

Calgary



2015 Citizen Satisfaction Survey

Ward 8 Report



Ipsos Public Affairs

Prepared for The City of Calgary by:

Contact:

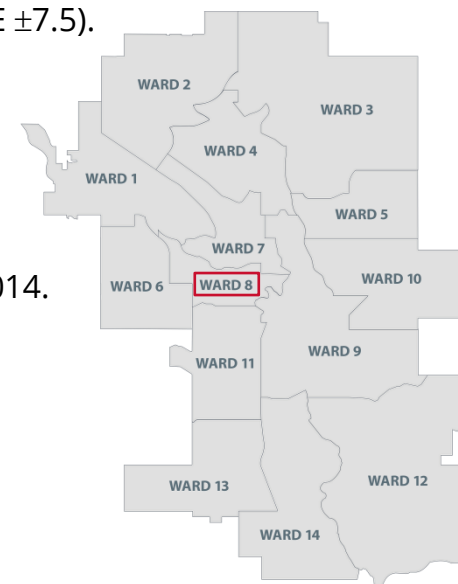
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- ◆ Telephone survey conducted with a randomly selected sample of 2,452 Calgarians aged 18 years and older between August 20th and September 10th, 2015.
 - ❖ Both landline (70%) and cell phone (30%) sample were used.
 - ❖ The average interview length 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 171 interviews were conducted with residents of Ward 8 (MOE ± 7.5).
- ◆ Research note on significant differences.
 - ❖ Throughout, City Wide results are compared to results from Ward 8.
 - ↑ indicates number is significantly higher than City Wide.
 - ↓ indicates number is significantly lower than City Wide.
 - ❖ Where possible, 2015 results for Ward 8 are compared to those from 2014.
 - Only significant differences are shown.





Summary of Key Findings



Summary of Key Findings

Overall, Ward 8 residents express positive views of the quality of life in Calgary. When compared to City wide results, they are significantly more positive about how things have changed in the past three years.

- ◆ In line with the City wide results (86%), Ward 8 residents say the quality of life is good (89%).
- ◆ However, Ward 8 residents are more positive about the change in quality of life in the last three years with 34% saying it has improved, significantly higher than 26% City wide.
 - ❖ Significantly fewer Ward 8 residents say that the quality of life has worsened (18% compared to 25% City wide).
- ◆ When it comes to sustainability metrics, Ward 8 residents are significantly more likely (41%) to agree either *strongly* or *somewhat* with the statement 'I am regularly involved in neighborhood and local community events' compared to 30% City wide.
 - ❖ This result is also up significantly from the 2014 Ward 8 rating (30%).

Summary of Key Findings

Consistent with City wide results, “*infrastructure, traffic and roads*” is in the top position on the 2015 issue agenda.

- ◆ However, significantly fewer Ward 8 residents cite “*infrastructure, traffic and roads*” as an important issue (28%) compared to 36% City wide.
- ◆ Further, satisfaction with several transportation-related issues is significantly higher among Ward 8 residents than City wide, and significant gains have been made from 2014.
 - ❖ Satisfaction with city operated roads and infrastructure is significantly higher among Ward 8 residents with four in five (89%) offering a rating of either *very* or *somewhat* satisfied compared to 82% among the broader Calgary public.
 - ❖ Significantly more Ward 8 residents rate their satisfaction with snow removal as *very* or *somewhat* satisfied (87% compared to 77% City wide). This result is also up 11 percentage points from 76% in 2014.
 - ❖ Satisfaction with road maintenance and pothole repairs is also significantly higher among Ward 8 residents than City wide (84% vs. 74% satisfied and 36% vs. 23% *very* satisfied). Ward 8 *very* satisfied ratings are also up 14 percentage points from 22% in 2014.
 - ❖ The same holds true for traffic flow management. Three-quarters (76%) of Ward 8 residents are satisfied (vs. 66% City wide) with 21% saying they are *very* satisfied (vs. 14% City wide).
- ◆ In light of these higher satisfaction ratings, it is not surprising to note that invest *more* ratings are significantly lower among Ward 8 residents compared to City wide for traffic flow management (53% vs. 62% City wide), road maintenance (42% vs. 56%) and roads and infrastructure (45% vs. 56%).
 - ❖ Also, significantly fewer offer a rating of *very* important to road maintenance including pothole repairs (65% compared to 74% City wide).

Summary of Key Findings

- ◆ A significantly higher percentage of Ward 8 residents say bike lanes on streets are important (67% compared to 53% City wide).
 - ❖ However, the strength of this perception appears to be waning as only 30% of Ward 8 residents offered a rating of *very important* for bike lanes, down 12 percentage points from 42% in 2014.
 - ❖ Invest *more* ratings also see a significant decrease from 38% in 2014 to 22% in 2015.

Concern over “homelessness, poverty and affordable housing” is significantly higher than City wide.

- ◆ Residents of Ward 8 are considerably more likely to cite mentions relating to “*homelessness, poverty and affordable housing*” as important issues (21% compared to just 4% City wide) putting it in second place on the issue agenda.
- ◆ They are also significantly more likely to:
 - ❖ Rate affordable housing for low income families as important (98% compared to 94% City wide) and say that the city should invest *more* in this area (72% compared to 64% City wide).
 - ❖ Rate Community services such as support for community associations and not for profit groups as important (93% compared to 88% City wide).

As might be expected, downtown revitalization is a more prominent issue for residents of Ward 8.

- ◆ Nine-in-ten (90%) Ward 8 residents rate downtown revitalization as important (vs. 79% City wide), with more than half (52%) offering a *very important* rating (vs. 32% City wide).
- ◆ Invest *more* ratings are also significantly higher (40% vs. 25% City wide).

Summary of Key Findings

While waste management doesn't rate high on the Issue Agenda, it emerges as a key issue for Ward 8 residents – particularly Blue Cart recycling. This may be reflective of the current lack of multi-family recycling in many buildings.

- ◆ Satisfaction with Blue Cart recycling is significantly lower among Ward 8 residents. Less than half (47%) are *very* satisfied versus 65% City wide, and overall satisfaction is also significantly lower (85% vs. 92%).
 - ❖ Though still very high, it is notable that satisfaction with residential garbage collection service is also significantly lower among Ward 8 residents (92% vs. 97% City wide).
- ◆ Invest *more* ratings are also significantly higher among Ward 8 residents for both Blue Cart recycling (32% vs. 22% City wide) and residential garbage collection (23% vs. 17%).
- ◆ And, Blue Cart recycling emerges as a 'primary weakness' in the Ward 8 importance versus satisfaction analysis, whereas it is a 'primary strength' City wide.
- ◆ That being said, it is interesting that residents of Ward 8 are less likely to rate residential garbage collection (79% compared to 86% City wide) and Blue Cart recycling (65% compared to 72% City wide) as *very* important.

Overall satisfaction with the level and quality of programs and services is significantly higher among Ward 8 residents.

- ◆ Nearly nine-in-ten (87%) are satisfied compared to 80% City wide.

Summary of Key Findings

Perceived knowledge of tax dollar spending is decreasing and Ward 8 residents are less likely than the broader Calgary public to support the expansion of existing fees to increase revenues.

- ◆ Perceived knowledge of tax dollar spending has decreased among Ward 8 residents 12 percentage points since 2014 (54% compared to 66% in 2014).
- ◆ When asked to choose between three options for increasing revenue (expanding existing fees, introducing new service fees or increasing property taxes) residents of Ward 8 are significantly less likely to choose expanding existing fees (38%) than are Calgary residents on the whole (47%).

While past 12 months contact with The City is consistent between Ward 8 residents and the broader Calgary public, means of contact differs.

- ◆ Roughly two-thirds (64%) of Ward 8 residents have contacted or dealt with The City in the past 12 months (consistent with 65% City wide).
- ◆ Contact via 311 is significantly lower among Ward 8 residents (35%) compared to City wide (46%).
 - ❖ Additionally, 311 contact has decreased significantly over 2014 among Ward 8 residents from 60% to 35% in 2015.

There are no noteworthy differences between Ward 8 residents and the broader Calgary public with regard to Environmental Performance or City Communications.



DETAILED FINDINGS





Issue Agenda





Multiple Responses

City Wide

Ward 8

■ First Mention ■ Other Mentions

INFRASTRUCTURE, TRAFFIC & ROADS (NET)	26%	10%	36%	28%↓
Traffic congestion	8%	3%	11%	9%
Road conditions/ roads	7%	4%	11%	10%
Infrastructure maintenance/ improvement/ development	6%	3%	9%	7%
(Lack of) snow removal	3%	4%		1%
TRANSIT (NET)	16%	5%	21%	18%
Public Transportation [incl. buses/ C-train/ poor service]	9%	3%	12%	9%
Transportation (unspecified)	6%	8%		8%
EDUCATION [incl. lack of teachers/ funding/ schools/local schools]	8%	4%	12%	7%
CRIME, SAFETY & POLICING (NET)	8%	4%	12%	9%
Crime [incl. breaking & entering/ gangs/ safety/ public safety, etc.]	4%	6%		3%
Public safety	4%	5%		6%
RECREATION (NET)	3%	5%	8%	4%
TAXES (NET)	4%	6%		4%
ENVIRONMENT & WASTE MANAGEMENT (NET)	3%	5%		7%
HOMELESSNESS, POVERTY & AFFORDABLE HOUSING (NET)	3%	4%		21%↑
GROWTH AND PLANNING (NET)	3%	4%		7%
BUDGET AND SPENDING (NET)	2%	4%		6%
HEALTHCARE	2%	3%		4%
Other			21%	26%
None			14%	15%

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 8: n=165)

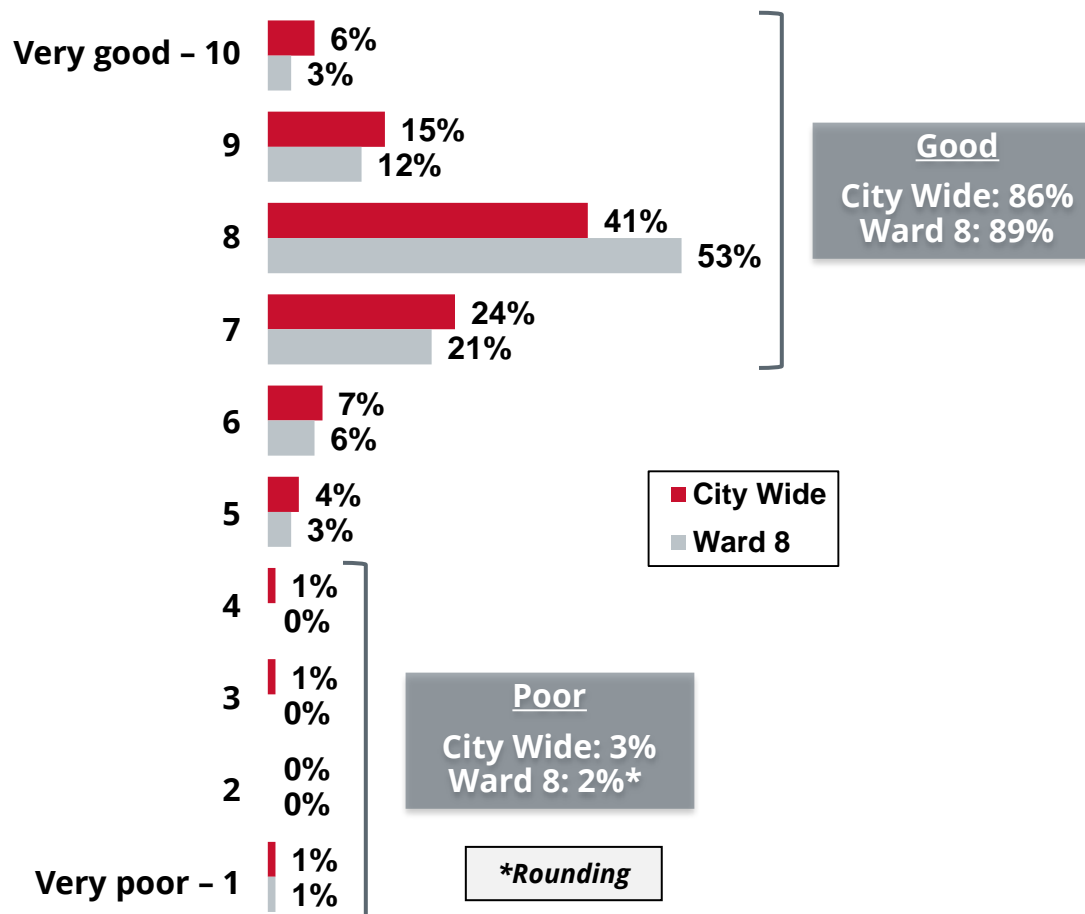


Quality of Life





Overall Quality of Life in Calgary

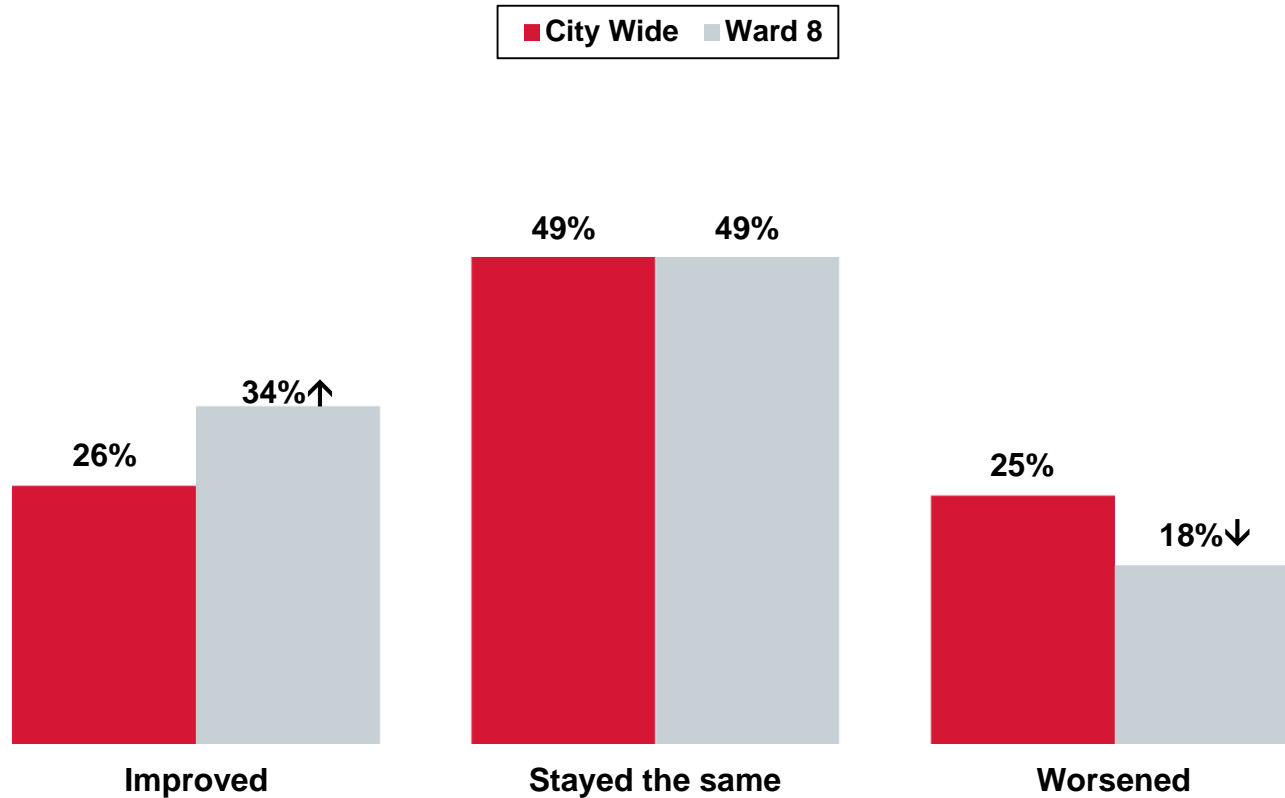


On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good" how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,450 / Ward 8: n=171)



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 8: n=168)



Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 8

Transportation (NET)	30%	29%
Improvement/ maintenance of existing roads	11%	5%↓
Better traffic management	10%	8%
Infrastructure	4%	6%
Transit (NET)	22%	22%
Improve public transportation	16%	18%
Recreation & Community Services (NET)	17%	19%
Building of community centres/ recreation facilities	6%	6%
Parks/ green-space improvement	5%	5%
Homelessness, Poverty & Affordable Housing (NET)	16%	18%
Expand affordable housing/ rent	5%	8%
Improve job creation/ employment	4%	4%
Government (NET)	13%	11%
Reduce taxes	5%	3%
Tax spending/ City budget	4%	4%
Crime, Safety & Policing (NET)	9%	7%
Control crime and safety	4%	2%
Growth & Planning (NET)	5%	8%
Education (NET)	4%	3%
Better education/ more schools	4%	3%
Environment (NET)	4%	3%
Other	10%	9%
Nothing	17%	18%

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

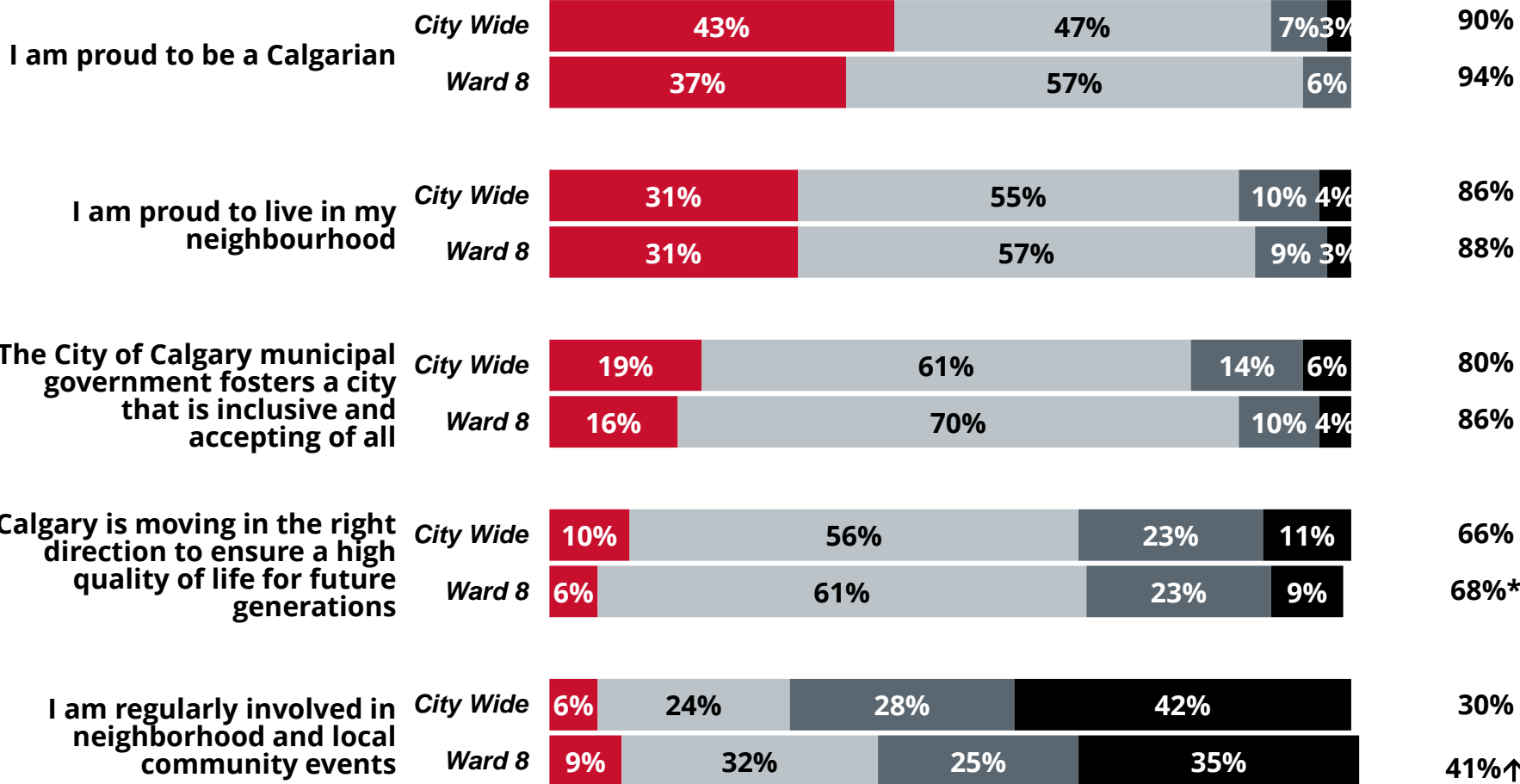
Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?

