

Moose Jaw City Council
Youth Advisory Committee
Youth Needs Assessment Survey

EXECUTIVE SUMMARY:

The survey was conducted in the spring of 2009 by the Youth Advisory Committee to gather data on programming and activity interests of the City's youth to provide information to City Council and other interested city groups and agencies about the types of things our youth feel they would like to have available to them. A section on weekly time usage was also included. The survey was distributed following the March 3 meeting and a deadline for completion set for March 27, 2009. Tabulation was scheduled for the April 1 Youth Advisory meeting.

The survey instrument was adapted from similar surveys used in Richmond Hill, Ontario; Boston, Massachusetts; Brock, Ontario; and Washington, D.C. It was completed by sample populations at the city's high schools and at SIAST Palliser Campus. Copies of the survey were made available to the public through the YMCA, various downtown coffee shops, the Kinsmen Sportsplex and at City Hall.

There were 457 surveys returned representing grades 9 through 12 and SIAST students ranging in age from 13 to 25 years. The percentage of male and female responses was almost equal.

This summary is a report of raw data gathered with no significant statistical data analysis having been done. The percentages given are percents of the total responses (457) unless otherwise noted.

Listed below are the options that received the strongest support in the various categories. Noteworthy observations are included with the category information.

PROGRAMMING – respondents were to choose activities they would want to participate in. They could choose as many as they liked.

Arts – top 5 of 13 options

- Digital Photography (33.9%), Film Making (32.8%), Drama Performance (30.4%), Drawing (28.7%), Painting (27.4%)

Music Performance – top 3 of 7 options

- Rock Band (40.7%), Guitar Lessons (34.4%), Hip Hop (26.9%)
- Note: Strong interest in instrumental performance options.

Sports/Fitness – top 5 of 15 options

- Dodgeball (53.0%), Open Gym (48.1%), Basketball (41.4% total for coed, gender specific and open), Badminton (38.5%), Swimming (37.2%)
- Basketball and volleyball options offered choices for male, female and coed but some respondents did not indicate a preference and those were recorded as "open".
- Note: Low organized activities were the top 2 choices and of interest to half the respondents.

Outdoor Activities – top 3 of 8 options

- Ski, Snowboarding Outings (55.8%), Toboggan, Tubing (54.5%), Overnight Camping (53.8%)
- Note: The top 3 choices were all chosen by over 50% of the respondents.

Leadership – top 3 of 5 options

- Volunteer Activities (17.7%), Babysitting Course (16.8%), Leadership Training (12.9%)
- Note: This area showed the lowest overall interest of all categories.

Drop In Activities – top 2 of 3 options

- Lounging (40.5%), Games Room (36.8%)

General Interest – top 3 of 6 options

- Cooking (46.4%), Graphic Design (19.0%), Web Page Design (14.9%)
- Note: the cooking option was the leader, by far, in this category nearing 50%.

PREFERENCES – Respondents were asked to reply to choices relating to who, when, where, how, etc.

Type of Activity – expressed as a percentage of those who responded to this question (N = 374). All options listed.

- Gender Specific (4.3%), Coed (25.7%), Would Like Both Options (70.1%)

Area of the City – top 3 of 6 options

- Doesn't Matter (50.5%), City Centre (15.3%), South Hill (14.0%)
- Note: Mobility does not appear to be a restricting factor.

When to Offer Activities – morning, afternoon and evening choices for Monday to Sunday for both school year and summer time frames.

- September to June
 - Evenings are most popular for week days (44% +/-) with Monday to Thursday more popular than Friday.
 - Weekend afternoons (31%) are slightly more popular than evenings (29%)
 - Note: No preference was expressed by 30.9% of respondents
- July and August
 - Afternoons are most popular Monday to Sunday (average 33.8%) compared to evenings (average 27.3%)
 - Mornings continue to be the least popular (average 14.4%)
 - Note: No preference was expressed by 24.5% of respondents

Communication to Youth – top 3 of 10 options

- Facebook (66.7%), School Announcements (45.7%), Flyers, Posters (43.5%)
- Note: Technological communication was the overwhelming favourite – a sign of our times.

Special Events – Top 3 of 7 options

- Sports Tournaments (48.6%), Movie Nights (45.1%), Games Night (38.3%), Moose Jaw Amazing Race (38.3%)

TIME USAGE – expressed as a percentage of the replies to each of the activities. It is uncertain why some activities would be left blank but it was felt that if "none" was assumed it may skew the results beyond what was being indicated. The number of replies for each activity ranged from 405 to 455 with the median being 439 and the average 431.

