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# CSC Performance Measurements & Benchmarking Survey

Final Report



Prepared for The City of Calgary by:



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THE CITY OF  
**CALGARY**

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# Background and Methodology



# Background

- ◆ Customer Service & Communications (CSC) at The City of Calgary is tasked with a wide array of citizen-facing and supporting lines of business.
- ◆ As part of CSC's performance management reporting, a dashboard is created that contains metrics on communicating with the public, public engagement, access channels, brand reputation, citizen satisfaction, customer service and CSC operations.
  - ❖ Historically, these metrics have been taken from a number of different surveys of Calgarians including the Citizen Satisfaction Survey, Communications Effectiveness Survey, Onward Survey, Web and 311 Measurements Survey, and 311 Syndicated Survey.
- ◆ In order to be more time- and cost-efficient, CSC wished to conduct a single survey that encompasses the metrics required for business reporting purposes as well as additional topics to help direct CSC lines of business.
- ◆ Consequently, in close collaboration with the CSC project team, Ipsos Reid developed a consolidated telephone questionnaire – 2013 marked the baseline measurement of the CSC Performance Measurements & Benchmarking Survey.
- ◆ The 2014 CSC Performance Measurements & Benchmarking Survey follows the 2013 iteration, and offers comparative indicators against the metrics from the previous survey.

# Methodology

- ◆ Ipsos Reid conducted a telephone survey with a representative sample of 700 Calgarians aged 18 years and older between July 3<sup>rd</sup> and 22<sup>nd</sup>, 2014.
  - ❖ Both landline and cell phone sample were used.
  - ❖ The average interview length was 16 minutes.
- ◆ The final data were weighted to ensure the overall sample's quadrant and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2011 Federal Census data.
- ◆ With a sample of 700, results are considered accurate to within  $\pm 3.7$  percentage points, 19 times out of 20, of what they would have been had the entire population of Calgary aged 18 or older been polled.
  - ❖ The following table details the number of interviews conducted within each quadrant as well as the corresponding margins of error.

Quadrant	Number of interviews	Maximum margin of error (19 times out of 20)
Northwest	196	$\pm 7.0$
Northeast	140	$\pm 8.3$
Southwest	210	$\pm 6.8$
Southeast	154	$\pm 7.9$
<b>TOTAL</b>	<b>700</b>	<b><math>\pm 3.7</math></b>





# Key Findings



# Key Findings

## Quality of Life

- ◆ Citizens are decidedly positive about the quality of life in Calgary today.
  - ❖ There is near universal (96%) agreement that the quality of life is 'good' and 44% say that it is 'very good'.

## Corporate Reputation

- ◆ Overall, The City of Calgary enjoys a strong reputation with Calgarians.
  - ❖ Over three-quarters (77%) of Calgarians say they know The City 'very well' or 'somewhat well'.
    - Though still strong, this represents a significant 6 percentage point drop from 2013 (83%).
  - ❖ More than seven-in-ten (72%) citizens say they have a 'favourable' opinion of The City, while only 5% have an 'unfavourable' opinion.
  - ❖ Six-in-ten (61%) Calgarians say they 'trust' The City of Calgary, while only 13% express 'distrust'.
  - ❖ Almost four-in-ten (38%) Calgarians would 'speak highly' of The City, while 38% are 'neutral' and just 10% are 'critics'.
  - ❖ Roughly eight-in-ten (78%) citizens say they have 'heard' about The City of Calgary Municipal government in past 12 months.
    - Among those aware, the most common means of awareness are 'TV news' (74%), 'public service announcements' (63%), 'in a newspaper' (61%) and 'radio' (57%). Though comparatively lower, 'social media' is increasing in prominence. In 2014, it was cited as a channel for 40% of those aware, a significant 9 percentage point increase from 31% in 2013.
- ◆ Perceptions of City communications are generally positive, although the strength of agreement is tempered.
  - ❖ The City receives the highest marks for *can be trusted to make decisions so that Calgary achieves its long-term visions* (78% 'agree', 23% 'strongly agree'), and *communicates with citizens in a consistent way* (77% 'agree', 23% 'strongly agree').

# Key Findings

## Service and Communications

- ◆ Satisfaction with information from The City is very high, with the 311 telephone service and calgary.ca the dominant access channels.
  - ❖ Eight-in-ten (80%) citizens say it is 'easy' to access information from The City, while 86% say the information provided is 'easy' to understand.
  - ❖ By far, the most frequent channels used in the past 12 months are 'calgary.ca' (48%) and the '311 telephone service' (47%).
  - ❖ Satisfaction with information or services available/received via these channels is extremely high, standing at 91% for 'calgary.ca' and 87% for '311 telephone service'.

## Engagement and Research

- ◆ The majority of citizens express interest in engaging with The City though many do not think they have enough opportunities to provide input.
  - ❖ Nearly eight-in-ten (78%) citizens 'agree' they *would like to provide input to The City for the purpose of influencing decision-making*.
  - ❖ However, only 63% of Calgarians 'agree' they *have enough opportunities to provide input*, down significantly from 69% in 2013.
  - ❖ The preferred engagement channels are: 'completing an online survey' (68% 'interested'), 'attending a town hall meeting' (65% 'interested'), and 'attending an open house' (64% 'interested').

**Overall satisfaction with access to City information and services, as well as communications both from and with The City, is high (84% 'satisfied'), and consistent with 2013.**





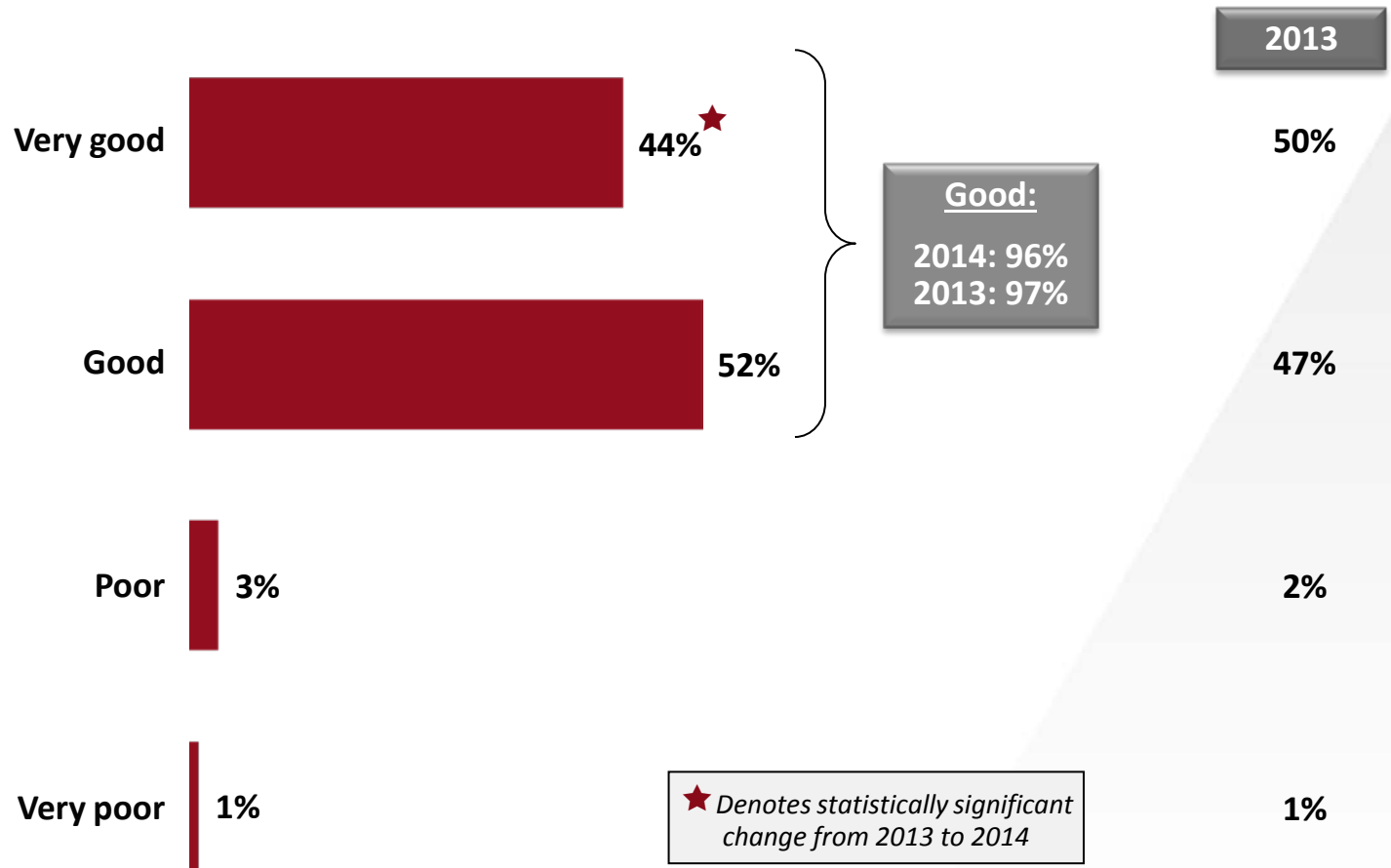
# Quality of Life



## Quality of Life

- ◆ Citizens are decidedly positive about the quality of life in Calgary today.
- ◆ Overall, 96% of citizens report that the quality of life is 'good', and 44% say that it is 'very good'.
  - ❖ The proportion of citizens who rate the quality of life in Calgary as 'good' has not changed significantly since 2013, however, 'very good' ratings have decreased a significant 6 percentage points (from 50% in 2013).
  - ❖ As might be expected, perceptions that quality of life is 'very good' increases with income (33% among those in the \$45K to <\$90K income bracket versus 53% among those with a household income of \$90K or more).
  - ❖ It is also notable that nearly one-half (47%) of Calgarians who do not self-identify as a visible minority say the quality of life is 'very good', compared to 36% of visible minorities.

# Overall Quality of Life in Calgary



Base: All respondents (n=700)

Q1. How would you rate the overall quality of life in Calgary today? Would you say it is very good, good, poor or very poor?

