

Calgary



Fall 2020 Quality of Life and Citizen Satisfaction Survey

Ward 10 Final Report
November 2020

Prepared for The City of Calgary by:





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Respondent Profile



Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 17th and September 6th, 2020.

- Both landline (55%) and cell phone (45%) 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 2018 Municipal and 2016 Federal Census data.



The **margin of error** (MOE) for the total City Wide sample of 2,500 is ± 2.0 percentage points, 19 times out of 20.

- A total of 177 interviews were conducted with residents of Ward 10 (MOE $\pm 7.4\%$).

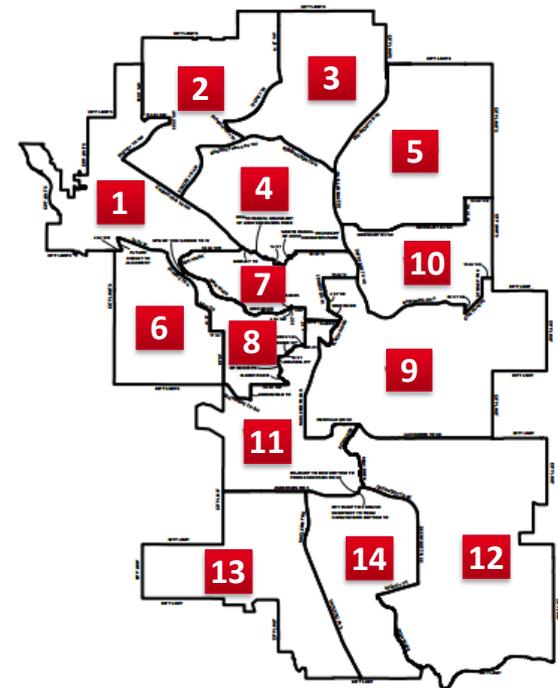


Results for Ward 10 are compared to results City Wide.

- \uparrow indicates a number is significantly higher than City Wide.
- \downarrow indicates a number is significantly lower than City Wide.

Where possible, Fall 2020 results for Ward 10 are compared to those from Fall 2019.

- Only significant differences are shown.
- Some bar charts in this report do not add up to 100% due to rounding.





Highlights





Ward 10: Summary

QUALITY OF LIFE



'Good' Quality of Life 76%

74%
I am proud to live in
my neighbourhood



60%
I feel safe walking alone
in **my neighbourhood**
after dark



74%
Calgary is a great place to
make a life

58%
Calgary is a great place to
make a living

70%
Calgary is on the **right track**
to be a better city
10 years from now

ISSUE AGENDA (TOP 3)



29%
Infrastructure,
Traffic & Roads

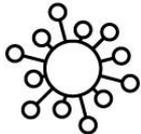


24%
Crime, Safety &
Policing



11%
Taxes

COVID-19



39%
Major threat to
personal financial situation

35%
Major threat to
physical health

24%
Major threat to
mental health

VALUE FOR TAXES & CITIZEN SATISFACTION



48%
'Good' value for tax
dollars



60%
'Satisfied' with City
programs and services



77%
'Satisfied' with
customer service

CITY PERFORMANCE & REPUTATION



71%
'Satisfied' with running of The City
by Council and Administration



45%
'Trust' The City of
Calgary



75%
'Agree' City practices open
& accessible government



Differences in Ward 10 vs. City Wide

		Ward 10	City Wide
Quality of Life	'Agree' they are proud to live in their neighbourhood	74%↓	85%
	Feel 'safe' walking alone in their neighbourhood after dark	60%↓	79%
	Feel 'unsafe' walking alone in their neighbourhood after dark	40%↑	21%
	Neighbourhood crime has <u>remained the same</u> during the past three years	51%↓	59%
Issue Agenda	(Lack of) snow removal	7%↑	4%
	Crime, Safety & Policing (NET)	24%↑	15%
	Breaking and entering/gangs/drugs	13%↑	7%
COVID-19	Minor threat to personal financial situation	34%↓	44%
Importance: City Programs & Services	<i>No statistically significant differences</i>		
Satisfaction: City Programs & Services	<i>No statistically significant differences</i>		

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

↑Statistically higher than City Wide
↓Statistically lower than City Wide



Differences in Ward 10 vs. City Wide (continued)

		Ward 10	City Wide
 Investment: City Programs & Services (Invest 'More')	Calgary Police Service	58%↑	41%
	The quality of drinking water	38%↑	28%
	Development and building inspections and permits	37%↑	24%
	On-street bikeways	8%↓	20%
	311 service	31%↑	19%
	Bylaw services	36%↑	17%
 Taxation	Prefer cut services	35%↓	44%
	Prefer neither increase taxes nor cut services (none)	9%↑	4%
	'Agree' interested in knowing where property tax dollars are invested	96%↑	92%
 Customer Service	Past 12 months contact with The City of Calgary by using the 311 website	14%↑	7%
	Prefer to contact The City of Calgary by internet, using The City's website	1%↓	12%
	Prefer to contact The City of Calgary by using the 311 website	17%↑	8%
 Communications	<i>No statistically significant differences</i>		
 City Reputation and Performance	<i>No statistically significant differences</i>		

↑Statistically higher than City Wide
 ↓Statistically lower than City Wide



Year-Over-Year Changes in Ward 10

		2019	2020
<p>Quality of Life</p>	Quality of life has 'improved' in the past three years	24%	10%↓
	'Agree' Calgary is moving in the right direction to ensure a high quality of life for future generations	61%	48%↓
	'Agree' Calgary is on the right track to be a better city 10 years from now	82%	70%↓
	'Disagree' Calgary is on the right track to be a better city 10 years from now	18%	30%↑
<p>Issue Agenda</p>	Transit (NET)	15%	7%↓
	COVID-19 pandemic	0%	8%↑
<p>Importance: City Programs & Services</p>	Downtown revitalization	84%	66%↓
	Overall level and quality of services and programs	76%	60%↓
<p>Satisfaction: City Programs & Services</p>	Development and building inspections and permits	96%	83%↓
	City operated recreation FACILITIES	54%	30%↓
<p>Investment: City Programs & Services (Invest 'More')</p>	City land use planning	38%	21%↓
	City operated recreation PROGRAMS	42%	26%↓
	On-street bikeways	21%	8%↓
<p>Taxation</p>	Increase taxes	44%	56%↑
	Cut services	48%	35%↓

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

↑Statistically higher than Fall 2019
↓Statistically lower than Fall 2019



Year-Over-Year Changes in Ward 10 (continued)

		2019	2020
	Customer Service		
	Prefer to contact The City of Calgary by using the 311 website	5%	17%↑
	Prefer to contact The City of Calgary by visiting a City office or facility	9%	1%↓
	Communications	<i>No statistically significant differences</i>	
	City Reputation and Performance	<i>No statistically significant differences</i>	

↑Statistically higher than Fall 2019
 ↓Statistically lower than Fall 2019

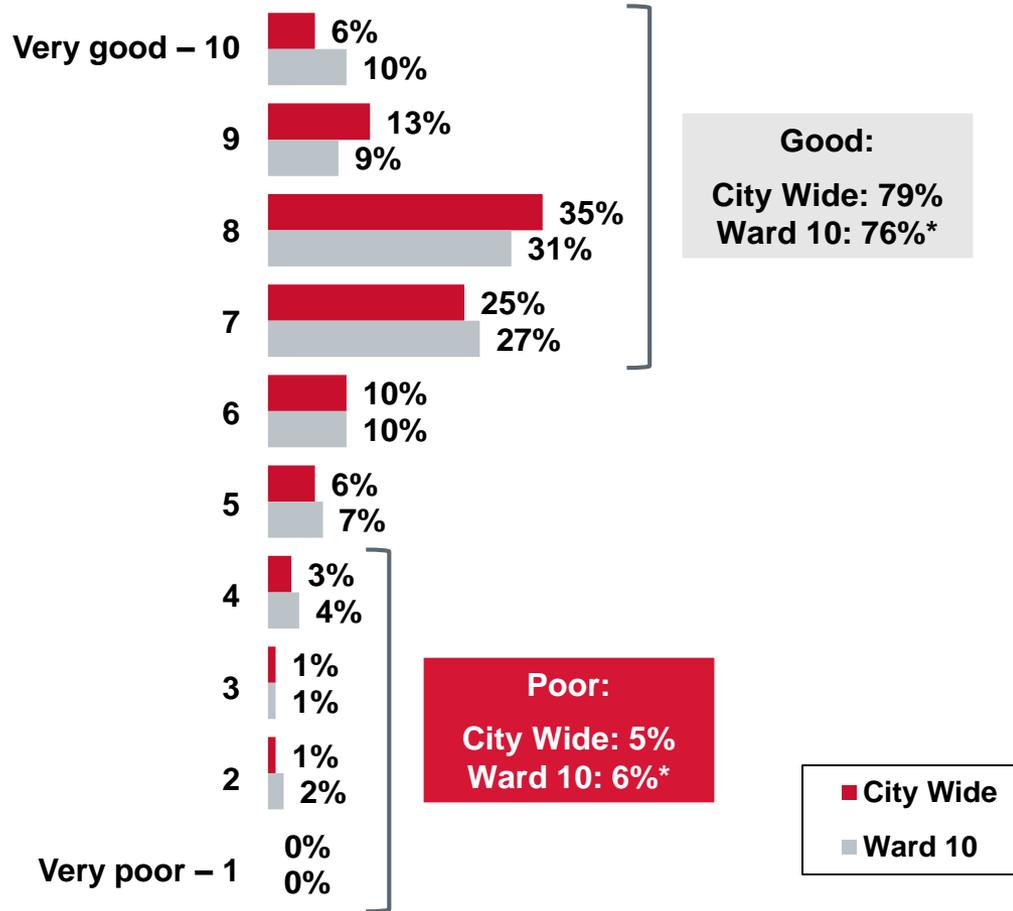


Quality of Life





Overall Quality of Life in Calgary



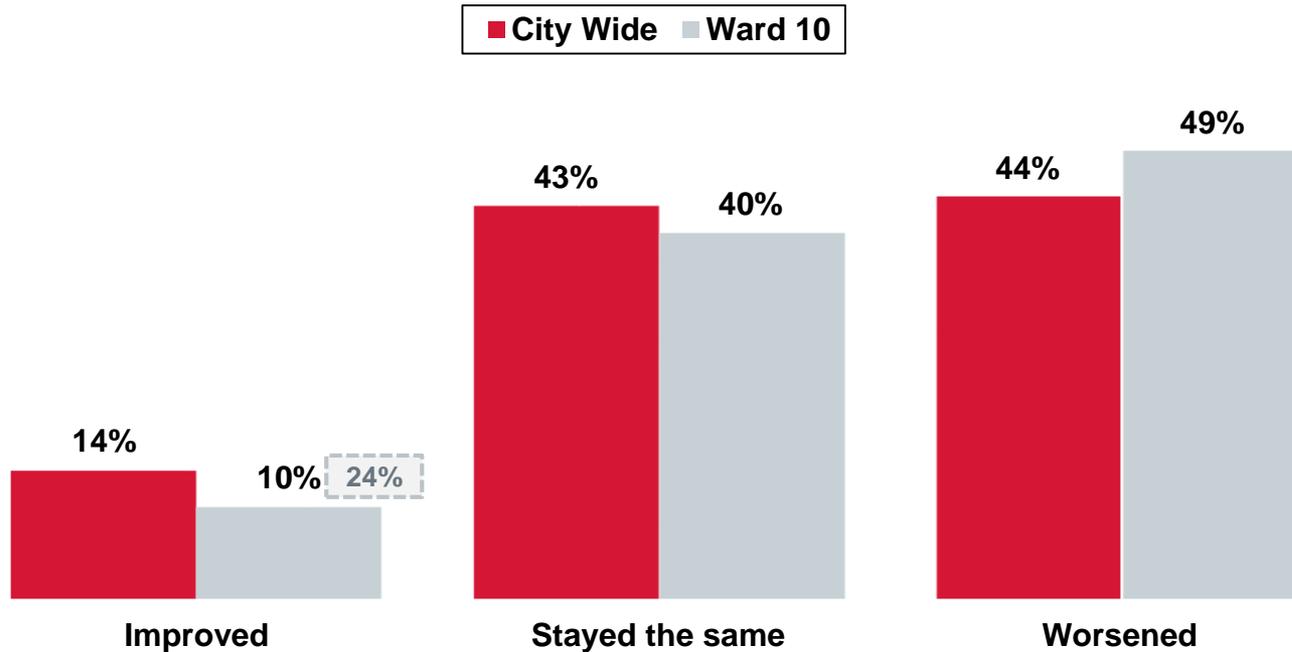
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,494 / Ward 10: n=176)

*Rounding



Perceived Change in the Quality of Life



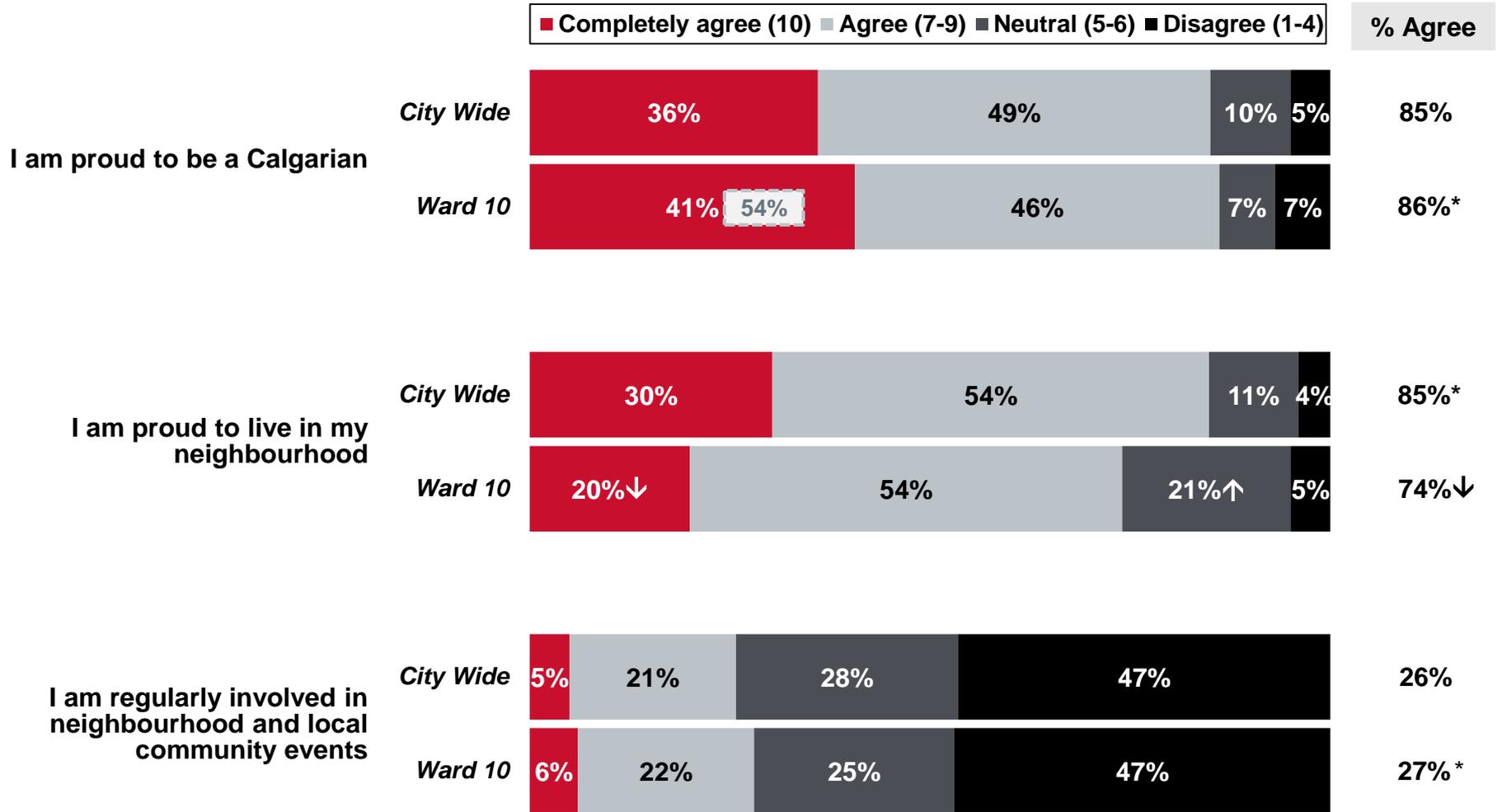
And, do you feel that the quality of life in the city of Calgary in the past three years has ...?

Base: Valid respondents (City Wide: n=2,471 / Ward 10: n=175)

Ward 10 2019



Sustainability: Connectedness



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)

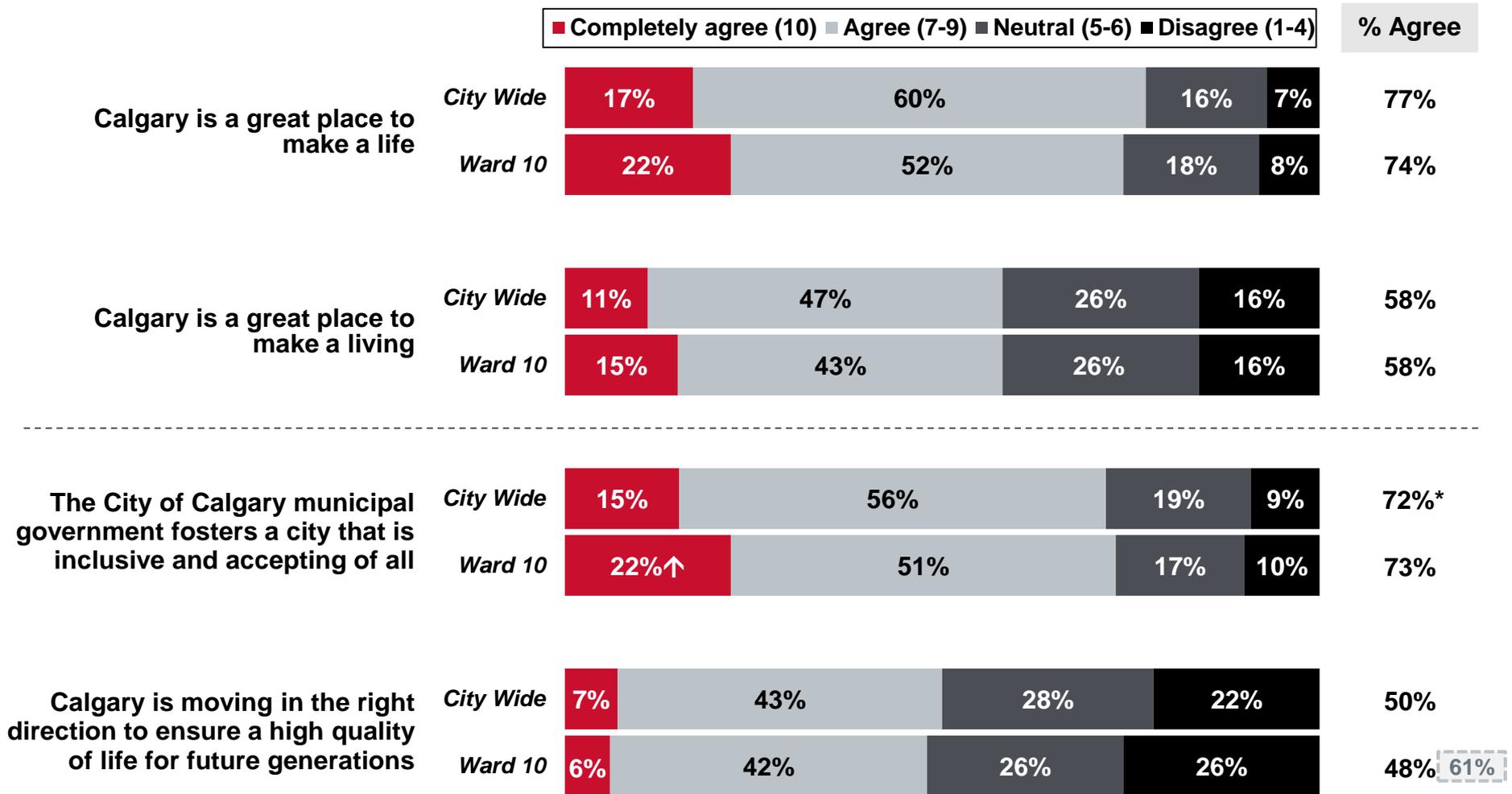
Ward 10 2019

*Rounding

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide



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



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)

