

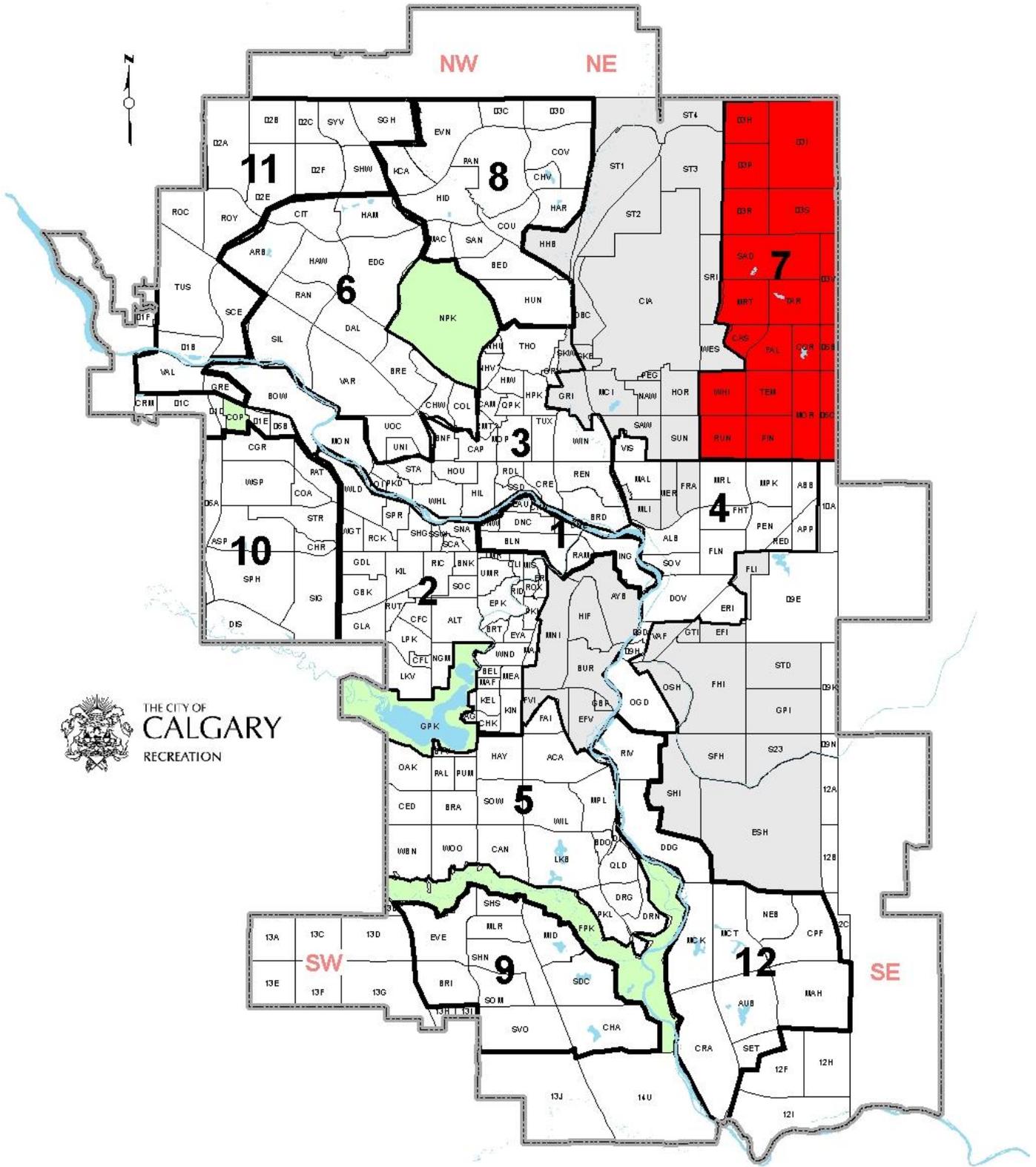
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**Recreation Amenities**

**Gap Analysis**

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# Recreation Amenities Gap Analysis Summary Report Area 7



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## Introduction

In 2008, The City of Calgary Recreation was directed by City Council to identify recreation gaps within the city and to develop a business case to address these gaps. Conducted in two phases (Parts I and II) by HarGroup Management Consultants and K. Knights and Associates Ltd, the Recreation Amenities Gap Analysis (RAGA) examined the recreation needs and preferences of Calgarians in twelve areas of the city. These Study Areas were determined to be made up of communities relatively similar in terms of age and general demographics; boundaries were also drawn along natural geographic and transportation lines where possible.

Telephone surveys were conducted with a total of 6,024 randomly selected households (approximately 500 surveys completed within each of the twelve Study Areas). This data was supplemented with focus group interviews conducted with community leaders and various segments of Calgary's population. Additionally, information was incorporated from published reports about recreation and leisure activities, and from various planning initiatives including the Calgary Arts Development Authority, [Arts Spaces Strategy](#)<sup>1</sup>, and the Calgary Sport Council, [A 10 Year Strategy for Sport Facility Development and Enhancement](#)<sup>2</sup>.

Results of the RAGA surveys and focus groups affirm the importance of recreation and leisure in the lives of Calgarians across the city. Participants acknowledged the many individual and community benefits of recreation; indeed, 97% of survey respondents feel that it is important that The City of Calgary be involved in the provision of recreation opportunities. By providing a current and comprehensive snapshot of the recreation needs and preferences of Calgarians, the RAGA research can be used to guide strategic planning efforts in the public, private and not-for-profit sectors, and can also serve as a foundation for future research into recreation and leisure in Calgary.

## About This Report

This report is part of a series that provides a concise summary of each of the twelve individual Study Areas for easy and convenient reference by interested parties and stakeholders. It is not intended to replace the rich detail provided in the full report, which can be found [online](#)<sup>3</sup>. Readers are encouraged to consult the larger document for more detailed analyses and conclusions.

RAGA provides a comprehensive and detailed overview of the recreation activities that Calgarians engage in, and identifies needs, preferences, challenges and opportunities for recreation planning and service delivery across the city. However, while the results presented here are representative of the Study Area, they are not statistically valid at a community level. As such, RAGA cannot replace community needs and preference studies, but rather can provide a thorough and relevant context at the Study Area level that can in turn provide general insights into each region, and also guide the development of community-specific research initiatives.

