



Calgary



Fall 2020 Quality of Life and Citizen Satisfaction Survey

Ward 14 Final Report
November 2020

Prepared for The City of Calgary by:



Ipsos Public Affairs

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Respondent Profile

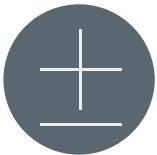


Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 17th and September 6th, 2020.

- Both landline (55%) and cell phone (45%) sample were used.
- The average interview length was 31 minutes.



Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2018 Municipal and 2016 Federal Census data.



The **margin of error** (MOE) for the total City Wide sample of 2,500 is ± 2.0 percentage points, 19 times out of 20.

- A total of 194 interviews were conducted with residents of Ward 14 (MOE $\pm 7.0\%$).

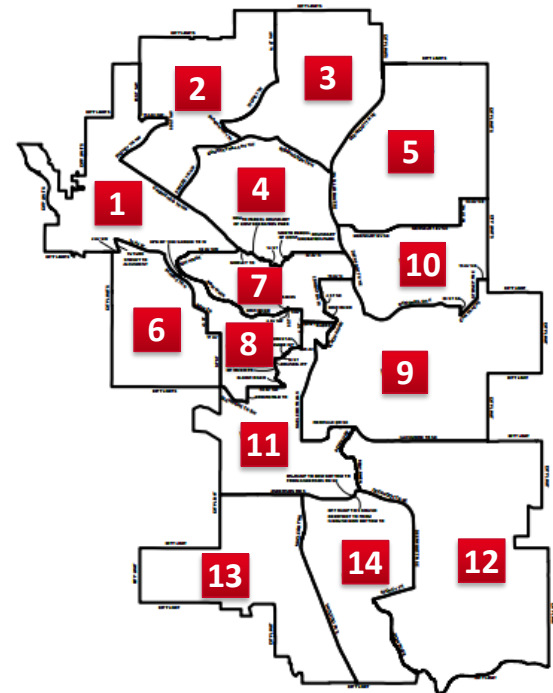


Results for Ward 14 are compared to results City Wide.

- \uparrow indicates a number is significantly higher than City Wide.
- \downarrow indicates a number is significantly lower than City Wide.

Where possible, Fall 2020 results for Ward 14 are compared to those from Fall 2019.

- Only significant differences are shown.
- Some bar charts in this report do not add up to 100% due to rounding.





Highlights



Ward 14: Summary

QUALITY OF LIFE



'Good' Quality of Life 75%

87%
I am proud to live in
my neighbourhood



82%
I feel safe walking alone
in **my neighbourhood**
after dark



75%
Calgary is a great place to
make a life

50%
Calgary is a great place to
make a living

66%
Calgary is on the **right**
track to be a better city
10 years from now

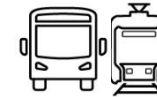
ISSUE AGENDA (TOP 3)



30%
Infrastructure,
Traffic & Roads

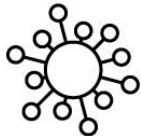


19%
Taxes



16%
Transit

COVID-19



36%
Major threat to
personal financial
situation

30%
Major threat to
physical health

24%
Major threat to
mental health

VALUE FOR TAXES & CITIZEN SATISFACTION



49%
'Good' value for tax
dollars



59%
'Satisfied' with City
programs and services



67%
'Satisfied' with
customer service

CITY PERFORMANCE & REPUTATION



61%
'Satisfied' with running of The City
by Council and Administration








47%
'Trust' The City of
Calgary



63%
'Agree' City practices open
& accessible government






Differences in Ward 14 vs. City Wide

		Ward 14	City Wide
	Quality of Life Quality of life in the city of Calgary has <u>improved</u> in the past three years Agree that 'Calgary is a great place to make a living'	8%↓	14%
		50%↓	58%
		Taxes (NET)	19%↑ 13%
	Issue Agenda Taxes/high taxes Homelessness, poverty and affordable housing (NET) Growth and planning (NET)	16%↑	9%
		0%↓	6%
		0%↓	4%
	COVID-19 <i>No statistically significant differences</i>		
	Importance: City Programs & Services <i>No statistically significant differences</i>		
	Satisfaction: City Programs & Services Overall satisfaction with the level and quality of City services and programs Residential Green Cart service Bylaw services Traffic flow management Snow removal	59%↓	67%
		82%↓	89%
		76%↓	85%
		65%↓	81%
		65%↓	77%

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

↑Statistically higher than City Wide
 ↓Statistically lower than City Wide










Differences in Ward 14 vs. City Wide (continued)

		Ward 14	City Wide
 Investment: City Programs & Services (Invest 'More')	Traffic flow management	51%↑	40%
	Calgary Fire Department	45%↑	33%
	311 service	8%↓	19%
	Spring road cleaning	9%↓	18%
	City of Calgary website	28%↑	18%
 Taxation	No statistically significant differences		
 Customer Service	'Dissatisfied' with the overall level and quality of customer service	18%↑	11%
	Prefer to contact The City via phone (NET)	76%↑	63%
	Prefer to contact The City via calling 311	69%↑	57%
	Prefer to contact The City via Internet (NET)	18%↓	27%
 Communications	No statistically significant differences		
 City Reputation and Performance	'Distrust' The City of Calgary	30%↑	21%
	Would speak 'critically' of The City of Calgary	26%↑	20%
	Satisfied with the performance of The City, including Council & Administration	61%↓	69%
	Satisfied with the performance of City Administration	72%↓	80%
	Satisfied with the performance of City Council	48%↓	57%
	The City of Calgary practices open and accessible government	63%↓	73%

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Year-Over-Year Changes in Ward 14

			2019	2020
	Quality of Life Overall quality of life is 'good' Agree 'Calgary is on the right track to be a better city 10 years from now'		87%	75%↓
			77%	66%↓
	Issue Agenda Traffic congestion Taxes (NET) Taxes/high taxes COVID-19 pandemic		11%	4%↓
			9%	19%↑
			7%	16%↑
			0%	13%↑
	Importance: City Programs & Services Protection from river flooding		93%	81%↓
	Satisfaction: City Programs & Services Overall satisfaction with the level and quality of City services & programs Support for arts and culture, including festivals		75%	59%↓
			92%	73%↓
	Investment: City Programs & Services (Invest 'More') Calgary Police Service Transportation planning Spring road cleaning		57%	40%↓
			48%	31%↓
			25%	9%↓
	Taxation <i>No statistically significant differences</i>			
	Customer Service <i>No statistically significant differences</i>			
	Communications <i>No statistically significant differences</i>			
	City Reputation and Performance 'Neutral' opinion of The City of Calgary		49%	37%↓

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

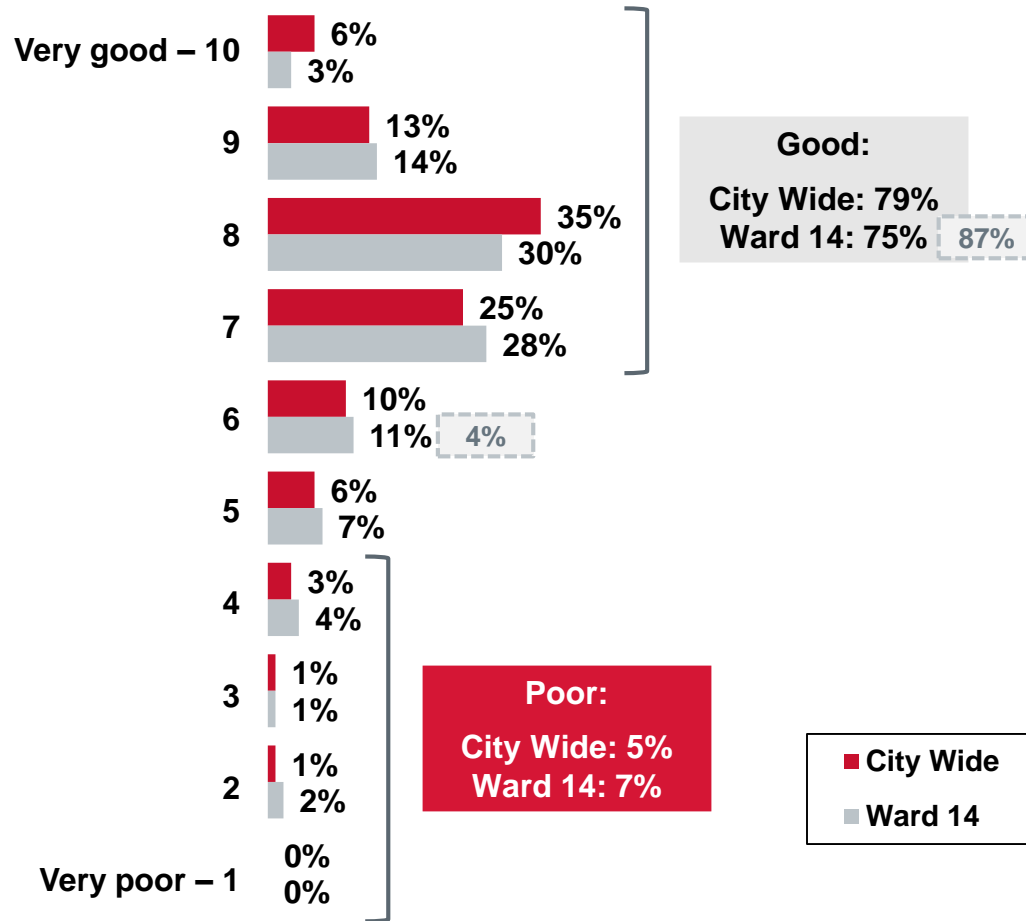
↑Statistically higher than Fall 2019
 ↓Statistically lower than Fall 2019



Quality of Life



Overall Quality of Life in Calgary

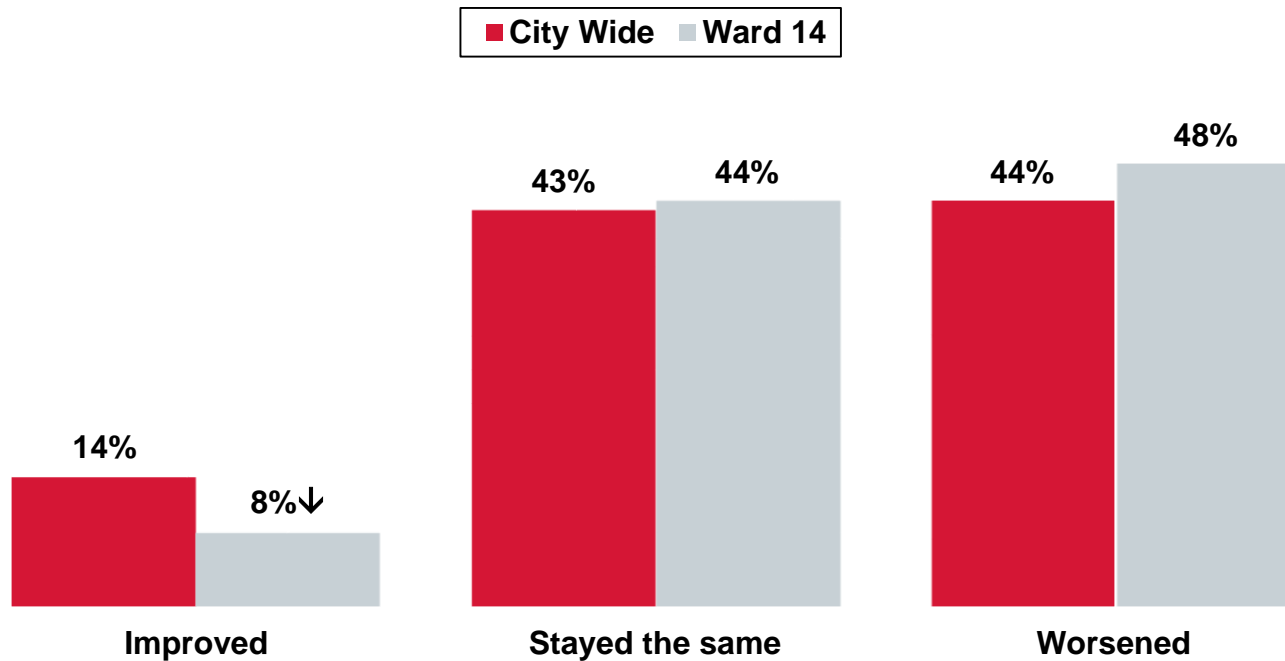


On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,494 / Ward 14: n=194)

Ward 14 2019

Perceived Change in the Quality of Life

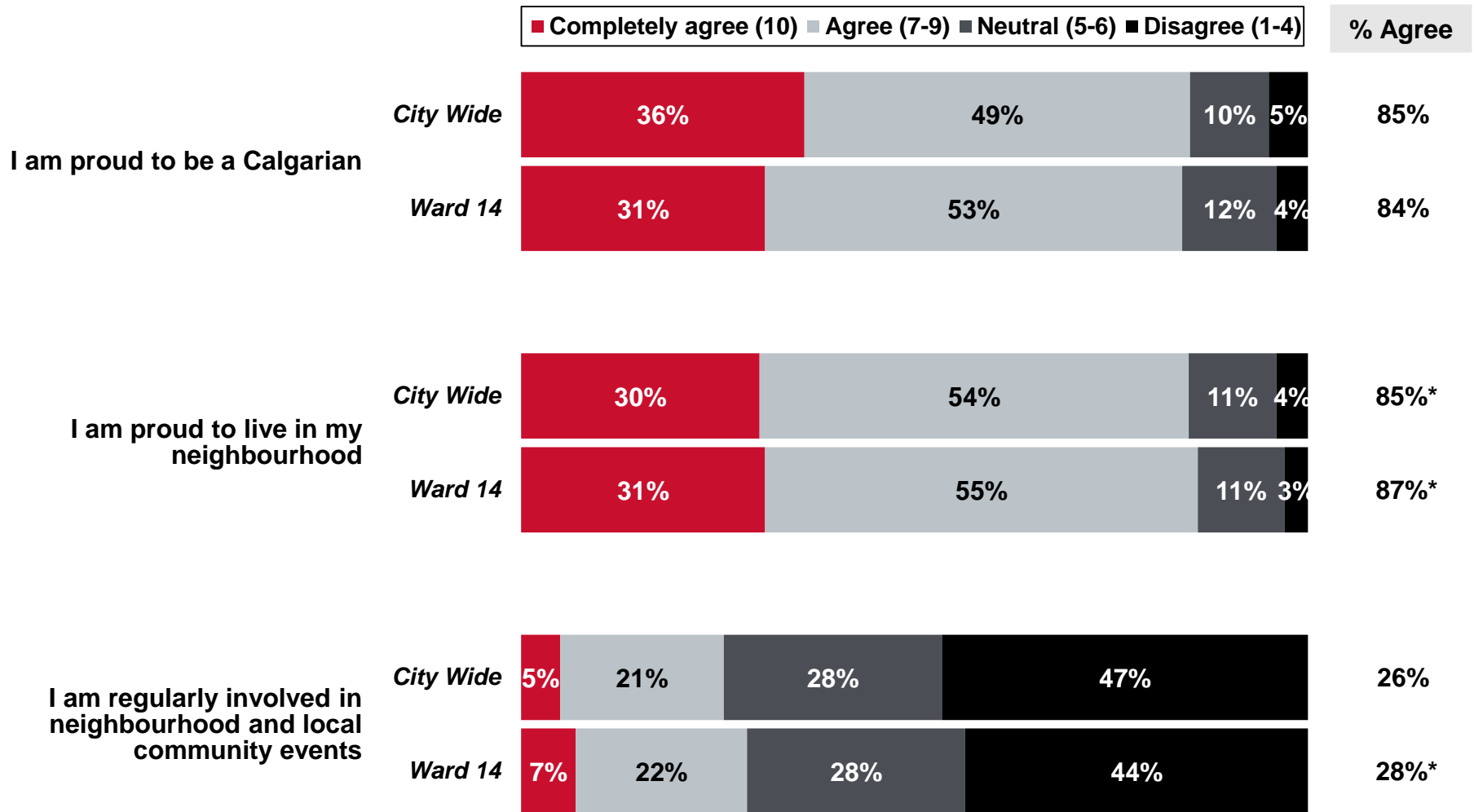


And, do you feel that the quality of life in the city of Calgary in the past three years has ...?

Base: Valid respondents (City Wide: n=2,471 / Ward 14: n=193)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Sustainability: Connectedness

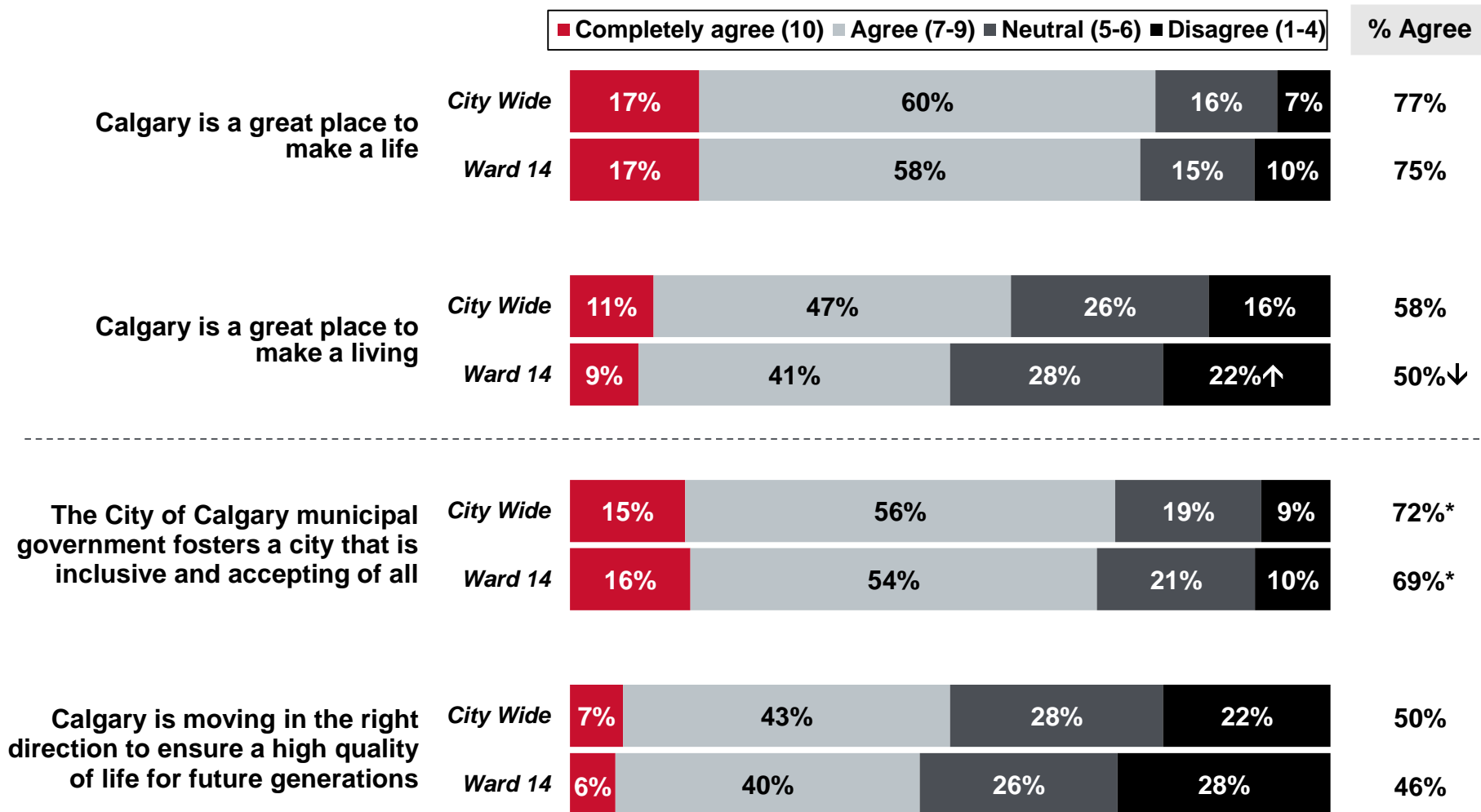


Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)

*Rounding

Sustainability: Making a Life and Living, Inclusivity and Direction for the Future



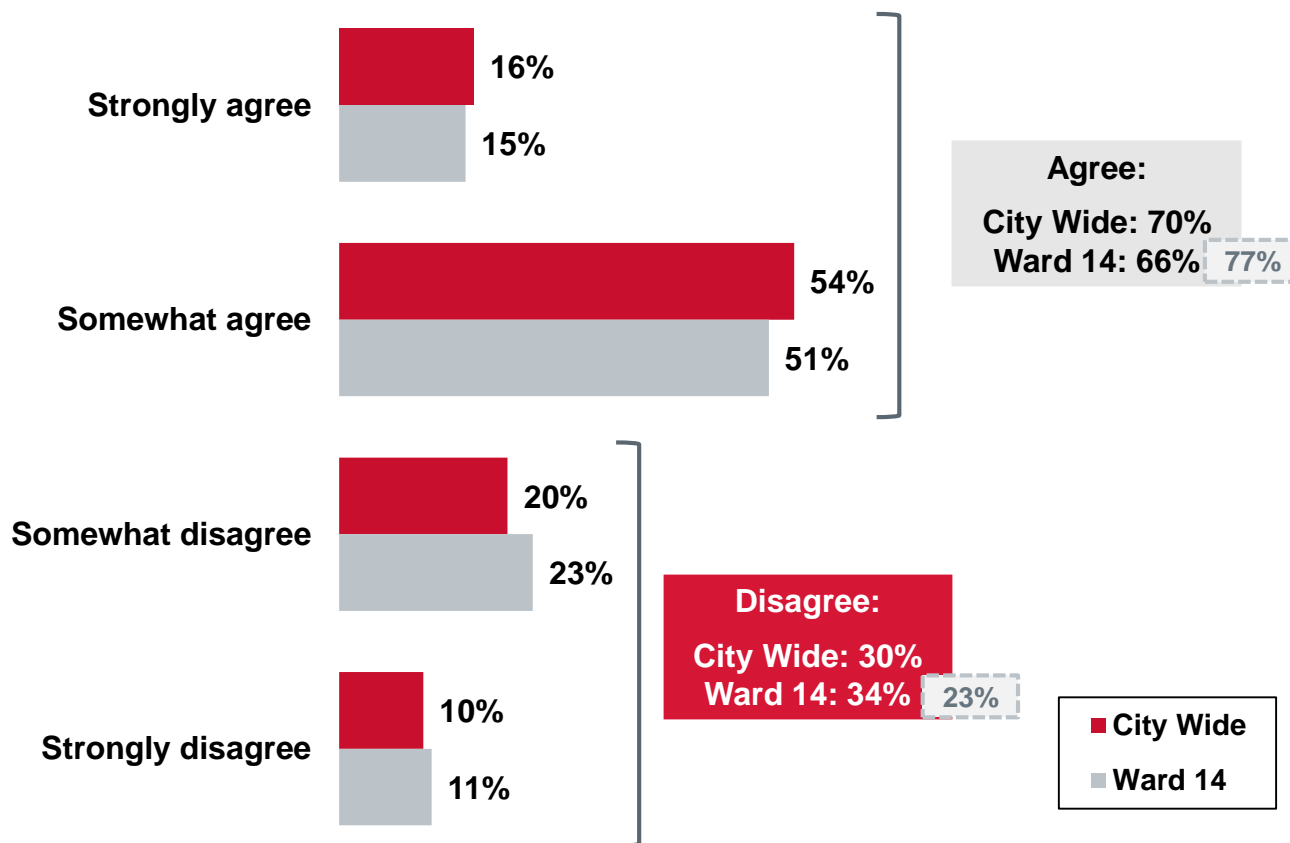
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)

*Rounding

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Calgary: On the Right Track to Being a Better City?



