

## APPENDIX B

### Preliminary Report on 2016 Patron Survey

Report to the Needs Assessment Committee, July 2016

Submitted by Don Munton and Heather Cochrane

#### Section 1. Background information: *Who are our patrons and community members?*

Here to participate in an activity (Q1)

Blank	Less than 1%	Yes	80%	No	19%
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Accompanying someone who is participating in an activity (Q1.1)

Yes	13%	Not accompanying someone/not specified (blank)	87%
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Which activity/program are you participating in? (Q2.a-2.i)

Pool/swimming	22%	Children's play area	3%	Library	15%
Seniors lunch	10%	Birthday party	Less than 1%	Children's program	13%
Exercise program	26%	Adult program	8%	Other	59%

KCC member (Q4)

Blank	1%	Yes	81%	No	17%
Interviewee is not member	1%	Don't know	Less than 1%		

Membership type (Q5)

Blank	19%	Family	24%	Individual	57%
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Who is the member? (Q6)

Child	5%	Adult + Adult (family)	Less than 1%
Adult	16%	Child + Adult (individuals)	Less than 1%
Senior	35%	Child + Adult + Senior (individuals)	Less than 1%
Child + Adult (family)	4%	Blank	39%

Length of membership (Q7)

2.5 years and under	22%	5.5-10 years	17%	20 years and over	12%
3-5 years	21%	10.5-19.5 years	9%		

If not currently a member, were you a member in the past? (Q9)

Yes	7%	Not applicable, or no answer given (blank)	84%
No	8%		
Not sure	Less than 1%		

Where you live (Q10)

Blank	5%	Burnaby	1%
Kerrisdale	57%	East Van	3%
Dunbar	7%	Richmond	1%
Kits	7%	Other Metro Vancouver	1%
Marpole/Oakridge	12%	Outside Metro Vancouver	5%
South Van	3%		

How long you have lived there (Q11.1)

2.5 years and under	18%	5.5-10 years	15%	20 years and over	32%
3-5 years	16%	10.5-19.5 years	13%		

Interested in/looking for programs for children under 5 (Q30.1)

Yes 13% (103/774)

Interested in/looking for programs for 6-12 year-olds (Q30.2)

Yes 16% (125/774)

Interested in/looking for programs for youth (Q30.3)

Yes 8% (61/774)

Interested in/looking for programs for adults (Q30.4)

Yes 38% (295/774)

Interested in/looking for programs for 60+ (Q30.5)

Yes 44% (342/774)

'No answer' circled for what age group of programs you are looking for (Q30.6)

Yes 4% (27/774)

Exercise at home or outdoors (Q41)

Yes 43%

Sometimes 17%

No 21%

Blank 18%

Gender (Q46)

Male 29%

Female 63%

Blank 8%

Other/Male & female answering together Less than 1%

Age (Q47)

Under 14 Less than 1%

40-59 years 23%

14-19 years 4%

60+ 52%

20-39 years 18%

Blank 3%

Time survey was completed (Q48)

Morning 35%

Afternoon 47%

Evening 10%

Blank 7%

## Section 2. Perceptions about Needs: *What are the community needs? Are we meeting those needs?*

### Program Needs: range, quantity and quality of programs

Overall I am satisfied with Centre programs and services (Q27)

Blank 9%

Strongly disagree 1%

Agree 49%

Don't know 4%

Disagree 3%

Strongly agree 35%

For you personally, what do you like most about the Centre? (Q15)

Convenient location 24%

Everything all in one location 2%

Friendly atmosphere and people 18%

Programs/activities in general (are good) 7%

Pool/swimming 12%

Clean 3%

Senior Centre 3%

Wide variety of programs/programs for all ages 8%

Instructors/staff 12%

Children's programs 4%

Library 11%

Social engagements/meet people/friends 5%

Gym/fitness centre/exercise room 8%

Great service/well-organized 2%

Garden Less than 1%

Exercise/fitness 1%

Lunches 5%

Cost/price/inexpensive/affordable 4%

Playground Less than 1%

Parking 2%

Bridge Less than 1%

Other 29%

Aquafit 2%

If we could offer you any new activities or programs, what would you want those to be? (Q16)

