



Calgary



2020 Citizen Perspectives Survey Report

Service Investment

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Highlights at a Glance

SERVICE INVESTMENT

Citizens prioritize these services in which to **invest more**:



Calgary
9-1-1



Calgary
Police
Service



Affordable housing
for low-income
Calgarians



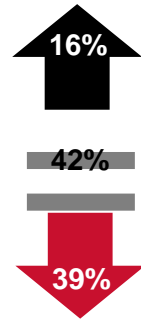
Calgary Fire
Department

QUALITY OF LIFE

77%
Quality of life
in Calgary
is good



Change in
quality of life
in Calgary
over the
past 3 years



SATISFACTION WITH CITY SERVICES & PROGRAMS



Satisfied



64%

Neutral



27%

Dissatisfied



9%



TAXATION AND SERVICE DELIVERY

49% say they receive
good value
for their municipal
property tax



How to balance
taxation and service delivery levels?

40%
Say
increase taxes



49%
Say
cut services

CITIZEN INPUT

65%
agree The City is
working to improve how
it **includes citizen input**



61% agree The City lets citizens
have **meaningful input**
into decision-making



59%
agree The City
uses citizen input
in decision-making

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Background & Methodology

Background

The City of Calgary surveys citizens about their opinions, preferences and attitudes in order to help support data-driven City decision-making. The Citizen Perspectives Survey is one of the ways by which data are collected and is conducted multiple times throughout the year. This wave of the Citizen Perspectives Survey was conducted in order to provide insight on citizens' opinions about service investment by The City. An advanced statistical analysis was conducted in order to identify the services in which citizens think The City should invest over the next three years.

Methodology

The survey was conducted by Leger from July 13 to 22, 2020 with 501 Calgarians (aged 18 years or older) via phone using random digit dialing (RDD). The survey was conducted using numbers from both landlines (48%) and cell phones (52%) to obtain a random and statistically representative sample of Calgarians. The survey averaged 18.8 minutes in duration. The margin of error (MOE) for the total sample of $n=501$ is ± 4.4 percentage points, 19 times out of 20. To ensure the data was gathered from a representative group of Calgarians, sample quotas were set by age, gender, and city quadrant of the general population aged 18 and older. Data were then weighted to the 2016 Civic Census for age and gender.

Statistically significant differences across demographics are noted in the Key Findings.

Key Findings



Key Findings – cont'd

Calgarians tend to think the overall quality of life in Calgary is good although a substantial minority say it's worsened in the past three years.

- The majority (77%) of Calgarians rate the overall quality of life in Calgary as good.
- Around two in five say the quality of life in Calgary has stayed the same (42%) over the past three years, nearly as many (39%) say it's worsened, and 16% say it's improved.
- Calgarians aged 18 to 34 years are much more likely than those 35 years of age or older to think the quality of life in Calgary has improved in the past three years (27% 18 – 24 and 26% 25 – 34 vs. 13% 35 – 54, 6% 55 – 64 and 9% 65+). Conversely, more Calgarians aged 35 years or older than those 18 to 34 years think it's worsened (45% 35 – 54, 56% 55 – 64 and 48% 65+ vs. 16% 18 – 24 and 21% 25 – 34). There were no statistically significant differences across age groups in terms of thinking the quality of life has stayed the same.
- Calgarians with household incomes of less than \$105,000 are more likely than those with higher household incomes to say the quality of life in Calgary has improved (19% less than \$45,000, 20% \$45,000 – less than \$75,000 and 22% \$75,000 – less than \$105,000 vs. 6% \$105,000 – less than \$135,000 and 7% \$135,000+).
- Those who have lived in Calgary 20 years or longer are more likely than those who have lived in the city for fewer than 20 years to say the quality of life has worsened in the past three years (47% 20+ years vs. 22% fewer than 10 years and 34% 10 – 19 years). Those who have lived in Calgary for fewer than 10 years are more inclined than others to answer “don't know” (14% fewer than 10 years vs. 1% 10 – 19 years and 1% 20+ years).
- Compared to foreign-born Calgarians, more Canadian-born say the quality of life in Calgary has worsened in the past three years (42% Canadian-born vs. 32% immigrants).

Key Findings – cont'd

A majority of Calgarians are satisfied with City services and programs overall although fewer think they get good value for their municipal property tax dollars.

- Around two-thirds (64%) of Calgarians are satisfied with the overall level and quality of City services and programs.
- Those with three or more people in their household are more likely than those with one or two people to be satisfied with City services and programs overall (70% 3+ people vs. 55% 1 person and 58% 2 people households).
- One-half (49%) of Calgarians think they get good value for their municipal property tax dollars.
- Compared to those who have lived in Calgary for fewer than ten years, more of those who have lived in Calgary for ten years or longer say they receive poor value for their property tax dollars (23% 10 – 19 years and 25% 20+ years vs. 7% fewer than 10 years).

Key Findings – cont'd

More Calgarians prefer The City cut services than increase taxes in order to balance taxation and service delivery levels.

- In regards to possible actions The City can take to balance its budget, one-half (49%*) of Calgarians prefer that The City cut services: 25% opt for cutting services to maintain the current tax level and 25% want The City to cut services further in order to reduce taxes.
- Two-in-five (40%*) Calgarians think The City should increase taxes: 31% say to increase taxes at the current inflation rate to maintain current service levels and 10% prefer The City increase taxes beyond the current inflation rate in order to expand services.
- More males than females think The City should cut services (54% vs. 44%, respectively).
- More residents of the northeast (NE) than those of the southeast (SE) and northwest (NW) think The City should cut services (61% NE vs. 45% SE and 45% NW; the difference between NE and southwest is not statistically significant).
- Canadian-born Calgarians are more likely than those born outside of Canada to think The City should increase taxes (45% vs. 32%, respectively). Conversely, those born in Canada are less likely than foreign-born Calgarians to say The City should cut services (44% vs. 59%, respectively)
- Compared to Calgarians who have lived in the city for ten years or longer, those who have lived in Calgary for fewer than ten years are more likely to answer “don’t know” which option The City should pursue (11% fewer than 10 years vs. 2% 10 – 19 years and 4% 20+ years).

*Rounding

Key Findings – cont'd

The majority of citizens are positive toward The City's opportunities for input.

