

2017 Quality of Life and Citizen Satisfaction Survey

Ward 12 Report



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

03

Methodology

04

Summary of Key Findings

09

Quality of Life

17

Issue Agenda

19

City Programs and Services

37

Environmental Performance

41

Taxation

47

Contact with The City

53

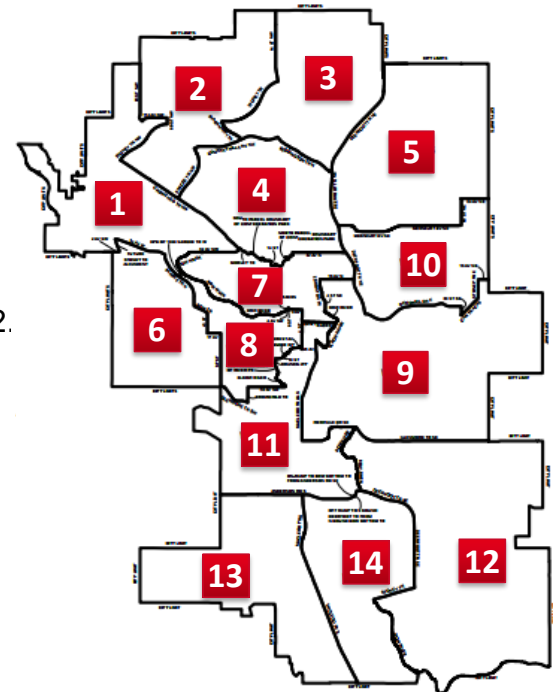
City Communications

57

Demographics

Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 16th and September 10th, 2017.
 - Both landline (70%) and cell phone (30%) sample were used.
 - The average interview length was 31 minutes.
- ❖ Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2016 Municipal and Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,500 is ± 2.0 percentage points, 19 times out of 20.
 - A total of 202 interviews were conducted with residents of Ward 12 (MOE ± 6.9).
- ❖ Research Note on significant differences.
 - Throughout, City Wide results are compared to results from Ward 12.
 - \uparrow indicates a number is significantly higher than City Wide.
 - \downarrow indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2017 results for Ward 12 are compared to those from 2016.
 - Only significant differences are shown.





Summary of Key Findings



Key Findings: Quality of Life

For Ward 12 residents, perceptions about the quality of life in Calgary are extremely strong and a number of metrics are statistically higher than City Wide.

- ❖ More than nine-in-ten (92%) Ward 12 residents say the quality of life in Calgary today is 'good,' 7 percentage points higher than 85% City Wide.
- ❖ The majority (52%) of Ward 12 residents say the quality of life in Calgary has stayed the same over the past three years (statistically consistent with 45% City Wide), while 17% say it has improved (on par with 20% City Wide). Three-in-ten (31%) feel it has worsened, also on par with City Wide (35%).
- ❖ Three Ward 12 sustainability metrics are statistically higher than City Wide results:
 - 91% agree 'I am proud to live in my neighborhood' – 6 percentage points higher than City Wide (85%);
 - 90% agree 'Calgary is a great place to make a life' – 8 percentage points higher than City Wide; and,
 - 90% agree 'Calgary is on the right track to be a better city ten years from now' – 6 percentage points higher than City Wide (84%).
- ❖ Further, Ward 12 offer higher ratings for perceived safety.
 - Nine-in-ten (91%) Ward 12 residents say they would feel safe walking in their neighbourhood after dark, 10 percentage points higher than City Wide (81%); and, fully one-half (50%) say they would feel very safe (vs. 40% City Wide).

Key Findings: Issue Agenda and City Programs and Services

Transit emerges as a key issue for Ward 12 residents.

- ❖ In the Ward 12 issue agenda, “*transit*” is tied with “*infrastructure, traffic and roads*” for the top position, both at 29% of mentions.
 - Mentions of “*transit*” are 10 percentage points higher in Ward 12 than City Wide (29% vs. 19%), while mentions of “*infrastructure, traffic and roads*” are not statistically different (29% vs. 35%).
- ❖ When asked what actions The City could take to improve quality of life, 24% of Ward 12 residents suggest improvements to “*transit*” – 8 percentage points higher than City Wide (16%).
- ❖ Further, in Ward 12, satisfaction with Calgary Transit is statistically lower than City Wide, while desired investment is higher.
 - Two-thirds (66%) of Ward 12 residents are satisfied with Calgary Transit – 16 percentage points lower than City Wide (82%), while just 20% are ‘very satisfied’ – 11 percentage points lower than City Wide (31%).
 - Seven-in-ten (70%) Ward 12 residents would like The City to invest ‘more’ in Calgary Transit, 9 percentage points higher than City Wide.

Apart from Transit, other transportation related services also stand out in Ward 12.

- ❖ City operated roads and infrastructure – 79% satisfied (vs. 85% City Wide), and 16% ‘very satisfied’ (vs. 24% City Wide).
- ❖ Transportation planning – 73% satisfied (vs. 80% City Wide), and 10% ‘very satisfied’ (vs. 20% City Wide); and, 65% invest ‘more’ (vs. 54% City Wide).
- ❖ Traffic flow management – 70% invest ‘more’ vs. 59% City Wide.

Satisfaction with the overall level and quality of City programs and services is solid.

- ❖ Eight-in-ten (81%) of Ward 12 residents say they are satisfied with the overall level and quality of services and programs provided by The City – on par with City Wide (79%).

Key Findings: The Environment and Taxation

Ward 12 residents' perceptions of The City's performance on the environmental front are statistically higher than City Wide.

- ❖ Satisfaction with The City's environmental performance is near universal (96%) among Ward 12 residents, and 5 percentage points higher than City Wide (91%).
- ❖ With regard to The City's environmental programs and services aimed at helping Calgarians reduce their environmental impact, 91% of Ward 12 residents say they are satisfied, on par with 89% City Wide.
 - It is worth noting, however, that strength of satisfaction in Ward 12 is somewhat tempered with 'very satisfied' ratings statistically lower than City Wide (23% vs. 35%). That said, Green Cart collection had not yet started in Ward 12 at the time of interviewing.

Ward 12 residents' views on taxation closely parallel City Wide results.

- ❖ Six-in-ten (61%) Ward 12 residents give The City a good value rating for the value of their property tax dollars, consistent with City Wide (60%).
- ❖ Roughly one-half (48%, on par with 50% City Wide) of Ward 12 residents support tax increases to maintain or expand services, while 47% (on par with 45% City Wide) support cutting services to maintain or reduce taxes.

Key Findings: Service Delivery and Communications

There are no statistically significant differences between Ward 12 residents and the broader Calgary public with regard to service delivery.

- ❖ Among Ward 12 residents who contacted or dealt with The City in the past 12 months, 81% (consistent with 78% City Wide) are satisfied with the overall level and quality of customer service received.
- ❖ Perceptions of The City's customer service delivery, transparency, and citizen-input into decision making are on par with City Wide findings.
 - Ratings are very high for City staff, moderate for ease of access and response time, and comparatively lower with regard to citizens having meaningful input and enough opportunities into City decision-making.

Perceptions of City communications are also statistically consistent with City Wide results.

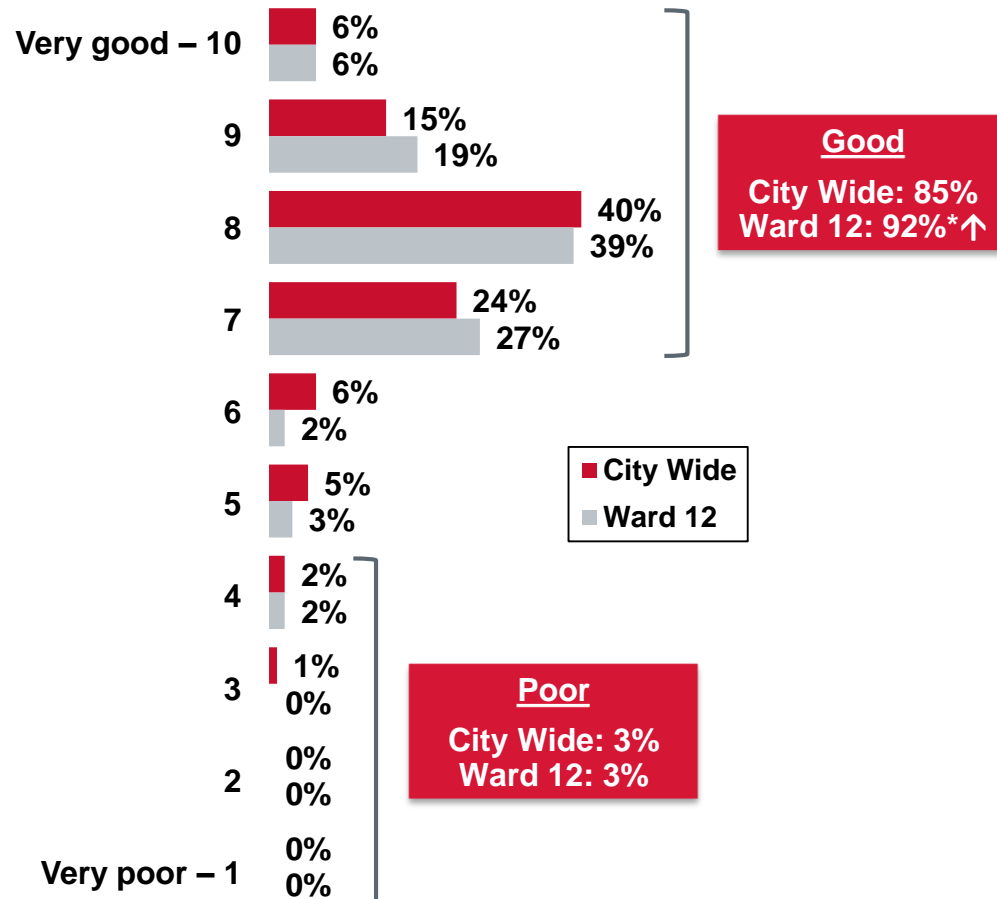
- ❖ Satisfaction with the overall quality of City information and communications is solid (83%) and consistent with City Wide (84%).
- ❖ Roughly one-half (47%, consistent with 51% City Wide) of Ward 12 residents say they receive 'just the right amount' of information from The City while 50% (consistent with 47% City Wide) say they receive 'too little.'
- ❖ When asked to cite the top areas they would like The City to provide more information, as with City Wide, "*budget and spending*" (44%, statistically consistent with 36% City Wide) tops the list for Ward 12 residents, but specific mentions of "*taxes/ government spending*" are higher (42% vs. 33% City Wide).



Quality of Life



Overall Quality of Life in Calgary

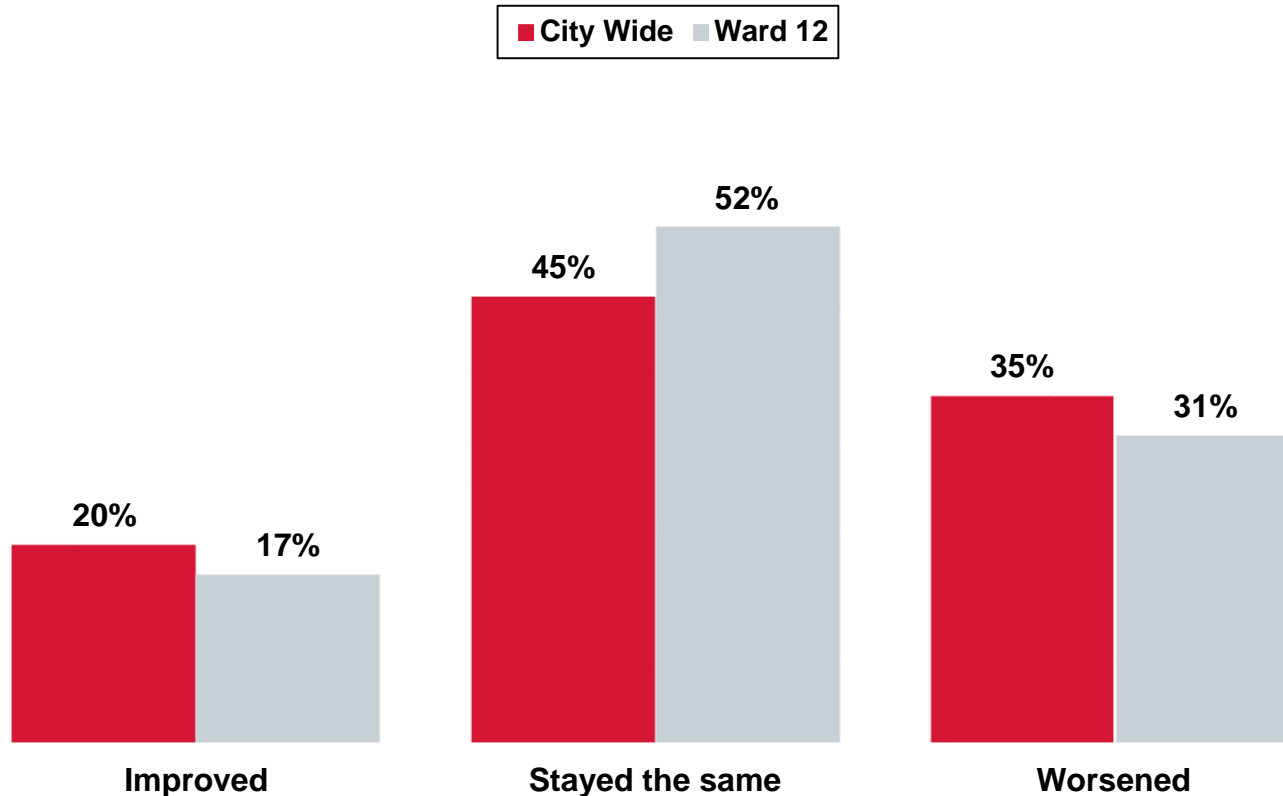


*Rounding

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=2,499 / Ward 12: n=202)

Perceived Change in the Quality of Life



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

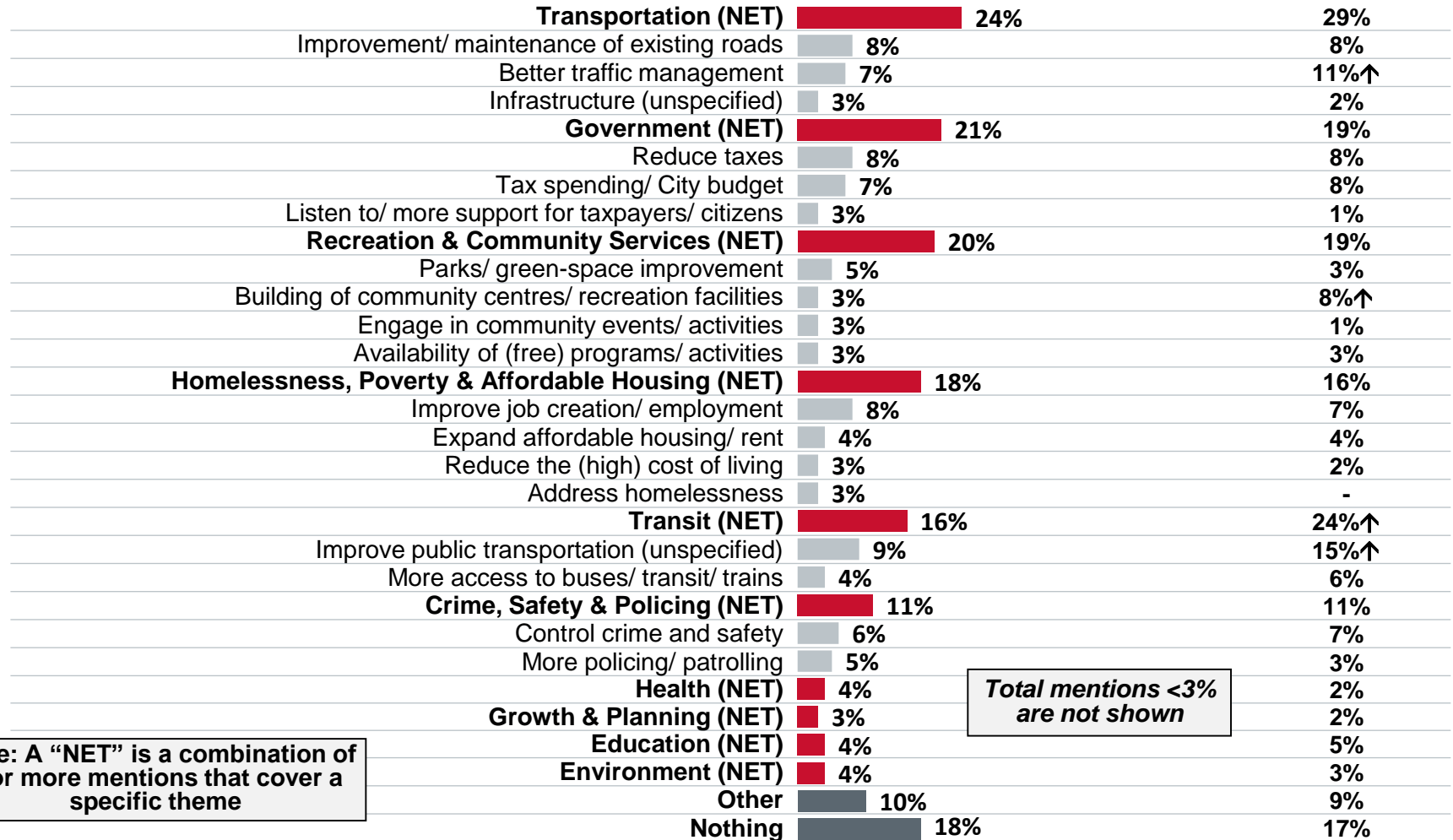
Base: Valid respondents (City Wide: n=2,484 / Ward 12: n=201)

Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 12



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=2,359 / Ward 12: n=194)

Sustainability: Connectedness and Inclusivity

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

% Agree

I am proud to be a Calgarian

City Wide



89%

Ward 12



93%

I am proud to live in my neighbourhood

City Wide



85%

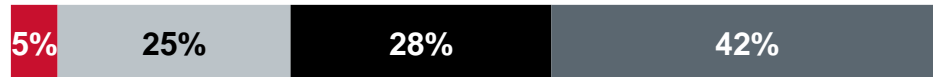
Ward 12



91%↑

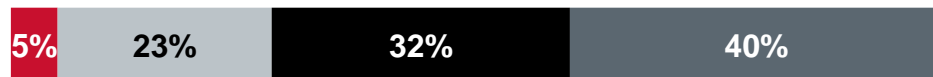
I am regularly involved in neighbourhood and local community events

City Wide



30%

Ward 12



28%

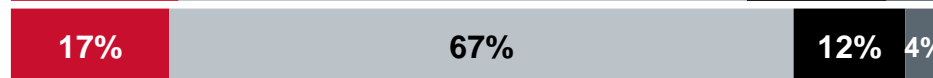
The City of Calgary, municipal government, fosters a city that is inclusive and accepting of all

City Wide



79%

Ward 12



84%

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)

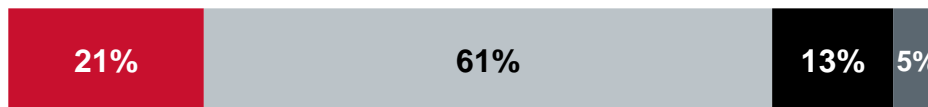
Sustainability: Making a Life, Making a Living and Direction for the Future

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

% Agree

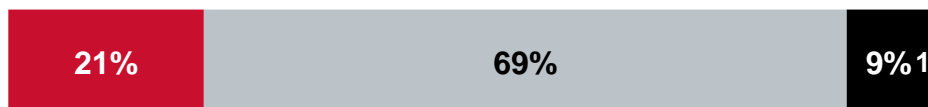
Calgary is a great place to make a life

City Wide



82%

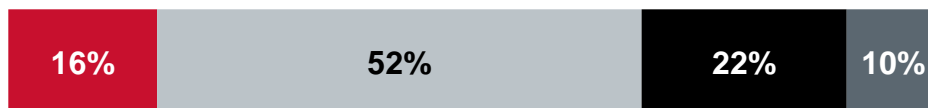
Ward 12



90%↑

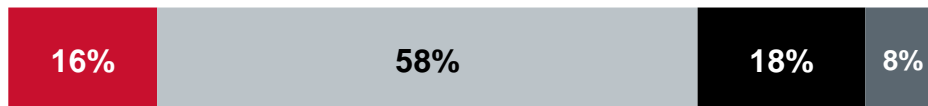
Calgary is a great place to make a living

City Wide



68%

Ward 12



74%

Calgary is moving in the right direction to ensure a high quality of life for future generations

City Wide



62%

Ward 12

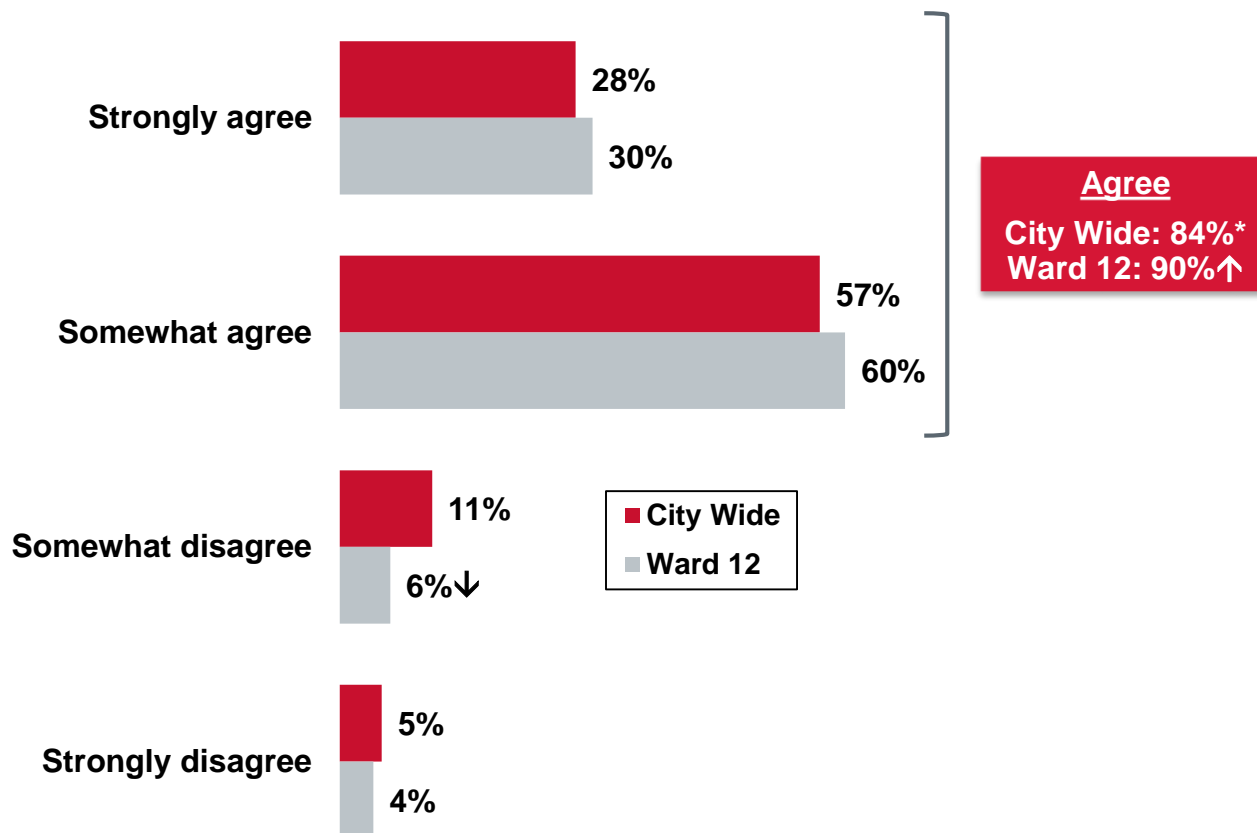


64%

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?

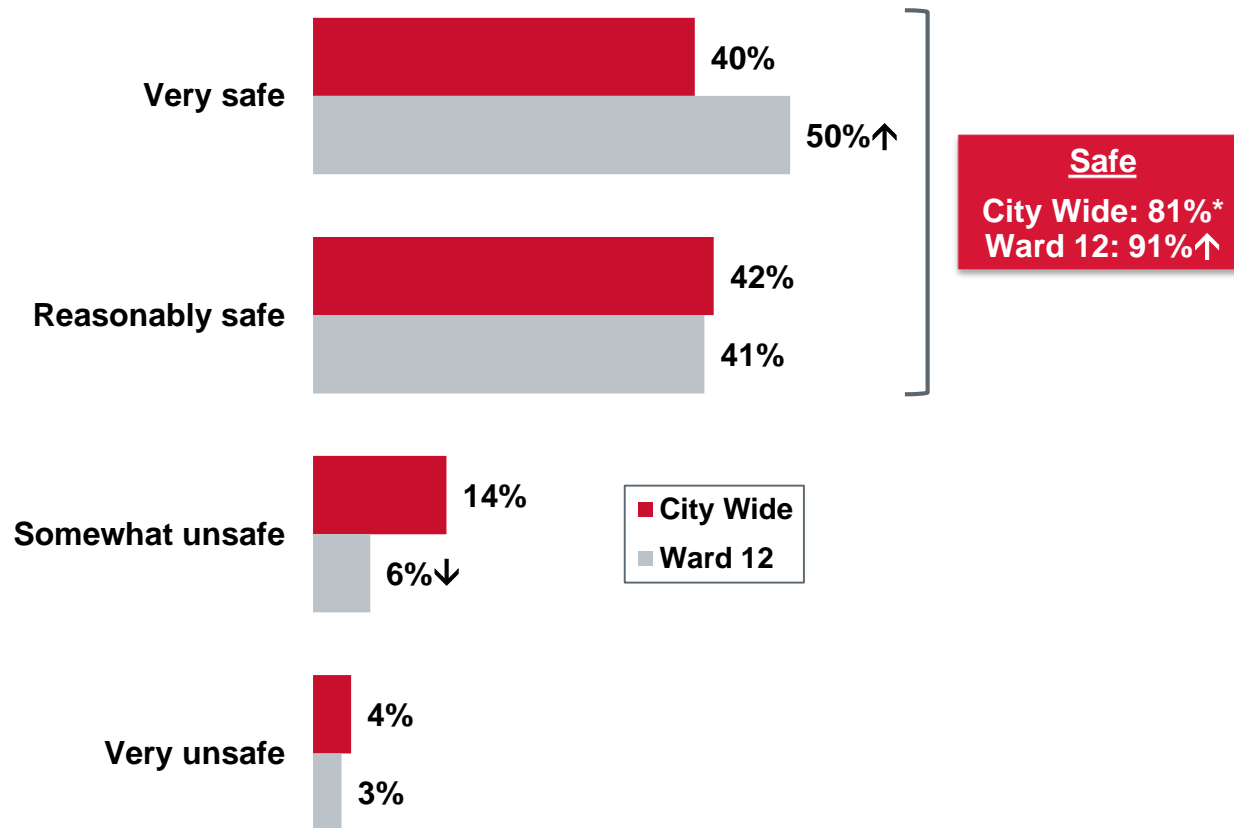


*Rounding

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=2,489 / Ward 12: n=201)

Perceived Safety in Own Neighbourhood



*Rounding

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

Base: Valid respondents (City Wide: n=2,495 / Ward 12: n=202)



Issue Agenda



Issue Agenda

Multiple Responses

City Wide

Ward 12

■ First Mention ■ Other Mentions

Infrastructure, Traffic & Roads (NET)	26%	9%	35%	29%
Traffic congestion	7%	3	10%	11%
Infrastructure maintenance/ improvement/ development	4%	5%		3%
Road conditions	4%	3	7%	1%↓
(Lack of) snow removal	3	4%		-
Transit (NET)	13%	6%	19%	29%↑
Public Transportation [incl. buses/ C-train/ poor service]	8%	3	11%	21%↑
Transportation (unspecified)	4%	3	7%	11%
Crime, Safety & Policing (NET)	9%	4%	13%	14%
Crime [incl. breaking and entering/ gangs/ drug dealers, etc.]	5%	7%		8%
Public safety	4%	6%		6%
Taxes (NET)	6%	8%		8%
Recreation (NET)	4%	3	7%	11%
Environment & Waste Management (NET)	4%	3	7%	7%
Economy (NET)	4%	6%		4%
Budget & Spending (NET)	4%	6%		3%
Education (NET)	4%	6%		14%
Homelessness, Poverty & Affordable Housing (NET)	3	5%		2%
Growth & Planning (NET)	3	4%		1%↓
Other			25%	21%
None			15%	9%

Total mentions <4%
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?

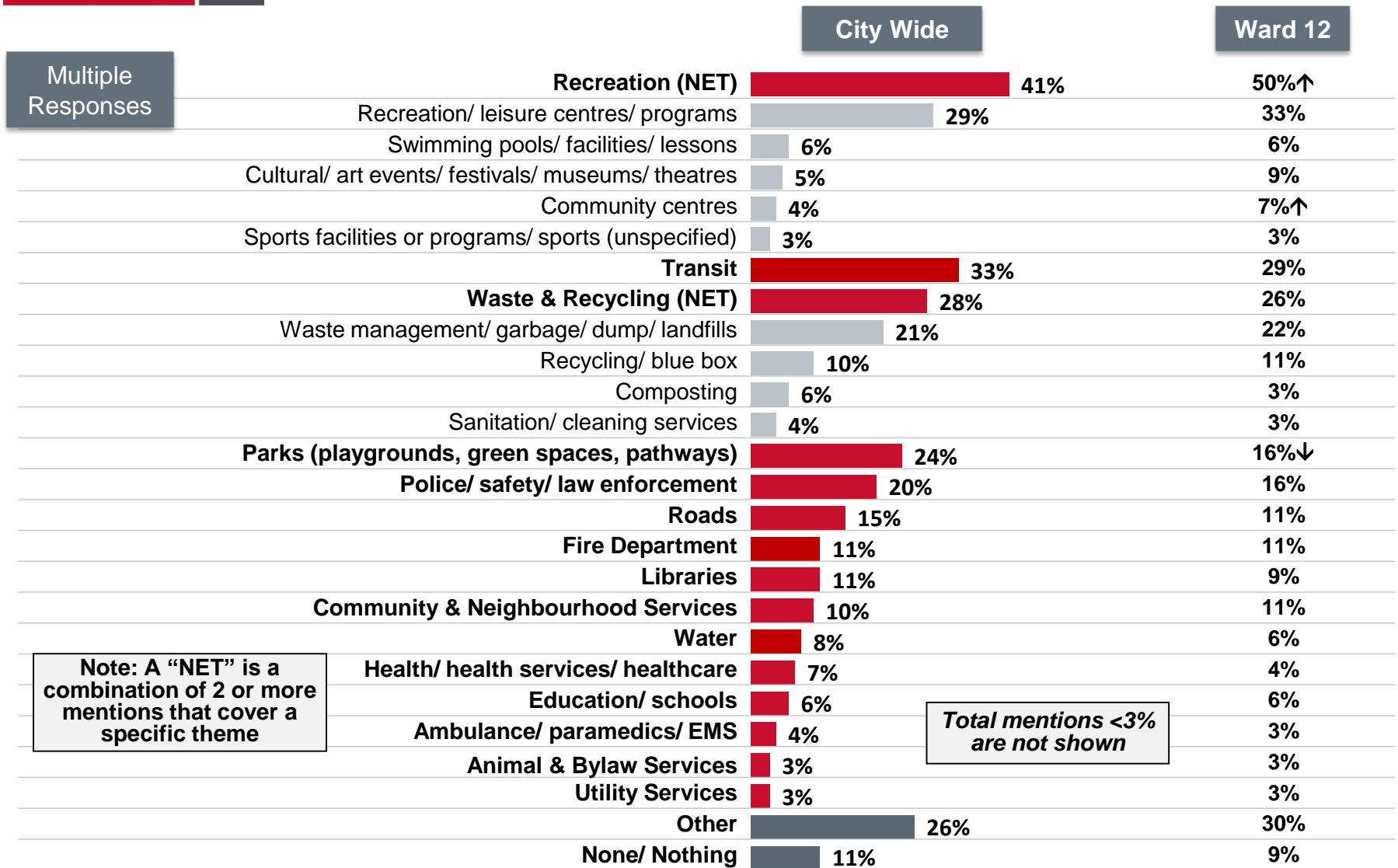
Base: Valid respondents (City Wide: n=2,441 / Ward 12: n=196)



City Programs and Services



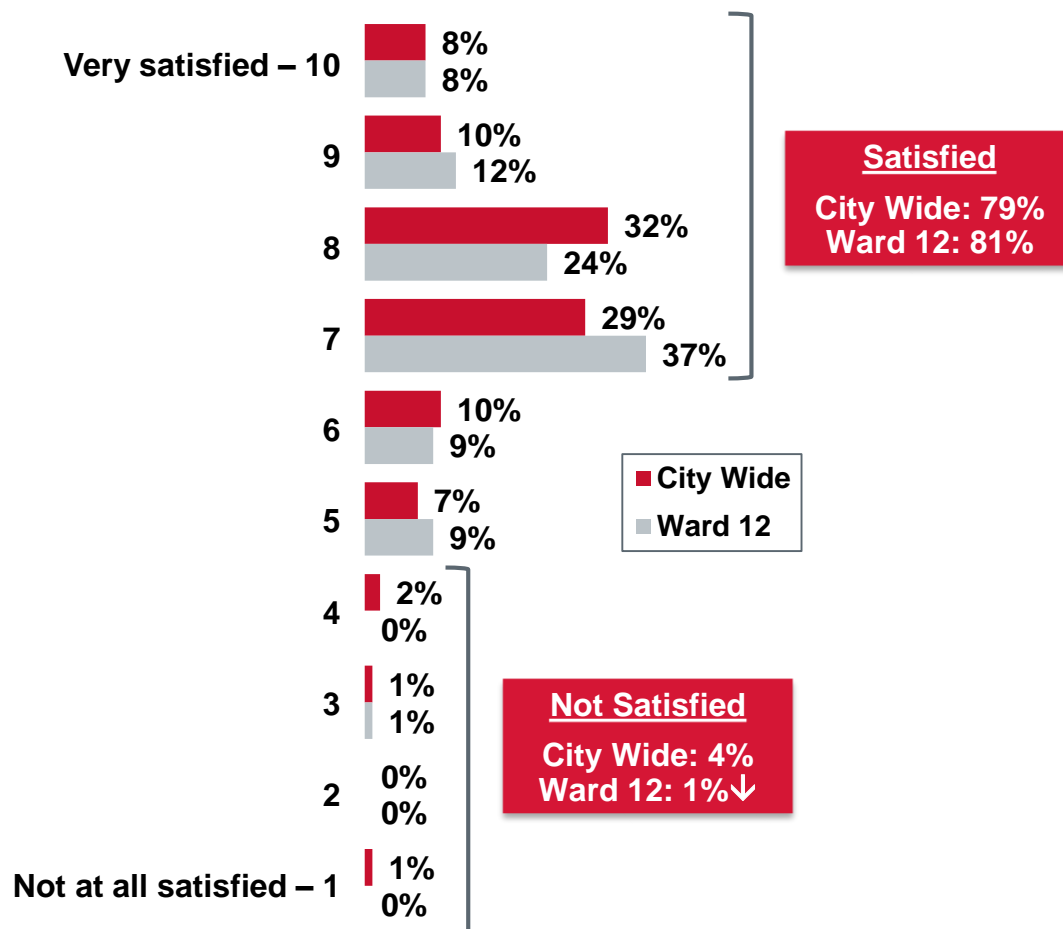
Top-of-Mind Programs and Services



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=2,436 / Ward 12: n=197)