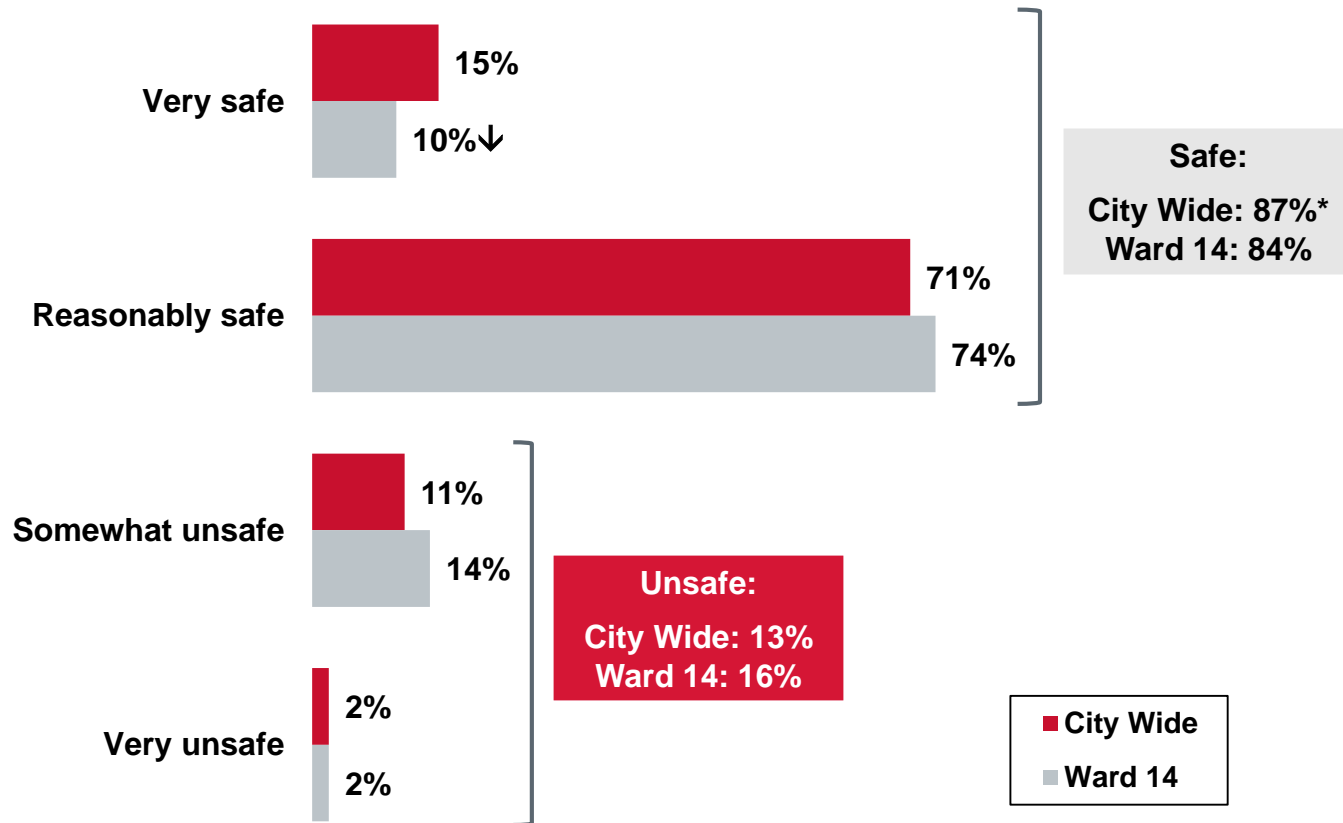
There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (City Wide: n=2,481 / Ward 14: n=193)

Ward 14 2019

Perceived Safety of City of Calgary Overall

New question in
Fall 2020



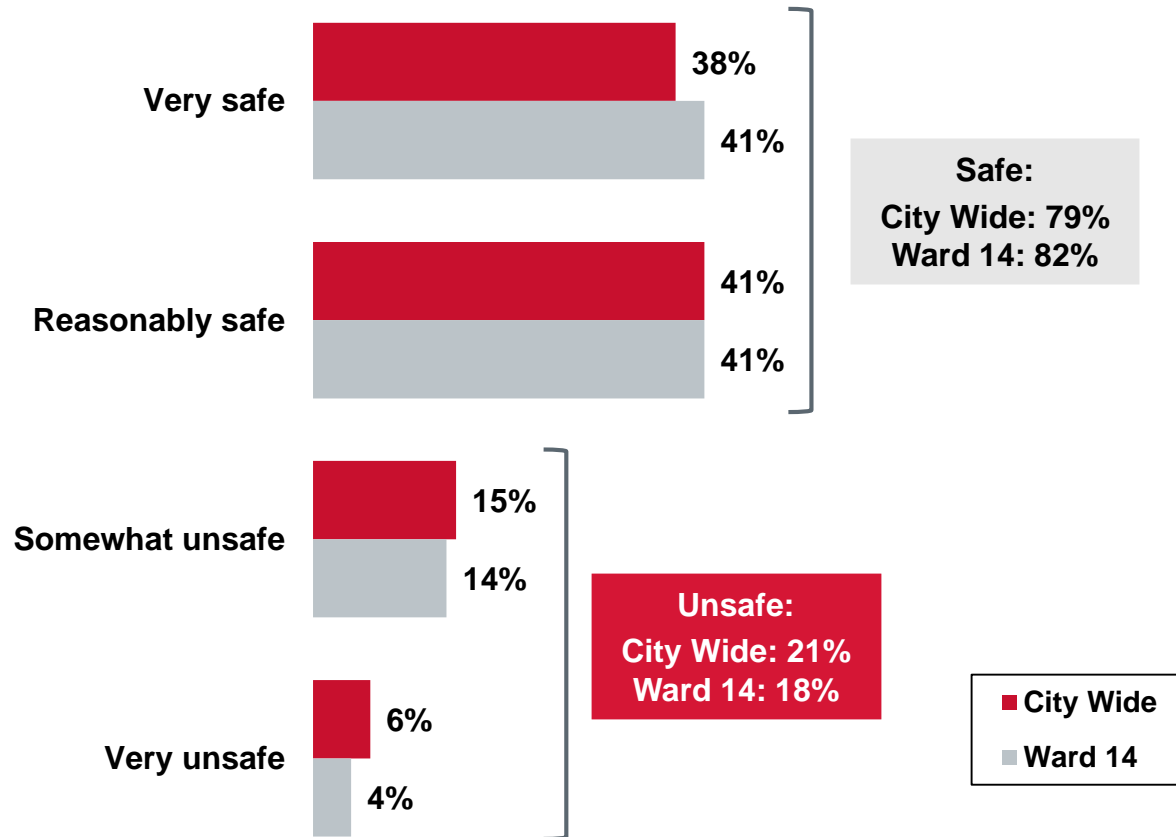
*Rounding

How safe or unsafe do you think Calgary is overall?

Base: Valid respondents (City Wide: n=2,493 / Ward 14: n=192)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

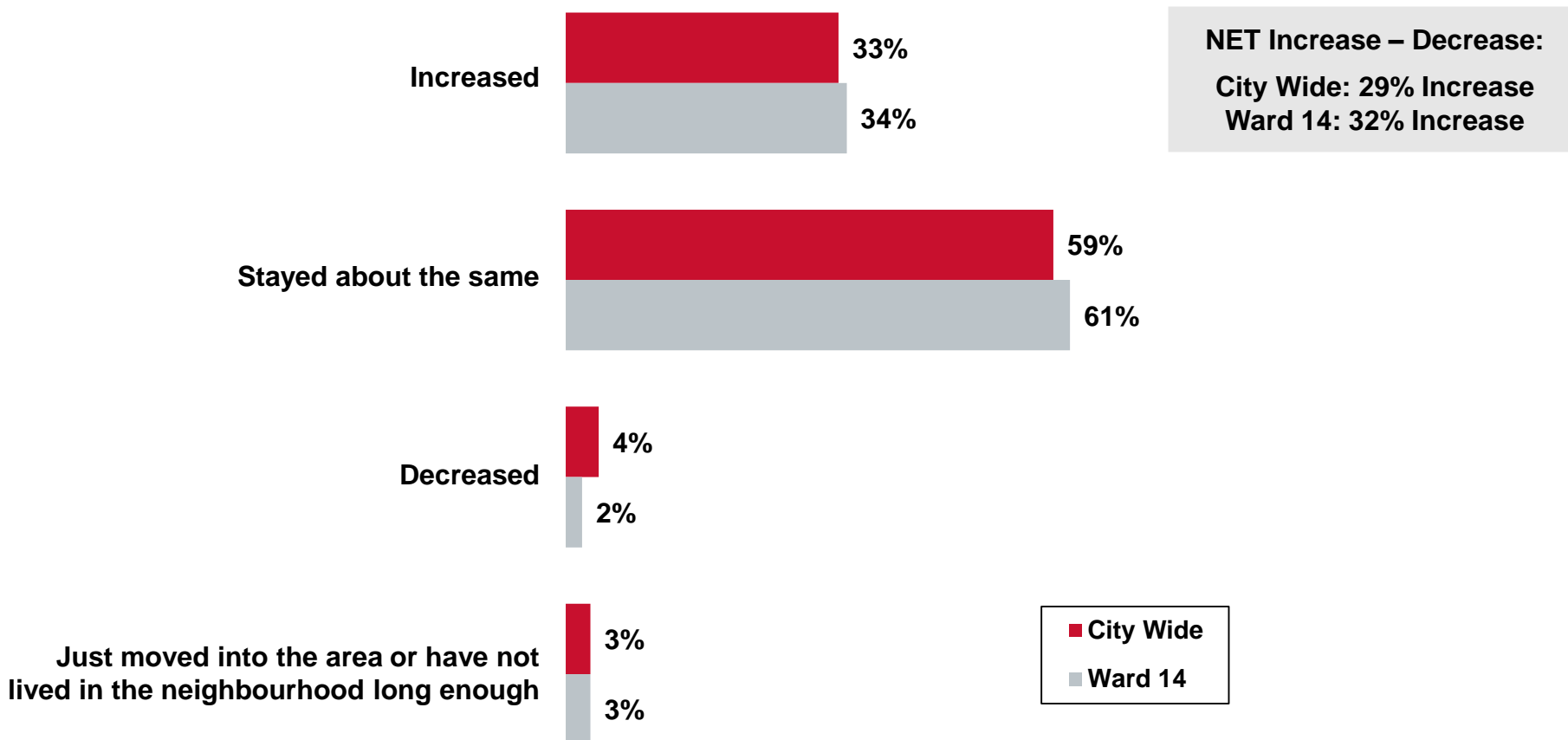
Perceived Safety in Own Neighbourhood



How safe do you feel or would you feel walking alone in your neighbourhood after dark?

Base: Valid respondents (City Wide: n=2,493 / Ward 14: n=193)

Perceived Change in Neighbourhood Crime



During the last 3 years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?

Base: Valid respondents (City Wide: n=2,480 / Ward 14: n=193)



Issue Agenda



Issue Agenda

City Wide

Ward 14

■ First mention ■ Other mentions

Multiple Responses

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Infrastructure, Traffic & Roads [NET]

18% 10% 28%

30%

Road conditions

5% 4% 9%

10%

Traffic congestion

3% 4%

4%

11%

(Lack of) snow removal

4%

5%

Crime, Safety & Policing [NET]

10% 5% 15%

12%

Breaking and entering/gangs/drugs

4% 3% 7%

8%

Public safety

4% 6%

3%

Taxes [NET]

9% 4% 13%

19%↑

9%

Taxes/High taxes

6% 3% 9%

16%↑

7%

Property taxes

3% 4%

3%

Transit [NET]

8% 4% 12%

16%

Public Transportation (incl. buses/ C-train/ poor service)

4% 6%

6%

Transit system improvements

3% 4%

7%

COVID-19 Pandemic

8% 3% 11%

13%

0%

Economy [NET]

6% 3% 9%

9%

Budget & Spending [NET]

6% 8%

8%

Education

6% 8%

6%

Recreation [NET]

3% 4% 7%

9%

Environment and Waste Management [NET]

3% 4% 7%

7%

Homelessness, Poverty & Affordable Housing [NET]

4% 6%

0%↓

Growth and Planning [NET]

3% 4%

0%↓

None

15%

12%

In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

Base: Valid respondents (City Wide: n=2,422 / Ward 14: n=189)

Ward 14 2019

Mentions of <4% are not shown
Data labels of <3% are not shown

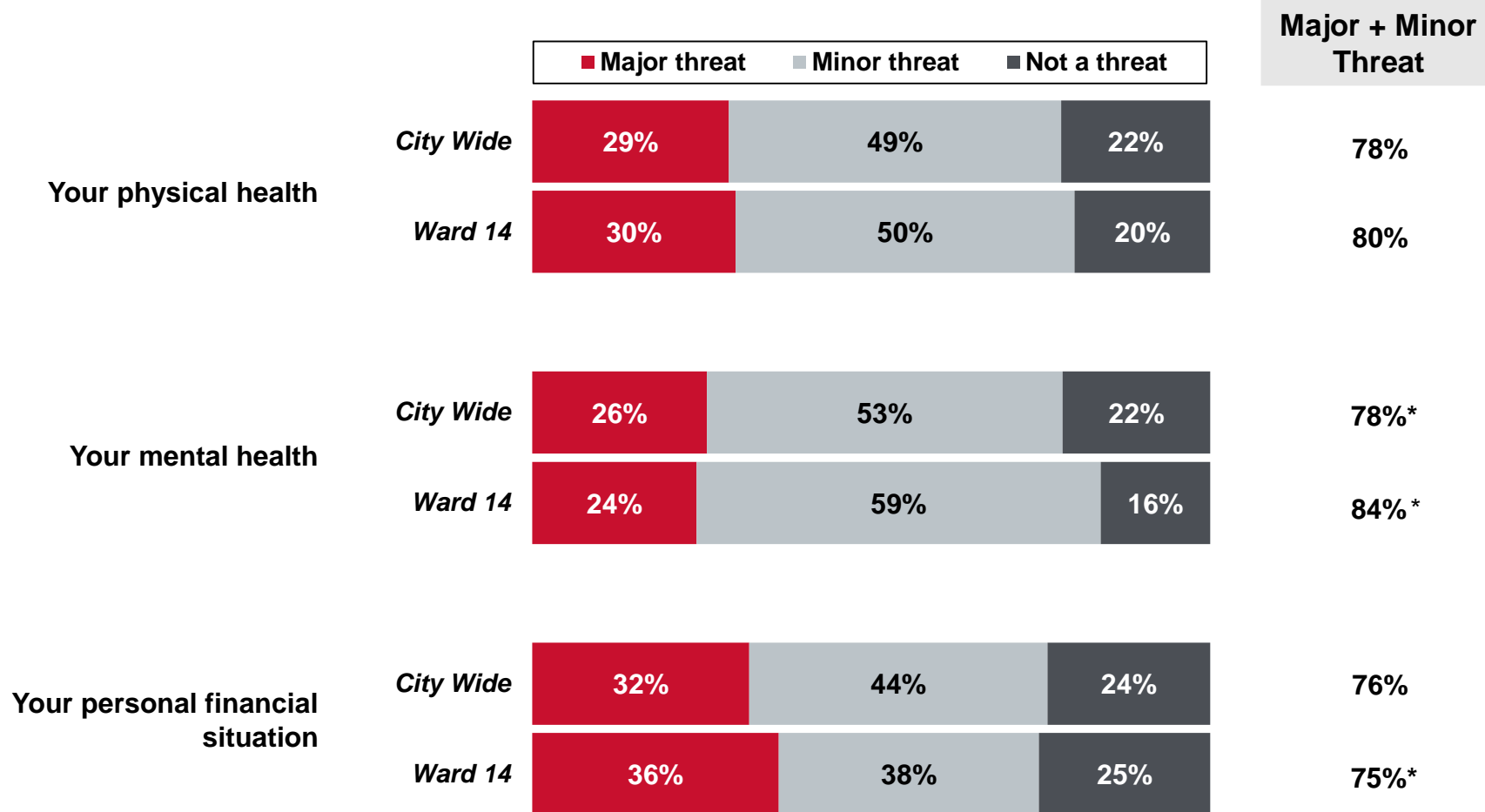
↑Statistically higher than City Wide
↓Statistically lower than City Wide



COVID-19 Pandemic



Threats Related to the COVID-19 Pandemic



In your opinion, how much of a threat is the COVID-19 pandemic for...?

Base: Valid respondents (Bases vary)

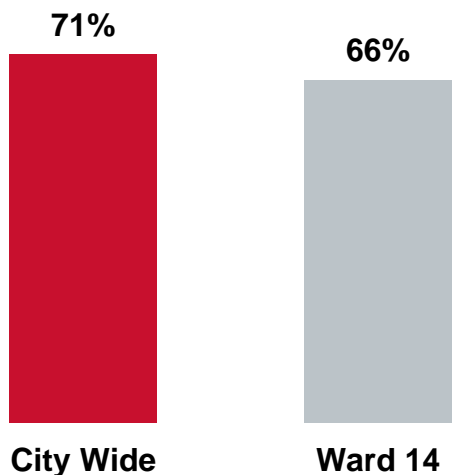
*Rounding

Employment During the COVID-19 Pandemic

New questions in
Fall 2020

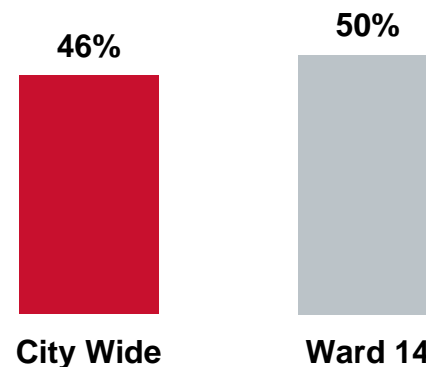
Employed at the beginning of the
COVID-19 pandemic

% Yes



Experienced a job/income loss as a
result of the COVID-19 pandemic

% Yes



*At the beginning of the COVID-19 pandemic, were you employed?
This includes being self-employed.*

Base: Valid respondents (City Wide: n=2,494 / Ward 14: n=194)

*Have you experienced a job loss or income loss due to the
COVID-19 pandemic?*

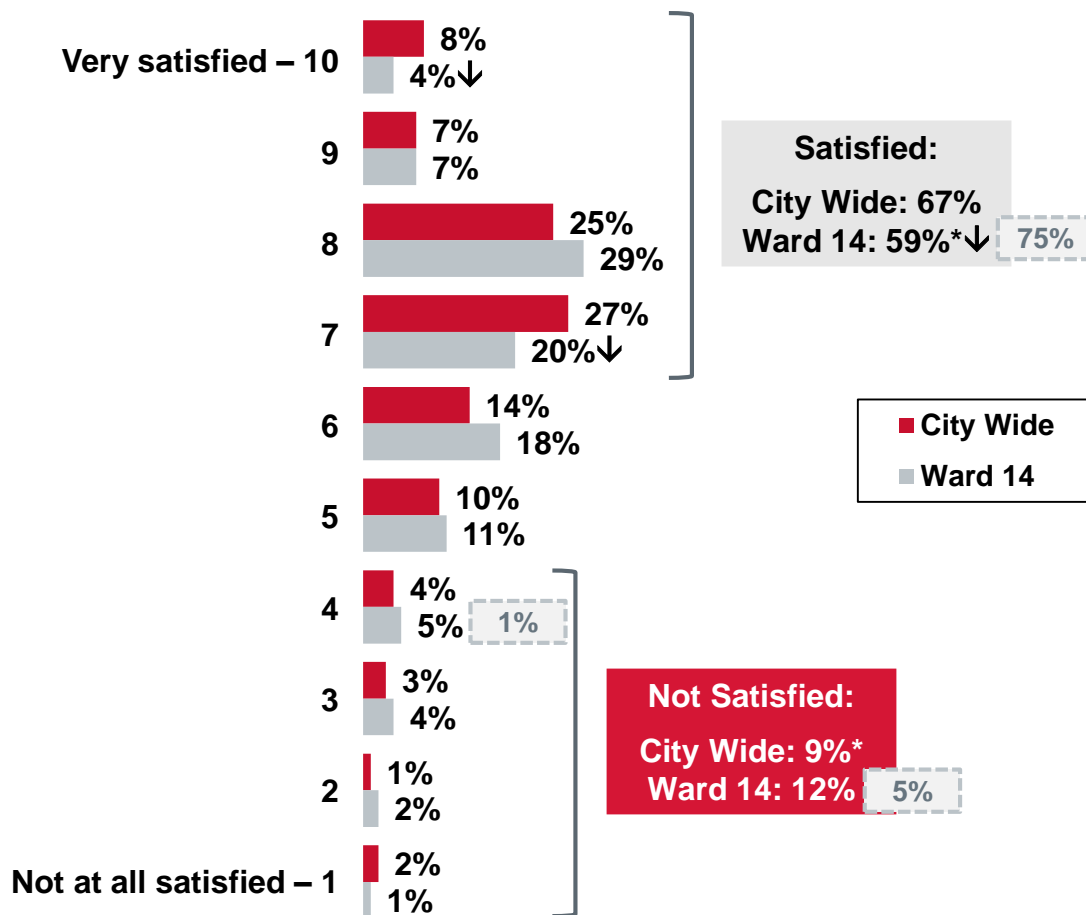
Base: Valid respondents employed pre-COVID-19 (City Wide:
n=1,598 / Ward 14: n=111)