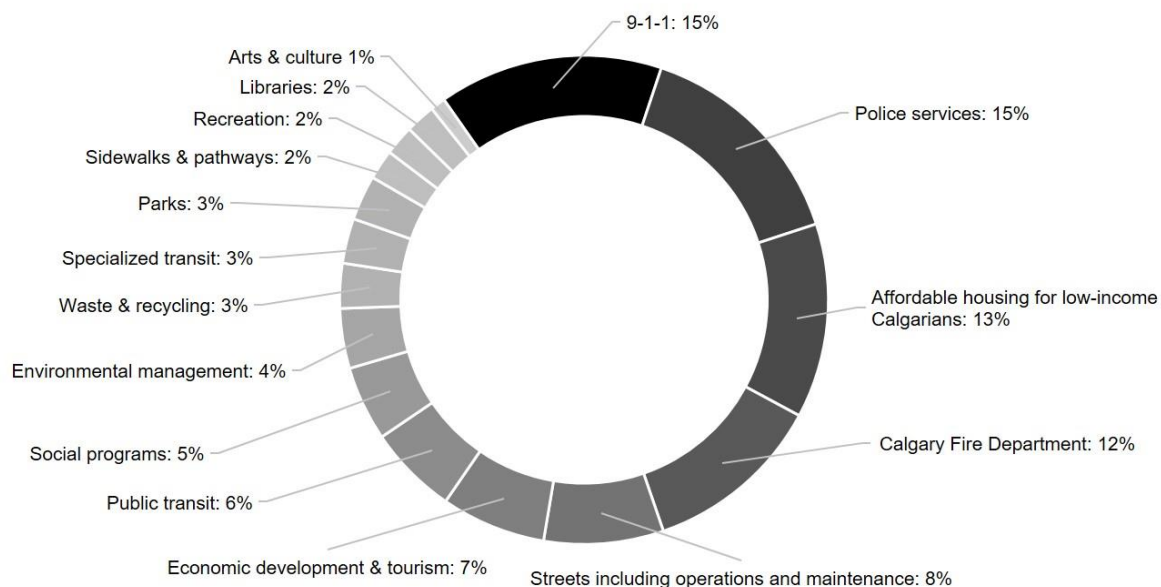
- Around two-thirds (65%) of Calgarians agree that they're confident The City is working to improve how it includes citizen input into important decisions (22% 'strongly' and 43% 'somewhat').
- The majority (61%) agree The City allows citizens to have meaningful input into decision-making (18% 'strongly' and 43% 'somewhat') and around as many (59%) agree The City uses input in decision-making about City projects and services (15% 'strongly' and 44% 'somewhat').
- More foreign-born Calgarians than Canadian-born agree The City allows citizens to have meaningful input into decision-making (73% vs. 54%, respectively), The City uses input from citizens in decision-making about City projects and services (71% vs. 53%), and The City is working to improve how it includes citizen input into important decisions (74% vs. 60%).
- Those aged 55 to 64 years are more likely than other Calgarians to disagree that The City is working to improve how it includes citizen input into important decisions (58% 55 – 64 vs. 16% 18 – 24, 30% 25 – 34, 31% 35 – 54 and 37% 65+). They are also more likely than other Calgarians to disagree that The City allows citizens to have meaningful input into decision-making (52% 55 – 64 vs. 32% 18 – 24, 33% 35 – 54 and 38% 65+).
- Calgarians with a high school education or less are less likely than those with more education to agree that The City uses input in decision-making about City projects and services (41% high school or less vs. 64% with some post-secondary/completed college degree and 63% with a university degree or post-graduate degree).

Key Findings – cont'd

The results of the analysis indicate that of the services included (see chart below), the ones that citizens think are the most important to invest more in over the next three years are 9-1-1, Calgary Police Service, affordable housing for low-income Calgarians, and Calgary Fire Department.

- An analysis was completed to identify the services in which citizens would like The City to invest more, providing a clear picture of the investment priorities of Calgarians. Essential services, public programming (affordable housing) and economic development were identified priorities for Calgarians.
- To identify priorities for Calgarians, respondents were presented with a series of questions, each of which included four different City services. The services tested were selected because they are at least partly funded by property tax dollars and generally receive the largest share of an average household's property tax. Respondents were asked to indicate which of the four City services would be the most important for The City of Calgary to invest in over the next three years, and which would be the least important.
- The analysis indicates that the top services in which to invest more over the next three years are 9-1-1, Calgary Police Service, affordable housing for low-income Calgarians, and the Calgary Fire Department.

Preferred Service Investment Priorities



Detailed Findings





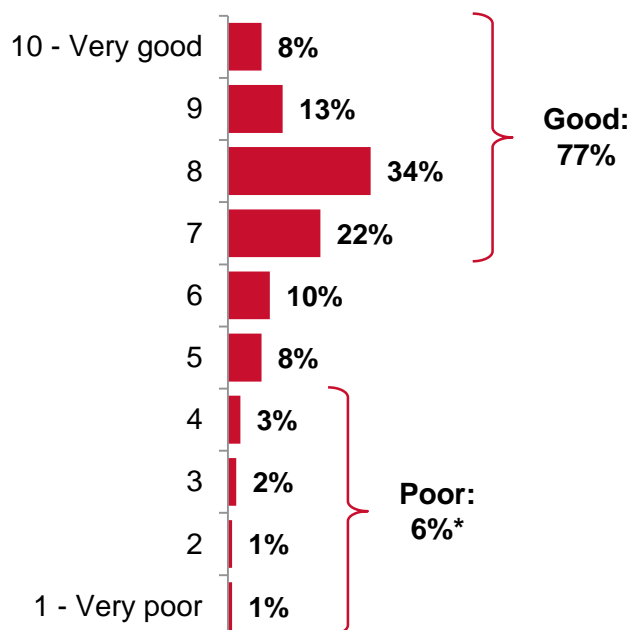
Opinions about:

- Quality of Life
- City Services and Programs
- Municipal Property Taxes
- Citizen Input

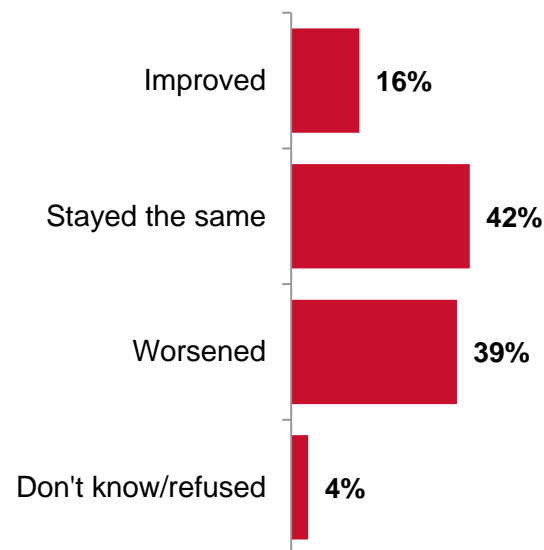
Quality of Life

The majority (77%) of Calgarians rate the overall quality of life in Calgary as good. Around two fifths say it's stayed the same (42%) and nearly as many (39%) say it's worsened in the past three years.

Overall Quality of Life



Perceived Change in Quality of Life in Calgary in Past 3 Years



*Rounding

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

Base: All respondents (n=501)

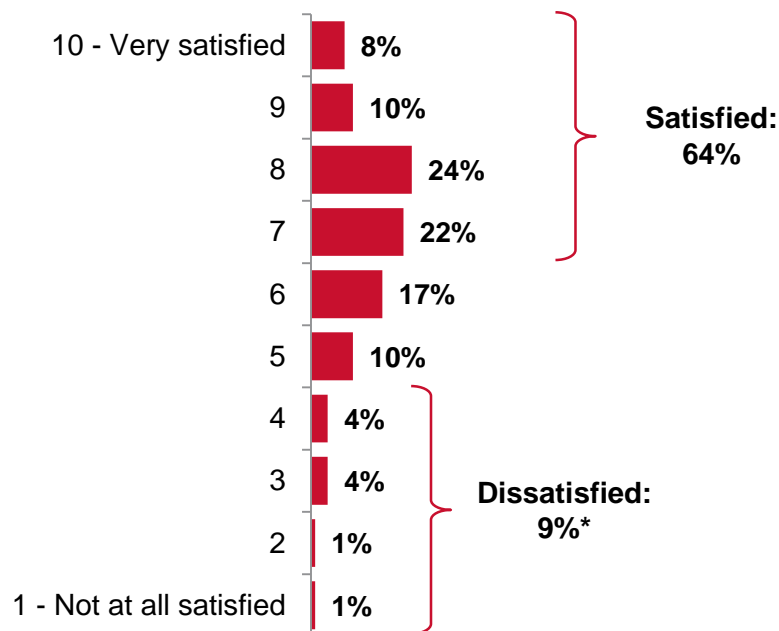
Do you feel that the quality of life in the city of Calgary in the past three years has . . . ?

Base: All respondents (n=501)

Satisfaction with City Services and Programs

Around two-thirds (64%) of Calgarians are satisfied with the overall level and quality of City services and programs.

