

Calgary



# 2015 Citizen Satisfaction Survey

## Ward 4 Report

### Prepared for The City of Calgary by:



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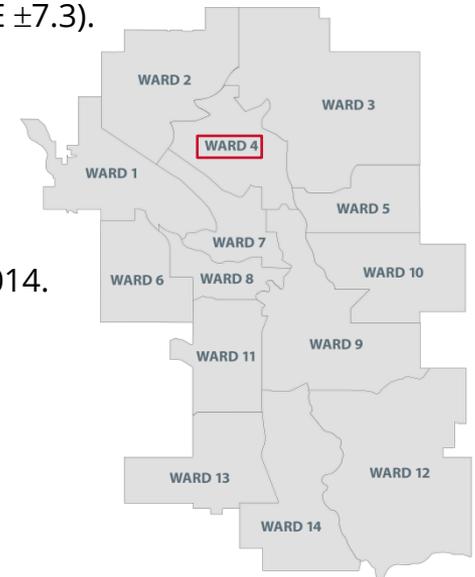


## Table of Contents

<b>I. Methodology</b>	<b>3</b>
<b>II. Summary of Key Findings</b>	<b>4</b>
<b>III. Detailed Findings</b>	<b>8</b>
Issue Agenda	9
Quality of Life	11
City Programs and Services	19
Environmental Performance	40
Taxation	44
Contact with The City	50
City Communications	56
<b>IV. Demographics</b>	<b>59</b>



- ◆ Telephone survey conducted with a randomly selected sample of 2,452 Calgarians aged 18 years and older between August 20th and September 10th, 2015.
  - ❖ Both landline (70%) and cell phone (30%) sample were used.
  - ❖ The average interview length was 30 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 2011 Federal Census data.
- ◆ The margin of error (MOE) for the total sample of 2,452 is  $\pm 2.0$  percentage points, 19 times out of 20.
  - ❖ A total of 185 interviews were conducted with residents of Ward 4 (MOE  $\pm 7.3$ ).
- ◆ Research note on significant differences.
  - ❖ Throughout, City Wide results are compared to results from Ward 4.
    - $\uparrow$  indicates number is significantly higher than City Wide.
    - $\downarrow$  indicates number is significantly lower than City Wide.
  - ❖ Where possible, 2015 results for Ward 4 are compared to those from 2014.
    - Only significant differences are shown.





## Summary of Key Findings





## Summary of Key Findings

### **Among Ward 4 residents, perceptions of the quality of life in Calgary are strong and on par with City wide results.**

- ◆ More than eight-in-ten (84%) Ward 4 residents say the quality of life in Calgary is good, consistent with 86% City wide.
- ◆ Looking at sustainability metrics, agreement with the statement 'I am regularly involved in neighborhood and local community events' is significantly lower among Ward 4 residents (22% vs. 30% City wide), while disagree ratings are correspondingly higher (50% vs. 42% City wide).

### **Consistent with City Wide results, *"infrastructure, traffic and roads"* is in the top position on the 2015 issue agenda, while *"transit"* is in second place.**

- ◆ As with City wide results, mentions of *"infrastructure, traffic and roads"* (36%) is down significantly from 2014 (48%).
  - ❖ Within this category, mentions of *"snow removal"* are also down – from 12% in 2014 to 4% in 2015.



## Summary of Key Findings

### Positive gains are seen for a number of issues related to *“infrastructure, traffic and roads.”*

- ◆ Road maintenance – Among Ward 4 residents, *very important* ratings are down 13 percentage points (from 86% in 2014 to 73% in 2015), while *very satisfied* ratings are up 15 points (from 13% in 2014 to 28% in 2015), and invest *more* ratings are down 22 points (from 75% in 2014 to 53% in 2015).
- ◆ Snow removal – In addition to decreased mentions on the issue agenda, *very important* ratings have decreased from 87% in 2014 to 76% in 2015, *very satisfied* ratings have increased from 18% in 2014 to 29% in 2015, and invest *more* ratings have decreased from 65% in 2014 to 54% in 2015.
- ◆ Spring road cleaning – *Very satisfied* ratings are up 15 percentage points from 36% in 2014 to 51% in 2015.
- ◆ Traffic flow management – *Very important* ratings are down from 87% in 2014 to 75% in 2015.



## Summary of Key Findings

**While the perceived value of property taxes is consistent with City wide results, Ward 4 residents have a stronger appetite for tax increases.**

- ◆ When given the options of increasing taxes to expand or maintain services, or cutting services to maintain or reduce taxes, significantly fewer Ward 4 residents opt for cutting services (29% vs. 36% City wide).
  - ❖ More than six-in-ten (64%) say they would opt for increasing taxes, statistically consistent with 59% City wide.
- ◆ Considering three options for increasing City revenue, one-quarter (26%) of Ward 4 residents say they would prefer The City to 'increase property taxes', significantly higher than 17% City wide.
  - ❖ The percentage who would prefer The City to 'expand existing user fees' or 'introduce new types of services fees' is consistent with City wide results.

**There are no noteworthy differences between Ward 4 residents and the broader Calgary public with regard to Environmental Performance, Contact with The City or City Communications.**



## DETAILED FINDINGS





## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 4

■ First Mention ■ Other Mentions

	First Mention	Other Mentions	City Wide	Ward 4
<b>INFRASTRUCTURE, TRAFFIC &amp; ROADS (NET)</b>	26%	10%	36%	48%
Traffic congestion	8%	3%	11%	12%
Road conditions/ roads	7%	4%	11%	14%
Infrastructure maintenance/ improvement/ development	6%	3%	9%	8%
(Lack of) snow removal	3	4%		4%
<b>TRANSIT (NET)</b>	16%	5%	21%	23%
Public Transportation [incl. buses/ C-train/ poor service]	9%	3%	12%	11%
Transportation (unspecified)	6%		8%	12%
<b>EDUCATION [incl. lack of teachers/ funding/ schools/local schools]</b>	8%	4%	12%	11%
<b>CRIME, SAFETY &amp; POLICING (NET)</b>	8%	4%	12%	12%
Crime [incl. breaking & entering/ gangs/ safety/ public safety, etc.]	4%		6%	6%
Public safety	4%		5%	4%
<b>RECREATION (NET)</b>	3	5%	8%	6%
<b>TAXES (NET)</b>	4%		6%	5%
<b>ENVIRONMENT &amp; WASTE MANAGEMENT (NET)</b>	3		5%	8%
<b>HOMELESSNESS, POVERTY &amp; AFFORDABLE HOUSING (NET)</b>	3		4%	7%
<b>GROWTH AND PLANNING (NET)</b>	3		4%	2%
<b>BUDGET AND SPENDING (NET)</b>	2		4%	2%
<b>HEALTHCARE</b>	2		3%	4%
Other			21%	22%
None			14%	14%

Total mentions <3% 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=2,398 / Ward 4: n=183)

Ward 4 2014

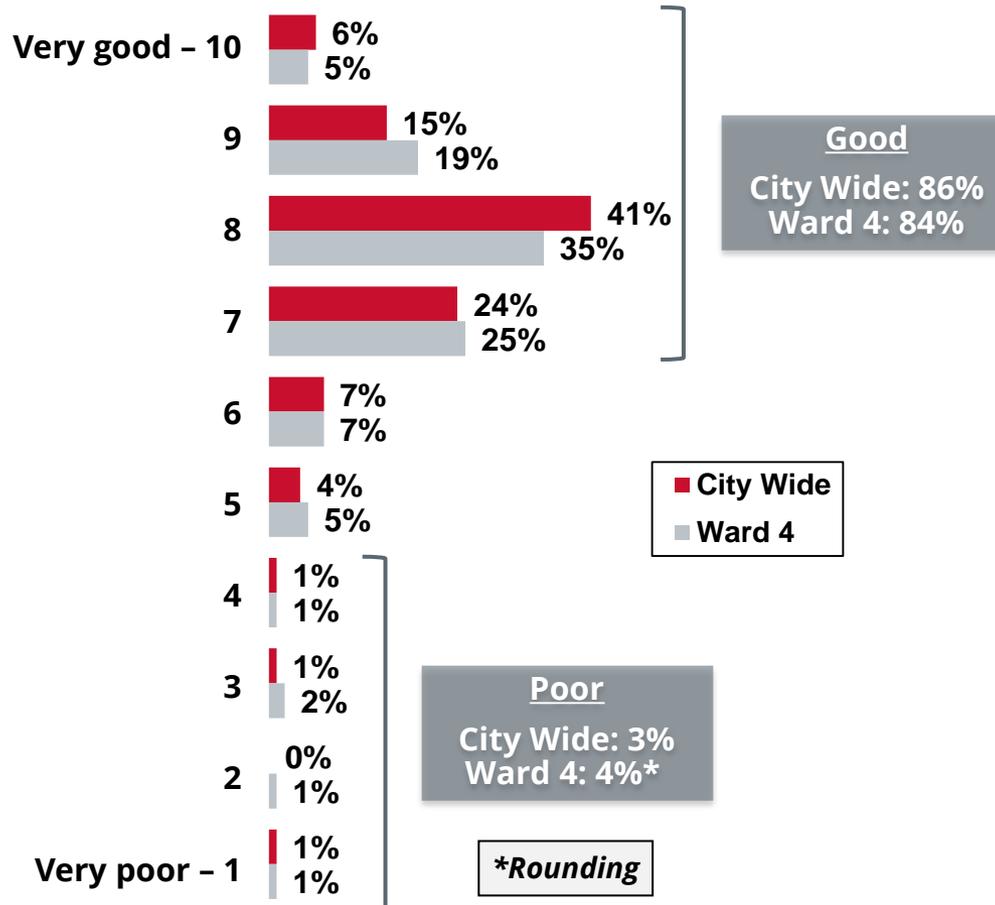


## Quality of Life





# Overall Quality of Life in Calgary

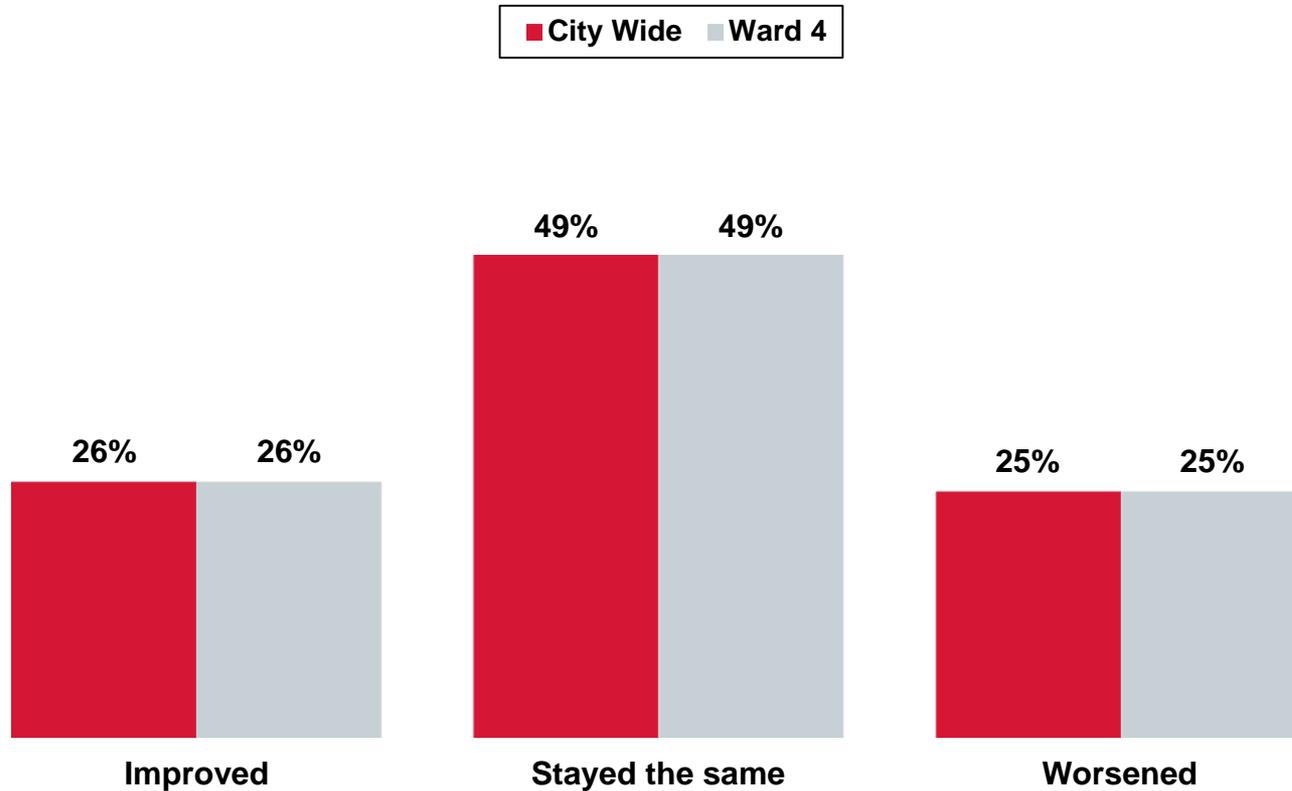


On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good" how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,450 / Ward 4: n=185)



# Perceived Change in the Quality of Life in Calgary



*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=2,417 / Ward 4: n=184)



# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 4

	City Wide	Ward 4
<b>Transportation (NET)</b>	<b>30%</b>	<b>30%</b>
Improvement/ maintenance of existing roads	11%	11%
Better traffic management	10%	10%
Infrastructure	4%	4%
<b>Transit (NET)</b>	<b>22%</b>	<b>26%</b>
Improve public transportation	16%	20%
<b>Recreation &amp; Community Services (NET)</b>	<b>17%</b>	<b>19%</b>
Building of community centres/ recreation facilities	6%	8%
Parks/ green-space improvement	5%	6%
<b>Homelessness, Poverty &amp; Affordable Housing (NET)</b>	<b>16%</b>	<b>11%</b>
Expand affordable housing/ rent	5%	5%
Improve job creation/ employment	4%	4%
<b>Government (NET)</b>	<b>13%</b>	<b>8%</b>
Reduce taxes	5%	3%
Tax spending/ City budget	4%	2%
<b>Crime, Safety &amp; Policing (NET)</b>	<b>9%</b>	<b>9%</b>
Control crime and safety	4%	6%
<b>Growth &amp; Planning (NET)</b>	<b>5%</b>	<b>4%</b>
<b>Education (NET)</b>	<b>4%</b>	<b>3%</b>
Better education/ more schools	4%	3%
<b>Environment (NET)</b>	<b>4%</b>	<b>5%</b>
<b>Other</b>	<b>10%</b>	<b>10%</b>
<b>Nothing</b>	<b>17%</b>	<b>21%</b>

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=2,452 / Ward 4: n=174)

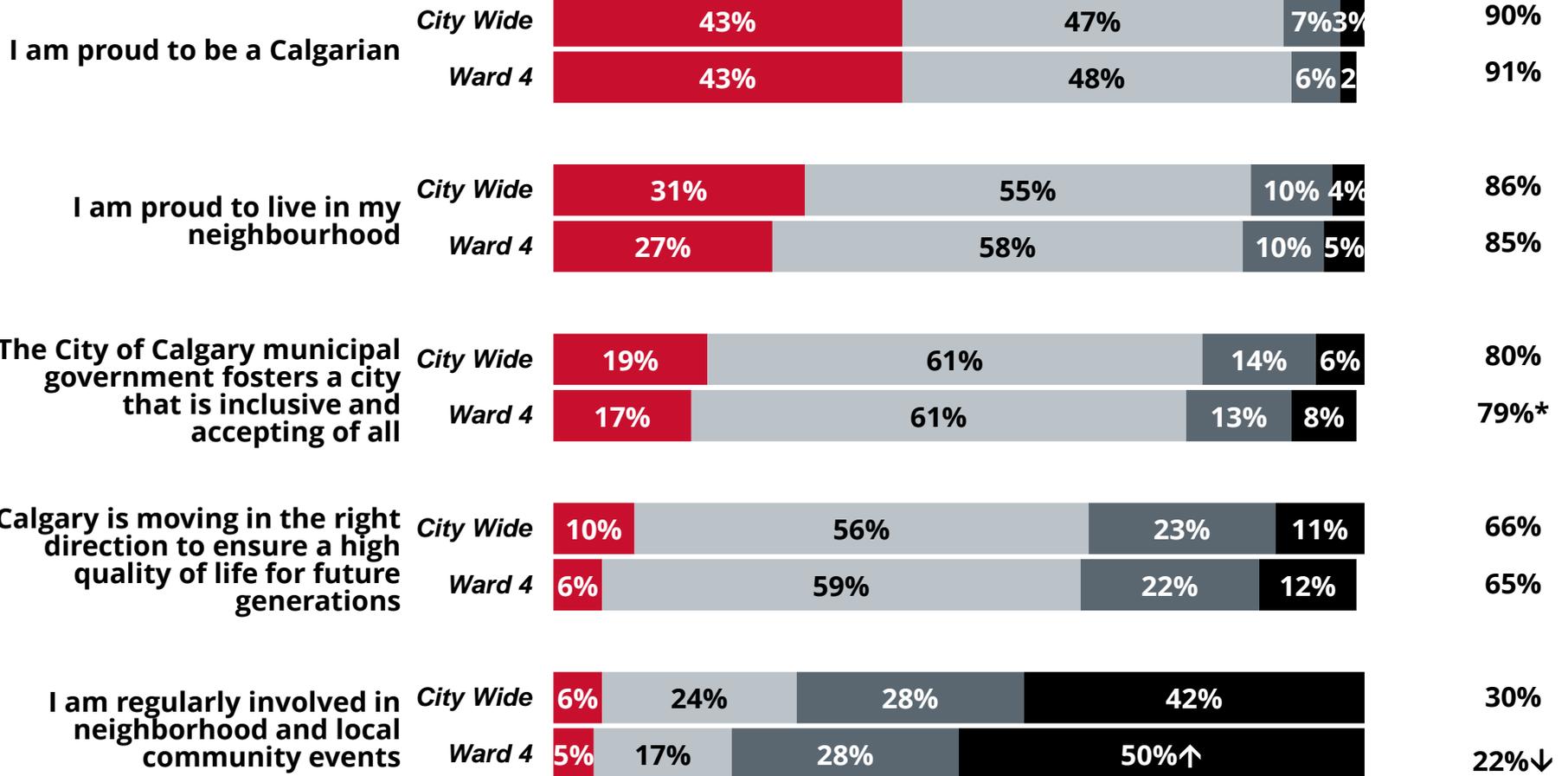
Ward 4 2014



# Sustainability Metrics

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

**% Agree**



**\*Rounding**

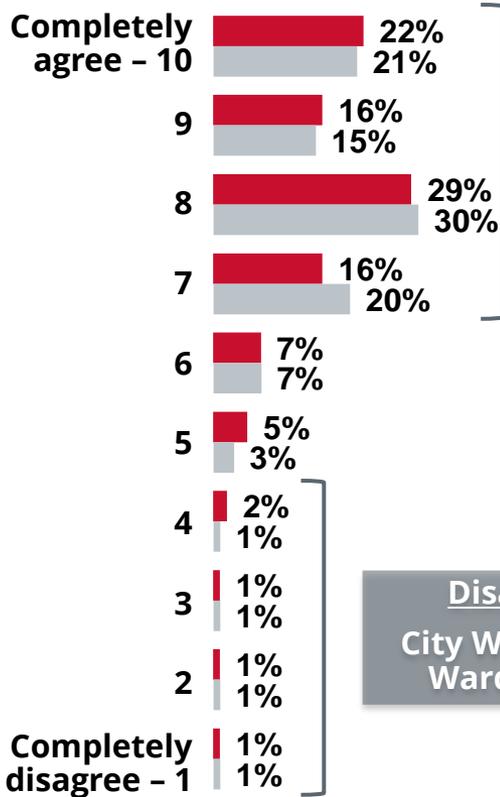
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree".

