

City of Regina 2019 Omnibus Survey Report March 2019

Prepared for:
CITY OF REGINA
2476 Victoria Avenue
Regina, SK S4P 3C8

Submitted by:
PRAXIS CONSULTING LTD.
Suite 150 - 2 Research Dr.
Regina, SK S4S 7H9



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Executive Summary

On behalf of the City of Regina, Praxis conducted an online community omnibus survey with a cross-section of Regina adults. The objective is to explore perceptions on various topical issues—including the new aquatic facility in Wascana Park. Highlights are presented in this report.

Highlights

NEW OUTDOOR AQUATIC FACILITY

6 out of 10 Aware of Outdoor Aquatic Facility in Wascana

- › Six out of ten (57%) respondents have recently seen or heard something about the outdoor aquatic facility in Wascana Park.

7 out of 10 Support New Aquatic Facility in Park

- › Respondents are informed that the City of Regina is beginning work on a new city-wide outdoor aquatic facility in Wascana Park, as the existing pool has reached the end of its useful life. Hearing this, seven out of ten (70%) respondents say they support a new outdoor aquatic facility in Wascana—including four out ten (39%) who ‘strongly support’ the project.

Lap Swimming Most Desired Feature in New Facility

- › Lap swimming is the most desired feature in the new outdoor aquatic facility, with 38% of respondents ranking it in their top three most important features.
- › Diving is the second most important feature, at 29% of respondents. Hot tub and multiple water slides tie as the third most important feature, at 26%.

7 out of 10 Have Visited Wascana Pool

- Seven out of ten (68%) respondents say they, or someone in their household, has visited the current Wascana Pool.
- Of these respondents, two out of ten (19%) visited Wascana Pool within the last year. Another 25% visited 1 to 2 years ago and 17% 3 to 5 years ago. The largest percentage (39%) say they visited over five years ago.

8 out of 10 Likely to Use New Wascana Aquatic Facility

- Eight out of ten (76%) respondents say they will likely use the new city-wide outdoor aquatic facility at Wascana Park once it opens—including 38% who are ‘very likely’ to do so.

Methodology

As part of the City of Regina’s regular public engagement on community initiatives, Praxis conducted an online omnibus survey in March 2019. The survey explores Regina residents’ perceptions and awareness levels of various topical issues, including a new outdoor aquatic facility in Wascana Park.

Survey Design

Our firm designed the survey questionnaire in consultation with the City of Regina. It was programmed into an online survey platform and pre-tested to ensure the questions flowed efficiently and incorporated correct branching and skip patterns. A sample frame was developed for an online community panel partner to collect feedback representative and reflective of Regina’s population.

Quota blocks were used to help facilitate reasonable representation of demographic characteristics; the data is also weighted to approximate Statistics Canada demographics in terms of age. A total

of 500 online surveys were completed with Regina residents age 18 years and older between March 1st to 7th, 2019.

Analysis

Responses sourced from an online community panel technically constitute a non-probability sample (since respondents self-select). The margin of error for a comparable probability-based survey (i.e. all telephone) with a random sample of 514 respondents is plus or minus 4.3%, with a 95% confidence interval (19 times out of 20). The margin of error is larger for subgroups (i.e. age).

This report presents the analysis of survey data, including frequency tables and charts. The survey includes several open-end questions; our firm has reviewed and categorized responses into high level themes to encapsulate key aspects of public feedback.

Our Company

Praxis is a Saskatchewan-based strategy and research firm with offices in Regina and Saskatoon that brings together some of Saskatchewan’s top management consulting practitioners. Our firm specializes in community and business intelligence, including focus groups, online and telephone surveys, and community engagement forums. Our work has been used in policy development, issue management, business planning, membership support, service quality management, community relations, public affairs and advocacy.



Survey Results

Aquatic Leisure Facility in Wascana

Awareness of Outdoor Aquatic Facility

Q. *Have you seen or heard anything recently about the outdoor aquatic facility in Wascana Park?*

- Six out of ten (57%) survey respondents have recently seen or heard something about the outdoor aquatic facility in Wascana Park.
- Three out of ten (33%) have not heard anything, while one out of ten (9%) is unsure.
- Awareness of the new aquatic facility in Wascana Park is consistent across age groups as well as among respondents with and without children living at home.

6 out of 10 Aware of Outdoor Aquatic Facility in Wascana



Support for New Facility

Q. Using a scale of 1 to 5, where 1 means strongly oppose and 5 means strongly support, please indicate your level of support for the new outdoor aquatic facility in Wascana Park.