Satisfaction with Overall Level and Quality of City Services and Programs



*Rounding

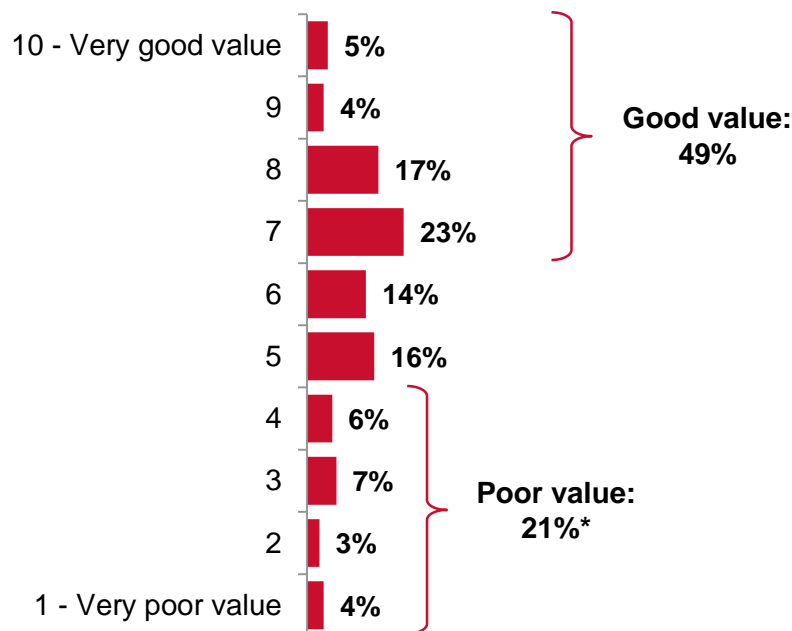
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: All respondents, excluding those who answered “don’t know” (n=494)

Perceived Value for Property Tax Dollars

One-half (49%) of Calgarians think they get good value for their municipal property tax dollars.

Perceived Value for Municipal Property Tax Dollars



*Rounding

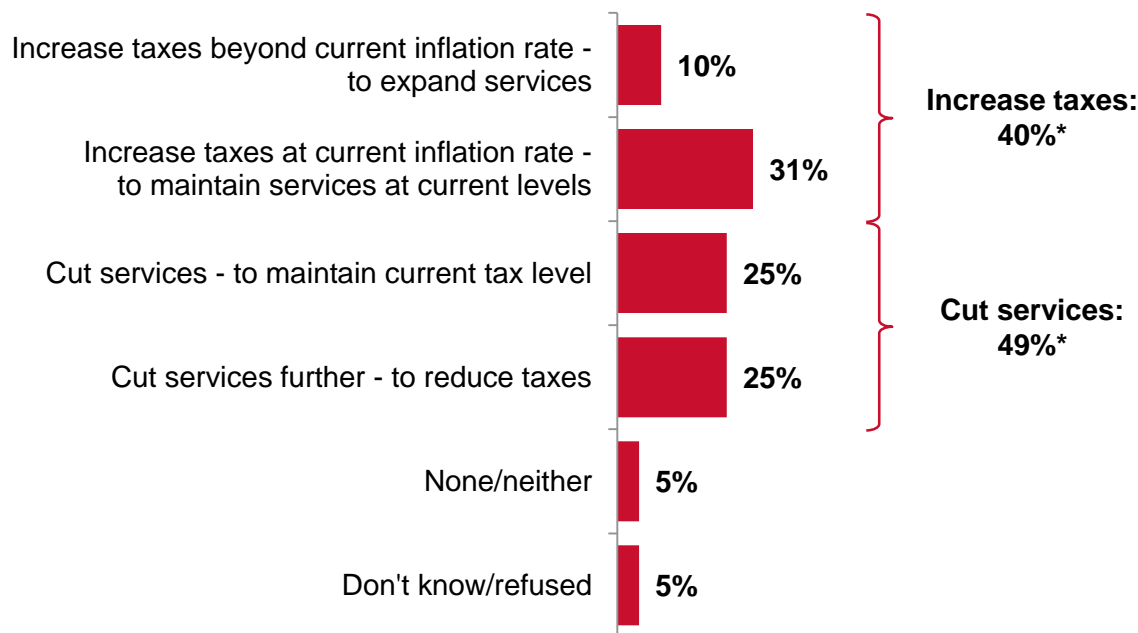
Your property tax dollars are divided between The City and the Province. In Calgary, approximately two-thirds of your residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal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

Base: All respondents, excluding those who answered “don’t know” (n=470)

Balancing Taxation and Service Delivery Levels

More Calgarians would prefer The City cut services (49%) than increase taxes (40%). More Calgarians would like taxes increased at the current inflation rate in order to maintain services at current levels than would like taxes increased beyond the current inflation rate to expand services (31% vs. 10%, respectively). When it comes to cutting services, there is an even split between cutting to maintain the current tax level versus cutting further in order to reduce taxes (25% each).

Preferred Option for Balancing Taxation and Service Delivery Levels



Note: Response options “none/neither” and “don’t know” were not read to the respondent.

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?

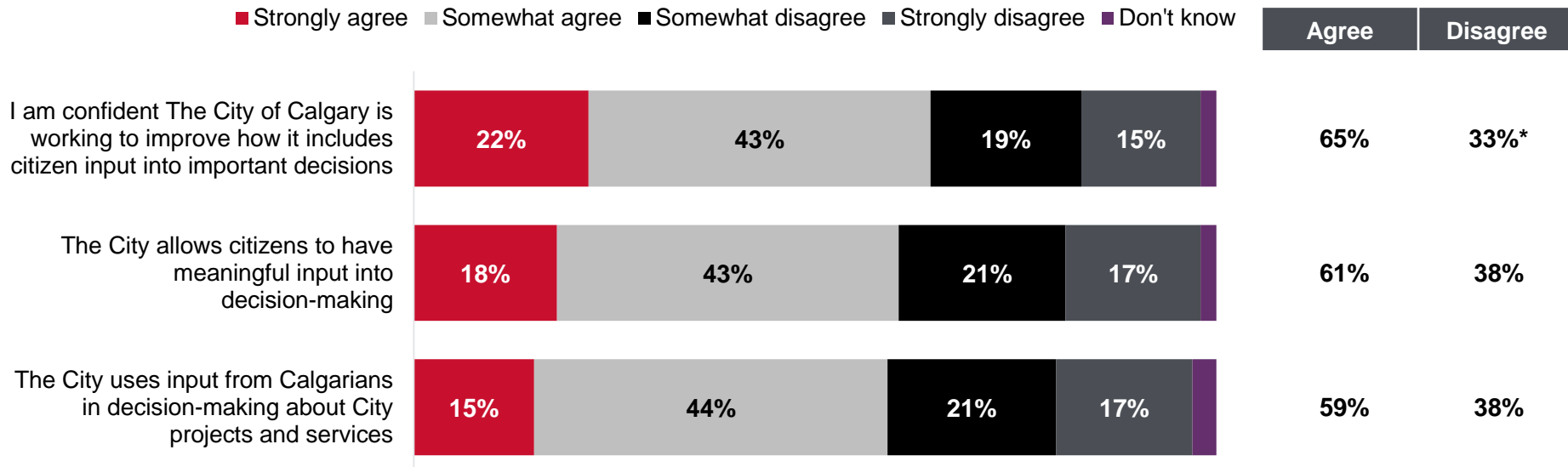
Base: All respondents (n=501)

Citizen Input to The City

A majority of Calgarians are confident The City is working to improve how it includes citizen input into important decisions (65%), agree The City allows citizens to have meaningful input into decision-making (61%), and agree The City uses input in decision-making about City projects and services (59%).

Opinions about Citizen Input for Decision-making at The City

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 ■ Don't know



*Rounding

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

Base: All respondents (n=501)



Calgarians' Service Investment Priorities

Analysis of Service Investment Priorities

MaxDiff Analysis

To establish a clear understanding of the City services that Calgarians believed would be the most important for The City of Calgary to invest in over the next three years, a MaxDiff statistical analysis was performed.