Some examples of suggestions:

Origami	Gymnastics
Girls Club	Triathlon
Fencing	Belly dance classes
Barre fitness	Circuit Training bootcamp
Women's (and men's) self-defense	Japanese (or other cultural) cooking
Dance class for men	Stroke recovery club
Senior and adult social dance	Writing group
ESL for adults	More programs for youth/teens, especially girls
Teen volunteer activities	Hot tub/sauna
More discussion groups	Child care
More table tennis	Larger room for bridge
More Zumba classes	More children's programs (babies and toddlers)
Card games (not only for seniors)	More 1-day workshops
Social dances with changing partners	Drumming
Indoor cycling/spin classes	Ukulele for teens and adults
Hockey for beginners	More activities in the evenings
European language courses	Ballroom dancing

What time would you want the new programs/activities offered? (Q17)

Blank 45%	Morning and/or afternoon 6%
Morning 16%	Afternoon and/or evening 4%
Afternoon 12%	Morning and/or evening 2%
Evening 12%	Anytime 2%

What day would you want the new programs/activities offered? (Q17.1)

Weekday 17%	Weekday and/or weekend 9%
Weekend 10%	Blank 64%

Would you like programs for yourself and children under 12 at the same time? (Q31)

Yes 23%	No children/children are grown up 36%
No 15%	Blank 26%

Which adult programs would most interest you at the same time as children's programs? (Q32)

Some examples of programs:

Badminton	Swimming
Yoga	Tennis
Zumba	Dance
Kickboxing	Basketball
Painting	Fitness/exercise/sports programs

Which child programs would most interest you at the same time as adult programs? (Q32)

Some examples of programs:

Outdoor activities	Lego
Music	Soccer
Yoga	Fitness/exercise/sports programs

Centre has few activities of interest to me (Q24)

Blank 11%	Strongly disagree 18%	Agree 20%
Don't know 8%	Disagree 40%	Strongly agree 3%

Programs are often offered at inconvenient times (Q34)

Blank 17%	Yes 15%	NA Less than 1%
Sometimes 23%	No 44%	Don't know Less than 1%

Why did you begin coming to the Centre? (Q8)

Some examples of reasons:

Close to home	Bridge	Tai Chi
Library	Children's programs	Meet people
Pool/swimming/aquafit	Gym/fitness centre	To exercise/get fit/fitness classes

I am not interested in any programs currently offered (Q39)

Blank 20%	Yes 11%
Sometimes 14%	No 55%

The Centre's facilities are too crowded (Q42)

Blank 18%	Yes 14%	Don't know Less than 1%
Sometimes 22%	No 46%	

I use other clubs or facilities (Q40)

Blank 18%	Yes 25%
Sometimes 10%	No 47%

I use other clubs or facilities (Q12)

Blank 3%	Yes 50%
Not sure Less than 1%	No 46%

How many other facilities? (Q12.1)

1 other facility 31%	2 other facilities 12%
3 other facilities 5%	4 other facilities Less than 1%
9 other facilities Less than 1%	No other facilities/no answer (blank) 52%

I just lack the time for more activities (Q38)

Blank 19%	Yes 32%	Don't know Less than 1%
Sometimes 16%	No 33%	

No daycare at Centre (Q37)

Blank 23%	Yes 3%	NA 38%
Sometimes 3%	No 77%	Don't know Less than 1%

Cross tab between saying that 'no daycare at Centre' is a factor that affects participation (Q37) and those interested in programs for children under 5 (Q30.1):

- 33 of 94 individuals who are interested in programs for children under 5 answered that 'no daycare at Centre' was a factor (35%).
- 7 of 94 individuals who are interested in programs for children under 5 answered that 'no daycare at Centre' was sometimes a factor (7%).
- 54 of 94 individuals who are interested in programs for children under 5 answered that 'no daycare at Centre' was not a factor or was not applicable to them (57%).