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



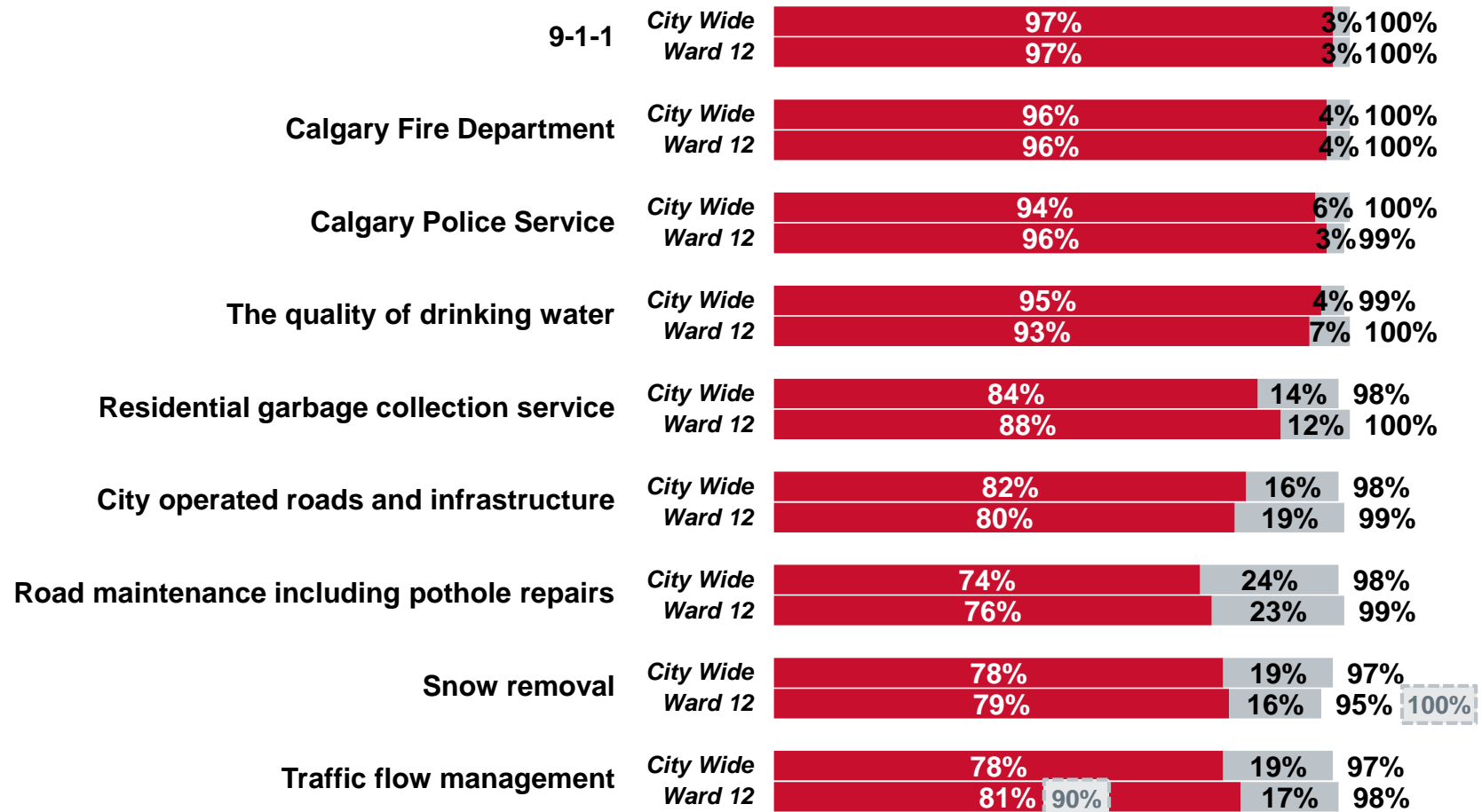
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,486 / Ward 12: n=202)

Importance of City Programs and Services

% Important

■ Very important ■ Somewhat important

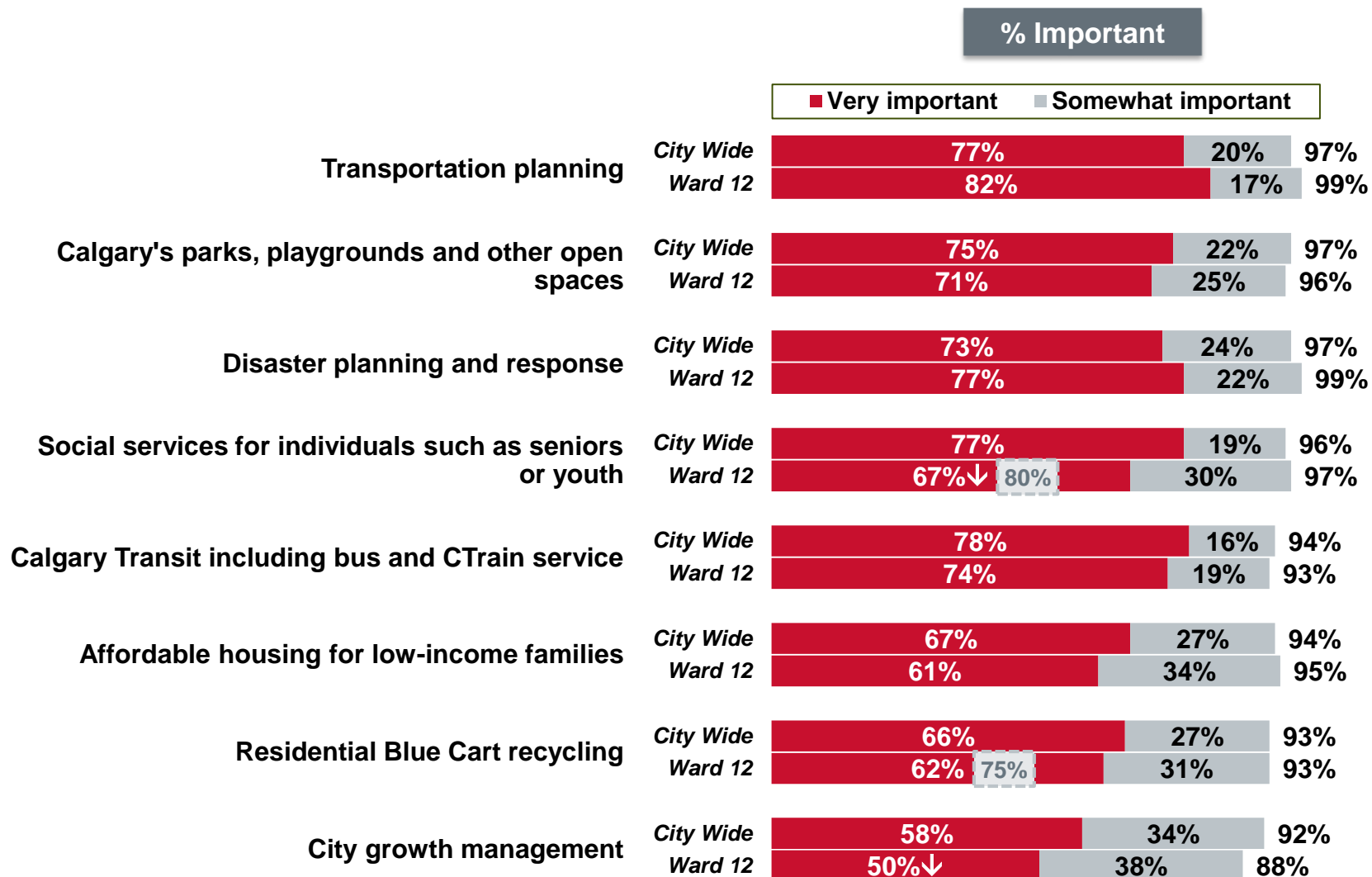


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Ward 12 2016

Importance of City Programs and Services (continued)



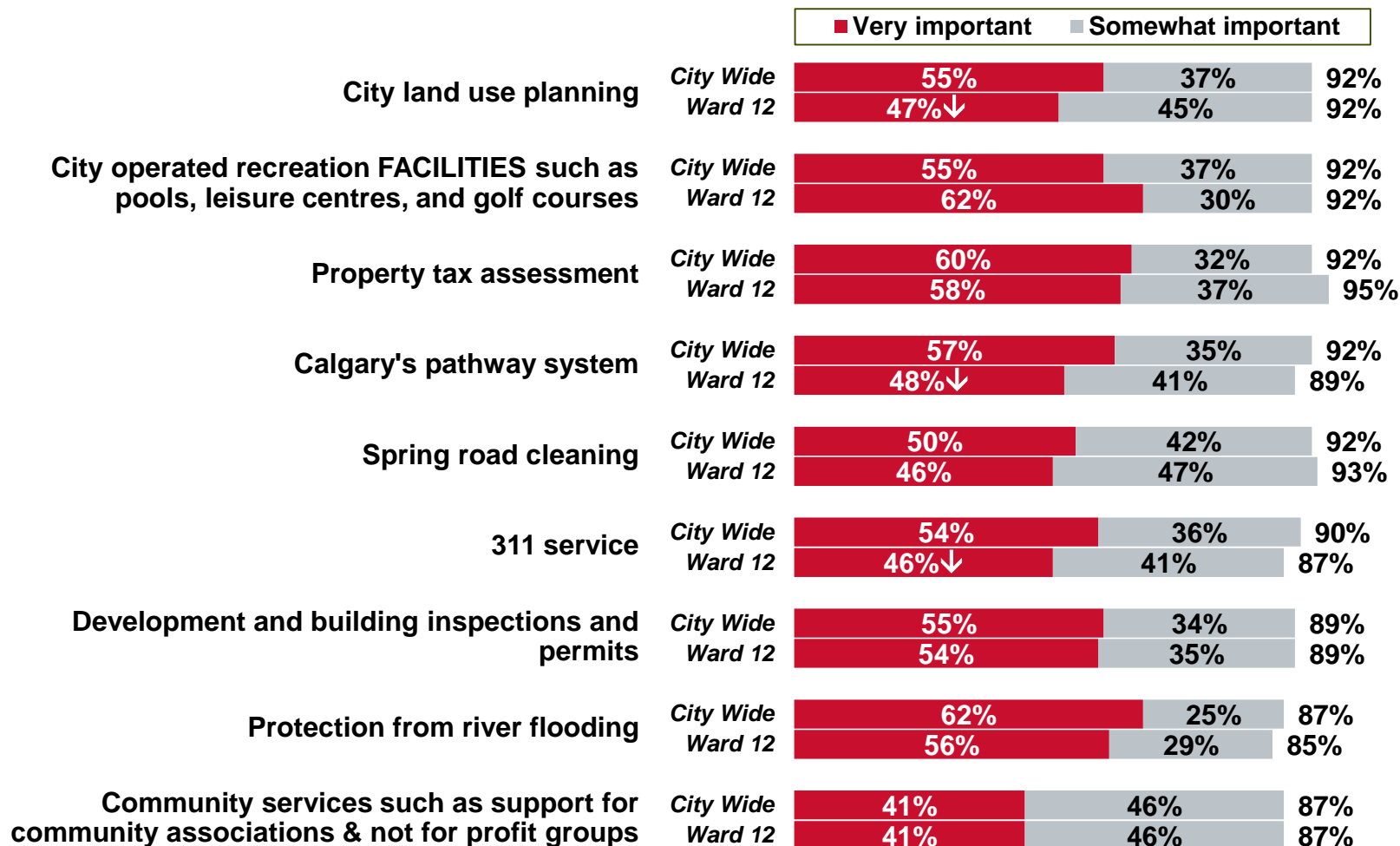
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Ward 12 2016

Importance of City Programs and Services (continued)

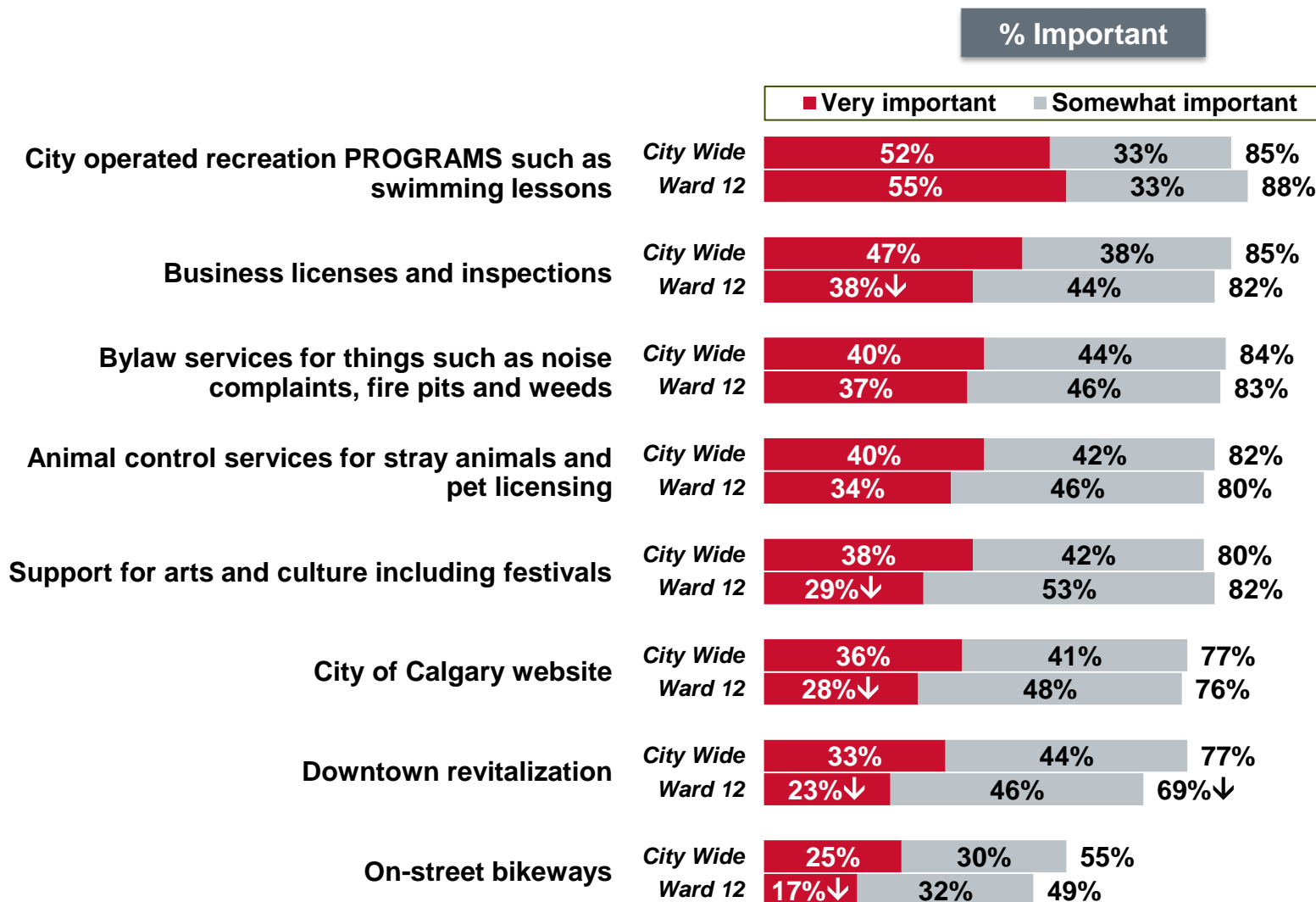
% Important



*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)

