

**Calgary**



# 2017 Quality of Life and Citizen Satisfaction Survey

## Ward 6 Report

### Prepared for The City of Calgary by:

#### Contact:

Jamie Duncan  
Vice President  
Ipsos  
587.952.4863  
[jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

Sheela Das  
Director  
Ipsos  
587.952.4874  
[sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8



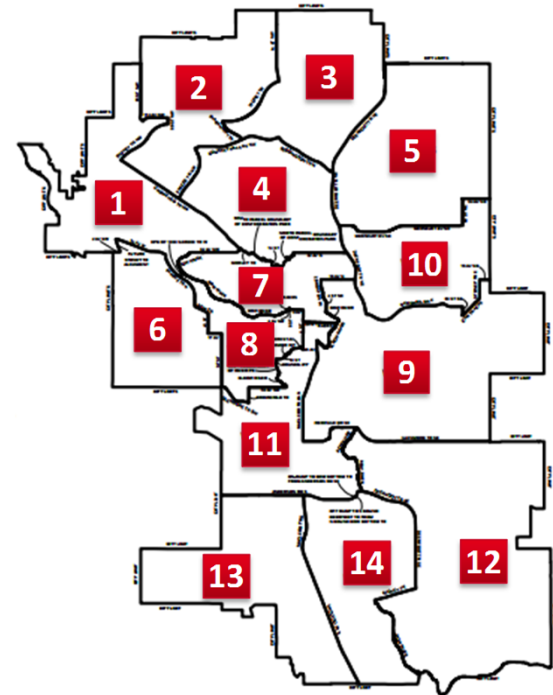
# Table of Contents

<b>03</b>	Methodology
<b>04</b>	Summary of Key Findings
<b>10</b>	Quality of Life
<b>18</b>	Issue Agenda
<b>20</b>	City Programs and Services

<b>38</b>	Environmental Performance
<b>42</b>	Taxation
<b>48</b>	Contact with The City
<b>54</b>	City Communications
<b>58</b>	Demographics

## Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 16<sup>th</sup> and September 10<sup>th</sup>, 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  $\pm 2.0$  percentage points, 19 times out of 20.
  - A total of 178 interviews were conducted with residents of Ward 6 (MOE  $\pm 7.4$ ).
- ❖ Research Note on significant differences.
  - Throughout, City Wide results are compared to results from Ward 6.
    - $\uparrow$  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 6 are compared to those from 2016.
  - Only significant differences are shown.





## Summary of Key Findings





## Key Findings: Quality of Life and Issue Agenda

### Ward 6 residents have positive views of the quality of life in Calgary and are proud of their own community.

- ❖ Nearly nine-in-ten (88%) Ward 6 residents say the quality of life in Calgary today is 'good,' which is on par with the 85% rating City Wide.
- ❖ Ward 6 residents are much more likely to say the quality of life in the city of Calgary has worsened (42%) than improved (13%) in the past three years. The improved perception number is 7 points lower than 20% City Wide.
- ❖ Ward 6 residents show some strong neighbourhood attachment. 95% agree with the statement 'I am proud to live in my neighborhood' (higher than 85% City Wide) and 38% agree 'I am regularly involved in neighbourhood and local community events' (higher than 30% City Wide and up 12 points from 2016).

### Ward 6 residents are especially concerned about infrastructure issues.

- ❖ "*Infrastructure, traffic and roads*" (44%) is the clear number one item on their issue agenda, with this issue rated much more highly than 35% City Wide. Their next biggest issue is "*transit*" (21%, on par with 19% City Wide).

## Key Findings: City Programs and Services

### Overall satisfaction with City Services is on par with City Wide, but higher for a few specific City services

- ❖ Eight-in-ten (82%) Ward 6 residents say they are satisfied with the overall level and quality of services and programs provided by The City (on par with 79% City Wide).
- ❖ Ward 6 residents are more likely than City Wide residents to be satisfied with several services, including:
  - Affordable housing (82% very/somewhat satisfied vs. 72% City Wide)
  - Snow removal (83% very/somewhat vs. 75% City Wide)
  - Calgary Transit (89% very/somewhat satisfied vs. 82% City Wide)
  - Calgary Police Services (96% very/somewhat satisfied vs. 91% City Wide)
- ❖ Compared to 2016, a couple of very satisfied ratings have shifted downward.
  - Residential garbage collection (61% very satisfied, down 12 points from 2016)
  - Support for arts and culture including festivals (32% very satisfied, down 12 points from 2016)

## Key Findings: City Programs and Services (continued)

### Ward 6 residents closely match City Wide residents in terms of the importance of most specific City Services.

- ❖ Ward 6 residents differ from City Wide on the importance placed on the following:
  - Calgary's parks, playgrounds and open spaces (83% very important vs. 75% City Wide)
  - Calgary Police Service (98% very important vs. 94% City Wide)
  - Animal control services (32% very important vs. 40% City Wide)
- ❖ Ward 6 residents place more importance on the following services compared to 2016:
  - Downtown revitalization (37% very important, up 11 points from 2016)
  - Calgary Police Service (98% very important, up 7 points from 2016)
  - Calgary Fire Department (98% very important, up 5 points from 2016)

### Ward 6 residents differ from City Wide residents in terms of their desire to see more invested in several City services.

- ❖ Ward 6 residents are more likely to want to see more investment in:
  - City of Calgary website (26% invest more vs. 17% City Wide)
- ❖ Ward 6 residents are less likely to want to see more investment in:
  - Community services such as community associations and non-profits (21% invest more vs. 30% City Wide)
  - Spring road cleaning (14% invest more vs. 23% City Wide)
  - Calgary transit (53% invest more vs. 61% City Wide)
  - Animal control services (11% invest more vs. 18% City Wide)
  - Residential Blue Cart recycling (7% invest more vs. 13% City Wide)

## Key Findings: The Environment and Taxation

### Ward 6 residents match closely to City Wide on environmental questions.

- ❖ More than nine-in-ten (94%) Ward 6 residents are satisfied with the overall job The City of Calgary is doing to protect the environment (on par with 91% City Wide).

### Ward 6 residents match closely to City Wide on taxation questions.

- ❖ A majority (56%) of Ward 6 residents give The City a good value rating for the value of their property tax dollars (on par with 60% City Wide).



## Key Findings: City Contact & Communications

### **A few measures around contact with The City have declined in the past year.**

- ❖ Six-in-ten (63%) Ward 6 residents have contacted or dealt with The City or of its employees in the last 12 months (on par with 66% City Wide).
- ❖ Among Ward 6 residents who contacted or dealt with The City in the past 12 months, 74% are satisfied with the overall level and quality of customer service received (on par with 78% City Wide) .
- ❖ Ward 6 residents are less likely than City Wide residents to agree that 'the quality of customer service from The City is consistently high' (78% agree vs. 84% City Wide).
- ❖ Ward 6 residents are also less likely than in 2016 to agree with each of the following:
  - The City of Calgary uses input from Calgarians in decision-making (65% agree, down 13 points from 2016)
  - The City of Calgary makes customer service a priority (77% agree, down 12 points from 2016)
  - The quality of customer service from The City is consistently high (78% agree, down 9 points from 2016)

### **Ward 6 perceptions of City communications are consistent with City Wide results and unchanged from 2016.**

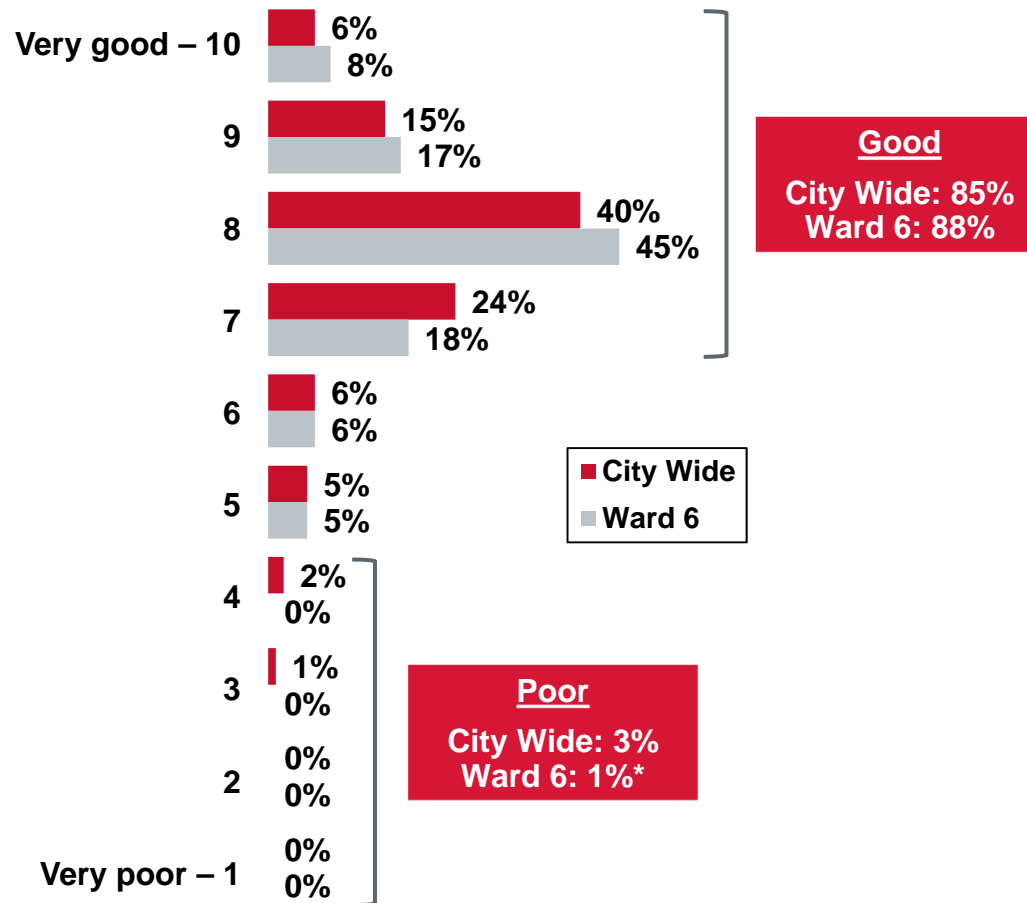
- ❖ More than eight-in-ten (83%) residents are satisfied with the overall quality of City information and communications (on par with 84% City Wide).



## Quality of Life



# Overall Quality of Life in Calgary

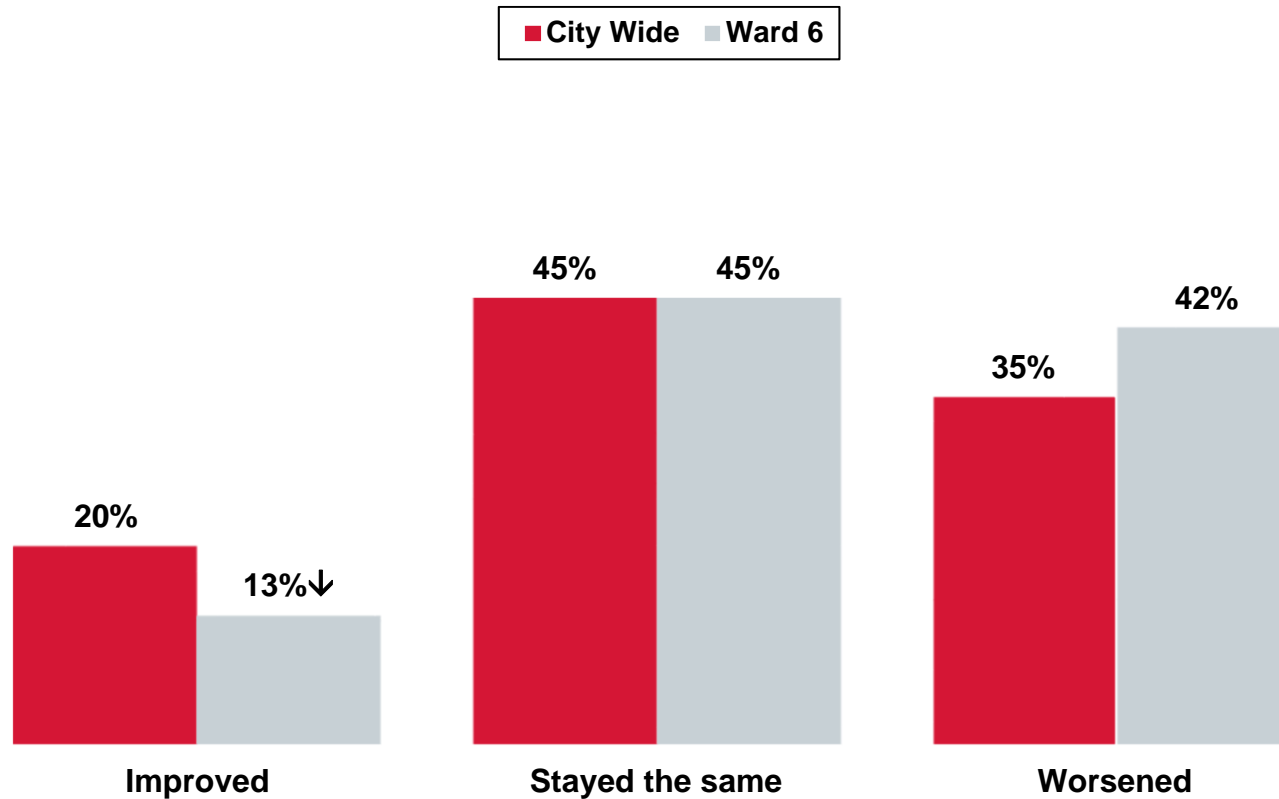


\*Rounding

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 6: 178)

## 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 ...?*

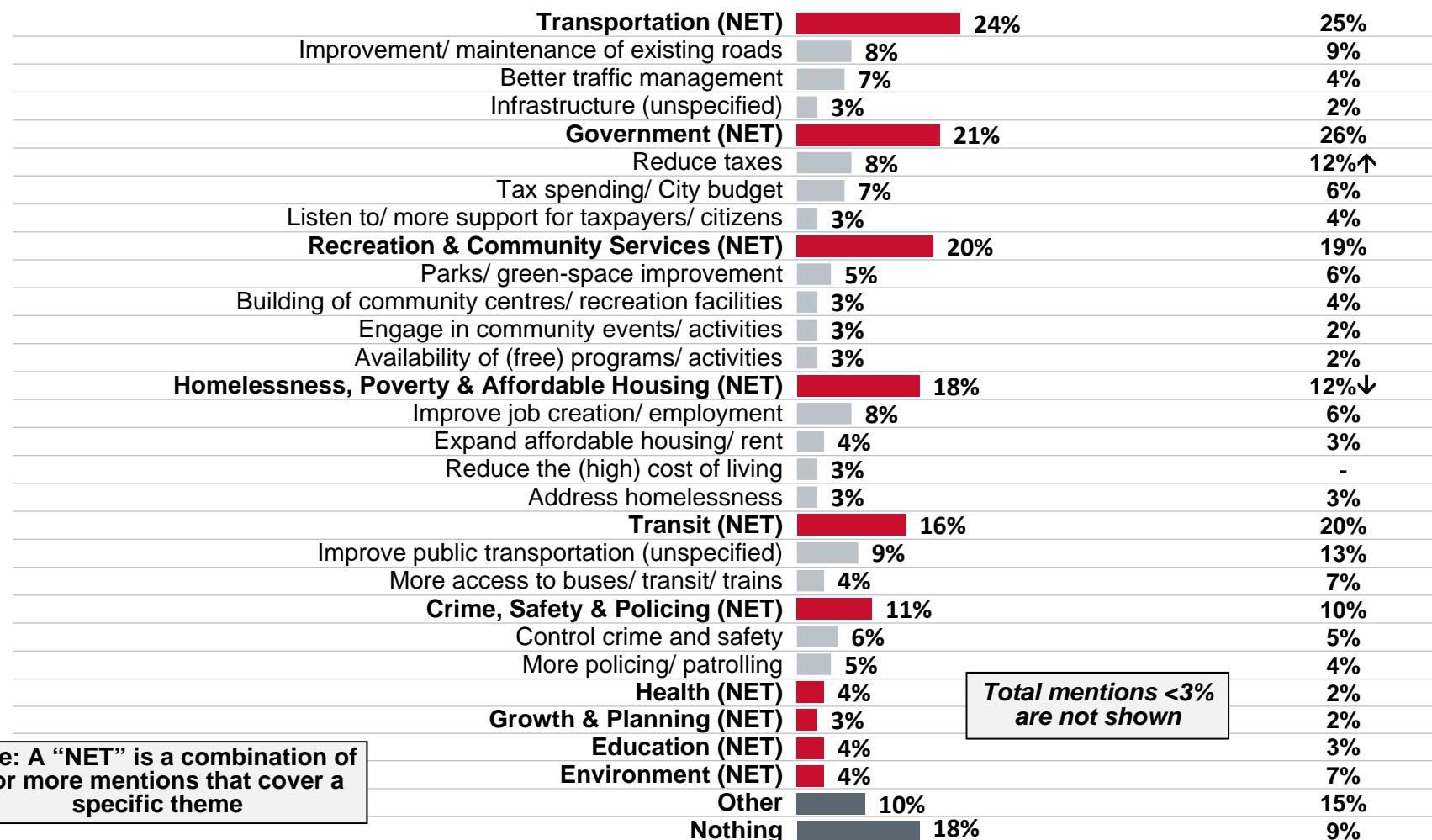
Base: Valid respondents (City Wide: n=2,484 / Ward 6: n=178)

# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 6



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 6: n=168)



# 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 6



92%

I am proud to live in my neighbourhood

City Wide



85%

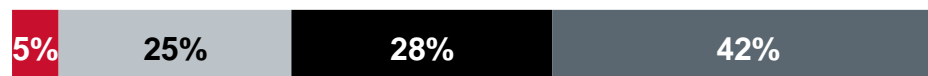
Ward 6



95%↑

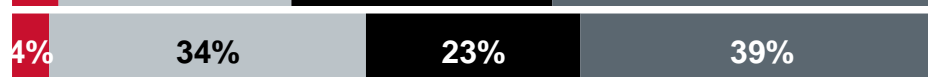
I am regularly involved in neighbourhood and local community events

