

Calgary



2015 Citizen Satisfaction Survey

Ward 13 Report



Ipsos Public Affairs

Prepared for The City of Calgary by:

Contact:

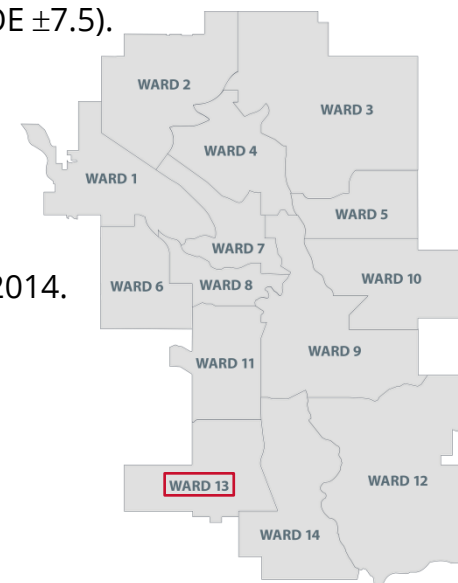
Jamie Duncan
Vice President
Ipsos
587.952.4863
jamie.duncan@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Sheela Das
Director
Ipsos
587.952.4874
sheela.das@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Table of Contents

I. Methodology	3
II. Summary of Key Findings	4
III. Detailed Findings	8
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
IV. Demographics	59

- ◆ 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 ± 2.0 percentage points, 19 times out of 20.
 - ❖ A total of 173 interviews were conducted with residents of Ward 13 (MOE ± 7.5).
- ◆ Research note on significant differences.
 - ❖ Throughout, City Wide results are compared to results from Ward 13.
 - ↑ indicates number is significantly higher than City Wide.
 - ↓ indicates number is significantly lower than City Wide.
 - ❖ Where possible, 2015 results for Ward 13 are compared to those from 2014.
 - Only significant differences are shown.





Summary of Key Findings



Summary of Key Findings

Perceptions of the quality of life are positive among Ward 13 residents and they exhibit greater pride than the broader Calgary public.

- ◆ Nine-in-ten (90%) Ward 13 residents rate the overall quality of life in Calgary as good, consistent with City wide (86%).
- ◆ Significantly more Ward 13 residents agree with the statements 'I am proud to be a Calgarian' (95% vs. 90% City wide) and 'I am proud to live in my neighborhood' (92% vs. 86% City wide).

As with City wide results, *"infrastructure, traffic and roads"* tops the Ward 13 issue agenda.

- ◆ Four-in-ten (39%) Ward 13 residents cite *"infrastructure, traffic and roads"* and an important issue, on par with City wide (36%).
 - ❖ Within this broader category, mentions of two issues have decreased from one year ago: *"infrastructure maintenance/improvement/development"* (8% vs. 16% in 2014) and *"snow removal"* (5% vs. 15% in 2014).
- ◆ That said, satisfaction with several related services is significantly lower among Ward 13 residents:
 - ❖ Transportation planning – 70% satisfied vs. 79% City wide, and satisfaction is down 12 percentage points from 2014 (82%);
 - ❖ City operated roads and infrastructure – 16% very satisfied vs. 23% City wide; and,
 - ❖ Road maintenance including pothole repairs – 16% very satisfied vs. 23% City wide.

Summary of Key Findings

"Transit" holds second place on the Ward 13 issue agenda and is gaining prominence as an issue.

- ◆ One-quarter of Ward 13 residents say *"transit"* is an important issue, consistent with 21% City wide.
- ◆ Within this category, mentions of *"public transportation"* are up significantly (16% vs. 8% in 2014).
- ◆ Also, when asked which City services and programs come to mind, *"transit"* (37%) is the most frequently mentioned service among Ward 13 residents, up 15 percentage points from 2014 (22%).
- ◆ Finally, three-quarters (75%) of Ward 13 residents think The City should invest more on Calgary Transit, up from 60% in 2014.

Ward 13 residents' assessment of most other City programs and services is largely consistent with the broader Calgary public.

- ◆ One noteworthy difference is The City of Calgary website for which both importance and satisfaction are significantly lower than City wide.
 - ❖ One-quarter (24%) of Ward 13 residents rate it as *very important* (vs. 35% City wide) and 24% also offer a *very satisfied* rating – down from 35% in 2014 and lower than 35% City wide.
- ◆ Also, *very important* ratings for 311 service (44%) are down from 57% in 2014 and lower than City wide (52%).
- ◆ Overall satisfaction with the level and quality of City services and programs is the same as City wide (both 80%).

Summary of Key Findings

While incidence of contacting The City and satisfaction with contact is consistent between Ward 13 residents and the broader Calgary public, they do differ on attitudes related to timeliness of service.

- ◆ *Strongly agree* ratings are significantly lower for 'City staff are easy to get ahold of when I need them' (18% vs. 27% City wide) and 'The City responds quickly to questions and concerns' (15% vs. 25% City wide).
 - ❖ It is also notable that agreement with this latter statement has decreased to 73% from 85% in 2014.
- ◆ **There are no noteworthy differences between Ward 13 residents and the broader Calgary public with regard to Environmental Performance, Taxation or City Communications.**



DETAILED FINDINGS





Issue Agenda





Issue Agenda

Multiple Responses

City Wide

Ward 13

■ First Mention ■ Other Mentions

INFRASTRUCTURE, TRAFFIC & ROADS (NET)	26%	10%	36%	39%
Traffic congestion	8%	3%	11%	11%
Road conditions/ roads	7%	4%	11%	13%
Infrastructure maintenance/ improvement/ development	6%	3%	9%	8%
(Lack of) snow removal	3%	4%		5%
TRANSIT (NET)	16%	5%	21%	25%
Public Transportation [incl. buses/ C-train/ poor service]	9%	3%	12%	16%
Transportation (unspecified)	6%	8%		9%
EDUCATION [incl. lack of teachers/ funding/ schools/local schools]	8%	4%	12%	14%
CRIME, SAFETY & POLICING (NET)	8%	4%	12%	6%↓
Crime [incl. breaking & entering/ gangs/ safety/ public safety, etc.]	4%	6%		3%
Public safety	4%	5%		3%
RECREATION (NET)	3%	5%	8%	8%
TAXES (NET)	4%	6%		3%
ENVIRONMENT & WASTE MANAGEMENT (NET)	3%	5%		3%
HOMELESSNESS, POVERTY & AFFORDABLE HOUSING (NET)	3%	4%		4%
GROWTH AND PLANNING (NET)	3%	4%		3%
BUDGET AND SPENDING (NET)	2%	4%		2%
HEALTHCARE	2%	3%		4%
Other			21%	19%
None			14%	18%

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 13: n=173)

Ward 13 2014

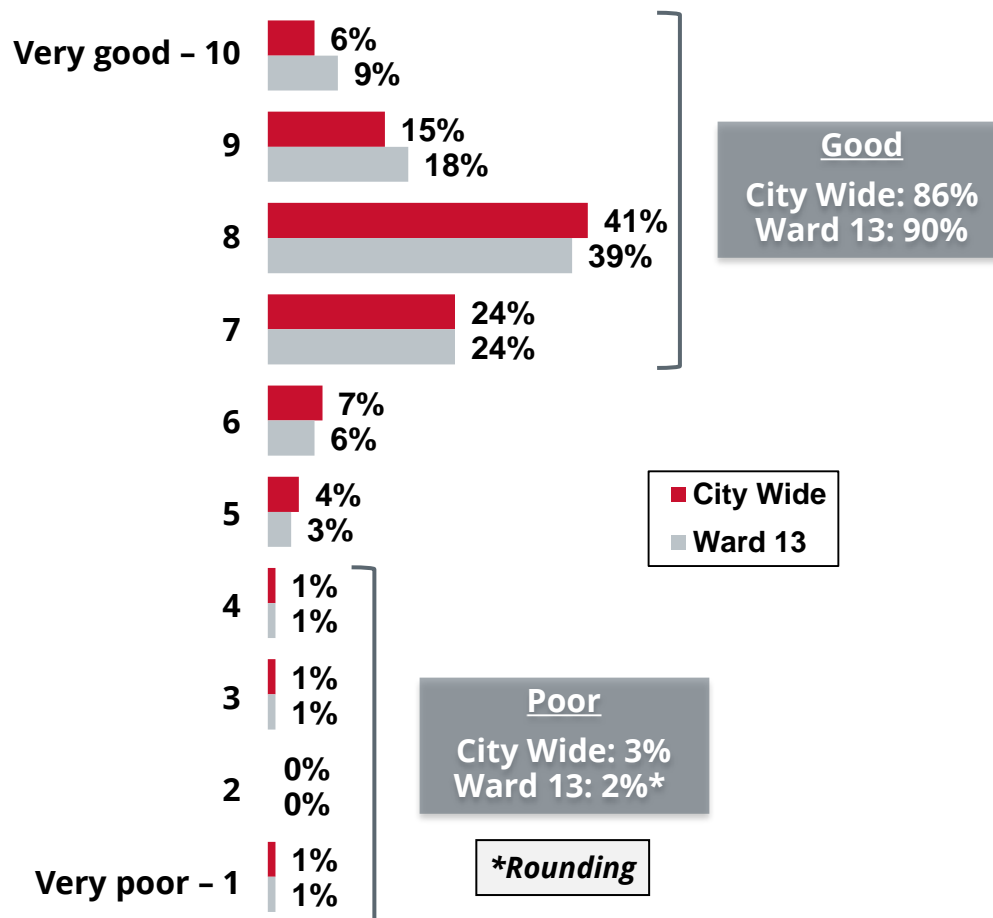


Quality of Life





Overall Quality of Life in Calgary

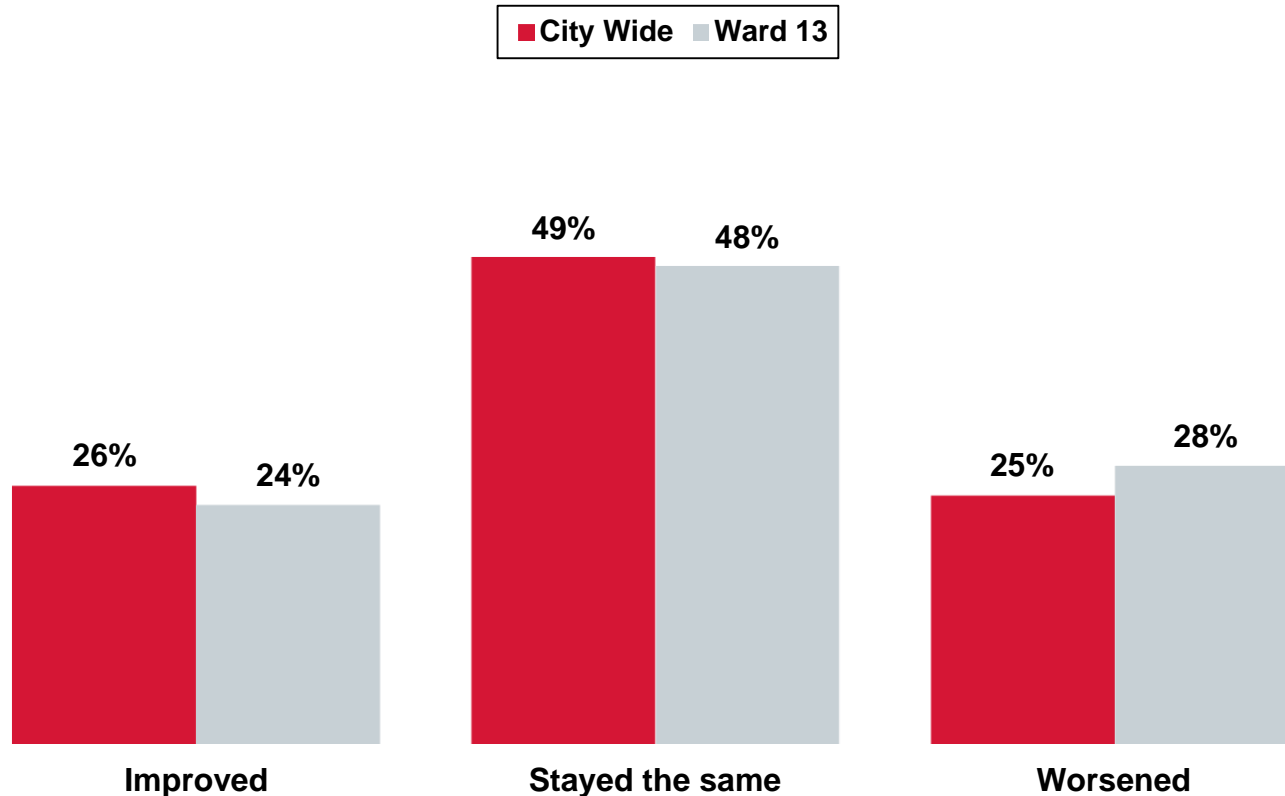


On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good" how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,450 / Ward 13: n=173)



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 13: n=171)



Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 13

Transportation (NET)	30%	33%
Improvement/ maintenance of existing roads	11%	15%
Better traffic management	10%	14%
Infrastructure	4%	5%
Transit (NET)	22%	22%
Improve public transportation	16%	14%
Recreation & Community Services (NET)	17%	13%
Building of community centres/ recreation facilities	6%	7%
Parks/ green-space improvement	5%	5%
Homelessness, Poverty & Affordable Housing (NET)	16%	15%
Expand affordable housing/ rent	5%	3%
Improve job creation/ employment	4%	3%
Government (NET)	13%	11%
Reduce taxes	5%	5%
Tax spending/ City budget	4%	3%
Crime, Safety & Policing (NET)	9%	6%
Control crime and safety	4%	2%
Growth & Planning (NET)	5%	4%
Education (NET)	4%	6%
Better education/ more schools	4%	5%
Environment (NET)	4%	3%
Other	10%	7%
Nothing	17%	19%

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?

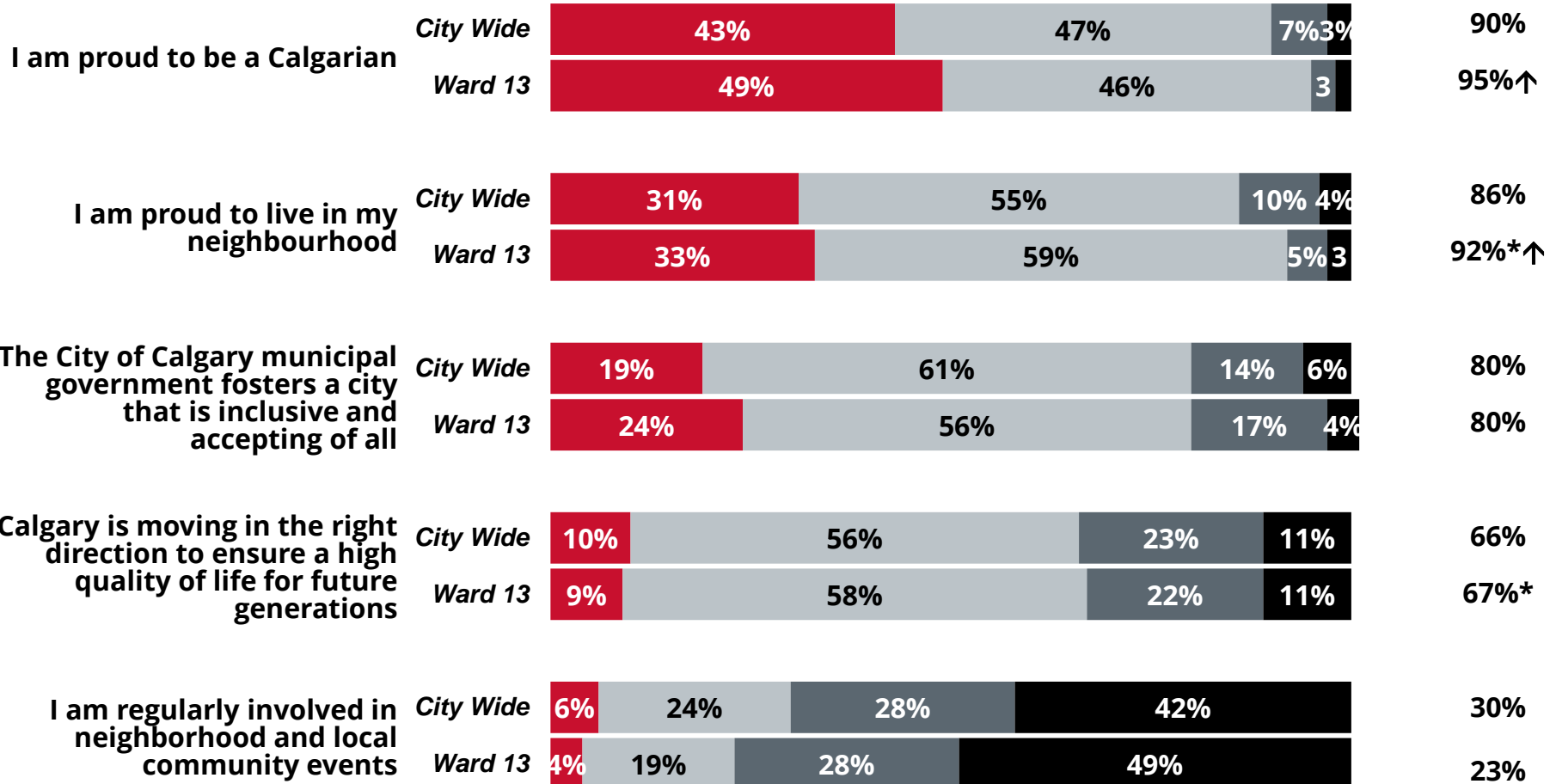
Base: Valid respondents (City Wide: n=2,452 / Ward 13: n=163)



Sustainability Metrics

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

% Agree



*Rounding

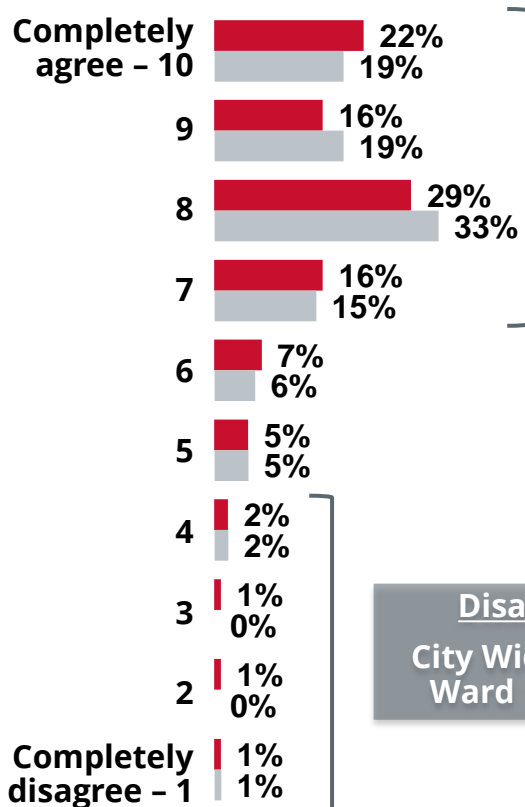
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree".