Cross tab between saying that 'no daycare at Centre' is a factor that affects participation (Q37) and those interested in programs for children 6-12 years (Q30.2):

- 24 of 115 individuals who are interested in programs for children 6-12 years old answered that 'no daycare at Centre' was a factor (21%).
- 9 of 115 individuals who are interested in programs for children 6-12 years old answered that 'no daycare at Centre' was sometimes a factor (8%).
- 82 of 115 individuals who are interested in programs for children 6-12 years old answered that 'no daycare at Centre' was not a factor or was not applicable to them (71%).

Cross tab between saying that ‘no daycare at Centre’ is a factor that affects participation (Q37) and those who hold an individual child membership (Q6):

5 of 38 individuals whose child has an individual membership answered that ‘no daycare at Centre’ was a factor (13%).

1 of 38 individuals whose child has an individual membership answered that ‘no daycare at Centre’ was sometimes a factor (3%).

32 of 38 individuals whose child has an individual membership answered that ‘no daycare at Centre’ was not a factor or not applicable to them (84%).

Length of membership (Q7)

2.5 years and under 22%                      5.5-10 years 17%                                      20 years and over 12%

3-5 years 21%                                      10.5-19.5 years 9%

[How long patrons have been members is an indirect measure of their needs being met. People who have renewed at least once, if not repeatedly, are, presumably, people whose needs are being met, at least in part]

How often do you come here in a week? (Q3)

1 day/wk 21%

2-3 days/wk 48%

4-6 days/wk 20%

Daily 5%

1 day/month or <1 day/wk 2%

Couple times/year Less than 1%

(How often patrons come is an indirect measure of their needs being met)

Cross tab between how often they come (Q3) and how many other facilities they use (12.2):

357 individuals attend the KCC and use other facilities.

60 use 1 other club/facility and attend the KCC 1 day/week (17% of total).

109 use 1 other club/facility and attend the KCC 2-3 days/week (31%).

47 use 1 other club/facility and attend the KCC 4-6 days/week (13%).

7 use 1 other club/facility and attend the KCC daily (2%).

4 use 1 other club/facility and attend the KCC 1 day/month or less than 1 day/week (1%).

15 use 2 other clubs/facilities and attend the KCC 1 day/week (4%).

49 use 2 other clubs/facilities and attend the KCC 2-3 days/week (14%).

15 use 2 other clubs/facilities and attend the KCC 4-6 days/week (4%).

3 use 2 other clubs/facilities and attend the KCC daily (<1%).

3 use 2 other clubs/facilities and attend the KCC 1 day/month or less than 1 day/week (<1%).

1 uses 2 other clubs/facilities and attends the KCC a couple times/year (<1%).

11 use 3 other clubs/facilities and attend the KCC 1 day/week (3%).

20 use 3 other clubs/facilities and attend the KCC 2-3 days/week (6%).

1 uses 3 other clubs/facilities and attends the KCC 4-6 days/week (<1%).

3 use 3 other clubs/facilities and attend the KCC daily (<1%).

1 uses 3 other clubs/facilities and attend the KCC 1 day/month or less than 1 day/week (<1%).

4 use 4 other clubs/facilities and attend the KCC 1 day/week (1%).

2 use 4 other clubs/facilities and attend the KCC 2-3 days/week (<1%).

1 uses 4 other clubs/facilities and attends the KCC 4-6 days/week (<1%).

1 uses 9 other clubs/facilities and attends the KCC 1 day/week (<1%).

Planning on taking programs in the summer/fall? (Q44)

Yes, definitely 50%

Probably 18%

Unsure 10%

No 13%

Blank 9%

[Note that this patron survey does not and cannot provide information on why former patrons stopped coming to the Centre and whether or not that decision was due to a lack of certain programs, or the quality of programs or instructors, or other factors]

**Affordability of Programs**

Centre provides good value for the cost (Q19)

Strongly disagree	Less than 1%	Don't know	3%	Agree	36%
Disagree	2%	Blank	8%	Strongly agree	50%

The program or activity fees we pay are too high (Q23)

Strongly disagree	25%	Don't know	9%	Agree	11%
Disagree	43%	Blank	10%	Strongly agree	3%

The Centre's membership fees are unreasonable (Q26)

Strongly disagree	36%	Don't know	9%	Agree	7%
Disagree	37%	Blank	9%	Strongly agree	2%