Base: Valid respondents (City Wide: n=2,452 / Ward 8: n=160)



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

% Agree



41%↑ 30%

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)

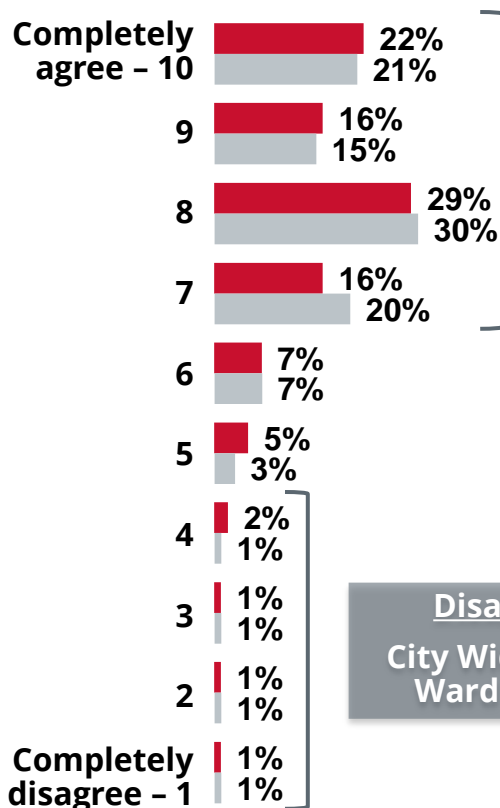
*Rounding

Ward 8 2014



Sustainability: Making a Life and Making a Living

Calgary is a Great Place to Make a Life



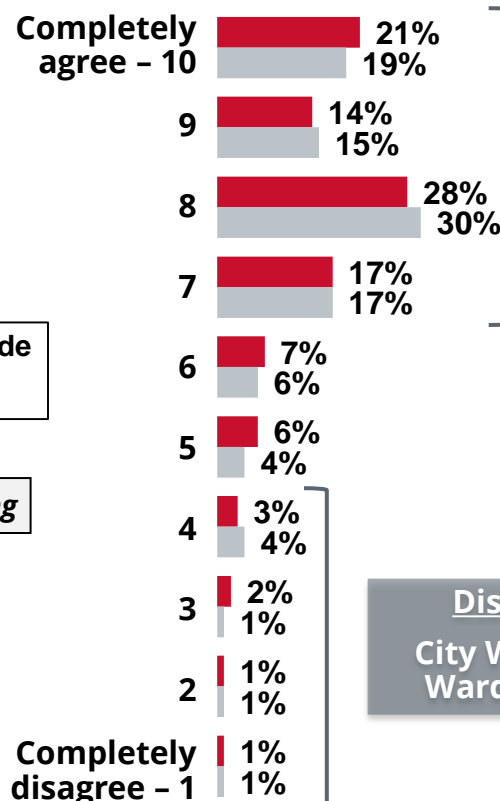
Agree
City Wide: 84%*
Ward 4: 86%

Disagree
City Wide: 4%*
Ward 8: 4%

■ City Wide
■ Ward 8

**Rounding*

Calgary is a Great Place to Make a Living



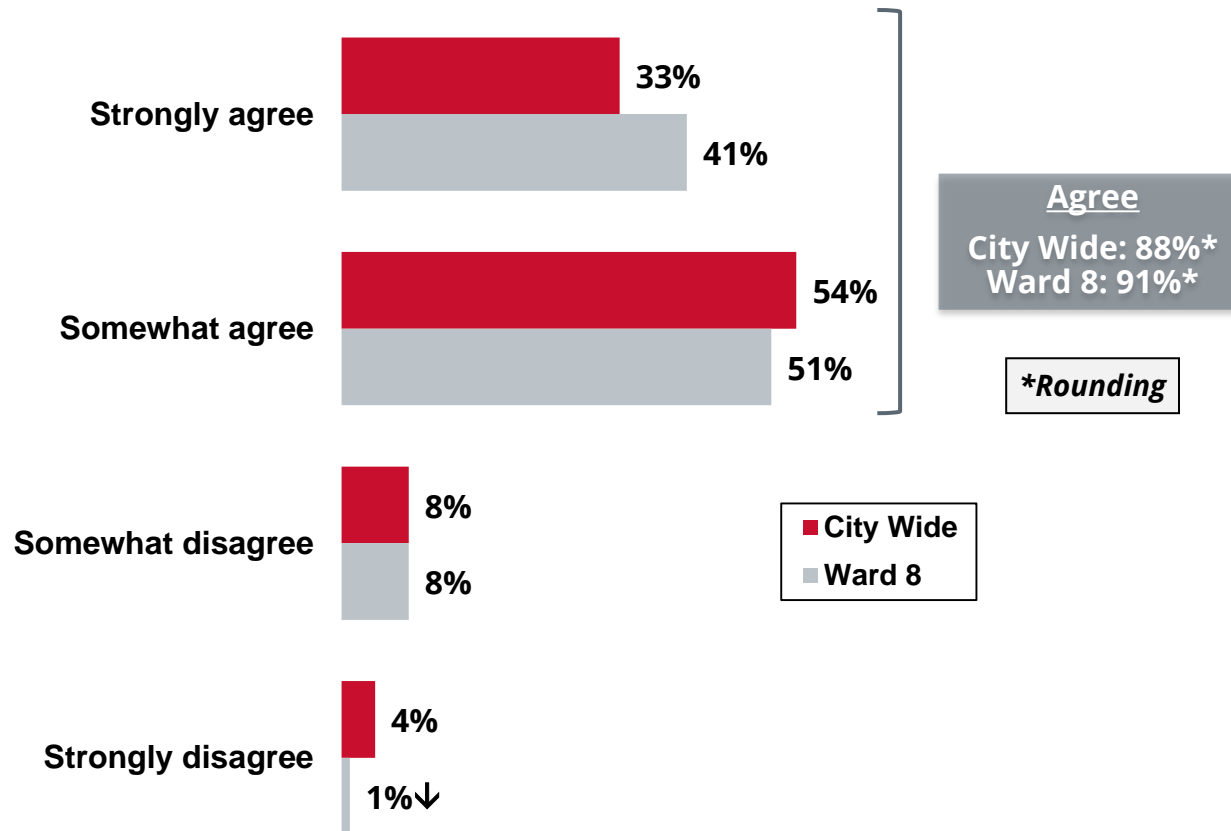
Agree
City Wide: 80%
Ward 8: 81%

Disagree
City Wide: 7%
Ward 8: 8%*

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?

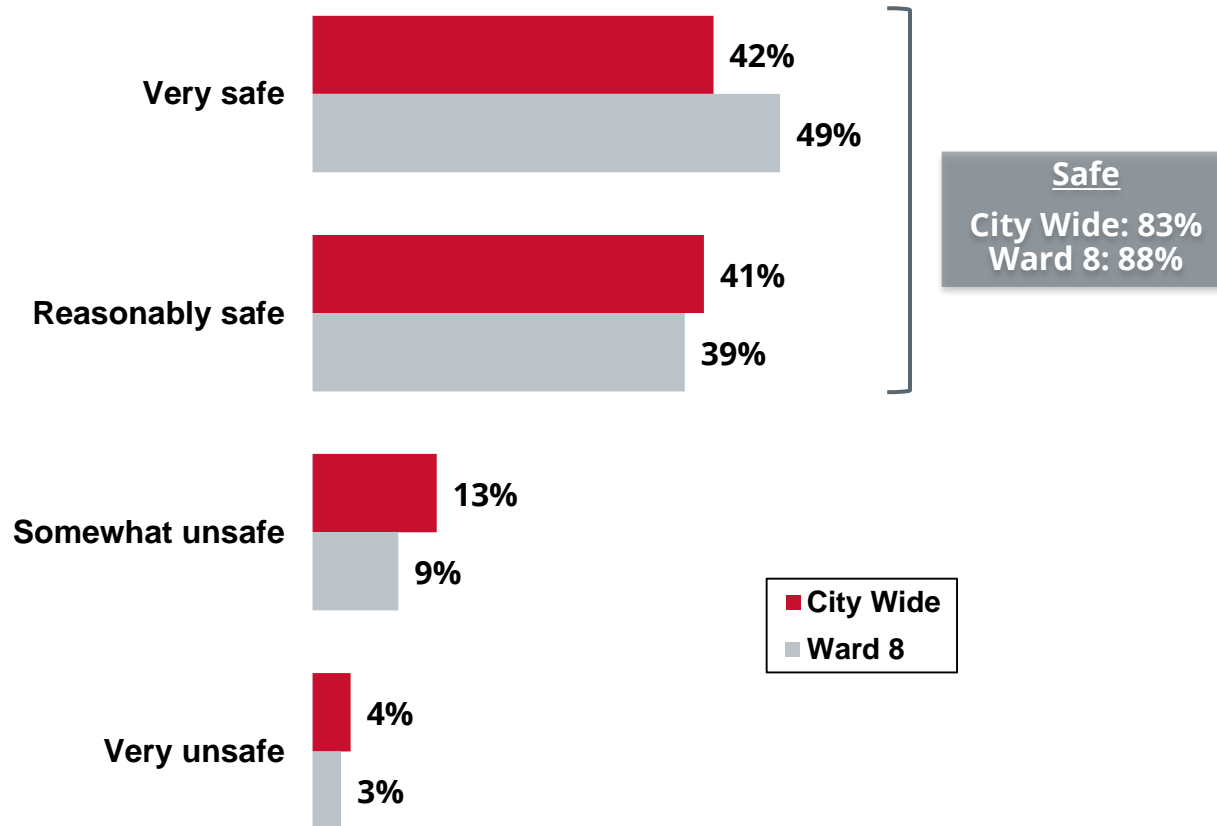


There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (City Wide: n=2,442 / Ward 8: n=170)



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 8: n=171)



City Programs and Services





Top-of-Mind Programs and Services

Multiple
Responses

City Wide

Ward 8

Recreation (NET)

40%

37%

Recreation/ leisure centres/ programs

18%

12%↓

Parks and Recreation centres/ programs

11%

13%

Swimming pools/ facilities/ lessons

6%

6%

Cultural/ art events/ festivals/ museums/ theatres

5%

3%

10%

Community centres

4%

5%

Sports facilities or programs/ sports (unspecified)

4%

1%

Transit

34%

36%

Waste & Recycling (NET)

21%

22%

Waste management/ garbage/ dump/ landfills

15%

18%

Recycling/ blue box

9%

8%

Sanitation/ cleaning services

5%

5%

Police/ safety/ law enforcement

17%

20%

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

15%

17%

Roads

12%

13%

Fire Department

10%

10%

Libraries

11%

12%

Community & Neighbourhood Services (NET)

9%

8%

Youth/ child centres/ programs/ services

3%

4%

Winter maintenance/ snow clearing

7%

6%

Water

7%

10%

Health/ health services/ healthcare

7%

7%

Education/ schools

6%

6%

Ambulance/ paramedics/ EMS

4%

2%

311 service

3%

2%

Animal & Bylaw Services

3%

3%

Infrastructure

2%

2%

Emergency services/ emergency lines (911)

2%

6%↑

Other

20%

27%

None/ Nothing

12%

10%

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

Total mentions <2%
are not shown

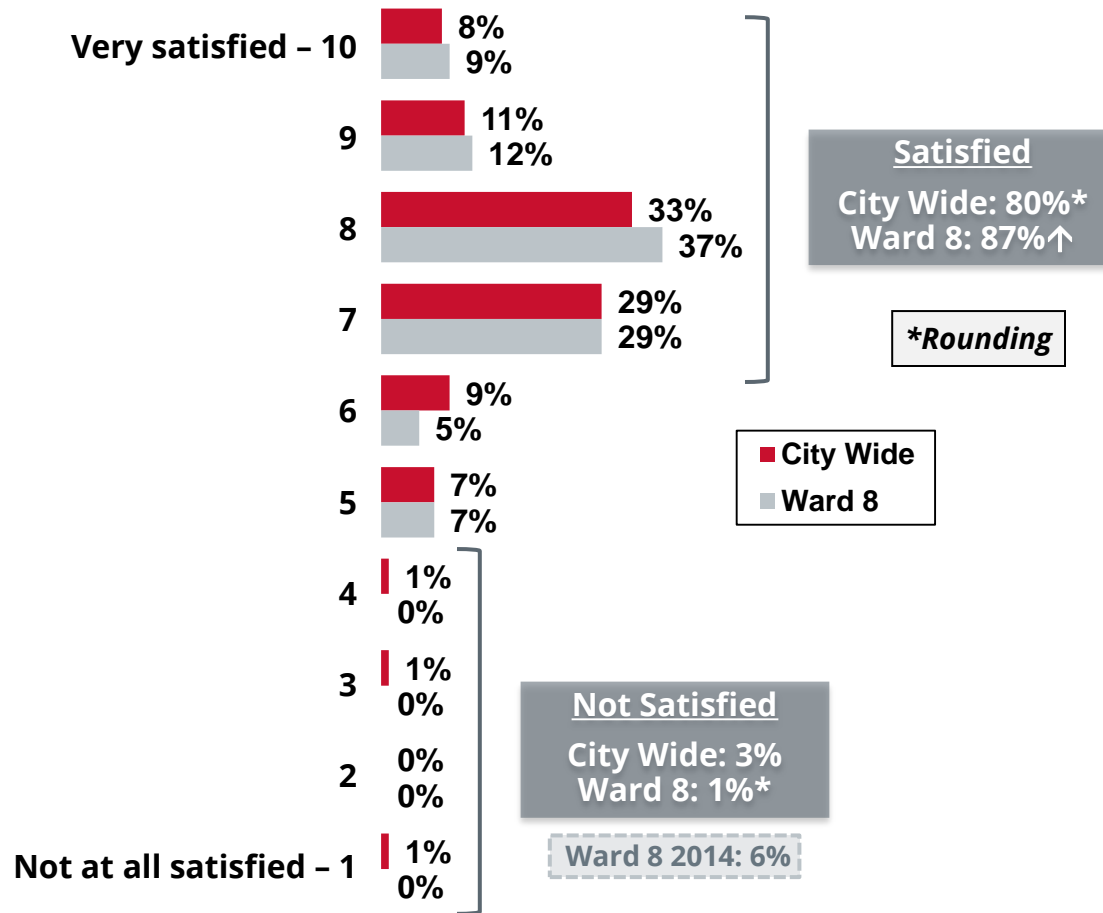
Thinking about all of the services and programs provided by The City of Calgary, what services come to mind?

Base: Valid respondents (City Wide: n=2,381 / Ward 8: n=167)

Ward 8 2014



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

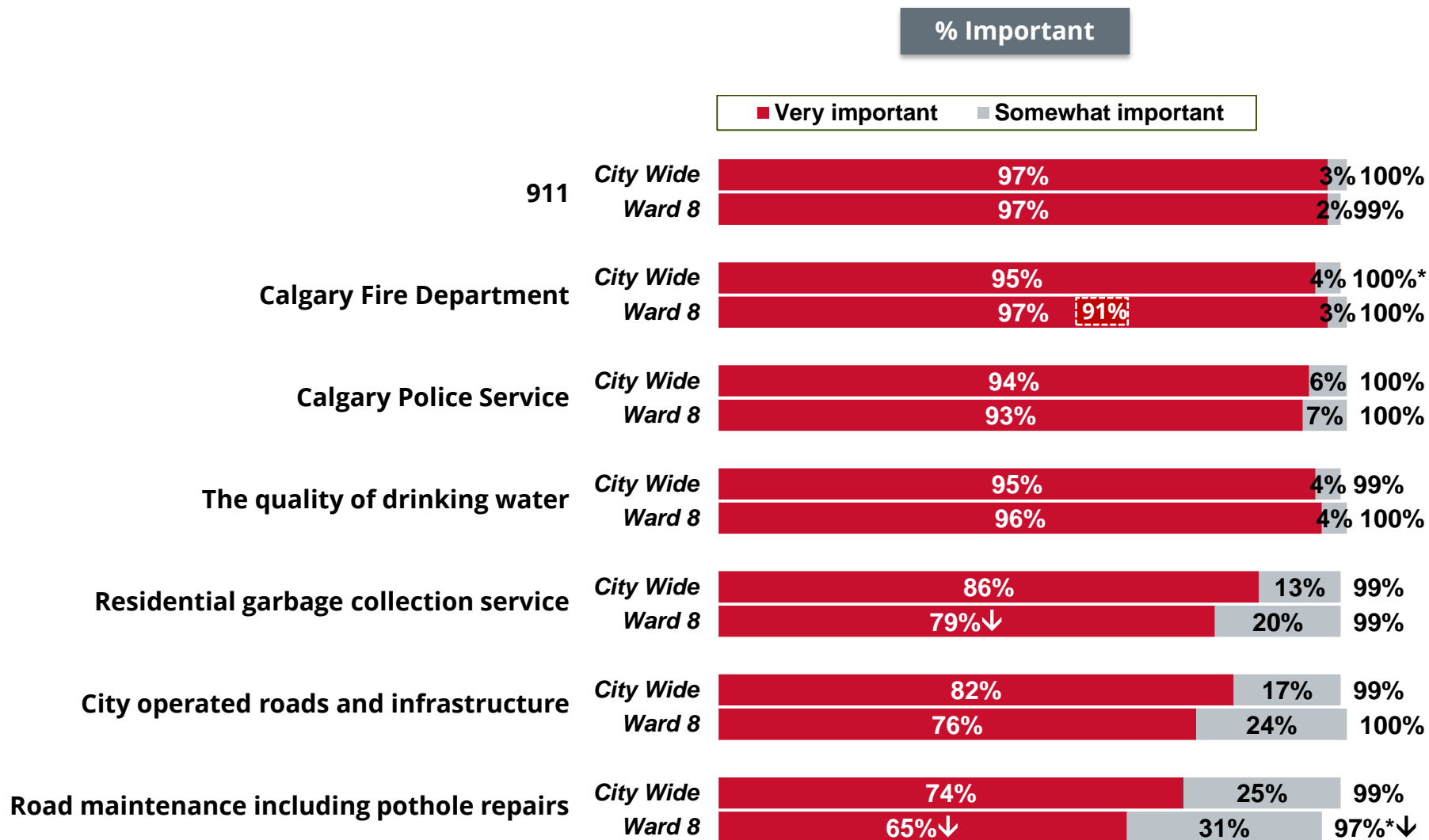


On a scale from "1" to "10" where "1" represents "not at all satisfied" and "10" represents "very satisfied" how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,446 / Ward 8: n=171)



