

2018 Quality of Life and Citizen Satisfaction Survey

Ward 4 Report



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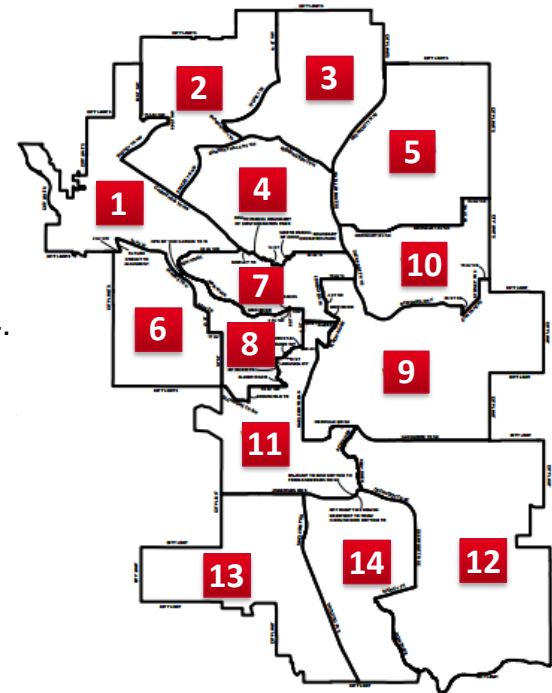
City Reputation and Performance

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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 15th and September 12th, 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 ± 2.0 percentage points, 19 times out of 20.
 - A total of 209 interviews were conducted with residents of Ward 4 (MOE ± 6.8).
- ❖ Research Note on significant differences.
 - Throughout, City Wide results are compared to results from Ward 4.
 - \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 4 are compared to those from 2017.
 - Only significant differences are shown.





Summary of Key Findings



Key Findings: Quality of Life

Ward 4 residents' perceptions about the quality of life in Calgary are consistent with City Wide.

- ❖ Just over eight-in-ten (82%) Ward 4 residents say the quality of life in Calgary today is 'good,' statistically consistent with 86% City Wide.
- ❖ One-half (50%) say the quality of life in Calgary has stayed the same over the past three years (consistent with 49% City Wide), while 19% say it has improved (on par with 22% City Wide), and 31% say it has worsened (on par with 29% City Wide).
 - While Ward 4 metrics are statistically consistent with City Wide, the net change (improved minus worsened) is greater in Ward 4 (a -12 point gap versus a -7 point gap).
- ❖ Perceptions of sustainability (connectedness, making a life and living, inclusivity, and direction for the future) are all on par with City Wide.
- ❖ Overall, 86% of Ward 4 residents agree that Calgary is on the right track to being a better city, statistically consistent with 84% City Wide.
- ❖ More than eight-in-ten (83%) Ward 4 residents say they do or would feel safe walking alone in their neighbourhood after dark, on par with 82% City Wide.

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

The Ward 4 issue agenda aligns closely with City Wide results although a greater emphasis is placed on “growth and planning” in Ward 4.

- ❖ “Infrastructure, traffic & roads” dominates the issue agenda in Ward 4 (45%), on par with 40% City Wide.
- ❖ All other issues are deemed a distant second in priority. While the order of issues may vary slightly from City Wide, these differences are not statistically significant with the exception of “growth and planning”, which is higher in Ward 4.
 - In Ward 4, the next most important issues are “transit” (18%), “taxes” (10%), and “growth and planning” (10%).
 - City Wide, the next most important issues are “transit” (16%) and “crime, safety & policing” (14%). Only 4% mention “growth & planning”.
- ❖ Compared to 2017, Ward 4 mentions of “growth & planning” are up a significant 8 percentage points (10% in 2018 versus 2% in 2017).
 - Similarly, when looking at the importance of specific City programs and services, the percentage of Ward 4 residents saying City land use planning is ‘very important’ increased 11 points this year (64% in 2018 versus 53% in 2017).

Overall satisfaction with the level and quality of City services is consistent with City Wide results.

- ❖ Three-quarters (75%) of Ward 4 residents say they are satisfied with the overall level and quality of services and programs provided by The City, on par with 77% City Wide.
 - The percentage of Ward 4 residents rating their satisfaction as a ‘10’ increased a significant 7 percentage points this year (11% in 2018 versus 4% in 2017).

Key Findings: City Programs and Services

Ward 4 residents' perceptions of specific City programs and services are largely similar to the broader Calgary public although there are some particularly noteworthy differences around transportation and residential garbage collection.

❖ Transportation

- City-operated roads and infrastructure: the percentage saying 'very satisfied' is higher than City Wide (28% versus 22%) and it is identified as a primary *strength* on the importance versus satisfaction grid (versus a primary *weakness* City Wide).
 - The percentage of Ward 4 residents saying this service is 'very important' increased a significant 11 points this year (86% versus 75% in 2017).
- On-street bikeways: satisfaction is lower than City Wide (57% versus 67%).
- Road maintenance including pothole repairs: the percentage saying 'very satisfied' is higher than City Wide (26% versus 17%).
- Moreover, while satisfaction with Calgary's pathway system and traffic flow management is on par with City Wide, the percentage of Ward 4 residents saying they are 'very satisfied' with these services has increased significantly this year (up 15 points for the pathway system and 8 points for traffic flow).

❖ Residential garbage collection: while importance and satisfaction metrics are statistically consistent with City Wide, slight differences in opinion mean it is identified as a primary *weakness* in Ward 4 and a primary *strength* City Wide.

- Satisfaction with residential garbage collection in Ward 4 is down 7 percentage points this year (85% in 2018 versus 92% in 2017).
- During this same time frame, there has also been an 11 point increase in the percentage of Ward 4 residents saying The City should 'invest more' in this service (24% in 2018 versus 13% in 2017).

Key Findings: Taxation

Ward 4 residents' views on taxation are generally consistent with City Wide, although several notable differences exist.

- ❖ More than six-in-ten (64%) Ward 4 residents say they are knowledgeable about how City tax dollars are spent, statistically consistent with City Wide (60%).
 - Significantly fewer Ward 4 residents say 'not at all knowledgeable' (5% versus 10% City Wide).
- ❖ Similarly, more than six-in-ten (63%) give The City a 'good value' rating for the value of their property tax dollars (on par with 59% City Wide).
- ❖ The majority (54%) of Ward 4 residents support tax increases to maintain or expand services, while 41% support cutting services to maintain or reduce taxes. These results are consistent with City Wide (52% increase taxes and 43% cut services).
 - Attitudes towards service cuts have shifted this year, with 23% of Ward 4 residents saying cut services to reduce taxes (up 11 points from 12% in 2017) and 18% saying cut services to maintain current tax level (down 11 points from 29% in 2017).
 - Conversely, City Wide, 27% say cut services to maintain current tax level and 16% say cut services to reduce taxes.
- ❖ Attitudes towards options for increasing City revenue have shifted significantly this year and are notably different from the City Wide results.
 - More than four-in-ten (45%) Ward 4 residents say The City should introduce new types of service fees (up 15 percentage points from 30% in 2017), while 38% say expand existing user fees (down 12 percentage points from 50% in 2017).
 - The reverse is true City Wide, with 49% saying expand existing user fees and 38% saying introduce new types of service fees.

Key Findings: Customer Service and Communications

Ward 4 residents' perceptions of The City's customer service are on par or higher than City Wide.

- ❖ Three-quarters (76%) of Ward 4 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service, consistent with 78% City Wide.
- ❖ Overall, 86% of Ward 4 residents who contacted or dealt with The City say they are satisfied with their most recent contact, on par with 83% City Wide.
- ❖ Agreement with two key customer service metrics is significantly higher in Ward 4.
 - City staff are easy to get a hold of when I need them: 84% of Ward 4 residents agree, compared to 77% City Wide. Ward 4 agreement is up 9 percentage points from 2017 (75%).
 - The City responds quickly to requests and concerns: 81% of Ward 4 residents agree, compared to 75% City Wide. Ward 4 agreement is up 10 percentage points from 2017 (71%).

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

- ❖ Ward 4 residents' satisfaction with the overall quality of City information and communications is solid (84%) and on par with City Wide (80%).
- ❖ Overall, 58% of Ward 4 residents say they have access to 'just the right amount' of information from The City, consistent with 57% City Wide.

Key Findings: City Reputation and Performance

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

- ❖ Familiarity (100% Ward 4 and 99% City Wide), favourability (69% Ward 4 and 68% City Wide), trust (63% Ward 4 and 60% City Wide), and advocacy (37% Ward 4 and 34% City Wide) are all statistically consistent with City Wide.
 - While the overall measure of favourability is consistent, more Ward 4 residents say 'very favourable' (32% versus 24% City Wide).

Perceptions of City performance are also statistically consistent with City Wide.

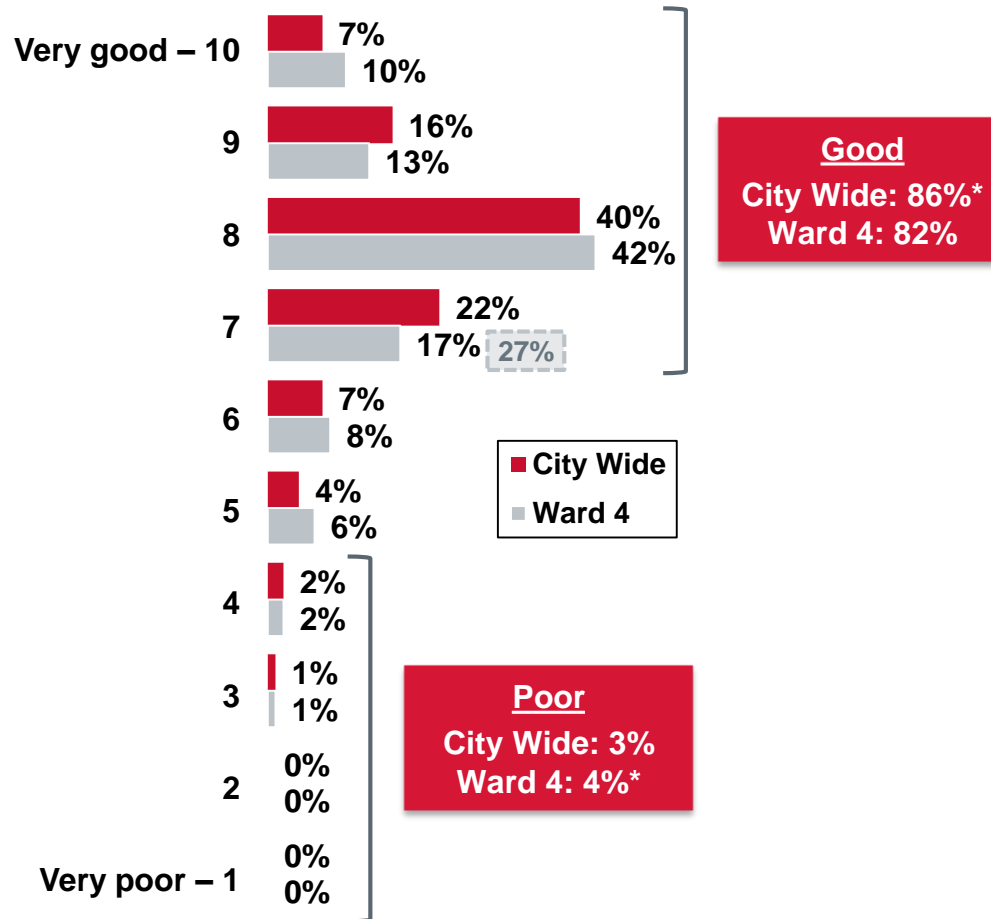
- ❖ More than three-quarters (78%) of Ward 4 residents say they are satisfied with the way The City of Calgary, including Council and Administration, is going about running the city, on par with 79% City Wide.
- ❖ Just over seven-in-ten (72%) Ward 4 residents say they believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary, on par with 74% City Wide.
- ❖ Ward 4 residents' perceptions of transparency and citizen input are all consistent with City Wide.



Quality of Life



Overall Quality of Life in Calgary



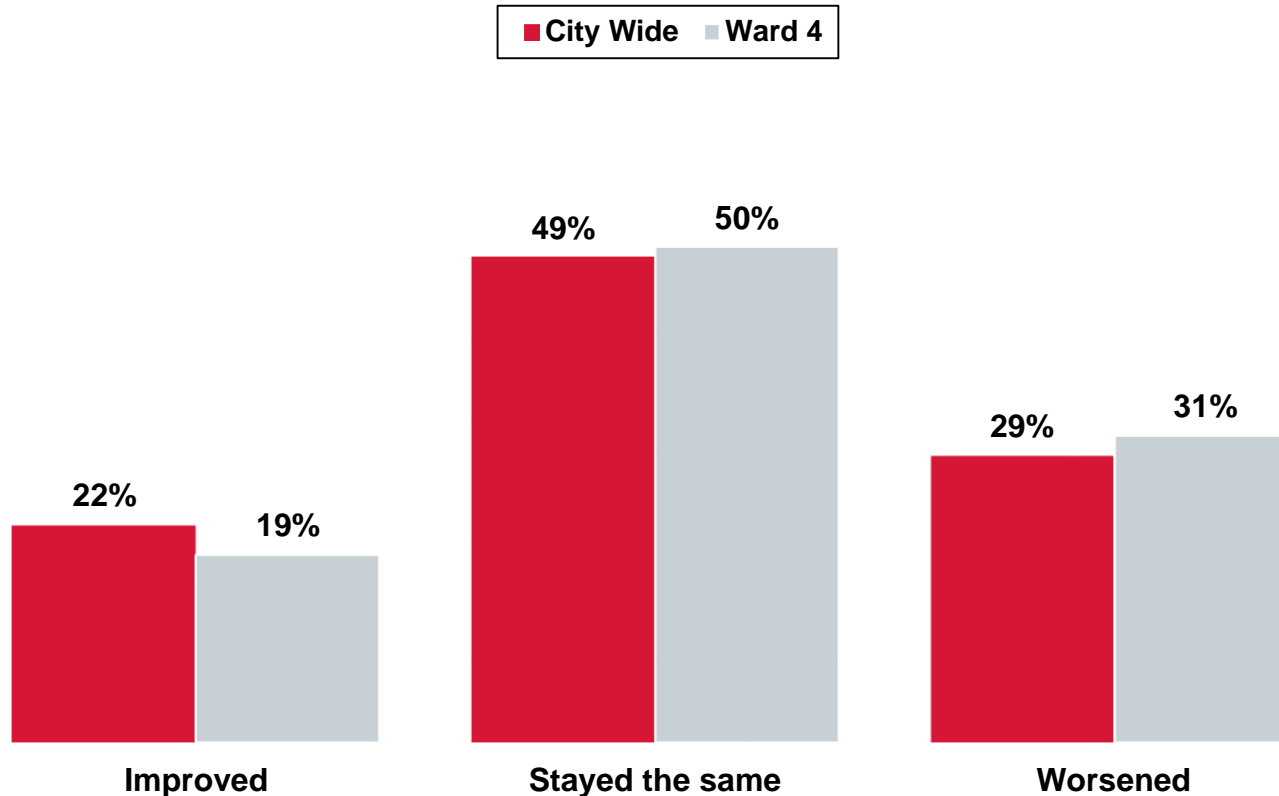
Ward 4 2017

*Rounding

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 4: n=209)

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 ...?

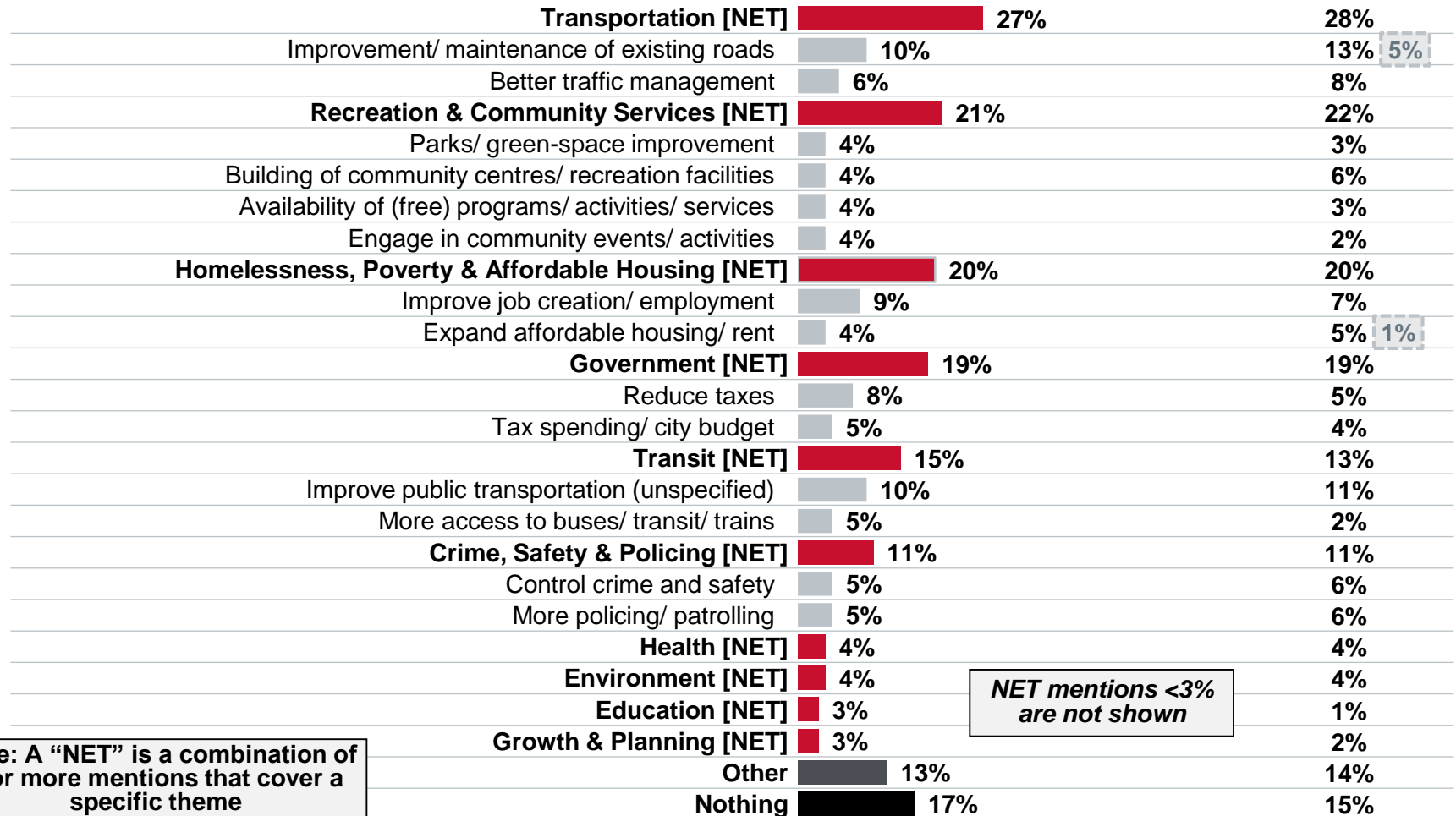
Base: Valid respondents (City Wide: n=2,482 / Ward 4: n=209)

Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 4



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

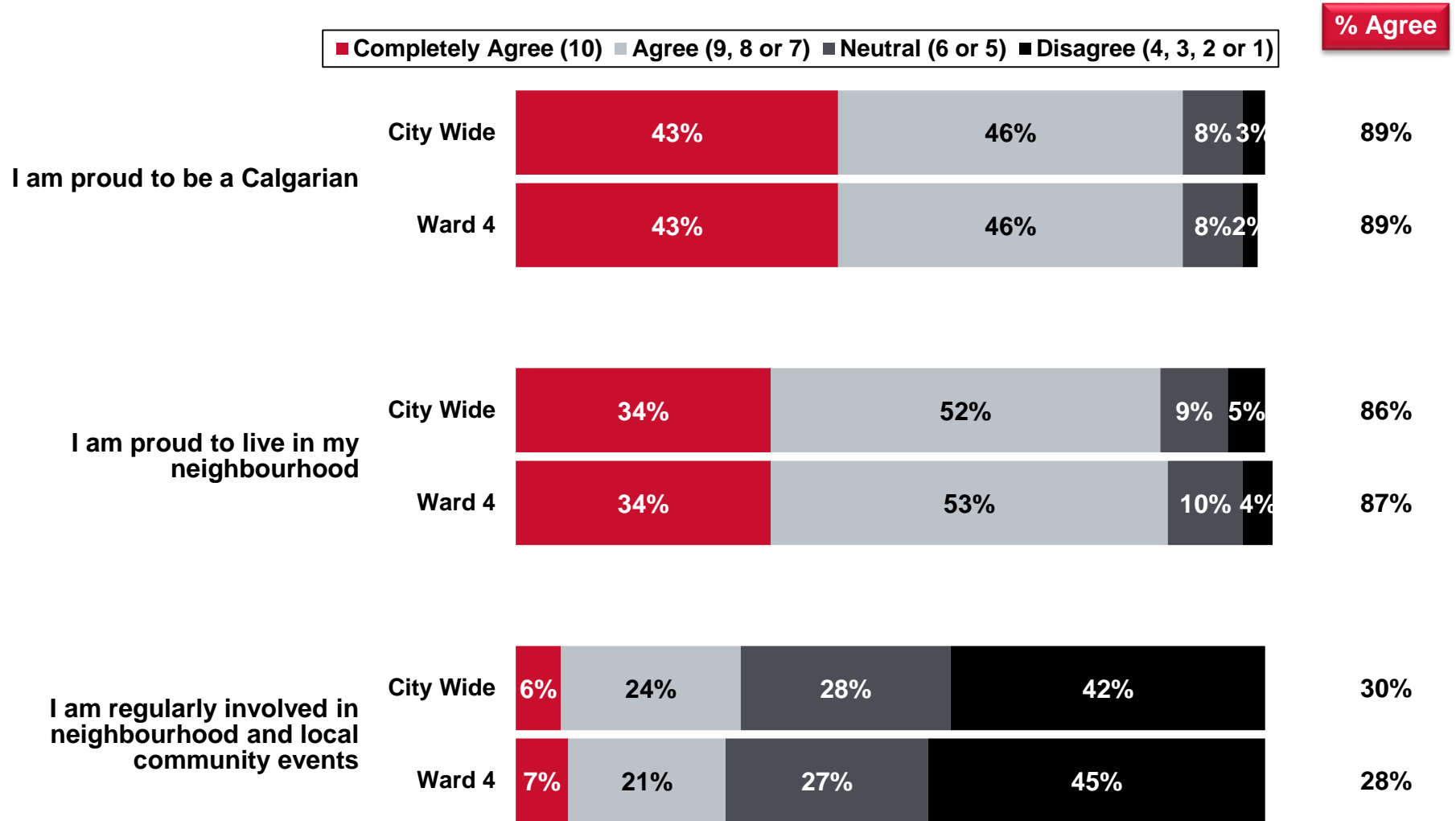
NET mentions <3% are not shown

Ward 4 2017

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 4: n=200)

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

Calgary is a great place to make a life

City Wide

23%

60%

13%

4%

83%

Ward 4

23%

62%

8%

6%

85%

Calgary is a great place to make a living

City Wide

18%

53%

20%

9%

71%

Ward 4

12%

57%

22%

8%

69%

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

City Wide

19%

60%

15%

6%

79%

Ward 4

18%

61%

15%

6%

79%

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

City Wide

11%

54%

23%

12%

65%

Ward 4

9%

57%

21%

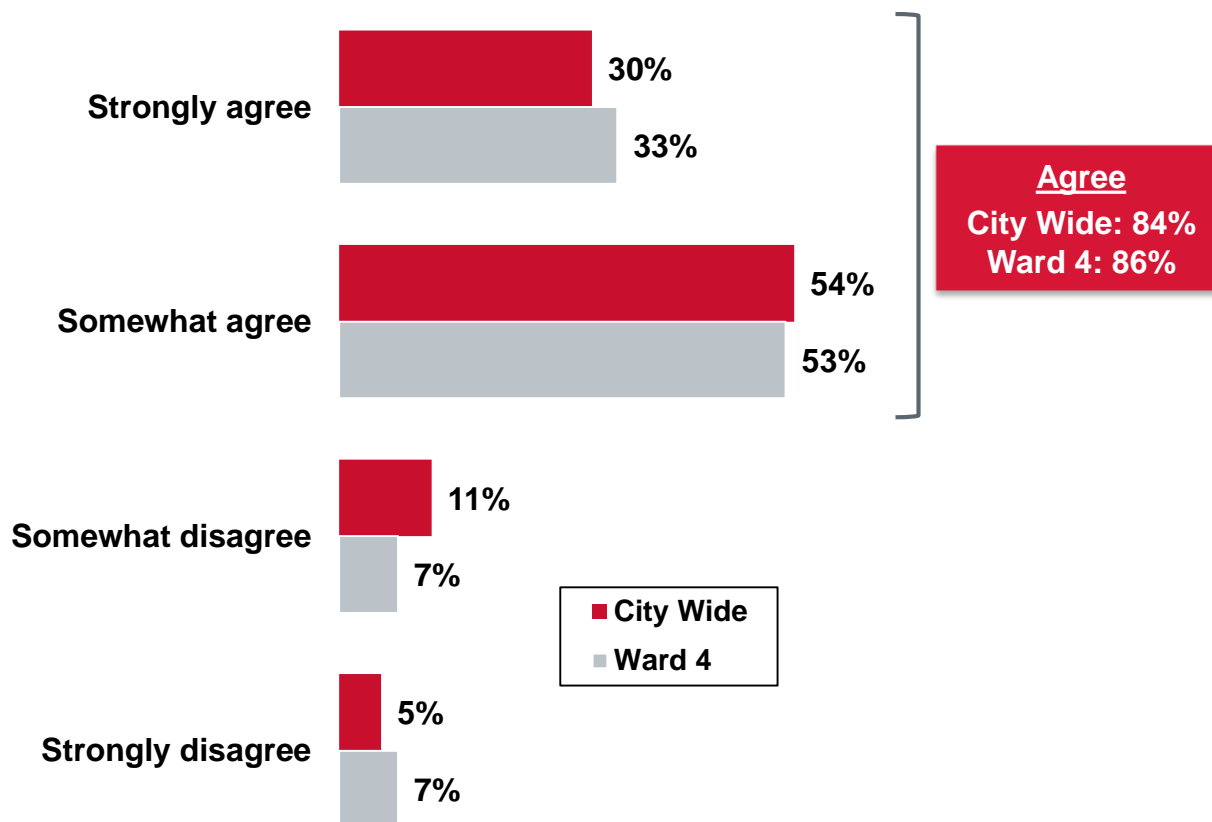
14%

66%

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)

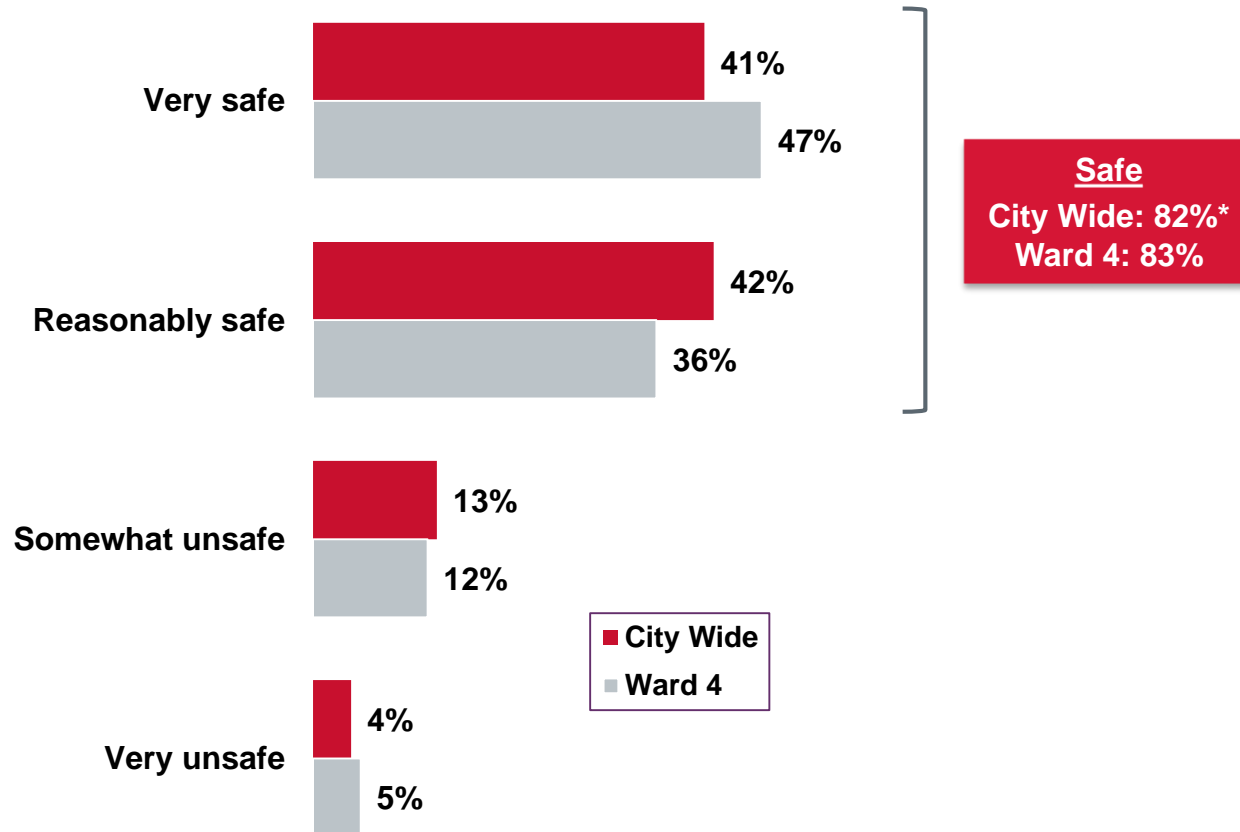
Calgary: On the Right Track to Being a Better City?



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 4: n=209)

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 4: n=157)



Issue Agenda



Issue Agenda

Multiple Responses

City Wide

Ward 4

■ First Mention ■ Other Mentions

Infrastructure, Traffic & Roads [NET]	29%	11%	40%	45%
Traffic congestion	7%	9%	11%	
(Lack of) snow removal	5%	3	8%	8%
Roads (unspecified)	6%	8%	9%	
Road conditions	3	3	6%	7%
Transit [NET]	12%	4%	16%	18%
Transportation (unspecified)	7%	9%	12%	
Public Transportation (incl. buses/ C-train/ poor service)	5%	7%	7%	14%
Crime, Safety & Policing [NET]	9%	5%	14%	9%
Recreation [NET]	5%	4%	9%	7%
Taxes [NET]	5%	3	8%	10%
Environment & Waste Management [NET]	3	4%	7%	6%
Education [NET]	4%	3	7%	7%
Economy [NET]	4%	5%	3%	
Homelessness, Poverty & Affordable Housing [NET]	3	5%	7%	
Budget & Spending [NET]	2	4%	6%	
Growth & Planning [NET]	3	4%	10%	2%
Olympics [NET]	2	4%	5%	0%
Other		18%	16%	
None		16%	13%	

"I" is a combination of mentions that are specific to a theme

NET mentions <4% are not shown

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

NET mentions <4% are not shown

Ward 4 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?

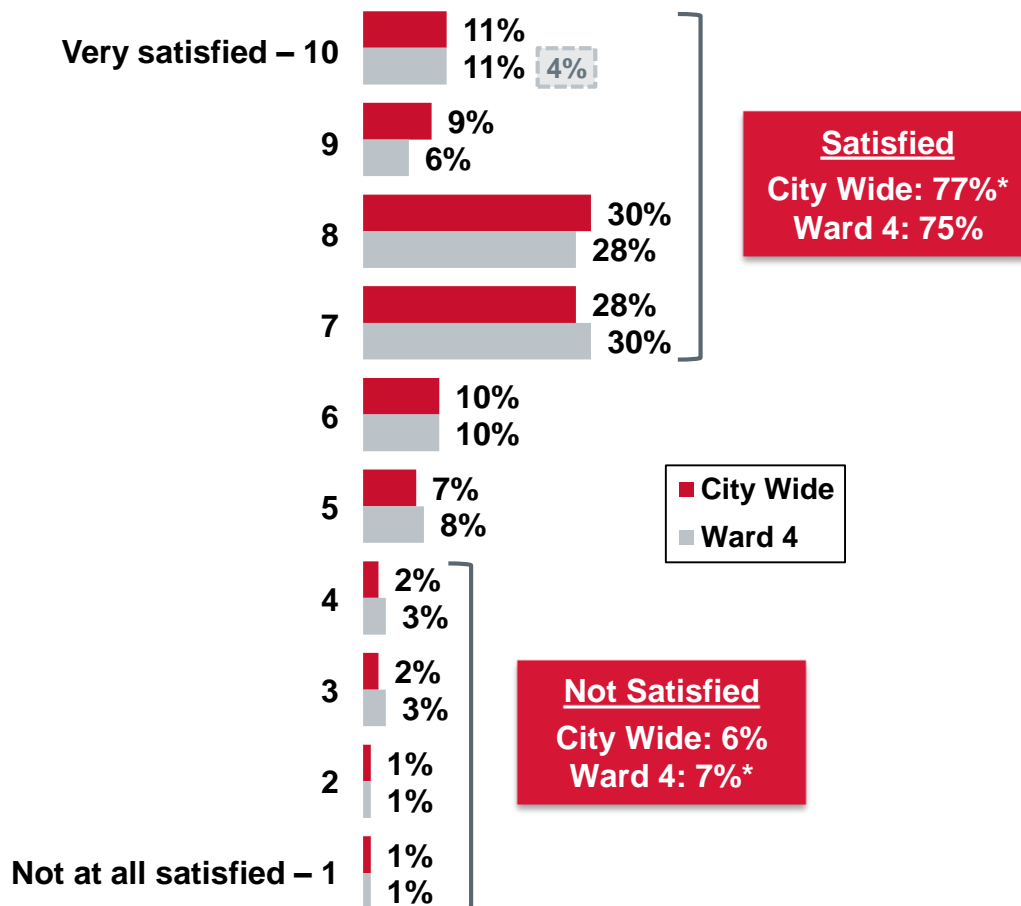
Base: Valid respondents (City Wide: n=2,454 / Ward 4: n=204)



City Programs and Services



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



Ward 4 2017

*Rounding

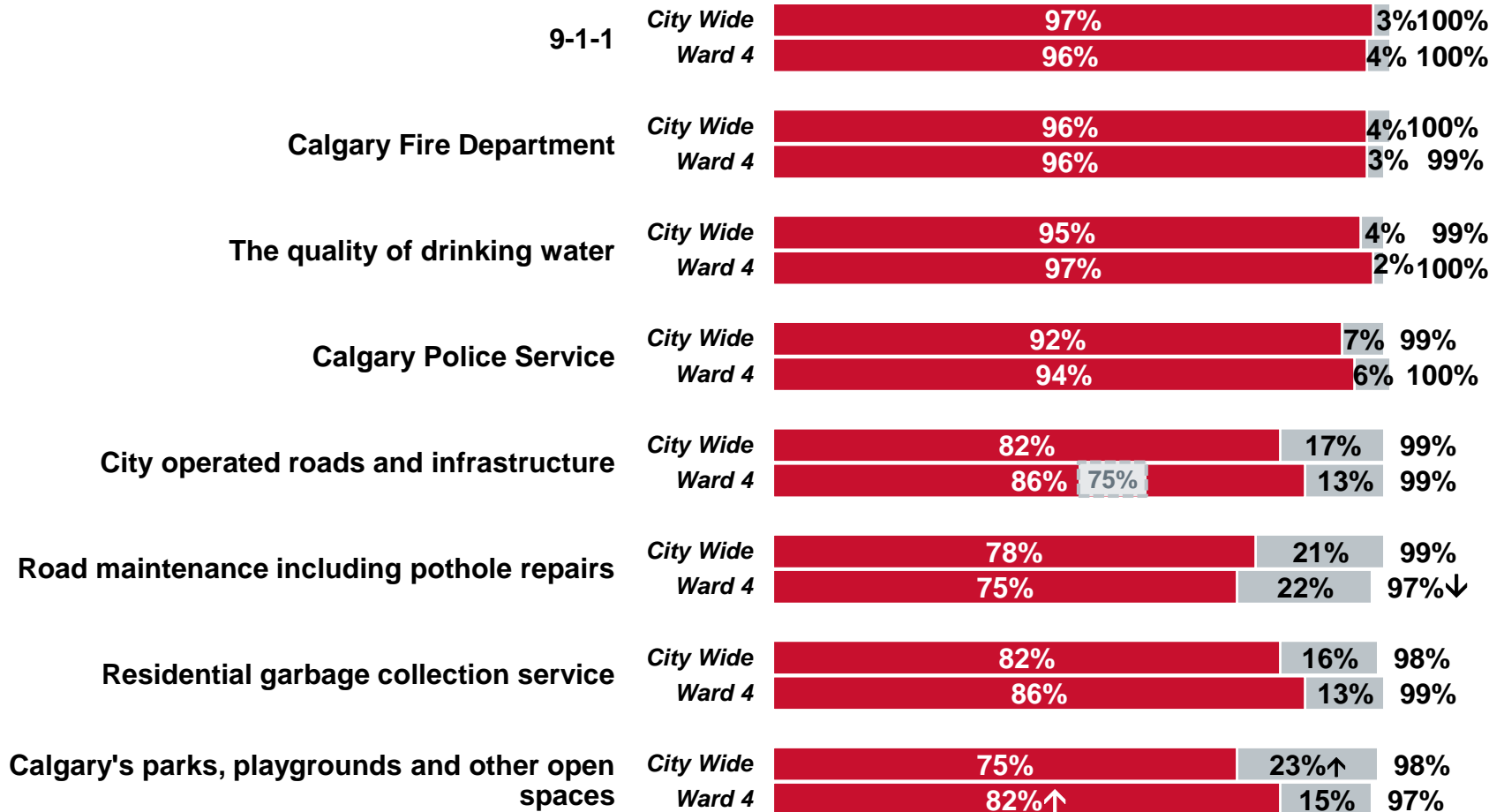
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 4: n=208)

