

# Appendix J – Survey Instrument

Qa. Language survey is administered in **[CODE]**

1. English
2. Mandarin
3. Cantonese
4. Punjabi
5. Tagalog
6. Other

**[IF “OTHER”, THEN:]** Unfortunately we currently only offer these languages for the survey. Would you be willing to do the survey in one of these languages? **[YES: CONTINUE, NO: THANK & TERMINATE]**

## **[INTRODUCTION]**

Good \_\_\_\_\_. My name is \_\_\_\_\_ and I am calling on behalf of Concerto Research, a BC-based public opinion research company. Let me assure you we are not selling anything. We are calling you about “The 2008 Richmond Community Needs Survey”, a study focused on current community facilities and services in Richmond and we would greatly appreciate your input. This is strictly a public opinion study, and your participation will help improve overall services in your community.

Do you have a few minutes to help us with the survey now or should I try at a better time?

**[IF ASKED HOW LONG THE SURVEY IS:]** The survey is about 12-14 minutes.

**[IF ASKED WHAT THE TOPIC IS:]** That will be revealed to you shortly in the survey itself, as it is important that we survey a wide range of residents, not just those with strong opinions on the topic.

**[IF CONCERNED ABOUT SURVEY AUTHENTICITY:]** “If you would like to confirm the authenticity of this survey, you can do so by contacting the Market Research and Intelligence Association, of which Sensus Research is a member, at 1-800-554-9996 and giving them this survey’s registration number: C109-08093.”

IF ASKED ABOUT SPONSOR: “This survey is being conducted by the Parks, Recreation, and Culture services department of the City”.

**[IF NO, SET UP CALL-BACK]**

**[IF YES:]** Great! First, just a quick question to ensure you qualify.

Qb I need to speak to someone in the household who is at least 18 years of age. Would that include you? **[IF NO:]** Can I speak to someone who is 18 years or older? **[REPEAT INTRO]**

Qc Since this is an important community study, we want to make sure that we speak to Richmond residents from all neighbourhoods. Could we have the first three digits of your postal code for this purpose? **[RECORD. IF REFUSED: THANK & TERMINATE]**

\_\_\_\_\_ [\[Note: quotas will be set to collect enough sample in each of the 7 regions\]](#)

Qd. And lastly, do you or does anyone in your household work for the City of Richmond? 1. Yes [THANK & TERMINATE] 2. No [CONTINUE]

Qe. How long have you been living in Richmond? [DO NOT READ / CODE BELOW]

1. Less than one year
  2. Between 1 and 5 years
  3. Between 5 and 10 years
  4. More than 10 years
99. NA [THANK AND END]

Q1 What do you like best about living in Richmond? **[DO NOT READ, USE PRECODES. IF HESITANT OR UNSURE, READ SOME SUGGESTED OPTIONS FROM LIST BELOW. SELECT ALL THAT APPLY. NO PROBING REQUIRED]**

1. Natural setting (climate, proximity to the ocean and mountains, etc.)
2. Diversity
3. Close to other cities like Vancouver, Surrey, Delta, etc.
4. Shopping/retail options within Richmond
5. Close to the airport
6. The quality of urban development (e.g. architecture, infrastructure, engineering works, etc.)
7. Park services – parks, trails, etc.
8. Recreation services – recreational facilities and services (sports grounds, arenas, pools, etc.)
9. Culture services – cultural services (museums, heritage sites, etc.)
10. Affordability
11. Educational services
12. Health services
13. Job and/or business opportunities
14. The people that live here
15. Other **[Specify:]** \_\_\_\_\_

**[RANDOMIZE SECTIONS 2, 3, AND 4]**

**[Section 2: Outdoor Activities]**

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 that you or members in your household may do in these areas.