City Wide



30%

Ward 6

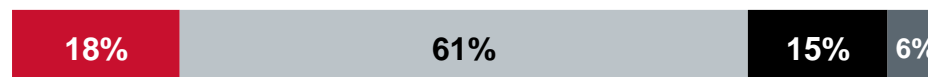


38%↑

26%

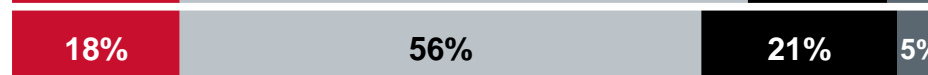
The City of Calgary, municipal government, fosters a city that is inclusive and accepting of all

City Wide



79%

Ward 6



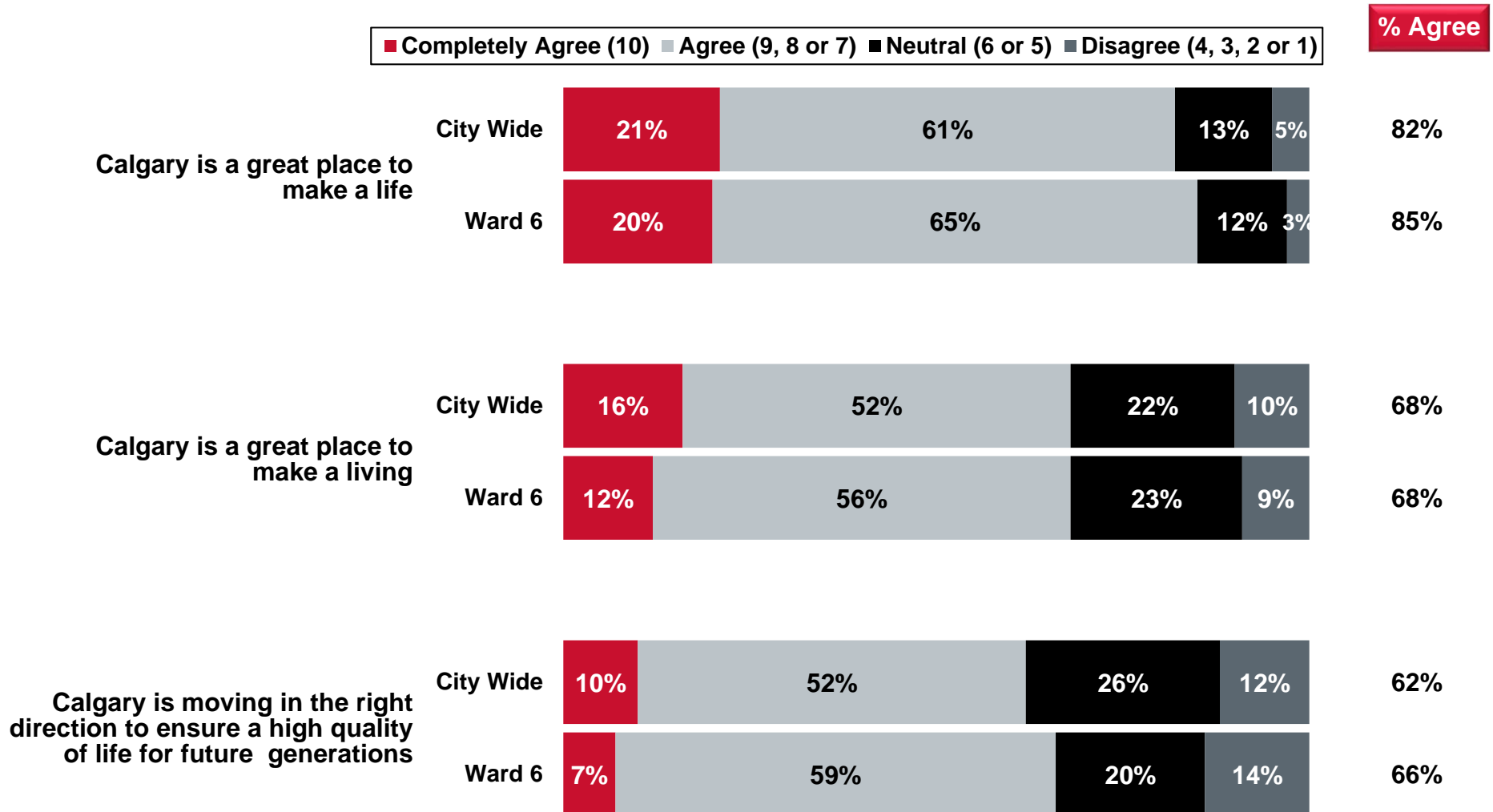
74%

Ward 6 2016

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)

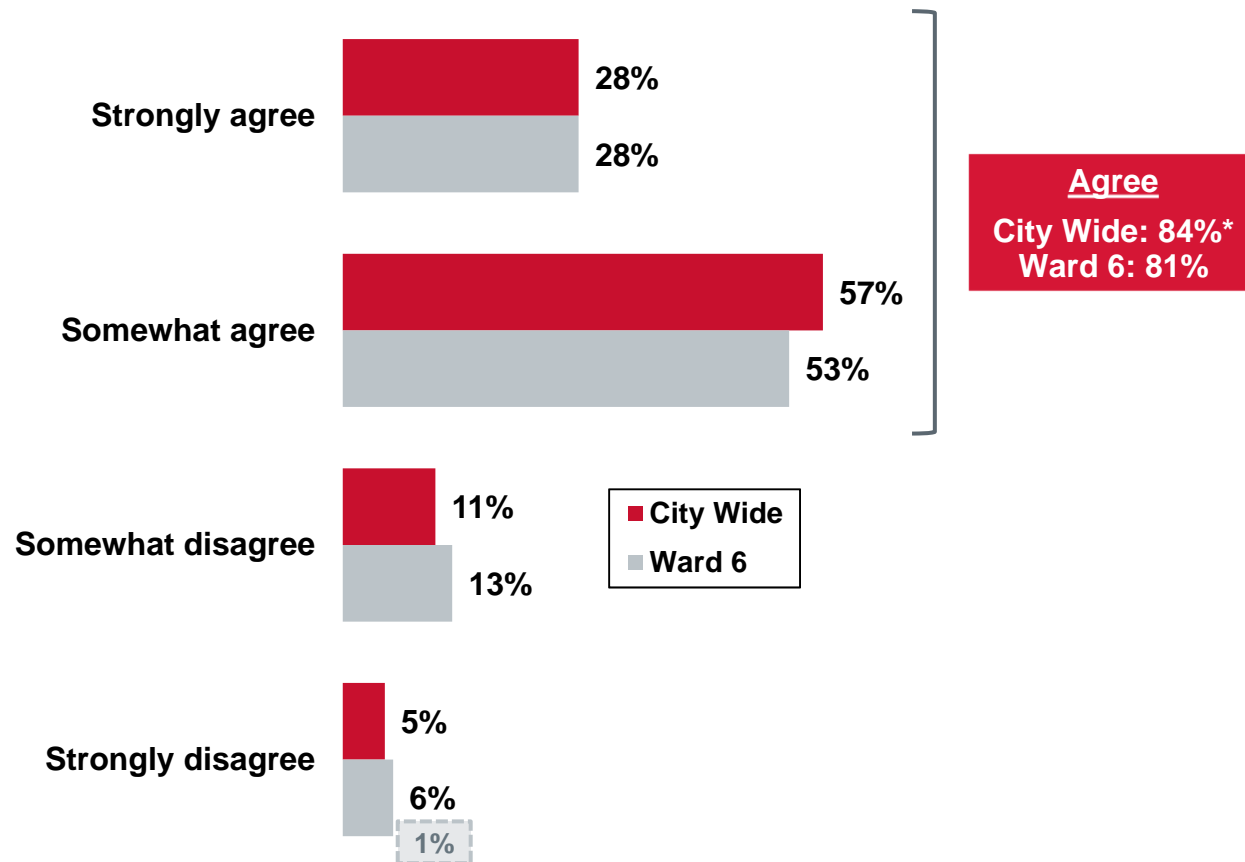
# Sustainability: Making a Life, Making a Living and Direction for the Future



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?



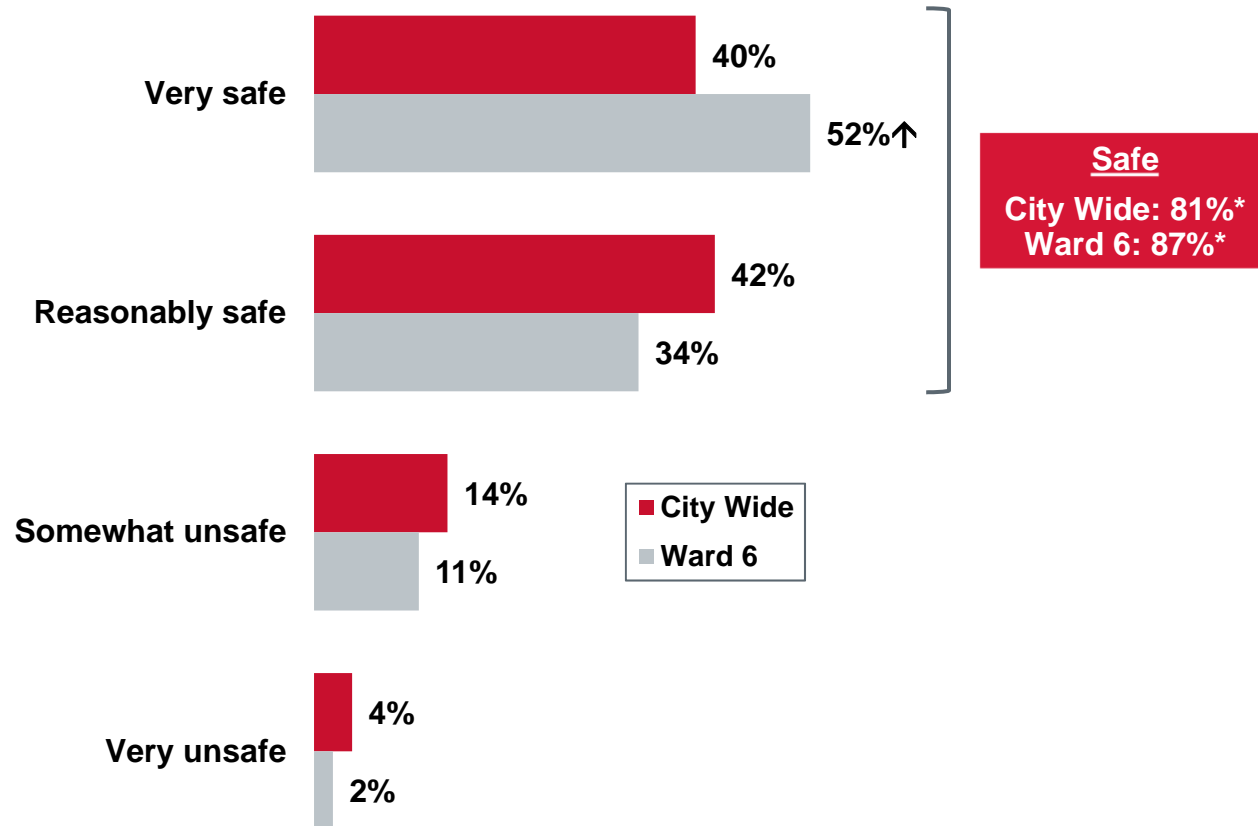
Ward 6 2016

\*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 6: n=176)

## 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 6: n=178)



## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 6

■ First Mention ■ Other Mentions

<b>Infrastructure, Traffic &amp; Roads (NET)</b>	<b>26%</b>	<b>9%</b>	<b>35%</b>	<b>44%↑</b>
Traffic congestion	<b>7%</b>	<b>3</b>	<b>10%</b>	<b>14%</b>
Infrastructure maintenance/ improvement/ development	<b>4%</b>	<b>5%</b>		<b>5%</b>
Road conditions	<b>4%</b>	<b>3</b>	<b>7%</b>	<b>8%</b>
(Lack of) snow removal	<b>3</b>	<b>4%</b>		<b>5%</b>
<b>Transit (NET)</b>	<b>13%</b>	<b>6%</b>	<b>19%</b>	<b>21%</b>
Public Transportation [incl. buses/ C-train/ poor service]	<b>8%</b>	<b>3</b>	<b>11%</b>	<b>10%</b>
Transportation (unspecified)	<b>4%</b>	<b>3</b>	<b>7%</b>	<b>9%</b>
<b>Crime, Safety &amp; Policing (NET)</b>	<b>9%</b>	<b>4%</b>	<b>13%</b>	<b>8%</b>
Crime [incl. breaking and entering/ gangs/ drug dealers, etc.]	<b>5%</b>	<b>7%</b>		<b>5%</b>
Public safety	<b>4%</b>	<b>6%</b>		<b>3%</b>
<b>Taxes (NET)</b>	<b>6%</b>	<b>8%</b>		<b>10%</b>
<b>Recreation (NET)</b>	<b>4%</b>	<b>3</b>	<b>7%</b>	<b>8%</b>
<b>Environment &amp; Waste Management (NET)</b>	<b>4%</b>	<b>3</b>	<b>7%</b>	<b>9%</b>
<b>Economy (NET)</b>	<b>4%</b>	<b>6%</b>		<b>4%</b>
<b>Budget &amp; Spending (NET)</b>	<b>4%</b>	<b>6%</b>		<b>10%↑</b>
<b>Education (NET)</b>	<b>4%</b>	<b>6%</b>		<b>6%</b>
<b>Homelessness, Poverty &amp; Affordable Housing (NET)</b>	<b>3</b>	<b>5%</b>		<b>2%</b>
<b>Growth &amp; Planning (NET)</b>	<b>3</b>	<b>4%</b>		<b>5%</b>
Other			<b>25%</b>	<b>22%</b>
None			<b>15%</b>	<b>17%</b>

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?*

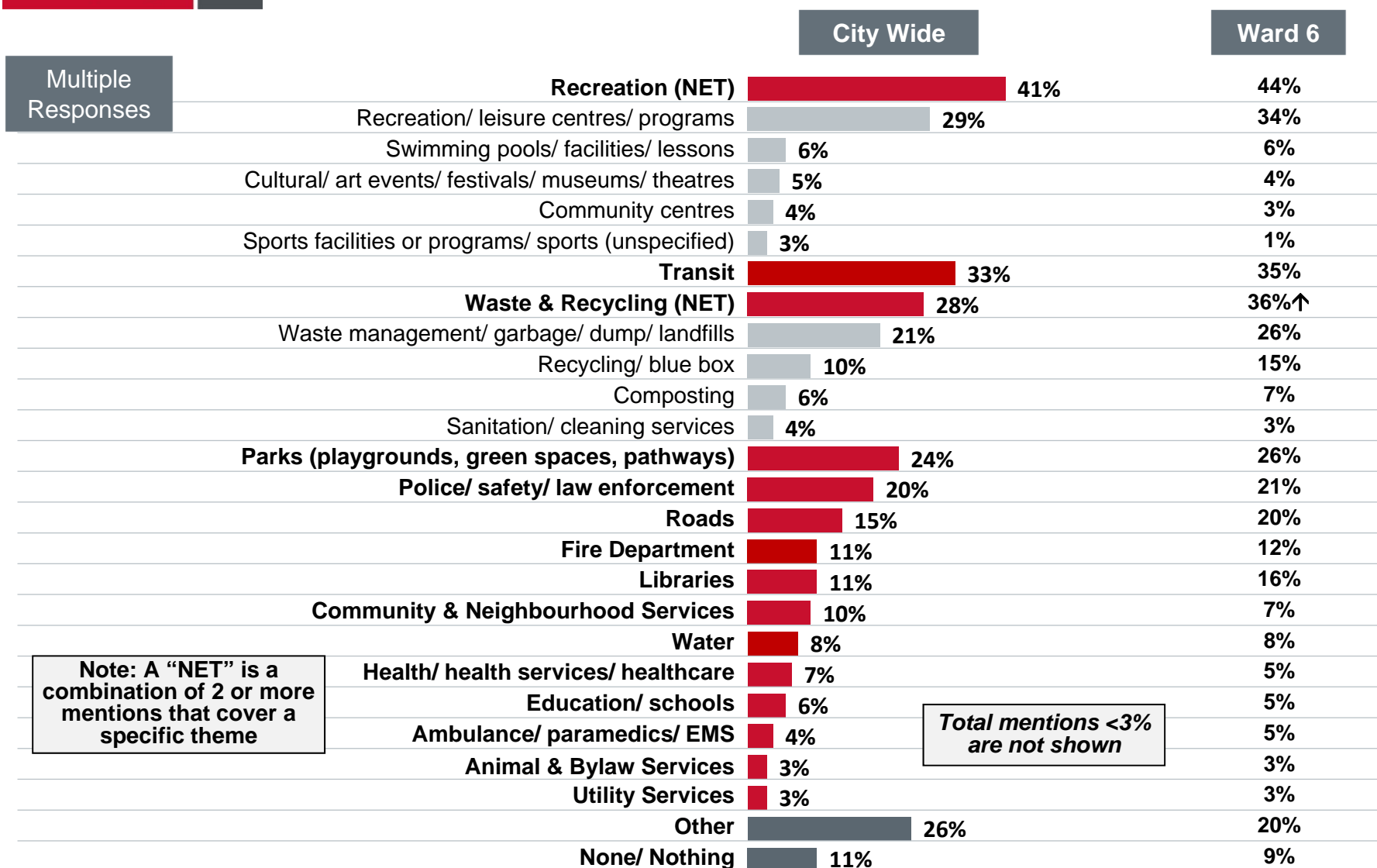
Base: Valid respondents (City Wide: n=2,441 / Ward 6: n=174)