- Respondents are informed that the City of Regina is beginning work on a new city-wide outdoor aquatic facility in Wascana Park, as the existing pool has reached the end of its useful life.
- Hearing this, seven out of ten (70%) respondents say they support a new outdoor aquatic facility in Wascana—including four out ten (39%) who ‘strongly support’ the project.

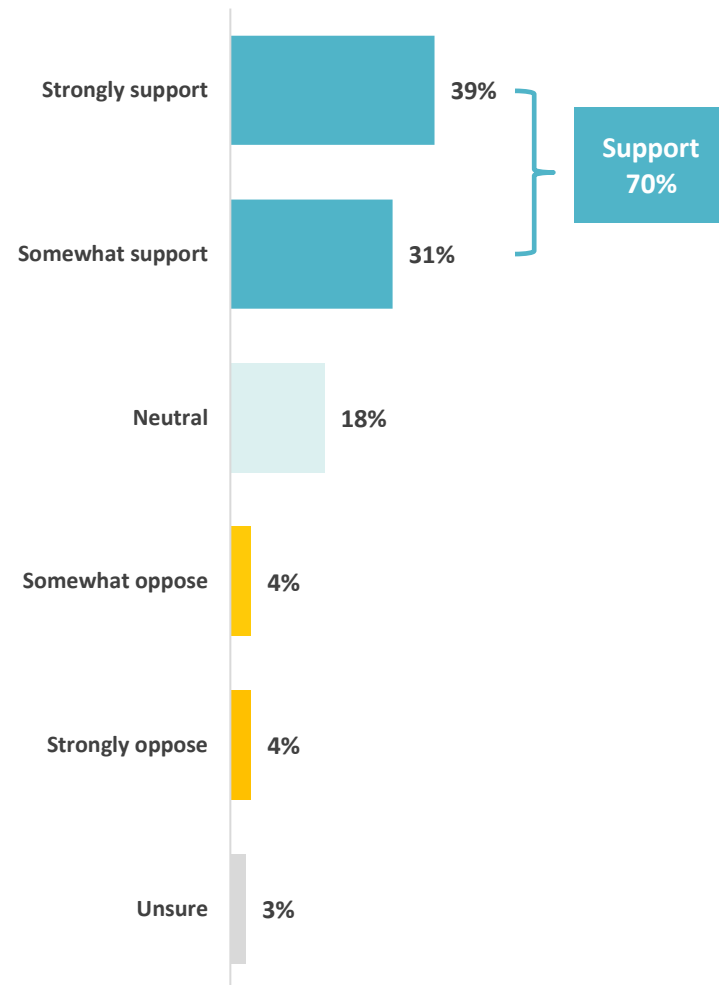
• **Ages 18-54 are the most supportive—78% strongly or somewhat support a new aquatic facility in Wascana.**

• **Respondents with children at home are also more supportive than those without children at home—82% strongly or somewhat support a new aquatic facility in Wascana.**

Awareness Has Modest Impact on Support.

- Awareness of the new aquatic facility in Wascana Park has a modest impact on support for the facility:
 - 74% of those who are aware of the new facility support it, versus 17% who do not
 - 70% of those who are not aware of the new facility support it, versus 23% who do not.

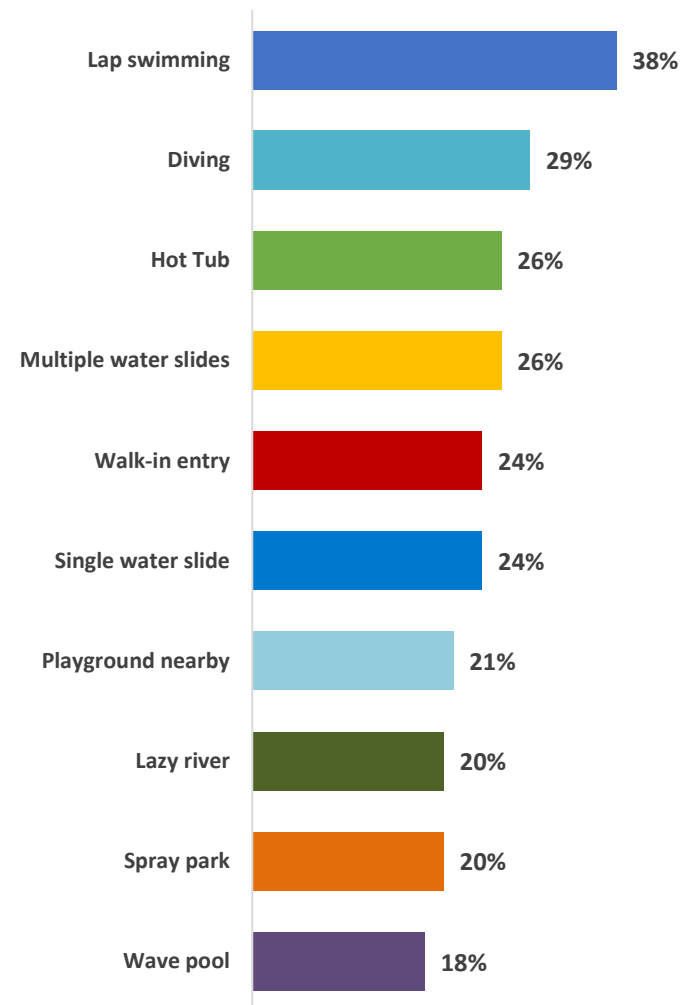
7 out of 10 Support New Aquatic Facility in Wascana