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<sup>1</sup> <http://www.calgaryartsdevelopment.com/artspace-strategy>

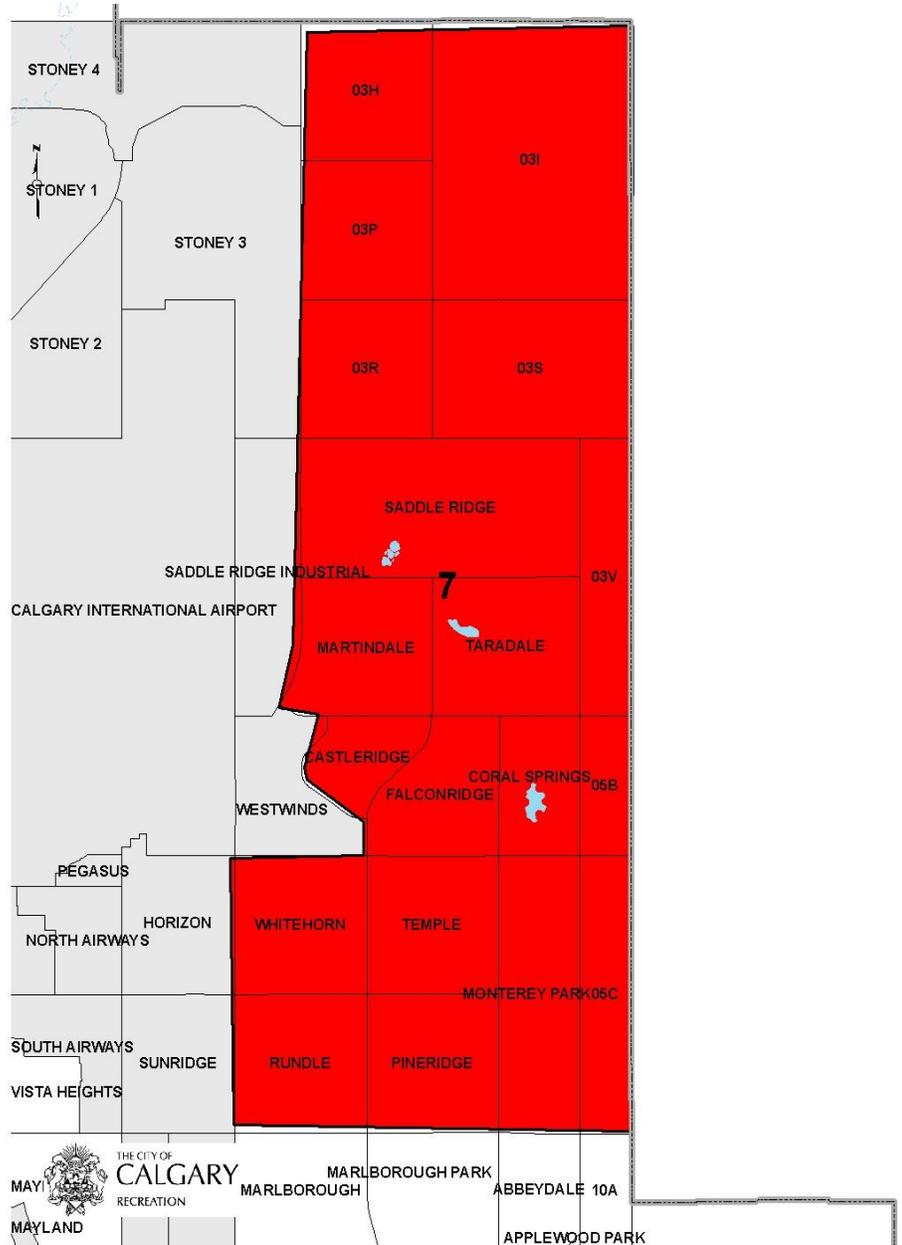
<sup>2</sup> [http://www.calgarysportcouncil.ca/images/stories/File/homepage/final\\_report\\_sport\\_facility\\_strategic\\_plan\\_may\\_23\\_2008.pdf](http://www.calgarysportcouncil.ca/images/stories/File/homepage/final_report_sport_facility_strategic_plan_may_23_2008.pdf)

<sup>3</sup> [http://www.calgary.ca/docgallery/bu/recreation/planning\\_and\\_policy/gap\\_analysis\\_report.pdf](http://www.calgary.ca/docgallery/bu/recreation/planning_and_policy/gap_analysis_report.pdf)

## Area 7

Area 7 is located in Calgary's Northeast quadrant, and is made up of the following communities:

- Castleridge
- Coral Springs
- Falconridge
- Horizon Industrial Estate
- Martindale
- Pineridge
- Rundle
- Saddle Ridge
- Saddle Ridge Industrial
- Sunridge Industrial Park
- Taradale
- Temple
- Whitehorn



A total of 500 telephone surveys were conducted with residents in this area. With a population of 102,726<sup>4</sup>, a sample of this size yields results that are accurate within +/- 4.37%, 19 times out of 20.

<sup>4</sup> 2006 Federal Census

## Geodemographics

### Community Development

Development in Area 7 began in the early 1960s; the majority of the area was developed by the mid 1990's.

While Calgary as a whole has experienced significant population growth, particularly in the past few decades, this growth has not been evenly distributed across the city, with some communities having actually lost residents. **Area 7 has shown some modest growth in recent years, rising by 18.6% between 2002 and 2008.**

City of Calgary planning documents suggest that in the short term (i.e. over the next 20 years), population growth will occur primarily in the inner city and in outlying areas, and those areas that have experienced population decline may in fact experience further decline as a reflection of typical community lifecycle aging. However, in the longer term, increased densification in Calgary is expected to take place in developed communities, such as some of those in Area 7. The Municipal Development Plan states that The City of Calgary will endeavour to accommodate 50 per cent of future population growth over the next 60 to 70 years within Developed Areas of the city.

Such a projected community development pattern will have important implications for recreation amenity planning in Area 7. In particular, facility investment decisions, both in terms of new construction and lifecycle maintenance may need to balance a number of competing interests: For example, newer, growing communities on Calgary's periphery may need new infrastructure to provide residents with accessible recreation opportunities. At the same time, established communities with existing and/or aging infrastructure may require lifecycle upgrades and/or additional amenities in order to address projected long term growth, even though they may lose residents in the short term.

Genesis Centre of Community Wellness currently under construction in Area 7 is a significant investment in recreation infrastructure in this area of Calgary, and will provide a vast array of new recreation and leisure opportunities to residents. It will be important for recreation service providers and The City of Calgary to monitor and assess the impact of this facility on recreation needs and preferences in Area 7, but also the continued impact of community development and geodemographic trends on future local and regional recreation amenity needs.

Population growth at the city level and community lifecycles are important and tangible considerations for recreation service planning and delivery in Calgary. Other considerations, such as the aging and growing diversity of the population will help shape the expectations that Calgarians have for recreation service provision in different areas of the City.

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## Age

Data indicate that there are a number of distinctive age profiles in different areas of Calgary. For example, there is a prominence of young adults (between 20 and 34 years of age) and older adults (55+) who reside in the inner city area and areas directly north and south of the inner city. In contrast, there is a prevalence of children and youth in the outlying areas of the city, including Area 7, suggesting a higher than average composition of early nest and nest with youth households.

