



Ipsos Reid Public Affairs



THE CITY OF
CALGARY



The City of Calgary:

plan | it | calgary

Report



Table of Contents

I. Project Overview

Background & Objectives

Methodology

II. Research Results

Living in Calgary

Perceptions and Awareness around Environmental Issues

Transportation, Planning and Land Use

Evaluation of Plan It Key Directions



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Project Overview



Background and Objectives

- ❖ The Plan It Calgary project will establish a long term vision for The City of Calgary and how it should grow. This integrated land use and mobility plan project will develop a long-term plan for Calgary's land use and transportation issues with the goal of creating a more sustainable future for The City. Plan It is guided by the eleven sustainability principles that were crafted from imagineCALGARY, City policy and Smart Growth principles. The project also uses indicators, targets and benchmarks to evaluate various possible scenarios for Calgary's future.
- ❖ The City of Calgary commissioned Ipsos Reid to conduct an online study to understand citizens' perspectives and values as to how The City should accommodate population growth and provide transportation options over the long term. Specific research objectives include:
 - ◆ To gauge citizen reaction to the eight proposed Key Directions that have been developed by the Plan It team;
 - ◆ To obtain an understanding of how Calgarians feel The City should grow and provide transportation for the future;
 - ◆ To have a statistically valid sample of viewpoints;
 - ◆ To understand the relative importance of various urban issues; and,
 - ◆ To involve a broader range of people that might not otherwise become involved in the project.
 - ◆ Segment Calgarians based on environmental attitudes, transportation habits, community involvement, attitudes towards growth and general perceptions towards life.



Methodology

- ❖ A online survey was conducted with a randomly selected sample of Ipsos Reid panellists living in Calgary aged 18 years or older.
- ❖ To ensure confidentiality, panellists were sent a unique and secure link to the survey and the link may only be accessed once.
- ❖ The online survey was fielded between June 25, 2008 and July 24, 2008.
- ❖ With a sample size of 1,635, the results are accurate within $\pm 2.4\%$, 19 times out of 20.
- ❖ Results are weighted to reflect the relative size of regions within The City of Calgary and to ensure the age and gender distribution reflects that of the actual population according to the 2006 Census.



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Research Results



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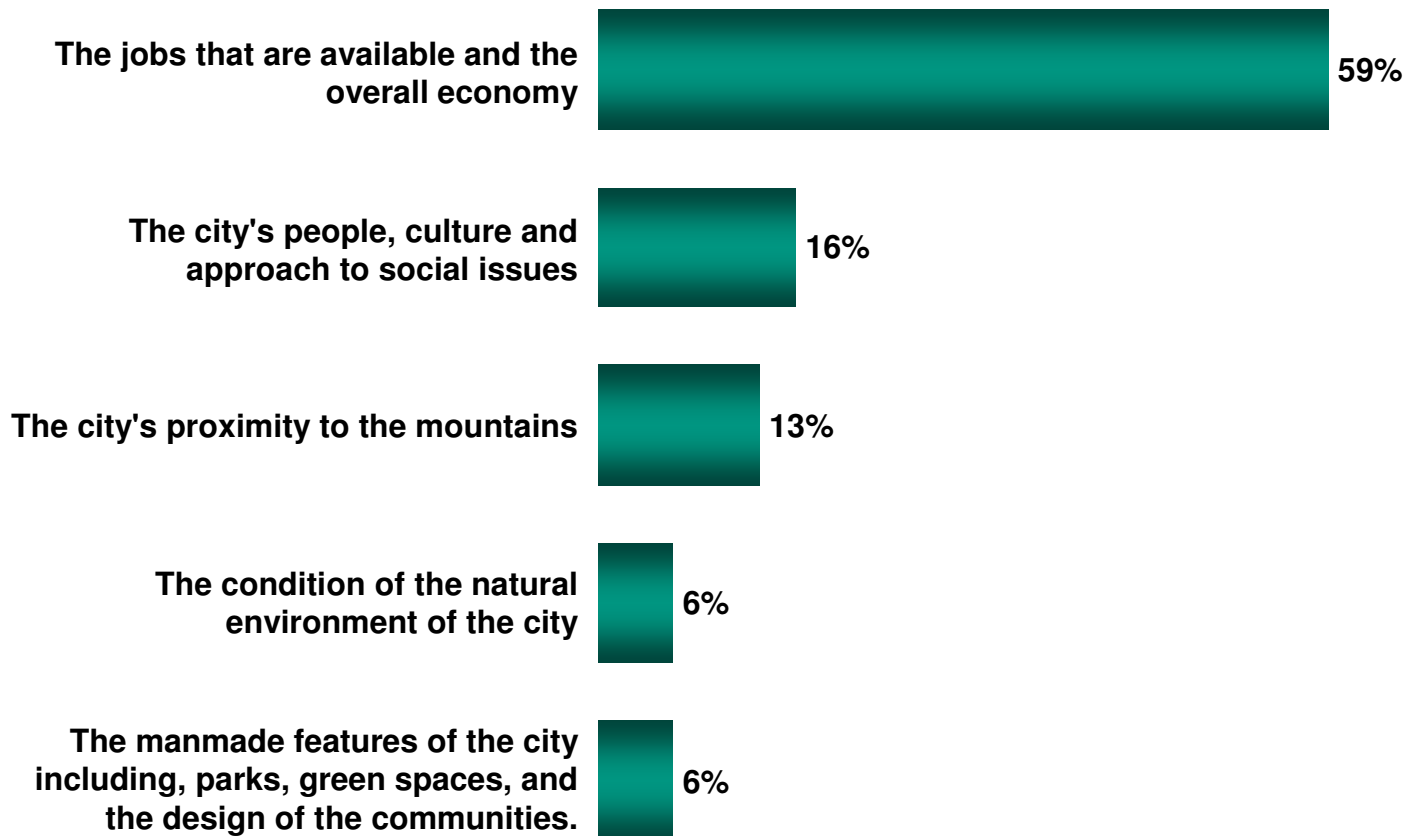
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Living in Calgary



Drivers for Selecting A City Living in Calgary

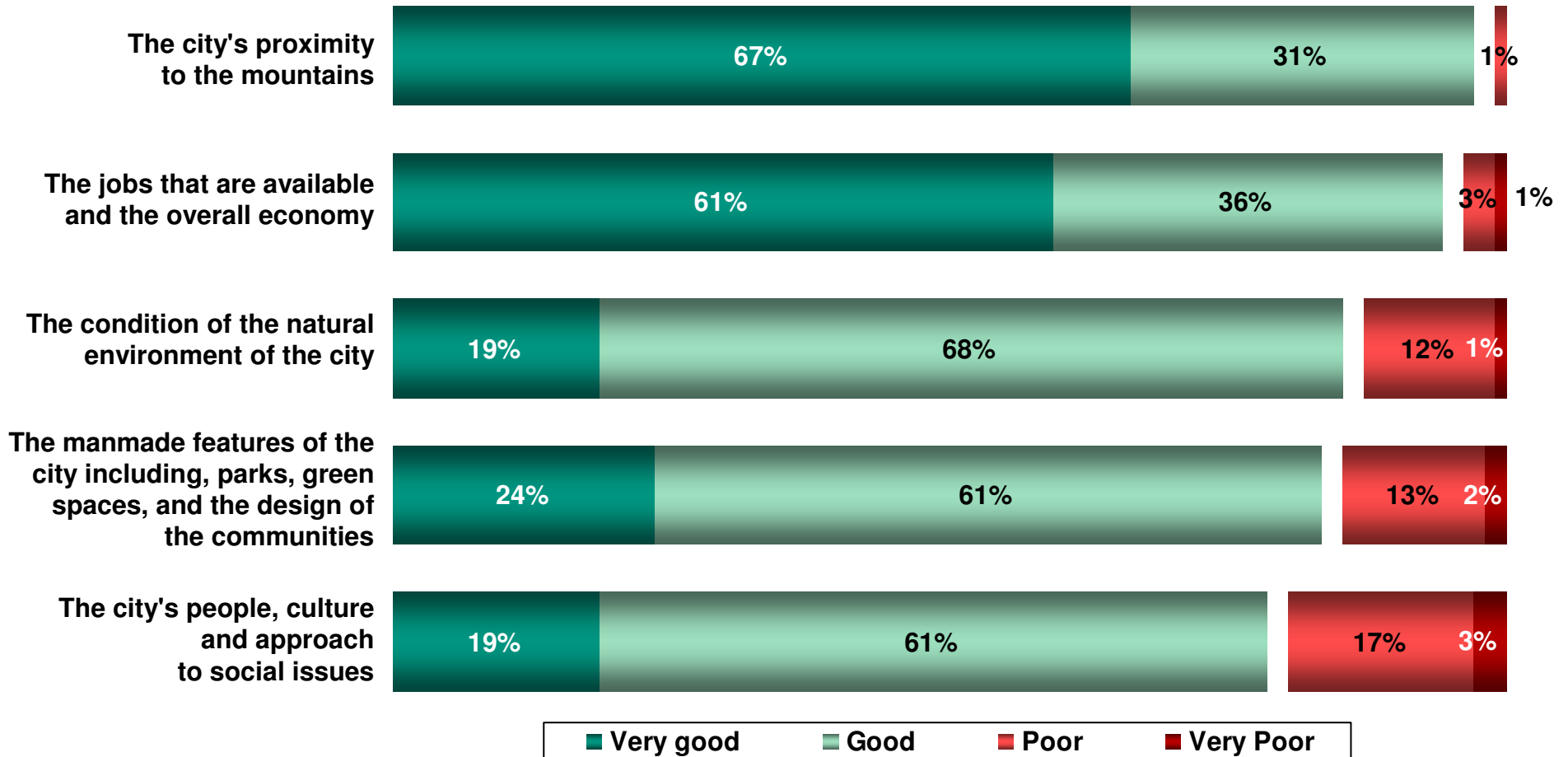
Q2. To begin, there are a number of reasons that people choose to live in one city over another. Assuming family is not a factor, which of the following would be the most important to you in deciding where to live?





Rating Calgary Against Drivers for Selecting a City Living in Calgary

Q3. Please rate the overall quality of each item as it relates to Calgary today.

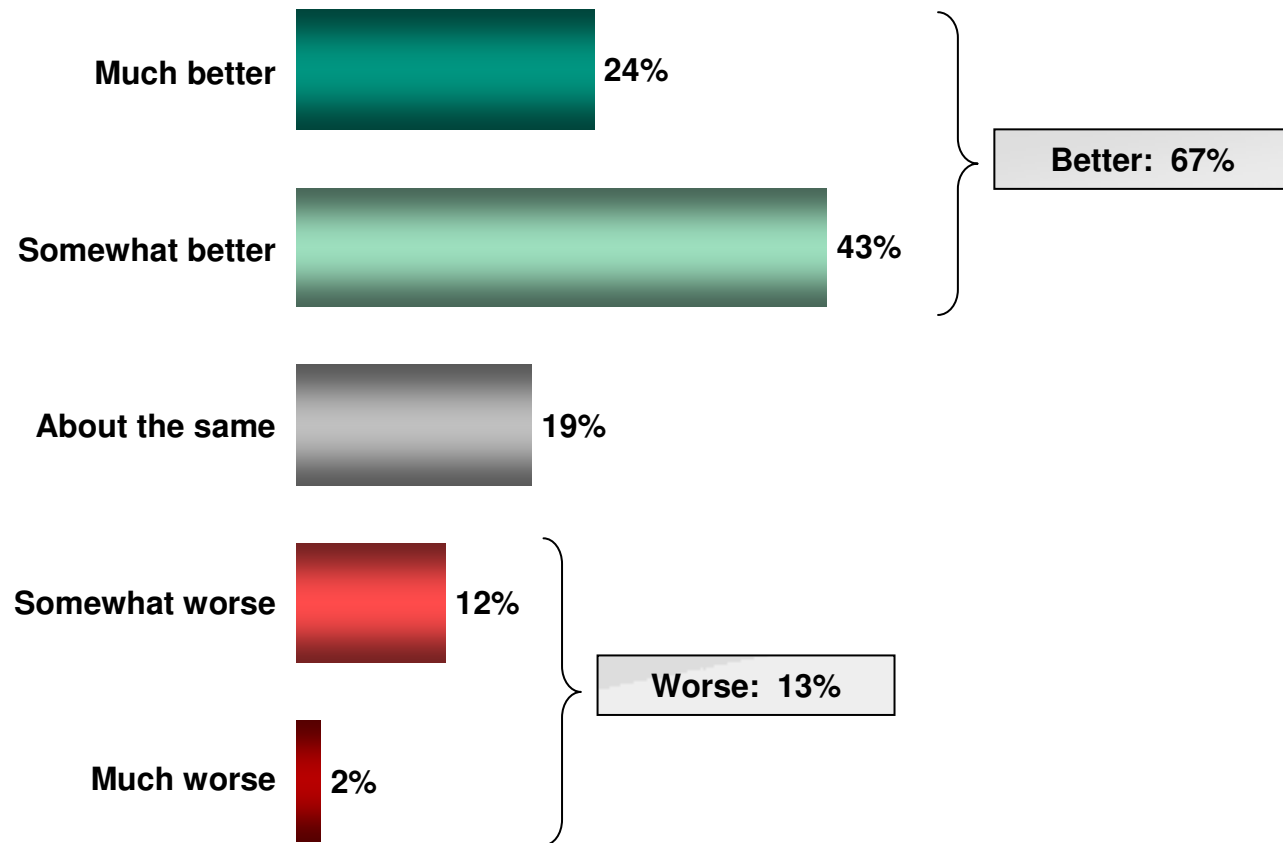


Base: All Respondents (n=1635)



Comparing Calgary's Overall Liveability and Quality of Life Living in Calgary

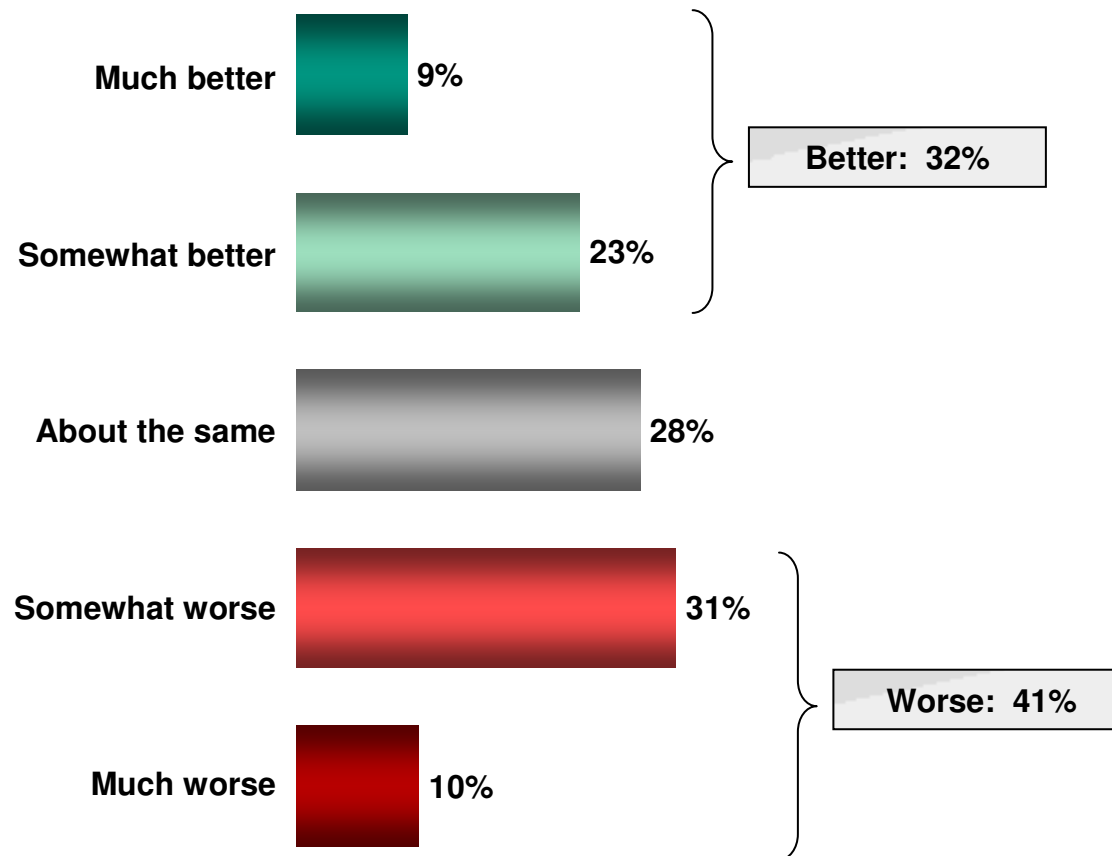
Q6. How does Calgary's overall liveability or quality of life compare to other cities in Canada? Is it..?





Projecting Calgary's Overall Liveability & Quality of Life 30 Years From Now Living in Calgary

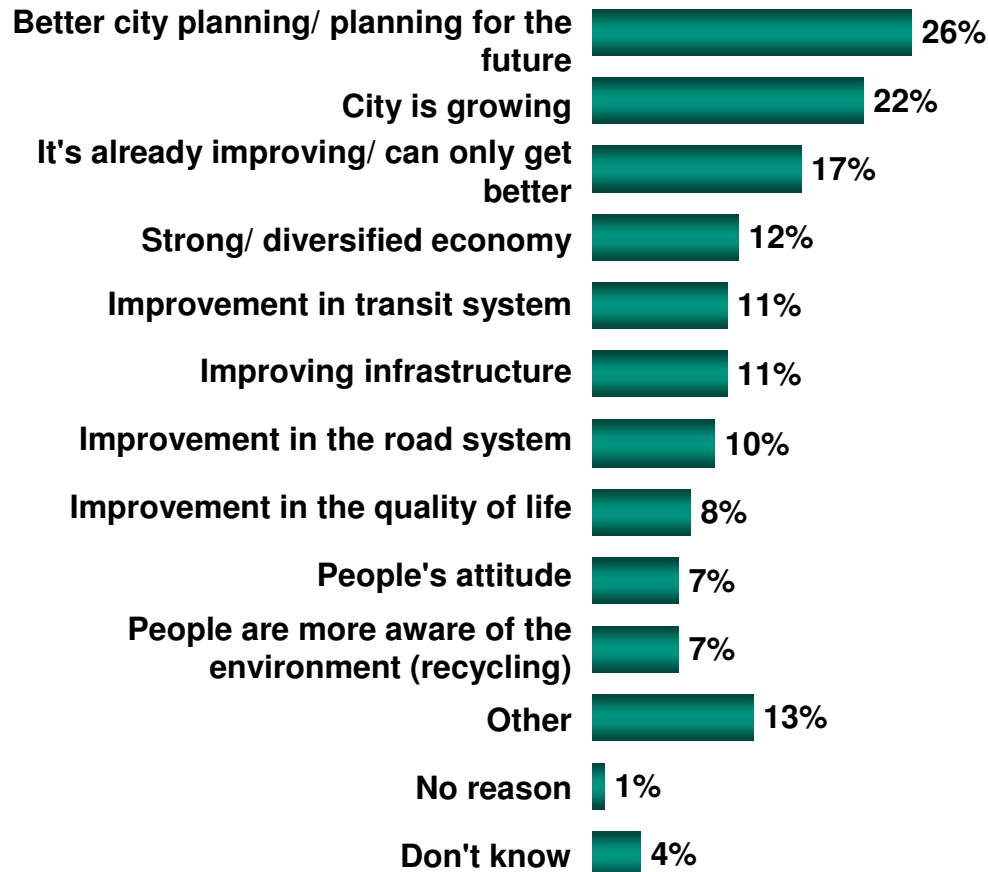
Q9. Thinking into the future thirty years from now, let's say the year is 2038; how will Calgary's overall liveability or quality of life be compared to today? Will it be...?





Reasons Why People Believe Quality of Life Will be Better 30 Years From Now (Unaided) Living in Calgary

Q10. Why do you say Calgary's future liveability or quality of life will be better than it is now?

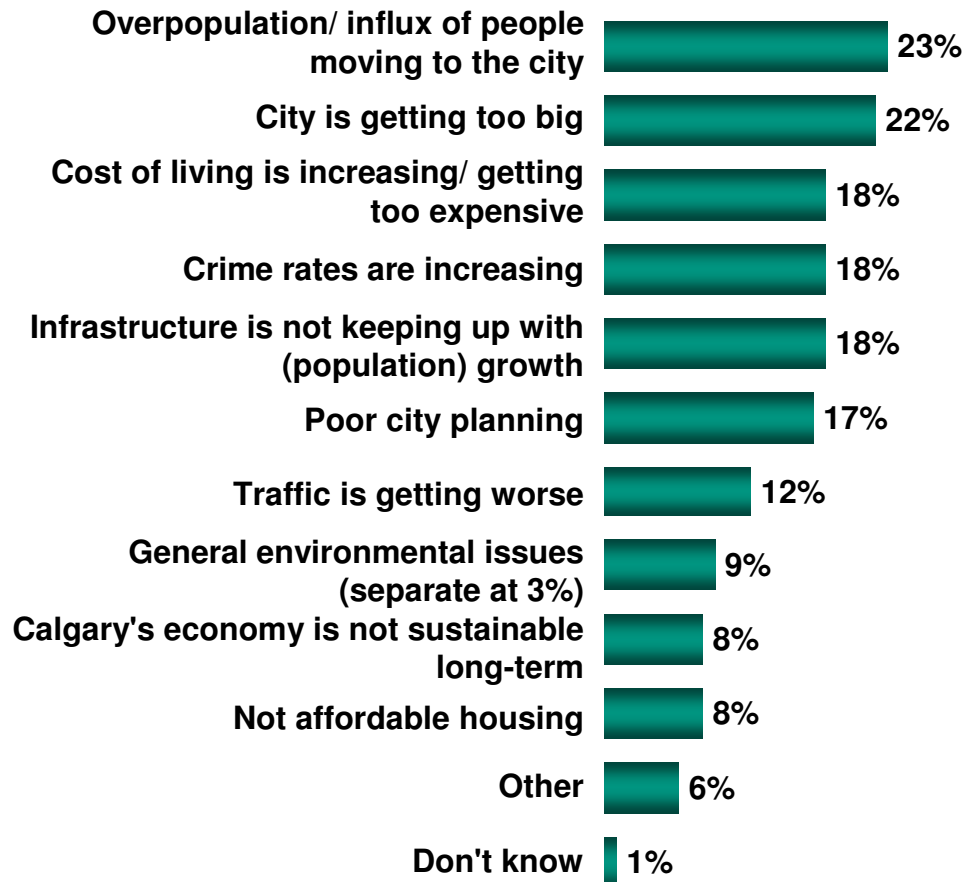


Only responses over 7% are shown



Reasons Why Liveability and Quality of Life Will be Worse 30 Years From Now (Unaided) Living in Calgary

Q11. Why do you say Calgary's future liveability or quality of life will be worse than it is now?



Only responses over 8% are shown



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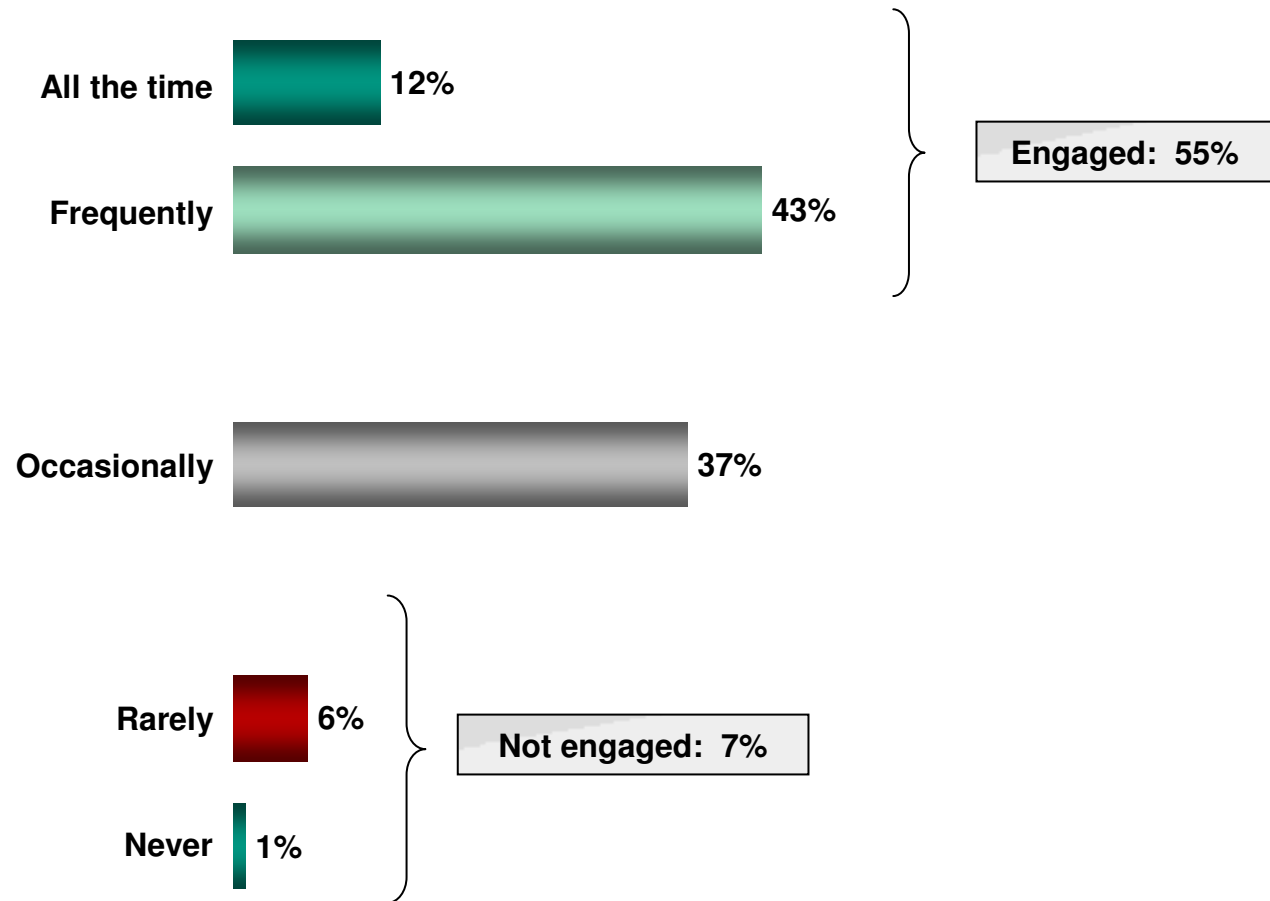
Perceptions and Awareness around Environmental Issues



Engagement With Environmental Issues

Perceptions and Awareness around Environmental Issues

Q12. Would you say that environmental issues are something you think about...?