This analysis involves presenting respondents with a series of questions, in which each question contains a list of alternatives. Respondents are asked which alternative they believe would be the most important (*best*) and which would be the least important (*worst*) for The City to invest in. The combinations of items are designed very carefully with the goal that each item is shown an equal number of times and pairs of items are shown an equal number of times. At the outset, we are provided with a relative ranking for each option.

The Design

Respondents were presented with 12 questions, each of which included four different City services. The services tested were selected because they are at least partly funded by property tax dollars and generally receive the largest share of an average household's property tax. The services were:

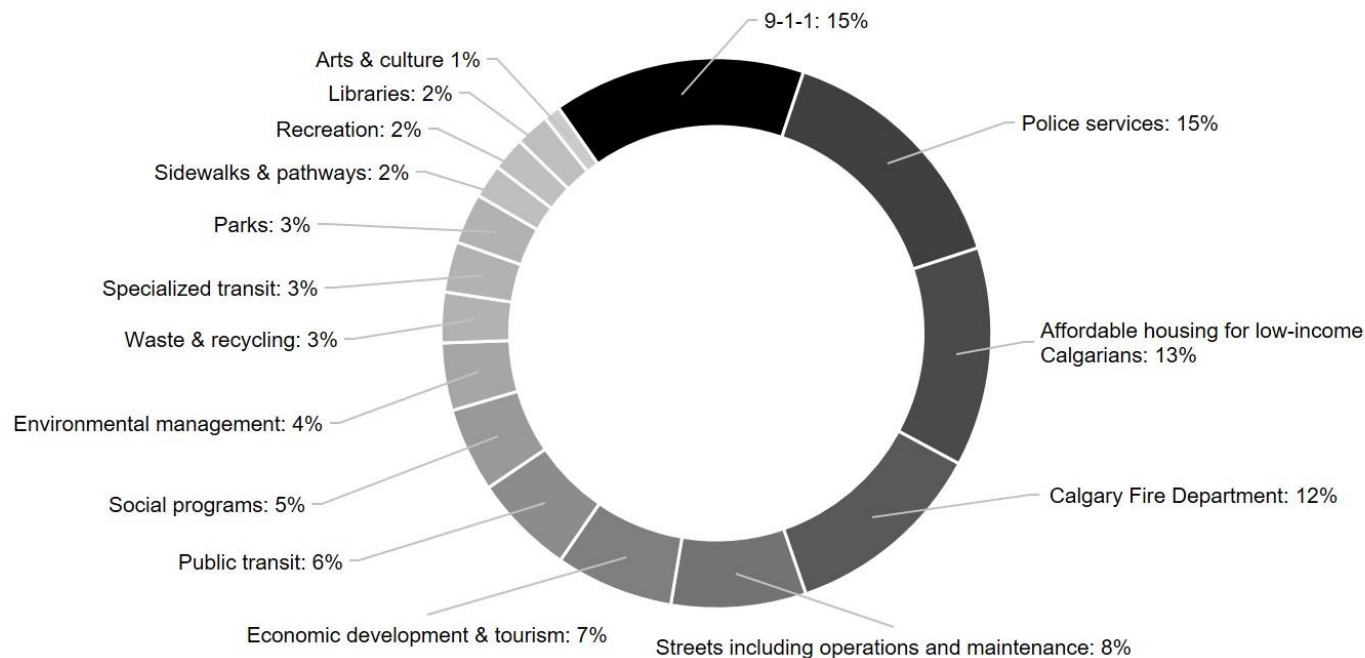
- 9-1-1 (Connects you with emergency services from your phone)
- Police Services (Crime prevention/education, law enforcement and criminal investigations)
- Calgary Fire Department
- Public Transit
- Streets including operations and maintenance
- Specialized Transit
- Sidewalks & Pathways
- Parks
- Libraries
- Recreation
- Arts & Culture
- Social Programs
- Affordable Housing for low-income Calgarians
- Waste and Recycling
- Environmental Management
- Economic Development & Tourism

Respondents were asked to indicate which of the four City services would be the most important for The City of Calgary to invest more in over the next three years, and which would be the least important.

Share of Preference Scores

Results provide an understanding of differences between people in terms of their preferences for the alternatives. Specifically, **share of preference scores** demonstrate the probability that an item would be chosen over another if a respondent was asked to select the best from all options.

Service Investment Priorities



An assessment of which City services would be the most important to invest more in over the next three years revealed four services:

- 9-1-1
- Police Services
- Affordable housing for low-income Calgarians
- Calgary Fire Department

On the other hand, the City services that would be the least important for The City to invest in were:

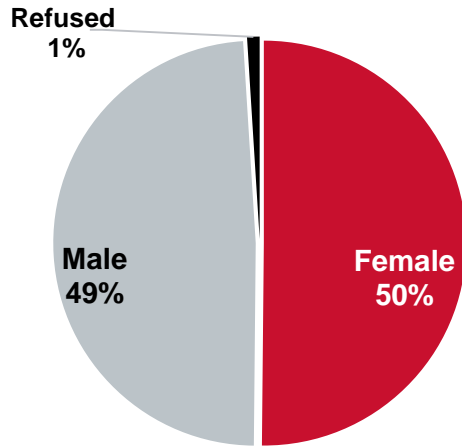
- Arts and Culture
- Libraries
- Recreation
- Sidewalks and Pathways

Demographics

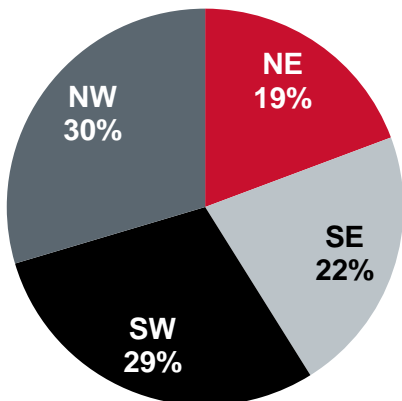


Demographics

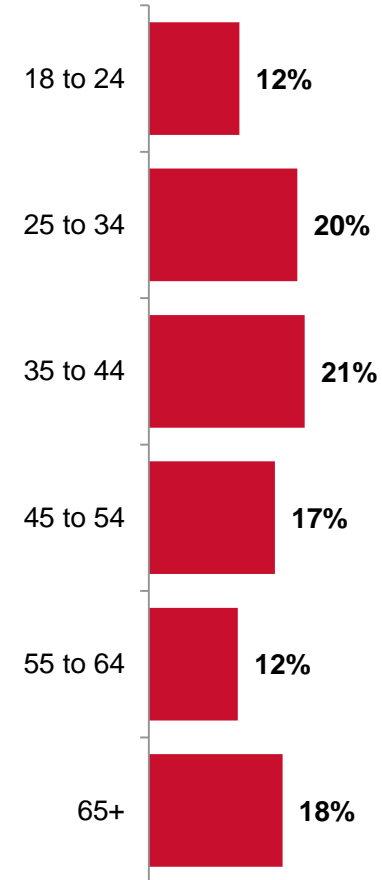
Gender
(asked, not inferred)



