

Calgary



# 2018 Citizen Perspectives Survey Wave 1 (May) Report

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Prepared for The City of Calgary by:

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# Executive Summary

## Ratings of overall quality of life remain strong.

- More than four in five Calgarians (83%) rate their overall quality of life in Calgary as good (top 4 box score\*).
  - Those living in the NE report lower quality of life scores relative to those living in other areas of the city (70% top 4 box score vs. 86%).
  - Those who identify as a visible minority also report lower quality of life scores (71% top 4 box score vs. 87% among those who do not identify as a visible minority).
- The overall quality of life rating might be trending downwards since September 2017 (from 87% to 85% in December 2017 to 83% in May 2018).

## Nearly three-quarters of Calgarians are satisfied with the overall quality of services and programs provided by The City.

- Almost three-quarters (72%) of Calgarians rate their satisfaction with City programs and services as 7, 8, 9 or 10 out of 10.
  - Satisfaction with the overall level and quality of services declines with age (among those aged 18-34, top 4 box satisfaction is 83% but drops to 60% among those aged 65+).
  - Satisfaction is higher among those not born in Canada (80% top 4 box score vs. 69% among those born in Canada).
  - Larger households report higher levels of satisfaction (top 4 box satisfaction is 59% among sole-person households but this rises to 70% among two-person households and 78% among households of 5+ people).
  - Those responsible for paying rent/property taxes are less likely to be satisfied (70% top 4 box satisfaction score vs. 87% among those not responsible for this).

\*top 4 box score = rating of 7, 8, 9 or 10 out of 10



# Executive Summary

## Calgarians generally have a strong sense of conviction about recycling and reducing the amount of waste going to landfills.

- Most respondents agree that they make an effort to sort waste into the green, blue and black bins because it's important to the environment (92% top 4 box\*), that reducing the amount of waste in the landfill is important to them (90%), and that they recycle more now than in the past (89%). Relatively fewer Calgarians agree that they prefer to buy environmentally-friendly products, even if they're more expensive (59% top 4 box) or that they get upset when they see people watering their lawns excessively (55%).
  - Agreement scores are higher for women than for men across all statements, with the exception of recycling more today than previously.
  - Relative Canadian-born respondents, those born outside of Canada have higher agreement scores for reducing the amount of waste that goes to landfills being important (94%) and water reduction (89%).
  - Relative to multi-person households, sole-person households have lower agreement scores for reducing the amount of waste that goes to landfills being important (81%), sorting waste into the bins (83%), and recycling more today than previously (74%).

\*top 4 box score = rating of 7, 8, 9 or 10 out of 10



# Executive Summary

## The majority of Calgarians are satisfied with the way in which The City manages water services but slightly fewer are satisfied with the value for money for water services.

- Nearly eight in ten (79% top 4 box\*) agree that they're satisfied with the way in which The City manages water services, including waste water, storm water and drinking water.
  - Satisfaction with the way in which The City manages water services is higher among those aged 18-34 (89% vs. 74% among those 35+).
  - Respondents who gave a satisfaction score of 7 to 10 out of 10 for the overall level and quality of City services and programs are more satisfied than those giving a lower score of 1 to 6 out of 10 (89% vs. 53%, respectively).
- Two-thirds (66% top 4 box) agree that they're satisfied with the value for money when it comes to water services provided by The City.
  - Satisfaction with overall value for money is significantly higher among those aged 18-34 (83% vs. 62% of those 35+) as well as residents of single family homes (67%), townhouses (73%) and apartments (82%) compared to those living in a duplex, triplex or fourplex (45%).
  - Those who gave a satisfaction score of 7 to 10 out of 10 for the overall level and quality of City services and programs are more satisfied than those giving a lower score of 1 to 6 out of 10 (80% vs. 38%, respectively).
- Two-thirds (65% top 4 box) are satisfied with both the management of water services and value for money. Only 4% (bottom 4 box score\*\*) expressed dissatisfaction with both (bottom 4 box).

\*top 4 box score = rating of 7, 8, 9 or 10 out of 10

\*\*bottom 4 box score = rating 1, 2, 3 or 4 out of 10



# Executive Summary

## **Calgarians agree that their drinking water access is reliable, available, safe and high quality but are less certain about water rates.**

- Nearly all respondents agree that their access to drinking water is reliable and available (94% top 4 box\*) and that their water services are delivered safely (92%).
- Agreement is also high for drinking water being safe to drink (89%) and high quality (86%), being able to rely on The City to take care of waste water (86%) and trusting that their water services are delivered efficiently (85%).
- Agreement is relatively lower when it comes to trusting that the fees they pay for water are used responsibly (65%), water rates being understandable and predictable (62%) and water rates being fair (56%).
- Slightly more than three in five (62%) agree that they understand the relationship between The City and ENMAX.

## **There are opportunities to improve satisfaction with value for money for water services and satisfaction with management of water services.**

- Key driver analysis reveals that satisfaction with value for money could be improved by increasing trust that the fees paid for water are used responsibly, improving perceptions that water rates are fair, understandable and predictable and improving ease of getting information or answers about water services.
- Improving perceptions about water rates being fair, understandable and predictable and increasing trust in fees being used responsibly would also increase satisfaction with management of water services. Improving perceptions that citizens can rely on The City to manage storm water to protect public safety and reduce damage to property would also be helpful.

\*top 4 box score = rating of 7, 8, 9 or 10 out of 10



# Executive Summary

## **There is strong agreement that The City's Black, Blue and Green cart services deliver good value to citizens and are effective at reducing the amount of waste ending up in landfills.**

- Among those who receive cart services from The City, three-quarters (74% top 4 box\*) agree that they deliver good value to citizens.
  - Agreement is higher among women (78% vs. 69% of men) and multi-person households (76% vs. 41% among sole-person households).
- Four in five Calgarians (80% top 4 box) who receive cart services from The City agree that they are effective at reducing the amount of waste ending up in landfills.
  - Agreement is higher among women (86% vs. 74% of men), multi-person households (82% vs. 53% among sole-person households) and those with household incomes of less than \$90K (88% vs. 79% with household incomes of \$90K or more).

## **Calgarians feel comfortable finding and interpreting information on what is acceptable in their carts; however, there is room to improve the waste/recycling fee information on ENMAX bills.**

- Four in five Calgarians who receive cart services from The City know where to go when they have questions about what is acceptable in each type of cart (82% top 4 box\*) and agree the information available to them from The City makes it easy to understand what is acceptable in each one (80% top 4 box).
- Fewer Calgarians agree that the waste and recycling fee information on their ENMAX bill is clear and easy to understand (69% top 4 box).

\*top 4 box score = rating of 7, 8, 9 or 10 out of 10



# Executive Summary

## **Calgarians are very supportive of education as a response to people who put unacceptable materials in their carts but much less supportive of the use of fines.**

- While 90% (top 4 box) agree that people who put unacceptable materials in their cart should be provided with educational information, only 36% agree that these citizens should be fined.
- Four in five (81% top 4 box) agree that putting the wrong materials in carts impacts the safety of people and equipment but significantly fewer agree that carts should be inspected by The City for unacceptable materials (52%) or The City should not collect Blue, Green, or Black carts if they contain unacceptable materials (53%).

\*top 4 box score = rating of 7, 8, 9 or 10 out of 10



# Executive Summary

## **Most Calgarians would properly dispose of food scraps, weeds, empty food cans and plastic bags but a variety of items would be disposed of improperly by a number of citizens.**

- Most (93%) who receive cart services from The City know that food scraps and weeds go in their Green cart but significantly fewer would dispose of used paper towels in their Green cart (65%).
- Empty food cans and plastic bags would be correctly put in the Blue cart by 86% and 82%, respectively; however, just slightly more than half (54%) would throw aluminum foil in the Blue cart while 36% would use the Black cart.
- Styrofoam would be put in the Black cart by 68% of those with cart services from The City but one-quarter (25%) would incorrectly dispose of it in the Blue cart.
- Certain items should not be disposed of in any of the residential carts; however, 53% would incorrectly dispose of clothing (35% in the Black cart, 9% in the Blue cart and 2% in the Green cart) and 39% would dispose of empty paint cans in one of the carts (18% Black cart and 15% Blue cart). Broken cell phones would be put in the Black cart by 20% of these citizens, while 68% know that none of the carts should be used for this type of waste. Used motor oil would be put in the Black cart by 12% with almost everyone else reporting they'd dispose of it in another way. One in ten (11%) reported that they don't know how they'd dispose of used motor oil.
  - It's not known how many respondents would knowingly dispose of these items incorrectly, as the question asked how they would dispose of them, not which is the correct way to dispose of them. Proper disposal of motor oil, empty paint cans, broken cell phones and clothing cannot be done within the home – travelling to a City landfill is required (or a designated fire hall for paint cans or a local retailer for cell phones). It's possible that although some Calgarians know the correct method, they aren't willing to go to the trouble to dispose of them properly.