Base: Valid respondents (Bases vary)



Sustainability: Making a Life and Making a Living

Calgary is a Great Place to Make a Life



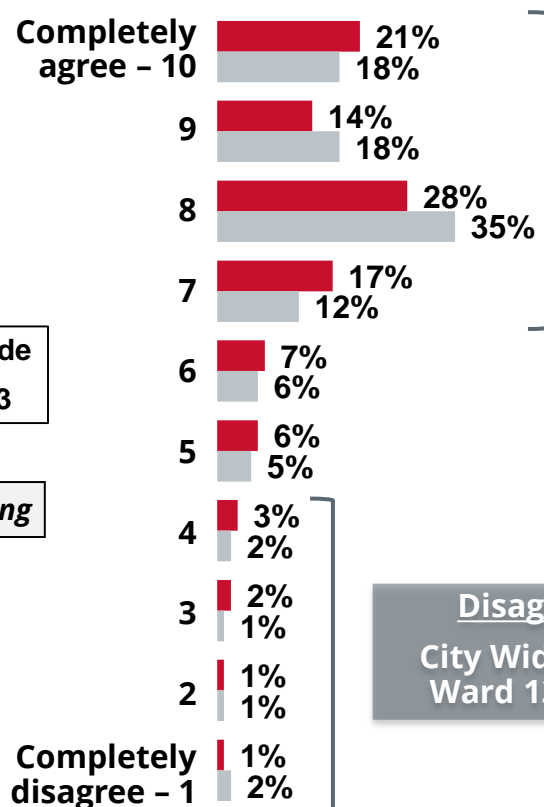
Agree
City Wide: 84%*
Ward 13: 86%

Disagree
City Wide: 4%*
Ward 13: 3%

■ City Wide
■ Ward 13

*Rounding

Calgary is a Great Place to Make a Living



Agree
City Wide: 80%
Ward 13: 82%*

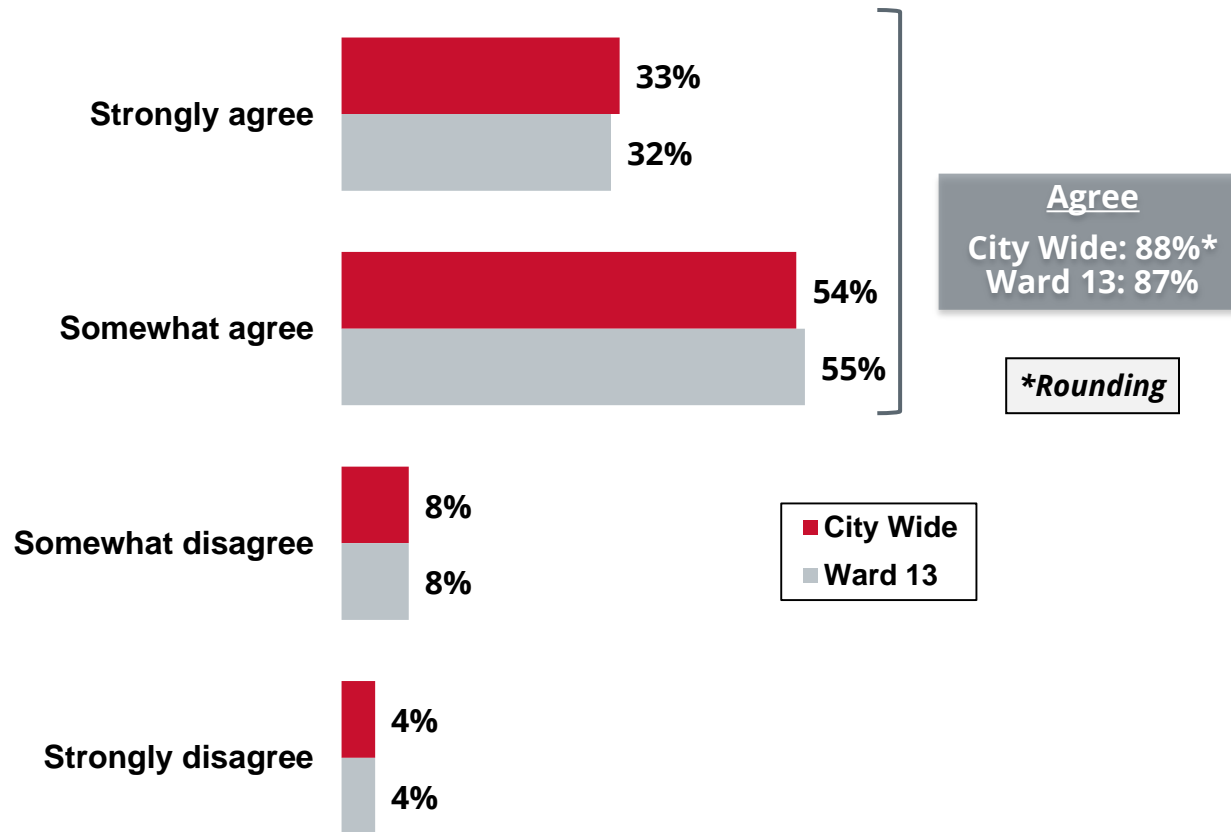
Disagree
City Wide: 7%
Ward 13: 6%

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)



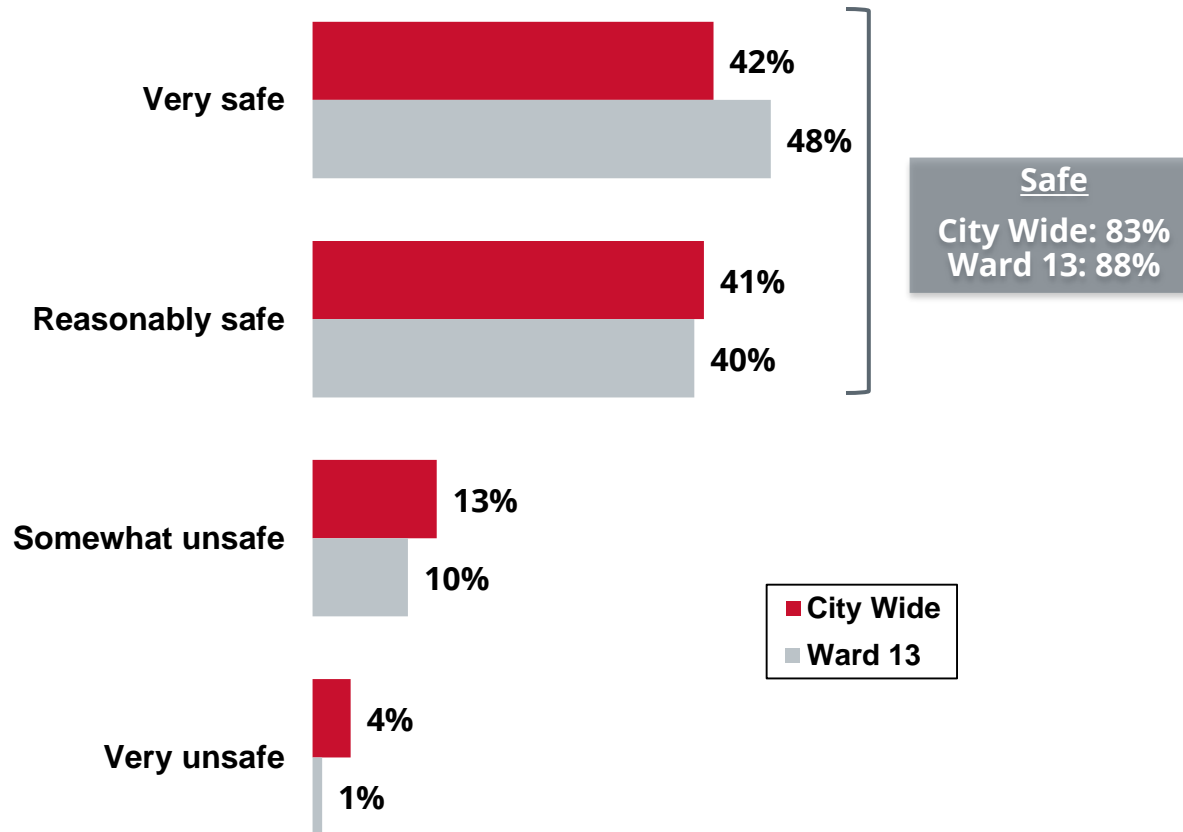
Calgary: On the Right Track to Being a Better City?



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 13: 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 13: n=173)



City Programs and Services





Top-of-Mind Programs and Services

Multiple Responses

City Wide

Ward 13

Recreation (NET)

40%

34%

Recreation/ leisure centres/ programs

18%

15%

Parks and Recreation centres/ programs

11%

11%

Swimming pools/ facilities/ lessons

6%

4%

Cultural/ art events/ festivals/ museums/ theatres

5%

2%

Community centres

4%

3%

Sports facilities or programs/ sports (unspecified)

4%

2%

Transit

34%

37%

22%

Waste & Recycling (NET)

21%

22%

Waste management/ garbage/ dump/ landfills

15%

19%

10%

Recycling/ blue box

9%

13%

5%

Sanitation/ cleaning services

5%

2%

Police/ safety/ law enforcement

17%

12%

Parks (playgrounds, green spaces, pathways, tree services)

15%

14%

Roads

12%

11%

Fire Department

10%

3%↓

Libraries

11%

9%

Community & Neighbourhood Services (NET)

9%

4%↓

12%

Youth/ child centres/ programs/ services

3%

0%↓

Winter maintenance/ snow clearing

7%

7%

Water

7%

7%

Health/ health services/ healthcare

7%

7%

2%

Education/ schools

6%

5%

Ambulance/ paramedics/ EMS

4%

1%

311 service

3%

4%

Animal & Bylaw Services

3%

3%

Infrastructure

2%

2%

Emergency services/ emergency lines (911)

2%

2%

Other

20%

19%

None/ Nothing

12%

13%

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

Total mentions <2% are not shown

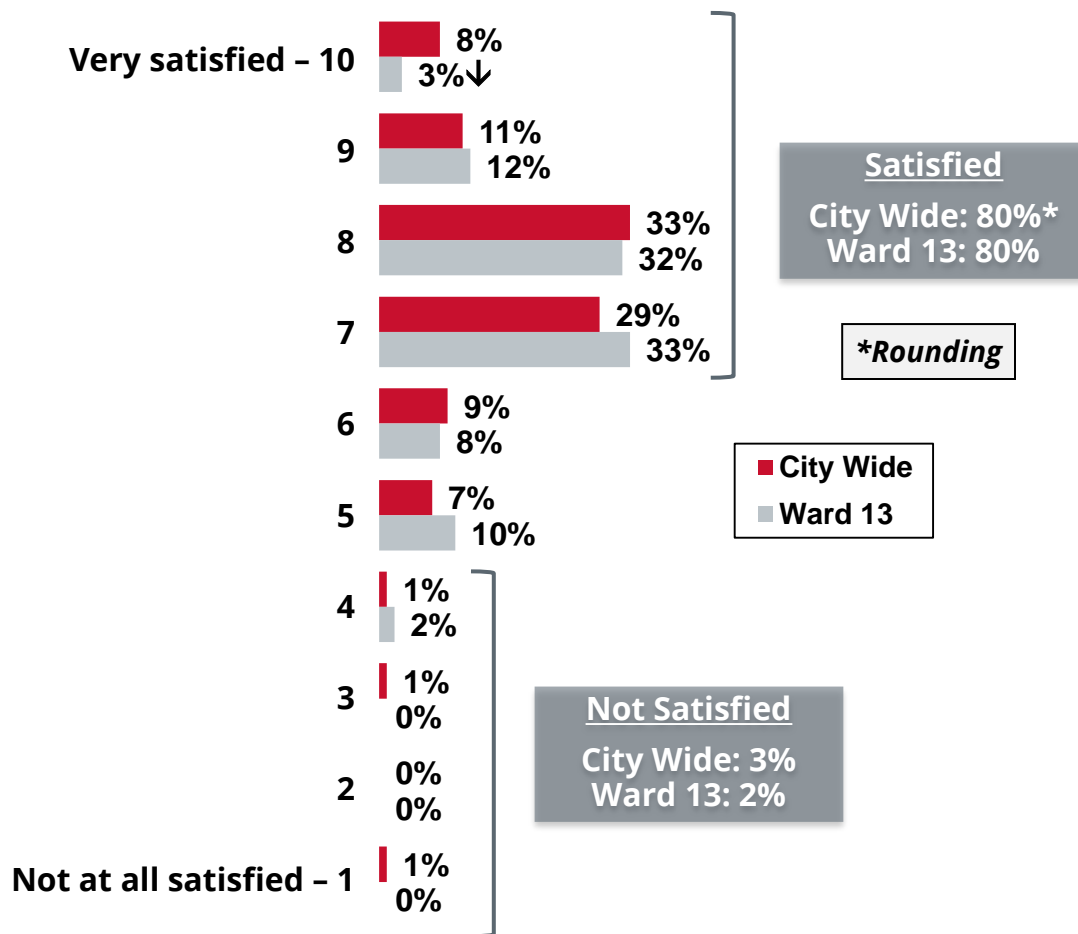
Thinking about all of the services and programs provided by The City of Calgary, what services come to mind?

Base: Valid respondents (City Wide: n=2,381 / Ward 13: n=170)

Ward 13 2014



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

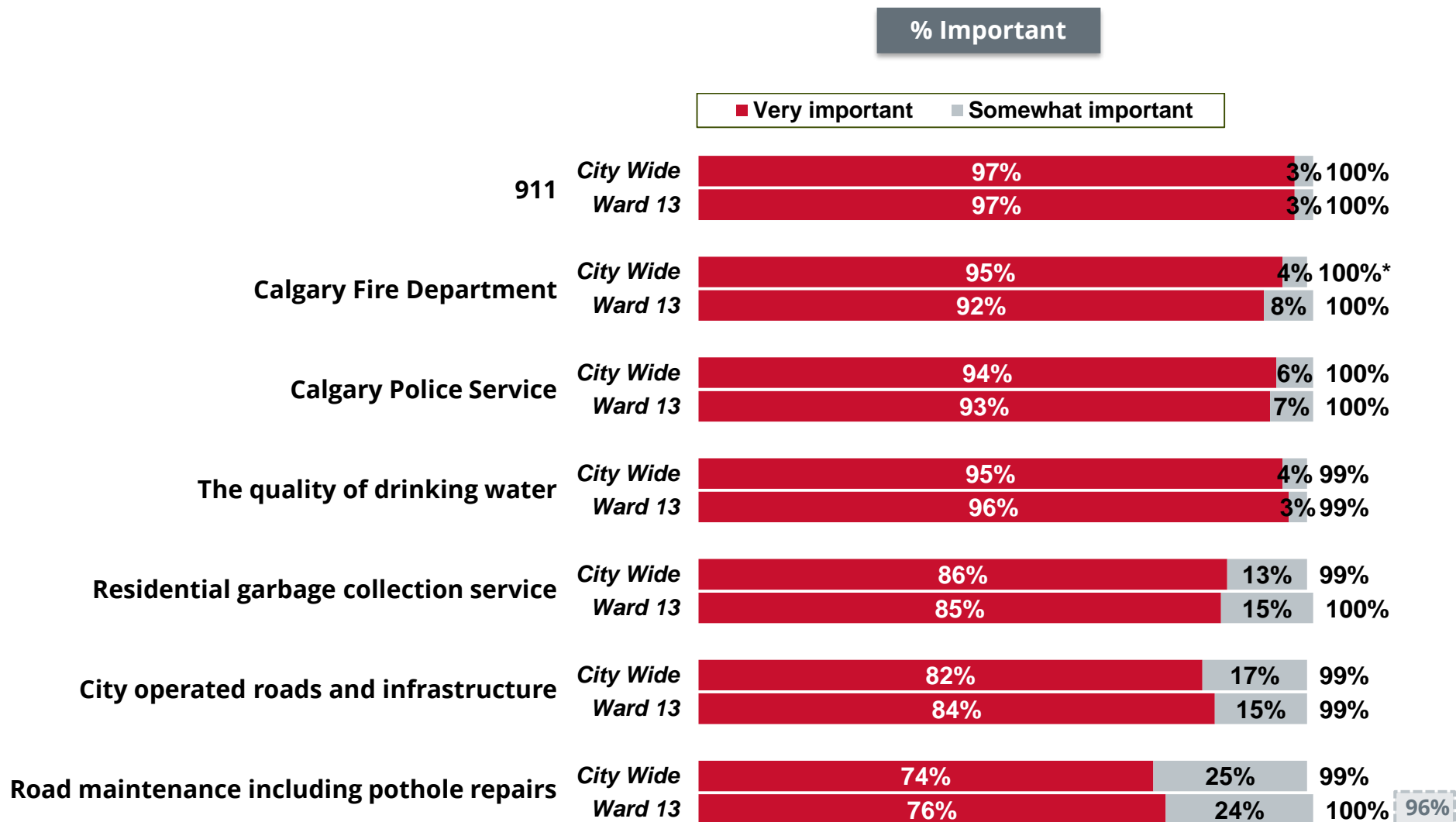


On a scale from "1" to "10" where "1" represents "not at all satisfied" and "10" represents "very satisfied" how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,446 / Ward 13: n=173)



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)