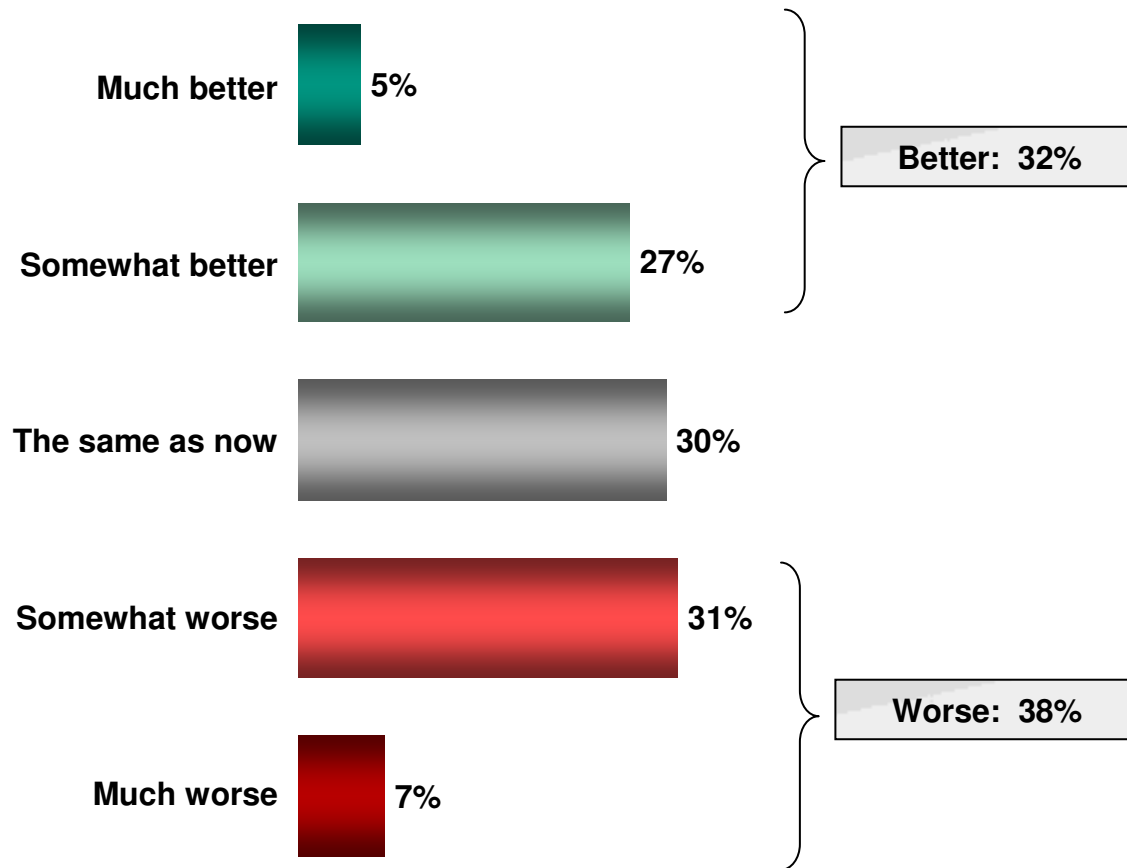




Projecting the State of Calgary's Environment 30 Years From Now

Perceptions and Awareness around Environmental Issues

Q14. And, thinking into the future thirty years from now, lets say the year is 2038, how do you think that the overall state of Calgary's environment will compare to today? Will it be..?

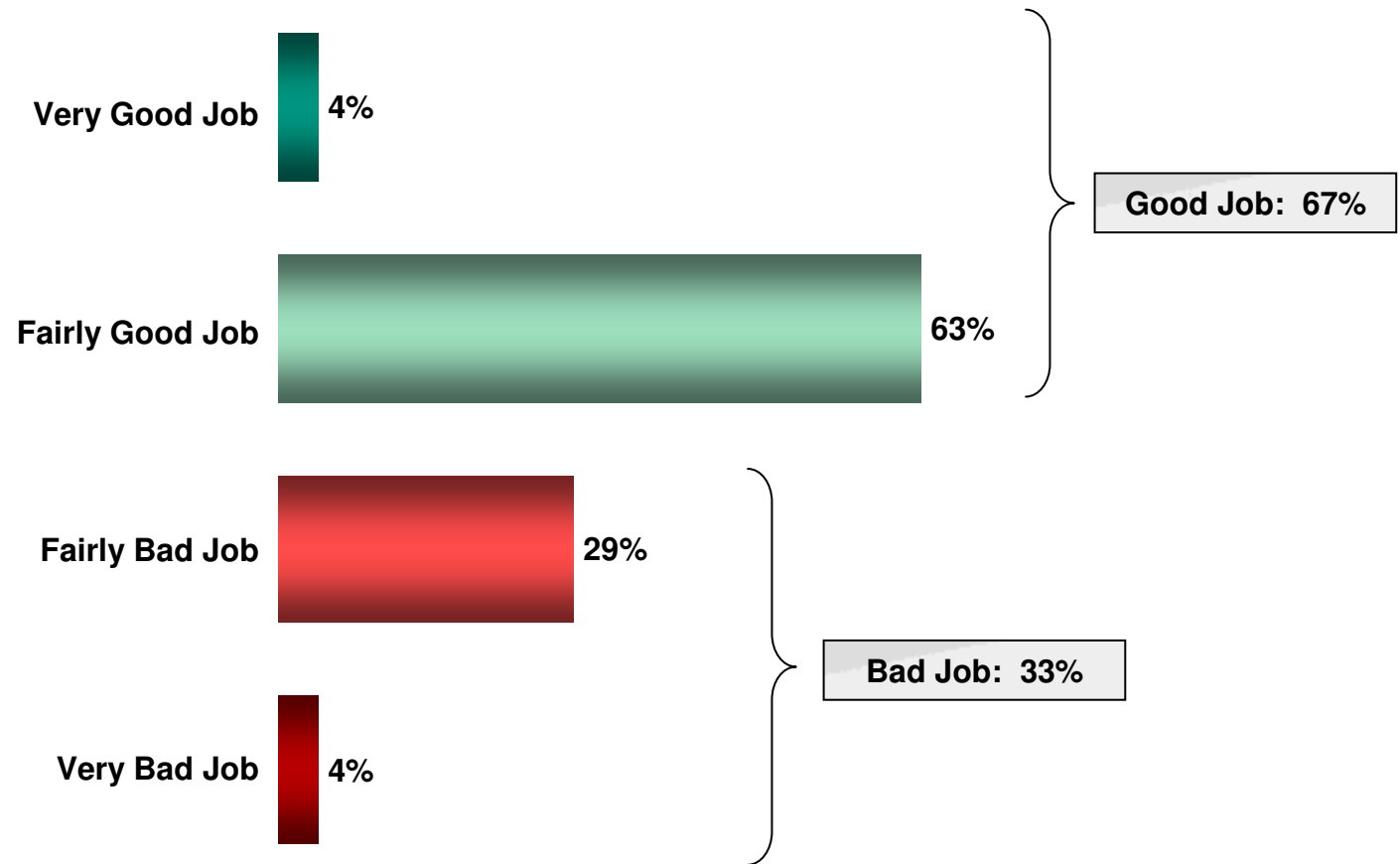




Evaluating The City of Calgary's Response to Environmental Issues

Perceptions and Awareness around Environmental Issues

Q15. Do you think that the City of Calgary is currently doing a good job or a bad job when it comes to dealing with environmental issues?

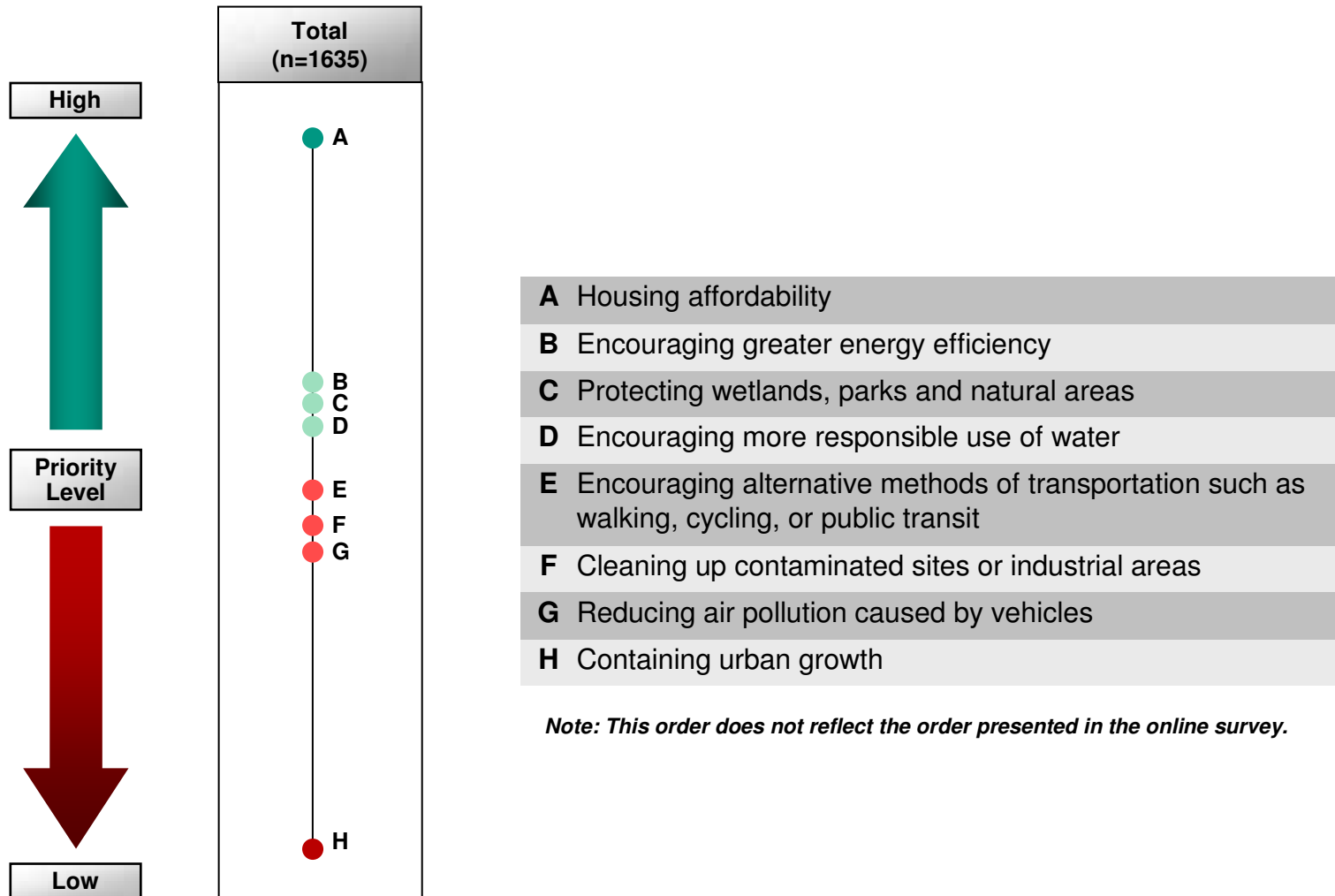




Citizen Ranking of Municipal Priorities

Perceptions and Awareness around Environmental Issues

Q16. Considering the options below, which item would you say should be the highest priority and which item should be the lowest priority?





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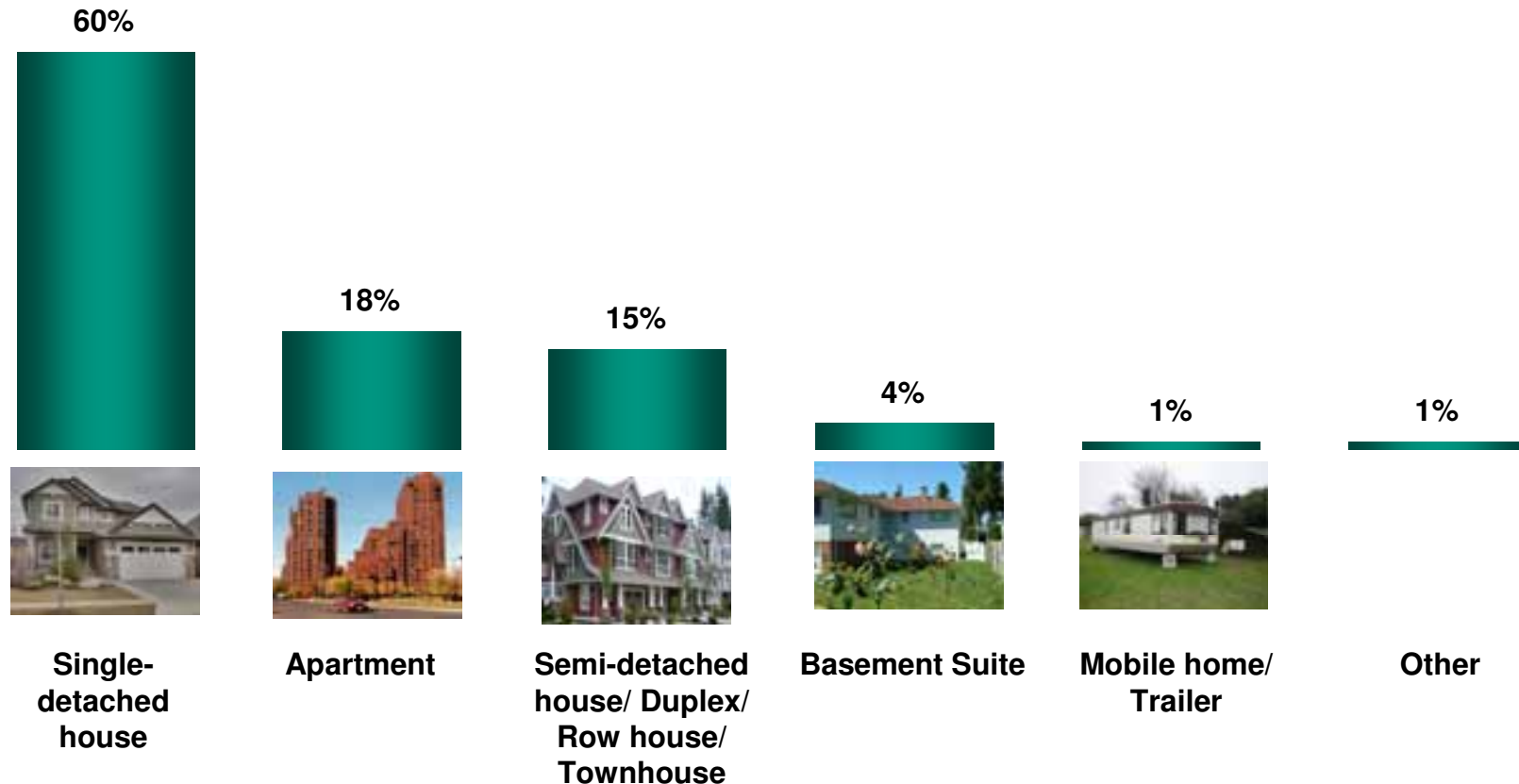
Transportation, Planning and Land Use



Calgarians' Current Housing Type

Transportation, Planning and Land Use

Q18. What type of home do you live in today?



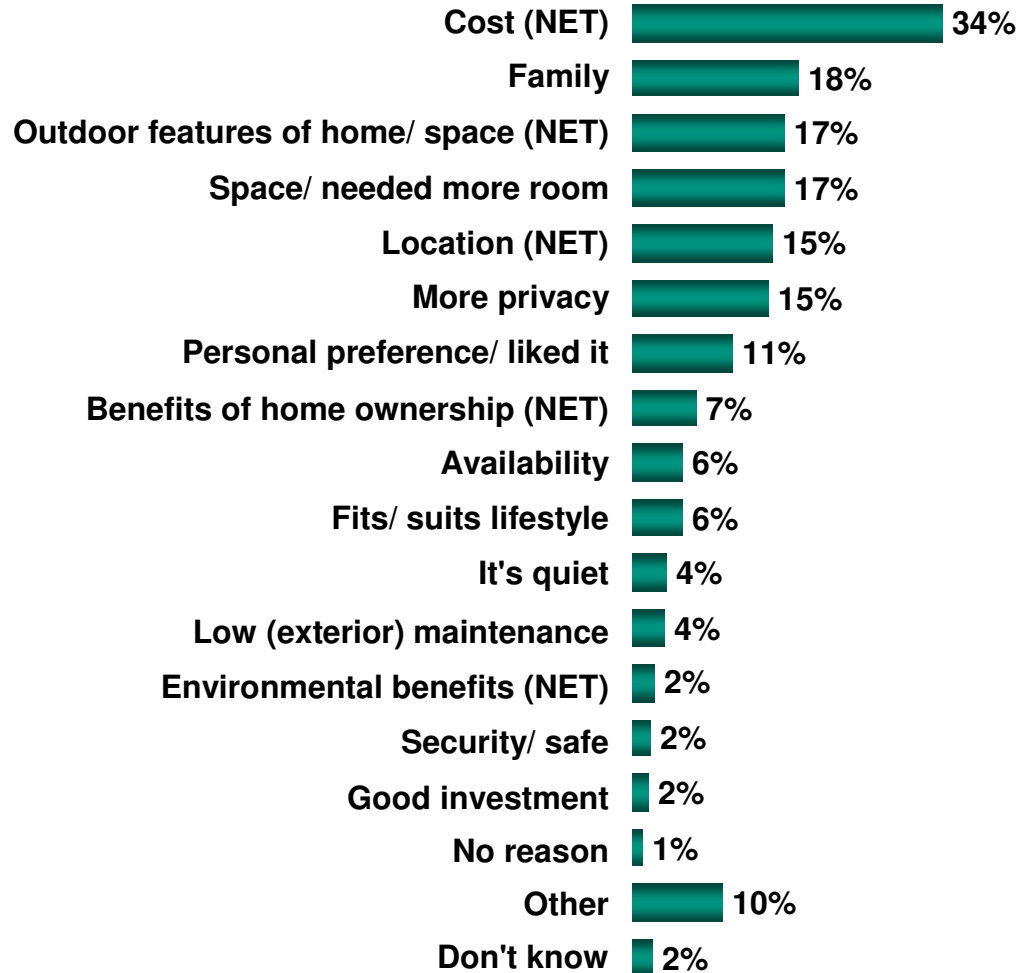
Base: All Respondents (n=1635)



Motivations for Choosing Housing Type (Overall)

Transportation, Planning and Land Use

Q19. Why did you choose a ... as opposed to another type of housing?

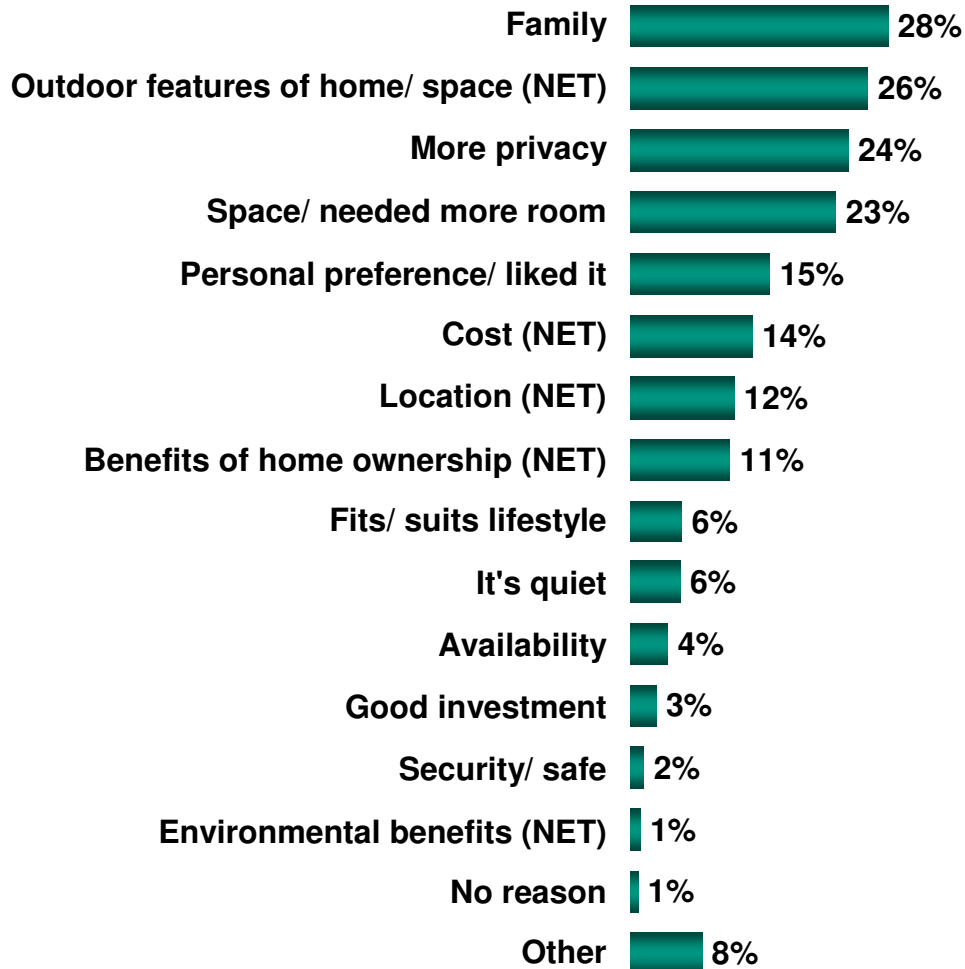


Unaided



Motivations for Choosing Single-Detached House Transportation, Planning and Land Use

Q19. Why did you choose a Single-Detached House as opposed to another type of housing?

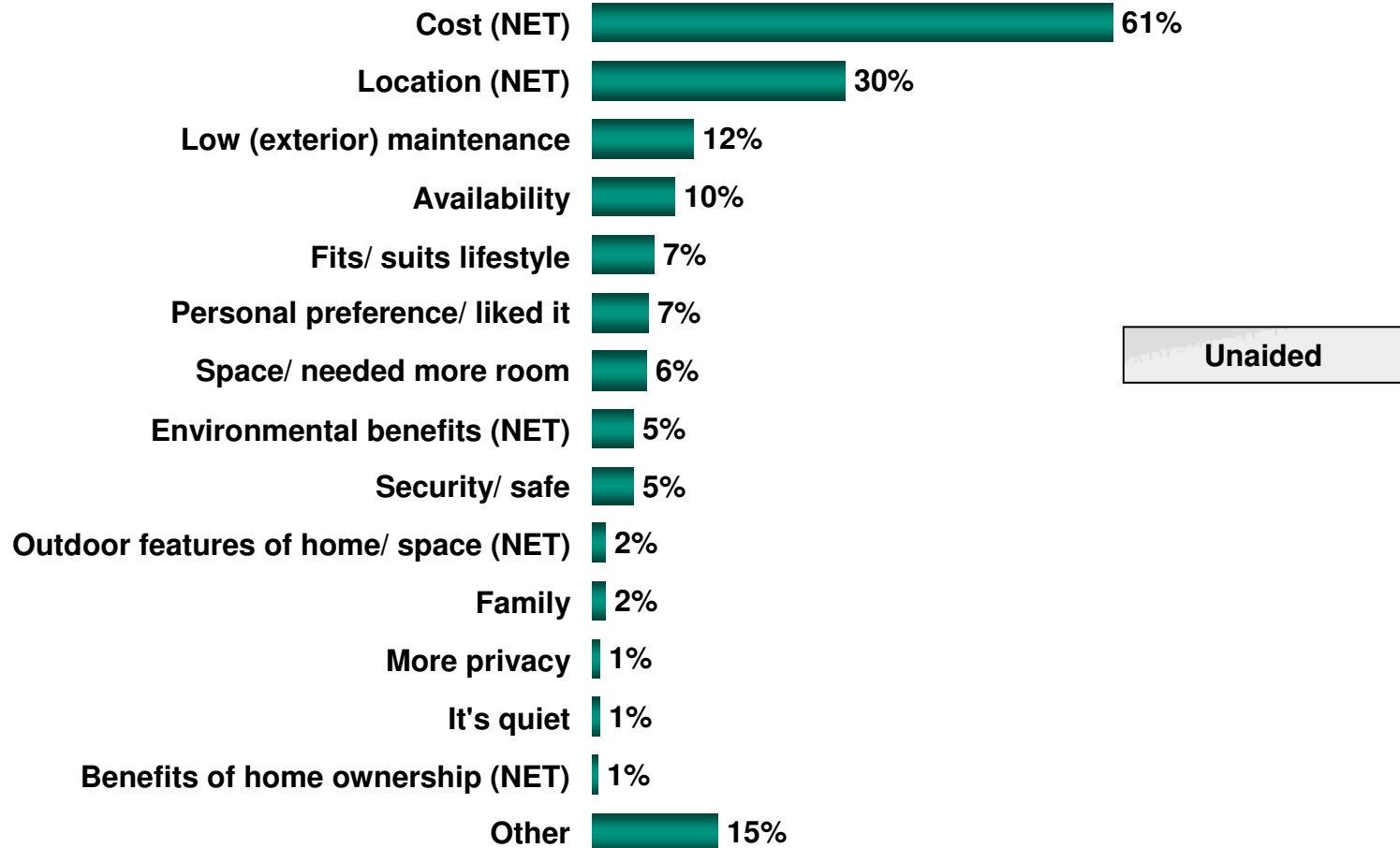


Unaided



Motivations for Choosing an Apartment Building Transportation, Planning and Land Use

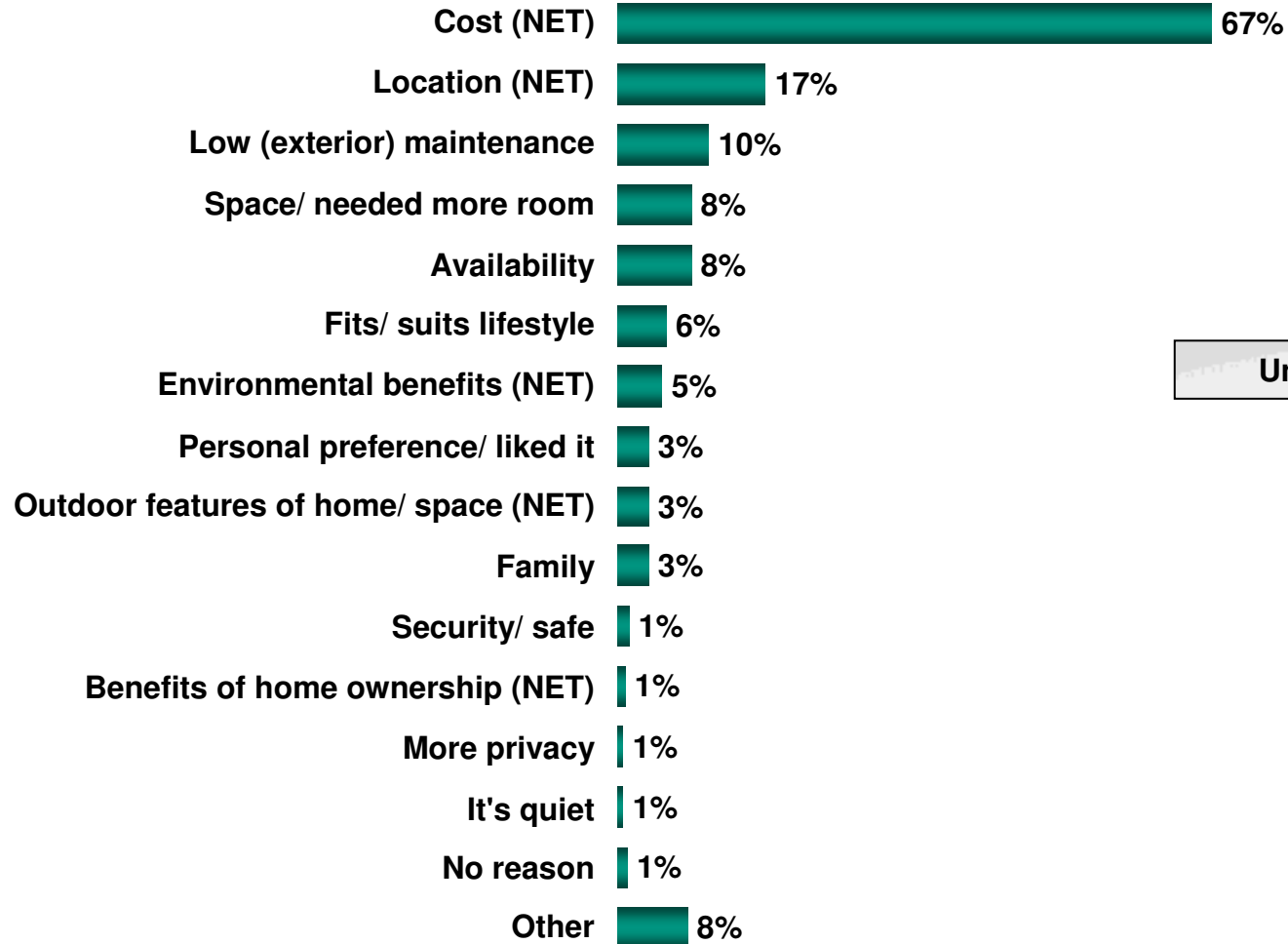
Q19. Why did you choose an Apartment Building as opposed to another type of housing?





