



Community Needs and Preferences Research

Ward 13

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Prepared for The City of Calgary by:

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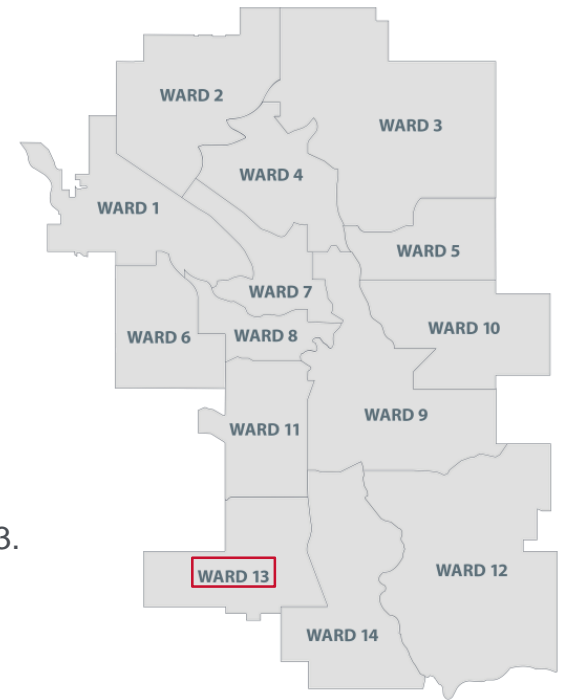


Background and Objectives

- ◆ 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 6th and 29th, 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 ± 1.9 percentage points, 19 times out of 20.
 - ❖ A total of 201 interviews were conducted with residents of Ward 13 (MOE ±7.0).
- ◆ Research note on significant differences:
 - ❖ Throughout, City Wide results are compared to results from Ward 13.
 - ↑ indicates number is significantly higher than City Wide.
 - ↓ indicates number is significantly lower than City Wide.