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 8 2014

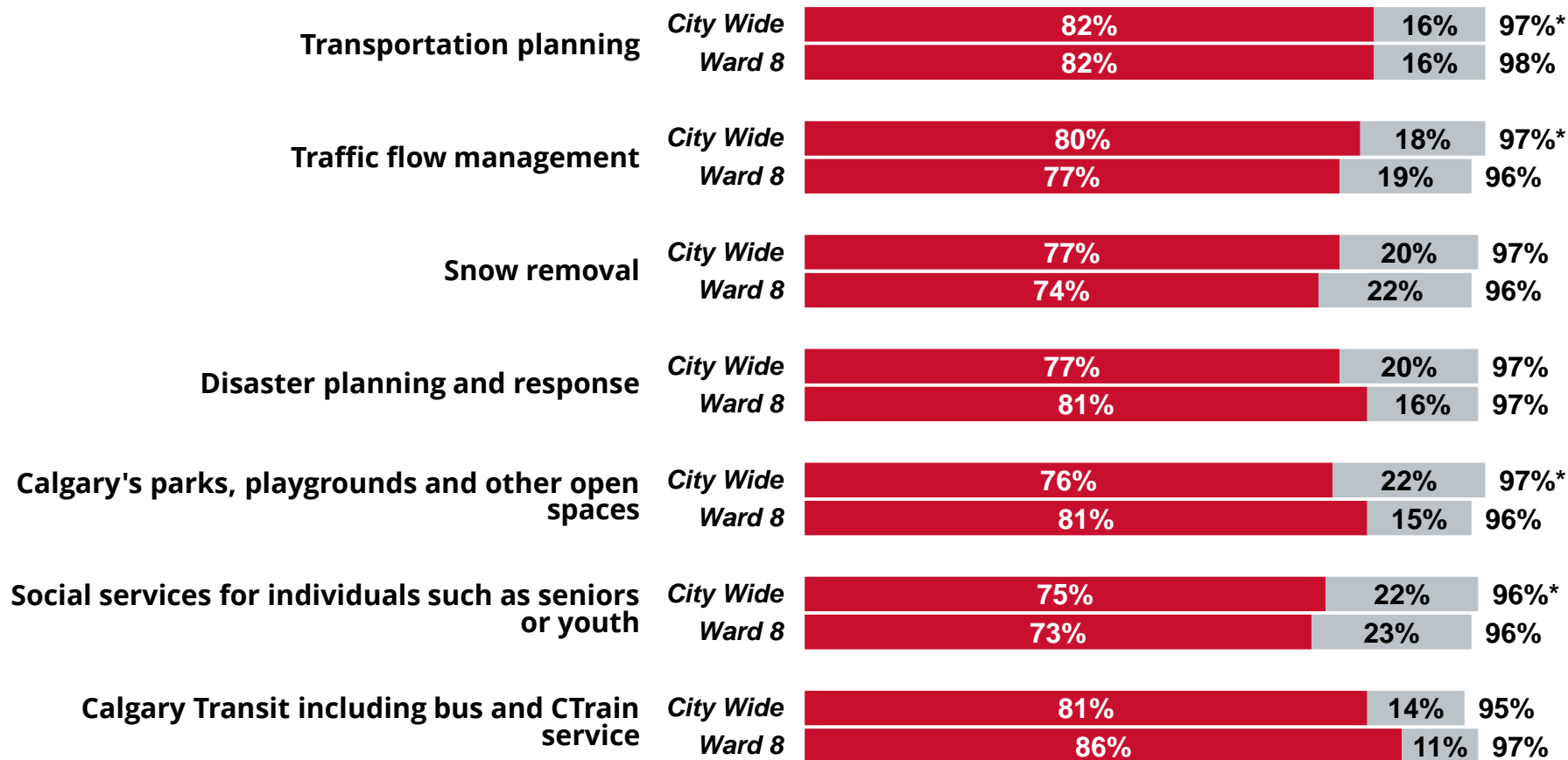
*Rounding



Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



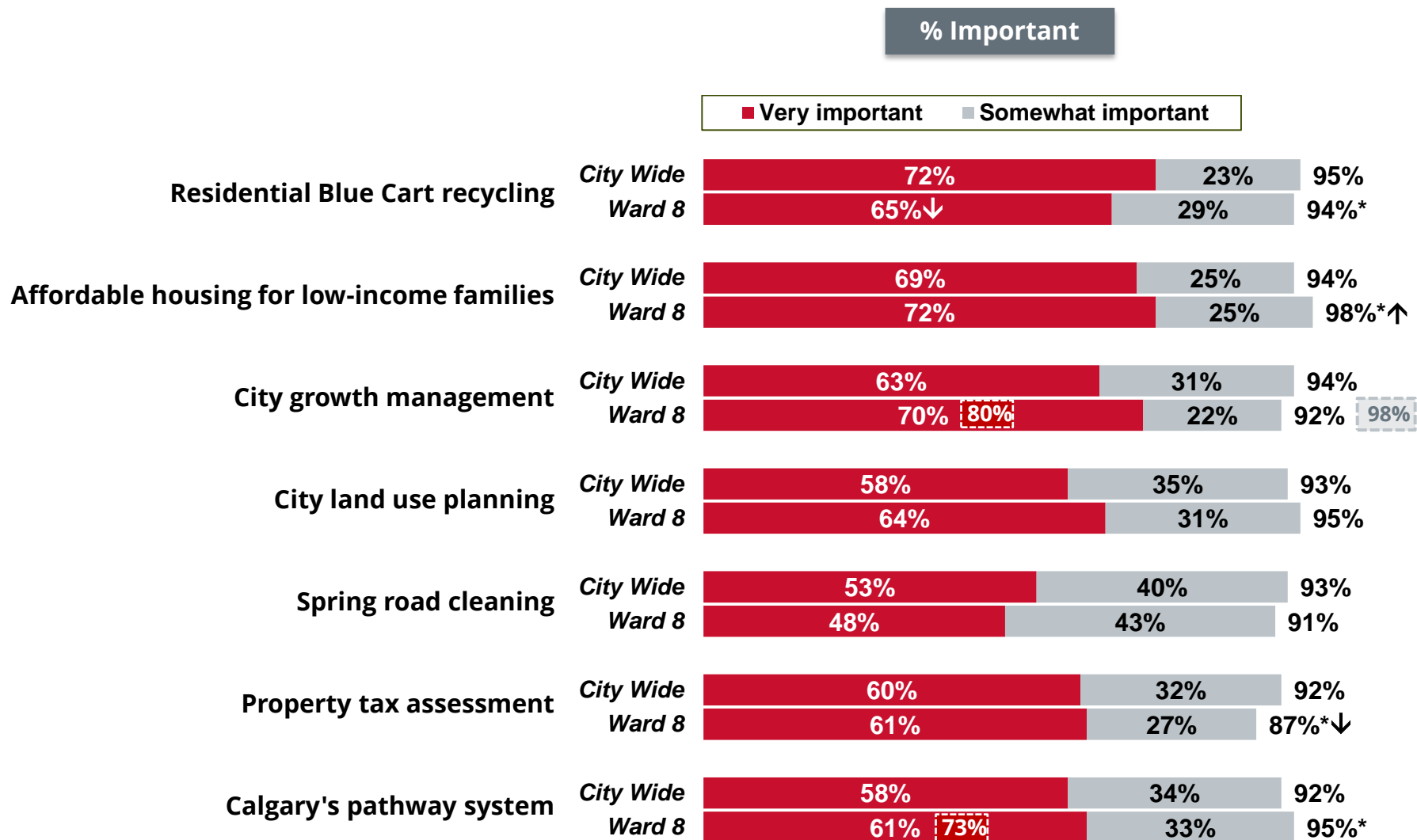
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how important each one is to you.*

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.*

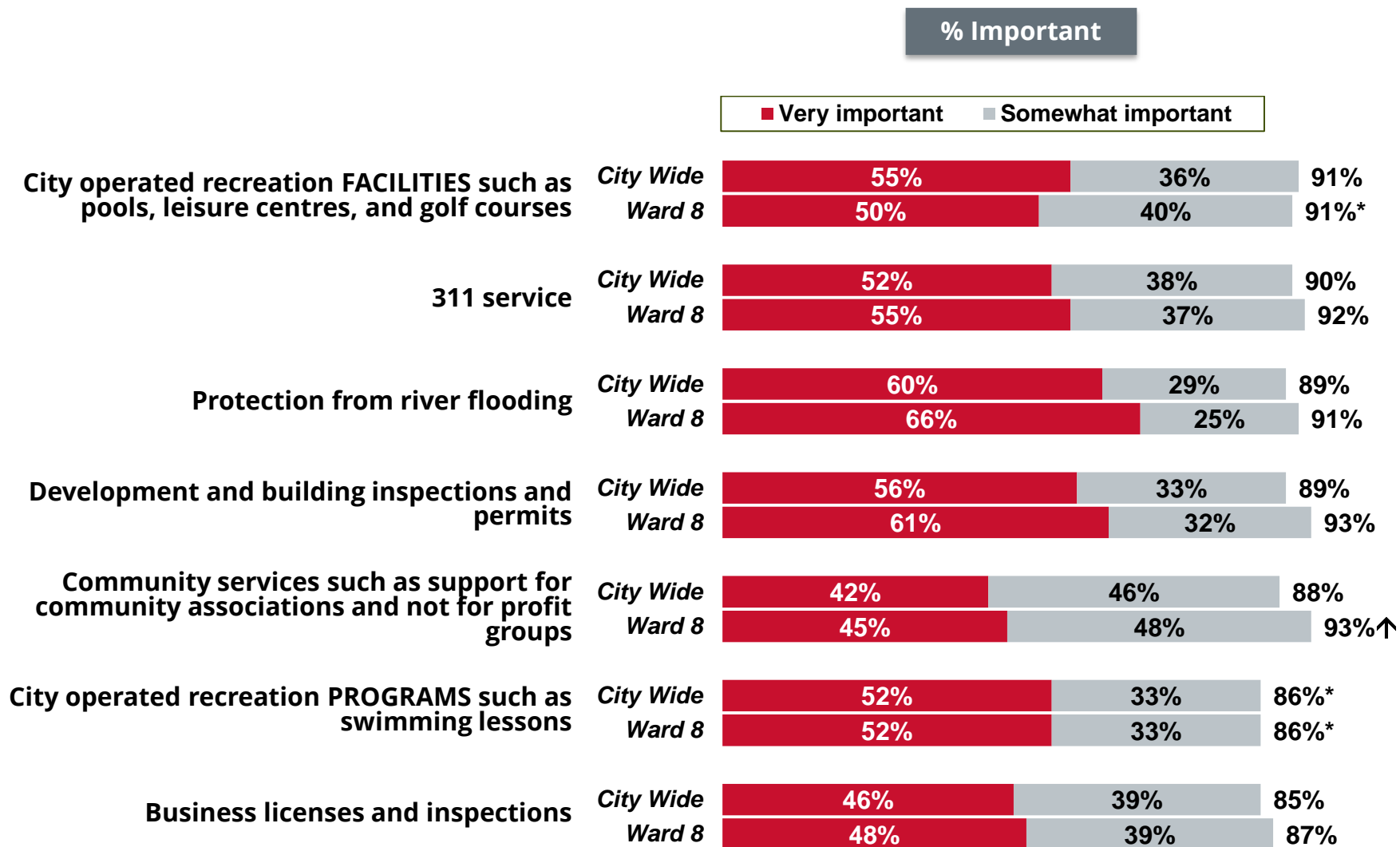
Base: Valid respondents (Bases vary)

***Rounding**

Ward 8 2014



Importance of City Programs and Services (continued)



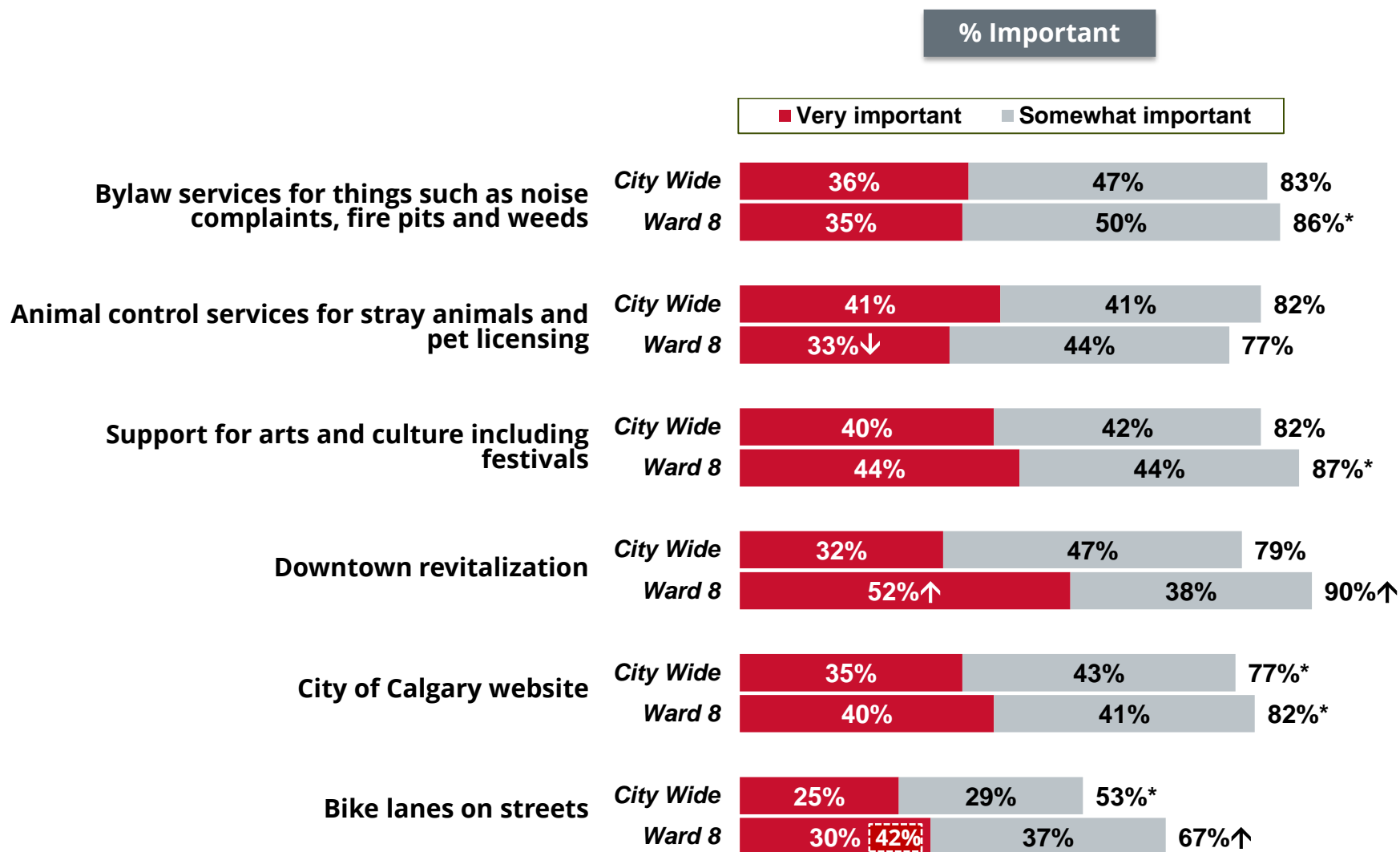
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

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.

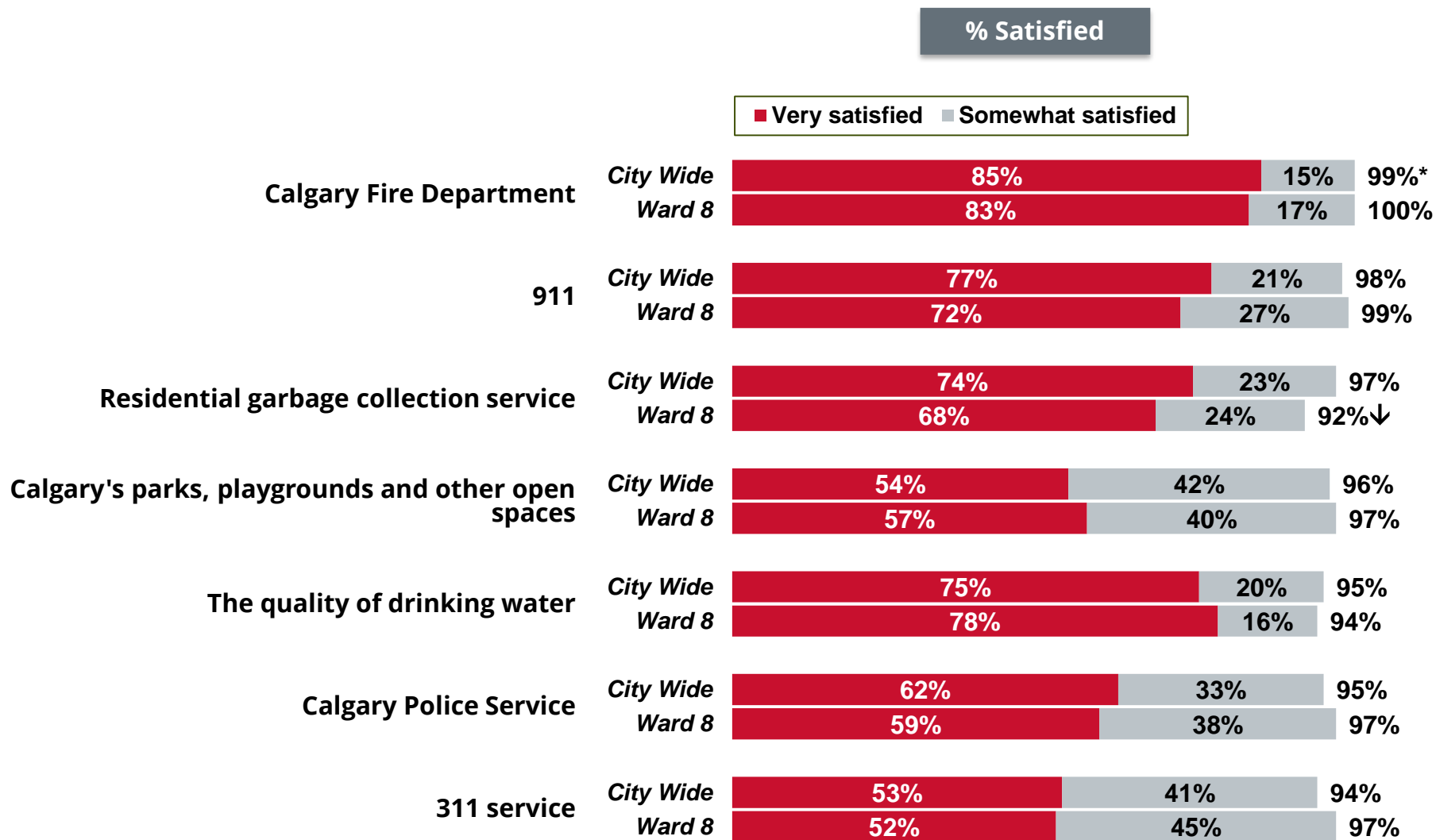
Base: Valid respondents (Bases vary)