Ward 13 2014

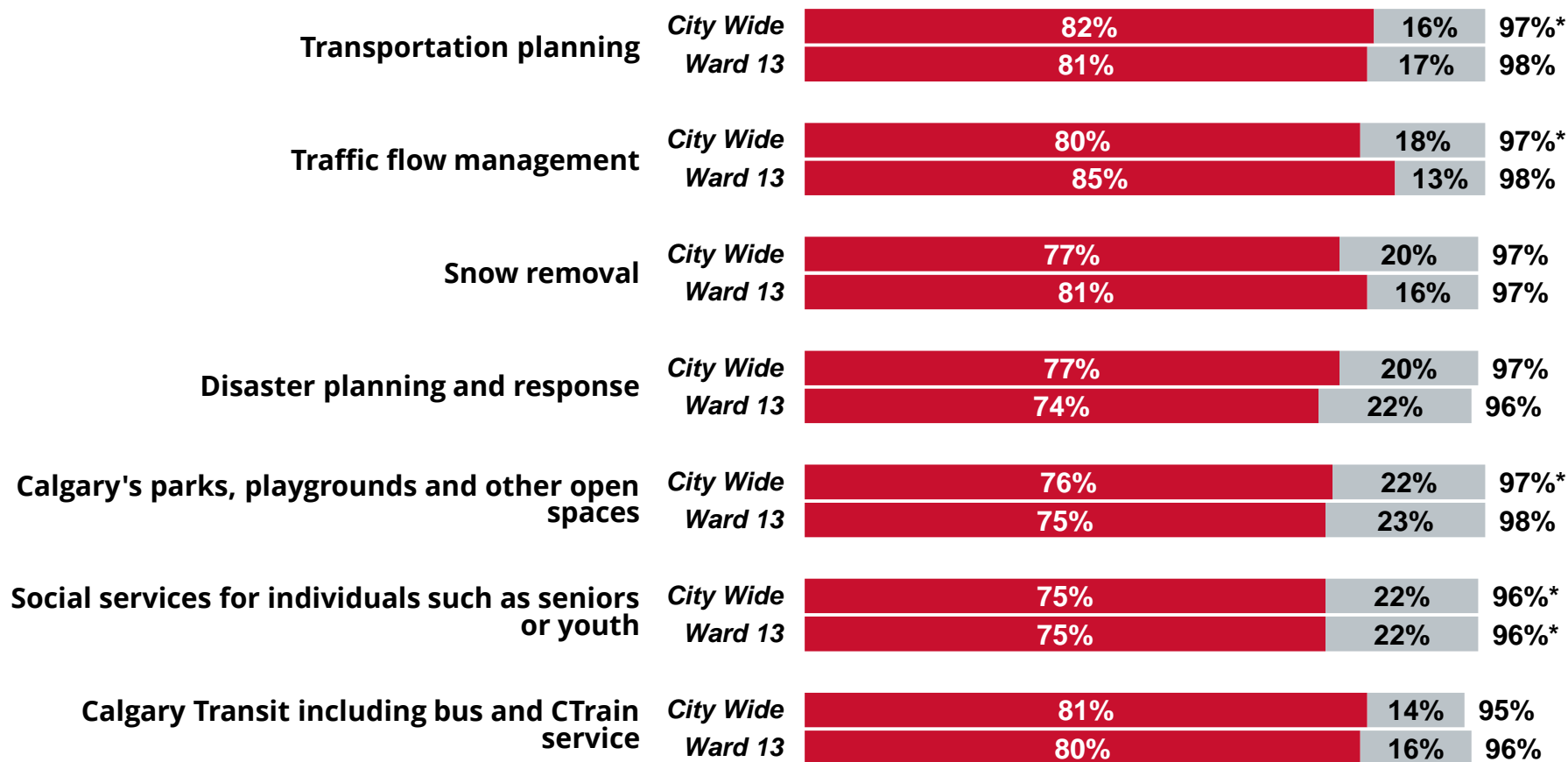
*Rounding



Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



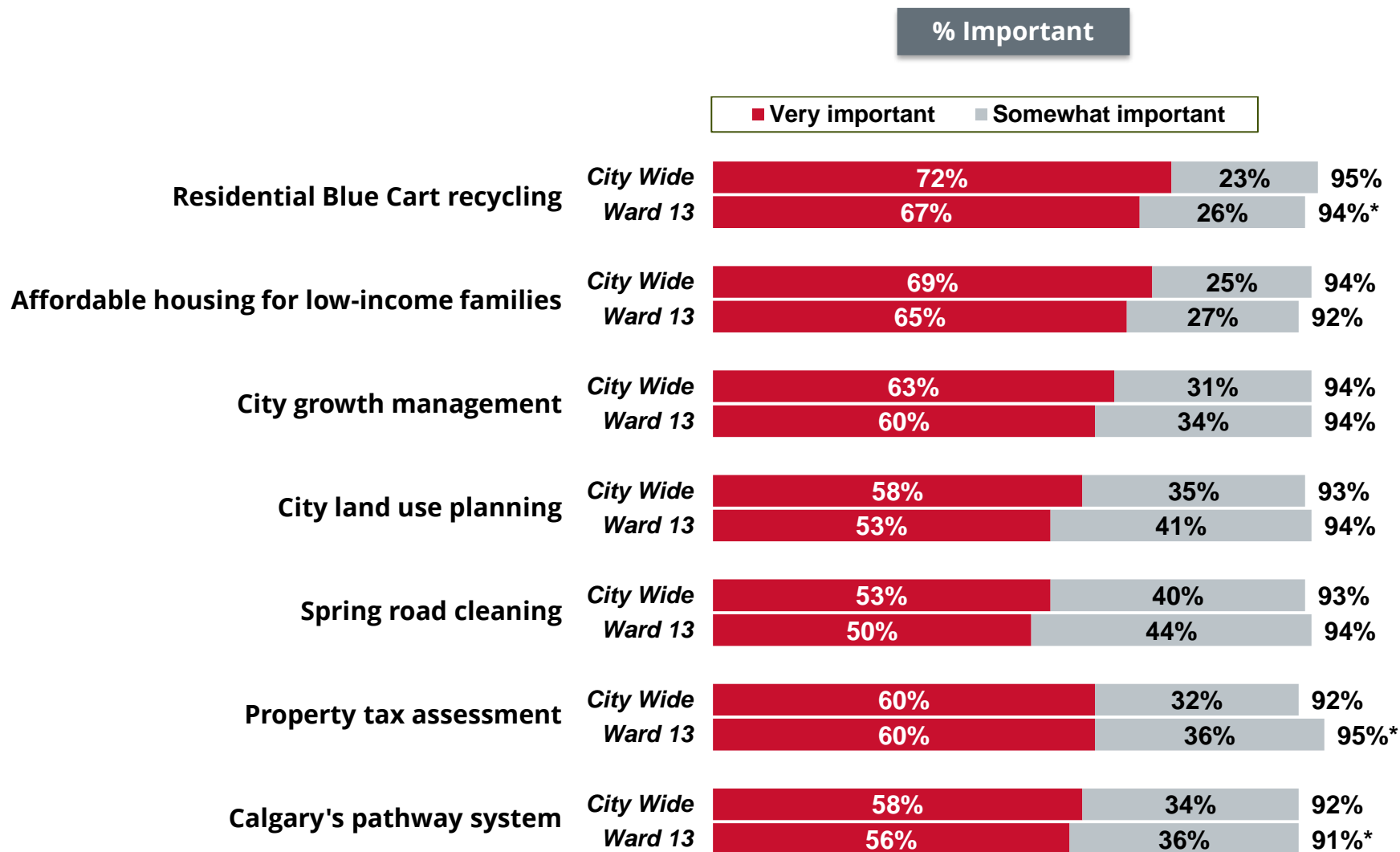
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

***Rounding**



Importance of City Programs and Services (continued)



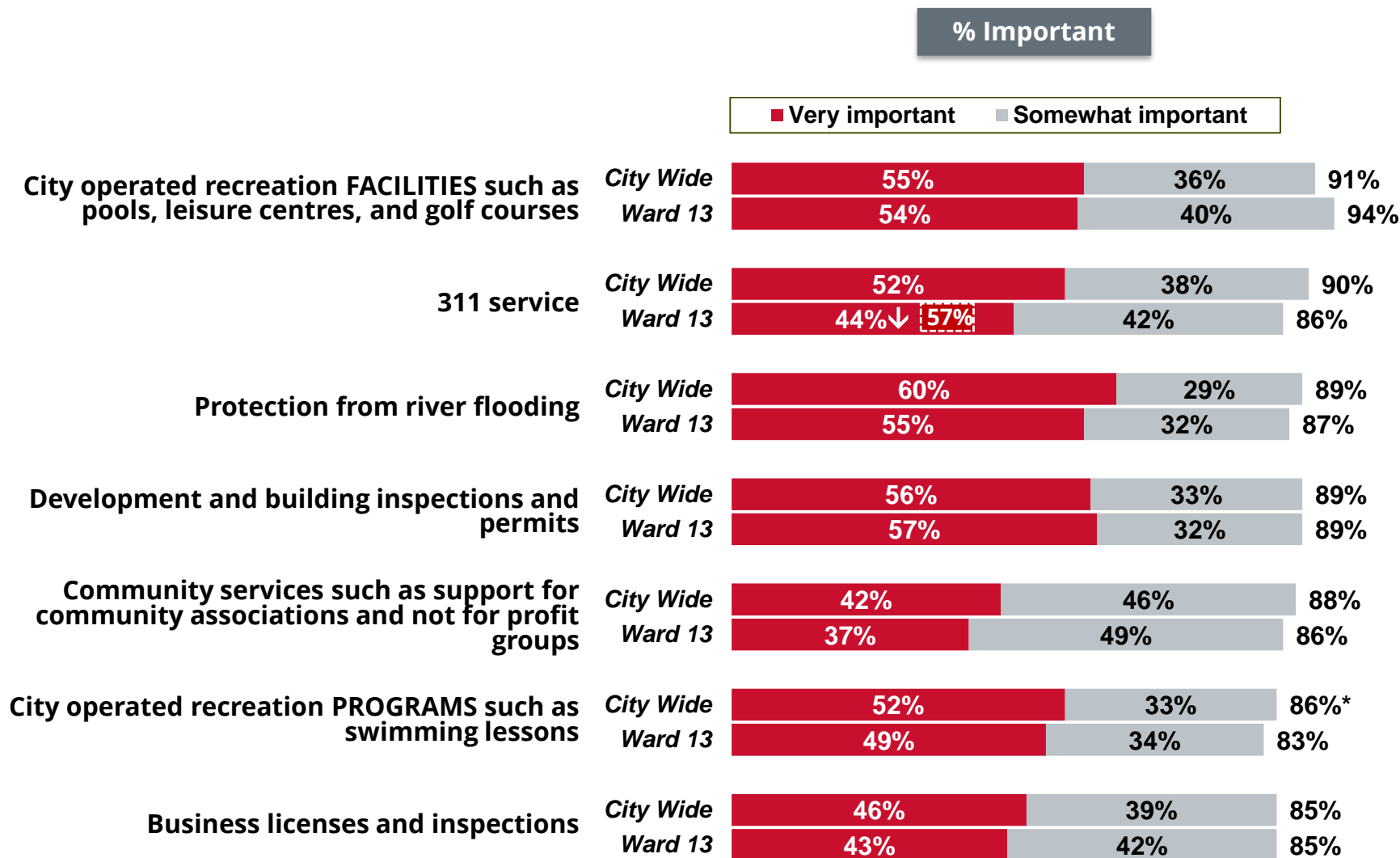
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how important each one is to you.*

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.

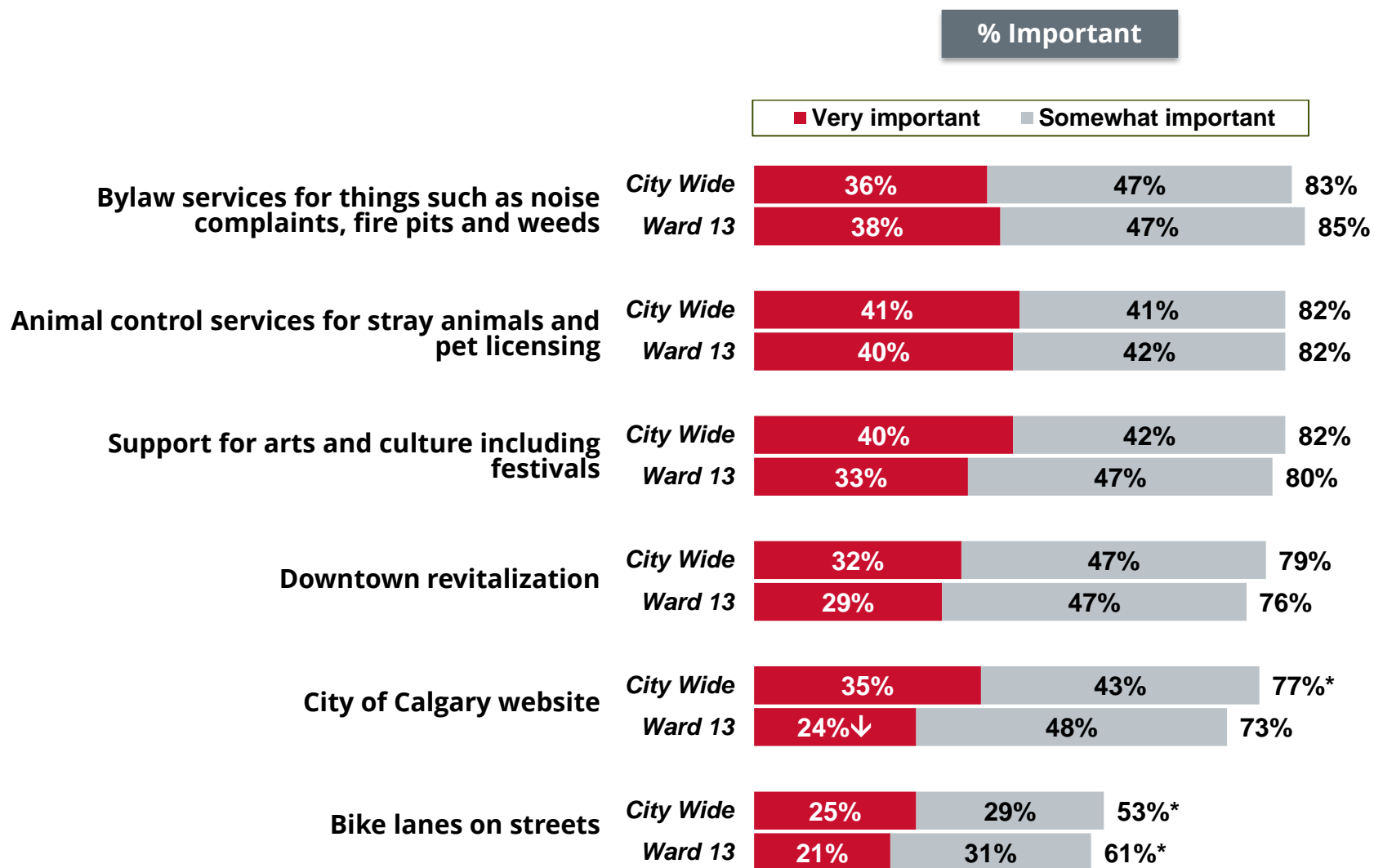
Base: Valid respondents (Bases vary)

Ward 13 2014

*Rounding



Importance of City Programs and Services (continued)



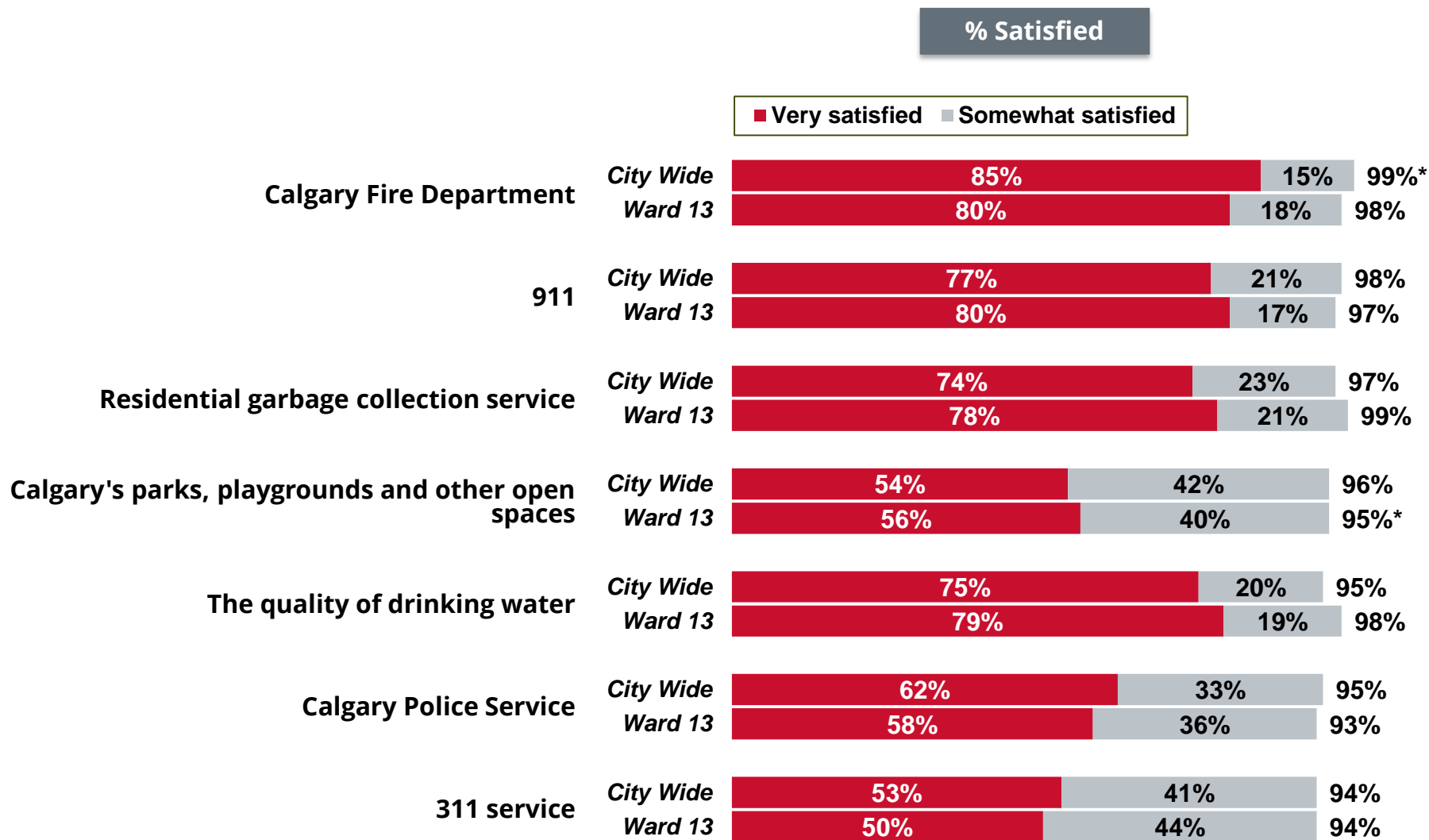
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

***Rounding**



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**

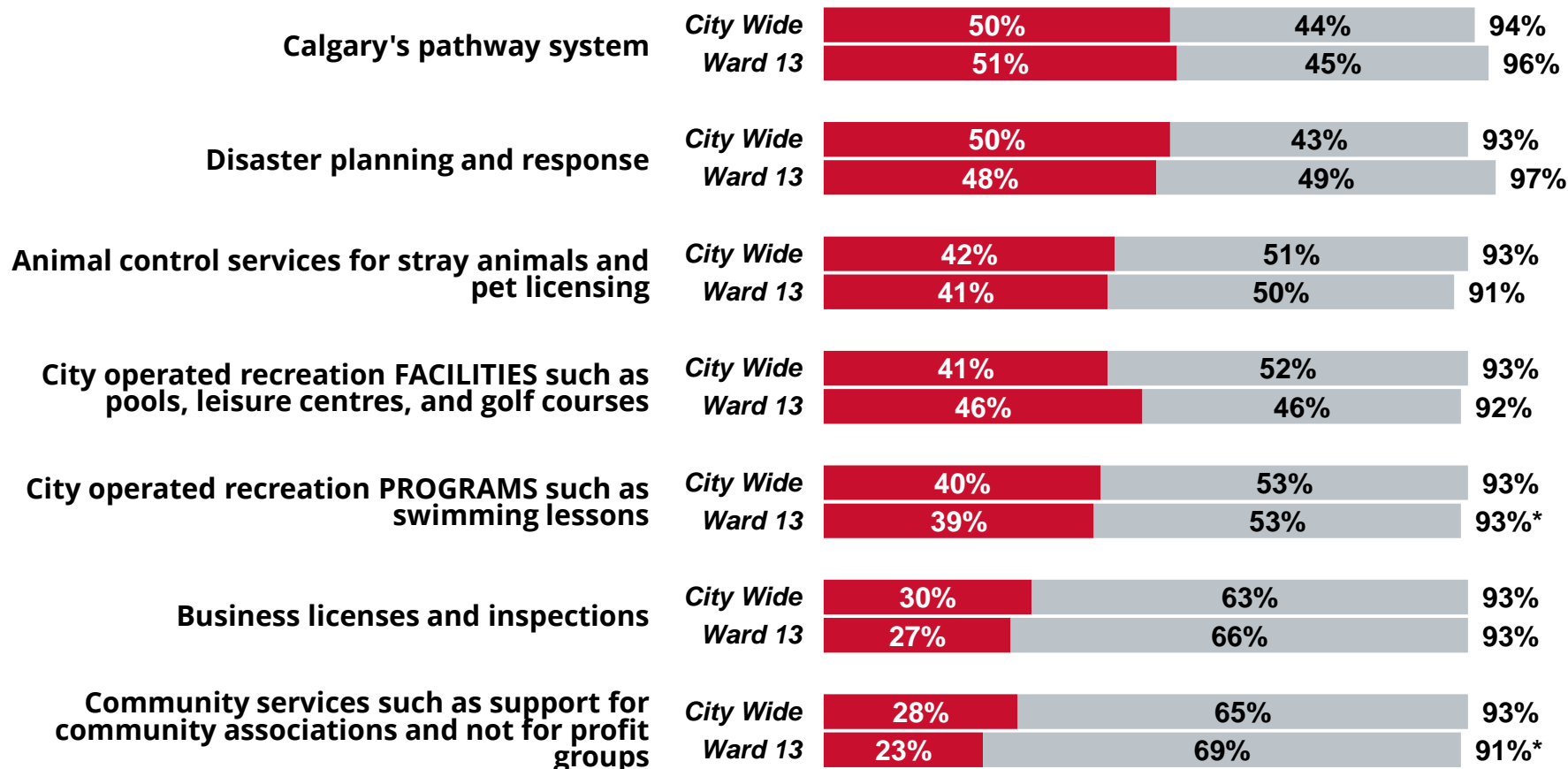
Base: Valid respondents (Bases vary)



