



# Community Needs and Preferences Research

Final City Wide Report

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Prepared for The City of Calgary by:

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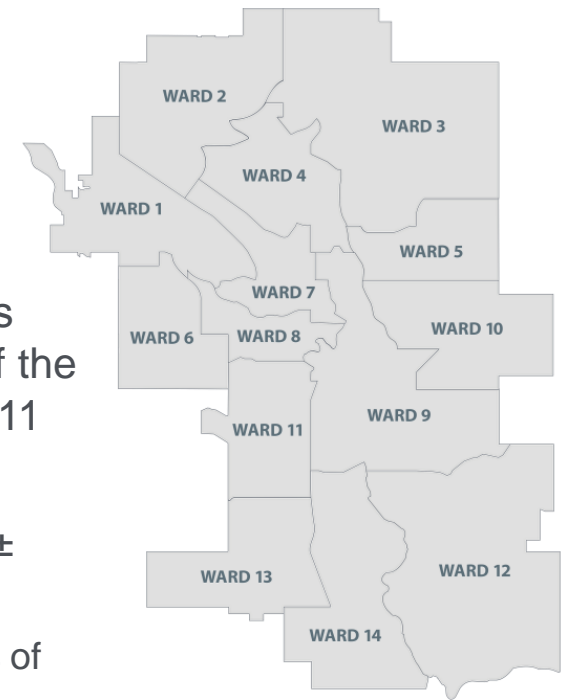


## Background and Objectives

- ◆ The Neighbourhood Connections division within the Calgary Neighbourhoods business unit champions and supports the development of strong neighbourhoods by collaborating with community partners, engaging citizens and connecting City resources.
- ◆ Calgary Neighbourhoods has conducted community needs and preferences studies over the years to determine residents' needs and desires for the delivery of recreation, leisure and social programming within their geographic community. Findings from these studies have been used to support individual community associations.
- ◆ Calgary Neighbourhoods commissioned a survey in 2016 to provide the same type of information but also have a broader application to other community stakeholders, where appropriate, to aid in decision making regarding programming needs for the residents of the community.
- ◆ Key objectives for the current research included assessing:
  - ❖ Residents' perceptions of their community;
  - ❖ Usage of recreation, leisure, and social programming in local communities;
  - ❖ Expectations for future recreation, leisure, and social programming in communities;
  - ❖ Barriers to using recreation, leisure, and social programming in local communities; and,
  - ❖ Awareness and perceptions of community associations.



- ◆ Ipsos conducted a telephone survey with a randomly selected sample of 2,800 Calgarians aged 18 years and older between May 6<sup>th</sup> and 29<sup>th</sup>, 2016.
  - ❖ Both landline (70%) and cell phone (30%) sample were used.
  - ❖ The average interview length was 17 minutes.
- ◆ Quotas were set to ensure a large enough sample size in each Ward for analysis.
- ◆ The 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 2011 Federal Census data.
- ◆ The margin of error (MOE) for the total sample of 2,800 is  $\pm 1.9$  percentage points, 19 times out of 20.
  - ❖ The margin of error is larger by ward and other sub-groupings of the survey population.
  - ❖ The sample size per ward ranged from  $n=195$  (MOE  $\pm 7.1$ ) to  $n=208$  (MOE  $\pm 6.8$ ).
  - ❖ The sample size and margin of error for each Community Services (CS) Region is: North and West –  $n=1,141$  (MOE  $\pm 2.3$ ); North and East –  $n=799$  (MOE  $\pm 3.5$ ); South –  $n=800$  (MOE  $\pm 3.5$ ); and, Centre City –  $n=60$  (MOE  $\pm 12.6$ ).







## Highlights

93%

Calgarians who **agree** 'My neighbourhood is a place where I feel that I belong'

86%

Agreement that their community has **enough programs and services to meet the needs** of their household

68%

Calgarians who are **aware** of their local **community association**

29%

Calgarians who are **members** of their local **community association**

83%

**Trust** the **decisions** being made by their community association represent the **views of residents**



## Top 3 Sports and Recreation Activities

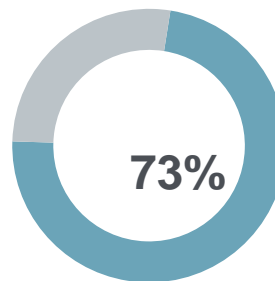
- Going to a gym or fitness centre
- Outdoors ice skating
- Jogging or running

## Top 5 Leisure and Community Activities

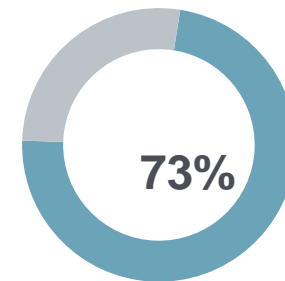
- Visiting a park
- Visiting a playground
- Volunteering
- Attending a music event
- Attending a food event

## Preferred Communications Channels

Website



Newsletter





# Perceptions of Own Community





## The vast majority of Calgarians feel connected to their community.

- ◆ More than nine-in-ten agree, and six-in-ten or more *strongly* agree: 'I **enjoy living** in my community' (96% agree, 74% *strongly*); 'I am **proud** to tell others what community I live in' (94% agree, 68% *strongly*); 'I feel **safe** in my neighbourhood' (93% agree, 61% *strongly*); and, 'my neighbourhood is a place where I feel that I **belong**' (93% agree, 59% *strongly*).
  - ❖ Though still very strong, agreement is significantly *lower* than City Wide in **Wards 5** and **10** and *higher* in **Wards 6, 7** and **14**.
  - ❖ Agreement is also significantly *lower* among **visible minority** residents.
- ◆ Agreement is 75% or higher for other perceptions of connectedness, the one exception being 'I volunteer in my community' which at 47% is comparatively lower but nonetheless a positive finding.

## While a strong majority agree their community has enough programs and services for their household overall, agreement drops with regard to specific groups.

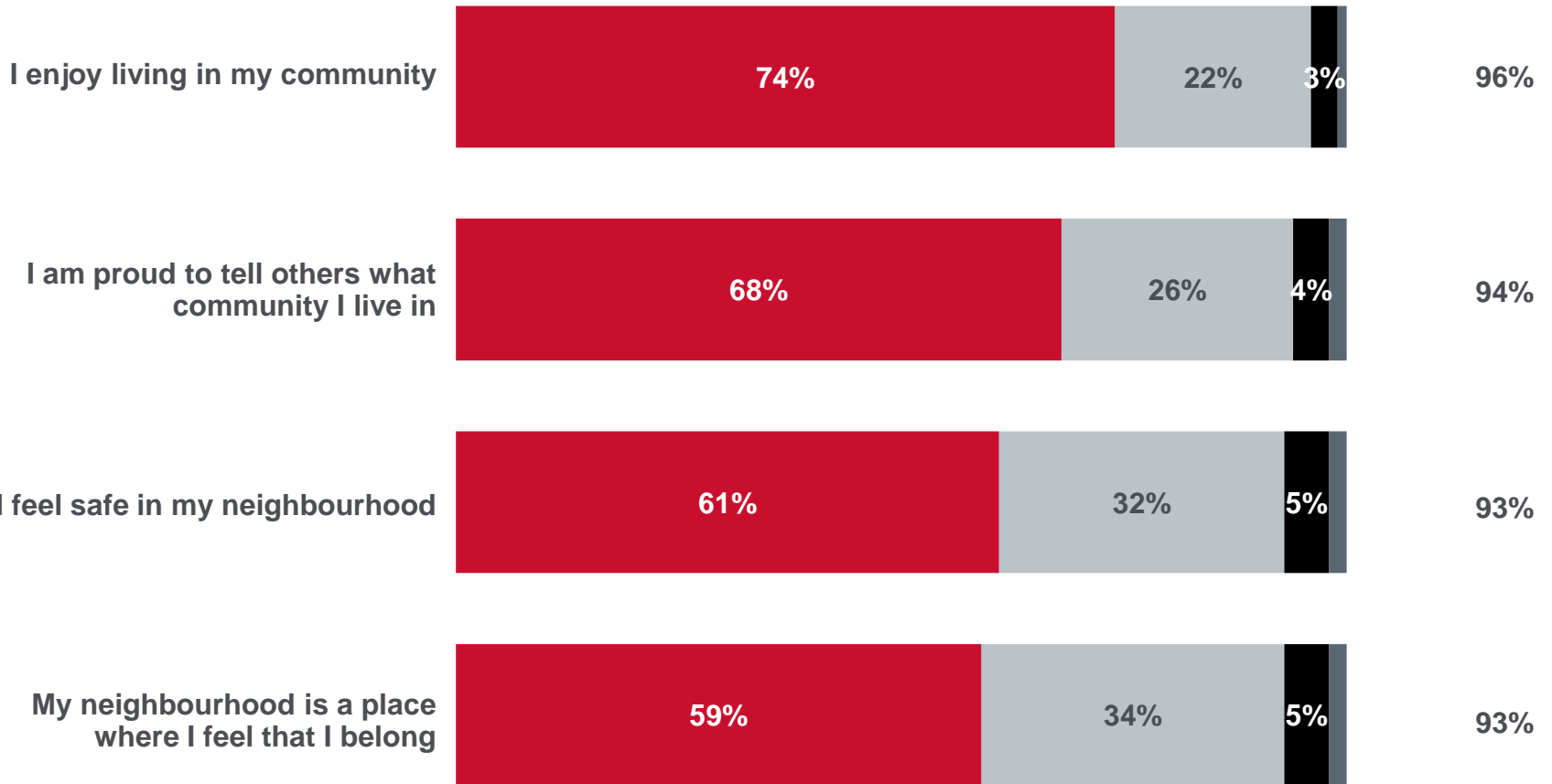
- ◆ Close to nine-in-ten (86%) agree 'my community has enough programs and services to meet the needs of my household.'
- ◆ This drops to 68% with regard to programs and services for children aged 12 or younger, 60% for youth aged 13 to 17, 62% for adults aged 55 or older and 57% for new Canadians.
  - ❖ It is notable that agreement that their community has enough programs and services for adults aged 55 or older is significantly *higher* among those aged **55 or older** (67% vs. 60% 18 to 54).
  - ❖ And, agreement with regard to programs and services for new Canadians is *highest* among residents of **Ward 5** (70%) which has a high proportion of immigrants.



