

Calgary



# 2018 Quality of Life and Citizen Satisfaction Survey

## Ward 8 Report

Prepared for The City of Calgary by:

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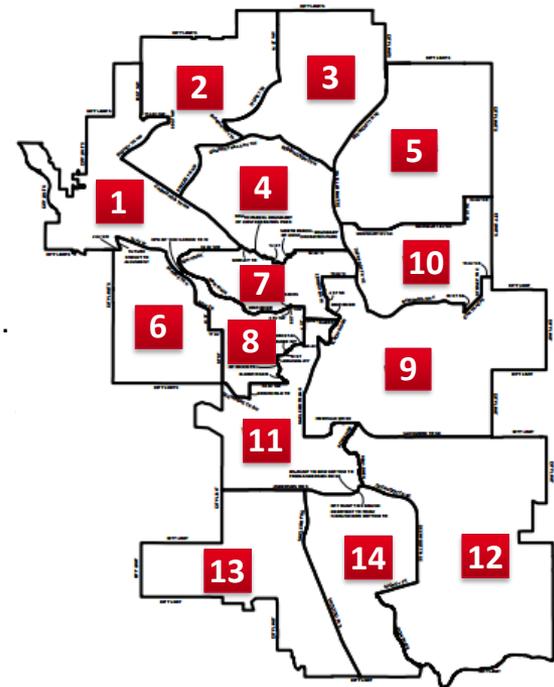
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Respondent Profile

## Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 15<sup>th</sup> and September 12<sup>th</sup>, 2018.
  - Both landline (60%) and cell phone (40%) sample were used.
  - The average interview length was 32 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 2016 Municipal and Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,500 is  $\pm 2.0$  percentage points, 19 times out of 20.
  - A total of 182 interviews were conducted with residents of Ward 8 (MOE  $\pm 7.3$ ).
- ❖ Research Note on significant differences.
  - Throughout, City Wide results are compared to results from Ward 8.
    - $\uparrow$  indicates a number is significantly higher than City Wide.
    - $\downarrow$  indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2018 results for Ward 8 are compared to those from 2017.
  - Only significant differences are shown.





## Summary of Key Findings





# Key Findings: Quality of Life

**Ward 8 residents rate quality of life similar to City Wide residents, and there is a stronger sense that Calgary is on the right track compared to one year ago.**

- ❖ Over eight-in-ten (87%) Ward 8 residents say the quality of life in Calgary today is ‘good,’ statistically consistent with 86% City Wide.
- ❖ One-half (51%) of Ward 8 residents say the quality of life in Calgary has stayed the same over the past three years (on par with 49% City Wide), while 26% say it has improved (on par with 22% City Wide), and 23% say it has worsened (on par with 29% City Wide).
- ❖ Ward 8 residents note a marked top box improvement in perceptions about inclusivity from The City of Calgary and are more positive about Calgary’s long-term direction.
  - One-in-five (22%) of Ward 8 residents *completely* agree The City of Calgary municipal government fosters a city that is inclusive and accepting of all 12 points higher than 10% in 2017
  - Agreement that The City of Calgary is on the right track to be a better city 10 years from now (85%) is on par with City Wide (84%).
    - The percentage of Ward 8 residents who *strongly* agree with the statement has increased by 14 points (36% vs 22% in 2017).
- ❖ Perceived safety is notably lower than City Wide.
  - Roughly seven-in-ten (72%) Ward 8 residents say they would feel safe walking alone in their neighbourhood after dark – a significant 10 percentage points lower than City Wide (82%).



# Key Findings: Issue Agenda and Level and Quality of Services and Programs

**The Ward 8 issue agenda places higher emphasis than City Wide on transit, homelessness, poverty, & affordable housing, and growth and planning.**

The top issues in Ward 8 are "*infrastructure, traffic and roads*" (40%, on par with 40% City Wide), "*transit*" (23%, significantly higher than 16% City Wide) and "*crime, safety and policing*" (17%, on par with 14% City Wide).

- ❖ Ward 8 residents are more likely than City Wide to mention "*homelessness, poverty, & affordable housing*" (12% vs. 5% City Wide) and "*growth & planning*" (10% vs. 4% City Wide)
- ❖ Mentions of "*transit*" have increased by 10 points from 2017 (23% vs. 13% in 2017) and mentions of the "*economy*" have decreased by 11 points from 2017 (1% vs. 12% in 2017).

**Overall satisfaction with the level and quality of City services is the same as City Wide results.**

- ❖ Nearly eight-in-ten (77%) Ward 8 residents say they are satisfied with the overall level and quality of services and programs provided by The City – identical to 77% City Wide.

# Key Findings: City Programs and Services

**Ward 8 residents differ from City Wide residents results and also show shifts from 2017 with respect to the importance, satisfaction and desired investment in several services.**

- ❖ Ward 8 residents are more likely to rate several services as *very important* compared to 2017, especially:
  - Road maintenance including pothole repairs: 74% rate as *very important* (21 points higher than 53% in 2017).
  - Snow removal: 80% rate as *very important* (12 points higher than 68% in 2017).
  - Transportation planning: 83% rate as *very important* (10 points higher than 73% in 2017).
- ❖ Ward 8 residents stand out from City Wide by placing more importance on two city services.
  - Downtown revitalization: 87% rate as *very/somewhat important* (7 points higher than 80% City Wide).
  - Calgary's pathway system: 98% rate as *very/somewhat important* (6 points higher than 92% City Wide).
- ❖ Satisfaction has decreased in Ward 8 with three services compared to 2017.
  - Snow removal: 67% are satisfied (15 points lower than 82% in 2017).
  - Calgary Transit including bus and CTrain service: 77% are satisfied (11 points lower than 88% in 2017).
  - Property tax assessment: 74% are satisfied (10 points lower than 84% in 2017).
- ❖ Ward 8 residents are more likely to be *very satisfied* with several services, especially:
  - Bylaw services for things such as noise complaints, fire pits and weeds: 43% are *very satisfied* (12 points higher than 31% City Wide).
  - Calgary's parks, playgrounds and other open spaces: 63% are *very satisfied* (10 points higher than 53% City Wide).
  - Calgary's pathway system: 60% are *very satisfied* (11 points higher than 49% City Wide).

# Key Findings: City Programs and Services (continued)

- ❖ Ward 8 residents are more likely than City Wide to want to see *more* investment in the following services:
  - Downtown revitalization: 44% want *more* investment (13 points higher than 31% City Wide).
  - On-street bikeways: 32% want *more* investment (11 points higher than 21% City Wide).
- ❖ Ward 8 residents are more likely than 2017 to want to see *more* investment in the following services:
  - Road maintenance including pothole repairs: 60% want *more* investment (18 points higher than 42% in 2017).
  - Snow removal: 58% want *more* investment (22 points higher than 36% in 2017).
  - Social services for individuals such as seniors or youth: 60% want *more* investment (12 points higher than 48% in 2017).

# Key Findings: Taxation and Customer Service

## Ward 8 residents' views on taxation are consistent with City Wide.

- ❖ Two-thirds (65%) of Ward 8 residents give The City a 'good value' rating for the value of their property tax dollars (on par with 59% City Wide).
- ❖ Just less than six-in-ten (58%) of Ward 8 residents support tax increases to maintain or expand services (on par with 52% City Wide), while 37% support cutting services to maintain or reduce taxes (on par with 43% City Wide).

## City contact and customer service metrics are generally consistent with City Wide results.

- ❖ Ward 8 residents are aligned with City Wide results for contacting The City in the past 12 months (68%, on par with 65% City Wide) and for satisfaction with the level of overall quality and satisfaction provided (82%, on par with 78% City Wide).



# Key Findings: Communications, City Reputation and Performance

**Overall perceptions of City information and communications are consistent with City Wide results.**

- ❖ Satisfaction with the overall quality of City information and communications is comparable to City Wide (81%, on par with 80% City Wide).

**Measures of The City's reputation are on par with City Wide results.**

- ❖ Ward 8 results are on par with City Wide results for favourability (72% vs. 68% City Wide), trust (67% vs. 60% City Wide) and being advocates (37% vs. 34% City Wide).

**Assessments of the performance of Council and Administration are consistent with City Wide results.**

- ❖ Eight-in-ten (85%) Ward 8 residents are satisfied with the way The City of Calgary – including Council and Administration (on par with 79% City Wide) are running their City.

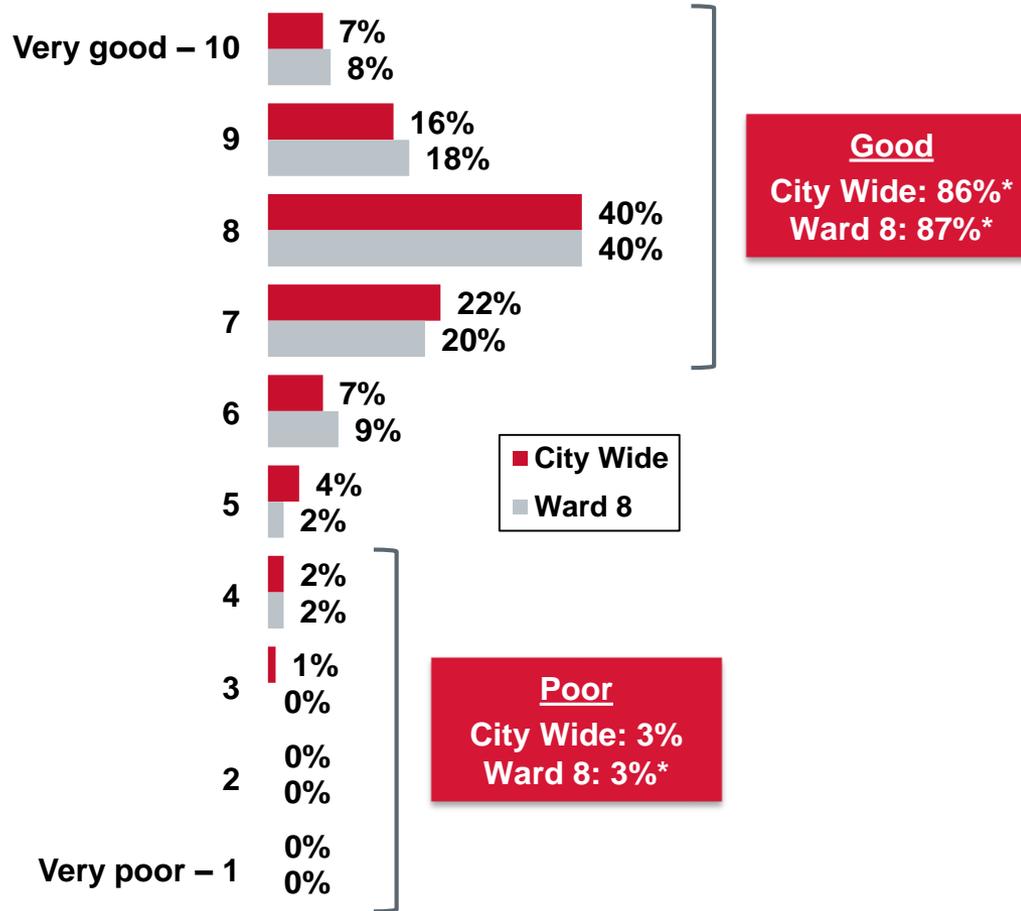


## Quality of Life





# Overall Quality of Life in Calgary



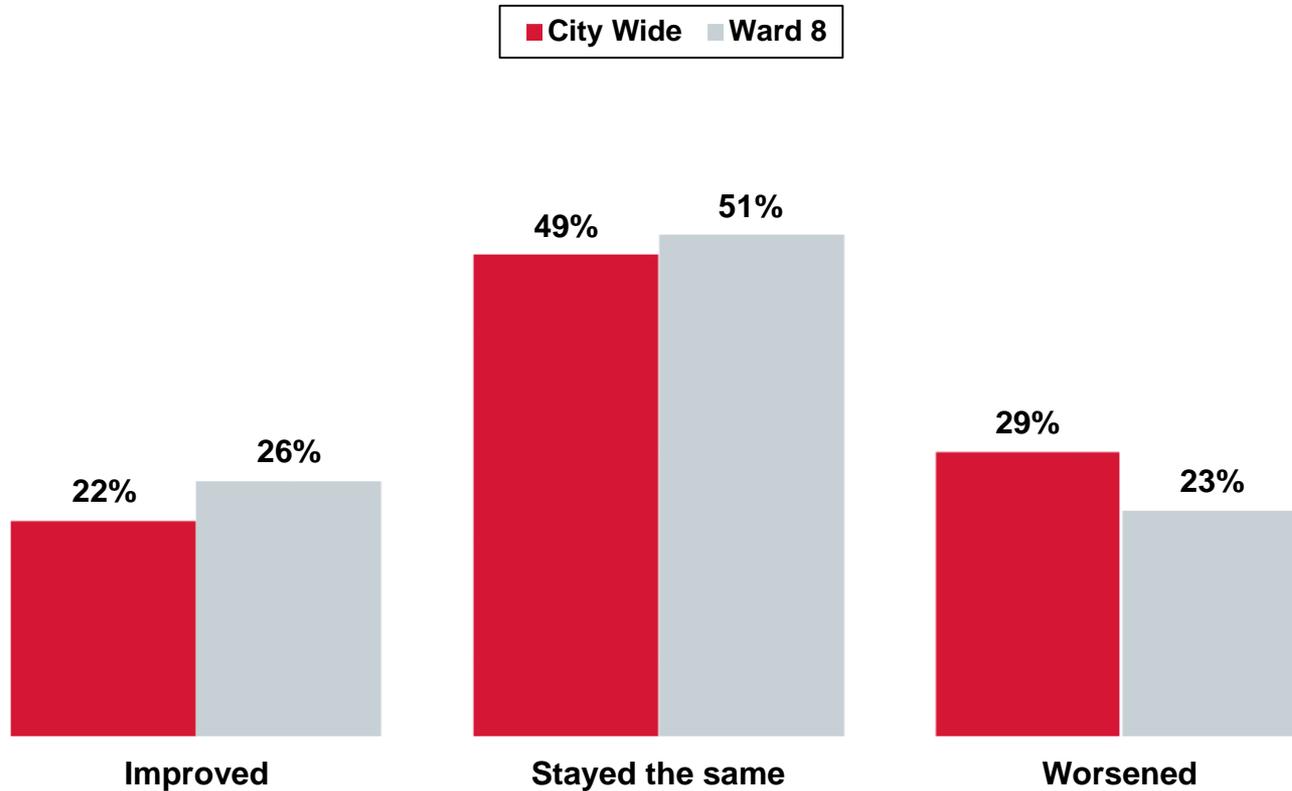
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,497 / Ward 8: n=182)

\*Rounding



# 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=2,482 / Ward 8: n=177)



# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 8

	City Wide	Ward 8
<b>Transportation [NET]</b>	<b>27%</b>	<b>24%</b>
Improvement/ maintenance of existing roads	10%	6%
Better traffic management	6%	3%
<b>Recreation &amp; Community Services [NET]</b>	<b>21%</b>	<b>19%</b>
Parks/ green-space improvement	4%	5%
Building of community centres/ recreation facilities	4%	3%
Availability of (free) programs/ activities/ services	4%	3%
Engage in community events/ activities	4%	3%
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>	<b>20%</b>	<b>22%</b>
Improve job creation/ employment	9%	8%
Expand affordable housing/ rent	4%	6%
<b>Government [NET]</b>	<b>19%</b>	<b>16%</b>
Reduce taxes	8%	9%
Tax spending/ city budget	5%	2%
<b>Transit [NET]</b>	<b>15%</b>	<b>24%↑</b>
Improve public transportation (unspecified)	10%	15%↑
More access to buses/ transit/ trains	5%	3%
<b>Crime, Safety &amp; Policing [NET]</b>	<b>11%</b>	<b>16%↑</b>
Control crime and safety	5%	8%
More policing/ patrolling	5%	7%
<b>Health [NET]</b>	<b>4%</b>	<b>2%</b>
<b>Environment [NET]</b>	<b>4%</b>	<b>5%</b>
<b>Education [NET]</b>	<b>3%</b>	<b>2%</b>
<b>Growth &amp; Planning [NET]</b>	<b>3%</b>	<b>4%</b>
Other	13%	16%
Nothing	17%	13%

NET mentions <3% are not shown

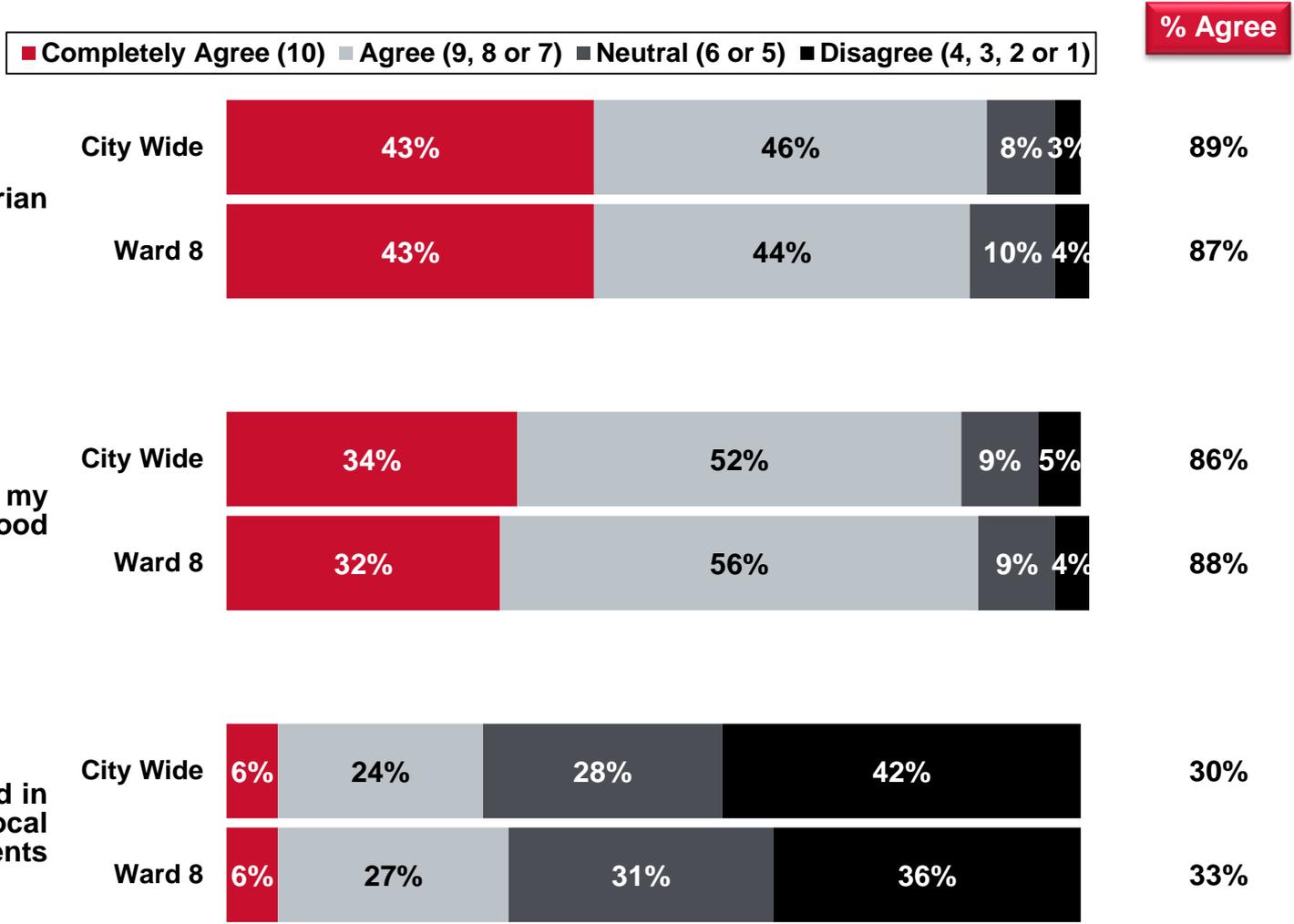
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?