**In Area 7, the age distribution of the population tends to reflect a younger population as compared to the city as a whole.**

It should be noted, however, that the overall demographic profile of Calgary is expected to change over the next few decades. In particular, the age composition of residents will become older. In contrast, growth in the number of residents who are newborn to age 14 within the city will be minimal. Should these trends continue over the next two decades, there is likely to be a substantial effect on the demand for recreation and leisure, most notably a significant increase in demand from pre-seniors and seniors as the baby boomers age.

Data collected for RAGA suggests that these residents are likely to be more involved in recreation and leisure pursuits compared to previous generations of seniors. In particular, they will likely want to be both physically and mentally active to ensure that they maintain a quality of life that is sustainable for longer than has been observed in previous generations.

## Family Life Stage

Family life stage is based on the concept that most families progress through a number of distinct phases over time, particularly with respect to household composition (both ages of household members and identified categories of household). RAGA divided survey respondents into six family life stages:

- **Young adults (without children/youth)** – adults are primarily under 45 years of age, no children or youth are present;
- **Early nest** – children/youth are primarily under 13 years of age, adults are any age;
- **Nest with youth** – children/youth are primarily between 13 and 19 years of age, adults are any age;
- **Late nest** – children/youth are primarily between 20 and 24 years of age, adults are any age;
- **Mid-aged adults** – adults are primarily between 45 and 64 years of age, no children or youth present; and
- **Seniors** – adults are primarily 65 years of age or older, no children or youth present.

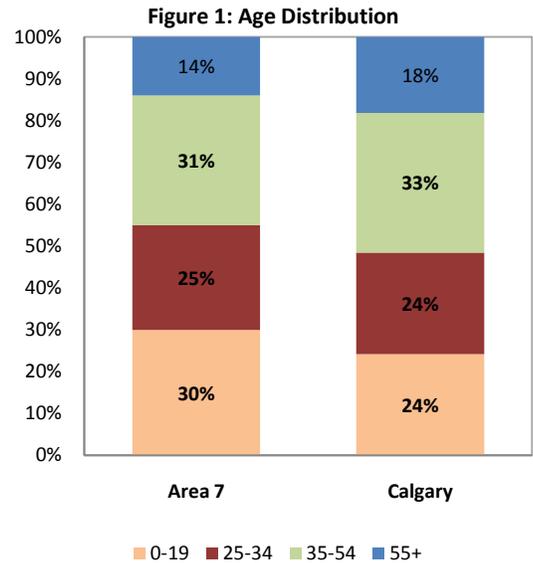
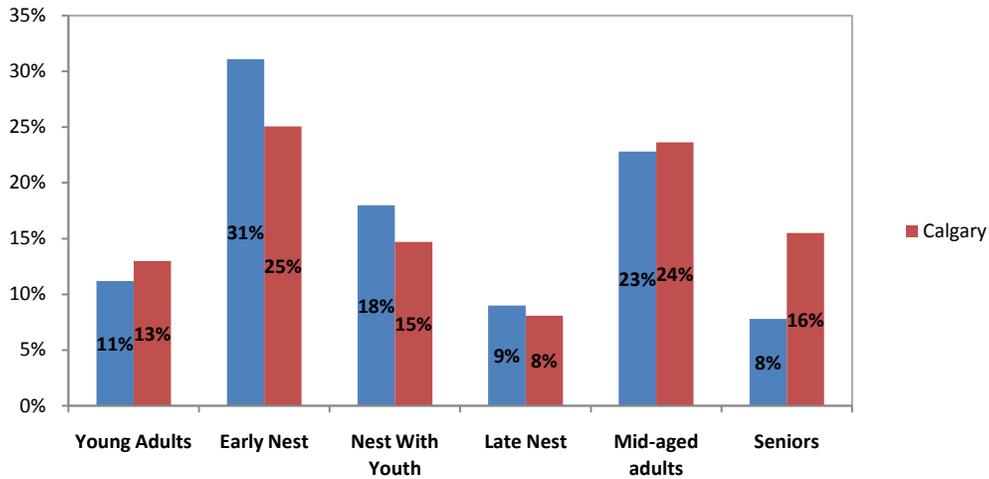


Figure 2: Family Life Stage

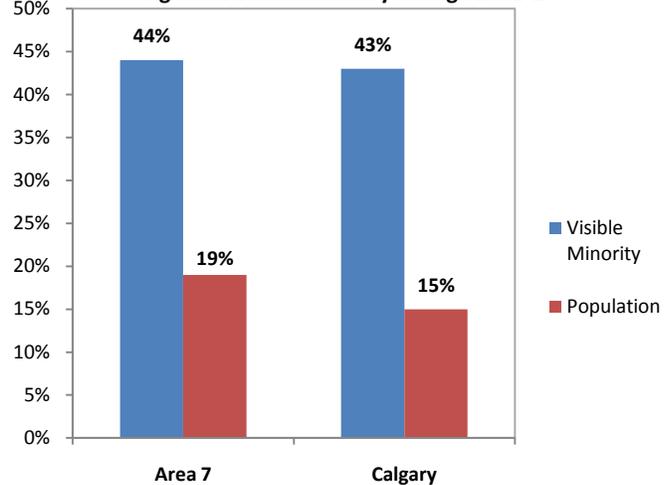


Consistent with the age profiles of residents in Area 7, the family life stages of households are somewhat different compared to Calgary as a whole. Currently, one-quarter of Calgary’s population is in early nest households, while just over one in three households in Area 7 are in this type of household. Conversely, Area 7 communities have a somewhat lower proportion of Seniors households than Calgary as a whole. Should the population of these communities remain steady, more than one third will move into the Seniors cohort over the next two decades. To that extent, trends in recreation and leisure associated with an aging population, particularly as reflected in the composition of families, may be particularly pronounced in Area 7.

### Diversity

Not only is Calgary’s population growing, it is also becoming more diverse. Data from Statistics Canada show that between 2001 and 2006, the proportion of the population of Calgarians considered to be visible minorities rose from 19%, or one in five residents, to 23%, or nearly one in four residents. Area 7 has the highest concentration of visible minority households, which make up more than half (53%) of the population. Moreover,, the visible minority population in Calgary increased 43% between 2001 and 2006 compared to 15% for the population as a whole between 2002 and 2008. **In Area 7, these trends were reflected in a 19% increase in the total population, and a 44% increase in the visible minority population between 2002 and 2008.** So at the same time that the population is shrinking, it is also becoming more diverse.

Figure 3: Visible Minority Change 2002-2008



Additional data reveals that various Study Areas have attracted residents of different ethnic origins. As the figure below shows, **Area 7 has a substantially higher concentration of**

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residents from South Asia countries, and a lower proportion of residents from the British Isles and certain regions of Europe.

