

**Sam Ketcham Pool Communications Committee
January 2014 Survey Summary
Conducted by Discovery Research**

The Cariboo Regional District and the City of Williams Lake held the first survey regarding the Sam Ketcham Pool Renovations and Referendum during the last week of January 2014. Discovery Research conducted the research which contacted 400 homes, within the recreations Boundary. This was the suggested sample size of the research firm, to gain a better understanding of the knowledge of the Sam Ketcham Pool, its current condition, the proposed renovation and the referendum which is slated for November 15, 2014.

The information gathered through this statistically valid survey will be used as a benchmark to help staff focus on providing information that is needed by residents to feel they have the appropriate knowledge to make an informed decision in the referendum.

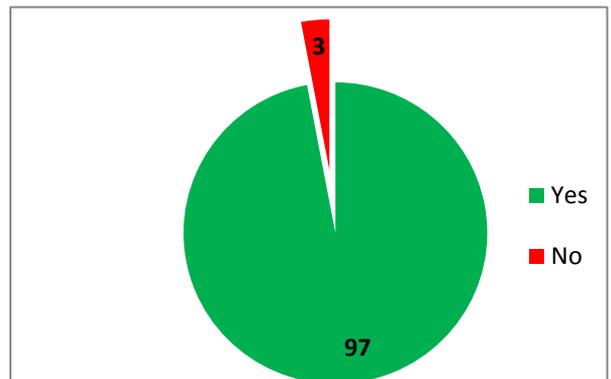
In summary, the public awareness of the pool project (75 per cent) and supported it in-principle (64 per cent), while 37 per cent indicated they were not aware of the referendum and wanted more information to make an informed decision. Key pieces of information requested were design details and cost.

The following is a detailed summary of each question.

Question 1

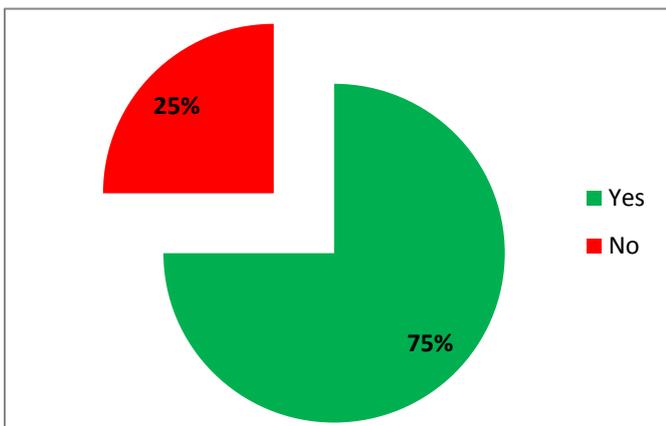
Have you heard of the Sam Ketcham Pool at the Cariboo Memorial Recreation Complex?

In this question it was extremely evident that most residents within the recreation boundary as 97 per cent of respondents indicated they had heard of the facility.



Question 2

Have you or someone in your household visited the Sam Ketcham Pool?

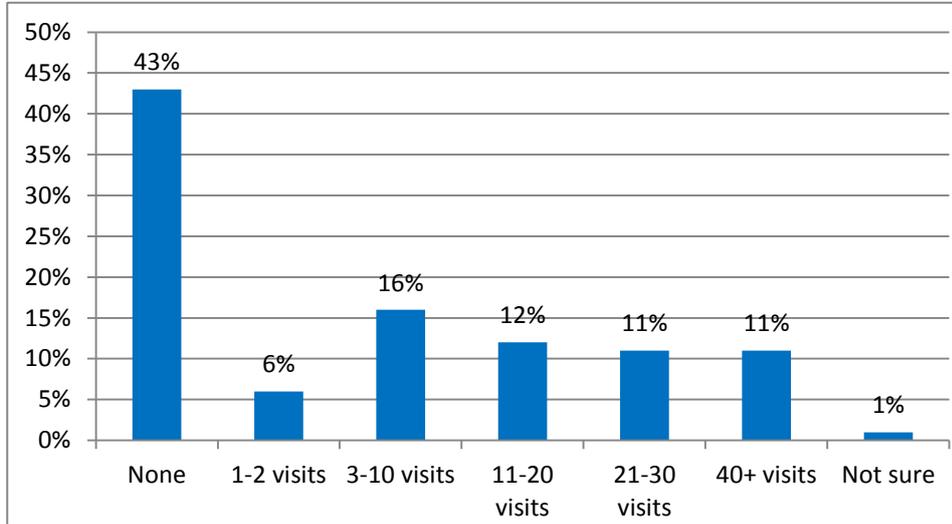


This question shows strong usage among the survey sample with 75 per cent of respondents or someone within their household using the pool complex. Of particular interest in this section, it was noted that of the respondents that indicated yes in this question 91 per cent were between the ages of 19-39. It was also noted that of those affirmative responses 94 per cent of the respondents indicated they had children in the household.