Base: Valid respondents (Bases vary)



# Sustainability: Making a Life and Making a Living

## Calgary is a Great Place to Make a Life



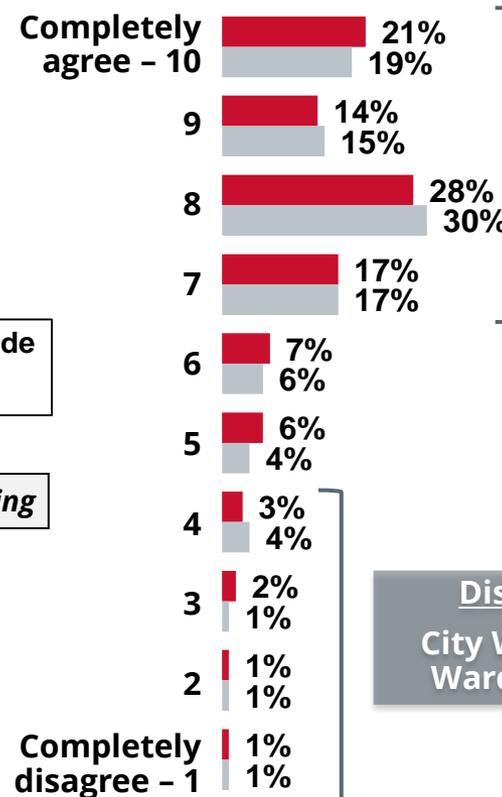
Agree  
City Wide: 84%\*  
Ward 4: 86%

Disagree  
City Wide: 4%\*  
Ward 4: 4%

■ City Wide  
■ Ward 4

\*Rounding

## Calgary is a Great Place to Make a Living



Agree  
City Wide: 80%  
Ward 4: 81%

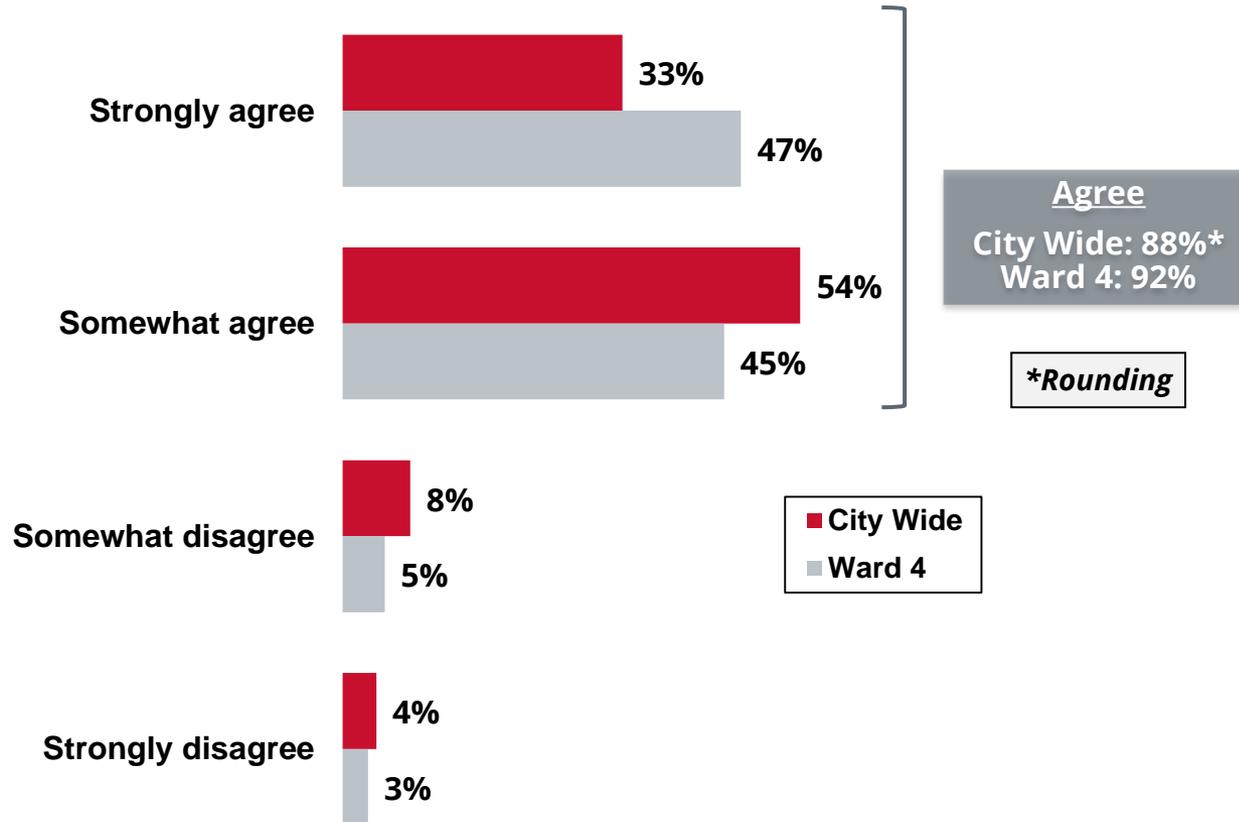
Disagree  
City Wide: 7%  
Ward 4: 8%\*

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree".

Base: Valid respondents (Bases vary)



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

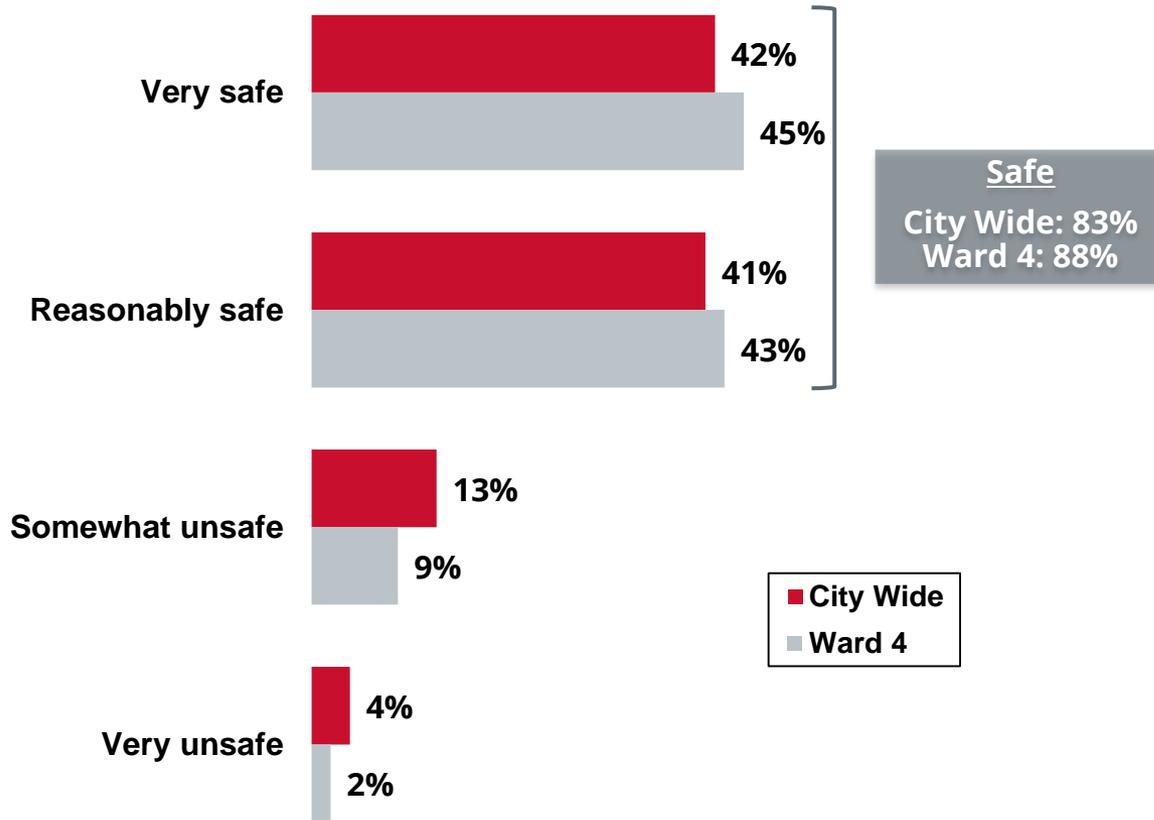


*There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.*

Base: Valid respondents (City Wide: n=2,442 / Ward 4: n=172)



# Perceived Safety in Own Neighbourhood



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

Base: Valid respondents (City Wide: n=2,450 / Ward 4: n=185)



## City Programs and Services



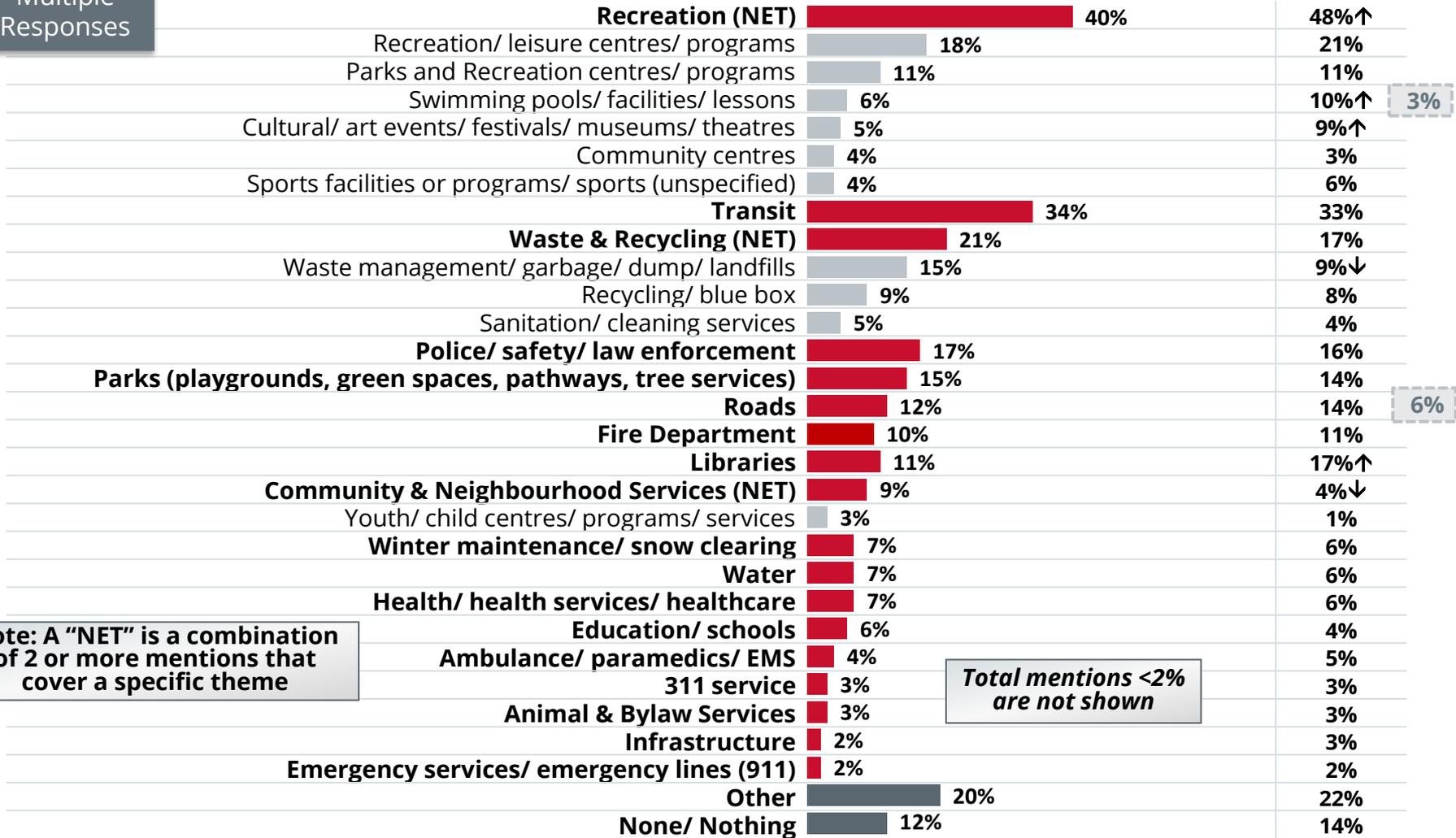


# Top-of-Mind Programs and Services

Multiple Responses

City Wide

Ward 4



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

Total mentions <2% are not shown

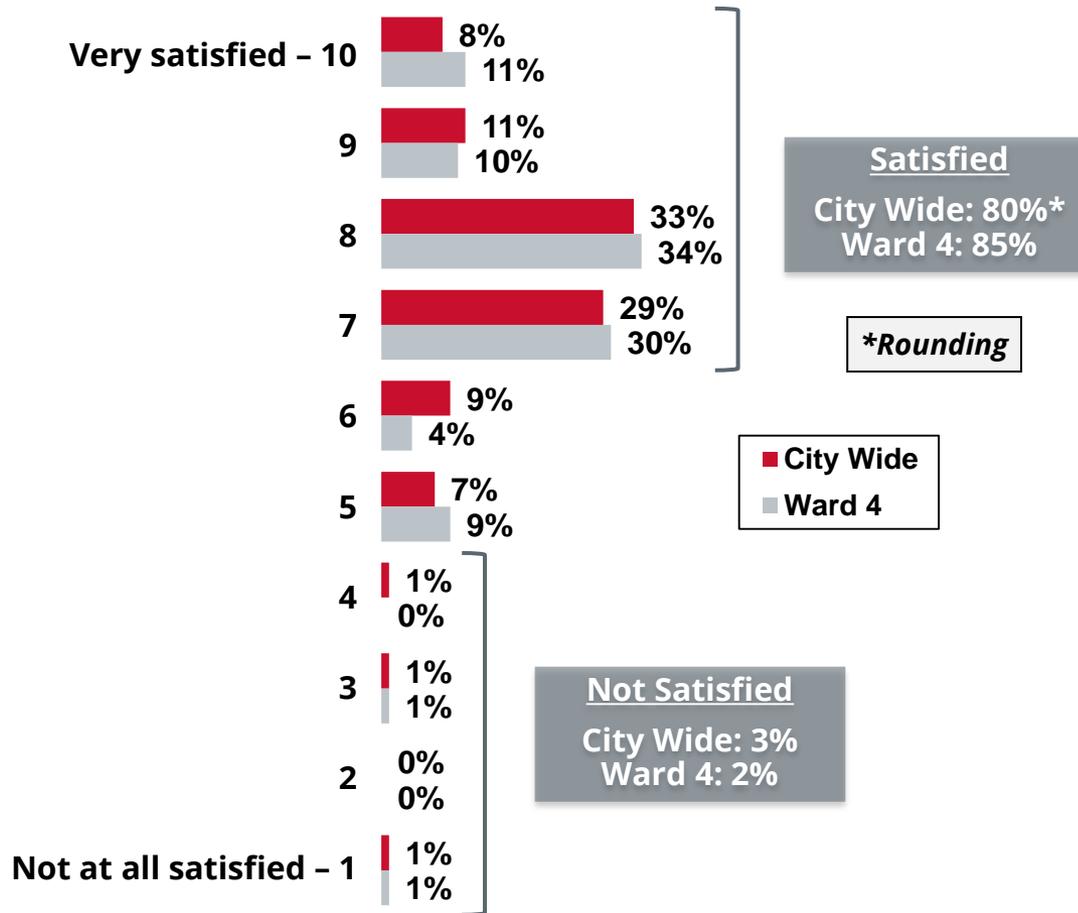
Thinking about all of the services and programs provided by The City of Calgary, what services come to mind?

Base: Valid respondents (City Wide: n=2,381 / Ward 4: n=179)

Ward 4 2014



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



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

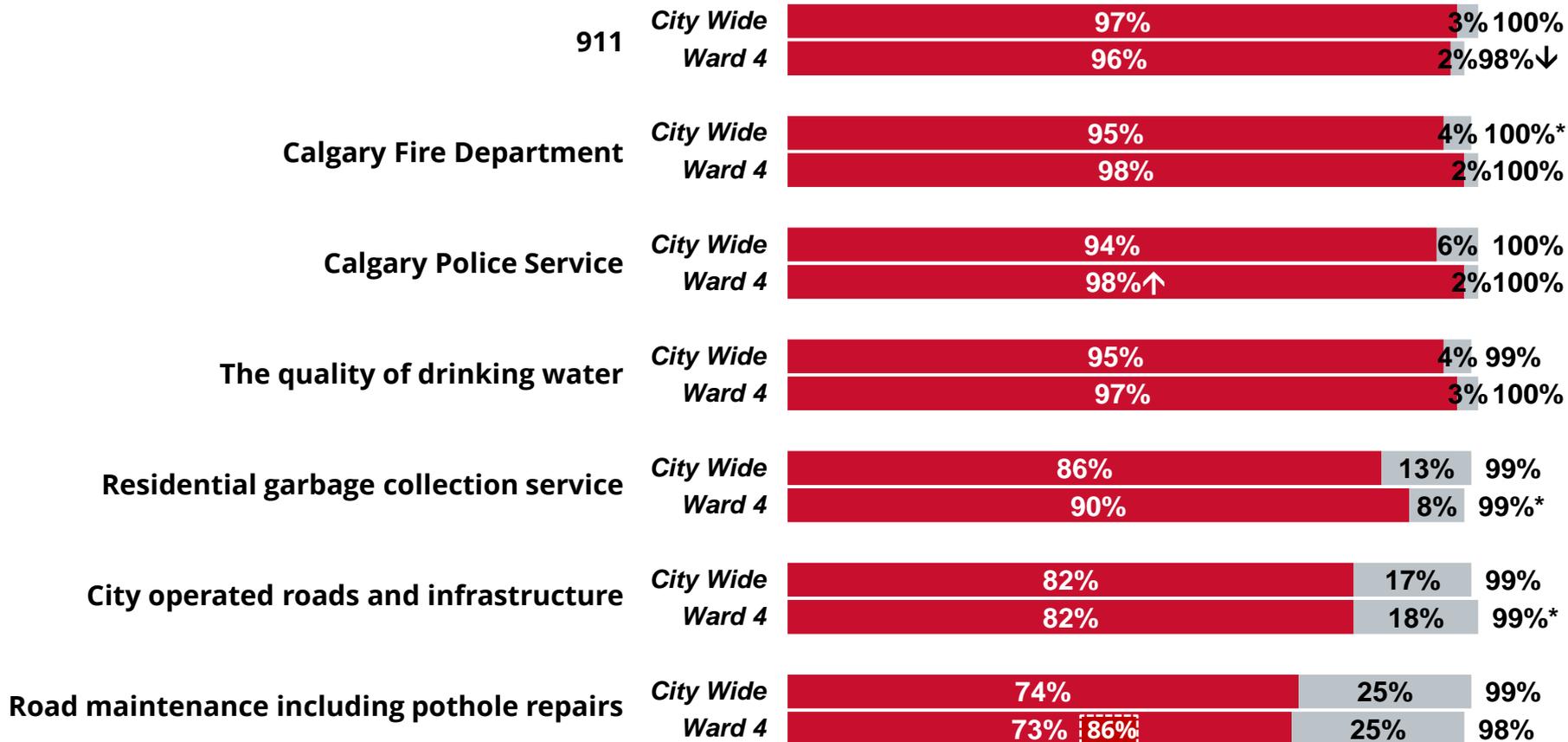
Base: Valid respondents (City Wide: n=2,446 / Ward 4: n=185)



# Importance of City Programs and Services

% Important

■ Very important    ■ Somewhat important



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

Base: Valid respondents (Bases vary)

