A HARGROUP OMNIBUS SURVEY REPORT
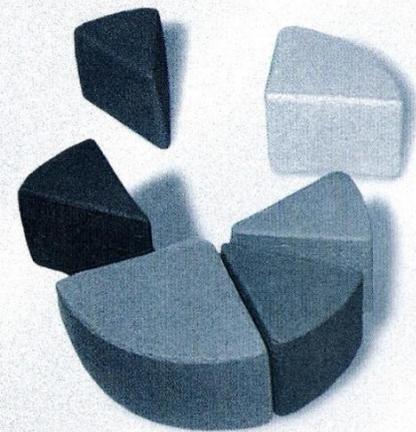
City of Calgary
Community Newsletter Questions
November 2012

HARGROUP MANAGEMENT CONSULTANTS

A HARGROUP OMNIBUS SURVEY REPORT

City of Calgary
Community Newsletter Questions
November 2012

City of Calgary

Presented by

HarGroup Management Consultants, Inc.

Survey Date November 27th to December 7th 2012

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INTRODUCTION

HARGROUP OMNIBUS REPORT

This report presents the results for the **City of Calgary** questions fielded on the **November 2012 *HARGROUP OMNIBUS*** (Calgary) on behalf of the City of Calgary. The ***HARGROUP OMNIBUS*** is a monthly telephone survey involving Calgary residents.

THE SAMPLE

This ***HARGROUP OMNIBUS*** survey consists of 800 randomly selected Calgary residents. The interviews were conducted by telephone, from November 27th to December 7th, 2012. The sample was controlled for gender, resulting in a 50.0% 50.0% male/female distribution.

HarGroup applies a random digit dialling process, including cell phone numbers, to randomize the survey sample. This approach allows for the inclusion of listed, unlisted and new residential numbers, as well as cell phone only households. Our random selection process ensures that each ***HARGROUP OMNIBUS*** survey consists of fully independent samples.

QUALITY CONTROL

Supervisors were present at all times during the fielding of the survey to ensure that responses to questions were properly recorded. In addition, a minimum of 10% of respondents who have completed an interview were re-contacted by our supervisors to verify they have taken part in the survey.

STATISTICAL RELIABILITY

A sample size of 800 yields a margin of error of ±3.47% (within a 95% confidence interval), for the adult population of Calgary. Expressed differently, if the survey were to be conducted within the same population again, in 19 surveys out of 20 the results would likely remain within ±3.47% of the results presented in this report. This estimated margin of error is computed for the entire sample and analyses based on sample subsets will typically not achieve the same level of confidence.

CUSTOMIZE THE SAMPLE

HARGROUP OMNIBUS (Calgary) surveys consist of 400 & 800 randomly chosen households within Calgary. Fully representative custom samples based on sample sizes of less than 400 or greater than 800 are also available. In addition, samples can be further customized through the inclusion of additional demographic variables, such as education level, occupation, employment status, etc. ***HARGROUP OMNIBUS*** surveys are also available for Alberta, and consist of 800 and 1,200 randomly chosen households within Alberta.

DEMOGRAPHIC PROFILE OF RESPONDENTS

Age

Age Group	Percentage
18 to 24	12%
25 to 34	22%
35 to 44	21%
45 to 54	20%
55 to 64	14%
65 & over	11%

Gender

- Female 50%
- Male 50%
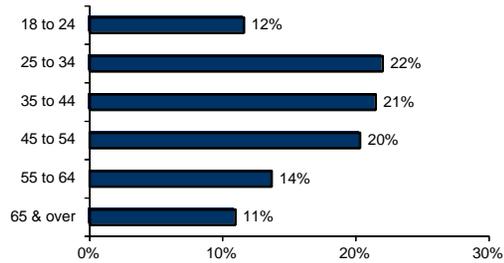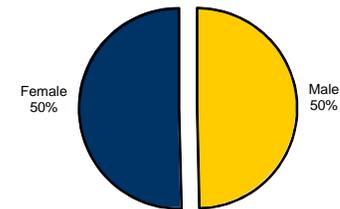
Residence
(Quadrant of City)

- Northwest 33%
- Northeast 20%
- Southeast 21%
- Southwest 26%

Household Income

Income	Percentage
$30,000 or less	7%
Over $30,000 to $40,000	11%
Over $40,000 to $50,000	8%
Over $50,000 to $70,000	14%
Over $70,000 to $100,000	24%
Over $100,000 to $150,000	19%
Over $150,000	17%
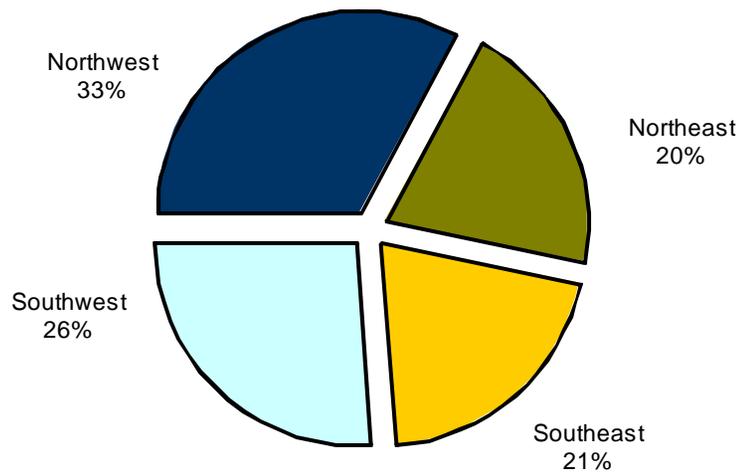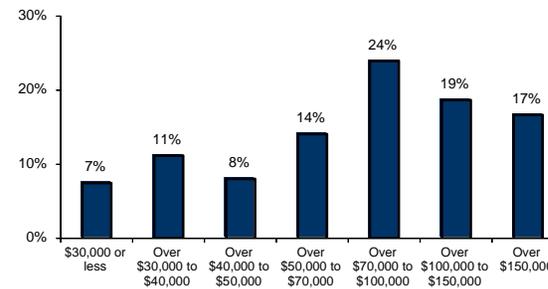
READING THE DATA TABLES

For **single response** (only one allowable answer) **frequency** questions, the following definitions apply:

Client Question

Q10. Which quadrant of the City do you reside in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northwest	113	28.3	28.5	28.5
	Northeast	75	18.8	18.9	47.5
	Southwest	134	33.5	33.8	81.3
	Southeast	74	18.5	18.7	100.0
	Total	396	99.0	100.0	
Missing	Refused	4	1.0		
Total		400	100.0		

Frequency
The number of respondents providing an answer.

Cumulative Percent
The running (cumulative) percentage total.

Percent
The percentage equivalent to the frequency, derived using the total sample size as the base, including respondents who did not answer.

Valid Percent
The percentage equivalent to the frequency, derived using only respondents providing an allowable answer.

Statistics

Quadrant

N	Valid	396
	Missing	4
Mean		2.43
Median		3.00
Mode		3

Descriptive Statistics

Mean – The sum of all values, divided by the number of values.

Median – Half of all responses are greater than this value, and half are less than this value.

Mode – The value with the greatest frequency.

Descriptive Statistics

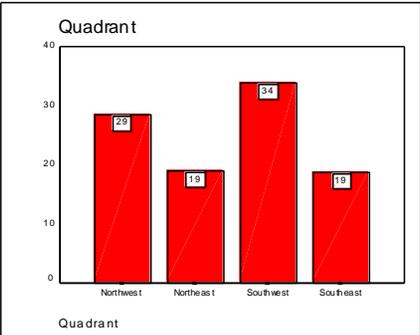**Valid –** The number of respondents providing an allowable answer.