# Perceptions of Own Community and Neighbourhood

■ Strongly agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ Don't know

**% Agree**



Base: All respondents (n=2,800)

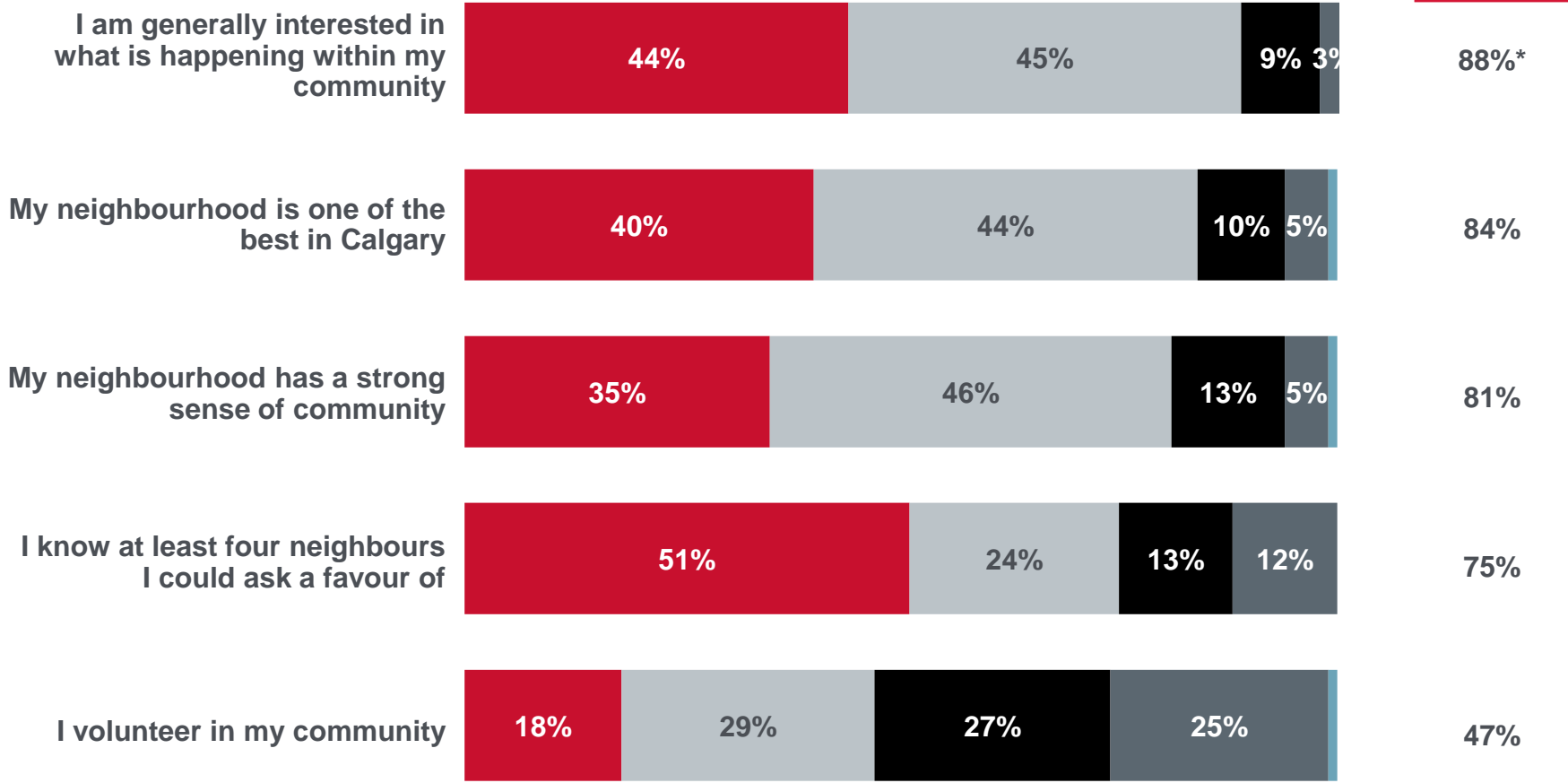
Q1. Thinking about your community and neighbourhood, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements...?



# Perceptions of Own Community and Neighbourhood (cont'd)

■ Strongly agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ Don't know

**% Agree**



\*Rounding

Base: All respondents (n=2,800)

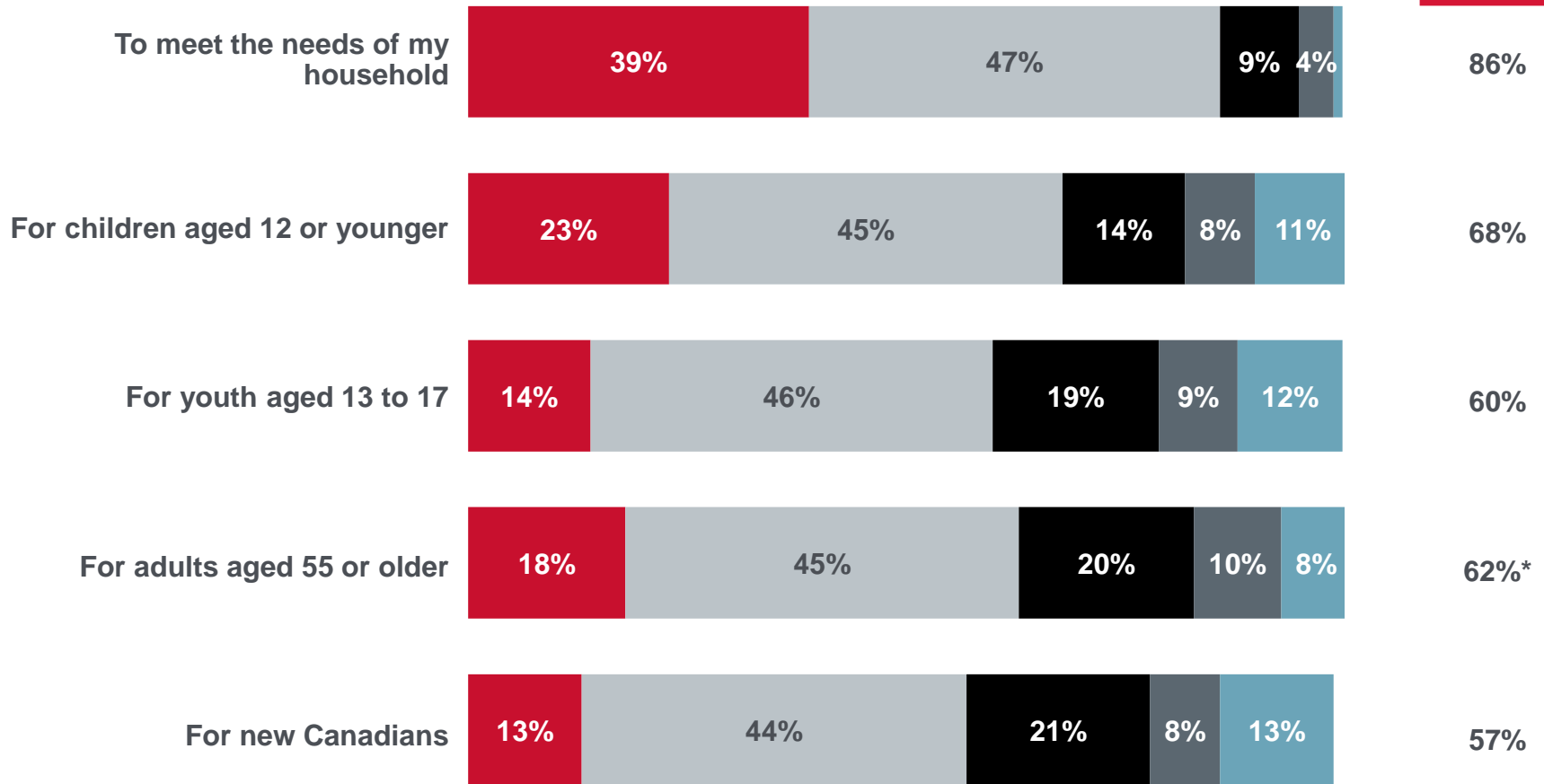
Q1. Thinking about your community and neighbourhood, please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statements...?



# Agreement that Community has Enough Programs and Services for Specific Groups

■ Strongly agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Strongly disagree 
 ■ Don't know

**% Agree**



\*Rounding

Base: All respondents (n=2,800)

Q1A. How about, my community has enough programs and services...?

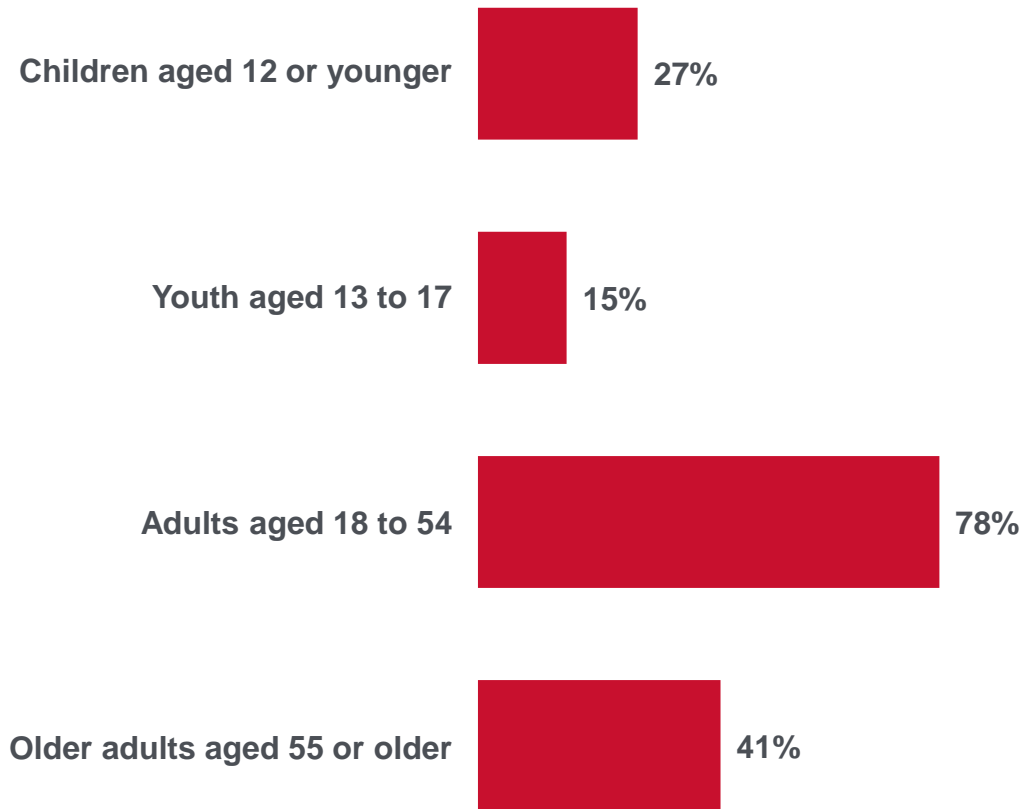


# Participation in Sports, Recreation, Leisure and Community Activities





# Incidence of Age Groups in Household



Base: All respondents (n=2,800)



# Participation in Sports and Recreation Activities

**Going to a gym or fitness centre, outdoors ice skating and jogging or running are the top three sports and recreation activities participated in by household members.**

