

Kensington Post Covid Social Survey – Responses

Objective:

to help direct the Kensington Community in planning Events, Programs, and Sports that will drive participation from the community,

Notes on Data Collection:

This Survey was advertised on the Kensington Connect Facebook Page from June 17th to September 30th. It was also an announcement during Community League Day.

There was a total of 34 responses from the community. There is no guards against people filling out the form twice or falsifying information.

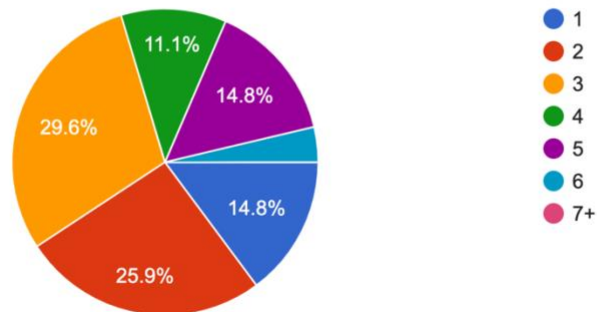
There is an understood bias in the survey that since it was mostly advertised digitally that there is a large population in our community that was not reached, we will use this as a guide and will continually discuss with community members about how to improve events

Please note on each graph the % given for each response only considers the people who selected at least one response, so someone who filled out the survey and did not respond to a question isn't considered a part of that percentage calculation, which does make those markers a bit confusing.

Demographic Data

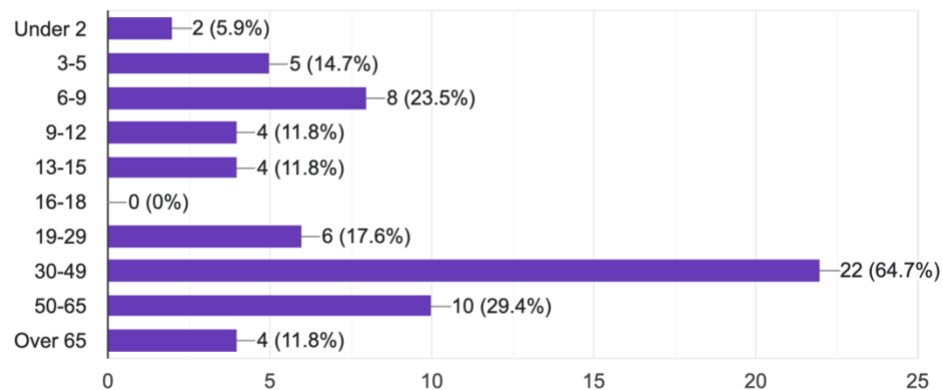
How many are in your household?

27 responses



What Age groups are representative in your household? (Select all that Apply)