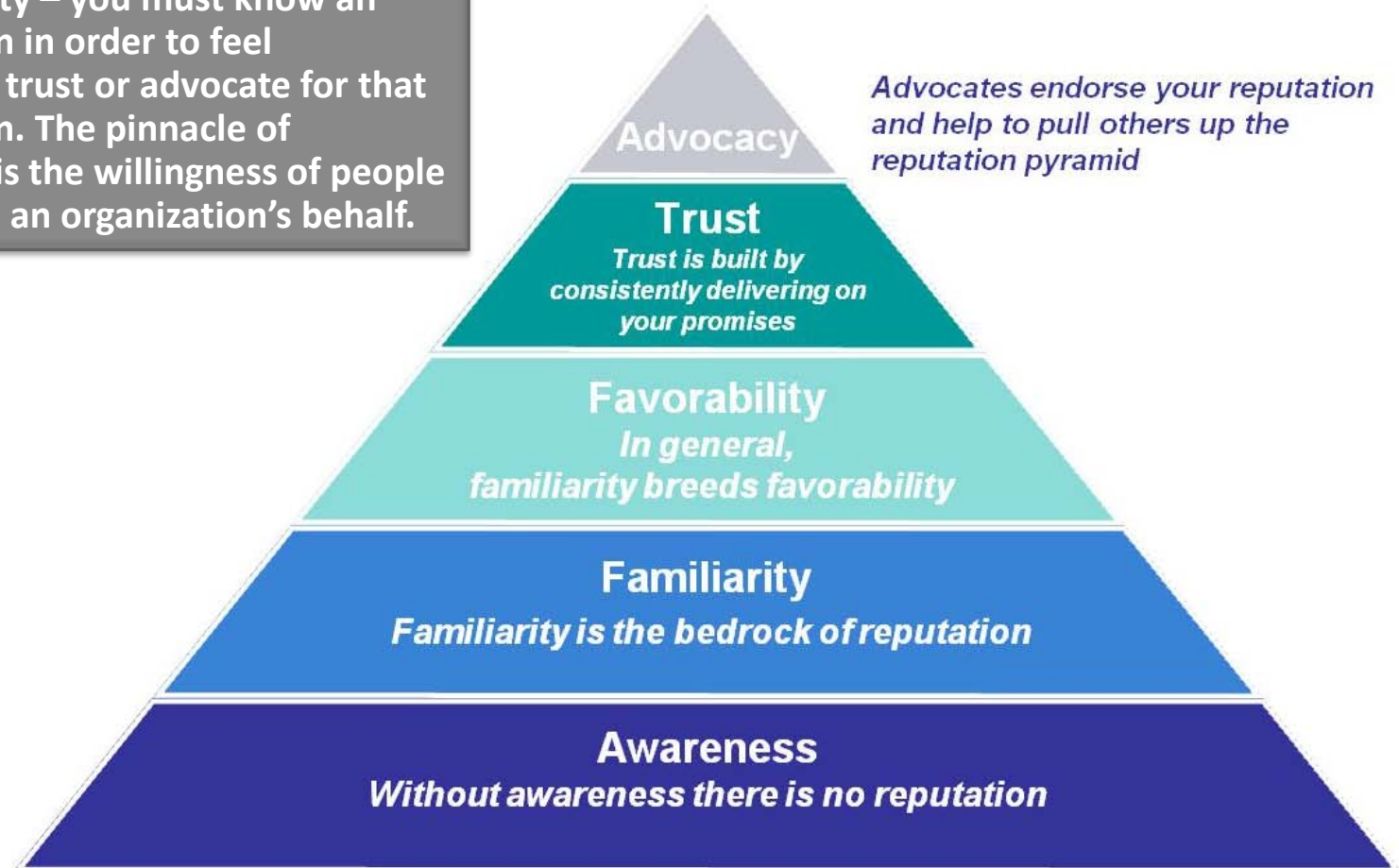




# Corporate Reputation

# Ipsos' Reputation Pyramid

Each organization's reputation is built on familiarity – you must know an organization in order to feel favourable, trust or advocate for that organization. The pinnacle of reputation is the willingness of people to speak on an organization's behalf.

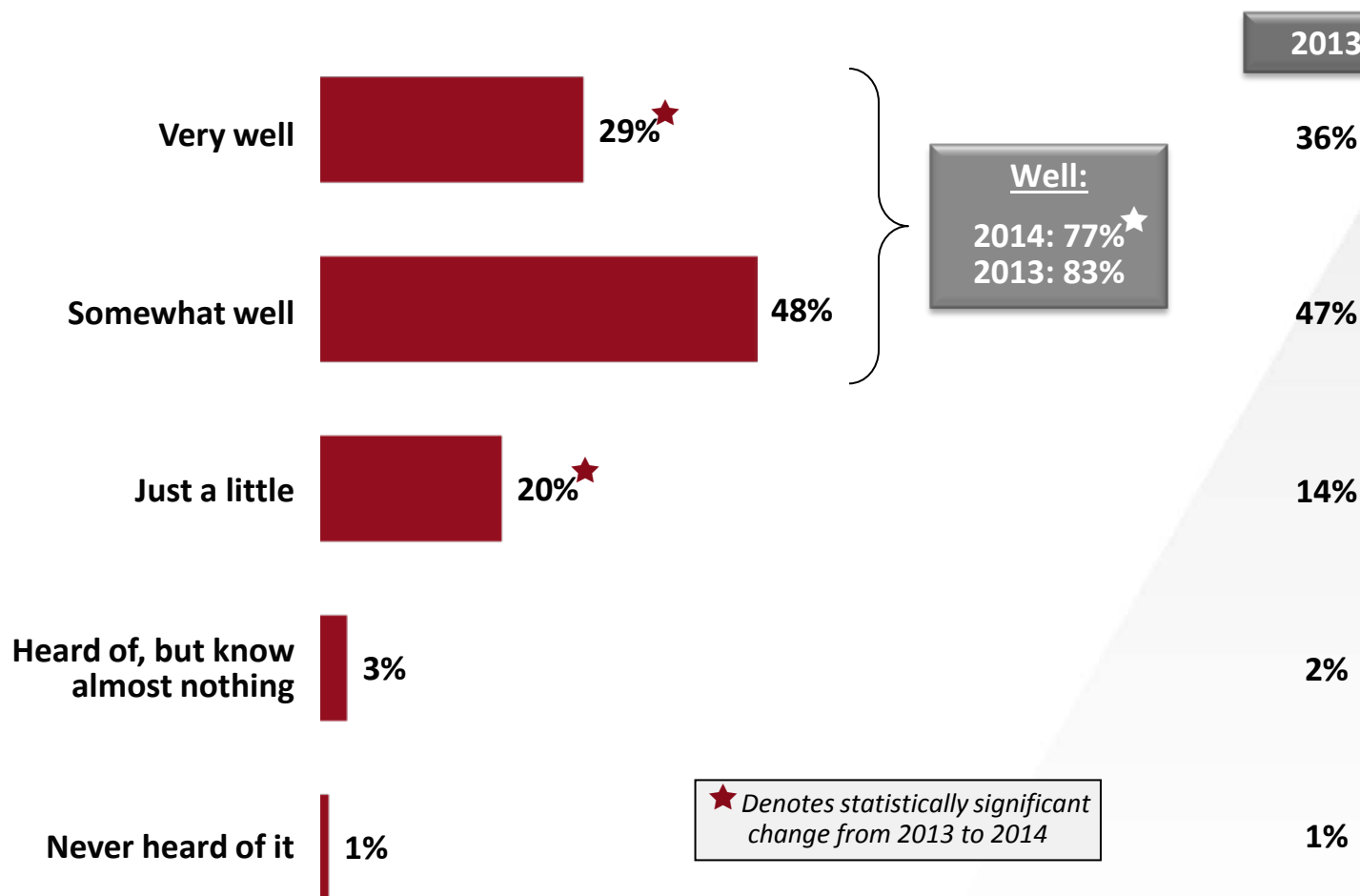


## Corporate Reputation: Familiarity and Favourability

- ◆ Overall, The City of Calgary – defined as the Municipal government including Council and Administration – enjoys a strong reputation among the Calgary public.
- ◆ **Familiarity:** Over three-quarters (77%) of Calgarians say they know The City ‘well’. Though still strong, this represents a significant 6 percentage point drop from 2013 (83%). Further, less than three-in-ten (29%) say they know The City ‘very well’ – down a significant 7 percentage points from 2013 (36%).
  - ❖ Familiarity is significantly higher among older Calgarians – 86% of those aged 55 years or older, and 82% of those aged 35 to 54 years say they know The City ‘well’, compared to 65% of those aged 18 to 34 years.
  - ❖ Residents who have lived in Calgary for more than 20 years are the most likely to be familiar with The City. Just under nine-in ten (86%) say they know The City ‘well’, significantly higher than those who have lived in Calgary for 11 to 20 years (74%) or 6 to 10 years (77%), all of which are significantly higher compared to those who with a tenure of 5 years or less (53%).
- ◆ **Favourability:** The majority (72%) of citizens say they have a ‘favourable’ opinion of The City (22% ‘very favourable’), while just 5% have an unfavourable opinion.
  - ❖ Favourability towards The City has not changed significantly since 2013.
  - ❖ Favourability is significantly higher among residents of the NW quadrant (80% ‘favourable’, compared to 66% in the NE, 68% in the SE, and 70% in the SW).
  - ❖ Residents with a household income of \$90K or more are significantly more likely to have a ‘favourable’ opinion of The City (76%, versus 60% of those in the \$45K to <\$90K income bracket).



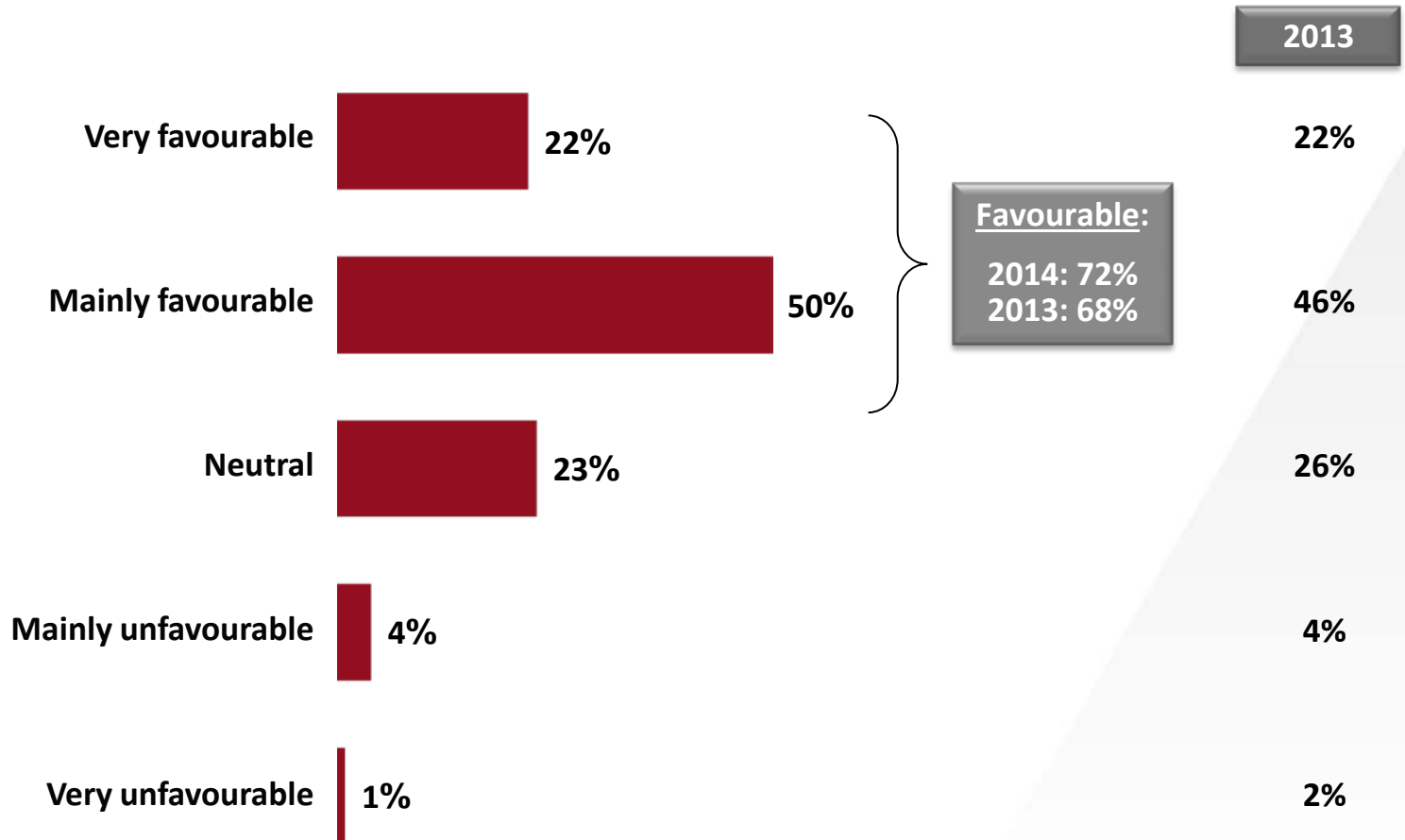
# Familiarity with The City of Calgary



Base: All respondents (n=700)

Q2. Please indicate how well you feel you know The City of Calgary, taking into account all the ways you have learned about or had contact with it. Would you say that you know The City of Calgary...?

