

# Playground Zones and Crosswalks

## 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

Marina Gilson  
Director  
Ipsos  
778.373.5046  
[marina.gilson@ipsos.com](mailto:marina.gilson@ipsos.com)  
200 1285 W Pender Street  
Vancouver, BC, V6E 4B1



# Table of Contents

<b>Methodology</b>	<b>3</b>
<b>Playground Zones and Crosswalk Results</b>	<b>5</b>
<b>Demographics</b>	<b>20</b>



## Methodology



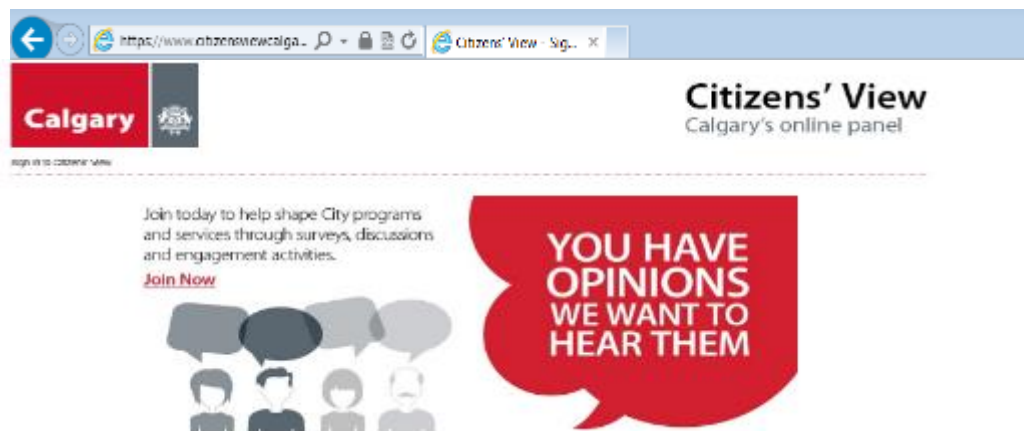
# Methodology

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 July 7, 2017 to 2,598 panelists and closed on July 14, 2017. 804 panelists completed the survey and an additional 139 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.