Base: Valid respondents (City Wide: n=2,391 / Ward 8: n=174)



# 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."*

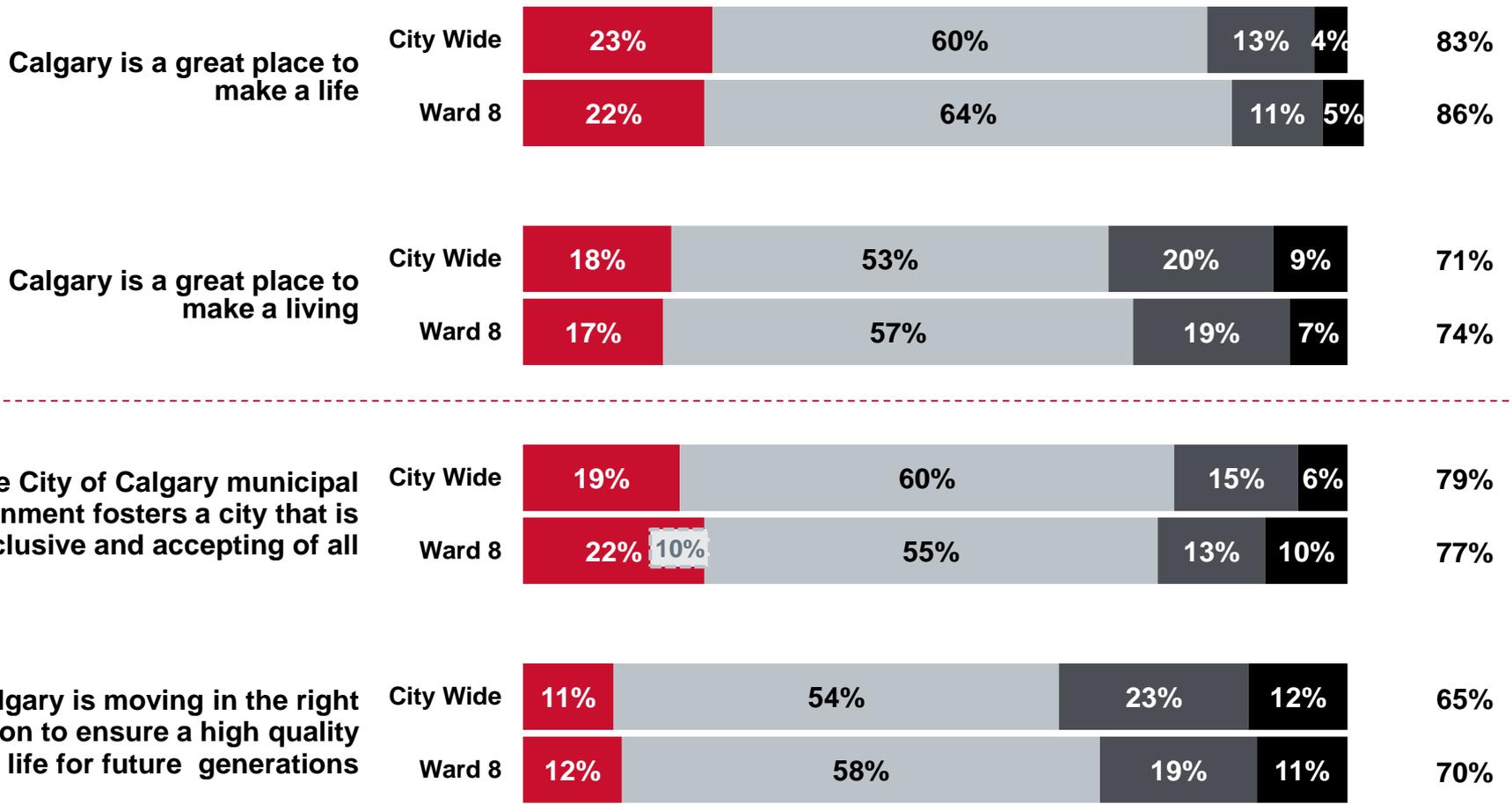
Base: Valid respondents (Bases vary)



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

■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree



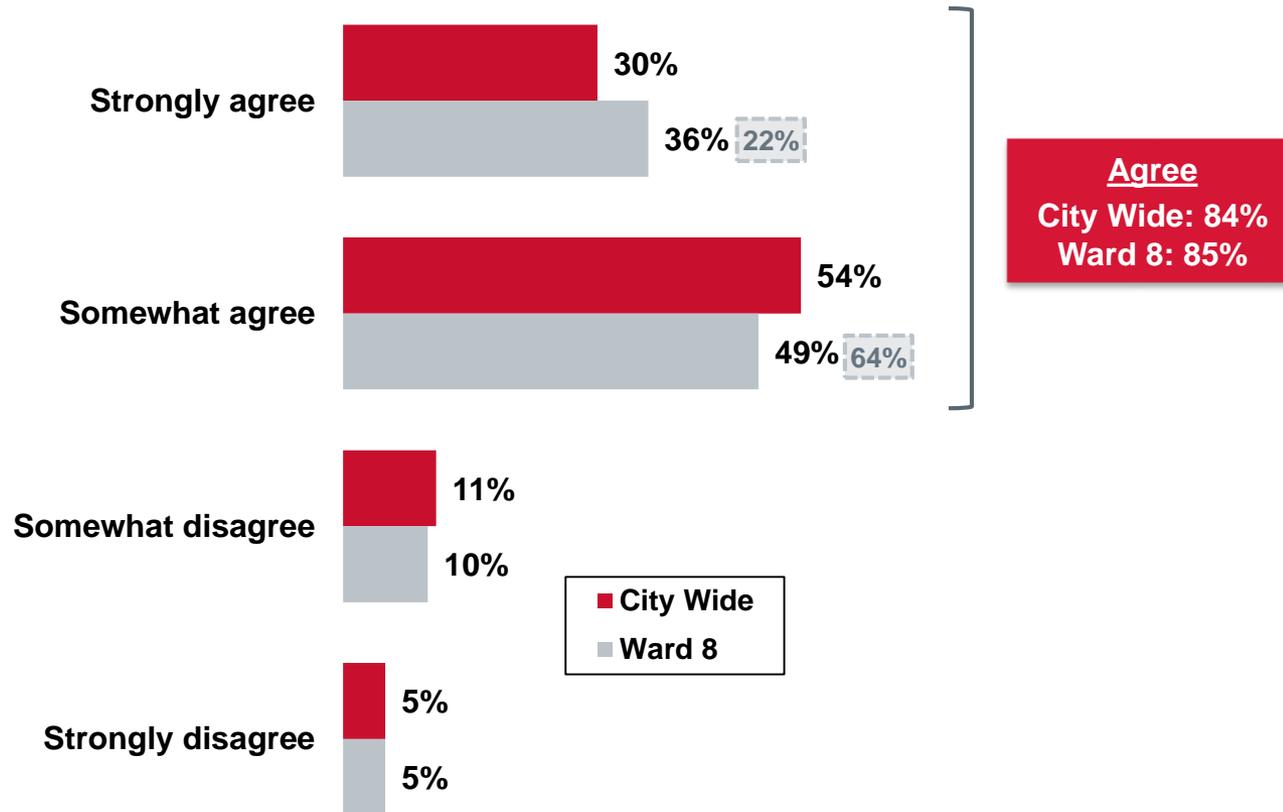
Ward 8 2017

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)



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



Ward 8 2017

*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=2,485 / Ward 8: n=180)



# Perceived Safety in Own Neighbourhood



\*Rounding

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

Base: Valid respondents (City Wide: n=2,496 / Ward 8: n=180)



## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 8

■ First Mention ■ Other Mentions

Issue	City Wide (First)	City Wide (Other)	City Wide (NET)	Ward 8
<b>Infrastructure, Traffic &amp; Roads [NET]</b>	29%	11%	40%	40%
Traffic congestion	7%	9%		11%
(Lack of) snow removal	5%	3%	8%	5%
Roads (unspecified)	6%	8%		8%
Road conditions	3%	3%	6%	5%
<b>Transit [NET]</b>	12%	4%	16%	23%↑ 13%
Transportation (unspecified)	7%	9%		13% 3%
Public Transportation (incl. buses/ C-train/ poor service)	5%	7%		11%
<b>Crime, Safety &amp; Policing [NET]</b>	9%	5%	14%	17%
<b>Recreation [NET]</b>	5%	4%	9%	7%
<b>Taxes [NET]</b>	5%	3%	8%	6%
<b>Environment &amp; Waste Management [NET]</b>	3%	4%	7%	6%
<b>Education [NET]</b>	4%	3%	7%	4%
<b>Economy [NET]</b>	4%	5%		1% 12%
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>	3%	5%		12%↑
<b>Budget &amp; Spending [NET]</b>	2%	4%		5%
<b>Growth &amp; Planning [NET]</b>	3%	4%		10%↑
<b>Olympics [NET]</b>	2%	4%		7%
<b>Other</b>			18%	24%
<b>None</b>			16%	9%

NET mentions <4% are not shown

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

Ward 8 2017

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=2,454 / Ward 8: n=180)

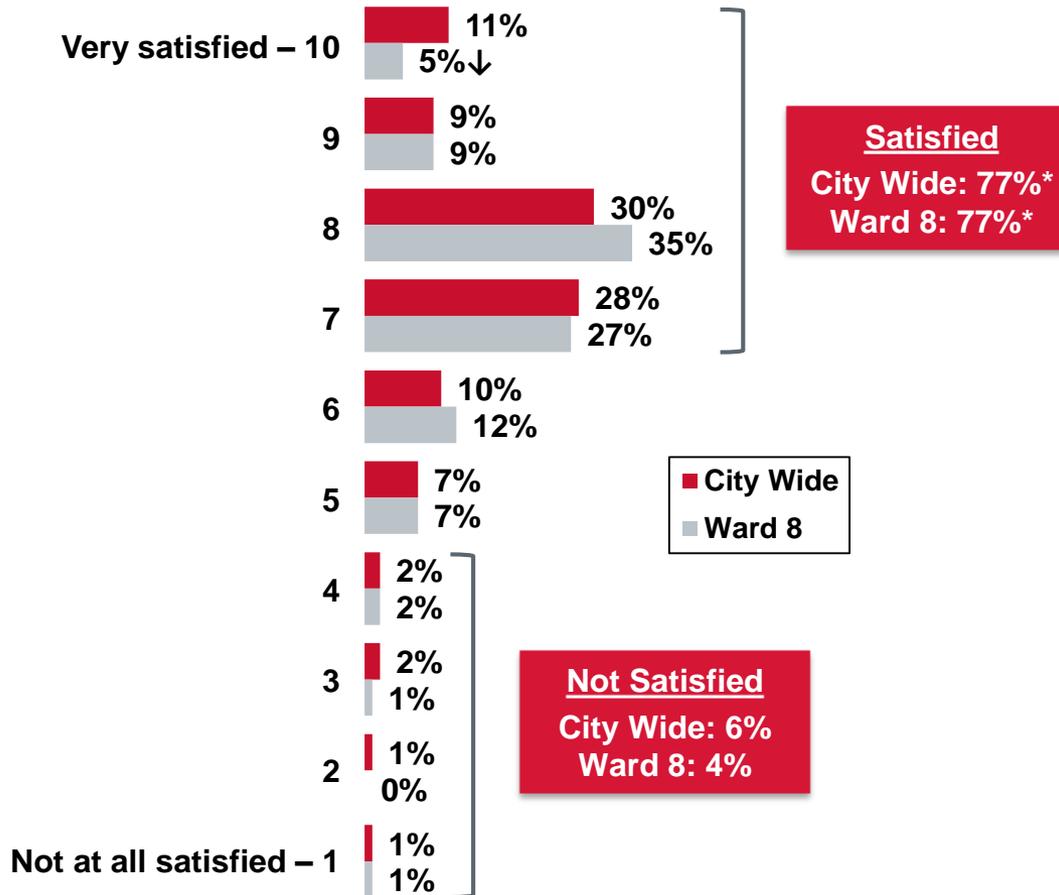


## City Programs and Services





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



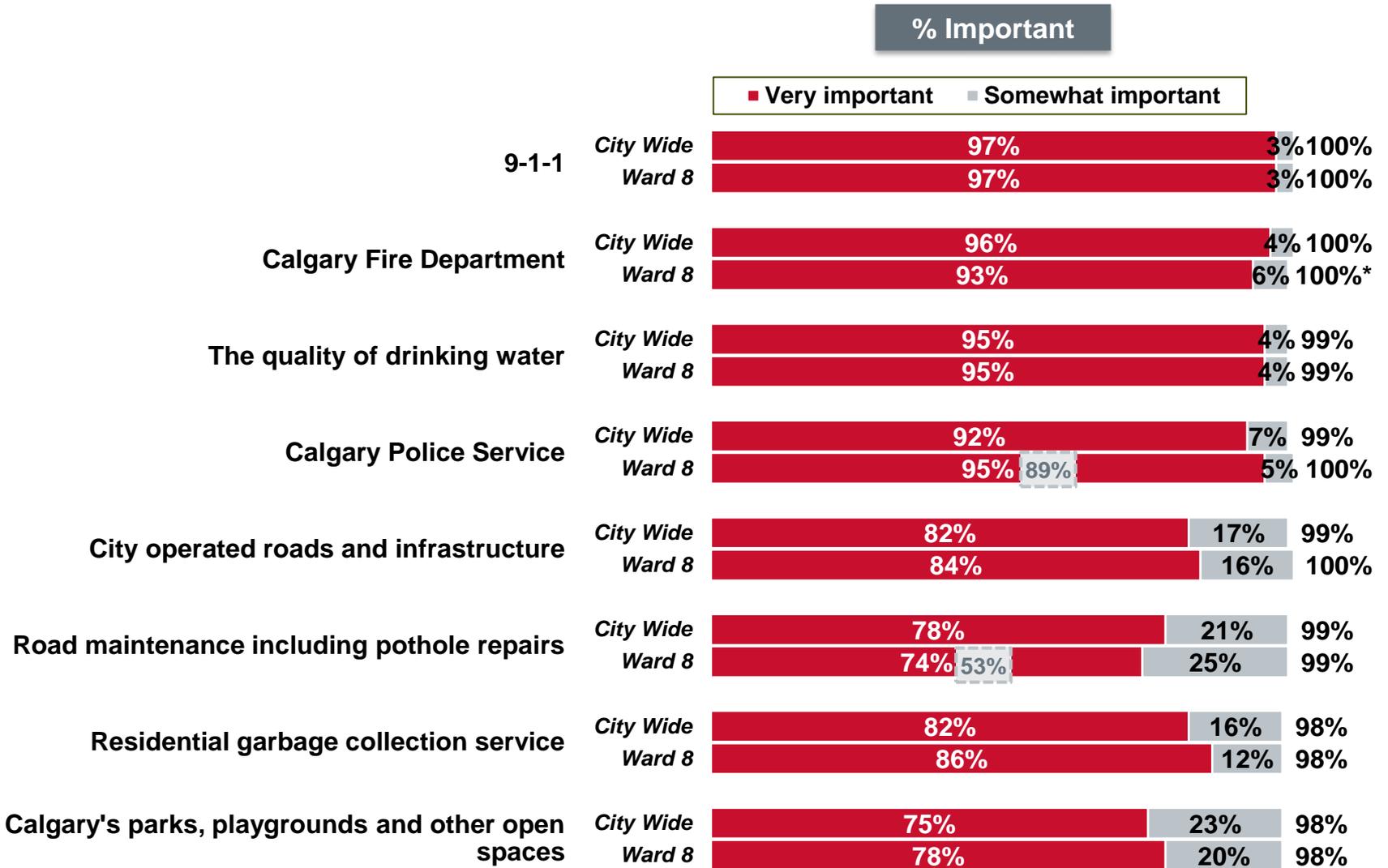
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

\*Rounding

Base: Valid respondents (City Wide: n=2,488 / Ward 8: n=180)