City Programs and Services



Satisfaction with the Overall Level and Quality of City Services and Programs



Ward 14 2019

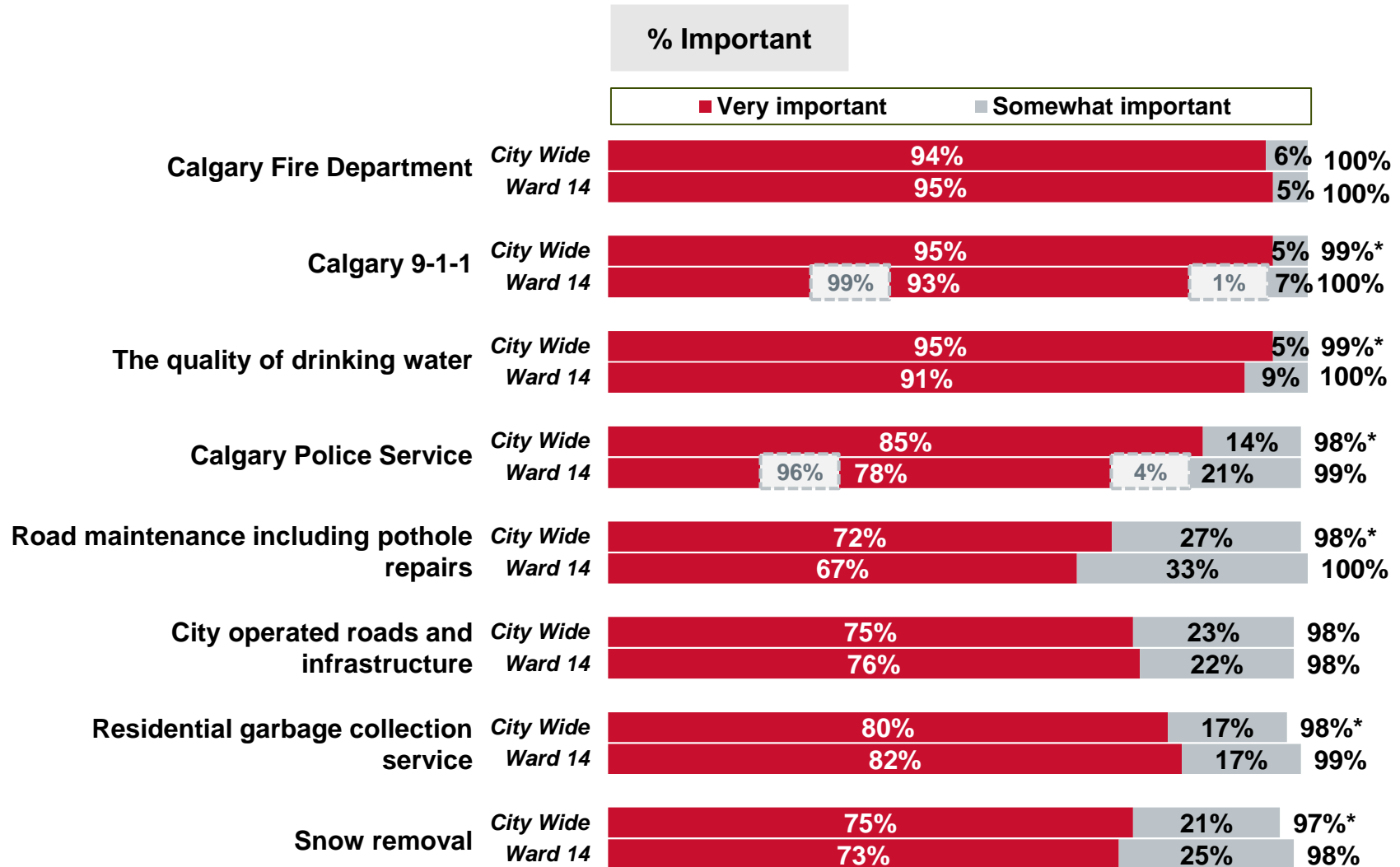
*Rounding

On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 14: n=193)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Importance of City Programs and Services



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Ward 14 2019

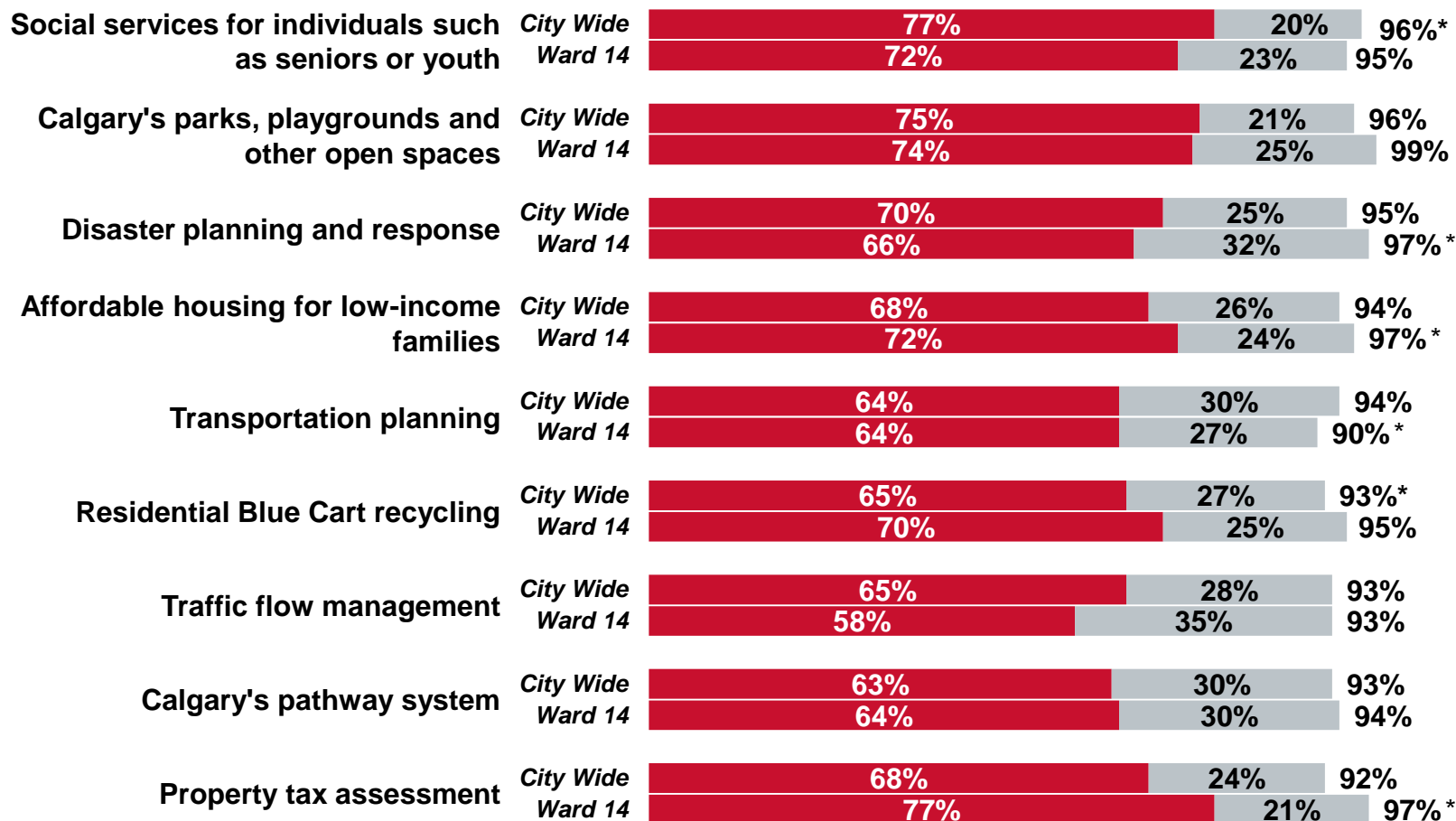
*Rounding

Importance of City Programs and Services (continued)

% Important

■ Very important

■ Somewhat important

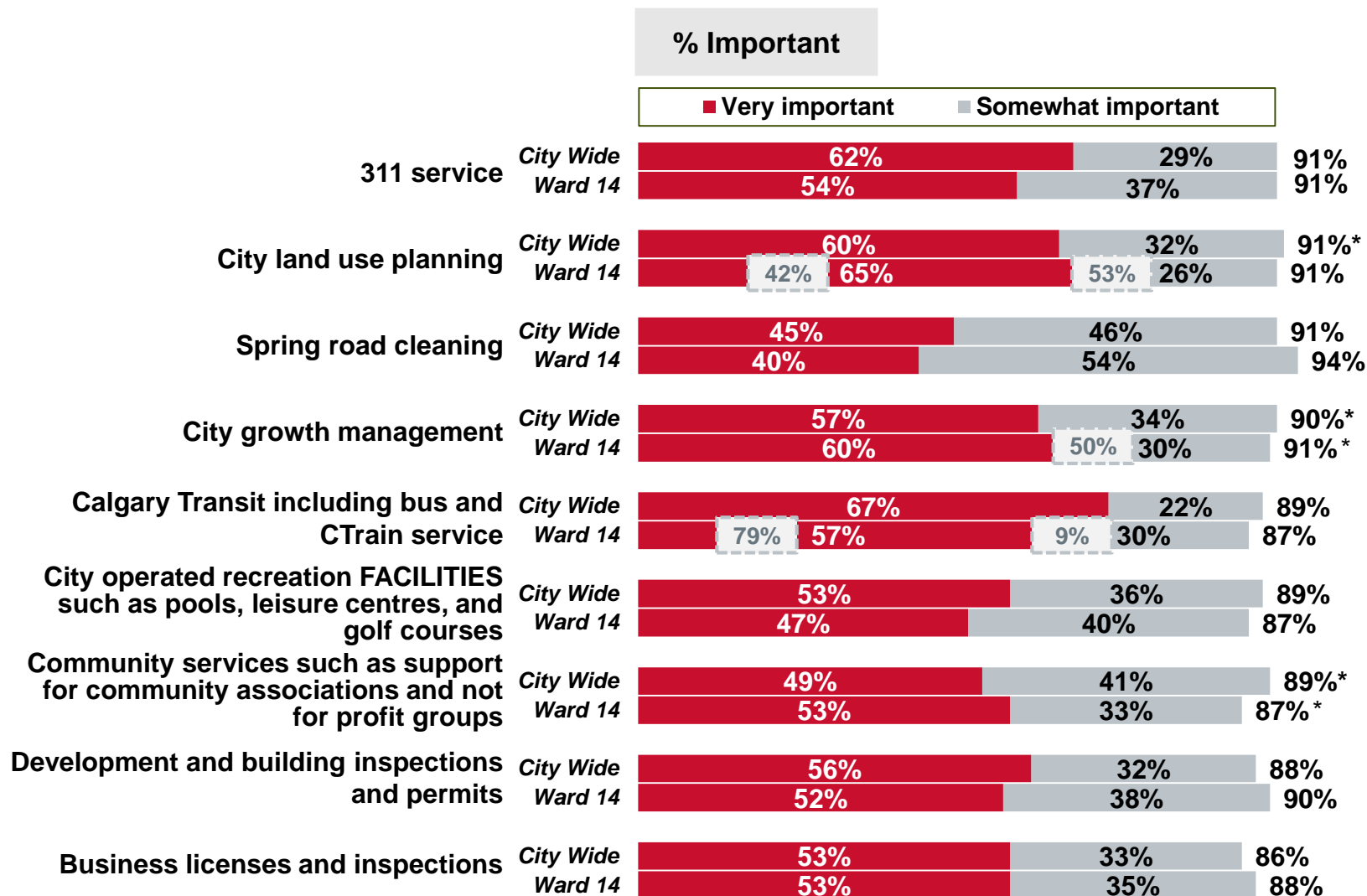


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

*Rounding

Importance of City Programs and Services (continued)



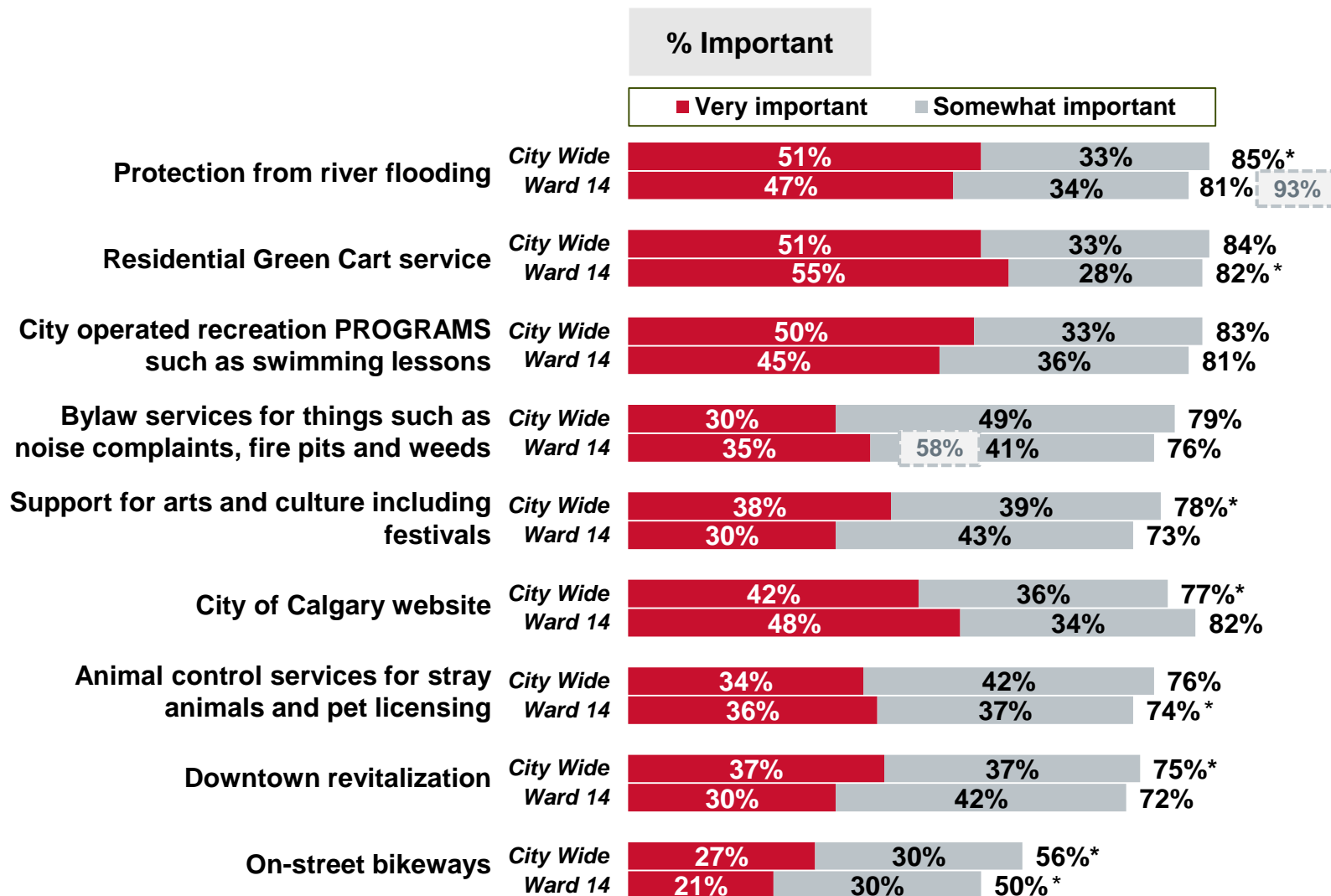
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Ward 14 2019

*Rounding

Importance of City Programs and Services (continued)



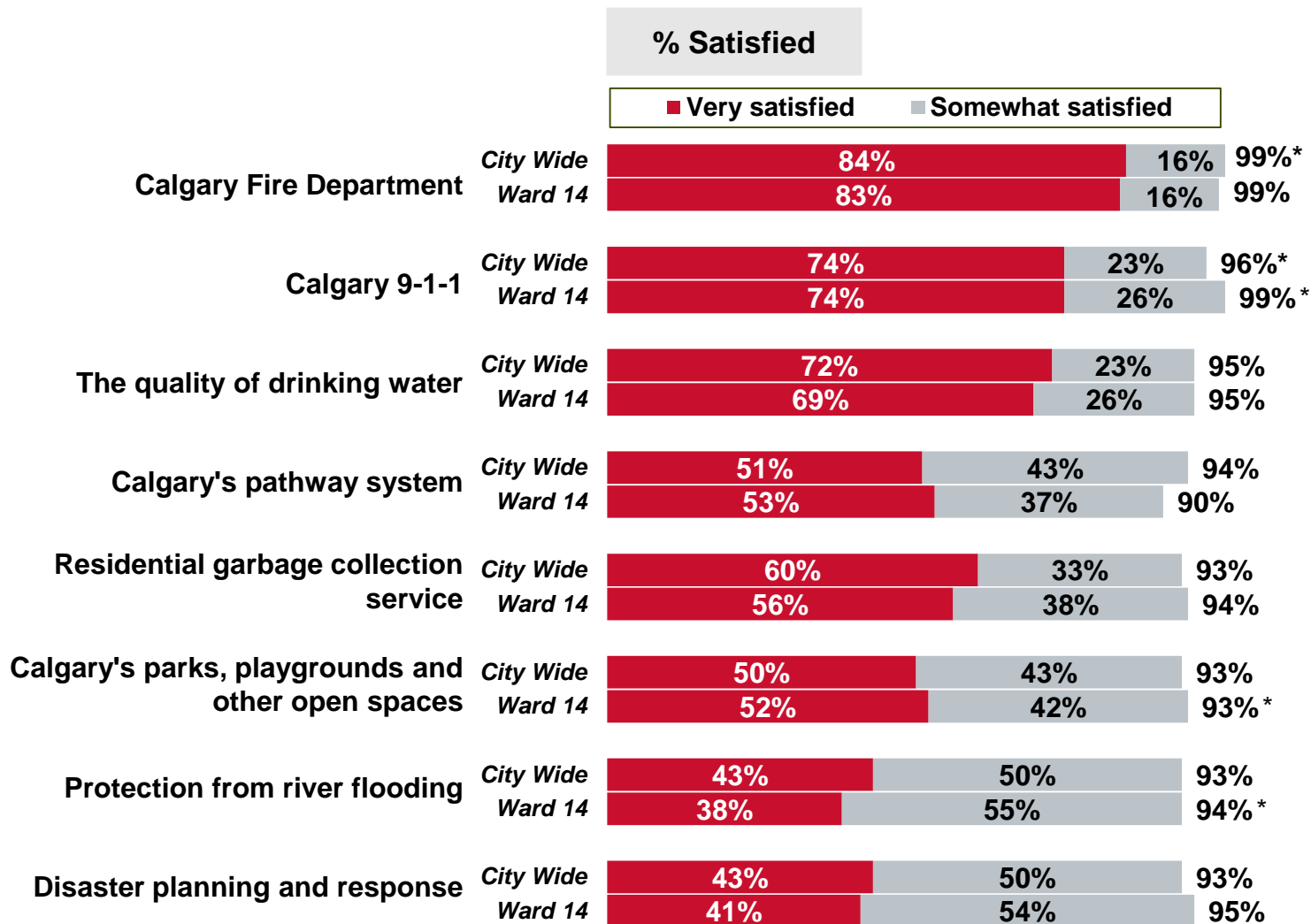
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Ward 14 2019

