



Calgary



Fall 2020 Quality of Life and Citizen Satisfaction Survey

Ward 11 Final Report
November 2020

Prepared for The City of Calgary by:



Ipsos Public Affairs

Table of Contents

03

Methodology

04

Highlights

10

Quality of Life

19

Issue Agenda

21

COVID-19 Pandemic

24

City Programs and Services

41

Taxation

48

Contact with The City and Customer Service

54

City Communications

58

City Reputation and Performance

65

Respondent Profile

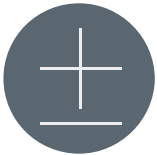


Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 17th and September 6th, 2020.

- Both landline (55%) and cell phone (45%) 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 2018 Municipal and 2016 Federal Census data.



The **margin of error** (MOE) for the total City Wide sample of 2,500 is ± 2.0 percentage points, 19 times out of 20.

- A total of 211 interviews were conducted with residents of Ward 11 (MOE $\pm 6.7\%$).

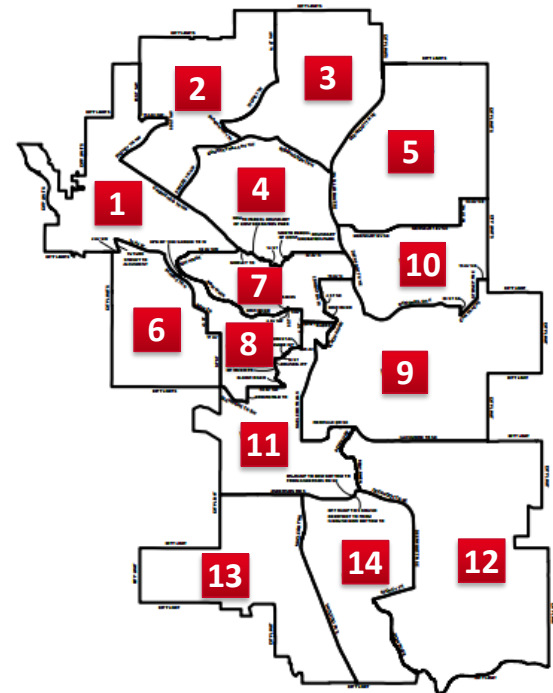


Results for Ward 11 are compared to results City Wide.

- \uparrow indicates a number is significantly higher than City Wide.
- \downarrow indicates a number is significantly lower than City Wide.

Where possible, Fall 2020 results for Ward 11 are compared to those from Fall 2019.

- Only significant differences are shown.
- Some bar charts in this report do not add up to 100% due to rounding.





Highlights



Ward 11: Summary

QUALITY OF LIFE



'Good' Quality of Life 75%

86%
I am proud to live in
my neighbourhood



78%
I feel safe walking alone
in **my neighbourhood**
after dark



78%
Calgary is a great place to
make a life

56%
Calgary is a great place to
make a living

66%
Calgary is on the **right**
track to be a better city
10 years from now

ISSUE AGENDA (TOP 3)



33%
Infrastructure,
Traffic & Roads

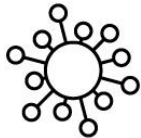


16%
Crime, Safety &
Policing



14%
Taxes

COVID-19



29%
Major threat to
personal financial
situation

28%
Major threat to
physical health

25%
Major threat to
mental health

VALUE FOR TAXES & CITIZEN SATISFACTION



52%
'Good' value for tax
dollars



66%
'Satisfied' with City
programs and services



74%
'Satisfied' with
customer service

CITY PERFORMANCE & REPUTATION



56%
'Satisfied' with running of The City
by Council and Administration









43%
'Trust' The City of
Calgary



67%
'Agree' City practices open
& accessible government





Differences in Ward 11 vs. City Wide

			Ward 11	City Wide
	Quality of Life	Calgary is 'safe' overall	79%↓	87%
	Issue Agenda	Recreation (NET)	3%↓	7%
	COVID-19	<i>No statistically significant differences</i>		
	Importance: City Programs & Services	Disaster planning and response	90%↓	95%
		Residential Green Cart service	75%↓	84%
		Bylaw services for things such as noise complaints, fire pits and weeds	70%↓	79%
	Satisfaction: City Programs & Services	Disaster planning and response	87%↓	93%
		311 service	81%↓	92%
		Calgary Police Service	97%↑	89%
	Investment: City Programs & Services (Invest ' <u>More</u> ')	Calgary Transit including bus and CTrain service	36%↓	49%
		The quality of drinking water	15%↓	28%

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







↑Statistically higher than City Wide
↓Statistically lower than City Wide

Differences in Ward 11 vs. City Wide (continued)

		Ward 11	City Wide
	Taxation	<i>No statistically significant differences</i>	
		Contacted by internet, using another City of Calgary app	3%↑ 1%
	Customer Service	Contacted by visiting a City office or facility	0%↓ 5%
		The City of Calgary makes customer service a priority	73%↓ 80%
	Communications	Satisfied with overall quality of City information and communications	67%↓ 76%
		'Distrust' The City of Calgary	27%↑ 21%
		Would speak 'critically' of The City of Calgary	26%↑ 20%
	City Reputation and Performance	Satisfied with performance of City Council and Administration	56%↓ 69%
		Satisfied with performance of City Administration	73%↓ 80%
		Believe Council and Administration work collaboratively	56%↓ 66%
		Confident The City is working to improve citizen input in decisions	60%↓ 68%

↑Statistically higher than City Wide
↓Statistically lower than City Wide




Year-Over-Year Changes in Ward 11

		2019	2020
 Quality of Life	Overall quality of life in Calgary is 'good'	85%	75%↓
	Agree that 'I am proud to be a Calgarian'	91%	80%↓
	Calgary is a great place to make a living	68%	56%↓
 Issue Agenda	COVID-19 pandemic	0%	6%↑
	Budget & Spending (NET)	16%	8%↓
	Growth & Planning (NET)	1%	7%↑
 Importance: City Programs & Services	<i>No statistically significant differences</i>		
 Satisfaction: City Programs & Services	Overall level and quality of City services and programs	78%	66%↓
	Traffic flow management	59%	75%↑
	Road maintenance including pothole repairs	74%	58%↓
 Investment: City Programs & Services (Invest 'More')	Traffic flow management	59%	37%↓
 Taxation	<i>No statistically significant differences</i>		

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

↑Statistically higher than Fall 2019
↓Statistically lower than Fall 2019

Year-Over-Year Changes in Ward 11 (continued)

		2019	2020
	Customer Service	Contacted The City by visiting a City office or facility	11% 0%↓
	Communications	<i>No statistically significant differences</i>	
	City Reputation and Performance	Satisfied with performance of City Council and Administration	70% 56%↓

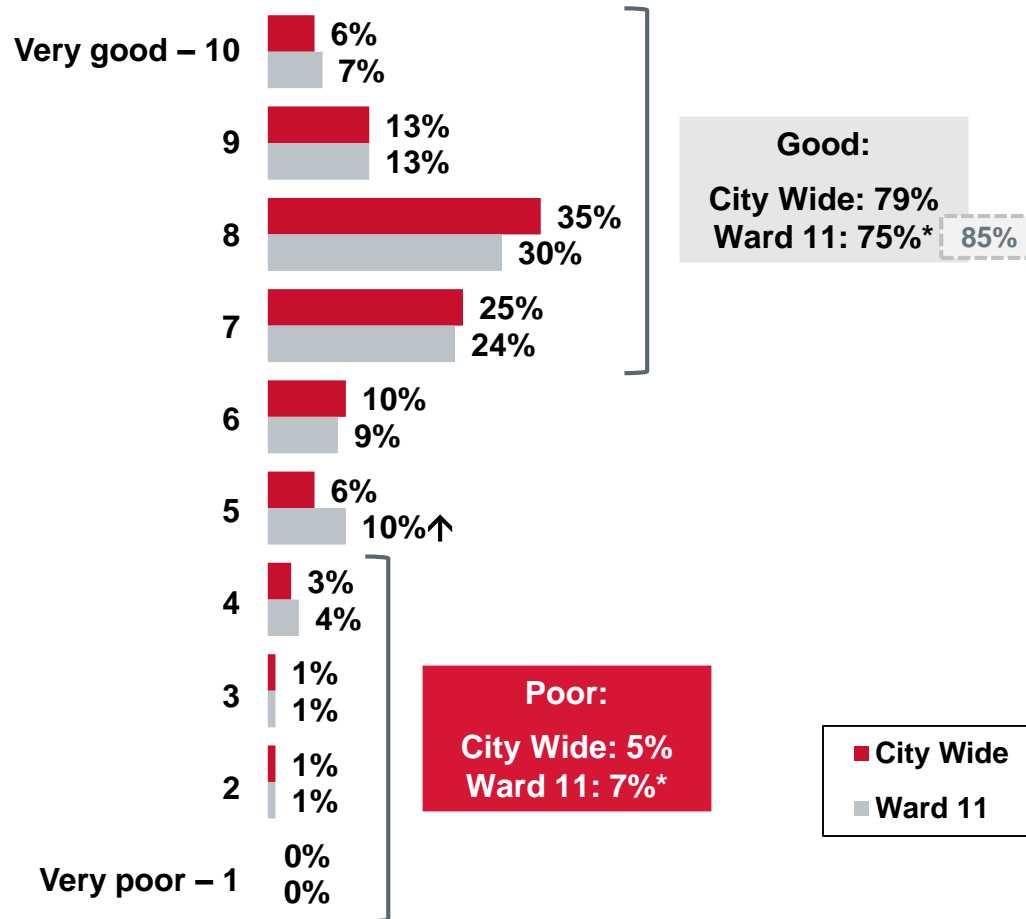
↑Statistically higher than Fall 2019
↓Statistically lower than Fall 2019



Quality of Life



Overall Quality of Life in Calgary



Ward 11 2019

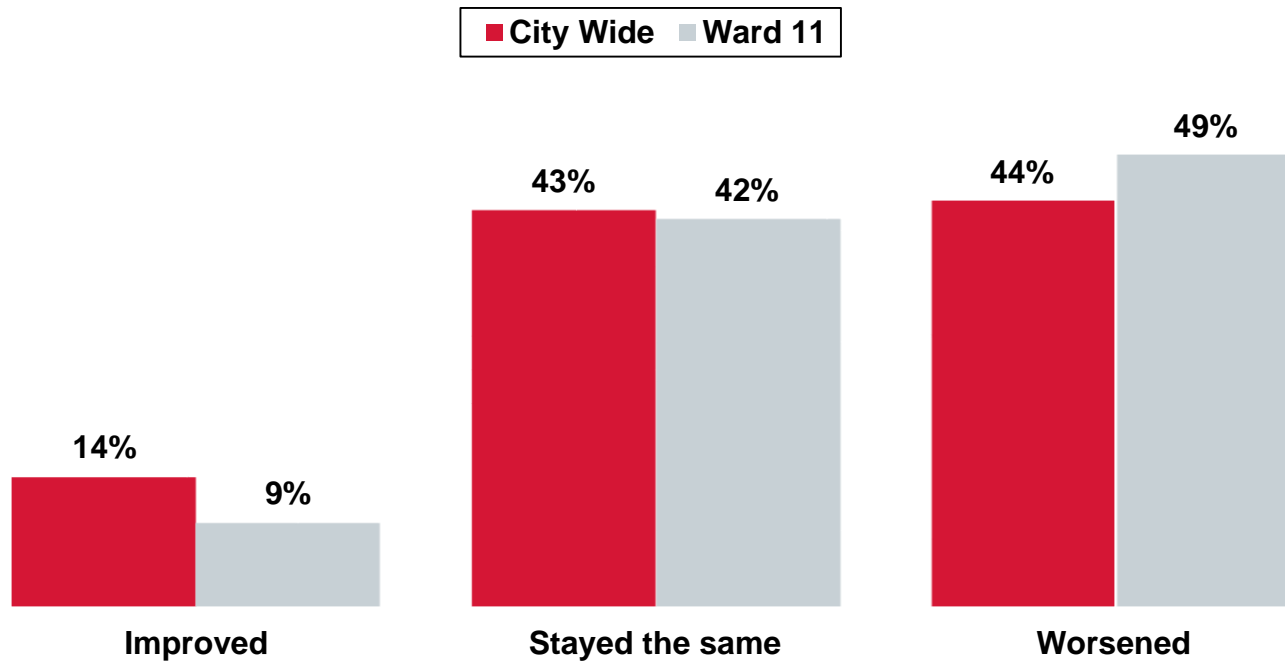
*Rounding

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=2,494 / Ward 11: n=211)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

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=2,471 / Ward 11: n=206)

Sustainability: Connectedness

■ Completely agree (10) ■ Agree (7-9) ■ Neutral (5-6) ■ Disagree (1-4)

% Agree

I am proud to be a Calgarian

City Wide



85%

Ward 11



80% 91%

I am proud to live in my neighbourhood

City Wide



85%*

Ward 11



86%

I am regularly involved in neighbourhood and local community events

City Wide



26%

Ward 11



28%

Ward 11 2019

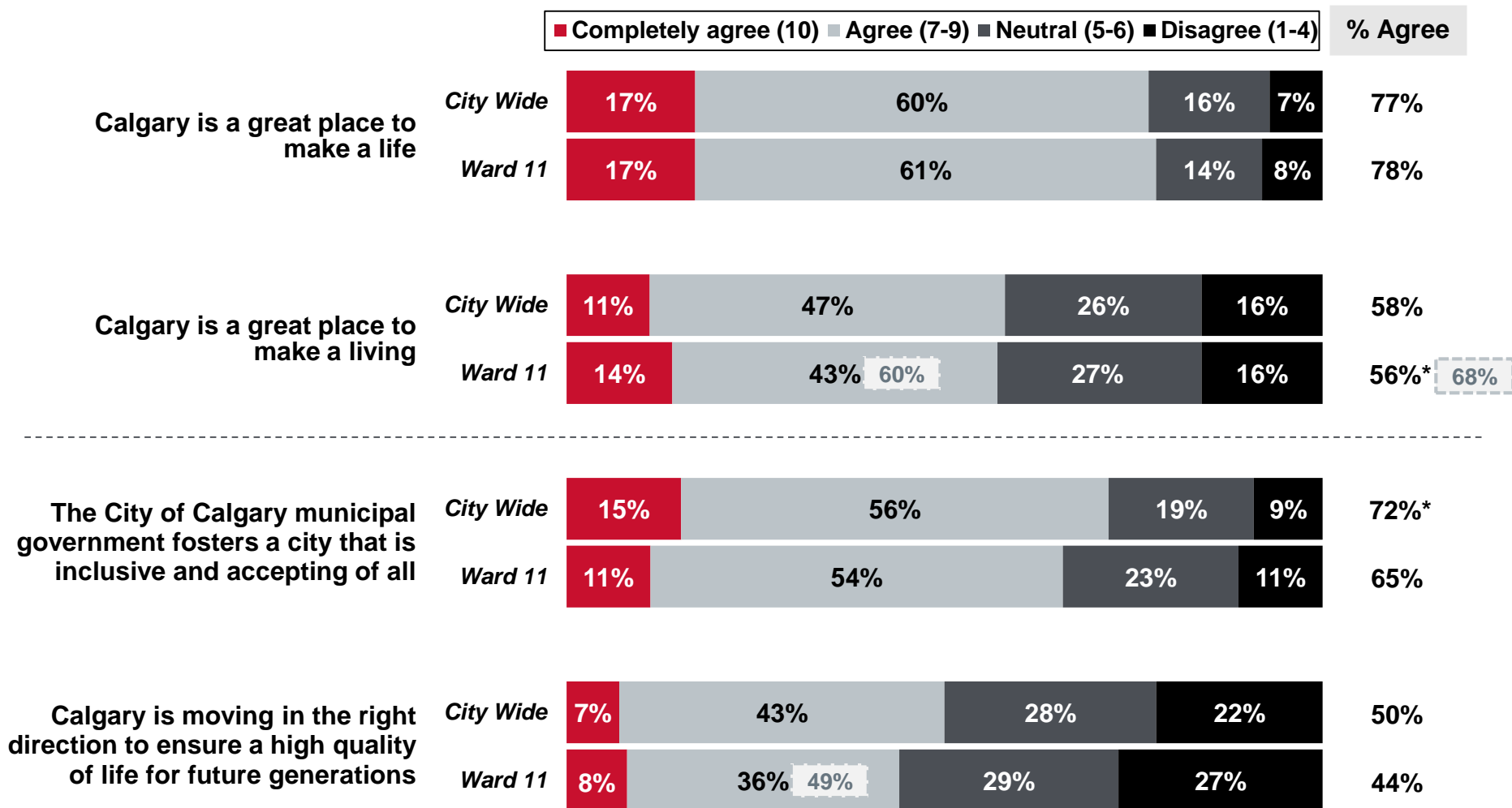
*Rounding

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)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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



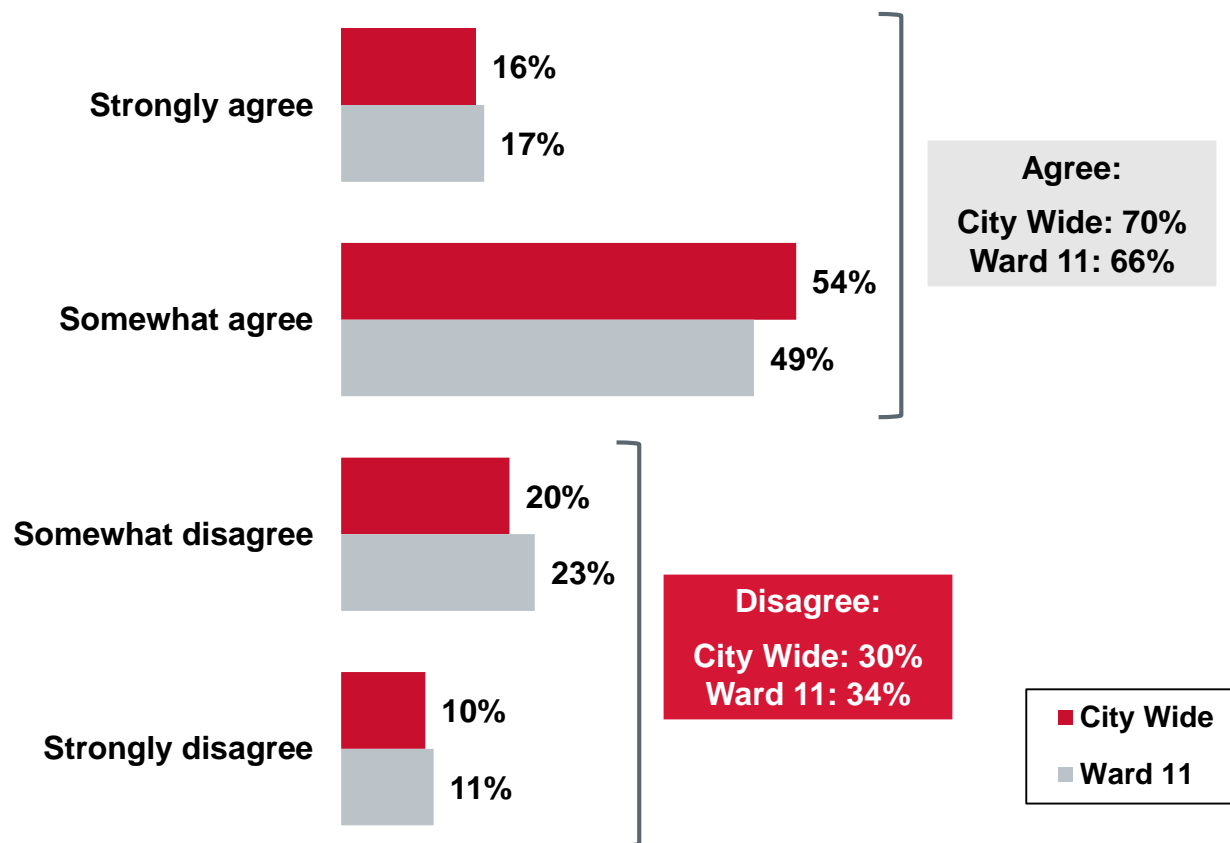
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)