# Importance of City Programs and Services



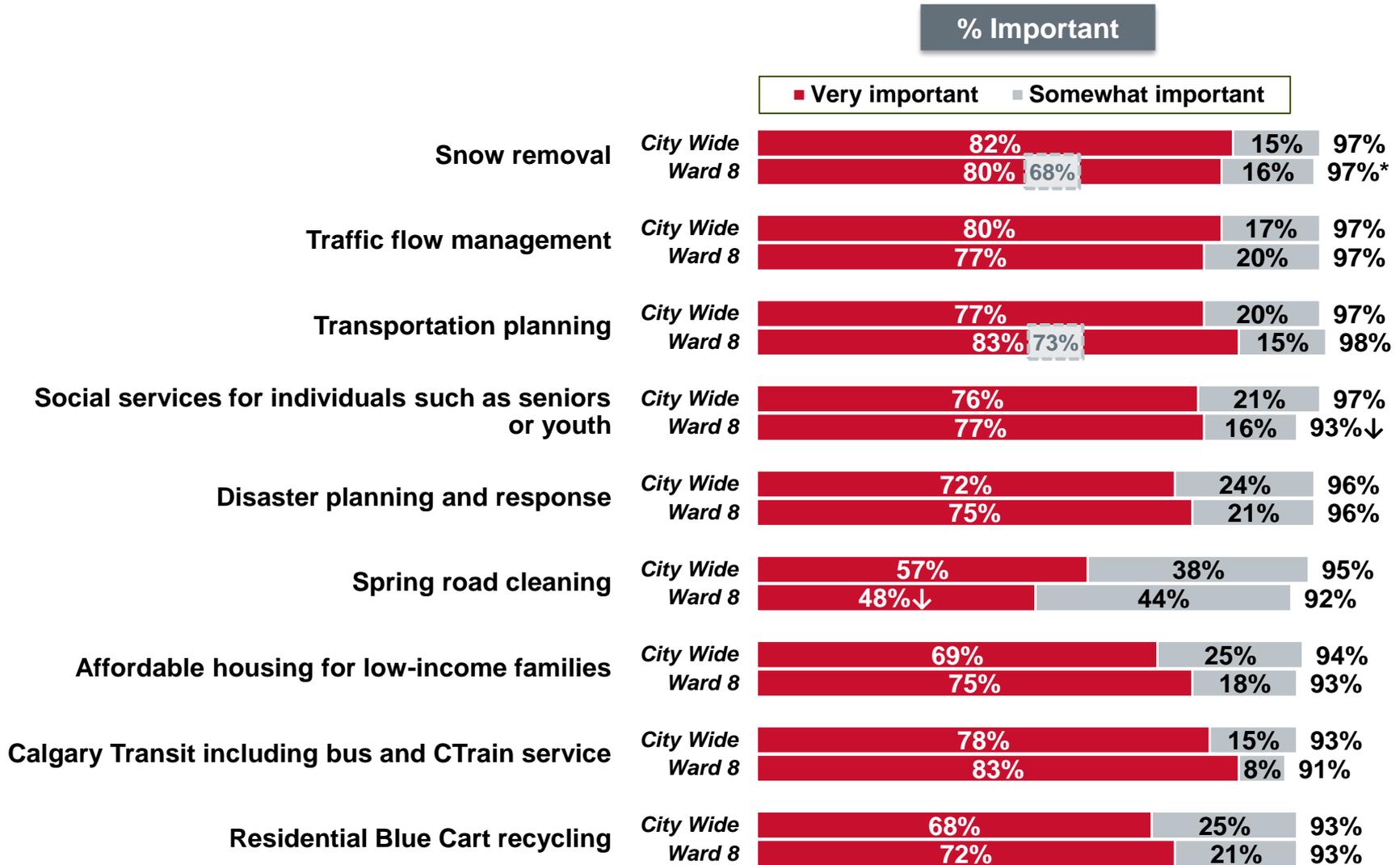
Ward 8 2017

\*Rounding

*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)**



# Importance of City Programs and Services (continued)



Ward 8 2017

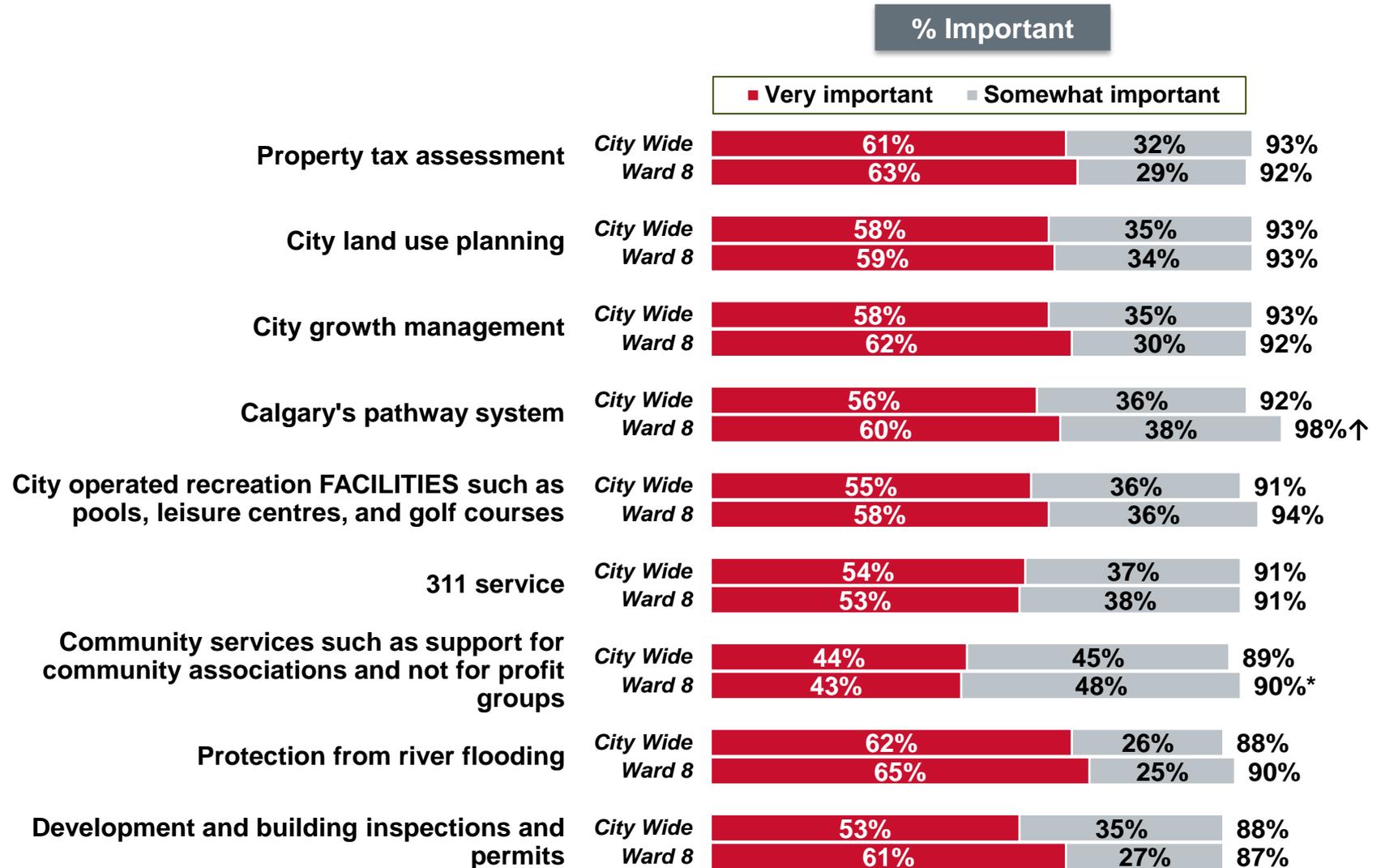
\*Rounding

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)



# Importance of City Programs and Services (continued)



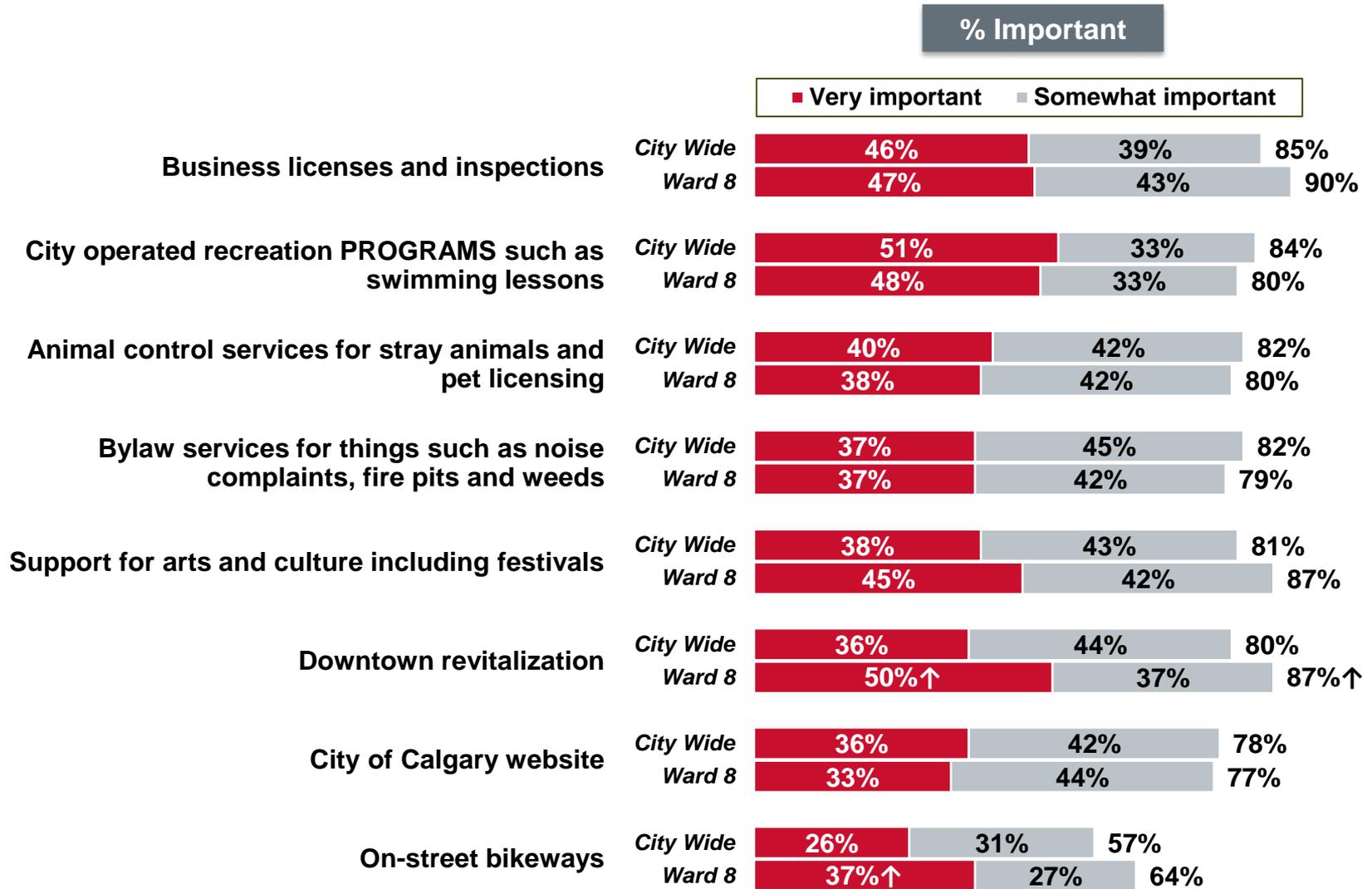
\*Rounding

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

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

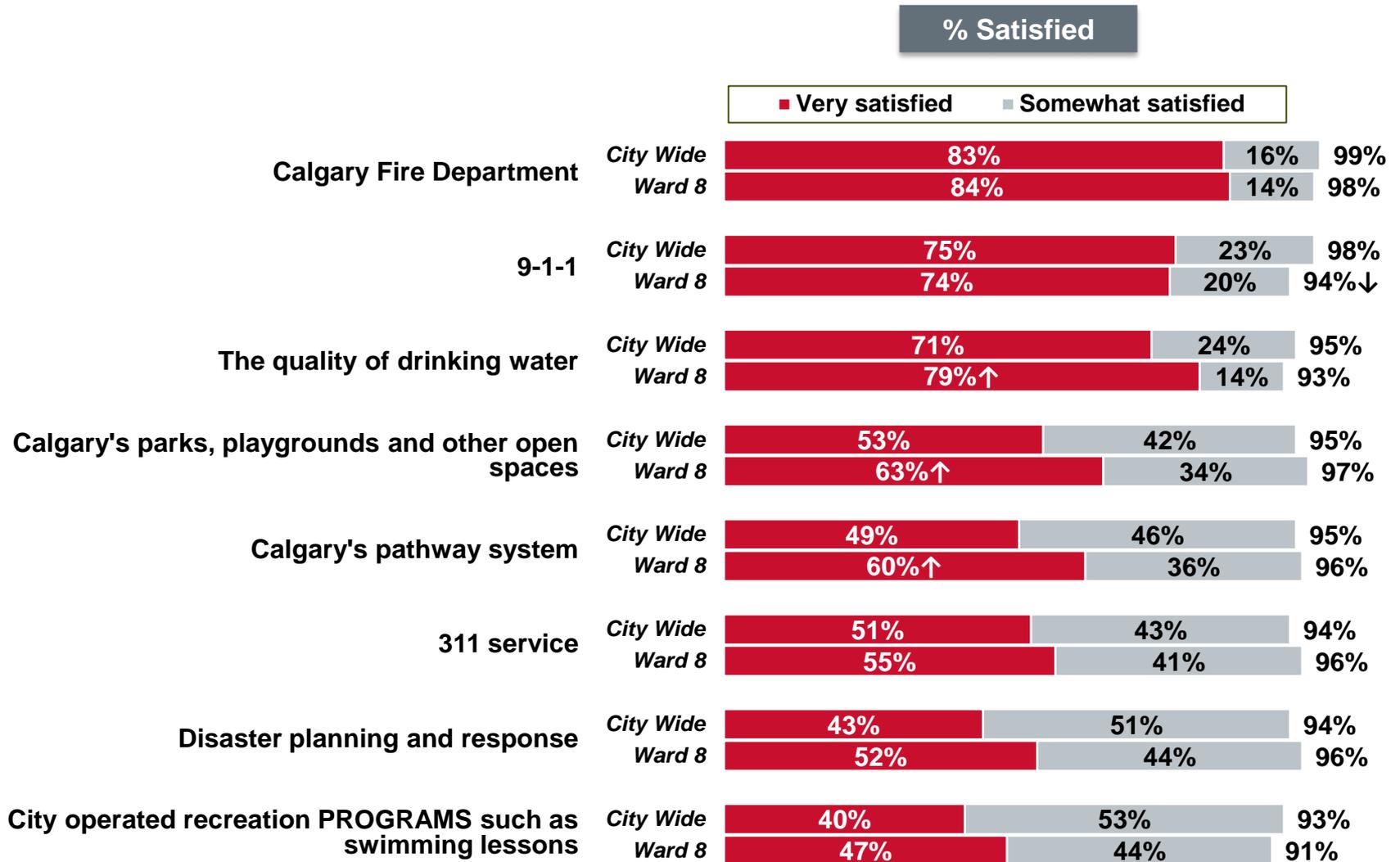


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



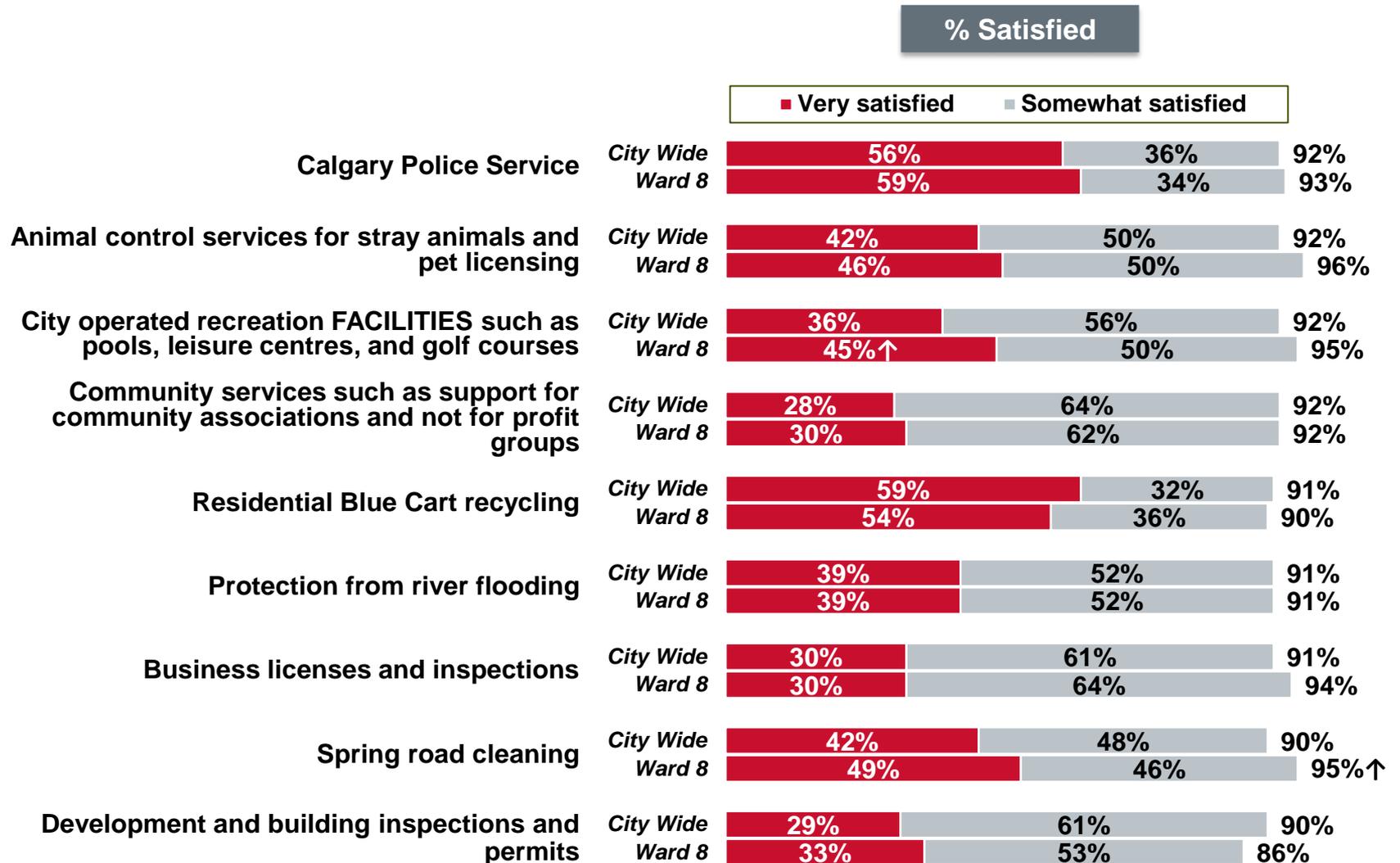
# Satisfaction with City Programs and Services



*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)



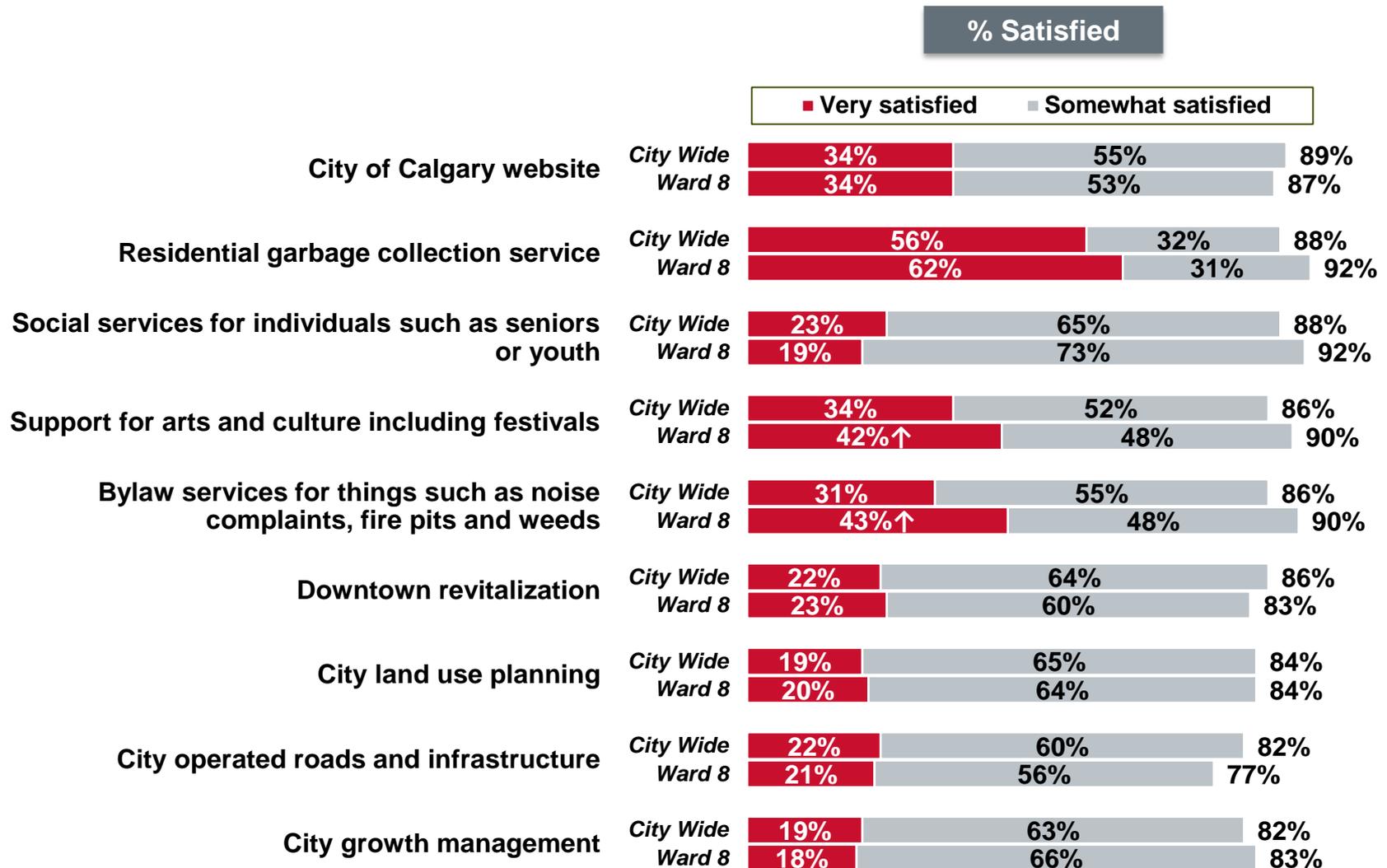
# Satisfaction with City Programs and Services (continued)



