

2018 Quality of Life and Citizen Satisfaction Survey

Ward 3 Report

Prepared for The City of Calgary by:

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Table of Contents

03

Methodology

04

Summary of Key Findings

10

Quality of Life

18

Issue Agenda

20

City Programs and Services

37

Taxation

43

Contact with The City and
Customer Service

49

City Communications

52

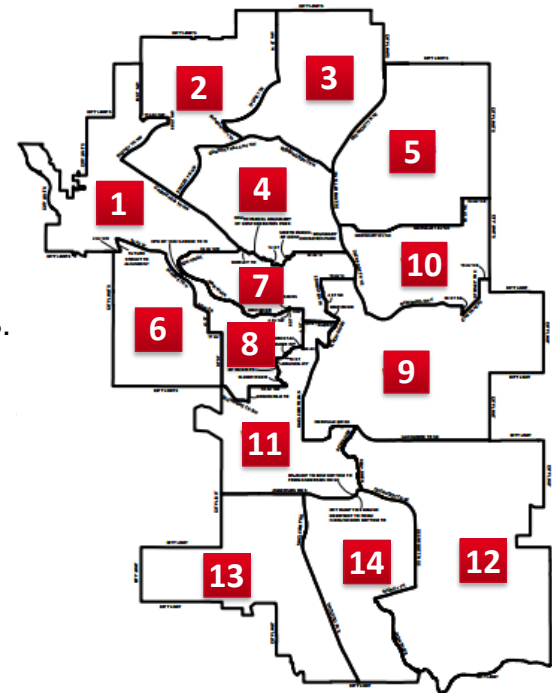
City Reputation and Performance

62

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 157 interviews were conducted with residents of Ward 3 (MOE ± 7.8).
- ❖ Research Note on significant differences.
 - Throughout, City Wide results are compared to results from Ward 3.
 - \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 3 are compared to those from 2017.
 - Only significant differences are shown.





Summary of Key Findings



Key Findings: Quality of Life

Ward 3 residents' perceptions about the quality of life in Calgary are consistent with City Wide.

- ❖ More than eight-in-ten (85%) Ward 3 residents say the quality of life in Calgary today is 'good,' statistically consistent with 86% City Wide.
- ❖ Just under one-half (49%) say the quality of life in Calgary has stayed the same over the past three years (identical to City Wide), while 19% say it has improved (on par with 22% City Wide), and 33% say it has worsened (on par with 29% City Wide).
 - While Ward 3 metrics are statistically consistent with City Wide, the net change (improved minus worsened) is greater in Ward 3 (a -14 point gap versus a -7 point gap).
- ❖ Perceptions of sustainability (connectedness, making a life and living, inclusivity, and direction for the future) are all on par with City Wide.
- ❖ Overall, 86% of Ward 3 residents agree that Calgary is on the right track to being a better city, statistically consistent with 84% City Wide.
- ❖ More than eight-in-ten (85%) Ward 3 residents say they do or would feel safe walking alone in their neighbourhood after dark, on par with 82% City Wide.
 - However, Ward 3 residents are significantly less likely to say they would feel 'very safe' (30% versus 41% City Wide).

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

The Ward 3 issue agenda aligns closely with City Wide results although a greater emphasis is placed on “education” in Ward 3.

- ❖ “Infrastructure, traffic & roads” dominates the issue agenda in Ward 3 (35%), on par with 40% City Wide.
- ❖ All other issues are deemed a distant second in priority. While the order of issues may vary slightly from City Wide, these differences are not statistically significant with the exception of “education”, which is higher in Ward 3.
 - In Ward 3, the next most important issues are “crime, safety & policing” (17%), “recreation” (14%), “transit” (13%), and “education” (13%).
 - City Wide, the next most important issues are “transit” (16%) and “crime, safety & policing” (14%), followed by “recreation” (9%). Only 7% mention “education”.
- ❖ Conversely, Ward 3 residents are less likely to mention “homelessness, poverty & affordable housing” (1% versus 5% City Wide), although this is not a leading issue for either.

Overall satisfaction with the level and quality of City services and programs is consistent with City Wide results.

- ❖ Just over three-quarters (76%) of Ward 3 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.
 - Though quite low, one-in-ten (10%) say they are not satisfied, 4 percentage points higher than City Wide (6%).

Key Findings: City Programs and Services

While Ward 3 residents' perceptions of specific City programs and services are largely similar to the broader Calgary public, there are some significant differences – of particular note are parks and recreation and emergency services.

❖ Parks and recreation

- Calgary's parks, playgrounds and other open spaces: Satisfaction in Ward 3 is lower than City Wide (90% versus 95%) and desired investment is higher (46% versus 37% *invest more*).
- City operated recreation facilities: Satisfaction in Ward 3 is lower than City Wide (84% versus 92%), desired investment is higher (48% versus 37% *invest more*).
- City operated recreation programs: While statistically consistent with City Wide, desired investment in Ward 3 is 19 percentage points higher this year than 2017 (38% versus 19% *invest more*).

❖ Emergency services

- Calgary Police Service: Desired investment is higher in Ward 3 than City Wide (66% versus 56% *invest more*). Ward 3 residents' preference for increased investment is up 14 percentage points from 2017 (52%).
- 9-1-1: Desired investment is higher in Ward 3 than City Wide (48% versus 40% *invest more*). Ward 3 residents' preference for increased investment is up 13 percentage points from 2017 (35%).

Satisfaction with spring road cleaning and residential garbage collection is down this year as compared to 2017.

- ❖ Spring road cleaning: satisfaction is down 9 percentage points (85% versus 94%) in Ward 3, while desired investment is up 13 percentage points (37% versus 24% *invest more*).
- ❖ Residential garbage collection: satisfaction is down 10 percentage points (84% versus 94%).
 - While importance and satisfaction metrics are statistically consistent with City Wide, slight differences in opinion mean it is identified as a primary *weakness* in Ward 3, it is a primary *strength* City Wide.

Key Findings: Taxation and Customer Service

Ward 3 residents' views on taxation are generally consistent with City Wide.

- ❖ Nearly six-in-ten (57%) Ward 3 residents give The City a 'good value' rating for the value of their property tax dollars, on par with 59% City Wide.
- ❖ The majority (57%) of Ward 3 residents support tax increases to maintain or expand services, while 38% support cutting services to maintain or reduce taxes.
 - While Ward 3 metrics are statistically consistent with City Wide (52% increase taxes and 43% cut services), the preference for tax increases over cutting services is greater (a 19 point gap versus a 9 point gap).
- ❖ Opinion is split on options for increasing City revenue, with 46% of Ward 3 residents saying The City should expand existing user fees and 46% saying introduce new types of service fees.
 - While these results are statistically consistent with City Wide (49% expand existing and 38% introduce new), opinion is more divided in Ward 3.

Perceptions of The City's customer service are on par with City Wide.

- ❖ Just over eight-in-ten (81%) Ward 3 residents who contacted or dealt with The City say they are satisfied with the overall level and quality of customer service, on par with 78% City Wide.
- ❖ Similarly, 81% of Ward 3 residents who contacted or dealt with The City say they are satisfied with their most recent contact, on par with 83% City Wide.
- ❖ Ward 3 residents' agreement with all tested customer service metrics is consistent with the City Wide results.
 - The percentage saying they 'strongly agree' that City staff are courteous, helpful, and knowledgeable has increased 18 percentage points this year (49% versus 31% in 2017).

Key Findings: Communications, City Reputation and Performance

Overall perceptions of City information and communications are consistent with the City Wide results.

- ❖ Overall, 77% of Ward 3 residents say they are satisfied with the quality of City information and communications, on par with 80% City Wide.
- ❖ Nearly six-in-ten (58%) say they have access to ‘just the right amount’ of information from The City, consistent with 57% City Wide.

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

- ❖ Familiarity (100% Ward 3 and 99% City Wide), favourability (72% Ward 3 and 68% City Wide), trust (65% Ward 3 and 60% City Wide), and advocacy (41% Ward 3 and 34% City Wide) are all statistically consistent with City Wide.
 - While the overall measure of familiarity is consistent, fewer Ward 3 residents say they know The City ‘very well’ (17% versus 26% City Wide).

Perceptions of City performance are also statistically consistent with City Wide.

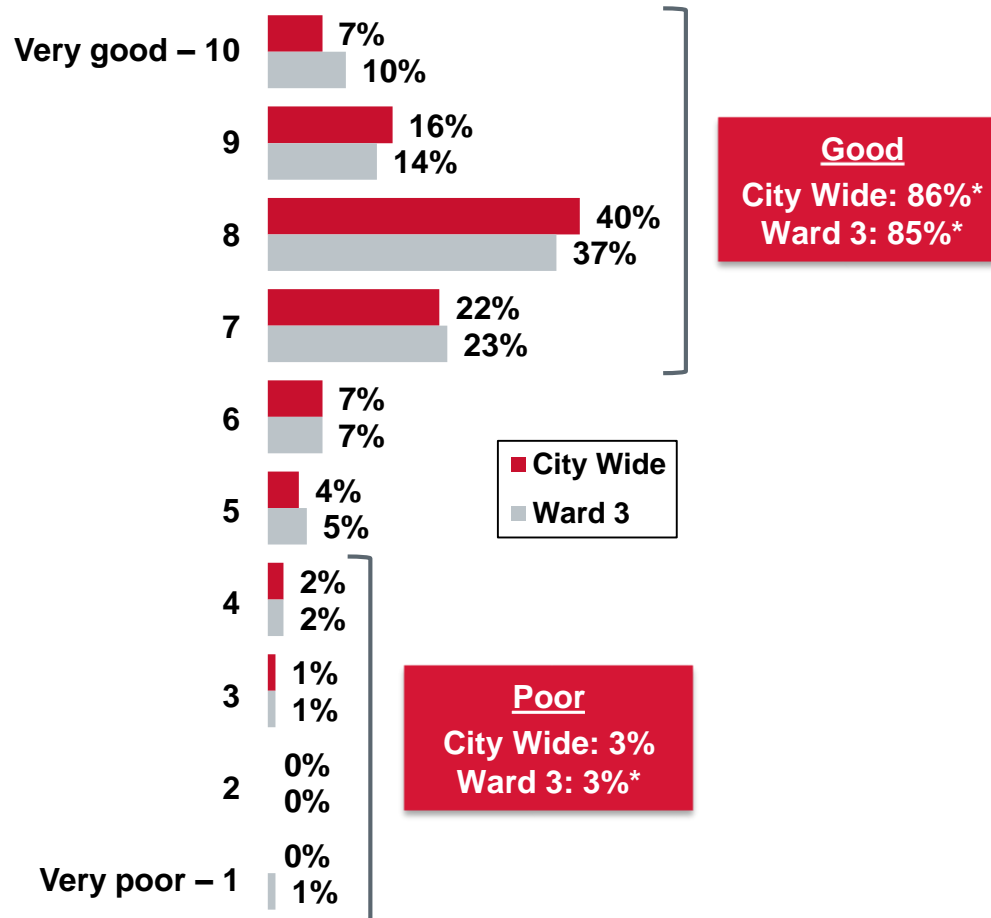
- ❖ Just over three-quarters (76%) of Ward 3 residents say they are satisfied with the way The City of Calgary, including Council and Administration, is going about running the City, on par with 79% City Wide.
- ❖ More than seven-in-ten (72%) Ward 3 residents agree that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary, on par with 74% City Wide.
- ❖ Ward 3 residents’ perceptions of transparency and citizen input are all consistent with City Wide.



Quality of Life



Overall Quality of Life in Calgary

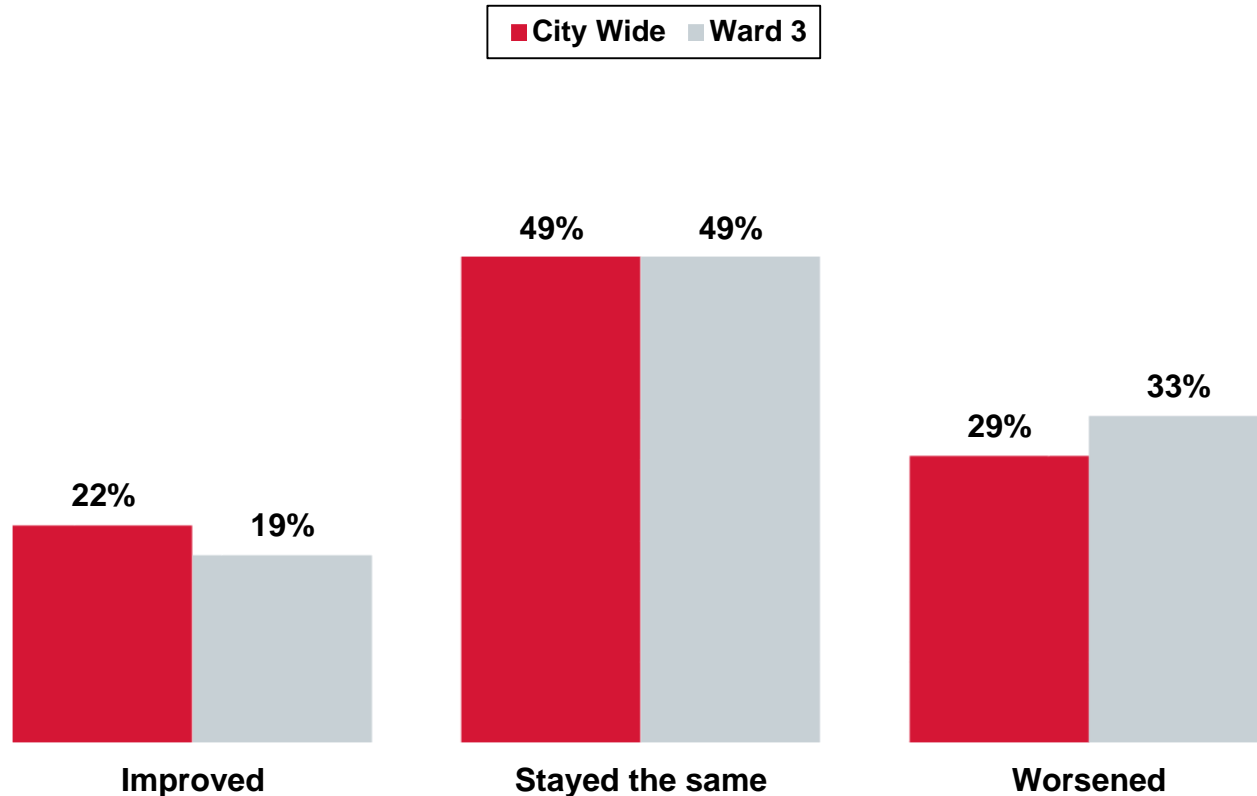


On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,497 / Ward 3: n=156)

*Rounding

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 ...?

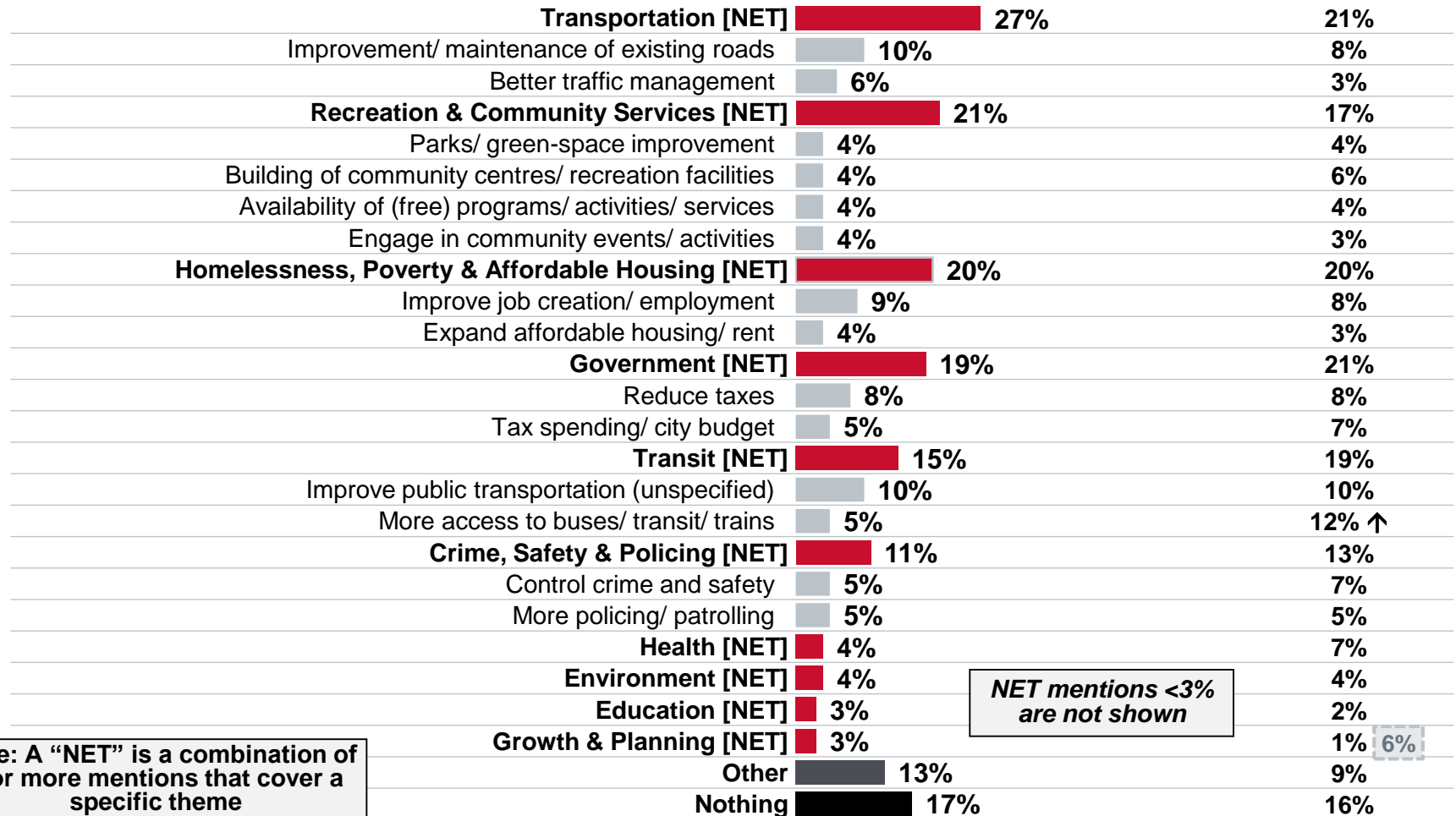
Base: Valid respondents (City Wide: n=2,482 / Ward 3: n=156)

Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 3



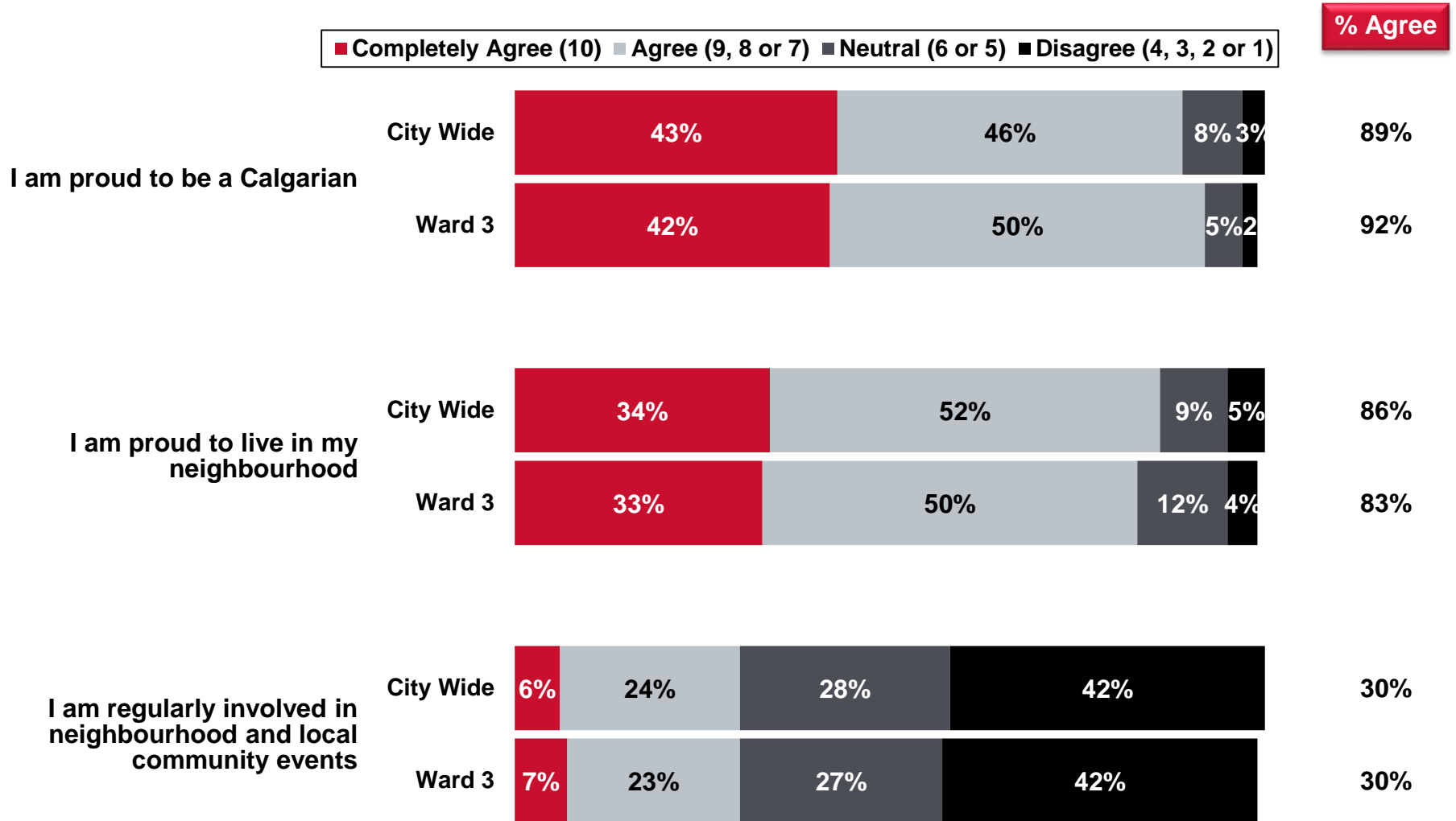
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

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 3: n=148)

Ward 3 2017

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 3

22%

62%

13%

3%

84%

Calgary is a great place to make a living

City Wide

18%

53%

20%

9%

71%

Ward 3

18%

55%

18%

10%

73%

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

City Wide

19%

60%

15%

6%

79%

Ward 3

24%

57%

10%

9%

81%

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 3

12%

52%

23%

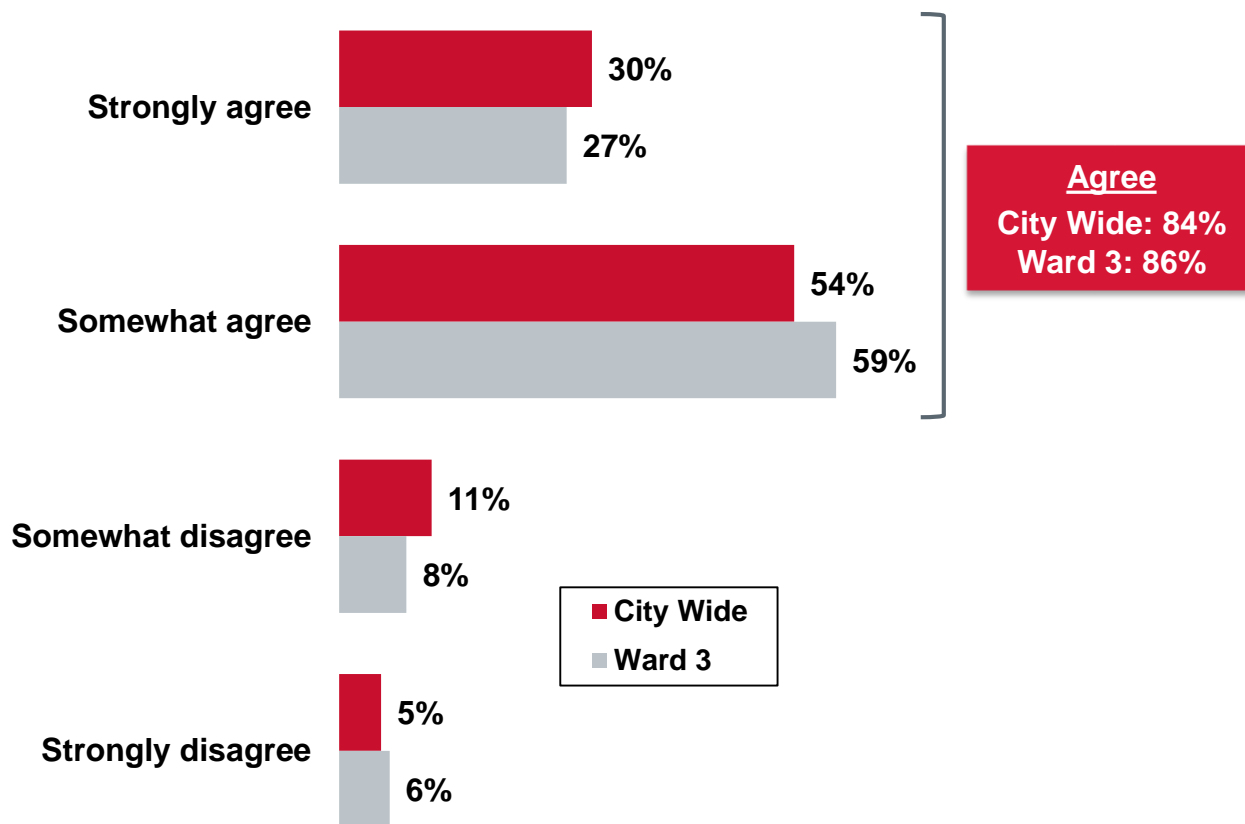
12%

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)

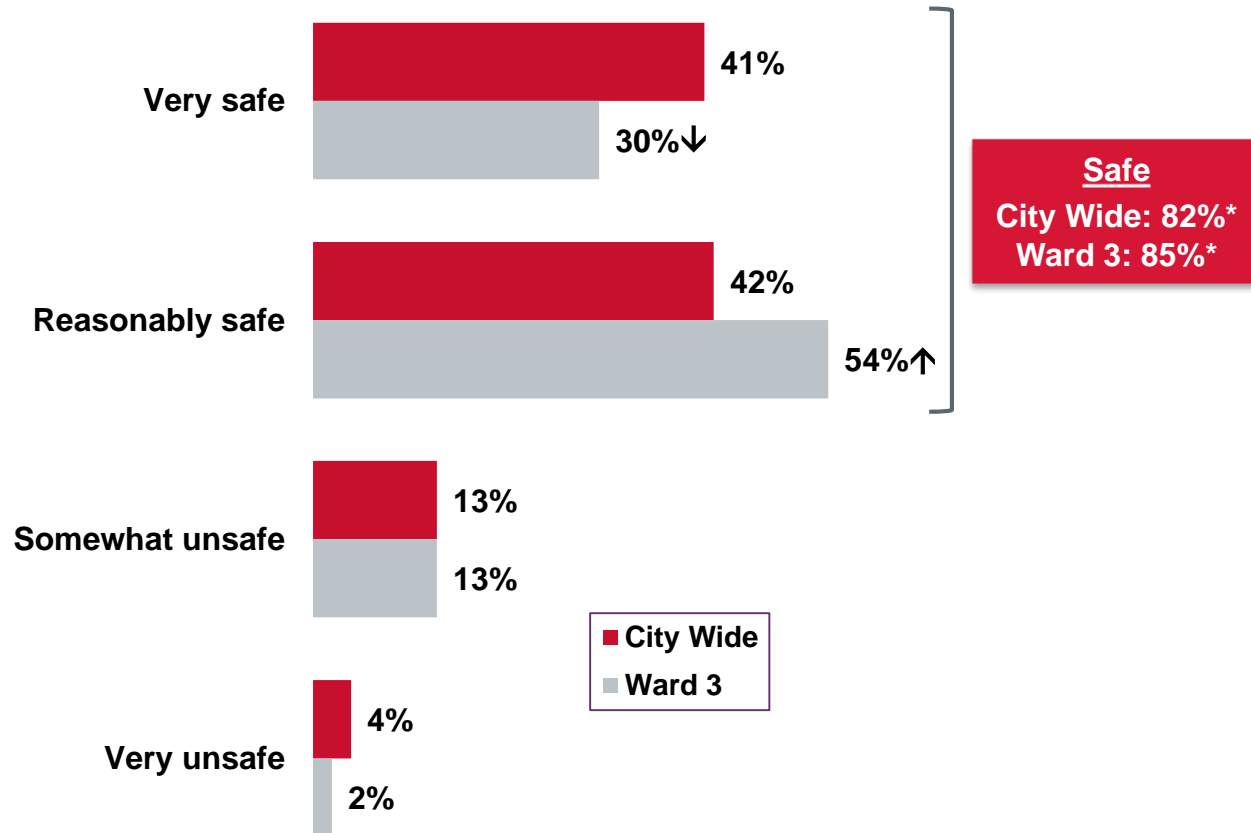
Calgary: On the Right Track to Being a Better City?



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 3: n=157)

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 3: n=157)



Issue Agenda



Issue Agenda

Multiple Responses

City Wide

Ward 3

■ First Mention ■ Other Mentions

| | | | | |
|---|------------|------------|------------|-------------|
| Infrastructure, Traffic & Roads [NET] | 29% | 11% | 40% | 35% |
| Traffic congestion | 7% | 9% | | 7% |
| (Lack of) snow removal | 5% | 3 | 8% | 7% |
| Roads (unspecified) | 6% | 8% | | 5% |
| Road conditions | 3 | 3 | 6% | 6% |
| Transit [NET] | 12% | 4% | 16% | 13% |
| Transportation (unspecified) | 7% | 9% | | 5% |
| Public Transportation (incl. buses/ C-train/ poor service) | 5% | 7% | | 9% |
| Crime, Safety & Policing [NET] | 9% | 5% | 14% | 17% |
| Recreation [NET] | 5% | 4% | 9% | 14% |
| Taxes [NET] | 5% | 3 | 8% | 6% |
| Environment & Waste Management [NET] | 3 | 4% | 7% | 7% |
| Education [NET] | 4% | 3 | 7% | 13%↑ |
| Economy [NET] | 4% | 5% | | 3% |
| Homelessness, Poverty & Affordable Housing [NET] | 3 | 5% | | 1%↓ |
| Budget & Spending [NET] | 2 | 4% | | 1% |
| Growth & Planning [NET] | 3 | 4% | | 3% |
| Olympics [NET] | 2 | 4% | | 5% |
| Other | | 18% | | 12% |
| None | | 16% | | 21% |

NET 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?

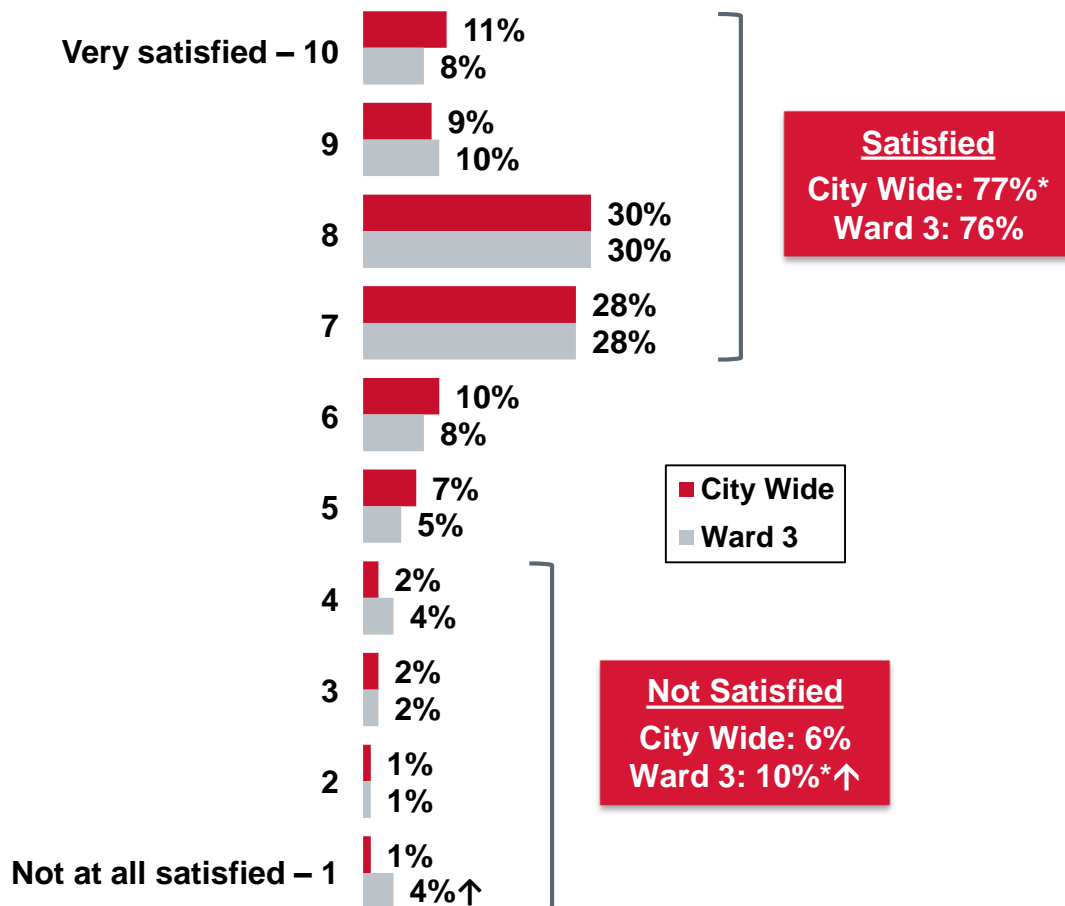
Base: Valid respondents (City Wide: n=2,454 / Ward 3: 155)



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?

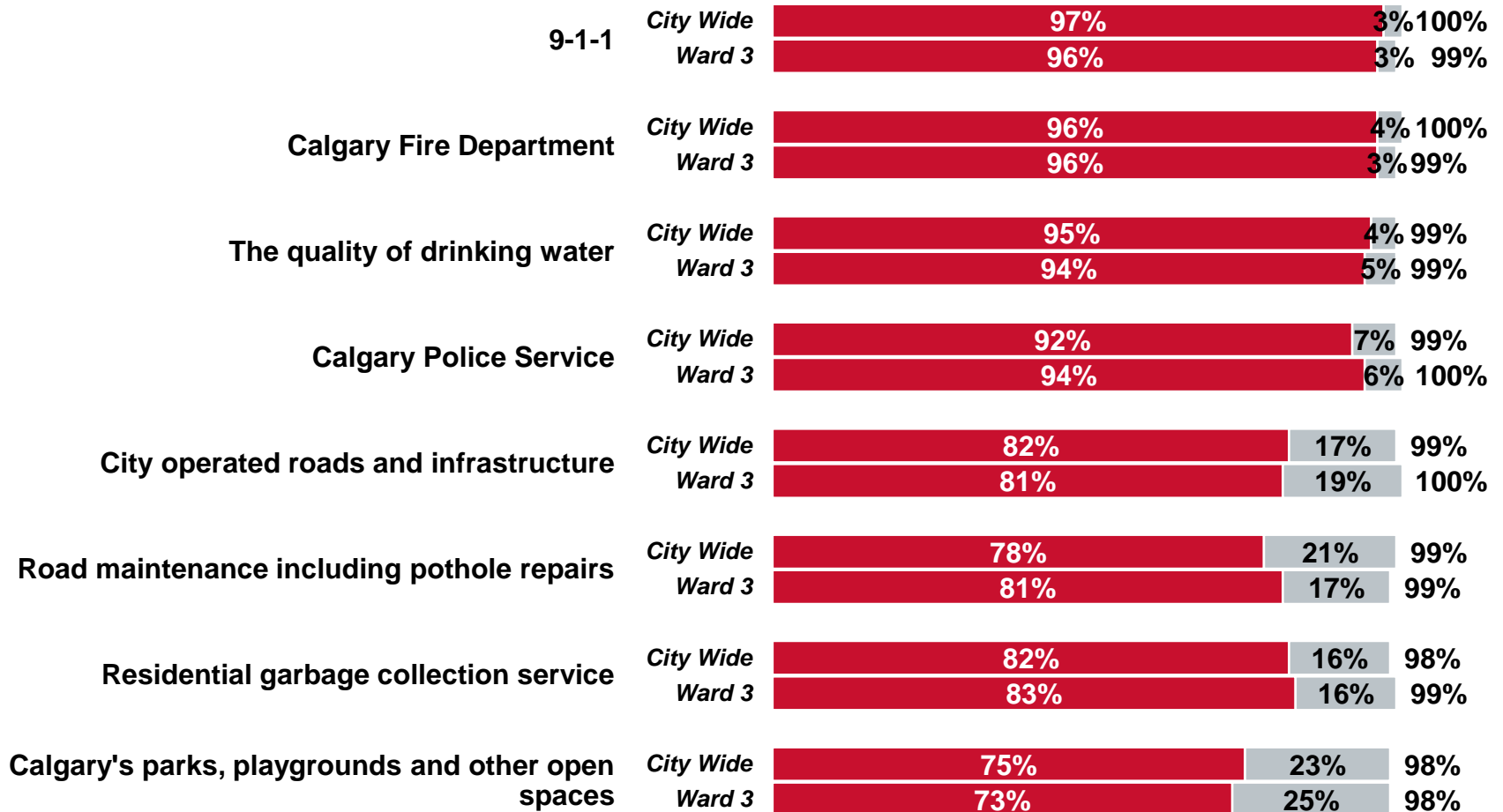
Base: Valid respondents (City Wide: n=2,488 / Ward 3: n=155)

*Rounding

Importance of City Programs and Services

% Important

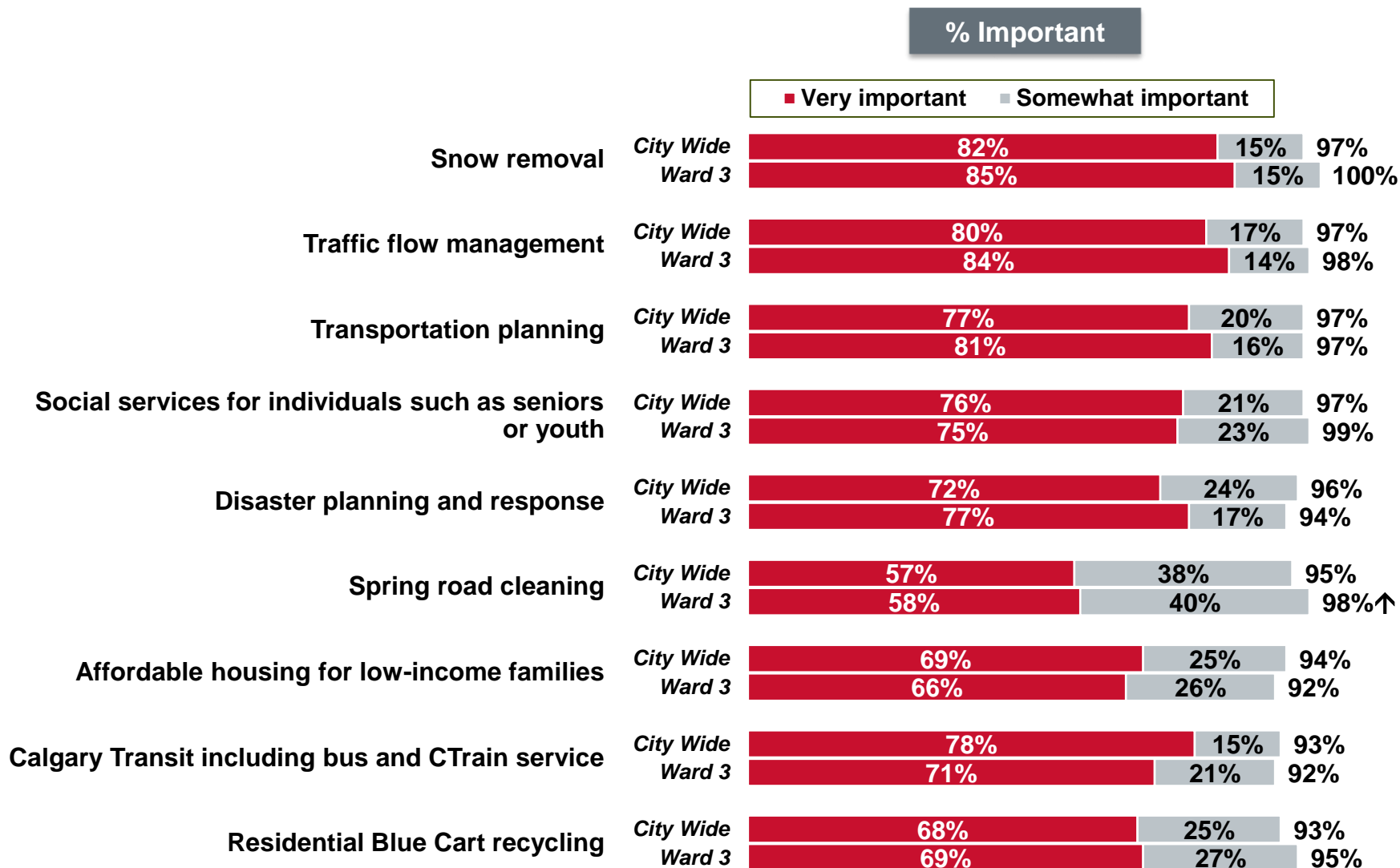
■ Very important ■ Somewhat important



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)



