



QUESTION BANK

A Compendium of Survey Questions for Recreation Practitioners

Recreation Resource Centre of Nova Scotia

1990

Table of Contents

Preface

- Recommendation

All About The Question Bank

The PLFB Guidelines

An Overview of The Question Bank Categories

Demographic Questions

Program Evaluation Questions

Barriers to Leisure Questions

Financing/Funding Recreation Questions

Future Consideration Questions

Communication Questions

Park Development Questions

Organization Development Questions

Leisure Behaviour Questions

Recreation Opportunity Questions

- Organizational Role Questions

A. Demographic Questions

B. Program Evaluation Questions

C. Barriers to Leisure Questions

D. Financing/Funding Recreation Questions

E. Future Consideration Questions

F. Communication Questions

G. Park Development Questions

H. Organization Development Questions

- [I. Leisure Behaviour Questions](#)
- [J. Recreation Opportunity Questions](#)
- [K. Organizational Role Questions](#)

Preface

We're in an Information Age. Those who have comprehensive, concrete and useable information are the ones who hold all of the powers that information brings with it.

Among others, these include:

- the ability to make informed decisions
- the attention and authority which information commands
- the upper hand in competitions for scarce resources
- the ability to manage change effectively

In most sectors of the recreation "business", the powers of information are now being perceived as attainable and desirable. This perception, combined with the increased availability of affordable, user-friendly technology in recent years, has resulted in an increase in demand for information never before witnessed in our young profession.

To date, one of the chief barriers to many recreation practitioners collecting necessary information has been the difficulty in developing the kinds of questions necessary to collect the appropriate data. **The Question Bank** was developed to give recreation practitioners a "bank" of questions to draw from as they put together their own information collection projects.

The benefits of using a resource such as The Question Bank include:

- the cost to develop a set of research questions is greatly reduced
- the time required to develop a set of research questions is greatly reduced
- most of the questions were developed for use in a needs assessment scenario probably the most frequent type of study which recreationists do
- the resource is user-friendly - plain language, simple layout
- each question has been used in actual projects; you're using material which has already yielded useful information

The Question Bank is an edited collection of hundreds of questions used by the Recreation Resource Centre of Nova Scotia in conducting almost 20 recreation research projects since 1988. The studies were conducted for both urban and rural municipal recreation departments; provincial recreation associations; provincial government departments and university recreation and athletic departments.

CAUTION!

The Question Bank is **NOT** a magic elixir! It is only a tool to help you put together your information gathering projects. It is not a substitute for knowledge about research design, sampling, data analysis, statistics or presentation of information results. Whether developed on their own or with the help of a consultant, users of **The Question Bank** must be able to access this knowledge.

Recommendation

It is this author/researcher's belief that if a relatively intelligent recreation professional becomes intimately familiar with the content of **Enjoying Research? - A 'How-To' Manual on Needs Assessment** (produced by: D. Abbey- Livingston and D.S. Abbey for the Recreation Branch of the Ontario Ministry of Tourism and Recreation, 1982) together with **The Question Bank**, the task of collecting valuable and powerful information will become both routine and enjoyable!

Best of luck with your projects and ... more power to you!

Lyle Davis
Co-Ordinator of Research and Workshops
Recreation Resource Centre of Nova Scotia
Acadia University
Wolfville, Nova Scotia
BOP 1X0

November, 1990

All About The Question Bank

The Question Bank is a compendium of more than a hundred recreation survey questions for the recreation practitioner. That's all it is! The framework within which these questions might be used (the research design); the selection of the sources for the answers to these questions (the sample) and the interpretations of the answers to these questions (data analysis) are the other tools which must be used to effectively collect clear, concrete and useable information.

The Process

To most effectively use **The Question Bank**, the practitioner should first determine the reasons why a research project is necessary. That is, "What is the purpose of doing the research?" - "what are the 'burning questions' for which we need answers?". You are encouraged to make the burning questions simple and point blank - eg. "What does the public think of us?"; "What inhibits people from participating in our programs?"; "Where do people think we should head in the future?" and so on.

After figuring out the "why" and "What" of the project, determine who will have the information required to answer the burning questions and how these answers might best be elicited. You should also give consideration to what you will do with the data once it has been collected, how it will be analysed and how it will be presented. You are referred to *Enjoying Research* (see "Preface") to help you with this part of the project.

With the research design, sampling frame and analysis processes in place, you will be in the best position to begin to use **The Question Bank**. You should be able to quickly choose, from the questions provided in the manual, those which you can use to get the information required. By reviewing these questions, others may also come to mind which you will include in your question set. Given the sample that you have chosen, you may wish to re-word the questions to better meet the language expectations of the respondents to your research.

Once you have put together your instrument, have it reviewed both by someone with some expertise in research as well as by people who will be similar to those who are in your sample frame. The first group will provide feedback re: the layout of the instrument, the wording of the questions, the uses to be made from particular responses to the data and so on. The second group will give you a clear idea of the time required to complete the questions, whether the directions given are clear, etcetera.

One check which I like to use once I have put my research question set together is whether each question conforms to the **"PLFB (Path of Least Frustration and Bias) Guidelines"**

THE PLFB GUIDELINES

(Path of Least Frustration and Bias)

Will the respondent ...	Desired Answer
• know why he/she is being questioned?	YES
• have the information required by the researcher?	YES
• understand the question(s) being asked?	YES
• understand how to answer the question?	YES
• have to think about more than one thing at a time?	NO
• have to calculate anything?	NO

•have to recall something that might be at all fuzzy?	NO
•have to answer more than one question at a time?	NO
•be embarrassed by the question?	NO
•be guilt-ridden to give any answer?	NO
•be able to be unsure?	YES
•have his or her time wasted in any way?	NO
•be "railroaded" into an answer?	NO
•feel threatened by potential disclosure?	NO
•be given the opportunity to say what he/she thinks?	YES

If when you subject your research questions to these guidelines, you don't get the desired answer, review and revise the question set until you have a path of least frustration and bias.

