

Calgary



Fall 2020 Quality of Life and Citizen Satisfaction Survey

Ward 9 Final Report
November 2020

Prepared for The City of Calgary by:





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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 174 interviews were conducted with residents of Ward 9 (MOE $\pm 7.4\%$).

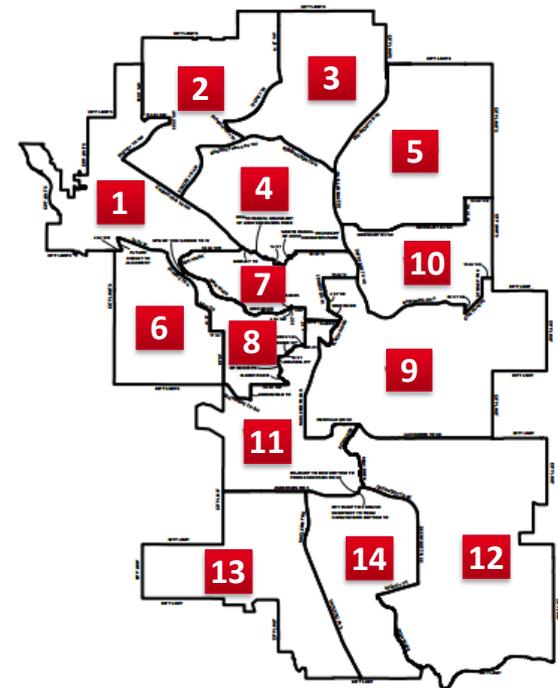


Results for Ward 9 are compared to results City Wide.

- \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 9 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 9: Summary

QUALITY OF LIFE



'Good' Quality of Life 70%

72%
I am proud to live in
my neighbourhood



67%
I feel safe walking alone
in **my neighbourhood**
after dark



69%
Calgary is a great place to
make a life

54%
Calgary is a great place to
make a living

71%
Calgary is on the **right**
track to be a better city
10 years from now

ISSUE AGENDA (TOP 3)



31%
Infrastructure,
Traffic & Roads

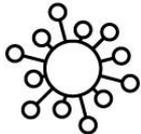


20%
Crime, Safety &
Policing



17%
Homelessness,
Poverty & Affordable
Housing

COVID-19



31%
Major threat to
physical health

30%
Major threat to
personal financial
situation

28%
Major threat to
mental health

VALUE FOR TAXES & CITIZEN SATISFACTION



45%
'Good' value for tax
dollars



64%
'Satisfied' with City
programs and services



77%
'Satisfied' with
customer service

CITY PERFORMANCE & REPUTATION



70%
'Satisfied' with running of The City
by Council and Administration



44%
'Trust' The City of
Calgary



68%
'Agree' City practices open
& accessible government



Differences in Ward 9 vs. City Wide

		Ward 9	City Wide
<p>Quality of Life</p>	Overall quality of life in Calgary is 'good'	70%↓	79%
	Agree they are 'proud to be a Calgarian'	79%↓	85%
	Agree they are 'proud to live in their neighbourhood'	72%↓	85%
	Agree that 'Calgary is a great place to make a life'	69%↓	77%
	Feel 'safe' walking alone in their own neighbourhood after dark	67%↓	79%
<p>Issue Agenda</p>	Road conditions	16%↑	9%
	Transit system improvements	8%↑	4%
	Homelessness, poverty & affordable housing (NET)	17%↑	6%
<p>Importance: City Programs & Services</p>	<i>No statistically significant differences</i>		
<p>Satisfaction: City Programs & Services</p>	Calgary 9-1-1	92%↓	96%
	Residential garbage collection service	86%↓	93%
	Animal control services for stray animals and pet licensing	83%↓	91%
	Calgary Police Service	79%↓	89%
	Traffic flow management	91%↑	81%
	Property tax assessment	77%↑	66%

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 9 vs. City Wide (continued)

		Ward 9	City Wide
 Investment: City Programs & Services (Invest 'More')	Calgary Fire Department	43%↑	33%
	Downtown revitalization	20%↓	32%
	Residential garbage collection service	35%↑	17%
	Residential Blue Cart recycling	25%↑	16%
 Taxation	'Good' value for property taxes	45%↓	53%
	Increase taxes to expand/maintain services	61%↑	52%
	Cut services to maintain/reduce taxes	36%↓	44%
 Customer Service	Contacted The City via The City's Twitter account in the past 12 months	3%↑	1%
	Preferred method of contact is through The City's Twitter account	3%↑	1%
 Communications	<i>No statistically significant differences</i>		
 City Reputation and Performance	<i>No statistically significant differences</i>		

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



Year-Over-Year Changes in Ward 9

		2019	2020
	Quality of Life	<i>No statistically significant differences</i>	
	Issue Agenda	Road conditions	6% 16%↑
		COVID-19 pandemic	0% 9%↑
		Homelessness, poverty & affordable housing (NET)	7% 17%↑
	Importance: City Programs & Services	City land use planning	86% 97%↑
	Satisfaction: City Programs & Services	Traffic flow management	76% 91%↑
	Investment: City Programs & Services (Invest 'More')	Business licenses and inspections	33% 16%↓
	Taxation	Increase taxes to expand/maintain services	40% 61%↑
		Cut services to maintain/reduce taxes	51% 36%↓
	Customer Service	<i>No statistically significant differences</i>	
	Communications	<i>No statistically significant differences</i>	
	City Reputation and Performance	<i>No statistically significant differences</i>	

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

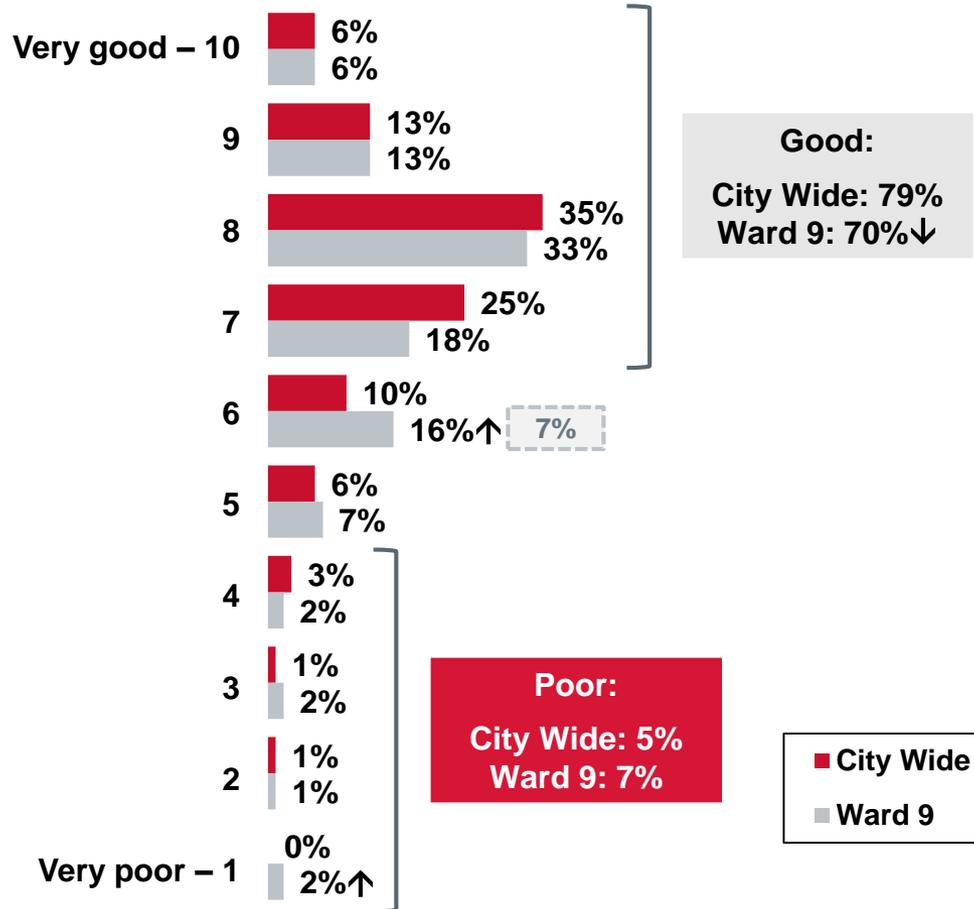


Quality of Life





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?

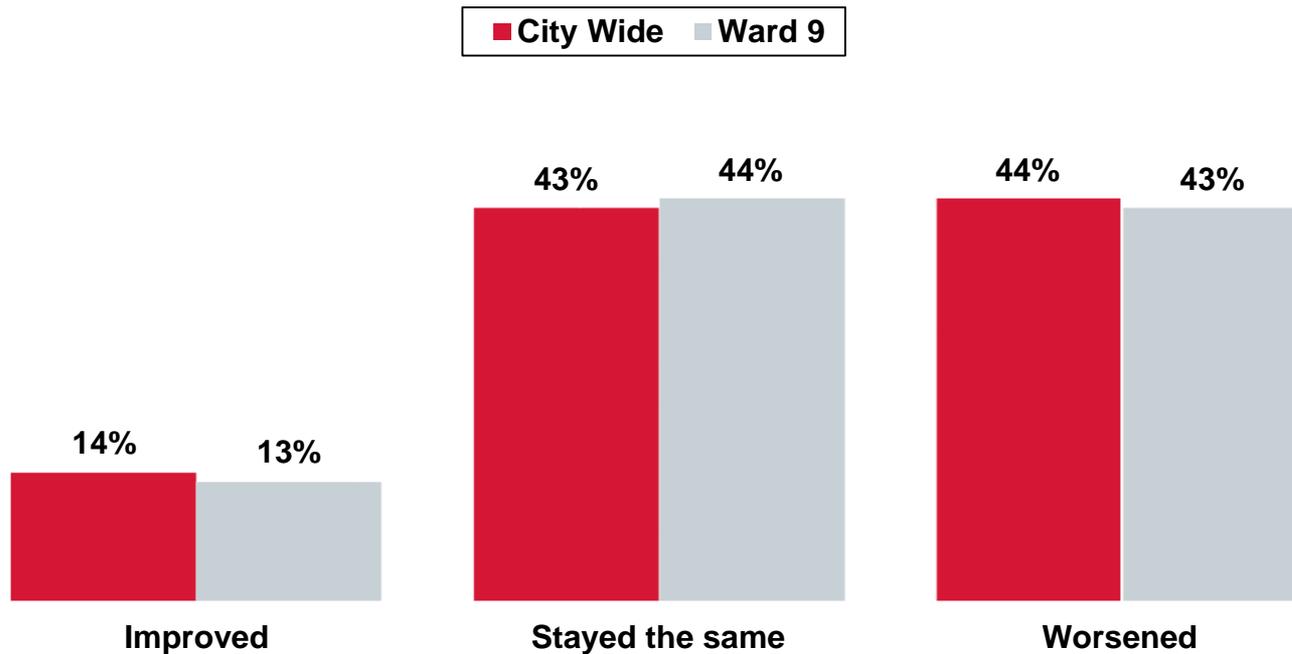
Base: Valid respondents (City Wide: n=2,494 / Ward 9: n=174)

Ward 9 2019

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



Perceived Change in the Quality of Life

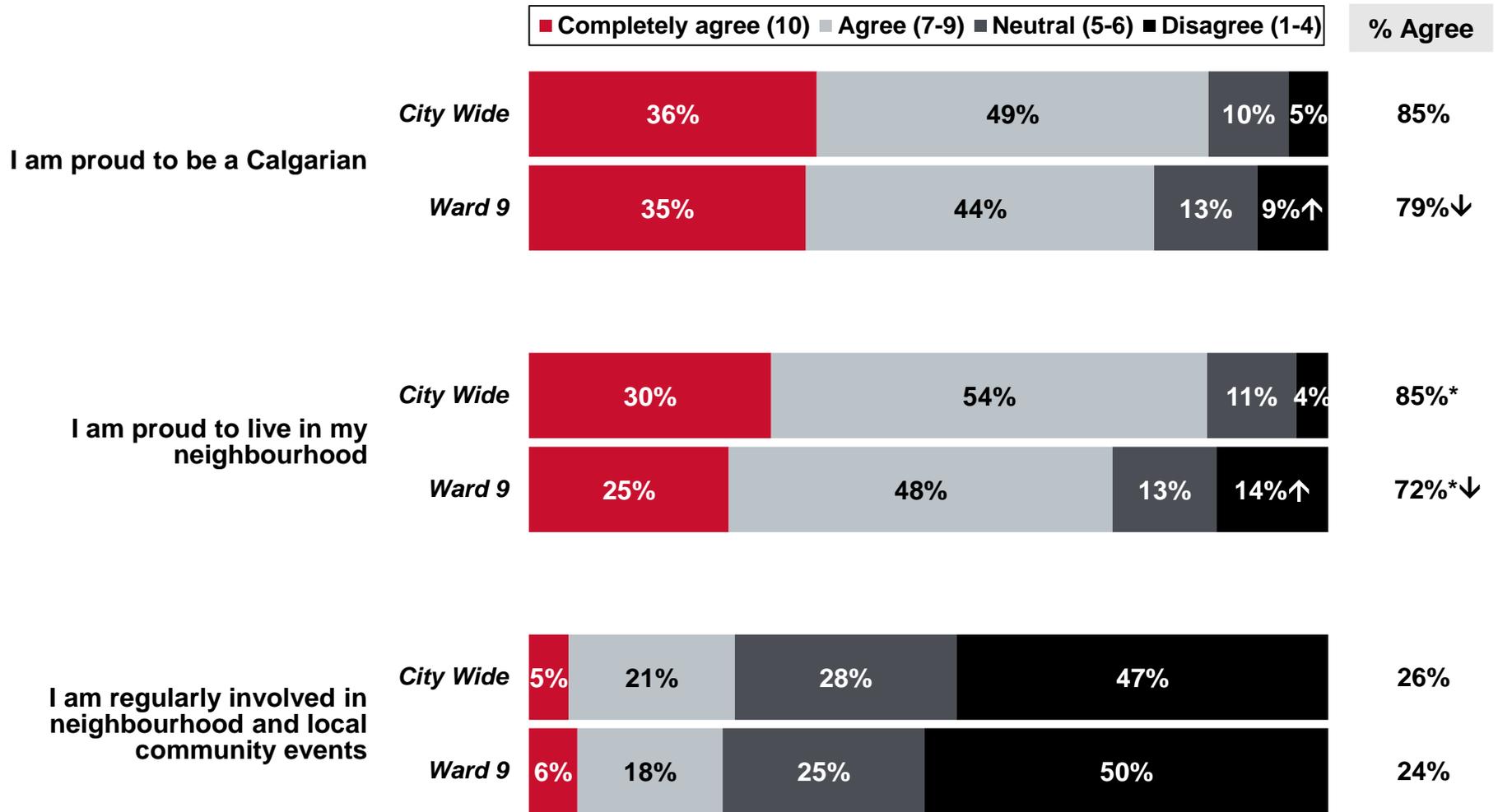


And, do you feel that the quality of life in the city of Calgary in the past three years has ...?

Base: Valid respondents (City Wide: n=2,471 / Ward 9: n=172)



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

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



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

■ Completely agree (10) ■ Agree (7-9) ■ Neutral (5-6) ■ Disagree (1-4)

% Agree

Calgary is a great place to make a life

City Wide



77%

Ward 9



69%↓

Calgary is a great place to make a living

City Wide



58%

Ward 9



54%

The City of Calgary municipal government fosters a city that is inclusive and accepting of all

City Wide



72%*

Ward 9



71%

Calgary is moving in the right direction to ensure a high quality of life for future generations

City Wide



50%

Ward 9



46%*

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)

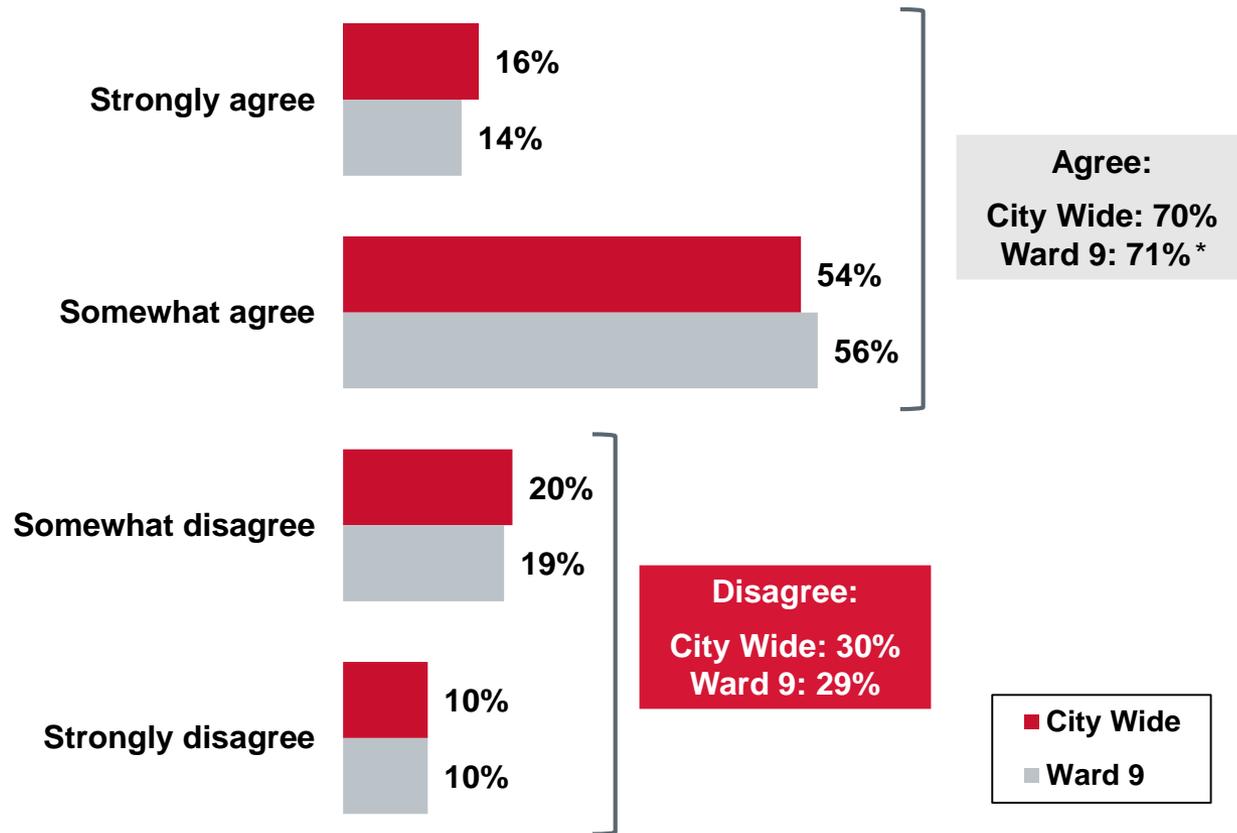
Ward 9 2019

*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.

