



THE CITY OF
CALGARY

2012 AFFORDABLE HOUSING CITIZEN PERCEPTIONS SURVEY

OFFICE OF LAND SERVICING
AND HOUSING,
AFFORDABLE HOUSING
DIVISION

DECEMBER
2012

Background and Methods



Background

- The City of Calgary, Office of Land Servicing and Housing (OLSH) plays an important role in providing and facilitating the provision of affordable rental housing through buying, building and partnering in the development of housing projects
- To assist its efforts in creating more affordable rental housing within the city, OLSH conducted a survey with Calgarians to understand their perspectives about affordable housing
- The survey of Calgarians will assist The City with its efforts to create more affordable rental housing within the city
- By understanding Calgarians' views on affordable housing, OLSH will be better equipped to address community residents' expectations and help them understand the needs associated with affordable housing in Calgary

Methods

- A random sample of 500 adult Calgarians were interviewed by telephone
- The respondent sample was controlled to ensure equal representation between males and females, and an effective distribution was achieved for quadrant residence and housing tenure
- The sample was drawn fairly evenly between landline (47%) and mobile (53%) telephone numbers
- A sample size of 500 yields an estimated margin of error of $\pm 4.4\%$ within a 95% confidence interval for the Calgary adult population

Demographics



Respondent Profile			
Characteristic	Descriptors	2012 Survey Results (n=500)	Civic Census Comparison
Gender	Female	50	50
	Male	50	50
	Total	100	100
Quadrant	Southwest	31	30
	Southeast	21	23
	Northwest	28	28
	Northeast	20	19
	Total	100	100
Age	18 to 24	8	12
	25 to 34	24	21
	35 to 44	20	21
	45 to 54	17	20
	55 to 64	14	13
	65+	15	12
	Refused	2	
	Total	100	100
Housing Tenure	Own	70	70
	Rent	30	30
	Refused	<1	
	Total	100	100
Type of Housing	Single-detached house	70	n/a
	Semi-detached house/duplex/ row house/townhouse	13	
	Condominium building with less than 6 units	4	
	Apartment or condominium with 6 or more units	12	
	Don't know/refused	6	
	Total	100	
Household Income	Less than \$40,000	12	n/a
	\$40,000 to less than \$90,000	29	
	\$90,000 to less than \$125,000	16	
	\$125,000 or more	27	
	Refused	16	
	Total	100	
Number of people in household	1	16	n/a
	2	32	
	3	20	
	4	17	
	>4	16	
	Total	100	
Household with children under 18 years of age	Yes	36	n/a
	No	13	
	Refused	<1	
	Total	100	

What is Affordable Housing



Perceptions of Affordable Rental Housing (Unaided)	
Perceptions	% of Respondents (n=464)
Housing that is affordable to the occupant	28
Housing that doesn't strain people's finances (able to pay)	17
Housing for low income people (not making a lot of money)	17
Housing that provides basic necessities (shelter, etc.)	14
Rentable housing that is based on income	9
Subsidized housing	8
Multi-family buildings/houses (duplexes, condos, apartments)	4
Housing for people in financial need	4
Poor quality housing	3
Housing for moderate income people	2
Housing that is paid for by taxes/government	1
Housing for less desirable people (criminals, addicts etc.)	1
Housing for disabled people	1
More diverse communities	1
Other	2

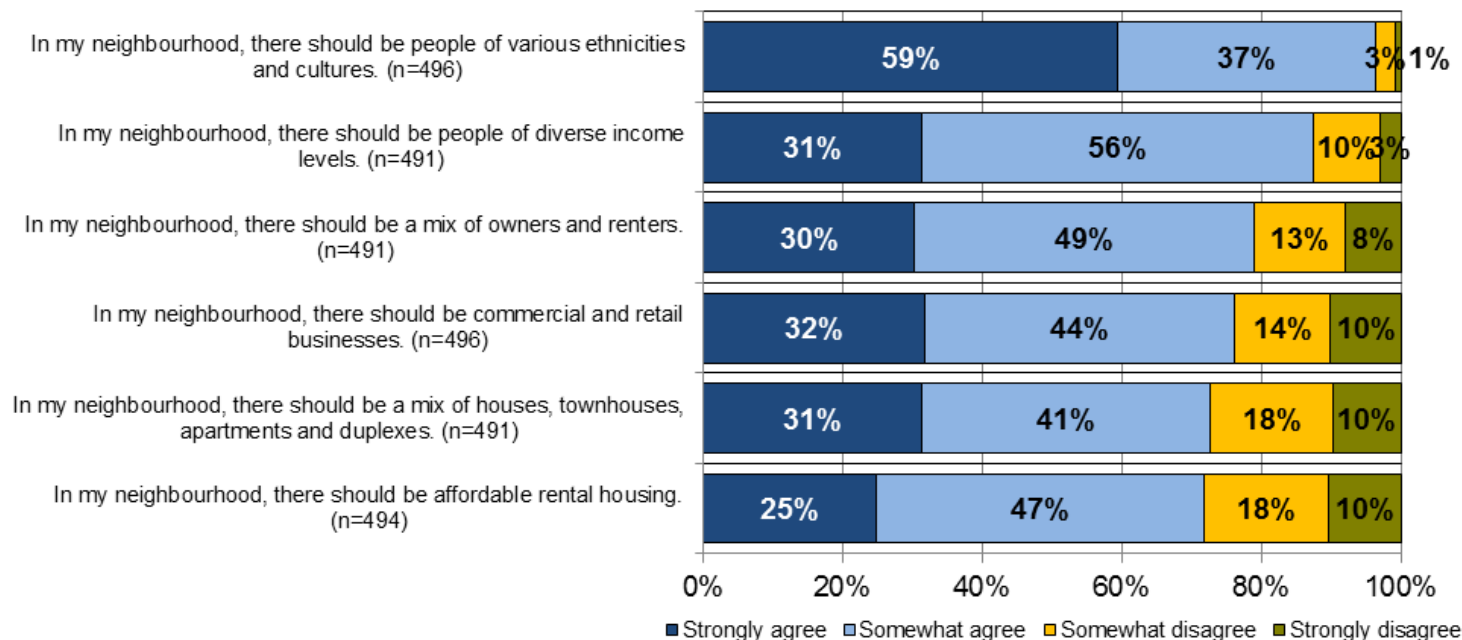
Question: When you hear the term "affordable rental housing," what does it mean to you?