An Overview of The Question Bank Categories

Since most of the questions are related to needs assessments, the titles of the sections of the manual (below) are most relevant to those kinds of surveys:

Demographic Questions

Perhaps the most common questions to any survey, demographic questions help the researcher to develop a profile of each respondent in terms of such characteristics as income, age, gender and location of residence, to name a few. The responses to these questions are often helpful in comparing your sample to Census data of the population to determine whether the sample closely resembles the population or not. Since many recreation organizations "segment" their markets on demographic bases, these types of questions are also helpful as factors for comparisons on different criteria.

Program Evaluation Questions

One of the indicators of success for many recreation departments is how participants (and/or non-participants) felt the objectives of a

particular program were met. This set of questions provides a number of different queries to help identify whether a program was successful in achieving what it set out to do; what benefits it provided and how important those benefits were to the participants - to name a few.

Barriers to Leisure Questions

An oft neglected area of investigation, this set of questions tries to get at those things which prevent people from enhancing their lives through leisure experiences and recreation activities.

Financing/Funding Recreation Questions

Ah yes the "F word! This category of questions examines various options for funding recreation operations and people's opinions about each of the options. It also investigates more "hard ball" questions like the "value" of recreation and budget allocation decisions.

Future Consideration Questions

Since many of the research projects conducted by the Recreation Resource Centre recently were of a strategic planning nature, the focus on the 3-5 year term is quite prevalent in Question Bank. This category of questions endeavours to help the researcher paint a desirable future vision for the organization as seen through the eyes of the survey respondent.

Communication Questions

The extent to which an organization communicates effectively with the "public" is often a good measure of the success of that group. These questions address such communication issues as desirable media, image, communication effectiveness and public information sources.

Park Development Questions

Since many users of this manual will be responsible for parks as well as recreation, a category of questions was developed for them. As the title implies, the questions are more directed to the development aspects of the park including atmosphere, desirable areas and facilities, and usage patterns to name a few.

Organization Development Questions

Although most of the questions in Question Bank have an external focus, this category has a more inner-directed utility. Through the answers to these questions, the organization can gain insight into its internal development needs.

Leisure Behaviour Questions

The "meat and potatoe" questions! - leisure behaviour, like consumer behaviour to marketers, is probably the most puzzling yet fascinating and

powerful data with which to work. An understanding of people's interests, preferences and behavior in leisure is fundamental to success in what we do. These questions were designed to help contribute to that understanding.

Recreation Opportunity Questions

Often the perceptions of opportunities by the recreation organization and the people served by that agency are very different. This category of questions examines the "respondents" perceptions of the recreation opportunities in his/her area and the level of satisfaction with those opportunities.

Organizational Role Questions

These questions investigate the perceptions of respondents regarding the current role which the recreation organization plays. They also help to examine the role which the "organization" should play in light of specific local issues.

A. Demographic Questions

1. Where do you live?

i) I live in a ...

a. ___ city, what is your postal code? _____

b. ___ town

C. ___ village

d. ___ other (please specify)

2. Please check () on the map below, the zone in which you live.

ADD MAP HERE

(Divide a county/town/city map into zones or use existing zone boundaries)

3. I live in a

a. ___ dwelling which I own

b. ___ dwelling which I rent

4. Living situation

I live :

a) ___ alone

b)___ with my spouse/significant other

c)___ with my family

d)___ other (please specify)_____

5. Do you have children under 19 years of age living at home?

___Yes

___No

6. What is your marital status?

___single

___married/living with "significant other"

___widowed

___divorced/separated

7. What annual household income category best represents your situation?

___under \$15,000

___\$15,000 to \$25,000

___\$25,001 to \$40,000

___\$40,001 to \$60,000

___over \$60,000

8. In what age category are you?

___19-24 years

___25-34 years

___35-44 years

___45-54 years

___55-64 years

___65-74 years

___75 years and over

9. Gender:

___female

___male

10. Please check the highest level of formal education which you have attained.

___some secondary school education

___high school or vocational school diploma

___some university training

___bachelor's degree

___master's degree

___doctoral degree

___other, please specify_____

B. Program Evaluation Questions

1. Following are the objectives for the (name of program) program. In light of your experience with that program, please rate the extent to which these objectives were met. Where:

1 = this objective was NOT MET

2 = this objective was PARTIALLY MET

3 = this objective was FULLY MET

Your List of Objectives

Not Met 1	2	Fully Met 3
---------------------	----------	-----------------------

2. Think about the benefits which you were hoping to receive by participating in the (name of program) program. How important were the following?

Sample Benefits	Not at all Important	Somewhat Important	Definitely Important
a. for something to do	-----	-----	-----

b. to find out how good I was in my activity compared to others in the area	-----	-----	-----
c. to get some recognition for my skill	-----	-----	-----
d. to link up with some other people with similar interests to mine	-----	-----	-----
e. to make some new friends	-----	-----	-----
f. to get involved in something new and different	-----	-----	-----
g. to learn more about various recreation activities	-----	-----	-----
h. other, please specify_____	-----	-----	-----

3. Generally, how did the (name of program) perform in providing the benefits which you were hoping to receive?

Sample Benefits	Poor Performance	Adequate Performance	Superior Performance
a. socializing	-----	-----	-----
b. increasing activity level	-----	-----	-----
c. feeling good about yourself	-----	-----	-----
d. better health	-----	-----	-----
e. helps to pass the time	-----	-----	-----
f. making new friends	-----	-----	-----
g. challenging yourself	-----	-----	-----

h. other, please specify_____	-----	-----	-----
-------------------------------	-------	-------	-------

4. Perhaps you know some people who might have wanted to participate in this program but did not. In your opinion, what are the reasons for this? (You may check more than one answer.)