Table 1: Population by Ethnic Origin (%)					
Origin	Area 7	Calgary	Origin	Area 7	Calgary
South Asian origins	27	6	Northern European origins	4	8
British Isles origins	26	45	Latin, Central and South American Origins	3	2
Other North American origins	17	20	African origins	3	2
East and Southeast Asian origins	14	13	Arab origins	3	2
Western European origins	13	21	West Asian origins	3	1
Eastern European origins	8	16	Caribbean origins	2	1
French origins	7	10	Oceania origins	0	0
Southern European origins	5	7			
Aboriginal origins	4	4			

≥ 3% of Calgary Average

≤3% of Calgary Average

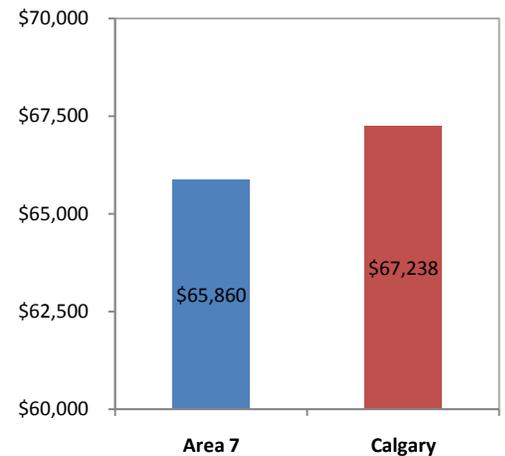
Increasing diversification has the potential to impact recreation amenity provision to the extent that it introduces or emphasizes different and/or specialized recreation needs and preferences, as well as distinct cultural, language and community traditions.

### Household Income

RAGA found that the affordability of recreation and leisure opportunities in the city is a concern among many Calgarians, particularly those with lower household incomes, and impacts the degree to which they consider themselves involved in recreation and leisure activities. Further, household income levels among the various Study Areas differ considerably.

**Median annual household incomes in Area 7 are slightly lower – by an average of just under \$1,400 - than for the city as a whole.**

Figure 4: Household Income



## Overall Perceptions of Recreation and Leisure Opportunities

The RAGA survey results found that for the most part, Calgarians are satisfied with the recreation and leisure activities undertaken by members of their household. Overall, approximately nine in ten respondents (90%) stated that they were ‘very satisfied’ or ‘somewhat satisfied’ with their recreation and leisure activities. Still, there are notable differences observed among the various Study Areas, especially when the ‘very satisfied’ responses are considered.

Results from the RAGA surveys show that while overall satisfaction levels are high, **respondents from Area 7 were somewhat less likely to state that they were ‘very satisfied’ with their recreation and leisure activities compared to respondents from all Study Areas combined.**

There are a number of factors that may contribute to the overall satisfaction that Calgarians have with the recreation and leisure activities of their households. The amount and variety of recreation opportunities, the location of opportunities and the condition of recreation facilities, the availability of suitable recreation opportunities and their affordability are all thought to play a role in how individuals, families and communities experience recreation. The RAGA surveys explored satisfaction along these dimensions; Figure 6 shows the percentage of respondents from Area 7 and from all Calgarians who were ‘somewhat satisfied’ or ‘very satisfied’ with each.

Survey results indicate that respondents are more satisfied with some aspects of recreation and leisure service provision than others. Overall, almost nine out of ten respondents indicated that they were ‘very satisfied’ or ‘somewhat satisfied’ with the variety (86%) and amount (86%) of recreation and leisure opportunities, while just seven out of ten respondents (71%) are satisfied with the affordability of recreation and leisure opportunities.

Figure 5: Overall Satisfaction with Recreation and Leisure Opportunities

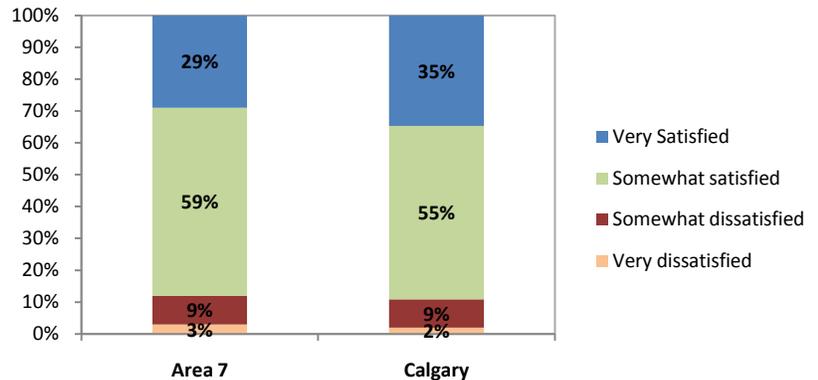
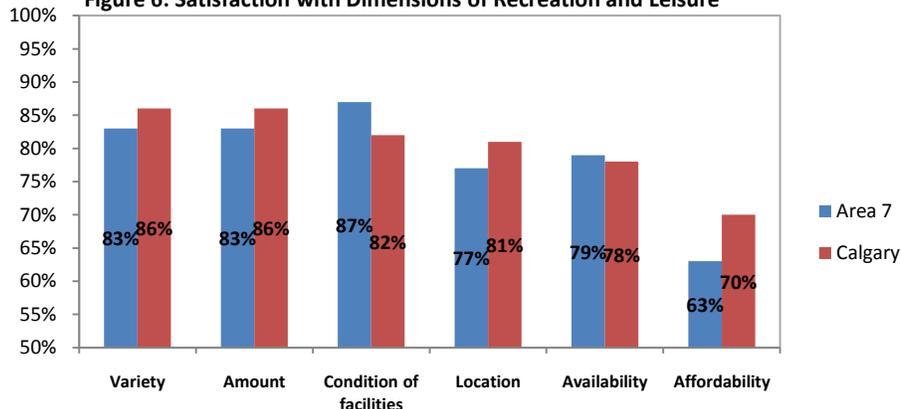


Figure 6: Satisfaction with Dimensions of Recreation and Leisure



## Recreation Amenities Gap Analysis Summary Report Area 7

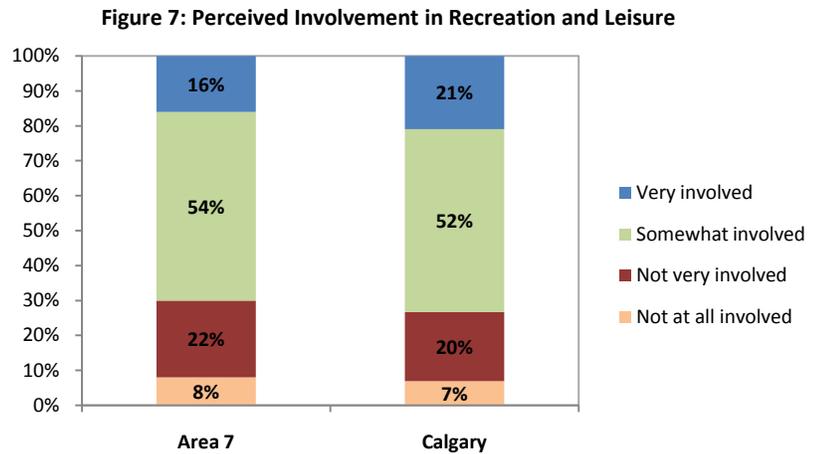
However, there were also some notable differences between residents of Area 7 and Calgarians as a whole. **Area 7 residents were slightly more satisfied with the availability of recreation opportunities and with the condition of recreation facilities than were all Calgarians, but residents were less satisfied with the variety, amount, location and affordability of recreation opportunities.**