Missing – Respondents who did not answer a question because they were not eligible to do so, due to a line of questioning, or because of unclear or invalid responses.

Quadrant

Northwest	Northeast	Southwest	Southeast
29	19	34	19

Quadrant

Figure
Graphical presentation of question results

For **multiple response** (more than one allowable answer) **frequency** questions, the following definitions apply:

Client Question → **Q7. What is the most important issue facing Calgarians?**

% of respondents ←

% of Respondents
The denominator for calculating percentages in the "*Col Response %*" column is the number of respondents (e.g. Community Growth: 42 / 65 = 65.6%). Because respondents are able to provide more than one answer, the total is > or = 100%.

	Cases	Col Response %
Community Growth	42	65.6%
Crime	13	20.3%
Budget	11	17.2%
Deficit/Debt	6	9.4%
Community Facilities	3	4.7%
Community Spirit	3	4.7%
Culture	1	1.6%
Total	64	123.4%

Total
The total number of respondents that answered the question.

% of responses →

% of Responses
The denominator for calculating percentages in the "*Col Response %*" column is the number of responses for all individuals (e.g. Community Growth: 42 / 79 = 53.2%). For this reason, the total =100%.

	Responses	Col Response %
Community Growth	42	53.2%
Crime	13	16.5%
Budget	11	13.9%
Deficit/Debt	6	7.6%
Community Facilities	3	3.8%
Community Spirit	3	3.8%
Culture	1	1.3%
Total	79	100.0%

Total
The total number of responses for the question.

Cross tabulation tables are presented between client questions and demographic questions. The following definitions apply for cross tabulation tables:

Client Question ⟶ **Q5. Which of the following most closely represents your family's life stage?**

by rows

Client Question

Demographic Question

Count
The frequency of responses applicable to the cells in the table.

Row Percent
Percentages calculated across the table using the total number of valid responses for the labels in the left-hand column as the base. The percentages should be read horizontally, across the rows.

		Family life stage								Total	
		Younger adults		Adults w/ children		Adults w/ youth		Older adults			
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Age	18 to 24	18	31.0%	10	17.2%	28	48.3%	2	3.4%	58	100.0%
	25 to 34	39	54.2%	24	33.3%			9	12.5%	72	100.0%
	35 to 44	16	21.6%	28	37.8%	21	28.4%	9	12.2%	74	100.0%
	45 to 54	6	8.3%	14	19.4%	26	36.1%	26	36.1%	72	100.0%
	55 to 64	3	7.1%	4	9.5%	4	9.5%	31	73.8%	42	100.0%
	65 & over	1	1.4%	3	4.3%	4	5.8%	61	88.4%	69	100.0%
Total		83	21.4%	83	21.4%	83	21.4%	138	35.7%	387	100.0%

by columns

Column Percent
Percentages calculated down each column in the table using the total number of valid responses for each column heading as the base. The percentages should be read vertically, down the columns.

		Family life stage								Total	
		Younger adults		Adults w/ children		Adults w/ youth		Older adults			
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Age	18 to 24	18	21.7%	10	12.0%	28	33.7%	2	1.4%	58	15.0%
	25 to 34	39	47.0%	24	28.9%			9	6.5%	72	18.6%
	35 to 44	16	19.3%	28	33.7%	21	25.3%	9	6.5%	74	19.1%
	45 to 54	6	7.2%	14	16.9%	26	31.3%	26	18.8%	72	18.6%
	55 to 64	3	3.6%	4	4.8%	4	4.8%	31	22.5%	42	10.9%
	65 & over	1	1.2%	3	3.6%	4	4.8%	61	44.2%	69	17.8%
Total		83	100.0%	83	100.0%	83	100.0%	138	100.0%	387	100.0%

Questions

In which community in Calgary do you reside?

_____

1. In the last 12 months, have you received at least one newsletter from the **(SHOW COMMUNITY FROM ABOVE)** community association including receiving it in the mail, having it delivered to your home, accessing it online, picking it up in the community, or obtaining it some other way?

   1. Yes **(GO TO Q3)**
   2. No
   3. Don't know

2. Have you ever received a newsletter from the **(SHOW COMMUNITY FROM ABOVE)** community association including receiving it in the mail, having it delivered to your home, accessing it online, picking it up in the community, or obtaining it some other way?

   1. Yes
   2. No **(GO TO Q6)**
   3. Don't know **(GO TO Q6)**

3. Have you read at least one newsletter that you have received from the **(SHOW COMMUNITY FROM ABOVE)** community association?

   1. Yes
   2. No **(GO TO Q6)**
   3. Don't know **(GO TO Q6)**

4. What kinds of information do you recall reading about in the **(SHOW COMMUNITY FROM ABOVE)** community association newsletter? Anything else?

   _____

5. What, if anything, do you recall reading about in the **(SHOW COMMUNITY FROM ABOVE)** community association newsletter that involved The City of Calgary? Anything else? **(DO NOT READ)** **(RECORD ORDER OF RESPONSE, 1ˢᵗ, 2ⁿᵈ, 3ʳᵈ, and other)**

1.   Information about how to use/access existing City of Calgary programs and services (e.g. recreation programs and services, animal and bylaw programs and services, recycling programs and services, garbage collection, etc.)
2.   Information about how to access Calgary Public Library programs and services
3.   Changes that are going to occur with existing City of Calgary programs and services (e.g. changes in schedules, changes in how service will be delivered, etc.)
4.   Information about changes to City bylaws
5.   Information about City Council activities/proceedings (e.g. results of a vote, what the mayor or councillors want to propose or achieve, information about municipal budget, etc.)
6.   Messages to the community from the Councillor of my Ward
7.   Information about City of Calgary transportation projects and initiatives (e.g. road construction, detours, traffic lights and signs, snow and ice control, etc.)
8.   Information about new Calgary Transit services and initiatives (e.g. introduction of new bus/CTrain services, extension of CTrain line, etc.)
9.   Information about building and development initiatives/approvals in my community (e.g. a new building being proposed or development in community)
10. Recall something about The City of Calgary, but can't remember specifics
11. Other (please specify:_____)
12. Don't recall reading anything that involved The City of Calgary in the newsletter
13. Don't know/don't remember

6. What kinds of information would you like to see presented in a community association newsletter that involved City of Calgary programs, services, projects and initiatives? **(DO NOT READ)** **(RECORD ORDER OF RESPONSE, 1st, 2nd, 3rd, and other)**

   1. Information about how to use/access existing City of Calgary programs and services (e.g. recreation programs and services, animal and bylaw programs and services, recycling programs and services, garbage collection, etc.)
   2. Information about how to access Calgary Public Library programs and services
   3. Changes that are going to occur with existing City of Calgary programs and services (e.g. changes in schedules, changes in how service will be delivered, etc.)
   4. Information about changes to City bylaws
   5. Information about City Council activities/proceedings (e.g. results of a vote, what the mayor or councillors want to propose or achieve, information about municipal budget, etc.)
   6. Messages to the community from the Councillor of my Ward
   7. Information about City of Calgary transportation projects and initiatives (e.g. road construction, detours, traffic lights and signs, snow and ice control, etc.)
   8. Information about new Calgary Transit services and initiatives (e.g. introduction of new bus/CTrain services, extension of CTrain line, etc.)
   9. Information about building and development initiatives/approvals in my community (e.g. a new building being proposed or development in community)
   10. Recall something about The City of Calgary, but can't remember specifics
   11. Other (please specify:_____)
   12. Don't recall reading anything that involved The City of Calgary in the newsletter
   13. Don't know/don't remember

7. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree to the following statements?

   a. It is important to me that the community association newsletter provides information from The City of Calgary that affects all Calgarians.
   b. b. It is important to me that the community association newsletter provides information from The City of Calgary that specifically affects residents of my community.
   c. c. I am more likely to read an article by The City of Calgary in my community association newsletter if it is specific to my community rather than about the city in general.

