



Residents' Satisfaction With The Sports and Recreation Department

Report prepared on behalf of the:





Table of Contents



CONTEXT	3
INFORMATION OBJECTIVES	4
METHODOLOGY	5
RESULTS	10
<i>ACTIVITIES AND PROGRAMMES: ENGAGEMENT AND WISHLIST</i>	15
<i>SATISFACTION: OVERALL AND BY SPECIFIC ACTIVITY, PROGRAMME, AND FACILITY</i>	17
IN SUM	34
APPENDIX: SOURCES OF STRONG DISSATISFACTION	37



Context



- **In Spring 2019, the City of Westmount decided to undertake an assessment of residents' satisfaction with the offerings of its Sports and Recreation Department.**
 - **To this effect, the services of the consulting firm were engaged to assist with the development of a survey instrument based upon input from the City, and to analyze data obtained by the City to produce the present report.**
 - **Data collection for the survey took place over a period of roughly 4 weeks over June and July 2019, culminating in feedback from a total of 265 Westmount residents.**
 - **Presented herein are the main findings and conclusions of this research initiative.**
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- **The scope of the research spanned the following information objectives:**
 1. **The activities and programmes offered by the Sports and Recreation Department in which households either currently participate or had participated in the past**
 2. **Satisfaction with:**
 - **The Sports and Recreation Department (at an overall level)**
 - **Westmount Recreation Centre (at an overall level)**
 - **Victoria Hall**
 - **Team sports for adults & children**
 - **Athletic disciplines for adults & children**
 - **Recreational activities for adults, children, & seniors**
 - **Indoor and outdoor skating rinks**
 - **Outdoor pool**
 - **Fitness rooms**
 - **Outdoor playing fields**
 - **Outdoor tennis courts**
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Information Objectives



3. Sources of dissatisfaction (amongst those expressing dissatisfaction with the Sports and Recreation Department at an overall level)
4. Desired activities and programmes not already offered within existing facilities
5. Desired sports and recreational facilities not currently offered by the City



Overview

- A survey letter invitation letter was distributed via Canada Post to every civic address (10,418 in total) within the City of Westmount in the week of May 27th, 2019.
 - The letter explained the context behind the survey and offered each household the opportunity to complete the survey (one complete per household) by one of two means: either online, via a hyperlink provided in the letter, or by pen and paper via hardcopy versions of the survey available at four locations:
 - Westmount City Hall
 - Westmount Public Library
 - Victoria Hall, and
 - Westmount Recreation Centre
 - A PIN code provided within the survey letter was required in order to access the online survey or for a completed hardcopy version of the survey to be entered and added to the results database.
 - Both the letter and survey were provided bilingually, allowing recipients to read and respond in the language of their choice.
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Questionnaire Design / Data Collection / Response Rate

- The survey itself was developed by the consulting firm, based upon an initial series of information objectives developed by the City.
 - Having commenced on June 3rd, data collection formally ended on June 28th, thereby allowing recipients approximately four weeks in complete the survey.
 - In total, 265 respondents completed the survey, the vast majority electing to do so online (93% online, 7% hardcopy). Based on a total of 10,418 households, this represents a response rate of 3% (compared to 13% and 9% respectively for the Indoor Pool and Shopping Arteries surveys conducted in 2017).
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Survey Duration / Completion Rate

- The average survey duration (online only) was 8 minutes, slightly higher than the 5 to 6 minute limit originally targeted.
- Of those who commenced the survey online, 20% failed to complete it (compared to dropout rates of roughly 5% observed for the Indoor Pool and Shopping Arteries surveys, the average durations of which were in the 10 minute range). Despite the higher drop-out rate, a completion rate of 80% is acceptable.



Results Extrapolation / Reporting

- Because every household had an equal chance to participate, the survey's findings can be extrapolated to represent, within a certain margin of error, the universe of City of Westmount households.
 - The maximum margin of error at a 95% level of confidence associated with a sample of 265 is $\pm 6.0\%$ (the "gold standard" is $\pm 5.7\%$).
 - Stated otherwise, results on the overall sample can be expected to be an accurate representation of the opinion of the universe of City of Westmount households to within $\pm 6.0\%$, 19 times out of 20.
 - Respondents were provided the option to select "not applicable" for questions that were not relevant to them. Results on questions answered by only a subset of respondents are necessarily subject to a greater margin of error than described above for the sample as a whole.
 - Results reported throughout the report may not sum to exactly 100% due to rounding error.
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RESULTS