I cannot afford many activities (Q35)

Blank	17%	Yes	10%	Don't know	Less than 1%
Sometimes	10%	No	77%		

What do you like most about the centre? (Q15)

Cost/price/inexpensive/affordable 4%

**Quality of Program Instruction**

Class instructors at the Centre are often poor quality (Q21)

Strongly disagree	33%	Don't know	20%	Agree	4%
Disagree	31%	Blank	11%	Strongly agree	1%

What you like most about the centre (Q15)

Instructors/staff 12%

**Information Needs: Adequate information on Centre activities**

Lack of information about what is available (Q33)

Blank	17%	Yes	4%	Don't know	Less than 1%
Sometimes	13%	No	65%		

How did you hear about the Centre? (Q8.1)

Friend	15%	KCC sign	9%	Newspaper	2%
Family	6%	On-line	4%	Other	13%

[responses re: brochures]

How you receive information about KCC (Q13)

Printed guide	52%	Facebook	Less than 1%	Other	1%
On-line guide	11%	Word of mouth	4%	Blank	31%
Twitter	Less than 1%	Instructors	Less than 1%		

If printed guide, how do you receive it (Q14)

In mail at home	26%	Copy from friend	Less than 1%	Blank	30%
Copy from centre	43%	Other	Less than 1%		

**Assistance with programs: information and assistance from staff:**

Centre staff answer my questions well (Q20)

Strongly disagree	Less than 1%	Don't know	3%	Agree	41%
Disagree	3%	Blank	8%	Strongly agree	45%

Staff here are very busy; I often have to wait (Q22)

Strongly disagree 16%	Don't know 7%	Agree 19%
Disagree 45%	Blank 11%	Strongly agree 3%

What you like most about the centre (Q15)

Instructors/staff 12%	Great service/well-organized 2%
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### Language Needs

English spoken at home (Q18.1)

Yes 78%	No 12%	Blank 10%
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Mandarin spoken at home (Q18.2)

Yes 15%	No 74%	Blank 10%
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Cantonese spoken at home (Q18.3)

Yes 10%	No 80%	Blank 10%
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Cross tab between speaking English at home (Q18.2) and centre staff answer questions well (Q20):

579 people spoke English at home and answered this opinion question.

- 2 answered 'strongly disagree' with the statement "Centre staff answer my questions well" (<1%).
- 11 answered 'disagree' with the statement "Centre staff answer my questions well" (2%).
- 15 answered 'don't know' with the statement "Centre staff answer my questions well" (3%).
- 252 answered 'agree' with the statement "Centre staff answer my questions well" (44%).
- 297 answered 'strongly agree' with the statement "Centre staff answer my questions well" (51%).
- 2 answered 'on the fence between agree and disagree' with the statement "Centre staff answer my questions well" (<1%).

Cross tab between speaking Mandarin at home (Q18.2) and centre staff answer questions well (Q20):

104 people spoke Mandarin at home and answered this opinion question.

- 0 answered 'strongly disagree' with the statement "Centre staff answer my questions well".
- 4 answered 'disagree' with the statement "Centre staff answer my questions well" (4%).
- 5 answered 'don't know' with the statement "Centre staff answer my questions well" (5%).
- 56 answered 'agree' with the statement "Centre staff answer my questions well" (54%).
- 39 answered 'strongly agree' with the statement "Centre staff answer my questions well" (38%).

Cross tab between speaking Cantonese at home (Q18.3) and centre staff answer questions well (Q20):

72 people spoke Cantonese at home and answered this opinion question.

- 1 answered 'strongly disagree' with the statement "Centre staff answer my questions well" (2%).
- 2 answered 'disagree' with the statement "Centre staff answer my questions well" (3%).
- 1 answered 'don't know' with the statement "Centre staff answer my questions well" (2%).
- 41 answered 'agree' with the statement "Centre staff answer my questions well" (57%).
- 26 answered 'strongly agree' with the statement "Centre staff answer my questions well" (36%).
- 1 answered 'on the fence between agree and disagree' with the statement "Centre staff answer my questions well" (2%).