*Rounding

Satisfaction with City Programs and Services



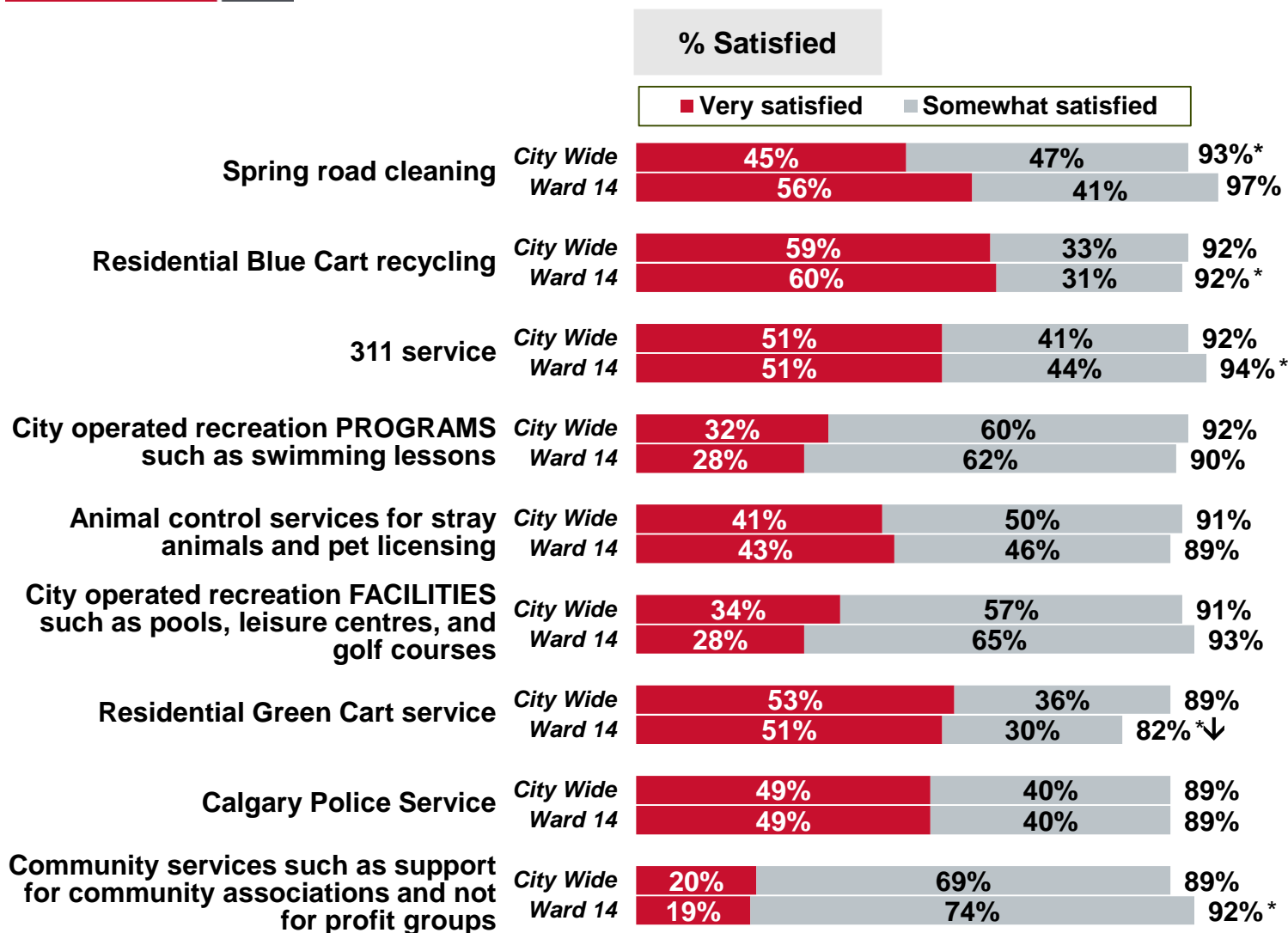
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents (Bases vary)

*Rounding

Satisfaction with City Programs and Services

(continued)



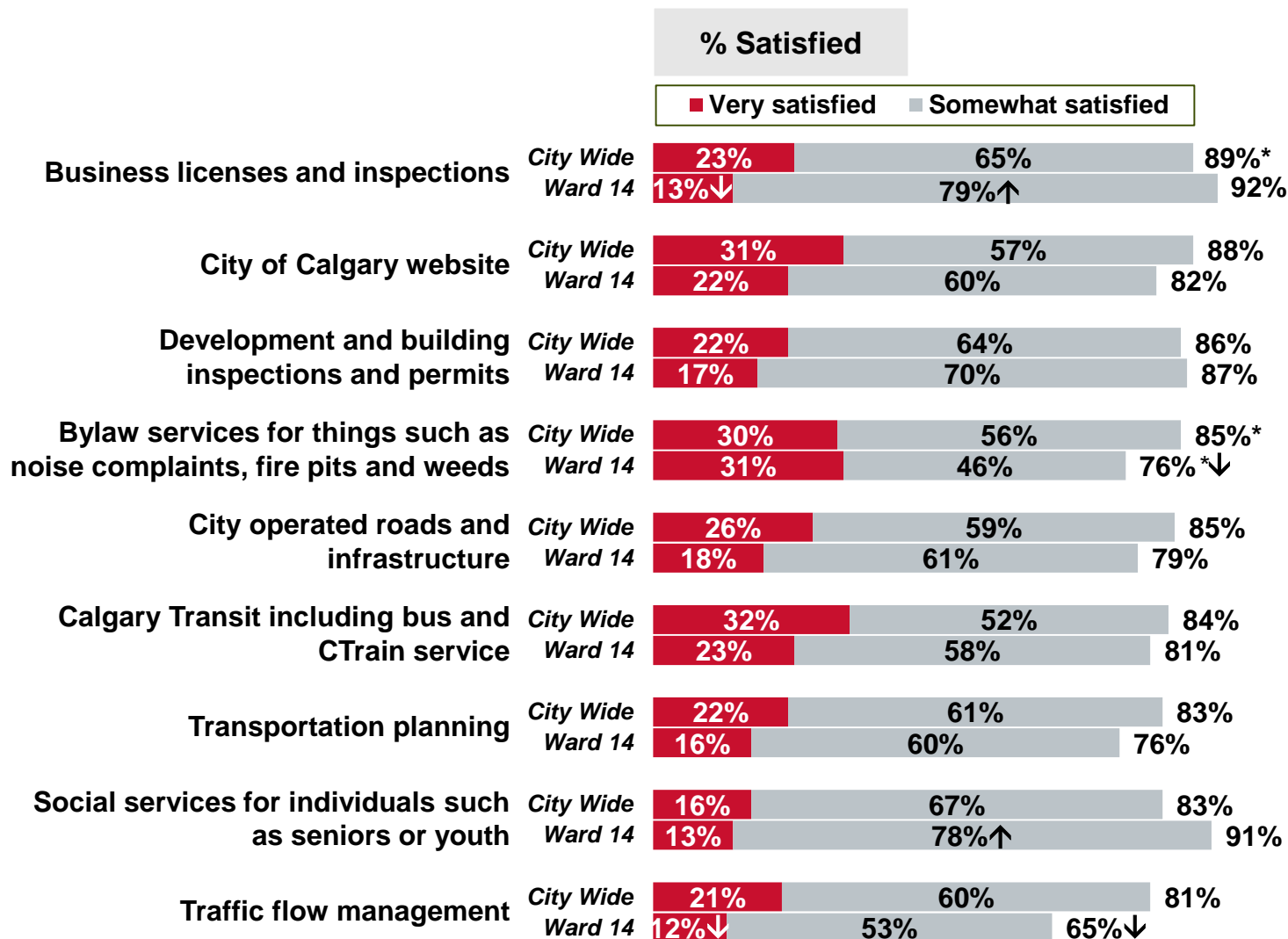
*Rounding

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Satisfaction with City Programs and Services (continued)



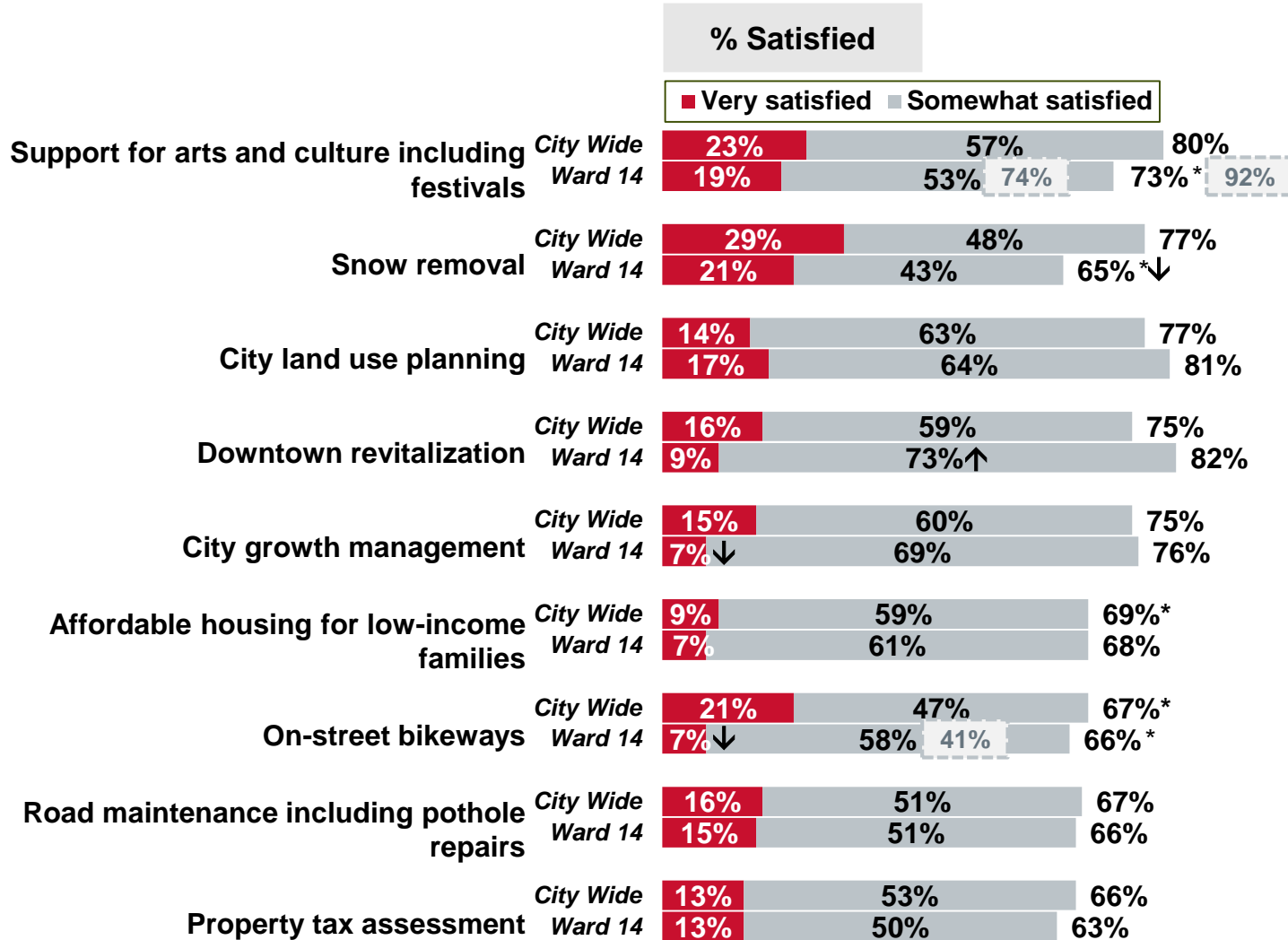
*Rounding

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents (Bases vary)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Satisfaction with City Programs and Services (continued)



Ward 14 2019

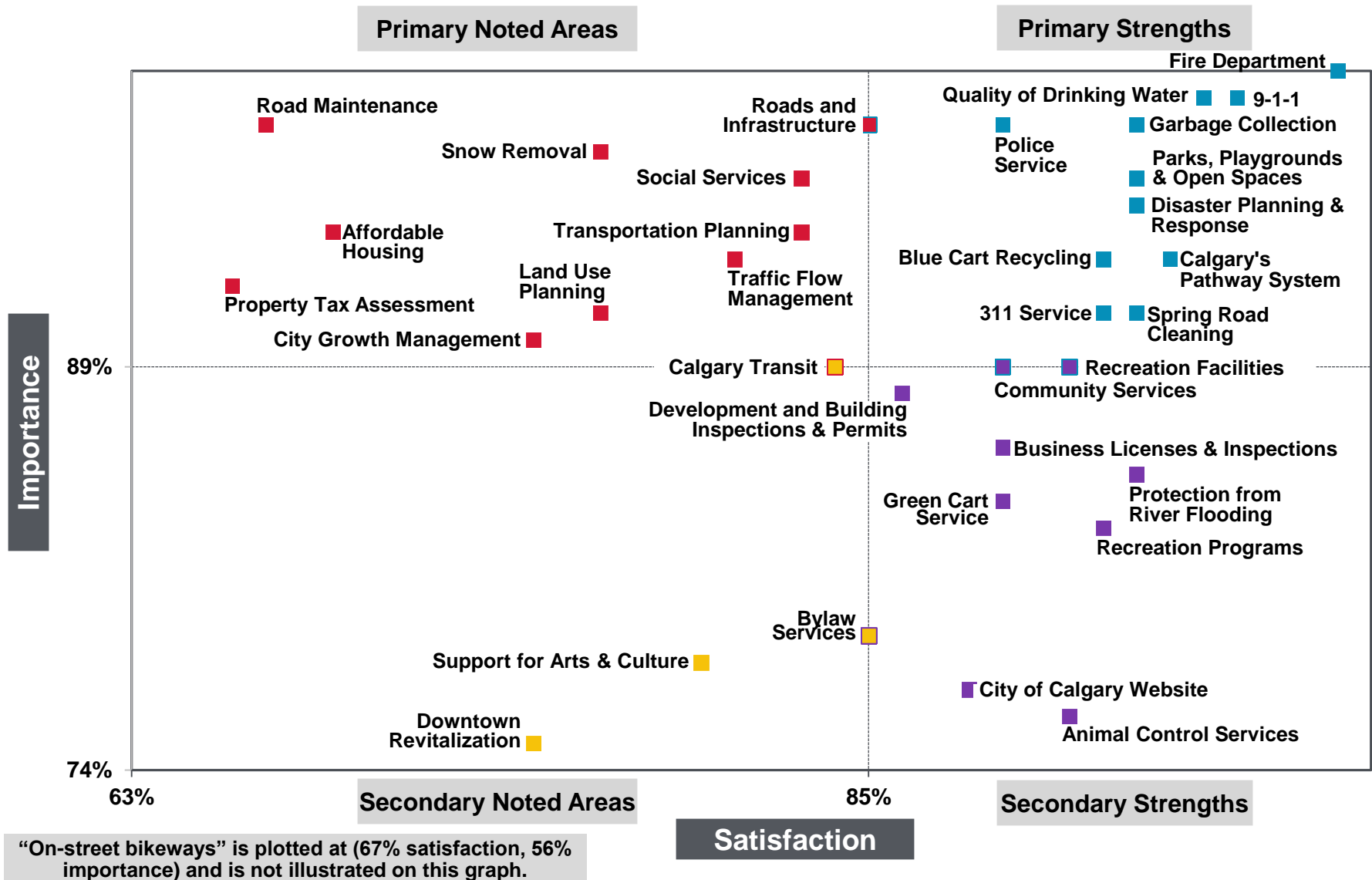
*Rounding

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

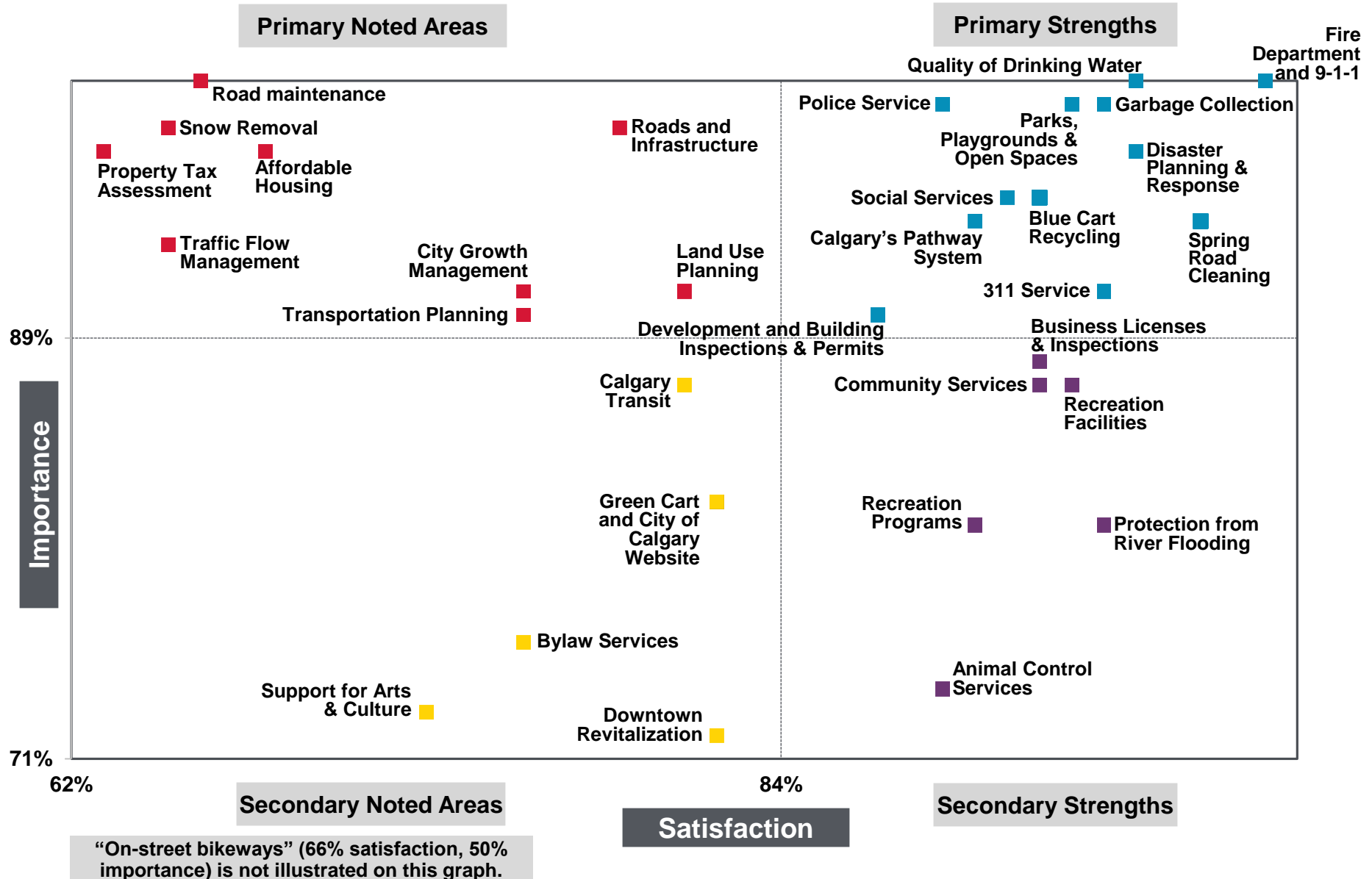
Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Importance vs. Satisfaction Grid: City Wide



Importance vs. Satisfaction Grid: Ward 14





Primary Strengths and Noted Areas: City Wide versus Ward 14

Please note: Only items that are primary strengths or primary noted areas either City Wide or for the Ward are shown in the table.

Primary Strength

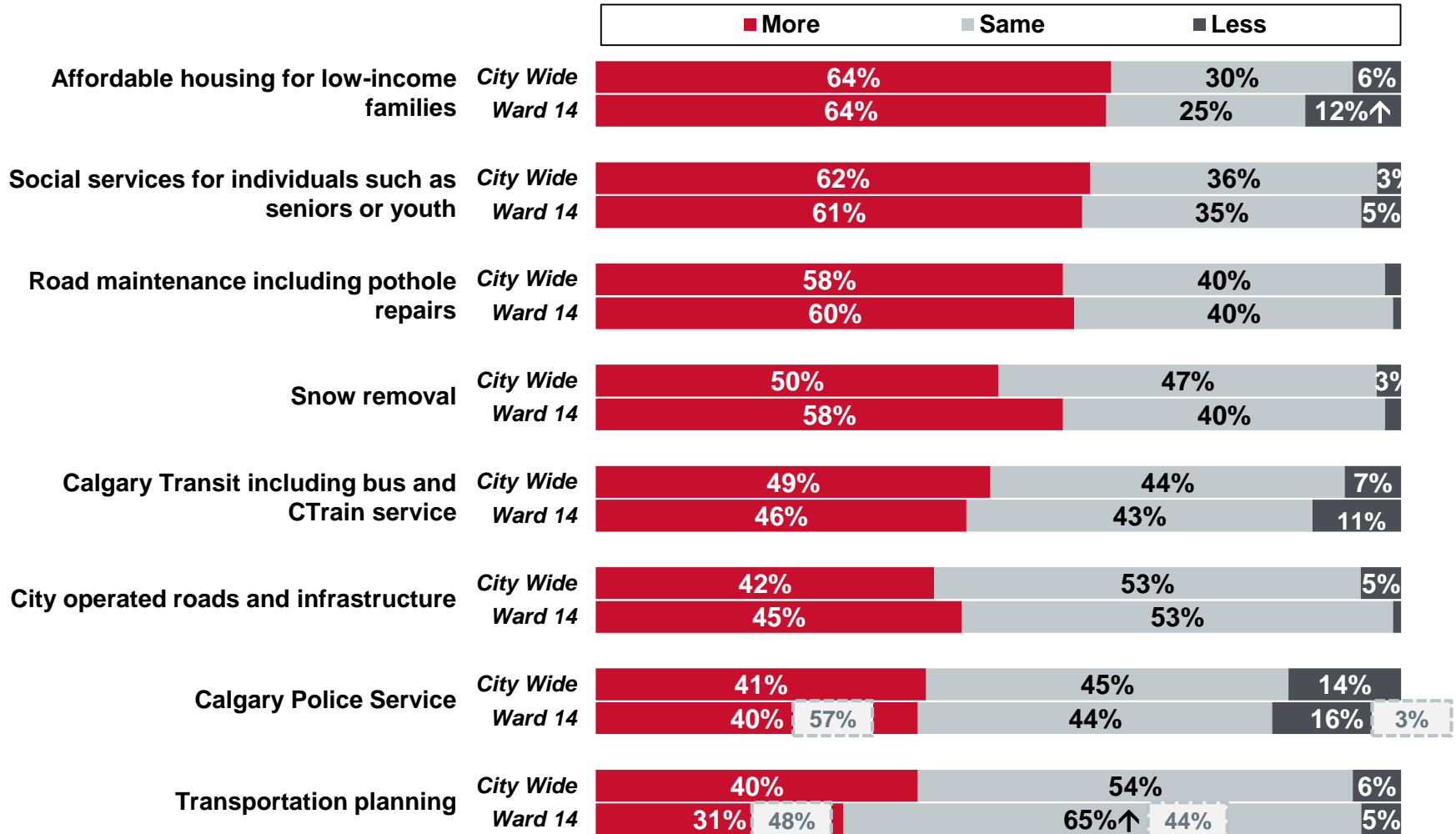
Primary Noted Areas

Neither (in another quadrant)