ACTIVITIES AND PROGRAMMES: ENGAGEMENT & WISHLIST



- At close to 1-in-2 mentions each, soccer, various aquatics, and hockey lead the way in terms of activities and programmes in which Westmount households either currently participate, or have participated in in the past. At roughly 1-in-3, skating and tennis form a second tier of participation (either past or present), with all other activities and programmes seeing mentions by fewer than 1-in-5 households.
 - At close to 1-in-4 mentions, swimming / aquatics represent the category of activity / programme with regard to which Westmount households most desire expansion or addition within existing facilities. All other desired activities and programmes are mentioned by fewer than 1-in-10 households.
 - Finally, at 36%, the leading mention in terms of desired new facility is for an indoor pool (with some specifying an indoor aquafitness programme specifically) .
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Household Participation in S&R Activities And Programmes



Activity / Programme	Percent Of Households Participating (Past & Present)
Soccer	50%
Aquatics - lessons, classes + free swim	46%
Hockey	42%
Skating	36%
Tennis	33%
Fitness & exercise classes	17%
Dance - break, hip hop, jazz, ballroom, etc.	15%
Ballet	14%
Yoga	12%
Summer day camp (including 2 CIT)	12%
Baseball, softball, T-ball	9%
Karate	9%
Science & Science Saturdays	7%
Music	6%

NOTE: Shows all activities and programmes mentioned by at least 5% of respondents.

Q. The City's S&R department offers a wide range of activities and programmes; list the activities in which your household participates or has participated.

Base: All respondents.



Desired Activities And Programmes Not Currently Offered Within Existing Facilities



Activity / Programme	Percent Of Households Mentioning
Swimming & aquatics	23%
Hockey	9%
Fitness – varied	8%
Tennis	8%
Dance – varied	6%
Basketball	6%
Yoga	5%
Martial arts, gen. & specific (ex. ju-jitsu; judo; Krav Maga; tae kwon do; tai chi; Qigong)	4%
Skating	4%
Badminton	4%
Art classes – varied	3%
Language classes	3%
Science / math / computers / typing /robotics	3%
Volleyball	3%
Walking / hiking	3%

NOTE: Shows all activities and programmes mentioned by at least 3% of respondents.

Q. Within the existing facilities, are there any activities or programmes NOT currently offered by the Sports and Recreation Department that your household would like to see added/implemented?

Base: All respondents.



Desired Sports And Recreational Facilities The City Does Not Currently Offer / Have



Sport / Recreational Facility	Percent Of Households Mentioning
Indoor Pool / aquafitness	36%
Basketball	6%
Soccer	6%
Gym	4%
Indoor Tennis	3%
Track And Field	3%

NOTE: Shows all activities and programmes mentioned by at least 3% of respondents.

Q. Are there any sports and recreational facilities that your household would like to have available that the City does not currently have?

Base: All respondents.



SATISFACTION



OVERALL

- A strong majority (77%) of Westmount households are generally satisfied with the activities and programmes of the Sports and Recreation Department at an overall level, with close to 1-in-3 (31%) describing themselves as completely satisfied and the remainder, 46%, as somewhat satisfied.
 - 1-in-10 households report themselves as having no strong feeling one way or the other (ie. neither satisfied nor dissatisfied); and, at the other end of the spectrum, 14% of households are generally dissatisfied with the offerings of the Sports and Recreation Department – 11% moderately so, and only a marginal 3% expressing complete dissatisfaction.
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SATISFACTION