Ward 8 2014

*Rounding



Satisfaction with City Programs and Services



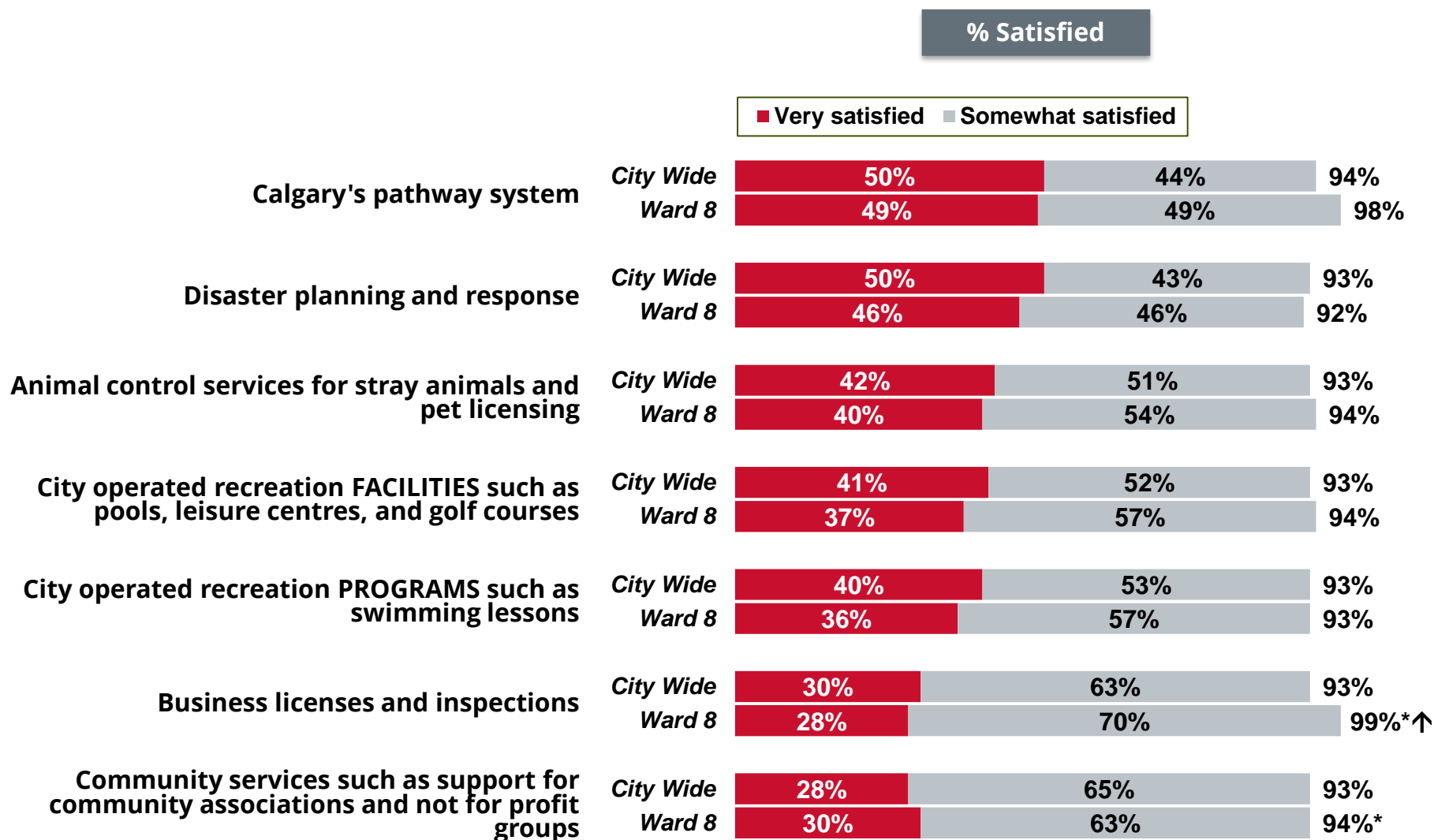
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

***Rounding**

Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services (continued)



*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**

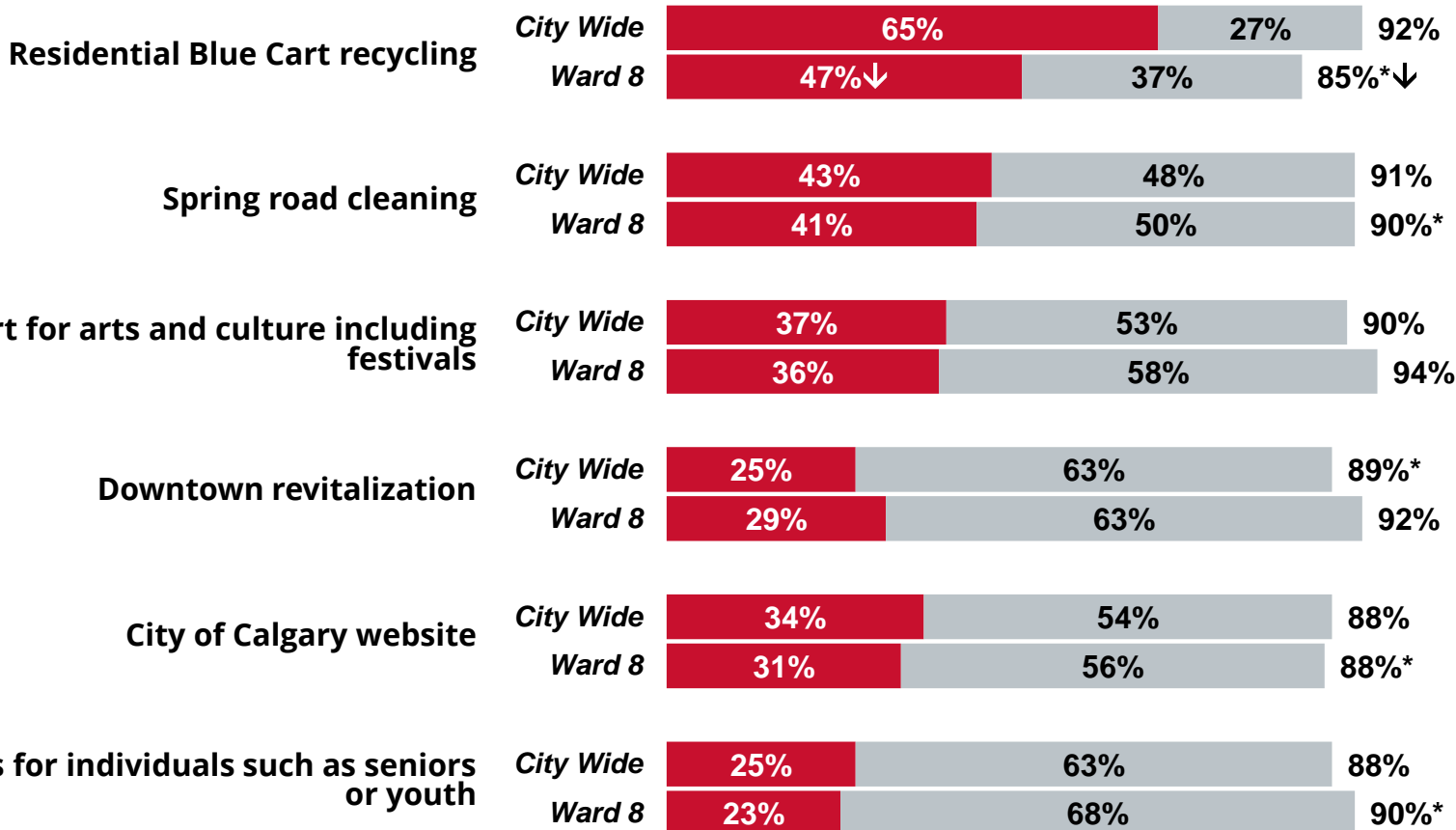
Base: Valid respondents (Bases vary)



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**

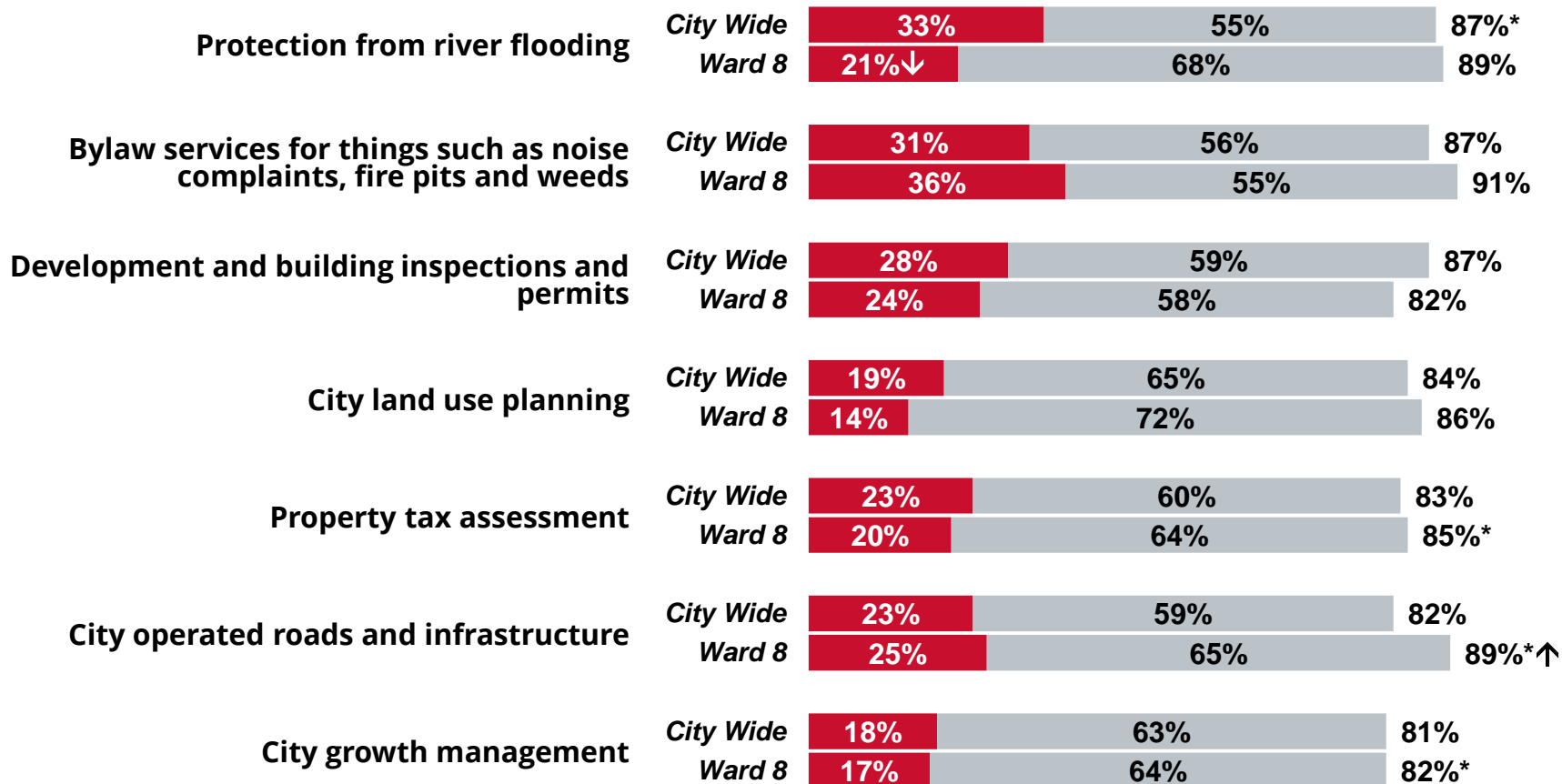
Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied



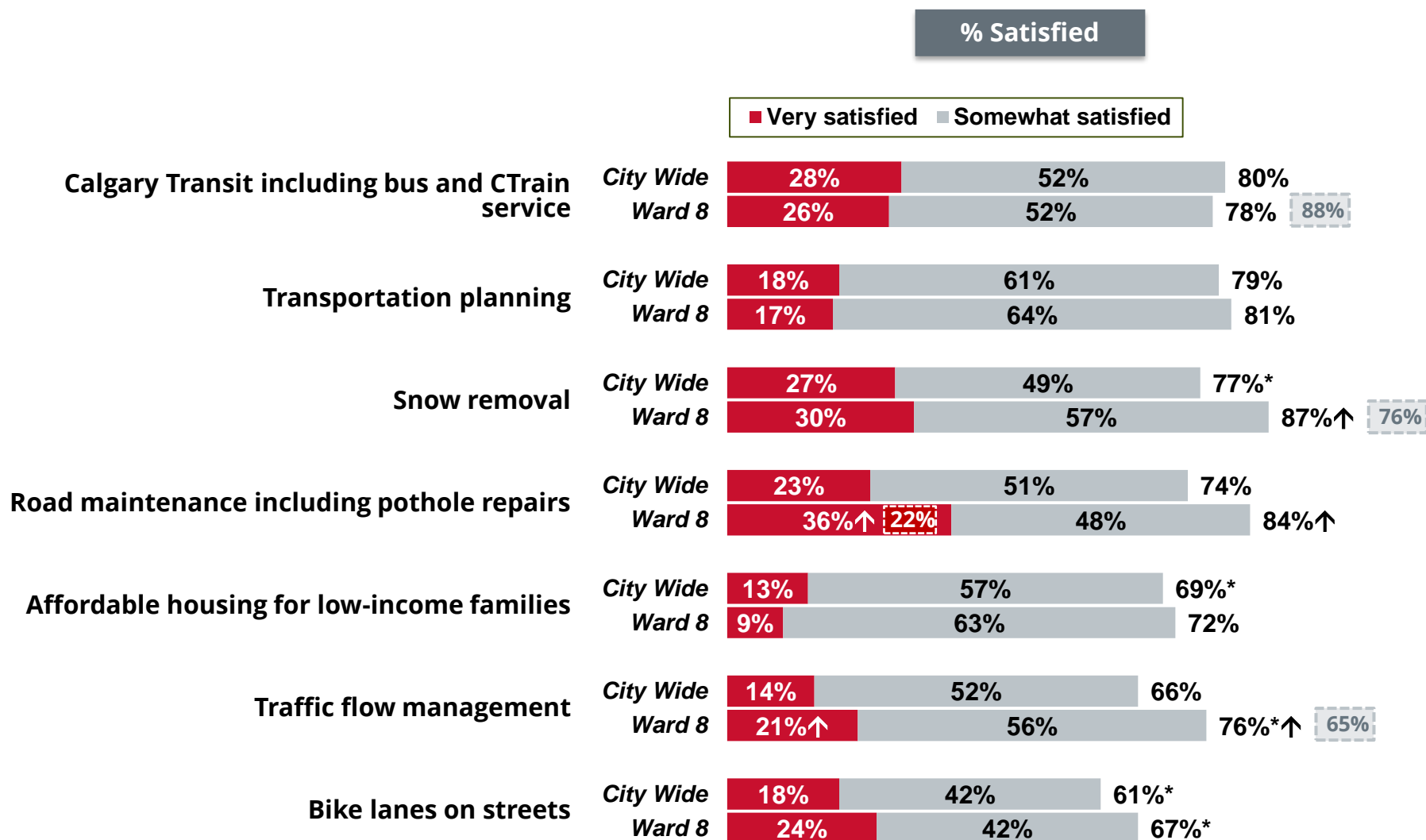
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

***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.*

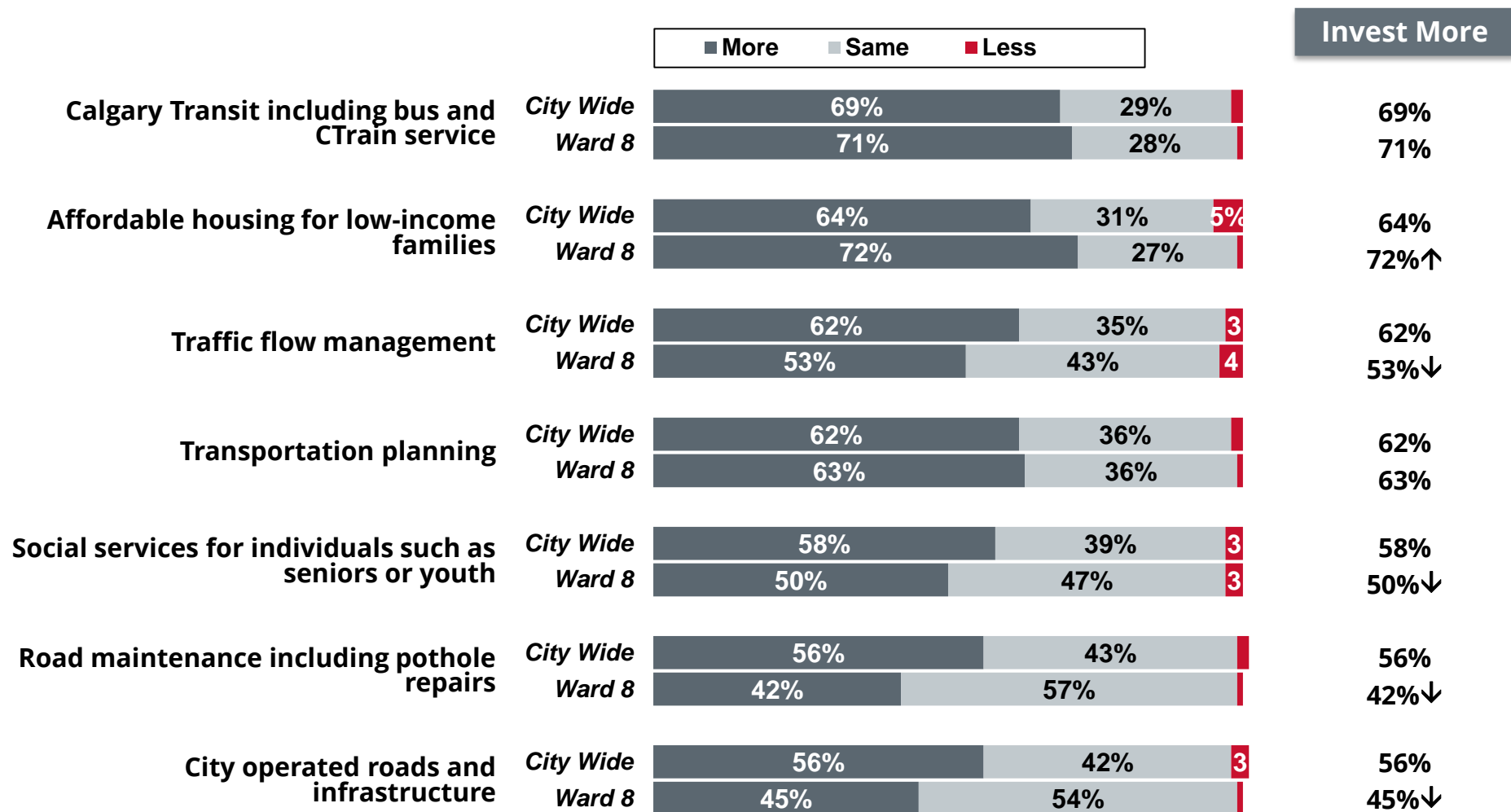
Ward 8 2014

*Rounding

Base: Valid respondents (Bases vary)



