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IceSkatePark Attitudinal Survey Report

Icepark Group Inc., a not-for-profit organization based in Peel, has proposed that the City of Brampton create a very large, world class and unique outdoor public ice skating park. The park is proposed to be a mechanism for inspiring physical activity among people in Brampton, Peel and the overall Toronto region, especially during the winter months, and is also proposed as a Canada Sesquicentennial legacy project. Approval by City Council requires evidence of significant public support for the construction of the park, and evidence that utilization of the park will be adequate to support the operation of the park.

During 2014, Icepark Group conducted an attitudinal survey of Brampton residents to determine the degree to which the costs associated with creating and using the park are acceptable to the public. The survey was built upon an earlier survey conducted in Mississauga. This report focuses on the combined findings of the two surveys.

Methodology

The survey was conducted at various locations in Brampton and Mississauga, including

- Door-to-door at single detached homes, semi detached homes and townhouses. There was no access to residential apartment buildings (rental or condominium);
- Door-to-door at a number of workplace employees at office and retail locations;
- At three restaurants in Brampton (comprising 1/3 of Brampton responses).

The surveyor also found a very significant mix of cultural and ethnic neighbourhoods and groups, in both municipalities. Survey results were adjusted for gender bias.

People who answered the door were given a short explanation of the purpose of the survey, based on the explanation that was printed on the questionnaire, and asked to complete the questionnaire within a short period of time (pickup was within an hour or less). At no time did the surveyor indicate that Icepark Group would like to receive responses that favour the creation of IceSkatePark. Icepark Group provided answers to questions that were asked by people surveyed. Questionnaires included an illustration of the IceSkatePark concept. The level of cooperation was extremely high, with few residents refusing to participate in the survey. There were very few unusable questionnaires.

The survey of Brampton residents was limited by the time resources available to Icepark Group, and totalled 129 valid responses. Statistically, this number of responses is accurate to a margin of error of 8.6%, 19 out of 20 times. The Mississauga survey totalled 225 valid responses, accurate to a margin of error of 6.4%. The combined margin of error is 5.15%, 19 out of 20 times.

Key Findings

A chart showing all valid responses is included below, adjusted for gender bias where appropriate. Some key findings are as follows:

Overall, Icepark Group found very high levels of interest by residents in visiting the park by the 73% of respondents who know how to ice skate – 22% said they would likely visit the park once a year to skate, and another 63% said they would likely go several times a year. 84% of respondents in Brampton said they would visit the park at least once a year.

36% of all respondents would definitely visit the park as spectators to see skating competitions or festivals; another 51% said they would probably go. 59% of Brampton and 82% of Mississauga respondents would definitely take their young children to the park (75% combined). Of respondents who said they would take their young children to the park, 97% said they would do so at least once a year. Respondents said that 69% of their older children would visit the park at least once a year.

The survey also found a high level of acceptability of park entry fees, especially among respondents aged under 50 years. 56% of all respondents in both Mississauga and Brampton saw no problem with a \$5.00 entry fee, and another 31% would at least go once to try out the park. Overall, 13% said that a proposed \$5.00 admission fee is too expensive.

Overall, 70% of respondents in Brampton (69%) and Mississauga (72%) said building IceSkatePark was either a good investment or want the park to be built unconditionally (“A great idea!”), even at a tax cost to themselves. For this question, the survey question mentioned that there would be a cost of up to a penny a day per household in property taxes. Age was a factor in the level of acceptability in the surveys; respondents aged 50 or over were less likely to support building the park. Only 9% of all respondents said they do not support this kind of park. 15% of respondents aged 50+ answered this way, while only 6% of respondents under age 50 did not support the park.

Because Icepark Group is concerned about the negative impacts of sedentary lifestyles, especially during Brampton’s winter months, people were asked about the role of existing recreational facilities in inspiring more people to become physically fit. 15% of respondents in Brampton said that existing recreational facilities are doing enough to inspire many more inactive people to become more physically fit. Another 9% said IceSkatePark Brampton won’t help with this. The remainder indicated that the park would be a good idea in this regard.

The average age of respondents was 35.5 years in Brampton and 35.9 years in Mississauga. The average household size surveyed was 3.7 persons per unit.

Respectfully submitted by Icepark Groups Inc.



John Stillich
President, Icepark Group Inc.