Q2 For the following activities, please indicate how often you or members in your household do this activity in one of Richmond’s **public** parks, playgrounds, or nature trails. You may choose between “**frequently**”, “**occasionally**”, “**hardly ever**”, and “**never**” for each activity. **[ALWAYS START WITH A, RANDOMIZE B-G]**

		Frequently	Occasionally	Hardly Ever	Never
<b>A</b>	Walk or run in one of Richmond’s public parks or trails	1	2	3	4
<b>B</b>	Cycling for recreation or exercise in one of Richmond’s public parks or trails	1	2	3	4
<b>C</b>	Socialize outdoors in one of Richmond’s public parks, playgrounds, or trails	1	2	3	4
<b>D</b>	Play organized or informal outdoor sports in one of Richmond’s public parks	1	2	3	4
<b>E</b>	Play at a public children’s playground outside of school play time in Richmond	1	2	3	4
<b>F</b>	Visit <i>Richmond Nature Park</i> , an interpretative and educational park in Richmond	1	2	3	4
<b>G</b>	Attend outdoor community events in one of Richmond’s public parks	1	2	3	4

Q3 For those activities that you or members in your household do **frequently** or **occasionally**, where do you typically go to do this activity; A **major park**, such as Minoru Community Park, Garry Point Community Park, King George/Cambie Community Park, etc., a **smaller neighbourhood school park**, or a **public trail**, such as the Dyke Trails, the Shell Road Trail, East Richmond Trails, etc. ? [SEE PARKS & TRAILS LIST. ONLY INCLUDE “FREQUENT” AND “OCCASIONAL” ACTIVITIES FROM Q2. EXCLUDE Q2F. PRESERVE ORDER FROM Q2] [SELECT ALL THAT APPLY]

		Major Park	Neighbourhood Park	Trail	Other
A	Walk or run	1	2	3	4
B	Cycling for recreation or exercise	1	2	3	4
C	Socialize outdoors	1	2	3	4
D	Play organized or informal outdoor sports	1	2	3	4
E	Play at a public children’s playground outside of school play time	1	2	3	4
F					
G	Attend outdoor community events	1	2	3	4

Q4 And is there anything that **prevents or discourages** you or anyone else in your household from **[INSERT Q2A]** more often? And what about, **[PRESERVE ORDER FROM Q2]**

		No	Yes	Q5 [IF YES, PROBE FOR REASON(S) AND CODE FROM LIST]	[CODING LIST. DO NOT READ]
<b>A</b>	Walking or running in one of Richmond's public parks or trails	2	1	<b>A</b>	1. Not enough time <b>[PROBE:]</b> Is there anything other than lack of time that prevents or discourages you from doing this activity more often in a public area?
<b>B</b>	Cycling for recreation or exercise in one of Richmond's public parks or trails	2	1	<b>B</b>	
<b>C</b>	Socializing outdoors in one of Richmond's public parks, playgrounds, or trails	2	1	<b>C</b>	2. Awareness – not aware of a location to do this activity
<b>D</b>	Playing organized or informal outdoor sports in one of Richmond's public parks	2	1	<b>D</b>	3. Distance/Transportation – e.g. too far away, no transit access, not enough parking
<b>E</b>	Playing at a public children's playground outside of school play time in Richmond	2	1	<b>E</b>	4. Accessibility/mobility – Can't physically go there/use the facility
<b>F</b>	Visiting <i>Richmond Nature Park</i> , an interpretative and educational park in Richmond	2	1	<b>F</b>	5. Lack of facilities – e.g. washrooms
<b>G</b>	Attending outdoor community events in one of Richmond's public parks	2	1	<b>G</b>	6. Cost – too expensive
					7. Preference – prefer to do this activity elsewhere
					8. Comfort level – e.g. safety, cultural differences, etc.
					9. Language is a barrier
					10. Other <b>[Specify:]</b> _____

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? **[READ]**

1. Yes
2. No

**[IF NO:]**

Q6b. What makes you say that? **[RECORD VERBATIM]** \_\_\_\_\_




**[Section 3: Community Facilities]**

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. **[RANDOMIZE A-G. ALWAYS ASK H LAST]**

