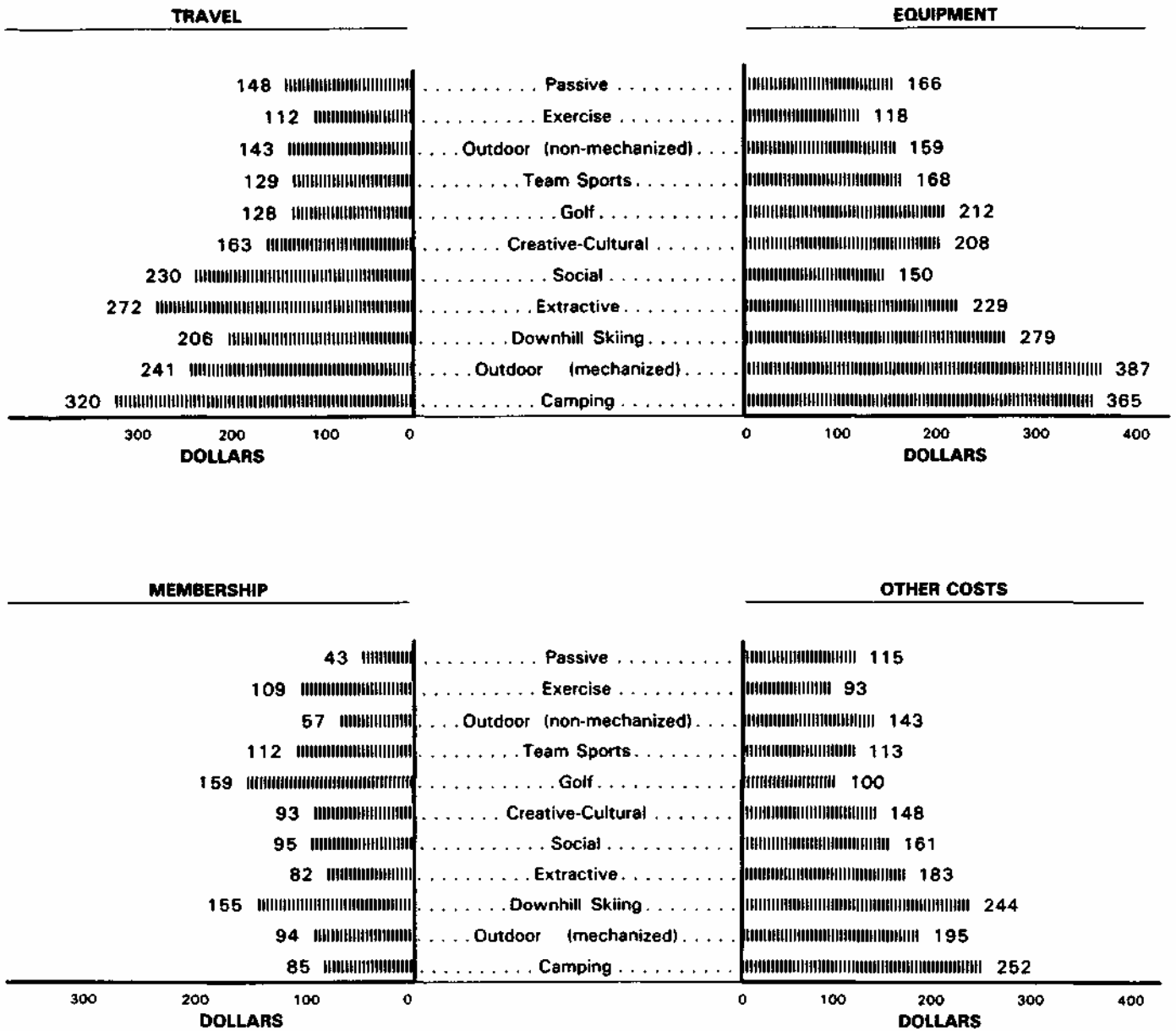




Table 4.25

Percentage Breakdown of Expenditures for Each Type of Activity  
According to Type of Expense

	Equipment		Travel		Membership		Other	
	1984 (%)	1981 (%)	1984 (%)	1981 (%)	1984 (%)	1981 (%)	1984 (%)	1981 (%)
Camping	35.7	29.4	31.3	36.4	8.3	10.4	24.7	23.9
Outdoor (mech.)	42.2	34.7	26.3	31.9	10.2	10.7	21.3	22.6
Downhill skiing	31.6	30.3	23.3	26.3	17.5	19.0	27.6	24.3
Extractive	29.9	31.8	35.5	34.7	10.7	9.8	23.9	23.7
Social	23.6	22.3	36.2	32.0	14.9	16.9	25.3	29.1
Creative-cultural	34.0	46.5	26.6	25.3	15.2	9.6	24.2	18.5
Golf	35.4	23.9	21.4	25.4	26.5	28.7	16.7	22.0
Team sports	32.2	27.8	24.7	30.0	21.5	22.3	21.6	20.4
Outdoor (non-mech.)	31.7	34.1	28.5	35.8	11.3	6.9	28.5	23.2
Exercise-oriented	27.3	29.1	25.9	27.6	25.2	24.0	21.5	19.3
Passive	35.2	31.5	31.4	34.6	9.1	11.2	24.4	22.9
<b>TOTAL SAMPLE</b>	<b>31</b>	<b>31</b>	<b>27</b>	<b>31</b>	<b>19</b>	<b>15</b>	<b>23</b>	<b>23</b>

Additional information was obtained by reading down the 1984 columns in Table 4.25. Overall, when all activities were considered, equipment costs appeared to be most important for outdoor (mechanized) activities; travel costs most important for social activities; membership costs proportionally higher for golf; and other costs highest for outdoor (non-mechanized) activities.

Comparisons were also made with the proportional breakdowns for the 1981 data, which are also presented in Table 4.25. Compared to the 1981 data for favorite activities, equipment costs were proportionally higher in 1984 for camping, outdoor (mechanized) activities, golf, and team sports. In contrast to this pattern, travel costs were proportionally lower for these activities, as well as for outdoor (non-mechanized) activities, in 1984. This picture may largely reflect the greater need for equipment purchases for newly started activities on the one hand, and more extensive travel involvement for favorite activities on the other. The proportion of expenditures on membership fees was fairly consistent for 1984 and 1981, although increases were observed for creative-cultural and non-mechanized outdoor activities. Other miscellaneous costs were also proportionally higher for creative-cultural and outdoor (non-mechanized) activities in 1984, compared to 1981, but were lower for golf.

#### 4.8.4 Socio-Demographic Variations in Total Annual Expenditures

A series of analyses were undertaken to assess the extent to which total annual expenditures varied with socio-demographic characteristics of the respondents. Four statistically significant relationships are depicted in Table 4.26. The data indicated that males reported higher expenditures than did females. Mean annual expenditures also increased with age up to 64 years, but dropped noticeably for the most senior age group (65 years and over). As might be expected, total annual expenditures on leisure activities generally

Table 4.26

Socio-Demographic Variations in Total Annual Expenditures on Activity Started

	Mean Expenditure \$	Number of Respondents	Statistical Significance F df. p.
<u>Sex</u>			
Male	646	(742)	66.593
Female	386	(331)	1
			.0000
<u>Age</u>			
Under 25	490	(163)	3.983
25 to 34	526	(433)	4
35 to 44	610	(232)	.0033
45 to 64	665	(184)	
65 and over	599	( 49)	
<u>Education</u>			
Less than high school	667	( 57)	3.796
High school	603	(307)	4
Technical-vocational	604	(285)	.0045
University	492	(325)	
<u>Income</u>			
Less than \$10,000	473	( 61)	2.99
\$10,000 to \$20,000	459	(176)	6
\$20,001 to \$30,000	568	(199)	.0067
\$30,001 to \$40,000	574	(202)	
\$40,001 to \$50,000	595	(147)	
\$50,001 to \$60,000	654	(107)	
\$60,001 and over	651	(130)	

increased with household income. Three levels of expenditures were evident. The lowest expenditures were associated with incomes under \$20,000 per year; moderate levels of expenditure were reported by those with incomes between \$20,001 and \$50,000 per year; while higher expenditures were reported by respondents with incomes of \$50,000 or over. An unexpected finding, diametrically opposed to the income pattern, was that mean annual expenditures were negatively related to education. No significant differences in expenditures were found for type of household, household size, or residence factors.

Examination of the association of socio-demographic variables and leisure spending for the 1981 survey data concluded that income was a significant factor found to influence leisure expenditure, but other variables did not exert an evident effect. The 1984 data replicated the income results reported in 1981, but extended the findings to include the effects of sex, age, and education as factors associated with leisure spending.

In 1981, a series of multiple regression analyses were undertaken incorporating expenditure, socio-demographic, and other variables, but these did not produce meaningful results. Exploratory analysis of this nature might be pursued with the 1984 data, since the size of the sample sub-group reporting expenditures in 1984 was considerably larger than the sub-group used as a basis for the 1981 analysis.

#### 4.9 Summary of Results: Leisure Activity Choices

In Section 4.0 of the report, the analysis has focused on leisure choices of respondents. Several factors were investigated in relation to the selected activities, included socio-demographic variations, motivation for participation, and annual expenditures associated with participation, in the analysis, the activity data were grouped according to a classification system, devised by Jackson (1982), in order to facilitate comparisons with data from the 1981 Public Opinion Survey on Recreation.

In the initial stage of the analysis, respondents who had started a new leisure activity (47.7% of the sample) were distinguished from those who had not (52.3% of the sample). Participation in a new leisure activity was particularly evident for young adults, single persons, members of single parent families, and urban residents. Starting an activity also increased positively with education, and was associated with less than ten years residence in the province. Those who did not start a new activity were more likely to be 45 years of age or older, living in households with no children, having less than a high school education, and a rural location of residence.

The ten types of activities which were most frequently started in the previous year were: physical fitness/aerobics, swimming, walking for pleasure, bicycling, golf, body-building/weight-lifting, racquetball/squash, bowling, creative activities, and jogging/running. When the sixty-five identified activities were grouped according to the classification system, it was found that exercise-oriented activities were the most common category of activity started (33.2% of respondents). This was followed by creative-cultural, social and passive activities (13.7%), mechanized and extractive outdoor activities (12.2%), and team sports (11.5%).

Several reasons or motivations were evaluated as particularly important to respondents for their participation in a leisure activity. These were: physical health or exercise (important to 72.5% of the sample), relaxation (70.4%), doing something different from work (55.1%), to do things with friends (54.0%), and, to learn new skills and abilities (54.5%). Of much less importance were factors such as solitude (15.5%), showing others (13.3%), meeting people of the opposite sex (11.5%), and to be away from the family (5.8%).

Direct comparisons of 1984 survey results on motivations for participation with those obtained in the 1981 Public Opinion Survey on Recreation were limited due to differences in questionnaire content. However, the primary importance of four motivational factors was replicated in the 1984 and 1981 studies. These included: physical health or exercise, relaxation, an alternative to work, and learning or improving skills and abilities. Socializing, particularly with friends, was also found to rate highly in both studies. In both 1981 and 1984, competition, community contribution, and solitude were low in importance. Pleasure and pleasant surroundings, which were important to the majority of respondents in 1981 were not re-evaluated in 1984, but two replacement items - enjoying nature and using skills or talents - achieved relatively high rankings in 1984. The importance of these reasons were found to vary for sub-groups of the sample defined according to the type of activity started and socio-demographic characteristics.

Summary profiles of participants who selected various activities were devised, incorporating both socio-demographic and motivational factors. Of the socio-demographic variables, age, sex and education appeared to have the greatest predictive value in distinguishing recent participants in specific types of activities. Aside from exercise-oriented activities, fitness/aerobics, and swimming which were associated with physical health and exercise, it was a combination rather than a single motivation which distinguished one activity grouping from another.

These summary profiles areas follows:

- o Creative-cultural, social and passive activities were selected by respondents motivated by relaxation, learning and using skills and abilities, creativity, doing something different from work, keeping busy, and altruism. This high number of important motivations likely reflects the heterogeneous nature of the activities grouped into this category for analytical purposes. Preferences for these types of activities were more commonly expressed by females, respondents from households with no children, and increased with age. Those with lower education and income levels, and residents of southern and central Alberta also had a greater tendency to select these activities.
- o Exercise-oriented activities were selected more frequently by respondents motivated by physical health or exercise, relaxation, doing something different from work, socializing with friends, and learning new skills. Starting participation in this type of activity was more common for males, those under 35 years of age, respondents having a post-secondary level of education, and residents of large urban centres.
- o Team sports were participated in by those likely to be motivated by physical health or exercise, socializing, relaxing, doing something different from work, using or learning skills and abilities, excitement, and competition. These participants were characterized as males, those under 35 years of age, and residents of central and northern Alberta.
- o Non-mechanized outdoor recreation activities were selected by respondents motivated by enjoyment of nature, physical health or exercise, relaxation, doing things with friends, and learning new skills and abilities. Starting participation in this type of activity peaked in the mid-adult age category (35 to 44 years) and was associated with a post-secondary level of education. Participation appeared to be lowest in the southern and northern regions of the province.

Mechanized and extractive outdoor activities appealed to those interested in relaxation, enjoyment of nature, a change from work, socializing with friends, and excitement. Starting participation in this type of activity appeared to be quite consistent across all age categories, with the exception of lower participation by those 65 years of age. Males, those with lower levels of education, respondents with household incomes of \$40,000 to \$60,000 per year, and residents of central and northern Alberta were more likely than other types of respondents to select these activities.

Aerobics/fitness activities were preferred by those seeking physical health or exercise, relaxation, learning new skills, a change from work, and socializing with friends. These recent participants were characterized as females, those under 35 years of age, and having a post-secondary education. Respondents from single parent families were more likely than those from other types of households to start participation in this type of activity.

Swimming was associated with motivations of physical health or exercise, relaxation, learning new skills, socializing with friends and enjoyment of nature. There were few characteristics which distinguished participation in this activity, with the exception that females were more likely than males to start swimming, and residents of northern Alberta less likely than those from other areas to take up swimming.

Golf was selected by those who rated relaxation, socializing, a change from work, health and exercise, learning new skills, and competition as important motivations. Males were more likely than females to have started golf, but there were no socio-economic or locational characteristics which identified recent participants in this activity.

Overall, constellations of important motivations for participation in specific types of leisure activities appeared to be quite consistent in 1984 and 1981 (where comparisons were possible), thus adding further credibility to the findings.



It was also found that motivation for participating in leisure activities varied across sub-groups of the sample defined on the basis of socio-demographic characteristics. Age and household type appeared to be the most important of these socio-demographic factors. Motivations such as learning new skills, excitement, competition, meeting the opposite sex, and being away from the family were of particular importance for young adults (under 25 years of age), while relaxation, enjoyment of nature, and altruism were types of motivation important for senior adults. Both groups were also motivated by socializing with others. With respect to household type, virtually every type of motivation was more important to single persons, single parent family members, or two or more related adults than to households consisting of couples. It was also observed that, with the exception of physical health or exercise, many of the motivations declined in importance with higher education or income levels.

Whereas socio-demographic variables were viewed as generally poor predictors of motivation in 1981, they were found to be of greater predictive value in 1984. In both cases, however, age of respondent was most frequently associated with variations in motivation, and similar age-related patterns were observed in both studies. The 1984 finding that virtually all motivations were important to single persons, single parents, or those from households with two or more related adults was a new finding compared to 1981. Observations with respect to sex of respondent, education and income were consistent in both studies, with similar motivational pictures observed for various sub-groups defined on these variables.

The interrelationships of activity-types, reasons for participation, and socio-demographic factors were not subjected to further investigation with multivariate analysis since this was beyond the scope of the present project. Further analysis of this nature would assist in assessing which relationships are real or spurious and which variables exert an independent influence on leisure activity choices. Additional investigations might include the application of a statistical grouping technique such as factor

analysis to the array of motivational statements. This type of approach could provide further insights into leisure choices, through the development of factors or dimensions of motivation. The comparison of profiles of respondents who have recently started a participation in specific activities with profiles of current participants in these activities also merits investigation. This type of analysis could suggest market trends in recent recruitment to specific types of activities.

Annual expenditures on the recently started leisure activities were also evaluated, and were compared, with several qualifications, to expenditures on favourite activities reported in the 1981 survey. In both surveys, expenditures on equipment and travel ranked highest, followed by "other" costs and membership costs. The four highest ranked activities in terms of total expenditure in 1984 were: camping; outdoor (mechanized) activities, downhill skiing, and outdoor extractive activities, while costs were lowest for non-mechanized outdoor, passive, and exercise-oriented activities. This expenditure picture corresponded closely with the 1981 results, with the exception that golf expenditures were lower in 1984 and expenditures for social activities increased. Annual expenditures were found to be associated with income in both 1984 and 1981, but additional relationships were evident in 1984, including higher expenditures for progressively older age groups, up to 64 years of age, and for males. Further research, with techniques such as multiple regression analysis, might assist in clarifying the nature of the interrelationships of leisure spending with socio-demographic and other respondent characteristics.

## 5.0 CEASING PARTICIPATION IN ACTIVITIES

### 5.1 Introduction

One approach to enhancing our understanding of non-participation in leisure activities and the factors or barriers which contribute to non-participation, is to examine reasons for ceasing participation, and the importance of these reasons to various segments of the population. Information collected in the 1984 Public Opinion Survey on Recreation allowed the investigation of these issues, and the analysis and interpretation of these results are discussed in this section of the report.

The presentation of findings is sub-divided into the following topics:

- (i) comparisons of respondents who ceased participation with those who did not cease participation in a leisure activity;
- (ii) an analysis of the types of activities discontinued by respondents in the past year;
- (iii) socio-demographic variations and the types of activities discontinued;
- (iv) an analysis of the reasons for ceasing participation in leisure activities;
- (v) relationships between activities ceased and reasons for stopping participation; and,
- (vi) socio-demographic variations in reasons for ceasing participation.

In addition to the analysis of the 1984 Public Opinion Survey, a descriptive comparison was made with data obtained from the 1981 Public Opinion Survey on Recreation. The 1981 data were analyzed in detail by Jackson and Blakely (1983), and the findings published in the report, A Study of Barriers to Recreation Participation (prepared for Planning Support Branch, Recreation Development Division, Alberta Recreation and Parks). In interpreting the comparative findings, it is important to note that different approaches were employed in the two surveys to investigate barriers to participation in

leisure activities. Whereas the 1984 survey examined ceasing participation in activities and the associated reasons, the 1981 survey investigated desired activities and factors preventing participation in these activities. These two approaches, however, provide a complementary study of barriers to participation in leisure activities, and considerable insight may be gained by comparing the results from the two surveys.

In order to facilitate comparisons between the 1984 and 1981 survey data, the 1984 analysis procedures corresponded closely with those applied to the 1981 data by Jackson and Blakely (1983). In particular, a nine-part classification system of leisure activities developed by Jackson was used as a basis for categorizing the activities for detailed analysis. As necessary, the frequencies for socio-demographic variables used in the cross-tabulation analyses were classified to correspond with the categories utilized by Jackson and Blakely (1983).

## 5.2 profiles of Respondents Ceasing/Not Ceasing Activities

Respondents were asked the question, "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?" Nine percent of the sample did not respond to this question. The remainder of the sample (N=3568) was fairly evenly divided into those who had (50.8%, n = 1812) and those who had not (49.2%, n = 1756) discontinued a leisure activity in the past year.

Further analyses were undertaken in order to determine if those who had and those who had not ceased an activity differed in their socio-demographic characteristics. Few differences were found for the life-cycle, socio-economic, and residential factors which were investigated. The three variables which did appear to have predictive value with respect to ceasing participation in a leisure activity were age, type of household, and education. Data depicting these findings are presented in Table 5.1. The sex of the respondent, income, household size, location of residence, and length of time in the province were not significantly associated with ceasing a leisure activity.

Table 5.1

Socio-Demographic Comparisons of Those Who Did and Those Who Did Not Cease Participation in an Activity: Age, Household Type, Education

	Ceased Participation (50.8% of Sample) (%)	Did Not Cease Participation (49.2% of Sample) (%)	Number of Respondents	Chi-Square df p.
<u>Age (Years)</u>				
Under 25	59.6	40.4	(359)	50.228
25 to 34	56.8	43.2	(1129)	4
35 to 44	48.4	51.6	(816)	.0000
45 to 64	45.8	54.2	(883)	
65 and over	41.1	58.9	(319)	
<u>Household Type</u>				
Couple With Children	53.1	46.9	(1698)	11.576
Couple - No Children	47.6	52.4	(848)	4
Single Parent Family	50.7	49.3	(134)	.0208
Single Person(s)	50.7	49.3	(617)	
Two or More Related Adults	42.9	57.1	(191)	
<u>Education</u>				
Less Than High School	33.6	66.4	(336)	49.145
High School	49.7	50.3	(1028)	4
Technical-Vocational	54.5	45.5	(862)	.0000
University	53.8	46.2	(1025)	

It is evident from the information presented in Table 5.1 that ceasing participation in a leisure activity was negatively related to age. As indicated, 59.6 percent of those in the young adult age category (under 25 years) discontinued an activity, compared to only 41.1% of respondents 65 years of age or over.

The association of household type and ceasing participation was statistically significant. This analysis revealed that respondents whose household consisted of a couple with children were more likely than those from other households to stop participating in an activity. Further analysis determined that respondents from households with children younger than school age were particularly likely to report non-participation. Respondents from two types of households - couples with no children, and two or more related adults were more likely to report they had not ceased participation in a leisure activity.

The data also suggested a higher proportion of respondents with post-secondary education (technical-vocational or university) ceased an activity, as compared with those having less than a high school education. Respondents reporting less than a high school education were more likely not to have ceased an activity. This latter finding probably relates to the age-related pattern reported above since older age groups were more likely than younger respondents to have a lower level of education.

In summary, those who were most likely to cease participation in a leisure activity were young adults, those with a post-secondary education, and respondents from households with children younger than school age. On the basis of these findings, it appears that life-cycle factors associated with the transitional stage of starting a family may be particularly important contributors to ceasing participation in a leisure activity. This aspect of family commitments and non-participation is investigated in further detail in Section 5.5.3 of the report. Those less likely to cease participation in a

leisure activity were older adults, with lower levels of education, and those with no children in the household.

It should be noted in interpreting these findings that these characteristics may also be a reflection of actual levels of participation in leisure activities. Discontinuing activities is not independent of participation. That is, sub-groups of the population, such as the younger age categories, tend to participate in most leisure activities at a higher rate than do those in older age categories, and consequently have a greater probability of ceasing participation. The findings presented above may, therefore, reflect probabilities associated with participation levels of various groups rather than any unique characteristics associated with ceasing participation in leisure activities per se.

An integration of these findings with those reported in section 4.2 also suggests that, for many respondents, ceasing participation in a specific activity is part of a general process of substitution within an array of leisure activities. Just over one-half of respondents (54.6%) who had ceased an activity also reported they had started a new leisure activity in the previous year. substitution of activities appeared to be prevalent among certain sub-groups of respondents. As identified above, ceasing participation in an activity was particularly common for those under 35 years of age, and respondents with a post-secondary education level. Correspondingly, it was respondents with these characteristics who were most likely to have started a new leisure activity during the same time period. It was also observed, however, that those from households consisting of couples with children ceased an activity at an above-average rate, but started a new activity at an average level. On this basis, it could be postulated that some overall loss in participation might be occurring for this particular group of respondents, possibly reflecting the transitional aspects of this stage of the life cycle.

### 5.3 Activities Discontinued in the Past Year

Respondents who had ceased an activity in the past year (N=1812) were asked to specify the activity discontinued. They were instructed to report ONE activity only. If there was more than one activity in which they used to participate regularly, but in which they had not participated during the previous twelve months, they were requested to identify the first activity which came to mind. Seventy-one specific activities were identified by the respondents.<sup>1</sup> The ten most frequently mentioned activities which respondents discontinued in the past year were:

1.	Curling	(n=170)
2.	Downhill skiing	(n=150)
3.	Racquetball/squash	(n=94)
4.	Bowling	(n=83)
5.	Baseball	(n=81)
6.	Swimming	(n=74)
7.	Hunting, shooting	(n=72)
8.	Ice hockey	(n=72)
9.	Physical fitness, aerobics	(n=54)
10.	Golf	(n=53)

Comparisons with data presented in Section 3.0 indicate, however, that among households there was no overall decline in participation levels for these activities from 1981 to 1984, with the exception of bowling. Furthermore, several of these activities (racquetball/squash, bowling, swimming, physical fitness/aerobics, and golf) ranked highly as recently started activities (see Section 4.0). This picture may thus be suggestive of a relatively high rate of participant turnover for these latter types of activities.

<sup>1</sup> See Summary of Results; 1984 Public Opinion Survey on Recreation for a complete listing of reported activities.



For the most part, the large array of activities, and the relatively small number of respondents mentioning each activity precluded further statistical analysis on an individual activity basis. Activities were thus grouped according to a nine-part classification system employed by Jackson and Blakely (1983) in A Study of Barriers to Recreation Participation. Modifications were made to this system in order to better accommodate the data from the 1984 Public Opinion Survey on Recreation. The details of these modifications are as follows:

- (i) Tennis and golf were mentioned by too few respondents to allow their analysis as individual activity categories. These activities were therefore integrated into the "Exercise-oriented" activity category;
- (ii) Curling had a high frequency of mention and was therefore analysed as an individual activity.
- (iii) Several activities were added to the "Creative-cultural, social and passive" grouping. These included: creative activities, cultural visits, handicrafts, hobbies, movies, performing arts, listening to radio and records, T.V. viewing, dining out, and entertaining.

This amended classification system of leisure activities is presented in Table 5.2. The activity groupings employed in the analyses were: creative-cultural, social and passive, exercise-oriented, team sports, outdoor recreation (self propelled or non-mechanized), and outdoor recreation (mechanized and extractive). There was also a general "other" category for assorted activities which did not integrate well with these categories. In addition to the activity groups defined above, it was possible to consider three specific activities on an individual basis. Curling, downhill skiing, and racquetball/squash each had sufficient mention by respondents to allow them to be included as separate components in the classification system.

Table 5.2

Activities Discontinued  
Re-Classified into Activity  
Groupings \*

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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)
Tobogganing	( 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 5.2

(Continued)

Activities Discontinued  
Re-Classified into Activity  
Groupings

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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 Activities	(27)	Volunteer Organizations 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)

Activities in which respondents ceased participation were categorized according to this classification system for further analysis. In Table 5.3, the activities in which the survey sample ceased participation are reported as a proportion of the total sample, and of respondents who had actually ceased an activity. It was found that exercise-oriented activities were most commonly discontinued by respondents (31.1%). This was followed by team sports (15.1%) and outdoor recreation (mechanized and extractive) activities (14.6%).

#### **5.4 Socio-Demographic Variations in Types of Discontinued Activities**

Earlier in this section it was established that ceasing participation in a leisure activity was more common for certain segments of the population than for others. It was also informative to determine if ceasing participation in specific types of leisure activities was associated with various respondent characteristics. In order to investigate this, a series of tests of associations were conducted between socio-demographic variables and the type of leisure activity discontinued (grouped according to the nine-part classification). Only respondents who had discontinued an activity (n=1812) were included in the analysis. The data for seven significant associations are depicted in Tables 5.4 through Table 5.10.

Statistically significant differences in activity ceased were found for three life-cycle variables including age, sex, and type of household. Substantial differences were found among various age groups in the types of leisure activities which were discontinued. There were two types of activities in which young adults (under 25 years of age) were particularly likely to cease participation, namely exercise-oriented activities, and team sports. Ceasing participation in exercise-oriented activities was relatively stable beyond this age level. Ceasing participation in team sports, however, declined markedly with age. Ceasing participation in three types of

Table 5.3

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

Rank	Activity Category	Frequency		
		N	Proportion of Sample %	Proportion of Respondents Stopping an Activity %
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-passive	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

activities - outdoor (non-mechanized), racquetball, and downhill skiing - was most prevalent for those in the 25 to 34 year age range. The remaining activity types: creative-cultural, social and passive, outdoor (mechanized and extractive), and curling were more likely to be discontinued by those in the older age groups (i.e., 45 years to 64 years of age, or 65 years and older).

There were no substantial differences between males and females in their tendencies to discontinue creative-cultural, social and passive activities, outdoor (non-mechanized) activities, racquetball, curling, or downhill skiing. Females, however, were more likely than males to report they had stopped participation in exercise-oriented activities. Males, on the other hand, had a greater tendency to discontinue participation in team sports, and outdoor (mechanized and extractive) activities.

The respondent's household structure was also examined in relation to type of activity discontinued. Ceasing participation in creative-cultural, social-passive, and non-mechanized outdoor activities was more common for single people than for those in other types of households. Exercise-oriented activities were more commonly discontinued by those from households with two or more related adults. Those from households consisting of couples with no children were more likely than others to discontinue curling. No particular household types were associated with ceasing participation in team sports, outdoor (mechanized and extractive) activities, or racquetball/squash.

Few of the educational variations in types of activities discontinued were substantial. Worth noting was that ceasing participation in creative-cultural, social-passive activities, outdoor mechanized activities and curling was particularly prevalent for those with less than a high school education and was less evident for those with a higher education. Two types of activities - outdoor (non-mechanized) and racquetball - were more commonly discontinued by those with a university education, while ceasing participation in downhill skiing was more likely to be associated with post-secondary levels of education than high school or less.

Table 5.4 Age Variations in Activity Ceased

Activity Ceased	Age (Years)					Total Sample (%)
	Under 25 (%)	25 to 34 (%)	35 to 44 (%)	45 to 64 (%)	65 and over (%)	
Creative-passive	3.7	3.6	3.9	8.3	19.1	5.9
Exercise-oriented	43.5	27.6	30.8	31.1	29.8	31.1
Team sports	23.8	17.7	15.4	9.6	3.8	15.1
Non-mechanized outdoor	3.7	8.5	5.7	6.1	3.8	6.4
Mechanized outdoor	7.5	14.4	13.4	19.2	14.5	14.6
Other	3.7	2.2	4.9	3.3	12.2	4.0
Racquetball	4.2	8.2	5.7	2.0	.8	5.2
Curling	1.9	6.0	10.8	16.9	13.7	9.5
Downhill skiing	7.9	11.8	9.5	3.5	2.3	8.4
<b>TOTAL</b>	<b>(214)</b>	<b>(637)</b>	<b>(389)</b>	<b>(396)</b>	<b>(131)</b>	

Chi-square = 247.405 df = 32 p = .0000

Table 5.5 Sex Variations in Activity Ceased

Activity Ceased	Male (%)	Female (%)	Total Sample (%)
Creative-passive	4.8	7.7	5.9
Exercise-oriented	26.0	40.8	31.1
Team sports	18.4	9.0	15.1
Non-mechanized outdoor	6.0	7.2	6.4
Mechanized outdoor	17.5	9.1	14.6
Other	4.4	3.1	4.0
Racquetball	5.1	5.5	5.2
Curling	9.8	8.6	9.5
Downhill skiing	8.1	9.0	8.4
<b>TOTAL</b>	<b>(1163)</b>	<b>(613)</b>	

Chi-square = 80.235 df = 8 p = .0000

Table 5.6 Household Type Variations in Activity Ceased

Activity Ceased	Couple - No Children (%)	Couple With Children (%)	Single Person(s) (%)	Single Parent Family (%)	Two or More Related Adults (%)	Total Sample (%)
Creative-passive	7.2	4.2	8.6	2.9	6.3	5.9
Exercise-oriented	27.5	29.9	33.0	34.8	47.5	31.1
Team sports	15.6	16.6	11.7	8.7	16.3	15.1
Non-mechanized outdoor	6.0	5.5	10.8	5.8	2.5	6.4
Mechanized outdoor	15.9	15.0	13.0	15.9	6.3	14.6
Other	3.0	3.4	6.0	2.9	8.8	4.0
Racquetball	4.7	5.7	6.3	5.8	1.3	5.2
Curling	12.7	10.9	2.2	11.6	7.5	9.5
Downhill skiing	7.4	8.8	8.3	11.6	3.8	8.4
TOTAL	(403)	(884)	(315)	(69)	(80)	

Chi-square = 84.450 df = 32 p = .0000

Table 5.7 Educational Variations in Activity Ceased

Activity Ceased	Less Than High School (%)	High School (%)	Technical-Vocational (%)	University (%)	Total Sample (%)
Creative-passive	10.7	4.8	6.0	5.4	5.9
Exercise-oriented	25.0	36.5	26.8	31.2	31.1
Team sports	9.8	17.7	15.6	12.5	15.1
Non-mechanized outdoor	5.4	5.0	5.2	9.6	6.4
Mechanized outdoor	20.5	12.9	16.6	13.1	14.6
Other	10.7	3.8	4.5	1.8	4.0
Racquetball	0.0	3.8	4.8	8.5	5.2
Curling	14.3	9.2	9.7	8.5	9.5
Downhill skiing	3.6	6.4	10.8	9.3	8.4
TOTAL	(112)	(502)	(463)	(551)	

Chi-square = 93.903 df = 32 p = .0000



When household income was considered (Table 5.8) there were no linear trends evident in the data. Rather, ceasing participation in types of activities was associated with specific income groups. It was found that creative-cultural activities were more likely to be discontinued by respondents in lower income categories, while those in higher categories were more likely than others to have discontinued non-mechanized outdoor activities and racquetball. This latter finding relates closely to the findings for education reported above. The remaining income differences did not appear to be particularly substantial or meaningful.