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**

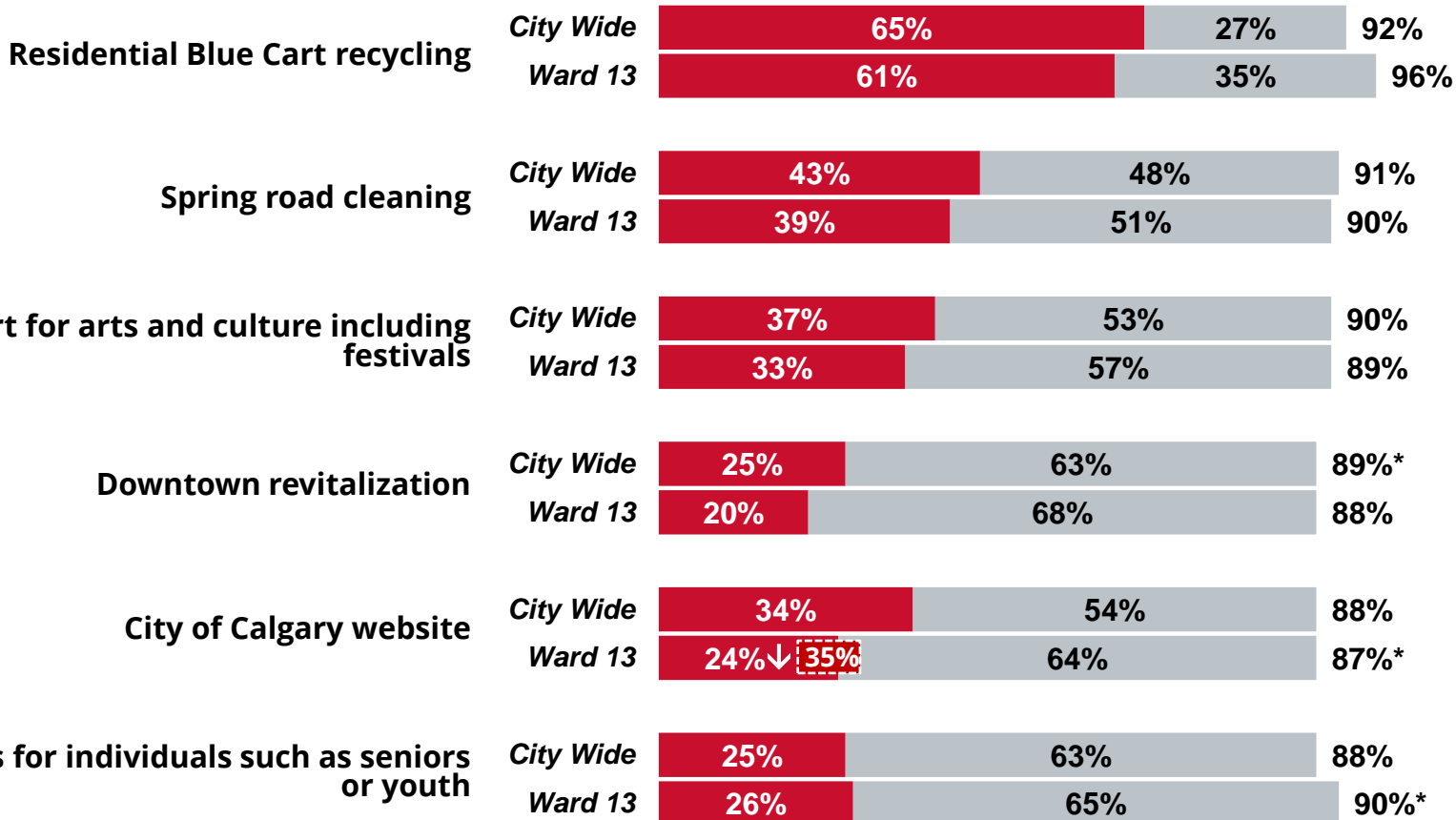
Base: Valid respondents (Bases vary)



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.*

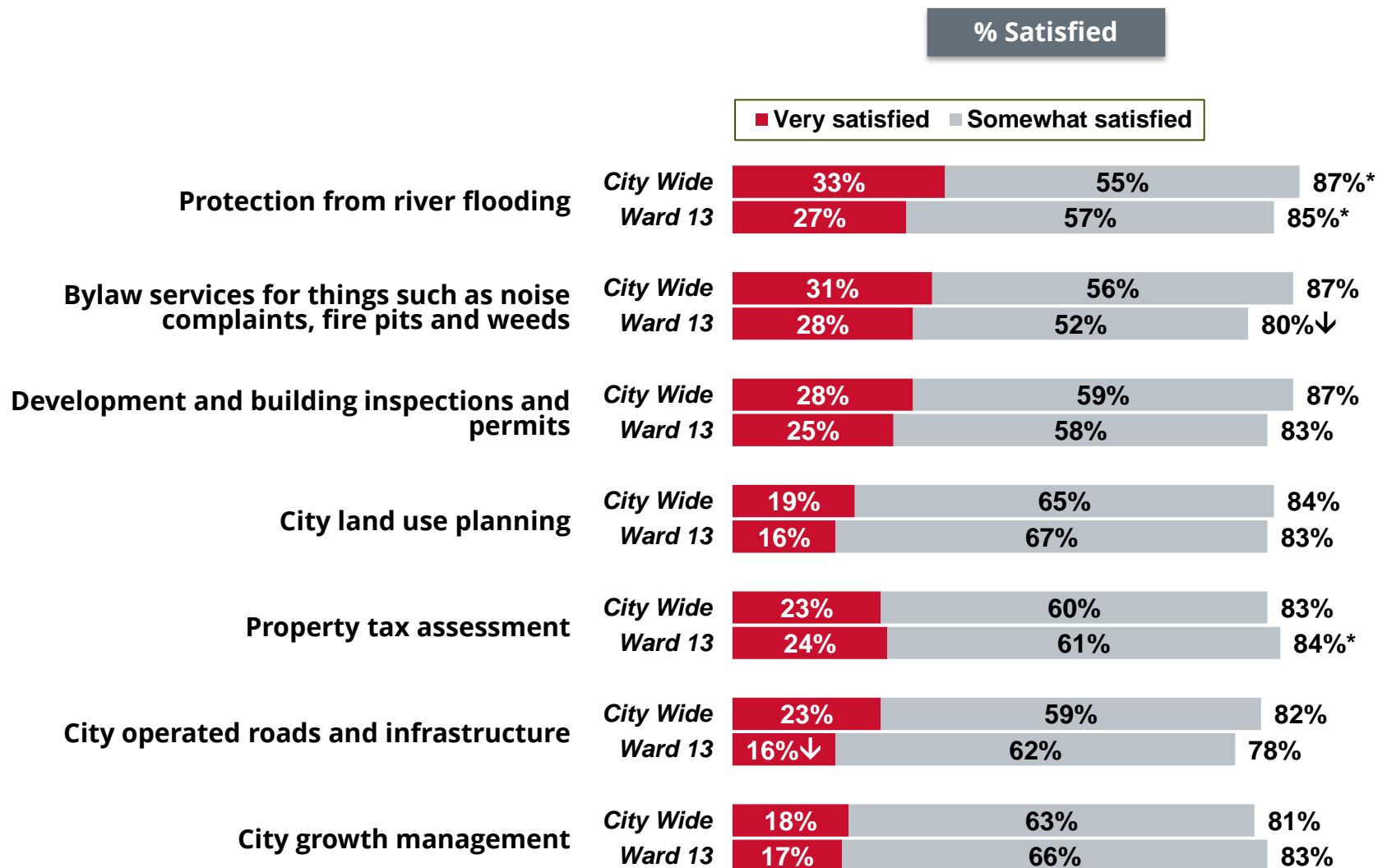
Ward 13 2014

*Rounding

Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services (continued)



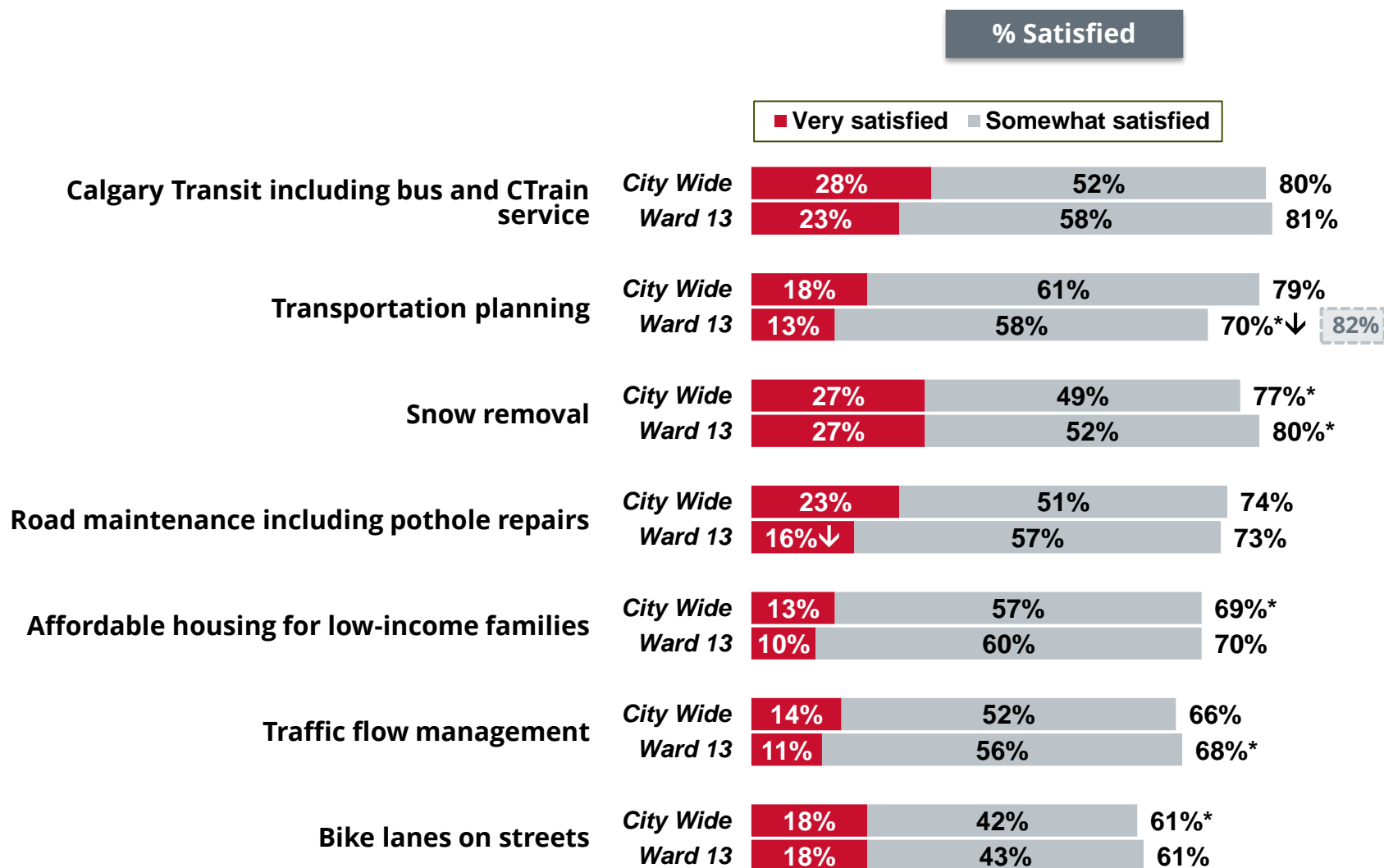
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

***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.*

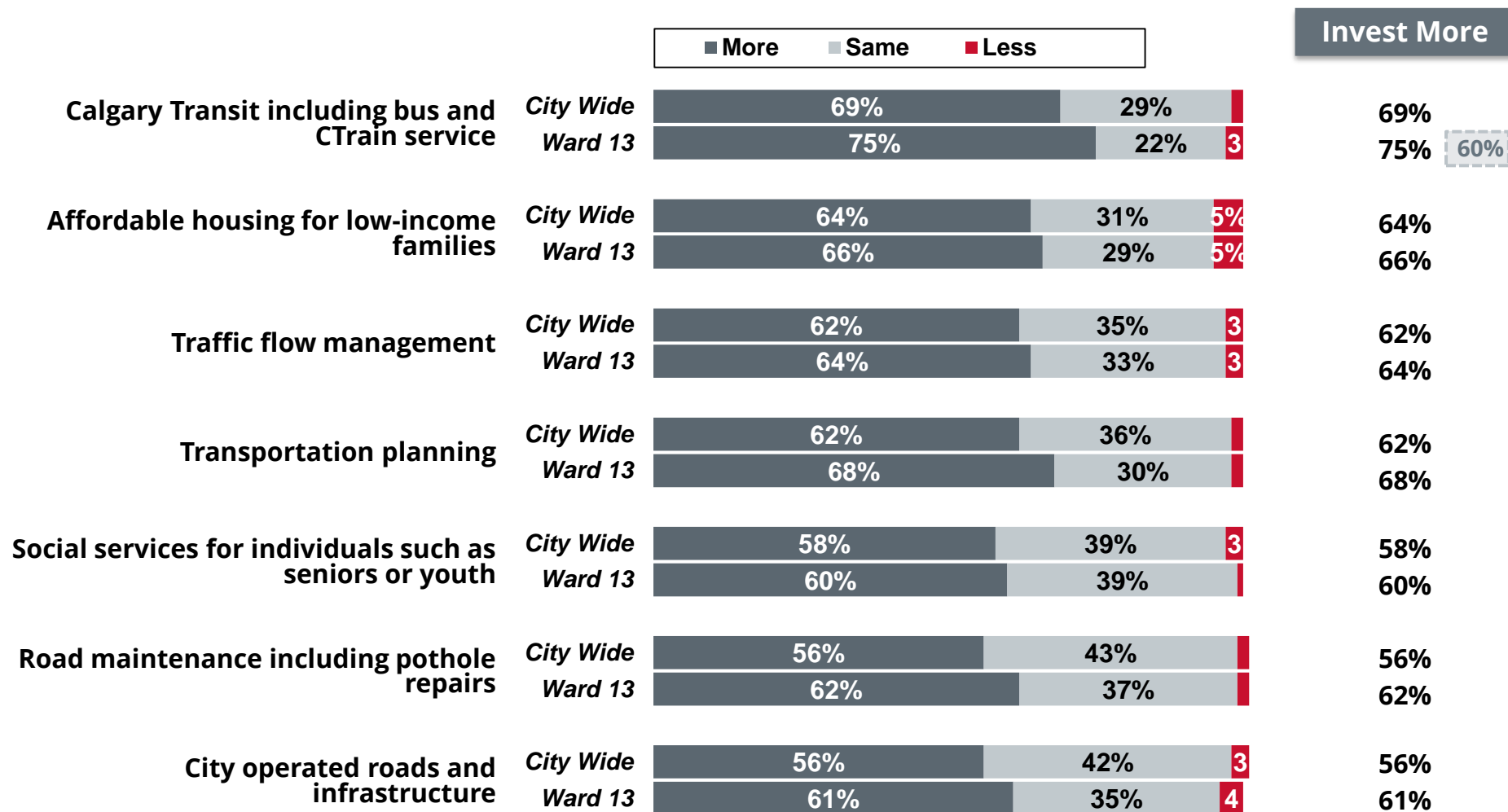
Base: Valid respondents (Bases vary)

Ward 13 2014

*Rounding



Investment in City Programs and Services



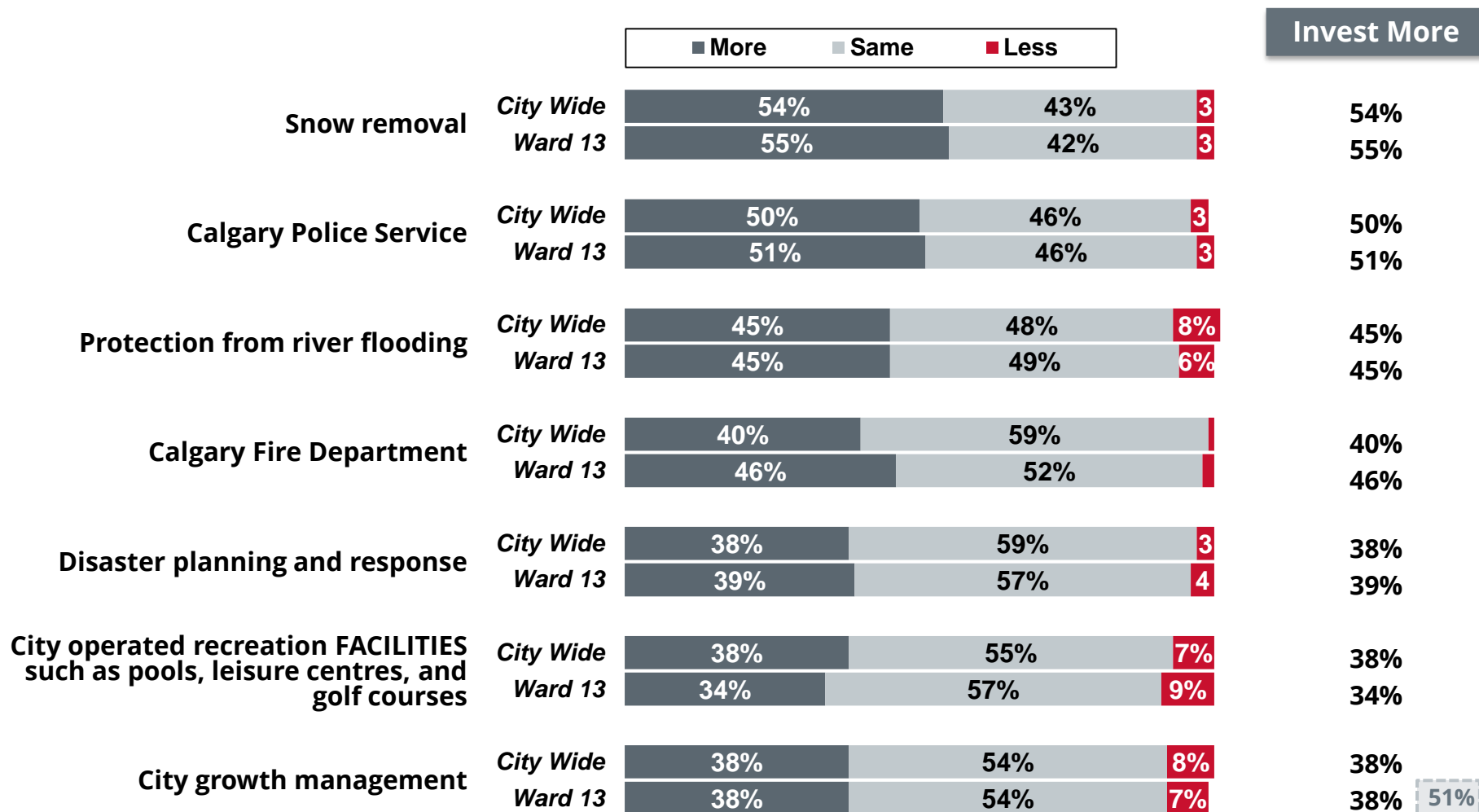
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Ward 13 2014