# Favourability Towards The City of Calgary



Base: Have heard of The City of Calgary (n=692)

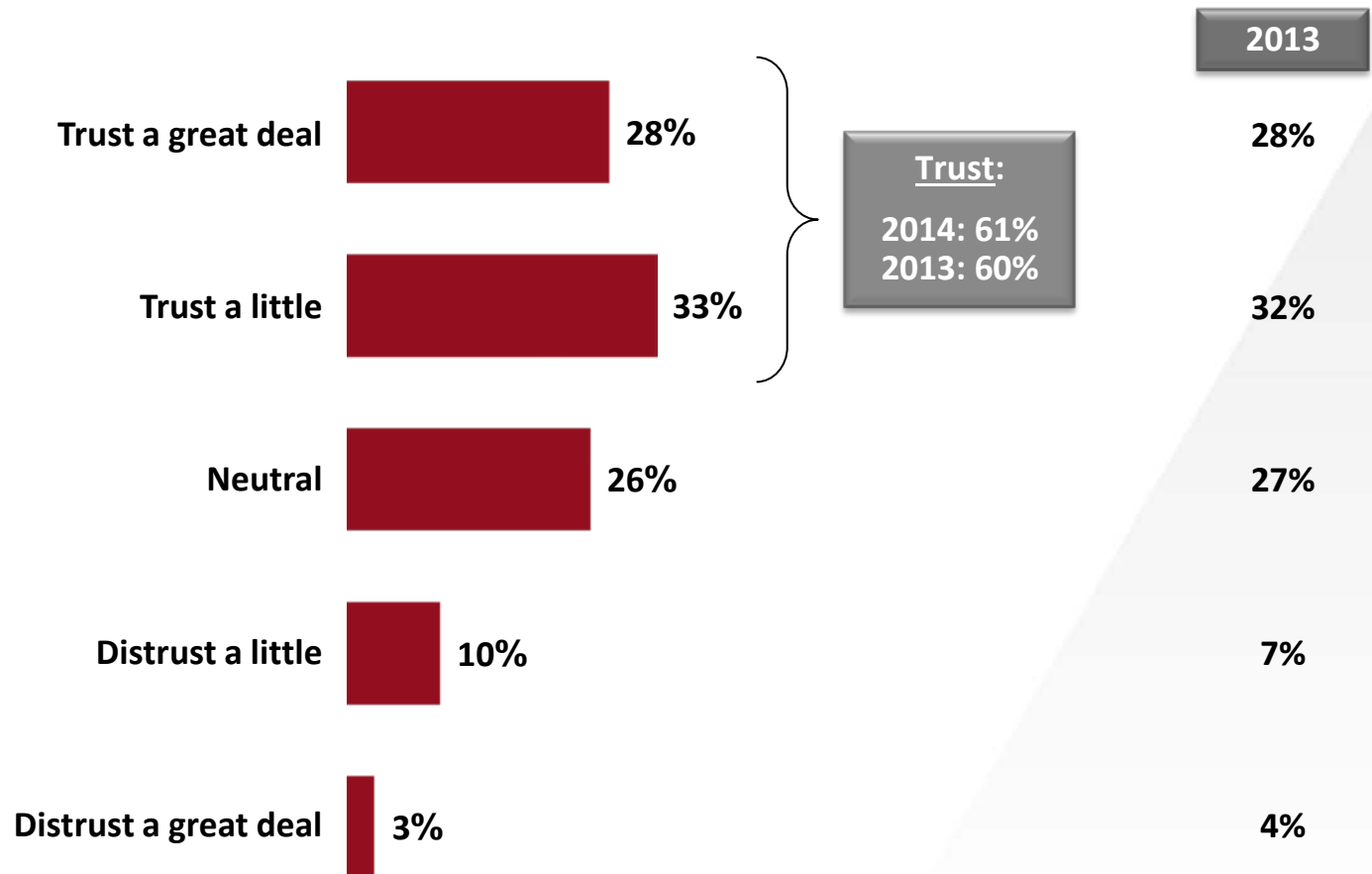
Q4. Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?

# Corporate Reputation: Trust and Advocacy

- ◆ **Trust:** Six-in-ten (61%) Calgarians say they 'trust' The City of Calgary.
  - ❖ These results are not significantly different from 2013.
  - ❖ Trust is significantly higher among those with a university education (67% 'trust', compared to 48% of those with high school or less education).
  - ❖ Three-quarters (74%) of those in the \$90K to <\$120K income bracket 'trust' The City, significantly higher than those with a household income of \$45K to <\$90K (57%) and those with a household income of less than \$45K (56%).
- ◆ **Advocacy:** Almost four-in-ten (38%) Calgarians are 'advocates' – that is, they would speak highly of The City, either unprompted or when asked – while 38% are 'neutral' and just 10% are 'critics'.
  - ❖ Fourteen percent say they 'don't know' enough to have a strong opinion.
  - ❖ Results are consistent with 2013 measures.



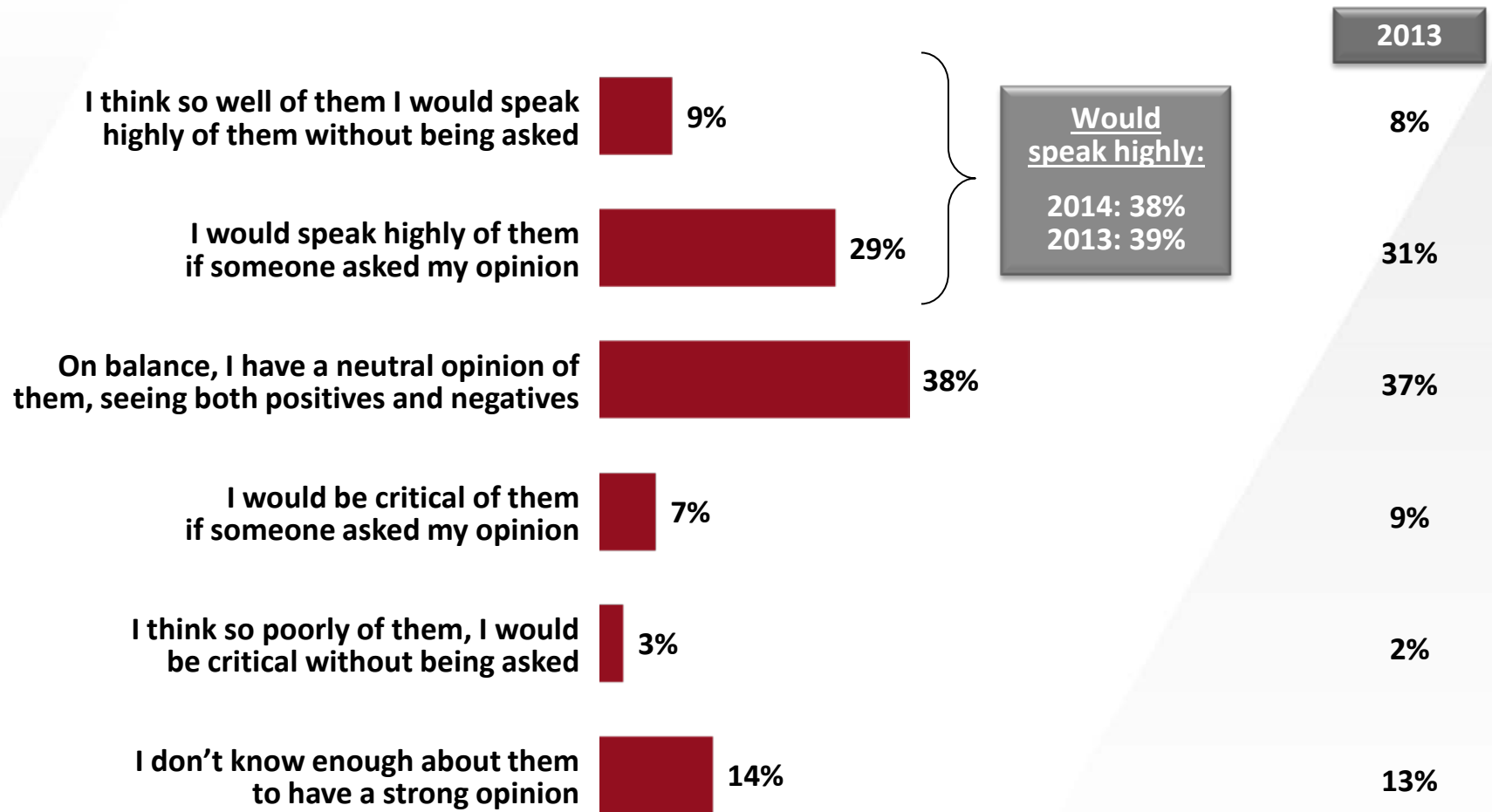
# Trust in The City of Calgary



Base: Have heard of The City of Calgary (n=692)

Q5. Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary? Would you say...?

# Advocacy for The City of Calgary



Base: Have heard of The City of Calgary (n=692)

Q6. Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

# Corporate Reputation: Awareness

## Awareness

- ◆ Roughly eight-in-ten (78%) citizens say they have ‘heard’ about The City of Calgary Municipal government in the past 12 months, consistent with 2013.
  - ❖ Awareness is significantly higher among older Calgarians (87% among those aged 55 years or older and 82% of those aged 35 to 54 years, compared to 66% of 18 to 34 year olds), and those with more than a high school education (85% among those with a university degree and 80% of those with a post-secondary education, compared to 54% of those with a high school education or less).
  - ❖ Further, those with higher household incomes are significantly more likely to have ‘heard’ about The City – 91% among those with a household income of \$120K or more, significantly higher than 82% among those in the \$90K to <\$120K income bracket, both of which are significantly higher compared to those in the \$45K to <\$90K (65%) and less than \$45K (59%) income brackets.

## Means of Awareness

- ◆ Among those aware, the most common means of awareness are ‘TV news’ (74%), ‘public service announcements’ (63%), ‘in a newspaper’ (61%) and ‘radio’ (57%).
  - ❖ Awareness via ‘TV news’ is significantly higher among those aged 55 years or older (80%) and 35 to 54 years (78%), compared to those aged 18 to 34 years (61%).
- ◆ Though comparatively lower, ‘social media’ is increasing in prominence. In 2014, it was cited as a channel for 40% of those aware, a significant 9 percentage point increase from 31% in 2013.
  - ❖ Awareness via ‘social media’ increases significantly as age decreases – from 12% among Calgarians aged 55 years or older, to 45% among those aged 35 to 54 years, to 63% of those aged 18 to 34 years.
    - Further, among those aged 35 to 54 years, awareness via ‘social media’ sees a significant 17 percentage point jump from 2013 (28% vs. 45%).



# Awareness of The City of Calgary

## Past 12 Months Awareness

% Yes

2014

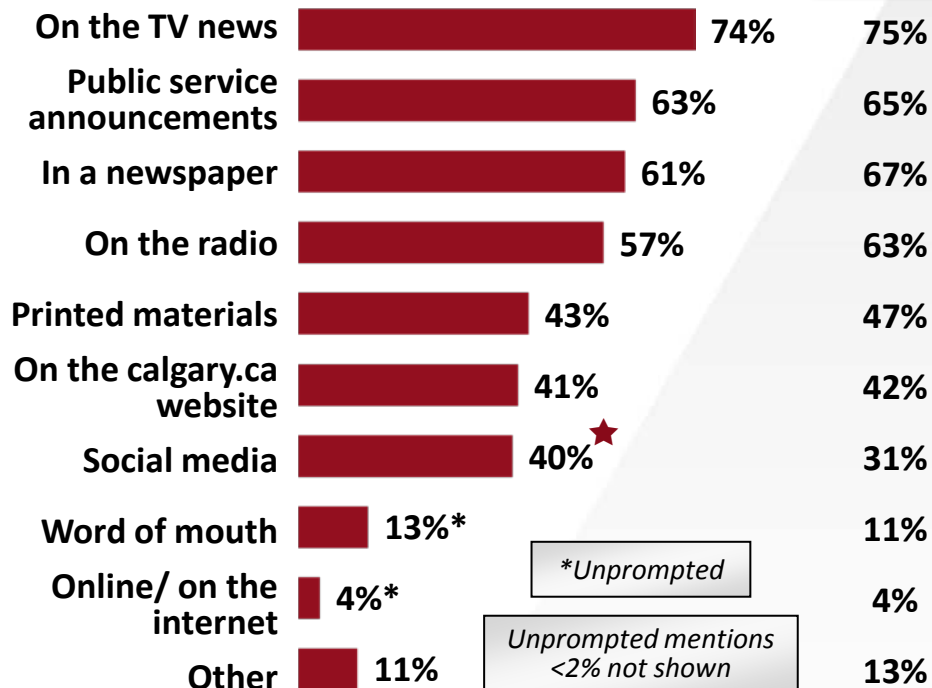
78%

2013

81%

## Means of Awareness

2013



Base: Have heard of The City of Calgary (n=692)

Q8. In the past 12 months, have you heard about The City of Calgary Municipal government, including Council or Administration?