Residential factors were also evaluated in relation to ceasing participation in activities (Tables 5.9 and 5.10). When urban-rural variations were assessed, it was found that participation in exercise-oriented activities and downhill skiing was more commonly discontinued by urban residents. Rural residents, on the other hand, were more likely than urban residents to discontinue activities in the following categories: team sports, mechanized and extractive outdoor activities, and curling. No substantial differences were noted for ceasing participation in creative-cultural and non-mechanized outdoor activities, or racquetball/squash. Regional variations in activities ceased were consistent with these urban-rural differences. Exercise-oriented activities were more likely to be discontinued by Edmonton residents than by those from other areas, while Calgary residents were more likely to discontinue downhill skiing. Participation in team sports was more commonly discontinued by those in southern and northern Alberta. Outdoor activities in the mechanized and extractive category were also more likely to be ceased by those in southern Alberta, while residents of central Alberta were more likely than those from other regions to discontinue curling.

An overview of the data reported above suggested that age was of particular importance in accounting for variations in types of leisure activities discontinued. Although differences did emerge according to education and income levels, the patterns in the data suggested that these related closely to the documented age variations. Based on these findings, profiles of those

Table 5.8 Income Variations in  
Activity Ceased

Activity Ceased	Less Than \$10,000 (%)	\$10,000 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 and over (%)	Total Sample (%)
Creative-passive	13.1	9.7	4.4	2.1	5.6	4.3	6.0	5.9
Exercise-oriented	28.5	32.4	33.5	33.4	25.9	27.5	29.2	31.1
Team sports	8.5	13.0	12.5	20.6	15.5	18.8	13.4	15.1
Non-mechanized outdoor	5.4	6.0	5.0	5.2	8.6	10.1	6.9	6.4
Mechanized outdoor	14.6	16.4	14.3	12.0	15.1	14.5	15.3	14.6
Other	10.8	5.7	3.2	2.5	3.0	2.2	2.8	4.0
Racquetball	3.8	3.3	5.0	5.5	3.4	6.5	10.2	5.2
Curling	9.2	7.7	13.1	8.9	11.2	8.0	7.4	9.5
Downhill skiing	6.2	5.7	9.0	9.8	11.6	8.0	8.8	8.4
<b>TOTAL</b>	<b>(130)</b>	<b>(299)</b>	<b>(343)</b>	<b>(326)</b>	<b>(232)</b>	<b>(138)</b>	<b>(216)</b>	

Chi-square = 108.258 df = 48 p = .0000

Table 5.9

Urban-Rural Variations in Activity Ceased

Activity Ceased	Urban (%)	Rural (%)	Total Sample (%)
Creative-cultural	5.6	8.0	5.9
Exercise-oriented	32.1	22.7	31.1
Team sports	14.5	19.3	15.1
Non-mechanized outdoor	6.6	5.1	6.4
Mechanized outdoor	14.1	19.3	14.6
Other	3.8	4.5	4.0
Racquetball	5.8	2.3	5.2
Curling	8.7	14.2	9.5
Downhill skiing	8.7	4.5	8.4
<b>TOTAL</b>	<b>(1543)</b>	<b>(176)</b>	

Chi-square = 24.212 df = 8 p = .0021

Table 5.10

Regional Variations in Activity Ceased

Activity Ceased	South (%)	Central (%)	North (%)	Calgary (%)	Edmonton (%)	Total Sample (%)
Creative-passive	5.9	5.3	5.5	4.7	8.4	5.9
Exercise-oriented	27.6	31.0	20.9	29.3	37.8	31.1
Team sports	19.2	15.1	28.6	13.4	12.0	15.1
Non-mechanized outdoor	3.3	6.4	4.4	8.4	5.4	6.4
Mechanized outdoor	18.4	12.7	16.5	16.1	12.2	14.6
Other	4.2	5.1	4.4	3.5	2.8	4.0
Racquetball	4.2	4.0	3.3	5.2	7.4	5.2
Curling	9.2	13.6	11.0	8.4	6.1	9.5
Downhill skiing	7.9	6.8	5.5	11.0	7.9	8.4
TOTAL	(239)	(471)	(91)	(573)	(392)	

Chi-square = 77.923 df= 32 p=.0000

most likely to cease participation in specific types of activities are summarized as follows:

- o Creative-cultural, social and passive: over 45 years of age, single, lower education and income levels.
- o Exercise-oriented: under 25 years, females, urban residents (particularly Edmonton).
- o Team sports: under 25 years, males, rural, and southern and northern Alberta residents.
- o Non-mechanized outdoor: 25 to 34 years, higher education and income levels.
- o Mechanized outdoor: 45 to 64 years of age, males, rural and southern Alberta residents.
- o Racquetball/squash: 25 to 34 years of age, higher education and income levels.
- o Curling: 45 years and over, households consisting of couples with no children, rural and central Alberta residents.
- o Downhill skiing: 25 to 34 years of age, higher education, urban residents (particularly Calgary).

The limitation outlined previously in Section 5.2 similarly applies to the data discussed in this section of the report. Since discontinuing activities is not independent of participation, the findings may reflect differential participation in specific types of activities by various sub-groups of the sample. The age-related findings present the strongest evidence for this, since activities ceased may largely reflect the extent to which each age group actually participates in those types of activities. This limitation does not negate the relationships outlined above, but necessitates that associated or underlying factors be kept in mind when interpreting the findings.

### 5.5. Reasons for Ceasing Participation in Activities

In the survey, respondents who identified they had discontinued an activity in the previous twelve months were asked about their reasons for lack of participation in that activity. Respondents were presented with a list of fifteen reasons or barriers and were requested to rate the importance of each reason for their lack of participation. Specifically, they were asked: "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?" Respondents were presented with a five-part rating scale for each reason, with "1" signifying "Not at All Important" and "5" signifying "Extremely important". They were asked to indicate the importance of each reason by circling one number on each scale.

Three types of analyses were undertaken utilizing the resulting data. First, the relative importance of each reason for discontinuing leisure activities, in general, was determined, secondly, the relative importance of each reason for ceasing participation in specific types of leisure activities was investigated. Third, variations in the importance of these reasons for different sub-groups of the survey population were identified.

#### 5.5.1. importance of Reasons for Non-Participation in Activities

Two measures identifying the importance of various reasons for ceasing participation are presented in Table 5.11. This table depicts:

- (i) mean scores summarizing the complete range of responses to each reason statement (i.e., 1 through 5); and,
- (ii) percentage figures indicating the total proportion of the sample recording a 4 or 5 score on the scale of importance (i.e., very or extremely important), percentage figures for the proportion of the sample recording a 1 or 2 score (i.e., not very important) are also presented for comparison.

Table 5.11

Importance of Reasons for Ceasing Participation  
in a Leisure Activity 1

Reasons 2	Mean Score 3	Important (%) 4	Not Important (%) 5
1. Work commitments	2.98	43.1	40.7
2. Family commitments	2.84	38.5	44.7
3. Took up another activity	2.40	27.8	57.1
4. Facilities/areas overcrowded	2.29	24.5	60.7
5. Admission, charges to use recreation facilities	2.16	22.9	65.1
6. Difficulty finding others to participate with	2.14	22.0	65.3
7. No opportunity to participate near home	2.12	22.5	67.4
8. Cost of equipment/supplies	2.06	21.3	68.8
9. No longer interested	2.03	14.1	66.8
10. Physically unable to participate	1.86	18.1	75.5
11. Cost of transportation	1.74	13.6	77.9
12. Don't know where to participate	1.64	11.7	81.5
13. Facilities poorly maintained	1.60	8.8	82.7
14. Lack of transportation	1.44	8.3	88.1
15. Not at ease in social situations	1.36	3.9	89.2

1. Based on respondents who indicated they had stopped an activity in the previous year (n=1812).
2. Ranked according to mean score.
3. Higher score suggests a more important reason.
4. The total proportion of respondents who indicated 4 or 5 on the response scale.
5. The total proportion of respondents who indicated 1 or 2 on the response scale.

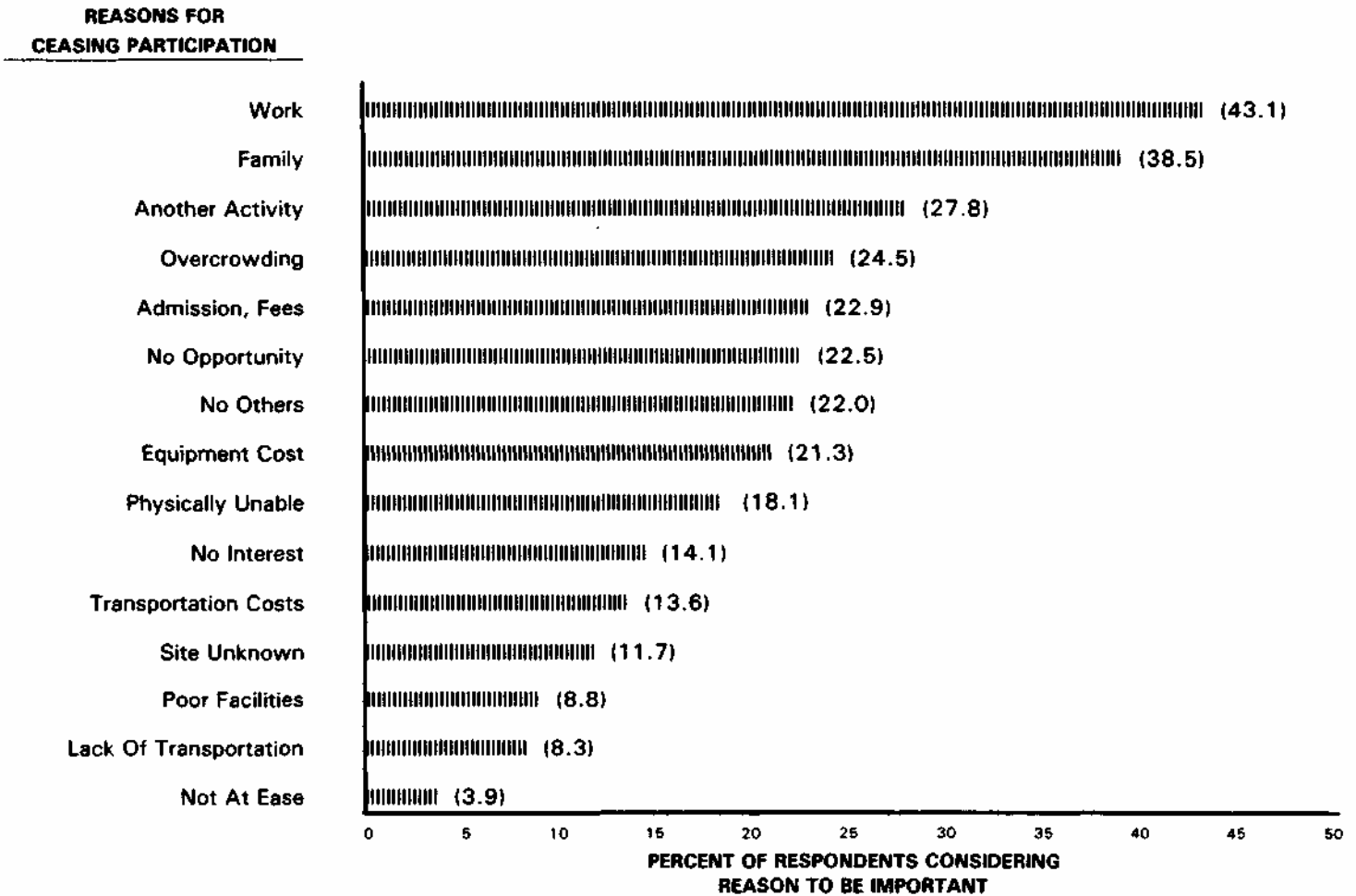
The proportion of respondents considering each reason to be important are also portrayed in Figure 5.1.

In Table 5.11, the reasons for ceasing participation are rank-ordered according to the mean scores. With a few exceptions, the ranking of the reasons based on the sample proportions considering them to be important was quite comparable to that of the mean score ranking. The two top-ranked reasons for ceasing participation were factors related to lack of time. Work commitments were very important for 43.1% of respondents, while family commitments were important barriers for 38.5% of those who had discontinued an activity. Taking up another activity, which also has implications with respect to the time factor, also appeared to be important, ranking third behind work and time commitments. Of the four economic reasons, the highest ranked barrier to participation (5th) was admission fees and charges to use recreation facilities and programs. The cost of equipment and supplies was ranked eighth, but the proportion of respondents identifying this reason to be important was very comparable to that observed for the admission fee factor. Cost of transportation and lack of transportation were ranked eleventh and fourteenth, respectively.

Of the facility-related factors, overcrowding ranked relatively high (4th) as a barrier to continued participation. Relatively few respondents felt that facilities were poorly maintained, with this factor ranking thirteenth overall. Two opportunity factors - no others to participate with, and no opportunity to participate near home - each had similar levels of importance (6th and 7th). A third opportunity factor - not knowing where to participate - was not as important, as suggested by its ranking in twelfth position. The personal factor - physically unable to participate - was tenth in importance, while not at ease in social situations was the lowest ranked overall (15th). No longer interested was of intermediate importance, ranking ninth as a barrier to continued participation.



FIGURE 5.1  
IMPORTANCE OF REASONS FOR CEASING  
PARTICIPATION IN LEISURE ACTIVITIES



It should be noted that most of the reasons or barriers were not considered to be very important by the majority of respondents. Only in the case of work commitments did the proportion of respondents rating the reason as important outweigh the proportion rating it as not very important. This picture suggests that reasons for non-participation may be quite variable for different segments of the population, and furthermore, as reported by Jackson and Blakely (1983), it may be combinations of barriers, rather than individual reasons, which contribute to non-participation in leisure activities. Alternatively, it is possible the items presented in the survey have failed to adequately address the full range of barriers which may deter participation in leisure activities.

#### 5.5.2. Reasons for Discontinuing Specific Types of Activities

In the previous section of the report, the general importance of reasons for discontinuing participation in leisure activities was discussed. Further analyses were undertaken in order to determine which reasons were particularly important when specific types of activities were discontinued. For this analysis, the activities which were discontinued by the respondent were grouped according to the nine-part classification system outlined in Section 5.3. The findings are presented in two tables. In Table 5.12, the mean scores for each reason according to type of activity are given.\* Complementary information is provided in Table 5.13, which summarizes the proportions of respondents ceasing a particular type of activity who considered each reason to be an important factor in their lack of participation.

\* A higher score indicates a more important reason.

Table 5.12

Means Scores for Type of Activity Discontinued and Reasons  
for Ceasing Participation

Reasons (Ranked)	Sample Mean	Creative- Passive	Exercise- Oriented	Team Sports	Non-Mechanized Outdoor	Mechanized Outdoor	Curling	Downhill Skiing	Racquet- ball/Squash
1. Work*	(2.98)	2.99	2.99	3.11	2.75	2.94	2.90	2.99	3.06
2. Family	(2.84)	3.08	2.79	2.84	2.55	2.69	3.15	2.95	2.56
3. Another activity*	(2.40)	2.41	2.46	2.48	2.68	2.14	2.40	2.31	2.48
4. Overcrowding	(2.29)	1.67	2.30	2.00	1.83	2.62	1.88	3.37	2.22
5. Admission, fees	(2.16)	1.79	2.12	1.69	1.46	2.10	2.15	3.58	2.59
6. No others	(2.14)	2.15	2.24	2.14	2.66	1.84	1.74	1.71	2.69
7. No opportunity	(2.12)	2.00	2.19	1.90	2.37	2.28	1.48	2.35	1.89
8. Equipment cost	(2.06)	1.93	1.88	1.63	1.84	2.60	1.69	3.20	1.86
9. No interest	(2.03)	2.21	2.03	1.96	1.80	2.01	2.06	1.80	2.03
10. Phys. unable	(1.86)	1.91	1.88	1.92	1.62	1.66	2.24	1.74	1.65
11. Transport. cost	(1.74)	1.53	1.55	1.40	1.71	2.02	1.30	2.95	1.45
12. Site unknown	(1.64)	1.61	1.66	1.98	1.55	1.69	1.35	1.10	1.39
13. Poor facilities	(1.60)	1.48	1.61	1.58	1.38	1.91	1.44	1.36	1.47
14. Lack of transportation	(1.43)	1.49	1.42	1.26	1.52	1.56	1.19	1.61	1.30
15. Not at ease*	(1.36)	1.54	1.38	1.35	1.23	1.31	1.31	1.30	1.19

No significant difference at  $p = .05$

Table 5.13

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

Reasons/ Barriers	Percent of Respondents								
	Sample %	Creative- Passive %	Exercise- Oriented %	Team Sports %	Non-mech. Outdoor %	Mechanized Outdoor %	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. Lack of transportation	(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

\* Not significant at  $p = .05$

Two approaches were taken in interpreting the data. The first stage was to determine the most important obstacles or barriers to participation in each type of activity and the barriers which discriminated between types of activities. These findings are discussed as activity-specific reasons for non-participation in Section 5.5.2.1. Secondly, each reason was examined in turn in order to assess the extent of its effect on the full range of activities (Section 5.5.2.2.).

#### 5.5.2.1. Activity-Specific Reasons for Non-Participation

Statistically significant differences were found for the majority of reasons when cross-tabulated with activity type. No differences were found for three factors - work commitments, took up another activity and not at ease in social situations - indicating these reasons did not differentially affect non-participation in various types of activities. The first stage in evaluating the data was to identify the five most important barriers for each type of activity. These findings are summarized in Table 5.14. The rankings presented in this table are based on the data presented in Table 5.13 and reflect the proportions of respondents considering each reason to be important for their lack of participation in specific activities. A constellation of significant reasons for non-participation was thus developed for each activity type. Additional findings incorporating the mean scores of each reason by activity type are also summarized in Figure 5.2. For the most part, the most important barriers for each activity were consistent whether selected on the basis of mean scores or respondent proportions.

There were four groups of activities which showed very similar patterns when the most important reasons for non-participation were examined. Creative-passive activities, racquetball, team sports and non-mechanized outdoor activities had four major barriers in common, including: work commitments, family commitments, participation in another activity, and difficulty finding

Table 5.14

Five Most Important Barriers for  
Each Type of Activity

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**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.	Cost of Equipment	(20.8%)
6.	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%)

**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%)

\* Proportion of respondents identifying obstacle to be important.

Table 5.14 (Continued)

Five Most Important Barriers for  
Each Type of Activity

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**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%)

FIGURE 5.2  
**MOST IMPORTANT AND LEAST IMPORTANT BARRIERS FOR  
 PARTICIPATION IN TYPES OF LEISURE ACTIVITIES**

REASONS/BARRIERS	CREATIVE PASSIVE		EXERCISE ORIENTED		TEAM SPORTS		OUTDOOR (NON-MECH)		OUTDOOR (MECH)		CURLING		DOWNHILL SKING		RACQUET-BALL	
	A	B	A	B	A	B	A	B	A	B	A	B	A	B	A	B
1. WORK	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
2. FAMILY	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
3. ANOTHER ACTIVITY	■	■	■	■	■	■	■	■			■	■			■	■
4. OVERCROWDING		□	■	■	■	■			■	■			■	■		
5. ADMISSION, FEES							□	□			■	■	■	■	■	■
6. NO OTHERS	■	■	■		■	■	■	■	□	□			□	□	■	■
7. NO OPPORTUNITY				■			■	■	■	■		□				
8. EQUIPMENT COST		■			□	□			■	■			■	■		
9. NO INTEREST	■	■												□		
10. PHYSICALLY UNABLE									□	□	■	■				
11. TRANSPORTATION COSTS	□	□	□	□	□	□					□	□	■	■	□	□
12. SITE UNKNOWN	□		□	□			□	□	□	□	□	□	□	□	□	□
13. POOR FACILITIES	□	□	□	□	□	□	□	□			□		□	□	□	□
14. LACK OF TRANSPORTATION	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□
15. NOT AT EASE	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□	□

“A” BASED ON MEAN-SCORES CALCULATED FROM RESPONSES TO REASONS STATEMENTS  
 “B” BASED ON PERCENTAGE RESPONDING IMPORTANT (ie. a 4 or 5) TO REASONS STATEMENTS.

■ BARRIER RANKED IN TOP 5  
 □ BARRIER RANKED IN BOTTOM 5



others with whom to participate. There were additional factors, however, which varied somewhat among these activity groupings. Overcrowding of facilities was identified as a problem with respect to team sports, while cost of admission and fees was an important barrier for racquetball. Lack of opportunity near home was an additional barrier for non-mechanized outdoor activities. Reasons for lack of participation in creative-cultural, social and passive activities also included equipment cost and loss of interest.

Curling, which was the activity discontinued by the highest number of respondents, and exercise-oriented activities, showed a predominate pattern similar to the four previously mentioned activities, with family and work commitments, and taking up another activity, rated as important reasons for ceasing participation. Additional factors, however, distinguished between these activities. The cost of participation fees and physical inability were associated with non-participation in curling. On the other hand, overcrowding and a lack of opportunity to participate near home were important additional factors for non-participation in exercise-oriented activities.

There were two activities for which the constellation of obstacles to participation were quite distinguishable from those for other activities. Non-participation in downhill skiing was influenced by several economic factors, including facility fees, the cost of equipment, and transportation costs. Overcrowding was also considered to be a particular problem for downhill skiers. These factors are of concern since downhill skiing was discontinued by a relatively high number of respondents. Those respondents who discontinued mechanized and extractive outdoor recreation activities rated work and family commitments highly, but also identified overcrowded facilities, no opportunity to participate near home and equipment costs as important factors related to their non-participation.

Information pertaining to the least important barriers for each activity type are also summarized in Figure 5.2. For the most part, the least important barriers to participation were consistent across all activities, and included transportation costs, not knowing where to participate, poorly maintained facilities, lack of transportation and not at ease in social situations. In addition, equipment costs were among the least important barriers for team sports, while admission fees or charges were low in importance for non-mechanized outdoor activities. Lack of others with whom to participate was also of minimal importance as a barrier for participants in mechanized outdoor activities and downhill skiing.

An alternative method of examining the data is to identify barriers which discriminate most effectively between various types of activities. The information depicted in Figure 5.3 summarizes findings based on percentage responses reported in Table 5.13. Overall, it appeared that mechanized and extractive outdoor activities, and downhill skiing were two activities particularly affected by barriers to participation. Two of the activities could be distinguished by the importance of one particular barrier. Team sports could be discriminated from the other activities by the importance of lack of awareness of an appropriate site, while ceasing participation in non-mechanized outdoor activities was particularly affected by lack of partners. For the remaining activity groupings, it was combinations rather than individual barriers which distinguished one type of activity from another. Non-participation in creative-passive activities was particularly affected by family commitments and loss of interest, while lack of others with whom to participate and the cost of admission or fees were particular barriers for racquetball/squash participants. The importance of family commitments and physical inability to participate distinguished non-participation in curling from other activities. Two types of activities (mechanized outdoor and downhill skiing) shared several important barriers in common, including overcrowding, cost of equipment, and transportation costs, but were distinguished from each other by the importance of admission fees and charges for downhill skiing, and the importance of poorly maintained facilities as a deterrent for participation in mechanized outdoor activities.

**FIGURE 5.3 DISCRIMINATING BARRIER STATEMENTS**

REASONS/BARRIERS	CREATIVE PASSIVE	EXERCISE ORIENTED	TEAM SPORTS	OUTDOOR (NON-MECH)	OUTDOOR (MECH)	CURLING	DOWNHILL SKIING	RACQUET-BALL
1. WORK*								
2. FAMILY	■			□		■		
3. ANOTHER ACTIVITY*								
4. OVERCROWDING	□			□	■	□	■	□
5. ADMISSION, FEES	□		□	□			■	■
6. NO OTHERS				■	□	□	□	■
7. NO OPPORTUNITY						□		
8. EQUIPMENT COST			□		■	□	■	
9. NO INTEREST	■						□	
10. PHYSICALLY UNABLE						■		
11. TRANSPORTATION COSTS			□		■	□	■	
12. SITE UNKNOWN			■			□	□	
13. POOR FACILITIES				□	■		□	
14. LACK OF TRANSPORTATION								
15. NOT AT EASE*								

\* NO SIGNIFICANT DIFFERENCES AT P = .05

- SUBSTANTIAL POSITIVE DEVIATION IN IMPORTANCE OF BARRIER
- SUBSTANTIAL NEGATIVE DEVIATION IN IMPORTANCE OF BARRIER

#### 5.5.2.2. Effects of Specific Reasons or Barriers

An additional perspective on the data may be gained by examining each barrier in turn, and identifying the specific types of activities which appear to be particularly affected or unaffected by that barrier. Data presented in Table 5.13 and Figure 5.3 were used as a basis for this analysis. Family commitments were identified as particularly important barriers to participation in creative-passive activities and curling, but of less impact on non-mechanized outdoor activities. With respect to facilities, overcrowding was found to be a particularly effective barrier for mechanized/extractive outdoor activities and downhill skiing, but much less of a factor for creative-passive activities, curling, racquetball/squash and non-mechanized outdoor activities. Poor maintenance of facilities was viewed as an obstacle to mechanized outdoor activities, but this did not apply to the two other types of outdoor activities (non-mechanized and downhill skiing).

With respect to economic factors, admission fees and other charges were reported as important obstacles to participation in downhill skiing and racquetball. Creative-passive activities, team sports and non-mechanized outdoor activities were not particularly affected by this factor. Equipment costs and transportation costs were both considered deterrents to participation in downhill skiing and mechanized outdoor activities, but these were less of a barrier for curling and team sports.

Lack of awareness about where to participate was more of a deterrent for team sports than for any other activities and of minimal importance as a barrier to participation in curling and downhill skiing. Difficulty finding others with whom to participate was a particular barrier with respect to non-participation in racquetball and non-mechanized outdoor activities, but less so for curling, downhill skiing and mechanized outdoor activities.

Physical inability to participate presented a more substantial deterrent to participation in curling than to other activities, and creative-cultural, social and passive was the activity grouping for which loss of interest was a particularly important factor in non-participation. Loss of interest was of minimal importance for non-participation in downhill skiing.

### 5.5.3. Socio-Demographic Variations in Reasons for Non-participation

It was also informative to determine if each of the reasons for non-participation in a leisure activity constituted a particularly important barrier to specific segments of the population. Of the eight socio-demographic variables which were considered in the analysis, two life-cycle variables - age and type of household - were associated most frequently with various reasons for lack of participation. Sex of the respondent, education, income and length-of-residence in Alberta were also found to have value in understanding the importance of various barriers for different segments of the population.

#### Life-Cycle Factors

Several life-cycle factors were examined in relation to reasons for non-participation. These included age, sex, type of household, and household size. These data are depicted in Tables 5.15 through 5.18. The majority of the associations between age and the non-participation reasons were statistically significant. There were no age-related differences found for six of the reasons, including three facility-related factors - overcrowding, poorly maintained facilities, no opportunity to participate near home - and two economic factors, namely, admission fees and charges and transportation costs.

There were four reasons for lack of participation which appeared to be particularly important for adults in the younger age groups. These included work commitments, not knowing where to participate and the cost of equipment. Not feeling at ease in social situations was also a particularly significant factor for young adults under 25 years of age. There were two reasons for which a u-shape pattern was evident, indicating there were certain obstacles important for both young adults and older adults, but less important for those in the mid-age categories. These factors were lack of transportation,

Table 5.15 Age Variations in Importance of Reasons for Non-  
Participation

Reasons <sup>1</sup>	Age (Years)					Statistical Significance
	Under 25	25 to 34	35 to 44	45 to 64	65 and over	
No interest	2.06	1.93	1.94	2.30	2.07	.0007
Family commitments	2.47	2.94	3.17	2.54	2.40	.0000
Work commitments	3.10	3.03	3.16	2.79	1.70	.0000
Physically unable	1.53	1.49	1.63	2.48	3.51	.0000
Transportation cost	1.81	1.77	1.56	1.79	1.92	N.S.
Lack of transportation	1.76	1.36	1.27	1.42	1.93	.0000
Cost of admission fees	2.20	2.24	2.10	2.07	2.02	N.S.
Site unknown	1.92	1.74	1.47	1.46	1.46	.0000
No others	2.59	2.24	1.84	1.91	2.15	.0000
Equipment cost	2.27	2.18	1.89	1.91	1.57	.0004
Overcrowding	2.22	2.35	2.28	2.22	2.04	N.S.
Not at ease	1.54	1.35	1.24	1.36	1.36	.0028
No opportunity	2.28	2.16	2.09	1.99	2.11	N.S.
Poor facilities	1.63	1.61	1.48	1.68	1.69	N.S.
Another activity	2.68	2.36	2.36	2.34	2.22	N.S.

<sup>1</sup> In order of administration in the questionnaire.  
N.S. Not significant at  $p = .05$ .

and not knowing others with whom to participate. A contrasting picture was evident for the factor, family commitments, which was particularly important to adults between 25 and 44 years, but less important to respondents in younger and older age categories. Those in the 45 to 64 year age category were more likely than other age groups to indicate they discontinued an activity because they were no longer interested. Respondents 45 years of age and older were also more likely to indicate they were physically unable to participate.

There were seven reasons for ceasing participation which were differentially important for males and females (Table 5.16). In all cases, the reasons were significantly more important to females than males. These factors included three economic reasons - transportation cost, lack of transportation, and cost of admission fees or other charges - and two reasons of a social nature, including difficulty finding others with whom to participate, and feeling ill-at-ease in social situations. A greater proportion of females also reported that physical inability was a barrier to participation. The remaining reason which was particularly important to females was lack of opportunity to participate near home. This latter factor may combine with lack of transportation to act as a particular obstacle to participation for females. Since females were under-represented in the survey sample, these seven barriers may actually be more important overall than suggested by the ranked figures presented in Table 5.11.

The type of household of the respondent was found to be a particularly important variable associated with various reasons for discontinuing participation in leisure activities. Twelve tests of associations employing this variable were statistically significant (Table 5.17). The findings suggest single persons living alone or with others, and respondents from single parent families were particularly likely to encounter a number of barriers to participation in leisure activities. Reasons for lack of participation which were important for single people included the cost of equipment, not knowing where to participate, and no opportunity to participate near home. Difficulty

Table 5.16

Sex Variations in Importance of Reasons  
For Non-Participation

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Reasons <sup>1</sup>	Male	Female	Statistical Significance
No interest	2.01	2.05	N.S.
Family commitments	2.79	2.93	N.S.
Work commitments	3.02	2.89	N.S.
Physically unable	1.80	1.95	.0493
Transportation cost	1.69	1.83	.0462
Lack of transportation	1.32	1.65	.0000
Cost of admission, fees	2.08	2.33	.0023
Site unknown	1.60	1.72	N.S.
No others	2.01	2.38	.0000
Equipment costs	2.02	2.14	N.S.
Overcrowding	2.31	2.25	N.S.
Not at ease	1.30	1.46	.0010
No opportunity	2.03	2.29	.0019
Poor facilities	1.58	1.63	N.S.
Another activity	2.40	2.40	N.S.

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<sup>1</sup> In order of administration in the questionnaire.  
N.S. Not significant at p= .05.



Table 5.17

Type of Household Variations in Importance of  
Reasons for Non-participation

Reasons <sup>1</sup>	Couple - no Children	Couple with Children	Single Person(s)	Single Parent Family	Two or More Related Adults	Statistical Significance
No interest	2.06	1.98	2.09	1.89	2.10	N.S.
Family commitments	2.42	3.33	1.61	3.70	2.34	.0000
Work commitments	2.81	3.10	2.81	3.22	2.62	.0030
Physically unable	2.20	1.70	1.77	1.84	2.15	.0000
Transportation cost	1.67	1.69	1.83	2.30	1.60	.0038
Lack of transportation	1.36	1.34	1.59	2.02	1.67	.0000
Cost of admission, fees	2.00	2.14	2.24	2.70	2.19	.0154
Site unknown	1.60	1.54	1.92	1.48	1.97	.0001
No others	2.07	1.98	2.60	2.05	2.42	.0000
Equipment cost	1.94	2.01	2.21	2.68	1.87	.0020
Overcrowding	2.19	2.27	2.38	2.39	2.32	N.S.
Not at ease	1.29	1.28	1.52	1.67	1.57	.0000
No opportunity	2.05	2.02	2.34	2.32	2.40	.0118
Poor facilities	1.57	1.57	1.67	1.56	1.80	N.S.
Another activity	2.43	2.30	2.72	2.16	2.30	.0043

<sup>1</sup> In order of administration in questionnaire.

N.S. Not significant at  $p = .05$ .

finding others with whom to participate was a more important factor for single persons than for any other household group. Single people were also more likely to cease participation in an activity because they had taken up a new activity.

The most highly ranked reason accounting for lack of participation for respondents from single parent families was family commitments. Economic factors including transportation costs, lack of transportation, equipment costs and admission fees were also particularly important for this household group, as was lack of opportunity near home. The social factor, not feeling at ease in social situations, was also relatively important to single parent respondents. A third type of respondent household, two or more related adults, also appeared to encounter a relatively high number of barriers. These included: not knowing where to participate, no opportunity near home, difficulty finding others with whom to participate, and not at ease in social situations.

Understandably, family commitments were important to couples with children, while work commitments were important to couples with children and single parent families. Physical inability to participate was encountered more often in households consisting of couples with no children, or two or more related adults, a pattern likely associated with the age-related findings reported above.

An examination of household size in relation to non-participation confirmed that single persons living alone were particularly likely to encounter a broad range of barriers to participation. It is also interesting to note that it was households with three members which were particularly affected by economic factors such as transportation costs. Respondents from larger households were more likely to indicate the importance of work and family commitments.