		Frequently	Occasionally	Hardly Ever	Never
<b>A</b>	Visit Richmond's Arts Centre and/or Richmond Art Gallery	1	2	3	4
<b>B</b>	Visit <i>Richmond Museum</i> , <i>Steveston Museum</i> or one of Richmond heritage cites, such as <i>London Heritage Farm</i> , <i>Britannia Heritage Shipyard</i> , etc.	1	2	3	4
<b>C</b>	Visit one of Richmond's indoor and/or outdoor <u>public</u> swimming pools	1	2	3	4
<b>D</b>	Visit one of Richmond's ice arenas	1	2	3	4
<b>E</b>	Visit one of Richmond's public libraries	1	2	3	4
<b>F</b>	Visit <i>Gateway Theatre</i>	1	2	3	4
<b>G</b>	Visit <i>Minoru Place Seniors Activity Centre</i>	1	2	3	4
<b>H</b>	Visit one of Richmond's eight Community Centres <b>[SEE CENTRE LIST]</b>	1	2	3	4



**[IF 1 OR 2 TO Q7H:]**

Q8 And which of the following things do you or members in your household typically do at a **community centre**? **[READ 1-8. SELECT ALL THAT APPLY]**

1. Use the fitness facility
2. Go to a drop-in program
3. Go to a registered program
4. Use licensed preschool or out-of-school care
5. Hang out/ gather / socialize with friends
6. Attend meetings or functions of other community organizations (for instance the Richmond Youth Soccer AGM, SUCCESS meetings, etc.)
7. Book a room or attend a private function
8. To use the washroom
9. Other **[Specify:]** \_\_\_\_\_

Q9 And is there anything that prevents or discourages you or anyone in your household from **[PRESERVE ORDER FROM Q7, INSERT FIRST ACTIVITY]** more often? And what about, **[PRESERVE ORDER FROM Q7]**

		No	Yes	Q10 [IF YES, PROBE FOR REASON(S) AND CODE FROM LIST]	[CODING LIST. DO NOT READ]
<b>A</b>	Visiting Richmond's Arts Centre and/or Richmond Art Gallery	2	1	<b>A</b>	1. Not enough time <b>[PROBE:]</b> Is there anything other than lack of time that prevents or discourages you from doing this activity more often?
<b>B</b>	Visiting <i>Richmond Museum, Steveston Museum</i> or one of Richmond heritage sites	2	1	<b>B</b>	2. Awareness – not aware of this facility
<b>C</b>	Visiting one of Richmond's indoor and/or outdoor <u>public</u> swimming pools	2	1	<b>C</b>	3. Distance/Transportation – e.g. too far away, no transit access, not enough parking
<b>D</b>	Visiting one of Richmond's ice arenas	2	1	<b>D</b>	4. Accessibility/mobility – Can't physically go there/use the facility
<b>E</b>	Visiting one of Richmond's public libraries	2	1	<b>E</b>	5. Lack of facilities – e.g. washrooms, meeting space, sit-down areas, food/drink options, etc.
<b>F</b>	Visiting <i>Gateway Theatre</i>	2	1	<b>F</b>	6. Cost – too expensive
<b>G</b>	Visiting <i>Minoru Place Seniors Activity Centre</i>	2	1	<b>G</b>	7. Preference – prefer to go elsewhere
<b>H</b>	Visiting one of Richmond's eight Community Centres <b>[SEE CENTRE LIST]</b>	2	1	<b>H</b>	8. Comfort level – e.g. safety, cultural differences, etc.
					9. Language is a barrier
					10. Other <b>[Specify:]</b> _____

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? **[READ]**

1. Yes
2. No

**[IF NO:]**

Q11b. What makes you say that? **[RECORD VERBATIM]** \_\_\_\_\_

**[Section 4: Community Programs]**

In this section of the survey 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 one **in the past 2 years** at a public facility in Richmond. **[RANDOMIZE A-H]**