Ward 4 2014

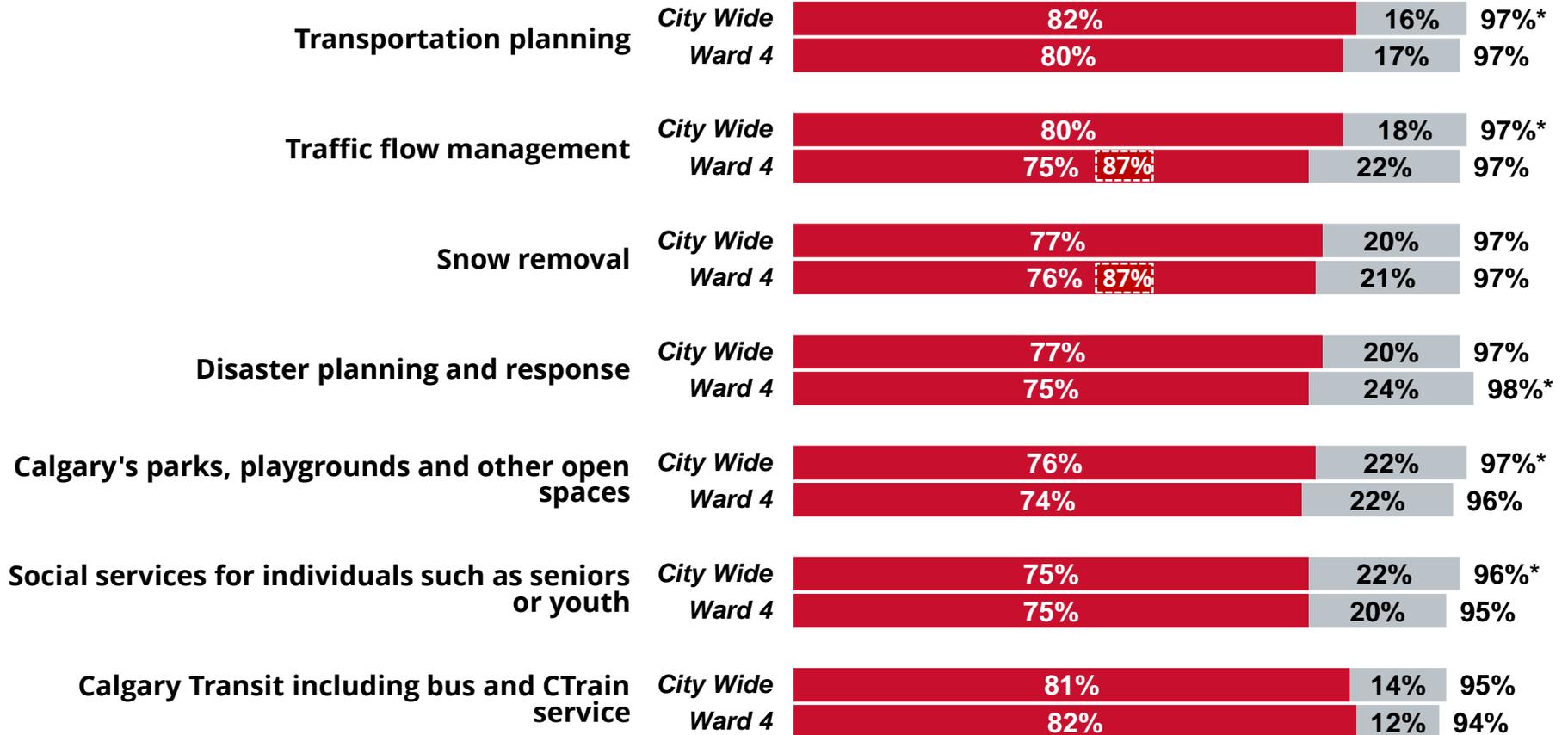
\*Rounding



# Importance of City Programs and Services (continued)

% Important

Very important    Somewhat important



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

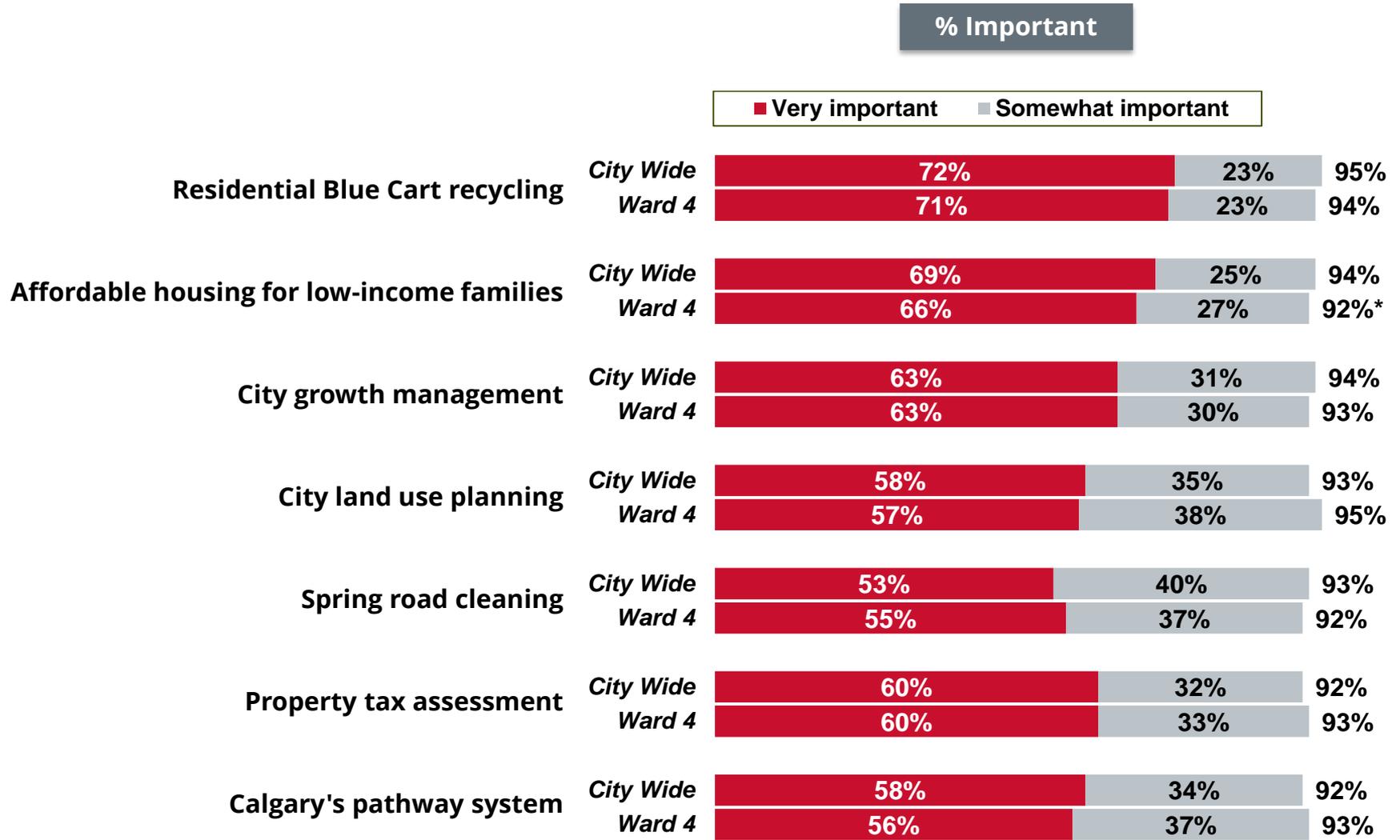
Base: Valid respondents (Bases vary)

Ward 4 2014

\*Rounding



# Importance of City Programs and Services (continued)



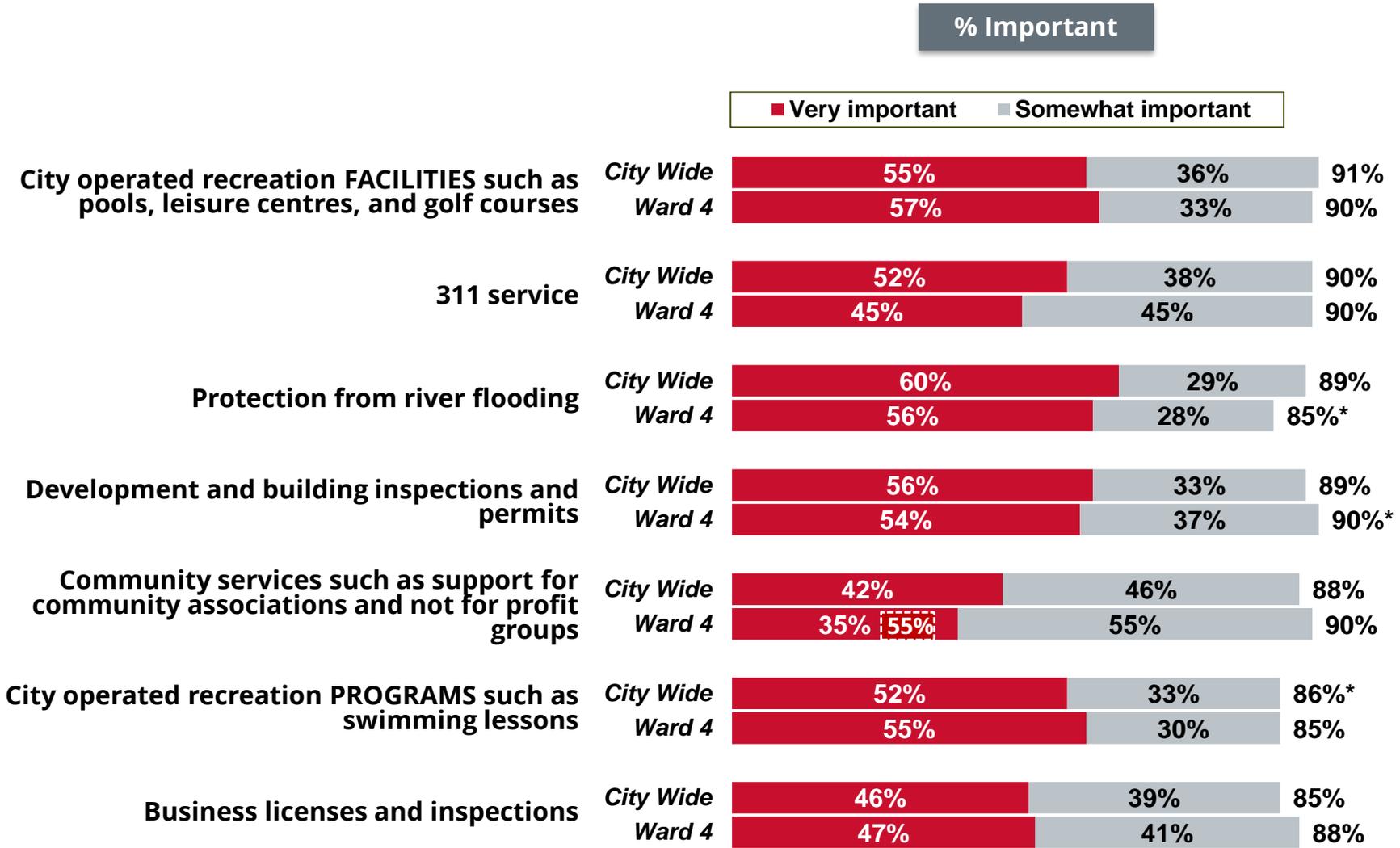
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

**\*Rounding**



# Importance of City Programs and Services (continued)



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

Base: Valid respondents (Bases vary)

Ward 4 2014

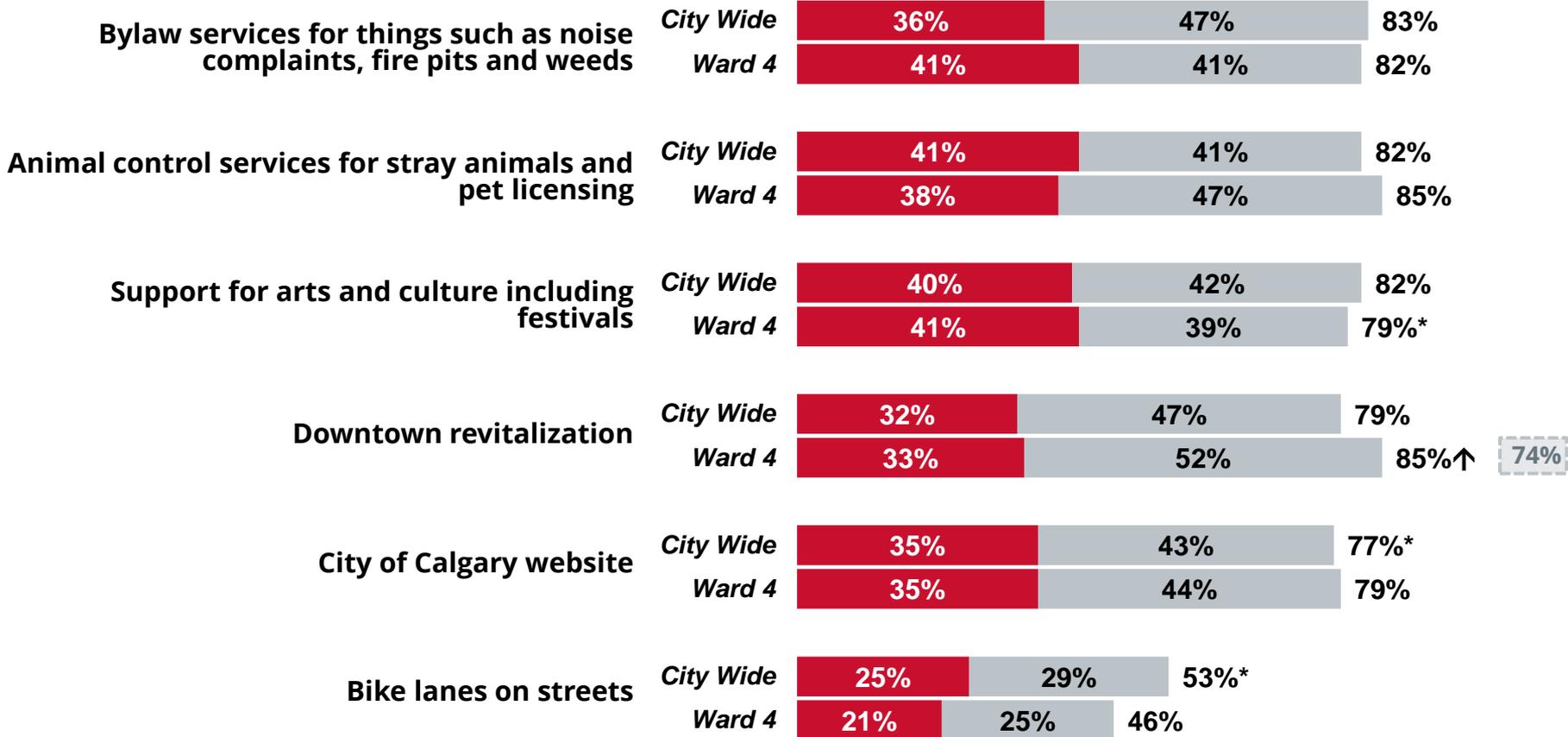
\*Rounding



# Importance of City Programs and Services (continued)

% Important

■ Very important    ■ Somewhat important



74%

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

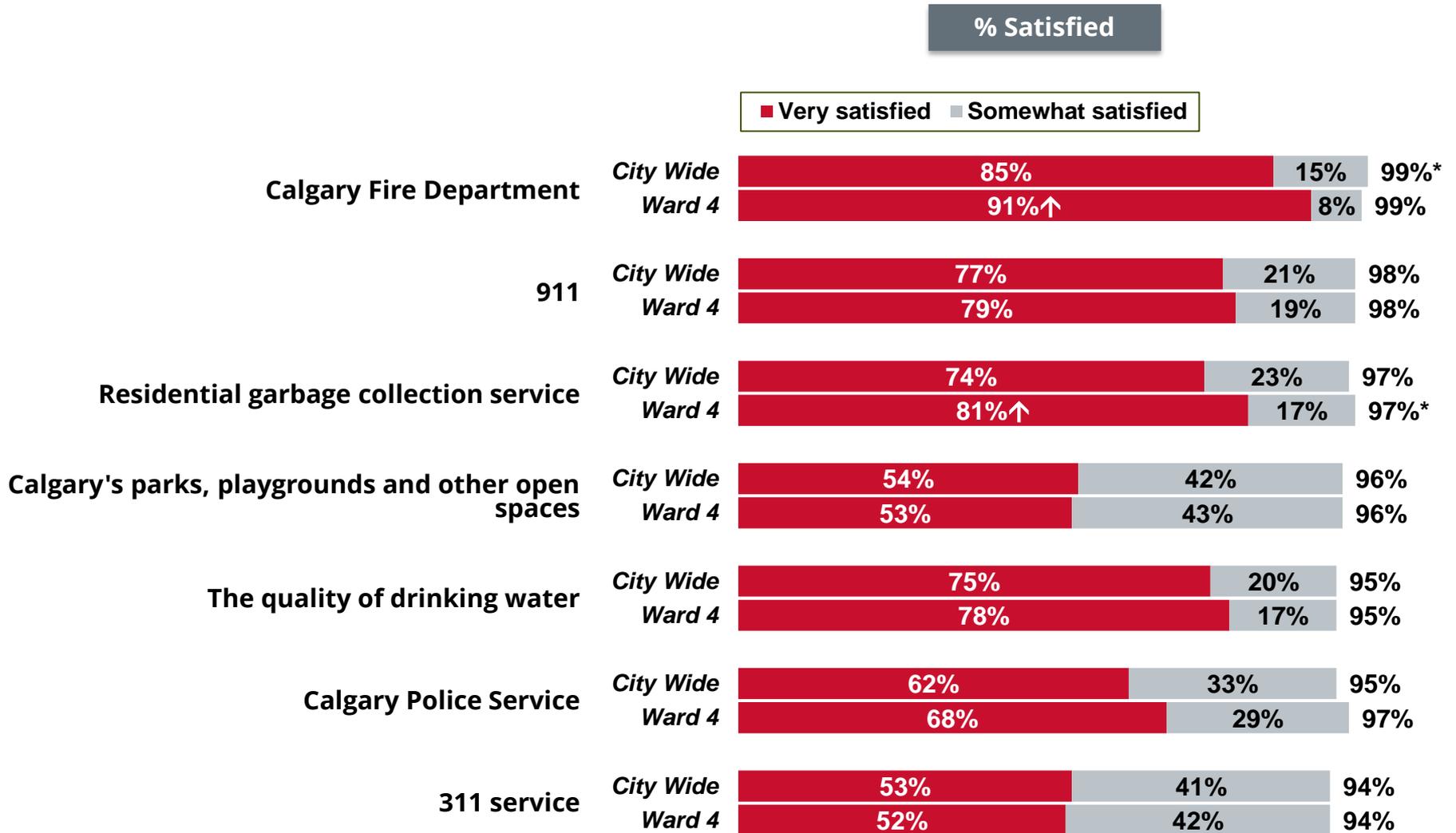
Base: Valid respondents (Bases vary)

