

Calgary



2017 Quality of Life and Citizen Satisfaction Survey

Ward 4 Report

Prepared for The City of Calgary by:

Contact:

Jamie Duncan
Vice President
Ipsos
587.952.4863

jamie.duncan@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Sheela Das
Director
Ipsos
587.952.4874

sheela.das@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8





Table of Contents

03

Methodology

04

Summary of Key Findings

10

Quality of Life

18

Issue Agenda

20

City Programs and Services

38

Environmental Performance

42

Taxation

48

Contact with The City

54

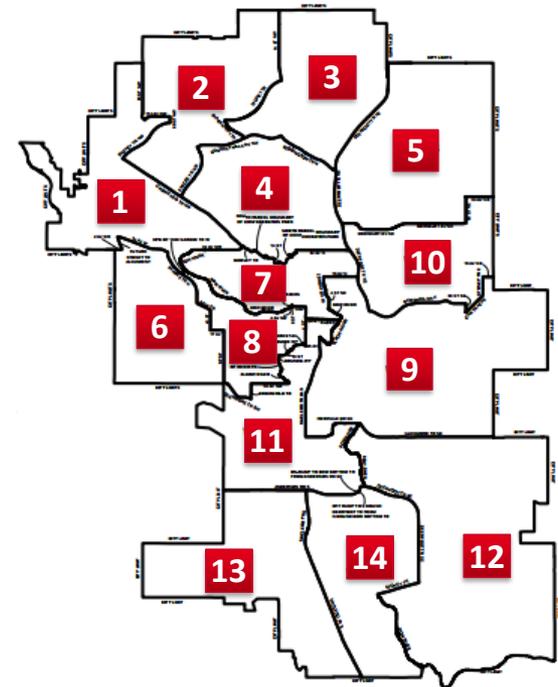
City Communications

58

Demographics

Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 16th and September 10th, 2017.
 - Both landline (70%) and cell phone (30%) sample were used.
 - The average interview length was 31 minutes.
- ❖ Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 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 210 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, 2017 results for Ward 4 are compared to those from 2016.
 - Only significant differences are shown.





Summary of Key Findings





Key Findings: Quality of Life and Issue Agenda

For Ward 4 residents, most perceptions about the quality of life in Calgary are strong and on par with City Wide.

- ❖ More than eight-in-ten (87%) Ward 4 residents say the quality of life in Calgary today is 'good,' consistent with 85% City Wide.
- ❖ There are more Ward 4 residents who say the quality of life in Calgary has worsened (33%) than improved (19%) over the past three years, with both of these numbers on par with City Wide results (35% worsened, 20% improved).
- ❖ A couple of metrics have fallen for Ward 4 residents in the past year, namely fewer agree that 'I am proud to live in my neighbourhood (85%, down 8 points) and fewer agree that 'Calgary is moving in the right direction to ensure a high quality of life for future generations' (58%, down 13 points).

The Ward 4 issue agenda aligns closely with City Wide results.

- ❖ “*Infrastructure, traffic and roads*” (35%) holds the top position, followed by “*transit*” (22%) – both statistically consistent with City Wide.
- ❖ Ward 4 residents are more likely than City Wide to mention “*taxes*” as an issue agenda item (12% vs. 8% City Wide).



Key Findings: City Programs and Services

Overall satisfaction with City Services is on par with City Wide, but there has been slippage on some specific services.

- ❖ Eight-in-ten (80%) Ward 4 residents say they are satisfied with the overall level and quality of services and programs provided by The City – on par with City Wide (79%). However, the level of not satisfied (scores of 1-4) are twice as high in Ward 4 as City Wide (8% vs. 4% City Wide).
- ❖ Satisfaction has fallen among Ward 4 residents for several services, including:
 - Snow removal (73% very/somewhat satisfied, down 14 points from 2016)
 - On-street bikeways (47% very/somewhat satisfied, down 13 points from 2016)
 - Calgary's pathway system (40% very satisfied, down 13 points from 2016)
 - Calgary Police Services (49% very satisfied, down 13 points from 2016)
 - Bylaw services (80% very/somewhat satisfied, down 13 points from 2016)
- ❖ Satisfaction is lower than City Wide for several services, including:
 - On-street bikeways (47% very/somewhat satisfied vs. 64% City Wide)
 - Calgary's pathway system (40% very satisfied vs. 50% City Wide)
 - City operated facilities (33% very satisfied vs. 41% City Wide)
 - Affordable housing (64% very/somewhat satisfied vs. 72% City Wide)
 - Traffic flow management (9% very satisfied vs. 15% City Wide)



Key Findings: City Programs and Services (continued)

Ward 4 residents place less importance than City Wide residents on a few City services.

- ❖ These services include city operated roads and infrastructure (75% very important vs. 82% City Wide), traffic flow management (71% very important vs. 78% City Wide) and business licenses and inspections (38% very important vs. 47% City Wide).
- ❖ The importance Ward 4 residents place on two services has declined since 2016.
 - Community services such as support for community associations and non-profits (36% very important, down 13 points from 2016).
 - Business licenses and inspections (77% very/somewhat important, down 10 points from 2016).

Ward 4 residents are less likely than City Wide residents to want to see more invested in some City services.

- ❖ These services include protection from river flooding (28% invest more vs. 37% City Wide) and disaster planning and response (25% invest more vs. 32% City Wide).
- ❖ Some priorities for more investment have shifted in the past year, two up and one down.
 - Bylaw services (23% invest more, up 13 points from 2016).
 - Spring road cleaning (22% invest more, up 10 points from 2016).
 - Protection from river flooding (28% invest more, down 12 points from 2016).



Key Findings: The Environment and Taxation

Ward 4 perceptions of The City's performance on the environmental front closely align with City Wide findings, though one positive change from 2016 is observed.

- ❖ Nine-in-ten (92%) Ward 4 residents are satisfied with the overall job The City of Calgary is doing to protect the environment (on par with 91% City Wide).
- ❖ Nine-in-ten (90%) are also satisfied with how the City of Calgary is doing at helping Calgarians reduce their environmental impact (on par with 89% City Wide). The percentage very satisfied has nearly doubled from 2016 to 45% from 24%.

Most Ward 4 ratings on taxation are consistent with City Wide ratings and with 2016.

- ❖ Roughly two-thirds (65%) of Ward 4 residents give The City a good value rating for the value of their property tax dollars, statistically consistent with City Wide (60%).
- ❖ In terms of options for increasing revenue, Ward 4 residents are more likely than in 2016 to want to increase property taxes (20%, up 10 points from 2016) and less likely to want to introduce new types of service fees (30%, down 13 points from 2016).

Key Findings: City Contact & Communications

Ward 4 residents report more contact with The City of Calgary in the past 12 months.

- ❖ Seven-in-ten (71%) Ward 4 residents have contacted or dealt with The City or of its employees in the last 12 months. This is up 10 percentage points from 61% in 2016, but still statistically consistent with the City Wide rate of 66%.
- ❖ Among Ward 4 residents who contacted or dealt with The City in the past 12 months, 80% (on par with 78% City Wide) are satisfied with the overall level and quality of customer service received.

Ward 4 perceptions of City communications are consistent with City Wide results and unchanged from 2016.

- ❖ More than eight-in-ten (85%) residents are satisfied with the overall quality of City information and communications (on par with 84% City Wide).

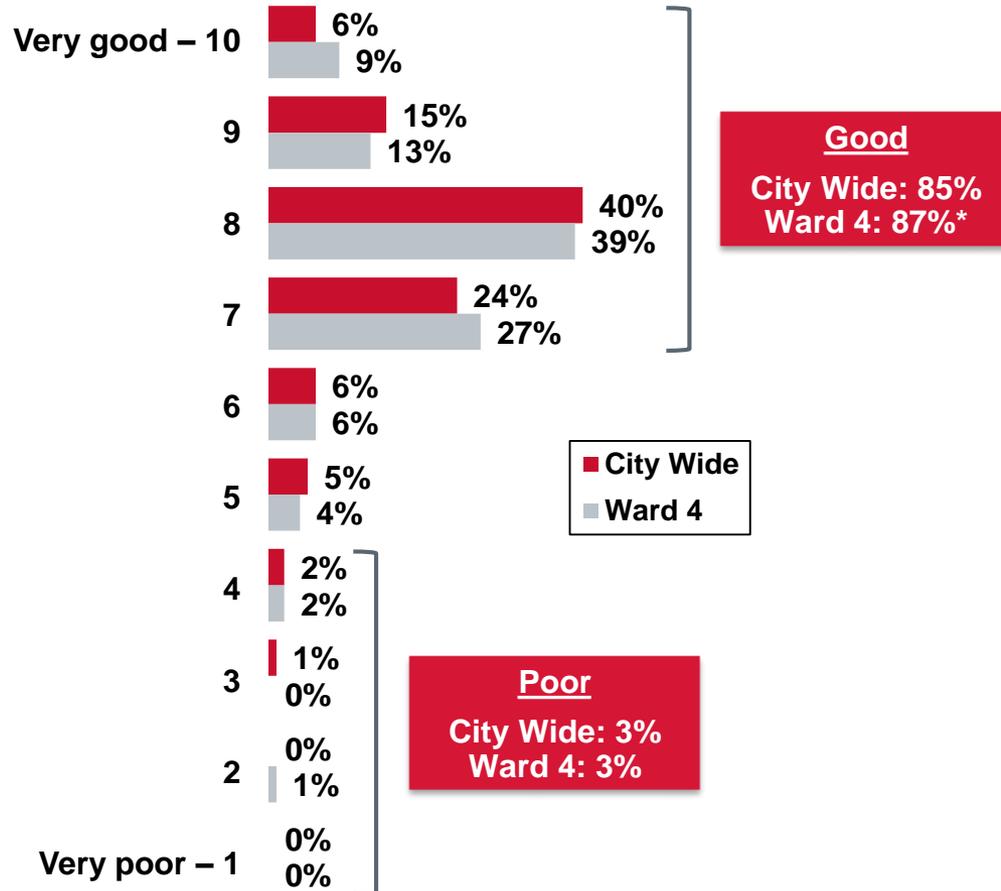


Quality of Life





Overall Quality of Life in Calgary



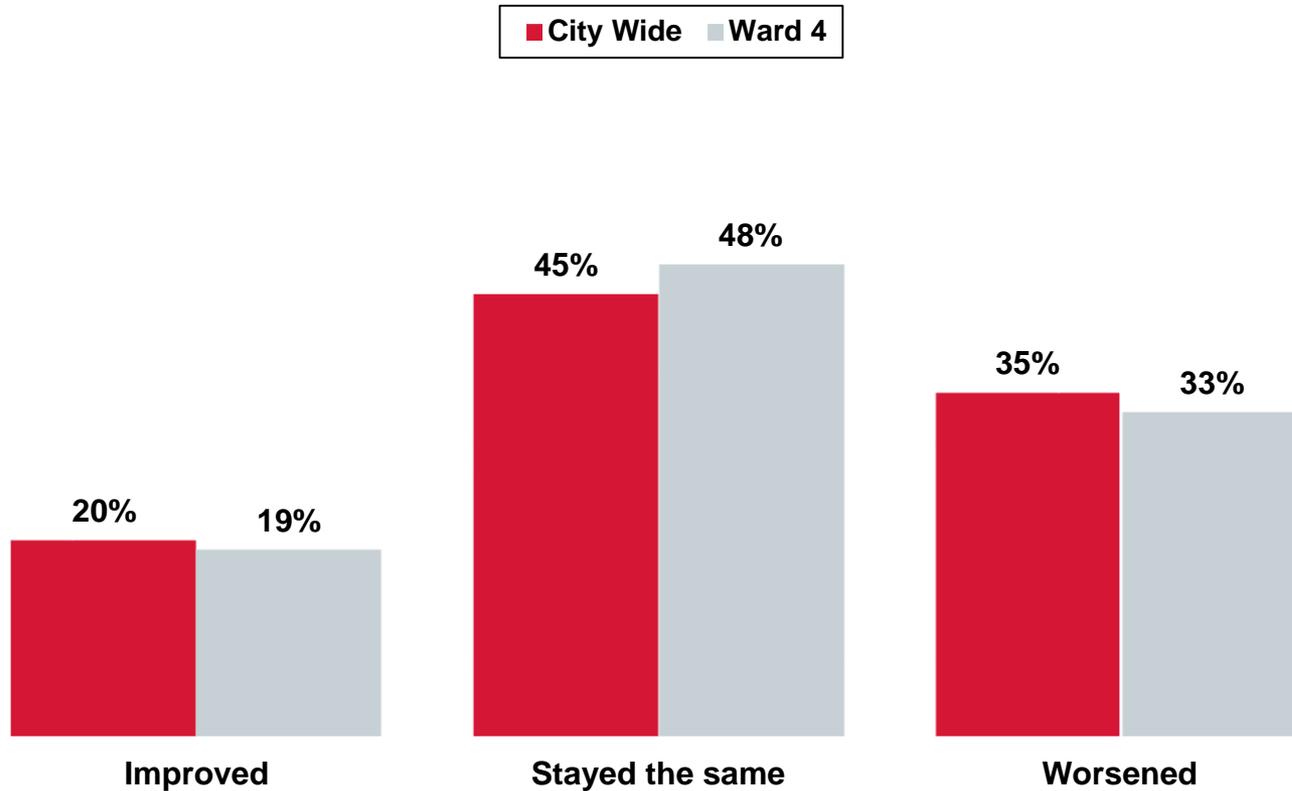
*Rounding

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=2,499 / Ward 4: n=210)



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=2,484 / Ward 4: n=208)

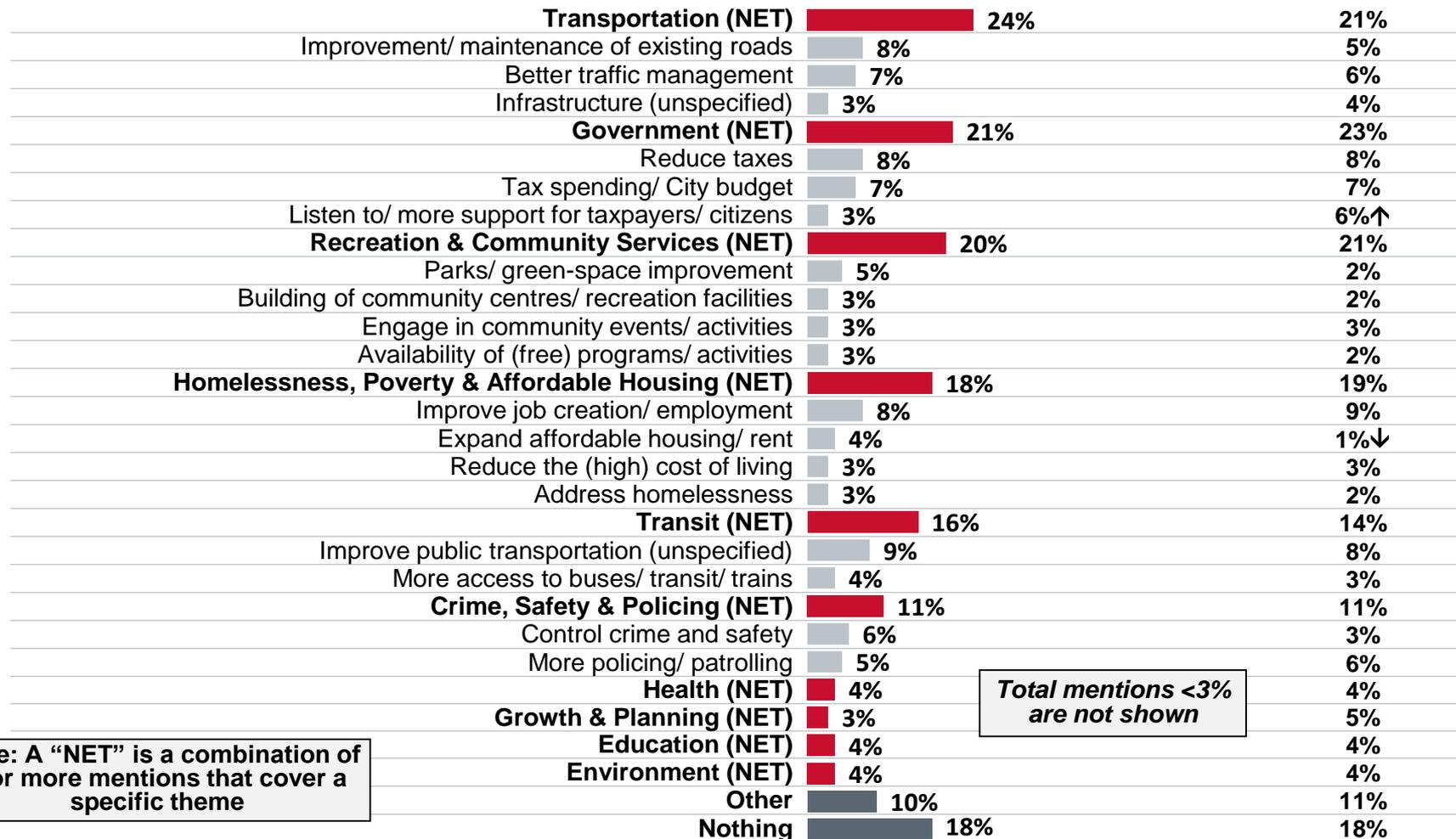


Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 4



Total mentions <3% are not shown

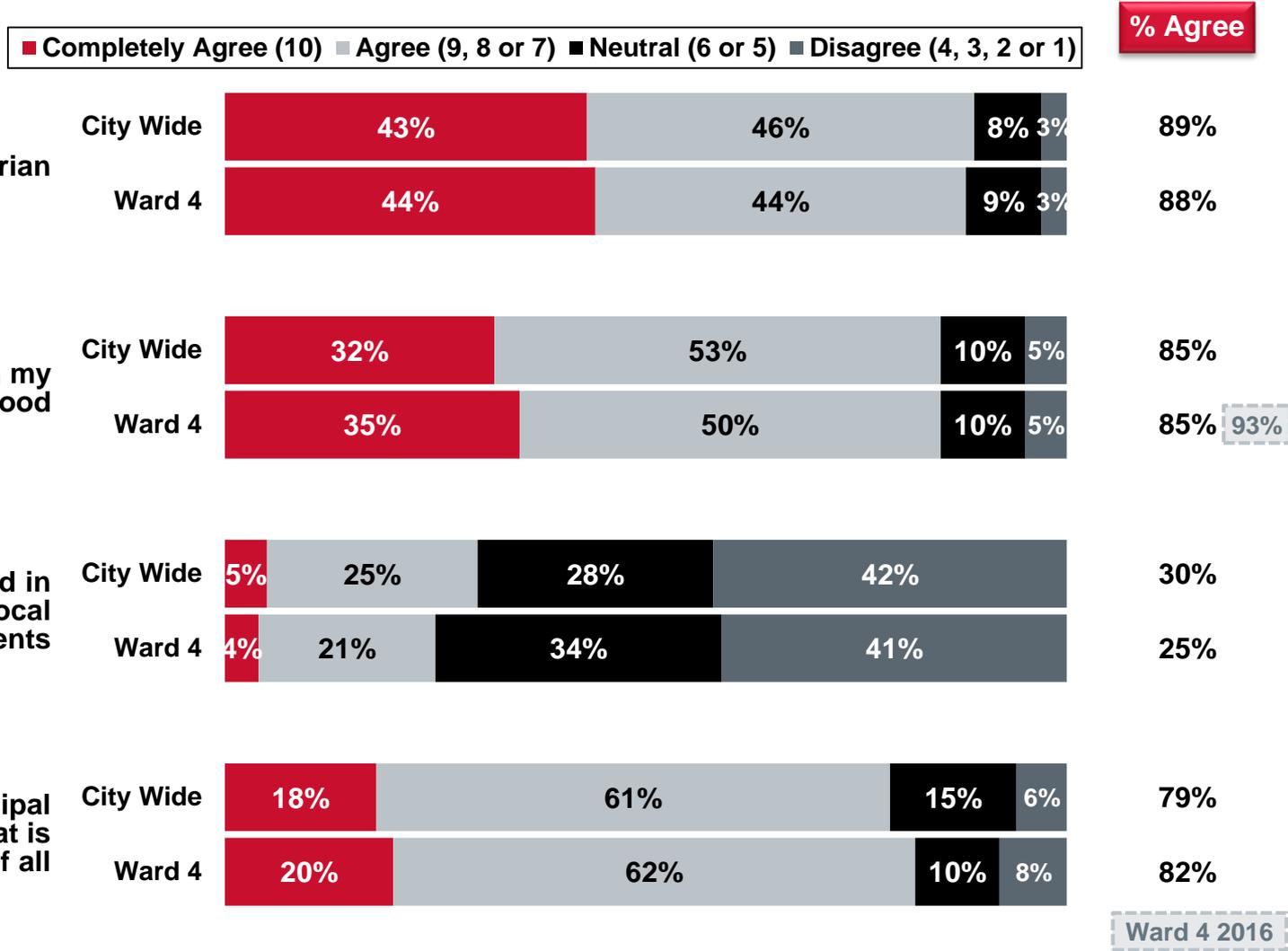
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

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

Base: Valid respondents (City Wide: n=2,359 / Ward 4: n=200)



Sustainability: Connectedness and Inclusivity



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."