Monday to Friday –

- Moderation is predominant with the highest percentage of respondents spending 1 to 5 hours per day for 5 of 7 activities – watching movies (63.3%), watching TV (53.2%), reading or homework (50.2%), internet (39.7%), physical activity (33.6%).
- Playing video games (40.8%) and work (40.4%) showed "none" as the highest percentage of respondents.

Saturday and Sunday –

- Moderation is still predominant with the highest percentages of respondents reporting 1 to 5 hours in most activities – watching movies (68.3%), reading or homework (59.7%), watching TV (55.8%) physical activity (52.6%), internet (48.9%).
- Again, playing video games (40.4%) and work (47.5%) showed "none" as the highest percentage of respondents for the weekends.

Note: "Socializing, hanging out" were common suggestions as an additional category that could have been included in the "time usage" topic.

CONCLUSION:

The Needs Assessment Survey has provided a broad base of information on programming and delivery options for youth activities in Moose Jaw. The Youth Advisory Committee will review the data and the survey instrument as part of their 2009/10 activities. If there is an interest in developing a longitudinal pool of information in this area, repeating the survey on an alternating or every third year basis may be desirable. The Youth Advisory Committee is hopeful this data will be of use to other youth organizations and agencies in the city.

Submitted by:
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MOOSE JAW CITY COUNCIL YOUTH ADVISORY COMMITTEE
Youth Needs Assessment Survey Data Summary
Conducted Spring 2009

Total Respondents	N = 457		
Gender	Male	51.2%	Female 48.8%

Grades/Education	Percent	Age (years)	Percent	Percent
9	29.1	13	0.9	18 7.7
10	21.3	14	17.1	19 1.5
11	22.2	15	28.0	20 1.8
12	22.0	16	24.5	21 or Older 1.8
SIAST	5.4	17	16.8	
University	0			

Programming

Arts	Percent	Music, Performance	Percent	Sports, Fitness	Percent
Fashion Design (Illustration)	18.4	Hip Hop	26.9	Basketball	Total 41.4
Fashion Design (Sewing)	16.6	Break Dance	22.5	M-10.1, F-3.3, C-13.6	Open-14.4
Painting	27.4	Ballroom Dance	16.6	Volleyball	Total 34.1
Drawing	28.7	Belly Dance	17.3	M-3.1, F-5.9, C-10.5	Open-14.7
Jewellery Making/Design	18.4	Guitar Lessons	34.4	Open Gym	48.1
Knitting	7.7	Open mic. Coffee House	15.8	Badminton	38.5
Film Making	32.8	RockBand	40.7	Floor Hockey	30.4
Multimedia Art Class	15.5			In-line Hockey	20.4
Drama (Performance)	30.4	Drop-In Activities		Soccer	32.6
Drama (Set building)	14.9	Games Room	36.8	Dodgeball	53
Digital Photography	33.9	Lounging	40.5	Table Tennis	25.2
Scrapbooking	23.1	Board Games	21.2	Bocce Ball	12.9
Quilting	8.3			Running Club	17.5
				Golf	23.4
				Bowling	35.6
				Tennis	31.1
				Swimming	37.2
General Interest		Leadership		Outdoor Activities	
Cooking	46.4	Babysitting Course	16.8	Hiking Club	29.8
Chess	10.7	Leadership Training	12.9	Overnight Camping	53.8
Writers Club	10.5	Homework Tutoring	11.4	Toboggan, Tubing	54.5
Graphic Design	19	Volunteer Opportunities	17.7	Survival Skills	32.8
Web Page Design	14.9	Public Speaking	11.8	Guided Nature Walks	23.4
Environmental Stewardship Club	7.7			Ski, Snowboard Outings	55.8
				Canoe, Kayaking	46.4
				Cross Country Ski	19.5

Other programming activities not listed above: See attached list

Preferences

p 2

Do you prefer activities that are:

Coed	25.7	Gender Specific	4.3	Both Options	70.1
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Areas of the city you would attend activities:

Doesn't Matter	50.5	North West (PHt, Sunn)	13.3	West End (Wm Graysn)	3.3
South Hill (Emp, RVCI, Wmt, CCS)	14.1	City Centre (AEP, CCI, YMCA)	15.3	East End (PA)	3.5

What are the best ways to communicate to youth? (check all that apply)

School Newsletters	38.1	Flyers, Posters	43.5	Weekly Bean	19.9
School Announcements	45.7	City of MJ Web Page	31.3	Times Herald	35.7
Facebook	66.7	E-mail	37.4	Parks and Recreation	16.4
Radio	37.0			Activity Guide	

Other Communication suggestions:

Text messaging, phone calls, giant banners, blog

Special Events:

Check all that you might be interested in.