Question 3

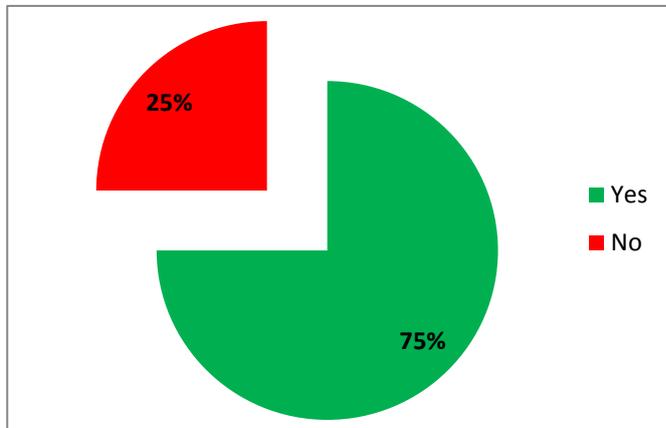
Approximately how many times in the past 12 months have you or someone in your household visited the Sam Ketcham Pool?

Despite the knowledge about the Pool and the 75 per cent of respondents in question 2 indicating someone in their household had visited the Sam Ketcham Pool, the largest percentage of survey participants (43 per cent) indicated they had not visited the Pool in the last 12 months.



Question 4

Are you aware of the proposed renovations being considered for the Sam Ketcham Pool at the Cariboo Memorial Complex?

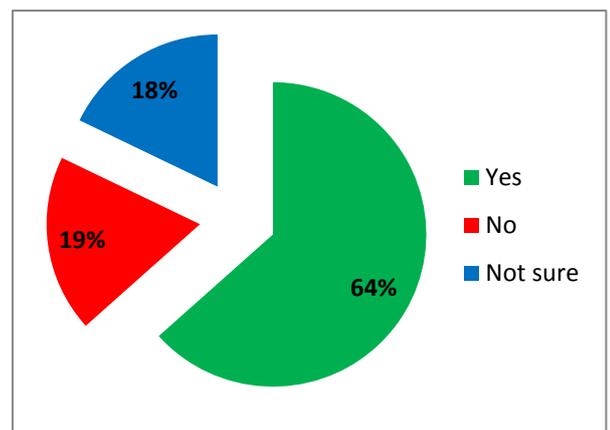


A total of 75 per cent indicated they were aware of the proposed renovations being considered for the referendum. Awareness is highest in Electoral Areas E and F. The greatest percentage of respondents who were unaware of the proposed renovations were from Electoral Area D at 29 per cent and the City of Williams Lake at 25 per cent. Knowledge of the changes was best known among the age group of 19-39. 85 per cent of the affirmative respondents also indicated they would definitely be voting on November 15.