Ward 11 2019

*Rounding

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

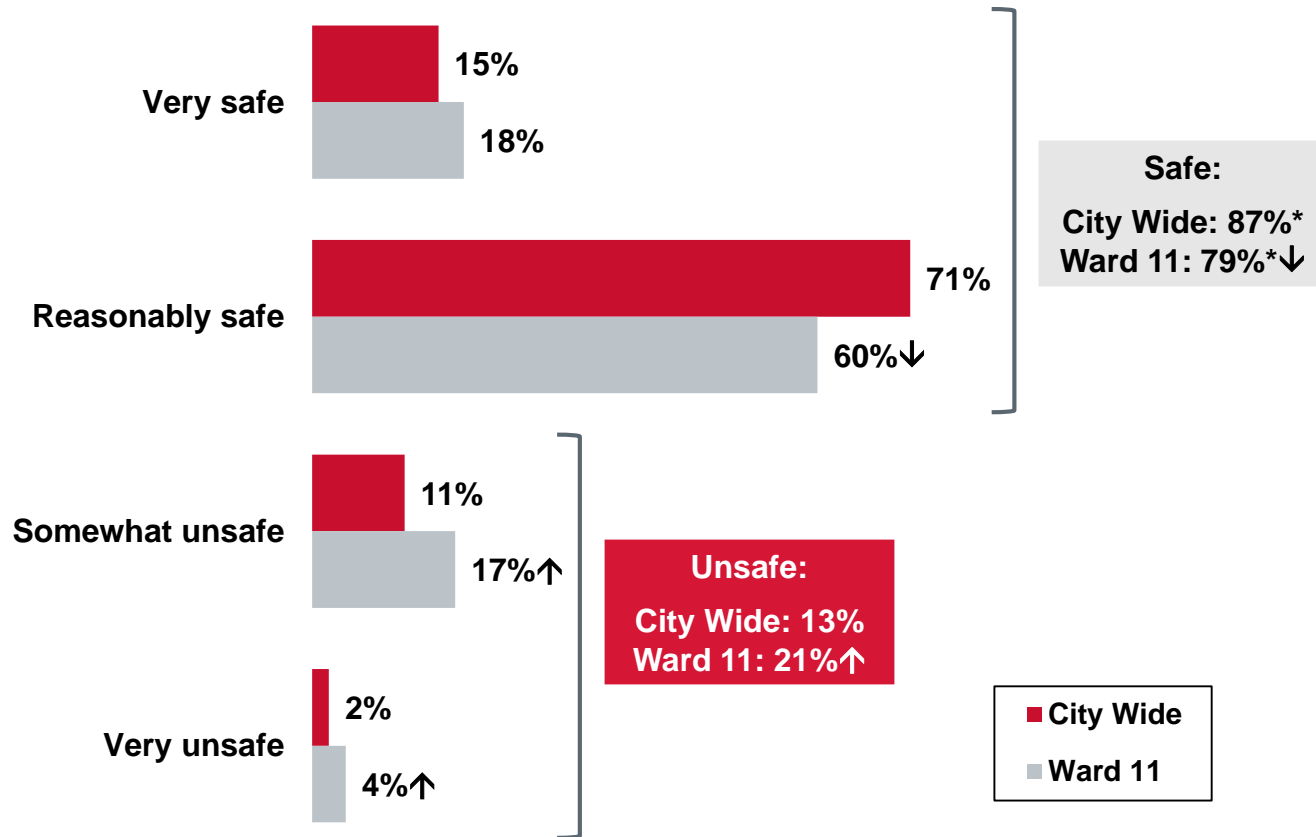


There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (City Wide: n=2,481 / Ward 11: n=209)

Perceived Safety of City of Calgary Overall

New question in
Fall 2020



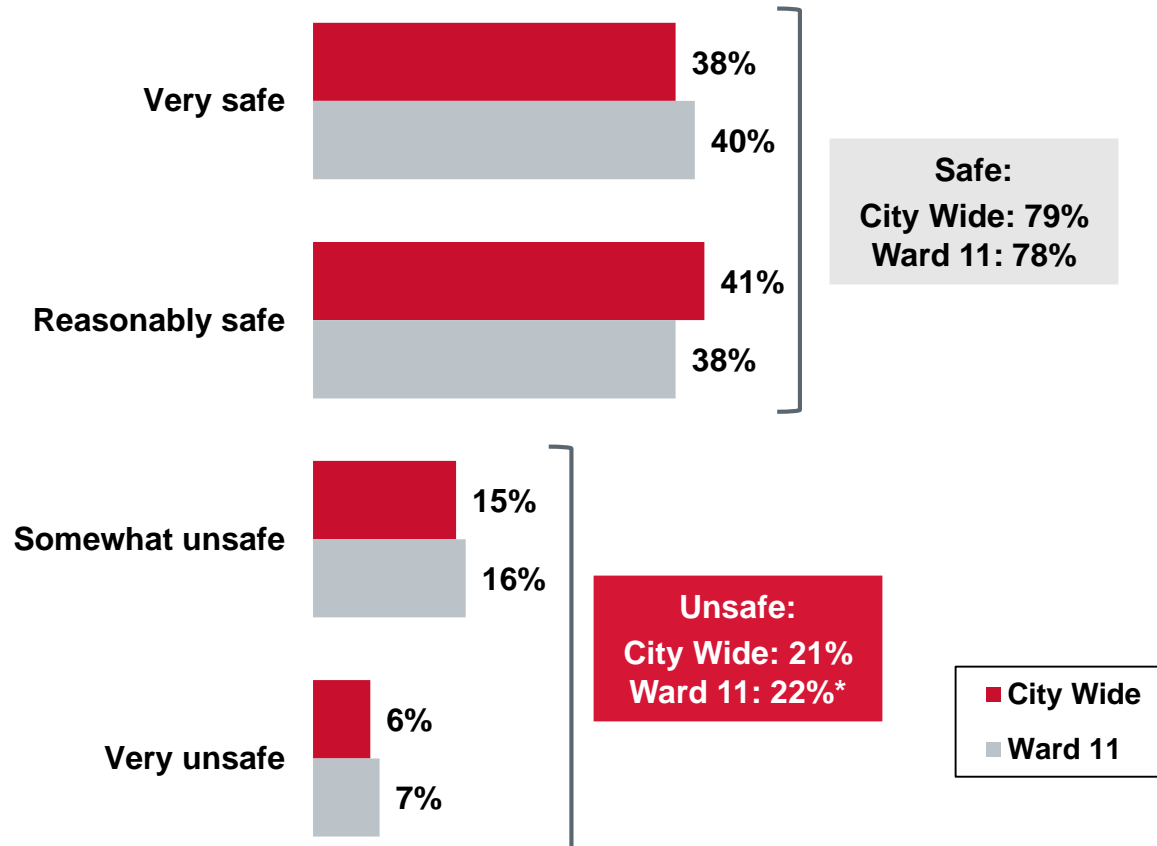
*Rounding

How safe or unsafe do you think Calgary is overall?

Base: Valid respondents (City Wide: n=2,493 / Ward 11: n=211)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Perceived Safety in Own Neighbourhood

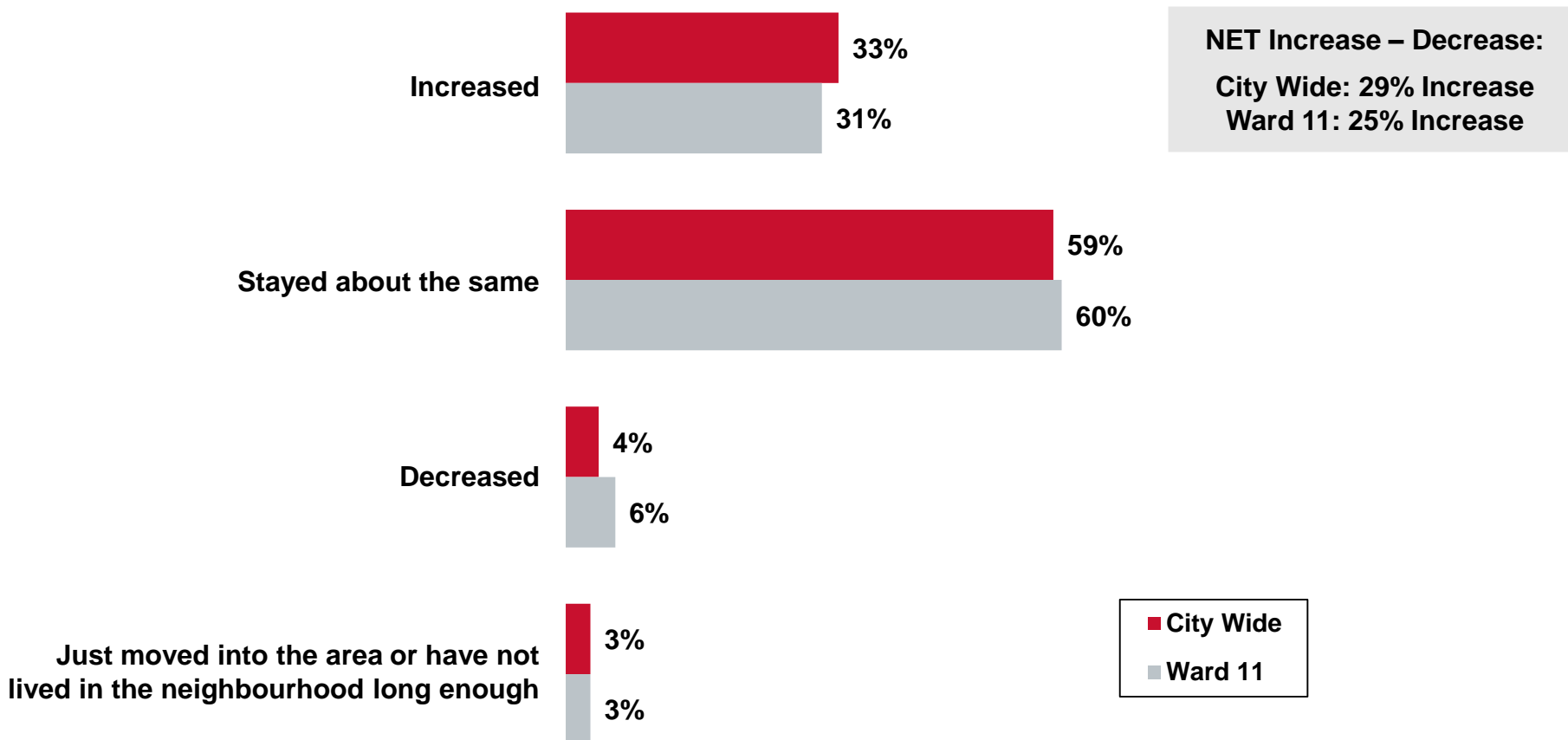


How safe do you feel or would you feel walking alone in your neighbourhood after dark?

Base: Valid respondents (City Wide: n=2,493 / Ward 11: n=210)

*Rounding

Perceived Change in Neighbourhood Crime



During the last 3 years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?

Base: Valid respondents (City Wide: n=2,480 / Ward 11: n=209)



Issue Agenda



Issue Agenda

Multiple Responses

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

	City Wide			Ward 11
	■ First mention ■ Other mentions			
Infrastructure, Traffic & Roads [NET]	18%	10%	28%	33%
Road conditions	5% 4%	9%		9%
Traffic congestion	3% 4%			5%
(Lack of) snow removal	4%			4%
Crime, Safety & Policing [NET]	10%	5%	15%	16%
Breaking and entering/gangs/drugs	4% 3%	7%		5%
Public safety	4%	6%		8%
Taxes [NET]	9%	4%	13%	14%
Taxes/High taxes	6% 3%	9%		11%
Property taxes	3%	4%		3%
Transit [NET]	8%	4%	12%	10%
Public Transportation (incl. buses/ C-train/ poor service)	4% 4%	6%		6%
Transit system improvements	3%	4%		3%
COVID-19 Pandemic	8%	3%	11%	6%
Economy [NET]	6%	3%	9%	8%
Budget & Spending [NET]	6%	8%		8%
Education	6%	8%		6%
Recreation [NET]	3%	4%	7%	3%
Environment and Waste Management [NET]	3%	4%	7%	4%
Homelessness, Poverty & Affordable Housing [NET]	4%	6%		6%
Growth and Planning [NET]	3%	4%		7%
None			15%	12%

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=2,422 / Ward 11: n=204)

Mentions of <4% are not shown
Data labels of <3% are not shown

Ward 11 2019

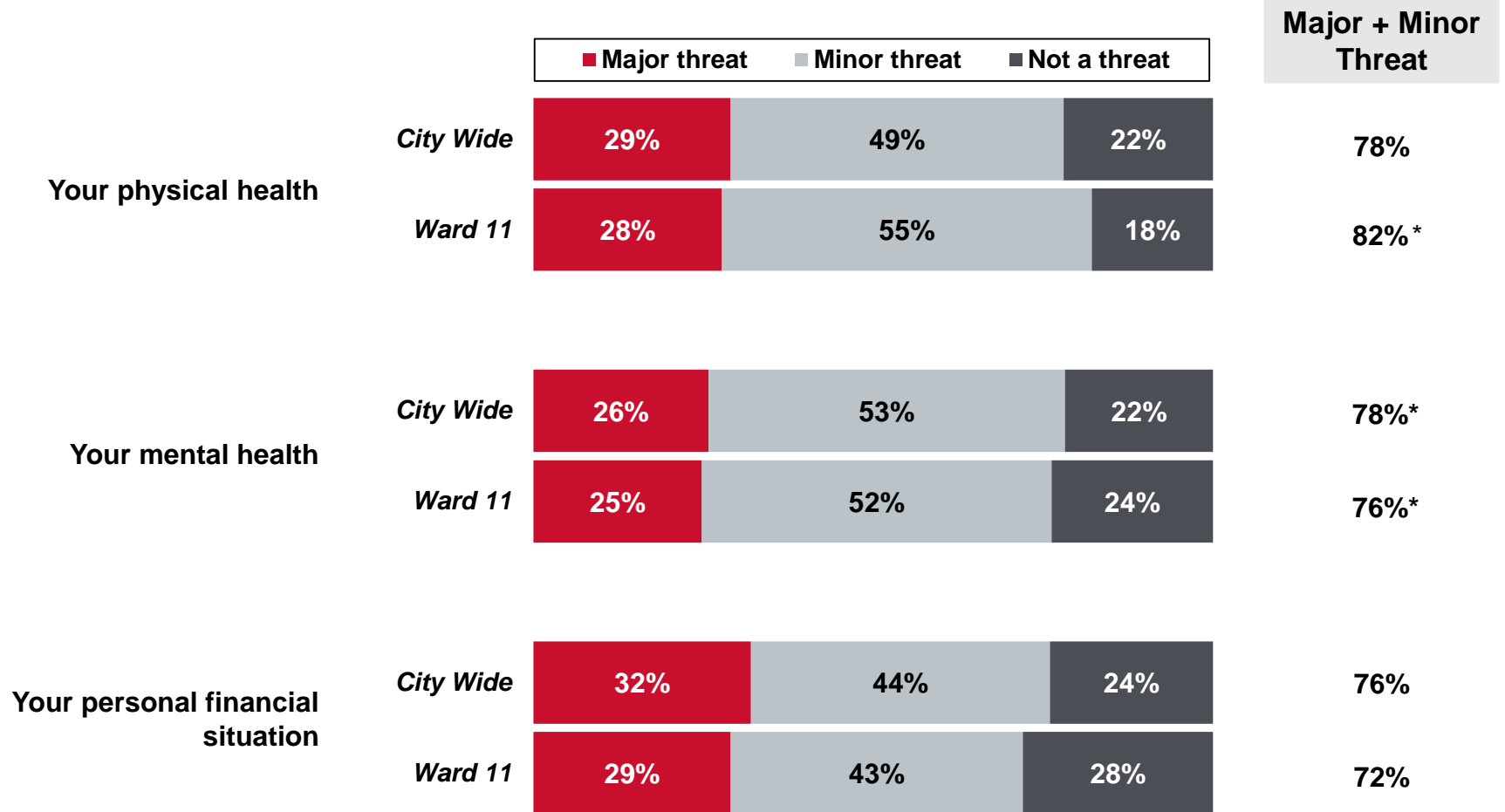
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



COVID-19 Pandemic



Threats Related to the COVID-19 Pandemic



In your opinion, how much of a threat is the COVID-19 pandemic for...?

Base: Valid respondents (Bases vary)

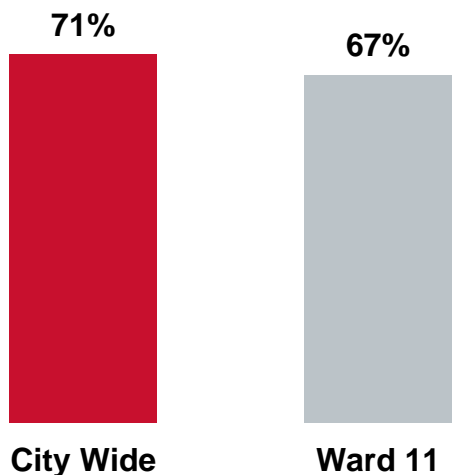
*Rounding

Employment During the COVID-19 Pandemic

New questions in
Fall 2020

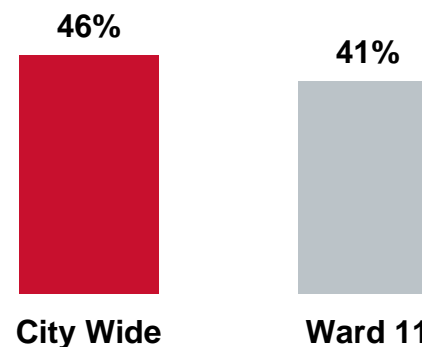
Employed at the beginning of the
COVID-19 pandemic

% Yes



Experienced a job/income loss as a
result of the COVID-19 pandemic

% Yes



*At the beginning of the COVID-19 pandemic, were you employed?
This includes being self-employed.*

Base: Valid respondents (City Wide: n=2,494 / Ward 11: n=211)

*Have you experienced a job loss or income loss due to the
COVID-19 pandemic?*

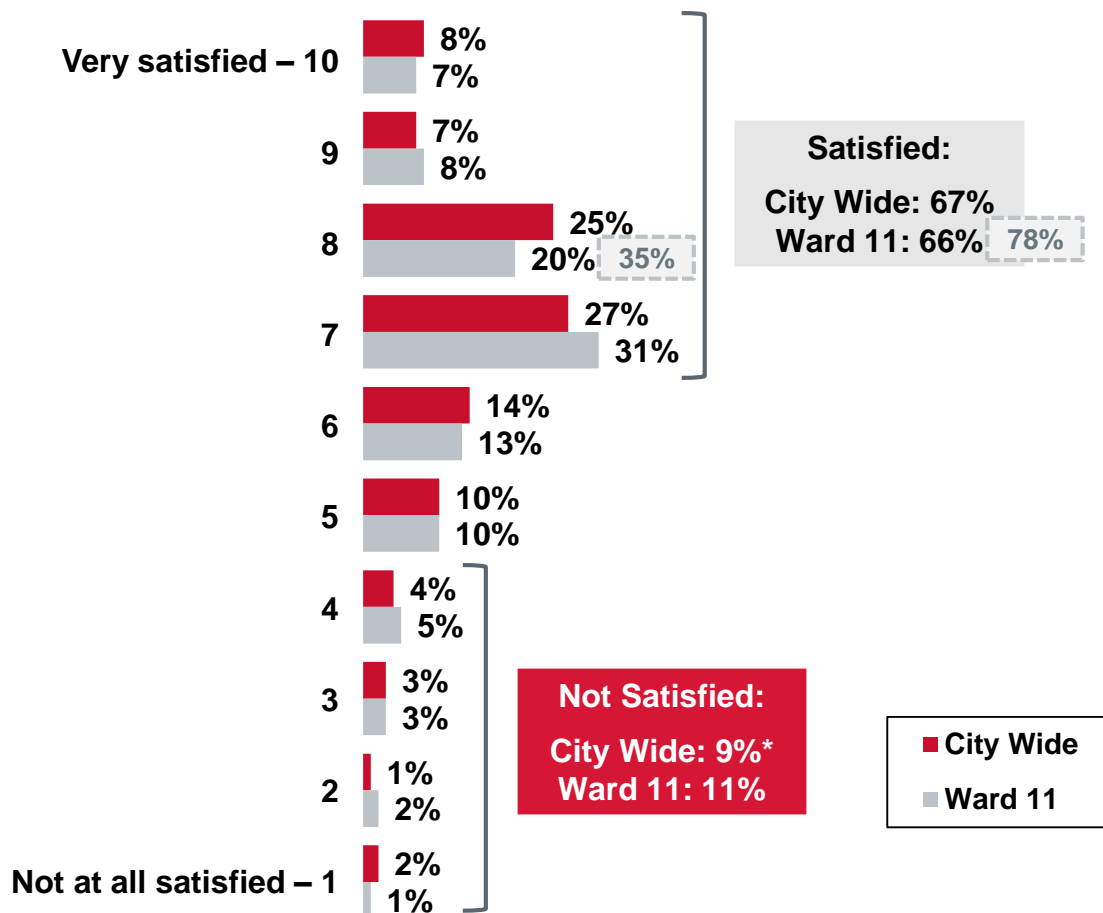
Base: Valid respondents employed pre-COVID-19 (City Wide:
n=1,598 / Ward 11: n=116)