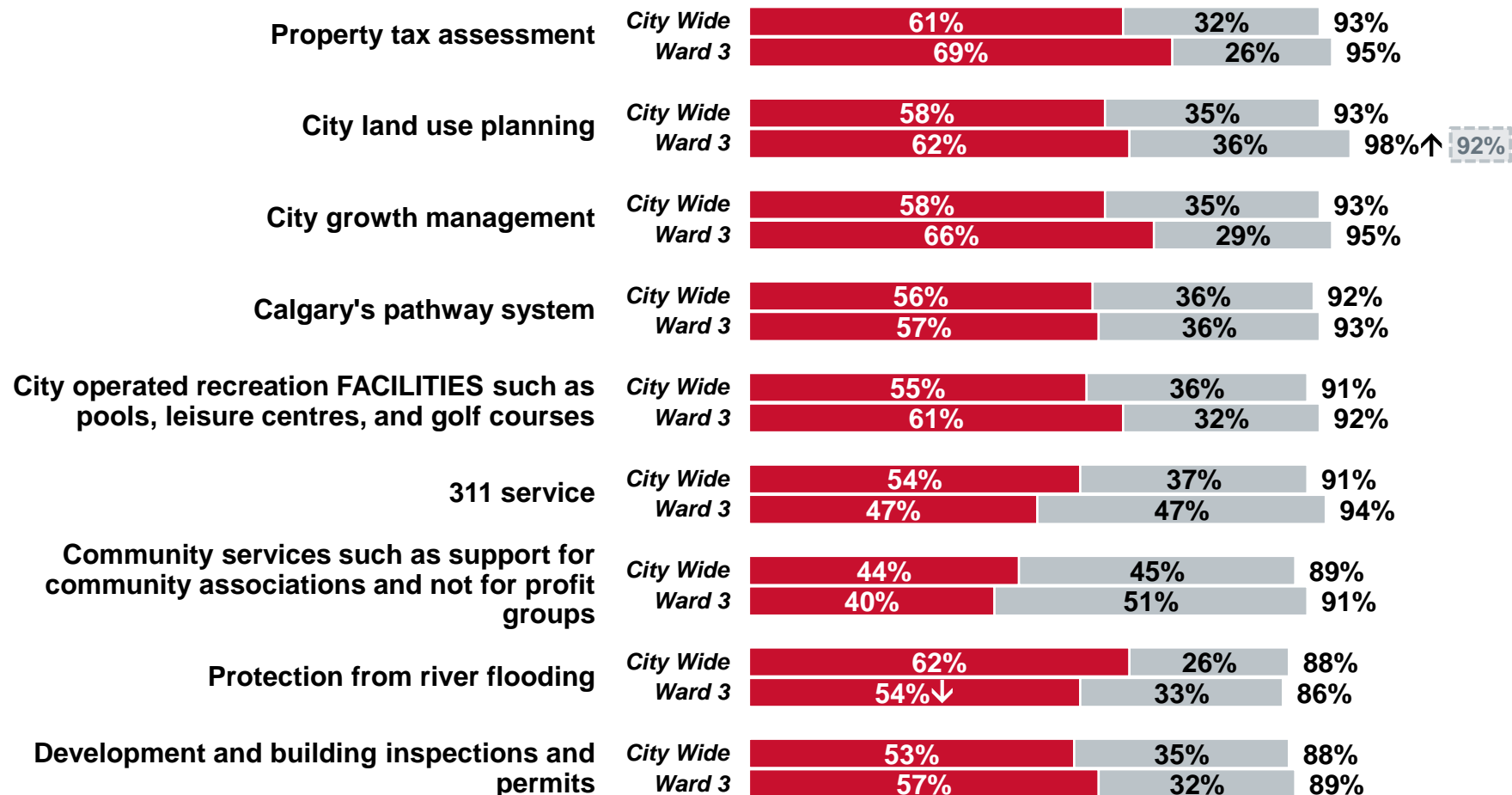
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important

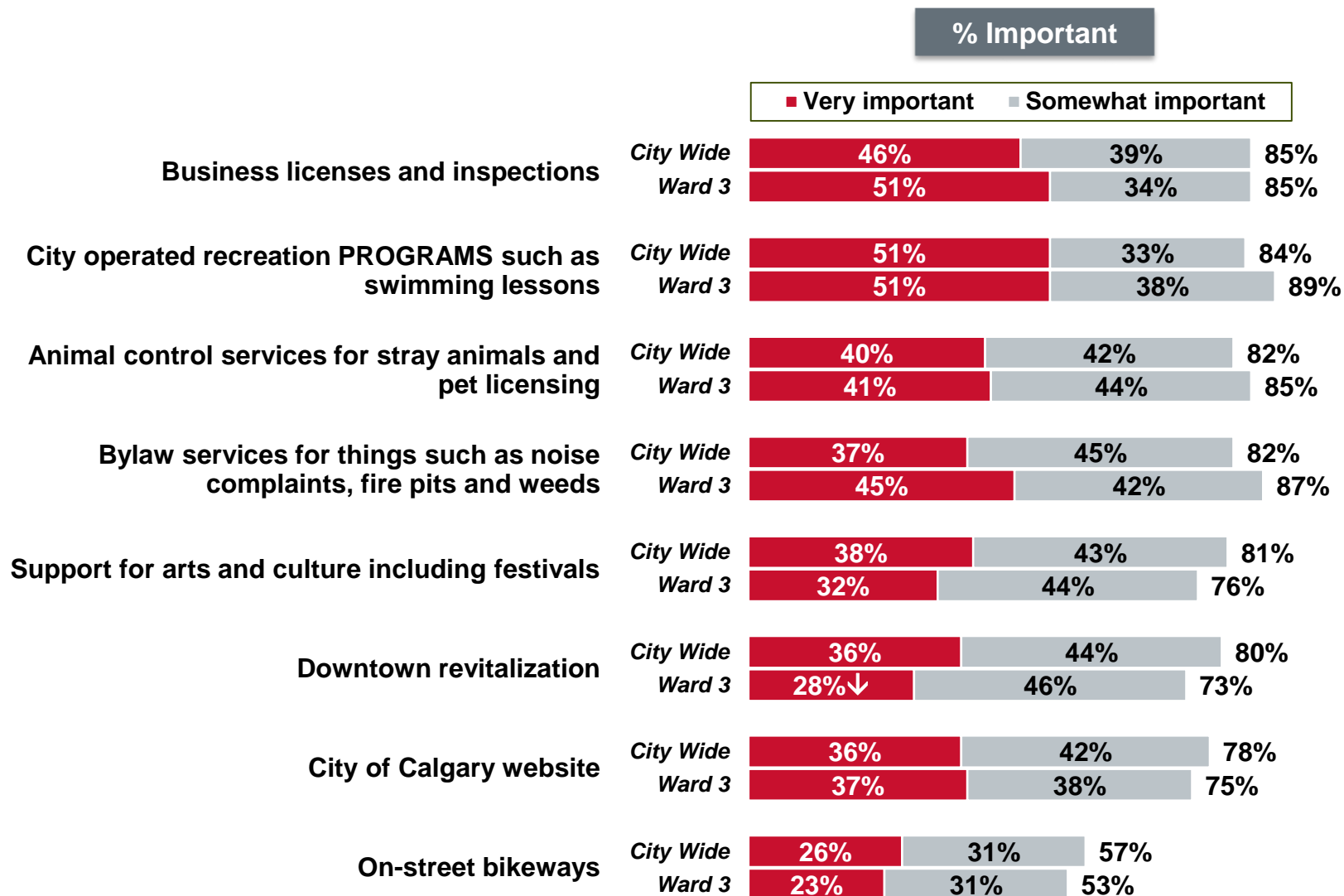


*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Ward 3 2017

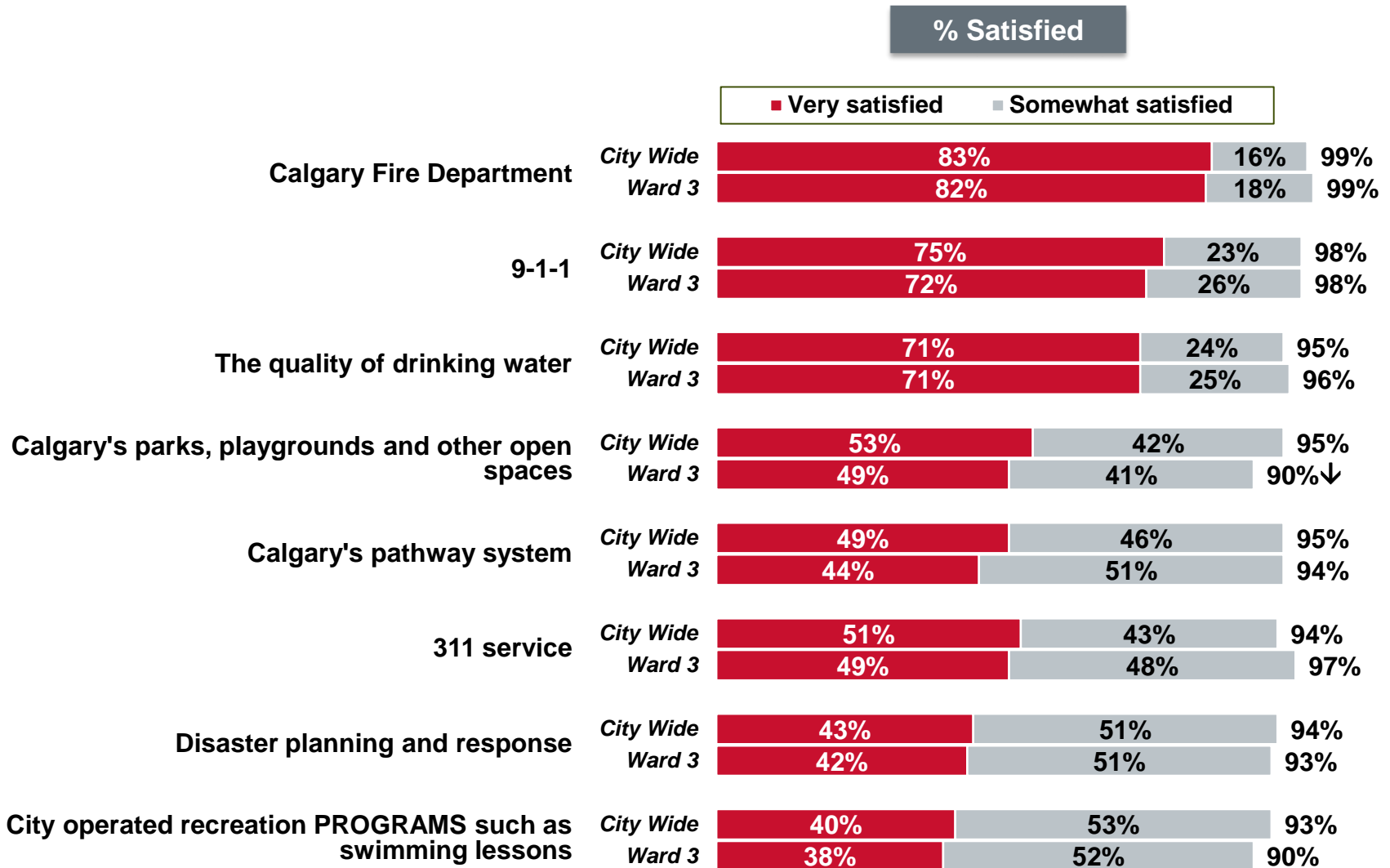
Importance of City Programs and Services (continued)



*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.*

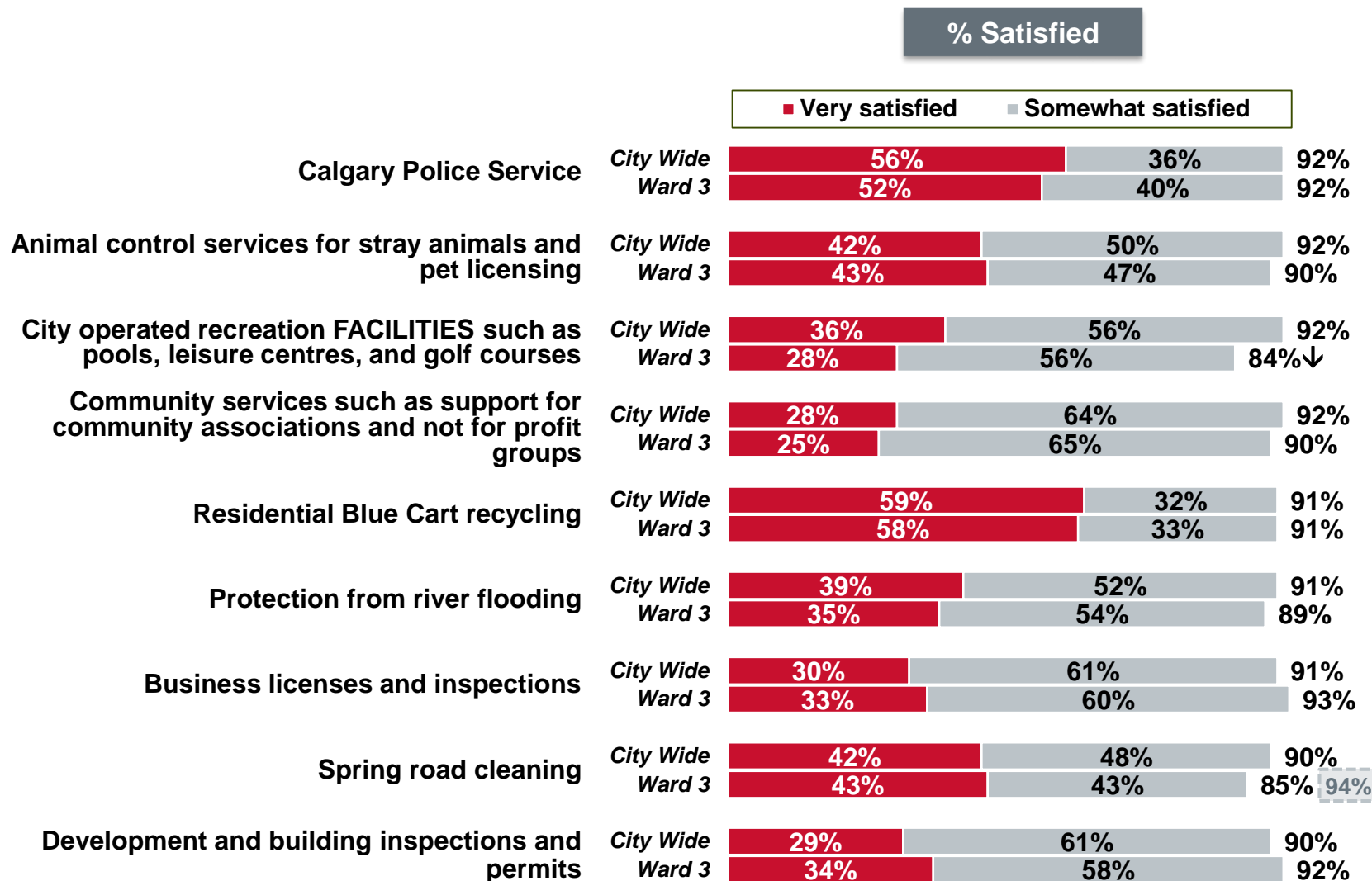
Base: Valid respondents (Bases vary)

Satisfaction with City Programs and Services



*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)

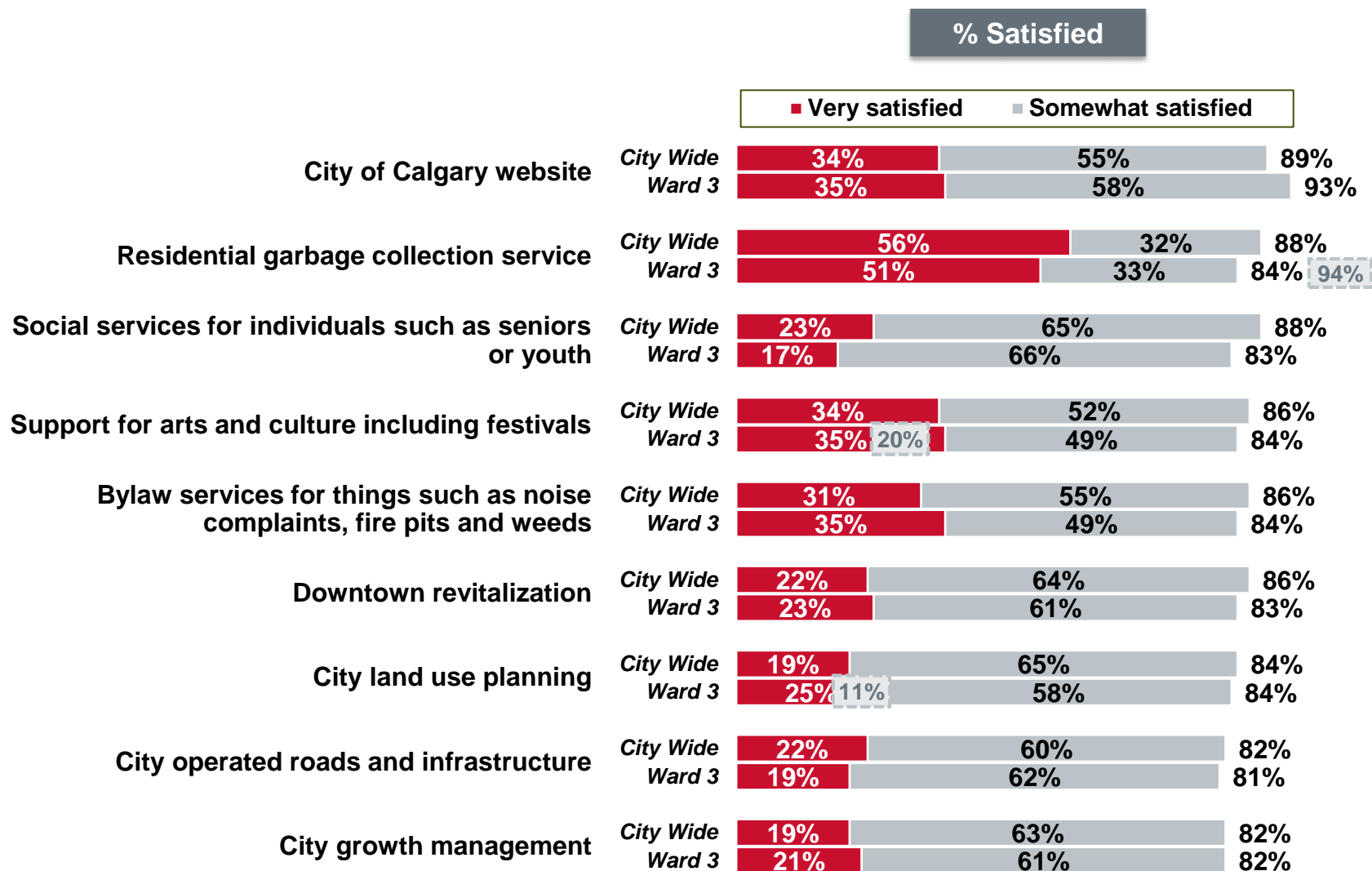
Satisfaction with City Programs and Services (continued)