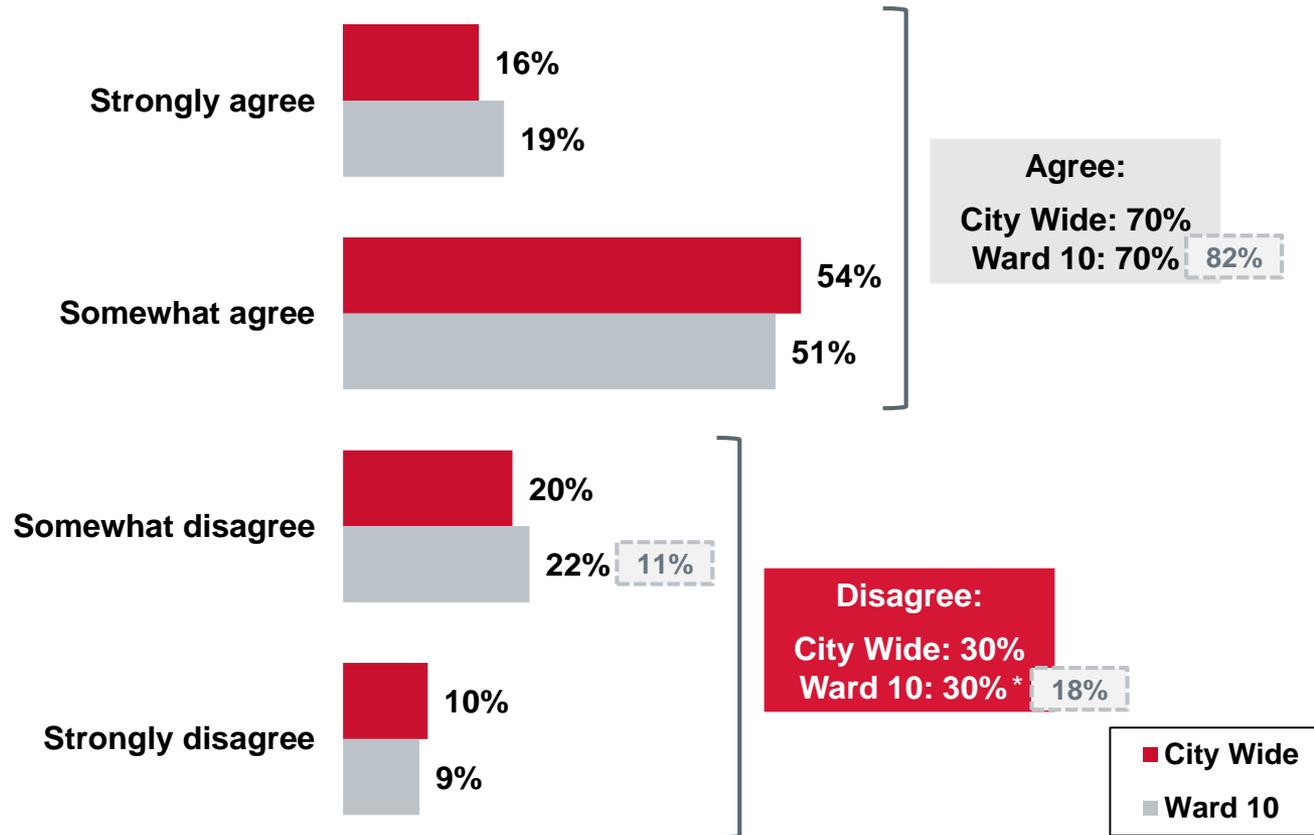
Ward 10 2019

*Rounding

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide



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=2,481 / Ward 10: n=175)

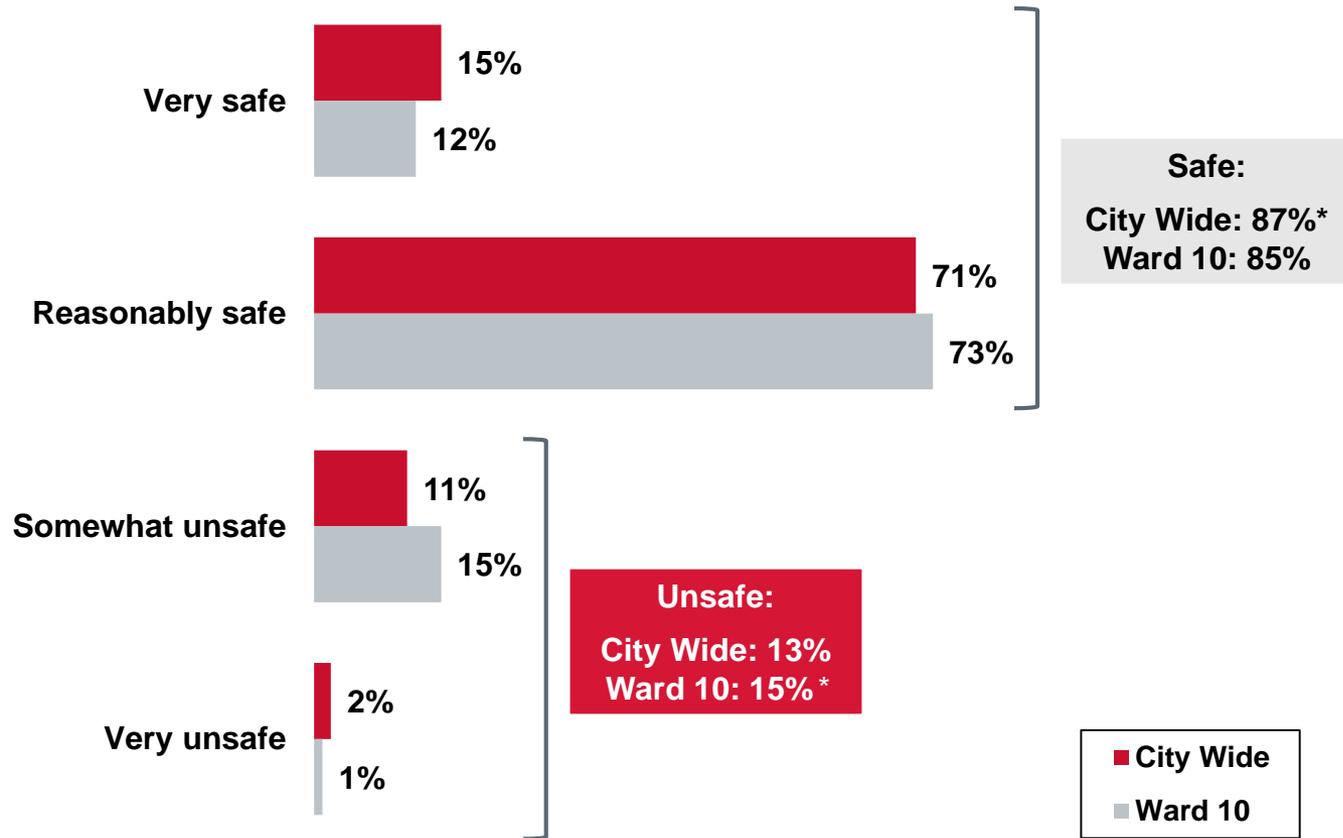
Ward 10 2019

*Rounding



Perceived Safety of City of Calgary Overall

New question in
Fall 2020

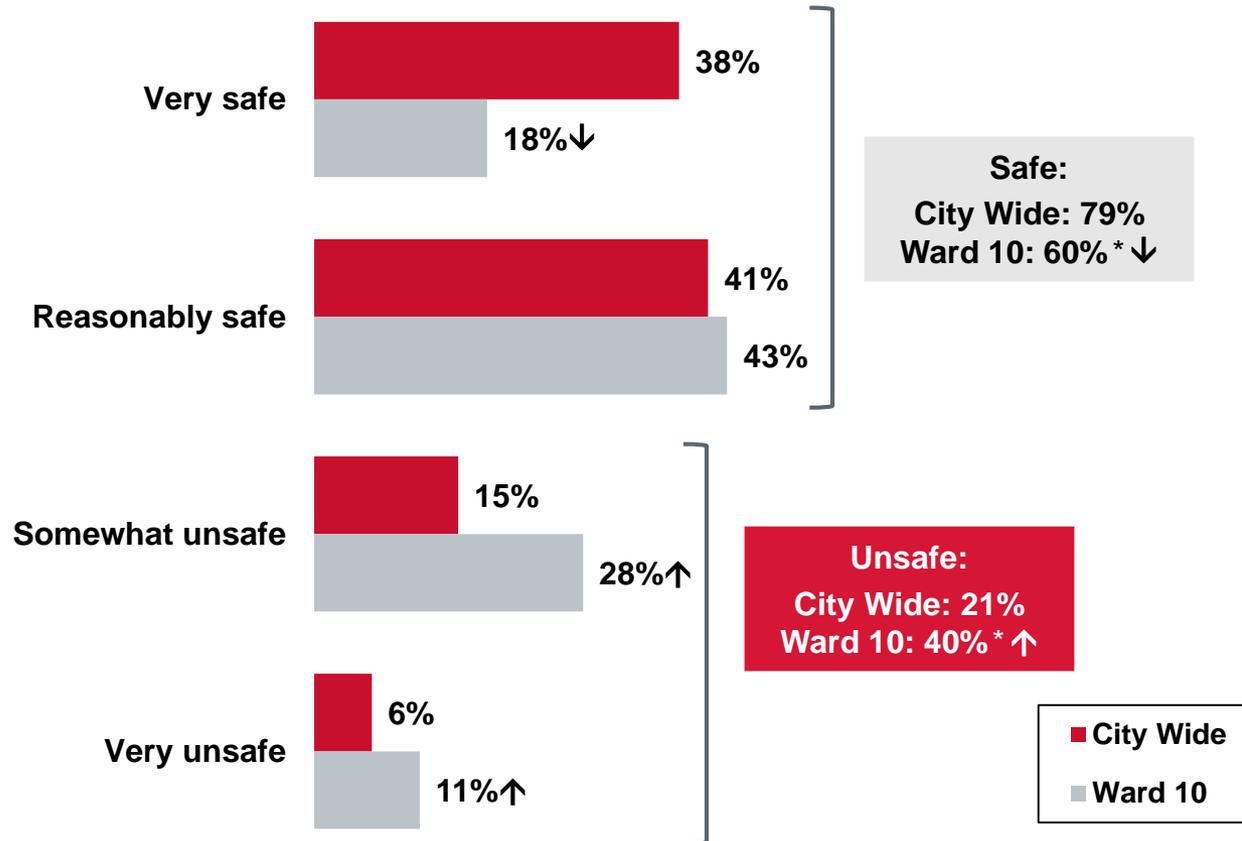


How safe or unsafe do you think Calgary is overall?
Base: Valid respondents (City Wide: n=2,493 / Ward 10: n=177)

*Rounding



Perceived Safety in Own Neighbourhood



*Rounding

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

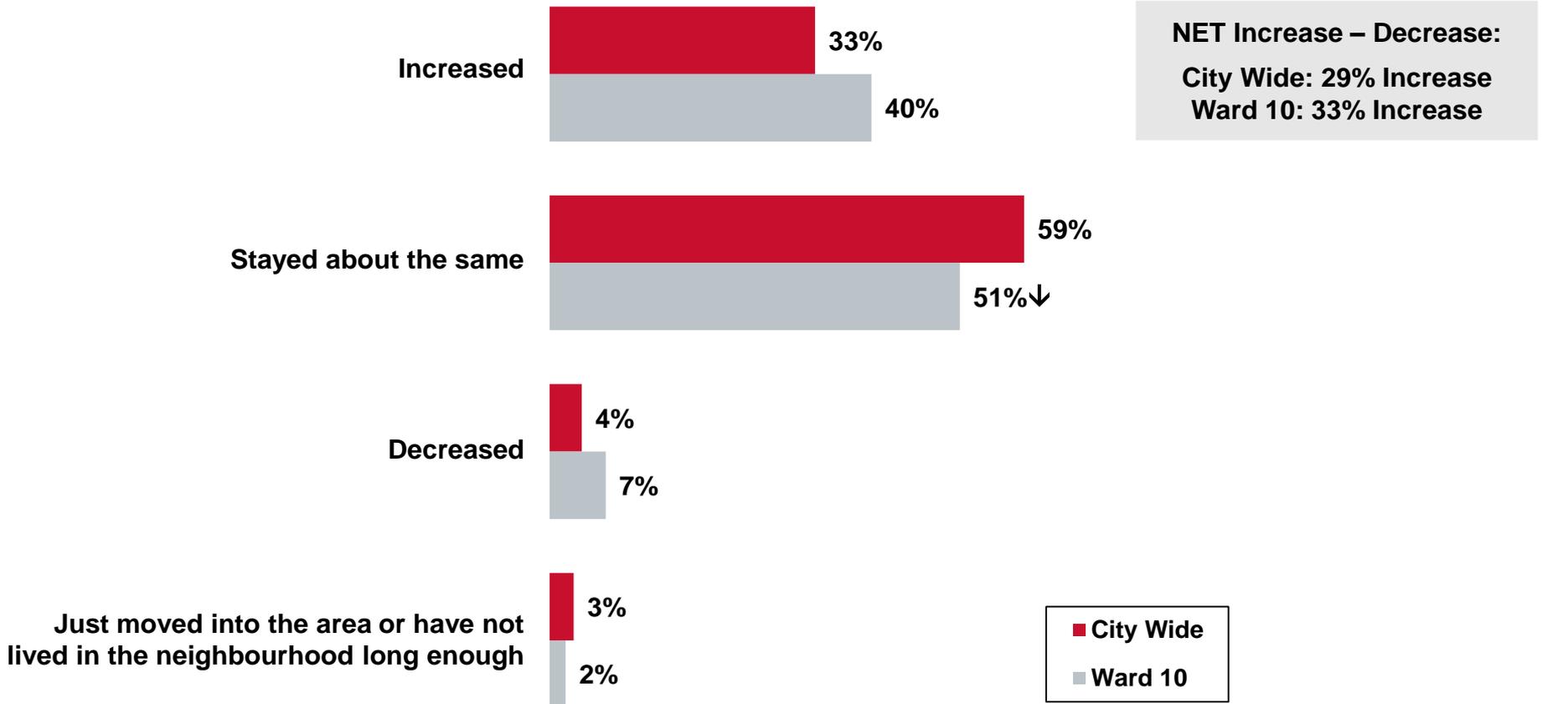
Base: Valid respondents (City Wide: n=2,493 / Ward 10: n=176)

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide



Perceived Change in Neighbourhood Crime

New question in Fall 2020



During the last 3 years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?

Base: Valid respondents (City Wide: n=2,480 / Ward 10: n=177)

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide



Issue Agenda





Issue Agenda

Multiple Responses

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

	City Wide		Ward 10
	First mention	Other mentions	
Infrastructure, Traffic & Roads [NET]	18%	10%	28%
Road conditions	5%	4%	9%
Traffic congestion	3%	4%	2%
(Lack of) snow removal		4%	7%↑
Crime, Safety & Policing [NET]	10%	5%	15%
Breaking and entering/gangs/drugs	4%	3%	7%
Public safety	4%	6%	13%↑
Taxes [NET]	9%	4%	13%
Taxes/High taxes	6%	3%	9%
Property taxes	3%	4%	8%
Transit [NET]	8%	4%	12%
Public Transportation (incl. buses/ C-train/ poor service)	4%	6%	11%
Transit system improvements	3%	4%	7% 15%
COVID-19 Pandemic	8%	3%	11%
Economy [NET]	6%	3%	9%
Budget & Spending [NET]	6%		8%
Education	6%		8%
Recreation [NET]	3%	4%	7%
Environment and Waste Management [NET]	3%	4%	7%
Homelessness, Poverty & Affordable Housing [NET]	4%		6%
Growth and Planning [NET]	3%	4%	2%
None			15%
			16%

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=2,422 / Ward 10: n=171)

Mentions of <4% are not shown
Data labels of <3% are not shown

Ward 10 2019

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



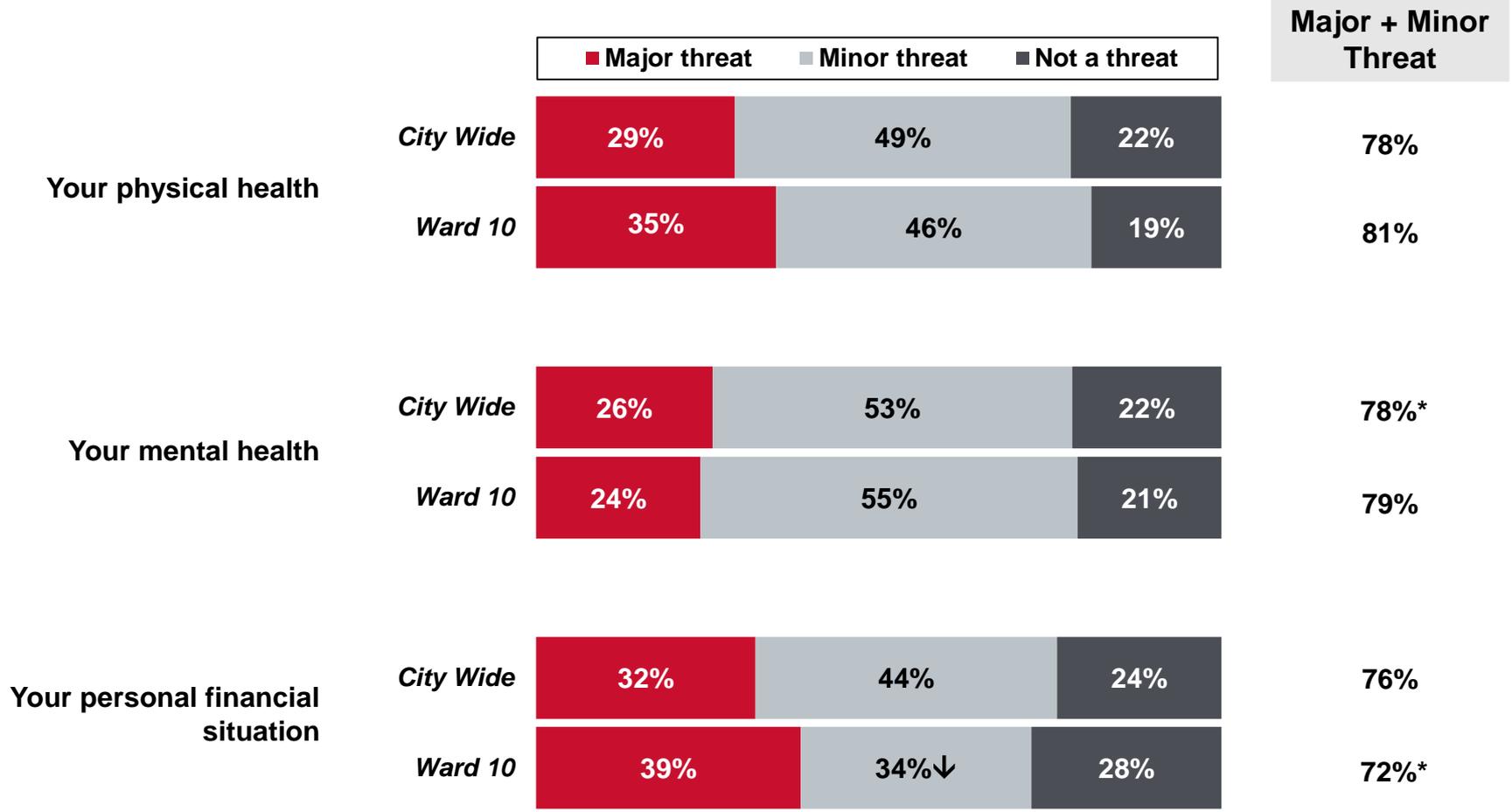
COVID-19 Pandemic





Threats Related to the COVID-19 Pandemic

New question in Fall 2020



*Rounding

In your opinion, how much of a threat is the COVID-19 pandemic for...?
 Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

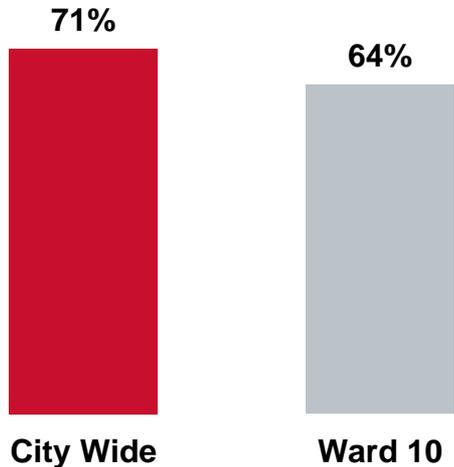


Employment During the COVID-19 Pandemic

New questions in
Fall 2020

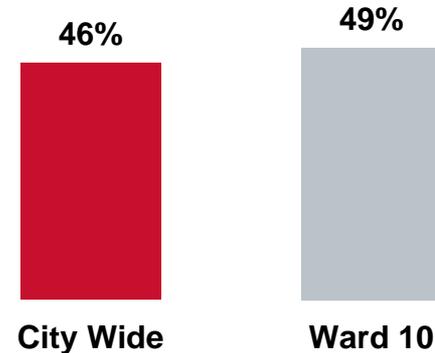
Employed at the beginning of the COVID-19 pandemic

% Yes



Experienced a job/income loss as a result of the COVID-19 pandemic

% Yes



*At the beginning of the COVID-19 pandemic, were you employed?
This includes being self-employed.*

Base: Valid respondents (City Wide: n=2,494 / Ward 10: n=177)

Have you experienced a job loss or income loss due to the COVID-19 pandemic?