# Executive Summary

## Those who speak a language other than English in the home are generally more likely than others to dispose of items incorrectly.

- Two in five (41%) of those who speak a language other than English at home (compared to 73% of those who speak English at home) would dispose of Styrofoam in the Black cart. Not quite half (44%) of the former would incorrectly put this in the Blue cart.
- One-quarter (24%) of those speaking a non-English language at home would dispose of clothing in the Blue cart (compared to only 7% of others), 38% would put empty paint cans in the Blue cart (vs. 11% of others), and only 33% would correctly dispose of aluminum foil in the Blue cart (vs. 58% of others).
- While nearly all of those who speak English in the home would dispose of food scraps (95%) or weeds (94%) in the Green cart, only 84% of those who don't speak English in the home would do so. One-quarter (26%) would throw empty food cans in the Black cart (compared to 5% of others) – only 64% would properly dispose of them in the Blue cart (vs. 90% of others).
- Uncertainty about how to properly dispose of used motor oil is higher among those not born in Canada (24% vs. 5% among those born in Canada) and those whose speak a non-English language at home (32% vs. 7% among those who only speak English).

## Men are more likely than women to improperly dispose of clothing and empty paint cans in their Black cart.

- While 29% of women would put clothing in the black bin, 41% of men would do so.
- Slightly more than one in five men (22%) would dispose of empty paint cans in the Black cart, compared to only 14% of women.

## Background

To help support City decisions, The City of Calgary surveys citizens about their opinions, preferences and attitudes. To help in “making life better every day” for Calgarians, The City conducts an ongoing Citizen Perspectives Survey fielded at various intervals through the year.

Ongoing communication with Calgarians provides insights and a deeper understanding of whether or not The City is moving in the right direction towards achieving a good quality of life for all.

## Methodology

All data were collected via telephone using random digit dialing (RDD). Numbers from both landlines (52%) and cell phones (48%) were included to obtain a random and statistically representative sample of Calgarians.

To ensure the feedback is 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.

This sample is part of a multi-wave survey. While there are some consistent core questions (e.g., quality of life, demographics), questions are changed from wave to wave. The field dates for each wave are shown below:

Field Dates	Sample Size
Nov 29 – Dec 8, 2016	500
Mar 28 – Apr 3, 2017	500
Jun 1 – 6, 2017	500
Sep 20 – 27, 2017	500
Oct 23 – 31, 2017	500
Dec 11 – 17, 2017	500
May 16 – 26, 2018	500

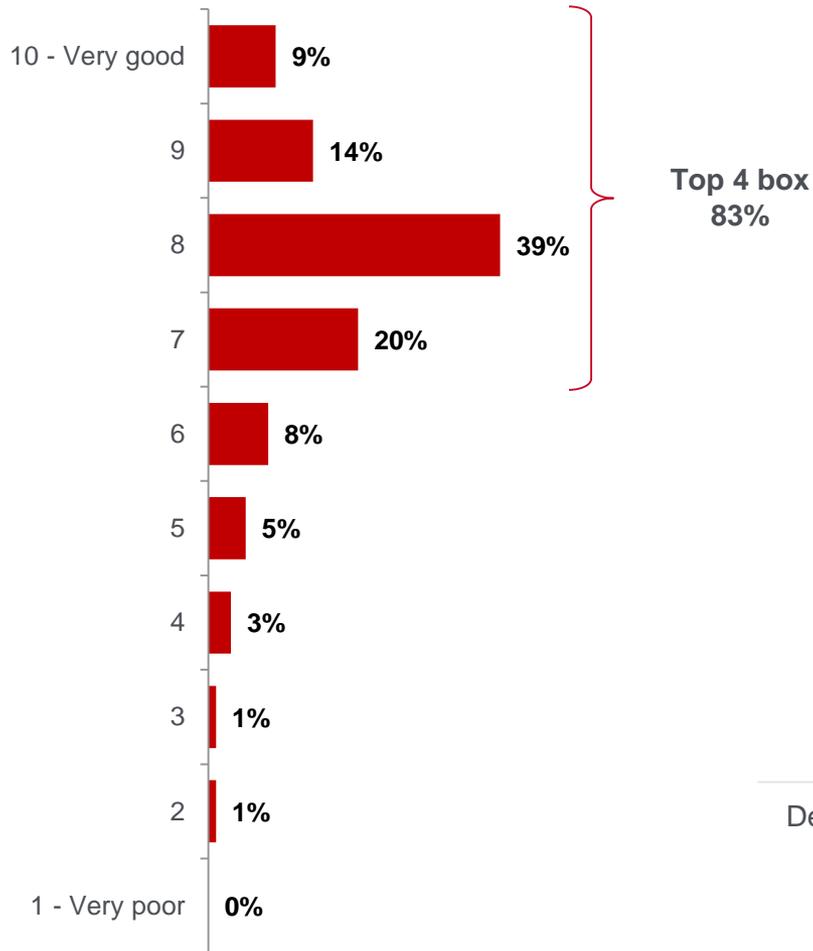


## Detailed Findings





# Quality of Life



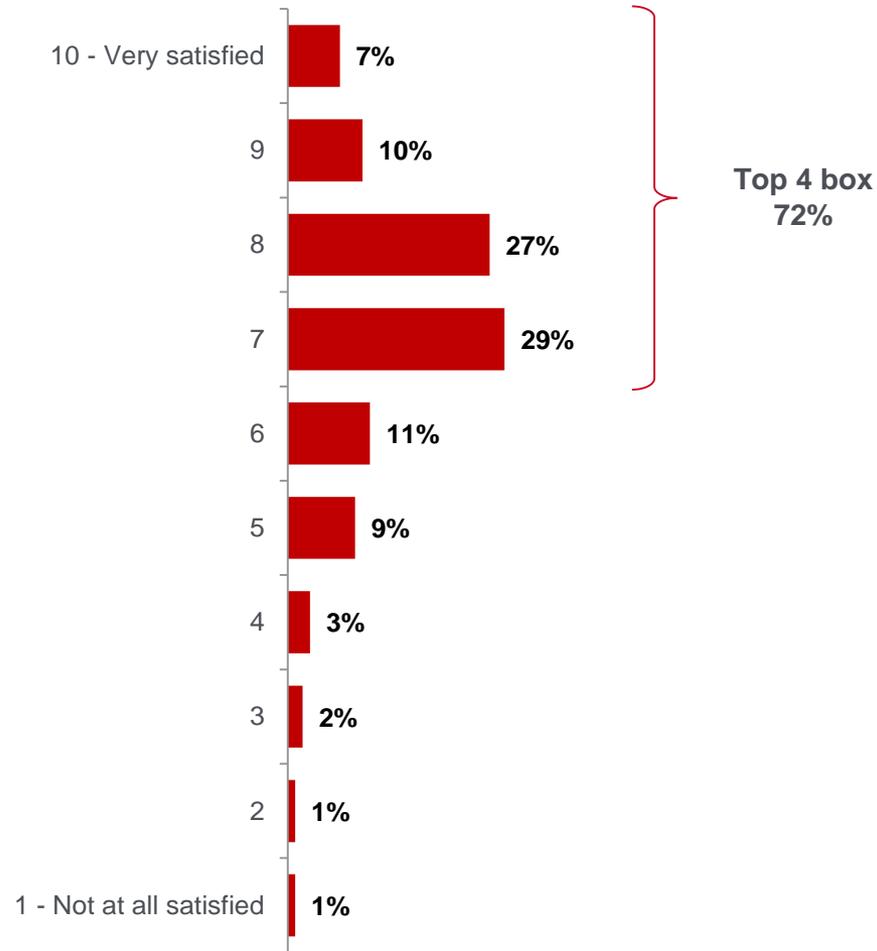
**Quality of Life Rating Over Time**  
 Top 4 Box Score (rating 7, 8, 9 or 10)



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 (valid responses): n=500 each wave



