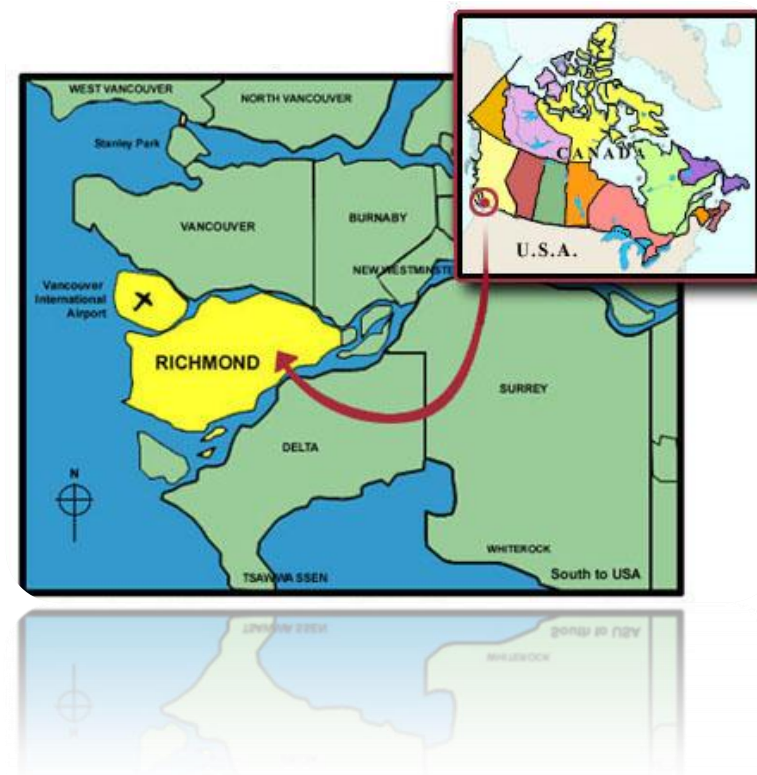


Appendix A – City-Wide Data Tables

Q1. What do you like best about living in Richmond?

Like Best About Living In Richmond	Percent
Natural setting	33%
Shopping or retail options within Richmond	25%
Close to other cities	18%
Diversity	12%
The people that live here	11%
Close to the airport	9%
Park services - parks and trails	8%
The quality of urban development	6%
Recreation services - recreational facilities and services	5%
Affordability	5%
Job and business opportunities	4%
Culture services	3%
Relatives/Friends live there	3%
Educational services	2%
Chinese Community	2%
Convenience	2%
Transportation	2%
Quiet	2%
Clean/No Pollution	2%
Health services	1%
No Reason Given	1%
Other	9%
Base sample (n)*	1268



*Note: Respondents could provide more than one response to this question

In this section of the survey we would like to focus on some of Richmond's public outdoor areas - such as parks, playgrounds, and nature trails. In the next few questions, I would like to ask you about some of the activities you or members in your household may do in these areas.

Q2. For the following activities, please indicate how often you or members of your household do this activity in one of Richmond's public parks, playgrounds, or nature trails.

Frequency of Participation in Activity	Frequently	Occasionally	Hardly Ever	Never	Base sample (n)
Walk or run	49%	34%	11%	7%	1320
Cycling for recreation or exercise	21%	27%	17%	34%	1315
Socialize outdoors	20%	36%	20%	23%	1317
Play organized or informal outdoor sports	15%	24%	21%	39%	1316
Play at a public children's playground outside of school play time in Richmond	19%	21%	18%	42%	1314
Visit Richmond Nature Park, an interpretative and educational park in Richmond	10%	34%	29%	27%	1303
Attend outdoor community events in one of Richmond's public parks	13%	36%	25%	27%	1316

IF 'FREQUENTLY' OR 'OCCASSIONALLY' IN Q2:

Q3. For those activities that you or members in your household do frequently or occasionally, where do you typically go to do this activity?

Location of Activity Participated In	Walk or Run	Cycling for recreation or exercise	Socialize outdoors	Play organized or informal outdoor sports	Play at a public children's playground	Attend outdoor community events
Major park	30%	21%	39%	38%	24%	51%
Neighbourhood park	61%	53%	60%	62%	77%	52%
Trail	27%	40%	12%	9%	7%	6%
Somewhere else (other)	2%	3%	3%	2%	2%	1%
Base sample (n)*	1074	609	704	479	491	583

*Note: Respondents could provide more than one response to this question

Q4. And is there anything that prevents or discourages you or anyone else in your household from doing the following more often?