Base: Valid respondents employed pre-COVID-19 (City Wide: n=1,598 / Ward 10: n=102)

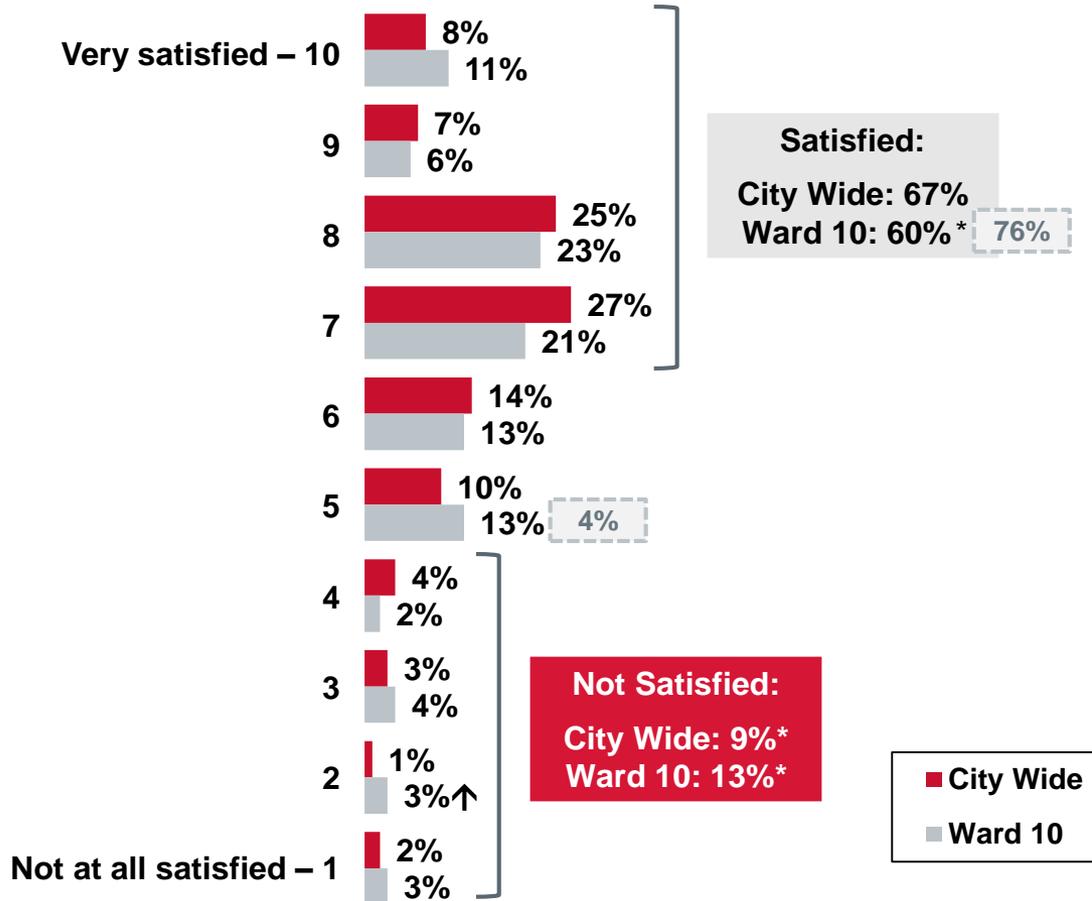


City Programs and Services





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



Ward 10 2019

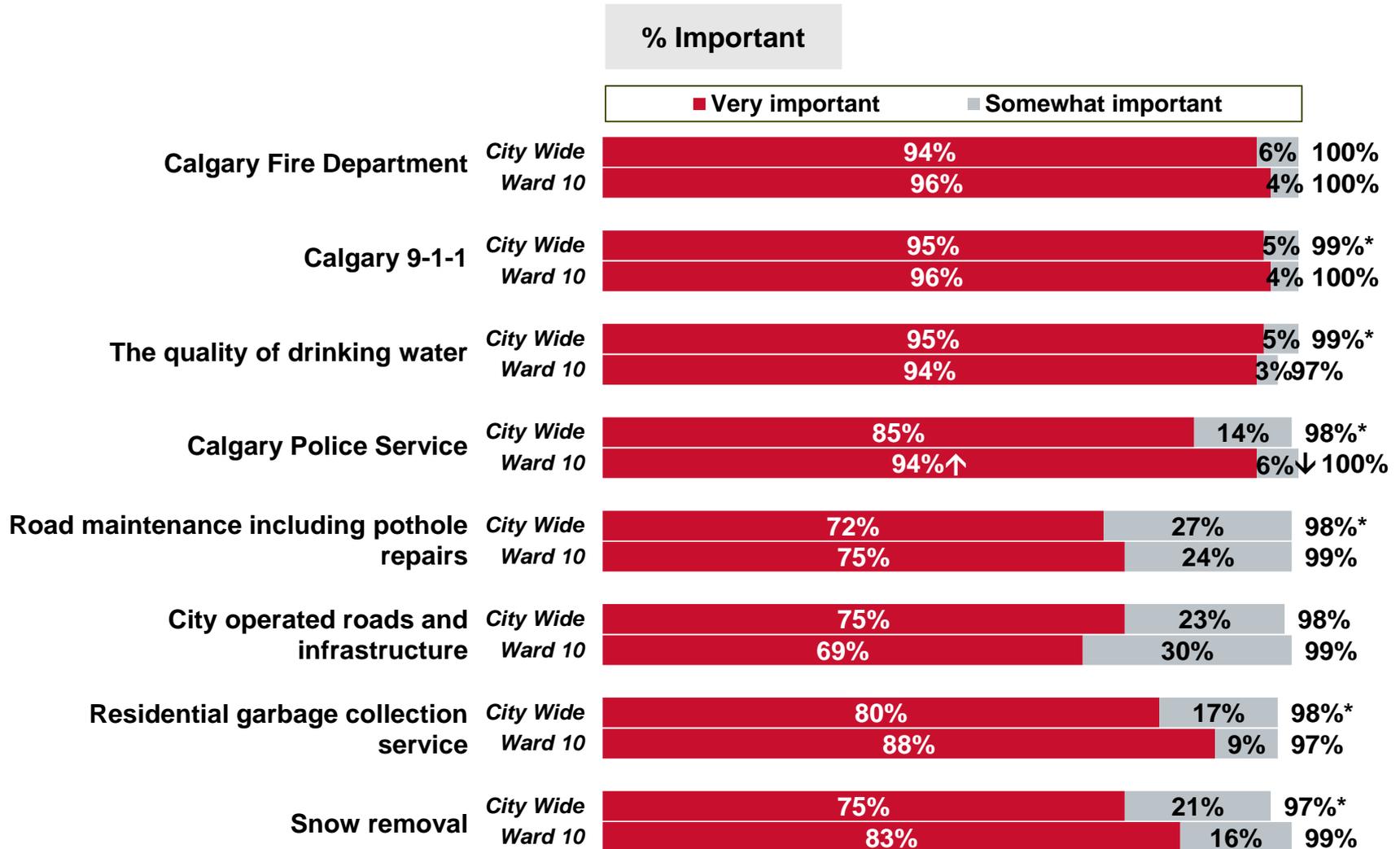
*Rounding

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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=2,487 / Ward 10: n=174)



Importance of 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 important each one is to you.

Base: Valid respondents (Bases vary)

*Rounding

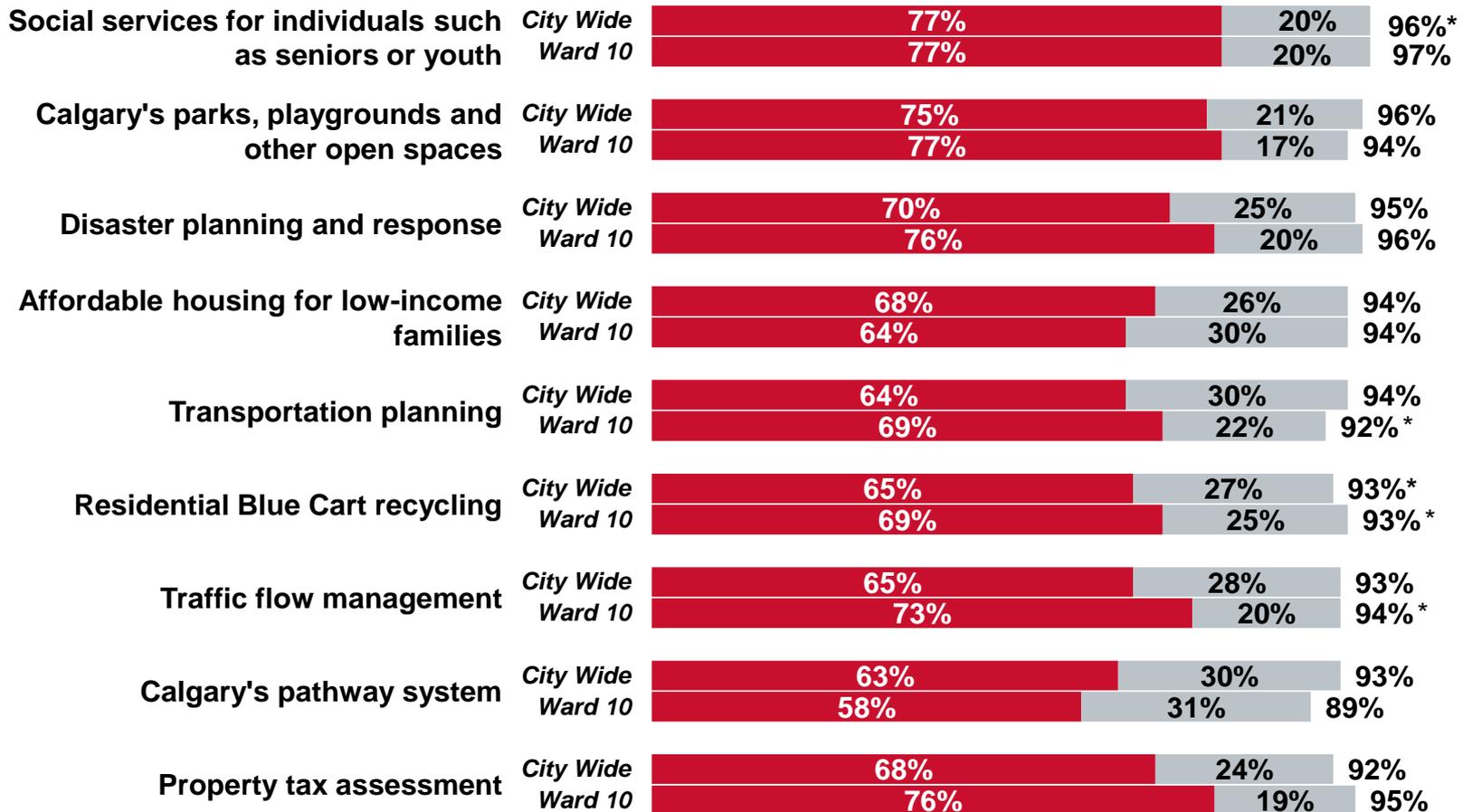
↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide



Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



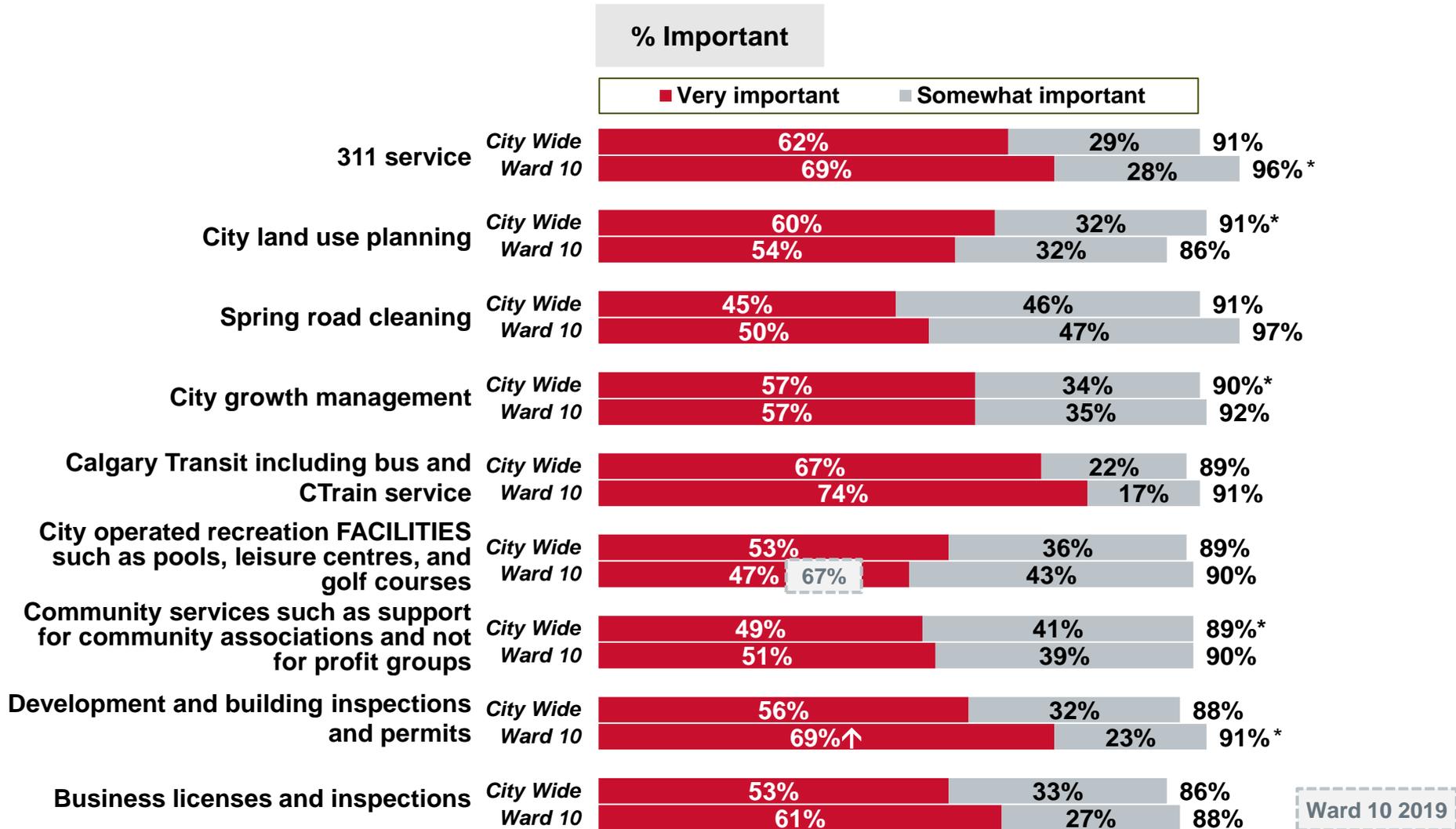
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

*Rounding



Importance of City Programs and Services (continued)



*Rounding

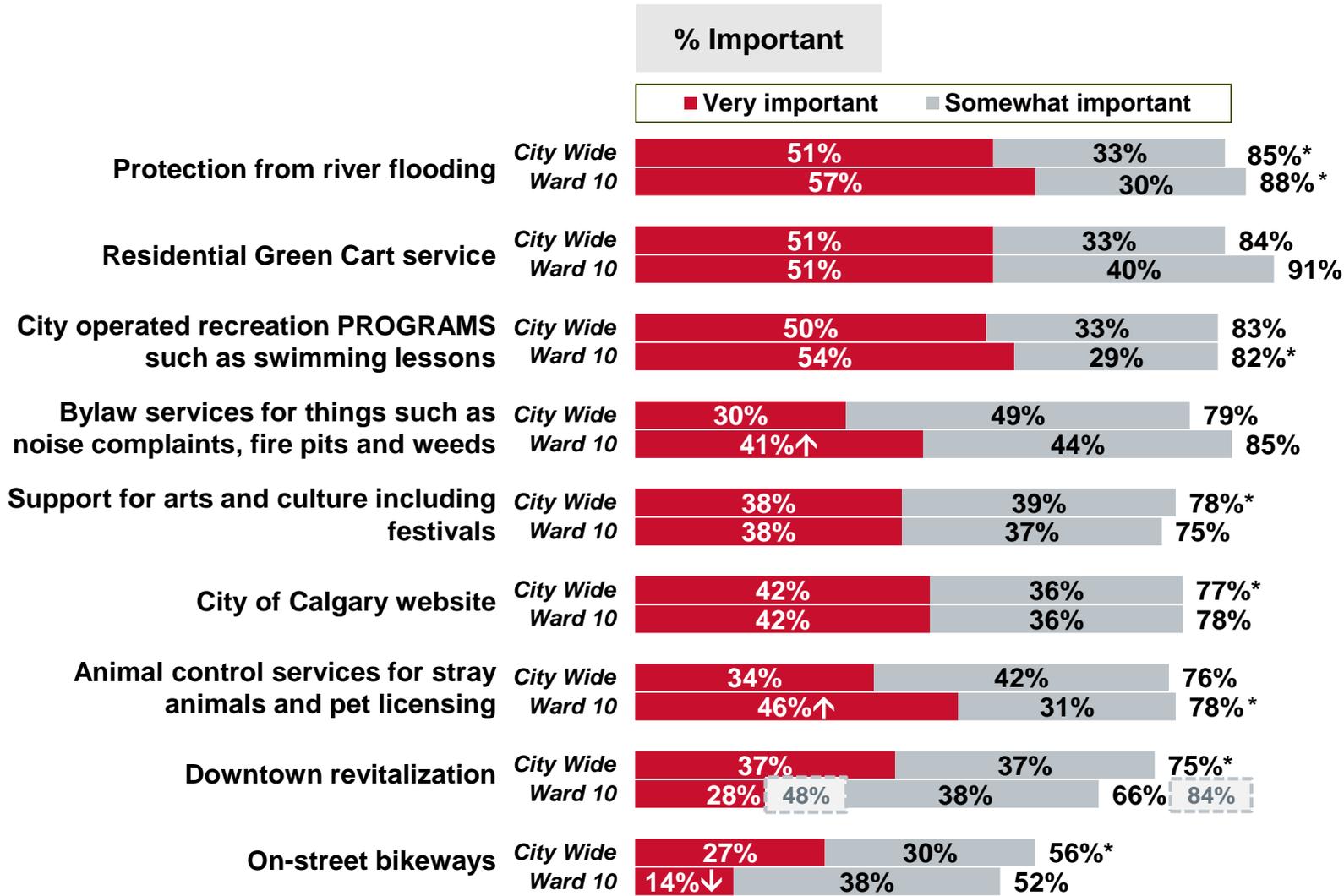
↑Statistically higher than City Wide
↓Statistically lower than City Wide

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 10 2019

*Rounding

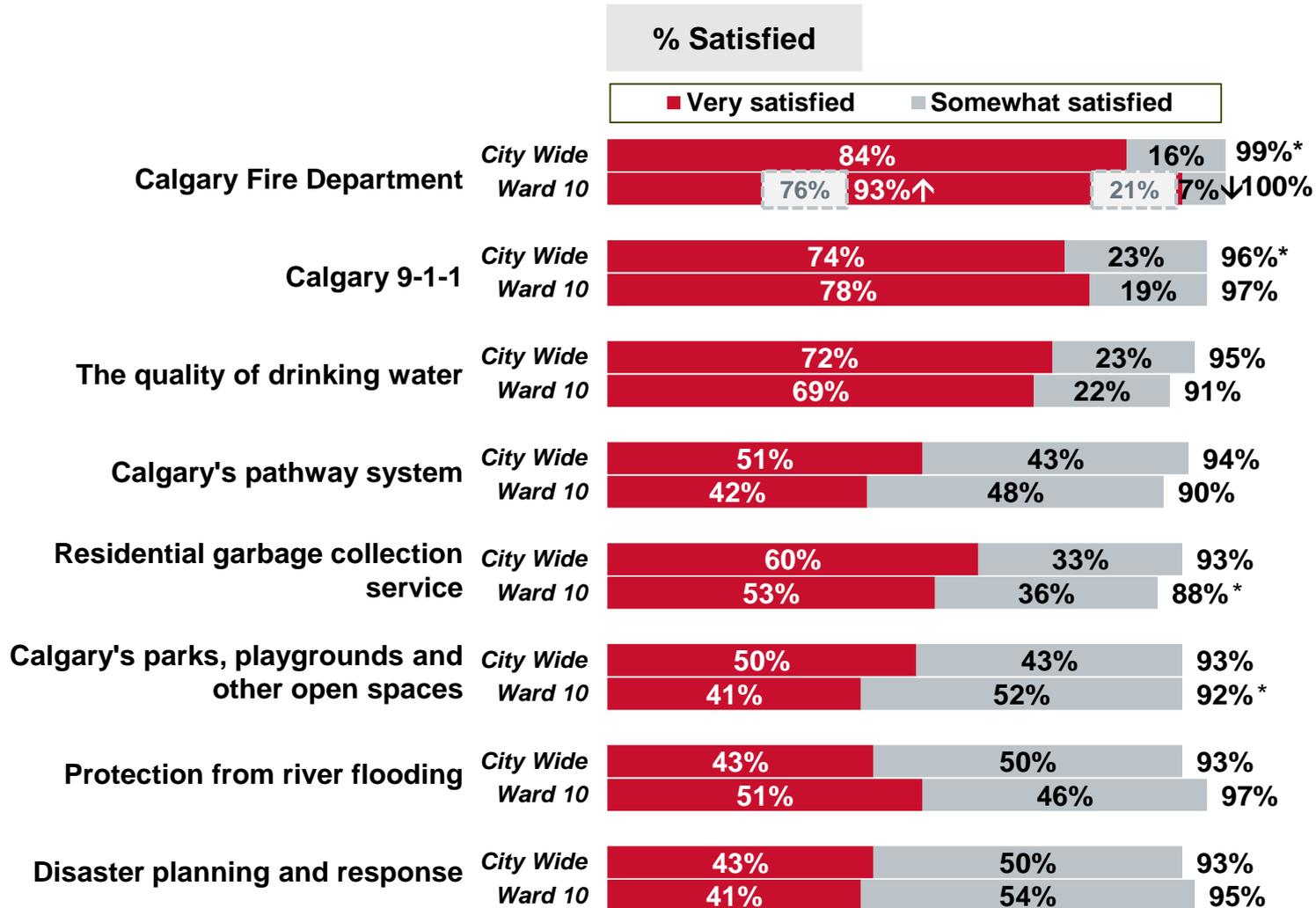
↑Statistically higher than City Wide
↓Statistically lower than City Wide