Desired Features in New Facility

- Q. The following features may be included in the new Wascana Park outdoor aquatic facility. Please rank them from most important to least important to you.**
- Lap swimming is the most desired feature in the new outdoor aquatic facility, with 38% of respondents ranking it in their top three most important features.
 - Diving is the second most important feature, at 29% of respondents. Hot tub and multiple water slides tie as the third most important feature, at 26%.
 - Walk-in entry and single water slide tie as the fourth most important feature, at 24%, while having a playground nearby is the fifth most important feature, at 21%.
 - Other features closely follow: lazy river feature (20%), spray park (20%) and wave pool (18%).
 - The close grouping suggests that most features on the list are at least somewhat important to respondents, but aside from lap swimming, no single feature dominates as a “must-have.”

Lap Swimming Most Desired Feature in New Aquatic Facility



Multiple response allowed

Overall Ranking of Possible Features of New Outdoor Aquatic Facility in Wascana Park

	1st choice	2nd choice	3rd choice	4th choice	5th choice	6th choice	7th choice	8th choice	9th choice	10th choice	Top 3 rank
Lap swimming	18%	5%	15%	3%	6%	6%	6%	6%	3%	23%	38%
Diving	12%	8%	9%	5%	12%	13%	8%	8%	7%	8%	29%
Multiple water slides	5%	9%	12%	7%	12%	10%	9%	9%	7%	8%	26%
Hot tub	7%	11%	8%	10%	6%	5%	11%	5%	7%	6%	26%
Single water slide	8%	8%	8%	8%	9%	11%	9%	8%	12%	6%	24%
Walk-in entry	9%	9%	6%	6%	8%	3%	6%	8%	11%	7%	24%
Playground nearby	8%	7%	6%	9%	9%	13%	7%	11%	8%	7%	21%
Spray park	6%	9%	5%	10%	8%	7%	8%	12%	8%	7%	20%
Lazy river	6%	7%	7%	10%	6%	9%	8%	7%	9%	6%	20%
Wave pool	5%	6%	7%	11%	8%	7%	9%	8%	9%	5%	18%

**Multiple response allowed*

Age impacts top 3 desired features:

- 18-34: single slide, lap swimming, multiple slides (diving, nearby playground are 4th and 5th desired features)
- 35-54: lap swimming, diving, multiple slides (walk-in entry, hot tub are 4th and 5th)
- 55+: lap swimming, diving, hot tub (walk-in entry, lazy river are 4th and 5th)

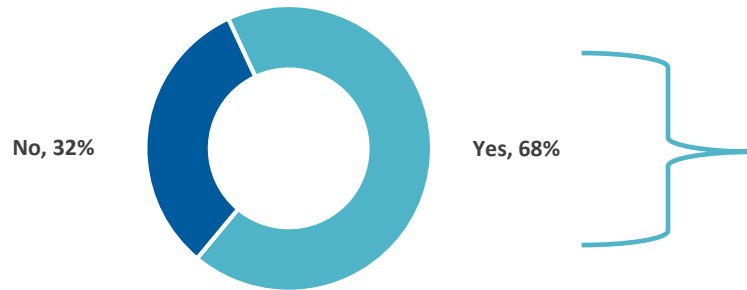
Having kids living at home also impacts top 3 desired features:

- Kids at home: lap swimming, hot tub, walk-in entry (diving, multiple water slides are 4th and 5th)
- No kids at home: lap swimming, diving, multiple slides (hot tub, single slide are 4th and 5th)

Current Visitation

7 out of 10 Have Visited Wascana Pool

Q. Have you or someone in your household ever visited the current Wascana Pool?



- Seven out of ten (68%) respondents say they, or someone in their household, has visited the current Wascana Pool.