34 responses



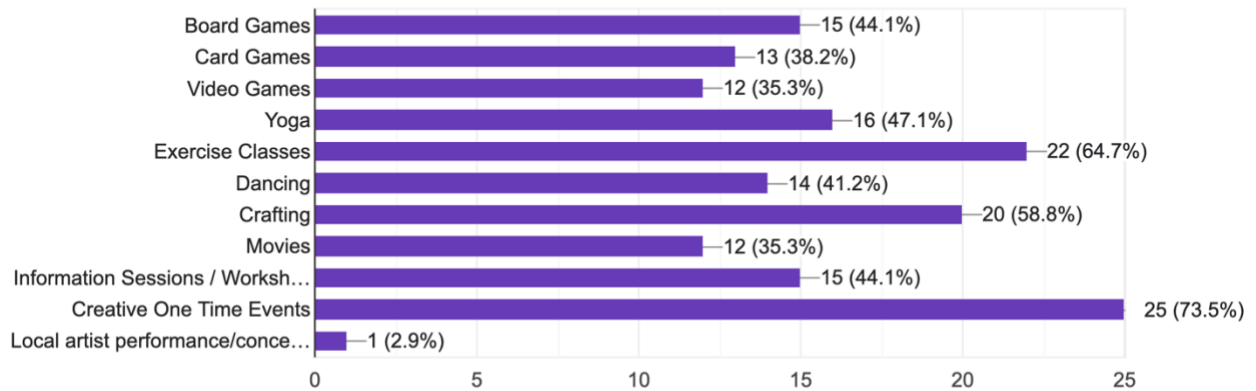
Analysis

Roughly a half to two-thirds of respondents were families with parents in their 30-50 range with at least 1 child. The next largest group would be people in the 50-65 range that live by themselves or with their partner. The only missing group is families with high school aged children.

Interests and Hobbies

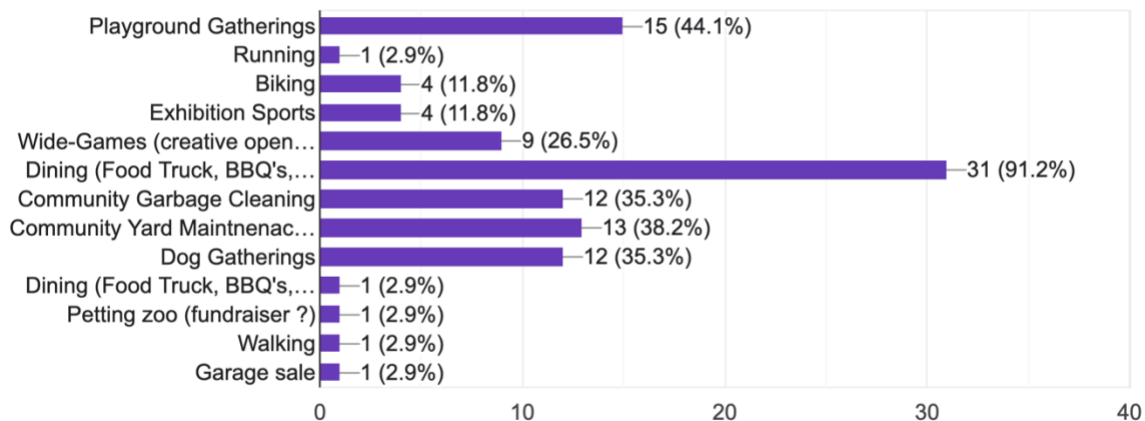
Please select any Indoors Activities you or your family would enjoy at the Community Center
(Please Select all that Apply).

34 responses



Please Select any Outdoor Activities you or your family would enjoy participating with neighbours

34 responses



Analysis

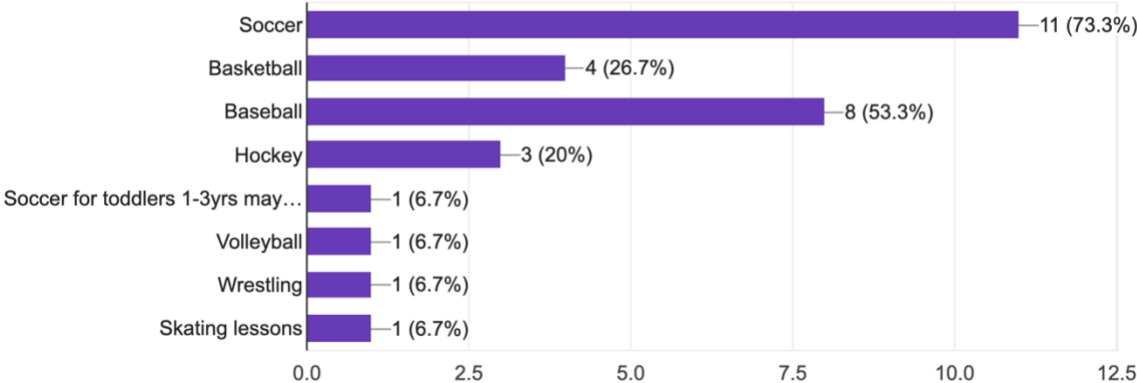
Every indoor suggestion we provided had at least 1 third of respondents say they would be interested in it. This leaves a great space for the Community League to explore with lots of different indoors ideas to see which ones are successful. There were also 2 direct requests for Mario Kart. Exercise, crafting, and creative events were the most popular.