*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*  
 Base: Valid respondents (Bases vary)



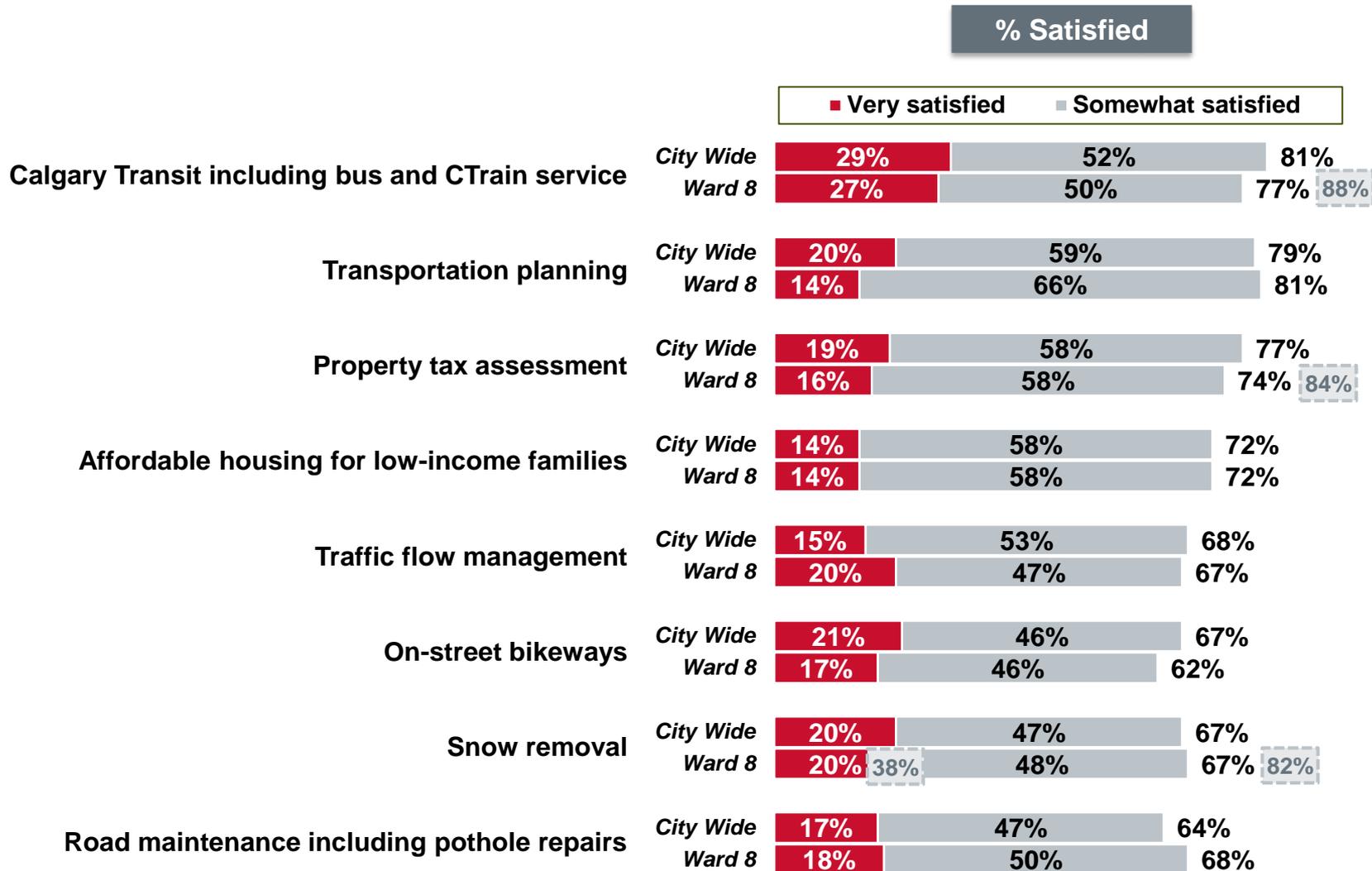
# Satisfaction with City Programs and Services (continued)



*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*  
 Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)

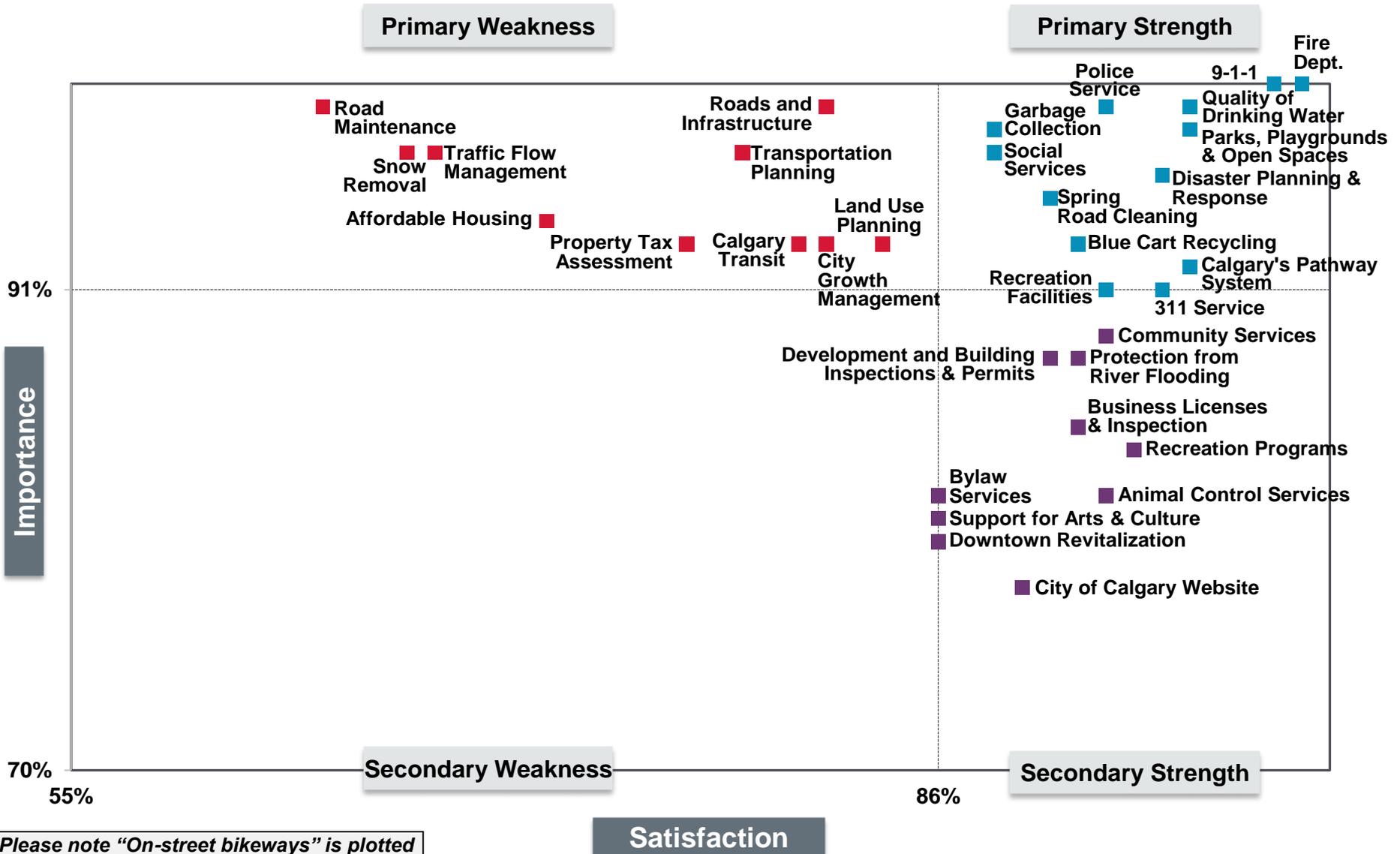


Ward 8 2017

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)



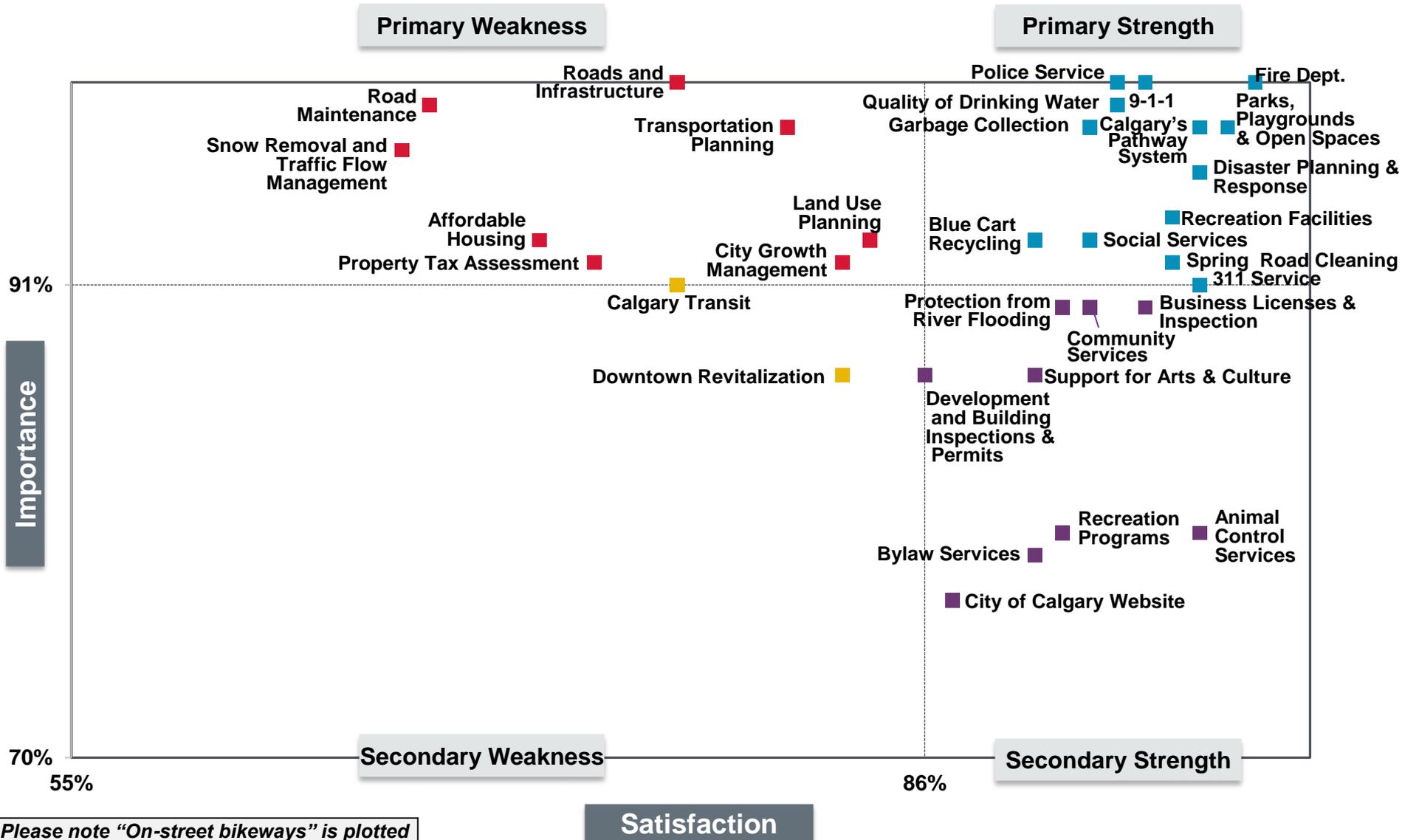
# Importance vs. Satisfaction Grid: City Wide



Please note "On-street bikeways" is plotted at (67% satisfaction, 57% importance) and not illustrated on this graph.



# Importance vs. Satisfaction Grid: Ward 8



Please note "On-street bikeways" is plotted at (62% satisfaction, 64% importance) and not illustrated on this graph.



# Primary Strengths and Weaknesses: City Wide versus Ward 8

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

**Primary Strength**

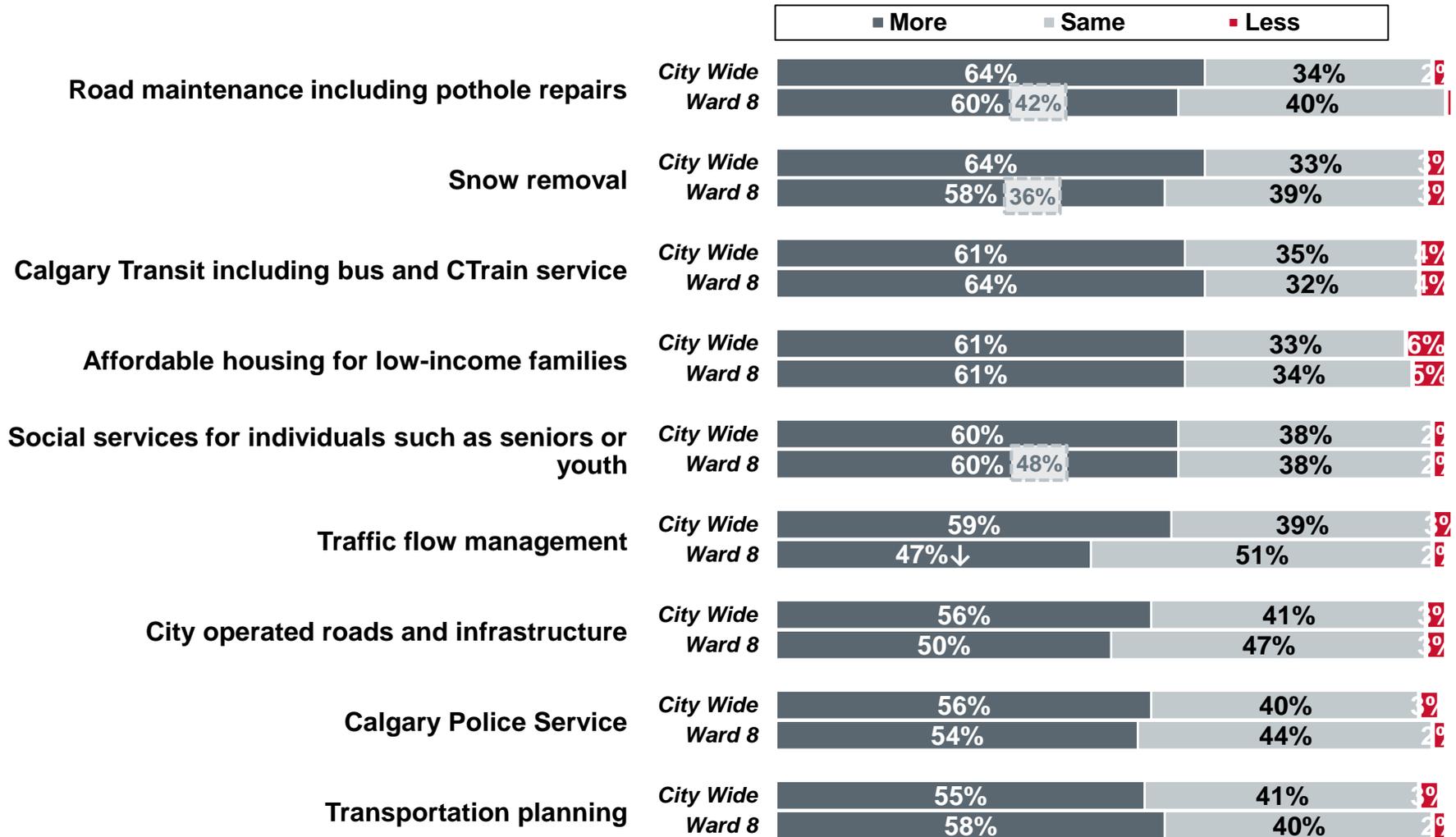
**Primary Weakness**

**Neither (in another quadrant)**

	City Wide	Ward 8
Fire Department		
9-1-1		
Quality of Drinking Water		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Police Service		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Residential Garbage Collection		
Social Services		
Recreation Facilities		
311 Service		
Road Maintenance		
Snow Removal		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Transportation Planning		
Roads and Infrastructure		
Calgary Transit		
City Growth Management		
Land Use Planning		



# Investment in City Programs and Services

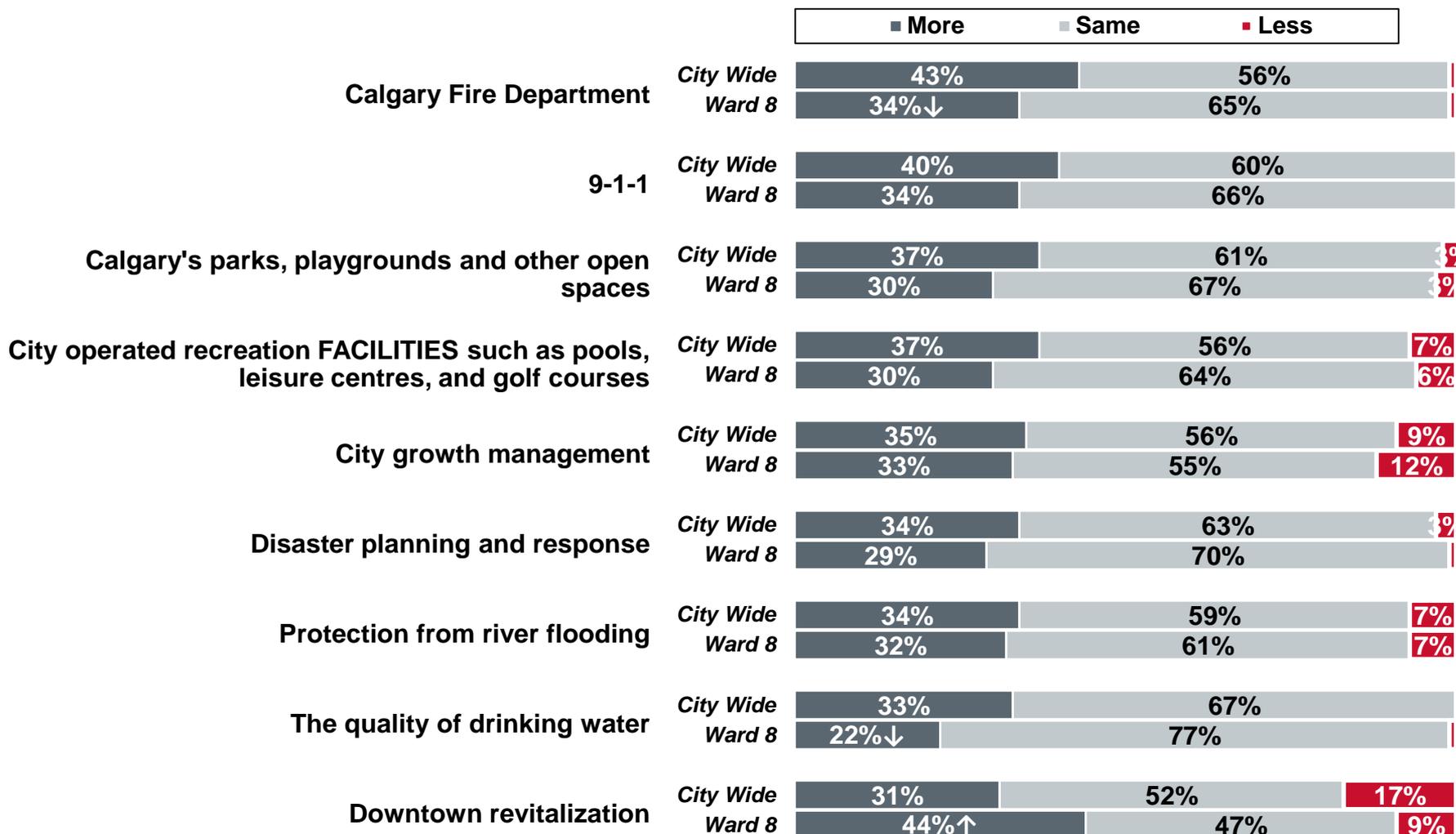


Ward 8 2017

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)