**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.**

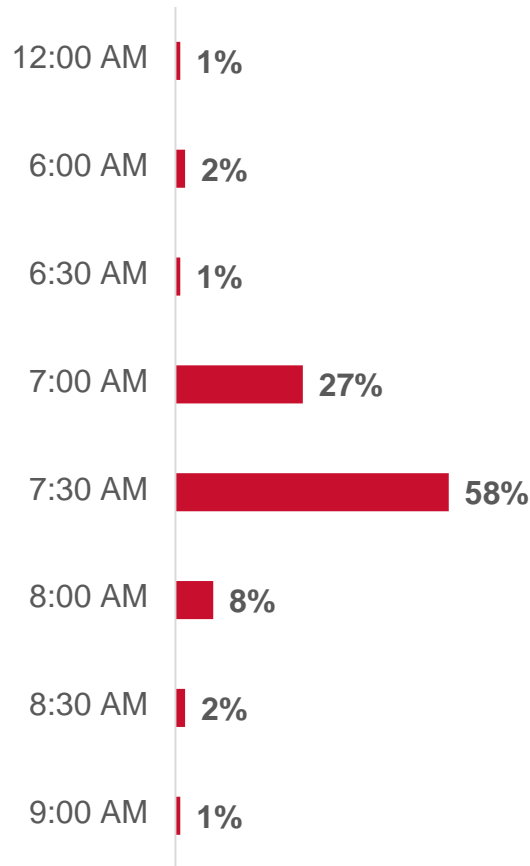




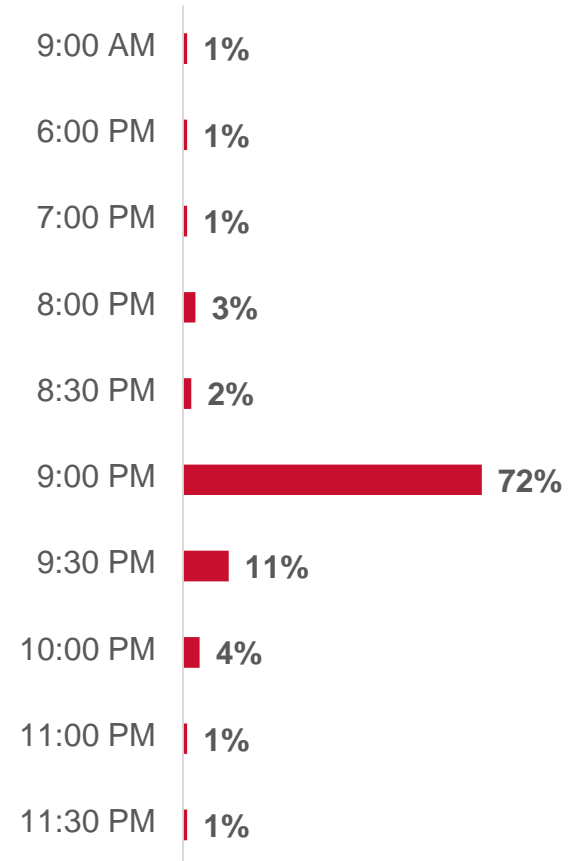
## Detailed Results

# What are the start and end times for school/ playground zones? Monday

## Start Time



## End Time

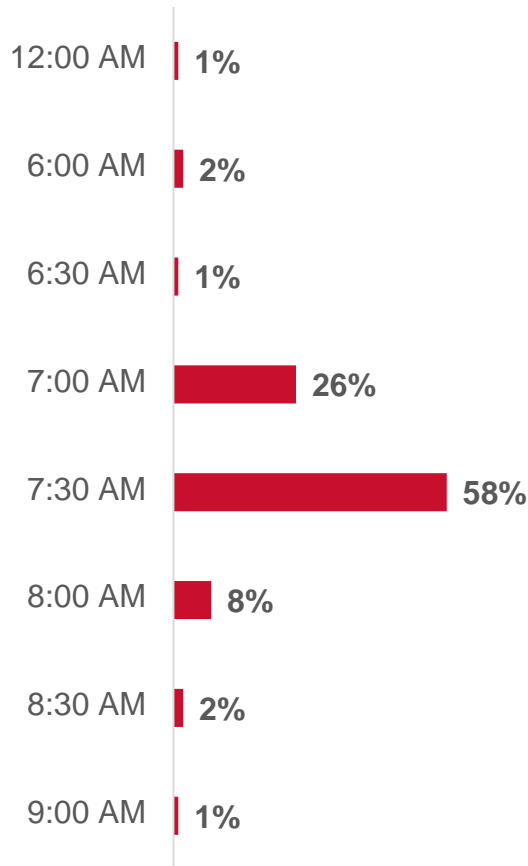


1. To the best of your knowledge, what are the current hours for combined school & playground zones?

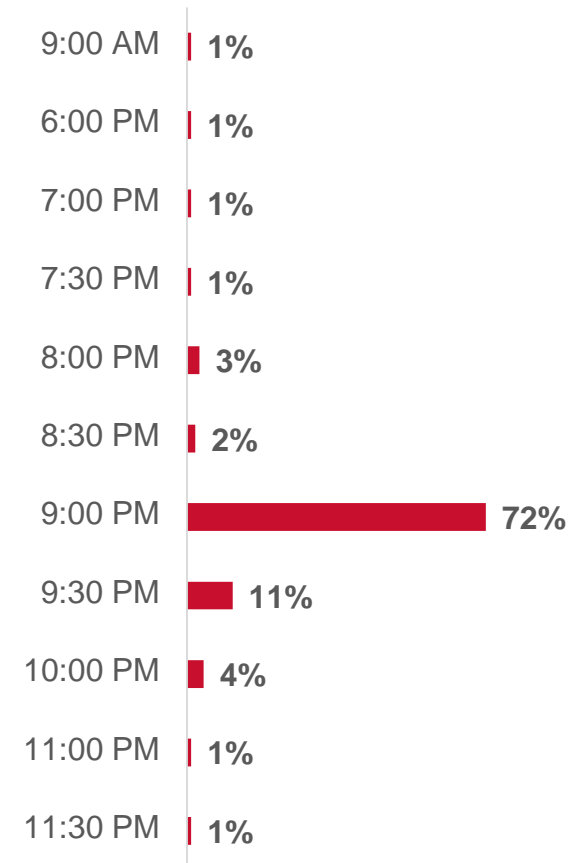
Base: All respondents n=804