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 10 2019

*Rounding

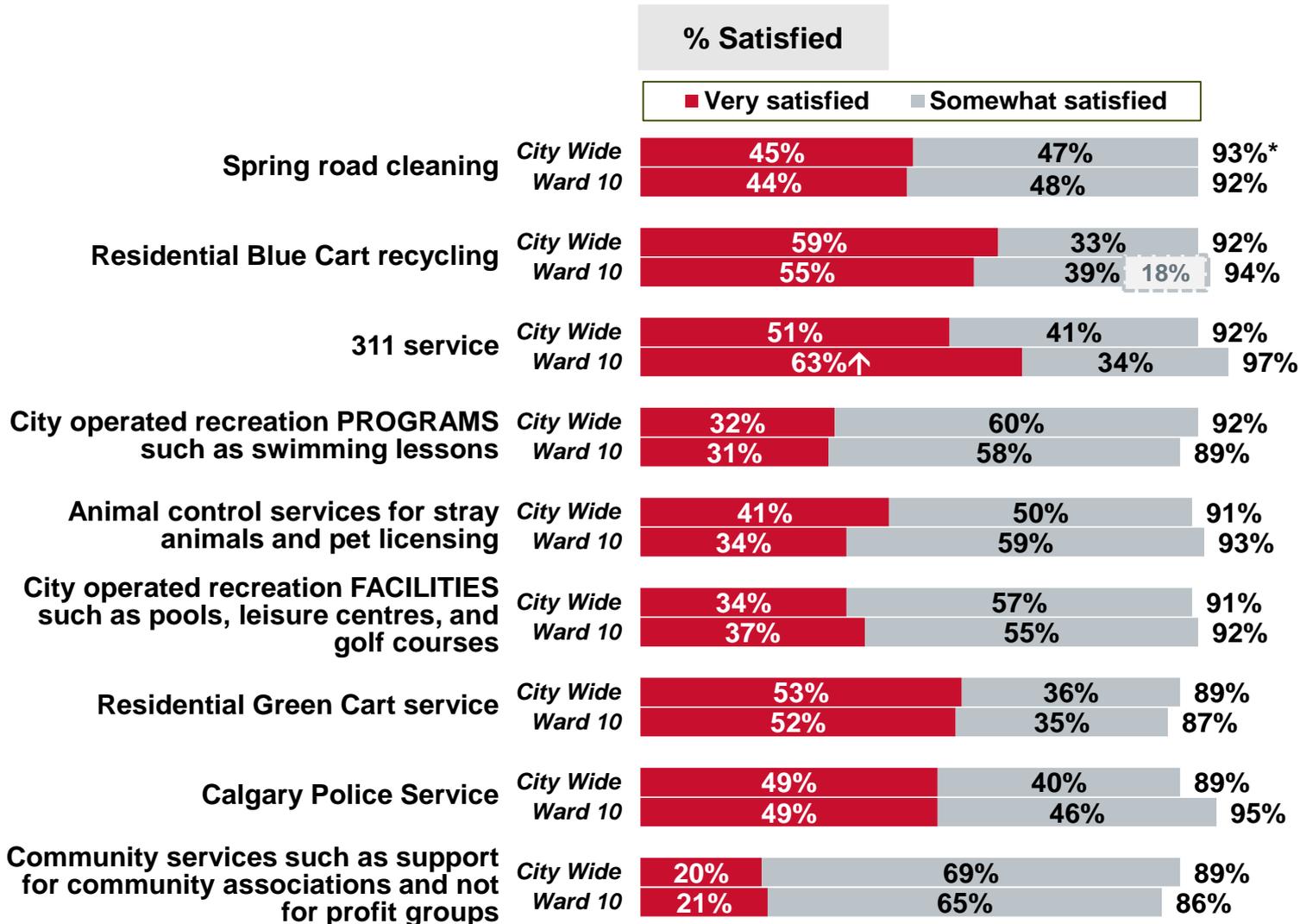
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Satisfaction with City Programs and Services (continued)



Ward 10 2019

*Rounding

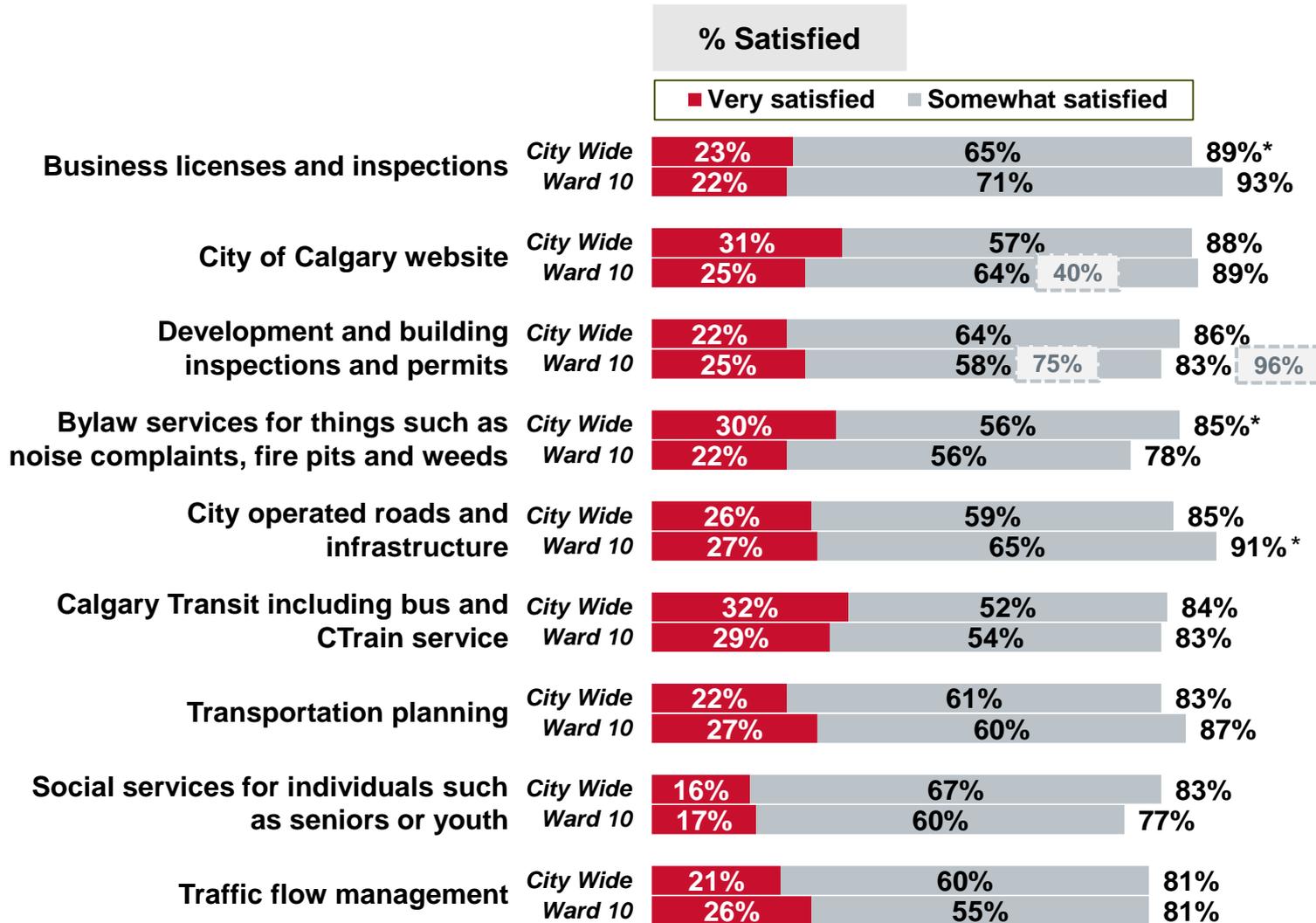
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Satisfaction with City Programs and Services (continued)



Ward 10 2019

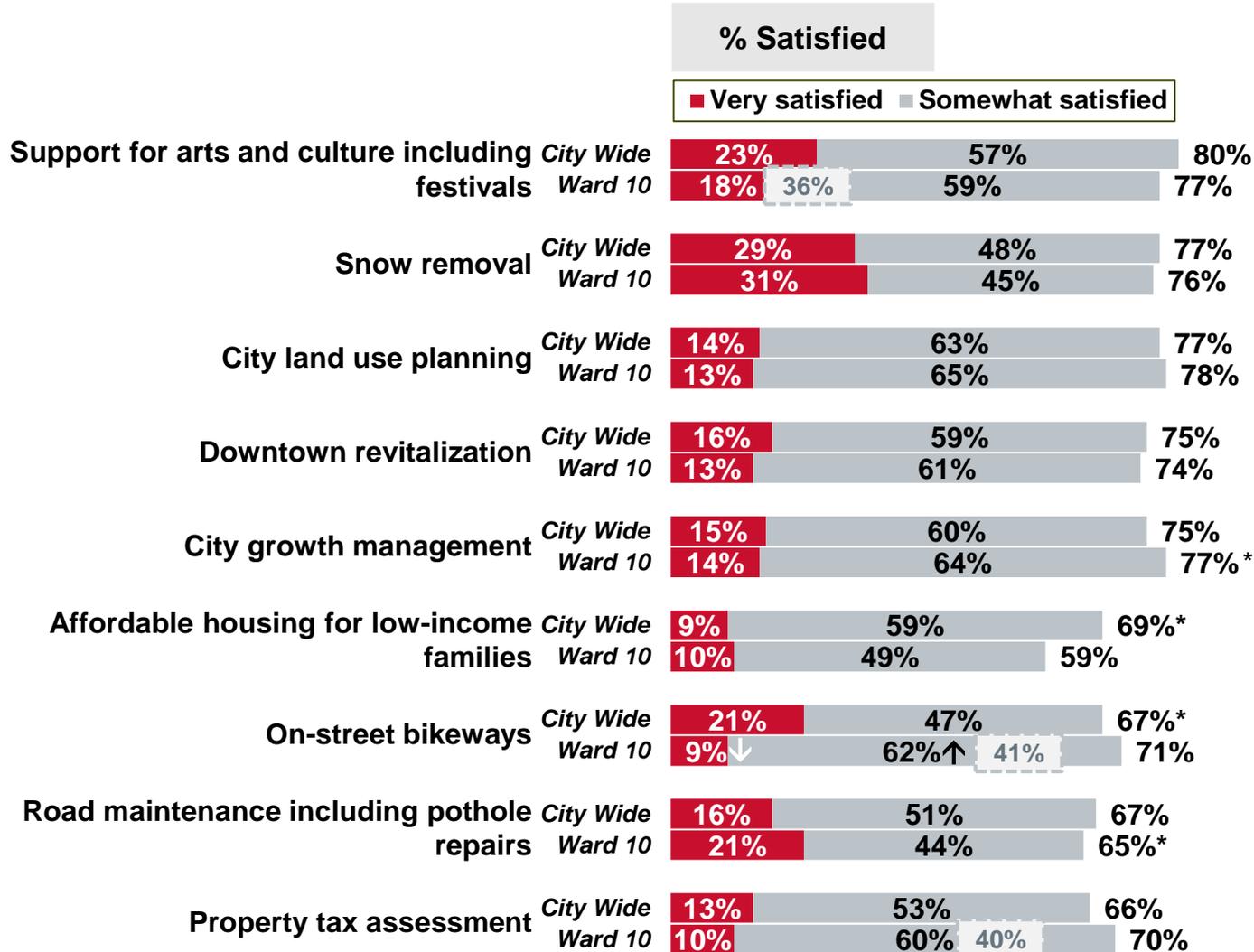
*Rounding

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 10 2019

*Rounding

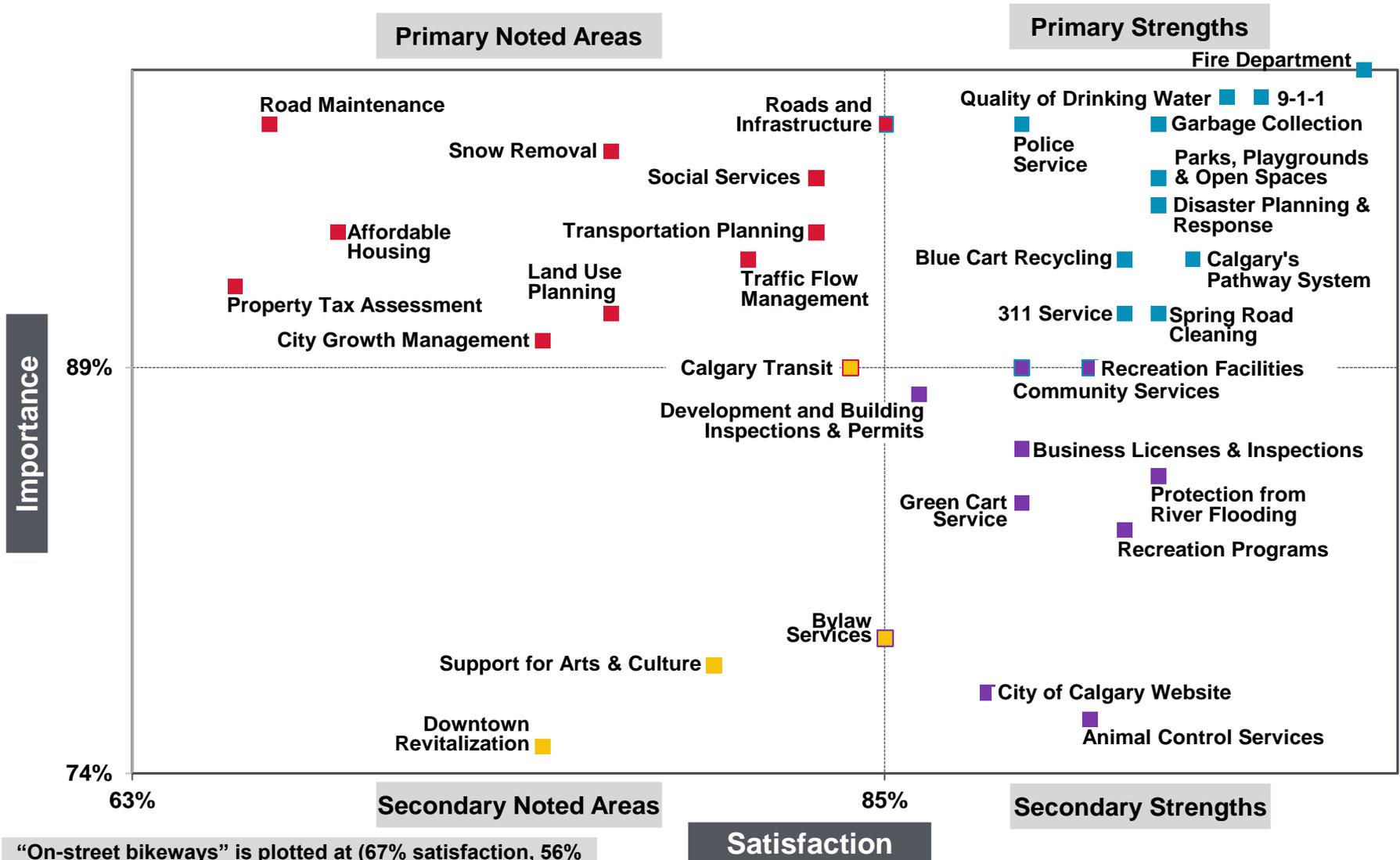
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



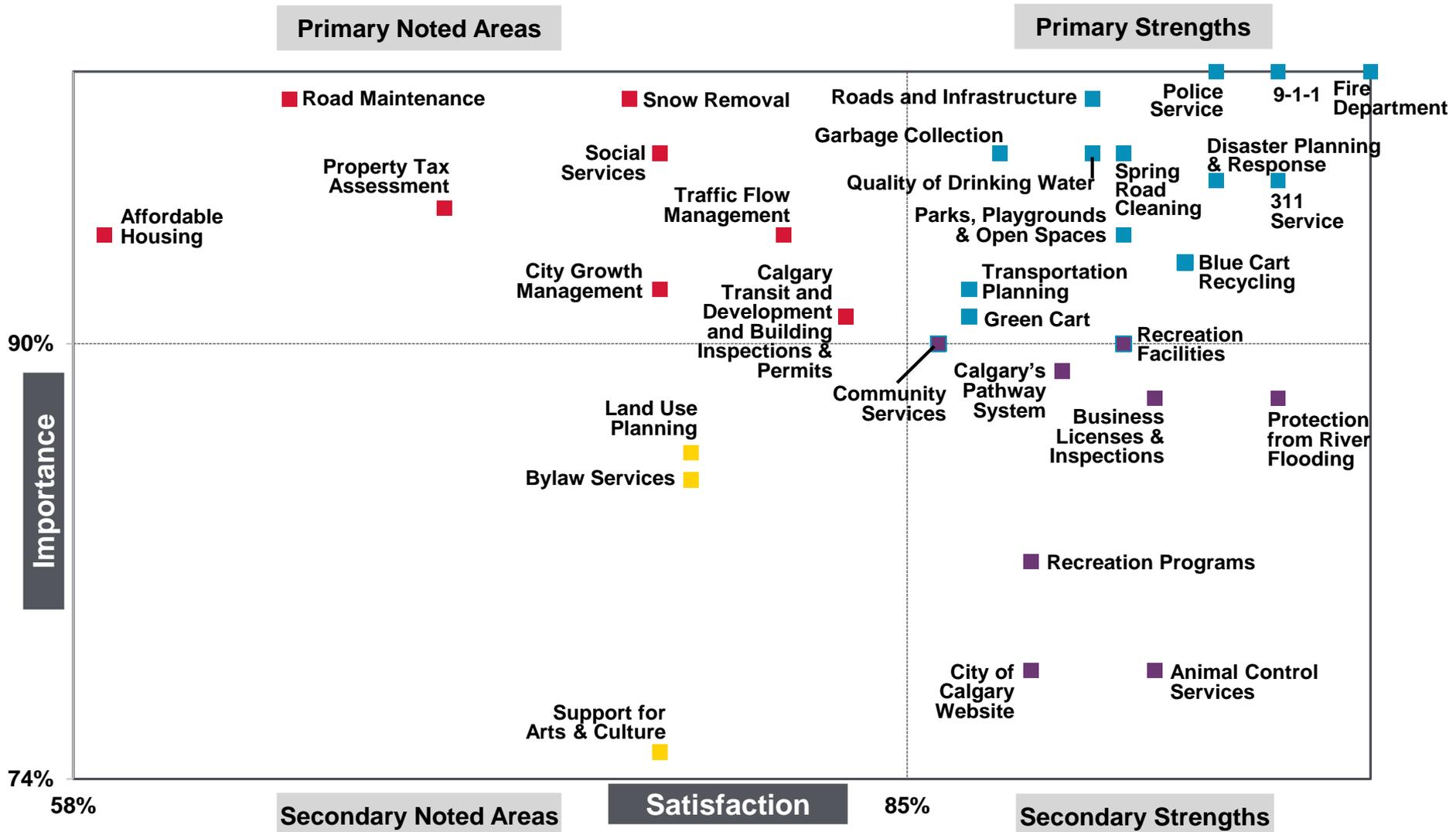
Importance vs. Satisfaction Grid: City Wide



“On-street bikeways” is plotted at (67% satisfaction, 56% importance) and is not illustrated on this graph.



Importance vs. Satisfaction Grid: Ward 10



“On-street bikeways” (71% satisfaction, 52% importance) and downtown revitalization (74% satisfaction, 66%important) are not illustrated on this graph.



Primary Strengths and Noted Areas: City Wide versus Ward 10

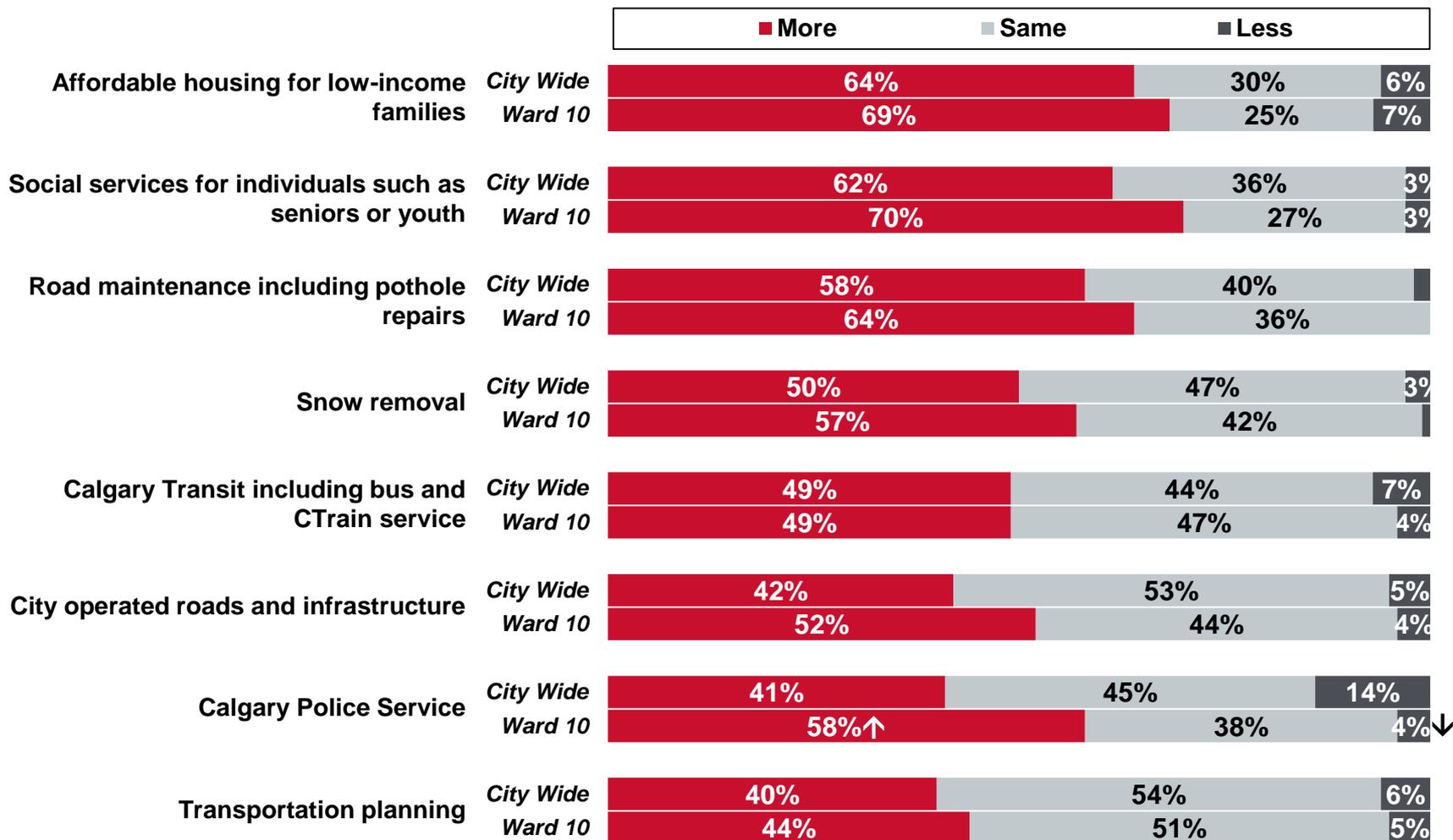
Please note: Only items that are primary strengths or primary noted areas either City Wide or for the Ward are shown in the table.