Investment in City Programs and Services (continued)



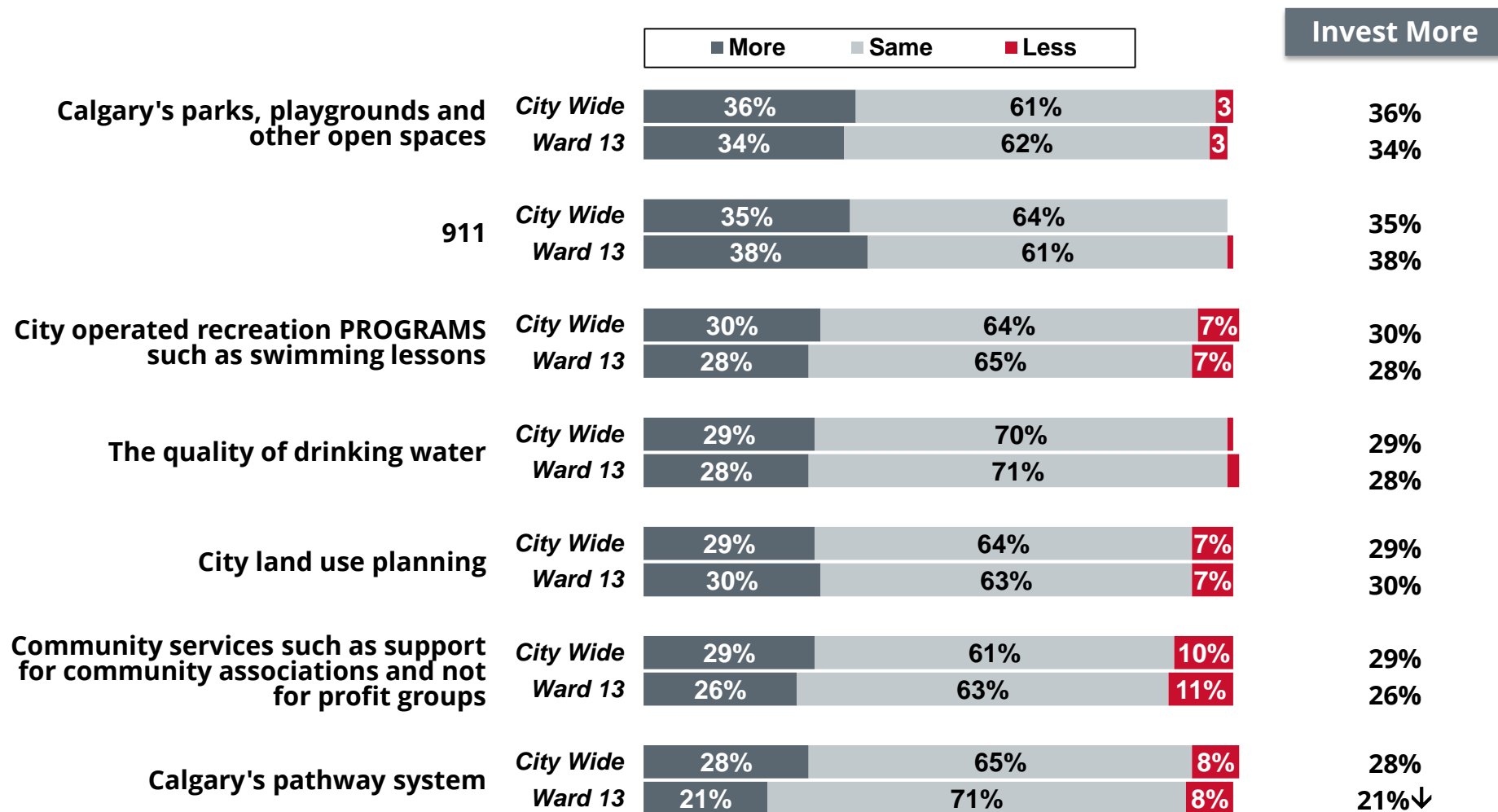
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Ward 13 2014



Investment in City Programs and Services (continued)

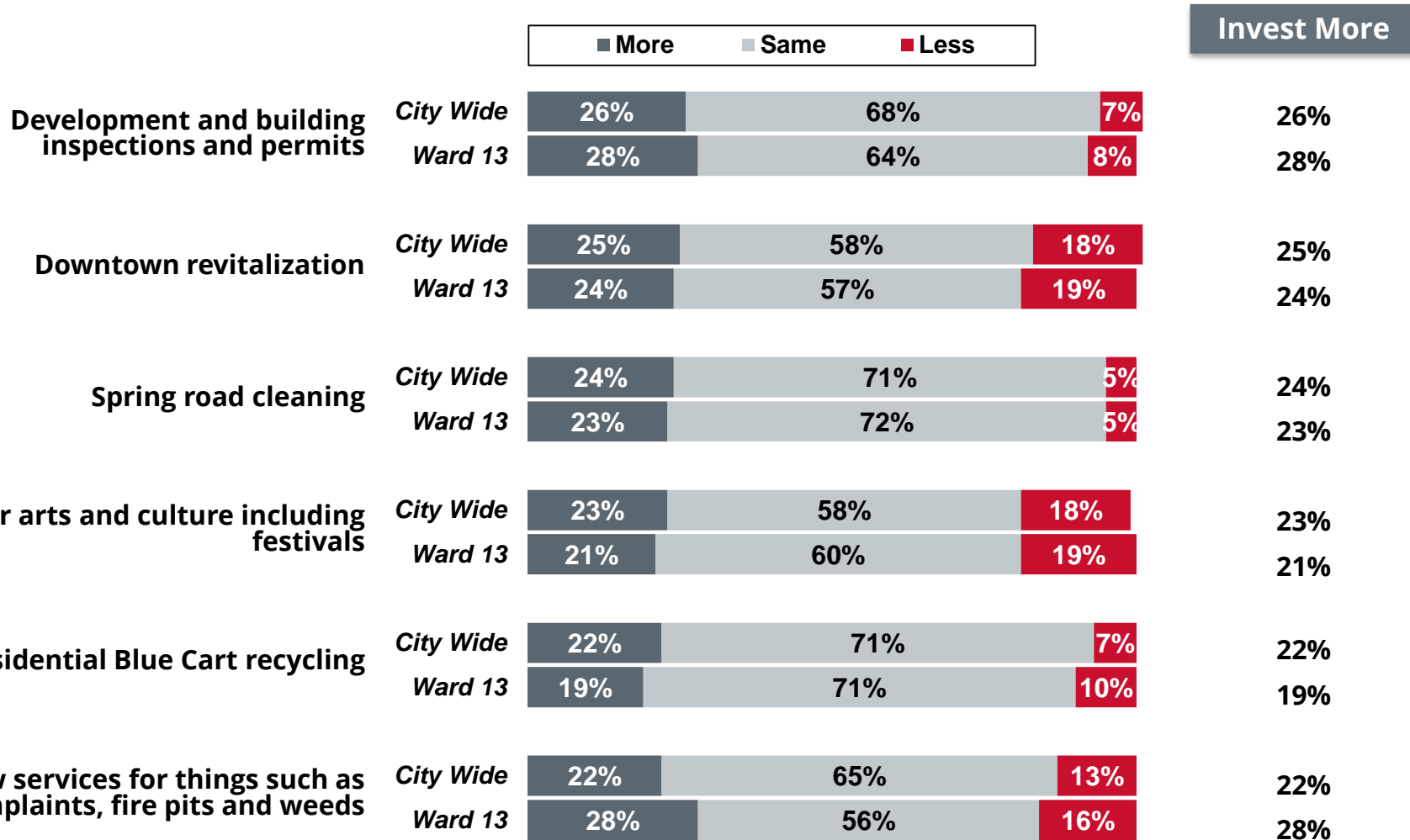


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)



Investment in City Programs and Services (continued)

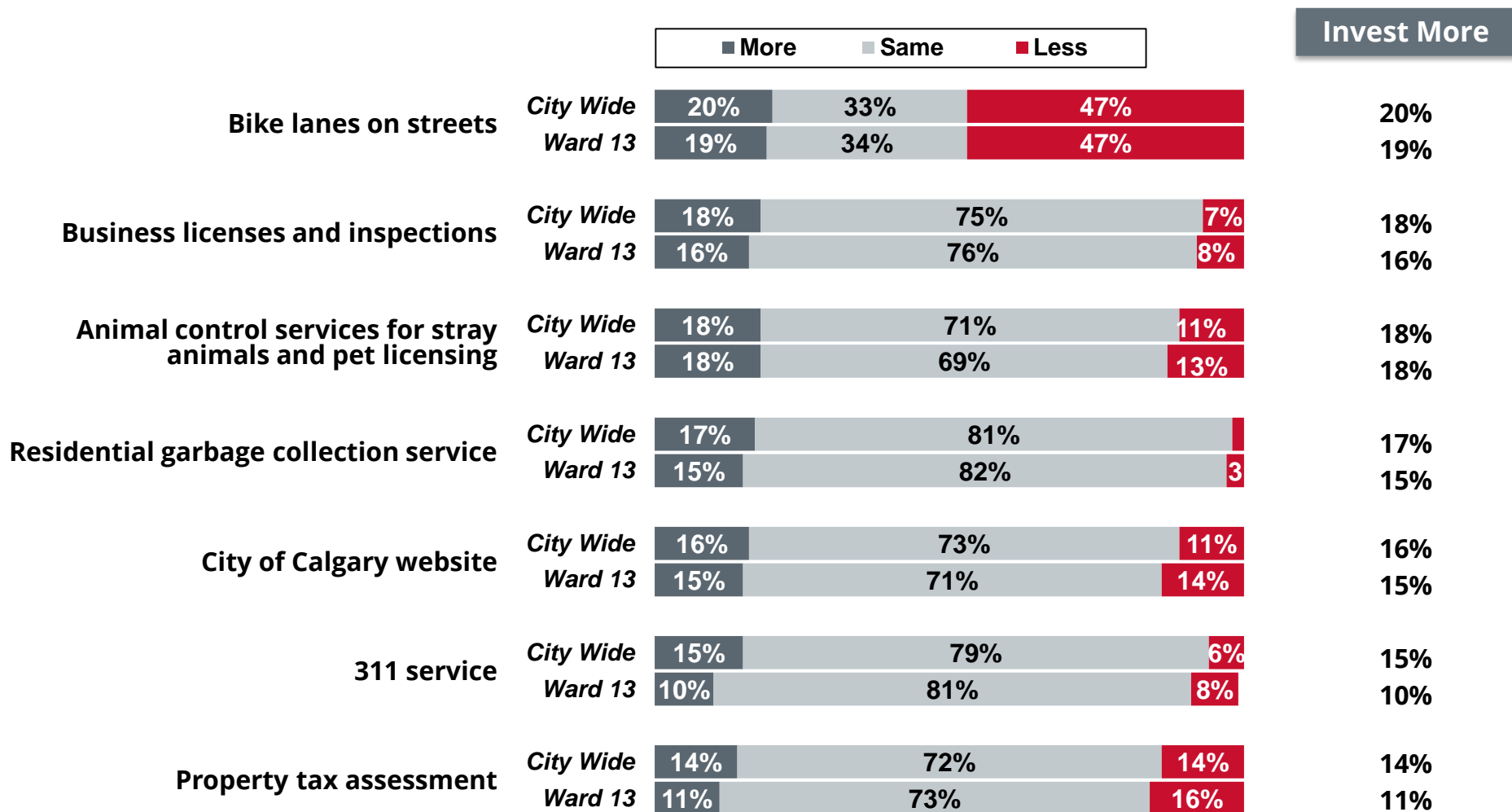


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)



Investment in City Programs and Services (continued)