Of all of the aspects of recreation and leisure service provision that were examined, affordability rated lowest among residents of Calgary as a whole as well as those in Area 7. Fully three in ten respondents expressed dissatisfaction with affordability. In fact, **respondents from Area 7 offered among the lowest ratings of all Study Areas on affordability, with 37% of respondents indicating that they are 'dissatisfied' or 'very dissatisfied'.**

The lower satisfaction with affordability from Area 7 may not be surprising for a number of reasons, based on its demographic profile. Further analysis of survey data shows that overall, respondents in with lower household incomes are significantly less likely to be satisfied with affordability of recreation and leisure opportunities than households with higher incomes. In addition respondents from early nest and nest with youth households are less satisfied with the variety, condition, location and availability of recreation and leisure opportunities. Finally, RAGA found that for Calgary as a whole, visible minority respondents are markedly less satisfied with the amount, location and affordability of recreation and leisure opportunities in Calgary.

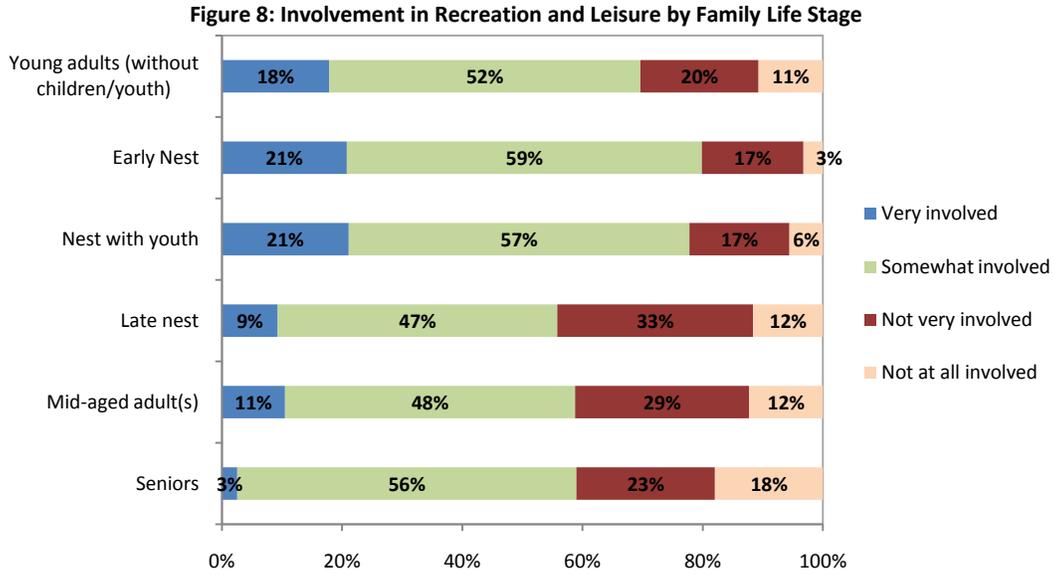
### Level of Involvement in Recreation and Leisure

To gain a sense of Calgarians involvement in recreation and leisure, respondents were asked to rate the extent to which they perceived themselves to be involved with recreation and leisure activities. As can be seen in Figure 7, the proportion of those who indicated being either 'very involved' or 'somewhat involved' in recreation and leisure was similar in Area 7 to Calgary as a whole. However, there were fewer respondents who indicated being 'very involved' in Area 7. This is notable, as Area 7 showed lower than average overall satisfaction ratings and significantly lower ratings for affordability of recreation and leisure opportunities



As Figure 8 demonstrates, similar to Calgary as a whole, early nest and nest with youth households in Area 7 are significantly more likely to perceive themselves to be involved in recreation and leisure than mid-aged adult(s) and senior(s) household.

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As such, it might be expected that levels of involvement in recreation and leisure in Area 7 would be higher than in other areas which have lower proportions of children and youth and higher proportions of seniors; however, this is not the case. The RAGA study suggests that family life stage and household income both have an influence on recreation and leisure involvement, and based on the findings presented here, household income may be a primary influencing factor, acting on involvement in recreation and leisure prior to family life stage.

## Recreation and Leisure Activities

One way that RAGA examined involvement in recreation and leisure activities was by considering the types of activities that Calgarians across the various age cohorts participate in. From this exploration a number of general observations were made, which apply to Area 7 as well as to Calgary as a whole.

- Swimming, cycling and walking are multi-generational activities, ranking in the top ten activities among all age groups.
- Fitness training becomes popular among 13 to 19 year olds, and remains popular throughout the older cohorts.
- Individual pursuits such as fitness training, golf, reading books, hiking, running/jogging, yoga, gardening, and attending musical concerts and live theatre become more prominent in the 20 to 44 year age group and continue into later age groups.
- Children and youth are more likely to be involved in a variety of sport activities and involvement in sport decreases and, in some cases changes as a person ages.
- Creative activities such as playing a musical instrument and participating in ballet and jazz dancing are more likely to be engaged in among children/ youth, while observatory arts and cultural activities such as musical concerts and live theatre become more prominent in adulthood.
- Beginning in the 45 to 64 age group, more passive activities such as traveling, volunteering, and attending a sport event as a spectator become prominent. These types of activities continue into the 65+ age category, with increased popularity in book reading, gardening and more social activities like playing cards, attending church, and playing board games/puzzles.

Table 2 reflects the lower involvement in recreation and leisure activities reported by residents of Area 7 compared to Calgary as a whole. The RAGA surveys asked respondents to identify recreation and leisure activities in which members of their household had participated in the previous twelve months. While the top reported activities are relatively consistent, there are significant differences in the frequency with which residents from each age cohort report having engaged in certain activities over the previous year.

