

2005 Lethbridge Public Opinion Study (Winter)

for
City of Lethbridge Leisure Services

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City of Lethbridge

Located in southwestern Alberta, the city of Lethbridge is home to 72,717 residents, 57,674 of which are 18 years of age or older.



The city is divided into six census areas, two each for its South, North and West geographic areas. It is divided north and south by Alberta highway 3, and east west by the Oldman River.

South Lethbridge's 27,941 residents represent 38.4 of the city's total population. West Lethbridge (22,429) and north Lethbridge (22,347) represent 30.8 and 30.7 respectively.

Methodology

This report is based on data collected by Lethbridge Community College and Athabasca University students enrolled in STS270 – Social Science Research Methods at Lethbridge Community College in the winter of 2005. Students interviewed 551 adult residents of the city of Lethbridge on February 12th and 13th, 2005 by telephone using the Western Wats Lethbridge call center facility. Telephone numbers were selected using random predictive dialing. We sincerely thank Western Wats for their hospitality.

The weighted sample yields a margin of error of $\pm 4.15\%$, 19 times out of 20. The margin of error increases when analyzing sub-samples of the data.

Analysis of the demographic data indicates that, within acceptable limits, the sample accurately represents the demographic distribution of the voting age population within the city of Lethbridge. The sample has been statistically weighted where necessary to even better reflect the demographic distribution of the population.

These data are part of a larger study of the opinions and attitudes of Lethbridge residents conducted by the Citizen Society Research Lab at LCC. The City of Lethbridge Leisure Services sponsored this particular set of questions. We thank Leisure Services for their support of our research endeavors.

What follows is a selection of our findings based on the questions below.

Faron Ellis, Ph.D.
Citizen Society Research Lab

- Q.** Thinking of the four city of Lethbridge pools, Nicholas Sheran, Stan Siwik, Henderson, Fritz Sick, would you say that you, or someone in your household, are a...current user, a past user or a non-user of these pools?
- Q.** CURRENT USER – Which of the following pools do you, or someone in your household, use most frequently?
- Q.** CURRENT USER – How satisfied overall are you with the Aquatics Services you are receiving at City of Lethbridge Pools?
- Q.** PAST USER – How many years ago did you, or someone in your household, last use a City of Lethbridge Pool?
- Q.** PAST USER – Why do you, or no one in your household, no longer use City of Lethbridge Pools?
- Q.** NON-USER – Have you, or someone in your household, visited pools in Lethbridge other than City of Lethbridge pools?
- Q.** NON-USER (users of other pools) – Why have you or your household members NOT used City of Lethbridge Pools?

City of Lethbridge Pool Usage

Slightly over one-quarter of Lethbridge residents currently use City of Lethbridge Pools.

North Lethbridge (35.6%), upper income (33.6%) and members of the generation-x age demographic (44.1) are among the most likely users

City of Lethbridge Pool Usage

Current User	26.1
Past User	27.7
Non-User	46.2

Current Users – Pool Used Most Frequently

Nicholas Sheran pools is most popular with current users (48.1%) while Stan Siwik ranks second (33.8%).

As is to be expected, pool choice is heavily influenced by location with west Lethbridge residents preferring Sheran (93.5) while north Lethbridge residents prefer Siwik (64.6%).

Current User Pool Used Most Frequently

Nicholas Sheran	48.1
Stan Siwik	33.8
Henderson	4.2
Fritz Sick	13.8

Current Users – Satisfaction

Over 97% of all users indicate they are satisfied with City of Lethbridge pools. Two-in-five indicated that they are very satisfied.

User satisfaction levels are very high amongst all user groups.

Current User Satisfaction

Very satisfied	40.3
Somewhat satisfied	56.9
Not Very satisfied	1.5
Not at all satisfied	1.3

Past Users – Last Used City Pool

The vast majority of past users have used a City pool in the last five years (73.9%).

The most often cited reason for not still using City pools is that they are doing other activities, don't swim anymore, or their children have grown up.

Past User Last Time Used City Pool

Less than 5 years ago	73.9
5-10 years ago	16.7
More than 10 years ago	9.4

Non-Users – Used Other Lethbridge Pools

The vast majority of non-users does not use other Lethbridge pools (76.2%).

The most cited reasons for not using a City pool was that they no longer swim, use other facilities or are taking part in other activities.

Non Users – Visited Other Lethbridge Pools

Yes	23.8
No	76.2

Reasons Not Using City Pools

Past Users – Reasons No Longer Use City Pools

Doing other activities	20.3
Don't Swim (anymore)	11.3
Family has grown	9.6
Health Reasons	7.7
Time constraint (no time)	7.6
Kids no longer in school	7.3
Climate (summer swimmers)	4.5
Location-transportation	4.0
Cost to Access	3.8
Using other facility	3.5
Hours of Operation	2.6
Programming at pools	2.1
Cleanliness	1.2
Other (including don't know)	14.5

Non-Users – Reasons Not Using City Pools

Don't swim	25.7
Using other facilities	20.4
Take part in other activities	10.4
Location-transportation	7.0
Cost to access	6.3
Time constraint (no time)	5.4
Health reasons	3.4
Programming at pools	1.6
Family has grown	1.6
Other (including don't know)	18.2