Perceptions of Own Community

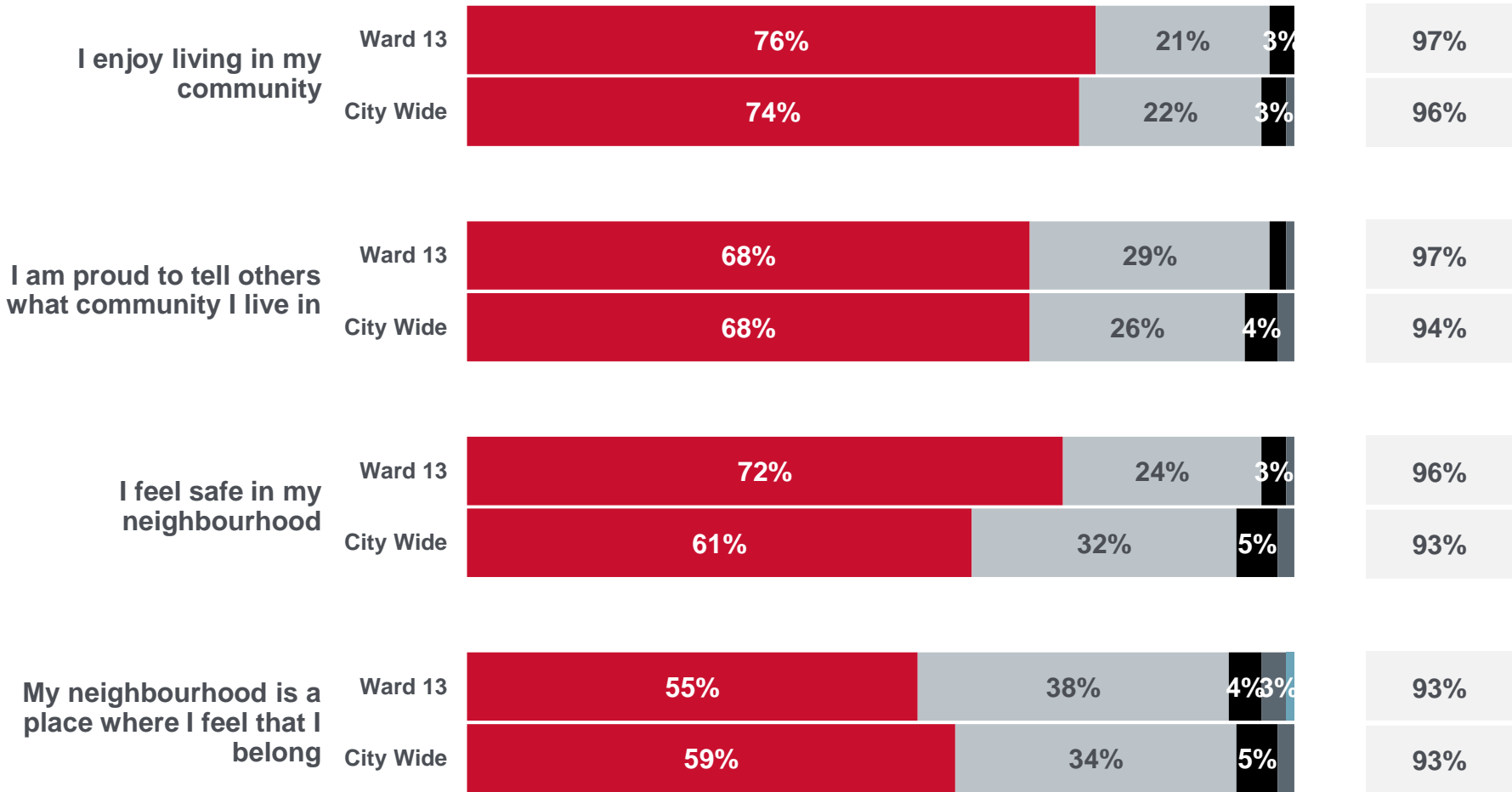




Perceptions of Own Community and Neighbourhood

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