*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 3 2017

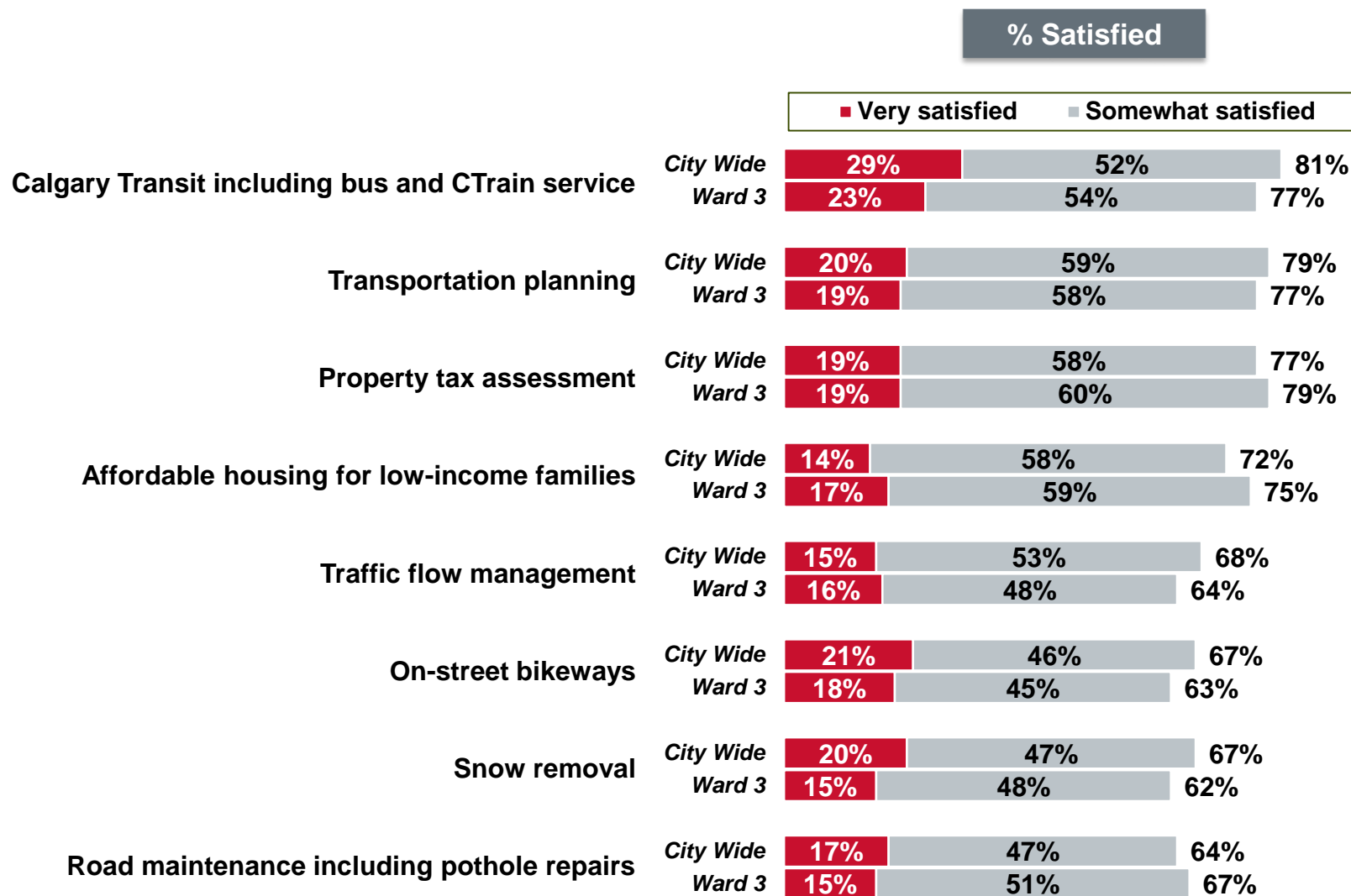
Satisfaction with City Programs and Services (continued)



*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)

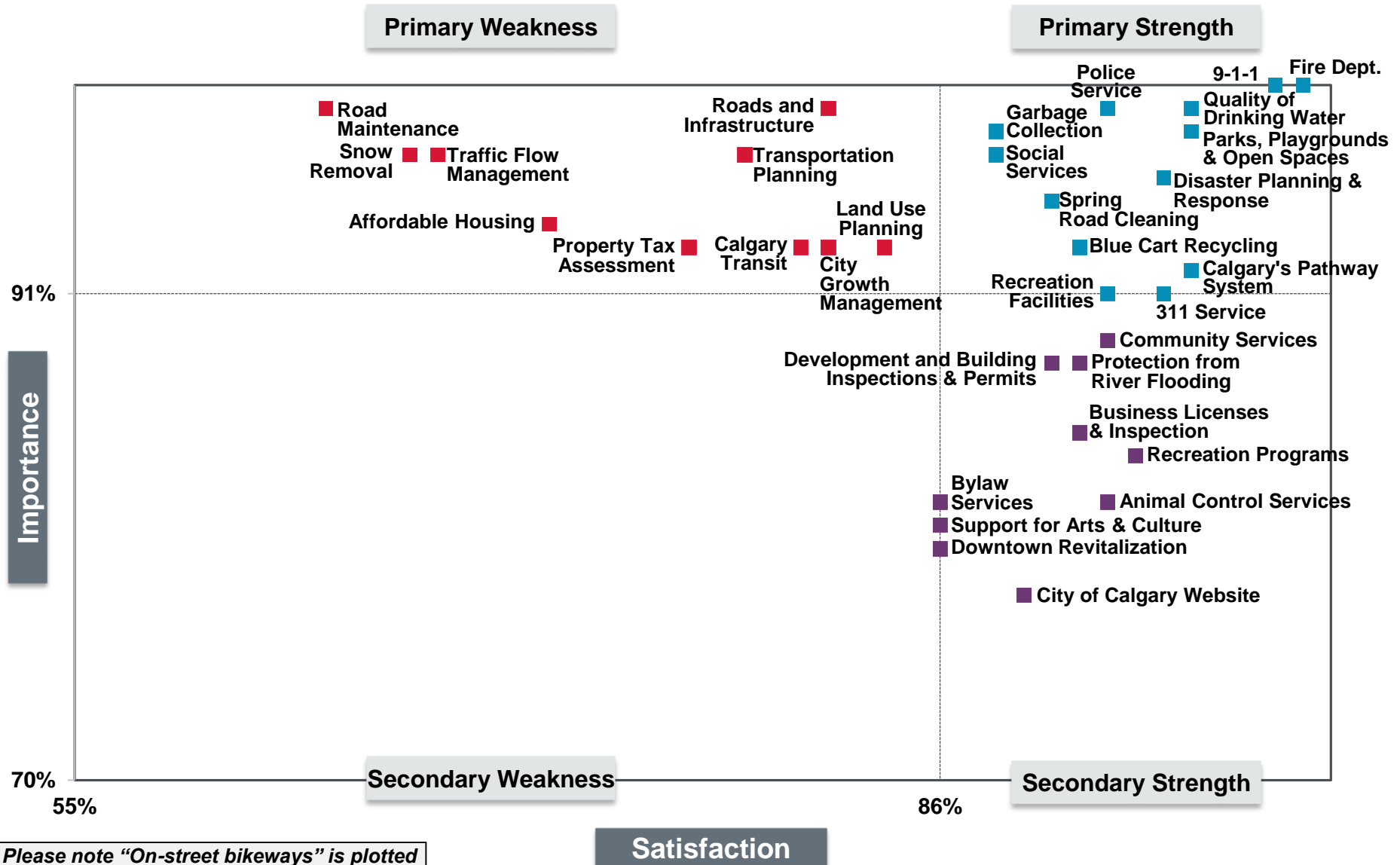
Ward 3 2017

Satisfaction with City Programs and Services (continued)

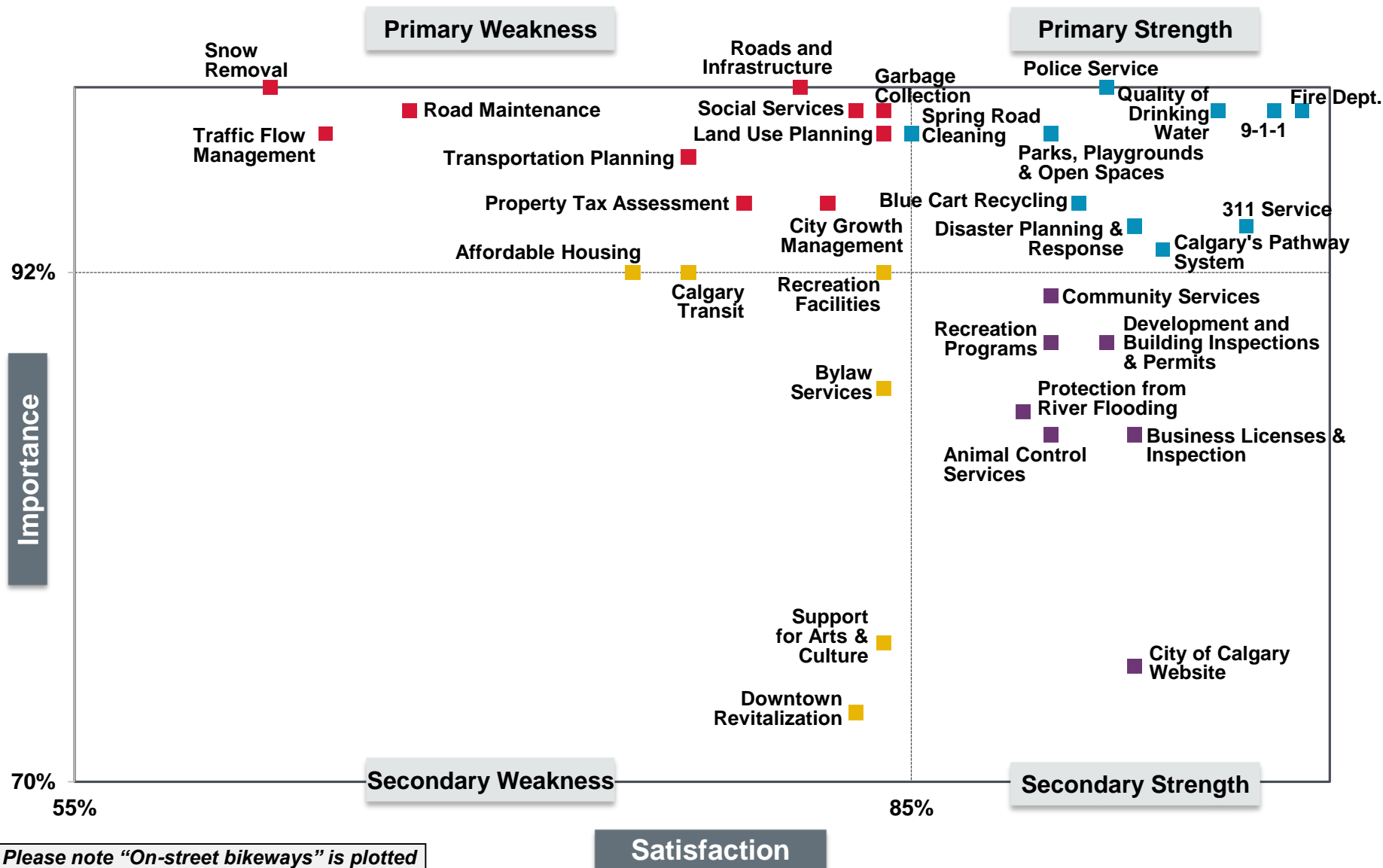


*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.*
Base: Valid respondents (Bases vary)

Importance vs. Satisfaction Grid: City Wide



Importance vs. Satisfaction Grid: Ward 3



Primary Strengths and Weaknesses: City Wide versus Ward 3

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

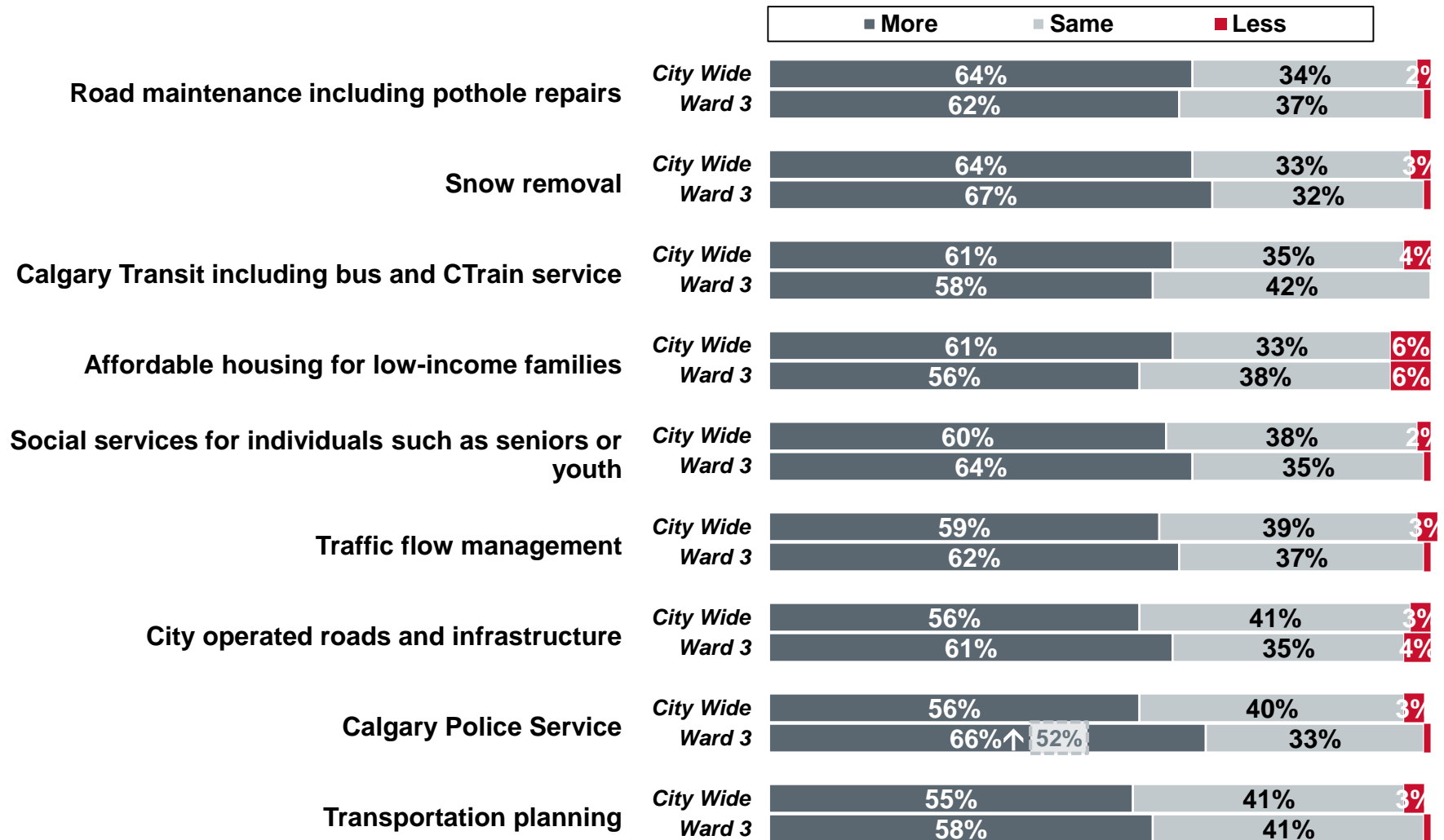
Primary Strength

Primary Weakness

Neither (in another quadrant)

| | City Wide | Ward 3 |
|------------------------------------|-----------|--------|
| 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 | | |

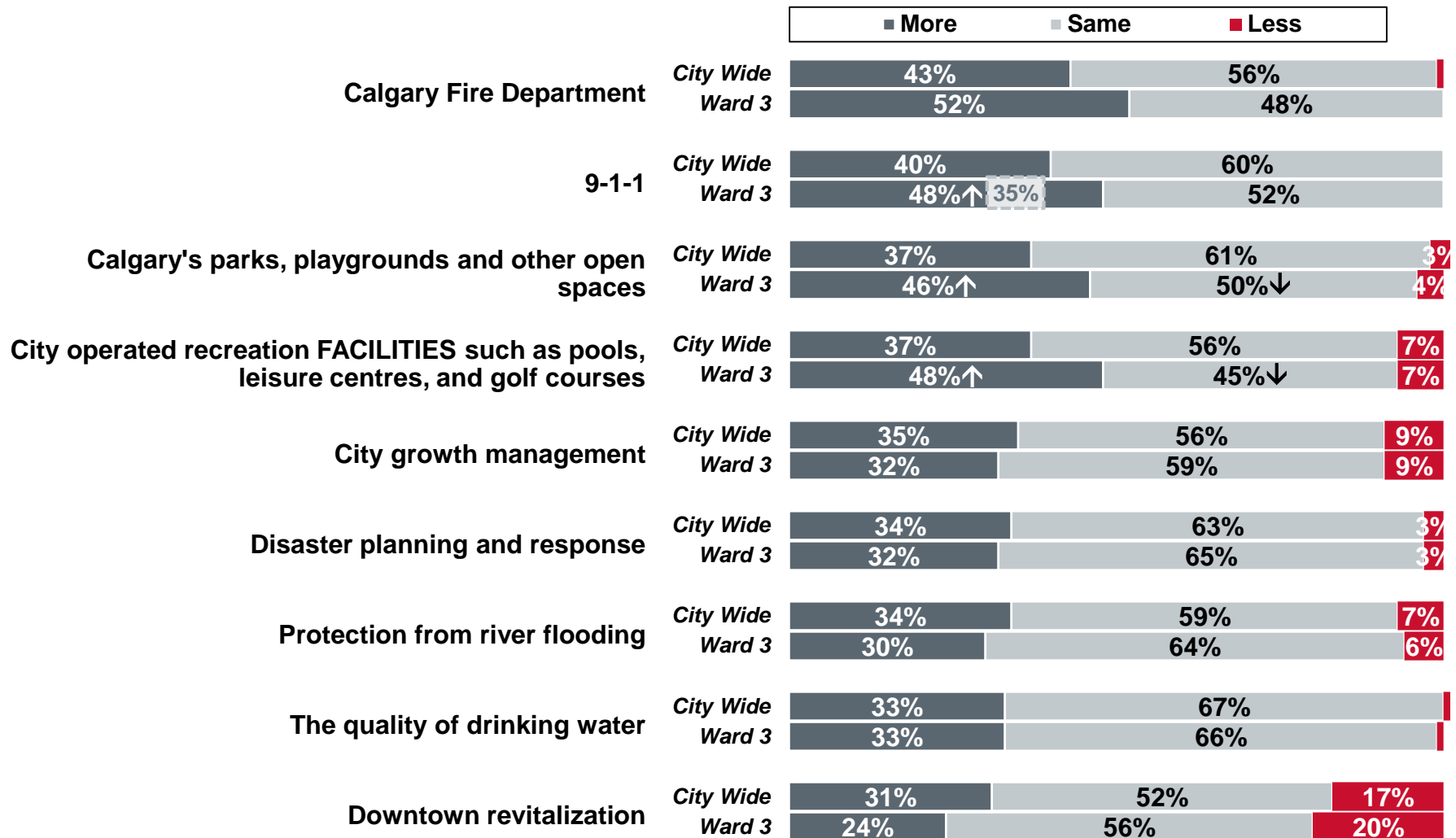
Investment in City Programs and Services