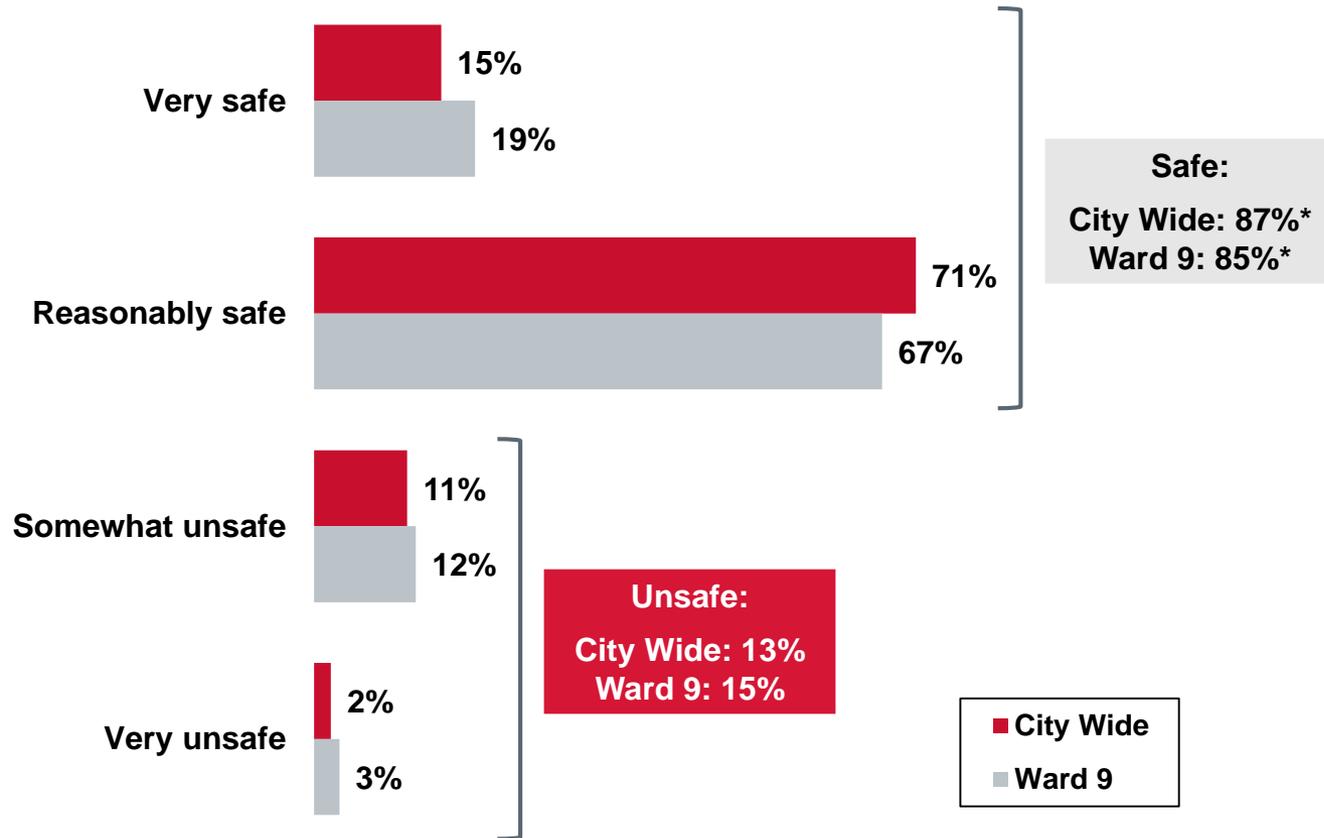
Base: Valid respondents (City Wide: n=2,481 / Ward 9: n=174)

*Rounding



Perceived Safety of City of Calgary Overall

New question in
Fall 2020

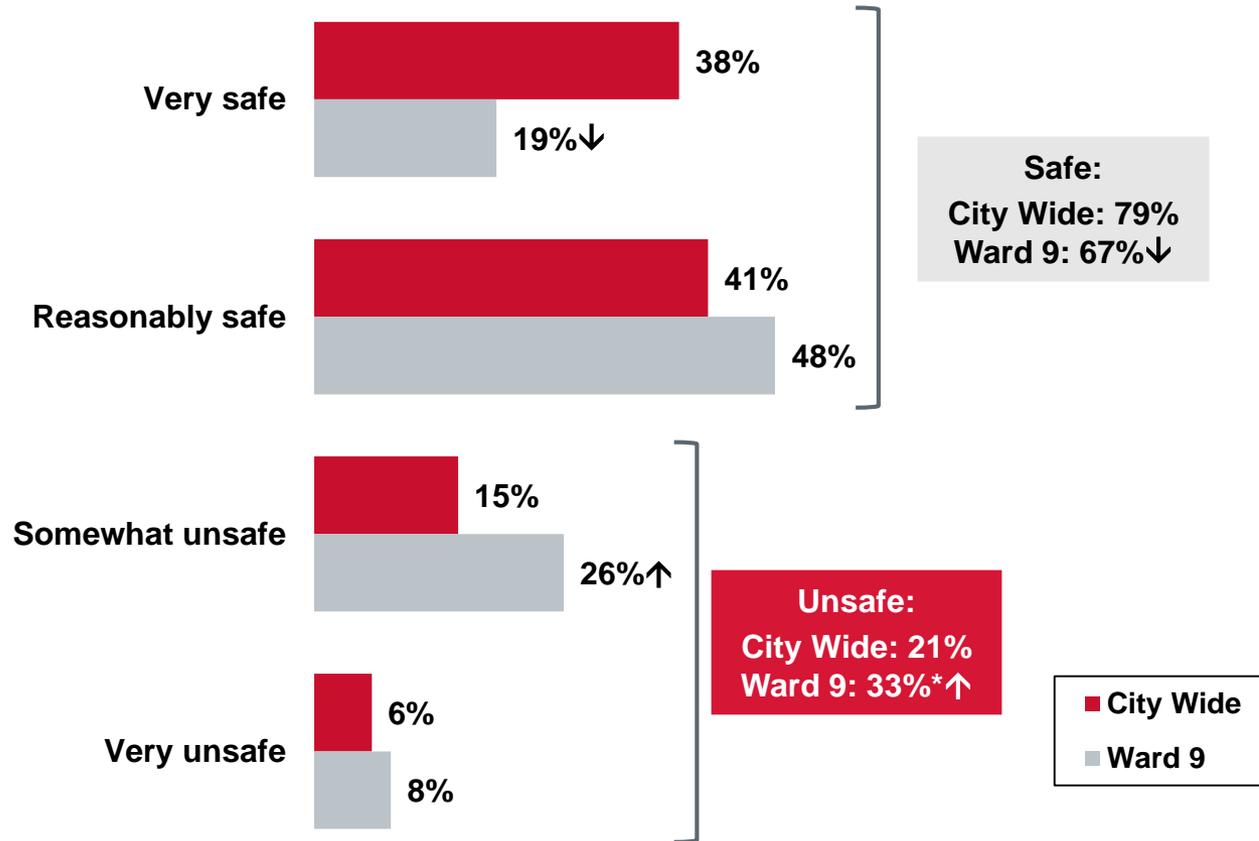


How safe or unsafe do you think Calgary is overall?
Base: Valid respondents (City Wide: n=2,493 / Ward 9: n=174)

*Rounding



Perceived Safety in Own Neighbourhood



*Rounding

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

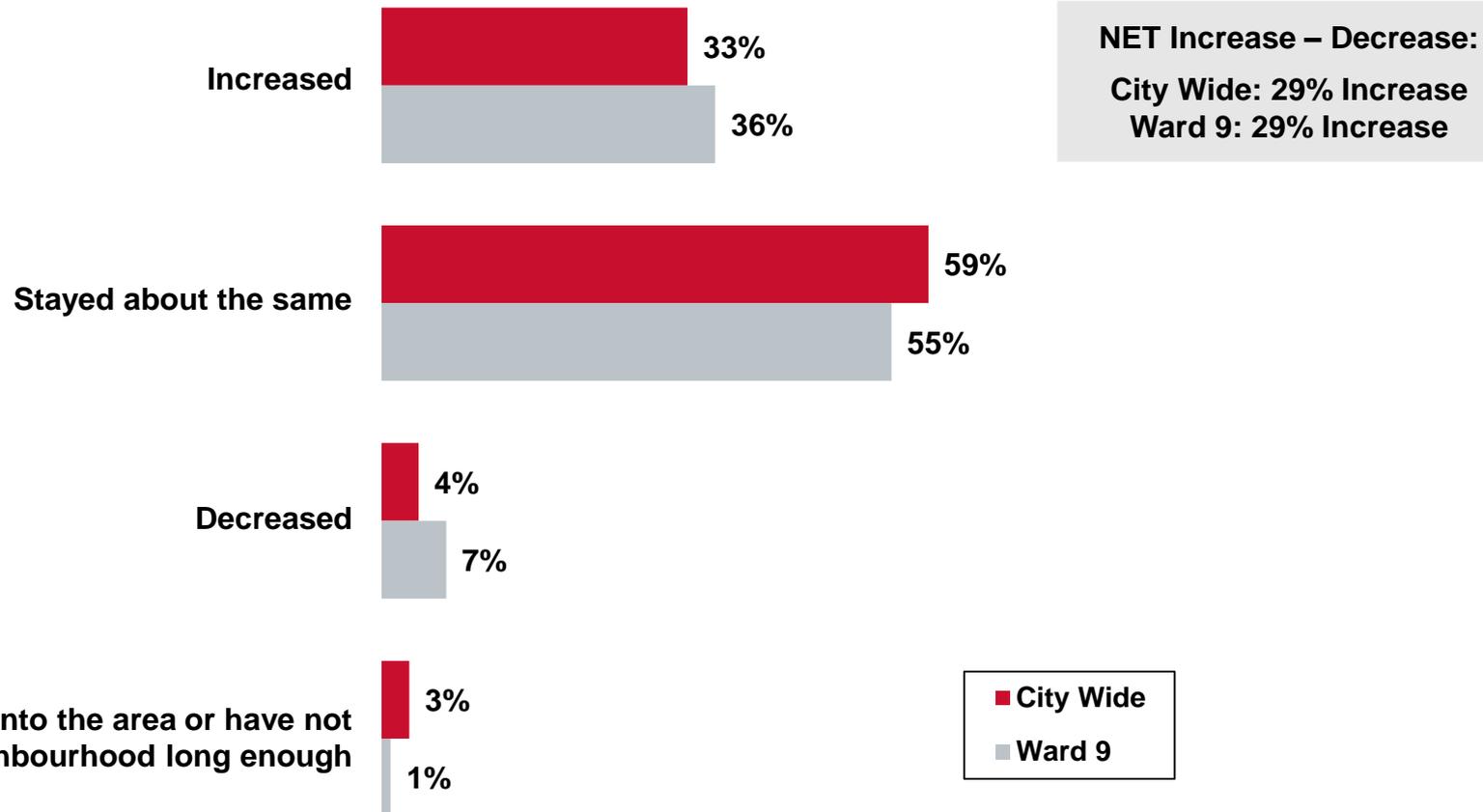
Base: Valid respondents (City Wide: n=2,493 / Ward 9: n=174)

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



Perceived Change in Neighbourhood Crime

New question in
Fall 2020



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 9: n=173)



Issue Agenda





Issue Agenda

Multiple Responses

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

	City Wide		Ward 9
	First mention	Other mentions	
Infrastructure, Traffic & Roads [NET]	18%	10%	28%
Road conditions	5%	4%	9%
Traffic congestion	3%	4%	4%
(Lack of) snow removal	4%	4%	4%
Crime, Safety & Policing [NET]	10%	5%	15%
Breaking and entering/gangs/drugs	4%	3%	7%
Public safety	4%	6%	7%
Taxes [NET]	9%	4%	13%
Taxes/High taxes	6%	3%	9%
Property taxes	3%	4%	3%
Transit [NET]	8%	4%	12%
Public Transportation (incl. buses/ C-train/ poor service)	4%	6%	7%
Transit system improvements	3%	4%	8%
COVID-19 Pandemic	8%	3%	11%
Economy [NET]	6%	3%	9%
Budget & Spending [NET]	6%	8%	4%
Education	6%	8%	7%
Recreation [NET]	3%	4%	7%
Environment and Waste Management [NET]	3%	4%	7%
Homelessness, Poverty & Affordable Housing [NET]	4%	6%	7%
Growth and Planning [NET]	3%	4%	5%
None			15%

6%

0%

7%

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 9: n=164)

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

Ward 9 2019

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



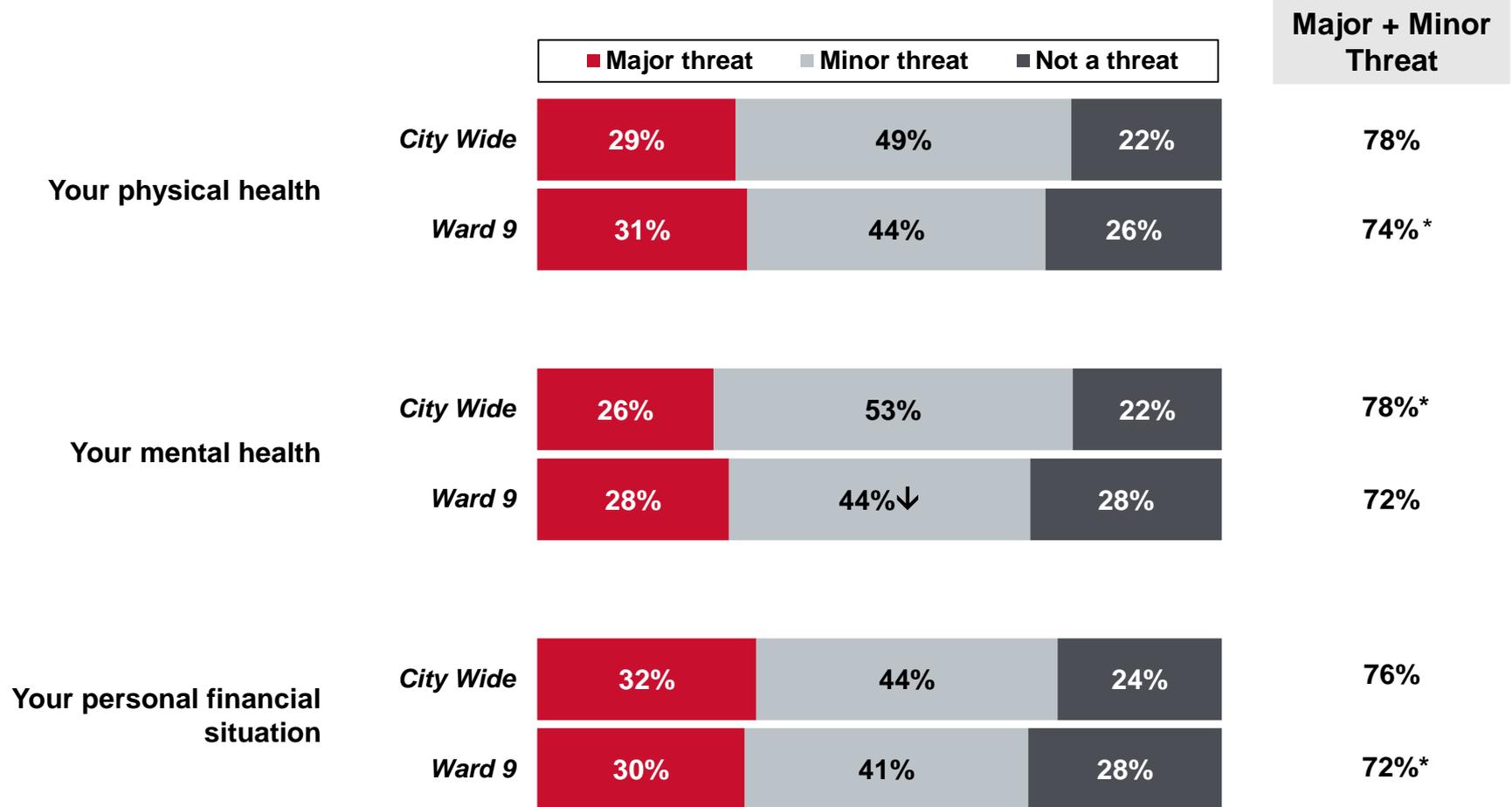
COVID-19 Pandemic





Threats Related to the COVID-19 Pandemic

New question in Fall 2020



*Rounding

In your opinion, how much of a threat is the COVID-19 pandemic for...?
 Base: Valid respondents (Bases vary)

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

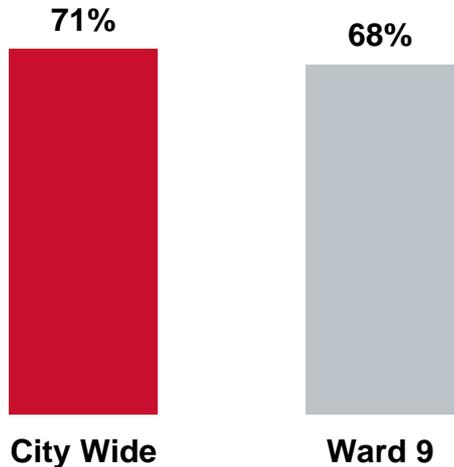


Employment During the COVID-19 Pandemic

New questions in
Fall 2020

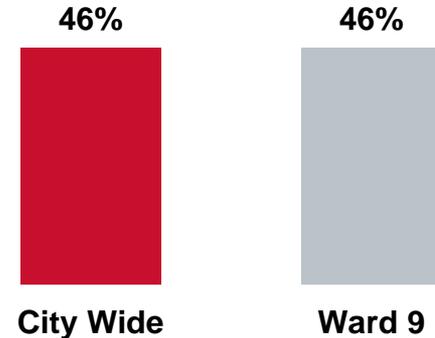
Employed at the beginning of the COVID-19 pandemic

% 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 9: n=174)

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 9: n=107)

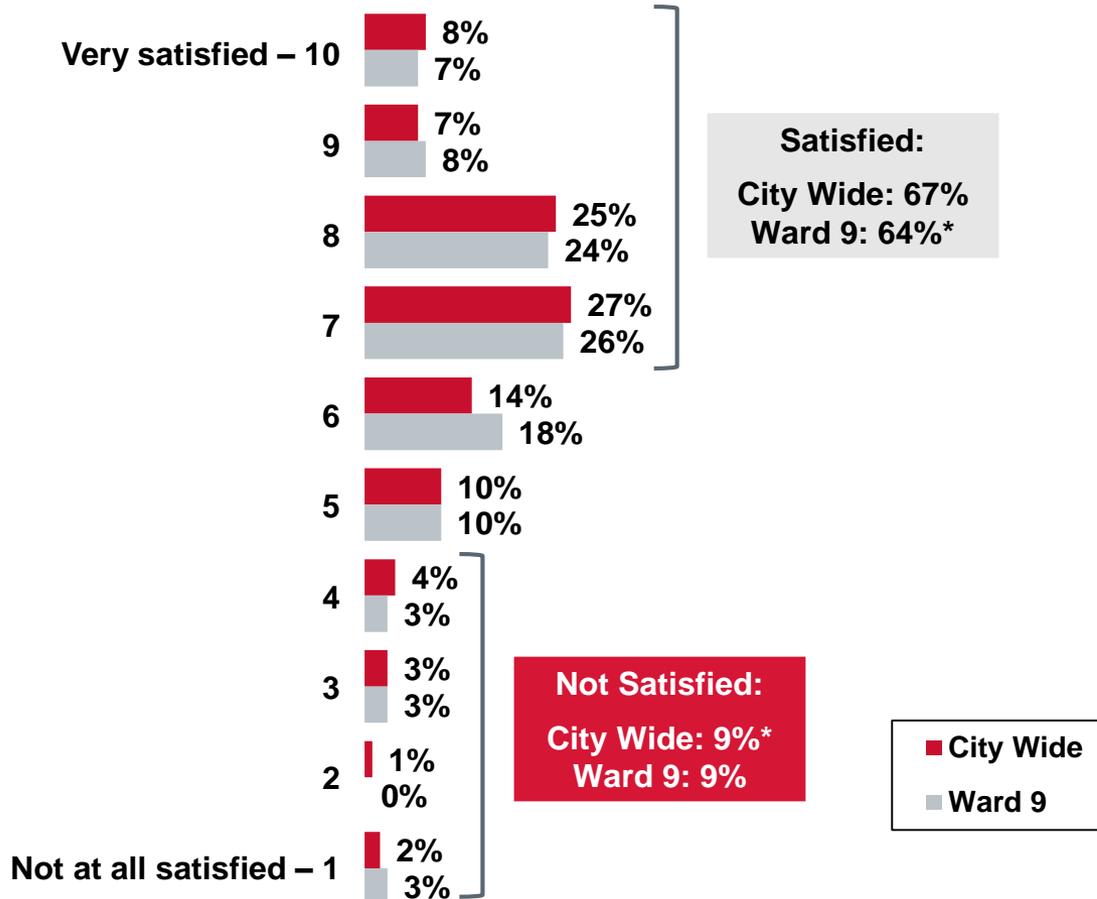


City Programs and Services





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



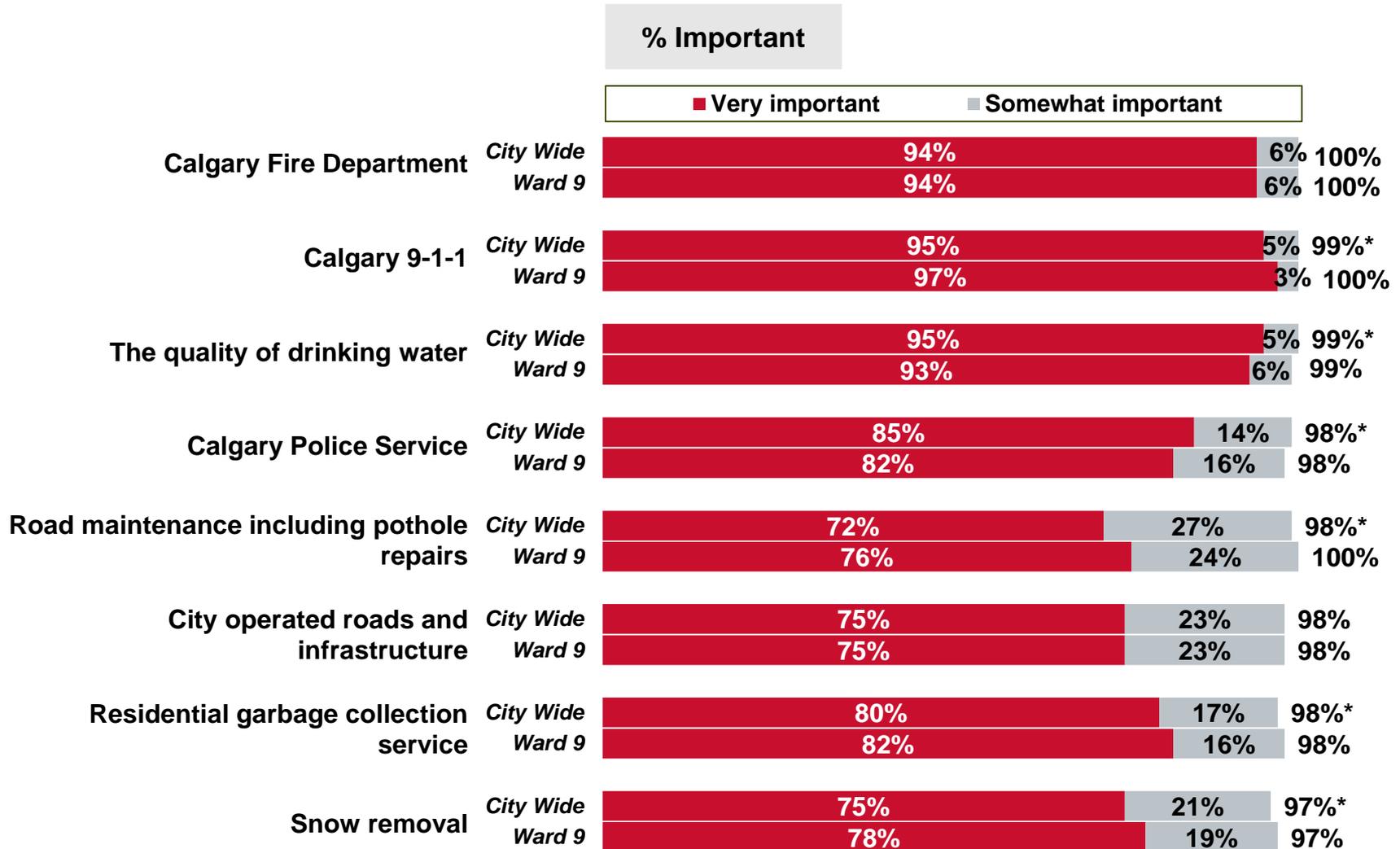
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 9: n=173)