Question 5

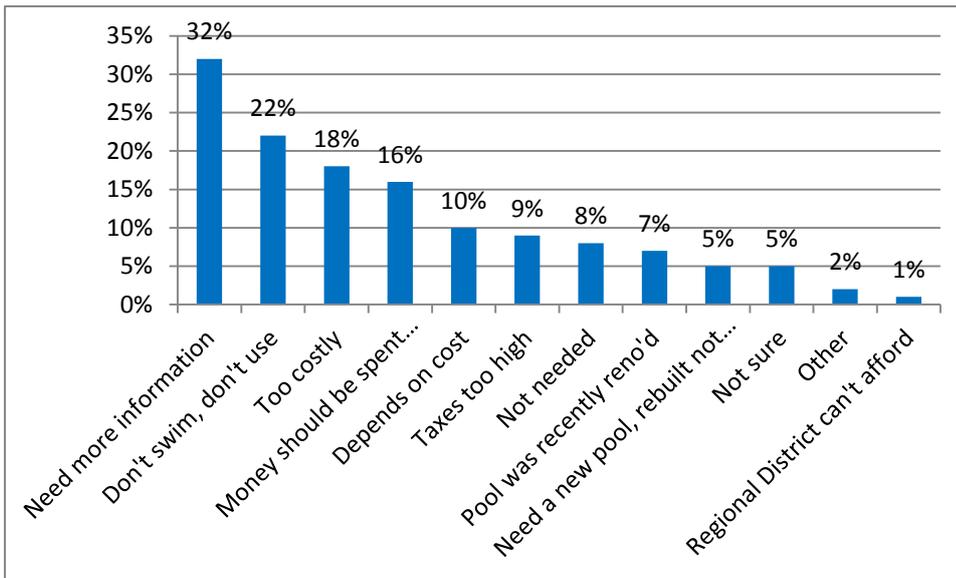
Yes, or no, do you support major renovations to the Sam Ketcham Pool?

In this question, 65 per cent of survey participants indicated they supported the proposed major changes to the Sam Ketcham Pool, while 19 per cent voiced they did not support the changes and another 18 per cent were undecided.



Question 6

Why do you NOT support/are you NOT sure about major renovations to the Sam Ketcham Pool?

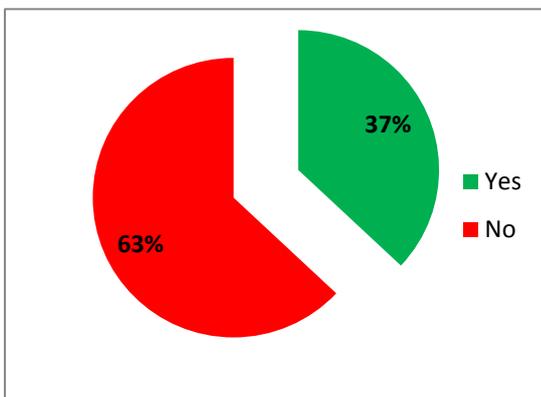


Of the respondents who indicated in Question 5 that they did not support, or were undecided, when asked why they were against it or undecided the most common response was that they required further information (32 per cent). The next most common responses included “don’t swim, don’t use”; “too costly”; and “money should be spent elsewhere”. Of

those respondents that indicated they required more information, those from Electoral Area E at 39 per cent and Williams Lake at 33 per cent were the highest sectors. Residents between the age of 40-65 (38 per cent) were the highest percentage of those needing more information. It should also be noted that 27 per cent of residents from Area E indicated that money should be spent elsewhere and 27 per cent of the 19-39 age group also the same.

Question 7

Are you aware of the November 15, 2014 borrowing referendum regarding the proposed renovations to the Sam Ketcham Pool?

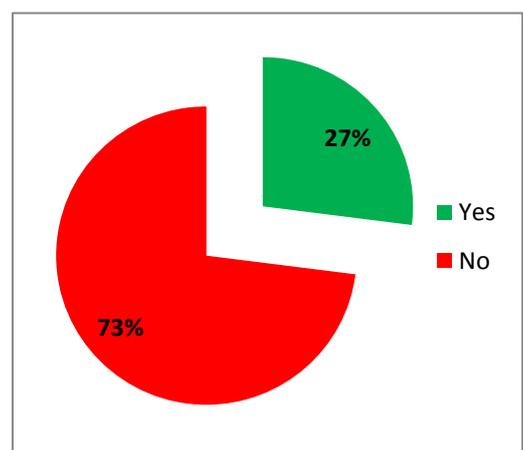


Given this survey was conducted one month after the announcement of the referendum, only 37 per cent of the participants in the survey indicated they were aware of the referendum, while 63 per cent did not have any knowledge of the November 15 referendum.

Question 8

If the referendum was held tomorrow, do you feel you have adequate information about the proposed renovations to make a decision?