Motivations for Choosing Semi-Detached House/Duplex/Row House/Townhouse Transportation, Planning and Land Use

Q19. Why did you choose a Semi-Detached House/ Duplex/ Row House/ Townhouse as opposed to another type of housing?

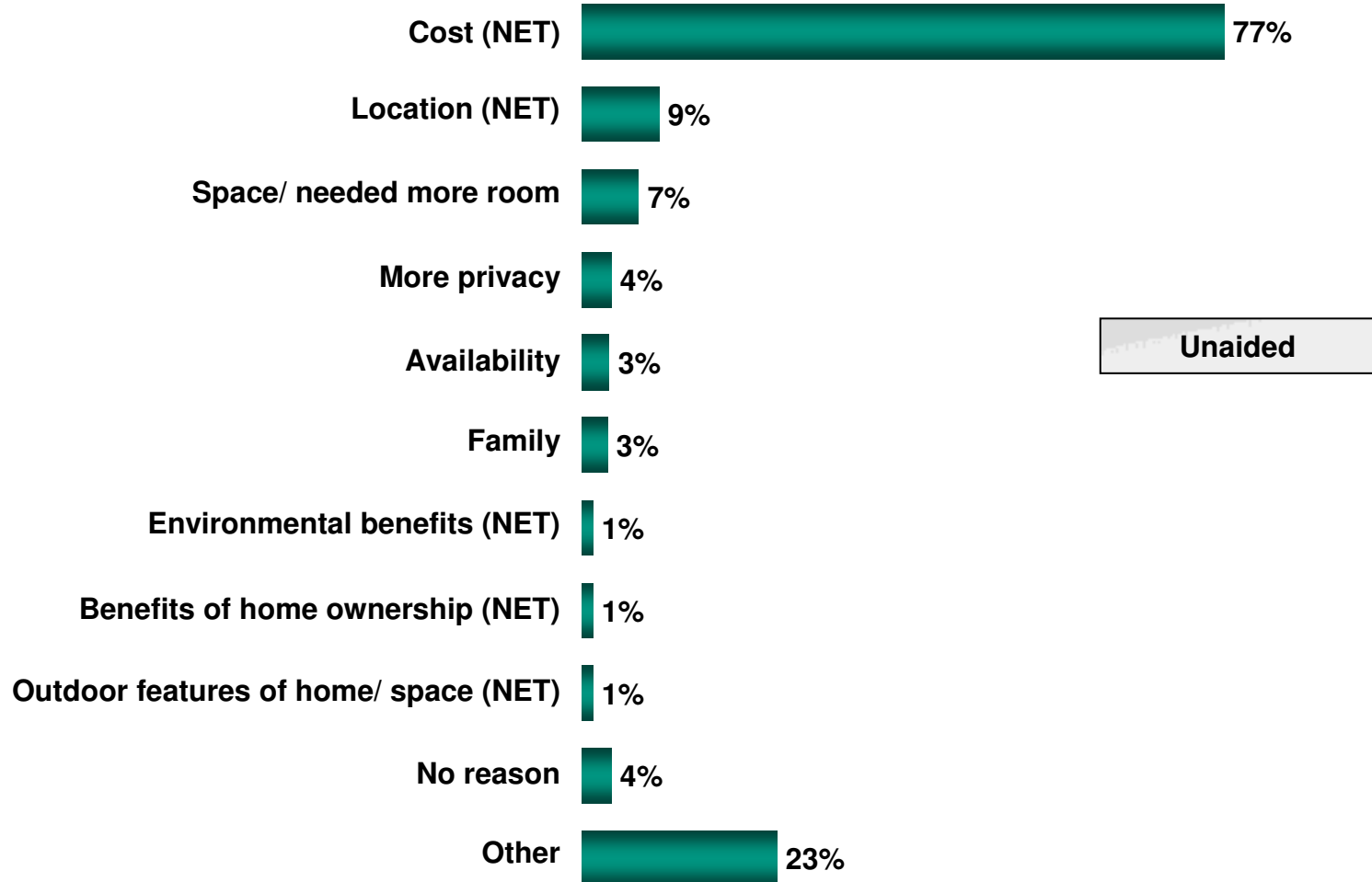


Unaided



Motivations for Choosing Basement Suite Transportation, Planning and Land Use

Q19. Why did you choose a Basement Suite as opposed to another type of housing?

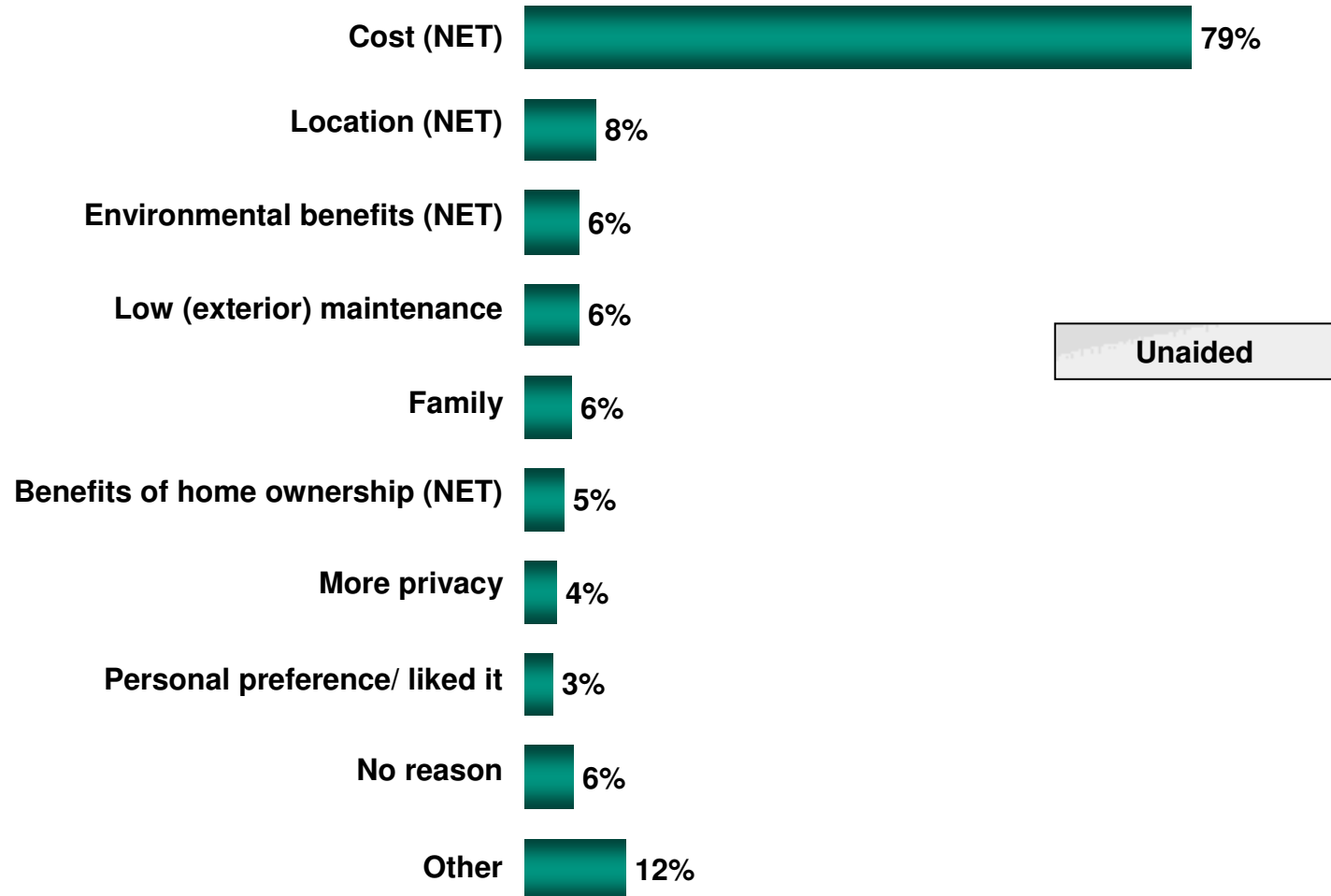


Base: Respondents who live in a Basement Suite (n=60)



Motivations for Choosing Mobile Home/Trailer Transportation, Planning and Land Use

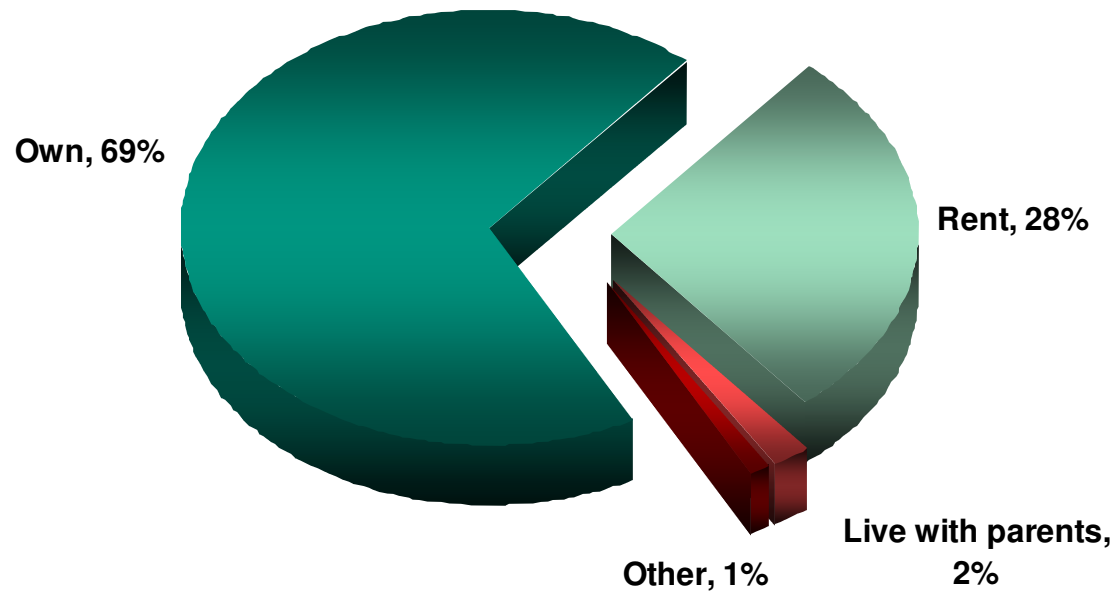
Q19. Why did you choose a Mobile Home/ Trailer as opposed to another type of housing?





Current Home Ownership Transportation, Planning and Land Use

Q20. Do you currently rent or own your residence?

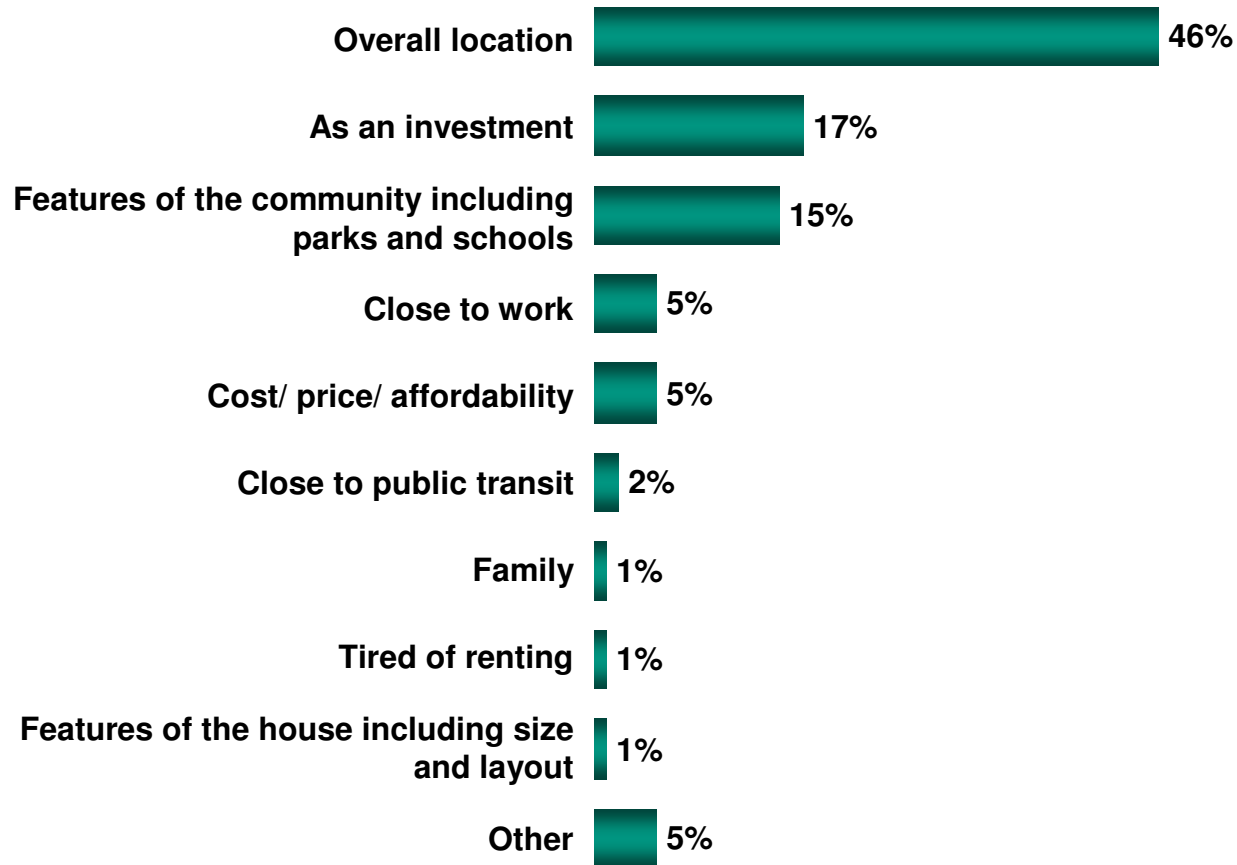


Base: All Respondents (n=1635)



Motivations for Purchasing Current Residence Transportation, Planning and Land Use

Q21. What was the primary motivation for purchasing your residence?



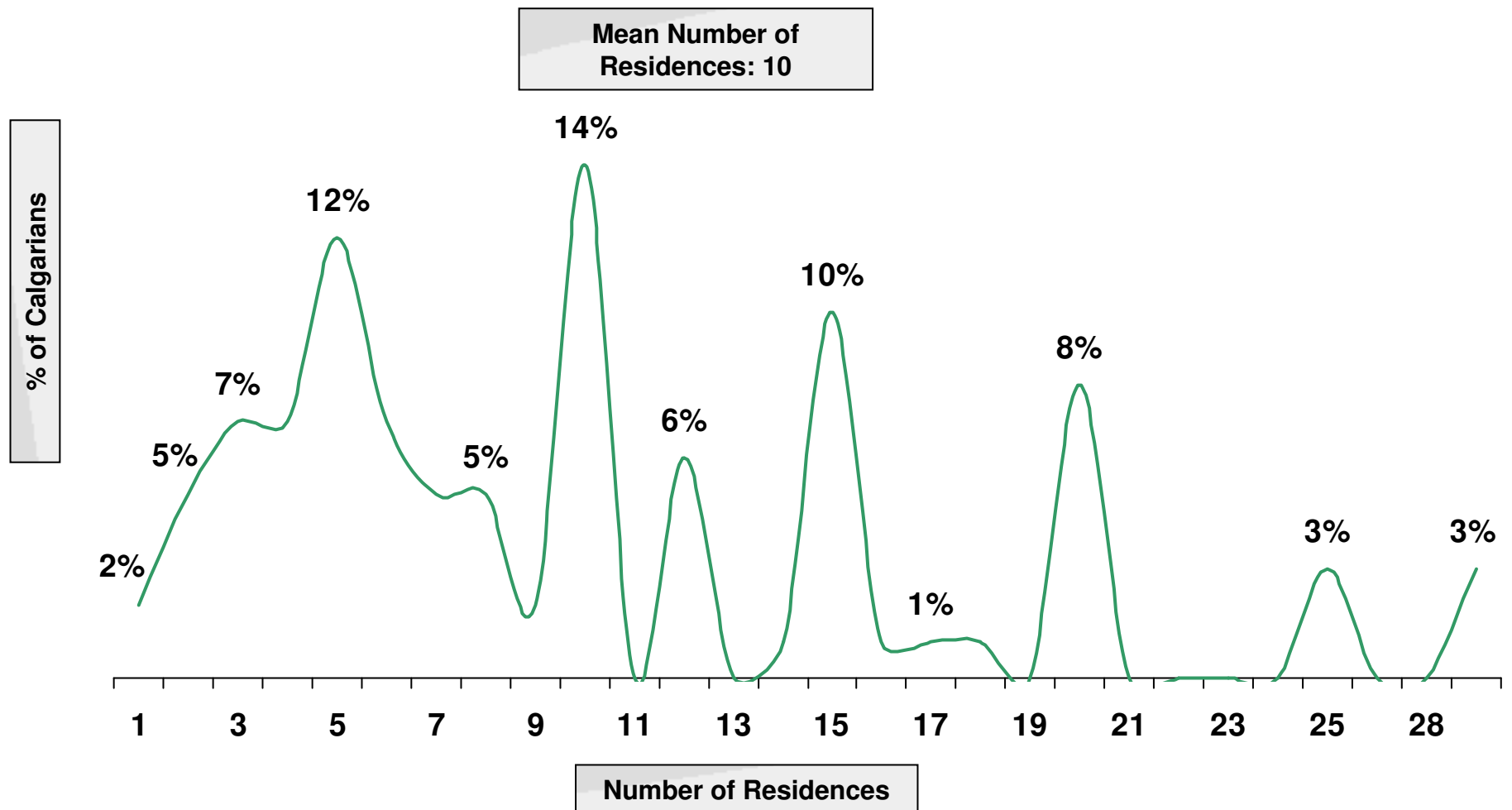
Aided



Number of Residences Calgarians Will Live in Over a Lifetime

Transportation, Planning and Land Use

Q22. Over the course of a lifetime, how many different residences will you live in?



Base: All Respondents (n=1635)

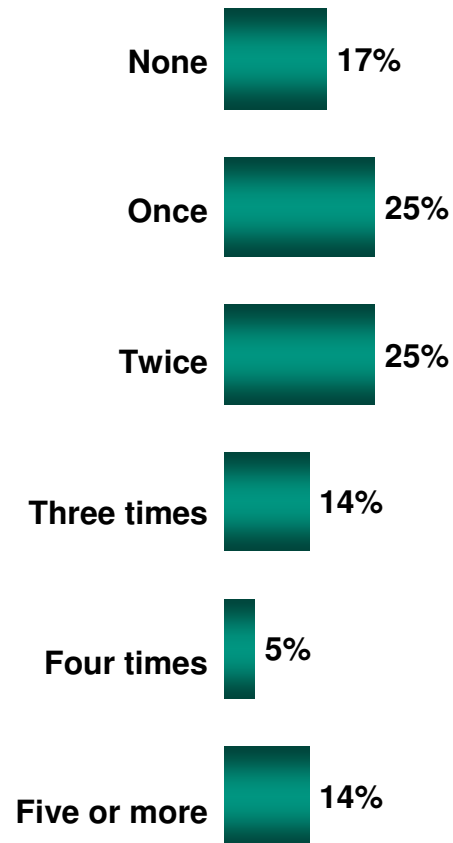


Projecting Future Moves Within the City of Calgary

Transportation, Planning and Land Use

Q23. Thinking 30 years from now, how many times will you move within the City of Calgary?

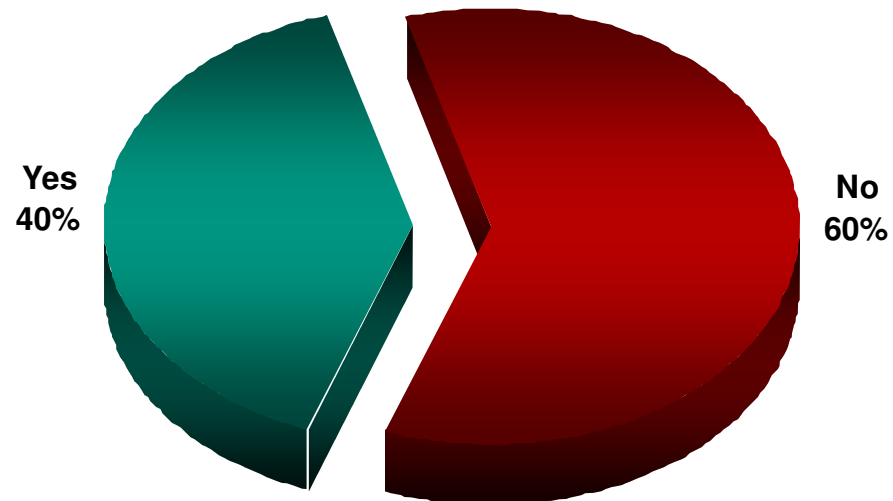
Mean number times moving in the City of Calgary: 2.5





Projecting A Change in Residence Type Transportation, Planning and Land Use

Q24. Thinking 30 years from now, will you still be living in the same type of housing as you are today?





Change Between Current and Projected Housing Type

Transportation, Planning and Land Use

Q25. Thinking 30 years from now, what type of housing will you be living in?

Current Housing Type

Projected Housing Type	Current Housing Type									
	Single-detached House (n=515)	Semi-detached house duplex Row house Townhouse (n=214)	Collective Dwelling (n=3)	Mobile home Trailer (n=12)	Apartment Building (n=180)	Basement Suite (n=53)	Bi-level (n=1)	4 Plex (n=2)	Acreage (n=1)	Other (n=1)
Single-detached house	8%	60%	33%	52%	67%	60%	100%	42%	-	-
Apartment Building	43%	17%	33%	14%	2%	19%	-	58%	-	-
Collective dwelling	17%	9%	-	23%	13%	2%	-	-	100%	100%
Semi-detached house / duplex / Row house / townhouse	14%	2%	-	6%	12%	3%	-	-	-	-
Retirement/ senior/ nursing home	7%	5%	-	6%	4%	1%	-	-	-	-

continued...

Base: Those who will not be living in the same type of housing (n=982)



Change Between Current and Projected Housing Type continued

Transportation, Planning and Land Use

Q25. Thinking 30 years from now, what type of housing will you be living in?

Current Housing Type

Projected Housing Type	Current Housing Type									
	Single-detached House (n=515)	Semi-detached house duplex Row house Townhouse (n=214)	Collective Dwelling (n=3)	Mobile home Trailer (n=12)	Apartment Building (n=180)	Basement Suite (n=53)	Bi-level (n=1)	4 Plex (n=2)	Acreage (n=1)	Other (n=1)
All death-related mentions	4%	4%	-	-	7%	4%	-	-	-	-
Mobile home / trailer	1%	0%	33%	-	3%	3%	-	-	-	-
Outside of Calgary	1%	-	-	-	1%	3%	-	-	-	-
Acreage	1%	1%	-	-	-	-	-	-	-	-
Living in the countryside	1%	-	-	-	-	-	-	-	-	-
Basement Suite	-	0%	-	-	-	-	-	-	-	-
Other	2%	1%	-	-	-	-	-	-	-	-
Don't Know	1%	1%	-	-	-	5%	-	-	-	-

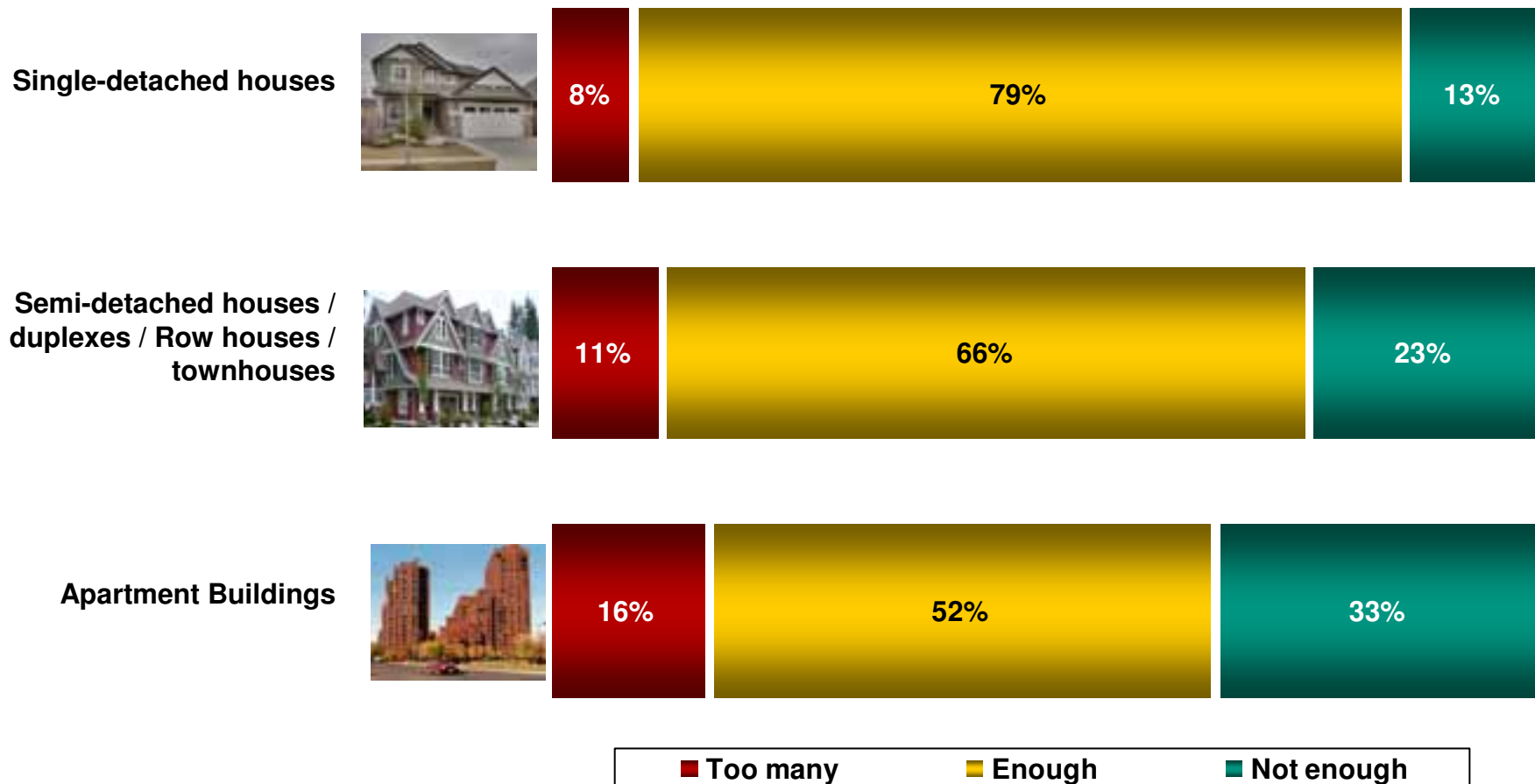
Base: Those who will not be living in the same type of housing (n=982)



Evaluating The Current Landscape of Residences in The Community

Transportation, Planning and Land Use

Q26. Thinking about your community/neighbourhood as a whole, do you think that there are ...?