*Rounding



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)

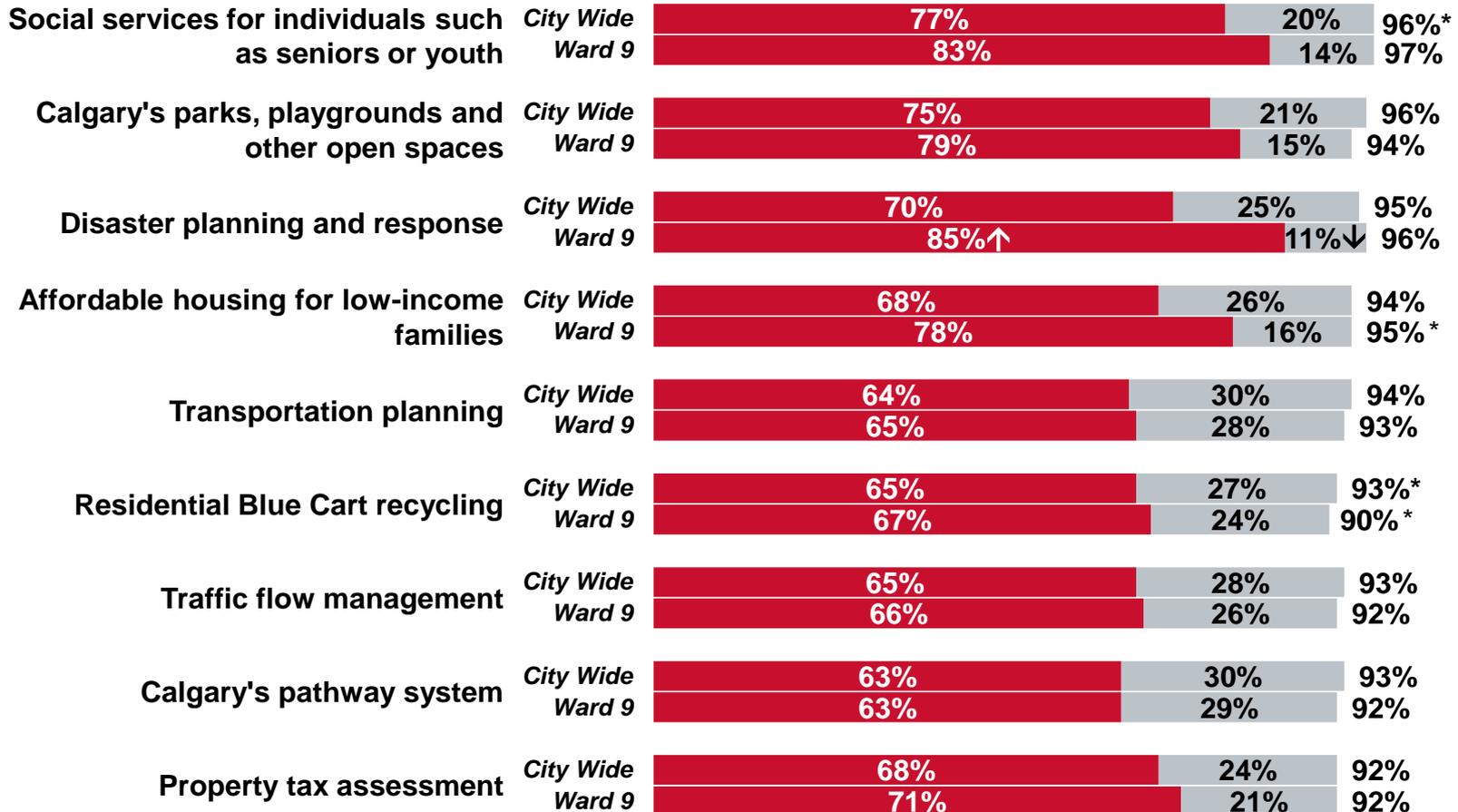
*Rounding



Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



*Rounding

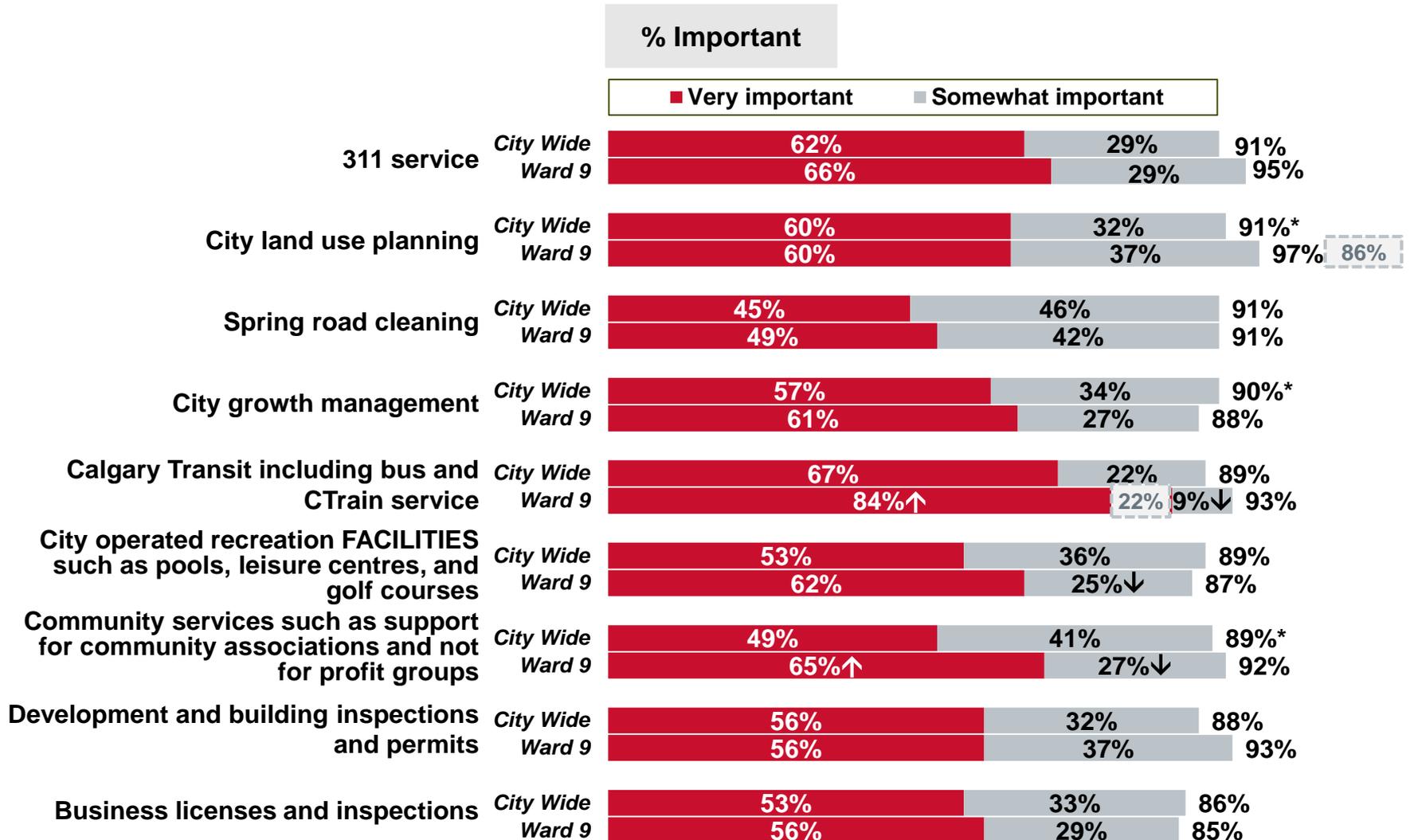
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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)

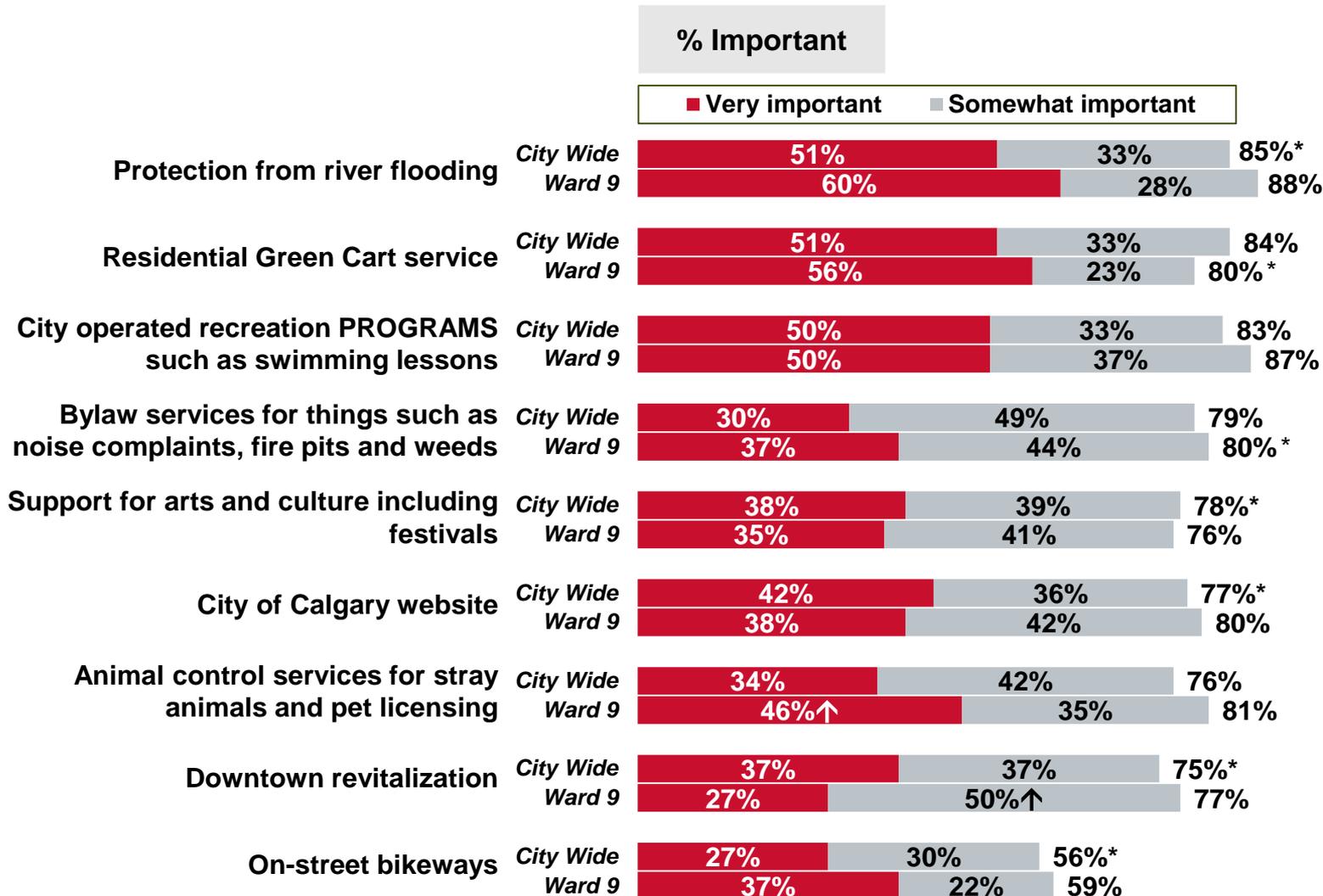
Ward 9 2019

*Rounding

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



Importance of City Programs and Services (continued)



*Rounding

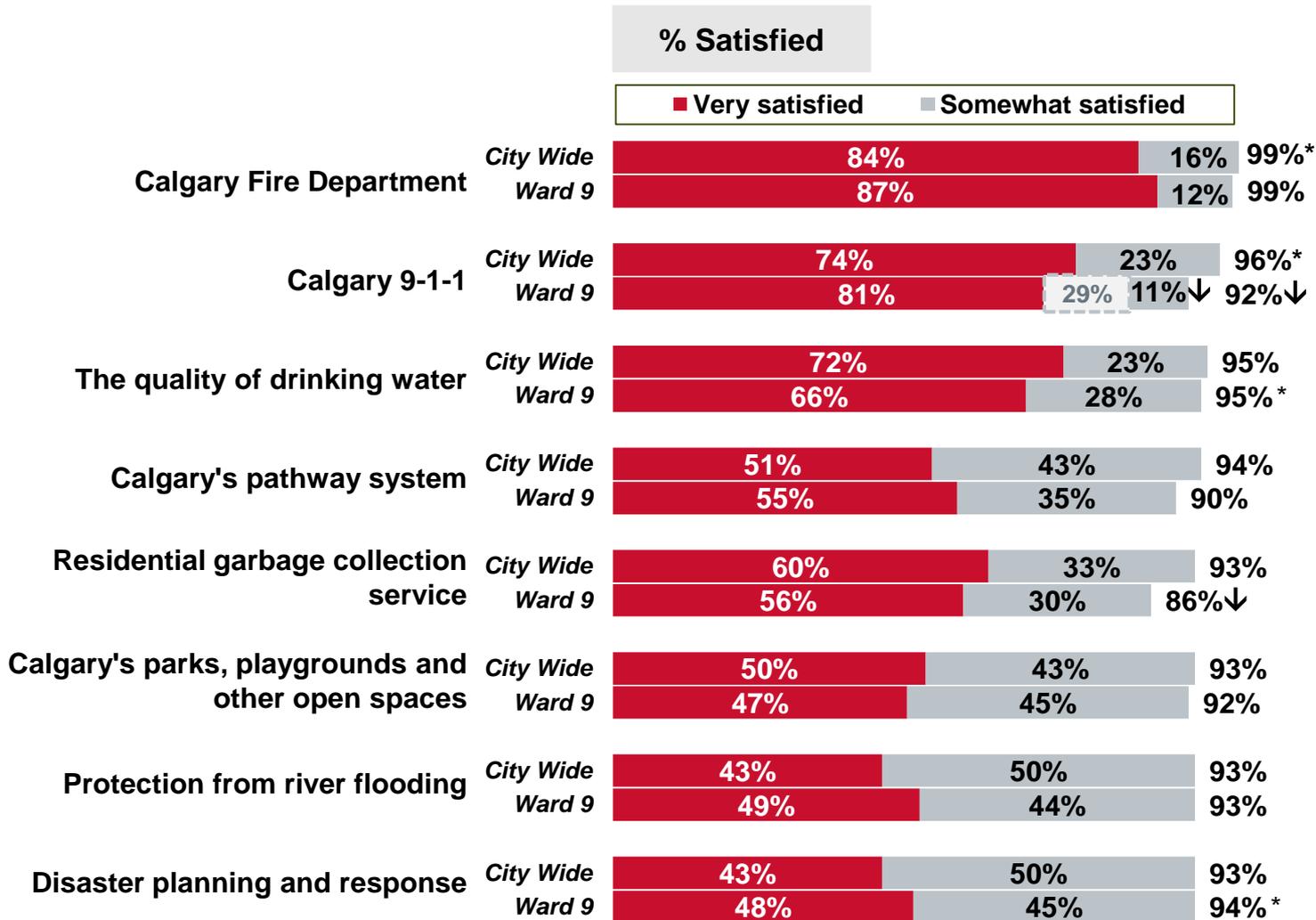
↑Statistically higher than City Wide
↓Statistically lower than City Wide

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)

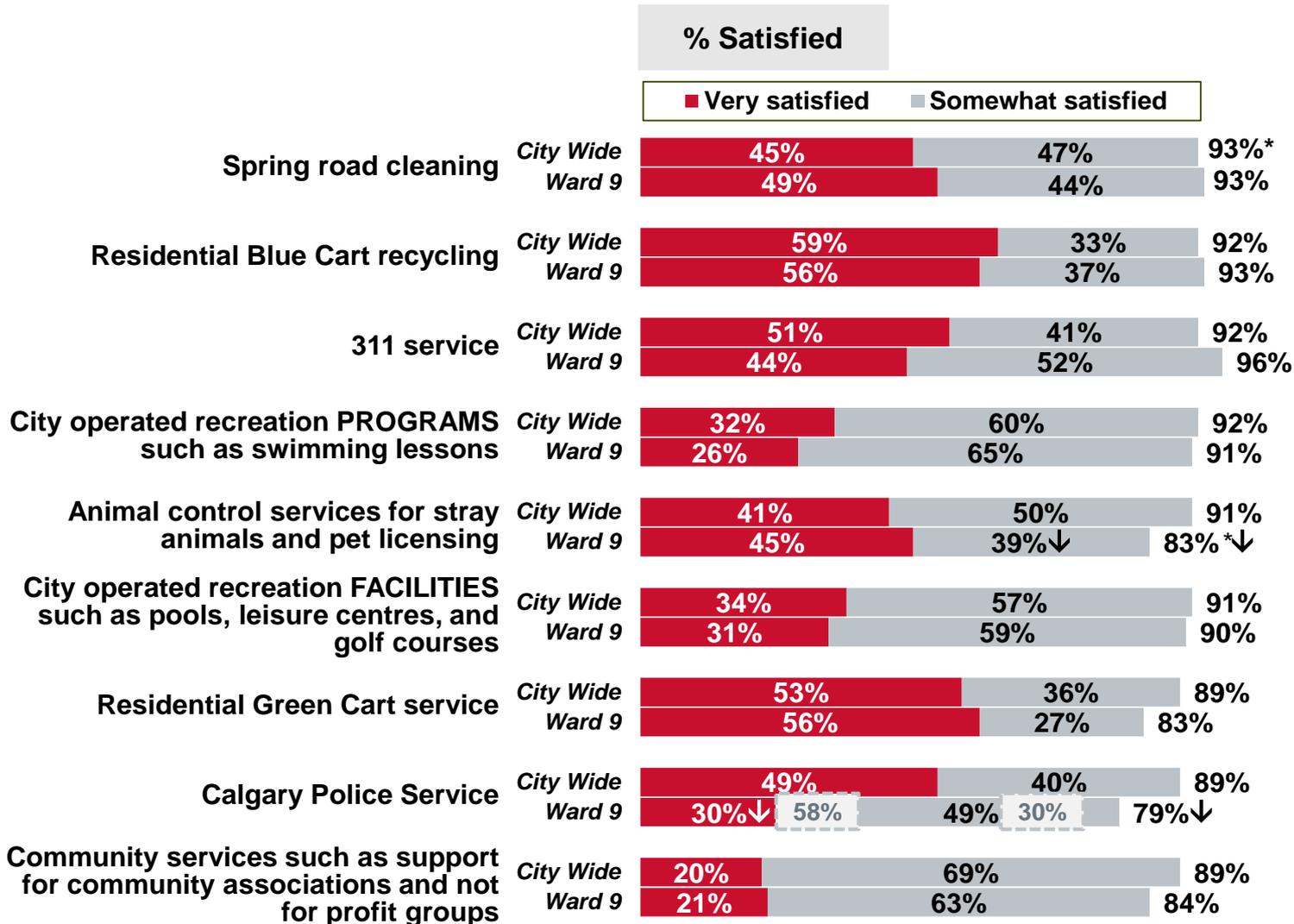
Ward 9 2019

*Rounding

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



Satisfaction with City Programs and Services (continued)