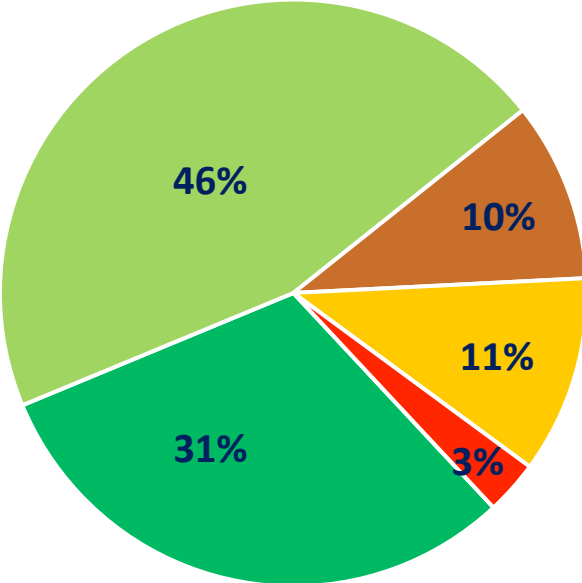


BY INDIVIDUAL ACTIVITY, PROGRAM, AND FACILITY

- Net satisfaction (ie. completely + somewhat satisfied combined) with the range of activities, programmes, and facilities assessed within the current survey all fall within majority (ie. +50%) territory.
 - That said, we note a wide range in terms of satisfaction. At the upper end, the greatest degree of satisfaction is seen for the City's indoor skating rinks (88%), outdoor tennis courts (83%), the Recreation Centre (82%) and the City's team sports and recreational activities for children (82% and 81% respectively).
 - In contrast, the City's fitness rooms and its recreational activities for seniors evoke the weakest net satisfaction (57% and 59% respectively).
 - Viewed alternately, overt *dissatisfaction* with the offerings and facilities of the Sports and Recreation Department is most evident with regard to the following: the outdoor playing fields (29% net dissatisfaction), recreational activities for seniors (20%), and the fitness rooms (19%).
 - Details follow.
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Overall Satisfaction With S&R Activities & Programmes



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied

Net Satisfied:
77%

Net Unsatisfied:
14%

Q. At an overall level, how satisfied is your household with the activities and programmes offered by the Sports and Recreation Department?

Base: All respondents.



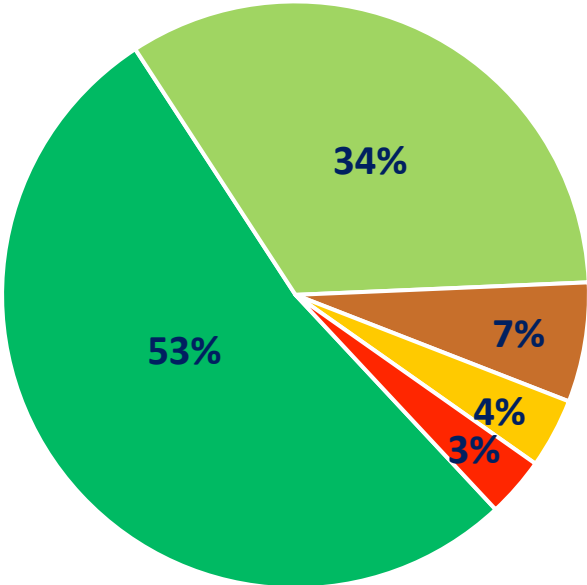
Net Satisfaction With Various S&R Activities, Programmes, & Facilities



Topic	Completely + Somewhat Satisfied	Percent of respondents answering question
	88%	69%
Indoor Skating Rinks	83%	62%
Outdoor Tennis Courts	82%	93%
Westmount Recreation Centre (Overall)	82%	53%
Team Sports For Children	81%	50%
Recreational Activities For Children	78%	37%
Individual Sports For Children	76%	81%
Outdoor Pool	71%	76%
Victoria Hall	71%	55%
Individual Sports For Adults	68%	60%
Recreational Activities For Adults	62%	57%
Outdoor Skating Rinks	61%	61%
Outdoor Playing Fields	60%	38%
Team Sports For Adults	59%	29%
Recreational Activities For Seniors	57%	41%
Fitness Rooms		



Satisfaction With Indoor Skating Rinks



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied



Net Satisfied:
88%

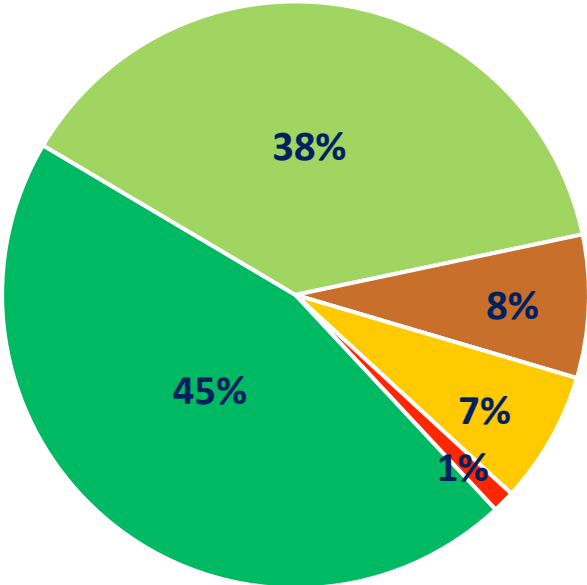
Net Unsatisfied:
7%

Q. How satisfied would you say your household is with the following?

Base: All respondents, net of those who answered "not applicable" (n=182).