Perceptions About Neighbourhoods



Most Calgarians expect there to be diversity in their neighbourhoods, including affordable housing

Diversity within Neighbourhoods



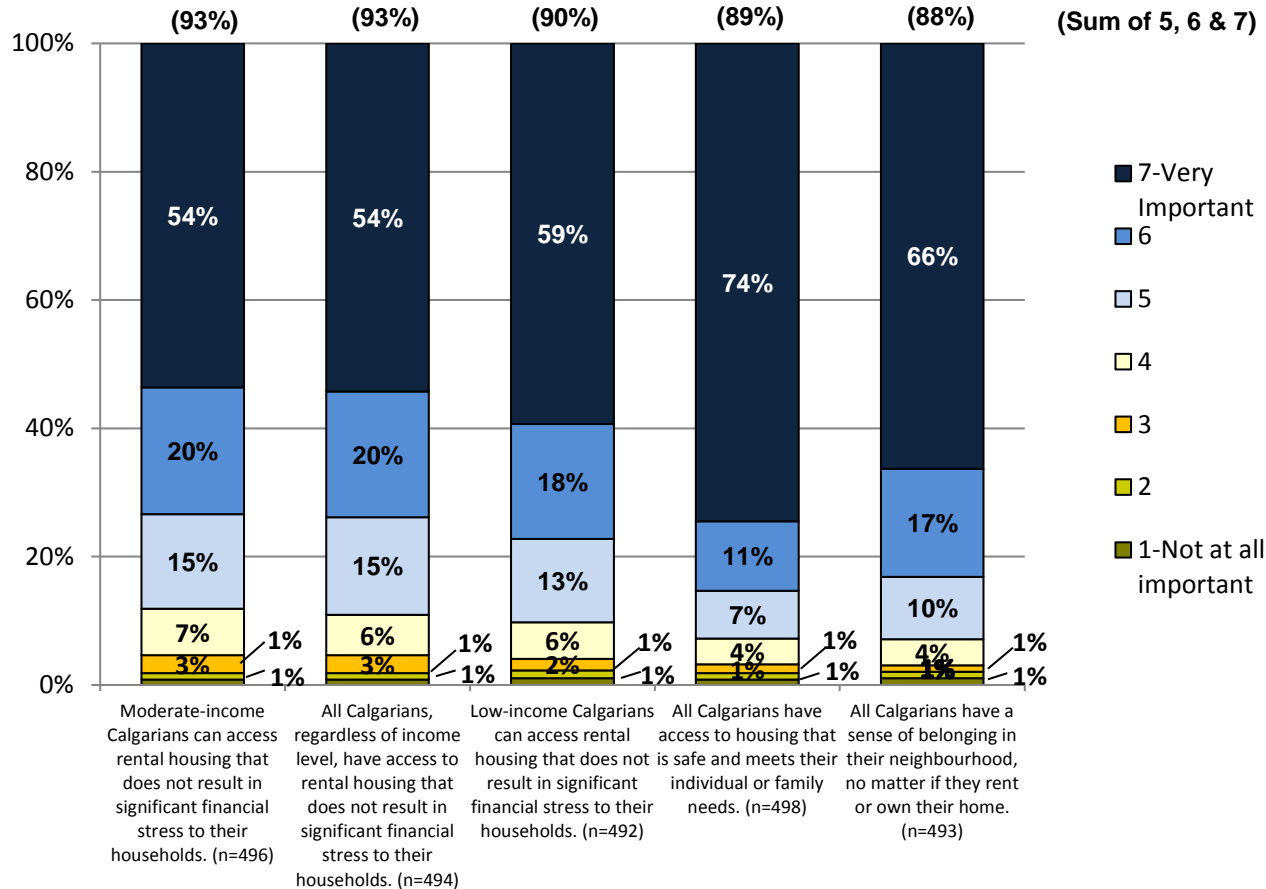
Question: I am going to read you a list of statements about the type of neighbourhood you would like to live in. I want you to tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with these statements.