Striped boxes indicate the service sits on the border between quadrants

	City Wide	Ward 14
Fire Department		
9-1-1		
Quality of Drinking Water		
Residential Garbage Collection		
Parks, Playgrounds and Open Spaces		
Disaster Planning and Response		
Calgary's Pathway System		
Police Service		
Blue Cart Recycling		
Spring Road Cleaning		
311 Service		
Development & Building Inspections & Permits		
Community Services		
Recreation Facilities		
Roads and Infrastructure		
Road Maintenance		
Affordable Housing		
Property Tax Assessment		
City Growth Management		
Snow Removal		
Land Use Planning		
Traffic Flow Management		
Transportation Planning		
Social Services		
Calgary Transit		

Investment in City Programs and Services



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

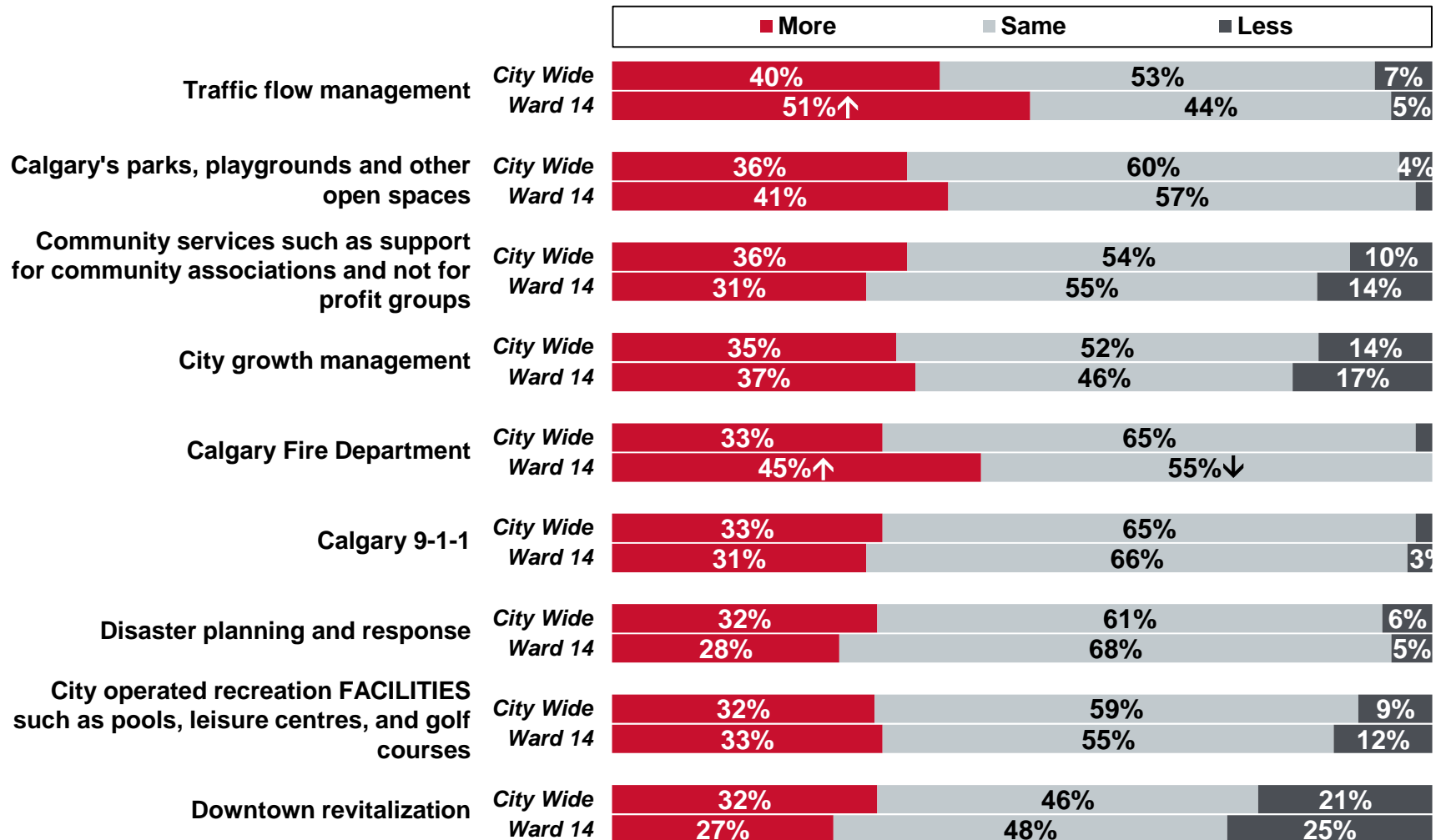
Base: Valid respondents (Bases vary)

Data labels of <3% are not shown

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Ward 14 2019

Investment in City Programs and Services (continued)



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

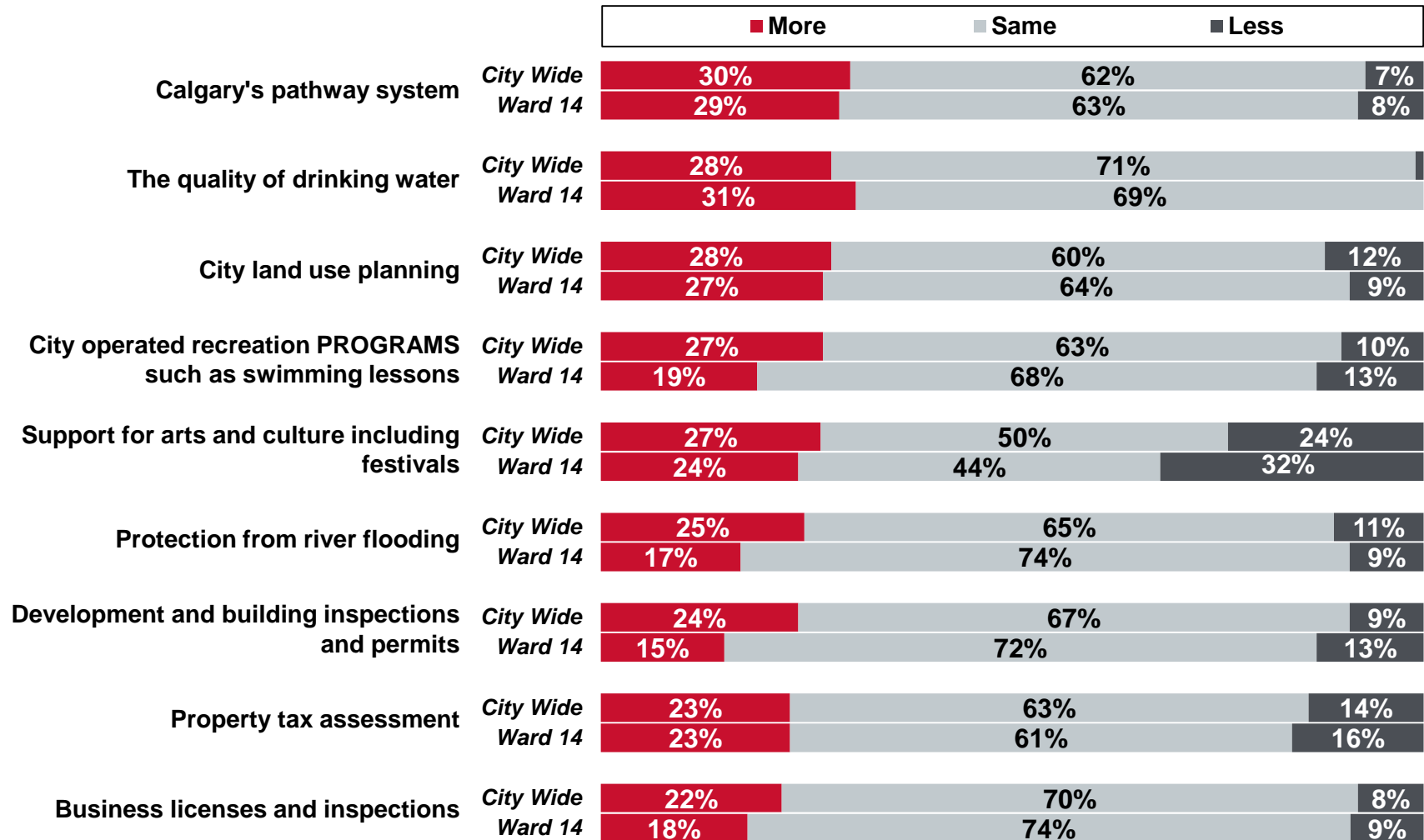
Base: Valid respondents (Bases vary)

Data labels of <3% are not shown

↑ Statistically higher than City Wide

↓ Statistically lower than City Wide

Investment in City Programs and Services (continued)



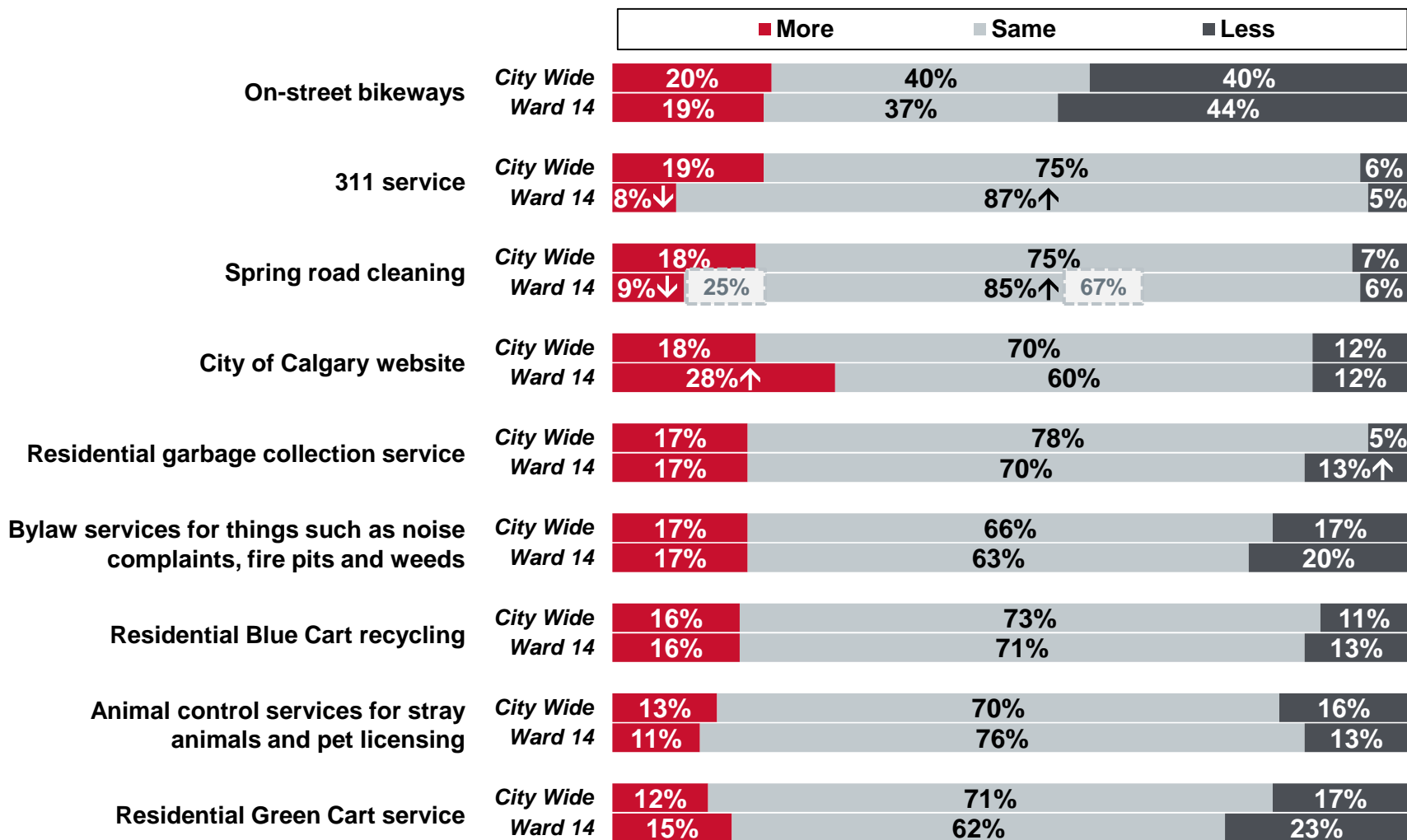
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Data labels of <3% are not shown

Investment in City Programs and Services

(continued)



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Ward 14 2019

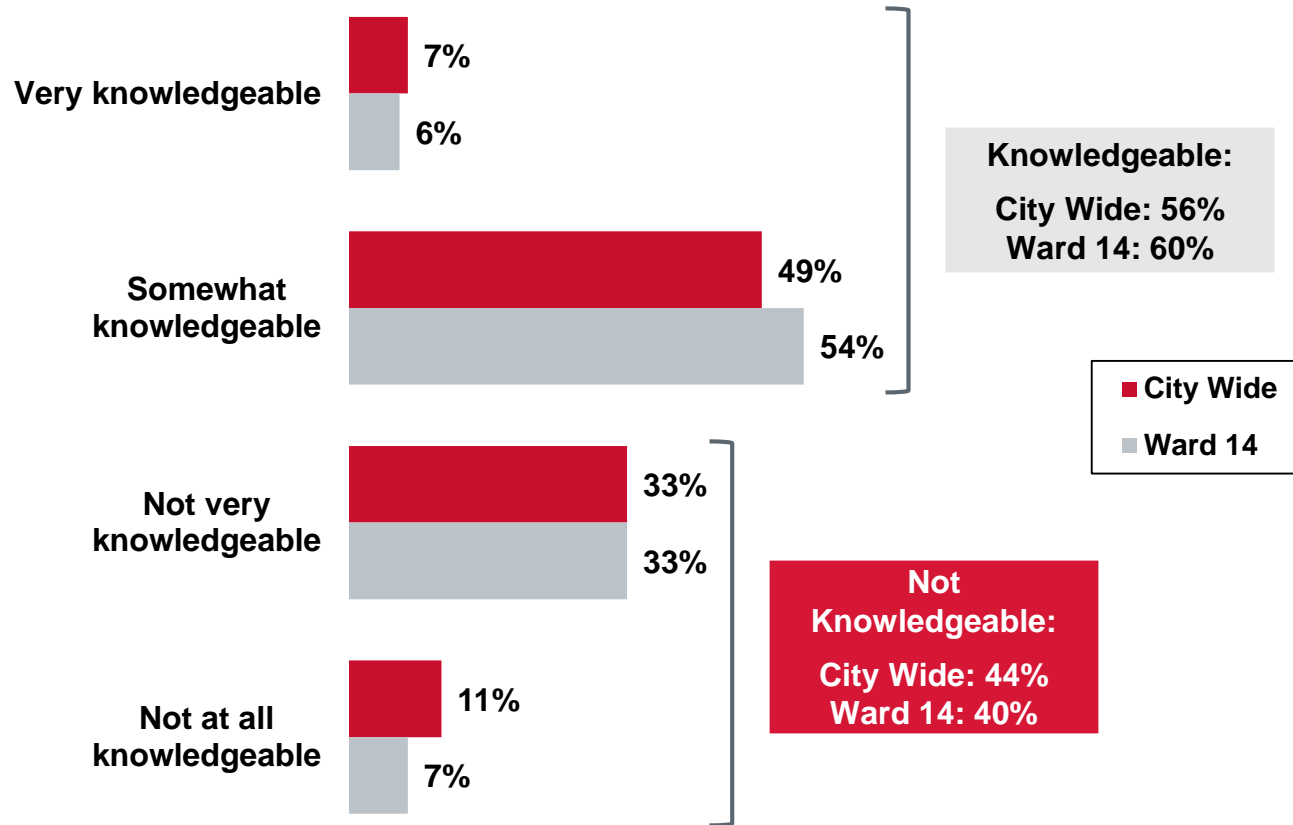
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Taxation



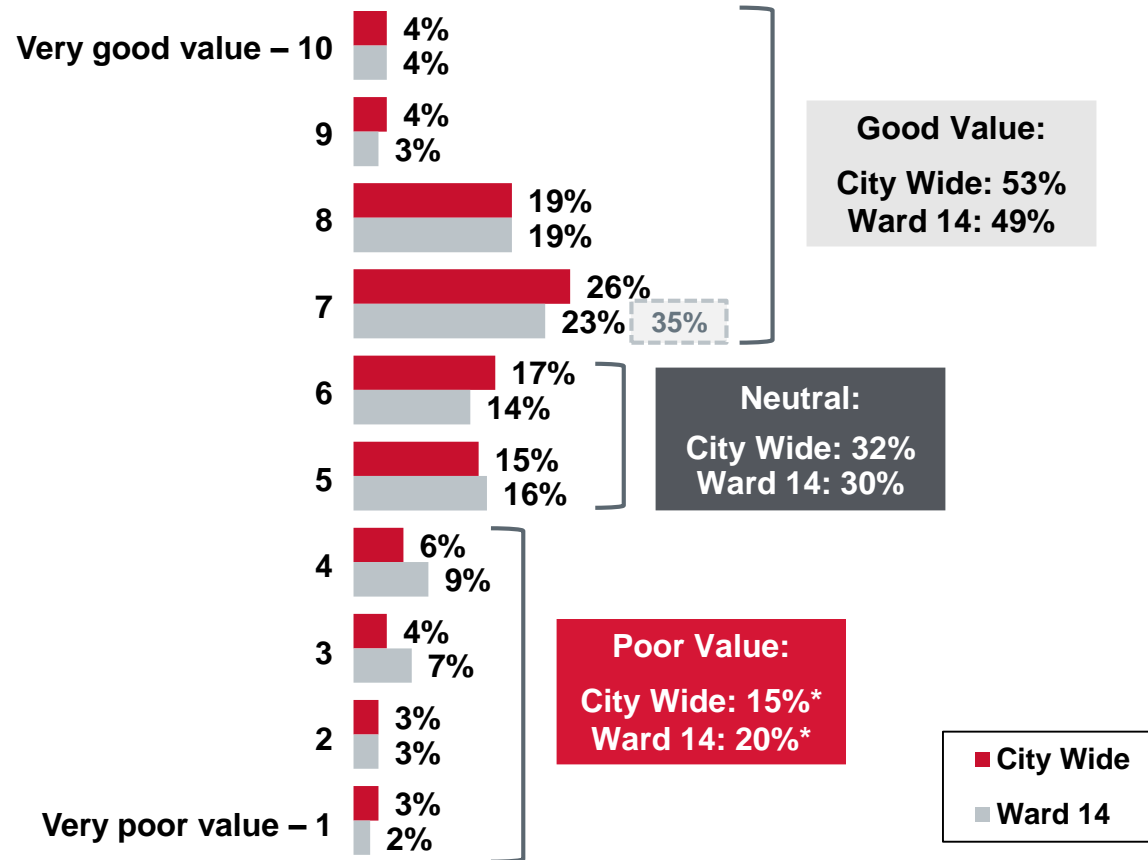
Knowledge Levels of Tax Dollar Spending



Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,484 / Ward 14: n=193)

Perceived Value of Property Taxes



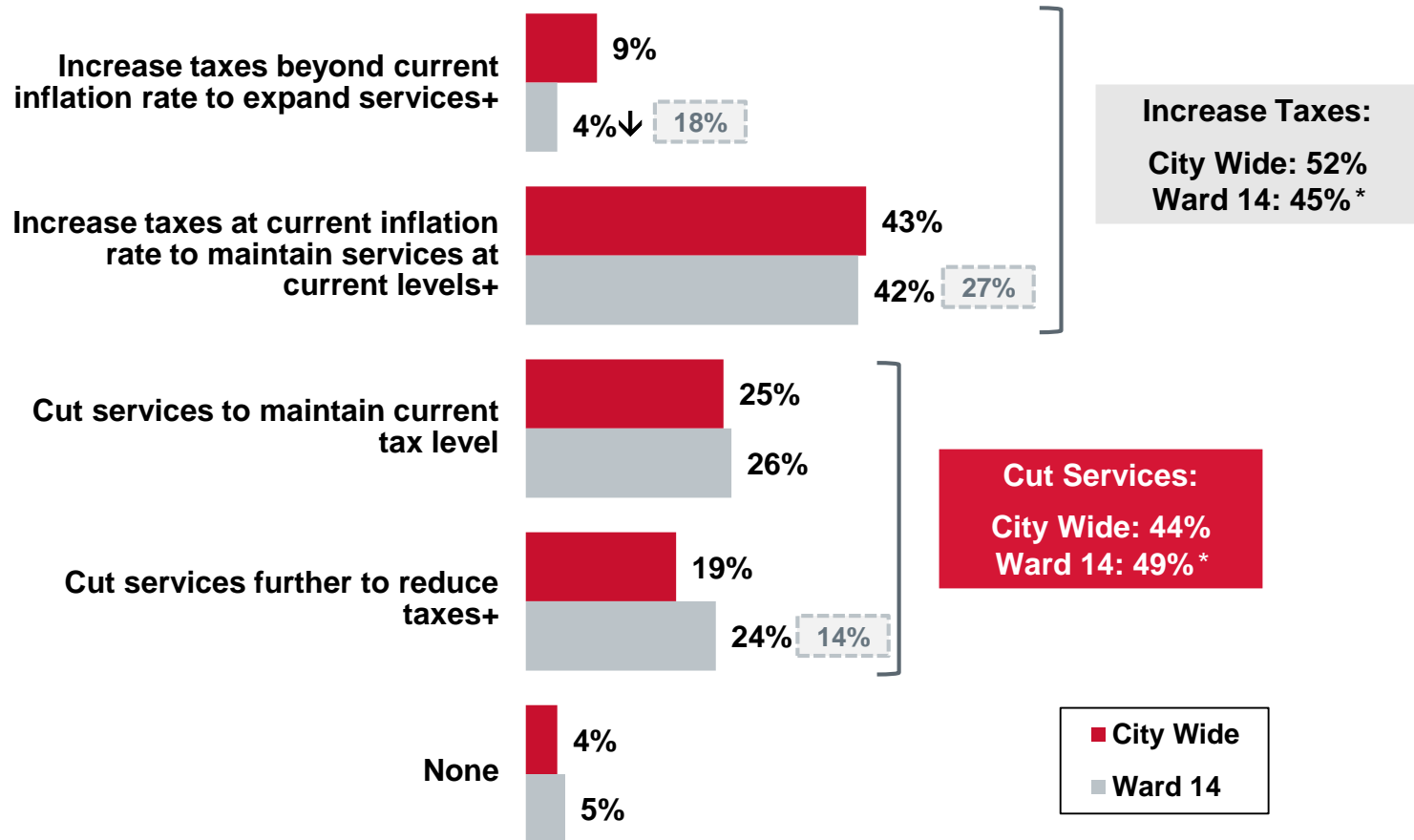
Your property tax dollars are divided between The City and the Province. In Calgary, approximately two-thirds of your residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” represents “very poor value” and “10” represents “very good value”.