Ward 9 2019

*Rounding

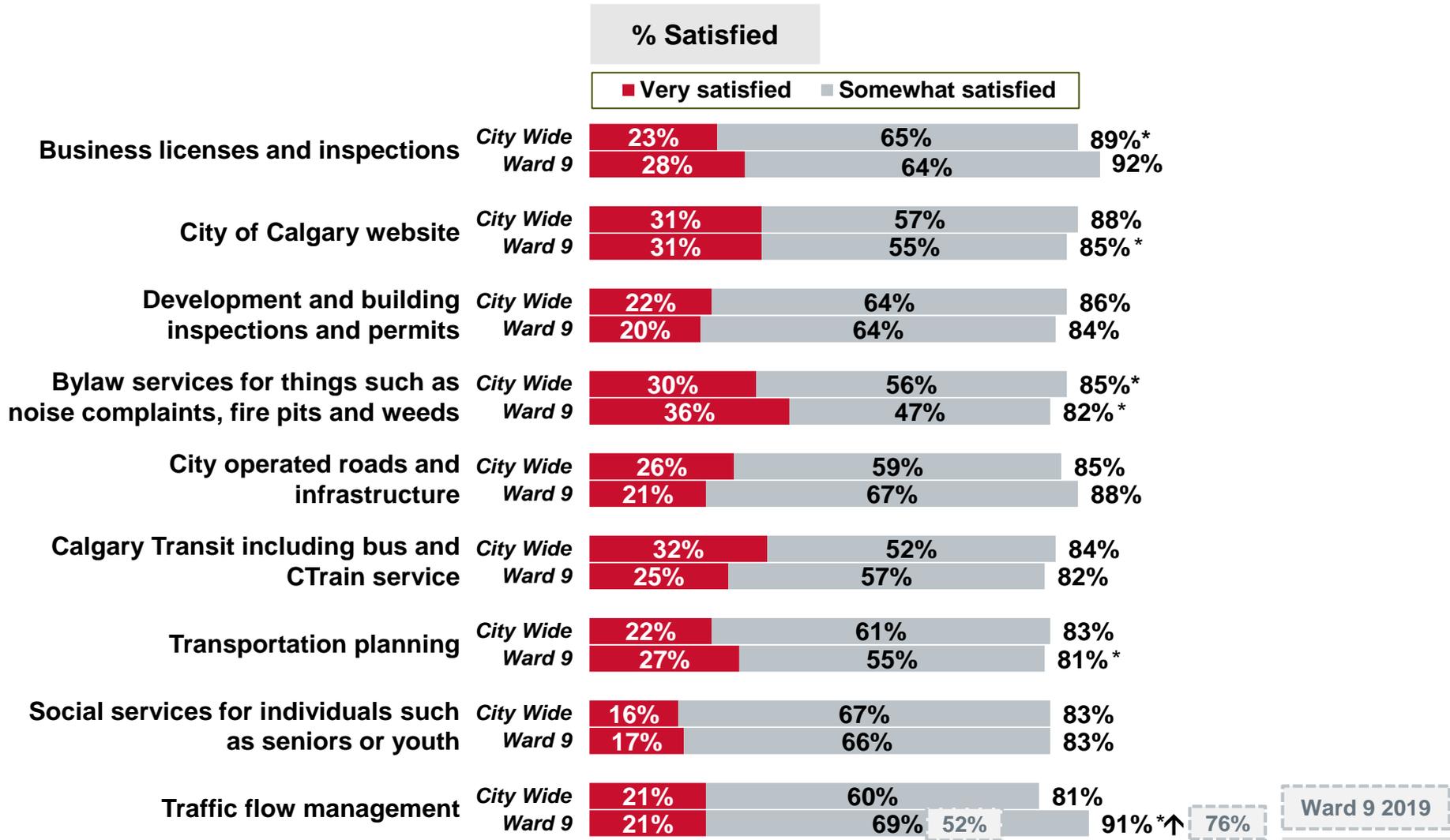
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents (Bases vary)

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



Satisfaction with City Programs and Services (continued)



Ward 9 2019

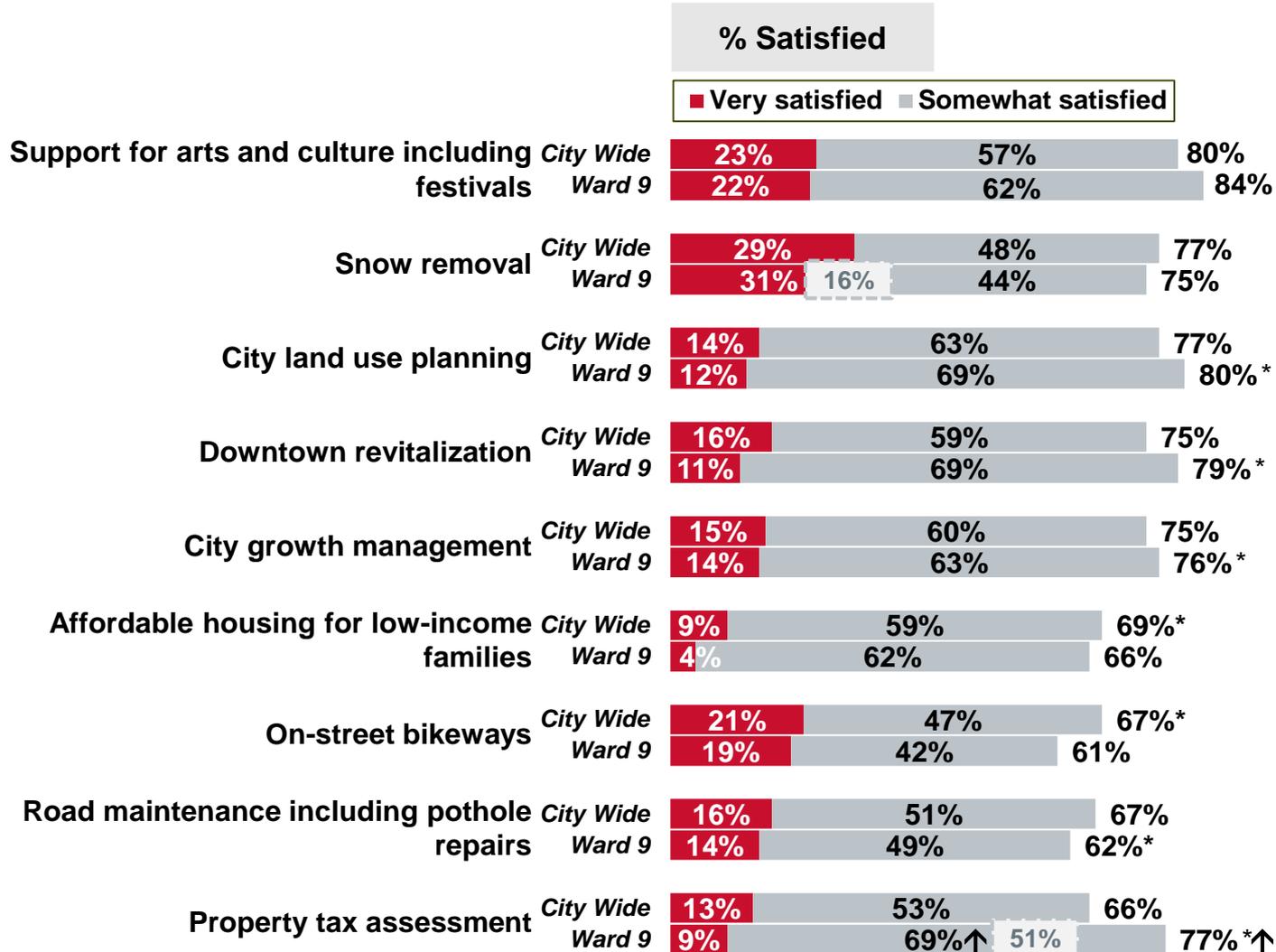
*Rounding

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

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 9 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)

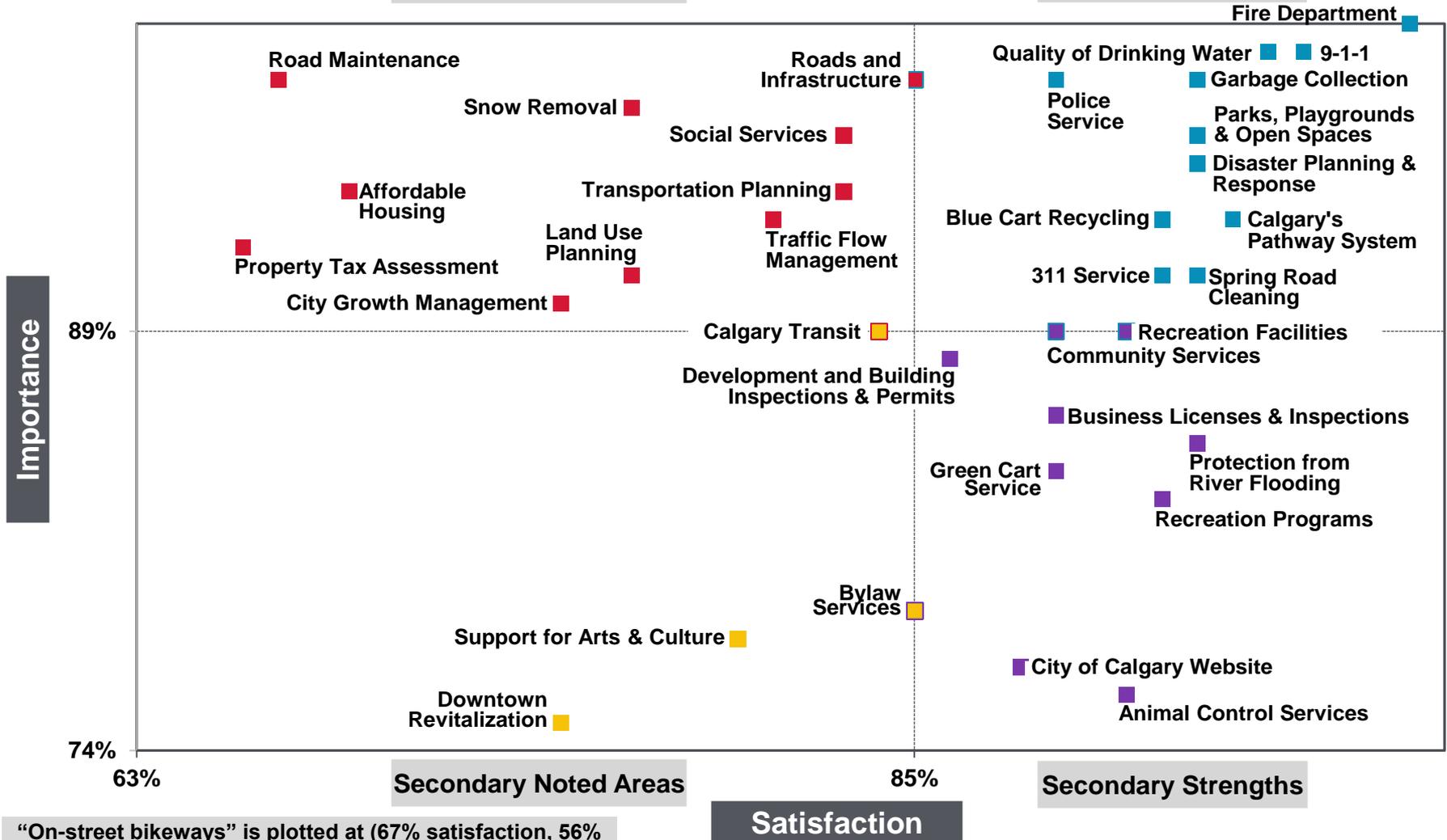
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Importance vs. Satisfaction Grid: City Wide

Primary Noted Areas

Primary Strengths



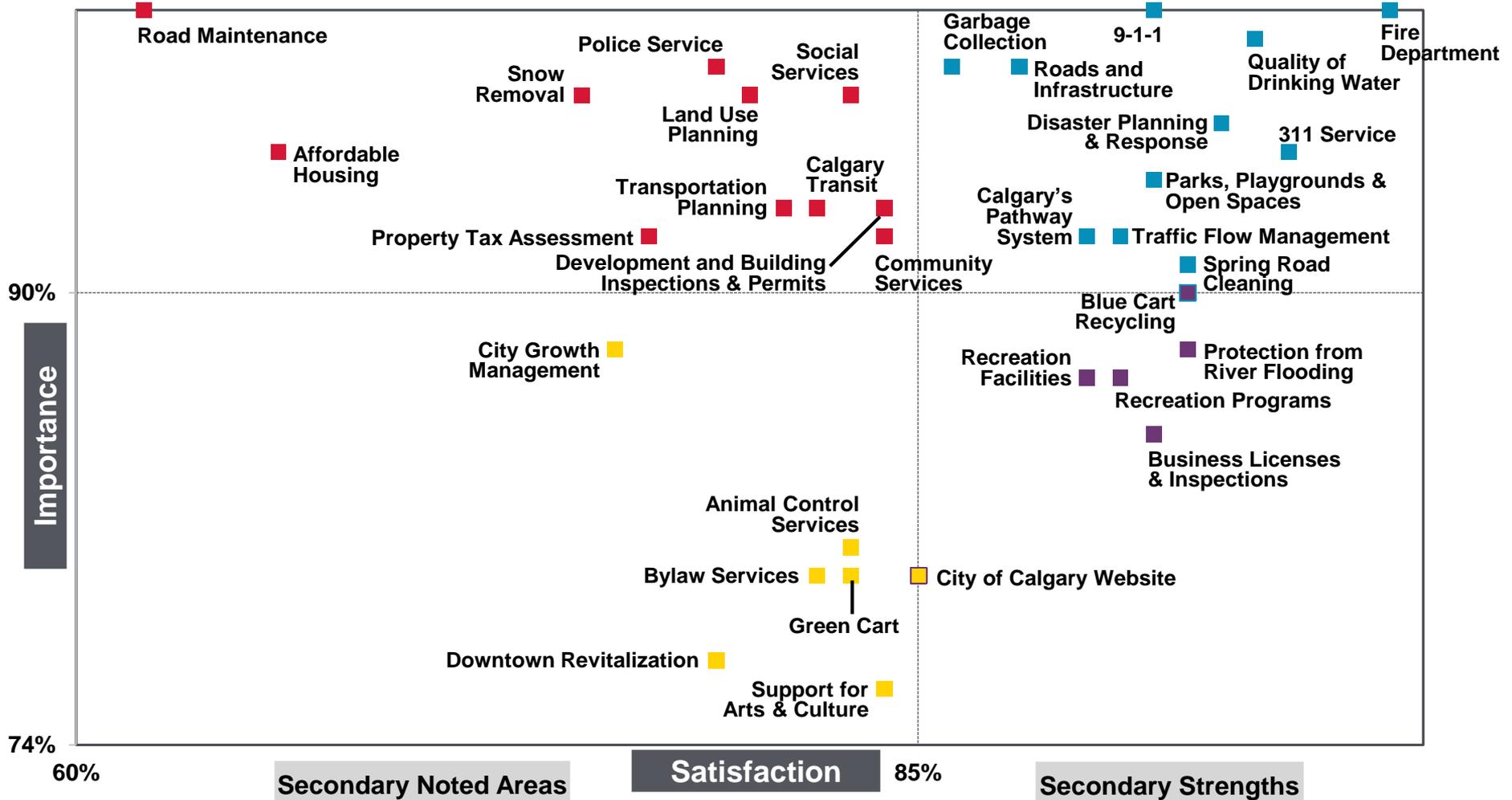
“On-street bikeways” is plotted at (67% satisfaction, 56% importance) and is not illustrated on this graph.



Importance vs. Satisfaction Grid: Ward 9

Primary Noted Areas

Primary Strengths



"On-street bikeways" (61% satisfaction, 59% importance) is not illustrated on this graph.



Primary Strengths and Noted Areas: City Wide versus Ward 9

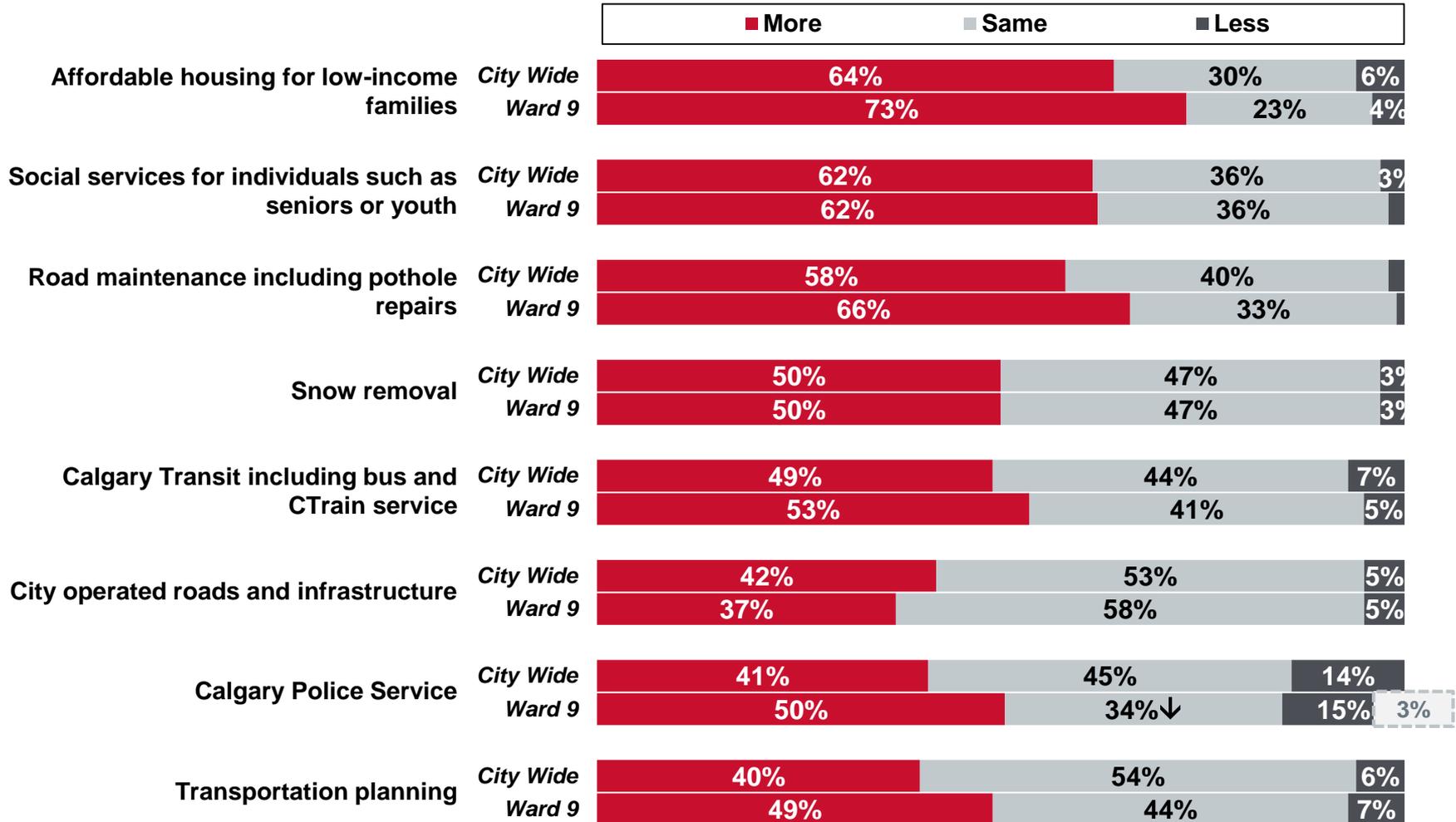
Please note: Only items that are primary strengths or primary noted areas either City Wide or for the Ward are shown in the table.