Ward 4 2014

\*Rounding



# Satisfaction with City Programs and Services



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

**\*Rounding**

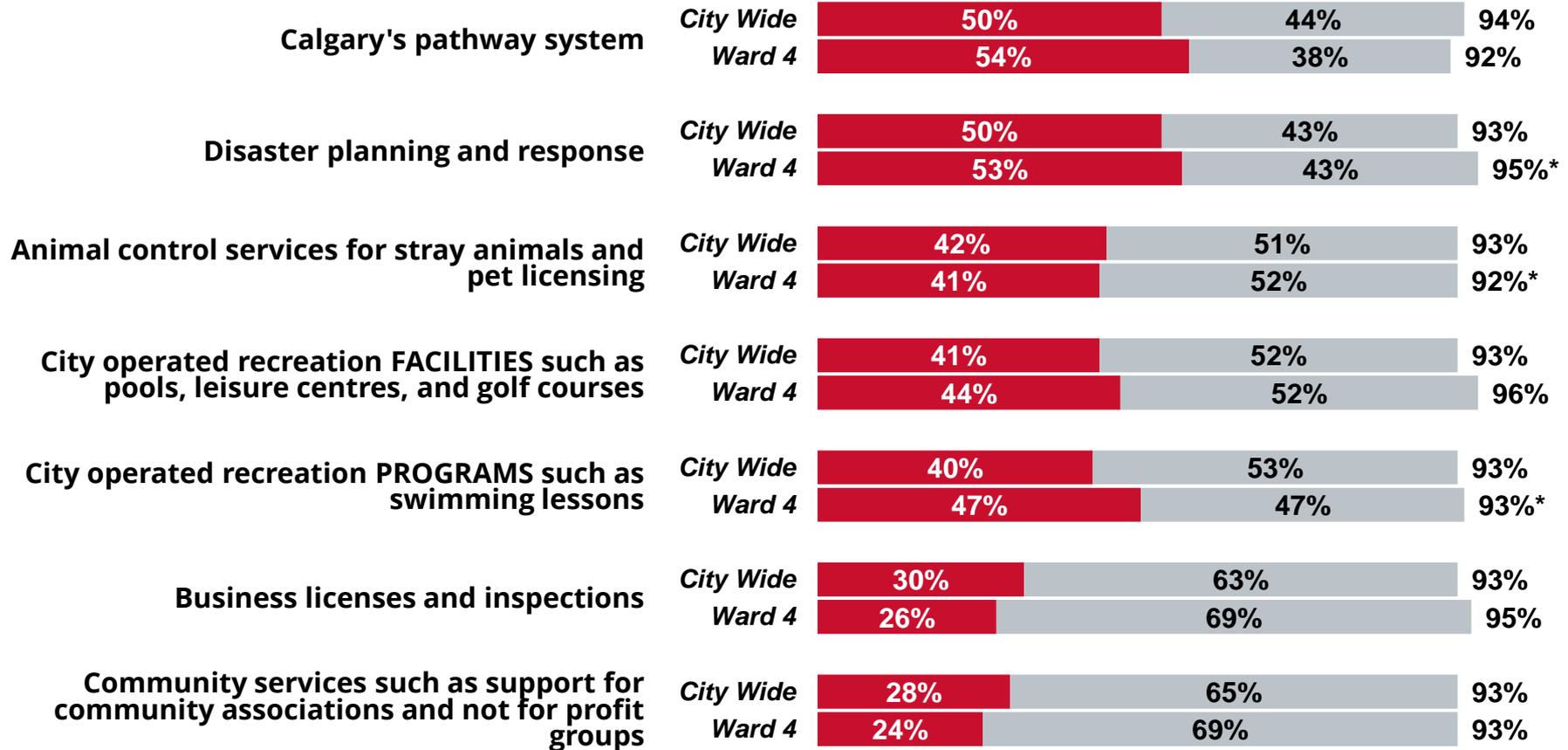
Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied



*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.*

**\*Rounding**

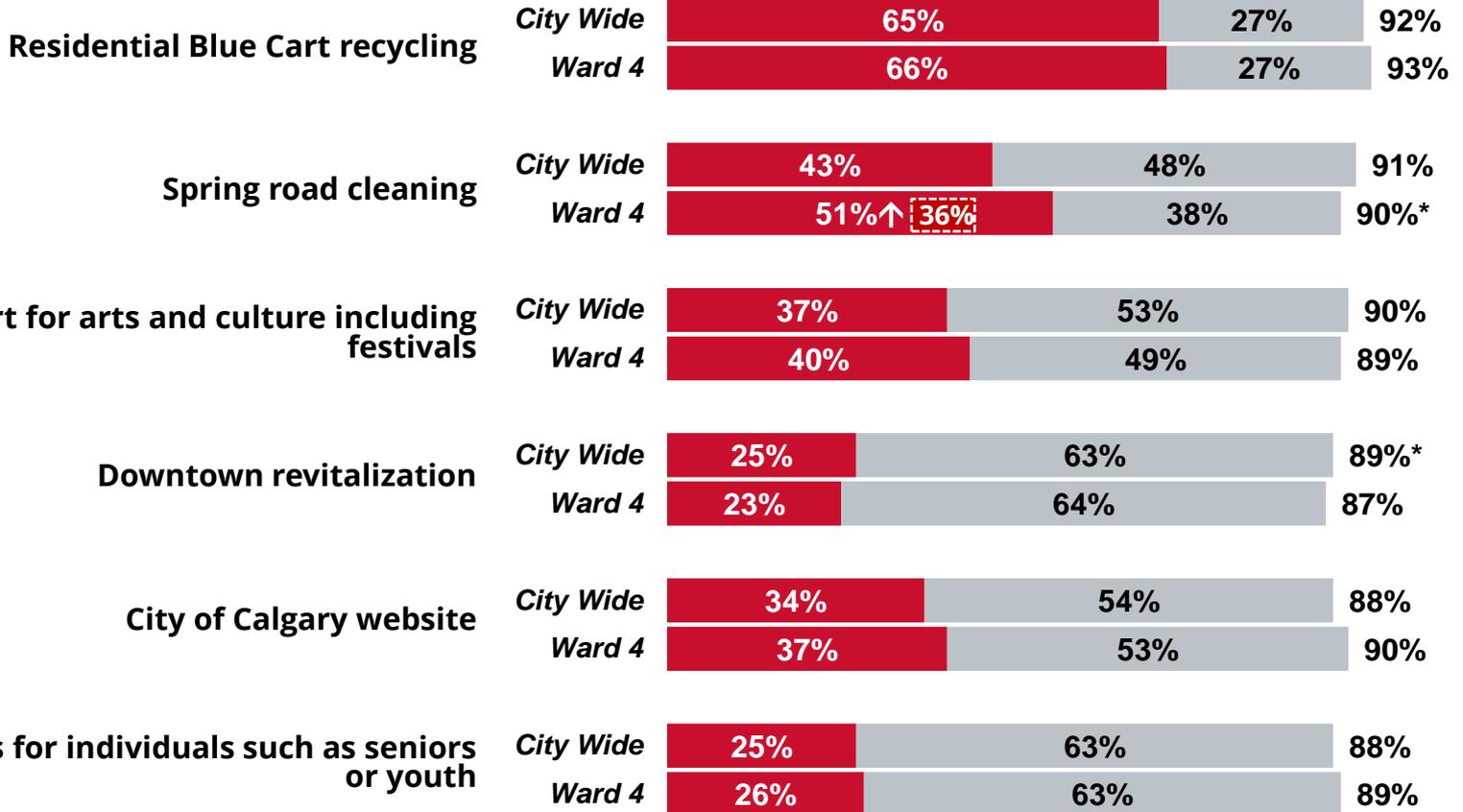
Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)

% Satisfied

Very satisfied Somewhat satisfied



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.

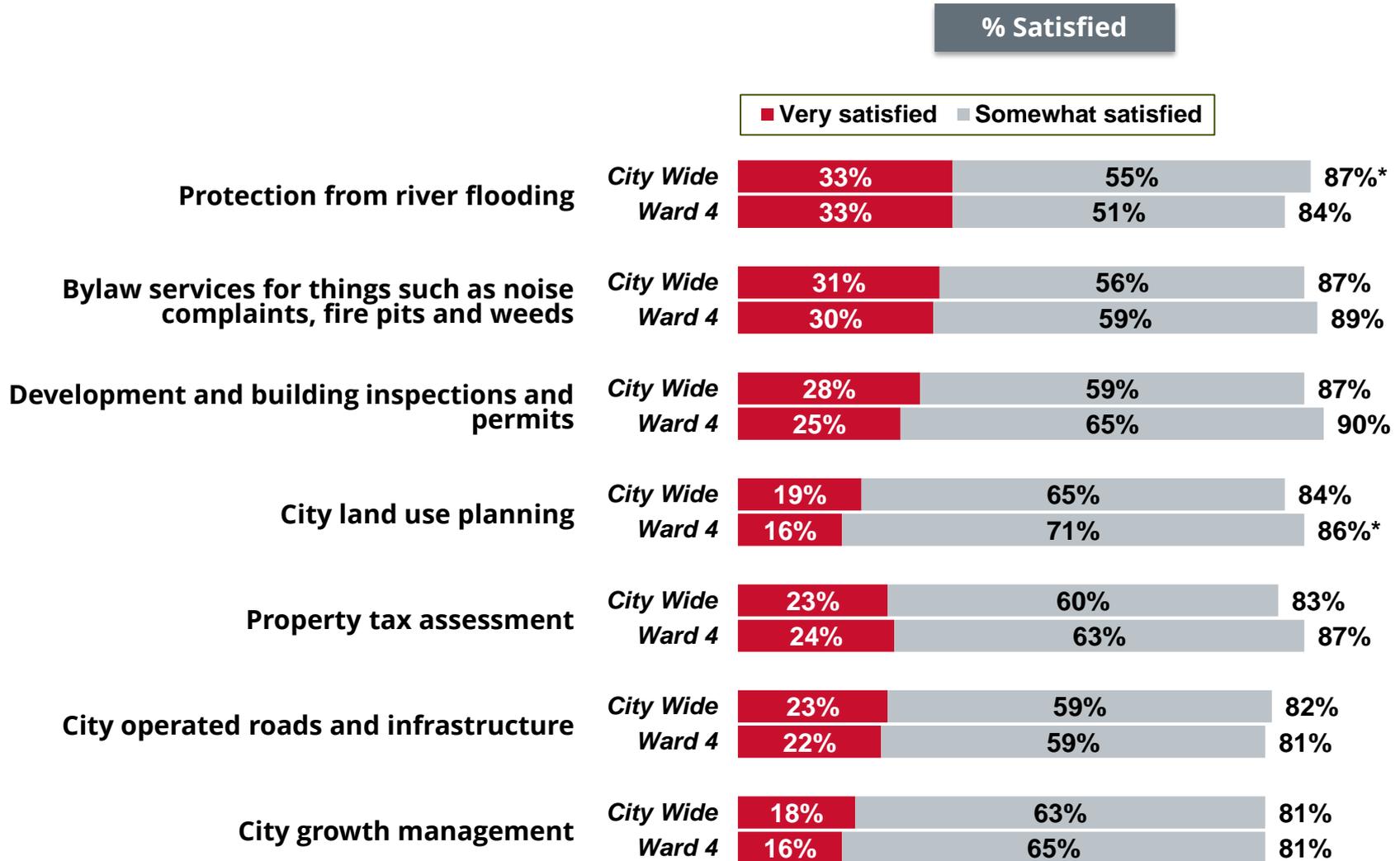
Ward 4 2014

\*Rounding

Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)



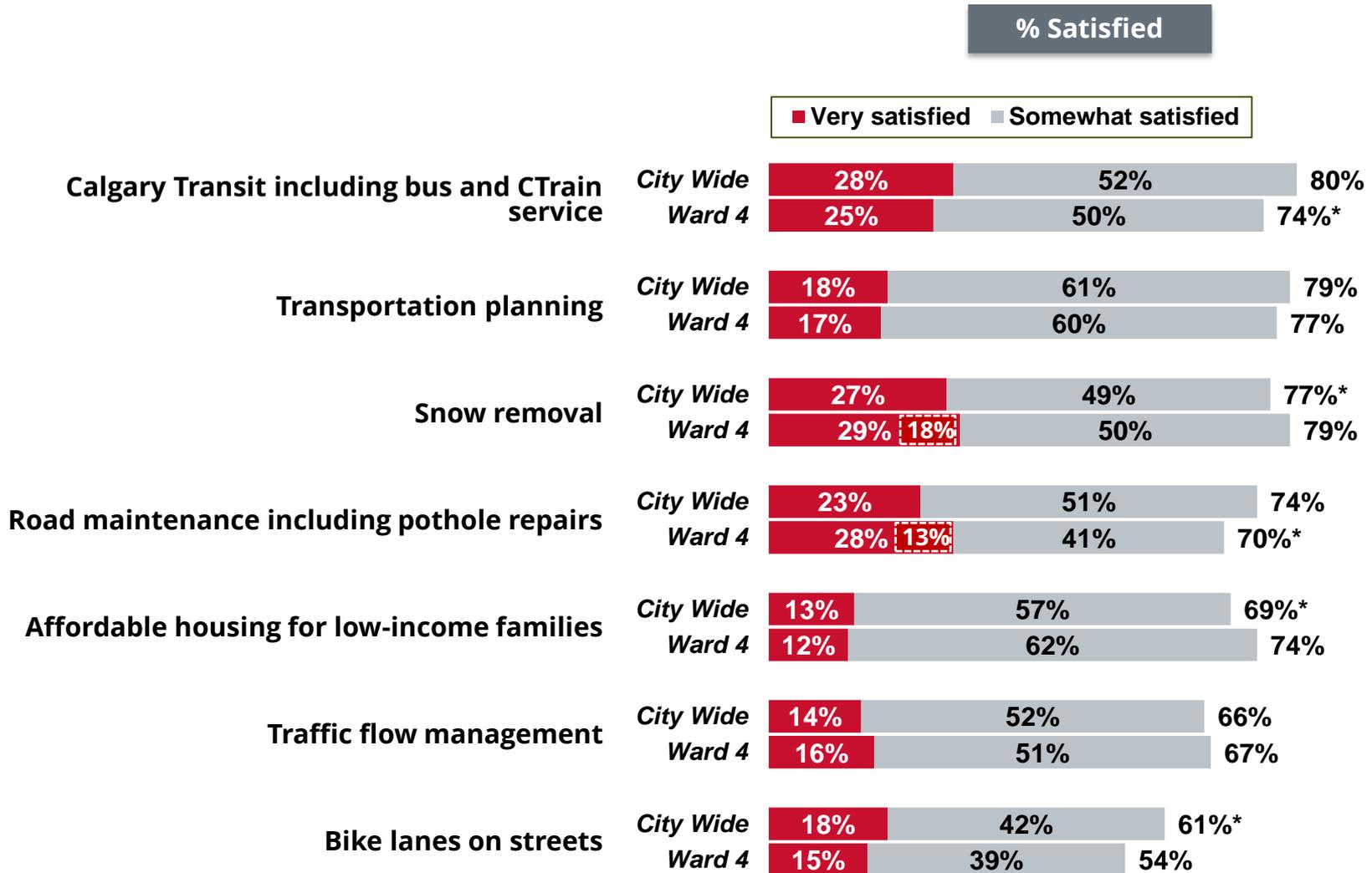
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

**\*Rounding**

Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)



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

Ward 4 2014

\*Rounding

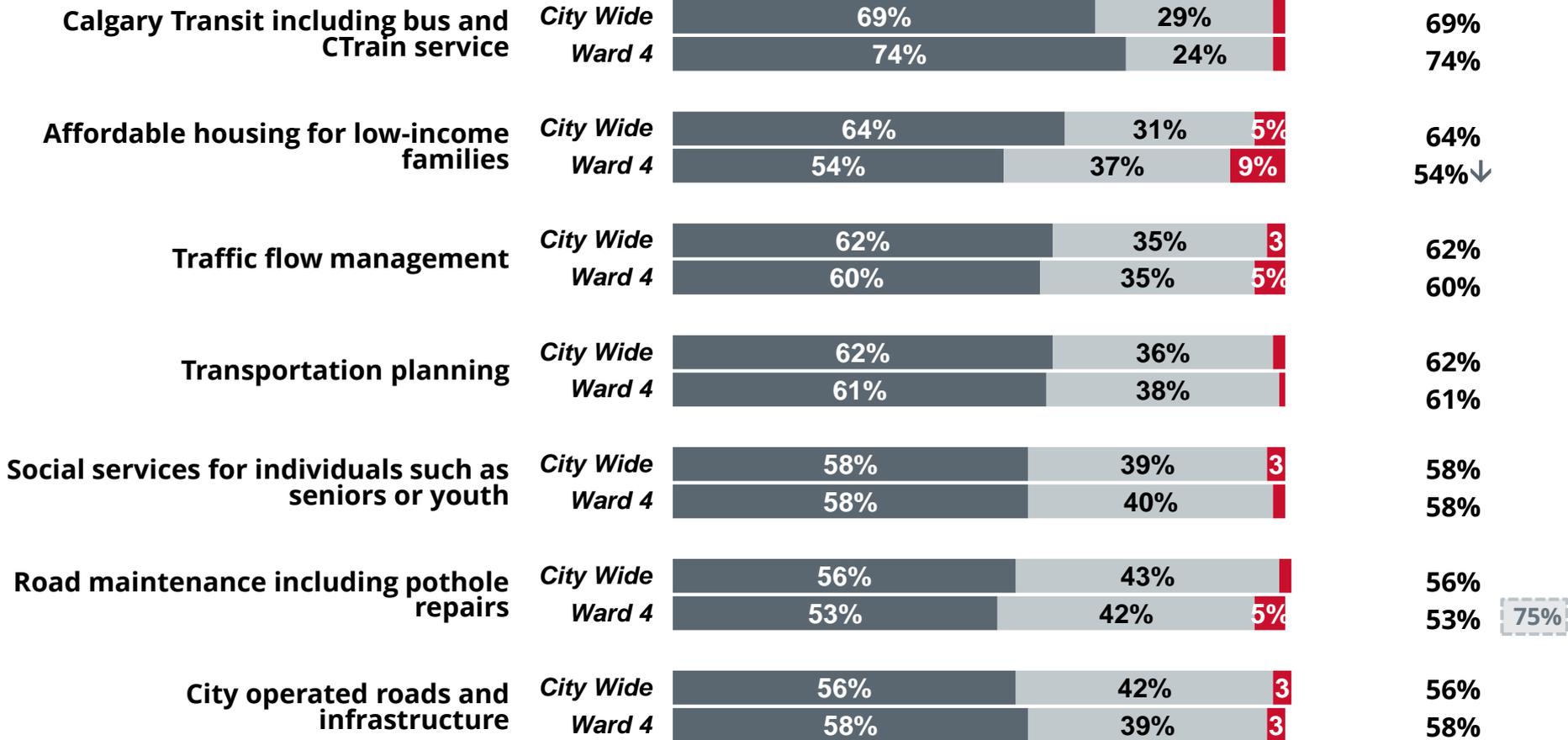
Base: Valid respondents (Bases vary)