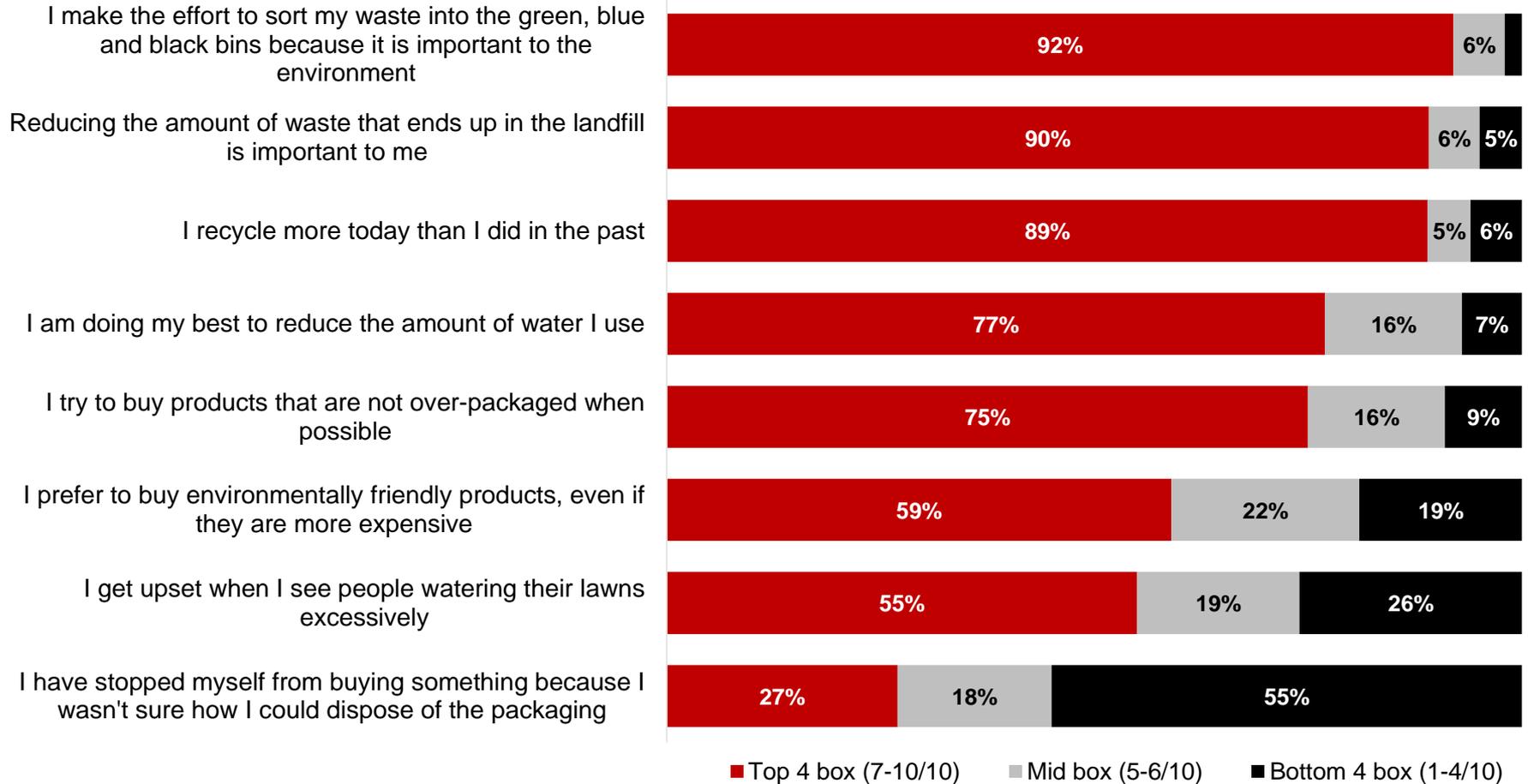
# Overall Quality of City Services & Programs



How satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?  
 Base (valid responses): n=499 each wave



# Self-reported Environmental Behaviours



The next questions relate to your opinions on the environment. Please rate your level of agreement with the following statements on a scale from 1 to 10, where 1 is strongly disagree and 10 is strongly agree. If you are not sure, please indicate "do not know."

Base (valid responses): n=varies

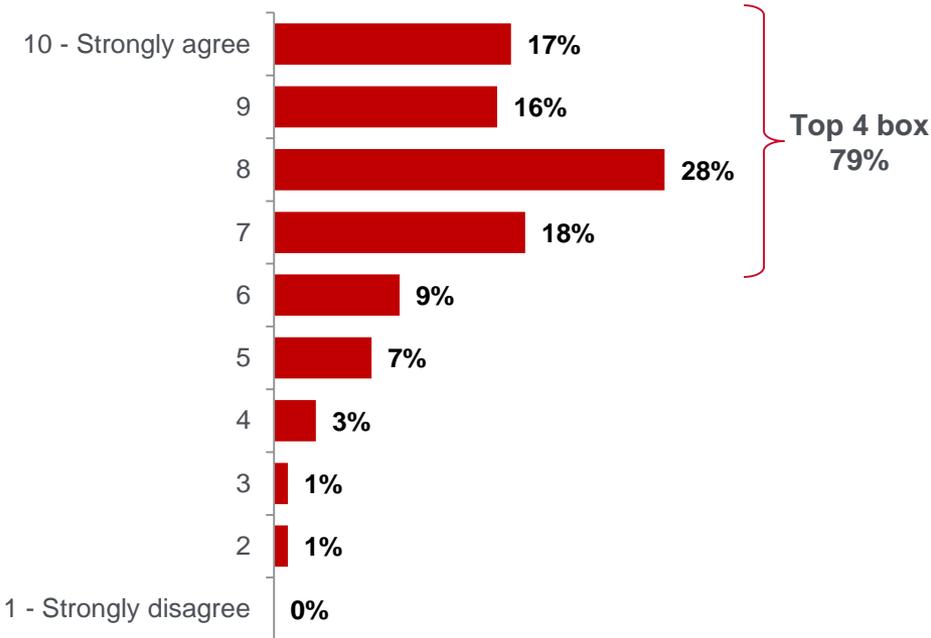
# The City's Water Services



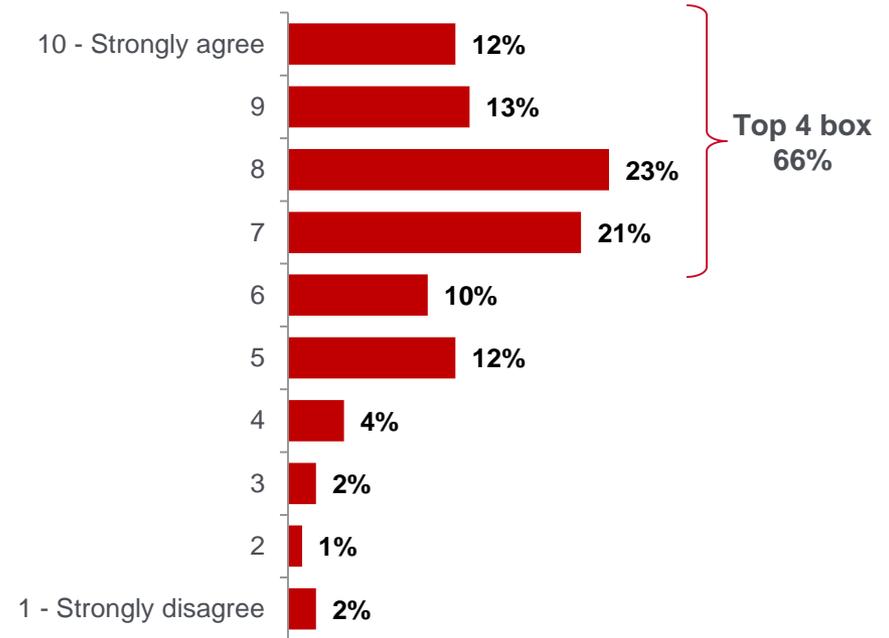


# Satisfaction with Water Services

Satisfied With The City's Management of Water Services



Satisfied With Value for Money for Water Services



The next two statements about water are asking for an overall rating using the same scale, where 1 is strongly disagree and 10 is strongly agree.

Overall, I am very satisfied with the way in which The City manages water services, including waste water, storm water, and drinking water.