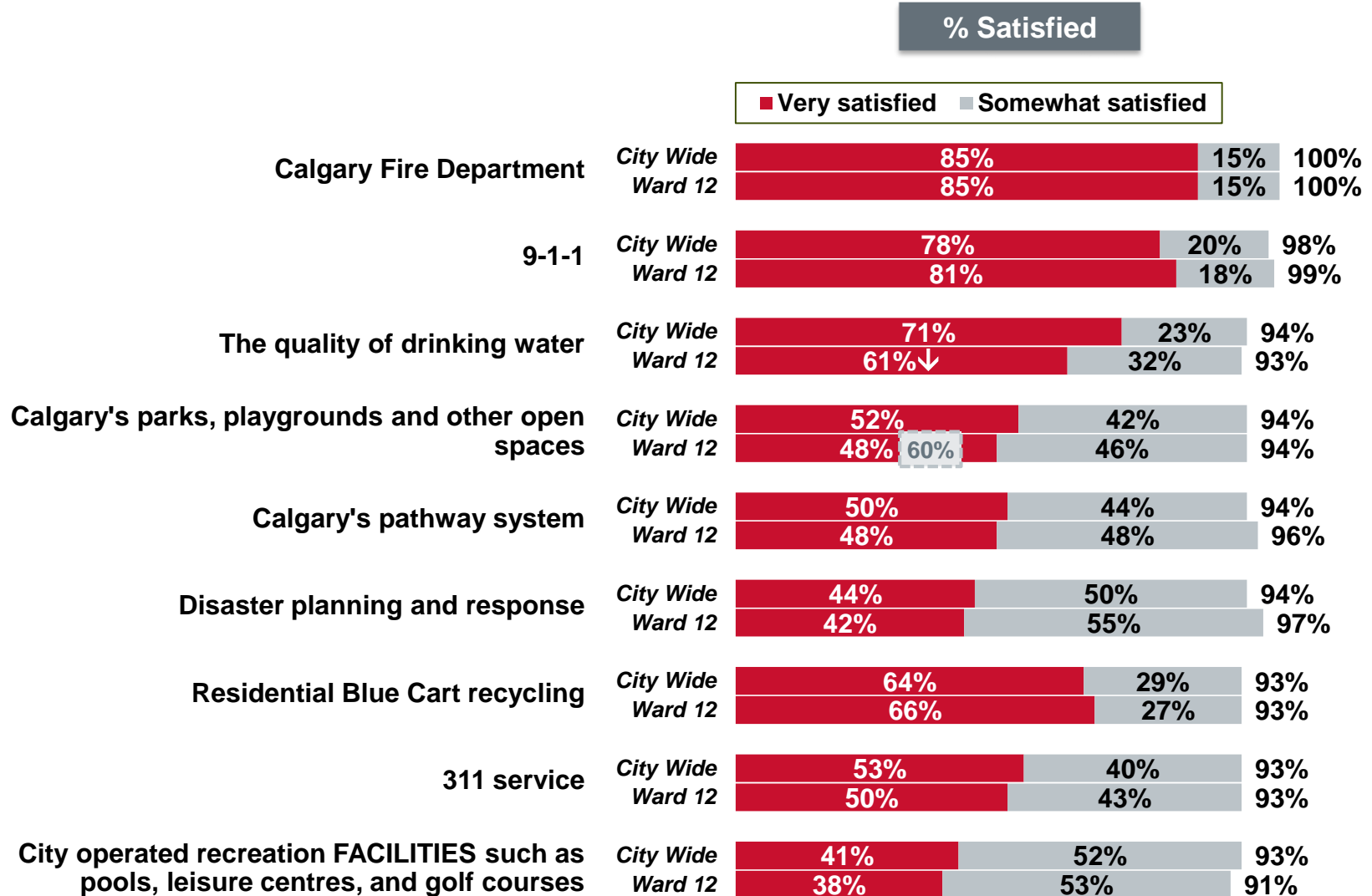
Importance of City Programs and Services (continued)



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)

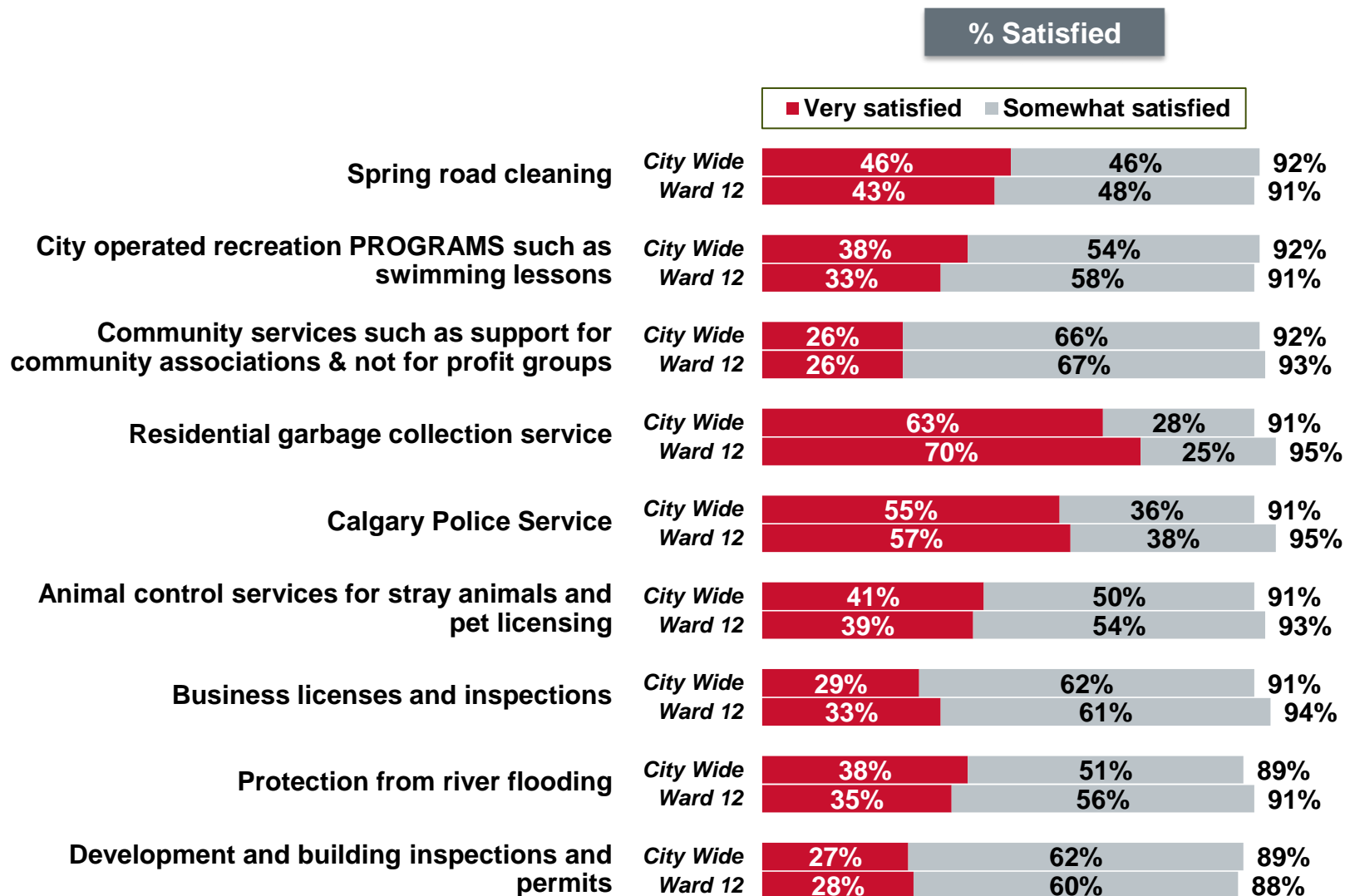
Satisfaction with City Programs and Services



Ward 12 2016

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

Satisfaction with City Programs and Services (continued)



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

Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied

City of Calgary website



Social services for individuals such as seniors or youth



Downtown revitalization



City operated roads and infrastructure



Bylaw services for things such as noise complaints, fire pits and weeds



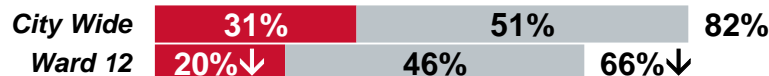
City land use planning



Support for arts and culture including festivals



Calgary Transit including bus and CTrain service



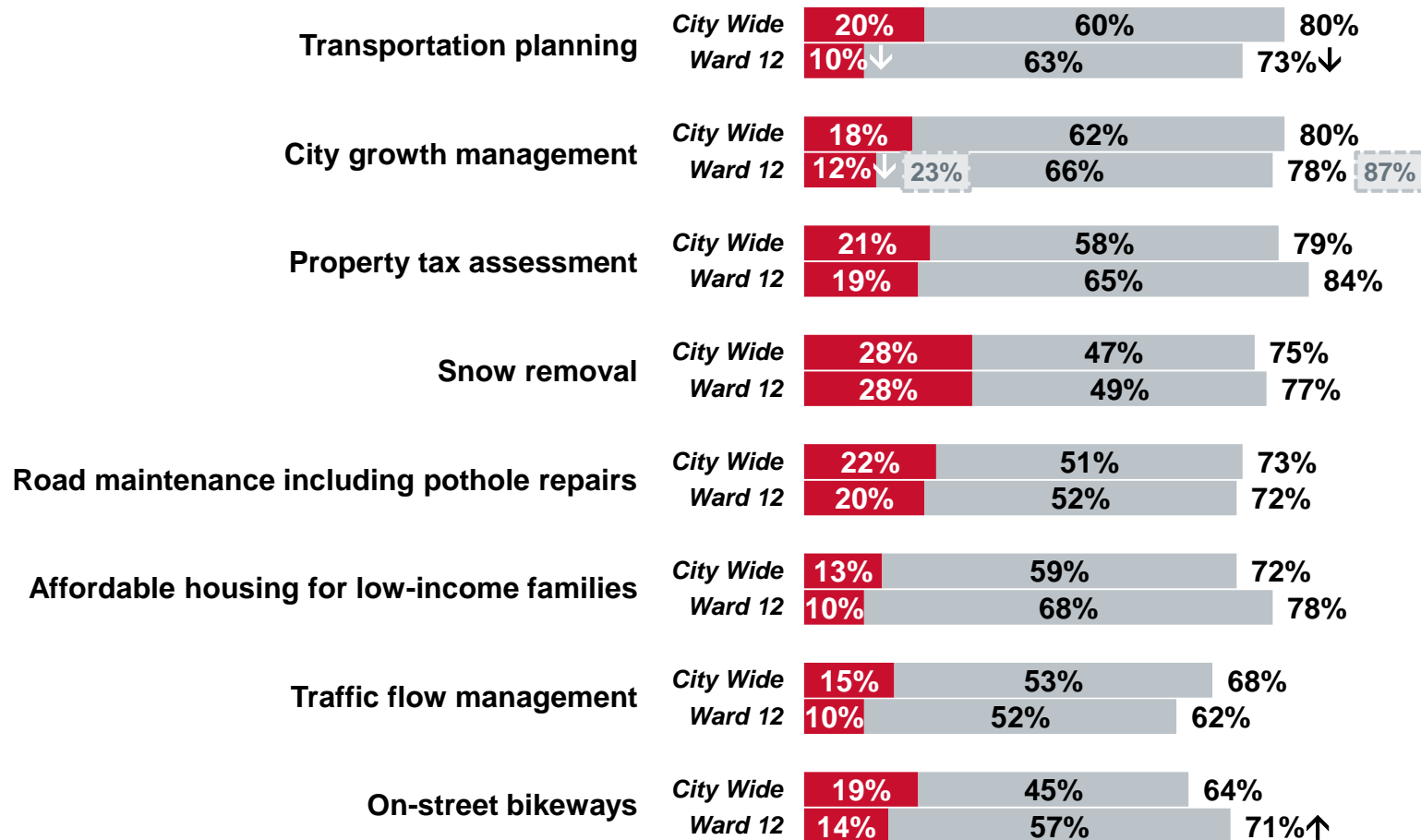
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.*
Base: Valid respondents (Bases vary)

Ward 12 2016

Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied

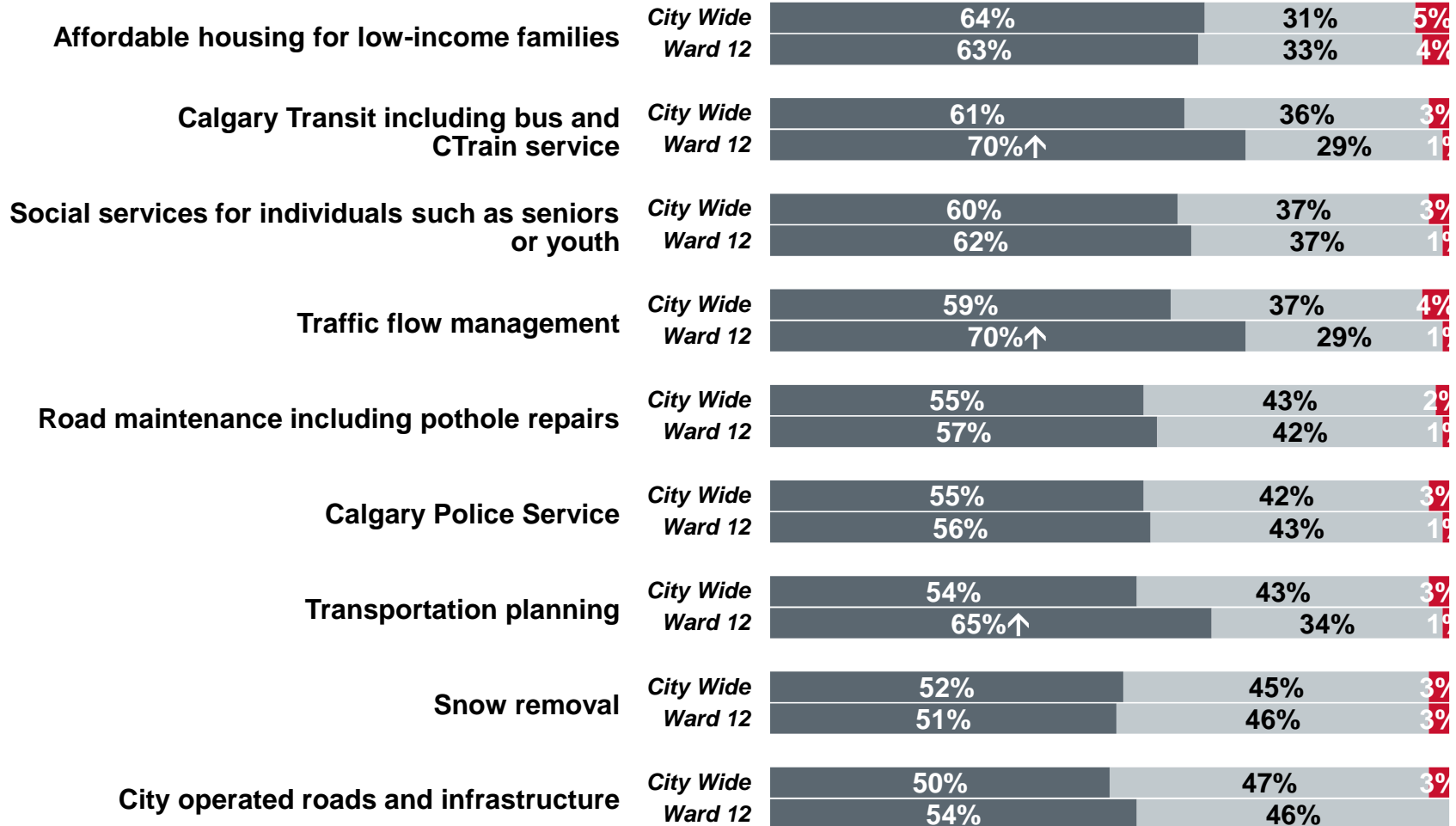


Ward 12 2016

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)

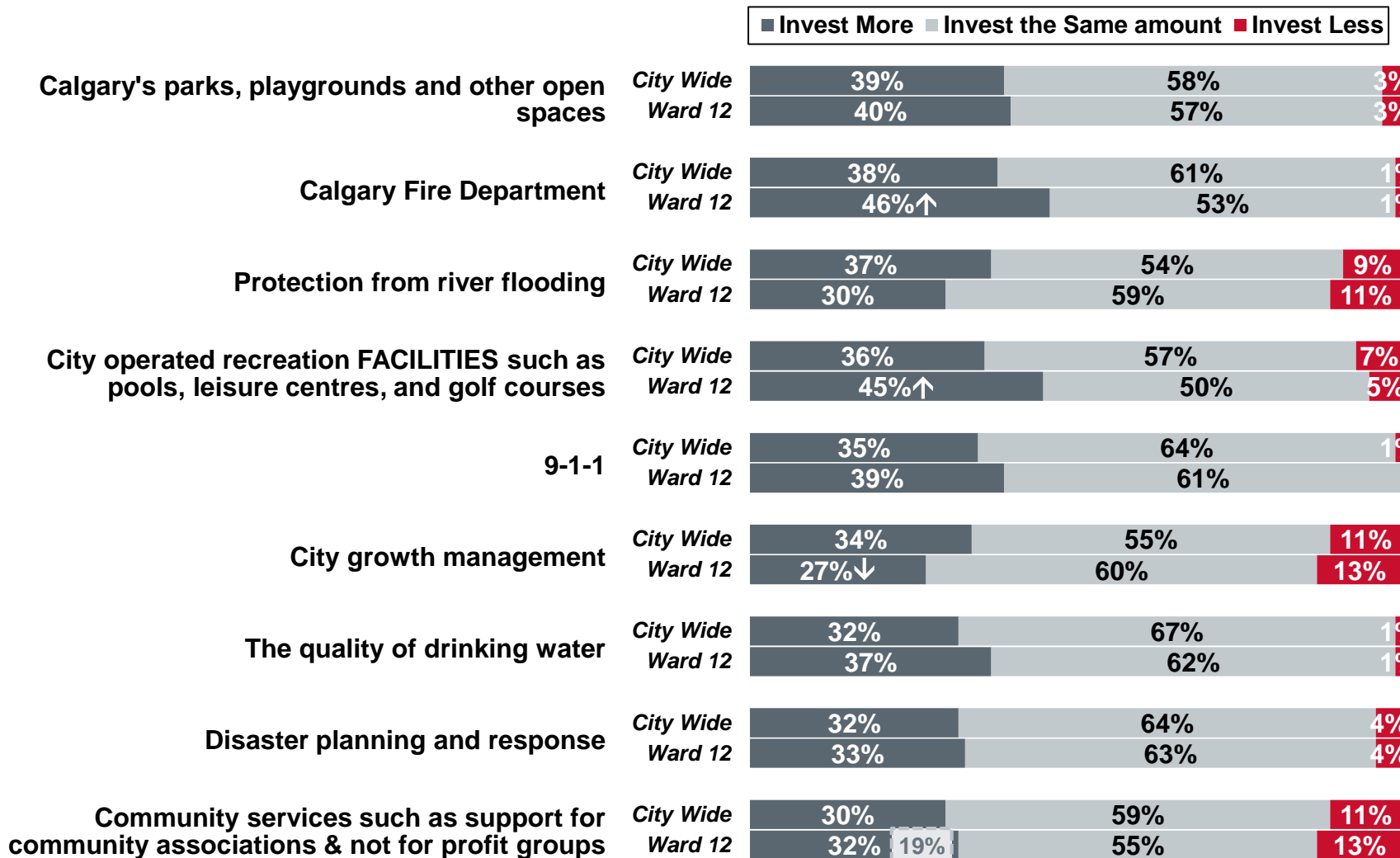
Investment in City Programs and Services