# Investment in City Programs and Services



Invest More



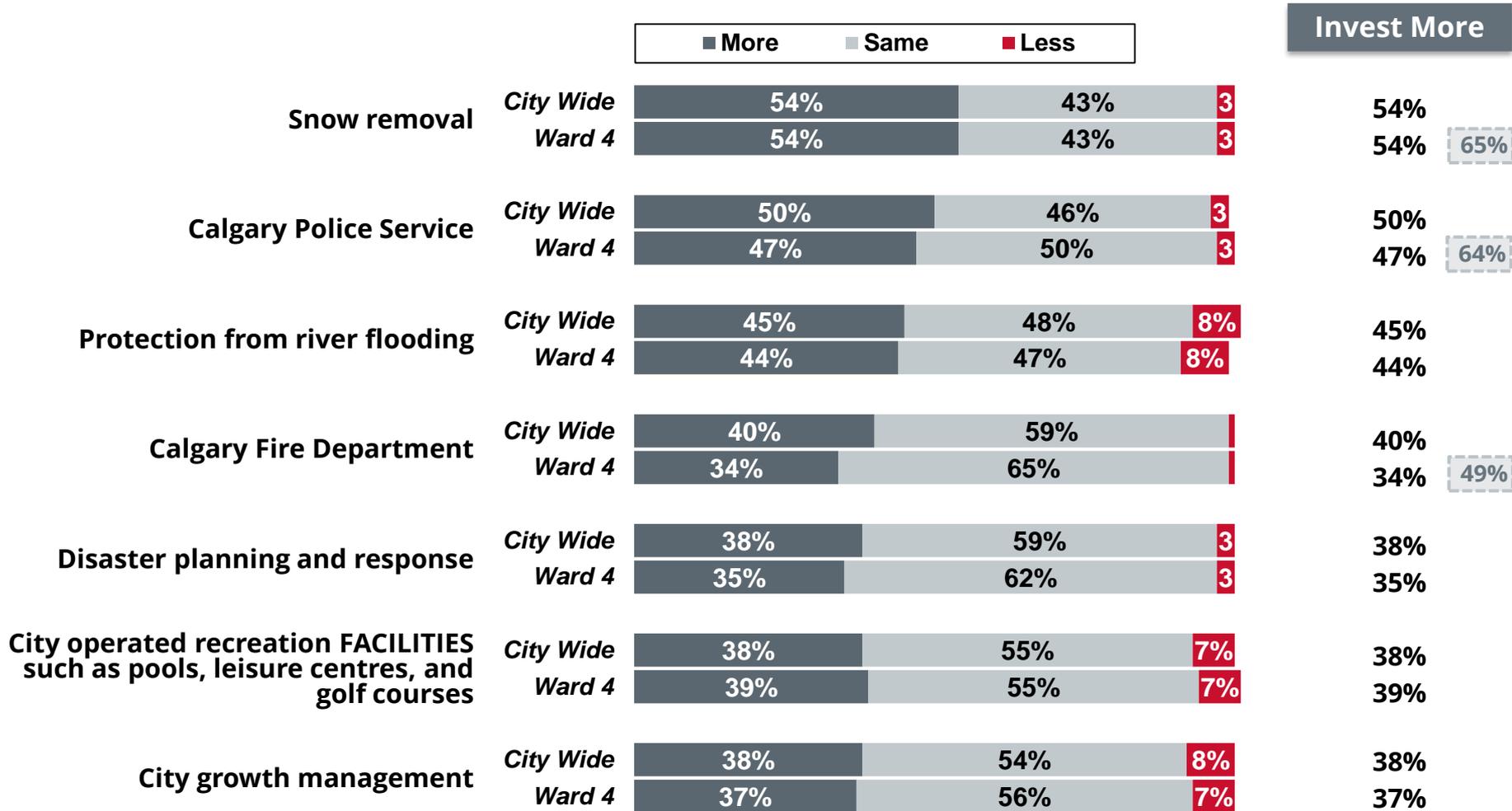
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Ward 4 2014



# Investment in City Programs and Services (continued)



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

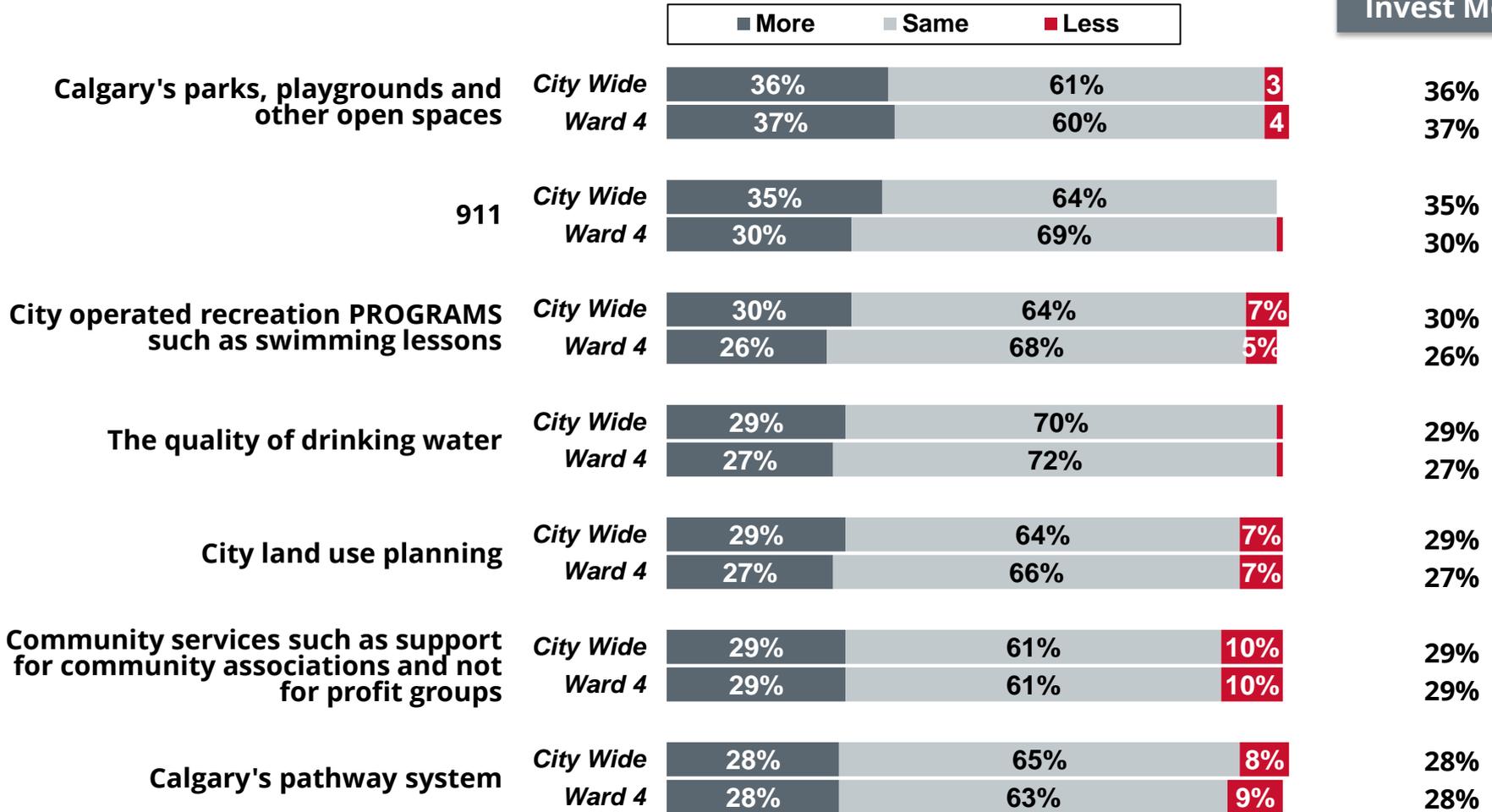
Base: Valid respondents (Bases vary)

Ward 4 2014



# Investment in City Programs and Services (continued)

**Invest More**



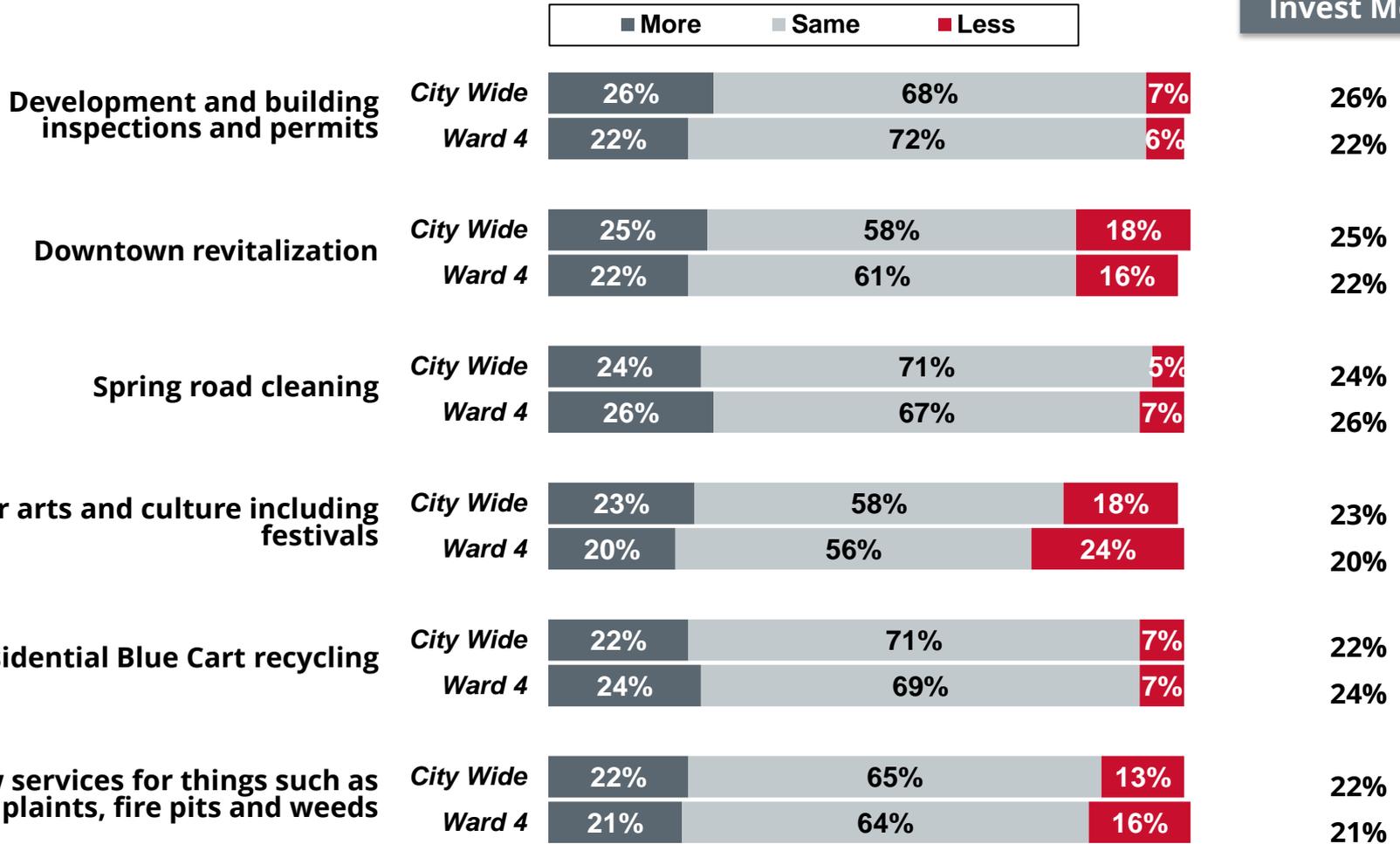
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*

Base: Valid respondents (Bases vary)



# Investment in City Programs and Services (continued)

Invest More



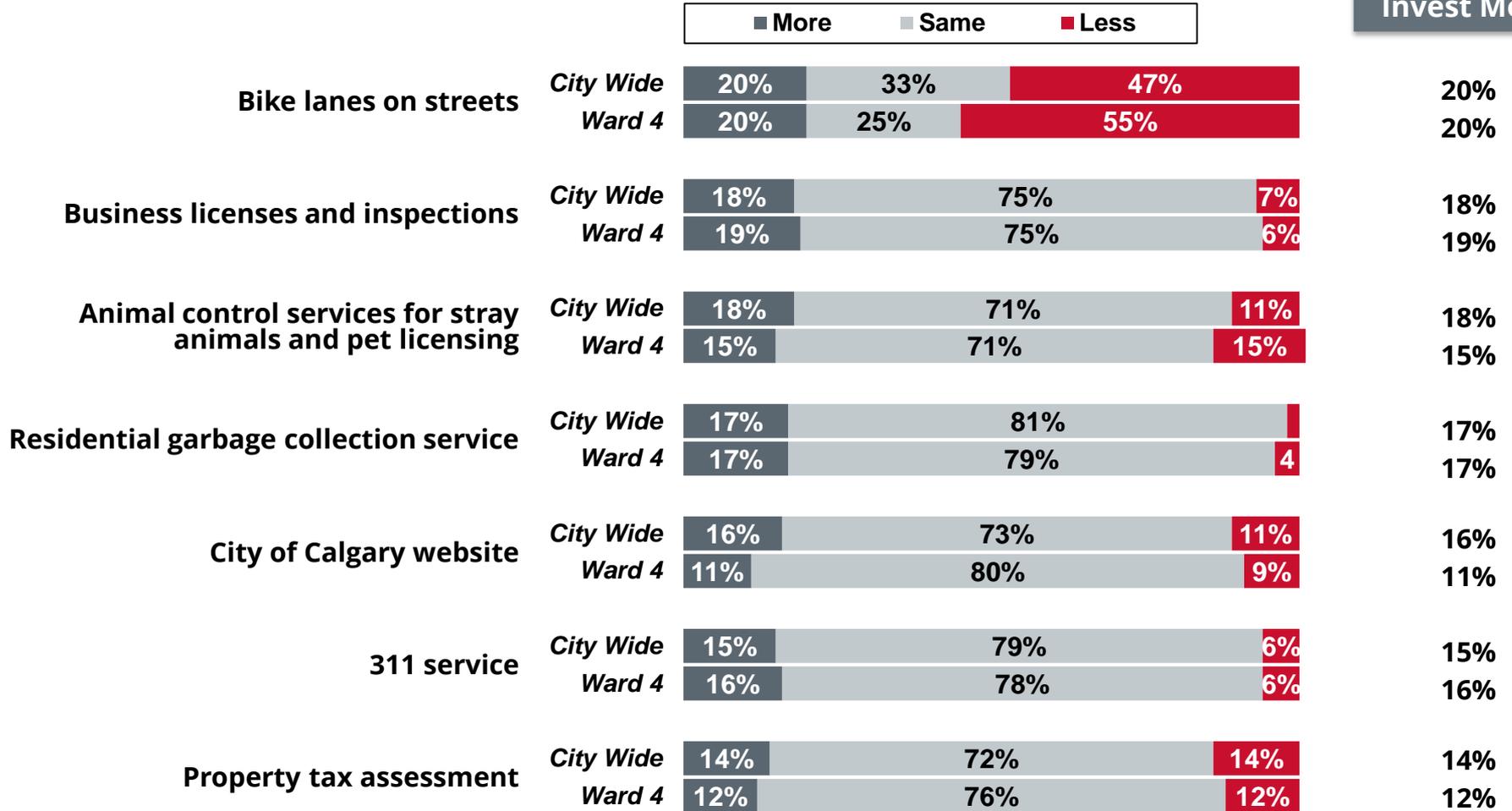
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*

Base: Valid respondents (Bases vary)



# Investment in City Programs and Services (continued)

Invest More

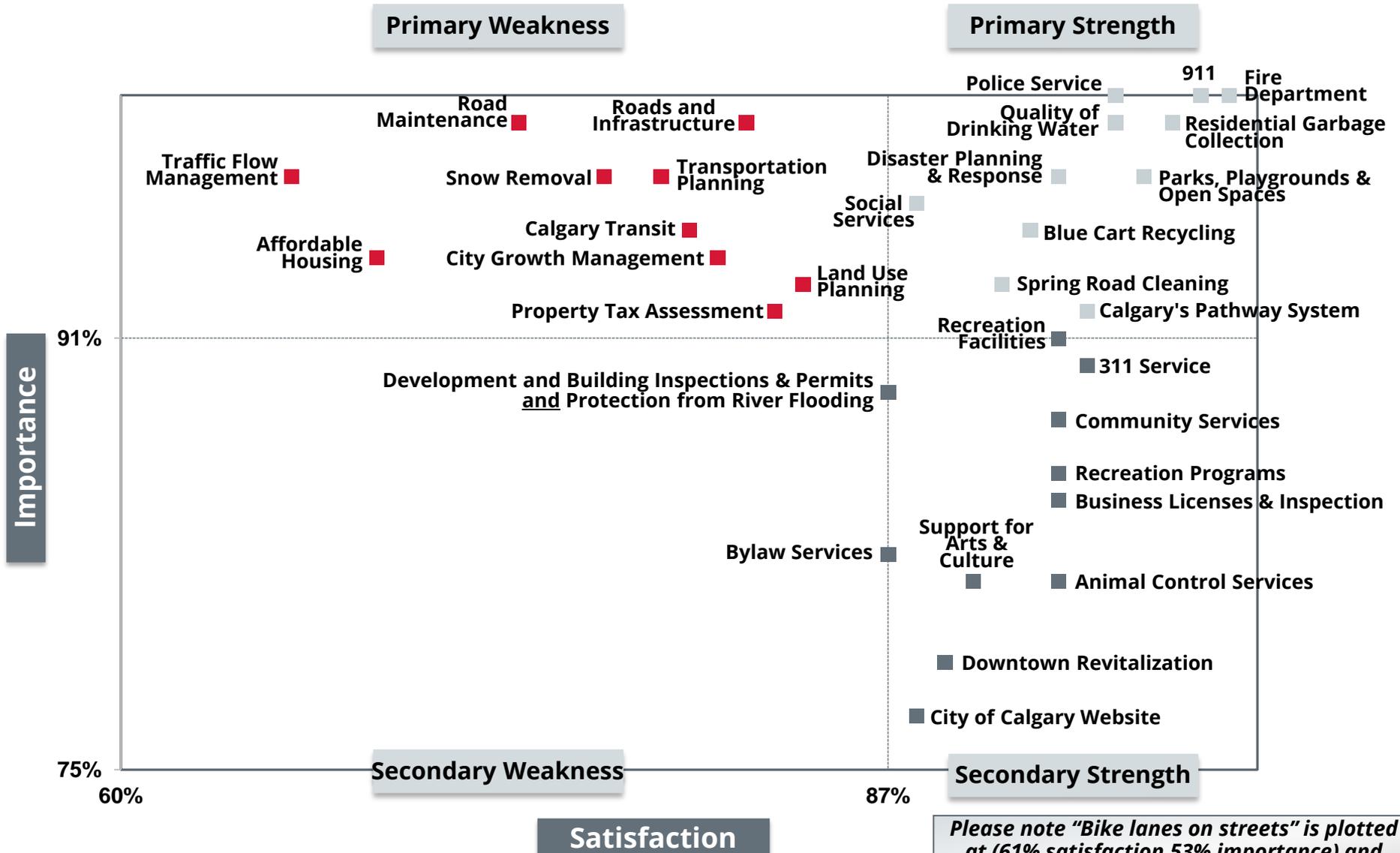


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*

Base: Valid respondents (Bases vary)



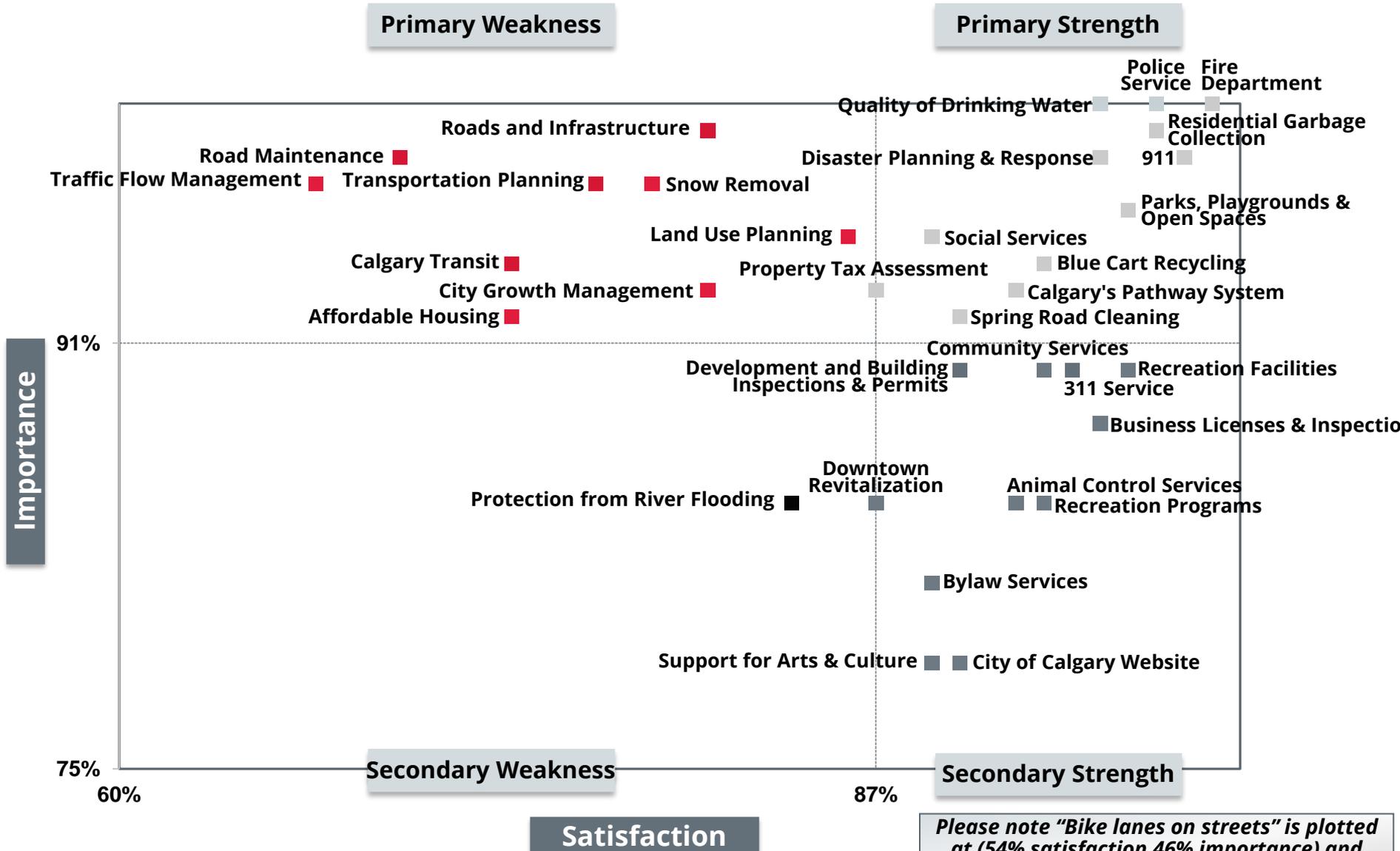
# Importance vs. Satisfaction Grid: City Wide



Please note "Bike lanes on streets" is plotted at (61% satisfaction, 53% importance) and not illustrated on this graph.



