

# Parks and Pathways Survey

## Citizens' View Panel

### Prepared for The City of Calgary by:

Contact:



Jamie Duncan  
Vice President  
Ipsos  
587.952.4863  
[jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

Ashley Vogeli  
Senior Account Manager  
Ipsos  
587.952.4862  
[ashley.vogeli@ipsos.com](mailto:ashley.vogeli@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8



# Table of Contents

<b>Methodology</b>	<b>3</b>
<b>Parks and Pathways Results</b>	<b>5</b>
<b>Demographics</b>	<b>26</b>



## Methodology

# Methodology

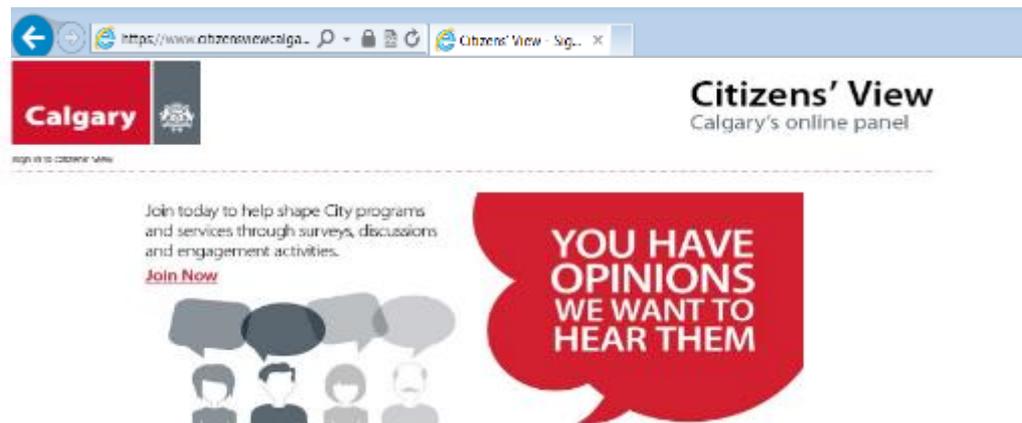
Ipsos conducted an online survey with Citizens' View panelists.

[Citizens' View](#) is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.

The survey was launched on April 6th to 2568 panelists and closed on April 20<sup>th</sup> 2017. 927 panelists completed the survey and an additional 85 panelists started the survey but did not complete it. Results in this report are based on all valid responses from participants who completed the entire survey.

28% of panelists completed the survey on a mobile device, while 72% used a desktop or laptop computer.

**The following findings are qualitative in nature. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without further quantitative research.**

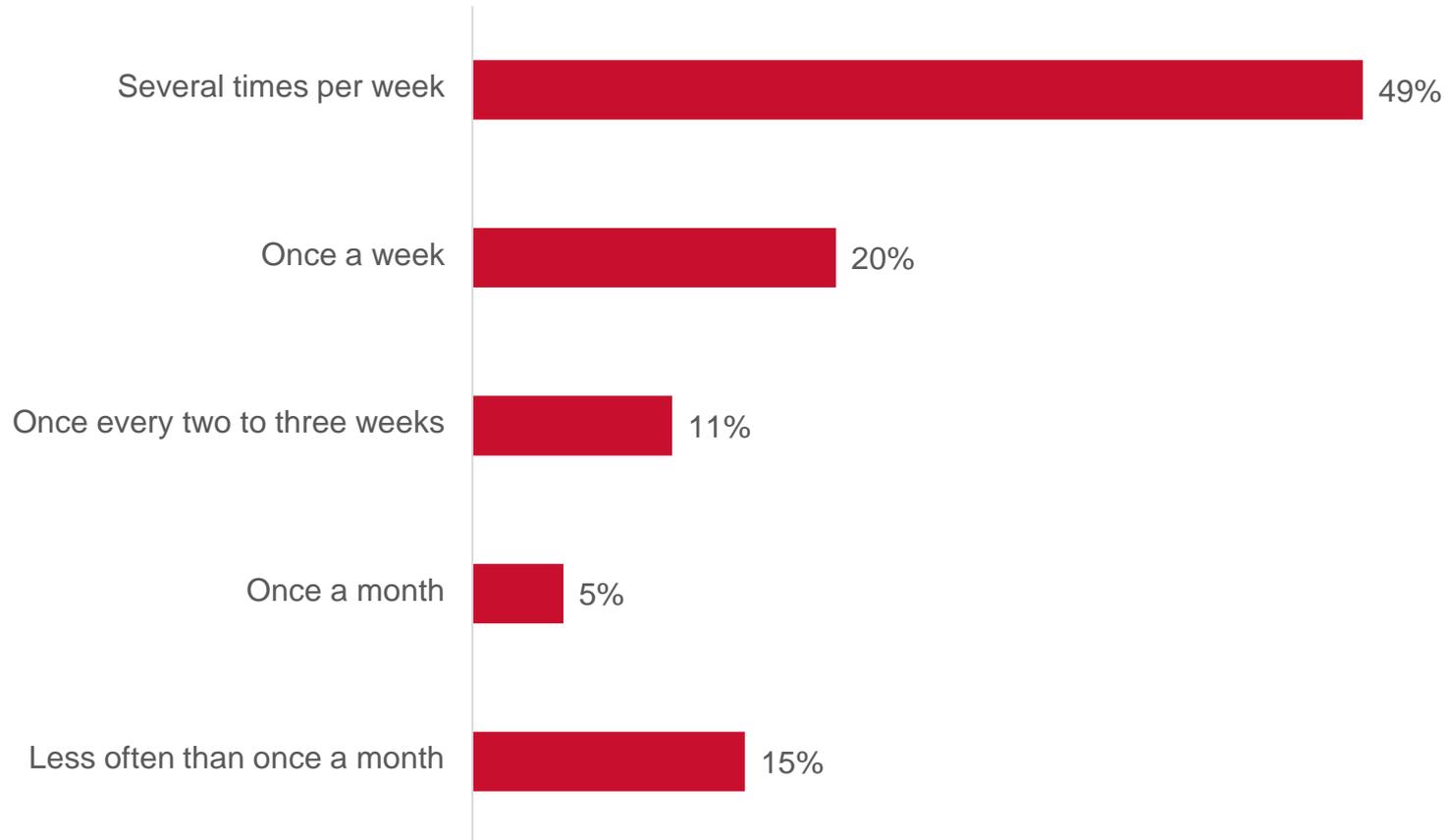




## Detailed Results



# Average Number of City Park Visits (May – October)



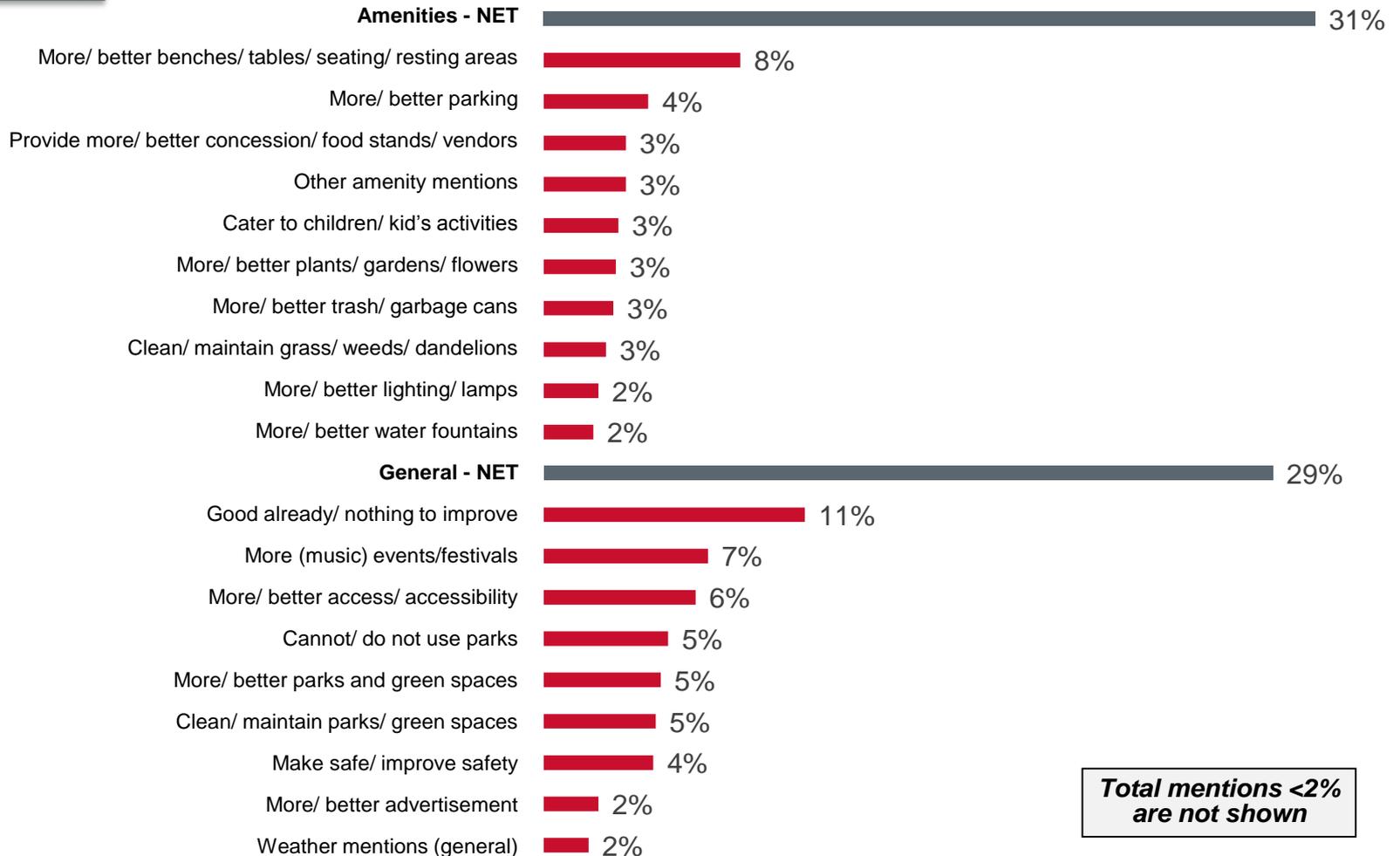
1. On average, during the months of May through October, how many times a month do you visit a City of Calgary park or park pathway?