The clearest result is that people in the community want to eat with 91.2% of respondents. As well, playground time, community assistance projects, and dog activities have over a third interest.

Sports

Please Select any Organized Sports your children would enjoy participating with your community in.

15 responses



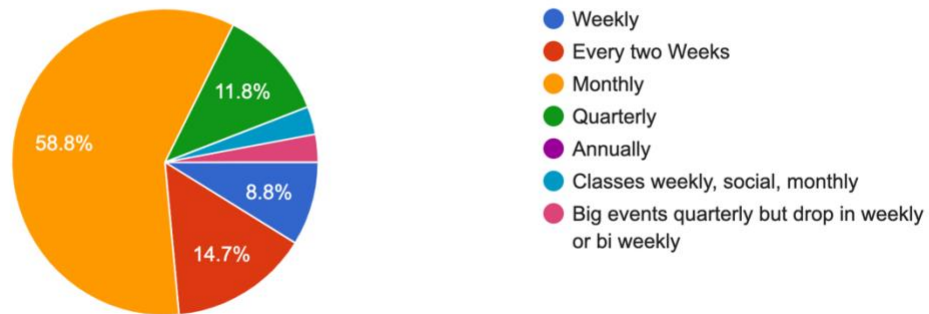
Analysis

The highest interest is with Soccer and Baseball, however, there were 4 write in answers which expresses that the survey likely did not provide enough pre-written responses to potentially cover everyone's sports interests.

Scheduling

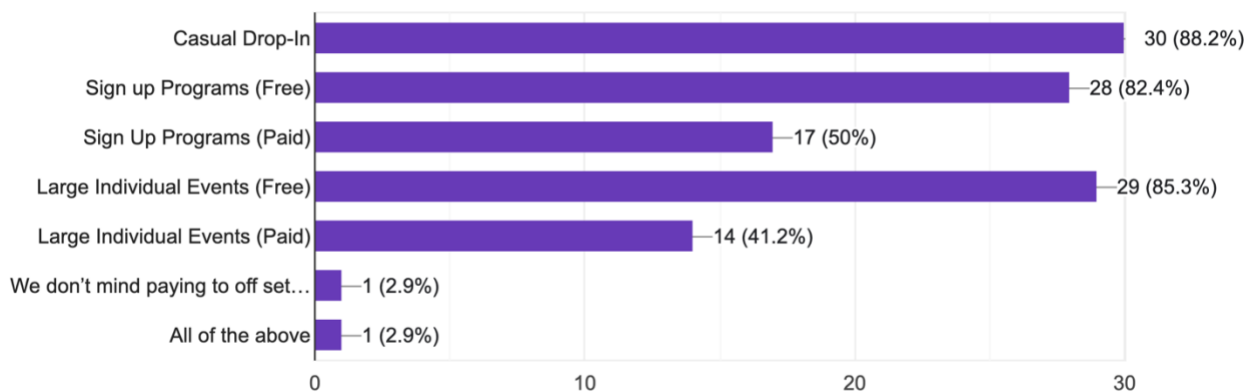
How likely would you see you or your family attending community events?