Importance of City Programs and Services

% Important

■ Very important ■ Somewhat important

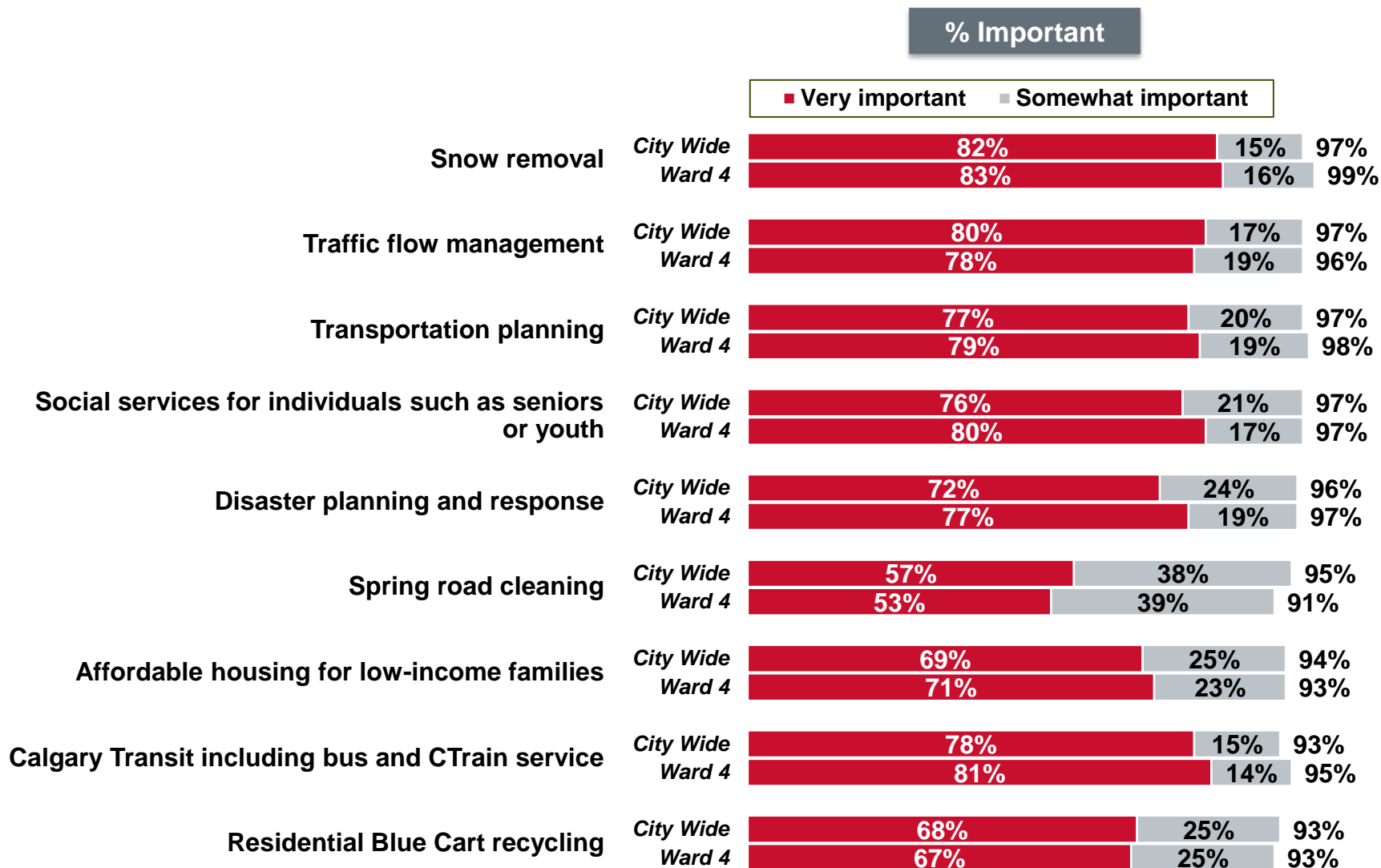


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Ward 4 2017

Importance of City Programs and Services (continued)



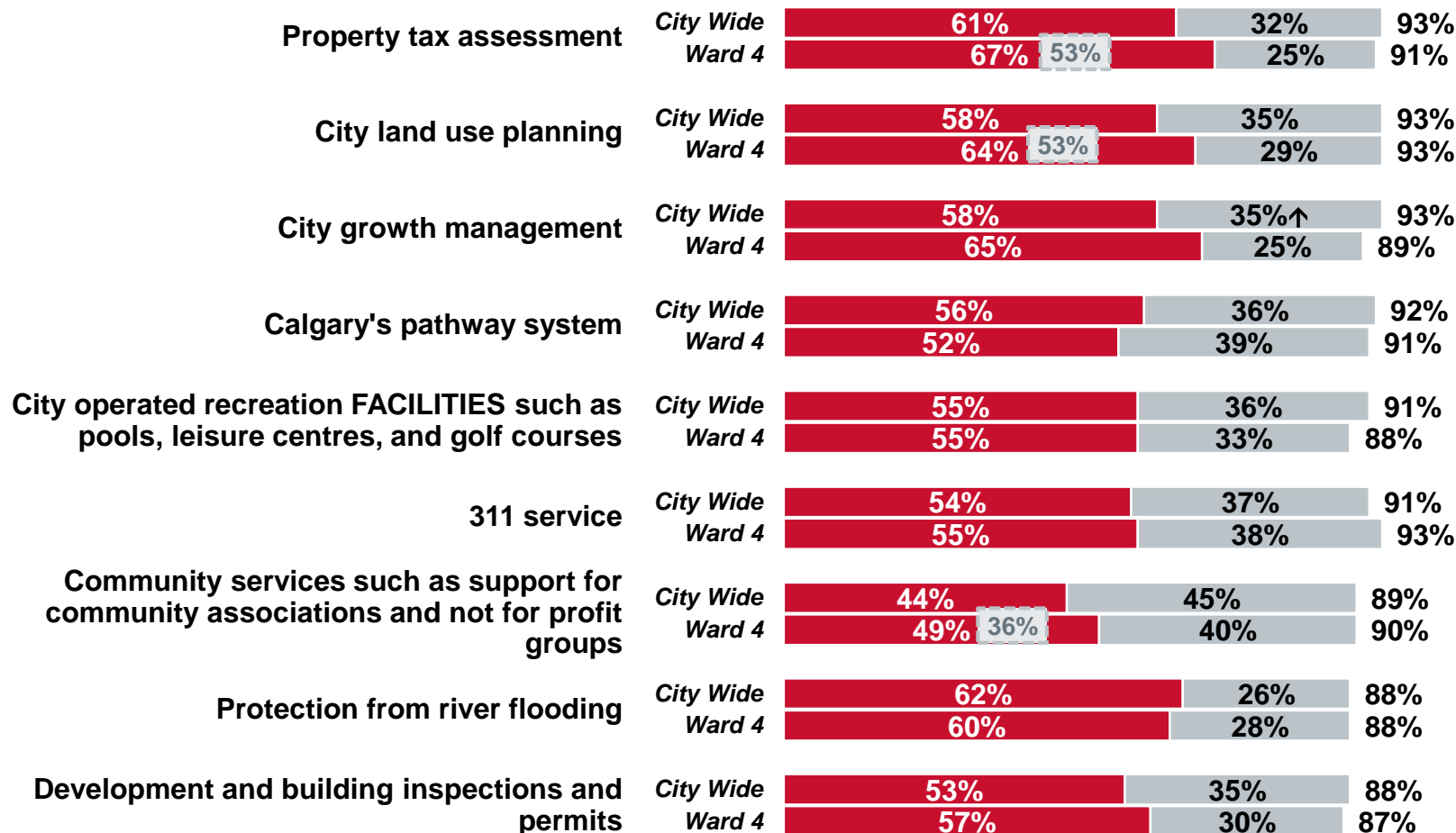
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important

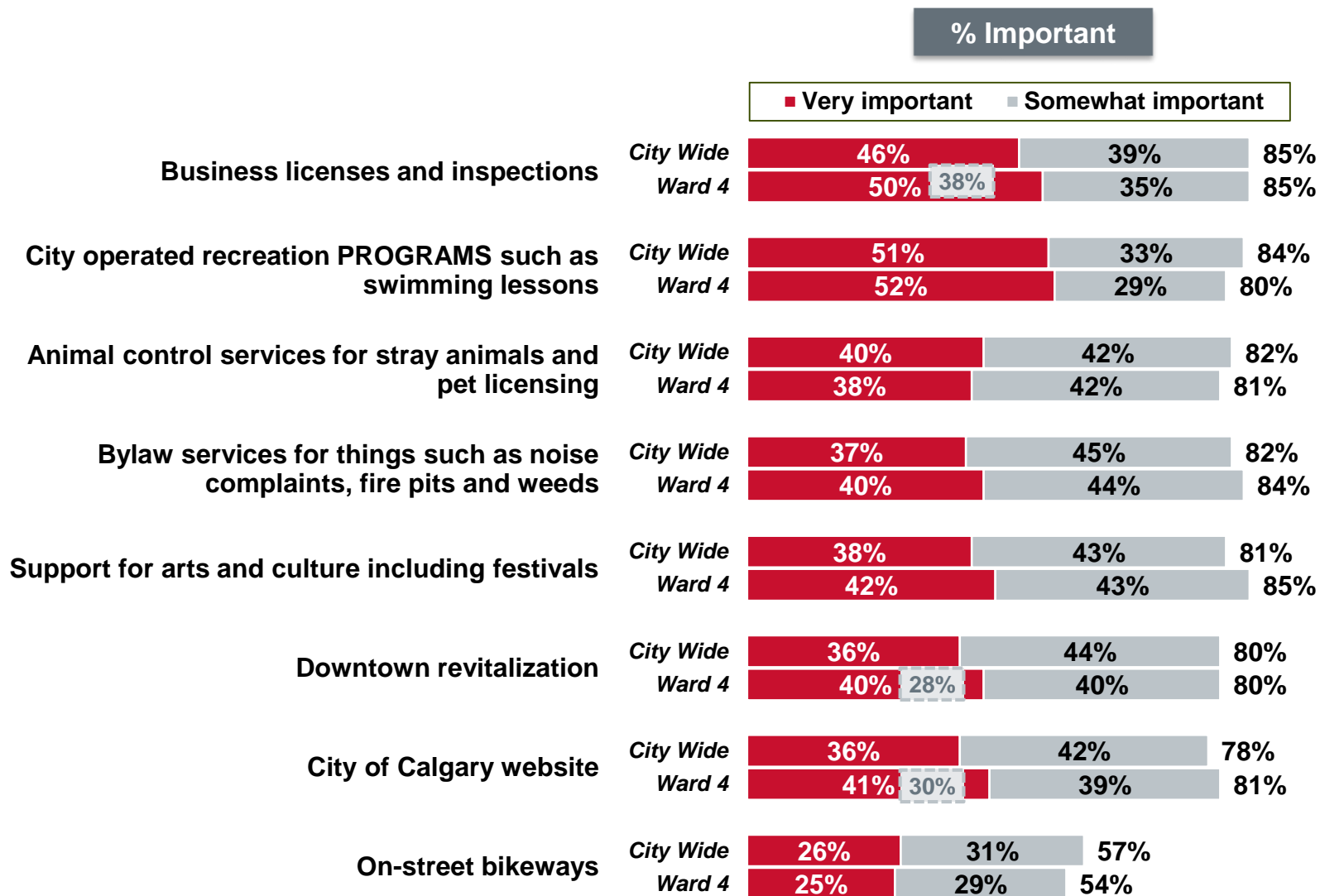


*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Ward 4 2017

Importance of City Programs and Services (continued)

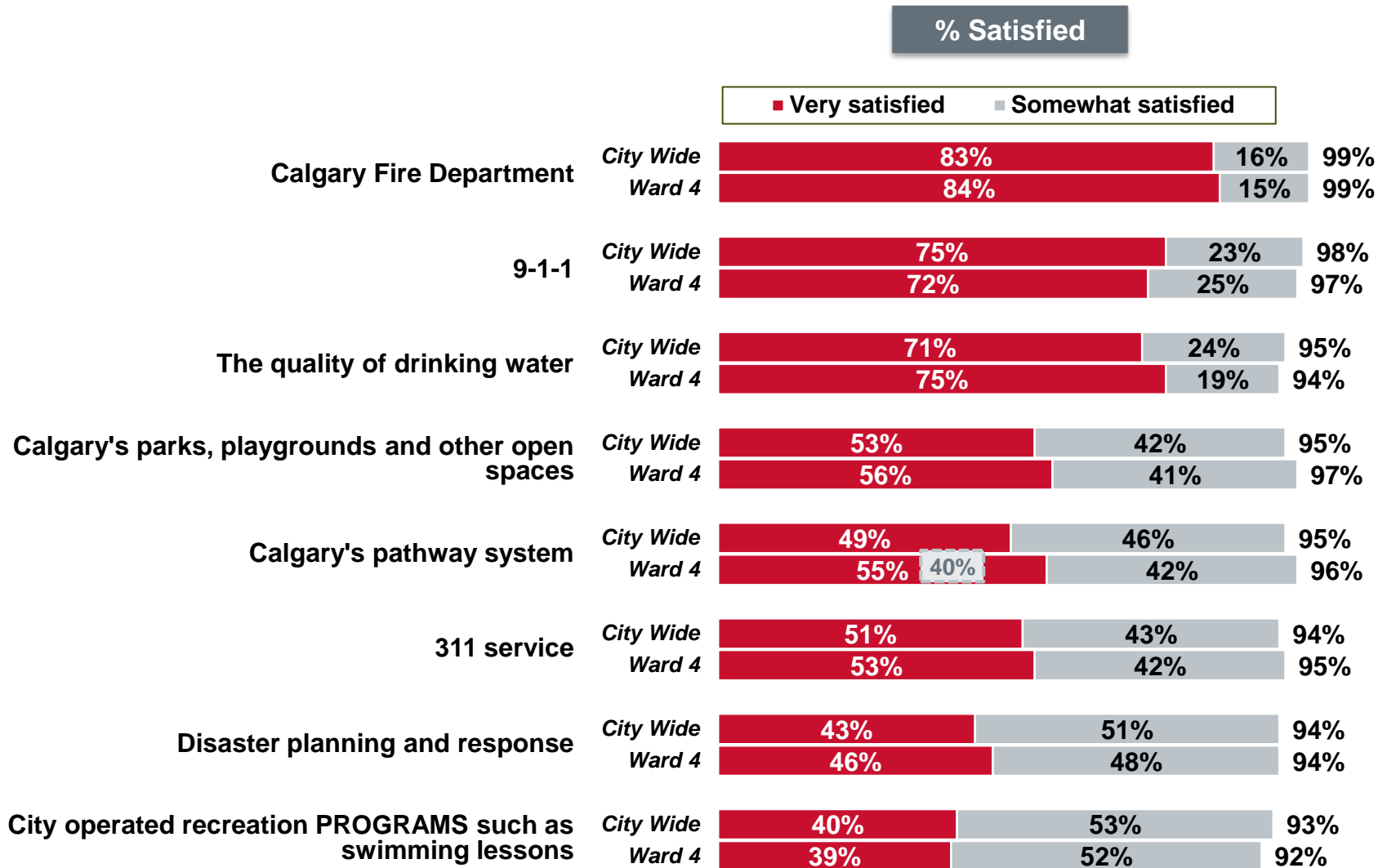


*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Ward 4 2017

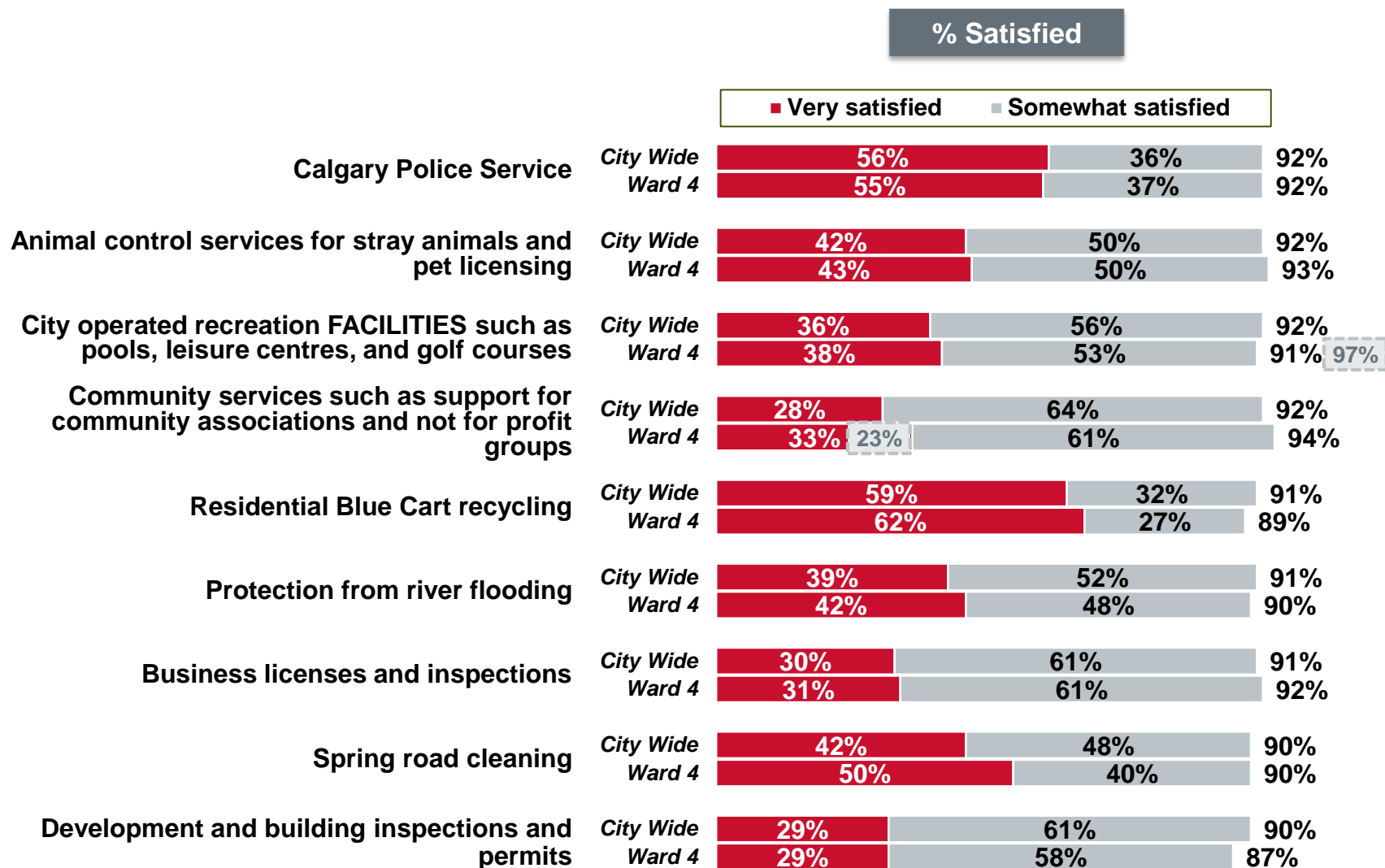
Satisfaction with City Programs and Services