Table 5.18

Size-of-Household Variations in Importance of  
Reasons for Non-participation

Reasons <sup>1</sup>	Size of Household					5 or more	Statistical Significance
	1	2	3	4			
No interest	2.10	2.09	1.97	1.95	2.03	N.S.	
Family commitments	1.63	2.45	3.02	3.35	3.39	.0000	
Work commitments	2.90	2.77	3.01	3.08	3.20	.0077	
Physically unable	1.86	2.08	1.83	1.71	1.68	.0010	
Transportation cost	1.78	1.69	1.94	1.61	1.73	.0169	
Lack of transportation	1.61	1.44	1.44	1.35	1.38	N.S.	
Cost of admission, fees	2.07	2.09	2.33	2.11	2.23	N.S.	
Site unknown	1.96	1.59	1.69	1.49	1.64	.0007	
No others	2.61	2.13	2.07	1.91	2.18	.0000	
Equipment cost	2.01	2.00	2.22	1.99	2.11	N.S.	
Overcrowding	2.36	2.24	2.32	2.24	2.36	N.S.	
Not at ease	1.46	1.39	1.40	1.23	1.36	.0137	
No opportunity	2.31	2.07	2.23	1.94	2.17	.0357	
Poor facilities	1.70	1.57	1.70	1.51	1.59	N.S.	
Another activity	2.68	2.50	2.30	2.32	2.25	.0218	

<sup>1</sup> In order of administration in questionnaire.  
N.S. Not significant at p= .05.

### Socio-Economic Factors

Findings pertaining to education and income variables are presented in Tables 5.19 and 5.20. With respect to education, there were no statistically significant differences among sub-groups of the sample for nine of the non-participation reasons, while no significant associations with household income level were evident for eight of the barrier statements. Where significant, similar patterns were evident for both of these variables, with the effect of the barriers most marked for lower education and income groups.

The majority of the barriers for which educational variations were significant declined in effect as education level increased. An exception to this trend was equipment costs, which were of particular importance to those in the mid-education categories. Economic barriers were particularly effective for those with household incomes of less than \$10,000 per year, with the cost of admission and equipment costs being the two highest ranked reasons for non-participation by respondents in this income category. Three personal factors - physically unable to participate, not at ease in social situations, and no longer interested - were also more closely associated with lower education and income levels.

### Residential Variables

As indicated in Table 5.21, length of time living in Alberta was weakly associated with reasons for non-participation, since only six of the relationships were statistically significant. Three of these barriers were particularly important for relative newcomers to the province, and declined in importance for more established residents. These factors included: not knowing where to participate, the perception that there was no opportunity to participate near home, and difficulty finding others with whom to participate. In contrast, it was longer-term residents, living in the province for eleven or more years, who reported they had discontinued an activity because of physical inability. Those living in the province for six or more years were more likely than newcomers to report family and work commitments as barriers to participation.

Table 5.19

Education Variations in Importance of  
Reasons for Non-participation

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Reasons <sup>1</sup>	Less than High School	High School	Technical- Vocational	University	Statistical Significance
No interest	2.70	2.11	1.93	1.91	.0000
Family commitments	3.13	2.88	2.93	2.69	N.S.
Work commitments	2.93	2.93	3.04	2.93	N.S.
Physically unable	2.83	1.81	1.65	1.81	.0000
Transportation cost	2.19	1.85	1.74	1.59	.0001
Lack of transportation	1.73	1.56	1.38	1.29	.0003
Cost of admission, fees	2.31	2.19	2.29	2.04	N.S.
Site unknown	1.47	1.68	1.58	1.63	N.S.
No others	1.90	2.21	2.11	2.14	N.S.
Equipment cost	1.99	2.13	2.20	1.90	.0336
Overcrowding	2.01	2.33	2.41	2.22	N.S.
Not at ease	1.62	1.44	1.33	1.24	.0004
No opportunity	2.25	2.12	2.05	2.15	N.S.
Poor facilities	1.61	1.62	1.61	1.53	N.S.
Another activity	2.12	2.32	2.38	2.53	N.S.

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<sup>1</sup> In order of administration in the questionnaire.  
N.S. Not significant at  $p = .05$ .

Table 5.20

Income Variations in Importance of Reasons  
for Non-Participation

Reasons <sup>1</sup>	Less Than \$10,000	\$10,000 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 and over	Statistical Significance
No interest	1.90	2.00	2.00	2.06	2.00	2.07	1.96	N.S.
Family commitments	2.67	2.58	2.87	3.03	2.84	2.85	2.81	N.S.
Work commitments	2.74	2.88	2.92	3.14	3.00	2.97	3.03	N.S.
Physically unable	2.24	2.05	1.84	1.75	1.67	1.67	1.81	.0029
Transportation cost	2.54	1.95	1.74	1.76	1.61	1.49	1.36	.0000
Lack of transportation	2.03	1.85	1.34	1.31	1.31	1.22	1.13	.0000
Cost of admission, fees	2.93	2.38	2.15	2.28	2.04	1.84	1.74	.0000
Site unknown	1.72	1.70	1.63	1.59	1.75	1.37	1.62	N.S.
No others	2.32	2.30	2.15	2.04	2.18	2.01	2.02	N.S.
Equipment cost	2.78	2.30	2.16	2.06	1.93	1.79	1.63	.0000
Overcrowding	2.52	2.33	2.28	2.30	2.35	2.06	2.21	N.S.
Not at ease	1.93	1.50	1.32	1.32	1.36	1.21	1.12	.0000
No opportunity	2.57	2.21	2.07	2.12	2.17	1.78	2.04	.0120
Poor facilities	1.51	1.65	1.53	1.67	1.61	1.55	1.54	N.S.
Another activity	2.10	2.20	2.39	2.56	2.54	2.37	2.44	N.S.

<sup>1</sup> In order of administration in the questionnaire.  
N.S. Not significant at  $p = .05$ .

There were very few differences in the importance of barriers for respondents in various regions of the province (Table 5.22). Family commitments were found to be a particularly strong barrier for central Alberta residents. It is also of practical importance for recreation service providers to note that it was Calgary residents who were more likely to report that overcrowding of facilities was an important factor in their non-participation.

### Summary Profiles

Summary profiles of respondents for whom each type of barrier was particularly important are depicted in Figure 5.4. By reading across the table, it is possible to identify the sub-groups of the sample who were particularly affected by each barrier. Of relevance to recreation practitioners is the observation that admission fees and charges constituted a particularly effective barrier to participation for females, single parent families, and lower income groups, while equipment costs are a deterrent to young adults, single persons, single parent families, and those with lower incomes. It was also determined that young adults, single persons, those from households consisting of two or more related adults, and newcomers to the province were likely to be unaware of appropriate locations for recreation participation, suggesting the need for information programmes directed to these target markets. Profiles such as these alert recreation practitioners to special groups in the population for whom the effects of barriers might need to be alleviated through innovative recreation programming.

Table 5.21

Length-of-Residence Variations in Importance  
of Reasons for Non-Participation

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Reasons <sup>1</sup>	Two Years or Less	3 to 5 Years	6 to 10 Years	11 or more Years	Statistical Significance
No interest	1.84	2.00	1.95	2.05	N.S.
Family commitments	2.49	2.53	2.99	2.87	.0144
Work commitments	2.96	2.63	3.11	3.00	.0219
Physically unable	1.57	1.62	1.66	1.94	.0043
Transportation cost	1.61	1.72	1.80	1.74	N.S.
Lack of transportation	1.39	1.54	1.44	1.42	N.S.
Cost of admission, fees	2.35	2.38	2.15	2.13	N.S.
Site unknown	2.40	1.95	1.65	1.56	.0000
No others	2.75	2.43	1.94	2.09	.0003
Equipment cost	2.09	2.36	1.99	2.03	N.S.
Overcrowding	2.11	2.37	2.28	2.28	N.S.
Not at ease	1.48	1.39	1.35	1.35	N.S.
No opportunity	2.60	2.33	2.10	2.07	.0286
Poor facilities	1.88	1.69	1.63	1.57	N.S.
Another activity	2.81	2.26	2.48	2.39	N.S.

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<sup>1</sup> In order of administration in the questionnaire.  
N.S. Not significant at  $p = .05$



Table 5.22

Regional Variations in Importance of  
Reasons for Non-Participation

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Reasons <sup>1</sup>	South	Central	North	Calgary	Edmonton	Statistical Significance
No interest	2.08	2.08	2.06	1.94	2.04	N.S.
Family commitments	2.86	3.08	2.75	2.76	2.64	.0027
Work commitments	2.99	3.01	3.18	2.87	3.04	N.S.
Physically unable	2.06	1.84	1.71	1.80	1.89	N.S.
Transportation cost	1.85	1.69	1.86	1.75	1.71	N.S.
Lack of transportation	1.32	1.43	1.40	1.48	1.44	N.S.
Cost of admission, fees	2.24	2.04	1.90	2.27	2.17	N.S.
Site unknown	1.53	1.59	1.87	1.68	1.68	N.S.
No others	1.98	2.05	2.03	2.18	2.27	N.S.
Equipment cost	2.04	2.00	1.84	2.18	2.02	N.S.
Overcrowding	2.29	1.96	2.21	2.54	2.35	.0000
Not at ease	1.37	1.34	1.41	1.36	1.37	N.S.
No opportunity	2.10	2.04	2.46	2.15	2.13	N.S.
Poor facilities	1.57	1.55	1.52	1.68	1.59	N.S.
Another activity	2.21	2.44	2.50	2.31	2.50	N.S.

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<sup>1</sup> In order of administration in the questionnaire.  
N.S. Not significant at  $p = .05$ .

**FIGURE 5.4 BARRIERS IMPORTANT TO VARIOUS TYPES OF RESPONDENTS**

REASONS/BARRIERS	AGE	SEX	TYPE OF HOUSEHOLD	EDUCATION	INCOME	LENGTH OF RESIDENCE	PROVINCIAL REGION
	YOUNG ADULT MID-AGE ADULT OLDER ADULT	MALES FEMALES	COUPLE - NO CHILDREN COUPLE & CHILDREN SINGLE PERSON(S) SINGLE PARENT FAMILY TWO OR MORE RELATED ADULTS	LOWER (high school or less) HIGHER (post secondary)	LOWER MEDIUM HIGH	NEWCOMERS LONG TERM RESIDENTS	SOUTH CENTRAL NORTH CALGARY EDMONTON
1. WORK	■ ■		■ ■			■ ■	
2. FAMILY	■		■ ■			■ ■	■
3. ANOTHER ACTIVITY			■				
4. OVERCROWDING							■
5. ADMISSION, FEES		■			■		
6. NO OTHERS	■ ■	■	■ ■			■	
7. NO OPPORTUNITY		■	■ ■ ■		■	■	
8. EQUIPMENT COST	■		■ ■		■		
9. NO INTEREST				■			
10. PHYSICALLY UNABLE		■	■ ■	■ ■	■	■	
11. TRANSPORTATION COSTS		■		■	■		
12. SITE UNKNOWN	■		■ ■			■	
13. POOR FACILITIES							
14. LACK OF TRANSPORTATION	■ ■	■	■ ■	■	■		
15. NOT AT EASE	■	■	■ ■	■	■		

■ MORE LIKELY TO REPORT BARRIER AS IMPORTANT

## 5.6 Comparison of 1984 and 1981 Results: Importance of Barriers to Participation in Leisure Activities

The results obtained in the 1984 Public Opinion Survey on Recreation were compared with the 1981 findings on barriers reported in A Study of Barriers to Recreation Participation (Jackson and Blakely, 1983). The objective of the comparison was to determine the extent to which 1981 findings on importance of barriers were replicated in 1984, and to assess any changes or trends evident in the pattern of results.

There were several factors, however, which limited comparability of the data and which had to be considered in the interpretation of findings. First, the two surveys approached the study of barriers from different, but complementary perspectives. The 1984 survey examined ceasing participation in activities and the associated reasons for non-participation, whereas the 1981 survey investigated desired activities and factors preventing participation in these activities. In addition, the response scales for rating the reasons differed, with a three item scale employed in 1981 and a five-point rating scale used in 1984. This precluded direct comparisons of measures such as mean scores and percentages, and necessitated the use of rankings of the importance of barriers as the basic measure of comparison for the two studies. Several of the barriers statements also had slight wording discrepancies in the two surveys.

In this section of the report, comparisons are made for the following features:

- (i) the overall importance of barriers to participation;
- (ii) activity-specific barriers to participation; and,
- (iii) socio-demographic variations in importance of barriers to participation.

### 5.6.1. The importance of Barriers: comparisons of 1984 and 1981 Results

The first stage in the comparison of 1984 and 1981 data on barriers to leisure participation was to examine the relative rankings of each of the barrier items in the two surveys. Through a comparison of rankings, changes in the relative importance of each barrier could be determined, and discussed in light of respondent characteristics and population trends.

The results of this comparison are presented in Table 5.23. Only those items which were duplicated in both surveys are included in this table, and the rankings have been adjusted to exclude items which were unique to each survey. In total, there were twelve items with direct comparability for the two surveys. Two measures were employed in the comparisons: i) rankings of mean scores summarizing the complete range of responses for each barrier statement; and, ii) rankings of percentage figures reflecting the proportion of respondents considering the reason to be an important obstacle to their participation. For the 1981 data, this latter measure was the combined percentage for "somewhat" or "often a problem"; for the 1984 data, it was total proportion of the sample recording a 4 or 5 score on the five-point scale. The final column provides an indication of increases or decreases in relative importance for items in which changes in ranking were evident. Changes in ranking were considered significant if a reason or barrier had shifted at least two places in the rank-order of both measures.

There were six barriers which were quite stable in their 1984 and 1981 rankings. These included: work commitments (1st), overcrowding of facilities (3rd, 2nd), difficulty finding others with whom to participate (5th, 4th), cost of equipment (7th, 5th/6th), cost of transportation (9th, 10th), and lack of transportation (11th). For three of the barriers, the data comparisons suggested an increase in relative importance from 1981 to 1984. Family commitments and physical inability to participate were two personal factors which were ranked higher in 1984 than in 1981. A third factor, the cost of admission and fees, showed a similar pattern.

Table 5.23

Ranking of Barriers to Participation: 1984 and 1981 Comparisons

Barriers <sup>1</sup>	<u>Mean Scores</u>		<u>Rank</u>		<u>Trend</u>
	1984	1981	1984	1981	
Work commitments	1	1	1	1	No change
Family commitments	2	6	2	5	Increased importance in 1984
Facilities overcrowded	3	2	3	2	No change
Admission fees*	4	7	4	7	Increased importance
No others	5	4	5	4	No change
No opportunity	6	3	6	3	Decreased importance
Cost of equipment*	7	5	7	6	No change
Physically unable	8	12	8	12	Increased importance
Cost of transport*	9	10	9	10	No change
Site unknown	10	8	10	8	Decreased importance
Lack of transport	11	11	11	11	No change
Not at ease*	12	9	12	9	Decreased importance

<sup>1</sup> Ranked according to 1984 mean scores.

\* Variations in wording between 1981 and 1984 questionnaire items.

The increased importance of family commitments as a factor in non-participation did not appear to be explicable by any family-related survey sample characteristics such as marital status, type of household, or size of household. Profile proportions of respondents based on these factors were quite comparable for the 1984 and 1981 surveys. Two possible explanations for this picture could be postulated. On the one hand, it might be psychologically and practically easier for respondents to identify the role of family commitments as a factor in ceasing participation, rather than to view family commitments as a barrier preventing their participation. On the other hand, it is possible that the age-related composition of the respondent families varied in the two surveys and were associated with differential levels of family involvement and responsibilities for the respondent.

An increased emphasis in 1984 on physical inability as a barrier to participation is more readily explained by socio-demographic trends. The 1984 survey sample was generally older than the 1981 sample, paralleling the shifting age characteristics of the Alberta population profile. Specifically, there was a greater proportion of respondents over 45 years of age in the 1984 sample. Data presented in Table 5.15 indicated that it was respondents in the older age categories, in particular, who were more likely to report physical inability as an important factor in their non-participation. This finding suggests a challenge for recreation practitioners in meeting the evolving needs of the changing population structure through the provision of alternative types of leisure activities.

An increase in the perceived importance of admission fees and charges as a barrier to participation may reflect the combined effect of actual increases in admission rates and charges and the impact of personal economic hardships

associated with the downturn in the Alberta economy between 1981 and 1984. This observation has implications for funding and pricing associated with the provision of leisure services in the province. As described in Section 5.5.3., this economic barrier had the most impact on females, single-parent families and those with household incomes of less than \$10,000 per year.

There were three barriers for which there was an apparent decrease in importance over the past four years (1981 to 1984). In the case of these three factors, however, it was difficult to determine if the differences in ranking between the two surveys were a reflection of discrepancies in question wording, or actual changes in the relative importance of these barriers. Each of the three barriers - not knowing where to participate, no opportunity to participate near home, and not at ease in social situations - might be viewed as more effective deterrents to initiating participation in activities, rather than as contributors to ceasing participation. In line with this reasoning, these barriers might be expected to register less importance in the 1984 survey, in which respondents who were already engaging in activities were asked to identify reasons for discontinuing participation. Nevertheless, speculation may also be made about socio-demographic and economic trends which may have contributed to the reduction in ranking of these factors between 1981 and 1984.

With respect to the first factor, the data presented in Section 5.5.3 showed that not knowing where to participate was a particular barrier for younger respondents and relative newcomers in Alberta. It is probable that two factors have combined to reduce the importance of this barrier in 1984. On one hand, there were proportionally fewer young adults in the 1984 survey sample. In addition, there were proportionally fewer newcomers to the province in the 1984 sample, reflecting reduced migration into the province in recent years. The net result of these factors is a somewhat older, mostly established population which is likely more informed about the location of leisure opportunities in the province.

The lower proportion of newcomers in the 1984 sample may also have contributed to the reduced importance of perceived lack of recreation opportunities as a barrier, since newer residents tended to report this to be an important factor. It also is possible, however, that communities which were previously unserved in 1981 during rapid residential expansion have gradually developed leisure opportunities for residents, thus reducing the general impact of this barrier. The remaining factor which appeared to have relaxed as a barrier is lack of ease in social situations, and this may be partially attributable to the decreased proportion of younger respondents in the survey sample who tended to express this view.

In comparing the findings from the two surveys, it should also be noted that the 1984 survey presented three reasons or barriers which were not included in the 1981 survey, in an attempt to refine the understanding of non-participation in leisure activities. These items were: 'no longer interested', 'took up another activity', and 'recreational facilities are poorly maintained'. The 1984 results indicated that taking up a new leisure activity was a particularly significant factor associated with discontinuing participation in an existing activity, since this ranked third in importance behind work and family commitments. The second factor, lack of interest, was in ninth position in the 1984 barriers ranking, and was important to only fourteen percent of respondents. The combined impression from the data on these two factors suggests that respondents were more likely to maintain their participation in leisure activities, often substituting specific activities in the process, rather than discontinuing overall participation through lack of interest. This is a positive observation for recreation practitioners and service providers, although particular attention to the 45 to 64 year age groups, for whom lack of interest was most significant, might be warranted. The remaining factor - poorly maintained recreational facilities - appeared to be of little consequence as a barrier to participation, ranking thirteenth overall.



### 5.6.2. Activity-Specific Barriers to Participation: comparisons of 1984 and 1981 Results

In both 1984 and 1981, it was found that there were certain barriers which were particularly important obstacles to participation in specific types of activities. The activity groupings employed in 1984 and 1981 were comparable enough to undertake a descriptive comparison of these factors. Variations between the two classification systems related to the exclusion or inclusion of specific activities within existing activity categories. In 1981, tennis and golf were analyzed as independent activities, but were incorporated into the exercise-oriented activity category for the 1984 analysis, curling was removed from the team sport category in 1984 and analyzed as an individual activity. It was not included in the comparative analysis. Comparative findings pertaining to the creative-cultural, social and passive grouping, should be interpreted with caution since this category was substantially expanded in 1984.

Overall, there was a strong degree of similarity in the results of both the 1984 and 1981 surveys. These findings are depicted graphically in Figure 5.5, which illustrates the five most important barriers, and the five least important barriers to participation in each of seven types of activities, based on the twelve barriers common to both the 1984 and 1981 questionnaires.

There were two types of activities for which identical constellations of important barriers were evident in 1984 and 1981. These were exercise-oriented and non-mechanized outdoor activities. For the remaining activity categories, four of the five most important barriers were identical and there was a strong degree of similarity in the lowest ranked barriers. This replication of results provides validation for the relative importance of these barriers as effective deterrents to participation in specific types of leisure activities.

**FIGURE 5.5 MOST IMPORTANT AND LEAST IMPORTANT BARRIERS FOR EACH TYPE OF ACTIVITY GROUPING:<sup>1</sup> COMPARISONS OF 1984 AND 1981 RESULTS**

BARRIERS <sup>2</sup>	CREATIVE PASSIVE		EXERCISE ORIENTED		TEAM SPORTS		OUTDOOR (NON-MECH)		OUTDOOR (MECH)		DOWNHILL SKIING		RACQUET-BALL	
	'84	'81	'84	'81	'84	'81	'84	'81	'84	'81	'84	'81	'84	'81
1. WORK	■	■	■	■	■	■	■	■	■	■	■	■	■	■
2. FAMILY	■	■	■	■	■	■	■	■	■	■	■	■	■	■
3. OVERCROWDING	□	□	■	■	■	■	■	■	■	■	■	■	■	■
4. ADMISSION, FEES				□	□	□	□	□	□	□	■	■	■	■
5. NO OTHERS	■		■	■	■	■	■	■	□	■	□		■	■
6. NO OPPORTUNITY	■	■	■	■		■	■	■	■	■			■	■
7. EQUIPMENT COST	■	■	□		□		■	■	■	■	■	■		
8. PHYSICALLY UNABLE		□		□		□		□	□	□	□	□	□	□
9. TRANSPORTATION COSTS	□	□	□	□	□	□	□	□		□	■	□	□	□
10. SITE UNKNOWN	□	■	□		■	■	□		□		□	□	□	□
11. LACK OF TRANSPORTATION	□	□	□	□	□	□	□	□	□	□	□	□	□	□
12. NOT AT EASE	□	□	□	□	□	□	□	□	□	□	□	□	□	□

<sup>1</sup> BASED ON PERCENTAGE OF RESPONDENTS.  
<sup>2</sup> IN DESCENDING ORDER OF IMPORTANCE FOR THE 1984 SURVEY, WITH ONLY ITEMS COMMON TO THE 1984 AND 1981 SURVEYS INCLUDED.

■ BARRIER RANKED IN TOP 5  
 □ BARRIER RANKED IN BOTTOM 5

Added weight is given to the credibility of these findings since similar results were obtained utilizing two different, but complementary types of approaches, namely the identification of barriers to starting an activity (1981) and the identification of reasons for ceasing an activity (1984).

Some shifts in the importance of various barriers to participation in specific activities are indicated in Figure 5.5. The most marked change in barriers to participation in creative-passive activities was the decline in the importance of not knowing where to participate, from a highly-ranked factor in 1981 to a relatively low rank in 1984. For team sports, an increase in family importance was noted, whereas lack of opportunity to participate near home was of less significance in 1984. For downhill skiing, the most notable observation was the increase in importance of transportation costs in 1984. With regard to racquetball/squash, overcrowding disappeared in 1984 as a top-ranked barrier.

A detailed review of the 1984 and 1981 rankings presented in Table 5.24 confirm there has been an increase in the effect of certain barriers to participation in specific types of activities in the past four years. The most dramatic of these is the barrier, physically unable to participate, for which an increase in impact was evident across all activity groupings. Family commitments increased in importance as a barrier across several activity categories, including: exercise-oriented activities, team sports, mechanized and extractive outdoor activities, and racquetball. Two economic barriers, the cost of admission fees and charges and transportation costs, showed the greatest increased effect on downhill skiing. A discussion pertaining to physical inability, family commitments, and economic factors as increased barriers to participation in leisure activities was presented in Section 5.6.1, focusing on population and societal trends as potential contributing factors. The social barrier, difficulty finding others with whom to participate, increased in importance for participants in creative-passive activities, but became much less important to participants in mechanized and extractive outdoor activities in 1984.

Table 5.24

Importance of Barriers for Each Type of Activity  
Grouping: Comparison of 1984 and 1981 Rankings

Reasons/Barriers <sup>1</sup>	Creative-Passive		Exercise-Oriented		Team Sports		Outdoor (Non-Mech.)		Outdoor (Mech.)		Downhill Skiing		Racquetball/Squash	
	'84	'81	'84	'81	'84	'81	'84	'81	'84	'81	'84	'81	'84	'81
Work	1	1	1	1	1	1	1	1	1	1	5	3	1	2
Family	1	3	2	5 +	2	6 +	3	4	2	6 +	6	5	3	6 +
Overcrowding	11	8 -	4	2	4	3	6	6	3	4	3	1	6	1 -
Admission, fees	7	7	6	8	8	8	11	10	7	9	1	4 +	4	4
No others	3	6 +	5	4	3	2	2	3	10	5 -	9	7	2	3
No opportunity	5	2 -	3	3	7	3 -	4	5	5	3	7	6	5	5
Equipment cost	4	5	8	7	9	7	5	2 -	4	2	2	2	7	7
Physically unable	6	12 +	7	12 +	6	12 +	7	12 +	8	12 +	8	12 +	8	12 +
Transport. cost	10	10	10	10	10	10	8	9	6	8	4	8 +	9	10
Site unknown	8	3 -	9	6 -	5	5	10	7 -	9	7	12	11	10	8
Lack of transport.	9	11	11	11	12	11	9	11	11	11	9	10	11	11
Not at ease	12	9 -	12	9 -	11	9	12	8 -	12	10	11	9	12	9 -

cc

<sup>1</sup> Rank-ordered, with unique barriers excluded.

- Decrease in importance from 1981 to 1984.

+ Increase in importance from 1981 to 1984.

The remaining barriers were seen to decline in importance in the 1984 survey compared to 1981. Overcrowding, which was the highest ranked barrier in 1981 for racquetball participants appeared to be much less of a problem in 1984. This factor was also less important for those involved in creative-cultural, social and passive activities. Not knowing where to participate declined markedly in importance as a barrier for creative-cultural, social and passive activities and less so for exercise-oriented and non-mechanized outdoor activity participants. Not being at ease in social situations was also of less importance to participants in these latter activities in 1984, as well as for those involved in racquetball. This factor remained of minimal importance as a barrier for all activities. A relaxation in the barrier, no opportunity to participate near home, appeared to be most effective for creative-cultural, social and passive and team sport participants, although it remained a significant barrier for those involved in creative-passive activities in 1984. Finally, equipment cost declined in importance specifically for outdoor non-mechanized recreation activities, but persisted as a moderately important barrier for this type of activity.

### 5.6.3 Socio-Demographic variations in Barriers to Participation: Comparisons of 1984 and 1981 Results

A final comparison was developed between the 1984 and 1981 Public Opinion Survey results. This focused on variations in the importance of barriers for sub-groups of the survey sample defined on the basis of socio-demographic characteristics. In the following discussion, findings related to the association of barriers with respondent variables such as age, sex, household-type, size of household, education, income, length of residence in Alberta, and regional location are compared for 1981 and 1984. The objective of this analysis was to determine any changes, such as enhancement or relaxation, in the effect of barriers for specific segments of the population over the three year time period. In both 1981 and 1984, age and type of household were two factors which were associated frequently with barriers to participation. The income variable, however, which was associated with the largest number of barriers in 1981, was of less discriminating value in 1984. The comparative findings for twelve barrier statements are consolidated in Figure 5.6.

**FIGURE 5.6  
BARRIERS IMPORTANT TO VARIOUS TYPES OF RESPONDENTS:  
COMPARISON OF 1984 AND 1981 PROFILES**

REASONS/BARRIERS	AGE		SEX		TYPE OF HOUSEHOLD				EDUCATION		INCOME		LENGTH OF RESIDENCE		PROVINCIAL REGION						
	YOUNG ADULTS	MID-AGE ADULTS	OLDER ADULTS	MALES	FEMALES	COUPLE - NO CHILDREN	COUPLE & CHILDREN	SINGLE PERSON(S)	SINGLE PARENT FAMILY	LOWER (high school or less)	HIGHER (post secondary)	LOWER	MEDIUM	HIGH	NEWCOMERS	LONG TERM RESIDENTS	SOUTH	CENTRAL	NORTH	CALGARY	EDMONTON
WORK	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>								<input checked="" type="checkbox"/>						
FAMILY		<input checked="" type="checkbox"/>			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>								<input type="checkbox"/>				<input checked="" type="checkbox"/>		
OVERCROWDING																					<input checked="" type="checkbox"/>
ADMISSION, FEES					<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input type="checkbox"/>			<input checked="" type="checkbox"/>						<input type="checkbox"/>		
NO OTHERS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input type="checkbox"/>					<input type="checkbox"/>			<input checked="" type="checkbox"/>						
NO OPPORTUNITY					<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>						
EQUIPMENT COST	<input checked="" type="checkbox"/>						<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>		<input checked="" type="checkbox"/>									
PHYSICALLY UNABLE		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>						
TRANSPORTATION COSTS		<input type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>							<input type="checkbox"/>		
SITE UNKNOWN	<input checked="" type="checkbox"/>	<input type="checkbox"/>					<input type="checkbox"/>					<input type="checkbox"/>			<input checked="" type="checkbox"/>						
LACK OF TRANSPORTATION	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>									
NOT AT EASE	<input checked="" type="checkbox"/>				<input checked="" type="checkbox"/>		<input type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>									

- PARTICULAR BARRIER IN 1984
- PARTICULAR BARRIER IN 1981
- PARTICULAR BARRIER IN BOTH 1981 AND 1984

No age-related variations were found in either survey for the effects of the following barriers: overcrowded facilities, no opportunity near home, and, admission fees or charges. Overall, there were a number of similar patterns in the relationships of barriers and respondents' ages for 1981 and 1984. The most marked differences occurred for the young adult age groups, for whom . increases in the effects of four types of barriers were suggested in 1984, including: work commitments, cost of equipment, transportation costs, and socially ill at ease.

Females, on the whole, appeared to be more affected by barriers to participation than did males. The one barrier which was particularly effective for males in 1981, namely work commitments, did not differ significantly between males and females in 1984, probably reflecting increased participation by females in the workforce. On the other hand, family commitments which were particularly important for females in 1981, showed no sex differences in 1984. Transportation costs and lack of opportunity near home emerged as deterrents for females in 1984.

In both surveys, type of household was found to have predictive value with respect to the effect of barriers. In both cases, no significant differences were found for the importance of overcrowding of facilities. Jackson and Blakely (1983) reported that the most striking aspect of the 1981 data was the fact that households without children gave the lowest ratings to barriers. This relationship did not hold up to the same extent in 1984, and in most cases, couples without children could not be distinguished from couples with children on the basis of mean-score responses to the barrier statements. Jackson and Blakely (1983) also identified the single parent family as the most disadvantaged group, likely to suffer significant constraints to recreation participation. This pattern was also strongly evident in the present study and furthermore, the impact of additional barriers, including work commitments, lack of appropriate opportunity, and equipment and transportation costs, were identified for this group in 1984. As well, single persons were found to experience a greater number of barriers to participation in 1984, and this was confirmed in a further examination of barriers and household size.

Responses to several barrier statements did not vary significantly between sub-groups defined on the basis of education level in either 1981 or 1984. These were family and work commitments, site unknown, difficulty finding others, overcrowding, and lack of opportunity. For the remaining barrier statements, the importance was greatest for those with lower levels of education and, in both surveys, tended to decline with, increasing levels of education. A very similar pattern was observed for the income variable, in which those with lower household incomes were particularly affected by several types of barriers, many of which were economic in nature. Although it might appear that there has been a slight relaxation in the number of barriers affecting lower income groups in 1984, it is possible that the specific differences identified are related to questionnaire wording differences associated with deterring or ceasing participation in activities. Overall, the combined picture from the two surveys supports the conclusions of Jackson and Blakely (1983) that lower levels of education and income may create circumstances which enhance the severity of barriers to recreation participation for a relatively poor special population.

In both 1981 and 1984, length of residence in Alberta was found to be poorly associated with barriers to participation. Not knowing where to participate, however, was a particularly important barrier for newcomers to the province in both survey samples, and two additional factors - perception of a lack of opportunity, and lack of partners - also emerged as barriers for this group in 1984. Physical inability to participate was newly identified in 1984 as a particular barrier for longer term residents. There were very few differences associated with regional location of residence in either 1981 or 1984. Consistently, however, it was Calgary area residents who tended to identify overcrowding of facilities as an important barrier, a factor of importance for planning recreation opportunities in that region. The economic barriers of admission fees and transportation costs appeared to be less important for southern residents in 1984 than in 1981, while family commitments emerged as an important barrier for central Alberta residents in 1984.



An overview of these socio-demographic comparisons reveals several patterns of similarities in the 1981 and 1984 data. Of the specific sub-groups examined in the analysis, it was found that the following tended to experience a greater number of barriers to leisure participation than did those with other characteristics: younger and older adults, females, single parent families, and those with lower education and income levels. Since these groups may be particularly disadvantaged with respect to participation in leisure activities, attempts by recreation practitioners to remove or relax the effects of barriers should best be directed toward these specific target groups. Participation by single-parent families continues to be deterred by the effects of numerous barriers, and it is of concern that the number of barriers of consequence to this household group appears to have increased over the past four years. This picture indicates that current recreation programming may not adequately address the specific needs of this segment of the population and, with an increasing incidence of this type of household, the impact of these barriers will likely become more widespread in the future.