Base: All respondents n=927



# How to Increase the Use of City Parks

## Multiple Responses



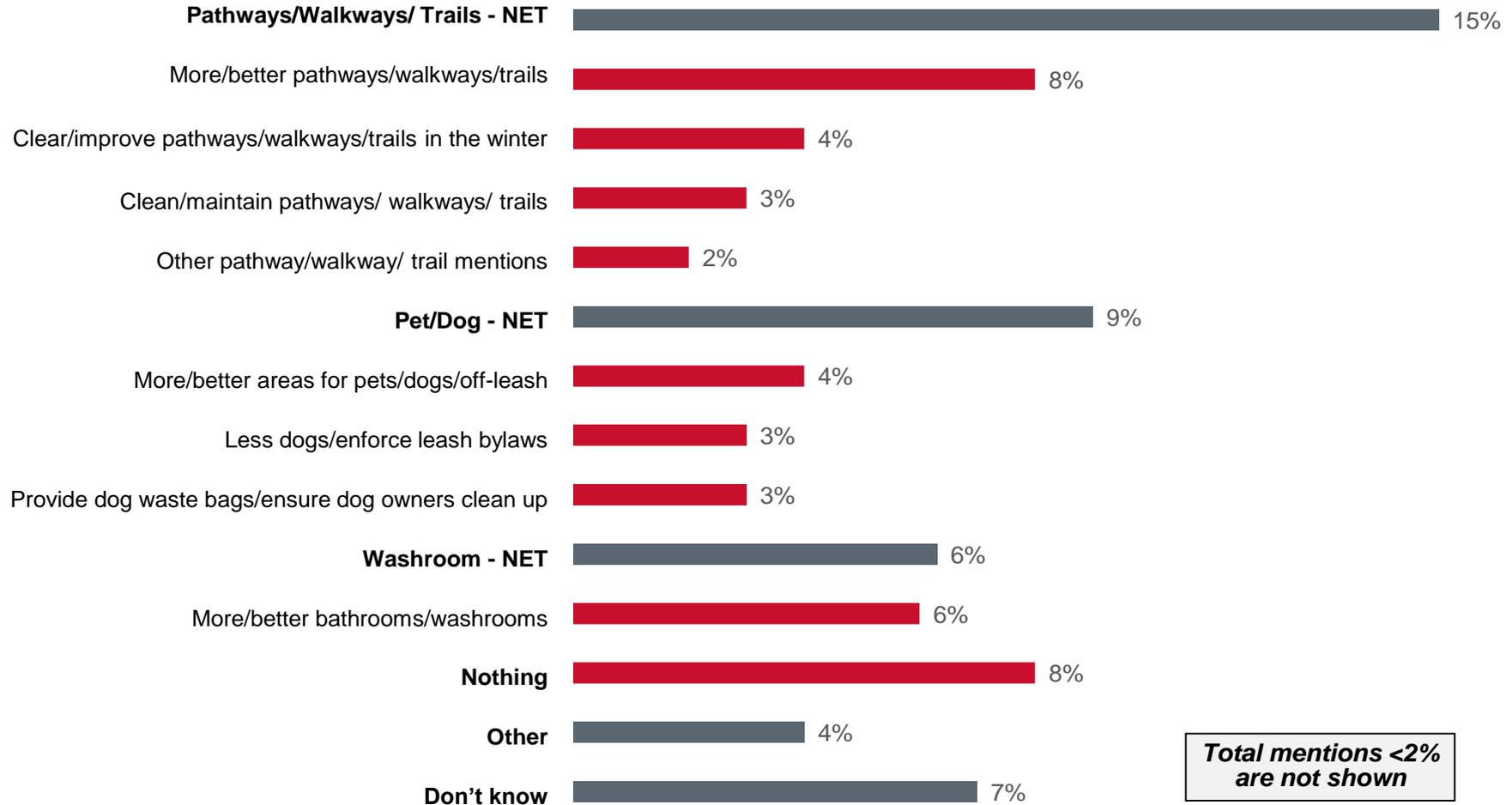
2. What could The City do to encourage you to spend more time in City parks?

Base: All respondents n=927



# How to Increase the Use of City Parks (cont'd.)

## Multiple Responses



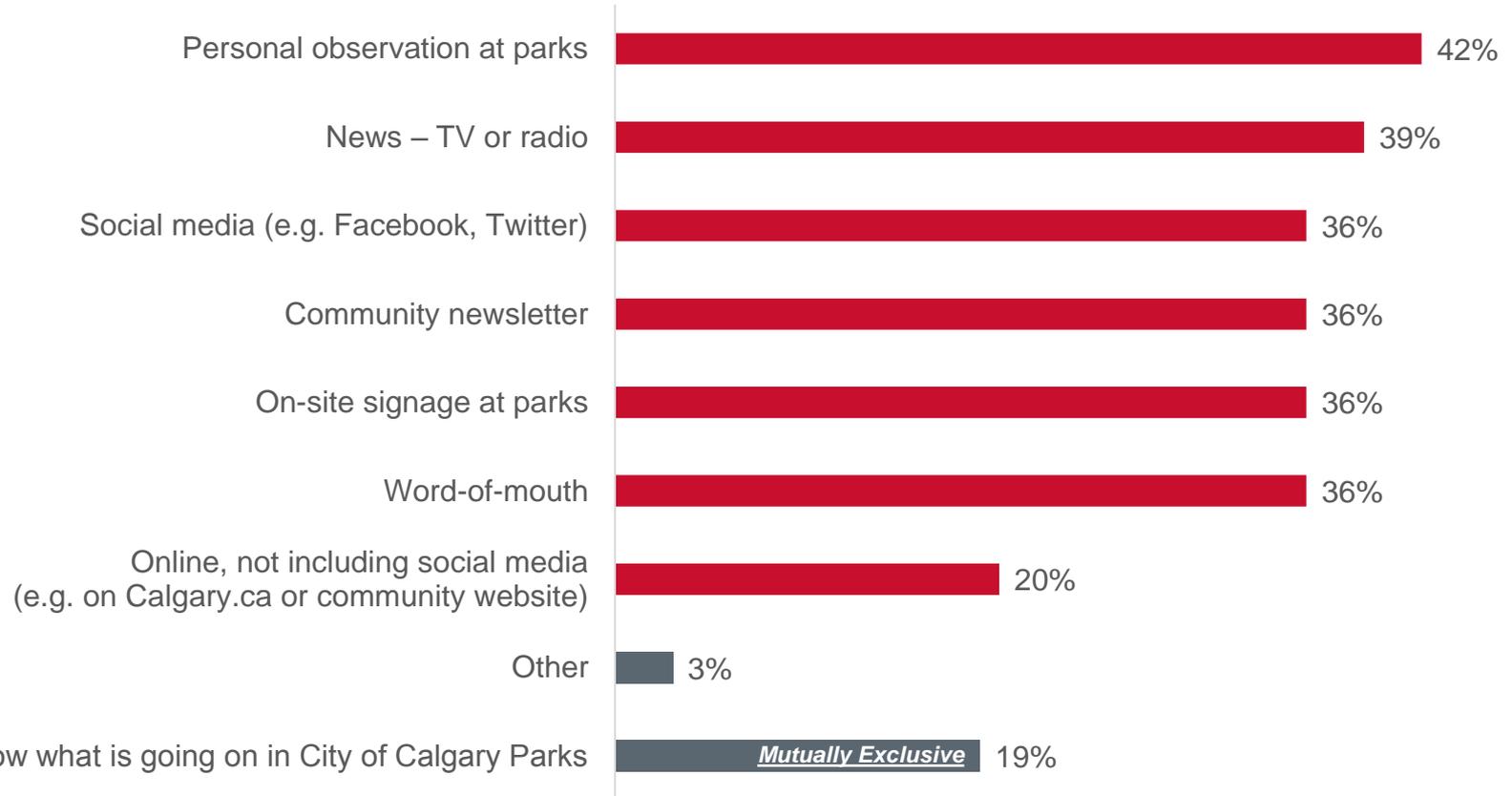
2. What could The City do to encourage you to spend more time in City parks?

Base: All respondents n=927



# Sources of Information About City Parks

Multiple Responses



**3. How do you find out what is going on in City parks? This includes things such as events, development of new amenities, and construction.**