Summary of IceSkatePark Survey Responses

	Brampton Survey	Mississauga Survey	Combined
Do you know how to ice skate?			
Yes	104 73%	176 73%	280 73%
No	38 27%	64 27%	102 27%
Skaters: What kind of skater?			
Figure skater	2 2%	11 6%	13 4%
Hockey player	18 16%	40 21%	57 19%
Speedskater	10 10%	0 0%	10 3%
Just a pleasure skater	77 72%	142 74%	219 73%
Skaters: If there were a very large outdoor ice skating park, how often would you likely skate at the park?			
Not interested in skating	4 4%	9 5%	13 5%
Once	6 6%	2 1%	8 3%
Likely only once every few years	7 7%	14 8%	21 8%
Likely once a year	32 31%	28 16%	60 22%
Likely several times a year	54 53%	119 69%	173 63%
Non-Skaters: If there were a very large outdoor ice skating park, how likely would you be to go to this park?			
I would definitely go.	5 14%	11 18%	16 17%
I would probably go.	17 47%	29 48%	46 47%
I would probably not go.	3 8%	10 17%	13 14%
I wouldn't bother.	11 31%	11 17%	22 22%
If there were competitions for hockey, figure skating or speedskating, would you visit as a spectator?			
I definitely would.	43 34%	82 37%	125 36%
I might, but not sure.	67 53%	110 50%	177 51%
No, I wouldn't bother.	16 13%	30 14%	46 13%
How many people live in your household? (Avg. per hshld)	3.9	3.6	3.7
a. Number of households with young children	33 23%	72 30%	105 39%
b. Number of young children	53	112	165
How likely would a parent or other adult in your household take these young children to this park?			
A parent/adult would definitely take them.	20 59%	62 82%	82 75%
A parent/adult might, but not sure.	13 38%	12 15%	24 22%
How often would they be taken to the park?			
Once.	2 7%	0 0%	2 2%
Once a year.	6 18%	9 12%	15 14%
Likely more than once a year.	24 74%	61 83%	85 83%
No one would take them.	1 3%	2 3%	3 3%
Number of hshlds with older children	56 39%	120 50%	176 46%
How many children are there in your household old enough to go by themselves?	133	228	361
How likely would these older children go to the park?			
They wouldn't bother.	2 4%	8 7%	11 6%
They might go, but not definitely.	18 27%	31 24%	49 25%
They'd go once a year.	13 19%	14 11%	26 14%
They'd go more than once a year.	33 50%	73 58%	106 55%
There may be a \$5.00 admission fee to get into the park. How do you feel about this?			
It's too expensive for me; I wouldn't go.	14 10%	5 4%	19 7%
It's too expensive for my family; we wouldn't go.	6 4%	10 8%	17 6%
I would go once by myself to try it out.	5 4%	12 9%	17 6%
I would go once with family or a friend, to try it out.	38 27%	30 23%	68 25%
\$5.00 is affordable. It's not a problem.	79 56%	74 56%	153 56%

	Brampton Survey	Mississauga Survey	Combined
Building the park would cost up to a penny per day per household. How do you feel about this? (See Note)			
I would not support this kind of park.	12 9%	15 8%	27 9%
It's a good idea, but only if it doesn't cost me anything.	29 22%	37 21%	66 21%
A good investment, but users should pay some of cost	42 32%	64 36%	106 34%
The park is a great idea! Get it built!	49 37%	64 36%	113 36%
Icepark Group is concerned about the rising health risks of sedentary lifestyles. IceSkatePark would have the Wow! factor to inspire many more inactive or overweight people, young and old, to become more physically fit. How do you feel about this?		Note: Not all Mississauga residents were asked this question.	
IceSkatePark is not needed for this; existing recreational facilities are doing this work.	21 15%	10 9%	31 12%
Statistics on obesity and active living show that existing rec facilities are not inspiring enough people to develop healthy lifestyles, but IceSkatePark won't help either.	12 9%	5 5%	18 7%
Existing recreational facilities are not inspiring enough people to lead healthier lifestyles; IceSkatePark's features and events will motivate many more people to be more active.	12 9%	11 10%	23 9%
The park is a great idea; it's good not only for health, but would be fun for everybody.	91 67%	85 77%	176 71%
Average age	35.5	35.9	35.8
No. of male respondents (raw, unadjusted)	58	105	163
No. of female respondents (raw, unadjusted)	71	120	191

Note: Figures are gender-adjusted where appropriate. This results in rounding of some figures.