*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 3 2017

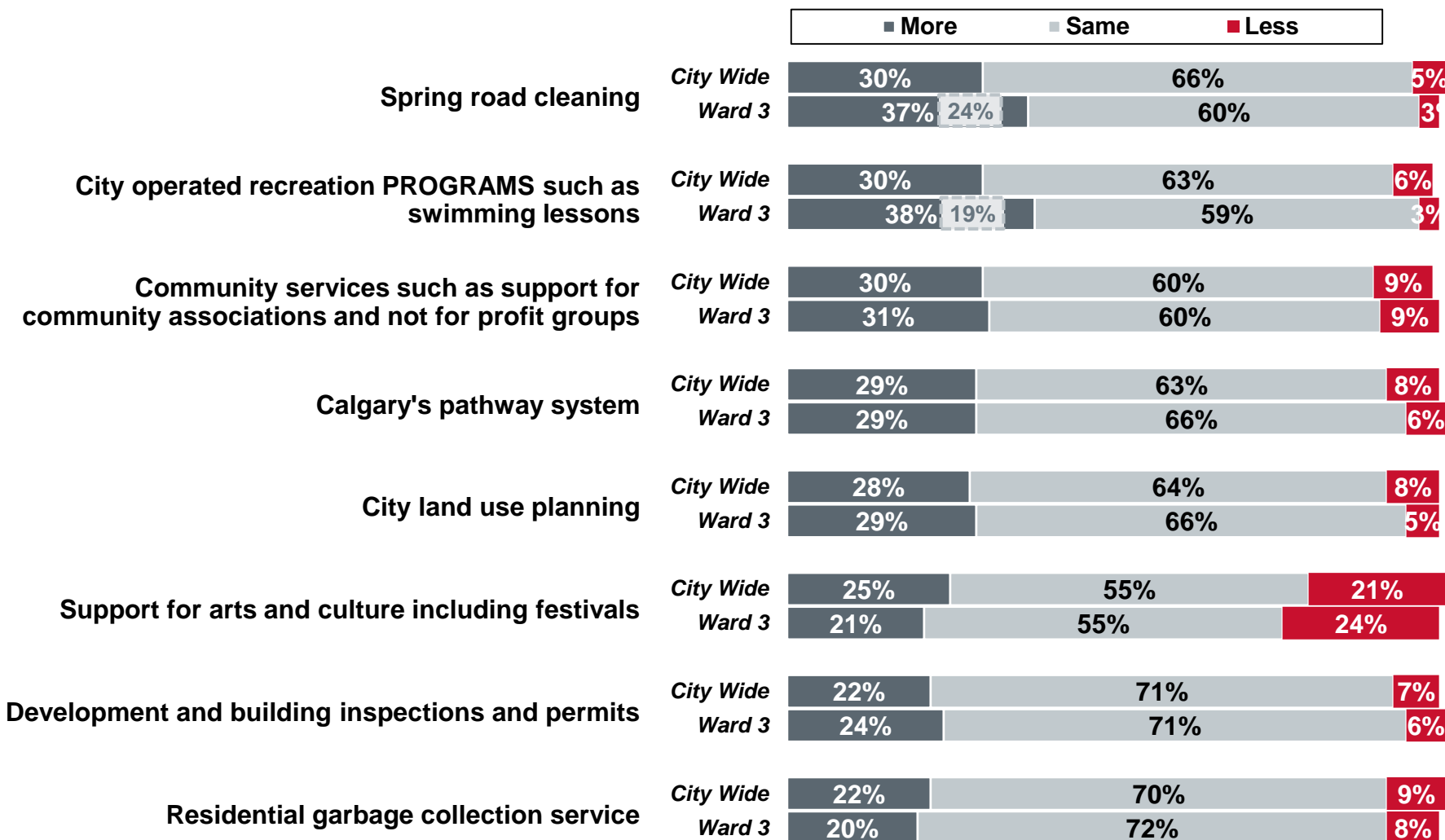
Investment in City Programs and Services (continued)



Ward 3 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)

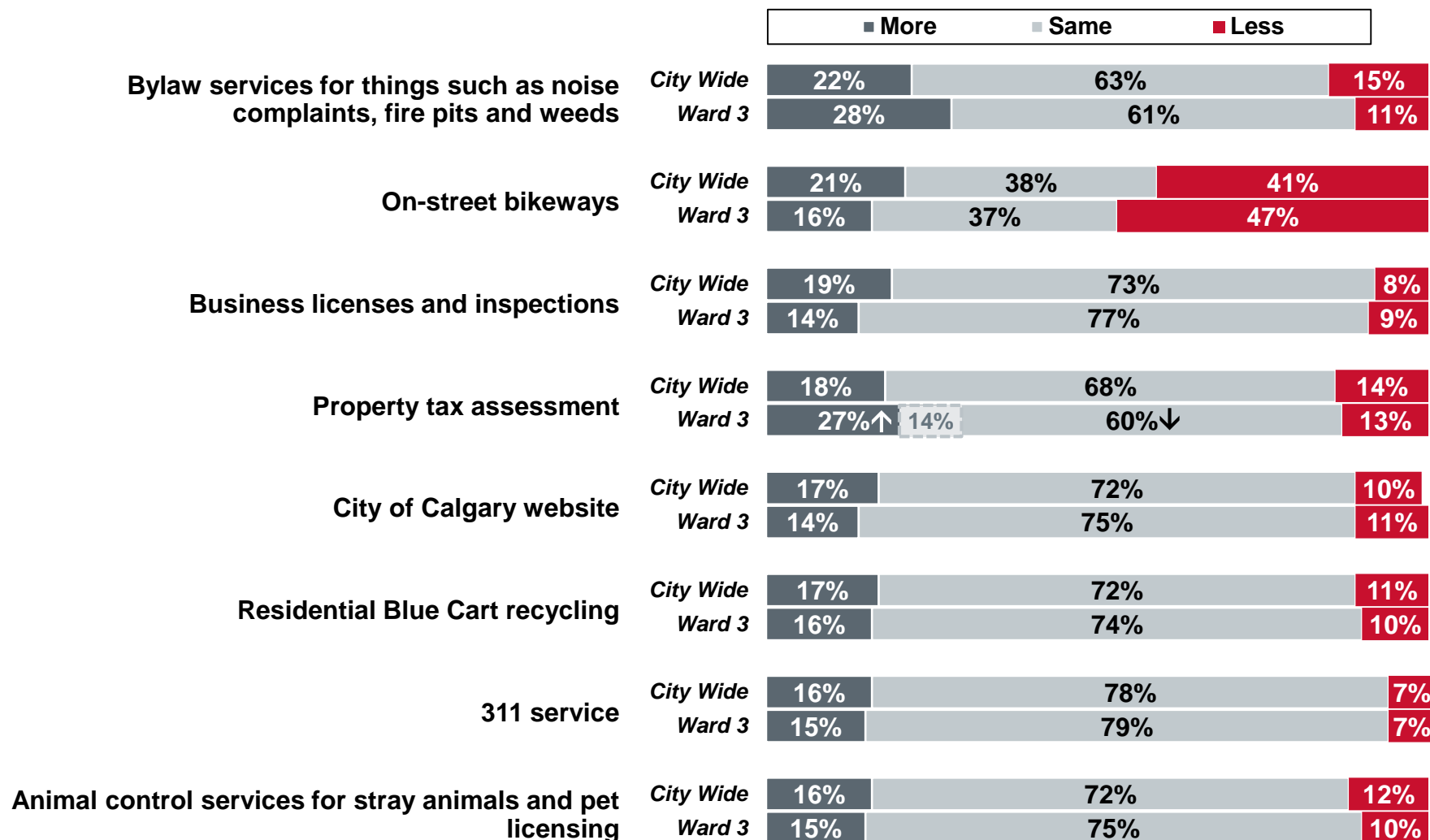
Investment in City Programs and Services (continued)



*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)

Ward 3 2017

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)

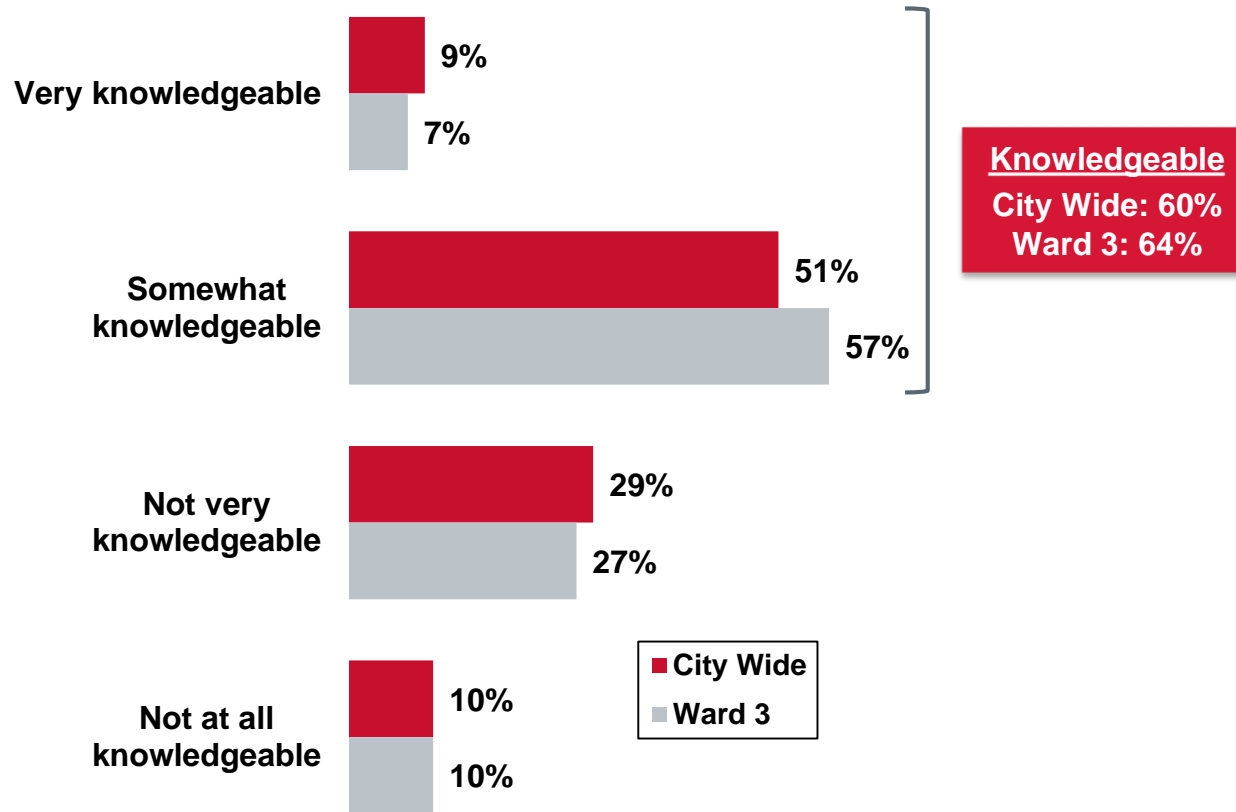
Ward 3 2017



Taxation



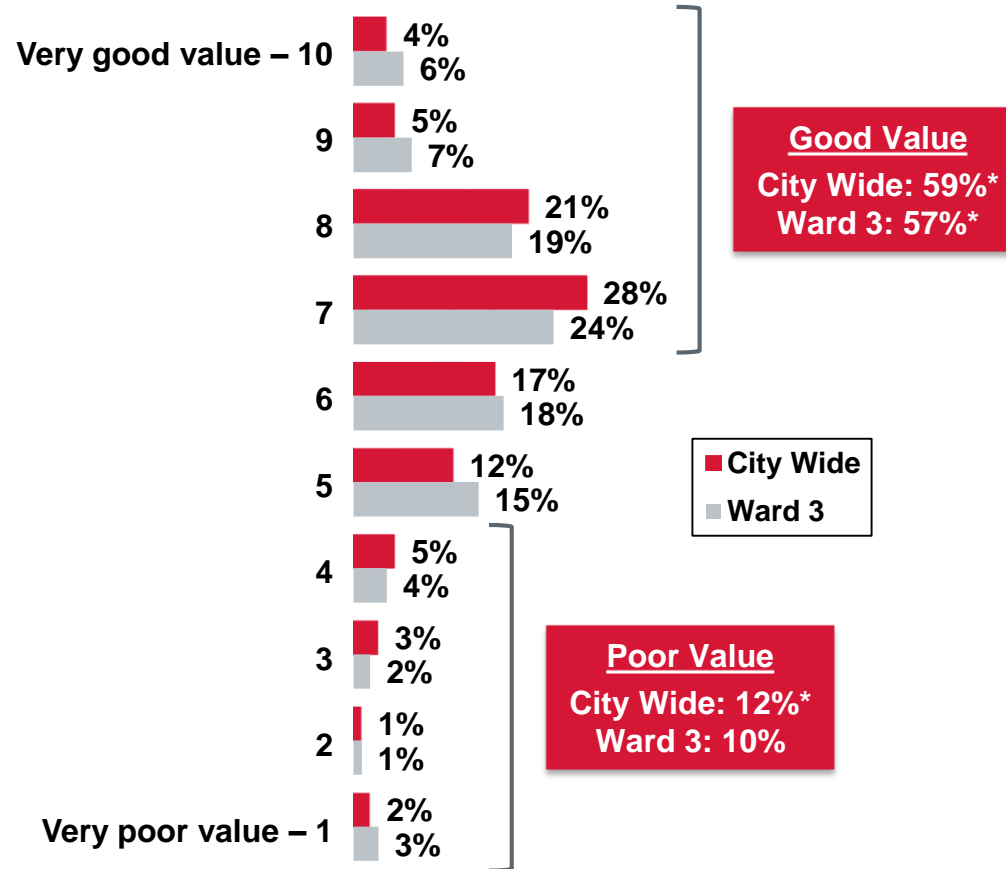
Knowledge Levels of Tax Dollar Spending



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 3: n=155)

Perceived Value of Property Taxes

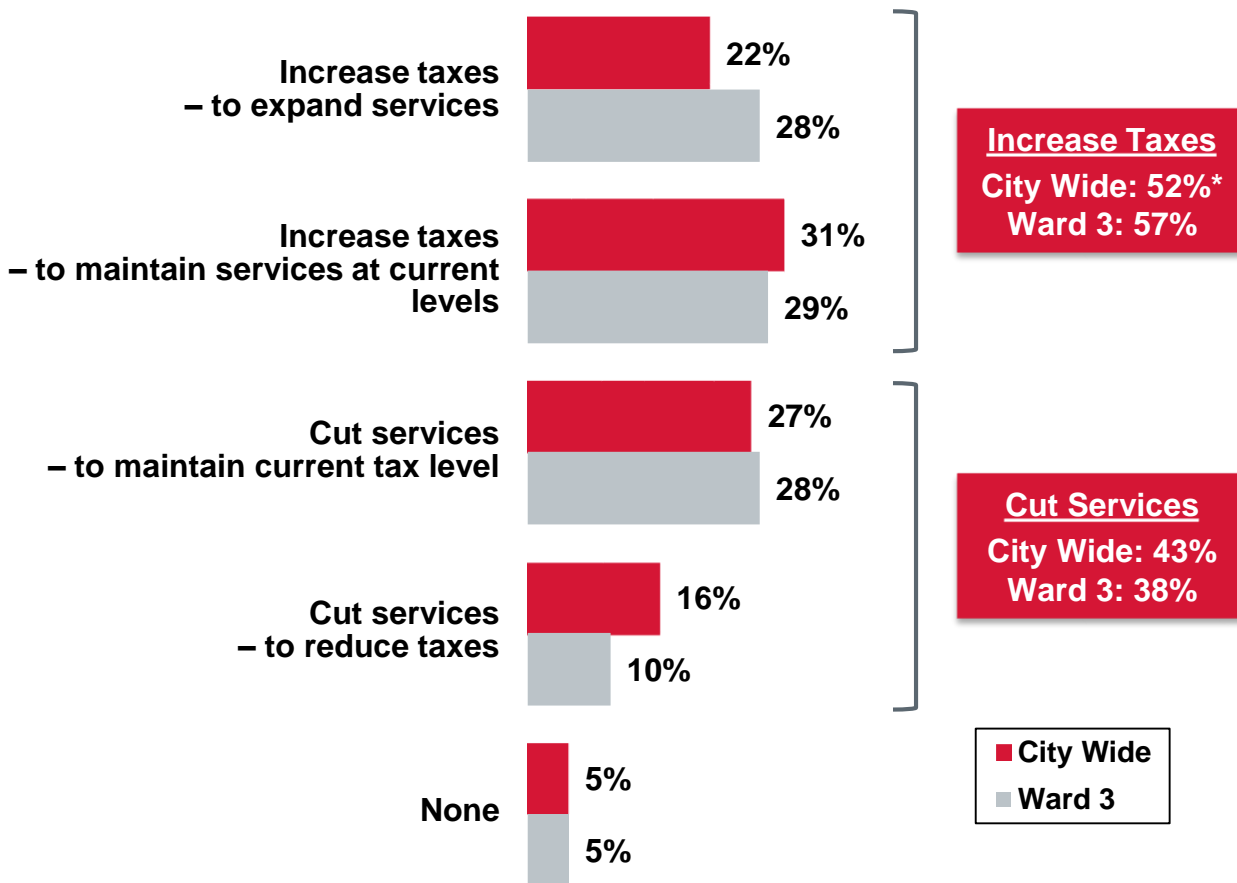


*Rounding

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=2,477 / Ward 3: n=156)

Balancing Taxation and Service Delivery Levels

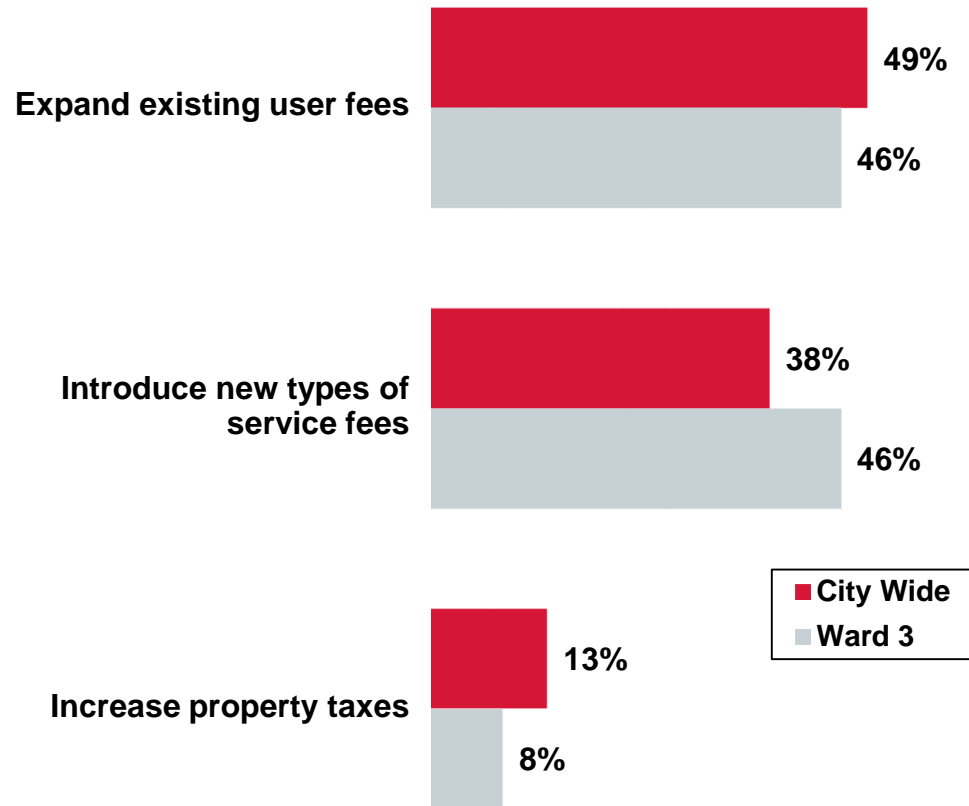


*Rounding

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 3: n=153)

Options for Increasing City Revenue

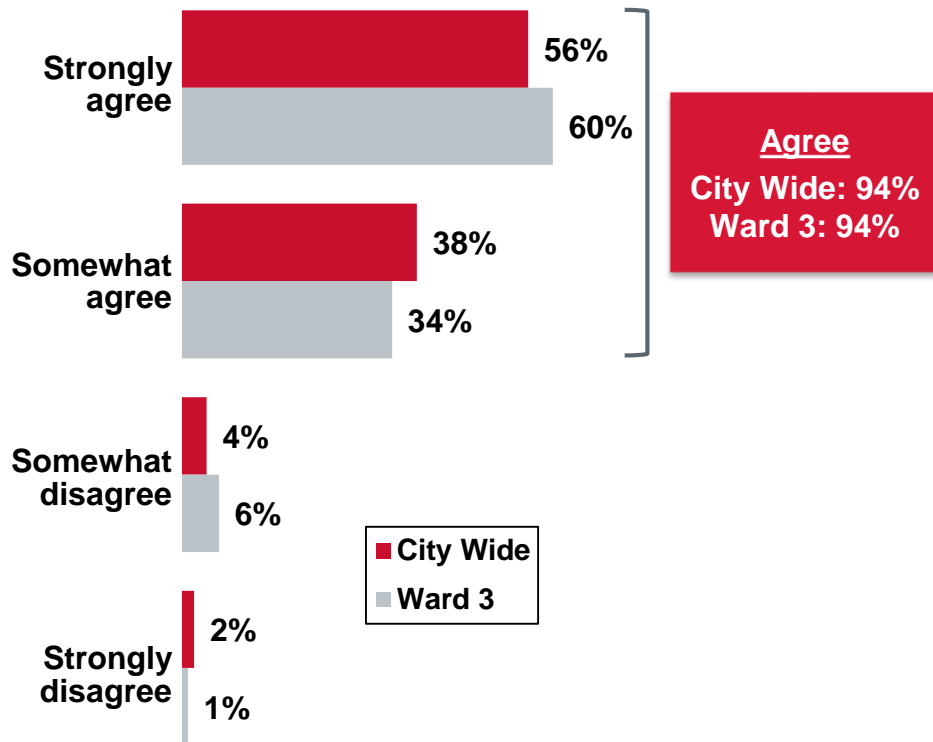


Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?