Attitudes about Affordable Housing



Calgarians believe that all citizens should have access to affordable housing that is safe and meets their needs

Accessibility to Housing for Calgarians



Question: Please tell me how important each of the following statements is to you. Please use a scale of 1 to 7, where 1 means the statement is "not at all important" and 7 means it is "very important". [READ STATEMENT] How important is it to you that...

Attitudes about Affordable Housing



Calgarians recognize the benefits of affordable housing being available to citizens

Benefits of Having Affordable Housing Available to Calgarians (Unaided)	
Characteristics	% of Respondents (n=440)
More people in the workforce	21
More diversity in the city	20
Makes Calgary more welcoming/better place to live or move to	19
Fewer homeless people on the streets	15
Improves quality of life for those who use it	14
Allows for people to advance their education/employability	13
So everybody has an opportunity to obtain shelter	12
Helps boost the economy	8
Reduces crime/criminal activity	6
Moral obligation to help those who need it	5
Takes strain off of shelters and food banks	3
None/No benefit	2

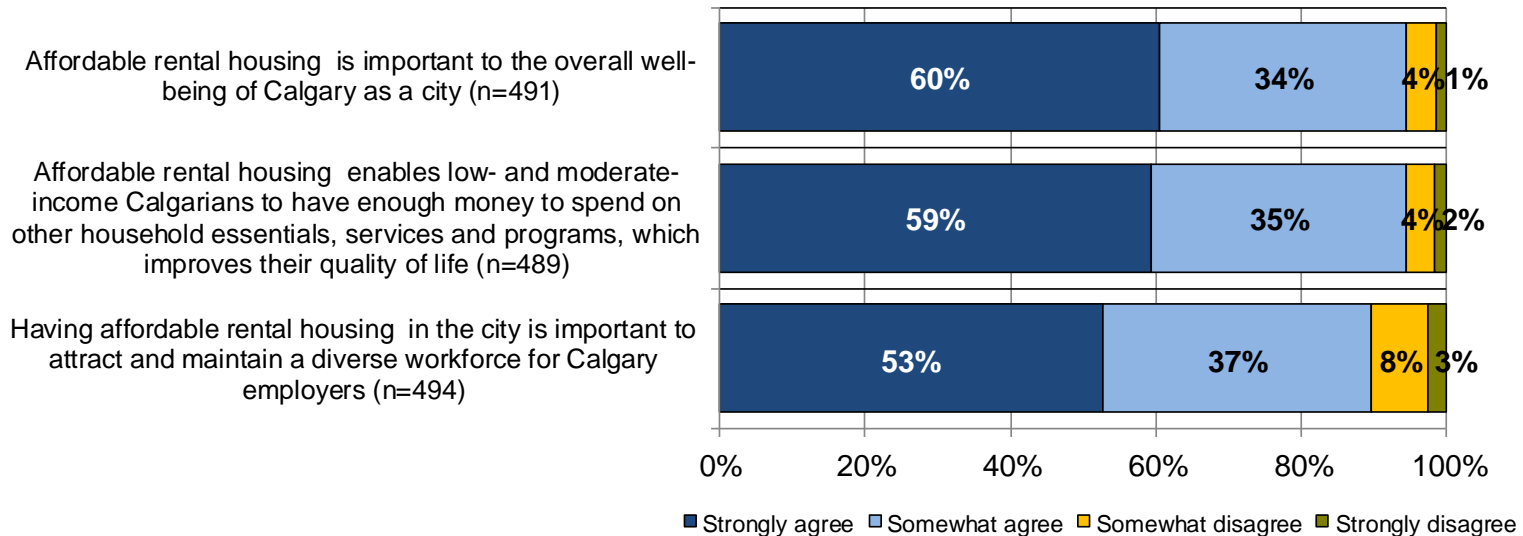
Question: If you were to describe Calgarians who access affordable rental housing, who might they be? [DO NOT READ, SELECT ALL THAT APPLY – PROMPT FOR UP TO THREE RESPONSES] Anyone else?

Attitudes about Affordable Housing



Calgarians recognize the benefits of affordable housing being available to citizens, continued...