# What are the start and end times for school/ playground zones? Tuesday

## Start Time



## End Time

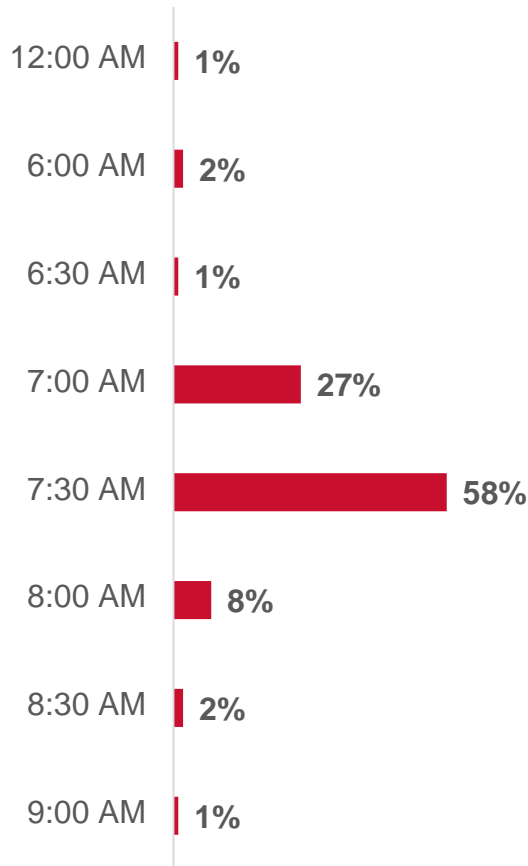


1. To the best of your knowledge, what are the current hours for combined school & playground zones?

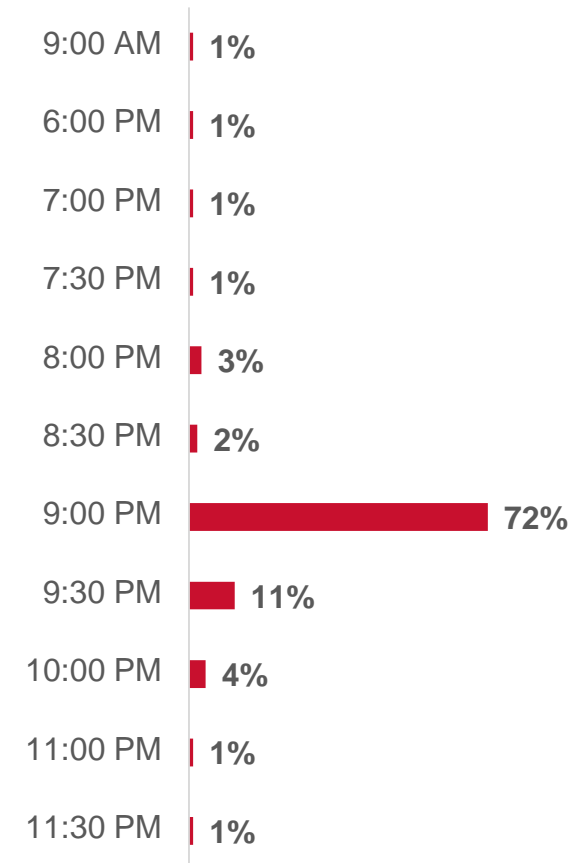
Base: All respondents n=804

# What are the start and end times for school/ playground zones? Wednesday

## Start Time



## End Time



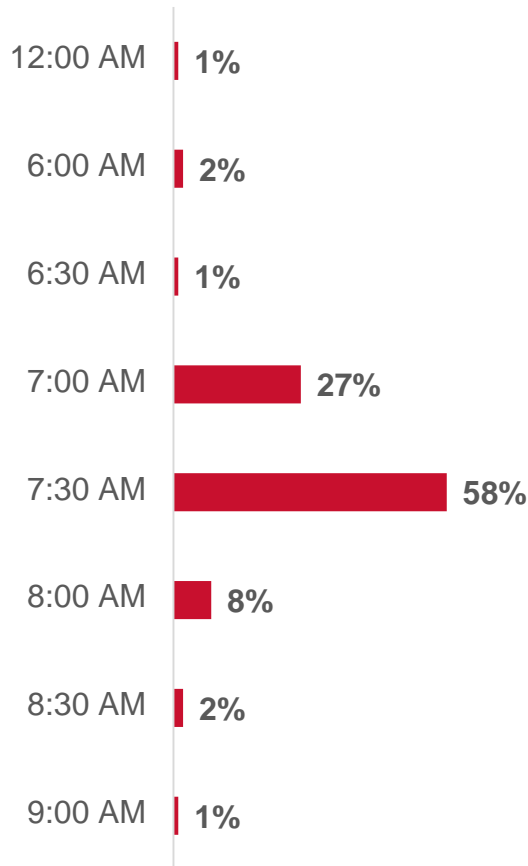
1. To the best of your knowledge, what are the current hours for combined school & playground zones?