Base: Valid respondents (City Wide: n=2,352 / Ward 3: n=147)

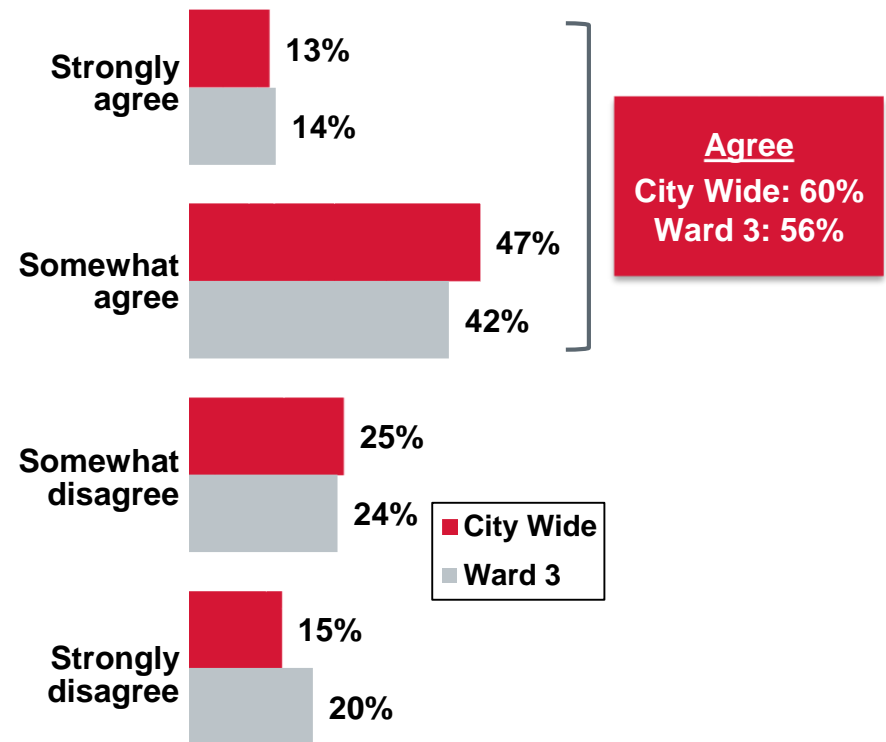
Property Tax Dollar Investment

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 3: n=155)

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 3: n=156)

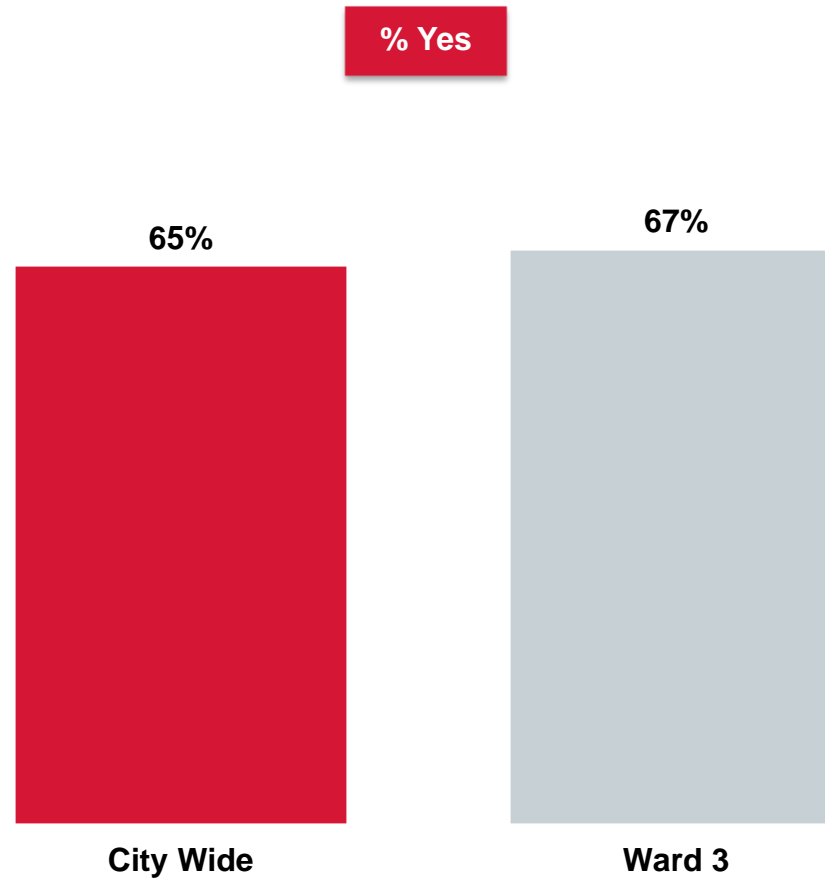
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



Contact with The City and Customer Service



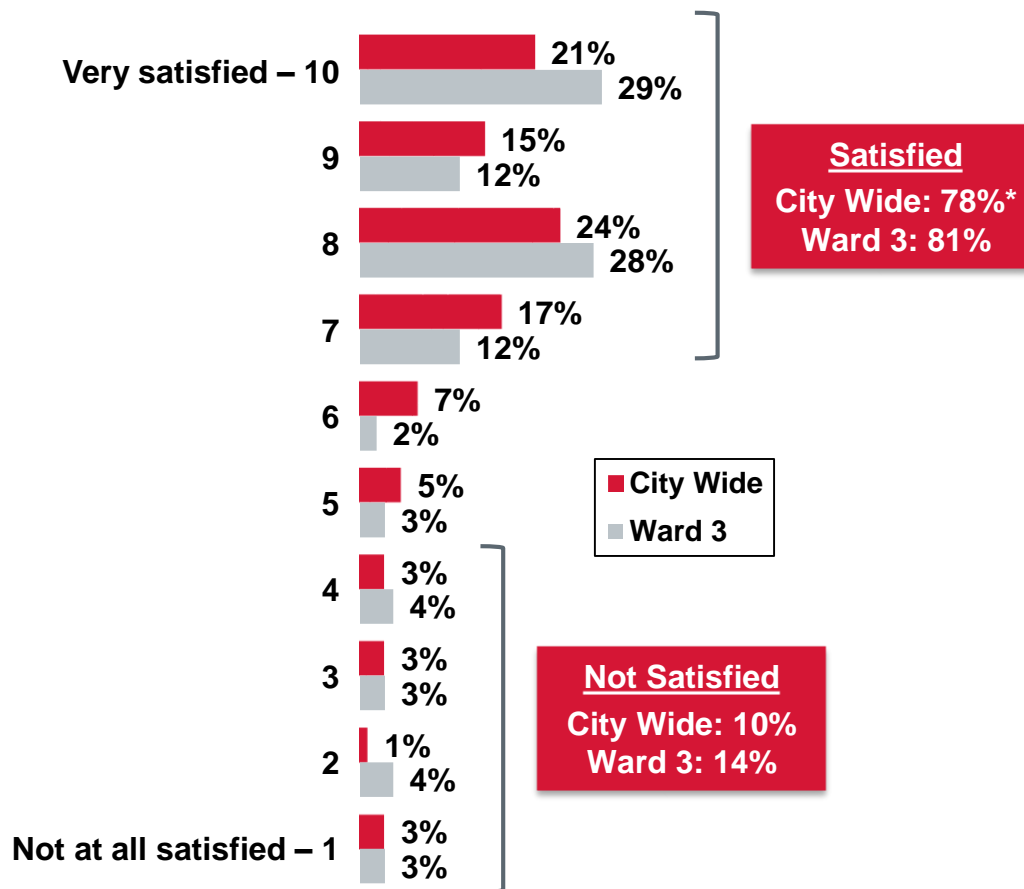
Past 12 Months Contact with The City of Calgary



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 3: n=156)

Satisfaction with the Overall Level and Quality of Customer Service



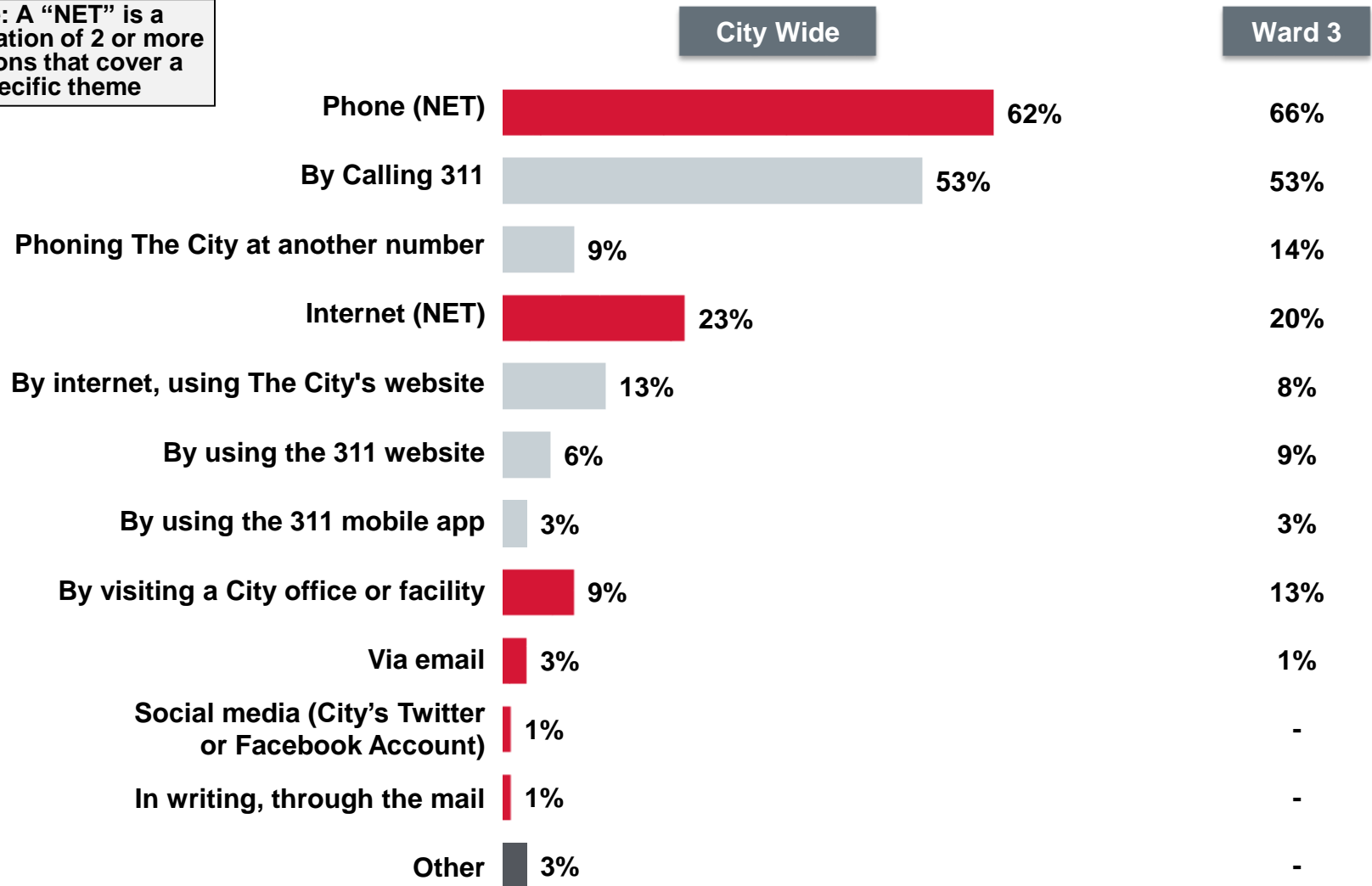
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

*Rounding

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,651 / Ward 3: n=107)

Type of Contact

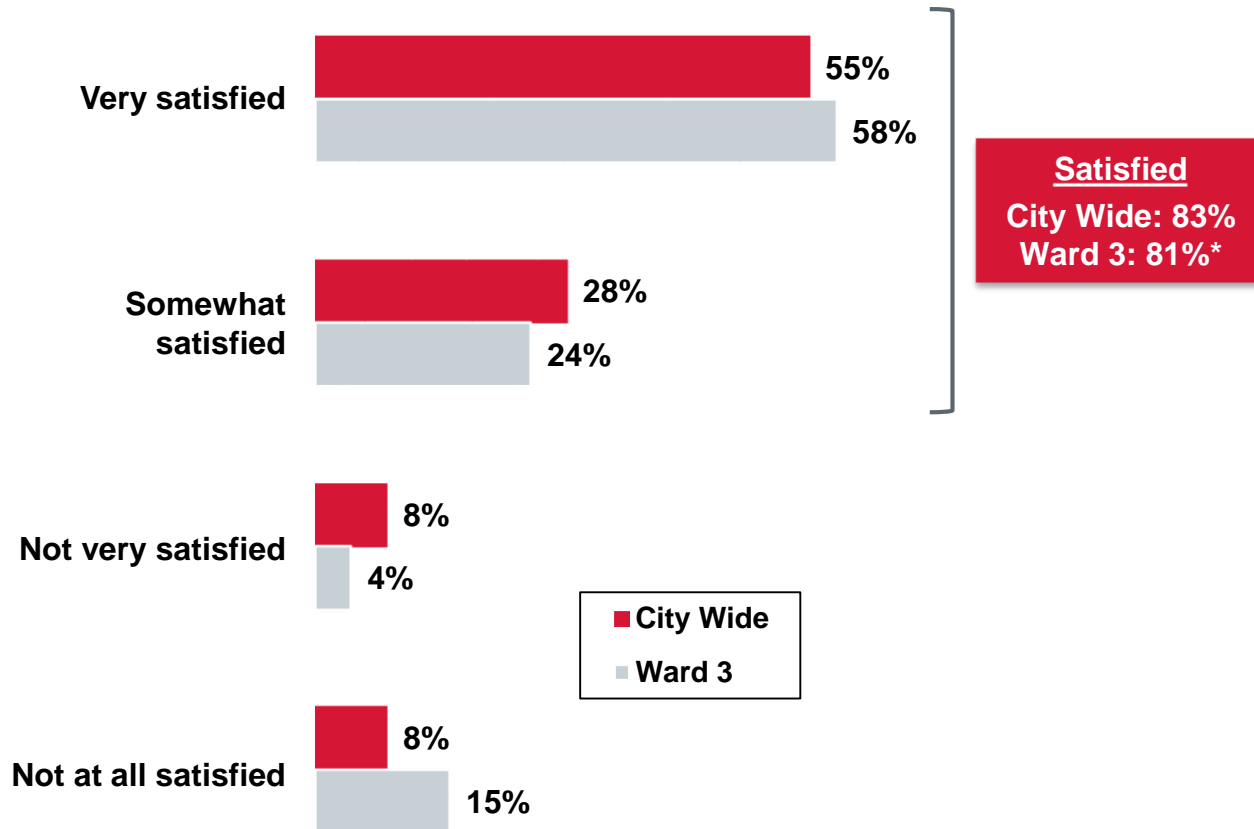
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,126 / Ward 3: n=79)

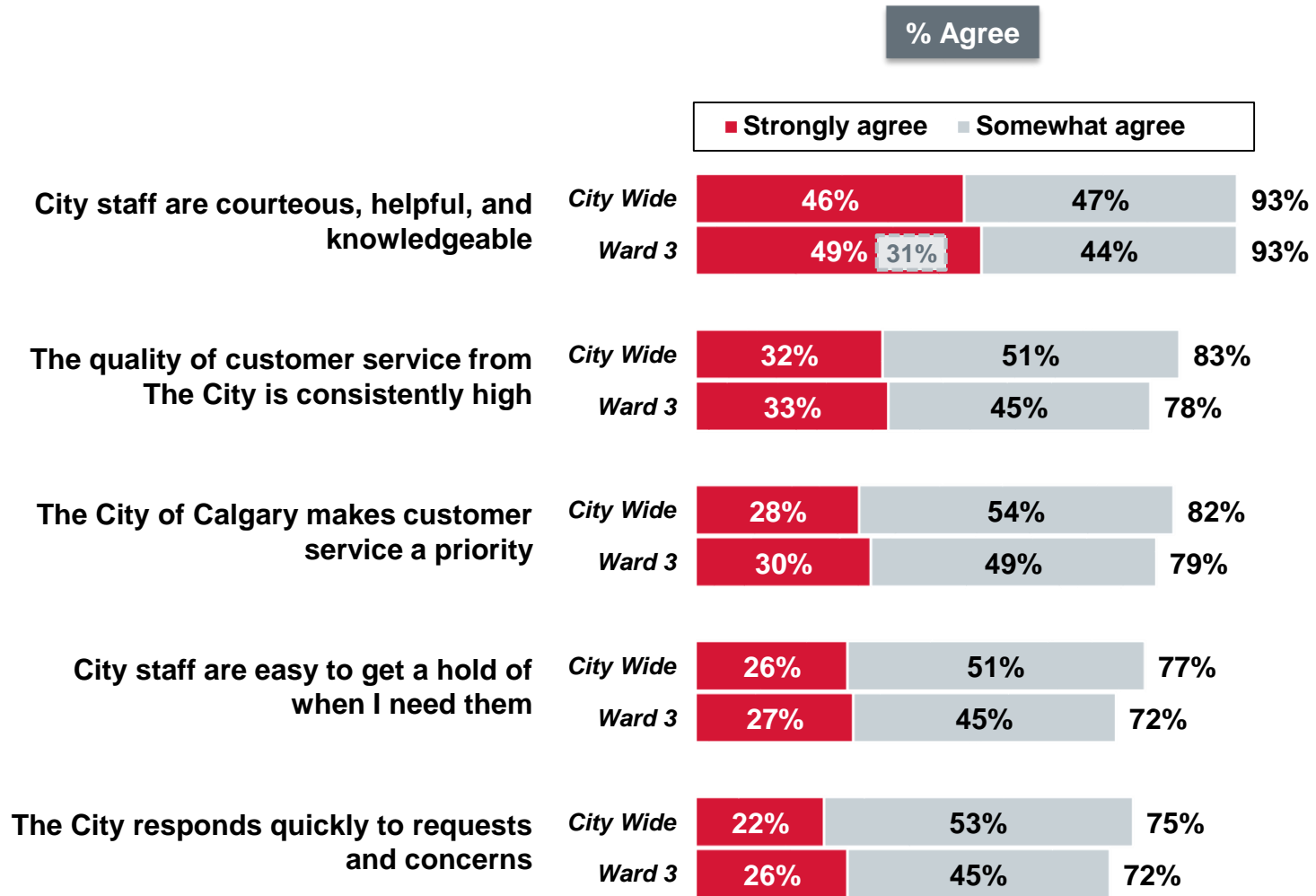
Satisfaction with Most Recent City Contact



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 3: n=79)

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)

