

2018 Quality of Life and Citizen Satisfaction Survey

Ward 14 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

11

Quality of Life

19

Issue Agenda

21

City Programs and Services

38

Taxation

44

Contact with The City and
Customer Service

50

City Communications

53

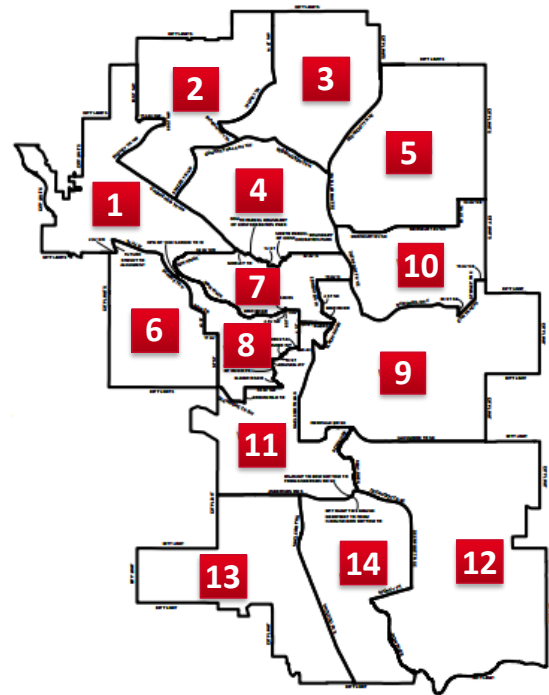
City Reputation and Performance

63

Respondent Profile

Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 15th and September 12th, 2018.
 - Both landline (60%) and cell phone (40%) sample were used.
 - The average interview length was 32 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 172 interviews were conducted with residents of Ward 14 (MOE ± 7.5).
- ❖ Research Note on significant differences.
 - Throughout, City Wide results are compared to results from Ward 14.
 - \uparrow indicates a number is significantly higher than City Wide.
 - \downarrow indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2018 results for Ward 14 are compared to those from 2017.
 - Only significant differences are shown.





Summary of Key Findings



Key Findings: Quality of Life

Ward 14 residents rate quality of life similar to City Wide, although Ward 14 residents are less likely to think the quality of life has improved over the last three years.

- ❖ Over eight-in-ten (85%) Ward 14 residents say the quality of life in Calgary today is ‘good,’ statistically consistent with 86% City Wide.
- ❖ One-half (52%) of Ward 14 residents say the quality of life in Calgary has stayed the same over the past three years (on par with 49% City Wide), while 13% say it has improved (9 percentage points lower than 22% City Wide), and 35% say it has worsened (on par with 29% City Wide).
- ❖ Overall perceptions of sustainability (proud to be a Calgarian and of neighbourhoods, connectedness, making a life and living, inclusivity, and direction for the future) are all on par with City Wide.
- ❖ Eight-in-ten (80%) Ward 14 residents agree that Calgary is on the right track to being a better city (on par with 84% City Wide).
- ❖ Perceived safety is higher than City Wide, with close to nine-in-ten (88%) Ward 14 residents saying they would feel safe walking alone in their neighbourhood after dark (6 percentage points higher than 82% City Wide).

Key Findings: Key Findings: Issue Agenda and Level and Quality of Services and Programs

The Ward 14 issue agenda is on par with City Wide results, placing infrastructure, traffic, & roads at the top of the list.

- ❖ The top issues in Ward 14 are "infrastructure, traffic and roads" (41%, on par with 40% City Wide), "crime, safety and policing" (16%, on par with 14% City Wide) and "transit" (13%, on par with 16% City Wide).
- ❖ Ward 14 residents have noted that "road conditions" are a significant issue compared to City Wide (10%, vs. 6% City Wide).
- ❖ Mentions of '*transit*' have decreased compared to 2017 (13%, down 13 points from 26% in 2017).

Overall satisfaction with the level and quality of City services is the same as City Wide results.

- ❖ Three-quarters (75%) of Ward 14 residents say they are satisfied with the overall level and quality of services and programs provided by The City – on par with 77% City Wide.

Key Findings: City Programs and Services

Ward 14 residents are generally on par with City Wide results, but show shifts from 2017 with respect to the importance, satisfaction and desired investment in several services.

- ❖ Ward 14 residents are less likely to rate several services as either *very* important or as *very/somewhat* important:
 - On-street bikeways: 46% rate as *very/somewhat* important (11 points lower than 57% City Wide).
 - Social services for individuals such as seniors or youth: 66% rate as *very* important (10 points lower than 76% City Wide).
 - Animal control services for stray animals and pet licensing: 72% rate as *very/somewhat* important (10 points lower than 82% City Wide and 11 points lower than 83% in 2017).
 - Bylaw services for things such as noise complaints, fire pits and weeds: 73% rate as *very/somewhat* important (9 points lower than 82% City Wide and 11 points lower than 84% in 2017).
 - Calgary's parks, playgrounds and other open spaces: 67% rate as *very* important (8 points lower than 75% City Wide).
 - City operated recreation PROGRAMS such as swimming lessons: 77% rate as *very/somewhat* important (7 points lower than 84% City Wide and 10 points lower than 87% in 2017).
- ❖ Satisfaction has declined in Ward 14 for the following key services compared to 2017.
 - Residential garbage collection service: 84% are *very/somewhat* satisfied (12 points lower than 96% in 2017)
 - Downtown revitalization: 80% are *very/somewhat* satisfied (11 points lower than 91% in 2017).
 - Property tax assessment: 72% are *very/somewhat* satisfied (13 points lower than 85% in 2017).
 - Road maintenance including pothole repairs: 59% are *very/somewhat* satisfied (14 points lower than 73% in 2017).

Key Findings: City Programs and Services (continued)

- ❖ Ward 14 residents show significantly different levels of satisfaction compared to City Wide for the following services:
 - Transportation planning: 69% are *very/somewhat* satisfied (10 points lower than 79% City Wide).
 - Traffic flow management: 59% are *very/somewhat* satisfied (9 points lower than 68% City Wide).
 - Protection from river flooding: 96% are *very/somewhat* satisfied (5 points higher than 91% City Wide).
 - Calgary's parks, playgrounds and other open spaces: 91% are *very/somewhat* satisfied (4 points lower than 95% City Wide).
- ❖ Compared to 2017, Ward 14 residents show greater interest in seeing *more* invested in the following services.
 - Calgary Fire Department: 43% want more investment (13 points higher than 30% in 2017).
 - Protection from river flooding: 25% want *more* investment (13 points lower than 38% in 2017 and 9 points lower than 34% City Wide).
 - Snow removal: 63% want more investment (12 points higher than 51% in 2017).
 - Residential garbage collection service: 23% want more investment (11 points higher than 12% in 2017).

Key Findings: Taxation and Customer Service

Ward 14 residents' views on taxation are now consistent with City Wide, but show a significant decline in perceived value compared to 2017.

- ❖ Six-in-ten (58%) Ward 14 residents give The City a 'good value' rating for the value of their property tax dollars (on par with 59% City Wide), but results are a significant 12 percentage points *lower* than Ward 14 results in 2017 (70%).
- ❖ One-half (50%) of Ward 14 residents support tax increases to maintain or expand services (on par with 52% City Wide), while 43% support cutting services to maintain or reduce taxes (identical to 43% City Wide).

City contact and customer service metrics are generally consistent with City Wide results with two marked decreases compared to 2017.

- ❖ Ward 14 residents are aligned with City Wide results for contacting The City in the past 12 months (72%, on par with 65% City Wide) and for satisfaction with the overall level and quality of customer service provided (74%, on par with 78% City Wide).
- ❖ Three-quarters (75%) of Ward 14 residents agree that the quality of customer service from The City is consistently high, a 12 point decline from 87% in 2017.
- ❖ Nearly two-in-ten (18%) *strongly* agree that City staff are easy to get a hold of when I need them, which is a 12 percentage point decline compared to 30% in 2017.

Key Findings: : Communications, City Reputation and Performance

Overall perceptions of City information and communications are consistent with City Wide results, but with slightly less intensity.

- ❖ Satisfaction with the overall quality of City information and communications is comparable to City Wide (83%, on par with 80% City Wide), however Ward 14 residents are less likely to provide a very satisfied rating (14%, 8 points lower than 22% City Wide).

Measures of The City's reputation are on par with City Wide results.

- ❖ Ward 14 results are on par with City Wide results for favourability (68%, identical to 68% City Wide), trust (57% vs. 60% City Wide) and being advocates (34%, identical to 34% City Wide).

Assessments of the performance of Council and Administration are consistent with City Wide results.

- ❖ Three-quarters (74%) of Ward 14 residents are satisfied with the way The City of Calgary – including Council and Administration (on par with 79% City Wide) are running their City, but *very satisfied* ratings are 8 percentage points lower than City Wide (7% Ward 14 vs. 15% City Wide).

Ward 14 resident views about public engagement are less positive than City Wide.

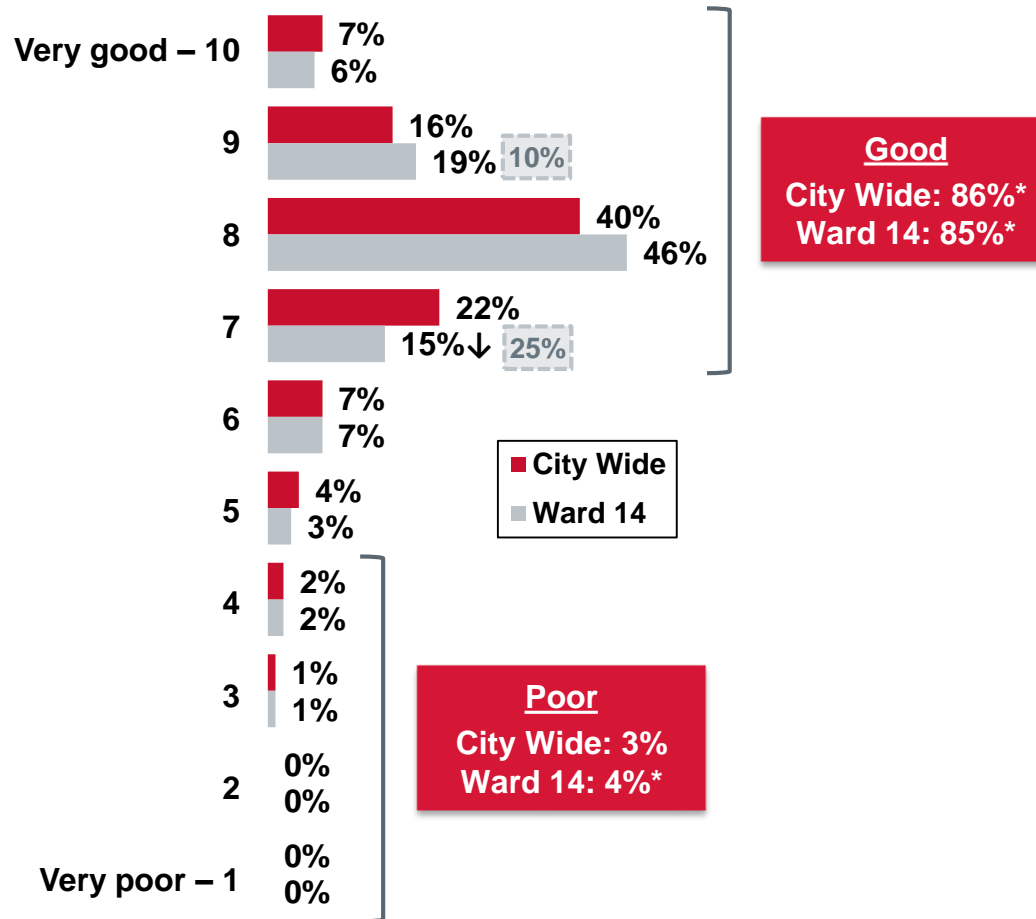
- ❖ Six-in-ten (58%) Ward 14 residents agree that the City allows citizens to have meaningful input into decision-making, 9 percentage points lower than 67% City Wide.



Quality of Life



Overall Quality of Life in Calgary



Ward 14 2017

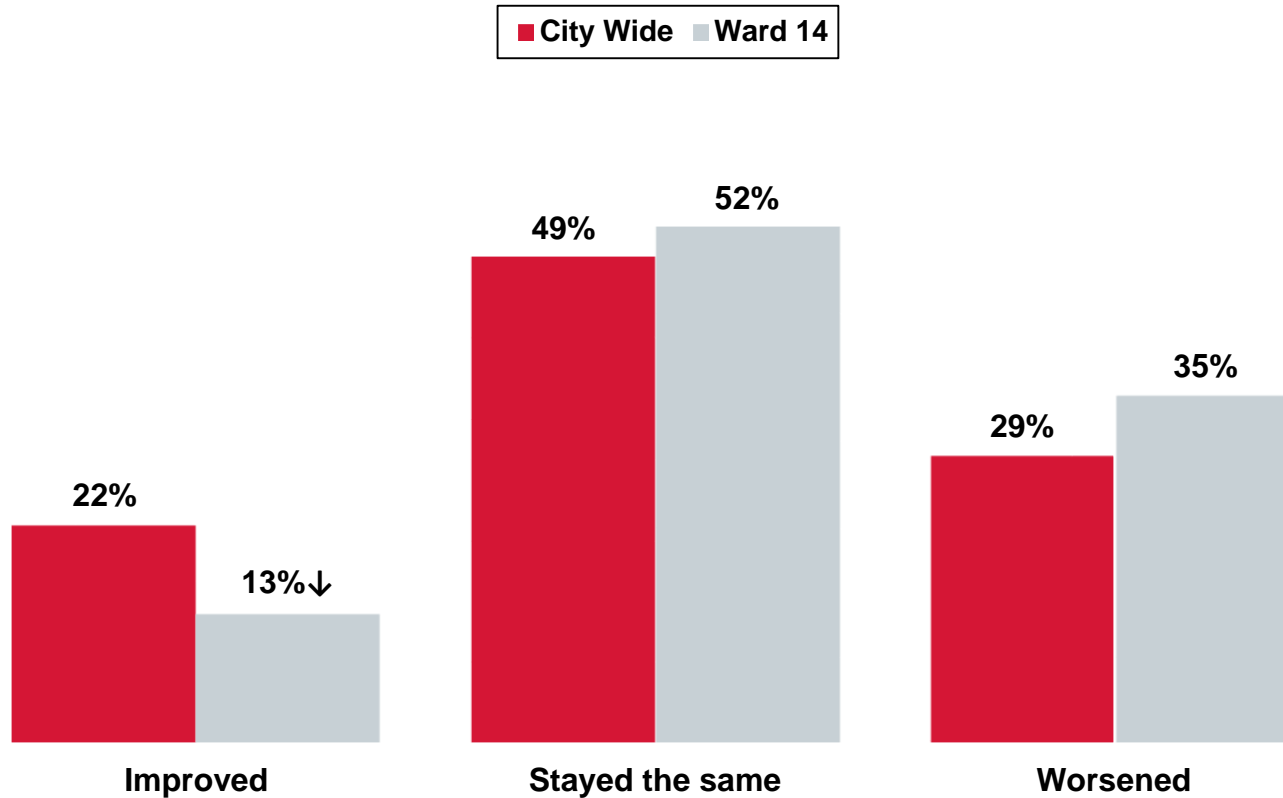
*Rounding

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=2,497 / Ward 14: n=171)



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 ...?

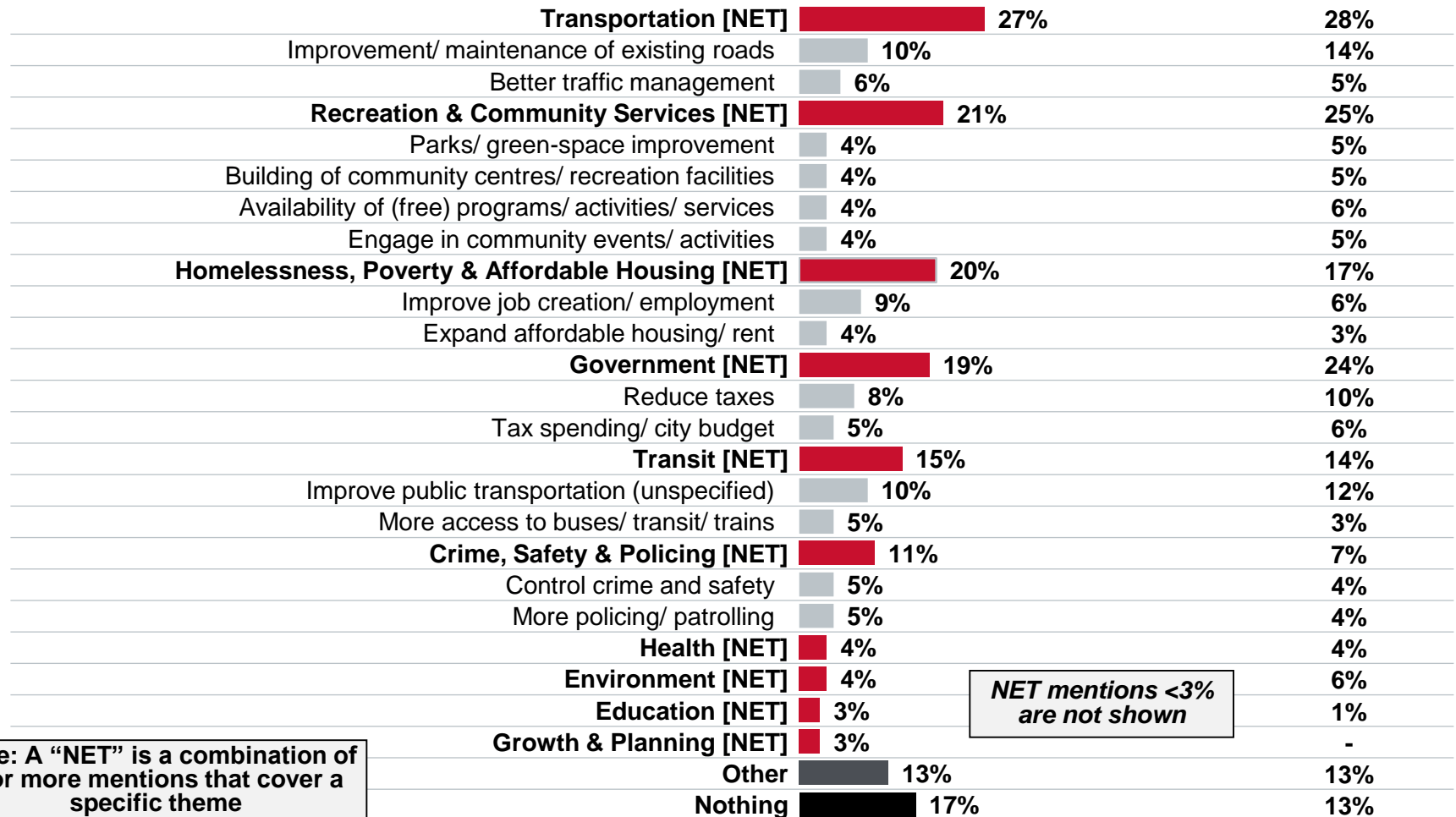
Base: Valid respondents (City Wide: n=2,482 / Ward 14: n=172)

Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 14

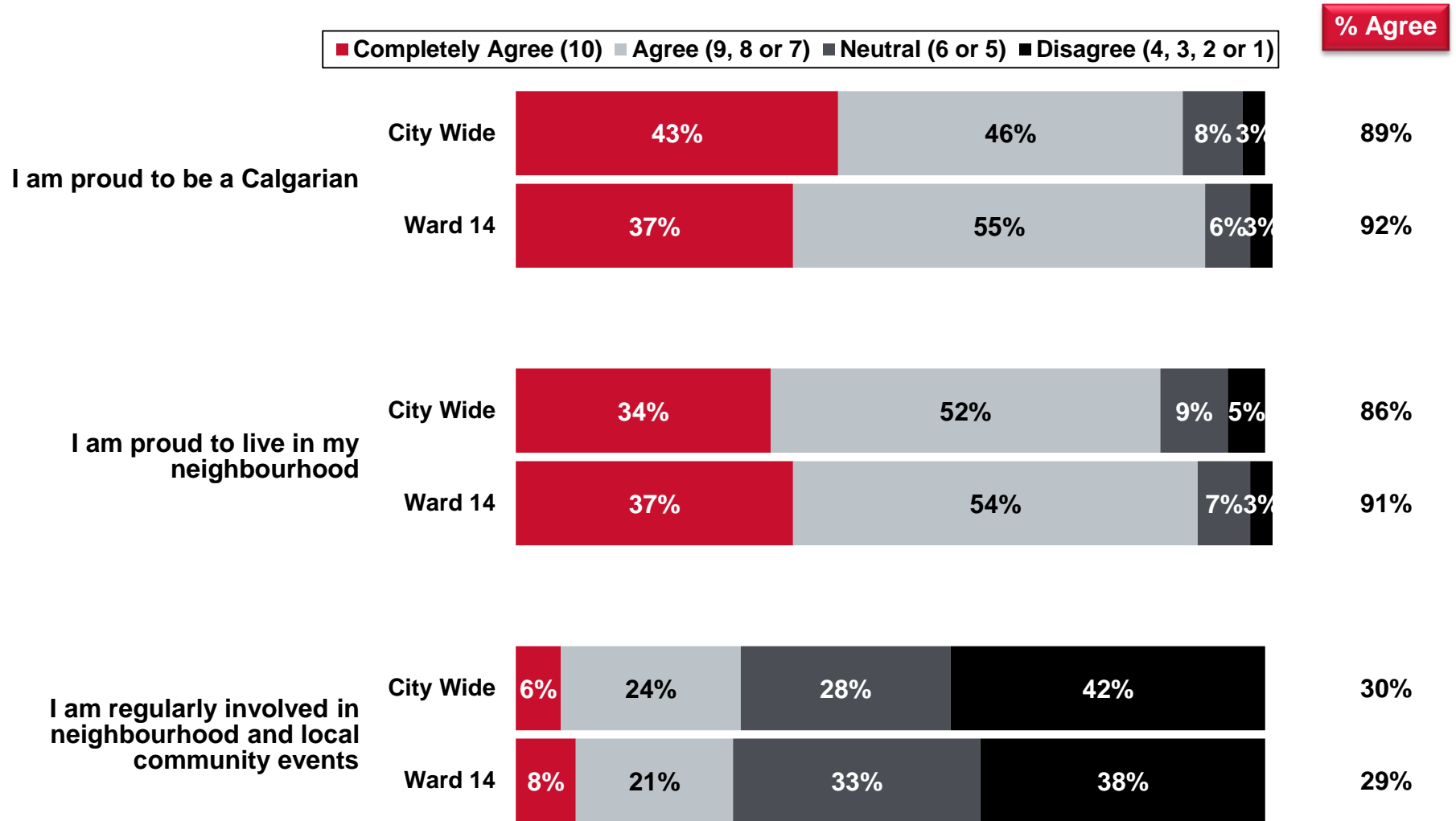


Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

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=2,391 / Ward 14: n=162)

Sustainability: Connectedness



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 and Living, Inclusivity 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

23%

60%

13%

4%

83%

Ward 14

22%

58%

17%

2%

80%

Calgary is a great place to make a living

City Wide

18%

53%

20%

9%

71%

Ward 14

13%

54%

23%

11%

67%

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

City Wide

19%

60%

15%

6%

79%

Ward 14

12%↓

71%

13%

4%

83%

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

City Wide

11%

54%

23%

12%

65%

Ward 14

6%

55%

26%

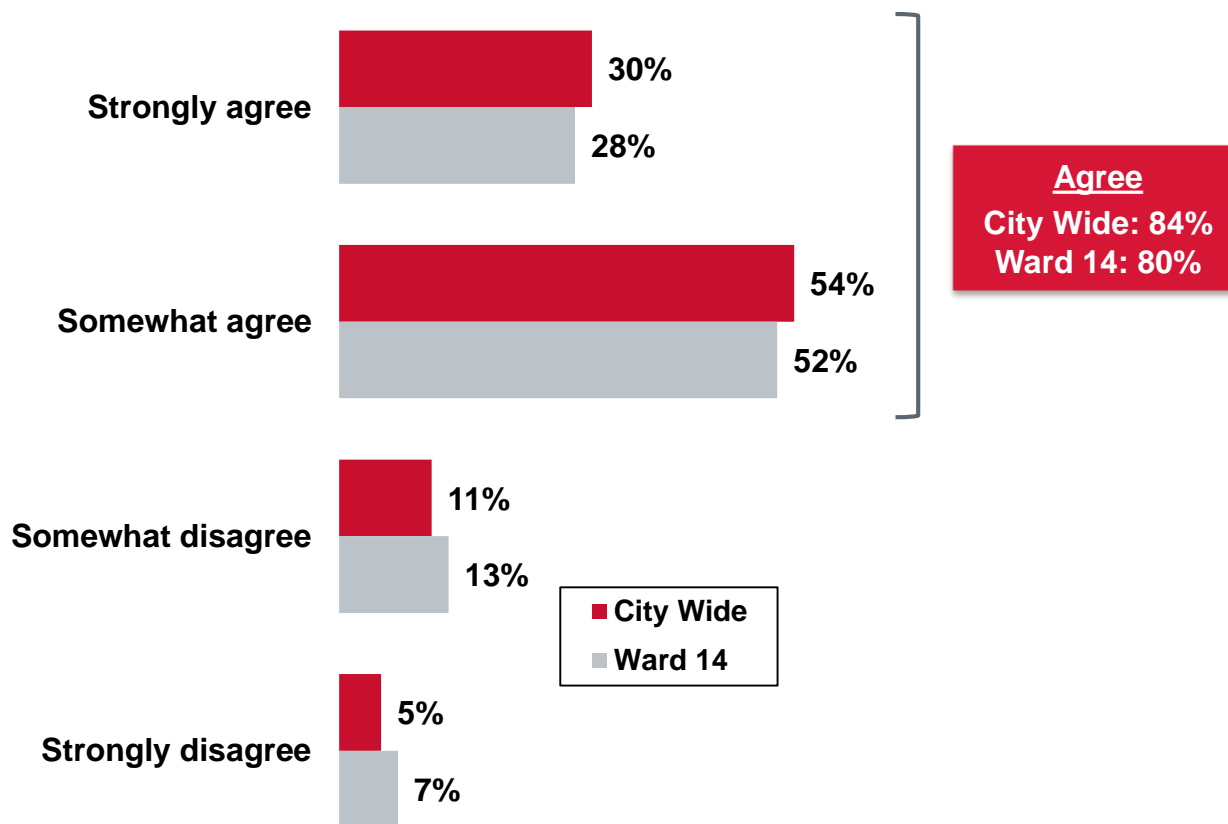
14%

61%

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=2,485 / Ward 14: n=172)

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=2,496 / Ward 14: n=172)



Issue Agenda



Issue Agenda

Multiple Responses

City Wide

Ward 14

■ First Mention ■ Other Mentions

Infrastructure, Traffic & Roads [NET]	29%	11%	40%	41%	
Traffic congestion	7%	9%		13%	
(Lack of) snow removal	5%	3	8%	7%	
Roads (unspecified)	6%	8%		7%	
Road conditions	3	3	6%	10%↑	
Transit [NET]	12%	4%	16%	13%	26%
Transportation (unspecified)	7%	9%		7%	
Public Transportation (incl. buses/ C-train/ poor service)	5%	7%		6%	14%
Crime, Safety & Policing [NET]	9%	5%	14%	16%	
Recreation [NET]	5%	4%	9%	8%	
Taxes [NET]	5%	3	8%	11%	
Environment & Waste Management [NET]	3	4%	7%	3%	
Education [NET]	4%	3	7%	4%	
Economy [NET]	4%	5%		6%	
Homelessness, Poverty & Affordable Housing [NET]	3	5%		2%	
Budget & Spending [NET]	2	4%		4%	
Growth & Planning [NET]	3	4%		2%	
Olympics [NET]	2	4%		4%	
Other			18%	18%	
None			16%	17%	

↑ is a combination of all mentions that are not specific to a theme

NET mentions <4% are not shown

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

NET mentions <4% are not shown

Ward 14 2017

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?

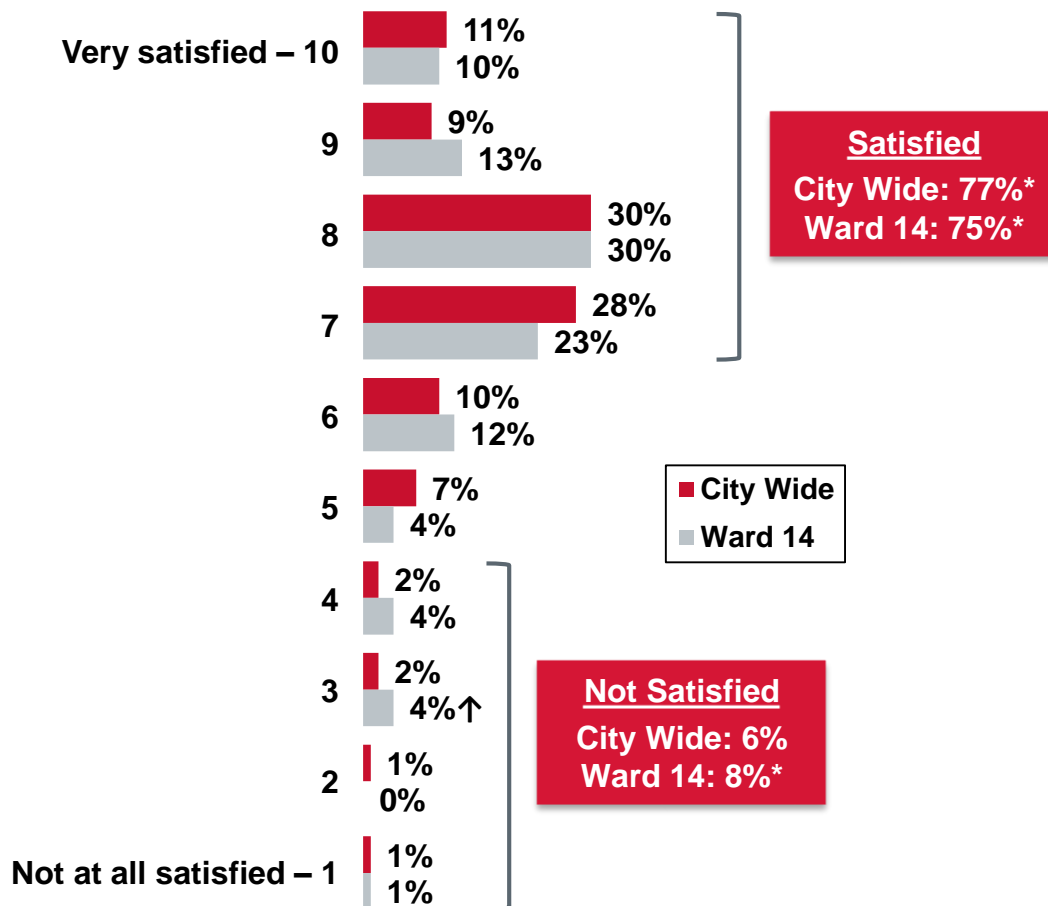
Base: Valid respondents (City Wide: n=2,454 / Ward 14: n=170)



City Programs and Services



Satisfaction with the Overall 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?

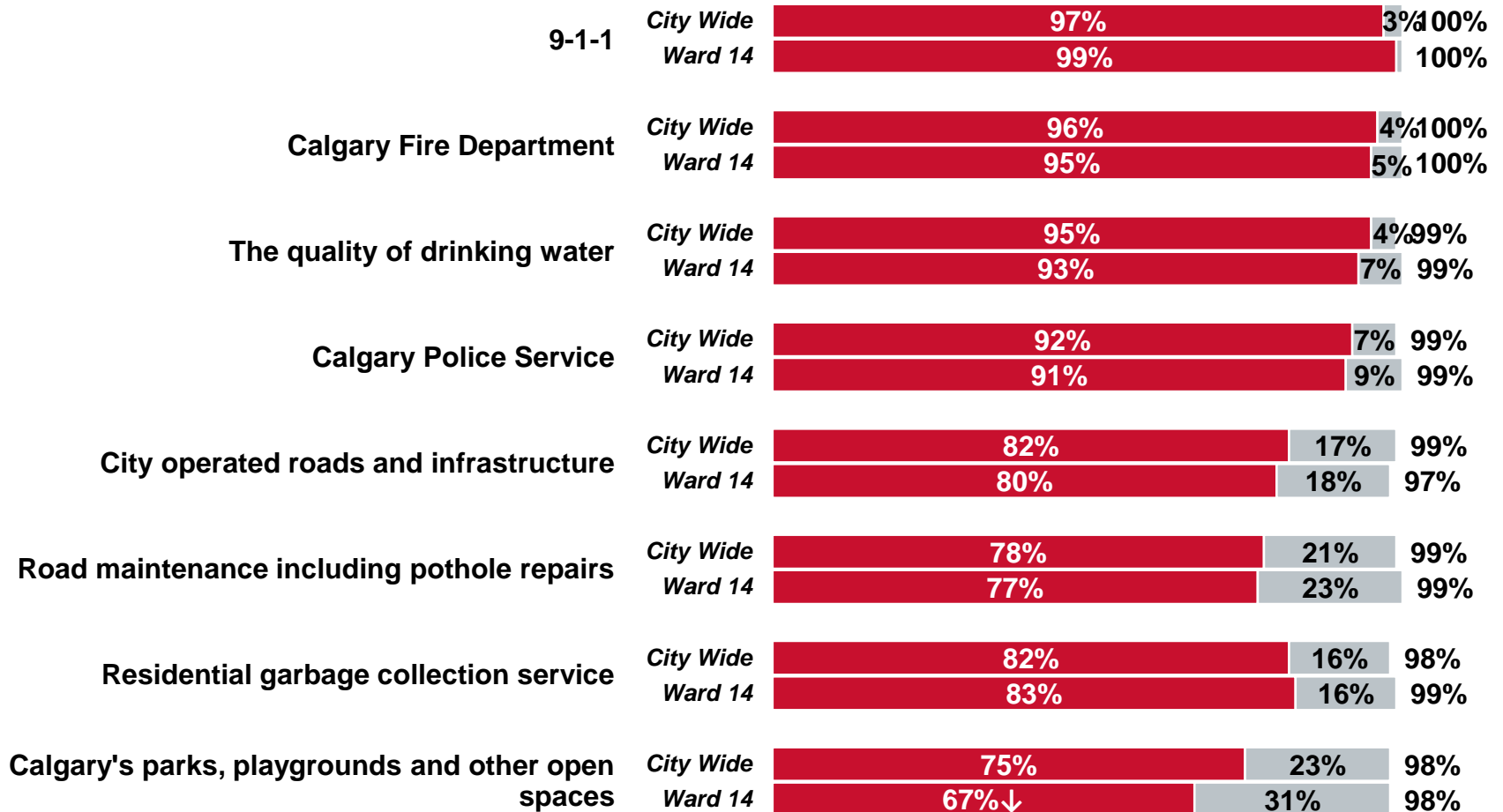
Base: Valid respondents (City Wide: n=2,488 / Ward 14: n=171)

*Rounding

Importance of City Programs and Services

% Important

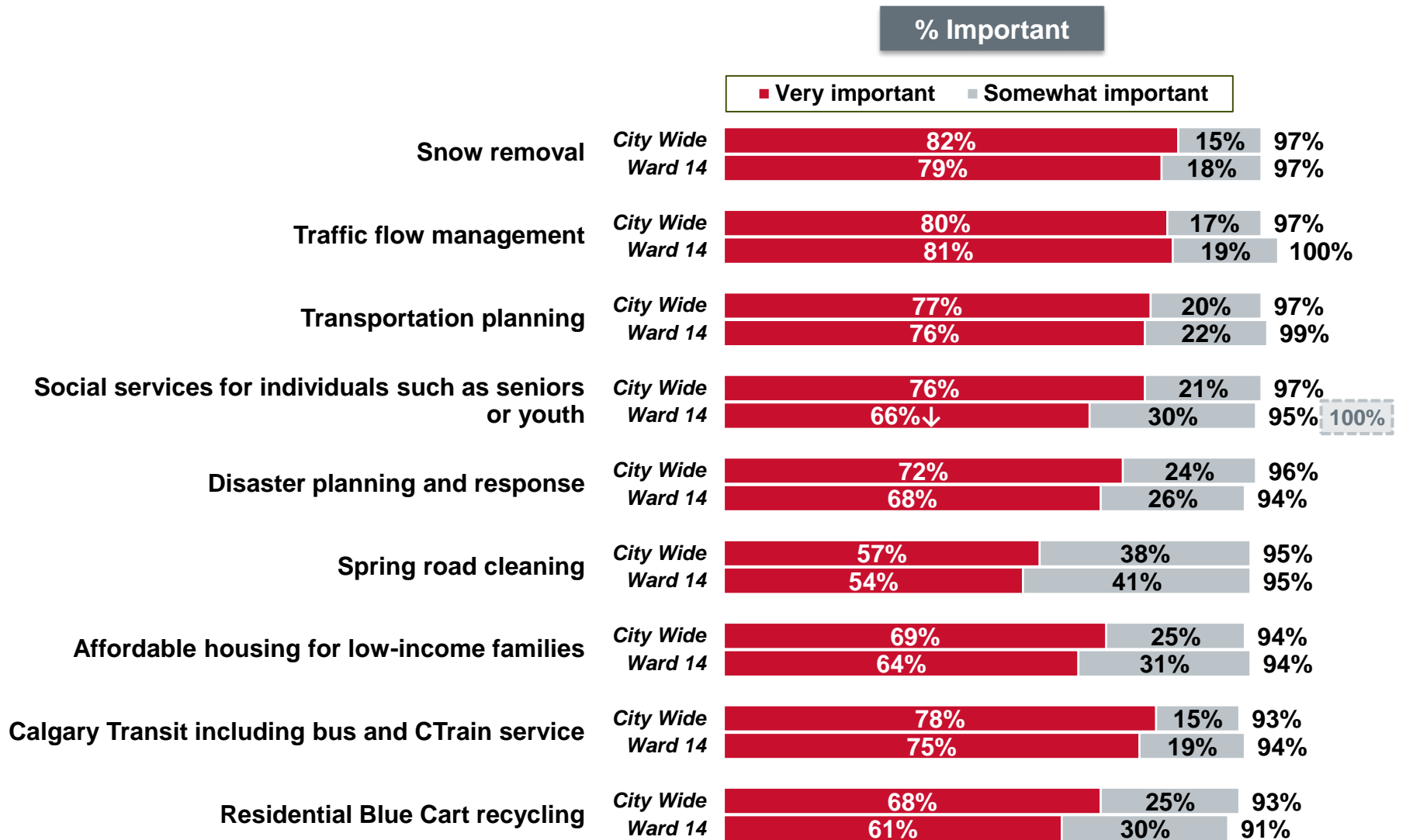
■ Very important ■ Somewhat important



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)

Importance of City Programs and Services (continued)