The increased impact of certain economic barriers on young adults, possibly reflecting such conditions as relatively high unemployment rates among this group, may need to be examined further by recreation practitioners. It is also of interest to note that young adults experienced a high number of barriers to participation, and were also more likely to discontinue activities and start new activities. On the basis of these findings, it might be postulated that young adults may be adjusting their leisure behaviour in response to encountered barriers, and seeking alternative activities for which the effects of barriers are reduced.

Physical inability to participate was found to have increased in overall importance as a barrier from 1981 to 1984, and the impact of this barrier on older adults and females was consistent across the two surveys. With the aging population structure, it is likely that the impact of this barrier will become more widespread in the future. In order to address this barrier, techniques such as leisure counselling might assist senior adults in finding appropriate alternative opportunities to meet their changing leisure needs.

There is also an indication of the need for ongoing information programmes directed to newcomers to the province/ since lack of awareness of an appropriate site for participation was a problem for newcomers in both 1981 and 1984, and in 1984, newcomers were likely to perceive there was no opportunity to participate near home. Lack of others with whom to participate was also a particular barrier for newcomers, but the broader influence of this barrier on young and senior adults, females, and single persons, in both 1981 and 1984, implies a potential role for recreation agencies in facilitating the social aspects of leisure participation for these target groups.

### **5.7 Summary of Findings: Ceasing Participation in Activities**

Several aspects of ceasing participation in leisure activities were examined in this section of the report. The objectives of this analysis were to identify the types of activities discontinued by respondents, reasons for ceasing participation, and the association of socio-demographic variables with these two factors. Such information is important in understanding non-participation in leisure activities and the factors or barriers which influence non-participation for various segments of the population.

In order to assess the effects of barriers to leisure participation from a longitudinal perspective, descriptive comparisons were also made with results from the 1981 Public Opinion Survey on Recreation 1. These comparisons, however, were constrained by limitations associated with discrepancies in questionnaire wording and rating scales between the 1984 and 1981 surveys.

It was found that the survey sample was fairly evenly divided into those who had (50.8%) and those who had not (49.2%) discontinued a leisure activity in the previous year. Examination of socio-demographic characteristics revealed that respondents most likely to cease participation in an activity were young adults, those with a post-secondary education, and those from households with young children. However, since discontinuing activities is not independent of

<sup>1</sup> Reported in A Study of Barriers to Recreation Participation (Jackson and Blakely, 1983).

actual participation, these findings were considered to reflect probabilities associated with underlying participation levels.

Seventy-one specific types of activities were discontinued, with curling and downhill skiing reported by the highest number of respondents. The activities were grouped for further analysis according to a classification system developed by Jackson (1982, 1983). Utilizing these categories, it was found that exercise-oriented activities were most frequently discontinued by respondents, followed by team sports, and mechanized and extractive outdoor activities. Ceasing participation in specific types of leisure activities was found to be associated with various segments of the survey population, although the qualification of non-independence with respect to participation levels was considered to apply in the interpretation of these data, as well. It was found that age was a particularly important factor in accounting for types of leisure activities discontinued.

The data also suggested that ceasing participation in a specific activity was part of a general process of activity substitution for many respondents, and particularly for those under 35 years of age, with higher levels of education. The issue of substitutability of leisure activities is of practical and academic importance and further analyses are recommended to assess the relationships between types of discontinued activities and newly started activities reported by respondents (see Section 4.0). In addition, the identification of characteristics of respondents who discontinued an activity, but did not start a new activity, would contribute to further understanding of factors associated with non-participation in leisure activities.

Of fifteen reasons or barriers for non-participation evaluated by respondents in the survey, lack of time appeared to be particularly important with work commitments, family commitments, and taking up another activity ranked highest overall. Of concern to recreation service providers is the relatively high ranking given to overcrowding of facilities and the cost of admission and fees

as deterrents to participation. Lack of ease in social situations, lack of transportation, and poor maintenance of facilities appeared to be of little importance as barriers to participation. The specific barriers were examined on an individual basis in the analysis. Further research incorporating a more sophisticated multivariate technique, such as factor analysis, could determine if these various barriers might be meaningfully grouped into factors or categories.

Twelve barriers were examined in a comparable manner in both the 1984 and 1981 surveys. Three obstacles, including family commitments, physical inability, and the cost of admission and fees appeared to have increased in importance from 1981 to 1984, and explanations based on population and societal trends were postulated. For three factors - not knowing where to participate, no opportunity to participate near home, and not at ease in social situations - it was unclear whether an apparent decrease in ranking in 1984 reflected discrepancies in questionnaire wording between the two surveys, or actual changes in importance over this period.

The importance of the barriers was found to vary with the types of activities discontinued. For example, overcrowding of facilities, equipment costs, and transportation costs were particularly effective barriers for participation in outdoor (mechanized and extractive) activities and downhill skiing, whereas difficulty finding others with whom to participate was a particular factor with respect to racquetball and non-mechanized outdoor activities. Activity-specific barriers to participation were found to be quite consistent in importance for both 1981 and 1984, thus adding further credibility to the findings.

Increased effects of certain barriers were indicated for some specific types of activities when 1981 and 1984 findings were compared. For example, two economic barriers, cost of admission fees and transportation costs appeared to

be an increased deterrent for downhill skiing participants in 1984. On the other hand, several barriers were found to decline in importance for specific activities. For example, overcrowding was much less of a problem for racquetball participants in 1984, while not knowing where to participate declined in importance as a barrier for creative-passive, exercise-oriented, and non-mechanized outdoor activities.

The effects of specific barriers also varied according to the socio-demographic characteristics of respondents. Such information assists recreation planners and practitioners in understanding those segments of the population who might be particularly disadvantaged with respect to participation in leisure activities and for whom barriers may need to be alleviated through innovative programming. Age and type of household were found to be associated most frequently with various reasons for non-participation in 1984. There were strong patterns of similarity in the types of population segments particularly affected by various barriers in 1981 and 1984. Overall, it was found that the effects of barriers to participation were greatest for younger and older adults, females, single parent families, and those with lower education and income levels. Both young adults and single parent family household members appeared to be confronted by a greater number of barriers in 1984 than in 1981, suggesting the need for a particular focus on the relaxation of barriers to participation for these target groups. The data also suggested that newcomers to the province may also benefit from on-going information programmes to increase their awareness of local recreation opportunities.

Multivariate analyses were not undertaken in this phase of the study. Attempts to provide a statistical synthesis of interrelationships through multivariate procedures were unsuccessful in the Jackson and Blakely (1983) analysis, largely due to excessive fragmentation of the data. This technique might be more successfully applied to the 1984 data, due to the larger sub-sample size, in order to examine the relationships of activities ceased and barriers to participation under controlled conditions of specific socio-economic variables.

## 6.1 Introduction

Recreation opportunities are provided by a variety of organizations and agencies in the province. The 1984 Public Opinion survey on Recreation investigated the use of private recreation clubs by respondents in the sample, information was obtained on a number of aspects of private club use, including membership, the number of clubs to which respondents belonged, and the estimated total annual cost for dues and other fees. In the analysis, a profile of respondents most likely to be club members was developed and this was compared to information on private club use obtained in the 1981 Public Opinion Survey on Recreation.

In order to identify private club members, respondents were asked: "Do you belong to a private, recreation-oriented club?" Approximately one-quarter of the respondents (24.0%) indicated they did have private club membership. The majority of respondents (76.0%) did not belong to a private, recreation-oriented club\*. The membership figure of twenty-four percent (24%) indicates the proportion of respondents who were members of various types of private, recreation-oriented clubs. No information was obtained about the specific activity orientation or focus of these clubs.

These proportions were compared with 1981 data reported in the A Look at Leisure Bulletin (Ho. 10) "A Look at Recreation Service Providers". In the 1981 survey, information was obtained about the use of private clubs rather than actual membership. The results indicated that fifty-eight percent (58%) of the respondents used a private club sometimes or often. Interpretation of the data from the two surveys suggests there is a large group of people who, although not club members, may use the services of private clubs as guests or on an associate or pay-as-you-go basis.

\* Non-respondents were excluded from the analysis.

### Members

The characteristics of private club members and non-members were developed through a series of cross-tabulation analyses. There were few differences between members and non-members when life cycle factors were considered (Table 6.1). Neither age nor type of household was found to be significantly associated with club membership. Although statistically significant, there were also no substantial differences in membership between males and females. An examination of marital status data indicated that single people were more likely than those in other marital categories to be private club members. Data depicted in Table 6.1 also suggest that urban residents (24.8%) had a greater tendency to be private club members than did rural residents (17.3%). This was found to be particularly true for residents of Calgary when regional location of residence was considered. No statistically significant differences in private club membership were found for respondents living in Alberta for various lengths of time.

Socio-economic status appeared to be an important factor associated with private club membership. consistent variations in educational and income characteristics of club members and non-members were evident in the data (Table 6.2). The predominant finding was that respondents in higher socio-economic categories were more likely to be private club members than those in lower socio-economic categories. This pattern was observed in the education data, where increasing levels of education were positively associated with private club membership. A similar positive relationship was evident for household income of the respondent. Thus, 16.2% of respondents with an income of less than \$10,000 were club members, and this proportion increased to 36.9% for those with an income of \$60,001 and over. A slight anomalous finding was observed for those earning incomes in the \$20,001 to \$30,000 range, where there was a higher proportion of club members (23.6%) than the next highest category (21.6%).

Table 6.1

Socio-Demographic Comparisons of Private Club Members and Non-Members: Sex, Marital Status, Urban-Rural Residence, and Provincial Region

	Members (24.0% of sample) (%)	Non-Members (76.0% of sample) (%)	Number of Respondents	Chi-square df. p.
<b><u>Sex</u></b>				
Male	25.1	74.9	(2436)	4.112
Female	22.0	78.0	(1267)	1
				.0426
<b><u>Marital Status</u></b>				
Single	28.5	71.5	(719)	9.600
Married	23.2	76.8	(2612)	2
Other	22.3	77.7	-(373)	.0082
<b><u>Urban-Rural</u></b>				
Urban	24.8	75.2	(3183)	9.356
Rural	17.3	82.7	(358)	1
				.0022
<b><u>Provincial Region</u></b>				
South	20.3	79.7	(468)	
Central	17.3	82.7	(948)	70.230
North	18.8	81.2	(197)	4
Calgary	31.9	68.1	(1189)	.0000
Edmonton	23.7	76.3	(859)	



Table 6.2

Socio-Demographic Comparisons of Private Club Members and  
Non-Members: Education and Income

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	Members (24.0% of sample) (%)	Non-members (76.0% of sample) (%)	Number of Respondents	Chi-square df. p.
<u>Education</u>				
Less than high school	16.0	84.0	(362)	34.326
High school	20.8	79.2	(1067)	4
Technical-vocational	23.7	76.3	(896)	.0000
University	29.1	70.9	(1061)	
<u>Income</u>				
Less than \$10,000	16.2	83.8	(291)	
\$10,000 to \$20,000	18.0	82.0	(645)	72.800
\$20,001 to \$30,000	23.6	76.4	(683)	6
\$30,001 to \$40,000	21.6	78.4	(668)	.0000
\$40,001 to \$50,000	26.0	74.0	(462)	
\$50,001 to \$60,000	31.6	68.4	(282)	
\$60,001 and over	36.9	63.1	(420)	

On the basis of the analyses reported above, private club members were characterized as predominantly single, urban residents of higher socio-economic status. Non-members were more likely to be rural residents, and particularly those living in central and northern Alberta. Non-members were also more likely to have lower levels of education and incomes under \$20,000 per year.

Although the 1981 Public Opinion Survey on Recreation inquired about the use of programs or services provided by private clubs, rather than private club membership per se, the profile characteristics of club users were quite similar to those of club members identified in 1984. Based on 1981 data, private club users were determined to be urban residents of higher socio-economic status, reflecting post-secondary levels of education and household incomes over \$40,000 per year. In 1981, males were more likely to be private club users than were females, but this sex difference was not apparent when private club members were profiled in 1984.

### 6.3 Number of Club Memberships

Respondents who indicated they were private club members were asked to identify the number of clubs to which they belonged. The majority of the respondents (69.0%) belonged to one club. A further 21.9% reported membership in two clubs. A relatively small proportion of private club members (9.1%) belonged to three or more clubs.

There were few socio-demographic characteristics which distinguished between respondents belonging to one club or to two or more clubs. Data depicting significant sex, age, and residence differences are presented in Table 6.3. Males (34.7%) were more likely than females (21.6%) to belong to two or more clubs. With regard to age, there were two specific age categories for which

Table 6.3

Socio-Demographic Comparisons of Members Belonging to One or More Clubs: Sex, Age, Urban-Rural Residence, and Provincial Region

	One Club (69.0% of sample) (%)	Two or More Clubs (31.0% of sample) (%)	Number of Respondents	Chi-square df. p.
<b><u>Sex</u></b>				
Male	65.3	34.7	(554)	12.899
Female	78.4	21.6	(241)	1
				.0003
<b><u>Age (Years)</u></b>				
Under 25	76.4	23.6	(89)	16.380
25 to 34	73.8	26.2	(279)	4
35 to 44	64.3	35.7	(182)	.0025
45 to 64	69.5	30.5	(174)	
65 and over	51.6	48.4	(64)	
<b><u>Urban-Rural Residence</u></b>				
Urban	70.5	29.5	(702)	6.76
Rural	52.7	47.3	(55)	1
				.0093
<b><u>Provincial Region</u></b>				
South	57.6	42.4	(85)	10.267
Central	64.1	35.9	(145)	4
North	77.4	22.6	(31)	.0362
Calgary	71.1	28.9	(342)	
Edmonton	73.6	26.4	(182)	

belonging to two or more clubs was particularly prevalent. These were the mid-age category (35 to 44 years) and the older category (over 65 years of age). Finally, although rural residents were less likely than urban residents to be private club members overall, those who were members had a greater tendency to belong to multiple recreation-oriented clubs than did urban residents. This was particularly evident for respondents in the south and central regions of the province. There were no statistically significant differences in the number of club memberships associated with socio-economic factors such as education or income levels of respondents.

#### 6.4 Private Club Membership Expenditures

Respondents who were private club members were also asked to estimate their total annual costs for club dues, fees and charges. The dollar value responses provided by respondents were originally coded into twenty-eight categories, but were re-grouped into three broad categories for the purpose of determining respondent profiles associated with various levels of expenditure for club memberships. These categories were defined as: less than \$100 (low); \$100 to 3500 (medium); and over \$500 (high).

Club costs of less than one hundred dollars were reported by 37.5% of the members, while a further 42.7% had membership costs of between one hundred and five hundred dollars. The remaining 19.8% of the sample had annual membership fees of over five hundred dollars. The mean annual club costs reported by respondents were approximately four hundred dollars per year. Reported club costs had a low correlation with the number of club memberships (Pearson's  $r = .179$ ) for the sample as a whole.

The results of a series of cross-tabulation analyses are depicted in Tables 6.4 and 6.5. When age of respondent was considered, it was found that those over 65 years of age were more likely to spend less than one hundred dollars on club memberships. Membership fees in the medium range (one hundred to five hundred dollars a year) were more common for those in younger age categories, and were less evident as age of respondent increased. In contrast, higher levels of expenditure were positively associated with age up to 64 years (27.2%), after which there was a drop in the proportion of respondents reporting expenditures of over five hundred dollars.

Table 6.4

Socio-Demographic *variations* in expenditures on Private Club Membership: Age, *Sex*, Urban-Rural Residence, and Provincial Region

	Less than \$100 (37.5% of sample) (%)	\$100 to \$500 (42.7% of sample) (%)	Over \$500 (19.8% of sample) (%)	Number of Respondents	Chi-square df p.
<u>Age (Years)</u>					
Under 25	39.3	53.9	6.7	(89)	
25 to 34	34.8	47.4	17.8	(270)	37.873
35 to 44	32.8	46.7	20.5	(195)	8
45 to 64	37.2	35.6	27.2	(180)	.0000
65 and over	57.1	20.0	22.9	(70)	
<u>Sex</u>					
Male	34.2	42.8	23.1	(568)	15.461
Female	45.3	42.4	12.3	(243)	2
					.0004
<u>Urban-Rural Residence</u>					
Urban	35.4	43.1	21.5	(712)	17.900
Rural	61.7	31.7	6.7	(60)	2
					.0001
<u>Provincial Region</u>					
South	47.4	37.9	14.7	(95)	41.404
Central	49.0	45.0	6.0	(151)	8
North	46.9	46.9	6.3	(32)	.0000
Calgary	31.4	43.5	25.1	(338)	
Edmonton	35.1	38.4	26.5	(185)	

Females were more likely than males to spend a smaller amount (less than one hundred dollars) on private club membership, whereas a higher proportion of males reported expenditures of over five hundred dollars. No significant variations in expenditures were found for the type of household of the respondent.

Comparisons of rural and urban residents determined that rural residents were more likely to spend less than one hundred dollars, whereas urban residents were more likely to report expenditures in the intermediate or higher categories. A corresponding picture was evident when variations associated with regions of the province were examined. Higher expenditure levels were more likely to be reported by Calgary and Edmonton residents, whereas club membership costs of less than one hundred dollars were more common for respondents living in regions outside of these large urban centres. Respondents living in central and northern regions of Alberta were more likely to report intermediate levels of expenditures on club memberships.

Variations in expenditures associated with education and income levels showed a consistent pattern. Higher levels of expenditure (over five hundred dollars a year) were more likely to be associated with higher education and income levels of respondents, and particularly those with university education and household incomes over \$50,000 a year. Expenditures of less than one hundred dollars were more common for those with lower education and income levels, whereas intermediate levels of expenditure were more likely to be reported by those with intermediate (\$20,000 to \$60,000) income levels.

Summary profiles of respondents most likely to report various expenditures were developed on the basis of these analyses, as follows:

Table 6.5

Socio-Demographic Variations in Expenditures on Private Club Membership: Education and Income

	Less than \$100 (37.5% of sample) (%)	\$100 to \$500 (42.7% of sample) (%)	Over \$500 (19.8% of sample) (%)	Number of Respondents	Chi-square df p.
<u>Education</u>					
Less than high school	60.0	32.0	8.0	(50)	49.145
High school	45.2	41.4	13.3	(210)	8
Technical-vocational	38.7	45.5	15.7	(191)	.0000
University	26.2	43.4	30.5	(279)	
<u>Income</u>					
Less than \$10,000	63.4	34.1	2.4	(41)	
\$10,000 to \$20,000	59.6	32.3	8.1	(99)	114.692
\$20,001 to \$30,000	43.7	45.7	10.6	(151)	12
\$30,001 to \$40,000	35.3	50.0	14.7	(136)	.0000
\$40,001 to \$50,000	38.8	45.7	15.5	(116)	
\$50,001 to \$60,000	25.6	47.7	26.7	(86)	
\$60,001 and over	17.9	37.9	44.3	(140)	

- a) Profile of respondents most likely to report lower club membership expenditures (i.e., less than \$100):
  - o those 65 years or older;
  - o females;
  - o rural residents;
  - o those living in regions outside of Edmonton and Calgary;
  - o having a high school education or less; and,
  - o income levels less than \$30,000 per year.
  
- b) Profile of respondents most likely to report medium club membership expenditures (i.e., \$100 to \$500):
  - o those under 45 years of age;
  - o urban residents;
  - o those living in central and northern Alberta; and
  - o those with household incomes in the \$20,001 to \$60,000 range.
  
- c) Profile of respondents most likely to report higher club membership expenditures (i.e., over \$500):
  - o respondents 45 to 64 years of age;
  - o males;
  - o urban residents, particularly from Calgary and Edmonton;
  - o those with a university level of education; and,
  - o those with household incomes over \$50,000 per year.



### Membership

Twenty-four percent of the survey sample reported they belonged to private recreation-oriented clubs. The majority of these respondents (69.0%) belonged to one club, with 21.9% reporting memberships in two clubs, and a further 9.1% reporting membership in three or more clubs. The mean annual club costs reported by respondents were approximately four hundred dollars per year. Annual club costs under \$100 per year were indicated by 37.5% of the members, between \$100 and \$500 by 42.7%, and over \$500 by 19.8% of the members.

An overview of the findings reported above reveals that those having membership in private, recreation-oriented clubs were characterized as predominantly single, urban residents of higher socio-economic status. There were few socio-demographic characteristics which distinguished between respondents belonging to one, or two or more, clubs. In particular, the number of club memberships did not vary significantly with socio-economic factors such as education or income level.

In contrast, several respondent characteristics were found to be associated with level of private club expenditures. Urban residents were more likely than rural residents to report higher expenditures on club costs, even though rural residents more commonly belonged to a greater number of clubs. Higher levels of expenditures on membership fees were also positively associated with education and income levels, but the number of club memberships was not related to these socio-economic factors. Males had a greater tendency than females to belong to two or more clubs, as well as to report higher levels of expenditures on club dues and fees. With respect to age, higher expenditure levels were more likely for those in increasingly older age groups, with the exception of those 65 years or older. Respondents in this older age category were more likely to report lower annual expenditures for club fees and dues, although they were more likely to belong to several clubs. This picture probably reflects lower rates and fees offered to senior citizens in many settings, and specific types of lower cost or subsidized clubs which may be attractive to those in this age category.

On a regional basis, it was found that Calgary residents were more likely than those from Edmonton or other areas to be club members. Calgary and Edmonton residents both reported higher levels of expenditures than did those from other centres.

No information was obtained in the survey about the specific activity orientation or focus of the clubs to which respondents belonged. Without information of this nature it was not possible to develop a complete understanding of the relationship of expenditures to type of club memberships, and the association of socio-demographic characteristics with these factors.

## 7.0 VOLUNTARISM

### 7.1 Introduction

The interpretation of data related to the topic of voluntarism is presented in this chapter of the report. The discussion describes the incidence of voluntarism in the province and identifies socio-demographic profiles of volunteers and non-volunteers. The data on voluntarism are drawn primarily from Section II, Question 6 of the 1984 Public Opinion Survey on Recreation. This question inquired about the respondent's participation as a volunteer in the previous year, and the average weekly number of volunteer hours worked. This information was supplemented by data from Section IB, Question 1, in which household participation in volunteering was investigated.

In addition to the analysis of the 1984 survey data, comparisons were made with 1981 Public Opinion Survey on Recreation findings on voluntarism in order to assess trends in the incidence of volunteering, and the profile characteristics of volunteers. The 1981 results were previously documented in A Study of Voluntarism in Recreation prepared by M.J. Cox and P. Kreisel (1984)\*. Direct comparisons of the incidence of volunteering in 1981 and 1984 were possible since the wording of the questionnaire items was identical in both the 1981 and 1984 public opinion surveys. In both cases, respondents were asked "Did you work as a volunteer in the past twelve months?" As discussed by Cox and Kreisel (1984), this question does not relate specifically to the subject of voluntarism in the recreation sector. Rather, it provides information about more general trends in voluntarism in the province. In relation

to this issue, Cox and Kreisel (1984) also identified that the socio-demographic profiles of volunteers obtained from the 1981 survey data did not apply specifically to volunteers serving in recreational associations and agencies. This limitation is also applicable to the volunteer profiles developed from the 1984 survey data.

It was also observed in A Study of Voluntarism in Recreation (Cox and Kreisel, 1984) that the socio-demographic profiles which were developed provided broad distinctions between volunteers and non-volunteers. The 1981 survey did not provide an opportunity to refine the definition of volunteers by measuring the extent of their volunteer participation. In the analysis, casual volunteers were grouped together with those extensively involved in volunteer work. In order to overcome this limitation, the 1984 survey incorporated a question on participation frequency. Volunteers were asked to indicate the number of hours in an average week they spend doing volunteer work (community service, church, coaching/officiating, etc.). Utilizing this information, it was thus possible to investigate whether distinguishing profiles could be developed for volunteers having various degrees of volunteer involvement.

The discussion on voluntarism presented in this chapter is organized in the following manner:

- (i) a comparison of 1984 and 1981 data on the incidence of voluntarism;
- (ii) development of 1984 socio-demographic profiles of volunteers and non-volunteers;
- (iii) a comparison of socio-demographic profiles of 1984 and 1981 volunteers;
- (iv) analysis of volunteer participation frequencies; and, (v) an investigation of participation frequencies and associated socio-demographic profiles.

Where possible, the data presentation format is similar to that of the report, A study of Voluntarism in Recreation (Cox and Kreisel, 1984) in order to facilitate comparison of the 1984 and 1981 findings.

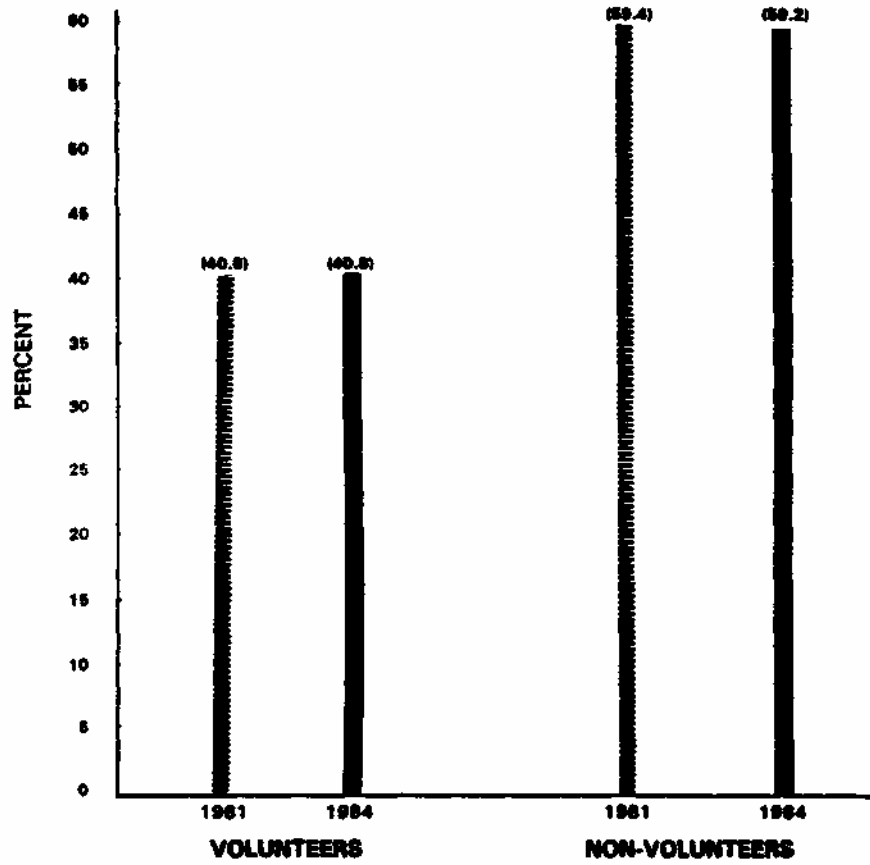
## 7.2 Identifying the Volunteer

Respondents were asked to indicate if they had or had not worked as a volunteer in the previous 12 months (Section II, Question 6(a)). On the basis of the responses obtained, the ratios of volunteers and non-volunteers were determined for the survey sample. A small proportion of the sample (6.5%) did not respond to the question and were excluded from further analysis.

It was found that 40.8% of the respondents (n=1498) had worked as a volunteer in the past year, compared to 59.2% of the respondents (n=2170) who had not worked as a volunteer. These proportions of volunteers and non-volunteers identified in the 1984 survey were almost identical to the proportions obtained in the 1981 survey utilizing the same measure. These comparisons are illustrated in Figure 7.1. This replication of results increases the level of confidence that the data approach actual survey population proportions and suggests that the incidence of volunteer participation has been extremely stable over the past four years (1981 to 1984).

In addition to the analysis of volunteer participation of respondents, a further analysis was undertaken to evaluate the volunteer participation of respondents' household members. These data were drawn from a household

FIGURE 7.1  
COMPARISONS OF RESPONDENT VOLUNTEER AND NON-VOLUNTEER  
RATIOS FOR 1984 AND 1981



participation item (Section IB, Question 1) which inquired about the number of people in the household who had volunteered for an organized group, club or society, or organization, over the previous twelve months.

When household participation was considered it was found that 54.5% of responding households (n=2138) had at least one member who had volunteered in the previous twelve months, compared to 45.5% of households which had no volunteers. The number of volunteers ranged from one to eight family members. The predominant number of volunteers within a household, however, was either one (24.3%) or two persons (21.8%).

### **7.3 Socio-Demographic Profile of Volunteers and Non-Volunteers**

The characteristics of volunteers and non-volunteers were investigated through a series of cross-tabulation analyses. Three types of socio-demographic variables were considered in developing these profiles. These included: life-cycle demographic variables (age, sex, marital status, household type, and presence of children), socio-economic factors (education, income), and residential variables (urban-rural, regional and time in Alberta). The results indicated that most of the socio-demographic variables considered in the study have predictive value in distinguishing between volunteers and non-volunteers.

#### Life-Cycle Variables

The statistical comparisons between volunteers and non-volunteers with respect to age, sex, marital status, household type and presence of children are depicted in Table 7.1. These findings are highlighted in the following discussion.

Table 7.1

Socio-Demographic Comparison of Volunteers and Non-Volunteers:  
Age, Sex, Marital Status, Household Type, and Presence of Children

	Volunteers (40.8% of sample) (%)	Non-Volunteers (59.2% of sample) (%)	Number of Respondents	Chi-square df. p.
<u>Age (Years)</u>				
Under 25	28.5	71.5	(362)	68.010
25 to 34	38.3	61.7	(1143)	4
35 to 44	52.0	48.0	(813)	.0000
45 to 64	40.9	59.1	(927)	
65 and over	39.5	60.5	(347)	
<u>Sex</u>				
Male	39.3	60.7	(2394)	8.016
Female	44.2	55.8	(1241)	1
				.0046
<u>Marital Status</u>				
Single	34.4	65.6	(704)	19.136
Married	43.2	56.8	(2562)	2
Other	38.0	62.0	(371)	.0001
<u>Household Type</u>				
Couple with children	47.8	52.2	(1713)	75.035
Couple-no children	32.3	67.7	(889)	4
Single parent family	44.5	55.5	(137)	.0000
Single person(s)	35.6	64.4	(638)	
Two or more related adults	32.5	67.5	(191)	
<u>Children 6 to 17</u>				
Present	53.2	46.8	(1173)	108.119
Not present	35.0	65.0	(2497)	1
				.0000



With respect to age, volunteers were more likely to be from the 35 to 44 year age category than from any other age grouping. Just over one-half of the respondents in this age category (52.0%) indicated they were volunteers, as compared to 40.8% of the sample as whole. There was an inverted U-shaped pattern in the data, with the proportion of volunteers peaking in the mid-age category and tapering off to smaller proportions for progressively younger and older age groups. The youngest age group, in particular, was more likely to indicate they were non-volunteers. The proportion of people under 25 years of age who were not volunteers was 71.5%, which was considerably greater than the percentage of non-volunteers for the sample as a whole (59.2%).

When volunteer patterns were compared with non-volunteer patterns, it was evident that respondents were more likely to be non-volunteers at most age levels. The one exception to this pattern was for the 35 to 44 year age group, whose members were more likely to be volunteers (52.0%) than non-volunteers (48.0%).

Analysis of sex differences revealed that females were somewhat more likely than males to be volunteers. Volunteer participation was reported by 44.2% of the females, compared to 39.3% of the males. This difference in participation by males and females should be considered when evaluating the incidence of volunteer participation reported in Section 7.2. Males made up a disproportionately large portion of the survey sample and the incidence figures are thus biased toward lower male participation levels. Since females were under-represented in the survey sample, the 40.8% volunteer proportion likely represents an underestimate of actual volunteer participation levels in the province.

The propensity to volunteer was also related to marital status. The data presented in Table 7.1 illustrate that volunteers in the sample were more likely to be married (43.2%) than single (34.4%) or in the "other" marital category (38.0%). Conversely, it was single people, in particular, who were more likely than those in the other marital categories to be non-volunteers.

With regard to the household-type variable, respondents who were volunteers were significantly more likely to belong to households with children than to other types of households. This included those respondents whose household consisted of a couple with children (47.8%) or a single-parent family (44.5%). Non-volunteers were more likely to live in households with no children. The presence of children in the household as an important predictor of volunteering is further investigated in Table 7.1. It may be seen from these data that volunteers were much more likely to live in households with children between 6 and 17 years of age (53.2%) than in households with no children in this age category (35.0%). The presence of children under the age of six years in the household did not appear to be associated with participation or non-participation as a volunteer.

An overview of the life-cycle data presented above indicates that volunteers differed from non-volunteers with respect to a number of characteristics. Volunteers were likely to be in the 35 to 44 year age category, female, married, and with school age children in the household. The picture suggests that volunteer participation may be closely linked to roles and responsibilities associated with the establishment of a career, family, and position in the community. Non-volunteers, on the other hand, were likely to be in younger or older age categories, single, and living in households with no children.

### Socio-Economic Factors

Data which depict significant differences between volunteers and non-volunteers for two socio-economic factors, education and income, are presented in Table 7.2. When the educational characteristics of volunteers were examined, it was evident there was a greater likelihood of participation as a volunteer as educational level increased. Thus, only 31.2% of respondents with less than a high school education reported they were volunteers, as compared to 46.2% of the respondents with a university education. Correspondingly, the proportion of non-volunteers was greatest for the lowest education levels and was inversely related to education levels.