Satisfaction With Outdoor Tennis Courts



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied



Net Satisfied:
83%

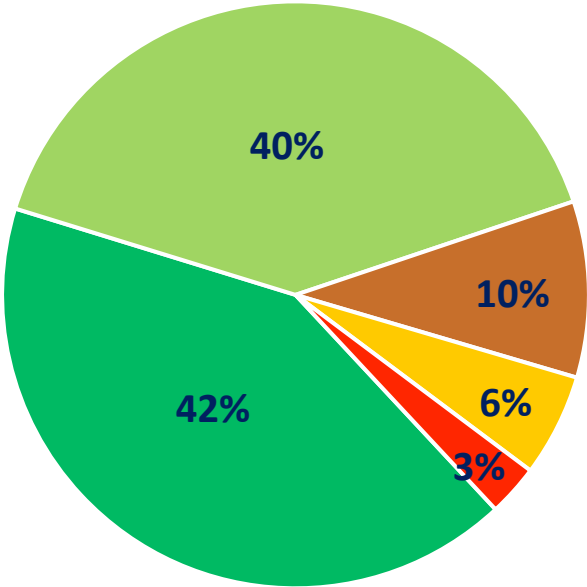
Net Unsatisfied:
8%

Q. How satisfied would you say your household is with the following?

Base: All respondents, net of those who answered "not applicable" (n=165).



Satisfaction With Westmount Recreation Centre (Overall)



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied



Net Satisfied:
82%

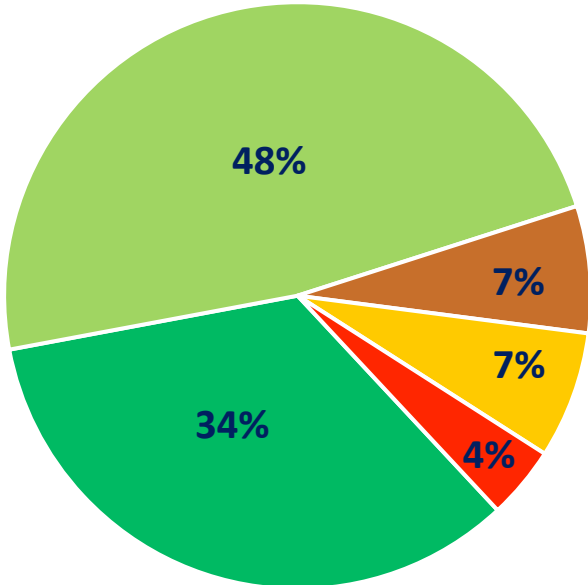
Net Unsatisfied:
9%

Q. How satisfied would you say your household is with the following?

Base: All respondents, net of those who answered "not applicable" (n=247).



Satisfaction With Team Sports For Children



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied

Net Satisfied:
82%

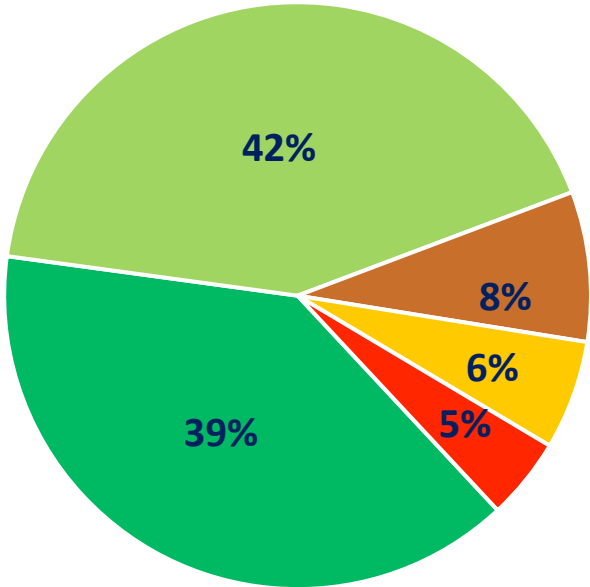
Net Unsatisfied:
11%

Q. At an overall level, how satisfied would you say your household is with the activities and/or programmes offered in each of the following categories?

Base: All respondents, net of those who answered "not applicable" (n=144).