34 responses



What Structure of Events would you most likely attend? (Select all that Apply)

34 responses



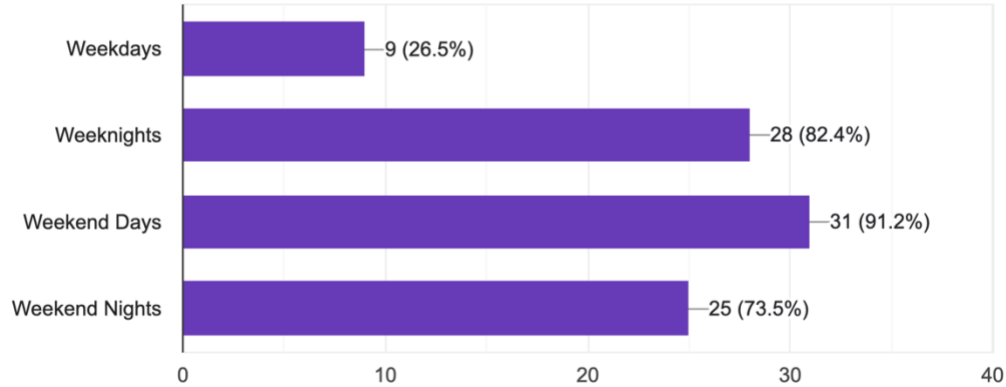
Analysis

Over 50% of respondent's suggestions monthly activities, with another 25% of respondents wanting even more engagement. There is also strong support for casual events, and free programs. This shows enough support for the Community League to try multiple avenues for event and programs, however with the suggestion of free events, that will likely lower the frequency, or budget, of those events.

Timing and Age

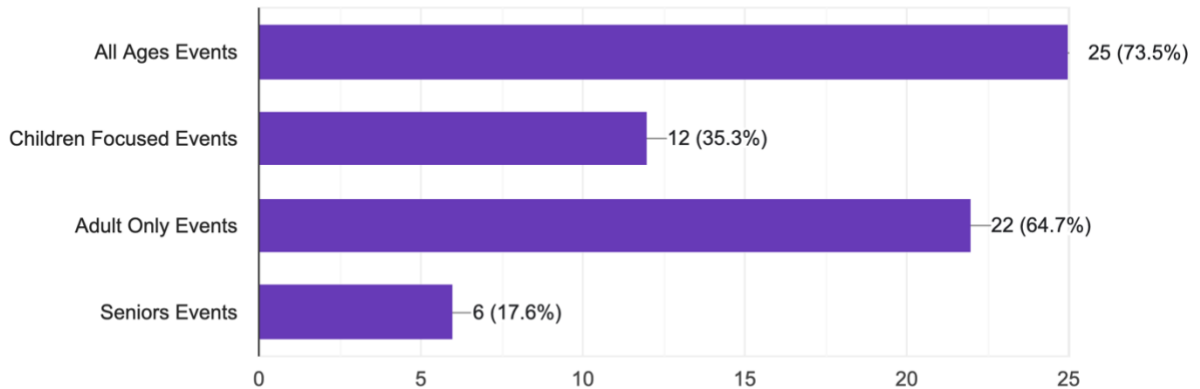
What Time Slots would you most likely Attend? (Select all that Apply)

34 responses



What Age Range Events would you most likely attend? (Select all that Apply)