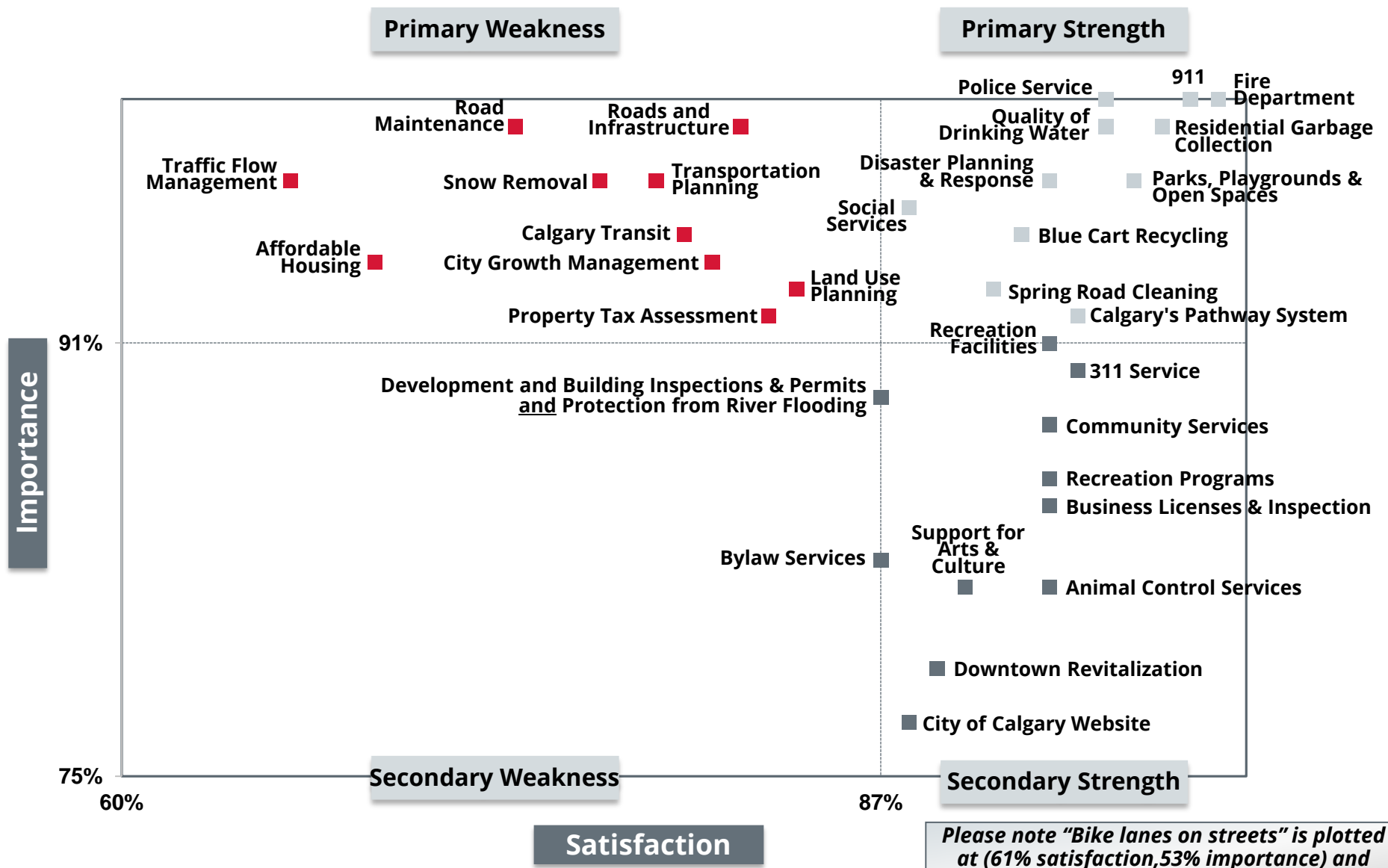


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

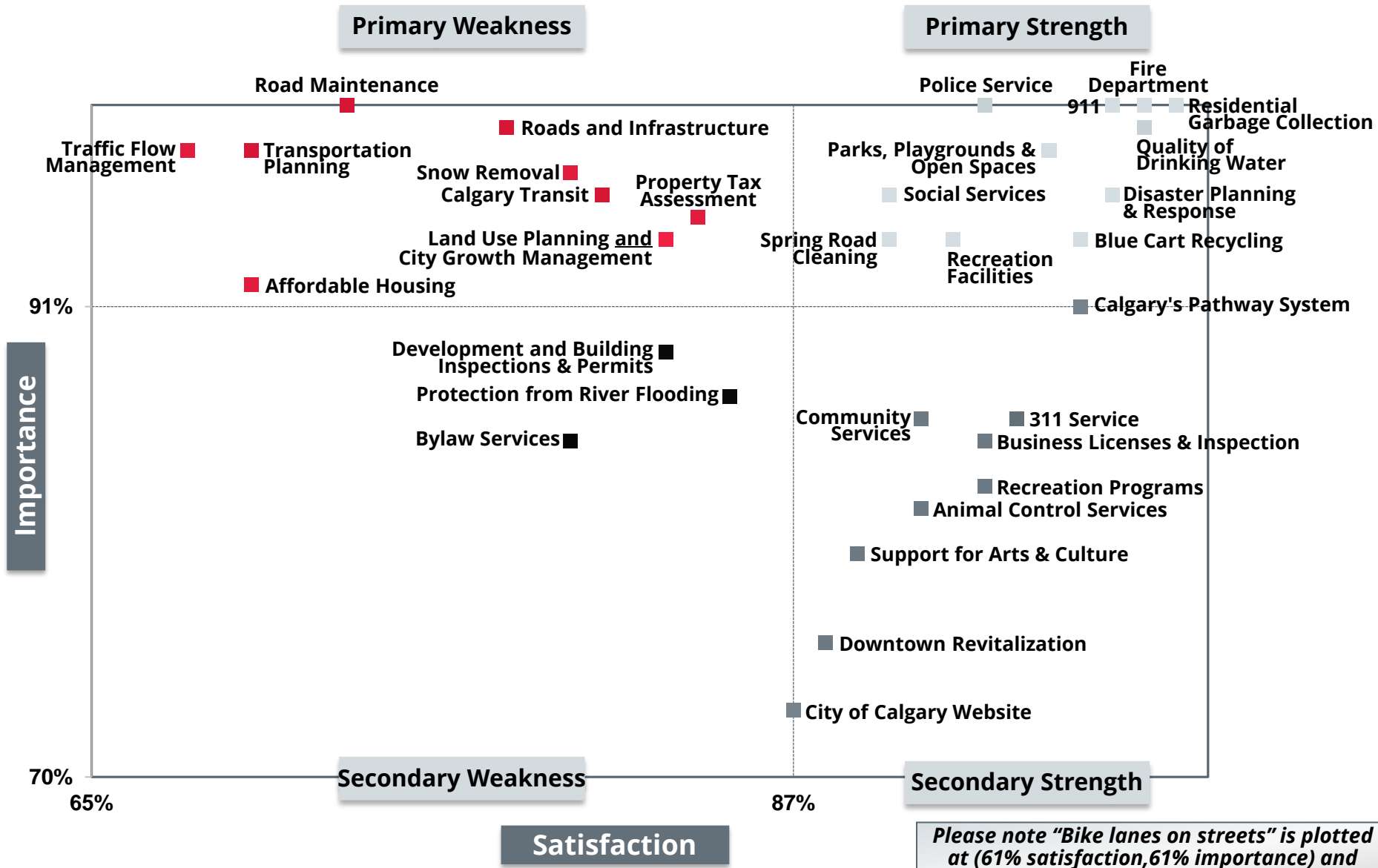


Importance vs. Satisfaction Grid: City Wide





Importance vs. Satisfaction Grid: Ward 13





Primary Strengths and Weaknesses: City Wide versus Ward 13

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

Primary Strength

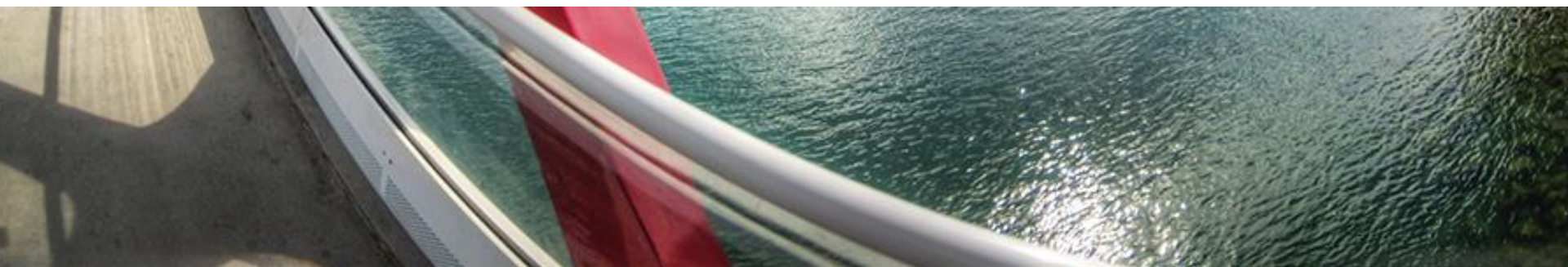
Primary Weakness

Neither (in another quadrant)

	City Wide	Ward 13
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		
Recreation Facilities		

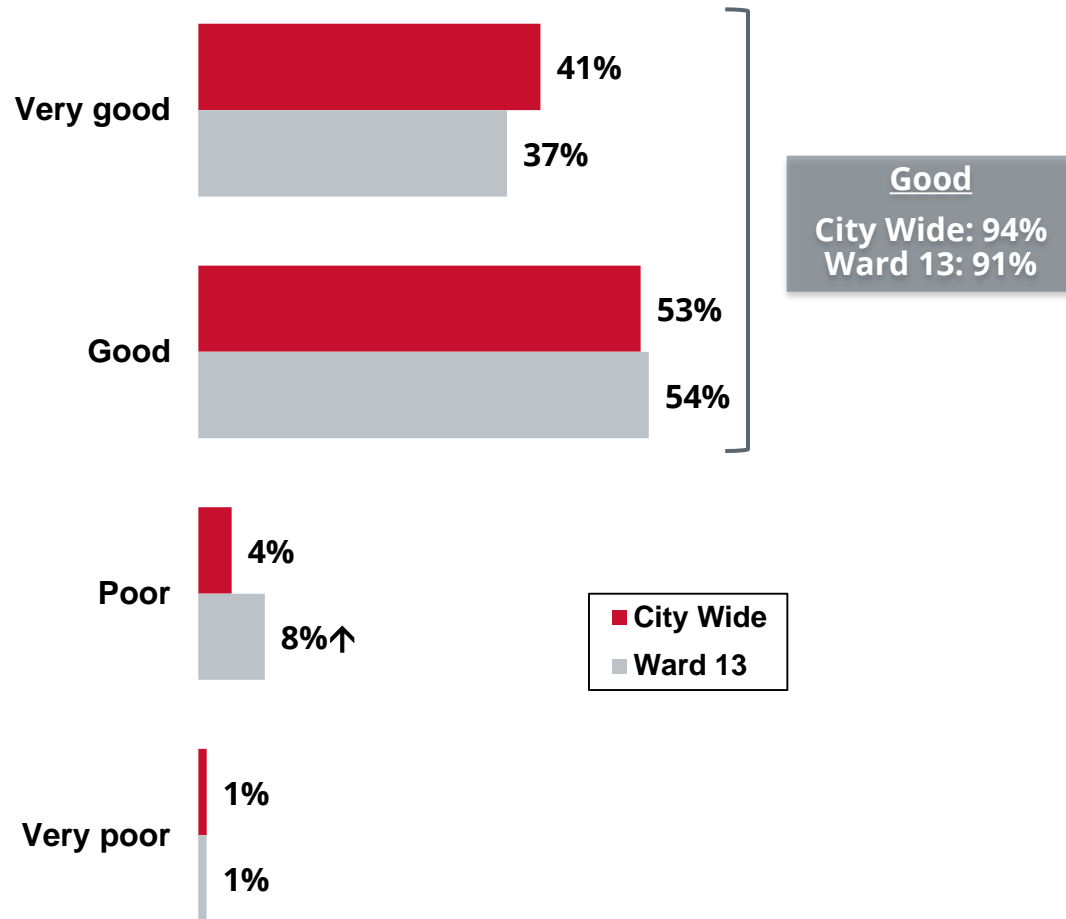


Environmental Performance





Perceptions About Overall State of Calgary's Environment

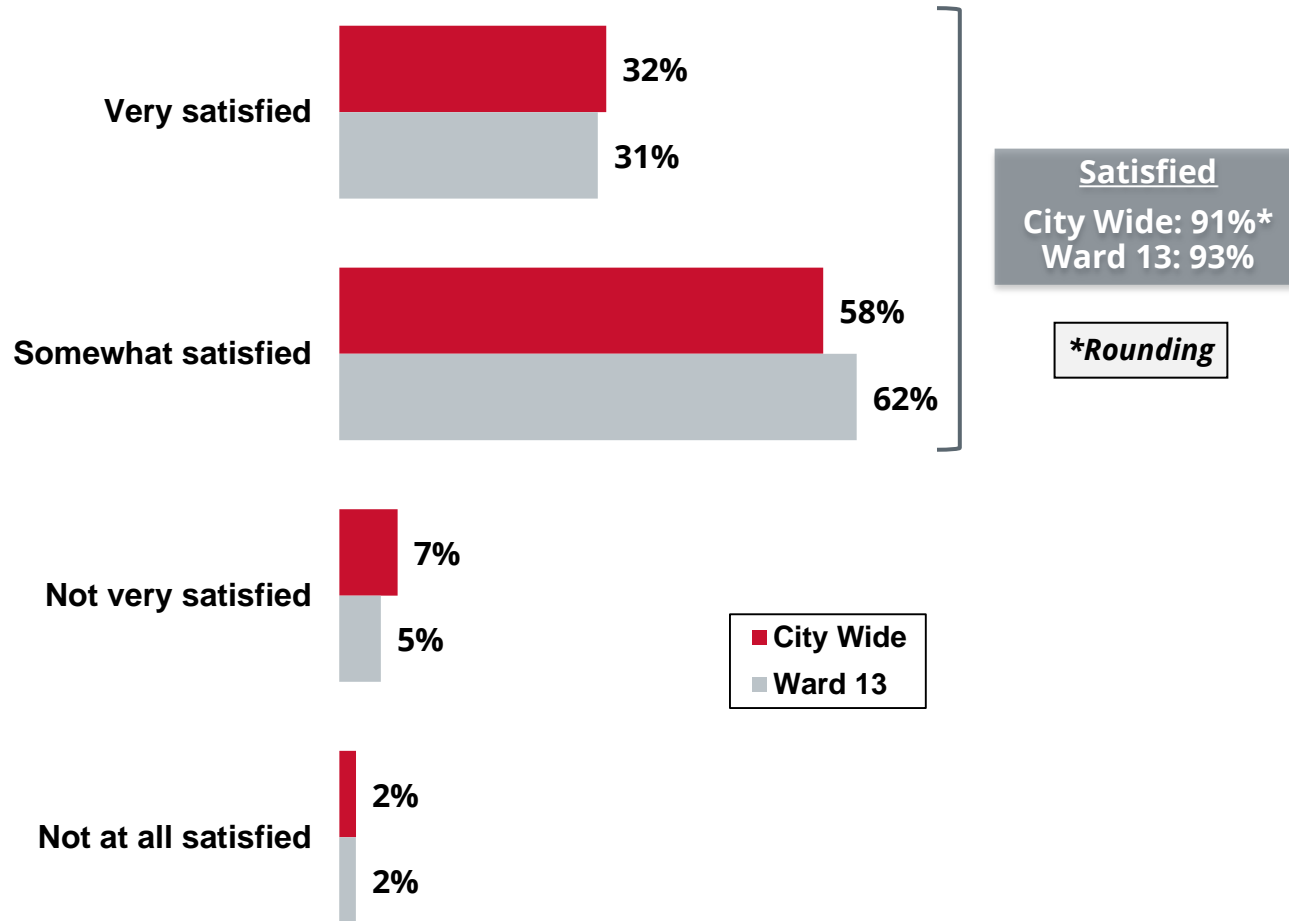


Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?

Base: Valid respondents (City Wide: n=2,448 / Ward 13: n=173)



Satisfaction with The City's Environmental Performance

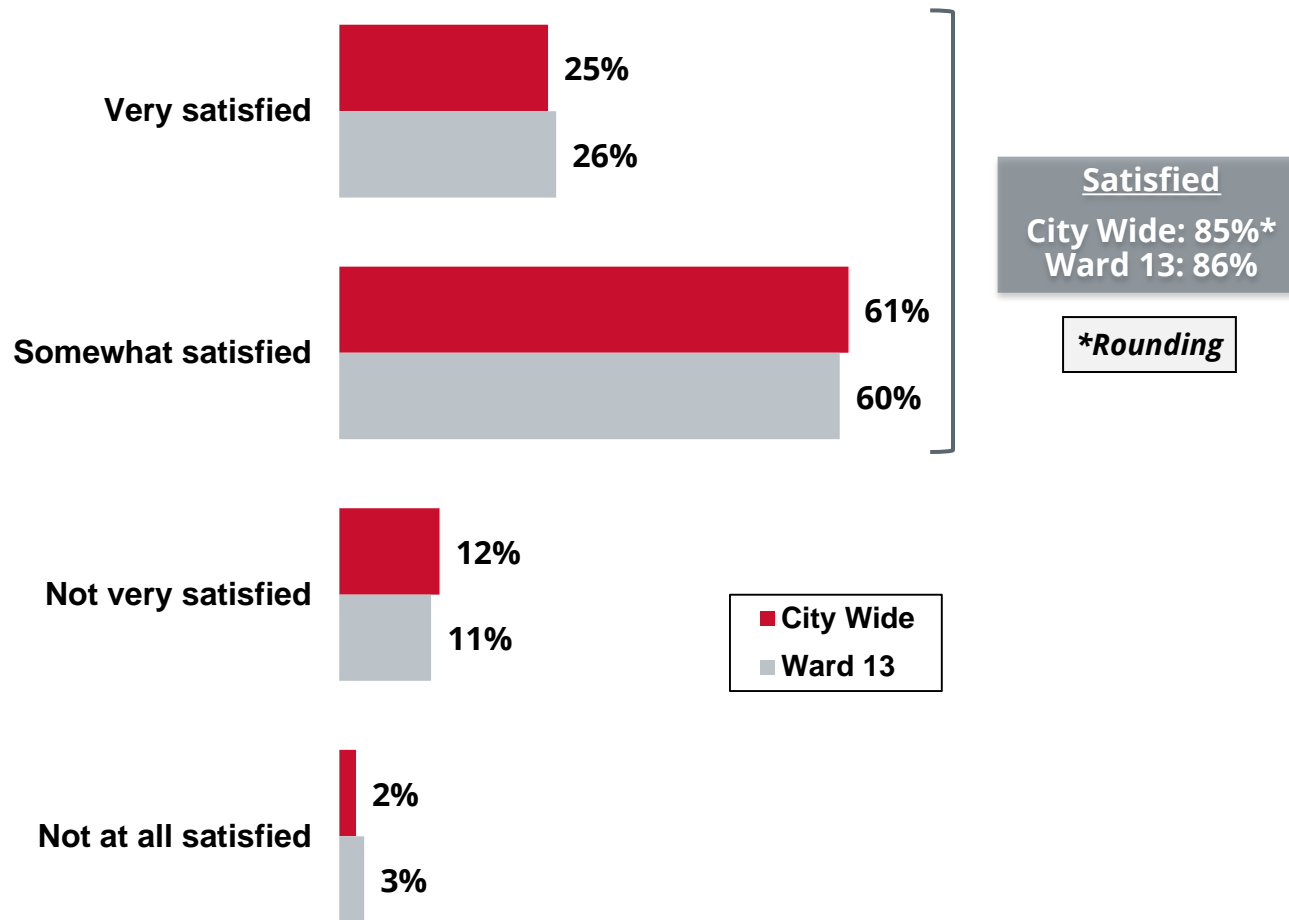


How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: Valid respondents (City Wide: n=2,436 / Ward 13: n=170)



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 13: n=172)

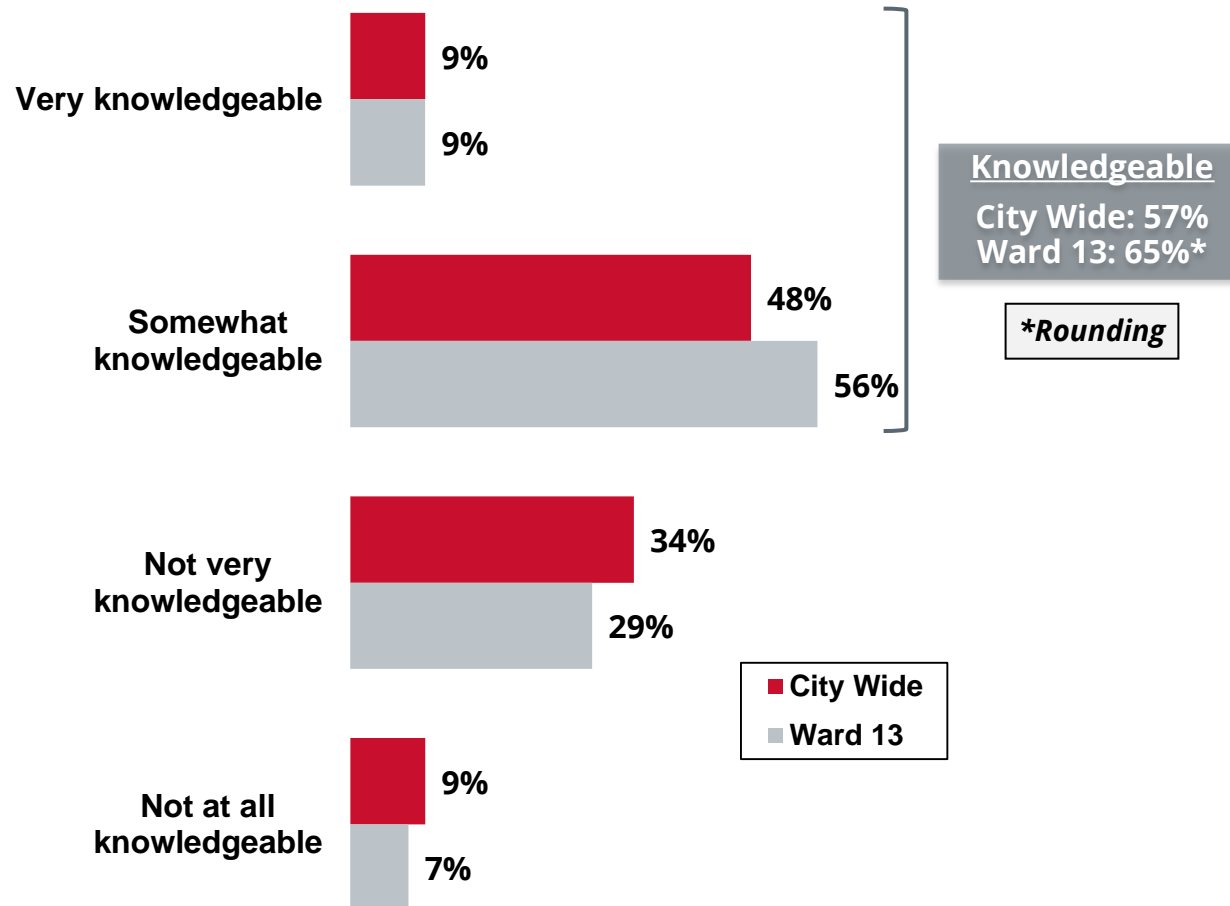


Taxation





Knowledge Levels of Tax Dollar Spending

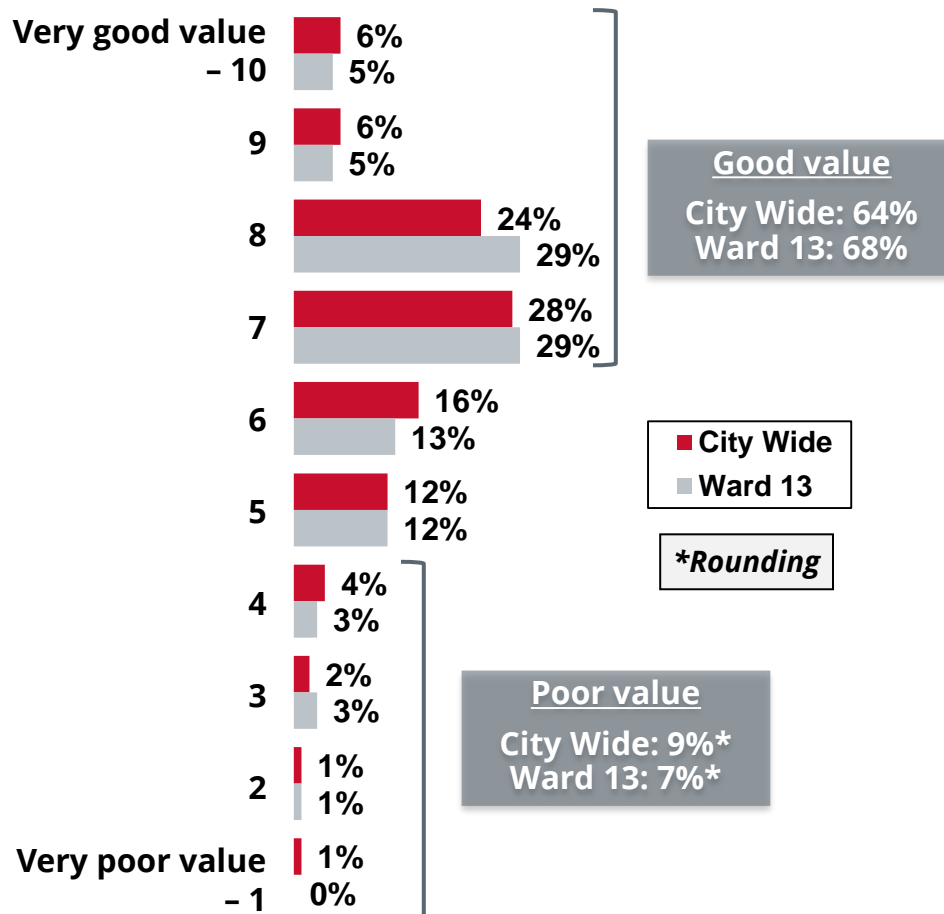


Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,442 / Ward 13: n=172)