Base: All respondents n=804

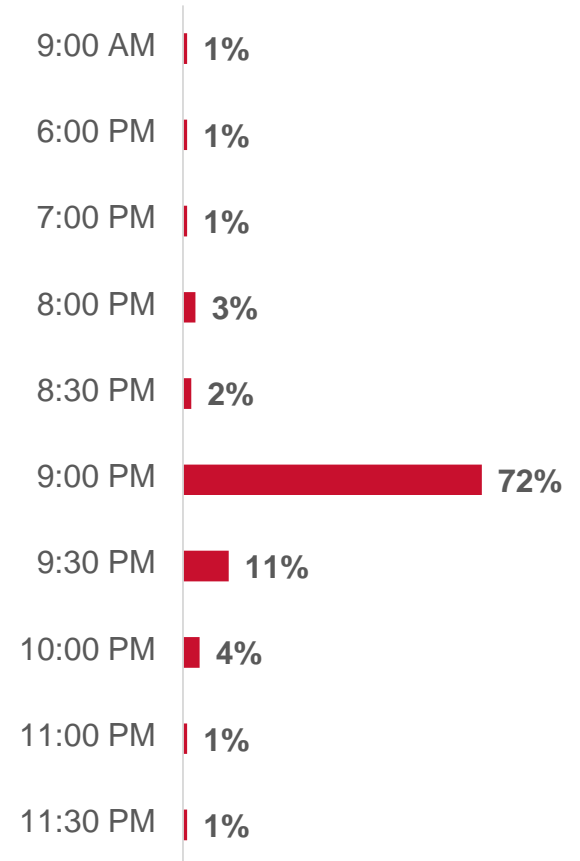


# What are the start and end times for school/ playground zones? Thursday

## Start Time



## End Time

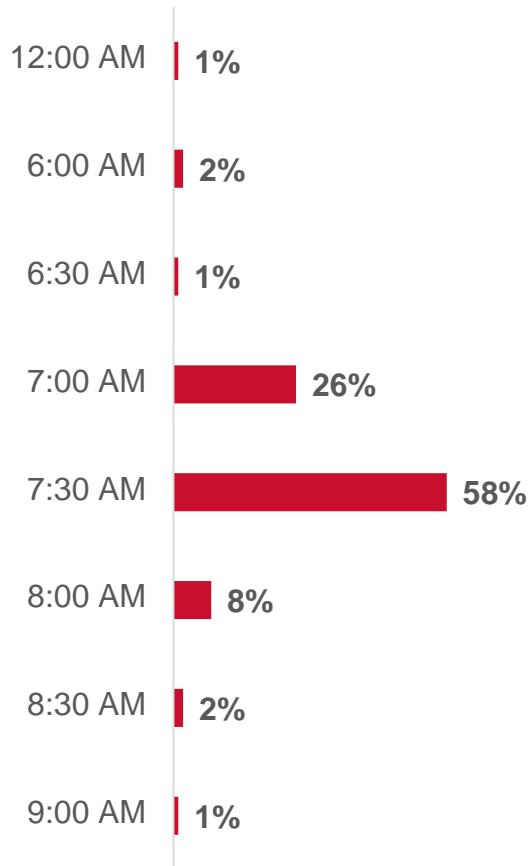


1. To the best of your knowledge, what are the current hours for combined school & playground zones?

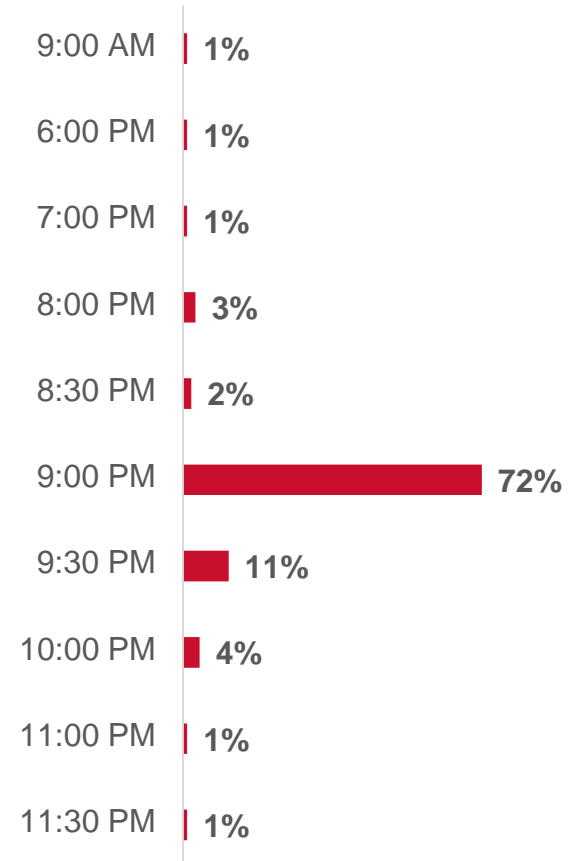
Base: All respondents n=804

# What are the start and end times for school/ playground zones? Friday

## Start Time



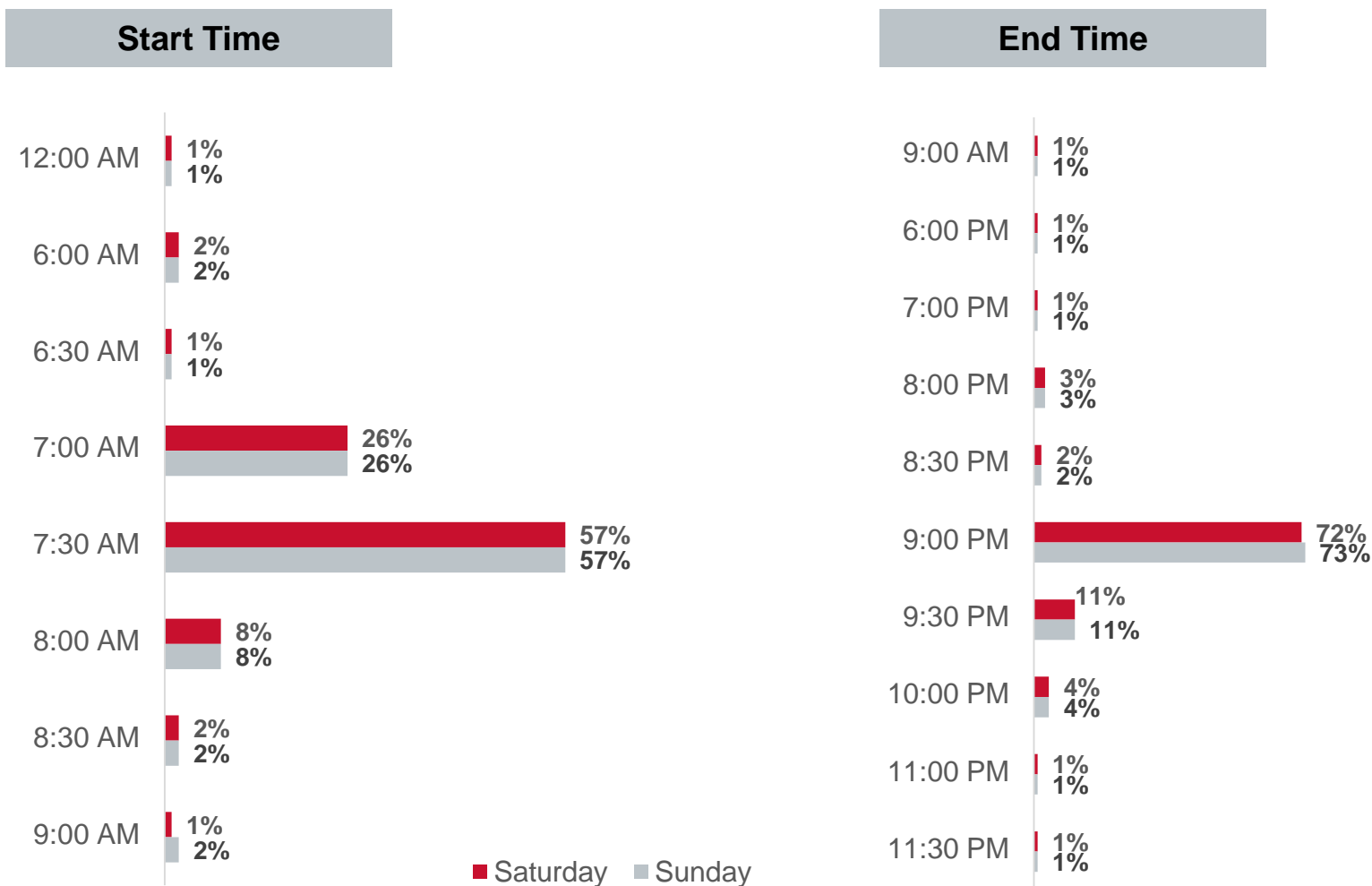
## End Time



1. To the best of your knowledge, what are the current hours for combined school & playground zones?

Base: All respondents n=804

# What are the start and end times for school/ playground zones? Saturday and Sunday



1. To the best of your knowledge, what are the current hours for combined school & playground zones?

Base: All respondents n=804

# Level of Agreement

■ Strongly agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ I don't know

**% Agree**

Converting school zones to playground zones was a good idea



**66%**

Making the times and zones the same time has now resulted in improved compliance by drivers



**51%**

Having one zone type (rather than two separate zone types) makes it easier to remember