Primary Strength
Primary Noted Areas
Neither (in another quadrant)
<i>Striped boxes indicate the service sits on the border between quadrants</i>

	City Wide	Ward 10
Fire Department	Blue	Blue
9-1-1	Blue	Blue
Quality of Drinking Water	Blue	Blue
Residential Garbage Collection	Blue	Blue
Parks, Playgrounds and Open Spaces	Blue	Blue
Disaster Planning and Response	Blue	Blue
Calgary's Pathway System	Blue	White
Police Service	Blue	Blue
Blue Cart Recycling	Blue	Blue
Spring Road Cleaning	Blue	Blue
311 Service	Blue	Blue
Green Cart Service	White	Blue
Community Services	Diagonal Blue/White	Diagonal Blue/White
Recreation Facilities	Diagonal Blue/White	Diagonal Blue/White
Roads and Infrastructure	Diagonal Red/White	Blue
Road Maintenance	Red	Red
Affordable Housing	Red	Red
Property Tax Assessment	Red	Red
City Growth Management	Red	Red
Snow Removal	Red	Red
Land Use Planning	Red	White
Traffic Flow Management	Red	Red
Transportation Planning	Red	Blue
Social Services	Red	Red
Calgary Transit	Diagonal Red/White	Red
Development and Building Inspections & Permits	White	Red



Investment in City Programs and Services



Data labels of <3% are not shown

[↑] Statistically higher than City Wide

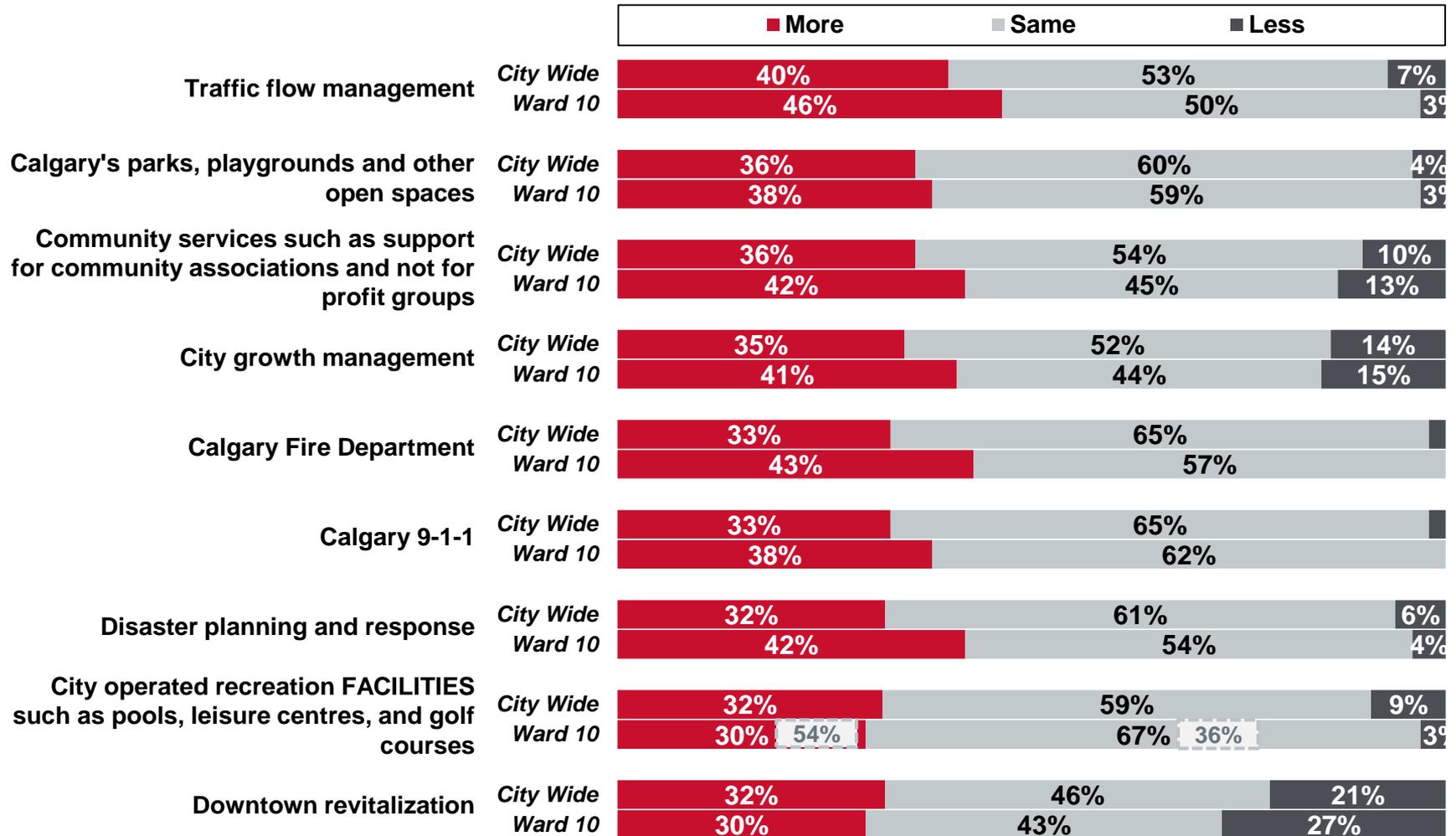
[↓] Statistically lower than City Wide

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)



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.

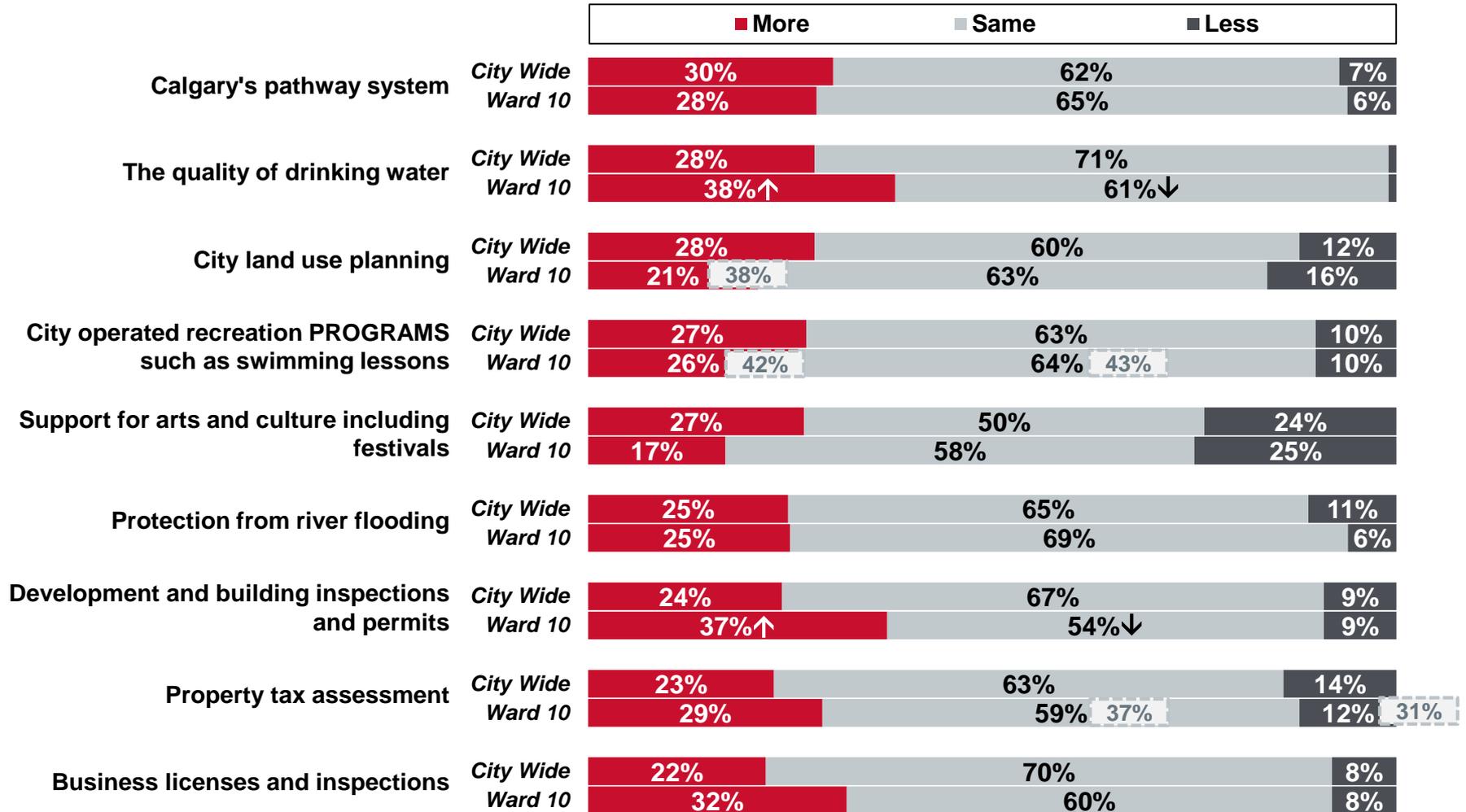
Base: Valid respondents (Bases vary)

Ward 10 2019

Data labels of <3% are not shown



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)

Data labels of <3% are not shown

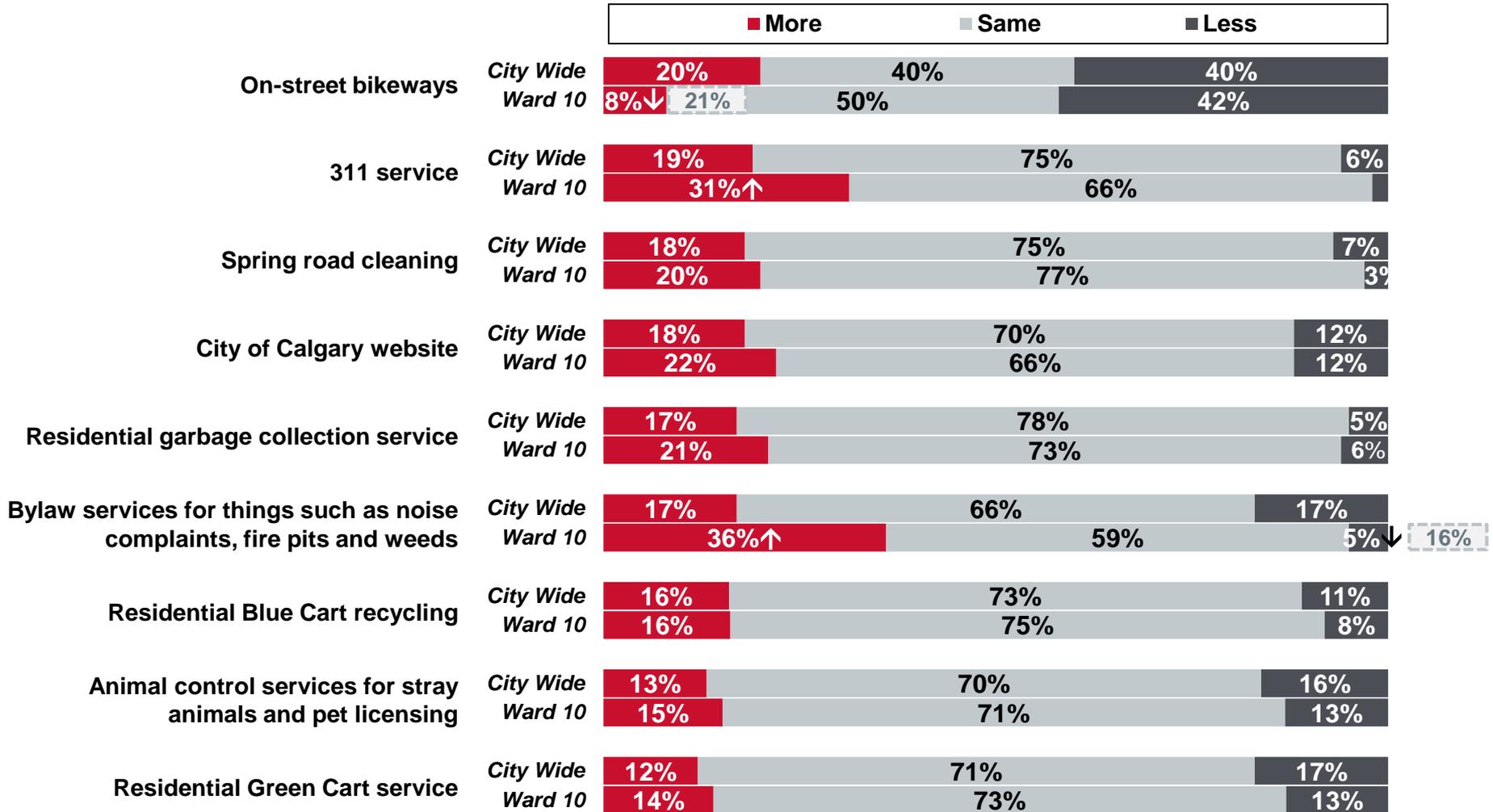
Ward 10 2019

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



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)

Data labels of <3% are not shown

↑ Statistically higher than City Wide

↓ Statistically lower than City Wide

Ward 10 2019

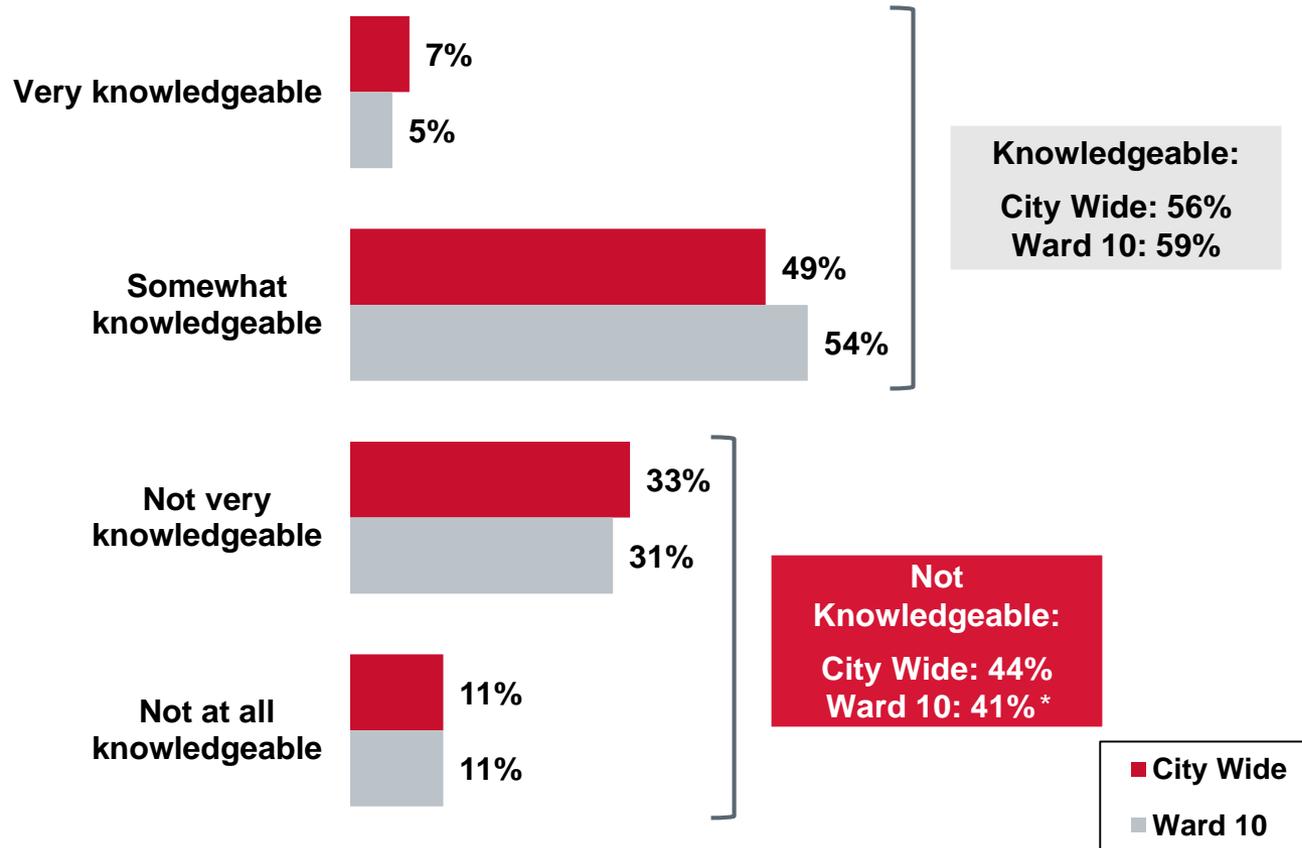


Taxation





Knowledge Levels of Tax Dollar Spending



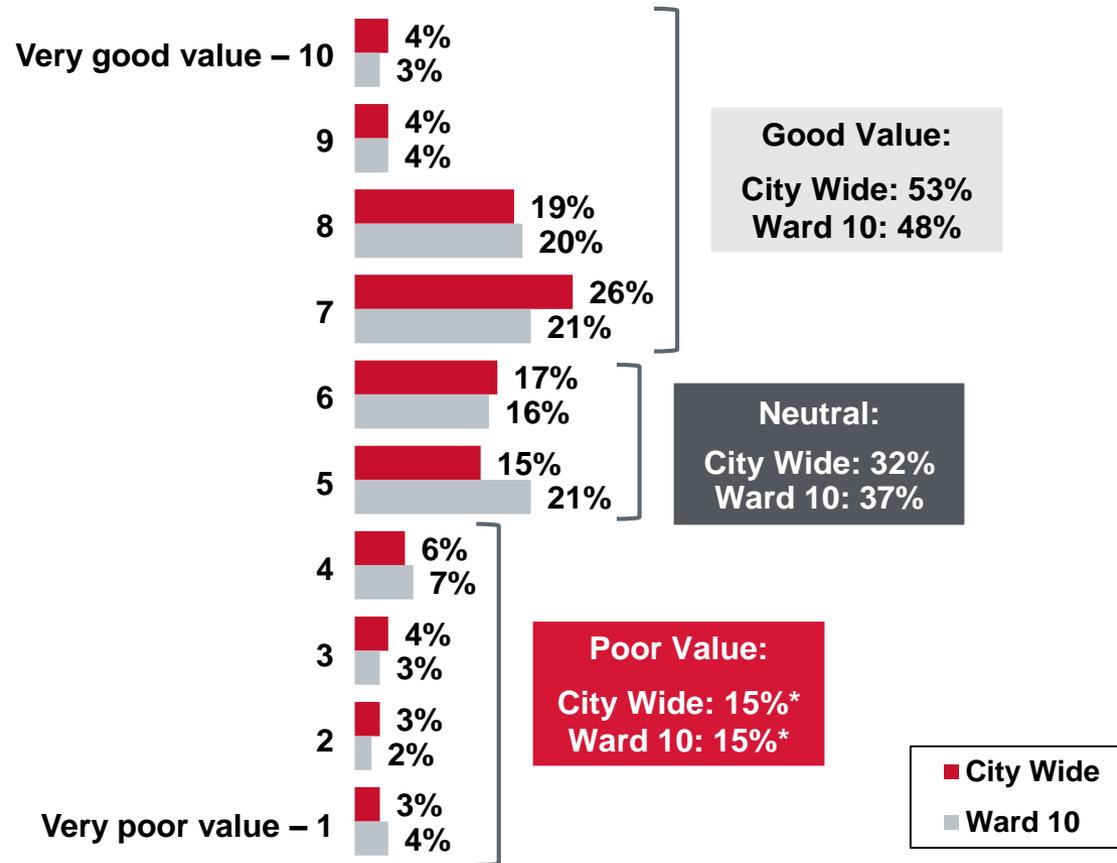
Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,484 / Ward 10: n=175)