### Facility needs: quality and access

Centre is not as clean as I think it should be (Q28)

Strongly disagree 17%	Don't know 4%	Agree 19%
Disagree 46%	Blank 9%	Strongly agree 6%

We need a new community centre building (Q29)

Strongly disagree 13%	Don't know 14%	Agree 21%
Disagree 29%	Blank 9%	Strongly agree 14%

Transportation to the Centre is a problem (Q36)

Blank 17%	Yes 3%	NA Less than 1%
Sometimes 3%	No 77%	

Over-crowding an issue? (Q42)

Blank 18%	Yes 14%	Don't know Less than 1%
Sometimes 22%	No 46%	

Which parts are too crowded? (Q42.1)

Blank 78%

Gym/fitness centre/exercise room 11%

Main lobby 2%

Pool 3%

Parking lot 1%

Dance classes, children's play area, change rooms, Zumba, library, bike racks, seniors lounge, aquafit, Mah Jong, karate room, Meg's classes, game/youth room, Changing Aging class, indoor courts, children's programs, fitness classes, bridge room, Tai Chi, auditorium each are less than 1%

What you like most about the centre (Q15)

Convenient location 24%	Everything all in one location 2%
Friendly atmosphere and people 18%	Clean 3%
Great service/well-organized 2%	Parking 2%

**Safety Needs: need to feel safe at KCC**

I worry about safety for my belongings while I'm here (Q25)

Strongly disagree 23%	Don't know 8%	Agree 20%
Disagree 40%	Blank 11%	Strongly agree 3%

[If you aren't worried about your belongings, you probably aren't worried about your physical/personal safety]

## Appendix B-1

There were 106 surveys completed during the Kerrisdale Days event.

Of those 106 completed surveys, 60 of the interviewees are members of the KCC, 45 are not members, and 1 gave a “not sure” answer.

Of the 60 members, 51 live in the Kerrisdale area, and 9 do not live in Kerrisdale.

- The 9 members who do not live in Kerrisdale are from: Arbutus Ridge, Marpole x 2, Dunbar x 3, Kensington, Oakridge, and 1 **unknown/unclear**.

The 1 individual who was “not sure” if they were a member came from the UBC area.

Those who do not have memberships to KCC came to Kerrisdale Days from: Arbutus Ridge, East End x 2, Marpole x 2, Riley Park, Dunbar, Victoria-Fraserview, Richmond x 2, Point Grey, Southland, Kitsilano, UBC, **South Vancouver**, Burnaby, West End, Mackenzie Heights, Kerrisdale x 25. 1 non-member survey had an **unclear** answer, while another survey had no data for this question.

51 of the 60 members live in Kerrisdale

- 5 have lived in Kerrisdale for < 2 years
- 19 have lived in Kerrisdale for 3-6 years
- 7 have lived in Kerrisdale for 7-10 years
- 2 have lived in Kerrisdale for 11-19 years
- 5 have lived in Kerrisdale for 20-29 years
- 13 have lived in Kerrisdale for > 30 years

Of the 60 members interviewed, 37 speak only English at home, 3 speak only Mandarin at home, and 1 speaks only Cantonese at home. 6 of the members interviewed speak English and Mandarin at home, 4 speak English and Cantonese, 1 speaks English and Japanese, 2 speak English and French, and 2 speak English and Korean. 1 member interviewed speaks English and Bosnian, 1 speaks English, Cantonese, and French, 1 speaks English and Tagalog, and 1 speaks only Korean.

The 1 individual interviewed who was “not sure” if they were a member of KCC spoke only English at home.

Of the 45 non-members interviewed, 29 said they speak English only at home, 1 speaks Mandarin only, and 2 speak Cantonese only. 1 speaks English and Mandarin at home, 2 speak English and Cantonese, 1 speaks English, Mandarin, and Cantonese, and 1 speaks English and Japanese. 1 non-member speaks English and French at home, 1 speaks English and Farsi, 1 speaks English, French, and Croatian, and 1 speaks English and Tagalog. 1 non-member speaks English and Cornish, 1 speaks only Portuguese, 1 speaks English and Persian, and 1 speaks English and German at home.