   1. Strongly agree
   2. Somewhat agree
   3. Somewhat disagree
   4. Strongly disagree
   5. Don't know

Frequencies

1. In the last 12 months, have you received at least one newsletter from the **(SHOW COMMUNITY FROM ABOVE)** community association including receiving it in the mail, having it delivered to your home, accessing it online, picking it up in the community, or obtaining it some other way?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	624	78.0	78.0	78.0
	No	151	18.9	18.9	96.9
	Don't know	25	3.1	3.1	100.0
	Total	800	100.0	100.0	

Statistics

N	Valid	800
	Missing	0
Mean		1.25
Median		1.00
Mode		1
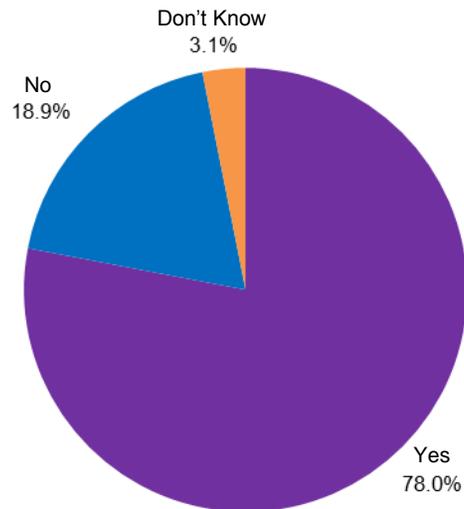
2. Have you ever received a newsletter from the **(SHOW COMMUNITY FROM ABOVE)** community association including receiving it in the mail, having it delivered to your home, accessing it online, picking it up in the community, or obtaining it some other way?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	28	15.9	15.9	15.9
	No	128	72.7	72.7	88.6
	Don't know	20	11.4	11.4	100.0
	Total	176	100.0	100.0	

*Note: 624 respondents were not asked this question due to skip logic from question 1

Statistics

N	Valid	176
	Missing	624
Mean		1.95
Median		2.00
Mode		2
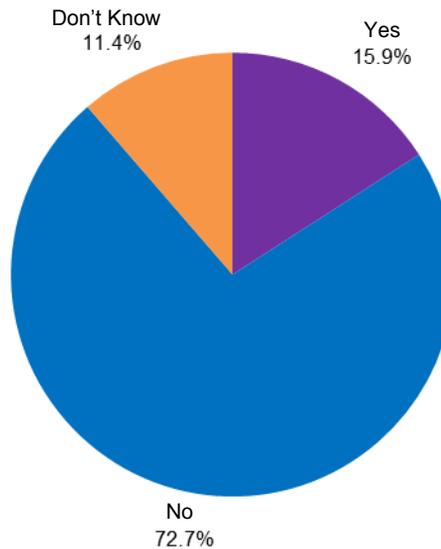
Don't Know 11.4%

Yes 15.9%

No 72.7%

3. Have you read at least one newsletter that you have received from the **(SHOW COMMUNITY FROM ABOVE)** community association?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	557	69.6	85.4	85.4
	No	95	11.9	14.6	100.0
	Total	652	81.5	100.0	
Missing	System	148	18.5		
Total		800	100.0		

Statistics

N	Valid	652
	Missing	148
Mean		1.15
Median		1.00
Mode		1
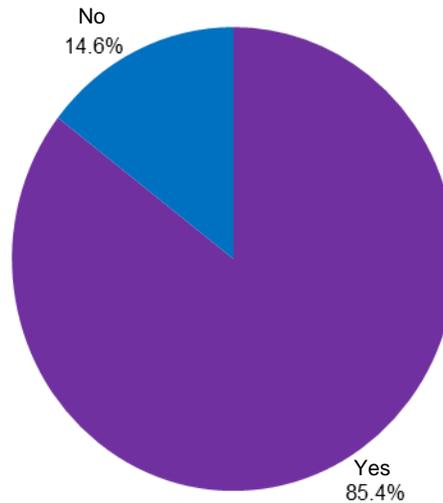
No 14.6%

Yes 85.4%

4. What kinds of information do you recall reading about in the **(SHOW COMMUNITY FROM ABOVE)** community association newsletter? Anything else?

% Respondents

	Cases	Col Response %
Upcoming community events	198	35.5%
Activities to participate in	152	27.2%
Advertisements	105	18.8%
Community information (in general)	73	13.1%
Don't know/Can't think of anything	60	10.8%
Messages to the community from the councillor of my ward	33	5.9%
Information regarding schools	25	4.5%
Volunteer opportunities	24	4.3%
Information about building and development initiatives/approvals in my community	20	3.6%
Information about City of Calgary transportation projects and initiatives	19	3.4%
Information regarding crime in the community	15	2.7%
Community meetings	12	2.2%
Safety information	11	2.0%
Information regarding elections/politics	11	2.0%
Information about new Calgary Transit services and initiatives	10	1.8%
Health information/alerts	5	.9%
Information about how to access Calgary Public Library programs and services	4	.7%
Job postings	4	.7%
Information about changes to bylaws	3	.5%
Total	557	140.5%

% Responses

	Responses	Col Response %
Upcoming community events	198	25.3%
Activities to participate in	152	19.4%
Advertisements	105	13.4%
Community information (in general)	73	9.3%
Don't know/Can't think of anything	60	7.7%
Messages to the community from the councillor of my ward	33	4.2%
Information regarding schools	25	3.2%
Volunteer opportunities	24	3.1%
Information about building and development initiatives/approvals in my community	20	2.6%
Information about City of Calgary transportation projects and initiatives	19	2.4%
Information regarding crime in the community	15	1.9%
Community meetings	12	1.5%
Safety information	11	1.4%
Information regarding elections/politics	11	1.4%
Information about new Calgary Transit services and initiatives	10	1.3%
Health information/alerts	5	.6%
Information about how to access Calgary Public Library programs and services	4	.5%
Job postings	4	.5%
Information about changes to bylaws	3	.4%
Total	784	100.0%

5. What, if anything, do you recall reading about in the **(SHOW COMMUNITY FROM ABOVE)** community association newsletter that involved The City of Calgary? Anything else? **(DO NOT READ) (RECORD ORDER OF RESPONSE, 1st, 2nd, 3rd, and other)**

% All Respondents

	Cases	Col Response %
Don't recall reading anything that involved The City of Calgary	131	23.5%
Don't know/don't remember	114	20.5%
Information about City of Calgary transportation projects and initiatives	80	14.4%
Information about how to use/access existing City of Calgary programs and services	70	12.6%
Messages to the community from the Councillor of my Ward	66	11.8%
Information about new Calgary Transit services and initiatives	40	7.2%
Information about building and development initiatives/approvals in my community	33	5.9%
Recall something about The City of Calgary, but can't remember	27	4.8%
Information about changes to City bylaws	26	4.7%
Information about City Council activities/proceedings	25	4.5%
Changes that are going to occur with existing City of Calgary programs and services	12	2.2%
Information about how to access Calgary Public Library programs and services	11	2.0%
Community information (in general)	8	1.4%
Volunteer opportunities	8	1.4%
Information regarding crime in the community	7	1.3%
Upcoming community events	6	1.1%
Upcoming city-wide events	4	.7%
Safety information	2	.4%
Total	557	120.3%