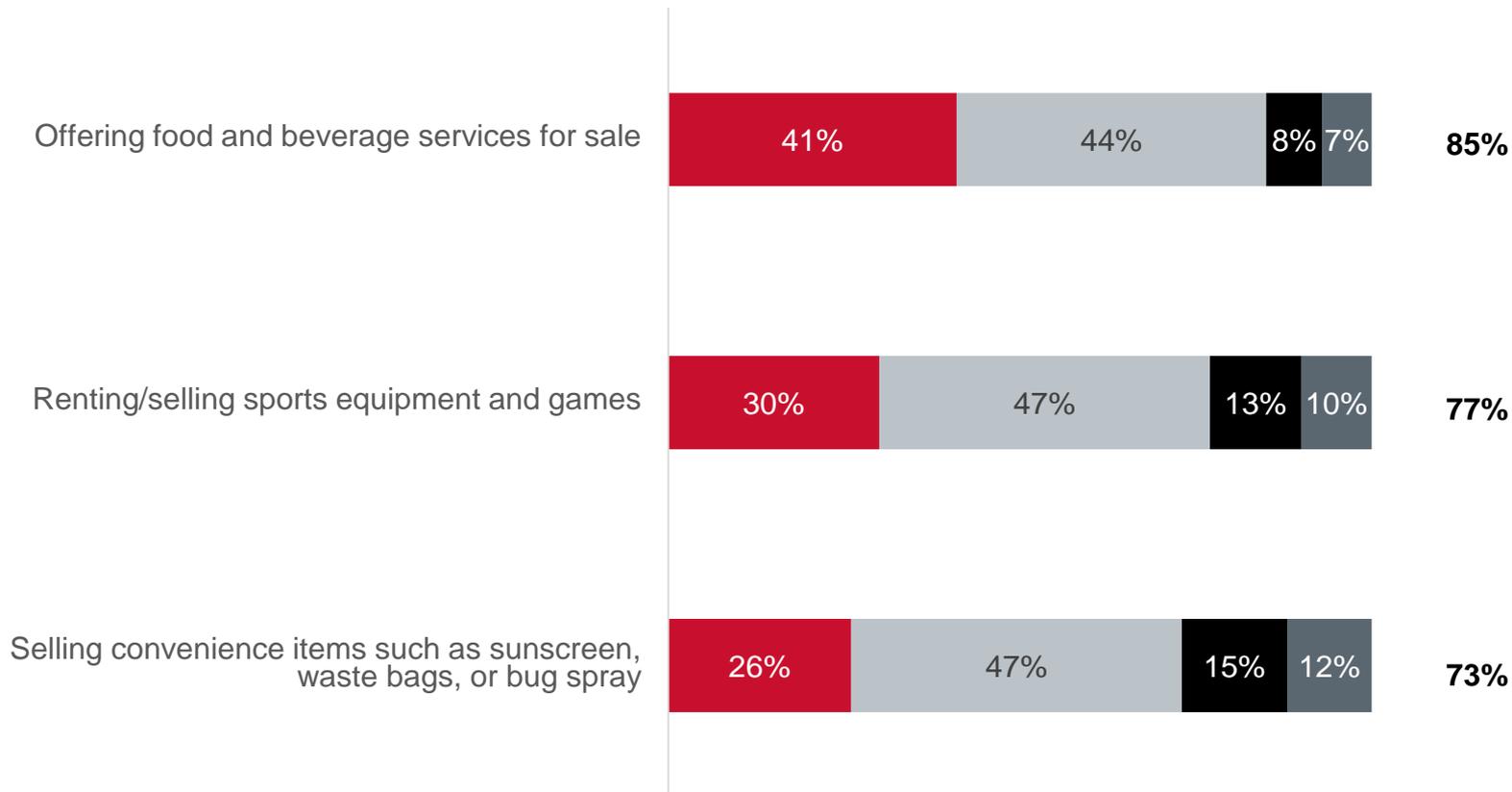
Base: All respondents n=927



# Support for Vendors in City Parks

■ Strongly support 
 ■ Somewhat support 
 ■ Somewhat oppose 
 ■ Strongly oppose

**% Support**

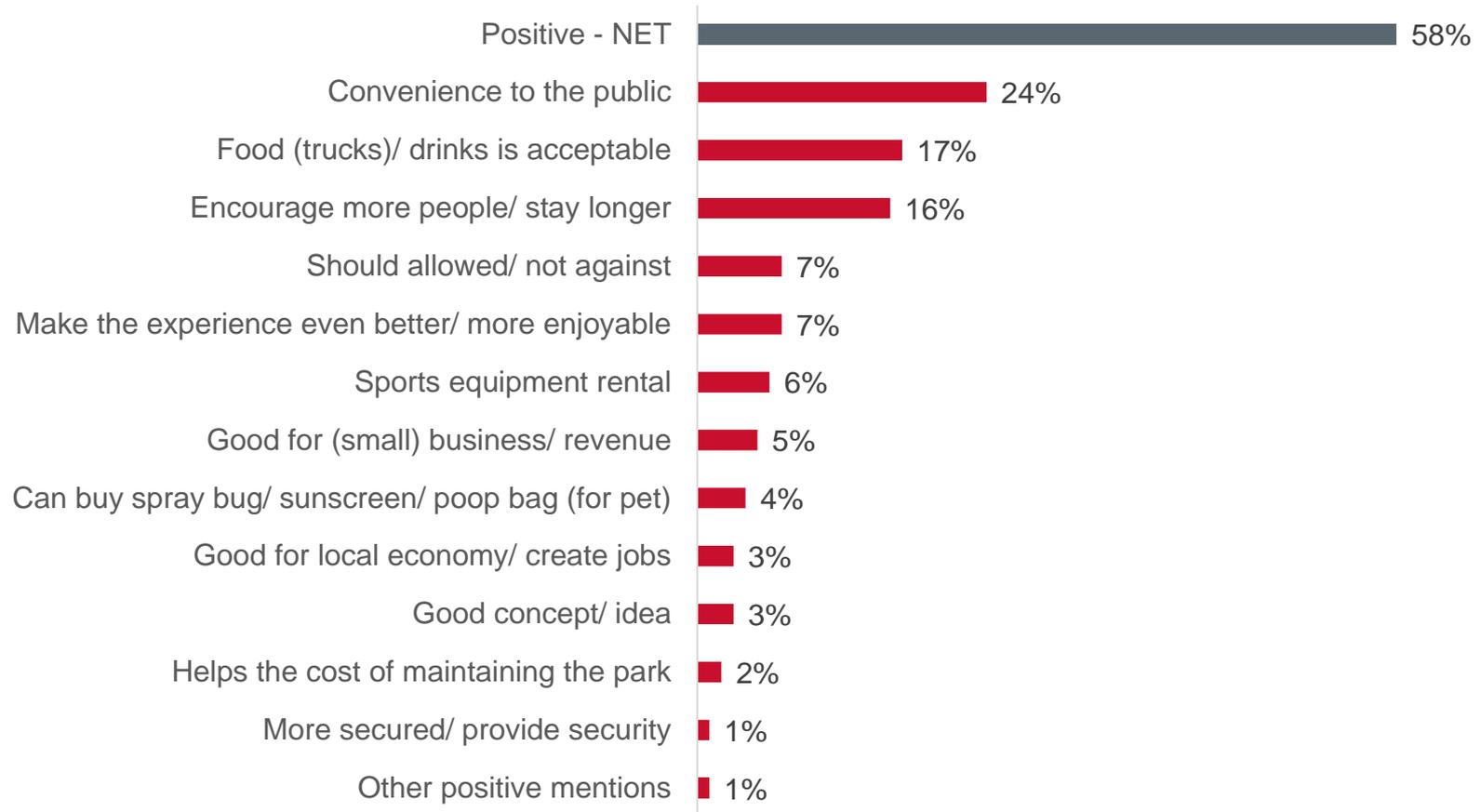


**4. In City parks, do you support or oppose having vendors...**

Base: All respondents n=927



# Positive Reasons for Sale of Goods and Services in City Parks

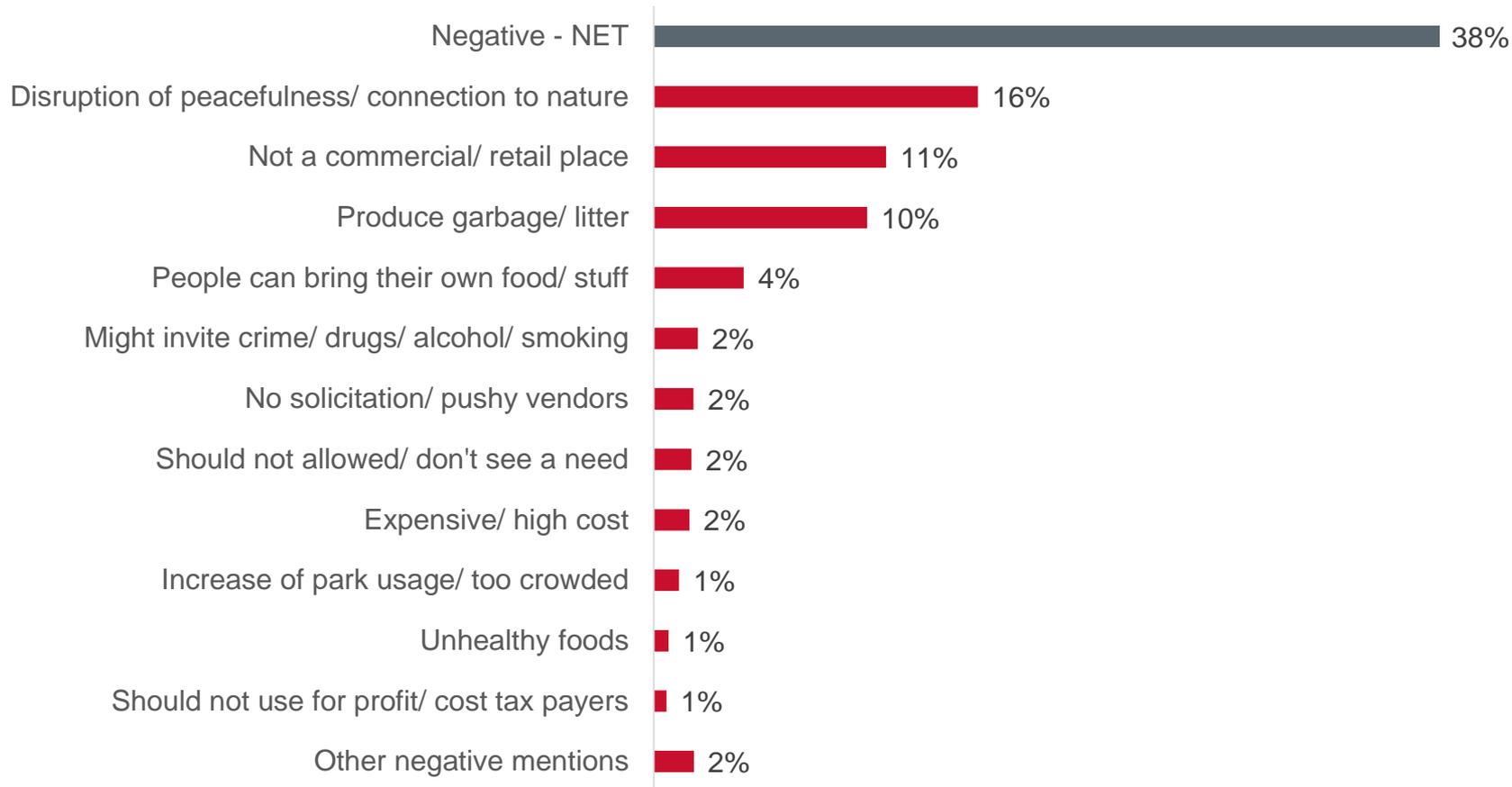


**6. Why do you think the sale of goods and services should or shouldn't be allowed in City parks?**

**Base: Respondents who support the sale of goods and services in City parks**



## Negative Reasons for Sale of Goods and Services in City Parks

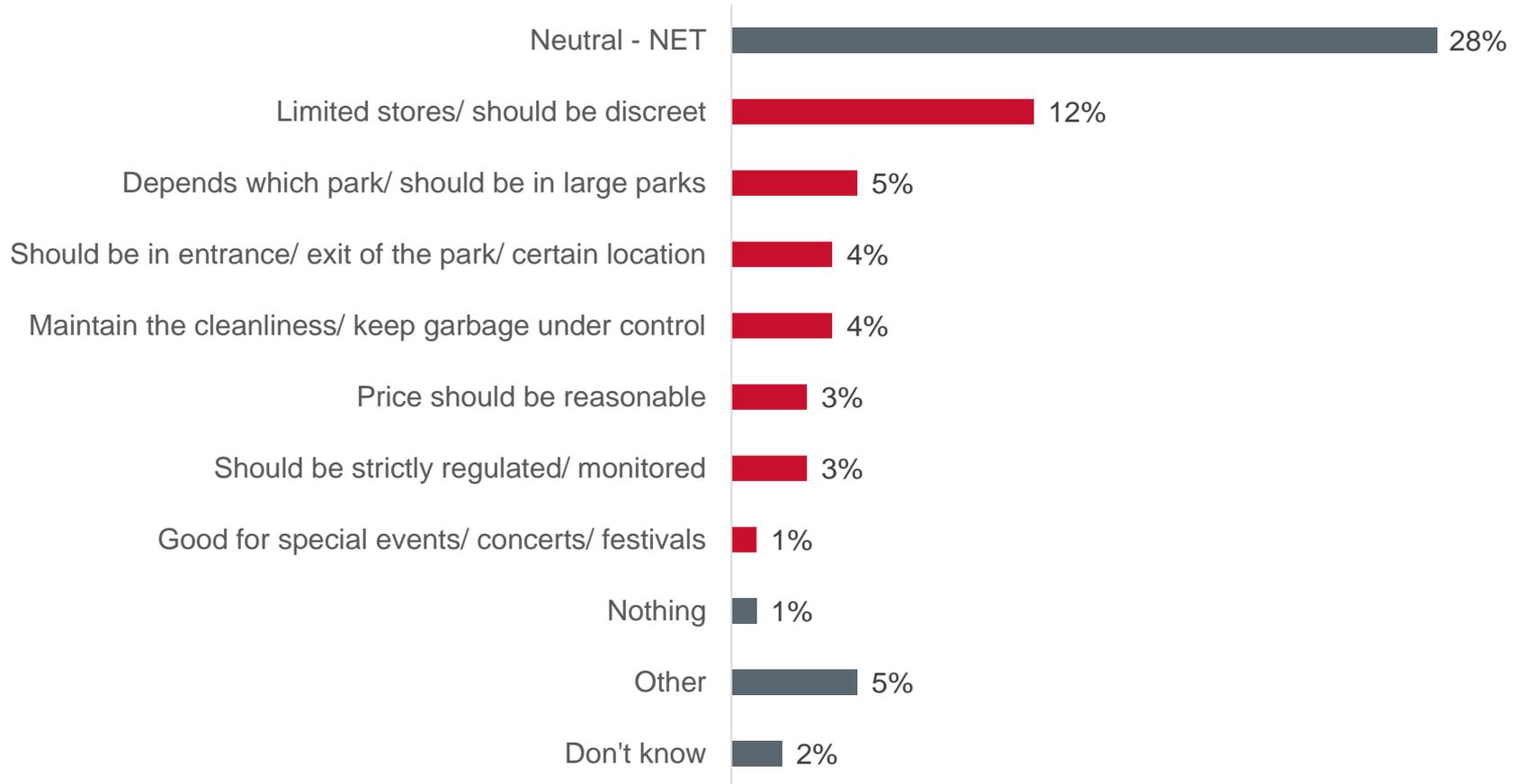