## City Programs and Services



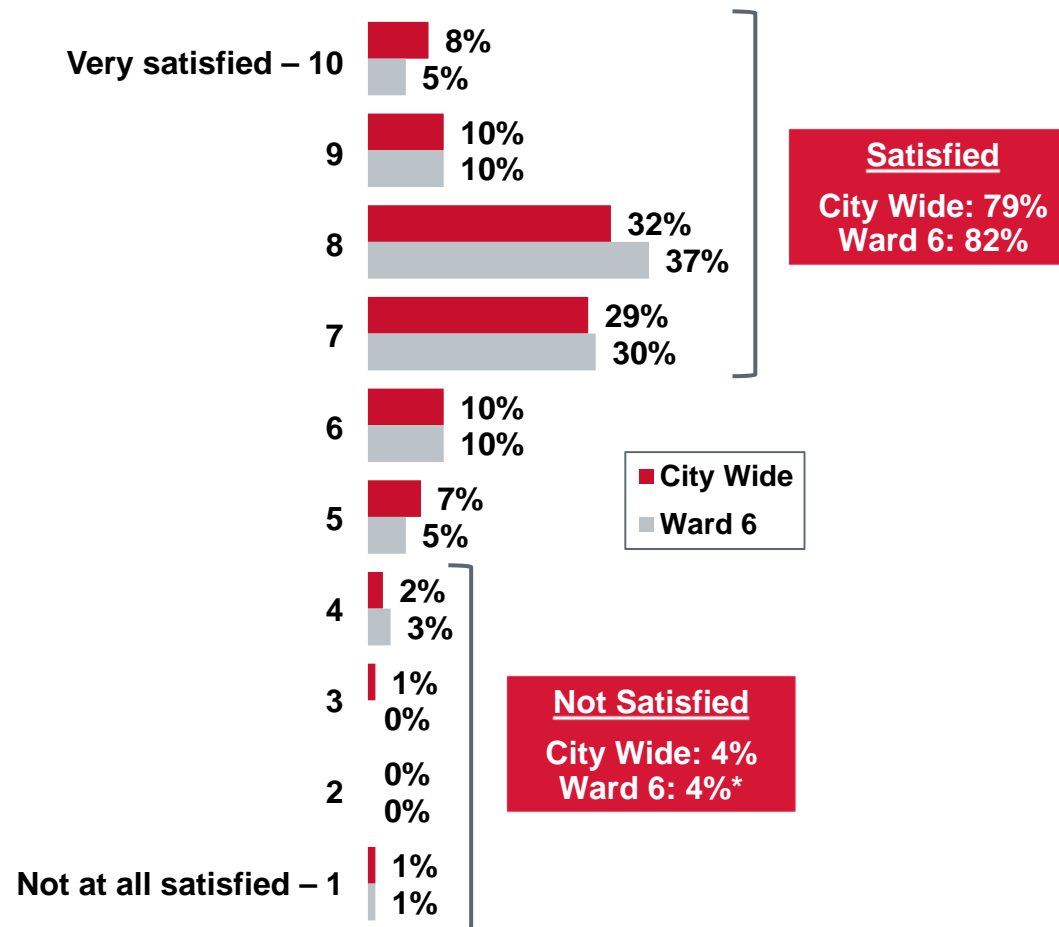
# Top-of-Mind Programs and Services



*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 6: n=175)

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

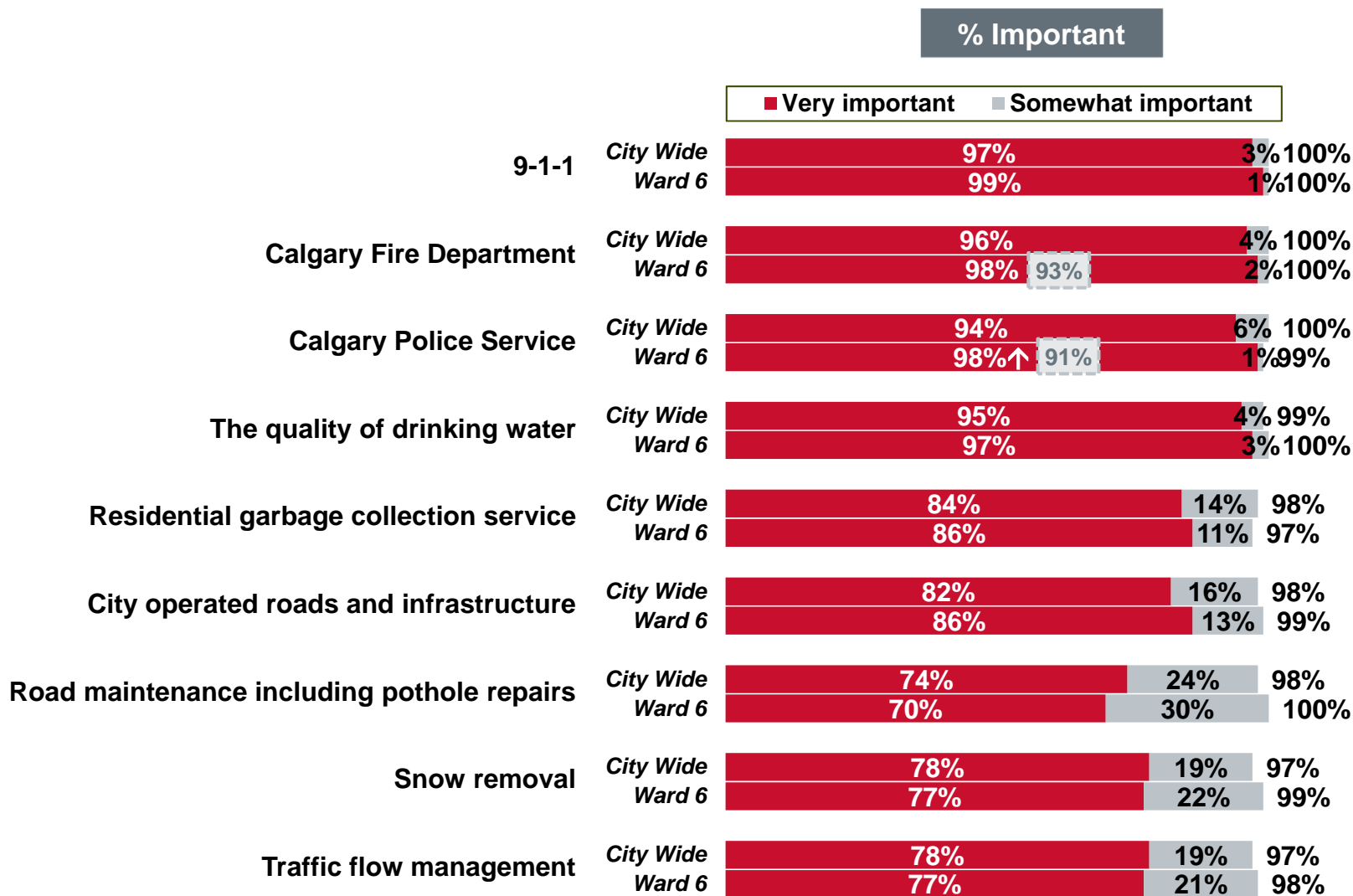


\*Rounding

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 6: n=178)

# 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)

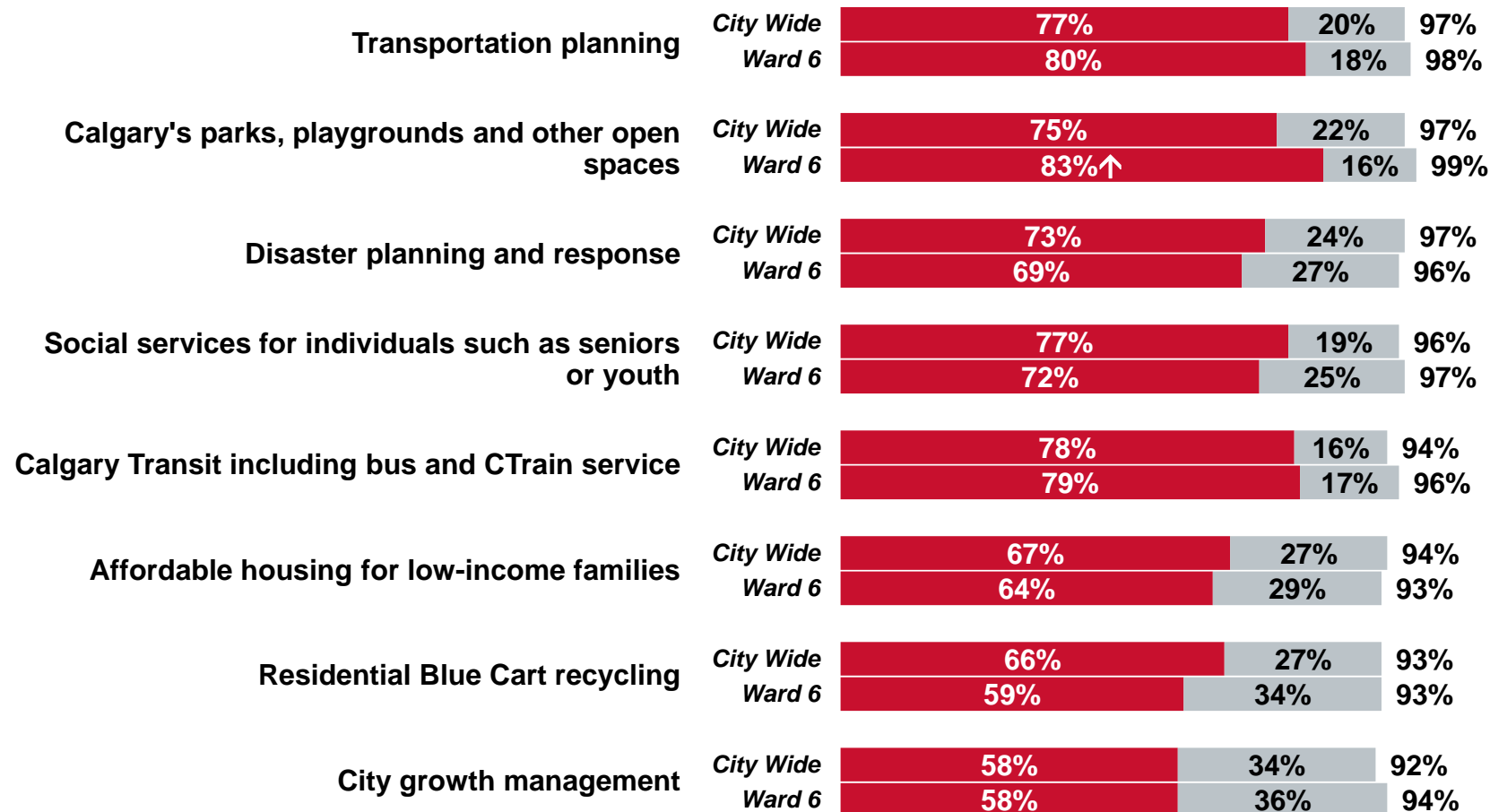
Ward 6 2016



## Importance of City Programs and Services (continued)

### % Important

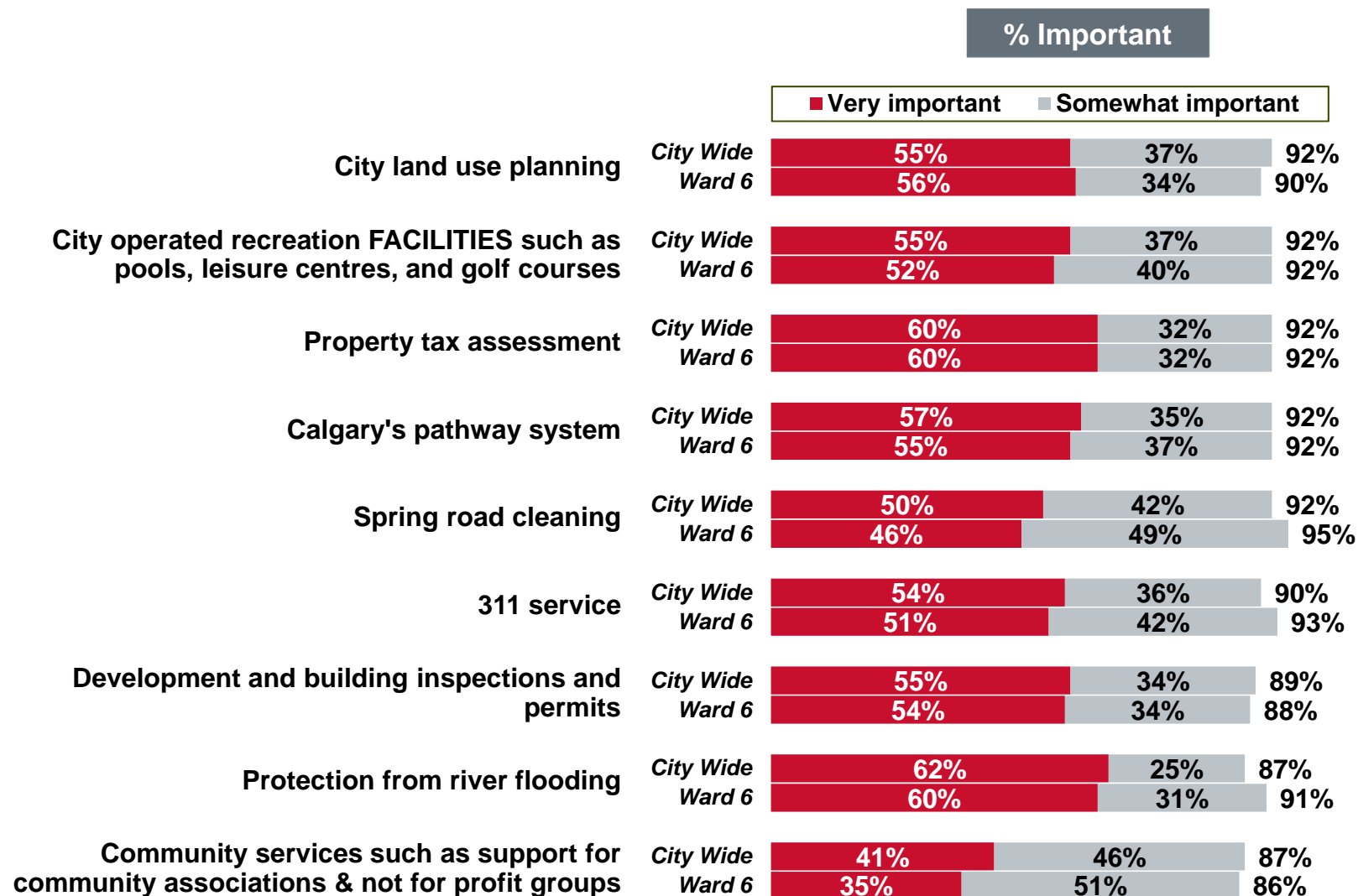
■ Very important ■ Somewhat important



*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)

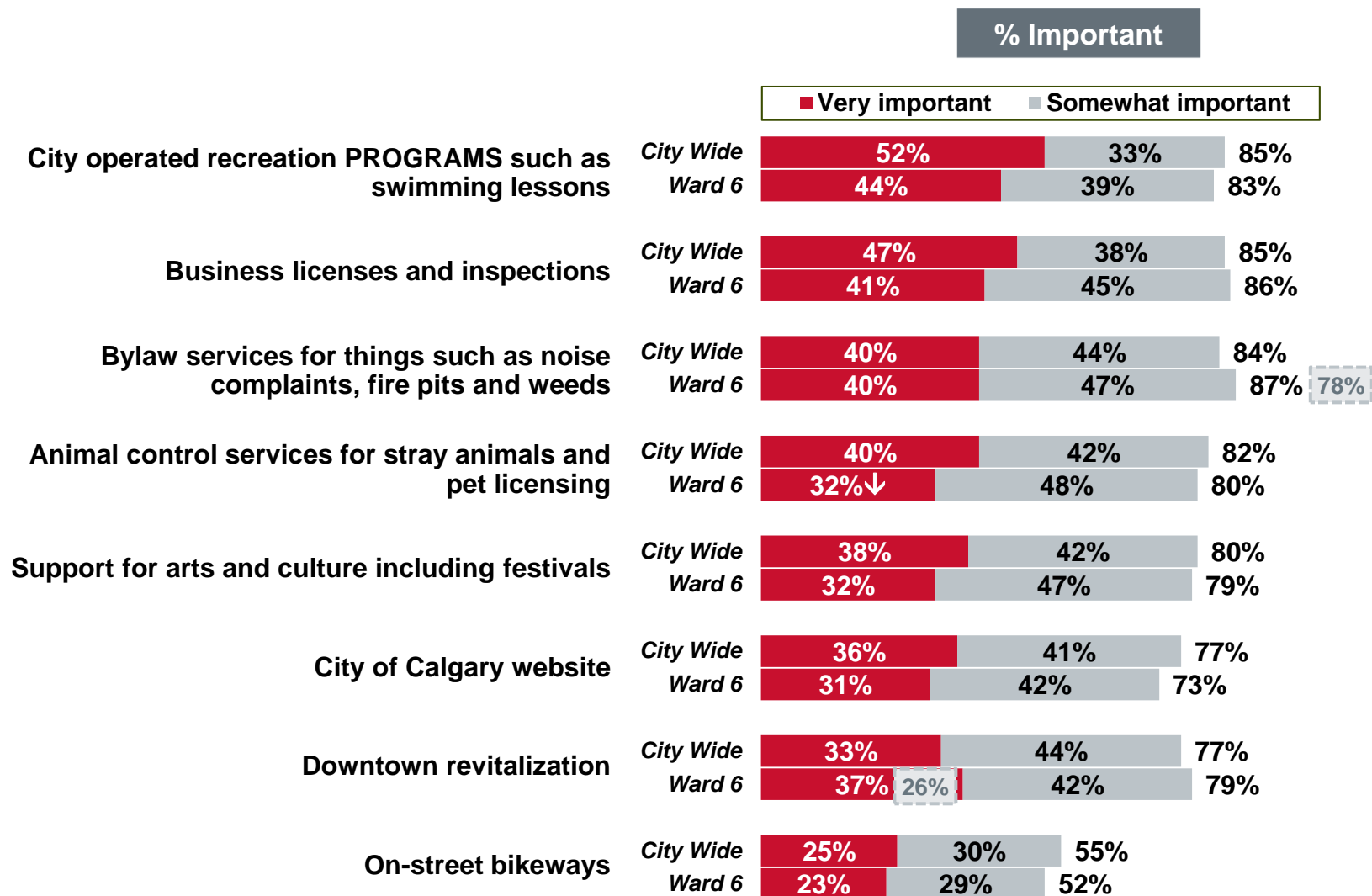
## Importance of City Programs and Services (continued)



*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)