% All Responses

	Responses	Col Response %
Don't recall reading anything that involved The City of Calgary	131	19.6%
Don't know/don't remember	114	17.0%
Information about City of Calgary transportation projects and initiatives	80	11.9%
Information about how to use/access existing City of Calgary programs and services	70	10.4%
Messages to the community from the Councillor of my Ward	66	9.9%
Information about new Calgary Transit services and initiatives	40	6.0%
Information about building and development initiatives/approvals in my community	33	4.9%
Recall something about The City of Calgary, but can't remember	27	4.0%
Information about changes to City bylaws	26	3.9%
Information about City Council activities/proceedings	25	3.7%
Changes that are going to occur with existing City of Calgary programs and services	12	1.8%
Information about how to access Calgary Public Library programs and services	11	1.6%
Community information (in general)	8	1.2%
Volunteer opportunities	8	1.2%
Information regarding crime in the community	7	1.0%
Upcoming community events	6	.9%
Upcoming city-wide events	4	.6%
Safety information	2	.3%
Total	670	100.0%

% Respondents – First Response

	Count	Col Response %
Don't recall reading anything that involved The City of Calgary	131	23.5%
Don't know/don't remember	114	20.5%
Messages to the community from the Councillor of my Ward	59	10.6%
Information about City of Calgary transportation projects and initiatives	54	9.7%
Information about how to use/access existing City of Calgary programs and services	51	9.2%
Information about new Calgary Transit services and initiatives	26	4.7%
Recall something about The City of Calgary, but can't remember	23	4.1%
Information about City Council activities/proceedings	21	3.8%
Information about building and development initiatives/approvals in my community	20	3.6%
Information about changes to City bylaws	19	3.4%
Changes that are going to occur with existing City of Calgary programs and services	9	1.6%
Information about how to access Calgary Public Library programs and services	7	1.3%
Community information (in general)	7	1.3%
Volunteer opportunities	5	.9%
Information regarding crime in the community	4	.7%
Upcoming community events	3	.5%
Upcoming city-wide events	3	.5%
Safety information	1	.2%
Total	557	100.0%

6. What kinds of information would you like to see presented in a community association newsletter that involved City of Calgary programs, services, projects and initiatives? **(DO NOT READ)** **(RECORD ORDER OF RESPONSE, 1st, 2nd, 3rd, and other)**

% All Respondents

	Cases	Col Response %
Don't know	357	44.6%
Information about how to use/access existing City of Calgary programs and services	204	25.5%
Information about City of Calgary transportation projects and initiatives	80	10.0%
Information about building and development initiatives/approvals in my community	51	6.4%
Information about new Calgary Transit services and initiatives	42	5.3%
Information about City Council activities/proceedings	34	4.3%
Community information (in general)	29	3.6%
Upcoming community events	23	2.9%
Changes that are going to occur with existing City of Calgary programs and services	22	2.8%
Information about changes to City bylaws	21	2.6%
Information about how to access Calgary Public Library programs and services	19	2.4%
Nothing from The City of Calgary specifically	14	1.8%
Messages to the community from the Councillor of my Ward	12	1.5%
Links for more details/contact information	11	1.4%
Upcoming city-wide events	10	1.3%
Volunteer opportunities	9	1.1%
Information regarding crime in the community	8	1.0%
Job postings	4	.5%
Health information/alerts	3	.4%
Safety information	3	.4%
Total	800	119.5%

% All Responses

	Responses	Col Response %
Don't know	357	37.3%
Information about how to use/access existing City of Calgary programs and services	204	21.3%
Information about City of Calgary transportation projects and initiatives	80	8.4%
Information about building and development initiatives/approvals in my community	51	5.3%
Information about new Calgary Transit services and initiatives	42	4.4%
Information about City Council activities/proceedings	34	3.6%
Community information (in general)	29	3.0%
Upcoming community events	23	2.4%
Changes that are going to occur with existing City of Calgary programs and services	22	2.3%
Information about changes to City bylaws	21	2.2%
Information about how to access Calgary Public Library programs and services	19	2.0%
Nothing from The City of Calgary specifically	14	1.5%
Messages to the community from the Councillor of my Ward	12	1.3%
Links for more details/contact information	11	1.2%
Upcoming city-wide events	10	1.0%
Volunteer opportunities	9	.9%
Information regarding crime in the community	8	.8%
Job postings	4	.4%
Health information/alerts	3	.3%
Safety Information	3	.3%
Total	956	100.0%

% Respondents – First Response

	Count	Col Response %
Don't know/don't remember	357	44.6%
Information about how to use/access existing City of Calgary programs and services	187	23.4%
Information about City of Calgary transportation projects and initiatives	62	7.8%
Community information (in general)	25	3.1%
Information about new Calgary Transit services and initiatives	23	2.9%
Information about building and development initiatives/approvals in my community	23	2.9%
Information about City Council activities/proceedings	20	2.5%
Upcoming community events	16	2.0%
Changes that are going to occur with existing City of Calgary programs and services	14	1.8%
Information about changes to City bylaws	12	1.5%
Nothing from The City of Calgary specifically	11	1.4%
Information about how to access Calgary Public Library programs and services	10	1.3%
Information regarding crime in the community	8	1.0%
Messages to the community from the Councillor of my Ward	7	.9%
Upcoming city-wide events	7	.9%
Links for more details/contact information	7	.9%
Volunteer opportunities	4	.5%
Health information/alerts	3	.4%
Job postings	3	.4%
Safety Information	1	.1%
Total	800	100.0%

7. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree to the following statements?

a. It is important to me that the community association newsletter provides information from The City of Calgary that affects all Calgarians.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	321	40.1	40.1	40.1
	Somewhat agree	356	44.5	44.5	84.6
	Somewhat disagree	63	7.9	7.9	92.5
	Strongly disagree	33	4.1	4.1	96.6
	Don't know	27	3.4	3.4	100.0
	Total	800	100.0	100.0	

Statistics

N	Valid	800
	Missing	0
Mean		1.86
Median		2.00
Mode		2
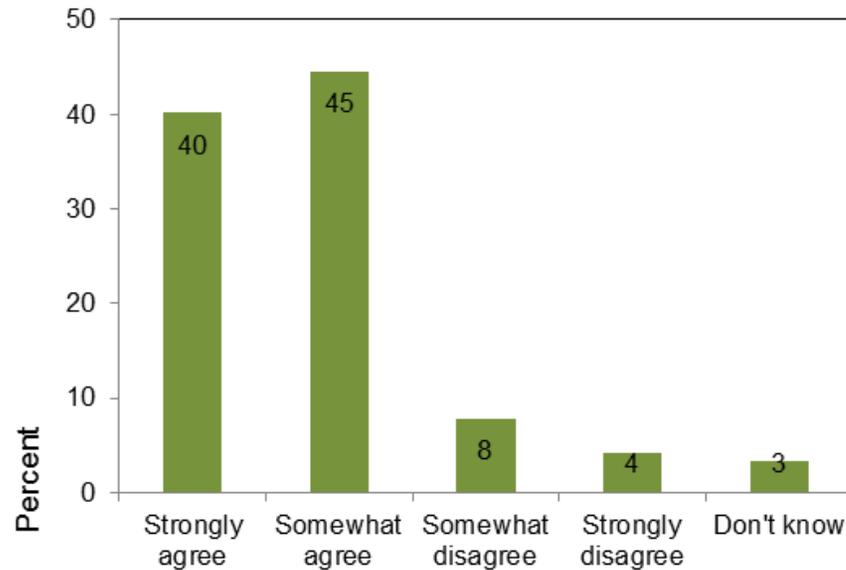
7. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree to the following statements?

b. It is important to me that the community association newsletter provides information from The City of Calgary that specifically affects residents of my community.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	550	68.8	68.8	68.8
	Somewhat agree	211	26.4	26.4	95.1
	Somewhat disagree	12	1.5	1.5	96.6
	Strongly disagree	9	1.1	1.1	97.8
	Don't know	18	2.3	2.3	100.0
	Total	800	100.0	100.0	