- a. ___ they don't feel comfortable joining a program
- b. ___ the cost for the program was too high
- c. ___ they had too many things going on at the same time
- d. ___ they couldn't get transportation to the program
- e. ___ they didn't know about the program
- f. ___ other please specify _____

5. We'd like to get your comments on various attributes of the program.

Please rate your agreement with the following statements where:

- 1 = strongly disagree
- 2 = disagree
- 3 = agree
- 4 = strongly agree

Sample Attributes	
a. The games were well organized	_____
b. There was a balance between competitive and social activities	_____
c. There was too much emphasis on winning	_____
d. The awards for placing 1 st, 2nd, and 3rd were appropriate	_____
e. The meals offered at the Games were good	_____
f. The rules for the events were clear	_____

g. The social activities offered at the Games were good	_____
h. The officials at the Games were good	_____
i. The reception I received from the organizers of the Games was nice	_____
j. The schedule of events was good	_____
k. There was a good balance of physical, cultural and intellectual events offered at the Games	_____

6. Think about other similar programs in which you have participated or with which you are familiar. How would you rate the (name of program) experience in comparison?

The (name of program) was:

- a. ___ better than almost any other program
- b. ___ as good as many of the other programs
- c. ___ not as good as many of the other programs

7. Do you think that the (name of program) should be held again?

- a. ___ Yes
- b. ___ No. If "no", why not? _____

- c. ___ Unsure. Why? _____

8. What would be lost if the (name of program) were not held again?

- a. ___ nothing
- b. ___ very little
- c. ___ quite a bit

d. ___ a great deal

Please comment: _____

9. A lot of time , energy and resources go into putting on a program such as the (name of program). Do you think the overall benefits justify the program's existence?

_____Yes

_____No

_____Unsure

Please comment: _____

10. What was the most valuable aspect of your involvement in the (name of program)?

C. BARRIERS TO LEISURE QUESTIONS

1. What prevented you from participating in the (name of program)?
(You may check more than one answer.)

___the (name of program) didn't offer the benefits in which I am interested

___I didn't find another person with whom to participate

___I was out of the area when the (name of program) was held

___I had prior commitments

___I didn't think I was skilled enough

___I had health problems when the (name of program) was held

___the financial cost to participate in the (name of program) was too

great

___it was too far to travel to the (name of program)

___I had no transportation

___other, please specify:_____

2. What is preventing you from regularly using the hiking trails? (You may check more than one answer.)

___don't have the time to use them

___I cannot easily access them

___they are too steep

___the trails are not lit for evening use

___I often forget about their existence

___I don't have someone to go on the trails with me

___other; please specify:_____

3. What prevents you from visiting the park? (you may check more than one answer)

___I don't have the time to use it

___I cannot easily get to the park

___the park does not have adequate lighting for evening use

___I often forget about its existence

___there is nothing at the park which interests me

___other; please specify:_____

4. In your opinion, what are the major barriers preventing you from enjoying your spare time? Please use the scale provided and rate each of the following barriers as they apply to you. **Where:**

1 = This is OFTEN a barrier for me

2 = This is SOMETIMES a barrier for me

3 = This is RARELY a barrier for me

SAMPLE BARRIERS	Often a Barrier	Sometimes a Barrier	Rarely a Barrier
•I don't have enough free time	1	2	3
•I don't know what is going on or what is available	1	2	3
•Too many family obligations	1	2	3
•Work is my main priority now	1	2	3
•I don't think spare time activity is important	1	2	3
•There is not enough money to do what I want	1	2	3
•I am unemployed and I don't think leisure is possible under these circumstances	1	2	3
•I don't have physical skills	1	2	3
•I don't have the artisitc or creative skills	1	2	3
•Often I don't feel like doing anything	1	2	3
•I never feel well enough	1	2	3
•There is no one to go with	1	2	3
•Recreation programs are not available	1	2	3
•Recreation facilities are not available	1	2	3
•Making decisions about doing something is difficult	1	2	3

•Following through on my intention is difficult	1	2	3
•I feel self-conscious when I play	1	2	3
•I 'have no transportation	1	2	3
•Other _____	1	2	3

5. Please read the statements below about **participation** in (name of organization) programs, services or special events and circle the number which best represents your situation, **where:**

1 = this is never the case with me

2 = this is seldom the case with for me

3 = this is sometimes the case with me

4 = this is often the case with me

	Never		Often
•I find that my schedule doesn't allow me to become involved in_____ offerings		1 2 3 4	
•Many of the programs, services or special events offered by the recreation department do not coincide with my interests		1 2 3 4	
•I am not provided with <u>timely</u> information about what the_____ Recreation Dept. is offering		1 2 3 4	
•I have trouble gaining access to the sites where activities are offered		1 2 3 4	
•I prefer to organize my own recreation		1 2 3 4	
•other; please specify -_____			

--	--	--	--

6. Think about those things which prevent you from participating in spare time activities. Please indicate below how much of a factor each of the following are in preventing you from participating in spare time activities:

1 = this never prevents me from participating in spare time activities

2 = this sometimes prevents me from participating in spare time activities

3 = this often prevents me from participating in spare time activities

4 = this always prevents me from participating in spare time activities

	Never		Always
• lack of transportation		1 2 3 4	
• lack of skill in the activity		1 2 3 4	
• lack of consideration, by recreation organizations, for people who are physically challenged		1 2 3 4	
• too expensive		1 2 3 4	
• not enough time		1 2 3 4	
• organized activities are scheduled when I'm not available to participate		1 2 3 4	
• no good facilities to do the activity		1 2 3 4	
• I'm not aware of opportunities to do the activity in my area		1 2 3 4	
• other: please specify: _____ _____			

7. In your opinion, what is the biggest single recreation problem in your area? (you may check only one answer)

___we need more recreation areas and facilities

___we need more people who can lead recreation activities

___we need a local group to organize recreation activities in the area

___we need more recreation programs

___other:_____

—

D. Financing/Funding Recreation Questions

1.a) Please indicate your approval or disapproval for the following means of raising funds for recreation:

1 = I strongly disapprove of this method

2 = I disapprove of this method

3 = I neither approve or disapprove of this method

4 = I approve of this method

5 = I strongly approve of this method

	Strongly Disapprove		Strongly Approve
slight property tax increase		1 2 3 4 5	
moderate property tax increase		1 2 3 4 5	
significant property tax increase		1 2 3 4 5	
slight area rate		1 2 3 4 5	
moderate area rate		1 2 3 4 5	
significant area rate		1 2 3 4 5	
private donations from residents		1 2 3 4 5	

a larger portion of district funds being given to the Recreation Department		1 2 3 4 5	
user fees (those who use programs or facilities should pay to use them)		1 2 3 4 5	
fund raising events		1 2 3 4 5	

b) A financing option which is being used by many organizations, more and more these days is corporate sponsorship where companies are asked to provide money or products to support particular programs/services. This arrangement has been very helpful in lifting some of the financial burden from non-profit organizations. Critics of these sponsorships say that some of the control over the program or service is lost by the non-profit organization and that it tarnishes the "public good" nature of the program or service. We'd like to know what you think. Using the scale above, please circle the number which represents your opinion:

1 2 3 4 5

2.a) If your household were asked to make a donation of time or money toward (name of organization, program etc,) what would your response be?

_____Yes, Please proceed to "b"

_____No.

b) In what way(s) would you or a member of your household be willing to contribute? (You may check more than one response)

I/we would ...

_____help on a fund-raising committee

_____donate labour/skills

_____make a one-time money donation

_____make a yearly money donation

_____other

c) If you indicated that you would make a money donation, please help us to determine our fund-raising goals by indicating the amount of donation you would be willing to make:

a. One-time donation of:

- _____ \$1 to \$50
- _____ \$51 to \$100
- _____ \$101 to \$250
- _____ \$251 to \$500
- _____ \$501 to \$1000
- _____ more than \$1000

b. Yearly contribution of:

- _____ \$1 to \$50
- _____ \$51 to \$100
- _____ \$101 to \$250
- _____ \$251 to \$500
- _____ \$501 to \$1000
- _____ more than \$1000

3. Imagine that you have an extra \$100 to spend on municipal services in (name of municipality), (these include police, fire, recreation, public works, etc.).

Please indicate below how much you would give each of these services:

Police:	\$ _____
Social Services:	\$ _____
Fire:	\$ _____
Recreation:	\$ _____
Public Works:	\$ _____

Total = \$100

E. Future Consideration Questions

1. In your opinion, what priority should (name of organization) attach to the following "target" groups over the next 3-5 years?

Sample Groups	Low Priority	Medium Priority	High Priority
• people with disabilities	_____	_____	_____
• seniors	_____	_____	_____
• youth	_____	_____	_____
• single parent families	_____	_____	_____
• other group(s); please specify:	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

2. In your opinion, how important will the following initiatives be in the next 3-5 years for the (name of organization)?

1 = this service will **not be important**

2 = this service will **be somewhat important**

3 = this service will be **important**

Sample Initiatives	Not Important	Somewhat Important	Important
• consultation	1	2	3
• information service	1	2	3
• advocacy initiatives	1	2	3
• resource library development	1	2	3
• research	1	2	3
• special project implementation	1	2	3

• workshop provision	1	2	3
• other	1	2	3

3. There are a number of issues facing the (name of organization) as it enters the 1990's. These issues are listed below and we would like to get your opinion on each.

Please circle the number which best represents your level of agreement with the following statements:

The (name of organization) should...	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a) become more involved with tourism organizations to develop and promote tourism programs within the municipality	1	2	3	4	5
b) become involved in the development of regional multi-use recreation facilities within the municipality	1	2	3	4	5
c) work more closely with the district school board to encourage more community use of schools	1	2	3	4	5
d) become more involved in the direct management of green openspaces and water areas in the municipality	1	2	3	4	5

4. Please indicate your level of agreement regarding the following direction(s) which you believe municipal recreation should take in the coming years, **where:**

1 = **I strongly disagree** with this statement

2 = **I tend to disagree** with this statement

3 = **I neither agree nor disagree** with this statement

4 = **I tend to agree** with this statement

5 = **I strongly agree** with this statement

In the future, municipal recreation should become ...

	Strongly Disagree		Strongly Agree
• more involved in educating people about leisure and the role which it plays in their lives		1 2 3 4 5	
• more regional in operational scope and less local		1 2 3 4 5	
• more dependant upon volunteers to deliver recreation programs and services		1 2 3 4 5	
• become less business-oriented in the way it operates		1 2 3 4 5	
• more involved in ensuring access to open spaces within the municipality		1 2 3 4 5	
• less involved in long range planning for recreation		1 2 3 4 5	
• other; please specify: _____ _____		1 2 3 4 5	

5. Overall, how does the future look for municipal recreation?

___ bright

___ dim

___ dark

6. Imagine that you have been asked to advise the recreation department on partent on how to spend their budget. Please review the following items and indicate the priority which you would place on each, **where:**

1 = this should be a **low priority item**

2= this should be a **medium priority item**

3= this should be a **high priority item**

Sample Budget Items	Low		High
a) preservation of open spaces		1 2 3	
b) development of walking trails		1 2 3	
c) development of neighbourhood parks		1 2 3	
d) construction of new playing fields (for example soccer, softball)		1 2 3	
e) construction of a new rec. centre (to house rec. dept. office & multi-purpose areas of various sizes for programs and meetings)		1 2 3	
f) hiring of more recreation staff		1 2 3	
g) staging of more special events		1 2 3	
h) running more recreation programs		1 2 3	
i) subsidization of participant fees		1 2 3	
j) increased maintenance of areas & facilities		1 2 3	
k) other: _____		1 2 3	

Open Questions

The following questions may best be asked in an interview format.