TWO patterns were of interest in the income data of volunteers and non-volunteers. Respondents who reported household incomes in the four mid-income categories (\$20,001 to \$60,000 per year) were quite homogeneous in their tendency to participate as volunteers. There were similar proportions of volunteers in each of these four income categories, and similar proportions of non-volunteers. By comparison, respondents in the higher income category (\$60,001 and over) were more likely to be volunteers than those in other income groups. The converse of the picture was also evident in the data. Those respondents reporting income levels of \$20,000 or less per year were more likely than the other income groups to be non-volunteers.

Overall, it appears that respondents in the higher educational and income categories were more likely to work as volunteers than those reporting lower educational or income levels.

Table 7.2

Socio-Demographic Comparisons of Volunteers and  
Non-Volunteers: Education, Income

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	Volunteers (40.8% of sample) (%)	Non-Volunteers (59.2% of sample) (%)	Number of Respondents	Chi-square df p.
<hr/>				
<b><u>Education</u></b>				
Less than high school	31.2	68.8	(362)	36.418
High school	36.7	63.3	(1045)	4
Technical-vocational	42.8	57.2	(879)	.0000
University	46.2	53.8	(1039)	
<hr/>				
<b><u>Income</u></b>				
Less than \$10,000	32.1	67.9	(287)	35.127
\$10,000 to \$20,000	36.8	63.2	(636)	6
\$20,001 to \$30,000	41.8	58.2	(668)	.0000
\$30,001 to \$40,000	41.2	58.8	(658)	
\$40,001 to \$50,000	43.2	56.8	(454)	
\$50,001 to \$60,000	42.7	57.3	(279)	
\$60,001 and over	51.8	48.2	(411)	

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### Residential Variables

Three residential factors were examined in order to determine if they were of predictive value in distinguishing between volunteers and non-volunteers. Data depicting the residential comparisons of volunteers and non-volunteers are presented in Table 7.3. Significant differences in participation as a volunteer were found for rural and urban residents. Rural residents (51.3%) were much more likely to work as volunteers than were urban residents (39.7%). Rural residents were somewhat under-represented in the survey sample when compared to Alberta population proportions, and this could contribute to an underestimate of actual volunteer participation levels for the survey population.

Data pertaining to regional location of residence were generally consistent with the rural-urban pattern. With the exception of the Edson area, the regional centres outside of Edmonton and Calgary had higher levels of voluntarism. Of these centres, the St. Paul area and Port McMurray reported the highest proportions of volunteers. In contrast, Calgary and Edmonton had the highest proportions of non-volunteers.

There was an inconsistent pattern in the data when length of residence in Alberta was assessed in relation to participation as a volunteer. The one point of interest was that respondents who had resided in Alberta for eleven or more years were more likely to be volunteers than those living in the province for a shorter period of time.

In general, the residential data indicate that rural residents and those who have lived in Alberta for eleven years or more show a greater likelihood of being a volunteer than do urban residents and those residing for a shorter length of time in the province.

Table 7.3

Socio-Demographic comparisons of Volunteers  
and Non-Volunteers: Urban-Rural, Provincial Regions,  
and Time in Alberta

	Volunteers (40.8% of sample) (%)	Non-Volunteers (59.2% of sample) (%)	Number of Respondents	Chi-square df P.
<u>Urban-Rural Residence</u>				
Urban	39.7	60.3	(3129)	17.063
Rural	51.3	48.7	(351)	1 .0000
<u>Provincial Regions</u>				
Lethbridge area	44.9	55.1	(414)	
Calgary	38.6	61.4	(1177)	26.351
Red Deer area	49.2	50.8	(321)	7
St. Paul area	50.9	49.1	(167)	.0004
Edson area	39.8	60.2	(339)	
Edmonton	38.0	62.0	(990)	
Grande Prairie area	43.9	56.1	(148)	
Fort McMurray	47.5	52.5	(40)	
<u>Time In Alberta</u>				
2 years or less	36.1	63.9	(97)	11.566
3 to 5 years	34.3	65.7	(344)	3
6 to 10 years	37.6	62.4	(402)	.0090
11 or more years	42.4	57.6	(2795)	

### 7.3.1. Summary Profiles of Volunteers and Non-Volunteers

On the basis of findings reported above, summary profiles of volunteers and non-volunteers were developed and are presented in a tabular format in Table 7.4. This table indicates the life-cycle, socio-economic and residential characteristics of those respondents most likely to be volunteers and most likely to be non-volunteers.

Additional support for these volunteer profile features was obtained from cross-tabulations of socio-demographic variables with household participation in volunteer organizations (Section 1B, Question 1). The profiles of volunteer households developed from this analysis were consistent with the volunteer respondent profiles identified above in terms of type of household, the presence of school-age children, household income and urban-rural residence.

#### 7.4 Comparisons of Socio-Demographic Profiles of Volunteers and Non-Volunteers: 1984 and 1981 Survey Data

Socio-demographic profiles of volunteers and non-volunteers have been developed from data obtained in the 1984 Public Opinion Survey on Recreation. Analysis of the socio-demographic characteristics was discussed in the previous section, and summary profiles of volunteers and non-volunteers are depicted in Table 7.4. In this section of the report, the profiles developed from the 1984 survey are compared with the 1981 profiles presented in A Study of Voluntarism in Recreation (Cox and Kreisel, 1984). Comparisons between the 1984 and 1981 survey data were possible in view of the comparability of the survey samples, and the identical nature of the questions which were used to screen volunteers and non-volunteers. Furthermore, there were similar distributions of volunteers (approximately 40%) and non-volunteers (approximately 60%) in each of the survey samples.

Table 7.4

Summary Profiles of Volunteers  
and Non-Volunteers (1984)

<b>Profile Characteristics</b>	<b>Volunteers</b>	<b>Non-Volunteers</b>
<b><u>Age</u></b>	<b>35 to 44 years</b>	<b>Under 25 years</b>
<b><u>Sex</u></b>	<b>Females</b>	<b>Males</b>
<b><u>Marital Status</u></b>	<b>Married</b>	<b>Single/Other</b>
<b><u>Household Type</u></b>	<b>Couples with children/Single parent families/Presence of school-age children</b>	<b>Couples with no children/Single people/Two or more related adults.</b>
<b><u>Education</u></b>	<b>University education (increased with education)</b>	<b>High school or less</b>
<b><u>Household Income</u></b>	<b>Higher income</b>	<b>\$20,000 per year or less</b>
<b><u>Urban-Rural Residence</u></b>	<b>Rural</b>	<b>Urban</b>
<b><u>Region</u></b>	<b>Regional areas</b>	<b>Calgary/Edmonton/Edson area</b>
<b><u>Time in Alberta</u></b>	<b>11 or more years</b>	<b>3 to 5 years</b>



In proceeding with the comparison of volunteer and non-volunteer profiles, each life-cycle, socio-economic, and residential variable was examined in turn, in order to identify similarities and differences between the 1984 and 1981 findings. These comparisons are depicted in Figures 7.2 and 7.3.

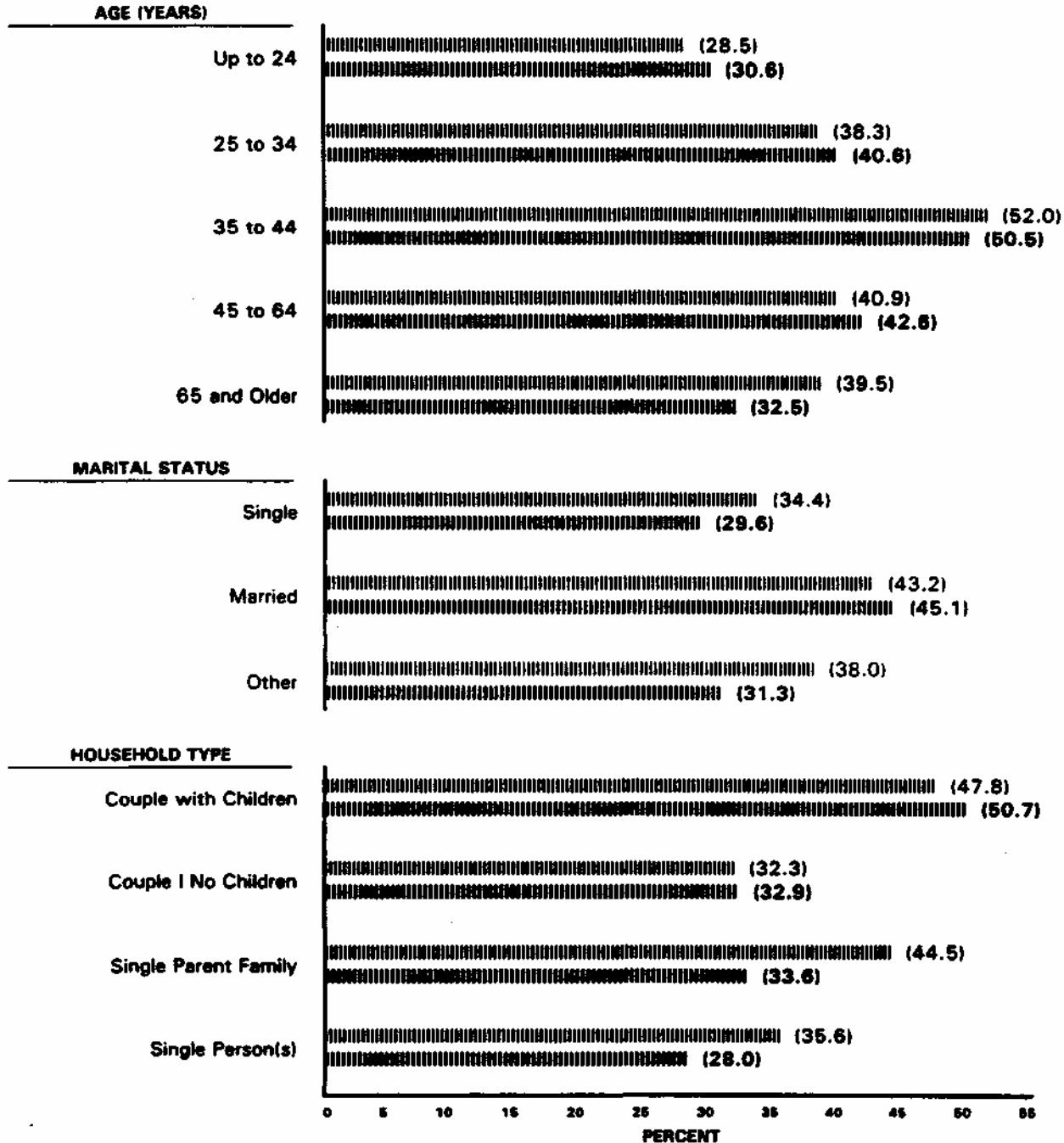
#### Life-Cycle Variables

With respect to the age variable, the profile of the volunteer was quite similar for 1984 and 1981. In both cases the propensity to volunteer peaked for respondents in the 35 to 44 year age category and was less evident for those in the younger and older age categories. In both surveys, respondents in the younger age groups (under 25 years) were more likely than others to be non-volunteers. There was, however, one additional feature of interest in the 1984 survey data. There was an indication that senior respondents (i.e., those 65 years of age and older) were involved in volunteer work to a greater extent in 1984 than they were in 1981. In 1981, 32.5% of those 65 years and older were volunteers. This figure has increased to 39.5% in 1984.

The 1984 and 1981 survey findings were inconsistent with regard to sex differences in volunteering. In 1981, differences between male and female involvement in voluntarism were not statistically significant. In the 1984 data, however, there was a statistically significant difference between the proportions of males and females who were volunteers or non-volunteers. In this case, females (44.2%) were more likely than males (39.3%) to report that they were involved in volunteer work.

Marital status data for 1981 and 1984 are summarized in Figure 7.2. As indicated, married respondents were consistently more likely than single persons or those in the "other" marital category to be volunteers. Single persons, in particular, were more likely to be non-volunteers. However, although the ranking of these three categories was identical for 1981 and 1984, some shifts in the proportions of volunteers in each marital status group were seen. The overall effect indicated a slight decline in the proportion of volunteers who were married, and more substantial increases in the proportion of volunteers who were in the single and "other" categories.

**FIGURE 7.2**  
**SOCIO-DEMOGRAPHIC CHARACTERISTICS OF**  
**VOLUNTEERS: COMPARISONS OF 1984 AND 1981 PROFILES**



Legend

————— 1984  
 - - - - - 1981

Thus, 43.2% of married respondents were volunteers in 1984 compared to 45.1% in 1981. For the "other" marital status category, 38.0% were volunteers in 1984 compared to 31.3% in 1981. Single respondents also showed an increase, from 29.6% in 1981 to 34.4% in 1984. When household type was considered, it was found that those most likely to be volunteers in both 1981 and 1984 were respondents from households identified as a couple with children. Substantial increases, however, were noted in the volunteer involvement of two particular groups when 1984 proportions were compared with those of the 1981 sample. The proportion of respondents from single parent families who worked as a volunteer increased from 33.6% in 1981 to 44.5% in 1984. Similarly, the proportions of single persons, living alone or with others, who were volunteers increased from 28.0% in 1981 to 35.6% in 1984. Respondents from households consisting of a couple with no children had the greatest likelihood of being non-volunteers in both 1981 and 1984.

With respect to life-cycle variables, data from the 1984 and 1981 surveys were consistent in identifying that volunteers tend to be in the 35 to 44 years age category, and from households consisting of couples with children. Non-volunteers were characterized as young adults (under 25 years) and those from households identified as a couple with no children. The 1984 data, however, suggested that certain socio-demographic groups may have increased their volunteer involvement in recent years. These include senior citizens, females, single persons and those from other marital categories, including single parent families.

#### Socio-Economic Factors

Comparisons between 1984 and 1981 data were also made for two socio-economic profile factors - education and income. Findings with respect to education were very similar for the two surveys, with the proportions of volunteers in each educational category comparable in both 1981 and 1984. Data from both surveys were consistent in demonstrating that participation as a volunteer increased positively with level of education, and that respondents with a university education were more likely than other educational groups to volunteer. Non-volunteers were more likely to report a high school education or less.

Direct comparisons of absolute income values associated with participation as a volunteer were not possible due to inflationary increases in incomes between 1981 and 1984. Some general trends, however, were evident in the data comparisons. The mid-income peak associated with participation as a volunteer in 1981 has disappeared in the 1984 data. Compared to 1981, a greater proportion of respondents in the higher income categories (over \$40,001 per year) indicated they are volunteers. In 1984, the high income group (over \$60,001 per year) was more likely than any other group to work as volunteers.

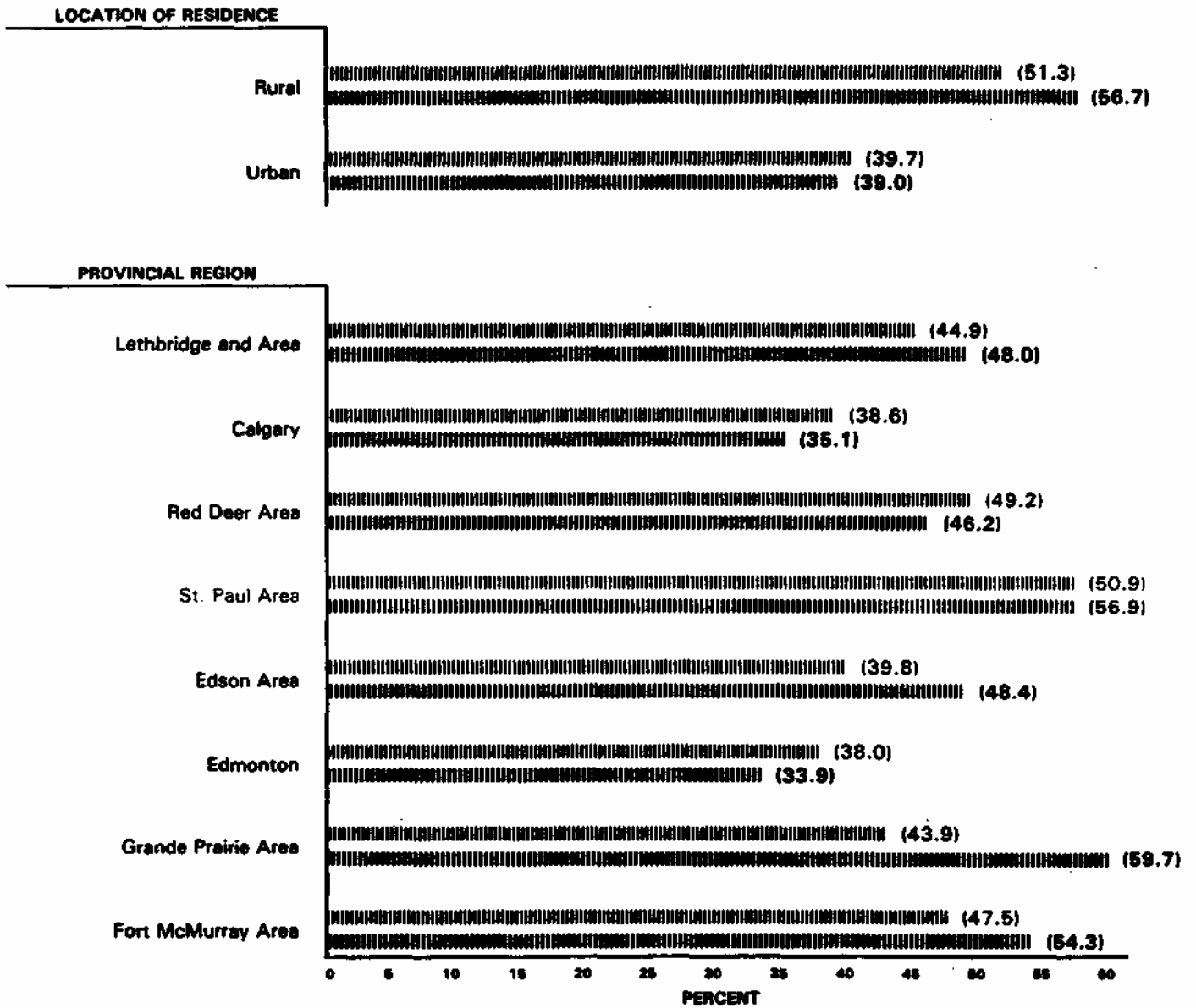
Although they remained the group most likely to be non-volunteers, respondents with incomes of less than \$10,000 appeared to have increased their participation as volunteers. This finding may correspond with the increase in the proportions of senior respondents who reported they were involved in volunteer work.

#### Residential Variables

The data from the 1984 and 1981 public opinion surveys were consistent in indicating that rural residents were more likely to work as volunteers than were urban residents (see Figure 7.3). A slight decline in the proportion of rural residents who were volunteers was evident, however, when the data were compared. In 1984, 51.3% of rural residents were volunteers as compared to 56.7% of rural residents in 1981. correspondingly, urban residents were more likely to be non-volunteers.

Observed differences in the proportions of respondents residing in each of eight provincial regions who were volunteers were consistent with the rural-urban trends reported above. In general, volunteers were more likely to live in regional centres outside of Edmonton and Calgary in both 1981 and 1984. In 1984, a decline in the proportion of respondents who were volunteers was noted for all provincial regions, with the exception of Calgary, Edmonton, and the Red Deer area. The most marked decline between 1981 and 1984 in the proportion of volunteers was observed for Grande Prairie and area.

FIGURE 7.3  
RESIDENTIAL CHARACTERISTICS OF  
VOLUNTEERS: COMPARISONS OF 1984 AND 1981 PROFILES



**Legend**  
 1984  
 1981

In 1981, 59.7% of the respondents reported volunteer participation, as compared with 43.9% of Grande Prairie area respondents in 1984. A substantial decline in volunteer involvement was also noted for Edson and area when 1984 and 1981 proportions were compared (48.4% and 39.8%, respectively). In interpreting these findings, consideration should be given to the possibility of special events in the Grande Prairie and Edson areas in 1980-81 which may have generated unusually high levels of volunteer participation.

The 1981 survey data revealed that volunteers were more likely to have lived in Alberta for six years or more. In 1984, a slight shift was indicated so that it was longer-term residents (over 10 years) who were more likely to be volunteers than those residing in Alberta for shorter time periods.

#### 7.4.1 Summary Comparison: 1981 and 1984 Volunteer and Non-Volunteer Profiles

When the 1984 and the 1981 Public Opinion Survey on Recreation data were compared, there were several consistent features evident in the socio-demographic profiles of respondent volunteers. Similarities in findings for the two surveys are summarized in Table 7.5. With two sources of validation, this profile of Alberta volunteers has greater predictive value than a profile derived from a single survey alone.

Based on the findings from the two surveys, the Alberta volunteer may be characterized as being in the mid-life stage, 35 to 44 years of age, married with school-age children, well-educated and a longer-term resident of Alberta. Furthermore, rural residents are more likely than urban residents to be volunteers.

Profiles of non-volunteers were also compared across the two surveys. In both 1981 and 1984, non-volunteers were consistently characterized as under 25 years of age, single or in "other" marital categories, and from households with no children. They also tended to report lower education and income levels, and were more likely to be urban residents and relative newcomers to the province.

Table 7.5

Summary of Comparisons Between  
1984 and 1981 Volunteer Profiles

	Similarities	Differences
<u>Age</u>	Peak involvement between 35 and 44 years	Increased participation by seniors in 1984
<u>Sex</u>	No major similarities	Females more likely than males to be volunteers in 1984. No significant sex difference in 1981.
<u>Marital Status</u>	Volunteers are likely to be married.	Increased involvement by singles and "others" in 1984.
<u>Household-Type</u>	Volunteers come from households with school-age children.	Increased involvement by singles and those from single parent families in 1984.
<u>Education</u>	Participation increases with education level.	No major differences
<u>Income</u>	No major similarities	Higher income groups volunteer in 1984 compared to mid-income group in 1981.
<u>Location of Residence</u>	Rural residents more likely than urban residents to volunteer.	Decrease in rural involvement from 1981, and in all areas of the province except Calgary, Edmonton, and Red Deer.
<u>Time in Alberta</u>	Longer-term residents of the province more likely to volunteer.	No major differences

In addition to these patterns of consistency, differences were found for several aspects of the volunteer profiles when 1981 and 1984 data were compared. These differences are also summarized in Table 7.5. Increased volunteer participation in the past four years is suggested for senior citizens, females, singles, and those from non-traditional types of households such as single-parent families. The higher income group also appears to have increased its volunteer involvement. In contrast, volunteer participation appears to have declined for the mid-income group, among rural residents, and in all areas of the province except Calgary, Edmonton and Red Deer. Further research would be necessary to confirm if these observed differences represent significant and persistent trends in the types of Alberta residents who are involved in volunteer work.

The volunteer profile summarized in Table 7.5 outlines potential target markets for recruitment of volunteers by Alberta recreation agencies. In addition, recent increases in volunteer involvement by specific sub-groups of the population suggest they may constitute "potential target groups if appropriate volunteer opportunities are provided or developed. Consideration should also be given to identifying volunteer opportunities which might attract current non-volunteers. Finally, further investigations should be undertaken in order to determine if the apparent decline in rural volunteer participation is significant, and to identify contributing factors to this pattern.

### **7.5 Volunteer Participation Frequencies**

The profiles developed in the preceding discussion distinguished between volunteers and non-volunteers simply on the basis of their participation or non-participation in volunteer work in the past year. The 1984 survey questionnaire also requested additional information about the participation frequencies of the volunteers. One intent of this question was to provide a more refined criterion with which to distinguish between casual volunteers and



those more extensively involved in volunteer work. Profiles of volunteers with varying degrees of volunteer involvement could then be developed. In this section of the report volunteer participation frequencies are reviewed, and the analysis of profile information about sub-group of volunteers is discussed.

Respondents were asked to indicate the number of hours in an average week which they spent doing volunteer work. There were four categories of responses: 1 to 5 hours, 6 to 10 hours, 11 to 15 hours, and more than 15 hours. The majority of volunteers (58.8%) reported that they worked from one to five hours a week. One-fifth of the volunteers (20.4%) indicated they did volunteer work for six to ten hours a week. More than fifteen hours a week was reported by 13.3%, while a small proportion of volunteers (7.4%) worked for eleven to fifteen hours.

Further analyses were undertaken in order to develop socio-demographic profiles associated with these participation frequencies. When eleven life-cycle, socio-economic and residential variables were examined in relation to participation frequencies, there was only one relationship for which a statistically significant difference occurred. This pattern suggests that there are no substantial differences in socio-demographic characteristics between casual and more intensively involved volunteers. The profiles identified above in Section 7.3 are thus generally applicable to volunteers with a broad range of volunteer commitment.

#### **7.6 Summary: Voluntarism**

Data on voluntarism have been discussed in this section of the report. The 1984 Public Opinion Survey on Recreation data were analyzed with respect to the incidence of voluntarism in the province, and socio-demographic profiles

of volunteers and non-volunteers were developed. These data were then compared with the findings from the 1981 Public Opinion Survey on Recreation which were presented in A Study on Voluntarism in Recreation (Cox and Kreisel, 1984).

A comparison of the incidence of volunteering in 1981 and 1984 revealed a high degree of stability in the ratio of volunteers and non-volunteers in the province. In both surveys, approximately two-fifths (40%) of the respondents worked as volunteers while three-fifths (60%) were non-volunteers. It should be noted that this volunteer figure may be slightly lower than actual rates due to the under-representation of females and rural residents in the sample. This interpretation is also supported by household participation data, which indicated that 54.5% of responding households had at least one member who was involved in volunteer work.

There was also a high degree of consistency in the 1984 and 1981 volunteer profiles, with volunteers characterized by the following features: 35 to 44 years of age, married with school-age children, well-educated, and longer term residents of Alberta. More extensive involvement of rural residents was also noted in both surveys. This picture suggests that voluntarism may be largely associated with middle-class family roles and responsibilities and with an established position in the community. Although the survey did not focus specifically on voluntarism in recreation organizations, these characteristics do define potential target markets for recruitment of volunteers by recreation agencies in the province.

Non-volunteers, on the other hand, were more likely to be young adults (under 25 years), single persons, those from households with no children, respondents with lower education and income levels, as well as urban residents and relative newcomers to the province.

Several trends were noted in the data when 1984 and 1981 volunteer profiles were compared. Higher levels of involvement in 1984 were identified for females, seniors, those who were single and in "other" marital categories, those from single-parent families, higher income groups and Edmonton, Calgary and Red Deer residents. Further research would be necessary to determine if suggested increases in involvement by these segments of the population represent significant and persistent trends. An additional finding, namely an indication of decreased volunteer participation by rural and regional residents is of concern and also merits further investigation.

The majority of volunteers contributed one to five hours to volunteer work in an average week. No significant differences were found in the socio-demographic characteristics of volunteers with varying degrees of volunteer involvement, indicating that the volunteer profile outlined above is thus generally applicable for both casual and intensively involved volunteers in the province.

## 8.0 OPINIONS ABOUT SPORTS COMPETITION

### 8.1 introduction

The third section of the questionnaire (Section 111) examined respondents opinions about programs and services supported by Alberta Recreation and Parks. There were two major themes addressed in the survey: sports competition, and Provincial Parks' functions and services. Data pertaining to the first of these topics are interpreted in this section of the report. The discussion provides a descriptive analysis of respondents' opinions, and identifies variations in opinions associated with different sub-groups in the sample. In addition, comparisons are made with the findings of the 1981 Public Opinion Survey on Recreation in order to assess changes or trends in attitudes of Albertans with respect to sports competition.

Opinions about two aspects of sports competition were evaluated in the study. These issues were excellence in amateur sport, and sports competition for children. The survey questions (Section III, Questions 1 and 2) were identical in content to questions presented in the 1981 Public Opinion Survey on Recreation, thus allowing direct comparison of results for the two studies.\*

This section is organized as follows:

- (i) comparison of 1984 and 1981 survey results pertaining to excellence in competition;
- (ii) identification of socio-demographic variations in opinions about winning medals;
- (iii) comparison of 1984 and 1981 survey results regarding competition in children's sports;
- (iv) identification of socio-demographic variations in opinions about children's competition; and,
- (v) views of participants and non-participants in outdoor and sports activities regarding sports competition.

\* The 1981 results were presented in A Look at Leisure, No. 6, entitled "A Look at issues", published by Alberta Recreation and Parks.

## 8.2 Excellence in Competition

### 8.2.1. Comparison of 1984 and 1981 Survey Results

Respondents were presented with the statement: "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?" They were asked to indicate whether they considered winning medals to be:

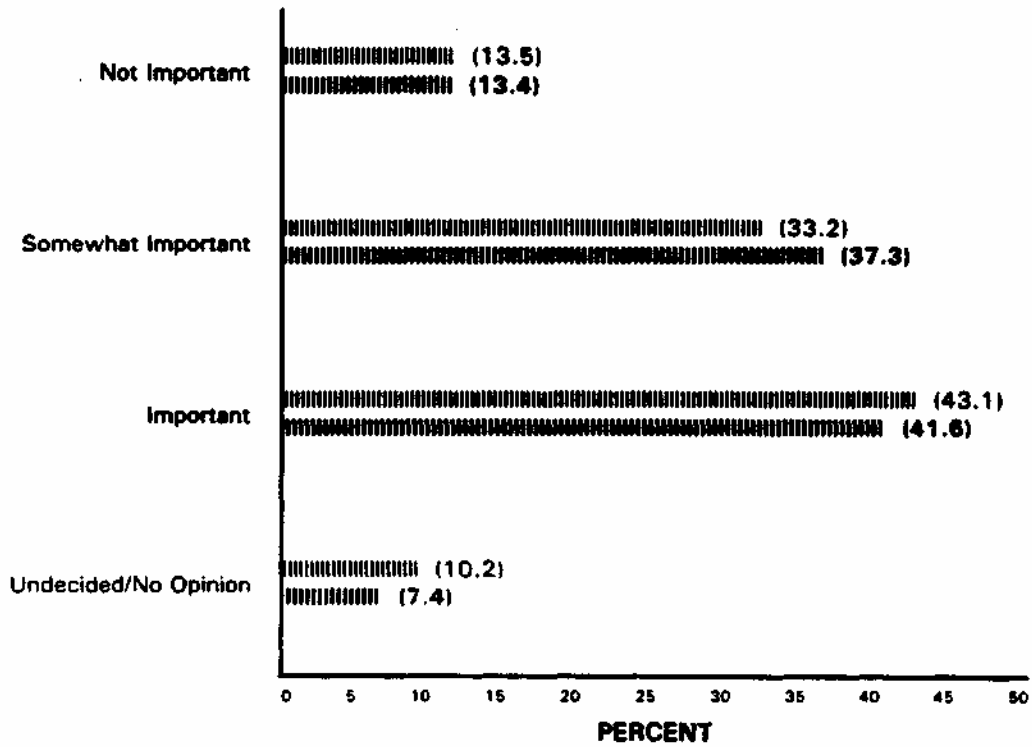
- not important;
- somewhat important;
- important;
- or if they were undecided.

The proportions of respondents expressing different views are summarized in Figure 8.1. The 1981 proportions are also presented for purposes of comparison.\* It is evident from the 1984 data reported in Figure 8.1 that the majority of respondents had a positive opinion about Alberta's amateur athletes winning medals. Approximately three-quarters of the sample (76.3%) indicated that winning medals was either important or somewhat important. A smaller proportion (13.5%) felt that winning medals was not important. Just over ten percent (10.2%) were undecided or had no opinion on this issue.

Comparisons of the findings from the 1984 and 1981 surveys revealed a very similar pattern of responses, with comparable proportions of respondents in each opinion category. The proportions of respondents having positive opinions about athletes winning medals were consistent for both years - 76.3% in 1984 compared to 78.9% in 1981. The proportions of respondents who

\* Respondents who did not reply to the question were eliminated from the analysis.

FIGURE 8.1  
OPINIONS ABOUT AMATEUR ATHLETES WINNING MEDALS:  
1984 AND 1981 COMPARISONS



Legend  
..... 1984  
..... 1981

considered winning medals not to be important were also stable from 1981 to 1984 (13.4% for 1981 compared to 13.5% for 1984). One difference of note was the proportion of respondents who were undecided or had no opinion, which increased from 7.4% in 1981 to 10.2% in 1984. This picture suggests there have been no substantial shifts in attitudes in the past four years with regard to Alberta's amateur athletes winning medals in interprovincial and national competitions, and attitudes of Alberta residents remain generally positive with respect to this issue.

### **8.2.2. Socio-Demographic Variations in Opinions About Winning Medals**

The information outlined above has summarized opinions for the 1984 survey sample as a whole. Further analyses revealed that specific sub-groups of respondents varied in their views about Alberta's amateur athletes winning medals. Data depicting the associations of three socio-demographic variables (age, household type and education) with various opinions are presented in Tables 8.1 through 8.3 and are discussed below. No significant differences in opinion were found for respondents defined on the basis of residential factors such as rural-urban location, region of the province, and length of residence in Alberta.