6. Why do you think the sale of goods and services should or shouldn't be allowed in City parks?

Base: Respondents who oppose the sale of goods and services in Parks



# Neutral Reasons for Sale of Goods and Services in City Parks

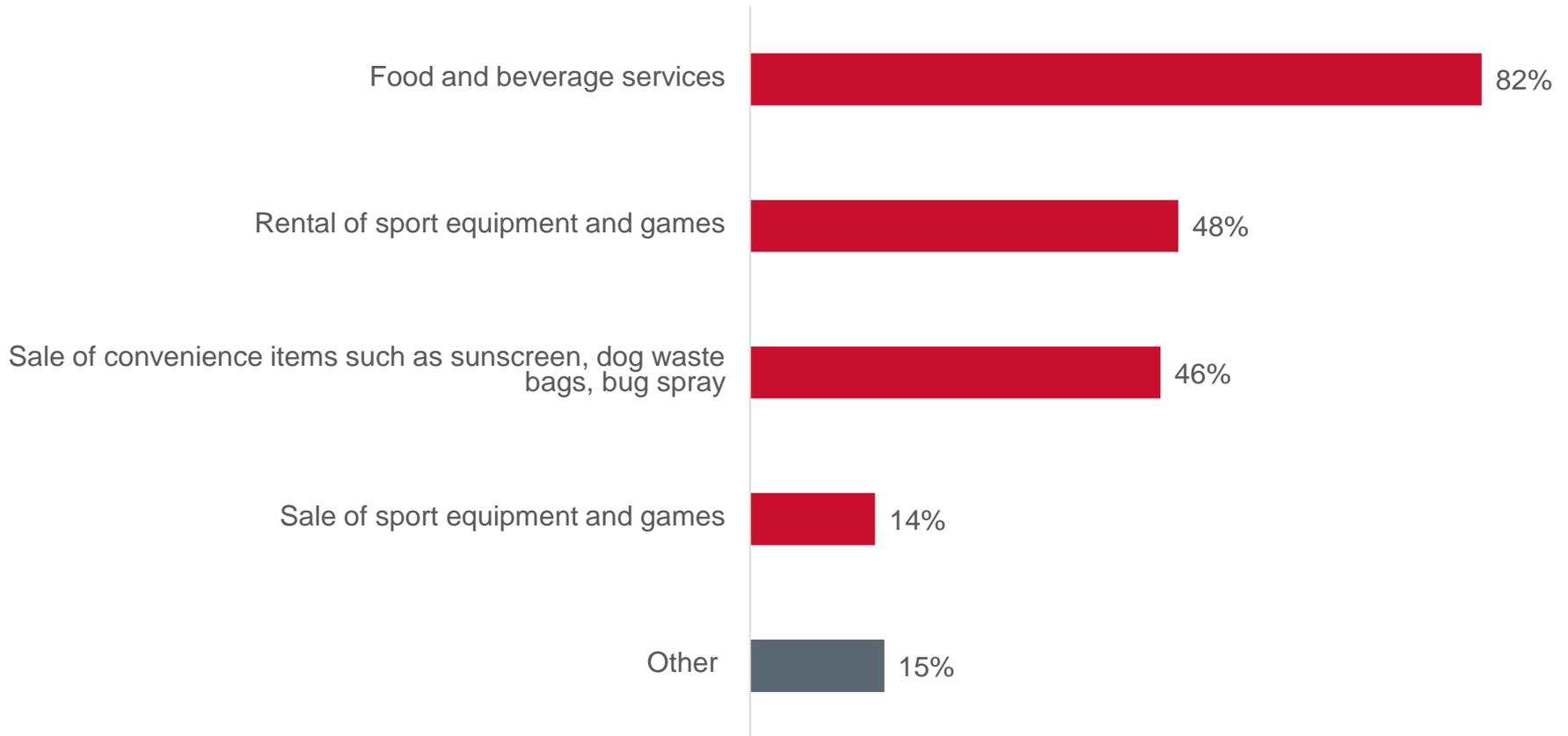


6. Why do you think the sale of goods and services should or shouldn't be allowed in City parks?

Base: All respondents n=542



# Preferred Goods and Services for Purchase in City Parks



7. Which of the following types of goods and services would you be likely to purchase if offered in City parks? Please select all that apply.