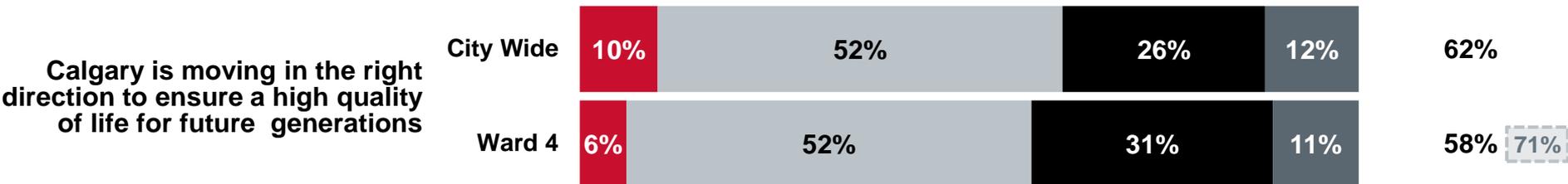
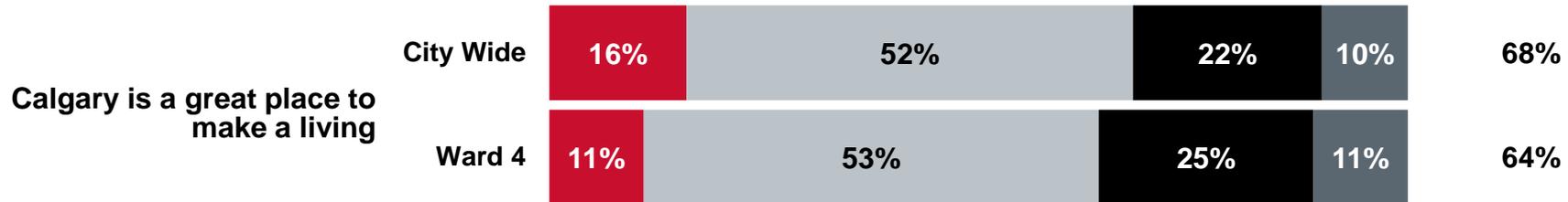
Base: Valid respondents (Bases vary)



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

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

% Agree



Ward 4 2016

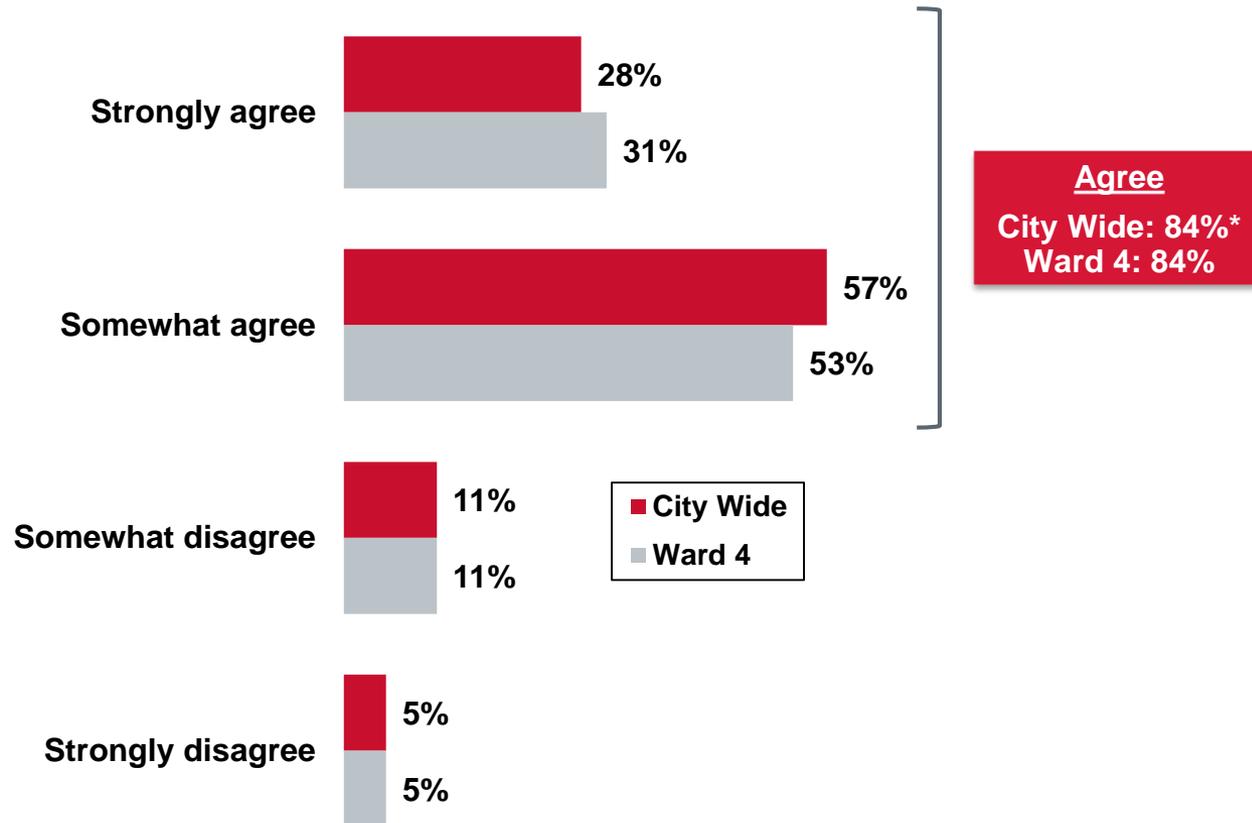
71%

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?



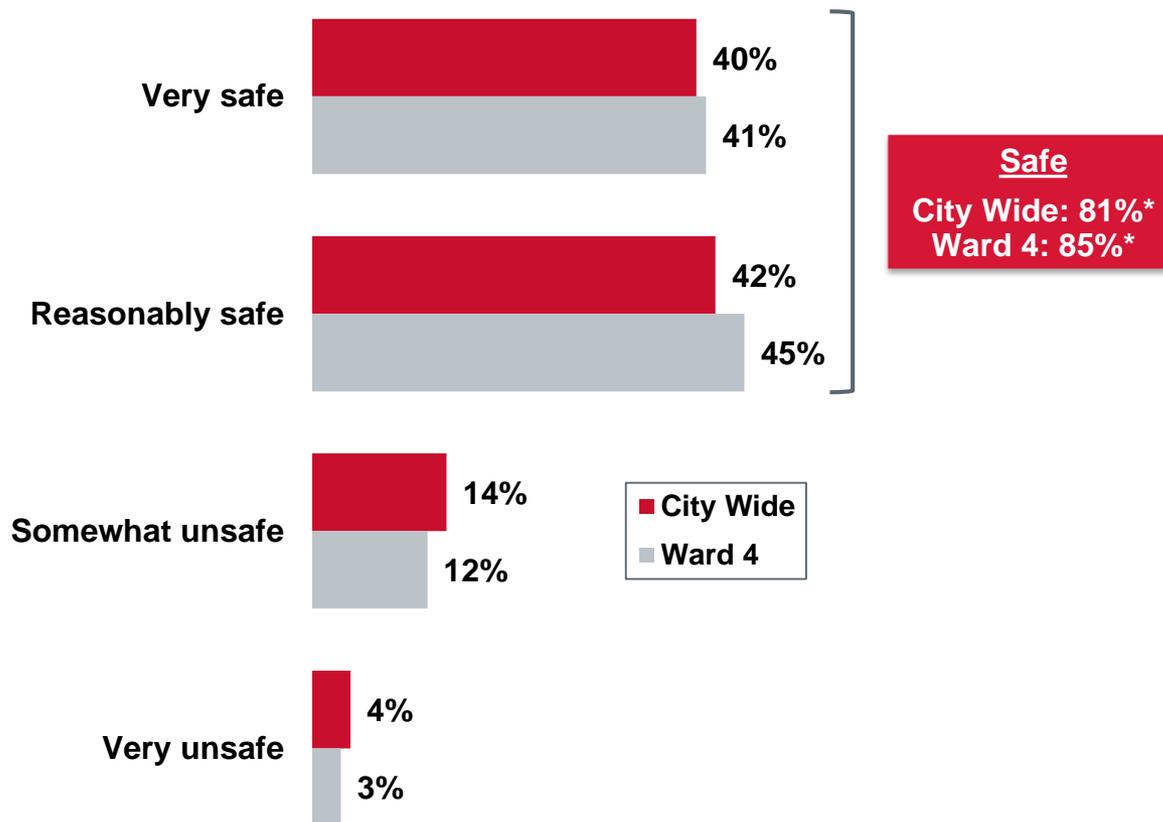
*Rounding

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=2,489 / 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=2,495 / Ward 4: n=210)



Issue Agenda





Issue Agenda

Multiple Responses

City Wide

Ward 4

■ First Mention ■ Other Mentions

	City Wide	Ward 4
Infrastructure, Traffic & Roads (NET)	26% 9% 35%	35%
Traffic congestion	7% 3 10%	7%
Infrastructure maintenance/ improvement/ development	4% 5%	9%↑
Road conditions	4% 3 7%	9%
(Lack of) snow removal	3 4%	4%
Transit (NET)	13% 6% 19%	22%
Public Transportation [incl. buses/ C-train/ poor service]	8% 3 11%	14%
Transportation (unspecified)	4% 3 7%	7%
Crime, Safety & Policing (NET)	9% 4% 13%	12%
Crime [incl. breaking and entering/ gangs/ drug dealers, etc.]	5% 7%	7%
Public safety	4% 6%	4%
Taxes (NET)	6% 8%	12%↑
Recreation (NET)	4% 3 7%	8%
Environment & Waste Management (NET)	4% 3 7%	7%
Economy (NET)	4% 6%	4%
Budget & Spending (NET)	4% 6%	6%
Education (NET)	4% 6%	9%
Homelessness, Poverty & Affordable Housing (NET)	3 5%	7%
Growth & Planning (NET)	3 4%	2%
Other	25%	30%
None	15%	13%

Total mentions <4% are not shown

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

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=2,441 / Ward 4: n=205)

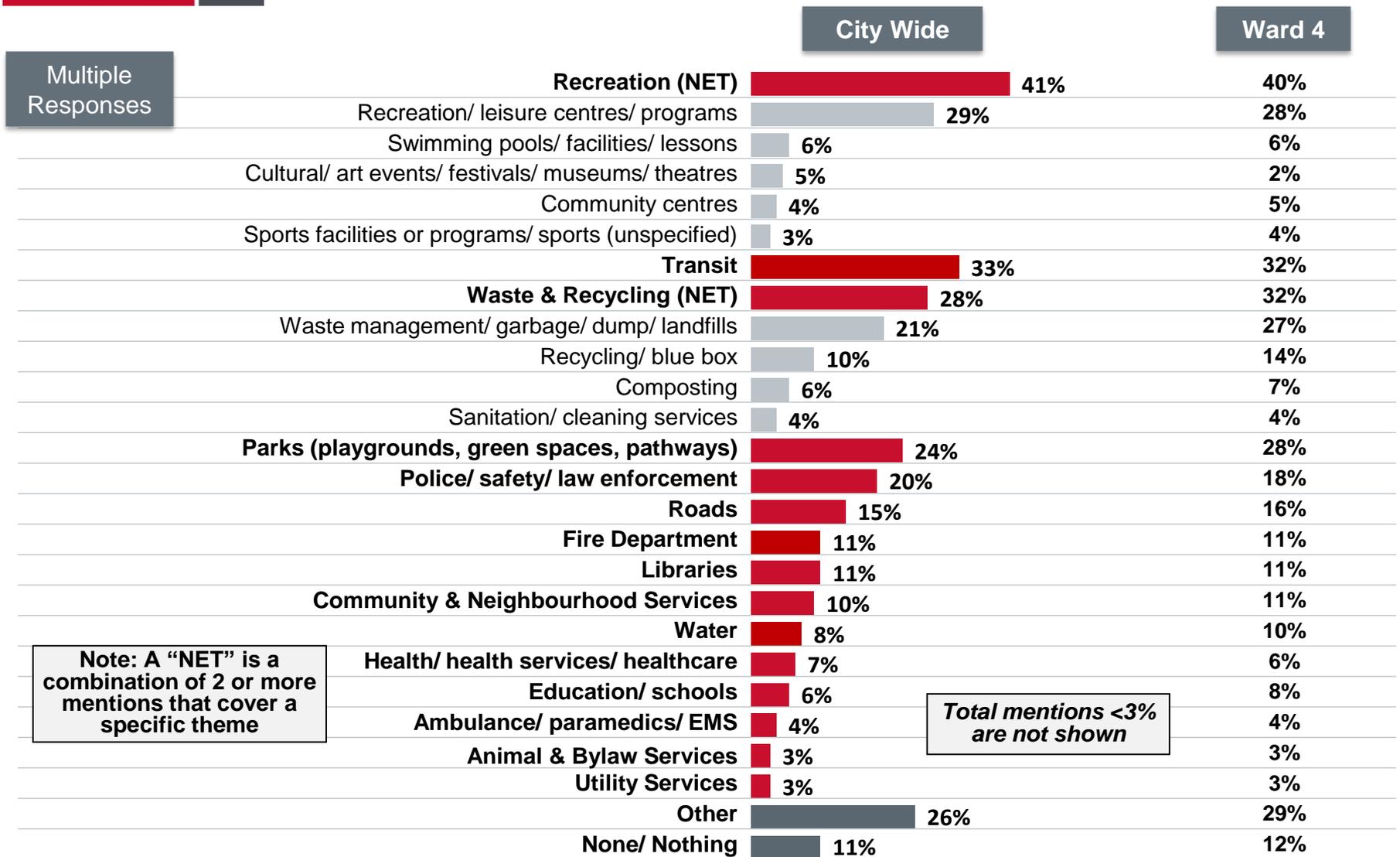


City Programs and Services





Top-of-Mind Programs and Services



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

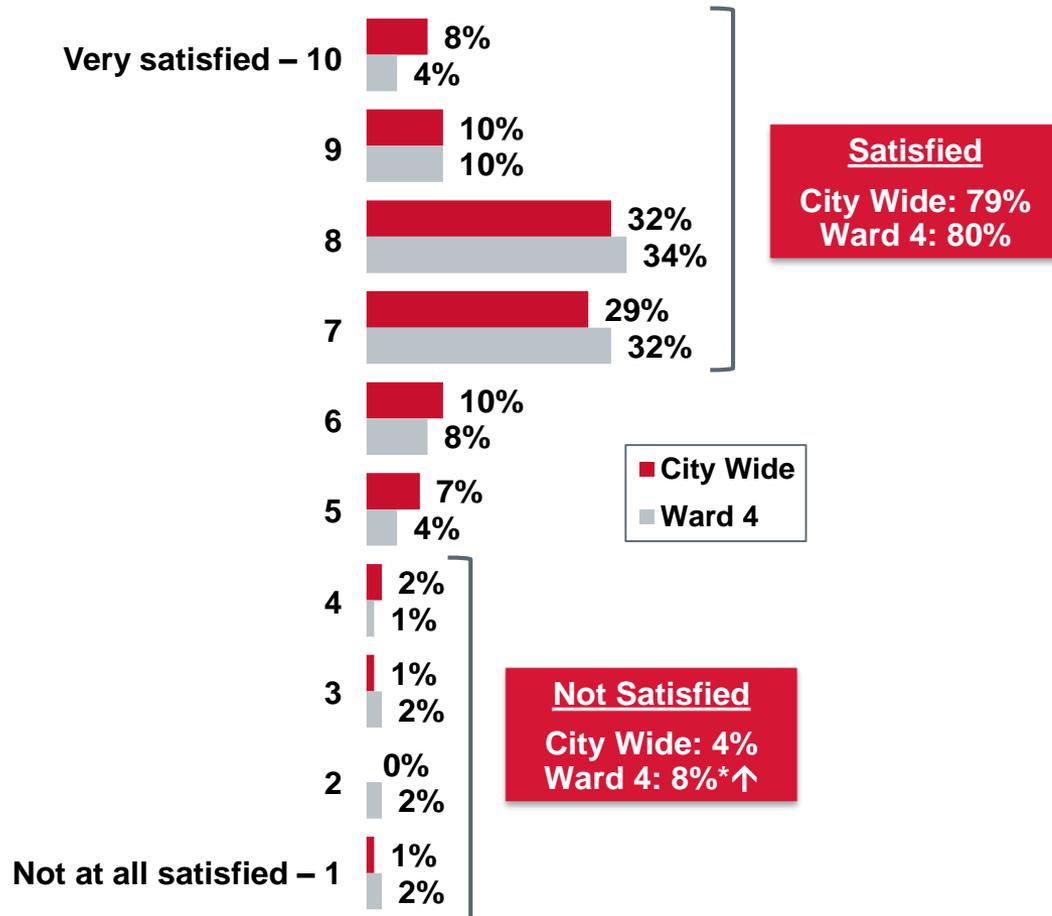
Total mentions <3% are not shown

Thinking about all of the services and programs provided by The City of Calgary, what services come to mind?