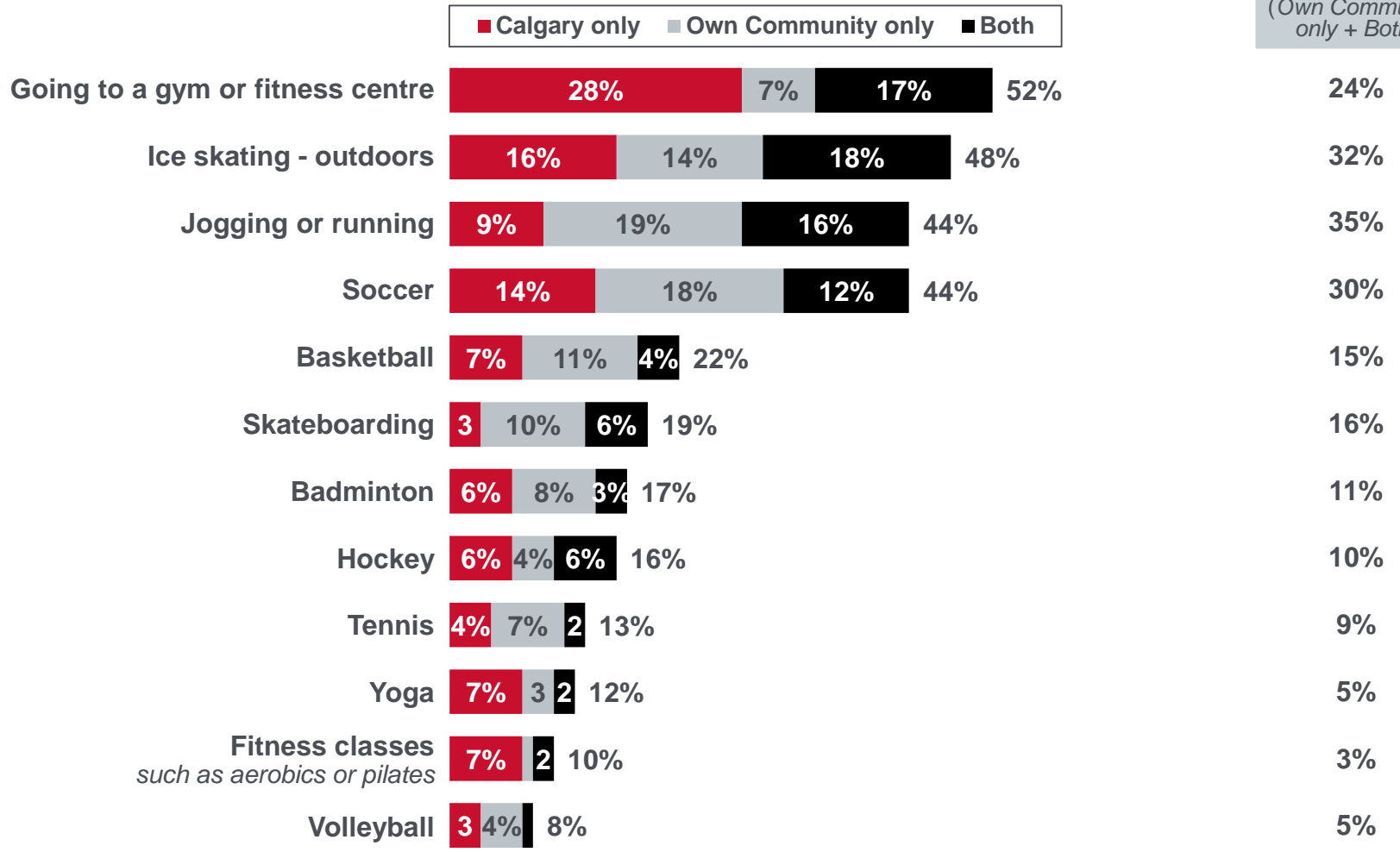
- ◆ There are variations, however, by age – the top activities by age group are:
  - ❖ **Children aged 12 or younger:** going to a **gym or fitness centre** (52% have taken part, 24% within own community); **outdoors ice skating** (48% have taken part, 32% within own community); **jogging or running** (44% have taken part, 35% within own community); and **soccer** (44% have taken part, 30% within own community).
  - ❖ **Youth aged 13 to 17:** going to a **gym or fitness centre** (70% have taken part, 32% within own community); **jogging or running** (56% have taken part, 43% within own community); **outdoors ice skating** (46% have taken part, 33% within own community); **basketball** (38% have taken part, 29% within own community); and, **badminton** (38% have taken part, 22% within own community).
  - ❖ **Adults aged 18 to 54:** going to a **gym or fitness centre** (67% have taken part, 30% within own community); **jogging or running** (58% have taken part, 48% within own community); **outdoors ice skating** (37% have taken part, 22% within own community); **yoga** (30% have taken part, 11% within own community); and, **fitness classes** (27% have taken part, 11% within own community).
  - ❖ **Adults aged 55 or older:** going to a **gym or fitness centre** (40% have taken part, 18% within own community); **jogging or running** (26% have taken part, 21% within own community); **yoga** (17% have taken part, 7% within own community); and, **fitness classes** (17% have taken part, 7% within own community).





# Participation in Sports and Recreation Activities: Children Aged 12 or Younger

**% Own Community**  
(Own Community only + Both)

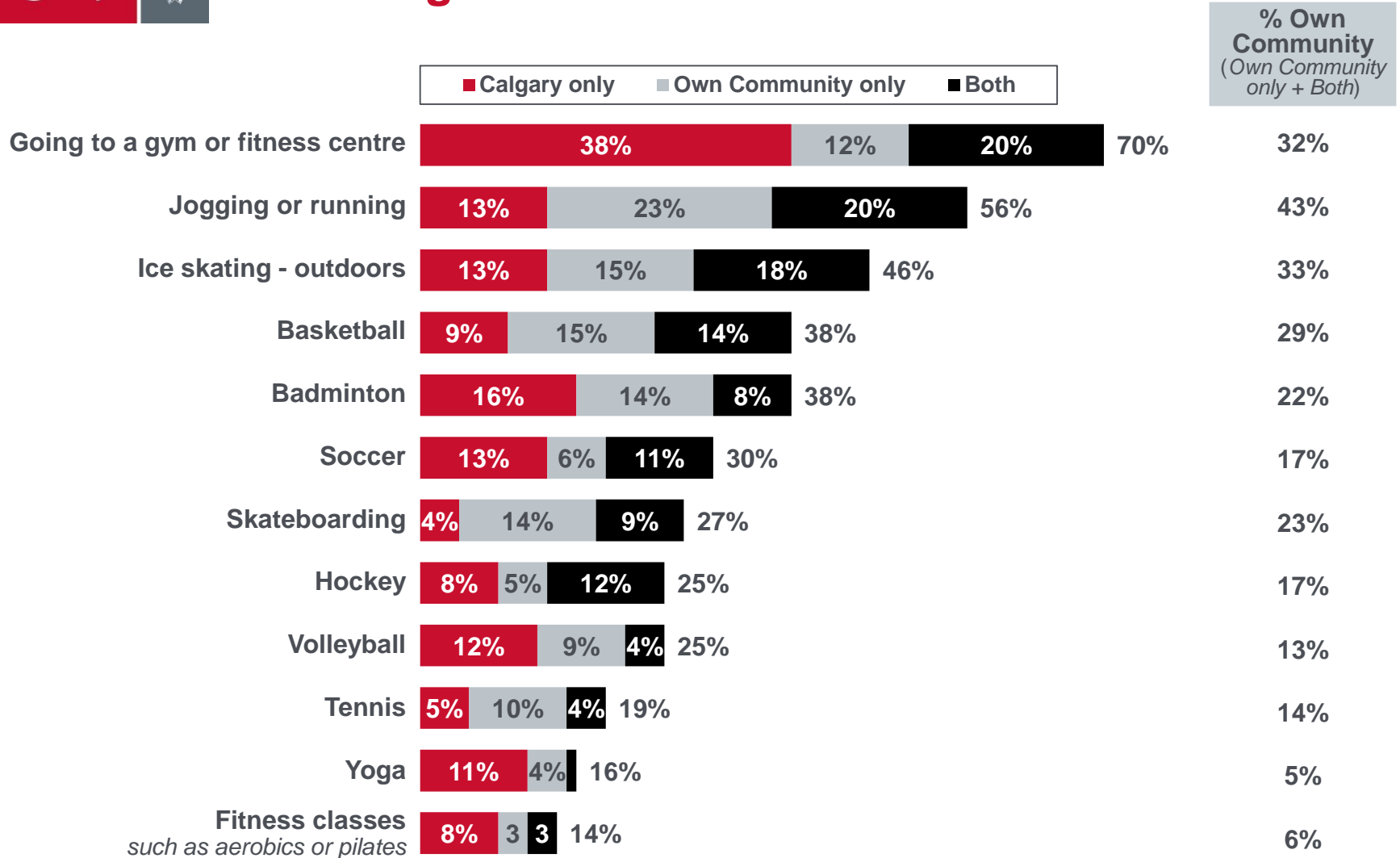


Base: Household has children aged 12 or younger (n=638)

Q3. I am now going to read a list of **sports** and **recreation** activities. For each one, please tell me if children aged 12 or younger in your household have taken part in the activity in the past 12 months within Calgary, within your own community, in both Calgary and your own community or have not taken part in the activity.



# Participation in Sports and Recreation Activities: Youth Aged 13 to 17



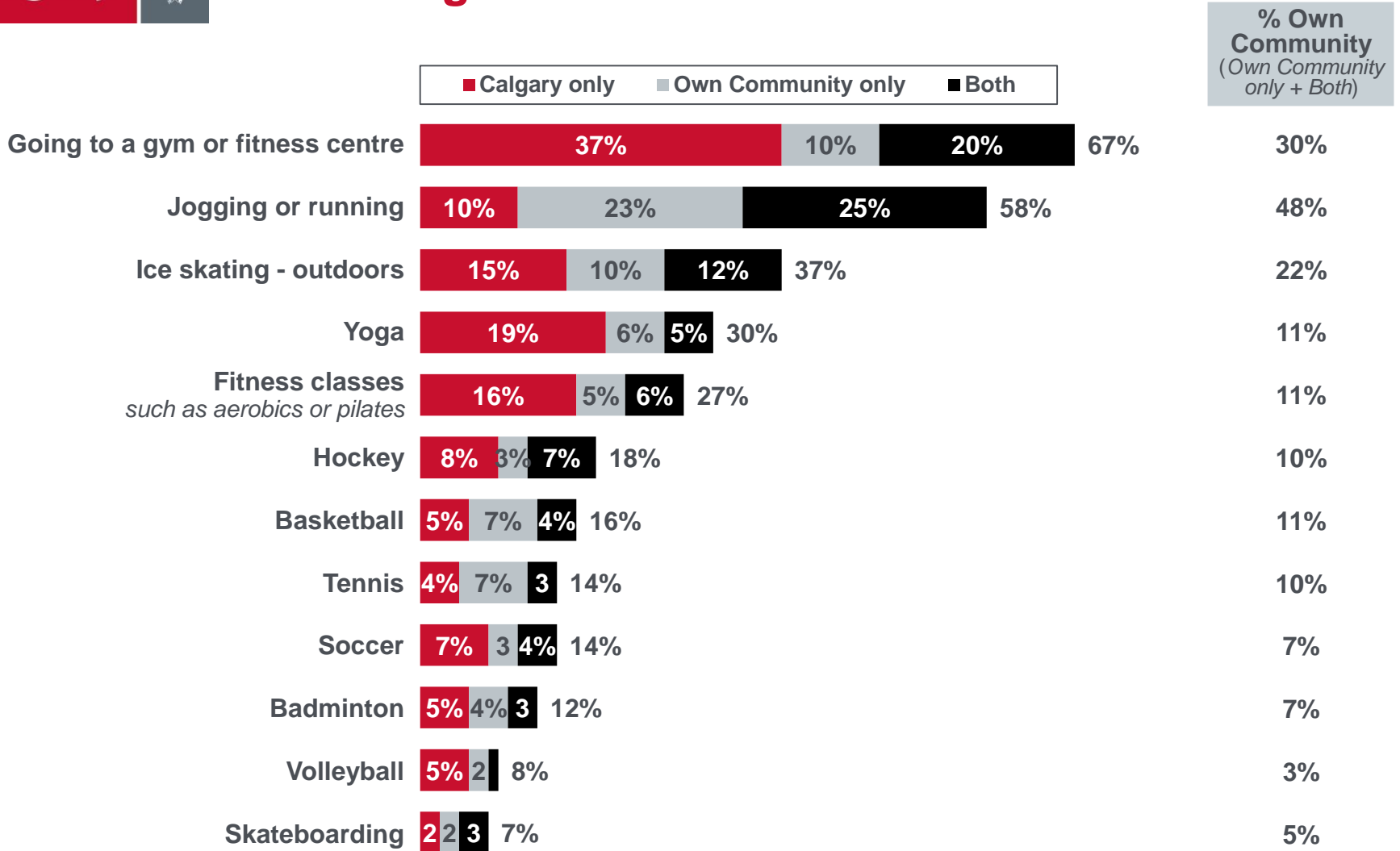
**% Own Community**  
(Own Community only + Both)

Base: Household has youth aged 13 to 17 (n=381)

Q3. I am now going to read a list of **sports** and **recreation** activities. For each one, please tell me if youth aged 13 to 17 in your household have taken part in the activity in the past 12 months within Calgary, within your own community, in both Calgary and your own community or have not taken part in the activity.