7. Given some of the initiatives which you plan for your organization for the next 2-3 years, what impact, if any, do you foresee these having on (name of organization)?

8. What trends do you envision (recreational, economic, social, political, technological, environmental, etc.) which might impact the development of the (name of organization)?

9. What issues should the (name of organization) address in the next three years? In what order? Why?

10. a) Do you see your organization coming into conflict with the (name of organization), in the near future?

b) If so, in what ways? How might these conflicts be prevented or resolved?

11. If you could support only one recreation project over the next year, what would it be?

12. If, over the next three years, a recreation project was undertaken which was designed to help your community in a major way, what would that project be?

13. What is the most important task/issue with which the (name of organization) should deal in the next three years? Why?

F. Communication Questions

1. How would you rate your level of information regarding (name of organization) operations?

___ I am very informed as to (name of organization) operations

___ I am somewhat informed as to (name of organization) operations

___ I am not very informed regarding (name of organization) operations

___ I am unaware of (name of organization) operations

2. Is it important to you to be kept informed regarding the programs, services and special events offered by the recreation department?

Yes. No.

3. How should the recreation department best communicate with you about what it is doing? (You may check more than one answer.)

send a brochure regularly to my home advertise regularly in the newspaper - please check: (name of newspaper/s) come and speak to the organization to which I belong advertise regularly on the local TV cable channel set up an information kiosk downtown advertise regularly on the radio - please check: (name of radio station/al other:

4. Thinking back over the past year, how would you rate the recreation department's performance in terms of keeping you informed about its programs, services and special events?

___ excellent

___ good

___ fair

___ poor

Comment? _____

5.a) Have you ever heard of the (name of program)?

a. ___ Yes

b. ___ No, If "no", please proceed to Question _____

b) How did you hear or see information about the (name of program)?

a. ___ posters

b. ___ radio

c. ___ newspaper

d. ___ word-of-mouth

e. ___ brochure

f. ___ television

g. ___ other, please

specify: _____

6. The recreation department has a certain "visibility" in the community. What is your opinion about the visibility of the department?

___ it should become more visible in the community

___ it should become less visible in the community

___ it should maintain its current visibility in the community

7.a) When you think of (name of organization), does any image come to mind?

a) ___ Yes

b) ___ No.

b) If "yes", in one sentence, what image comes to mind?

—

c) Is this image the one that you would like the (name of organization) to have?

___Yes. Please proceed to question___

___No

d) If "no", in one sentence, what image would you like it to have ?

8. How should the municipal recreation department consult with the public?

___ hold recreation referenda in conjunction with municipal elections

___ conduct regular polls of a sample of the municipality

___ consult with the recreation committee/commission

___ hold regular public meetings within the municipality

___ other, please specify:_____

9. Think about how you learn of the activities of (name of organization) and then indicate the extent to which you use the following **where**:

1 = I **SELDOM** use this method to learn about (name of organization) activities

2 = I **OCCASIONALLY** use this method to learn about (name of organization) activities

3 = I **REGULARLY** use this method to learn about (name of organization) activities

Sample Methods	Seldom	Occasionally	Regularly
• read their newsletter	1	2	3
• speak with the executive director	1	2	3
• pick up information at	1	2	3

their conference displays			
•speak to colleagues	1	2	3
•receive information directly from (name of organization)	1	2	3
•other opportunities, please specify:	1	2	3
_____	1	2	3

G. Park Development Questions

1. There has been much discussion about what might be developed in the park to better meet the recreational needs of (name of municipality) residents.

Below is a listing of what some people have suggested should be put into the park. We would like your opinions on these suggestions.

Please indicate your level of approval or disapproval for each of the items:

1 = strongly **disapprove**

2 = tend to **disapprove**

3 = undecided

4 = tend to **approve**

5 = strongly **approve**

	Strongly Approve		Strongly Disapprove
a) walking/jogging trails		1 2 3 4 5	

b) outdoor pool		1 2 3 4 5	
c) horseshoe pits		1 2 3 4 5	
d) bicycling trails		1 2 3 4 5	
e) indoor pool		1 2 3 4 5	
f) hiking/cross-country ski trails		1 2 3 4 5	
g) soccer field		1 2 3 4 5	
h) outdoor amphitheatre (for staging concerts in the park, plays, etc.)		1 2 3 4 5	
i) ice arena		1 2 3 4 5	
j) camping sites		1	

		2 3 4 5	
k) construction of an indoor recreation facility (with multi-purpose areas of various sizes for programs and meetings)		1 2 3 4 5	
l) fitness trail (exercise stations along a trail)		1 2 3 4 5	
m) wading pool		1 2 3 4 5	
n) basketball court		1 2 3 4 5	
o) other suggestions: _____ _____ _____			

2. Below are pairs of words which may be used to describe the park. Please examine each pair and place a mark on one of the five lines between each pair of words to indicate the kind of atmosphere and activity which would like to see at (name of park).

For example: If you believe strongly that the park should have a quiet atmosphere, you would indicate this as follows:

quiet X _____ _____ _____ _____ _____ loud

Now, please indicate your preferences for the park's atmosphere and activity opportunities below:

The park should be...		
mostly for physically active recreation	_____	mostly for non-physically active recreation
predominantly natural setting	_____	predominantly man-made setting
mostly for younger residents supervised	_____	mostly for older residents unsupervised
for year-round use	_____	for seasonal use
oriented toward developing outdoor recreation areas and facilities	_____	oriented toward developing indoor recreation areas and facilities
a heavily-used park	_____	a lightly-used park

3. If there are other words to describe the kind of atmosphere and activity which you would like to see at the park, please indicate these below:

4. What might be done to increase your usage of the park? (you may check more than one answer)

- draw my attention to the park more often
- provide transportation to and from the park
- make it easier to get down into the park

put on more programs which are of interest to me

construct more recreation facilities which I can use

other: please specify

5. If you could change just one thing in (name of park), what would it be?

6. If you could develop only one thing in (name of park), what would it be?

7. If you were to picture the "ideal park", what would it look like? Who would be there? What would they be doing? What would the atmosphere be?