Ward 4 2017

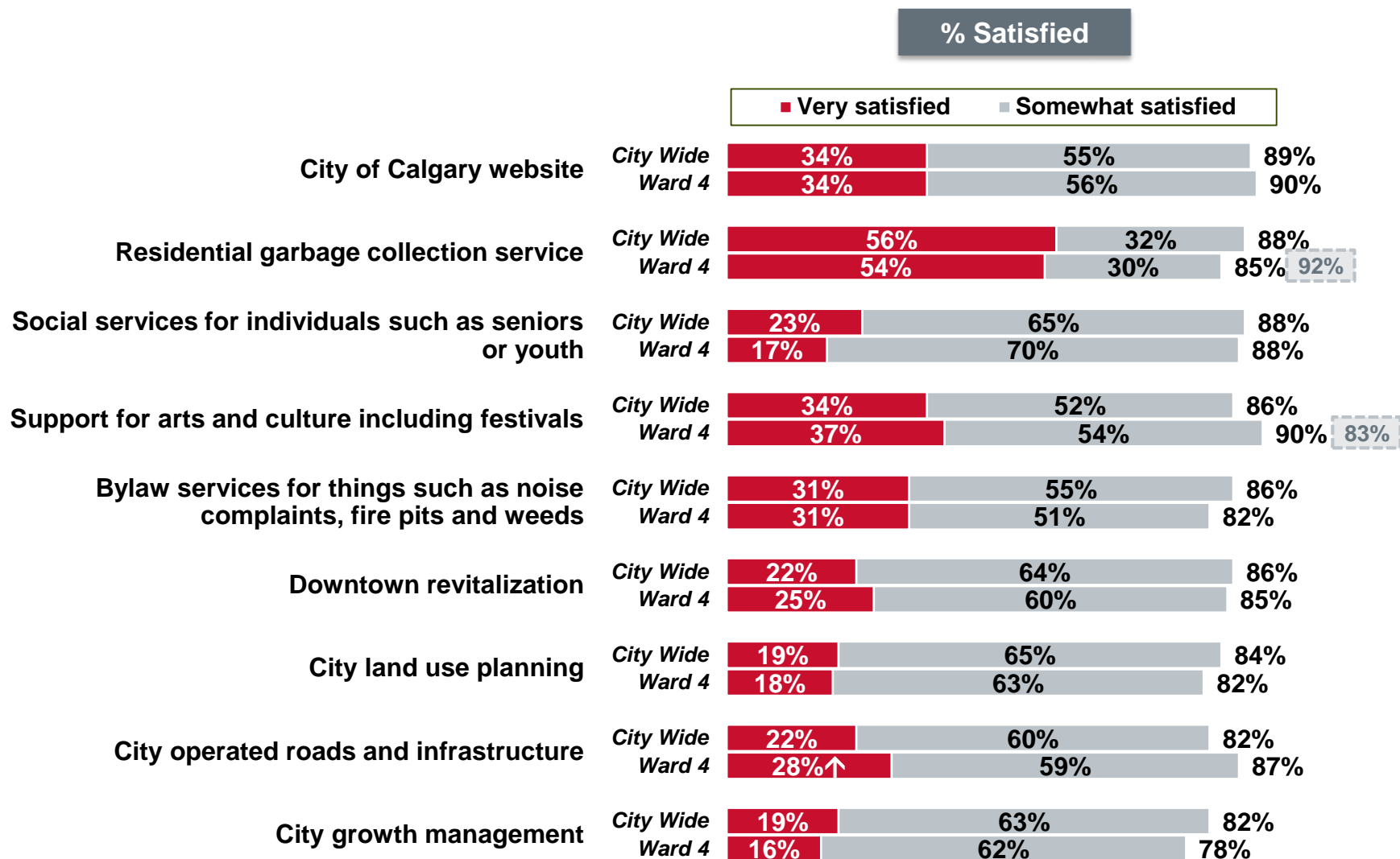
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
 Base: Valid respondents (Bases vary)

Satisfaction with City Programs and Services (continued)


Ward 4 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)*

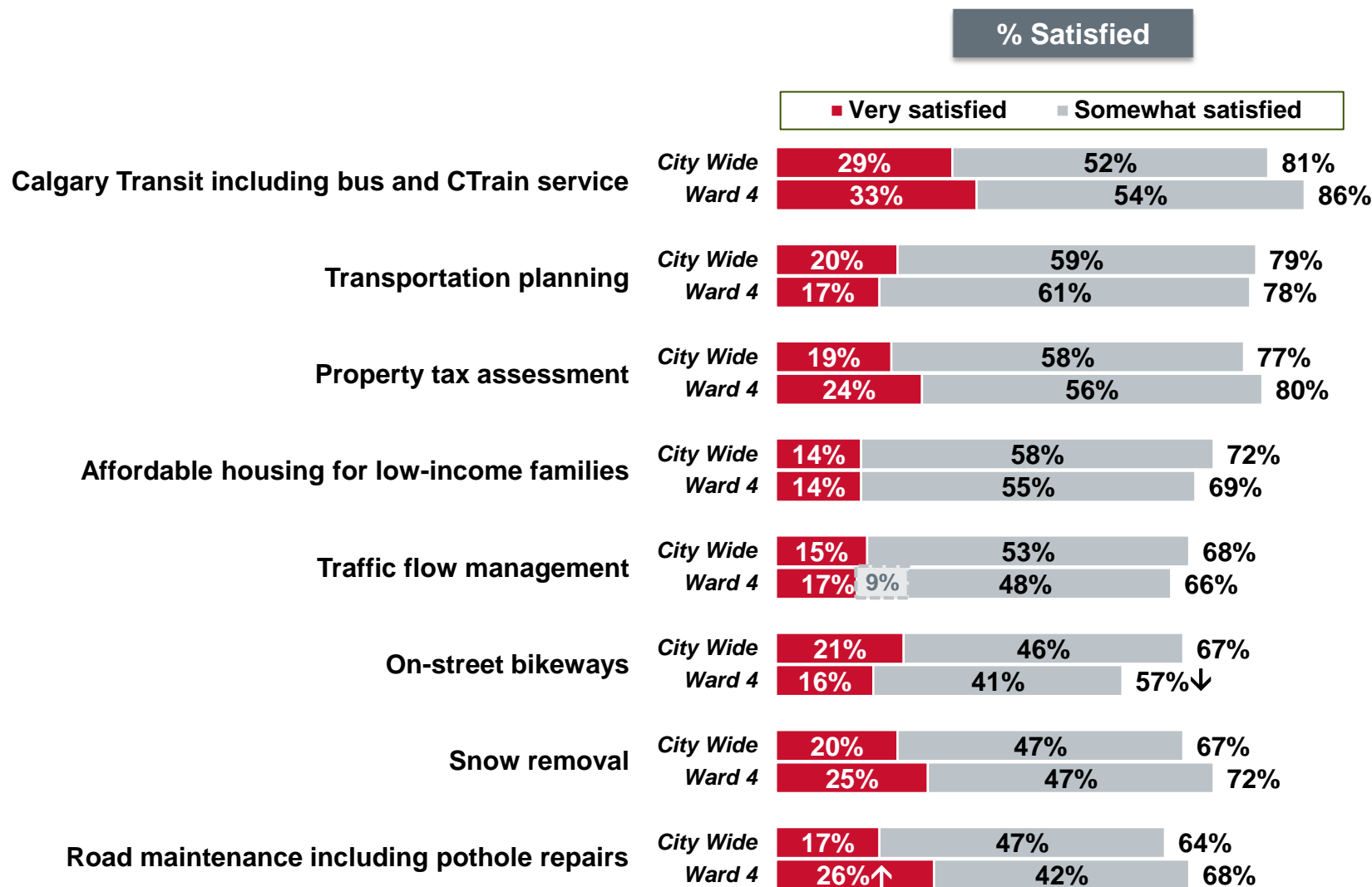
Satisfaction with City Programs and Services (continued)



Ward 4 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)*

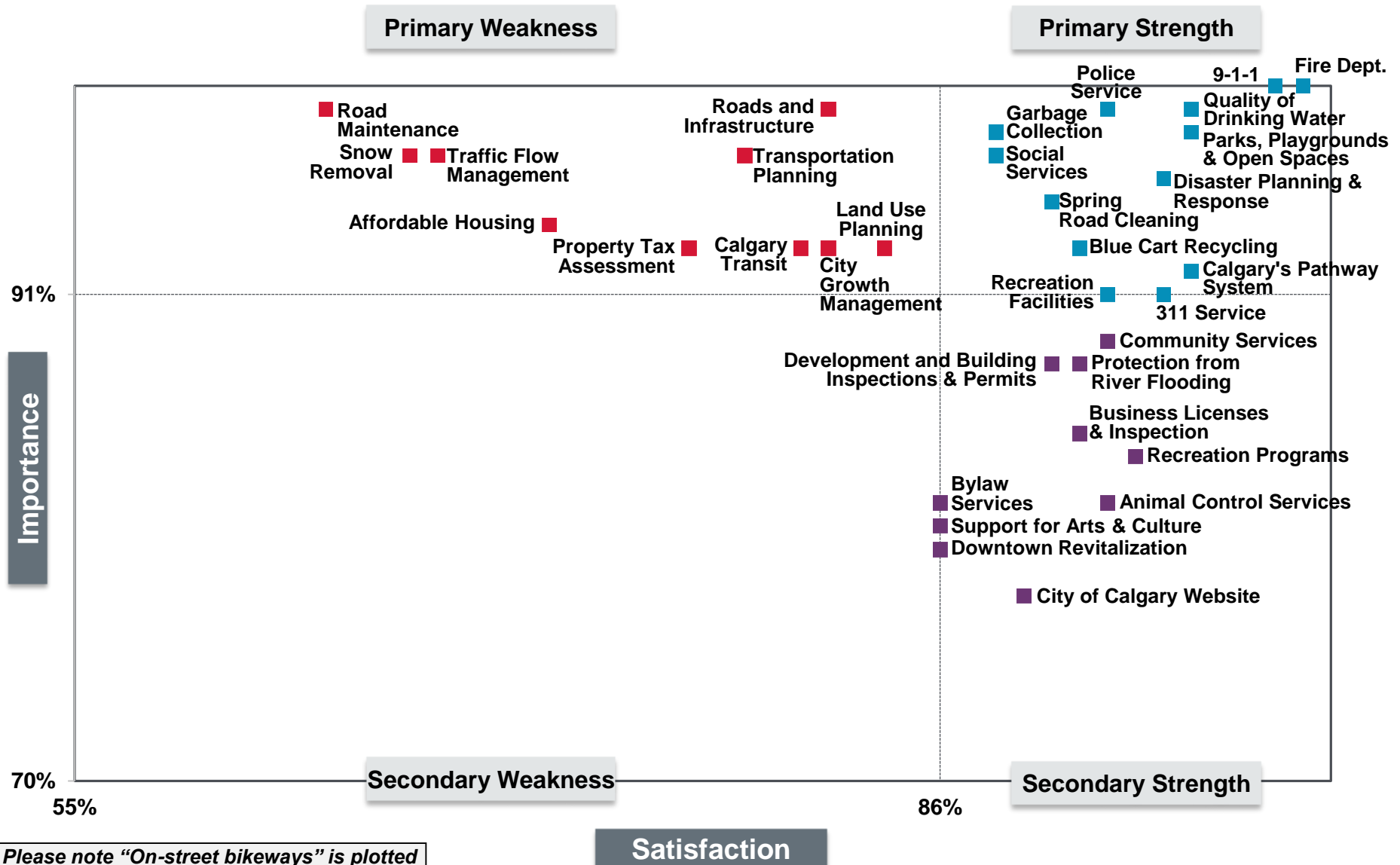
Satisfaction with City Programs and Services (continued)



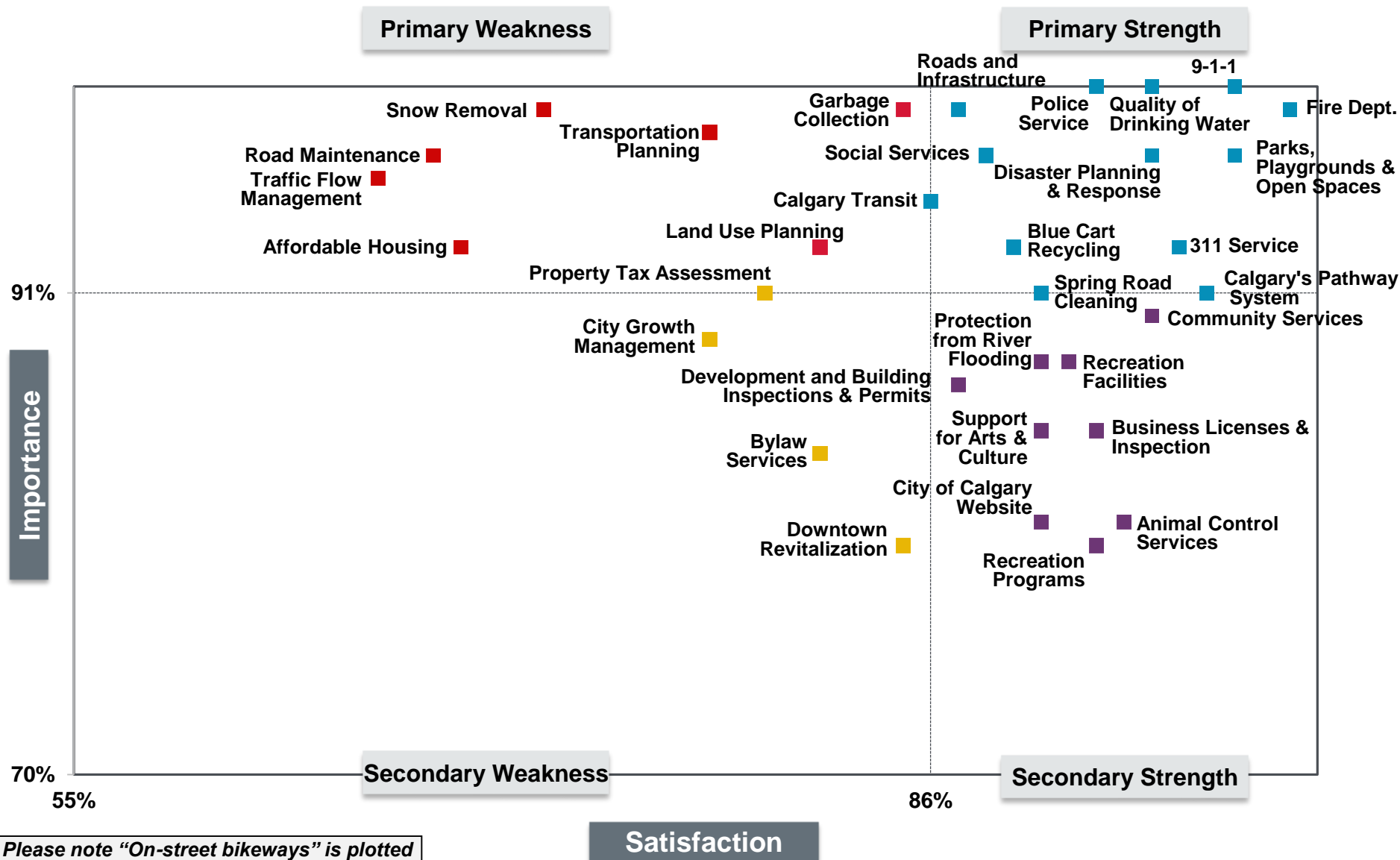
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.*
Base: Valid respondents (Bases vary)

Ward 4 2017

Importance vs. Satisfaction Grid: City Wide



Importance vs. Satisfaction Grid: Ward 4



Please note "On-street bikeways" is plotted at (57% satisfaction, 54% importance) and not illustrated on this graph.

Primary Strengths and Weaknesses: City Wide versus Ward 4

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

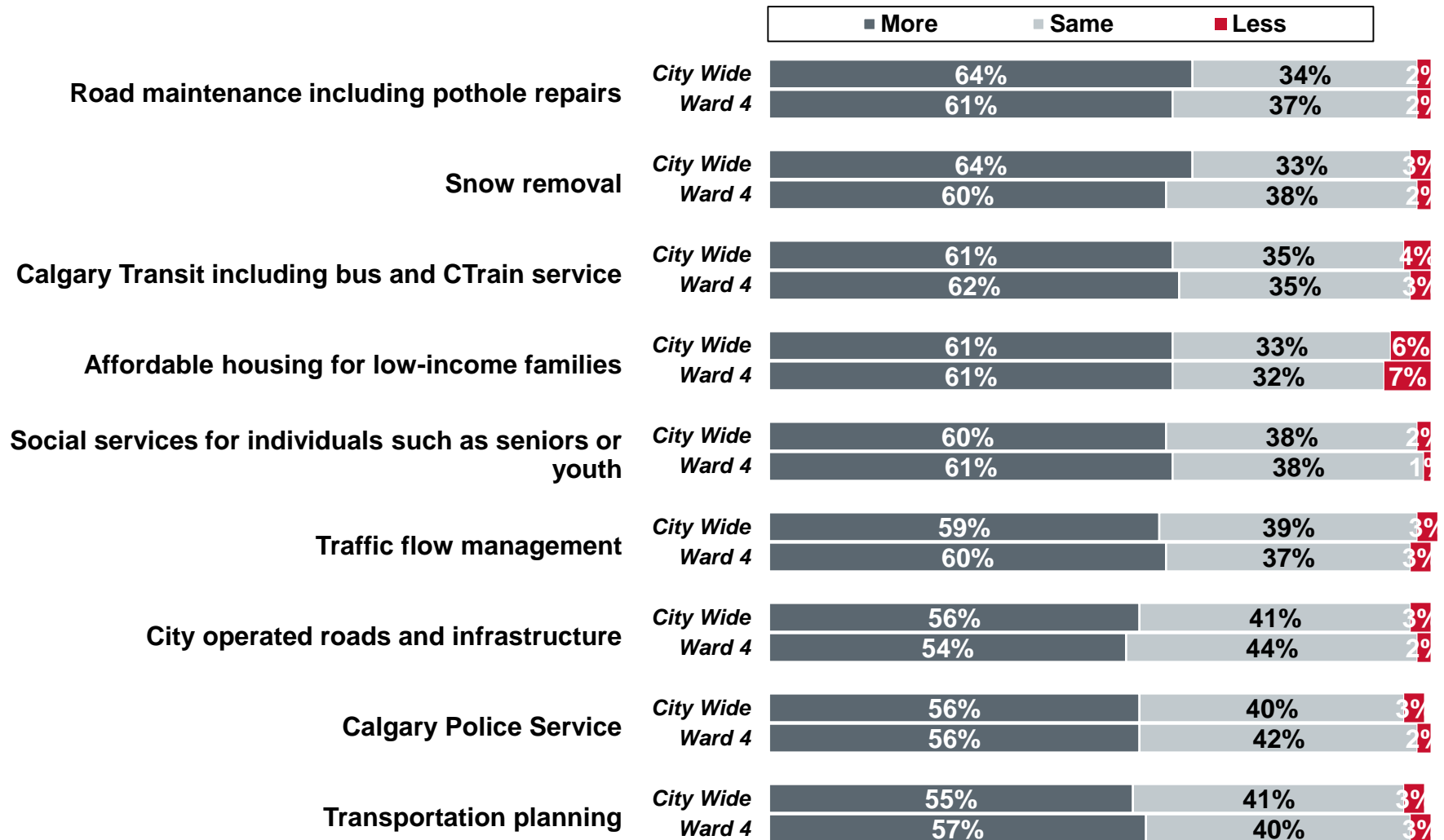
Primary Strength

Primary Weakness

Neither (in another quadrant)