Ward 14 2017

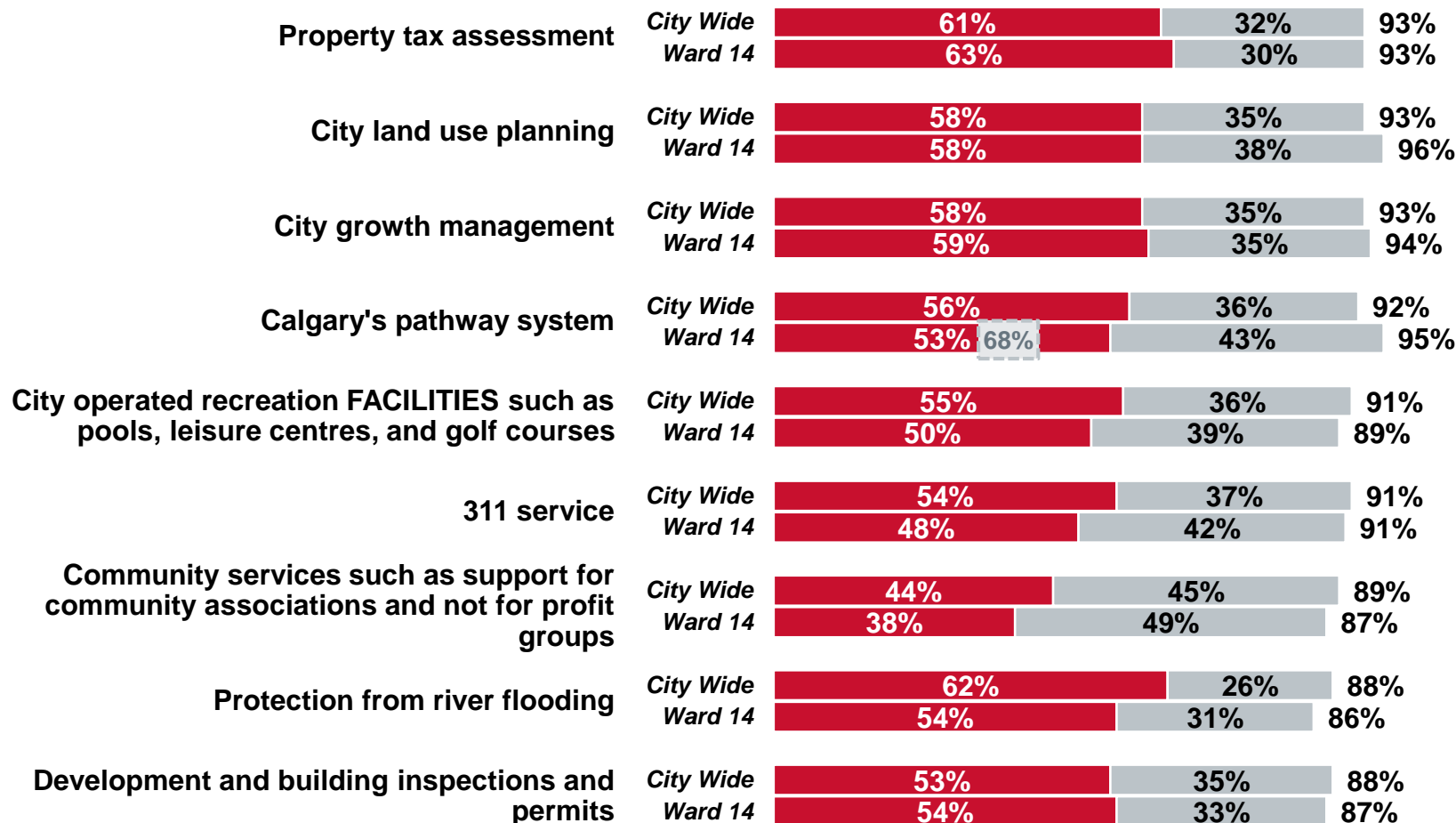
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important

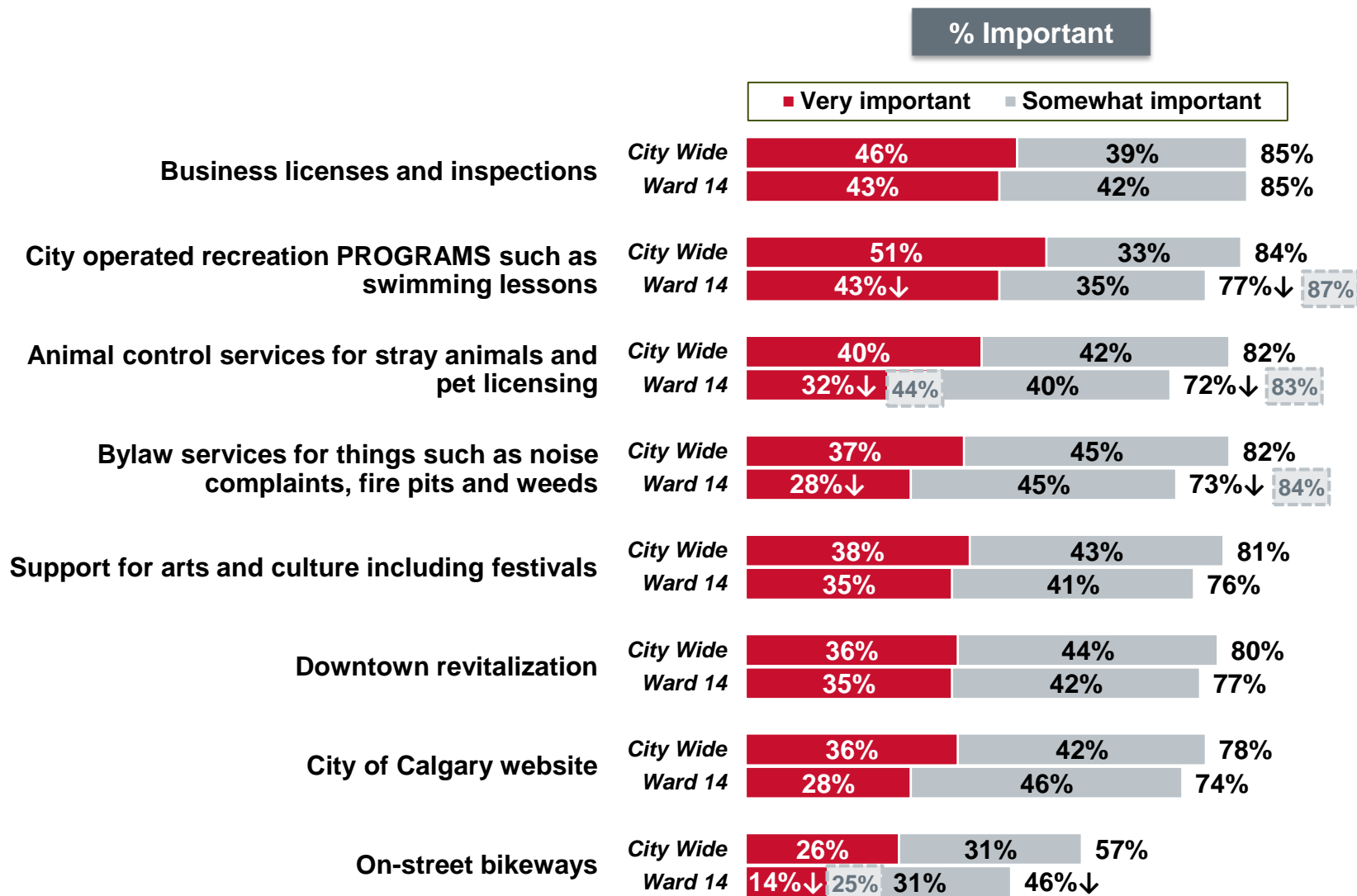


Ward 14 2017

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)

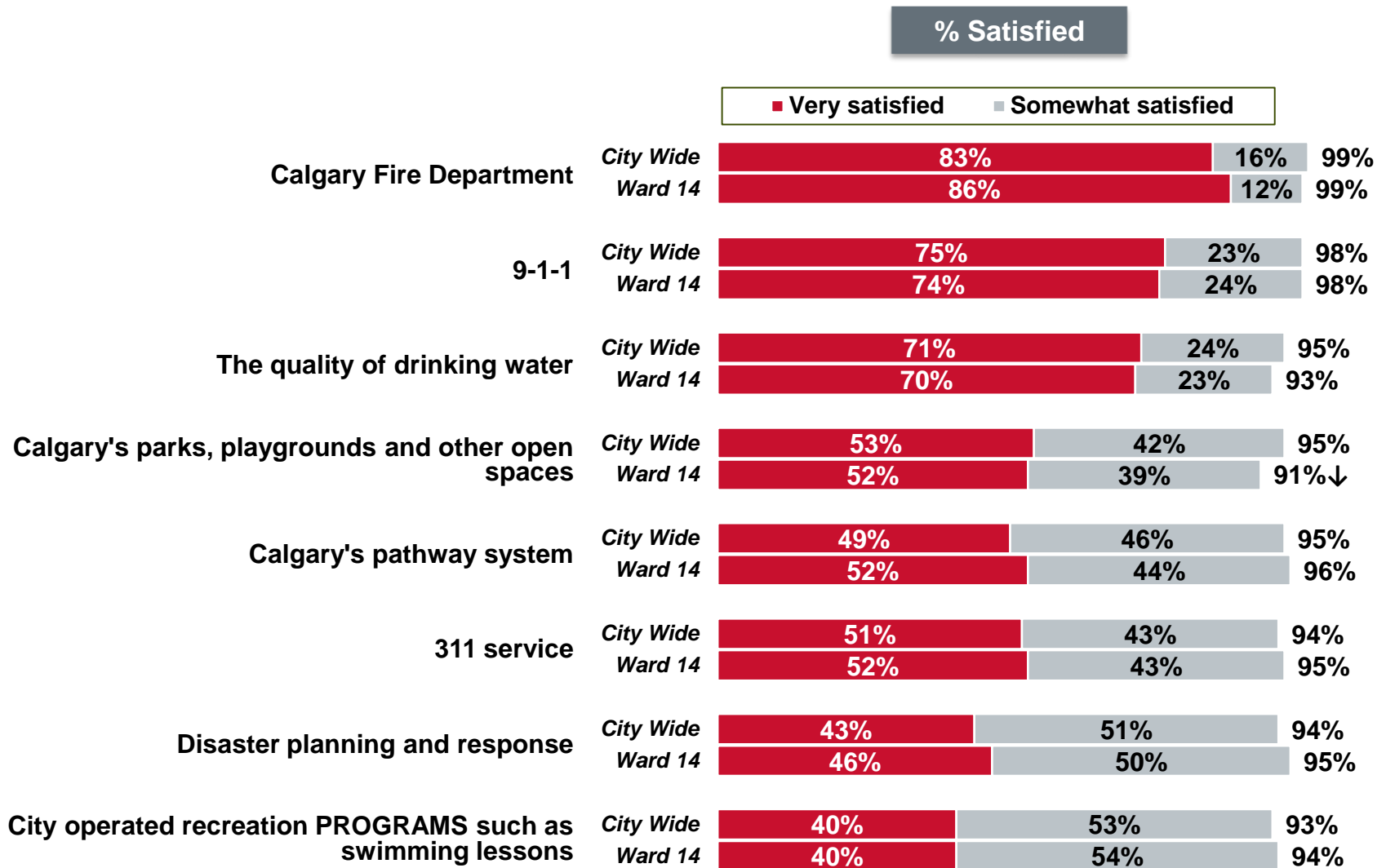


Ward 14 2017

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.

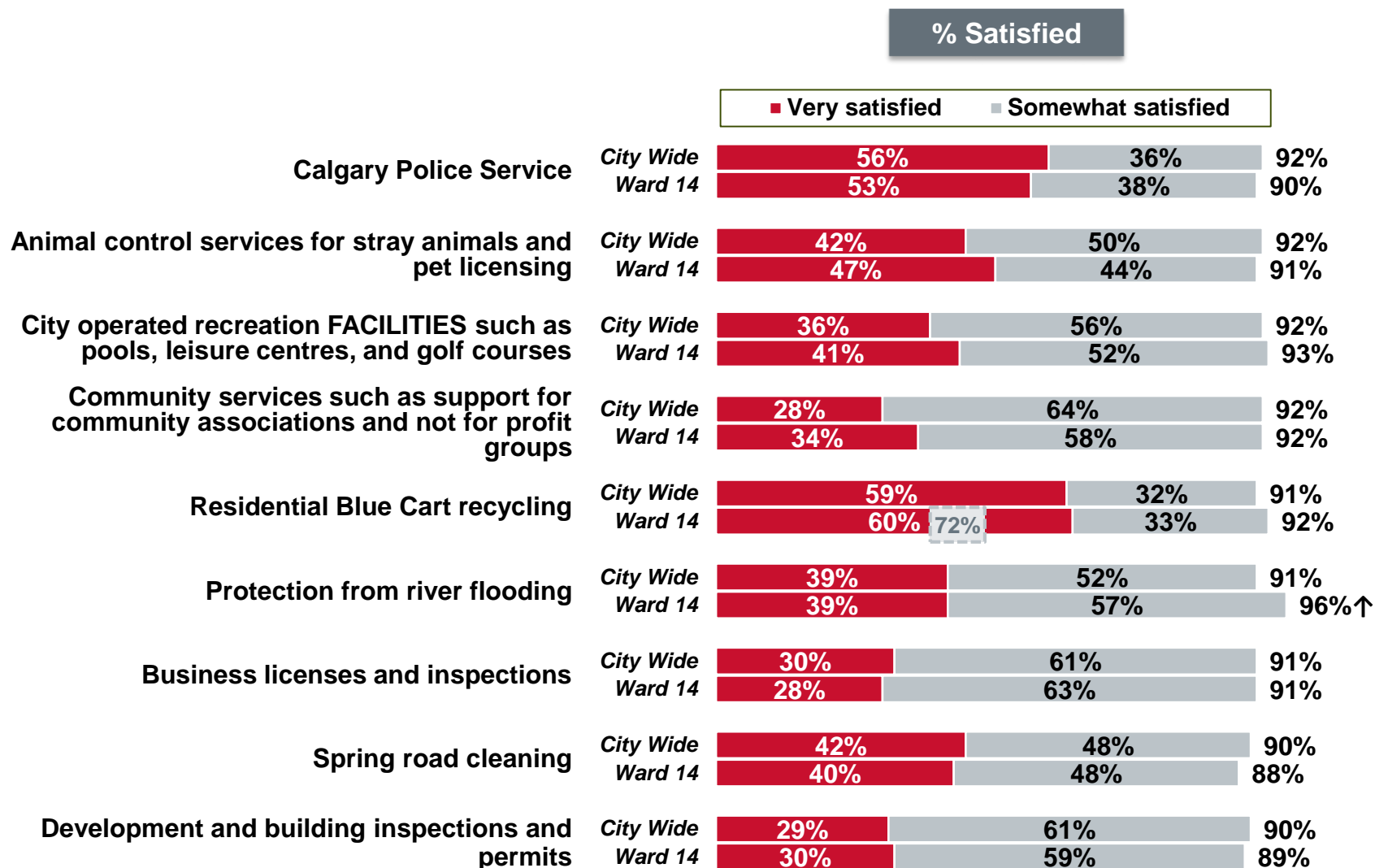
Base: Valid respondents (Bases vary)

Satisfaction with City Programs and Services



*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)

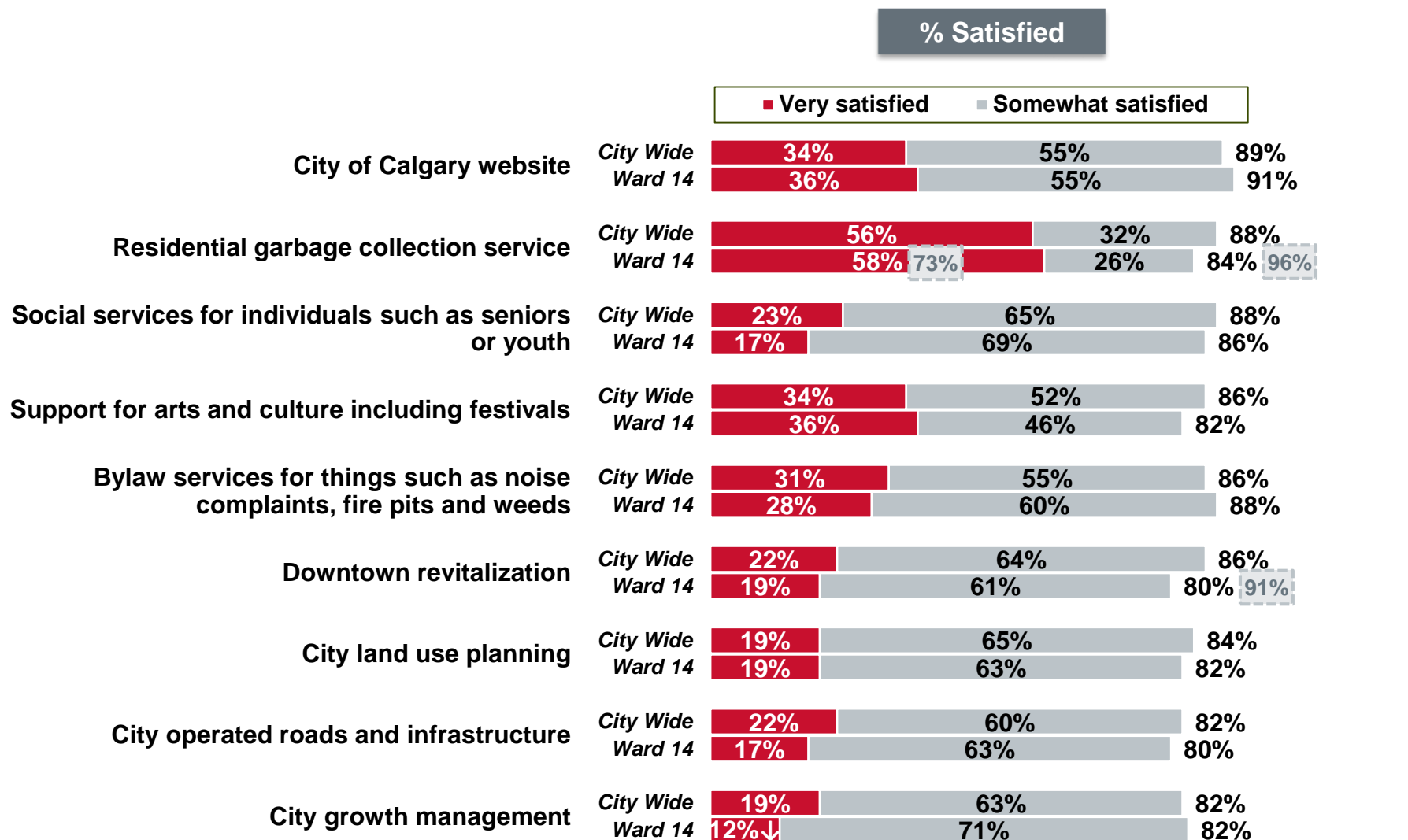
Satisfaction with City Programs and Services (continued)