Satisfaction With Recreational Activities For Children



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied

Net Satisfied:
81%

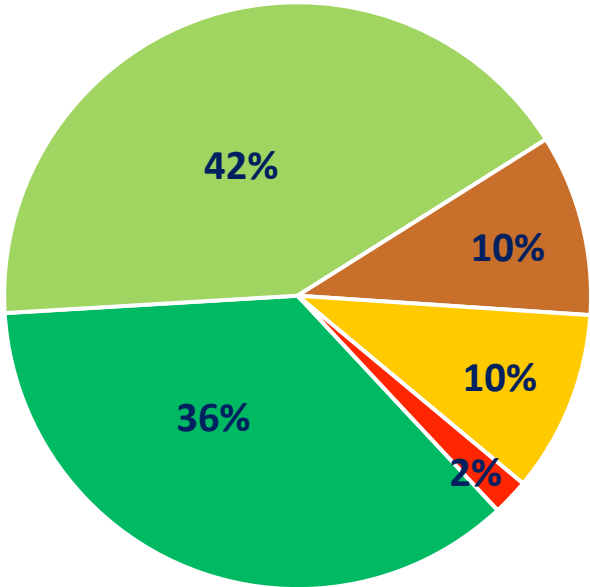
Net Unsatisfied:
11%

Q. At an overall level, how satisfied would you say your household is with the activities and/or programmes offered in each of the following categories?

Base: All respondents, net of those who answered "not applicable" (n=133).



Satisfaction With Individual Sports For Children



■ Completely Satisfied

■ Somewhat Satisfied

■ Neither Satisfied Nor Unsatisfied

■ Somewhat Unsatisfied

■ Completely Unsatisfied



Net Satisfied:
78%



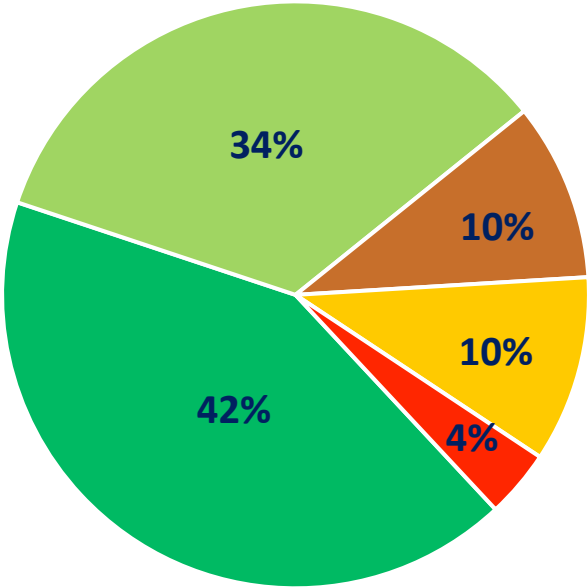
Net Unsatisfied:
12%

Q. At an overall level, how satisfied would you say your household is with the activities and/or programmes offered in each of the following categories?

Base: All respondents, net of those who answered “not applicable” (n=98).



Satisfaction With Outdoor Pool



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied

Net Satisfied:
76%

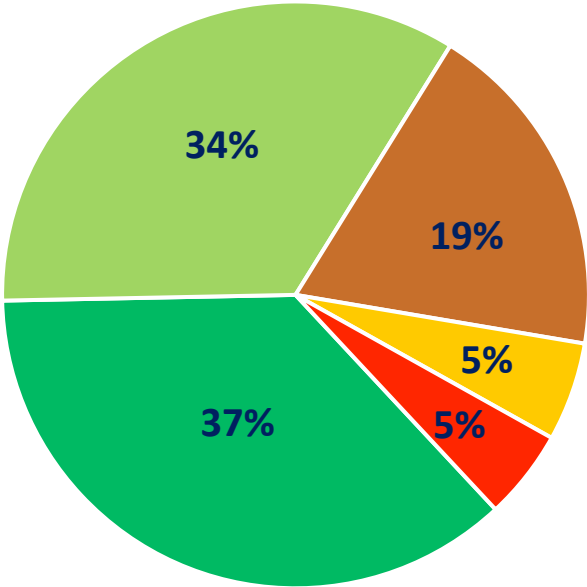
Net Unsatisfied:
14%

Q. How satisfied would you say your household is with the following?

Base: All respondents, net of those who answered "not applicable" (n=214).