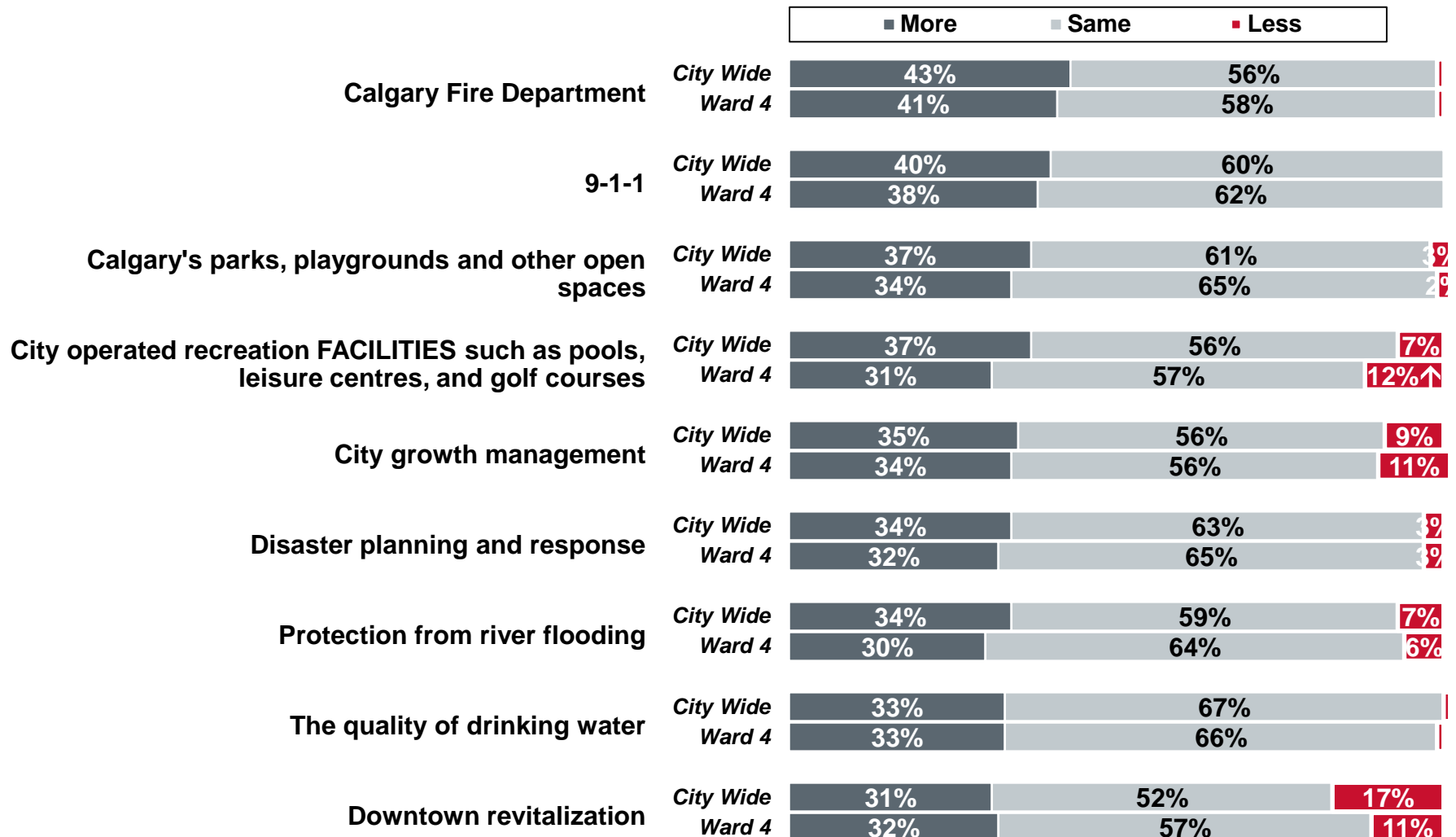
	City Wide	Ward 4
Fire Department		
9-1-1		
Quality of Drinking Water		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Police Service		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Residential Garbage Collection		
Social Services		
Recreation Facilities		
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



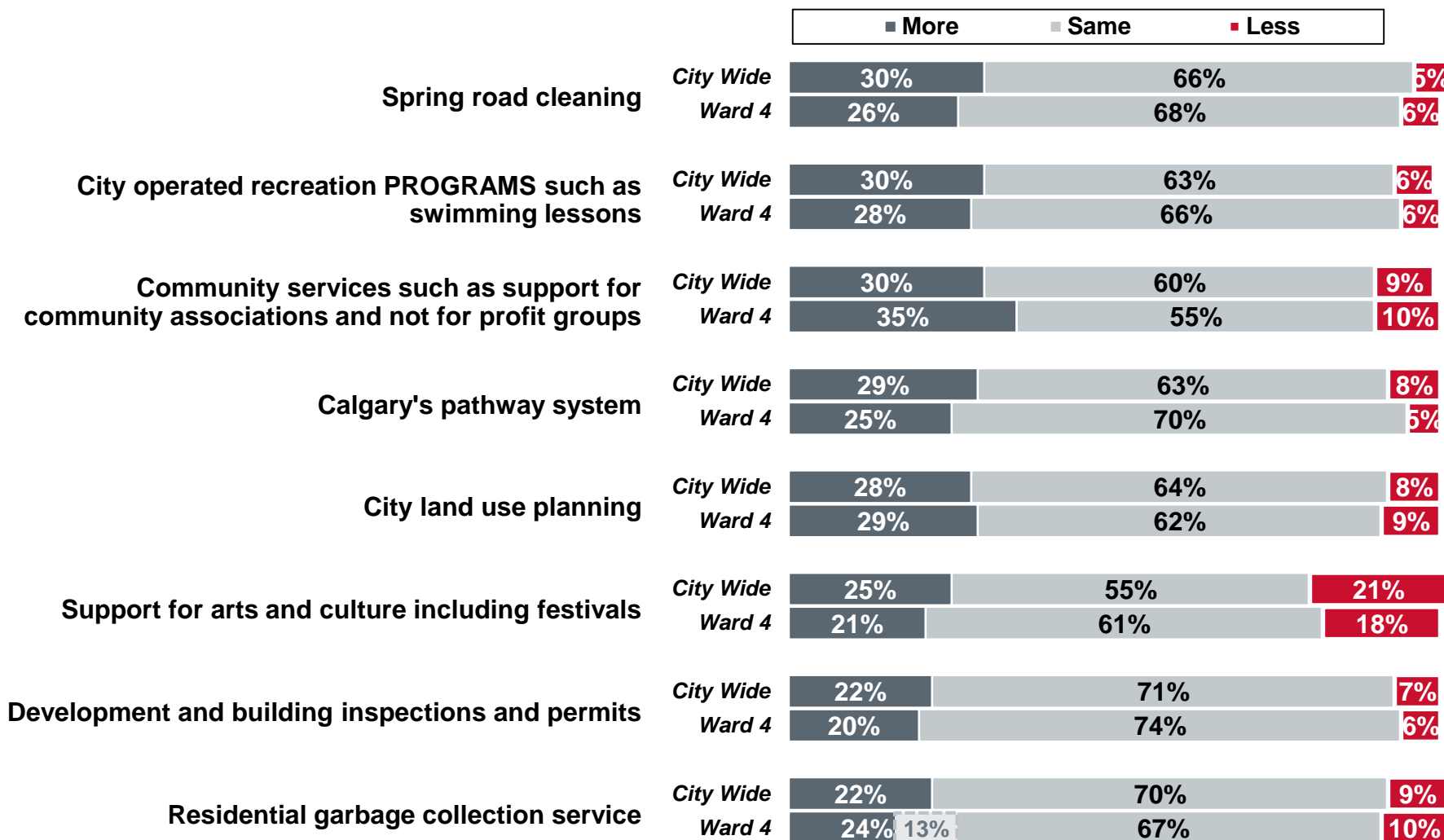
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me if you think The City should invest more, less or the same amount on the program or service.*
Base: Valid respondents (Bases vary)

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)

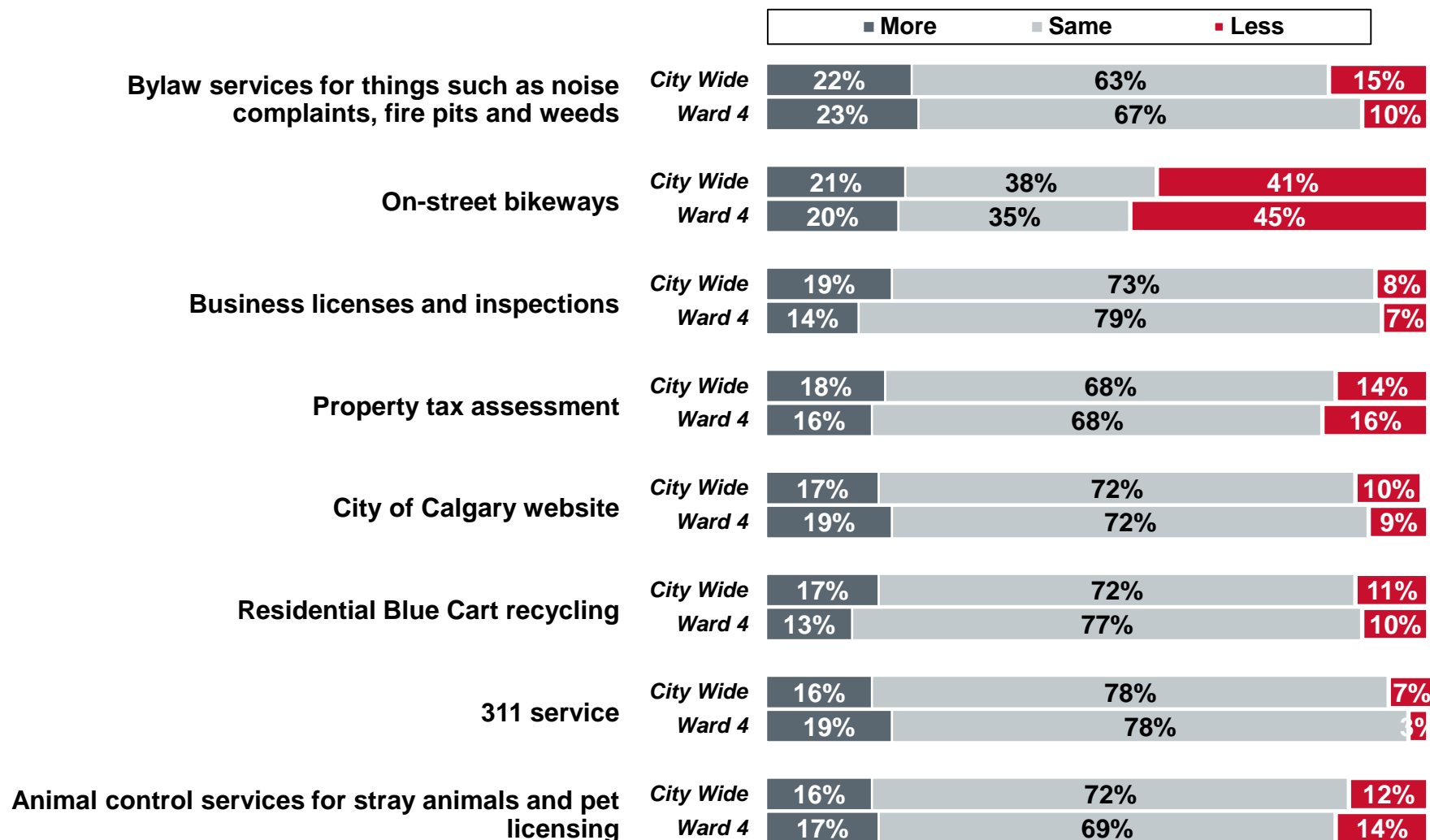
Investment in City Programs and Services (continued)



Ward 4 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)



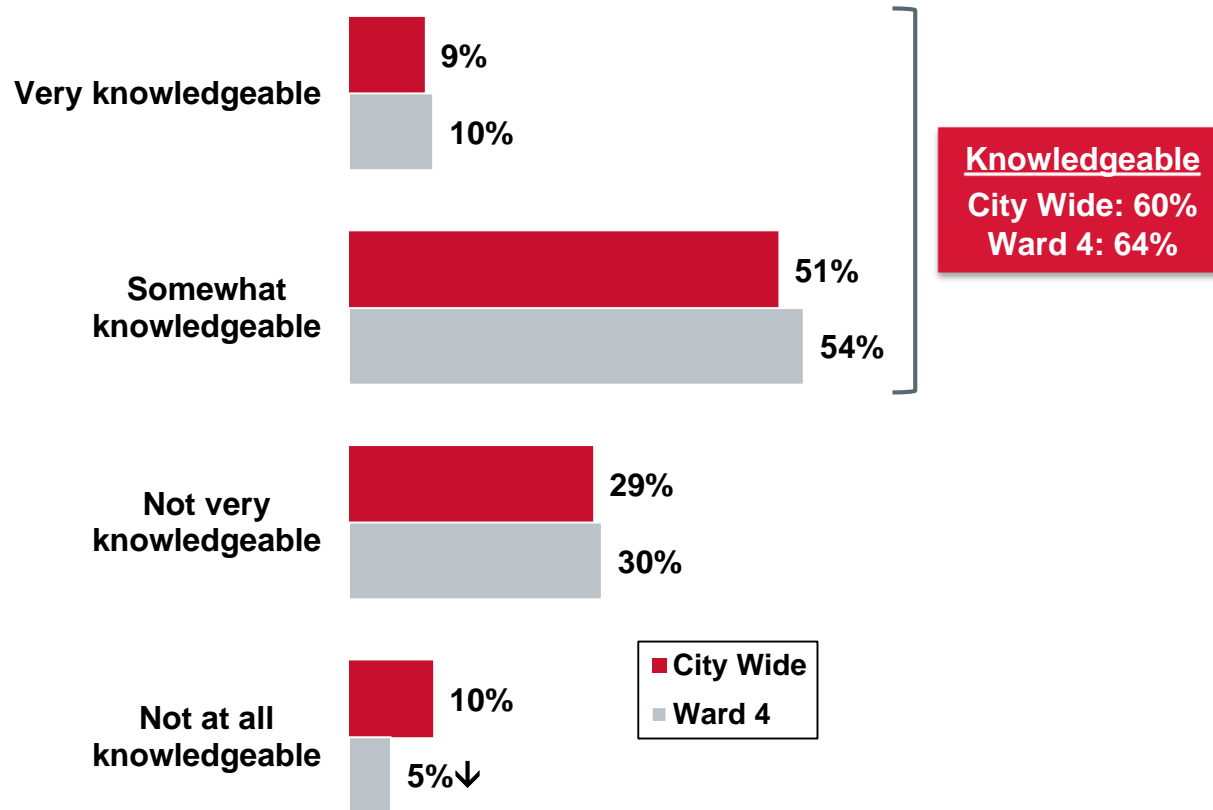
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me if you think The City should invest more, less or the same amount on the program or service.*
Base: Valid respondents (Bases vary)



Taxation



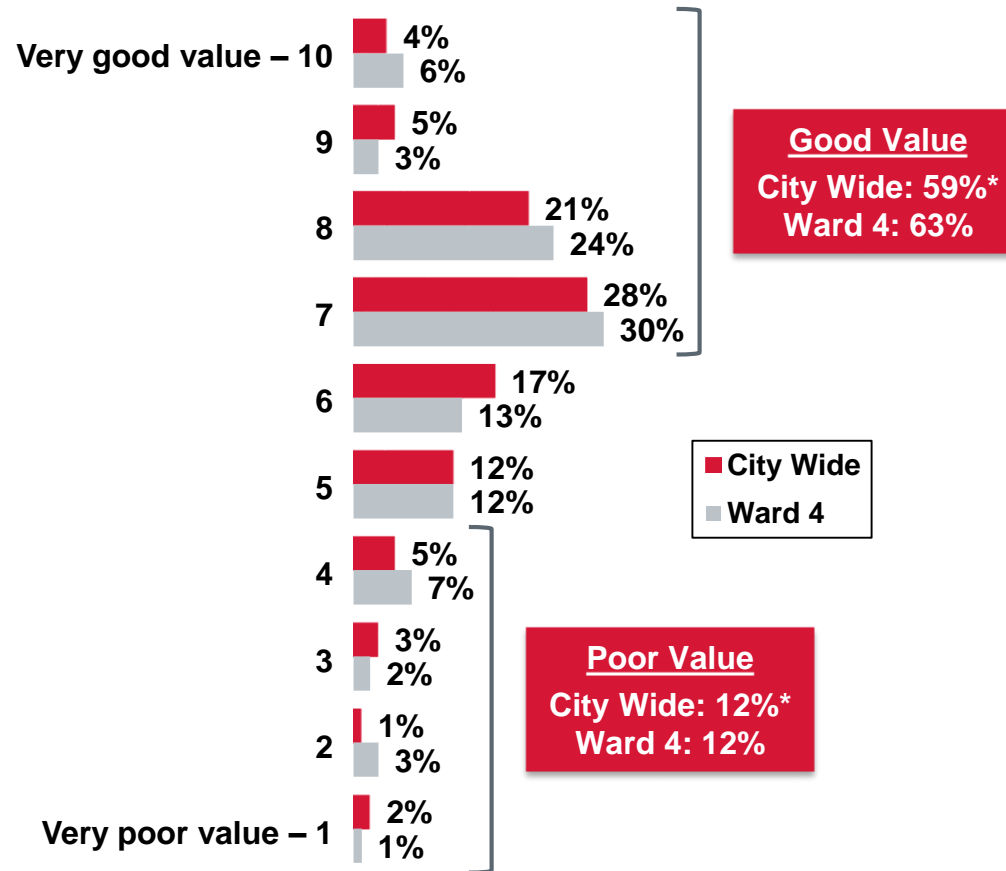
Knowledge Levels of Tax Dollar Spending



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 4: n=209)

Perceived Value of Property Taxes

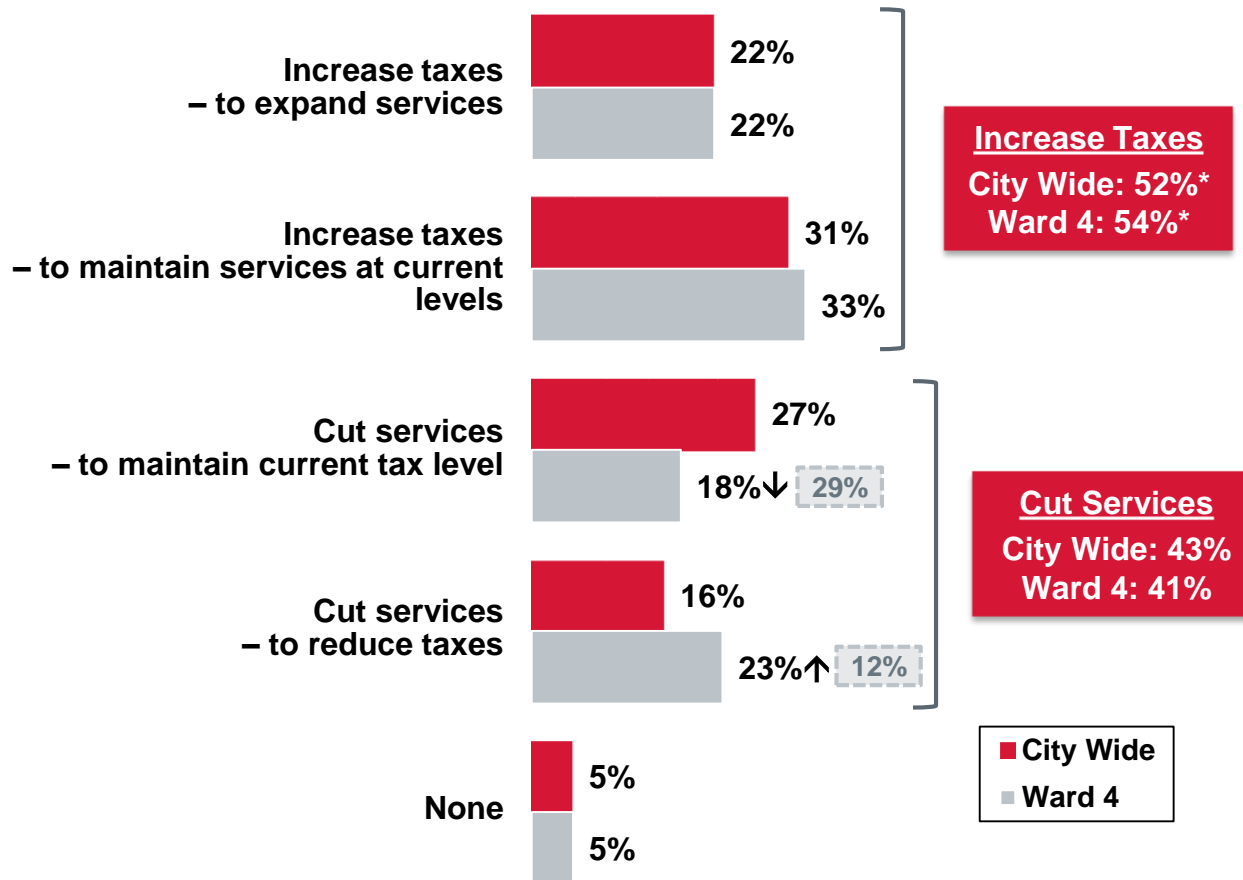


*Rounding

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 4: n=204)