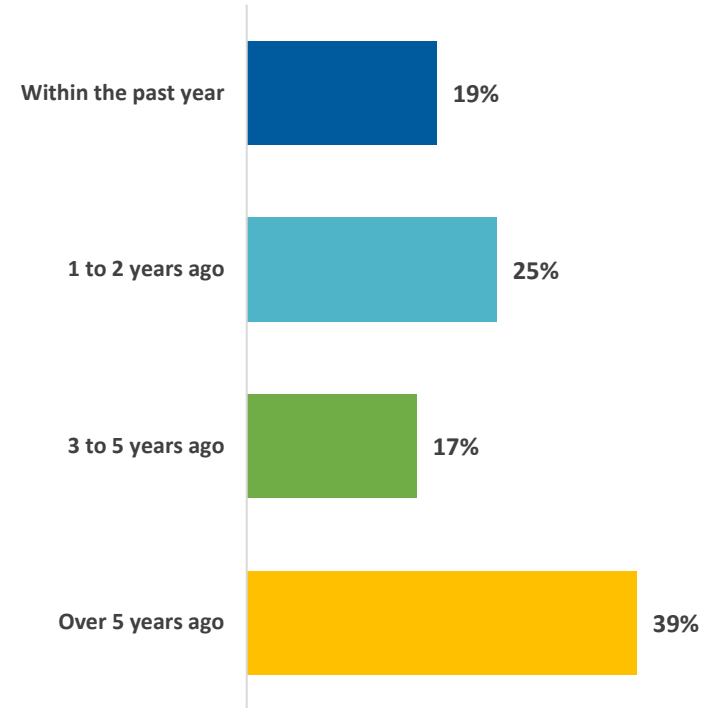
Older respondents are more likely to have visited Wascana Pool: 76% of ages 55+ vs. 57% of ages 18-34.

Respondents with children at home are only slightly more likely to have visited than those without children.

Q. If yes, when was your last visit?

- Of these respondents, two out of ten (19%) visited Wascana Pool within the last year. Another 25% visited 1 to 2 years ago and 17% 3 to 5 years ago. The largest percentage (39%) say they visited over five years ago.

2 out of 10 Visited Wascana Pool in Past Year



Young people are most likely to have visited Wascana Pool: within the last year (30%), ages 35-54 from 1 to 2 years ago (34%) and ages 55+ over five years ago (57%).

29% of respondents with children at home visited within the last year, another 36% from 1-2 years ago, vs. 46% of those without children at home who visited over 5 years ago.

Likelihood of Using New Aquatic Facility

Q. *How likely will you or someone in your household be to use the new city-wide outdoor aquatic facility at Wascana Park once it opens?*

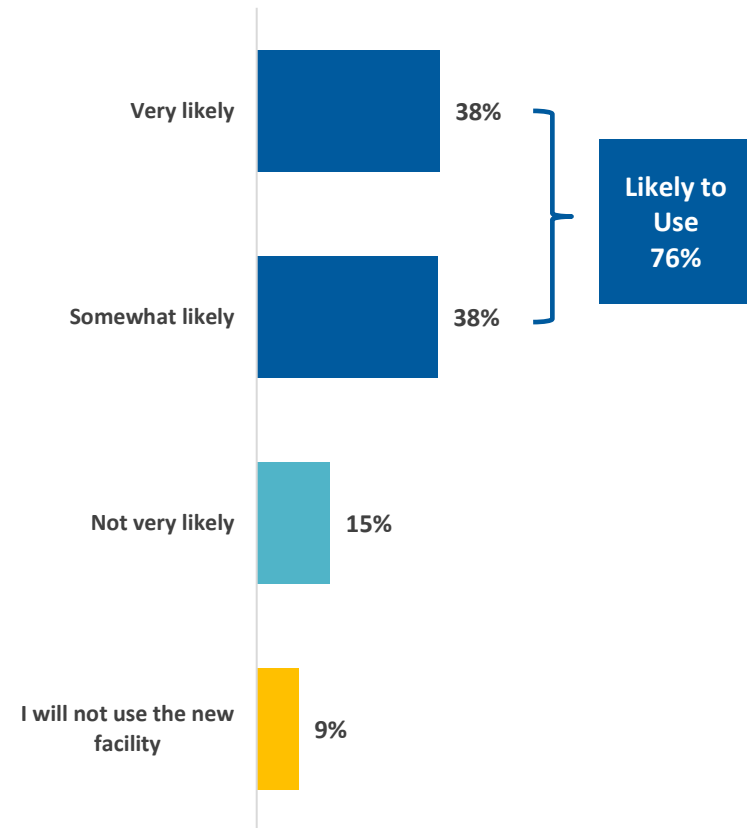
- Eight out of ten (76%) respondents say they will likely use the new city-wide outdoor aquatic facility at Wascana Park once it opens—including 38% who are ‘very likely’ to do so.
- Another 15% say they’re not very likely to use a new facility, but they are not closing the door completely, while 9% are sure they will not use the new facility.