# Importance of City Programs and Services (continued)

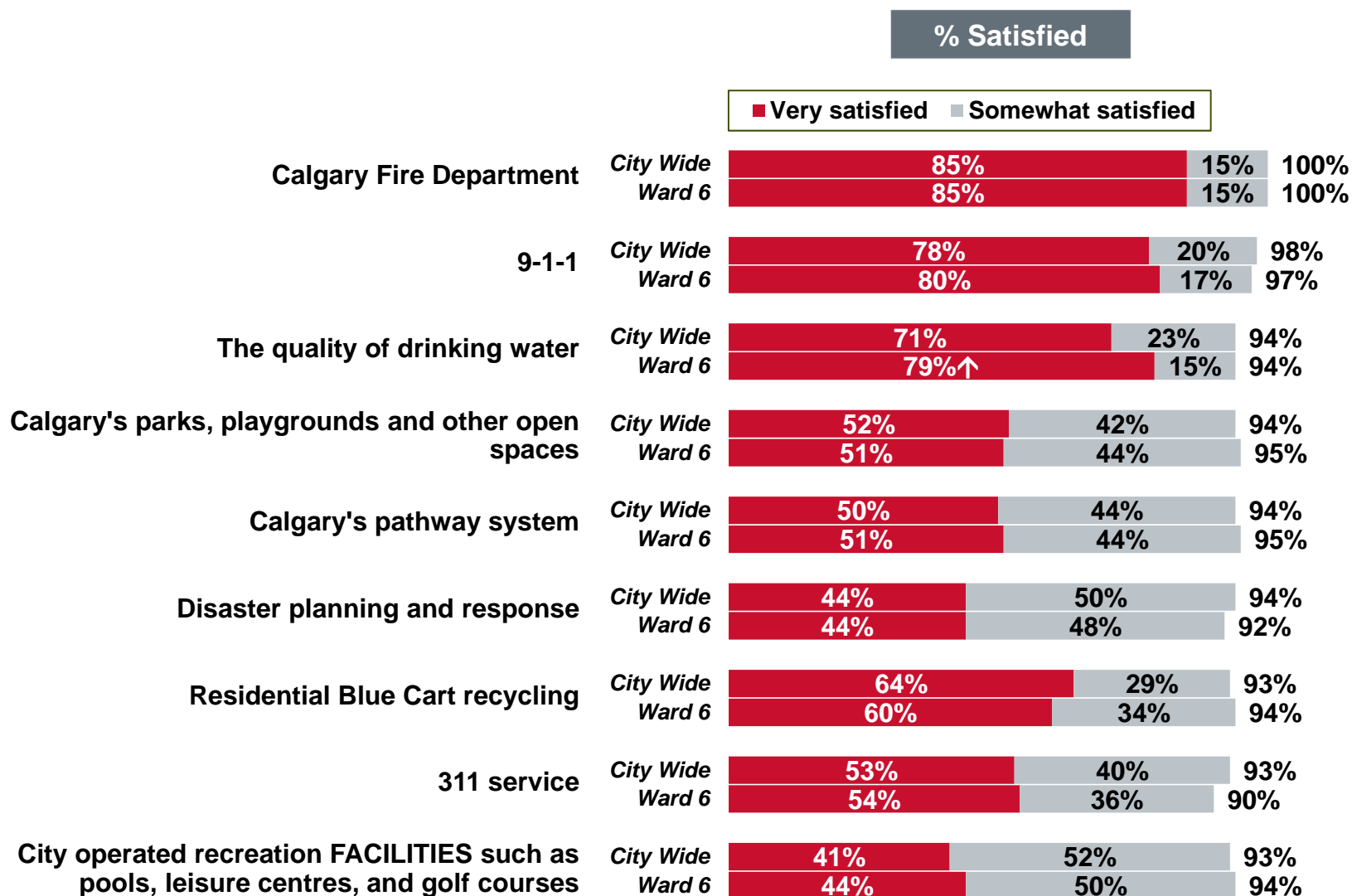


*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Ward 6 2016

# Satisfaction with City Programs and Services

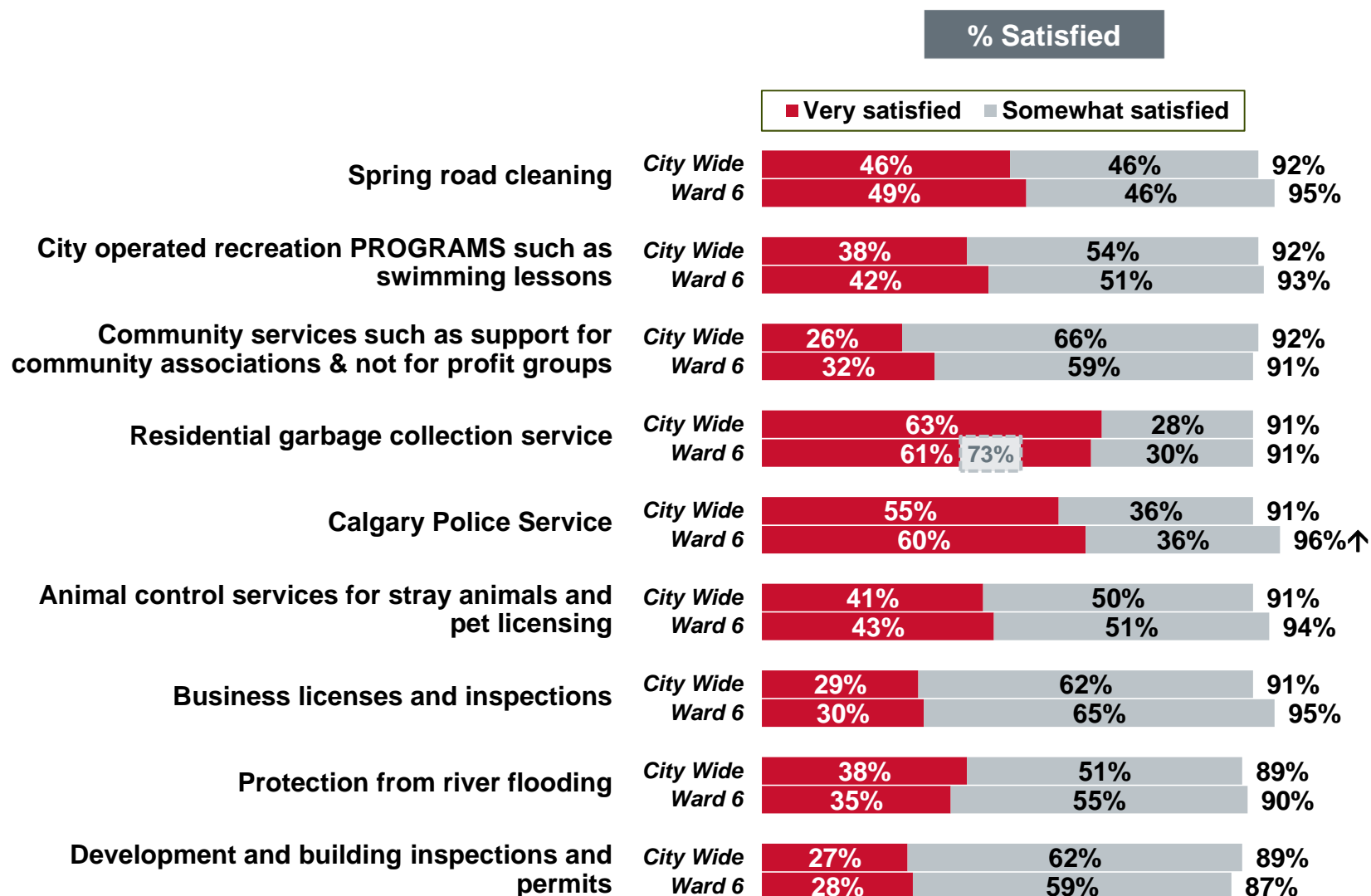


*I am going to read a list of programs and services provided to you by The City of Calgary.*

*Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

Base: Valid respondents (Bases vary)

# Satisfaction with City Programs and Services (continued)



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

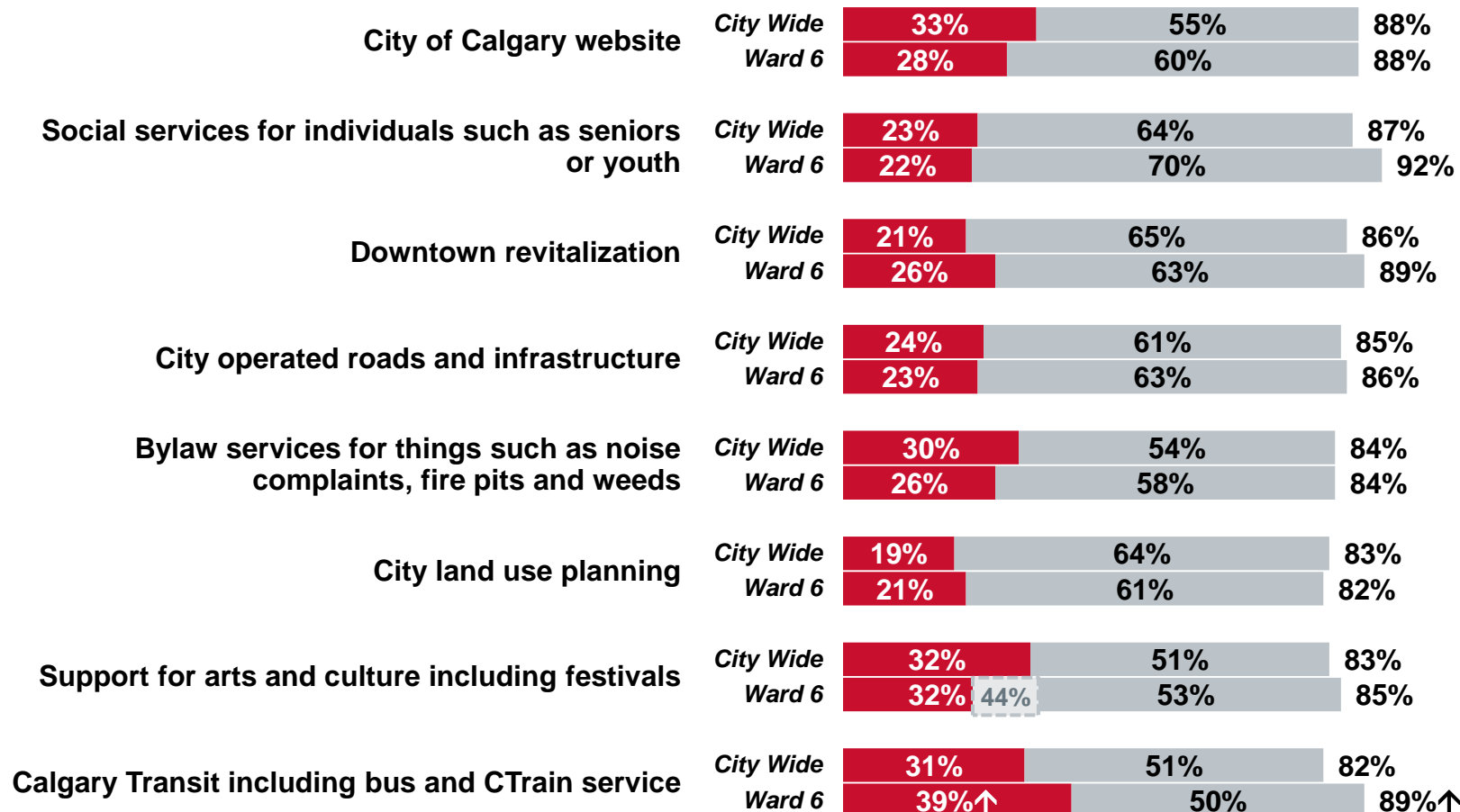
Ward 6 2016



# Satisfaction with City Programs and Services (continued)

## % Satisfied

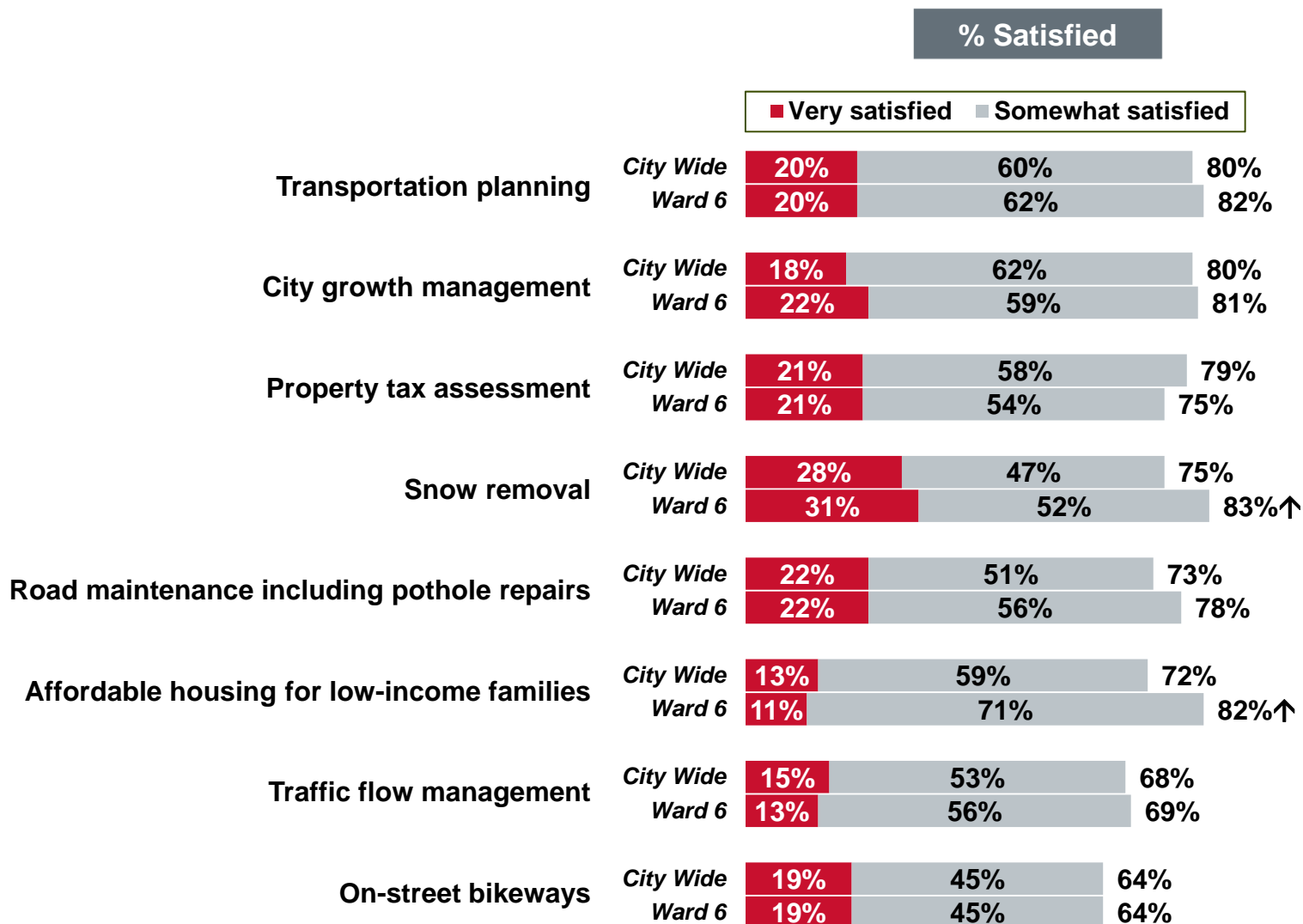
■ Very satisfied ■ Somewhat satisfied



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.  
Base: Valid respondents (Bases vary)

Ward 6 2016

## Satisfaction with City Programs and Services (continued)

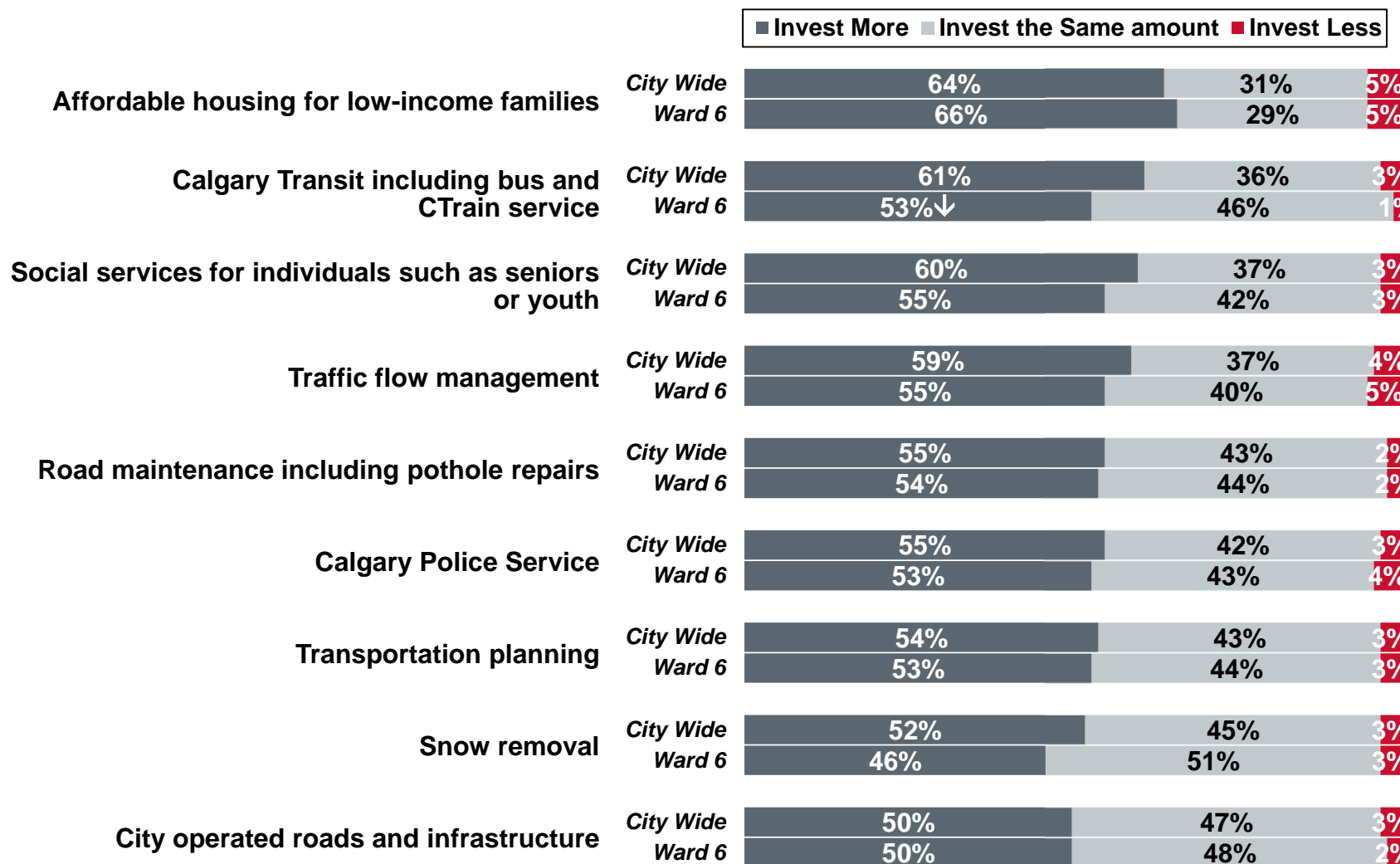


*I am going to read a list of programs and services provided to you by The City of Calgary.*

*Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

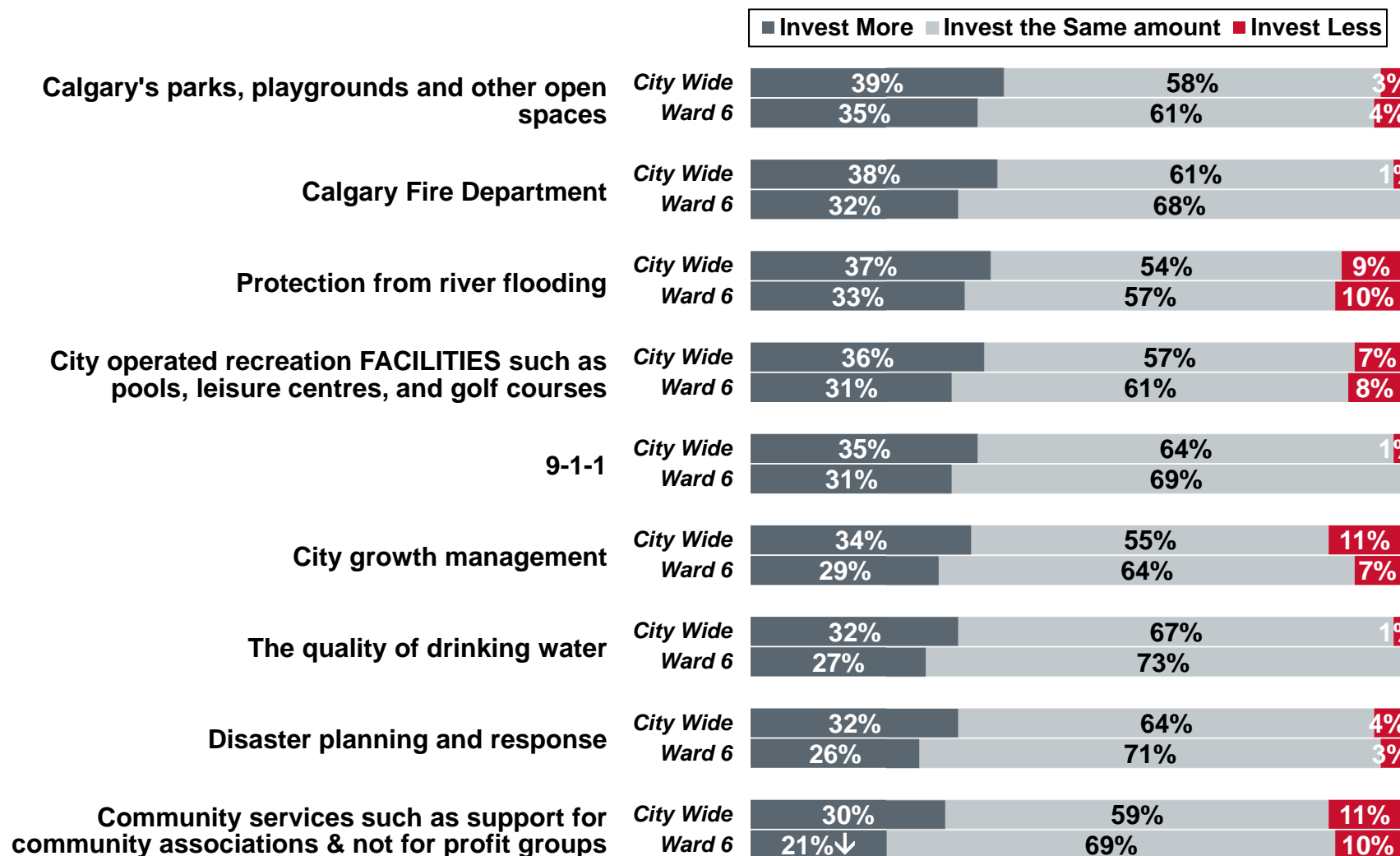
Base: Valid respondents (Bases vary)

## Investment in City Programs and Services



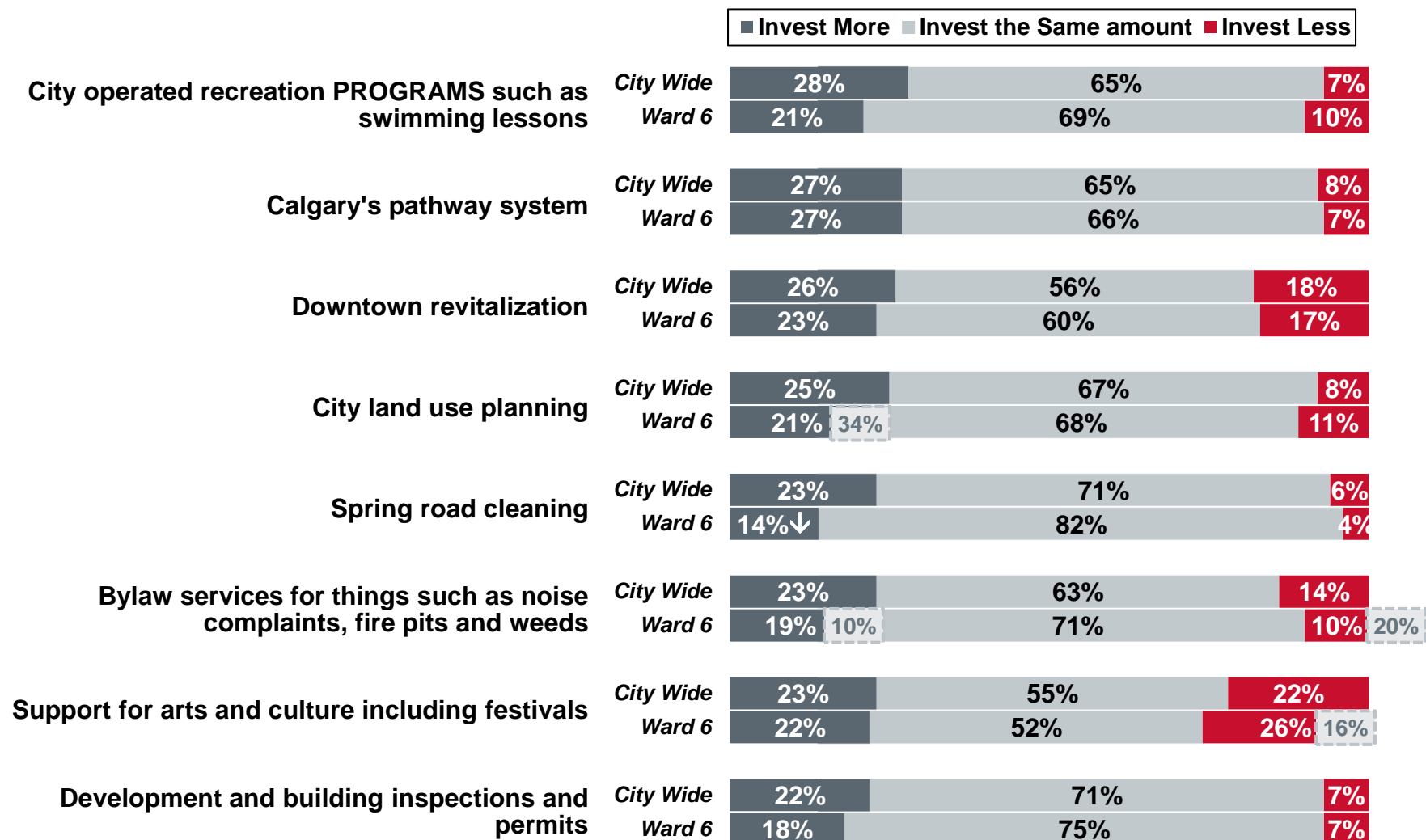
*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me if you think The City should invest more, less or the same amount on the program or service.  
Base: Valid respondents (Bases vary)*

## 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)*

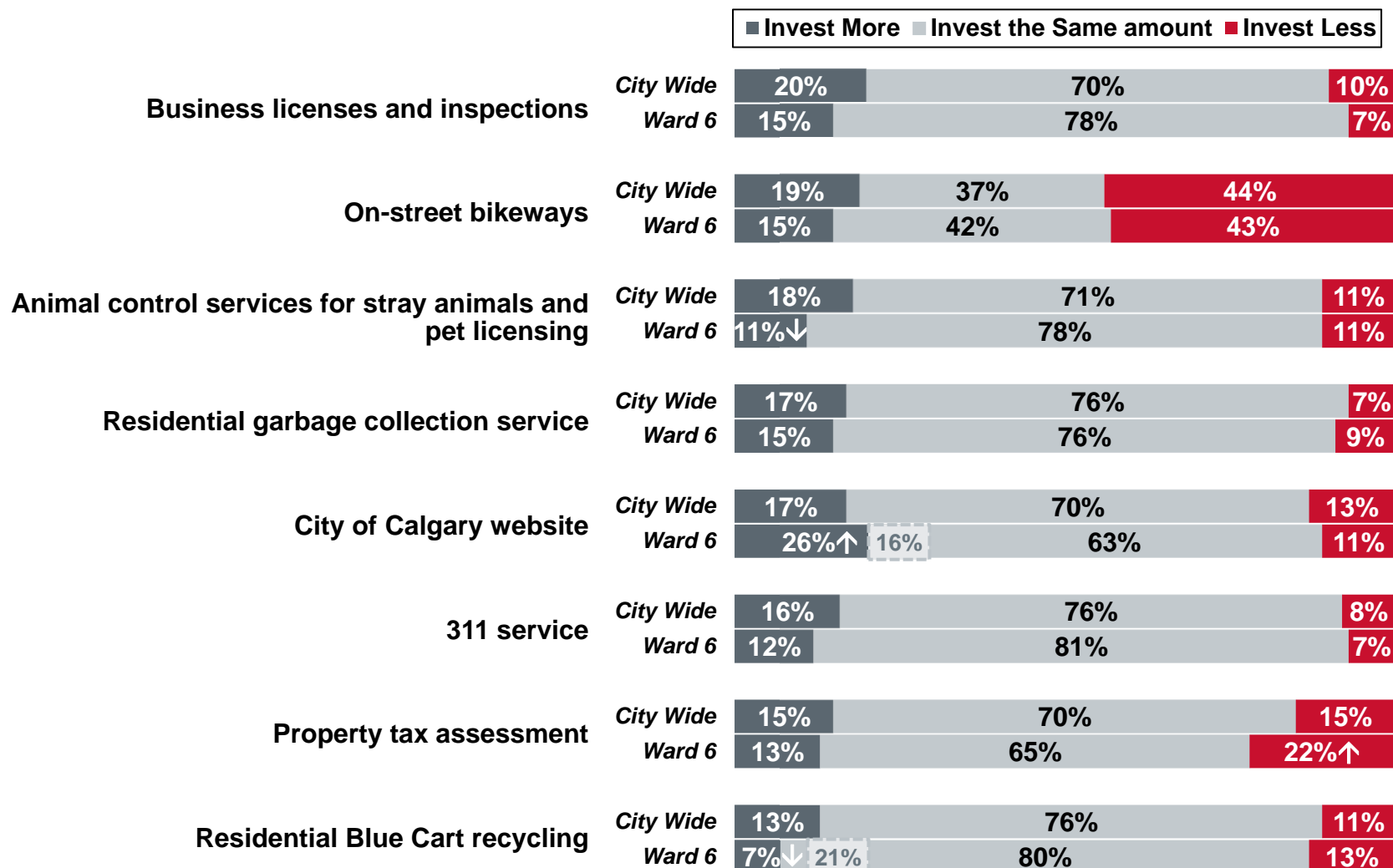
## Investment in City Programs and Services (continued)



*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 6 2016

## Investment in City Programs and Services (continued)



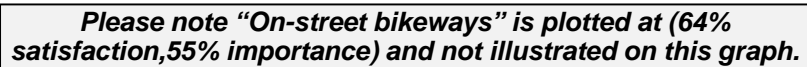
*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me if you think The City should invest more, less or the same amount on the program or service.*  
Base: Valid respondents (Bases vary)

Ward 6 2016

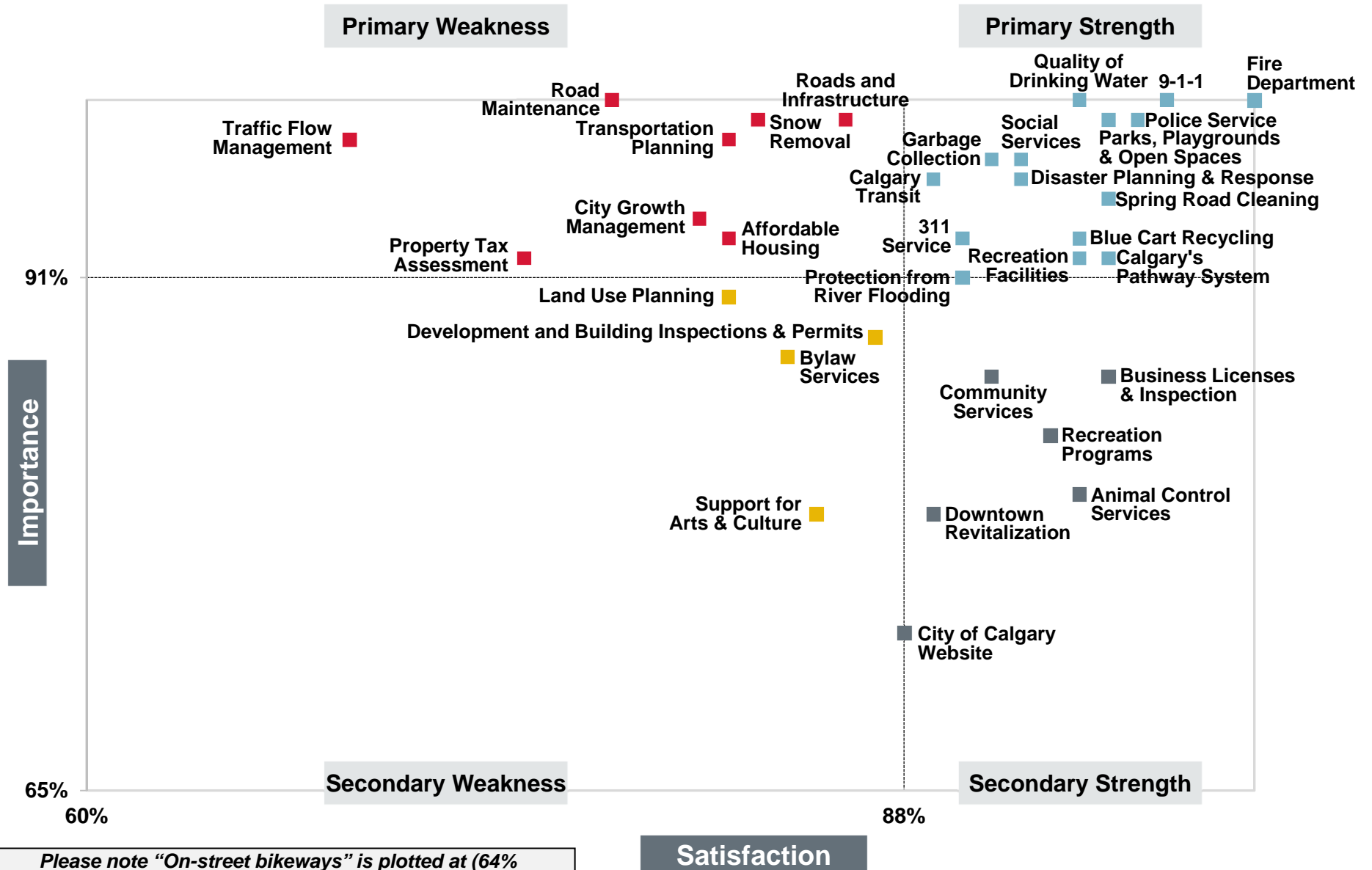


### Primary Weakness

## Primary Strength



# Importance vs. Satisfaction Grid: Ward 6



Please note "On-street bikeways" is plotted at (64% satisfaction, 52% importance) and not illustrated on this graph.