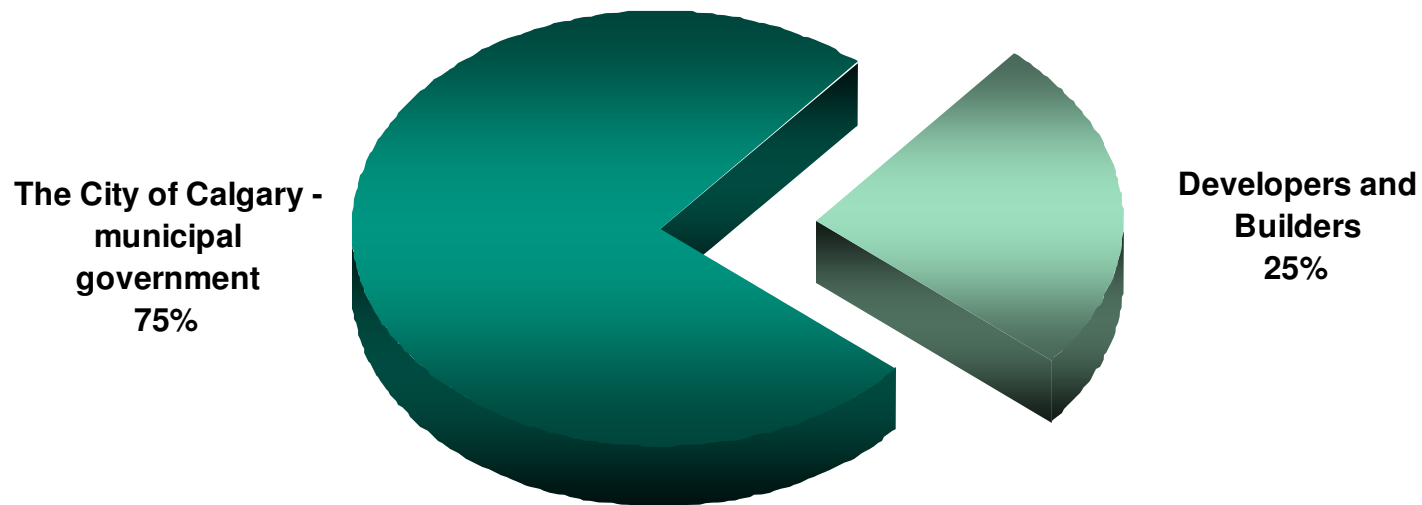


Base: All Respondents (n=1635)



Assigning Responsibility for Planning Housing Types in Calgary Transportation, Planning and Land Use

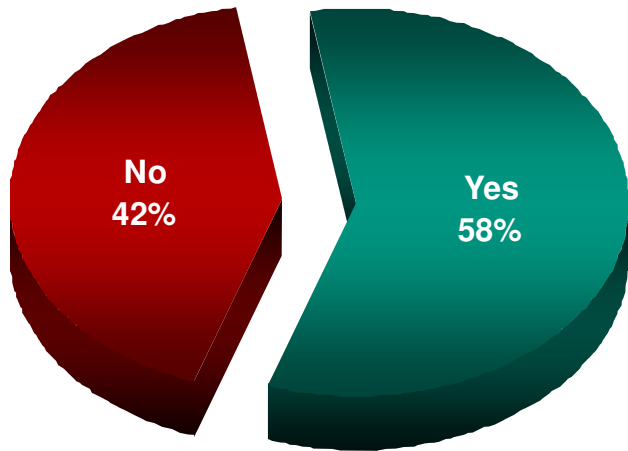
Q27. In your opinion, who is most responsible for ensuring that Calgary has a wide-variety of quality housing choices? Is it ...?



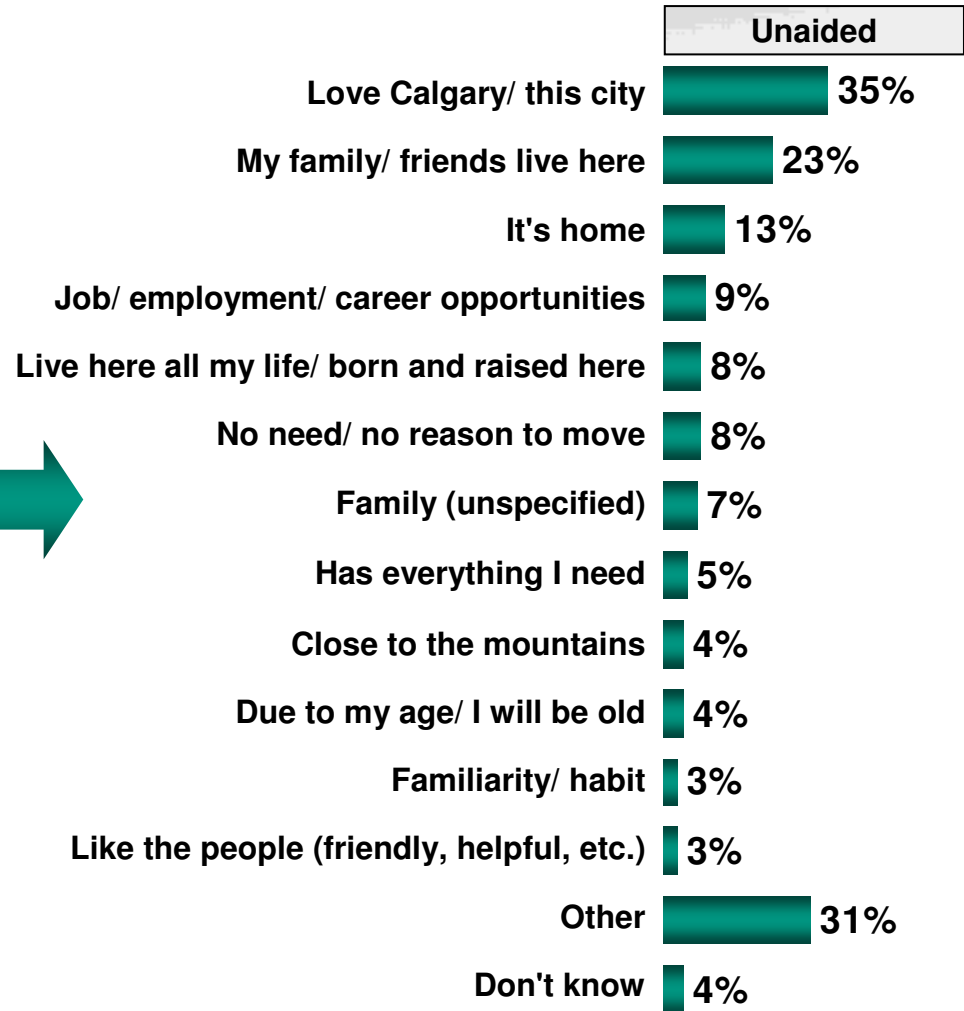


Projecting Living in Calgary 30 Years From Now Transportation, Planning and Land Use

Q28. Again, thinking about 30 years from now, will you still be living in the City of Calgary?



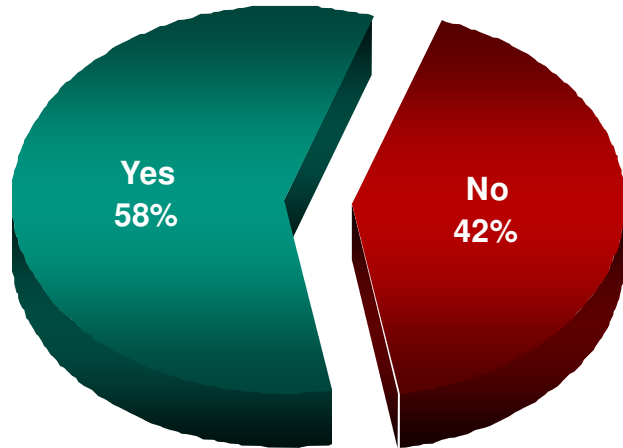
Q29. Why will you still be living in the city of Calgary?



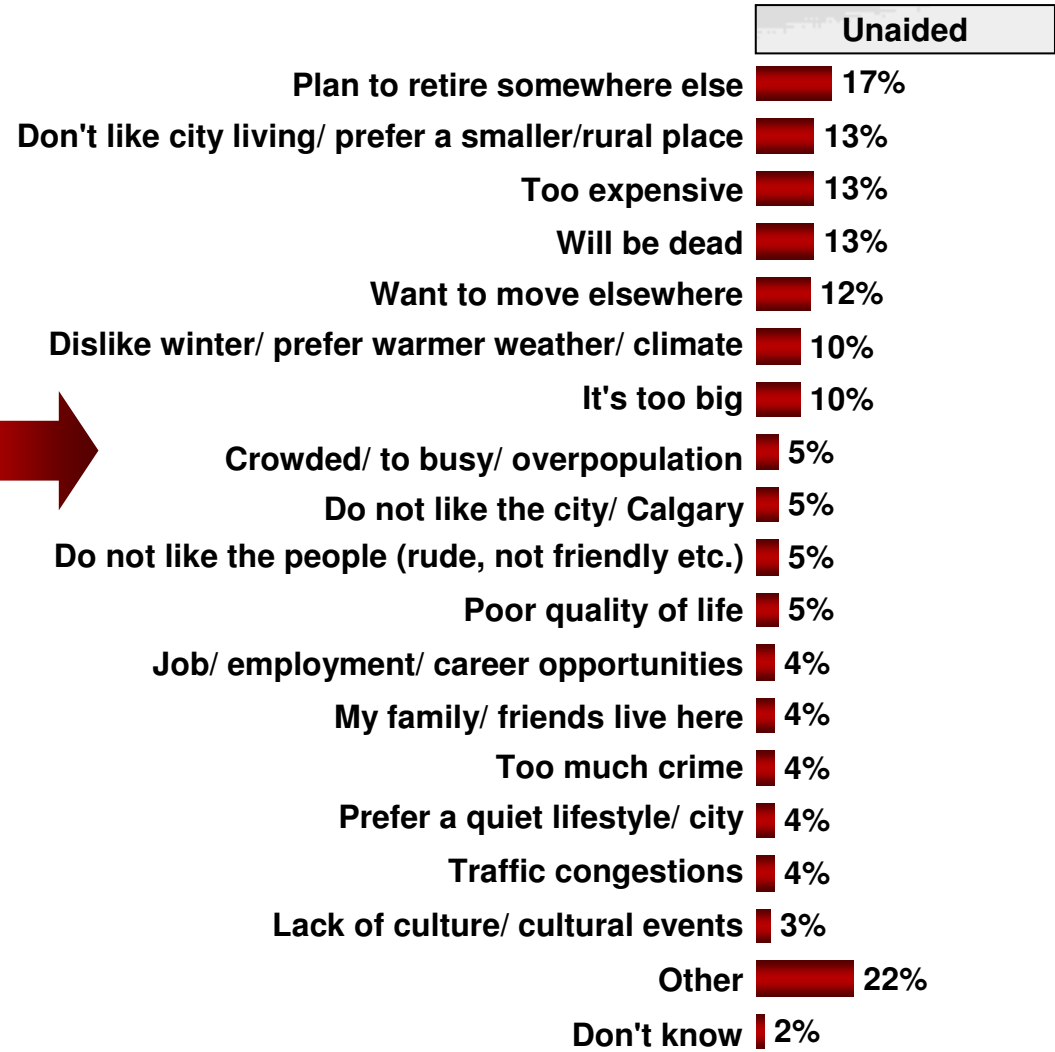


Projecting Living in Calgary 30 Years From Now Transportation, Planning and Land Use

Q28. Again, thinking about 30 years from now, will you still be living in the city of Calgary?



Q29. Why won't you be living in the city of Calgary?

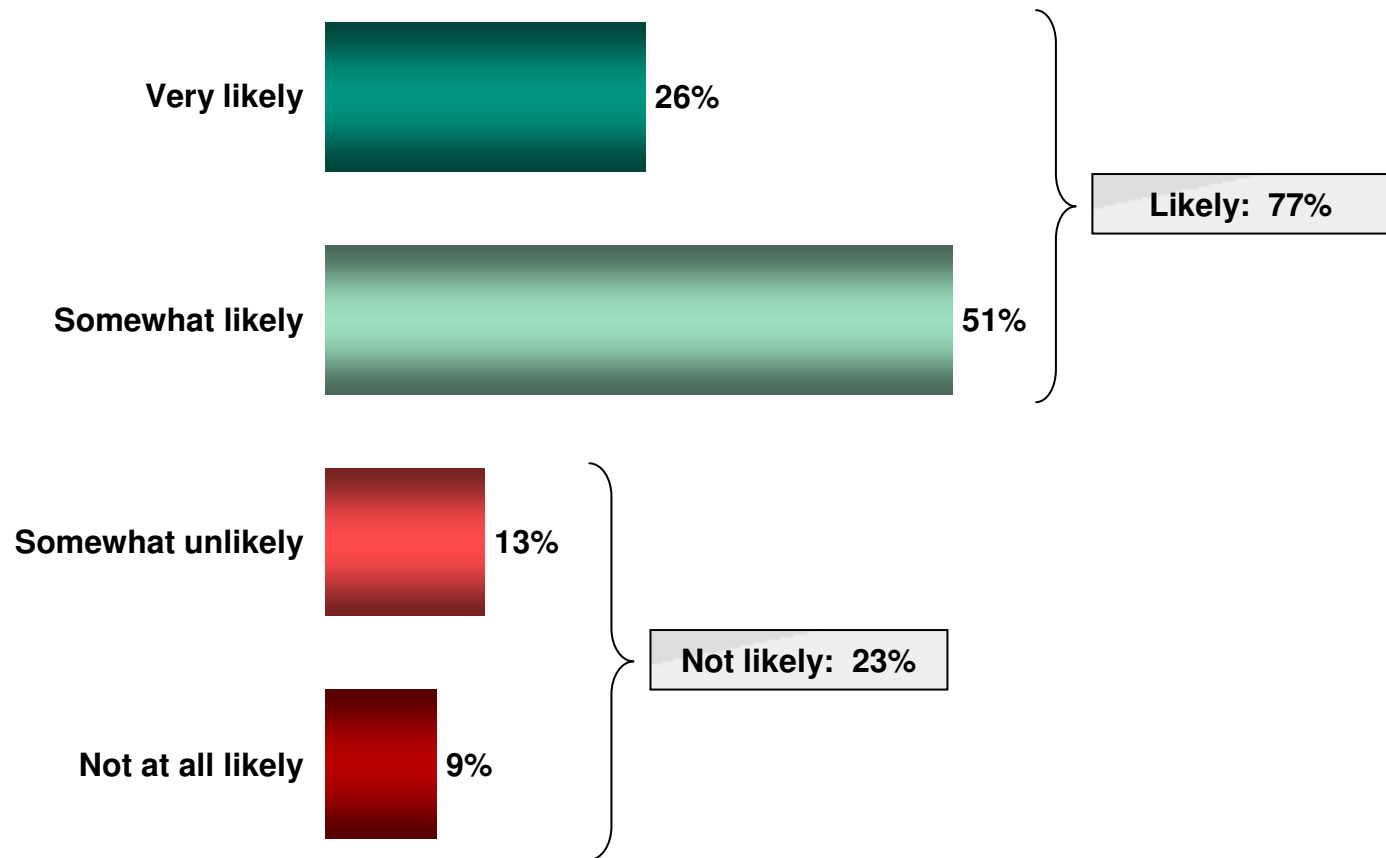




Projecting Whether Children Will Remain in Calgary

Transportation, Planning and Land Use

Q31. Once your children are finished schooling, how likely is it that they will remain in Calgary?

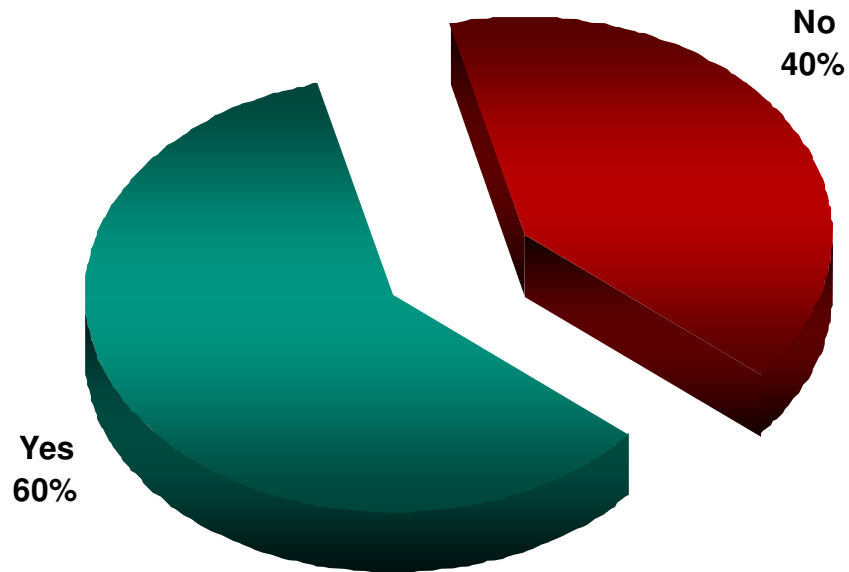




Projecting Whether Children Will Raise Their Families in Calgary

Transportation, Planning and Land Use

Q32. Do you expect that your children will raise their own families in the city of Calgary?

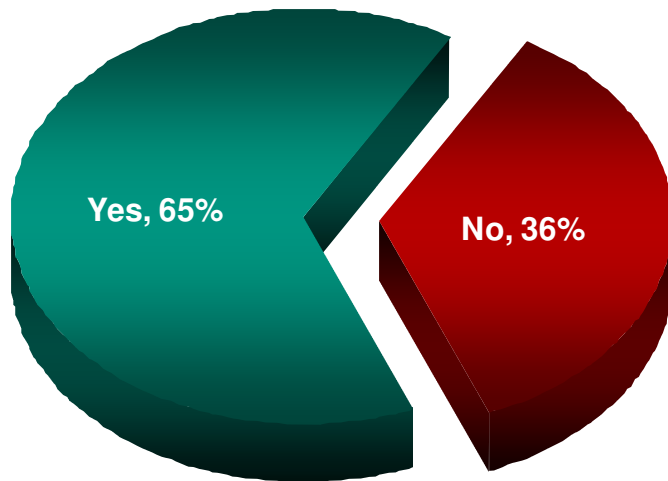


Base: Those with children over the age of 18 (n=548)

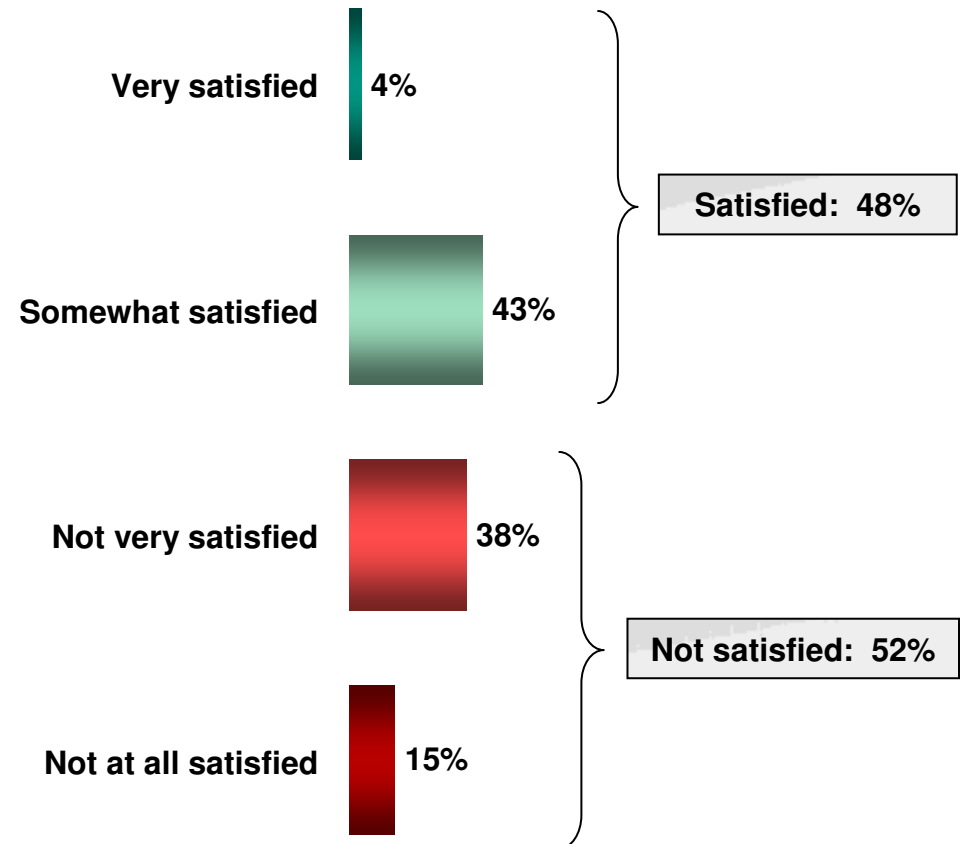


Evaluating The City of Calgary's Plan for Growth Transportation, Planning and Land Use

Q33. To the best of your knowledge, does The City of Calgary have a plan for our city's growth?



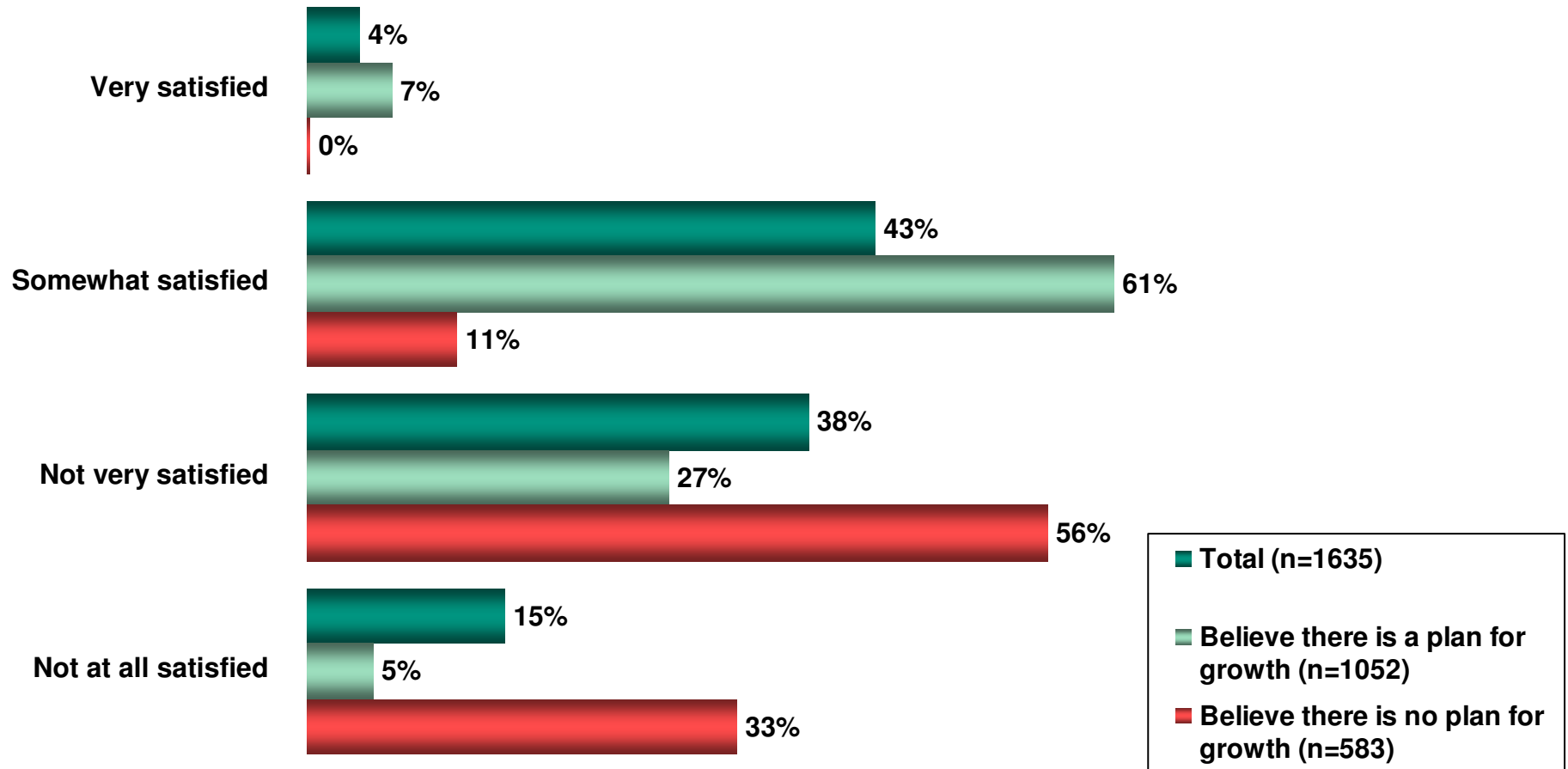
Q34. Overall, how satisfied are you with The City of Calgary's plan for our City's growth? Are you...?





Evaluating The City of Calgary's Plan for Growth Transportation, Planning and Land Use

Q34. Overall, how satisfied are you with The City of Calgary's plan for our city's growth? Are you...?

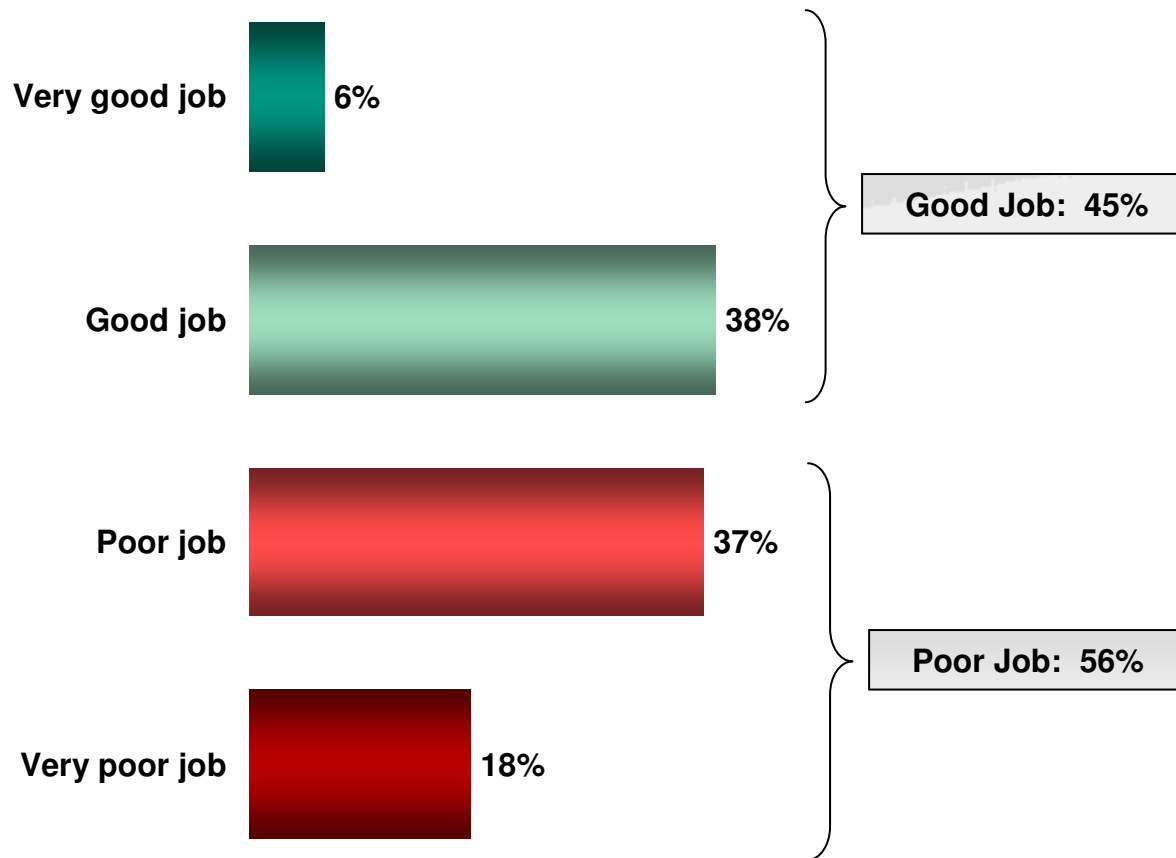




Evaluating the Transit System in Calgary

Transportation, Planning and Land Use

Q35. Thinking about public transit in Calgary, how good of a job has The City of Calgary done in developing a transit system that does or would meet your own personal needs? Would you say that they've done a...?