#### Life-cycle Variables

An examination of age variations in opinions about amateur athletes winning medals revealed several trends or patterns in the data. Respondents most likely to feel that winning medals is important were those in the youngest age category. This view was expressed by 48.1% of respondents in the under

Table 8.1

Age Variations in Opinions About Amateur Athletes Winning Medals

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Winning Medals	Age (Years)					Total Sample (%)
	Under 25 (%)	25 to 34 (%)	35 to 44 (%)	45 to 64 (%)	65 and over (%)	
Not Important	7.8	10.1	15.4	15.1	19.5	13.3
Somewhat Important	31.6	35.7	34.9	31.1	29.2	33.3
Important	48.1	43.9	42.0	44.0	37.0	43.3
Undecided/No Opinion	12.4	10.3	7.7	9.8	14.2	10.1
TOTAL	(370)	(1178)	(848)	(974)	(359)	(3729)

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Chi-square = 58.110    df = 12    p = .0000



Table 8.2

Household Type variations in  
Opinions About Amateur  
Athletes winning Medals

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Winning Medals	Couple/ No Children (%)	Couple With Children (%)	Single Person(s) (%)	Single Parent Family (%)	Two or More Related Adults (%)	Total Sample (%)
Not Important	15.7	12.6	12.0	10.0	16.5	13.4
Somewhat Important	34.7	33.1	32.5	32.1	31.0	33.2
Important	40.5	45.2	43.4	42.9	41.0	43.4
Undecided/No Opinion	9.1	9.1	12.0	15.0	11.5	10.0
TOTAL	(921)	(1787)	(656)	(140)	(200)	(3704)

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Chi-square = 21.406 df = 12 p = .0447

25 age group, compared to 43.3% of the sample as a whole. Respondents between 25 and 64 years of age appeared to be quite homogeneous in their views about the importance of winning medals, with comparable proportions of respondents in each age category within this range. Those over 65 years of age or over were less likely to consider winning medals to be important. A consistent linear trend was evident for the opinion that winning medals is not important. There appeared to be a greater tendency to express this view as age increases, as indicated by the progressively greater proportions of respondents from the youngest (7.8%) to the oldest (19.5%) age categories. Respondents who were undecided were more likely to be in the youngest and oldest age categories than in the mid-age groupings.

There were few variations in views about the importance of amateur athletes winning medals associated with the sex of the respondent. One finding of interest was that males (15.7%) were more likely than females (8.9%) to consider that winning medals is not important. Females were more likely than males to be undecided on this topic.

There were few substantial differences in opinion among sub-groups of the sample defined on the basis of household type. Respondents living in households with two or more related adults or consisting of couples with no children were more likely than those from other households to view winning medals as unimportant.

An overview of the data discussed above indicates that variations in opinions about amateur athletes winning medals were associated with certain life-cycle factors. Young adults (under 25 years) had a greater tendency than older adults to consider winning medals to be important. Those who were likely to view winning medals to be unimportant were characterized as over 65 years of age or over, males, and those from households with no children.

### Socio-Economic Factors

Two socio-economic factors - education and income - were considered when assessing variations in views about Alberta's amateur athletes winning medals. Respondents most likely to consider winning medals to be important were those having a high school (45.9%) or technical-vocational education (46.4%). A complementary pattern was evident when the characteristics of respondents who viewed winning medals to be unimportant were identified. In this case there were higher proportions of respondents in the lower (15.4%) and higher educational categories (16.6%) who expressed this view.

Variations in opinions about athletes winning medals in competitions showed a corresponding pattern when household income of respondents was examined. Respondents most likely to consider this to be important were those in the mid-income categories, earning from \$20,000 to \$40,000 per year. In contrast, those reporting higher (\$50,000 or more) and lower (less than \$10,000) household incomes were more likely than mid-income groups to view winning medals as not important.

Overall, the socio-economic data indicated that winning medals in competition was more likely to be important for those having middle education and income levels. The opinion that winning medals is not important was more likely to be expressed by those with higher and lower education and income levels.

### Summary Profiles

Summary profiles of respondents most likely to consider that winning medals is important or is not important are presented below. Variations in views were found to be associated with life-cycle and socio-economic variables, as follows:

Table 8.3

Educational Variations in Opinions About  
Amateur Athletes Winning Medals

Winning Medals	Less Than High School (%)	High School (%)	Technical-Vocational (%)	University (%)	Total Sample (%)
Not Important	15.4	11.6	10.8	16.6	13.4
Somewhat Important	26.1	33.4	33.5	34.4	33.1
Important	40.2	45.9	46.4	39.9	43.4
Undecided/No Opinion	18.4	9.1	9.3	9.1	10.2
TOTAL	(376)	(1086)	(914)	(1073)	

Chi-square = 59.404    df = 12    p = .0000

- a. Profile of respondents most likely to view winning medals to be important:
  - o under 25 years of age;
  - o having a high school or technical-vocational education;
  - o in mid-income categories (between \$20,000 and \$40,000 per year).
  
- b. Profile of respondents most likely to view winning medals not to be important:
  - o over 65 years of age;
  - o male;
  - o living in households with no children;
  - o having less than high school, or with a university education;
  - o with incomes under \$10,000/year or over \$50,000 per year.

### 8.2.3. Comparison with 1981 Findings: Socio-Demographic Variations in Opinions About Sports Excellence

The findings from the 1981 Public Opinion Survey on Recreation pertaining to the issue of excellence in sports were discussed in the A Look at Leisure Bulletin (Mo. 6) "A Look at Issues". A review of the 1981 survey results determined there were few discriminating characteristics identifying individuals who expressed that excellence in sports was important. Young adults (under 25 years) were more likely, however, to express this view than those in older age categories. This age-related finding was also replicated in the 1984 survey results. In addition, those who felt that winning medals was important were further characterized in 1984 as having middle education and income levels.

In 1981, those who felt that winning medals was not important tended to be males, university educated and with higher incomes. The findings from the 1984 data suggested that these relationships persist. The view, however, that winning medals is not important was also likely to be expressed by other types of respondents, namely senior citizens and those with lower education and income levels.

### 8.3 Competition in Children's Sports

#### 8.3.1 Comparison of 1984 and 1981 Survey Results

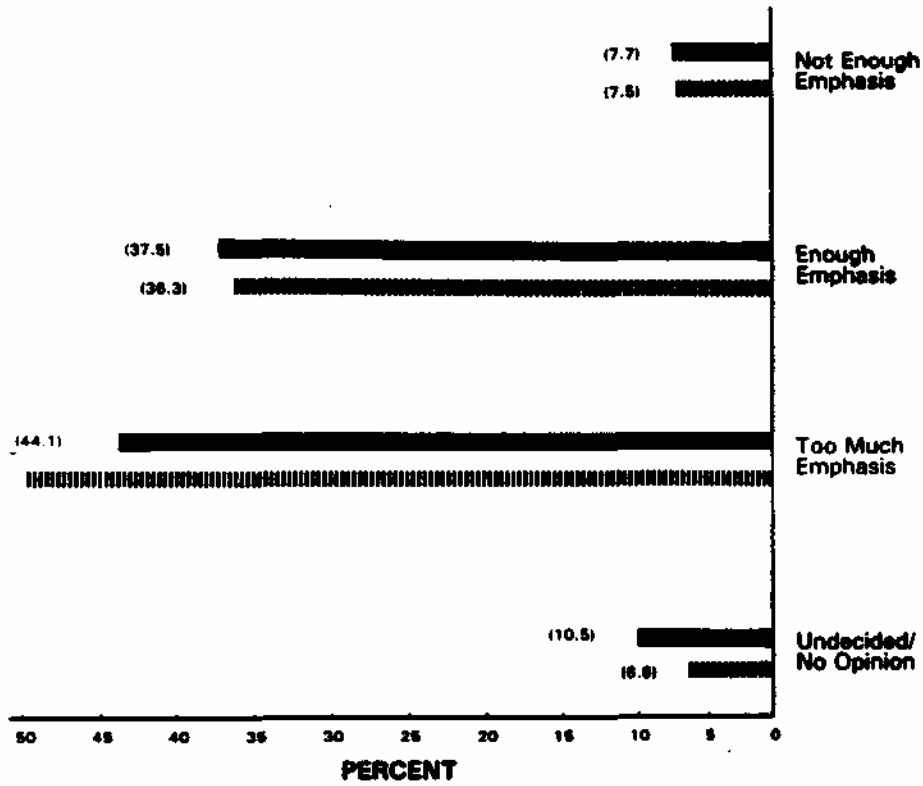
Respondents were presented with the statement: "Some people feel there is too much emphasis on competition in organized sports for children while others feel there isn't enough emphasis." Respondents were asked to express their opinion by indicating one of the following responses:

not enough emphasis;  
enough emphasis; too  
much emphasis; or  
undecided.

The 1984 findings are summarized in Figure 8.2, which also presents for comparison the results from an identical question included in the 1981 Public Opinion Survey on Recreation. Respondents who did not reply to this question were excluded from the analysis. It is evident from Figure 8.2 that a relatively large group of respondents (44.1%) considered that there is too much emphasis on competition in children's sports activities. A second group of respondents (37.5% of the sample) felt that there is enough emphasis on competition, while a small proportion (7.7%) expressed that there is not enough competition for children.

Comparisons of these 1984 survey results with those from the 1981 Public Opinion Survey on Recreation revealed a basically similar pattern of responses. In both cases, the predominant view was that there is too much emphasis, or enough emphasis on competition in children's sports. The proportion of respondents who considered that there is not enough emphasis on children's competition remained constant at approximately seven percent for both 1981 and 1984. There is an indication in the data, however, that concerns about too much emphasis on competition in children's sports may have declined somewhat in the past four years. This view was expressed by 44.1% of respondents in 1984, compared to 49.6% of respondents in 1981. This comparison should be interpreted with caution, however, as the data indicate a corresponding increase in the number of undecided respondents having no opinion on the topic.

**FIGURE 8.2**  
**OPINIONS ABOUT COMPETITION IN**  
**CHILDREN'S SPORTS: 1984 AND 1981 COMPARISONS**



**Legend**  
**1984**  
**1981**

### 8.3.2. Socio-Demographic Variations in Opinions About Children's Competition

The results outlined above have summarized opinions about competition in children's sports for the 1984 survey sample as a whole. Further analysis revealed there were variations in opinions which were associated with certain respondent characteristics. Data depicting the relationships of four socio-demographic variables with various views are presented in Tables 8.4 through 8.7. These results are discussed below.

#### Life-Cycle Variables

An examination of age variations in opinions about competition in children's sports revealed three trends of interest in the data. The view that there is too much emphasis on competition was most predominant for those in the mid-age category (35 to 44 years) and was less evident for respondents in progressively younger and older age categories. The proportion of respondents who felt there is enough emphasis on competition in children's sports declined with age, with 47.0% of those under 25 years expressing this view, compared to 31.4% of senior respondents (65 years and older). Those under 25 and those over 65 years of age were more likely than other age groups to feel there is not enough emphasis on children's competition. A relatively high proportion of the senior group (15.3%) were also undecided on this issue.

Although statistically significant, sex differences in opinions were not substantial. Females were somewhat more likely than males to report that there is too much emphasis on competition, while males had a greater tendency to express there is not enough emphasis.



Table 8.4

Age Variations in Opinions About Competition  
in Children's Sports

Children's Competition	Age (Years)					Sample (%)
	Under 25 (%)	25 to 34 (%)	35 to 44 (%)	45 to 64 (%)	65 and over (%)	
Not Enough Emphasis	9.5	6.4	7.6	8.3	10.2	7.8
Enough Emphasis	47.0	39.6	36.5	35.0	31.4	37.7
Too Much Emphasis	32.2	42.8	48.7	46.6	43.1	44.1
Undecided/No Opinion	11.4	11.2	7.2	10.1	15.3	10.4
TOTAL	(370)	(1172)	(846)	(968)	(353)	(3709)

Chi-square = 58.010    df = 12    p = .0000

Similarly, the household-type variable did not appear to be a strong predictor of variations in views about competition in children's sports (see Table 8.5). In particular, there were no consistent differences in the views of couples with children compared with views of respondents without children. Couples with children did have a greater tendency than others to indicate there is enough emphasis on competition but did not differ with respect to their views about too much or not enough emphasis on competition.

This picture was also substantiated when two related variables were examined. There were few differences in responses when the views of respondents from households with children under six, and between six and seventeen years were compared with households having no children in these age groups, consistent with the above findings, those with children in these age groups tended to feel there is enough emphasis on competition in children's sports.

#### Socio-Economic Factors

There were two complementary patterns evident in the data when variations in opinions about competition in children's sports were assessed in relation to the educational level of respondents. The view, that there is too much emphasis on competition, was more likely to be associated with higher levels of education. One-half (50.1%) of respondents with a university education - indicated this opinion, as compared to only 37.4% of those with less than a high school education. By contrast, respondents with lower educational levels were more likely than others to feel there is not enough emphasis on competition. There was a decline in the proportion of respondents expressing this view as the education level increased. Thus, 13.9% of those with less than a high school education had this opinion compared to 5.4% of the university educated. Those in the mid-education categories tended to feel that there is enough emphasis on competition.

Table 8.5

Household Type Variations  
in Opinions about Competition  
in Children's Sports

Children's Competition	Couple/ No Children (%)	Couples with Children (%)	Single Person(s) (%)	Single Parent Family (%)	Two or More Related Adults (%)	Total Sample (%)
Not Enough Emphasis	7.6	7.6	7.7	7.2	6.6	7.5
Enough Emphasis	35.8	40.5	36.6	31.9	29.8	37.7
Too Much Emphasis	45.0	44.8	39.7	46.4	50.5	44.3
Undecided, No Opinion	11.5	7.1	16.0	14.5	13.1	10.4
TOTAL	(918)	(1782)	(650)	(138)	(198)	(3686)

Chi-square = 57.431 df = 12 p = .0000

Table 8.6

Educational Variations in Opinions about  
Competition in Children's Sports

Children's Competition	Less than High School (%)	High School (%)	Technical- Vocational (%)	University (%)	Total Sample (%)
Not Enough Emphasis	13.9	7.7	6.9	5.4	7.5
Enough Emphasis	31.0	41.2	40.0	34.8	37.7
Too Much Emphasis	37.4	41.1	43.7	50.1	44.3
Undecided/No Opinion	17.6	10.1	9.4	9.7	10.5
<b>TOTAL</b>	<b>(374)</b>	<b>(1083)</b>	<b>(908)</b>	<b>(1067)</b>	

Chi-square = 75.223 df = 12 p = .0000

Table 8.7

Urban-Rural Variations in  
Opinions about Competition in Children's Sports

Children's Competition	Urban (%)	Rural (%)	Total Sample (%)
Not Enough Emphasis	7.9	4.9	7.6
Enough Emphasis	38.0	35.4	37.8
Too Much Emphasis	43.4	53.0	44.4
Undecided, No Opinion	10.7	6.8	10.3
<b>TOTAL</b>	<b>(3216)</b>	<b>(370)</b>	<b>(3586)</b>

Chi-square = 16.519 df = 3 p = .0009

A similar picture was observed in the household income data. The opinion, that there is too much emphasis on competition for children, was more likely to be expressed by respondents in higher income categories (i.e. over \$40,000 per year) than by those with lower incomes. The view, that there is not enough emphasis, was more prevalent for those in the lowest income category (under \$10,000 per year).

### Residential Variables

There were marked differences in response when the views of rural and urban residents were compared with regard to the issue of competition in children's sports. Table 8.7 summarizes these findings. As indicated, 53% of farm or acreage residents held the opinion that there is too much emphasis, compared with 43.4% of the urban residents who held this view. In contrast, urban residents were somewhat more likely to feel there is enough, or not enough emphasis on competition in children's sports. Since rural residents were under-represented in the survey, the view that there is too much emphasis on competition may actually be more prevalent in the province than indicated in Section 8.3.1.

Opinions about competition in children's sports did not vary markedly with respondent's regional location of residence. There was a greater tendency, however, for residents of south and central Alberta to consider there is too much emphasis on competition when compared to residents of other locations.

### Summary Profiles

Summary profiles of respondents who were most likely to feel there is too much emphasis, or not enough emphasis on competition in children's sports were developed on the basis of these findings. Although reported in the profile, sex differences were not substantial. It is also of interest that the presence of children in the household did not have strong predictive value with respect to views on children's competition. Respondents expressing different views were characterized as follows:

- a. Profile of respondents most likely to feel there is too much emphasis on competition:
  - o mid-age category (35 to 44 years);
  - o female;
  - o higher levels of education;
  - o higher income levels (over \$40,000 per year);
  - o farm or acreage residents; and,
  - o residents of southern and central Alberta.
  
- b. Profile of respondents most likely to feel there is not enough emphasis on competition:
  - o young adults (under 25) and older adults (over 65 years);
  - o males;
  - o lower educational levels (i.e. less than high school);
  - o lower income category (under \$10,000 per year); and,
  - o urban residents.

### 8.3.3. Comparison with 1981 Findings: Socio-Demographic Variations in Opinions about Children's Competition

The findings from the 1981 Public Opinion Survey on Recreation pertaining to competition in children's sports were discussed in the A Look at Leisure Bulletin (No. 6) "A Look at Issues". The 1981 data indicated that the presence of children in the household did not have any significant effect on opinions about competition in children's sports. This finding was replicated in the 1984 survey, in which no substantial variations in opinions associated with the household type of the respondent were found. Those with children in the household were more likely to indicate that there is enough emphasis on competition, but did not differ from others in their views about too much, or not enough emphasis.

Further comparisons of the 1981 and 1984 data indicated consistent patterns of response associated with educational levels of respondents. In both surveys, those who considered there was too much emphasis on competition were more likely to report a post-secondary level of education, whereas the view, that there was not enough emphasis, was more closely associated with a high school education or less. In both the 1981 and 1984 studies, it was residents of southern Alberta, in particular, who felt there was too much emphasis. No sex differences or rural-urban differences were evident in 1981, but these emerged in 1984, with females and rural residents expressing that there was too much emphasis on competition. Those with higher income levels also expressed this view in 1984, whereas there were no evident income differences in 1981. In both cases, however, the view, that there was not enough competition, was more likely to be expressed by respondents earning under \$10,000 per year. With respect to age, young adults (under 25 years) showed a greater likelihood of indicating in both 1984 and 1981 that there was not enough emphasis on children's competition. A slight shift was evident for the feeling there was too much emphasis on competition. In 1981, it tended to be the 45 to 64 year age group who expressed this opinion, whereas the 35 to 44 year age group was more likely to hold this view in 1984.

#### 8.4. Views of Participants and Non-Participants

Further analyses were undertaken in order to determine if there were any differences in views about sports competition held by respondents who were participants or those who were non-participants in outdoor and sports activities. The findings are presented in Table 8.8.

with respect to Alberta's amateur athletes winning medals in competition, participants were more likely than non-participants to feel that this is important or somewhat important. Non-participants were more likely to have no opinion or to view winning medals as unimportant.

With regard to competition in children's sports, it was more likely to be participants who felt there is too much or enough emphasis. Non-participants were more likely than participants to be undecided on this issue.

Table 8.8

Variations in Opinions about Sports Competition:  
Participants and Non-Participants

	Participants (%)	Non-Participants (%)	Number of Respondents	Chi-Square df p.
<u>Winning Medals</u>				
Not Important	12.9	20.5	(503)	22.723
Somewhat Important	33.9	28.6	(1256)	3
Important	43.6	36.3	(1615)	.0000
Undecided-No Opinion	9.6	14.7	(375)	
<u>Children's Competition</u>				
Not Enough Emphasis	7.8	6.7	(288)	26.224
Enough Emphasis	38.1	32.2	(1404)	3
Too Much Emphasis	44.5	41.6	(1651)	.0000
Undecided - No Opinion	9.6	19.5	(386)	



### Competition

Opinions about two sports competition topics - winning medals, and children's competition - were assessed in the 1984 survey. The results indicated that the majority of respondents (76.3%) held positive views about Alberta's amateur athletes winning medals in interprovincial and national competitions. This picture was virtually unchanged from the 1981 survey findings. Those most likely to view winning medals to be important were under 25 years of age, having high school or technical-vocational education and middle income levels. This age-related finding constituted a replication of the 1981 results, which also identified the importance of excellence in sports for young adults.

A small group of respondents (13.5%) felt that winning medals is not important. Two types of respondents were likely to hold this view - older respondents with lower education and income levels, and respondents with higher education and income levels.

With respect to competition in children's sports, most respondents (81.6%) felt there is too much or enough emphasis. This figure may be a slight underestimate, since rural residents, who had a greater tendency to express this view, were under-represented in the survey sample. These 1984 findings were very similar to those reported in 1981, although they suggested that concern about too much emphasis on competition may have declined somewhat between 1981 and 1984.

The presence of children in the household was not a strong factor in predicting differences in views about sports competition. Respondents most likely to feel there is too much emphasis on competition were between 35 and 44 years of age, females, with higher education and household income levels, and rural residents. The 1984 findings regarding the presence of children in the household, and education level, were a replication of the 1981 survey results. The findings associated with respondent's sex, rural residence,

and income level appear to have emerged in 1984. In addition, there has been a slight shift in the age-related pattern, with a younger age group (35 to 44 years) expressing this opinion in 1984 in contrast to the 45 to 64 year age group identified in 1981.

A small proportion of respondents (7.7%) expressed there *is* not enough competition. These were likely to be from lower education and income levels, urban residents, males, and either young adults or those over 65 years of age. The education and income findings were similar to those reported in 1981. In 1981, however, it was young adults in particular who expressed this view. The association of this view with senior and urban respondents is a new finding in 1984.

views of participants and non-participants in outdoor and sports activities were also assessed. Participants were more likely than non-participants to consider winning medals by amateur athletes to be important. It was of interest to note that it was participants who tended to feel there was too much or enough emphasis on competition in children's sports, whereas non-participants had a greater tendency to be undecided on the topic.

## 9.0 OPINIONS ABOUT PROVINCIAL PARKS SERVICES

### 9.1 Introduction

Opinions about several aspects of provincial parks' functions and services were assessed in the study (Section III, Questions 4 and 5). In addition, respondents were asked if they had personally visited an Alberta Provincial Park in the previous three years (Section III, Question 3). This latter information was used as a basis for developing socio-demographic profiles of park visitors and non-visitors and allowed comparison of their views with regard to park services and facilities.

The discussion in this section of the report focuses on the following topics:

(i) the identification of provincial park visitor and non-visitor characteristics; (ii) views about the functions of Alberta Recreation and Parks, and the characteristics of respondents expressing various opinions; and (iii) opinions about provincial parks' activities and services, and the identification of respondent characteristics associated with various opinions.

### 9.2 Provincial Park Visitors and Non-Visitors

The majority of respondents (78.1%) had visited an Alberta Provincial Park in the previous three years, while 14.6% reported they had not visited a provincial park. A small portion of the sample (7.3%) did not answer the question or did not know if they had visited a park, and were excluded from further analyses.

Profiles of respondents who had or had not visited provincial parks in the previous three years were developed on the basis of cross-tabulation analyses incorporating life-cycle, socio-economic and residential factors. These findings are depicted in Tables 9.1 and 9.2 and outlined in the following discussion.

### Life-Cycle Variables

The association of age, sex, and type of household with visiting provincial parks was examined in the analysis. Data presented in Table 9.1 indicate that age was a significant factor associated with visiting or not visiting provincial parks. Respondents in the mid-age categories (25 to 44 years) were more likely than those in other age groups to report they had visited a provincial park in the previous three years. Those who were not as likely to visit provincial parks were in the older age categories. As indicated, 20.6% of respondents between 45 and 64 years of age and 32.1% of those over 64 years reported they had not visited a provincial park in the past three years, as compared to 15.5% of the sample as a whole. With respect to sex differences, males (86.3%) were somewhat more likely than females (80.8%) to be park visitors.

The presence of children in the household appeared to be a good predictive variable associated with visiting provincial parks. As indicated in Table 9.1, respondents from households consisting of couples with children (89.0%) and those from single parent families (84.9%) were more likely than those from other types of households to report they had visited parks in the province. Further analysis revealed this was likely to be true for households with children in both younger (under 6 years) and older (6 to 17) age categories. Respondents from households with two or more related adults, and single persons, were more likely than others not to have visited provincial parks.

### Socio-Economic Factors

Few differences were found when the education levels of park visitors and non-visitors in the survey sample were examined. The one factor of interest was that non-visitors were more likely to report a lower level of education (i.e., less than high school). This picture likely corresponds with the age-related data reported above, since older respondents tended to report lower education levels than did those in younger age groups.

Table 9.1

Socio-Demographic Comparisons  
of Park Visitors and Non-Visitors:  
Age, Sex, Household Type

	Park Visitors (84.5% of sample) (%)	Non-Visitors (15.5% of sample) (%)	Number of Respondents	Chi-square df p.
<u>Age (Years)</u>				
Under 25	85.5	14.5	(339)	126.972
25 to 34	90.3	9.7	(1115)	4
35 to 44	88.2	11.8	(829)	.0000
45 to 64	79.4	20.6	(937)	
65 and over	67.9	32.1	(343)	
<u>Sex</u>				
Male	86.3	13.7	(2387)	18.542
Female	80.8	19.2	(1218)	1 .0000
<u>Household Type</u>				
Couple - no children	82.4	17.6	(891)	62.898
Couple with children	89.0	11.0	(1720)	4
Single person(s)	77.1	22.9	(608)	.0000
Single parent family	84.9	15.1	(139)	
Two or more related adults	76.7	23.3	(189)	

Table

9.2

Socio-Demographic Comparisons  
of Park Visitors and Non-Visitors:  
Socio-Economic and Residence Factors

	Park Visitors (84.5% of sample) (%)	Park Visitors (15.5% of sample) (%)	Number of Respondents	Chi-square df. p.
<u>Education</u>				
Less than high school	70.6	29.4	(360)	61.120
High school	84.3	15.7	(1032)	4
Technical-vocational	96.7	13.3	(867)	.0000
University	86.8	13.2	(1033)	
<u>Income</u>				
Less than \$10,000	67.4	32.6	(273)	92.960
\$10,000 to \$20,000	80.6	19.4	(628)	6
\$20,001 to \$30,000	86.6	13.4	(665)	.0000
\$30,001 to \$40,000	88.4	11.6	(648)	
\$40,001 to \$50,000	89.6	10.4	(453)	
\$50,001 to \$60,000	88.6	11.4	(280)	
\$60,001 and over	86.2	13.8	(419)	
<u>Length of Residence</u>				
Less than 2 years	78.1	21.9	(96)	10.491
3 to 5 years	87.0	13.0	(332)	3
6 to 10 years	88.6	11.4	(385)	.0148
11 or more years	83.8	16.2	(2798)	
<u>Provincial Regions</u>				
South	87.1	12.9	(473)	39.803
Central	85.1	15.0	(933)	4
North	91.2	8.8	(194)	.0000
Calgary	86.4	13.6	(1139)	
Edmonton	77.9	22.1	(828)	

Respondents in middle to higher income categories (i.e. over \$20,000 per year) were more likely than those in the lower income categories to visit provincial parks (see Table 9.2). Only 67.4% of respondents with household incomes under \$10,000 per year reported that they visited provincial parks, as compared to 84.5% of the sample as a whole. It is possible that this income pattern relates closely to the findings for education and age reported above, reflecting the socio-economic status of the more senior age groups.

### Residential Variables

As would be expected, newcomers to the province were not as likely as longer term residents to have visited provincial parks. Visiting provincial parks was more prevalent for those who had resided in the province for three to ten years, and declined slightly for those who had resided in the province eleven years or more.

Overall, there were no significant differences associated with rural or urban location of residence. When provincial region of residence was considered, it was found that respondents living in northern Alberta showed a greater tendency to be provincial park visitors than those from south and central areas. Edmonton residents, in particular, were more likely than those from other areas to be non-visitors to provincial parks.

### Summary Profile

On the basis of the analyses reported above, summary profiles were developed for respondents who were most likely, and those least likely to visit Alberta provincial parks. The socio-economic and demographic characteristics of these respondents are outlined below:

a. Profile of those most likely to visit provincial parks:

- o between 25 and 44 years of age;
- o males;
- o presence of children in the household;
- o middle to higher household income categories (over \$20,000 per year);
- o residents of the province from three to ten years; and,
- o northern Alberta residents.

b. Profile of those not as likely to visit provincial parks:

- o older age categories (over 45 years), and particularly those over 64 years of age;
- o females;
- o households with single people or two or more related adults;
- o education less than high school completion;
- o income levels under \$20,000 per year;
- o residence in Alberta for less than two years; and,
- o Edmonton residents.

The profiles suggest that park visitors are likely to be family units of middle socio-economic status. Those who do not visit provincial parks are likely to be in older age categories, with a lower socio-economic level, single persons and newer residents in the province.



### 9.3 Views about the Functions of Alberta Recreation and Parks

Respondents were asked to indicate the importance of three roles of Alberta Recreation and Parks. The questionnaire presented the following statements for evaluation: "How important is it to you that Alberta Recreation and Parks develop and maintain areas:

to protect areas of historical and natural interest;  
to provide outdoor recreation opportunities; and, to  
provide "outdoor experience" opportunities?

For each item, respondents were asked to indicate one of the following: very important, somewhat important, or not at all important. The results of this question are illustrated in Figure 9.1. The three functions were each considered to be very important by the majority of respondents. Protecting areas of historical and natural interest received the most support from respondents (82.2%), followed by outdoor recreation (77.6%) and outdoor experience opportunities (67.7%)\*.

Views about these provincial parks functions were found to vary according to the socio-demographic characteristics of the respondents and for park visitors and non-visitors. These findings are discussed in the following sections of the report.

\* With non-respondents excluded from the analysis.

FIGURE 9.1  
**OPINIONS ABOUT PARKS' FUNCTIONS,  
 SERVICES AND ACTIVITIES**

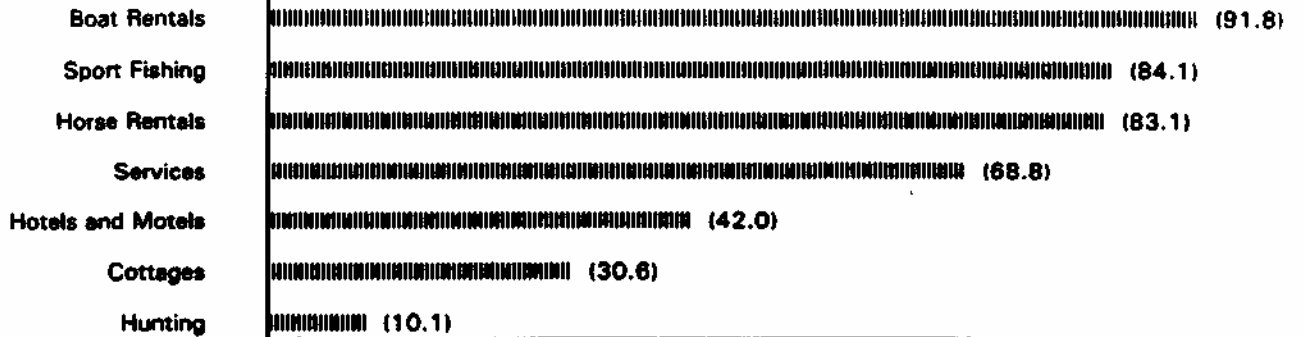
**PROPORTIONS CONSIDERING  
 FUNCTIONS TO BE  
 VERY IMPORTANT**

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**PROPORTIONS INDICATING  
 ACTIVITIES SHOULD BE  
 PERMITTED**

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0 10 20 30 40 50 60 70 80 90 100  
**PERCENT OF RESPONDENTS**

### 9.3.1. Protecting Areas of Historical and Natural interest

Protecting areas of historical and natural interest was considered to be a very important role of Alberta Recreation and Parks by 82.2% of the survey respondents. Views on this topic did not vary substantially according to the socio-demographic characteristics of respondents. There were, however, statistically significant differences in responses found for the age, sex, length of residence and provincial region of residence variables (Tables 9.3 through 9.5).

With respect to age, protecting historical and natural features was more likely to be viewed as very important by respondents between 25 and 44 years of age than by those in other age groups. Respondents under the age of 25 and those between 45 and 64 years were more likely to consider this role to be somewhat important. Females (84.5%) were somewhat more likely than males (81.2%) to consider protection of areas to be very important.

One feature of interest was evident when variations in views about protection of resources were investigated with respect to length of residence in Alberta. Respondents who had resided in Alberta for a relatively short period of time (two years or less) were more likely than those having longer residence to view protection as a very important role of Alberta Recreation and Parks. Residents of Calgary and of northern Alberta were more likely than those from other areas of the province to consider resource protection to be very important while Edmonton residents and those from the south tended to place less importance on this role.

Table 9.3

Age Variations in Opinions about  
Protection of Historical and Natural Areas

Protection	Age (Years)					Total Sample (%)
	Under 25 (%)	25 to 34 (%)	35 to 44 (%)	45 to 64 (%)	65 and over (%)	
Very Important	78.4	85.6	84.9	78.5	80.6	82.4
Somewhat Important	19.9	13.6	13.8	19.6	16.9	16.2
Not Important	1.6	.8	1.3	1.8	2.5	1.4
<b>TOTAL</b>	<b>(371)</b>	<b>(1177)</b>	<b>(847)</b>	<b>(979)</b>	<b>(355)</b>	<b>(3729)</b>

Chi-square = 30.017 df = 8 p = .0002

Table 9.4

Length of Residence Variations in  
Opinions about Protection of Historical and  
Natural Areas

Protection	2 years or less (%)	3 to 5 years (%)	6 to 10 years (%)	11 or more years (%)	Total Sample (%)
	Very Important	89.1	83.0	85.7	
Somewhat Important	8.9	16.4	13.8	16.8	16.3
Not Important	2.0	.6	.5	1.7	1.5
<b>TOTAL</b>	<b>(101)</b>	<b>(353)</b>	<b>(419)</b>	<b>(2897)</b>	<b>(3770)</b>

Chi-square = 12.850 df = 6 p = .0455

Table 9.5

Region of Residence Variations in Opinions about  
Protection of Historical and Natural Areas

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Protection	South (%)	Central (%)	North (%)	Calgary (%)	Edmonton (%)	Total Sample (%)
Very Important	79.8	82.2	85.4	85.0	79.3	82.3
Somewhat Important	18.5	16.7	14.6	13.3	19.0	16.3
Not Important	1.7	1.0	0.0	1.7	1.7	1.4
<b>TOTAL</b>	<b>(480)</b>	<b>(974)</b>	<b>(199)</b>	<b>(1202)</b>	<b>(873)</b>	<b>(3728)</b>

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Chi-square = 20.306    df = 8    p = .0092

9.3.2. The Provision of Outdoor Recreation Opportunities

The provision of outdoor recreation opportunities such as swimming, fishing, and cross-country skiing was considered to be very important by 77.6% of the survey sample. A further 19.6% considered this function to be somewhat important, and a small proportion (2.7%) viewed it as not important.