Base: All respondents n=927



# Opinions on Food Service in City Parks

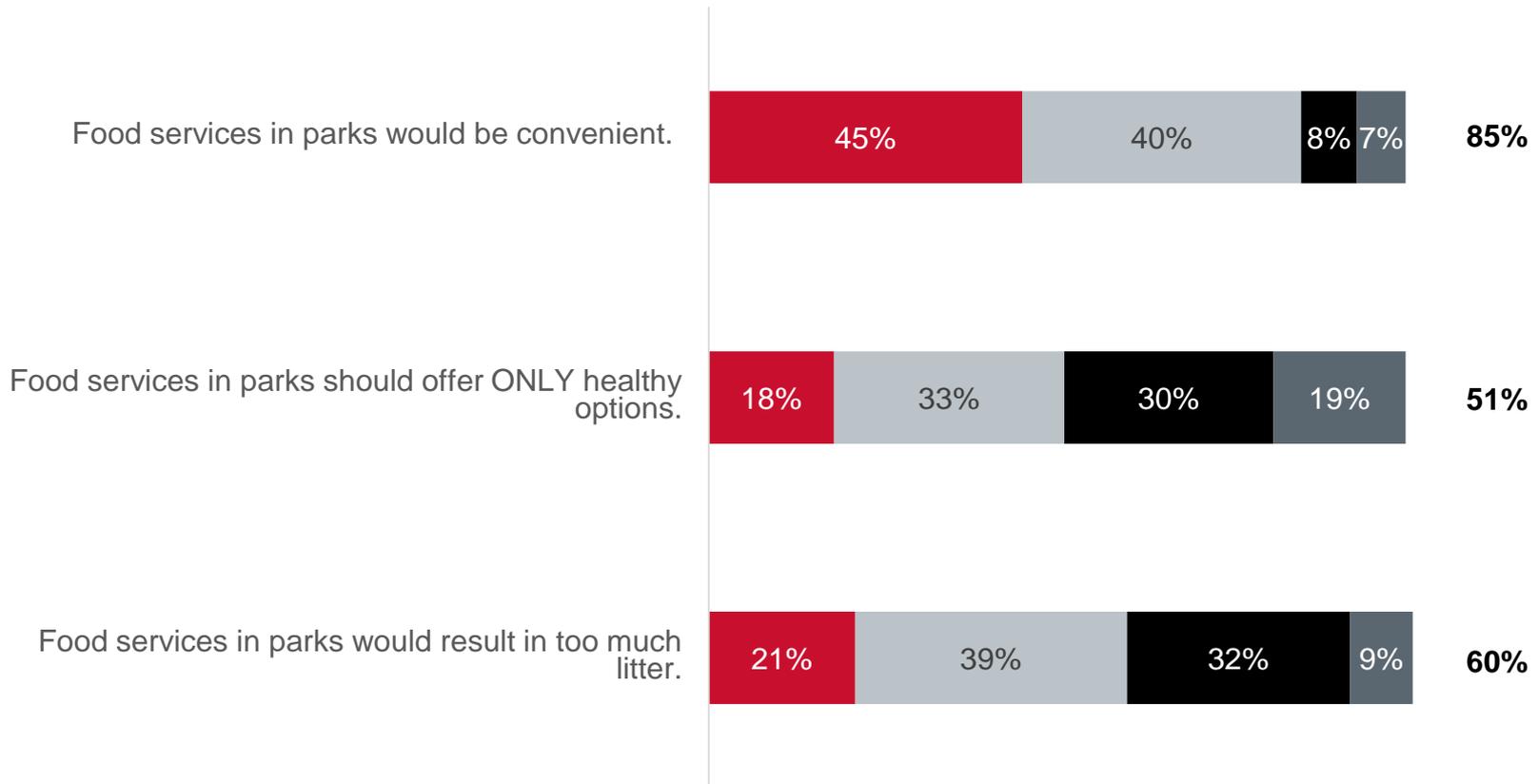
■ Strongly agree

■ Somewhat agree

■ Somewhat disagree

■ Strongly disagree

**% Agree**

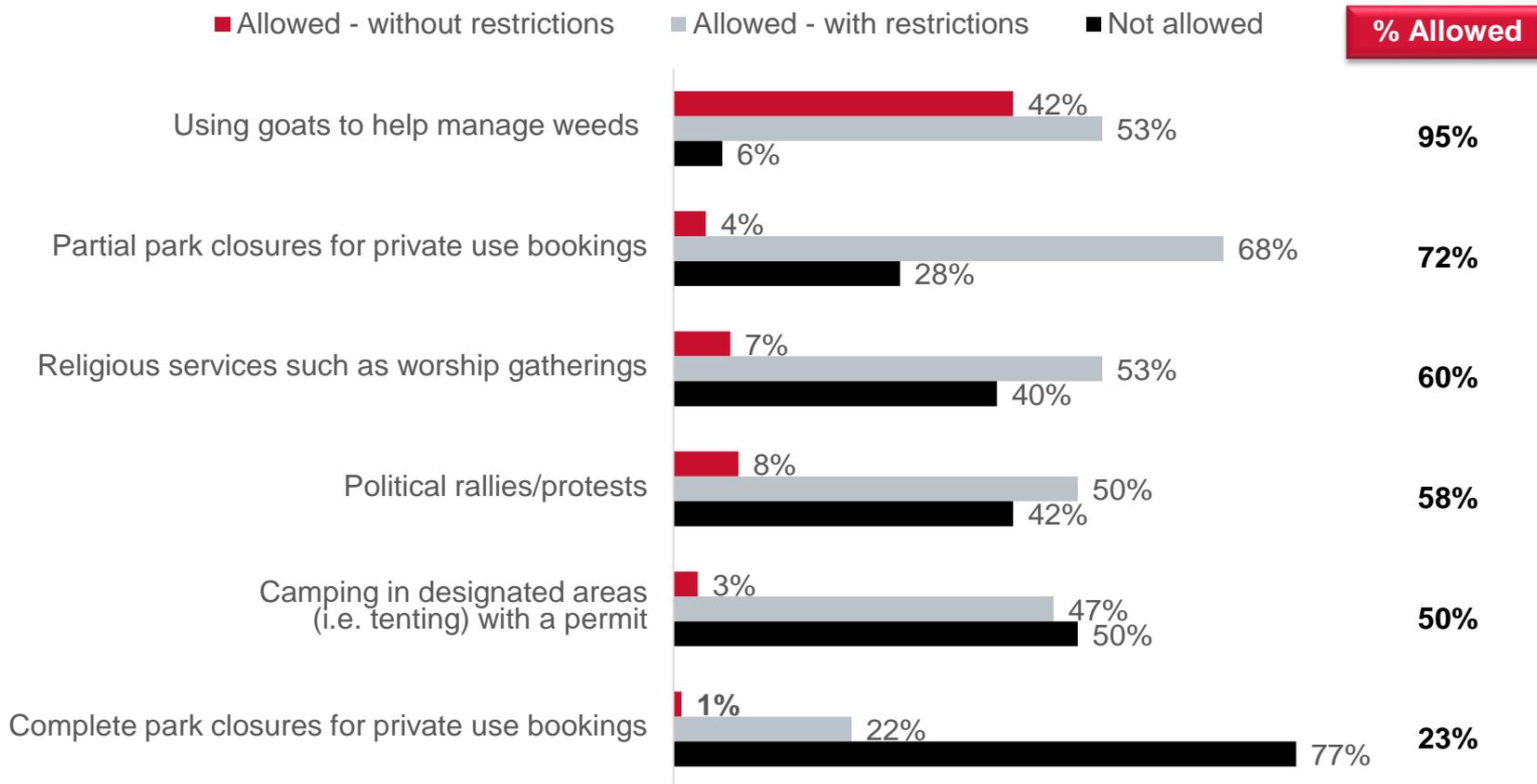


8. Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

Base: All respondents n=927



# Which Activities Should be Allowed in City Parks



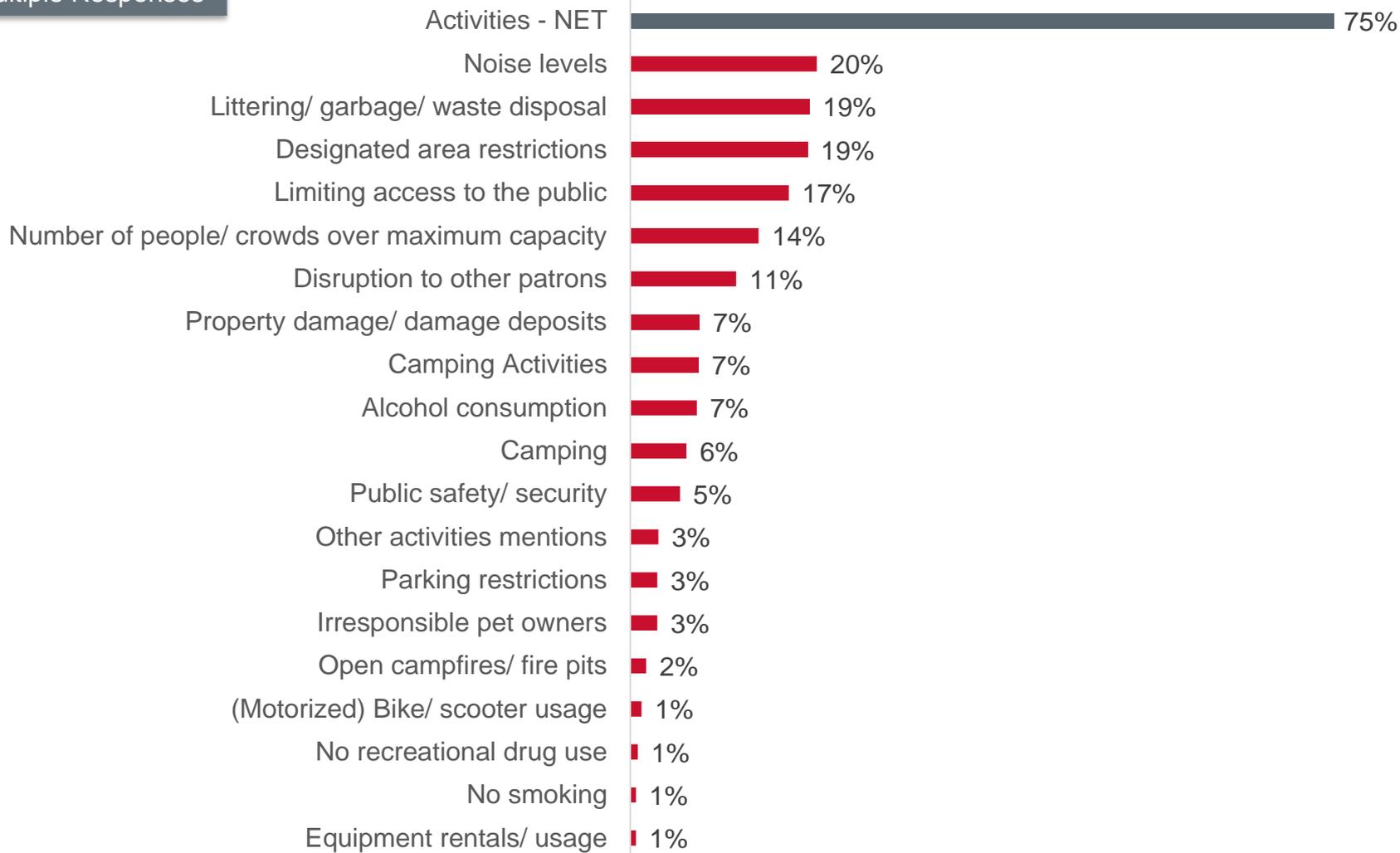
9. For each of the following activities, please indicate if you think they should or should not be allowed in City parks.