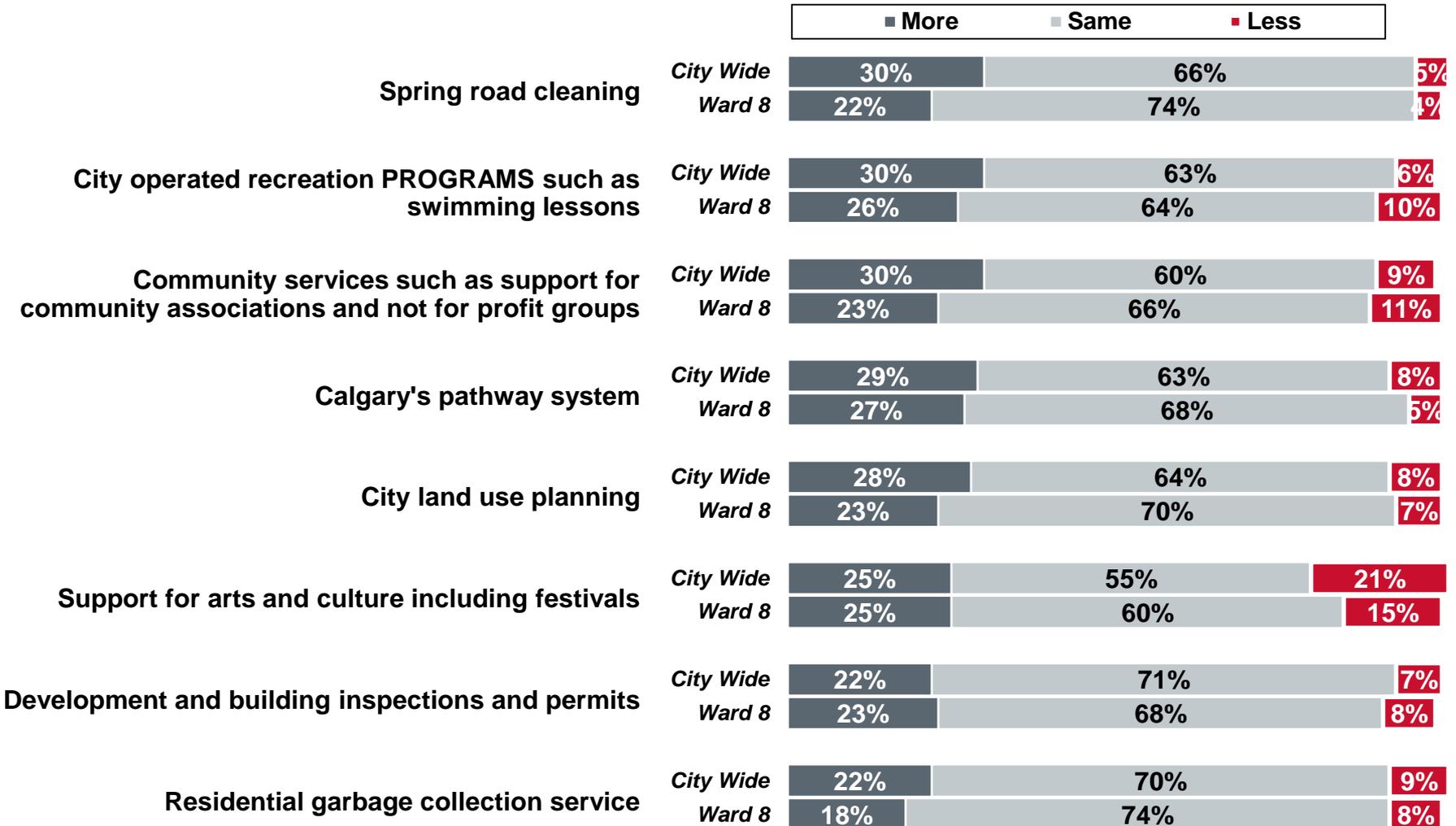
# Investment in City Programs and Services (continued)



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)



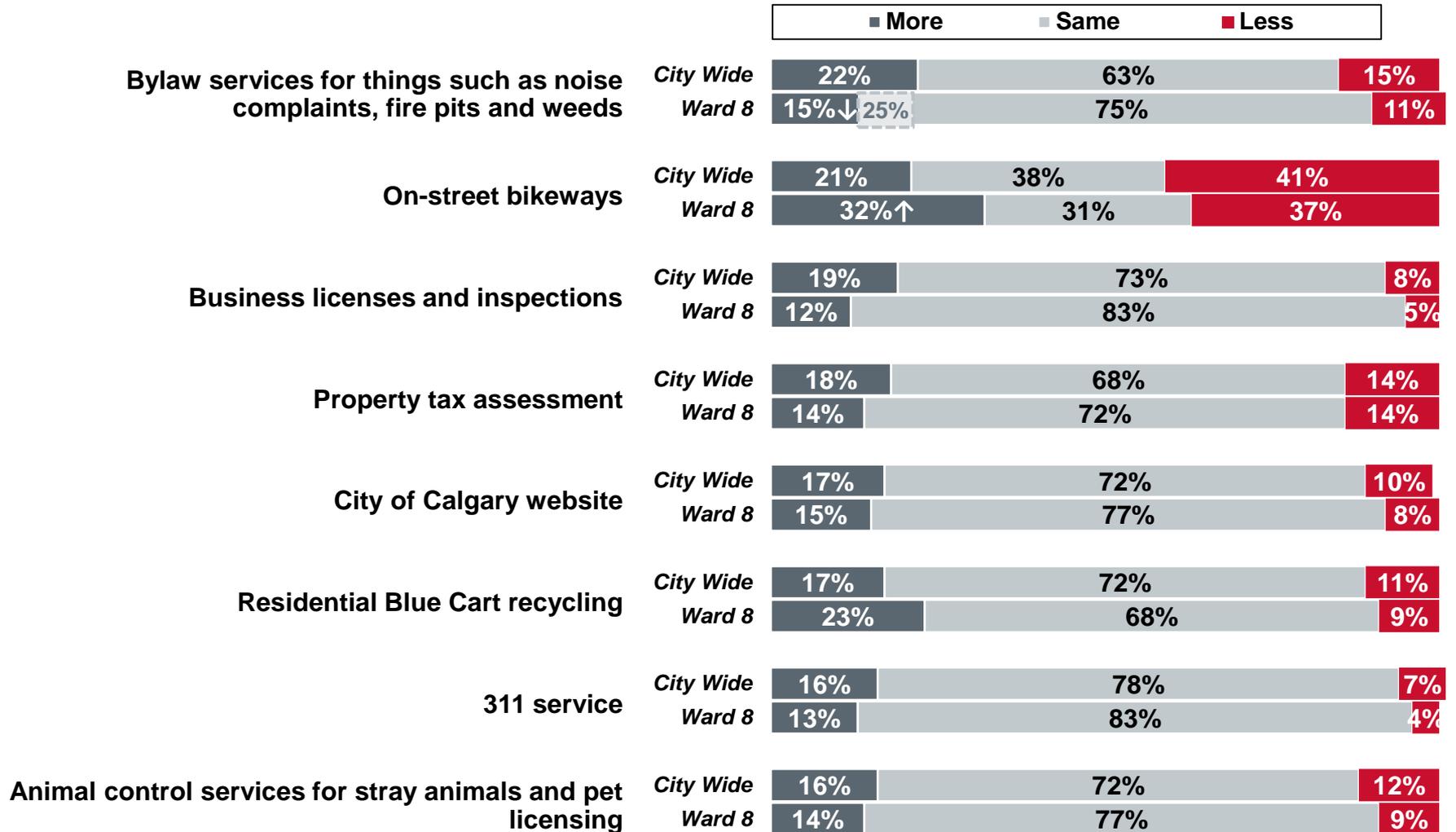
# Investment in City Programs and Services (continued)



*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)



# Investment in City Programs and Services (continued)



Ward 8 2017

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)

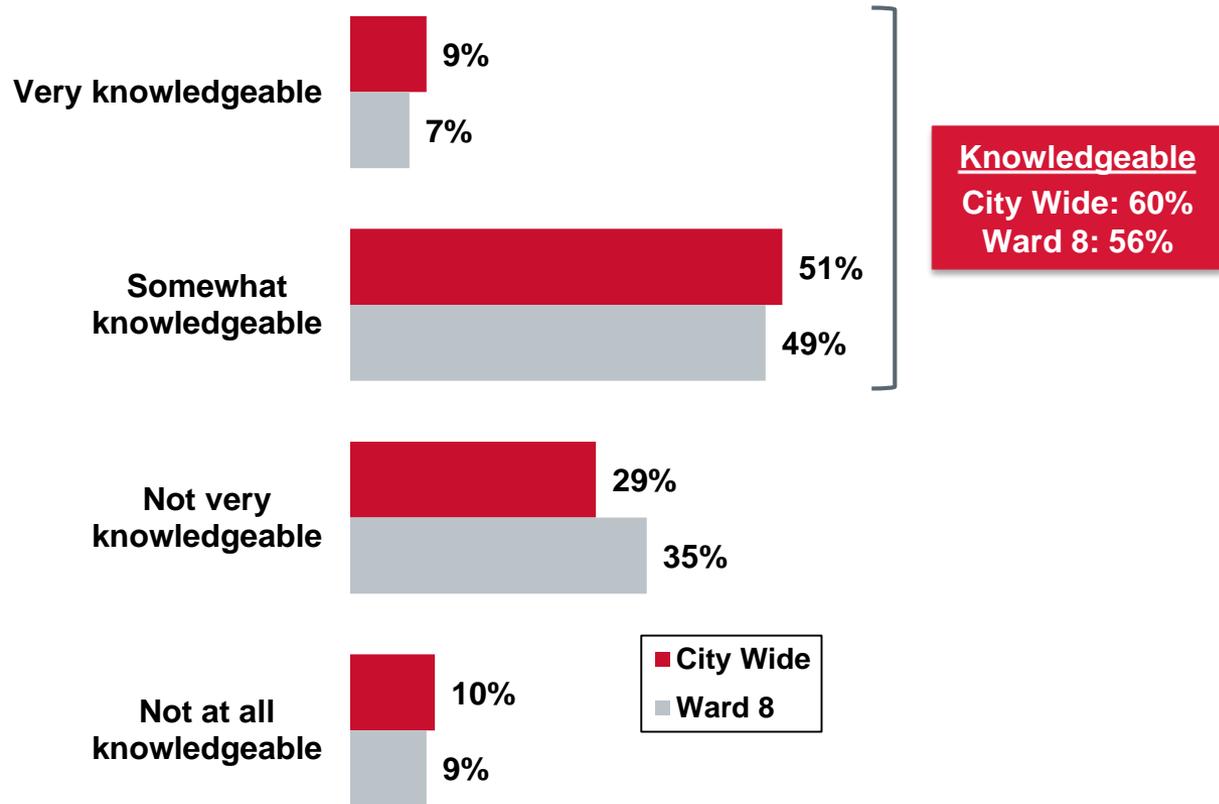


# Taxation





# Knowledge Levels of Tax Dollar Spending

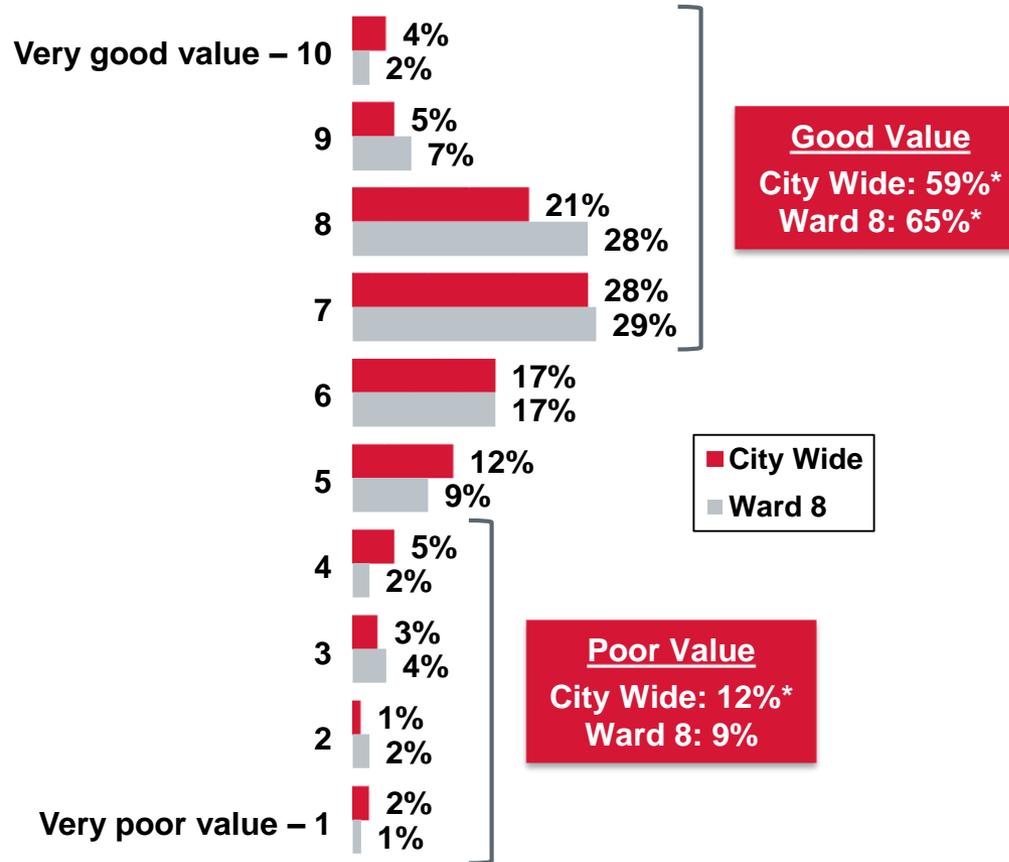


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,492 / Ward 8: n=181)



# Perceived Value of Property Taxes



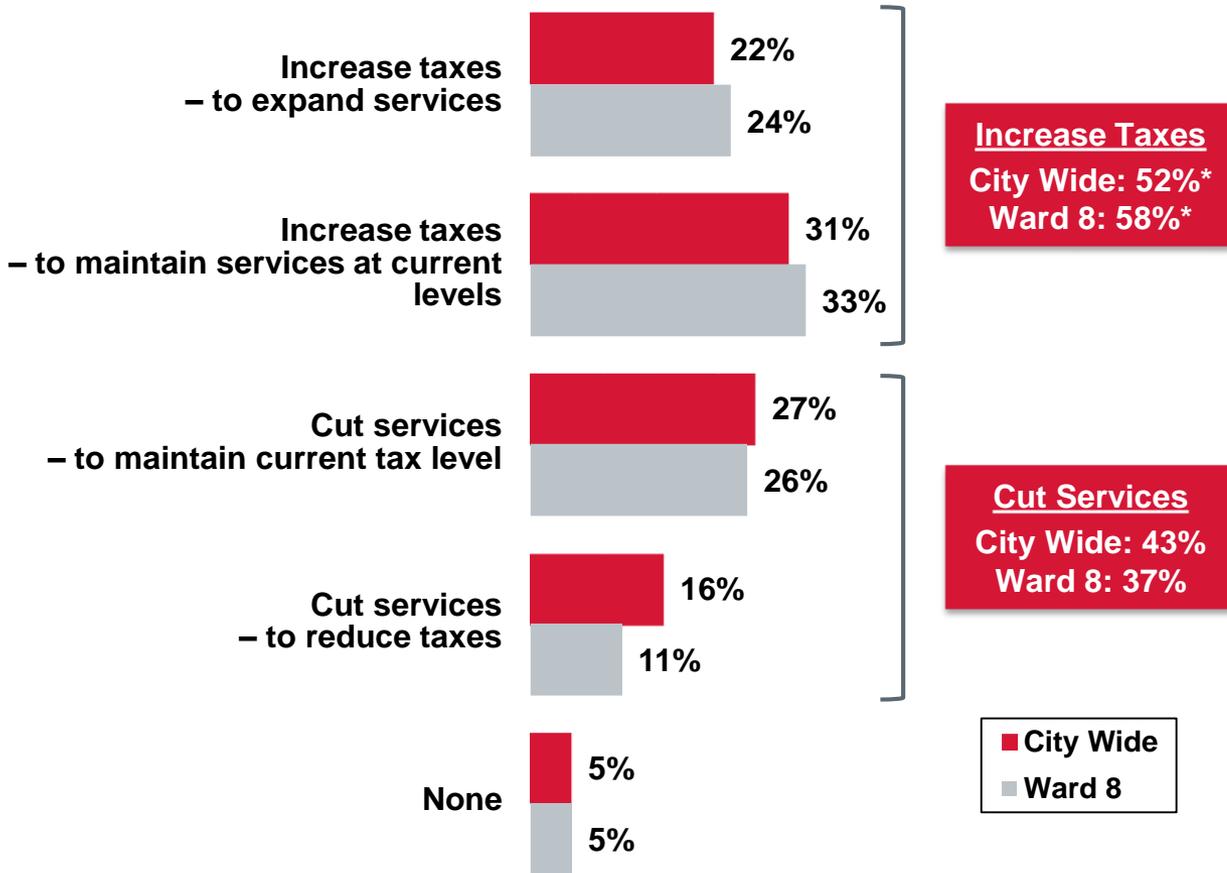
\*Rounding

Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill 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=2,477 / Ward 8: n=178)



# Balancing Taxation and Service Delivery Levels



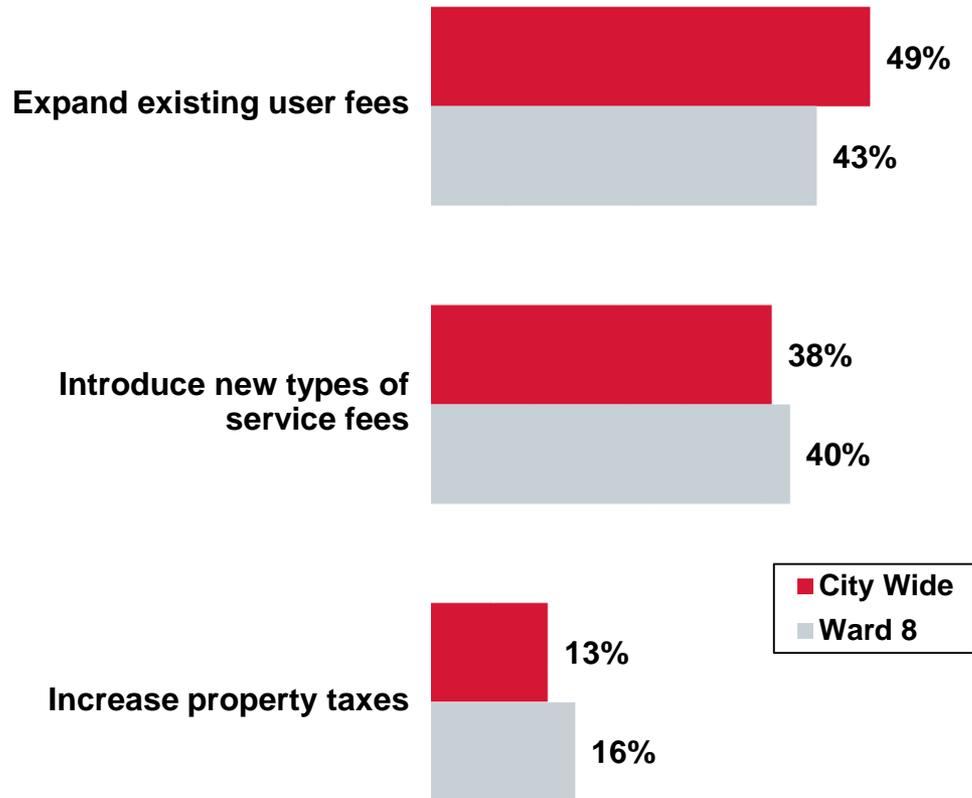
\*Rounding

*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=2,460 / Ward 8: n=180)