City Programs and Services



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



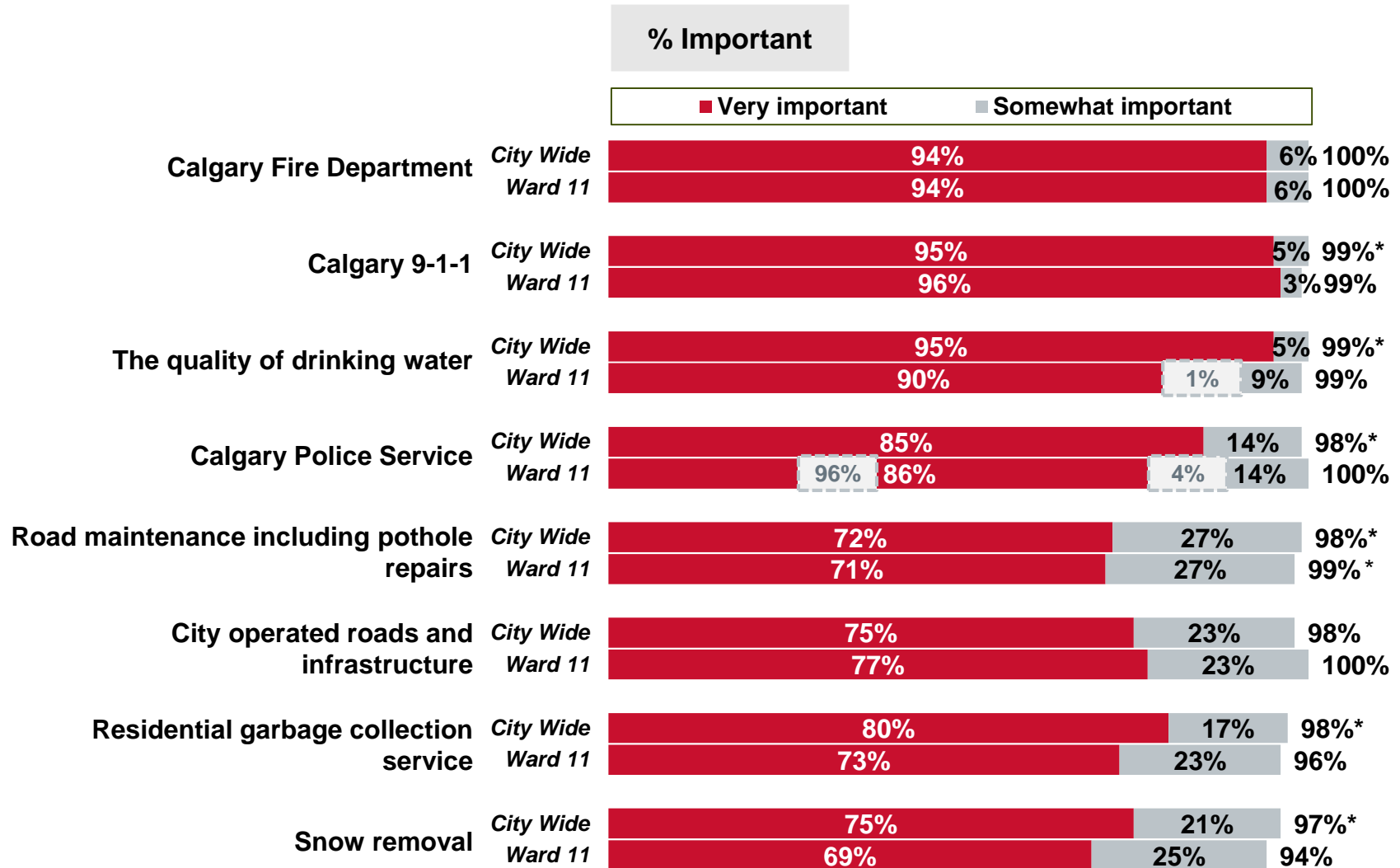
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 11: n=210)

Ward 11 2019

*Rounding

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 11 2019

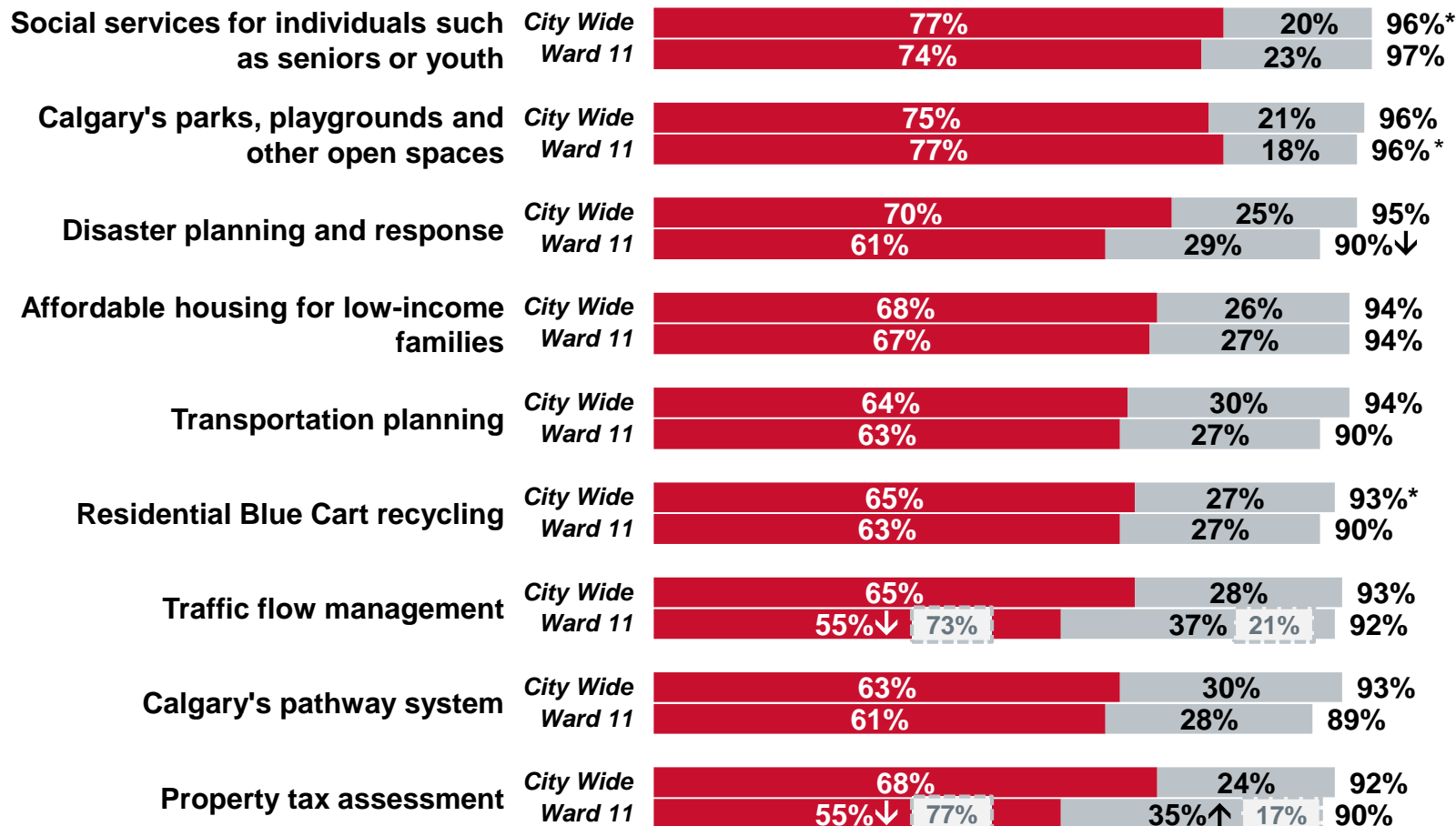
*Rounding

Importance of City Programs and Services (continued)

% Important

■ Very important

■ Somewhat important



Ward 11 2019

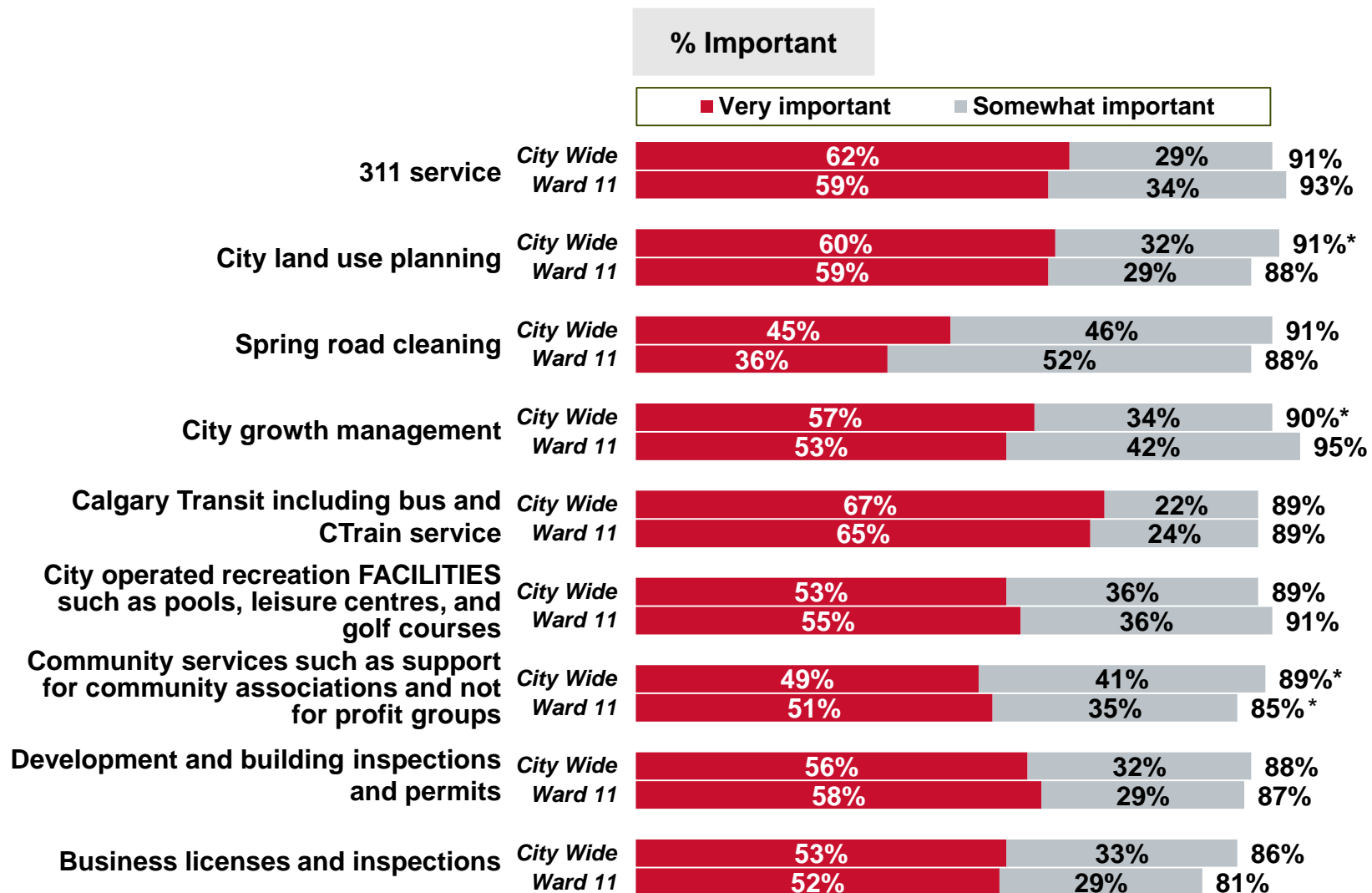
*Rounding

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)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Importance of City Programs and Services (continued)

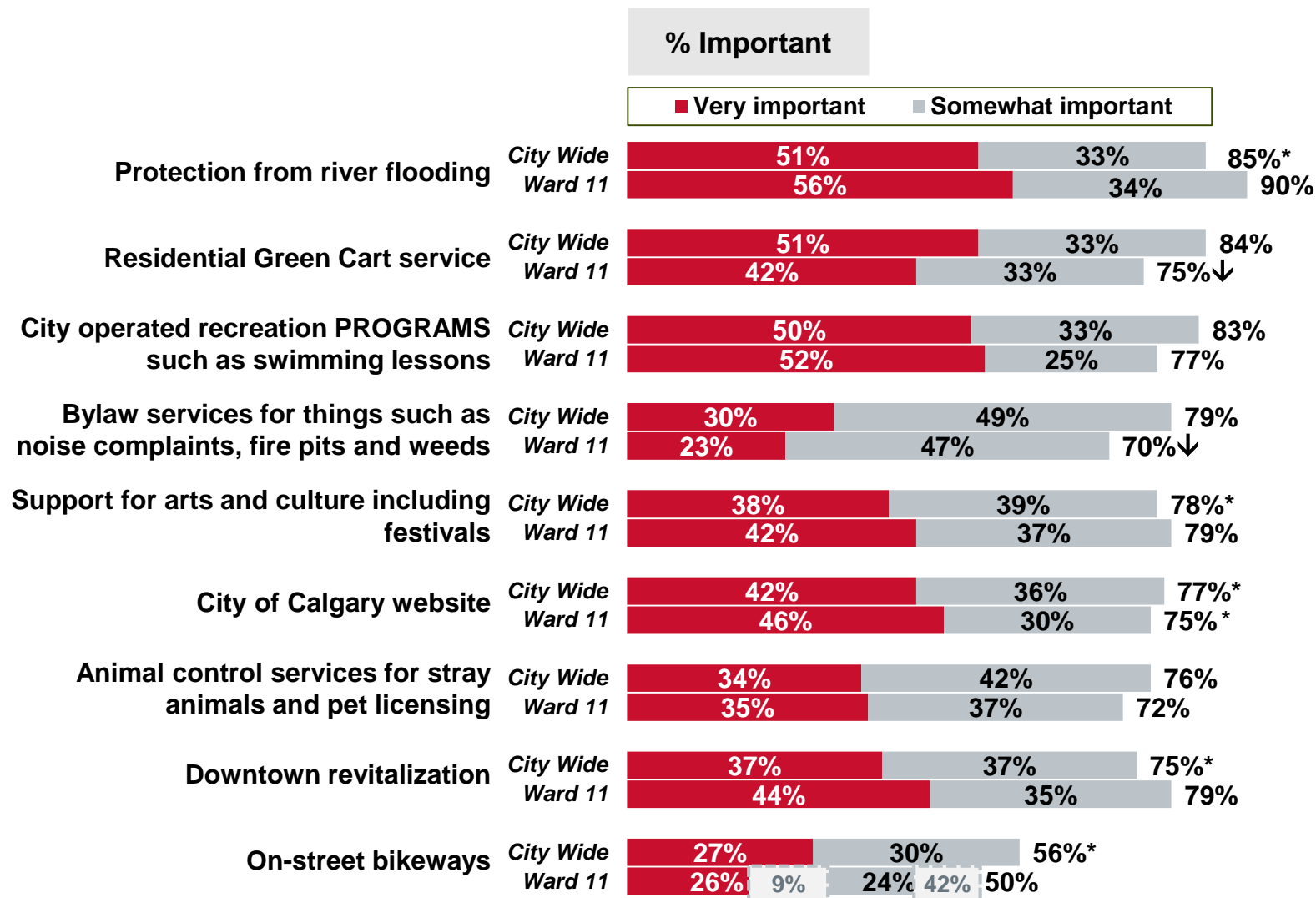


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

*Rounding

Importance of City Programs and Services (continued)



Ward 11 2019

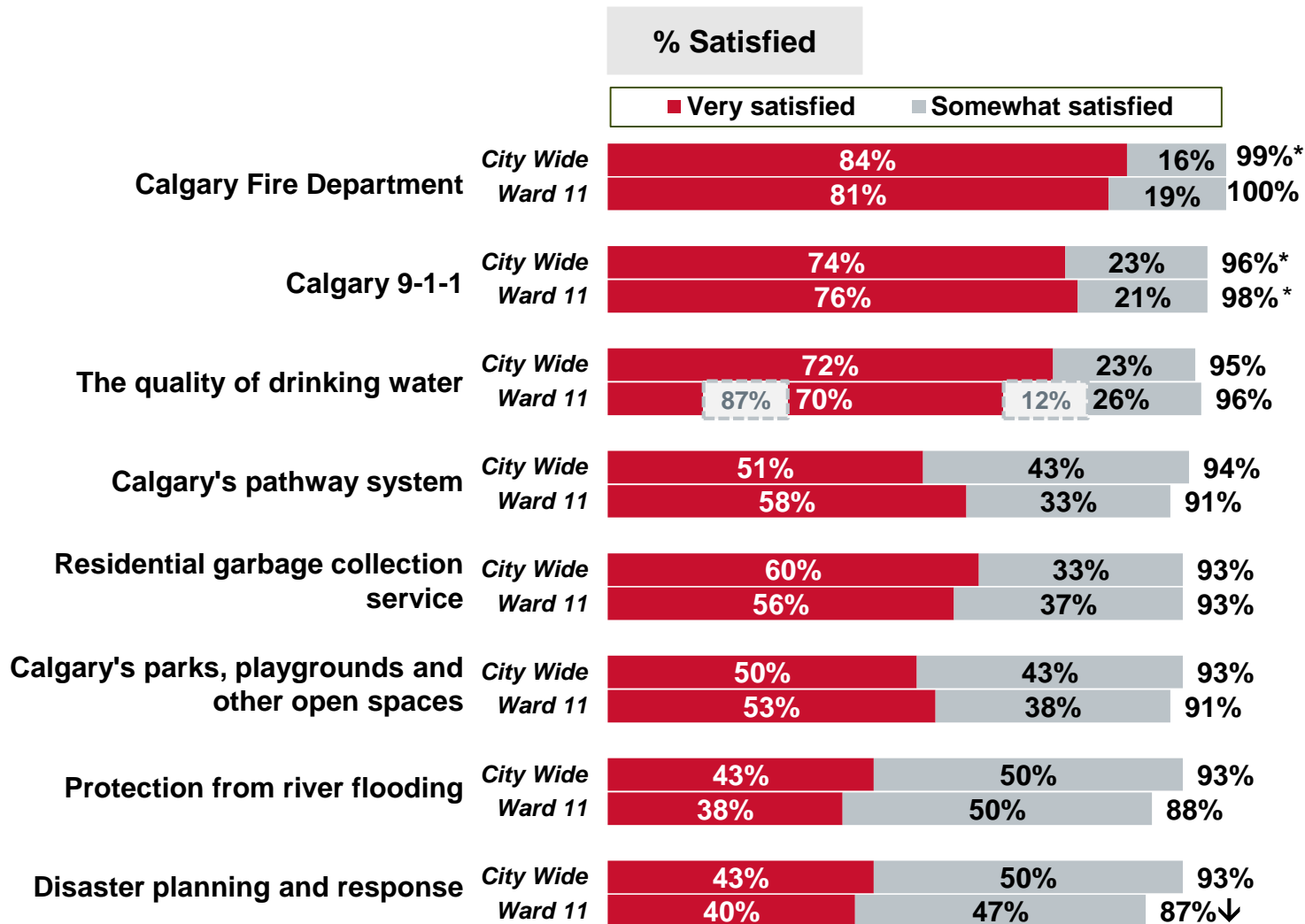
*Rounding

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)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Satisfaction with City Programs and Services



Ward 11 2019

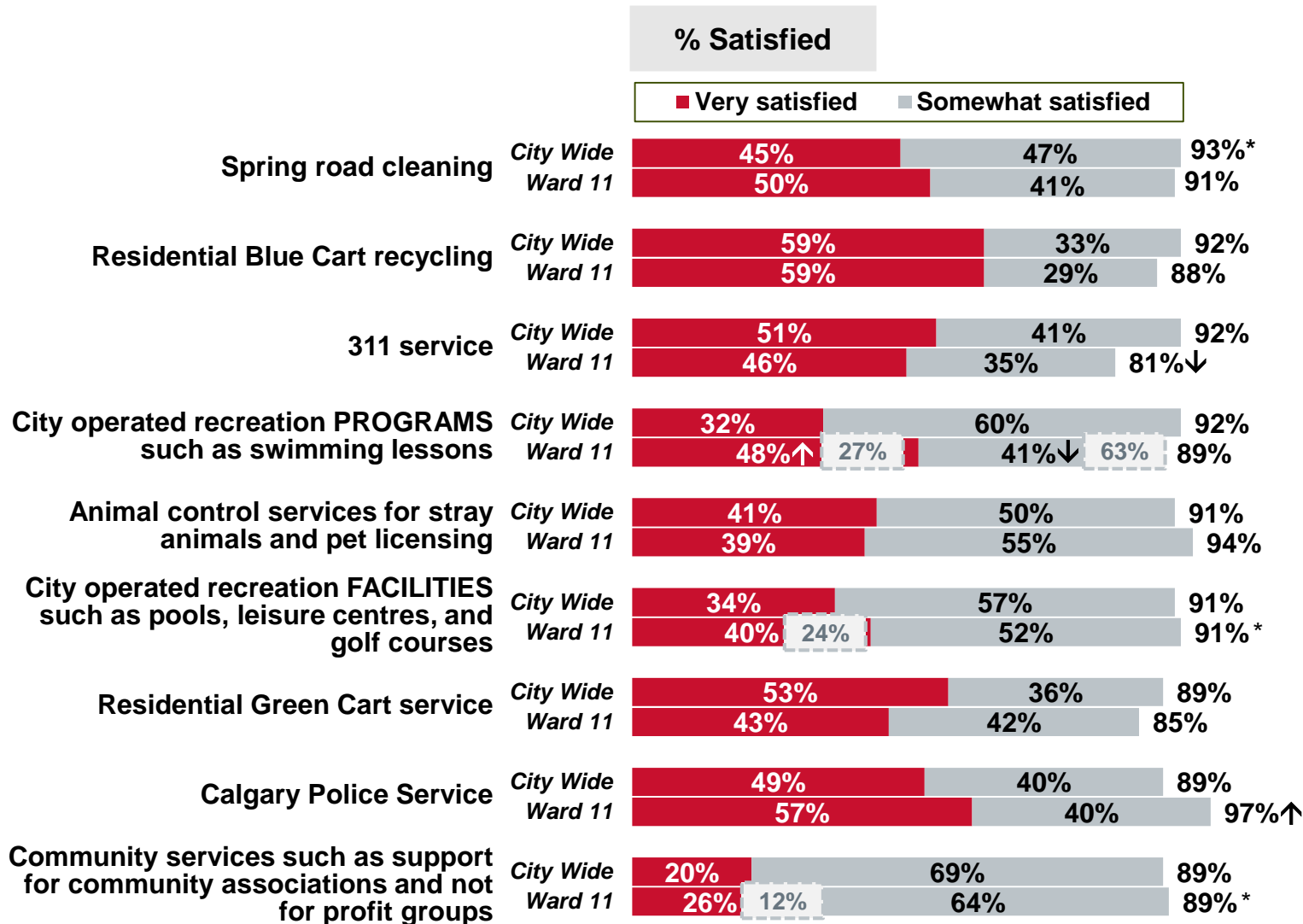
*Rounding

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)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Satisfaction with City Programs and Services (continued)