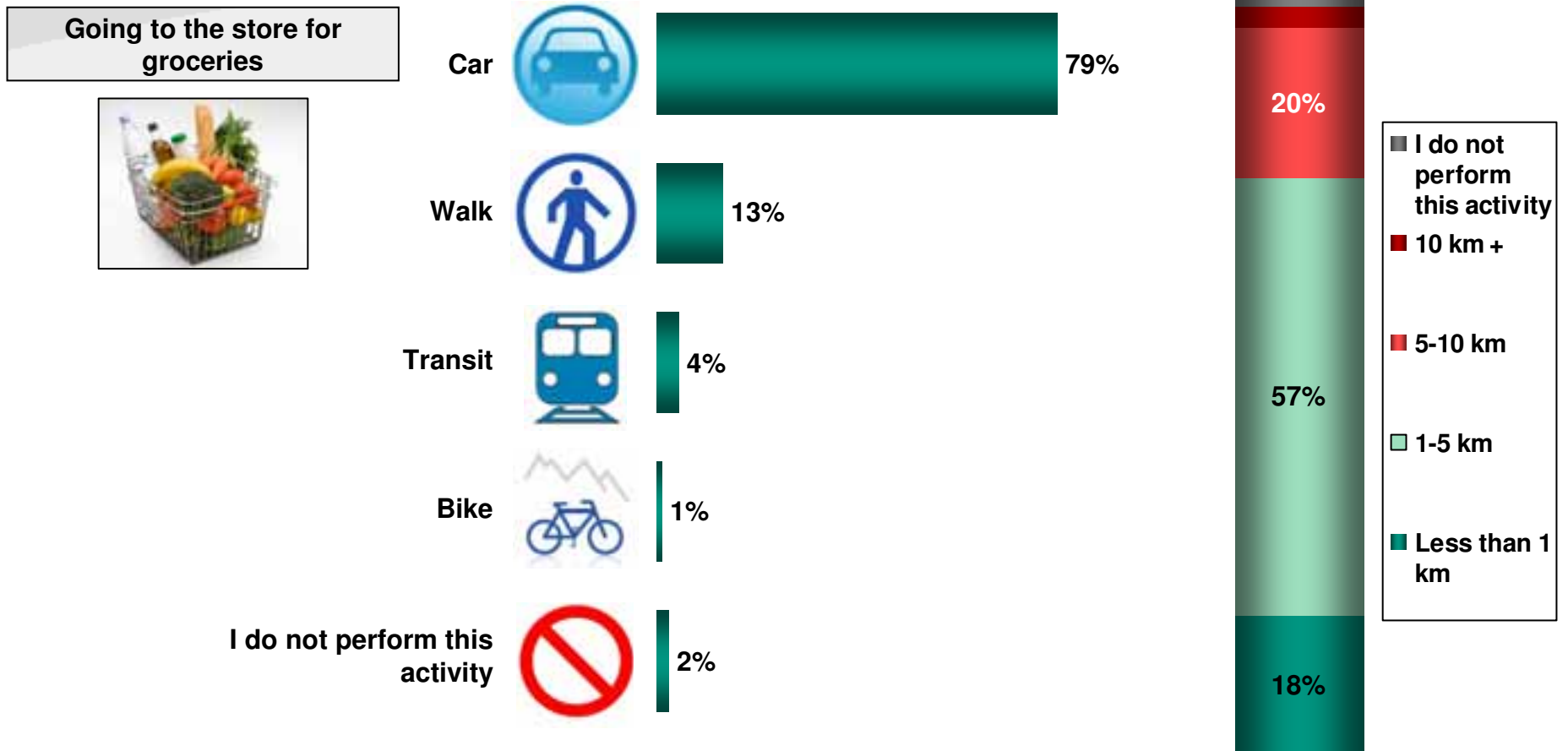




Mode of Transportation and Distance travelled for Activities

Transportation, Planning and Land Use

Q36. For each of the following types of activities that you might do on a regular basis. Please indicate the method of travel you use most often, the reason for using this method of transportation, and the approximate distance you travel to do this from your home.

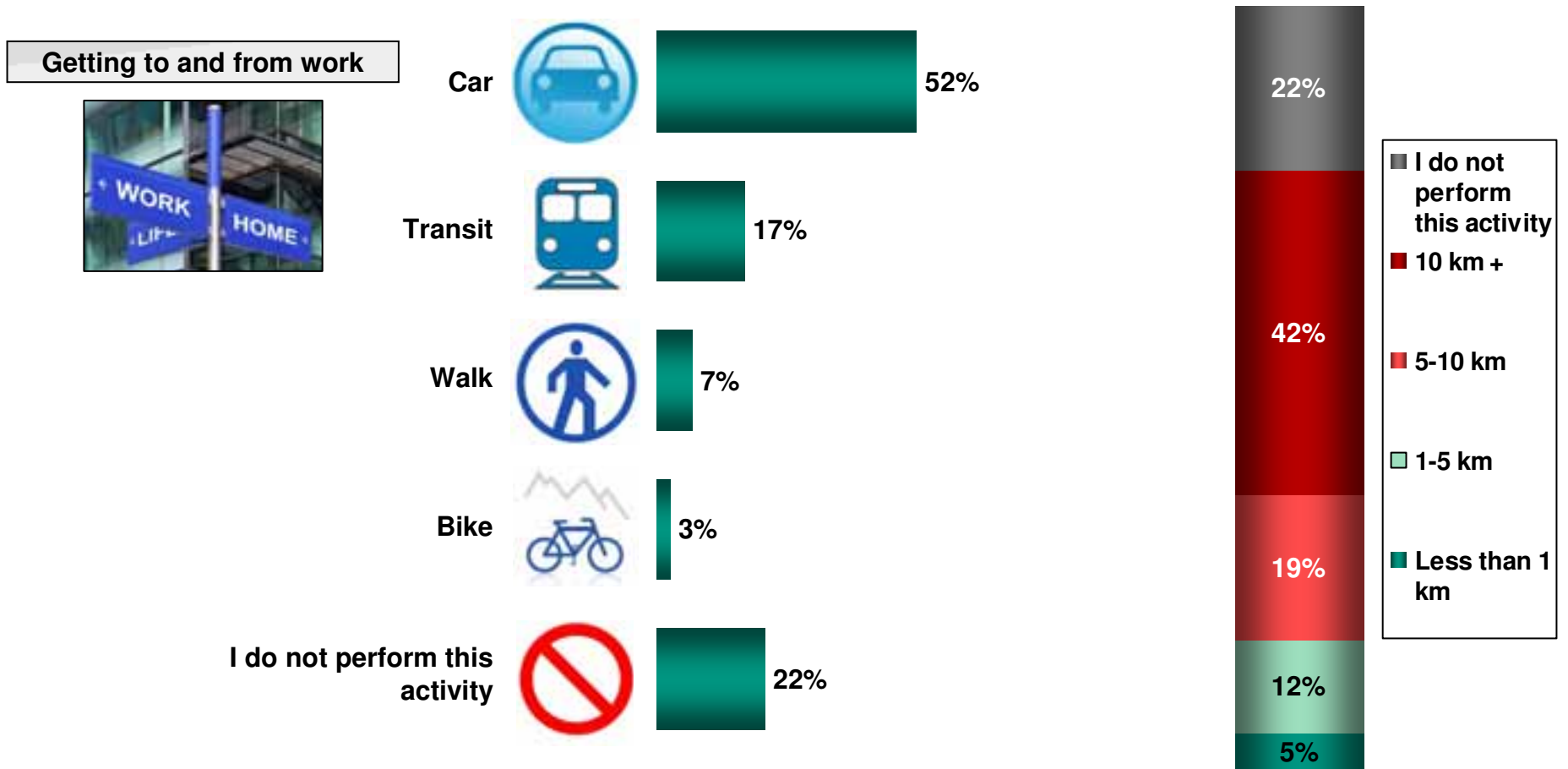




Mode of Transportation and Distance travelled for Activities

Transportation, Planning and Land Use

Q36. For each of the following types of activities that you might do on a regular basis. Please indicate the method of travel you use most often, the reason for using this method of transportation, and the approximate distance you travel to do this from your home.



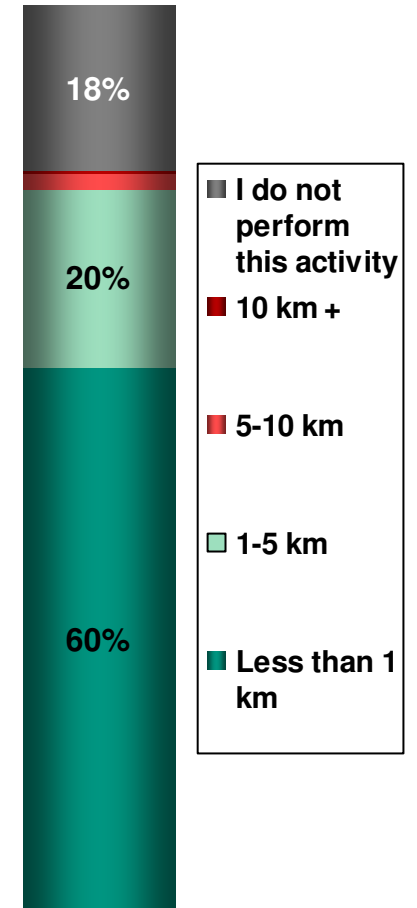
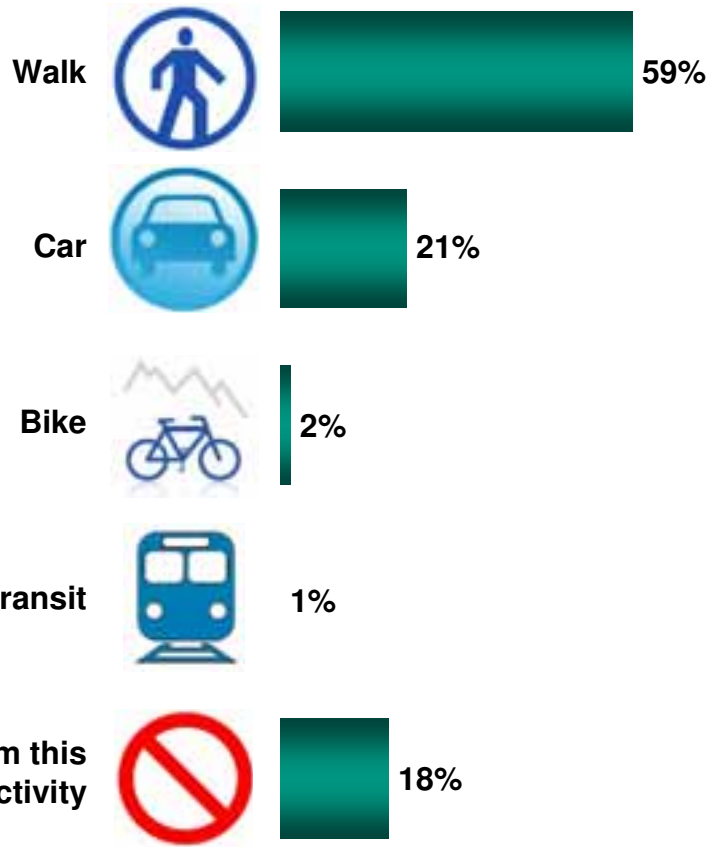


Mode of Transportation and Distance travelled for Activities

Transportation, Planning and Land Use

Q36. For each of the following types of activities that you might do on a regular basis. Please indicate the method of travel you use most often, the reason for using this method of transportation, and the approximate distance you travel to do this from your home.

Going to the corner store for smaller items

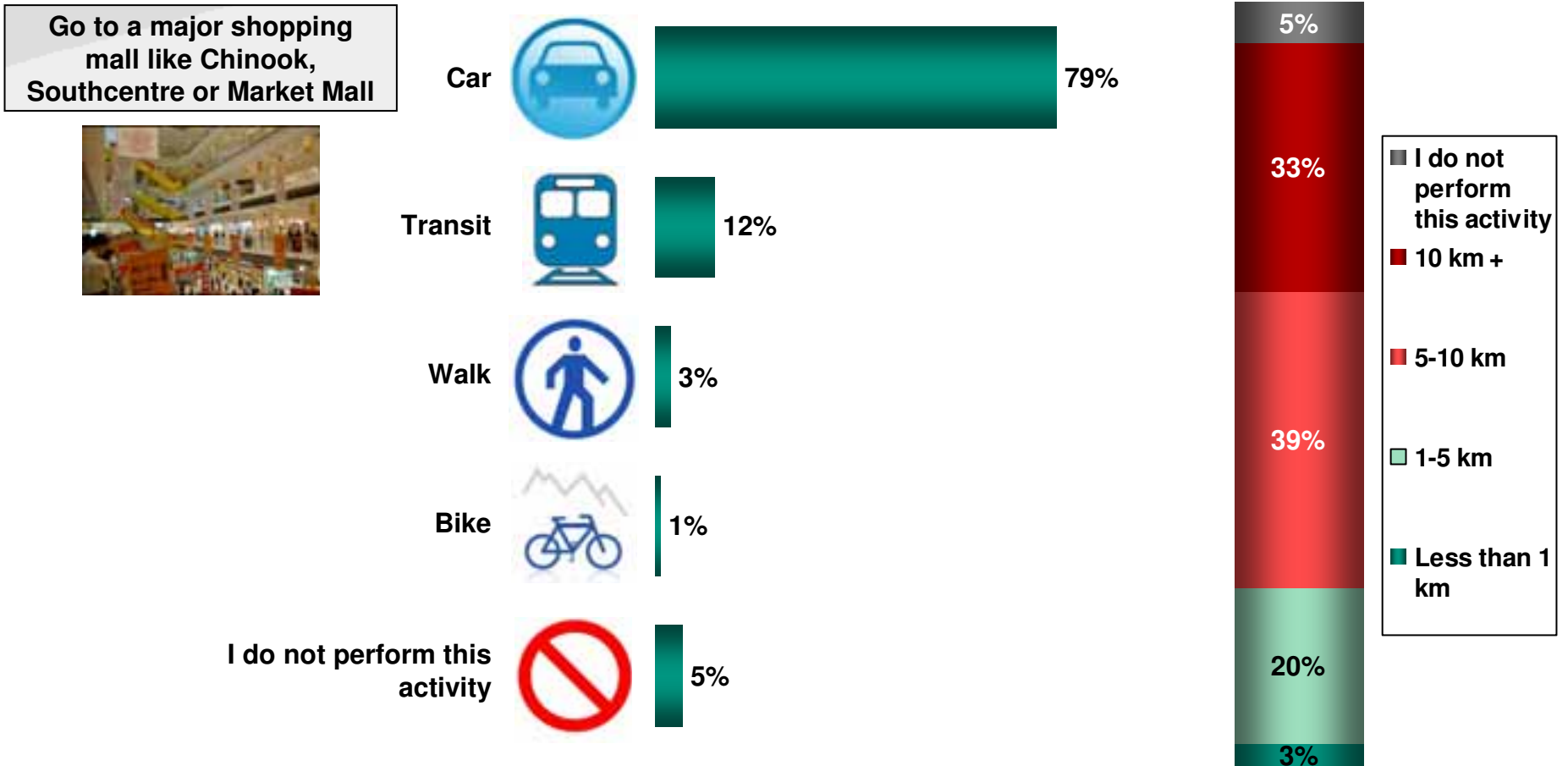




Mode of Transportation and Distance travelled for Activities

Transportation, Planning and Land Use

Q36. For each of the following types of activities that you might do on a regular basis. Please indicate the method of travel you use most often, the reason for using this method of transportation, and the approximate distance you travel to do this from your home.

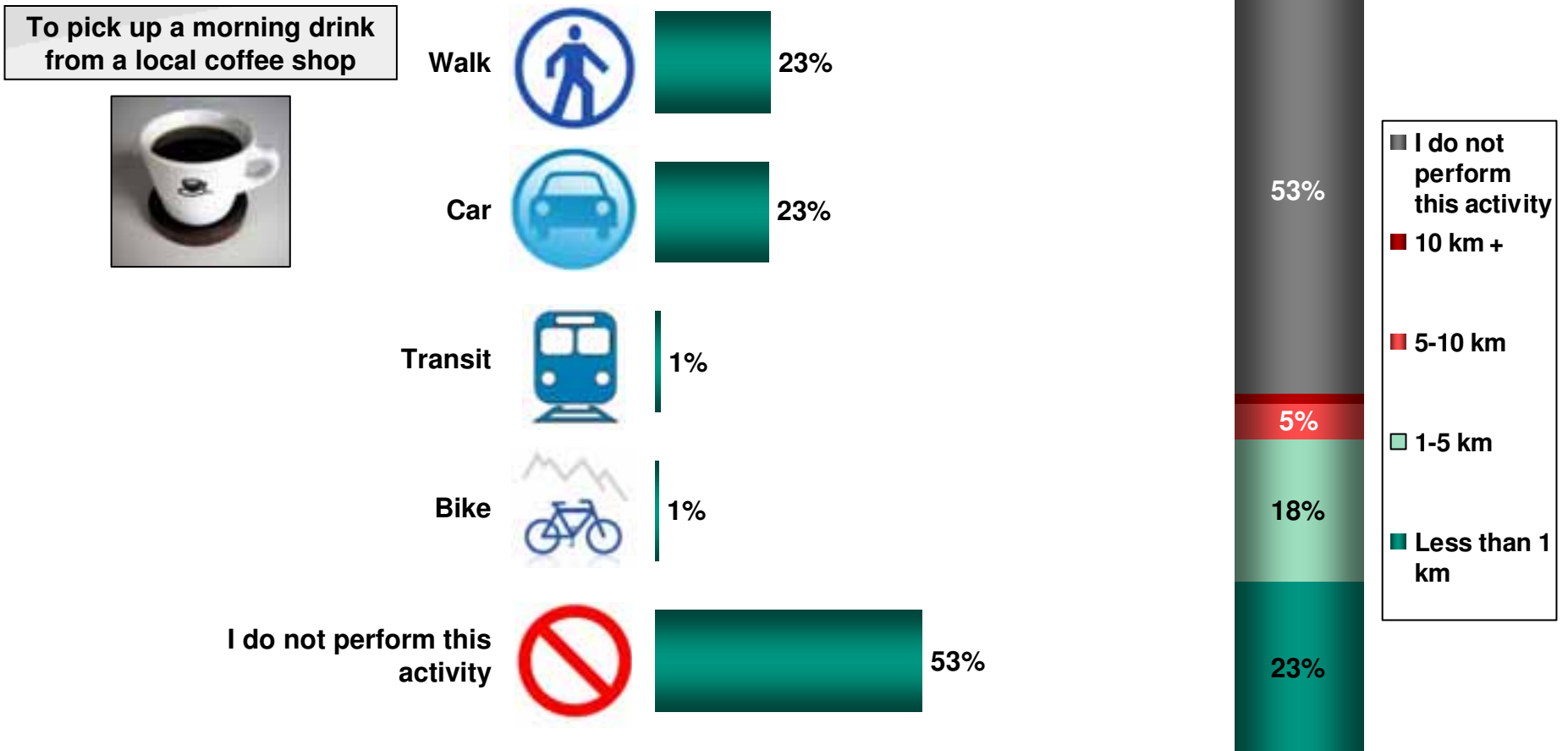




Mode of Transportation and Distance travelled for Activities

Transportation, Planning and Land Use

Q36. For each of the following types of activities that you might do on a regular basis. Please indicate the method of travel you use most often, the reason for using this method of transportation, and the approximate distance you travel to do this from your home.

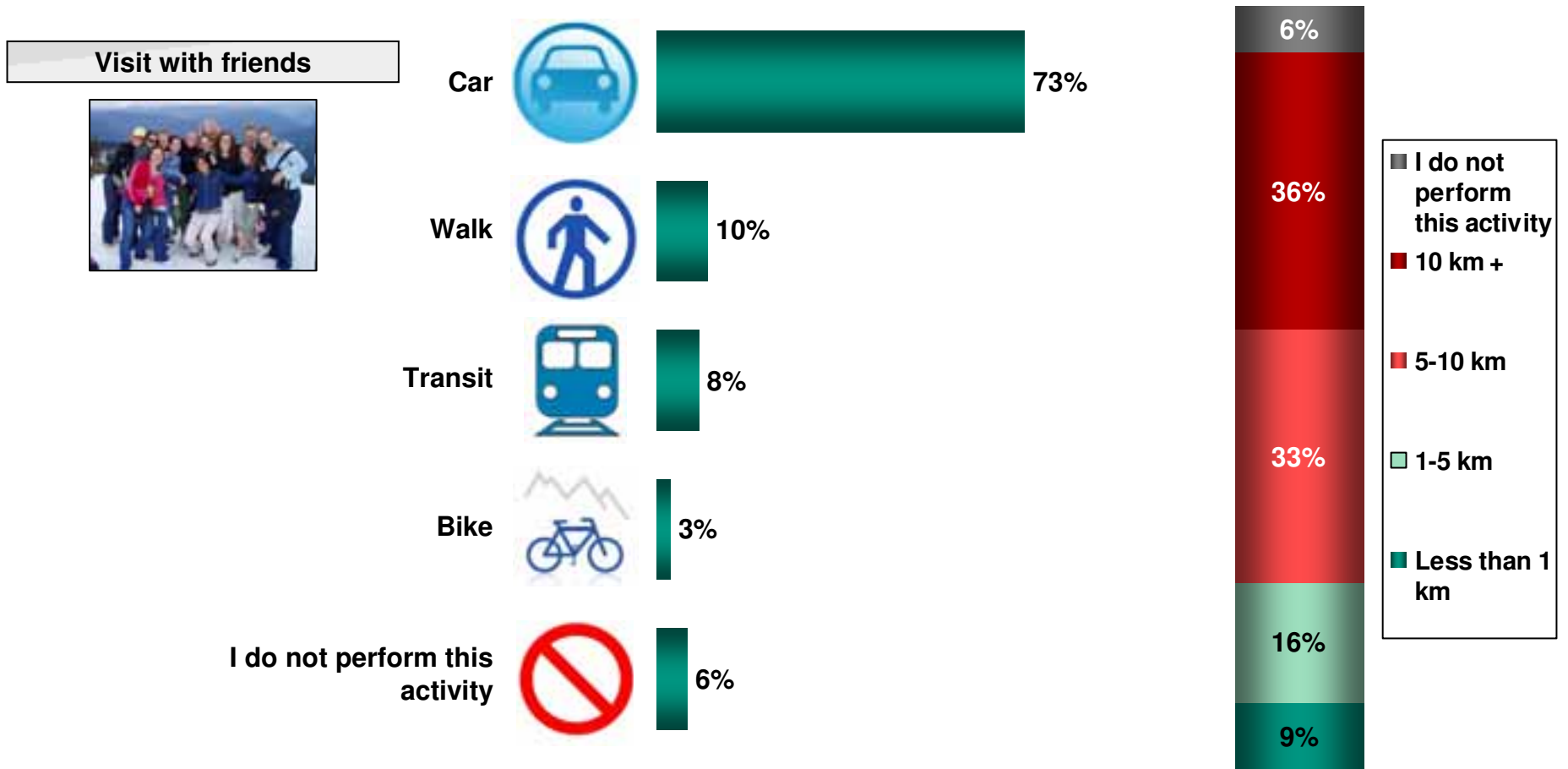




Mode of Transportation and Distance travelled for Activities

Transportation, Planning and Land Use

Q36. For each of the following types of activities that you might do on a regular basis. Please indicate the method of travel you use most often, the reason for using this method of transportation, and the approximate distance you travel to do this from your home.



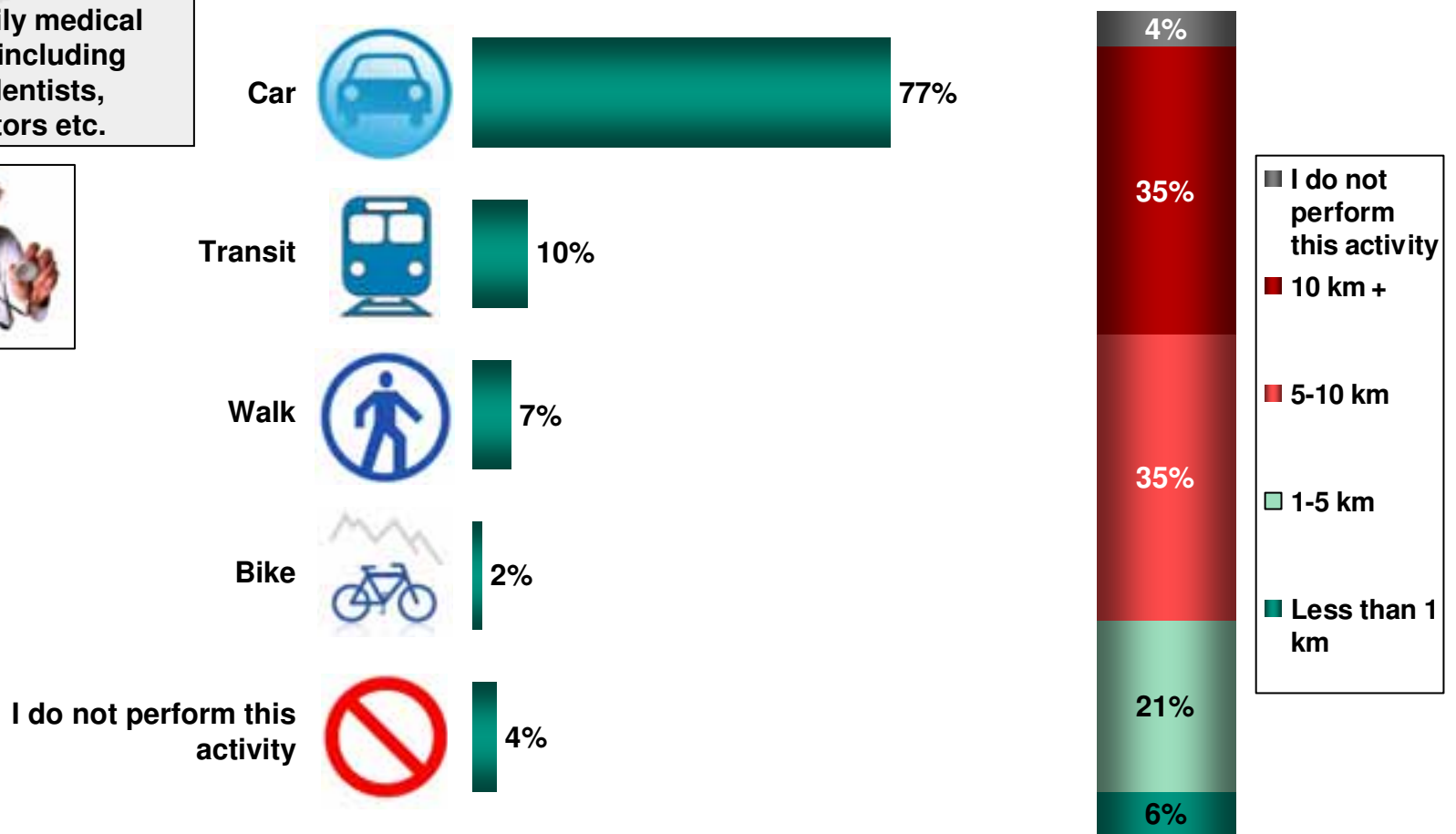


Mode of Transportation and Distance travelled for Activities

Transportation, Planning and Land Use

Q36. For each of the following types of activities that you might do on a regular basis. Please indicate the method of travel you use most often, the reason for using this method of transportation, and the approximate distance you travel to do this from your home.

Visit my family medical specialists including doctors, dentists, chiropractors etc.