8.a) Who do you think should be the major partners (share funding, equipment, leadership, facilities, etc.) in the on going development and enhancement of the (name of park)?

b) What might they bring to the partnership? What should they get in return for their support?

H. Organization Development Questions

If you are not a member of (name of organization), please indicate below why you have chosen not to do so. (You may check more than one response.)

membership in (name of organization) is not important for my job

(name of organization) doesn't offer any programs/ services which interest me

can't afford membership fees

I've never been approached as a member

I have philosophical difference with the (name of organization)

I don't know enough about the organization to know whether I would want to join

other, please specify: _____

2. Why did you become a member of (name of organization)? (You may check more than one answer.)

___ membership is important for my job

___ to access (name of organization) programs and services

___ to stay current with new developments in the field

___ to obtain peer support

___ to access professional development opportunities

___ other, please specify: _____

3. To help you identify weaknesses in the processes of your organization, the following questions have been developed. Below, and on the following page, is a list of statements which describe the processes of an effective organization. With your involvement in mind, please indicate, by circling the appropriate number, your agreement, uncertainty or disagreement with the statements on the left of the page.

	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
In your organization, decisions are made by, or near the best sources of information regardless of where these sources are on the organizational chart.	1	2	3	4	5
Individuals within your organization manage their work toward organizational goals and organizational plans to achieve those goals.	1	2	3	4	5
Communication, horizontally, within the organization, is undistorted. People share relevant facts and feelings.	1	2	3	4	5
Communication, vertically, within	1	2	3	4	5

the organization, is undistorted. People share relevant facts and feelings.					
There is a reward system, in the organization, to reward individuals for performance of tasks.	1	2	3	4	5
There is a reward system, in the organization, to promote individual growth and development.	1	2	3	4	5
There is a reward system, in the organization, to promote the development of an effective work group.	1	2	3	4	5

	Strongly Disagree		Strongly Agree
The organization is set up in such a way as to reflect the function sthat it performs. That is, the organization has examined its major functions and has then determined how human resources will be organized.		1 2 3 4 5	
In the organization, there is a minimum amount of inappropriate win-lose activity between individuals and groups. Constant efforts exist to treat conflict and conflict situations as problems subject to problem solving methods.		1 2 3 4 5	
Input is sought , in the		1 2 3 4 5	

organization concerning what tasks/projects will attempted and how they will be be accomplished.			
Input is gjym in the organization, concerning what tasks/projects will be attempted and how they will be accomplished.		1 2 3 4 5	
Conflicts which may occur over organization projects are resloved in the interests of the organization.		1 2 3 4 5	
The organization and its members see themselves as interacting with the larger environment i.e. similar organizations, the professional community, the general public etc...		1 2 3 4 5	
There is shared value and organization supervisory strategy to support it, of trying to help each individual in the organization maintain his/her integrity and uniqueness in an interdependant environment.		1 2 3 4 5	
The organization has built-in feedback mechanisms so that individuals and the group can learn from their experience.		1 2 3 4 5	

Open Questions

4. If you were to give the (name of organization) one piece of advice, what would it be?
5. What strengths has the (name of ocganization) exhibited in the past? What has been its most Important strength? Why?
6. In the past, what have been the weaknesses of the (name of organization)? Which have been the most devastating? Why?

7. How can the (name of organization) avoid or improve upon its weak areas?

I. Leisure Behaviour Questions

1. Think about what you enjoy doing in your spare time. These might range, from doing needlepoint to walking; from cross-country skiing to reading. Now focus in on the 3 things which you most like to do.

Please name these below:

The 3 things I most enjoy doing in my spare time are ...

2. Below are a number of reasons why people become involved in spare time activities. Think about your favorite spare time activities and then go down the list and tell us how important each one is to your spare time enjoyment:

1 = this reason is **not at all important** to me

2 = this reason is **somewhat important** to me

3 = this reason is **important** to me

4 = this reason is **very Important** to me

I do my favorite spare time activities...	Not Imp.		Very Imp.
• to relax		1 2 3 4	
• to be healthy		1 2 3 4	
• to get a feeling of adventure		1 2 3 4	
• to be alone		1 2 3 4	
• to do something that I'm good at		1 2 3 4	

•to appreciate nature		1 2 3 4	
•to get away from it all		1 2 3 4	
•to be with friends		1 2 3 4	
•to challenge myself		1 2 3 4	
•other:_____			

3.a) How important are the following individuals or groups in making your spare time activities happen?

1 = these individuals/groups are **not at all important** to making activities happen

2 = these individuals/groups are **somewhat** important to making activities happen

3 = these individuals/groups are **important** to making activities happen

4 = these individuals/groups are **very important** to making activities happen

	Not Imp.		Very Imp.
•myself		1 2 3 4	
•my friends		1 2 3 4	
•my family		1 2 3 4	
•local community organizations (church, clubs)		1 2 3 4	
•the <u>(name of organization)</u>		1 2 3 4	
•other; please specify:_____			

b) In the future, would you like this to change?

___ yes. In what way(s)?_____

___ no

___ unsure

4. On what individual or organization do you most rely for recreation facilities and areas?

a)___ my own property/area (eg. home, coftage, etc.)

b)___ local community organizations (eg. community hall, ballfield, arena, etc.)

c)___ the (name of organization)

d)___ private property/facility owned by a friend/acquaintance

e)___ commercial/private recreation agencies (fitness clubs, bowling alleys, etc.)

f)___ other; please specify:_____

5. How important is your recreation to you?

a)___ it is vital to my well-being

b)___ it is important to my well-being

C)___ it's nice to have but not all that important to my well-being

d)___ it is not at all important to my well-being

6. How would you rate your leisure lifestyle?

a)___ excellent

b)___ good

c)___ fair

d)___ poor

Why?_____

7. Would you consider yourself fairly well-informed about recreation opportunities in your area?

a) Yes

b) No

8.a) In the past 12 months has a member of your family used a recreation facility operated by (name of organization)?

yes

no

unsure

b) If "yes" how often?

once a year

a few times a year

monthly

weekly

other: _____

9.a) In the past 12 months, have you participated in a recreation program(s) or use a service(s) sponsored by (name of organization)?