*Rounding



Perceived Value of Property Taxes



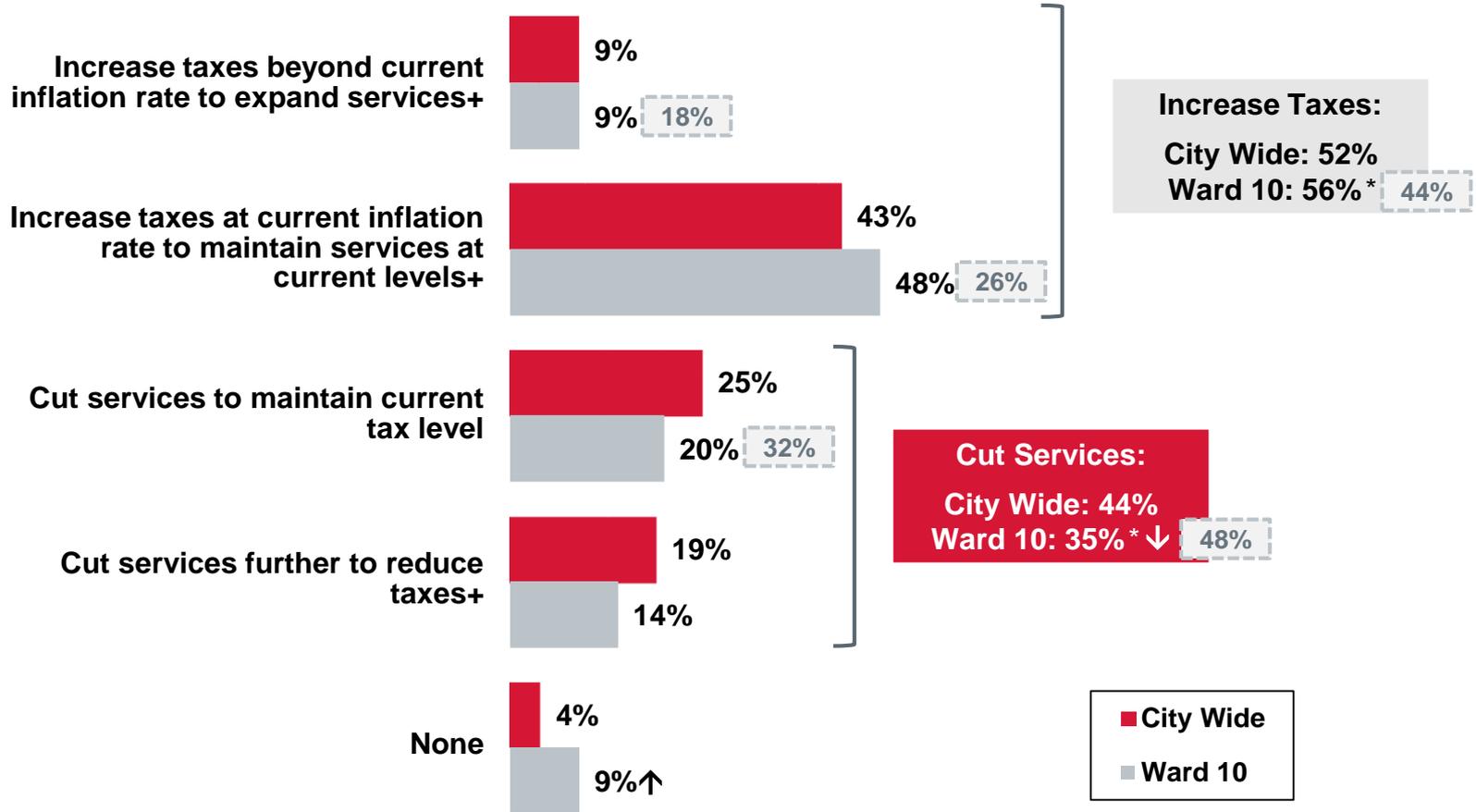
Your property tax dollars are divided between The City and the Province. In Calgary, approximately two-thirds of your residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal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

Base: Valid respondents (City Wide: n=2,453 / Ward 10: n=173)

*Rounding



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=2,464 / Ward 10: n=174) | +Slight wording changes in Fall 2020

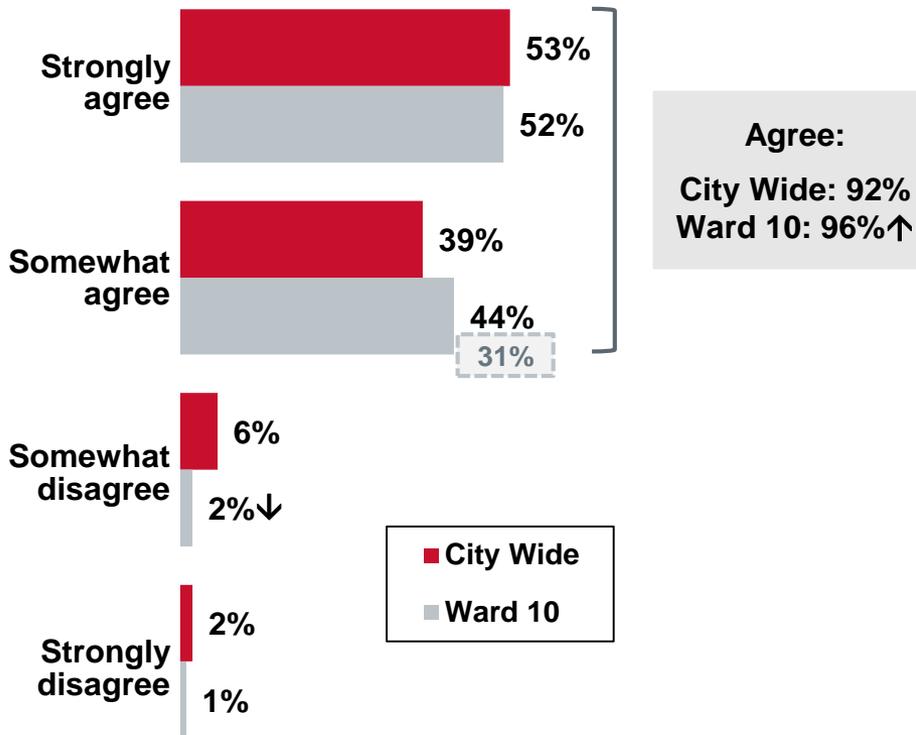
Ward 10 2019
*Rounding

↑Statistically higher than City Wide
↓Statistically lower than City Wide

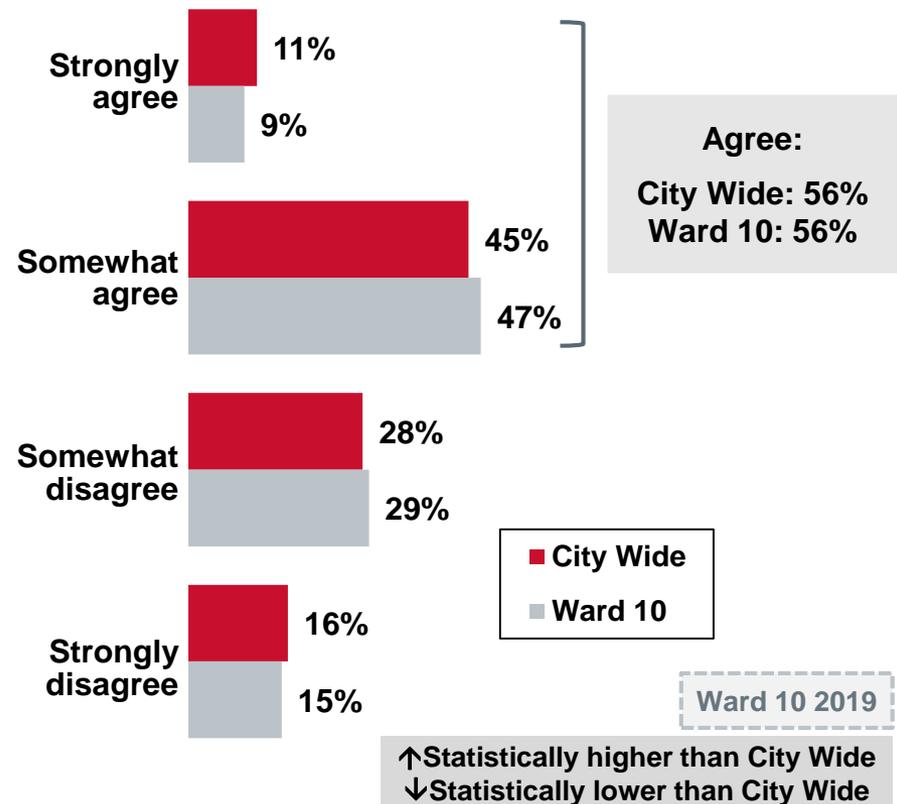


Property Tax Dollar Investment

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 (City Wide: n=2,481 / Ward 10: n=173)

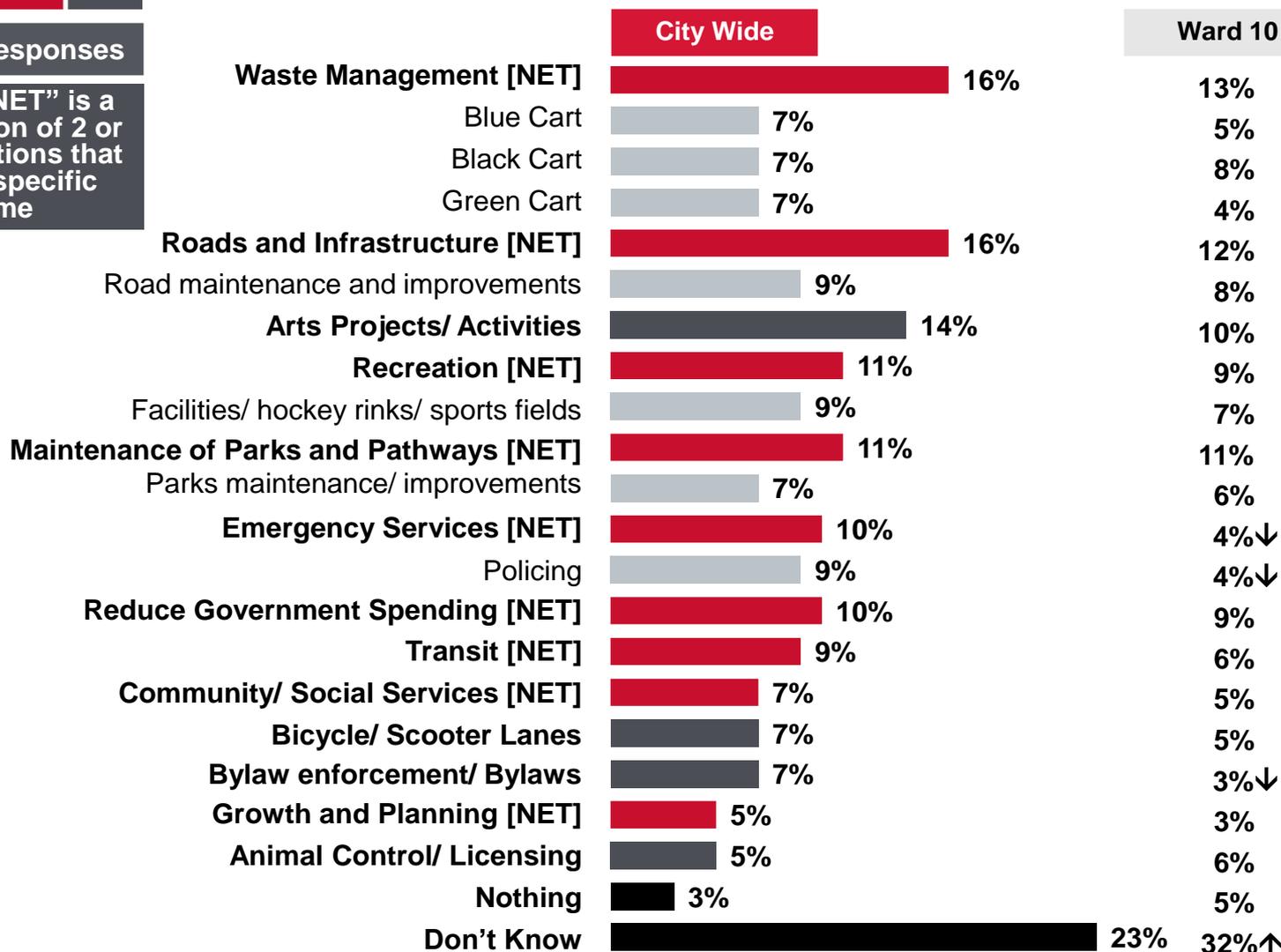
Base: Valid respondents (City Wide: n=2,453 / Ward 10: n=173)



Proposed Service Reductions

Multiple Responses

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



Of all the services you know of that are provided by The City of Calgary, name up to three services that you would propose to have a service reduction in order to save costs.

Base: Valid respondents (City Wide: n=2,500 / Ward 10: n=177)

Mentions of <5% are not shown

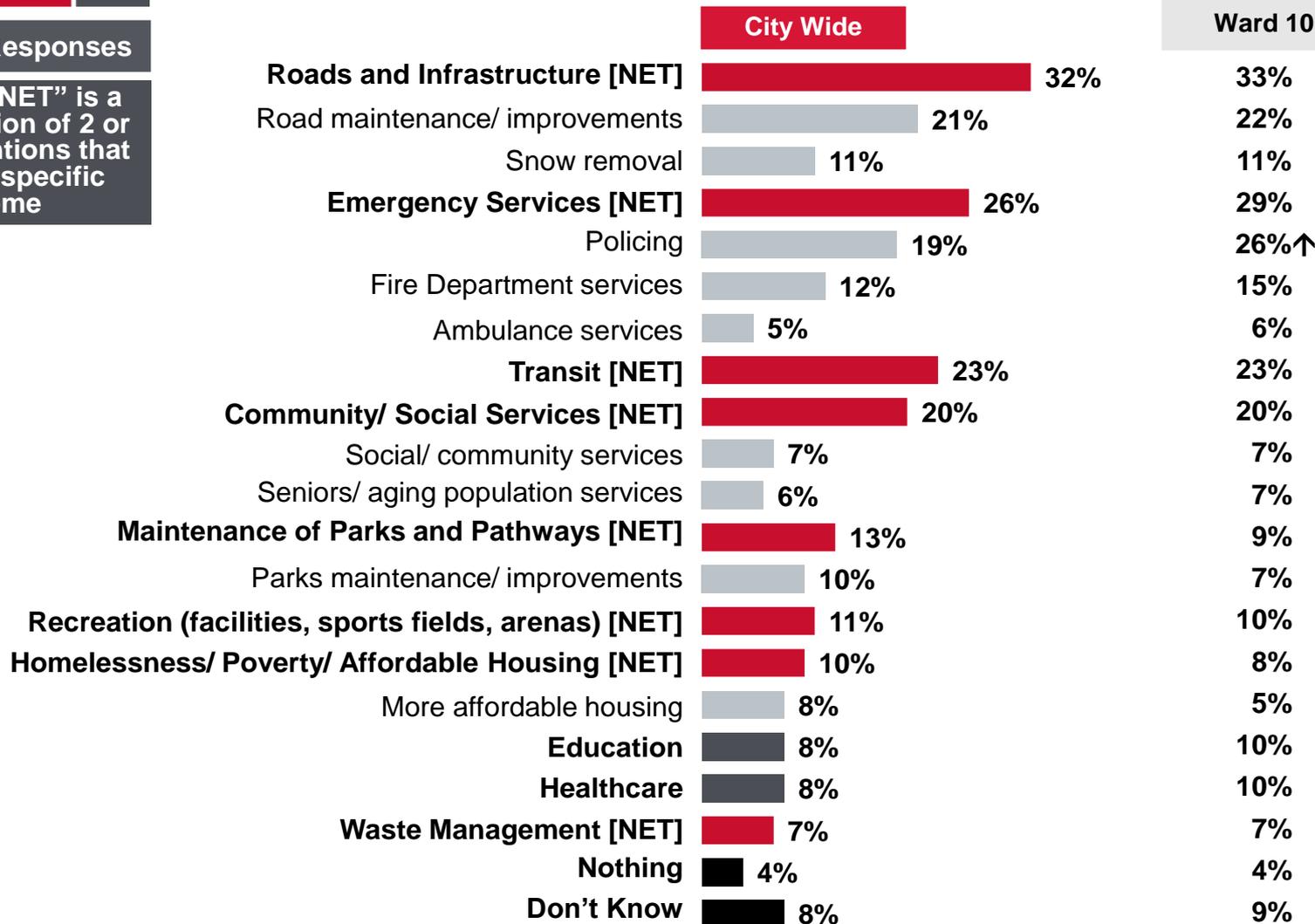
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Proposed Service Increases

Multiple Responses

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



Mentions of <5% are not shown

↑Statistically higher than City Wide

↓Statistically lower than City Wide

Again, considering all the services that you know The City of Calgary provides, name up to three services that you would propose to spend more on to receive an increase in service.

Base: Valid respondents (City Wide: n=2,500 / Ward 10: n=177)

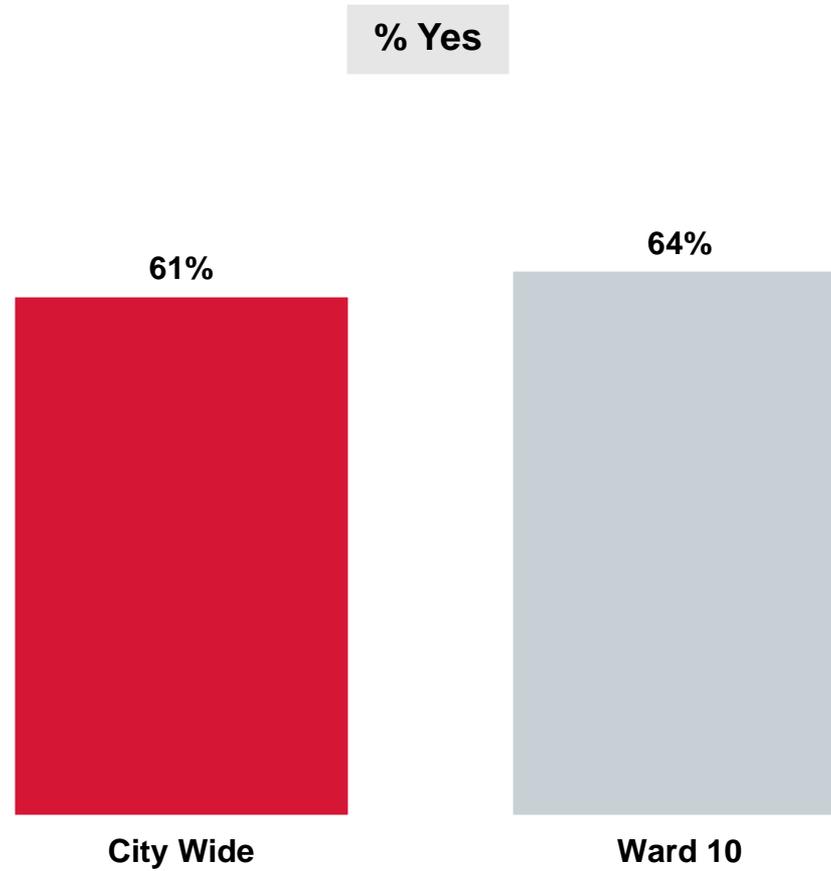


Contact with The City and Customer Service





Past 12 Months Contact with The City of Calgary

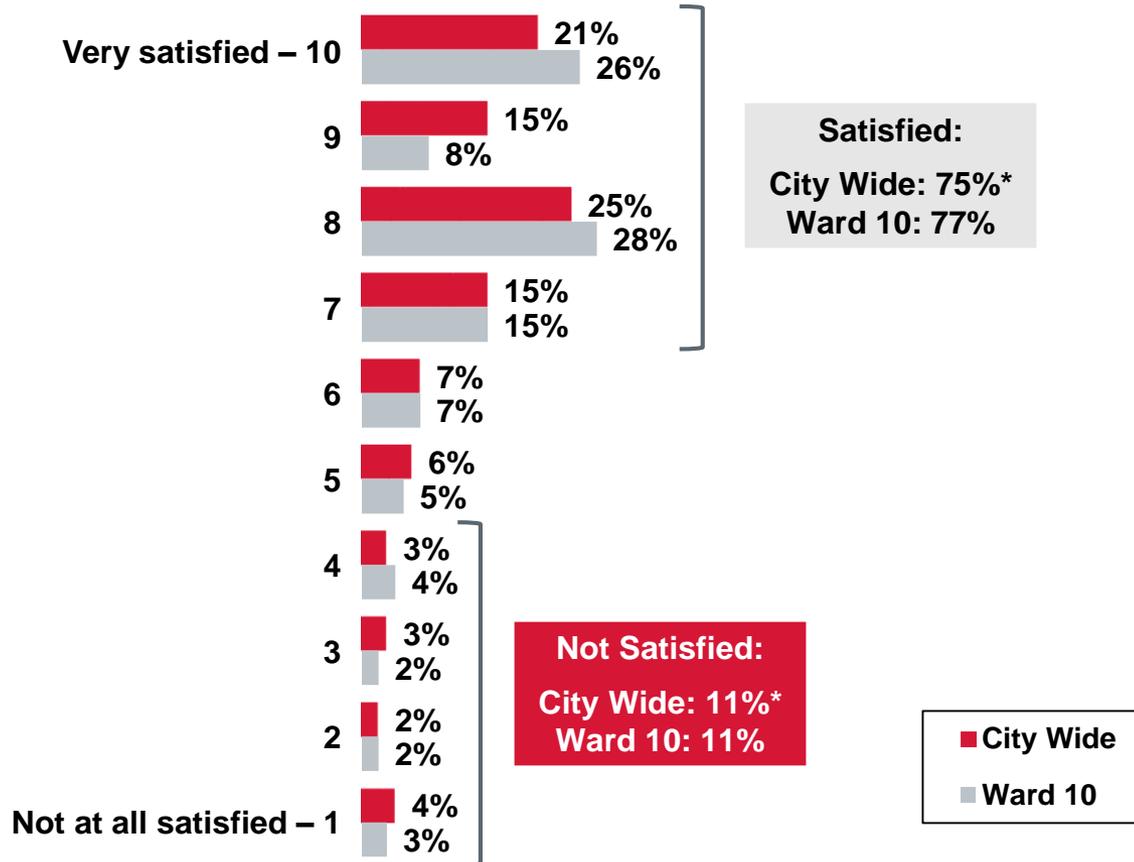


Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,479 / Ward 10: n=177)