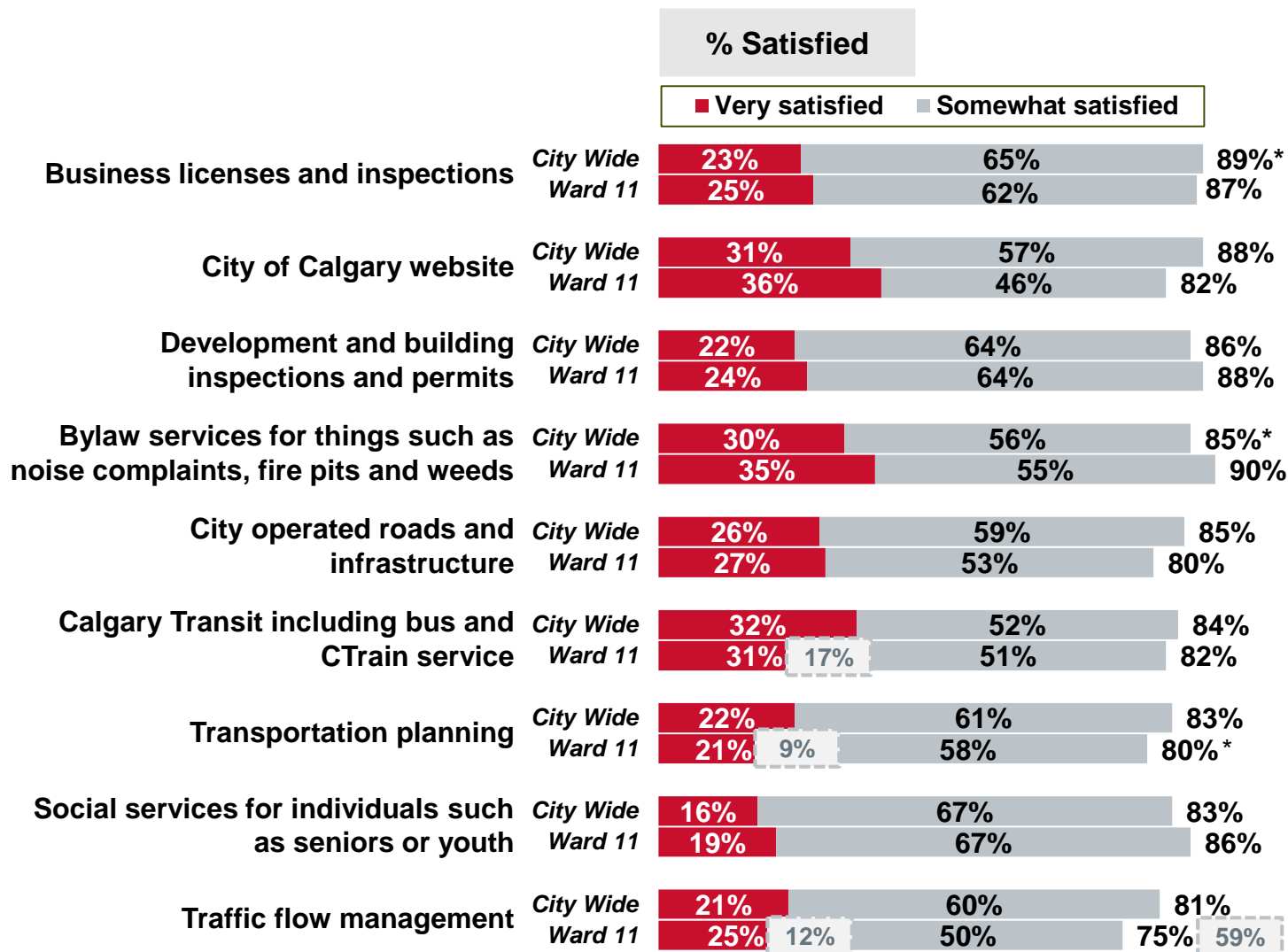


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents (Bases vary)

Satisfaction with City Programs and Services

(continued)



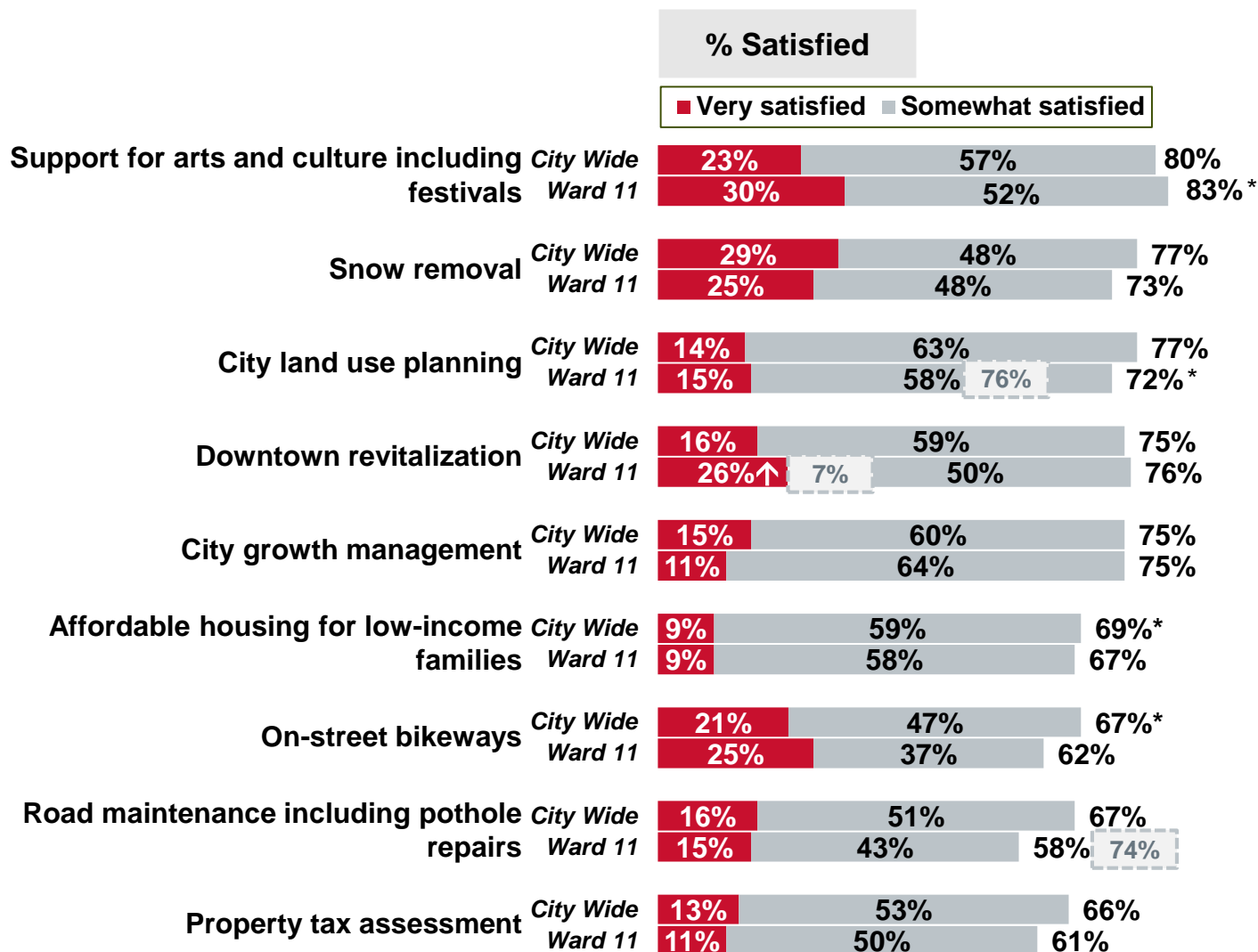
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents (Bases vary)

Ward 11 2019

*Rounding

Satisfaction with City Programs and Services (continued)



Ward 11 2019

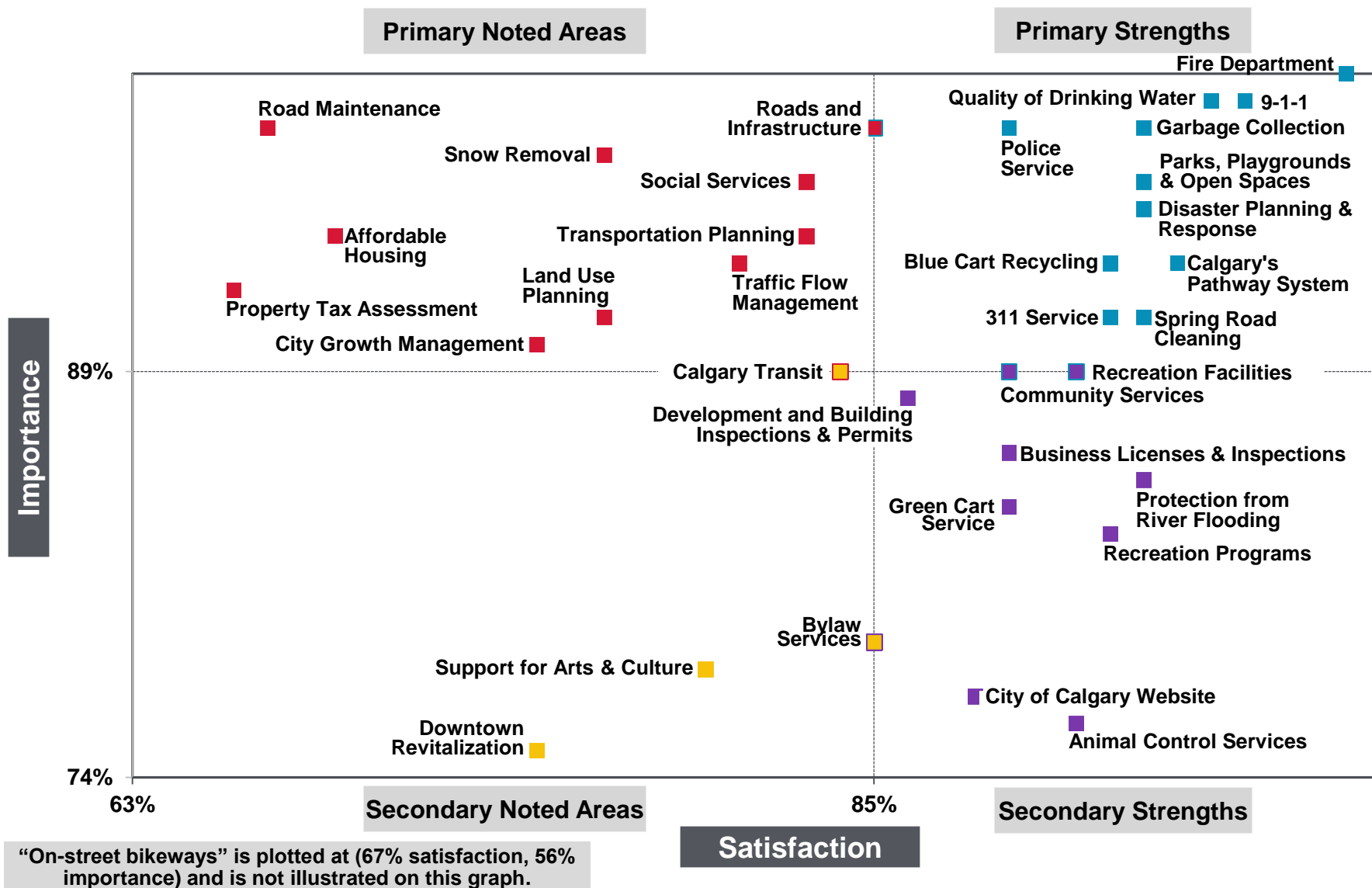
*Rounding

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.

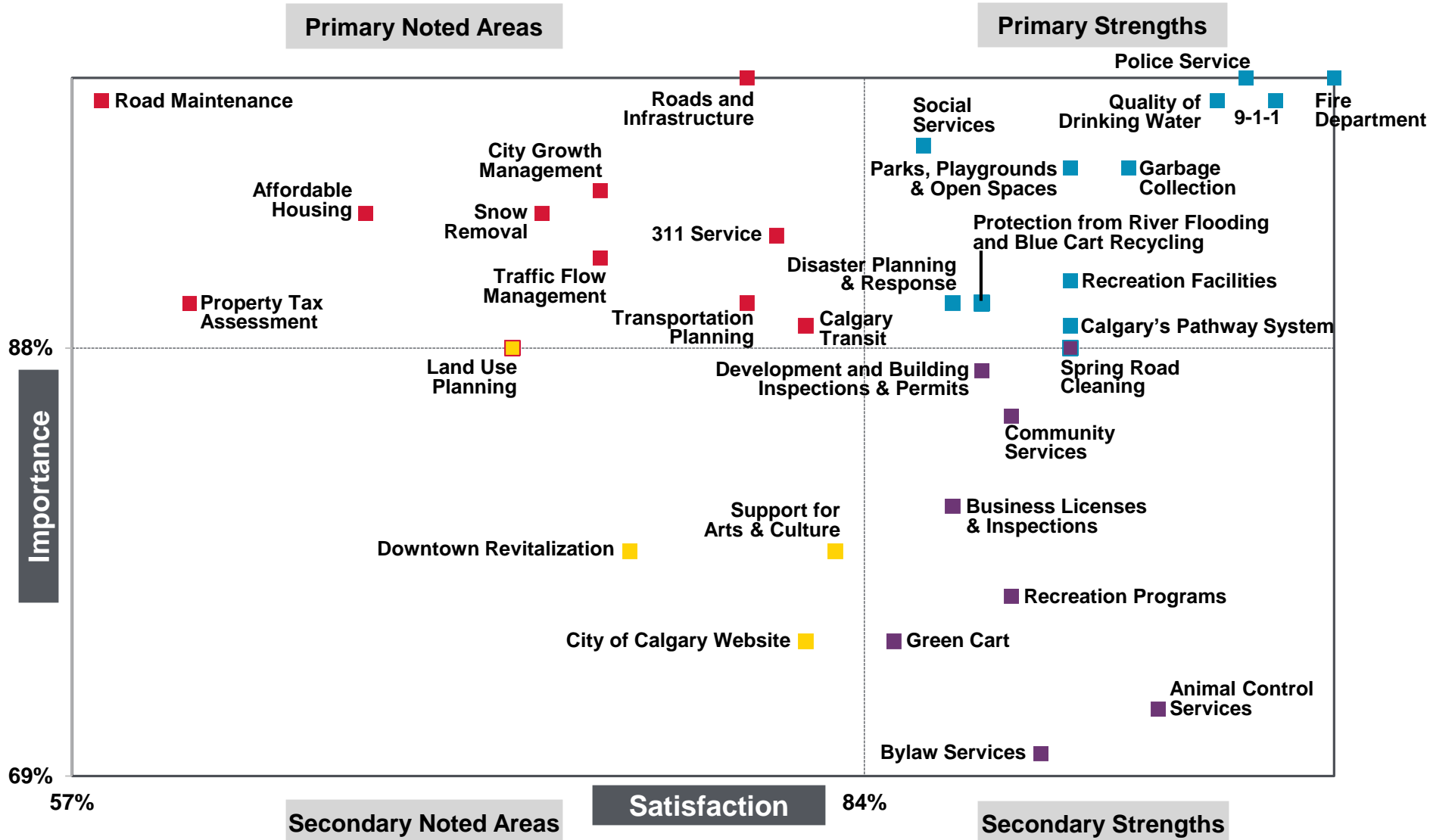
Base: Valid respondents (Bases vary)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Importance vs. Satisfaction Grid: City Wide



Importance vs. Satisfaction Grid: Ward 11



"On-street bikeways" (62% satisfaction, 50% importance) is not illustrated on this graph.



Primary Strengths and Noted Areas: City Wide versus Ward 11

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

Primary Strength

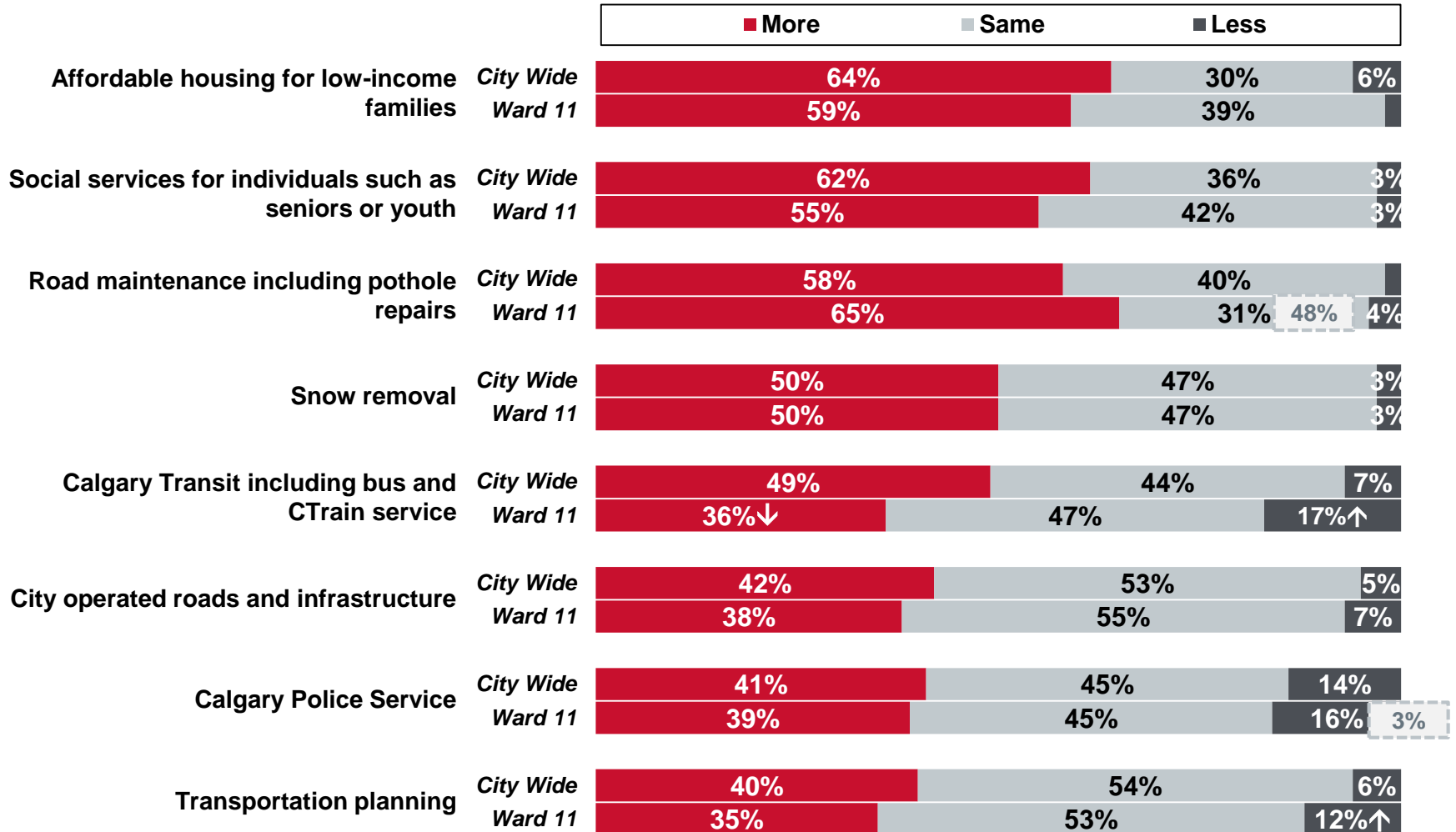
Primary Noted Areas

Neither (in another quadrant)

Striped boxes indicate the service sits on the border between quadrants

	City Wide	Ward 11
Fire Department		
9-1-1		
Quality of Drinking Water		
Residential Garbage Collection		
Parks, Playgrounds and Open Spaces		
Disaster Planning and Response		
Calgary's Pathway System		
Police Service		
Blue Cart Recycling		
Protection from River Flooding		
Spring Road Cleaning		
311 Service		
Community Services		
Recreation Facilities		
Roads and Infrastructure		
Road Maintenance		
Affordable Housing		
Property Tax Assessment		
City Growth Management		
Snow Removal		
Land Use Planning		
Traffic Flow Management		
Transportation Planning		
Social Services		
Calgary Transit		

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.