Yes. (Please Proceed to section _____)

No. (Please proceed to question _____)

Unsure

b) If "yes", how often?

once a year

a few times a year

monthly

weekly

other: _____

J. Recreation Opportunity Questions

1. We'd like to hear your opinions about opportunities for involvement in recreation in your area.

Please think about the area **within 5 miles/km of your home** as you answer this question:

N/A = I am **unsure** of the opportunities to do these kinds of activities in my area

1 = there are **poor** opportunities to do these kinds of activities in my area

2 = there are **fair** opportunities to do these kinds of activities in my area

3 = there are **good** opportunities to do these kinds of activities in my area

4 = there are **excellent** opportunities to do these kinds of activities in my area

Activities (examples)	Poor		Excellent
a) Arts activities (drama, dance, arts & crafts)		N/A 1 2 3 4	
b) Sport activities (hockey, basketball, tennis, soccer)		N/A 1 2 3 4	
c) Fitness activities (walking, aerobics, bicycling)		N/A 1 2 3 4	
d) Outdoor Recreation activities (hiking, camping)		N/A 1 2 3 4	
e) Aquatic activities (swimming, swim lessons, diving)		N/A 1 2 3 4	
f) Cultural activities (visiting libraries, museums)		N/A 1 2 3 4	
g) Educational activities (enrolling in courses)		N/A 1 2 3 4	

2. Now, we'd like to find out how important each of these kinds of activities are to you. Please circle the appropriate number:

1 = these activities are **not at all important** to me

2 = these activities are **somewhat** important to me

3 = these activities are **important** to me

4 = these activities are **very important** to me

<u>Activities</u> (examples)	Not Imp.		Very Imp.
a) Arts activities (drama, dance, arts & crafts)		N/A 1 2 3 4	
b) Sport activities (hockey, basketball, tennis, soccer)		N/A 1 2 3 4	
c) Fitness activities (walking, aerobics, bicycling)		N/A 1 2 3 4	
d) Outdoor Recreation activities (hiking, camping)		N/A 1 2 3 4	
e) Aquatic activities (swimming, swim lessons, diving)		N/A 1 2 3 4	
f) Cultural activities (visiting libraries, museums)		N/A 1 2 3 4	
g) Educational activities (enrolling in courses)		N/A 1 2 3 4	

3.a) Do you or members of your family regularly participate in recreation activities outside of your local area (greater than 5 miles/km away)? When we say "regularly", we mean at least once per month

___ yes. Please go to "b"

___ no. Please go to Question_____

b) Does this travel take you into adjacent municipal units (other cities, towns or counties)?

___ yes. Please go to "c"

___ no. Please go to "e"

___ unsure. Please go to "e"

c) Into which adjacent municipal unit(s) do you travel to participate in recreation activities? How often?

<u>List of Municipal Units</u>	Very Seldom	Sometimes	Often

d) We would like to know more about the reasons for becoming involved in recreation programs offered by other municipal units. Please indicate which of the following reasons pertain to you or your family. (You may check more than one response.)

___ the only program of this kind is offered there

___ the facility required to run this program is there

___ the facility there is better than the one offered locally

___ other reason(s); please specify: _____

e) How do you feel about going outside of your local area in order to participate in some recreation activities? (You may check more than one answer)

___ I enjoy travelling outside of my local area

___ it doesn't really bother me

___ it is inconvenient

___ I find it quite difficult to travel outside of my local area

___ other; please specify:_____

4. Generally, how satisfied are you with the recreation opportunities available to you in the (name of municipality) area?

___ very satisfied

___ satisfied

___ unsatisfied

___ very unsatisfied

Comment?

—

5. If applicable to your situation, how satisfied are you with the recreation opportunities available to your family in the (name of municipality) area?

___ very satisfied

___ satisfied

___ unsatisfied

___ very unsatisfied

Comment?

—

6.a) Do you feel that there are groups of people within your area whose recreation needs are not being met?

___ yes

___ no

b) Which groups of people within your community are not having their recreation needs met?

c) Have you any suggestions regarding how the (name of organization) should deal with this situation?

Please detail:

7. Are there groups of residents in your area who should be given higher priority attention by the recreation department?

- Yes. Please proceed to Question 8.
- Uncertain
- No

8. Who should receive higher priority attention?

9. Is access to municipal recreation programs and services a right of all residents?

- Yes
- No

Comment: _____

K. Organizational Role Questions

1. Currently, the (name of organization) serves the residents of the municipality in a number of ways. Using the scale below, please indicate the extent to which you participate or use each of the programs /services.

1 = I do not participate in or use the program/service

2 = I sometimes participate in or use this program/service

3 = I regularly participate in or use this program/service

SAMPLE SERVICES	Do Not Participate	Sometimes Participate	Regularly Participate
a) monthly newsletter	1	2	3
b) grants to community organizations	1	2	3
c) consultative services	1	2	3
d) administrative services to community organizations	1	2	3
e) day camps	1	2	3
f) Senior's day	1	2	3
g) Terry Fox Run	1	2	3
h) Volunteer Week	1	2	3
i) Fit Week	1	2	3
j) Pre-school	1	2	3

2.a) Please indicate the first program, service or special event which comes to mind, when someone mentions (name of organization). If nothing comes to mind please indicate this.

_____ nothing comes to mind.

b) We'd be interested in whether you could name at least one or two other programs, services or special events sponsored by (name of organization). If you can, please indicate these below.

If not, please move on to question _____

3.a) Considering your favorite sparetime activities, is there a role which (name of organization) might play in enhancing these activities.