# Participation in Sports and Recreation Activities: Adults Aged 18 to 54



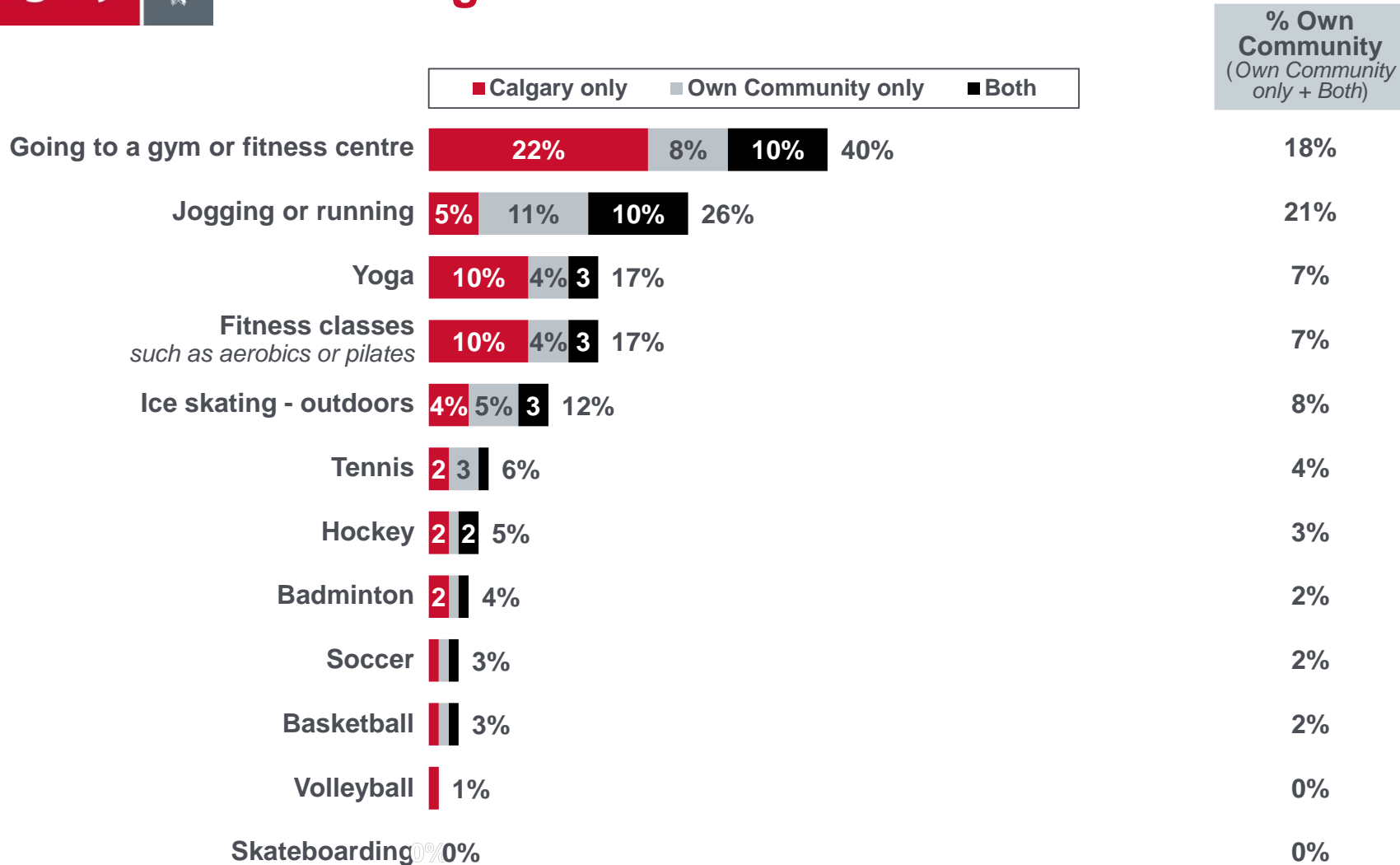
% Own Community  
(Own Community only + Both)

Base: Household has adults aged 18 to 54 (n=1,821)

Q3. I am now going to read a list of **sports** and **recreation** activities. For each one, please tell me if adults aged 18 to 54 in your household have taken part in the activity in the past 12 months within Calgary, within your own community, in both Calgary and your own community or have not taken part in the activity.



# Participation in Sports and Recreation Activities: Adults Aged 55 or Older



**% Own Community**  
(Own Community only + Both)

Base: Household has adults aged 55 or older (n=1,484)

Q3. I am now going to read a list of **sports** and **recreation** activities. For each one, please tell me if adults aged 55 or older in your household have taken part in the activity in the past 12 months within Calgary, within your own community, in both Calgary and your own community or have not taken part in the activity.



# Participation in Leisure and Community Activities

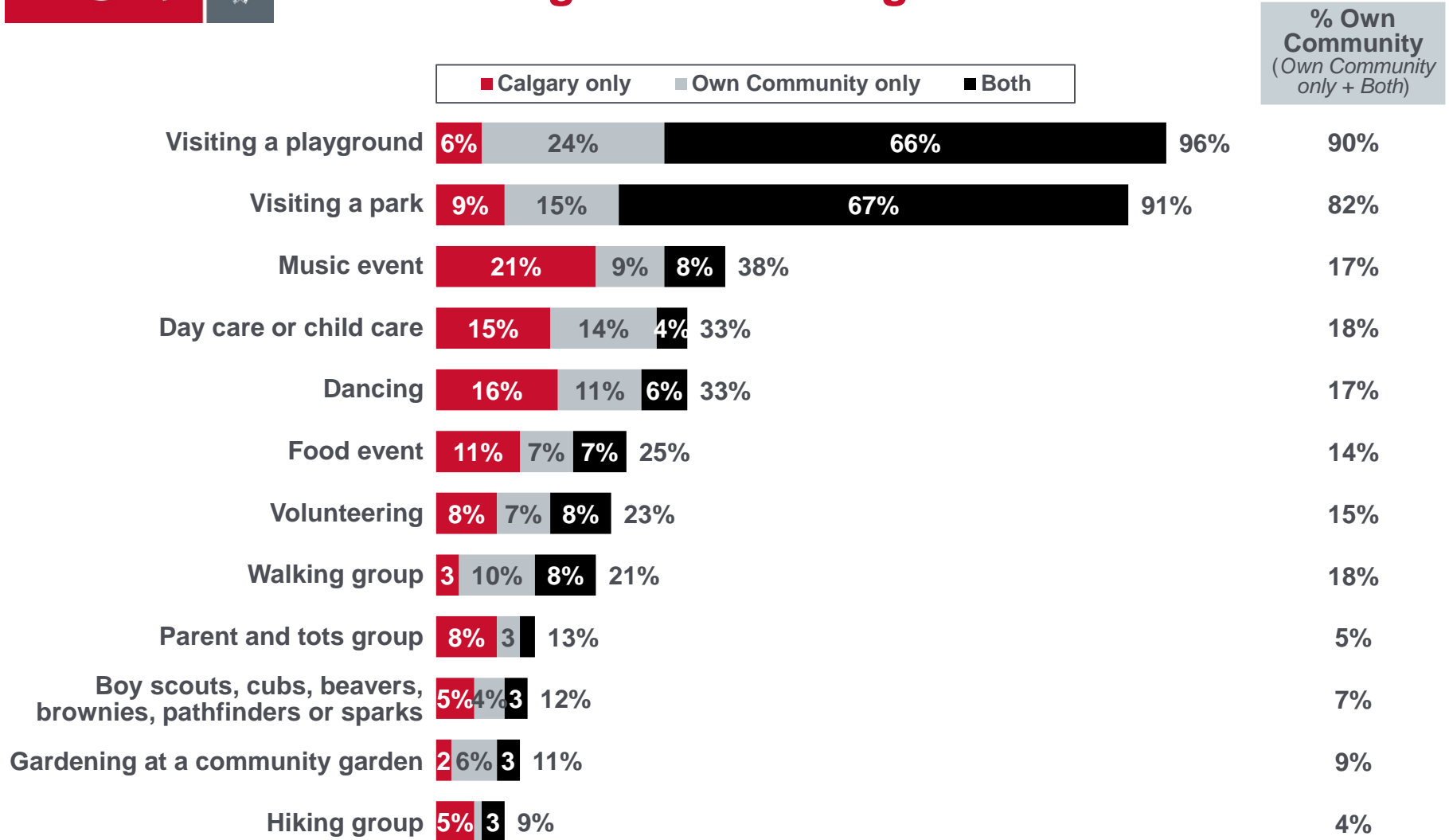
**Visiting a park, visiting a playground, volunteering, attending a music event and attending a food event are the top five leisure and community activities participated in by household members.**

◆ As would be expected, there are variations by age – the top activities by age group are:

- ❖ **Children aged 12 or younger:** visiting a **playground** (96% have taken part, 90% within own community); visiting a **park** (91% have taken part, 82% within own community); taking part in a **music** event (38% have taken part, 17% within own community); **day care or child care** (33% have taken part, 18% within own community); and, **dancing** (33% have taken part, 17% within own community).
- ❖ **Youth aged 13 to 17:** visiting a **park** (89% have taken part, 71% within own community); visiting a **playground** (63% have taken part, 55% within own community); **volunteering** (54% have taken part, 27% within own community); and, taking part in a **music** event (46% have taken part, 14% within own community).
- ❖ **Adults aged 18 to 54:** visiting a **park** (83% have taken part, 69% within own community); visiting a **playground** (55% have taken part, 48% within own community); **volunteering** (54% have taken part, 27% within own community); taking part in a **music** event (41% have taken part, 9% within own community); and, taking part in a **food** event (38% have taken part, 12% within own community).
- ❖ **Adults aged 55 or older:** visiting a **park** (75% have taken part, 57% within own community); **volunteering** (42% have taken part, 23% within own community); taking part in a **music** event (39% have taken part, 10% within own community); visiting a **playground** (34% have taken part, 29% within own community); and, taking part in a **food** event (31% have taken part, 13% within own community).



# Participation in Leisure and Community Activities: Children Aged 12 or Younger



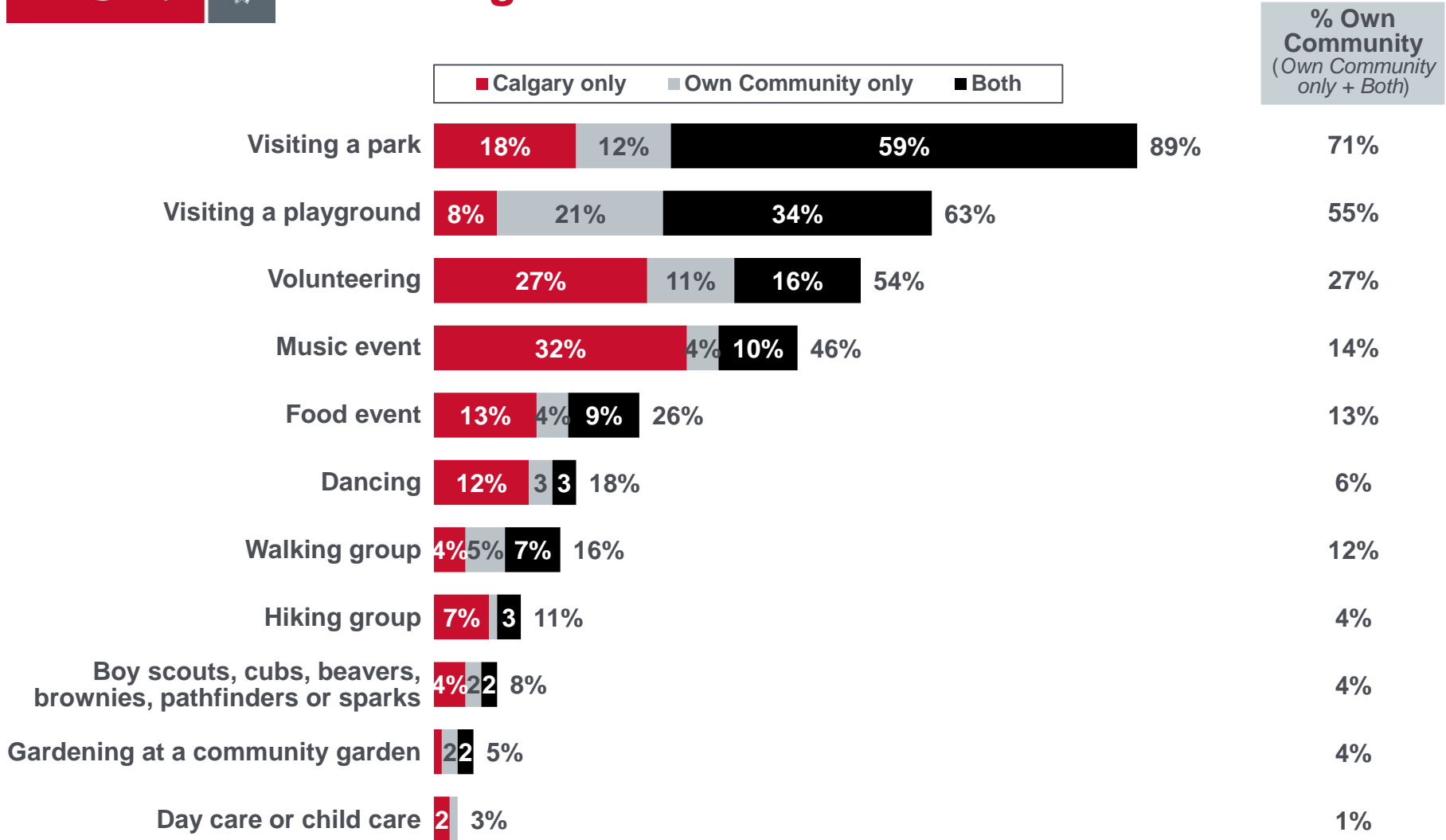
% Own Community  
(Own Community only + Both)

