

**District of Squamish
2012 Parks and Recreation Master Plan**

PRELIMINARY SUMMARY OF TELEPHONE SUMMARY FINDINGS

May 2012

As part of the District of Squamish 2012 Parks and Recreation Master Plan process being lead by LEES + Associates - Landscape Architects, the Mustel Group Market Research organization was retained to carry out a public telephone survey regarding current usage habits, and opinions of recreational services and facilities in the community. The methodology employed a total of 300 random telephone interviews of adults. The margin of error on this sample size is $\pm 5.8\%$ at the 95% confidence level. Interviews were conducted on weekends from March 5th to 11th, 2012.

The following pertinent information has emerged:

- Currently, off-road cycling and hiking, followed by swimming, walking for exercise and skiing/snowboarding are the most popular activities. Other common activities include road cycling, ice sports, cross country skiing and boating/fishing.
- Swimming is the most popular activity among children aged 5-11, followed by soccer, skiing/snowboarding, ice sports and cycling. Other popular activities include cross-country skiing, hiking, dance and baseball.
- Soccer, off-road cycling, skiing/snowboarding and ice sports are the most popular activities of youth aged 12 - 17 years and significant proportions also are involved in hiking, swimming, road cycling, baseball and gym sports.
- Work commitments, family commitments, health/mobility issues and cost are the key barriers to recreational activity.
- Two-thirds of the population (65%) are members or regular users of the community centre, a club or organization that offers physical or recreational programs, with Brennan Park Recreation Centre being quite well used.
- Membership levels do not vary significantly by gender or age but those with children are more inclined to be members/regular users of recreational facilities.
- The majority are "very satisfied" or "somewhat satisfied" with opportunities available for indoor recreation.
- Satisfaction levels are even higher with opportunities for outdoor recreation.
- Residents are supportive of music or outdoor concerts, particularly males and those under age 55.
- There is broad support for hosting large events that attract non-residents.
- Residents believe the District should place additional focus on Squamish being "the Outdoor Recreational Capital of Canada" and appreciate the economic benefits derived therefrom.