Base: Valid respondents (City Wide: n=2,436 / Ward 4: n=209)



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



*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?

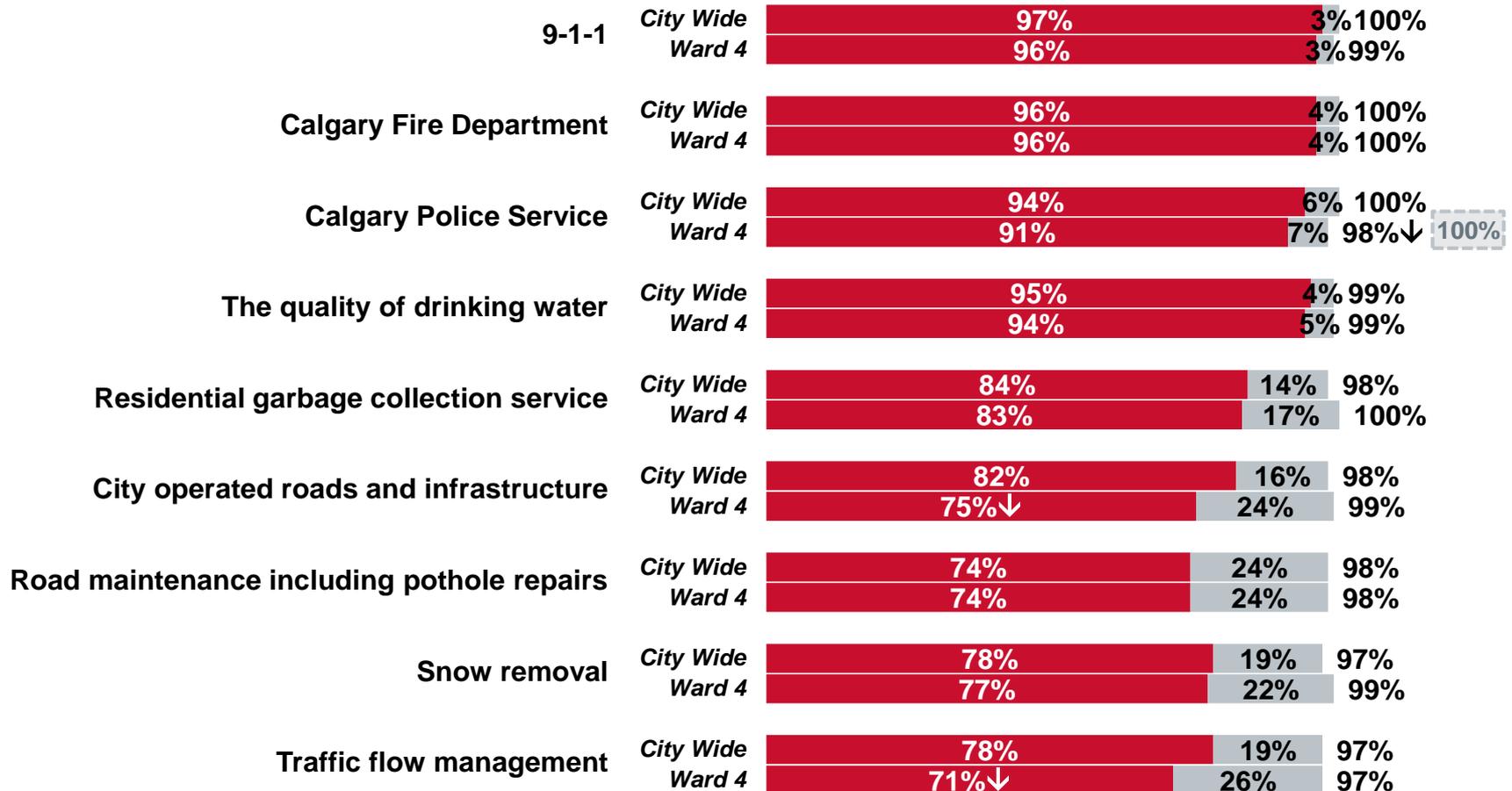
Base: Valid respondents (City Wide: n=2,486 / Ward 4: n=210)



Importance of City Programs and Services

% Important

Very important Somewhat important



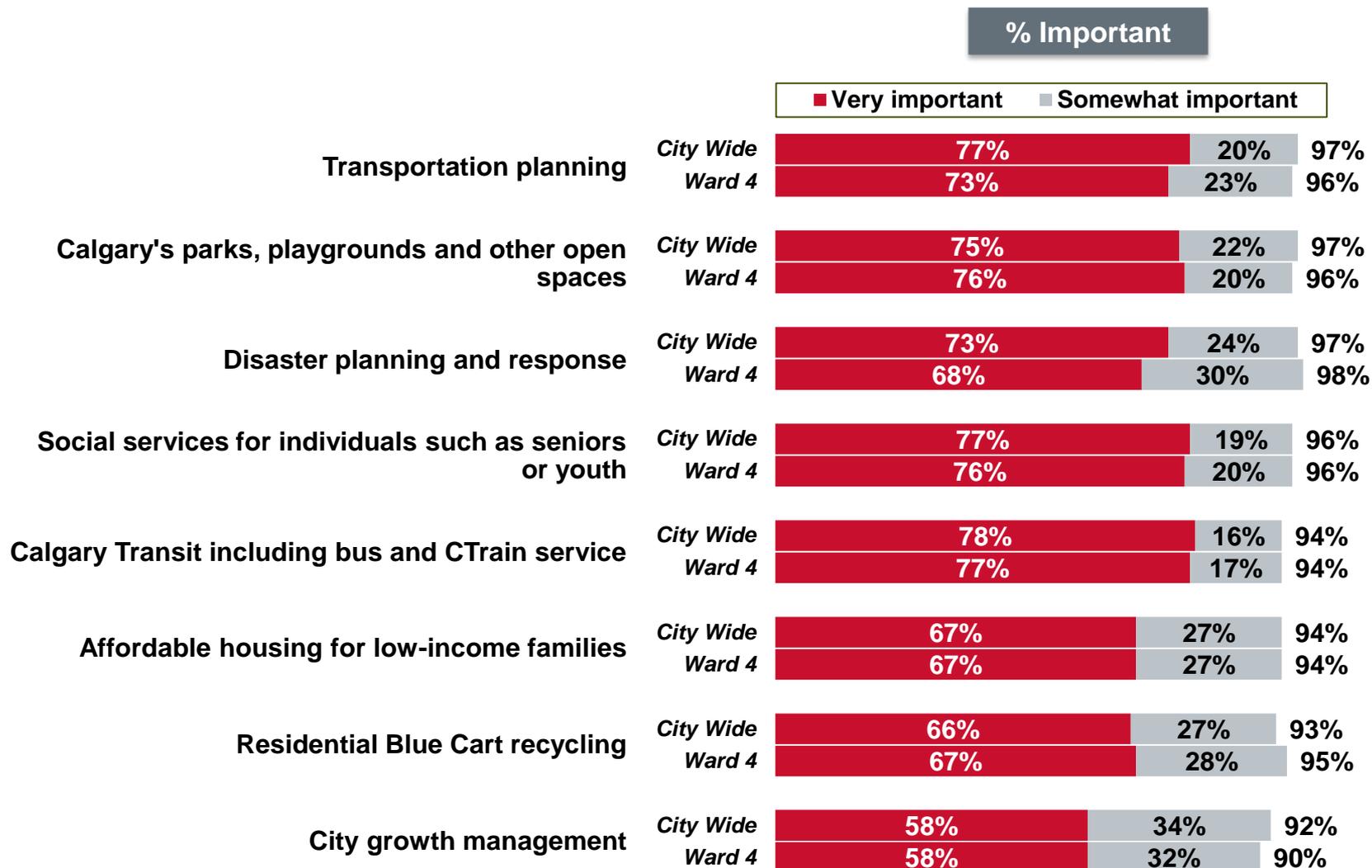
Ward 4 2016

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

Base: Valid respondents (Bases vary)



Importance of City Programs and Services (continued)

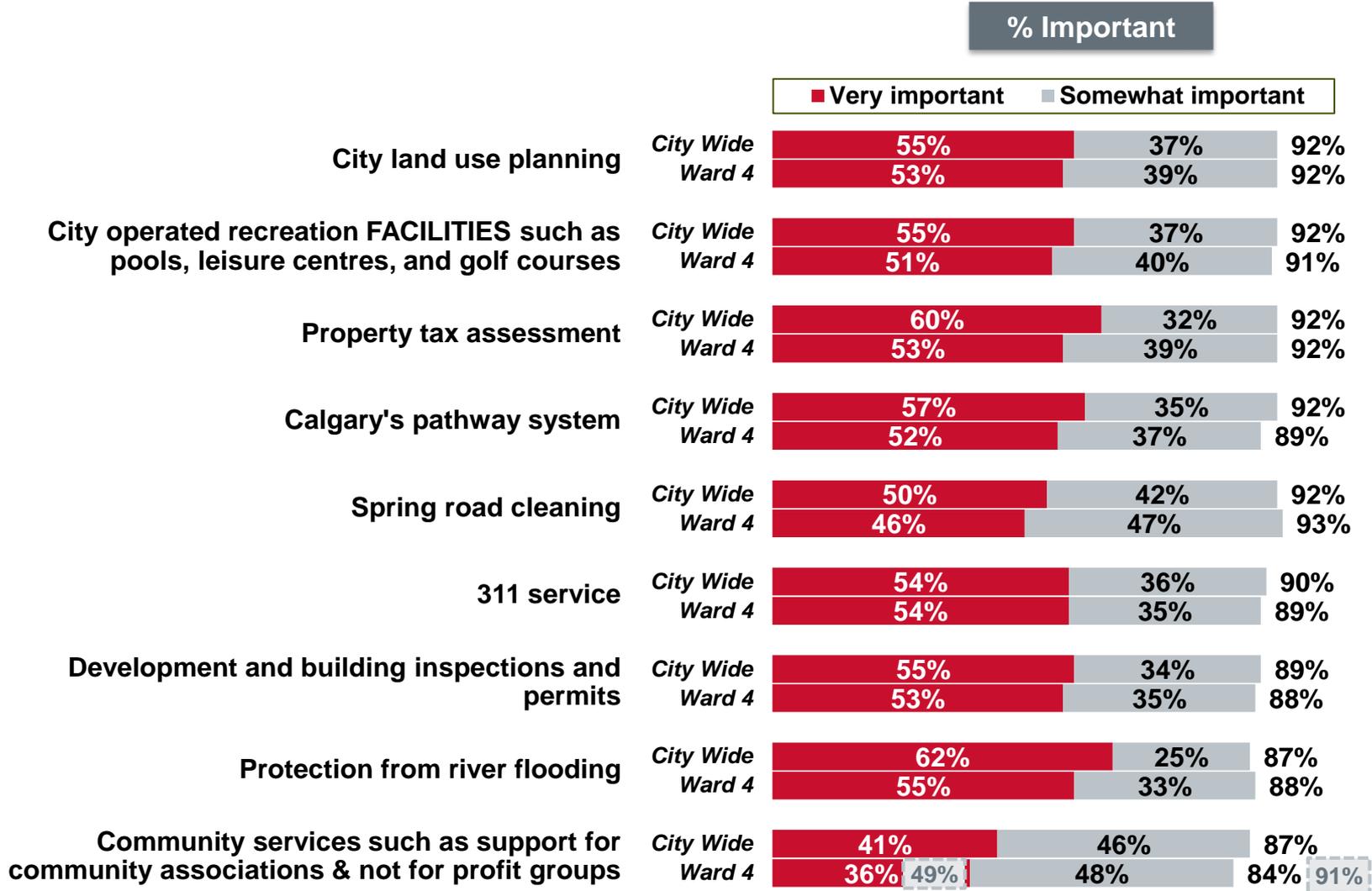


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)



Importance of City Programs and Services (continued)



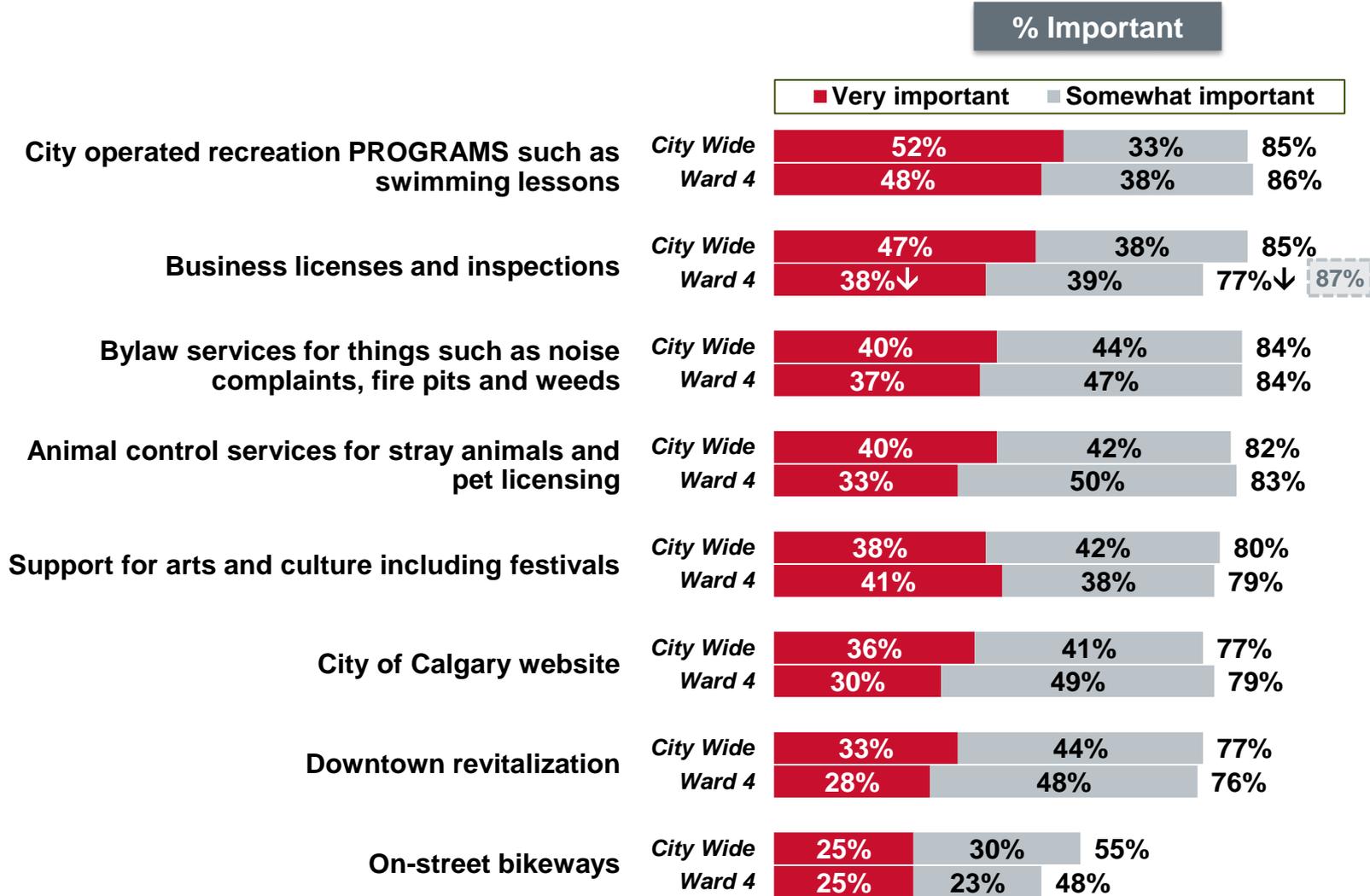
Ward 4 2016

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

Base: Valid respondents (Bases vary)



Importance of City Programs and Services (continued)