## Primary Strengths and Weaknesses: City Wide versus Ward 6

*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)

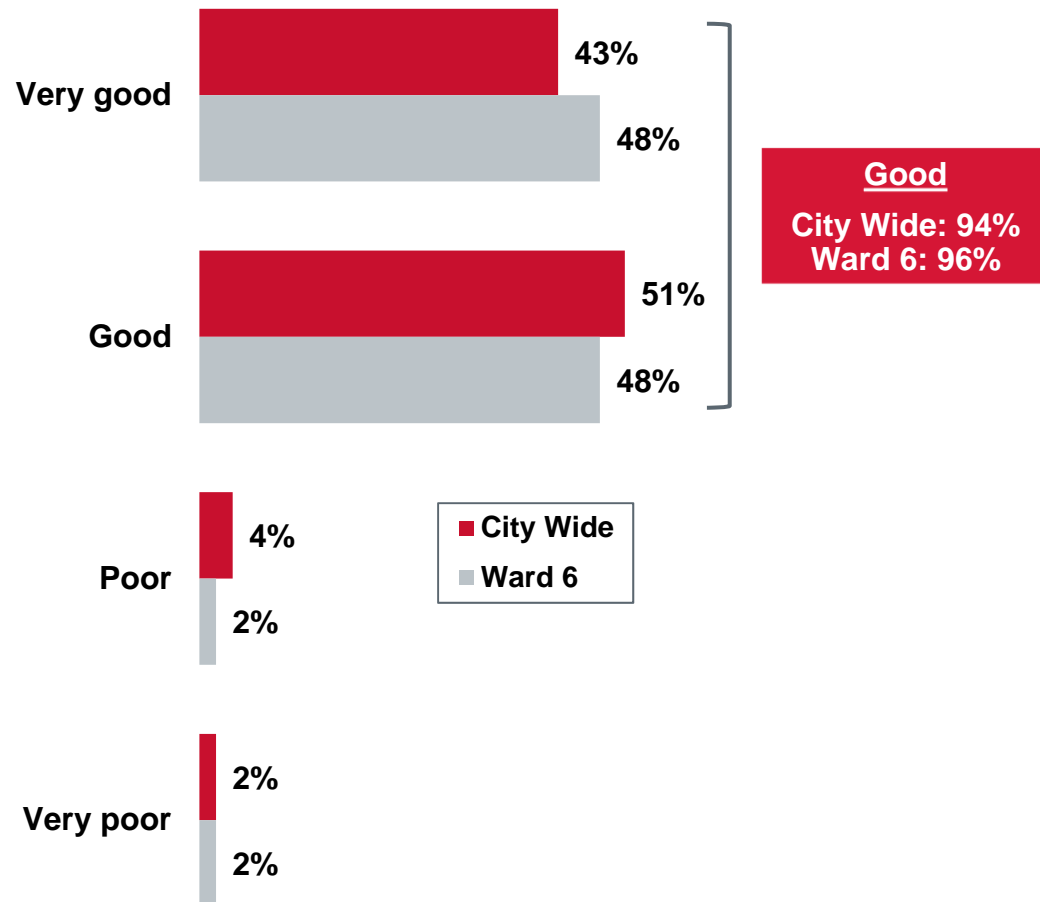
	City Wide	Ward 6
Fire Department		
9-1-1		
Residential Garbage Collection		
Quality of Drinking Water		
Police Service		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Recreation Facilities		
Social Services		
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		
311 service		



## Environmental Performance



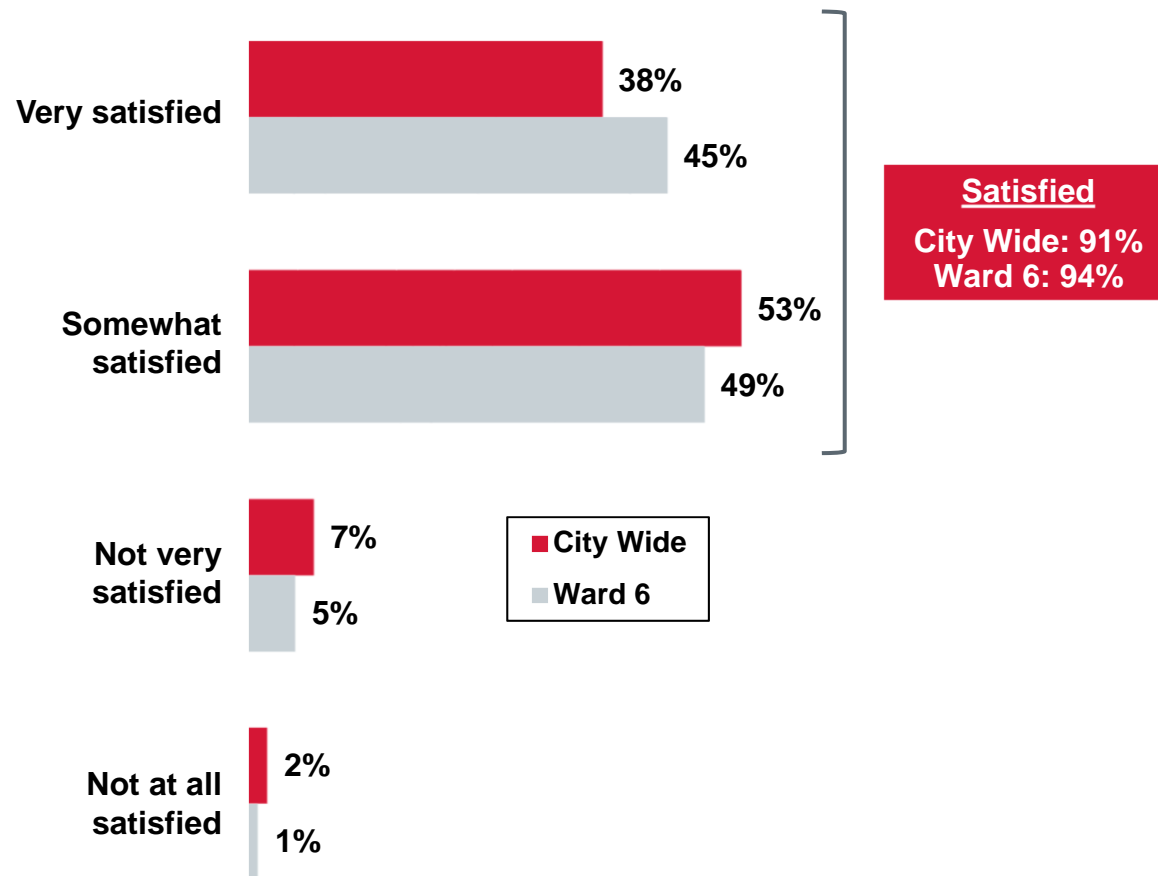
# Perceptions About Overall State of Calgary's Environment



*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 6: n=178)

# Satisfaction with The City's Environmental Performance

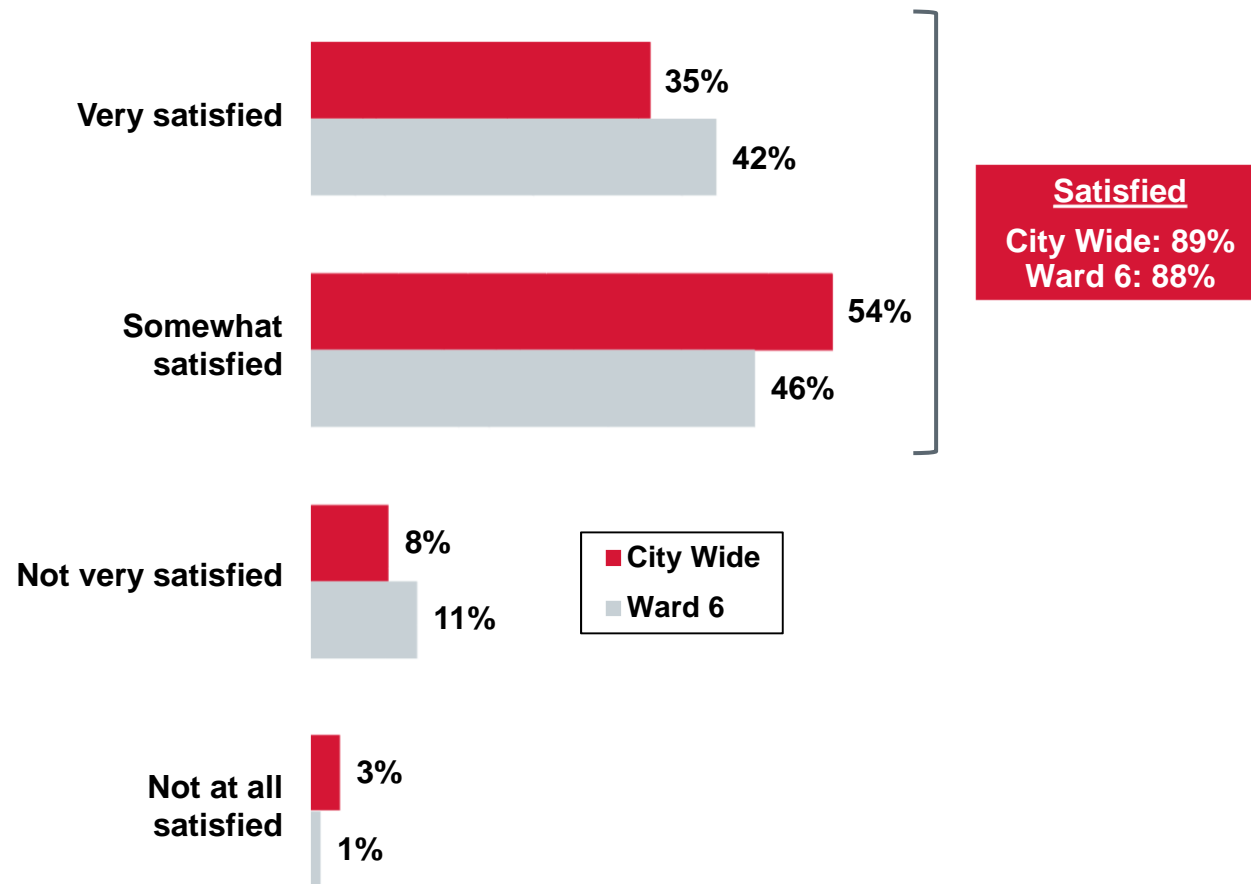


*How satisfied are you with the job The City of Calgary is currently doing to protect the environment?*

Base: Valid respondents (City Wide: n=2,484 / Ward 6: n=176)



## 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?*

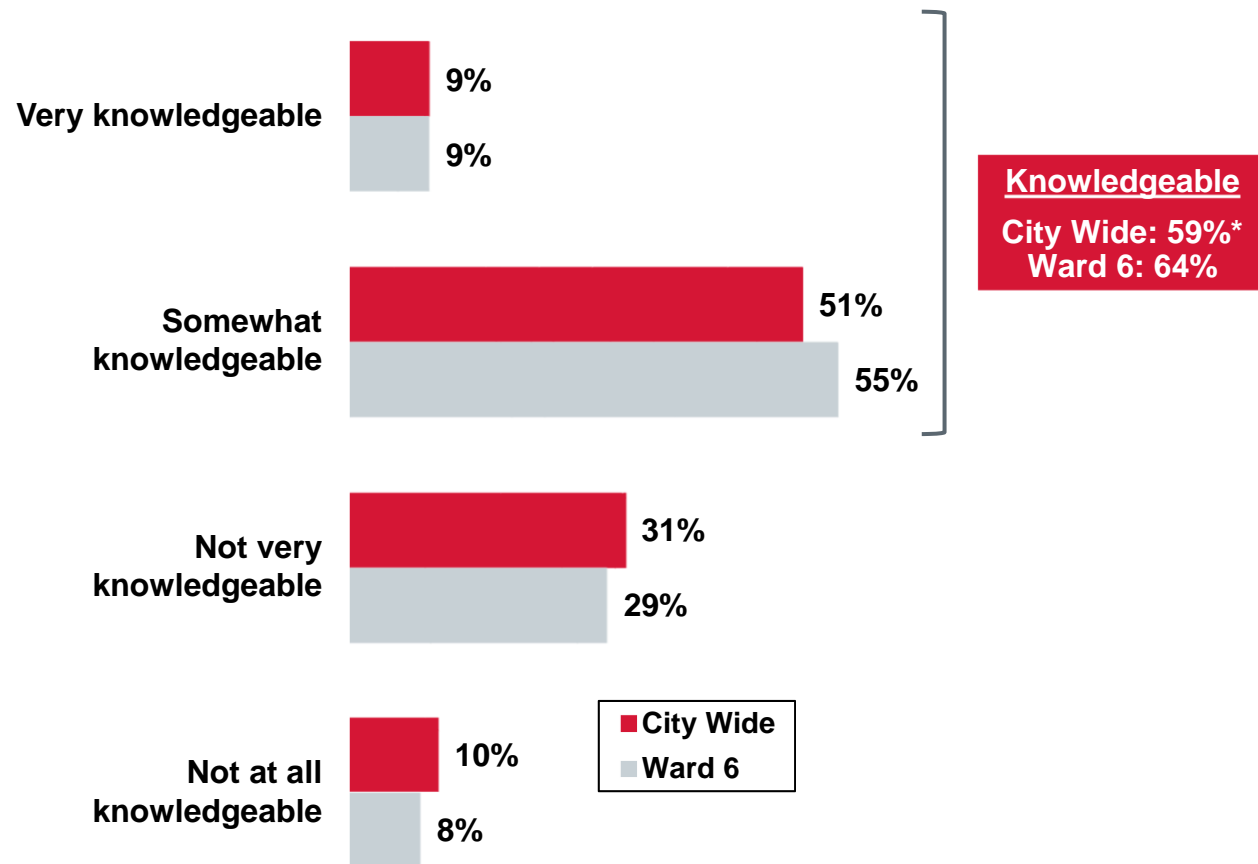
Base: Valid respondents (City Wide: n=2,478 / Ward 6: n=176)



## Taxation



# Knowledge Levels of Tax Dollar Spending

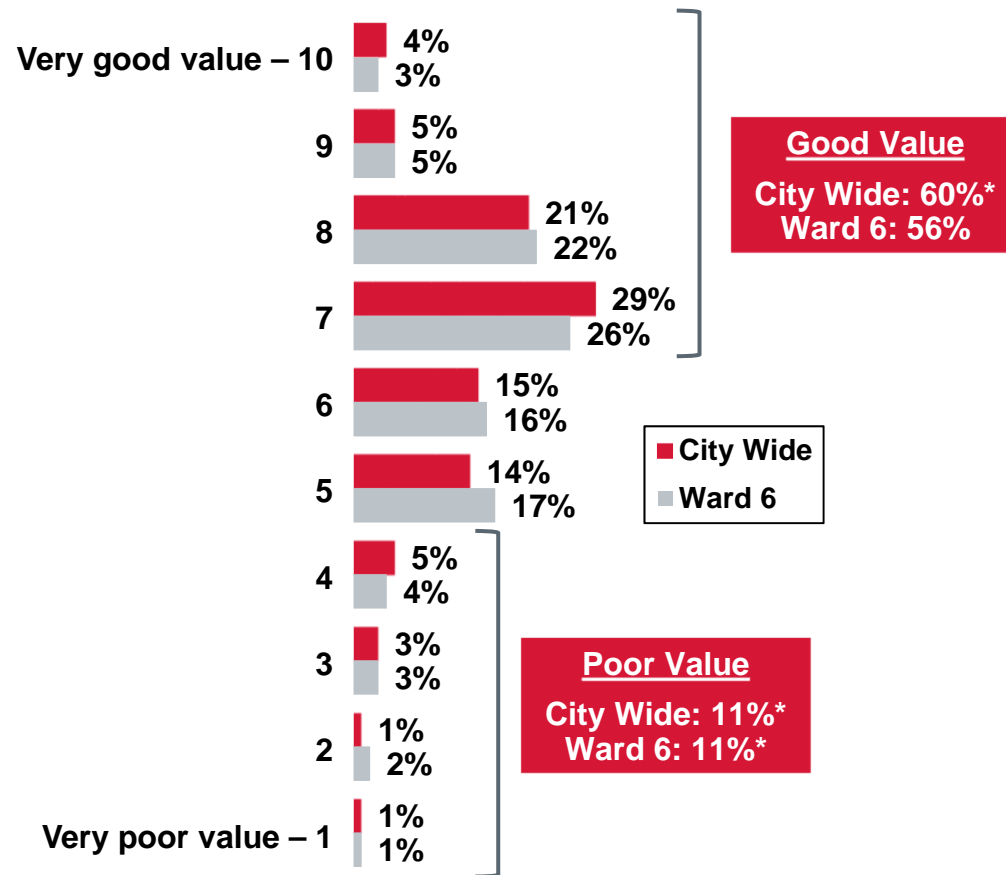


\*Rounding

*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 6: n=177)

# Perceived Value of Property Taxes

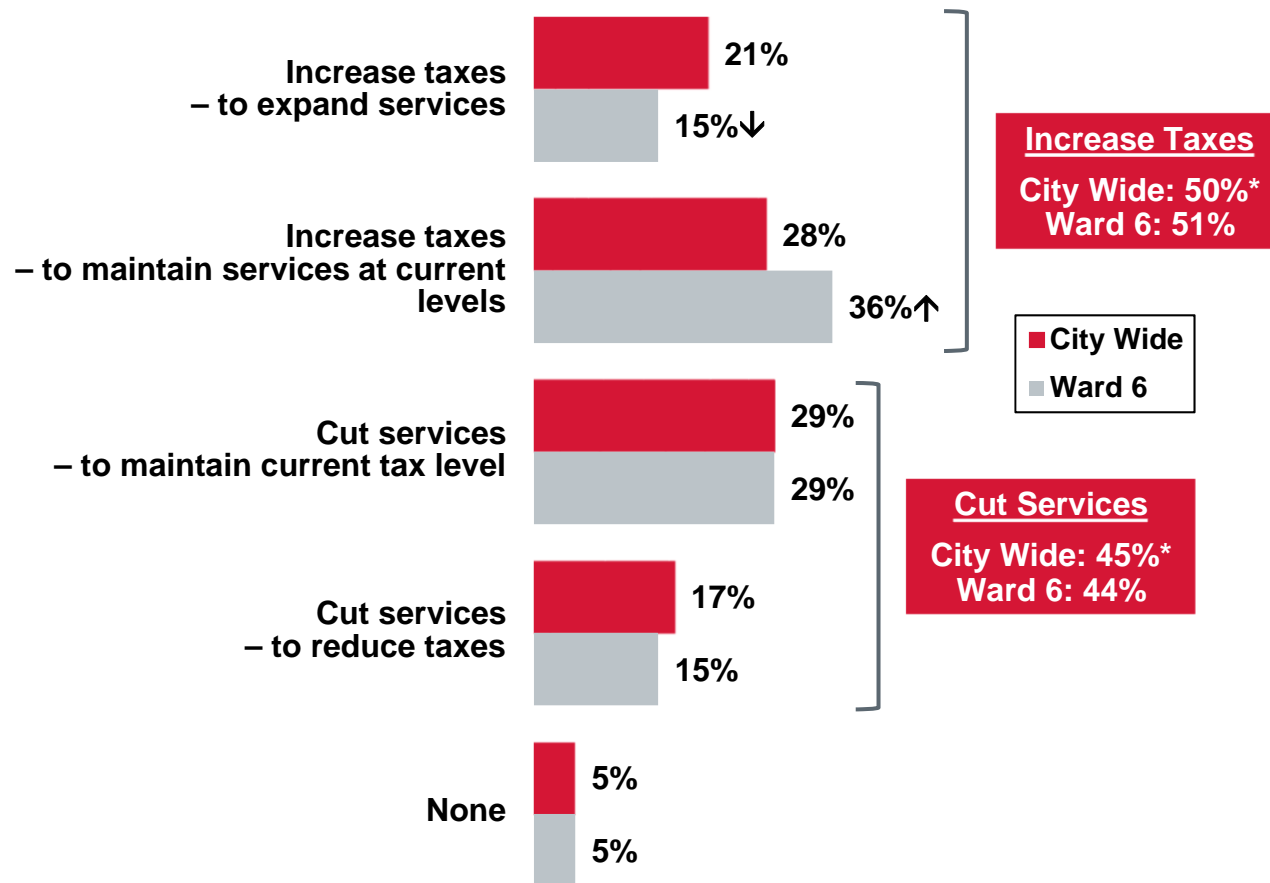


\*Rounding

*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 6: n=177)

