
**SURVEY OF RESIDENTS REGARDING
THE LOCATION OF A NEW CHILDCARE
CENTRE (CPE)**

REPORT PRESENTED TO TOWN OF BAIE-D'URFÉ

AUGUST 2019

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CROP

The background is a dense, blue-tinted collage of hand-drawn sketches and diagrams. These include various geometric shapes like triangles, circles, and rectangles, as well as flowcharts, bar graphs, and abstract patterns. Some sketches contain text such as 'GOAL', 'PLAN', 'RESULTS', 'MARKET', 'CORPORATE', and 'IP NETWORK'. A hand is visible in the lower-left corner, holding a glowing lightbulb that emits a bright light, symbolizing an idea or innovation.

Objectives and methodology

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Objectives and methodology

The Town of Baie-D'Urfé wishes to build a facility on land it owns in order to rent it to Whiteside Taylor. Potential lots have been identified for the construction of this new facility and the Town of Baie-D'Urfé commissioned CROP to conduct a survey of the residents in order to obtain their opinion regarding the location of the new child care facility.

The data collection operations were conducted online from **July 25 to August 7, 2019**. In total, 596 Baie-D'Urfé residents participated in the survey (margin of error 3,69%).

The results were weighted in order to reflect the actual distribution of the population in terms of gender, age and employment situation of the respondents.



Results

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Synthesis

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Synthesis

Base: All respondents, n=596

Lakeshore road



Morgan road



Stafford road



Cornwall road



■ Yes, I approve ■ No, I oppose ■ I don't know

Q1a-2a-3a-4a. Do you approve, or do you oppose, the building of this new facility on the following lot located on ,,,?



Detailed results

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New facility located on Lakeshore road

Base: All respondents, n=596



■ Yes, I approve

■ No, I oppose

■ I don't know

Reasons they approve

(multiple answers)

n= 395

Close to existing daycare centre/Shared resources	58%
Close to other public or recreational amenities	35%
Available/Shared parking	35%
Ease of access / Close to major thoroughway / Less traffic congestion in town	31%
Less disruptive for residents	22%
Already open space / Less environmental impact	17%
Safe/beautiful surroundings (speed limits, safe for children, green spaces...)	14%
Uses available infrastructure/Lower costs	12%
Easy access to public transit (bus)	11%
Best/Most logical/Least objectionable location (of all 4)	9%
Honors Mr. Fritz's legacy	6%
Lot large enough	2%
Other reason	7%
I don't know	3%

Reasons they oppose

(multiple answers)

n= 163

Destroys beautiful lakefront greenspace/view - Preserve heritage site	37%
Environmental footprint / Destruction of trees/green space	37%
Traffic already too dense / Increase traffic congestion	22%
Opposed to daycare center project/Not sure CPE is needed	13%
Already too many facilities there/Too crowded for amenities (parking, etc.)	12%
Must be kept for Baie-D'Urfé residents' enjoyment (walking, playing, communing with nature...)	11%
Negative impact on residents (less safe, congestion, decreased property value...)	8%
Opposed to using this location/Other options available / Expand existing infrastructure	8%
High water risk / Drainage problems (maintenance costs)	3%
Other reason	8%
I don't know	1%

Q2a. Do you approve, or do you oppose, the building of this new facility on the following lot located on Lakeshore road?

Q2b. What, if anything, do you like about the use of this location for the new building

Q2c. What, if anything, do you dislike about the use of this location for the new building

New facility located on Morgan road

Base: All respondents, n=596



■ Yes, I approve

■ No, I oppose

■ I don't know

Reasons they approve *(multiple answers)*

	n= 147
Ease of access / on major throughway / less traffic impact	60%
Underused space/Would put space to good use	50%
Less impact on residents (noise, air pollution, etc.)	13%
Good/best/least objectionable location (unspecified)	12%
Safe and more pleasant for children (speed limits, far from water, sidewalks, more green spaces...)	10%
Good location provided well planned (traffic regulation, green spaces, splash pad...)	9%
Less environmental impact than other options	7%
Central/Close to other amenities (CPE, parking, shopping, etc.)	7%
Adequate size for daycare facility + parking	6%
Good for the community/in favor of daycare facility (in any location)	2%
Other reason	6%
I don't know	3%

Reasons they oppose *(multiple answers)*

	n= 386
Preserve green space/Must remain a park / Only park in the area	45%
Increase traffic (safety concerns)/Area already too congested	31%
Too close to residential area/Quiet neighborhood (noise pollution, lower property value...)	17%
Safety issues: too close to major road (playing, drop-off/pick-up, parking...)	16%
Too far from other CPE/public facilities (pool, library, train station...)	10%
Opposed to this location/Favor another location / existing facility	8%
Play area for children	7%
Cost of facility (much larger, parking, no existing facilities...)	3%
Opposed to daycare center project/Not sure CPE is needed	3%
Upgrade park/Prefer other uses (splash pad, seniors exercise equipment...)	2%
Other	2%
I don't know	6%

Q3a. Do you approve, or do you oppose, the building of this new facility on the following lot located on Morgan road?