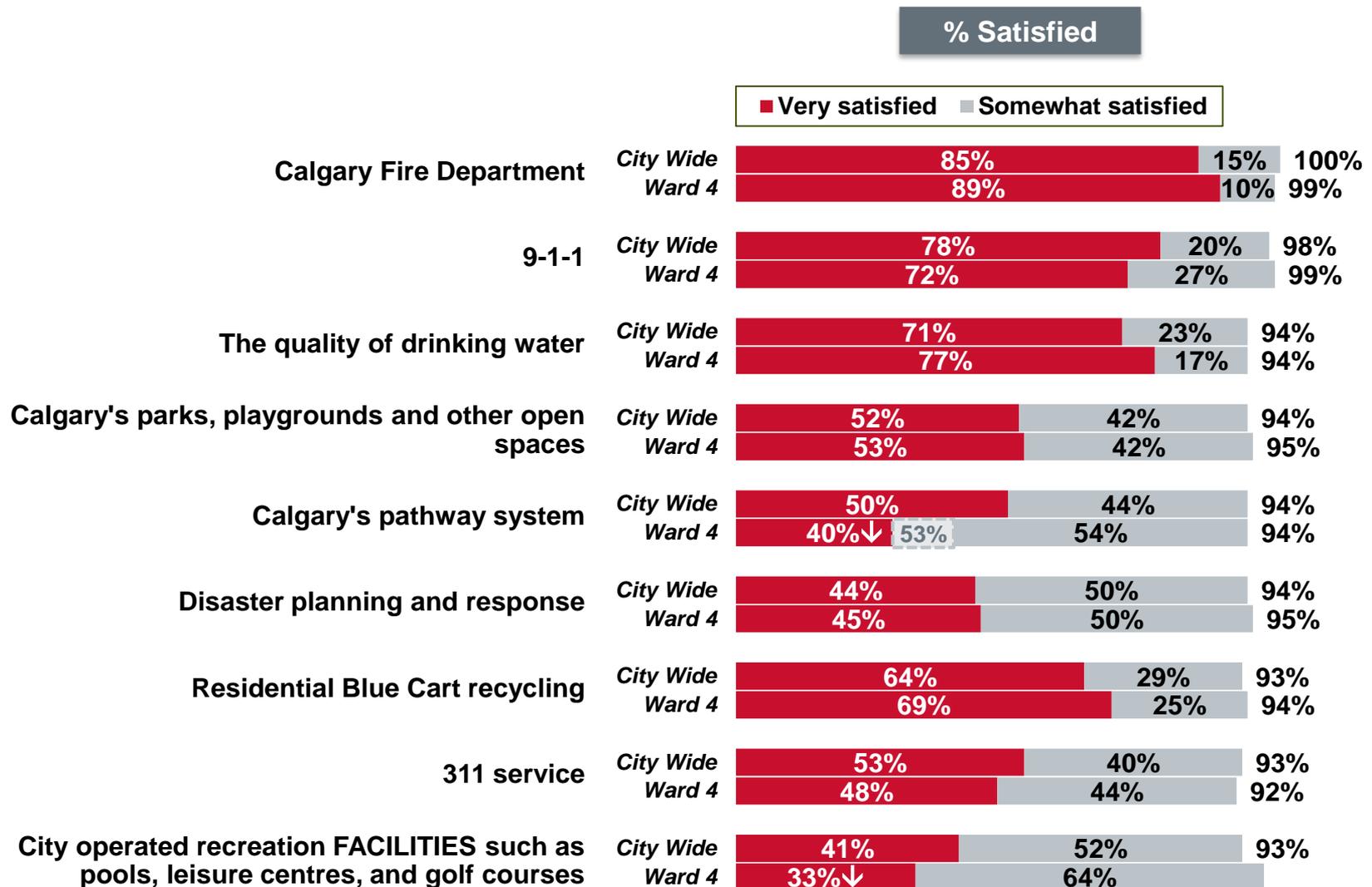
Ward 4 2016

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

Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services

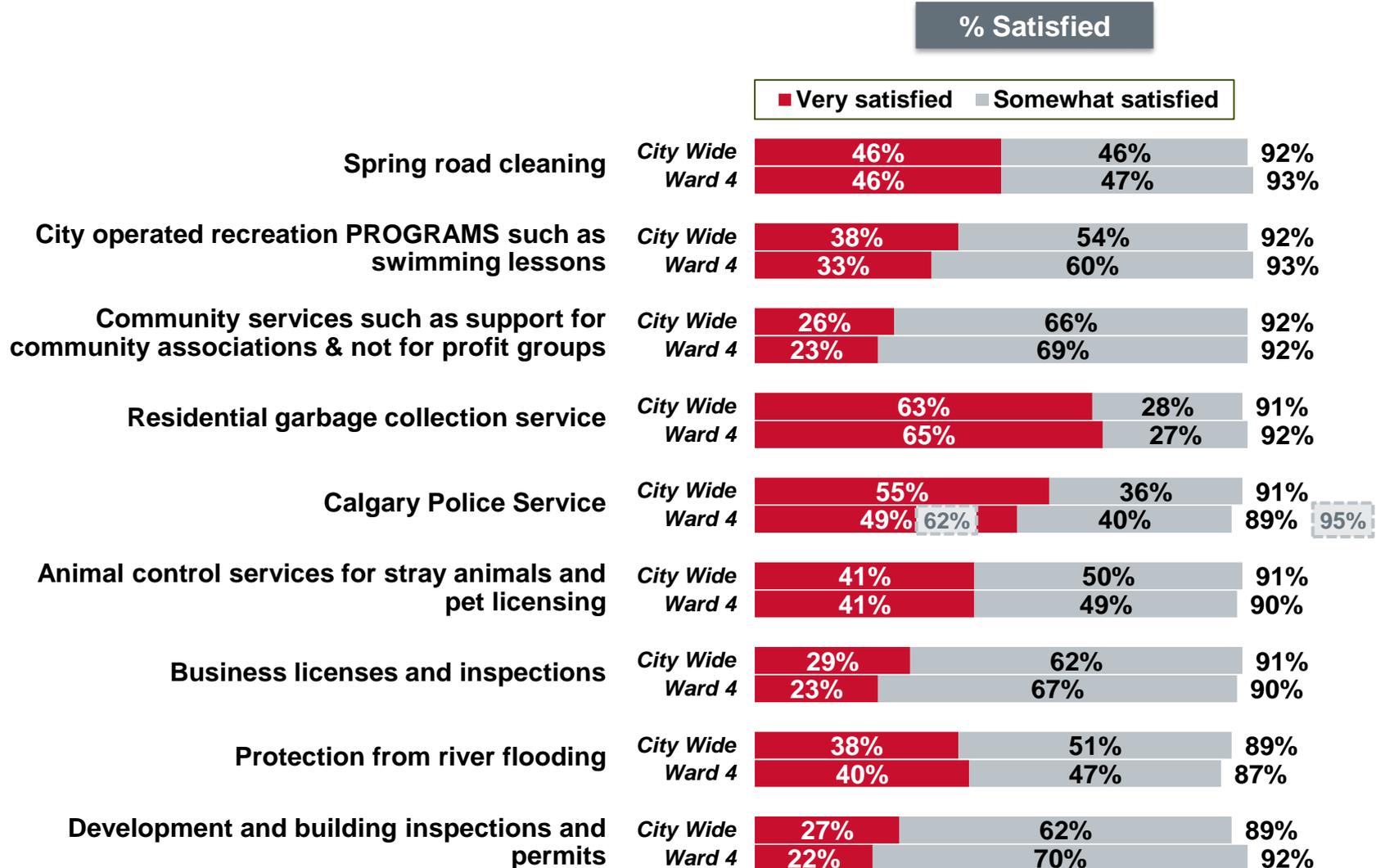


Ward 4 2016

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 2016

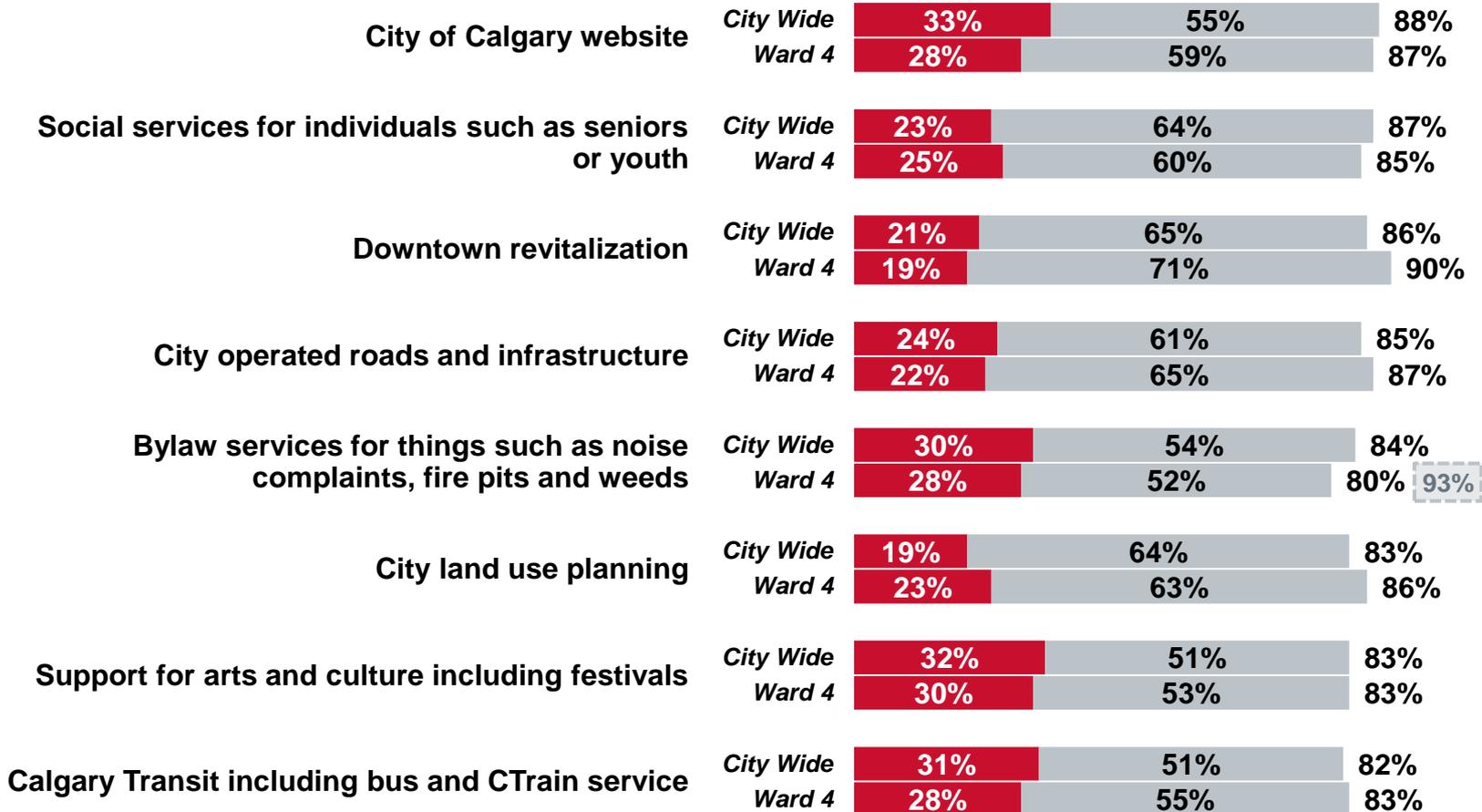
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied

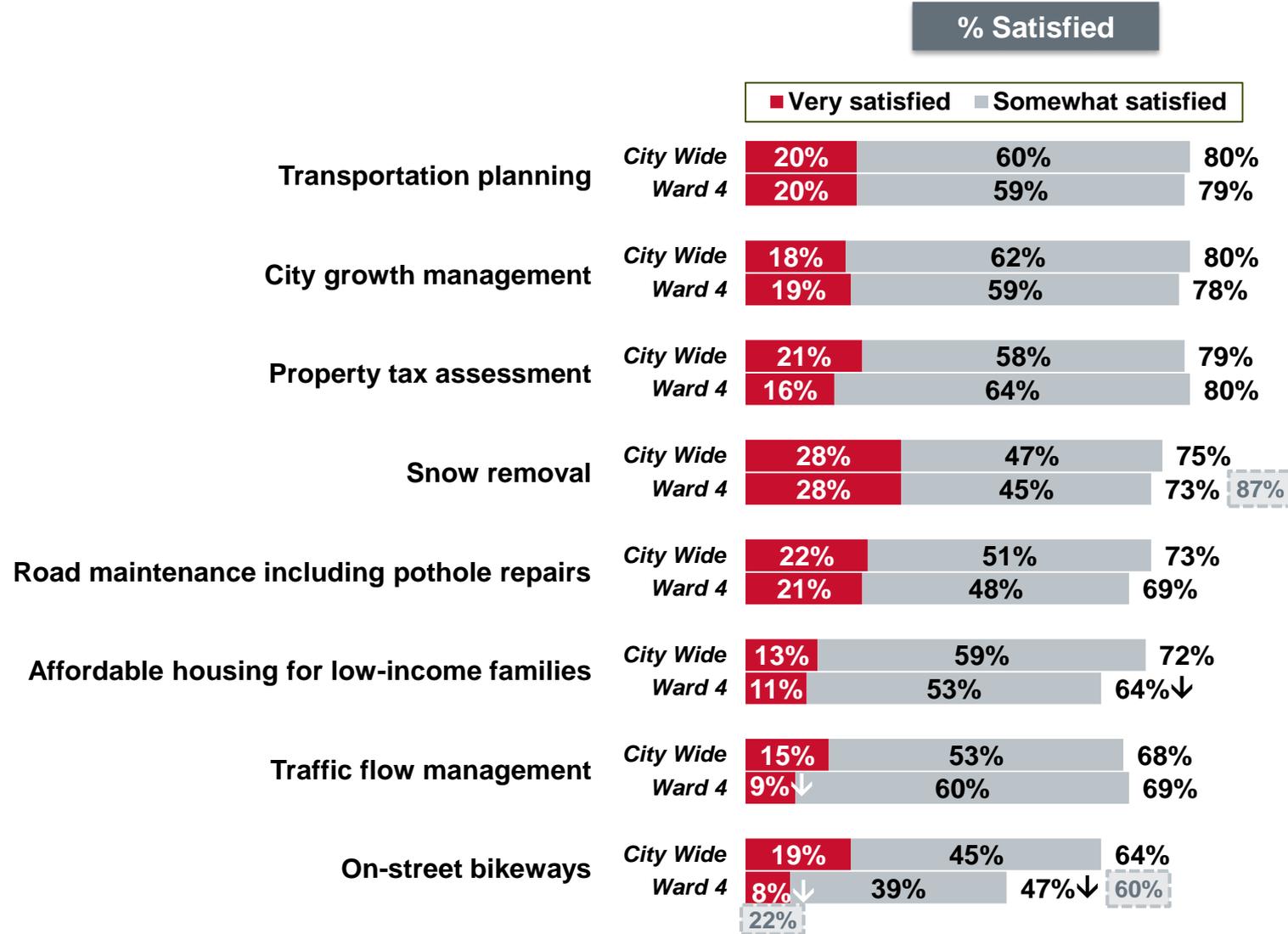


Ward 4 2016

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)

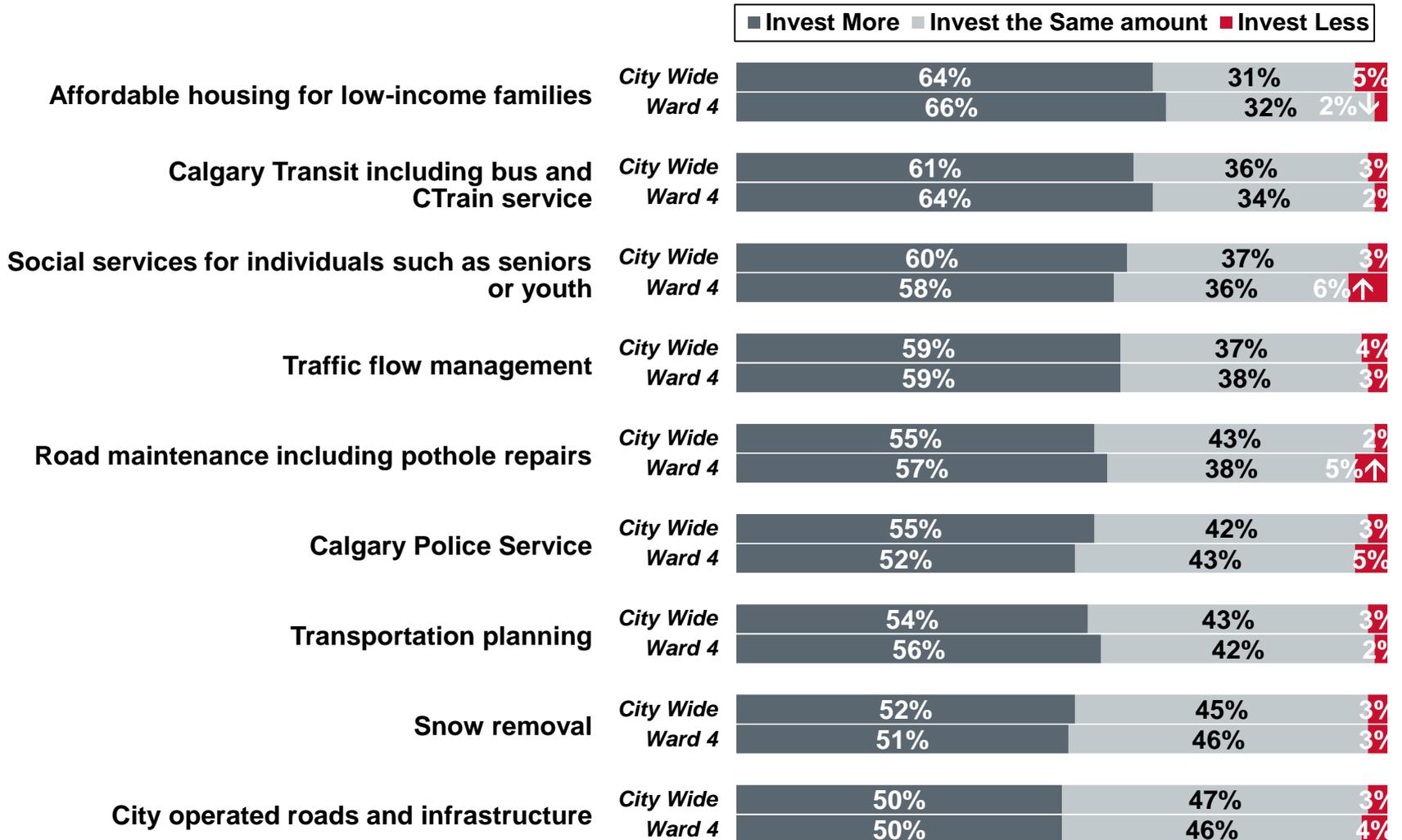


Ward 4 2016

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)



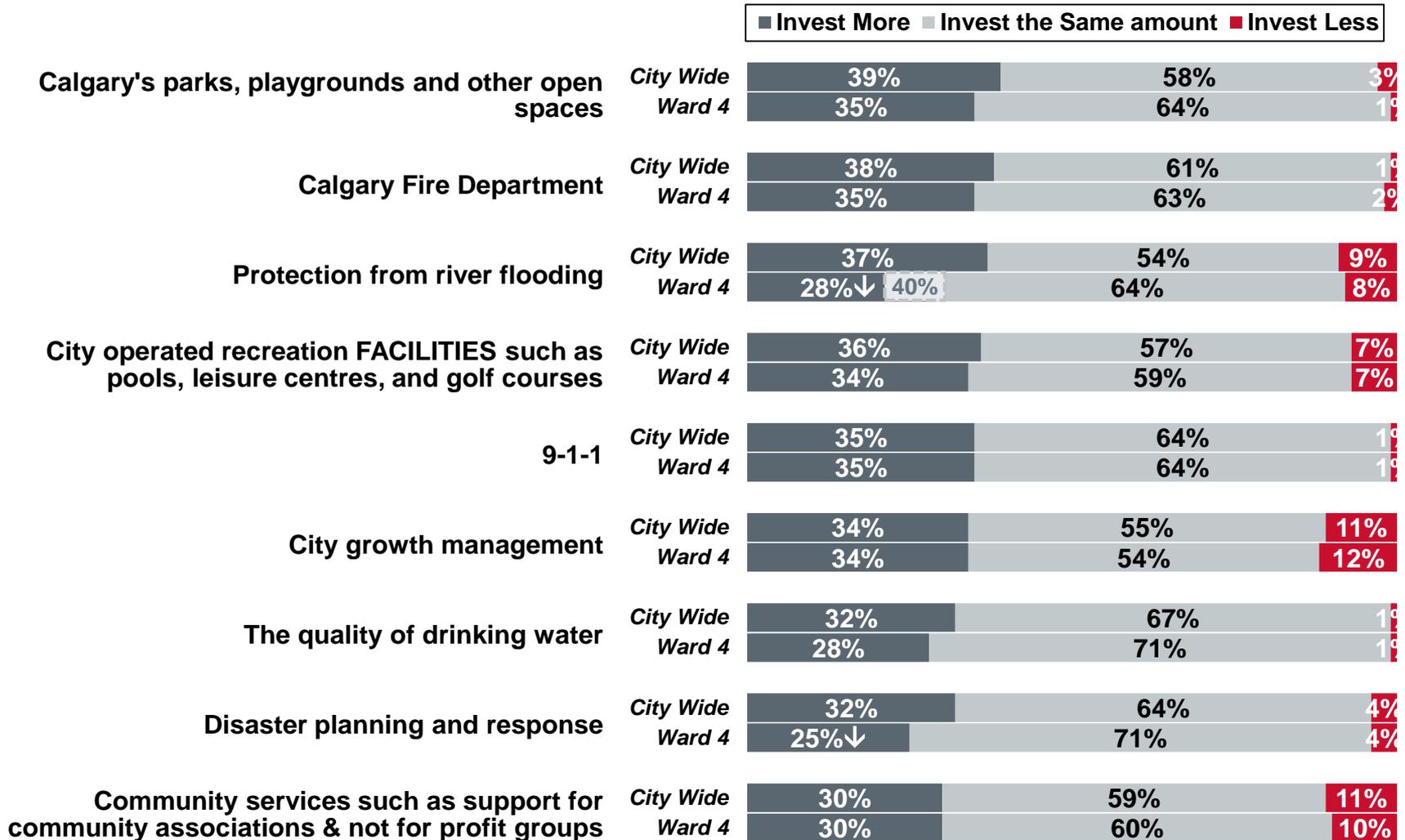
Investment in City Programs and Services