		Yes	No
<b>A</b>	Performing arts programs or drop-ins such as dance classes, musical theatre, etc. at a public facility in Richmond	1	2
<b>B</b>	Visual arts or crafts programs or drop-ins such as drawing and painting, clay, weaving, etc. at a public facility in Richmond	1	2
<b>C</b>	Sports programs such as volleyball, Youth Basketball, Hockey, Lacrosse, etc. with a trainer or instructor at a public facility in Richmond	1	2
<b>D</b>	Fitness, wellness, or health programs or drop-ins at a public facility in Richmond	1	2
<b>E</b>	Instructional programs such as learn-to-skate, computer classes, First Aid, , Cooking, etc. at a public facility in Richmond	1	2
<b>F</b>	Nature or Outdoor programs or drop-ins such as cycling or walking programs, nature based daytrips, etc. at a public facility in Richmond	1	2
<b>G</b>	Heritage programs or drop-ins such as exhibitions, talks, workshops, heritage bus trips, etc. at a public facility in Richmond	1	2
<b>H</b>	Special Events such as Asian Heritage Month activities, Nibbles & Bites, the Salmon Festival, etc. in Richmond	1	2
<b>I</b>	Casual physical activities, such as public swimming, public skating, pick-up basketball, drop-in badminton, etc at a public facility in Richmond	1	2

Q13 And is there anything that prevents or discourages you or anyone in your household from participating in **[PRESERVE ORDER FROM Q12, INSERT FIRST ACTIVITY]** more often? And what about, **[PRESERVE ORDER FROM Q12Error! Reference source not found.]**

		No	Yes	Q14 [IF YES, PROBE FOR REASON(S) AND CODE FROM LIST]	[CODING LIST. DO NOT READ]
<b>A</b>	Performing arts programs or drop-ins at a public facility in Richmond	2	1	<b>A</b>	1. Not enough time <b>[PROBE:]</b> Is there anything other than lack of time that prevents or discourages you from doing this activity or programs more often?
<b>B</b>	Visual arts or crafts programs or drop-ins at a public facility in Richmond	2	1	<b>B</b>	2. Awareness – not aware of a location to do this activity
<b>C</b>	Sports programs at a public facility in Richmond	2	1	<b>C</b>	3. Distance/Transportation – e.g. too far away, no transit access, not enough parking
<b>D</b>	Fitness, wellness, or health programs or drop-ins at a public facility in Richmond	2	1	<b>D</b>	4. Accessibility/mobility – Can't physically go there/use the facility
<b>E</b>	Instructional programs at a public facility in Richmond	2	1	<b>E</b>	5. Lack of facilities – e.g. washrooms
<b>F</b>	Nature or Outdoor programs or drop-ins at a public facility in Richmond	2	1	<b>F</b>	6. Cost – too expensive
<b>G</b>	Heritage programs or drop-ins at a public facility in Richmond	2	1	<b>G</b>	7. Preference – prefer to go elsewhere
<b>H</b>	Special Events in Richmond	2	1	<b>H</b>	8. Comfort level – e.g. safety, cultural differences, etc.
					9. Language is a barrier
					10. Availability – programs were full/unavailable
					11. Lack of programs – no programs of interest are offered <b>[PROBE: “what programs would you be interested in?” _____]</b>

I Casual physical activities

2

1

I

12. Timing – programs are offered at inconvenient times

13. Other **[Specify:]** \_\_\_\_\_

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? **[READ]**

1. Yes
2. No

**[IF NO:]**

Q15b. What makes you say that? **[RECORD VERBATIM]** \_\_\_\_\_

**[Section 5: Offerings for different groups & Volunteerism]****[PRESENT HALF THE SAMPLE WITH Q16 AND HALF THE SAMPLE WITH Q17 AND Q17a]**

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

**[READ A-I]**

a. Preschoolers	1. Yes	2. No	99. DK
b. School aged children	1. Yes	2. No	99. DK
c. Teenagers	1. Yes	2. No	99. DK
d. Young adults	1. Yes	2. No	99. DK
e. Adults	1. Yes	2. No	99. DK
f. Seniors	1. Yes	2. No	99. DK
g. Families	1. Yes	2. No	99. DK
h. People with disabilities	1. Yes	2. No	99. DK
i. New immigrants	1. Yes	2. No	99. DK



\*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/recreational organization, etc.)?