Ward 14 2017

*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)*

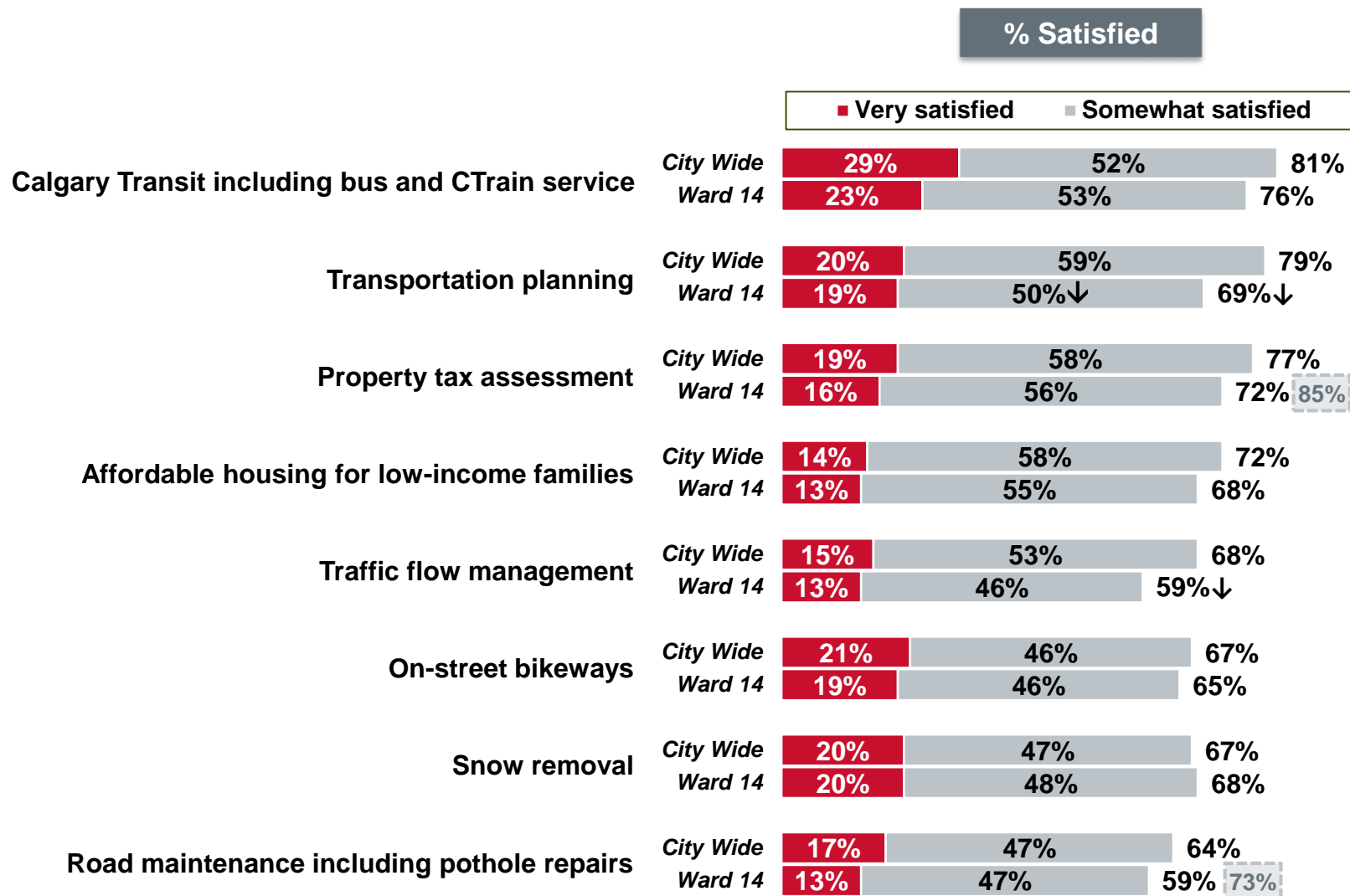
Satisfaction with City Programs and Services (continued)



Ward 14 2017

*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)

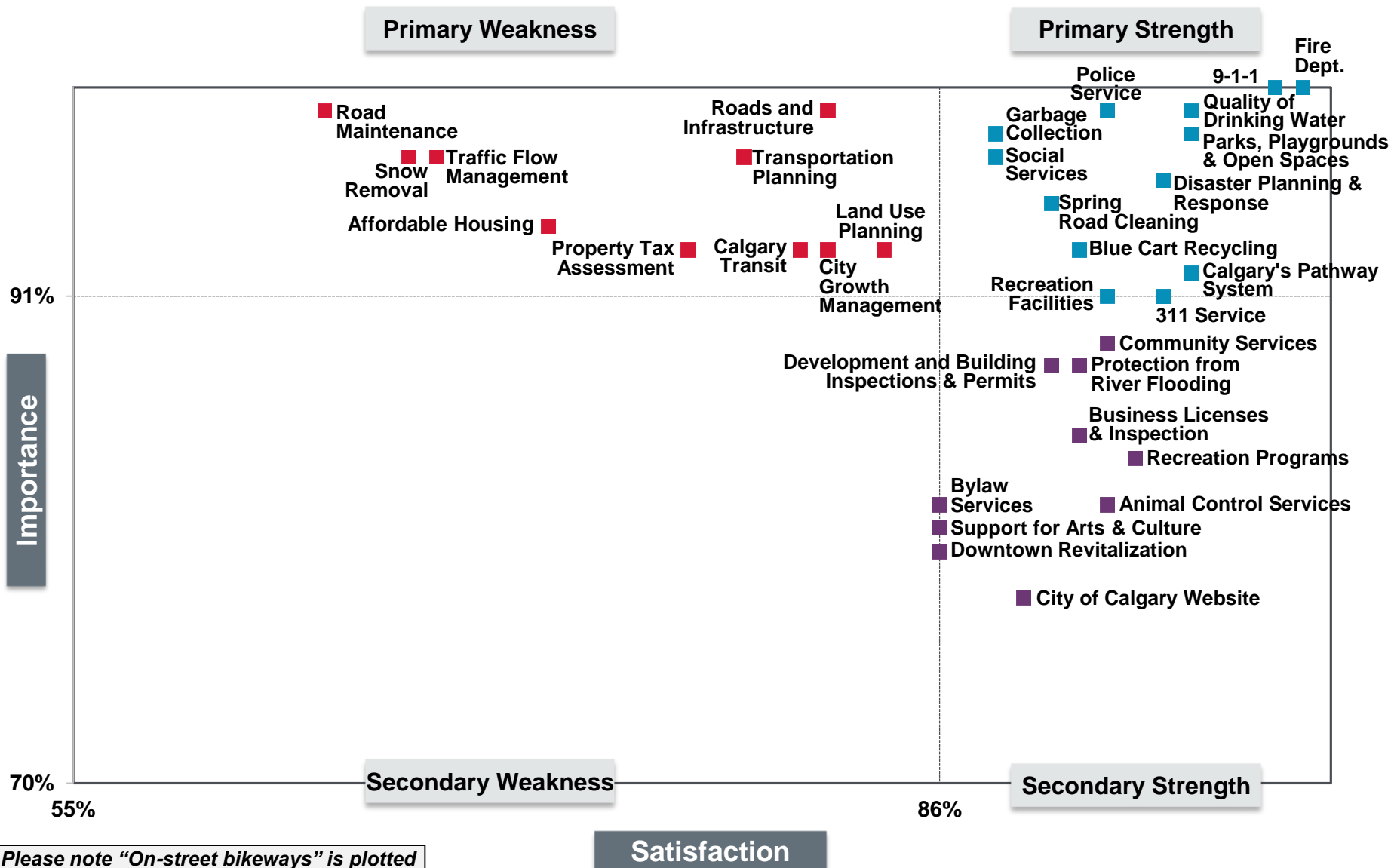
Satisfaction with City Programs and Services (continued)



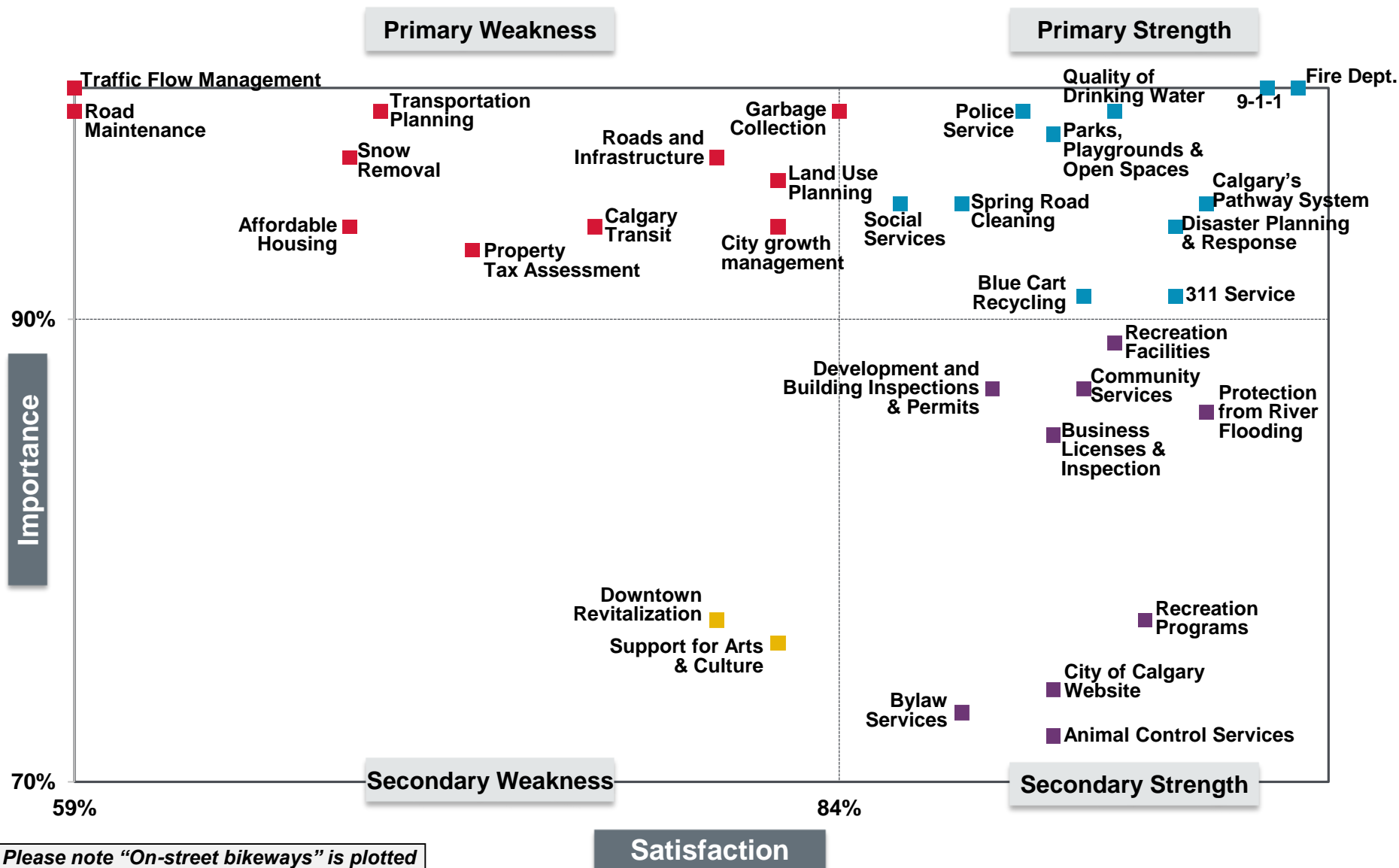
Ward 14 2017

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)

Importance vs. Satisfaction Grid: City Wide



Importance vs. Satisfaction Grid: Ward 14



Please note "On-street bikeways" is plotted at (65% satisfaction, 46% importance) and not illustrated on this graph.

Primary Strengths and Weaknesses: City Wide versus Ward 14

Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.

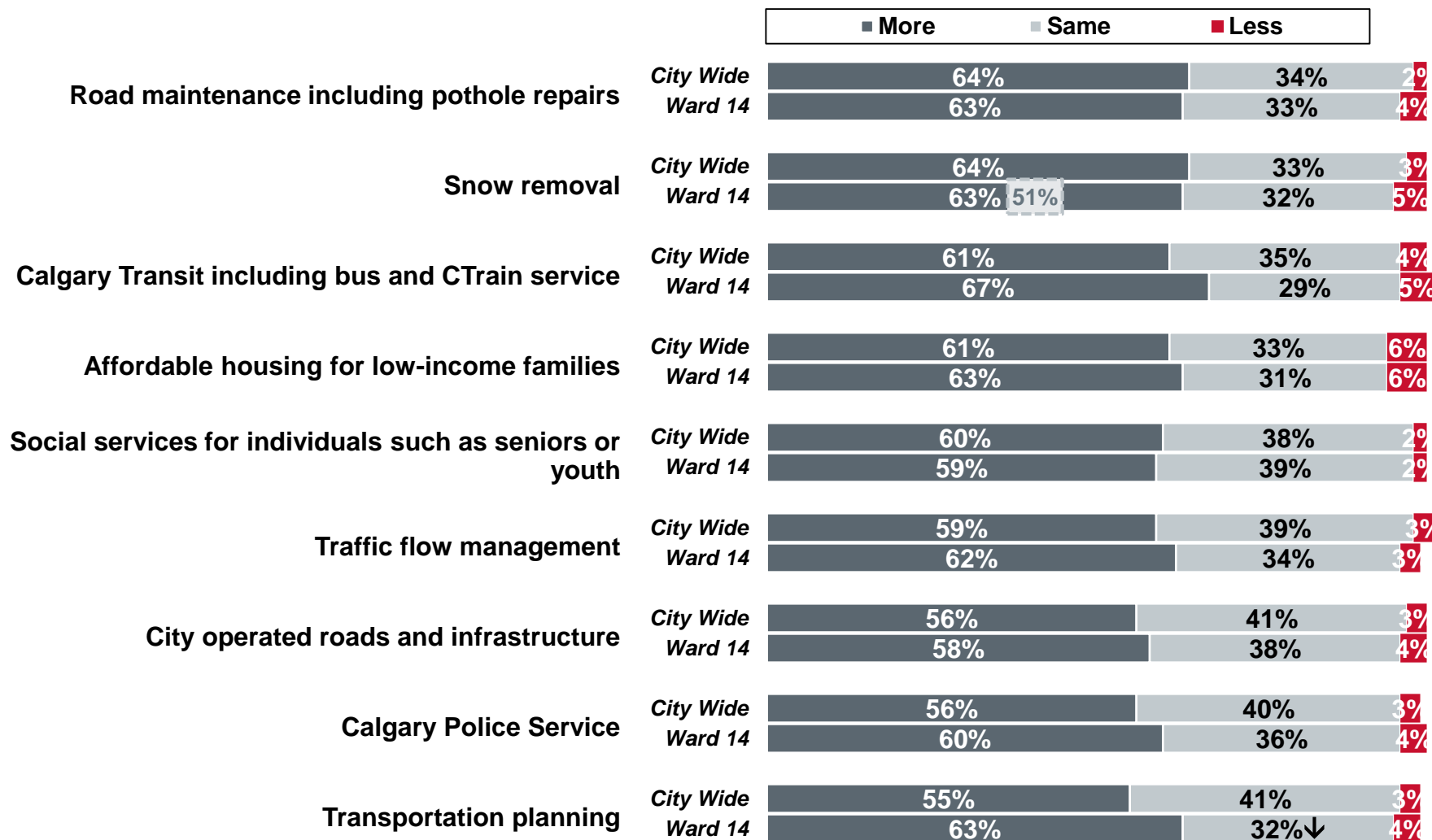
Primary Strength

Primary Weakness

Neither (in another quadrant)

	City Wide	Ward 14
Fire Department		
9-1-1		
Quality of Drinking Water		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Police Service		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Residential Garbage Collection		
Social Services		
Recreation Facilities		
311 service		
Road Maintenance		
Snow Removal		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Transportation Planning		
Roads and Infrastructure		
Calgary Transit		
City Growth Management		
Land Use Planning		

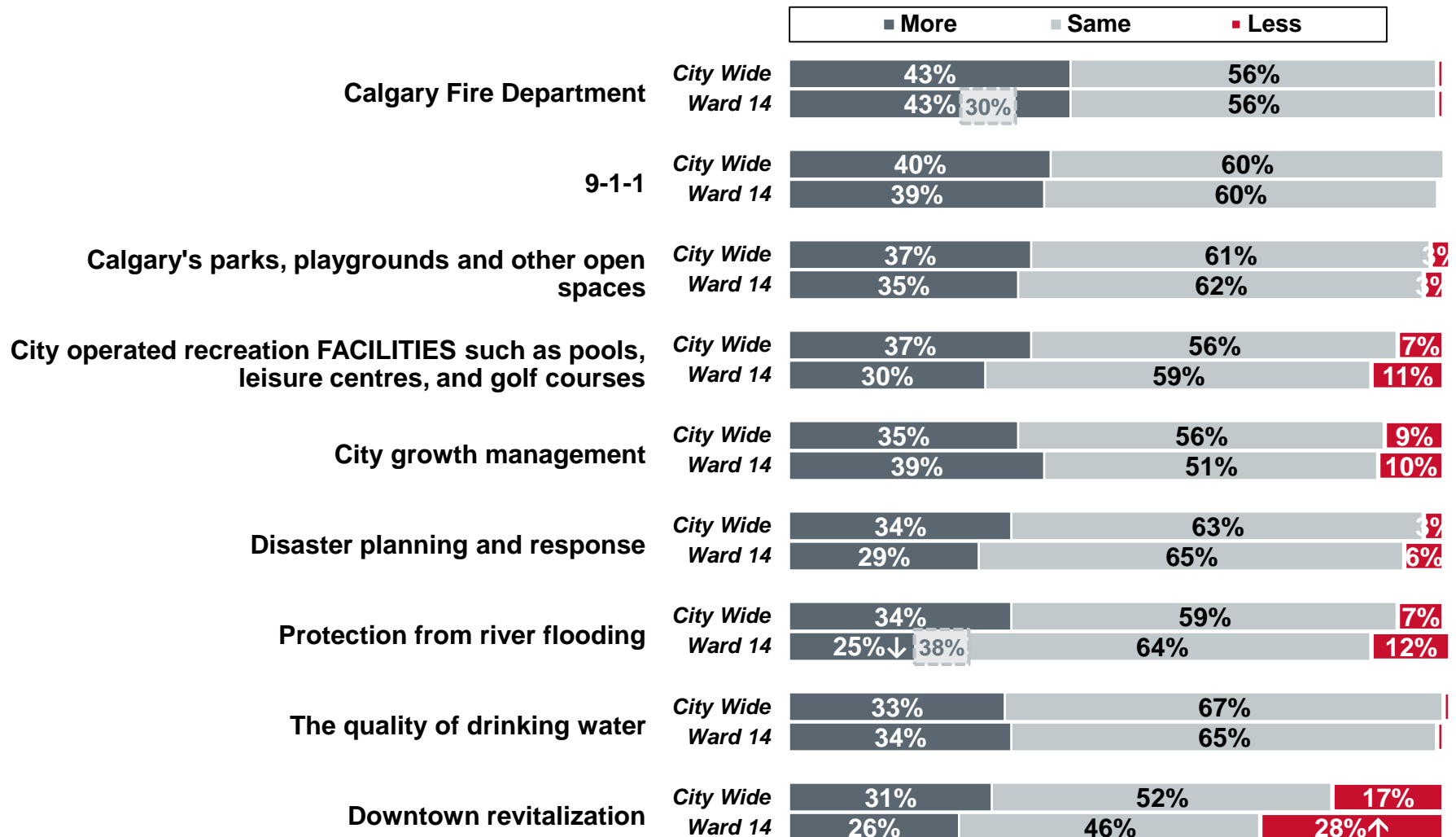
Investment in City Programs and Services



Ward 14 2017

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)