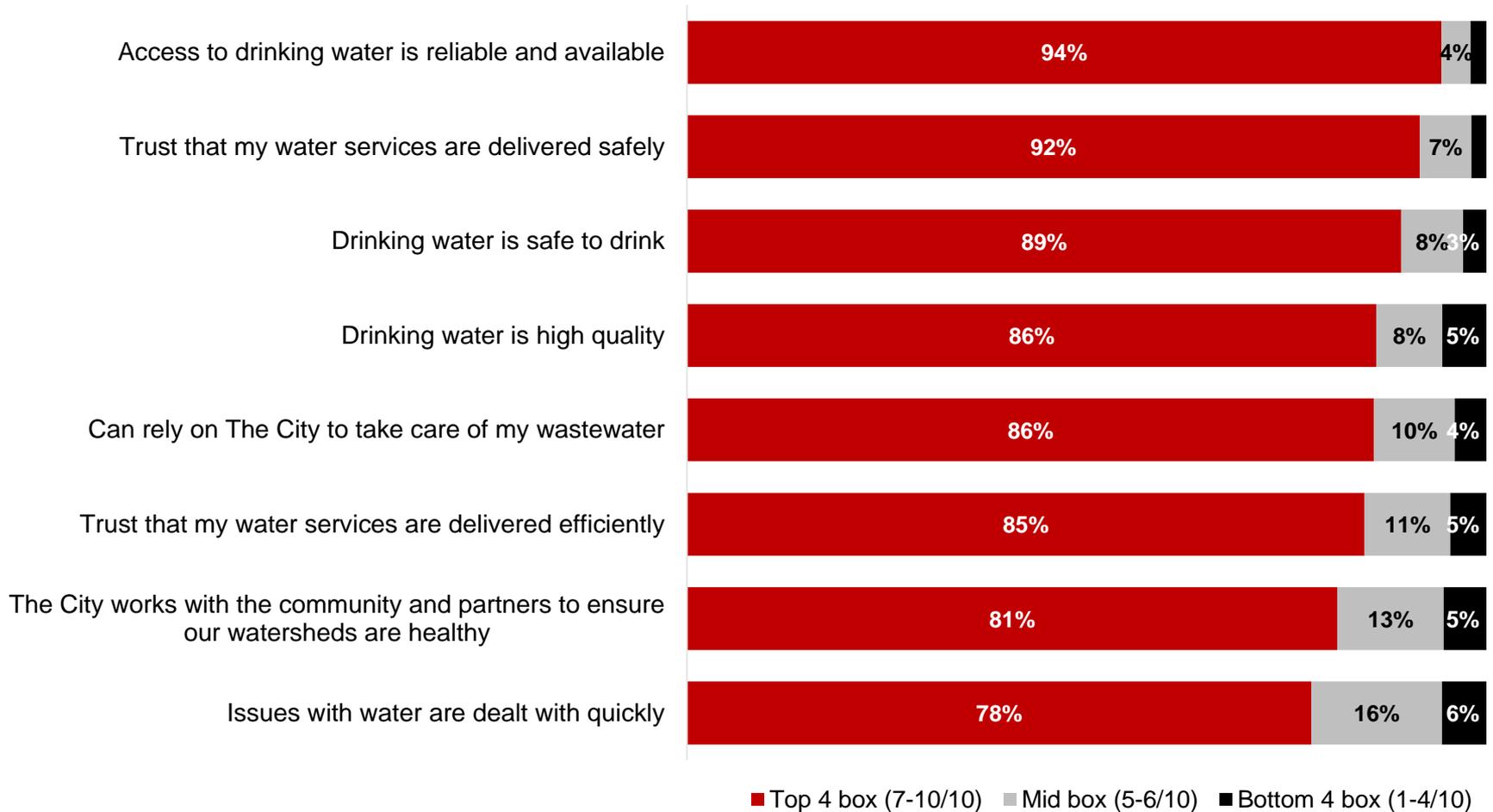
Base (valid responses): n=486

Overall, when it comes to water services provided by The City, I am very satisfied with the value for money.

Base (valid responses): n=455



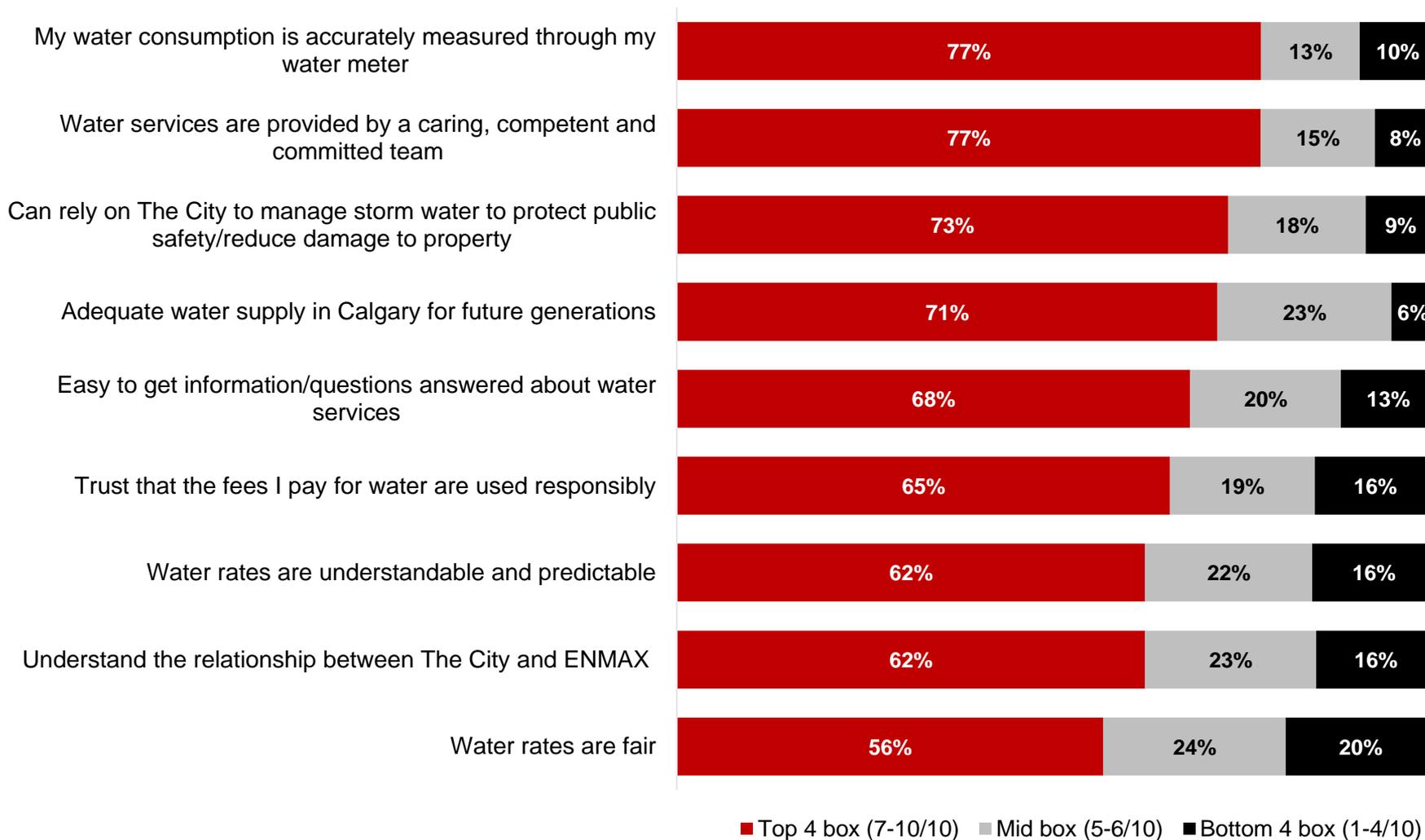
# Perceptions About Water Services



Please rate your level of agreement with the following statements on a scale from 1 to 10, where 1 is strongly disagree and 10 is strongly agree.  
 Base (valid responses): n=varies