Of the 60 KCC members interviewed:

- 24 use the swimming pool
- 23 use the gym/fitness centre
- 8 use the library
- 1 plays soccer
- 3 use the park/playground
- 8 take art classes (including pottery)

- 6 use the arena/skating
- 3 take day camps or summer camps or programs
- 6 take dance classes (including Zumba)
- 3 take yoga/pilates classes
- 5 attend the Senior Centre lunches
- 2 attend the Senior Centre
- 1 takes language-related programs
- 2 take music-related programs (including singing)
- 1 take martial arts-related programs
- 3 use the pre-school
- 1 uses At My Own Pace
- 3 play tennis
- 1 attends children's birthday parties
- 5 use the fitness classes/fitness
- 1 has coffee in the Senior Centre
- 4 use the Play Palace
- 1 plays pickle ball
- 1 takes Meg's class
- 1 volunteers for the Senior Centre
- 1 plays bridge
- 1 plays bingo
- 1 takes computer courses
- 2 take aerobics classes
- 1 takes Osteofit
- 1 dances in the Senior Centre
- 1 plays Mahjong
- 1 takes classes in general
- 1 uses toddler programs in general
- 7 use children's programs in general
- 2 use nothing at the KCC at the moment

Of the 60 members, 29 had a comment/suggestion about the KCC or missing program/facility ideas

- 1 wants vegetarian cooking classes
- 1 wants an adult steam room/sauna
- 1 wants gymnastics
- 2 want pre-school during the summer
- 1 wants Korean cooking classes
- 4 want more programs (especially on weekends and evenings)
- 1 wants parallel programs for 3 and 6-year-old children
- 1 wants to keep the computer courses (even though the instructor is aging)
- 1 wants hard exercise classes
- 1 wants single-parent daytime programs (such as dancing)
- 8 want a physical update of the facility (larger pool, new toilets, shallow end in pool)
- 1 wants a hot tub
- 1 wants children's French classes
- 1 said better ventilation in the exercise rooms/to have larger rooms
- 1 said to install a real/"dummy" camera in the gyms
- 1 wants outdoor activities (such as kayaking, canoeing, tennis)
- 1 wants children's archery
- 1 wants more children's dance classes

Of the 45 that said they are not members, 37 are aware of the KCC, 5 are not aware of the KCC, 2 are not sure if they are aware of it, and 1 interview had no data given for that question.

The 1 individual who was not sure if they are a member of the KCC, also was not sure if they are aware of the KCC.

The 45 non-member interviewees gave these reasons for not being members:

- 13 said they are not from Kerrisdale/inconvenient location
- 4 just moved here or just heard about the KCC
- 9 have schedule/work conflicts or are too busy
- 6 are not interested in being members or have no need
- 7 prefer other community centres
- 1 exercises outdoors instead
- 1 said the staff are unfriendly
- 1 said the membership process was confusing/difficult
- 1 is recovering from an injury
- 4 surveys had no data for this question

The 45 non-members interviewees gave these reasons to want to become a member (or become a member again):

- 2 would become members if there were more children's programs
- 9 said they would become members if they lived here in Kerrisdale
- 1 said if there were more weekend and evening and after-school programs
- 1 said they would join to attend art or yoga classes
- 2 said they would join when their children were older
- 4 said when they can no longer drive or when they are older or when they retire
- 1 said they would join for the exercise room
- 1 said if there were parent-and-tot \$1 drop-in play hours
- 1 said if there were more morning and afternoon sport programs for pre-school children
- 2 said if there are 7:30am-5pm summer/spring break programs
- 1 said if the membership and programs were less expensive for their family
- 1 said if the staff were friendlier
- 1 said they would use the Senior Centre once they are healthy again
- 1 said they would join to use the swimming pool
- 1 would join if there was a hot tub
- 1 said if there were more after-work (6-6:30pm) aerobic exercise classes
- 1 said if the Senior Centre lunches were later in the afternoon
- 1 said if there was the Scrabble game
- 1 said for fitness for increased mobility in seniors
- 1 said if there was a gym for young, active seniors, not just old seniors
- 2 said they were not sure or there is no reason
- 11 surveys had no data for this question