Primary Strength
Primary Noted Areas
Neither (in another quadrant)
<i>Striped boxes indicate the service sits on the border between quadrants</i>

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



Investment in City Programs and Services



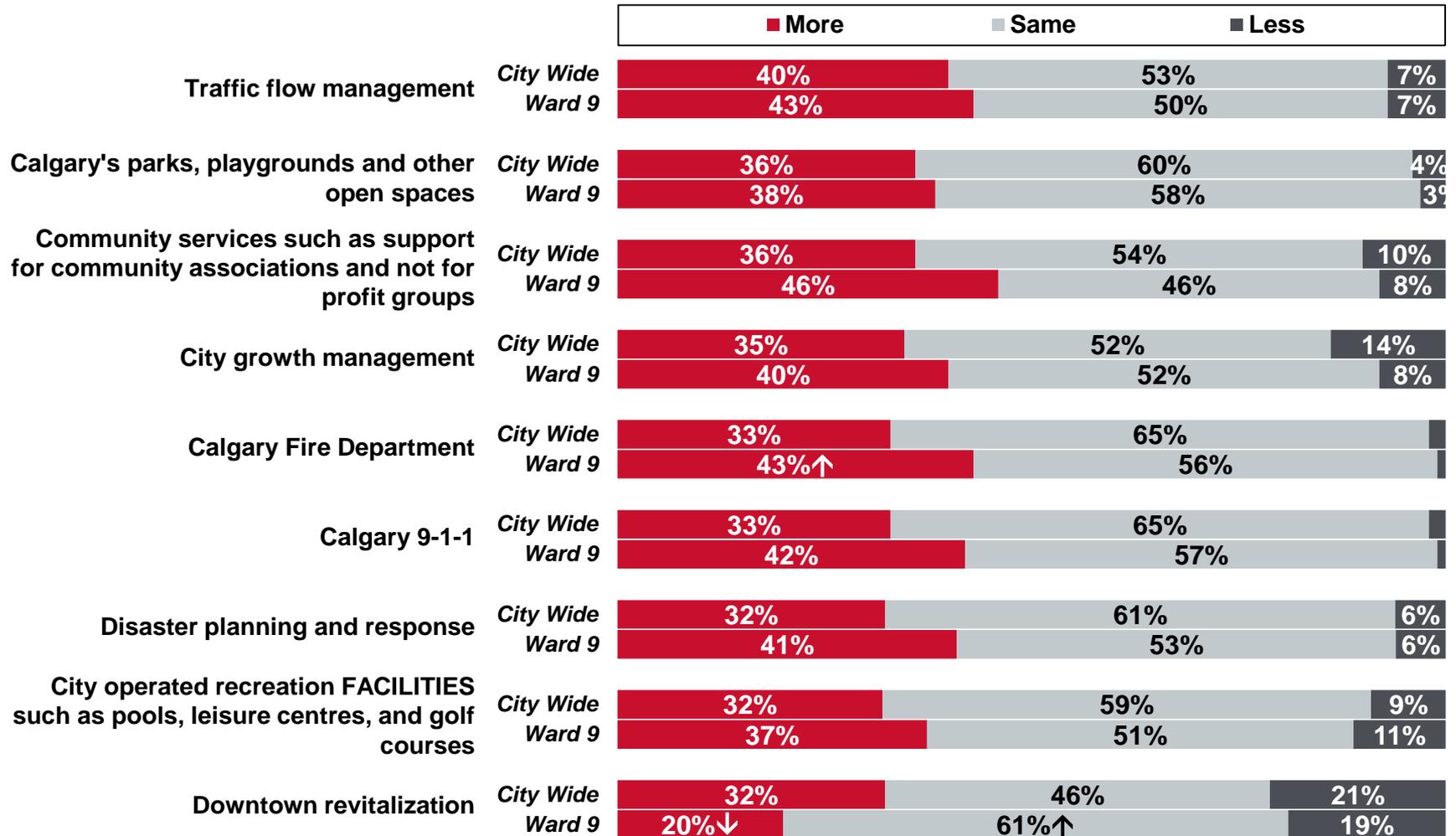
Ward 9 2019

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)

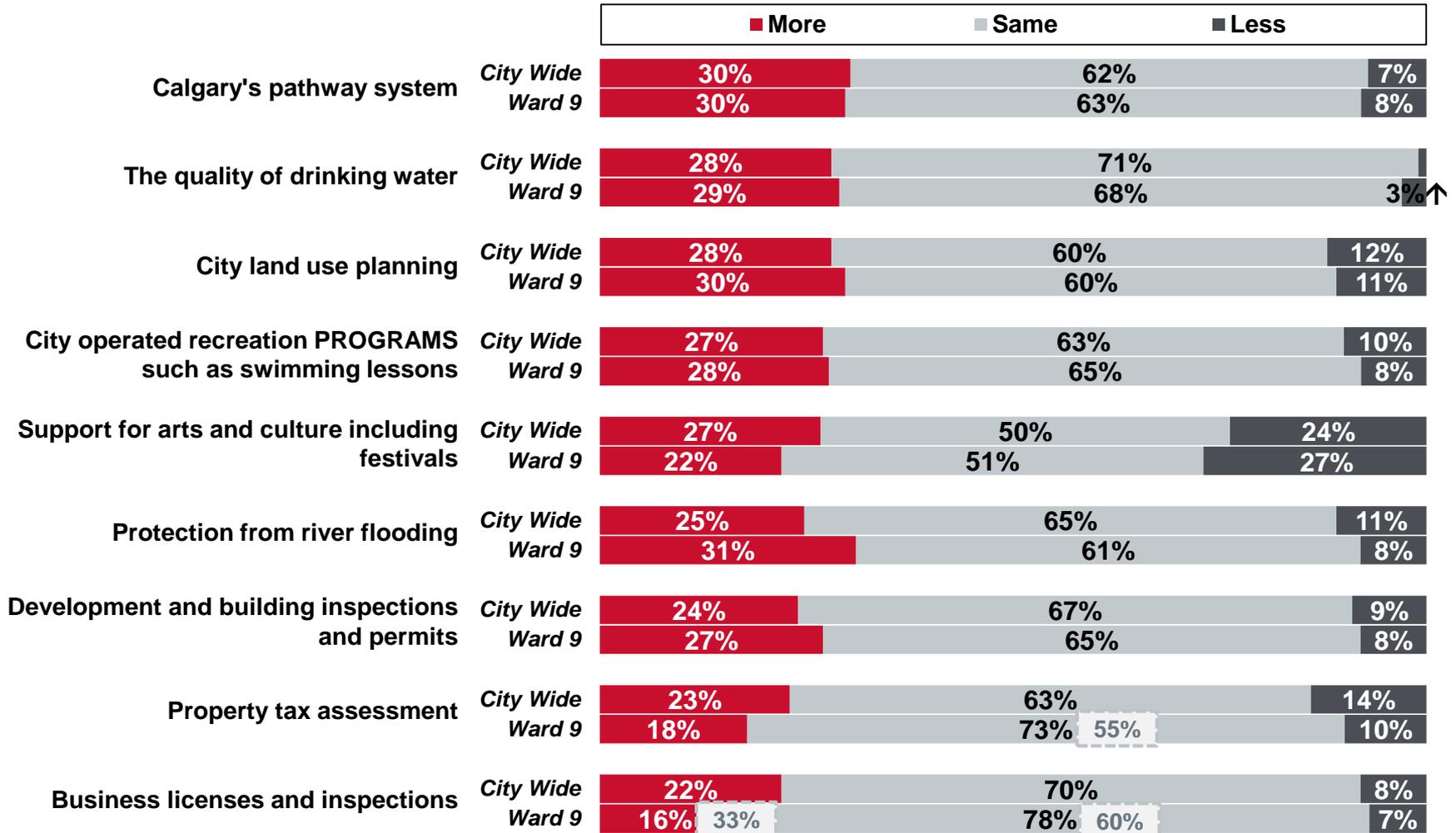
Data labels of <3% are not shown

↑ 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)

Ward 9 2019

Data labels of <3% are not shown

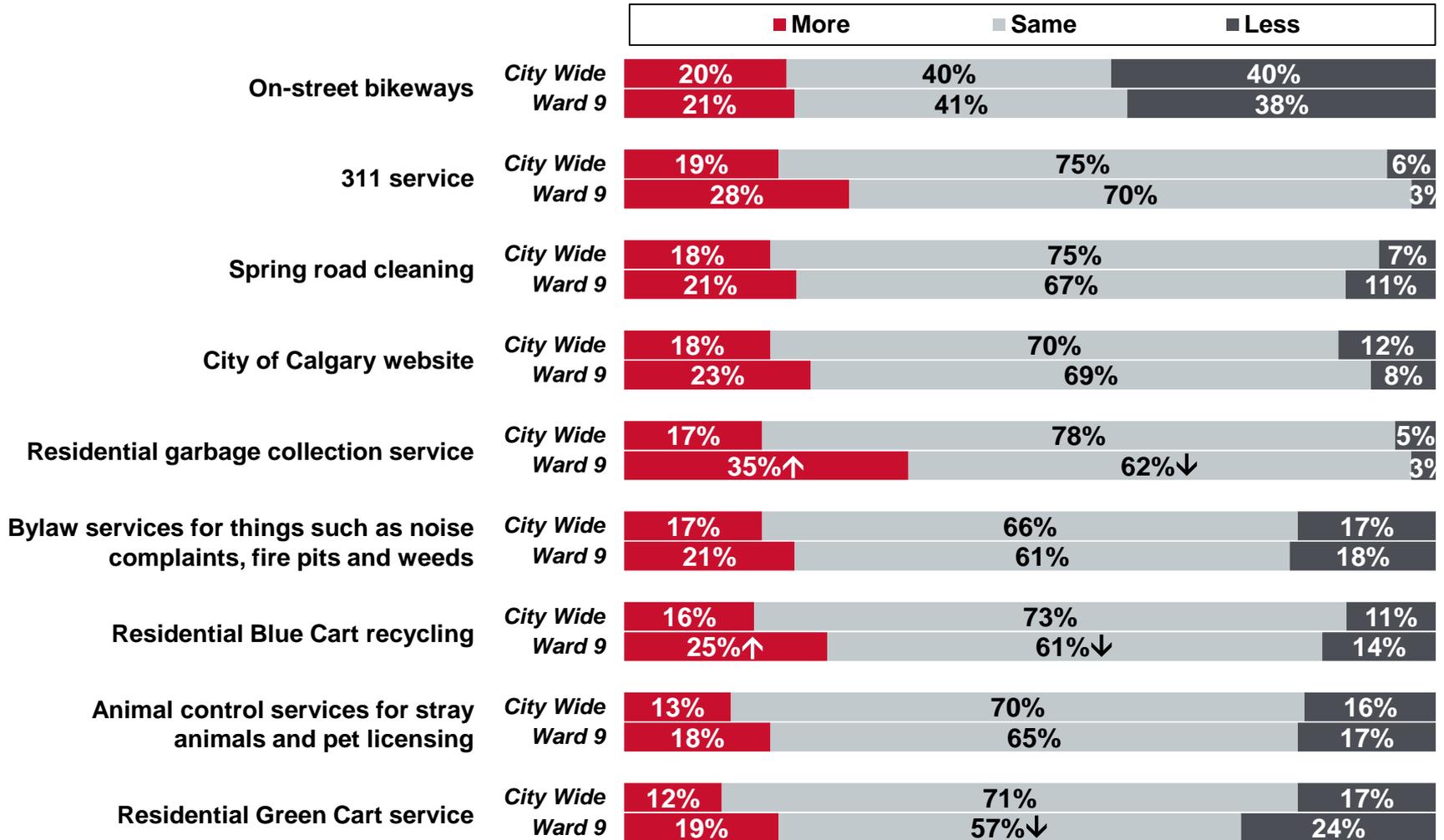
↑ Statistically higher than City Wide

↓ 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)

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

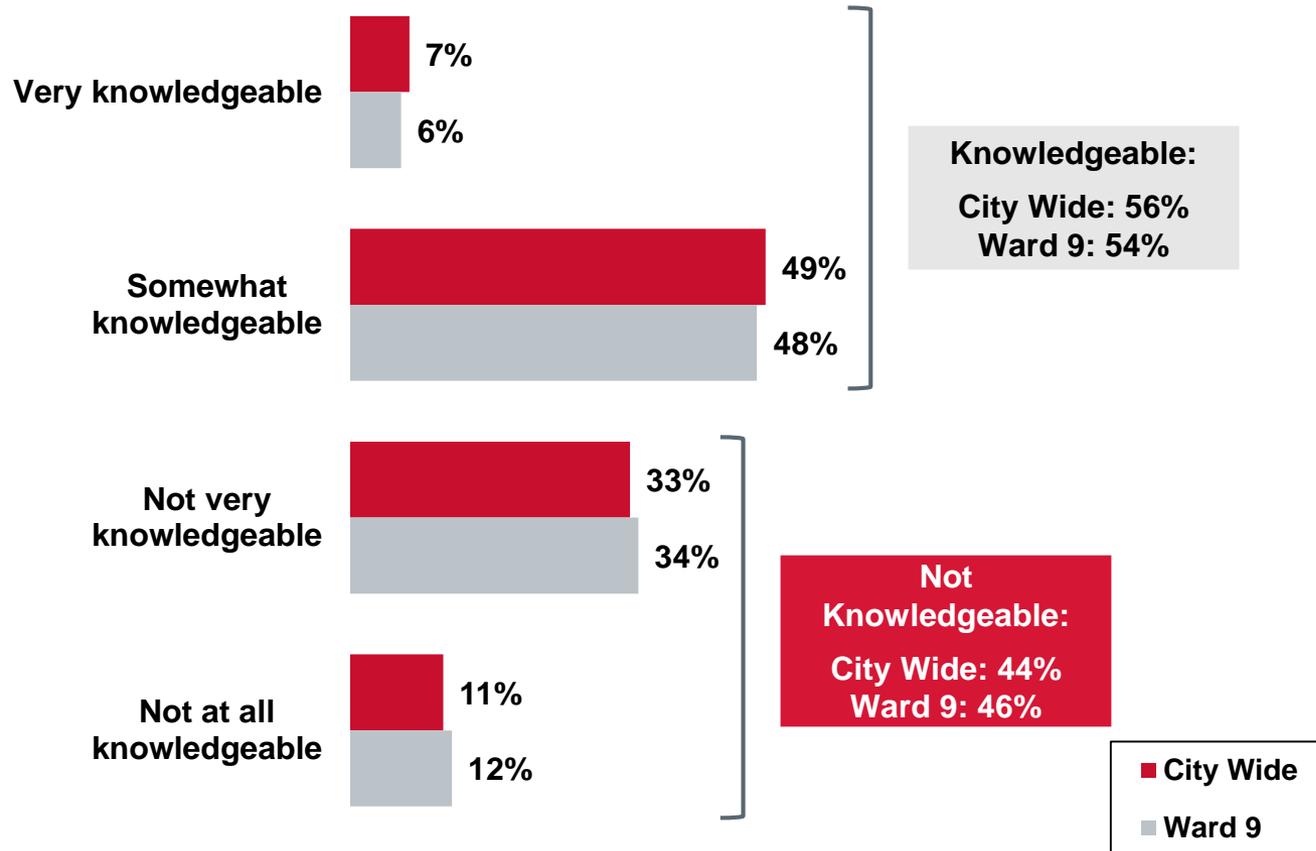


Taxation





Knowledge Levels of Tax Dollar Spending

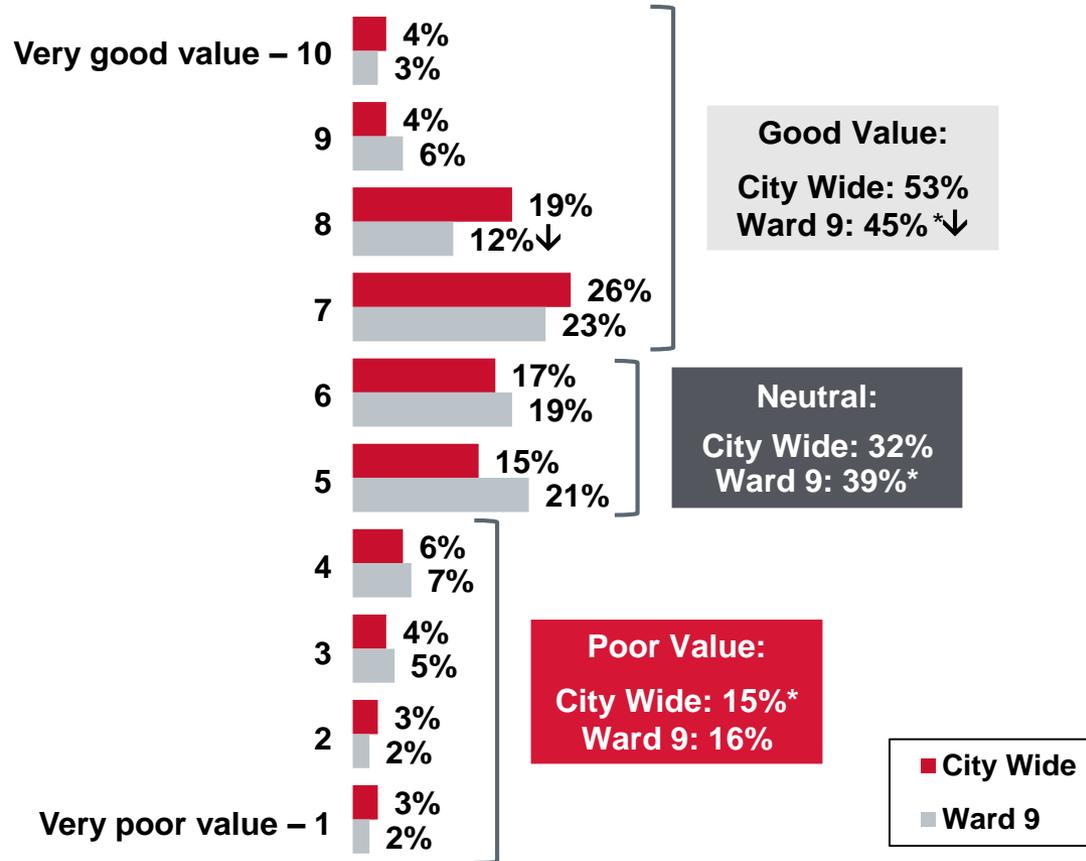


Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,484 / Ward 9: n=172)



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”.

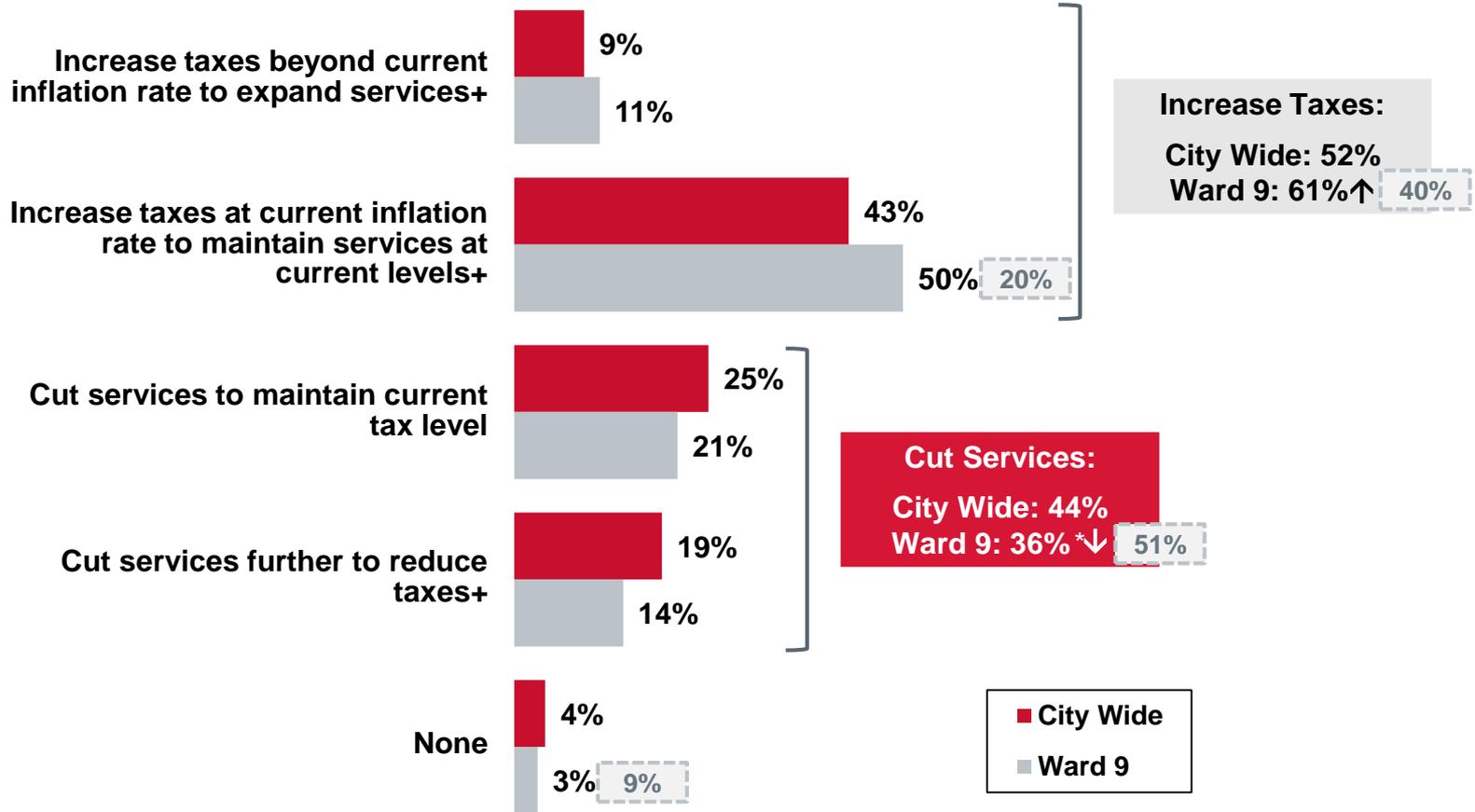
Base: Valid respondents (City Wide: n=2,453 / Ward 9: n=172)

*Rounding

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



Balancing Taxation and Service Delivery Levels



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 9: n=171) | +Slight wording changes in Fall 2020