# Importance vs. Satisfaction Grid: Ward 4



Please note "Bike lanes on streets" is plotted at (54% satisfaction, 46% 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.*

<b>Primary Strength</b>
<b>Primary Weakness</b>
<b>On the dividing line between strengths and weaknesses</b>
<b>Neither (in another quadrant)</b>

	City Wide	Ward 4
Fire Department		
911		
Residential Garbage Collection		
Police Service		
Quality of Drinking Water		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Blue Cart Recycling		
Calgary's Pathway System		
Spring Road Cleaning		
Social Services		
Traffic Flow Management		
Affordable Housing		
Road Maintenance		
Snow Removal		
Transportation Planning		
Roads and Infrastructure		
Calgary Transit		
City Growth Management		
Property Tax Assessment		
Land Use Planning		

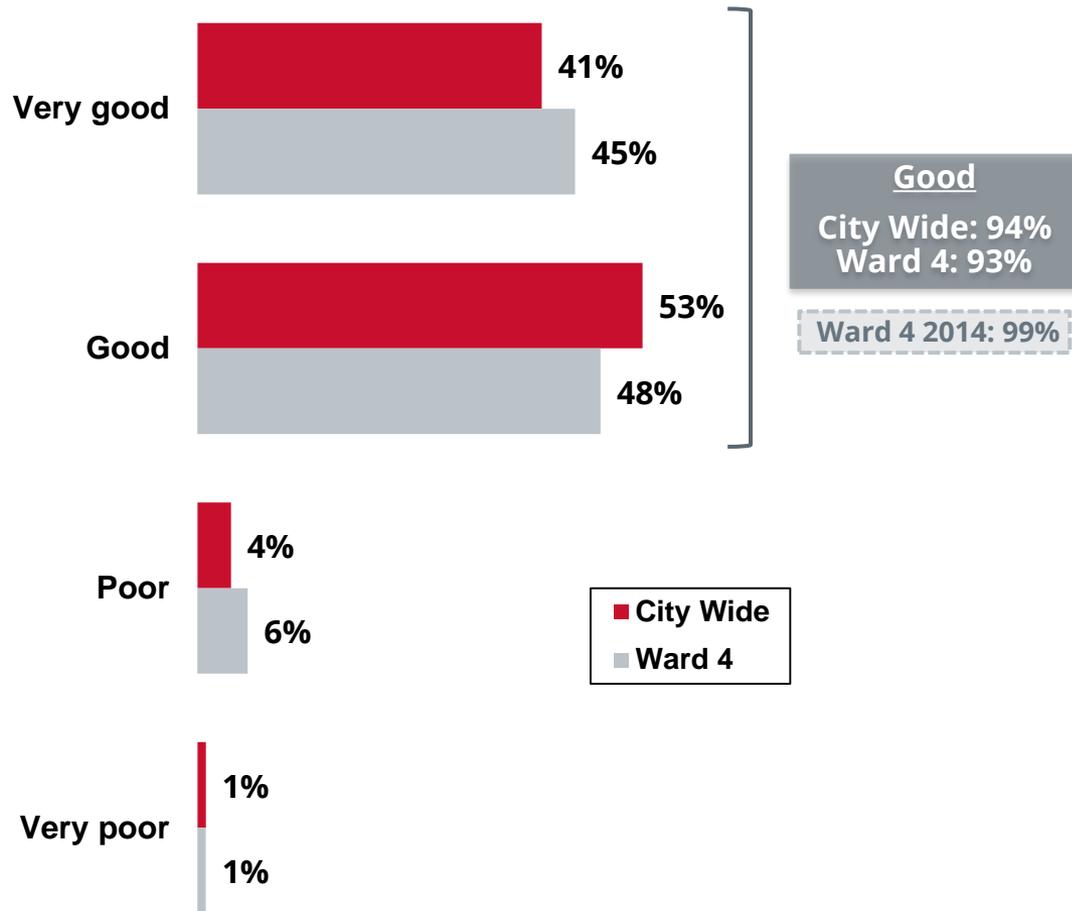


## Environmental Performance





# Perceptions About Overall State of Calgary's Environment

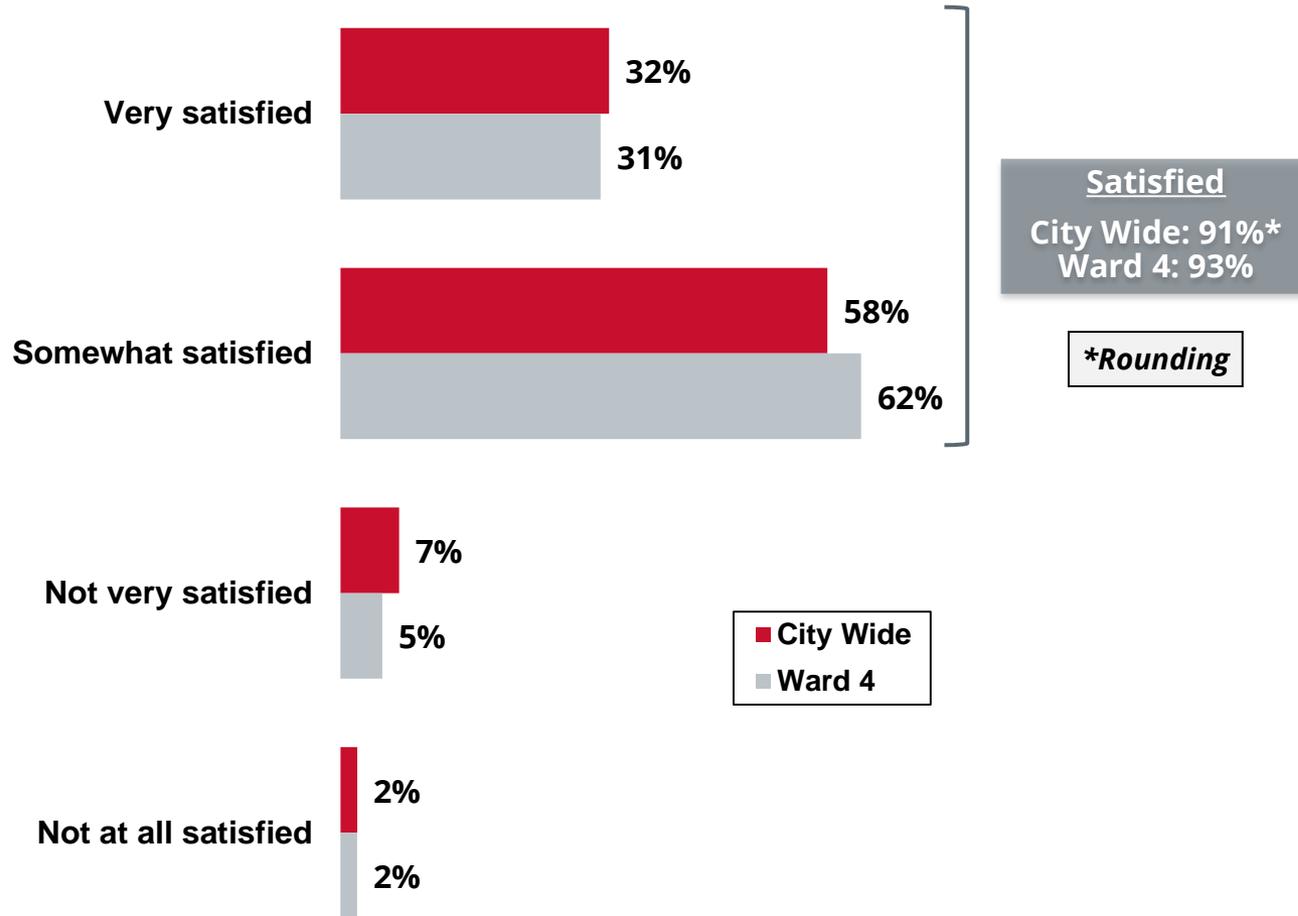


*Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?*

Base: Valid respondents (City Wide: n=2,448 / Ward 4: n=185)



# Satisfaction with The City's Environmental Performance

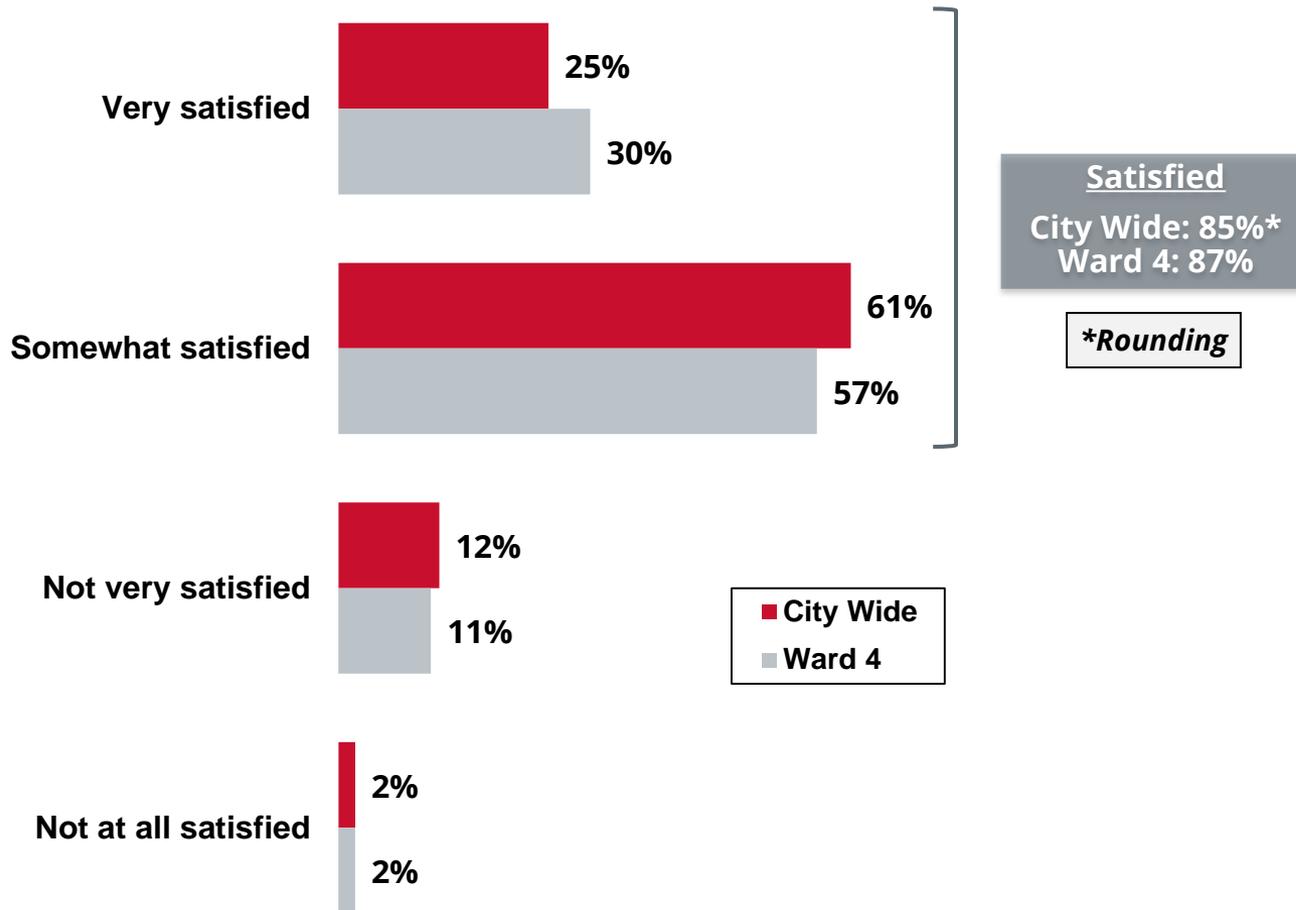


*How satisfied are you with the job The City of Calgary is currently doing to protect the environment?*

Base: Valid respondents (City Wide: n=2,436 / Ward 4: n=182)



# Satisfaction with The City's Environmental Programs and Services



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=2,429 / Ward 4: n=182)

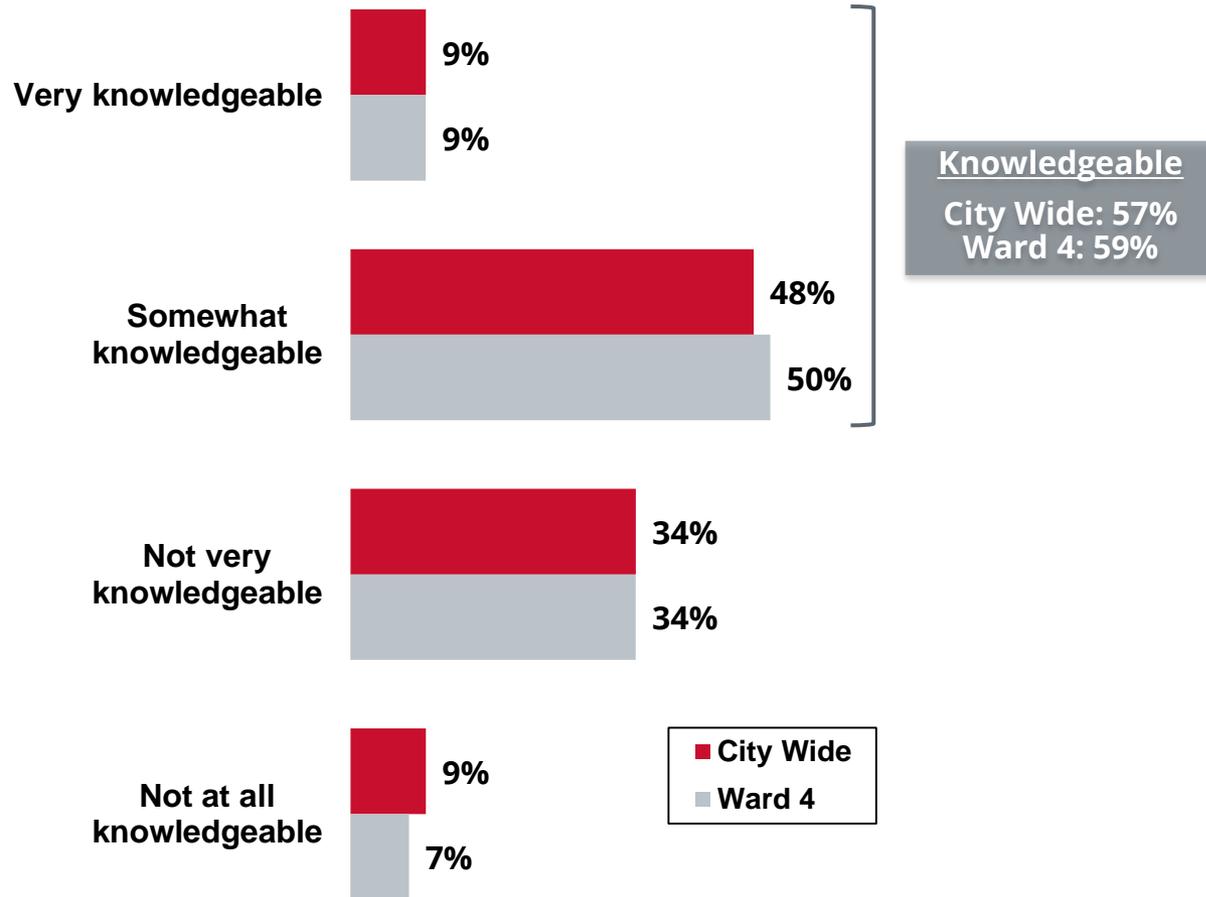


## Taxation





# Knowledge Levels of Tax Dollar Spending

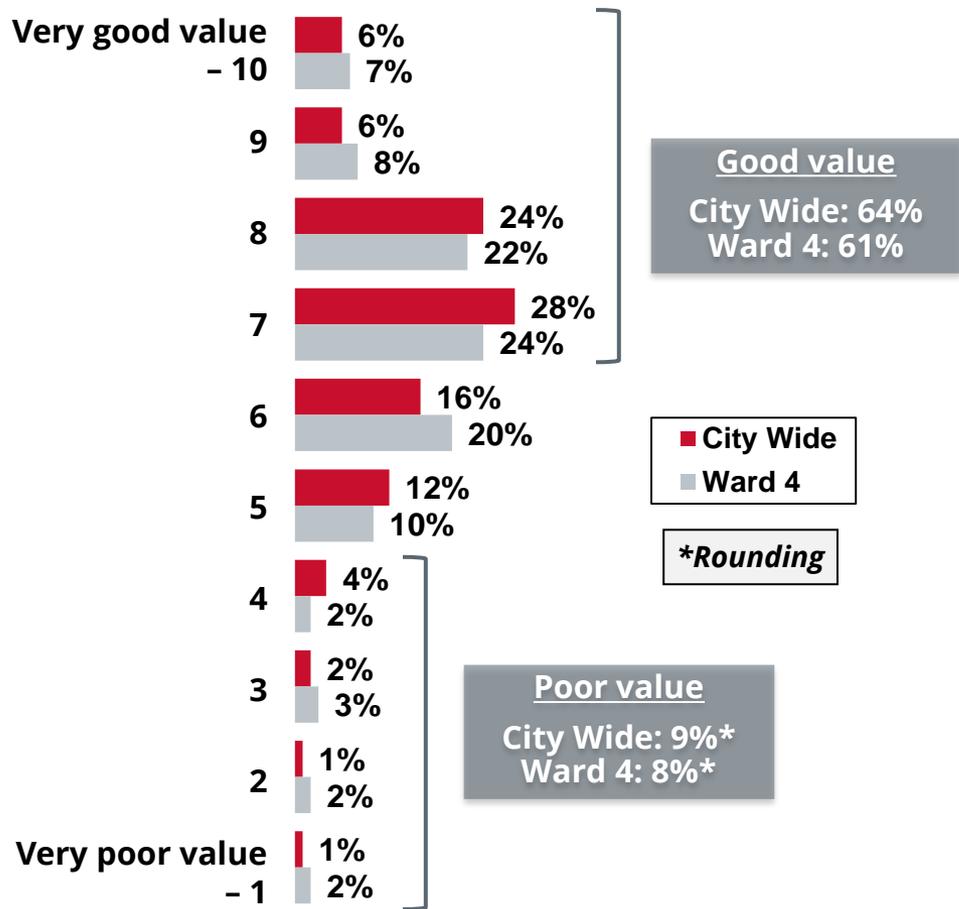


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,442 / Ward 4: n=184)