Base: Have heard about The City of Calgary in the past 12 months (n=563)

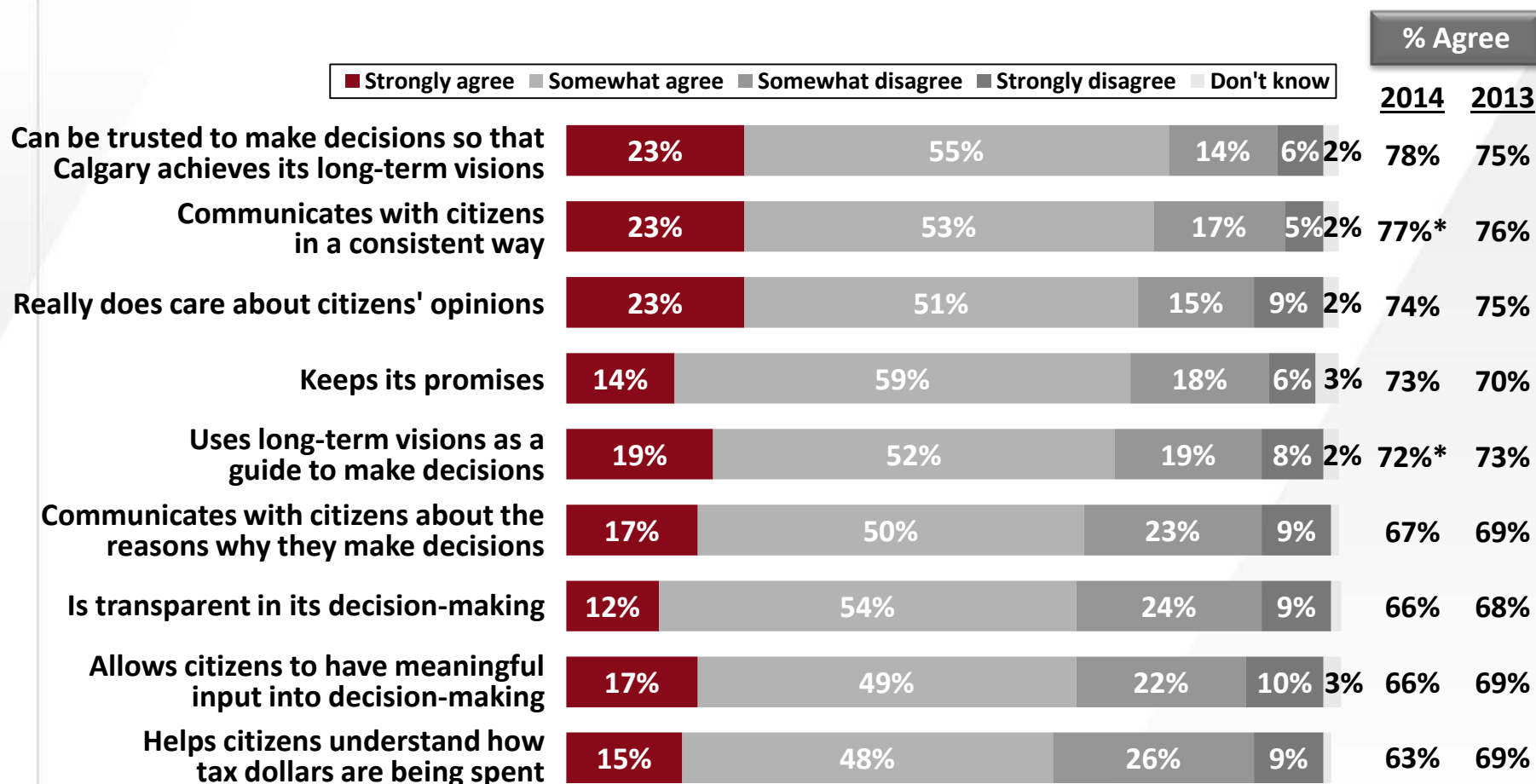
Q9. In the past 12 months, have you heard or seen anything about The City of Calgary on/by/in...?

★ Denotes statistically significant change from 2013 to 2014

# Corporate Reputation: Perceptions of City Communications with Citizens

- ◆ Perceptions regarding The City's communications with citizens and decision-making are positive, although the strength of agreement is tempered.
  - ❖ Agreement is highest for *makes decisions so that Calgary achieves its long-term visions* (78% 'agree', 23% 'strongly agree') and *communicates with citizens in a consistent way* (77% 'agree', 23% 'strongly agree').
  - ❖ In the next tier, overall agreement is just slightly lower: *really does care about citizens' opinions* (74% 'agree', 23% 'strongly agree'), *keeps its promises* (73% 'agree', 14% 'strongly agree') and *uses long-term visions as a guide to make decisions* (72% 'agree', 19% 'strongly agree').
  - ❖ Agreement is comparatively lower for *communicates with citizens about the reasons why they make decisions* (67% 'agree', 17% 'strongly agree'), *is transparent in its decision-making* (66% 'agree', 12% 'strongly agree'), *allows citizens to have meaningful input into decision-making* (66% 'agree', 17% 'strongly agree') and *helps citizens understand how tax dollars are being spent* (63% 'agree', 15% 'strongly agree').
  - ❖ Perceptions of City communications have not changed significantly since 2013.
  - ❖ It is notable that agreement with most statements is significantly higher among Calgarians who have lived in the city for 5 years or less compared to those with a tenure of 20 years or more, as well as younger Calgarians aged 18 to 34 years versus those aged 35 years or older.

# Perceptions of City Communications with Citizens



Base: Have heard of The City of Calgary (n=692)

Q7. Next, I'm going to read some statements which may or may not describe The City of Calgary. Again, by The City of Calgary, we mean the Municipal government, including Council and Administration. For each statement, please tell me whether you agree or disagree that the statement reflects how you feel about The City of Calgary today.

Percentages less than 2% not shown

\*Rounding





# Service and Communications

# Service and Communications: Access Channels

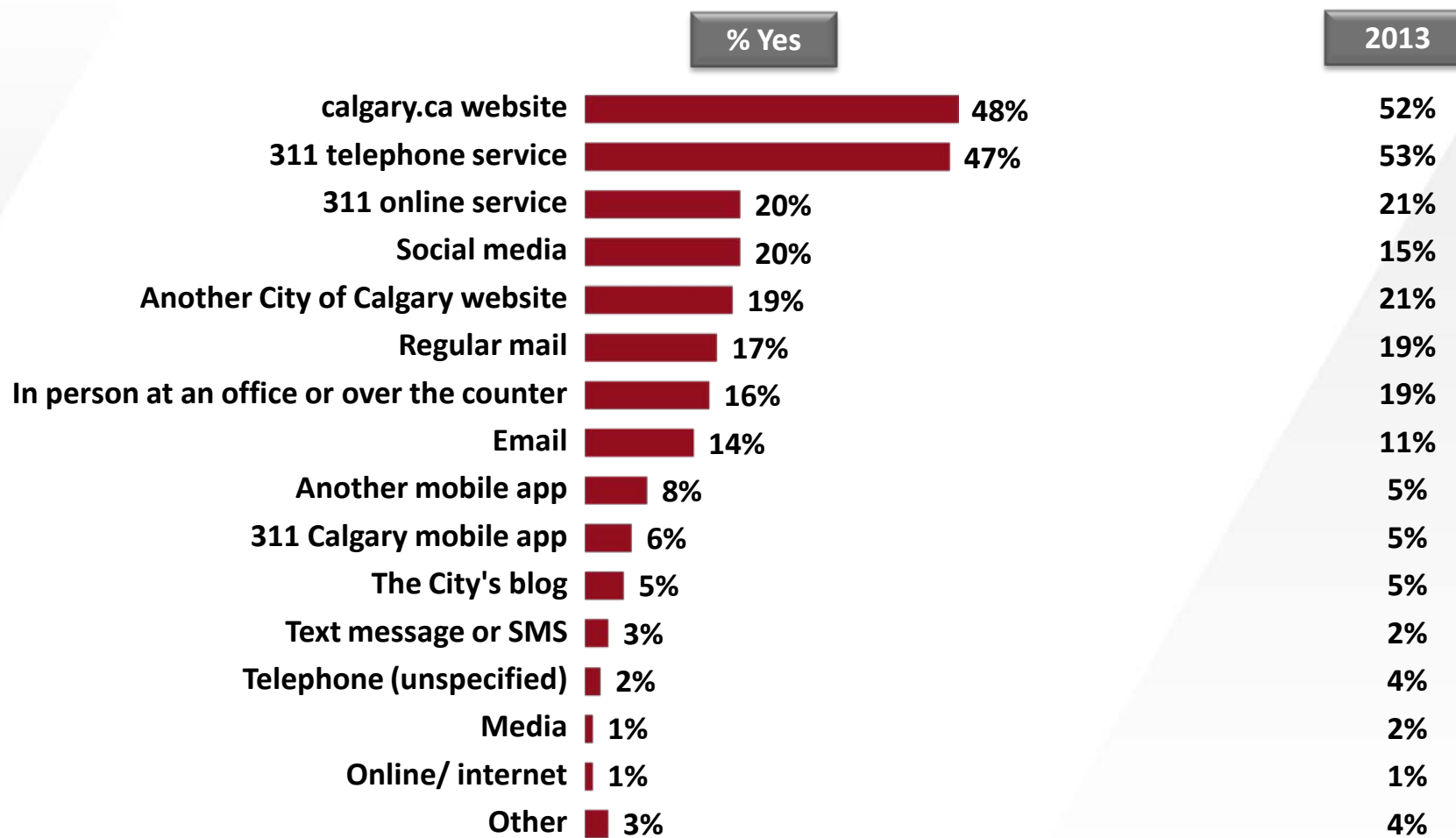
## Means of Accessing Information

- ◆ By far, the most used channels for accessing services or information from The City in the past 12 months are 'calgary.ca' (48%) and the '311 telephone service' (47%).
  - Use of 'calgary.ca' is significantly higher among those aged 35 to 54 years (57%, compared to 46% of 18 to 34 year olds and 35% of those aged 55 years or older).
  - Conversely, the '311 telephone service' is used more heavily by older Calgarians (54% of those aged 55 years or older and 54% of those aged 35 to 54 years, compared to 35% of 18 to 34 year olds).
- ❖ In the next tier are the '311 online service' (20%), 'social media' (20%), 'other City of Calgary websites' (19%), 'regular mail' (17%), 'in-person' (16%) and 'email' (14%).
  - Use of 'social media' is higher among those aged 18 to 34 years (35%, compared to 5% of those aged 55 years and older and 15% of 35 to 54 year olds).
- ❖ Apart from 'social media', use of other emerging channels continues to be low – 'other mobile app' (8%), '311 Calgary mobile app' (6%), 'The City's blog' (5%) and 'text message or SMS' (3%).
- ❖ Channel usage has not changed significantly since 2013.

## Frequency of 311 Access

- ◆ Frequency of 311 usage varies markedly by 311 channel.
  - ❖ In the past 12 months, 74% of those who have used or attempted to use the '311 telephone service' have done so more than once – this drops to 49% for the '311 online service' and 42% for the '311 mobile app'.
    - It is notable that when those who said they had used the '311 mobile app' were asked how many times they used it, one-third (33%) said 'none', while 17% said 'none' with regards to the '311 online service' (though down significantly from 28% 'none' in 2013). This suggests there may be some confusion regarding these channels.