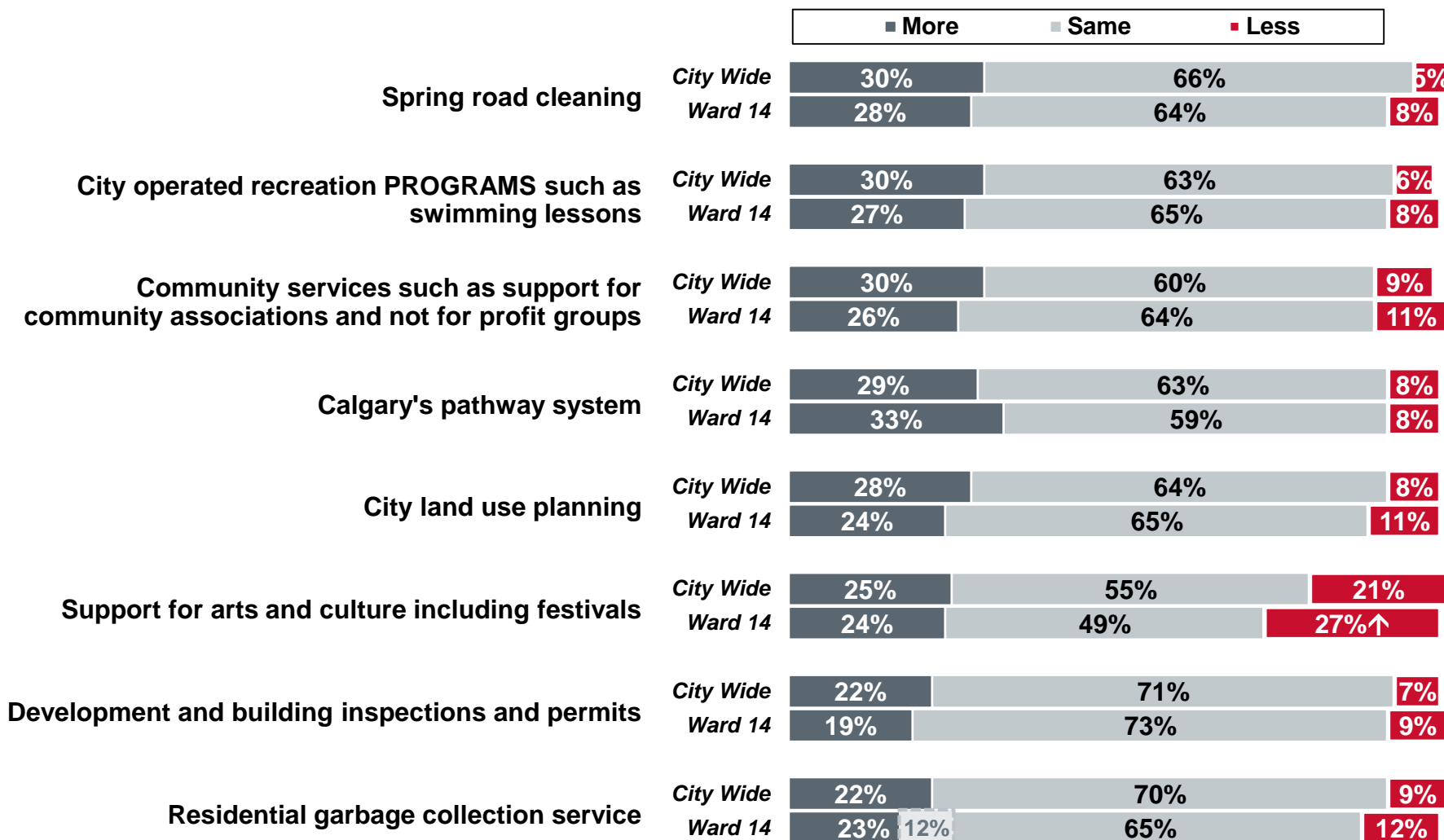
Investment in City Programs and Services (continued)



Ward 14 2017

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)

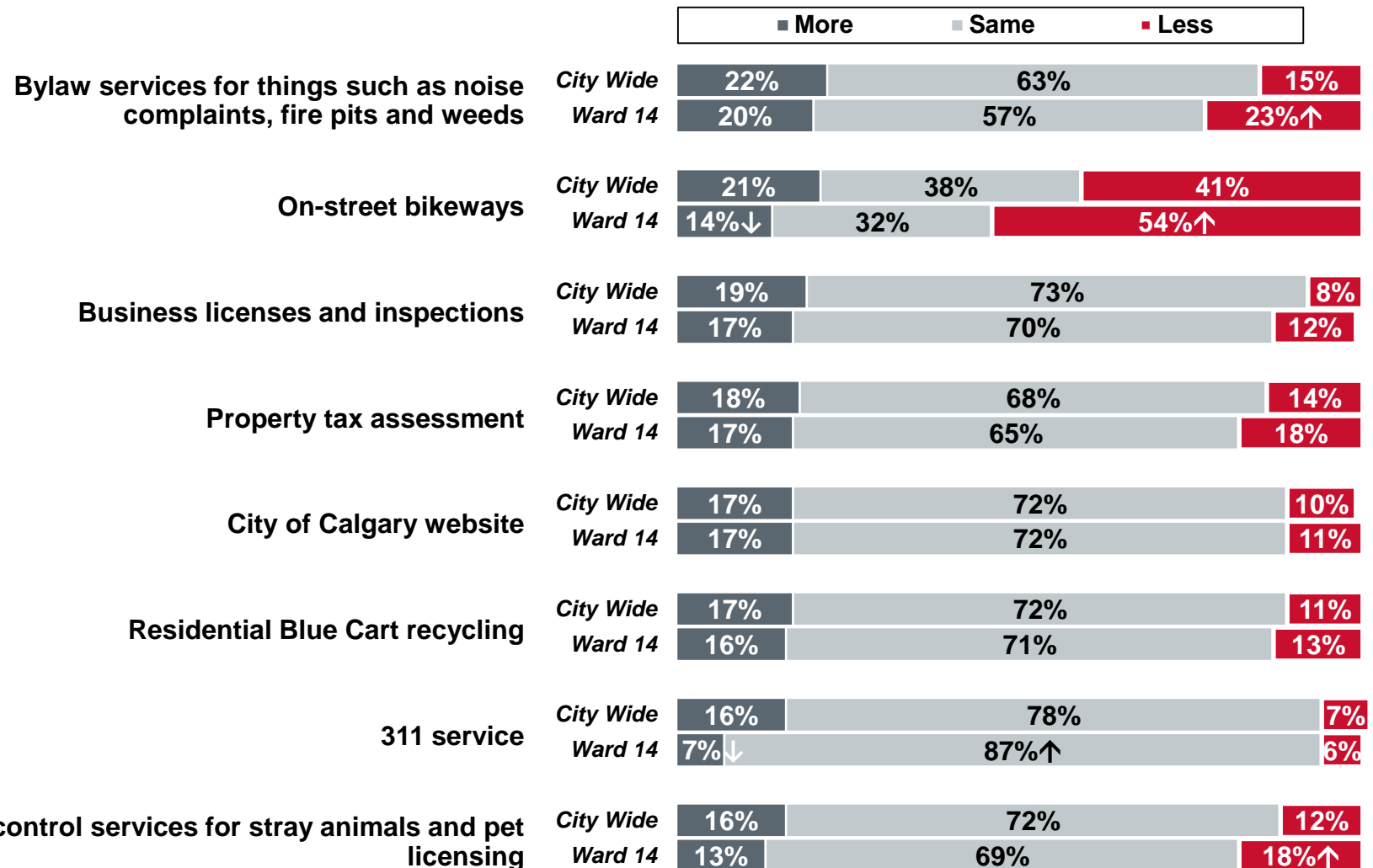
Investment in City Programs and Services (continued)



Ward 14 2017

*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)



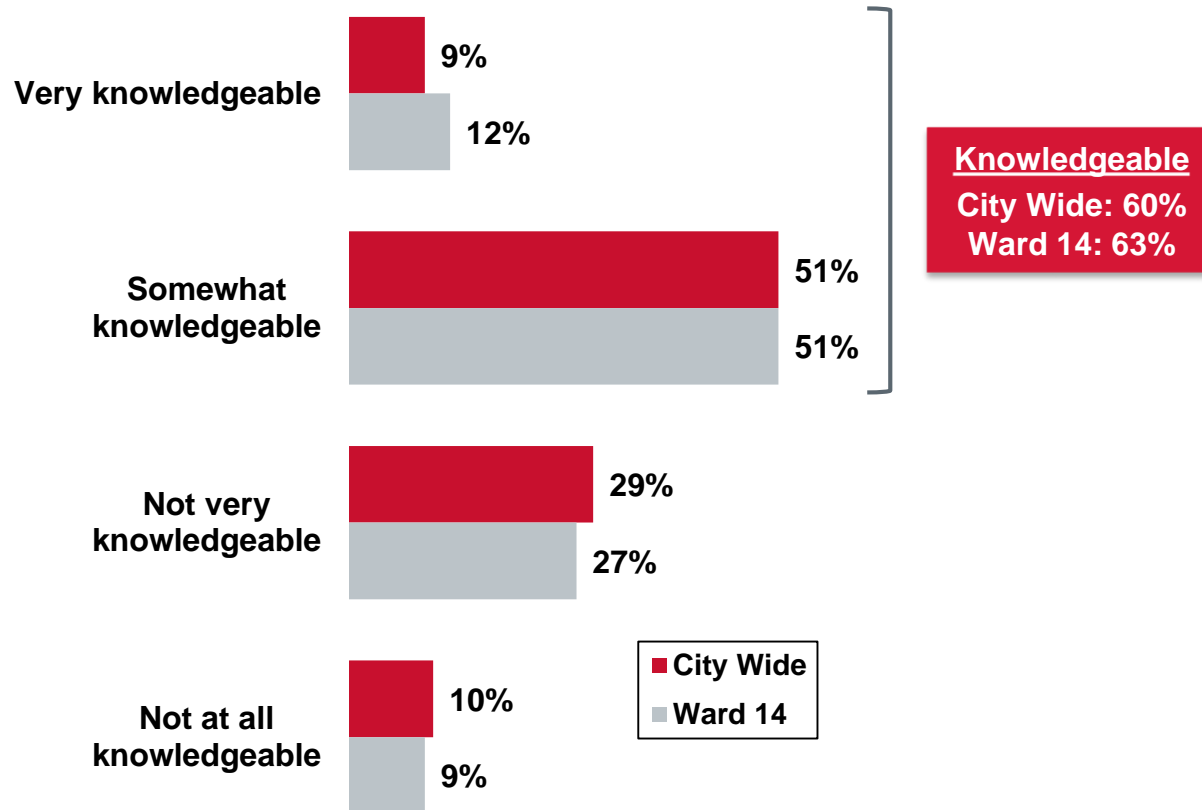
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me if you think The City should invest more, less or the same amount on the program or service.*
Base: Valid respondents (Bases vary)



Taxation



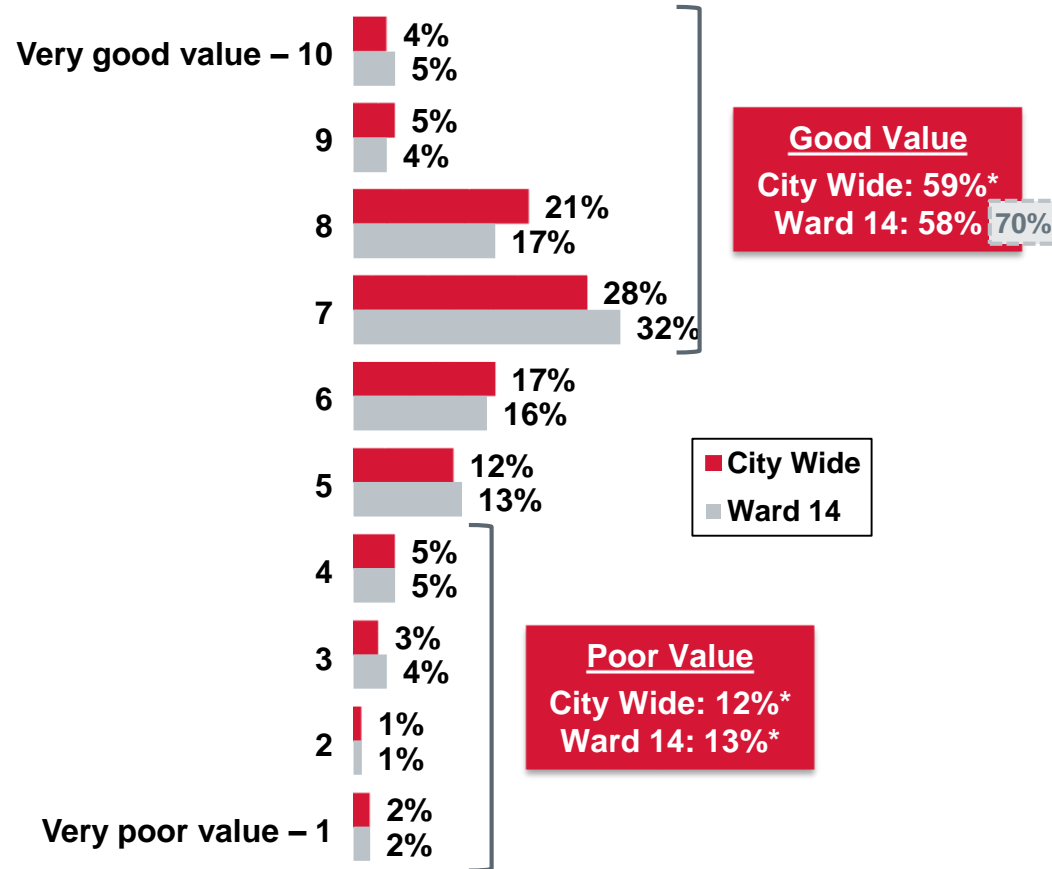
Knowledge Levels of Tax Dollar Spending



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=2,492 / Ward 14: n=172)

Perceived Value of Property Taxes



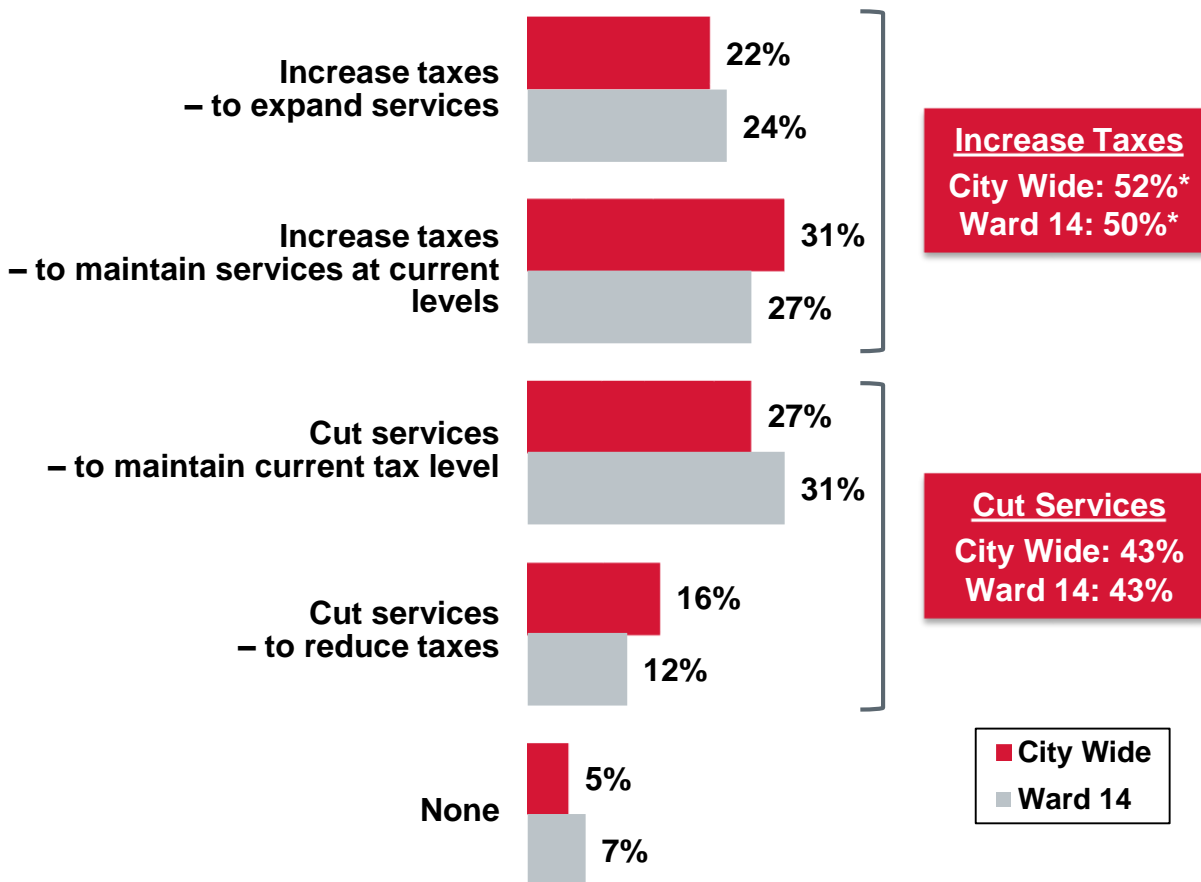
Ward 14 2017

*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=2,477 / Ward 14: n=172)

Balancing Taxation and Service Delivery Levels

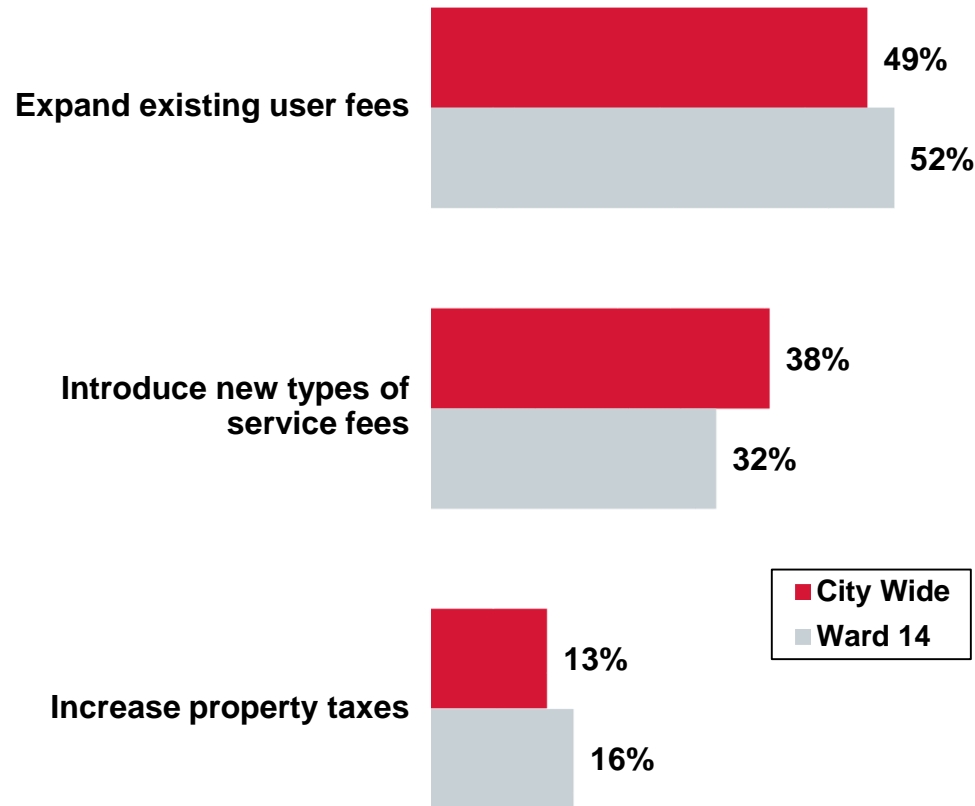


*Rounding

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=2,460 / Ward 14: n=172)

Options for Increasing City Revenue

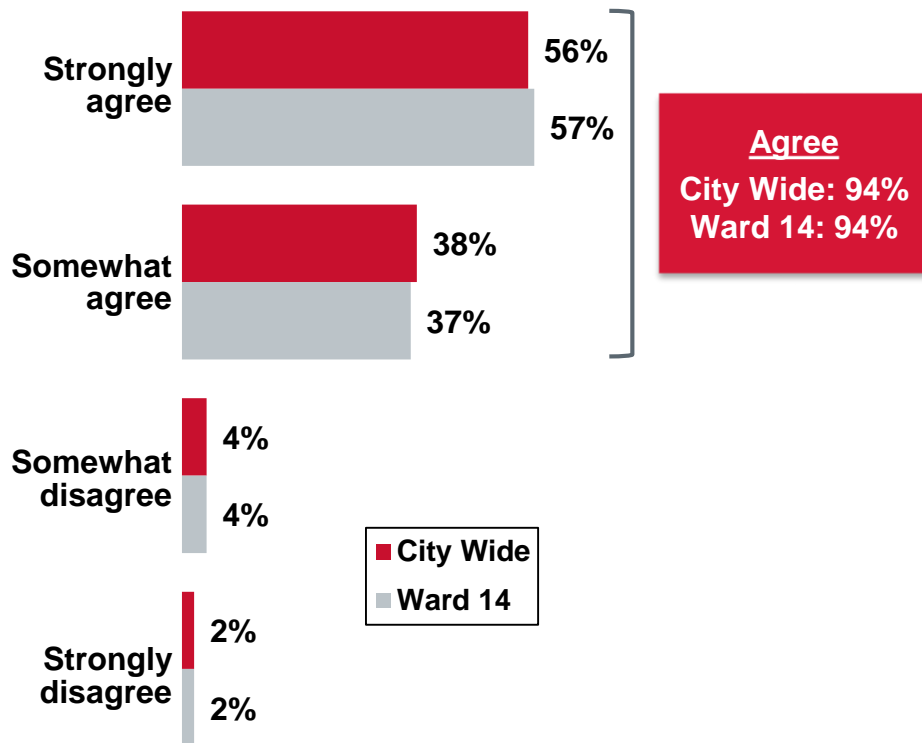


Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?