# Options for Increasing City Revenue



*Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?*

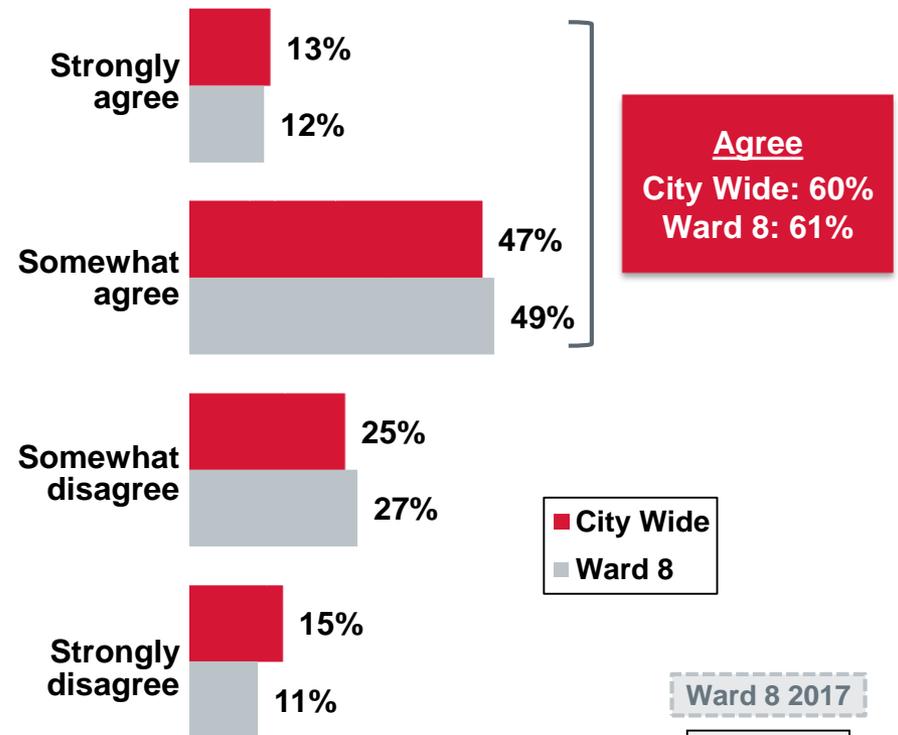
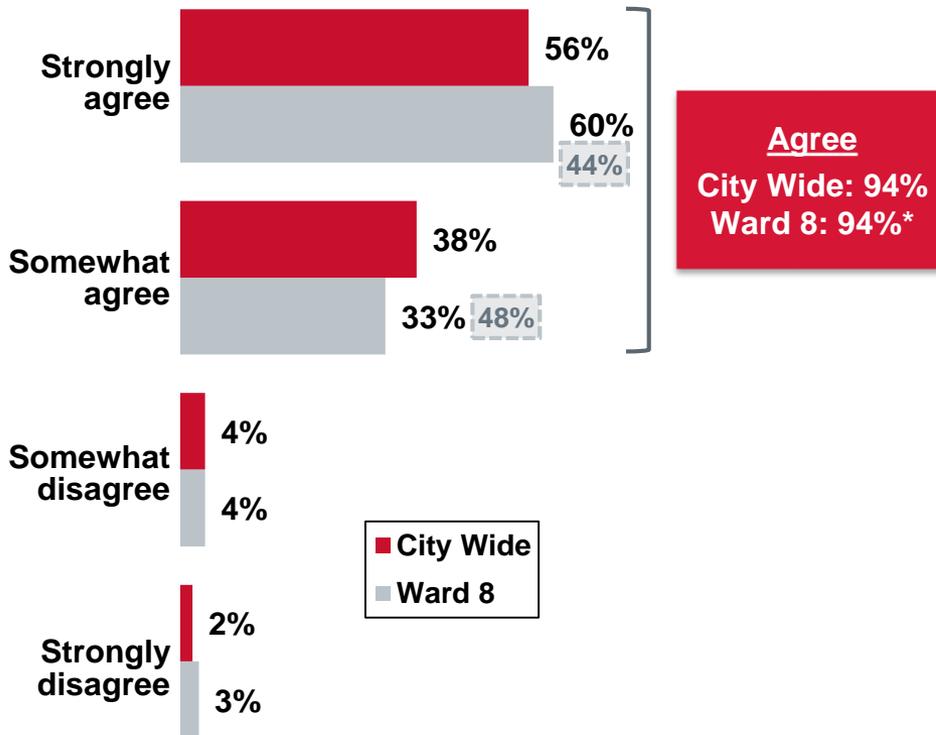
Base: Valid respondents (City Wide: n=2,352 / Ward 8: n=170)



# 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*



Base: Valid respondents (City Wide: n=2,487 / Ward 8: n=180)

Base: Valid respondents (City Wide: n=2,463 / Ward 8: n=176)

Ward 8 2017

\*Rounding

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

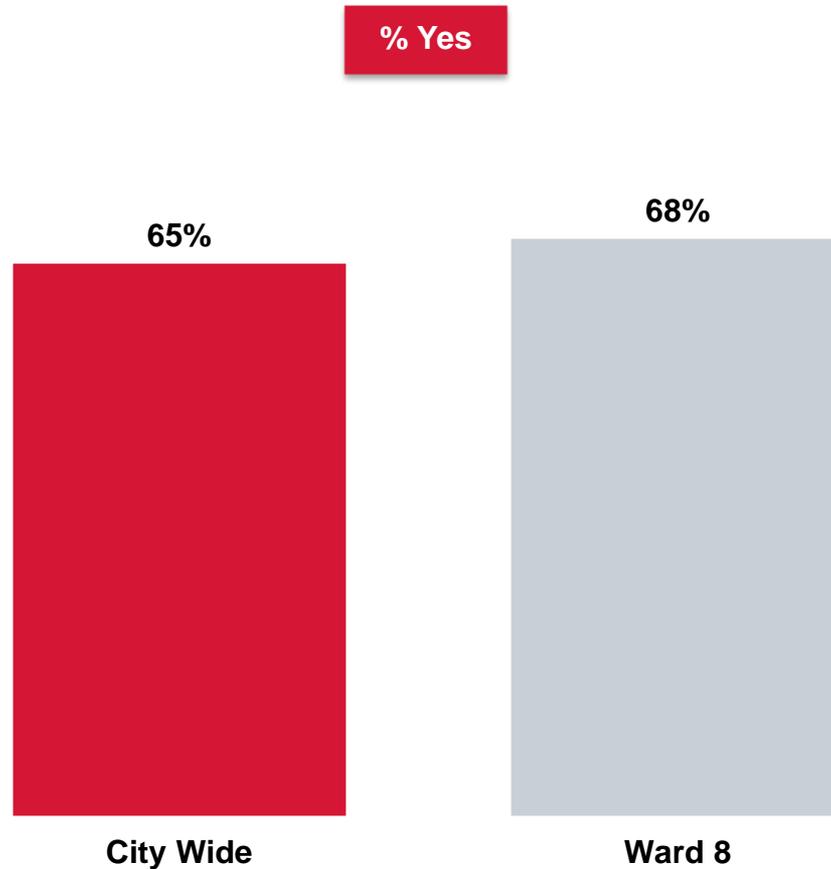


## Contact with The City and Customer Service





# Past 12 Months Contact with The City of Calgary

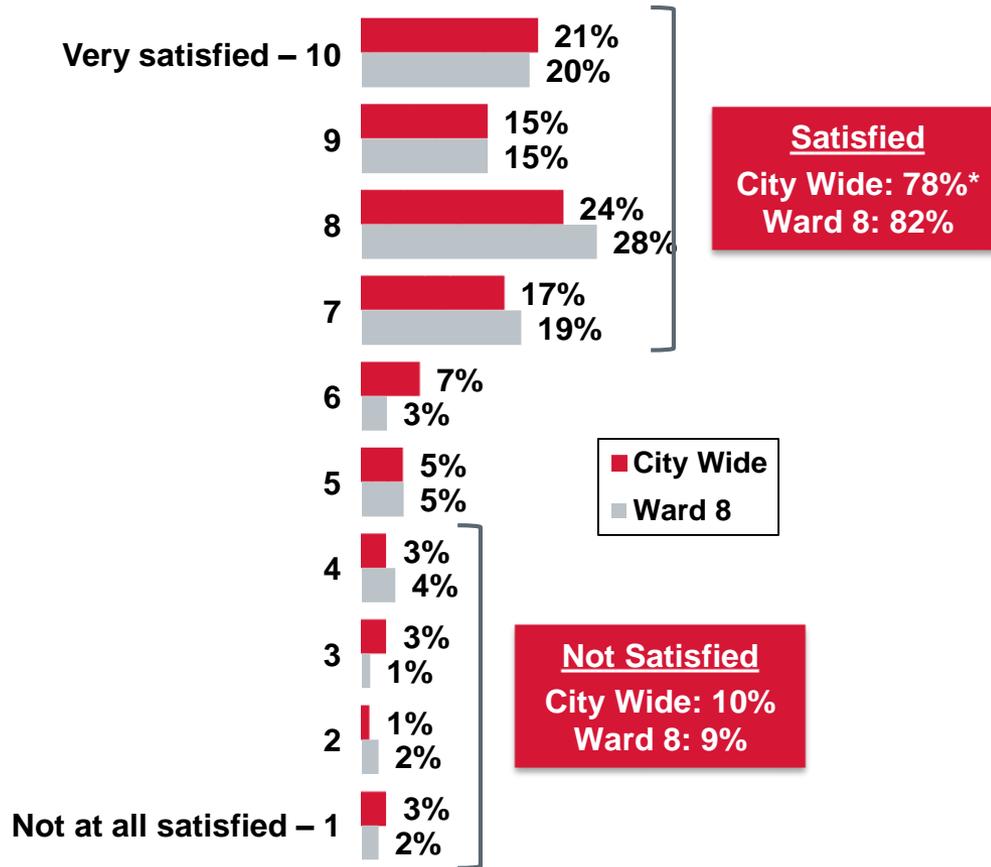


*Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?*

Base: Valid respondents (City Wide: n=2,488 / Ward 8: n=181)



# Satisfaction with the Overall Level and Quality of Customer Service



\*Rounding

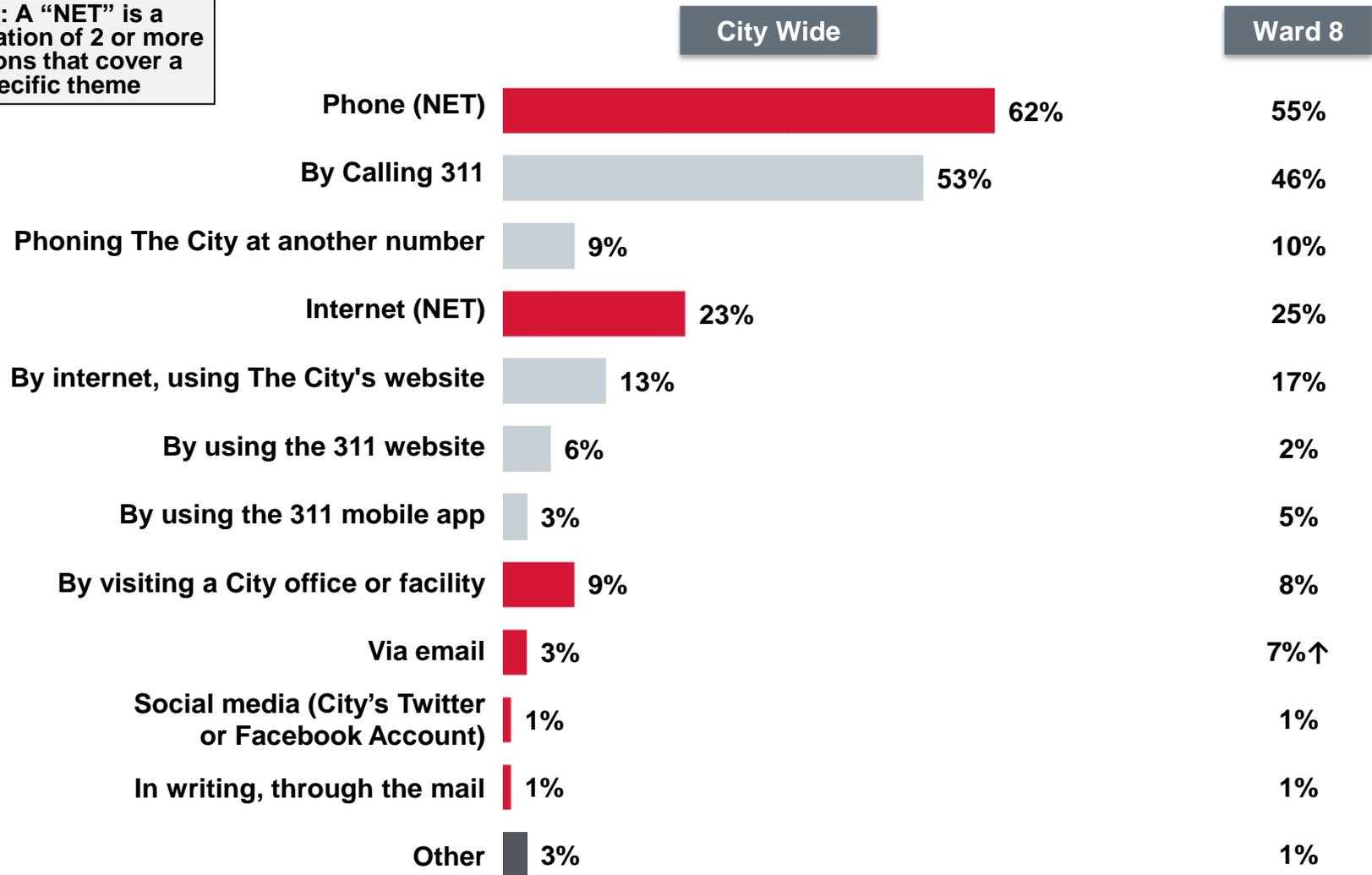
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,651 / Ward 8: n=124)



# Type of Contact

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

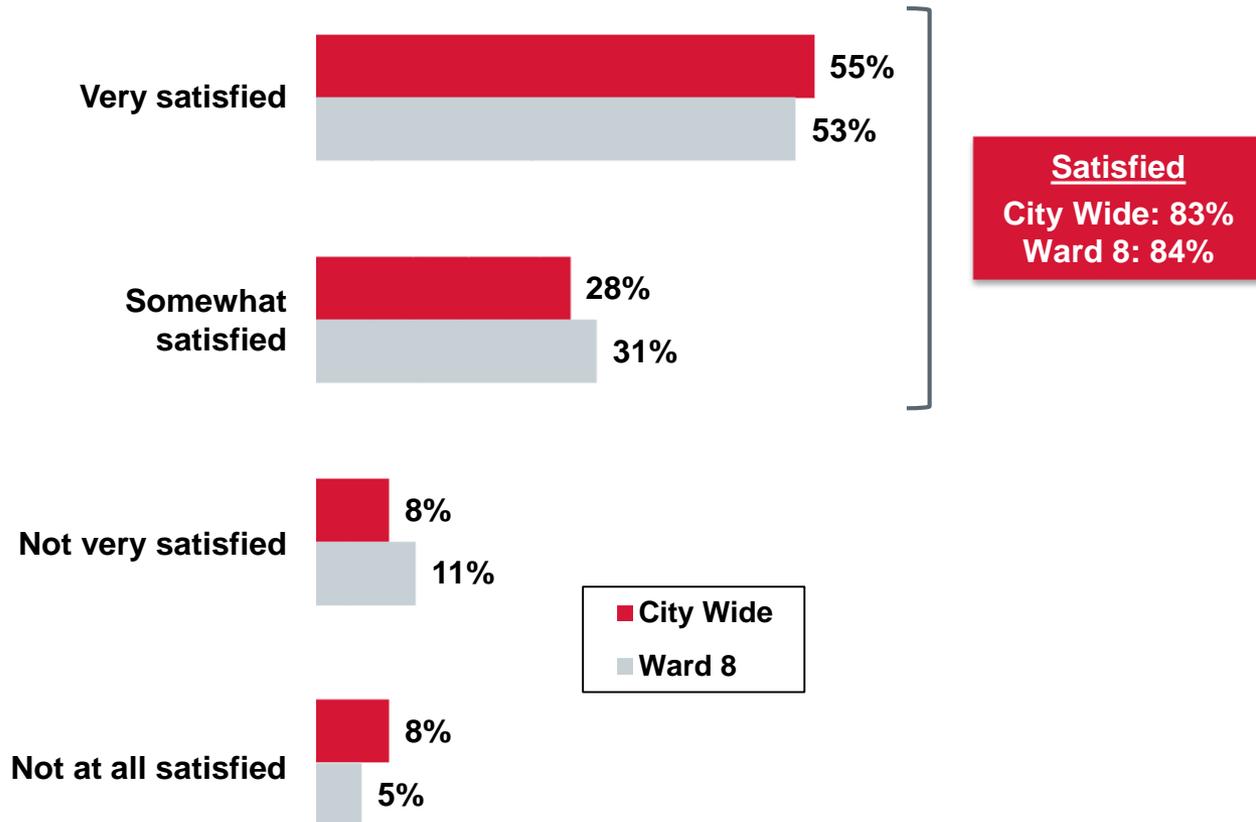


When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,126 / Ward 8: n=85)



# Satisfaction with Most Recent City Contact



*How satisfied were you with your most recent contact with The City?*

Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,125 / Ward 8: n=85)



# Attitudes Regarding Customer Service

% Agree

■ Strongly agree ■ Somewhat agree



*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)