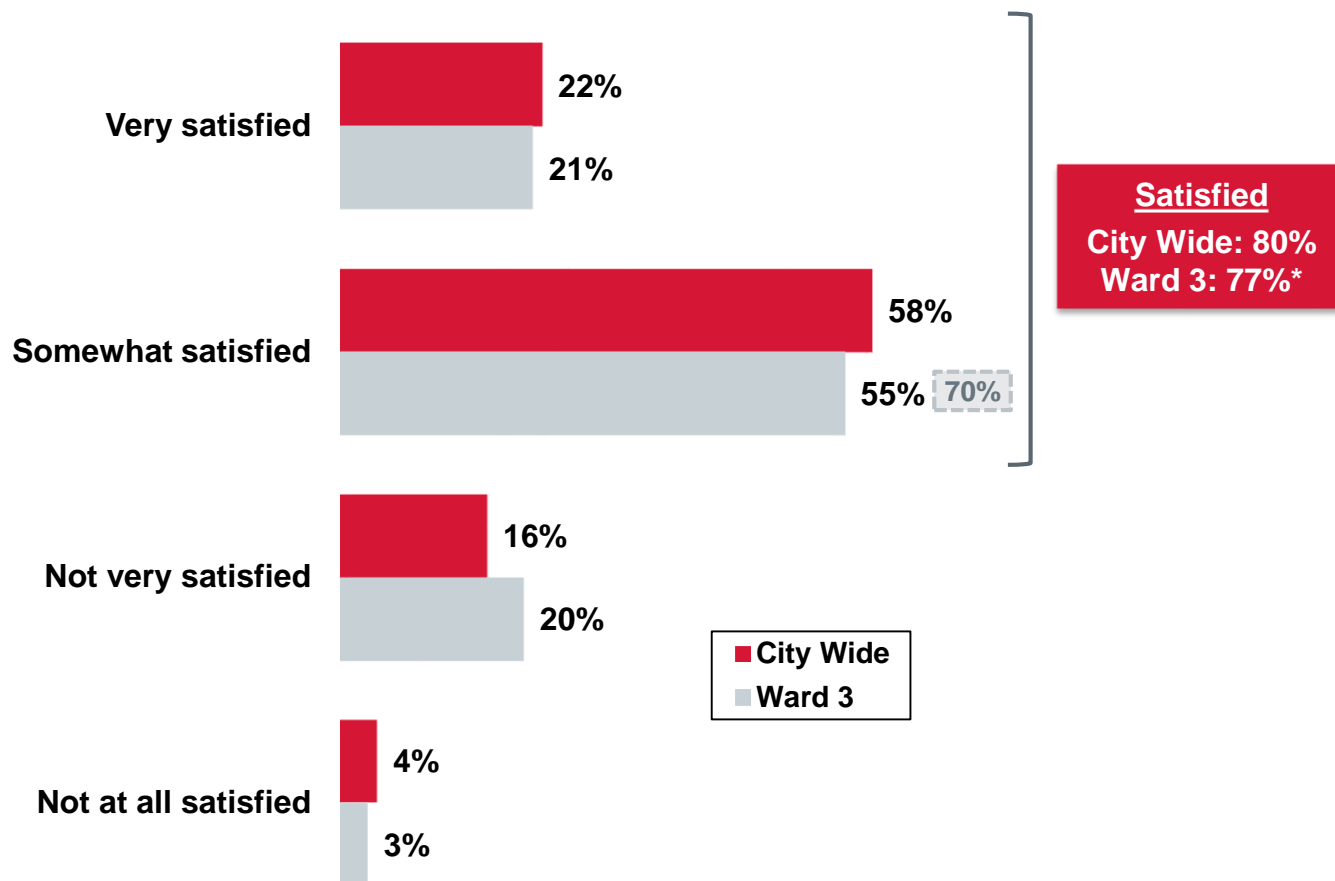
Ward 3 2017



City Communications



Satisfaction with the Overall Quality of City Information and Communications

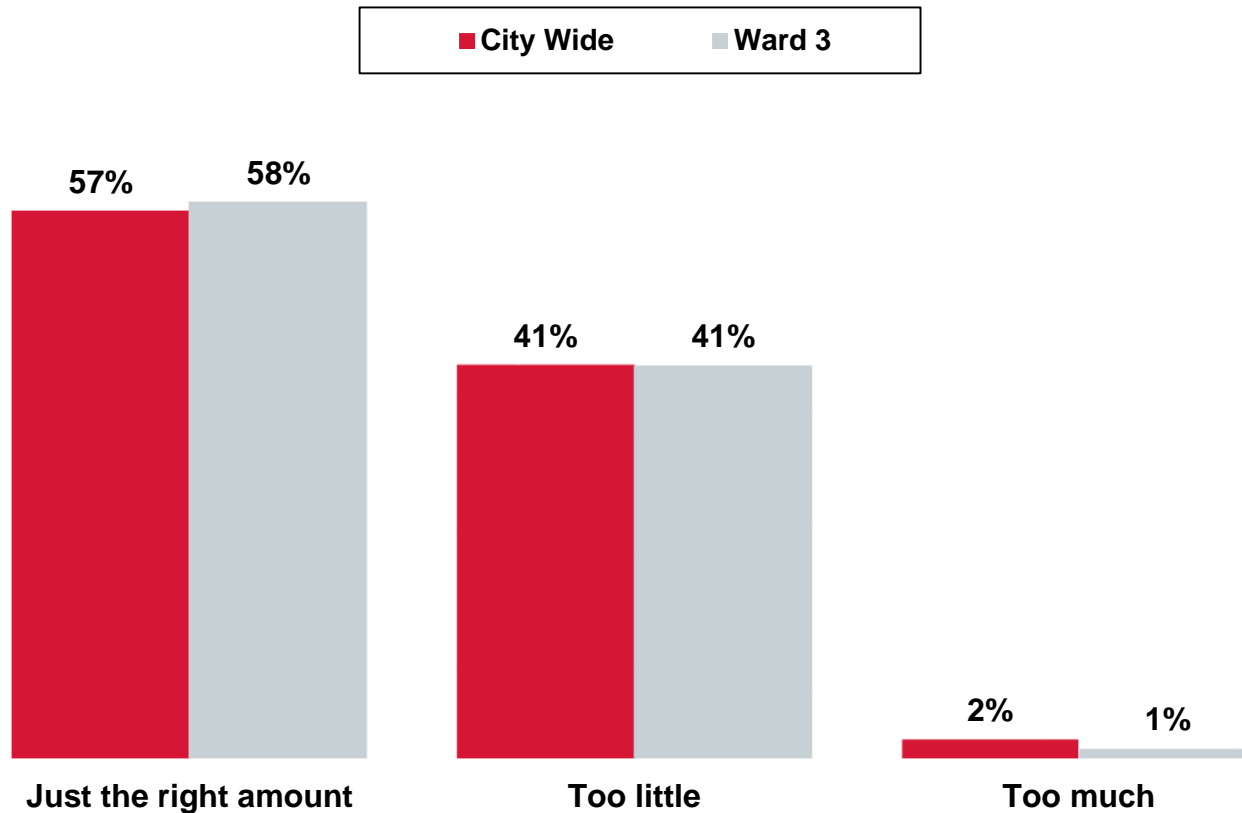


And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents (City Wide: n=2,490 / Ward 3: n=157)

Ward 3 2017

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 3: n=155)



City Reputation and Performance

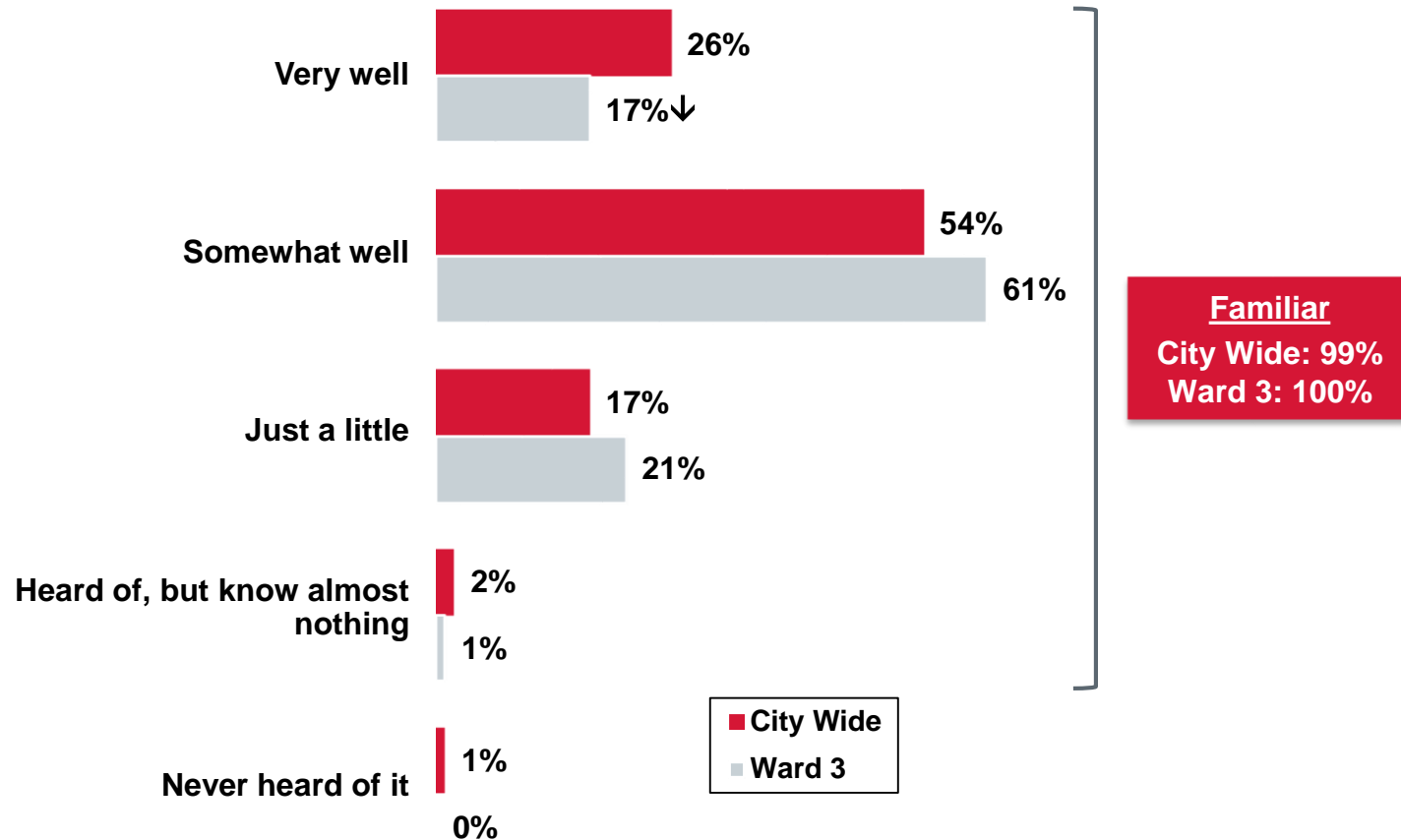




A Model of Reputation



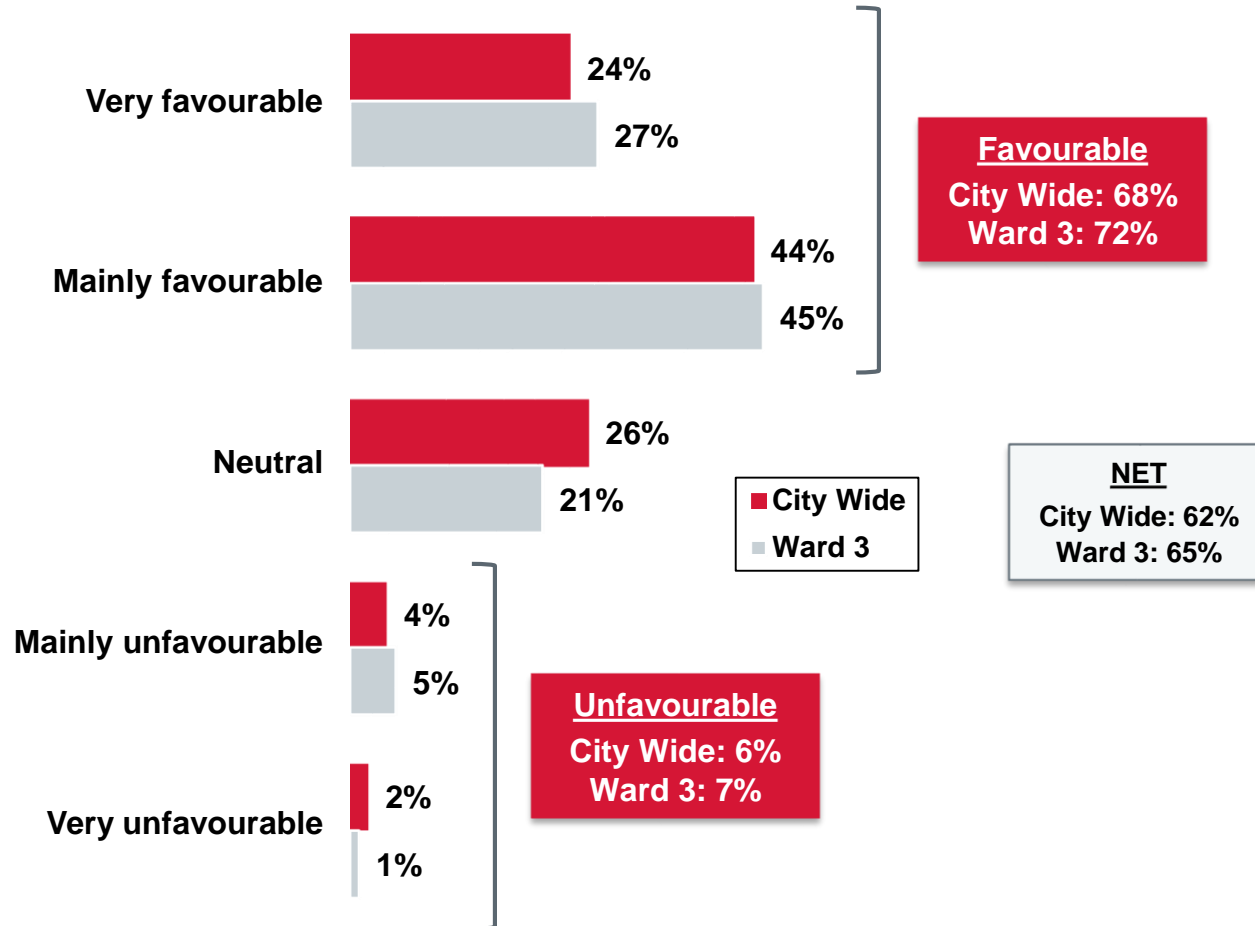
Familiarity



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?

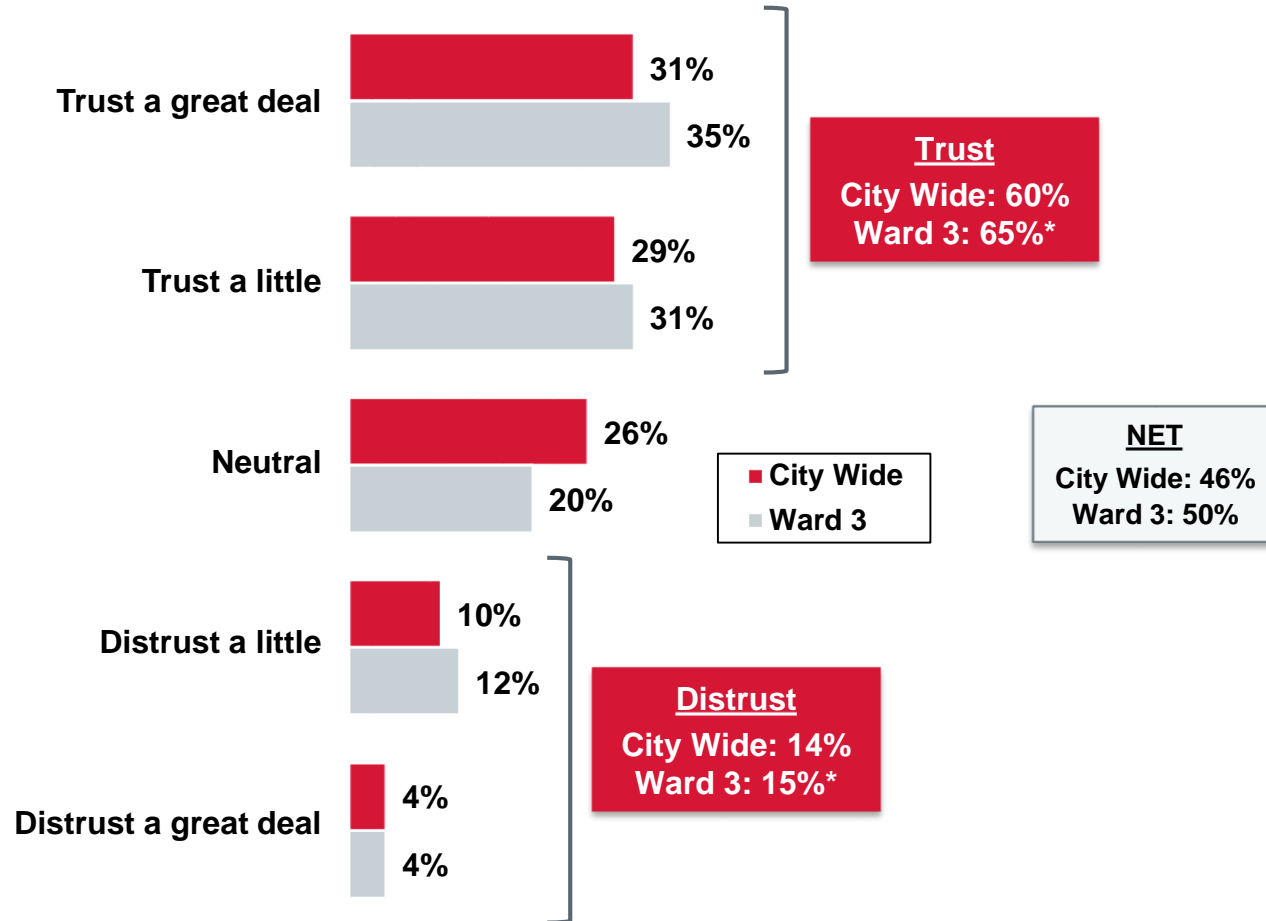
Base: Valid respondents (City Wide: n=2,496 / Ward 3: n=157)

Favourability

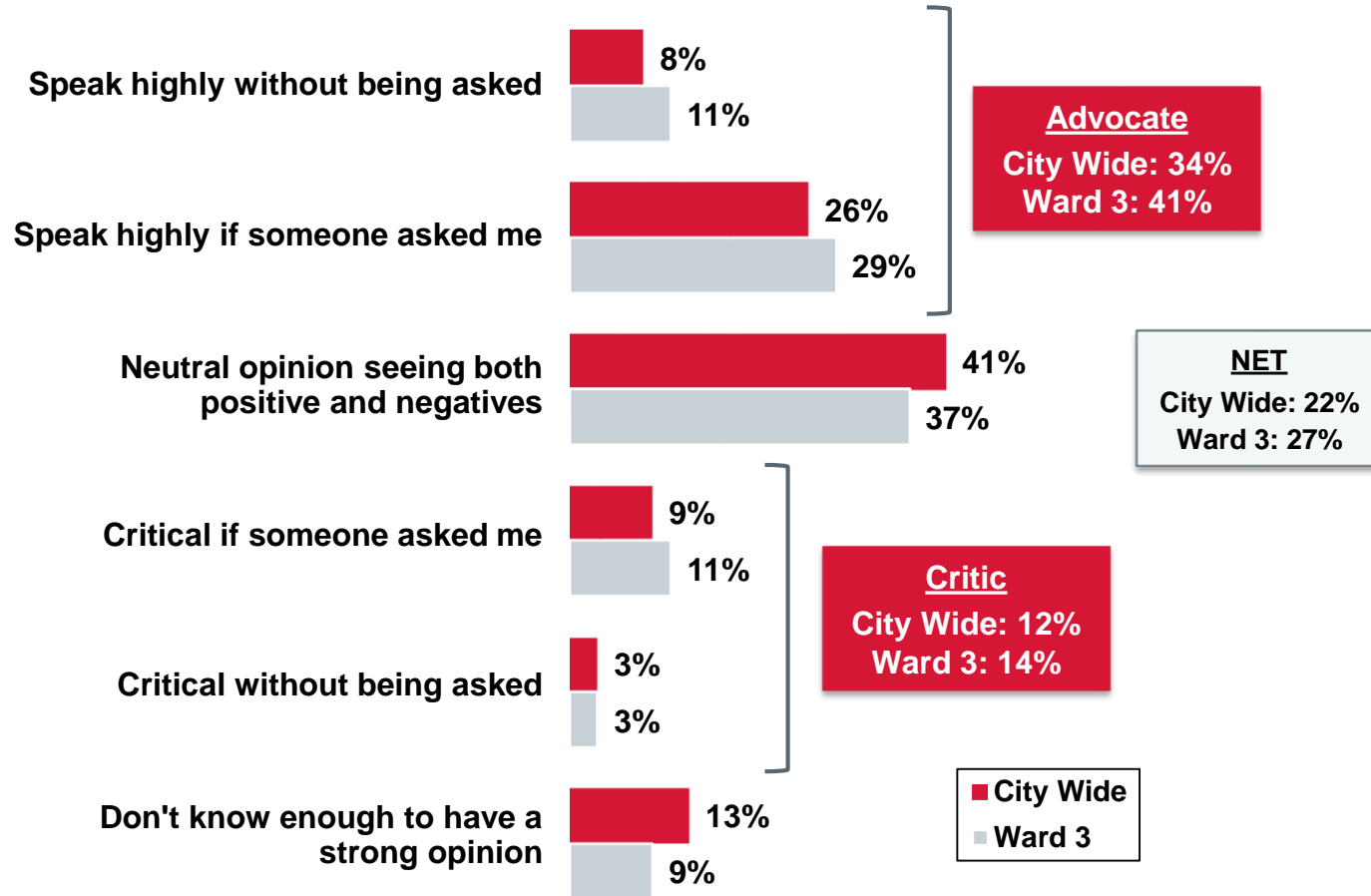


Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?