# Perceptions About Water Services (cont'd)

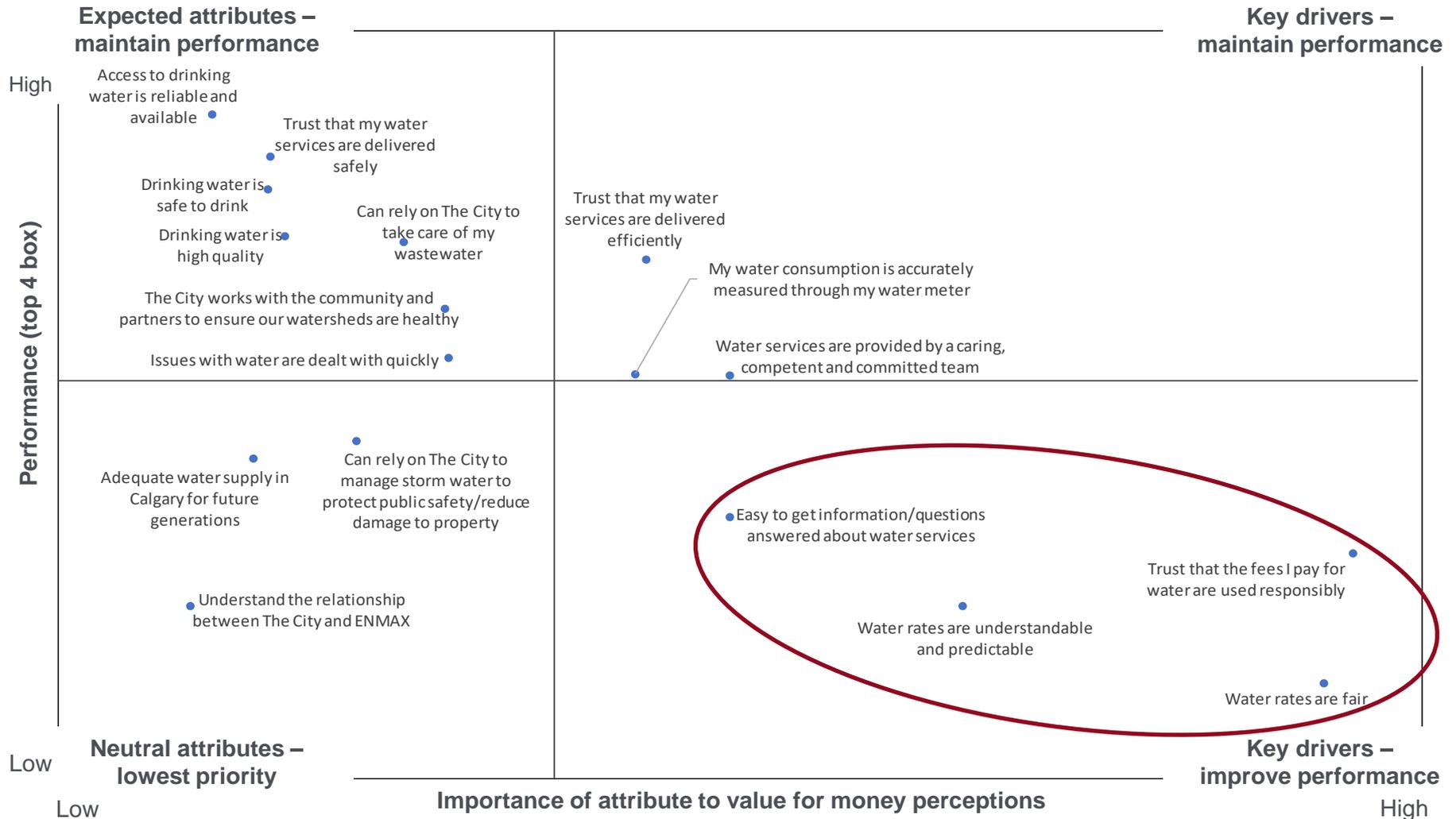


Please rate your level of agreement with the following statements on a scale from 1 to 10, where 1 is strongly disagree and 10 is strongly agree.  
 Base (valid responses): n=varies



# Key Driver Analysis – Value for Money

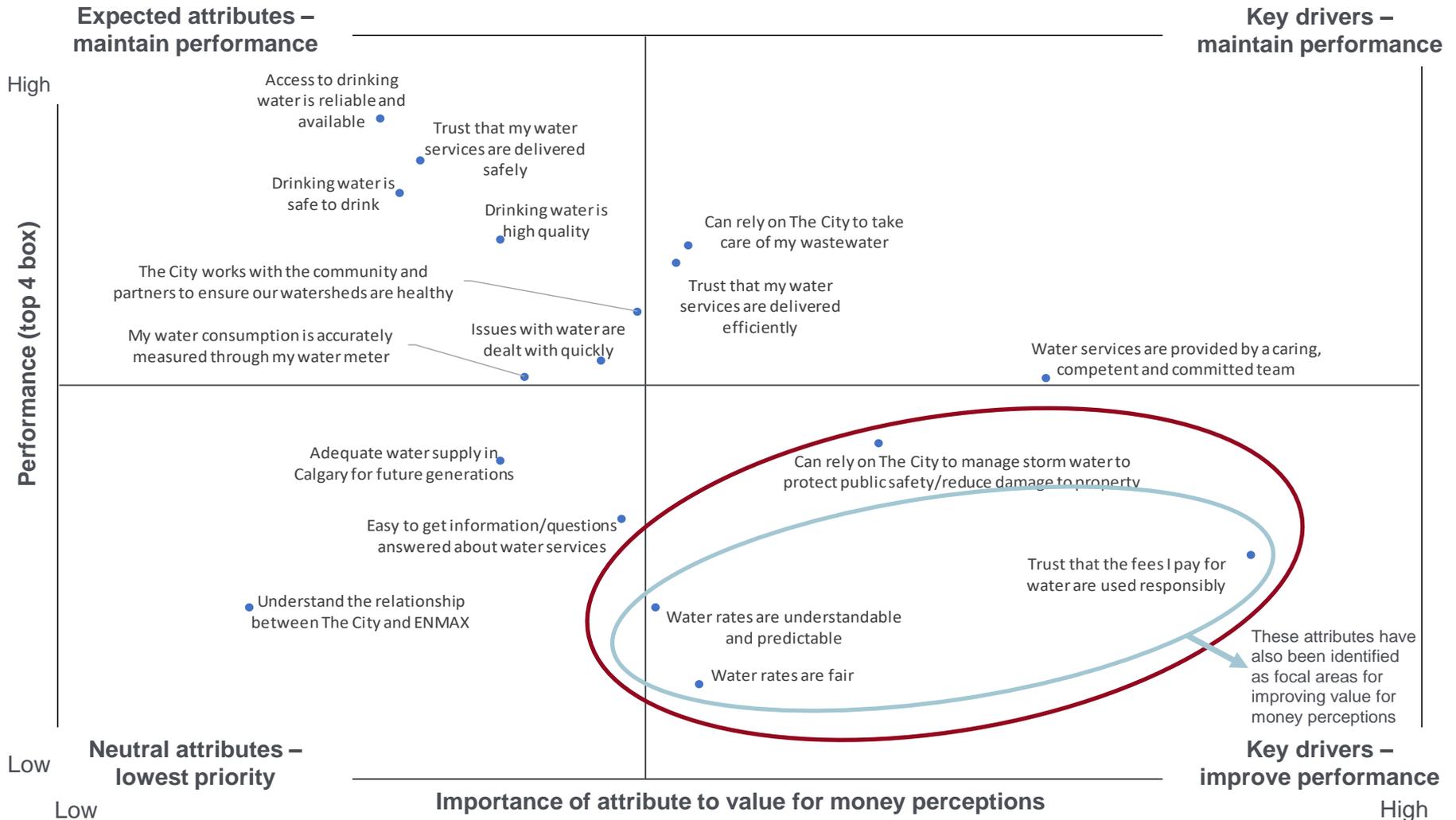
A Shapley Value regression analysis was conducted to investigate the relative importance of water related attributes in relation to their impact on satisfaction with value for money. Perceptions about value for money for water services could be improved along with access to information about water services and understanding water rates and how the fees are used.





# Key Driver Analysis – Management of Water

Perceptions around management of water services could be improved along with increased reliability in storm water management and understanding water rates and how the fees are used.