**81%**

**2. Do you agree or disagree with the following statements?**

**Base: All respondents n=804**



## RRFBs Impact on Safety

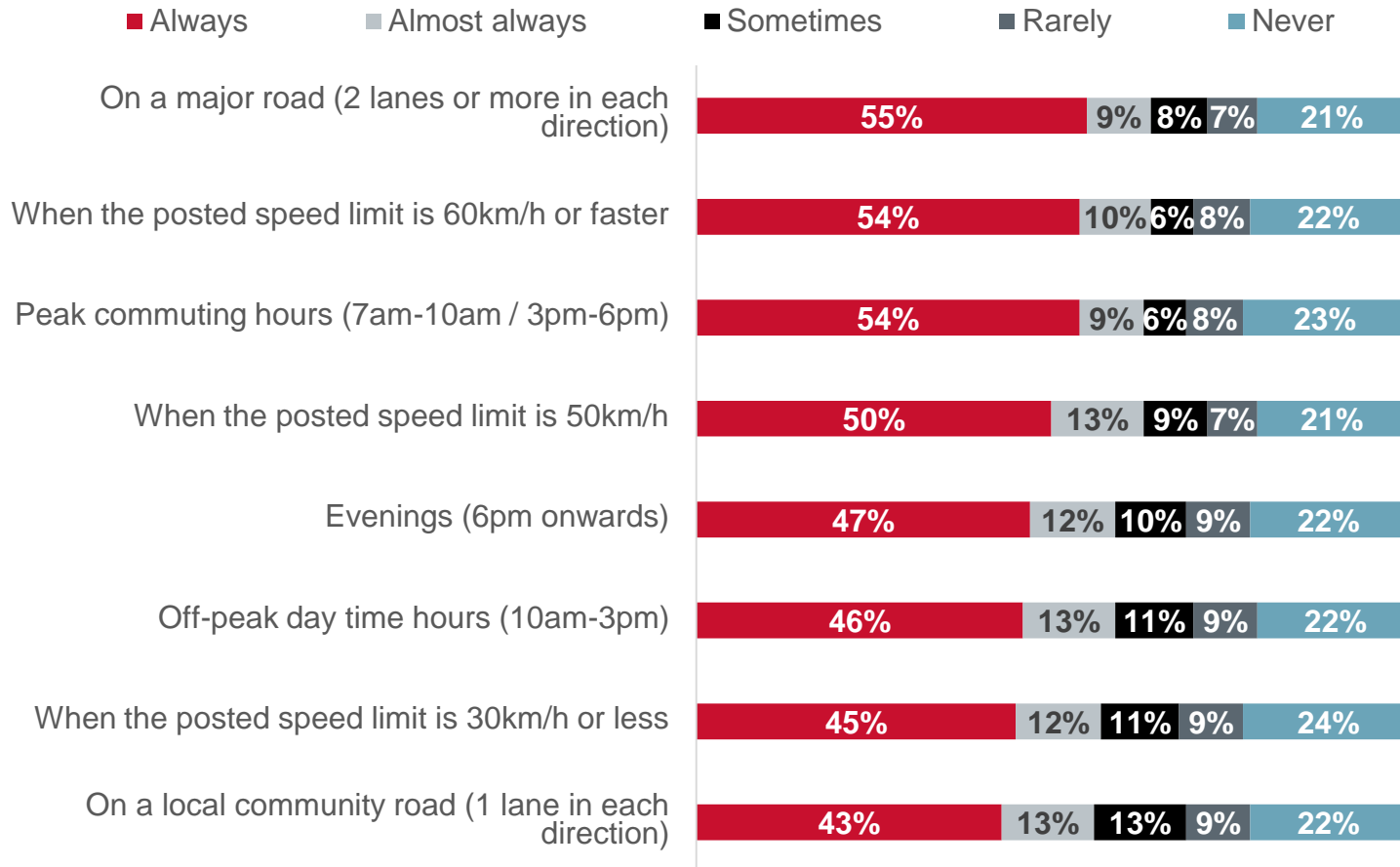
■ More safe    ■ Equally as safe    ■ Less safe    ■ I don't know



**3. Do you think that RRFBs make things more, less, or equally as safe than other forms of signals for pedestrians and drivers?**

**Base: All respondents n=804**

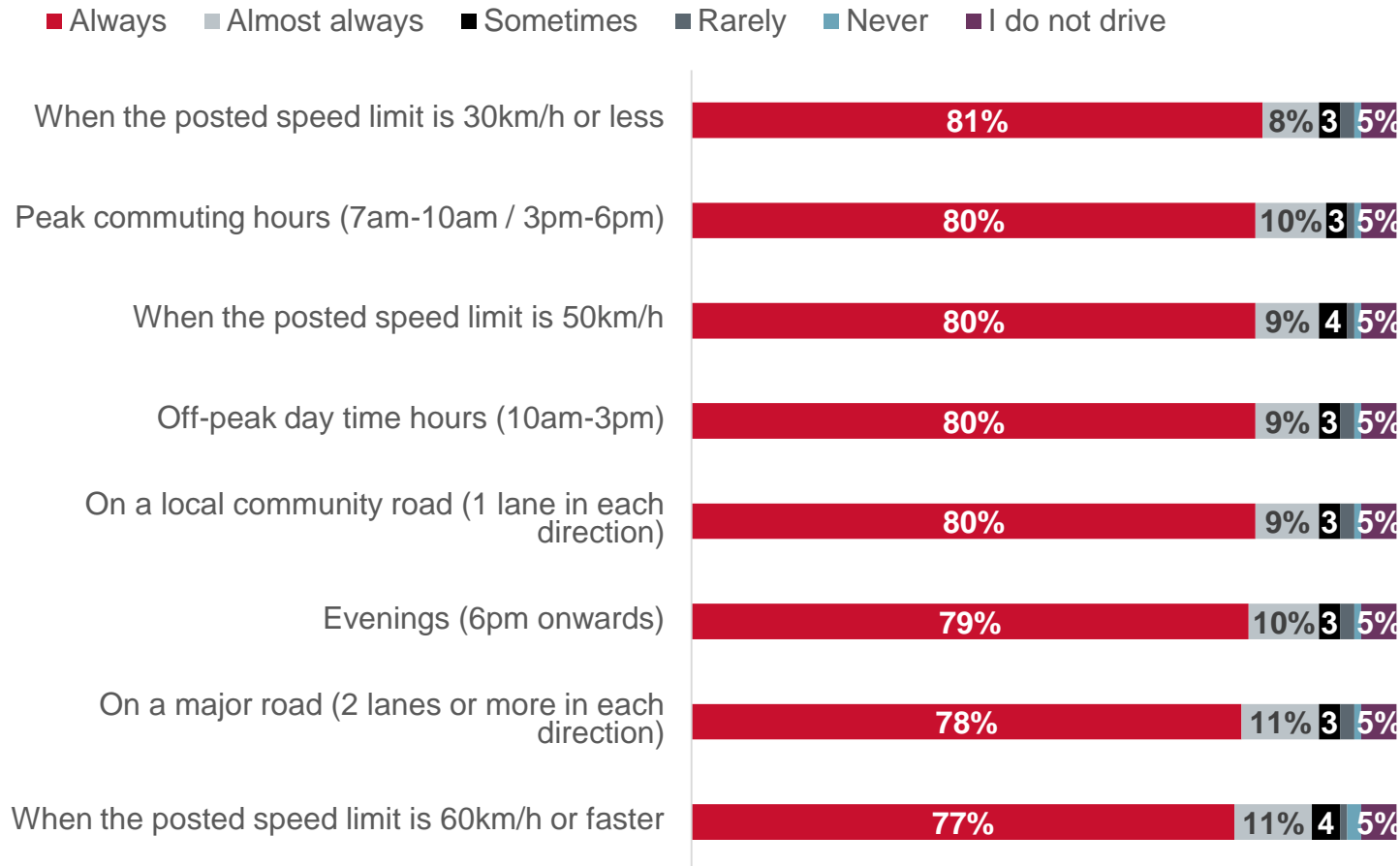
# Frequency of Using the RRFB Button as Pedestrian