Base: Valid respondents (City Wide: n=2,496 / Ward 3: n=157)



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 3: n=156)



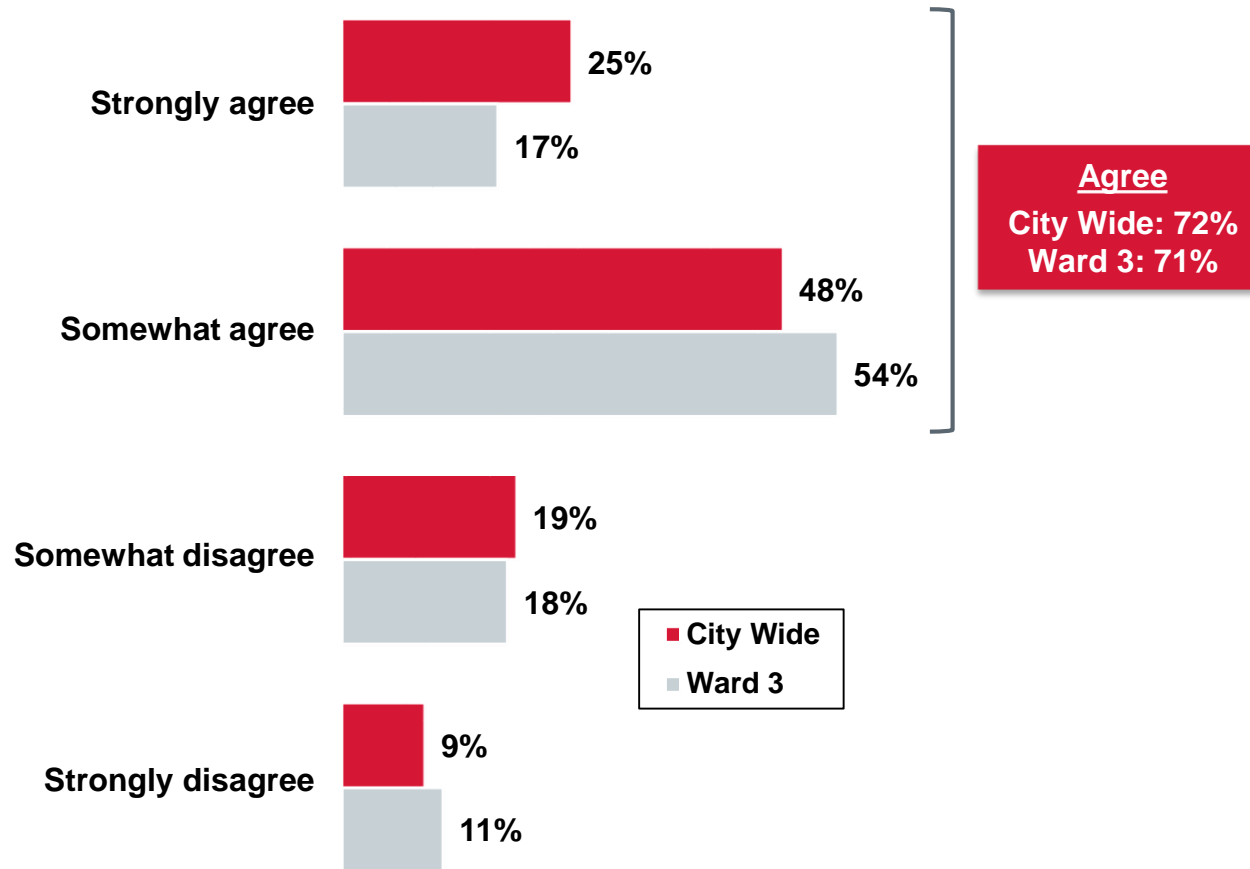
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 3: n=157)



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

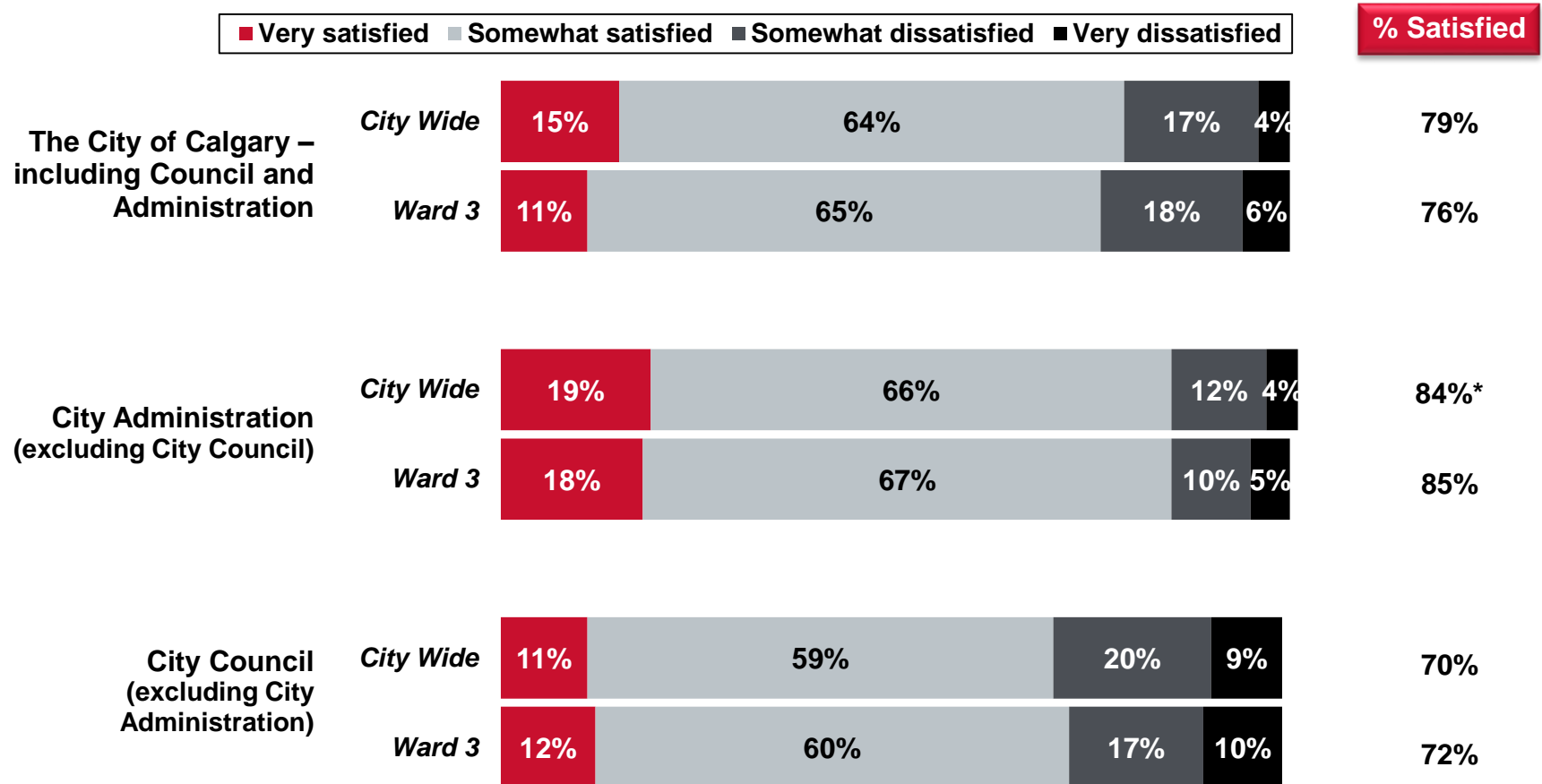


*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:
I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,480 / Ward 3: n=156)

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

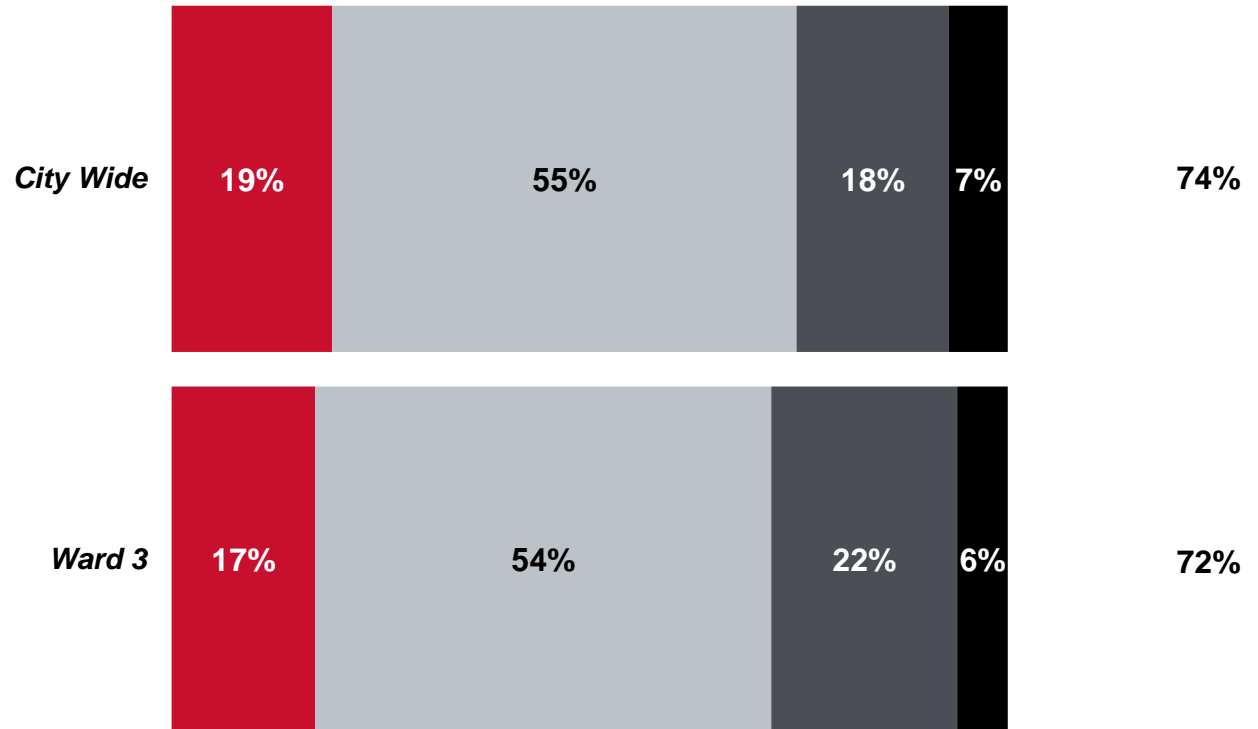
Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

Base: Valid respondents (Bases vary)

Attitudes Regarding Collaboration

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

% Agree

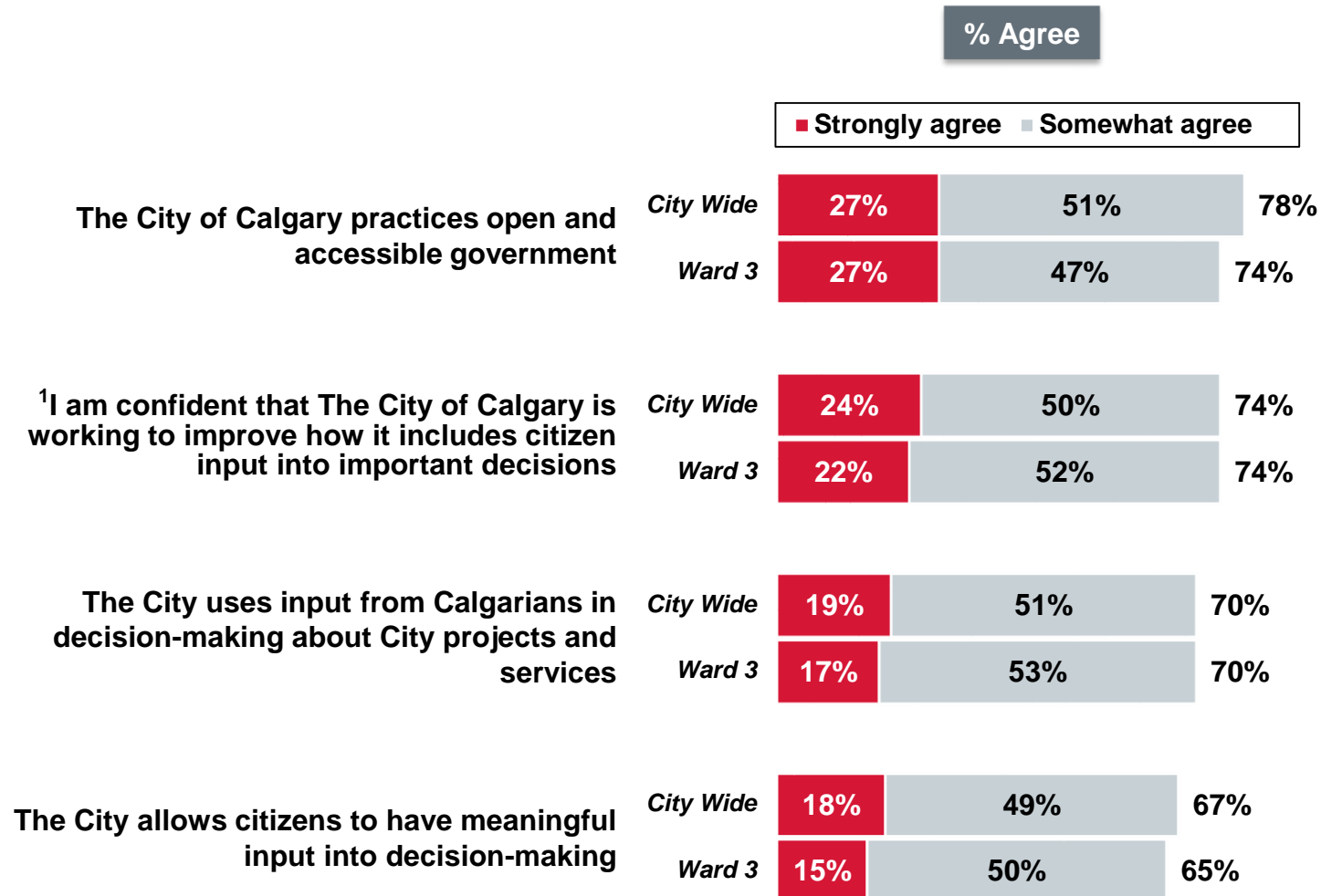


I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary

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

Base: Valid respondents (City Wide: n=2,479 / Ward 3: n=155)

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 3 |
|-------------|-----------|--------|
| 18 to 24 | 12% | 13% |
| 25 to 34 | 21% | 19% |
| 35 to 44 | 17% | 15% |
| 45 to 54 | 19% | 27% |
| 55 to 64 | 13% | 14% |
| 65 or older | 17% | 12% |
| Mean | 45 | 45 |

Income

| | City Wide | Ward 3 |
|-------------------------|-----------|--------|
| Less than \$30,000 | 7% | 3% |
| \$30,000 to <\$45,000 | 8% | 6% |
| \$45,000 to <\$60,000 | 12% | 11% |
| \$60,000 to <\$75,000 | 9% | 8% |
| \$75,000 to <\$90,000 | 8% | 8% |
| \$90,000 to <\$105,000 | 11% | 9% |
| \$105,000 to <\$120,000 | 11% | 11% |
| \$120,000 to <\$150,000 | 12% | 16% |
| \$150,000 or more | 23% | 27% |

Education

| | City Wide | Ward 3 |
|--|-----------|--------|
| Completed high school or less | 16% | 17% |
| Some post secondary or completed a college diploma | 38% | 41% |
| Completed university degree or post-grad degree | 46% | 42% |

Base: Valid respondents (Bases vary)

Household Characteristics

Type of Home

| | City Wide | Ward 3 |
|--|-----------|--------|
| Single-detached house | 69% | 82% |
| Apartment or apartment-style condominium | 13% | 9% |
| Duplex, triplex or fourplex | 9% | 7% |
| Townhouse or rowhouse | 8% | 2% |
| Another type of multi-dwelling unit | 1% | 0% |

Children and Seniors in Household

| | City Wide | Ward 3 |
|----------------|-----------|--------|
| Yes - Children | 35% | 42% |
| Yes - Seniors | 17% | 18% |

Household Size

| | City Wide | Ward 3 |
|-----------|-----------|--------|
| 1 | 14% | 15% |
| 2 | 32% | 26% |
| 3 | 18% | 12% |
| 4 | 22% | 31% |
| 5 or more | 15% | 14% |
| Mean | 3.0 | 3.1 |

Responsible for Property Taxes

| | City Wide | Ward 3 |
|-----|-----------|--------|
| Yes | 84% | 82% |
| No | 16% | 18% |

Own or Rent

| | City Wide | Ward 3 |
|---------|-----------|--------|
| Own | 75% | 82% |
| Rent | 20% | 12% |
| Other | 1% | - |
| Neither | 4% | 6% |

Tenure in Calgary

| | City Wide | Ward 3 |
|--------------------------|-----------|--------|
| Less than 5 years | 7% | 6% |
| 5 to less than 10 years | 10% | 8% |
| 10 to less than 15 years | 10% | 9% |
| 15 to less than 20 years | 11% | 13% |
| 20 to less than 30 years | 24% | 29% |
| 30 to less than 40 years | 15% | 14% |
| 40 or more | 24% | 20% |
| Mean | 26 | 25 |

Base: Valid respondents (Bases vary)

Respondent Characteristics

Born in Canada

| | City Wide | Ward 3 |
|-----|-----------|--------|
| Yes | 73% | 70% |
| No | 27% | 30% |

Age Left Country of Birth

| Base: Not born in Canada | City Wide (n=656) | Ward 3 (n=43) |
|--------------------------|----------------------|------------------|
| Less than 12 | 28% | 25% |
| 12 to 17 | 12% | 1% |
| 18 or older | 60% | 73% |
| No response | - | - |

Ethnic Background

| | City Wide | Ward 3 |
|--------------------------------------|-----------|--------|
| Caucasian/ White | 23% | 22% |
| British | 20% | 15% |
| Canadian/ French Canadian | 16% | 14% |
| Northern or Western European | 12% | 11% |
| Southern or Eastern European | 11% | 11% |
| East or Southeast Asian | 11% | 11% |
| South Asian | 7% | 9% |
| Central/ South American or Caribbean | 3% | 3% |
| West Asian or Middle Eastern | 2% | 1% |
| African | 2% | 4% |
| Aboriginal/ First Nations/ Metis | 2% | 2% |

Disability

| | City Wide | Ward 3 |
|-----|-----------|--------|
| Yes | 16% | 8% |
| No | 84% | 92% |

Visible Minority

| | City Wide | Ward 3 |
|-----|-----------|--------|
| Yes | 25% | 33% |
| No | 75% | 67% |

Base: Valid respondents (Bases vary)

Contact

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