Quadrant of Residence



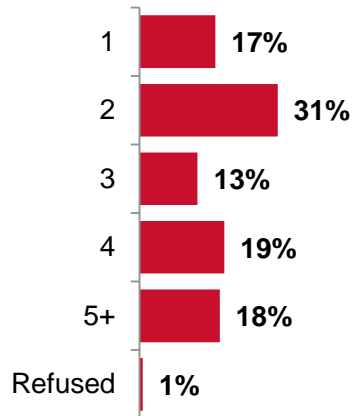
Age



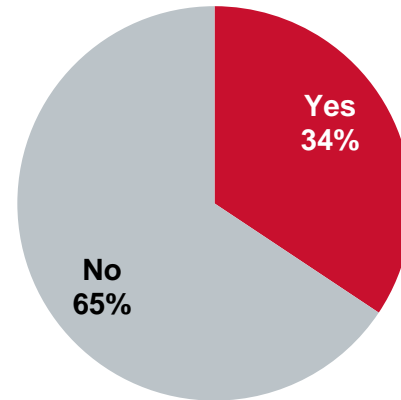
Base: All respondents (n=501), unless otherwise specified

Demographics – cont'd

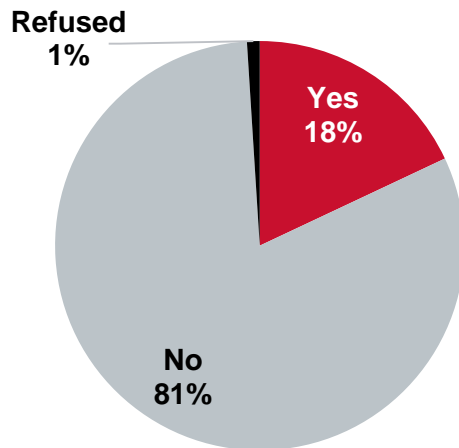
Household Size



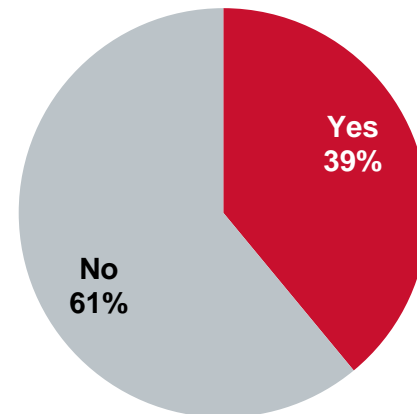
Children Under the Age of 18 in the Household



Self-reported Disability (Respondent or Family Member)



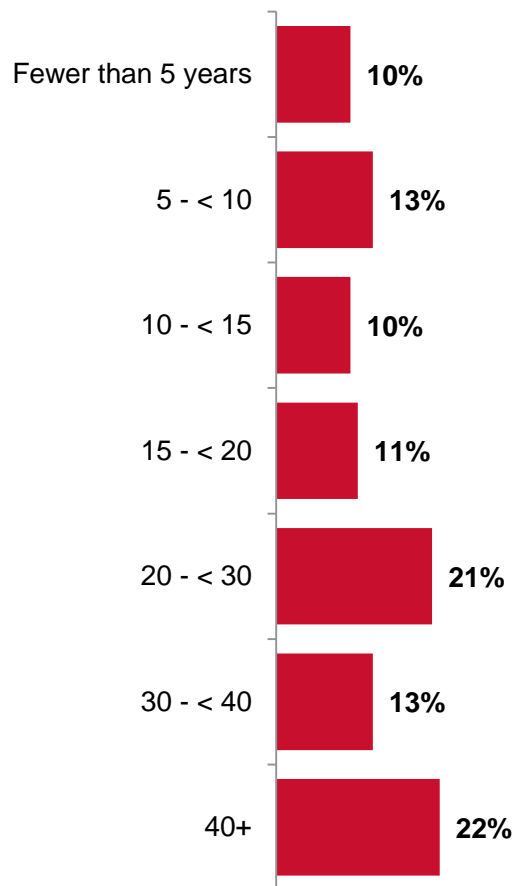
Senior (aged 65+ years) in the Household



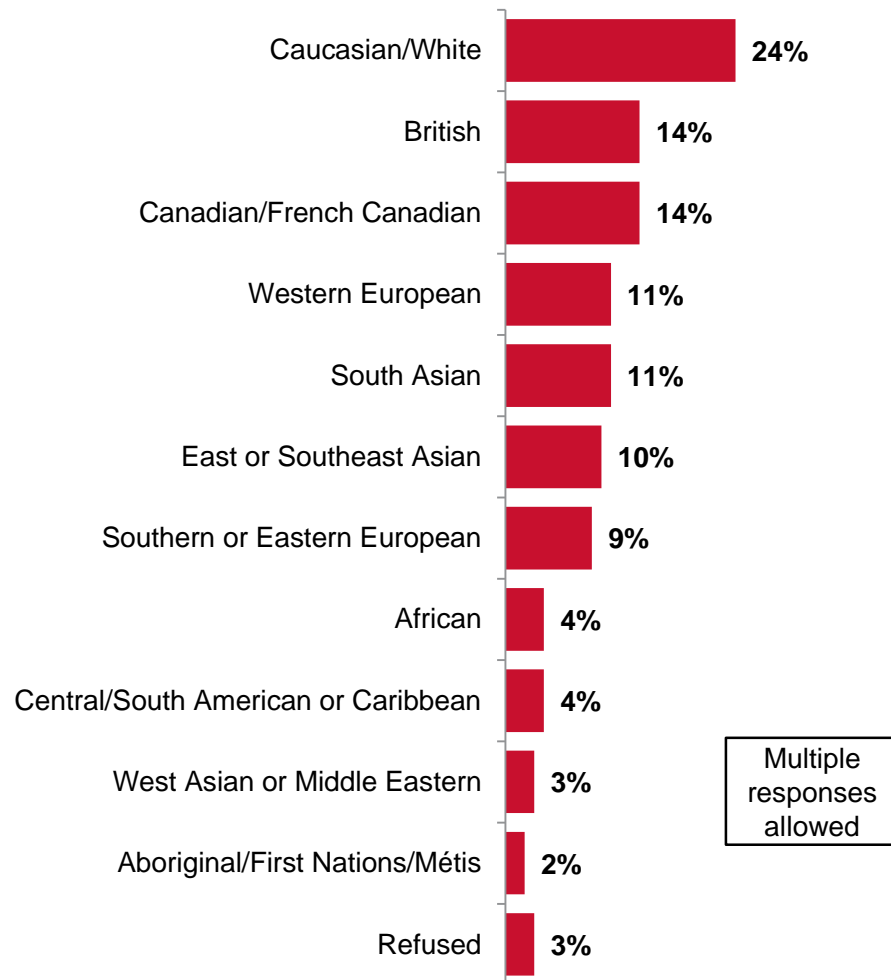
Base: All respondents (n=501), unless otherwise specified

Demographics – cont'd

Years Lived in Calgary



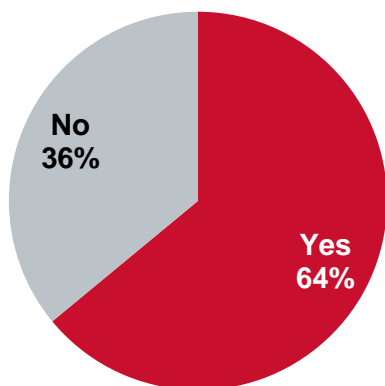
Main Ethnic Background



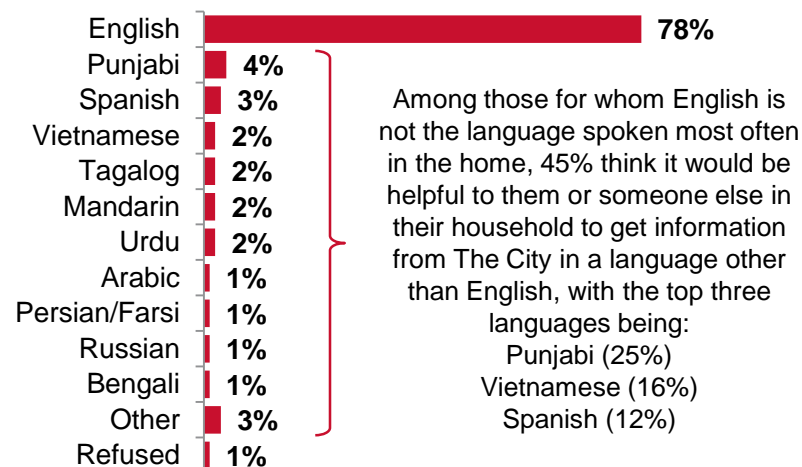
Base: All respondents (n=501), unless otherwise specified