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)



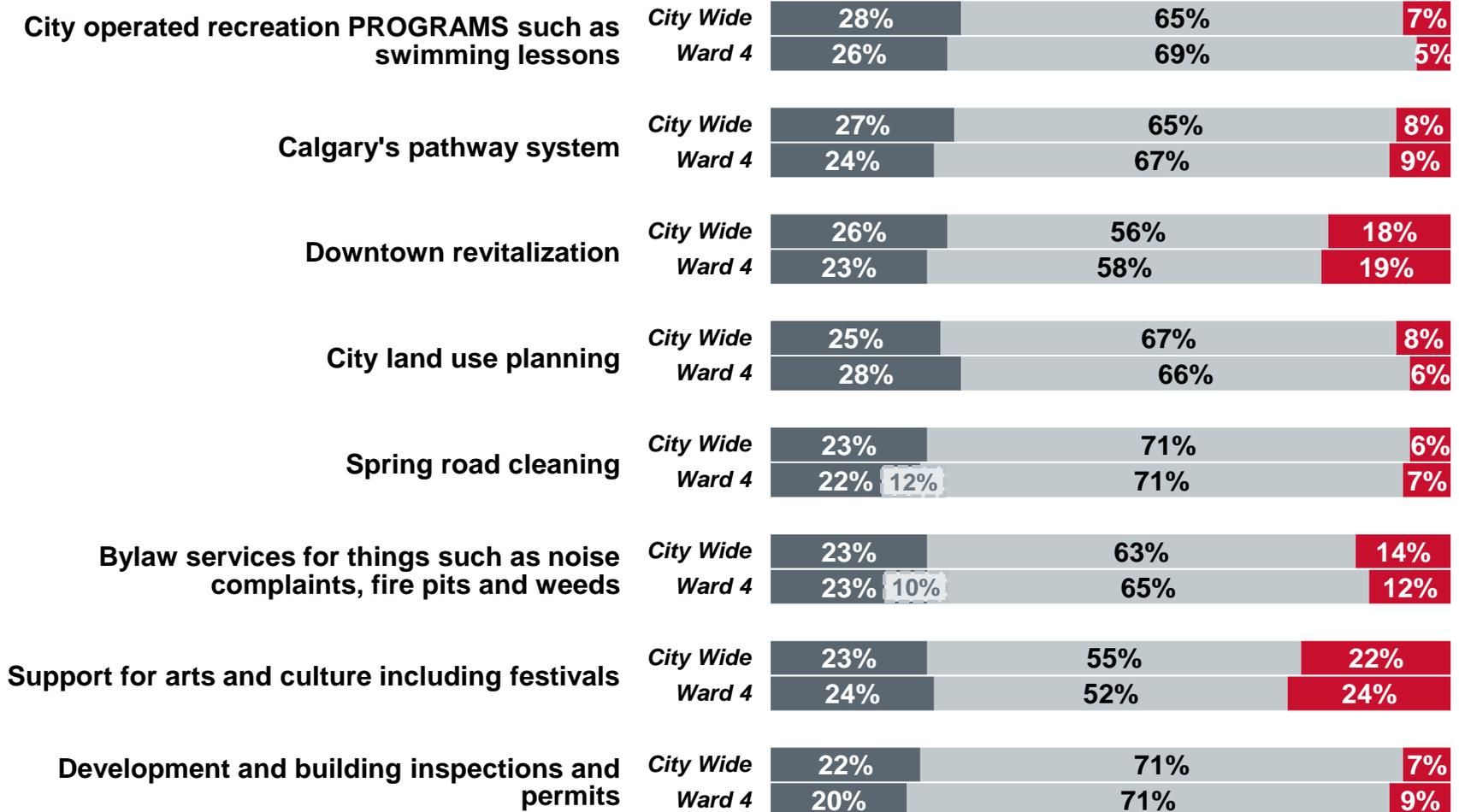
Ward 4 2016

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)

■ Invest More ■ Invest the Same amount ■ Invest Less



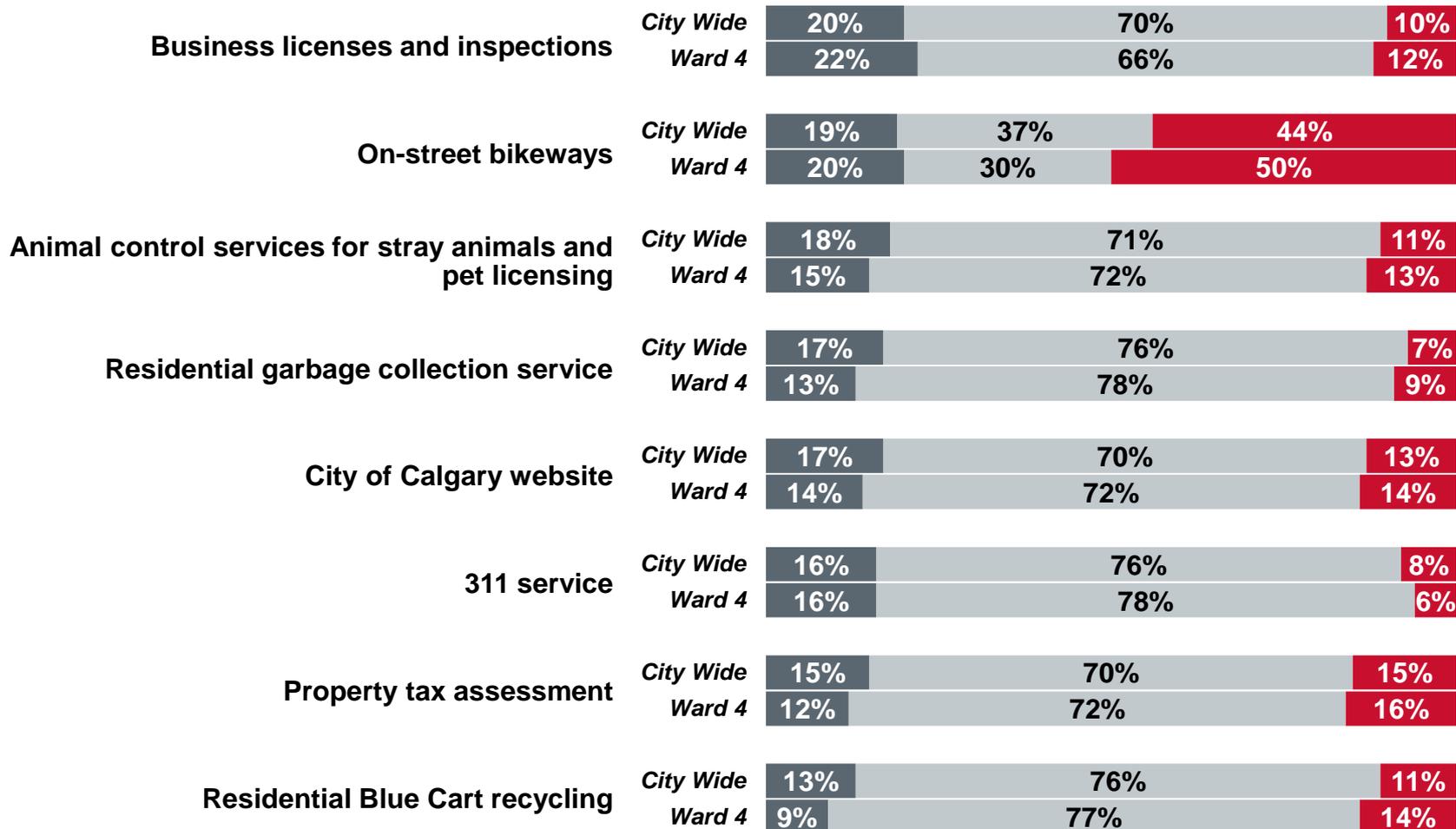
Ward 4 2016

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)

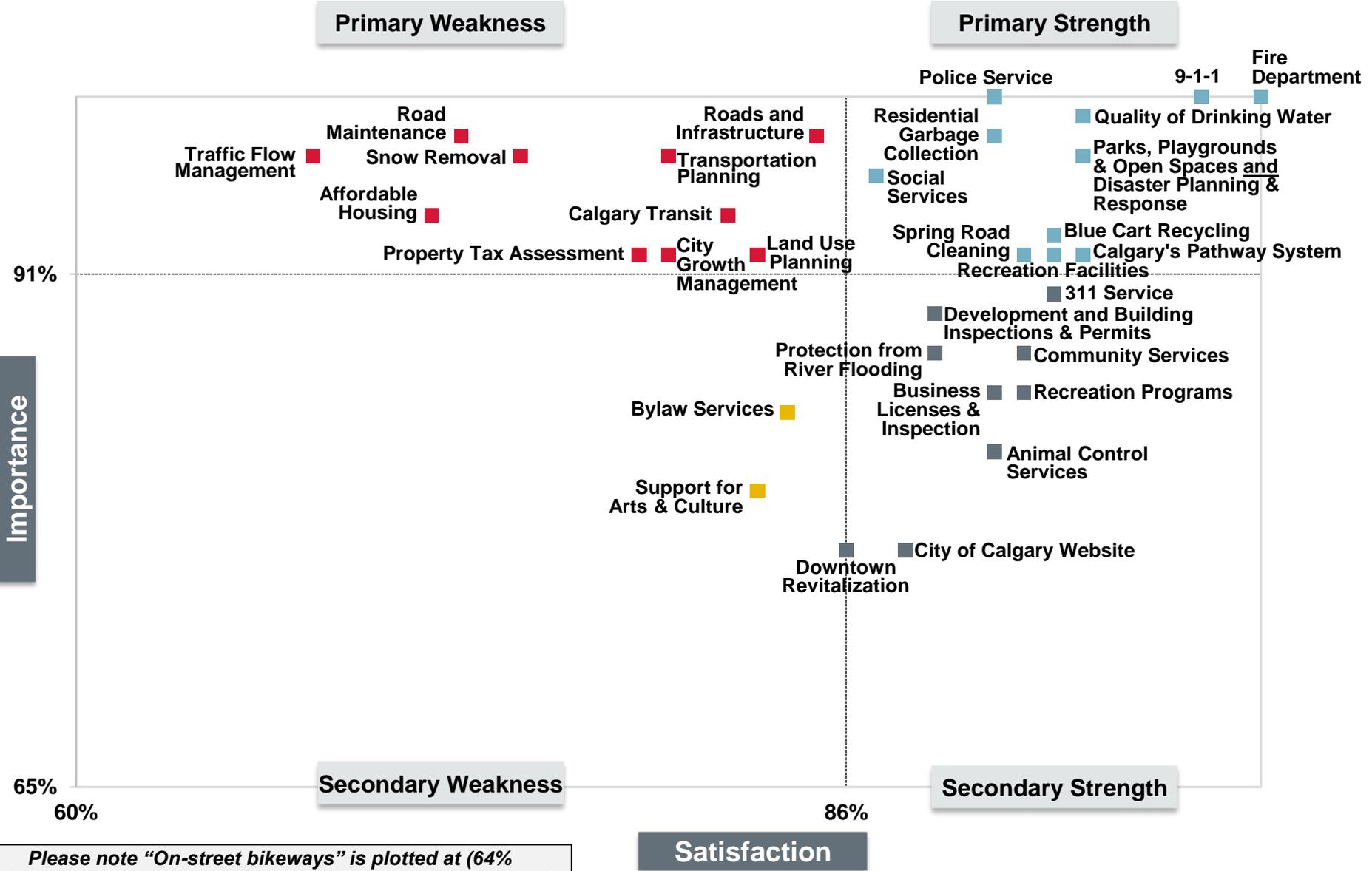
■ Invest More ■ Invest the Same amount ■ Invest Less



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)



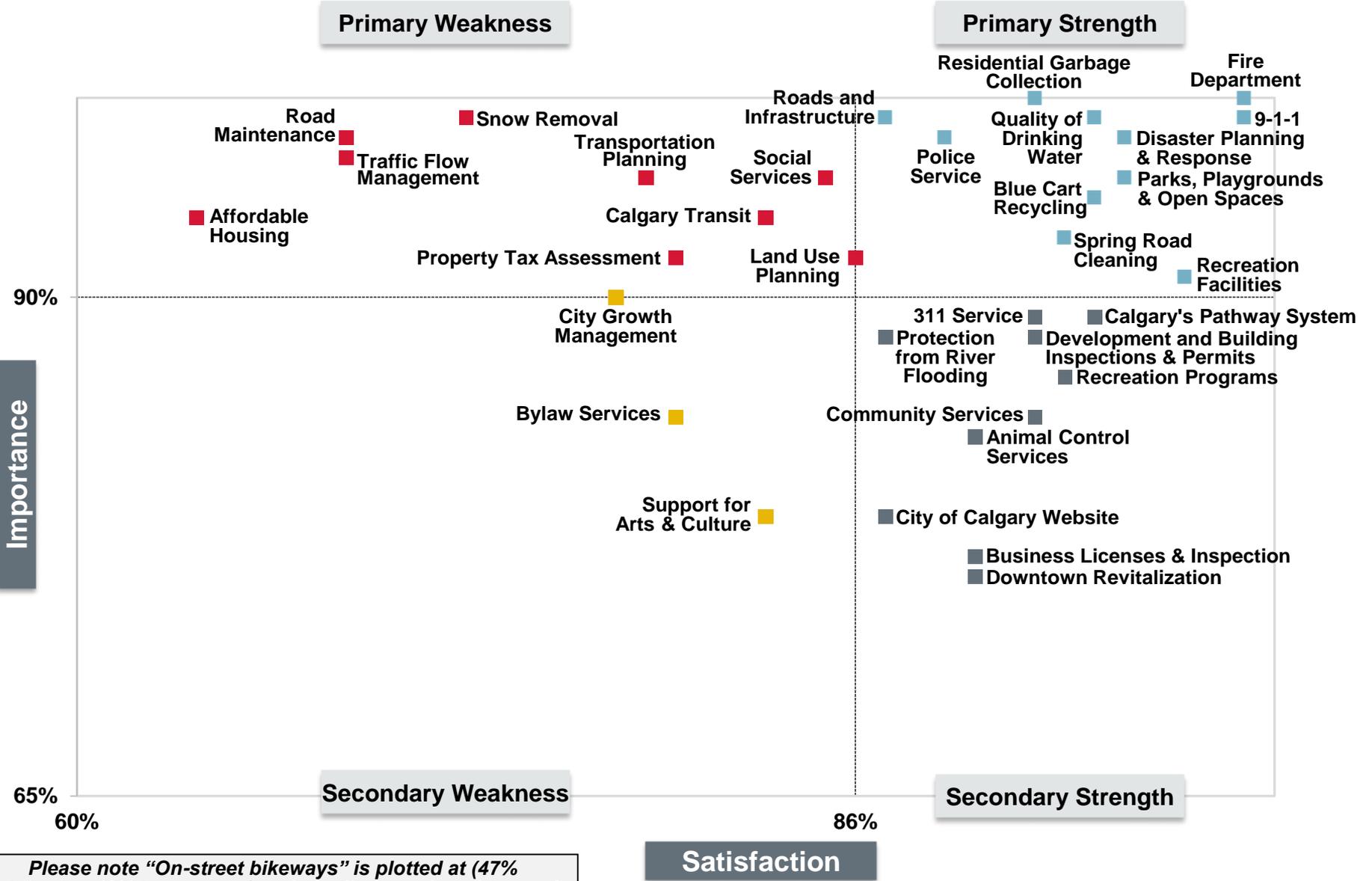
Importance vs. Satisfaction Grid: City Wide



Please note "On-street bikeways" is plotted at (64% satisfaction, 55% importance) and not illustrated on this graph.