Statistics

N	Valid	800
	Missing	0
Mean		1.42
Median		1.00
Mode		1
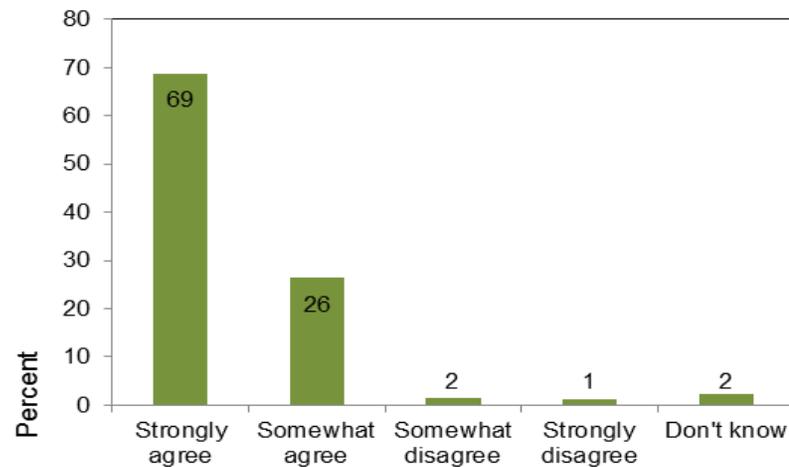
7. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree to the following statements?

    c. I am more likely to read an article by The City of Calgary in my community association newsletter if it is specific to my community rather than about the city in general.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	379	47.4	47.4	47.4
	Somewhat agree	259	32.4	32.4	79.8
	Somewhat disagree	118	14.8	14.8	94.5
	Strongly disagree	20	2.5	2.5	97.0
	Don't know	24	3.0	3.0	100.0
	Total	800	100.0	100.0	

Statistics

N	Valid	800
	Missing	0
Mean		1.81
Median		2.00
Mode		1
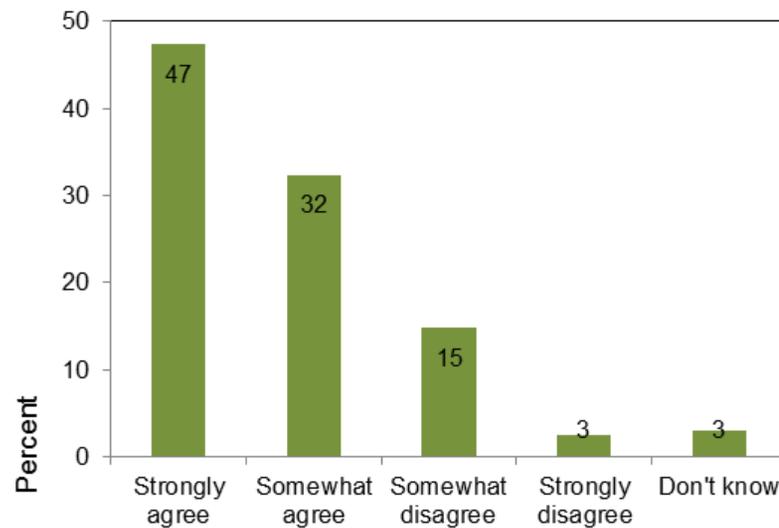
Cross Tabulations

1. In the last 12 months, have you received at least one newsletter from the **(SHOW COMMUNITY FROM ABOVE)** community association including receiving it in the mail, having it delivered to your home, accessing it online, picking it up in the community, or obtaining it some other way?

By Rows

		In the last 12 months, have you received at least one newsletter from your community association				Total	
		Yes		No			
		Count	Row %	Count	Row %	Count	Row %
Age	18-24	51	60.0%	34	40.0%	85	100.0%
	25-34	117	73.1%	43	26.9%	160	100.0%
	35-44	137	85.1%	24	14.9%	161	100.0%
	45-54	136	88.3%	18	11.7%	154	100.0%
	55-64	87	84.5%	16	15.5%	103	100.0%
	65+	73	89.0%	9	11.0%	82	100.0%
Total		601	80.7%	144	19.3%	745	100.0%
.							
Income	$30,000 or less	23	57.5%	17	42.5%	40	100.0%
	Over $30,000 to $40,000	45	76.3%	14	23.7%	59	100.0%
	Over $40,000 to $50,000	31	73.8%	11	26.2%	42	100.0%
	Over $50,000 to $70,000	57	79.2%	15	20.8%	72	100.0%
	Over $70,000 to $100,000	106	85.5%	18	14.5%	124	100.0%
	Over $100,000 to $150,000	91	90.1%	10	9.9%	101	100.0%
	Over $150,000	83	93.3%	6	6.7%	89	100.0%
Total		436	82.7%	91	17.3%	527	100.0%
.							
Quadrant	Northwest	225	88.2%	30	11.8%	255	100.0%
	Northeast	102	65.4%	54	34.6%	156	100.0%
	Southwest	163	81.5%	37	18.5%	200	100.0%
	Southeast	132	82.0%	29	18.0%	161	100.0%
Total		622	80.6%	150	19.4%	772	100.0%
.							
Gender	Male	295	77.8%	84	22.2%	379	100.0%
	Female	329	83.1%	67	16.9%	396	100.0%
Total		624	80.5%	151	19.5%	775	100.0%

By Columns

		In the last 12 months, have you received at least one newsletter from your community association				Total	
		Yes		No			
		Count	Col %	Count	Col %	Count	Col %
Age	18-24	51	8.5%	34	23.6%	85	11.4%
	25-34	117	19.5%	43	29.9%	160	21.5%
	35-44	137	22.8%	24	16.7%	161	21.6%
	45-54	136	22.6%	18	12.5%	154	20.7%
	55-64	87	14.5%	16	11.1%	103	13.8%
	65+	73	12.1%	9	6.3%	82	11.0%
Total		601	100.0%	144	100.0%	745	100.0%
.							
Income	$30,000 or less	23	5.3%	17	18.7%	40	7.6%
	Over $30,000 to $40,000	45	10.3%	14	15.4%	59	11.2%
	Over $40,000 to $50,000	31	7.1%	11	12.1%	42	8.0%
	Over $50,000 to $70,000	57	13.1%	15	16.5%	72	13.7%
	Over $70,000 to $100,000	106	24.3%	18	19.8%	124	23.5%
	Over $100,000 to $150,000	91	20.9%	10	11.0%	101	19.2%
	Over $150,000	83	19.0%	6	6.6%	89	16.9%
Total		436	100.0%	91	100.0%	527	100.0%
.							
Quadrant	Northwest	225	36.2%	30	20.0%	255	33.0%
	Northeast	102	16.4%	54	36.0%	156	20.2%
	Southwest	163	26.2%	37	24.7%	200	25.9%
	Southeast	132	21.2%	29	19.3%	161	20.9%
Total		622	100.0%	150	100.0%	772	100.0%
.							
Gender	Male	295	47.3%	84	55.6%	379	48.9%
	Female	329	52.7%	67	44.4%	396	51.1%
Total		624	100.0%	151	100.0%	775	100.0%

2. Have you ever received a newsletter from the **(SHOW COMMUNITY FROM ABOVE)** community association including receiving it in the mail, having it delivered to your home, accessing it online, picking it up in the community, or obtaining it some other way?