Benefits of Access to Affordable Housing



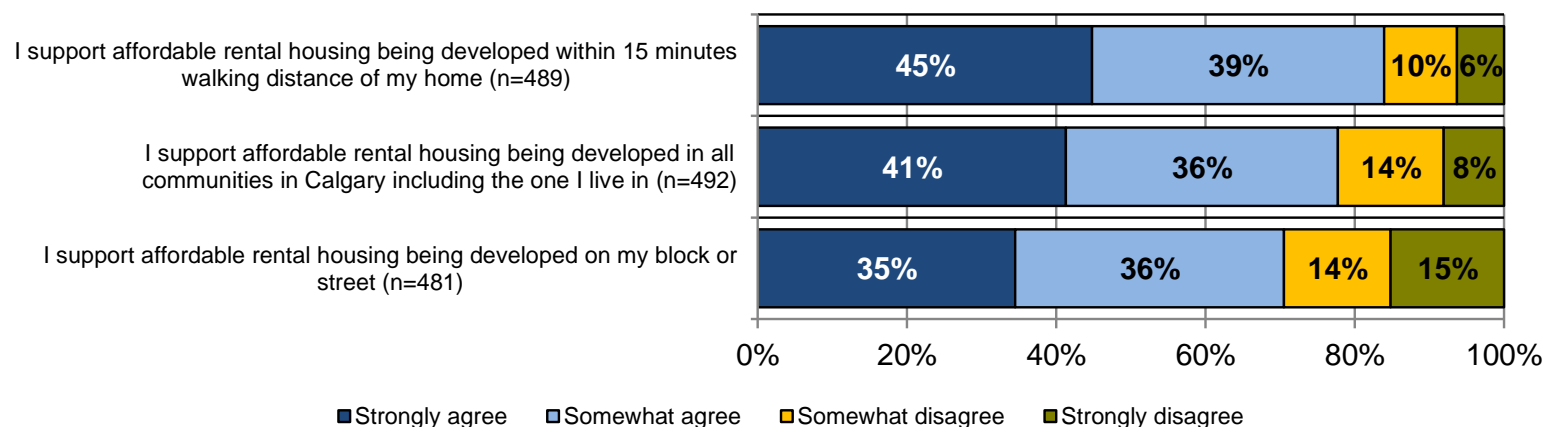
Question: Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements about affordable rental housing.

Attitudes about Affordable Housing



A significant majority of Calgarians support affordable housing being developed in their community

Support for Affordable Housing



Respondents were provided with the following definition of affordable rental housing prior to stating their support for these issues:

"I will be using the term affordable rental housing to mean subsidized housing for low- and moderate-income Calgarians. The subsidy provided allows individuals and/or families to rent housing at below typical Calgary rent rates. Please note, emergency shelter, drop-in centres, short-term or temporary housing and home ownership programs are not included."

Question: Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about affordable rental housing .

Perceptions of Calgarians who Use Affordable Housing



Calgarians are comfortable with living near occupants of affordable housing

Descriptions of Calgarians who Access Affordable Housing (Unaided)	
Descriptions	% of Respondents (n=499)
Workers in low paying jobs	51
Single parents	35
New immigrants	34
Families	15
People with mental or physical challenges (AISH, disability or WCB)	13
Seniors (nursing home)	11
Unemployed (welfare, social assistance, EI)	10
Post-secondary students	9
Anybody might access it	7
Homeless	5
Seniors (not nursing home)	4
People dealing with addictions	3
Youth/younger people	3
Adult learners	2
Refugees	1
Previously convicted individuals	1
People who have experienced domestic violence	1
Transient workers	1
People dealing with divorce	1
Aboriginals/First Nation	<1
Lazy people	<1
Don't know	10