Investment in City Programs and Services

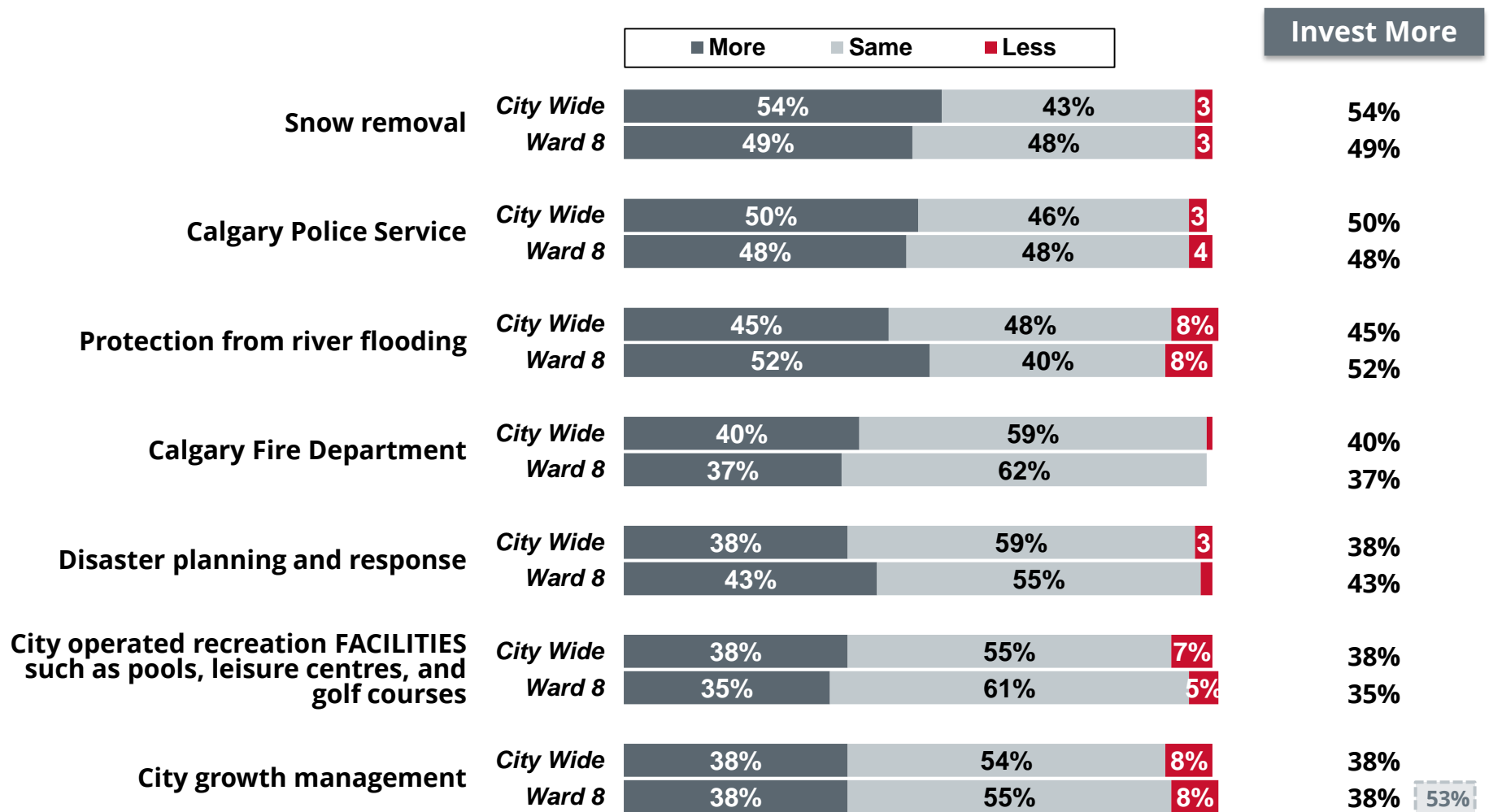


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)



Investment in City Programs and Services (continued)



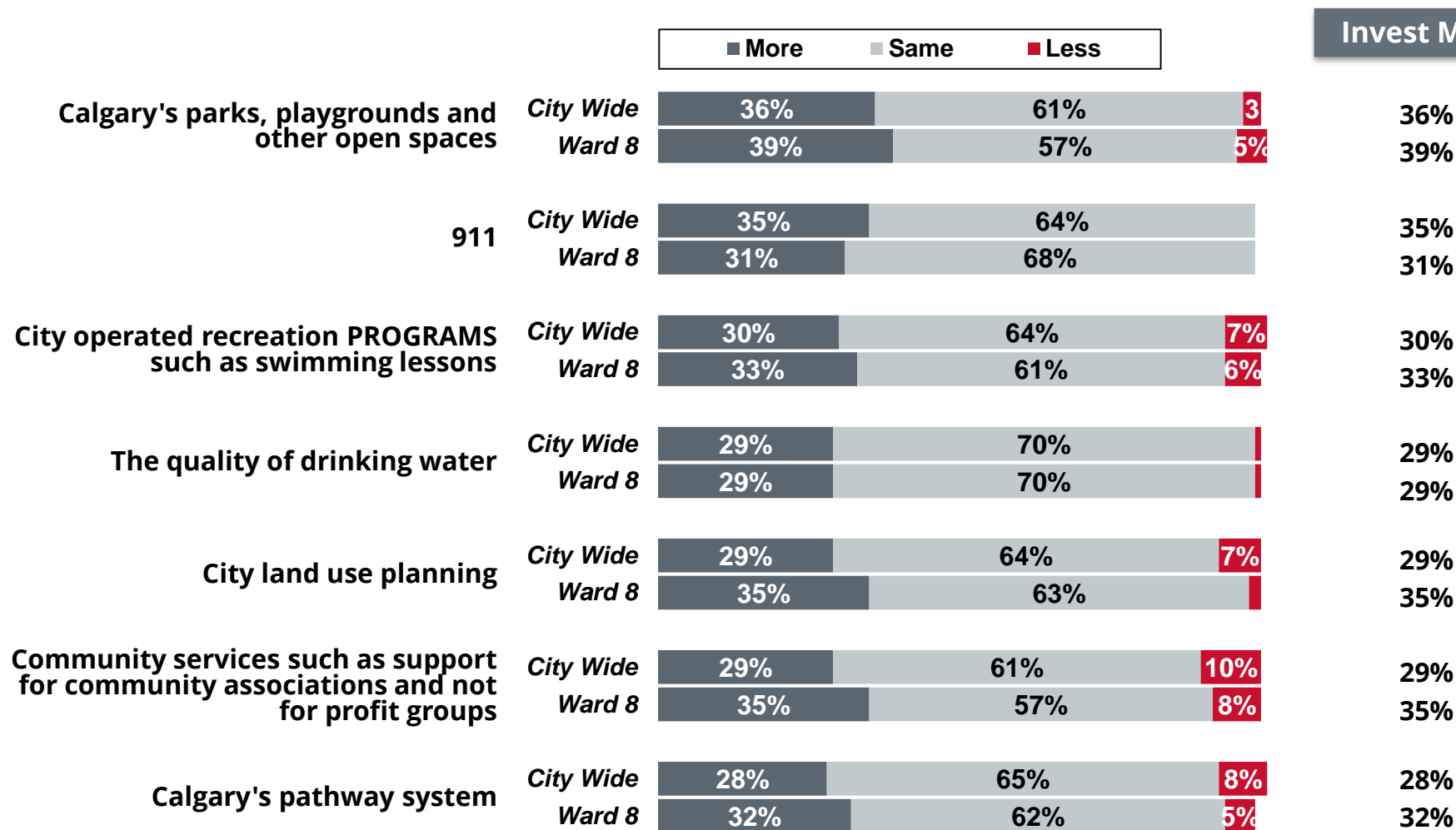
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Ward 8 2014



Investment in City Programs and Services (continued)

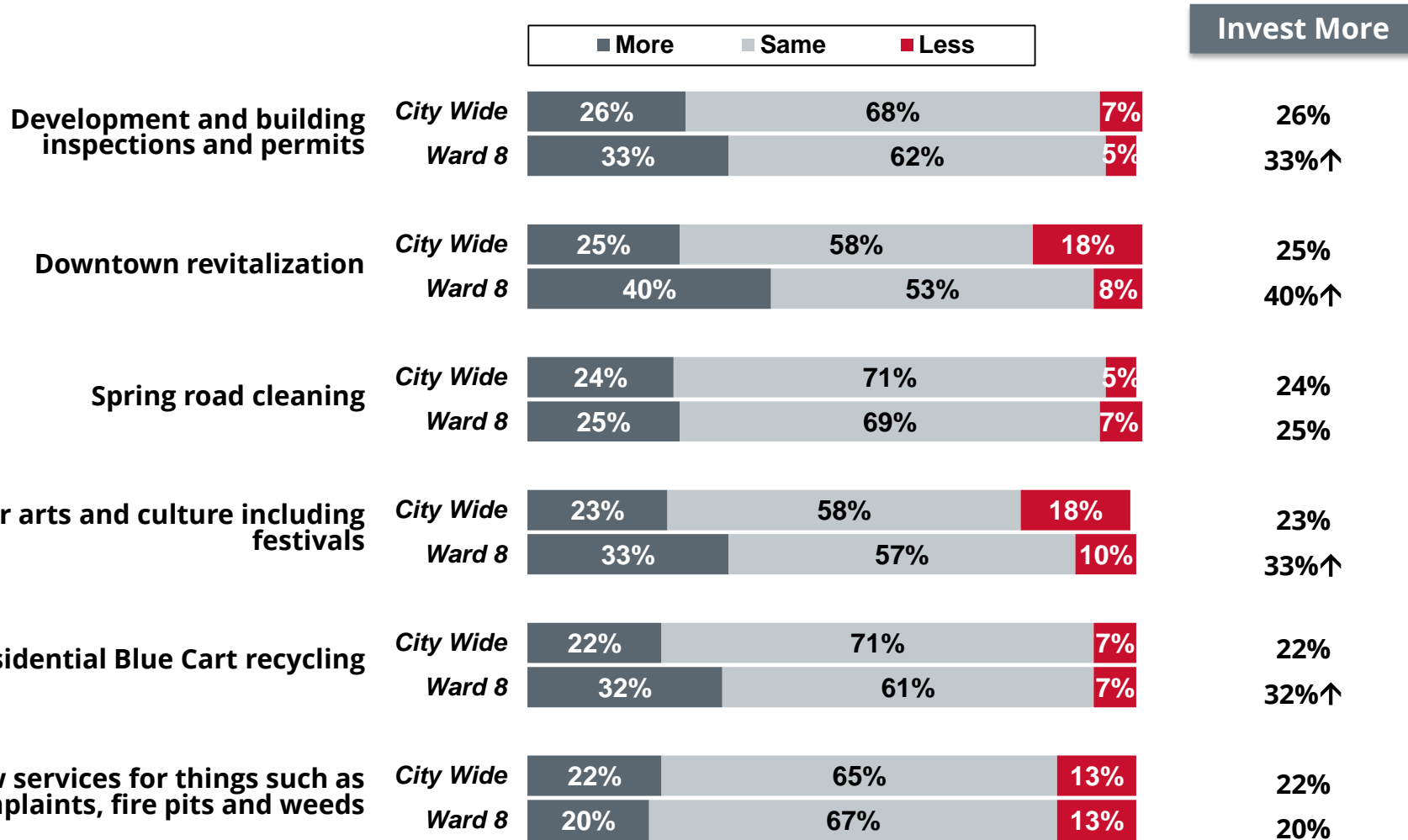


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)



Investment in City Programs and Services (continued)

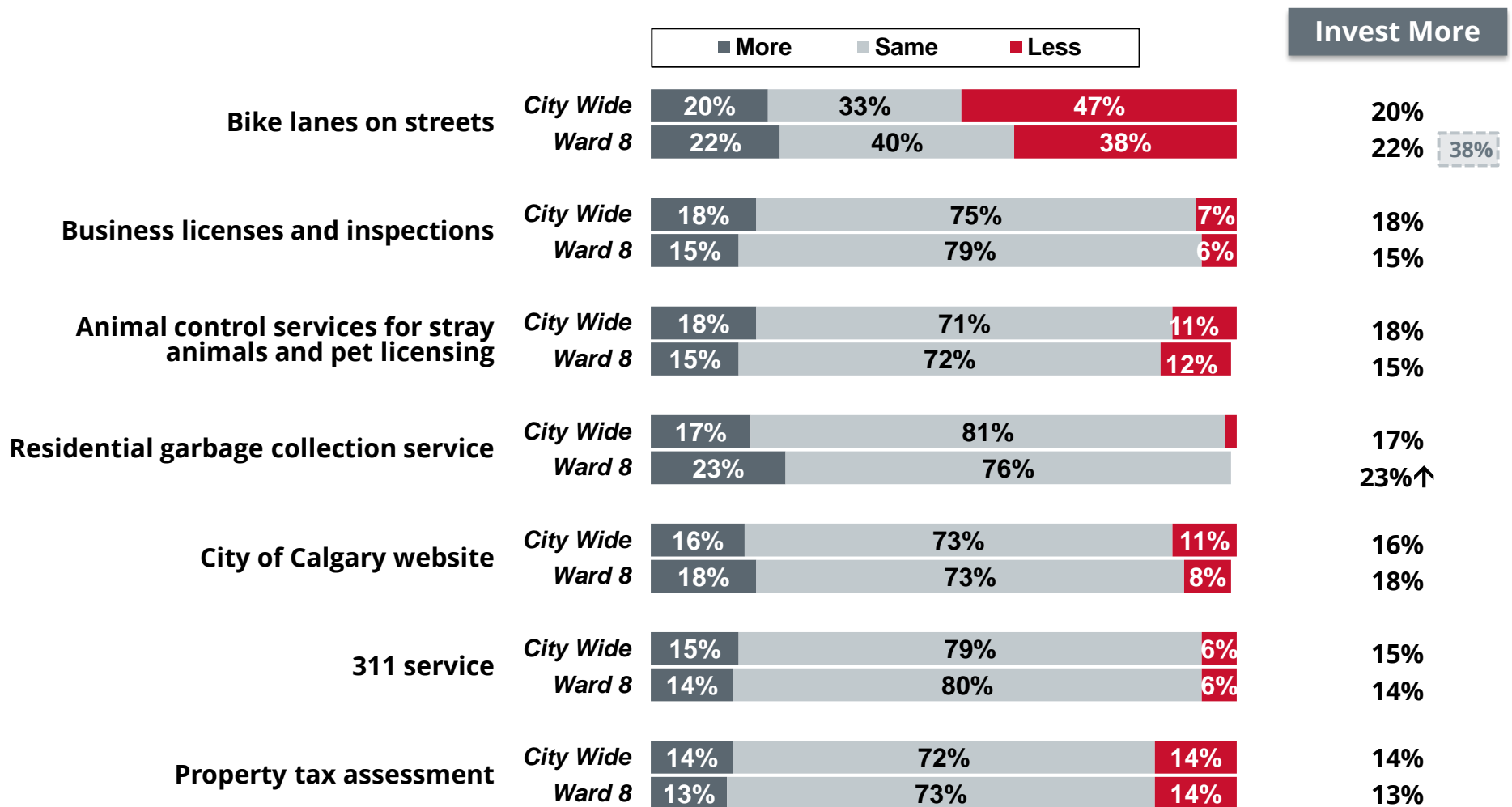


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)



Investment in City Programs and Services (continued)



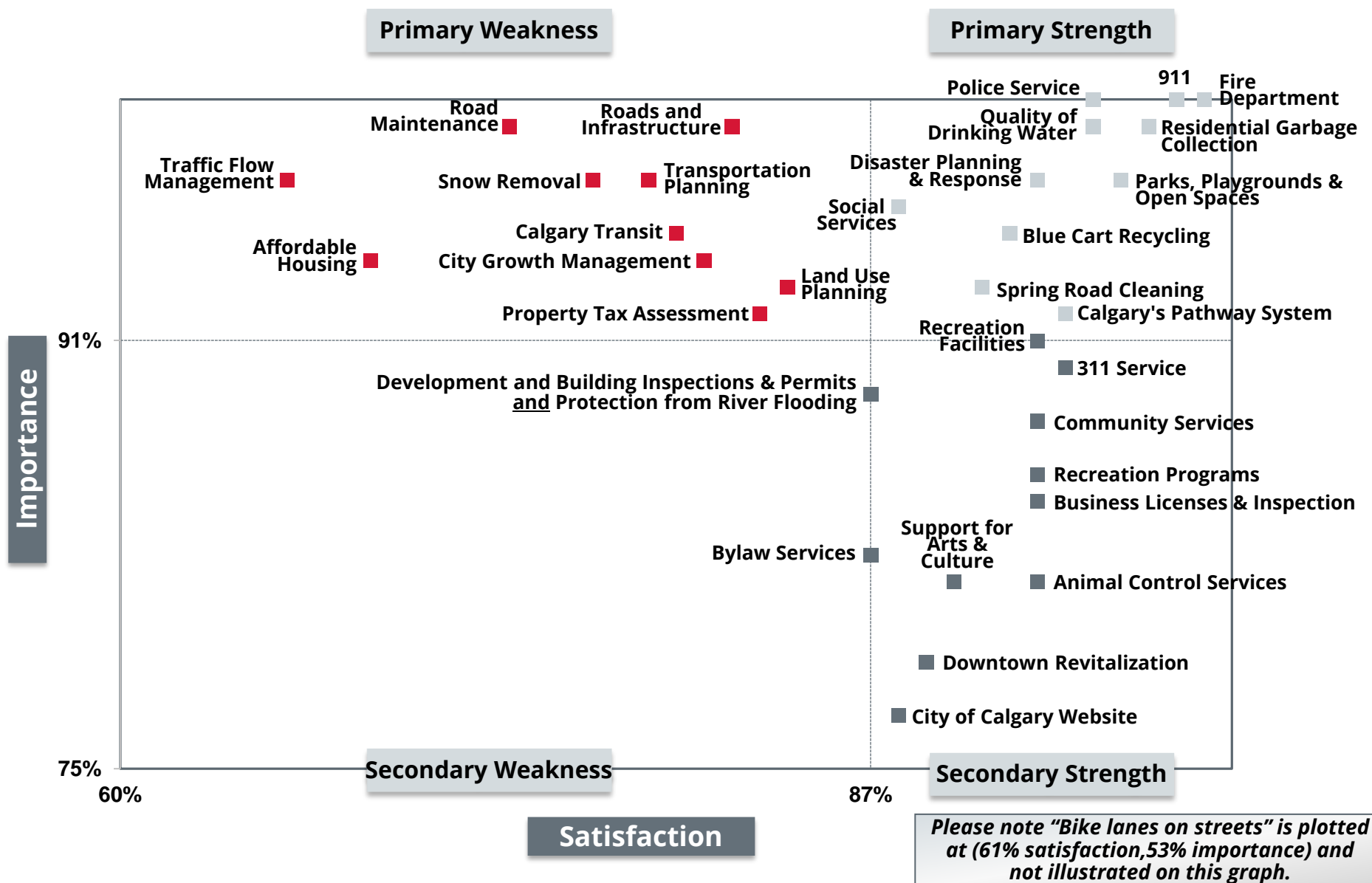
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Ward 8 2014