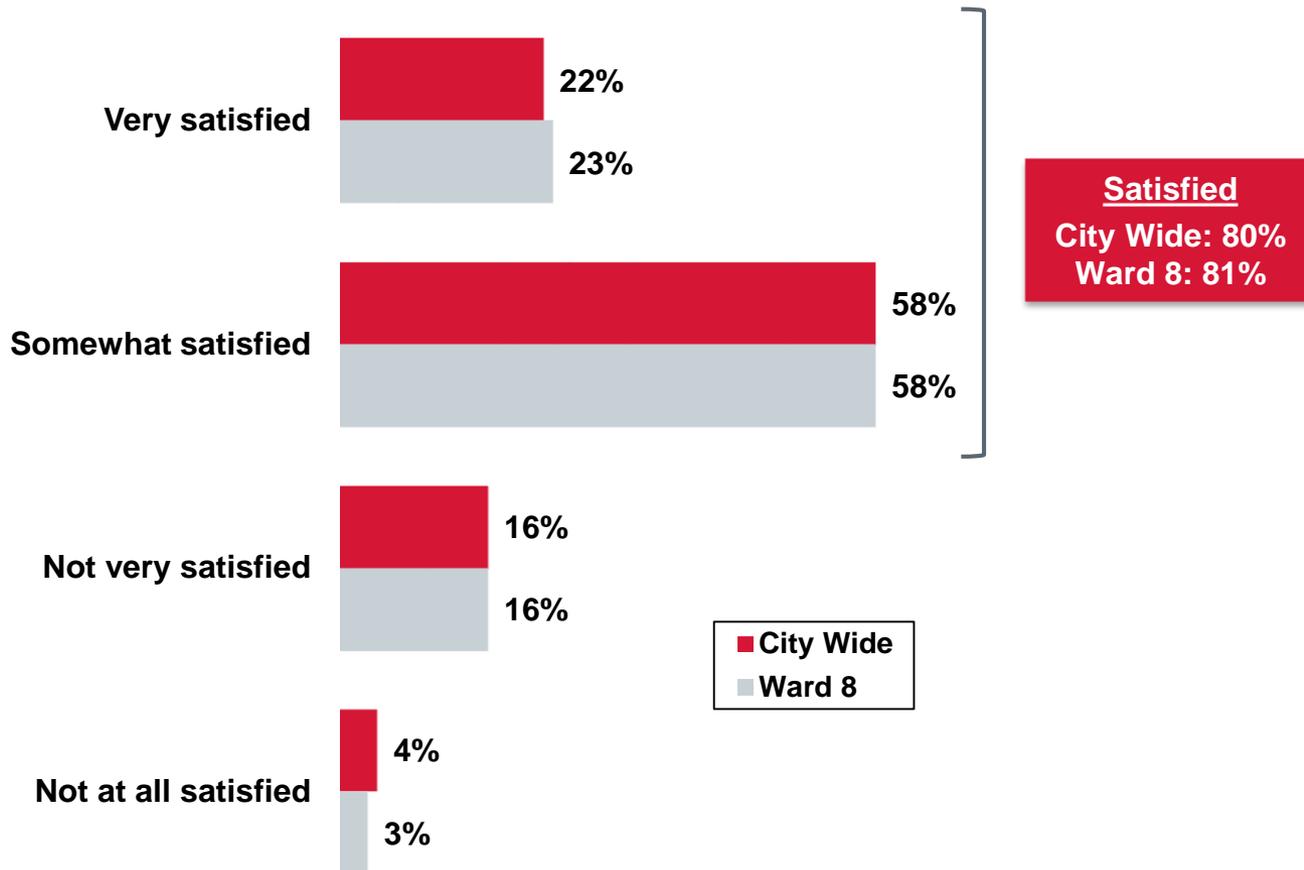


## City Communications





# Satisfaction with the Overall Quality of City Information and Communications

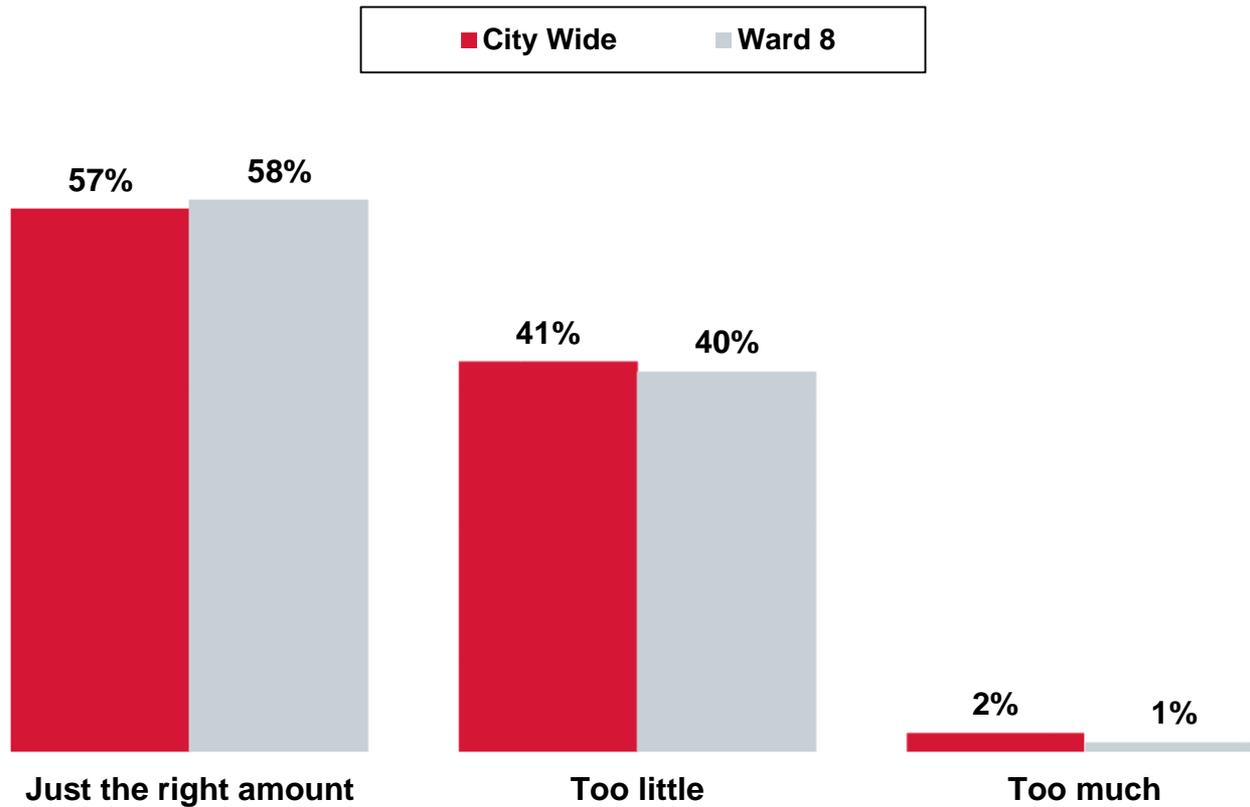


*And how satisfied are you with the overall quality of City information and communications?*

Base: Valid respondents (City Wide: n=2,490 / Ward 8: n=179)



# The Amount of Information Accessible



*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=2,470 / Ward 8: n=179)



## City Reputation and Performance





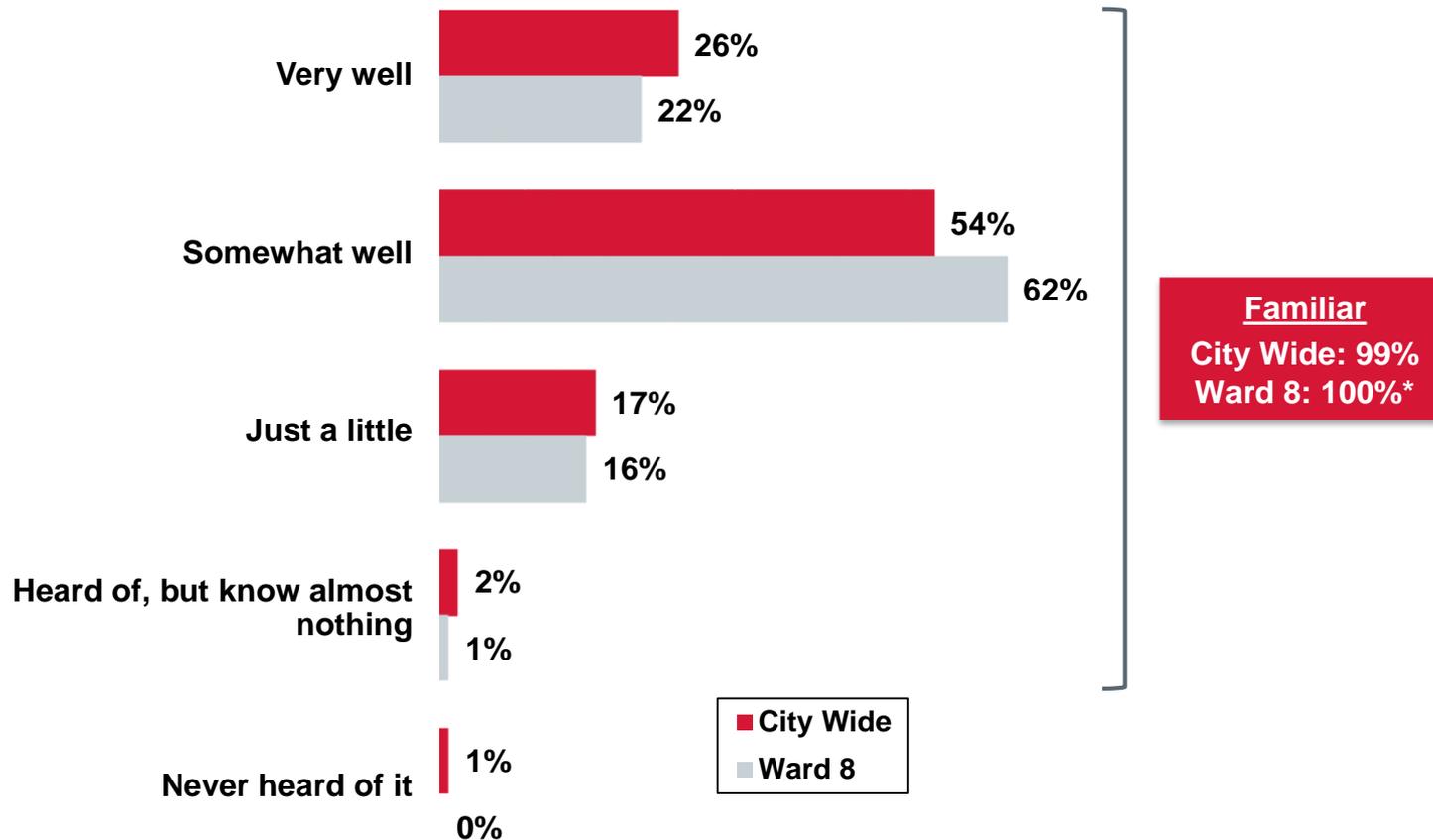
## A Model of Reputation



**Building a strong reputation helps an organization perform more effectively in the present AND builds a reservoir of goodwill to draw upon in future crises**



# Familiarity



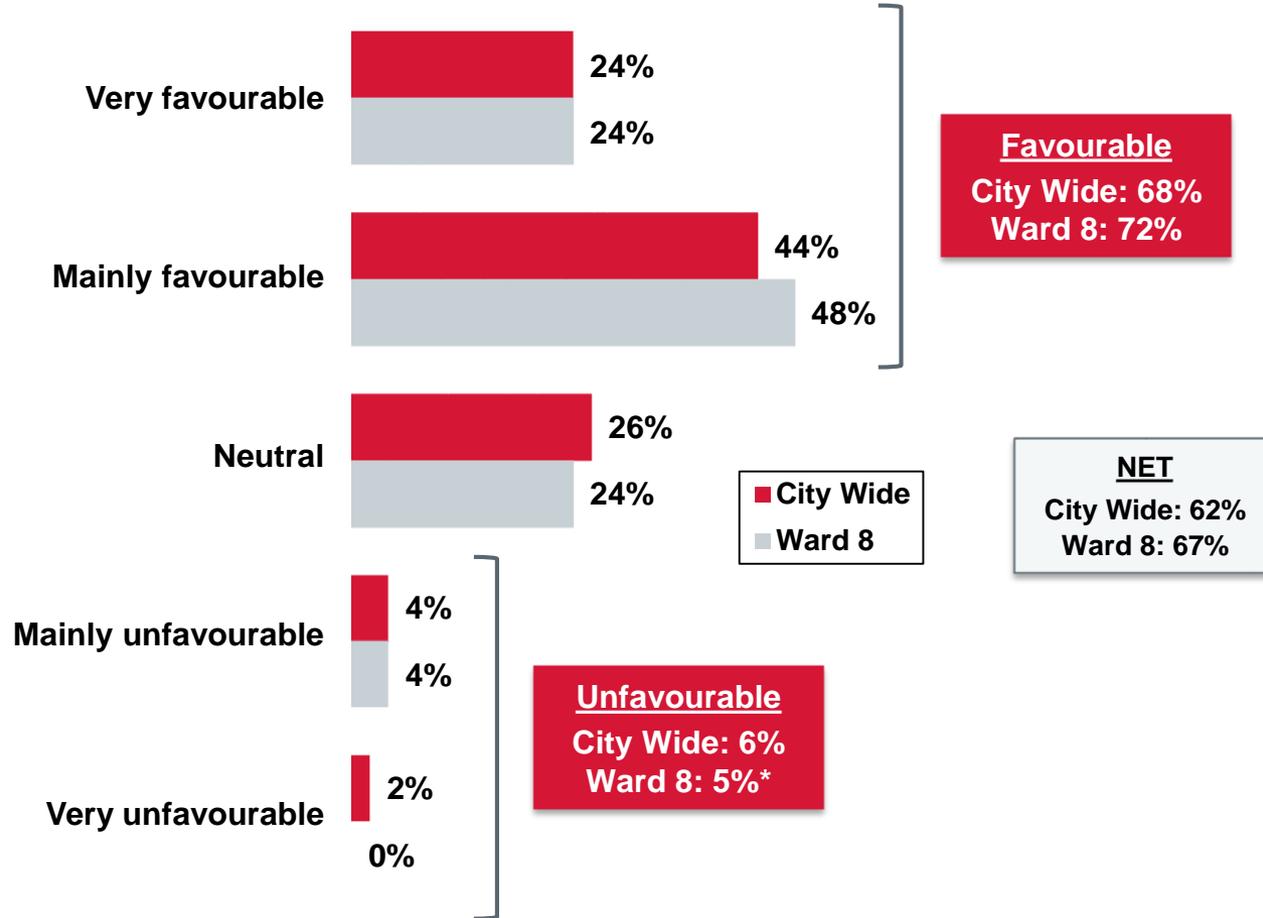
\*Rounding

*Taking into account all the ways you have learned about or had contact with The City of Calgary, how well do you feel you know The City?*

Base: Valid respondents (City Wide: n=2,496 / Ward 8: n=182)



# Favourability



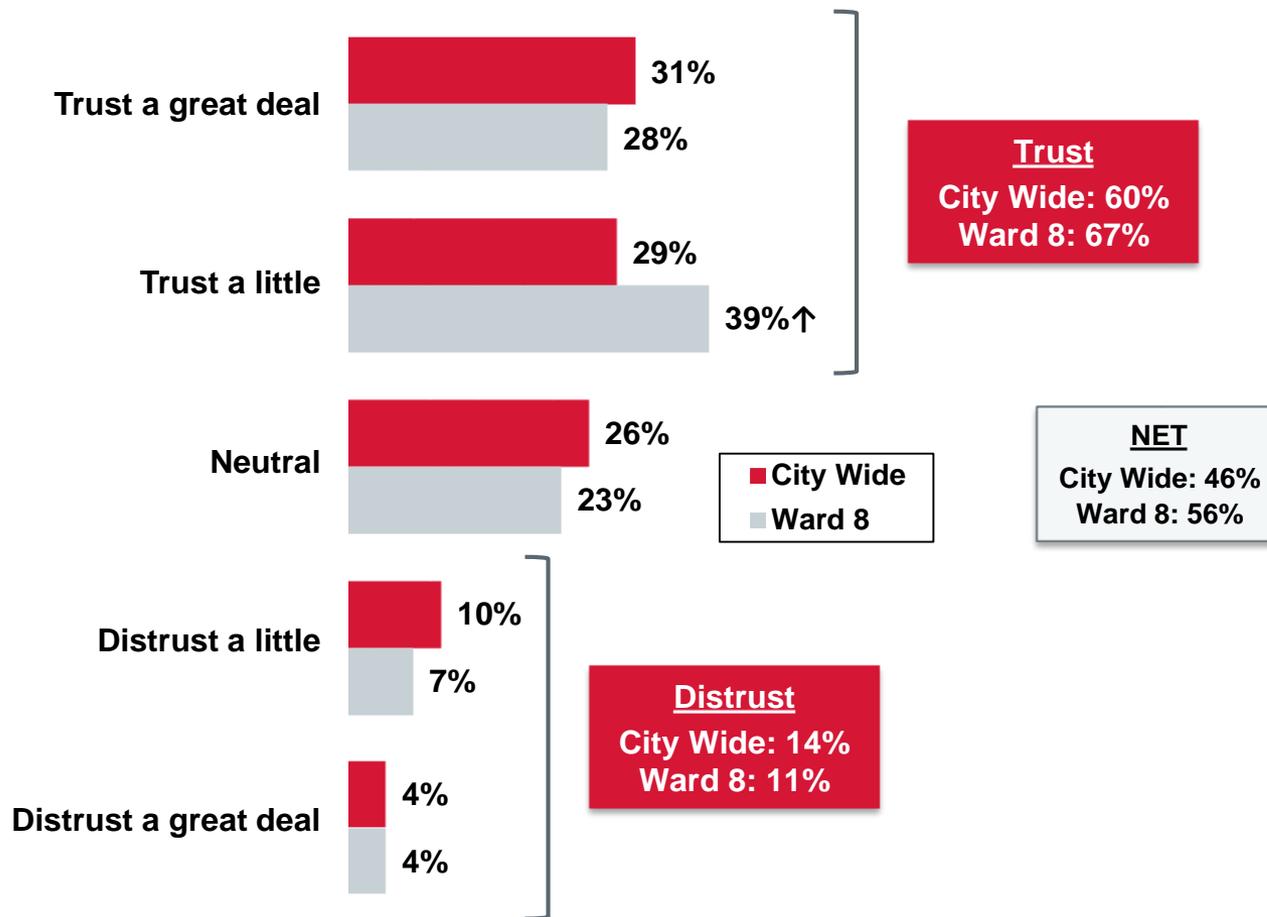
\*Rounding

*Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?*

Base: Valid respondents (City Wide: n=2,496 / Ward 8: n=182)