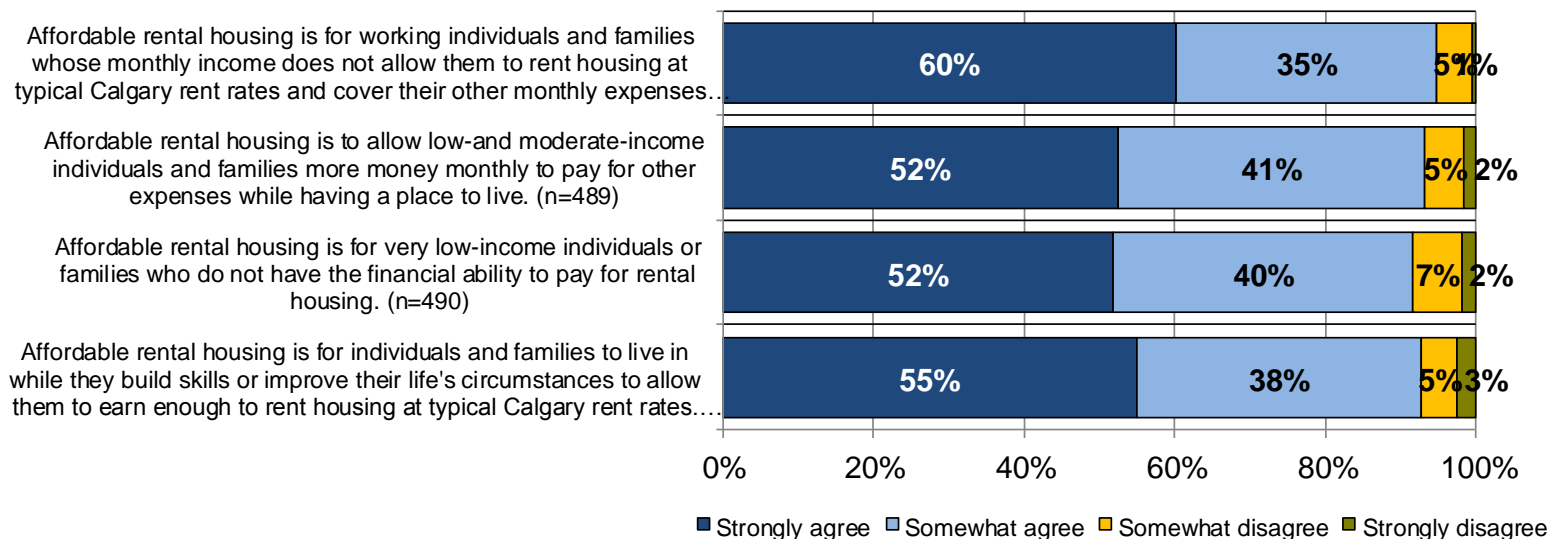
Question: If you were to describe Calgarians who access affordable rental housing, who might they be?

Perceptions of Calgarians who Use Affordable Housing



Calgarians are comfortable with living near occupants of affordable housing, continued...

Calgarians who Access Affordable Housing (Aided)



Question: When thinking about why affordable rental housing or subsidized housing exists, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements.

Attitudes about Affordable Housing



Calgarians are comfortable with living near occupants of affordable housing, continued...

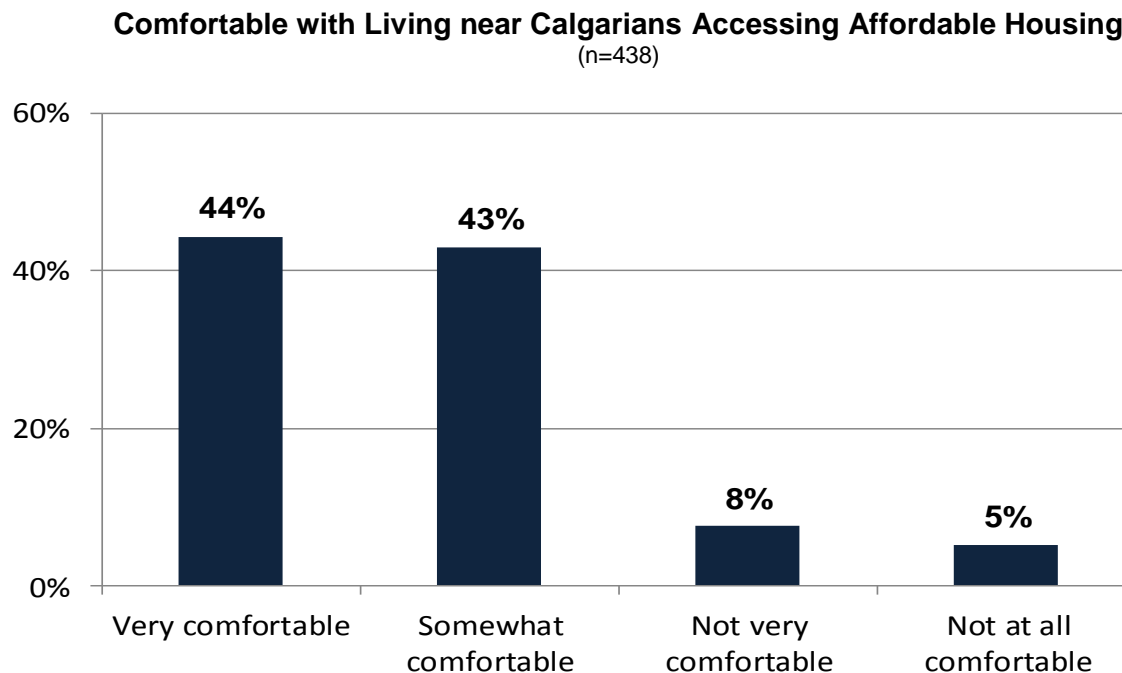
Concerns about Affordable Housing (Unaided)	
Concerns	% of Respondents (n=486)
I don't have any concerns	31
The wrong type of people would live next to me	22
Increased traffic or parking concerns	21
My property value would be impacted	17
My family's safety	13
Increase in crime	8
Homeless or people with drug additions would live next to me	8
Properties may not be properly maintained	6
Functionally/aesthetically not fitting in with our community	5
The density of people/units	3
No room in our community/would have to destroy homes	2
People abusing the system	2
Increased noise/disturbance in community	2
Transportation concerns (access to transit and amenities)	1
Loss of privacy (if housing is in a tall building)	<1
Don't know	2

Question: What concerns, if any, would you have if affordable multi-unit rental housing was built on your block or street?