% Agree



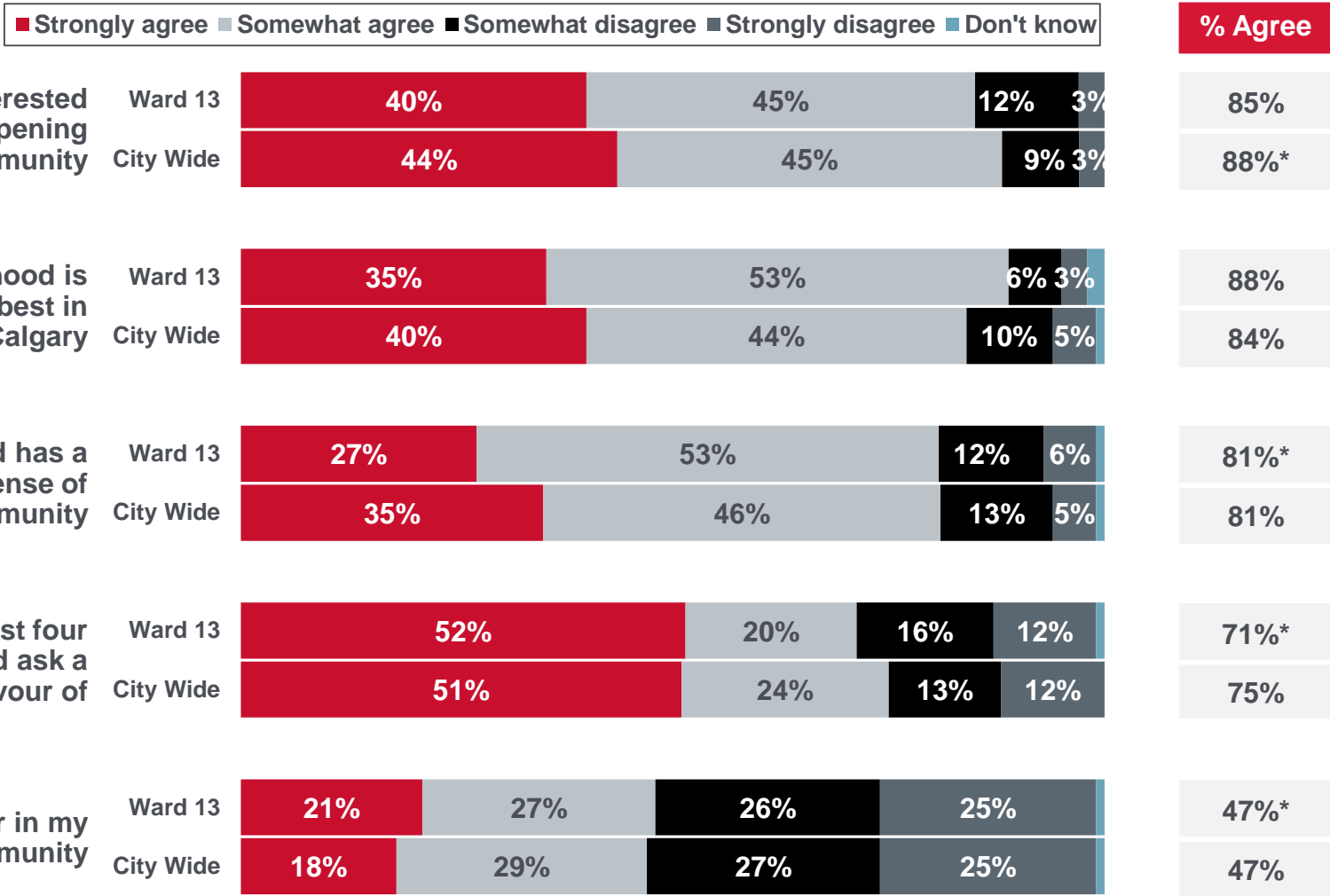
*Rounding

Base: All respondents (City Wide: n=2,800 / Ward 13: n=201)

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)