Existence of Barriers or Disincentives to Activity	Yes	No	Base sample (n)
Walking or running in one of Richmond's public parks or trails	22%	78%	1314
Cycling for recreation or exercise in one of Richmond's public parks or trails	16%	84%	1305
Socializing outdoors in one of Richmond's public parks, playgrounds, or trails	13%	87%	1307
Playing organized or informal outdoor sports in one of Richmond's public parks	12%	88%	1302
Playing at a public children's playground outside of school play time in Richmond	9%	91%	1285
Visiting Richmond Nature Park, an interpretive and educational park in Richmond	15%	85%	1300
Attending outdoor community events in one of Richmond's public parks	14%	86%	1302

IF 'YES' IN Q4: Q5. What prevents you or anyone else in your household from doing this more often?

Type of Barriers or Disincentives to Activity	Walking or Running	Cycling for recreation or exercise	Socializing outdoors	Playing organized or informal outdoor sports	Playing at a public children's playground	Visiting Richmond Nature Park	Attending outdoor community events
Not enough time	33%	30%	46%	48%	54%	50%	53%
Awareness	1%	1%	1%	7%	1%	8%	16%
Distance or transportation	14%	12%	16%	11%	9%	29%	10%
Accessibility or mobility	11%	6%	1%	5%	4%	5%	3%
Lack of facilities	5%	2%	3%	6%	3%	1%	1%
Cost - too expensive	2%	0%	1%	1%	2%	2%	1%
Preference	2%	3%	7%	5%	4%	4%	6%
Comfort level	15%	17%	8%	4%	10%	2%	7%
Language is a barrier	0%	0%	2%	0%	1%	1%	2%
Dogs	7%	2%	0%	0%	0%	0%	0%
Health/Age	0%	10%	0%	9%	0%	0%	0%
Cleanliness	6%	0%	3%	0%	0%	0%	0%
Other	13%	18%	20%	7%	14%	7%	11%
None/ Don't know	2%	1%	2%	1%	3%	2%	2%
Base sample (n)*	291	210	167	157	119	198	185

*Note: Respondents could provide more than one response to this question

Q6. Do you think that the City of Richmond currently offers enough and adequate parks, playgrounds, and trails for you or members in your household?

Feel City Offers Enough and Adequate Parks, Playgrounds, and Trails	Percent
Yes	83%
No	17%
Base sample (n)	1235

In this section of the survey we would like to focus on some of Richmond's recreational and cultural facilities and how often or little you or members in your household make use these facilities.

Q7. For the following activities, please indicate how often you or members in your household do this activity. You may choose between “frequently”, “occasionally”, “hardly ever”, and “never” for each activity.

Frequency of Participation in Activity	Frequently	Occasionally	Hardly Ever	Never	Base sample (n)
Visit Richmond's Arts Centre and/or Richmond Art Gallery	5%	31%	25%	39%	1300
Visit Richmond Museum, Steveston Museum, or one of Richmond heritage sites	7%	32%	28%	34%	1308
Visit one of Richmond's indoor or outdoor public swimming pools	23%	33%	20%	24%	1323
Visit one of Richmond's ice arenas	11%	27%	23%	39%	1316
Visit one of Richmond's public libraries	48%	33%	9%	9%	1323
Visit Gateway Theatre	6%	31%	25%	37%	1307
Visit Minoru Place Seniors Activity Centre	8%	14%	15%	62%	1318
Visit one of Richmond's eight Community Centres	28%	32%	15%	25%	1307

IF 'FREQUENTLY' OR 'OCCASSIONALLY' IN Q7 'VISIT ONE OF RICHMOND'S EIGHT COMMUNITY CENTRES':

Q8. And which of the following things do you or members in your household typically do at a community centre?