Balancing Taxation and Service Delivery Levels



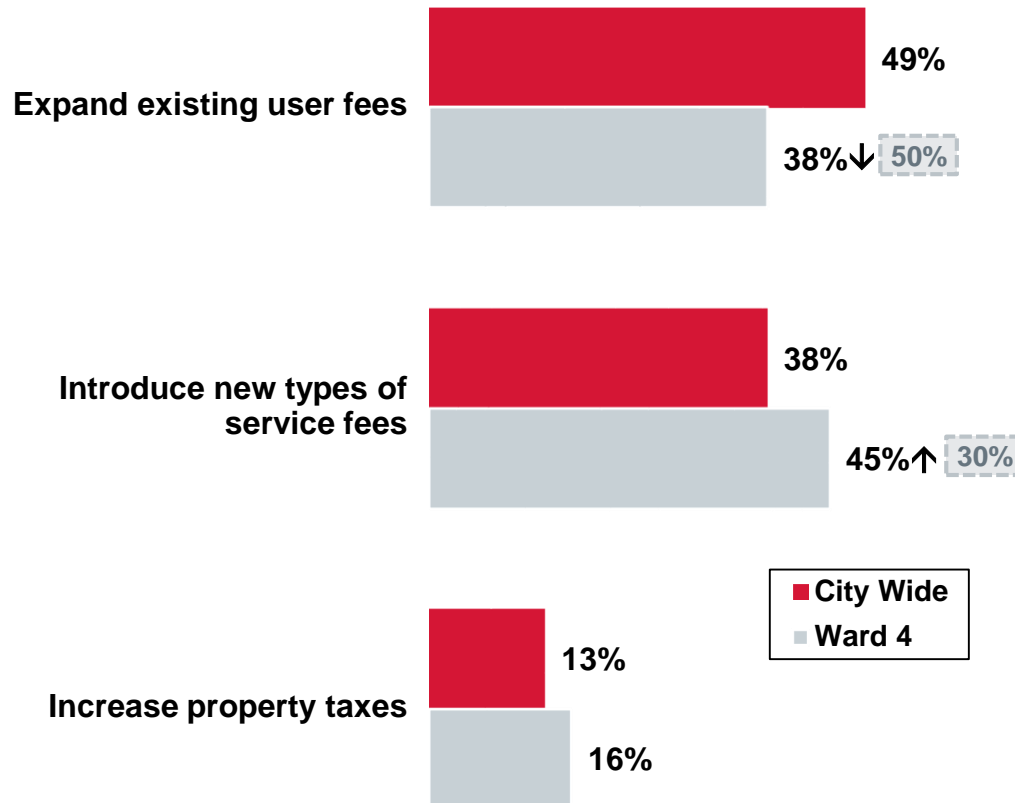
Ward 4 2017

*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 4: n=207)

Options for Increasing City Revenue



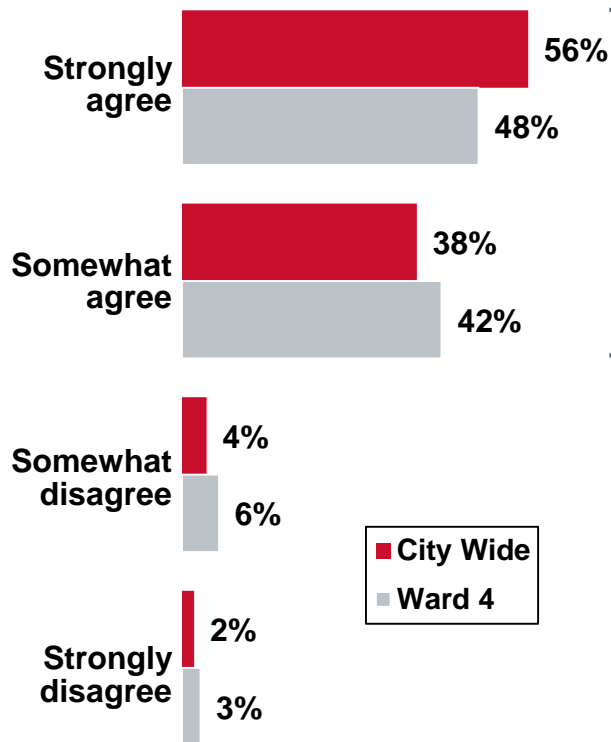
Ward 4 2017

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 4: n=193)

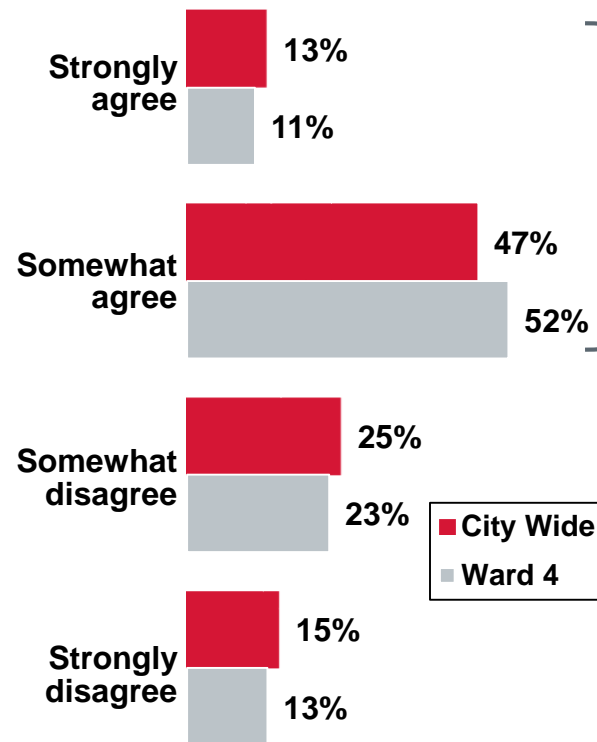
Property Tax Dollar Investment

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



Agree
City Wide: 94%
Ward 4: 91%*

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



Agree
City Wide: 60%
Ward 4: 63%

*Rounding

Base: Valid respondents (City Wide: n=2,487 / Ward 4: n=208)

Base: Valid respondents (City Wide: n=2,463 / Ward 4: n=207)

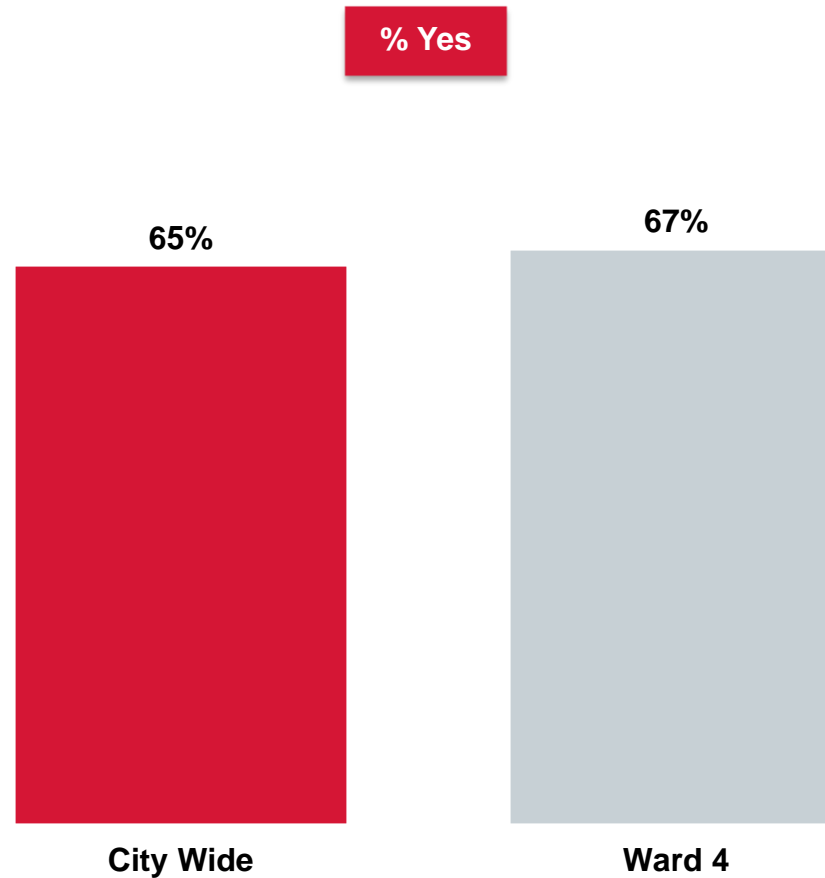
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



Contact with The City and Customer Service



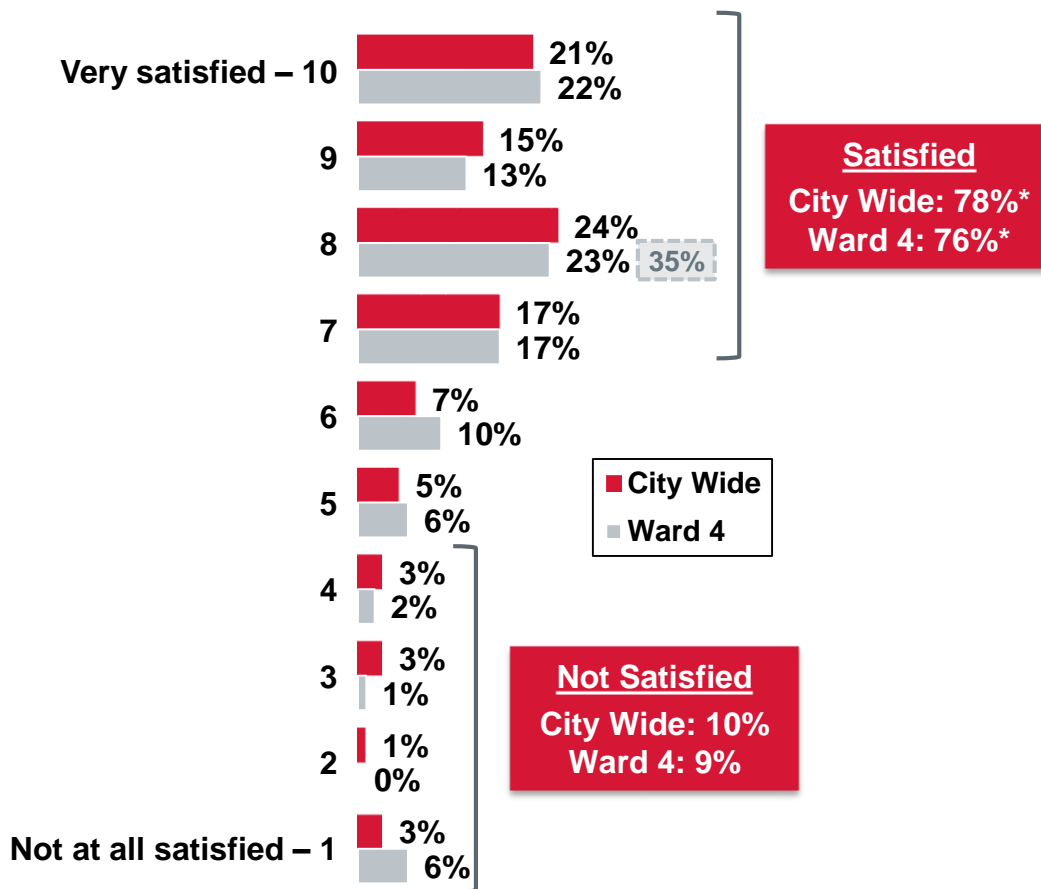
Past 12 Months Contact with The City of Calgary



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 4: n=209)

Satisfaction with the Overall Level and Quality of Customer Service



Ward 4 2017

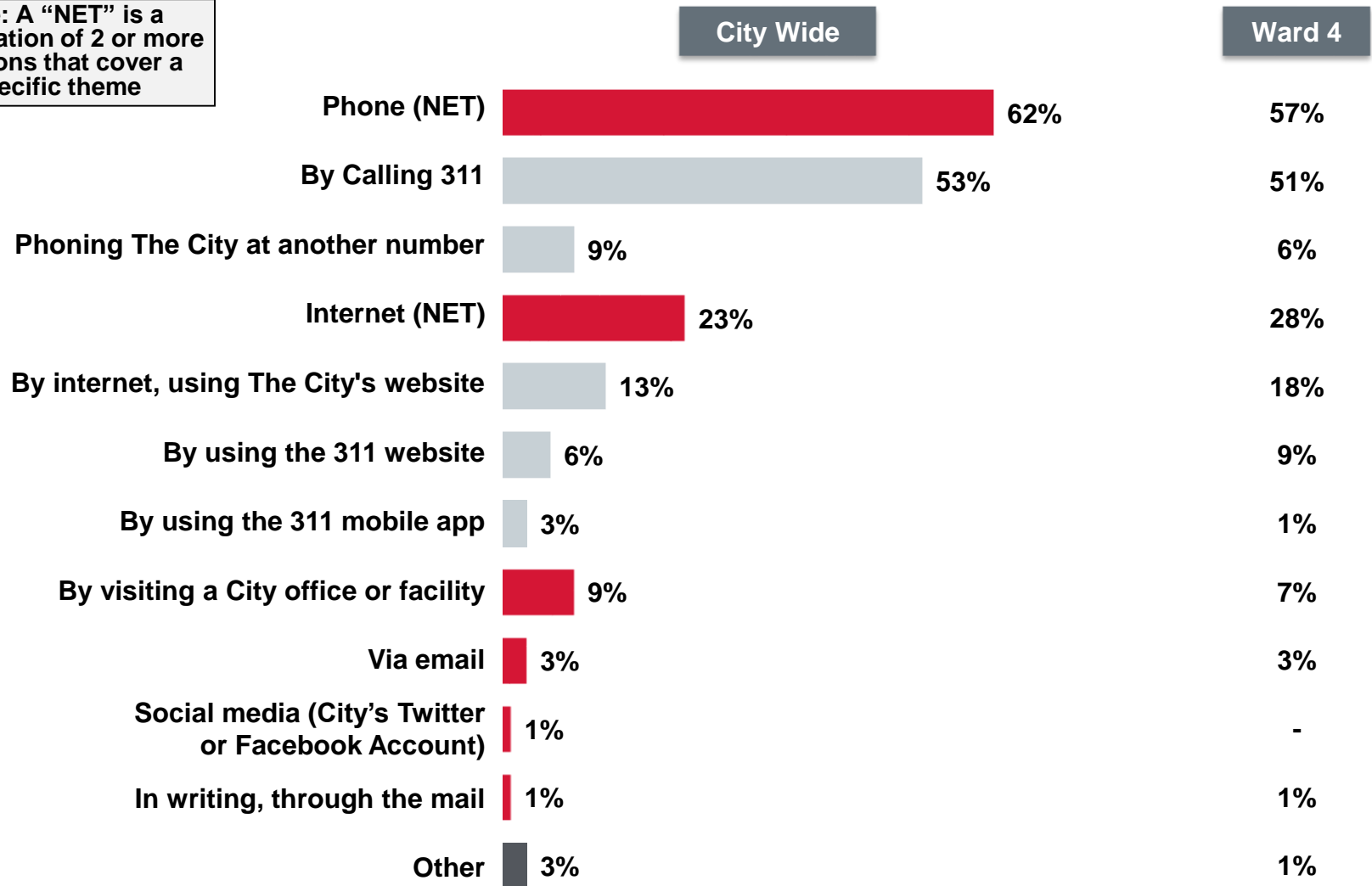
*Rounding

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 4: n=146)

Type of Contact

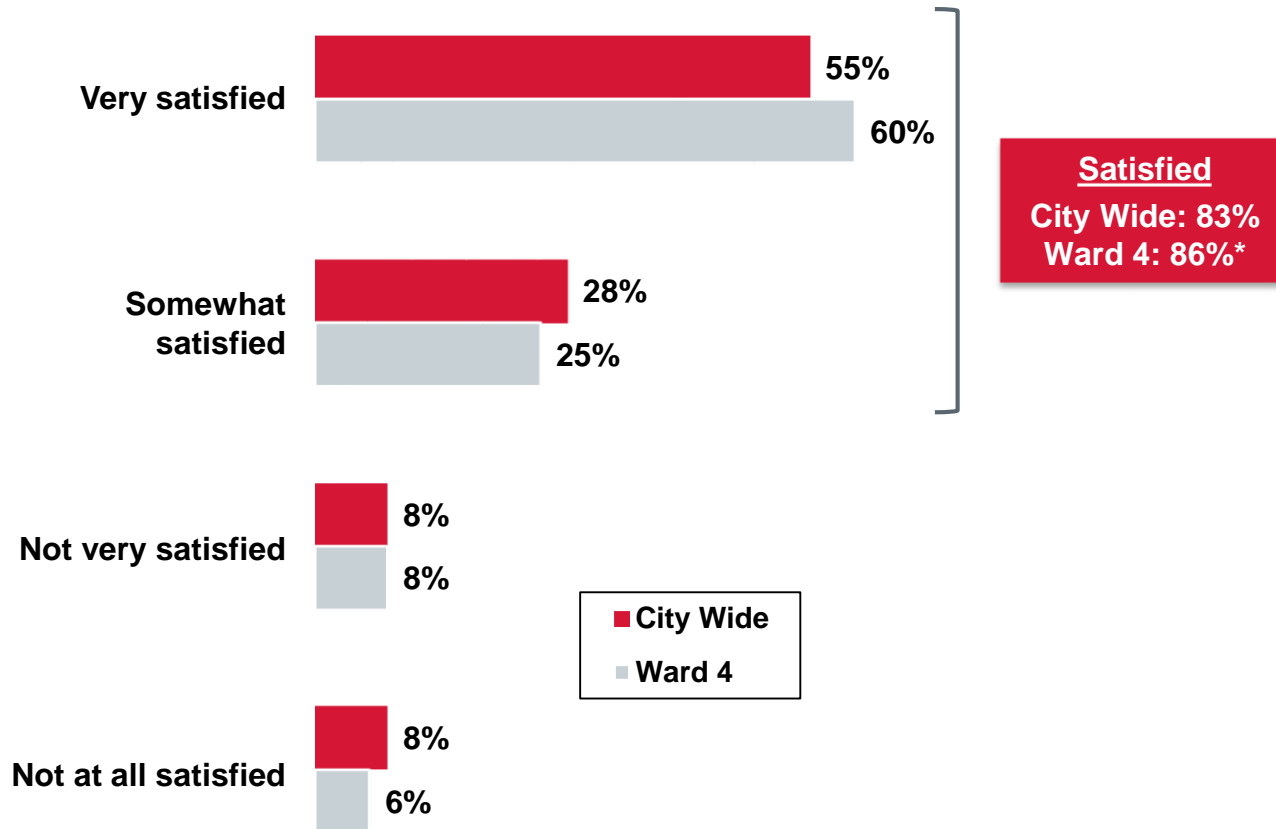
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



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 4: n=99)

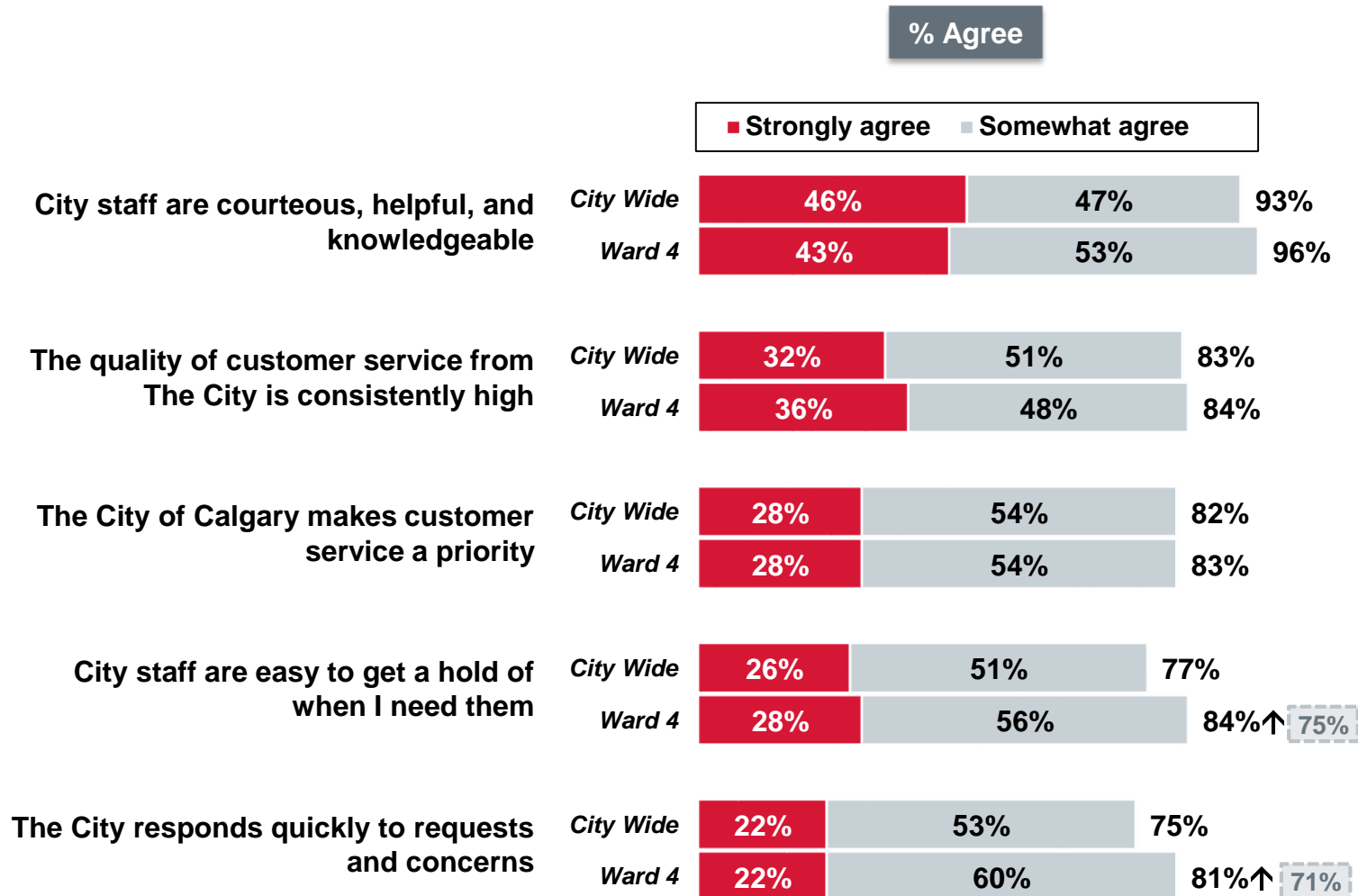
Satisfaction with Most Recent City Contact



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 4: n=99)

Attitudes Regarding Customer Service



Ward 4 2017

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?