Base: Household has children aged 12 or younger (n=638)

Q5. Next, I am going to ask you about **leisure** and **community** activities. The first one is... Have children aged 12 or younger in your household taken part in the activity in the past 12 months within Calgary, within your own community, in both Calgary and your own community or have not taken part in the activity.



# Participation in Leisure and Community Activities: Youth Aged 13 to 17



**% Own Community**  
(Own Community only + Both)

Base: Household has youth aged 13 to 17 (n=381)

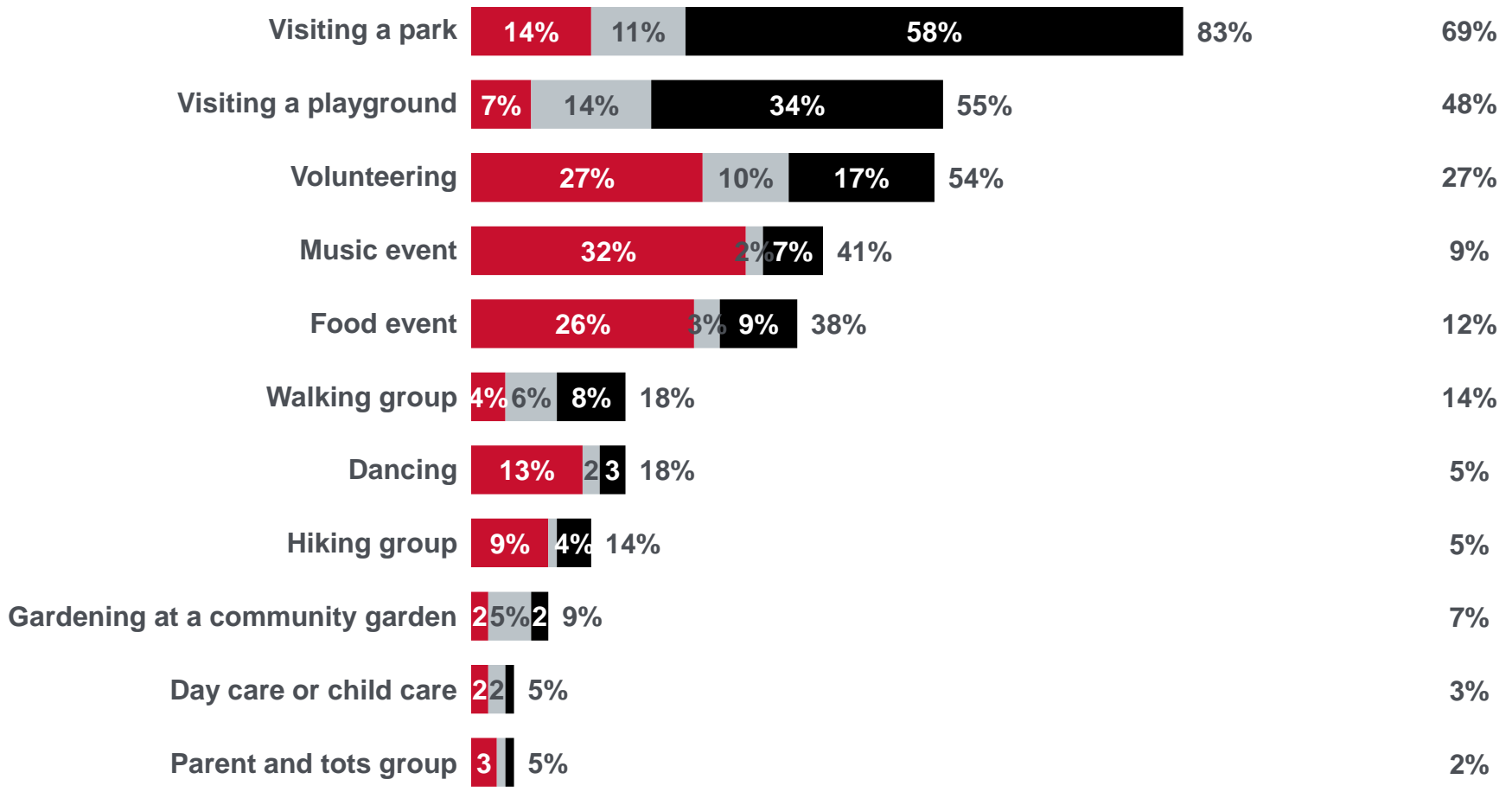
Q5. Next, I am going to ask you about **leisure** and **community** activities. The first one is... Have youth aged 13 to 17 in your household taken part in the activity in the past 12 months within Calgary, within your own community, in both Calgary and your own community or have not taken part in the activity.



# Participation in Leisure and Community Activities: Adults Aged 18 to 54

**% Own Community**  
(Own Community only + Both)

■ Calgary only   ■ Own Community only   ■ Both



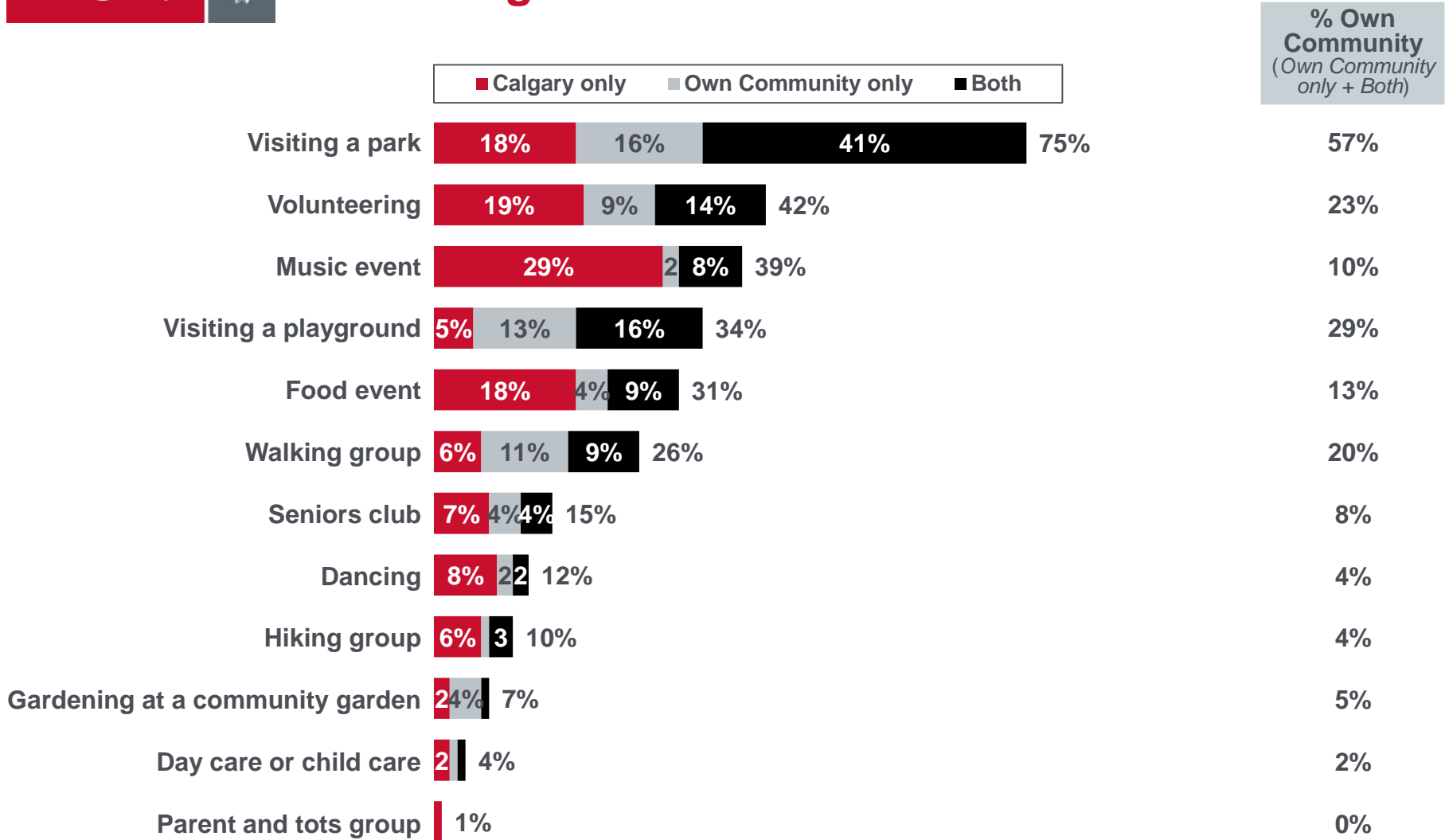
Base: Household has adults aged 18 to 54 (n=1,821)

Q5. Next, I am going to ask you about **leisure** and **community** activities. The first one is... Have adults aged 18 to 54 in your household taken part in the activity in the past 12 months within Calgary, within your own community, in both Calgary and your own community or have not taken part in the activity.