Ward 9 2019

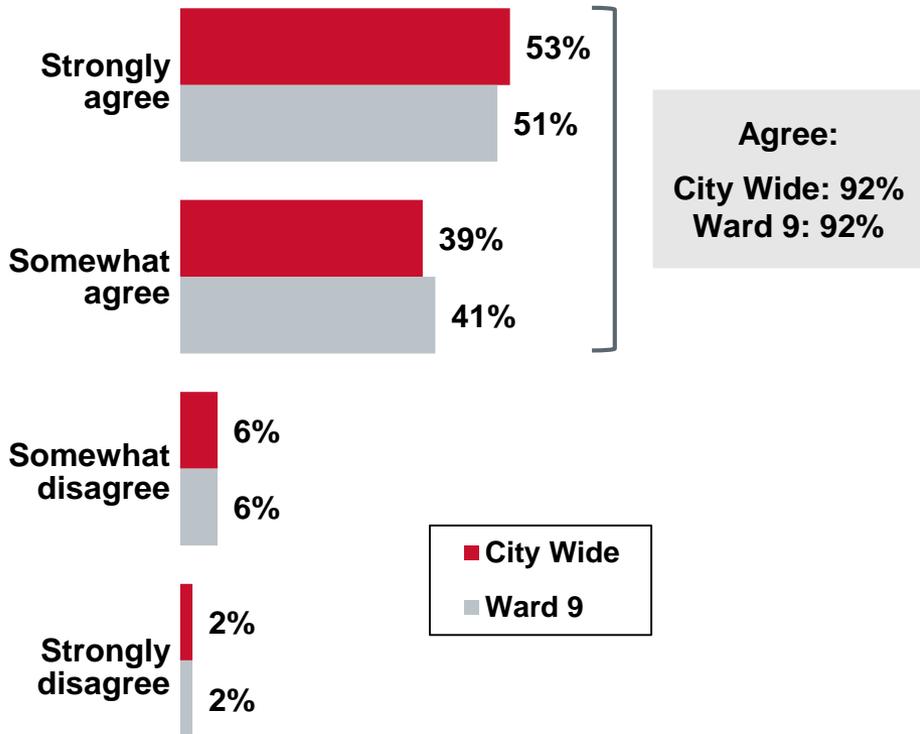
*Rounding

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

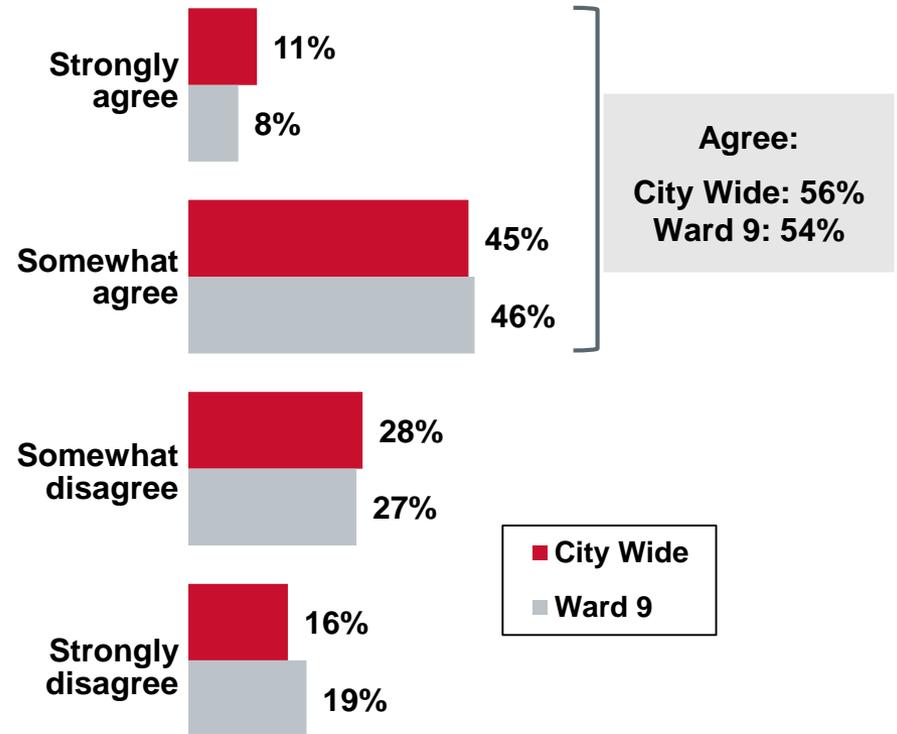


Property Tax Dollar Investment

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 9: n=172)

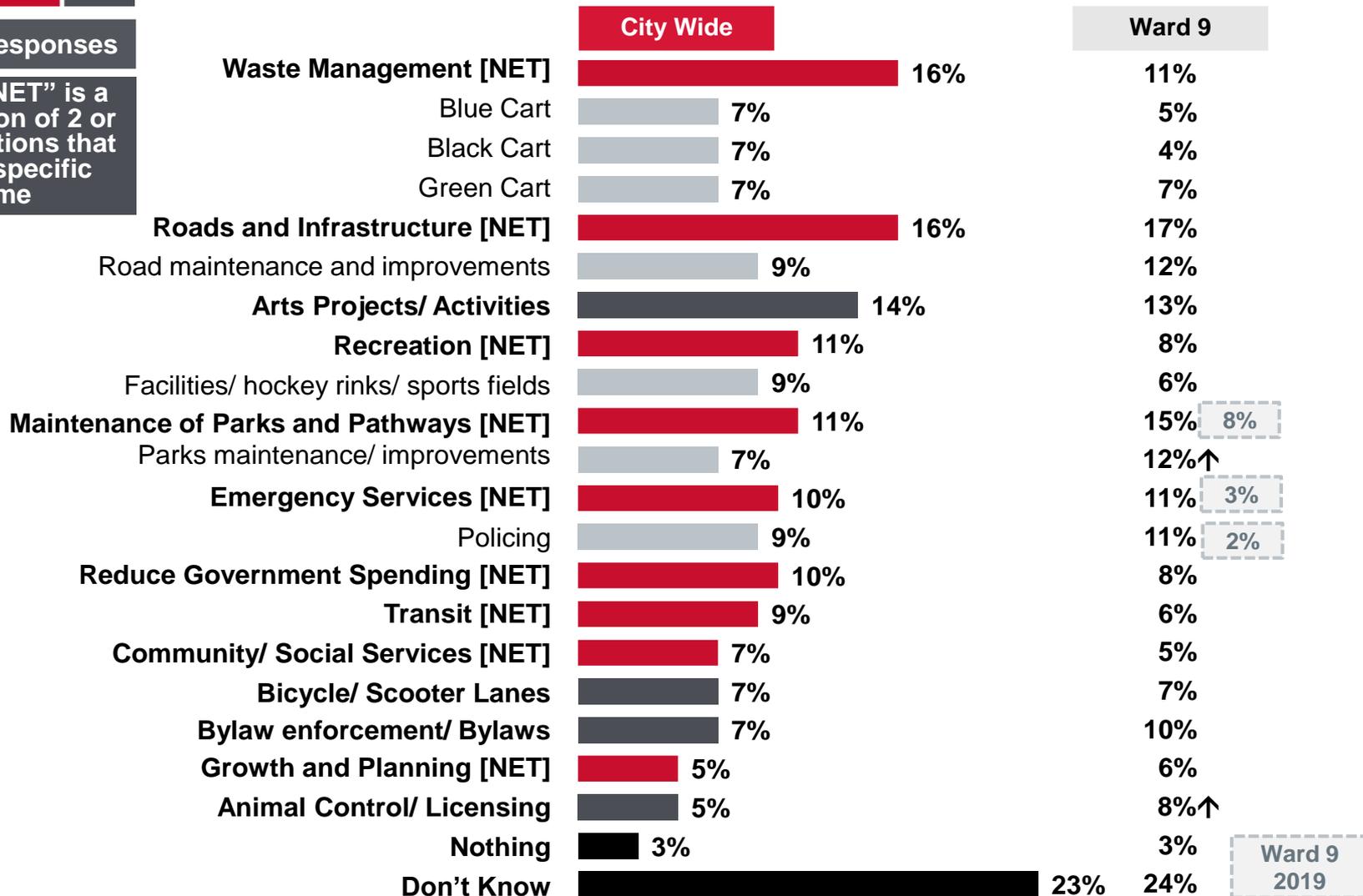
Base: Valid respondents (City Wide: n=2,453 / Ward 9: n=170)



Proposed Service Reductions

Multiple Responses

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



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 9: n=174)

Mentions of <5% are not shown

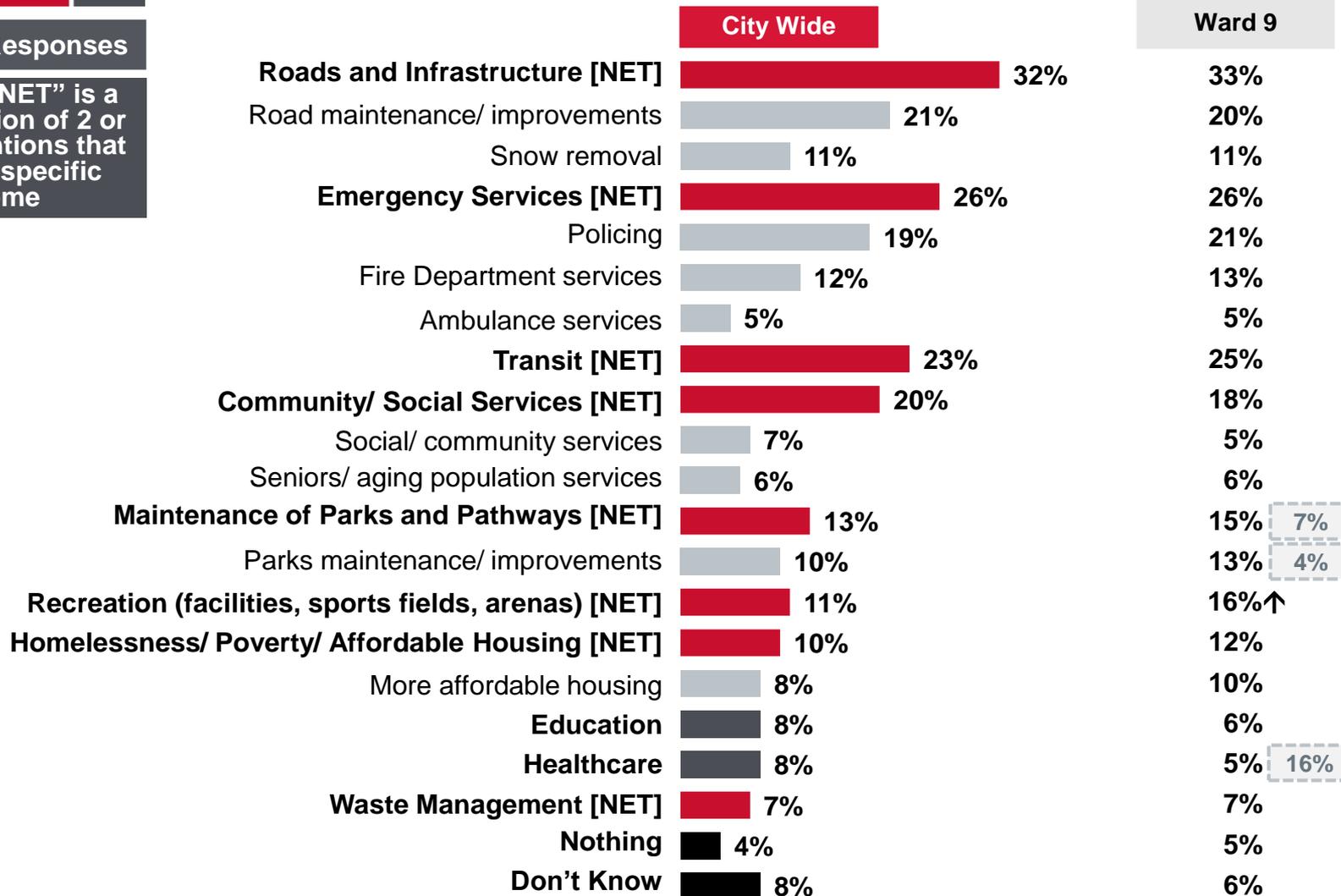
↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide



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 9: n=174)

Mentions of <5% are not shown

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

Ward 9 2019

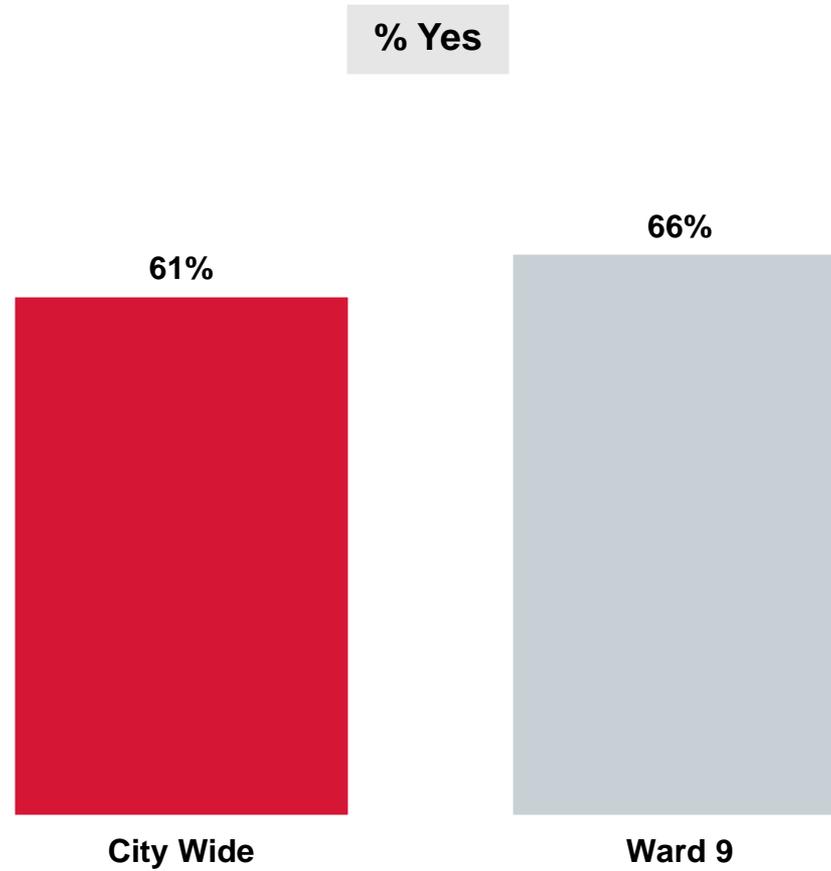


Contact with The City and Customer Service





Past 12 Months Contact with The City of Calgary

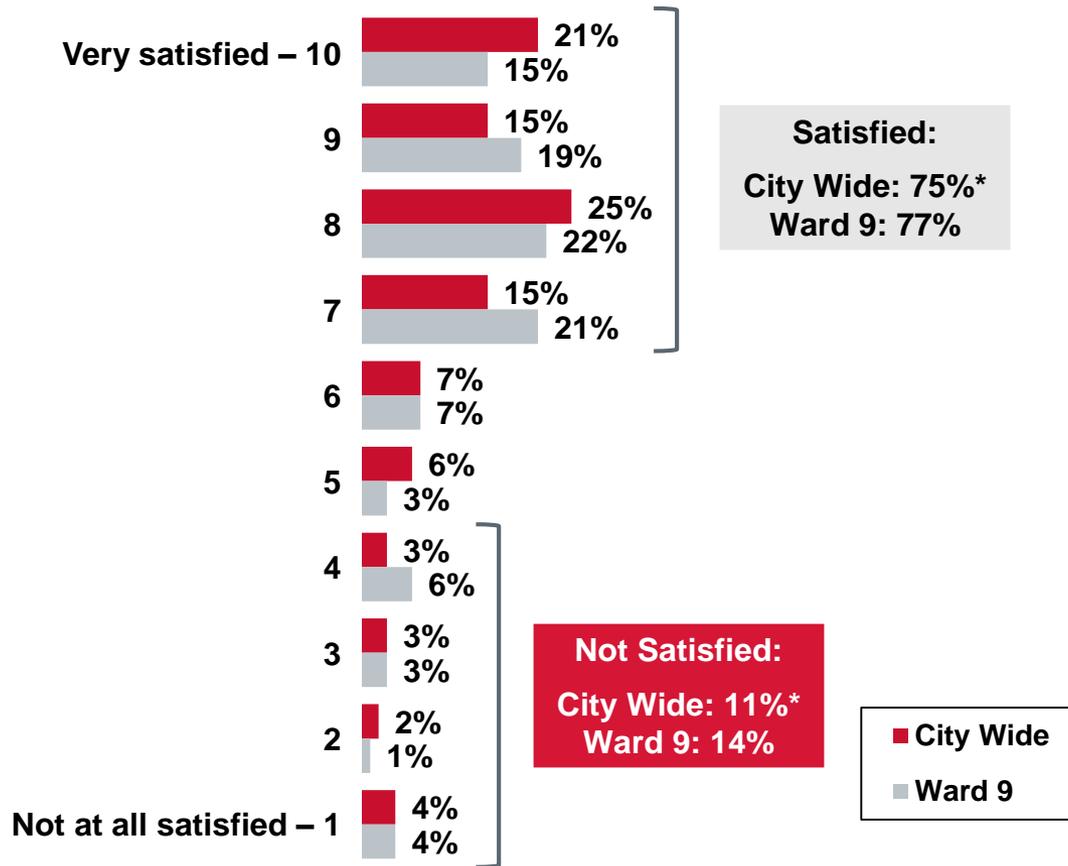


Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,479 / Ward 9: n=170)



Satisfaction with the Overall Level and Quality of Customer Service



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?

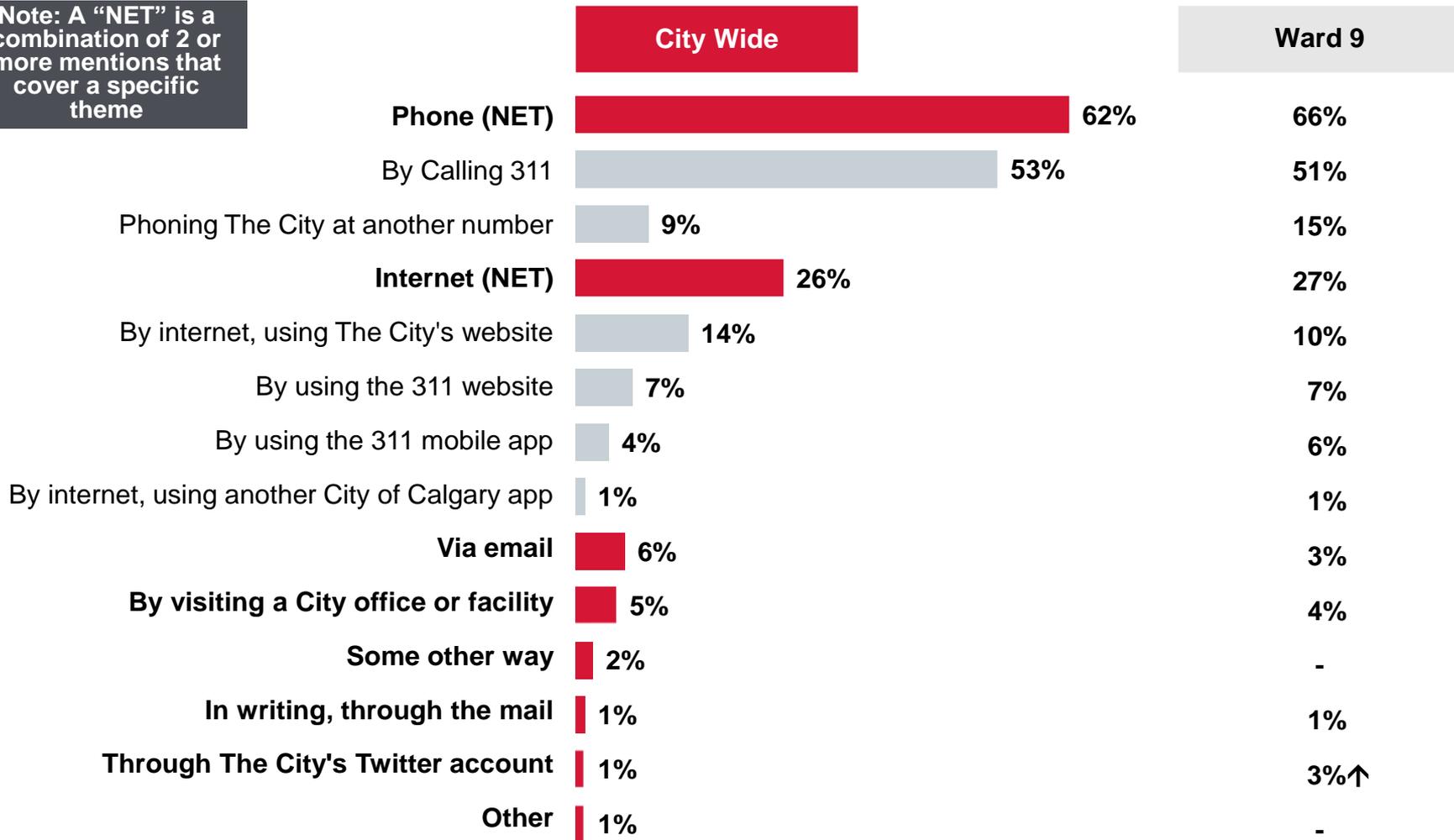
Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,535 / Ward 9: n=107)

*Rounding



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 9: n=77)