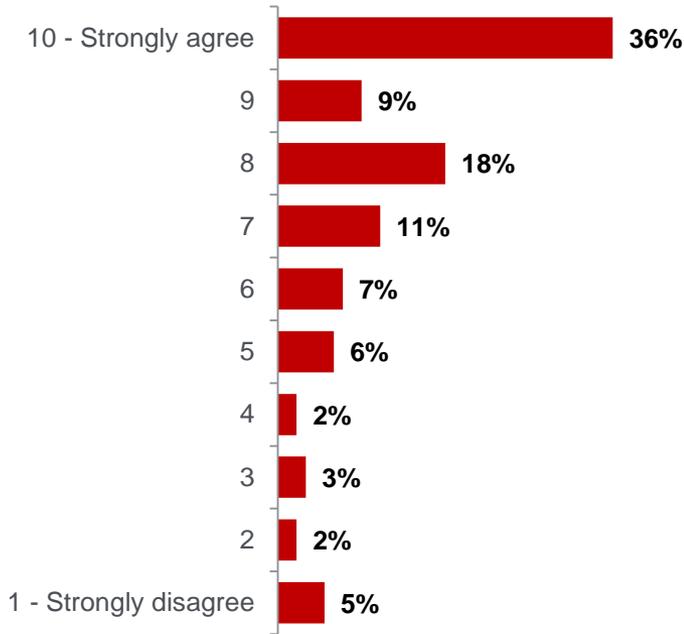
# The City's Waste Cart Services





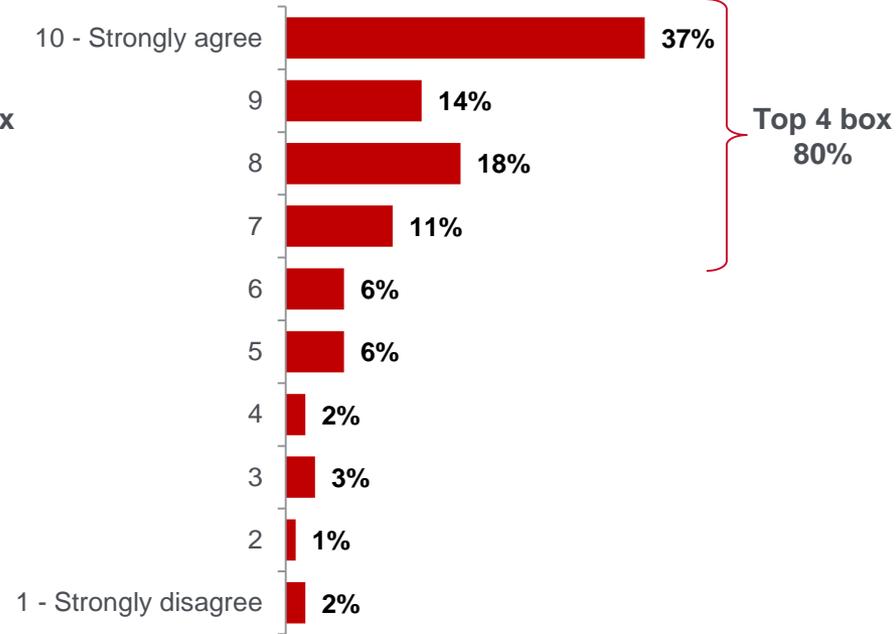
# Perceptions of Value of Cart Services

**Cart Services Provide Good Value to Citizens**



Top 4 box  
74%

**Cart Services are Effective at Reducing Landfill Waste**



Top 4 box  
80%

71% of Calgarians agree that the cart services offer value and are effective (top 4 box). Only 7% disagree on both accounts (bottom 4 box). Scores are typically higher among women and multi-person households [further details next slide].

For the following two statements I would like you to give an overall assessment from 1 to 10, where 1 is strongly disagree and 10 is strongly agree.

Overall, I believe The City of Calgary’s black, blue, and green cart services deliver good value to citizens.

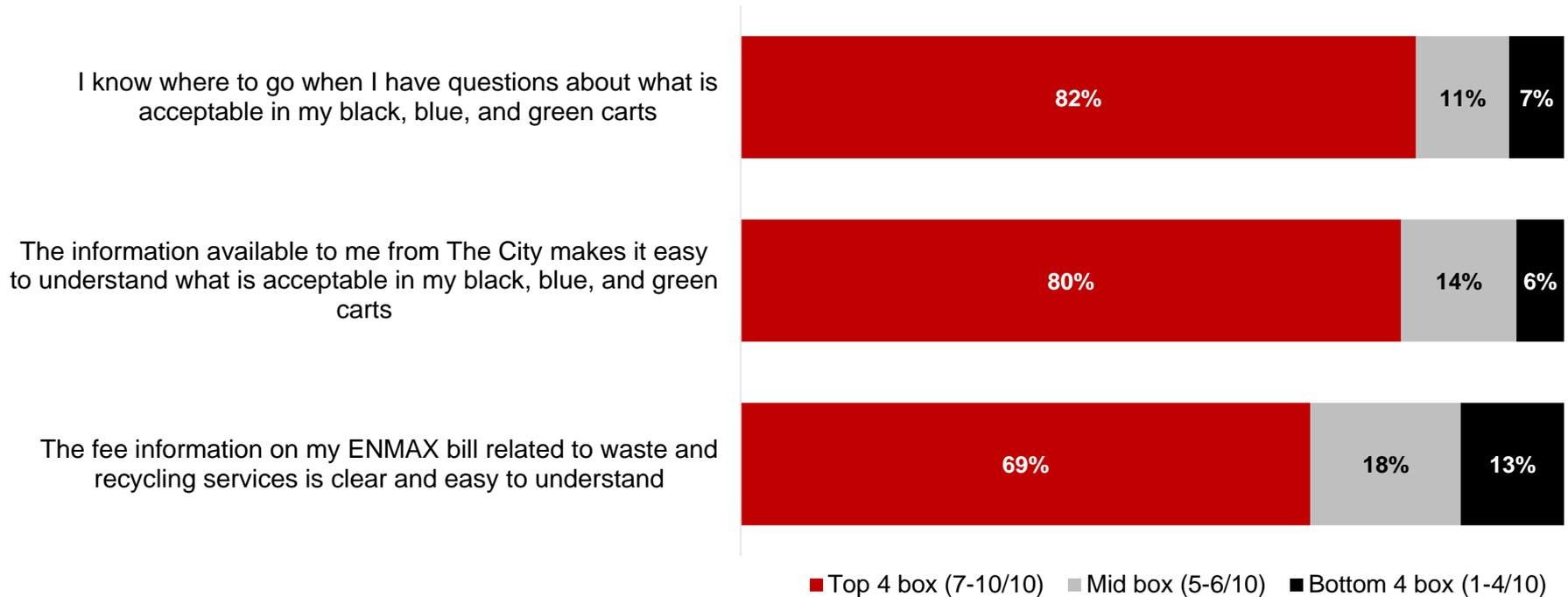
Base (valid responses) – receive cart services from The City: n=384

Overall, I believe The City of Calgary’s black, blue, and green cart services are effective at reducing the amount of waste ending up in landfills.

Base (valid responses) – receive cart services from The City: n=378



# Perceptions About Cart-Related Information

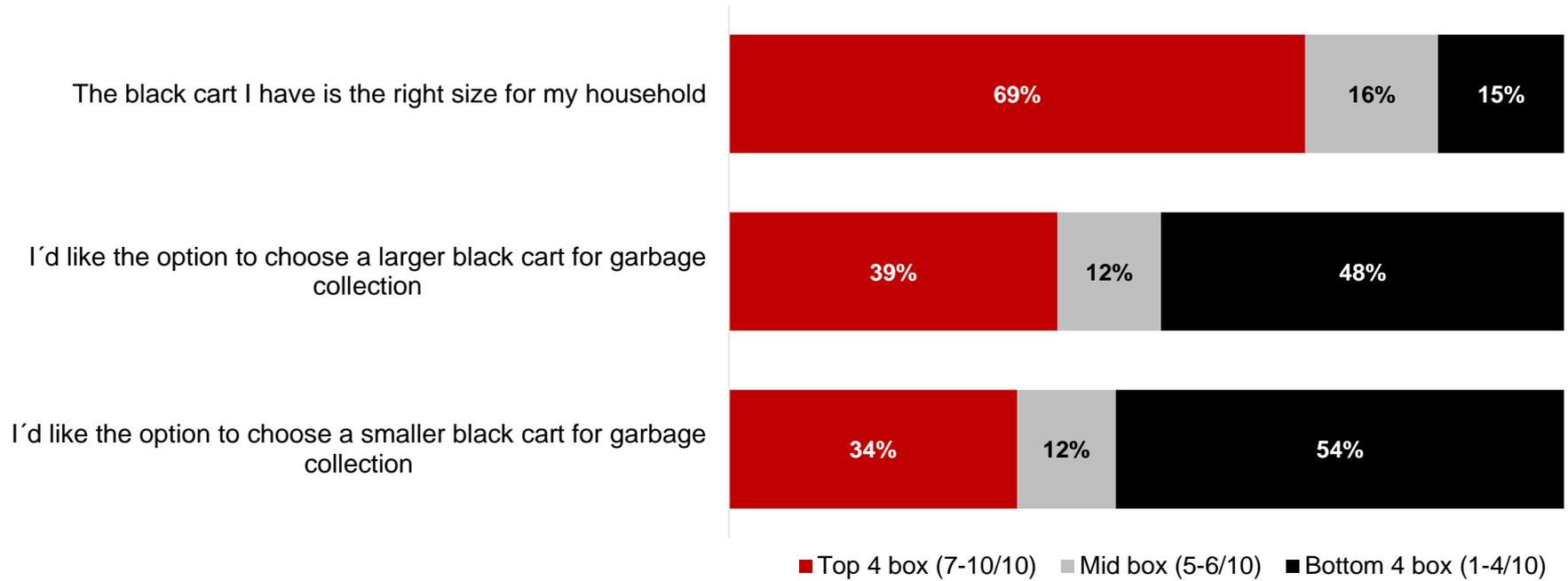


■ Top 4 box (7-10/10) ■ Mid box (5-6/10) ■ Bottom 4 box (1-4/10)

Please rate your level of agreement with the following statements on a scale from 1 to 10, where 1 is strongly disagree and 10 is strongly agree. Base (valid responses) – receive cart services from The City: n=varies