# Participation in Leisure and Community Activities: Adults Aged 55 or Older



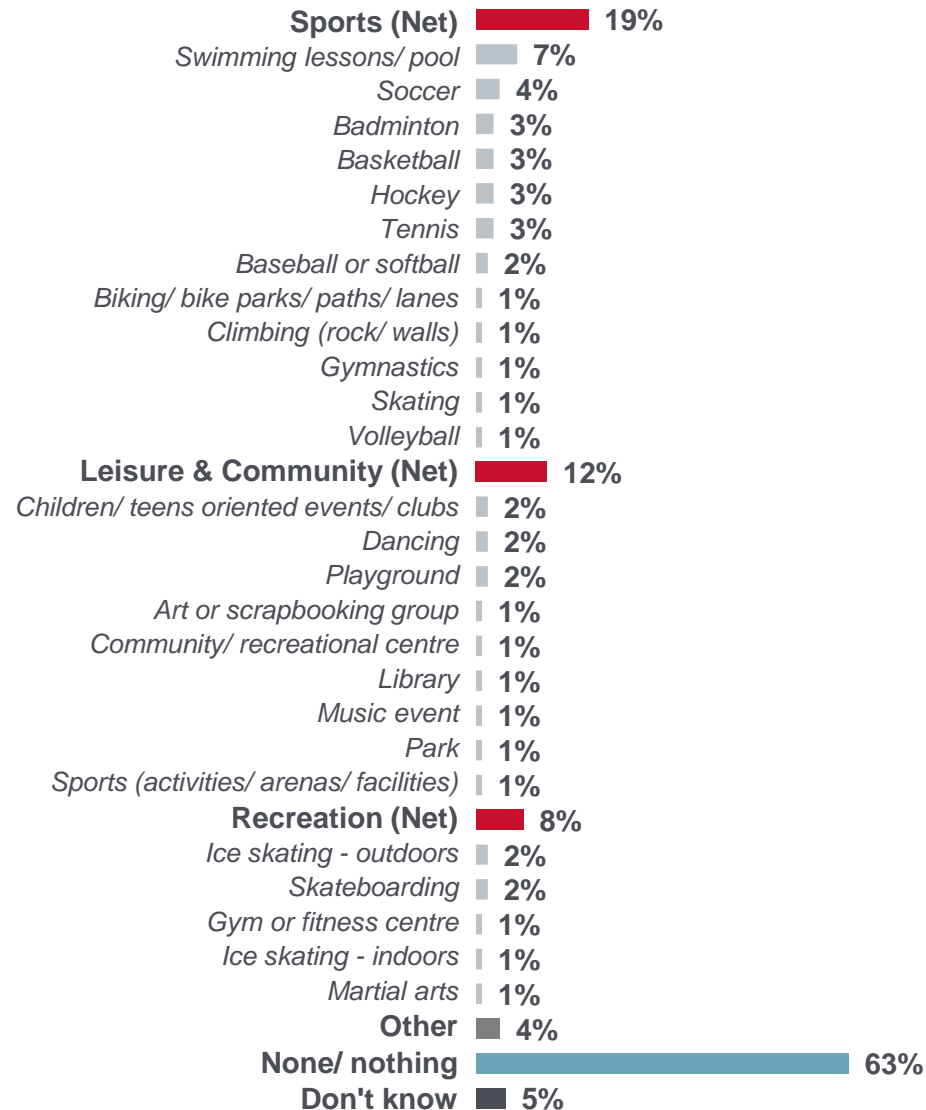
**% Own Community**  
(Own Community only + Both)

Base: Household has adults aged 55 or older (n=1,484)

Q5. Next, I am going to ask you about **leisure** and **community** activities. The first one is... Have adults aged 55 or older in your household taken part in the activity in the past 12 months within Calgary, within your own community, in both Calgary and your own community or have not taken part in the activity.



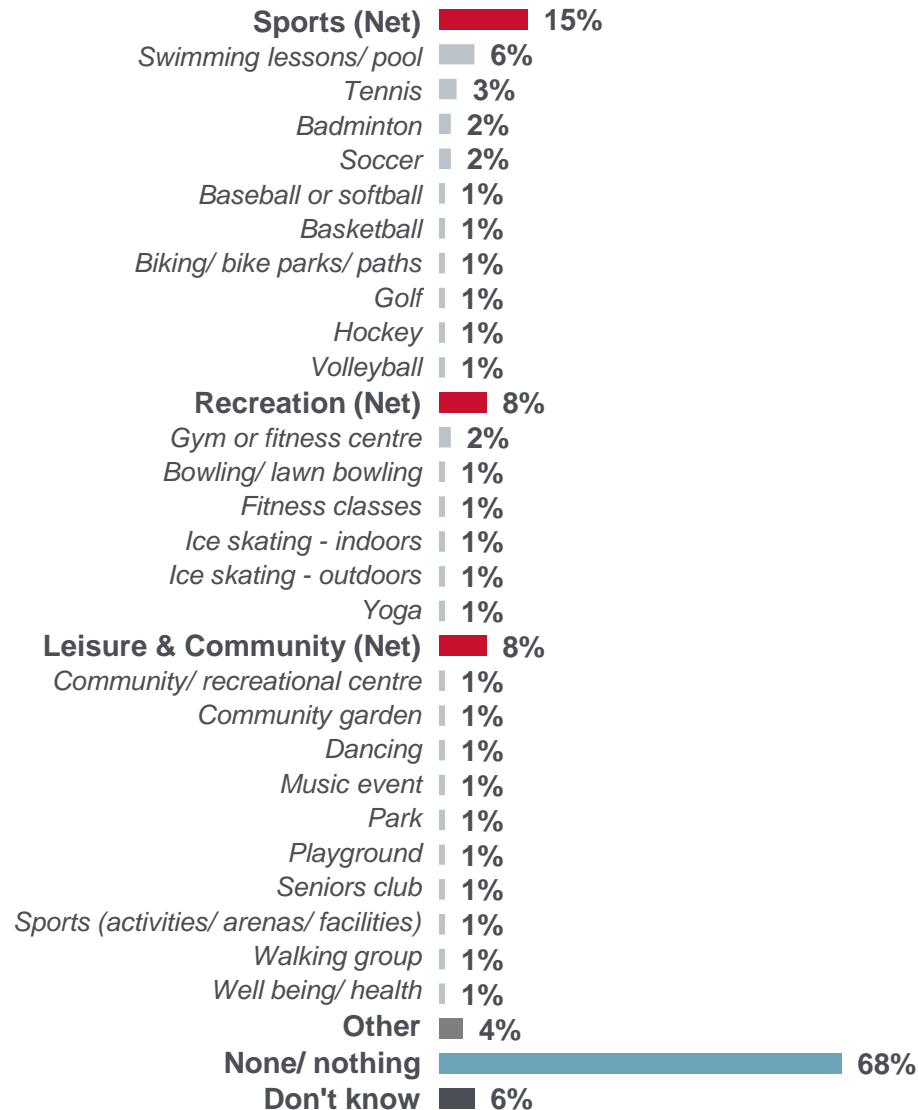
# Desired Activities for Children or Youth that are Not Currently Available in Community



Base: All respondents (n=2,800) Q8. Thinking about sports, recreation, leisure and community activities for children or youth, are there any activities not currently available in your community, that you would like to have available?



# Desired Activities for Adults or Older Adults that are Not Currently Available in Community



Base: All respondents (n=2,800) Q7. Thinking about sports, recreation, leisure and community activities for adults or older adults, are there any activities not currently available in your community, that you would like to have available?





**Community Associations in Calgary provide a variety of services, programs and facilities to residents and are involved in community planning and development.**

**In addition to Community Associations, some neighbourhoods also have Residents' or Homeowner Associations. These associations often provide programs and services similar to Community Associations, however, Residents' and Homeowner associations have mandatory annual fees that are typically over \$100, and the fees are a caveat on the title of your property.**

**For the following questions, please think about your Community Association only.**



# Awareness of, and Membership in, Community Associations

## Awareness of local community associations is solid.

- ◆ Roughly seven-in-ten (68%) Calgarians say they are aware of their local community association.
  - ❖ Awareness is significantly *higher* than City Wide among residents of **Wards 1** (77%), **11** (81%), **12** (84%) and **14** (80%), and *lower* among those living in **Wards 3** (55%), **5** (49%), **8** (54%) and **10** (54%).
    - By CS region, awareness is significantly *higher* in the **South** (78%) and the **North and West** (71%) compared to the North and East (56%), and all are higher than Centre City (26%).
  - ❖ Awareness is also significantly *lower* among **visible minority** residents (54% vs. 72% not a visible minority), and *increases* significantly with **age** (49% 18 to 34 vs. 74% 35 to 54 vs. 82% 55 or older) and household **income** (55% <\$60K vs. 61% \$60K to <\$100K vs. 78% \$100K or more).

## Membership in local community associations is limited to three-in-ten Calgarians.

- ◆ Three-in-ten (29%) of Calgarians say they are a member of their local community association.
  - ❖ Membership is significantly *higher* than City Wide among residents of **Wards 1** (45%), **11** (37%), **12** (51%) and **14** (44%), and *lower* among those living in **Wards 4** (18%), **5** (11%) and **10** (12%).
    - By CS region, membership is significantly *higher* in the **South** (41%) and the **North and West** (30%) compared to the North and East (19%) and Centre City (11%).
  - ❖ As with awareness, membership is also significantly *lower* among **visible minority** residents (22% vs. 32% not a visible minority), and *increases* significantly with **age** (17% 18 to 34 vs. 35% 35 or older) and household **income** (17% <\$60K vs. 24% \$60K to <\$100K vs. 36% \$100K to <\$140K vs. 44% \$140K or more).



# Participation in Community Association Programs

## Participation in community association activities is limited to one-quarter of households.

- ◆ Roughly one-quarter (27%) of Calgarians say someone in their household has taken part in a program, event or activity offered by their local community association in the past 12 months – this climbs to 60% among community association members.
  - ❖ Participation is significantly *higher* than City Wide among residents of **Wards 1** (40%) and **14** (37%), and *lower* among those living in **Wards 3** (21%), **5** (13%) and **10** (17%).
    - By CS region, participation is significantly *higher* in the **South** and the **North and West** (both 31%) compared to the North and East (20%), and all are higher than Centre City (8%).
  - ❖ Participation is also significantly *lower* among **visible minority** residents (20% vs. 30% not a visible minority), those aged **18 to 34** (18% vs. 36% 35 to 54 and 26% 55 or older) and with a household income of **less than \$60K** (16% vs. 24% \$60K to <\$100K vs. 37% \$100K or more).
- ◆ Among those who have not taken part, the most frequent reasons for non-participation are “*no time*” (38%), “*not interested*” (19%), “*do not offer any activities we are interested in*” (15%) and “*not aware of what is offered*” (13%).

## Frequency of participation is limited.

- ◆ Among households that have participated in a community association program, event or activity, close to half (47%) do so less than once every three months and another quarter (23%) do so once every two or three months.
- ◆ Three-in-ten (29%) are monthly participants.



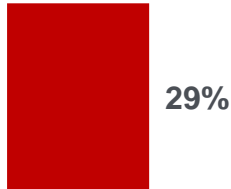
# Awareness of and Membership in Community Associations and Participation in Programs

## % Yes

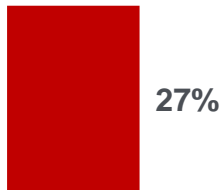
Are you **aware** of your local Community Association?



Are you a **member** of your local Community Association?

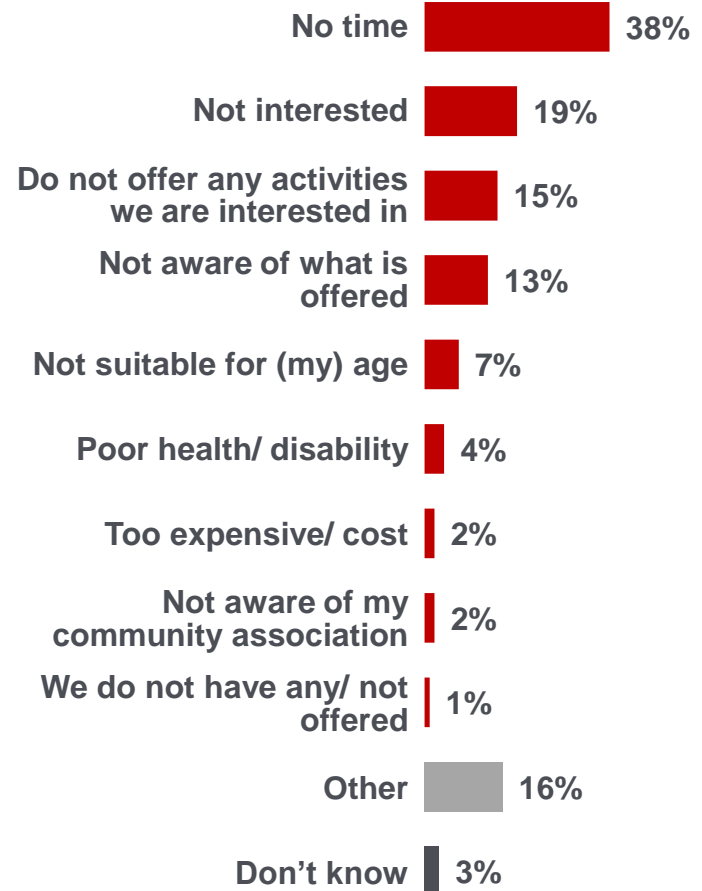


In the past 12 months, has anyone in your household **taken part** in a program, event or activity offered by your local Community Association?