Base: All respondents n=927



# Desired Restrictions for City Parks

Multiple Responses



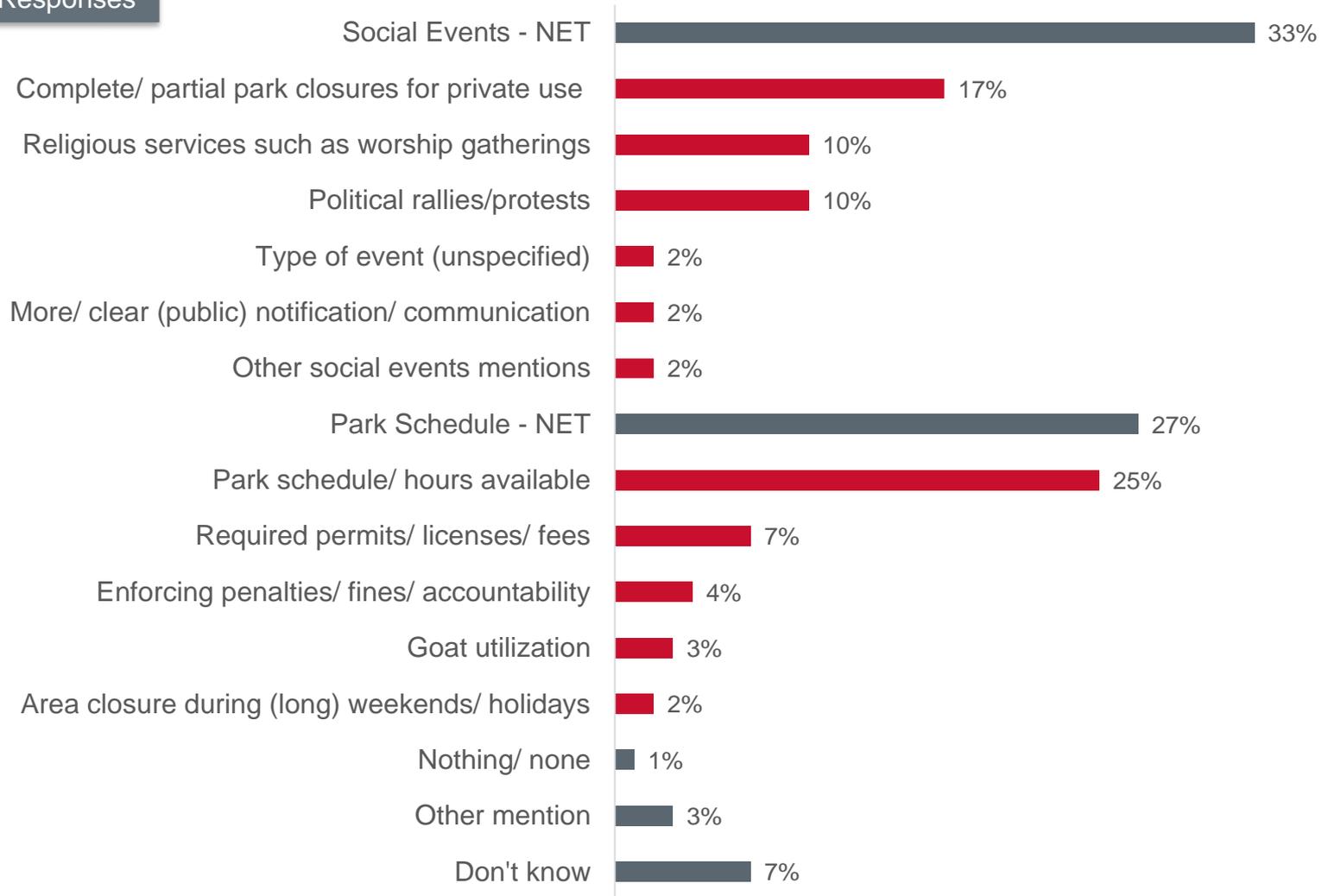
10. What types of restrictions do you think should be in place?

Base: Respondents who answered “Yes, with restriction” to any in Q9 n=654



## Desired Restrictions in City Parks (cont'd)

Multiple Responses

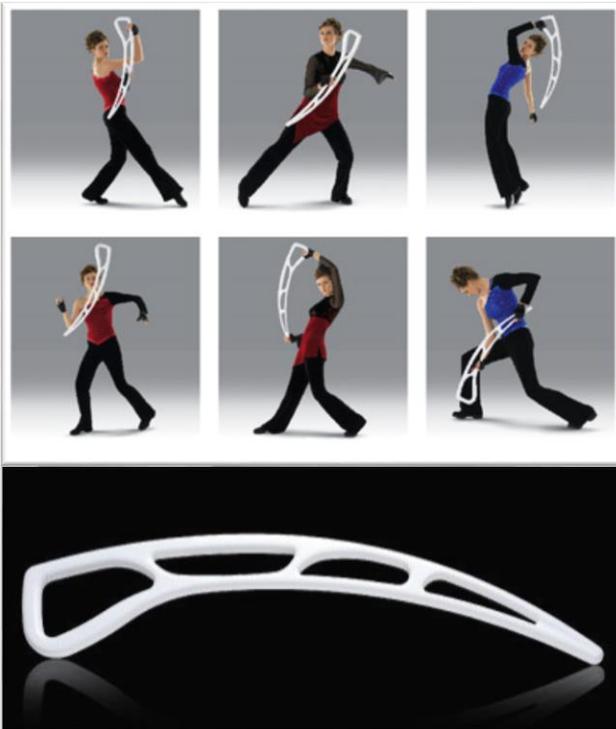


10. What types of restrictions do you think should be in place?

Base: Respondents who answered “Yes, with restriction” to any in Q9 n=654

# Use of Air Blades in City Parks

Do you think air blades should be allowed in City parks?



Allowed - without restrictions



Allowed - with restrictions



Not allowed



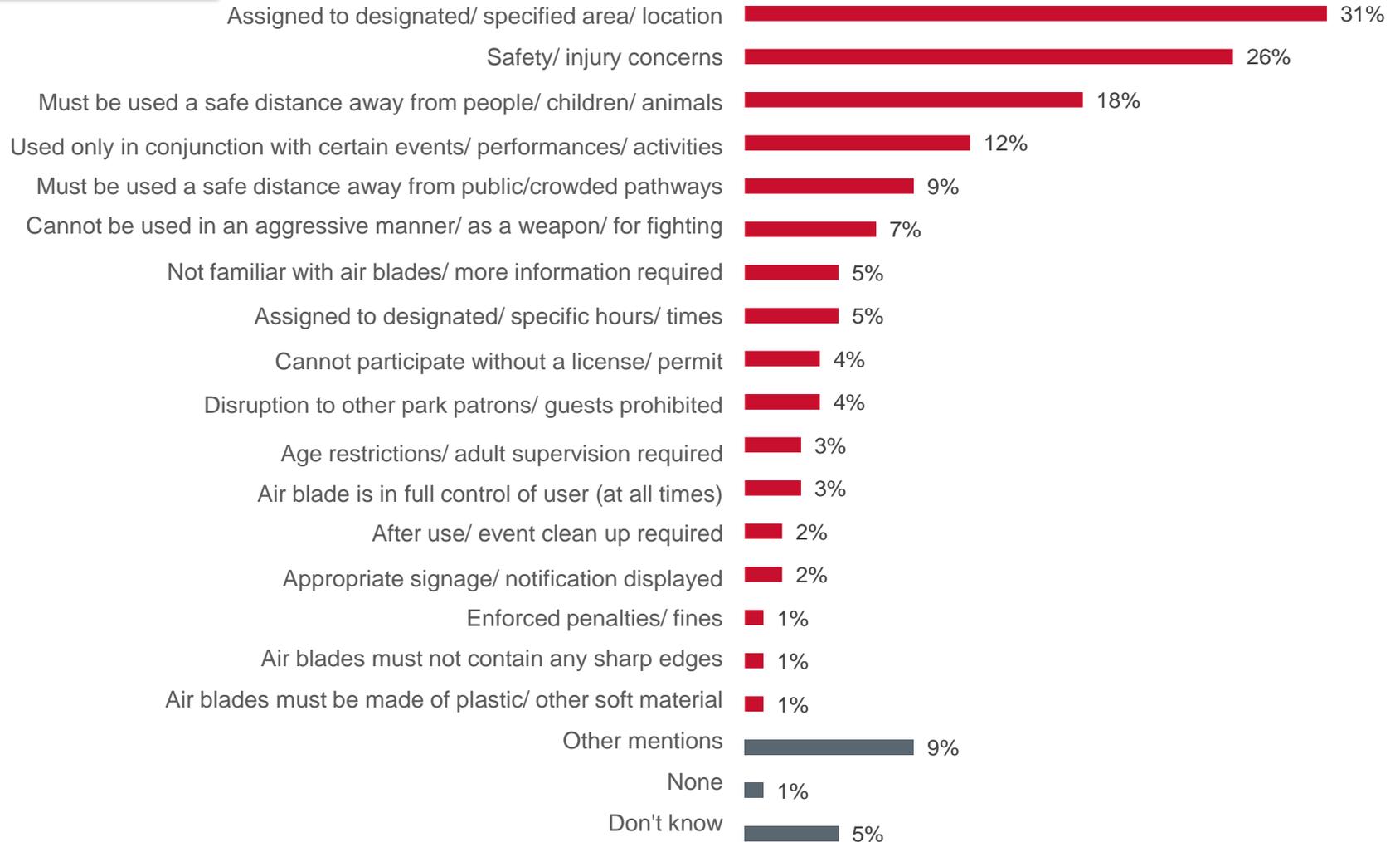
11. Air blades are a type of plastic equipment, often used by marching bands and colour guards. They are typically thrown in the air as part of the performance art. Do you think air blades should or should not be allowed in parks?