By Rows

		Have you ever received a newsletter from your community association				Total	
		Yes		No			
		Count	Row %	Count	Row %	Count	Row %
Age	18-24	7	21.2%	26	78.8%	33	100.0%
	25-34	3	6.5%	43	93.5%	46	100.0%
	35-44	5	20.8%	19	79.2%	24	100.0%
	45-54	3	16.7%	15	83.3%	18	100.0%
	55-64	7	38.9%	11	61.1%	18	100.0%
	65+	3	30.0%	7	70.0%	10	100.0%
Total		28	18.8%	121	81.2%	149	100.0%
.							
Income	$30,000 or less	1	5.9%	16	94.1%	17	100.0%
	Over $30,000 to $40,000	6	40.0%	9	60.0%	15	100.0%
	Over $40,000 to $50,000	2	16.7%	10	83.3%	12	100.0%
	Over $50,000 to $70,000	3	18.8%	13	81.3%	16	100.0%
	Over $70,000 to $100,000	3	13.6%	19	86.4%	22	100.0%
	Over $100,000 to $150,000	2	20.0%	8	80.0%	10	100.0%
	Over $150,000	1	14.3%	6	85.7%	7	100.0%
Total		18	18.2%	81	81.8%	99	100.0%
.							
Quadrant	Northwest	5	16.1%	26	83.9%	31	100.0%
	Northeast	10	18.5%	44	81.5%	54	100.0%
	Southwest	8	19.0%	34	81.0%	42	100.0%
	Southeast	5	17.9%	23	82.1%	28	100.0%
Total		28	18.1%	127	81.9%	155	100.0%
.							
Gender	Male	18	20.2%	71	79.8%	89	100.0%
	Female	10	14.9%	57	85.1%	67	100.0%
Total		28	17.9%	128	82.1%	156	100.0%

By Columns

		Have you ever received a newsletter from your community association				Total	
		Yes		No			
		Count	Col %	Count	Col %	Count	Col %
Age	18-24	7	25.0%	26	21.5%	33	22.1%
	25-34	3	10.7%	43	35.5%	46	30.9%
	35-44	5	17.9%	19	15.7%	24	16.1%
	45-54	3	10.7%	15	12.4%	18	12.1%
	55-64	7	25.0%	11	9.1%	18	12.1%
	65+	3	10.7%	7	5.8%	10	6.7%
Total		28	100.0%	121	100.0%	149	100.0%
.							
Income	$30,000 or less	1	5.6%	16	19.8%	17	17.2%
	Over $30,000 to $40,000	6	33.3%	9	11.1%	15	15.2%
	Over $40,000 to $50,000	2	11.1%	10	12.3%	12	12.1%
	Over $50,000 to $70,000	3	16.7%	13	16.0%	16	16.2%
	Over $70,000 to $100,000	3	16.7%	19	23.5%	22	22.2%
	Over $100,000 to $150,000	2	11.1%	8	9.9%	10	10.1%
	Over $150,000	1	5.6%	6	7.4%	7	7.1%
Total		18	100.0%	81	100.0%	99	100.0%
.							
Quadrant	Northwest	5	17.9%	26	20.5%	31	20.0%
	Northeast	10	35.7%	44	34.6%	54	34.8%
	Southwest	8	28.6%	34	26.8%	42	27.1%
	Southeast	5	17.9%	23	18.1%	28	18.1%
Total		28	100.0%	127	100.0%	155	100.0%
.							
Gender	Male	18	64.3%	71	55.5%	89	57.1%
	Female	10	35.7%	57	44.5%	67	42.9%
Total		28	100.0%	128	100.0%	156	100.0%

3. Have you read at least one newsletter that you have received from the **(SHOW COMMUNITY FROM ABOVE)** community association?

By Rows

		Have you read at least one newsletter from your community association?				Total	
		Yes		No			
		Count	Row %	Count	Row %	Count	Row %
Age	18-24	32	55.2%	26	44.8%	58	100.0%
	25-34	98	81.7%	22	18.3%	120	100.0%
	35-44	124	87.3%	18	12.7%	142	100.0%
	45-54	127	91.4%	12	8.6%	139	100.0%
	55-64	84	89.4%	10	10.6%	94	100.0%
	65+	72	94.7%	4	5.3%	76	100.0%
Total		537	85.4%	92	14.6%	629	100.0%
.							
Income	$30,000 or less	18	75.0%	6	25.0%	24	100.0%
	Over $30,000 to $40,000	40	78.4%	11	21.6%	51	100.0%
	Over $40,000 to $50,000	29	87.9%	4	12.1%	33	100.0%
	Over $50,000 to $70,000	49	81.7%	11	18.3%	60	100.0%
	Over $70,000 to $100,000	92	84.4%	17	15.6%	109	100.0%
	Over $100,000 to $150,000	86	92.5%	7	7.5%	93	100.0%
	Over $150,000	76	90.5%	8	9.5%	84	100.0%
Total		390	85.9%	64	14.1%	454	100.0%
.							
Quadrant	Northwest	201	87.4%	29	12.6%	230	100.0%
	Northeast	92	82.1%	20	17.9%	112	100.0%
	Southwest	147	86.0%	24	14.0%	171	100.0%
	Southeast	115	83.9%	22	16.1%	137	100.0%
Total		555	85.4%	95	14.6%	650	100.0%
.							
Gender	Male	254	81.2%	59	18.8%	313	100.0%
	Female	303	89.4%	36	10.6%	339	100.0%
Total		557	85.4%	95	14.6%	652	100.0%

By Columns

		Have you read at least one newsletter from your community association?				Total	
		Yes		No			
		Count	Col %	Count	Col %	Count	Col %
Age	18-24	32	6.0%	26	28.3%	58	9.2%
	25-34	98	18.2%	22	23.9%	120	19.1%
	35-44	124	23.1%	18	19.6%	142	22.6%
	45-54	127	23.6%	12	13.0%	139	22.1%
	55-64	84	15.6%	10	10.9%	94	14.9%
	65+	72	13.4%	4	4.3%	76	12.1%
Total		537	100.0%	92	100.0%	629	100.0%
.							
Income	$30,000 or less	18	4.6%	6	9.4%	24	5.3%
	Over $30,000 to $40,000	40	10.3%	11	17.2%	51	11.2%
	Over $40,000 to $50,000	29	7.4%	4	6.3%	33	7.3%
	Over $50,000 to $70,000	49	12.6%	11	17.2%	60	13.2%
	Over $70,000 to $100,000	92	23.6%	17	26.6%	109	24.0%
	Over $100,000 to $150,000	86	22.1%	7	10.9%	93	20.5%
	Over $150,000	76	19.5%	8	12.5%	84	18.5%
Total		390	100.0%	64	100.0%	454	100.0%
.							
Quadrant	Northwest	201	36.2%	29	30.5%	230	35.4%
	Northeast	92	16.6%	20	21.1%	112	17.2%
	Southwest	147	26.5%	24	25.3%	171	26.3%
	Southeast	115	20.7%	22	23.2%	137	21.1%
Total		555	100.0%	95	100.0%	650	100.0%
.							
Gender	Male	254	45.6%	59	62.1%	313	48.0%
	Female	303	54.4%	36	37.9%	339	52.0%
Total		557	100.0%	95	100.0%	652	100.0%

7. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree to the following statements?

   a. It is important to me that the community association newsletter provides information from The City of Calgary that affects all Calgarians.