Base: All respondents (City Wide: n=2,800)

## Reasons for Non-Participation



Base: Household has not participated (n=1,232)

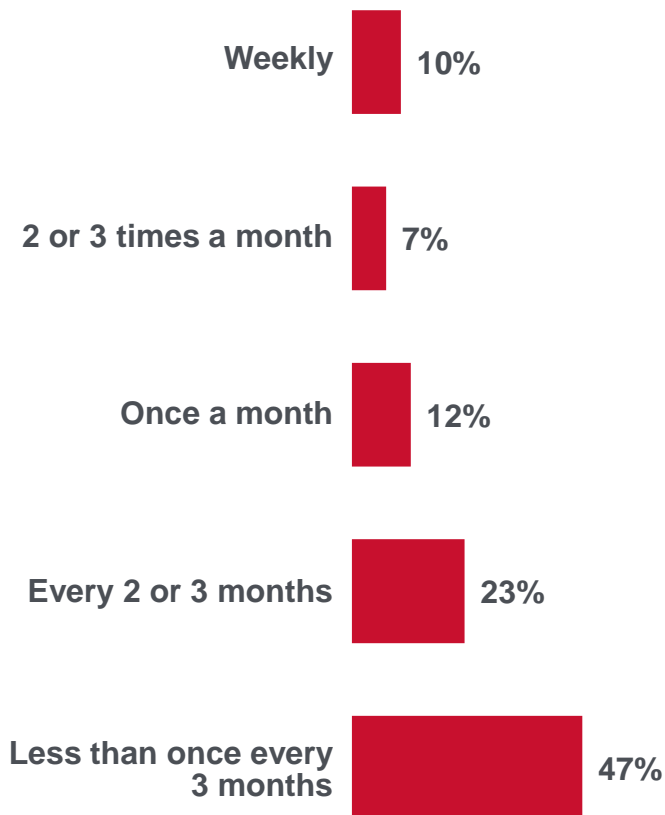
Q14. Why don't members of your household take part in programs, events or activities offered by your local Community Association?





# Frequency of Participation and Programs/ Events/ Activities Participated In

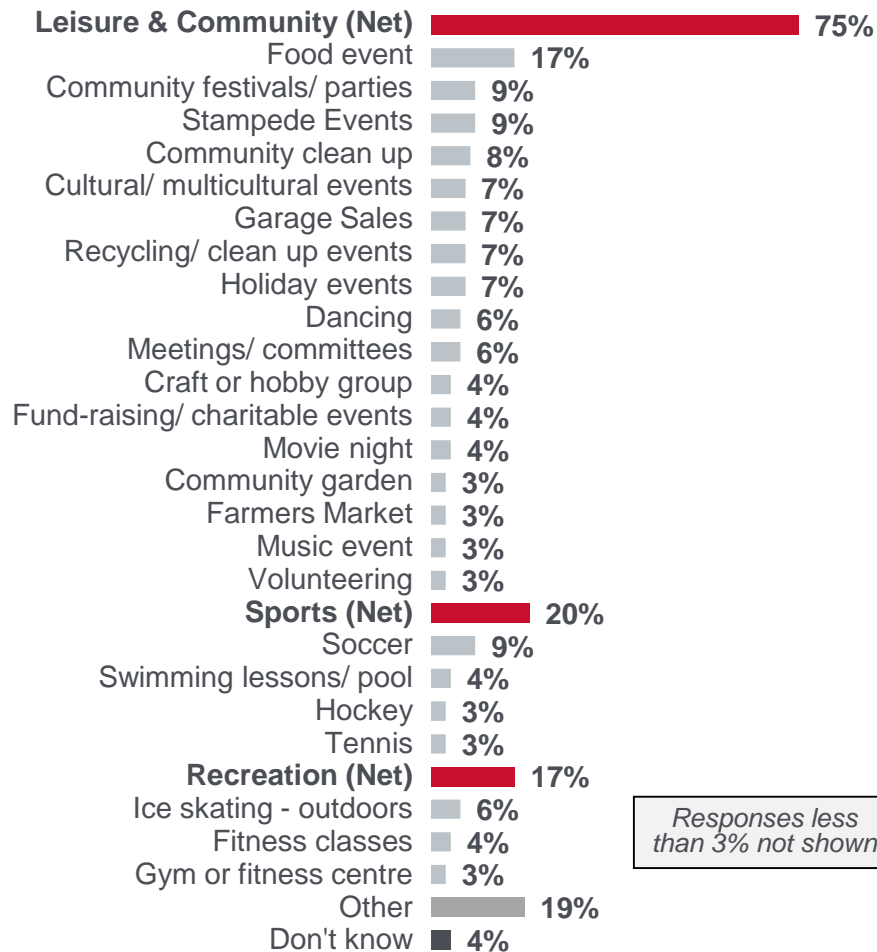
## Frequency of Participation



Base: Household has participated (n=796)

Q13. How often do members of your household take part in programs, events or activities offered by your local Community Association?

## Programs/ Events/ Activities Participated In



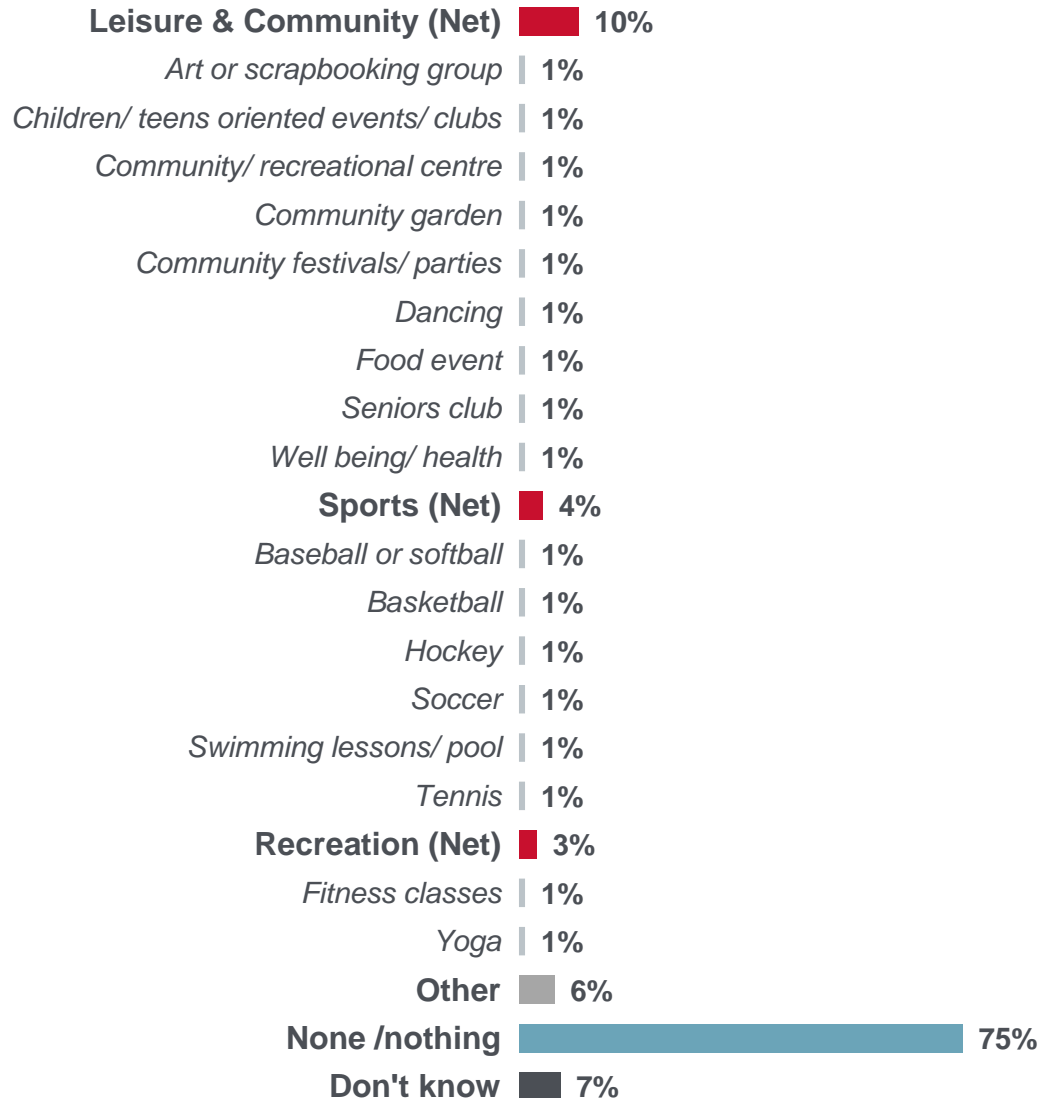
Responses less than 3% not shown

Base: Household has participated (n=796)

Q13A. What programs, events or activities offered by your local Community Association have members of your household taken part in?



# Desired Programs, Services or Activities that are Not Currently Offered by Community Association



Base: Aware of Community Association (n=2,030)

Q15. re there any programs, services or activities not currently offered by your Community Association, that you would like them to offer?



## Perceptions of local community associations are by and large favourable.

- ◆ The majority of residents aware of their community association understand, trust and value them.
  - ❖ 'I understand the role of my community association' (84% agree).
    - Significantly *higher* among **members** (90% vs. 79% non-members) and those who have **taken part** in a CA activity (92% vs. 79% have not).
    - Significantly *lower* among **visible minority** residents (78%) and those aged **18 to 34** (77%).
  - ❖ 'I trust the decisions being made by my community association represent the views of residents' (83% agree).
    - Significantly *higher* among **members** (86% vs. 82% non-members) and those who have **taken part** in a CA activity (89% vs. 80% have not).
    - Significantly *lower* among residents of **Ward 5** (71%).
  - ❖ 'My household values the services, programs and facilities provided by my community association' (77% agree).
    - Significantly *higher* among **members** (86% vs. 71% non-members) and those who have **taken part** in a CA activity (90% vs. 69% have not).
    - Significantly *lower* among residents of **Ward 5** (65%).
  - ❖ 'I believe that my community association understands the things that are important to me and my household' (76% agree).
    - Significantly *higher* among **members** (81% vs. 72% non-members) and those who have **taken part** in a CA activity (86% vs. 70% have not).
    - Significantly *lower* among residents of **Ward 5** (59%) and **visible minority** residents (70%).