Base: Valid respondents (City Wide: n=2,453 / Ward 14: n=189)

Ward 14 2019

*Rounding

Balancing Taxation and Service Delivery Levels



Ward 14 2019

*Rounding

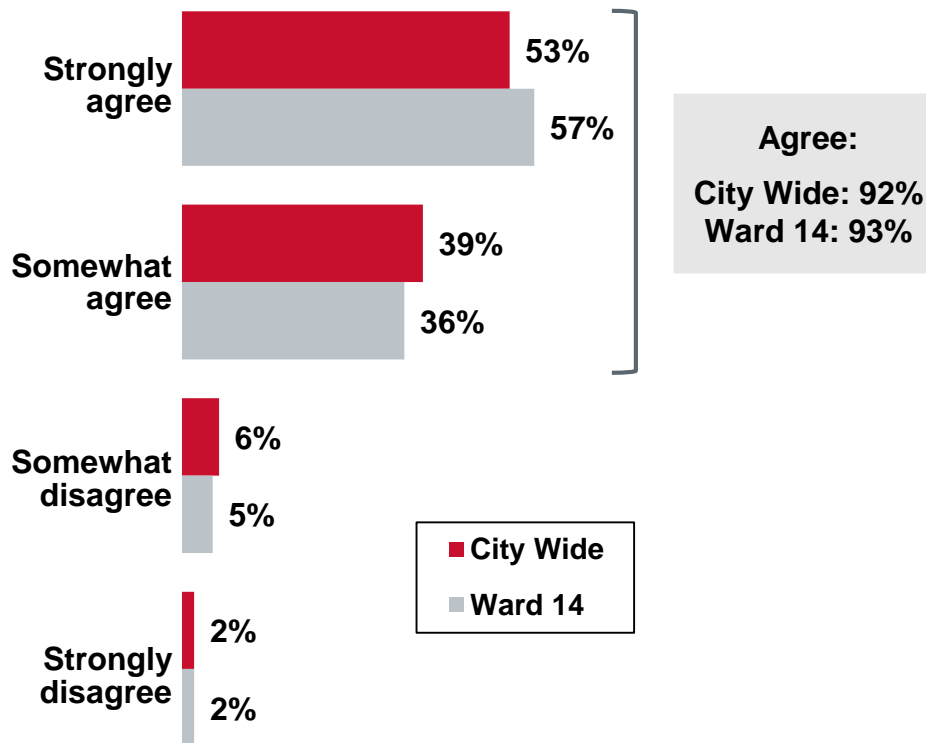
Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?

Base: Valid respondents (City Wide: n=2,464 / Ward 14: n=191) | +Slight wording changes in Fall 2020

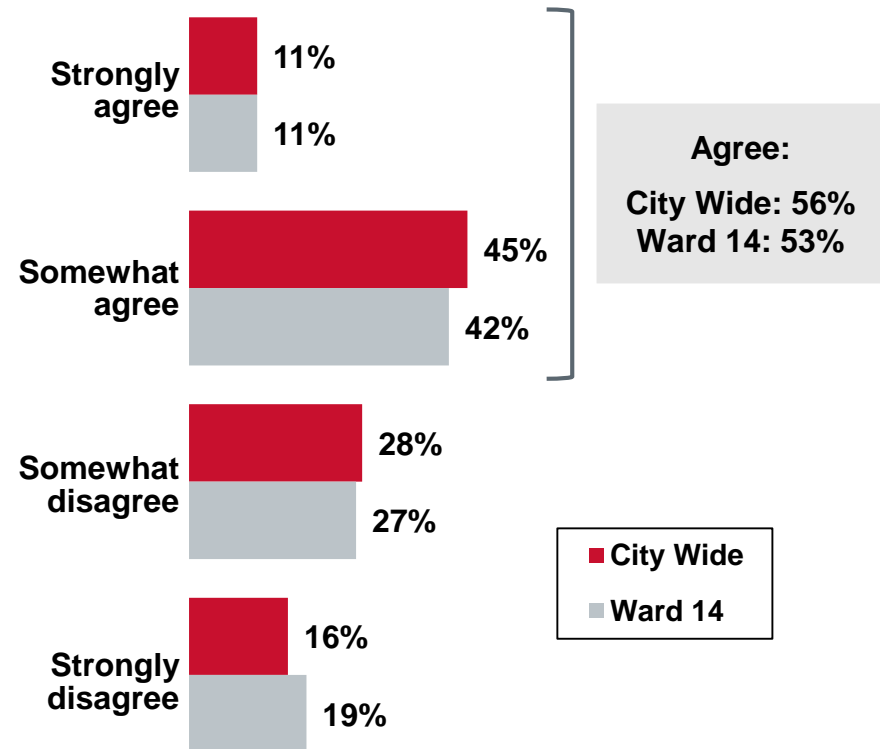
↑Statistically higher than City Wide
↓Statistically lower than City Wide

Property Tax Dollar Investment

I am interested in knowing how my property tax dollars are invested in various City services



The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services



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

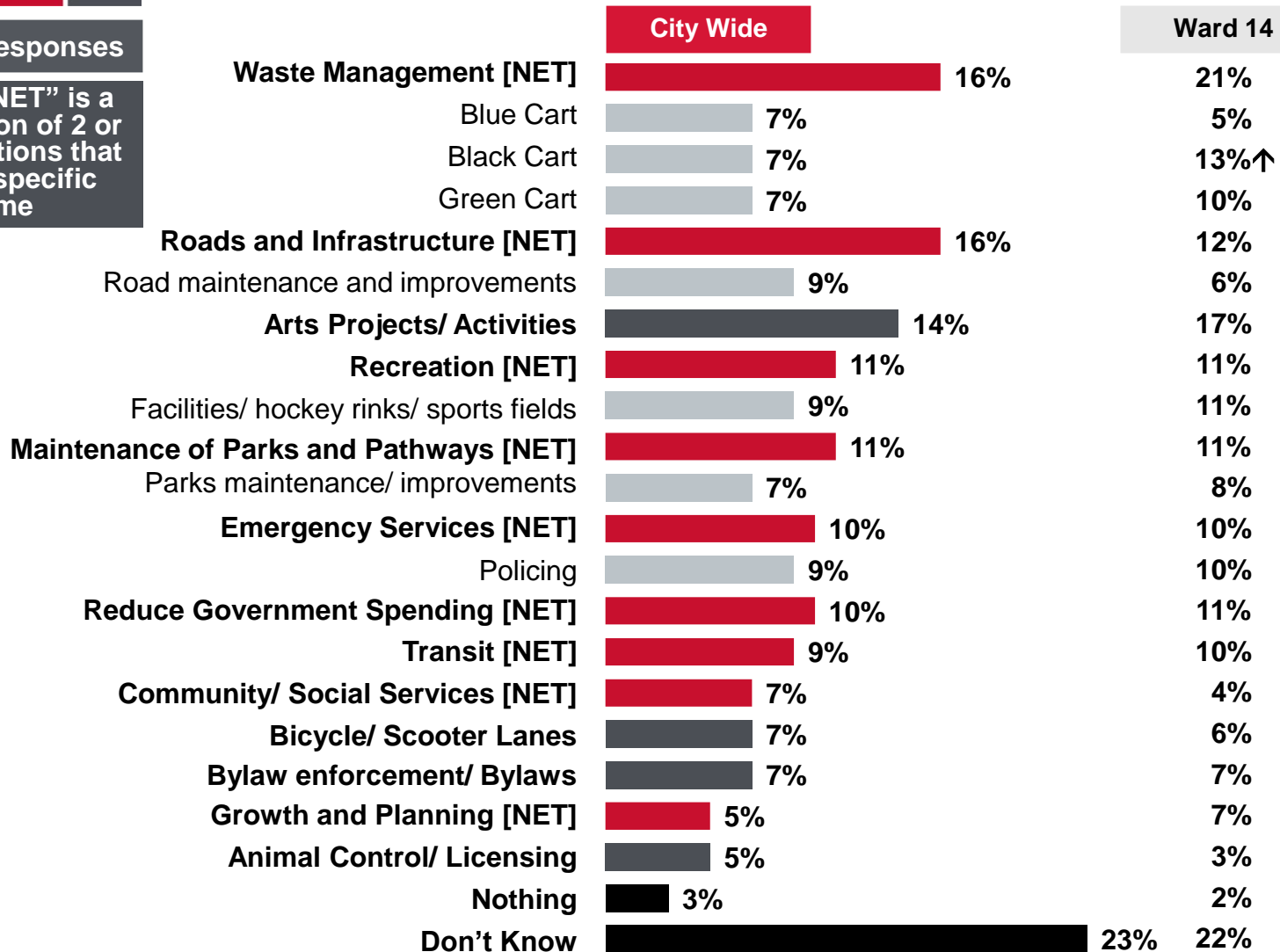
Base: Valid respondents (City Wide: n=2,481 / Ward 14: n=191)

Base: Valid respondents (City Wide: n=2,453 / Ward 14: n=192)

Proposed Service Reductions

Multiple Responses

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



Mentions of <5% are not shown

↑Statistically higher than City Wide
↓Statistically lower than City Wide

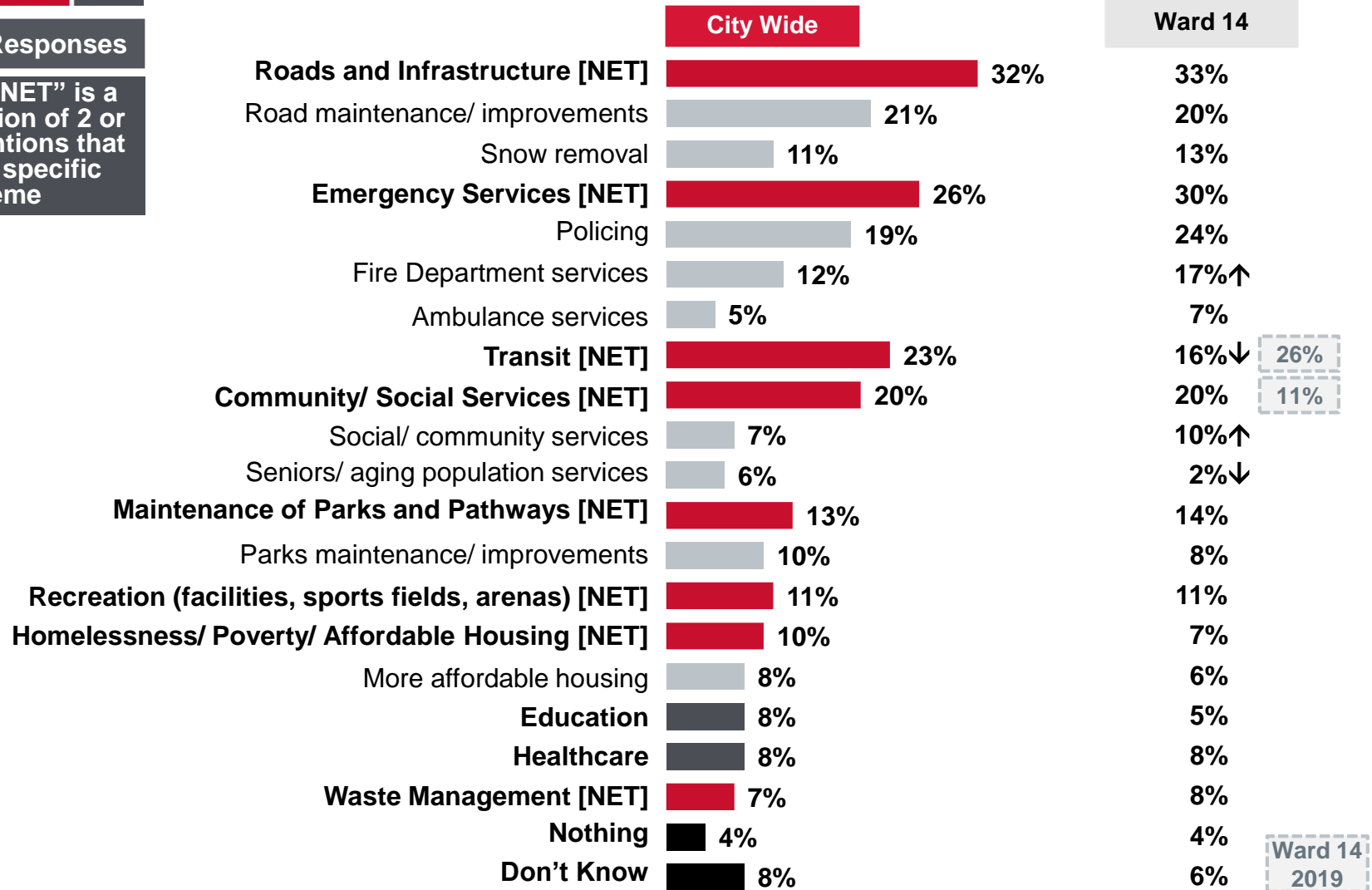
Of all the services you know of that are provided by The City of Calgary, name up to three services that you would propose to have a service reduction in order to save costs.

Base: Valid respondents (City Wide: n=2,500 / Ward 14: n=194)

Proposed Service Increases

Multiple Responses

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



Again, considering all the services that you know The City of Calgary provides, name up to three services that you would propose to spend more on to receive an increase in service.

Base: Valid respondents (City Wide: n=2,500 / Ward 14: n=194)

Mentions of <5% are not shown

↑Statistically higher than City Wide

↓Statistically lower than City Wide



Contact with The City and Customer Service



Past 12 Months Contact with The City of Calgary

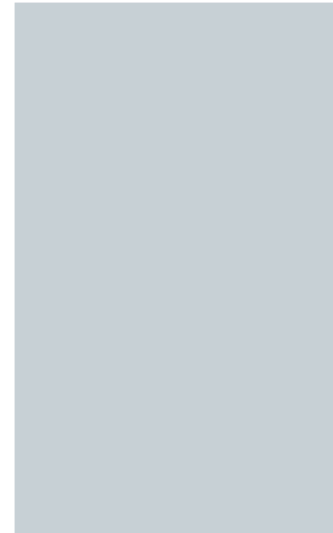
% Yes

61%



City Wide

62%

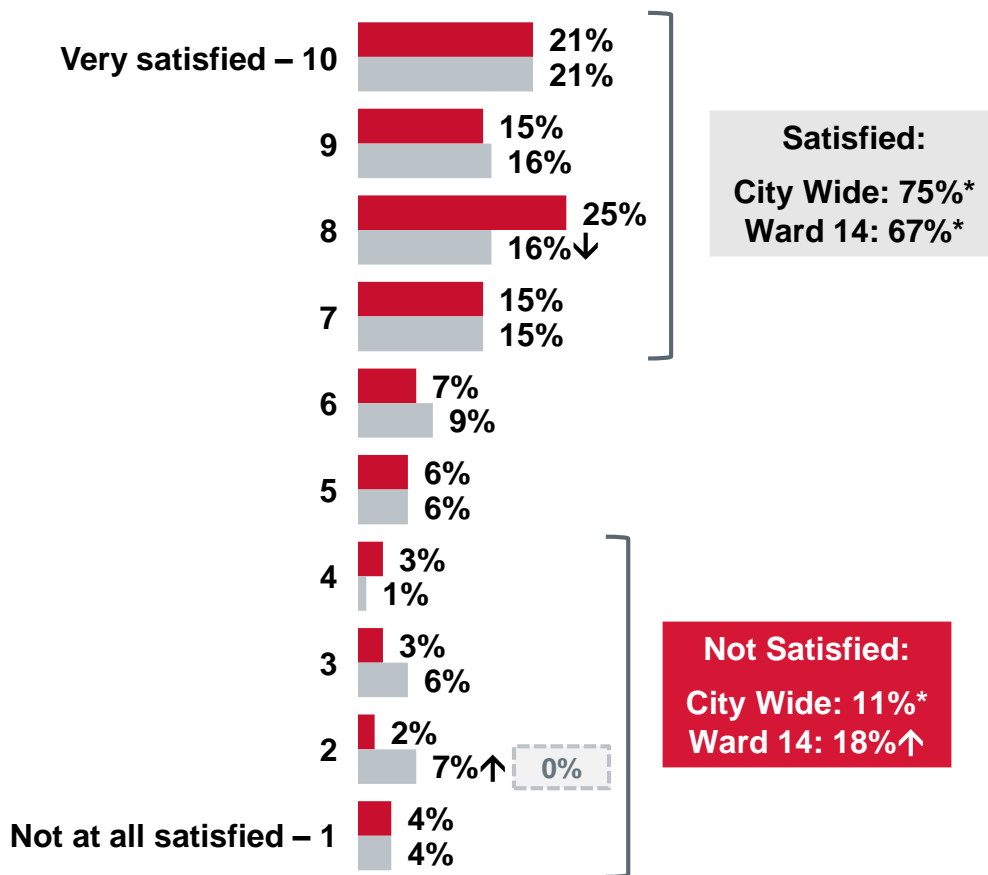


Ward 14

Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,479 / Ward 14: n=193)

Satisfaction with the Overall Level and Quality of Customer Service



Ward 14 2019

*Rounding

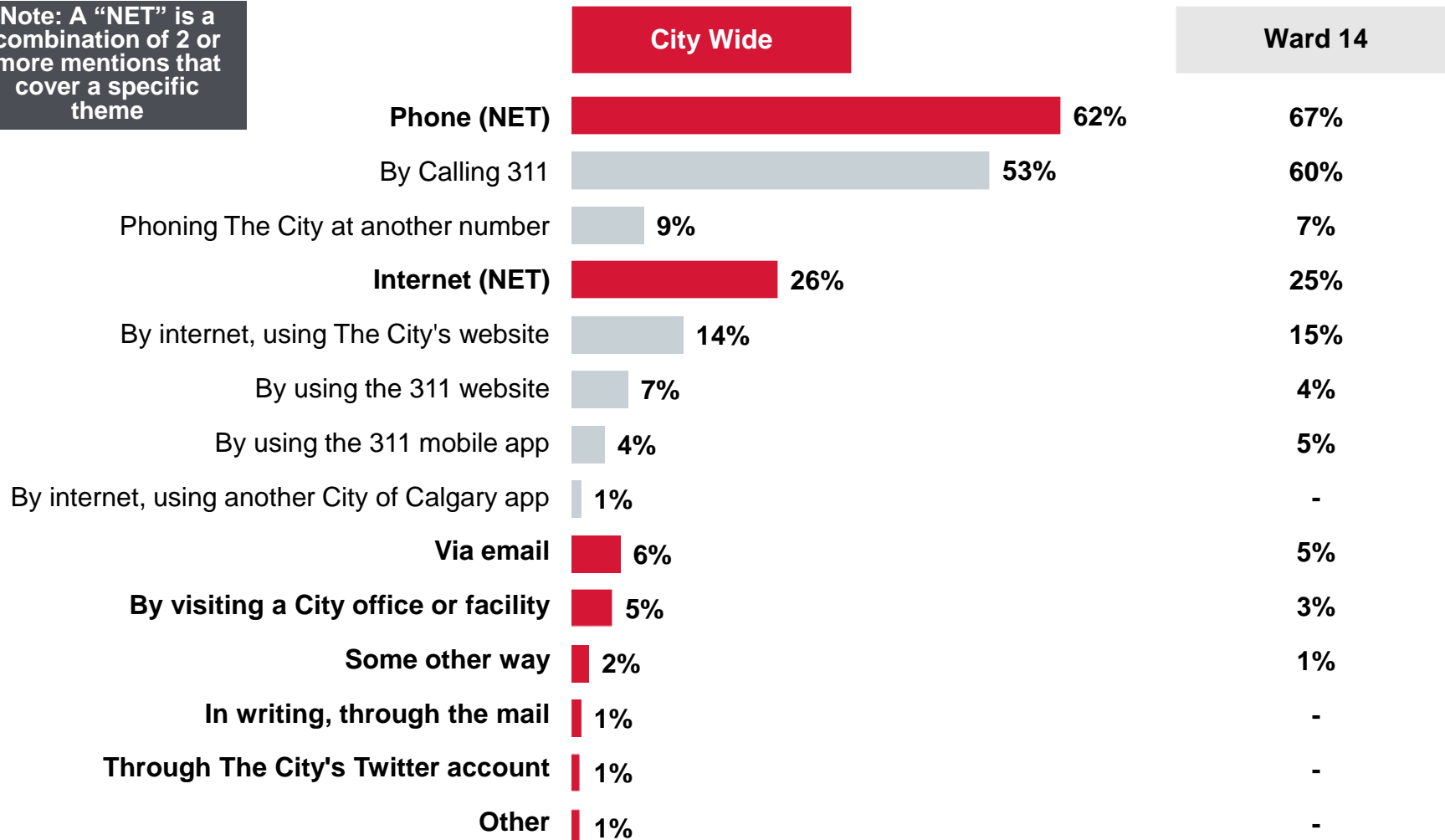
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months
(City Wide: n=1,535 / Ward 14: n=122)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Type of Contact