# Perceived Value of Property Taxes

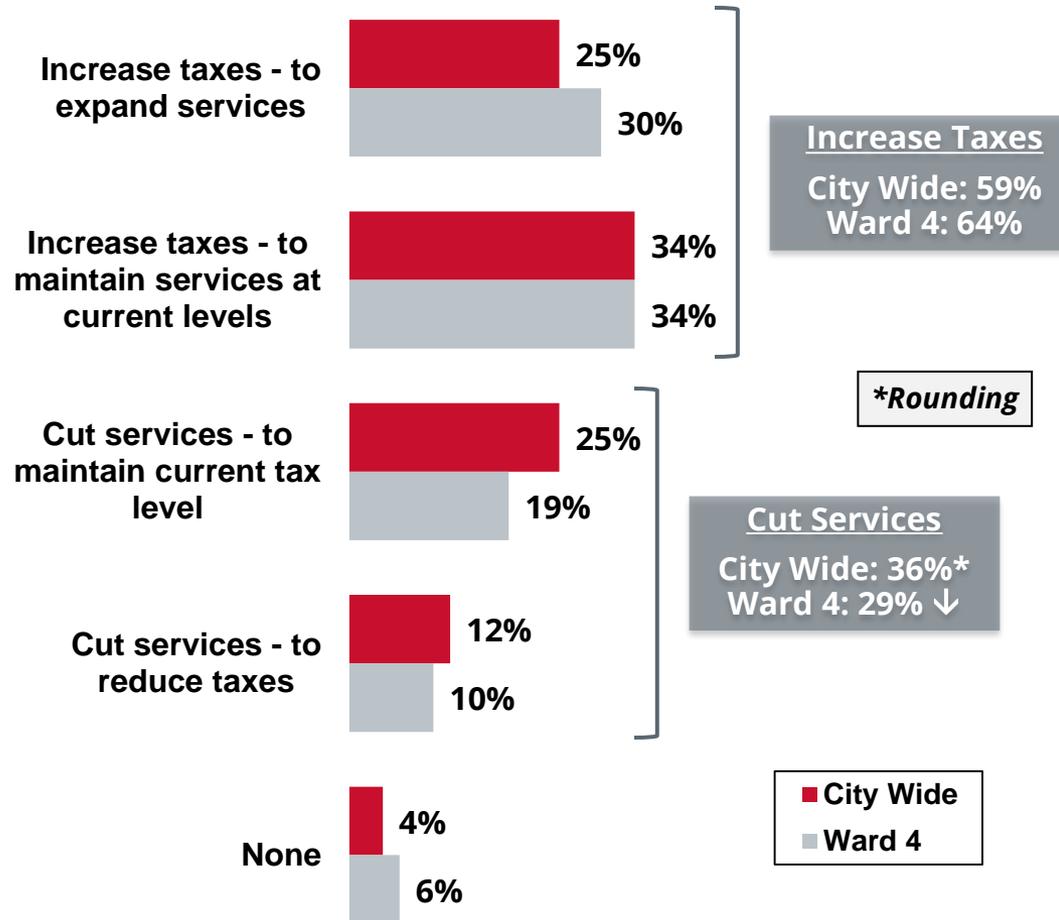


*Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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=2,414 / Ward 4: n=181)



# Balancing Taxation and Service Delivery Levels

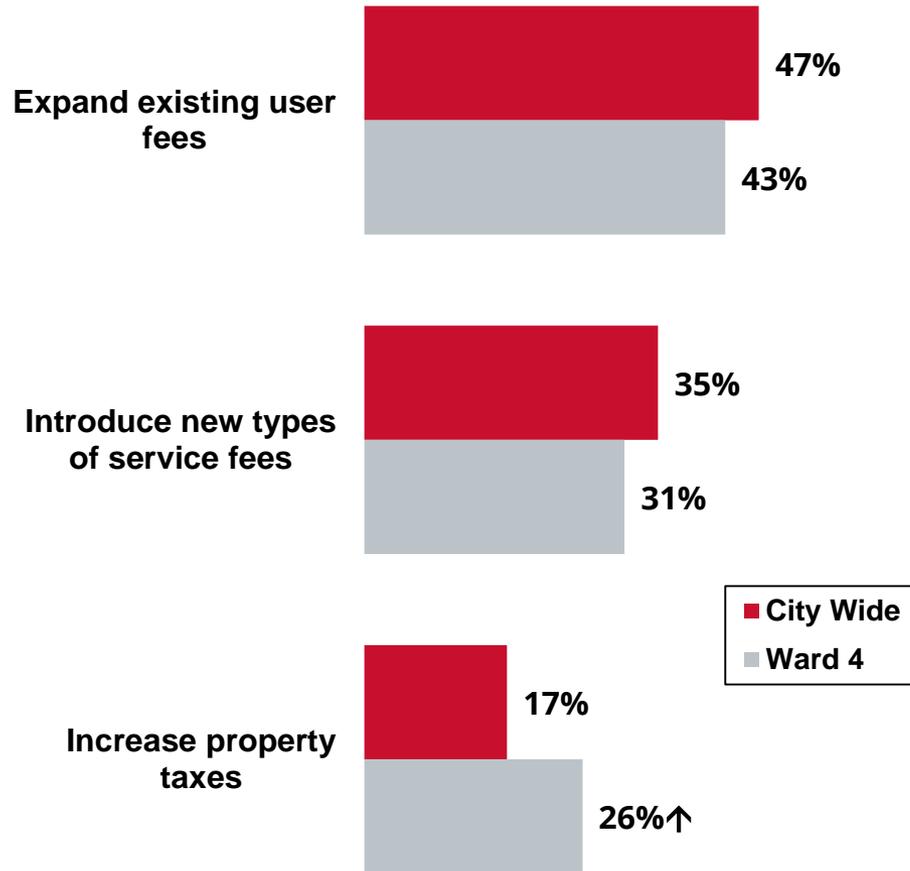


*Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents (City Wide: n=2,406 / Ward 4: n=180)



# Options for Increasing City Revenue



*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 ...?*

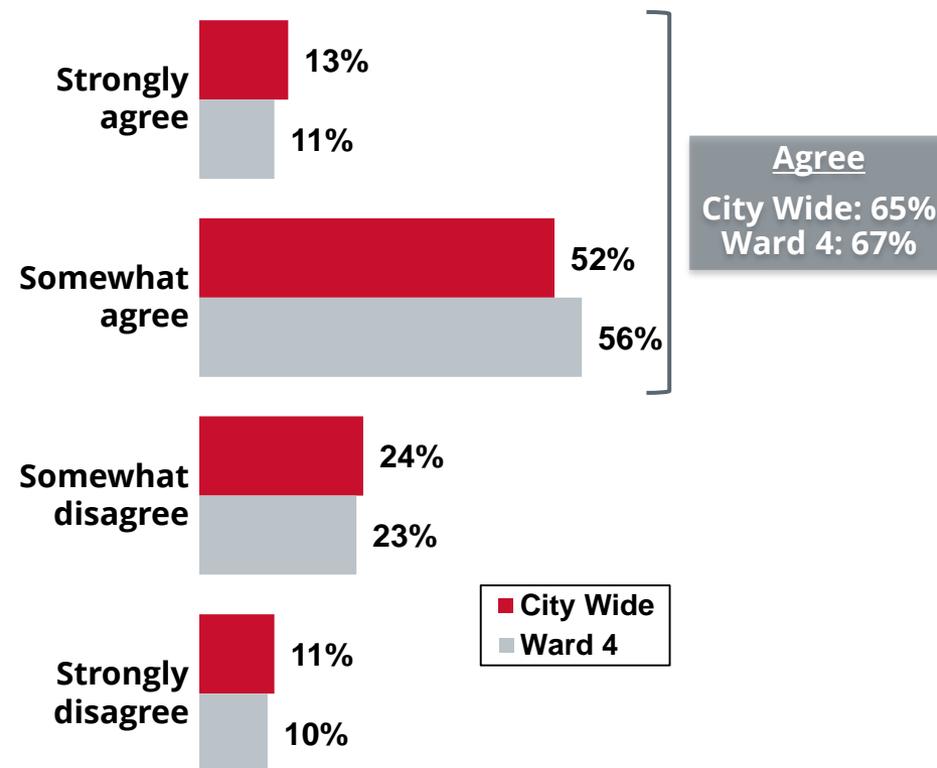
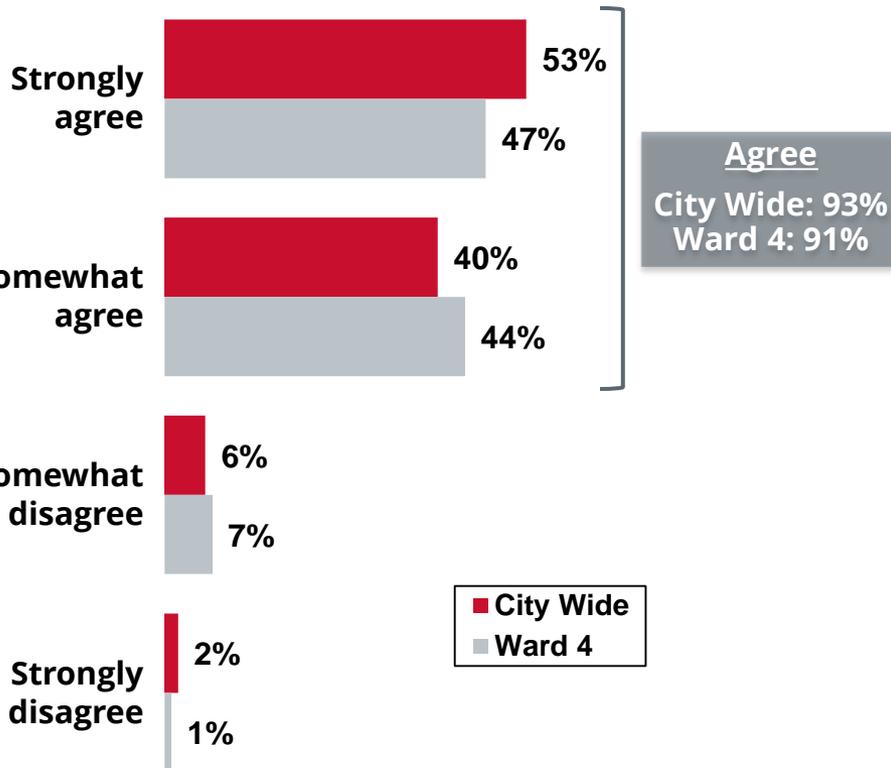
Base: Valid respondents (City Wide: n=2,295 / Ward 4: n=172)



# Property Tax Dollar Investment

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

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



Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.  
 Base: Valid respondents (Bases vary)

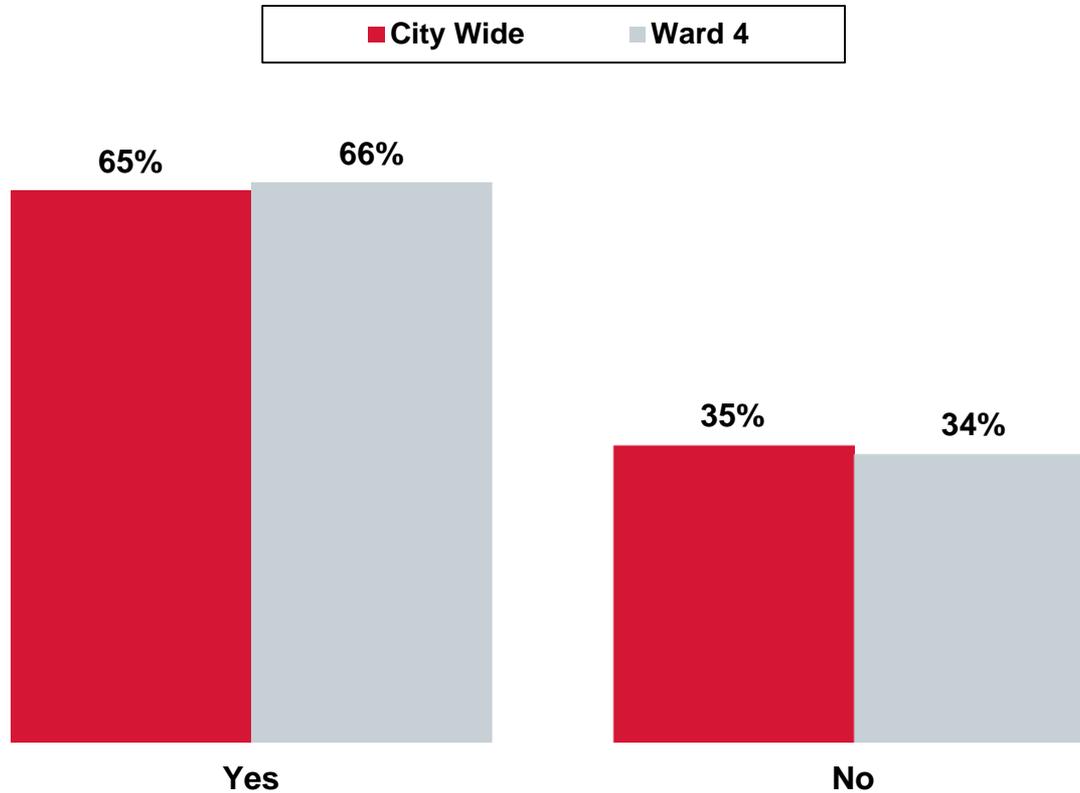


## Contact with The City





# Past 12 Months Contact with The City of Calgary

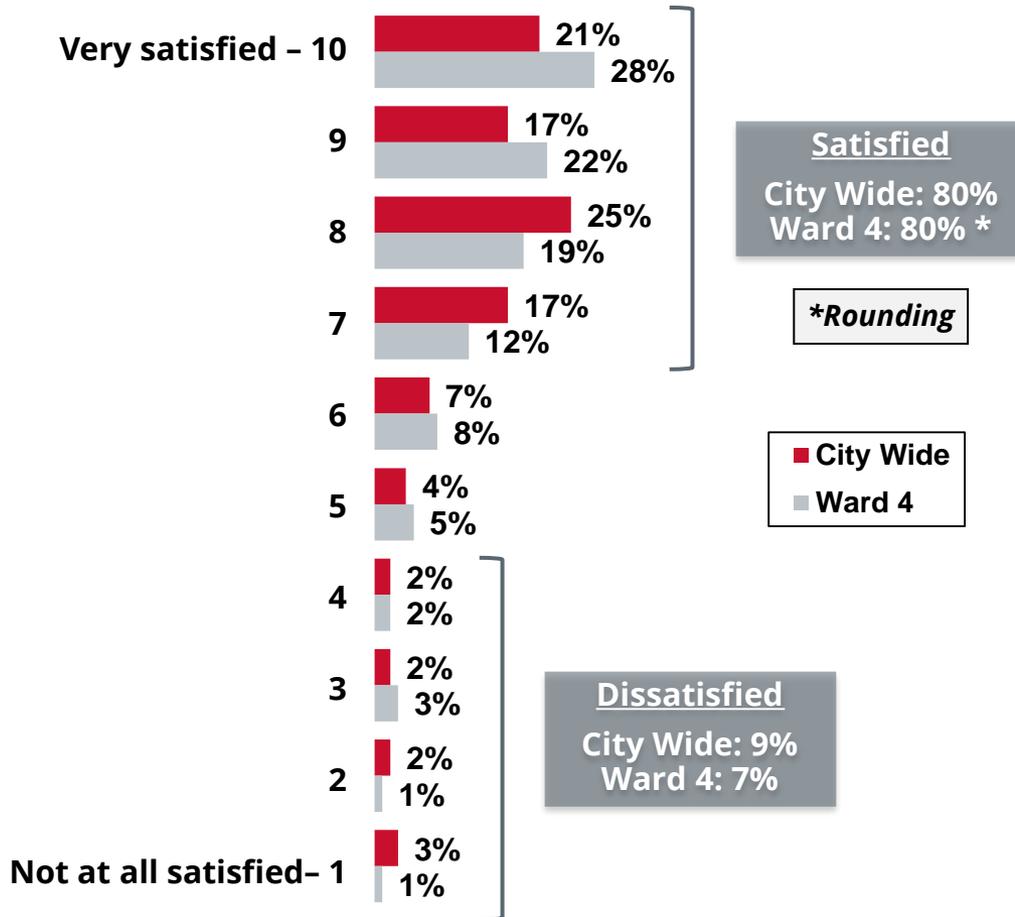


*Have you contacted or dealt with The City of Calgary or one of its employees in the last twelve months?*

Base: Valid respondents (City Wide: n=2,447 / Ward 4: n=185)



# Satisfaction with the Overall Level and Quality of Customer Service

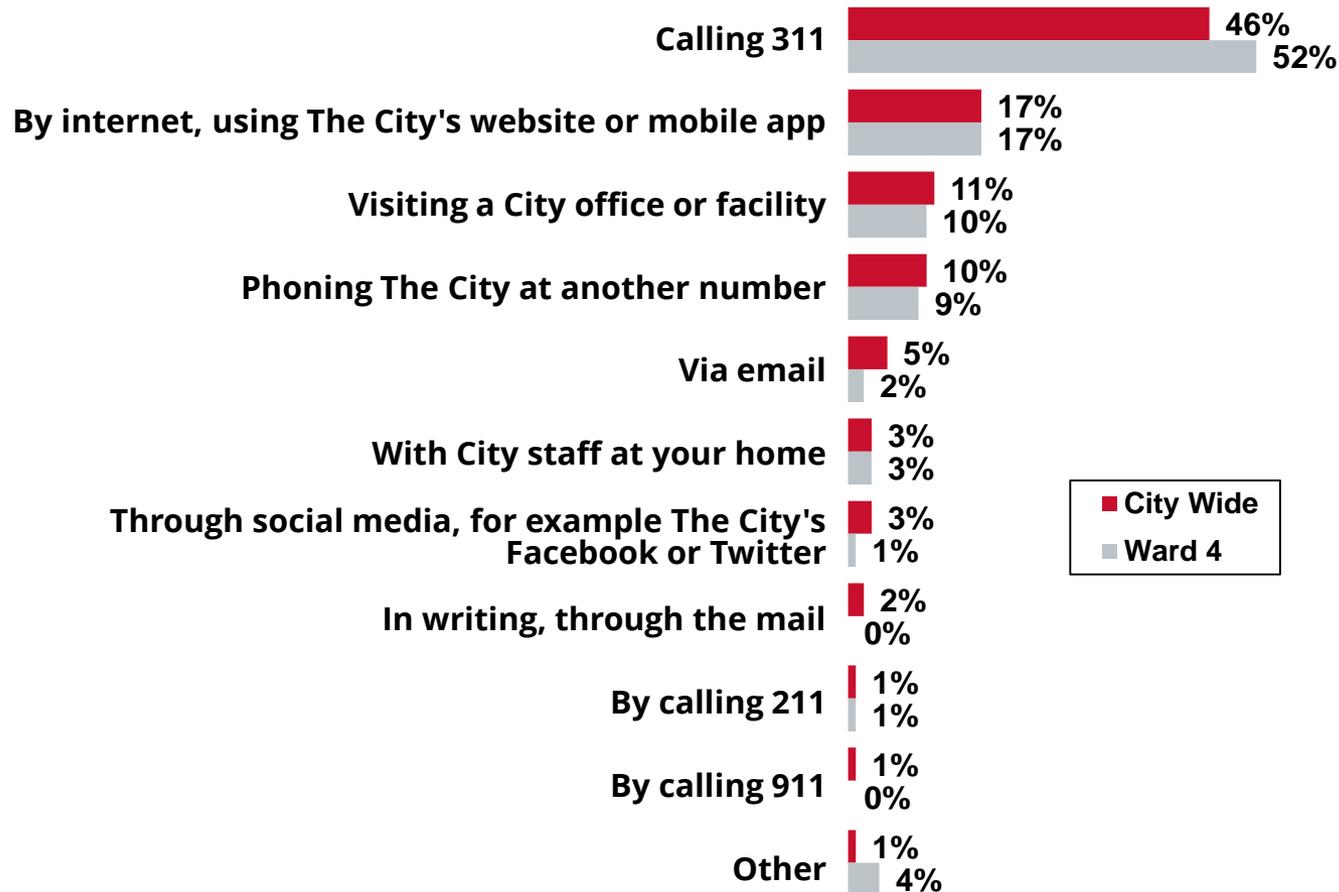


On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,603 / Ward 4: n=122)