# Balancing Taxation and Service Delivery Levels

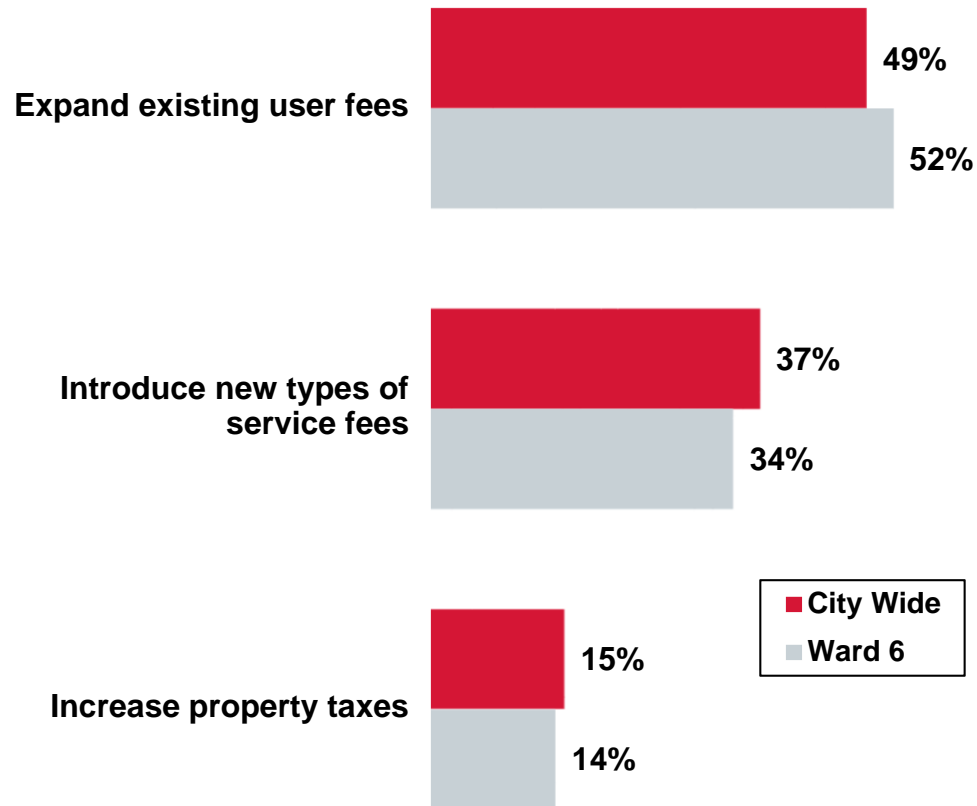


\*Rounding

*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 6: n=176)

## Options for Increasing City Revenue



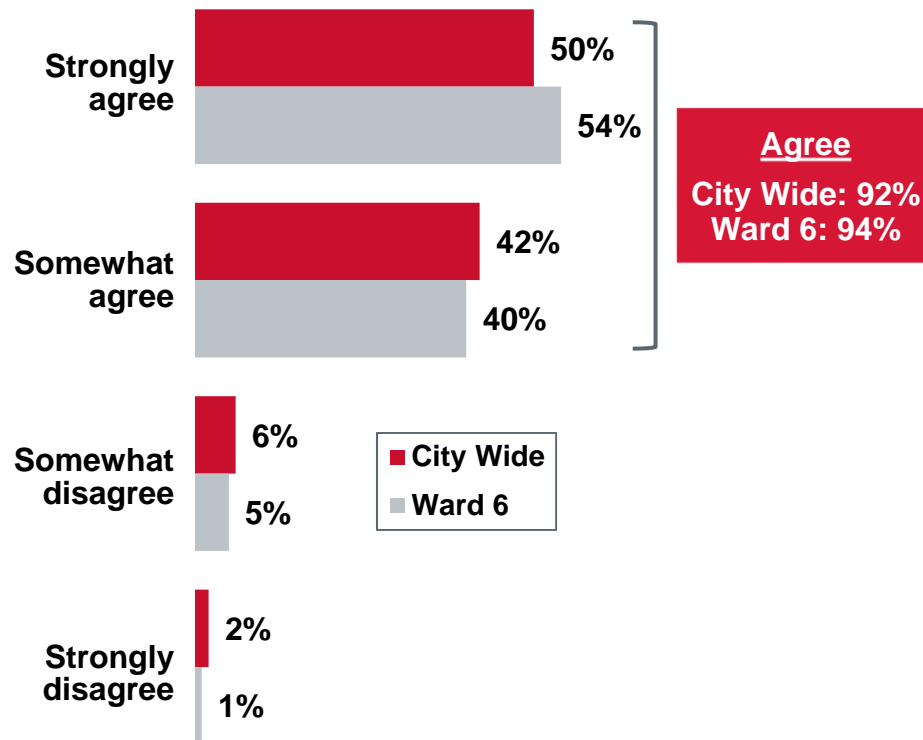
*Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ... ?*

Base: Valid respondents (City Wide: n=2,365 / Ward 6: n=170)

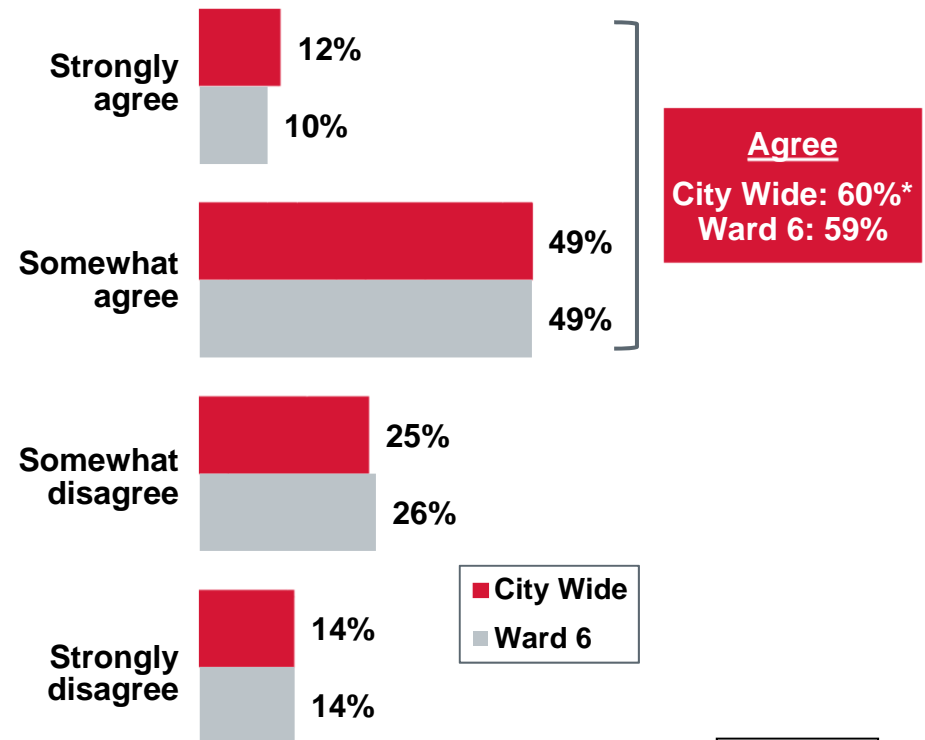


# Property Tax Dollar Investment

*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 6: n=178)

Base: Valid respondents (City Wide: n=2,464 / Ward 6: n=176)

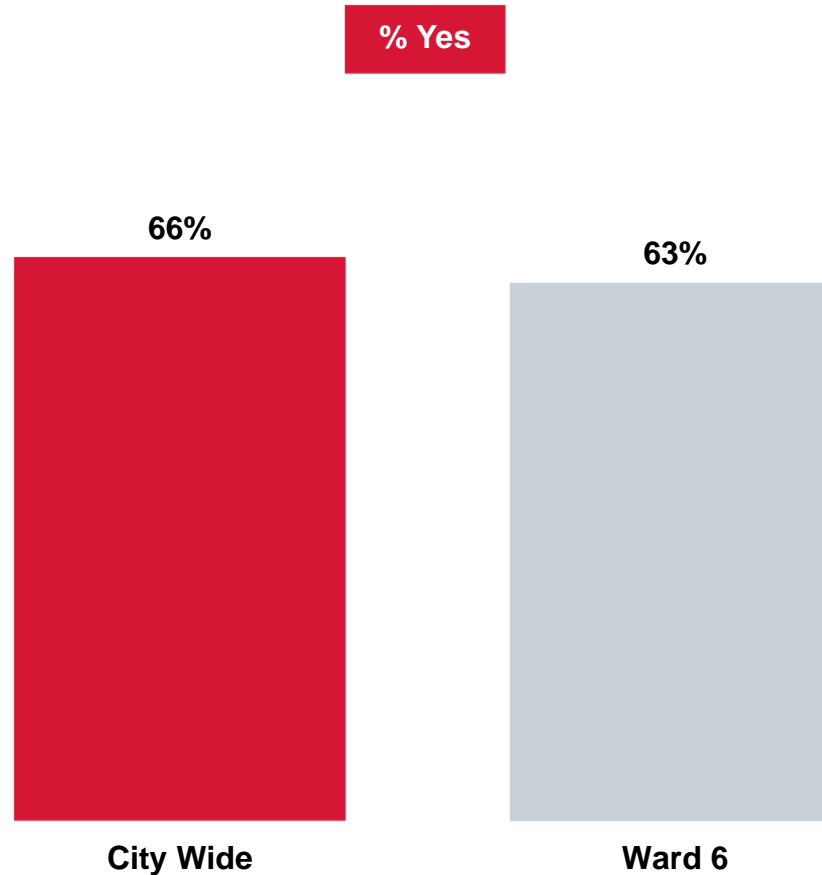
*Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.*



## Contact with The City



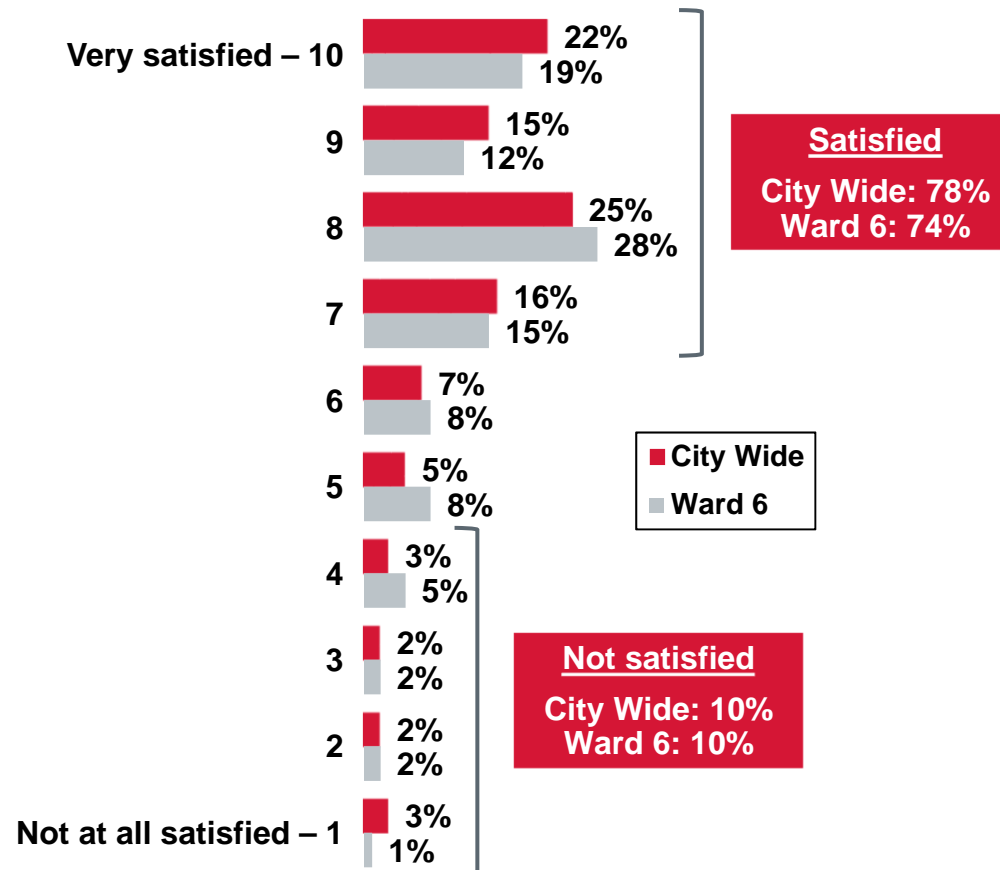
## Past 12 Months Contact with The City of Calgary



*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 6: n=177)

# Satisfaction with the Overall Level and Quality of Customer Service

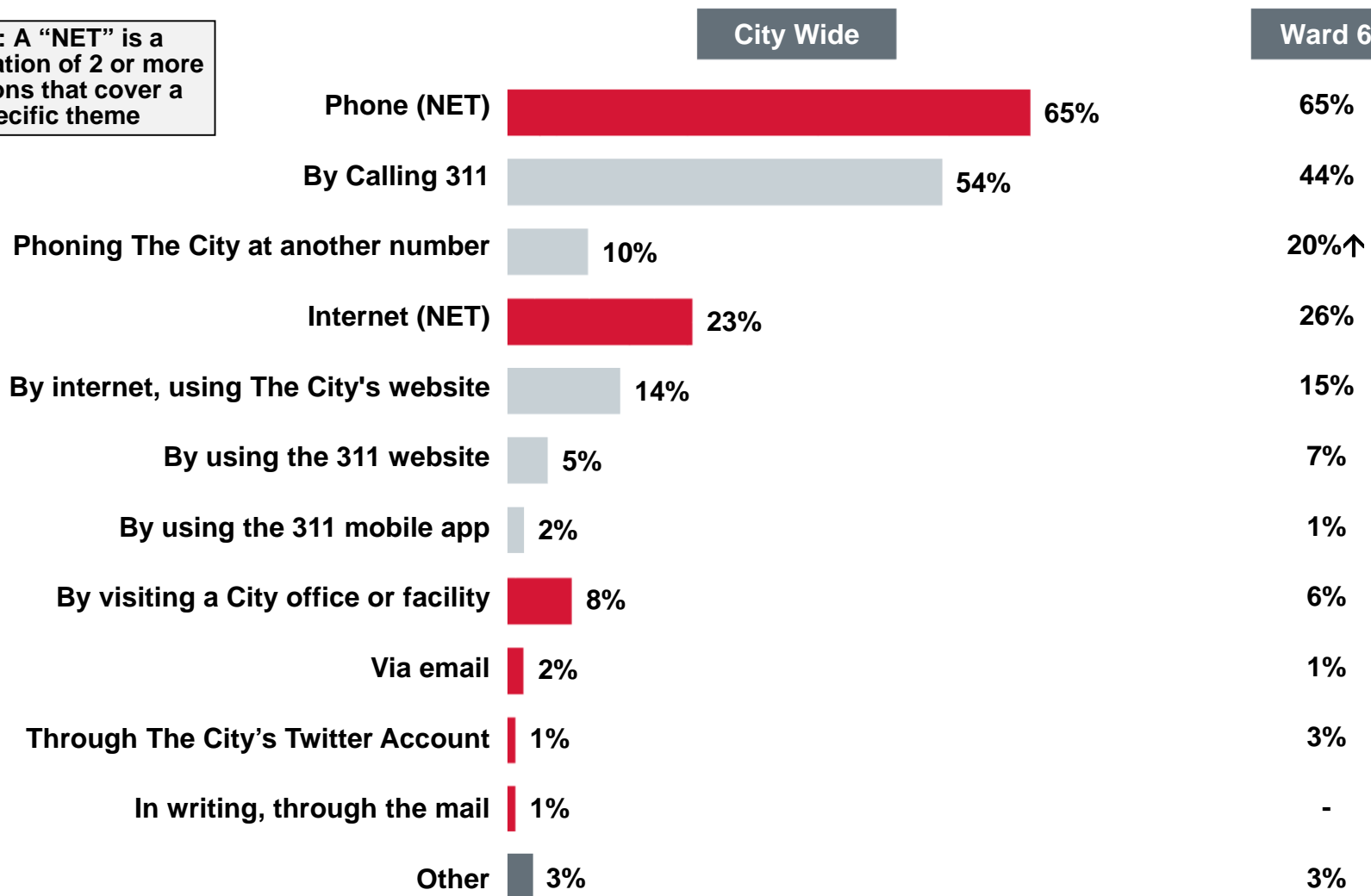


*On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?*

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,649 / Ward 6: n=114)