By Rows

		It is important that the community association newsletter provides information from The City of Calgary that affects all Calgarians								Total	
		Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree			
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Age	18-24	33	39.3%	45	53.6%	4	4.8%	2	2.4%	84	100.0%
	25-34	70	41.9%	78	46.7%	14	8.4%	5	3.0%	167	100.0%
	35-44	60	37.3%	87	54.0%	7	4.3%	7	4.3%	161	100.0%
	45-54	70	46.7%	55	36.7%	17	11.3%	8	5.3%	150	100.0%
	55-64	39	37.1%	53	50.5%	10	9.5%	3	2.9%	105	100.0%
	65+	39	49.4%	28	35.4%	7	8.9%	5	6.3%	79	100.0%
Total		311	41.7%	346	46.4%	59	7.9%	30	4.0%	746	100.0%
.											
Income	$30,000 or less	23	59.0%	12	30.8%	3	7.7%	1	2.6%	39	100.0%
	Over $30,000 to $40,000	32	54.2%	24	40.7%	1	1.7%	2	3.4%	59	100.0%
	Over $40,000 to $50,000	19	44.2%	21	48.8%	1	2.3%	2	4.7%	43	100.0%
	Over $50,000 to $70,000	33	43.4%	36	47.4%	4	5.3%	3	3.9%	76	100.0%
	Over $70,000 to $100,000	55	42.6%	61	47.3%	7	5.4%	6	4.7%	129	100.0%
	Over $100,000 to $150,000	39	39.0%	49	49.0%	10	10.0%	2	2.0%	100	100.0%
	Over $150,000	29	31.9%	45	49.5%	9	9.9%	8	8.8%	91	100.0%
Total		230	42.8%	248	46.2%	35	6.5%	24	4.5%	537	100.0%
.											
Quadrant	Northwest	107	41.5%	120	46.5%	25	9.7%	6	2.3%	258	100.0%
	Northeast	60	40.8%	67	45.6%	10	6.8%	10	6.8%	147	100.0%
	Southwest	87	42.4%	93	45.4%	16	7.8%	9	4.4%	205	100.0%
	Southeast	66	41.0%	75	46.6%	12	7.5%	8	5.0%	161	100.0%
Total		320	41.5%	355	46.0%	63	8.2%	33	4.3%	771	100.0%
.											
Gender	Male	145	38.1%	186	48.8%	35	9.2%	15	3.9%	381	100.0%
	Female	176	44.9%	170	43.4%	28	7.1%	18	4.6%	392	100.0%
Total		321	41.5%	356	46.1%	63	8.2%	33	4.3%	773	100.0%

By Columns

		It is important that the community association newsletter provides information from The City of Calgary that affects all Calgarians								Total	
		Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree			
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Age	18-24	33	10.6%	45	13.0%	4	6.8%	2	6.7%	84	11.3%
	25-34	70	22.5%	78	22.5%	14	23.7%	5	16.7%	167	22.4%
	35-44	60	19.3%	87	25.1%	7	11.9%	7	23.3%	161	21.6%
	45-54	70	22.5%	55	15.9%	17	28.8%	8	26.7%	150	20.1%
	55-64	39	12.5%	53	15.3%	10	16.9%	3	10.0%	105	14.1%
	65+	39	12.5%	28	8.1%	7	11.9%	5	16.7%	79	10.6%
Total		311	100.0%	346	100.0%	59	100.0%	30	100.0%	746	100%
.											
Income	$30,000 or less	23	10.0%	12	4.8%	3	8.6%	1	4.2%	39	7.3%
	Over $30,000 to $40,000	32	13.9%	24	9.7%	1	2.9%	2	8.3%	59	11.0%
	Over $40,000 to $50,000	19	8.3%	21	8.5%	1	2.9%	2	8.3%	43	8.0%
	Over $50,000 to $70,000	33	14.3%	36	14.5%	4	11.4%	3	12.5%	76	14.2%
	Over $70,000 to $100,000	55	23.9%	61	24.6%	7	20.0%	6	25.0%	129	24.0%
	Over $100,000 to $150,000	39	17.0%	49	19.8%	10	28.6%	2	8.3%	100	18.6%
	Over $150,000	29	12.6%	45	18.1%	9	25.7%	8	33.3%	91	16.9%
Total		230	100.0%	248	100.0%	35	100.0%	24	100.0%	537	100%
.											
Quadrant	Northwest	107	33.4%	120	33.8%	25	39.7%	6	18.2%	258	33.5%
	Northeast	60	18.8%	67	18.9%	10	15.9%	10	30.3%	147	19.1%
	Southwest	87	27.2%	93	26.2%	16	25.4%	9	27.3%	205	26.6%
	Southeast	66	20.6%	75	21.1%	12	19.0%	8	24.2%	161	20.9%
Total		320	100.0%	355	100.0%	63	100.0%	33	100.0%	771	100%
.											
Gender	Male	145	45.2%	186	52.2%	35	55.6%	15	45.5%	381	49.3%
	Female	176	54.8%	170	47.8%	28	44.4%	18	54.5%	392	50.7%
Total		321	100.0%	356	100.0%	63	100.0%	33	100.0%	773	100%

7. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree to the following statements?

b. It is important to me that the community association newsletter provides information from The City of Calgary that specifically affects residents of my community.

By Rows

		It is important that the community association newsletter provides information from The City of Calgary that specifically affects my community								Total	
		Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree			
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Age	18-24	55	62.5%	30	34.1%	2	2.3%	1	1.1%	88	100.0%
	25-34	116	69.5%	47	28.1%	3	1.8%	1	.6%	167	100.0%
	35-44	122	75.3%	39	24.1%	1	.6%			162	100.0%
	45-54	108	71.5%	42	27.8%			1	.7%	151	100.0%
	55-64	78	75.0%	21	20.2%	4	3.8%	1	1.0%	104	100.0%
	65+	53	65.4%	23	28.4%	1	1.2%	4	4.9%	81	100.0%
Total		532	70.7%	202	26.8%	11	1.5%	8	1.1%	753	100.0%
.											
Income	$30,000 or less	25	62.5%	13	32.5%	1	2.5%	1	2.5%	40	100.0%
	Over $30,000 to $40,000	44	74.6%	12	20.3%	1	1.7%	2	3.4%	59	100.0%
	Over $40,000 to $50,000	33	75.0%	9	20.5%	1	2.3%	1	2.3%	44	100.0%
	Over $50,000 to $70,000	57	75.0%	18	23.7%	1	1.3%			76	100.0%
	Over $70,000 to $100,000	105	80.2%	24	18.3%	2	1.5%			131	100.0%
	Over $100,000 to $150,000	71	69.6%	29	28.4%	1	1.0%	1	1.0%	102	100.0%
	Over $150,000	64	70.3%	26	28.6%	1	1.1%			91	100.0%
Total		399	73.5%	131	24.1%	8	1.5%	5	.9%	543	100.0%
.											
Quadrant	Northwest	191	74.3%	64	24.9%	2	.8%			257	100.0%
	Northeast	101	66.0%	47	30.7%	2	1.3%	3	2.0%	153	100.0%
	Southwest	145	70.4%	51	24.8%	6	2.9%	4	1.9%	206	100.0%
	Southeast	112	68.7%	47	28.8%	2	1.2%	2	1.2%	163	100.0%
Total		549	70.5%	209	26.8%	12	1.5%	9	1.2%	779	100.0%
.											
Gender	Male	254	65.1%	125	32.1%	7	1.8%	4	1.0%	390	100.0%
	Female	296	75.5%	86	21.9%	5	1.3%	5	1.3%	392	100.0%
Total		550	70.3%	211	27.0%	12	1.5%	9	1.2%	782	100.0%