Importance vs. Satisfaction Grid: City Wide

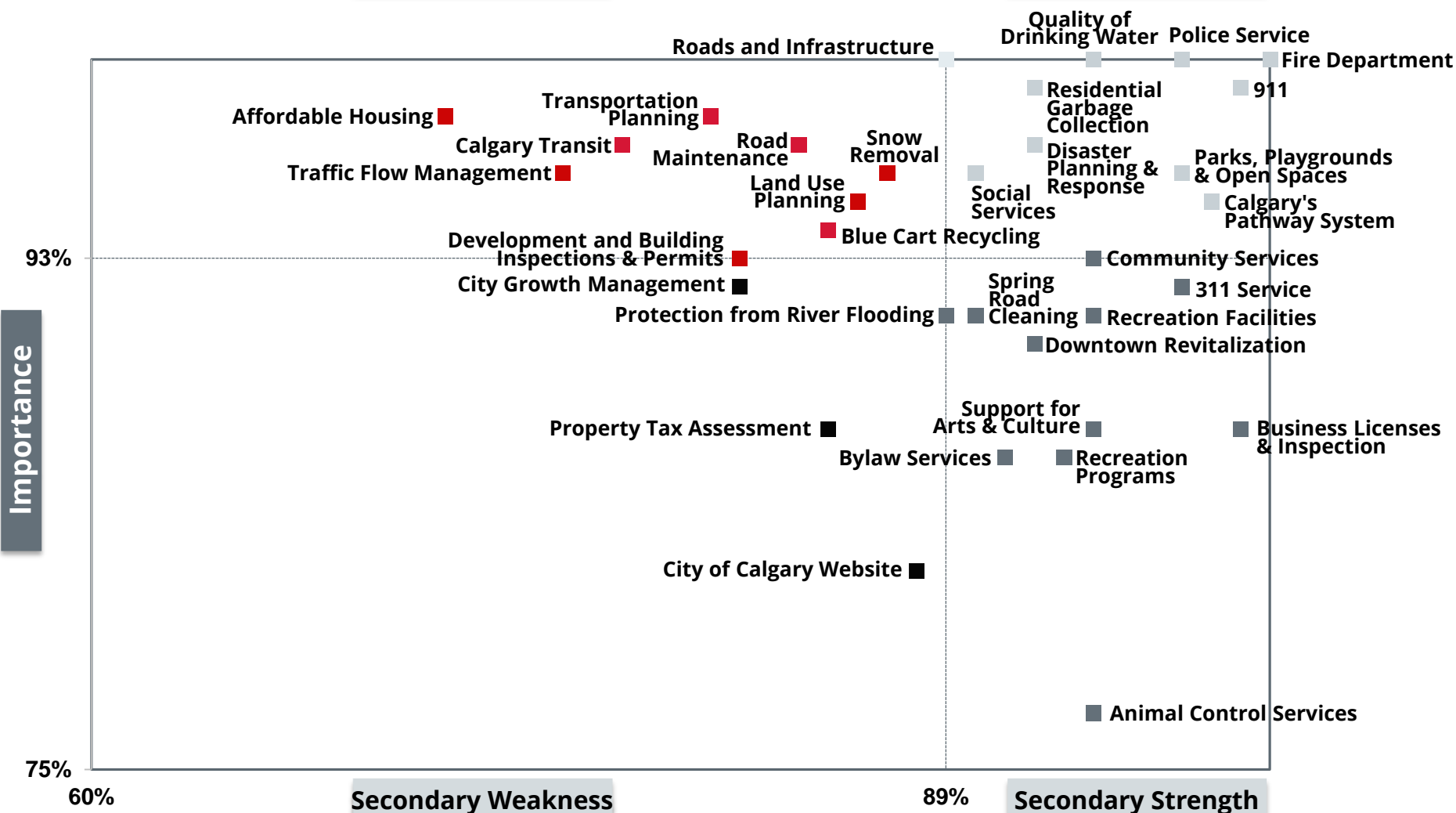




Importance vs. Satisfaction Grid: Ward 8

Primary Weakness

Primary Strength



Please note "Bike lanes on streets" is plotted at (67% satisfaction, 67% importance) and not illustrated on this graph.



Primary Strengths and Weaknesses: City Wide versus Ward 8

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

On the dividing line between strengths and weaknesses

Neither (in another quadrant)

	City Wide	Ward 8
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		
Development and Building Inspections & Permits		

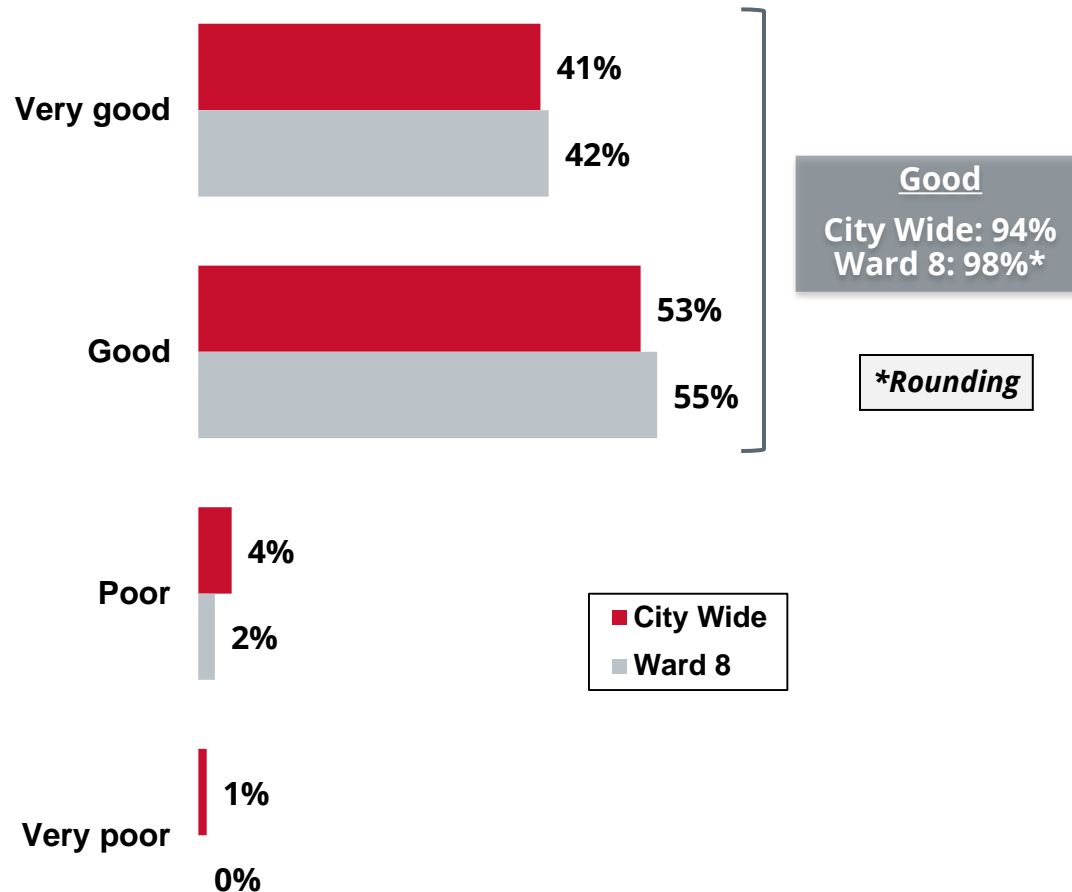


Environmental Performance





Perceptions About Overall State of Calgary's Environment

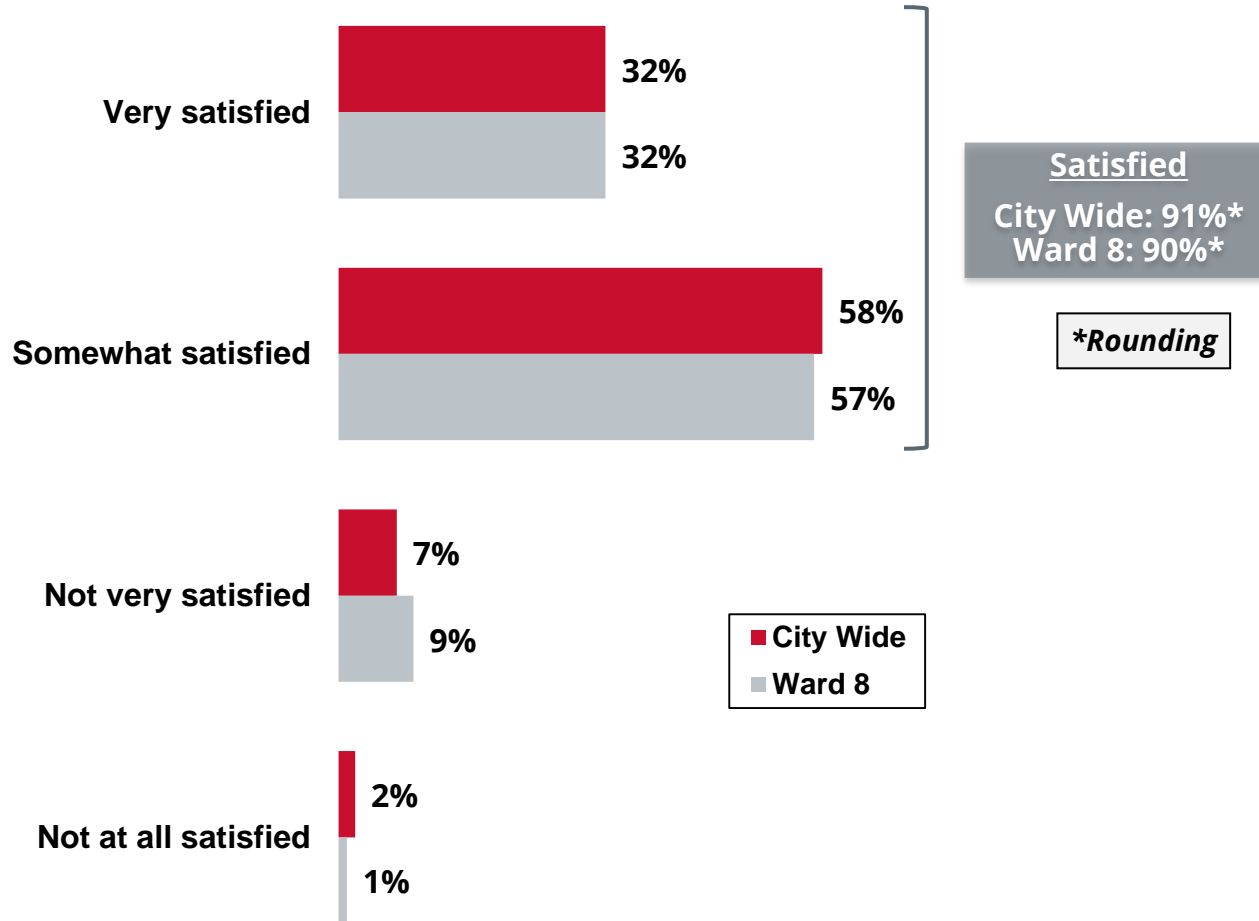


Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?

Base: Valid respondents (City Wide: n=2,448 / Ward 8: n=170)



Satisfaction with The City's Environmental Performance

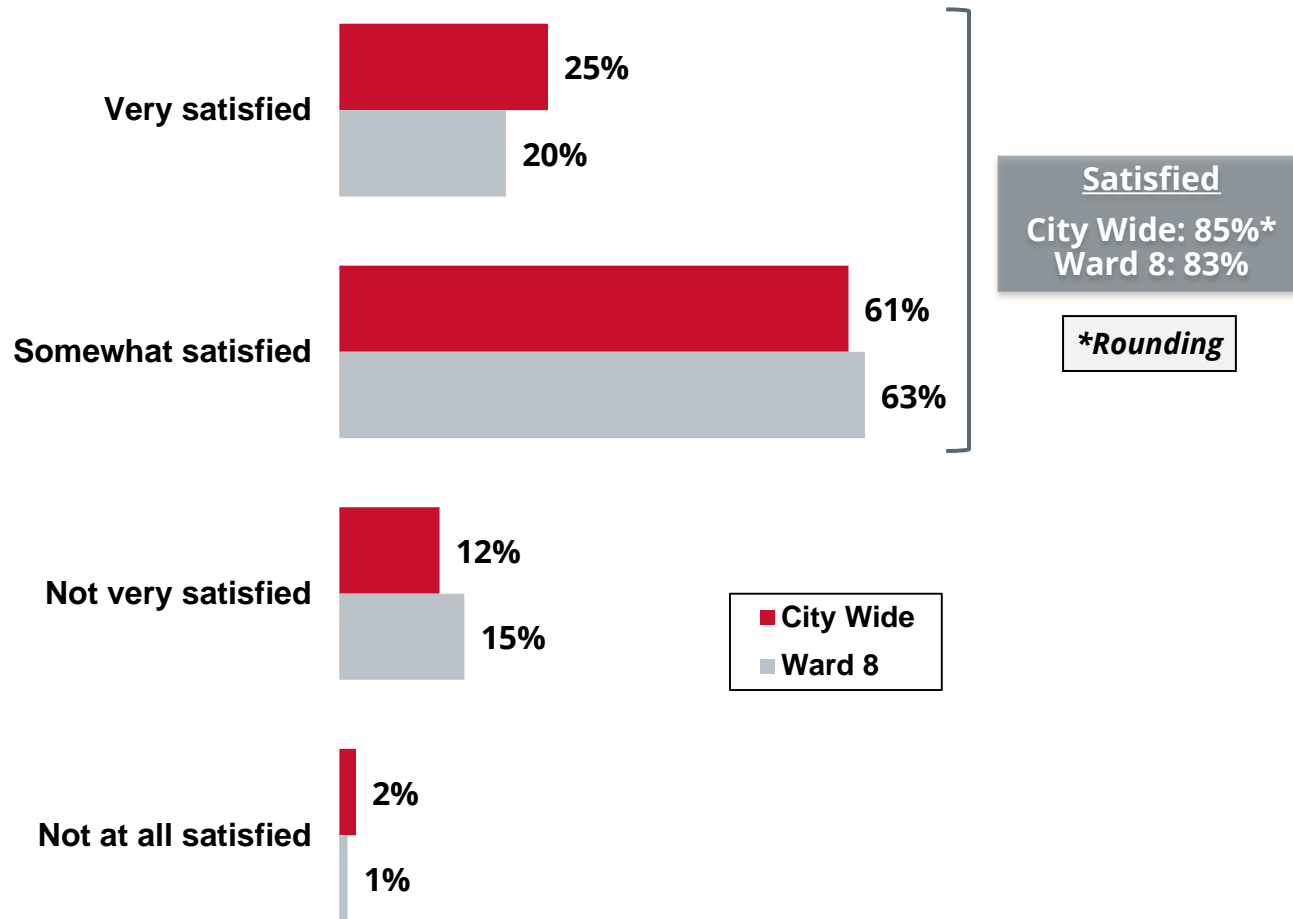


How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: Valid respondents (City Wide: n=2,436 / Ward 8: n=169)



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 8: n=169)

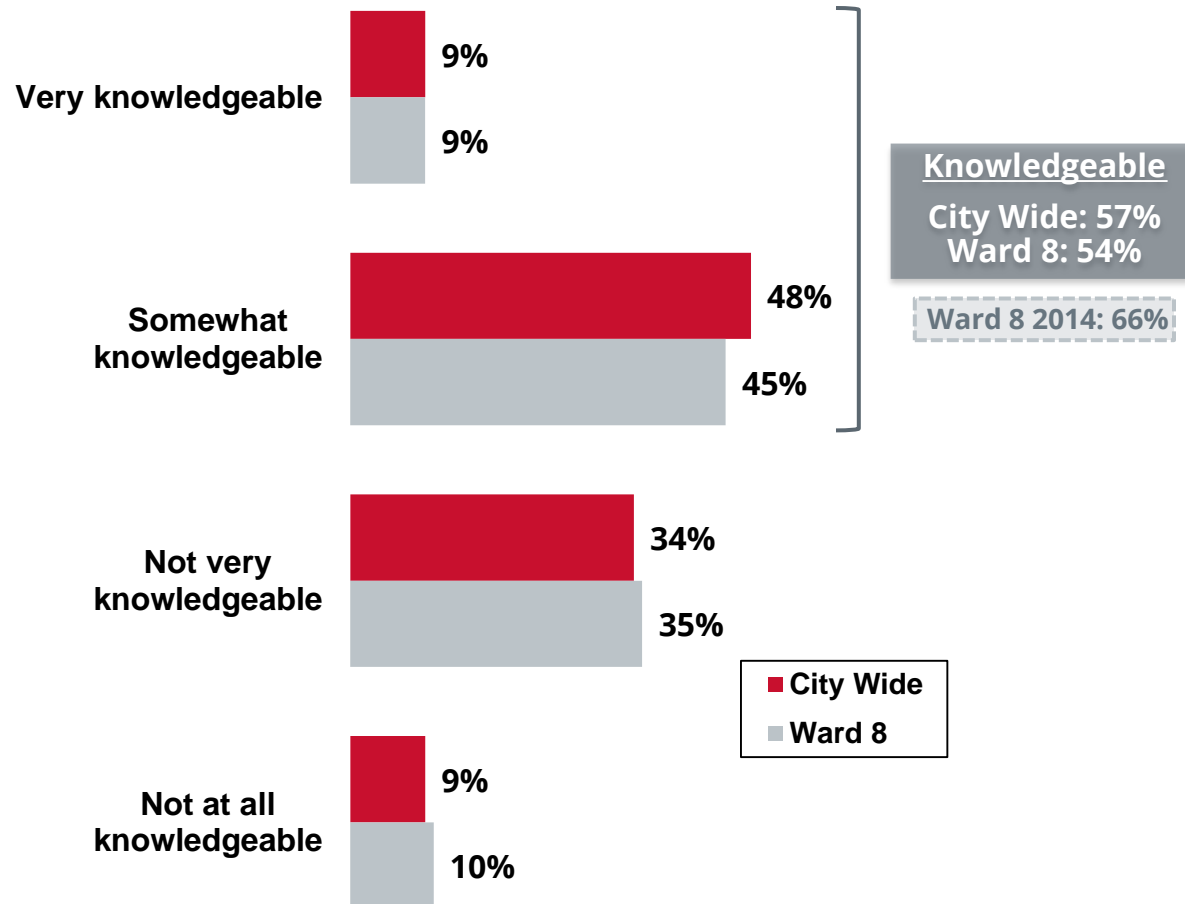


Taxation





Knowledge Levels of Tax Dollar Spending

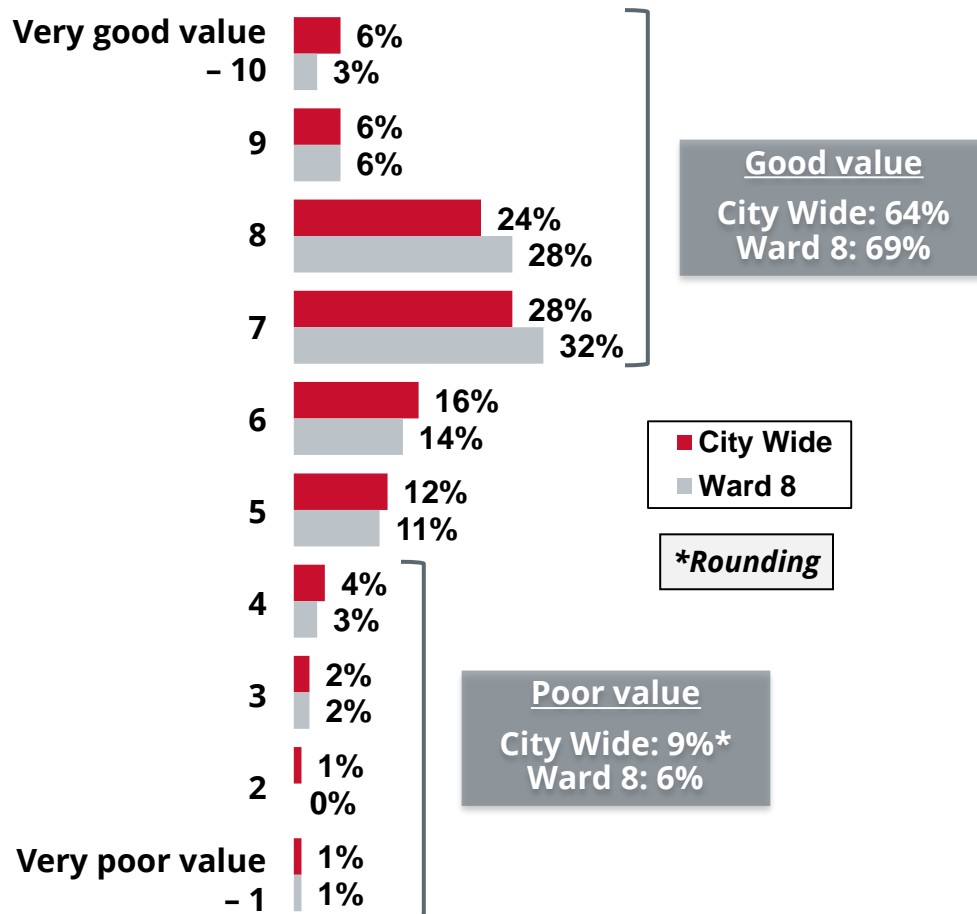


Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,442 / Ward 8: n=171)