Perceptions of Calgarians who Use Affordable Housing



Calgarians are comfortable with living near occupants of affordable housing, continued...

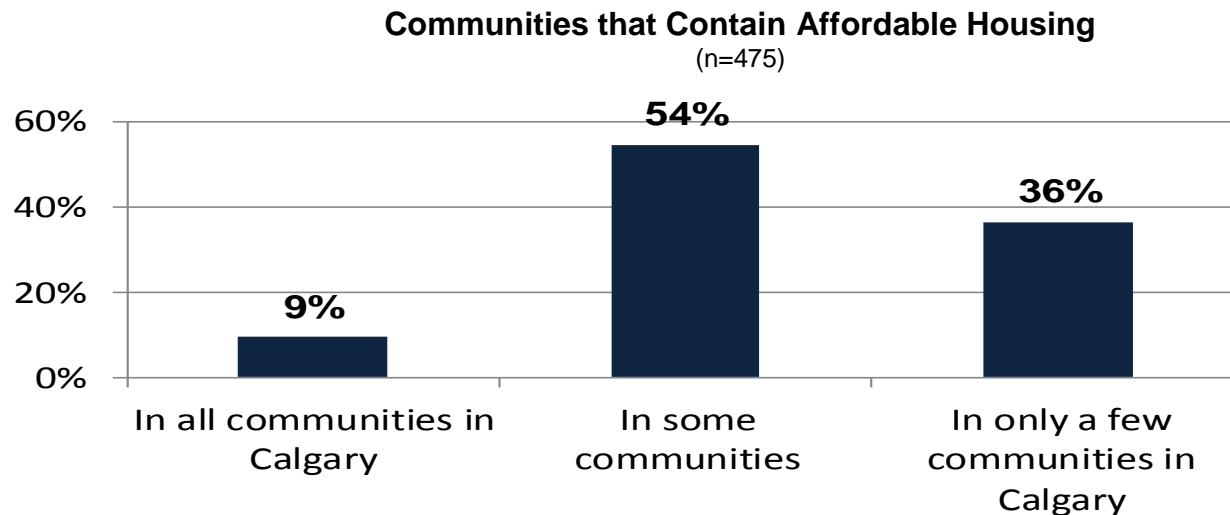


Question: How comfortable would you feel if the Calgarians you just described lived next to you? Would you be ...

Locations of Affordable Housing



Most Calgarians believe that affordable rental housing is located in some or a few communities in the city

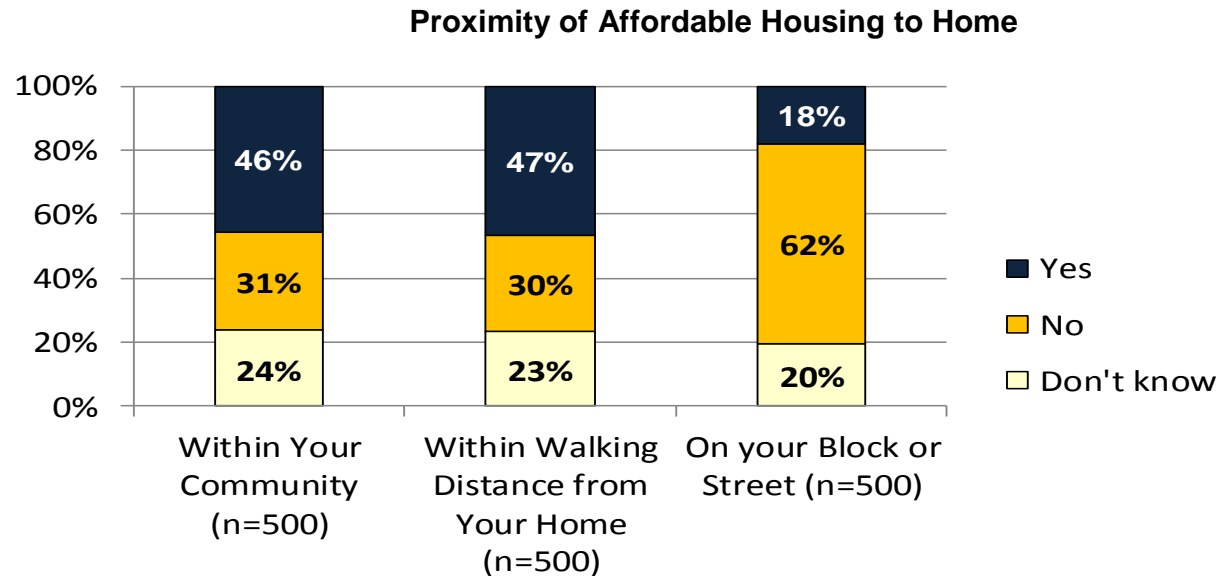


Question: Now I would like to ask you some general questions about Calgary and then your community specifically. Earlier, you indicated that you live in [SHOW COMMUNITY NAME] In your opinion, do you think affordable rental housing is located:

Locations of Affordable Housing



Most Calgarians believe that affordable rental housing is located in some or a few communities in the city, continued...