Base: All respondents n=927



# Desired Restrictions on Air Blades

Multiple Responses

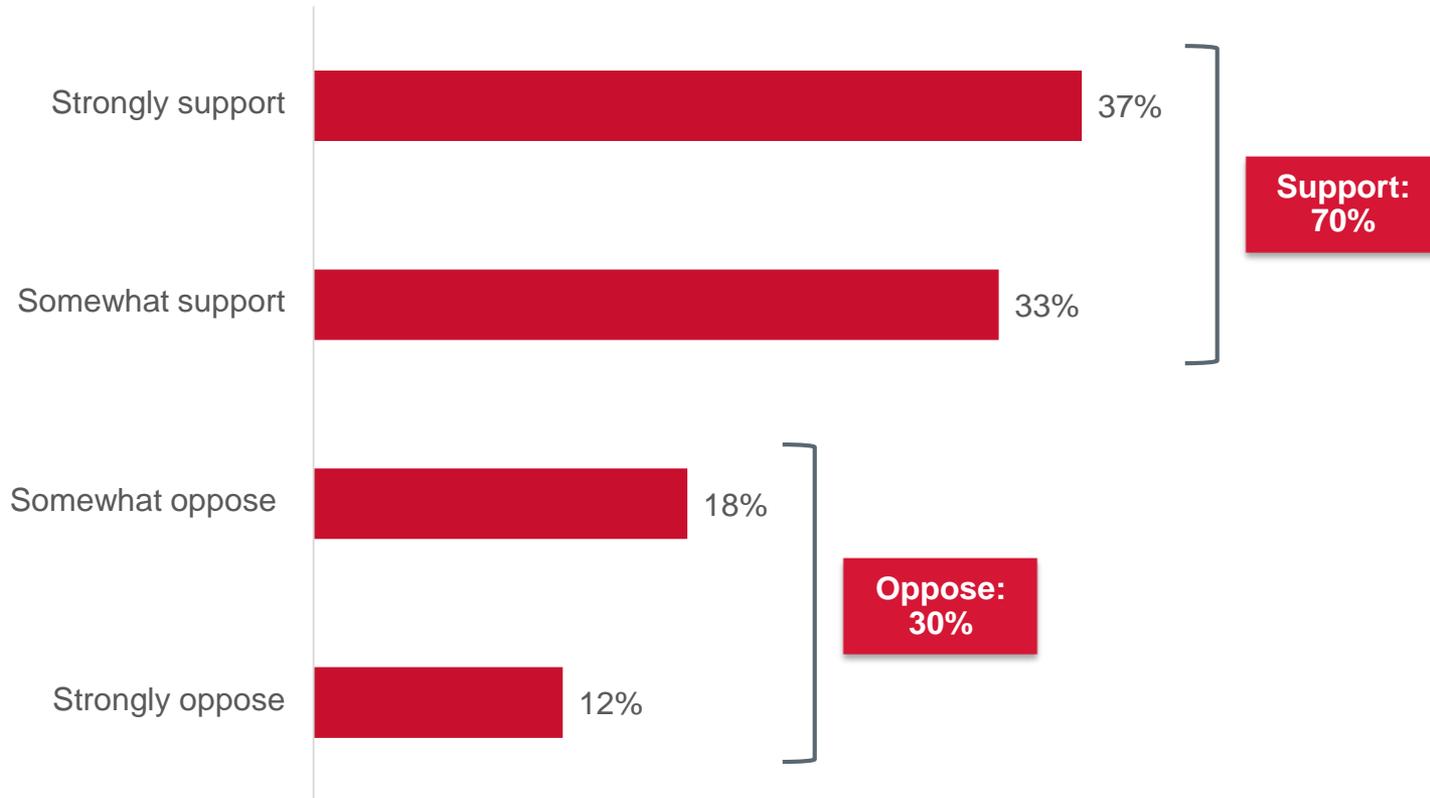


**12. What types of restrictions do you think should be in place?**

**Base: Respondents who answered “Yes, with restriction” to any in Q11 Base: n=454**



# Limiting The Number of Dogs Allowed in an Off-Leash Area



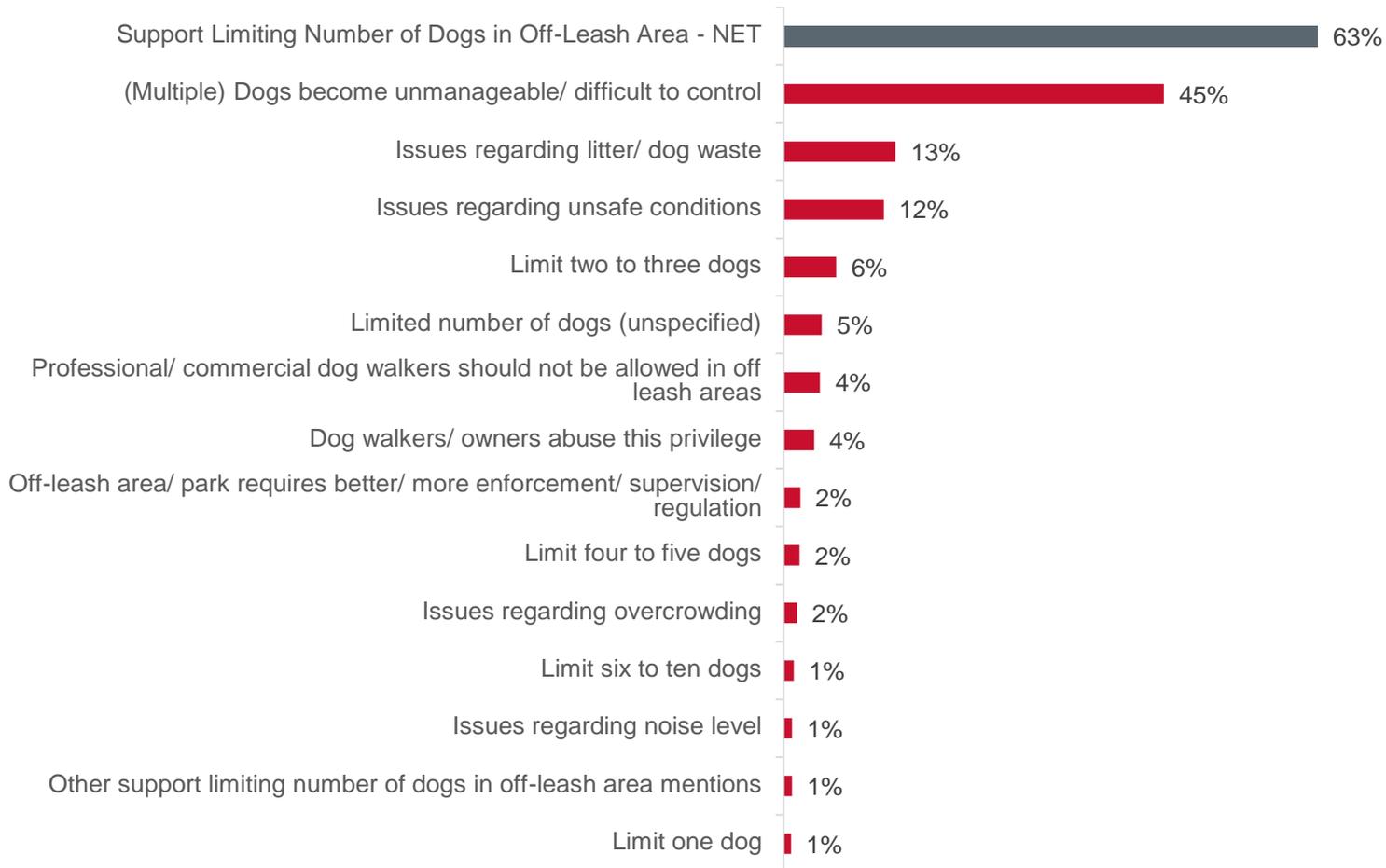
13. Do you support or oppose introducing a limit to the number of dogs that one person is allowed to bring into a City off-leash area?

Base: All respondents n=927



# Reasons for Support of Limiting the Number of Dogs in Off-Leash Areas

Multiple Responses



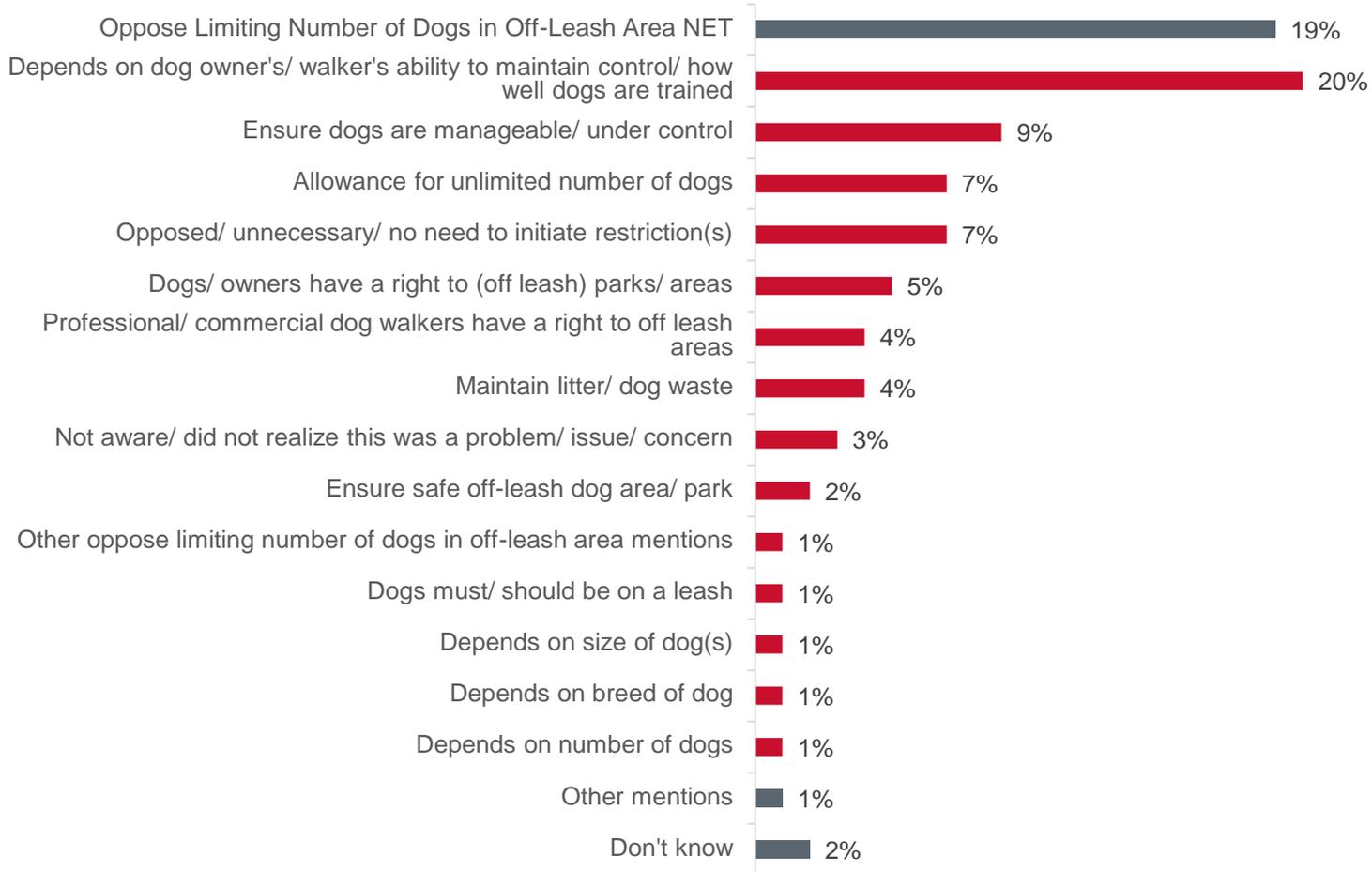
14. Why do you [SUPPORT] introducing a limit to the number of dogs that one person is allowed to bring into a City off-leash area?