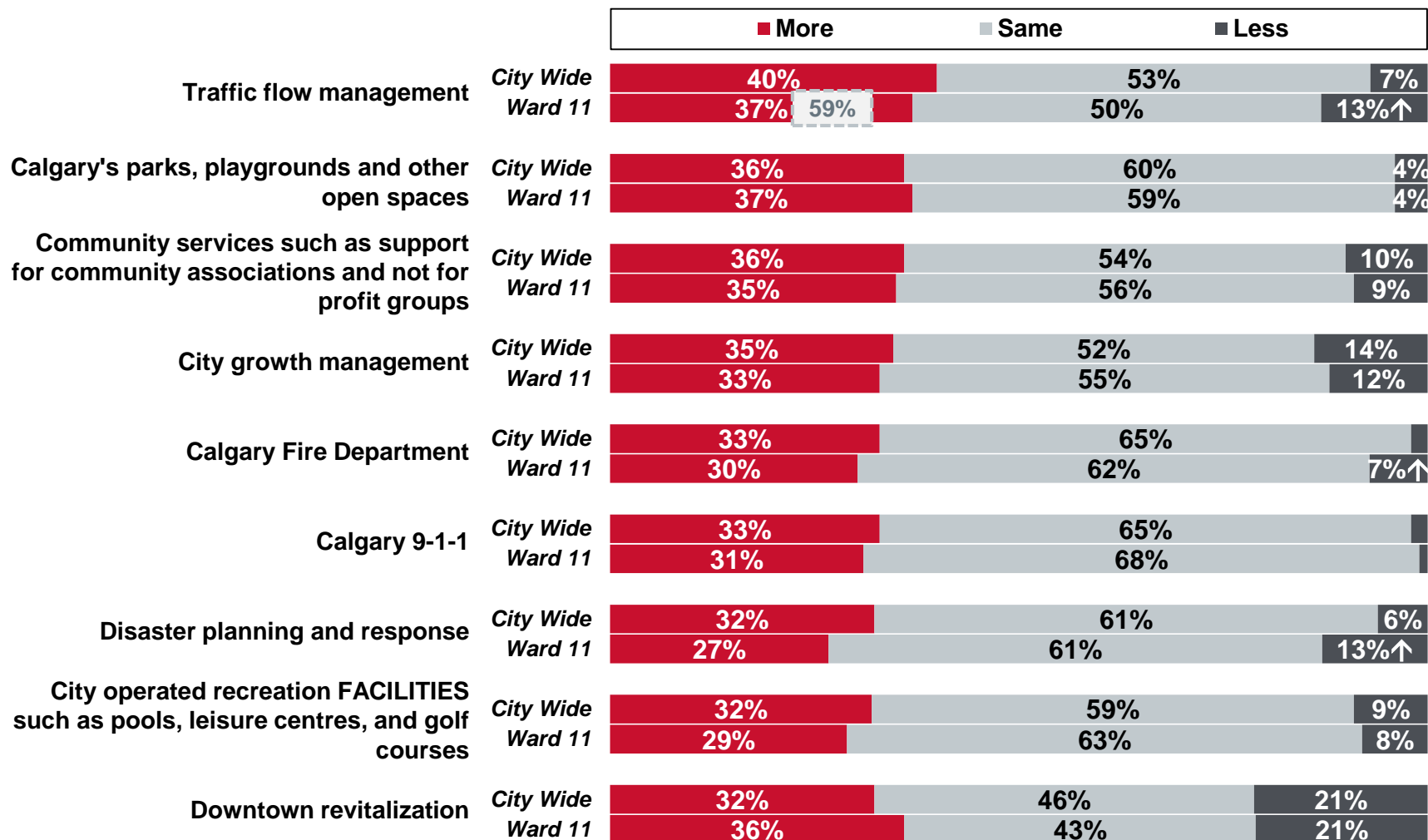
Base: Valid respondents (Bases vary)

Data labels of <3% are not shown

Ward 11 2019

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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.

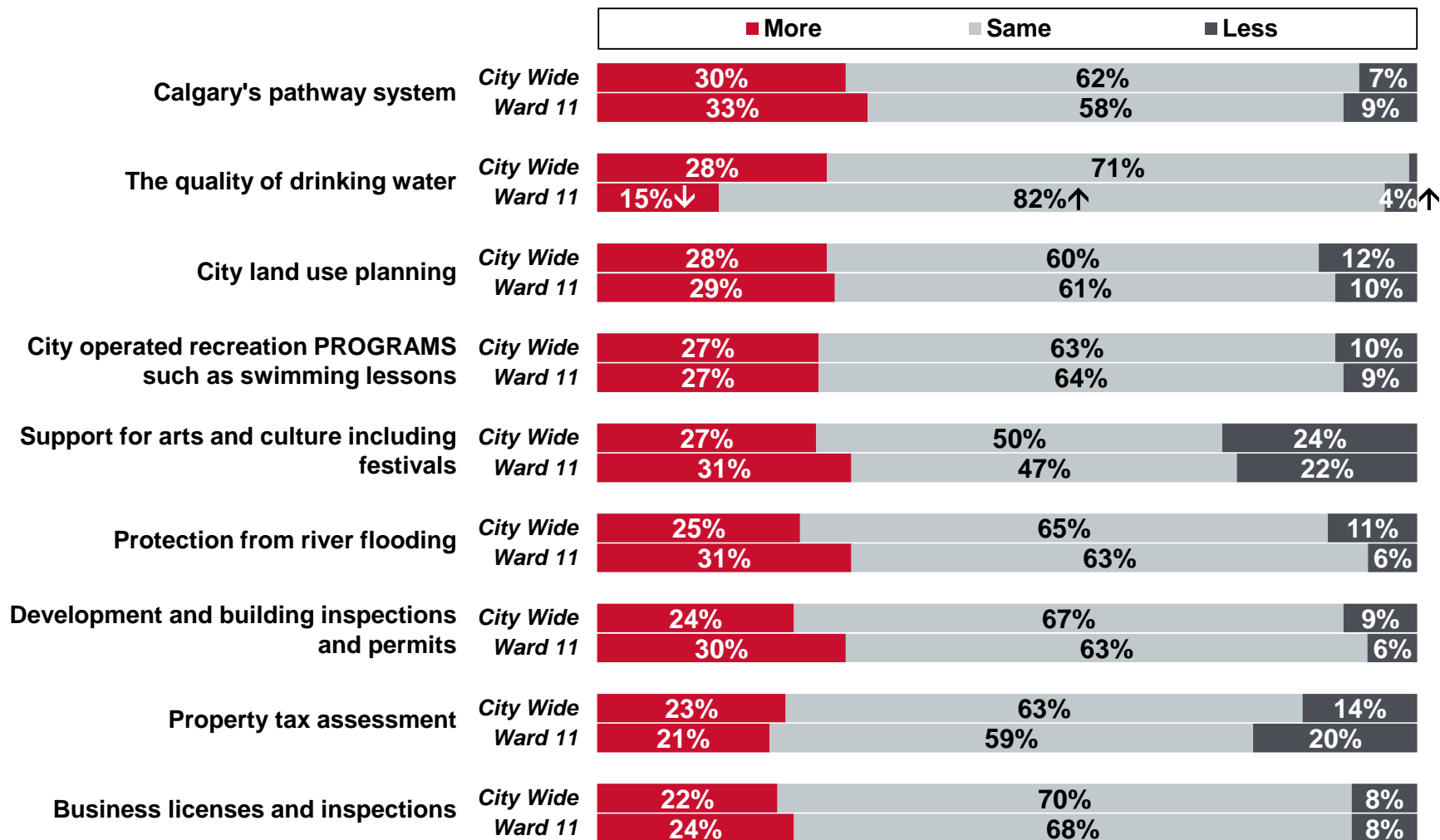
Base: Valid respondents (Bases vary)

Data labels of <3% are not shown

Ward 11 2019

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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)

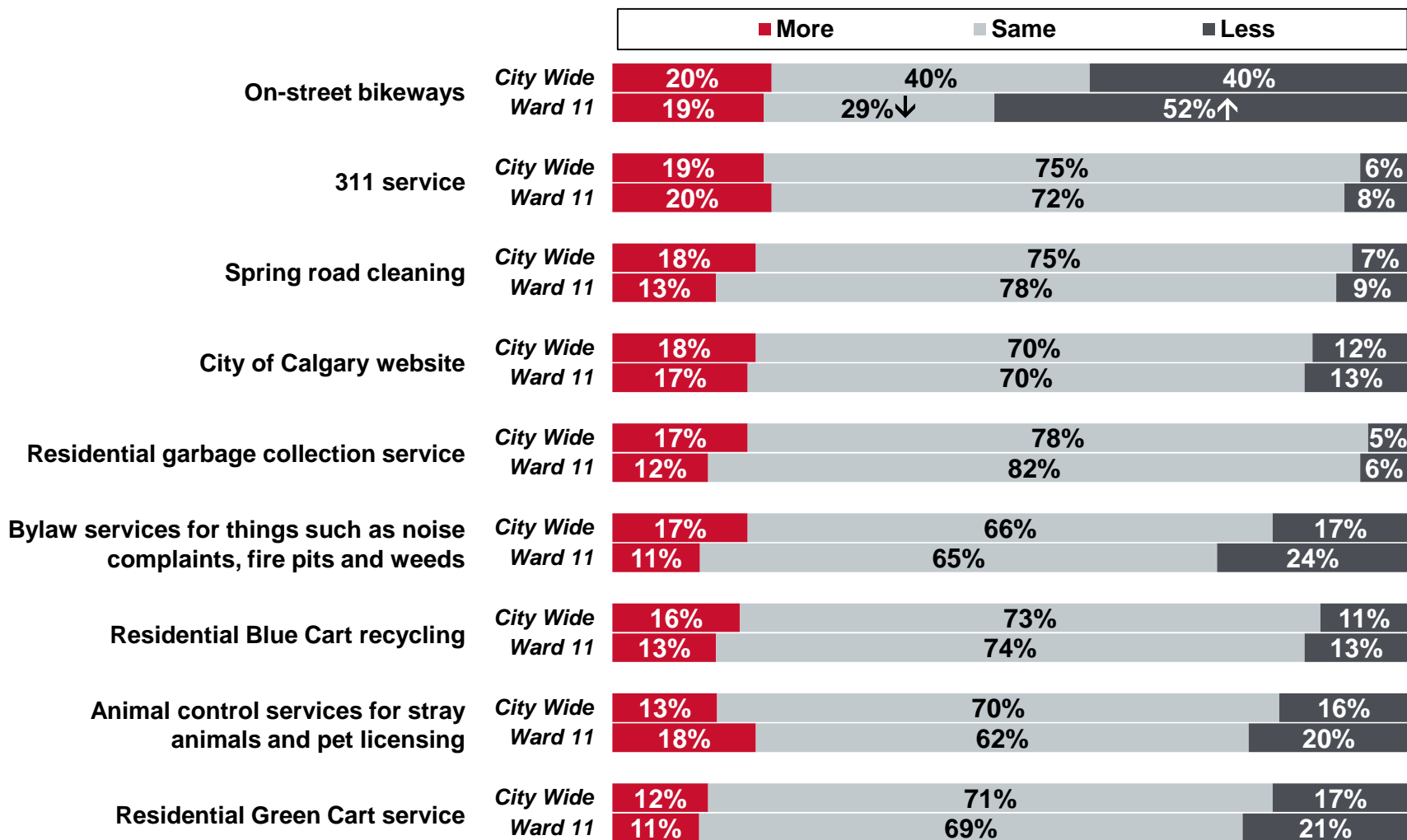
Data labels of <3% are not shown

↑ Statistically higher than City Wide

↓ Statistically lower than City Wide

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)

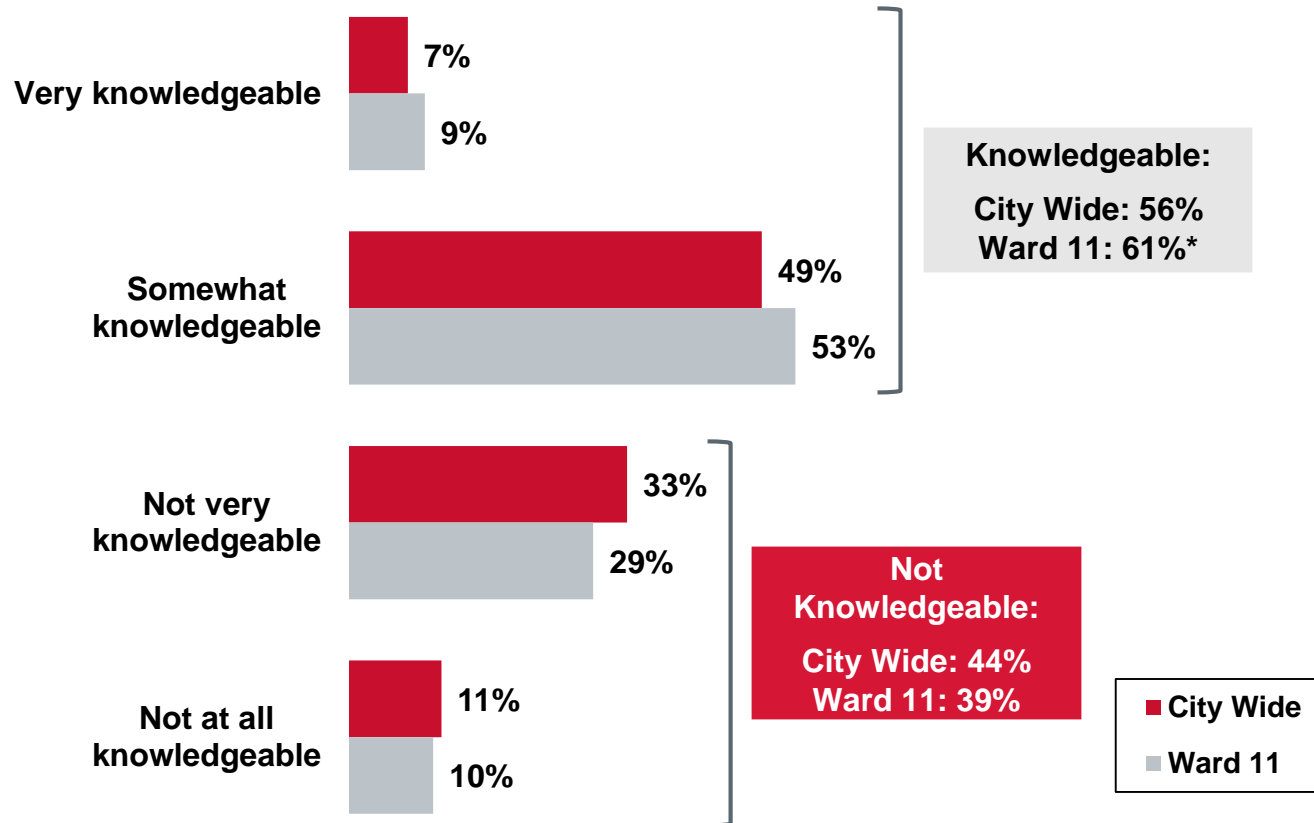
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Taxation



Knowledge Levels of Tax Dollar Spending

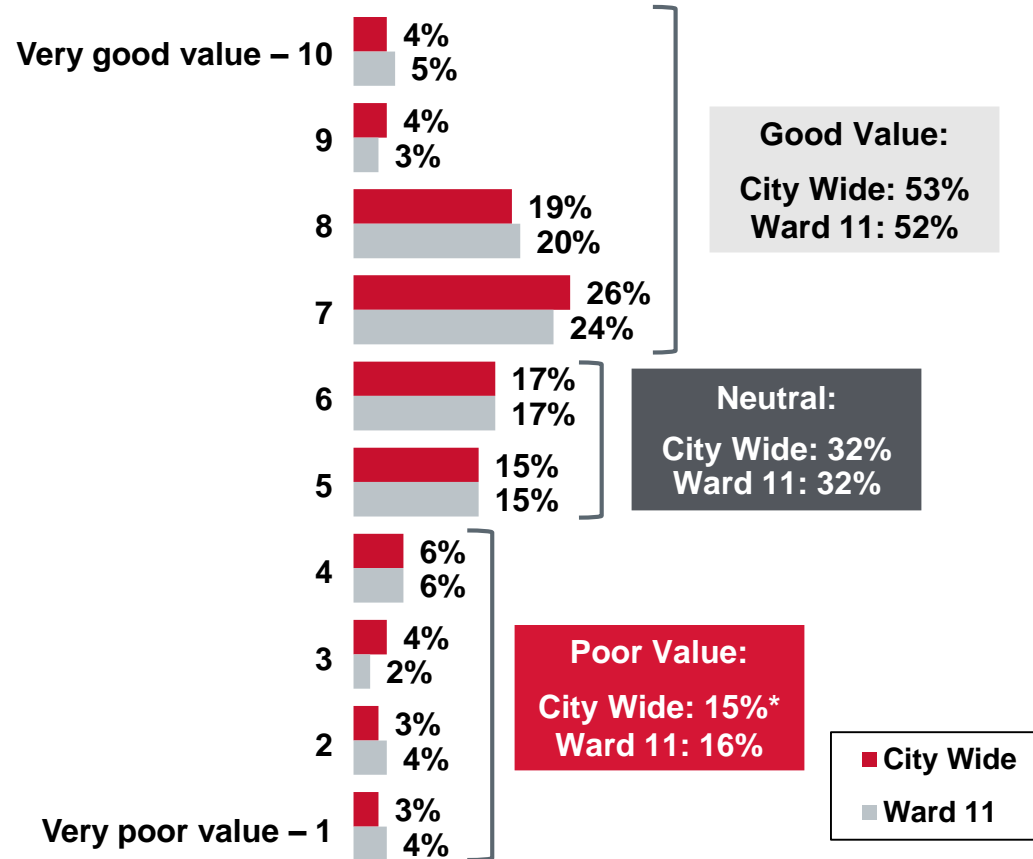


Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,484 / Ward 11: n=211)

*Rounding

Perceived Value of Property Taxes

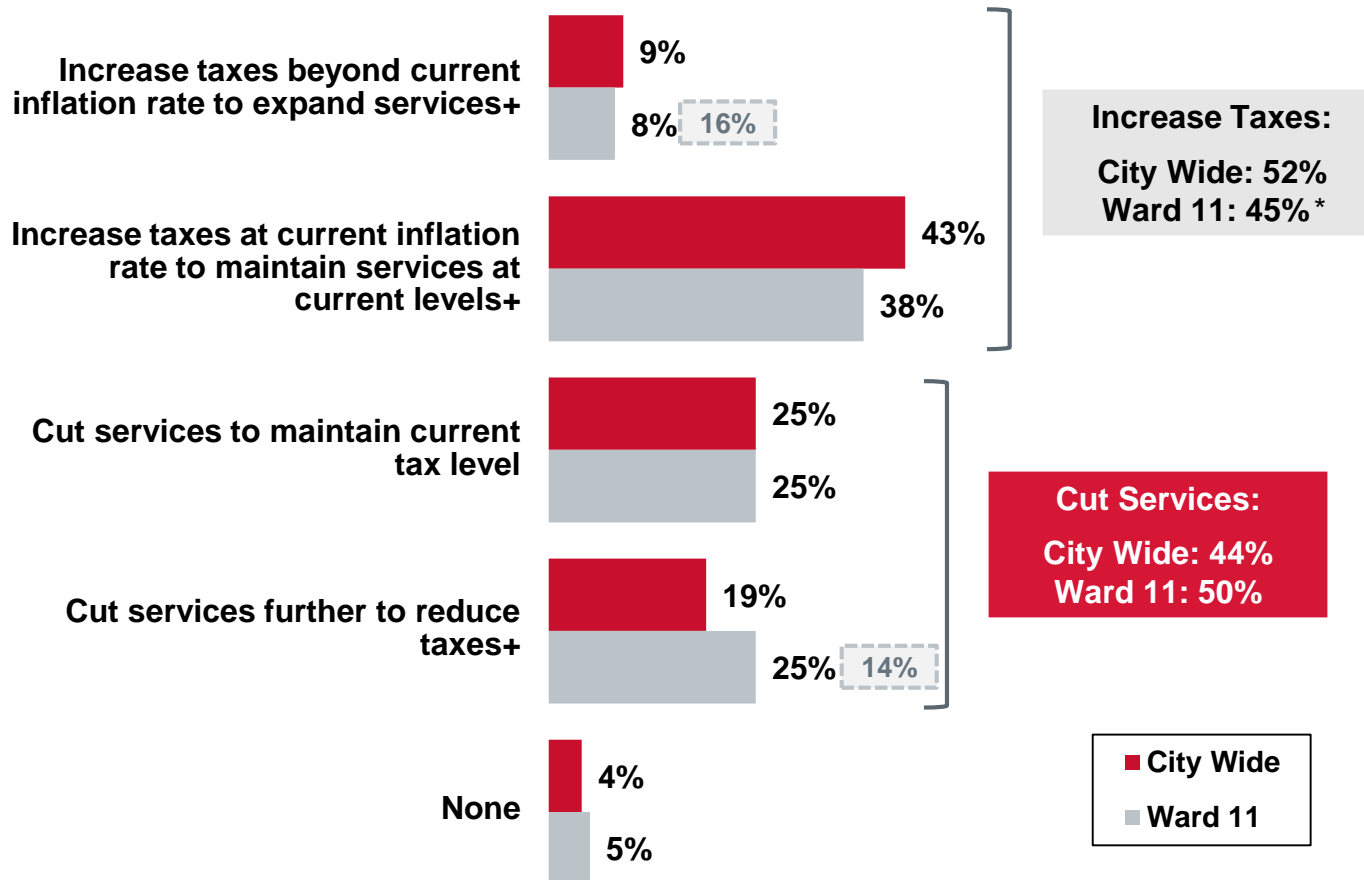


Your property tax dollars are divided between The City and the Province. In Calgary, approximately two-thirds of your residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal 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=2,453 / Ward 11: n=206)

*Rounding

Balancing Taxation and Service Delivery Levels



Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?