Variations in these views were significantly associated with several socio-demographic characteristics of the respondents, including age, household type, education, income and urban or rural residence. Data depicting these relationships are presented in Tables 9.6 through 9.10. There were no significant relationships with respondent's sex, length of residence in Alberta, or regional location of residence.

There is a clear indication in Table 9.6, that the provision of outdoor recreation opportunities was more likely to be very important for respondents under 45 years of age than for those 45 years or older. Correspondingly, those in older age groups showed a greater tendency to consider the provision of outdoor recreation opportunities to be somewhat or not at all important.

There were relatively minor differences in views about the provision of outdoor recreation opportunities expressed by respondents from different types of households. Respondents from single parent families (84.2%) in particular were more likely to feel that outdoor recreation opportunities were very important. Further analysis indicated that this view was held by those from households with children in both younger (under 6 years) and older (6 to 17) age categories.

Respondents with a high school education and higher were quite homogeneous in their views about the provision of outdoor recreation opportunities, with similar proportions in each category considering this function to be very important, or somewhat important. Outdoor recreation opportunities were of less importance to those with a lower education level. This finding likely corresponds with the age-related picture reported above, reflecting the opinions of older respondents. Examination of household income data (Table 9.9) indicates that outdoor recreation opportunities were particularly important for those in the mid-income categories of \$30,001 to \$50,000 per year and tended to be important to fewer respondents in both lower and higher income levels.

Urban or rural residence of respondents was also found to be a factor associated with different views on the provision of outdoor recreation opportunities. A higher proportion of urban residents indicated this was important (78.5%) compared to 69.8% of the rural (farm or acreage) residents who expressed this view. Rural residents were more likely to view outdoor recreation opportunities as somewhat important. There were no significant differences associated with respondent's regional location of residence.

Table 9.6

Age Variations in Opinions About the Provision of Outdoor Recreation Opportunities

Outdoor Recreation	Age (Years)					Total Sample (%)
	Under 25 (%)	25 to 34 (%)	35 to 44 (%)	45 to 64 (%)	65 and over (%)	
Very Important	81.5	82.0	80.5	72.7	68.7	78.0
Somewhat Important	16.9	16.5	17.1	23.7	26.3	19.4
Not Important	1.6	1.5	2.4	3.6	5.0	2.6
<b>TOTAL</b>	<b>(372)</b>	<b>(1178)</b>	<b>(838)</b>	<b>(971)</b>	<b>(339)</b>	<b>(3698)</b>

Chi-square = 55.140 df = 8 p = .0000

Table 9.7

Household Type Variations in Opinions about the Provision of Outdoor Recreation Opportunities

Outdoor Recreation	Couple/ no Children (%)	Couple with Children (%)	Single Person(s) (%)	Single Parent Family (%)	Two or More Related Adults (%)	Total Sample (%)
	Very Important	77.5	79.3	74.2	84.2	
Somewhat Important	19.4	18.6	22.1	14.4	25.1	19.6
Not Important	3.2	2.1	3.8	1.4	2.5	2.6
<b>TOTAL</b>	<b>(918)</b>	<b>(1777)</b>	<b>(639)</b>	<b>(139)</b>	<b>(199)</b>	<b>(3672)</b>

Chi-square= 17.930 df= 8 p= .0218

Table 9.8

Education Variations in Opinions about the  
Provision of Outdoor Recreation Opportunities

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Outdoor Recreation	Less than High School (%)	High School (%)	Technical- Vocational (%)	University (%)	Total Sample (%)
Very Important	68.0	78.5	79.1	78.8	77.7
Somewhat Important	27.3	18.9	18.7	18.5	19.5
Not Important	4.7	2.6	2.2	2.6	2.7
TOTAL	(362)	(1082)	(910)	(1068)	(3535)

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Chi-square = 24.067    df = 8    p = .0022



Table 9.9

Household Income Variations in Opinions about  
the Provision of Outdoor Recreation Opportunities

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Outdoor Recreation	Less than \$10,000 (%)	\$10,000 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 and over (%)	Total Sample (%)
Very Important	70.2	76.0	76.4	83.3	81.6	79.9	76.6	78.2
Somewhat Important	26.3	20.3	21.9	14.8	16.0	17.7	21.3	19.4
Not Important	3.5	3.7	1.7	1.9	2.4	2.4	2.1	2.5
TOTAL	(285)	(645)	(694)	(677)	(468)	(288)	(432)	(3489)

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Chi-square = 35.283 df = 12 p = .0004

Table 9.10

Urban-Rural Residence Variations in Opinions About the Provision of  
Outdoor Recreation Opportunities

Outdoor Recreation	Urban (%)	Rural (%)	Total Sample (%)
Very Important	78.5	69.8	77.6
Somewhat Important	19.0	26.7	19.8
Not at all Important	2.5	3.5	2.6
<b>TOTAL</b>	<b>(3205)</b>	<b>(367)</b>	<b>(3572)</b>

Chi-square = 14.615    df = 2    p = .0007

9.3.3. Provision of Outdoor Experience Opportunities

The provision of "outdoor experience" opportunities such as hiking trails and canoe routes was considered to be very important by 67.7% of the survey sample. Just over one-quarter (27.0%) of the respondents felt these opportunities were somewhat important. A small proportion (5.2%) expressed the view that outdoor experience opportunities were not at all important. Characteristics which were found to have predictive value with respect to opinions about outdoor experience opportunities included age, sex, household-type, educational level and length of residence in Alberta.

As might be expected, the proportion of respondents considering the provision of these opportunities to be very important, declined with age. Approximately

three-quarters (74.5%) of the respondents under 25 years of age viewed this as very important, with the proportion declining to 56.1% for those 65 years and older. Respondents over the age of 45 years, in particular, had a greater tendency to view outdoor experience opportunities as either somewhat or not at all important.

Significant differences were found between males and females in their views about the provision of outdoor experience opportunities. A higher proportion of females (72.6%) considered this to be very important, compared to 65.3% of male respondents. In contrast, males (28.9%) were more likely than females (23.5%) to express the opinion that outdoor experience opportunities were somewhat important. Although statistically significant, there were few variations in response related to the type of household of the respondent (Table 9.11). The one feature of interest was that over three-quarters of respondents (78.4%) from single parent families considered outdoor experience opportunities to be very important.

Table 9.12 presents data on educational variations in opinions about the importance of outdoor experience opportunities. The results indicated that a relatively high proportion of respondents with a university education (75.3%) considered these opportunities to be very important. Respondents with a high school or technical-vocational education were quite homogeneous in their views on this topic, with similar proportions of respondents in each of the response categories. In contrast, outdoor experience opportunities were less important to those in the lower education category. This picture likely corresponds with the age-related data reported above, reflecting the educational pattern of older respondents. No significant differences were found for the income variable.

Variations in the opinions of urban and rural residents were also observed. Urban residents were more likely than rural respondents to support the provision of outdoor experience opportunities (68.9% compared to 61.1%). No significant differences were found for regional location of residence, and no consistent patterns were associated with length of residence in Alberta.

Table 9.11

Household Type Variations in Opinions about the Provision of Outdoor Experience Opportunities

Outdoor Experience	Couple/ No Children (%)	Couple With Children (%)	Single Person(s) (%)	Single Parent Family (%)	Two or More Related Adults (%)	Total Sample (%)
Very Important	66.4	67.9	70.5	78.4	62.4	68.1
Somewhat Important	27.0	27.7	24.9	19.4	29.4	26.8
Not Important	6.6	4.4	4.5	2.2	8.1	5.1
<b>TOTAL</b>	<b>(904)</b>	<b>(1777)</b>	<b>(638)</b>	<b>(139)</b>	<b>(197)</b>	<b>(3655)</b>

Chi-square = 21.078 df = 8 p = .0069

Table 9.12

Education Variations in Opinions About the Provision of Outdoor Experience Opportunities

Outdoor Experience	Less than High School (%)	High School (%)	Technical- Vocational (%)	University (%)	Total Sample (%)
Very Important	54.6	66.7	65.6	75.3	67.9
Somewhat Important	34.4	27.9	29.6	21.1	26.8
Not Important	11.0	5.4	4.9	3.6	5.2
<b>TOTAL</b>	<b>(355)</b>	<b>(1075)</b>	<b>(906)</b>	<b>(1066)</b>	<b>(3515)</b>

Chi-square = 71.210 df = 8 p = .0000

#### 9.3.4. Opinions of Park Visitors and Non-Visitors

Analyses were undertaken in order to determine if park visitors and non-visitors differed in their opinions about the roles of Alberta Recreation and Parks. These results are reported in Table 9.13. Park visitors were more likely than non-visitors to consider each of the three functions - protection, outdoor recreation, and outdoor experience opportunities - to be very important while non-visitors had a greater tendency to view them as somewhat or not important.

#### 9.3.5. Summary Profiles

The analyses presented above have defined profiles of respondents who were most likely to express certain views about the functions of Alberta Recreation and Parks. These functions included the protection of natural and historical areas, the provision of outdoor recreation opportunities, and the provision of outdoor experience opportunities. The characteristics of those respondents who were most likely to consider each of these roles to be very important are summarized below.

- a. Profile of respondents most likely to consider protection of natural and historical areas to be very important:
  - o those between 25 and 44 years of age;
  - o females;
  - o those living in Alberta two years or less;
  - o residents of Calgary and northern Alberta; and,
  - o park visitors.

Table 9.13

Opinions of Park Visitors and Non-Visitors About  
the Functions of Alberta Recreation and Parks

	Park Visitors (%)	Non-Visitors (%)	Total Sample (%)	Chi-square df p.
<u>Protection</u>				
Very Important	85.2	69.4	82.4	131.631
Somewhat Important	14.1	25.0	16.2	4
Not Important	.8	5.6	1.5	.0000
<u>Outdoor Recreation</u>				
Very Important	80.6	64.4	77.8	85.218
Somewhat Important	17.5	29.3	19.5	4
Not Important	2.0	6.3	2.6	.0000
<u>Outdoor Experience</u>				
Very Important	71.3	51.5	67.9	105.503
Somewhat Important	24.8	37.3	27.0	4
Not Important	3.9	11.2	5.1	.0000

- b. Profile of respondents most likely to consider the provision of outdoor recreation opportunities to be very important:
  - o those under 45 years of age;
  - o from households with children, particularly single parent families;
  - o high school education or higher;
  - o mid-income categories (\$30,001 to \$50,000 per year);
  - o urban residents; and,
  - o park visitors.
  
- c. profile of respondents most likely to consider the provision of outdoor experience opportunities to be very important:
  - o respondents under 45 years of age (declines with age);
  - o females;
  - o those from single parent families;
  - o university educated;
  - o urban residents; and,
  - o park visitors.

Variations in views about the functions of Alberta Provincial Parks were consistently related to the age of the respondent and visitation to provincial parks. It is also evident from these profiles that there was a degree of similarity between the types of people who considered the provision of outdoor recreation and outdoor experience opportunities to be very important. Common profile features associated with these opinions included: age under 45 years, urban residence, higher levels of education, and a household type consisting of single parent families. Each of the roles was also more important to park visitors than to non-visitors.

## 9.4 Opinions About Provincial parks' Activities and services

Respondents were asked to indicate if each of seven activities and services should be permitted in provincial Parks. These included: boat, canoe and horse rentals, developments such as stores, hotels, motels and cottage subdivisions, and, extractive activities such as fishing and hunting. The proportions of respondents who indicated that these activities and services should be permitted are depicted in Figure 9.1.

### 9.4.1. Boat and Horse Rentals

Respondents' views about permitting boat and horse rentals in provincial parks were assessed in the survey. An overwhelming majority of respondents were in favour of boat and canoe rentals (91.8%) and horse rentals (83.1%). Analysis of socio-demographic factors and views about boat and canoe rentals revealed few significant differences in opinions among sub-groups of respondents. The only factor of note was the type of household in which the respondent lived. Respondents from single parent families were somewhat more likely than respondents from other households to favour boat rentals. Opposition to boat rentals was more likely to come from couples with no children, than from other types of households.

In contrast to boat and canoe rentals, views about horse rentals varied with several socio-demographic characteristics of respondents. Findings presented in Table 9.14 indicate that favourable views about horse rentals were more likely to be expressed by females, and those from single parent families. The opinion, that horse rentals should be permitted, was negatively associated with age, with support greatest in the youngest age category and declining for



Table 9.14

Socio-Demographic Variations  
in Views about Horse  
Rentals

	Should be Permitted (83.1% of sample) (%)	Should Not Be Permitted (16.9% of sample) (%)	Number of Respondents	Chi-Square df p.
<u>Age (Years)</u>				
Under 25	89.7	10.3	(369)	
25 to 34	85.4	14.6	(1170)	30.267
35 to 44	83.0	17.0	(845)	4
45 to 65	80.0	20.0	(951)	.0000
65 and over	77.4	22.6	(340)	
<u>Sex</u>				
Male	81.1	18.9	(2448)	22.816
Female	87.4	12.6	(1266)	.1 .0000
<u>Household Type</u>				
Couple-No Children	79.9	20.1	(902)	15.541
Couple With Children	83.9	16.1	(1772)	4
Single Person(s)	85.9	14.1	(633)	.0037
Single Parent Family	89.3	10.7	(140)	
Two or More Related Adults	80.8	19.2	(203)	
<u>Education</u>				
Less than High School	76.6	23.4	(364)	13.092
High School	83.7	16.3	(1079)	4
Technical-Vocational	83.6	16.4	(902)	.0108
University	84.6	15.4	(1057)	

the older age groups. Opposition to horse rentals tended to come from males, those with less than a high school education and older age categories. Respondents from households consisting of two or more related adults or a couple with no children also had a tendency to express that horse rentals should not be permitted. There were no differences in views about boat and horse rentals when the opinions of rural and urban residents, those from various regions of the province, and park visitors and non-visitors were compared.

#### **9.4.2. Park Developments**

The majority of respondents (68.8%) were in favour of permitting services such as laundromats, food stores, and gasoline outlets in provincial parks. There was, however, less support for fixed-roof accommodation such as hotels and motels (42.0%) and cottage sub-divisions in parks (30.6%)\*.

Age was a significant factor associated with variations in views about permitting hotels and motels (see Table 9.15). There was greater support for this type of development from respondents over 45 years of age. Females, single persons and urban residents were also more likely than other groups to feel that hotels and motels should be permitted. Opposition to hotels and motels in Provincial Parks was more likely to be expressed by mid-age adults (25 to 44 years). Rural residents, and particularly respondents from central and northern regions of the province, were also less likely to support hotels and motels.

Support for services such as laundromats and stores in provincial parks was also more likely to be expressed by respondents over 45 years of age than by those in younger age groups. Additional findings, indicating that longer term residents of the province, and those with a lower level of education tended to support the development of services, were consistent with this age picture. Opposition to services in provincial parks was more likely to be expressed by residents of northern Alberta than by those in other regions of the province.

\* With non-respondents removed from the analysis.

Table 9.15

Socio-Demographic Variations in  
Views about Hotels and Motels

	Should be Permitted (42.0% of sample) (%)	Should Not Be Permitted (58.0% of sample) (%)	Number of Respondents	Chi-Square df. p.
<u>Age (Years)</u>				
Under 25	41.8	58.2	(366)	27.265
25 to 34	38.9	61.1	(1161)	4
35 to 44	38.8	61.2	(842)	.0000
45 to 64	44.9	55.1	(953)	
65 and over	52.6	47.4	(348)	
<u>Sex</u>				
Male	40.7	59.3	(2451)	5.702
Female	44.9	55.1	(1257)	1 .0169
<u>Household Type</u>				
Couple-No Children	42.2	57.8	(911)	10.434
Couple With Children	39.8	60.2	(1763)	4
Single Person(s)	47.0	53.0	(627)	.0337
Single Parent Family	44.7	55.3	(141)	
Two or More Related Adults	41.8	58.2	(201)	
<u>Urban-Rural Residence</u>				
Urban	42.8	57.2	(3182)	5.700
Rural	36.1	63.9	(363)	1 .0170

Data depicting socio-demographic variations in views about permitting cottage sub-divisions are presented in Table 9.16. In this case, it was both the youngest age group (under 25 years) and the oldest age groups (65 years and over) who were most likely to support cottage sub-divisions. Lower income groups (under \$20/000 per year), females, and urban residents were also more likely than other groups to express the view that cottage sub-divisions should be permitted. Support was also greatest in southern regions of the province. Those most likely to oppose cottage sub-divisions in Provincial Parks were in the middle age categories, males, and rural residents.

The opinions of park visitors and non-visitors were compared with respect to the three park development features. The data depicted in Table 9.17 revealed that non-visitors were more likely than park visitors to be supportive of developed services, hotels and motels, and cottage sub-divisions. Park visitors were more likely to express that these three types of developments should not be permitted in provincial parks.

#### 9.4.3. Extractive Activities

Respondents were asked to indicate whether two extractive activities, sport fishing and hunting, should be permitted in provincial parks. The respondents' level of support for these activities is illustrated in Figure 9.1. The majority of respondents (84.1%) were in favour of sport fishing.\* In contrast, only a small proportion of the sample (10.1%) indicated that hunting should be permitted.\* For both activities, males were somewhat more likely than females to agree that they should be permitted.

Opposition to fishing in provincial parks was more likely to be expressed by females (20.4%) and by newer residents to the province (20.5%). Although statistically significant, there were no substantial variations in response according to age, household-type, income, and park visitation.

\* With non-respondents excluded from the analysis.

Table 9.16

Socio-Demographic Variations in  
Views about Cottage Sub-Divisions

	Should be Permitted (30.6% of sample) (%)	Should Not Be Permitted (69.4% of sample) (%)	Number of Respondents	Chi-Square df. p.
<u>Age (Years)</u>				
Under 25	45.2	54.8	(363)	61.940
25 to 34	29.8	70.2	(1158)	4
35 to 44	26.2	73.8	(833)	.0000
45 to 64	27.0	73.0	(936)	
65 and over	39.4	60.6	(330)	
<u>Sex</u>				
Male	27.4	72.6	(2419)	33.442
Female	36.8	63.2	(1237)	1 .0000
<u>Income</u>				
Less than \$10,000	37.3	62.7	(276)	16.137
\$10,000 to \$20,000	34.8	65.2	(626)	6
\$20,001 to \$30,000	31.3	68.7	(684)	.0130
\$30,001 to \$40,000	28.8	71.2	(664)	
\$40,001 to \$50,000	27.2	72.8	(464)	
\$50,001 to \$60,000	27.6	72.4	(283)	
\$60,001 and over	29.7	70.3	(418)	
<u>Urban-Rural Residence</u>				
Urban	31.2	68.8	(3129)	7.681
Rural	24.0	76.0	(363)	1 .0056

Table 9.17

Opinions of Park Visitors and Non-Visitors about Park Developments

	Should Be Permitted (%)	Should Not Be Permitted (%)	Number of Respondents	Chi-Square df p.
<u>Services</u>				
Visitors	67.7	32.3	(3011)	9.518 2
Non-Visitors	73.6	26.4	(553)	.0086
<u>Hotels and Motels</u>				
Visitors	39.6	60.4	(2987)	37.221 2
Non-Visitors	52.5	47.5	(545)	.0000
<u>Cottage Subdivisions</u>				
Visitors	28.7	71.3	(2946)	34.419 2
Non-Visitors	35.7	64.3	(530)	.0000

## 9.5 Summary of Findings: provincial parks Services

The preceding discussion has identified characteristics of park visitors and non-visitors, and has examined respondents' views about the roles of Alberta Recreation and parks in provincial parks and views about activities and services in provincial parks.

The majority of respondents (78.1%) had visited a provincial park in the previous three years. Respondents who were park visitors were likely to be from family units of middle socio-economic status, while non-visitors were characterized as having a lower socio-economic status, in the older age categories, single, as well as newer residents of the province. Edmonton residents were also less likely than those from other areas of the province to be park visitors.

Three functions of Alberta Recreation and Parks - resource protection, providing outdoor recreation, and providing outdoor experience opportunities - were each considered to be very important by the majority of respondents. park visitors were more likely than non-visitors to view these roles as very important. Resource protection was particularly important for respondents between 25 and 44 years of age, females, newer residents of the province and those living in Calgary or northern Alberta. The provision of outdoor recreation and outdoor experience opportunities were more likely to be very important for those under 45 years of age, urban residents, respondents with higher levels of education, and those from single parent family households.

Opinions about permitting services, developments and activities in provincial parks were also assessed. Associations of views with various respondent characteristics were also determined in order to identify segments of the Alberta population who would be most supportive or least supportive of these activities or services.

Boat and horse rentals in provincial parks were viewed favourably by an overwhelming majority of respondents. Respondents from single parent families were more likely than those from other types of households to favour rentals. Horse rentals were also likely to be viewed positively by females, single persons, and younger adults, and to be opposed by males and older respondents. Sport fishing was favoured by the majority of respondents (84.1%) while hunting in provincial parks was almost universally opposed (89.9% of respondents).

Services such as food stores and laundromats were acceptable to approximately two-thirds of the respondents, and particularly to those over 45 years of age. Forty-two percent of respondents felt that hotels and motels should be permitted in provincial parks, while 30.6% agreed with cottage subdivisions. Females, older respondents, and urban residents were particularly supportive of these types of developments, with opposition tending to come from those in mid-age categories, males, and rural residents. Non-visitors to parks were more likely than visitors to feel that services, accommodation, and cottage sub-divisions should be permitted in provincial parks.

Overall, it appears that the conveniences associated with fixed roof accommodation and developed services were most attractive to older segments of the population. Hotels and motels were also of particular importance to females and single persons. It may be postulated that limited developments of this nature in Alberta provincial parks may act as a deterrent for certain sub-groups of the population since there is a strong degree of correspondence between the non-visitor characteristics outlined in Section 9.2 and the characteristics of those who feel these types of developments should be permitted.

There is potential for further research with respect to provincial park visitation and opinions about roles, services and activities. In order to assess trends in characteristics of park visitors and the views of respondents with respect to roles and services, comparisons should be undertaken wherever possible, with the corresponding results of the 1979-80 Public Opinion Survey on Outdoor Recreation.



## 10.0 STUDY OVERVIEW

### 10.1 General Discussion

The purpose of this study was to investigate a broad range of factors related to the leisure behaviour of Albertans. Patterns of participation in leisure activities were examined, focussing on current frequencies of participation in various activities and activities recently started or recently discontinued by respondents. Information about participation patterns provides a basis by which agencies may evaluate current demand and identify gaps in service provision within their jurisdictions. Planners may also be alerted to potential changes in demand and the relationship of these changes to predicted population and societal trends.

For the most part, activities for which the highest household participation rates were identified were in the social, creative, and cultural activity grouping while swimming, gardening and bicycling were the most popular activities requiring a higher level of physical exertion. Overall, exercise-oriented activities were most commonly started by respondents in the previous year, with physical fitness/aerobics and swimming being the most frequently started specific activities. Curling and downhill skiing were two activities recently discontinued by a relatively high proportion of respondents, although patterns in the data suggested this was related to participant turnover, rather than any absolute decline in participant numbers.

Further insights into leisure participation were obtained through detailed examination of socio-demographic characteristics of leisure market groups. Participant profiles were developed for twenty-five popular outdoor and sports activities. In addition, the characteristics of participants recently recruited to specific types of leisure activities were determined. Through comparisons with existing market profiles, this information provides insights into changing market patterns, and identifies target groups for further participant recruitment. On the other hand, discontinuing participation in various types of leisure activities was also associated with specific segments of the population. Taken together with data on population profile trends.

this type of information may be extrapolated to forecast declining demand for specific types of activities in the future. There was also evidence to suggest that, in many cases, ceasing participation in a specific activity was part of a general process of activity substitution, particularly for younger, well-educated respondents.

A further level of understanding was achieved by examining underlying motivations for participation in leisure activities. Overall, physical health or exercise and relaxation were the most important motivations for participation. The fact that the importance of motivations varied somewhat according to types of activity, and with various socio-demographic characteristics of respondents, allows for greater refinement of target market characteristics and, from a programming perspective, the identification of activity components which may be particularly attractive to participants.

With respect to ceasing participation in activities, the lack of time factors associated with work and family commitments, and taking up another activity, predominated as barriers or obstacles to participation. Barriers were also activity-specific and varied for different segments of the population suggesting the need for efforts directed to relaxing the effect of barriers for certain target groups. Socio-demographic groups which appeared to be particularly affected by a broad range of barriers to participation were young and senior adults, females, single parent families, and those with lower education and income levels.

An examination of respondents' views about a variety of programs and services offered by Alberta Recreation and Parks was also undertaken in the study. Such information provides the Department with an indication of the degree of public support for various aspects of service provision. With regard to provincial parks, for example, there appeared to be majority support for three management roles or functions, including protection of historical and natural areas, the provision of outdoor recreation opportunities, and the provision of outdoor experience opportunities. The majority of respondents also supported

boat and horse rentals, fishing and developed services while there was considerable opposition to hunting in provincial parks. Socio-demographic characteristics of respondents expressing various views were also identified in the analysis, providing the Department with an understanding of the specific market segments likely to support or oppose these services. In particular, the views of non-visitors differed from those of provincial park visitors, a factor to be considered in future planning and marketing of park services and opportunities.

Additional factors such as expenditures on leisure activities, membership in private recreation-oriented clubs, and voluntarism were also investigated in the study. Although not focussing directly on voluntarism in the recreation sector, the study results provide an understanding of characteristics of Alberta residents having volunteer recruitment potential.

## 10.2 Leisure Trends

In order to assess trends in the leisure behaviour of Albertans, the 1984 survey findings were compared, where possible, to results obtained from the 1981 Public Opinion Survey on Recreation. Although such a comparison provides an indication of changing leisure patterns, further research of a longitudinal nature would be required to assess the validity of the observed trends. Information obtained in the study suggested that many of these trends were related to changing population and societal patterns. Some of the major findings related to leisure trends are summarized below:

- (i) Compared to 1981, the 1984 survey sample had fewer respondents under 25 years of age, and higher proportions of respondents in each of the older age categories, a pattern reflecting the shifting age population structure of the province;
- (ii) With respect to participation, the twenty most popular activities were constant from 1981 to 1984, and were predominantly social, creative and cultural activities;

- (iii) Increases in participation from 1981 to 1984 were identified for swimming, video and electronic games, gardening, participating in an organized group or club, golf, and bicycling, while decreases in participation were identified for social dancing, bowling, roller skating, reading, camping and jogging. In many cases, these increases or decreases were associated with particular segments of the population. For example, a decrease in camping was particularly evident in households with older adults;
- (iv) Motivations for participating in leisure activities appeared to be quite stable from 1981 to 1984. There appeared, however, to be greater variability among sub-groups of the 1984 sample with respect to reasons for participation. This pattern suggests an increasing need to consider the specific motivations of various market segments when developing leisure services and opportunities;
- (v) Expenditures on leisure activities were ranked in an identical manner in 1981 and 1984, with equipment costs highest, followed by travel costs, other costs, and membership/entrance fees. Membership and entrance fee expenses were somewhat higher in 1984, while travel expenses were lower for recently started activities. Mean annual expenditures were higher in 1984 than in 1981 for the majority of activities, as might be expected in view of inflationary factors;
- (vi) Three types of barriers to participation appear to have increased in importance from 1981 to 1984. Two of these factors - family commitments and physical inability to participate - likely reflect the shifting age and household composition of the population, and indicate the necessity of developing leisure services to meet the

evolving needs of the family-oriented and older segments of the population. A third factor, the cost of admission and fees, was also a greater barrier in 1984 than in 1981;

- (vii) The relative importance of barriers to participation in specific types of leisure activities was generally consistent in 1981 and 1984. The most marked changes were a decline in the effect of overcrowding for racquetball, and an increase in the effect of fees and charges and transportation costs for downhill skiing. An increase in the impact of physical inability to participate was evident across all activity groupings, and is expected to become more widespread as the number of older residents in the population increases;
- (viii) The 1984 and 1981 surveys were consistent in identifying that a greater number of barriers to leisure participation are experienced by younger and older adults, females, single parent families and those with lower education and income. Of concern is that the number of barriers for single parent family members and young adults appears to have increased, suggesting the need for ameliorative action directed toward these target groups;
- (ix) Findings related to voluntarism were quite consistent from 1981 to 1984, with similar proportions of the survey sample reporting volunteer involvement (40%). For the most part, socio-demographic profiles of volunteers and non-volunteers were consistent in the two studies. Increased volunteer participation by senior citizens, females, single persons, and those from non-traditional households was noted in 1984, suggested the potential for development of appropriate volunteer opportunities targeted to these groups. A decline in volunteer involvement of rural residents was considered to be of potential concern for agencies operating in rural settings.

- (x) There did not appear to be any substantial shifts in attitudes from 1981 to 1984 with regard to two sports related issues investigated in the study, including the winning of medals by Alberta's amateur athletes, and sports competition for children.

### 10.3 Future Research Potential

In each section of the report, suggestions for further analyses of the data which were beyond the scope of the present project, were outlined. These potential investigations are summarized as follows:

- (i) The development of regional profiles for south, central and northern areas of the province, as well as Calgary and Edmonton. This could incorporate regional analyses from the present report, and be extended to a comprehensive overview of all variables. Since regional differences were observed in several aspects of the study, this type of information might be of particular value to recreation practitioners and planners working on a regional basis. In addition, information on outdoor recreation activities could be compared with regional data summarized in Outdoor Recreation Patterns of Alberta Residents (1983)<sup>1</sup>, which was based on the 1979-80 Public Opinion Survey on Outdoor Recreation;
- (ii) The development of household profiles for social, creative and cultural activities which are of interest to community and leisure planners;
- (iii) Exploratory analysis of longitudinal participation relationships, investigating desired activities in 1981, activities started in 1984, and increases in participation in activities in 1984;

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- (iv) Comparisons of outdoor recreation participation data with the results of the 1979-80 Public Opinion Survey on Outdoor Recreation as well as the 1981 Public Opinion Survey in order to investigate trends of a linear nature;
  
- (v) Comparisons of provincial parks opinion data with information obtained in the 1979-80 Public Opinion Survey on Outdoor Recreation;
  
- (vi) Profile breakdowns for participants in specific outdoor and sports activities in order to assess differences between high and low frequency participants;
  
- (vii) Exploratory analysis of outdoor and sports activities using multivariate grouping techniques. One objective of such an analysis would be to determine the extent to which activities participated in most often are homogeneous or heterogeneous for each participant, thus providing information about substitutability of outdoor and sports activities;
  
- (viii) Investigation of substitutability of leisure activities by selecting for those respondents who expressed that taking up a new activity was important in ceasing an activity and comparing the types of activities ceased and types of activities started in the previous year. Grouping analysis techniques could be utilized to determine substitutability within categories of activities. An integrated analysis of current participation in outdoor and sports activities, and recently started and ceased outdoor and sports activities could provide further insights into activity substitution;

- (ix) A comparison of profiles of respondents who have recently started participation in activities with profiles of participants who are currently participating most often in these activities. This would be most readily accomplished with outdoor and sports activities. This type of analysis could provide information about recent recruitment to these activities and suggest changing market characteristics of participants;
- (x) Further investigation of motivations for participation in an activity, employing a grouping technique such as factor analysis, in order to assess patterns or dimensions in the motivational data;
- (xi) Further investigation of barriers to leisure participation, employing a grouping technique such as factor analysis, in order to determine *if* barriers may be categorized into dimensions or factors, and to assess the relationships of socio-demographic variables with these barrier groupings;
- (xii) Multivariate analyses to investigate interrelationships of types of activities started, motivations and socio-demographic factors as well as the interrelationships of types of activities ceased, barriers to participation, and socio-demographic factors. This would involve the examination of relationships of two variables under controlled conditions of a third variable (e.g., socio-economic) in order to assess the relative effects of the variables;
- (xiii) Exploratory analysis of expenditures on newly started activities and relationships with selected relevant socio-demographic variables in order to assess how variations in expenditures are best explained. For this purpose, multivariate techniques such as multiple regression analysis could be applied to the expenditure data; and,



- (xiv) A descriptive evaluation of findings from the 1984 Public Opinion Survey on Recreation with respect to other recent information on leisure behaviour, such as participation trends and opinions about leisure services.

APPENDICES

APPENDIX A

A.1 Questionnaire instrument: 1984 Public Opinion Survey on Recreation

A.2 Questionnaire instrument: 1981 Public Opinion Survey on Recreation

1984 Public Opinion Survey on Recreation

SECTION I

ABOUT YOUR HOUSEHOLD

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 \_\_\_\_\_

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) .....

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 ..... \_\_\_\_\_

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 .....