# Black Cart Size

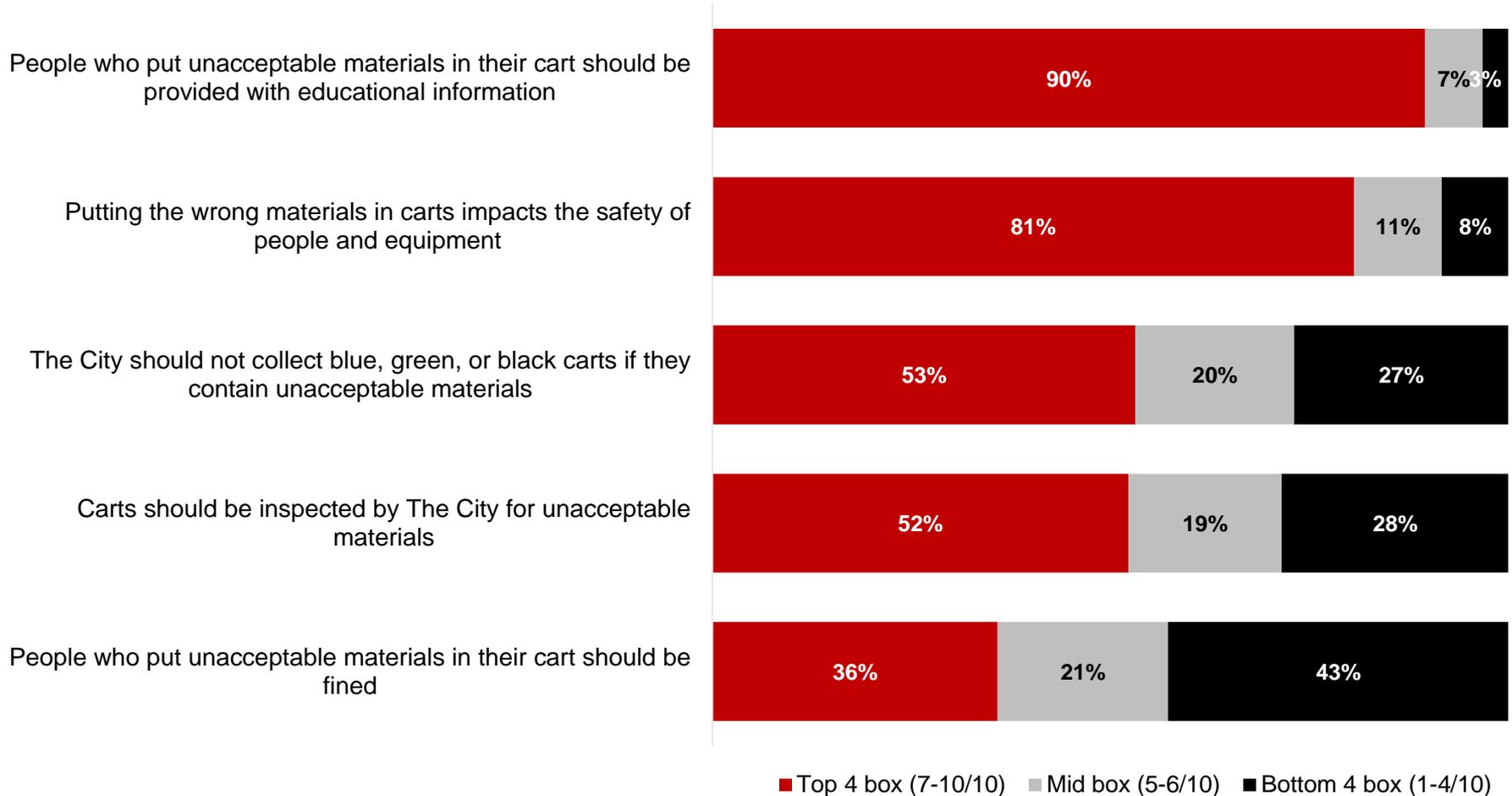


■ Top 4 box (7-10/10) ■ Mid box (5-6/10) ■ Bottom 4 box (1-4/10)

Please rate your level of agreement with the following statements on a scale from 1 to 10, where 1 is strongly disagree and 10 is strongly agree.  
 Base (valid responses) – receive cart services from The City: n=varies



# Attitudes about Unacceptable Materials in Carts



Please rate your level of agreement with the following statements on a scale from 1 to 10, where 1 is strongly disagree and 10 is strongly agree. Base (valid responses) – receive cart services from The City: n=varies



# What Goes Where?

xx% = correct bin  
 xx% = greater than 10%  
 incorrect bin



Black cart



Green cart



Blue cart



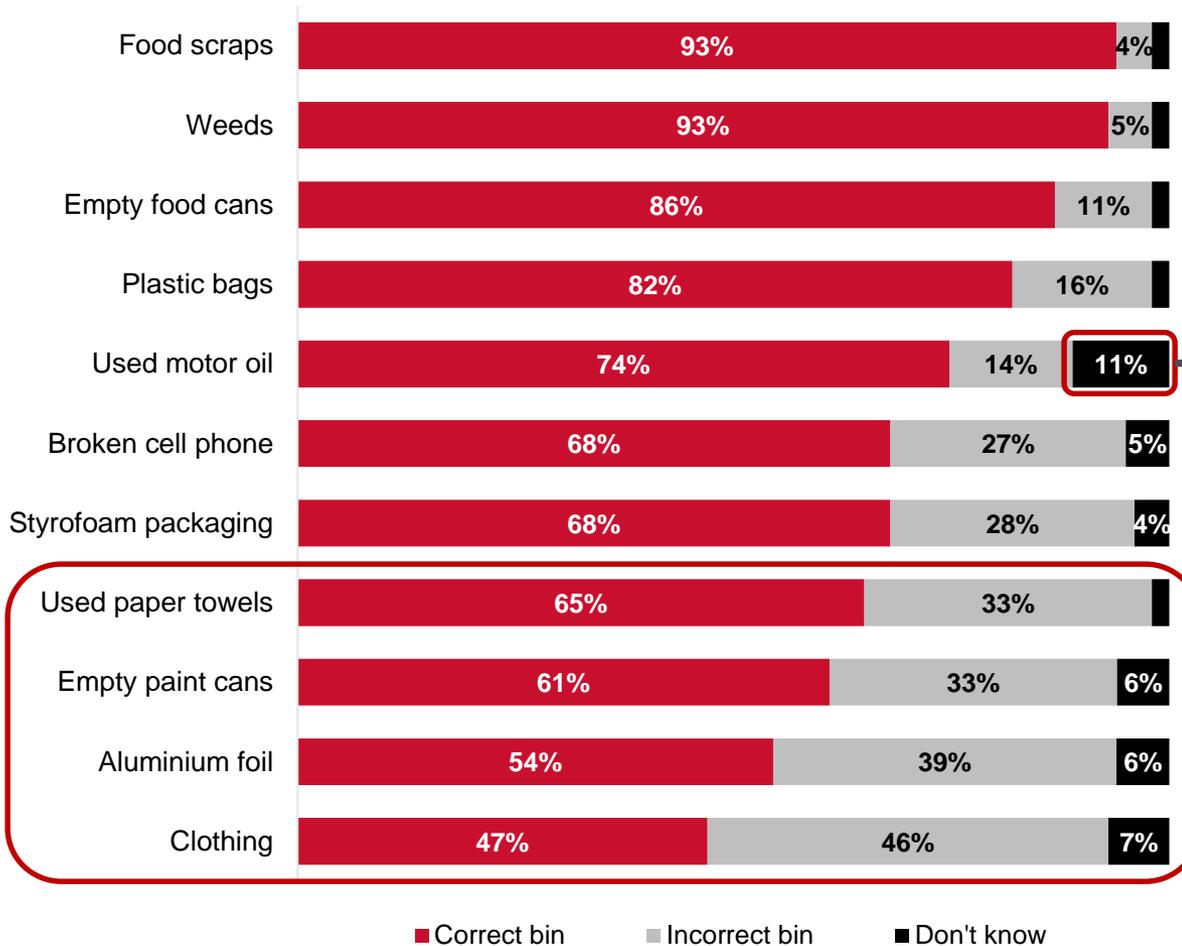
Other

	Black cart	Green cart	Blue cart	Other
Styrofoam packaging	68% ✓	<1%	25%	3%
Used paper towels	18%	65% ✓	14%	1%
Food scraps	3%	93% ✓	1%	1%
Weeds	2%	93% ✓	1%	2%
Aluminium foil	36%	1%	54% ✓	2%
Empty food cans	8%	2%	86% ✓	1%
Plastic bags	14%	1%	82% ✓	2%
Used motor oil	12%	1%	1%	74% ✓
Broken cell phone	20%	<1%	6%	68% ✓
Empty paint cans	18%	<1%	15%	61% ✓
Clothing	35%	2%	9%	47% ✓

I am going to read you a list of household items. For each can you please tell me if you were to dispose of the item whether you would put them in a black cart, blue cart, or green cart? If you feel the item should be disposed of in a different manner, please indicate 'other'. If not sure, please indicate don't know. Base (valid responses) – receive cart services from The City: n=varies



# What Goes Where? (cont'd)



1 in 10 are unsure of where to put used motor oil – this is significantly higher among those not born in Canada (24% vs. 5% among those born in Canada) and those whose speak a non English language at home (32% vs. 7% among those who only speak English). This result could also be a function of circumstance as this item is unlikely to be used by a large proportion of residents.