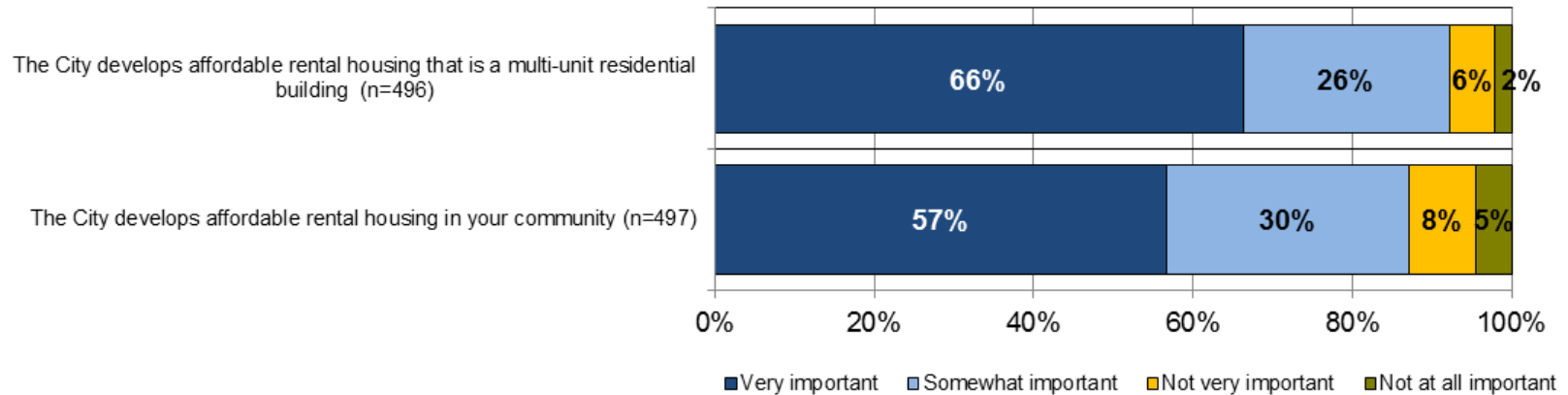


Question: Based on your knowledge, is affordable rental housing located:



Calgarians want to be informed about affordable rental housing developments

Expectations about Communicating Affordable Rental Housing Developments



Questions: How important do you think it is that The City of Calgary communicate and consult with community residents before it develops affordable rental housing in your community? Is it ... and If the affordable rental housing developed by The City of Calgary was a **multi-unit residential building**, how important do you think it is that The City communicate and consult with community residents before developing? Is it....

City of Calgary Communications



Calgarians want to be informed about affordable rental housing developments, continued...

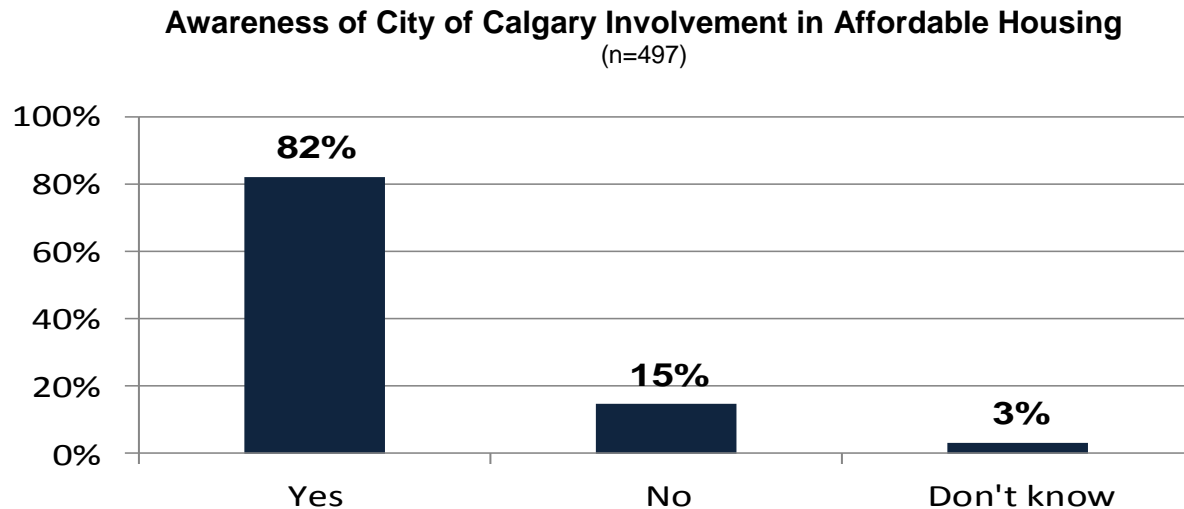
Preferred Methods of Communication			
Methods	% of Respondents		
	1st Choice (n=485)	2nd Choice (n=481)	3rd Choice (n=475)
Consult with community residents through open houses, flyers, online feedback form at calgary.ca, etc.	52	34	14
Inform community residents in community newsletters, community website and calgary.ca, etc.	21	36	43
Work directly with your community associations and keep residents somewhat informed	27	31	43
Total	100	100	100