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**Table 2: Top 30 Most Common Activities by Age Group (Area 7)**

Under 13 (n=191)		13-19 (n=127)		20-44 (n=330)		45-64 (n=289)		65+ (n=86)	
Activity	%	Activity	%	Activity	%	Activity	%	Activity	%
Swimming - lessons	60	Swimming - for pleasure	34	Swimming - for pleasure	55	Walking for pleasure	64	Walking for pleasure	56
Swimming - for pleasure	51	Soccer - Outdoor	28	Walking for pleasure	46	Swimming - for pleasure	28	Visiting friends/relatives	26
Going to the park/playground	51	Basketball	24	Fitness training - workout/gym	34	Fitness training - workout/gym	26	Books/reading	22
Soccer - Outdoor	37	Cycling - for pleasure	23	Visiting friends/relatives	26	Books/reading	22	Gardening	16
Cycling - for pleasure	25	Fitness training - workout/gym	22	Park	24	Visiting friends/relatives	22	Television - watching	15
Books/reading	23	Soccer - Indoor	21	Books/reading	21	Television - watching	17	Park	14
Walking for pleasure	20	Walking for pleasure	20	Attend movies	18	Gardening	14	Cycling - for pleasure	10
Soccer - Indoor	19	Computer - games	20	Camping	17	Golf	13	Hiking	10
Skating for pleasure/fun	17	Books/reading	19	Cycling - for pleasure	16	Attend movies	13	Library	10
Computer - games	17	Swimming - lessons	18	Television - watching	15	Cycling - for pleasure	12	Swimming - for pleasure	9
Camping	14	Attend movies	17	Hiking	13	Camping	11	Golf	8
Television - watching	13	Visiting friends/relatives	17	Library	12	Park	11	Camping	8
Basketball	12	Skating for pleasure/fun	16	Soccer - Outdoor	11	Hiking	9	Fitness training - workout/gym	6
Hockey - Ice	10	Going to the library	16	Computer - games	10	Library	8	Traveling	6
Going to the library	10	Camping	14	Skating for pleasure/fun	9	Attend live theatre (not movies)	8	Church	6
Music - play an instrument	9	Football	13	Hockey - Ice	8	Craft or hobby	8	Attend a sport event (spectator)	6
Craft or hobby	9	Music - play an instrument	12	Golf	7	Skating for pleasure/fun	7	Craft or hobby	5
Visiting friends/relatives	8	Badminton	11	Tennis	6	Fishing	7	Cards/playing	3
Boy scouts/guides/cadets	7	Hiking	10	Fishing	6	Traveling	6	Skiing - Alpine	3
Hiking	6	Television - watching	9	Basketball	5	Attend music concert	6	Bowling - 5/10 pin	3
Dancing - Other - Participant	5	Skiing - Alpine	8	Gardening	5	Running	5	Volunteering	2
Baseball	5	Running	6	Running	4	Volunteering	5	Attend music concert	2
Dancing - Ballet - Participant	5	Snowboarding	6	Soccer - Indoor	4	Hockey - Ice	3	Board games/puzzles	2
Gymnastics/Rhythmic	3	Tennis	6	Attend music concert	4	Attend a sport event (spectator)	3	Attend movies	2
Zoo	3	Hockey - Ice	5	Craft or hobby	4	Yoga	2	Attend live theatre (not movies)	1
Skiing - Alpine	2	Golf	5	Baseball	3	Tennis	2	Aquasize	1
Martial arts	2	Volleyball/Beach volleyball	5	Skiing - Alpine	2	Skiing - Alpine	1	Curling	0
Camp (summer/day camp)	2	Dancing - Other - Participant	2	Yoga	2	Skiing - Nordic	1	Dancing - Other - Participant	0
Golf	2	Baseball	2	Attend live theatre (not movies)	2	Curling	1	Knitting/sewing	0
Dancing - Jazz - Participant	1	Skateboarding	2	Snowboarding	2	Dancing - Other - Participant	1	Yoga	0

≥ 3% of Calgary Average

≤3% of Calgary Average

## Recreation Amenities Gap Analysis Summary Report Area 7

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**In general, residents in each age cohort in Area 7 participate in many recreation activities in larger proportions than in Calgary as a whole. Further, data show that Area 7 residents participate in a similar number of activities on average than in all Areas combined.**

Among the newborn to 12 year old age group, swimming, either for pleasure or in lessons was the most common activity, reported by 60% of residents in Area 7 as it was for all Study Areas. Going to the park/playground was reported by a substantially higher proportion of Area 7 residents (+22%) than in Calgary as a whole, as were books/reading (+10%) and computer games (+10%). In contrast, children from Area 7 were less likely than those from most other Study Areas to mention gymnastics (-11%), alpine skiing (-10%), or swimming for pleasure (-9%).

Swimming for pleasure was also a commonly cited activity among 13 to 19 year olds across most of the Study Areas, though somewhat less so (-8%) in Area 7. There were some activities in which Area 7 residents in this age group participated more often than in Calgary as a whole, including computer games (+11%), going to the library (+11%) and visiting friends and relatives (+10%). On the other hand, there were some activities that showed lower than average involvement among this cohort, such as ice hockey (-13%) and swimming for pleasure.

In the 20 to 44 age group, swimming for pleasure was again the top rated activity, though unlike the two younger cohorts, was reported by a larger proportion of Area 7 residents (+10%) than in Calgary as a whole. Additionally, visiting friends and relatives (+16%), going to the park (+12%) and attending movies (+10%) were more common among Area 7 residents than Calgarians as a whole. However, residents of Area 7 reported cycling for pleasure (-12%) and running (-12%), significantly less than Calgarians as a whole.

Among adults between the ages of 45 and 64, walking for pleasure was most common and was prevalent in all Areas. While visiting friends and relatives (+11%) and television watching (+10%) were reported more frequently in Area 7 compared with Calgary as a whole, a number of activities, including cycling for pleasure (-16%), golf (-13%), hiking (-10%) and alpine skiing (-10%) were reported by fewer residents of Area 7, compared with all Calgarians.

Walking for pleasure remains the most common activity among people in the 65+ age group, though again less so for Area 7 residents (-14%). A number of other activities were reported less often, including golf (-14%), fitness training (-11%) and swimming for pleasure (-9%). Similar to other cohorts, going to the park (+9%), visiting friends and relatives (+5%), and watching television (+5%) were reported more often by Area 7 respondents.

Overall, the recreation and leisure profiles of Area 7 age cohorts are in some respects similar to Calgary as a whole, but in other respects are somewhat different. For example, while many of the top activities are the similar, the level of involvement tends to be lower in Area 7 than in other areas of Calgary. In addition, the areas of divergence between Area 7 respondents and Calgarians are noteworthy in that higher proportions of Area 7 residents indicated participating in social, intellectual or passive pursuits such as visiting friends and relatives and going to the park, while lower proportions reported participating in certain physical pursuits like cycling or running.

This may reflect a number of circumstances, including the embracing of an expanded definition of recreation in Area 7 compared to other areas of the city, a preference for more affordable and accessible non-facility based recreation opportunities, or the cultural preferences of a highly diverse area of Calgary.