1. Yes
2. No

\*Q17a What, if anything, prevents or discourages you or members in your household from volunteering more of your time? **[DO NOT READ. CODE FROM LIST]**

1. Nothing – I/we volunteer as much/little of our time as we would like
2. I/we don't have enough time
3. I/we are unable to make a long-term commitment
4. I/we have given enough time already
5. No one asked me/us
6. I/we have given enough money already
7. I/we have no interest in volunteering
8. I/we are physically unable to volunteer
9. I/we don't know how to get involved
10. I/we can't afford to volunteer (cost)
11. I/we are dissatisfied through a previous experience
12. Other **[Specify:]** \_\_\_\_\_

**[Section 6: Sources of Information]****[PRESENT HALF THE SAMPLE WITH Q18 AND HALF THE SAMPLE WITH Q19]**

**\*\*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? **[READ 1-9. SELECT ALL THAT APPLY.]**

1. Local newspapers
2. Ethnic newspapers (Ming Pao, World Journal, etc.)
3. The City of Richmond website
4. The City of Richmond *Parks, Recreation, and Culture Guide*
5. A community centre, pool, or arena
6. Ask a friend or relative
7. The library
8. A school
9. Other – please specify: \_\_\_\_\_

**\*\*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? **[READ 1-8. SELECT ALL THAT APPLY.]**

1. In the news (radio, newspaper, television)
2. Advertising (newspaper)
3. In ethnic media (newspapers)
4. On the City of Richmond website
5. At a City of Richmond facility (community centre, Arena, etc.)
6. At a school
7. Through word-of-mouth
8. Other – please specify: \_\_\_\_\_

**[Section 7: Demographics]**

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 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? **[READ 1-6]**

1. Single, no dependent children
2. Single with dependent children
3. Couple, no dependent children
4. Couple with dependent children
5. Live with roommate(s)
6. Other **[Specify:]** \_\_\_\_\_

**[IF 2 OR 4:]**

Q20b Which of the following best describes your children's age or ages? **[READ 1-4. SELECT ALL THAT APPLY]**

1. Preschooler
2. School aged
3. Teenager
4. Young adult

Q21 Is there currently anyone in your household who is in any way restricted in their physical mobility?

1. Yes
2. No

Q22 What type of home do you currently live in? **[READ 1-5]**

1. house
2. duplex
3. townhouse
4. apartment/condominium
5. Other – please specify: \_\_\_\_\_

Q23 Do you own or rent the residence you currently live in? **[CODE]**

1. Own
2. Rent

Q24 Which of the following categories does your annual, pre-tax **household** income fall into? [READ 1-7 UNTIL RESPONDENT ANSWERS]

1. less than \$25,000
2. between \$25,000 and \$50,000
3. between \$50,000 and \$75,000
4. between \$75,000 and \$100,000
5. between \$100,000 and \$125,000
6. between \$125,000 and \$150,000
7. more than \$150,000
8. prefer not to say

Q25 Which of the following does your age fall into:

1. 18-24 years
2. 25-34 years
3. 35-44 years
4. 45-54 years
5. 55-64 years
6. 65-74 years
7. 75 or older

Q26. How long have you lived in Canada?

1. Whole life
2. More than 20 years
3. Between 10 and 20 years
4. Between 5 and 10 years
5. Less than 5 years

Q27 Which of the following ethnic groups – as defined by **Statistics Canada** – do you consider yourself to belong to? **[READ 1-12, CHECK ALL THAT APPLY]**

1. Aboriginal (Inuit, Métis, North American Indian)
2. Arab/West Asian (for instance, Armenian, Egyptian, Iranian, Lebanese, Moroccan)
3. Black (for instance, African, Haitian, Jamaican, Somali)
4. Chinese
5. Filipino
6. Japanese
7. Korean
8. Latin American
9. South Asian (for instance, Indian, Pakistani, Bangladeshi)
10. South East Asian (for instance, Vietnamese, Indonesian, Malaysian)
11. White (Caucasian)
12. Other **[SPECIFY]** \_\_\_\_\_

**[DO NOT ASK. RECORD]**

Q28 Gender

1. Female
2. Male

That completes our survey today. Thank you for your valuable input. Once we have completed this portion of our research, we will be conducting some further in-depth research on similar topics that we covered today with a select group of people. Would you be interested in participating in this follow-up stage of our research in a few months?

1. No **[THANK AGAIN AND TERMINATE]**
2. Yes **[RECORD FIRST NAME AND TELEPHONE NUMBER OR EMAIL ADDRESS]**