Base: Valid respondents (City Wide: n=2,352 / Ward 14: n=164)

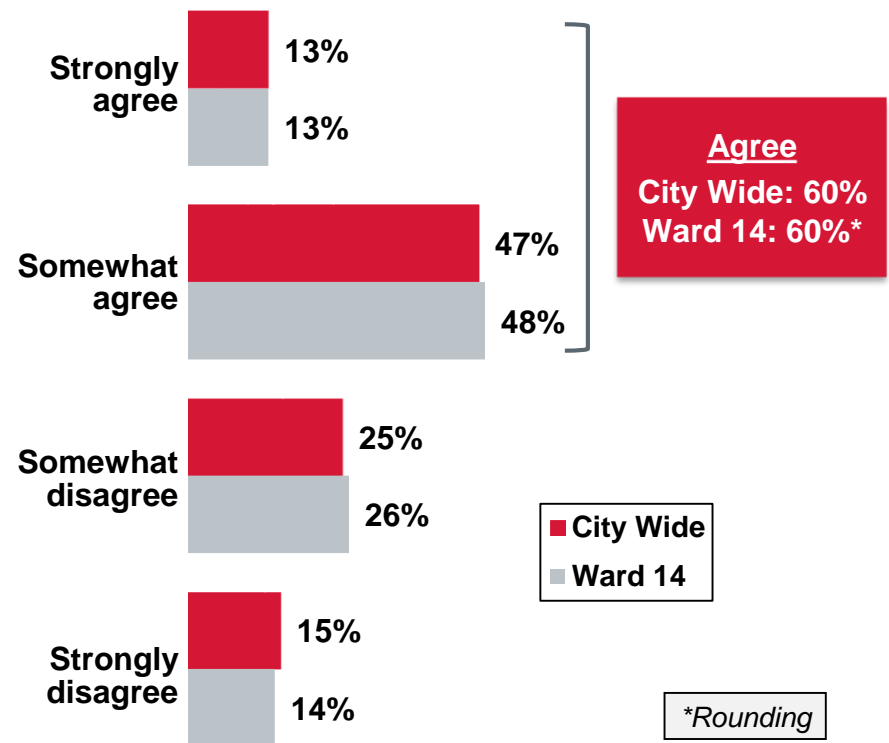
Property Tax Dollar Investment

I am interested in knowing how my property tax dollars are invested in various City services



Base: Valid respondents (City Wide: n=2,487 / Ward 14: n=171)

The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services



Base: Valid respondents (City Wide: n=2,463 / Ward 14: n=169)

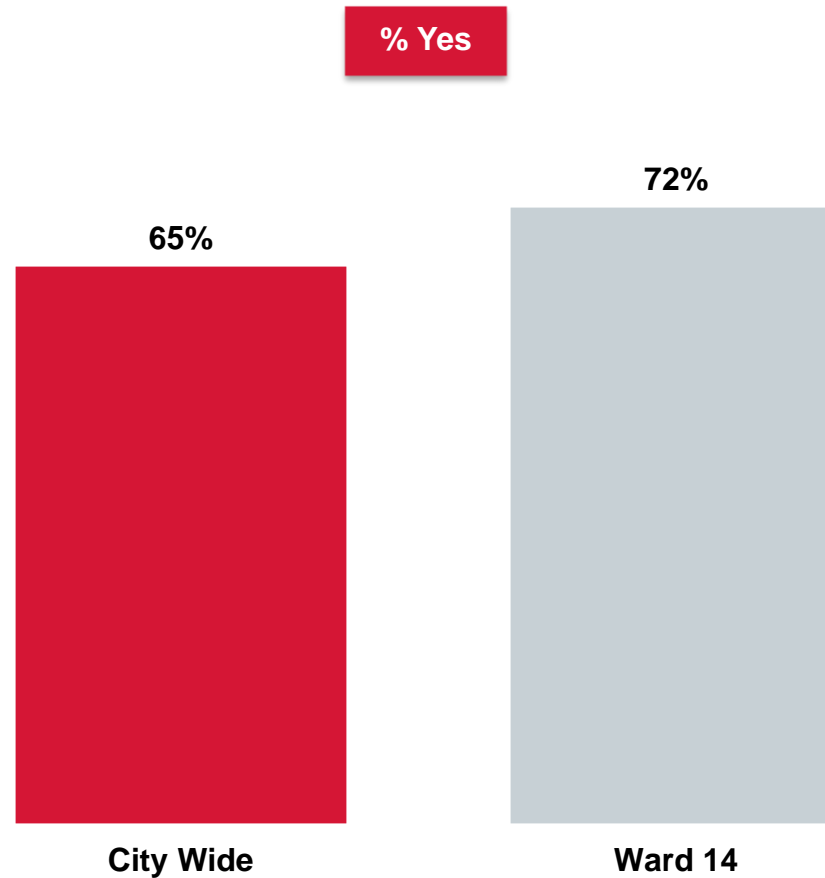
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



Contact with The City and Customer Service



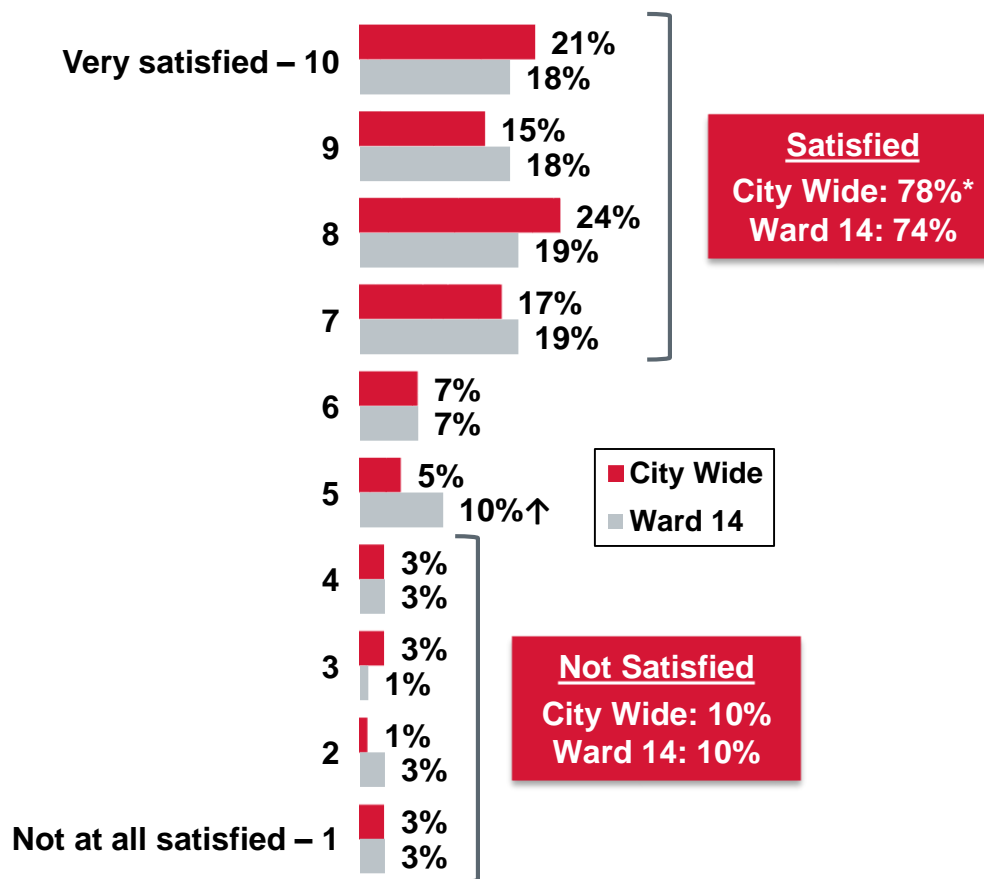
Past 12 Months Contact with The City of Calgary



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=2,488 / Ward 14: n=172)

Satisfaction with the Overall Level and Quality of Customer Service



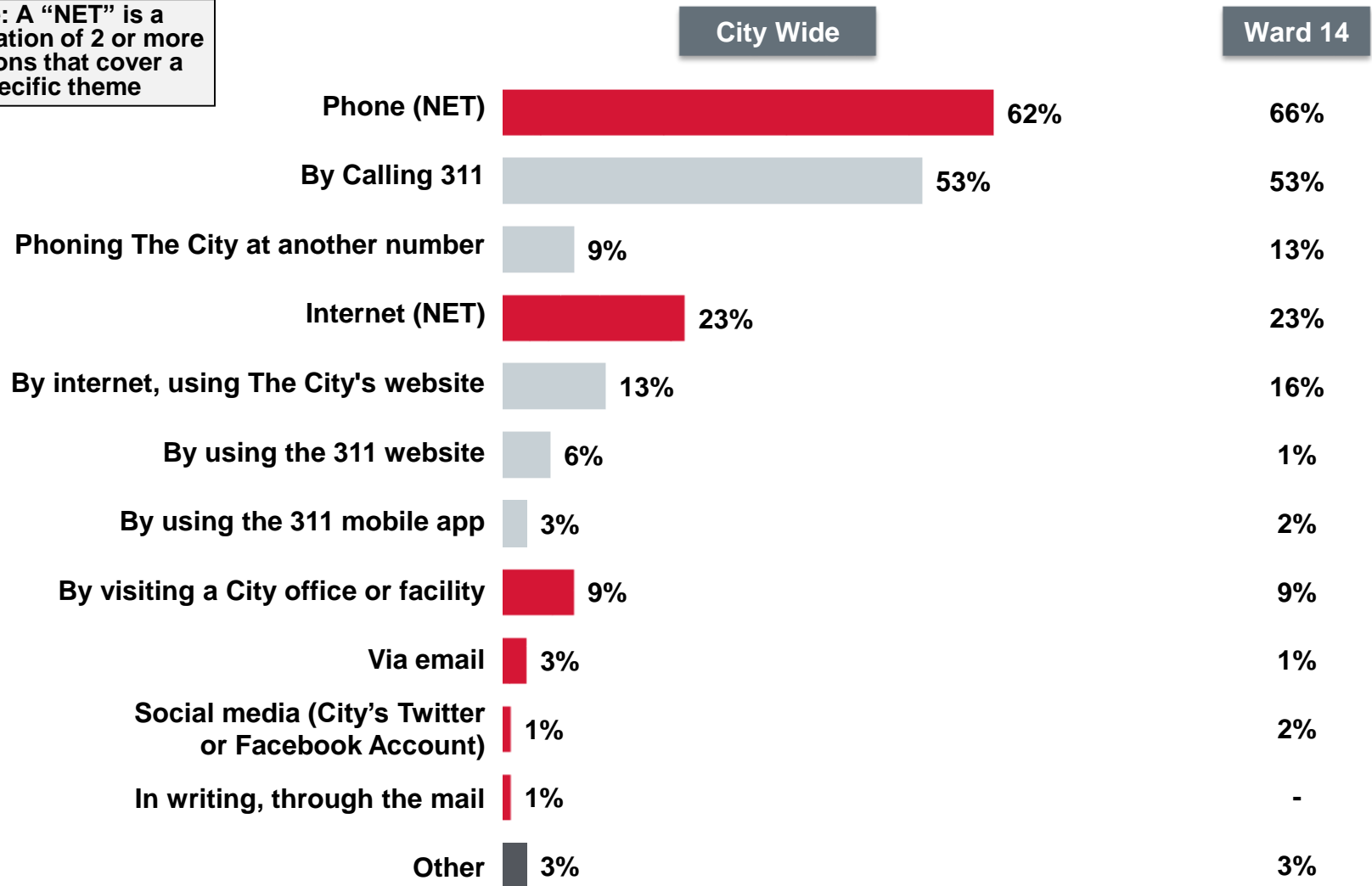
*Rounding

On a scale of 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 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=1,651 / Ward 14: n=119)

Type of Contact

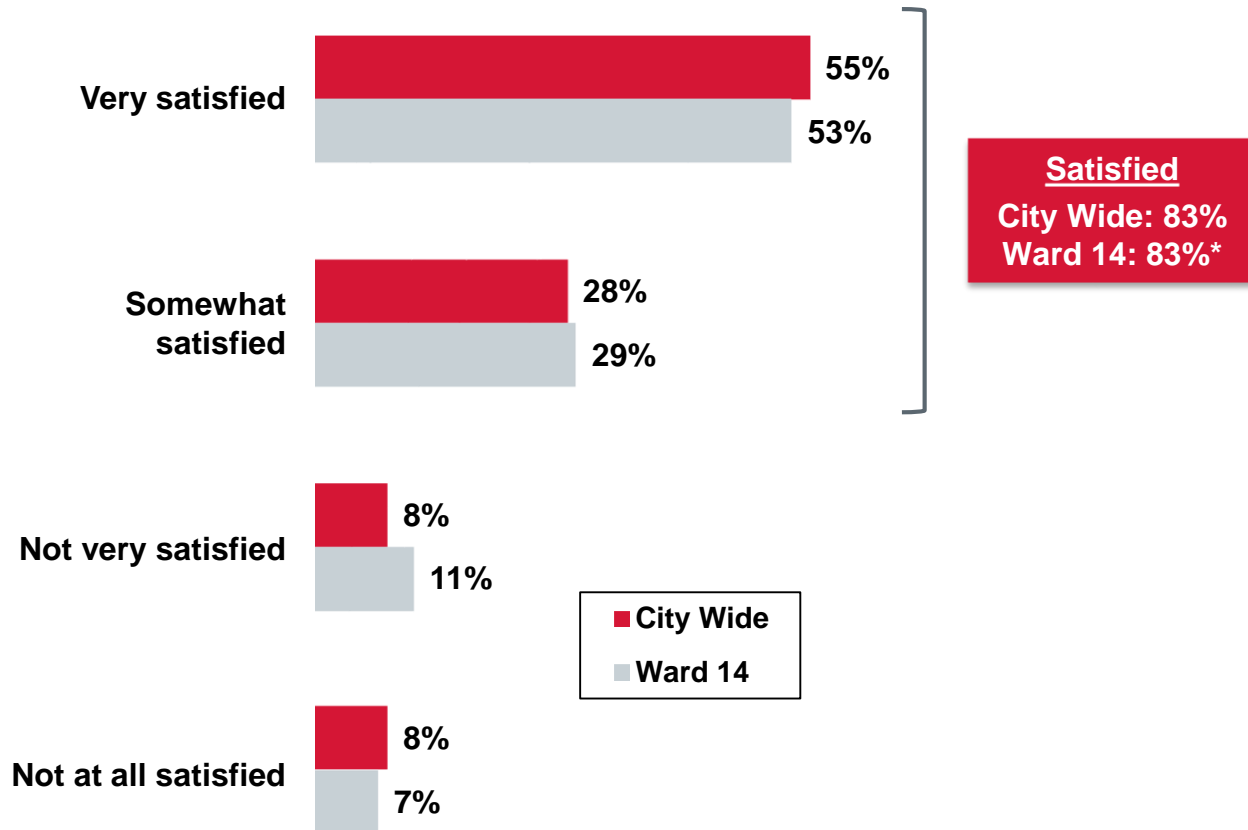
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



When you contacted The City, most recently, was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,126 / Ward 14: n=81)

Satisfaction with Most Recent City Contact

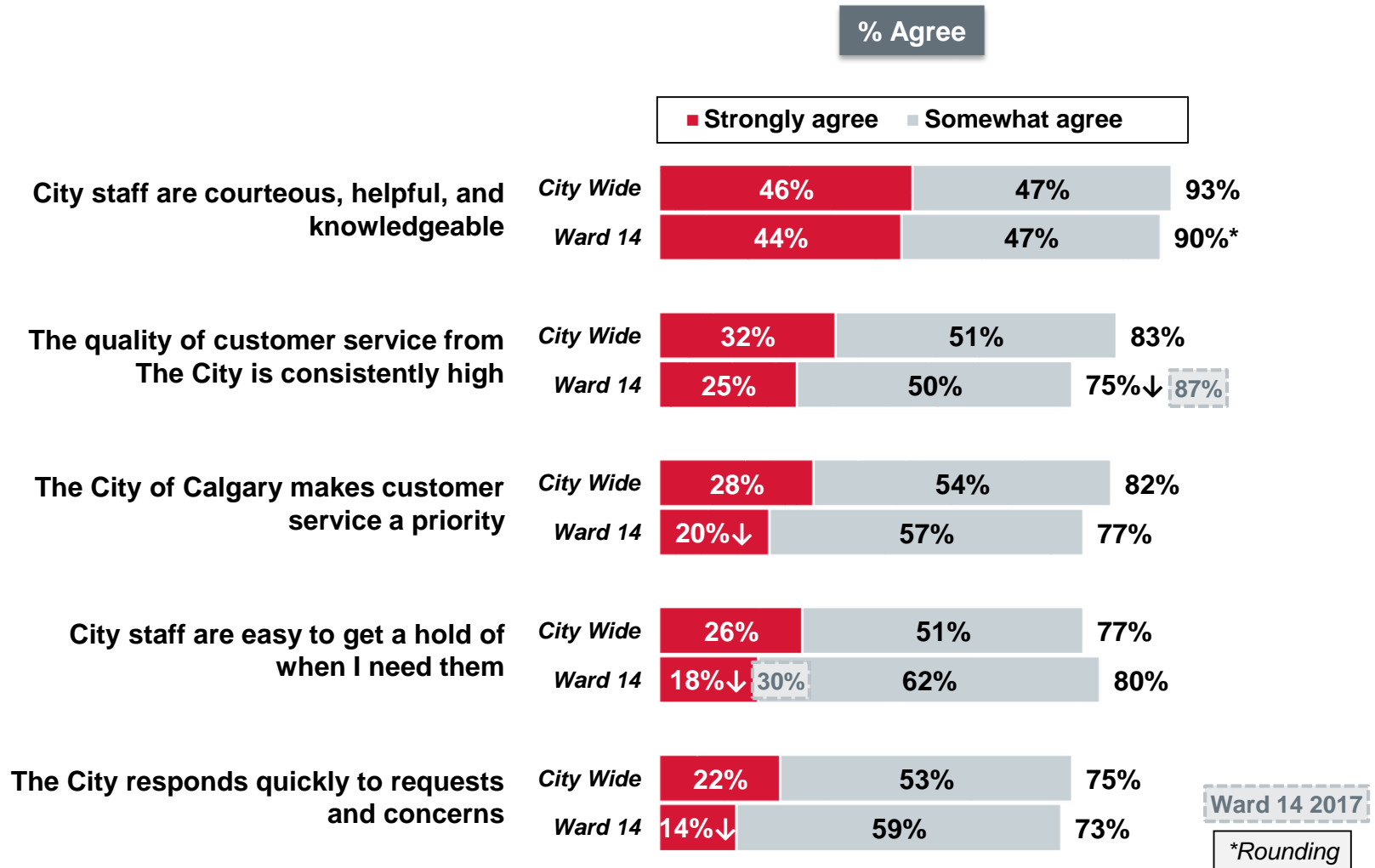


*Rounding

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=1,125 / Ward 14: n=80)

Attitudes Regarding Customer Service



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?