Perceived Value of Property Taxes

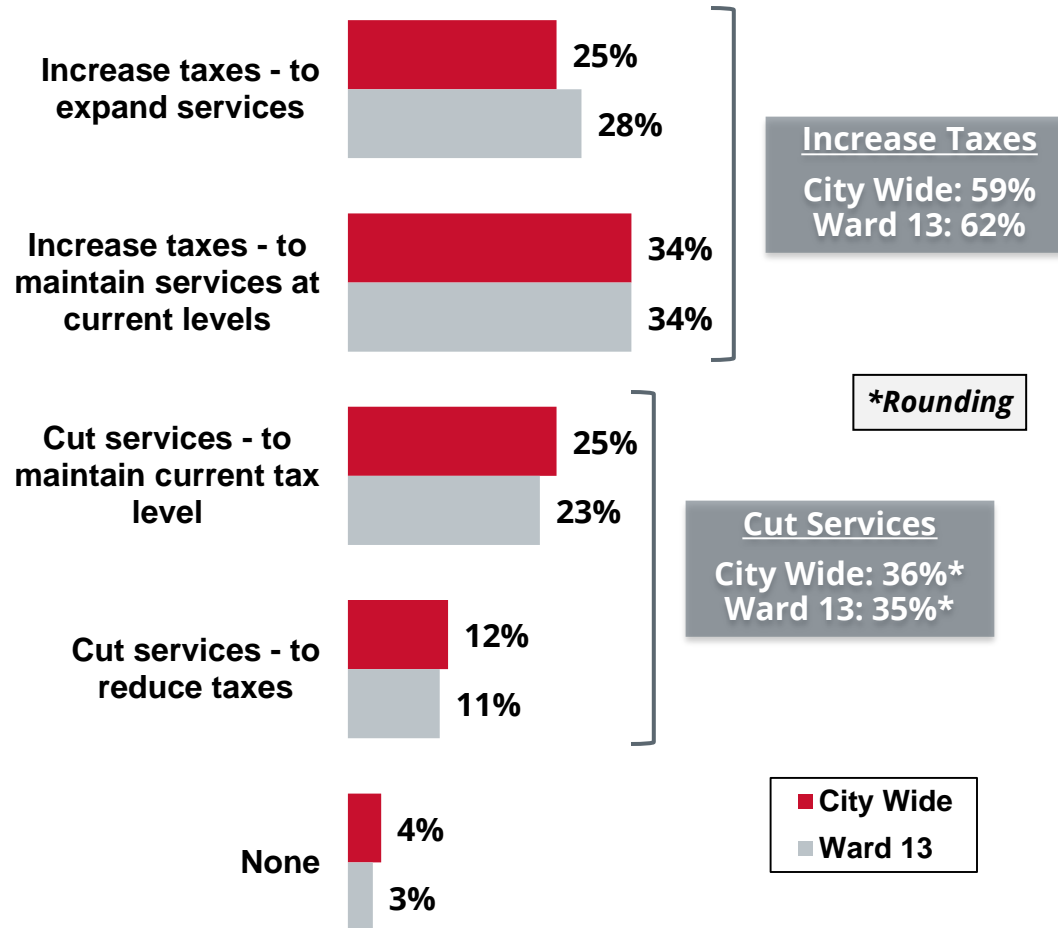


Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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 13: n=172)



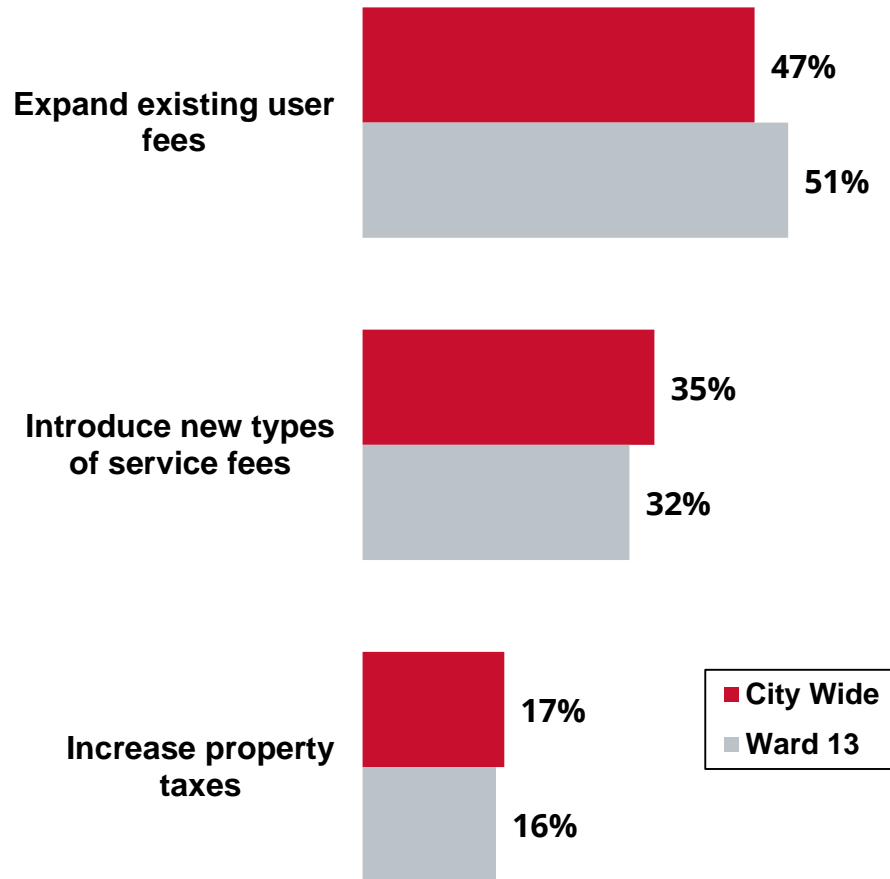
Balancing Taxation and Service Delivery Levels



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 13: n=172)

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 ...?

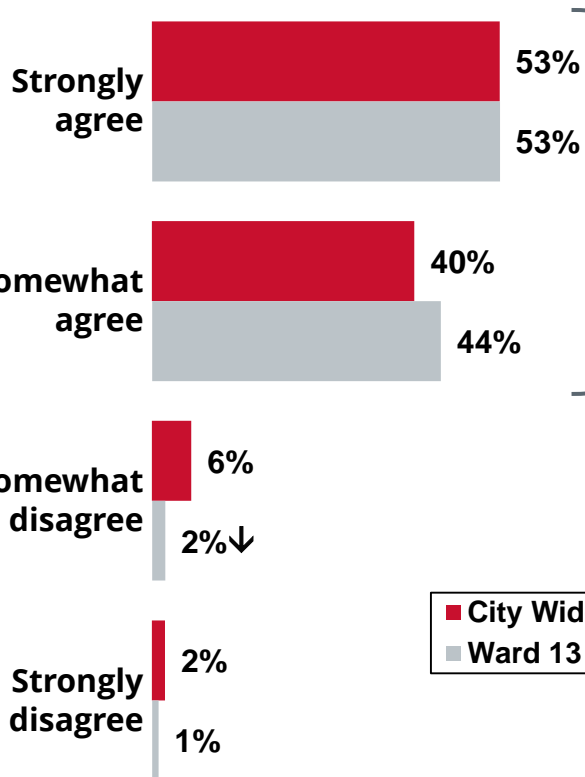
Base: Valid respondents (City Wide: n=2,295 / Ward 13: n=160)



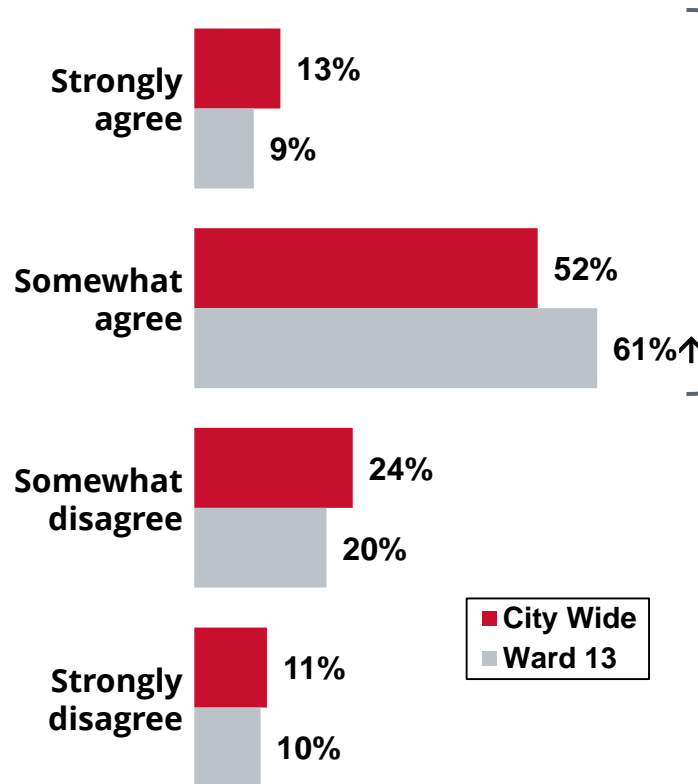
Property Tax Dollar Investment

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



Agree
City Wide: 93%
Ward 13: 97%↑



Agree
City Wide: 65%
Ward 13: 69%*

*Rounding

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

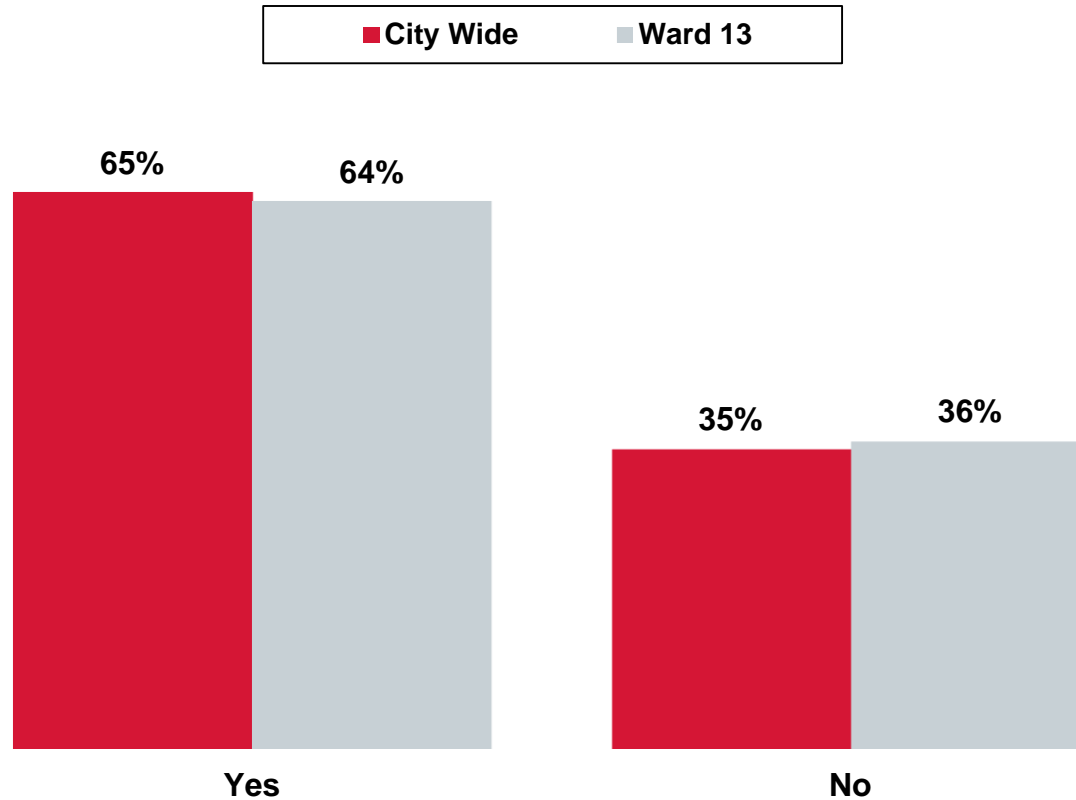


Contact with The City





Past 12 Months Contact with The City of Calgary

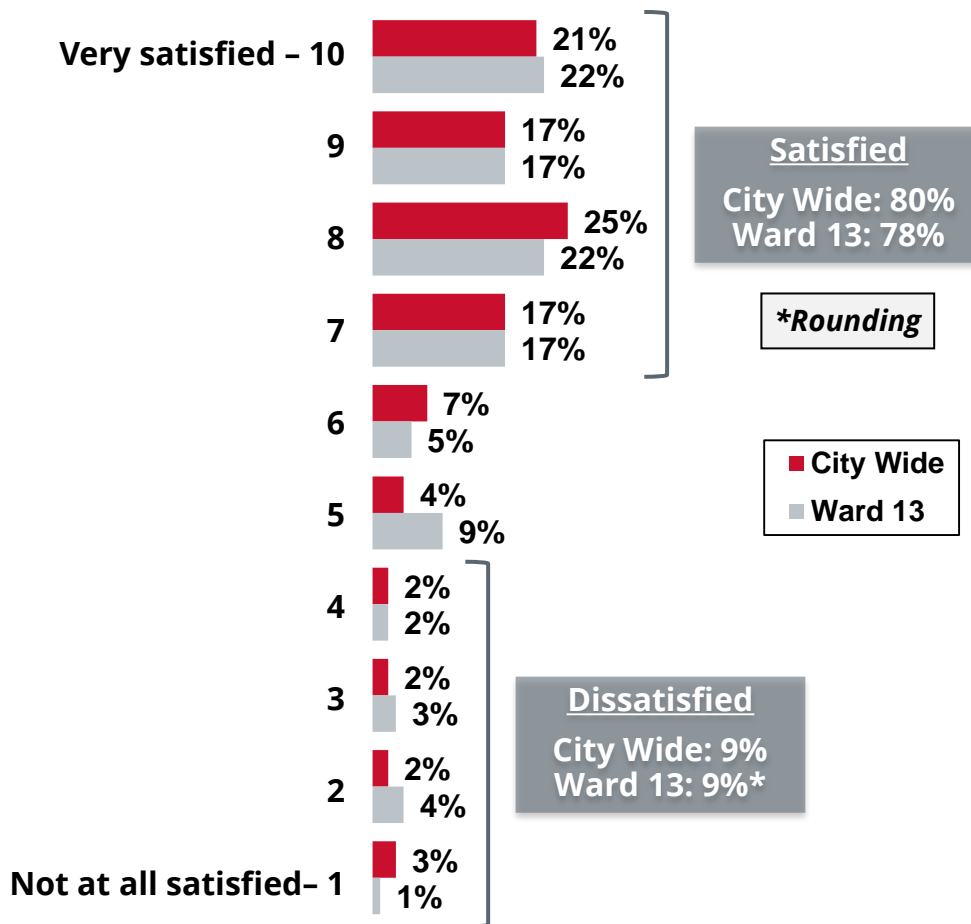


Have you contacted or dealt with The City of Calgary or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,447 / Ward 13: n=172)



Satisfaction with the Overall Level and Quality of Customer Service

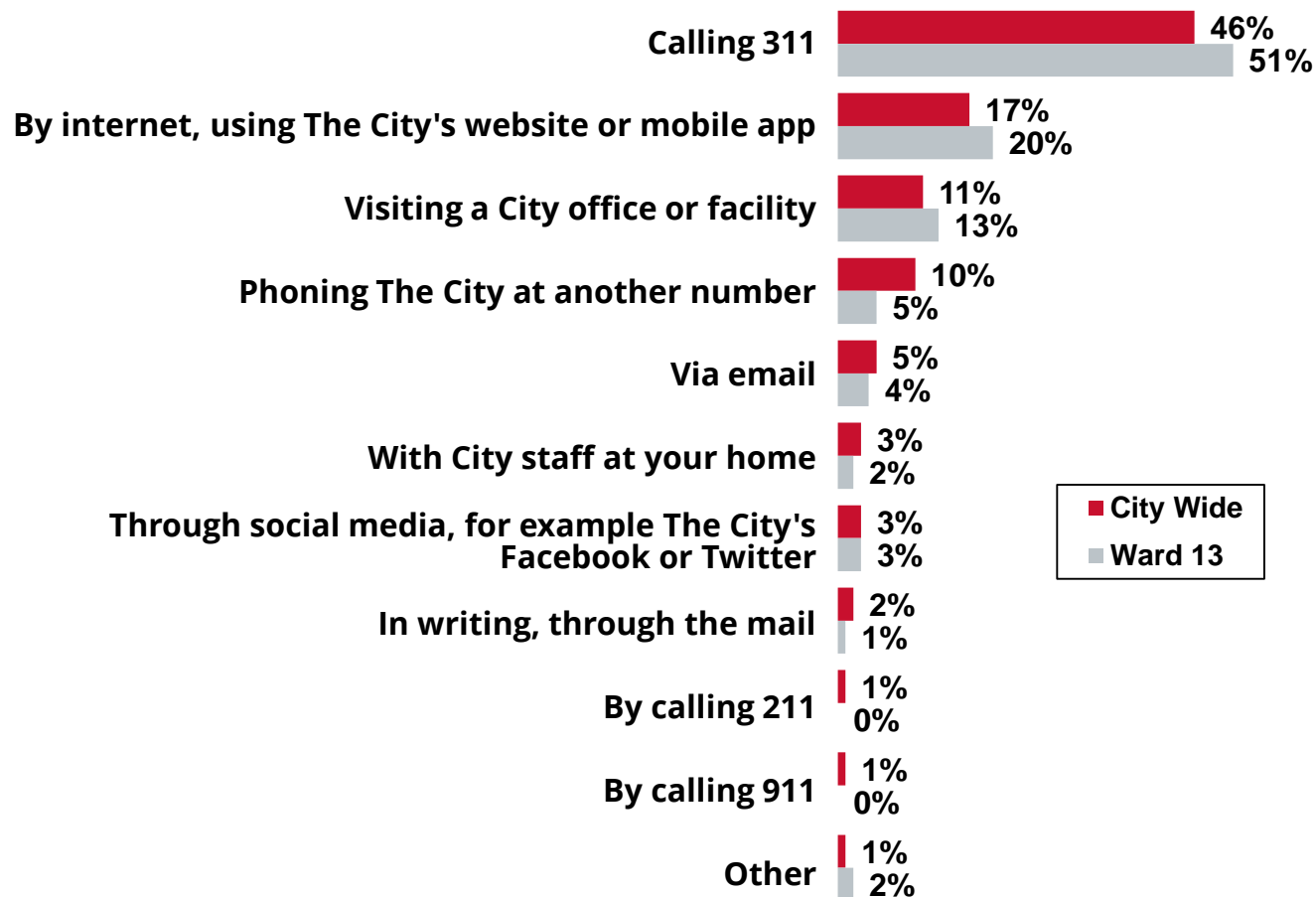


On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,603 / Ward 13: n=108)