Q3b. What, if anything, do you like about the use of this location for the new building

Q3c. What, if anything, do you dislike about the use of this location for the new

New facility located on Stafford road

Base: All respondents, n=596



■ Yes, I approve

■ No, I oppose

■ I don't know

Reasons they approve

(multiple answers)

n= 147

Close to Whiteside-Taylor	25%
Quiet/safe neighborhood/street - Not a major road	24%
Unused space	19%
Central/Close to other public amenities (school, pool, library...)	18%
Easy access to park/Fritz farm (for play, outings...)	14%
Little environmental impact/Lots of green spaces around	13%
Very suitable/preferred location/Ideal for daycare (unspecified)	13%
Easy access / Close to main roads / Access to public transit	12%
Little impact on area residents	11%
Large enough for facility/parking + green space	9%
Parking option for drop-off/pick-up	6%
Would remove Hydro-Québec servitude	5%
Other	10%
I don't know	8%

Reasons they oppose

(multiple answers)

n= 399

Disrupt green corridor/Preserve green space	55%
Residential area/Quiet neighborhood	40%
Increase traffic (safety concerns)/Area already too congested (school, soccer field, residential homes...)	38%
Loss of Butterfly garden/Destroy Butterfly habitat	14%
Should be kept for safe recreational activities (walking/biking path/cross-country ski trail)	10%
Too far from existing facilities (Whiteside-Taylor, school, library, pool, recreational facilities)	7%
Opposed to this location/Not suitable (unspecified)	7%
Too far from public transit/major thoroughways/No easy access	6%
Opposed to daycare center project/Prefer other use	4%
Other	3%
I don't know	5%

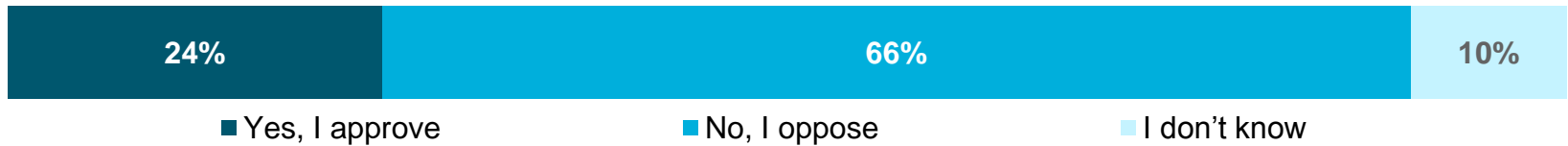
Q4a. Do you approve, or do you oppose, the building of this new facility on the following lot located on Stafford road?

Q4b. What, if anything, do you like about the use of this location for the new building

Q4c. What, if anything, do you dislike about the use of this location for the new building

New facility located on Cornwall road

Base: All respondents, n=596



Reasons they approve

(multiple answers)

n= 138

Close to Dorset school/other children-related facilities	39%
Ease of access/parking alternative	18%
Close to parks /Surrounded by greenery	17%
Useless now/Might as well use for the community	14%
Large enough for facility/parking + green space / distance from neighbors	12%
Good choice/Efficient usage (unspecified)	12%
Already open space/Little environmental impact	10%
Quiet/safe neighborhood ideal for child care facility	8%
Encourages settling of young families/Easier for parents	6%
Not my first choice (unspecified)	6%
Close to Whiteside Taylor / Walking distance from other facilities	5%
Established zone of public use/already Hydro right of way	4%
Neutral / Whichever location is fine	4%
Other reason	9%
I don't know	2%

Reasons they oppose

(multiple answers)

n= 396

Disrupt green corridor/preserve green space	49%
Increase traffic (safety concerns)/Area already too congested (school, soccer field, residential homes...)	32%
Too close to residential area/Quiet neighborhood	31%
Too far from existing facilities (Whiteside-Taylor, school, library, pool, recreational facilities)	11%
Opposed to this location/Not suitable (unspecified)	7%
Should be kept for other recreational activities (walking/biking path/cross-country ski trail)	6%
Opposed to daycare center project/ Not sure a CPE is needed	5%
Too far from public transit / major thoroughways	4%
Better opposite Maxwell residence/ next to existing CPE/school / use existing facilities	4%
Other reason	4%
I don't know	4%