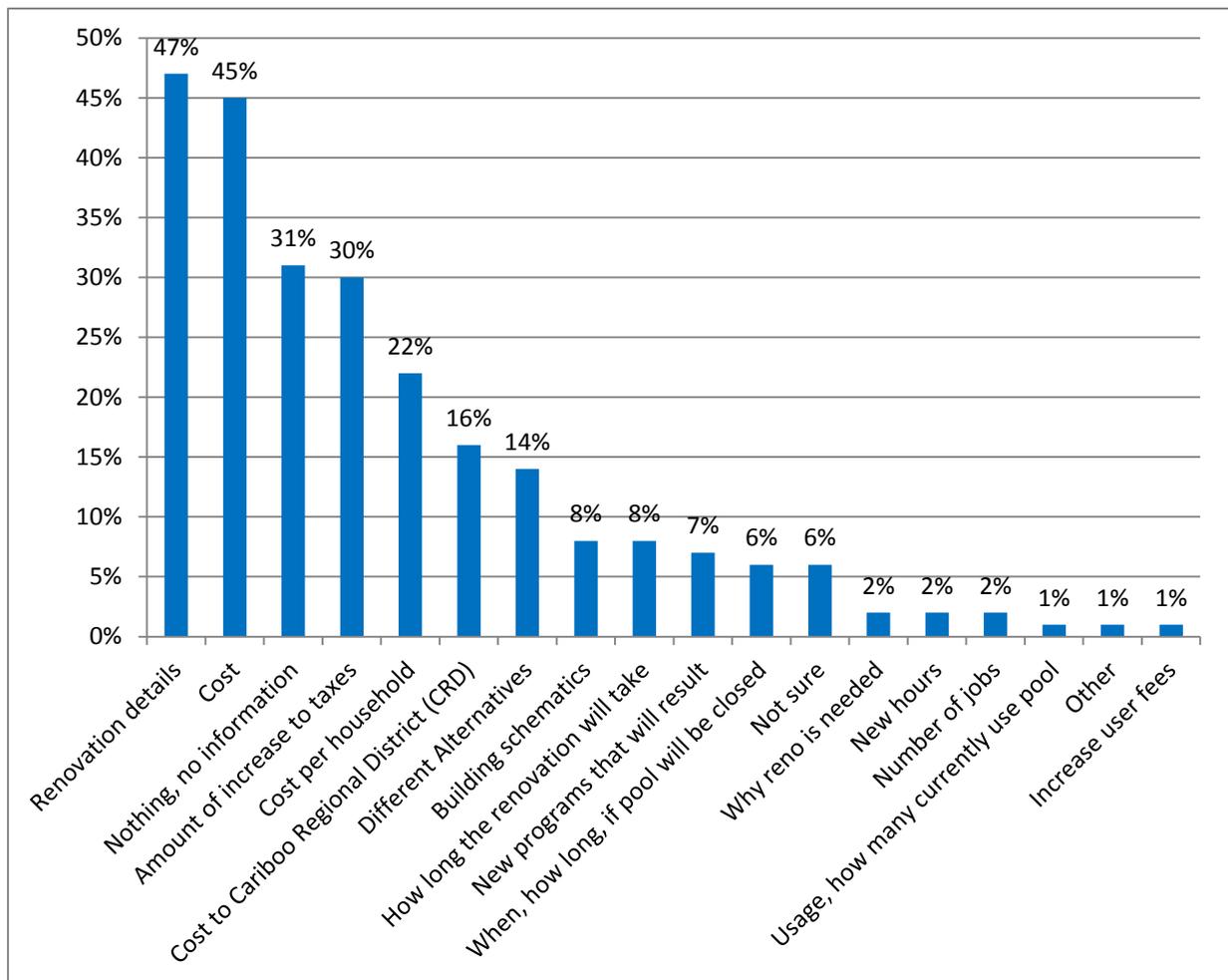
It is clearly evident that residents do require much more information before they feel confident to make a decision on the November 15 referendum.



Question 9

What information do you feel you need in order to make an informed decision?

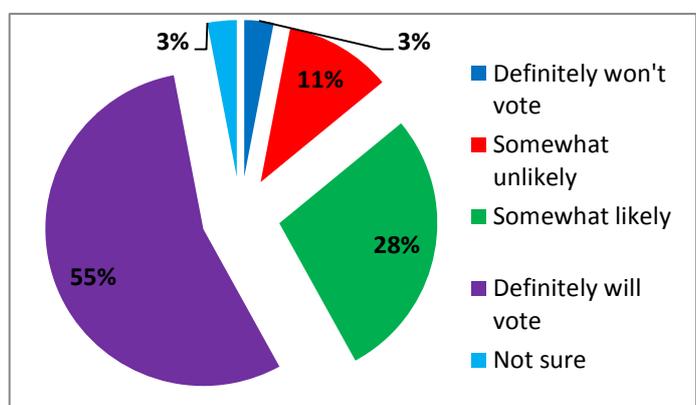
A total of 47 per cent of survey respondents indicated they required more information about the actual project while 45 per cent indicated they want more detail about the proposed costs. Forty-nine per cent of the respondents indicated they required more details about the project while 45 per cent indicated they required more information on costs. These numbers were a similar reflection in the rural areas as well. One particular spike within the responses occurred in Area F. Of those respondents, 45 per cent indicated the cost per household as being the area they wish to receive more information, while Williams Lake, Electoral Area D and E responses in this category ranged from 16 to 25 per cent.