Type of Contact

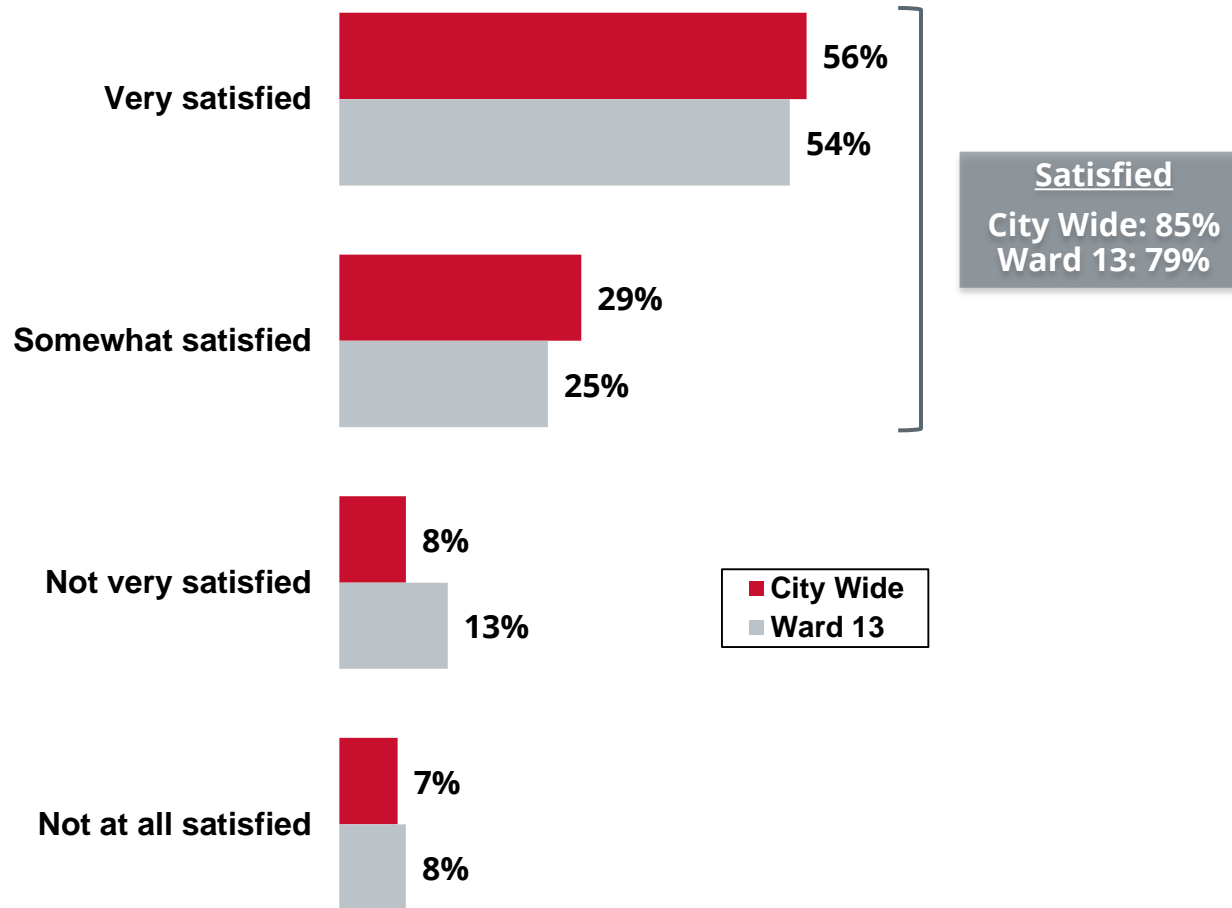


When you contacted The City was it... ?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,597 / Ward 13: n=108)



Satisfaction with Most Recent City Contact



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

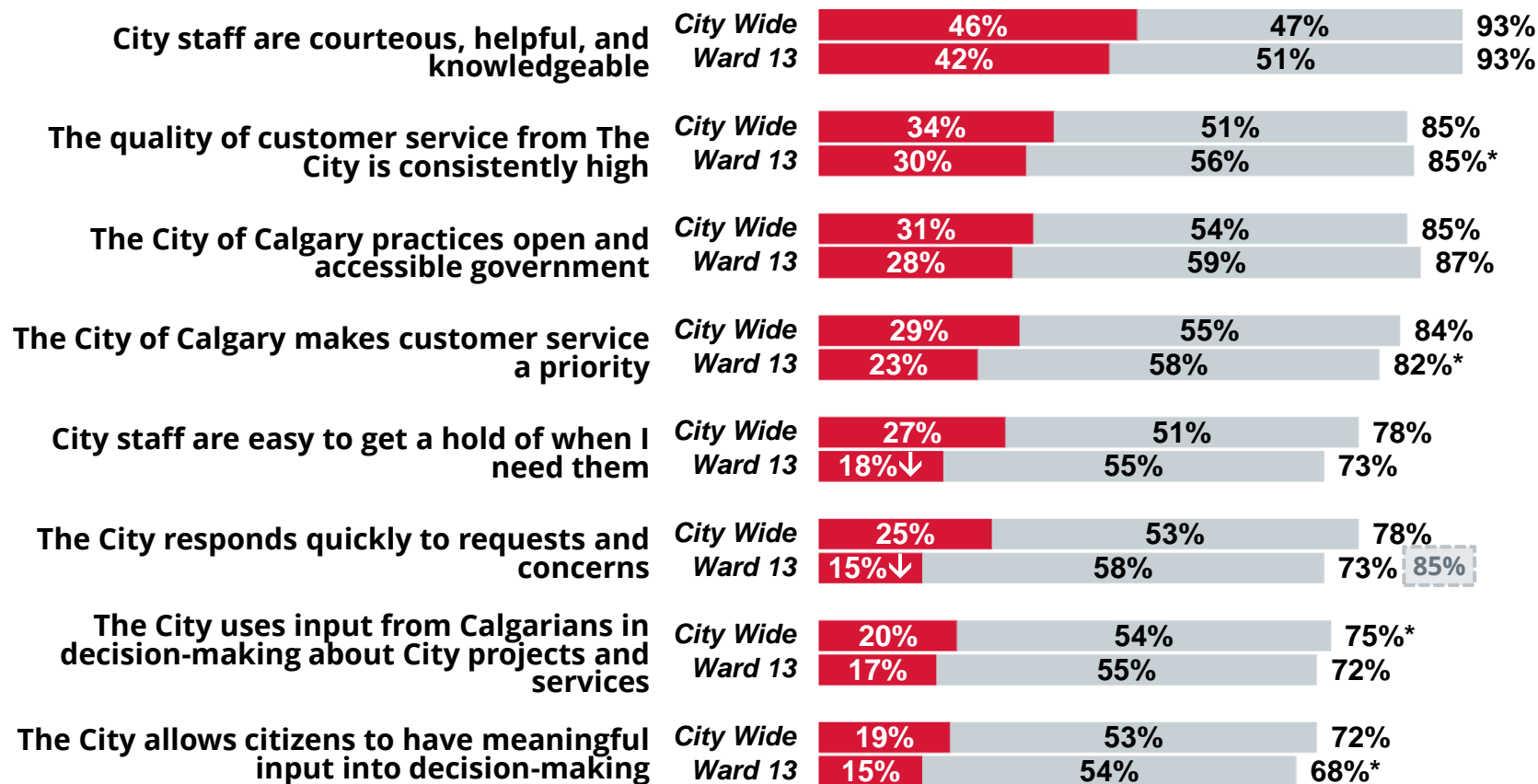
Base: Valid respondents who contacted or dealt with The City of Calgary in the last twelve months
(City Wide: n=1,602 / Ward 13: n=108)



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**

Ward 13 2014

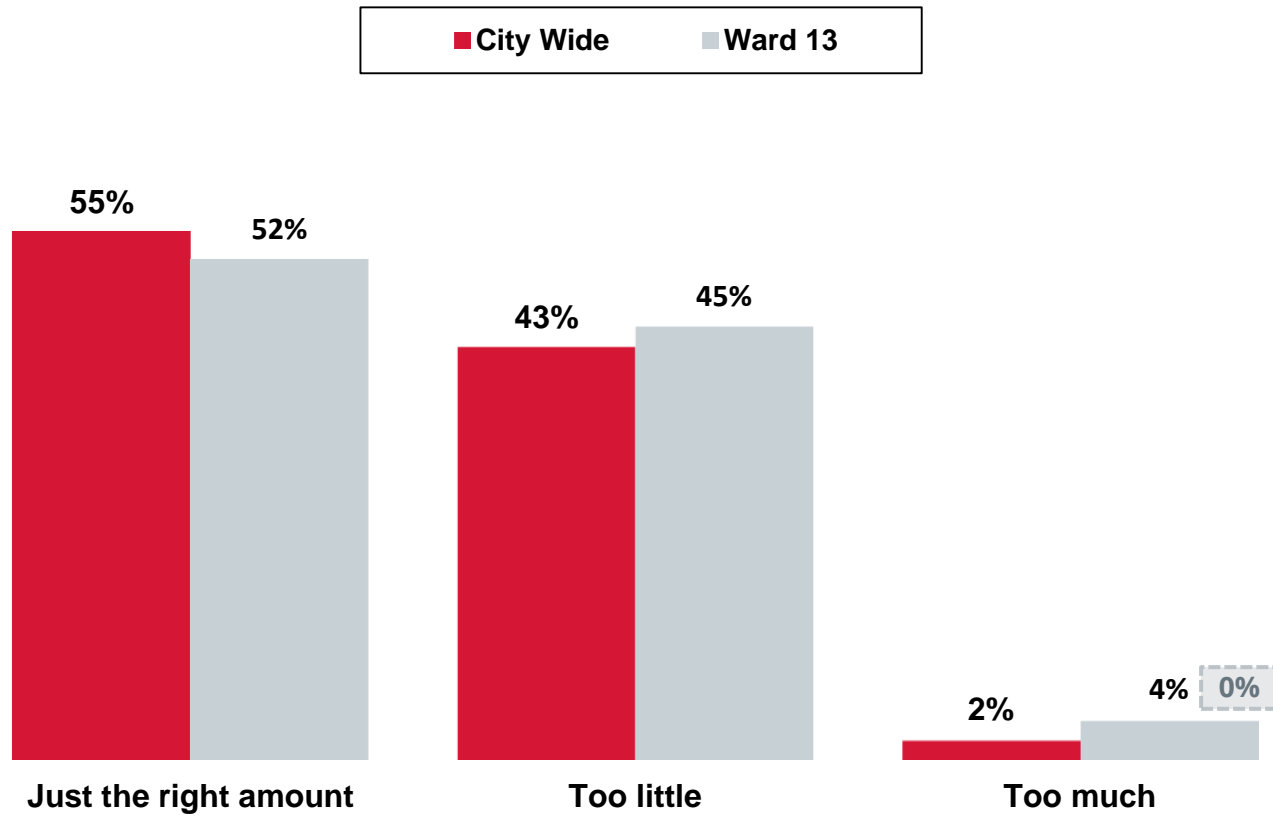


City Communications





The Extent of Information Received



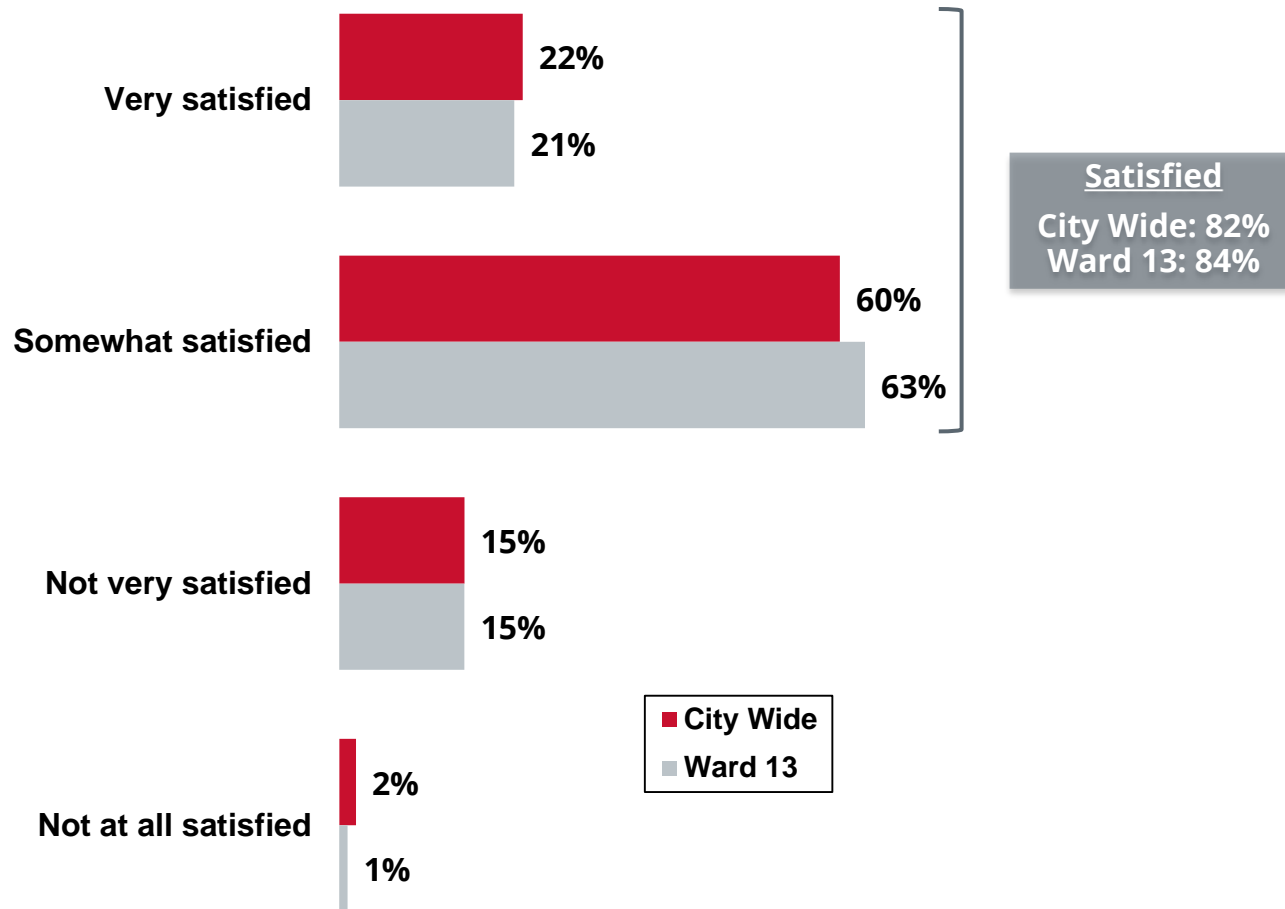
In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?

Base: Valid respondents (City Wide: n=2,440 / Ward 13: n=171)

Ward 13 2014



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 13: n=172)



Demographics





Gender

	City Wide	Ward 13
Male	50%	56%
Female	50%	44%

Age

	City Wide	Ward 13
18 to 24	14%	18%
25 to 34	20%	17%
35 to 44	19%	17%
45 to 54	20%	17%
55 to 64	14%	15%
65 or more	13%	15%
Mean	44 years	44 years

Education

	City Wide	Ward 13
Completed high school or less	18%	20%
Some post secondary or college diploma	37%	39%
Completed university degree or post-grad degree	45%	41%

Income

	City Wide	Ward 13
Less than \$30K	6%	5%
\$30K to <\$45K	9%	3%↓
\$45K to <\$60K	11%	8%
\$60K to <\$75K	8%	10%
\$75K to <\$90K	8%	12%
\$90K to <\$105K	10%	9%
\$105K to <\$120K	8%	10%
\$120K to <\$150K	14%	18%
\$150K or more	24%	25%

Number of People In Household

	City Wide	Ward 13
1	14%	13%
2	29%	26%
3	19%	23%
4	23%	23%
5	10%	11%
6 or more	6%	3%

Children and Seniors in Household

% Yes

	City Wide	Ward 13
Children	38%	37%
Seniors	15%	14%

Valid respondents



Tenure in Calgary

	City Wide	Ward 13
<5 years	12%	9%
5 to <10 years	10%	12%
10 to <15 years	11%	11%
15 to <20 years	13%	14%
20 to <30 years	19%	18%
30 to <40 years	16%	17%
40 or more	20%	18%
Mean	24 years	24 years

Voted in Last Municipal Election

	City Wide	Ward 13
Yes - in Calgary	72%	67%
Yes - other City	2%	2%
No	25%	31%

Responsible for Property Taxes

	City Wide	Ward 13
Yes	82%	80%
No	18%	20%

Type of Home

	City Wide	Ward 13
Single-detached house	70%	74%
Duplex-attached house	7%	5%
Townhouse	6%	4%
Condominium	7%	13%↑
Apartment	6%	2%↓
Another multi-dwelling unit	3%	3%

Waste and Recycling Services

% Yes

	City Wide	Ward 13
Have Black Cart	85%	86%
Have Blue Cart	84%	83%

Own or Rent

	City Wide	Ward 13
Own	76%	80%
Rent	21%	16%
Other	-	1%
Neither	2%	3%

Valid respondents



Born in Canada

	City Wide	Ward 13
Yes	74%	71%
No	26%	29%

Age Left Country of Birth

	City Wide	Ward 13
Under 12	28%	28%
12 to 17	12%	12%
18 or older	60%	59%

Base: Not born in Canada

Ethnic Background

	City Wide	Ward 13
Caucasian/ white	24%	21%
British	19%	20%
Canadian/ French Canadian	17%	13%
Western European	12%	15%
East or Southeast Asian	11%	12%
Southern or Eastern European	9%	14%↑
South Asian	6%	1%↓
Central/ South American or Caribbean	2%	2%
West Asian or Middle Eastern	2%	2%
African	2%	2%
Aboriginal/ First Nations/ Metis	2%	3%
Other	1%	1%

Disability

	City Wide	Ward 13
Yes	15%	15%
No	85%	85%

Visible Minority

	City Wide	Ward 13
Yes	20%	16%
No	80%	84%

Valid respondents

Contact



Jamie Duncan

Vice President

Ipsos

587.952.4863

email: jamie.duncan@ipsos.com

Sheela Das

Director

Ipsos

587.952.4874

email: sheela.das@ipsos.com