Satisfaction With Victoria Hall



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied



Net Satisfied:
71%

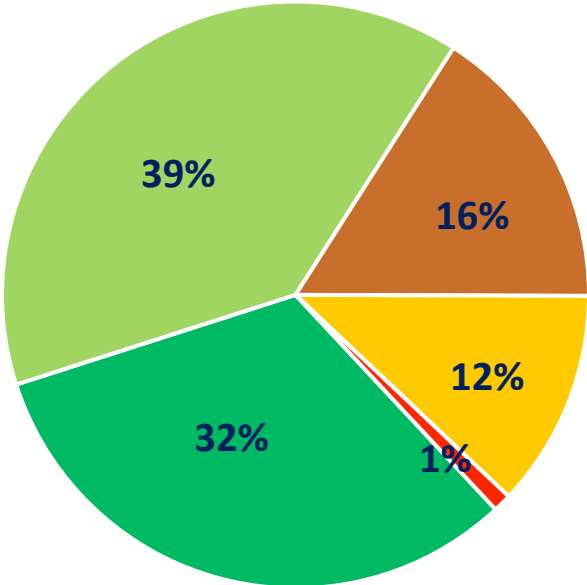
Net Unsatisfied:
10%

Q. How satisfied would you say your household is with the following?

Base: All respondents, net of those who answered "not applicable" (n=202).



Satisfaction With Individual Sports For Adults



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied

Net Satisfied:
71%

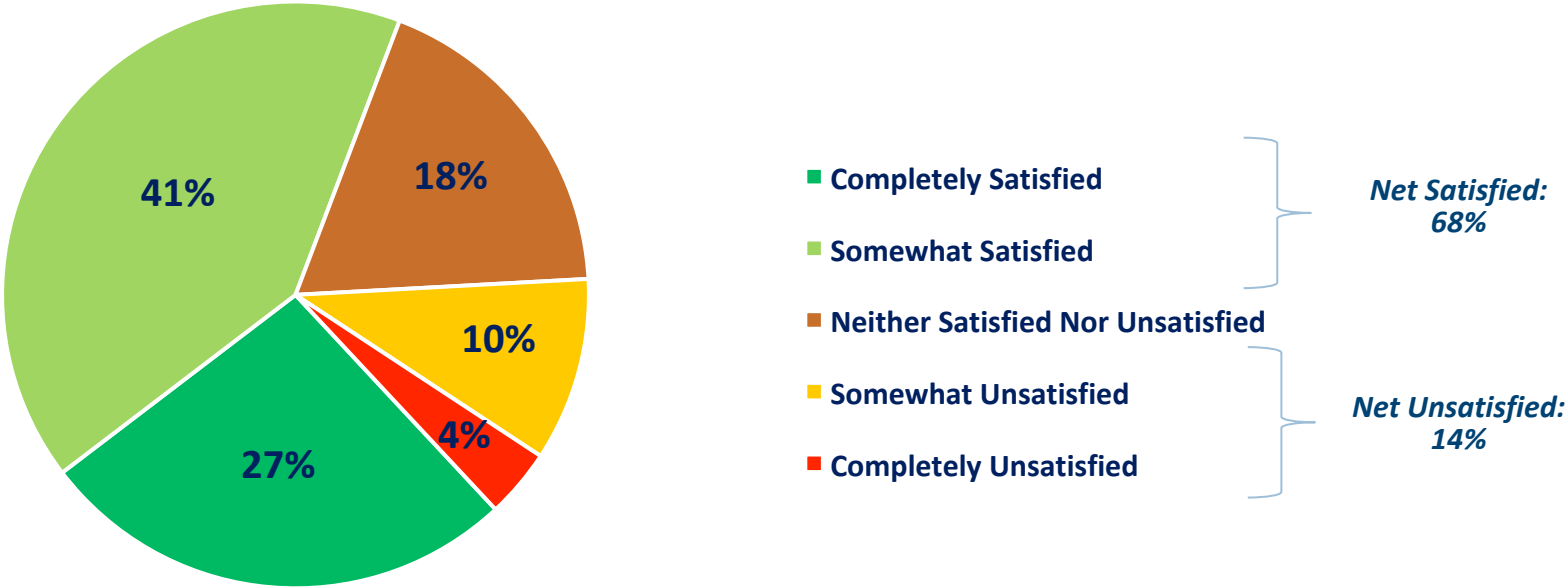
Net Unsatisfied:
13%

Q. At an overall level, how satisfied would you say your household is with the activities and/or programmes offered in each of the following categories?

Base: All respondents, net of those who answered "not applicable" (n=146).