Question: When affordable multi-unit rental buildings are being proposed for communities, how should The City of Calgary work or consult with residents? Please rank from highest to lowest with one being the highest and 3 being the lowest in importance to you.

City of Calgary Involvement in Affordable Housing



Many Calgarians are aware that The City of Calgary is involved in affordable rental housing



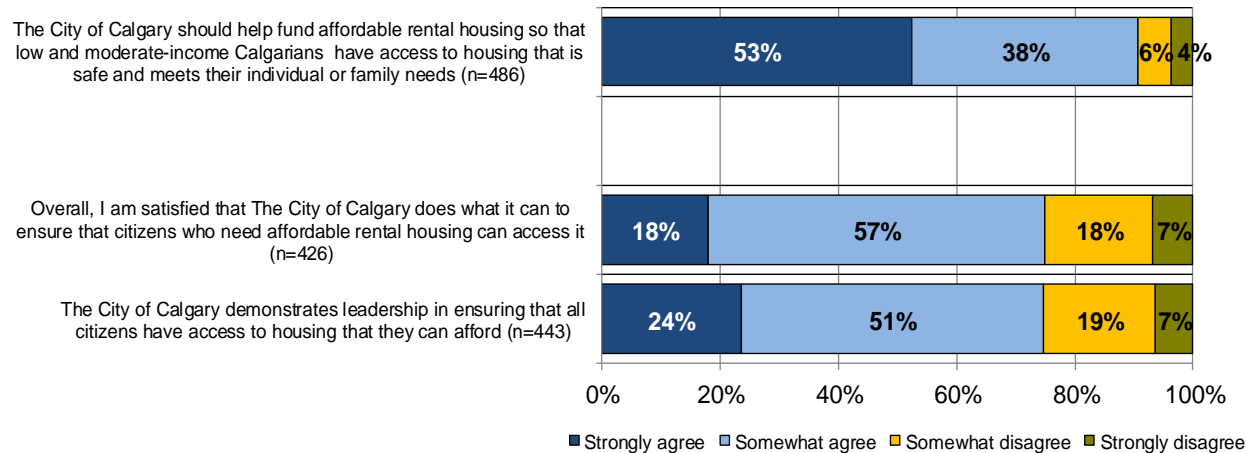
Question: Are you aware that The City of Calgary provides affordable rental housing to low- and moderate- income Calgarians?

City of Calgary Involvement in Affordable Housing



91% of respondents believe The City should help fund affordable housing and 75% are satisfied with what The City does to ensure citizens who need affordable housing have access to it

Perceptions of City of Calgary Involvement in Affordable Housing



Question: Please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statements about affordable rental housing.



Other

Perceptions About Neighbourhoods



Characteristics of an Ideal Neighbour	
Characteristics	% of Respondents (n=486)
Friendly (nice, pleasant, neighbourly)	63
Quiet	32
Responsible (takes care of their property)	21
Helpful	17
Clean/tidy	14
Respectful	11
Someone who respects my privacy (not nosy)	11
Someone you can talk to/chat with	7
Person with a family/kids	6
Trustworthy (someone to look after your home on vacation)	5
Not involved in illegal activities	5
Cooperative	4
Someone with a matching family composition	3
Someone who is honest	2
Does not have pets/animals	2
Working people/professionals	1
Person without a family/kids	1
Home owners (not renters)	1
Diverse in race and religion	<1
No preference	2

Question: Can you describe the characteristics of an ideal neighbour; someone you would like to live next to or close to?

Perceptions of Calgarians who Use Affordable Housing



Perceived Definitions of Low and Moderate Incomes		
Income Levels	% of Respondents	
	Low-Income (n=485)	Moderate-Income (n=482)
\$90,000 or more	1	3
Up to \$90,000	1	18
Up to \$65,000	14	43
Up to \$45,000	46	32
Up to \$25,000	34	3
Up to \$10,000	4	0
Total	100	100

Questions: Earlier in the survey, I asked questions about low- and moderate- income households. We're interested in what Calgarians' might perceive low- and moderate-income levels to be.

- What would you consider to be the maximum annual income if a household is considered to be low income? Would it be ...
- What would you consider to be the maximum annual income if a household is considered to be moderate income? Would it be ...