## Type of Contact

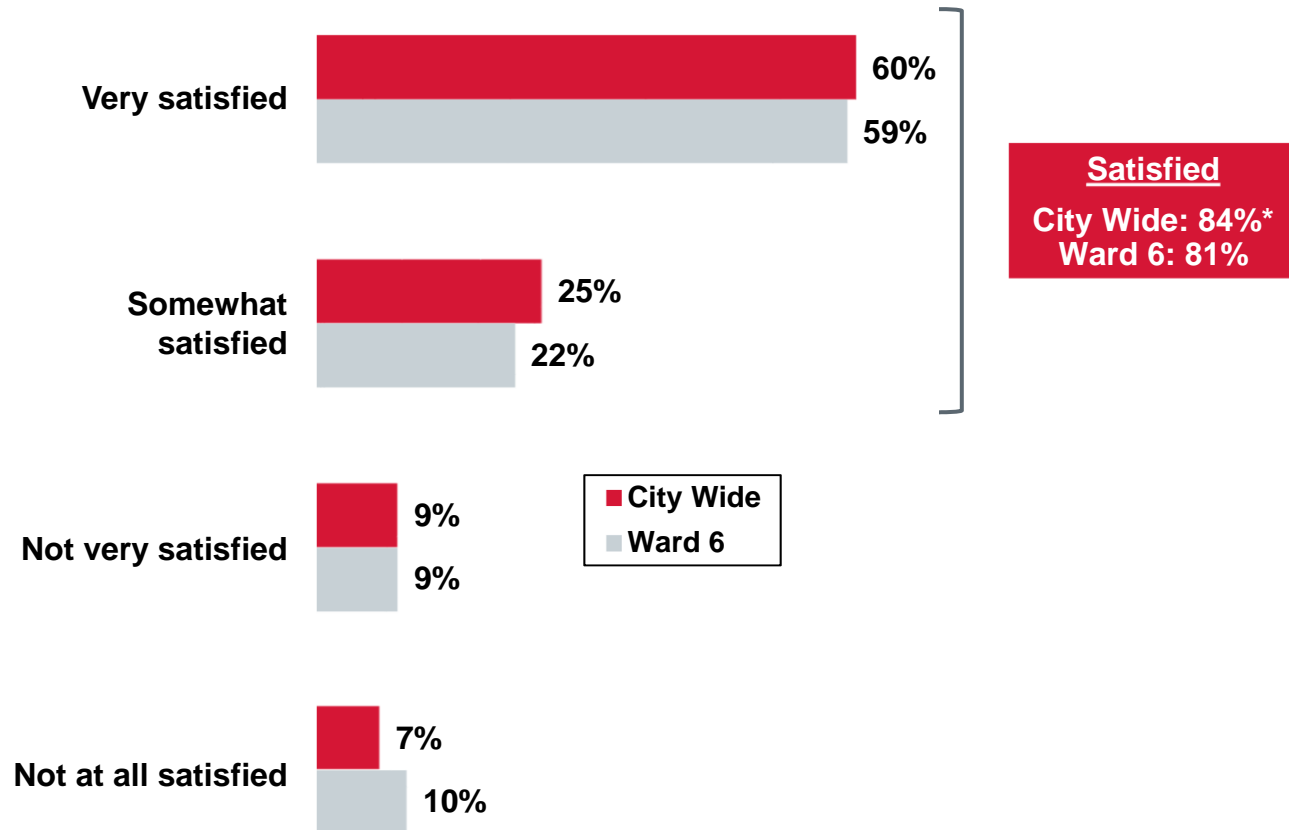
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



*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 6: n=80)

## Satisfaction with Most Recent City Contact



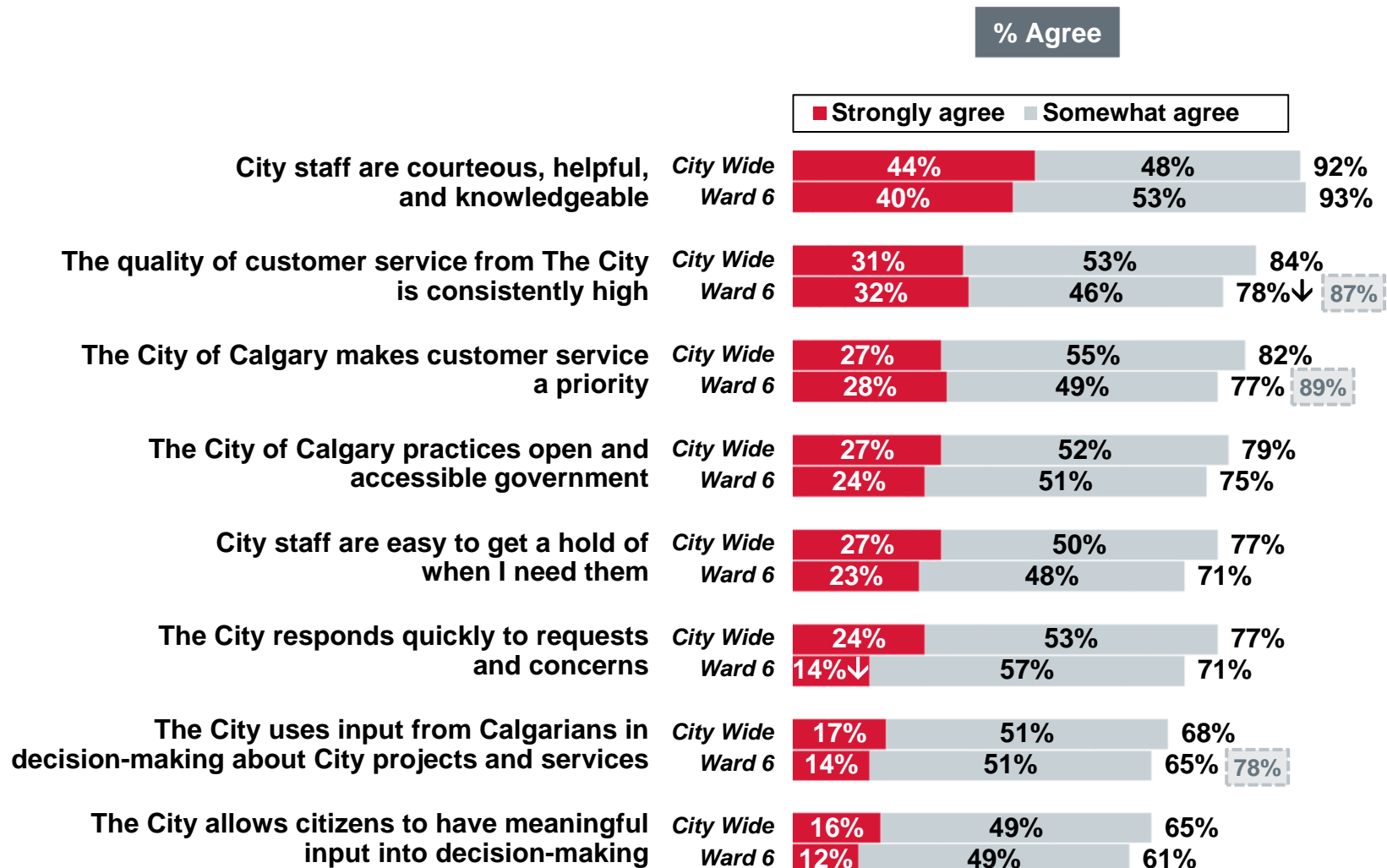
\*Rounding

*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 6: n=79)



# Attitudes Regarding City Service Delivery and Transparency



*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)

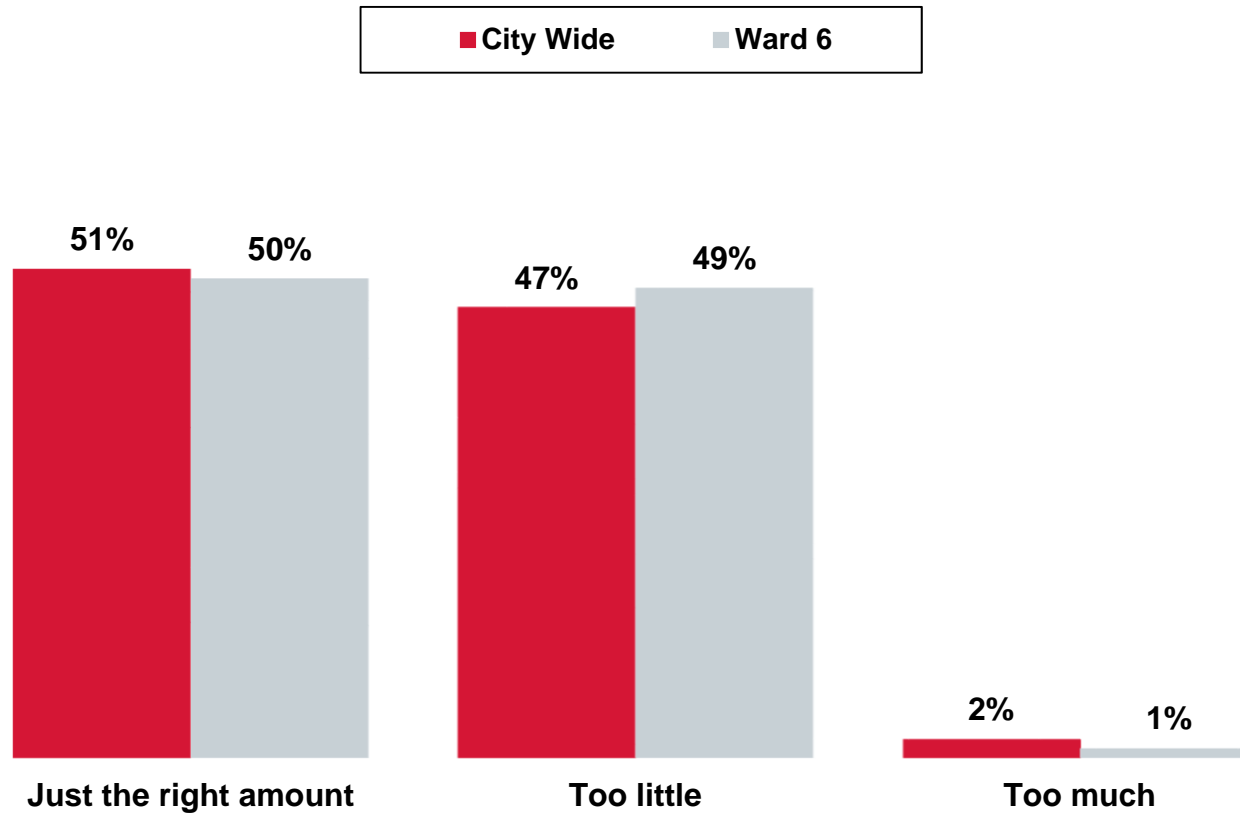
Ward 6 2016



## 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 6: n=177)



## Top Areas for Information from The City

**Ward 6**
**Multiple  
Responses**

<b>Budget &amp; Spending (NET)</b>	36%	41%
Taxes/ government spending	33%	34%
<b>Infrastructure, Traffic &amp; Roads (NET)</b>	32%	33%
Roads	13%	13%
Construction	6%	7%
Infrastructure (unspecified)	5%	6%
<b>Planning &amp; Development (NET)</b>	16%	17%
Planning/ future growth	9%	6%
Land use planning/ development	4%	6%
<b>Taxation (NET)</b>	16%	15%
Taxes/ taxation (unspecified)	10%	10%
Property taxes	5%	2%
<b>Transit (NET)</b>	15%	17%
Transit	7%	10%
Transportation (unspecified)	7%	7%
<b>Government (NET)</b>	12%	16%
<b>Recreation (NET)</b>	9%	9%
Recreation/ leisure centres/ programs	7%	6%
<b>Community &amp; Social Services (NET)</b>	9%	9%
City Services (NET)	8%	9%
Crime, Safety & Policing (NET)	8%	8%
Media (NET)	6%	1%↓
<b>Environment &amp; Waste Management (NET)</b>	5%	8%
City/ public art displays	5%	3%

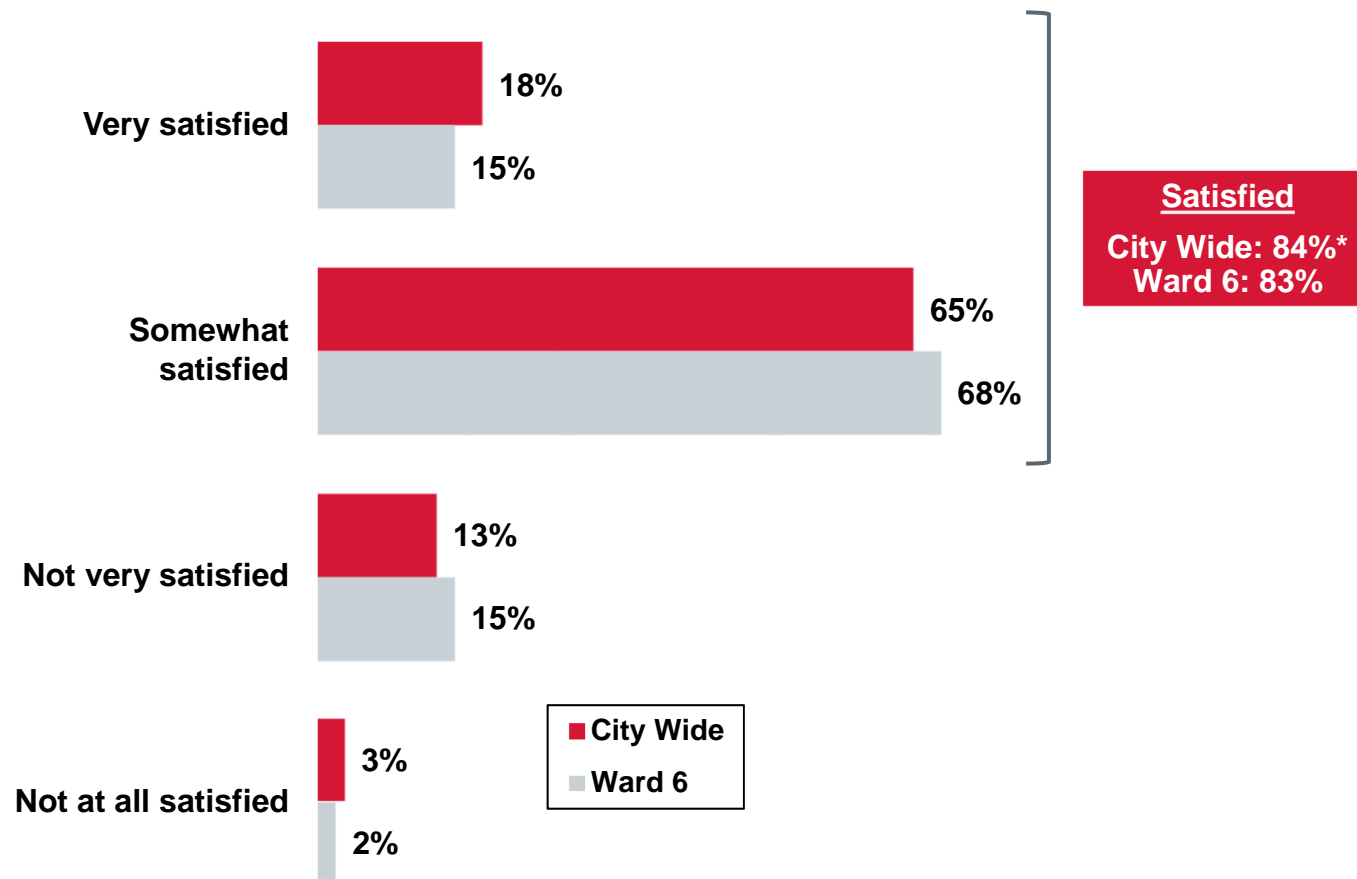
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

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 6: n=161))

# 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 6: n=176)





## Demographics





# Demographics

## Gender

	City Wide	Ward 6
Male	49%	49%
Female	51%	51%

## Education

	City Wide	Ward 6
Completed high school or less	18%	15%
Some post secondary or completed a college diploma	35%	29%
Completed university degree or post-grad degree	47%	57%

## Age

	City Wide	Ward 6
18 to 24	13%	12%
25 to 34	20%	18%
35 to 44	17%	14%
45 to 54	20%	21%
55 to 64	14%	14%
65 or older	16%	21%
Mean	45	48

## Income

	City Wide	Ward 6
Less than \$30,000	7%	4%
\$30,000 to <\$45,000	9%	8%
\$45,000 to <\$60,000	11%	3%
\$60,000 to <\$75,000	8%	4%
\$75,000 to <\$90,000	9%	6%
\$90,000 to <\$105,000	10%	12%
\$105,000 to <\$120,000	10%	13%
\$120,000 to <\$150,000	14%	13%
\$150,000 or more	23%	37%

Base: Valid respondents (Bases vary)

# Household Characteristics

## Tenure in Calgary

	City Wide	Ward 6
Less than 5 years	7%	6%
5 to less than 10 years	9%	9%
10 to less than 15 years	11%	12%
15 to less than 20 years	12%	13%
20 to less than 30 years	24%	22%
30 to less than 40 years	16%	11%
40 or more	21%	27%
Mean	26	27

## Household Size

	City Wide	Ward 6
1	13%	11%
2	31%	33%
3	19%	17%
4	22%	20%
5 or more	15%	19%
Mean	3.0	3.1

## Children and Seniors in Household

	City Wide	Ward 6
Yes - Children	36%	38%
Yes - Seniors	17%	16%

## Type of Home

	City Wide	Ward 6
Single-detached house	71%	74%
Apartment or apartment-style condominium	13%	7%
Duplex, triplex or fourplex	8%	7%
Townhouse or rowhouse	7%	11%
Another type of multi-dwelling unit	1%	1%

## Own or Rent

	City Wide	Ward 6
Own	76%	80%
Rent	21%	13%
Other	-	1%
Neither	2%	6%

## Responsible for Property Taxes

	City Wide	Ward 6
Yes	84%	87%
No	16%	13%

Base: Valid respondents (Bases vary)

## Respondent Characteristics

### Born in Canada

	City Wide	Ward 6
Yes	74%	74%
No	26%	26%

### Age Left Country of Birth

Base: Not born in Canada	City Wide (n=645)	Ward 6 (n=47)
Less than 12	28%	16%
12 to 17	13%	16%
18 or older	59%	67%
No response	1%	-

### Ethnic Background

	City Wide	Ward 6
Caucasian/ White	24%	21%
British	20%	19%
Canadian/ French Canadian	17%	18%
Western European	12%	12%
Southern or Eastern European	9%	10%
East or Southeast Asian	9%	11%
South Asian	6%	2%
Central/ South American or Caribbean	2%	1%
West Asian or Middle Eastern	2%	4%
African	2%	-
Aboriginal/ First Nations/ Metis	2%	3%

### Disability

	City Wide	Ward 6
Yes	16%	14%
No	84%	86%

### Visible Minority

	City Wide	Ward 6
Yes	23%	19%
No	77%	81%

Base: Valid respondents (Bases vary)



Calgary



Ipsos Public Affairs

## Contact

### Jamie Duncan

Vice President  
Ipsos Public Affairs  
587.952.4863  
email: [jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)

### Sheela Das

Director  
Ipsos Public Affairs  
587.952.4874  
email: [sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)