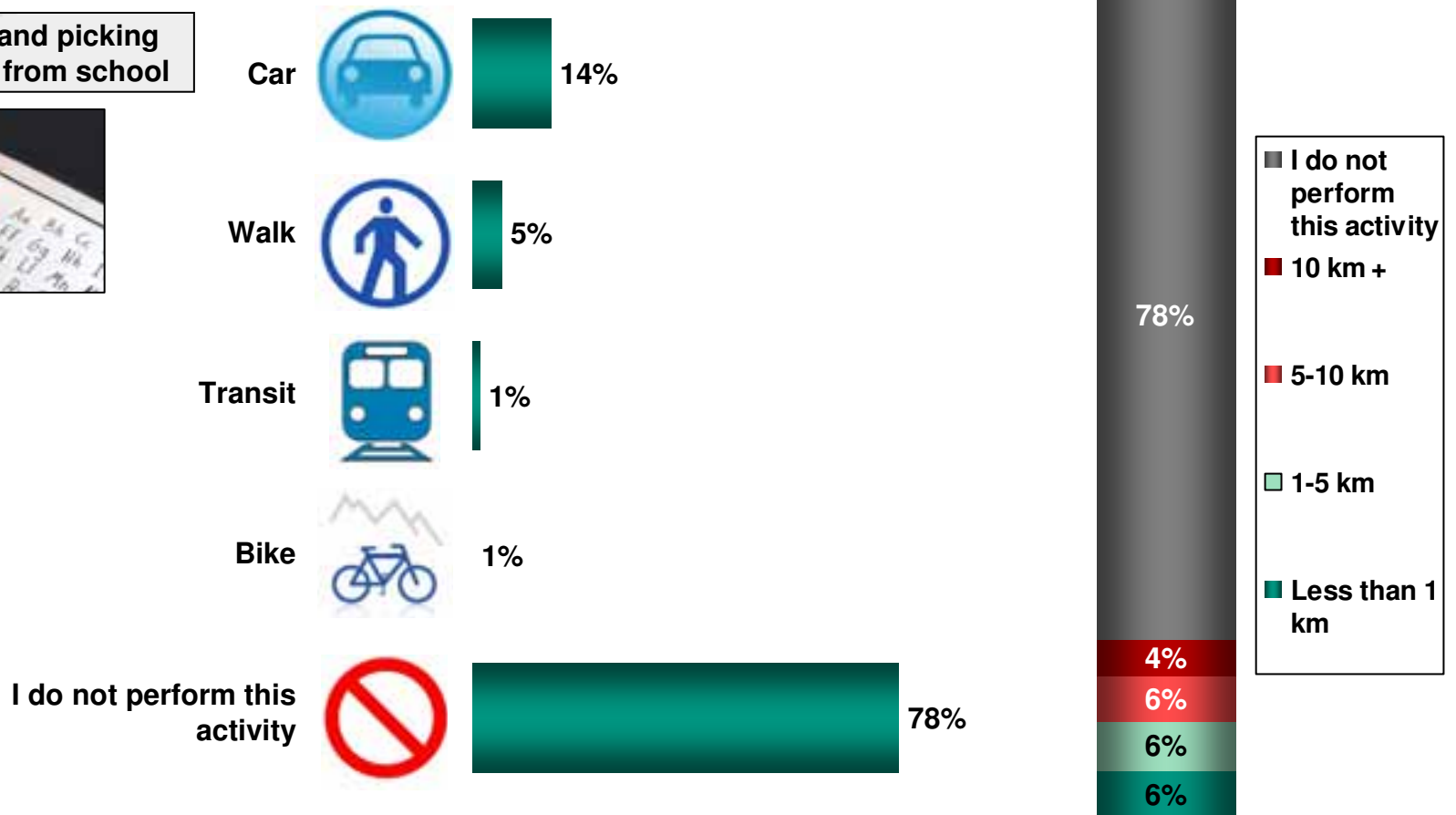


Mode of Transportation and Distance travelled for Activities

Transportation, Planning and Land Use

Q36. For each of the following types of activities that you might do on a regular basis. Please indicate the method of travel you use most often, the reason for using this method of transportation, and the approximate distance you travel to do this from your home.

Dropping off and picking up kids to and from school



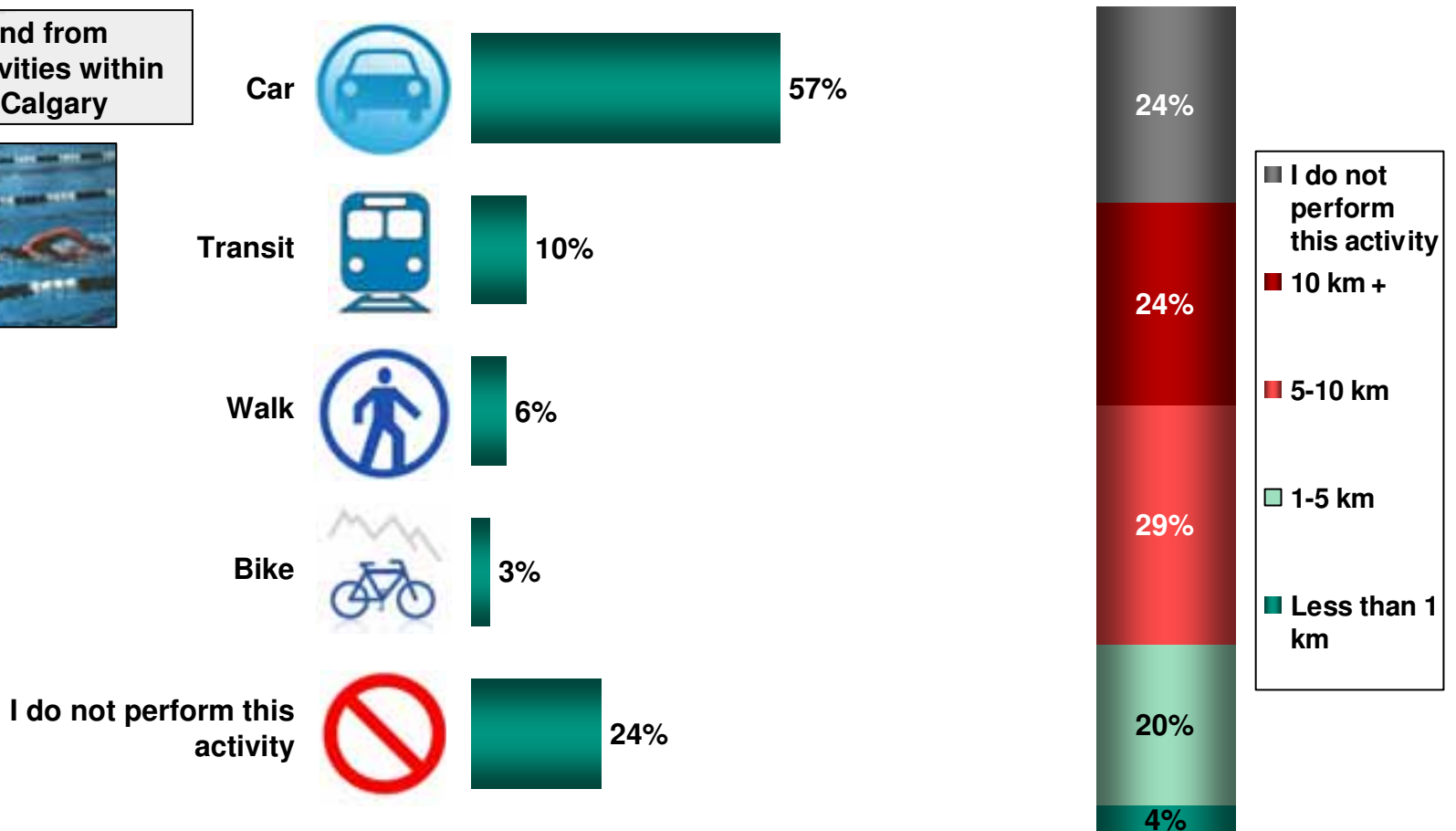


Mode of Transportation and Distance travelled for Activities

Transportation, Planning and Land Use

Q36. For each of the following types of activities that you might do on a regular basis. Please indicate the method of travel you use most often, the reason for using this method of transportation, and the approximate distance you travel to do this from your home.

Going to and from recreation activities within the city of Calgary



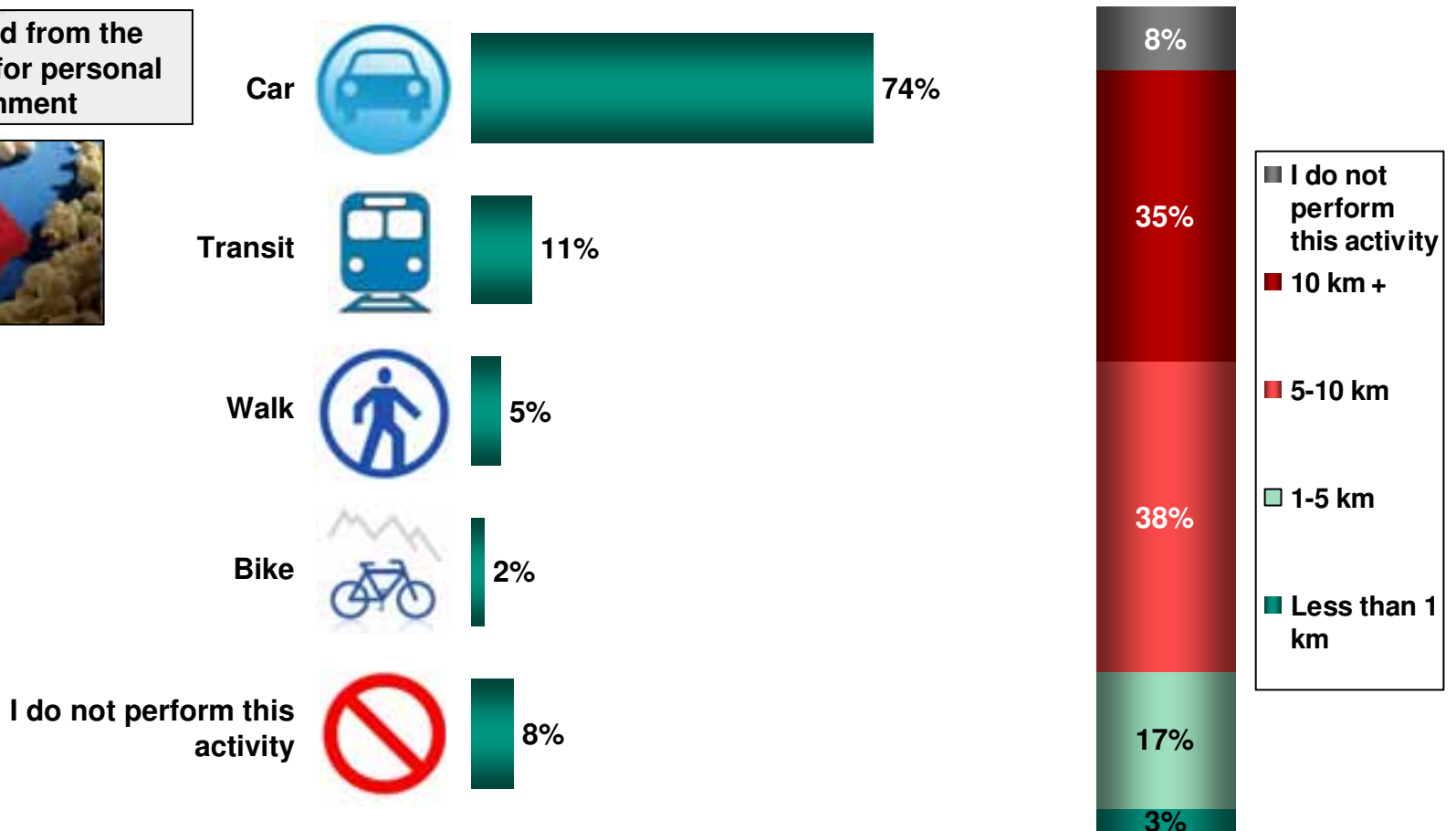


Mode of Transportation and Distance travelled for Activities

Transportation, Planning and Land Use

Q36. For each of the following types of activities that you might do on a regular basis. Please indicate the method of travel you use most often, the reason for using this method of transportation, and the approximate distance you travel to do this from your home.

Getting to and from the activities I do for personal entertainment





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Evaluation of Plan It Key Directions



Support for Plan It Key Direction

Evaluation of Plan It Key Directions

Q38. Do you personally support or oppose this Key Direction proposed by The City of Calgary?

Achieve a balance of growth between established and greenfield communities

•Achieve a balance of future growth between established communities and new greenfield communities, to support enhanced transit services and ensure the delivery of essential municipal infrastructure and services, e.g. utilities, transit, recreation, emergency services, to new-growth areas.

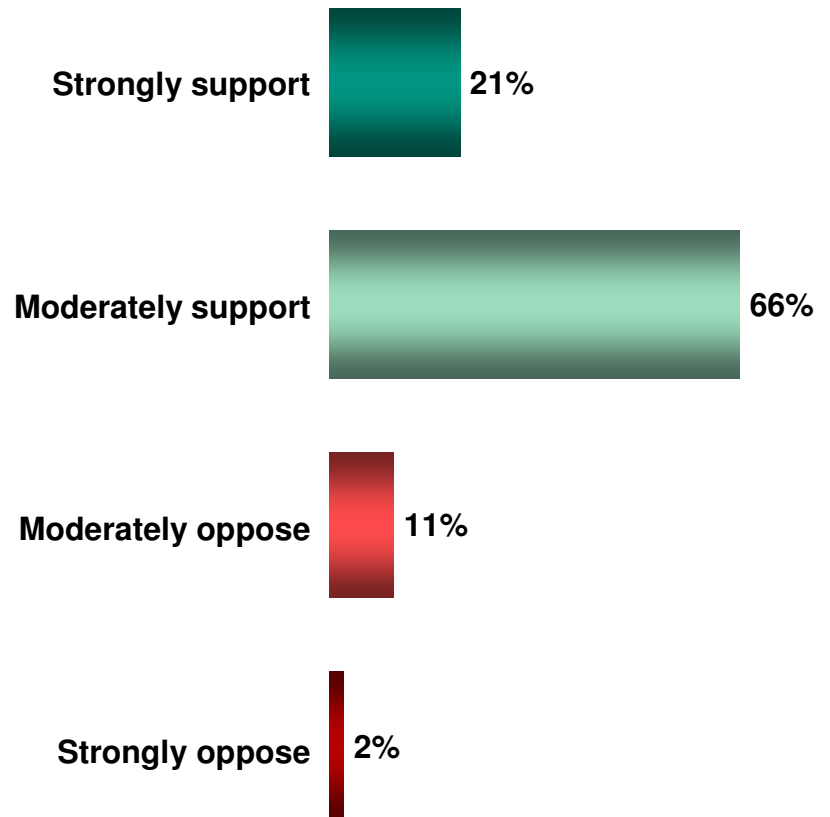
•Over the next 50 – 60 years, aim to locate a significant proportion of the 1.3 million additional Calgarians into current built areas of the city by providing increased housing choice through infilling and redevelopment.

•Ensure intensification occurs in opportune areas of the existing city including vacant, under utilized and already redeveloping sites where existing land use patterns and public infrastructure (transit, roads, utilities, community services, schools) are available with capacities that support intensification.

•Provide greater levels of certainty for communities and the development industry to ensure housing affordability is maintained and redevelopment activity supports positive change in the community through planning policies, implementation processes and investment decisions.

•Achieve a greater diversity of housing choice and local employment/retail opportunities within newly developing areas, in a more compact form that supports better transit use, creates local identity, walkable destinations and protects the natural environment.

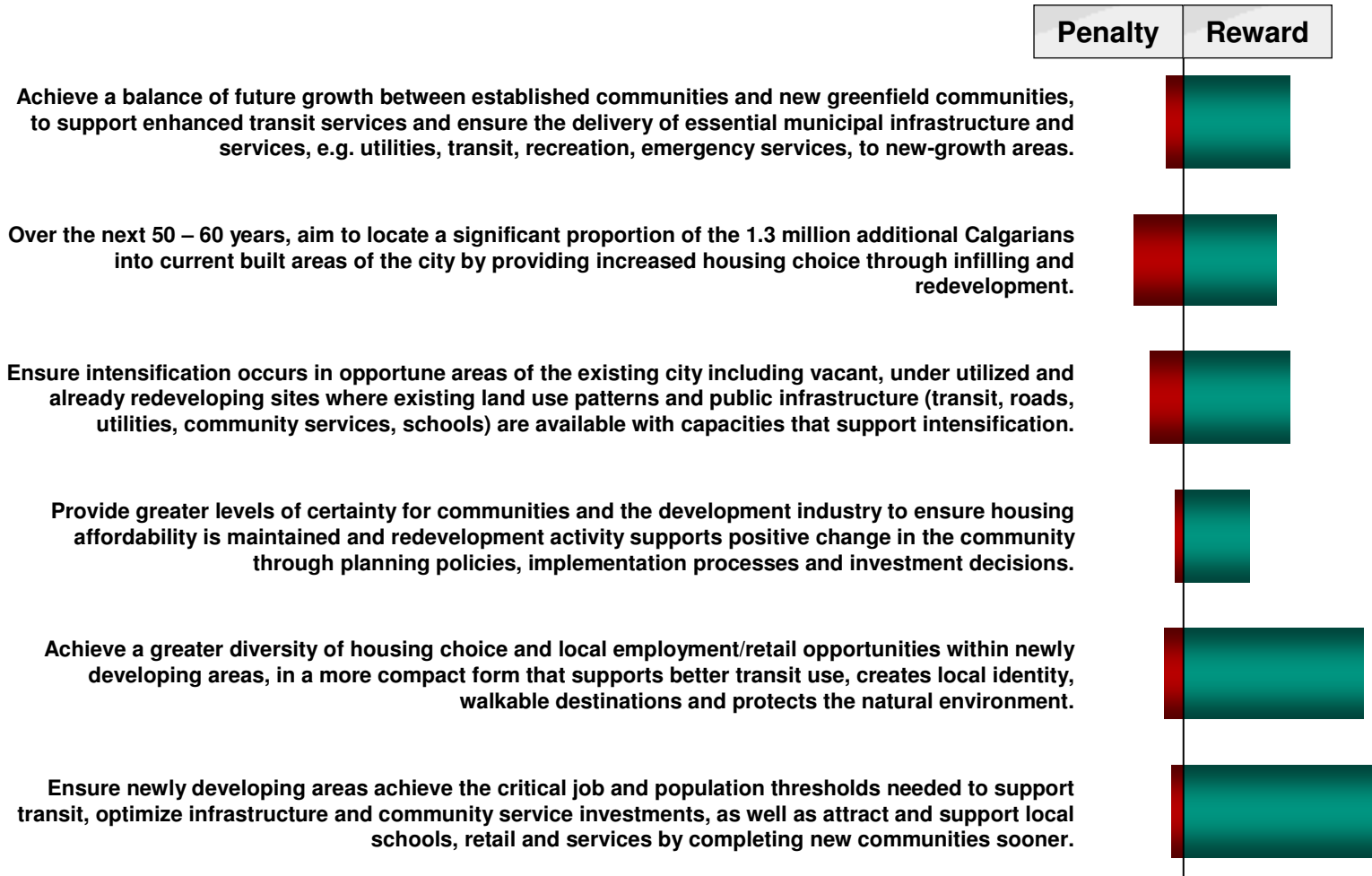
•Ensure newly developing areas achieve the critical job and population thresholds needed to support transit, optimize infrastructure and community service investments, as well as attract and support local schools, retail and services by completing new communities sooner.





Support for Plan It Key Direction Evaluation of Plan It Key Directions

Q38. Do you personally support or oppose this Key Direction proposed by The City of Calgary?





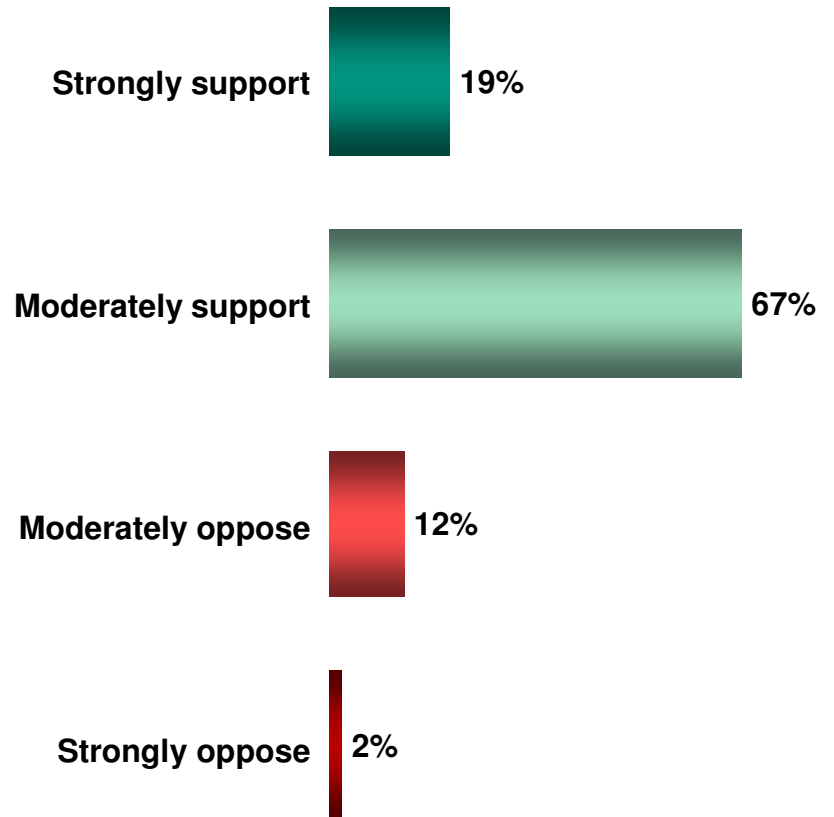
Support for Plan It Key Direction

Evaluation of Plan It Key Directions

Q39. Do you personally support or oppose this Key Direction proposed by The City of Calgary?

Providing more choice within “Complete Communities”

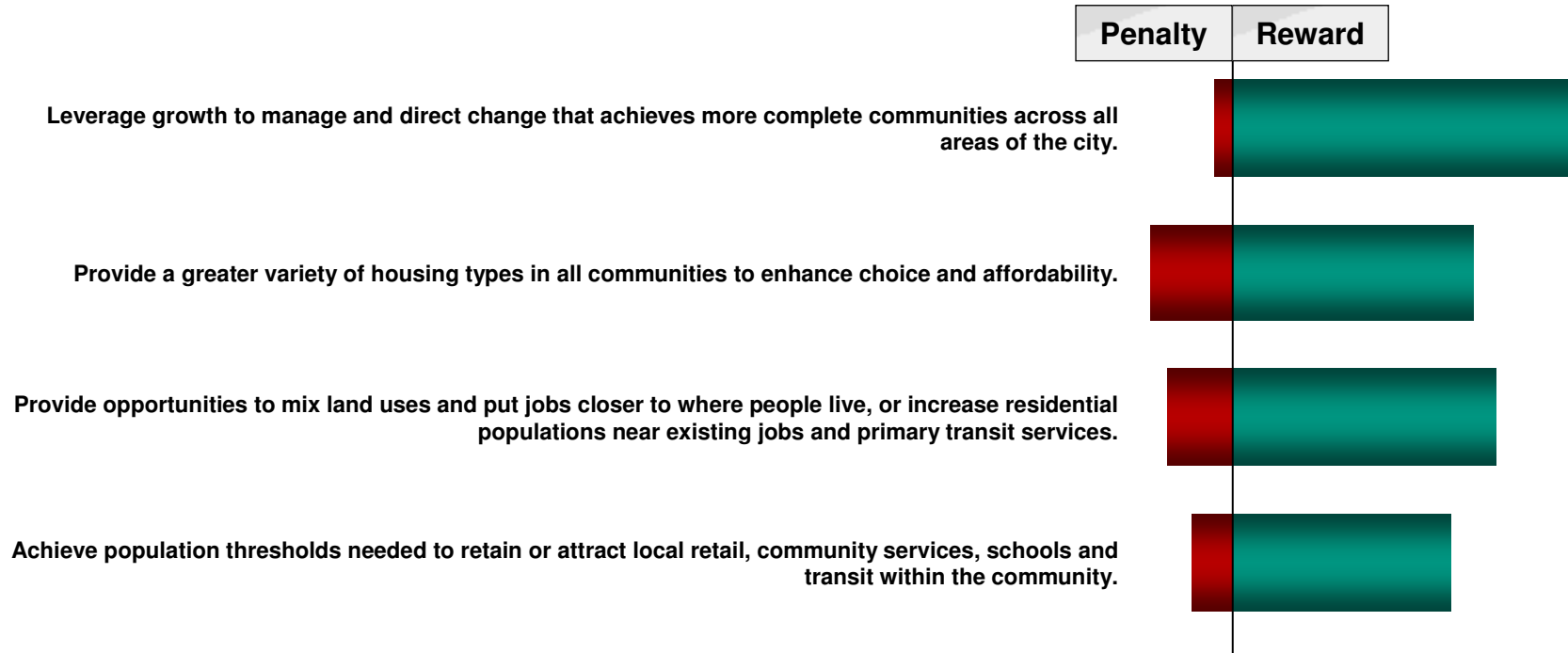
- Leverage growth to manage and direct change that achieves more complete communities across all areas of the city.
- Provide a greater variety of housing types in all communities to enhance choice and affordability.
- Provide opportunities to mix land uses and put jobs closer to where people live, or increase residential populations near existing jobs and primary transit services.
- Achieve population thresholds needed to retain or attract local retail, community services, schools and transit within the community.





Support for Plan It Key Direction Evaluation of Plan It Key Directions

Q39. Do you personally support or oppose this Key Direction proposed by The City of Calgary?





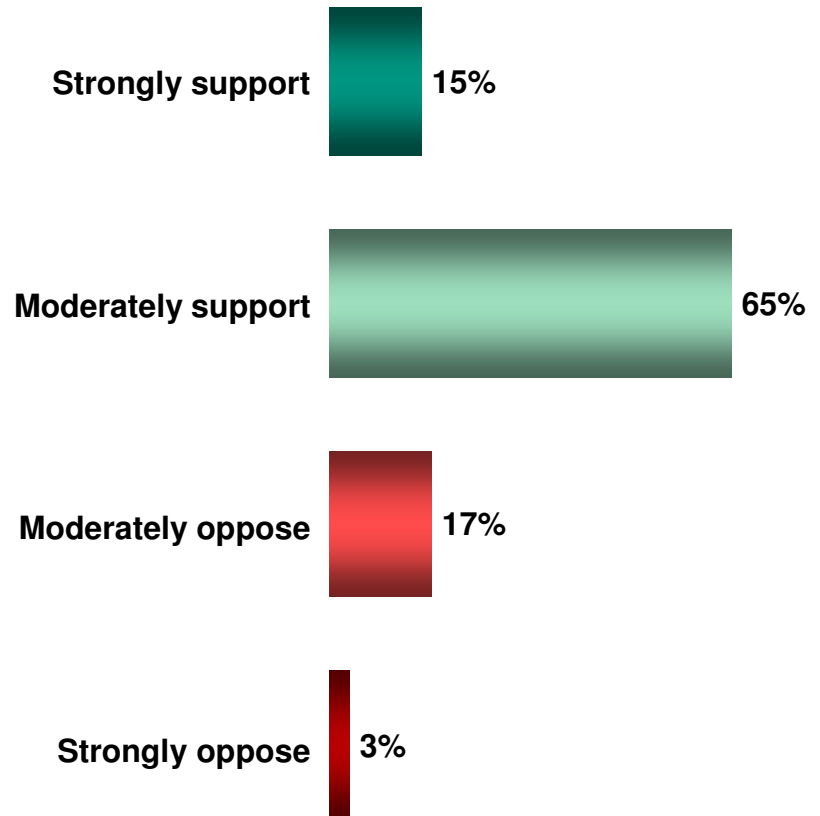
Support for Plan It Key Direction

Evaluation of Plan It Key Directions

Q40. Do you personally support or oppose this Key Direction proposed by The City of Calgary?