■ Invest More ■ Invest the Same amount ■ Invest Less



*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)

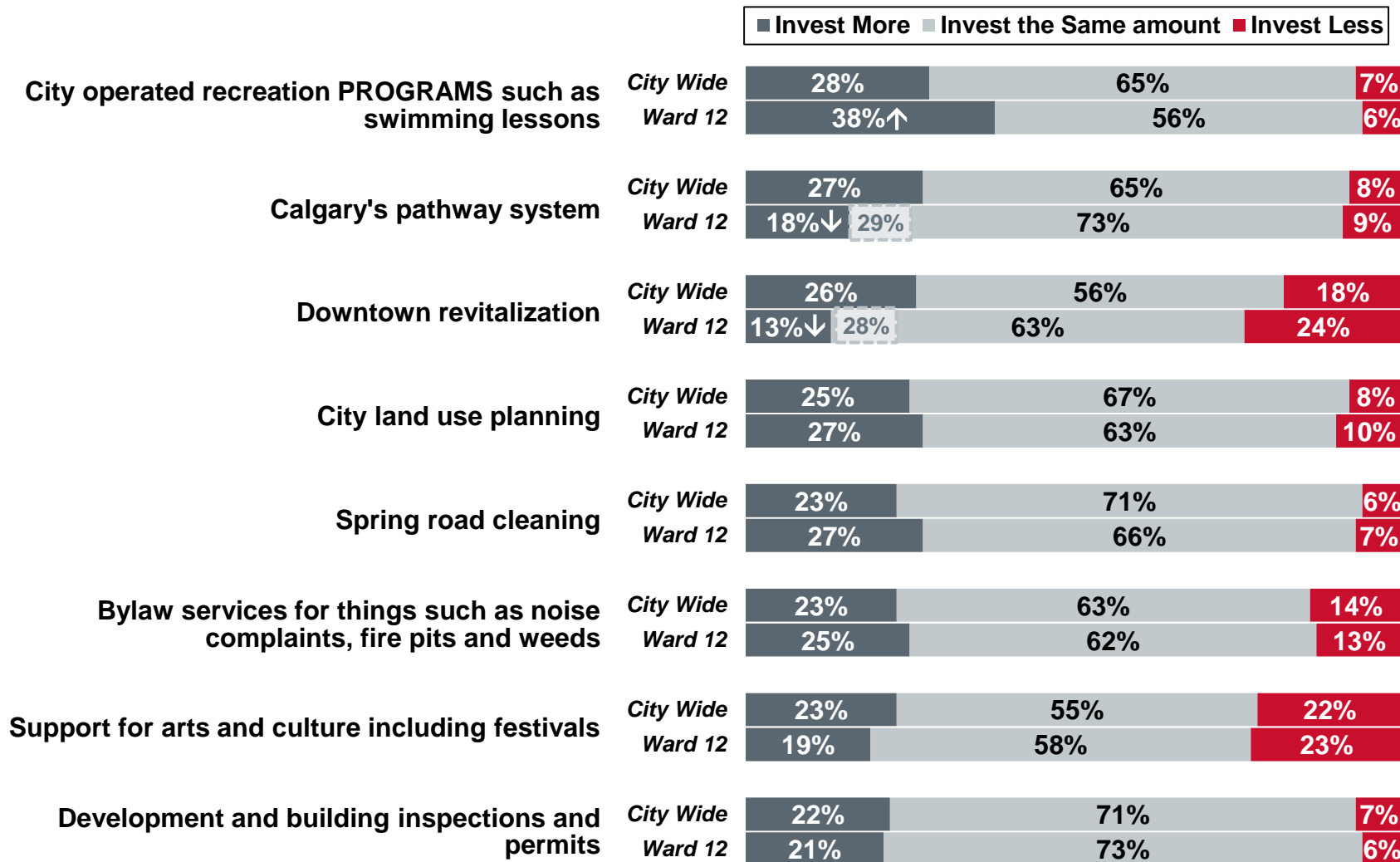
Investment in City Programs and Services (continued)



Ward 12 2016

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)



Ward 12 2016

*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)

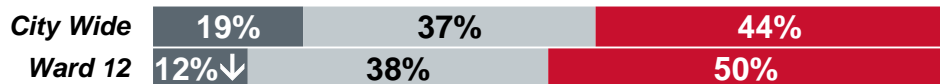
Investment in City Programs and Services (continued)

■ Invest More ■ Invest the Same amount ■ Invest Less

Business licenses and inspections



On-street bikeways



Animal control services for stray animals and pet licensing



Residential garbage collection service



City of Calgary website



311 service



Property tax assessment



Residential Blue Cart recycling

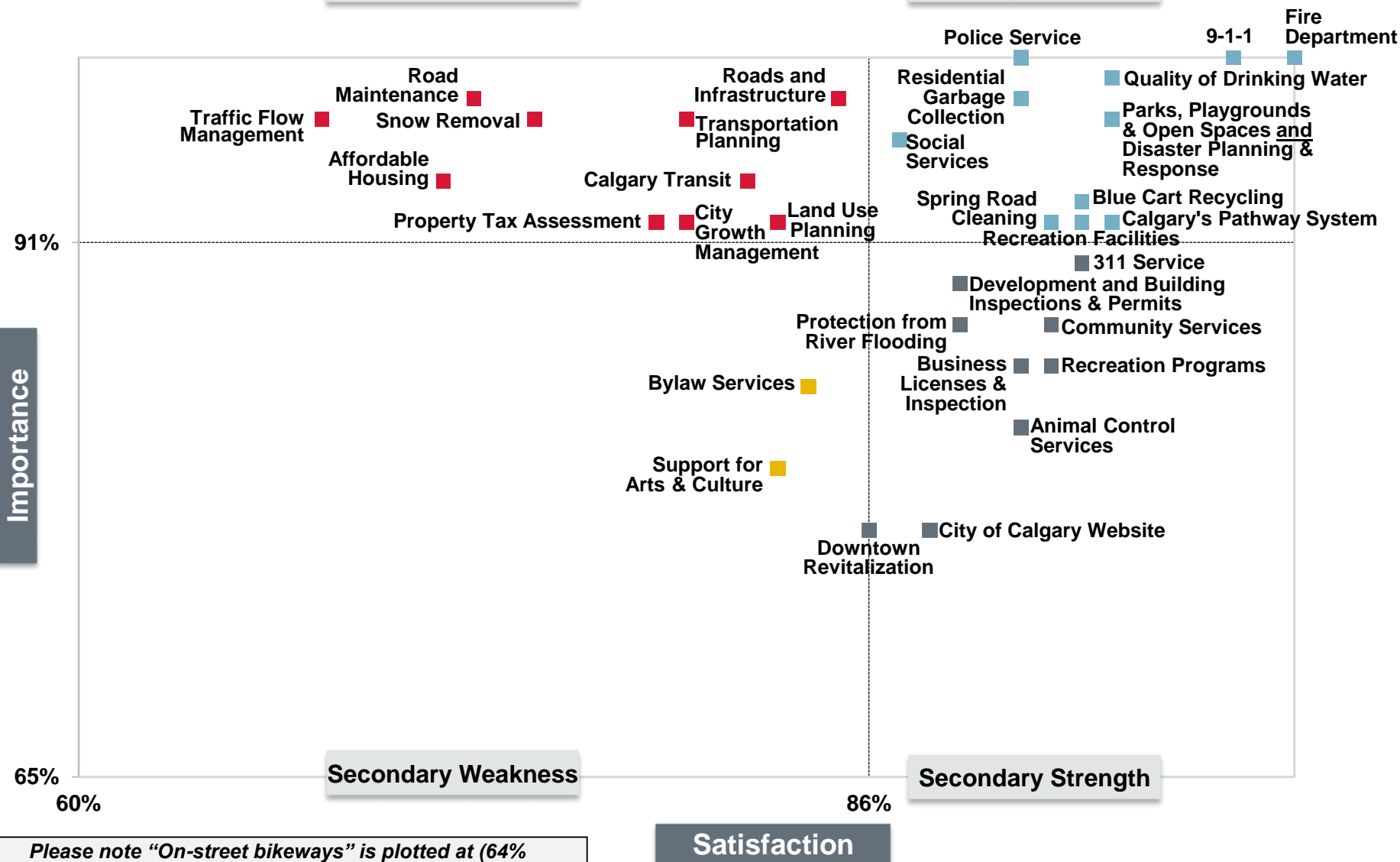


*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me if you think The City should invest more, less or the same amount on the program or service.
Base: Valid respondents (Bases vary)*

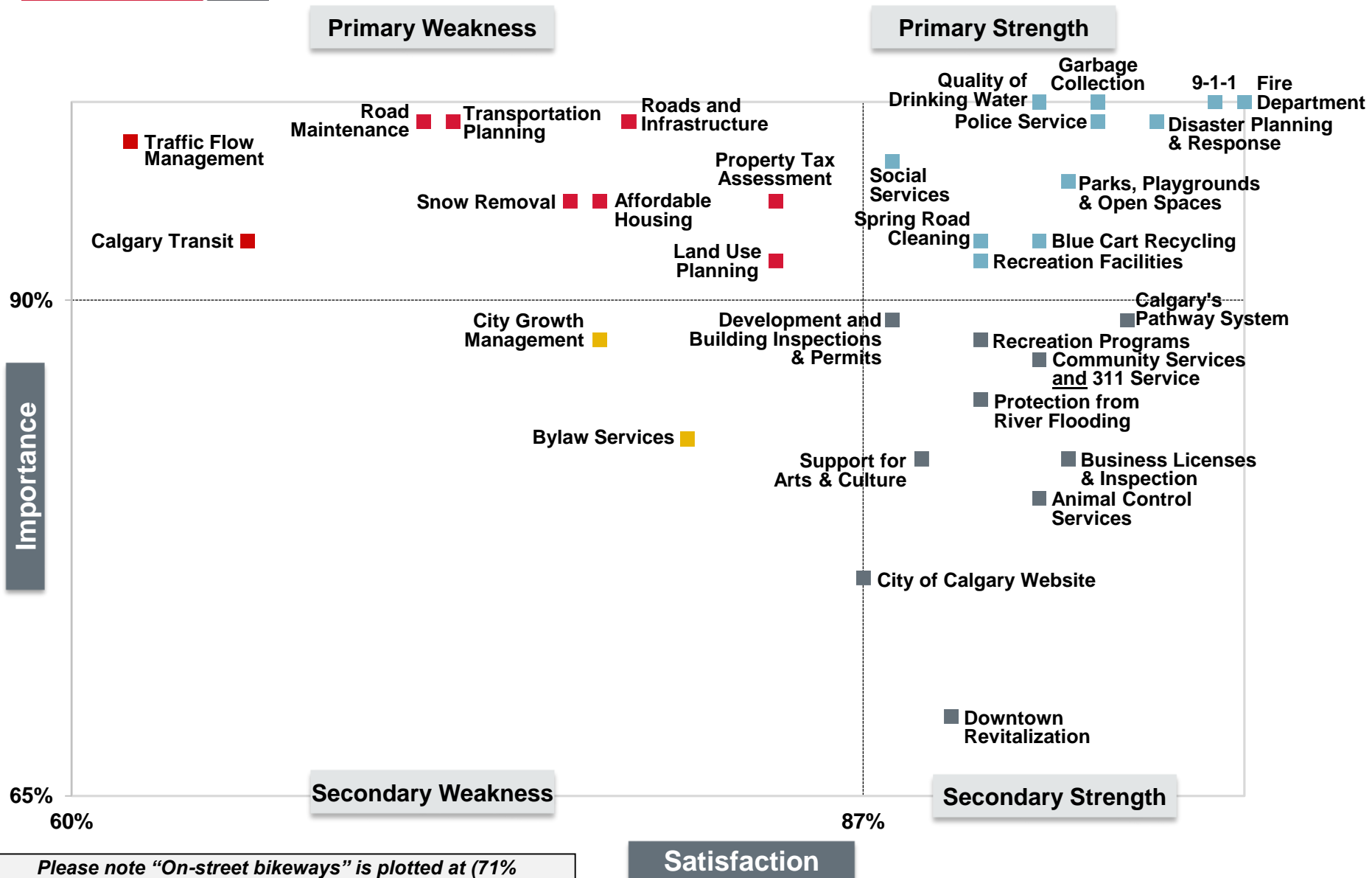
Importance vs. Satisfaction Grid: City Wide

Primary Weakness

Primary Strength



Importance vs. Satisfaction Grid: Ward 12



Primary Strengths and Weaknesses: City Wide versus Ward 12

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)

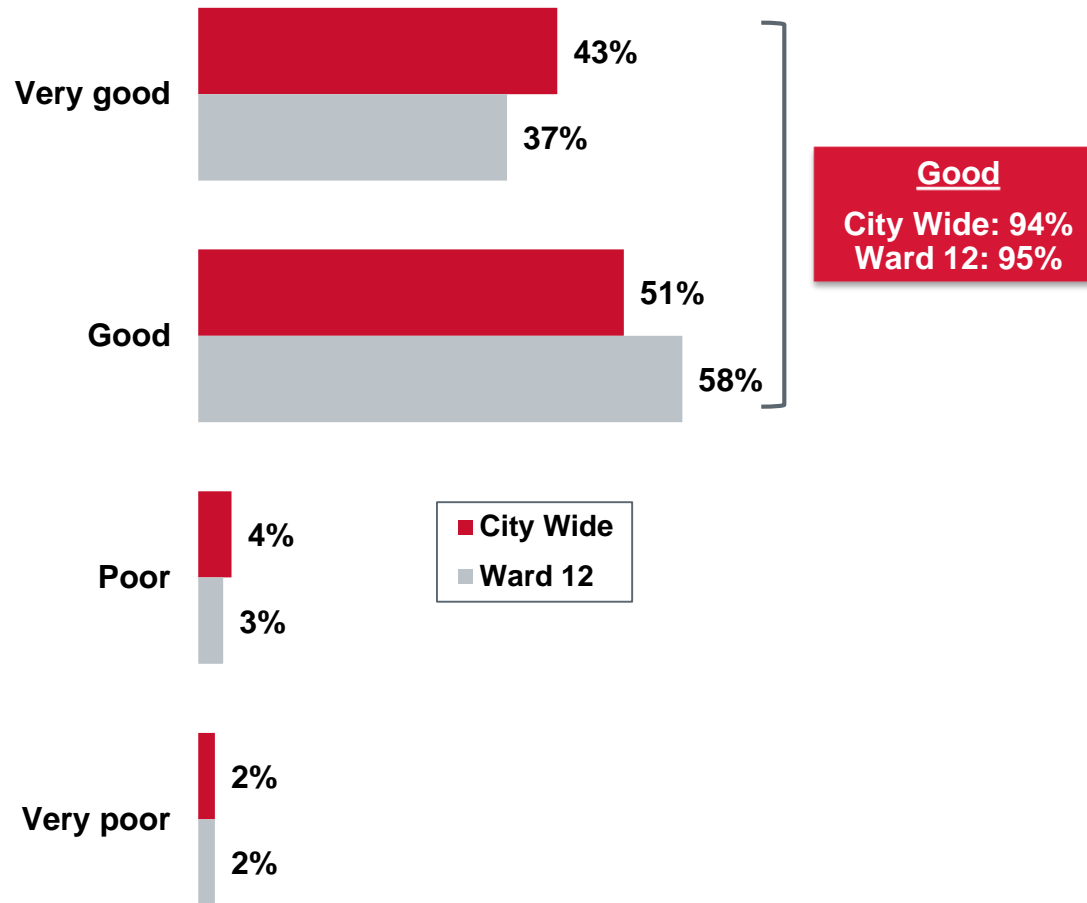
	City Wide	Ward 12
Fire Department		
9-1-1		
Residential Garbage Collection		
Quality of Drinking Water		
Police Service		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Recreation Facilities		
Social Services		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Road Maintenance		
Transportation Planning		
Snow Removal		
City Growth Management		
Calgary Transit		
Roads and Infrastructure		
Land Use Planning		