Base: Respondents who “strongly or somewhat support” at Q13



# Reasons for Opposition to Limiting the Number of Dogs in Off-Leash Areas

Multiple Responses



14. Why do you [OPPOSE] introducing a limit to the number of dogs that one person is allowed to bring into a City off-leash area?

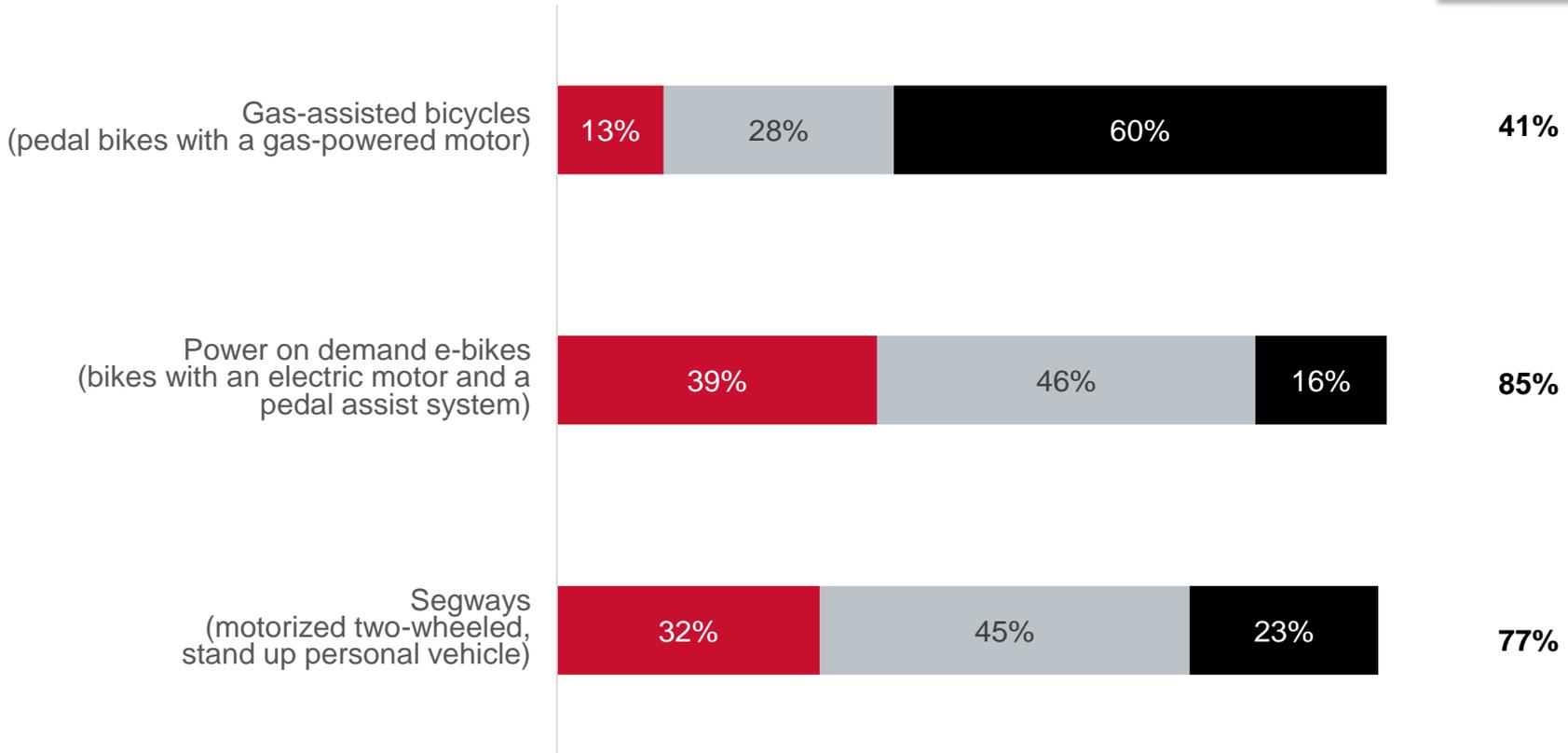
Base: Respondents who “strongly or somewhat oppose” at Q13



# Restrictions on Electric Bikes

■ Allowed - without restrictions   ■ Allowed - with restrictions   ■ Not allowed

**% Allowed**

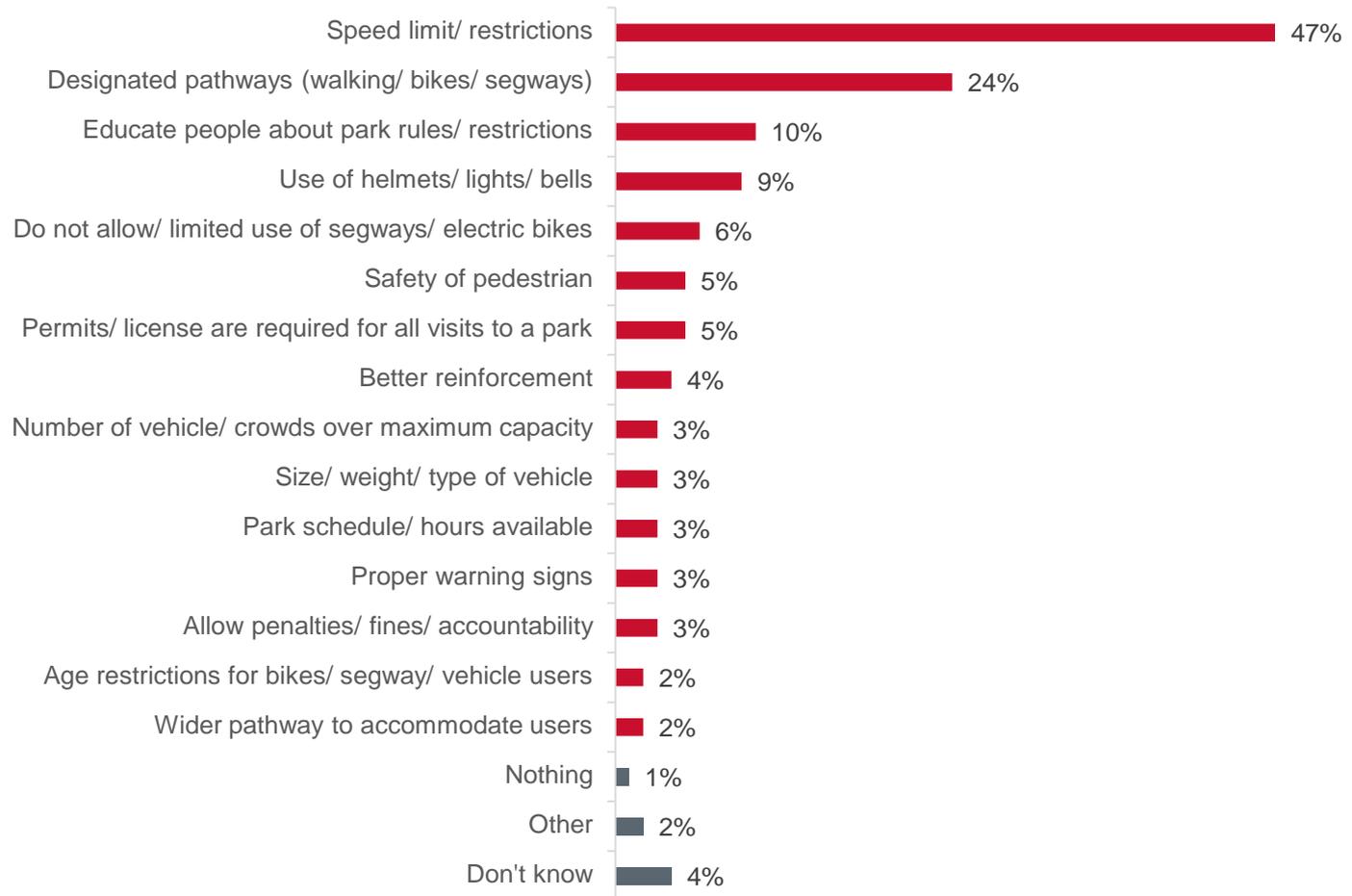


**15. Currently, pedal-assisted electric bikes (bikes that must be pedaled to activate the motor) are allowed on park pathways and have a maximum speed limit of 20km/hour. Keeping in mind that the 20 km maximum speed limit would remain in place, do you think each of the following should be allowed or not allowed on city pathways.**

Base: All respondents n=927



# Preferred Restrictions on Electric Bikes in City Parks and Pathways



16. What types of restrictions do you think should be in place?

Base: Respondents who answered “Yes, with restriction” at Q15



# Demographics

## Gender

Male	43%
Female	55%

## Education

Completed high school or less	7%
Some post secondary or completed a college diploma	27%
Completed university degree or post-grad degree	65%

## Age

18 to 24	3%
25 to 34	11%
35 to 44	18%
45 to 54	26%
55 to 64	26%
65 or older	16%

## Income

Less than \$30,000	7%
\$30,000 to <\$45,000	6%
\$45,000 to <\$60,000	8%
\$60,000 to <\$75,000	6%
\$75,000 to <\$90,000	9%
\$90,000 to <\$105,000	8%
\$105,000 to <\$120,000	7%
\$120,000 or more	30%
No response	19%

Base: All respondents (n=927)



# Household Characteristics

## Tenure in Calgary

Less than 5 years	8%
5 to less than 10 years	8%
10 to less than 15 years	7%
15 to less than 20 years	11%
20 or more	67%

## Household Size

1	18%
2	43%
3	16%
4	17%
5 or more	6%

## Own or Rent

Own	83%
Rent	14%
Other	2%
No response	1%

## Pet Ownership

Yes – Cats	22%
Yes – Dogs	27%
Other	7%
No	43%

Base: All respondents (n=927)