# Type of Contact

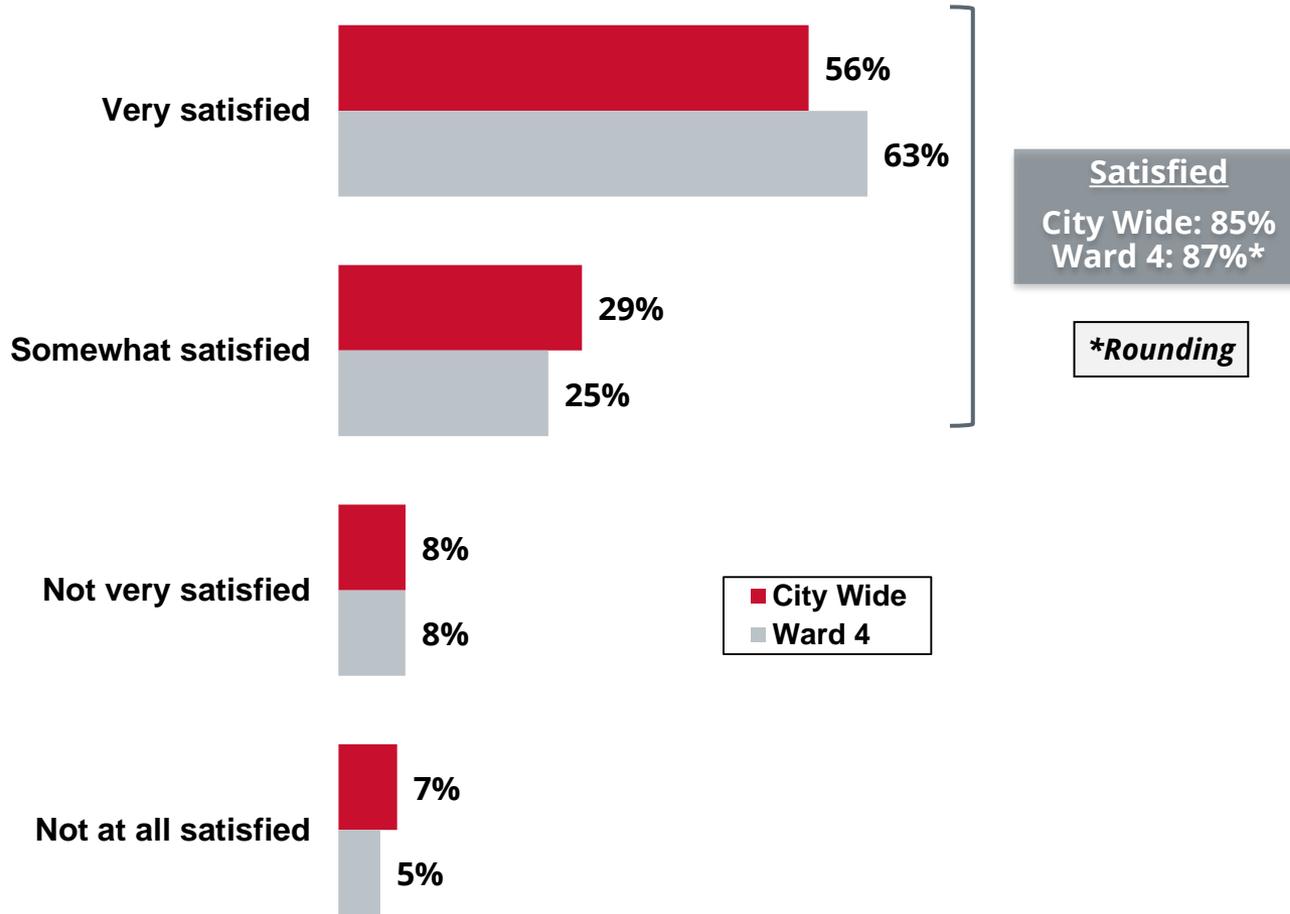


When you contacted The City was it... ?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,597 / Ward 4: n=121)



# Satisfaction with Most Recent City Contact



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

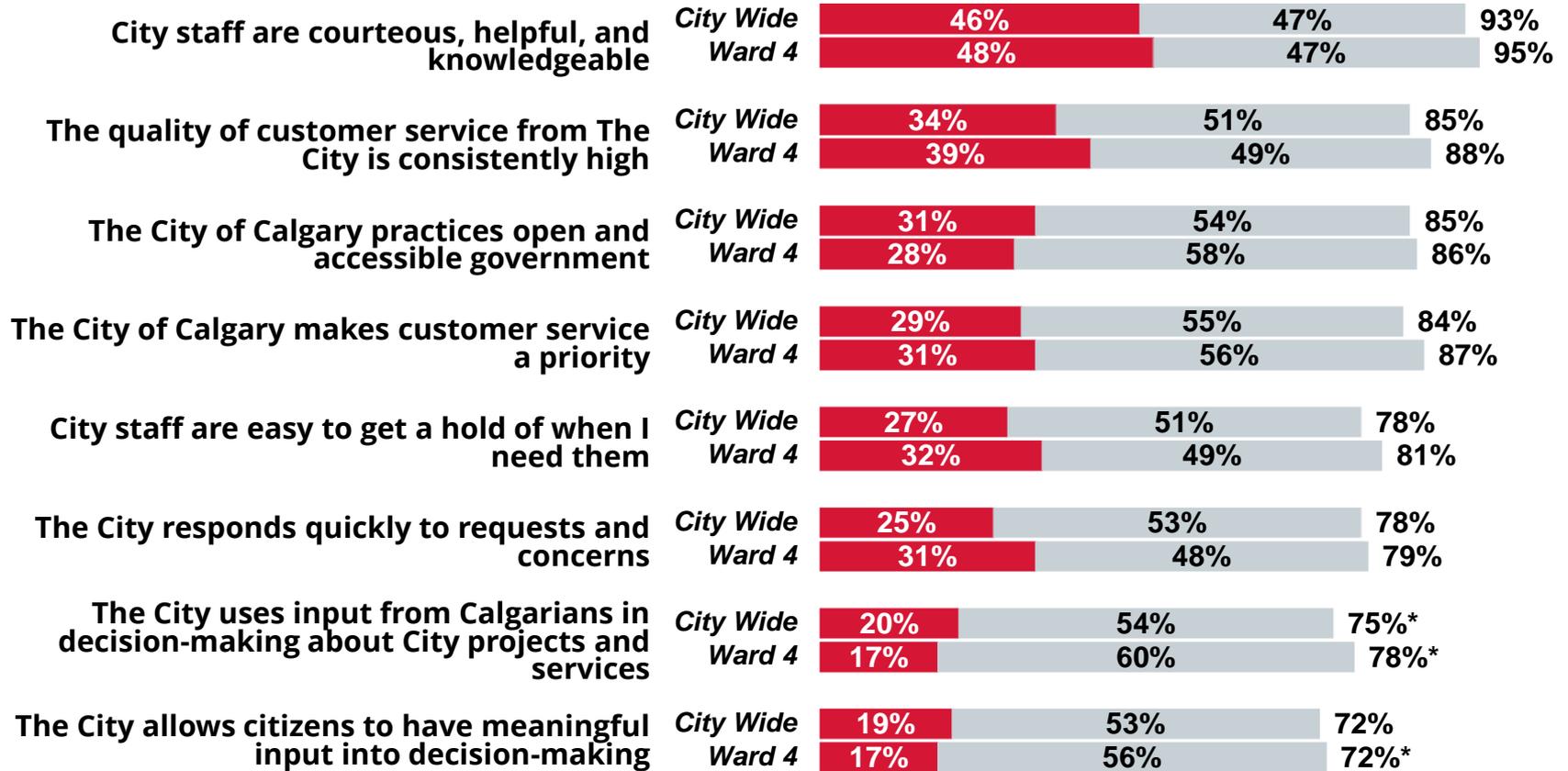
Base: Valid respondents who contacted or dealt with The City of Calgary in the last twelve months (City Wide: n=1,602 / Ward 4: n=121)



# 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?

Base: Valid respondents (Bases vary)

\*Rounding

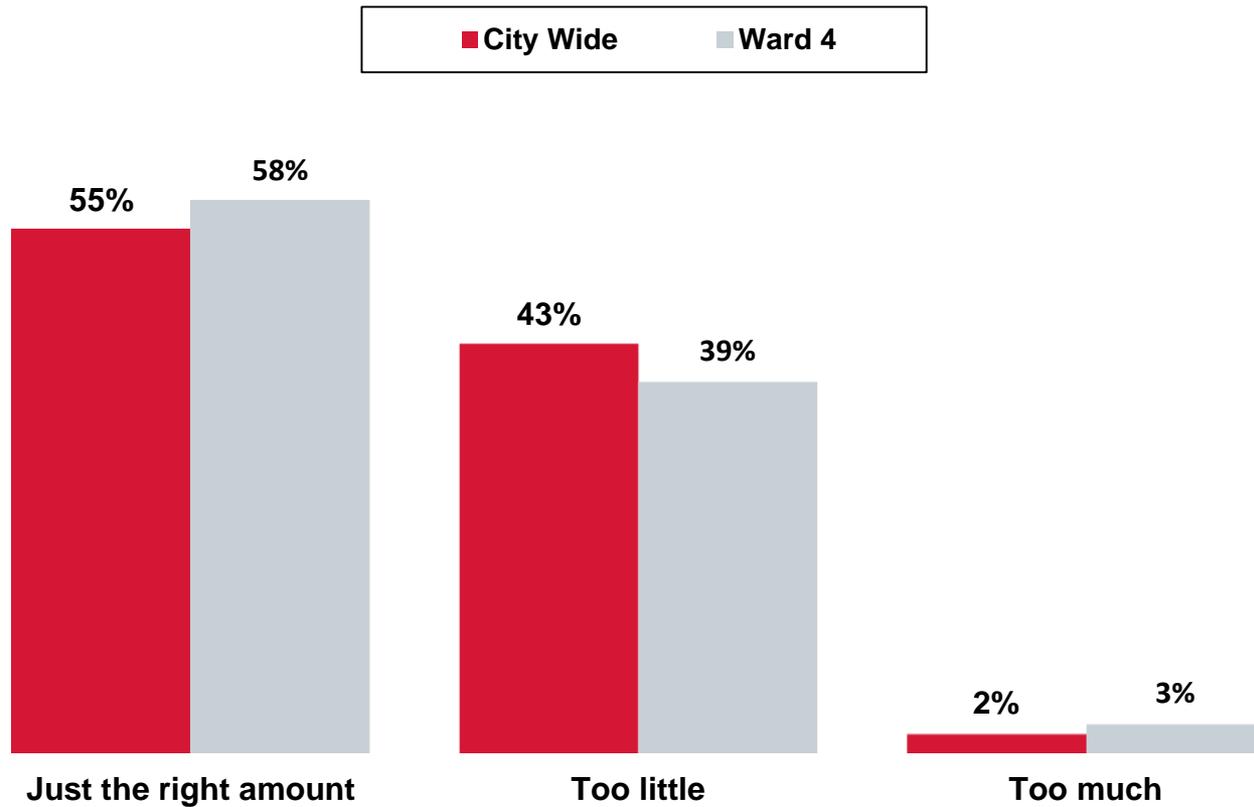


## City Communications





# The Extent of Information Received

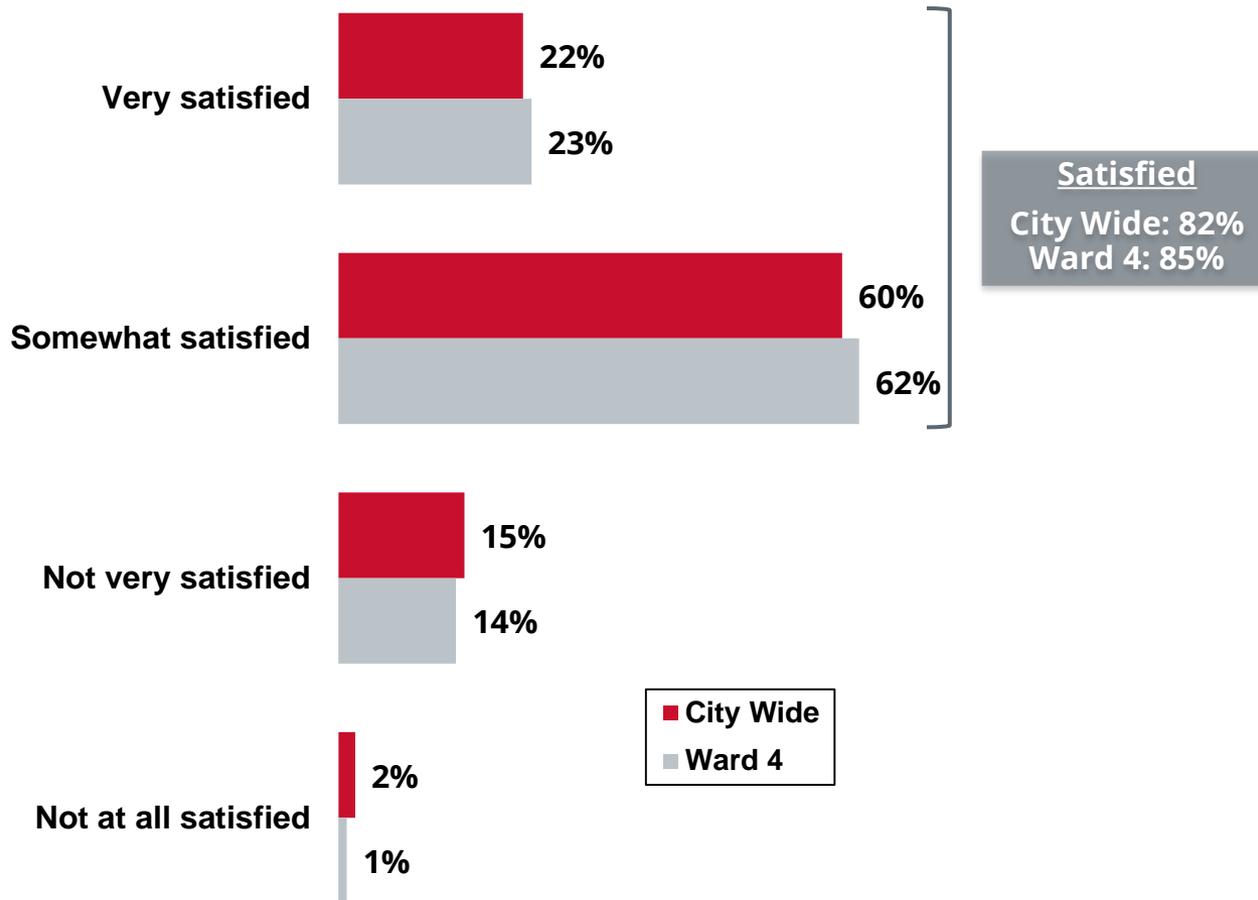


*In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?*

Base: Valid respondents (City Wide: n=2,440 / Ward 4: n=185)



# Overall Satisfaction with Quality of City Information and Communications



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

Base: Valid respondents (City Wide: n=2,441 / Ward 4: n=184)



## Demographics





## Gender

	City Wide	Ward 4
Male	50%	49%
Female	50%	51%

## Age

	City Wide	Ward 4
18 to 24	14%	10%
25 to 34	20%	15%
35 to 44	19%	12%↓
45 to 54	20%	31%↑
55 to 64	14%	18%
65 or more	13%	14%
Mean	44 years	48 years↑

## Education

	City Wide	Ward 4
Completed high school or less	18%	12%↓
Some post secondary or college diploma	37%	42%
Completed university degree or post-grad degree	45%	47%

## Income

	City Wide	Ward 4
Less than \$30K	6%	4%
\$30K to <\$45K	9%	9%
\$45K to <\$60K	11%	9%
\$60K to <\$75K	8%	12%
\$75K to <\$90K	8%	8%
\$90K to <\$105K	10%	8%
\$105K to <\$120K	8%	7%
\$120K to <\$150K	14%	15%
\$150K or more	24%	27%

## Number of People In Household

	City Wide	Ward 4
1	14%	17%
2	29%	30%
3	19%	24%
4	23%	22%
5	10%	6%
6 or more	6%	2%↓

## Children and Seniors in Household

### % Yes

	City Wide	Ward 4
Children	38%	30%↓
Seniors	15%	18%

Valid respondents



### Tenure in Calgary

	City Wide	Ward 4
<5 years	12%	6%↓
5 to <10 years	10%	8%
10 to <15 years	11%	10%
15 to <20 years	13%	12%
20 to <30 years	19%	24%↑
30 to <40 years	16%	14%
40 or more	20%	27%↑
<i>Mean</i>	<i>24 years</i>	<i>28years↑</i>

### Voted in Last Municipal Election

	City Wide	Ward 4
Yes - in Calgary	72%	84%↑
Yes - other City	2%	0%
No	25%	16%↓

### Responsible for Property Taxes

	City Wide	Ward 4
Yes	82%	86%
No	18%	14%

### Type of Home

	City Wide	Ward 4
Single-detached house	70%	75%
Duplex-attached house	7%	7%
Townhouse	6%	10%
Condominium	7%	4%
Apartment	6%	2%↓
Another multi-dwelling unit	3%	2%

### Waste and Recycling Services

% Yes

	City Wide	Ward 4
Have Black Cart	85%	85%
Have Blue Cart	84%	84%

### Own or Rent

	City Wide	Ward 4
Own	76%	81%
Rent	21%	18%
Neither	2%	1%

Valid respondents



## Born in Canada

	City Wide	Ward 4
Yes	74%	75%
No	26%	25%

## Age Left Country of Birth

	City Wide	Ward 4
Under 12	28%	32%
12 to 17	12%	20%
18 or older	60%	47%

Base: Not born in Canada

## Ethnic Background

	City Wide	Ward 4
Caucasian/ white	24%	22%
British	19%	17%
Canadian/ French Canadian	17%	20%
Western European	12%	11%
East or Southeast Asian	11%	14%
Southern or Eastern European	9%	11%
South Asian	6%	4%
Central/ South American or Caribbean	2%	1%
West Asian or Middle Eastern	2%	2%
African	2%	1%
Aboriginal/ First Nations/ Metis	2%	1%
Other	1%	2%

## Disability

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

## Visible Minority

	City Wide	Ward 4
Yes	20%	17%
No	80%	83%

Valid respondents



## Contact



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