Environmental Performance

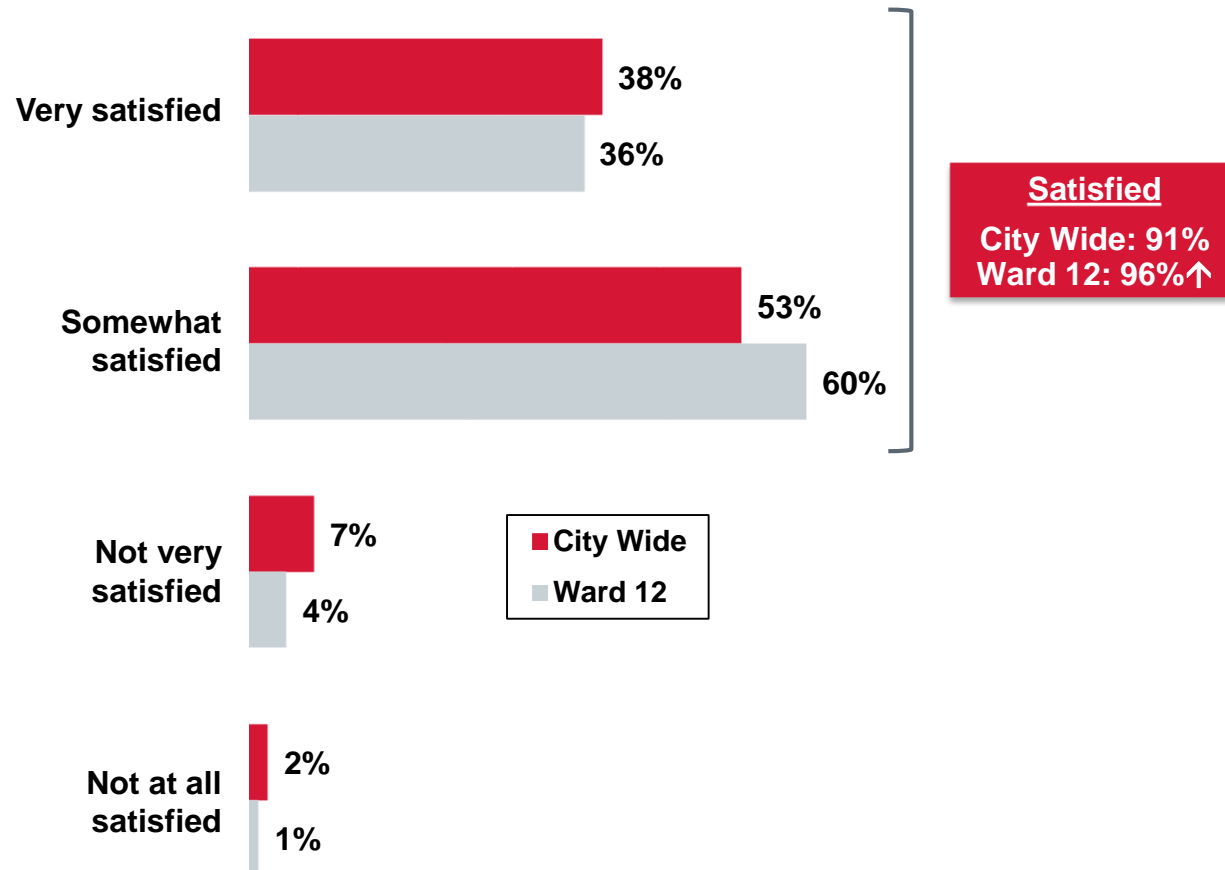


Perceptions About Overall State of Calgary's Environment



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=2,492 / Ward 12: n=200)

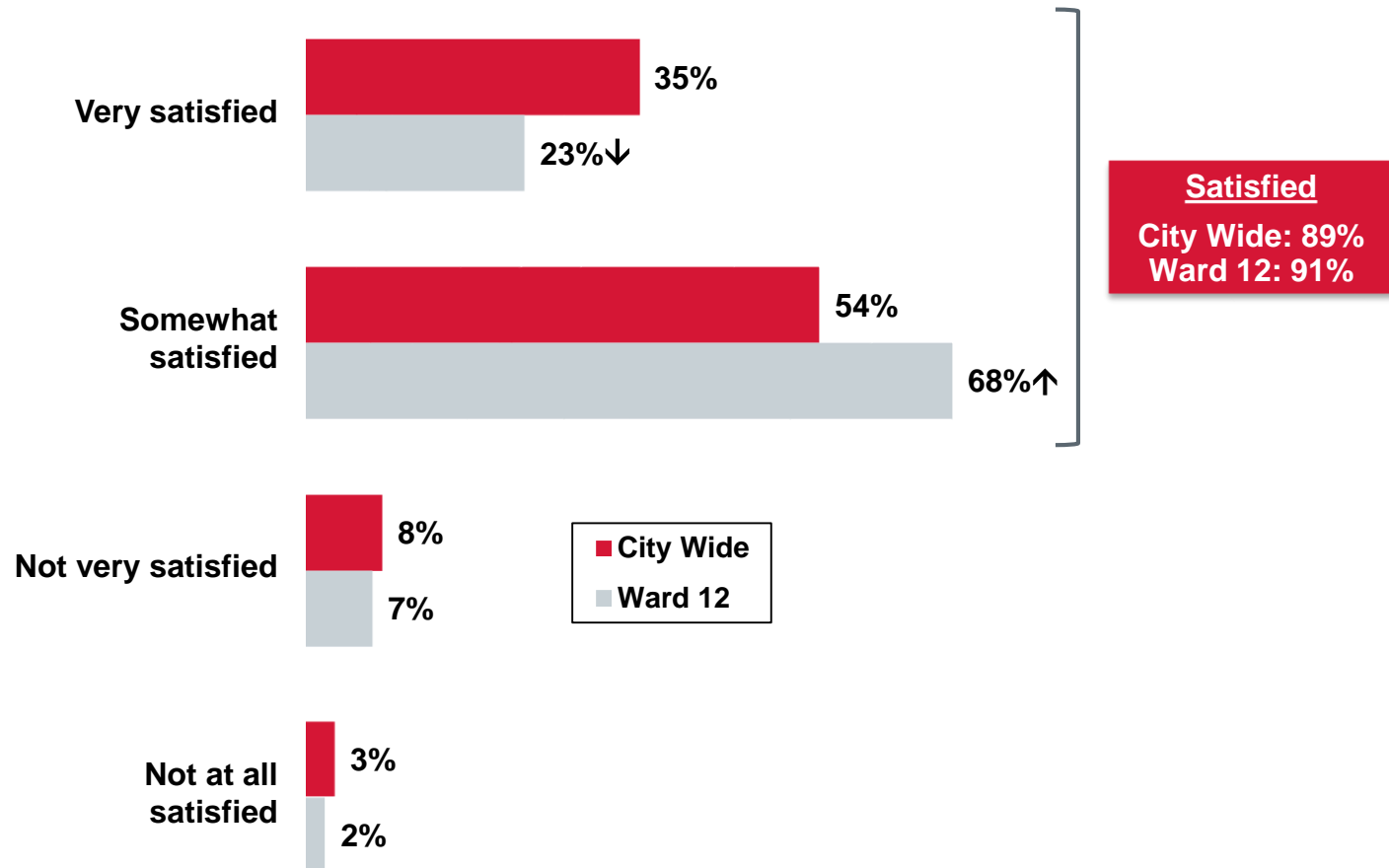
Satisfaction with The City's Environmental Performance



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

Base: Valid respondents (City Wide: n=2,484 / Ward 12: n=202)

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?

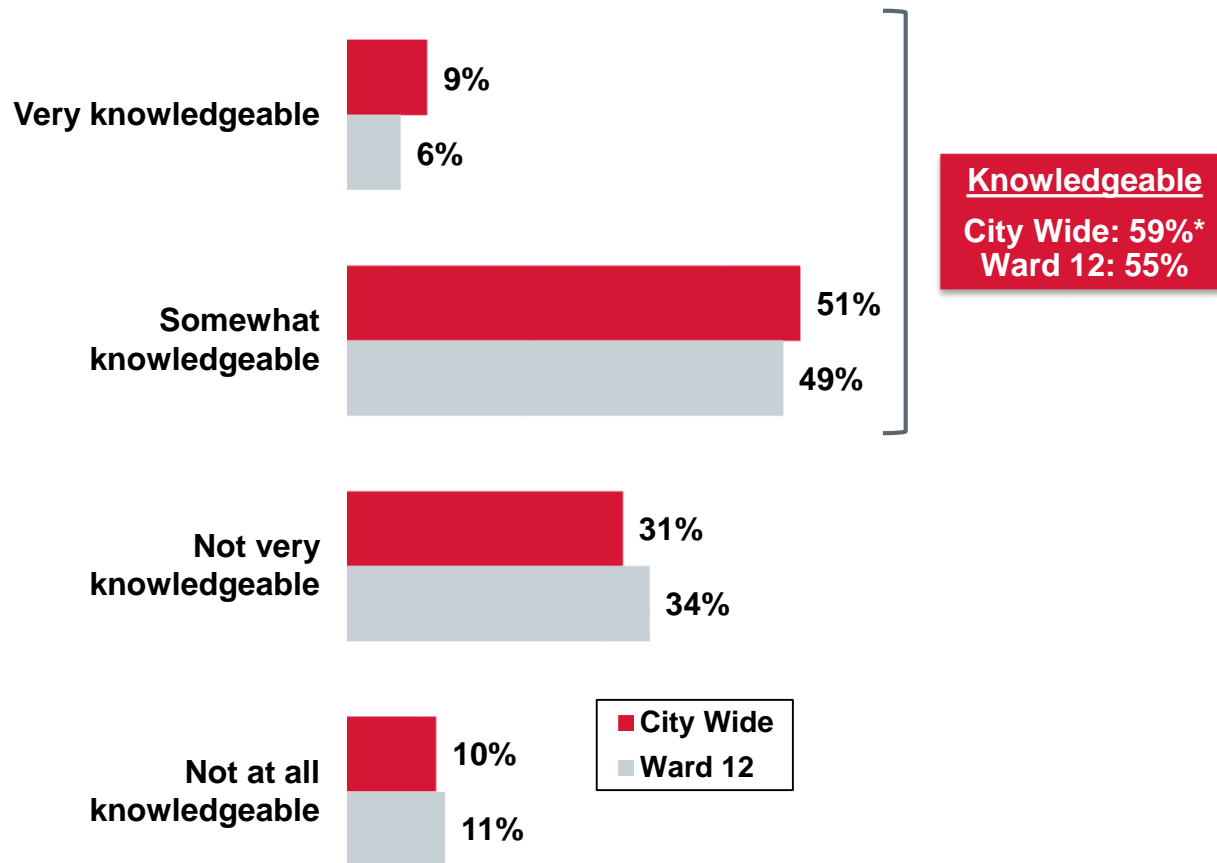
Base: Valid respondents (City Wide: n=2,478 / Ward 12: n=201)



Taxation



Knowledge Levels of Tax Dollar Spending

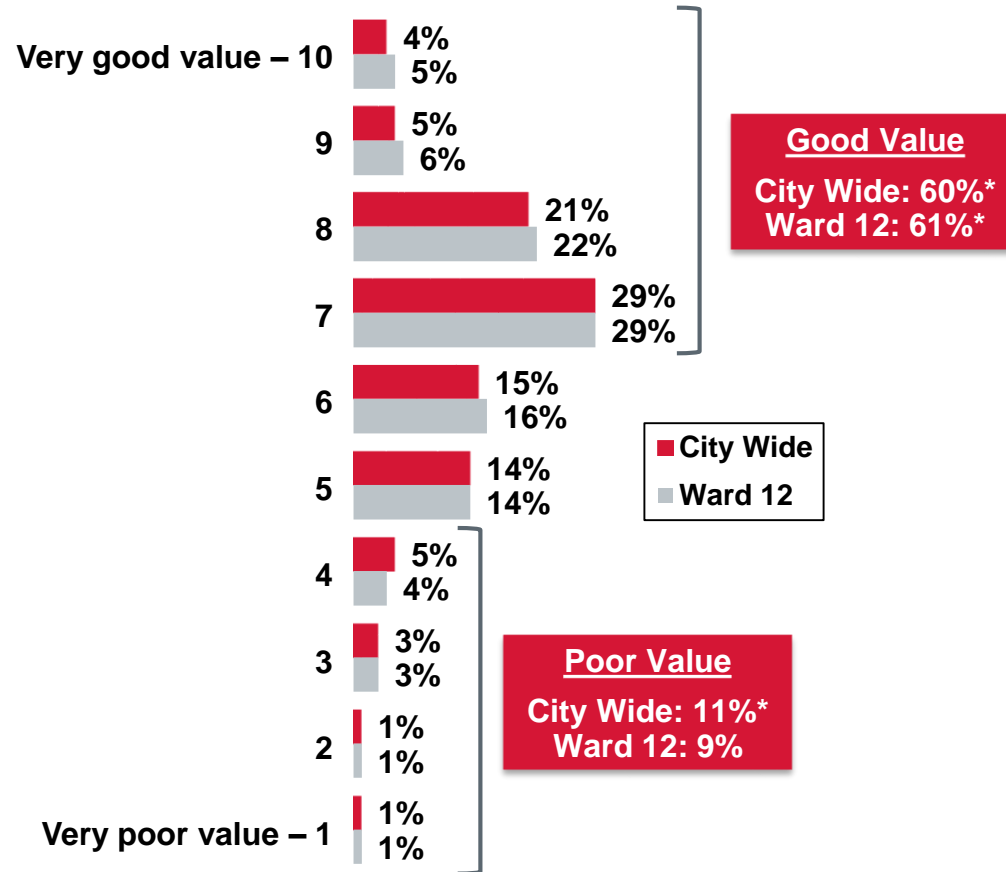


*Rounding

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=2,494 / Ward 12: n=202)

Perceived Value of Property Taxes

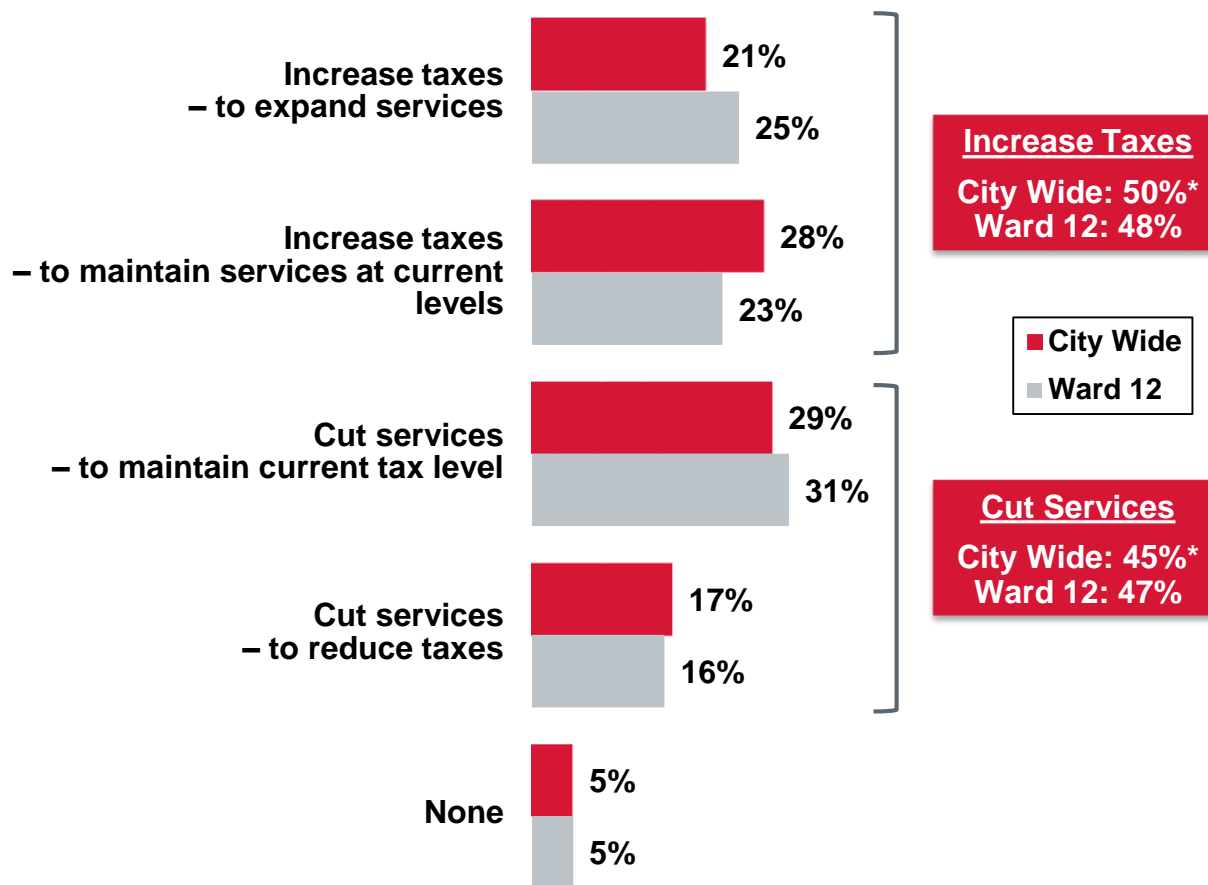


*Rounding

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=2,467 / Ward 12: n=199)