## Barriers to Recreation and Leisure Involvement

RAGA survey respondents were asked to identify factors that may prevent them and/or members of their household from being involved in recreation and leisure activities to the extent that they would like. Interestingly, 51% of all respondents and 49% of respondents from Area 7 indicated that they already recreate as often as they would like. Still, fully half of respondents in this Area indicated that they would like to recreate more than they do currently, and are facing one or more barriers. Moreover, these perceived barriers may represent potential opportunities for recreation service providers to improve recreation products, services and facilities to address some of these challenges, and ultimately provide more opportunities for all Calgarians to increase/maintain their level of participation in recreation activities.

<b>Table 3: Barriers to participation in recreation activities (%)</b>		
	<b>Area 7</b>	<b>Calgary</b>
<b>Personal interest/situation</b>	<b>59</b>	<b>63</b>
Already participate as often as would like	49	51
Involved in other activities	8	9
Just lazy	1	2
Not interested	1	1
No children/children grown up	0	0
<b>Other priorities/time constraints</b>	<b>16</b>	<b>17</b>
No time	8	9
Work commitments	5	6
Family commitments	2	2
Travel a lot	0	0
School commitments	1	0
<b>Facility/Program Accessibility</b>	<b>16</b>	<b>14</b>
Too far away/inconvenient	5	4
The right kinds of recreation/leisure opportunities/amenities not available	4	2
Other	2	0
Prices/fees too high/too costly	2	3
Opportunities available too full/crowded	1	1
Opportunities available do not my schedule	1	1
Nothing organized/available	1	1
Lack of awareness/information	0	1
<b>Social Isolation</b>	<b>10</b>	<b>6</b>
Cannot afford	5	3
Poor health/physically challenged	3	2
Age (too old)	1	1
Feel uncomfortable with other people who participate/intimidated by others	1	0
<b>Other</b>	<b>1</b>	<b>0</b>
<b>Don't know</b>	<b>1</b>	<b>0</b>
<b>Total</b>	<b>100</b>	<b>100</b>

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Recreation service providers may be in a position to address certain barriers, such as those related to facility/program accessibility and social isolation, which may present opportunities for enhanced or additional services. Barriers related to personal situations and time constraints, however, may be less easily addressed. Indeed, some of the common barriers identified by Area 7 households - too far away/inconvenient and cost - seem to closely mirror those elements of recreation with which residents were least satisfied (location, amount and affordability).

### Latent Demand for Recreation and Leisure

As a primary goal of RAGA was to identify potential service/amenity gaps, survey respondents were specifically asked if there were recreation and leisure activities that they were interested in and in which activities they do not currently participate. RAGA survey results indicated that 37% of respondents from Area 7, and 30% of respondents from all Study Areas combined were interested in one or more other recreation activities that they do not currently participate in. Table 4 shows the percentage of respondents interested in participating in each of the top 30 most common activities.

<b>Table 4: Recreation Activities of Interest (%)</b>					
<b>(Organized by Top 30 Most Common Activities)</b>					
	Area 7	Total		Area 7	Total
	(n= 500)	(n=6,024)		(n= 500)	(n=6,024)
Swimming - lessons	6	1	Tennis	1	2
Fitness training - workout/gym	4	4	Martial arts	1	2
Dancing - Other - Participant	3	2	Cycling - for pleasure	1	1
Skating for pleasure/fun	3	1	Skiing - Nordic	1	1
Hockey - Ice	3	1	Aquasize	1	1
Swimming - for pleasure	2	4	Dancing - Ballroom	1	1
Art class/program	2	2	Hiking	1	1
Skiing - Alpine	2	1	Attend educational courses	1	1
Soccer - Outdoor	2	1	Running/jogging	1	1
Gymnastics/Rhythmic	2	1	Baseball	1	1
Badminton	2	1	Golf	0	1
Yoga	1	2	Courses	0	1
Parachuting	1	1	Craft or hobby	0	1
Walking for pleasure	1	1	Rock climbing	0	1
Music - play an instrument	1	1	Curling	0	1

The activities indicated are numerous and varied, but in many instances are similar to the commonly reported activities of other respondents. Interestingly, swimming and fitness training - both facility-based activities - were the most frequently mentioned activities of interest.

## Recreation and Leisure Amenity Use

RAGA demonstrates that Calgarians on the whole expect The City of Calgary to be involved in the provision of recreation and leisure services, and a primary goal of RAGA was to identify gaps in recreation and leisure service provision. To do so, it was important to consider amenity use.

In Calgary, there are recreation and leisure amenities available to all residents, regardless of where they may reside. At a minimum, there are parks and pathways that offer recreation and leisure opportunities at no cost, and these are important and well used amenities among residents. However, RAGA findings suggest that there may be special circumstances in some areas of the city that recreation service providers ought to consider in terms of providing recreation and leisure opportunities to Calgarians. Area 7 has shown some unique characteristics that may need to be considered in future recreation and leisure service planning.

Table 5: Current Amenity Use (%)					
	Area 7 (n=500)	Calgary (n=6,023)		Area 7 (n=500)	Calgary (n=6,023)
Parks	84	85	Indoor ice rinks	19	17
Pathways	69	78	Outdoor ice rinks	19	15
Public Libraries	63	67	Running Track	18	22
Indoor swimming pools/Leisure aquatic facilities	63	61	Indoor rectangular fields	17	17
Playgrounds or tot lots	49	37	Multi-purpose rooms	16	19
Fitness facilities with weight training/ cardio equipment	45	53	Outdoor Tennis courts	15	19
Neighbourhood gathering places	41	42	Meeting rooms	13	16
Gymnasiums	34	30	Classrooms	11	22
Performance theatres or stages	30	44	Outdoor ball diamonds	10	13
Outdoor rectangular fields	27	32	Arts centres or arts studios	6	8
Indoor ice rinks	26	30	Dance studios	5	4
Outdoor ice rinks	26	29	Squash/Racquetball courts	3	2

The amenity use patterns of Area 7 residents closely reflect their perceived level of involvement and activity profiles. As in all areas, parks and pathways are the most commonly used amenities, likely because they are located throughout the city, are multi-purpose and have no cost. Residents use many of the listed recreation and leisure amenities at similar lower levels than do Calgarians as a whole, with the notable exception of playgrounds/tot lots. Accessibility may account for some this disparity, particularly in the case of pathways and performance theatres.

The specific amenities that residents of Area 7 use can be found in the main RAGA Report; a listing of the top 5 most frequently used amenities in each category is provided in Appendix A.

## Perceived Recreation and Leisure Amenity Gaps

To gain an understanding of community perspectives on possible gaps in available recreation and leisure amenities, survey respondents were asked to identify amenities that they thought were needed within their areas.

On the whole, a considerable portion of respondents from Area 7 (49%) suggested that nothing was needed, which is similar to the city as a whole (47%). Perhaps not surprisingly, a leisure centre and an indoor swimming pool were the most frequently mentioned amenities needed in Area 7. This is consistent with previous research in this area of the city which has supported the development of the Genesis Centre of Community Wellness in response to community needs and preferences.