# Means of Accessing Information from The City of Calgary



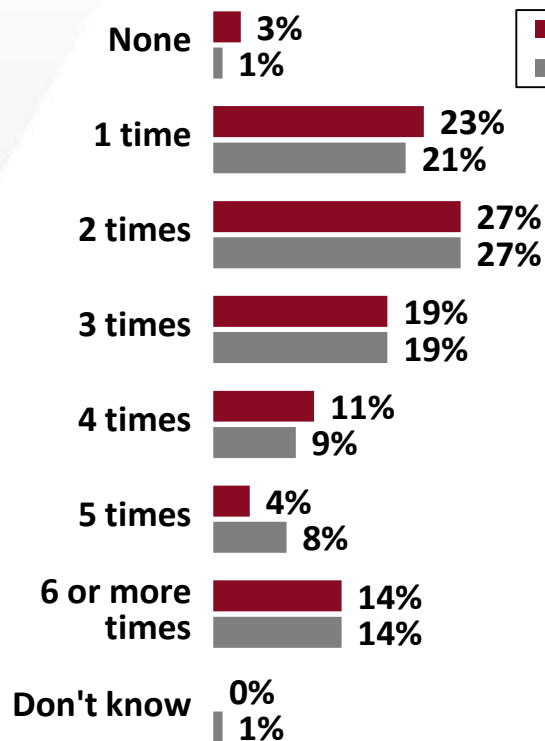
Base: Have heard of The City of Calgary (n=692)

Q10. In the past 12 months, have you accessed or attempted to access services or information from The City of Calgary by/using...?

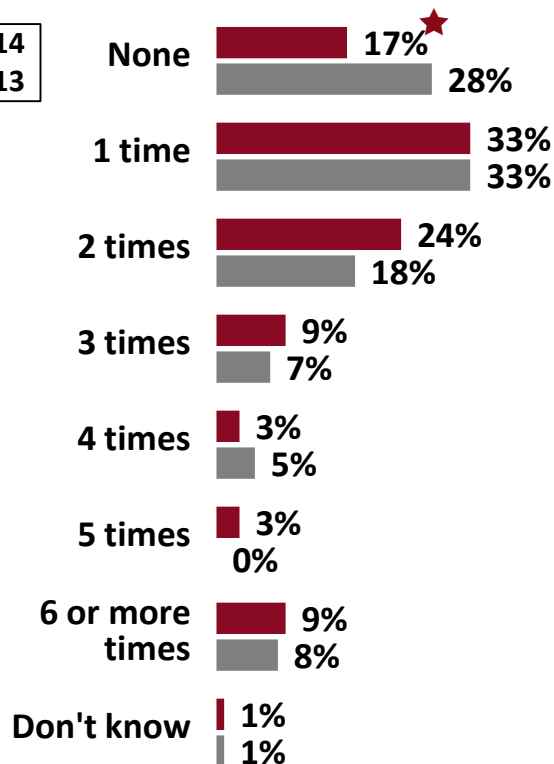


# Frequency of 311 Access

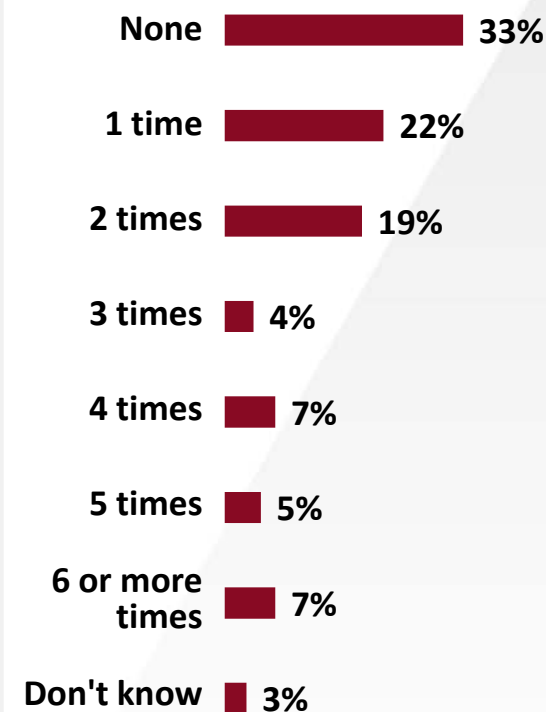
## 311 Telephone Service



## 311 Online Service



## 311 Mobile App\*



★ Denotes statistically significant change from 2013 to 2014

\*Note small base size

Base: Accessed Or Attempted To Call The 311 Telephone Service (n=348)

Q11a. In the past 12 months, how many times have you called the 311 telephone service?

Base: Accessed Or Attempted To Use The 311 Online Service (n=145)

Q11B. In the past 12 months, how many times have you used the 311 online service?

Base: Accessed Or Attempted To Use The 311 Calgary mobile app (n=39\*)

Q11c. In the past 12 months, how many times have you used the 311 mobile app?

# Service and Communications: Satisfaction by Channel and Ease of Accessing and Understanding Information

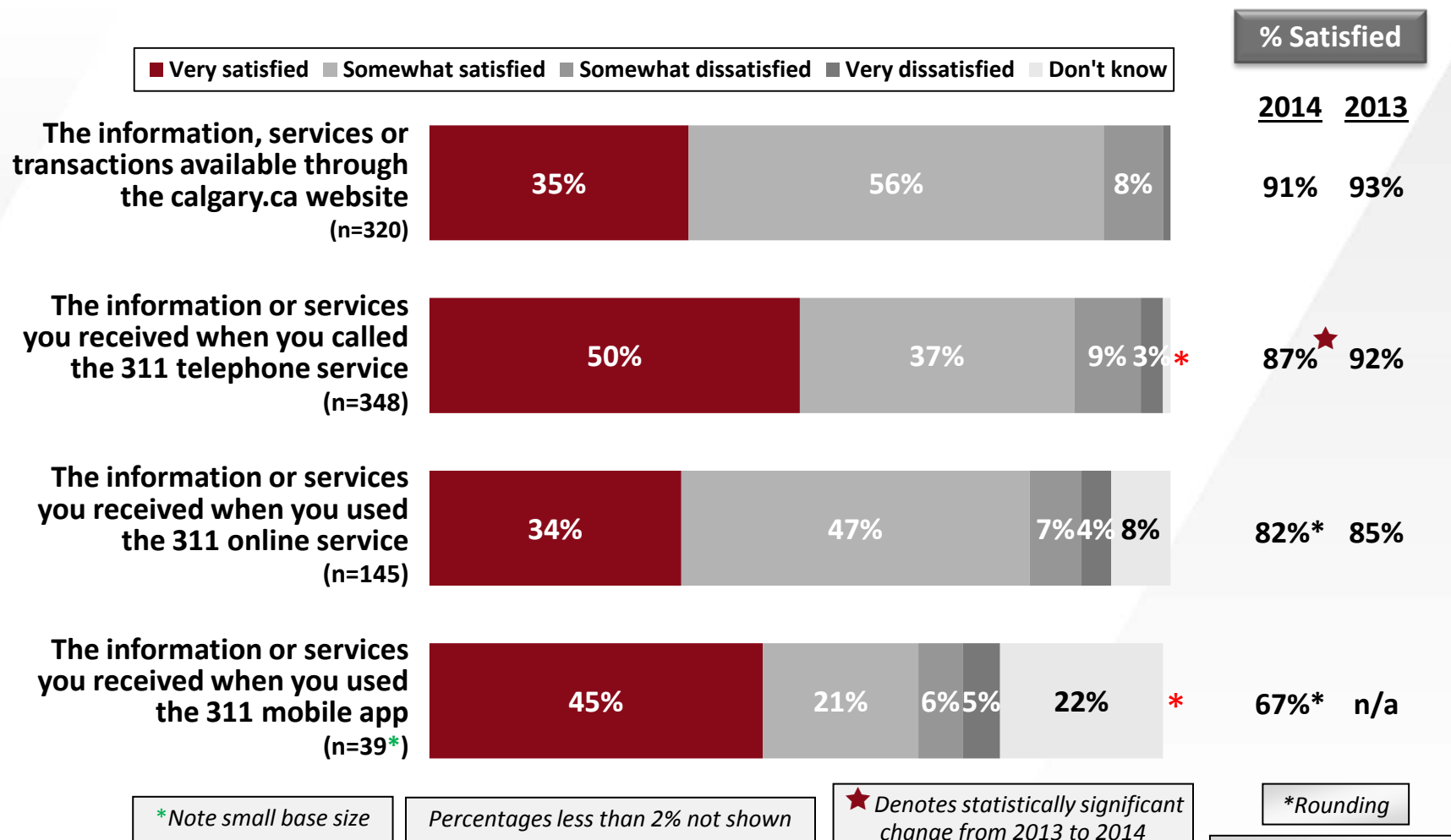
## Satisfaction by Channel

- ◆ Satisfaction with information or services accessed is very high for both 'calgary.ca' (91% 'satisfied') and the '311 telephone service' (87% 'satisfied').
  - ❖ While still very high, there is a significant 5 percentage point decrease in satisfaction with the '311 telephone service' (from 92% in 2013).
  - ❖ That being said, the strength of satisfaction – i.e. 'very satisfied' ratings – is particularly high for the '311 telephone service' (50%).
- ◆ Just slightly lower is satisfaction with the '311 online service' (82% 'satisfied' overall, and 89% excluding the 8% who 'don't know').
- ◆ Trailing is satisfaction with the '311 mobile app' (67% 'satisfied'), however, this is due to the large percentage (22%) of 'don't know' responses – excluding 'don't knows', satisfaction increases to 86%.

## Ease of Accessing and Understanding Information

- ◆ Also strong are the ease of accessing information from The City (80% 'easy') and the ease of understanding information provided by The City (86% 'easy to understand').
  - ❖ There is, however, a significant 6 percentage point drop in 'very easy to understand' ratings (from 37% in 2013 to 31% in 2014).
  - ❖ It is notable that, although still strong, ratings for both ease of access (70%) and ease of understanding (78%) are significantly lower among Calgarians aged 55 years or older.