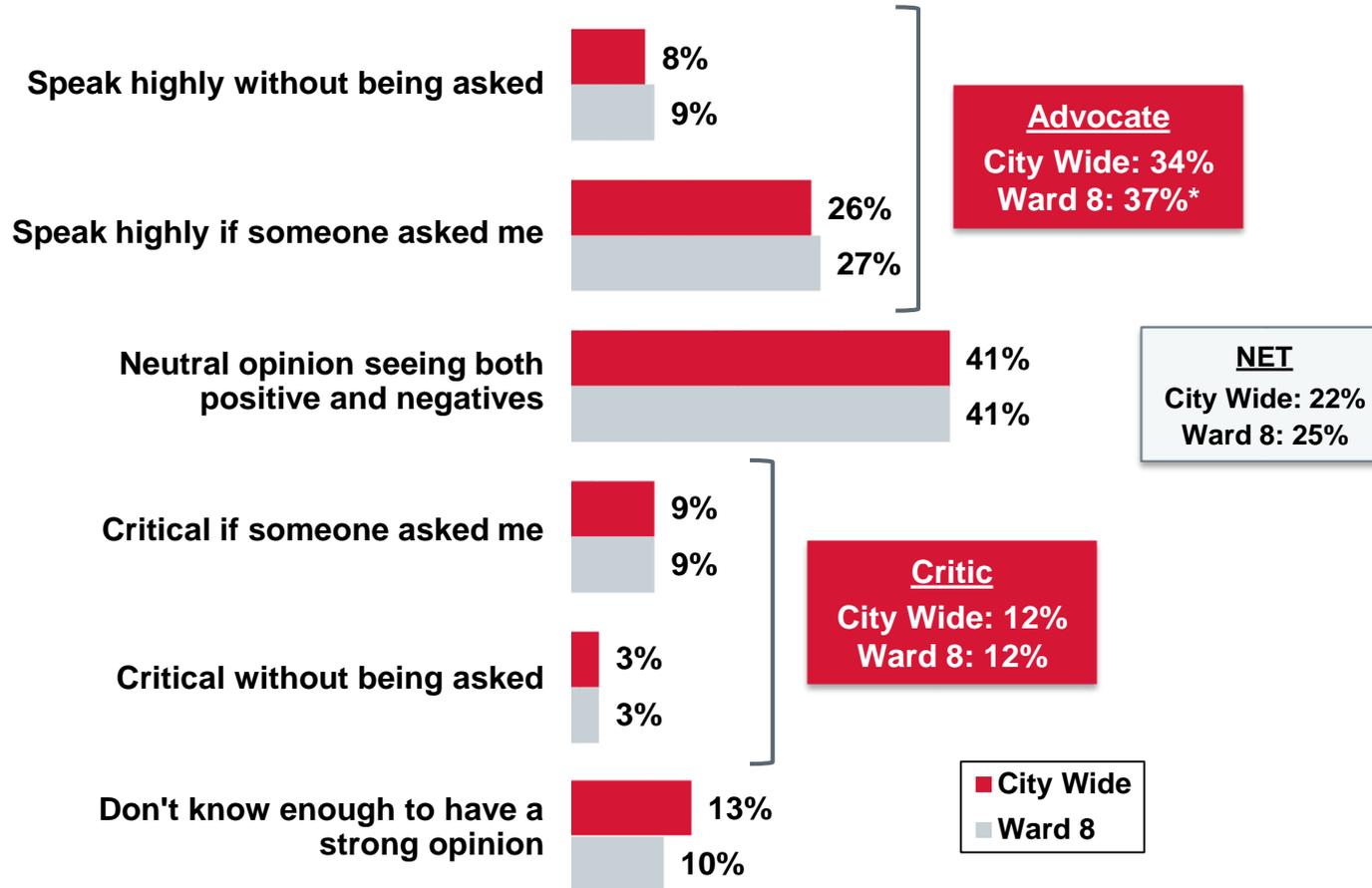


# Trust



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=2,495 / Ward 8: n=182)



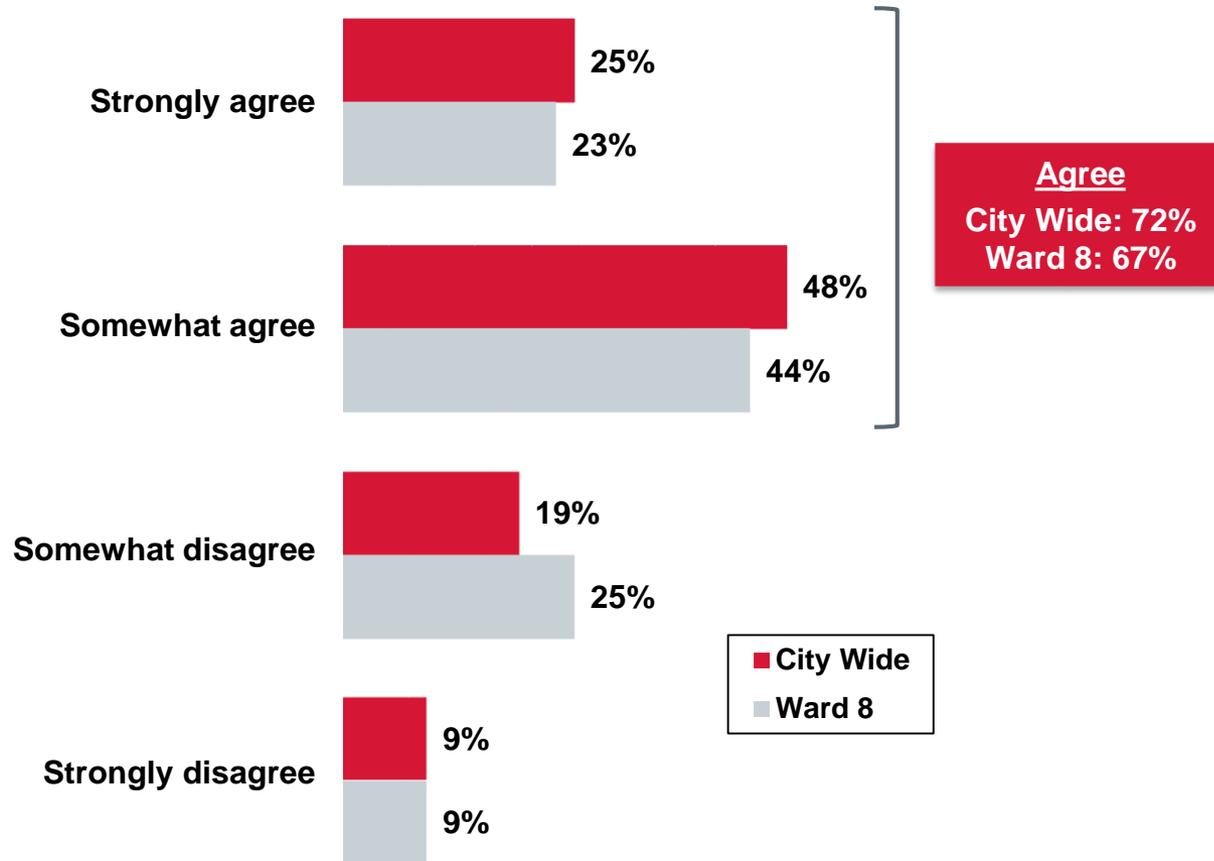
*Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?*

Base: Valid respondents (City Wide: n=2,488 / Ward 8: n=182)



# 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*



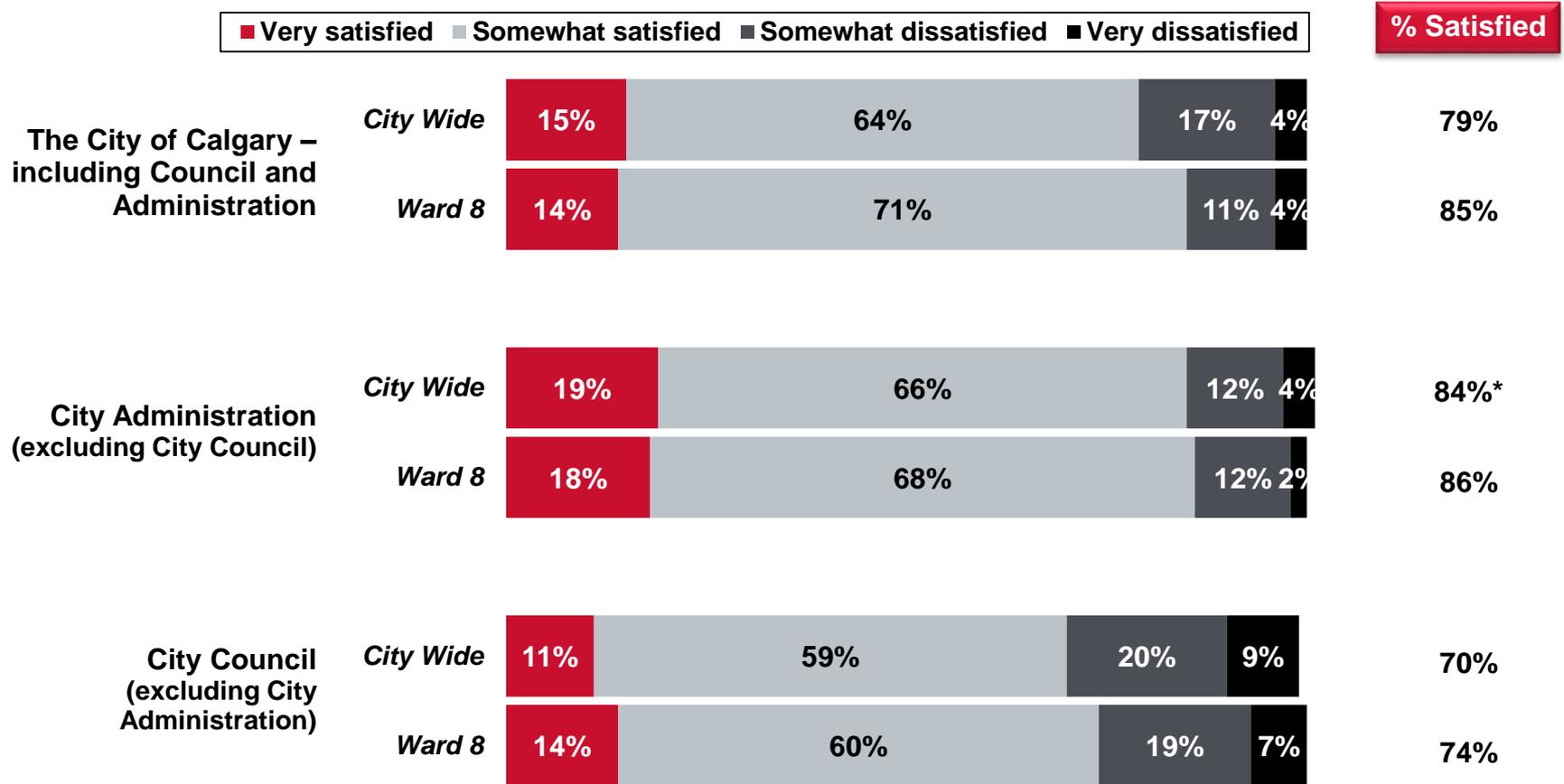
*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,480 / Ward 8: n=179)



# 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.



\*Rounding

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)

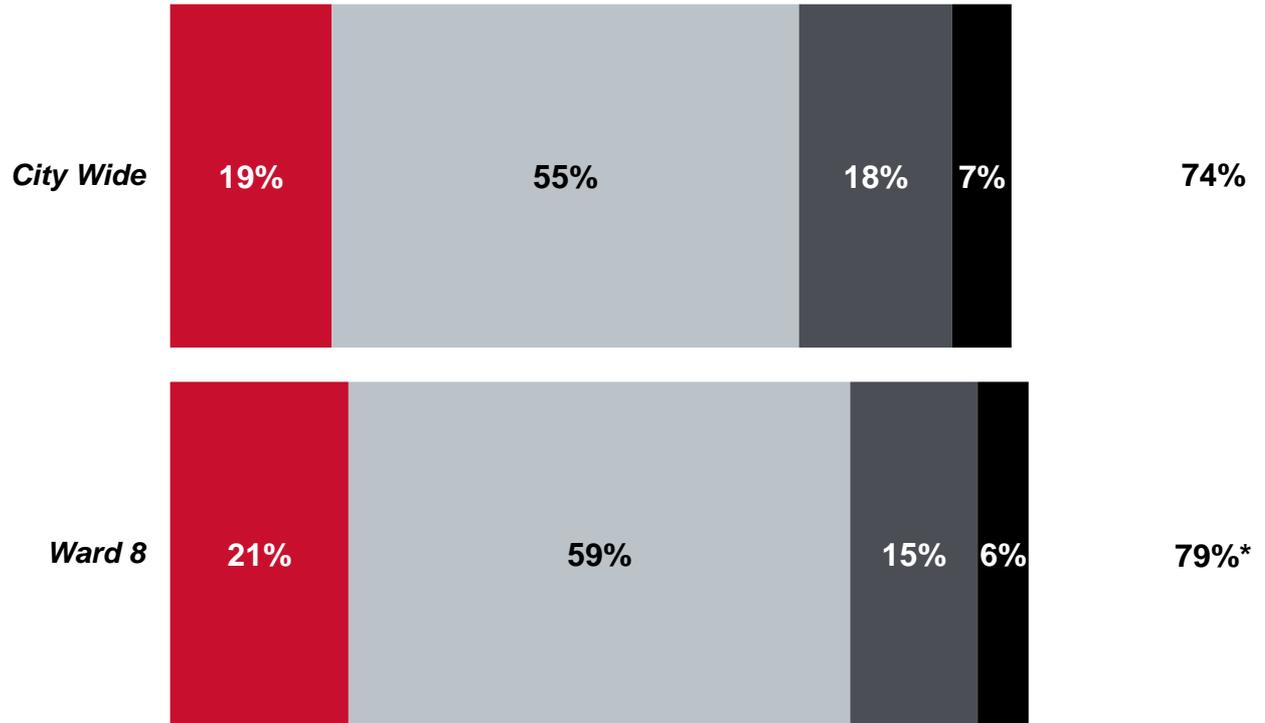


# Attitudes Regarding Collaboration

■ 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



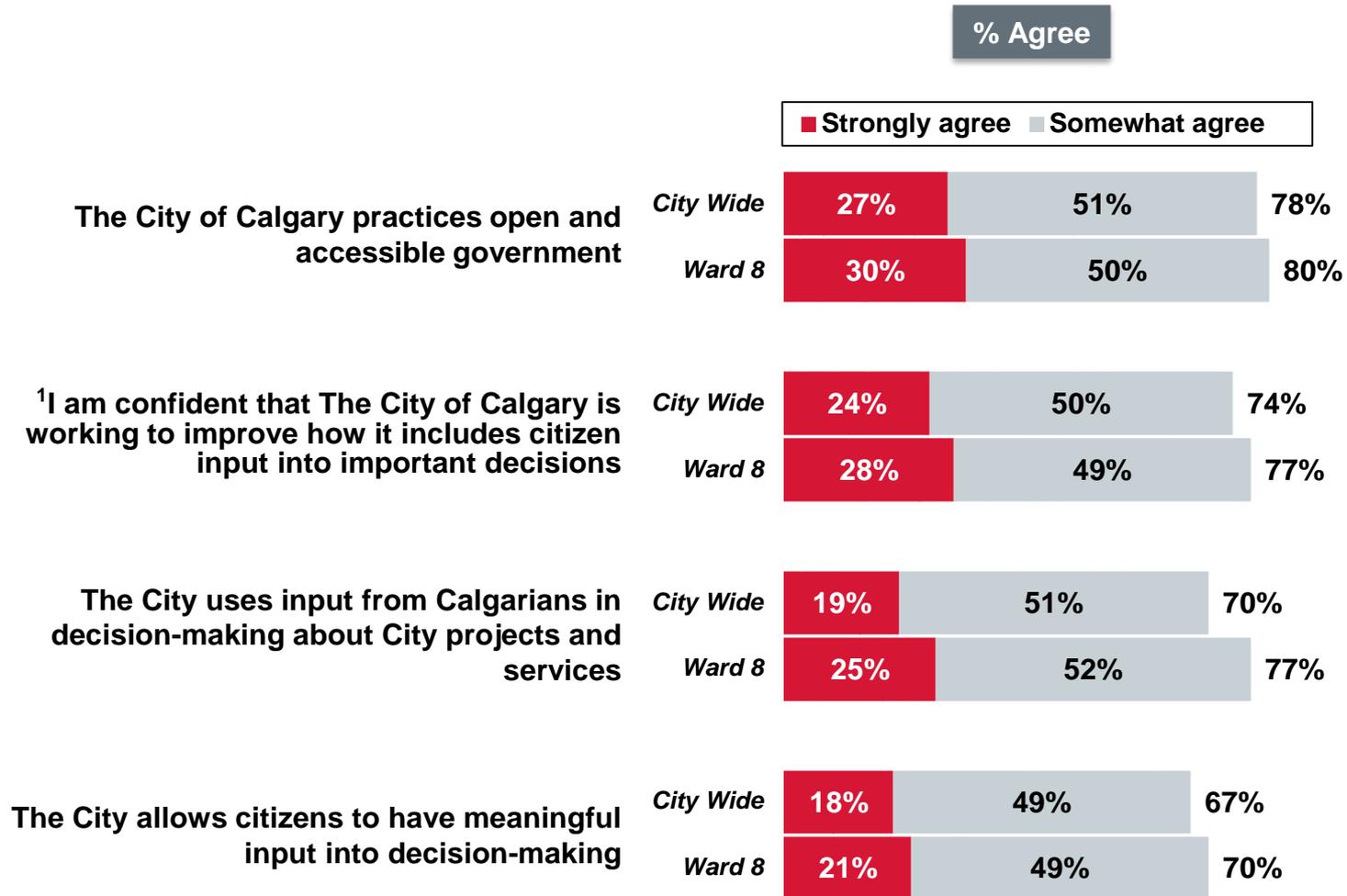
\*Rounding

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

Base: Valid respondents (City Wide: n=2,479 / Ward 8: n=177)



# Perceptions of Transparency and Citizen Input



*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?*

*<sup>1</sup>Please tell me whether you agree or disagree with each of the following statements?*

Base: Valid respondents (Bases vary)



## Respondent Profile





# Demographics

## Age

	City Wide	Ward 8
18 to 24	12%	6%
25 to 34	21%	34%
35 to 44	17%	13%
45 to 54	19%	14%
55 to 64	13%	11%
65 or older	17%	23%
<i>Mean</i>	45	47

## Income

	City Wide	Ward 8
Less than \$30,000	7%	11%
\$30,000 to <\$45,000	8%	10%
\$45,000 to <\$60,000	12%	13%
\$60,000 to <\$75,000	9%	8%
\$75,000 to <\$90,000	8%	10%
\$90,000 to <\$105,000	11%	7%
\$105,000 to <\$120,000	11%	10%
\$120,000 to <\$150,000	12%	10%
\$150,000 or more	23%	21%

## Education

	City Wide	Ward 8
Completed high school or less	16%	9%
Some post secondary or completed a college diploma	38%	31%
Completed university degree or post-grad degree	46%	60%

Base: Valid respondents (Bases vary)



# Household Characteristics

## Type of Home

	City Wide	Ward 8
Single-detached house	69%	34%
Apartment or apartment-style condominium	13%	48%
Duplex, triplex or fourplex	9%	12%
Townhouse or rowhouse	8%	5%
Another type of multi-dwelling unit	1%	1%

## Children and Seniors in Household

	City Wide	Ward 8
Yes - Children	35%	16%
Yes - Seniors	17%	10%

## Household Size

	City Wide	Ward 8
1	14%	29%
2	32%	43%
3	18%	15%
4	22%	11%
5 or more	15%	2%
<i>Mean</i>	3.0	2.1

## Responsible for Property Taxes

	City Wide	Ward 8
Yes	84%	91%
No	16%	9%

## Own or Rent

	City Wide	Ward 8
Own	75%	63%
Rent	20%	37%
Other	1%	-
Neither	4%	1%

## Tenure in Calgary

	City Wide	Ward 8
Less than 5 years	7%	7%
5 to less than 10 years	10%	8%
10 to less than 15 years	10%	9%
15 to less than 20 years	11%	10%
20 to less than 30 years	24%	22%
30 to less than 40 years	15%	18%
40 or more	24%	25%
<i>Mean</i>	26	28

Base: Valid respondents (Bases vary)



# Respondent Characteristics

## Born in Canada

	City Wide	Ward 8
Yes	73%	74%
No	27%	26%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=656)	Ward 8 (n=42)
Less than 12	28%	31%
12 to 17	12%	17%
18 or older	60%	52%
No response	-	-

## Ethnic Background

	City Wide	Ward 8
Caucasian/ White	23%	22%
British	20%	27%
Canadian/ French Canadian	16%	17%
Northern or Western European	12%	13%
Southern or Eastern European	11%	11%
East or Southeast Asian	11%	12%
South Asian	7%	3%
Central/ South American or Caribbean	3%	3%
West Asian or Middle Eastern	2%	3%
African	2%	3%
Aboriginal/ First Nations/ Metis	2%	1%

## Disability

	City Wide	Ward 8
Yes	16%	18%
No	84%	82%

## Visible Minority

	City Wide	Ward 8
Yes	25%	19%
No	75%	81%

Base: Valid respondents (Bases vary)



## Contact

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