Satisfaction with the Overall Level and Quality of Customer Service



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

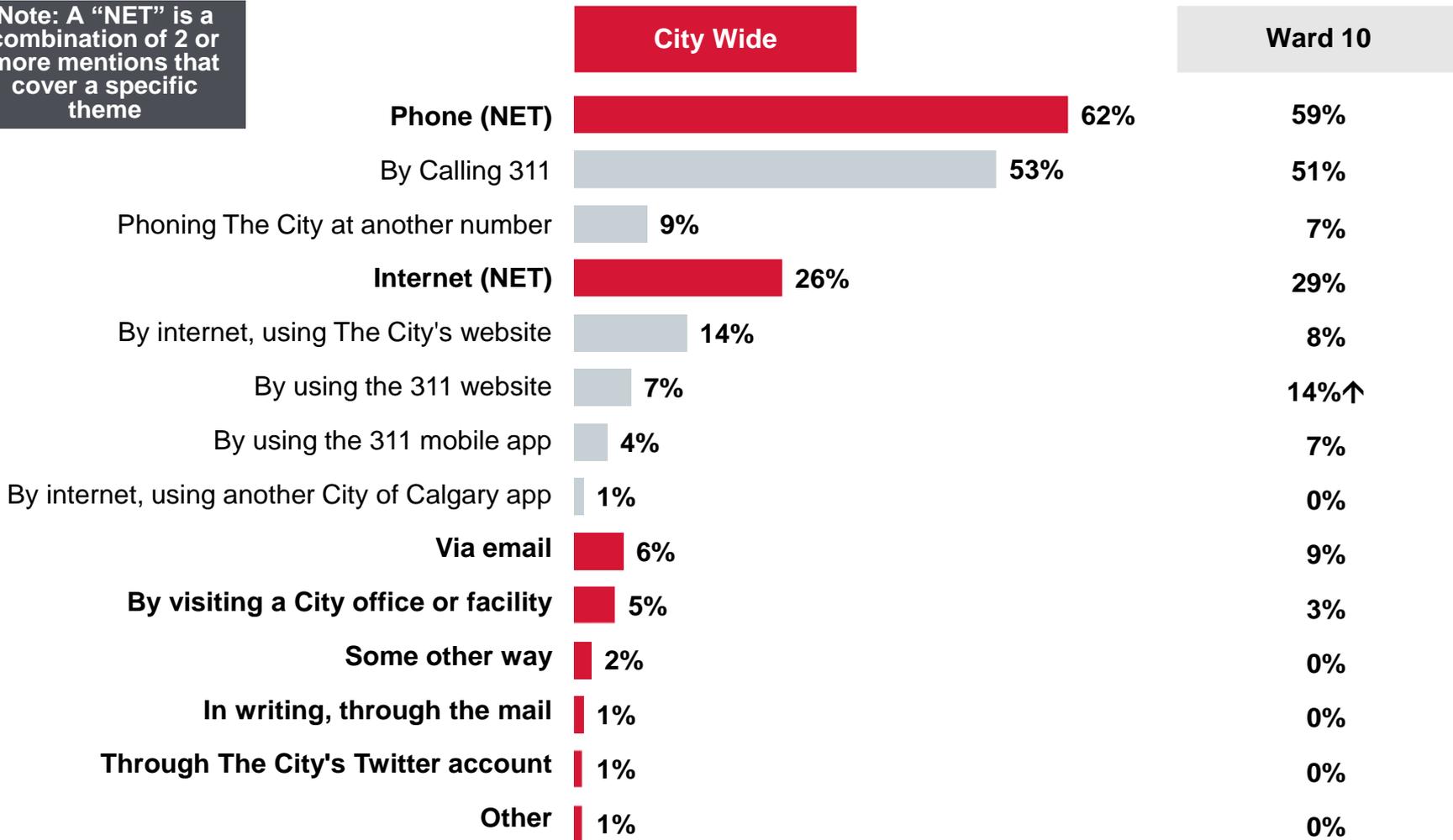
Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,535 / Ward 10: n=113)

*Rounding



Type of Contact

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



Thinking of the most recent time you contacted The City was it... ?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,111 / Ward 10: n=79)

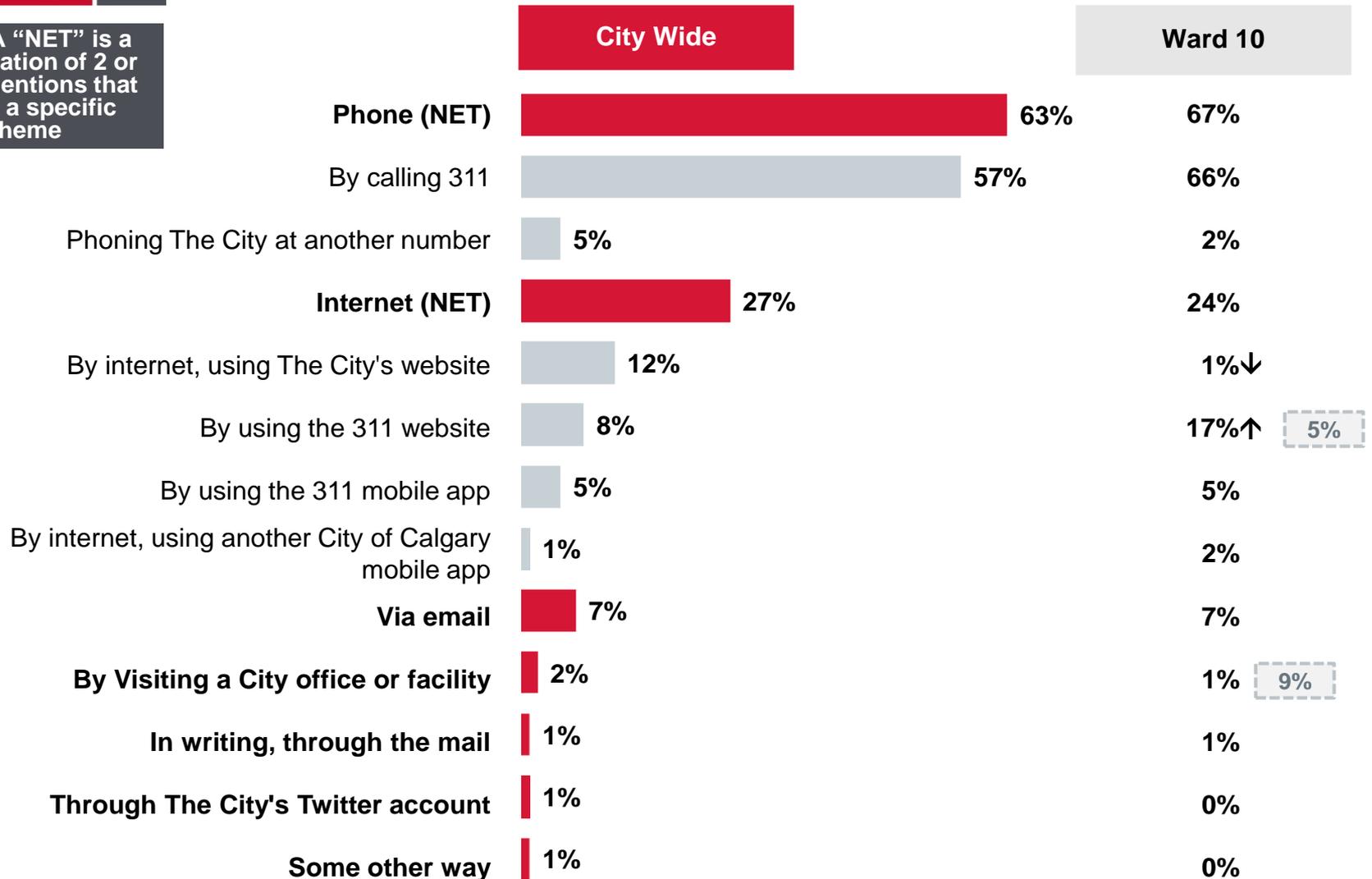
Mentions of <1% are not shown

↑Statistically higher than City Wide
 ↓Statistically lower than City Wide



Preferred Method of Contact

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



What is your preferred way of contacting The City?

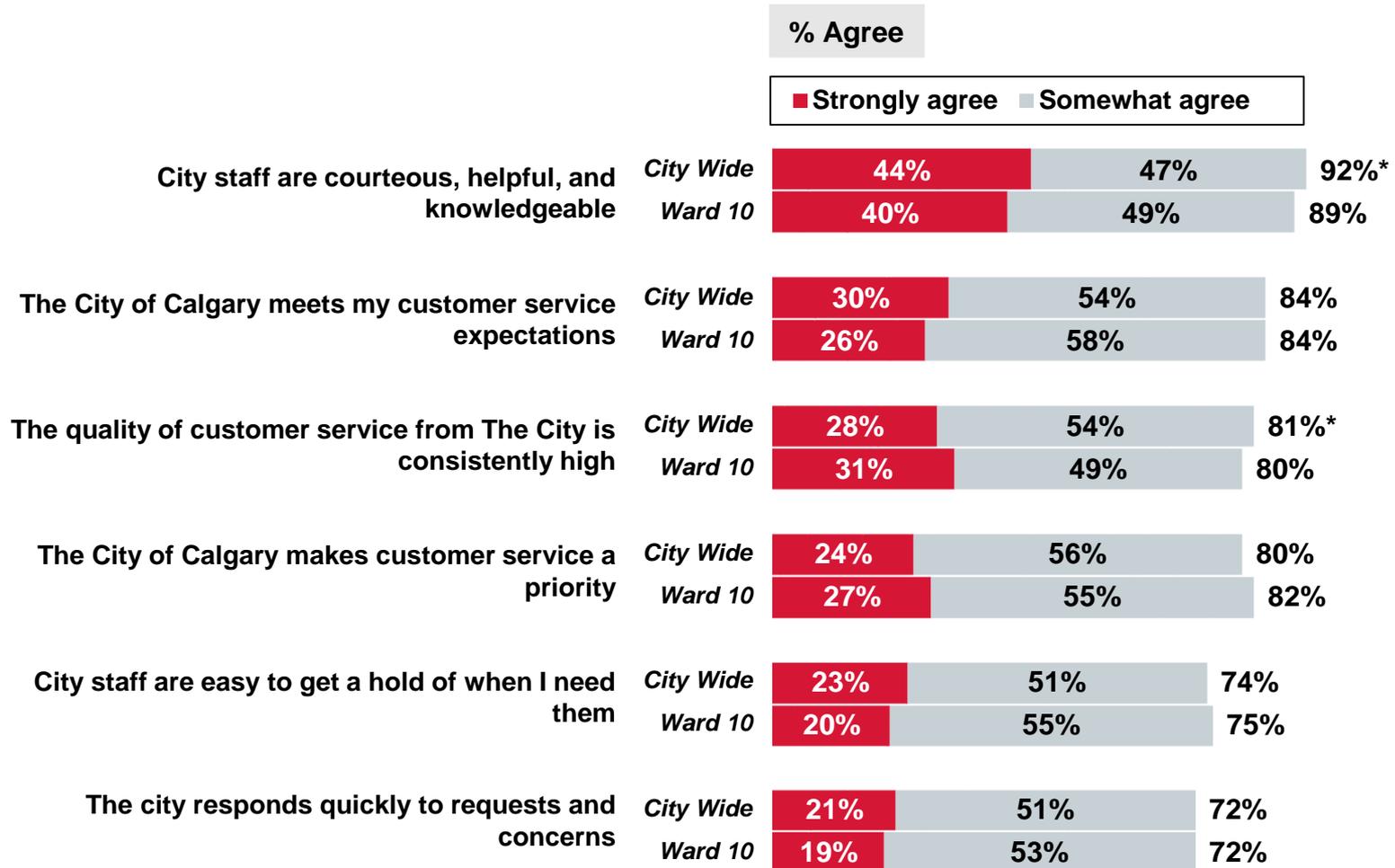
Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,111 / Ward 10: n=80)

Ward 10 2019

Mentions of <1% are not shown
 ↑Statistically higher than City Wide
 ↓Statistically lower than City Wide



Attitudes Regarding Customer Service



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

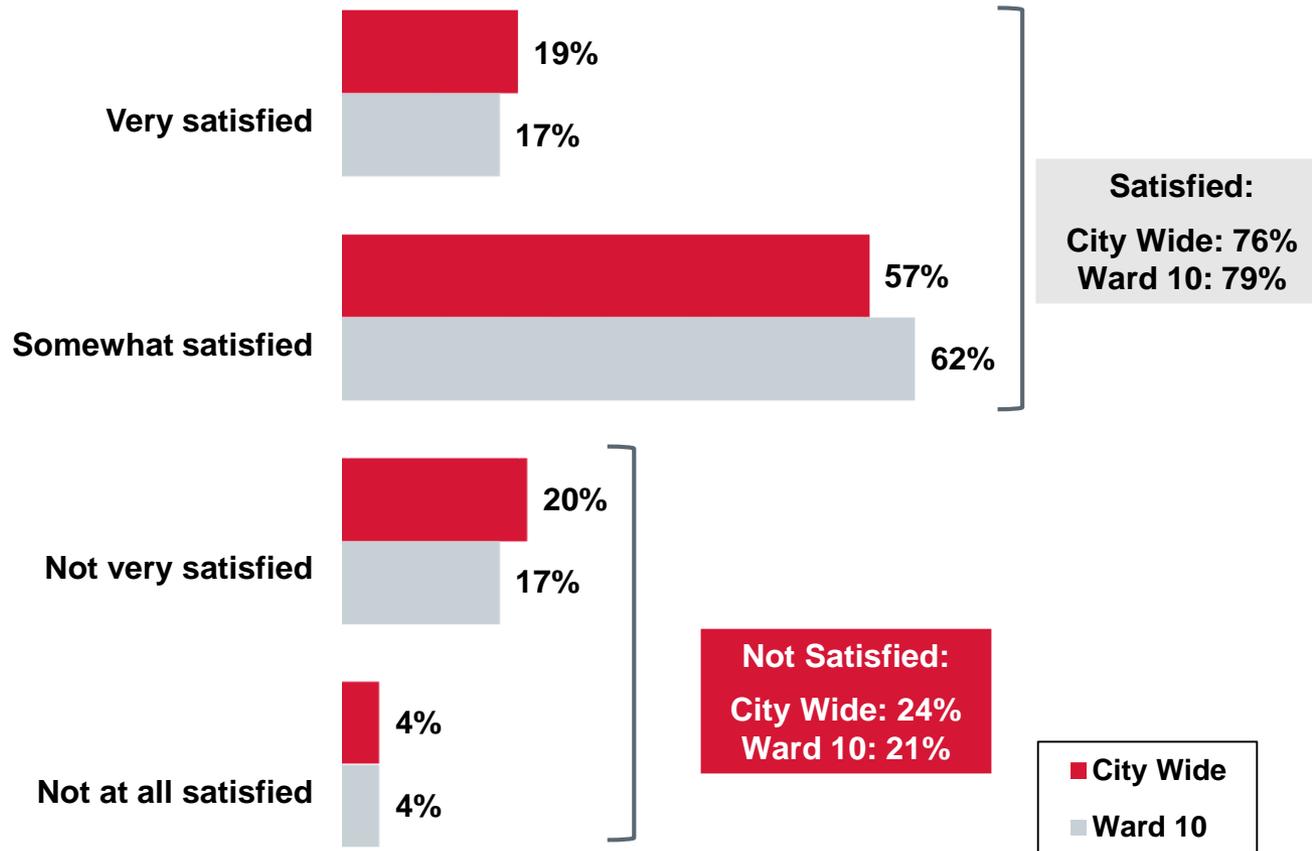


City Communications





Satisfaction with the Overall Quality of City Information and Communications

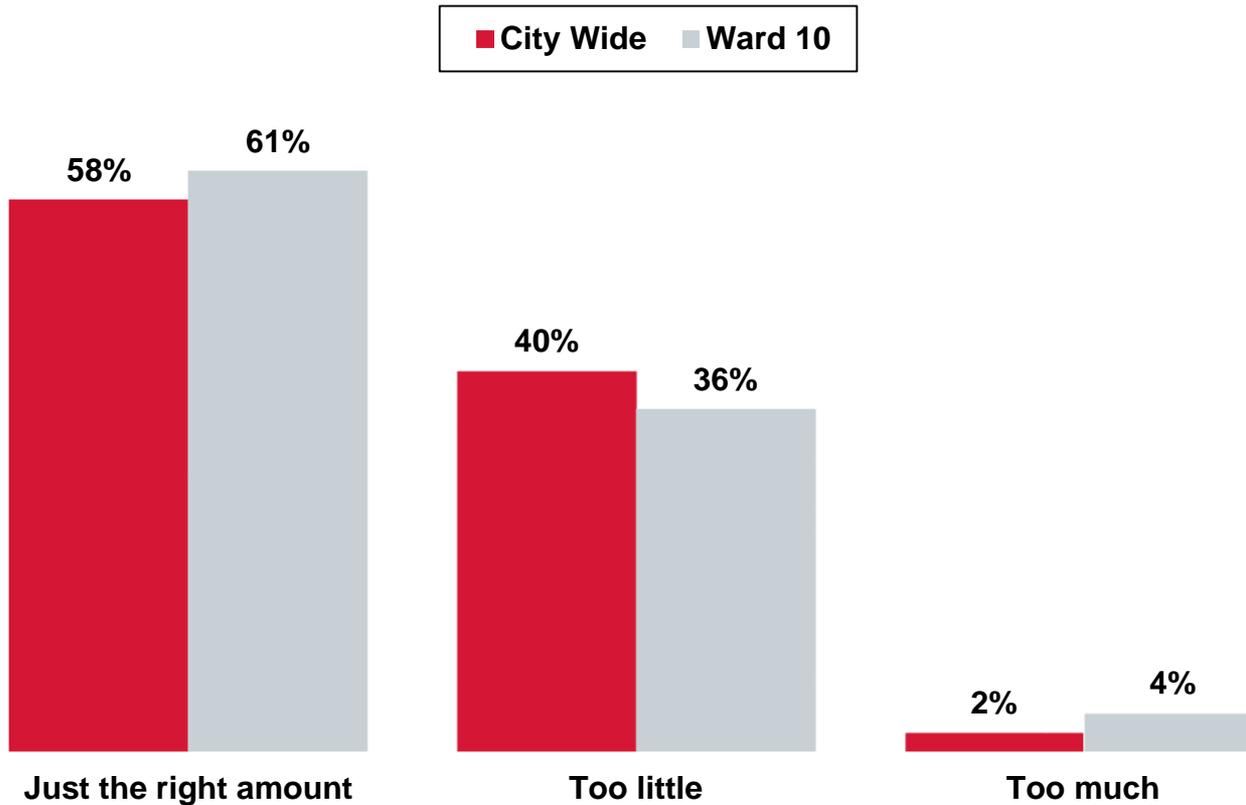


And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents (City Wide: n=2,493 / Ward 10: n=177)



Amount of Accessible Information

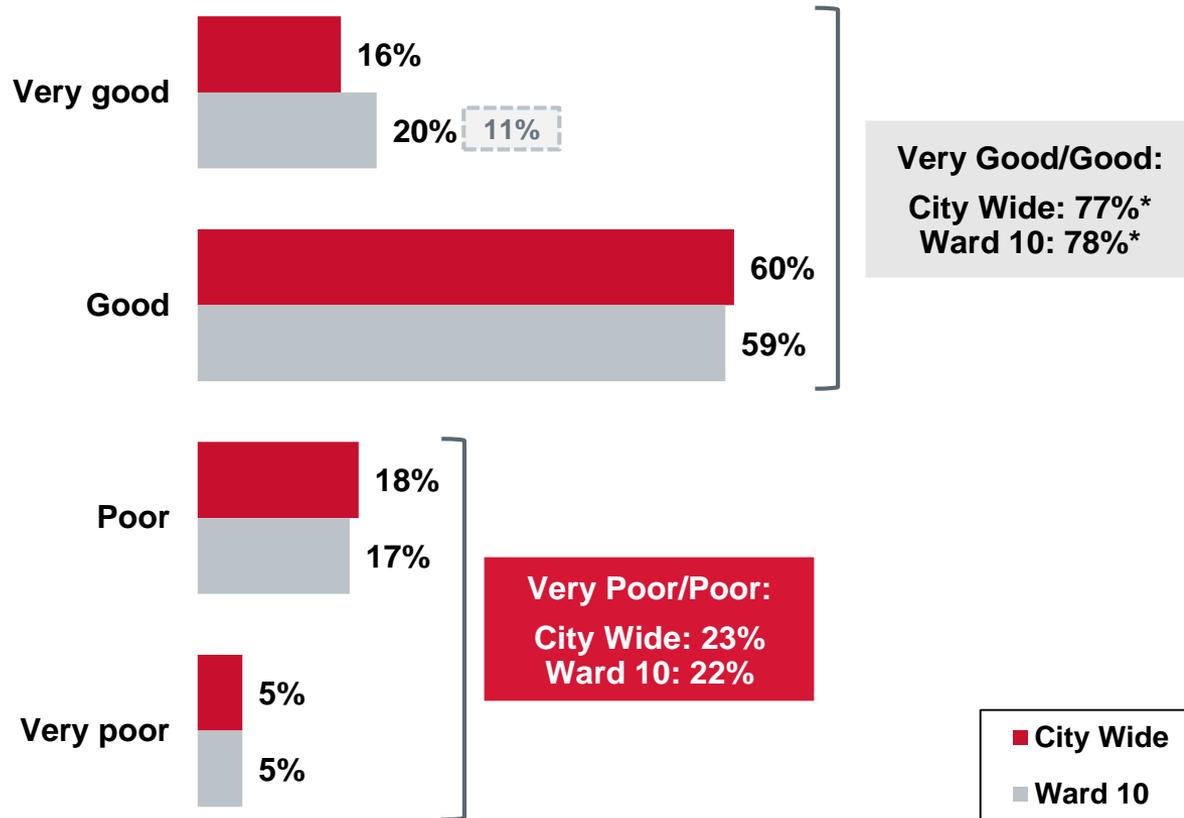


In your opinion, do you currently have access to too much, too little, or just the right amount of information from The City?

Base: Valid respondents (City Wide: n=2,479 / Ward 10: n=176)



Overall Communications from The City



Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?