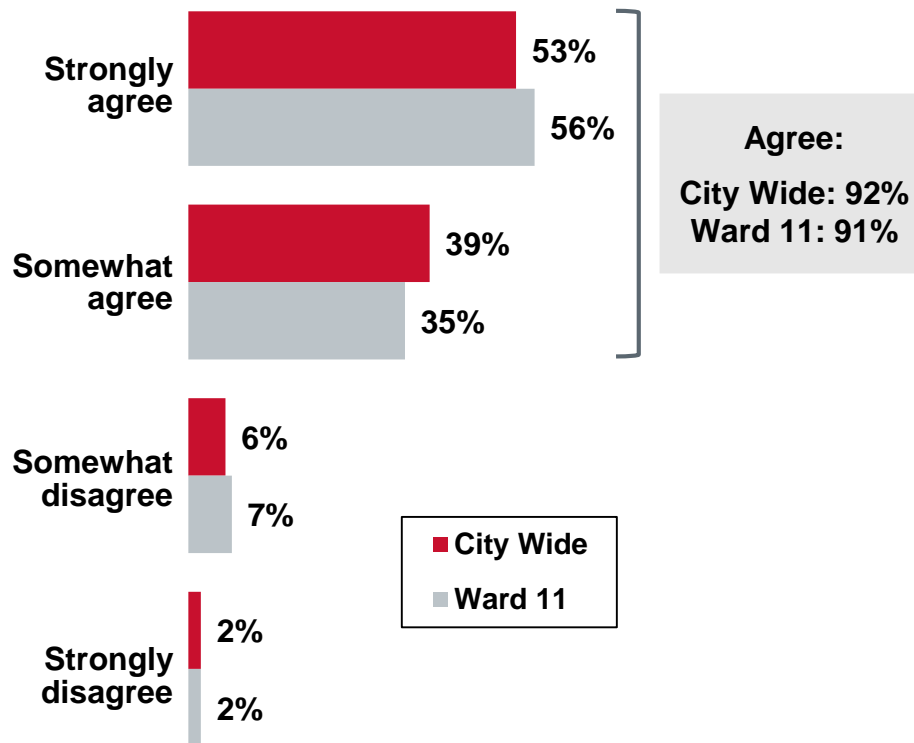
Base: Valid respondents (City Wide: n=2,464 / Ward 11: n=208) | +Slight wording changes in Fall 2020

Ward 11 2019

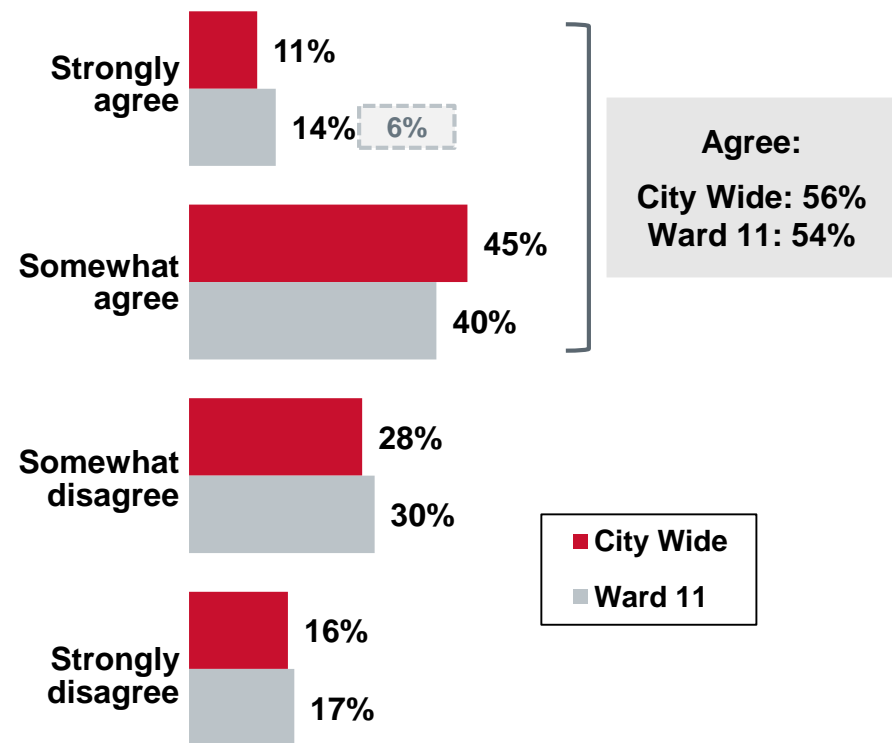
*Rounding

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



Ward 11 2019

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

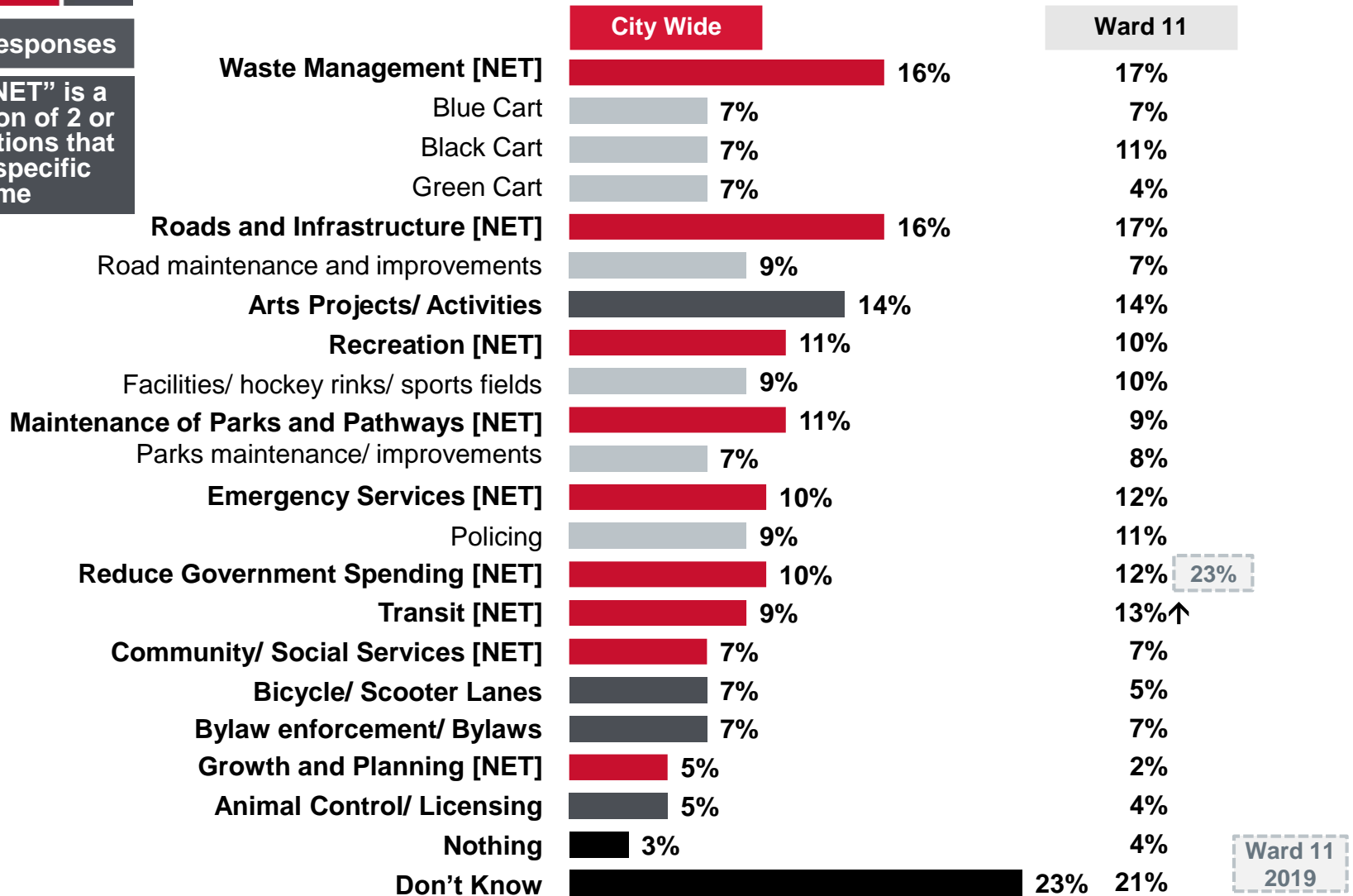
Base: Valid respondents (City Wide: n=2,481 / Ward 11: n=208)

Base: Valid respondents (City Wide: n=2,453 / Ward 11: n=209)

Proposed Service Reductions

Multiple Responses

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



Ward 11
2019

Mentions of <5% are not shown

↑Statistically higher than City Wide
↓Statistically lower than City Wide

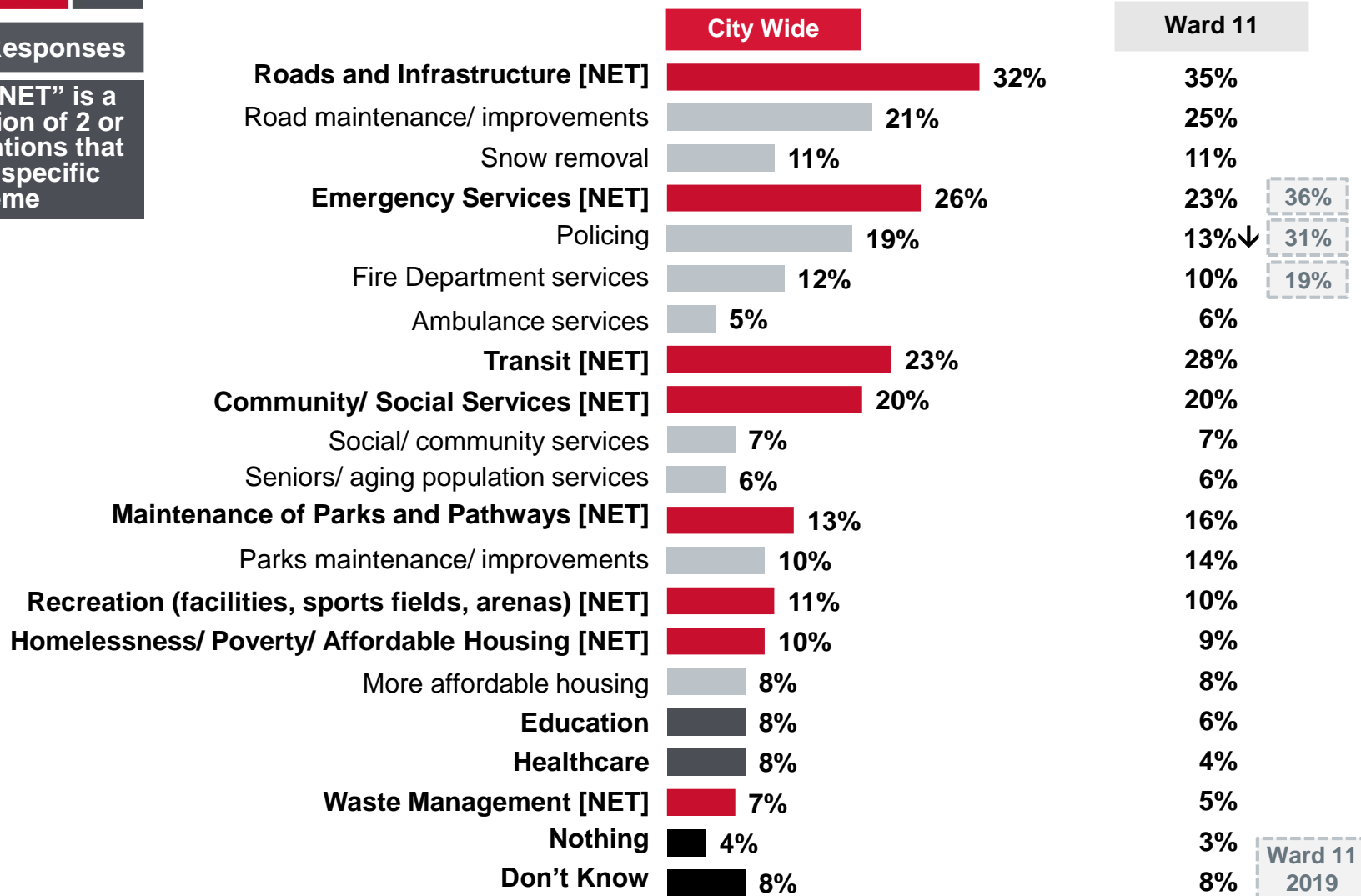
Of all the services you know of that are provided by The City of Calgary, name up to three services that you would propose to have a service reduction in order to save costs.

Base: Valid respondents (City Wide: n=2,500 / Ward 11: n=211)

Proposed Service Increases

Multiple Responses

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



Mentions of <5% are not shown

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Again, considering all the services that you know The City of Calgary provides, name up to three services that you would propose to spend more on to receive an increase in service.

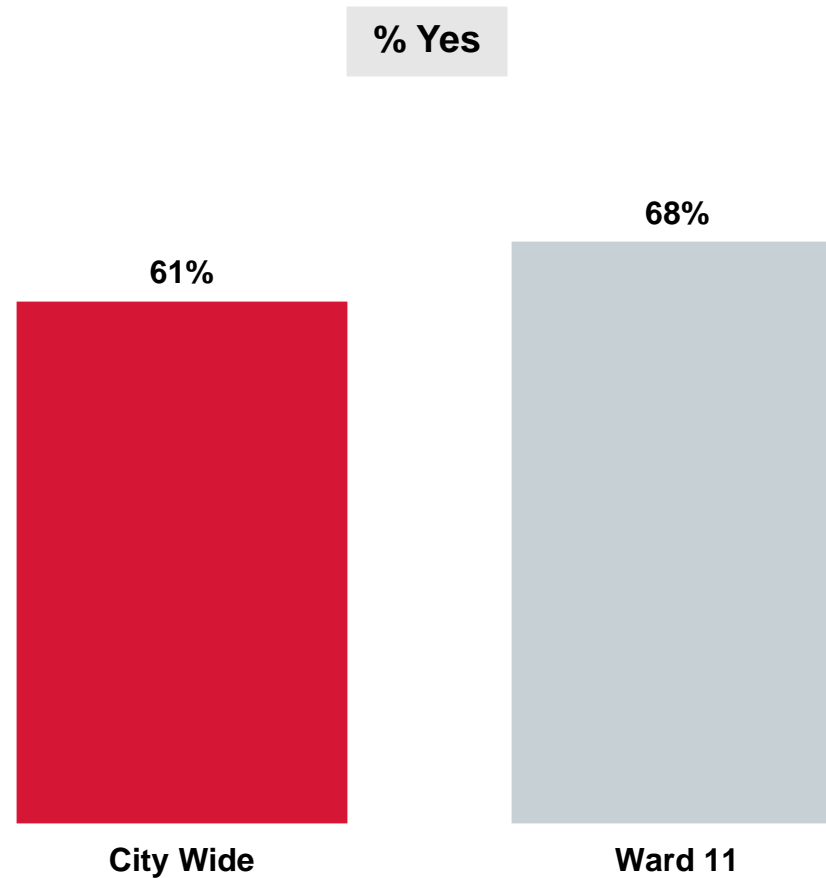
Base: Valid respondents (City Wide: n=2,500 / Ward 11: n=211)



Contact with The City and Customer Service



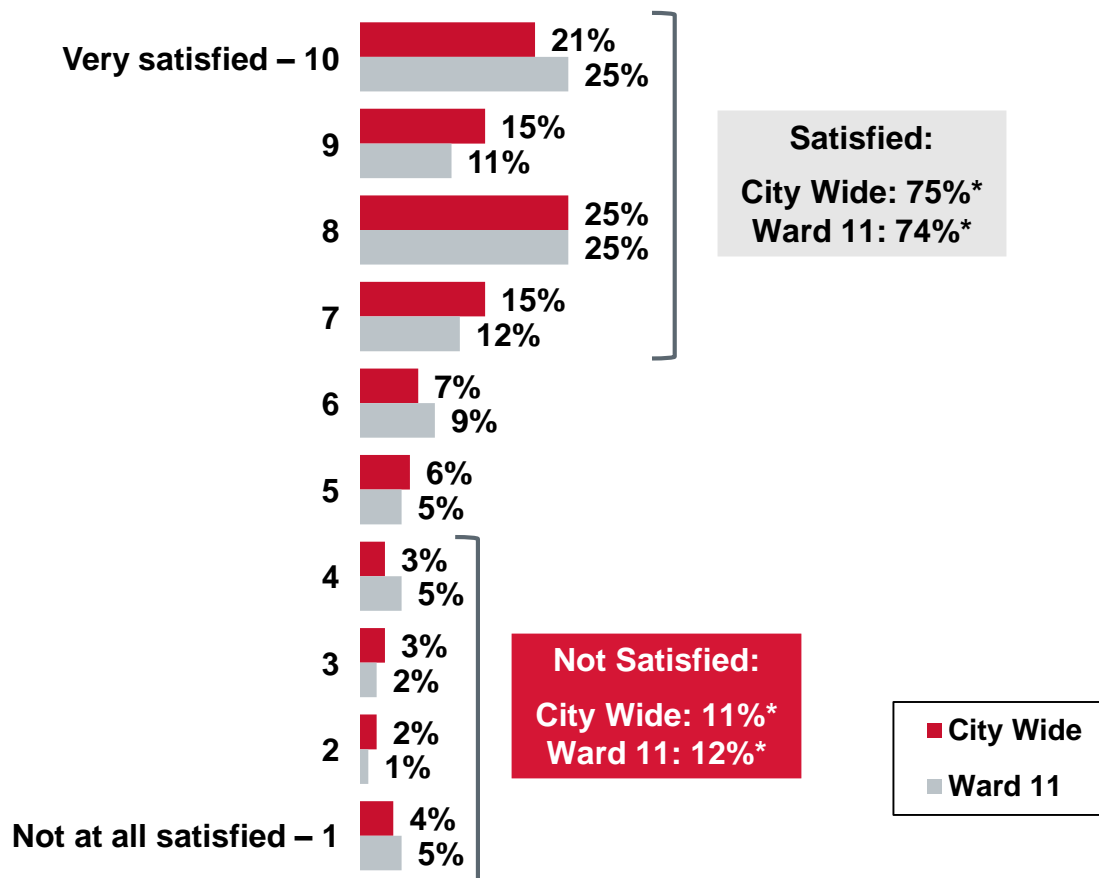
Past 12 Months Contact with The City of Calgary



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=2,479 / Ward 11: n=209)

Satisfaction with the Overall Level and Quality of Customer Service



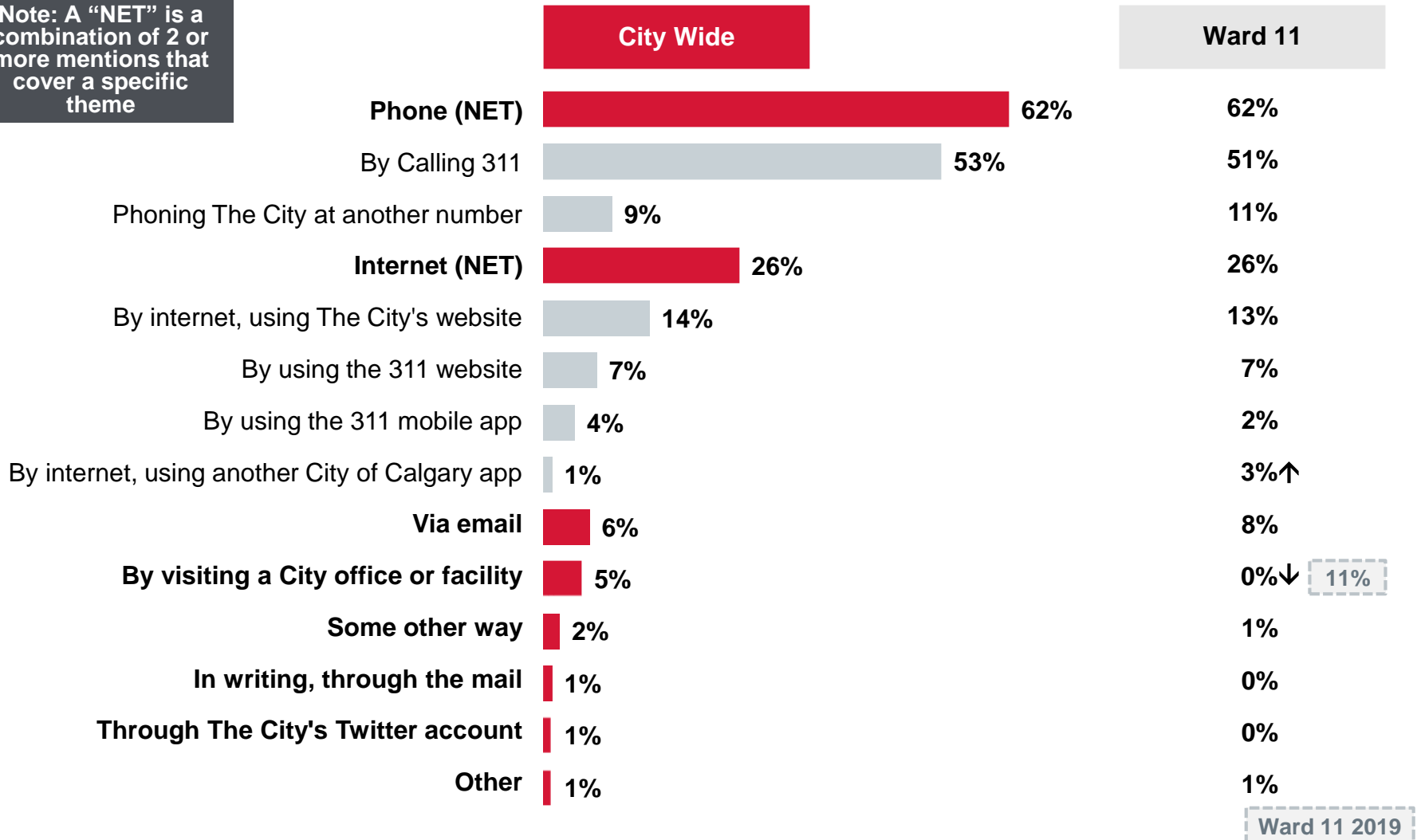
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months
(City Wide: n=1,535 / Ward 11: n=143)

*Rounding

Type of Contact

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



Thinking of your most recent contact with The City, was it... ?