4. As a pedestrian, how often do you push the RRFB button in each of the following scenarios?

Base: All respondents n=804

# Responding to Situations as a Driver



5. As a driver, how often do you yield in each of the following scenarios?

Base: All respondents n=804

## When driving, do you look for pedestrians even when RRFB is NOT flashing?

■ Always ■ Almost always ■ Sometimes ■ Rarely ■ Never ■ I do not drive



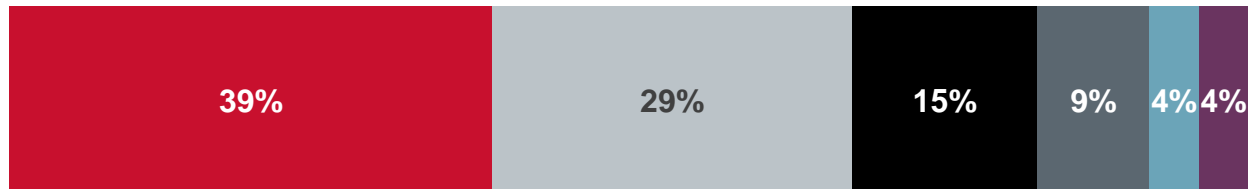
6. As a driver, how often do you look for pedestrians if the RRFB is NOT flashing?