Lethbridge Pools Snapshot of Responses (%)



City of Lethbridge Pool Usage (%)

Current User	26.1
Past User	27.7
Non-User	46.2

Current User Pool Used Most Frequently (%)

Nicholas Sheran	48.1
Stan Siwik	33.8
Henderson	4.2
Fritz Sick	13.8

Non Users – Visited Other Lethbridge Pools (%)

Yes	23.8
No	76.2

Current User Satisfaction (%)

Very satisfied	40.3
Somewhat satisfied	56.9
Not Very satisfied	1.5
Not at all satisfied	1.3

Non-Users – Reasons Not Using City Pools (%)

Don't swim	25.7
Using other facilities	20.4
Take part in other activities	10.4
Location-transportation	7.0
Cost to access	6.3
Time constraint (no time)	5.4
Health reasons	3.4
Programming at pools	1.6
Family has grown	1.6
Other (including don't know)	18.2

Past User Last Time Used City Pool (%)

Less than 5 years ago	73.9
5-10 years ago	16.7
More than 10 years ago	9.4

Past Users – Reasons No Longer Use City Pools

Doing other activities	20.3
Don't swim (anymore)	11.3
Family has grown	9.6
Health reasons	7.7
Time constraint (no time)	7.6
Kids no longer in school	7.3
Climate (summer swimmers)	4.5
Location-transportation	4.0
Cost to access	3.8
Using other facility	3.5
Hours of operation	2.6
Programming at pools	2.1
Cleanliness	1.2
Other (including don't know)	14.5

Tabular Data

City of Lethbridge Pool Usage (%)

Q. Thinking of the four city of Lethbridge pools, Nicholas Sheran, Stan Siwik, Henderson, Fritz Sick, would you say that you, or someone in your household, are a...current user, a past user or a non-user of these pools?

City of Lethbridge Pool Usage by Gender (%)

	Male	Female	Total
Current User	26.1	26.2	26.1
Past User	23.1	31.8	27.7
Non-User	50.8	42.0	46.2

City of Lethbridge Pool Usage by Area of City (%)

	South	North	West
Current User	21.2	35.6	27.0
Past User	23.6	28.9	31.0
Non-User	55.3	35.6	42.0

City of Lethbridge Pool Usage by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Current User	15.9	29.2	33.6
Past User	26.8	27.1	29.3
Non-User	57.3	43.8	37.1

City of Lethbridge Pool Usage by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Current User	23.4	21.5	28.4	30.3
Past User	29.1	26.4	29.9	25.8
Non-User	47.5	52.1	41.8	43.9

City of Lethbridge Pool Usage by Age (%)

	18-29	30-44	45-64	65 or older
Current User	19.9	44.1	24.4	12.0
Past User	28.8	22.1	35.7	20.7
Non-User	51.4	33.8	39.9	67.4

Current Users – Pool Used Most Frequently (%)

Q. CURRENT USER – Which of the following pools do you, or someone in your household, use most frequently?

Current User – Pool Used Most Frequently by Gender (%)

	Male	Female	Total
Nicholas Sheran	45.6	50.0	48.1
Stan Siwik	38.2	30.3	33.8
Henderson	4.4	3.9	4.2
Fritz Sick	11.8	15.8	13.8

Current User – Pool Used Most Frequently by Area of City (%)

	South	North	West
Nicholas Sheran	34.9	18.8	93.5
Stan Siwik	27.9	64.6	4.3
Henderson	11.6	2.1	0.0
Fritz Sick	25.6	14.6	2.2

Current User – Pool Used Most Frequently by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Nicholas Sheran	42.3	41.1	53.3
Stan Siwik	30.8	41.1	33.3
Henderson	11.5	5.4	0.0
Fritz Sick	15.4	12.5	13.3

Current User – Pool Used Most Frequently by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Nicholas Sheran	45.5	50.0	36.8	57.8
Stan Siwik	39.4	26.9	47.4	22.2
Henderson	6.1	7.7	0.0	4.4
Fritz Sick	9.1	15.4	15.8	15.6

Current User – Pool Used Most Frequently by Age (%)

	18-29	30-44	45-64	65 or older
Nicholas Sheran	48.3	45.9	47.5	54.5
Stan Siwik	31.0	39.3	37.5	9.1
Henderson	3.4	3.3	7.5	0.0
Fritz Sick	17.2	11.5	7.5	36.4

Current Users – Satisfaction (%)

Q. CURRENT USER – How satisfied overall are you with the Aquatics Services you are receiving at City of Lethbridge Pools?