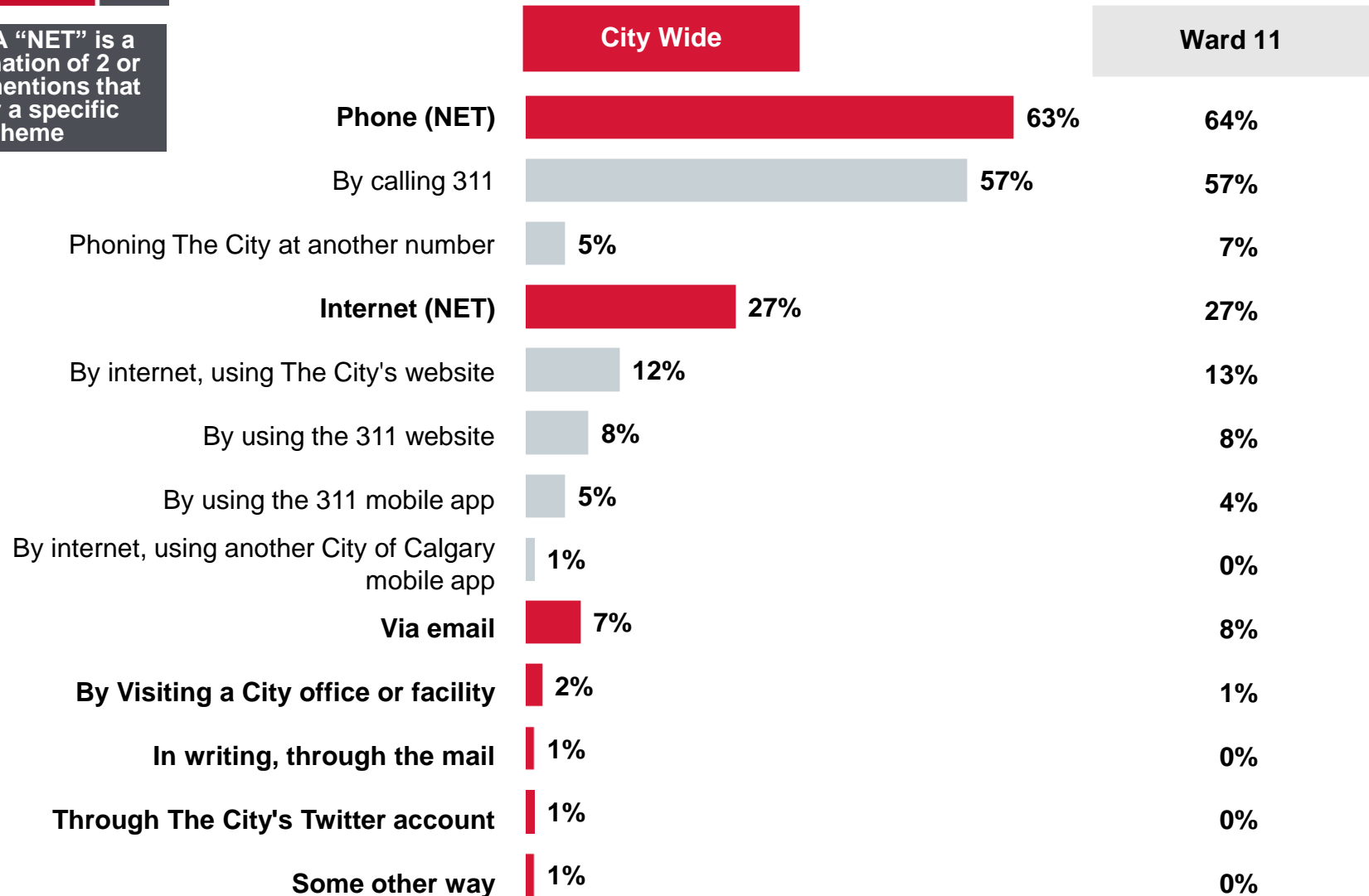
Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,111 / Ward 11: n=98)

Mentions of <1% are not shown

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Preferred Method of Contact

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

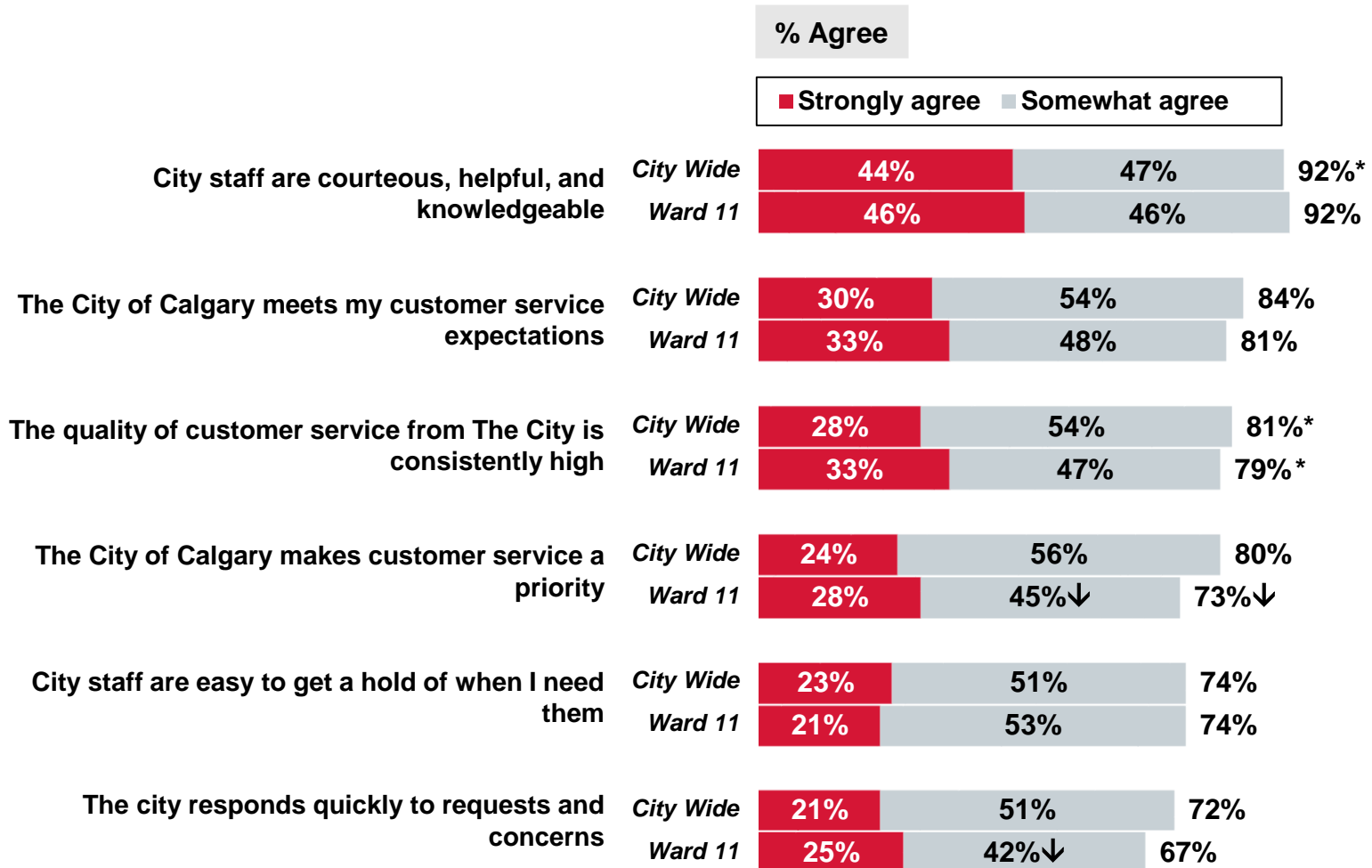


What is your preferred way of contacting The City?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,111 / Ward 11: n=98)

Mentions of <1% are not shown

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)

*Rounding

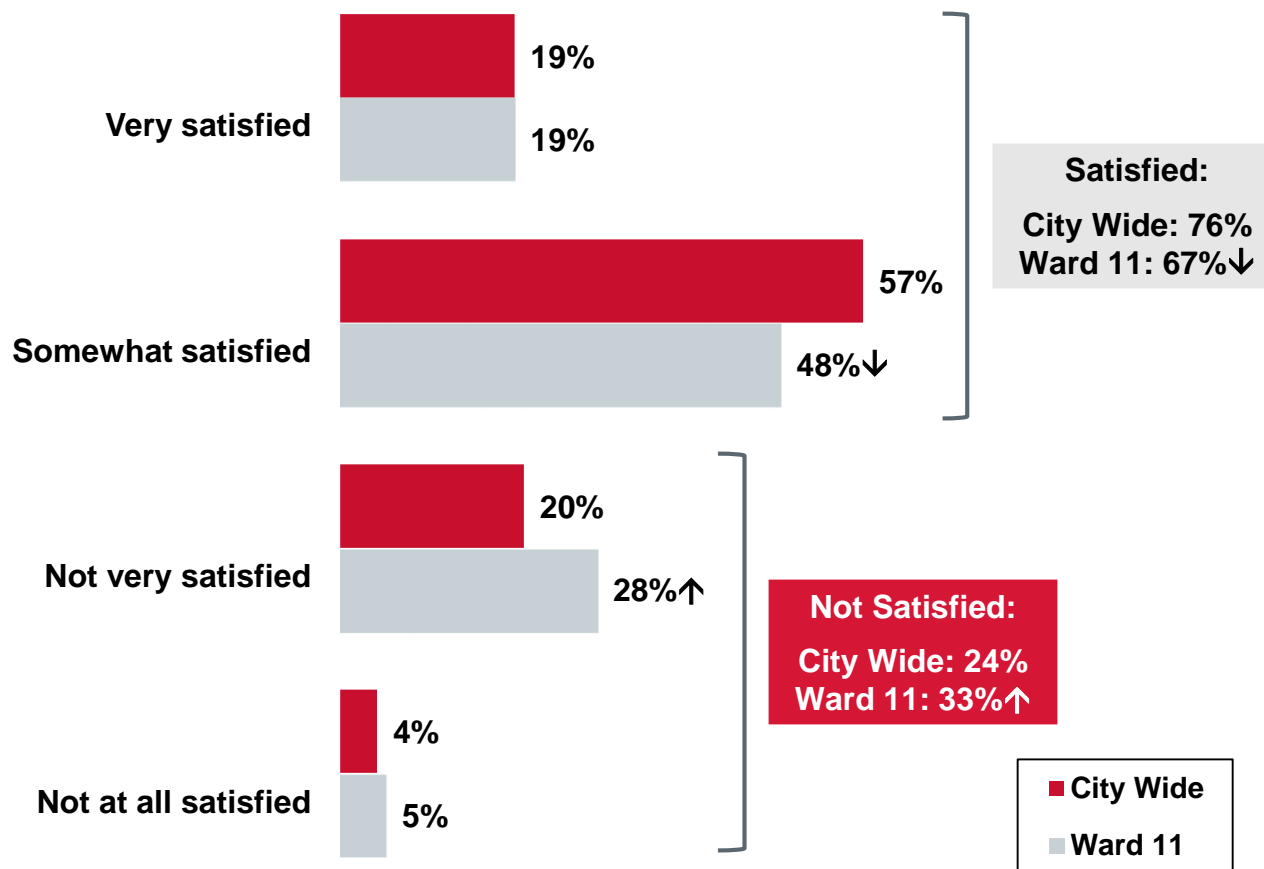
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



City Communications



Satisfaction with the Overall Quality of City Information and Communications

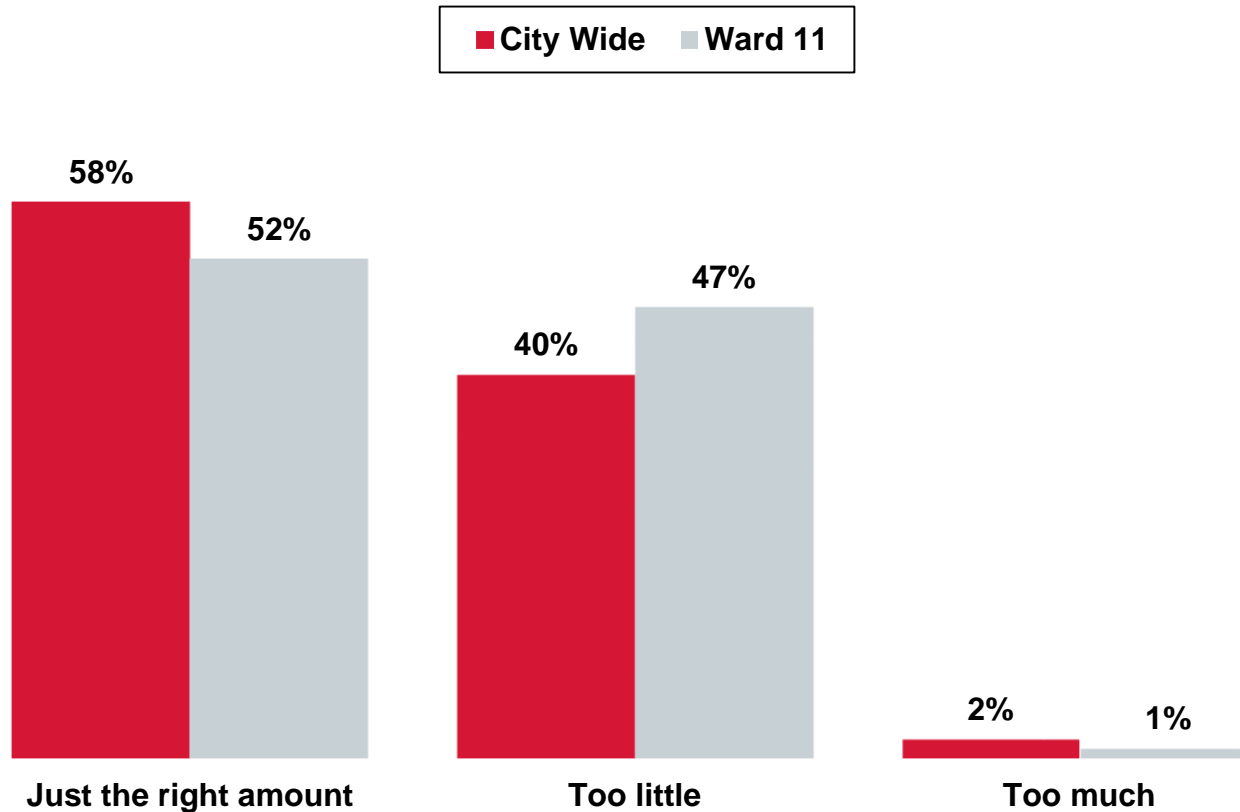


And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents (City Wide: n=2,493 / Ward 11: n=211)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

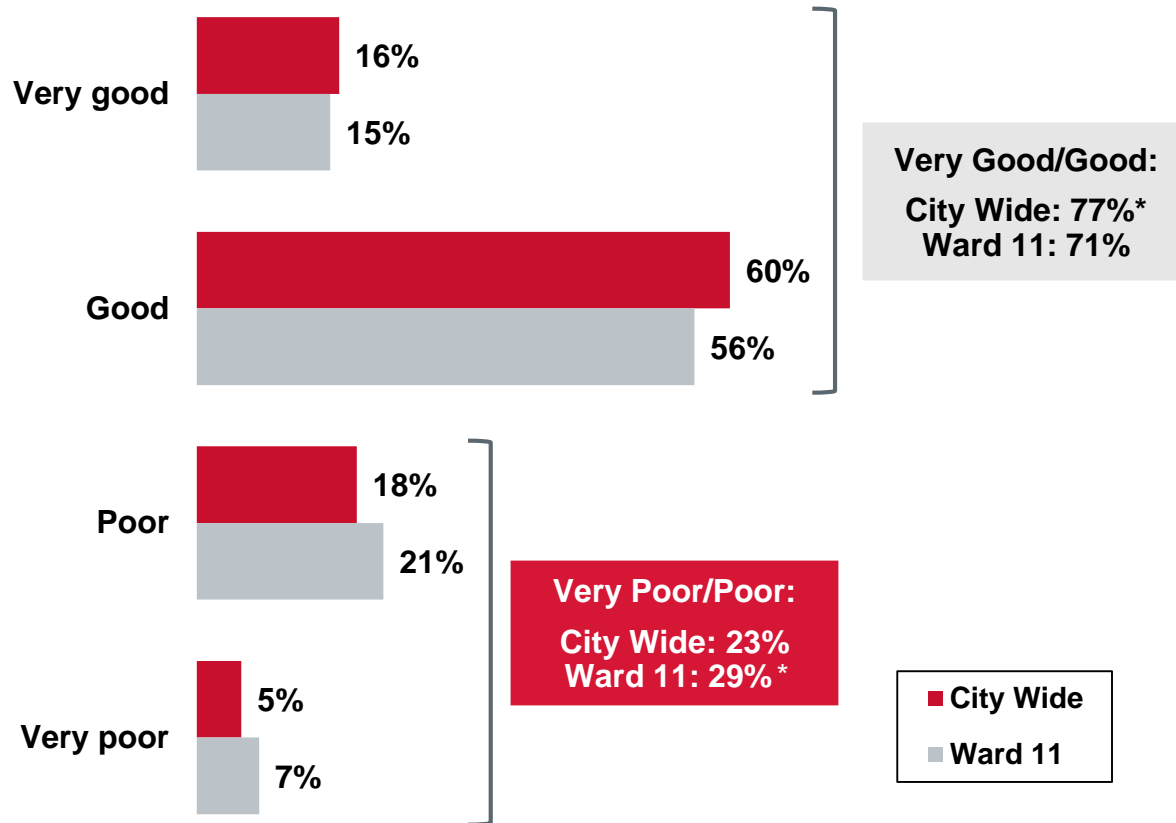
Amount of Accessible Information



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=2,479 / Ward 11: n=211)

Overall Communications from The City



Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?