Question 10

How likely are you to vote in the November 15, 2014 Sam Ketcham Pool referendum?

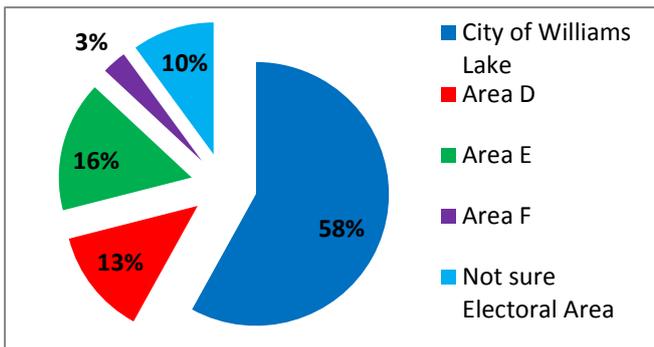
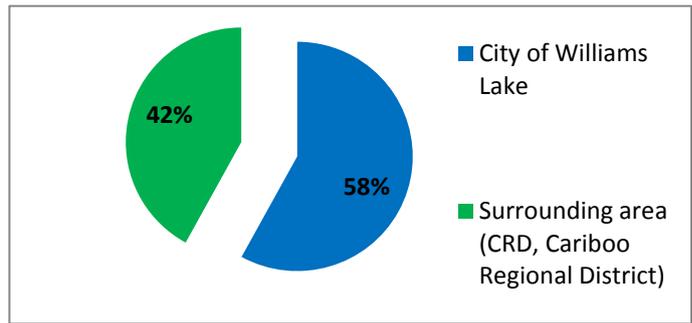
Fifty-five per cent of respondents indicated they plan on voting in the referendum while 28 per cent said they were somewhat likely. The breakdown is indicative of the need for further information by residents to help them make a decision on how to vote.



Questions 11-15 are more of a background to provide information about the demographics captured in this survey.

Question 11

Do you live within the City of Williams Lake or in the surrounding areas of the CRD?

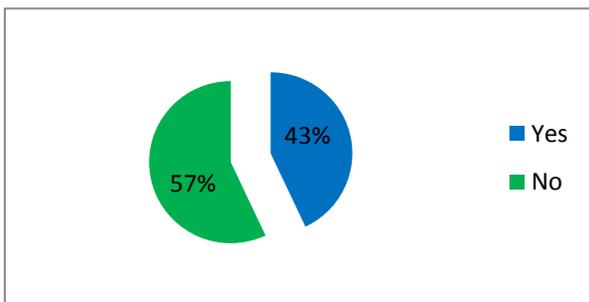
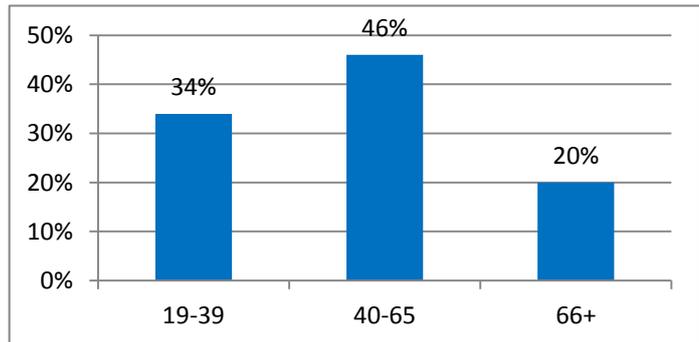


Question 12

Which Electoral Area of the CRD do you live in?

Question 13

Which of the following age groups do you fall into?



Question 14

Do you have children 18 or younger living in your household?

Question 15

What gender are you?