By Columns

		It is important that the community association newsletter provides information from The City of Calgary that specifically affects my community								Total	
		Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree			
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Age	18-24	55	10.3%	30	14.9%	2	18.2%	1	12.5%	88	11.7%
	25-34	116	21.8%	47	23.3%	3	27.3%	1	12.5%	167	22.2%
	35-44	122	22.9%	39	19.3%	1	9.1%			162	21.5%
	45-54	108	20.3%	42	20.8%			1	12.5%	151	20.1%
	55-64	78	14.7%	21	10.4%	4	36.4%	1	12.5%	104	13.8%
	65+	53	10.0%	23	11.4%	1	9.1%	4	50.0%	81	10.8%
Total		532	100.0%	202	100.0%	11	100.0%	8	100.0%	753	100.0%
.											
Income	$30,000 or less	25	6.3%	13	9.9%	1	12.5%	1	20.0%	40	7.4%
	Over $30,000 to $40,000	44	11.0%	12	9.2%	1	12.5%	2	40.0%	59	10.9%
	Over $40,000 to $50,000	33	8.3%	9	6.9%	1	12.5%	1	20.0%	44	8.1%
	Over $50,000 to $70,000	57	14.3%	18	13.7%	1	12.5%			76	14.0%
	Over $70,000 to $100,000	105	26.3%	24	18.3%	2	25.0%			131	24.1%
	Over $100,000 to $150,000	71	17.8%	29	22.1%	1	12.5%	1	20.0%	102	18.8%
	Over $150,000	64	16.0%	26	19.8%	1	12.5%			91	16.8%
Total		399	100.0%	131	100.0%	8	100.0%	5	100.0%	543	100.0%
.											
Quadrant	Northwest	191	34.8%	64	30.6%	2	16.7%			257	33.0%
	Northeast	101	18.4%	47	22.5%	2	16.7%	3	33.3%	153	19.6%
	Southwest	145	26.4%	51	24.4%	6	50.0%	4	44.4%	206	26.4%
	Southeast	112	20.4%	47	22.5%	2	16.7%	2	22.2%	163	20.9%
Total		549	100.0%	209	100.0%	12	100.0%	9	100.0%	779	100.0%
.											
Gender	Male	254	46.2%	125	59.2%	7	58.3%	4	44.4%	390	49.9%
	Female	296	53.8%	86	40.8%	5	41.7%	5	55.6%	392	50.1%
Total		550	100.0%	211	100.0%	12	100.0%	9	100.0%	782	100.0%

7. Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree to the following statements?

c. I am more likely to read an article by The City of Calgary in my community association newsletter if it is specific to my community rather than about the city in general.

By Rows

|		I am more likely to read an article by The City of Calgary in my community association newsletter if it is specific to my community rather than about the city in general								Total	
		Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree			
		Count	Row %	Count	Row %	Count	Row %	Count	Row %	Count	Row %
Age	18-24	29	34.1%	38	44.7%	17	20.0%	1	1.2%	85	100.0%
	25-34	77	45.8%	60	35.7%	27	16.1%	4	2.4%	168	100.0%
	35-44	85	53.8%	42	26.6%	26	16.5%	5	3.2%	158	100.0%
	45-54	79	51.6%	51	33.3%	16	10.5%	7	4.6%	153	100.0%
	55-64	56	54.4%	29	28.2%	17	16.5%	1	1.0%	103	100.0%
	65+	41	51.3%	29	36.3%	9	11.3%	1	1.3%	80	100.0%
Total		367	49.1%	249	33.3%	112	15.0%	19	2.5%	747	100.0%
.											
Income	$30,000 or less	15	38.5%	14	35.9%	10	25.6%			39	100.0%
	Over $30,000 to $40,000	35	60.3%	17	29.3%	5	8.6%	1	1.7%	58	100.0%
	Over $40,000 to $50,000	17	38.6%	17	38.6%	10	22.7%			44	100.0%
	Over $50,000 to $70,000	35	46.7%	24	32.0%	12	16.0%	4	5.3%	75	100.0%
	Over $70,000 to $100,000	71	54.6%	41	31.5%	17	13.1%	1	.8%	130	100.0%
	Over $100,000 to $150,000	52	52.0%	34	34.0%	11	11.0%	3	3.0%	100	100.0%
	Over $150,000	53	58.2%	22	24.2%	15	16.5%	1	1.1%	91	100.0%
Total		278	51.8%	169	31.5%	80	14.9%	10	1.9%	537	100.0%
.											
Quadrant	Northwest	124	48.4%	82	32.0%	46	18.0%	4	1.6%	256	100.0%
	Northeast	81	53.6%	47	31.1%	19	12.6%	4	2.6%	151	100.0%
	Southwest	89	43.2%	76	36.9%	33	16.0%	8	3.9%	206	100.0%
	Southeast	84	52.5%	52	32.5%	20	12.5%	4	2.5%	160	100.0%
Total		378	48.9%	257	33.2%	118	15.3%	20	2.6%	773	100.0%
.											
Gender	Male	187	47.9%	139	35.6%	55	14.1%	9	2.3%	390	100.0%
	Female	192	49.7%	120	31.1%	63	16.3%	11	2.8%	386	100.0%
Total		379	48.8%	259	33.4%	118	15.2%	20	2.6%	776	100.0%

By Columns

		I am more likely to read an article by The City of Calgary in my community association newsletter if it is specific to my community rather than about the city in general								Total	
		Strongly agree		Somewhat agree		Somewhat disagree		Strongly disagree			
		Count	Col %	Count	Col %	Count	Col %	Count	Col %	Count	Col %
Age	18-24	29	7.9%	38	15.3%	17	15.2%	1	5.3%	85	11.4%
	25-34	77	21.0%	60	24.1%	27	24.1%	4	21.1%	168	22.5%
	35-44	85	23.2%	42	16.9%	26	23.2%	5	26.3%	158	21.2%
	45-54	79	21.5%	51	20.5%	16	14.3%	7	36.8%	153	20.5%
	55-64	56	15.3%	29	11.6%	17	15.2%	1	5.3%	103	13.8%
	65+	41	11.2%	29	11.6%	9	8.0%	1	5.3%	80	10.7%
Total		367	100.0%	249	100.0%	112	100.0%	19	100.0%	747	100.0%
.											
Income	$30,000 or less	15	5.4%	14	8.3%	10	12.5%			39	7.3%
	Over $30,000 to $40,000	35	12.6%	17	10.1%	5	6.3%	1	10.0%	58	10.8%
	Over $40,000 to $50,000	17	6.1%	17	10.1%	10	12.5%			44	8.2%
	Over $50,000 to $70,000	35	12.6%	24	14.2%	12	15.0%	4	40.0%	75	14.0%
	Over $70,000 to $100,000	71	25.5%	41	24.3%	17	21.3%	1	10.0%	130	24.2%
	Over $100,000 to $150,000	52	18.7%	34	20.1%	11	13.8%	3	30.0%	100	18.6%
	Over $150,000	53	19.1%	22	13.0%	15	18.8%	1	10.0%	91	16.9%
Total		278	100.0%	169	100.0%	80	100.0%	10	100.0%	537	100.0%
.											
Quadrant	Northwest	124	32.8%	82	31.9%	46	39.0%	4	20.0%	256	33.1%
	Northeast	81	21.4%	47	18.3%	19	16.1%	4	20.0%	151	19.5%
	Southwest	89	23.5%	76	29.6%	33	28.0%	8	40.0%	206	26.6%
	Southeast	84	22.2%	52	20.2%	20	16.9%	4	20.0%	160	20.7%
Total		378	100.0%	257	100.0%	118	100.0%	20	100.0%	773	100.0%
.											
Gender	Male	187	49.3%	139	53.7%	55	46.6%	9	45.0%	390	50.3%
	Female	192	50.7%	120	46.3%	63	53.4%	11	55.0%	386	49.7%
Total		379	100.0%	259	100.0%	118	100.0%	20	100.0%	776	100.0%
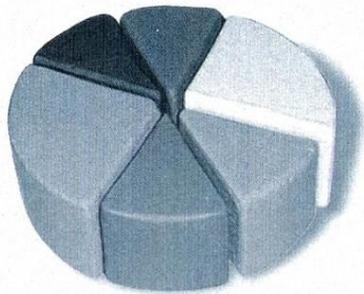
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