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



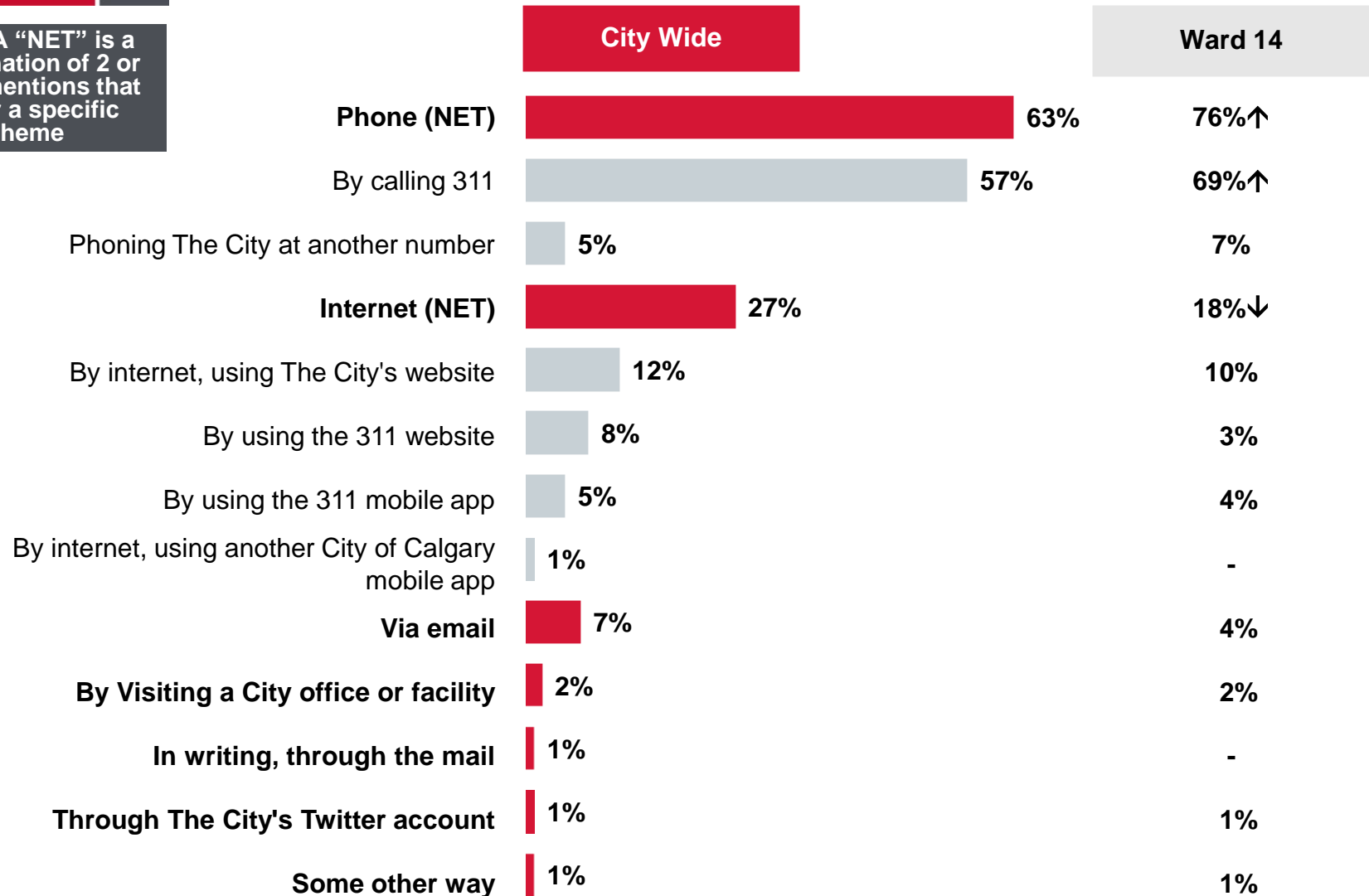
Thinking of the most recent time you contacted The City, was it... ?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,111 / Ward 14: n=98)

Mentions of <1% are not shown

Preferred Method of Contact

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

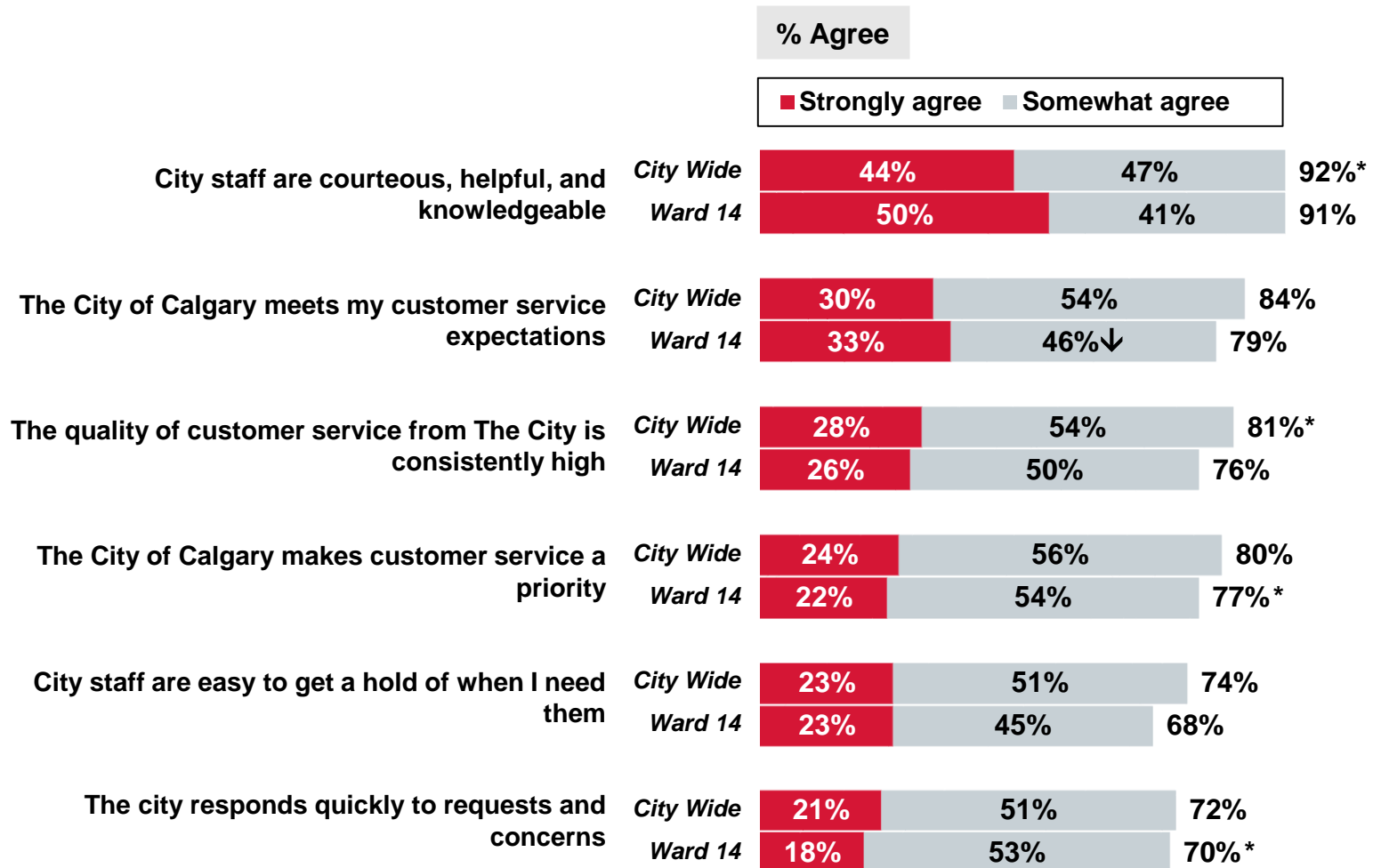


What is your preferred way of contacting The City?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,111 / Ward 14: n=96)

Mentions of <1% are not shown

Attitudes Regarding Customer Service



Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents (Bases vary)

*Rounding

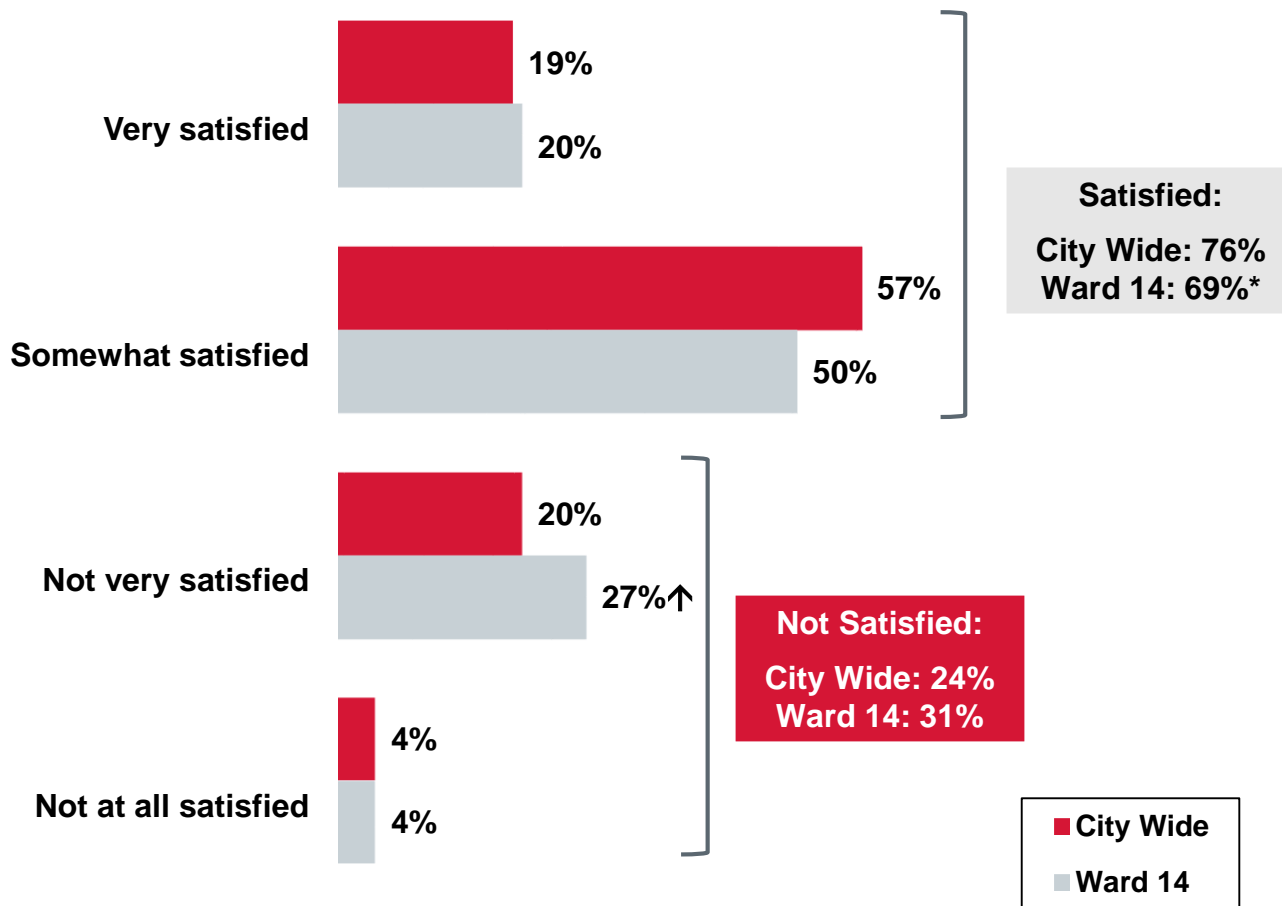
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



City Communications



Satisfaction with the Overall Quality of City Information and Communications



*Rounding

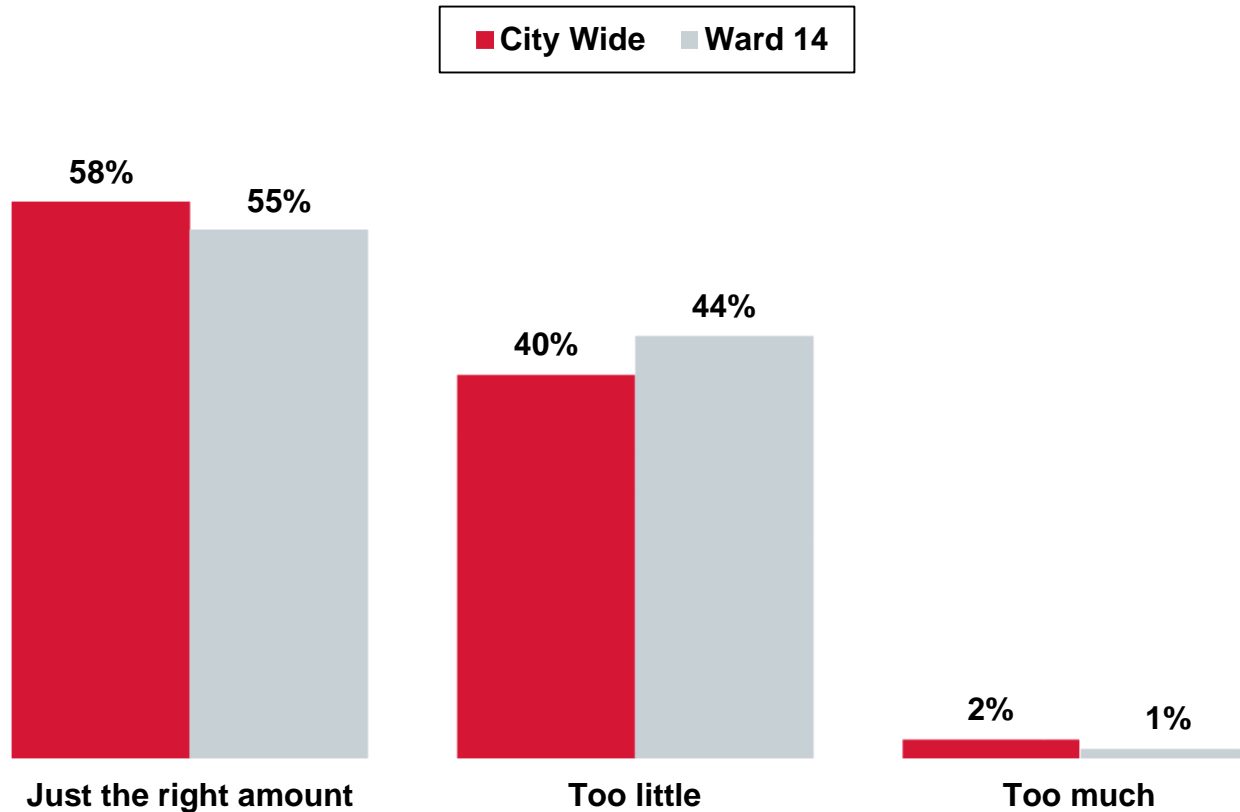
And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents (City Wide: n=2,493 / Ward 14: n=192)

↑Statistically higher than City Wide

↓Statistically lower than City Wide

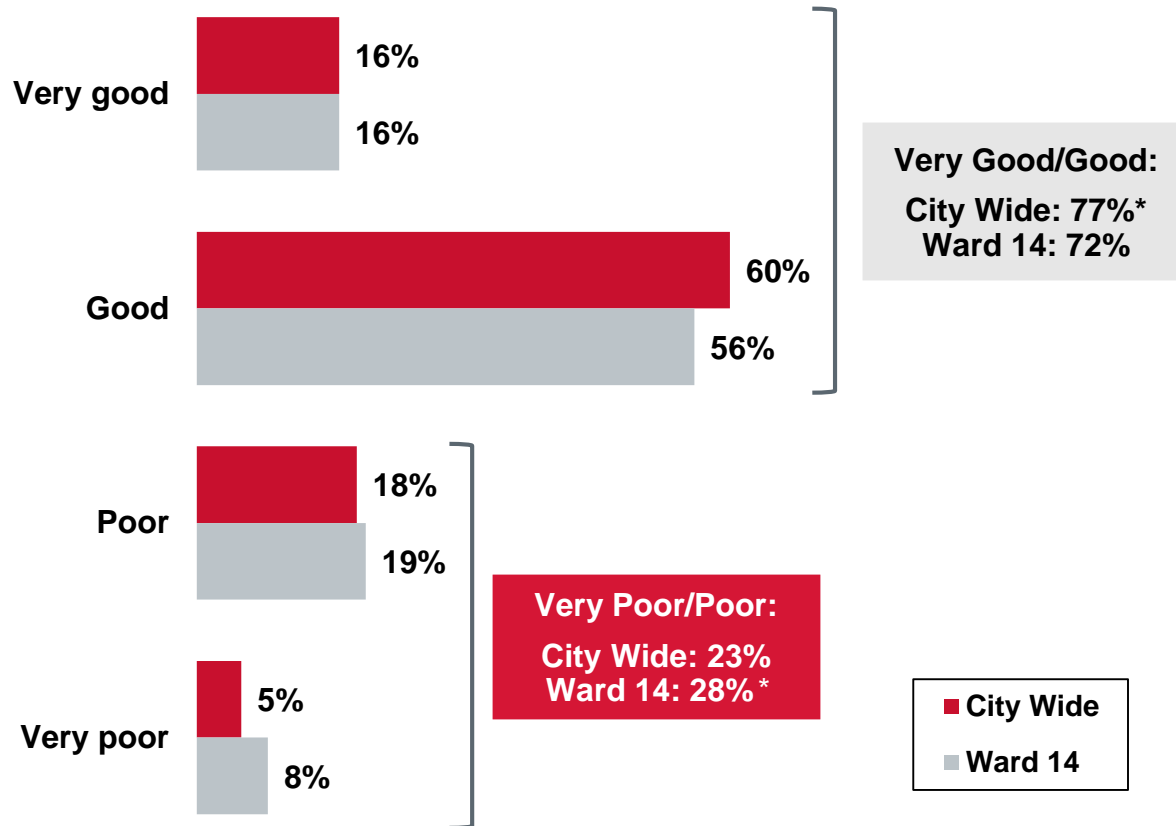
Amount of Accessible Information



In your opinion, do you currently have access to too much, too little, or just the right amount of information from The City?

Base: Valid respondents (City Wide: n=2,479 / Ward 14: n=192)

Overall Communications from The City



Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?