Demographics – cont'd

Born in Canada

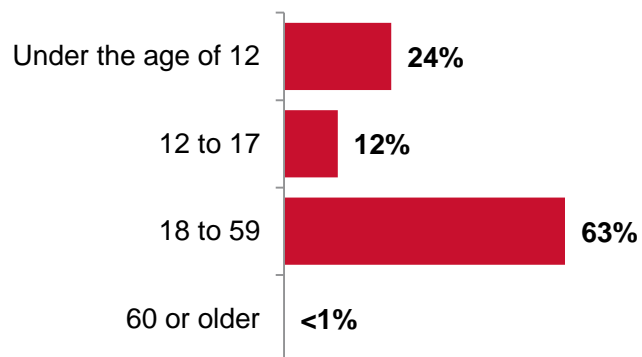


Language Spoken Most in the Home

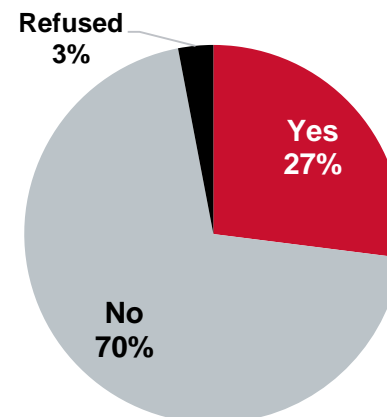


Age Upon Arrival in Canada

(among those not born in Canada, n=156)



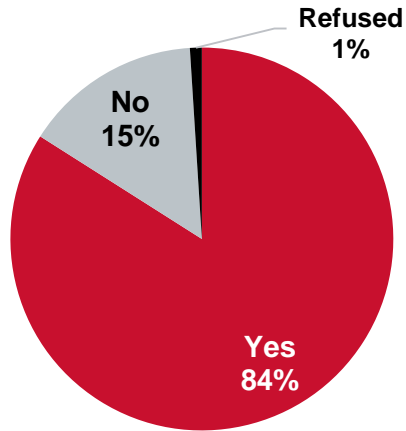
Self-Report as a Member of a Visible Minority



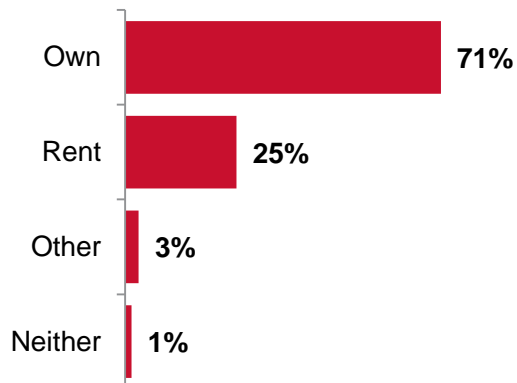
Base: All respondents (n=501), unless otherwise specified

Demographics – cont'd

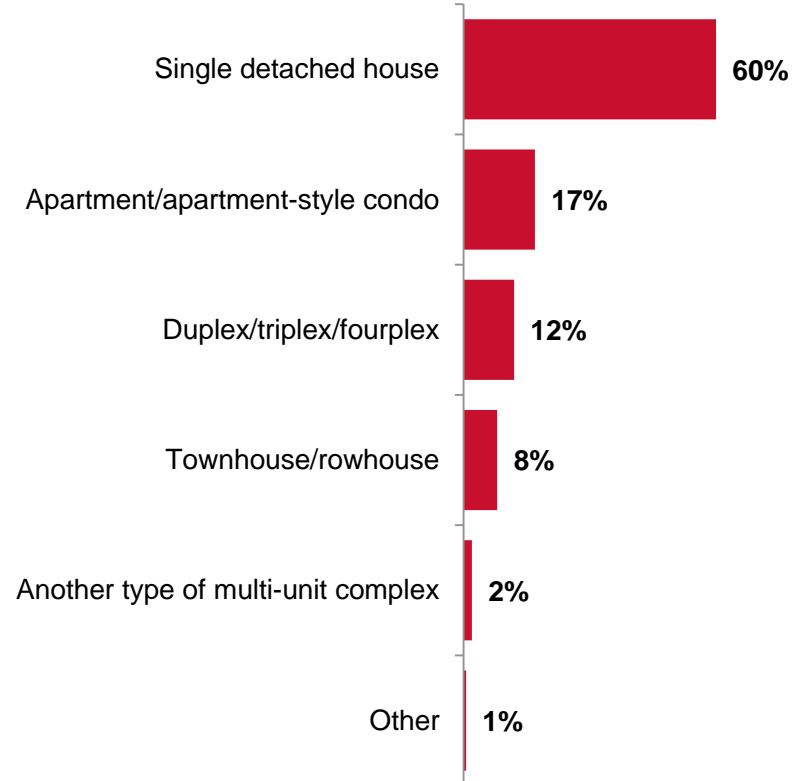
Primarily or Jointly Responsible for Paying Taxes or Rent in Household



Home Ownership



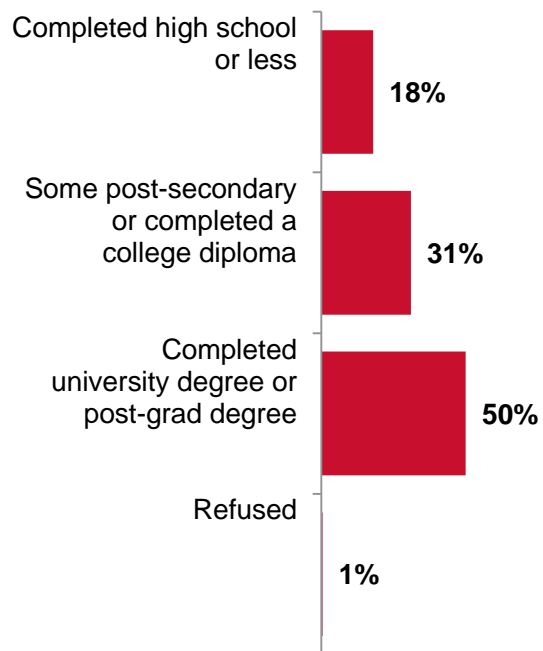
Dwelling Type



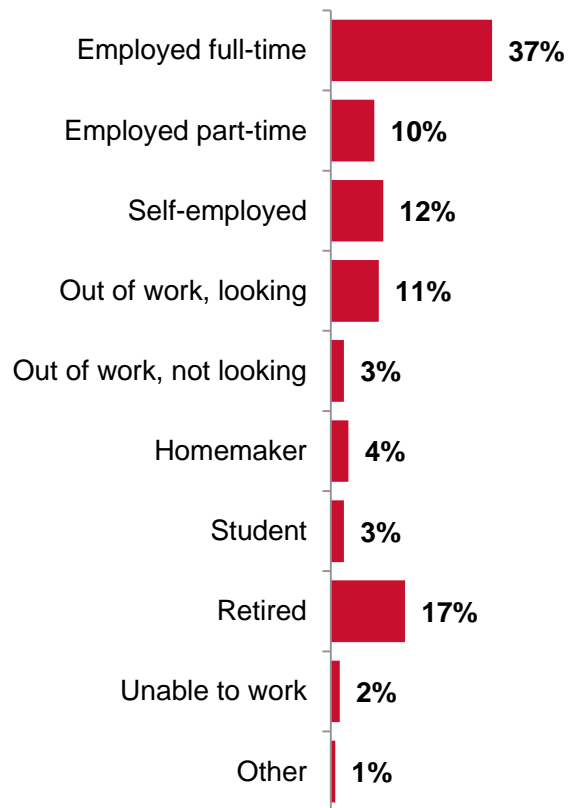
Base: All respondents (n=501), unless otherwise specified