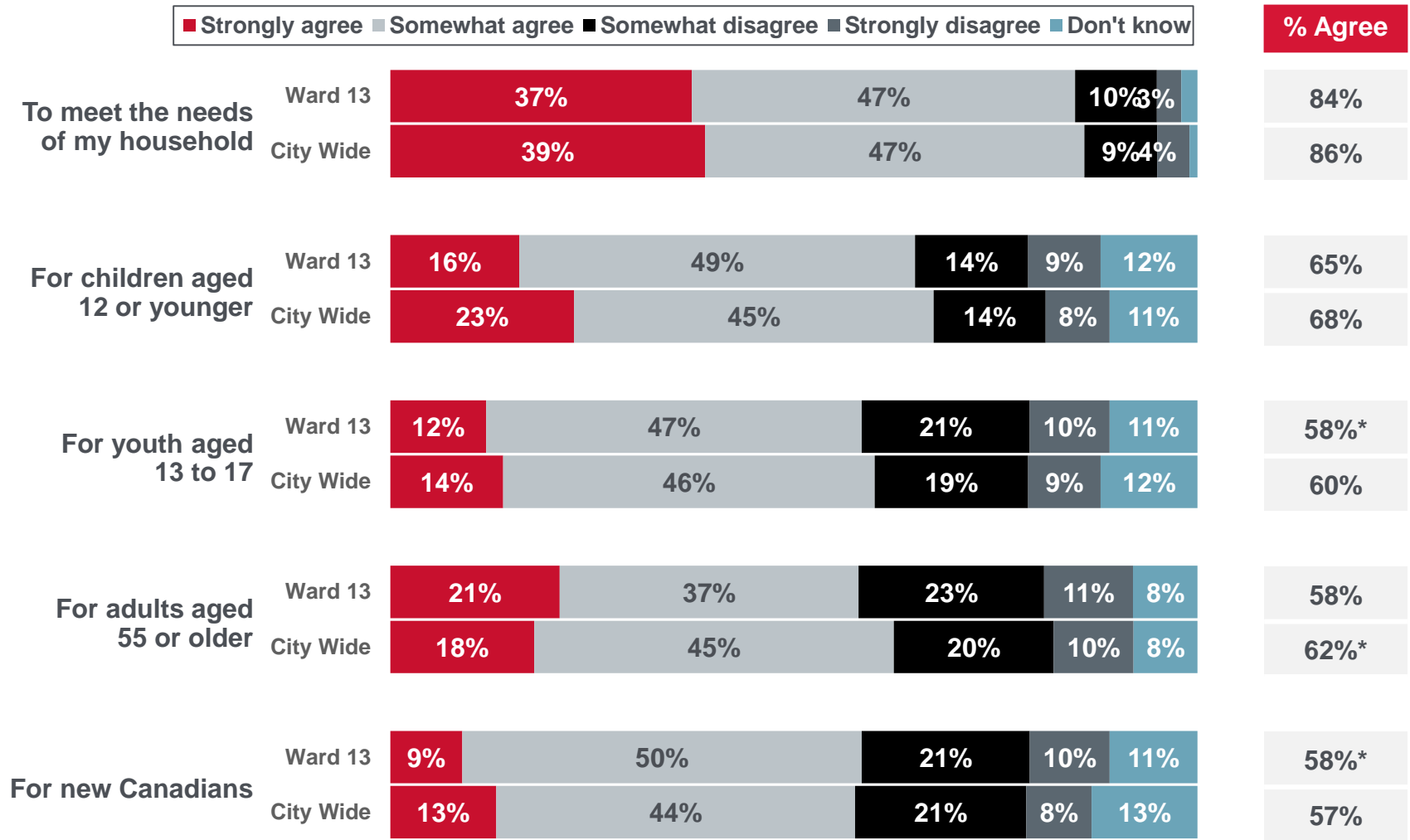


*Rounding

Base: All respondents (City Wide: n=2,800 / Ward 13: n=201)
 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



*Rounding

Base: All respondents (City Wide: n=2,800 / Ward 13: n=201)
 Q1A. How about, my community has enough programs and services...?



Perceptions of Own Community: Significant Demographic Differences

Perceptions of Own Community and Neighbourhood

- ❖ I feel **safe** in my neighbourhood (96% agree)
 - Higher among those aged **18 to 34** (100% vs. 94% 55 or older)
- ❖ I am generally **interested** in **what is happening** within my community (85% agree)
 - Higher among **females** (92% vs. 77% males)
- ❖ I know at least **four neighbours** I could ask a **favour** of (71% agree)
 - Higher among those aged **55 or older** (84% vs. 60% 18 to 34)
- ❖ I **volunteer** in my community (47% agree)
 - Higher among those aged **35 to 54** (56% vs. 36% 55 or older)