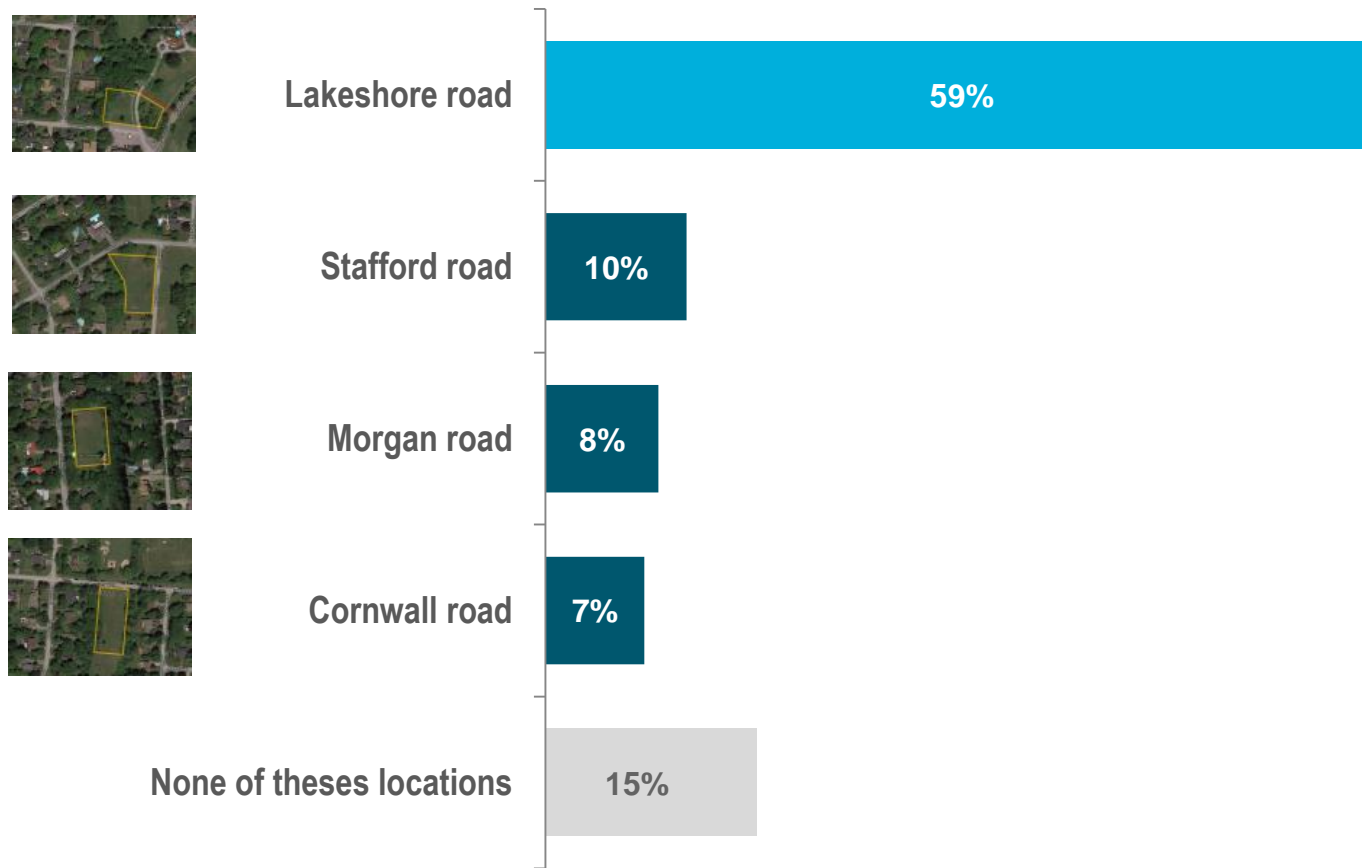
Q1a. Do you approve, or do you oppose, the building of this new facility on the following lot located on Cornwall road?