Current User – Satisfaction by Gender (%)

	Male	Female	Total
Very satisfied	36.2	44.6	40.3
Somewhat satisfied	60.9	52.7	56.9
Not Very satisfied	2.9	0.0	1.5
Not at all satisfied	0.0	2.7	1.3

Current User – Satisfaction by Area of City (%)

	South	North	West
Very satisfied	40.5	35.4	42.6
Somewhat satisfied	57.1	62.5	53.2
Not Very satisfied	0.0	2.1	2.1
Not at all satisfied	2.4	0.0	2.1

Current User – Satisfaction by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Very satisfied	44.0	42.9	32.6
Somewhat satisfied	56.0	55.4	63.0
Not Very satisfied	0.0	0.0	4.3
Not at all satisfied	0.0	1.8	0.0

Current User – Satisfaction by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Very satisfied	33.3	42.3	45.9	37.8
Somewhat satisfied	60.6	57.7	54.1	57.8
Not Very satisfied	3.0	0.0	0.0	2.2
Not at all satisfied	3.0	0.0	0.0	2.2

Current User – Satisfaction by Age (%)

	18-29	30-44	45-64	65 or older
Very satisfied	31.0	45.9	32.5	54.5
Somewhat satisfied	65.5	54.1	60.0	45.5
Not Very satisfied	0.0	0.0	5.0	0.0
Not at all satisfied	3.4	0.0	2.5	0.0

Past Users – Last Used City Pool (%)

Q. PAST USER – How many years ago did you, or someone in your household, last use a City of Lethbridge Pool?

Past User – Last Used City Pool by Gender (%)

	Male	Female	Total
Less than 5 years ago	82.8	68.1	73.9
5-10 years ago	6.9	23.1	16.7
More than 10 years ago	10.3	8.8	9.4

Past User – Last Used City Pool by Area of City (%)

	South	North	West
Less than 5 years ago	63.3	76.9	80.8
5-10 years ago	18.4	20.5	17.3
More than 10 years ago	18.4	2.6	1.9

Past User – Last Used City Pool by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Less than 5 years ago	75.0	69.2	80.5
5-10 years ago	18.2	21.2	12.2
More than 10 years ago	6.8	9.6	7.3

Past User – Last Used City Pool by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Less than 5 years ago	65.0	81.3	79.5	70.0
5-10 years ago	17.5	15.6	17.9	17.5
More than 10 years ago	17.5	3.1	2.6	12.5

Globe and Mail by Age (%)

	18-29	30-44	45-64	65 or older
Less than 5 years ago	87.5	93.3	68.3	35.0
5-10 years ago	12.5	0.0	25.0	30.0
More than 10 years ago	0.0	6.7	6.7	35.0

Past Users – Reasons No Longer Use City Pools (%)

Q. PAST USER – Why do you, or no one in your household, no longer use City of Lethbridge Pools?

Past Users – Reasons No Longer Use City Pools (%)

Take part in other activities	20.3
Don't swim (anymore)	11.3
Family has grown	9.6
Health reasons	7.7
Time constraint (no time)	7.6
Kids no longer in school	7.3
Climate (summer swimmers)	4.5
Location-transportation	4.0
Cost to access	3.8
Using other facility	3.5
Hours of operation	2.6
Programming at pools	2.1
Cleanliness	1.2
Other (including don't know)	14.5

Non-Users – Used Other Lethbridge Pools (%)

Q. NON-USER – Have you, or someone in your household, visited pools in Lethbridge other than City of Lethbridge pools?

Non-User – Used Other Lethbridge Pools by Gender (%)

	Male	Female	Total
Yes	25.4	21.7	23.8
No	74.6	78.3	76.2

Non-User – Used Other Lethbridge Pools by Area of City (%)

	South	North	West
Yes	20.7	18.8	31.5
No	79.3	81.3	68.5

Non-User – Used Other Lethbridge Pools by Income (%)

	Under \$30,000	\$30,000 to \$60,000	Over \$60,000
Yes	20.4	22.9	35.8
No	79.6	77.1	64.2

Non-User – Used Other Lethbridge Pools by Education (%)

	H-School or less	Some Post-Secondary	Col-Tech-Trade Grad	University Grad
Yes	12.3	25.4	18.5	37.3
No	87.7	74.6	81.5	62.7

Non-User – Used Other Lethbridge Pools by Age (%)

	18-29	30-44	45-64	65 or older
Yes	29.3	37.2	23.1	8.1
No	70.7	62.8	76.9	91.9

Non-Users – Reasons Not Using City Pools (%)

Q. NON-USER (users of other pools) – Why have you or your household members NOT used City of Lethbridge Pools?

Non-Users – Reasons Not Using City Pools (%)

Don't swim	25.7
Using other facilities	20.4
Take part in other activities	10.4
Location-transportation	7.0
Cost to access	6.3
Time constraint (no time)	5.4
Health reasons	3.4
Programming at pools	1.6
Family has grown	1.6
Other (including don't know)	18.2

Demographics (%)

Gender (%)

Male	48.0
Female	52.0

Area of City (%)

South	40.2
North	26.2
West	33.6

Income (%)

Under \$30,000	33.1
\$30,000 to \$60,000	38.7
Over \$60,000	28.2

Education (%)

H-School or less	25.6
Some Post-Secondary	22.0
Col-Tech-Trade Grad	24.2
University Grad	28.2

Age (%)

18-29	26.9
30-44	25.1
45-64	31.0
65 or older	17.0