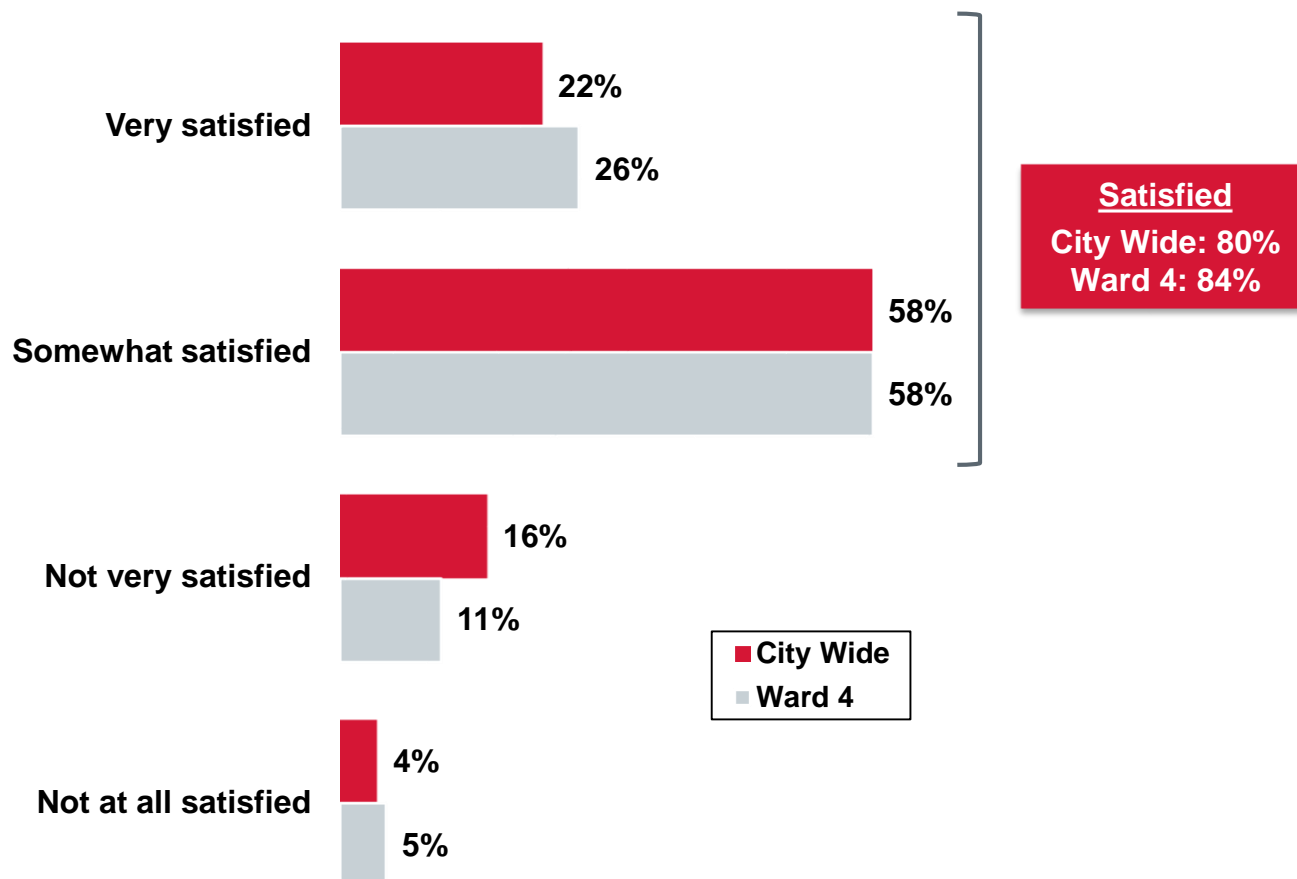
Base: Valid respondents (Bases vary)



City Communications



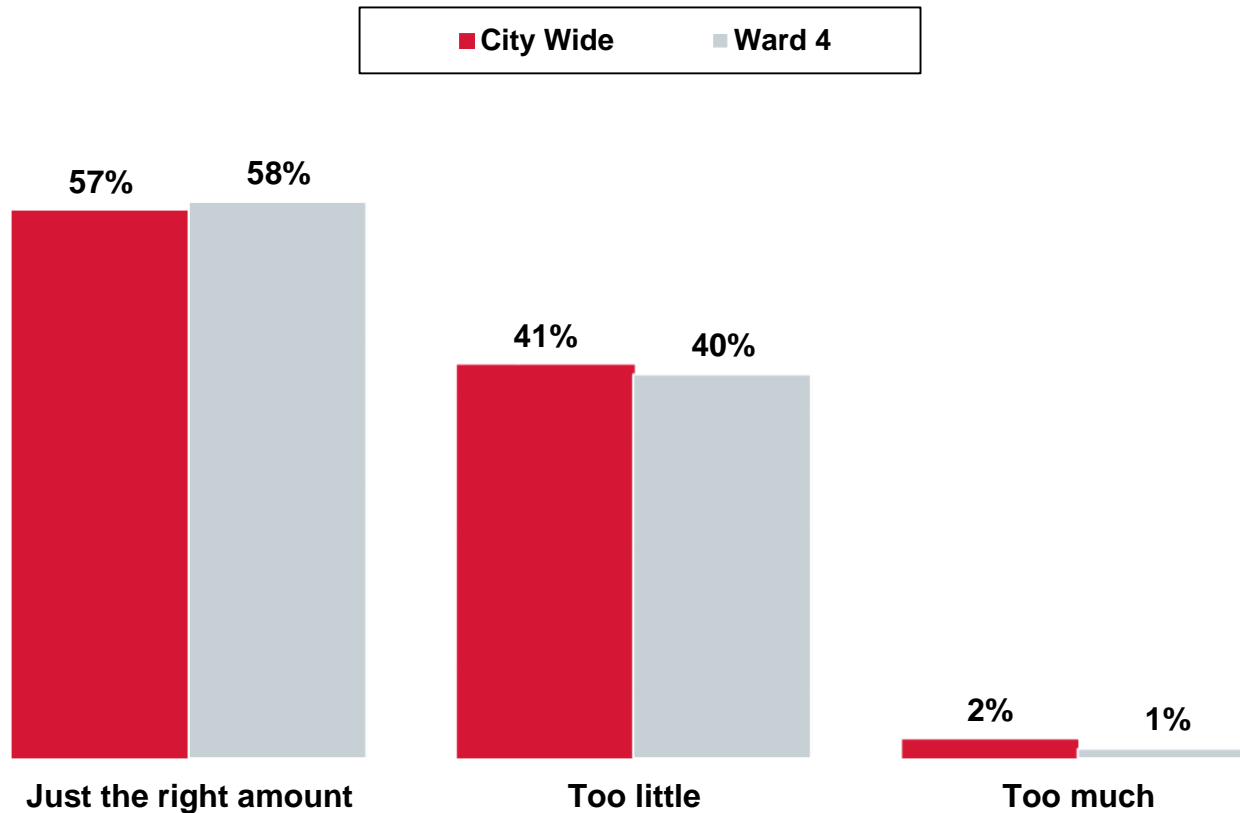
Satisfaction with the Overall Quality of City Information and Communications



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

Base: Valid respondents (City Wide: n=2,490 / Ward 4: n=207)

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 4: n=204)



City Reputation and Performance

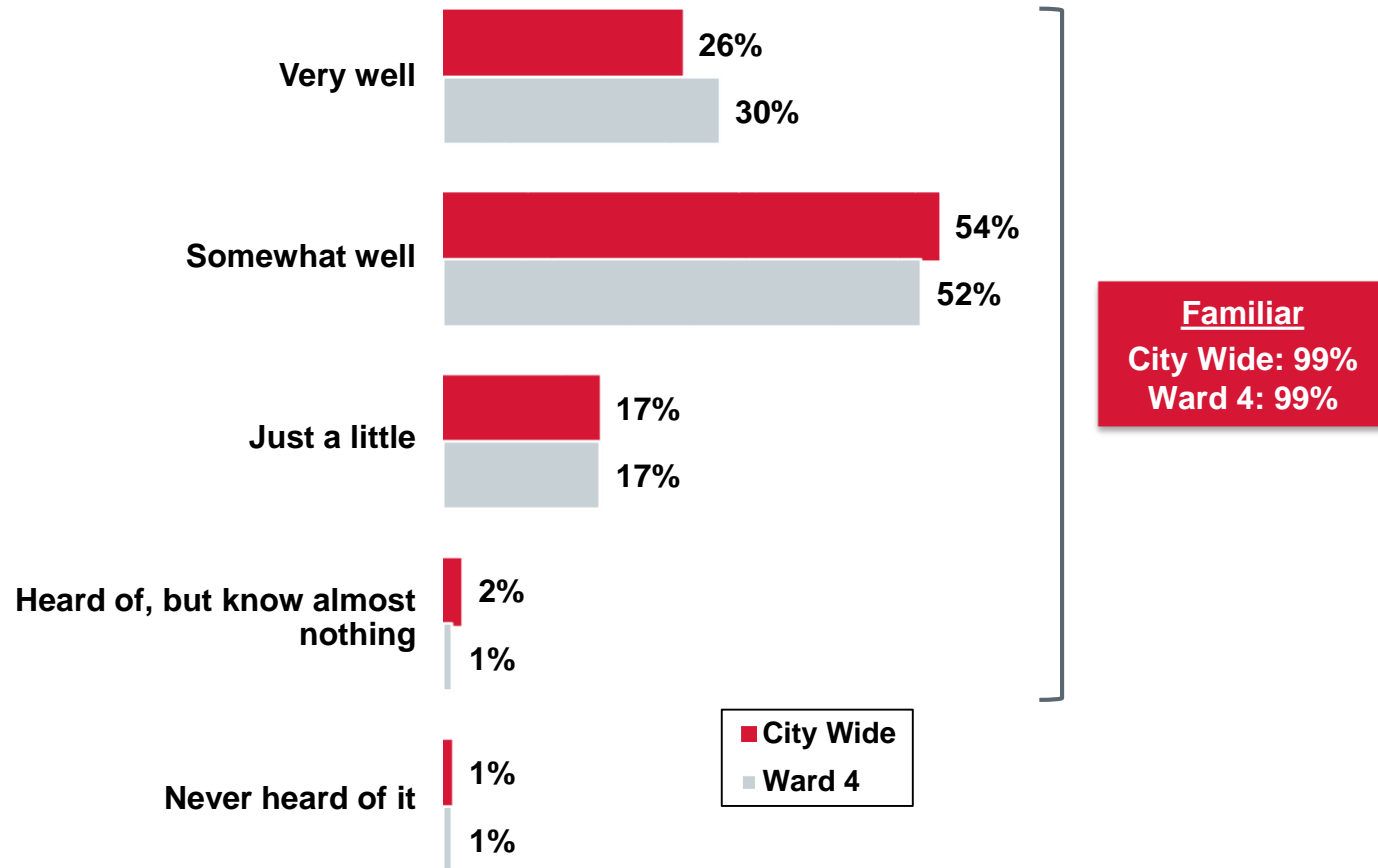




A Model of Reputation



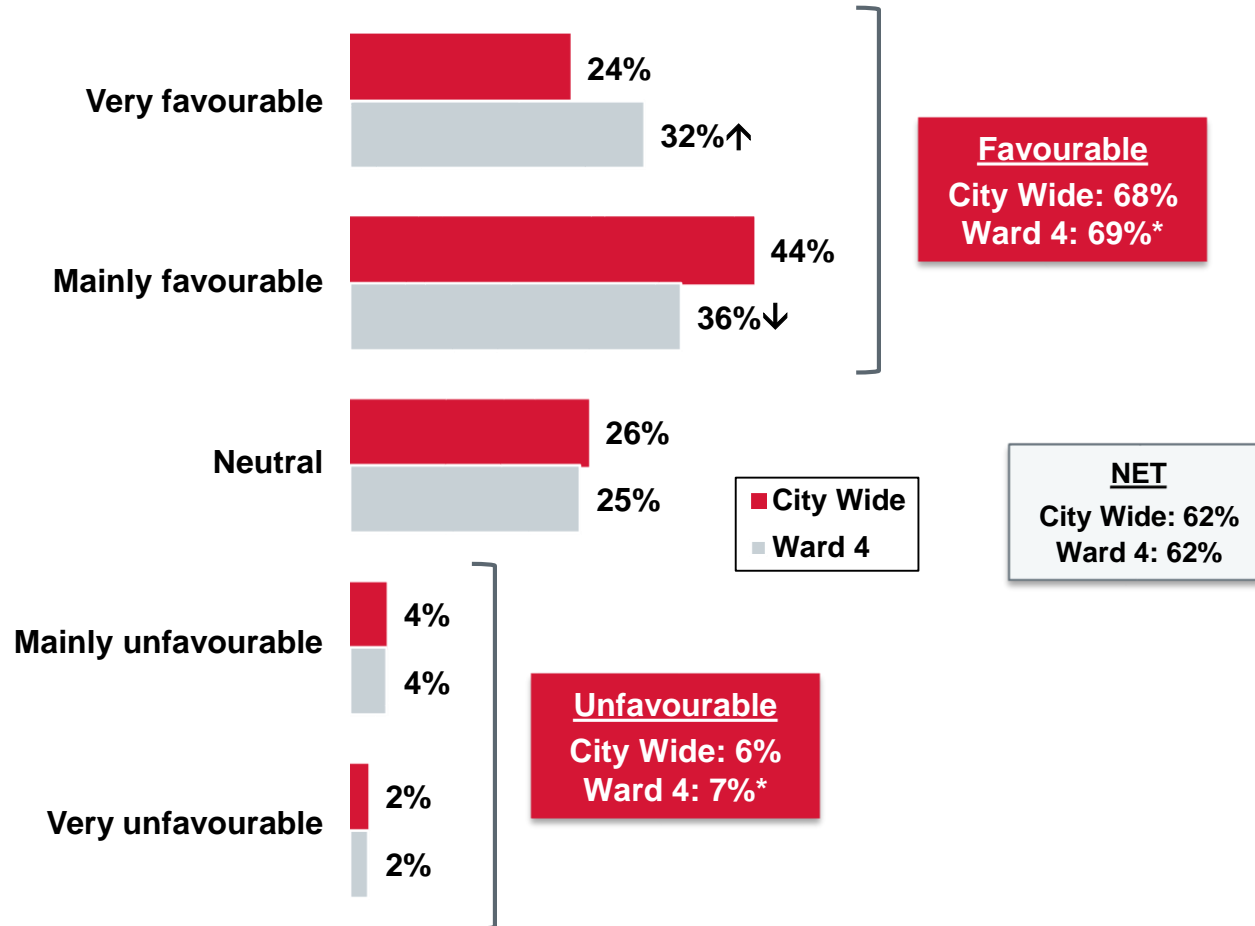
Familiarity



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?