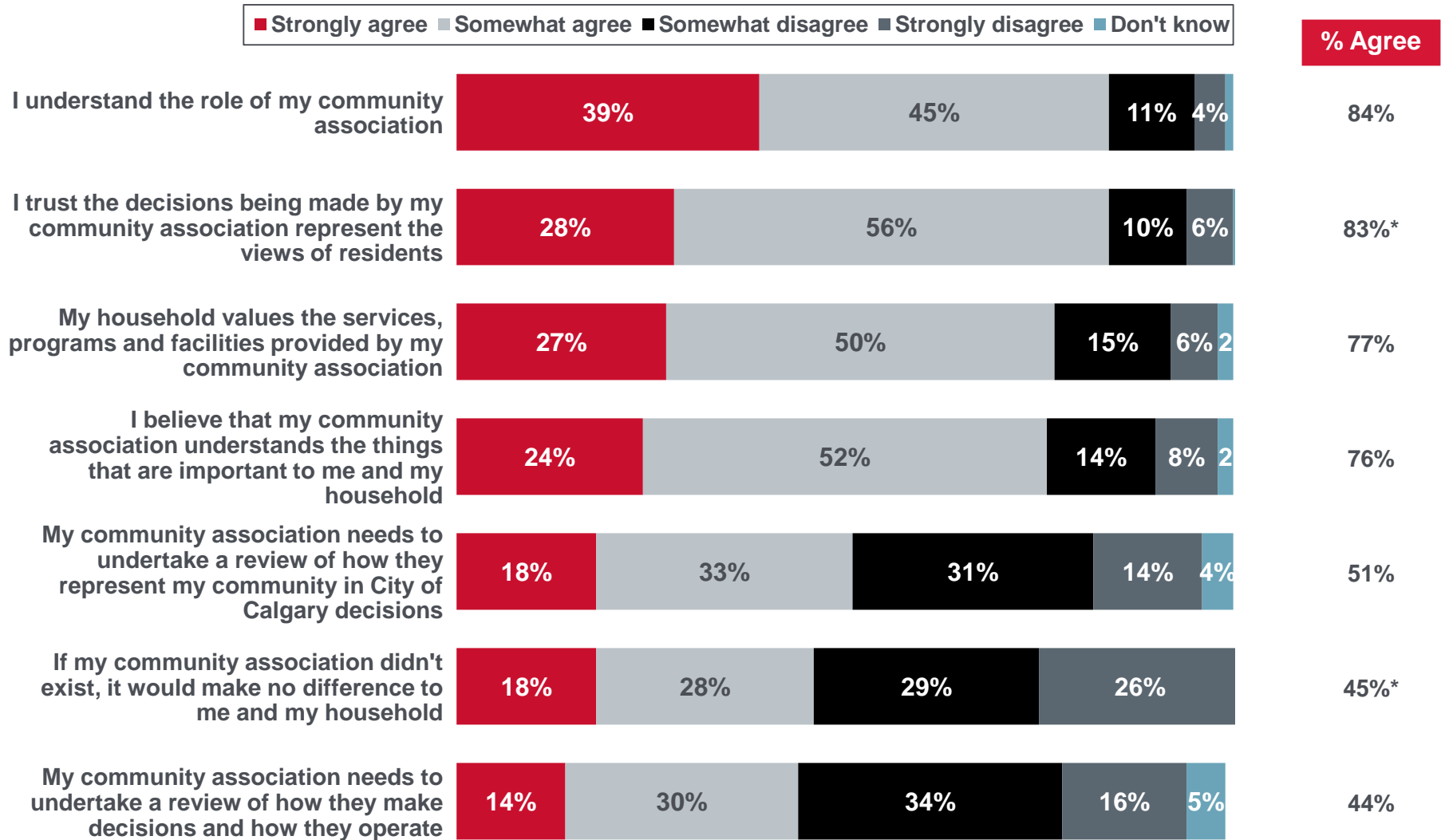


## That said, a notable proportion question their community association's decisions and value.

- ◆ Agreement hovers around or just below the fifty percent mark for the following statements.
  - ❖ 'My community association needs to undertake a **review** of how they **represent my community** in **City** of Calgary decisions' (51% agree).
    - Significantly *lower* among those who have **taken part** in a CA activity (47% vs. 53% have not).
    - Significantly *higher* among residents of **Wards 3** (62%), **5** (61%) and **10** (62%), **visible minority** residents (70%) and those with a household income of **less than \$60K** (60%).
  - ❖ 'If my community association **didn't exist**, it would make **no difference** to me and my household' (45% agree).
    - Significantly *lower* among **members** (33% vs. 55% non-members), those who have **taken part** in a CA activity (25% vs. 59% have not) and residents of **Ward 7** (28%).
    - Significantly *higher* among residents of **Wards 3** (59%), **5** (64%) and **10** (55%), **visible minority** residents (59%) and those with a household income of **less than \$60K** (58%).
  - ❖ 'My community association needs to undertake a **review** of how they **make decisions** and how they **operate**' (44%).
    - Significantly *lower* among those who have **taken part** in a CA activity (40% vs. 47% have not) and residents of **Ward 14** (34%).
    - Significantly *higher* among residents of **Wards 5** (65%) and **10** (55%), **visible minority** residents (67%) and those with a household income of **less than \$60K** (54%).



# Perceptions of Local Community Associations



Base: Aware of Community Association (n=2,030)

Q11. Thinking about your local Community Association, do you agree or disagree...?

\*Rounding



## Preferred Communications Channels

### A website and newsletters emerge as preferred communications channels.

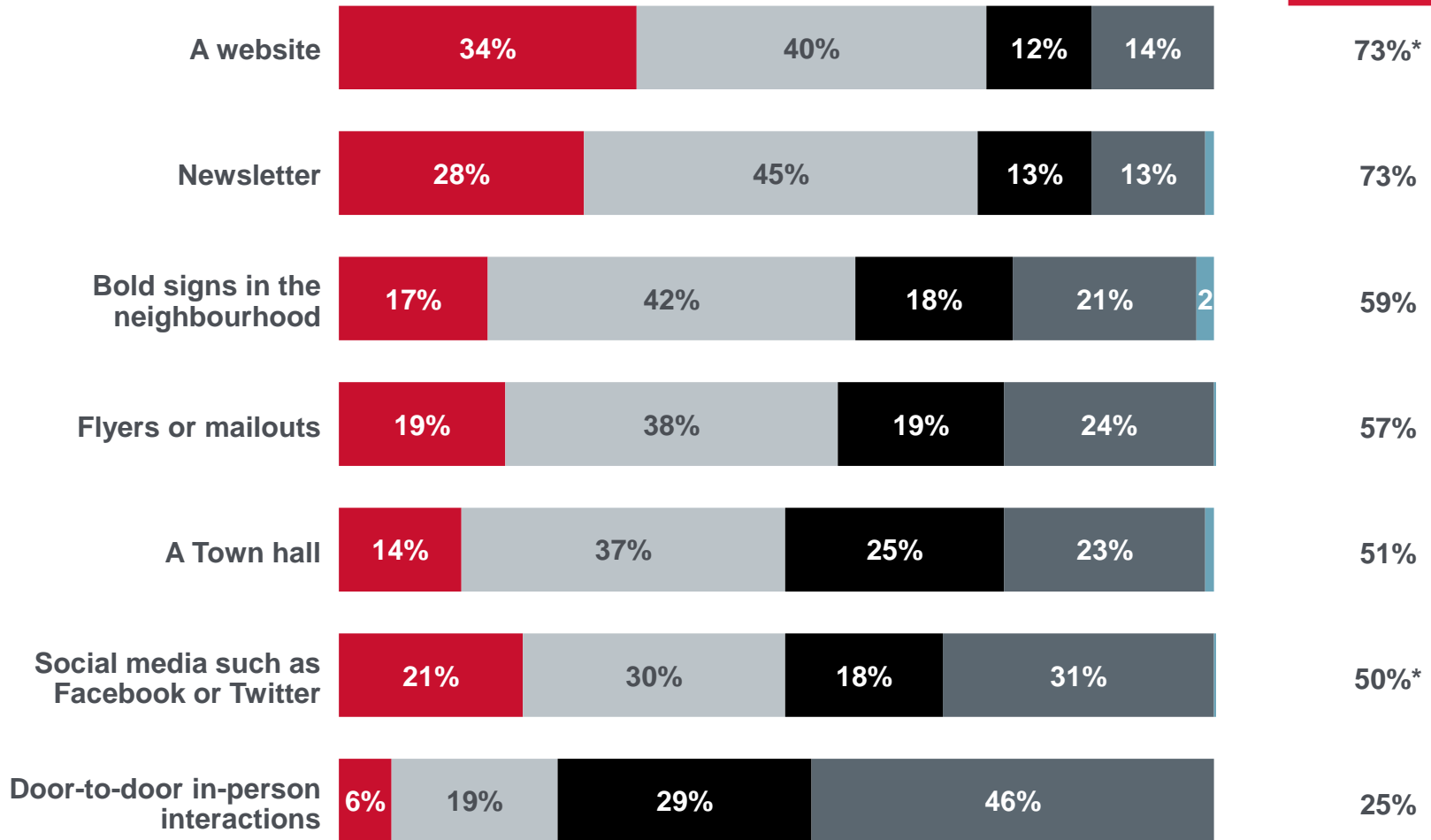
- ◆ Close to three-quarters (73%) of residents say they would be interested in their community association communicating with them by a website and/or a newsletter.
  - ❖ The top two communications channels are consistent for members and those who have taken part in CA activities.
  - ❖ Interest in communications via a website is *lower* among Calgarians aged **55 or older** (62% vs. 74% 18 to 34 vs. 81% 35 to 54), while interest in a *newsletter* is *lower* among those aged **18 to 34** (59% vs. 81% 35 to 54 and 78% 55 or older).
- ◆ In the next tier are bold signs (59%), flyers or mail outs (57%), a Town Hall (51%) and social media (50%); the least preferred channel is door-to-door in-person interactions (25% interested).



# Preferred Communications Channels

■ Very interested ■ Somewhat interested ■ Not very interested ■ Not at all interested ■ Don't know

**% Interested**



\*Rounding

Base: All respondents (n=2,800)

Q16. Would you be very interested, somewhat interested, not very interested or not at all interested in your Community Association communicating with you by...?







# Demographics

## Gender

Male	50%
Female	50%

## Education

Completed high school or less	18%
Some post secondary or completed a college diploma	37%
Completed university degree or post-grad degree	44%
No response	1%

## Age

18 to 24	14%
25 to 34	20%
35 to 44	18%
45 to 54	19%
55 to 64	13%
65 or older	14%
No response	3%
<i>Mean</i>	<i>45 years</i>

## Income

<\$40,000	9%
\$40,000 to <\$60,000	13%
\$60,000 to <\$80,000	14%
\$80,000 to <\$100,000	14%
\$100,000 to <\$120,000	11%
\$120,000 to <\$140,000	7%
\$140,000 or more	20%
No response	12%

Base: Base: All respondents (n=2,800)



# Household Characteristics

## Quadrant

Southwest	30%
Southeast	22%
Northwest	28%
Northeast	20%

## Type of Home

Single-detached house	70%
Apartment or condominium	14%
Duplex, triplex or fourplex	8%
Townhouse or rowhouse	7%
Another type of multi-dwelling unit	2%

## Own or Rent

Own	77%
Rent	20%
Other	2%
No response	1%

## Tenure in Calgary

5 or less	13%
6 to 10	12%
11 to 20	23%
21 to 30	18%
31 to 40	14%
More than 40	19%
<i>Mean</i>	<i>25 years</i>

## Household Size

1	14%
2	30%
3	18%
4	21%
5 or more	17%
<i>Mean</i>	<i>3</i>

Base: All respondents (n=2,800)



# Respondent Characteristics

## Born in Canada

Yes	73%
No	27%

## Age Left Country of Birth

Base: Not born in Canada (n=708)

Under the age of 12	24%
12 to 17	13%
18 or older	62%

## Ethnic Background

Caucasian/ white	20%
British	21%
Canadian/ French Canadian	17%
Western European	12%
East or Southeast Asian	11%
Southern or Eastern European	11%
South Asian	7%
Central/ South American or Caribbean	2%
West Asian or Middle Eastern	2%
African	2%
Aboriginal/ First Nations/ Metis	1%
Other	2%
No response	2%

## Disability

Yes	14%
No	86%

## Visible Minority

Yes	21%
No	77%
No response	2%

Base: All respondents (n=2,800)



## Contact

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