Importance vs. Satisfaction Grid: Ward 4



Please note "On-street bikeways" is plotted at (47% satisfaction, 48% 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	Blue	Blue
9-1-1	Blue	Blue
Residential Garbage Collection	Blue	Blue
Quality of Drinking Water	Blue	Blue
Police Service	Blue	Blue
Parks, Playgrounds and Open Spaces	Blue	Blue
Disaster Planning and response	Blue	Blue
Calgary's Pathway System	Blue	White
Spring Road Cleaning	Blue	Blue
Blue Cart Recycling	Blue	Blue
Recreation Facilities	Blue	Blue
Social Services	Blue	Red
Traffic Flow Management	Red	Red
Affordable Housing	Red	Red
Property Tax Assessment	Red	Red
Road Maintenance	Red	Red
Transportation Planning	Red	Red
Snow Removal	Red	Red
City Growth Management	Red	White
Calgary Transit	Red	Red
Roads and Infrastructure	Red	Blue
Land Use Planning	Red	Red

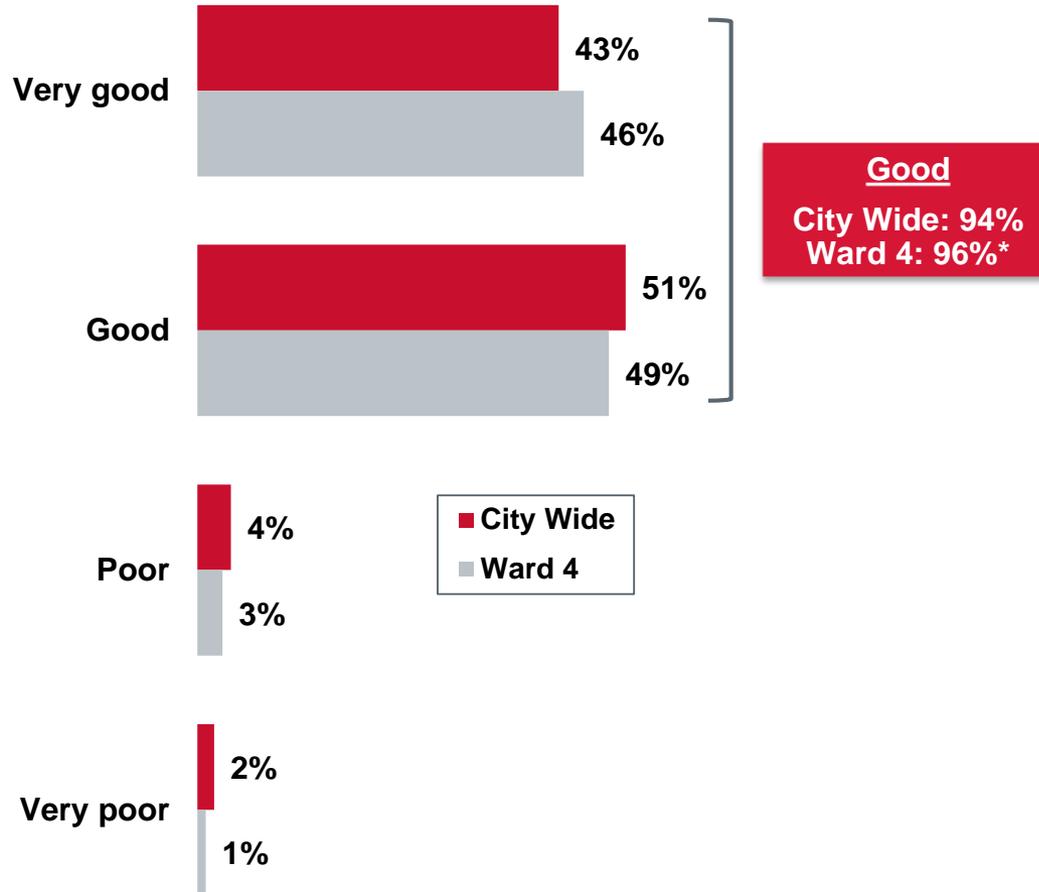


Environmental Performance





Perceptions About Overall State of Calgary's Environment

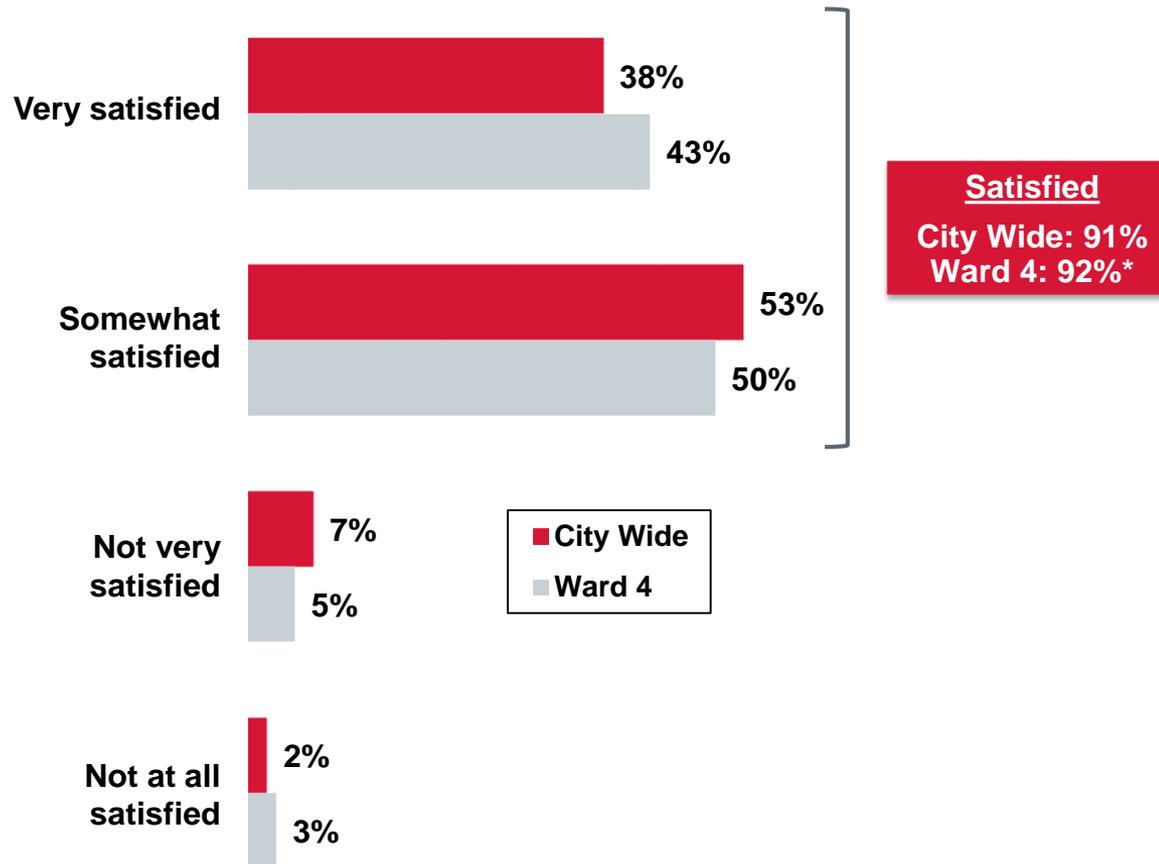


*Rounding

Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?
 Base: Valid respondents (City Wide: n=2,492 / Ward 4: n=210)



Satisfaction with The City's Environmental Performance



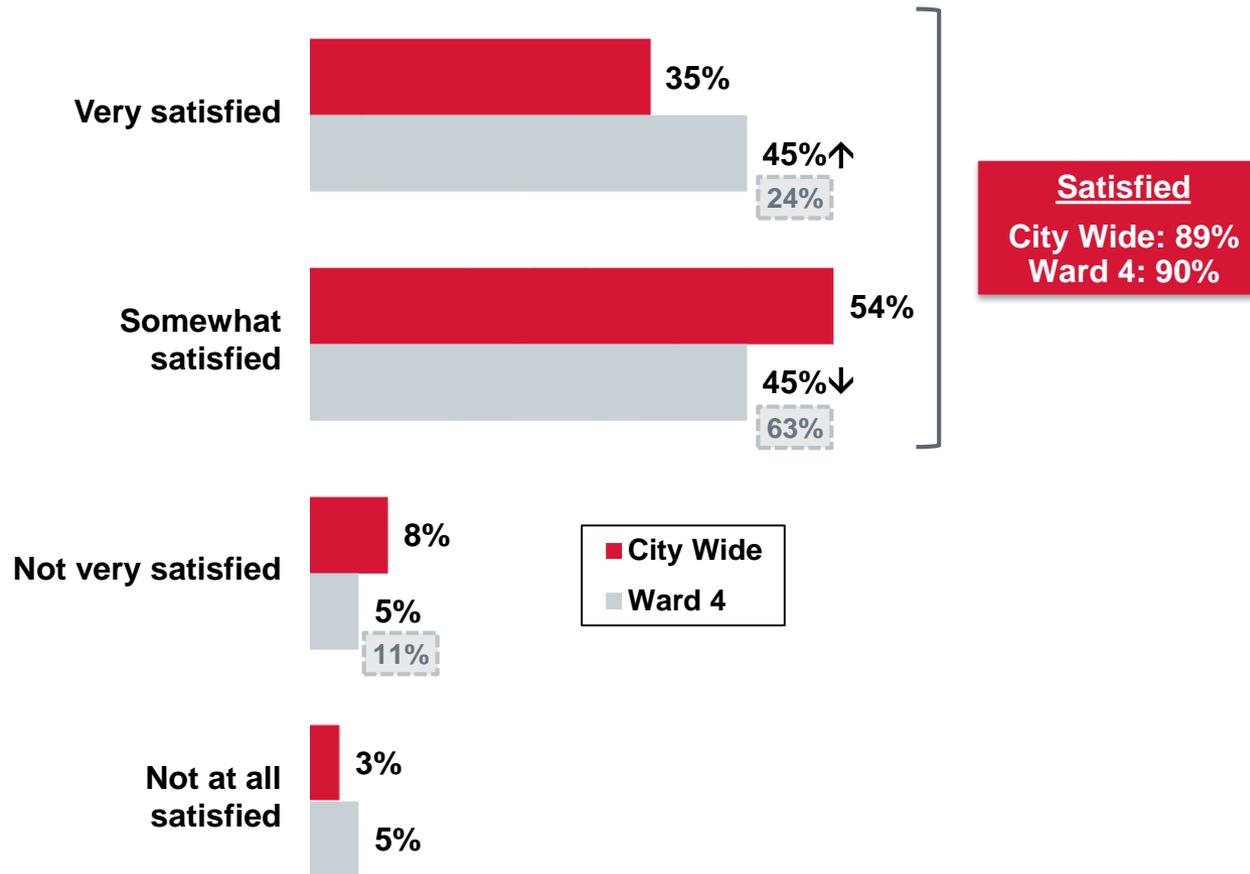
*Rounding

How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: Valid respondents (City Wide: n=2,484 / Ward 4: n=210)



Satisfaction with The City's Environmental Programs and Services



Ward 4 2016

How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?

Base: Valid respondents (City Wide: n=2,478 / Ward 4: n=210)



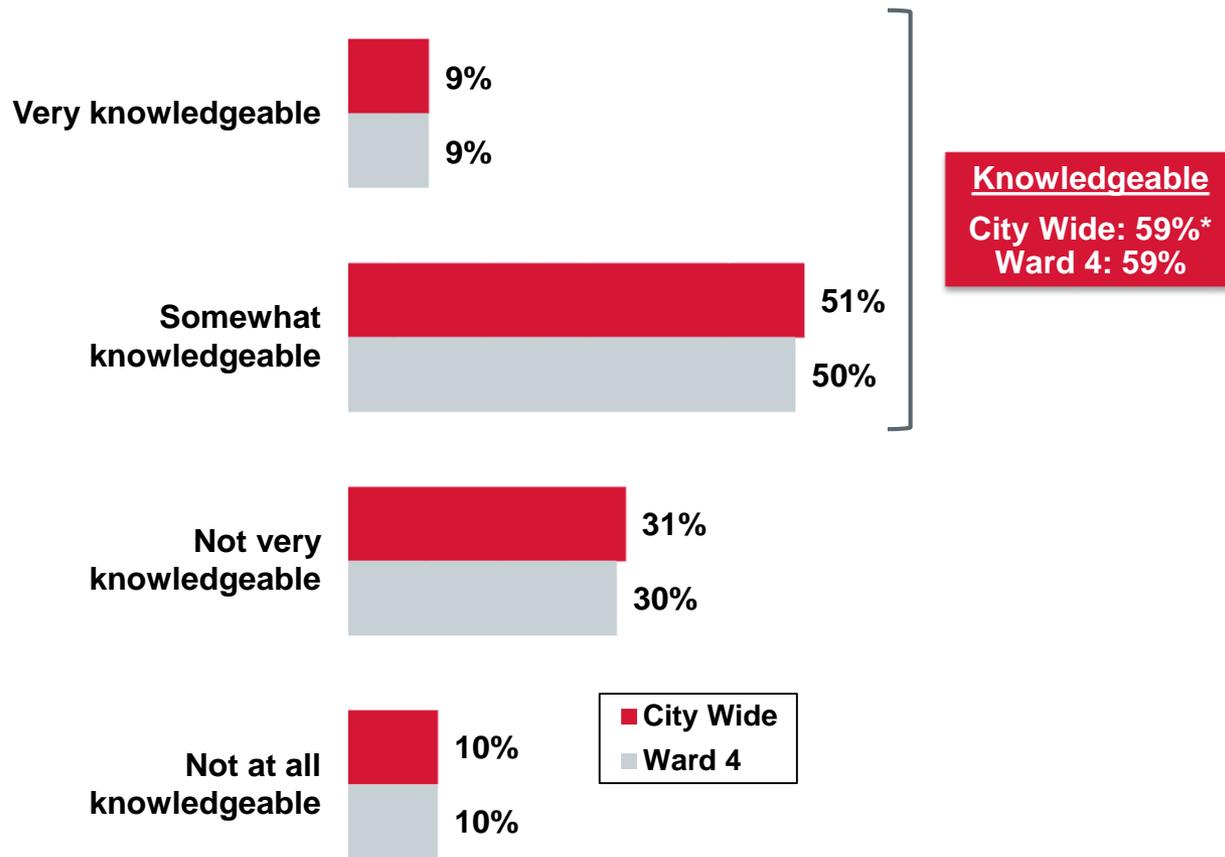
24%

Taxation





Knowledge Levels of Tax Dollar Spending



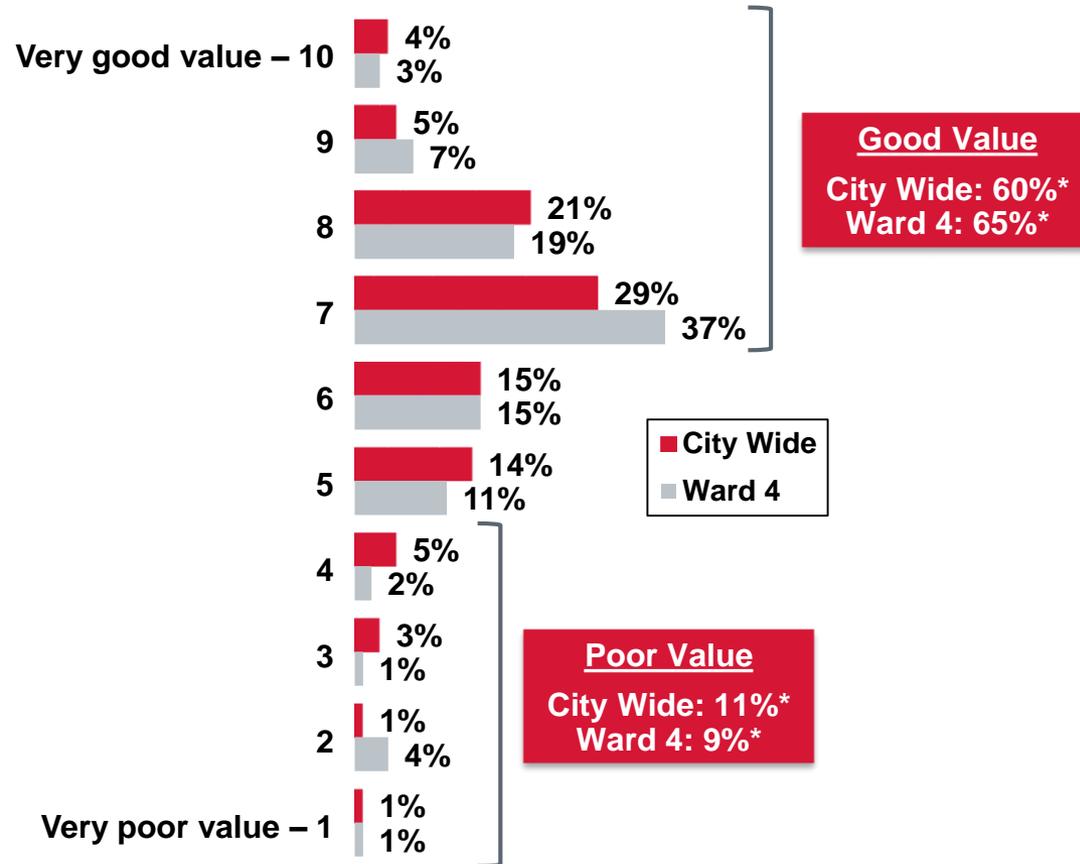
*Rounding

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=2,494 / Ward 4: n=210)



Perceived Value of Property Taxes



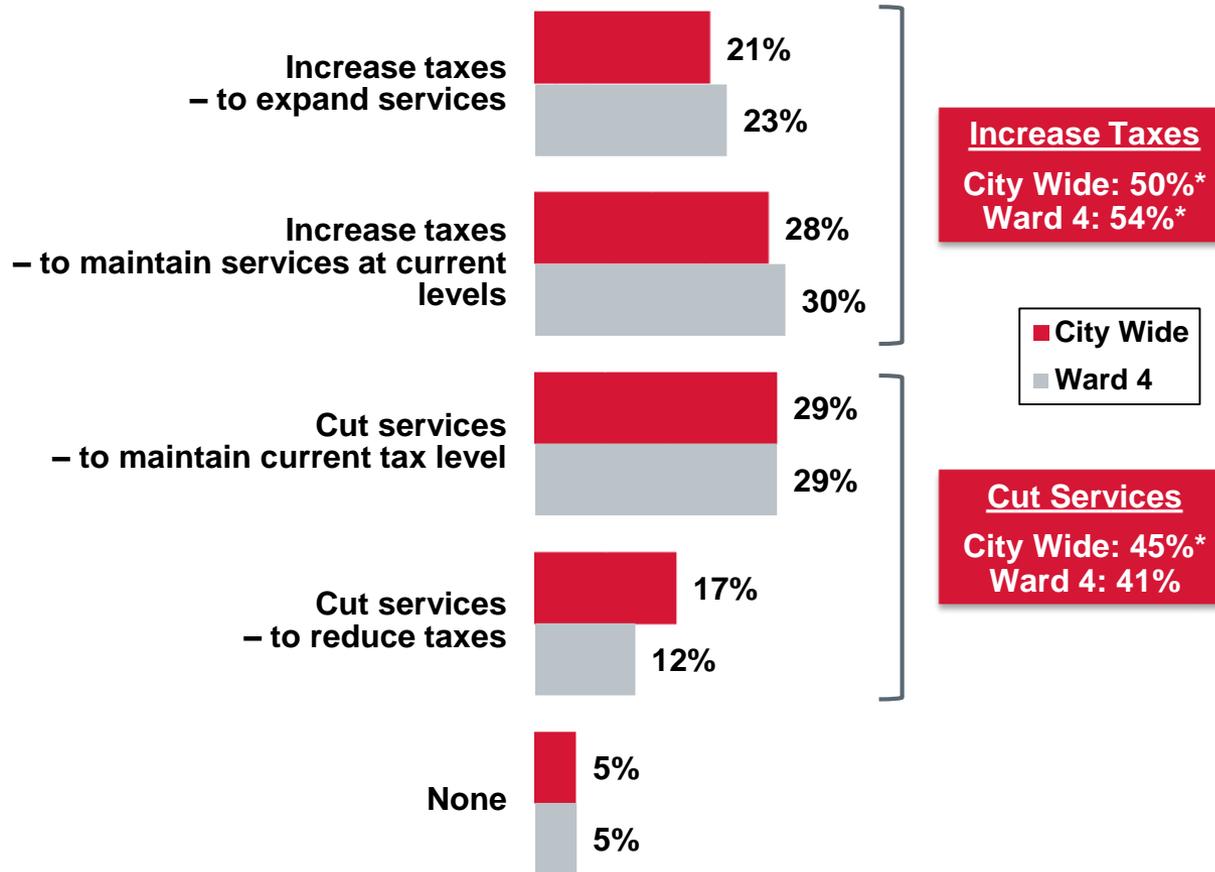
*Rounding

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=2,467 / Ward 4: n=207)