Demographics – cont'd

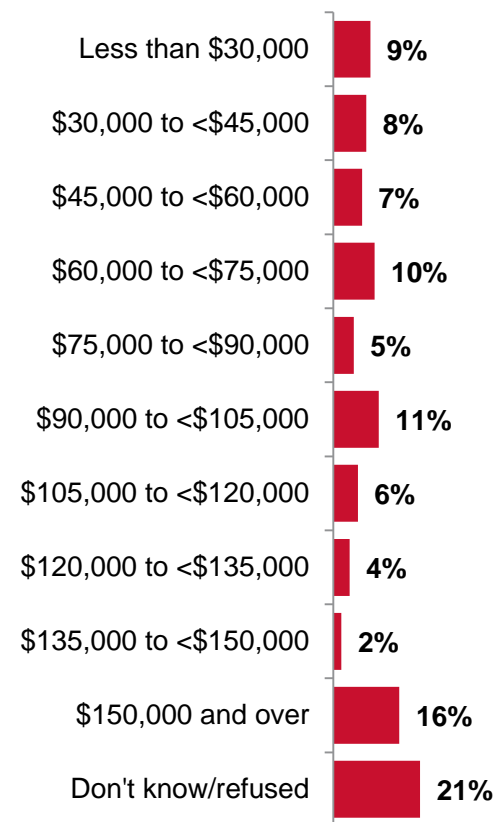
Highest Level of Schooling Obtained



Employment Status



Household Income



Base: All respondents (n=501), unless otherwise specified

Questionnaire



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INT01. INTRODUCTION

Hello, my name is _____. I'm calling from Leger, a national public opinion research company. I am not selling anything. The City of Calgary has commissioned us to conduct a survey to understand your opinions about living in Calgary.

(INTERVIEWER NOTE: IF CREDIBILITY IS AN ISSUE OR IF RESPONDENT HAS A CONCERN SAY: If you wish to talk to a City official about this survey, we encourage you to contact The City at 311 and specifically mention the "2020 Citizen Perspectives Survey." City staff would be happy to address your concerns.)

The survey will take approximately 15 minutes depending on your answers. Before we begin I have a few questions about you.

PREQ.

I want to let you know that the personal information collected in this survey is done so under the authority of the Freedom of Information and Protection of Privacy Act, Section 33(c) and is used to provide guidance to The City of Calgary when it comes to making decisions regarding municipal matters. If you have questions about the collection or use of your information, please contact a City of Calgary Research Coordinator at 403-268-3617 and specifically mention the "2020 Citizen Perspectives Survey" or send a letter to The City of Calgary, Mail code 8305, P.O. Box 2100, Station M, Calgary, AB Canada T2P 2M5.

SCREENERS

QS7. Are you 18 years of age or older?

1. Yes [CONTINUE]
2. No → may I please speak with someone who is? [REPEAT INTRODUCTION – INCLUDING THE FOIP STATEMENT]
3. No → not qualified / no one available [THANK & TERMINATE]

[TRACK GENDER QUOTAS WITHIN QUADRANTS – BASED ON \$3 AND \$4]

QSEX. Record Gender (DO NOT ASK)

Male
Female

QS4. Which of the following age groups do you belong to? Just stop me when I get to your age group.

1. 18 to 19 yrs
2. 20 to 24 yrs
3. 25 to 34 yrs

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4. 35 to 44 yrs
5. 45 to 54 yrs
6. 55 to 64 yrs
7. 65 to 74 yrs
8. 75 and older
99. Refused [DO NOT READ] [THANK AND END SURVEY]

AGESEX. [TRACK AGE QUOTAS WITHIN QUADRANTS/GENDER – BASED ON QS5, QS3 AND QS6]

Male 18 to 34
Male 35 to 54
Male 55 Plus
Female 18 to 34
Female 35 to 54
Female 55 Plus

QS1. Can you tell me which quadrant of the city you live in? (WAIT FOR RESPONSE – READ LIST TO CLARIFY IF NEEDED)

1. Southwest
2. Southeast
3. Northwest
4. Northeast
99. (DO NOT READ) Refused [THANK AND END SURVEY]
96. (FO NOT READ) Does not live in Calgary [THANK AND END SURVEY]

Q1. To begin, on a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good," how would you rate your overall quality of life in the city of Calgary today?

Q1 = [1-10], Refused = 99

Q2. And, do you feel that the quality of life in the city of Calgary in the past three years has (READ LIST)?

Improved
Stayed the same
Worsened

Q3. 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 services and programs provided by The City of Calgary?

Q2 = [1-10], Refused = 99

Questionnaire – cont'd

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SERVICE INVESTMENT

SI1. 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".

SI1 = [1-10], Refused = 99

SI2. 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?

- 1 Increase taxes beyond current inflation rate - to expand services
- 2 Increase taxes at current inflation rate - to maintain services at current levels
- 3 Cut services - to maintain current tax level
- 4 Cut services further - to reduce taxes
- 5 None/neither [DO NOT READ]
- 6 Don't know [DO NOT READ]

SI3. The City of Calgary has many different options for areas it can invest in over the next three years. The following questions will provide you with four different City services. For each set of services, please tell me which item you think is most important for The City of Calgary to invest more in over the next three years and which is least important.

When considering where The City should invest over the next three years, which of the following City services is most important for The City to invest more in? Which is least important?

SERVICE LIST (with interview notes)

- 9-1-1 (IN: Connects you with emergency services from your phone)
- Police Services (IN: crime prevention/education, law enforcement and criminal investigations)
- Calgary Fire Department (IN: Fire Emergency Response)
- Public Transit (IN: including bus and CTrain service)
- Streets including operations and maintenance (IN: including traffic operations, building, maintenance, snow removal and on street bikeways)
- Specialized Transit (IN: services like Transit Access)
- Sidewalks & Pathways (IN: including building and repairing)
- Parks (IN: Parks & Open Spaces)
- Libraries (IN: Library Services)
- Recreation (IN: programs and facilities)
- Arts & Culture (IN: including festivals)
- Social Programs (IN: for individuals such as seniors or youth)
- Affordable Housing for low-income Calgarians
- Waste and Recycling (IN: Waste and recycling services)

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- Environmental Management (IN: services that manage environmental issues, risks, and opportunities)
- Economic Development & Tourism (IN: services that coordinate initiatives managed by independent City partner organizations)

SI4. 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? The first one is [INSERT ITEM]. Is that strongly or somewhat? How about [INSERT ITEM]? Is that strongly or somewhat?

[RANDOMIZE]

The City allows citizens to have meaningful input into decision-making
The City uses input from Calgarians in decision-making about City projects and services
I am confident that The City of Calgary is working to improve how it includes citizen input into important decisions

DEMOGRAPHICS

And finally I have a few questions that will be used to help us classify responses.

DQ1. How many people, including yourself, live in your household?

RECORD NUMBER (RANGE 1 – 10)

[IF 2 OR MORE IN DQ1 ASK DQ2 AND DQ3, ELSE SKIP TO DQ4]

DQ2. Do you have any children under the age of 18 living in your household?

- 1 Yes
- 2 No
- 99 Refused

DQ3. IF QS4=7 OR 8; BEGIN WITH "OTHER THAN YOURSELF",] Is there anyone aged 65 years or older living in your household?

- 1 Yes
- 2 No
- 99 Refused

[ASK ALL]

DQ4. Are you either primarily or jointly responsible for paying property taxes or rent in your household?