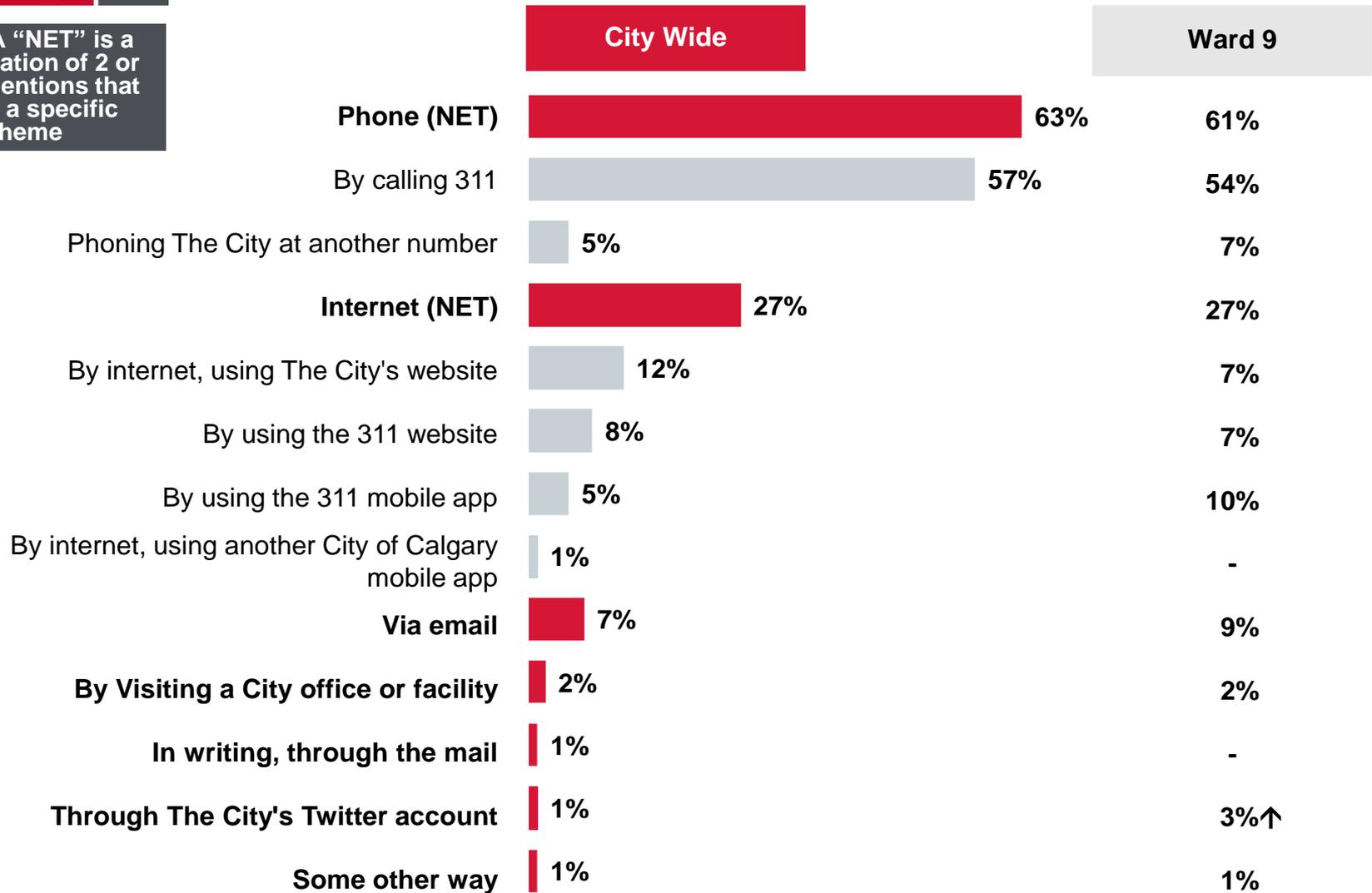
Mentions of <1% are not shown

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



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?

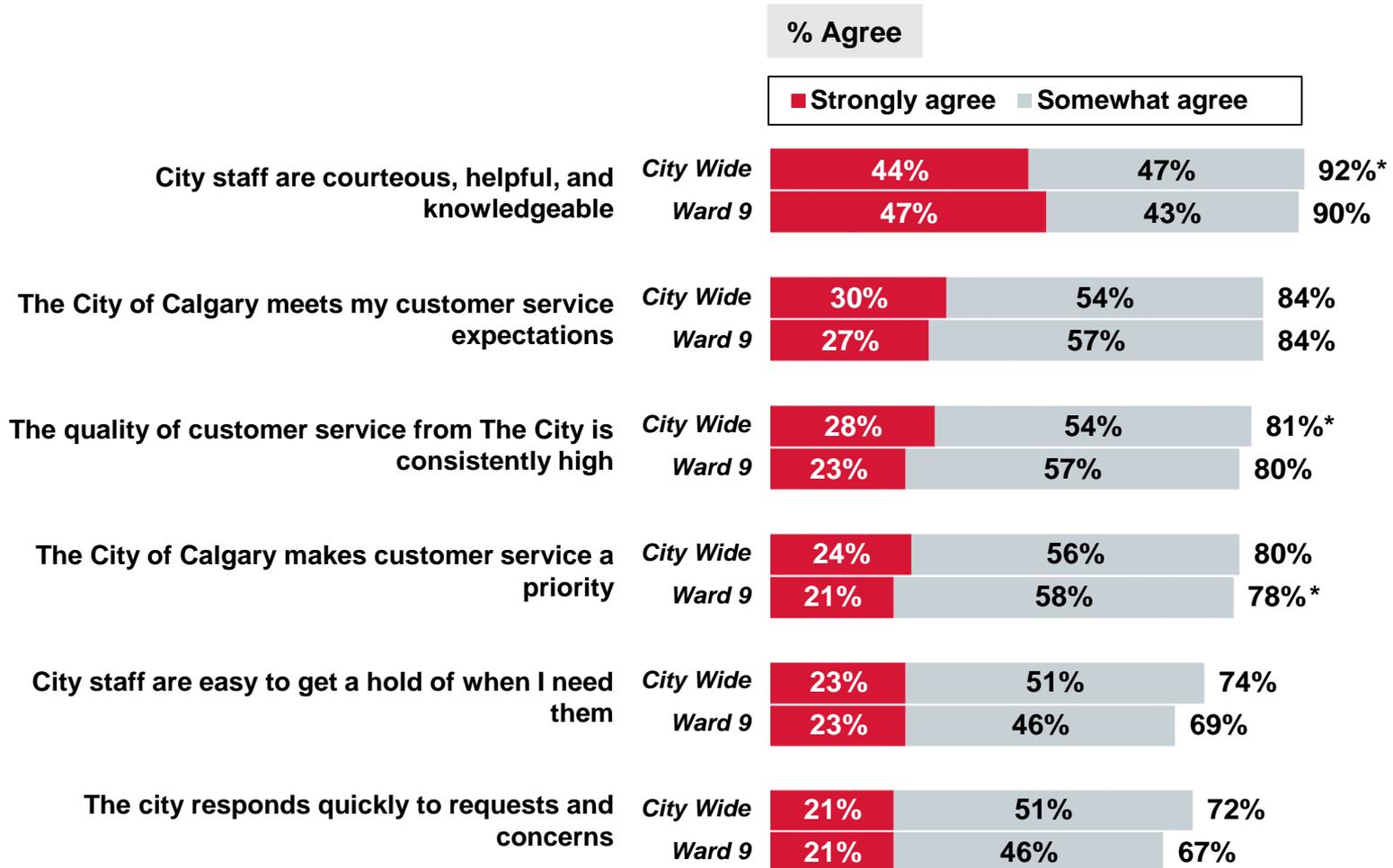
Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,111 / Ward 9: n=77)

Mentions of <1% are not shown

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



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

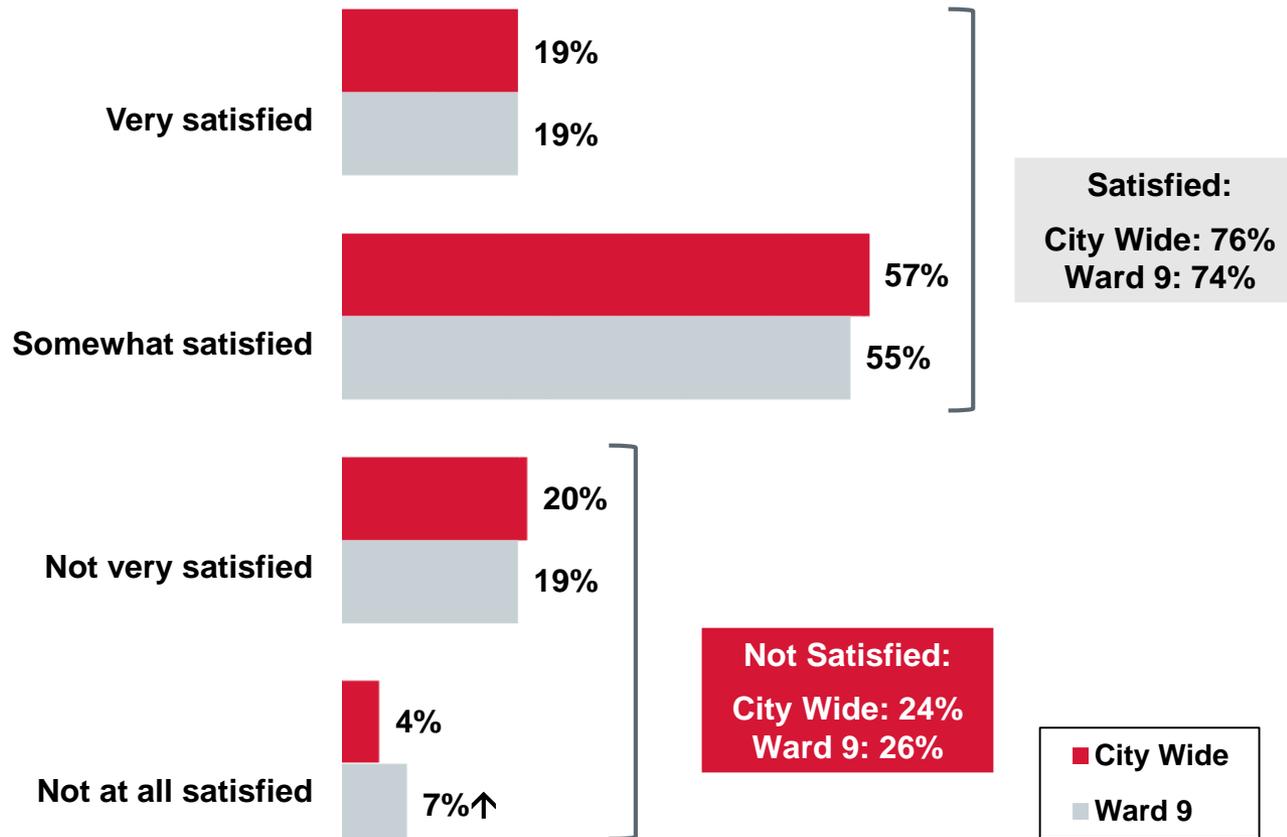


City Communications





Satisfaction with the Overall Quality of City Information and Communications



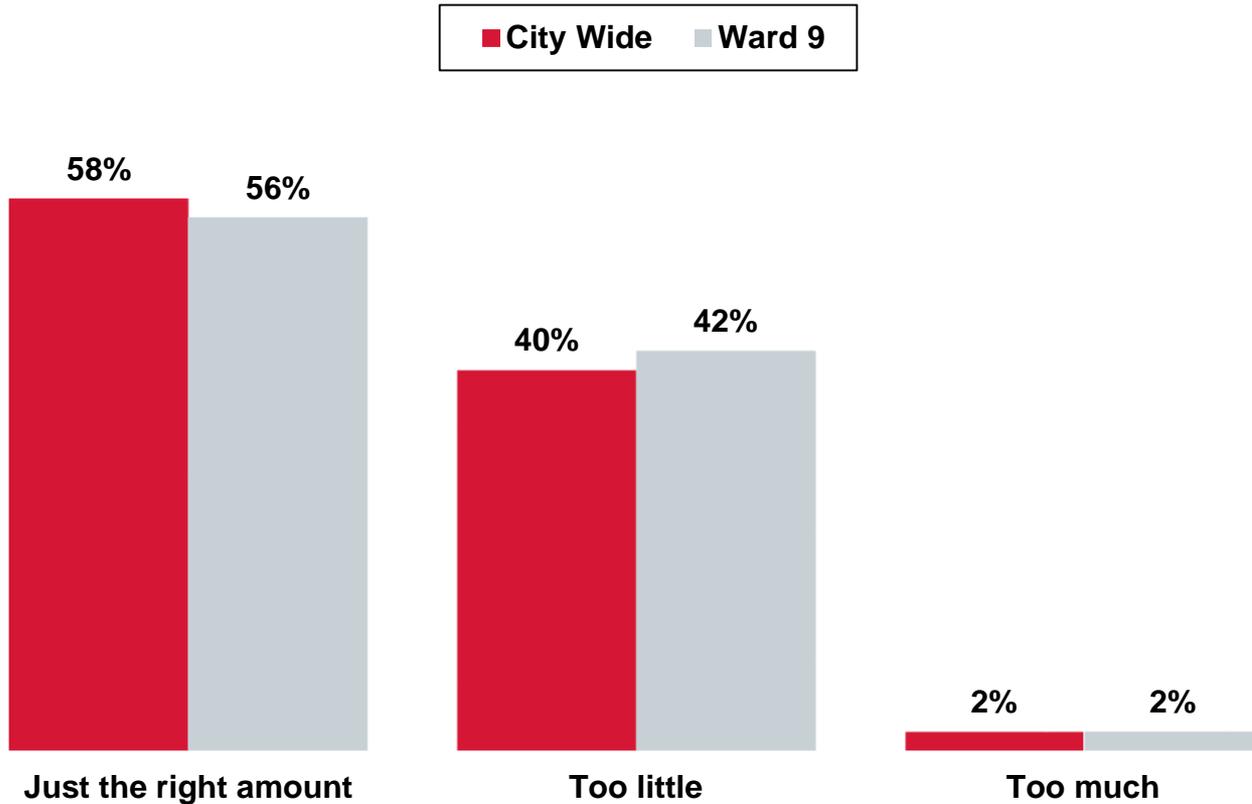
And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents (City Wide: n=2,493 / Ward 9: n=173)

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



Amount of Accessible Information

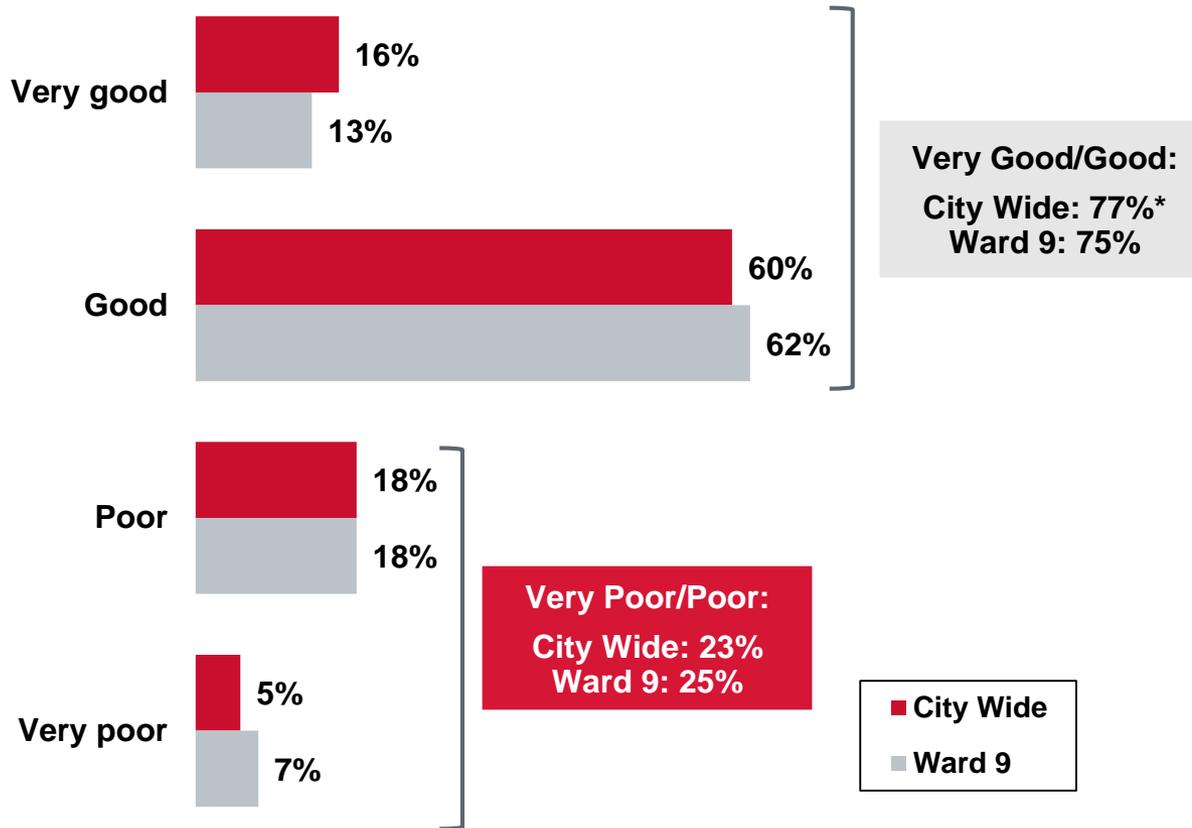


In your opinion, do you currently have access to too much, too little, or just the right amount of information from The City?

Base: Valid respondents (City Wide: n=2,479 / Ward 9: n=173)



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 9: n=174)

*Rounding

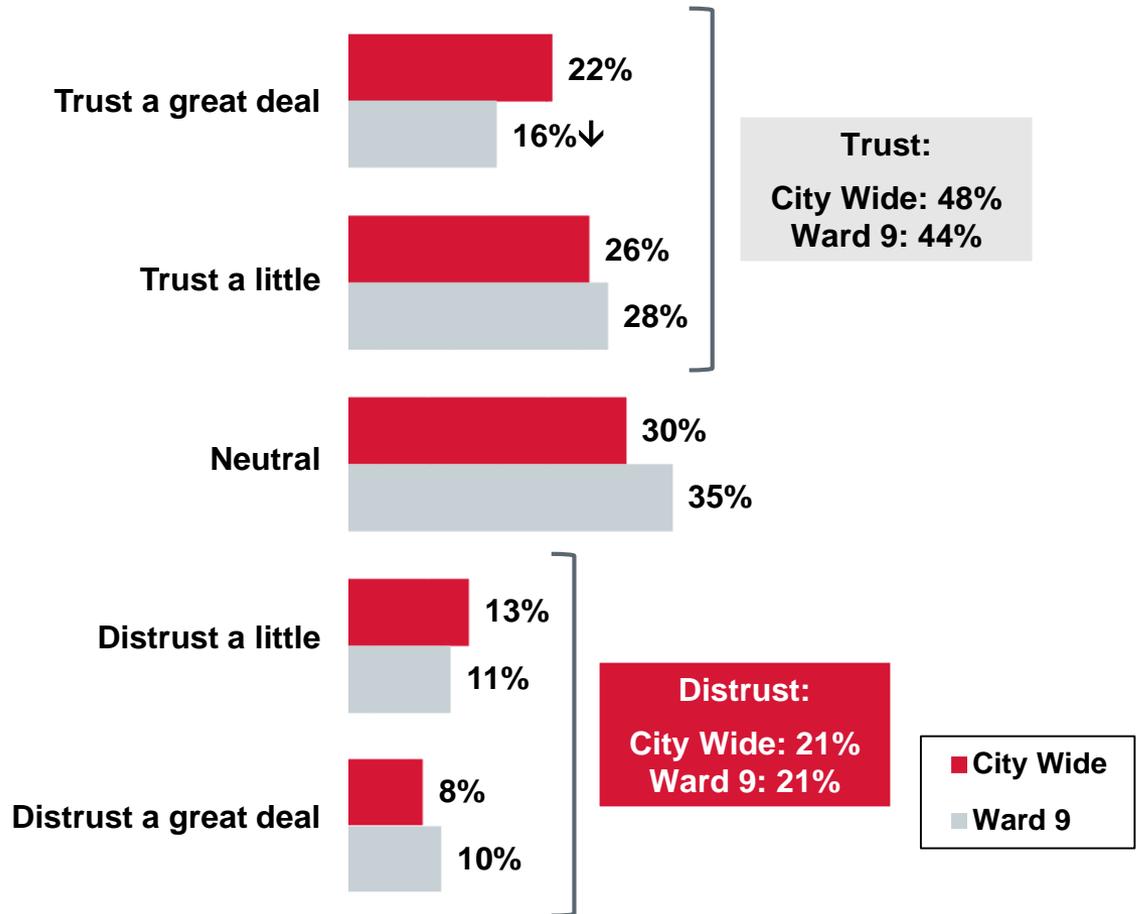


City Reputation and Performance





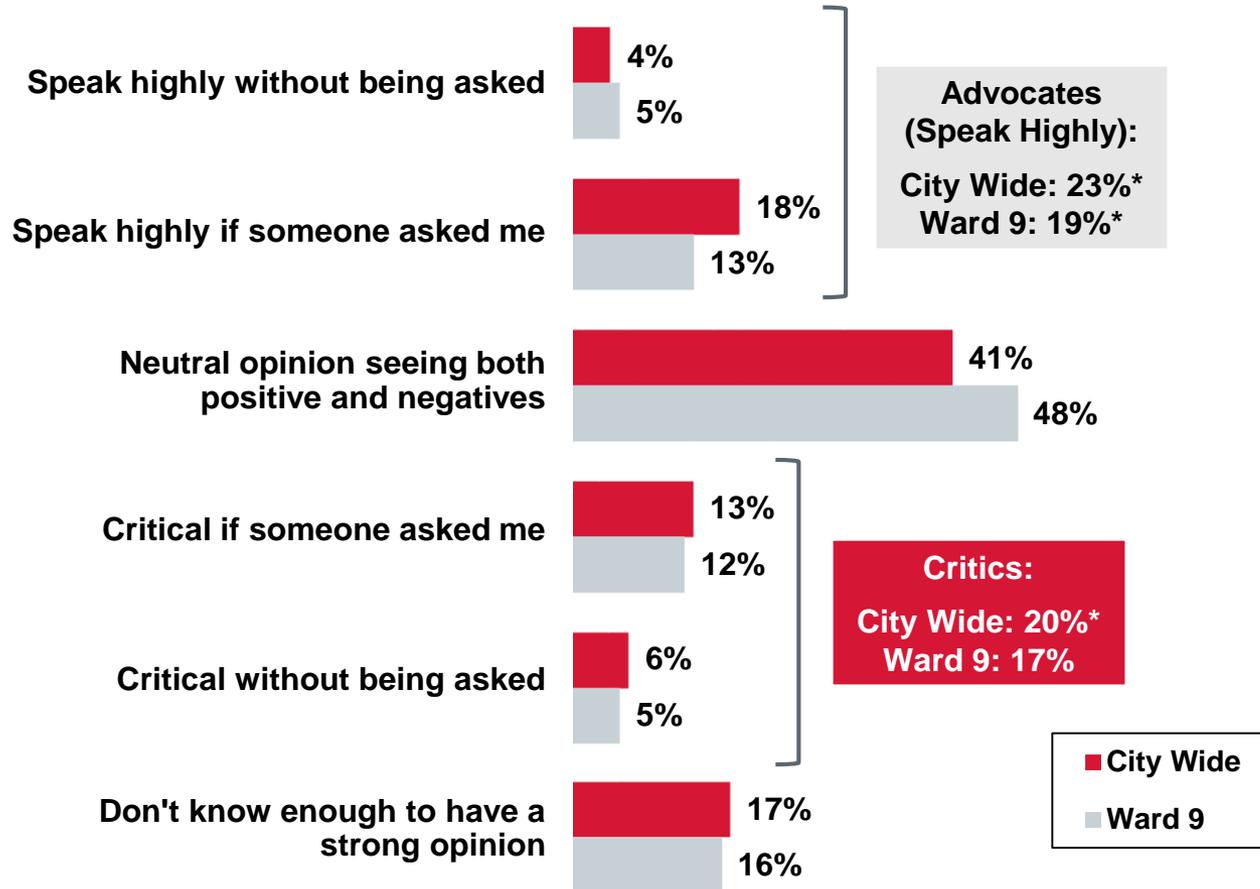
Trust



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=2,491 / Ward 9: n=172)