Base: All respondents n=804



## When driving, do you yield when RRFB is flashing, but there are NO pedestrians?

■ Always ■ Almost always ■ Sometimes ■ Rarely ■ Never ■ I do not drive

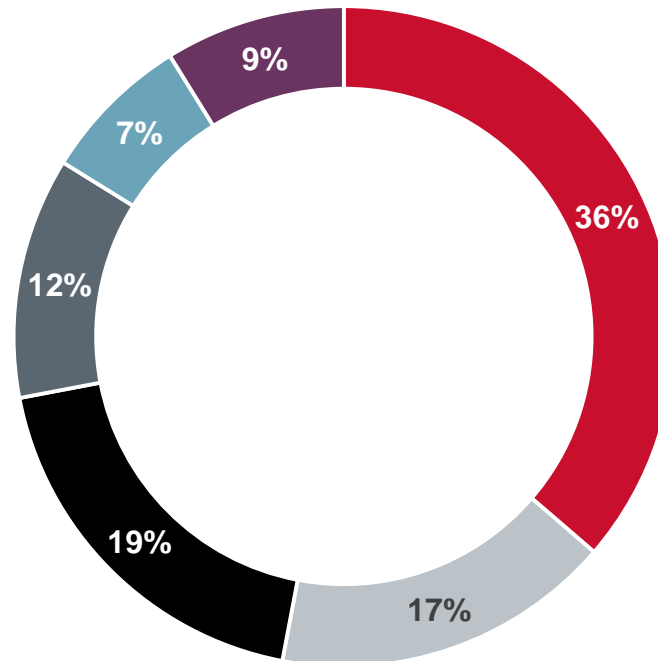


7. As a driver, how often do you yield if the RRFB is flashing but there are no pedestrians immediately visible?

Base: All respondents n=804

## Percent of Travel Done Using an Active Mode of Transportation

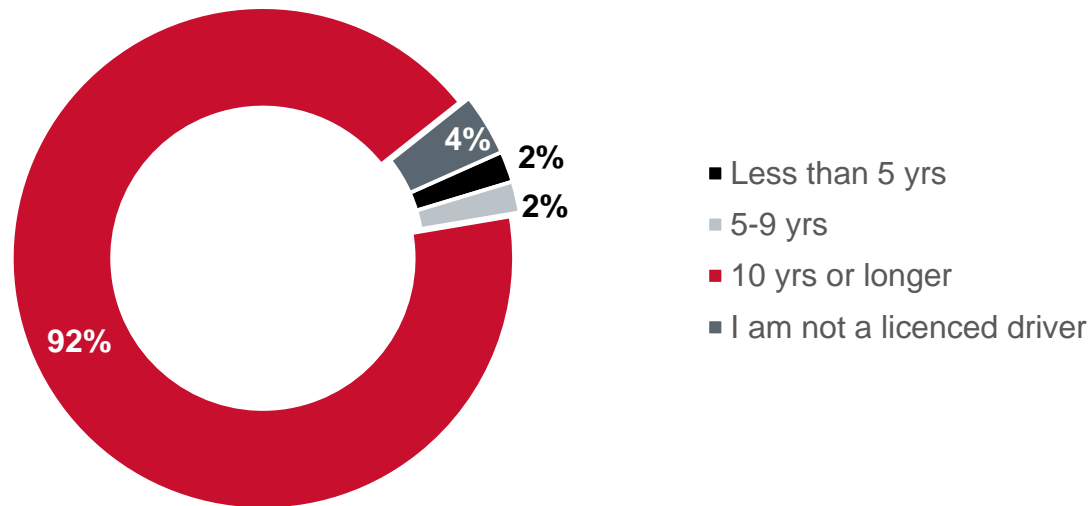
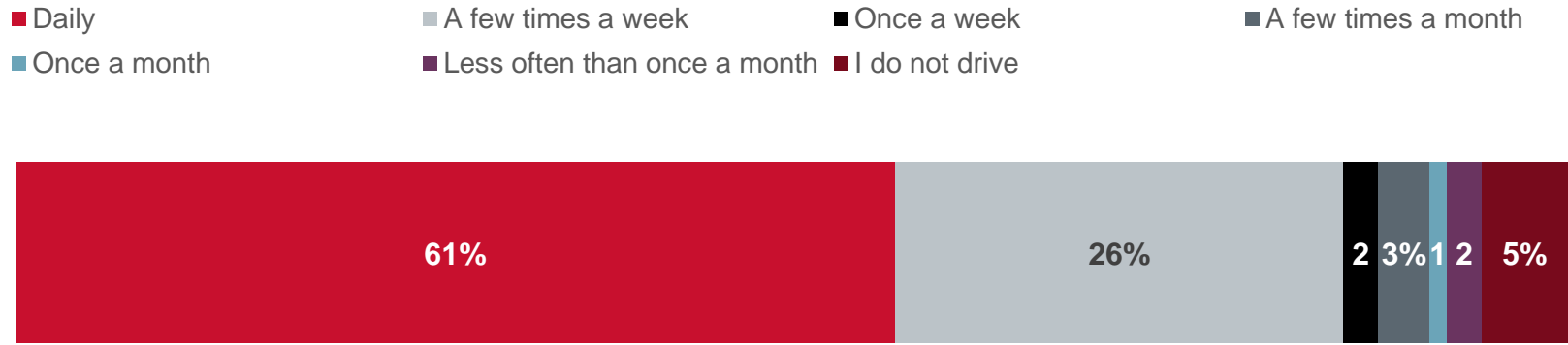
■ 1% to 10% ■ 11% to 20% ■ 21% to 40% ■ 41% to 60% ■ 61% to 80% ■ 81% to 100



**8. In an average week, what percentage of your travel is done via an active mode of transportation such as walking, biking or roller blading?**

**Base: All respondents n=804**

# Driving Characteristics



9. How often do you personally drive a vehicle?

10. How many years have you been an active and licensed driver?

Base: All respondents n=804

## Gender

Male	42%
Female	56%

## Education

Completed high school or less	7%
Some post secondary or completed a college diploma	28%
Completed university degree or post-grad degree	64%

## Age

18 to 24	2%
25 to 34	10%
35 to 44	18%
45 to 54	22%
55 to 64	30%
65 or older	19%

## Income

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

Base: All respondents (n=804)



# Household Characteristics

## Tenure in Calgary

5 years or less	8%
6 to 10 years	7%
11 to 15 years	7%
16 to 20 years	10%
More than 20 years	68%

## Household Size

1	16%
2	44%
3	16%
4	17%
5 or more	7%

## Own or Rent

Own	83%
Rent	15%
Other	1%
No response	1%

## Pet Ownership

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

Base: All respondents (n=804)