Base: Valid respondents, (City wide: n=2,484 / Ward 10: n=175)

Ward 10 2019
*Rounding

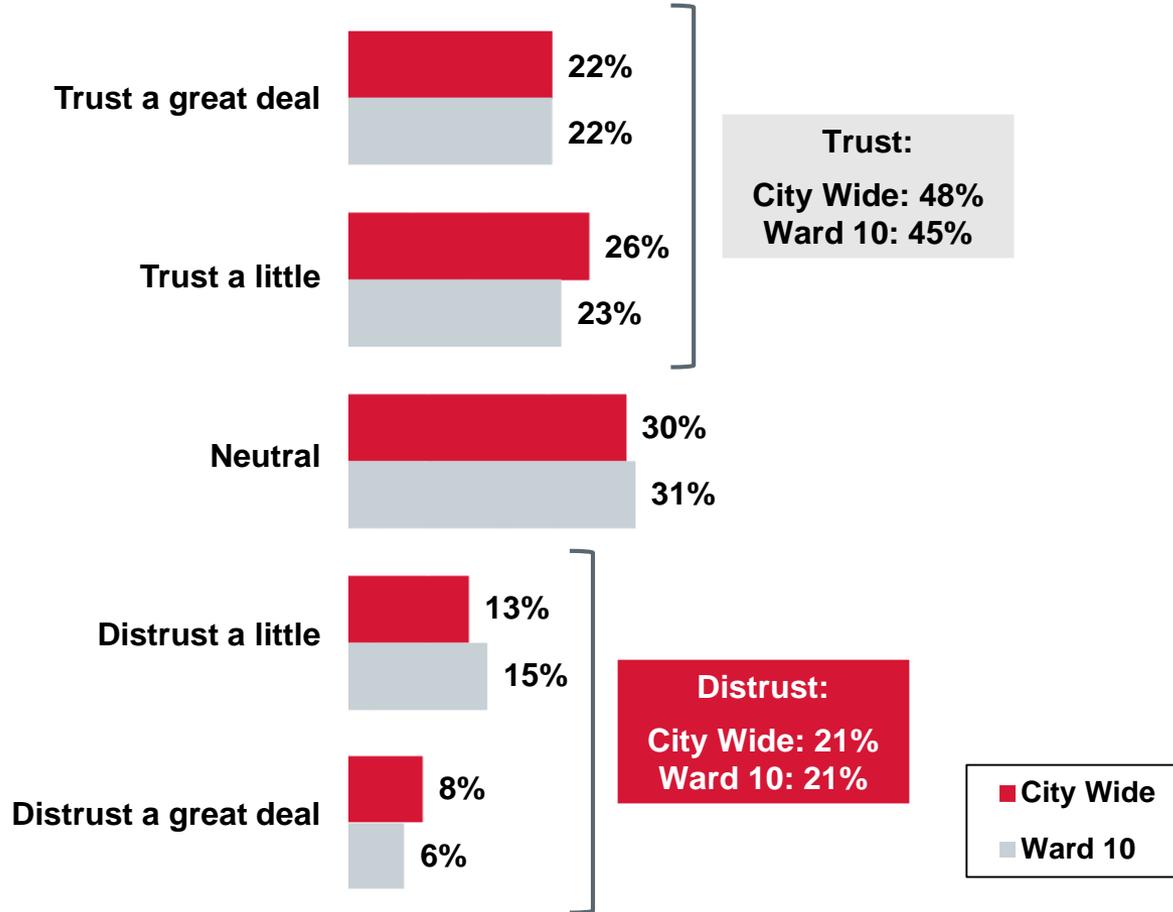


City Reputation and Performance





Trust



Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents (City Wide: n=2,491 / Ward 10: n=177)



Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 10: n=176)

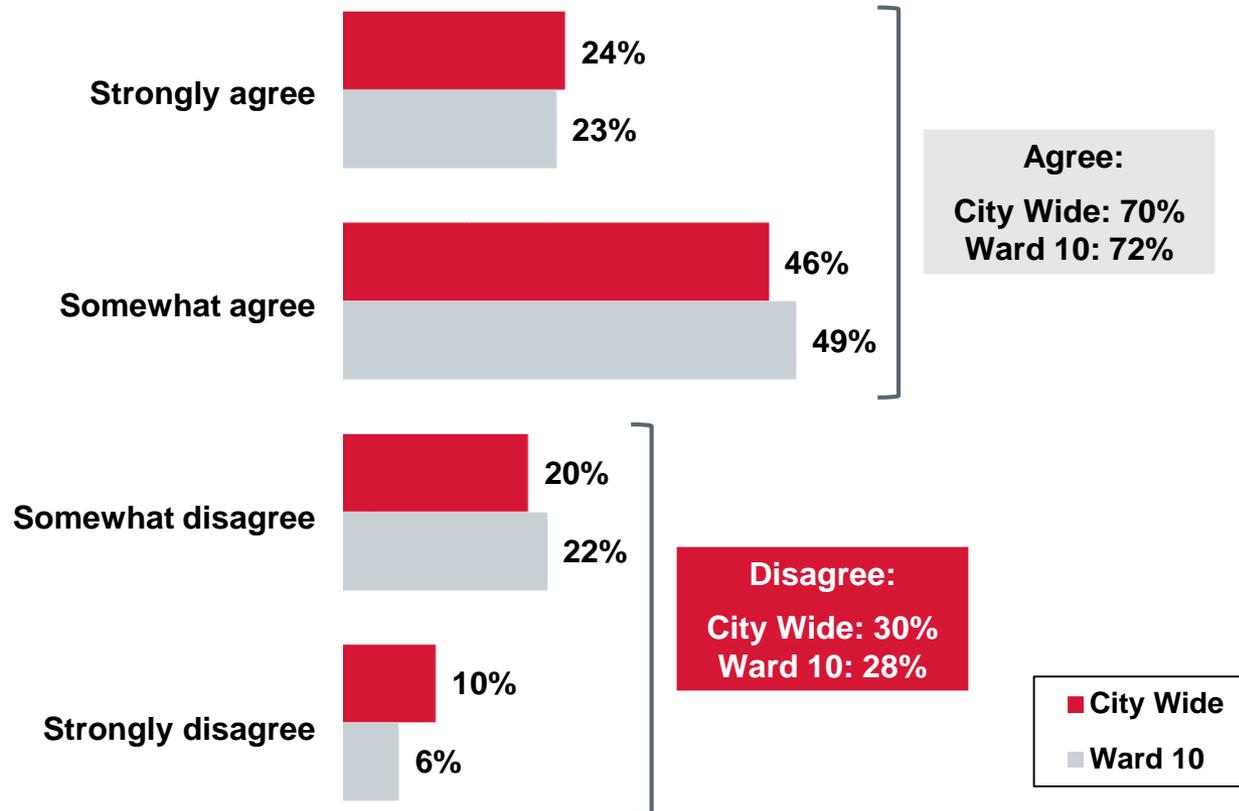
Ward 10 2019

*Rounding



Understanding of the Roles of City Council versus City Administration

I understand the roles and responsibilities of City Council compared to those of City Administration



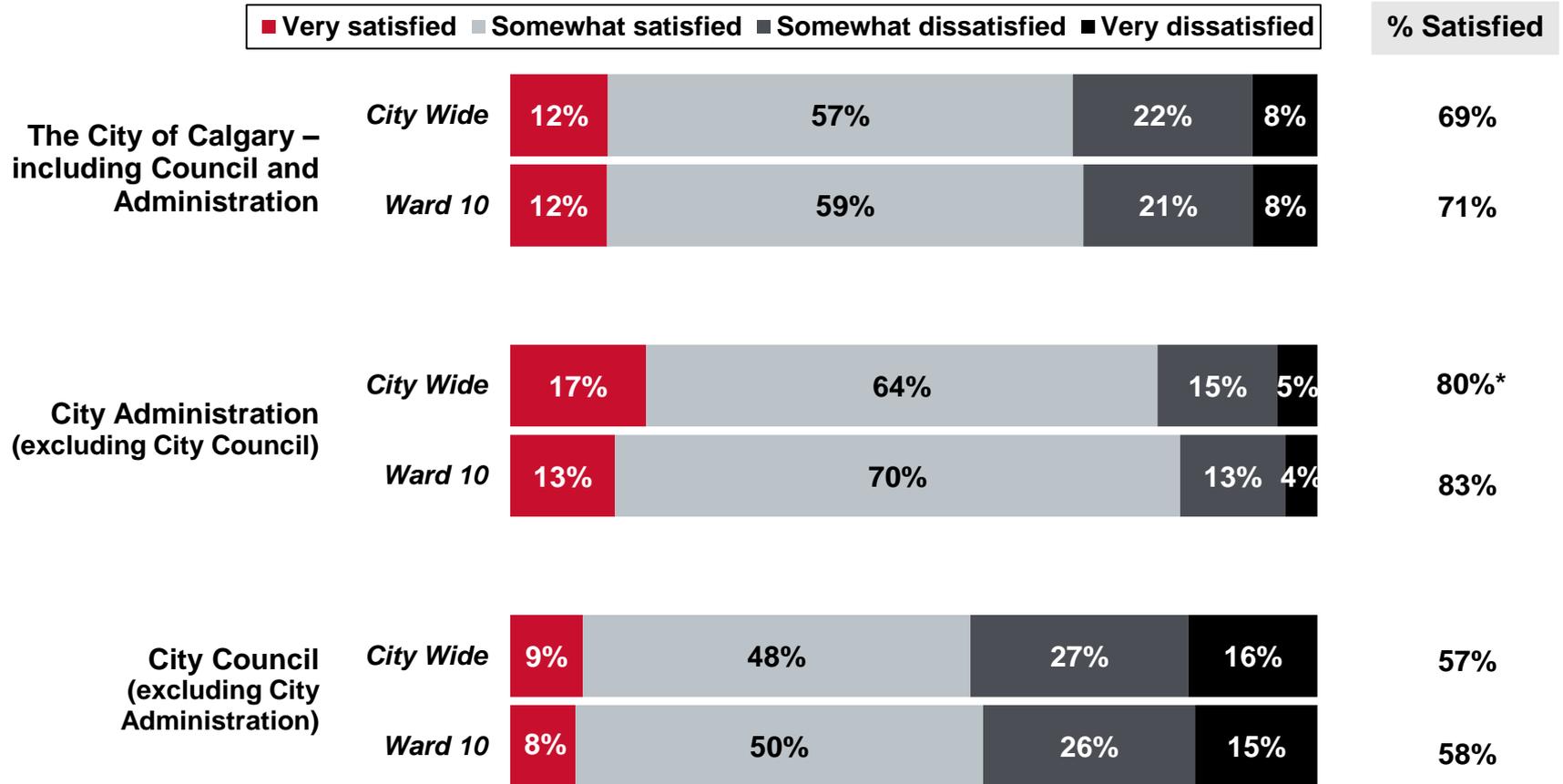
Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

Base: Valid respondents (City Wide: n=2,455 / Ward 10: n=172)



Perceptions About City Performance

As you may know, **City Council** is made up of elected officials who are the legislative body that govern The City. While **City Administration** is made up of non-elected employees at The City who are responsible for the management and running of local services. In other words, public servants who administer services, facilities, safety and infrastructure for communities.



Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

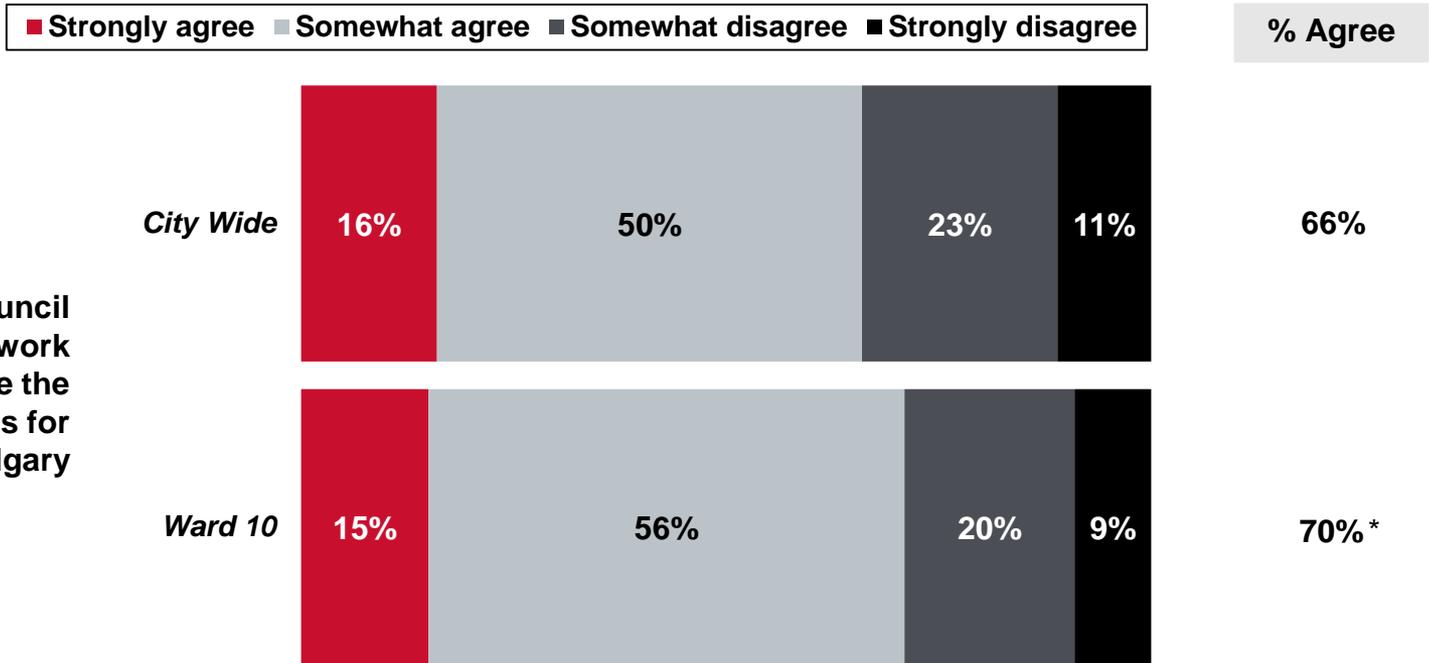
Base: Valid respondents (Bases vary)

*Rounding



Attitudes Regarding Collaboration

I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary



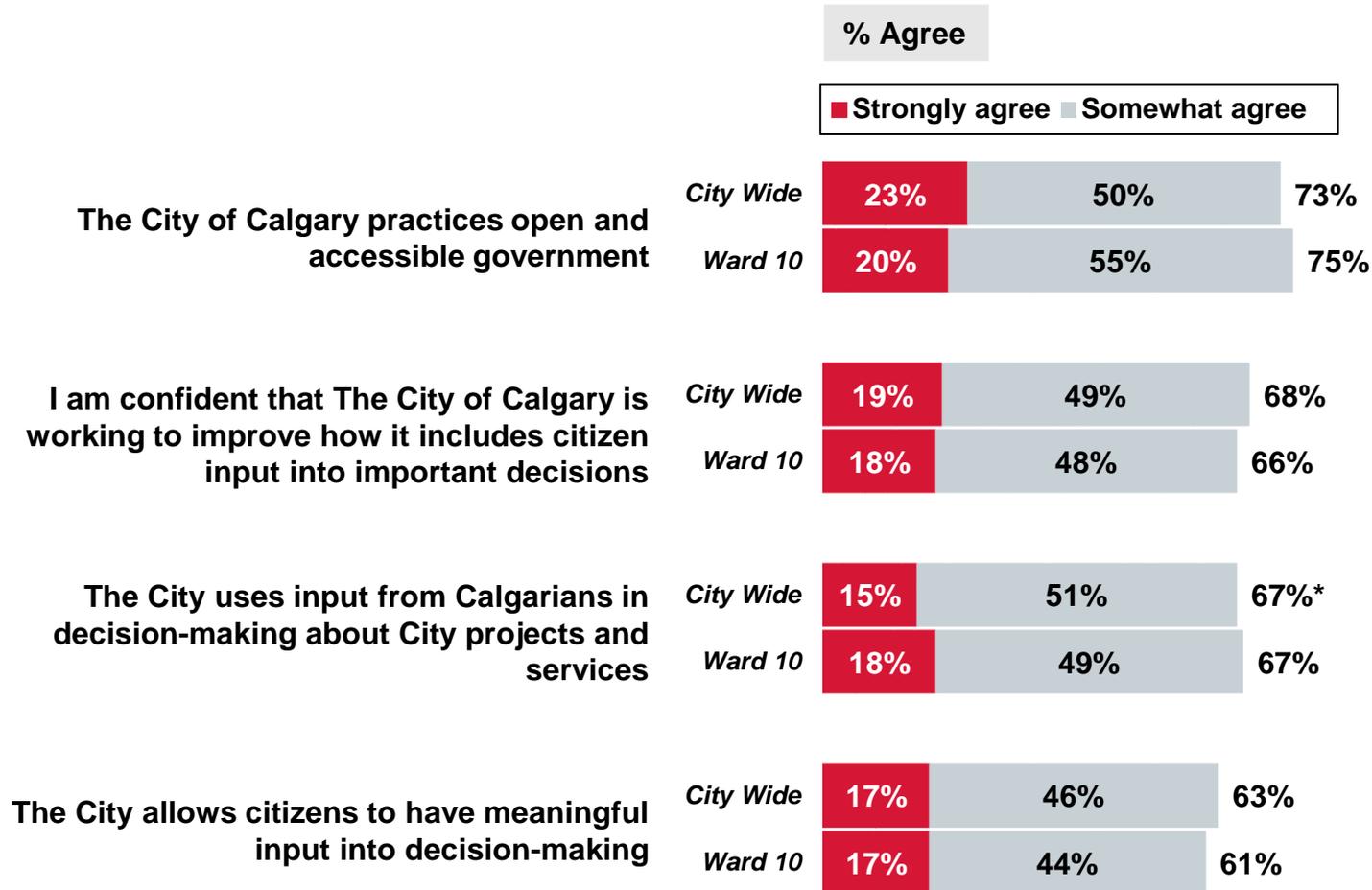
Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (City Wide: n=2,463 / Ward 10: n=175)

*Rounding



Perceptions of Transparency and Citizen Input



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



Respondent Profile





Respondent Profile

Age

	City Wide	Ward 10
18 to 24	11%	18%
25 to 34	22%	16%
35 to 44	18%	11%
45 to 54	19%	19%
55 to 64	13%	13%
65 or older	17%	22%
Mean	45.5	46.7

Income

	City Wide	Ward 10
Less than \$30,000	7%	14%
\$30,000 to <\$45,000	8%	11%
\$45,000 to <\$60,000	10%	19%
\$60,000 to <\$75,000	9%	11%
\$75,000 to <\$90,000	9%	8%
\$90,000 to <\$105,000	11%	10%
\$105,000 to <\$120,000	11%	14%
\$120,000 to <\$150,000	13%	4%
\$150,000 or more	23%	8%

Gender

	City Wide	Ward 10
Male	50%	53%
Female	49%	47%
Other	<1%	0%

Education

	City Wide	Ward 10
Completed high school or less	16%	27%
Some post secondary or completed a college diploma	34%	43%
Completed university degree or post-grad degree	50%	30%

Base: Valid respondents (Bases vary)



Respondent Profile (continued)

Type of Home

	City Wide	Ward 10
Single-detached house	69%	71%
Apartment or apartment-style condominium	13%	2%
Duplex, triplex or fourplex	8%	11%
Townhouse or rowhouse	8%	10%
Another type of multi-dwelling unit	2%	6%

Children and Seniors in Household

	City Wide	Ward 10
Yes - Children	31%	36%
Yes - Seniors	28%	35%

Household Size

	City Wide	Ward 10
1	14%	14%
2	33%	26%
3	19%	15%
4	21%	23%
5 or more	13%	22%
Mean	2.9	3.3

Responsible for Property Taxes

	City Wide	Ward 10
Yes	84%	79%
No	16%	21%

Own or Rent

	City Wide	Ward 10
Own	74%	80%
Rent	22%	14%
Other	1%	4%
Neither	4%	3%

Tenure in Calgary

	City Wide	Ward 10
Less than 5 years	6%	5%
5 to less than 10 years	10%	6%
10 to less than 15 years	10%	8%
15 to less than 20 years	10%	8%
20 to less than 30 years	24%	22%
30 to less than 40 years	15%	14%
40 or more	26%	35%
Mean	27.2	30.6

Base: Valid respondents (Bases vary)



Born in Canada

	City Wide	Ward 10
Yes	73%	69%
No	27%	31%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=639)	Ward 10 (n=46)
Less than 12	30%	34%
12 to 17	12%	4%
18 or older	57%	62%

Ethnic Background

	City Wide	Ward 10
Caucasian/ White	26%	13%
British	18%	18%
Canadian/ French Canadian	15%	15%
Northern or Western European	11%	7%
East or Southeast Asian	11%	13%
Southern or Eastern European	7%	4%
South Asian	7%	12%
Central/South American or Caribbean	3%	3%
African	2%	4%
West Asian or Middle Eastern	2%	9%
Aboriginal/First Nations/Metis	1%	2%
Declined to respond	1%	2%
Don't Know	4%	4%

Disability in Household

	City Wide	Ward 10
Yes	18%	23%
No	82%	77%

Visible Minority

	City Wide	Ward 10
Yes	27%	44%
No	73%	56%

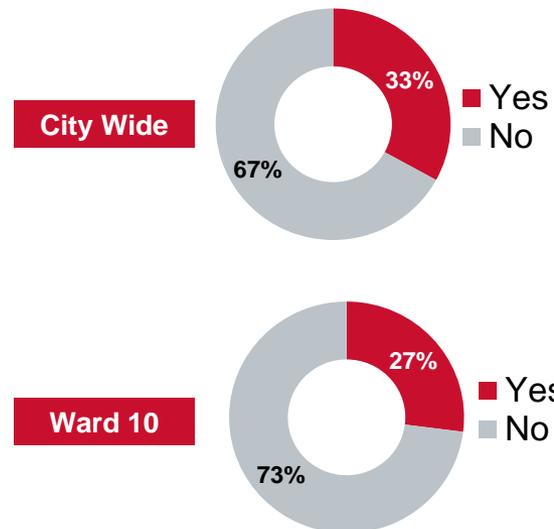
Base: Valid respondents (Bases vary)



Employment Status

	City Wide	Ward 10
Employed full-time	43%	28%
Employed part-time	8%	12%
Self-employed	10%	12%
Out of work and looking for work	9%	9%
Out of work but not currently looking for work	2%	2%
Homemaker	2%	6%
Student	6%	9%
Retired	17%	18%
Unable to work	2%	3%
Other	1%	1%

Business Leader



Among those in the workforce
(City Wide: n=1,377 valid respondents /
Ward 10: n=87 valid respondents)

Base: Valid respondents (Bases vary)

Contact

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