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



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

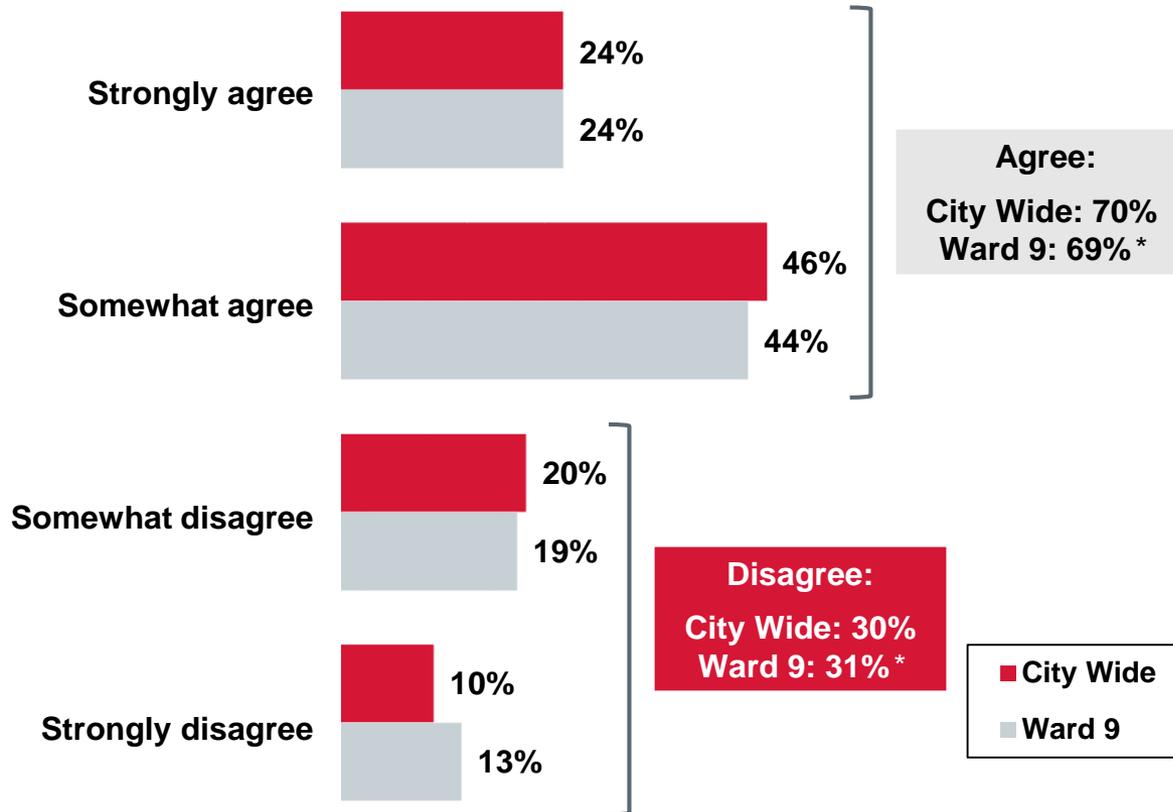
Base: Valid respondents (City Wide: n=2,487 / Ward 9: n=172)

*Rounding



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.

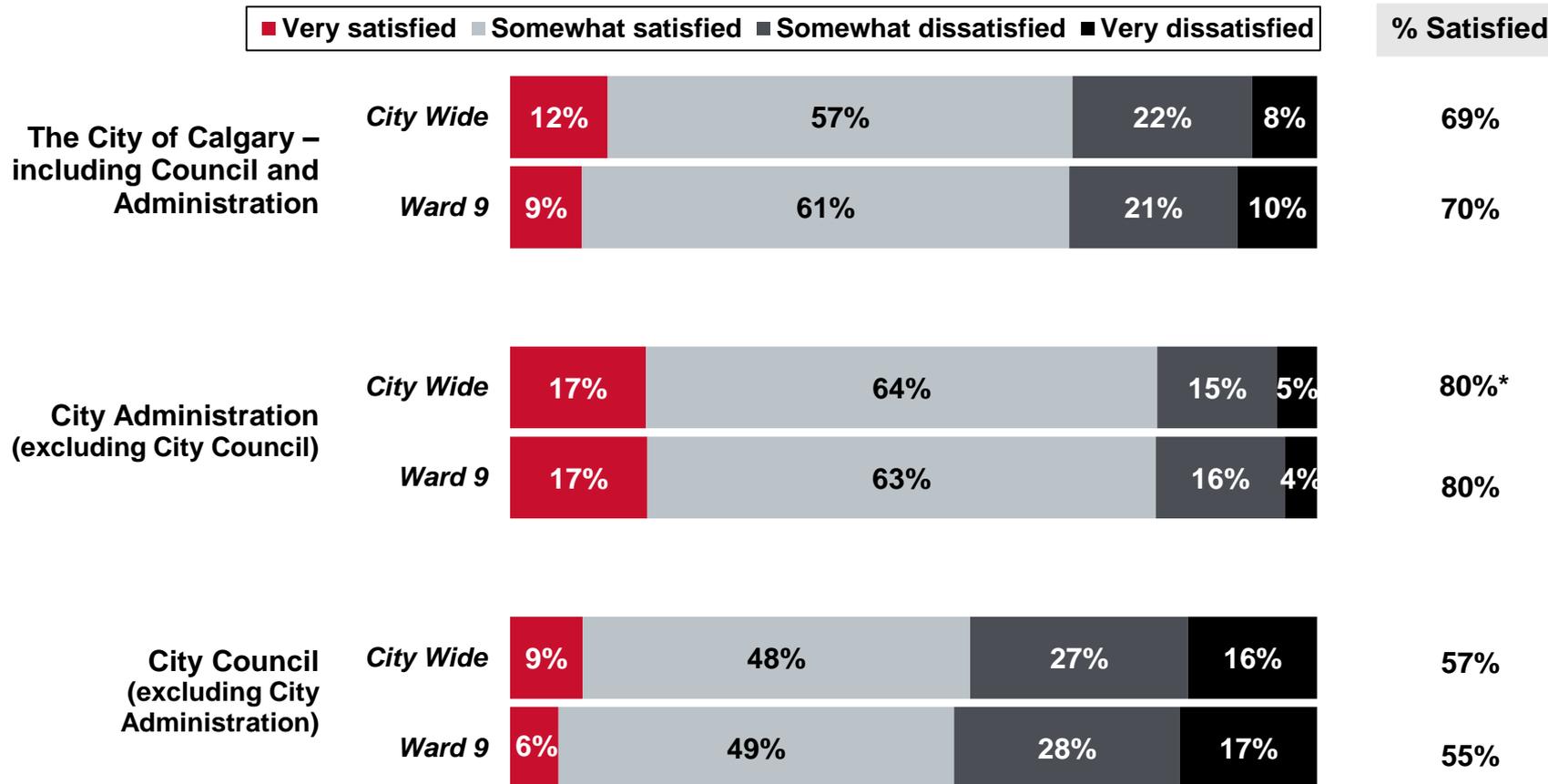
Base: Valid respondents (City Wide: n=2,455 / Ward 9: n=167)

*Rounding



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.



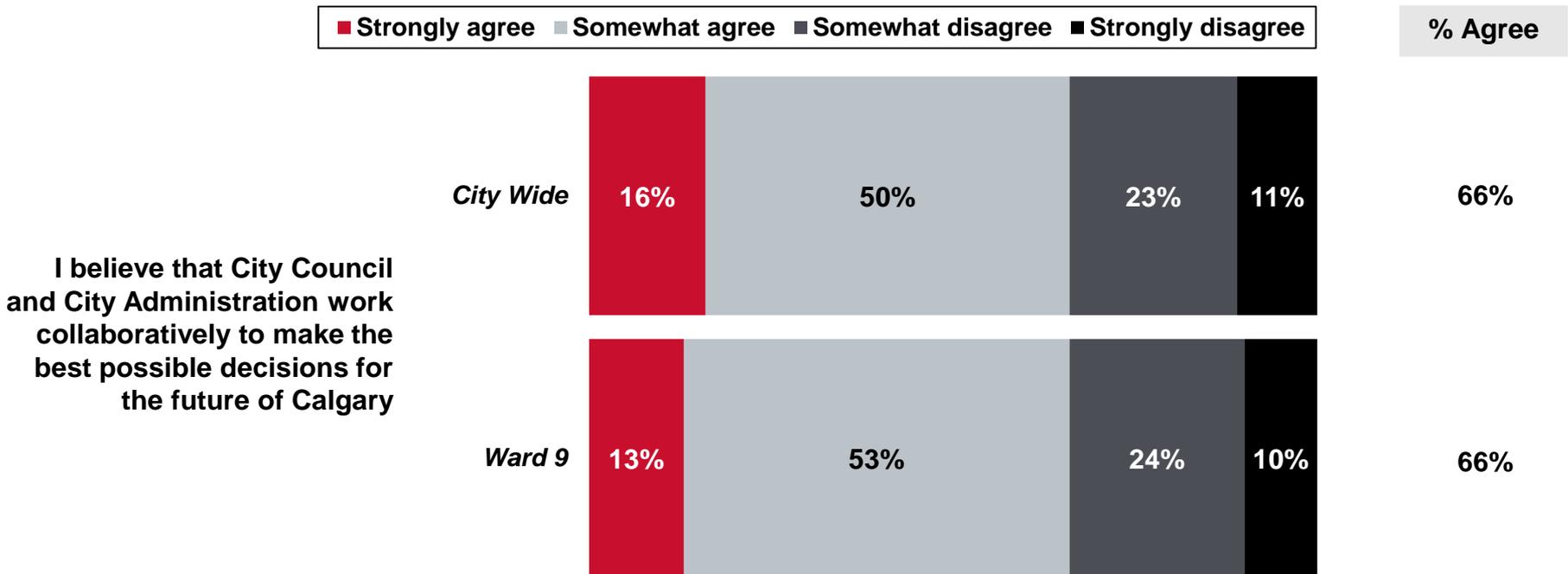
Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

Base: Valid respondents (Bases vary)

*Rounding



Attitudes Regarding Collaboration

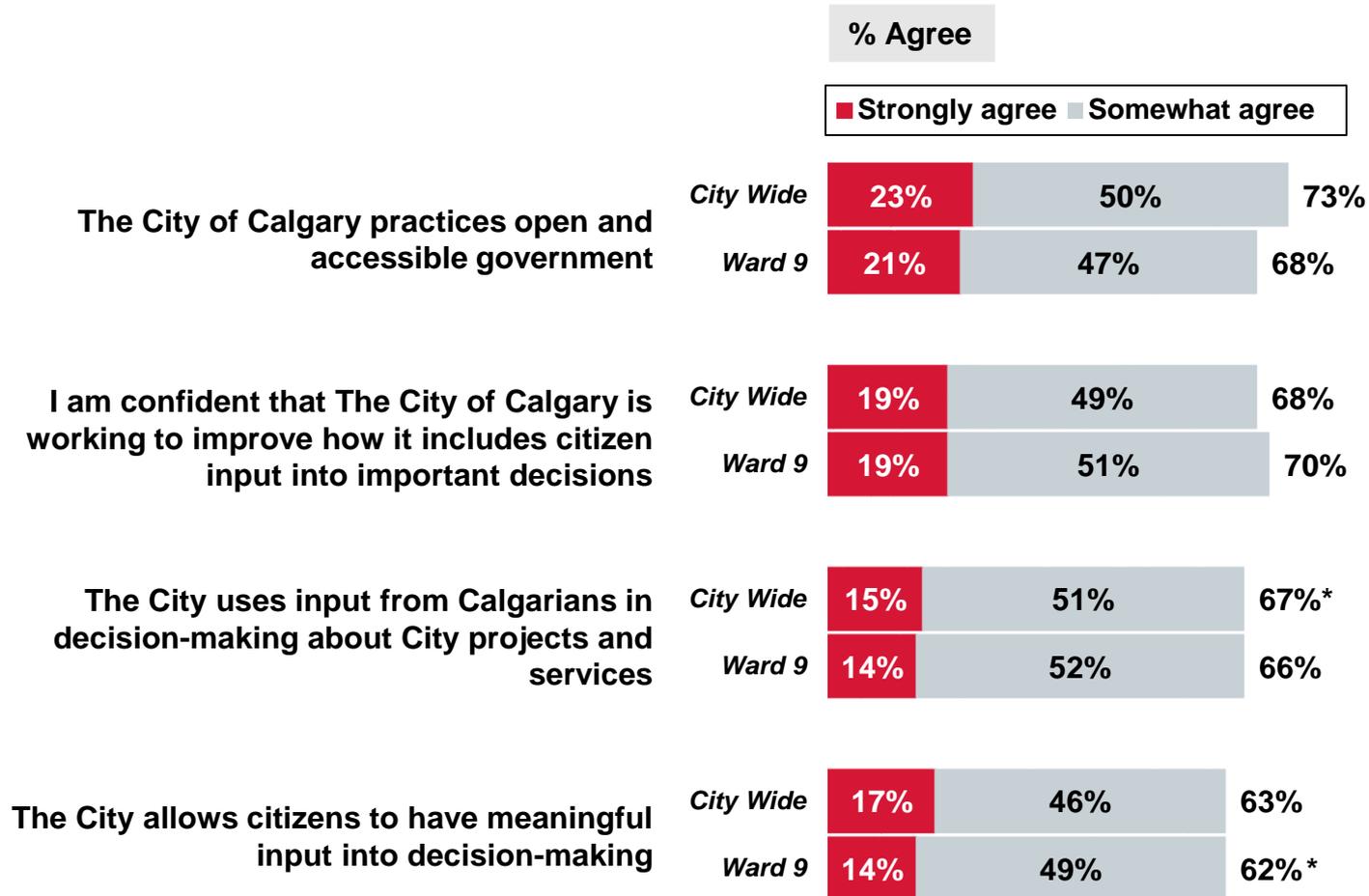


Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (City Wide: n=2,463 / Ward 9: n=174)



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?

Base: Valid respondents (Bases vary)

*Rounding



Respondent Profile





Respondent Profile

Age

	City Wide	Ward 9
18 to 24	11%	5%
25 to 34	22%	32%
35 to 44	18%	16%
45 to 54	19%	14%
55 to 64	13%	19%
65 or older	17%	15%
Mean	45.5	46

Income

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

Gender

	City Wide	Ward 9
Male	50%	45%
Female	49%	55%
Other	<1%	-

Education

	City Wide	Ward 9
Completed high school or less	16%	20%
Some post secondary or completed a college diploma	34%	37%
Completed university degree or post-grad degree	50%	43%

Base: Valid respondents (Bases vary)



Respondent Profile (continued)

Type of Home

	City Wide	Ward 9
Single-detached house	69%	63%
Apartment or apartment-style condominium	13%	12%
Duplex, triplex or fourplex	8%	10%
Townhouse or rowhouse	8%	13%
Another type of multi-dwelling unit	2%	2%

Children and Seniors in Household

	City Wide	Ward 9
Yes - Children	31%	31%
Yes - Seniors	28%	31%

Household Size

	City Wide	Ward 9
1	14%	19%
2	33%	32%
3	19%	22%
4	21%	11%
5 or more	13%	16%
Mean	2.9	2.9

Responsible for Property Taxes

	City Wide	Ward 9
Yes	84%	85%
No	16%	15%

Own or Rent

	City Wide	Ward 9
Own	74%	66%
Rent	22%	34%
Other	1%	-
Neither	4%	-

Tenure in Calgary

	City Wide	Ward 9
Less than 5 years	6%	6%
5 to less than 10 years	10%	7%
10 to less than 15 years	10%	6%
15 to less than 20 years	10%	9%
20 to less than 30 years	24%	25%
30 to less than 40 years	15%	21%
40 or more	26%	27%
Mean	27.2	29.6

Base: Valid respondents (Bases vary)



Born in Canada

	City Wide	Ward 9
Yes	73%	82%
No	27%	18%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=639)	Ward 9 (n=31**)
Less than 12	30%	30%
12 to 17	12%	9%
18 or older	57%	61%

**Caution: Small sample size

Ethnic Background

	City Wide	Ward 9
Caucasian/ White	26%	28%
British	18%	22%
Canadian/ French Canadian	15%	15%
Northern or Western European	11%	12%
East or Southeast Asian	11%	11%
Southern or Eastern European	7%	3%
South Asian	7%	3%
Central/South American or Caribbean	3%	3%
African	2%	3%
West Asian or Middle Eastern	2%	1%
Aboriginal/First Nations/Metis	1%	5%
Declined to respond	1%	-
Don't Know	4%	7%

Disability in Household

	City Wide	Ward 9
Yes	18%	28%
No	82%	72%

Visible Minority

	City Wide	Ward 9
Yes	27%	23%
No	73%	77%

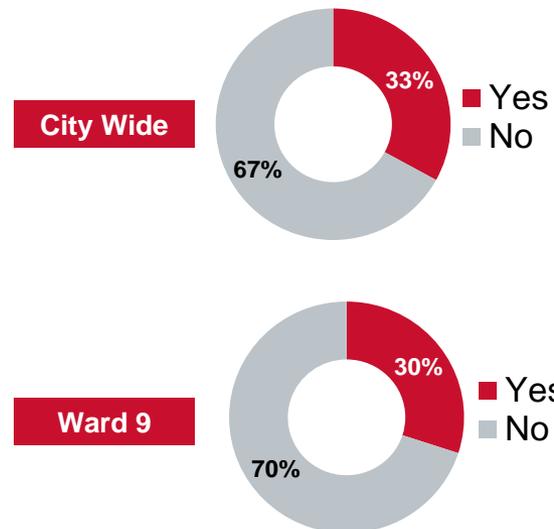
Base: Valid respondents (Bases vary)



Employment Status

	City Wide	Ward 9
Employed full-time	43%	46%
Employed part-time	8%	5%
Self-employed	10%	7%
Out of work and looking for work	9%	14%
Out of work but not currently looking for work	2%	2%
Homemaker	2%	2%
Student	6%	2%
Retired	17%	17%
Unable to work	2%	5%
Other	1%	1%

Business Leader



**Among those in the workforce
(City Wide: n=1,377 valid respondents /
Ward 9: n=89 valid respondents)**

Base: Valid respondents (Bases vary)

Contact

Krista Ring
Manager of Web, Research and Projects
The City of Calgary
403-268-9963 | 403-988-9425
Krista.Ring@Calgary.ca