# Satisfaction with Information or Services via calgary.ca and 311



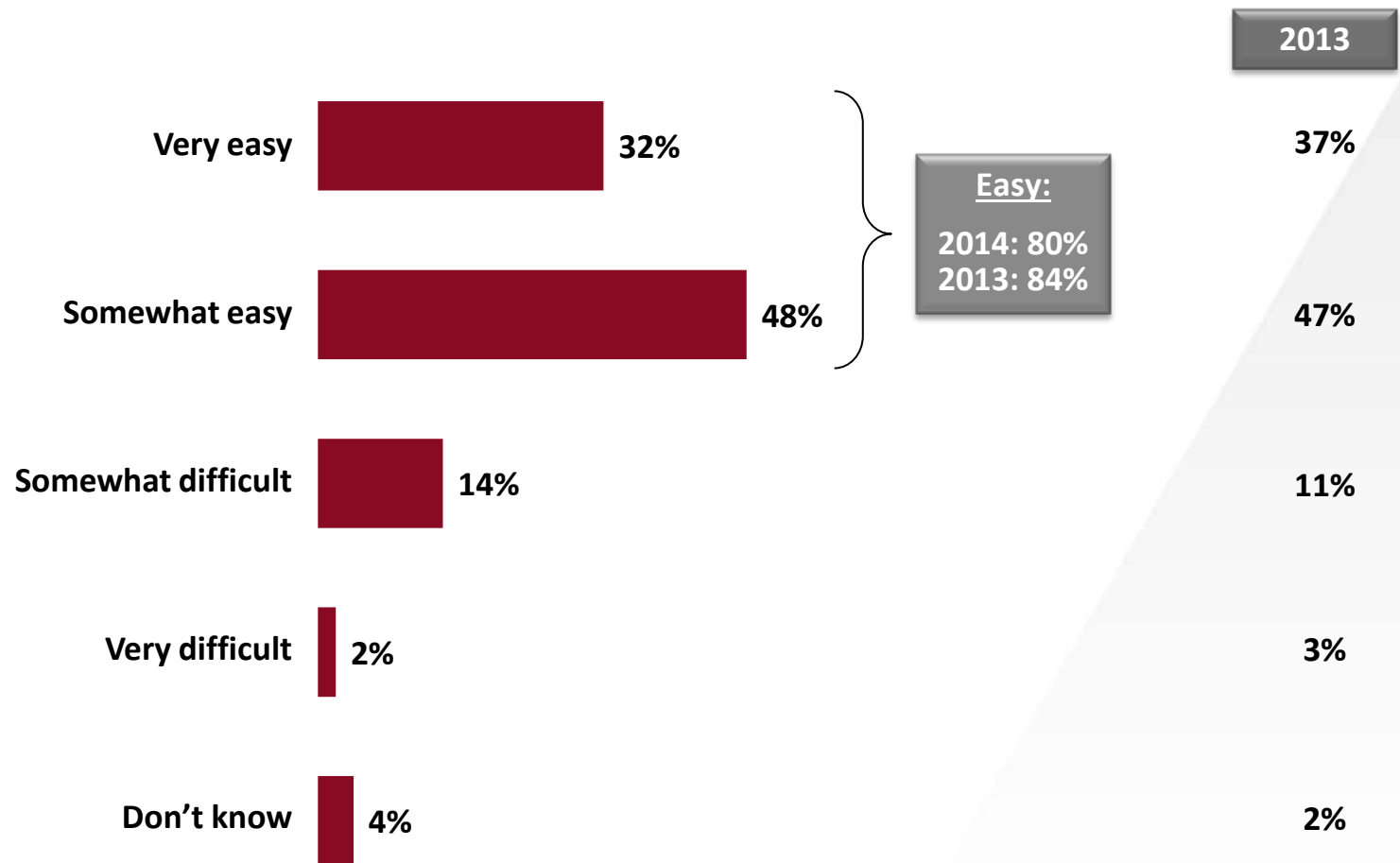
Base: Have accessed services or information in the past 12 months using the channel

Q13. Overall, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with...?

\*Total less than 100% due to rounding



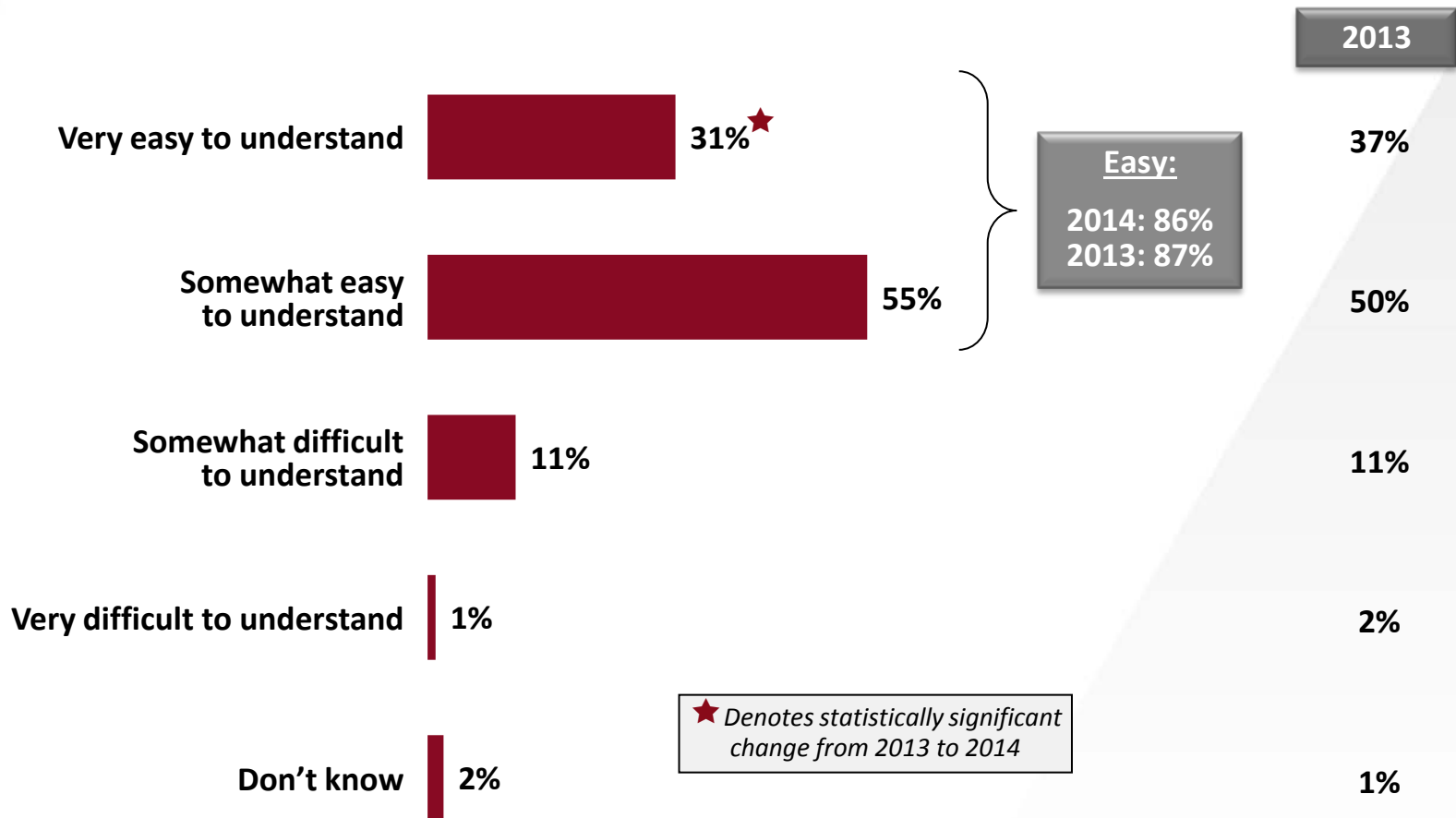
## Ease of Accessing Information from The City



Base: Have heard of The City of Calgary (n=692)

Q15. In general, do you think the information that The City of Calgary provides is ...?

# Ease of Understanding Information from The City



Base: Have heard of The City of Calgary (n=692)

Q15. In general, do you think the information that The City of Calgary provides is ...?



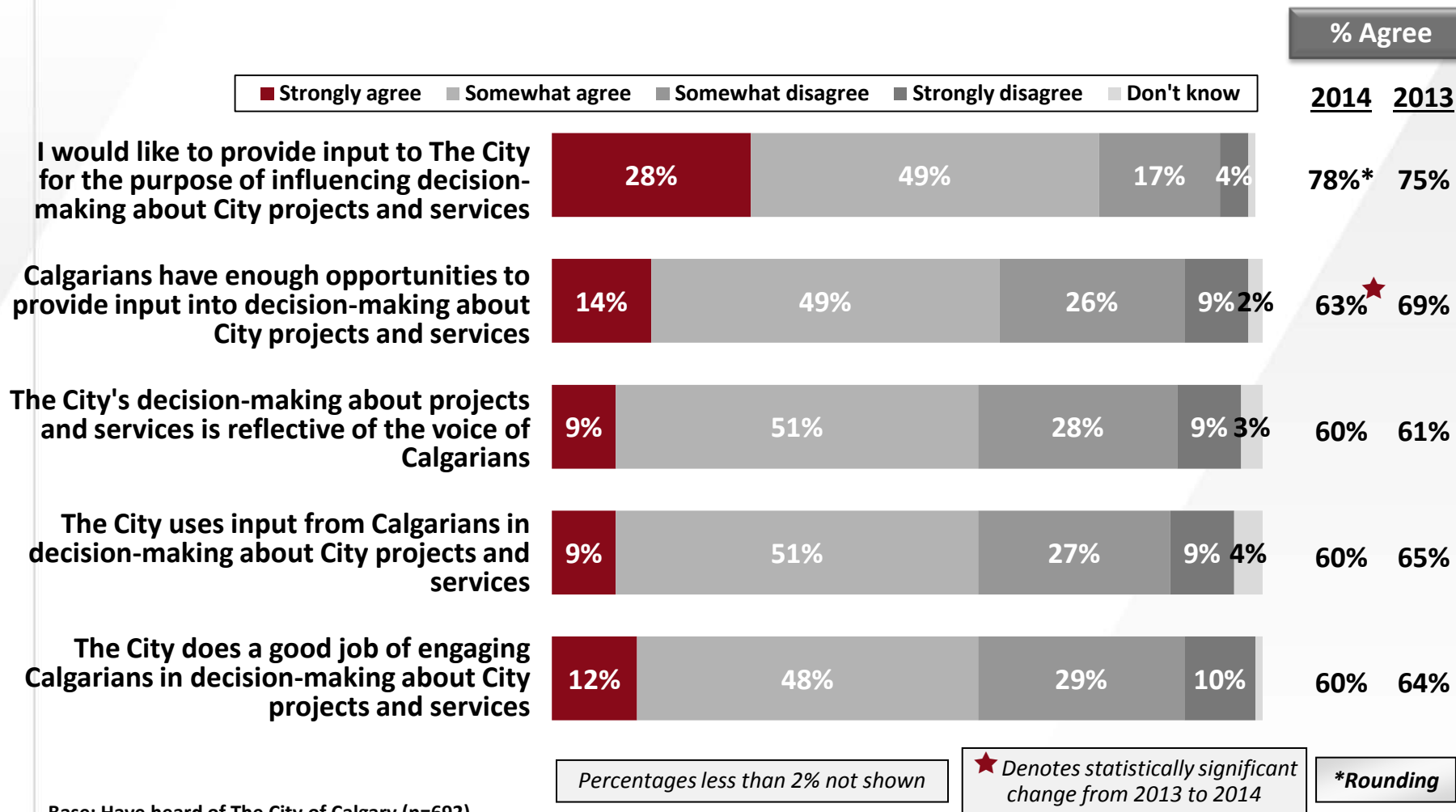
# Engagement and Research



## Engagement and Research: Input to the City

- ◆ The majority of Calgarians express interest in engaging with The City though many do not think they have enough opportunities to provide input.
  - ❖ Nearly eight-in-ten (78%) 'agree' *they would like to provide input to The City for the purpose of influencing decision-making about City projects and services.*
  - ❖ However, only 63% 'agree' *Calgarians have enough opportunities to provide input into decision-making about City projects and services',* down significantly from 69% in 2013.
  - ❖ Still, 60% 'agree' *The City's decision-making about projects and services is reflective of the voice of Calgarians, The City uses input from Calgarians in decision-making about City projects and services, and The City does a good job of engaging Calgarians in decision-making about City projects and services.*
- ◆ Overall, 39% of Calgarians say they provided input to The City in some way over the past 12 months, with 30% providing input through one of the four specific engagement activities assessed: 15% via an 'in-person event', 12% via an 'online survey', 9% via an 'online discussion' and 2% via a 'focus group'.
  - ❖ Means of providing input are consistent with 2013 measures.