Satisfaction With Recreational Activities For Adults

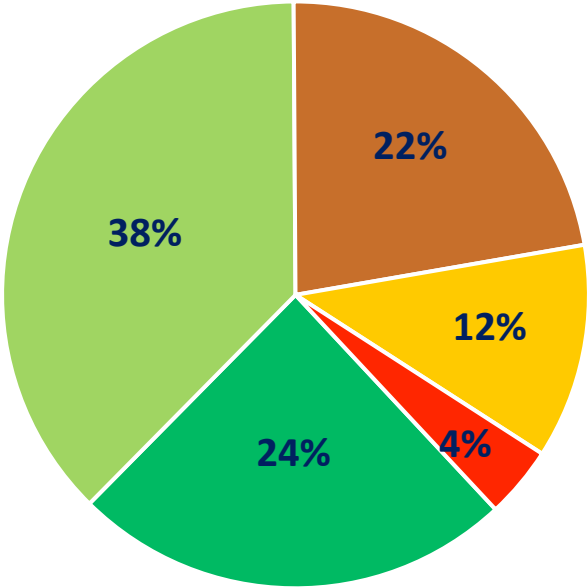


Q. At an overall level, how satisfied would you say your household is with the activities and/or programmes offered in each of the following categories?

Base: All respondents, net of those who answered "not applicable" (n=158).



Satisfaction With Outdoor Skating Rinks



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied

Net Satisfied:
62%

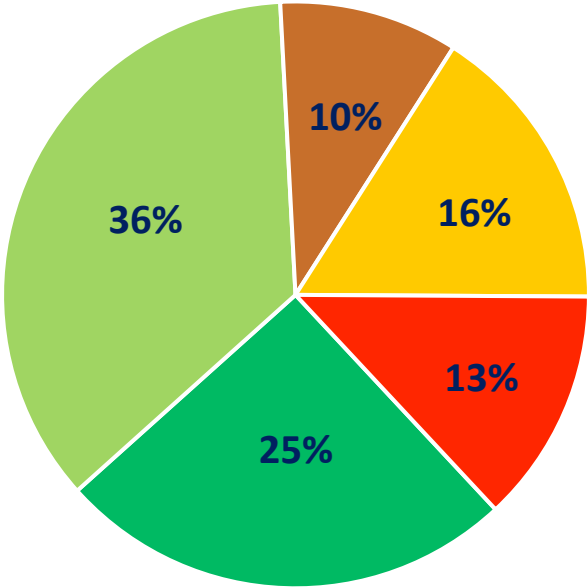
Net Unsatisfied:
16%

Q. How satisfied would you say your household is with the following?

Base: All respondents, net of those who answered "not applicable" (n=152).



Satisfaction With Outdoor Playing Fields



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied



Net Satisfied:
61%

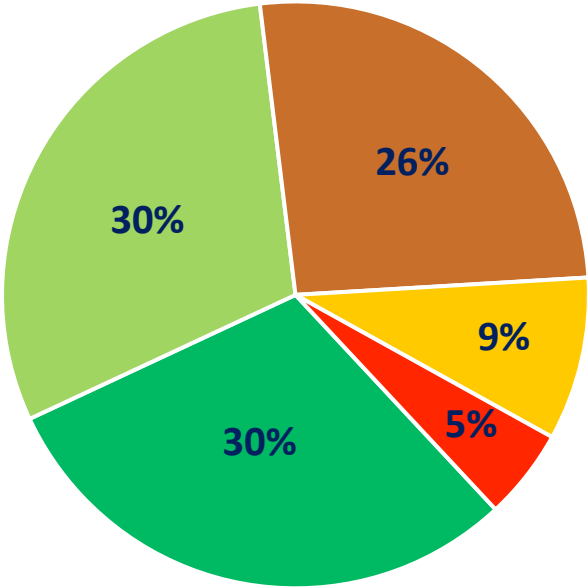
Net Unsatisfied:
29%

Q. How satisfied would you say your household is with the following?

Base: All respondents, net of those who answered "not applicable" (n=162).