Q1b. What, if anything, do you like about the use of this location for the new building

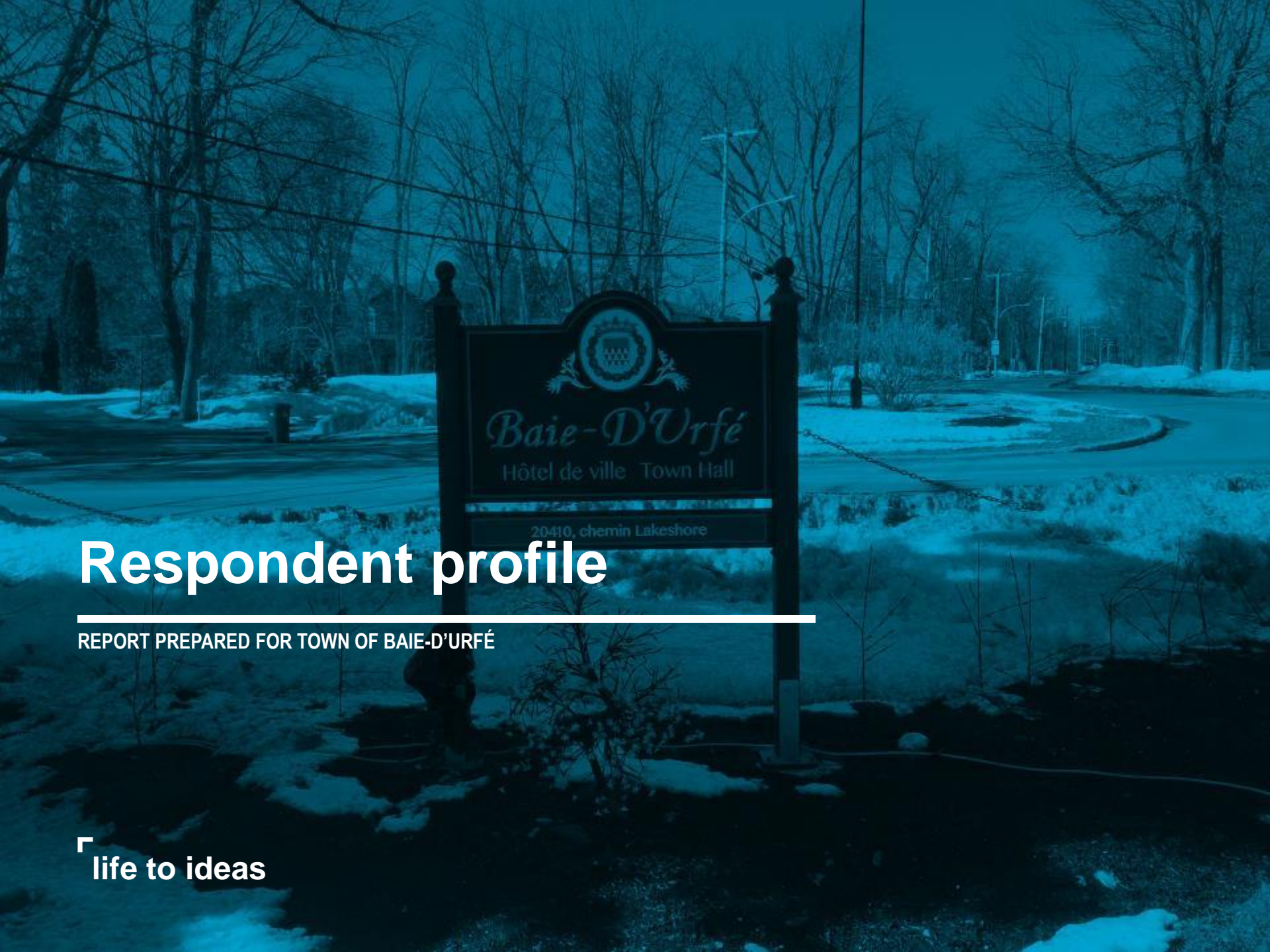
Q1c. What, if anything, do you dislike about the use of this location for the new building

Preferred site

Base: All respondents, n=596



Q5. Which of these 4 sites would you prefer for the new child care facility?



Respondent profile

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Respondent profile

Base: All respondents, n=596

	TOTAL (n=596)
GENDER	
Men	238
Women	358
AGE	(n=596)
18-34 years old	26
35-44 years old	61
45-54 years old	145
55-64 years old	155
65-74 years old	127
75 years old or older	82
HOUSEHOLD COMPOSITION	(n=596)
Single person household	84
Family with kids	281
Family with no kids	231

	TOTAL (n=596)
EMPLOYMENT STATUS	
Working full-time or part-time	328
Staying at home full-time	38
Retired	197
Student	5
Other	28
KIDS AGE (family with kids, multiple answers)	TOTAL (n=281)
Less than 1 year old	7
1-5 years old	49
6-10 years old	53
11-18 years old	107
19 years old and over	113
No answer	29

Respondent distribution

Base: All respondents, n=596



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