34 responses



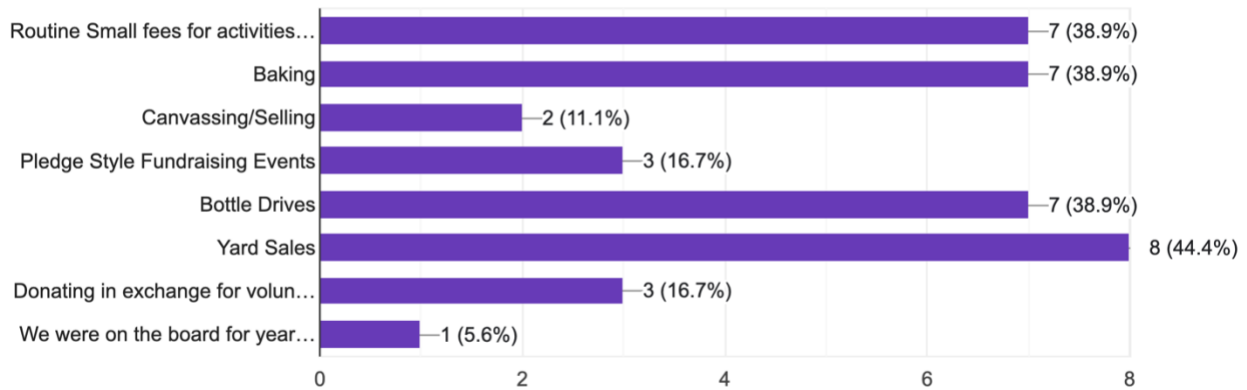
Analysis

The only time slot that does not show promising support is during the work week, all other time slots have over 75% support. This gives the Community League flexibility on when to host events and to be diverse in the times to reach as many people as possible. Respondents also support either All Ages Events, or Adult Only events. However, there is a stronger support for seniors' events than there were actually seniors that submitted a survey. The Kensington Community League should consider this a strong support to also provide events for Seniors in the community as well.

Fundraising & Volunteering

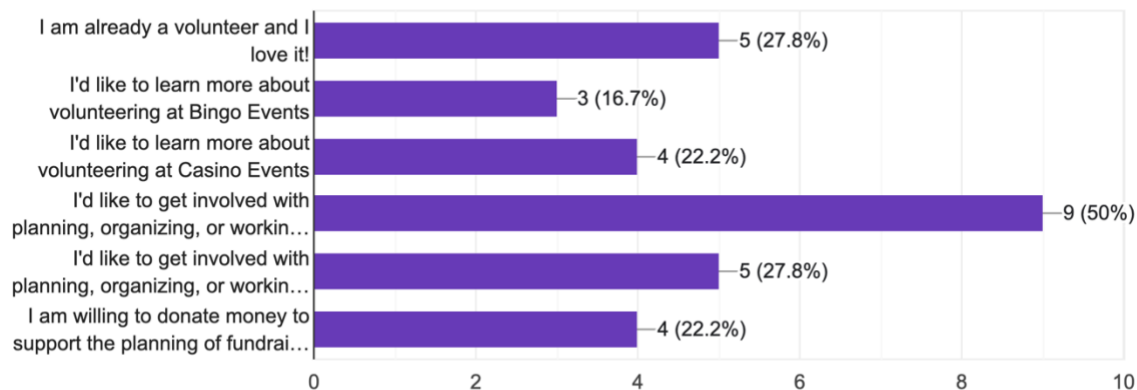
Please Select any Fundraising activity that you would be interested in participating in? (Select all that Apply)

18 responses



Are you interested in volunteering with the Kensington Community League? (Select all that apply)

18 responses



Analysis

For Fundraising, support was not as widespread as the other results. The four most selected responses only represent 20% of the respondents each. Likely fundraisers should be a part of the Organizations events, but too many may not drive participation. There was also almost half of respondents are willing to volunteer in some capacity. This is promising as volunteers should be the driving force in Community League operations.

The rest of the results have been omitted from the survey as they contain private information that was submitted for the use of the Community League Board only.

Social Coordinator Remarks on Survey

First, thank you to everyone who participated on this survey. I am excited to see a group of people in our community that are passionate about participating in community events and to provide feedback.

I believe that this survey gives us enough idea to carve a path for the next year to experiment with different ideas and schedules to find a good mix between what people are willing to participate in, how much they want to participate, and for what cost (to the league, to community members, and to volunteer's time).

If you see something on this survey that you want to make happen, we want to see everyone involved in making Kensington a great community to live. I am not only the Social 'coordinator' and am also a husband, father to two little boys and a business owner. Please feel free to email me at secretary@kensingtoncl.ca and say that you want to get involved to make things happen.

My hope over the next year is to plan simple drop-in activities each month to test the waters of participation, while also planning an event each quarter for fundraising and other big events (like community league day). Other members of the board, such as programs and sports, will also be planning more stuff alongside this.