Balancing Taxation and Service Delivery Levels



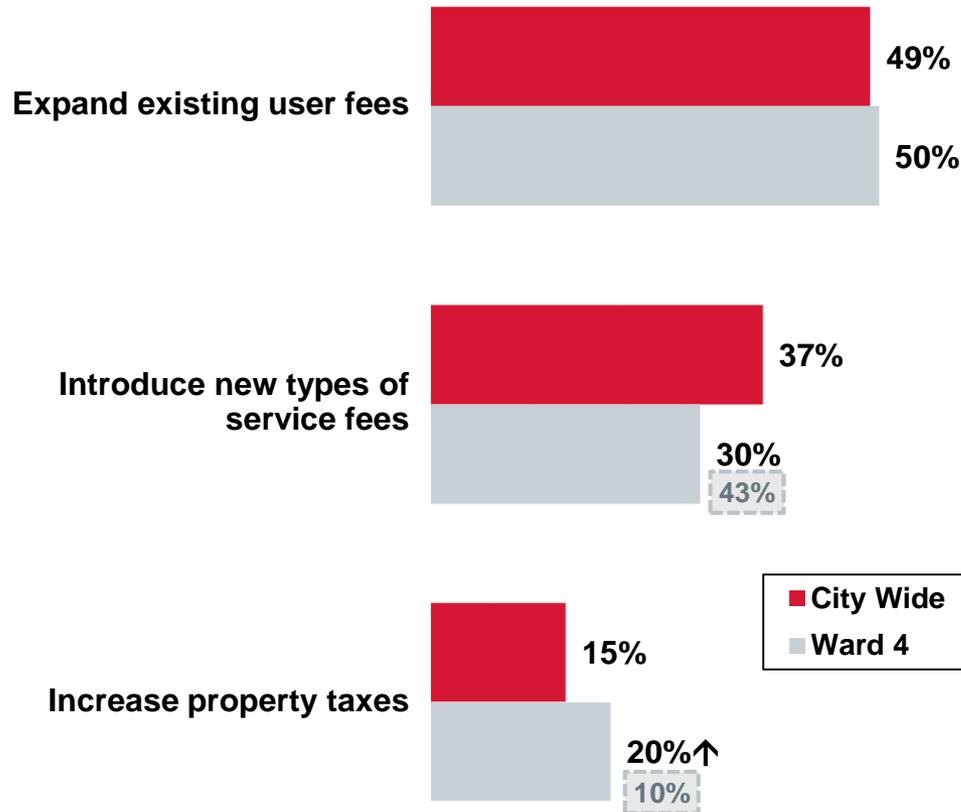
*Rounding

Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?

Base: Valid respondents (City Wide: n=2,459 / Ward 4: n=205)



Options for Increasing City Revenue



Ward 4 2016

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 ...?

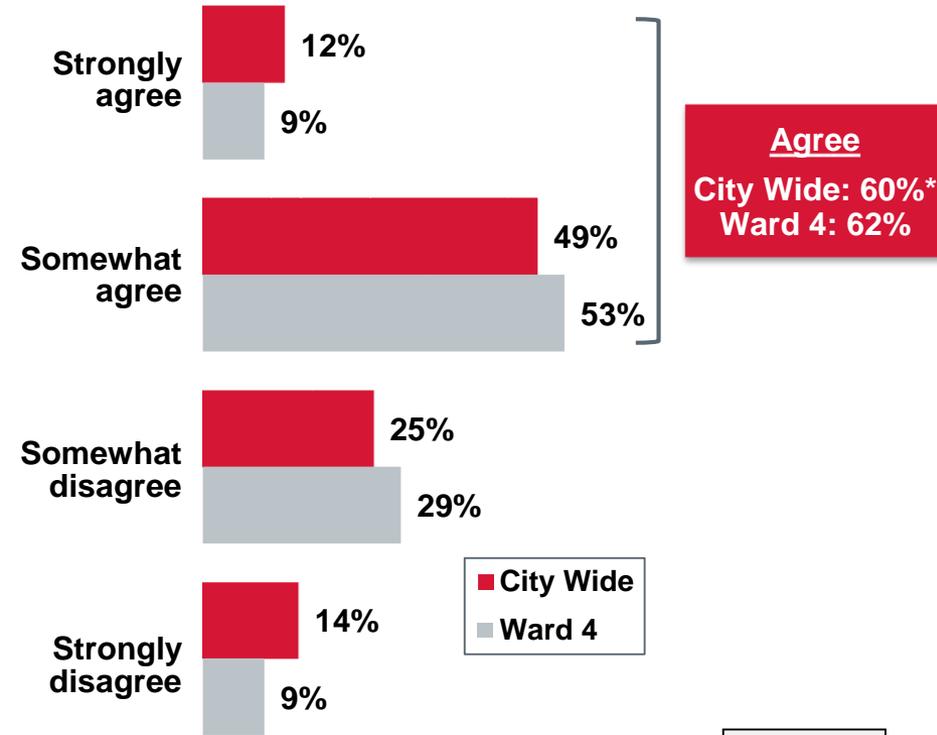
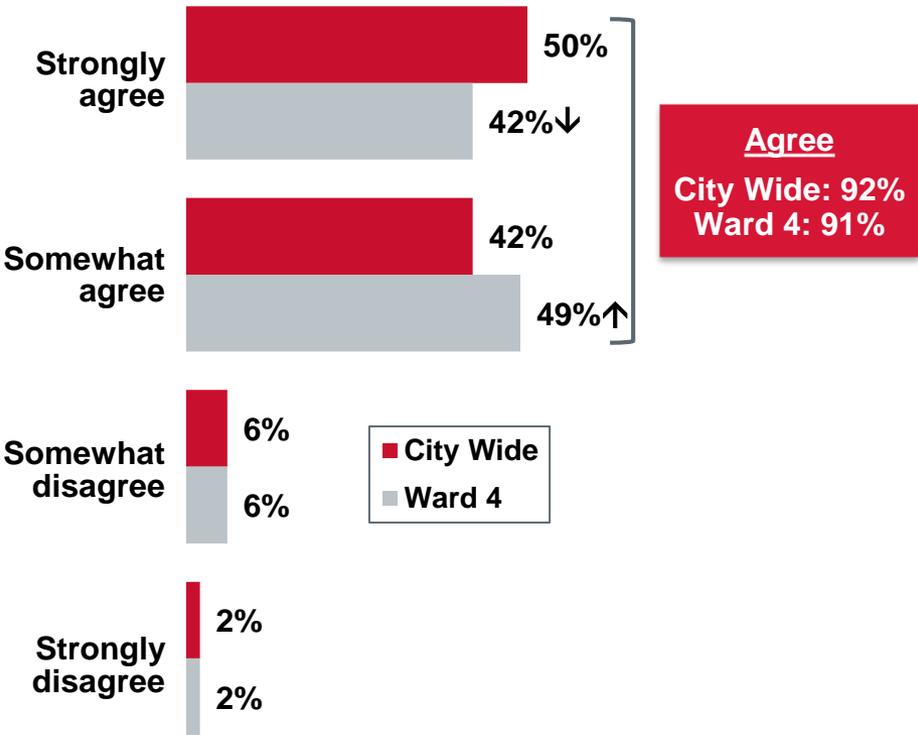
Base: Valid respondents (City Wide: n=2,365 / Ward 4: n=198)



Property Tax Dollar Investment

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

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



*Rounding

Base: Valid respondents (City Wide: n=2,488 / Ward 4: n=209)

Base: Valid respondents (City Wide: n=2,464 / Ward 4: n=208)

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

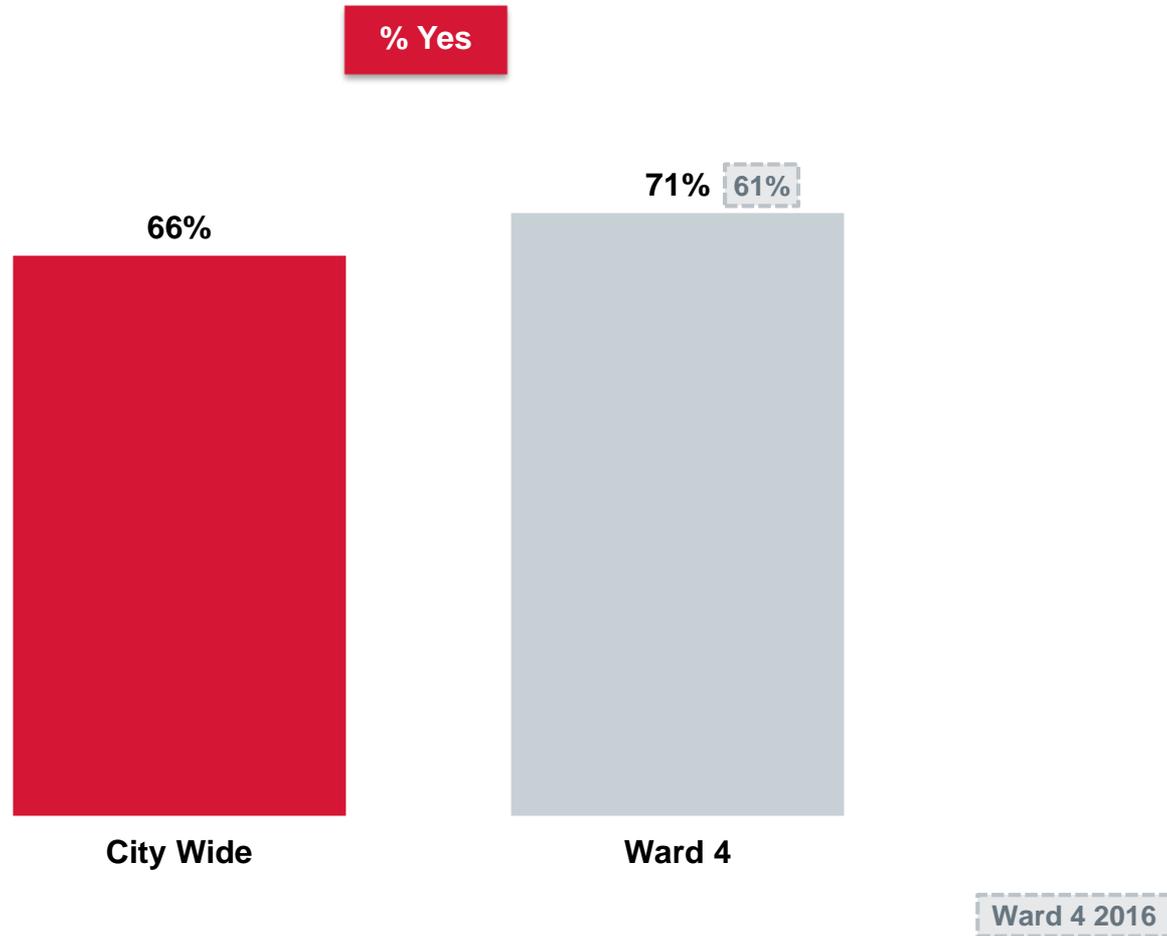


Contact with The City





Past 12 Months Contact with The City of Calgary

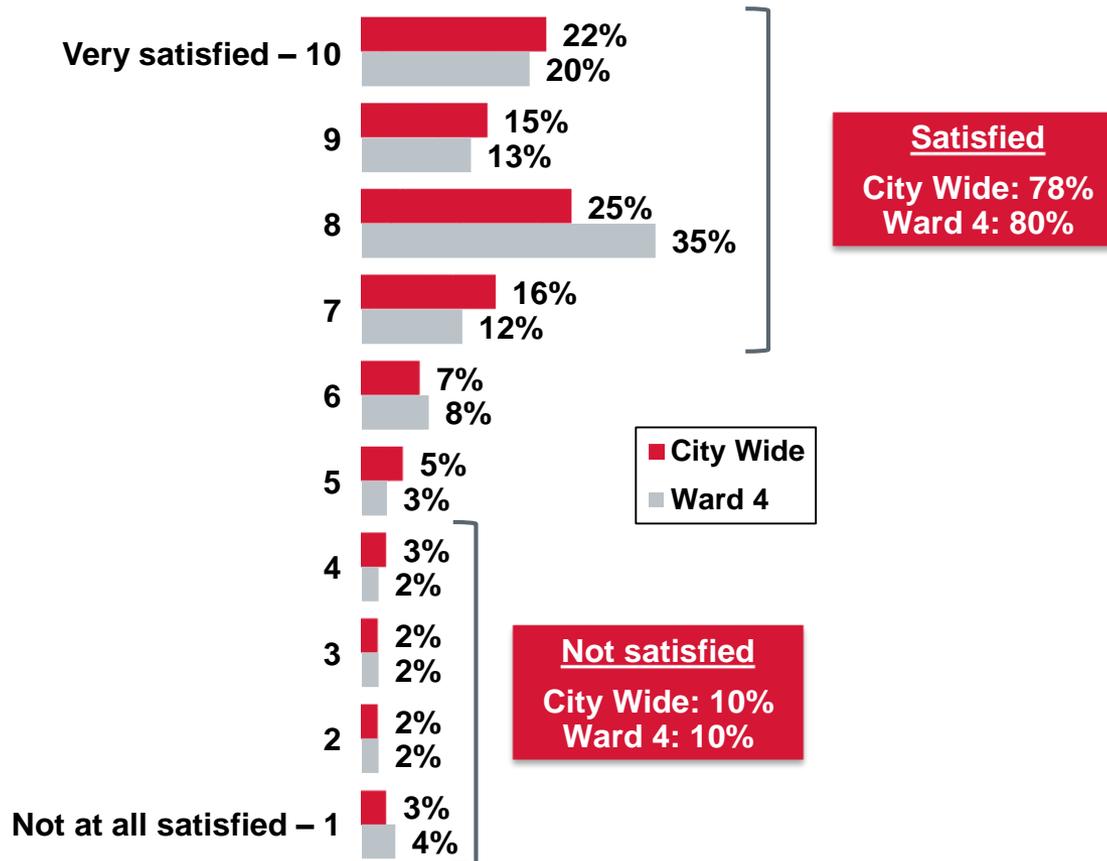


Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,494 / Ward 4: n=209)



Satisfaction with the Overall Level and Quality of Customer Service



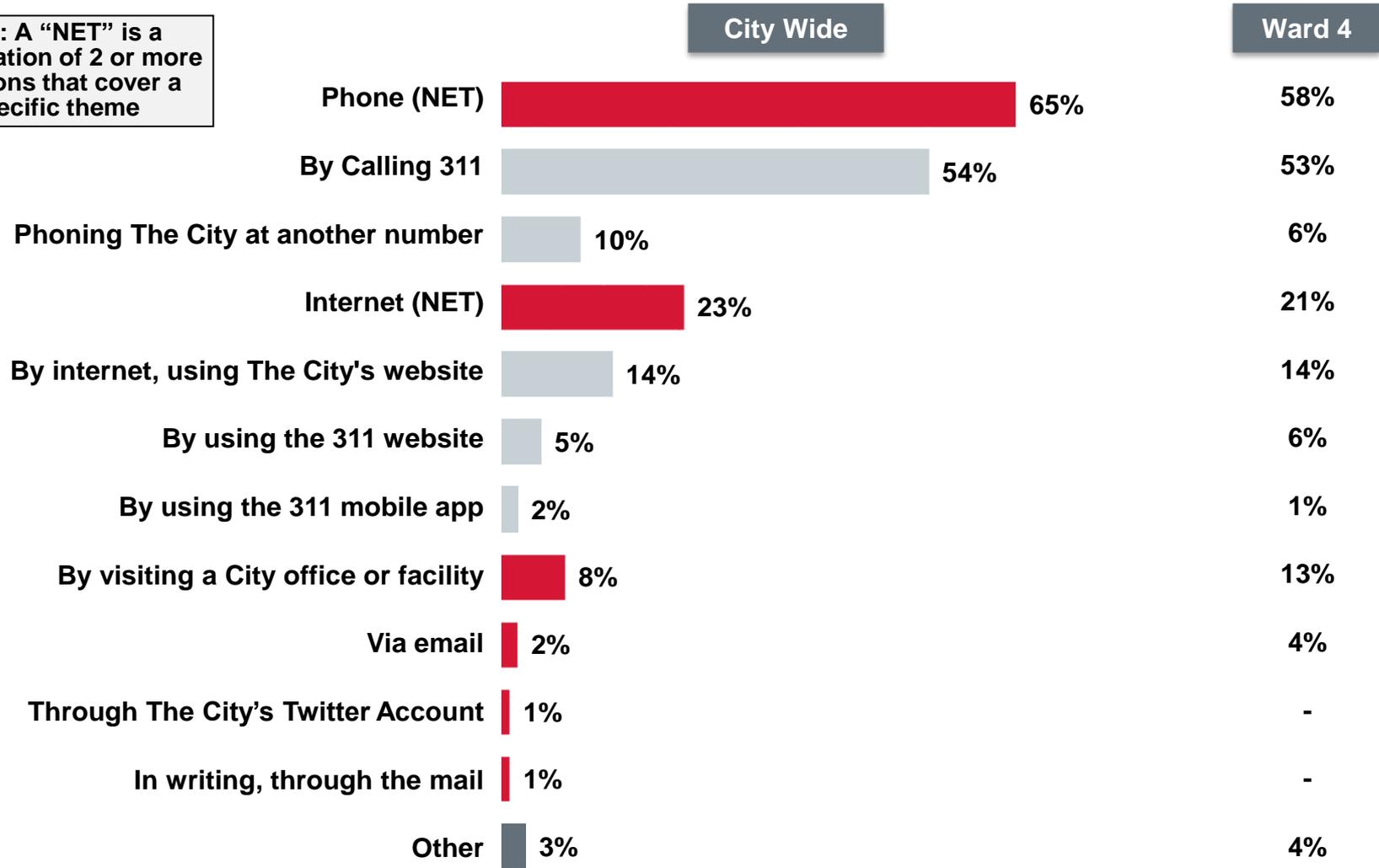
On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,649 / Ward 4: n=148)