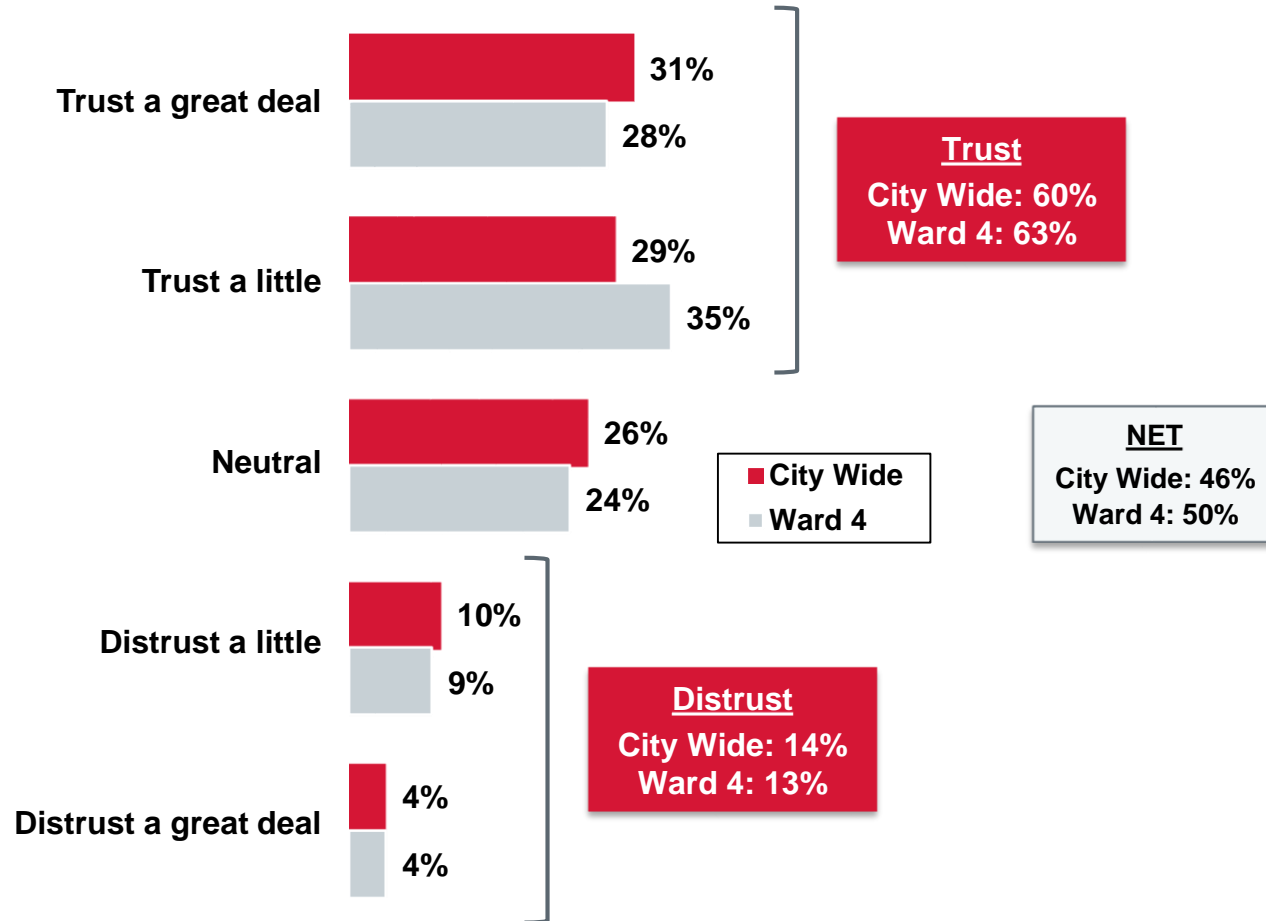
Base: Valid respondents (City Wide: n=2,496 / Ward 4: n=208)

Favourability

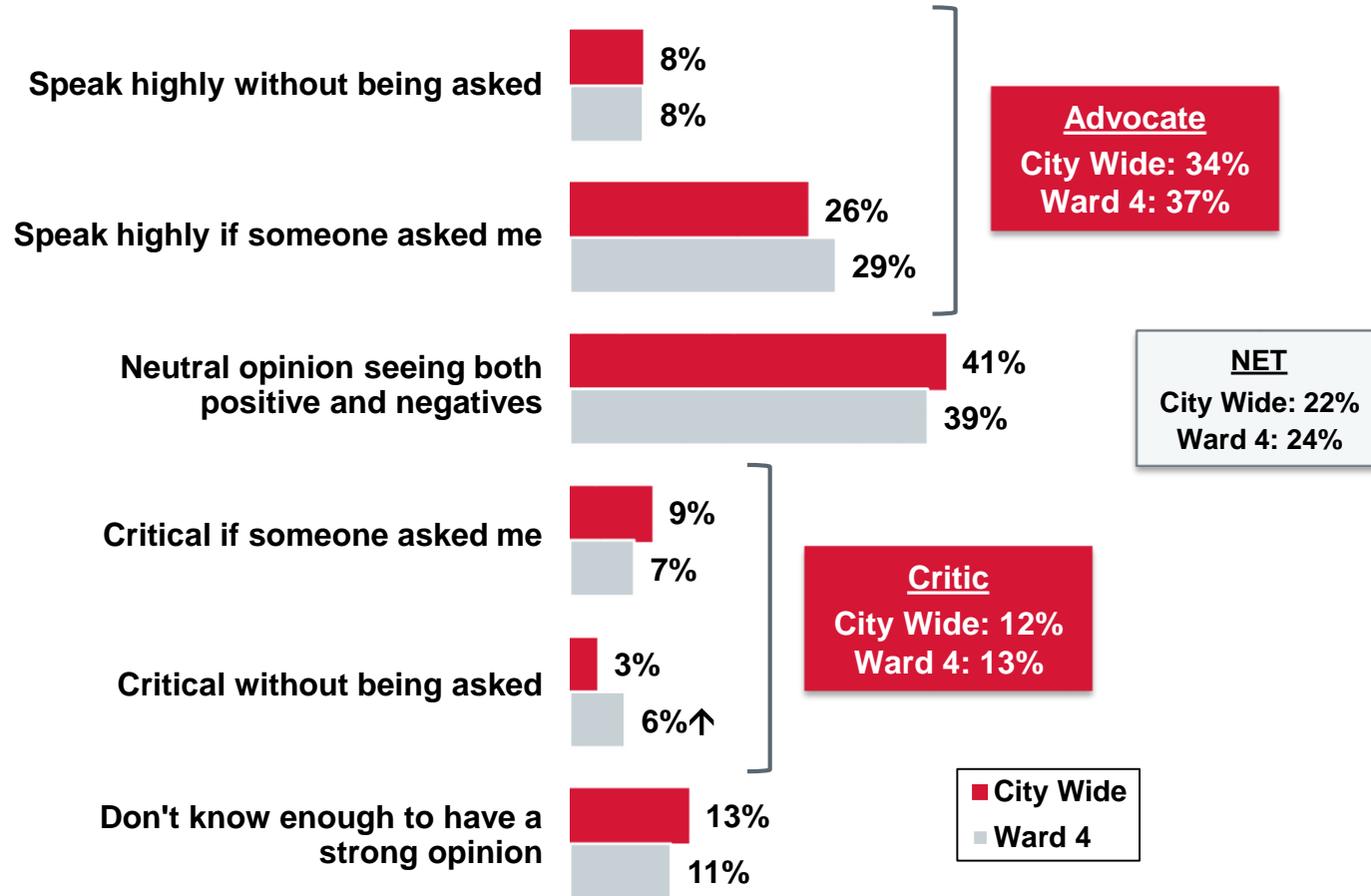


Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?

Base: Valid respondents (City Wide: n=2,496 / Ward 4: n=209)



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 4: n=209)

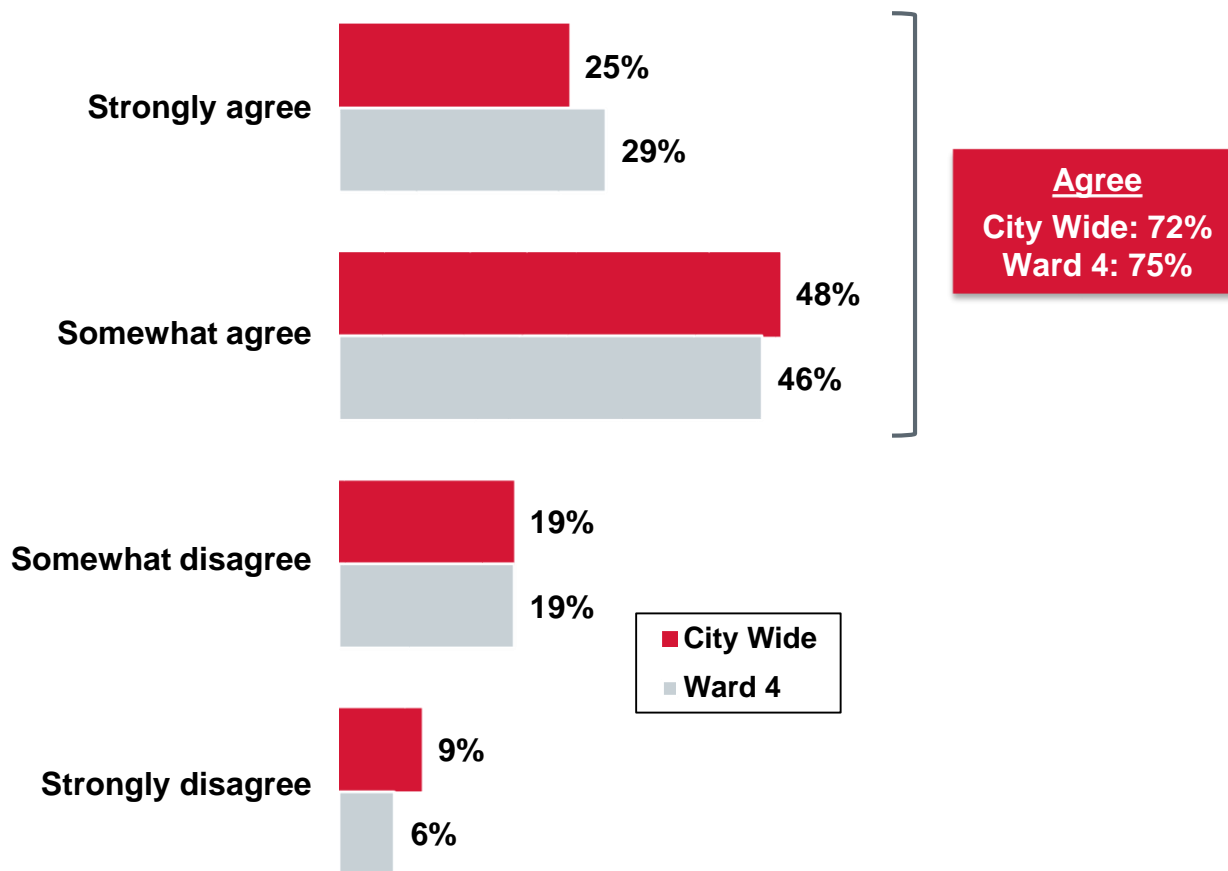


Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 4: n=207)

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

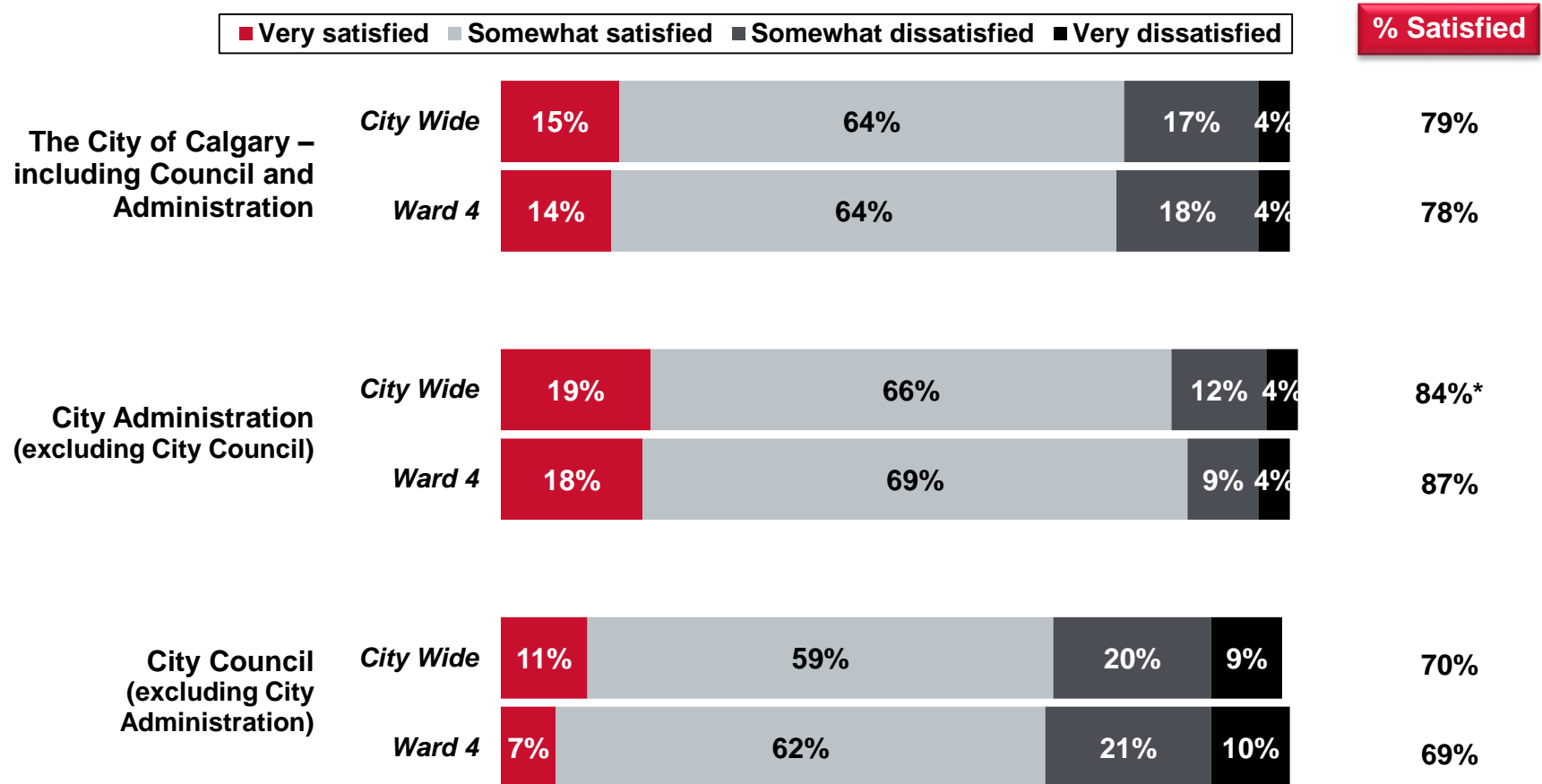


*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:
I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,480 / Ward 4: n=207)

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

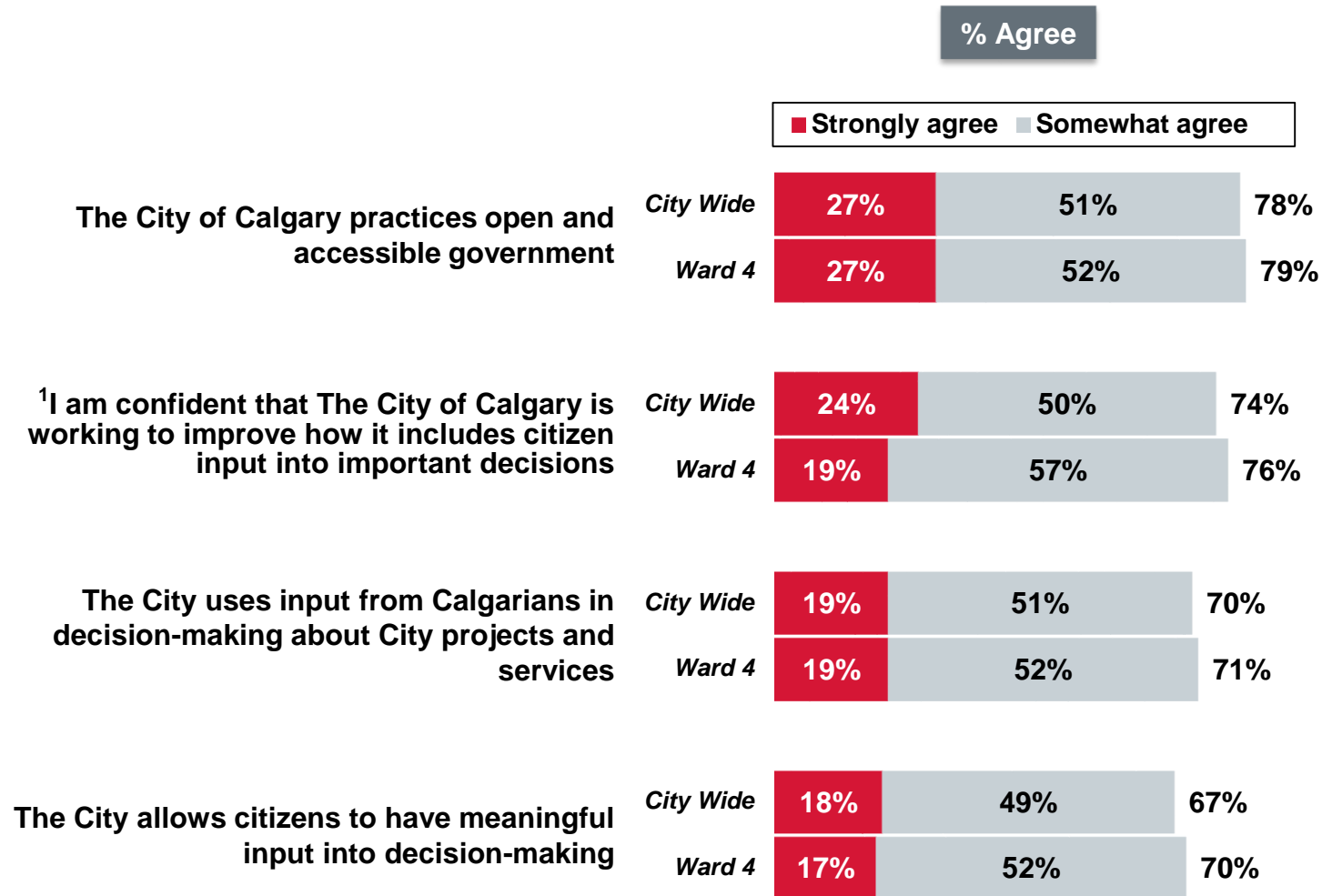
I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary



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

Base: Valid respondents (City Wide: n=2,479 / Ward 4: n=208)

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?

¹Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (Bases vary)



Respondent Profile



Age

	City Wide	Ward 4
18 to 24	12%	12%
25 to 34	21%	21%
35 to 44	17%	14%
45 to 54	19%	17%
55 to 64	13%	17%
65 or older	17%	19%
<i>Mean</i>	45	47

Income

	City Wide	Ward 4
Less than \$30,000	7%	12%
\$30,000 to <\$45,000	8%	8%
\$45,000 to <\$60,000	12%	7%
\$60,000 to <\$75,000	9%	7%
\$75,000 to <\$90,000	8%	9%
\$90,000 to <\$105,000	11%	12%
\$105,000 to <\$120,000	11%	11%
\$120,000 to <\$150,000	12%	15%
\$150,000 or more	23%	18%

Education

	City Wide	Ward 4
Completed high school or less	16%	19%
Some post secondary or completed a college diploma	38%	36%
Completed university degree or post-grad degree	46%	46%

Base: Valid respondents (Bases vary)

Household Characteristics

Type of Home

	City Wide	Ward 4
Single-detached house	69%	74%
Apartment or apartment-style condominium	13%	7%
Duplex, triplex or fourplex	9%	11%
Townhouse or rowhouse	8%	7%
Another type of multi-dwelling unit	1%	1%

Children and Seniors in Household

	City Wide	Ward 4
Yes - Children	35%	26%
Yes - Seniors	17%	21%

Household Size

	City Wide	Ward 4
1	14%	11%
2	32%	42%
3	18%	17%
4	22%	16%
5 or more	15%	14%
Mean	3.0	2.9

Responsible for Property Taxes

	City Wide	Ward 4
Yes	84%	82%
No	16%	18%

Own or Rent

	City Wide	Ward 4
Own	75%	74%
Rent	20%	23%
Other	1%	-
Neither	4%	3%

Tenure in Calgary

	City Wide	Ward 4
Less than 5 years	7%	9%
5 to less than 10 years	10%	7%
10 to less than 15 years	10%	3%
15 to less than 20 years	11%	6%
20 to less than 30 years	24%	26%
30 to less than 40 years	15%	15%
40 or more	24%	34%
Mean	26	31

Base: Valid respondents (Bases vary)

Respondent Characteristics

Born in Canada

	City Wide	Ward 4
Yes	73%	82%
No	27%	18%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=656)	Ward 4 (n=36)
Less than 12	28%	38%
12 to 17	12%	10%
18 or older	60%	52%
No response	-	-

Ethnic Background

	City Wide	Ward 4
Caucasian/ White	23%	28%
British	20%	16%
Canadian/ French Canadian	16%	17%
Northern or Western European	12%	12%
Southern or Eastern European	11%	14%
East or Southeast Asian	11%	9%
South Asian	7%	3%
Central/ South American or Caribbean	3%	-
West Asian or Middle Eastern	2%	1%
African	2%	2%
Aboriginal/ First Nations/ Metis	2%	3%

Disability

	City Wide	Ward 4
Yes	16%	21%
No	84%	79%

Visible Minority

	City Wide	Ward 4
Yes	25%	20%
No	75%	80%

Base: Valid respondents (Bases vary)

Contact

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