Activities Typically Done at a Community Centre	Yes	No	Base sample (n)
To use the washroom	78%	22%	777
Use the fitness facility	52%	48%	773
Go to a registered program	44%	56%	771
Hang out or gather or socialize with friends	42%	58%	777
Go to a drop-in program	41%	59%	774
Attend meetings or functions of other community organizations	34%	66%	775
Book a room or attend a private function	27%	73%	776
Use licensed preschool or out-of-school care	13%	87%	772
Something else (other)	6%	94%	768

Q9. And is there anything that prevents or discourages you or anyone in your household from doing the following more often?

Existence of Barriers or Disincentives to Visiting	Yes	No	Base sample (n)
Richmond's Arts Centre or Richmond Art Gallery	25%	75%	1300
Richmond Museum, Steveston Museum, or one of Richmond's heritage sites	22%	78%	1291
One of Richmond's indoor or outdoor public swimming pools	22%	78%	1315
One of Richmond's ice arenas	14%	86%	1297
One of Richmond's public libraries	12%	88%	1322
Gateway Theatre	18%	82%	1296
Minoru Place Seniors Activity Centre	12%	88%	1267
One of Richmond's eight Community Centres	15%	85%	1300

IF 'YES' TO Q9: Q10. If yes, probe for reason(s)

Type of Barriers or Disincentives to Visiting	Richmond's Arts Centre or Richmond Art Gallery	Richmond Museum, Steveston Museum, or one of Richmond's heritage sites	One of Richmond's indoor or outdoor public swimming pools	One of Richmond's ice arenas	One of Richmond's public libraries	Gateway Theatre	Minoru Place Seniors Activity Centre	One of Richmond's eight Community Centres
Not enough time	42%	42%	33%	50%	47%	39%	46%	55%
Awareness	16%	18%	4%	4%	3%	16%	18%	8%
Distance or transportation	11%	12%	7%	5%	12%	10%	10%	9%
Accessibility or mobility	2%	3%	2%	2%	4%	3%	1%	1%
Lack of facilities	1%	1%	4%	1%	2%	1%	2%	2%
Cost - too expensive	6%	6%	4%	3%	1%	16%	3%	1%
Preference - prefer to go elsewhere	13%	9%	14%	11%	4%	7%	10%	10%
Comfort level	1%	2%	6%	2%	1%	1%	3%	1%
Language is a barrier	5%	7%	2%	3%	6%	4%	5%	4%
Do not swim	0%	0%	5%	0%	0%	0%	0%	0%
Cleanliness	0%	0%	13%	0%	0%	0%	0%	0%
Health/Age	0%	0%	5%	5%	0%	0%	0%	0%
Too Crowded	0%	0%	6%	0%	7%	0%	0%	0%
Do not skate	0%	0%	0%	9%	0%	0%	0%	0%
Lack of books	0%	0%	0%	0%	5%	0%	0%	0%
Other	11%	10%	7%	6%	16%	10%	5%	11%
None/Don't know	2%	1%	1%	2%	1%	2%	3%	6%
Base sample (n)	328	287	290	182	160	231	151	191

*Note: Respondents could provide more than one response to this question

Q11. Do you think that the City of Richmond currently offers enough and adequate public facilities such as community centres, arenas, pools, museums, libraries, etc. for you or members in your household?

Feel City Offers Enough and Adequate Public Facilities	Percent
Yes	81%
No	19%
Base sample (n)	1240

In this section we would like to focus on the types of recreational, cultural, and instructional programs that are available at public facilities in Richmond.

Q12. For the following activities and programs, please indicate whether or not you or members in your household actively participated in any one of these in the past two years at a public facility in Richmond.

Frequency of Participation in Activity	Yes	No	Base sample (n)
Performing arts programs or drop-ins	21%	79%	1319
Visual arts or crafts programs or drop-ins	18%	82%	1323
Sports programs	29%	71%	1324
Fitness, wellness, or health programs or drop-ins	38%	62%	1322
Instructional programs	21%	79%	1324
Nature or outdoor programs or drop-ins	24%	76%	1321
Heritage programs or drop-ins	19%	81%	1313
Special events	43%	57%	1320
Casual physical activities	47%	53%	1268

Q13. And is there anything that prevents or discourages you or anyone in your household from participating in the following activities more often?