Directing land use change within a framework of nodes and corridors.

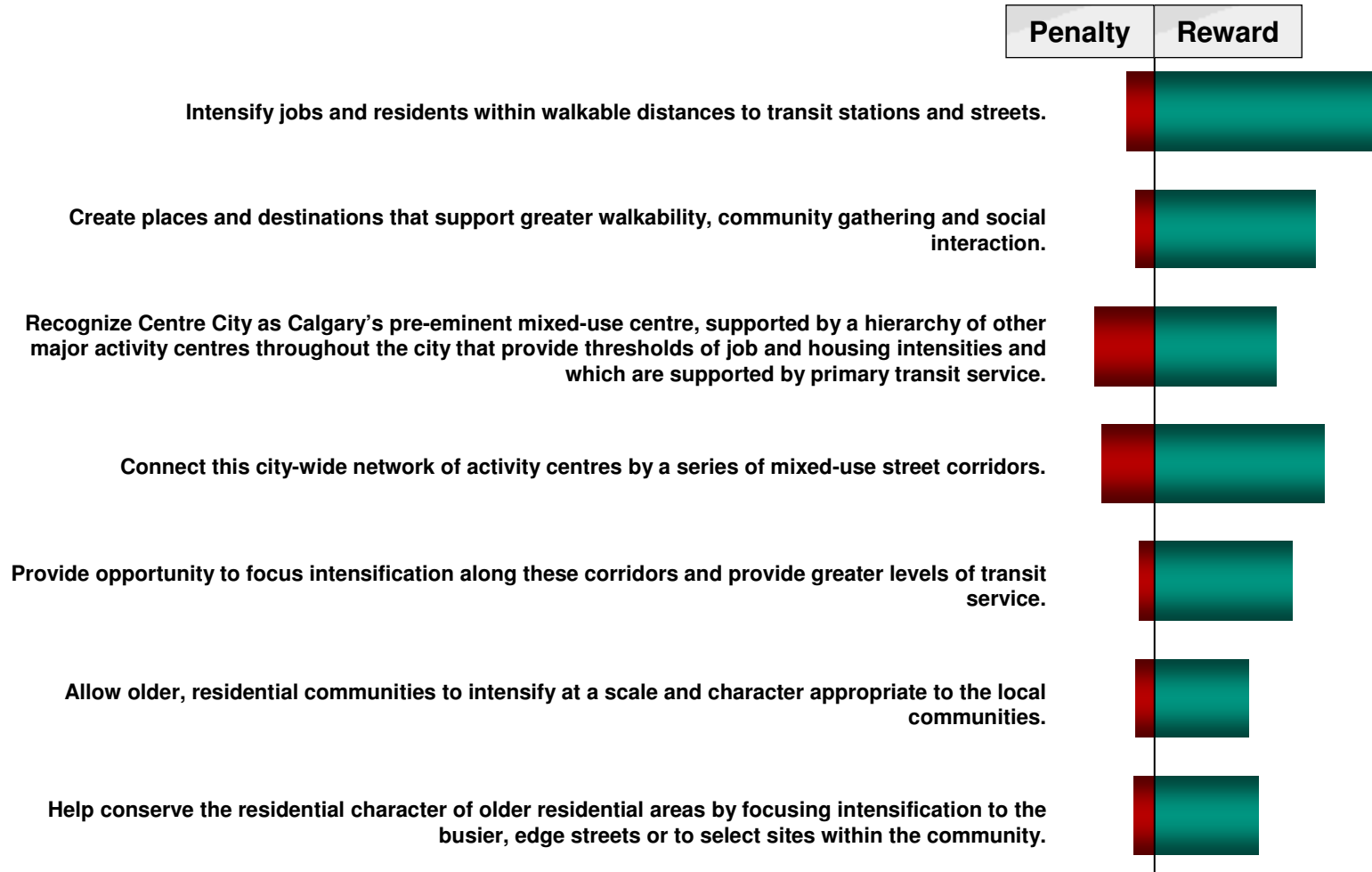
- Intensify jobs and residents within walkable distances to transit stations and streets.
- Create places and destinations that support greater walkability, community gathering and social interaction.
- Recognize Centre City as Calgary's pre-eminent mixed-use centre, supported by a hierarchy of other major activity centres throughout the city that provide thresholds of job and housing intensities and which are supported by primary transit service.
- Connect this city-wide network of activity centres by a series of mixed-use street corridors.
- Provide opportunity to focus intensification along these corridors and provide greater levels of transit service.
- Allow older, residential communities to intensify at a scale and character appropriate to the local communities.
- Help conserve the residential character of older residential areas by focusing intensification to the busier, edge streets or to select sites within the community.





Support for Plan It Key Direction Evaluation of Plan It Key Directions

Q40. Do you personally support or oppose this Key Direction proposed by The City of Calgary?





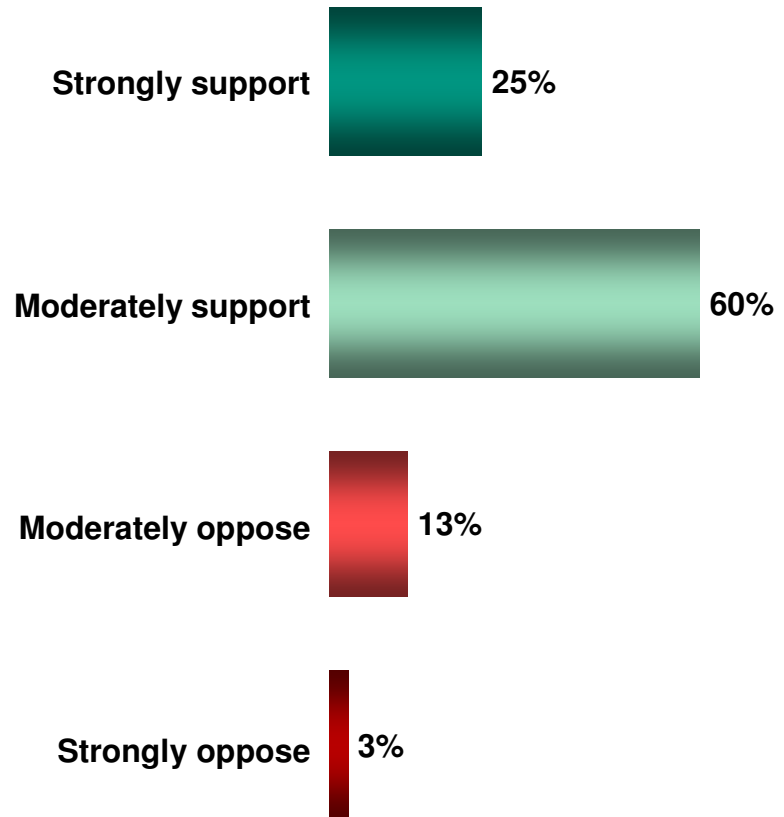
Support for Plan It Key Direction

Evaluation of Plan It Key Directions

Q41. Do you personally support or oppose this Key Direction proposed by The City of Calgary?

Linking land-use decisions to transit.

- Incorporate compact, mixed-use development and pedestrian-friendly design to support quality transit service, which is capable of carrying a high volume of people.
- Create an integrated family of transit services, including a “base” transit network to provide broad coverage and a basic level of service to all areas of the city. A “primary” transit network will offer enhanced service to those intensified mixed use nodes and corridors to enable a greater number of people to live close to transit service and satisfy their daily mobility needs by walking, cycling and using transit.
- Support the enhanced levels of service associated with the primary transit network (10 minutes or less between buses or trains). Activity centres and corridor development should incorporate a minimum of 100 – 150 jobs and people per hectare within 600 metres of primary transit stations and along primary transit corridors.
- Ensure existing and planned LRT stations are identified for development priorities. Identify proposed primary transit corridors as well as select mainline/crosstown routes as longer term priority areas for intensification, given the opportunity to increase levels of transit service levels in concert with the land use changes.





Support for Plan It Key Direction Evaluation of Plan It Key Directions

Q41. Do you personally support or oppose this Key Direction proposed by The City of Calgary?

Penalty	Reward
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Incorporate compact, mixed-use development and pedestrian-friendly design to support quality transit service, which is capable of carrying a high volume of people.



Create an integrated family of transit services, including a “base” transit network to provide broad coverage and a basic level of service to all areas of the city. A “primary” transit network will offer enhanced service to those intensified mixed use nodes and corridors to enable a greater number of people to live close to transit service and satisfy their daily mobility needs by walking, cycling and using transit.



Support the enhanced levels of service associated with the primary transit network (10 minutes or less between buses or trains). Activity centres and corridor development should incorporate a minimum of 100 – 150 jobs and people per hectare within 600 metres of primary transit stations and along primary transit corridors.



Ensure existing and planned LRT stations are identified for development priorities. Identify proposed primary transit corridors as well as select mainline/crosstown routes as longer term priority areas for intensification, given the opportunity to increase levels of transit service levels in concert with the land use changes.





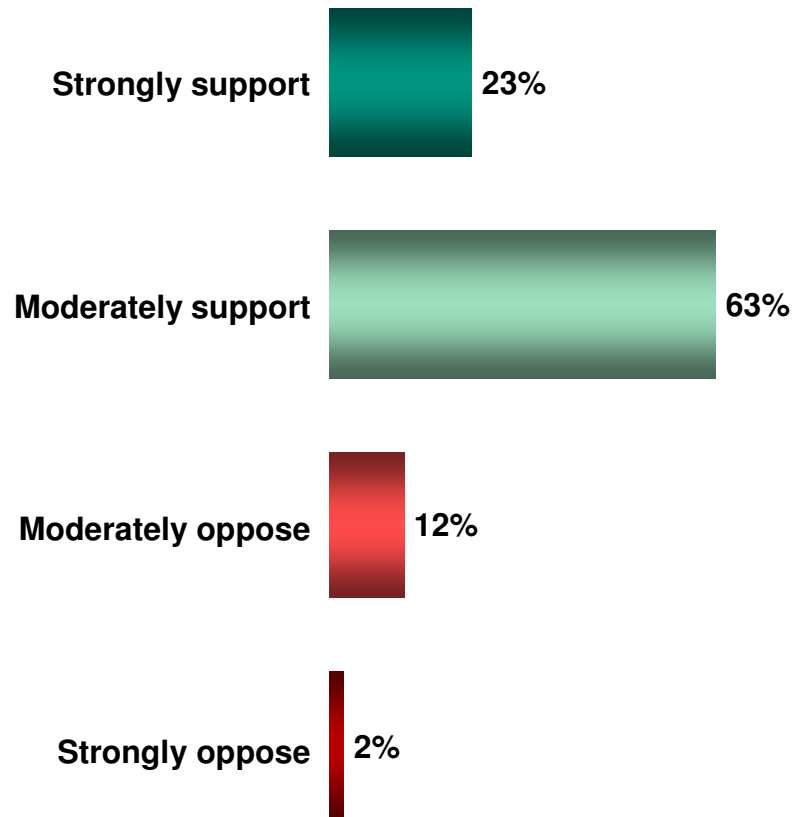
Support for Plan It Key Direction

Evaluation of Plan It Key Directions

Q42. Do you personally support or oppose this Key Direction proposed by The City of Calgary?

Increasing Mobility Choices

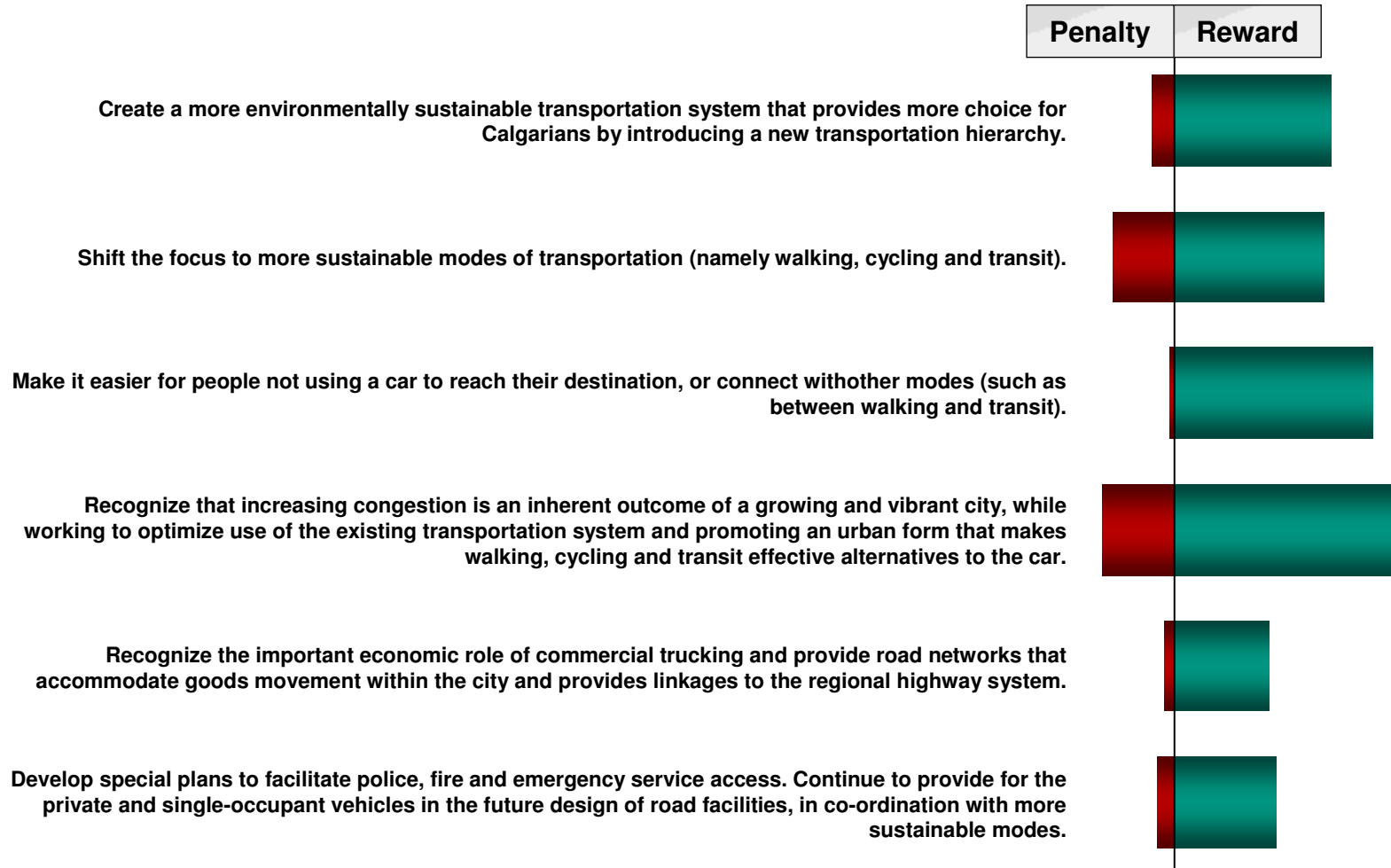
- Create a more environmentally sustainable transportation system that provides more choice for Calgarians by introducing a new transportation hierarchy.
- Shift the focus to more sustainable modes of transportation (namely walking, cycling and transit).
- Make it easier for people not using a car to reach their destination, or connect with other modes (such as between walking and transit).
- Recognize that increasing congestion is an inherent outcome of a growing and vibrant city, while working to optimize use of the existing transportation system and promoting an urban form that makes walking, cycling and transit effective alternatives to the car.
- Recognize the important economic role of commercial trucking and provide road networks that accommodate goods movement within the city and provides linkages to the regional highway system.
- Develop special plans to facilitate police, fire and emergency service access. Continue to provide for the private and single-occupant vehicles in the future design of road facilities, in coordination with more sustainable modes.





Support for Plan It Key Direction Evaluation of Plan It Key Directions

Q42. Do you personally support or oppose this Key Direction proposed by The City of Calgary?





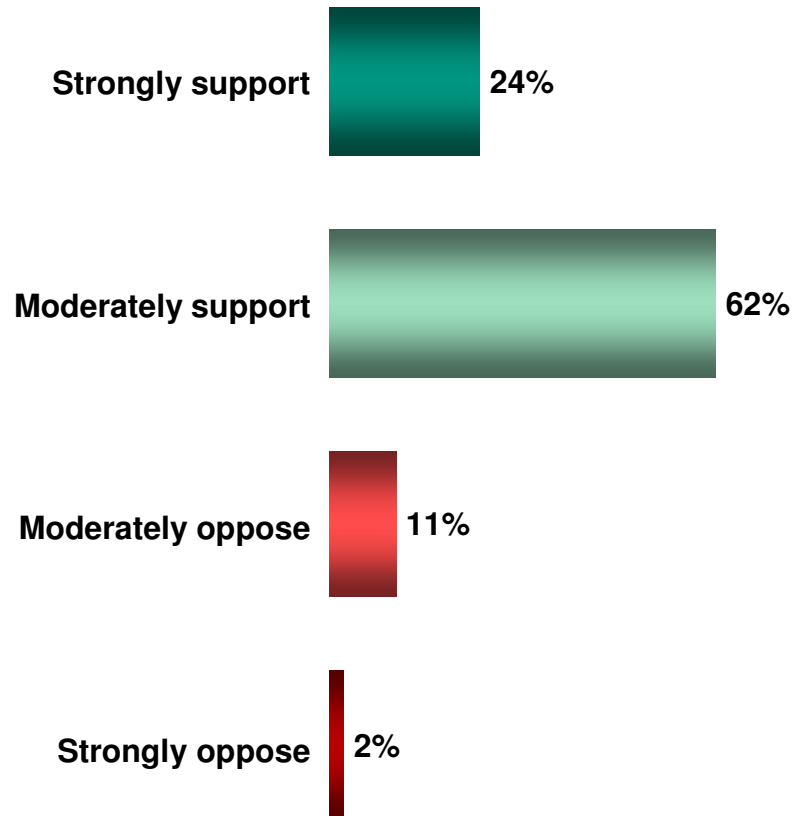
Support for Plan It Key Direction

Evaluation of Plan It Key Directions

Q43. Do you personally support or oppose this Key Direction proposed by The City of Calgary?

Developing a primary transit network

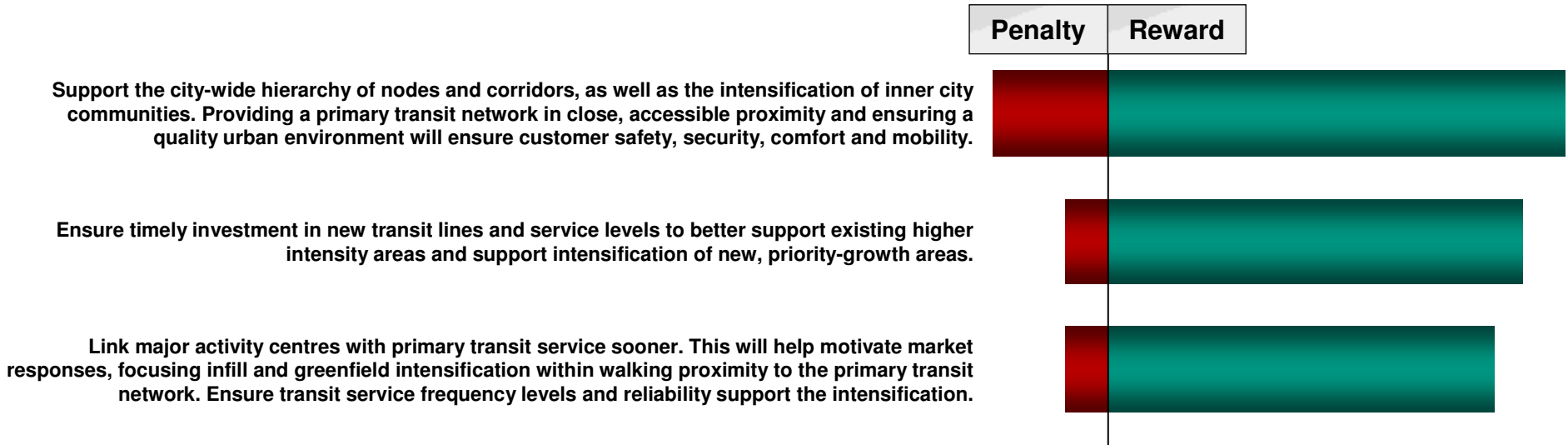
- Support the city-wide hierarchy of nodes and corridors, as well as the intensification of inner city communities. Providing a primary transit network in close, accessible proximity and ensuring a quality urban environment will ensure customer safety, security, comfort and mobility.
- Ensure timely investment in new transit lines and service levels to better support existing higher intensity areas and support intensification of new, priority-growth areas.
- Link major activity centres with primary transit service sooner. This will help motivate market responses, focusing infill and greenfield intensification within walking proximity to the primary transit network. Ensure transit service frequency levels and reliability support the





Support for Plan It Key Direction Evaluation of Plan It Key Directions

Q43. Do you personally support or oppose this Key Direction proposed by The City of Calgary?





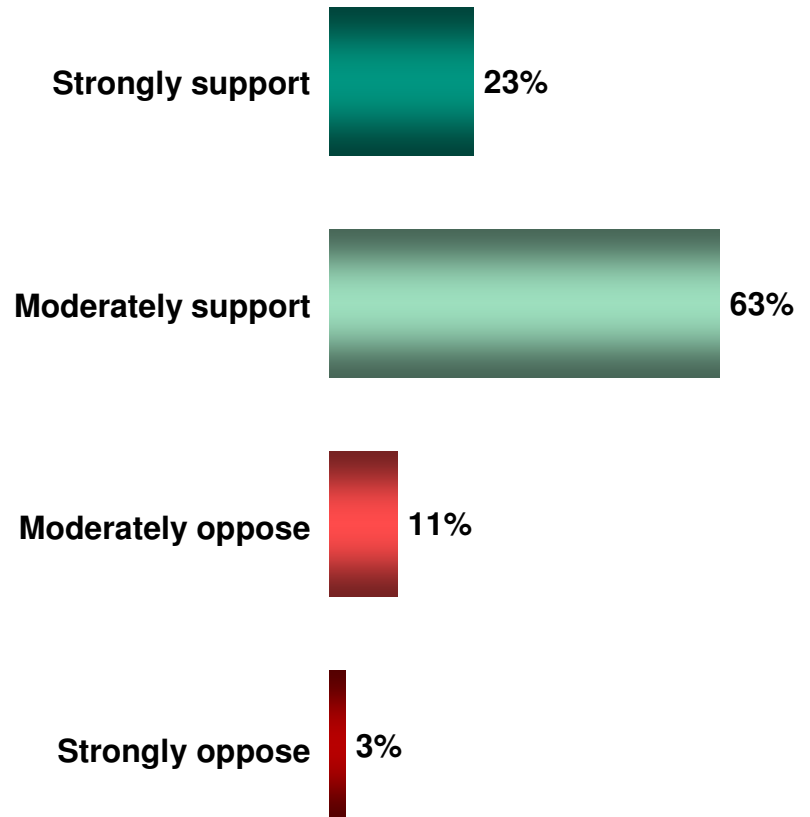
Support for Plan It Key Direction

Evaluation of Plan It Key Directions

Q44. Do you personally support or oppose this Key Direction proposed by The City of Calgary?

Creating more multi-modal roads

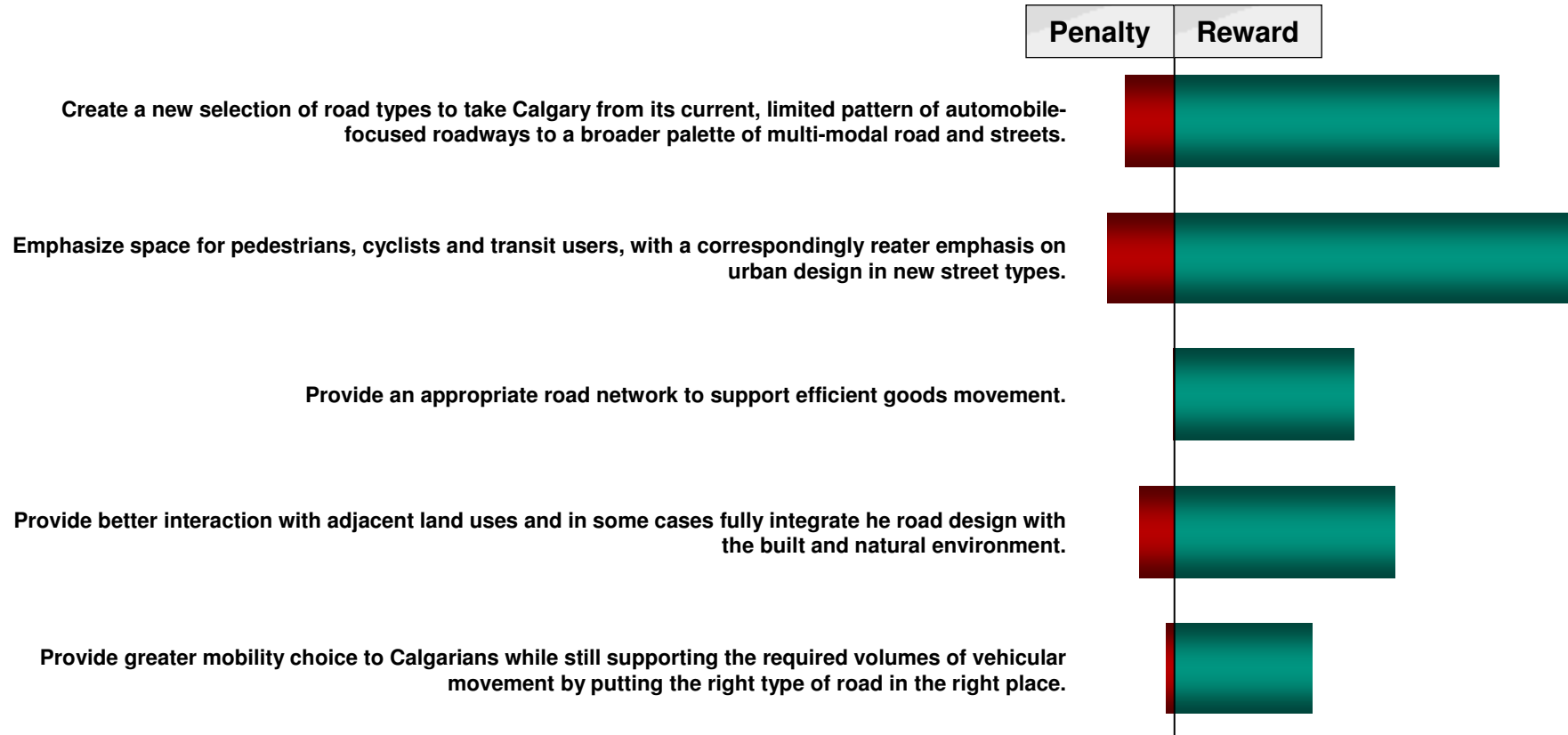
- Create a new selection of road types to take Calgary from its current, limited pattern of automobile-focused roadways to a broader palette of multi-modal road and streets.
- Emphasize space for pedestrians, cyclists and transit users, with a correspondingly greater emphasis on urban design in new street types.
- Provide an appropriate road network to support efficient goods movement.
- Provide better interaction with adjacent land uses and in some cases fully integrate the road design with the built and natural environment.
- Provide greater mobility choice to Calgarians while still supporting the required volumes of vehicular movement by putting the right type of road in the right place.





Support for Plan It Key Direction Evaluation of Plan It Key Directions

Q44. Do you personally support or oppose this Key Direction proposed by The City of Calgary?