Satisfaction With Team Sports For Adults



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied

Net Satisfied:
60%

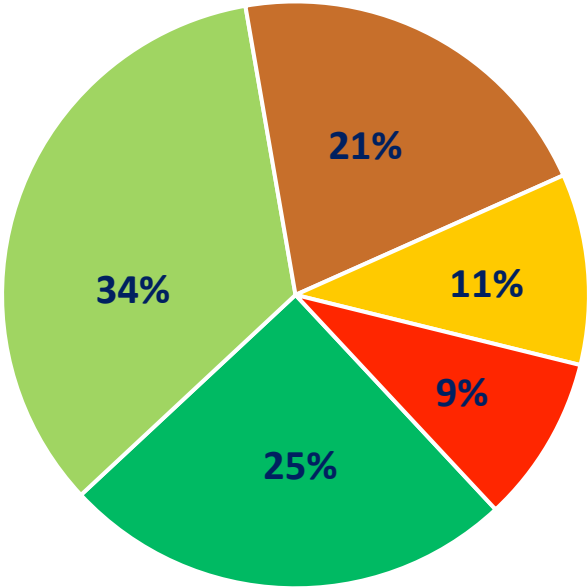
Net Unsatisfied:
14%

Q. At an overall level, how satisfied would you say your household is with the activities and/or programmes offered in each of the following categories?

Base: All respondents, net of those who answered "not applicable" (n=100).



Satisfaction With Recreational Activities For Seniors



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied

Net Satisfied: 59%

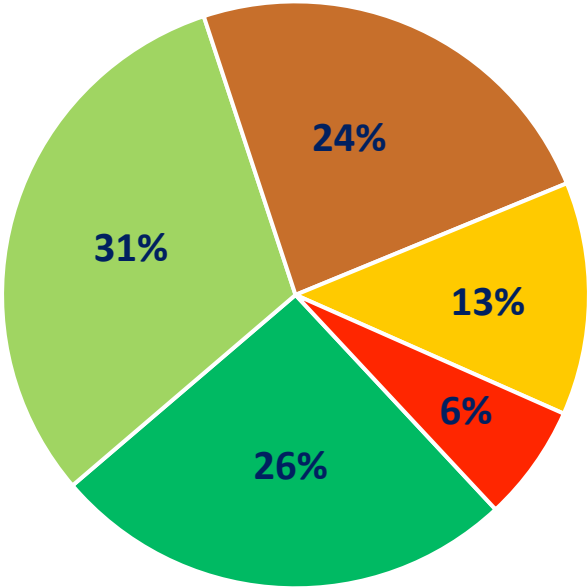
Net Unsatisfied: 20%

Q. At an overall level, how satisfied would you say your household is with the activities and/or programmes offered in each of the following categories?

Base: All respondents, net of those who answered "not applicable" (n=76).



Satisfaction With Fitness Rooms



- Completely Satisfied
- Somewhat Satisfied
- Neither Satisfied Nor Unsatisfied
- Somewhat Unsatisfied
- Completely Unsatisfied

Net Satisfied:
57%

Net Unsatisfied:
19%

Q. How satisfied would you say your household is with the following?

Base: All respondents, net of those who answered "not applicable" (n=109).



IN SUM



The current research was undertaken to provide perspective on the ways in which Westmounters make use of the Sports and Recreation Department's offerings and their degree of satisfaction both at an overall level and by specific activity, programme and facility.

Key learnings are as follows:

- Households responding to the current initiative engage (or have engaged) first and foremost with soccer and various aquatics, and secondarily with skating and tennis.
 - Running a close second to soccer in terms of usage / engagement, the population nevertheless seeks yet more from the City Sports and Recreation Department in terms of its aquatic offerings.
 - And, with more than a third of respondents directly asking for a new indoor pool facility, outstripping any other new facility mentions by far, the City has a clear indication from its residents with regard to their hopes for the Sports and Recreation Department's next significant undertaking.
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- **Westmounters appear generally quite satisfied with the offerings of their Sports and Recreation Department, both at an overall level, as well as by individual activities, programmes and facilities.**
 - **At more than 3-in-4 (77%) expressing general satisfaction, a strong majority of households believe Sports and Recreation is on the right path overall.**
 - **Strong dissatisfaction signalling the need for urgent and/or significant change / improvement to existing offerings is effectively marginal on an overall population basis (3%; provided within the Appendix are the verbatim comments offered by the five (5) responding households that both expressed strong dissatisfaction and elected to elaborate upon same).**
 - **Further, satisfaction with individual activities, programmes and facilities is in majority territory across the board, ranging from a high of 88% for the City's indoor skating rinks to a low of 57% for the fitness rooms.**
 - **As such, no blaring course corrections are indicated, either at the overall level or by any given activity, programme or facility; but several pockets of opportunity for improvement in terms of satisfaction do exist, demarked by relatively stronger levels of dissatisfaction for the outdoor playing fields, recreational activities for seniors, and the fitness rooms.**
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