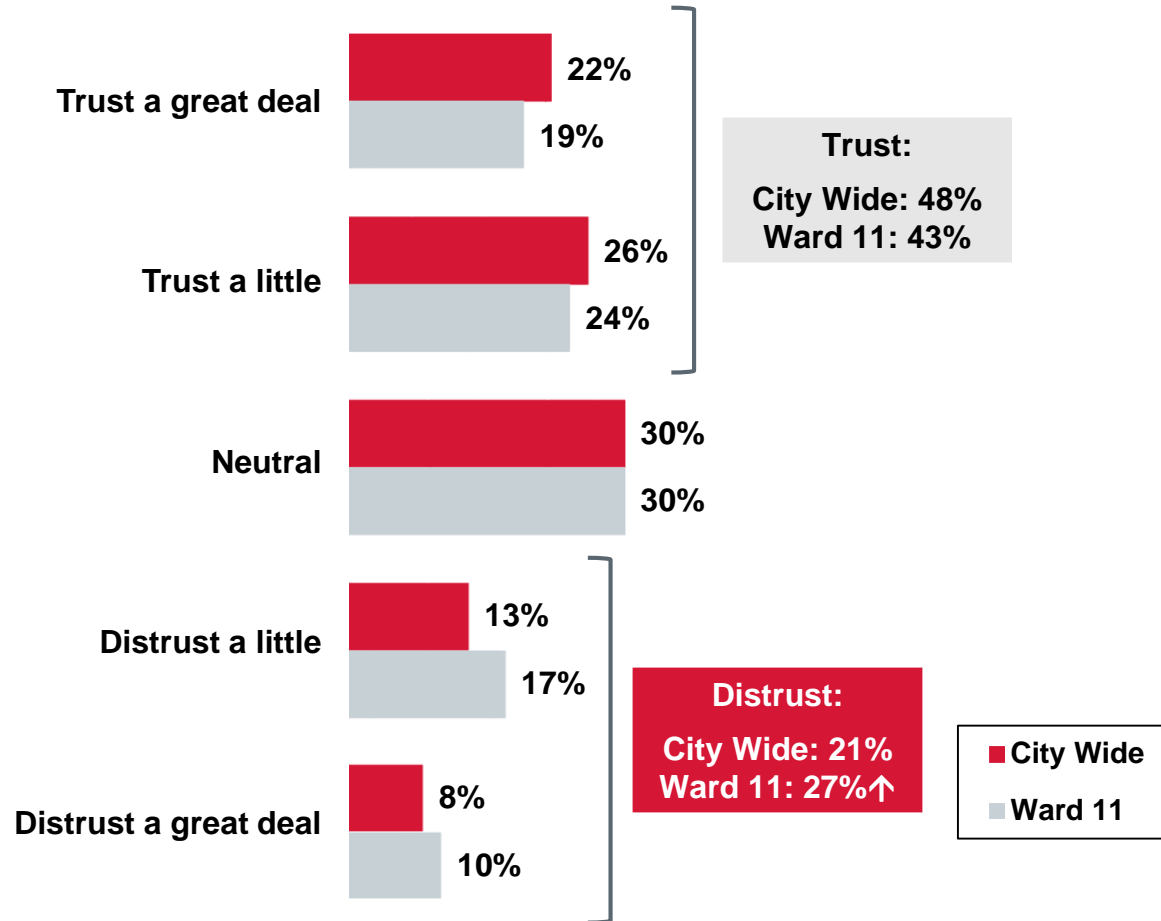
Base: Valid respondents, (City wide: n=2,484 / Ward 11: n=211)

*Rounding



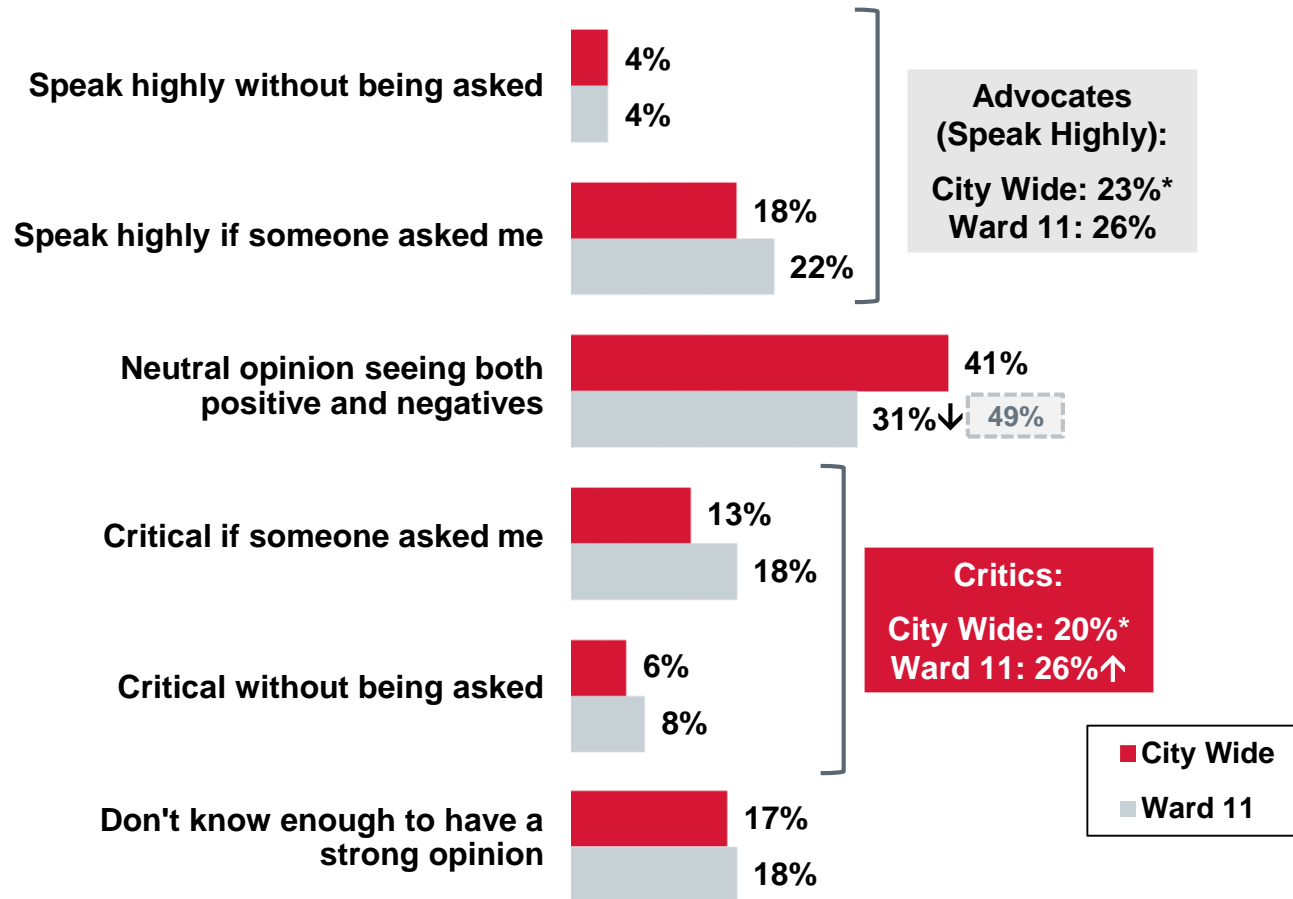
City Reputation and Performance





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=2,491 / Ward 11: n=211)



Ward 11 2019

*Rounding

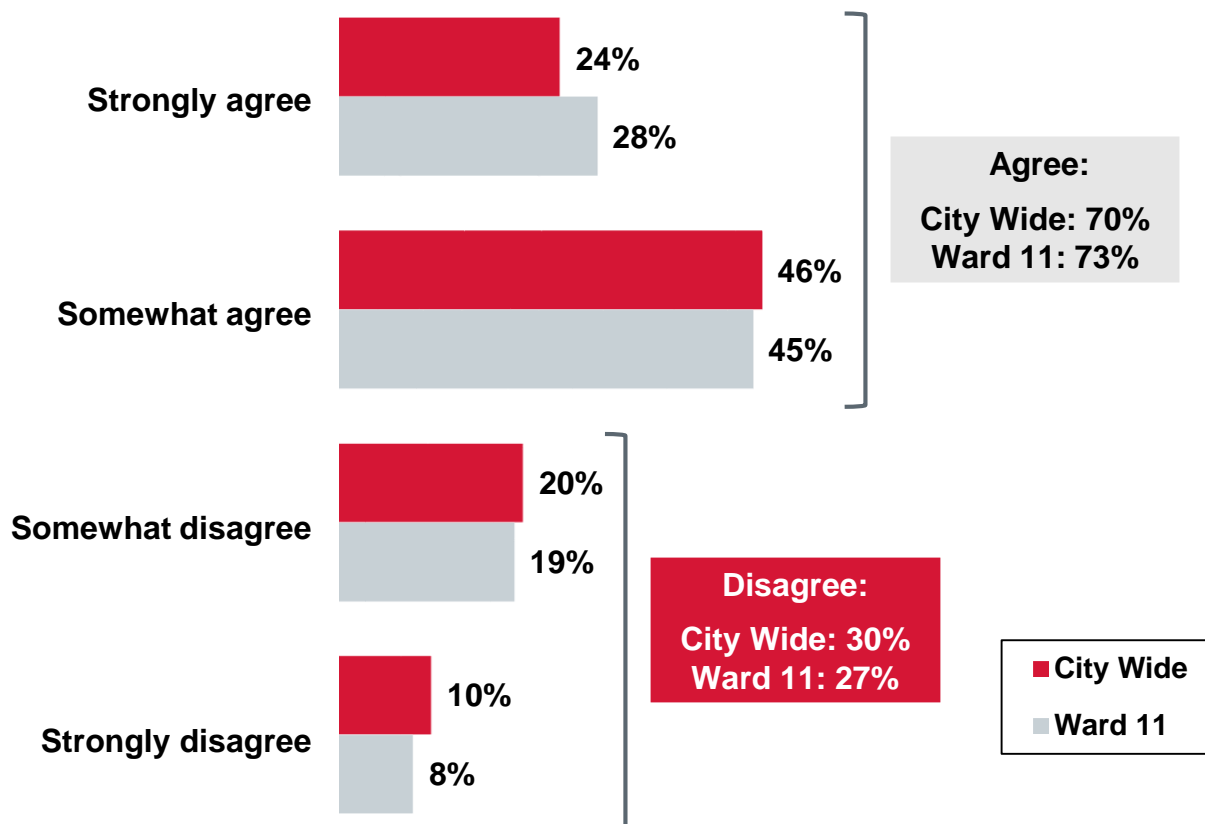
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 11: n=211)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

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

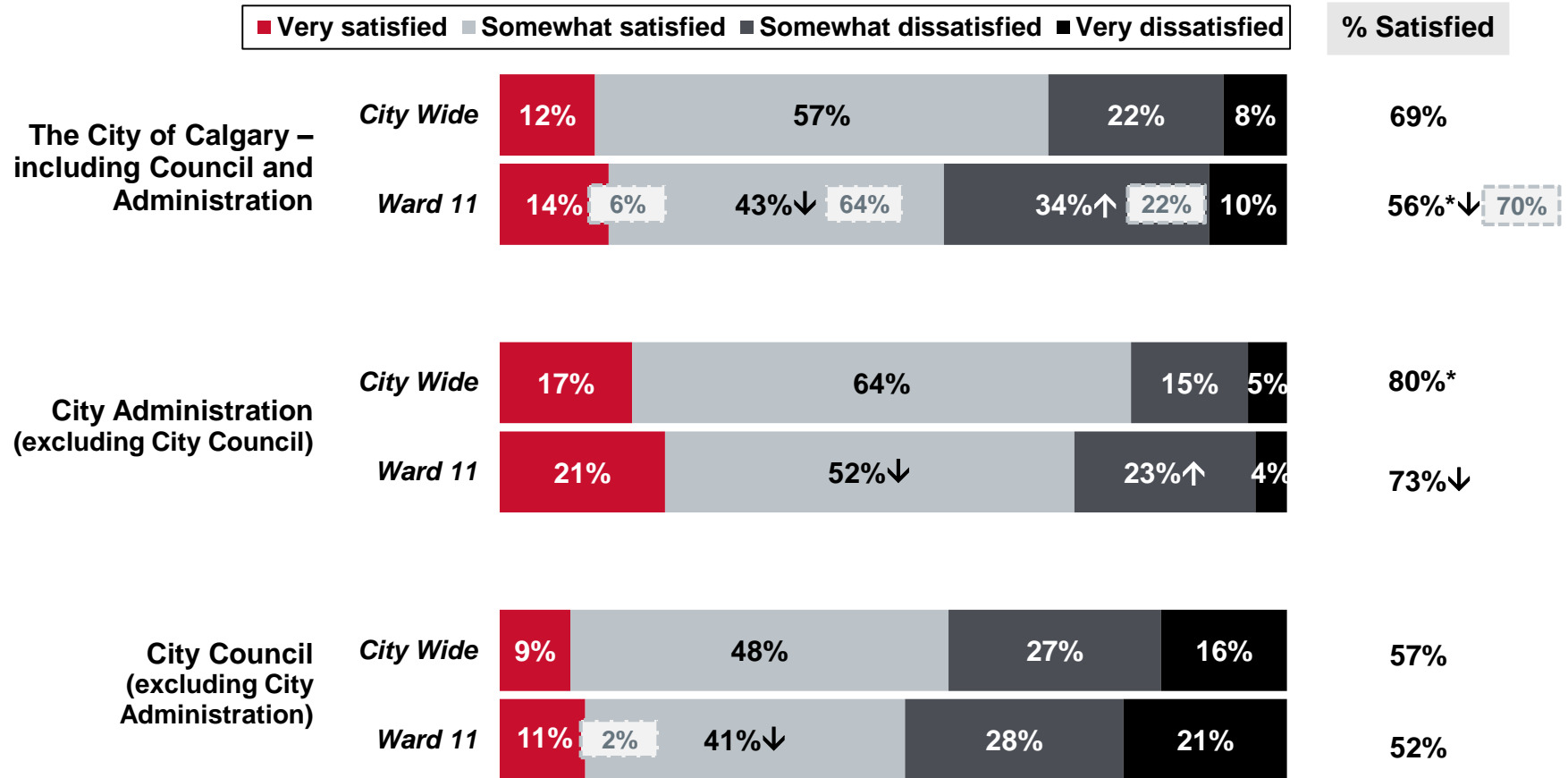


Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

Base: Valid respondents (City Wide: n=2,455 / Ward 11: n=207)

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.



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

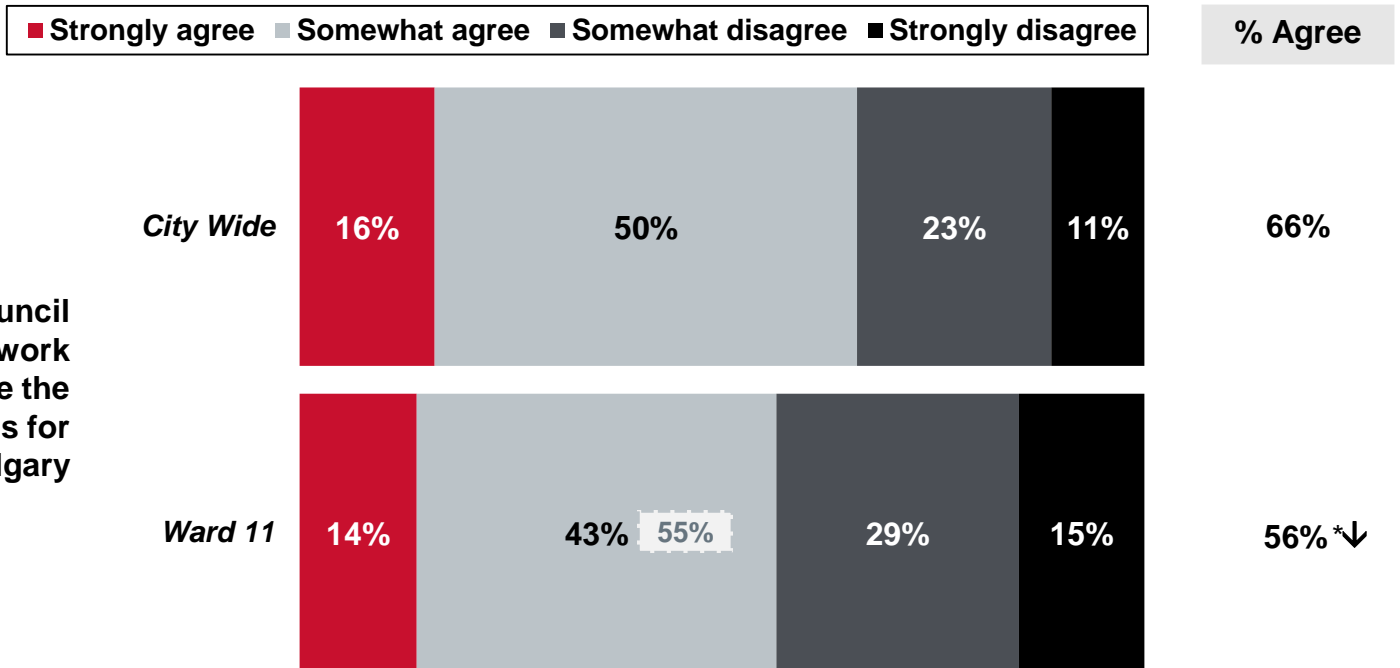
Base: Valid respondents (Bases vary)

Ward 11 2019

*Rounding

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Attitudes Regarding Collaboration



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

Ward 11 2019

Please tell me whether you agree or disagree with each of the following statements?
 Base: Valid respondents (City Wide: n=2,463 / Ward 11: n=209)

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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?

Base: Valid respondents (Bases vary)

*Rounding

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Respondent Profile



Respondent Profile

Age

	City Wide	Ward 11
18 to 24	11%	9%
25 to 34	22%	23%
35 to 44	18%	13%
45 to 54	19%	16%
55 to 64	13%	9%
65 or older	17%	30%
Mean	45.5	49.3

Income

	City Wide	Ward 11
Less than \$30,000	7%	6%
\$30,000 to <\$45,000	8%	11%
\$45,000 to <\$60,000	10%	15%
\$60,000 to <\$75,000	9%	5%
\$75,000 to <\$90,000	9%	11%
\$90,000 to <\$105,000	11%	11%
\$105,000 to <\$120,000	11%	11%
\$120,000 to <\$150,000	13%	13%
\$150,000 or more	23%	17%

Gender

	City Wide	Ward 11
Male	50%	48%
Female	49%	52%
Other	<1%	-

Education

	City Wide	Ward 11
Completed high school or less	16%	19%
Some post secondary or completed a college diploma	34%	31%
Completed university degree or post-grad degree	50%	50%

Base: Valid respondents (Bases vary)

Type of Home

	City Wide	Ward 11
Single-detached house	69%	65%
Apartment or apartment-style condominium	13%	22%
Duplex, triplex or fourplex	8%	5%
Townhouse or rowhouse	8%	8%
Another type of multi-dwelling unit	2%	1%

Children and Seniors in Household

	City Wide	Ward 11
Yes - Children	31%	23%
Yes - Seniors	28%	38%

Household Size

	City Wide	Ward 11
1	14%	20%
2	33%	38%
3	19%	18%
4	21%	17%
5 or more	13%	8%
Mean	2.9	2.6

Responsible for Property Taxes

	City Wide	Ward 11
Yes	84%	88%
No	16%	12%

Own or Rent

	City Wide	Ward 11
Own	74%	67%
Rent	22%	31%
Other	1%	0%
Neither	4%	2%

Tenure in Calgary

	City Wide	Ward 11
Less than 5 years	6%	9%
5 to less than 10 years	10%	10%
10 to less than 15 years	10%	6%
15 to less than 20 years	10%	11%
20 to less than 30 years	24%	15%
30 to less than 40 years	15%	16%
40 or more	26%	34%
Mean	27.2	29.8

Base: Valid respondents (Bases vary)

Respondent Profile (continued)

Born in Canada

	City Wide	Ward 11
Yes	73%	73%
No	27%	27%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=639)	Ward 11 (n=52)
Less than 12	30%	49%
12 to 17	12%	8%
18 or older	57%	43%

Ethnic Background

	City Wide	Ward 11
Caucasian/ White	26%	27%
British	18%	19%
Canadian/ French Canadian	15%	17%
Northern or Western European	11%	13%
East or Southeast Asian	11%	7%
Southern or Eastern European	7%	10%
South Asian	7%	2%
Central/South American or Caribbean	3%	4%
African	2%	3%
West Asian or Middle Eastern	2%	1%
Aboriginal/First Nations/Metis	1%	1%
Declined to respond	1%	1%
Don't Know	4%	4%

Disability in Household

	City Wide	Ward 11
Yes	18%	17%
No	82%	83%

Visible Minority

	City Wide	Ward 11
Yes	27%	20%
No	73%	80%

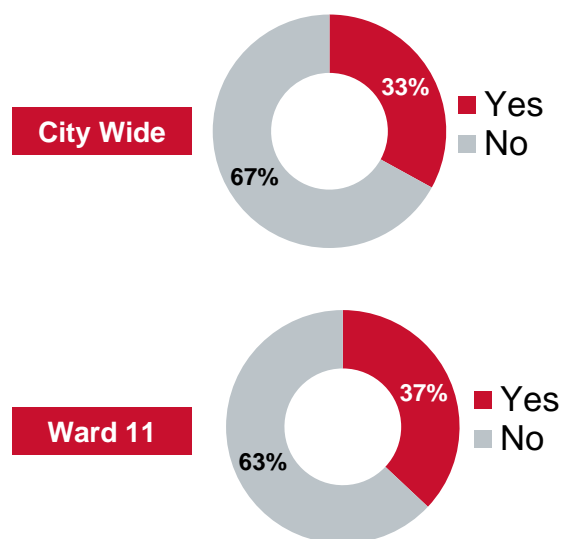
Base: Valid respondents (Bases vary)

Respondent Profile (continued)

Employment Status

	City Wide	Ward 11
Employed full-time	43%	42%
Employed part-time	8%	10%
Self-employed	10%	10%
Out of work and looking for work	9%	5%
Out of work but not currently looking for work	2%	1%
Homemaker	2%	2%
Student	6%	2%
Retired	17%	26%
Unable to work	2%	1%
Other	1%	1%

Business Leader



Among those in the workforce
(City Wide: n=1,377 valid respondents /
Ward 11: n=102 valid respondents)

Base: Valid respondents (Bases vary)

Contact

Krista Ring
Manager of Web, Research and Projects
The City of Calgary
403-268-9963 | 403-988-9425
Krista.Ring@Calgary.ca