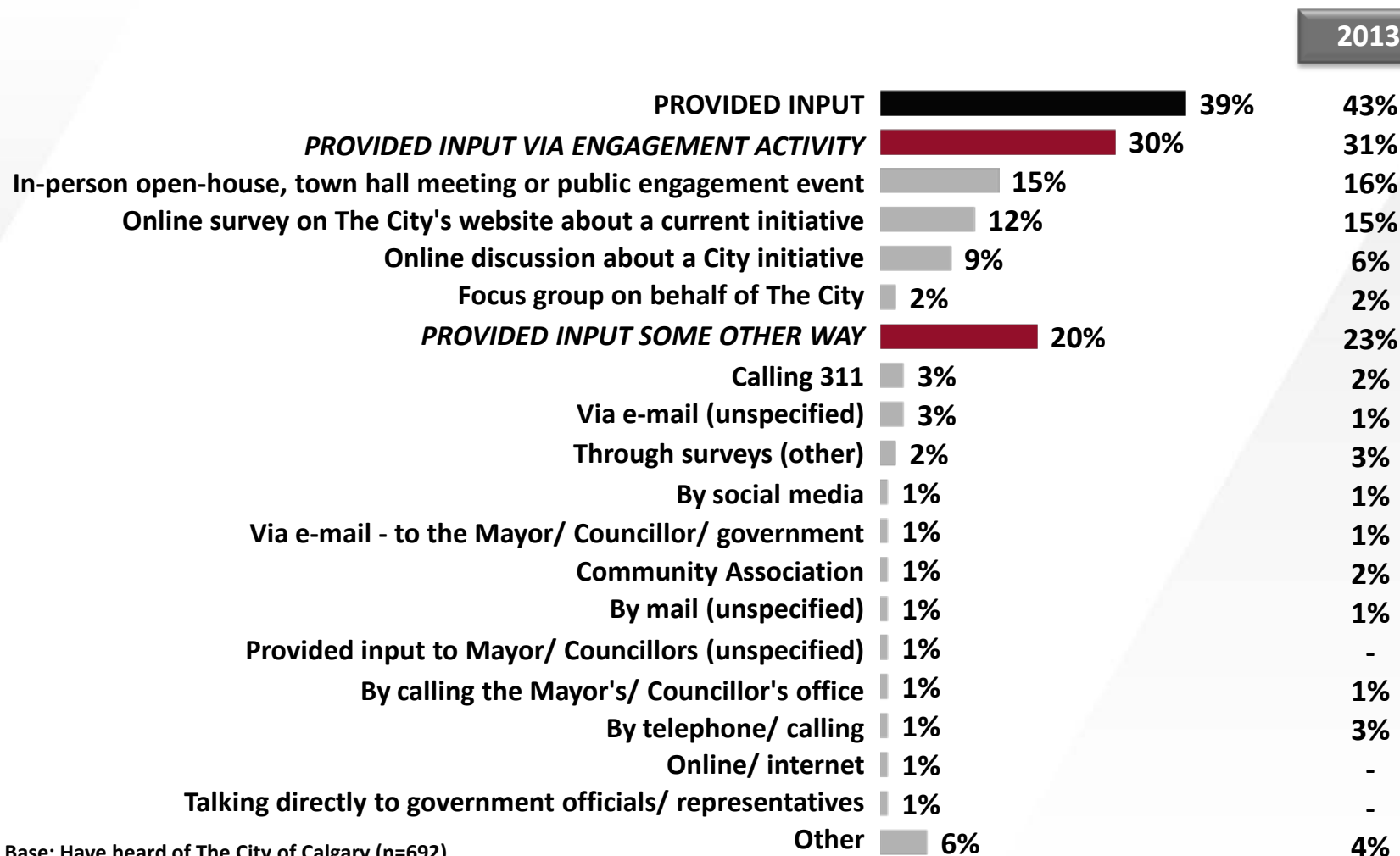
# Perceptions Regarding Input to The City from Calgarians



Base: Have heard of The City of Calgary (n=692)

Q16. Please indicate your agreement or disagreement with the following statements

# Past 12 Months Incidence of Providing Input to The City



Base: Have heard of The City of Calgary (n=692)

Q17. In the past 12 months, have you ...?



# Means of Awareness of Engagement Activities

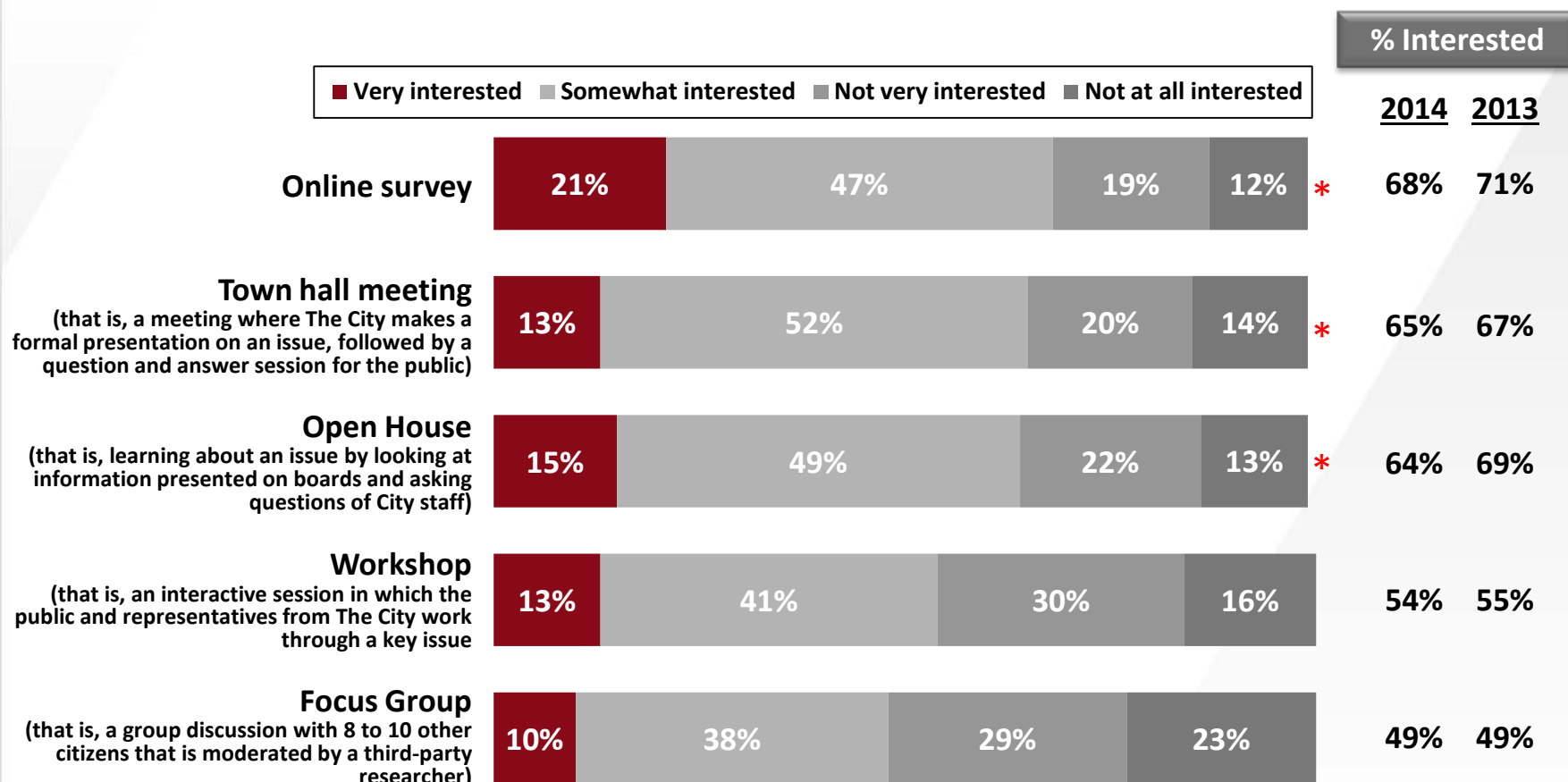
	In-person event (n=112)	Online Discussion (n=52)	Online Survey (n=84)
Sign in the neighbourhood	19%	2%	3%
Community Association newsletter/ website	16%	4%	11%
Radio, TV or newspaper	15%	8%	11%
Word-of-mouth	11%	19%	11%
Online/ Internet	7%	10%	4%
Calgary.ca/ The City's website	7%	14%	29%
Mail	6%	-	3%
Social Media	5%	26%	14%
Through work	5%	-	1%
From school	2%	4%	-
Printed materials (e.g. posters, brochures)	4%	-	1%
Email	1%	5%	8%
Other	7%	9%	9%
Don't know	3%	3%	5%

Base: Have taken part in the engagement activity  
Q18. Where did you find out about this opportunity?

## Engagement and Research: Preferred Engagement Channels

- ◆ The preferred engagement channels for providing input to The City are ‘completing an online survey’ (68% ‘interested’), ‘attending a town hall meeting’ (65% ‘interested’) and ‘attending an open house’ (64% ‘interested’).
- ◆ In the next tier are ‘attending a workshop’ (54% ‘interested’), ‘attending a focus group’ (49% ‘interested’), ‘attending a Councillor-led meeting’ (48% ‘interested’) and ‘taking part in an online forum’ (45% ‘interested’).
  - ❖ Interest in ‘attending a Councillor-led meeting’ sees a significant 8 percentage point drop from 2013 (56% ‘interested’).
- ◆ Overall, social media garners the lowest levels of interest: ‘providing input on The City’s Facebook page’ (35%) and ‘providing input on The City’s Twitter accounts’ (23%).
  - ❖ That being said, both channels may be good ways of engaging younger Calgarians.
    - Half (48%) of those aged 18 to 34 years and 36% of those aged 35 to 54 years would be ‘interested’ in using ‘Facebook’ to engage – significantly higher than the 18% of those aged 55 years or older.
    - Further, significantly more 18 to 34 year olds (29%) and 35 to 54 year olds (26%) would be ‘interested’ in providing input via ‘Twitter’ compared to their counterparts aged 55 years or older (10%).

# Preferred Engagement Channels for Providing Input to The City



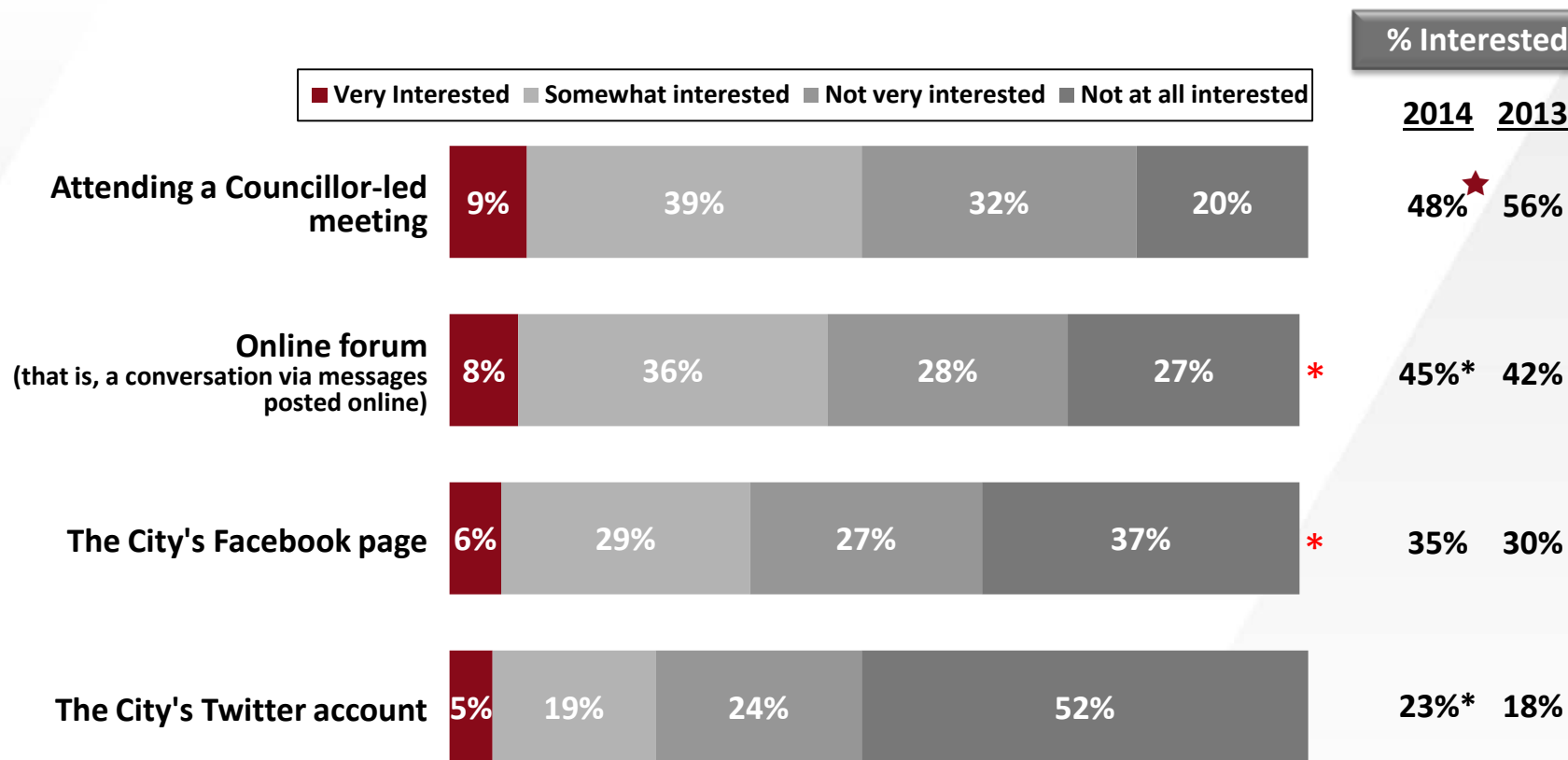
\*Does not total to 100% due to rounding

Base: Would like to provide input to The City (n=524)

Q19. Would you be very interested, somewhat interested, not very interested or not at all interested in providing input to The City for the purpose of influencing decision-making by ...? How about by ...?