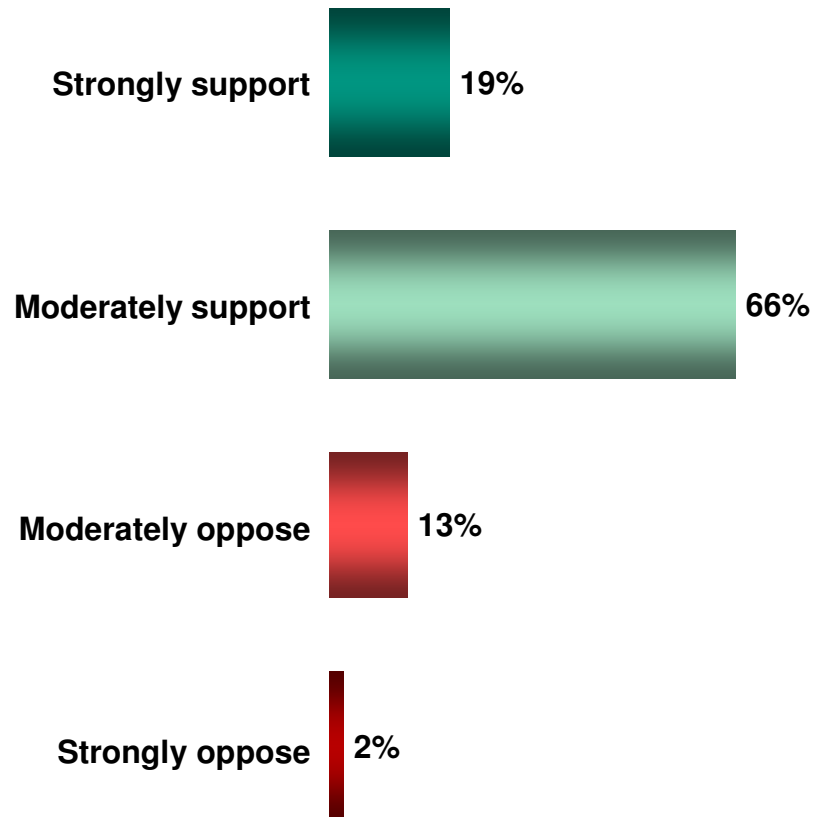
Support for Plan It Key Direction

Evaluation of Plan It Key Directions

Q45. Do you personally support or oppose this Key Direction proposed by The City of Calgary?

Optimize existing infrastructure

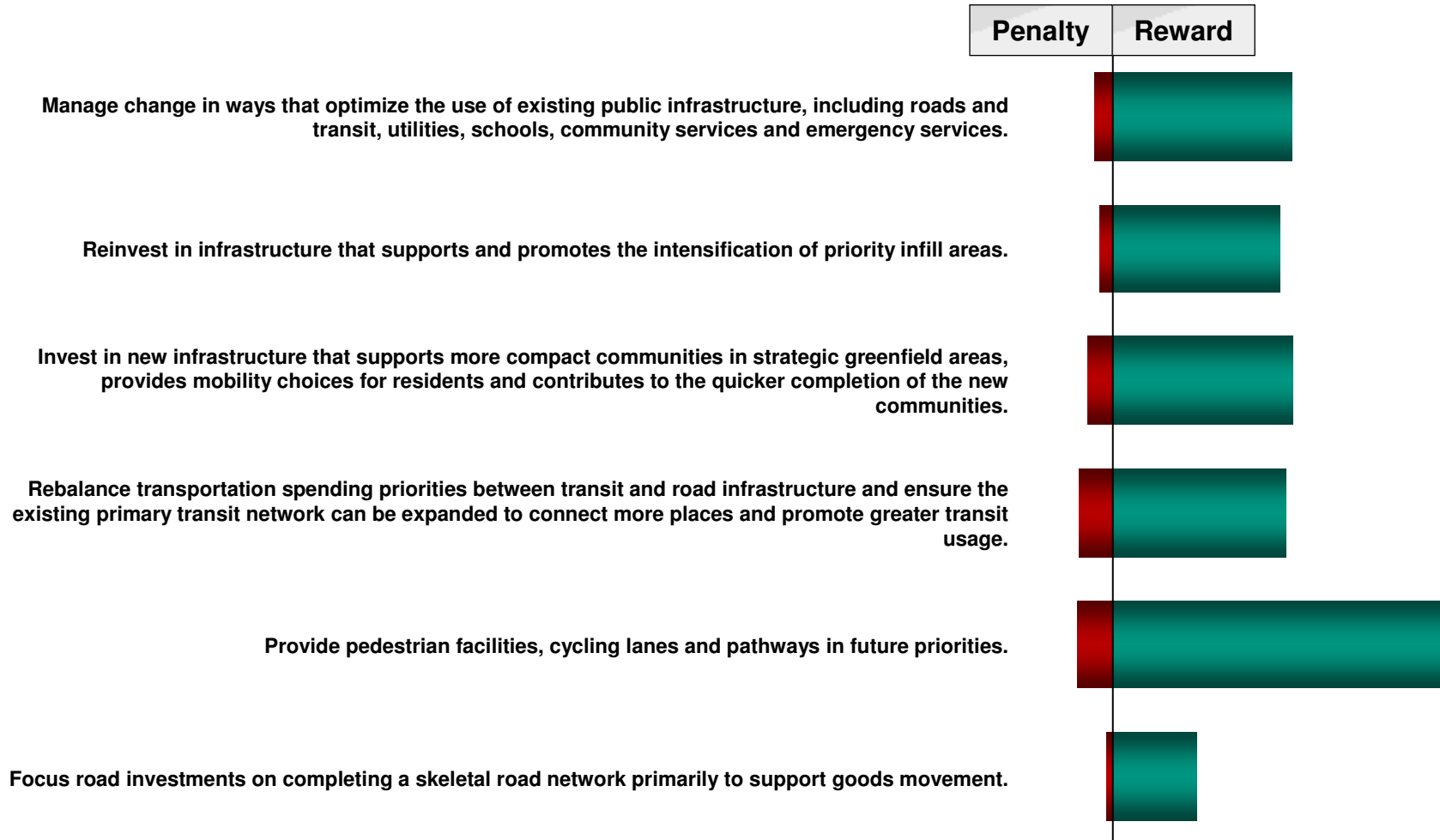
- Manage change in ways that optimize the use of existing public infrastructure, including roads and transit, utilities, schools, community services and emergency services.
- Reinvest in infrastructure that supports and promotes the intensification of priority infill areas.
- Invest in new infrastructure that supports more compact communities in strategic greenfield areas, provides mobility choices for residents and contributes to the quicker completion of the new communities.
- Rebalance transportation spending priorities between transit and road infrastructure and ensure the existing primary transit network can be expanded to connect more places and promote greater transit usage.
- Provide pedestrian facilities, cycling lanes and pathways in future priorities.
- Focus road investments on completing a skeletal road network primarily to support goods movement.





Support for Plan It Key Direction Evaluation of Plan It Key Directions

Q45. Do you personally support or oppose this Key Direction proposed by The City of Calgary?



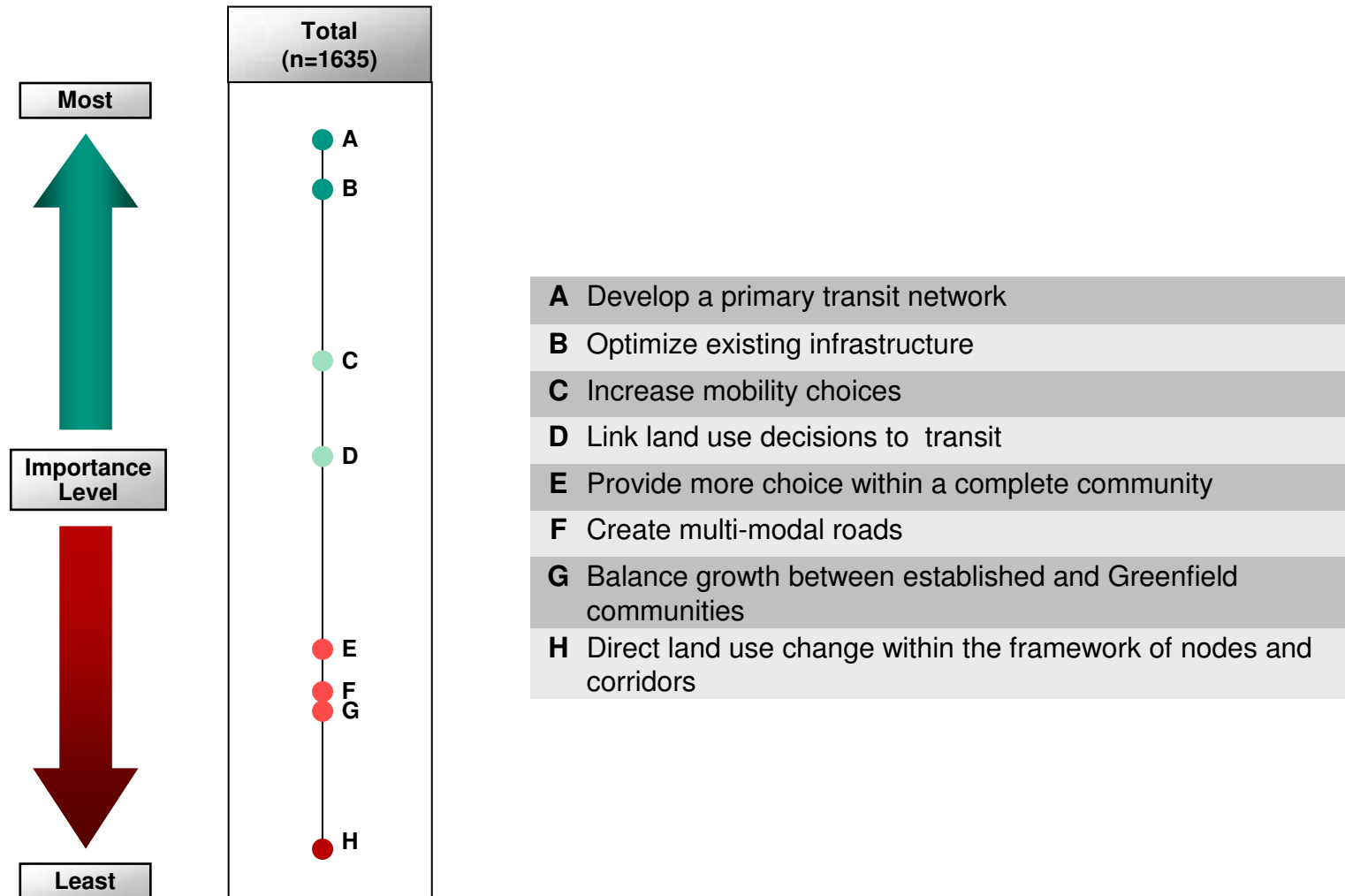
Base: Those able to use the “clickable phrase” technology (n=1484)



Prioritizing Municipal Options

Perceptions and Awareness around Environmental Issues

Q46. For each grouping, we would like you to select the one Key Direction that you feel is most important and the one Key Direction that you feel is least important.





Calgarians Ideal Community Perceptions and Awareness around Environmental Issues

47. As you can likely appreciate, there are a variety of different components that feed into building a sustainable community. We'd like you to click and drag each image into one of the categories below that best describes where you would personally support The City building/incorporating this component.



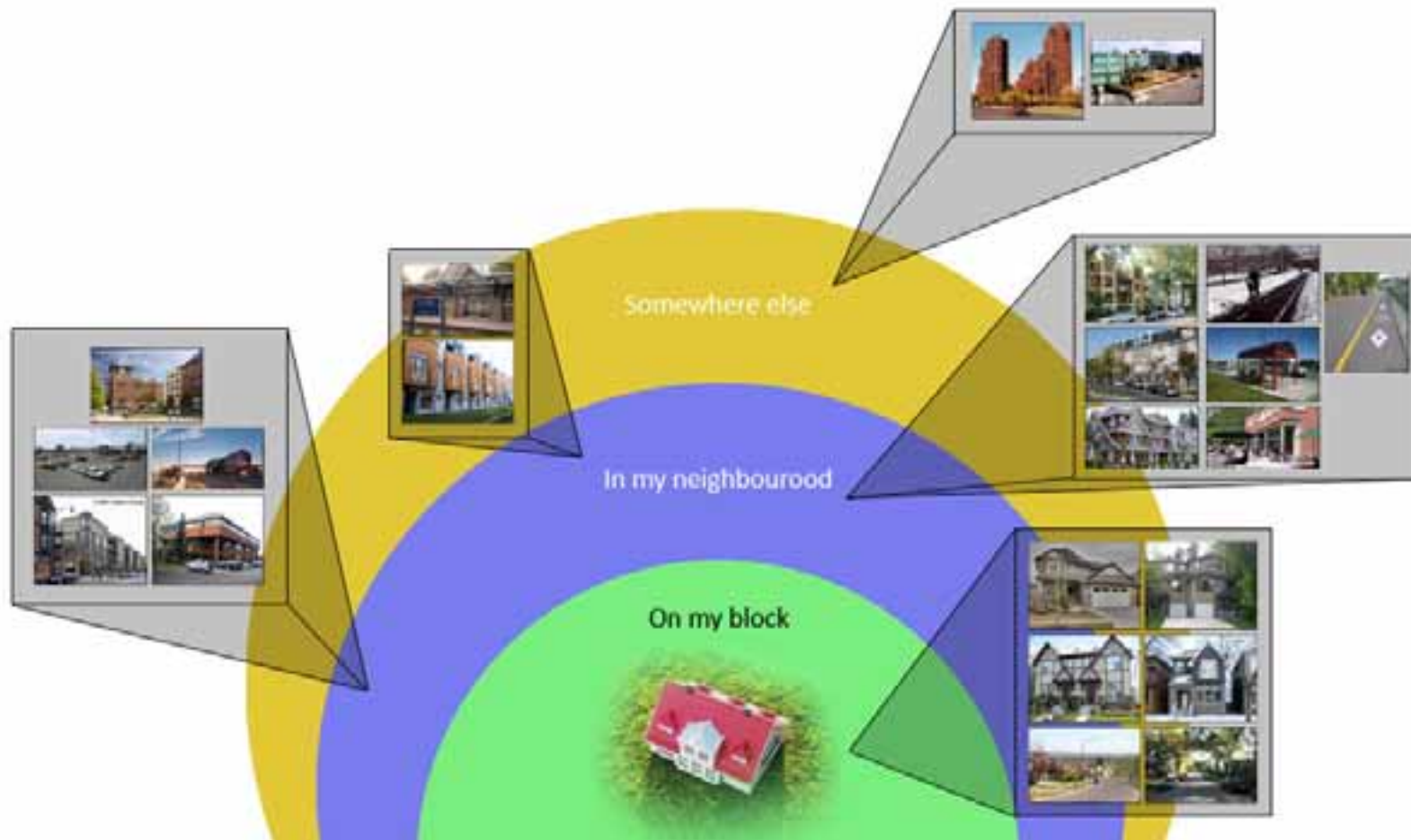
Base: All Respondents (n=1635)



Calgarians Ideal Community Perceptions and Awareness around Environmental Issues

47. As you can likely appreciate, there are a variety of different components that feed into building a sustainable community. We'd like you to click and drag each image into one of the categories below that best describes where you would personally support The City building/incorporating this component.

Established Community



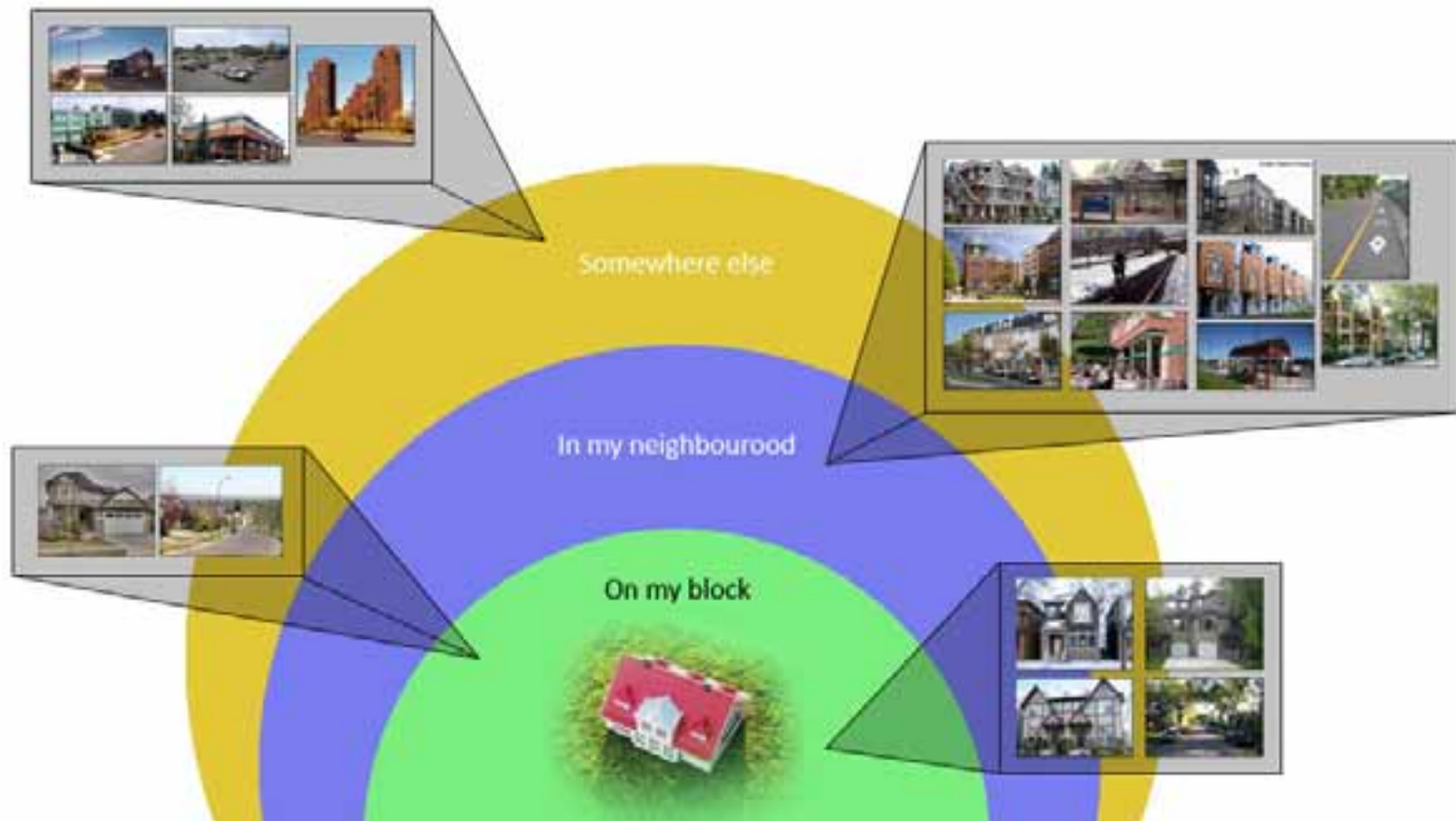


Calgarians Ideal Community

Perceptions and Awareness around Environmental Issues

47. As you can likely appreciate, there are a variety of different components that feed into building a sustainable community. We'd like you to click and drag each image into one of the categories below that best describes where you would personally support The City building/incorporating this component.

Inner City Community

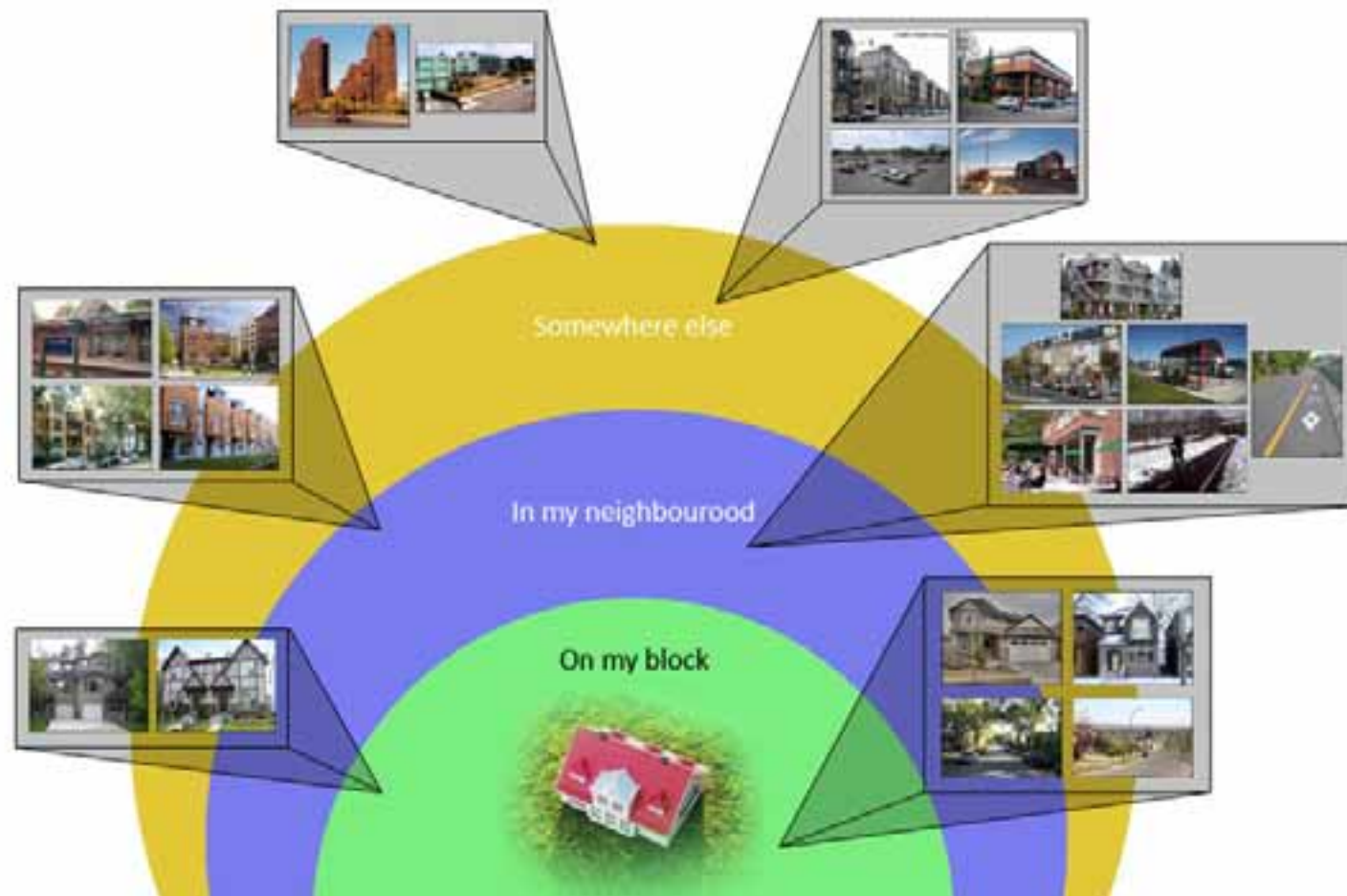




Calgarians Ideal Community Perceptions and Awareness around Environmental Issues

47. As you can likely appreciate, there are a variety of different components that feed into building a sustainable community. We'd like you to click and drag each image into one of the categories below that best describes where you would personally support The City building/incorporating this component.

Maturing Community



Base: Living in a Maturing Community (n=483)



Calgarians Ideal Community

Perceptions and Awareness around Environmental Issues

47. As you can likely appreciate, there are a variety of different components that feed into building a sustainable community. We'd like you to click and drag each image into one of the categories below that best describes where you would personally support The City building/incorporating this component.

New Community



Base: Living in a New Community (n=243)



Ipsos Reid Public Affairs



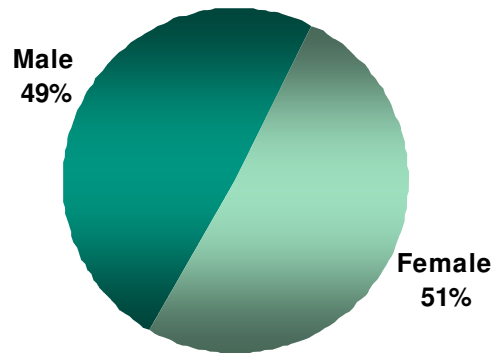
THE CITY OF
CALGARY

Demographics



Demographics

Gender



Age

Age	
18 to 34 years old	34%
35 to 54 years old	42%
55+ years old	24%
<i>Mean</i>	43

Tenure in Calgary

Tenure in Calgary	
Less than 1 year	3%
2 to 5 years	12%
6 to 10 years	12%
11 to 20 years	20%
21+ years	52%
<i>Mean</i>	23

City Quadrant

City Quadrant	
Southwest	31%
Southeast	21%
Northwest	28%
Northeast	20%

Type of Community

Type of Community	
An Inner City community (built before 1960)	18%
An established community (built 1960 and 1980)	37%
A maturing community (built 1980 and 1999)	29%
A new community (built after 2000)	14%

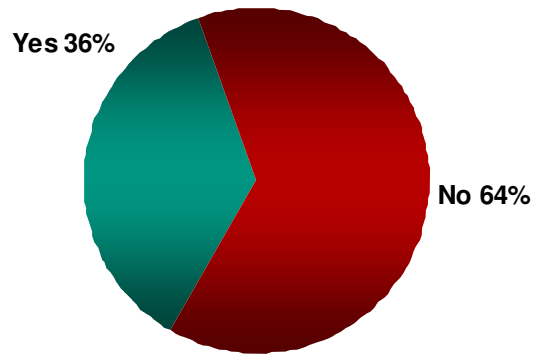
Household Size

Household Size	
1 person	19%
2 people	35%
3 people	21%
4 people	17%
5+ people	8%



Demographics

Children under 18 in HH



HH Size greater than 1 (n=1344)

Working Status

Working Status	
Work full time (30 hrs/wk or more)	64%
Work part time (less than 30 hrs/wk)	15%
No paid employment	21%

All Respondents (n=1635)

Type of Work

Type of Work	
Administrative/Clerical	15%
Technical Professional	13%
Professional (doctor, lawyer, dentist, CA, etc.)	11%
Sales/Marketing	8%
Business Professional	7%
Manager	7%
Service	5%
Skilled Labourer	4%
Construction	3%
Entrepreneur/Owner	3%
Student	2%
Business Executive	2%
Manufacturing	1%
Unskilled labourer	1%
Retired	1%
Homemaker	1%
Other	13%

Currently Working (n=1284)

Children ...

Children ...	
Yes – Children under the age of 18 years	23%
Yes – Children over the age of 18 years	29%
Yes – Both	6%
No	43%

All Respondents (n=1635)

Working Attitude

Working Attitude	
I work to just make a living	24%
I work to improve my position and my standard of living	42%
I work to develop and fulfill my potential	35%

All Respondents (n=1635)



Demographics

Number of Vehicles

None	8%
1 Vehicle	34%
2 Vehicles	39%
3 Vehicles	12%
4+ Vehicles	7%

Marital Status

Single or never married	27%
Married	49%
Common-law or living with a partner	11%
Divorced or separated	11%
Widowed	2%

Education

Grade school or some high school	4%
Completed high school	16%
Post secondary technical school	8%
Some university or college	24%
Completed college diploma	17%
Completed university undergraduate degree	24%
Completed post-grad degree (masters or PhD)	7%

Total Annual Household Income

Less than \$30,000	9%
\$30,000 to less than \$45,000	13%
\$45,000 to less than \$60,000	14%
\$60,000 to less than \$75,000	13%
\$75,000 to less than \$90,000	13%
\$90,000 to less than \$105,000	10%
\$105,000 to less than \$120,000	8%
More than \$120,000	20%



Ipsos Reid Public Affairs



Contact:
Jamie Duncan
Senior Research Manager
403.294.7385
jamie.duncan@ipsos.com

David Case
Research Associate
403.294.7381
david.case@ipsos.com