Perceived Value of Property Taxes

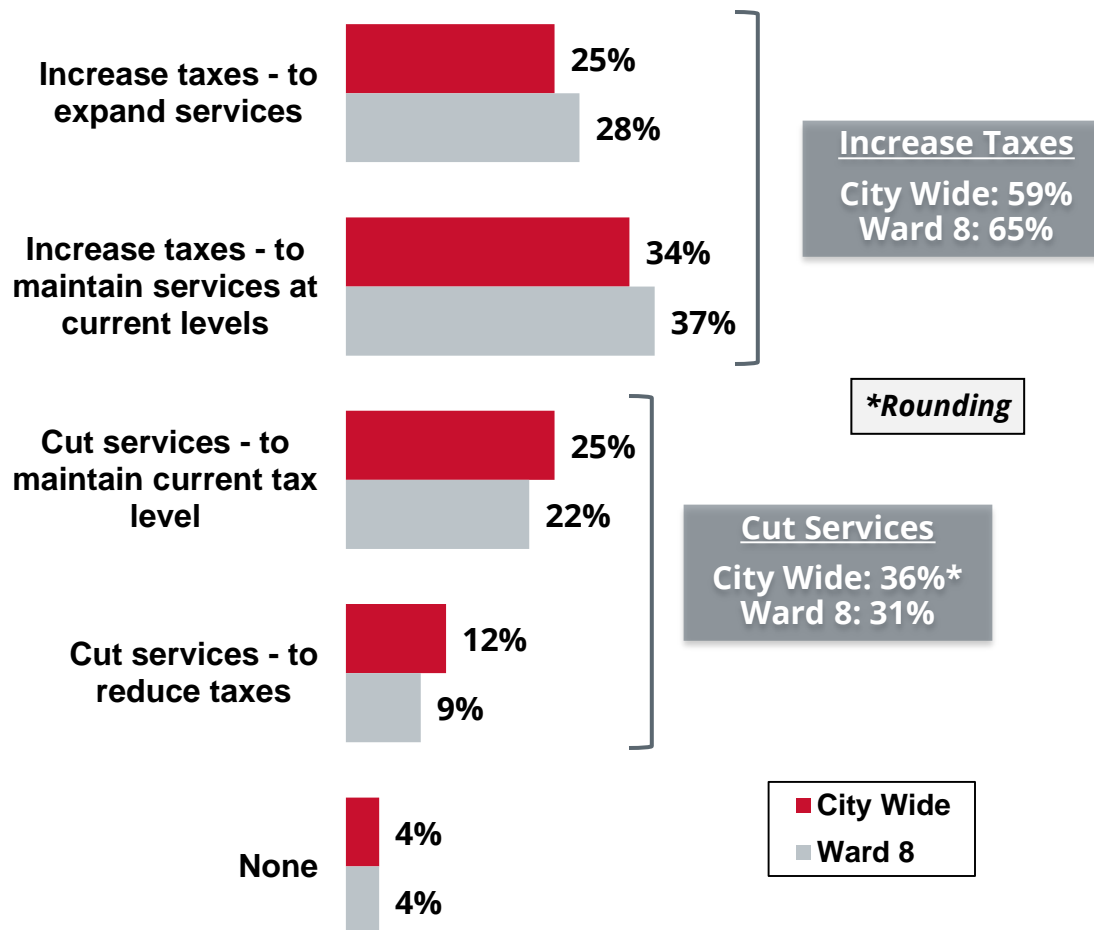


Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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 8: n=166)



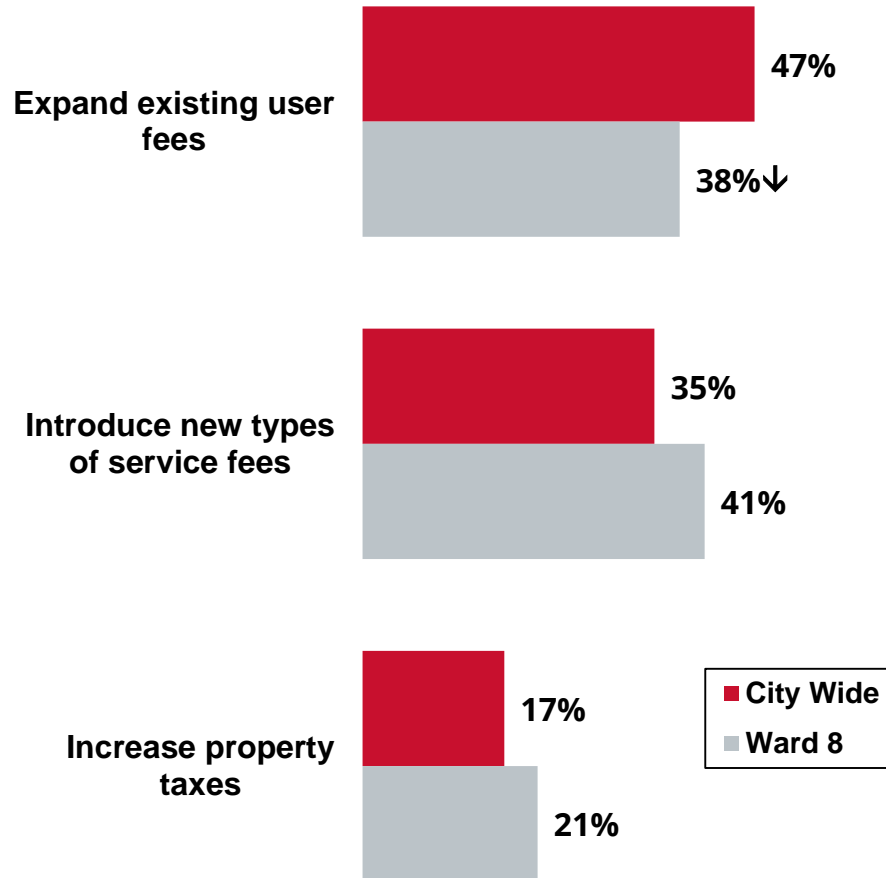
Balancing Taxation and Service Delivery Levels



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 8: n=170)

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 ...?

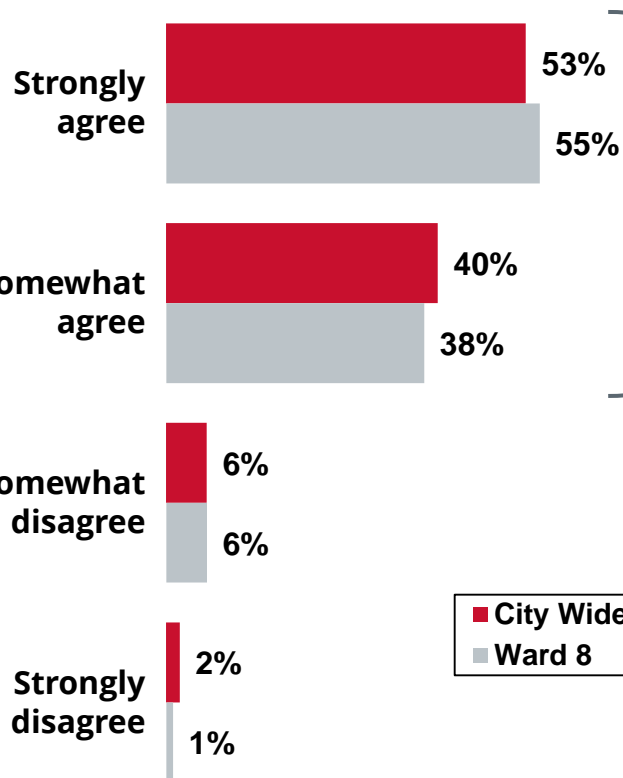
Base: Valid respondents (City Wide: n=2,295 / Ward 8: n=162)



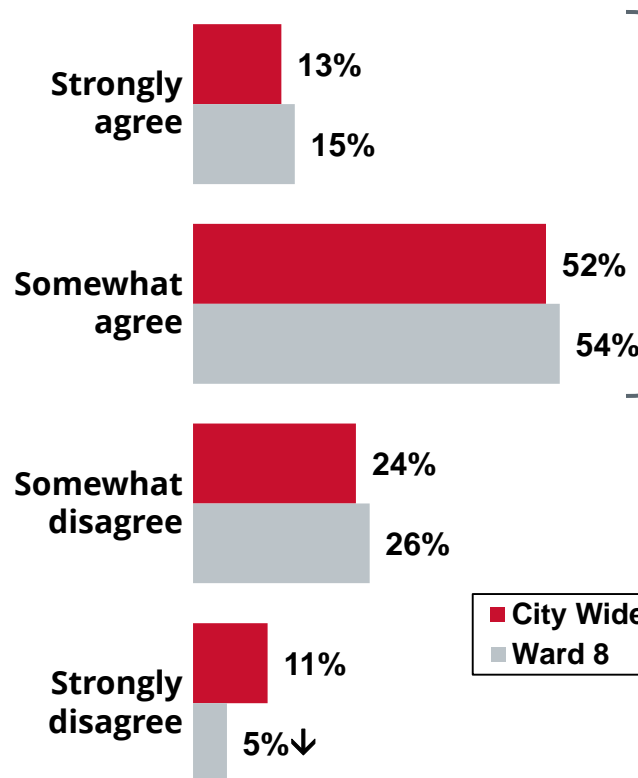
Property Tax Dollar Investment

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 8: 92%*



Agree
City Wide: 65%
Ward 8: 69%

Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.

Base: Valid respondents (Bases vary)

*Rounding

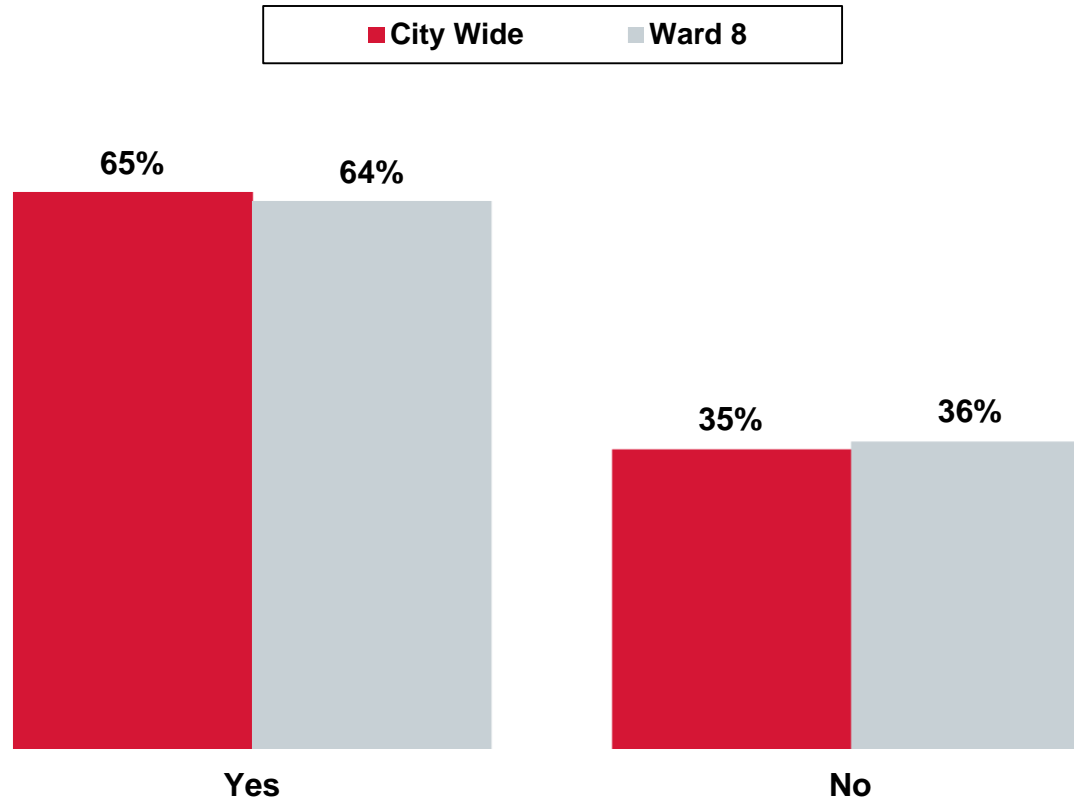


Contact with The City





Past 12 Months Contact with The City of Calgary

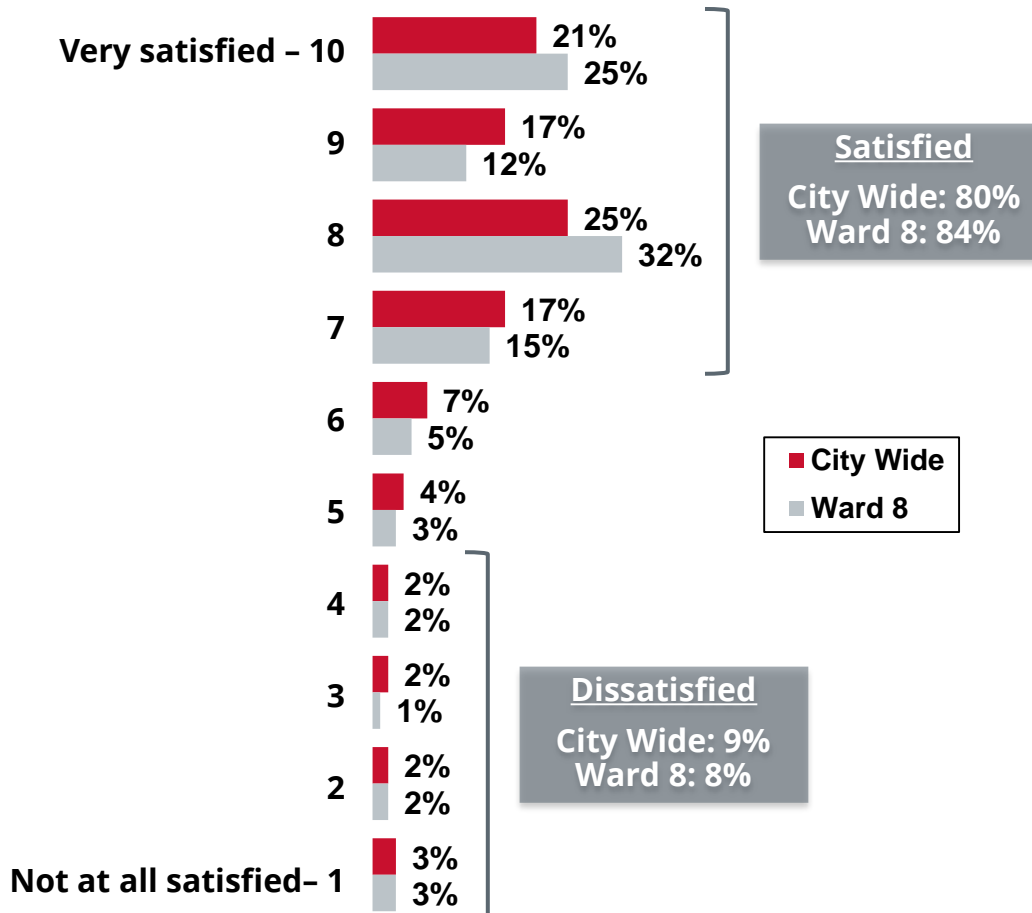


Have you contacted or dealt with The City of Calgary or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,447 / Ward 8: n=171)



Satisfaction with the Overall Level and Quality of Customer Service

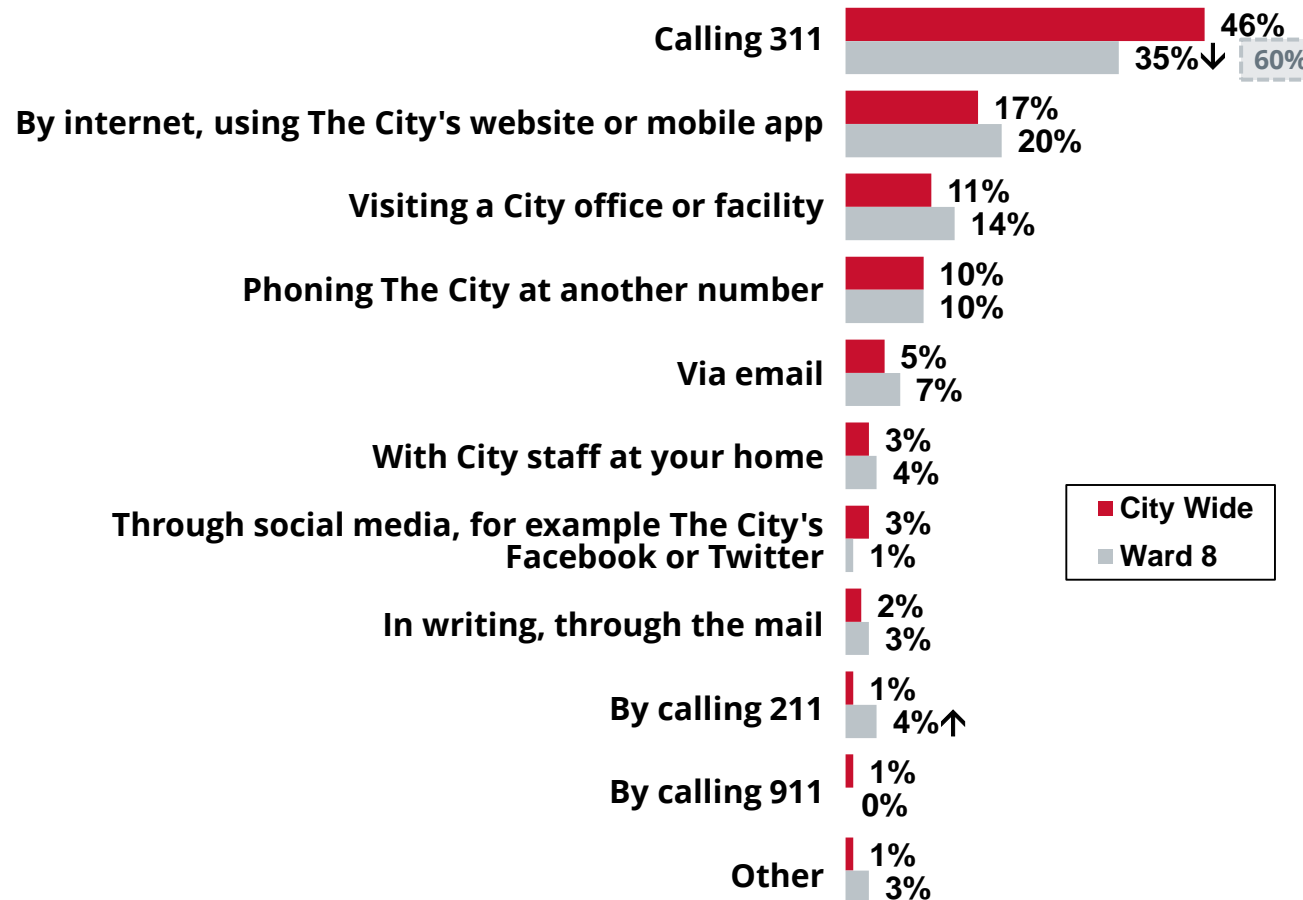


On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,603 / Ward 8: n=116)