# Preferred Engagement Channels for Providing Input to The City (cont'd)



\*Does not total to 100% due to rounding

\*Rounding

★ Denotes statistically significant change from 2013 to 2014

Base: Would like to provide input to The City (n=524)

Q19. Would you be very interested, somewhat interested, not very interested or not at all interested in providing input to The City for the purpose of influencing decision-making by ...? How about by ...?



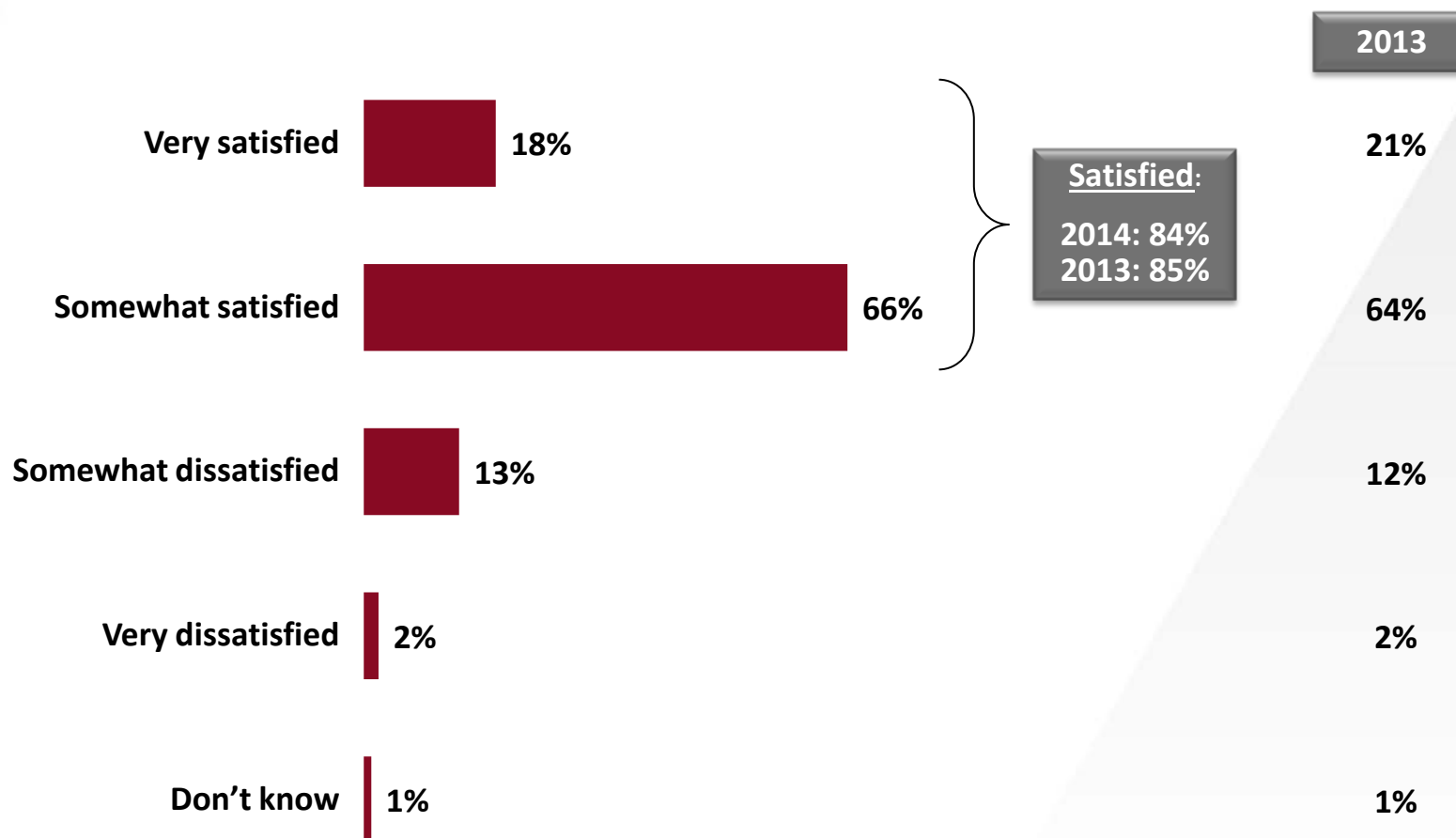
# Overall Satisfaction

## Overall Satisfaction with Information and Communications

- ◆ Overall satisfaction with access to City information and services, as well as communications both from and with The City, is high (84% 'satisfied') and consistent with 2013.
  - ❖ Still, just 18% are 'very satisfied', leaving room for positive movement.
  - ❖ Satisfaction is significantly higher among newcomers to Calgary who have lived in the city for 5 years or less (94% 'satisfied') compared to their counterparts who have lived in Calgary for more than 20 years (80% 'satisfied').



# Overall Satisfaction with City Information and Communication



Base: Have heard of The City of Calgary (n=692)

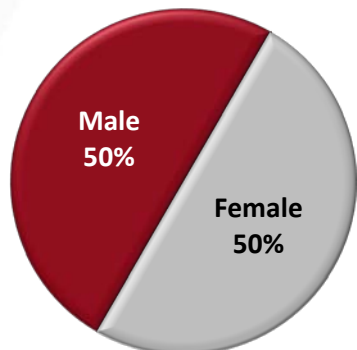
Q20. Thinking about your access to City information and services as well as communications both from and with The City, overall, how satisfied are you with City of Calgary information and communications?



# Demographics

# Demographics

**Gender**



**Age**

18 to 24	17%
25 to 34	17%
35 to 44	19%
45 to 54	19%
55 to 64	14%
65 or more	13%
No response	2%
Mean	44 years

*Note: Rounding*

**Education**

Completed high school or less	17%
Some post secondary or college diploma	37%
Completed university undergraduate or post-graduate degree	45%
No response	1%

**Income**

<\$30,000	5%
\$30,000 to <\$45,000	8%
\$45,000 to <\$60,000	7%
\$60,000 to <\$75,000	9%
\$75,000 to <\$90,000	6%
\$90,000 to <\$105,000	9%
\$105,000 to <\$120,000	9%
\$120,000 or more	32%
No response	16%

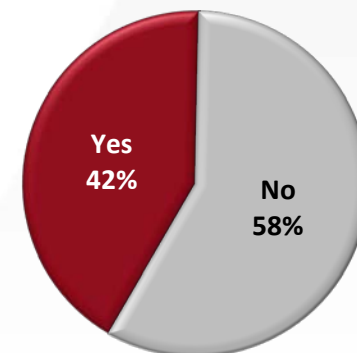
*Note: Rounding*

**People in Household**

1	13%
2	28%
3	21%
4	23%
5	10%
6 or more	6%

*Note: Rounding*

**Children in Household**



**Base: All respondents (n=700)**



# Demographics

**Tenure in Calgary**

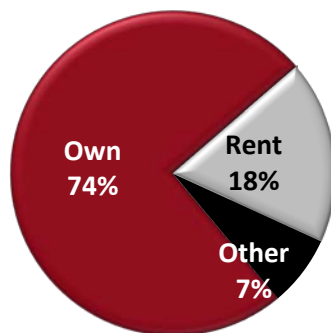
Less than 5 years	12%
5 to less than 10 years	11%
10 to less than 15 years	12%
15 to less than 20 years	12%
20 to less than 25 years	13%
25 to less than 30 years	6%
30 to less than 35 years	9%
35 to less than 40 years	7%
40 years or more	20%

*Note: Rounding.*

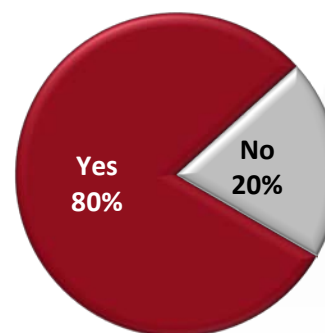
**Type of Home**

Apartment	8%
Townhouse	8%
Condominium	8%
Single-detached house	66%
Duplex-attached house	5%
Another type of multi-dwelling unit	4%
No response	1%

**Own or Rent**



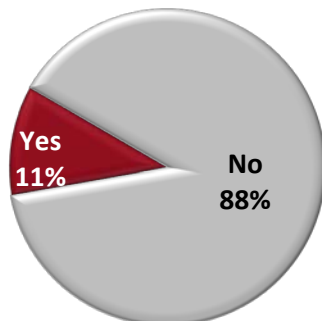
**Responsible for Property Taxes**



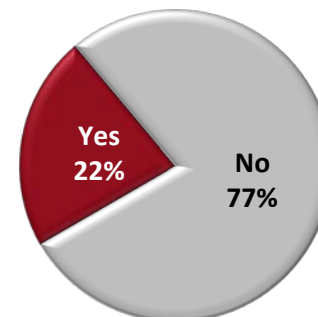
**Base: All respondents (n=700)**

# Demographics

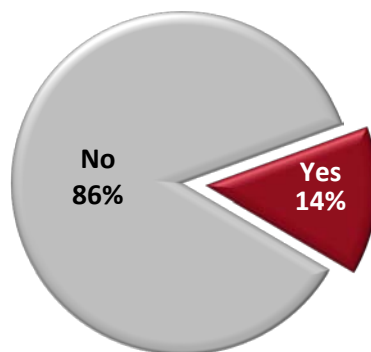
**Disability**



**Visible Minority**



**Helpful to Get Information in a Language Other than English**



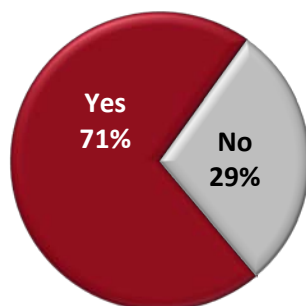
(n=73)

Punjabi	21%
Mandarin	17%
Cantonese	14%
Spanish	9%
Tagalog	7%
Vietnamese	5%
Arabic	5%
French	4%
Farsi	2%
Urdu	2%
Other	29%
Don't know	1%

**Base: All respondents (n=700)**

# Demographics

## Born in Canada



## Country of Birth

(n=194)

India	15%
China	11%
Philippines	9%
United Kingdom	8%
United States	5%
Africa (unspecified)	3%
Pakistan	2%
Hong Kong	2%
Other	22%

*Note: Mentions < 2% not shown*



## Tenure in Canada

(n=194)

Less than 5 years	20%
6 to 10 years	15%
11 to 20 years	29%
20 years or more	35%

*Note: Rounding.*

**Base: All respondents (n=700)**





# Contact

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