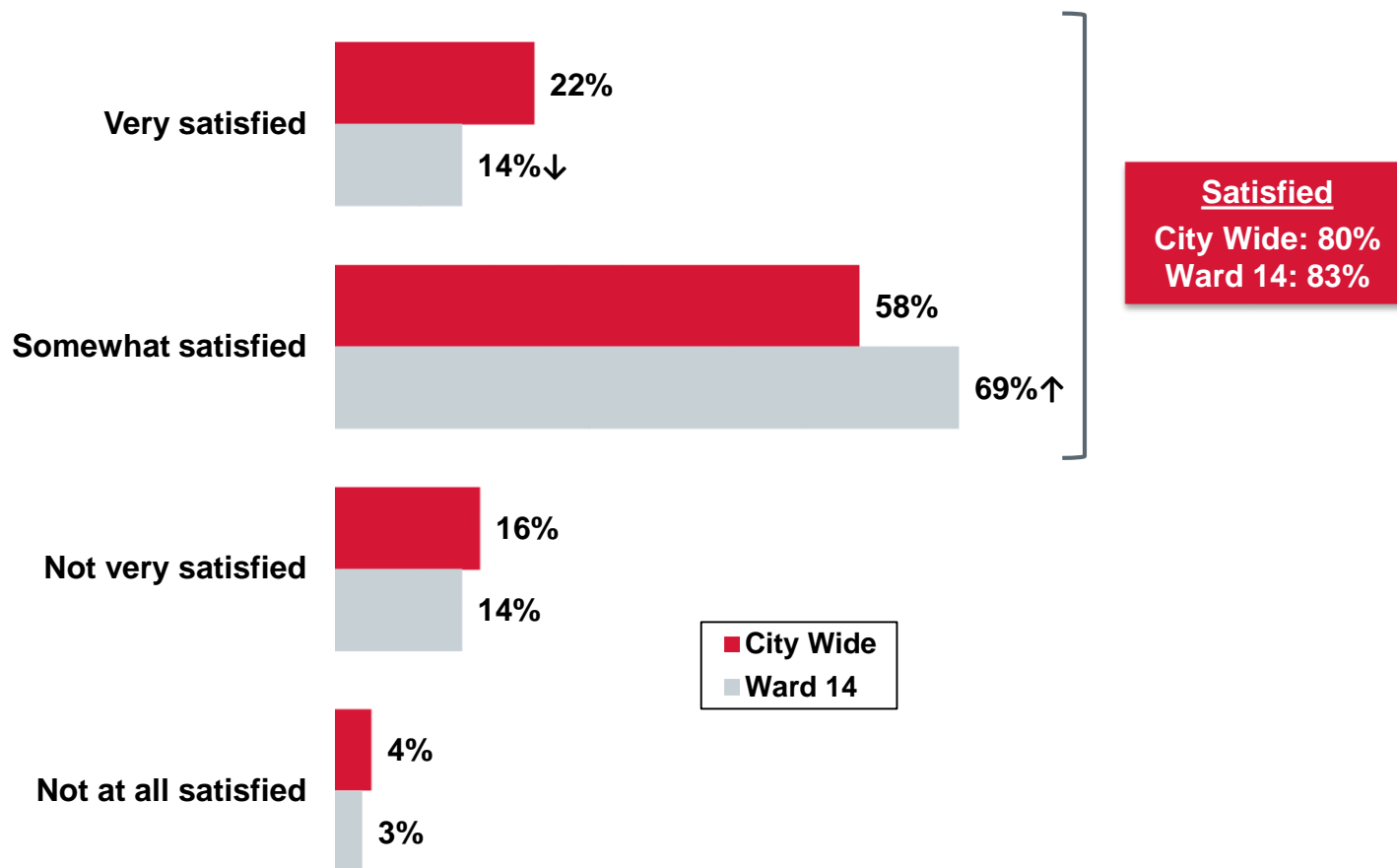
Base: Valid respondents (Bases vary)



City Communications



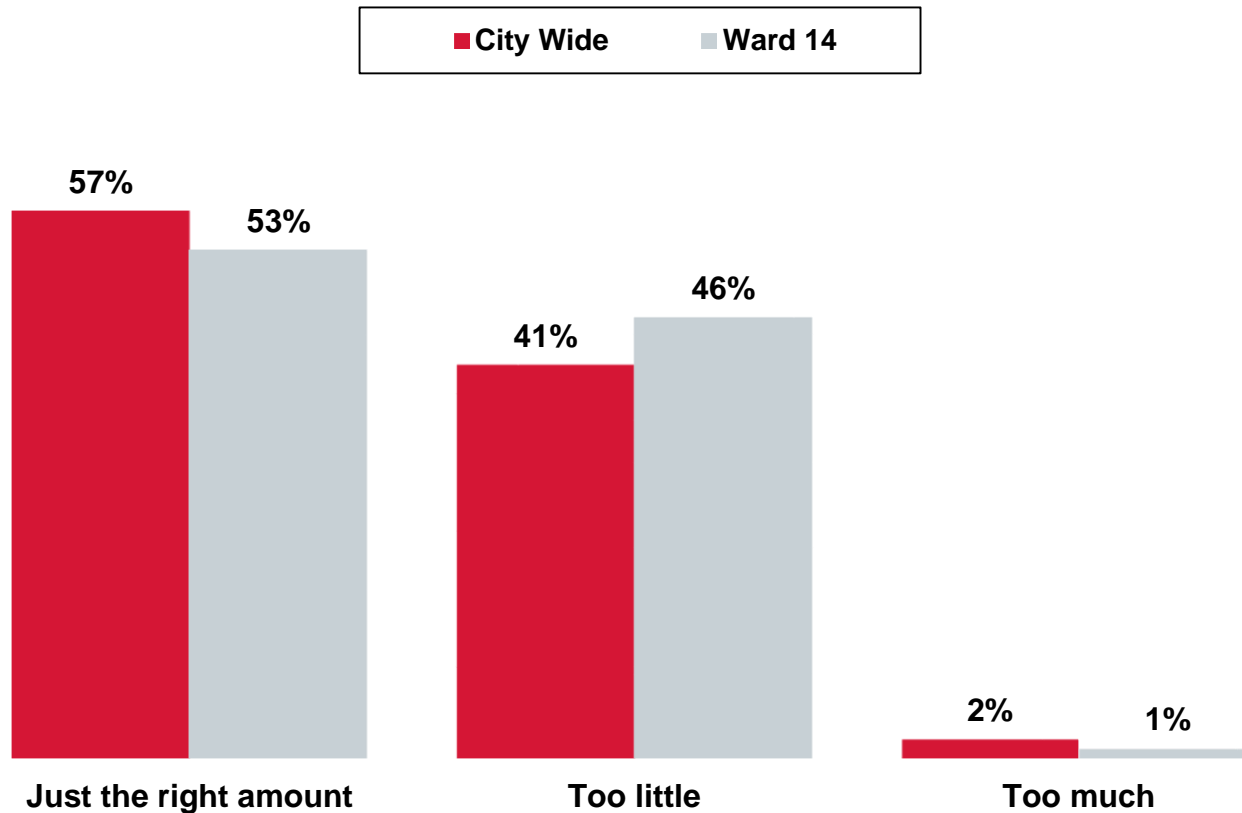
Satisfaction with the Overall Quality of City Information and Communications



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

Base: Valid respondents (City Wide: n=2,490 / Ward 14: n=172)

The Amount of Information Accessible



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

Base: Valid respondents (City Wide: n=2,470 / Ward 14: n=167)



City Reputation and Performance

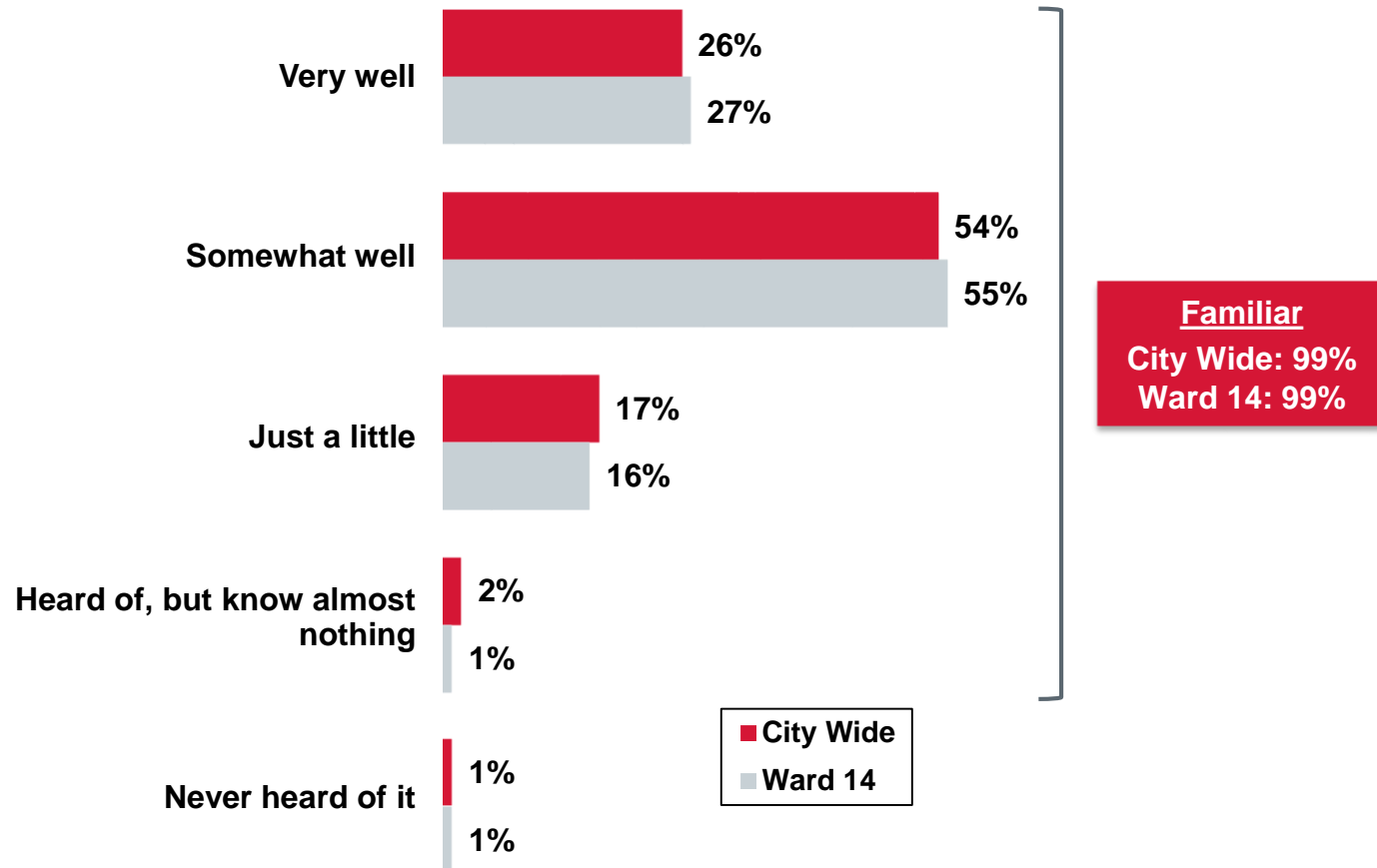




A Model of Reputation



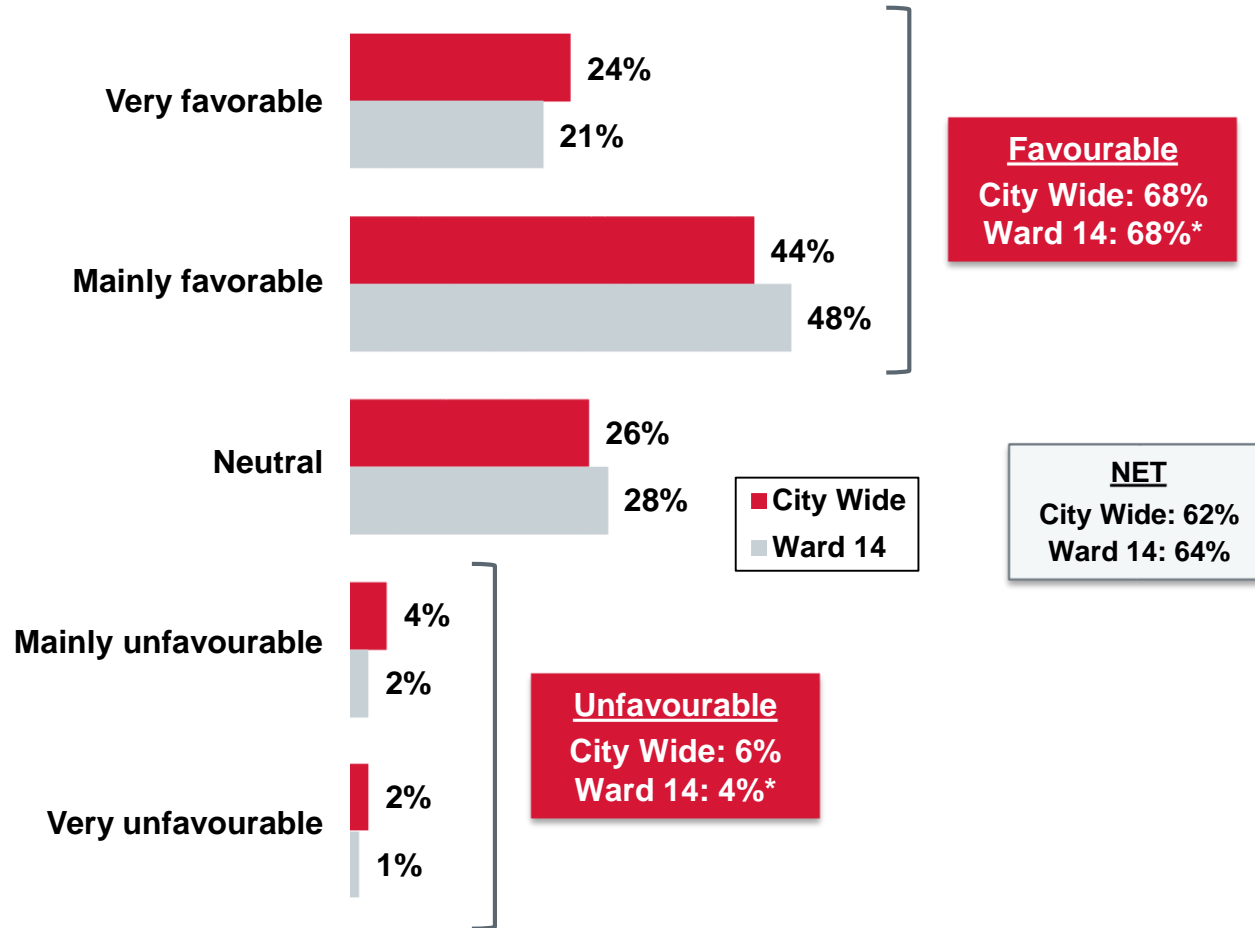
Familiarity



Taking into account all the ways you have learned about or had contact with The City of Calgary, how well do you feel you know The City?

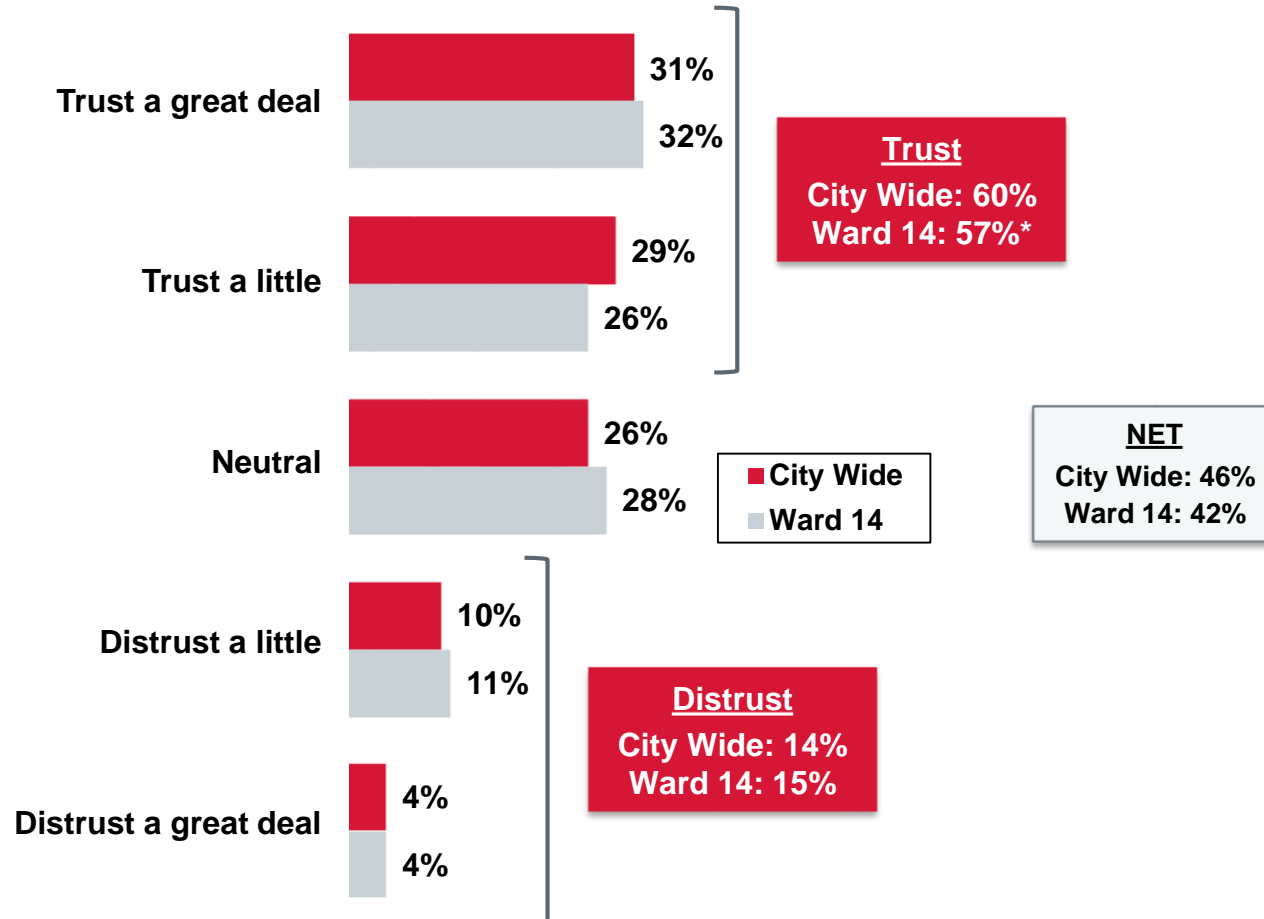
Base: Valid respondents (City Wide: n=2,496 / Ward 14: n=172)