Table 6: Perceived Amenity Needs and Expectations (%)					
	Area 7 (n=500)	Calgary (n=6,023)		Area 7 (n=500)	Calgary (n=6,023)
Nothing	49	47	Gymnasium	3	3
A Southland/Village Square Leisure Centre	10	7	Dance studios	3	1
An indoor swimming pool	9	8	Gathering places for community residents	2	2
Indoor ice rink	6	9	Playgrounds/tot lots	2	1
Other	6	4	Aquatic/fitness Centre	2	2
Pathways	5	5	Classrooms	2	1
Indoor rectangular fields	5	3	Public golf course/golf facility	1	1
More facilities/amenities	4	3	A community centre	1	3
Parks	4	5	Performance theatres or stages	1	1
A leisure aquatic pool/wave pool/lazy river	4	3	Outdoor tennis	1	1
A(nother) regional recreation facility	4	6	Indoor tennis	1	1
Multi-purpose room	4	2	Squash/racquetball	1	1
A public library branch	4	2	Running track/indoor/outdoor	1	1
Arts centres or arts studios	3	2	Outdoor ball diamonds	1	1
Outdoor rectangular fields	3	2	Skateboard park	1	1
Outdoor ice rinks	3	4	Outdoor pool	0	1

## Summary and Conclusion

The research conducted as part of RAGA suggests a number of important considerations that must be made when thinking about recreation amenity planning and delivery in Calgary. Broad trends, such as the growing, aging and diversifying population will impact the demand for various recreation and leisure opportunities throughout the city. However, one of the key benefits of RAGA is the demonstration of how different regions of the city in terms of involvement, activities, barriers and perceived amenity gaps. Such knowledge offers a great deal of insight for recreation and leisure service providers in the public, private and not-for-profit sectors alike.

As has been shown, Area 7 has some similarities to the rest of Calgary, but also has some particular characteristics that set it apart from other areas of the city, including:

- Significant population growth over the next two decades, coupled with increasing ethnic diversity of residents
- Lower than average household incomes
- Lower levels of involvement in recreation and leisure activities
- Lower levels of satisfaction with the variety, amount, location and affordability of recreation opportunities
- Lower usage of many recreation amenities

While there was no single barrier that emerged as particularly pervasive, when asked about activities that they might consider pursuing, facility based interests were the most commonly mentioned.

The Genesis Centre of Community Wellness will go a long way toward addressing the needs and preferences of residents in Area 7 communities, and toward building a recreation and leisure infrastructure that can respond to the growing and shifting demands of a changing Calgary population.

## Recreation Amenities Gap Analysis Summary Report Area 7

### Appendix A: Amenities used most often by Area 7 survey respondents (Top 5 for each amenity type)

Parks (n=437)		Pathways (n=421)		Indoor Swimming Pools or Leisure Aquatic Facilities (n=305)		Public Libraries (n=356)		Playgrounds/Tot Lots (n=210)		Fitness Facilities (n=294)	
Facility	%	Facility	%	Facility	%	Facility	%	Facility	%	Facility	%
In community	40	In community	67	Village Square Leisure Centre	76	Village Square	86	In community	82	Village Square Leisure Centre	34
Other	35	Other	16	Bob Bahan Aquatic and Fitness Centre	5	Downtown/Central/WR Castell	7	Other	16	World Health Club	11
Bowness Park	6	Bow River Pathway	5	Other	4	Don't know	2	Don't know	2	Spa Lady	7
Prince's Island Park	5	Prince's Island Park	4	Cardel Place	4	Cardel Place	2	Total	100	Don't know	7
Fish Creek Provincial Park	3	Don't know	3	Don't know	3	Other	1			Good Life Fitness	7
Total	89	Total	95	Total	92	Total	98				
Neighbourhood Gathering Places (n=238)		Performance Theatres and Stages (n=271)		Outdoor Rectangular Fields (n=164)		Indoor Ice Rinks (n=162)		Gymnasiums (n=181)		Outdoor Ice Rinks (n=173)	
Facility	%	Facility	%	Facility	%	Facility	%	Facility	%	Facility	%
Community Centres	73	Calgary Centre for Performing Arts/Theatre Calgary	21	Community	55	Village Square Leisure Centre	48	Village Square Leisure Centre	44	In community/centre	55
Parks	14	Jubilee Auditorium	19	Other	16	Don Hartman Arena (NESS)	21	Other	28	Park/Lake	26
Other	5	Other	14	School	13	Don't know/Refused	8	Don't know/Refused	11	Don't know	11
Don't know	4	Stage West	14	Don't know	11	U of C- Olympic Oval	5	Community centres	6	Other	4
Churches-Misc	4	Jack Singer Concert Hall/Epcore Centre	13	Shouldice Athletic Park	1	Other	3	Schools	3	Olympic Plaza	3
Total	100	Total	81	Total	96	Total	85	Total	92	Total	99
Outdoor Ball Diamonds (n=178)		Running Tracks (n=178)		Multi-Purpose Rooms (n=178)		Arts Centres/Arts Studios Rooms (n=118)		Indoor Rectangular Fields (n=86)		Outdoor Tennis Courts (n=109)	
Facility	%	Facility	%	Facility	%	Facility	%	Facility	%	Facility	%
Other	65	Other	57	Community Centres	29	Don't know/Refused	34	Calgary Soccer Centre	42	Other	52
School (not post secondary)	19	Talisman Centre	12	Other	27	Downtown- Unspecified	16	Other	21	In community	43
Don't know	12	Don't know	10	Don't know/Refused	11	Other	13	Don't know	15	Don't know	5
Shouldice Park	1	Village Square Leisure Centre	7	Talisman centre	8	Glenbow Museum	9	Calgary NE Sports Facility	10		
Optimist Athletic park	1	U of C- Olympic Oval	4	Churches	6	Community Centres	5	Village Square Leisure Centre	7		
Total	98	Total	90	Total	81	Total	77	Total	95		100
Classrooms (n=76)		Dance Studios (n=76)		Indoor Tennis Courts (n=22)		Meeting Rooms (n=76)		Squash and Racquetball Courts (n=76)			
Facility	%	Facility	%	Facility	%	Facility	%	Facility	%		
Schools	21	Other Community Centres	35	Village Square Leisure Centre	37	Other community centres	34	Other	45		
Don't know	21	Private Facility/Studio	23	Don't know	30	Don't know	15	Don't know	26		
Other	18	Village Square Leisure Centre	13	Other	26	Village Square Leisure Centre	15	U of C	16		
SAIT	13	Don't know/Refused	10	U of C	7	Workplace (offices)	13	Village Square Leisure Centre	6		
U of C	12	Other	8	Tennis Academy	0	Churches	10	Mount Royal College	3		
Total	85	Total	89	Total	100	Total	87	Total	96		