___ yes

___ no

___ unsure

b) If "yes", what role might it play to enhance your sparetime activities?

Name of Actimily	Role for (name of organization)

4. Following are some statements about how (name of ocaniztion) might seerve you.

Please indicate the importance toyou of each statement, where:

1 = this is **not at all important** to me

2 = this is **somewhat** important to me

3 = this is **important** to me

4 = this is **very important** to me

(Name of organization) **should** ...

Sample Initiatives	Not at all Important		Very Important
a) provide easy access to the wooded trail system in town		1 2 3 4	
b) provide me with information about recreation areas, facilities and opportunities in _____		1 2 3 4	
c) help to educate me regarding how to use my spare time most beneficially		1 2 3 4	
d) make recreation facilities and areas available when I can use them		1 2 3 4	
e) provide me with a leader/instructor to guide me through a recreation activity		1 2 3 4	
f) not interfere with my personal recreation		1 2 3 4	
g) subsidize the cost of fees for my participation in recreation activities offered		1 2 3 4	
h) provide transportation to enable me to get to the site where I can pursue my recreational interests		1 2 3 4	
i) provide child care services to enable me to pursue my recreational pursuits		1 2 3 4	
j) other; please detail _____ _____		1 2 3 4	

5. Please indicate your level of agreement with each of the statements regarding the role of the municipal recreation department, where

1 = strongly disagree

2 = tend to disagree

3 = tend to agree

4 = strongly agree

The municipal recreation department should ...

<u>Statements</u>	<u>Level of Agreement</u>			
	Strongly Disagree		Strongly Agree	
• expend most of its resources on <u>helping local groups</u> to develop recreation programs and services for others in the community	1	2	3	4
• expend most of its resources on the <u>direct provision</u> of recreation programs and services	1	2	3	4
• expend most of its resources on the <u>development</u> of recreation <u>areas and facilities</u>	1	2	3	4
• concentrate efforts on helping individuals and groups of residents to <u>provide</u> for their <u>own</u> recreation opportunities	1	2	3	4

Comment : _____

—

6.a) Should the role of (name of organization) change regarding the way in which it provides for the recreation needs of the residents of the Municipality?

_____ yes

_____ no, please proceed to question _____

b) If "yes", in what ways would you suggest that it change?

7. Considering the benefits which you receive from the (name of organization), how would you rate the value that you are receiving for your (membership fee/taxes/ etc) ?

___ **poor** value for money

___ **fair** value for money

___ **good** value for money

___ **excellent** value for money

8. Please indicate your level of agreement with the following statements where:

1 = I **strongly agree** with this statement

2 = I **agree** with this statement

3 = I **disagree** with this statement

4 = I **strongly disagree** with this statement

Ideally, the _____ Recreation Department should focus Its attention on ...

	Strongly		Strongly
--	----------	--	----------

	Agree		Disagree
a) providing recreation programs directly to residents		1 2 3 4	
b) helping individuals and groups within the community to provide for their own recreation		1 2 3 4	
c) only those who regularly do not have their recreation needs met		1 2 3 4	
d) providing adequate areas (parks, trails, fields, etc.) where recreation activity can take place		1 2 3 4	
e) providing adequate facilities (rec. centre for example) where recreation activity can take place		1 2 3 4	
f) forging partnerships with existing community organizations to jointly provide for the recreation needs of town residents		1 2 3 4	

9. If you were to give recreation a priority among other municipal services, where would you place it?

<u>Other Services</u>	<u>I would place recreation ...</u>		
• police	___higher	___lower	___same level
• water/sewer	___higher	___lower	___same level
• fire	___higher	___lower	___same level
• public works	___higher	___lower	___same level
• social/community services (known to some as "Welfare Services)	___higher	___lower	___same level

Comment: _____

—

10. Given the fact that resources (fiscal and human) seem to be more scarce these days, what do you think of the concept of regional development of recreation facilities (eg. arenas, pools, multi-use recreation complexes, etc.) and areas (eg. parks, waterfronts, etc.)? In this concept, a number of nearby communities might co-operate and develop one large regional recreation centre as opposed to a number of smaller duplicate centres?

____ I strongly approve this concept

____ I tend to approve this concept

____ I tend to oppose this concept

____ I strongly oppose this concept

____ I have no opinion on this concept

Comment: _____

—

11. Should public municipal recreation departments seek to co-operate, wherever possible, with private recreation agencies (eg. bowling alleys, private fitness clubs, amusement/theme parks)?

____ I strongly approve this concept

____ I tend to approve this concept

____ I tend to oppose this concept

____ I strongly oppose this concept

____ I have no opinion on this concept

Comment: _____

12. Should the municipal recreation department ensure that the recreation needs of all residents of the municipality are satisfied? (eg. all ages, both sexes, active and passive, all socio-economic levels, all races, ethnic groups and religions)

Yes. Please proceed to Question _____

Uncertain. Please proceed to section _____

No. Please proceed to section _____

Comment: _____

If "no" or "uncertain", who should be excluded from service? Why?

14. For the most part, the (name of organization) provides financial assistance and other support service to local community organizations within the county. These organizations, in turn, provide recreation programs, services and facilities for local residents. Should the recreation department change the way in which it serves the recreation needs of county residents?

No, things should stay as they are

Yes, it should provide more assistance and support to local community organizations

Yes, it should provide recreation programs and services directly to the residents, understand that this would mean less assistance and support for local community organizations

Yes, it should provide fewer recreation programs and services directly to the residents. I understand that this would mean more assistance and support for local community organizations

other suggestions: _____

15. If the (name of organization) were to grant you (or your family, if applicable) one recreation "wish" (for example, a recreation facility, program, service, special event, etc.), what would you ask for?



This document is complimentary and is provided from the National Recreation Database by the [Lifestyle Information Network \(LIN\) www.lin.ca](http://www.lin.ca)