Dances	37.9	Games Nights	38.3	Movie Nights	45.1
Talent Contests	27.9	MJ Amazing Race	38.3	Art Festival	22.2
Sports Tournaments	48.6				

Other Special Events suggestions: See attached list

Other Programming Suggestions:

p 3

Singing	Online gaming	Video gaming	Modelling
Architecture	Home design	Piano lessons	Book discussion
Debate club	Cosmetology	Script writing	Legal graffiti walls
Gymnastics	Skating	Lacrosse	Baseball
Biking	Spin class	Football	Frisbee Golf
Fastball	Workout classes	Curling	Ice hockey
Track	Skateboard	Archery	Yoga
Horseback riding	Rodeo	Sky diving	Rock wall climb
Kick boxing	Wrestling	Martial arts	Paintball
Velcro wall			

Note: There were 10 surveys submitted through the Kinsmen Sportsplex whose comments were directed only towards a new BMX bike and skateboard park.

Other Special Event Suggestions:

Concerts	School Competitions
Gym Blasts	Karaoke
MJ Survivor	Battle of the bands
Online gaming tournaments	Video gaming tournaments
Summer Music Festival -- open stage	

When are you interested in participating (check all that apply):

Percents of total respondents (N = 457)

September to June

	9am to noon	Noon to 5pm	5pm to 10pm	No Prefrnce
Monday	8.1	19.3	43.1	29.5
Tuesday	6.8	18.4	45.1	29.8
Wednesday	7.4	18.8	44.0	29.8
Thursday	7.9	18.2	44.0	30.0
Friday	6.8	18.8	35.9	38.7
Saturday	10.3	31.7	29.3	28.7
Sunday	9.4	30.9	29.5	30.2

July and August

	9am to noon	Noon to 5pm	5pm to 10pm	No Prefrnce
Monday	15.5	35	28.2	21.2
Tuesday	15.8	36.1	30.0	18.2
Wednesday	14.7	36.8	30.9	17.7
Thursday	14.9	34.8	25.8	24.5
Friday	14.7	33	24.5	27.8
Saturday	12.5	30.4	25.4	31.7
Sunday	12.9	30.2	26.3	30.6

Time Usage**How many hours (a total for the week/weekend) do you spend doing the following?**

Percents of replies to each activity -- range 405 to 455, median 439, average 431)

Monday to Friday

	None	1 to 5	6 to 10	11 to 15	16 to 20	21 to 30	31+
Watch TV	9.9	53.2	21.8	9.0	4.2	1.3	0.7
Watch movies	13.8	63.3	15.0	5.1	1.9	0.7	0.2
Reading and Homework	8.0	50.2	24.4	9.4	4.6	1.8	1.6
Video games	40.8	29.4	12.5	8.9	2.4	3.1	2.9
Internet	2.9	39.7	22.0	16.1	12.9	3.4	2.9
Physical Actv	5.7	33.6	24.3	18.4	9.3	4.1	4.5
Work	40.4	18.4	15.3	8.8	8.8	5.2	3.1

Saturday and Sunday

	None	1 to 5	6 to 10	11 to 15	16 to 20	21 to 30	31+
Watch TV	15.3	55.8	17.7	6.6	2.9	1.0	0.7
Watch movies	12	68.3	12.5	4.3	1.4	1.4	0.2
Reading and Homework	19.4	59.7	12.2	5.8	1.4	1.0	0.5
Video games	40.4	32.5	13.3	6.9	2.6	1.9	2.4
Internet	5.9	48.9	19.8	14.6	6.2	3.2	1.5
Physical Actv	8.1	52.6	19.9	11.5	5.2	1.7	1.0
Work	47.5	19.3	15.8	10.2	5.0	1.4	0.7

Additional suggestions:

Socializing, hanging out with friends; playing, listening to music; extra-curricular activities, texting