Age clearly impacts likelihood of use:

- 94% of young people ages 18-34 are likely to use the new pool—including 52% ‘very likely’ to use it.
- This compares to 78% of ages 35-54 and 55% of ages 55+.

- A similar pattern is evident among respondents with children living at home—94% are likely to use the new pool compared to 69% of respondents without children at home.

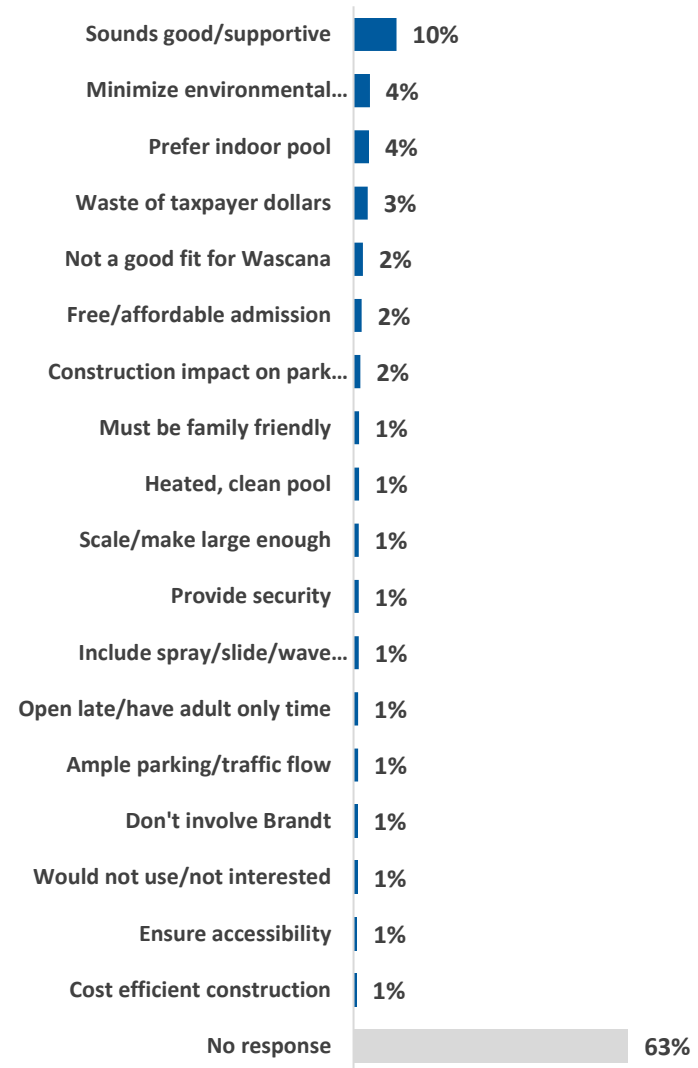
8 out of 10 Likely to Use New Wascana Aquatic Facility



Additional Comments

- Q. Are there any other comments you would like to add regarding a new city-wide outdoor aquatic facility as part of the rebuild of the pool in Wascana Park?**
- The majority (63%) of respondents had no additional concerns or comments about the new Wascana aquatic facility.
 - Among the few who did offer something, 10% simply said the project ‘sounds good’ or they’re supportive.
 - A handful (4%) would like the new facility to minimize its environmental footprint (maybe a smaller facility) or prefer an indoor pool.
 - Approximately 3% think it’s a waste of taxpayer dollars or are concerned about increasing property taxes.
 - Approximately 2% don’t think it’s a good fit for Wascana, want free/affordable admission or worry that construction will impact public enjoyment of the park.

No One Issue Dominates Public Response to New Facility



Multiple response allowed

Respondent Profile

Demographics (Weighted for Age)

AGE



CHILDREN LIVING AT HOME