Type of Contact

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

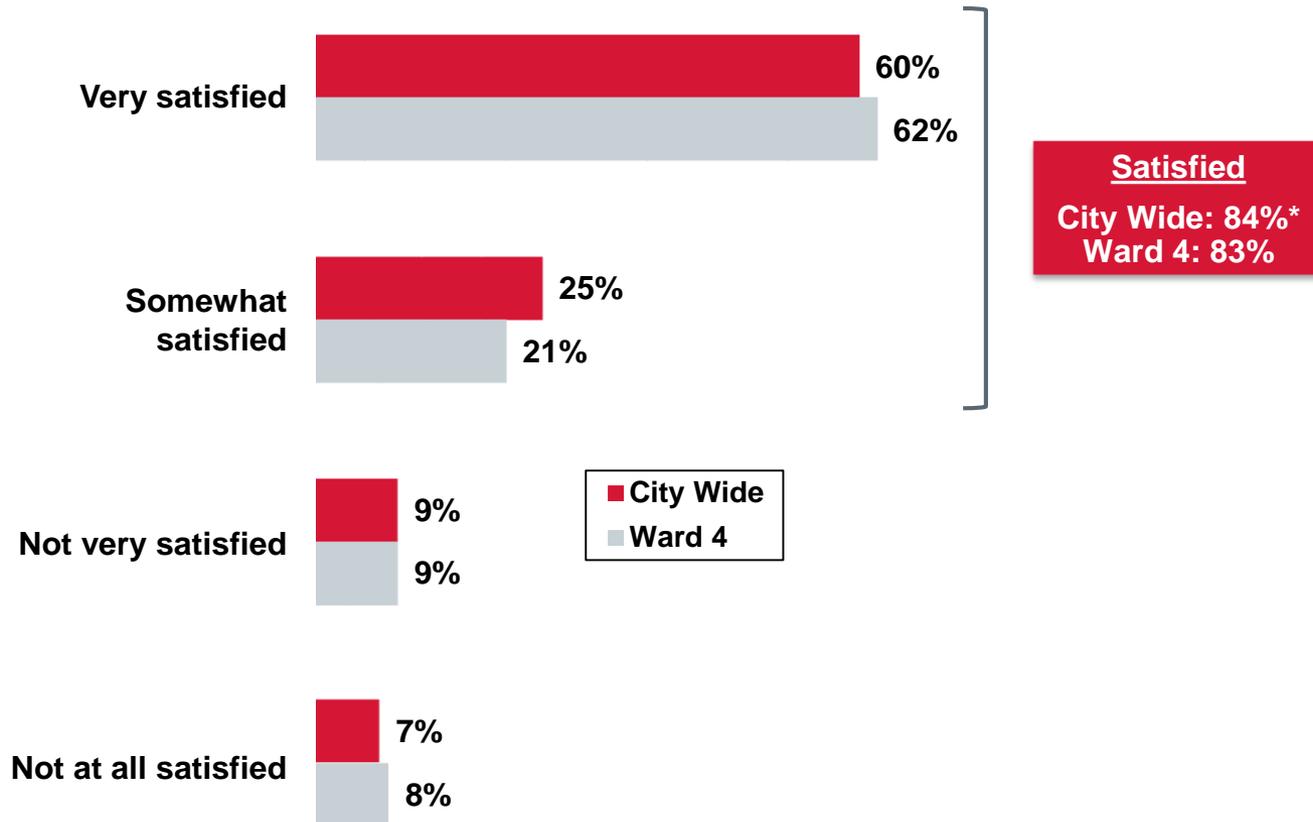


When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,084 / Ward 4: n=100)



Satisfaction with Most Recent City Contact



*Rounding

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

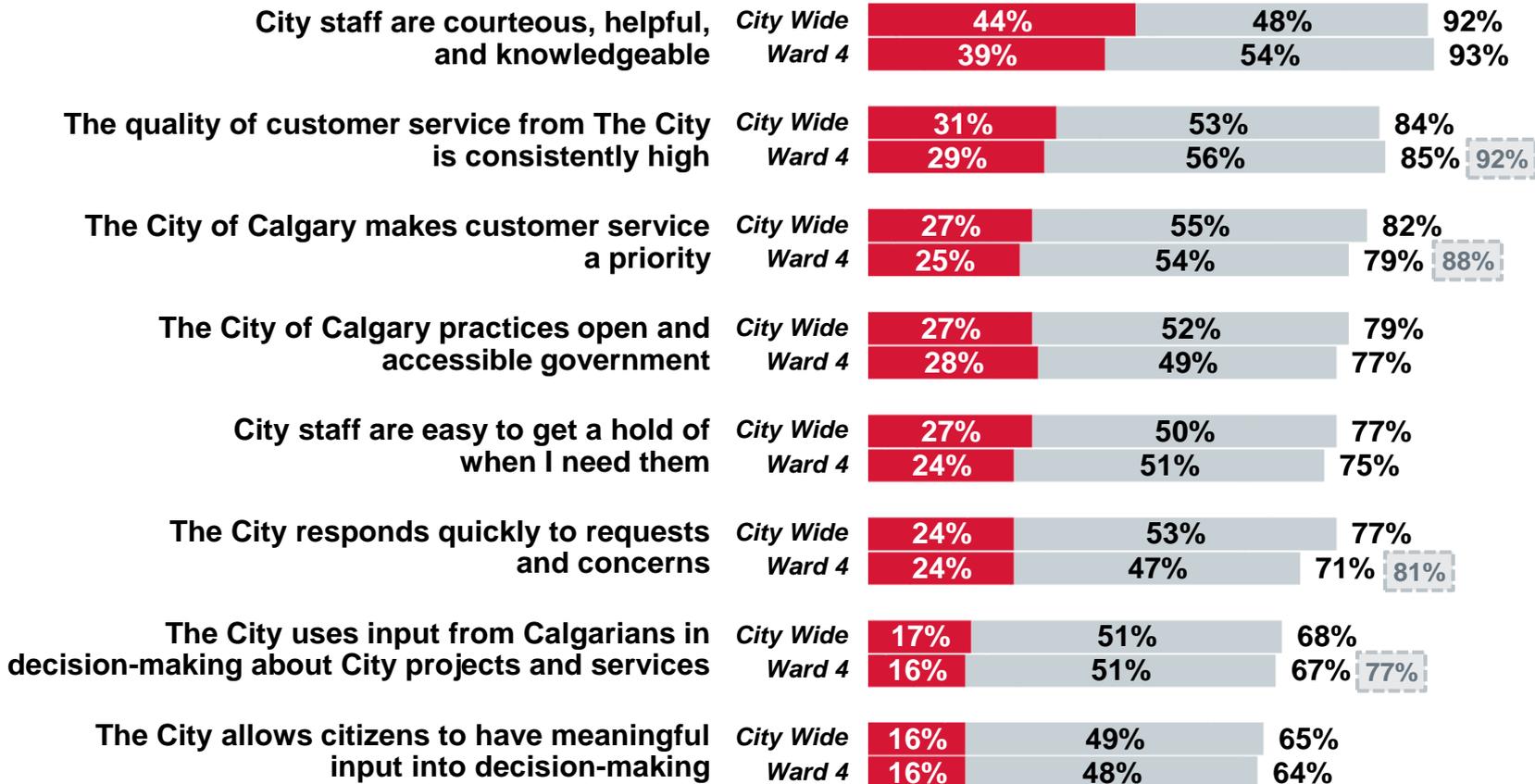
Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,085 / Ward 4: n=101)



Attitudes Regarding City Service Delivery and Transparency

% Agree

■ Strongly agree ■ Somewhat agree



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

Ward 4 2016

Base: Valid respondents (Bases vary)

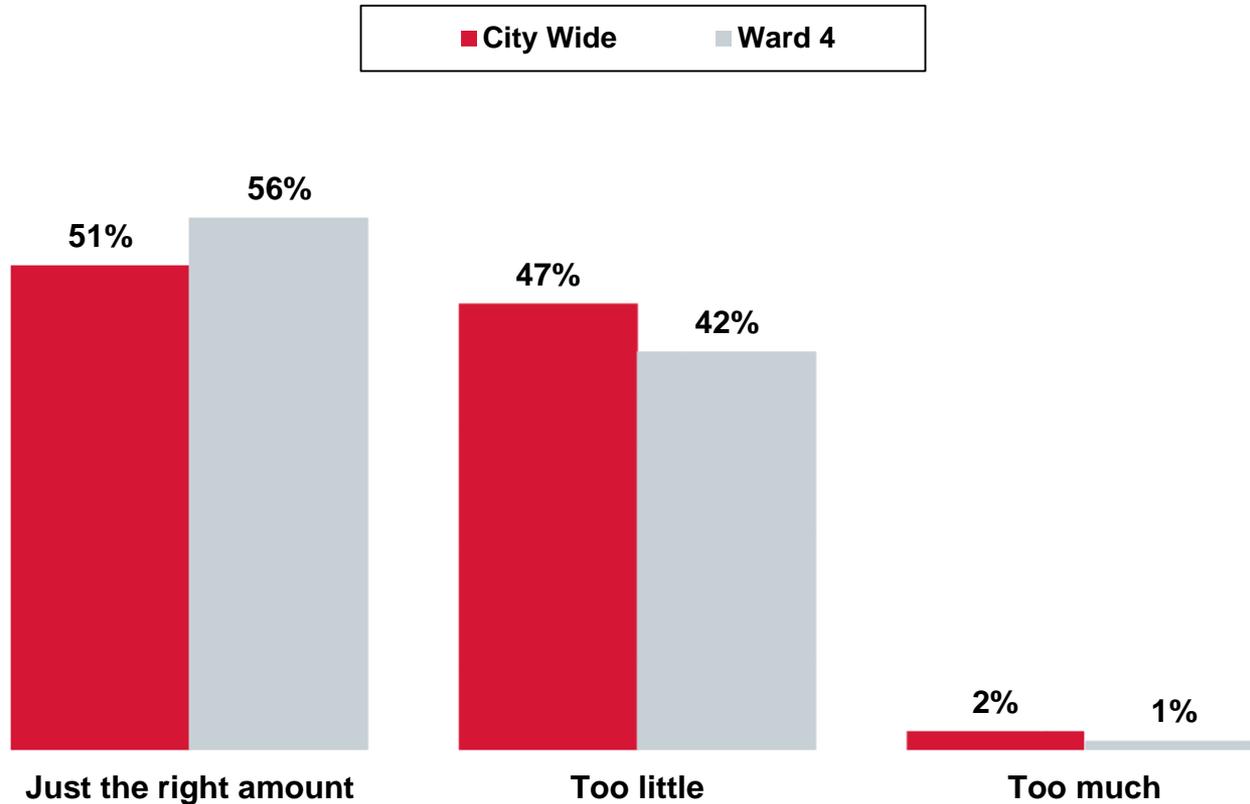


City Communications





The Amount of Information Received



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

Base: Valid respondents (City Wide: n=2,474 / Ward 4: n=207)



Top Areas for Information from The City

Ward 4

Multiple Responses

Budget & Spending (NET)	36%	33%
Taxes/ government spending	33%	28%
Infrastructure, Traffic & Roads (NET)	32%	32%
Roads	13%	14%
Construction	6%	7%
Infrastructure (unspecified)	5%	4%
Planning & Development (NET)	16%	17%
Planning/ future growth	9%	11%
Land use planning/ development	4%	5%
Taxation (NET)	16%	17%
Taxes/ taxation (unspecified)	10%	10%
Property taxes	5%	6%
Transit (NET)	15%	17%
Transit	7%	9%
Transportation (unspecified)	7%	6%
Government (NET)	12%	14%
Recreation (NET)	9%	12%
Recreation/ leisure centres/ programs	7%	10%
Community & Social Services (NET)	9%	6%
City Services (NET)	8%	7%
Crime, Safety & Policing (NET)	8%	6%
Media (NET)	6%	4%
Environment & Waste Management (NET)	5%	5%
City/ public art displays	5%	5%

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

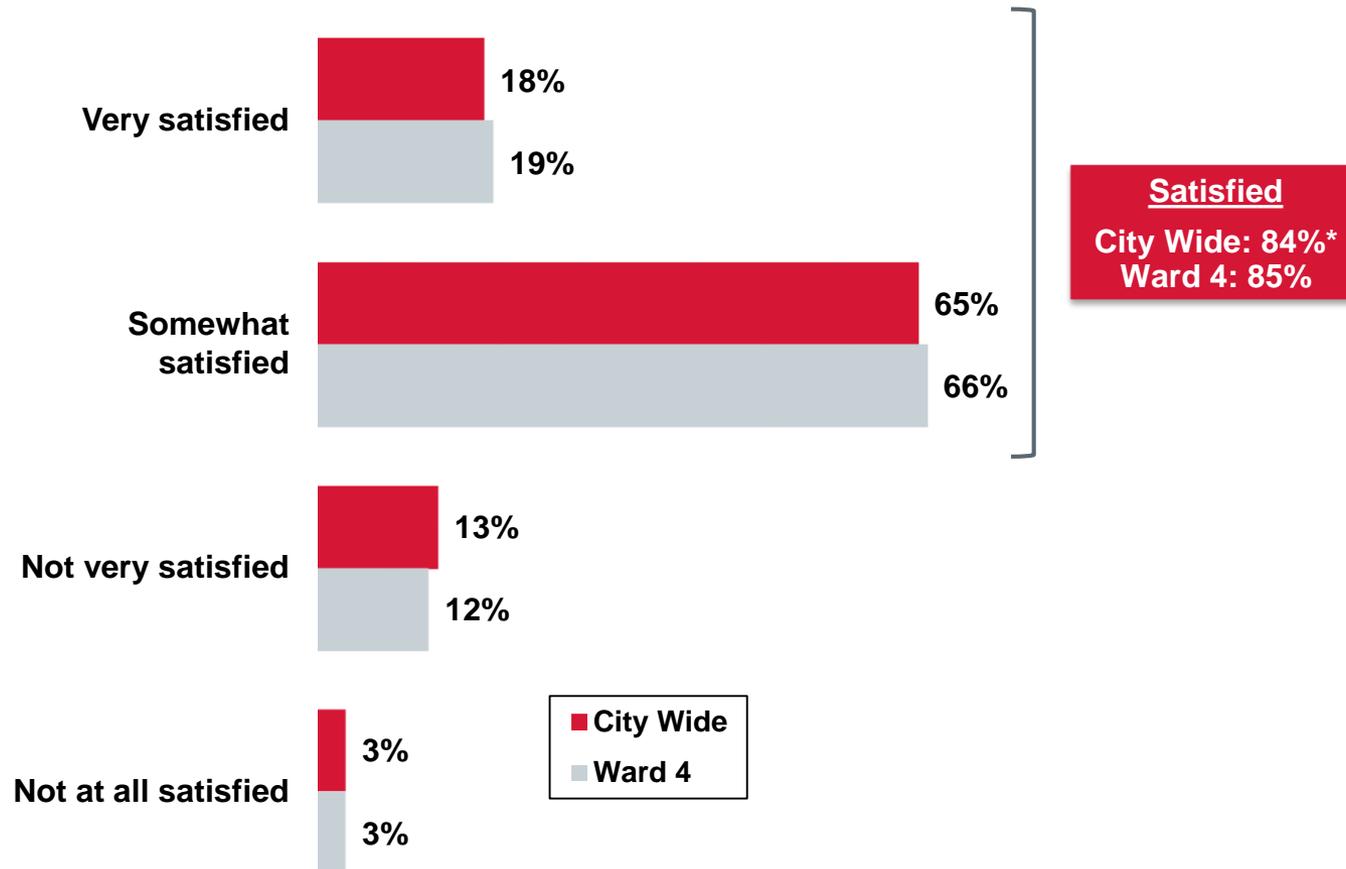
Total mentions <3% are not shown

What are the top three areas where you would like The City to provide more information?

Base: Valid respondents who say they receive too little or just the right amount of information (City Wide: n=2,172 / Ward 4: n=188)



Satisfaction with the Overall Quality of City Information and Communications



*Rounding

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

Base: Valid respondents (City Wide: n=2,484 / Ward 4: n=208)



Demographics





Demographics

Gender

	City Wide	Ward 4
Male	49%	53%
Female	51%	47%

Education

	City Wide	Ward 4
Completed high school or less	18%	17%
Some post secondary or completed a college diploma	35%	40%
Completed university degree or post-grad degree	47%	43%

Age

	City Wide	Ward 4
18 to 24	13%	11%
25 to 34	20%	17%
35 to 44	17%	17%
45 to 54	20%	19%
55 to 64	14%	18%
65 or older	16%	17%
<i>Mean</i>	<i>45</i>	<i>47</i>

Income

	City Wide	Ward 4
Less than \$30,000	7%	6%
\$30,000 to <\$45,000	9%	14%
\$45,000 to <\$60,000	11%	10%
\$60,000 to <\$75,000	8%	9%
\$75,000 to <\$90,000	9%	6%
\$90,000 to <\$105,000	10%	14%
\$105,000 to <\$120,000	10%	13%
\$120,000 to <\$150,000	14%	10%
\$150,000 or more	23%	18%

Base: Valid respondents (Bases vary)



Tenure in Calgary

	City Wide	Ward 4
Less than 5 years	7%	5%
5 to less than 10 years	9%	8%
10 to less than 15 years	11%	9%
15 to less than 20 years	12%	9%
20 to less than 30 years	24%	23%
30 to less than 40 years	16%	15%
40 or more	21%	32%
<i>Mean</i>	26	30

Household Size

	City Wide	Ward 4
1	13%	11%
2	31%	34%
3	19%	20%
4	22%	23%
5 or more	15%	12%
<i>Mean</i>	3.0	2.9

Children and Seniors in Household

	City Wide	Ward 4
Yes - Children	36%	33%
Yes - Seniors	17%	21%

Type of Home

	City Wide	Ward 4
Single-detached house	71%	77%
Apartment or apartment-style condominium	13%	3%
Duplex, triplex or fourplex	8%	8%
Townhouse or rowhouse	7%	9%
Another type of multi-dwelling unit	1%	2%

Own or Rent

	City Wide	Ward 4
Own	76%	74%
Rent	21%	25%
Other	-	-
Neither	2%	1%

Responsible for Property Taxes

	City Wide	Ward 4
Yes	84%	86%
No	16%	14%

Base: Valid respondents (Bases vary)



Respondent Characteristics

Born in Canada

	City Wide	Ward 4
Yes	74%	76%
No	26%	24%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=645)	Ward 4 (n=47)
Less than 12	28%	43%
12 to 17	13%	13%
18 or older	59%	43%
No response	1%	-

Ethnic Background

	City Wide	Ward 4
Caucasian/ White	24%	26%
British	20%	21%
Canadian/ French Canadian	17%	21%
Western European	12%	13%
Southern or Eastern European	9%	9%
East or Southeast Asian	9%	5%
South Asian	6%	5%
Central/ South American or Caribbean	2%	3%
West Asian or Middle Eastern	2%	1%
African	2%	2%
Aboriginal/ First Nations/ Metis	2%	2%

Disability

	City Wide	Ward 4
Yes	16%	15%
No	84%	85%

Visible Minority

	City Wide	Ward 4
Yes	23%	19%
No	77%	81%

Base: Valid respondents (Bases vary)



Contact

Jamie Duncan

Vice President

Ipsos Public Affairs

587.952.4863

email: jamie.duncan@ipsos.com

Sheela Das

Director

Ipsos Public Affairs

587.952.4874

email: sheela.das@ipsos.com