Existence of Barriers or Disincentives to Participation	Yes	No	Base sample (n)
Performing arts programs or drop-ins	25%	75%	1299
Visual arts or crafts programs or drop-ins	20%	80%	1306
Sports programs	18%	82%	1309
Fitness, wellness, or health programs or drop-ins	19%	81%	1306
Instructional programs	19%	81%	1305
Nature or Outdoor programs or drop-ins	17%	83%	1303
Heritage programs or drop-ins	18%	82%	1292
Special events in Richmond	19%	81%	1301
Casual physical activities	16%	84%	1213

IF 'YES' TO Q13: Q14. If yes, probe for reason(s)

Type of Barriers or Disincentives to Participation	Performing arts programs or drop-ins	Visual arts or crafts programs or drop-ins	Sports programs	Fitness, wellness or health programs or drop-ins	Instructional programs	Nature or outdoor programs or drop-ins	Heritage programs or drop-ins	Special events in Richmond	Casual physical activities
Not enough time	56%	57%	55%	58%	54%	60%	58%	52%	59%
Awareness	12%	15%	8%	10%	13%	14%	21%	22%	7%
Distance or transportation	6%	6%	5%	6%	7%	5%	4%	8%	6%
Accessibility or mobility	2%	3%	3%	4%	2%	2%	2%	1%	6%
Lack of facilities	0%	1%	2%	0%	0%	1%	1%	5%	0%
Cost - too expensive	5%	5%	2%	8%	5%	3%	4%	3%	2%
Preference	9%	8%	9%	3%	6%	6%	5%	1%	6%
Comfort level	2%	0%	1%	0%	0%	2%	1%	0%	1%
Language is a barrier	5%	6%	4%	6%	6%	4%	6%	4%	4%
Availability - programs were full or unavailable	3%	3%	4%	3%	3%	2%	0%	1%	2%
Lack of programs - no programs of interest are offered	4%	1%	4%	1%	2%	1%	1%	2%	2%
Timing	3%	4%	2%	3%	7%	2%	1%	1%	5%
Lack of information	2%	0%	0%	0%	0%	0%	0%	0%	0%
Crowded	1%	0%	0%	0%	0%	0%	0%	0%	0%
Health/Age	2%	0%	6%	4%	0%	0%	0%	0%	7%
Other	4%	5%	3%	2%	5%	4%	2%	8%	3%
None/Don't know	2%	2%	2%	1%	1%	1%	3%	3%	3%
Base sample (n)*	326	265	242	252	245	227	227	249	190

*Note: Respondents could provide more than one response to this question

Q15. Do you think that the City of Richmond currently offers enough and adequate public programs and drop-in activities for you or members in your household?

Feel City Offers Enough and Adequate Public Programs and Drop-In Activities	Percent
Yes	84%
No	16%
Base sample (n)	1100

Q16. In your opinion and experience, does the City of Richmond currently offer enough facilities, activities, or programs for the following groups?

*Note: This question was posed to only 50% of the entire survey sample

Feel City Offers Enough and Adequate Facilities, Activities, and Programs for these Groups	Yes	No	Base sample (n)*
Preschoolers	71%	29%	364
School aged children	76%	24%	431
Teenagers	66%	34%	383
Young adults	66%	34%	395
Adults	77%	23%	501
Seniors	77%	23%	440
Families	72%	28%	458
People with disabilities	66%	34%	299
New immigrants	70%	30%	376

Q17. Do you or anyone in your household currently volunteer in Richmond, for instance for a religious organization, a community organization, a charity organization, a sports/recreation organization, etc?

*Note: This question was posed to only 50% of the entire survey sample

Volunteer in Richmond	Frequency
Yes	37%
No	63%
Base sample (n)*	640

Q17a. What, if anything prevents or discourages you or members in your household from volunteering more of your time?

*Note: This question was posed to only 50% of the entire survey sample

Type of Barriers or Disincentives to Volunteerism	Percent
Nothing - I or we volunteer as much or as little of our time as we would like	38%
I or we don't have enough time	54%
I or we are unable to make a long-term commitment	1%
I or we have given enough time already	1%
No one has asked me or us	2%
I or we have given enough money already	0.2%
I or we have no interest in volunteering	1%
I or we are physically unable to volunteer	5%
I or we don't know how to get involved	1%
I or we can't afford to volunteer (cost)	1%
I or we are dissatisfied through a previous experience	0.3%
Language	1%
Other	2%
Don't know/rather not say	7%
Base sample (n)*	650

Q18. If you were to be looking for information about parks, recreation, and cultural facilities and services in Richmond, which of the following sources of information would you most likely turn to?