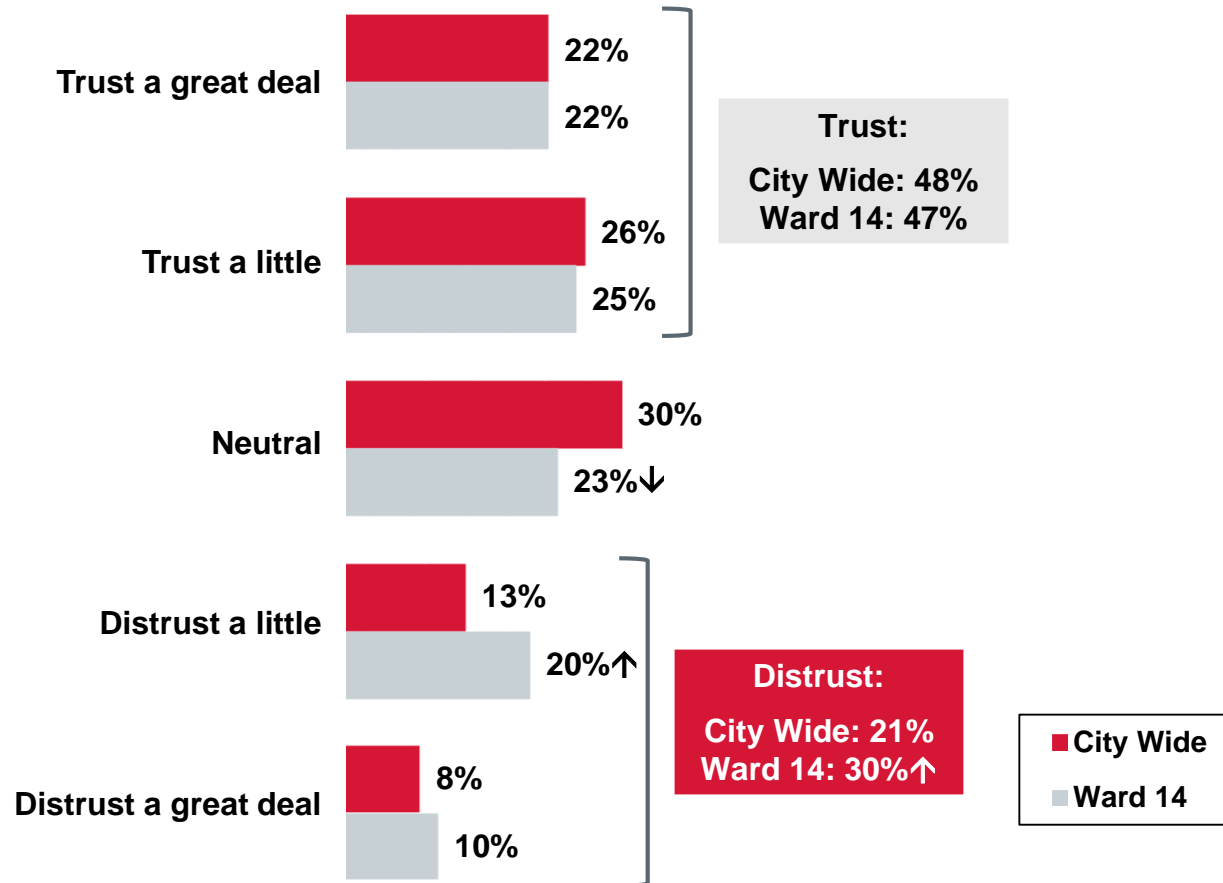
Base: Valid respondents, (City wide: n=2,484 / Ward 14: n=191)

*Rounding



City Reputation and Performance

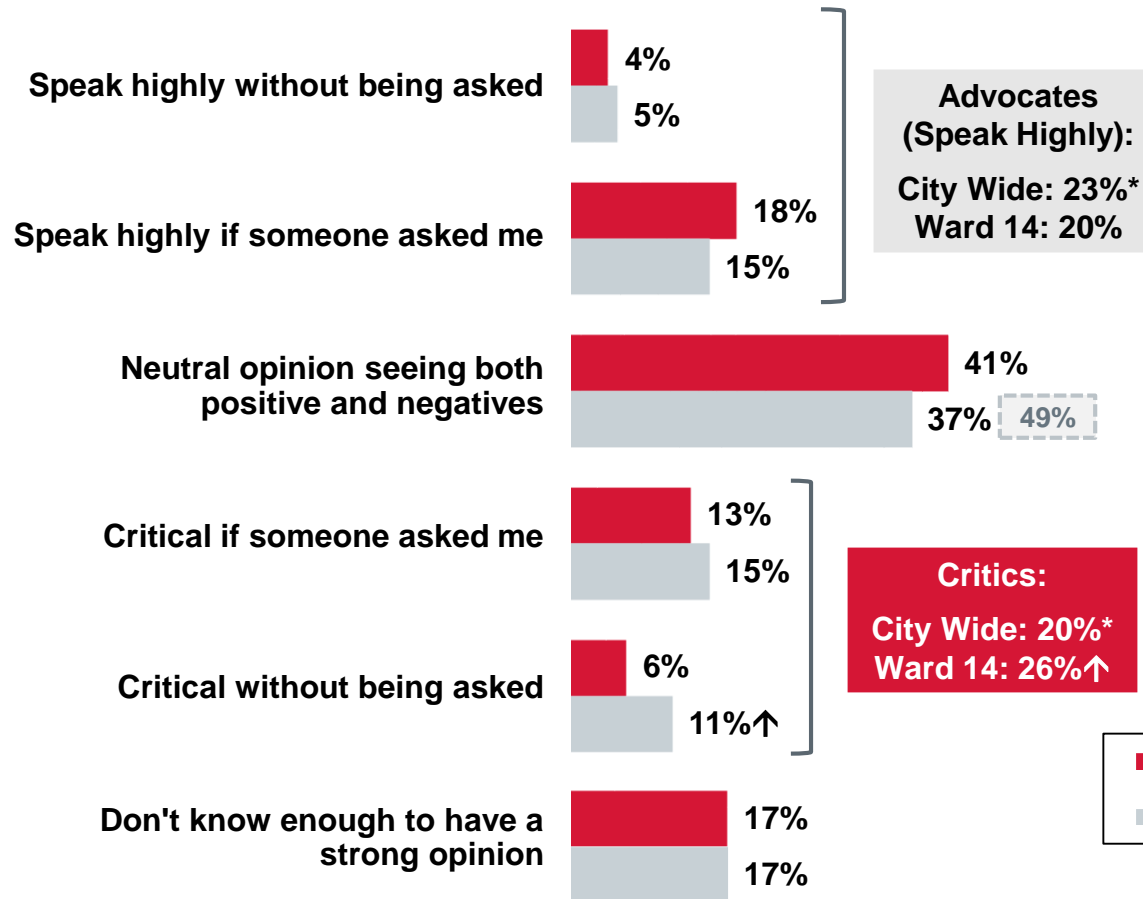




Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents (City Wide: n=2,491 / Ward 14: n=193)

↑Statistically higher than City Wide
↓Statistically lower than City Wide



Ward 14 2019

*Rounding

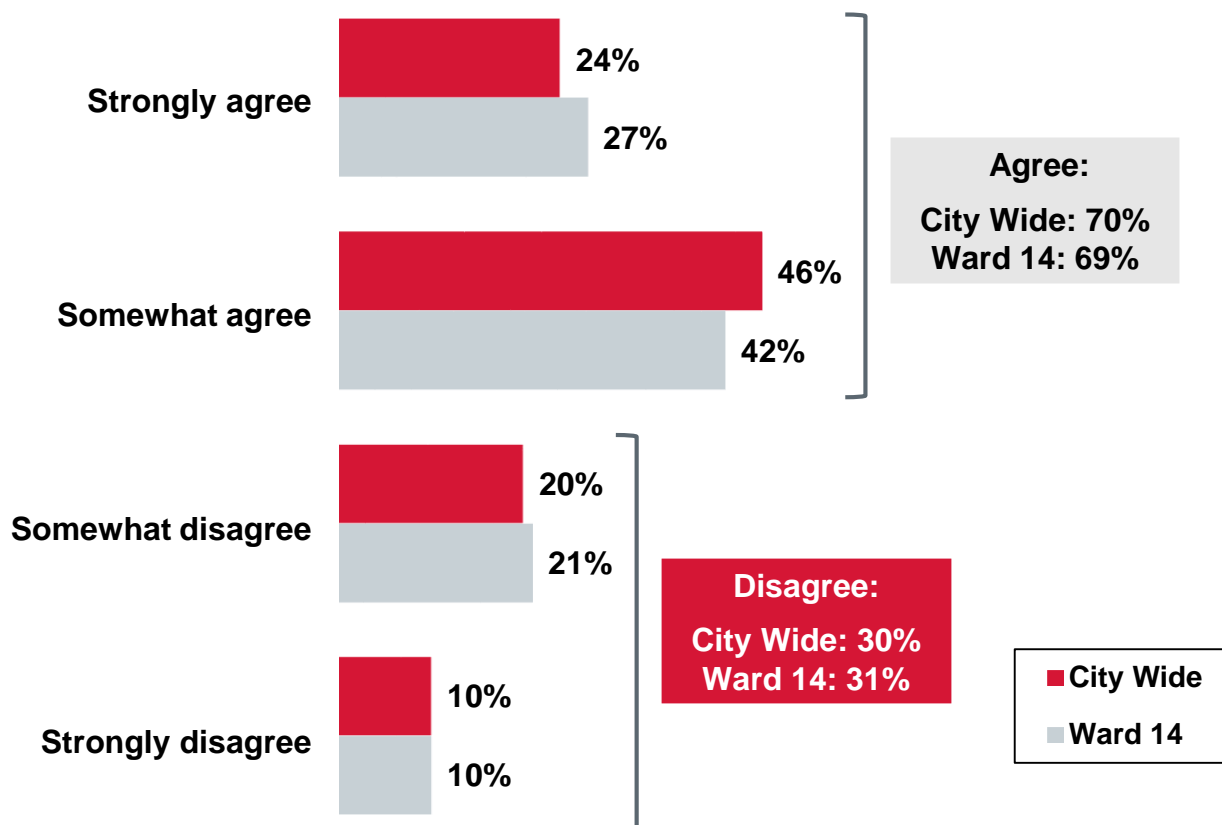
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 14: n=192)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Understanding of the Roles of City Council versus City Administration

I understand the roles and responsibilities of City Council compared to those of City Administration

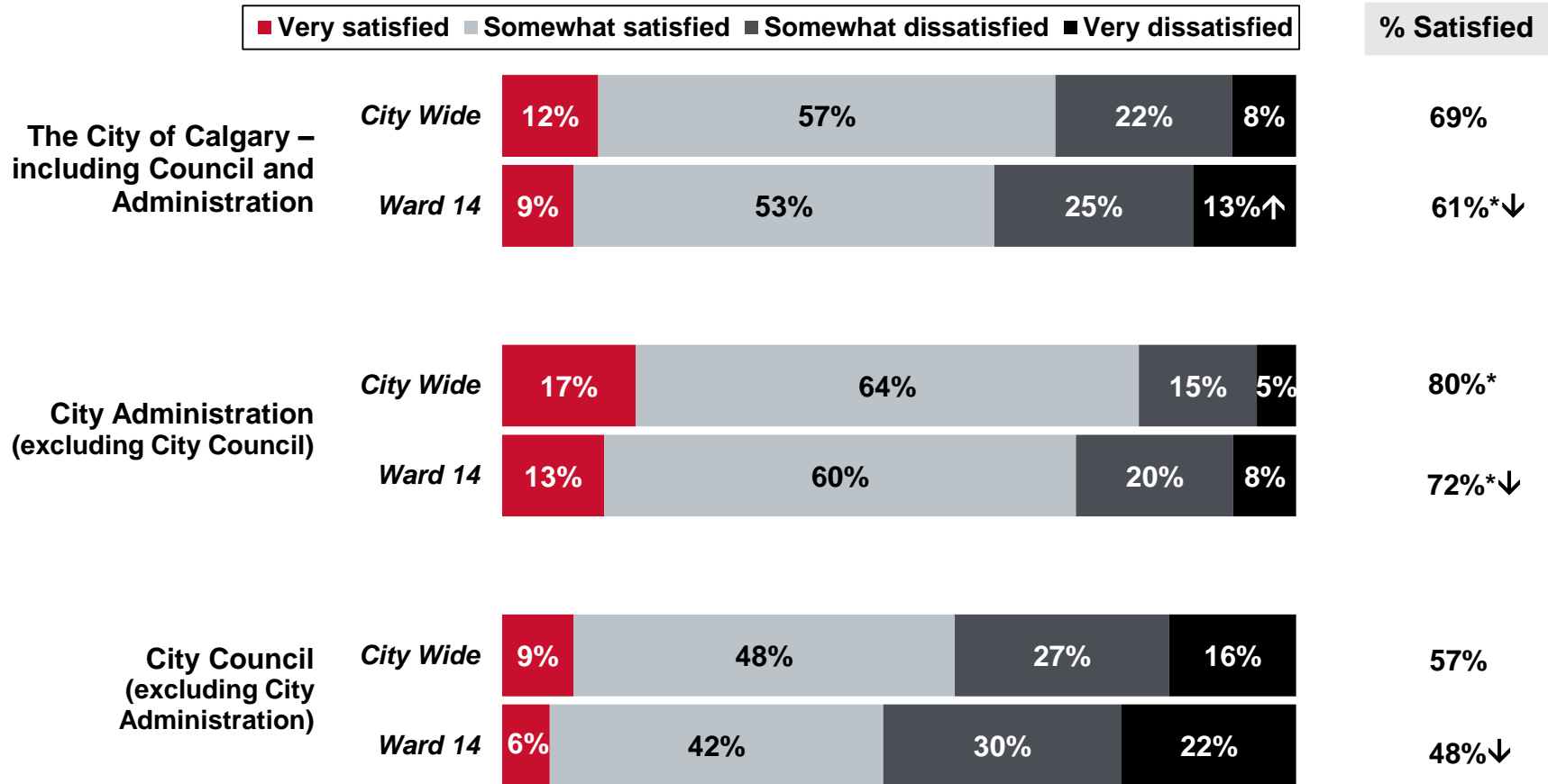


Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

Base: Valid respondents (City Wide: n=2,455 / Ward 14: n=192)

Perceptions About City Performance

As you may know, **City Council** is made up of elected officials who are the legislative body that govern The City. While **City Administration** is made up of non-elected employees at The City who are responsible for the management and running of local services. In other words, public servants who administer services, facilities, safety and infrastructure for communities.



Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

Base: Valid respondents (Bases vary)

*Rounding

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

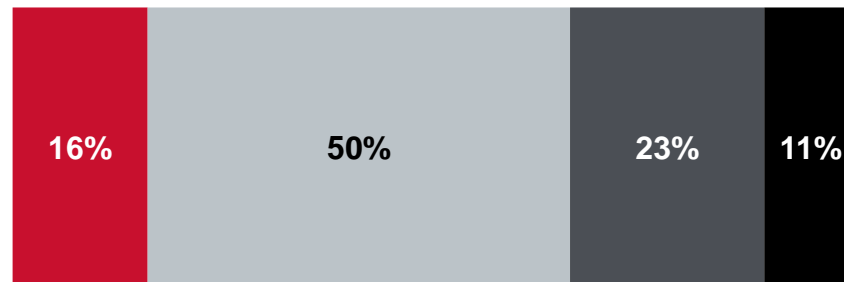
Attitudes Regarding Collaboration

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

% Agree

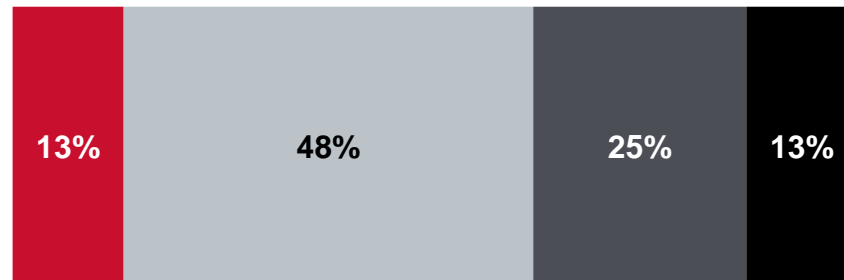
I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary

City Wide



66%

Ward 14

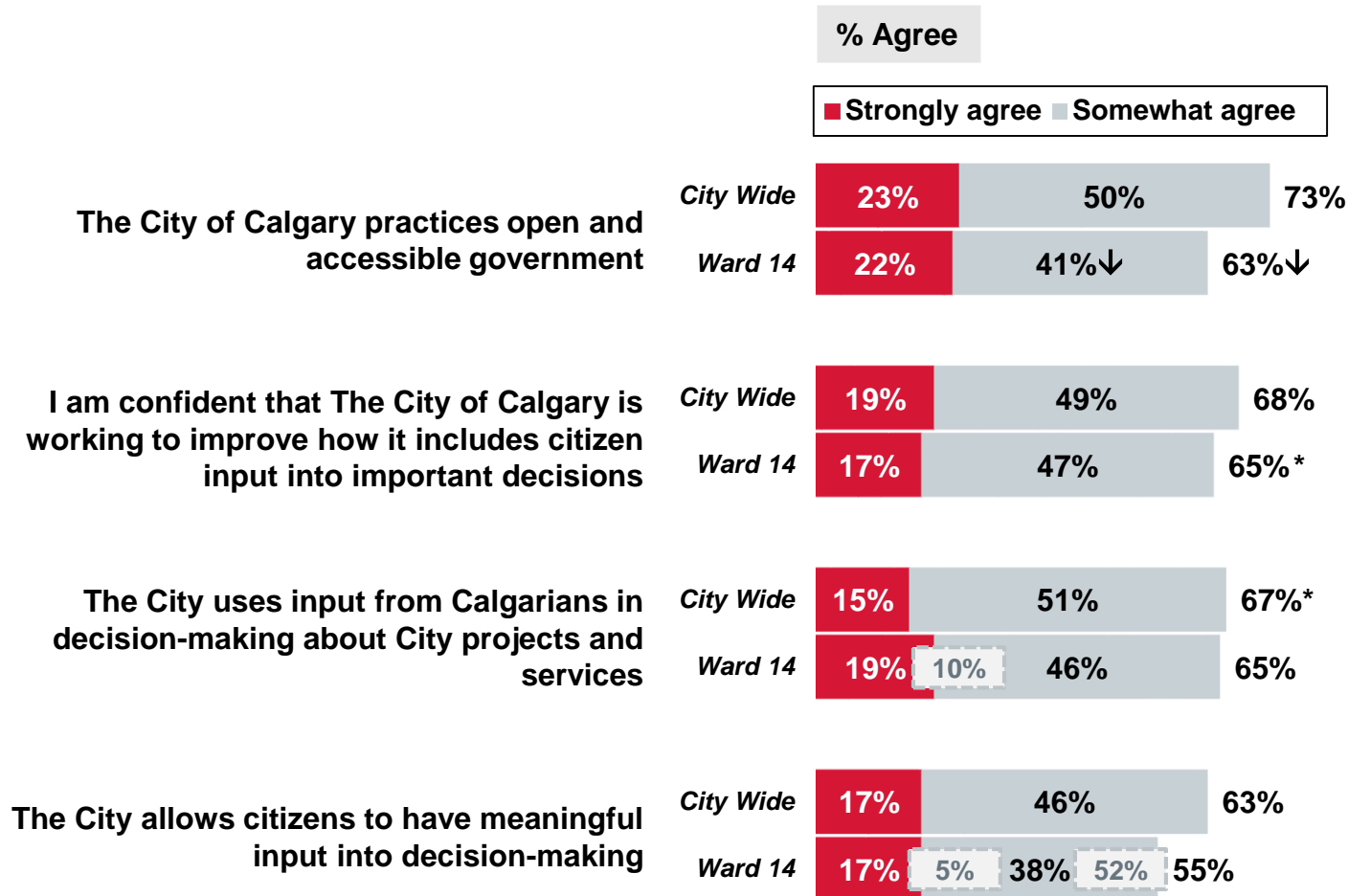


61%

Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (City Wide: n=2,463 / Ward 14: n=191)

Perceptions of Transparency and Citizen Input



Ward 14 2019

*Rounding

Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Respondent Profile



Respondent Profile

Age

	City Wide	Ward 14
18 to 24	11%	7%
25 to 34	22%	24%
35 to 44	18%	15%
45 to 54	19%	13%
55 to 64	13%	17%
65 or older	17%	23%
Mean	45.5	48.4

Income

	City Wide	Ward 14
Less than \$30,000	7%	2%
\$30,000 to <\$45,000	8%	6%
\$45,000 to <\$60,000	10%	11%
\$60,000 to <\$75,000	9%	10%
\$75,000 to <\$90,000	9%	5%
\$90,000 to <\$105,000	11%	12%
\$105,000 to <\$120,000	11%	14%
\$120,000 to <\$150,000	13%	18%
\$150,000 or more	23%	22%

Gender

	City Wide	Ward 14
Male	50%	48%
Female	49%	51%
Other	<1%	-
Prefer not to say	<1%	1%

Education

	City Wide	Ward 14
Completed high school or less	16%	16%
Some post secondary or completed a college diploma	34%	34%
Completed university degree or post-grad degree	50%	50%

Base: Valid respondents (Bases vary)

Type of Home

	City Wide	Ward 14
Single-detached house	69%	82%
Apartment or apartment-style condominium	13%	5%
Duplex, triplex or fourplex	8%	7%
Townhouse or rowhouse	8%	6%
Another type of multi-dwelling unit	2%	1%

Children and Seniors in Household

	City Wide	Ward 14
Yes - Children	31%	33%
Yes - Seniors	28%	31%

Household Size

	City Wide	Ward 14
1	14%	7%
2	33%	39%
3	19%	26%
4	21%	17%
5 or more	13%	12%
Mean	2.9	2.9

Responsible for Property Taxes

	City Wide	Ward 14
Yes	84%	89%
No	16%	11%

Own or Rent

	City Wide	Ward 14
Own	74%	83%
Rent	22%	13%
Other	1%	2%
Neither	4%	2%

Tenure in Calgary

	City Wide	Ward 14
Less than 5 years	6%	4%
5 to less than 10 years	10%	9%
10 to less than 15 years	10%	11%
15 to less than 20 years	10%	11%
20 to less than 30 years	24%	26%
30 to less than 40 years	15%	17%
40 or more	26%	23%
Mean	27.2	27.4

Base: Valid respondents (Bases vary)

Respondent Profile (continued)

Born in Canada

	City Wide	Ward 14
Yes	73%	82%
No	27%	18%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=639)	Ward 14 (n=32**)
Less than 12	30%	13%
12 to 17	12%	23%
18 or older	57%	63%

***Caution: Small sample size*

Ethnic Background

	City Wide	Ward 14
Caucasian/ White	26%	30%
British	18%	24%
Canadian/ French Canadian	15%	19%
Northern or Western European	11%	11%
East or Southeast Asian	11%	3%
Southern or Eastern European	7%	10%
South Asian	7%	5%
Central/South American or Caribbean	3%	2%
African	2%	3%
West Asian or Middle Eastern	2%	-
Aboriginal/First Nations/Metis	1%	-
Declined to respond	1%	-
Don't Know	4%	3%

Disability in Household

	City Wide	Ward 14
Yes	18%	19%
No	82%	81%

Visible Minority

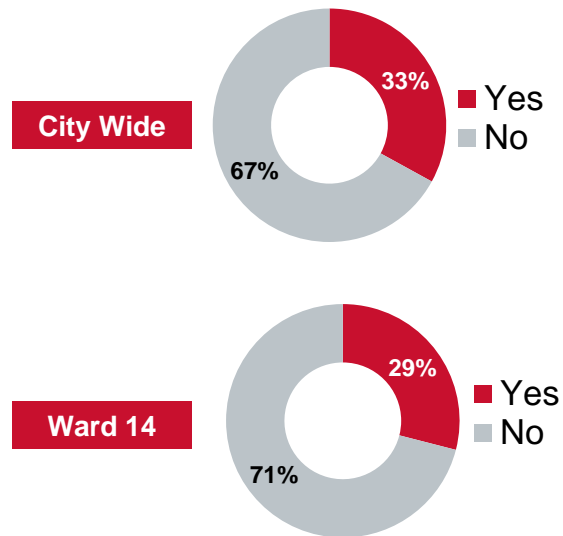
	City Wide	Ward 14
Yes	27%	15%
No	73%	85%

Base: Valid respondents (Bases vary)

Employment Status

	City Wide	Ward 14
Employed full-time	43%	43%
Employed part-time	8%	7%
Self-employed	10%	7%
Out of work and looking for work	9%	9%
Out of work but not currently looking for work	2%	2%
Homemaker	2%	1%
Student	6%	6%
Retired	17%	23%
Unable to work	2%	1%
Other	1%	1%

Business Leader



Among those in the workforce
(City Wide: n=1,377 valid respondents /
Ward 14: n=86 valid respondents)

Base: Valid respondents (Bases vary)

Contact

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