Favourability



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

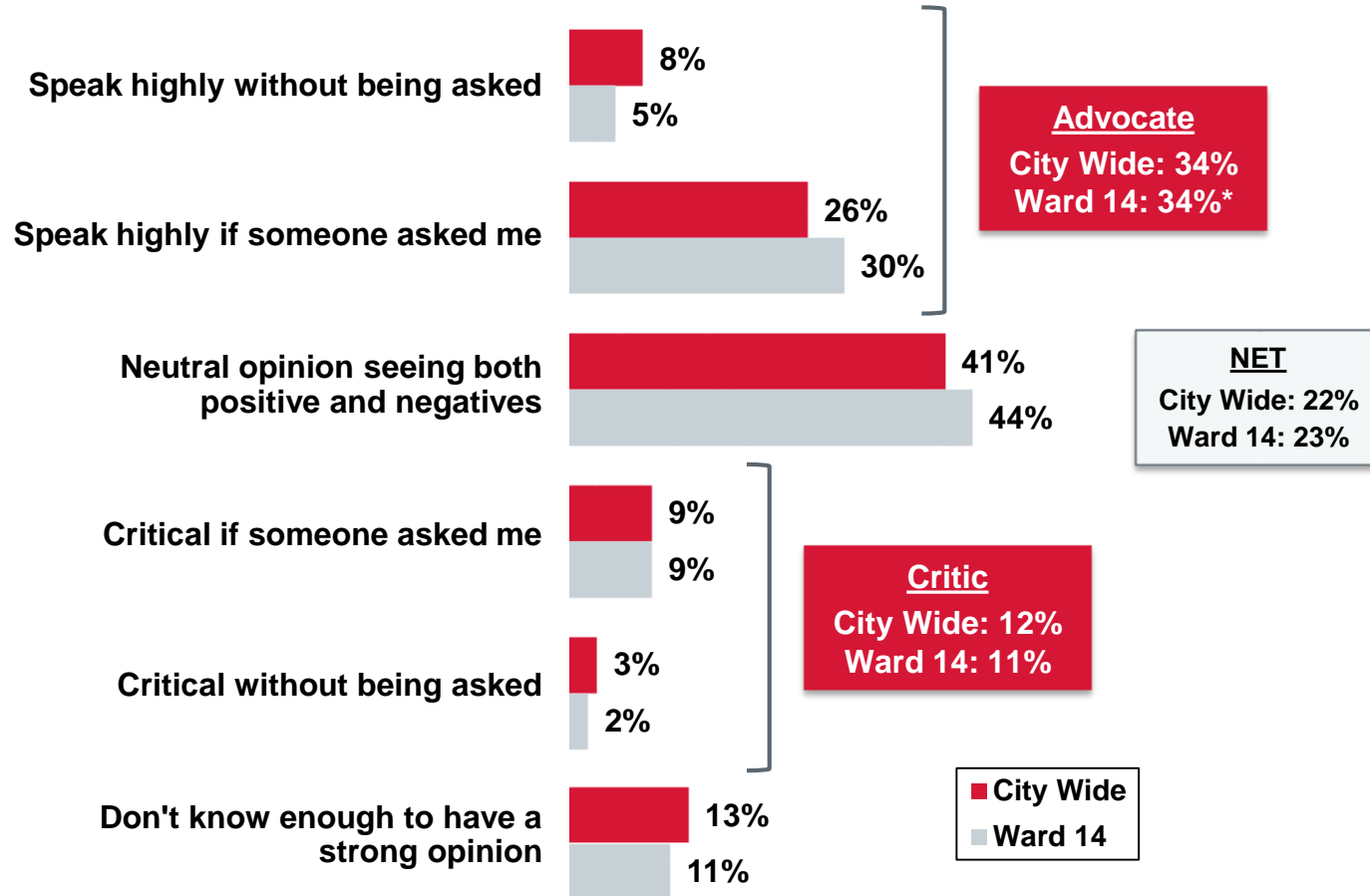
Base: Valid respondents (City Wide: n=2,496 / Ward 14: n=172)



*Rounding

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

Base: Valid respondents (City Wide: n=2,495 / Ward 14: n=172)



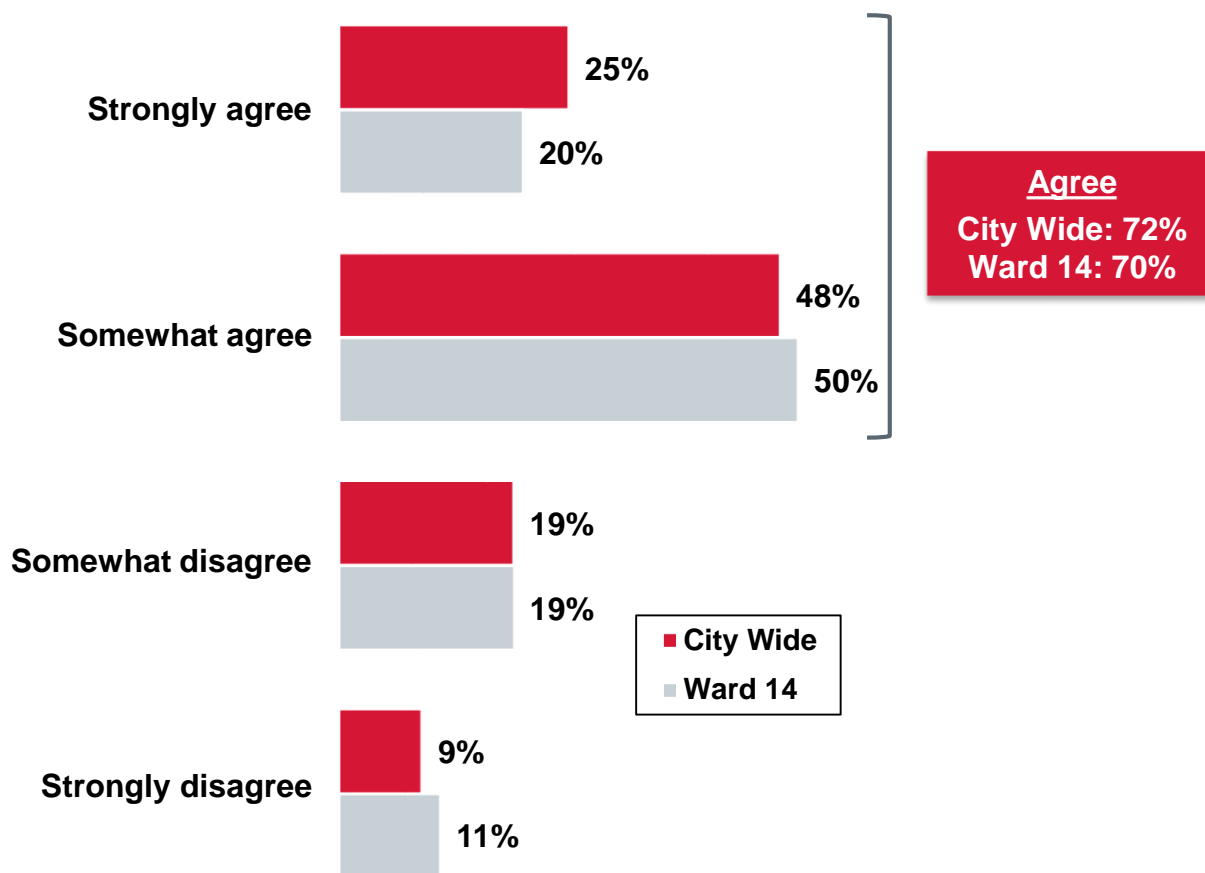
*Rounding

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

Base: Valid respondents (City Wide: n=2,488 / Ward 14: n=172)

Understanding of the Roles of City Council versus City Administration

I understand the roles and responsibilities of City Council compared to those of City Administration

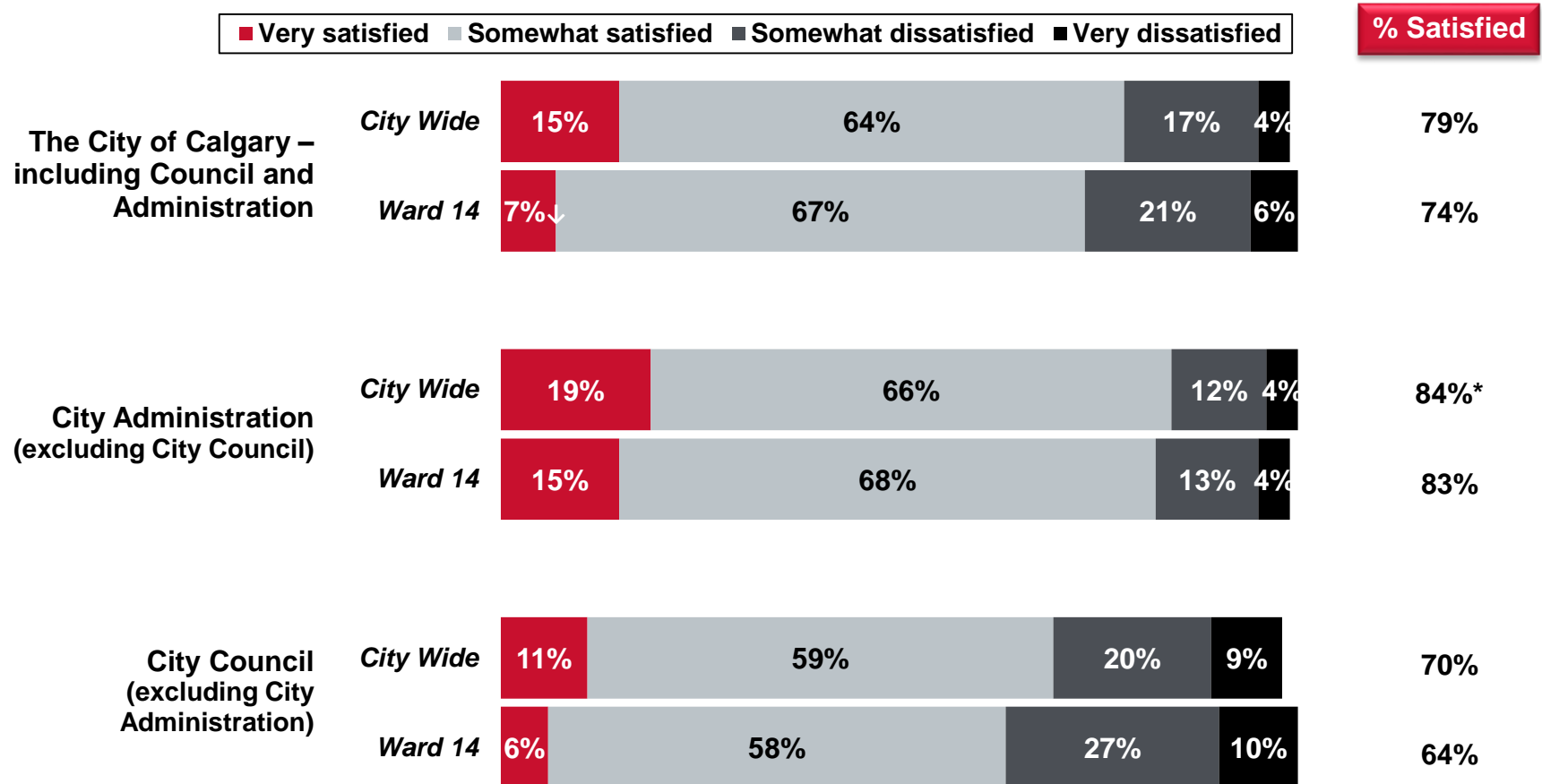


*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:
I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,480 / Ward 14: n=172)

Perceptions About City Performance

As you may know, **City Council** is made up of elected officials who are the legislative body that govern The City. While **City Administration** is made up of non-elected employees at The City who are responsible for the management and running of local services. In other words, public servants who administer services, facilities, safety and infrastructure for communities.



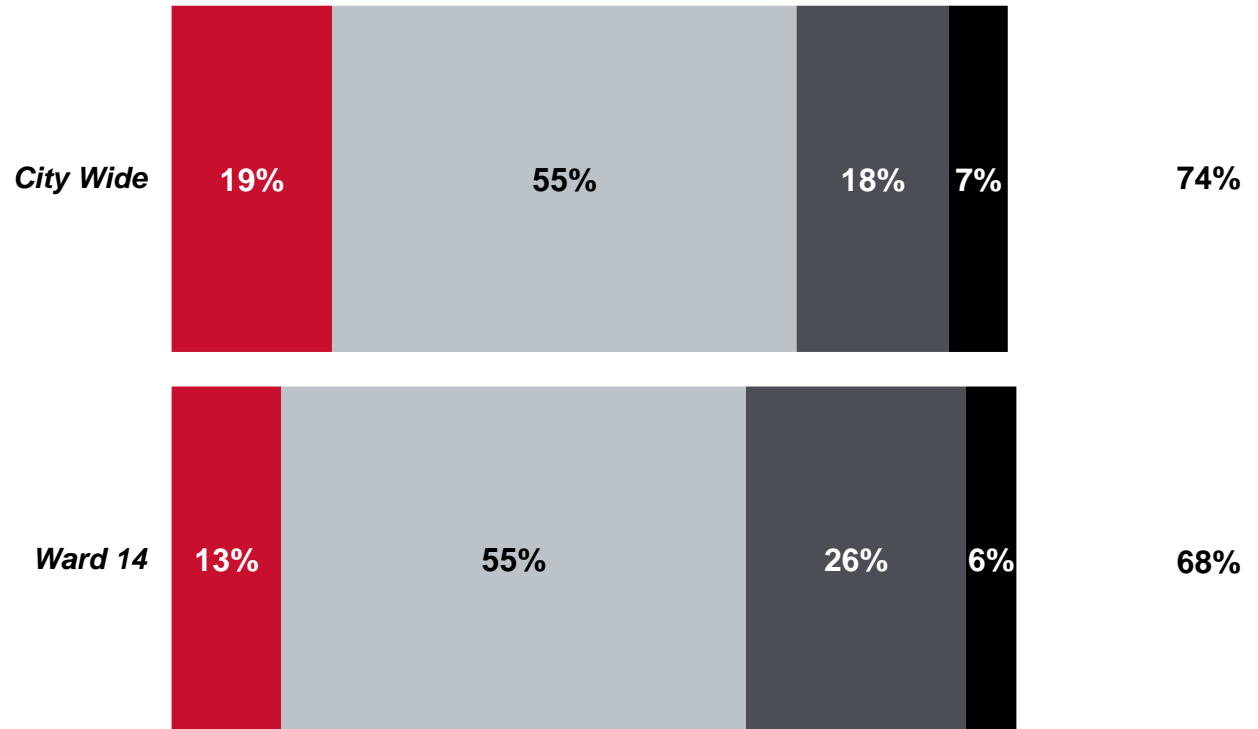
*Rounding

Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?
Base: Valid respondents (Bases vary)

Attitudes Regarding Collaboration

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

% Agree

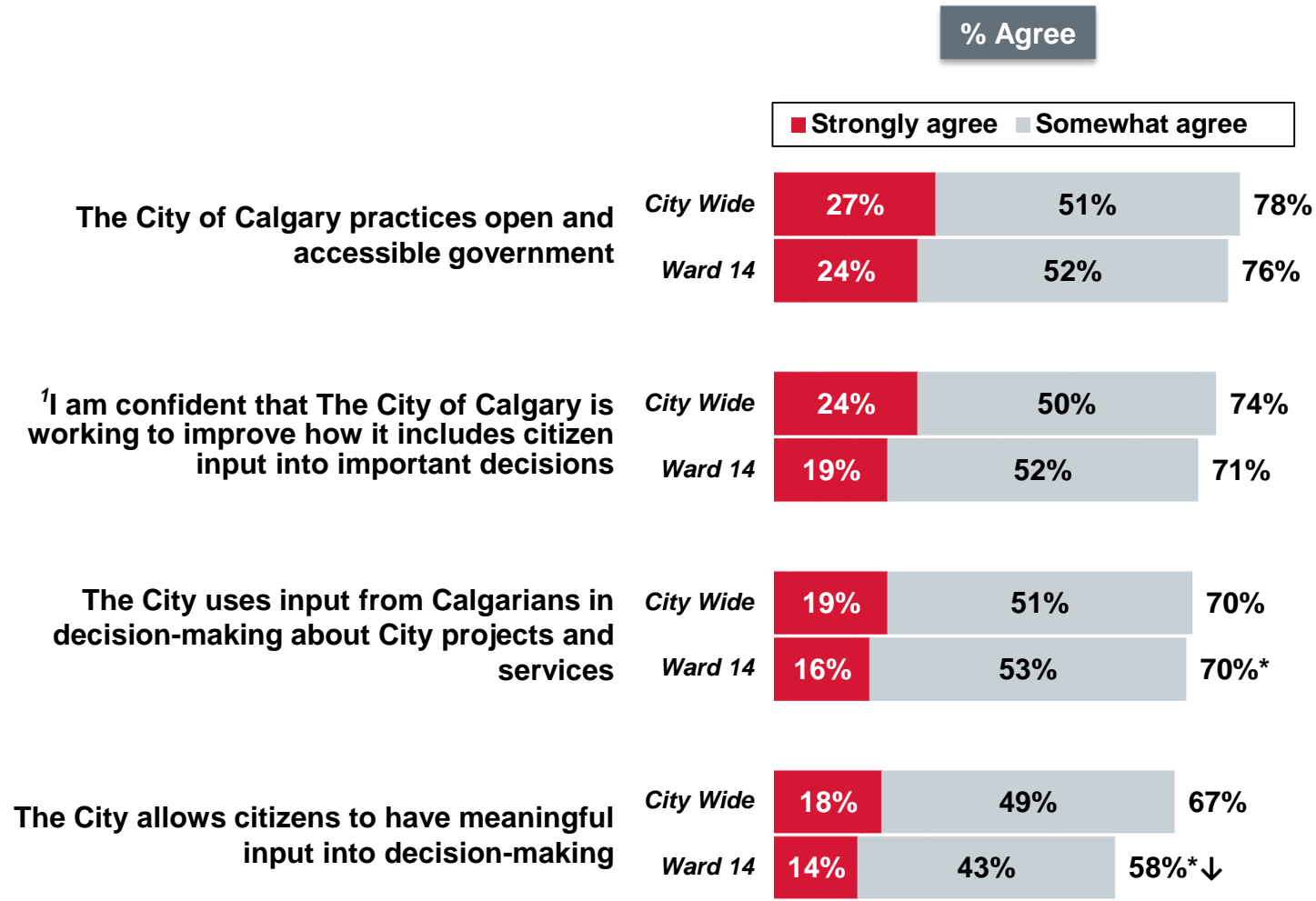


I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary

Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (City Wide: n=2,479 / Ward 14: n=170)

Perceptions of Transparency and Citizen Input



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?

¹Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (Bases vary)



Respondent Profile



Age

	City Wide	Ward 14
18 to 24	12%	12%
25 to 34	21%	20%
35 to 44	17%	10%
45 to 54	19%	28%
55 to 64	13%	13%
65 or older	17%	17%
Mean	45	46

Income

	City Wide	Ward 14
Less than \$30,000	7%	2%
\$30,000 to <\$45,000	8%	4%
\$45,000 to <\$60,000	12%	11%
\$60,000 to <\$75,000	9%	13%
\$75,000 to <\$90,000	8%	4%
\$90,000 to <\$105,000	11%	9%
\$105,000 to <\$120,000	11%	10%
\$120,000 to <\$150,000	12%	18%
\$150,000 or more	23%	29%

Education

	City Wide	Ward 14
Completed high school or less	16%	14%
Some post secondary or completed a college diploma	38%	42%
Completed university degree or post-grad degree	46%	44%

Base: Valid respondents (Bases vary)

Household Characteristics

Type of Home

	City Wide	Ward 14
Single-detached house	69%	86%
Apartment or apartment-style condominium	13%	6%
Duplex, triplex or fourplex	9%	4%
Townhouse or rowhouse	8%	4%
Another type of multi-dwelling unit	1%	1%

Children and Seniors in Household

	City Wide	Ward 14
Yes - Children	35%	37%
Yes - Seniors	17%	16%

Household Size

	City Wide	Ward 14
1	14%	8%
2	32%	33%
3	18%	18%
4	22%	23%
5 or more	15%	18%
Mean	3.0	3.1

Responsible for Property Taxes

	City Wide	Ward 14
Yes	84%	82%
No	16%	18%

Own or Rent

	City Wide	Ward 14
Own	75%	82%
Rent	20%	14%
Other	1%	1%
Neither	4%	4%

Tenure in Calgary

	City Wide	Ward 14
Less than 5 years	7%	3%
5 to less than 10 years	10%	9%
10 to less than 15 years	10%	5%
15 to less than 20 years	11%	15%
20 to less than 30 years	24%	27%
30 to less than 40 years	15%	17%
40 or more	24%	23%
Mean	26	27

Base: Valid respondents (Bases vary)

Respondent Characteristics

Born in Canada

	City Wide	Ward 14
Yes	73%	80%
No	27%	20%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=656)	Ward 14 (n=33)
Less than 12	28%	30%
12 to 17	12%	2%
18 or older	60%	66%
No response	-	2%

Ethnic Background

	City Wide	Ward 14
Caucasian/ White	23%	22%
British	20%	22%
Canadian/ French Canadian	16%	27%
Northern or Western European	12%	15%
Southern or Eastern European	11%	9%
East or Southeast Asian	11%	10%
South Asian	7%	1%
Central/ South American or Caribbean	3%	1%
West Asian or Middle Eastern	2%	-
African	2%	1%
Aboriginal/ First Nations/ Metis	2%	1%

Disability

	City Wide	Ward 14
Yes	16%	17%
No	84%	83%

Visible Minority

	City Wide	Ward 14
Yes	25%	15%
No	75%	85%

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