Programs and Services for Specific Groups

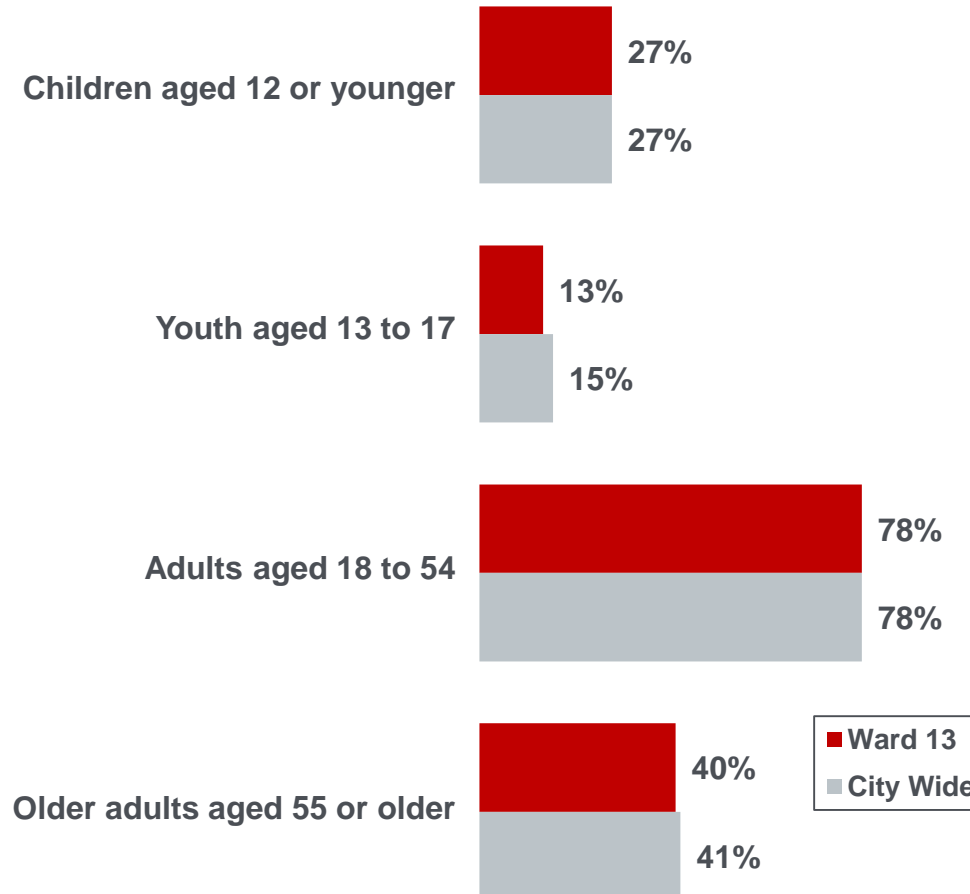
- ❖ Adults aged 55 or older (58% agree)
 - Higher among **females** (65% vs. 49% males)

Participation in Sports, Recreation, Leisure and Community Activities





Incidence of Age Groups in Household



■ Ward 13
■ City Wide

Base: All respondents (City Wide: n=2,800 / Ward 13: n=201)



Participation in Sports and Recreation Activities

	Adults and Older Adults				Children and Youth			
	Taken Part		Within Own Community		Taken Part		Within Own Community	
	Ward 13 (n=201)	City Wide (n=2,798)	Ward 13 (n=201)	City Wide (n=2,798)	Ward 13 (n=60)	City Wide (n=860)	Ward 13 (n=60)	City Wide (n=860)
Going to a gym or fitness centre	60%	56%	22%	28%	60%	57%	26%	29%
Jogging or running	45%	45%	42%	42%	42%	46%	41%	40%
Ice skating - outdoors	26%	27%	18%	19%	33%↓	47%	23%	34%
Yoga	30%	24%	13%	11%	11%	13%	4%	6%
Fitness classes such as aerobics or pilates	26%	22%	10%	10%	8%	11%	2%	5%
Hockey	14%	14%	10%	9%	12%	18%	10%	14%
Tennis	16%↑	11%	14%↑	9%	9%	13%	10%	11%
Soccer	11%	10%	8%	7%	33%	36%	23%	27%
Basketball	11%	10%	9%	9%	26%	25%	22%	21%
Badminton	9%	8%	7%	5%	20%	21%	21%	15%
Volleyball	5%	6%	5%	3%	9%	12%	8%	8%
Skateboarding	3%	4%	5%	4%	25%	20%	26%	20%