(INTERVIEWER NOTE: If people are partially responsible for paying rent then select "Yes".)

- 1 Yes
- 2 No
- 99 Refused

Questionnaire – cont'd

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DQ5. Do you own or rent your current place of residence?

- 2 Own
- 1 Rent
- 3 (DO NOT READ) Neither / Other (Please Specify)

DQ6. I am going to read you a list of different types of residential dwellings. Please tell me which of these best describes the type of dwelling you live in: (READ LIST)

- 1 Single detached house (INTERVIEWER NOTE: This includes bungalow, split level, 2-story, suite in a house, etc.)
- 2 Duplex, triplex, or fourplex
- 3 Townhouse or rowhouse
- 4 Apartment or apartment-style condominium
- 6 Another type of multi-unit complex (INTERVIEWER NOTE: This includes mobile home park, trailer park, seniors home, etc.)
- 95 (DO NOT READ) Other (Specify) _____
- 99 (DO NOT READ) Refused

DQ19. How many years have you lived in Calgary? (IF LESS THAN 1 YEAR ENTER 0)

- Enter number []
- 99 Refused

DQ8. We want to ensure our research is reflective of all Calgarians. Were you born in Canada?

- 1 Yes [go to DQ10]
- 2 No [go to DQ9]
- 99 Refused [go to DQ10]

[IF YES OR DK/REF, SKIP TO DQ10, ELSE CONTINUE WITH DQ9]

DQ9. How old were you when you arrived in Canada? (READ LIST)

- 1 Under the age of 12
- 2 12 to 17
- 4 18 to 59
- 5 60 or older
- 99 (DO NOT READ) Refused

DQ10. As you know, Canadians come from many different ethnic backgrounds. What is your main ethnic background? (DO NOT READ LIST. ACCEPT UP TO 2 RESPONSES.) (PROBE TO CLARIFY ONLY IF NECESSARY)
(IF NECESSARY: Ethnic background refers to where your family is from and is usually determined based on common ancestry or cultural origin).

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1 Canadian/French Canadian

2 Caucasian/White

3 British (English/Scottish/Welsh/Irish)

4 Western European (from Austria, Belgium, France, Germany, Netherlands, or other)

5 Southern or Eastern European (from Greece, Italy, Portugal, Spain, Bosnia, Croatia, Serbia, Czech Republic, Hungary, Poland, Slovakia, Ukraine, former Soviet Republics, or other)

6 South Asian (Punjabi, Indian, Tamil, Sri Lankan, Pakistani, Bangladeshi, Nepalese)

7 East or Southeast Asian (from China, Hong Kong, Japan, North or South Korea, Indonesia, Malaysia, Philippines, Singapore, Thailand, Vietnam, or other)

8 West Asian or Middle Eastern (from Afghanistan, Iran, Iraq, Israel, Lebanon, Saudi Arabia, Syria, Turkey, or other)

9 African

10 Central/South American or Caribbean (from Argentina, Brazil, Columbia, El Salvador, Guatemala, Mexico, Venezuela, Barbados, Jamaica, or other)

11 Aboriginal/First Nations/Métis

95 Other (Specify)

99 Refused

DQ11. And what language do you speak most often at home? (PROBE TO CLARIFY ONLY IF NECESSARY) (DO NOT READ LIST)

- 1 English
- 2 French
- 3 Tagalog
- 4 Punjabi
- 5 Chinese (Interviewer note: some may report 'Chinese' without specifying further in the question on language spoken most often at home. These may include:
 - 6 Mandarin
 - 7 Cantonese
 - 8 Hakka
 - 9 Taiwanese
 - 10 Chaochow
 - 11 Fukien
- 12 Shanghaiese
- 13 Spanish
- 14 Italian
- 15 Arabic
- 16 Hindi
- 17 Creoles
- 18 Bengali
- 19 Persian/Farsi
- 20 Urdu
- 21 Russian
- 22 Vietnamese
- 23 Korean
- 95 Other (specify)

Questionnaire – cont'd

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[ASK DQ20 IF DQ11 NOT EQUAL TO ENGLISH OR DK/REFUSE; ELSE SKIP TO DQ12]
DQ20. Would it be helpful to you or someone in your household to get information from The City in a language other than English?

- 1 Yes
- 2 No
- 99 Refused

[ASK DQ21 IF YES TO DQ20]

DQ21. In what other languages would you like to receive information from The City? (DO NOT READ LIST) [ACCEPT ALL RESPONSES]

- French
- Spanish
- Cantonese
- Mandarin
- Vietnamese
- Tagalog
- Punjabi
- Urdu
- Arabic
- Other (Please specify)

DQ12. What is the highest level of schooling that you have obtained? (READ LIST)

- 1 Completed high school or less
- 2 Some post secondary or completed a college diploma
- 3 Completed university degree or post-grad degree
- 99 (DO NOT READ) Refused

DQ_EMP. What best describes your employment status? Would you say you are...

- 1 Employed full time
- 2 Employed part time
- 3 Self-employed
- 4 Out of work and looking for work
- 5 Out of work but not currently looking for work
- 6 A homemaker
- 7 A student
- 10 Retired
- 8 Unable to work
- 9 Other
- 99 (DO NOT READ) Refused

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DQ13. Which of the following categories best describes the total annual income, before taxes, of all the members of your household? (READ LIST)

- 1 Less than \$90,000
- 2 \$90,000 and over
- 99 [DO NOT READ] Don't Know / Refused (SKIP TO DQ16)

[IF "Less than \$90,000" ASK DQ14. IF "\$90,000 and over" ASK DQ15. IF DK/REF, GO TO DQ16]

DQ14. Would that be... (READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)

- 1 Less than \$30,000
- 2 \$30,000 to just under \$45,000
- 3 \$45,000 to just under \$60,000
- 4 \$60,000 to just under \$75,000
- 5 \$75,000 to just under \$90,000
- 99 (DO NOT READ) Refused

DQ15. Would that be... (READ LIST – ACCEPT RESPONSES BEFORE FINISHING LIST)

- 1 \$90,000 to just under \$105,000
- 2 \$105,000 to just under \$120,000
- 3 \$120,000 to just under \$135,000
- 4 \$135,000 to just under \$150,000
- 5 \$150,000 and over
- 99 Refused

DQ16. Do you consider yourself a member of a visible minority?

- 1 Yes
- 2 No
- 99 Refused [DO NOT READ]

DQ17. Do you or a member of your family have a disability?

- 1 Yes
- 2 No
- 99 Refused [DO NOT READ]

DQ23. What is your gender?

IF NECESSARY - DO NOT READ EXCEPT TO CLARIFY: Gender refers to the gender that a person internally feels and/or the gender a person publicly expresses in their daily life, including at work, while shopping, or accessing other services, in their home or in the broader community.

DO NOT READ LIST EXCEPT TO CLARIFY

- 01 – Male
- 02 – Female
- 95 – Other – please specify
- 99 – Refused / prefer not to say



Questionnaire – cont'd

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DQ18. Finally, would you be interested in participating in future research related to The City of Calgary?

Yes

No (SKIP TO CLOSE)

Don't know (SKIP TO CLOSE)

|

[IF "YES" ASK NEXT, ELSE SKIP TO CLOSE]

DQ18A. Could I please have an email address where we can contact you?

[RECORD EMAIL ADDRESS. ENSURE VALID EMAIL FORMAT.]

DQ18B. Could I please have your first name and a telephone number you can be best reached at?

[RECORD FIRST NAME AND CONFIRM/CHANGE TELEPHONE NUMBER]

DQ18C. Is this phone number a cell phone or a landline?

1 Cell phone

2 Landline

99 Prefer not to answer

This completes the survey. Thank you very much for taking the time to provide feedback.