For Office Use Only

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**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	48 <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)

0 2

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

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	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	25 <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	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)
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)	69	Member(s)	Member(s)
Canoeing	74	Member(s)	Member(s)
Sailing	8	Member(s)	Member(s)
River Rafting	14	Member(s)	Member(s)
Motor Boating	20	Member(s)	Member(s)
Water Skiing	26	Member(s)	Member(s)
Sailboarding/Windsurfing	32	Member(s)	Member(s)
Swimming	38	Member(s)	Member(s)
Snowmobiling	44	Member(s)	Member(s)
Downhill Skiing	50	Member(s)	Member(s)
Cross-Country Skiing	56	Member(s)	Member(s)
Tobogganing/Sledding	62	Member(s)	Member(s)
Ice Hockey	68	Member(s)	Member(s)
Ringette	74	Member(s)	Member(s)
Ice Skating	8	Member(s)	Member(s)
Roller Skating	14	Member(s)	Member(s)
Table Tennis	20	Member(s)	Member(s)
Badminton	26	Member(s)	Member(s)
Racquetball	32	Member(s)	Member(s)
Squash	38	Member(s)	Member(s)
Tennis	44	Member(s)	Member(s)
Judo/Karate	50	Member(s)	Member(s)
Weight Lifting/Body Building & Shaping	56	Member(s)	Member(s)
Softball/Baseball	62	Member(s)	Member(s)
Curling	68	Member(s)	Member(s)
Bowling/Lawn Bowling	74	Member(s)	Member(s)
Football	8	Member(s)	Member(s)
Soccer	14	Member(s)	Member(s)
Rugby	20	Member(s)	Member(s)
Golf (other than driving range or mini-golf)	26	Member(s)	Member(s)
Basketball	32	Member(s)	Member(s)
Volleyball	38	Member(s)	Member(s)
Track and Field	44	Member(s)	Member(s)
Gymnastics	50	Member(s)	Member(s)

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**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	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)
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	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)
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)

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32

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**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.

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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"/>

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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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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	58	<input type="checkbox"/>
To do something different from work	1	2	3	4	5	1	2	3	4	5	59	<input type="checkbox"/>
For physical health or exercise	1	2	3	4	5	1	2	3	4	5	60	<input type="checkbox"/>
To be creative	1	2	3	4	5	1	2	3	4	5	61	<input type="checkbox"/>
To relax	1	2	3	4	5	1	2	3	4	5	62	<input type="checkbox"/>
To do things with my friends	1	2	3	4	5	1	2	3	4	5	63	<input type="checkbox"/>
To meet new people and maybe new friends	1	2	3	4	5	1	2	3	4	5	64	<input type="checkbox"/>
To meet people of the opposite sex	1	2	3	4	5	1	2	3	4	5	65	<input type="checkbox"/>
To be alone	1	2	3	4	5	1	2	3	4	5	66	<input type="checkbox"/>
To be away from my family	1	2	3	4	5	1	2	3	4	5	67	<input type="checkbox"/>
To show others I could do it	1	2	3	4	5	1	2	3	4	5	68	<input type="checkbox"/>
To help others	1	2	3	4	5	1	2	3	4	5	69	<input type="checkbox"/>
For excitement	1	2	3	4	5	1	2	3	4	5	70	<input type="checkbox"/>
To use my skills and talents	1	2	3	4	5	1	2	3	4	5	71	<input type="checkbox"/>
To learn new skills and abilities	1	2	3	4	5	1	2	3	4	5	72	<input type="checkbox"/>
To compete with others	1	2	3	4	5	1	2	3	4	5	73	<input type="checkbox"/>
To keep busy	1	2	3	4	5	1	2	3	4	5	74	<input type="checkbox"/>
To contribute to my community	1	2	3	4	5	1	2	3	4	5	75	<input type="checkbox"/>
Other (please specify)	1	2	3	4	5	1	2	3	4	5	76	<input type="checkbox"/>
											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.)

\$ 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. \_\_\_\_\_

(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					For Office Use Only
	1	2	3	4	5	1	2	3	4	5	
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

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31

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

Yes  No  If No, please go to question 6.

32

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: \$ \_\_\_\_\_

36

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)

No	Yes	Don't Know or Don't Remember
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To provide outdoor recreation opportunities (eg. swimming, fishing, boating, cross-country skiing, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To provide "outdoor experience" opportunities such as hiking trails, backpacking trails and long canoe trip routes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

43

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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 .....	<input type="checkbox"/>	<input type="checkbox"/>
Hotels and motels .....	<input type="checkbox"/>	<input type="checkbox"/>
Hunting .....	<input type="checkbox"/>	<input type="checkbox"/>
Sport Fishing .....	<input type="checkbox"/>	<input type="checkbox"/>
Cottage subdivisions .....	<input type="checkbox"/>	<input type="checkbox"/>
Horse rentals .....	<input type="checkbox"/>	<input type="checkbox"/>
Boat and canoe rentals .....	<input type="checkbox"/>	<input type="checkbox"/>

46

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**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) .....

83   
84

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

Please specify the NUMBER OF PEOPLE \_\_\_\_\_

80

(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 .....

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**THANK YOU VERY MUCH FOR YOUR ASSISTANCE  
in answering and returning this questionnaire.**

88

**Please remember that the envelope enclosed does not require postage.**

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## SECTION 1

### ABOUT YOUR HOUSEHOLD

Please answer the following questions about the recreational activities of all the members of your household. Members of the household include all of those people who normally live in the apartment, house or other dwelling in which you live.

For each of the following activities, please indicate the number of people from your household who participated in each of the following activities in the past twelve months.

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0	1	

**FOR EXAMPLE,** a household with 5 members might answer this way for tennis:

2 members each played tennis more than 51 times  
 1 member played tennis 14 times  
 2 members did not play tennis at all

	Not at all	1 to 10 times	11 to 30 times	31 to 50 times	51 or more times
Tennis .....	2		1		2

#### NUMBER OF PEOPLE FROM YOUR HOUSEHOLD WHO PARTICIPATED

Creative Or Cultural Activities:	Not at all	1 to 10 times	11 to 30 times	31 to 50 times	51 or more times
Visiting a museum, library, live theatre, art gallery, etc. (not movies) .....					
Engaging in a craft or hobby (photography, woodwork, sewing, etc.) .....					
Engaging in drama, music, drawing, writing, etc. ....					
<b>Physical Activities:</b>					
Swimming .....					
Golf (other than at a driving range or miniature golf course) .....					
Curling .....					
Bowling .....					
Racquetball .....					
Tennis .....					
Soccer .....					
Football .....					
Ice Hockey .....					
Ice Skating .....					
Softball/Baseball .....					

0	2
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0	3
---	---



**NUMBER OF PEOPLE FROM YOUR HOUSEHOLD  
WHO PARTICIPATED (continued)**

Physical Activities (continued)	Not at all	1 to 10 times	11 to 30 times	31 to 50 times	51 or more times
Rollerskating.....	0				
Badminton.....	10				
Calisthenics.....	20				
<b>Outdoor Activities</b>					
Walking for pleasure.....	20				
Driving for pleasure or sightseeing.....	40				
Picnicking.....	60				
Backpacking (overnight).....	60				
Gardening.....	0				
Frisbee throwing.....	10				
Skateboarding.....	20				
Jogging/Running.....	20				
Boating.....	40				
Downhill skiing.....	60				
Cross-country skiing.....	60				
Bicycling.....	0				
Hunting.....	10				
Fishing.....	20				
Camping.....	20				
<b>Social Activities</b>					
Dancing.....	40				
Dining out.....	50				
Visiting with friends or relatives.....	60				
Participating in church group, service group or community organization activities.....	0				
<b>Other Activities</b>					
Reading for pleasure.....	10				
Playing table and board games (chess, cards, monopoly, etc).....	20				
Playing video and electronic games.....	20				
Attending a movie.....	40				
Watching T.V.....	10				
Listening to radio, records, tapes.....	60				
Attending a sports event as a spectator.....	0				
Other (please specify).....	10				
Other (please specify).....	20				

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• 0 5

• 0 6

• 0 7


## SECTION 2

### ABOUT YOU PERSONALLY

Please answer the following questions about your own recreational activities and your personal views on recreation.

1. (a) Please rank your three favorite recreational activities and indicate how many times you participated in each activity during the past 12 months.

#### NUMBER OF TIMES YOU PARTICIPATED IN THE PAST TWELVE MONTHS

	1 to 10 times	11 to 20 times	21 to 30 times	31 or more times
Favorite _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2nd Favorite _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3rd Favorite _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- (b) People have many reasons for participating in recreation. Based on your favorite recreational activity, how important are each of the following to you? (Check one box for each.)

	Not important	Somewhat important	Important
to compete with others .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
for physical health or exercise....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
because I am good at it .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to relax .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to socialize with others .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to be alone .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
for pleasure .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to improve my skills or knowledge	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
for a challenge .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to contribute to my community ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to do something different from work .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to feel committed to something ..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
for excitement .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to be recognized .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to be with my family .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
to be in pleasant surroundings ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
other (please specify).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

37

<input type="checkbox"/>
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<input type="checkbox"/>
<input type="checkbox"/>

(c) We would like to know to what extent your personal needs are satisfied through your favorite recreational activity. Please read each statement and indicate how it applies to you. (Check one box per statement).

	Never	Sometimes	Often
It gives me a sense of accomplishment. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It increases my knowledge about things around me. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It provides opportunities to try new things. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I socialize with others through this recreational activity. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It helps me to relax. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is physically challenging. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It helps me to stay healthy. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The areas or places where I engage in this recreational activity are pleasing to me. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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(d) Approximately how much money did you spend on participating in your favorite recreational activity within the past 12 months? (Check one box for each category).

	00	\$1 to \$49	\$50 to \$99	\$100 to \$299	\$300 to \$499	\$500 or over
Equipment costs — includes purchases, rentals, maintenance or repairs of equipment ...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel costs — include cost of all transportation which you may use ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Membership dues or entrance fees — include pay-as-you-play .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other expenditures not included above; e.g. meals and accommodation, etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. (a) Is there any recreational activity that you don't take part in now, but you would like to start regularly?

Yes      No  Go to question 3

If yes, please specify which recreational activity you would most like to start.

Name one activity only.....

(b) Why don't you participate in this activity? Please indicate how each reason affects your ability to participate (Check one box for each reason).

	Never a problem	Sometimes a problem	Often a problem
Family commitments.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work commitments.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not having the physical abilities..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The present price of gasoline....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Not having artistic or creative abilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Admission fees and charges to use recreational facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't know where I can participate in this activity.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is difficult to find others to participate with.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The price of recreational equipment.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I don't know where I can learn the activity.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The recreational facilities or areas are overcrowded.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am shy about participating in public.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is no opportunity to participate near my home.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am physically unable to participate.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lack of transportation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify).....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

\_\_\_\_\_

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3. Please rate each of the following items on how important it is to you. Circle one number on the importance scale for each item.

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FOR EXAMPLE, if "hobbies and crafts" are extremely important to you, you would circle 5 on the importance scale:

	Not at all important				Extremely important
hobbies and crafts	1	2	3	4	5

Or, if "hobbies and crafts" are not important, you would circle 2 on the importance scale:

	Not at all important				Extremely important
hobbies and crafts	1	2	3	4	5

	Not at all important				Extremely important
things you do with your family.....	1	2	3	4	5
going on vacation.....	1	2	3	4	5
entertainment such as restaurants, movies, etc.	1	2	3	4	5
living close to recreational facilities ...	1	2	3	4	5
participating in sports ..	1	2	3	4	5
the neighborhood you live in .....	1	2	3	4	5
reading for pleasure .....	1	2	3	4	5
visiting museums, art galleries, libraries, theatres .....	1	2	3	4	5
watching T.V.....	1	2	3	4	5
participating in hobbies and crafts .....	1	2	3	4	5
participating in creative arts such as music, drama and art .....	1	2	3	4	5
entertainment such as lounges, bars, etc.....	1	2	3	4	5
having church groups, service groups and community organizations in your community.....	1	2	3	4	5
being a spectator of sport activities .....	1	2	3	4	5
a challenging job .....	1	2	3	4	5

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4. We would like to know your attitudes toward recreation in general. What is your opinion on each of the following statements?

	Disagree	Agree
Recreation makes me feel good. ....	<input type="checkbox"/>	<input type="checkbox"/>
People should seek as much recreation as possible in their lives.....	<input type="checkbox"/>	<input type="checkbox"/>
I like to do things on the spur of the moment. ....	<input type="checkbox"/>	<input type="checkbox"/>
It is bad for adults to be playful. ....	<input type="checkbox"/>	<input type="checkbox"/>
Most people spend too much time enjoying themselves today.....	<input type="checkbox"/>	<input type="checkbox"/>
The thought of having more free time when I retire scares me.....	<input type="checkbox"/>	<input type="checkbox"/>
One should feel a sense of pride in one's recreational activities. ....	<input type="checkbox"/>	<input type="checkbox"/>

5. (a) Participation in recreational activities occurs in different social settings. Do you participate in recreational activities in any of the following social settings? (Check all that apply)

	Yes	No
by yourself .....	<input type="checkbox"/>	<input type="checkbox"/>
with your friends .....	<input type="checkbox"/>	<input type="checkbox"/>
with members of your family ....	<input type="checkbox"/>	<input type="checkbox"/>
with your fellow workers.....	<input type="checkbox"/>	<input type="checkbox"/>
with your church group.....	<input type="checkbox"/>	<input type="checkbox"/>
other (describe).....	<input type="checkbox"/>	<input type="checkbox"/>

(b) How important are each of the following social settings for your recreation? (Check one for each social setting).

	Not Important	Somewhat Important	Important
by yourself .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
with your friends .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
with members of your family ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
with your fellow workers.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
with your church group.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (describe) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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### SECTION 3

**We would like to know your opinions on and answers to the following questions that relate to the programs and services offered by Alberta Recreation and Parks.**

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

Not important	Somewhat important	Important	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Some people feel it is important that Canada's amateur athletes win medals in international competitions and others don't feel this way. What is your opinion?

Not important	Somewhat important	Important	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Some people feel there are enough opportunities for families to participate together in organized recreational activities and others don't feel there are enough opportunities. What is your opinion?

Not enough opportunities	Enough opportunities	Too many opportunities	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

Not enough emphasis	Enough emphasis	Too much emphasis	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Some people agree that schools should be used for public-recreation purposes outside of school hours and others disagree. What is your opinion?

Disagree	Agree	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Some people agree that employers should help provide recreational activities for their employees and others disagree. What is your opinion?

Disagree	Agree	No opinion
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Volunteers work in many areas of organized recreation. Do you agree or disagree with the following statements? (Check all items.)

	Disagree	Agree	No opinion
Volunteers are given meaningful tasks. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Volunteers have an important role in the community. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The personal sacrifices of volunteering make it difficult for me to participate as a volunteer. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Disagree	Agree	No opinion
Volunteers have a chance to learn new things. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The number of people who are willing to volunteer is decreasing. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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8. (a) Do the following provide recreational programs or services in the rural area, village, town or city in which you live? (Check all items.)

6  0  9

	Yes	No	Don't know
Preventive Social Services Boards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Churches .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service groups or community organizations .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Municipal parks and recreation departments or boards .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibition boards or agricultural societies .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schools, Universities or colleges .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employers .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Further Education Councils. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial facilities .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private clubs .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(b) How often do you use the recreational programs or services provided by the following? (Check all that apply.)

	Never	Sometimes	Often
Preventive Social Services Boards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Churches .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service groups or community organizations .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Municipal parks and recreation departments or boards .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibition boards or agricultural societies .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schools, universities or colleges .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employers .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Further Education Councils. ....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial facilities .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private clubs .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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9. How much do you depend on the following to organize your recreational activities? (Check one box per line.)

	Not at all	Somewhat	A great deal
Service groups or other community organizations .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Municipal parks and recreation departments or boards .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Schools, universities or colleges .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Yourself .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your family .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your friends .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial facilities .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private clubs .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your employer .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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10. (a) Did you see, hear or read about the GET UP ALBERTA campaign?

Yes  No  (Go to Section 4)

(b) What effects has it had on you? (Check all that apply.)

- I am more aware of the benefits of participating in recreation.
- I have taken up a new recreational activity.
- The advertisements have had no effect on me.
- The advertisements have reduced my interest in participating in recreation.
- Other (please specify) \_\_\_\_\_

### SECTION 4

**This last section requests general information about you and members of your household.**

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

*All replies will be held in the strictest confidence.*

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1. What is your sex?                      Male                       Female

☐

2. How old are you? \_\_\_\_\_ years.

3. What is your marital status?    Married     Single     Other

☐☐

4. (a) 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 8) .....

Part of senior high school .....

Completed senior high school .....

Part of a technical or vocational program .....

Completed a technical or vocational program .....

Part of a university degree .....

Completed university degree .....

Other (please describe) .....

☐☐  
☐☐

(b) If you are married, what is the highest level of education that your spouse has attained? (Please check one only.)

Elementary school (up to Grade 6) .....

Junior high school (up to Grade 8) .....

Part of senior high school .....

Completed senior high school .....

Part of a technical or vocational program .....

Completed a technical or vocational program .....

Part of a university degree .....

Completed university degree .....

Other (please describe) .....

☐☐  
☐☐

5. Did you work as a volunteer in the past 12 months?

Yes  No

6. (a) Did any members of your household work as volunteers in the past twelve months?

Yes  No

(b) If yes, how many members of your household worked as volunteers?

Please specify number of people \_\_\_\_\_

7. What is your occupation? (Please describe your work.)

\_\_\_\_\_  
\_\_\_\_\_

Please answer part A or part B of this question

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

Please specify \_\_\_\_\_

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

Please specify \_\_\_\_\_

9. Which of the following best describes your household? (Please check one of the following.)

Couple with children .....

Couple with no children .....

Single parent family .....

One or more unrelated single adults .....

Other (please explain) \_\_\_\_\_

10. 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 or over .....	_____

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11. (a) What type of dwelling do you live in? (Check one box only.)

- apartment .....
- house (single family dwelling) .....
- attached housing (duplex, townhouse, condominium) .....
- mobile home .....
- other (please specify) .....

(b) Do you own or rent your dwelling? Own  Rent

12. How long have you lived in your present dwelling?

- 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 .....

13. How long have you lived in Alberta?

- 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 .....

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

Please specify the number of people \_\_\_\_\_

(b) Approximately, what was the total amount of income that you and members of your household received during the past 12 months?

- less than \$10,000 .....  \$35,001 to \$40,000 .....
- \$10,001 to \$15,000 .....  \$40,001 to \$45,000 .....
- \$15,001 to \$20,000 .....  \$45,001 to \$50,000 .....
- \$20,001 to \$25,000 .....  \$50,001 to \$55,000 .....
- \$25,001 to \$30,000 .....  \$55,001 to \$60,000 .....
- \$30,001 to \$35,000 .....  \$60,001 or more .....

Thank you very much for your co-operation in answering and returning the questionnaire. Please remember that the envelope enclosed does not require postage.

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APPENDIX B

Comparisons of 1984 and 1981 Survey Sample Distributions

- B.1 Respondents' Sex
- B.2 Respondents' Marital Status
- B.3 Number of income Earners in Household
- B.4 Respondents' Places of Residence
- B.5 Regional Distribution of Respondents
- B.6 Respondents' Type of Household
- B.7 Number of Persons in Respondents' Households

Appendix B.I

Respondents' Sex

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Sex	Frequency			
	1981		1984	
	N	%	N	%
Male	1563	64.5	2535	64.7
Female	827	34.1	1333	34.0
Multiple response	15	0.6	24	.6
No answer	20	0.8	28	.7
TOTAL	2425	100.0	3921	100.0

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Appendix B.2

Respondents' Marital Status

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Marital Status	Frequency			
	1981		1984	
	N	%	N	%
Married	1681	69.3	2726	69.5
Single	430	17.7	750	19.1
Other	282	11.6	396	10.1
Multiple response	2	0.1	7	.2
No answer	30	1.2	42	1.1
TOTAL	2425	100.0	3921	100.0

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Appendix B.3

Number of Income Earners in Household

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Number	Frequency			
	1981		1984	
	N	%	N	%
0	7	0.3	9	0.2
1	754	31.1	1265	32.3
2	1134	46.8	1841	47.0
3	224	9.2	338	8.6
4	102	4.2	133	3.4
5	38	1.6	33	0.8
6 or more	14	0.5	17	0.3
No answer	152	6.3	283	7.2
TOTAL	2425	100.0	3919	99.8

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Appendix B.4

Respondents' Places of Residence

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Location	Frequency			
	1981		1984	
	N	%	N	%
Town or city	2102	86.7	3326	84.8
Farm or acreage	245	10.1	378	9.6
Multiple response	19	0.8	170	4.3
No answer	59	2.4	43	1.1
TOTAL	2425	100.0	3917	99.8

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Appendix B.5

Regional Distribution of Respondents

Regions * (Ranked)	Frequency			
	1981		1984	
	N	%	N	%
1. Calgary (3)	733	30.2	1230	31.4
2. Edmonton (12)	649	26.8	900	23.0
3. Stony Plain (10)	189	7.8	255	6.5
4. Lethbridge (1)	147	6.1	290	7.4
5. Red Deer (6)	109	4.5	250	6.4
6. Leduc (7)	83	3.4	155	4.0
7. Medicine Hat (2)	77	3.2	160	4.1
8. Grande Prairie (15)	60	2.5	95	2.4
9. St. Paul (13)	54	2.2	62	1.6
10. Barrhead (11)	35	1.4	52	1.3
11. Three Hills (4)	34	1.4	54	1.4
12. Vegreville (8)	33	1.4	48	1.1
13. Edson (9)	33	1.4	59	1.5
14. Peace River (16)	33	1.4	52	1.3
15. Stettler (5)	32	1.3	48	1.2
16. Wainwright (18)	30	1.2	71	1.8
17. Fort McMurray (17)	17	0.7	42	1.1
18. High Prairie (14)	9	0.4	10	.3
Not known	68	2.8	91	2.2
<b>TOTAL</b>	<b>2425</b>	<b>100.0</b>	<b>3921</b>	<b>100.0</b>

\* Regions and regional boundaries are based on Recreation Development Division regions and regional offices. The numbers bracketed after each region indicate the regions.



Appendix B.6 Respondents' Type  
of Household

Household Types (Ranked)	Frequency			
	1981		1984	
	N	%	N	%
1. Couple with children	1161	47.9	1810	46.2
2. Couple with no children	584	24.1	957	24.4
3. One or more unrelated single adults	416	17.2	681	17.4
4. Single parent family	132	5.4	145	3.7
5. Two or more related adults	-	-	210	5.4
6. Other	87	3.6	75	1.9
Multiple response	2	0.1	12	.3
No answer	43	1.8	30	.8
<b>TOTAL</b>	<b>2425</b>	<b>100.0</b>	<b>3921</b>	<b>100.0</b>

Appendix B.7

Number of Persons  
in Respondents' Households

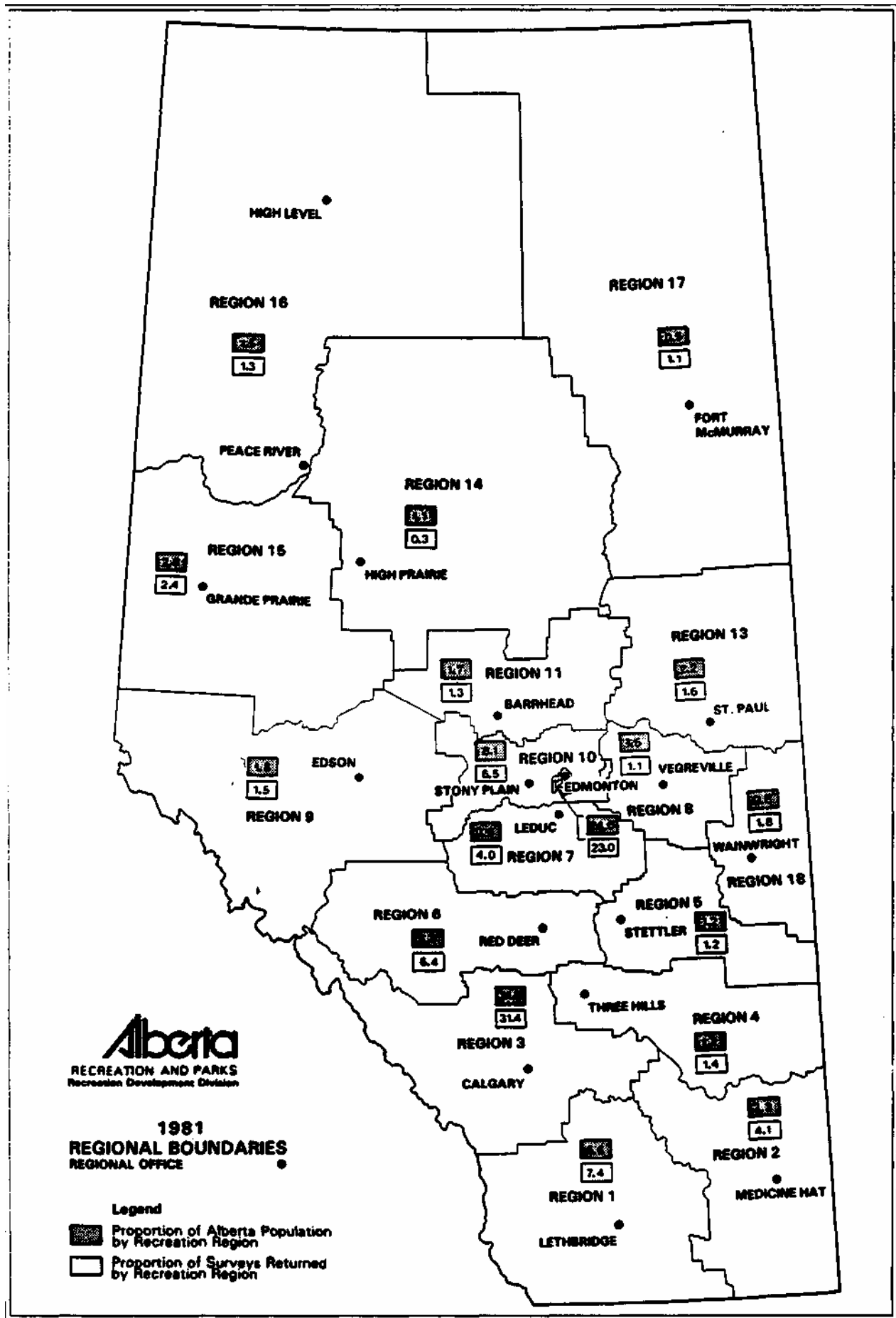
Number of Persons	Frequency			
	1981		1984	
	N	%	N	%
1	285	11.8	542	13.8
2	763	31.5	1211	30.9
3	429	17.7	688	17.5
4	511	21.1	840	21.4
5	232	9.6	367	9.4
6	87	3.6	100	2.5
7	34	1.4	31	0.8
Greater than 7	24	0.9	25	0.6
No answer	60	2.5	117	3.1
<b>TOTAL</b>	<b>2425</b>	<b>100.0</b>	<b>3921</b>	<b>100.0</b>

APPENDIX C

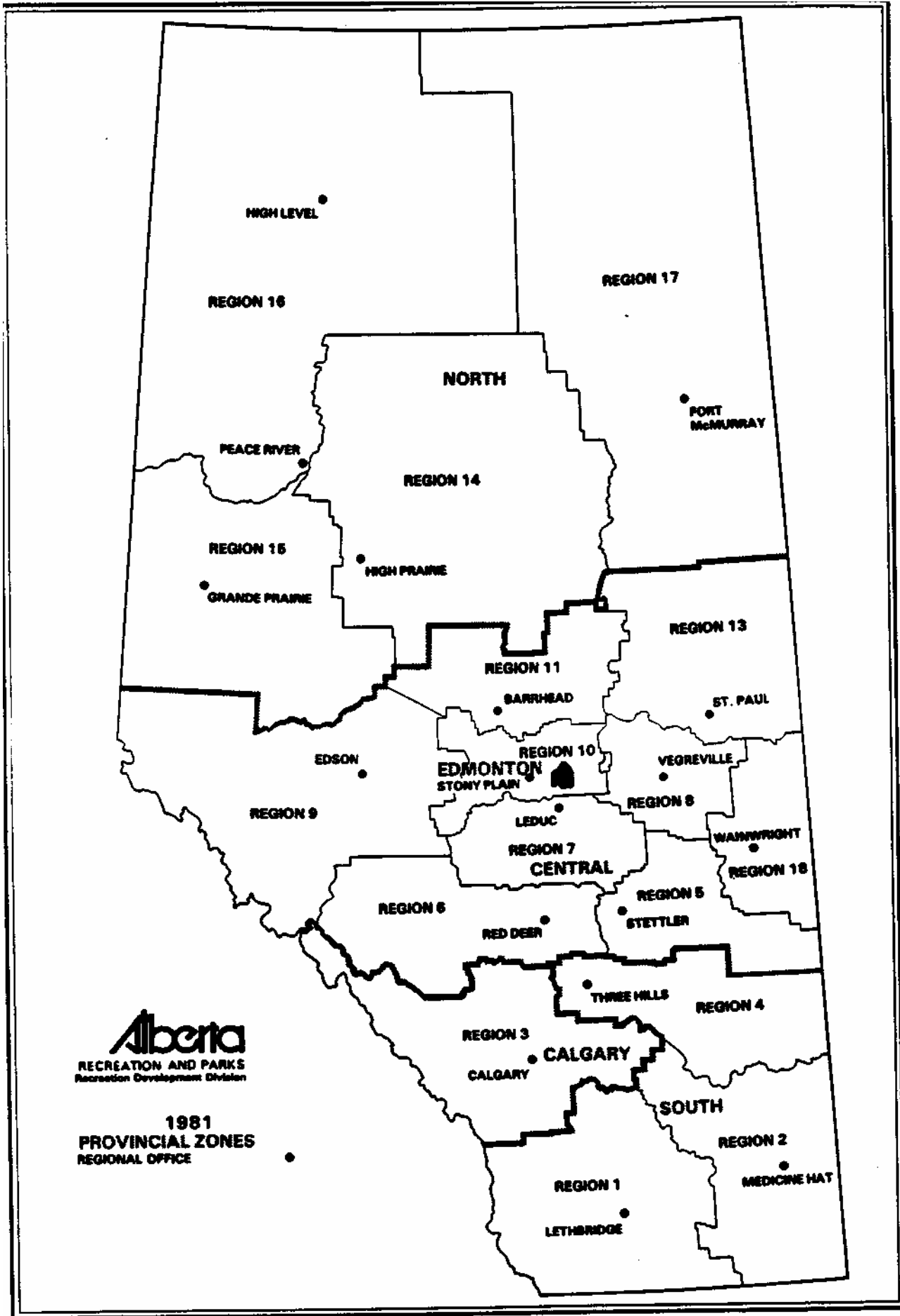
Regional Maps of Alberta

C.1 Regional Map of Alberta with Survey Sample Distributions

C.2 Provincial zones/Areas



C1. Regional Map of Alberta with Survey Sample Distributions



C2. Provincial Zones/Areas

APPENDIX D

Calculation Procedures: participation Rates  
per Thousand Population

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

$$\begin{aligned} 36.1 \times 790,000 \times 1.6602 &= 473472 \\ 18.4 \times 790,000 \times 1.3727 &= 199536 \\ 45.4 \times 790,000 \times 1.0852 &= \underline{390075} \\ &= \mathbf{1,063,083} \end{aligned}$$

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

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

APPENDIX E

Activity Groupings of Low Frequency  
Outdoor and Sports Activities

Activity Groupings of Low Frequency Outdoor  
and Sports Activities

Team Sports

Basketball; football; ringette; rugby; soccer; volleyball; field/ball hockey.

Outdoor (Mechanized)

BMX racing; water skiing.

Outdoor (Non-mechanized)

Canoeing/kayaking; mountain climbing; orienteering; overnight backpacking;  
river rafting; sailboarding; sailing.

Exercise-Oriented

Archery; badminton; gymnastics; judo/karate; rollerskating; shooting; squash;  
table tennis; tobogganing/sledding; track and field.



APPENDIX F

Classification System Employed  
in Analysis of Expenditures on  
Activity Started

Classification system Employed in Analysis of  
Expenditures on Activity Started

Creative-Cultural Activities (88)<sup>1</sup>

Attending classes/courses; creative activities (drama, music, painting, etc.); dance/ballet/jazz; handicrafts; hobbies; gardening/farming; performing arts; photography.

Exercise-oriented Activities (507)

Archery; badminton; bicycling; body building; bowling; gymnastics; jogging/running; ice-skating; martial arts; physical fitness/aerobics; swimming; tobogganing/sledding; walking for pleasure; water sports; tennis; rollerskating/skateboarding; racquetball/squash.

Team Sports (130)

Baseball; basketball; football/rugby; ice hockey; ringette/broomball; soccer; volleyball; field/floor hockey; curling.

Outdoor (Non-mechanized) Activities (47)

Backpacking/mountain climbing; canoeing/rowing/kayaking; cross-country skiing; hiking; nature walks.

<sup>1</sup> Number of respondents in activity category

Social Activities (20)

Board games; table games; dining out/drinking; entertaining/visiting.

Passive Activities (13)

Electronic games; listening to radio/records; T.V. viewing; reading.

Outdoor (Mechanized/Non-Self-Propelled) (44)

Aerial activities; ATV - 4 wheel driving; motor boating; horse riding/racing; snowmobiling; dirt biking/BMX racing.

Extractive Activities (46)

Fishing; hunting/shooting.

Downhill Skiing (33)

Downhill skiing.

Camping (32)

Camping

Golf (62)

Golf

APPENDIX G

References

## References

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