*Note: This question was posed to only 50% of the entire survey sample

Would Turn Here for Information	Yes	No	Base sample (n)*
Local newspapers	58%	42%	618
Ethnic newspapers	34%	66%	611
The City of Richmond website	58%	42%	619
The City of Richmond Parks, Recreation, and Culture Guide	61%	39%	616
A community centre, pool, or arena	54%	46%	614
Ask a friend or relative	55%	45%	625
The library	54%	46%	623
A school	28%	72%	616
Elsewhere (other)	5%	95%	618

Q19. In the past 3 months, have you seen or heard any information about parks, recreation, and cultural facilities and services in Richmond in any of the following ways?

*Note: This question was posed to only 50% of the entire survey sample

Have Seen or Heard About Parks, Recreation, or Cultural Facilities and Services In Past 3 Months	Yes	No	Base sample (n)*
In the news (radio, newspaper, or television)	54%	46%	656
Advertising (newspaper)	54%	46%	652
In ethnic media (newspapers)	34%	66%	630
On the City of Richmond website	30%	70%	623
At a City of Richmond facility	48%	52%	642
At a school	23%	77%	623
Through word-of-mouth	45%	55%	662
Elsewhere	4%	96%	658

Finally, we would like to ask you a few questions about you and your household that will help us better understand the results. Please rest assured that the survey is completely anonymous and we will not share any of your specific information with our client.

Q20. Which of the following best describes your household?	Percent
Single, no dependent children	14%
Single, with dependent children	6%
Couple, no dependent children	26%
Couple, with dependent children	53%
Live with roommate(s)	0%
Living with extended family or adult children	1%
Other	0%
Base sample (n)	1298

IF 'WITH DEPENDENT CHILDREN' IN Q20:

Q20b. Which of the following best describes your children's age or ages?	Yes	No	Base sample (n)
Preschooler	16%	84%	749
School aged	45%	55%	747
Teenager	35%	65%	747
Young adult	43%	57%	746

Q21. Is there currently anyone in your household who is in any way restricted in their physical mobility?	Percent
Yes	8%
No	92%
Base sample (n)	1311

Q22. What type of home do you currently live in?	Percent
House	56%
Duplex	2%
Townhouse	22%
Apartment or condominium	19%
Basement suite	0.3%
Other	0.2%
Base sample (n)	1280

Q23. Do you own or rent the residence you currently live in?	Percent
Own	85%
Rent	15%
Base sample (n)	1256

Q24. Which of the following does your annual, pre-tax household income fall into?	Percent
Less than \$25,000	18%
Between \$25,000 and \$50,000	29%
Between \$50,000 and \$75,000	19%
Between \$75,000 and \$100,000	17%
Between \$100,000 and \$125,000	8%
Between \$125,000 and \$150,000	3%
More than \$150,000	5%
Base sample (n)	836

Q25. Which of the following does your age fall into?	Percent
18 to 24 years old	5%
25 to 34 years old	8%
35 to 44 years old	22%
45 to 54 years old	27%
55 to 64 years old	21%
65 to 74 years old	11%
75 years old or older	6%
Base sample (n)	1277

Q26. How long have you lived in Canada?	Percent
Whole life	29%
More than 20 years	21%
Between 10 and 20 years	30%
Between 5 and 10 years	11%
Less than 5 years	8%
Base sample (n)	1297

Q27. Which of the following ethnic groups – as defined by Statistics Canada – do you consider yourself to belong to?	Percent
Aboriginal	0%
Arab/West Asian	1%
Black	1%
Chinese	45%
Filipino	2%
Japanese	1%
Korean	0%
Latin American	1%
South Asian	10%
South East Asian	2%
Caucasian	34%
Other	1%
Two or more ethnicities	1%
Base sample (n)	1304

Q28. Gender	Percent
Female	64%
Male	36%
Base sample (n)	1328

Qe. How long have you been living in Richmond?	Percent
Less than one year	4%
Between 1 and 5 years	18%
Between 5 and 10 years	17%
More than 10 years	61%
Base sample (n)	1328