Balancing Taxation and Service Delivery Levels

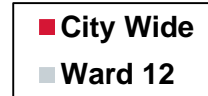
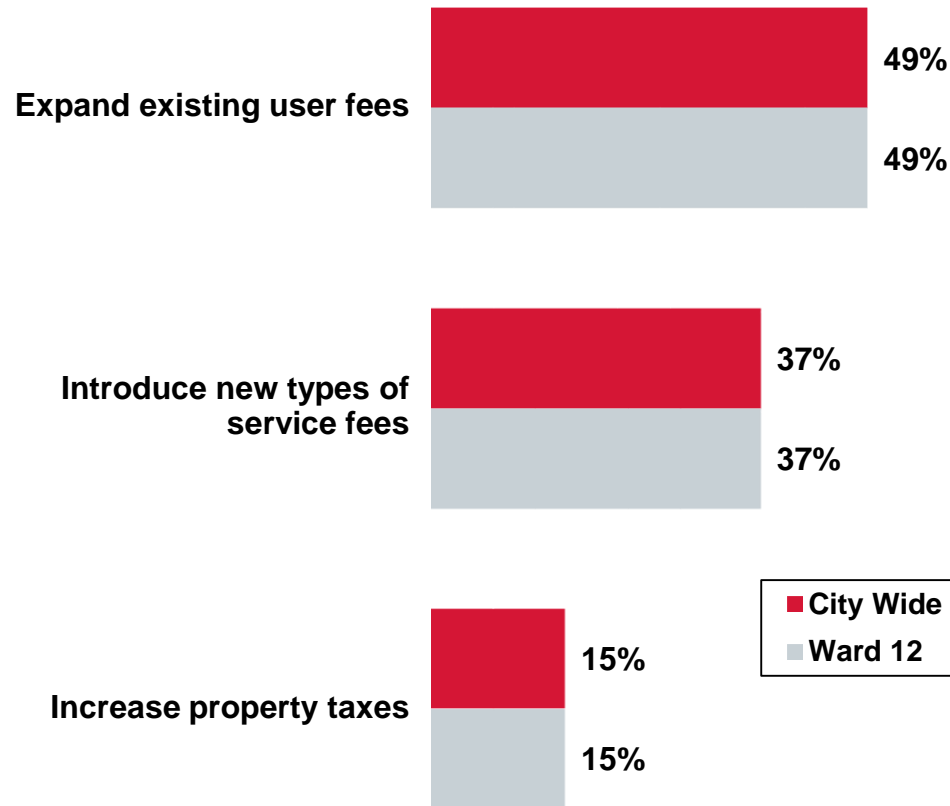


*Rounding

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=2,459 / Ward 12: n=200)

Options for Increasing City Revenue



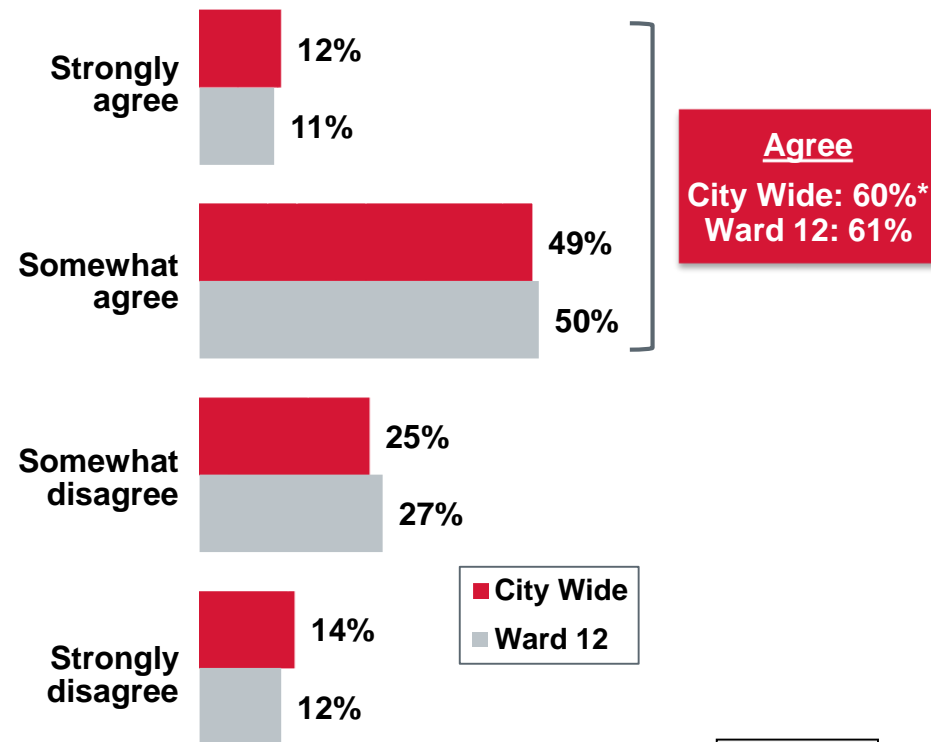
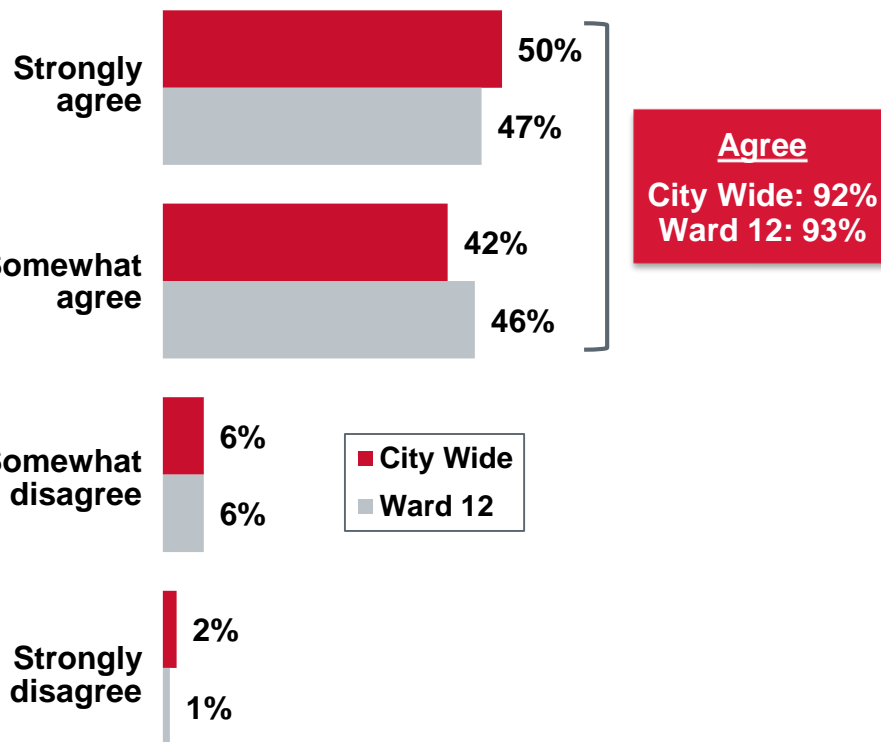
Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?

Base: Valid respondents (City Wide: n=2,365 / Ward 12: n=192)

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



*Rounding

Base: Valid respondents (City Wide: n=2,488 / Ward 12: n=201)

Base: Valid respondents (City Wide: n=2,464 / Ward 12: n=198)

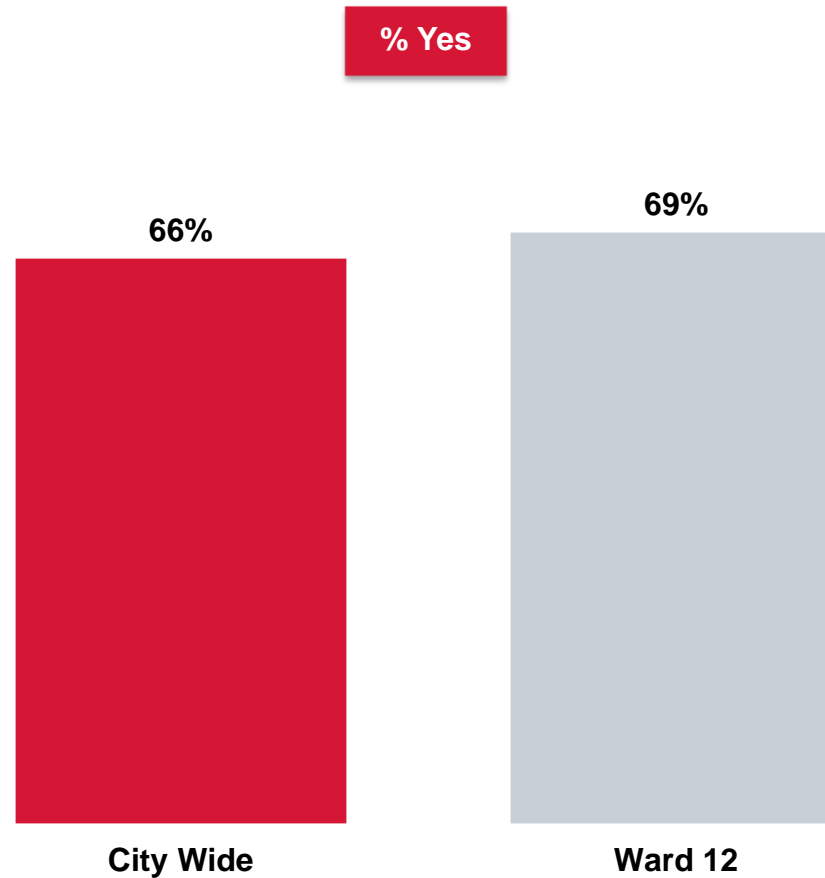
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



Contact with The City



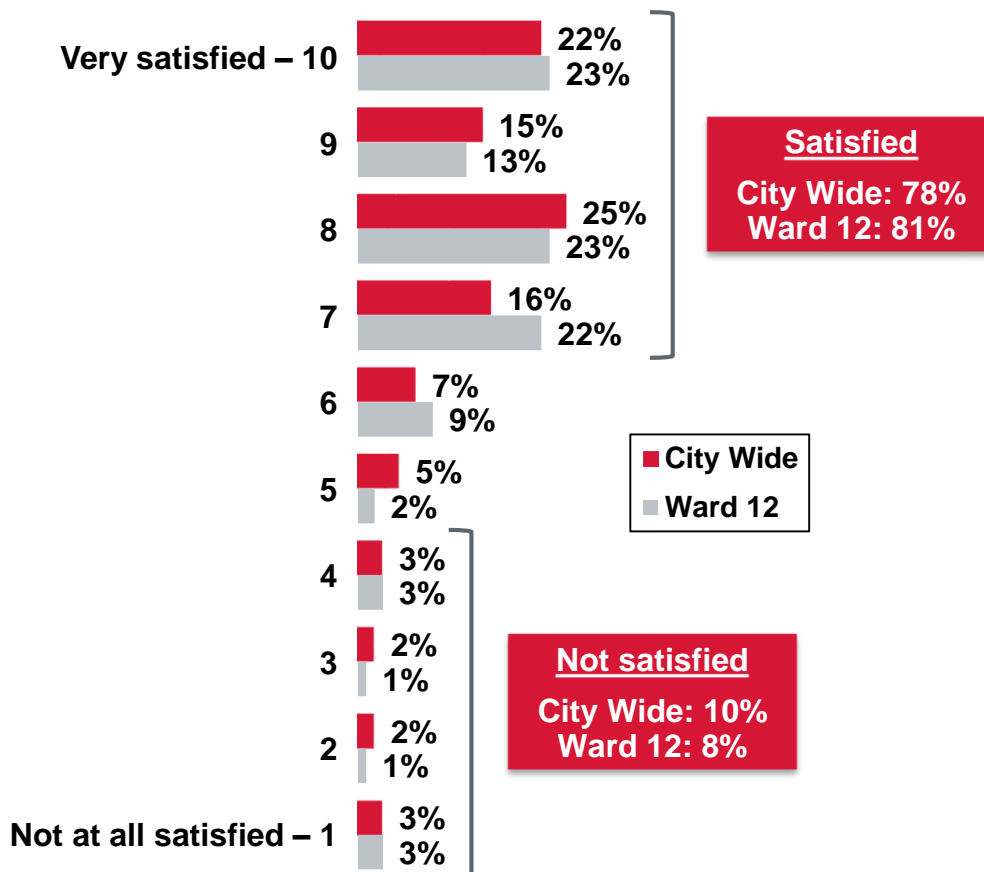
Past 12 Months Contact with The City of Calgary



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

Base: Valid respondents (City Wide: n=2,494 / Ward 12: n=202)

Satisfaction with the Overall Level and Quality of Customer Service

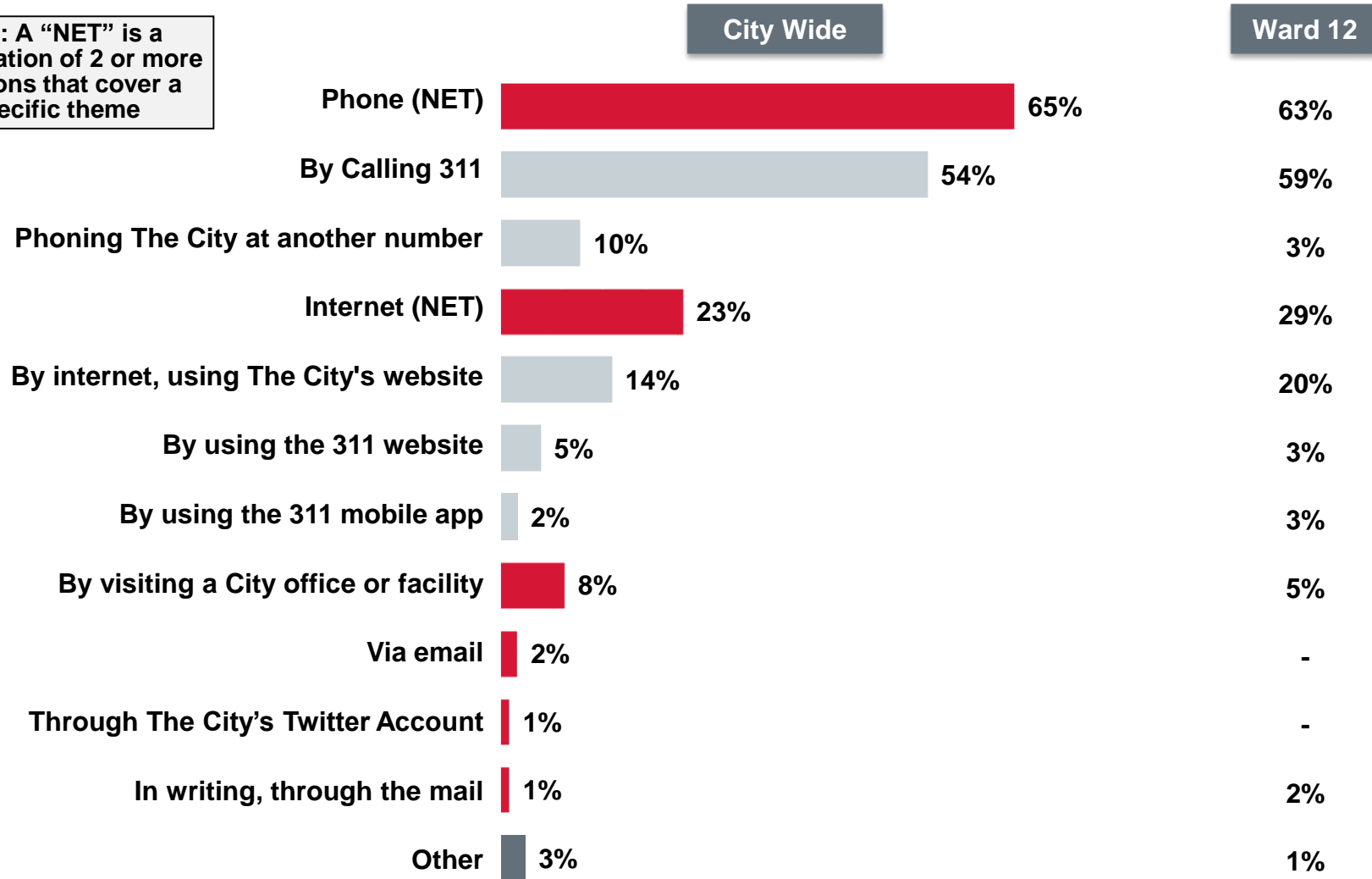


On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,649 / Ward 12: n=134)