At least 1 in 3 Calgarians would dispose of these items in the wrong cart, suggesting that these items should be prioritised for further education, clothing in particular.

I am going to read you a list of household items. For each can you please tell me if you were to dispose of the item whether you would put them in a black cart, blue cart, or green cart? If you feel the item should be disposed of in a different manner, please indicate 'other'. If not sure, please indicate don't know. Base (valid responses) – receive cart services from The City: n=varies

# Appendices





# Quality of Life Ratings Over Time

	Dec 2016	Mar 2017	Sep 2017	Dec 2017	May 2018
1 – Very poor	0%	1%	1%	0%	0%
2	1%	0%	0%	1%	1%
3	1%	1%	1%	1%	1%
4	2%	2%	1%	2%	3%
5	6%	6%	5%	6%	5%
6	7%	7%	6%	5%	8%
7	20%	19%	20%	18%	20%
8	37%	34%	41%	40%	39%
9	16%	18%	15%	18%	14%
10 – Very good	10%	12%	10%	10%	9%

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 (valid responses): n=500 each wave



## How many people, including yourself, live in your household?

	Sep 2017	Oct 2017	Dec 2017	May 2018
1	10%	12%	13%	11%
2	32%	32%	33%	35%
3	21%	17%	17%	18%
4	22%	22%	23%	22%
5+	15%	15%	12%	13%

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

	Sep 2017	Oct 2017	Dec 2017	May 2018
Yes	42%	41%	43%	40%
No	58%	59%	58%	60%

## (Other than yourself,) Is there anyone aged 65 years or older living in your household?

	Sep 2017	Oct 2017	Dec 2017	May 2018
Yes	16%	18%	17%	19%
No	83%	82%	83%	81%

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

	Sep 2017	Oct 2017	Dec 2017	May 2018
Yes	85%	85%	88%	87%
No	15%	15%	11%	13%
Refused	1%	1%	1%	0%

## Do you own or rent your current place of residence?

	Sep 2017	Oct 2017	Dec 2017	May 2018
Rent	18%	22%	22%	24%
Own	75%	75%	74%	73%
Other	2%	2%	1%	0%
Neither	5%	2%	3%	2%
Refused	1%	1%	1%	0%

## Please tell me which of these best describes the type of dwelling you live in:

	Sep 2017	Oct 2017	Dec 2017	May 2018
Single detached house	73%	68%	69%	66%
Duplex, triplex or fourplex	8%	9%	11%	7%
Townhouse or rowhouse	6%	7%	7%	8%
Apartment or apartment-style condominium	9%	12%	11%	17%
Another type of multi-unit complex	2%	1%	1%	1%
Other	1%	1%	0%	0%
Refused	1%	1%	1%	0%



# Demographics (cont'd)

We want to ensure our research is reflective of all Calgarians.

Were you born in Canada?

	Sep 2017	Oct 2017	Dec 2017	May 2018
Yes	71%	75%	75%	69%
No	28%	25%	24%	31%
Refused	1%	0%	1%	0%

What is your main ethnic background? (MULTIPLE MENTION)

	Sep 2017	Oct 2017	Dec 2017	May 2018
Caucasian/White	19%	25%	25%	27%
British	20%	15%	17%	14%
Canadian/French Canadian	17%	16%	18%	14%
Western European	13%	13%	12%	13%
Southern or Eastern European	11%	9%	12%	11%
East or Southeast Asian	8%	6%	7%	8%
South Asian	7%	7%	5%	7%
Central/South American or Caribbean	2%	3%	1%	5%
West Asian or Middle Eastern	2%	1%	3%	4%
African	3%	1%	3%	1%
Aboriginal/First Nations/Métis	2%	2%	2%	1%
Other	7%	10%	2%	1%
Refused	3%	2%	3%	3%

How old were you when you left your country of birth? Were you...

	Sep 2017	Oct 2017	Dec 2017	May 2018
Under 12	27%	32%	27%	23%
12-17	11%	15%	14%	10%
18+	60%	54%	59%	66%
Refused	2%	0%	0%	1%

Bases: Sep 2017; n=141, Oct 2017; n=124, Dec 2017; n=121, May 2018; n=155

And what language do you most often speak most at home?

	Sep 2017	Oct 2017	Dec 2017	May 2018
English	85%	85%	87%	84%
French	0%	1%	1%	1%
Tagalog	1%	1%	1%	1%
Punjabi	1%	2%	1%	3%
Chinese/Mandarin/Cantonese	2%	1%	1%	3%
Other	10%	10%	7%	8%
Refused	1%	0%	1%	1%

Base: Total sample, unless specified otherwise; n=500 each wave



## Demographics (cont'd)

### What is the highest level of schooling that you have obtained?

	Sep 2017	Oct 2017	Dec 2017	May 2018
Completed high school or less	18%	18%	20%	20%
Some post secondary or completed a college diploma	33%	34%	32%	28%
Completed university degree or post-grad degree	48%	47%	46%	51%
Refused	2%	1%	2%	1%

### What best describes your employment status?

	Sep 2017	Oct 2017	Dec 2017	May 2018
Employed full-time	47%	46%	46%	51%
Employed part-time	9%	9%	8%	7%
Self-employed	12%	9%	11%	8%
Out of work and looking for work	6%	5%	6%	7%
Out of work but not currently looking for work	2%	2%	3%	2%
A homemaker	4%	4%	5%	3%
A student	5%	5%	4%	3%
Retired	12%	15%	11%	16%
Unable to work	2%	2%	1%	1%
Other	1%	1%	3%	1%
Refused	1%	2%	2%	1%

### Do you consider yourself a member of a visible minority?

	Sep 2017	Oct 2017	Dec 2017	May 2018
Yes	23%	20%	17%	25%
No	73%	77%	78%	72%
Refused	5%	3%	4%	4%

### Do you or a member of your family have a disability?

	Sep 2017	Oct 2017	Dec 2017	May 2018
Yes	15%	14%	15%	12%
No	83%	85%	83%	87%
Refused	2%	1%	2%	1%

Base: Total sample; n=500 each wave



# Demographics (cont'd)

Which of the following categories best describes the total annual income, before taxes, of all the members of your household?

	Sep 2017	Oct 2017	Dec 2017	May 2018
<\$90K	36%	41%	38%	37%
\$90K	50%	46%	49%	51%
DK/Refused	14%	13%	13%	12%

Which of the following categories best describes the total annual income, before taxes, of all the members of your household?

	Sep 2017	Oct 2017	Dec 2017	May 2018
Less than \$30K	15%	15%	15%	16%
\$30K to just under \$45K	21%	14%	18%	18%
\$45K to just under \$60K	26%	23%	27%	23%
\$60K to just under \$75K	13%	22%	17%	17%
\$75K to just under \$90K	18%	19%	18%	20%
Refused	7%	7%	6%	5%

Bases: Sep 2017; n=178, Oct 2017; n=206, Dec 2017; n=190, May 2018; n=185

	Sep 2017	Oct 2017	Dec 2017	May 2018
\$90K to just under \$105K	24%	20%	21%	23%
\$105K to just under \$120K	16%	16%	13%	13%
\$120K to just under \$135K	11%	9%	13%	9%
\$135K to just under \$150K	8%	12%	9%	8%
\$150K+	37%	34%	37%	41%
Refused	5%	9%	8%	5%

Bases: Sep 2017; n=252, Oct 2017; n=231, Dec 2017; n=243, May 2018; n=256



# Demographics (cont'd)

Can you tell me which quadrant of the city you live in?

	Sep 2017	Oct 2017	Dec 2017	May 2018
Southwest	29%	31%	31%	31%
Southeast	22%	20%	20%	20%
Northwest	30%	31%	31%	31%
Northeast	19%	19%	19%	19%

	Sep 2017	Oct 2017	Dec 2017	May 2018
Male 18-34	17%	17%	17%	17%
Male 35-54	20%	20%	20%	20%
Male 55+	13%	13%	13%	13%
Female 18-34	16%	16%	17%	16%
Female 35-54	20%	20%	20%	20%
Female 55+	14%	14%	14%	14%

And which of the following age groups do you belong to?

	Sep 2017	Oct 2017	Dec 2017	May 2018
18 to 19	3%	3%	3%	3%
20 to 24	7%	8%	9%	6%
25 to 34	18%	22%	21%	25%
35 to 44	16%	19%	19%	18%
45 to 54	27%	21%	21%	22%
55 to 64	11%	14%	12%	12%
65 to 74	12%	8%	9%	9%
75 and older	5%	5%	6%	6%