Type of Contact



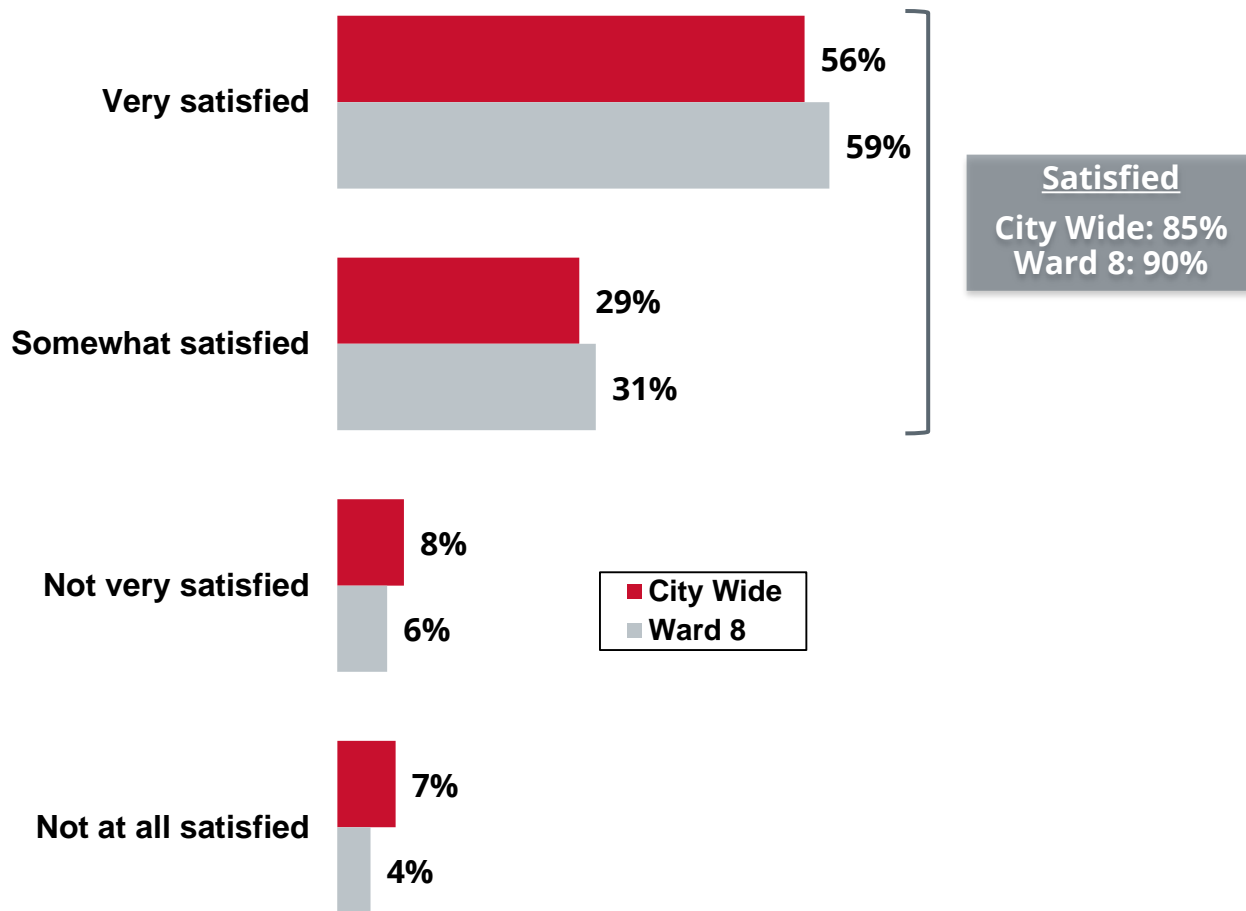
Ward 8 2014

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 8: n=116)



Satisfaction with Most Recent City Contact



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

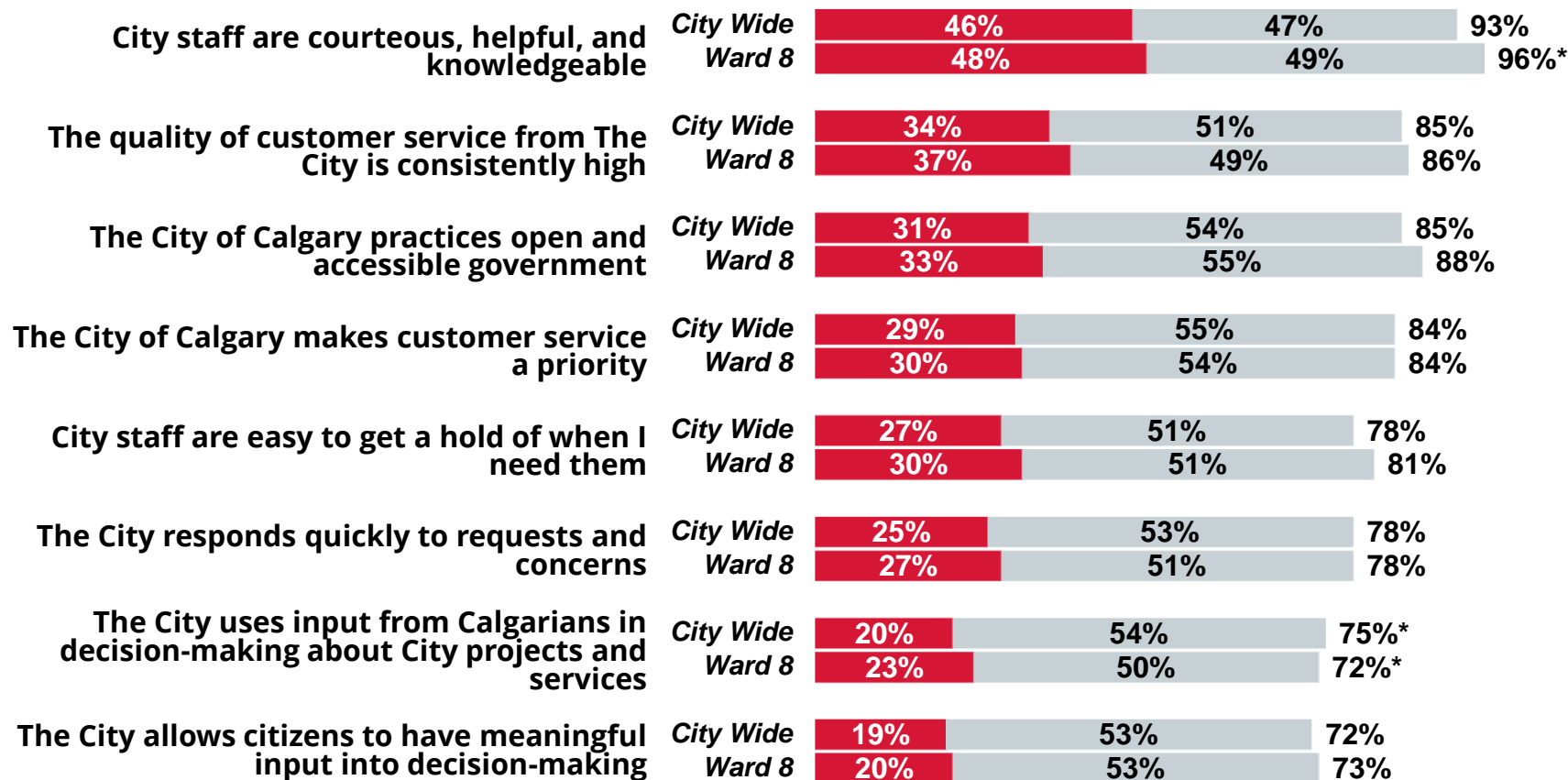
Base: Valid respondents who contacted or dealt with The City of Calgary in the last twelve months
(City Wide: n=1,602 / Ward 8: n=116)



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**

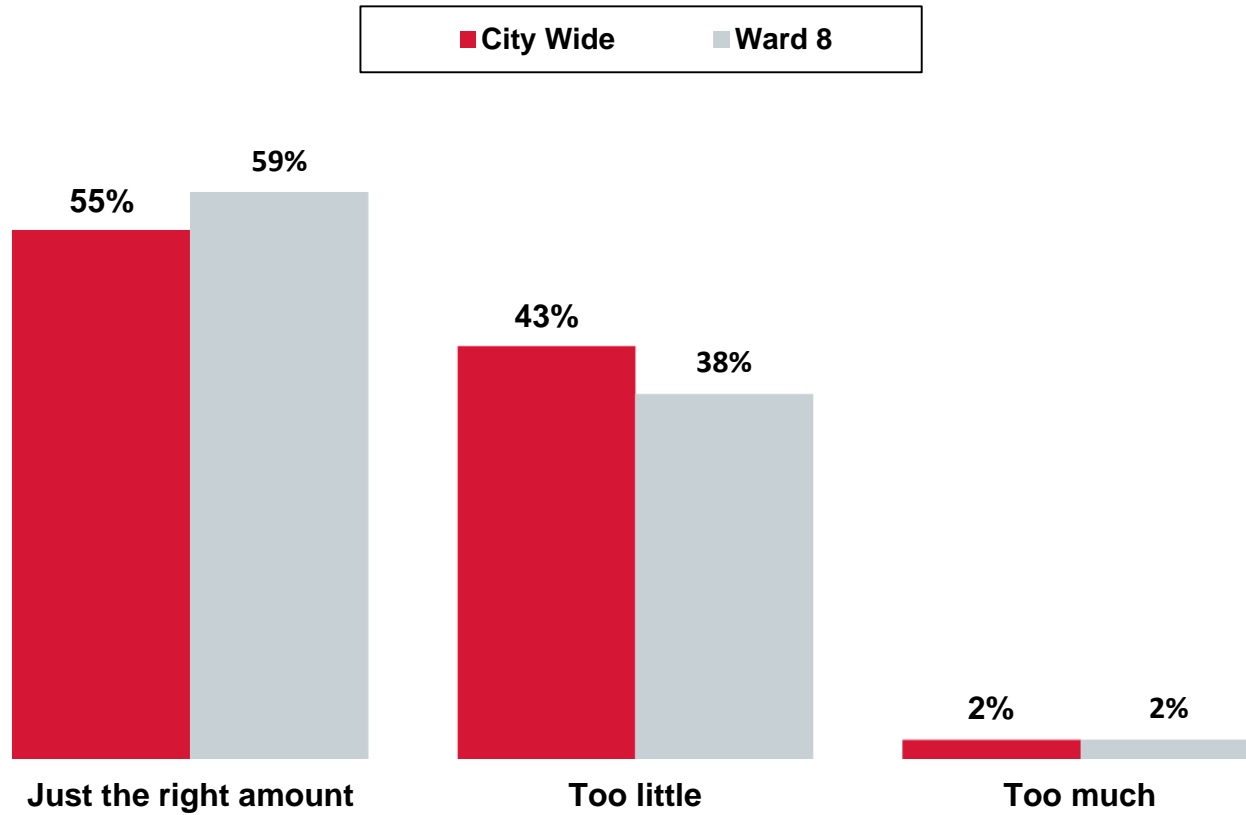


City Communications





The Extent of Information Received

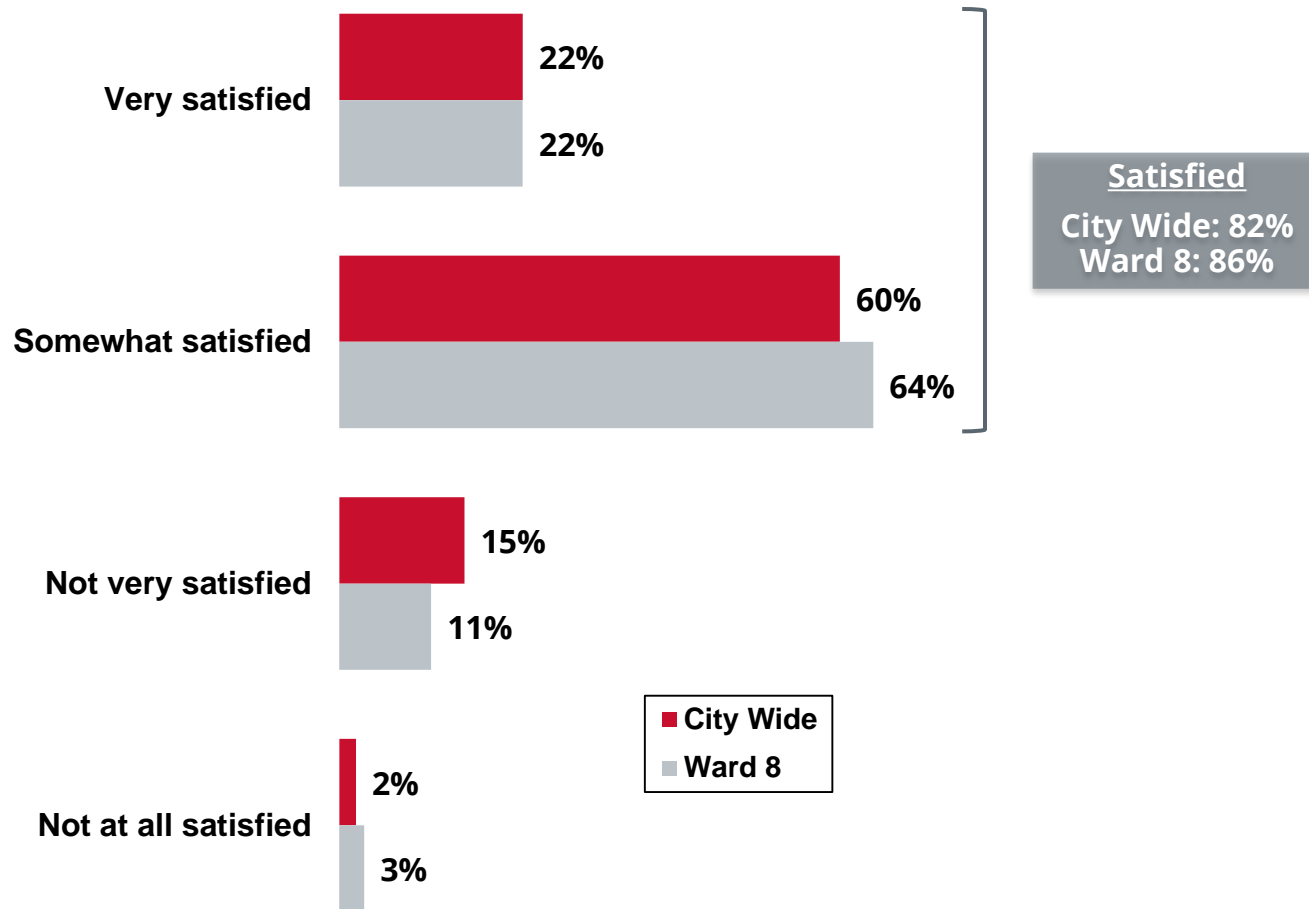


In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?

Base: Valid respondents (City Wide: n=2,440 / Ward 8: n=171)



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 8: n=171)



Demographics





Gender

	City Wide	Ward 8
Male	50%	52%
Female	50%	48%

Age

	City Wide	Ward 8
18 to 24	14%	5%↓
25 to 34	20%	35%↑
35 to 44	19%	19%
45 to 54	20%	13%↓
55 to 64	14%	13%
65 or more	13%	15%
Mean	44 years	44 years

Education

	City Wide	Ward 8
Completed high school or less	18%	12%↓
Some post secondary or college diploma	37%	27%↓
Completed university degree or post-grad degree	45%	61%↑

Income

	City Wide	Ward 8
Less than \$30K	6%	7%
\$30K to <\$45K	9%	3%↓
\$45K to <\$60K	11%	13%
\$60K to <\$75K	8%	7%
\$75K to <\$90K	8%	12%
\$90K to <\$105K	10%	13%
\$105K to <\$120K	8%	13%↑
\$120K to <\$150K	14%	11%
\$150K or more	24%	22%

Number of People In Household

	City Wide	Ward 8
1	14%	26%↑
2	29%	39%↑
3	19%	15%
4	23%	15%↓
5	10%	3%↓
6 or more	6%	2%↓

Children and Seniors in Household

% Yes

	City Wide	Ward 8
Children	38%	25%↓
Seniors	15%	7%↓

Valid respondents



Tenure in Calgary

	City Wide	Ward 8
<5 years	12%	19%↑
5 to <10 years	10%	13%
10 to <15 years	11%	10%
15 to <20 years	13%	12%
20 to <30 years	19%	13%
30 to <40 years	16%	14%
40 or more	20%	26%
Mean	24 years	22 years

Voted in Last Municipal Election

	City Wide	Ward 8
Yes – in Calgary	72%	71%
Yes – other City	2%	2%
No	25%	27%

Responsible for Property Taxes

	City Wide	Ward 8
Yes	82%	88%
No	18%	12%

Type of Home

	City Wide	Ward 8
Single-detached house	70%	37%↓
Duplex-attached house	7%	5%
Townhouse	6%	5%
Condominium	7%	18%↑
Apartment	6%	34%↑
Another multi-dwelling unit	3%	1%

Waste and Recycling Services

% Yes

	City Wide	Ward 8
Have Black Cart	85%	61%↓
Have Blue Cart	84%	56%↓

Own or Rent

	City Wide	Ward 8
Own	76%	50%↓
Rent	21%	48%↑
Neither	2%	2%

Valid respondents



Born in Canada

	City Wide	Ward 8
Yes	74%	70%
No	26%	30%

Age Left Country of Birth

	City Wide	Ward 8
Under 12	28%	26%
12 to 17	12%	11%
18 or older	60%	62%

Base: Not born in Canada

Ethnic Background

	City Wide	Ward 8
Caucasian/ white	24%	25%
British	19%	17%
Canadian/ French Canadian	17%	16%
Western European	12%	12%
East or Southeast Asian	11%	12%
Southern or Eastern European	9%	6%
South Asian	6%	7%
Central/ South American or Caribbean	2%	1%
West Asian or Middle Eastern	2%	1%
African	2%	5%↑
Aboriginal/ First Nations/ Metis	2%	3%
Other	1%	1%

Disability

	City Wide	Ward 8
Yes	15%	13%
No	85%	87%

Visible Minority

	City Wide	Ward 8
Yes	20%	21%
No	80%	79%

Valid respondents

Contact



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