Type of Contact

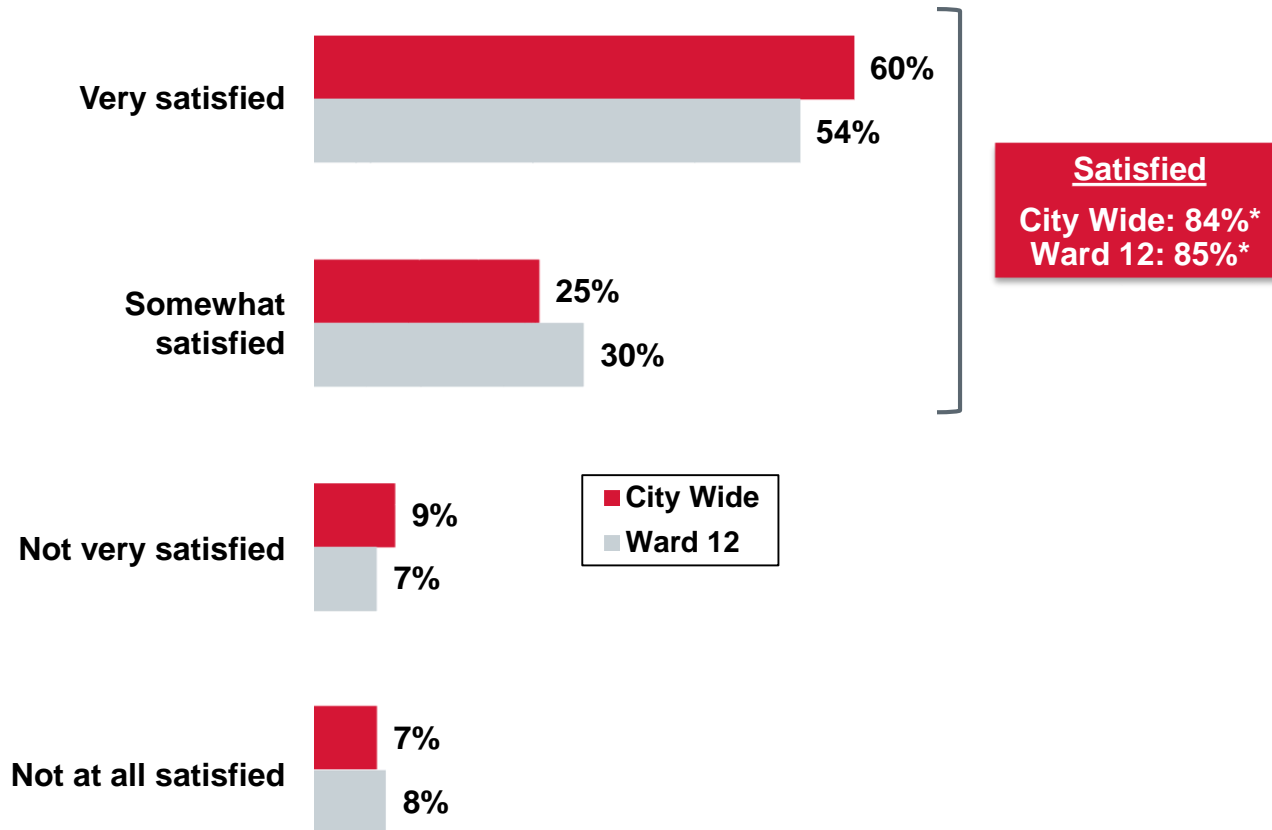
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,084 / Ward 12: n=80)

Satisfaction with Most Recent City Contact



*Rounding

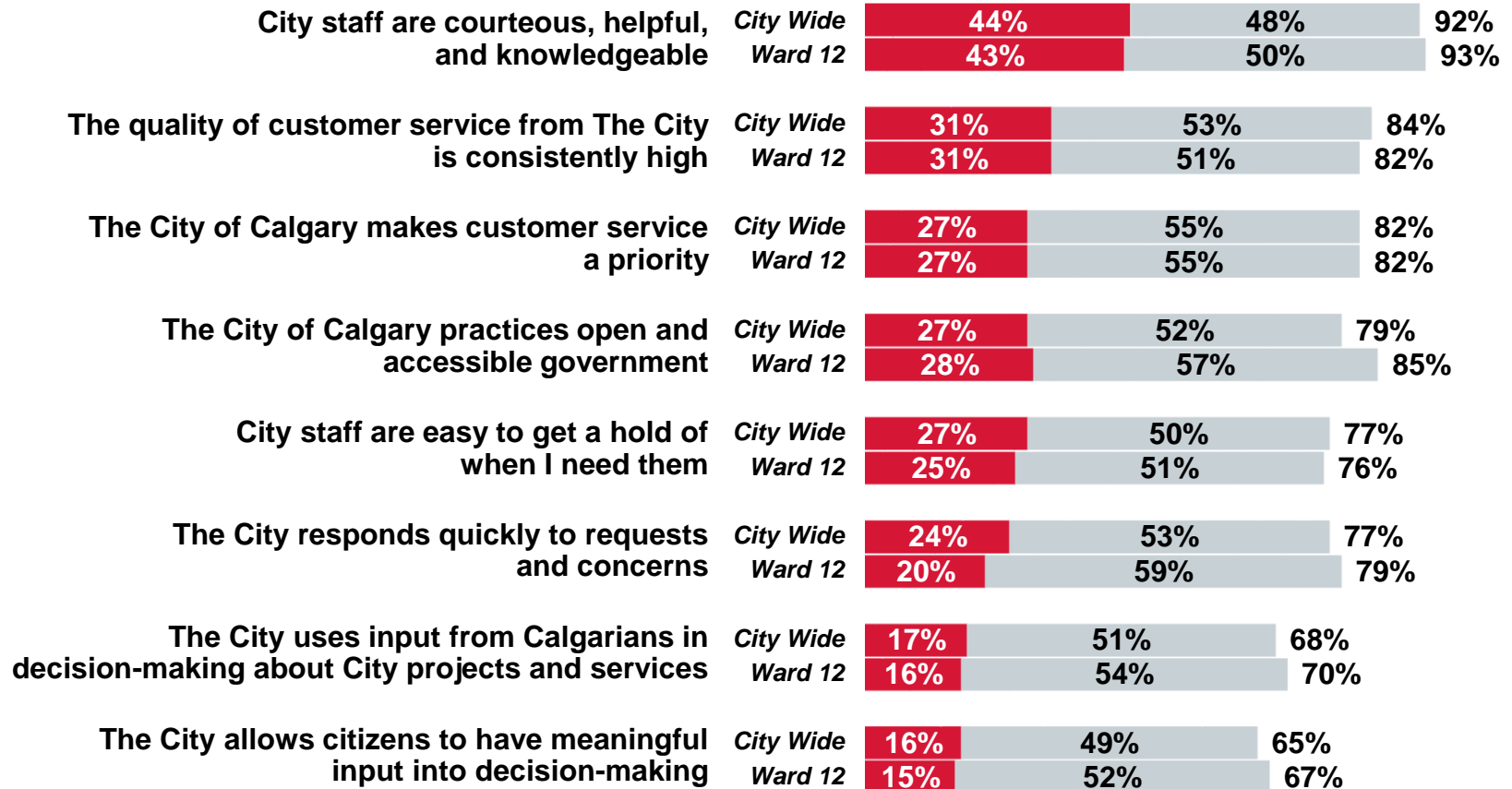
How satisfied were you with your most recent contact with The City?

Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,085 / Ward 12: n=80)

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?

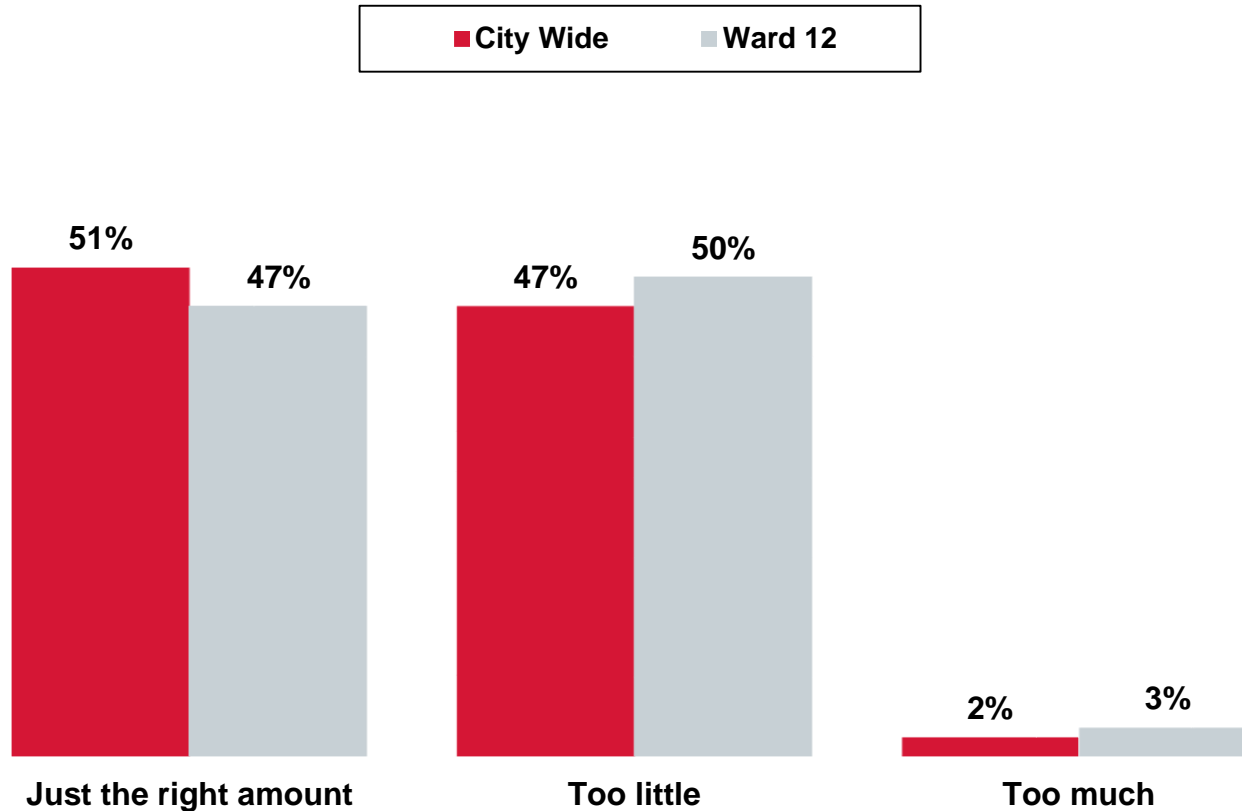
Base: Valid respondents (Bases vary)



City Communications



The Amount 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=2,474 / Ward 12: n=200)

Top Areas for Information from The City

Ward 12

Multiple Responses

Budget & Spending (NET)	36%	44%
Taxes/ government spending	33%	42%↑
Infrastructure, Traffic & Roads (NET)	32%	32%
Roads	13%	13%
Construction	6%	7%
Infrastructure (unspecified)	5%	7%
Planning & Development (NET)	16%	14%
Planning/ future growth	9%	7%
Land use planning/ development	4%	5%
Taxation (NET)	16%	13%
Taxes/ taxation (unspecified)	10%	7%
Property taxes	5%	6%
Transit (NET)	15%	20%
Transit	7%	8%
Transportation (unspecified)	7%	8%
Government (NET)	12%	15%
Recreation (NET)	9%	13%
Recreation/ leisure centres/ programs	7%	10%
Community & Social Services (NET)	9%	7%
City Services (NET)	8%	6%
Crime, Safety & Policing (NET)	8%	5%
Media (NET)	6%	3%
Environment & Waste Management (NET)	5%	4%
City/ public art displays	5%	5%

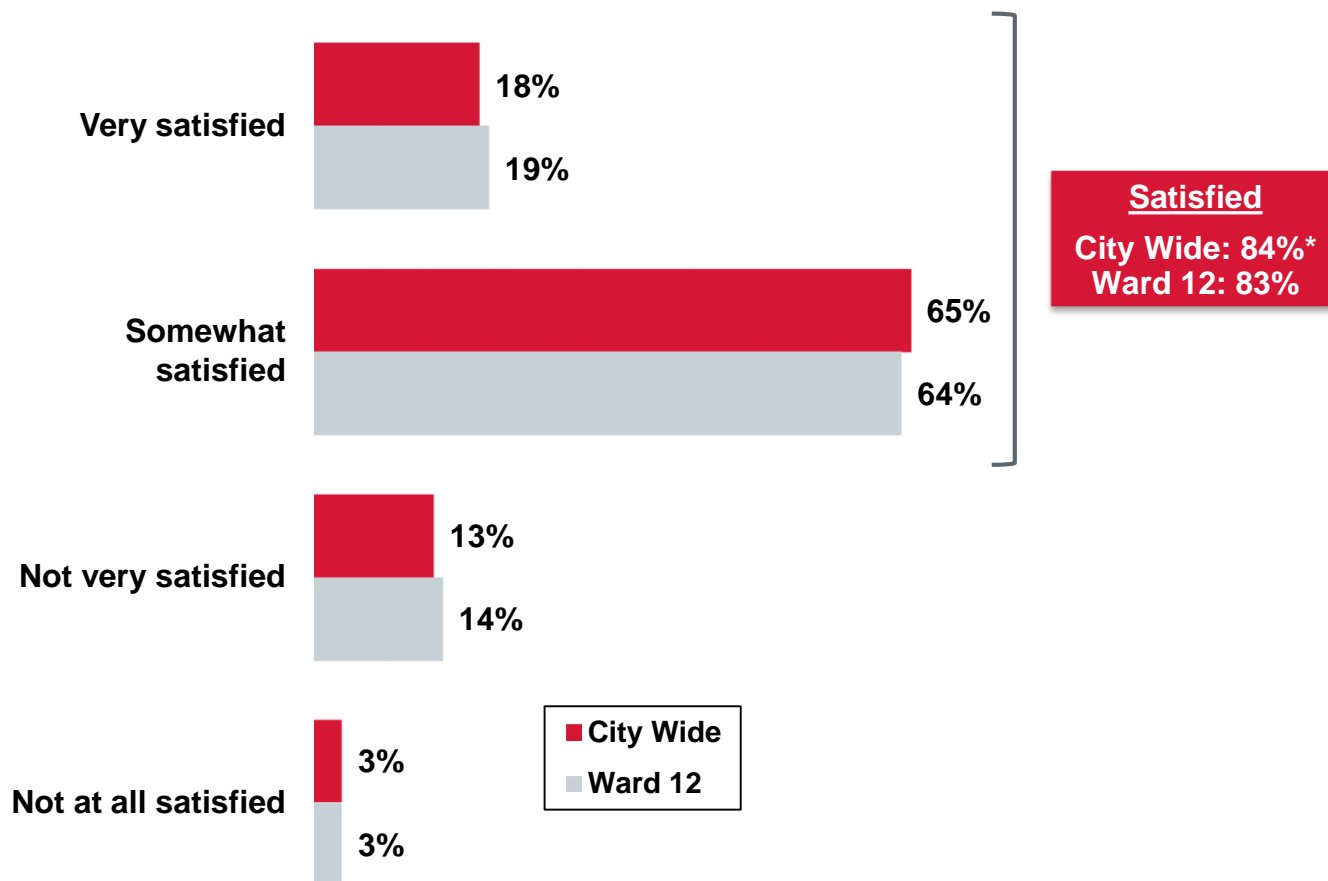
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Total mentions <3% are not shown

What are the top three areas where you would like The City to provide more information?

Base: Valid respondents who say they receive too little or just the right amount of information (City Wide: n=2,172 / Ward 12: n=181)

Satisfaction with the Overall Quality of City Information and Communications



*Rounding

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

Base: Valid respondents (City Wide: n=2,484 / Ward 12: n=201)



Demographics



Gender

	City Wide	Ward 12
Male	49%	44%
Female	51%	56%

Education

	City Wide	Ward 12
Completed high school or less	18%	11%
Some post secondary or completed a college diploma	35%	41%
Completed university degree or post-grad degree	47%	49%

Age

	City Wide	Ward 12
18 to 24	13%	6%
25 to 34	20%	25%
35 to 44	17%	32%
45 to 54	20%	18%
55 to 64	14%	11%
65 or older	16%	9%
Mean	45	43

Income

	City Wide	Ward 12
Less than \$30,000	7%	4%
\$30,000 to <\$45,000	9%	4%
\$45,000 to <\$60,000	11%	9%
\$60,000 to <\$75,000	8%	8%
\$75,000 to <\$90,000	9%	7%
\$90,000 to <\$105,000	10%	13%
\$105,000 to <\$120,000	10%	13%
\$120,000 to <\$150,000	14%	16%
\$150,000 or more	23%	25%

Base: Valid respondents (Bases vary)

Tenure in Calgary

	City Wide	Ward 12
Less than 5 years	7%	9%
5 to less than 10 years	9%	10%
10 to less than 15 years	11%	13%
15 to less than 20 years	12%	9%
20 to less than 30 years	24%	26%
30 to less than 40 years	16%	19%
40 or more	21%	14%
Mean	26	24

Household Size

	City Wide	Ward 12
1	13%	8%
2	31%	27%
3	19%	19%
4	22%	33%
5 or more	15%	13%
Mean	3.0	3.2

Children and Seniors in Household

	City Wide	Ward 12
Yes - Children	36%	52%
Yes - Seniors	17%	11%

Type of Home

	City Wide	Ward 12
Single-detached house	71%	74%
Apartment or apartment-style condominium	13%	10%
Duplex, triplex or fourplex	8%	7%
Townhouse or rowhouse	7%	9%
Another type of multi-dwelling unit	1%	1%

Own or Rent

	City Wide	Ward 12
Own	76%	87%
Rent	21%	9%
Other	-	1%
Neither	2%	3%

Responsible for Property Taxes

	City Wide	Ward 12
Yes	84%	89%
No	16%	11%

Base: Valid respondents (Bases vary)

Respondent Characteristics

Born in Canada

	City Wide	Ward 12
Yes	74%	81%
No	26%	19%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=645)	Ward 12 (n=37)
Less than 12	28%	18%
12 to 17	13%	9%
18 or older	59%	70%
No response	1%	3%

Ethnic Background

	City Wide	Ward 12
Caucasian/ White	24%	28%
British	20%	20%
Canadian/ French Canadian	17%	24%
Western European	12%	8%
Southern or Eastern European	9%	8%
East or Southeast Asian	9%	8%
South Asian	6%	2%
Central/ South American or Caribbean	2%	4%
West Asian or Middle Eastern	2%	1%
African	2%	-
Aboriginal/ First Nations/ Metis	2%	1%

Disability

	City Wide	Ward 12
Yes	16%	11%
No	84%	89%

Visible Minority

	City Wide	Ward 12
Yes	23%	19%
No	77%	81%

Base: Valid respondents (Bases vary)

Contact

Jamie Duncan

Vice President

Ipsos Public Affairs

587.952.4863

email: jamie.duncan@ipsos.com

Sheela Das

Director

Ipsos Public Affairs

587.952.4874

email: sheela.das@ipsos.com