Participation in Leisure and Community Activities

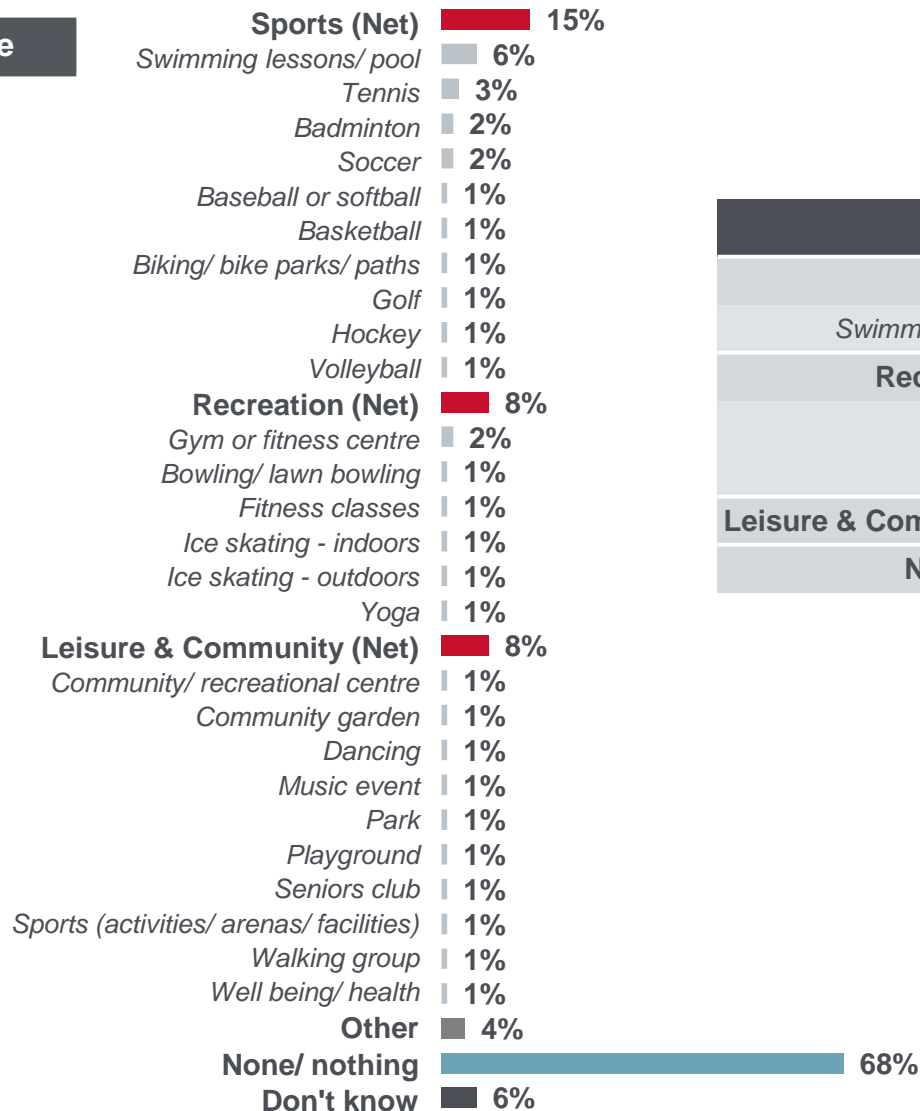
	Adults and Older Adults				Children and Youth			
	Taken Part		Within Own Community		Taken Part		Within Own Community	
	Ward 13 (n=201)	City Wide (n=2,798)	Ward 13 (n=201)	City Wide (n=2,798)	Ward 13 (n=60)	City Wide (n=860)	Ward 13 (n=60)	City Wide (n=860)
Visiting a park	78%	80%	71%	68%	88%	90%	79%	79%
Visiting a playground	48%	48%	48%	45%	74%	82%	72%	78%
Volunteering	47%	48%	32%	28%	30%	32%	21%	20%
Music event	37%	39%	6%	10%	45%	40%	18%	16%
Food event	37%	36%	15%	14%	25%	25%	14%	13%
Walking group	16%	20%	13%	17%	15%	19%	11%	17%
Dancing	16%	15%	7%	6%	28%	27%	13%	14%
Hiking group	13%	12%	5%	5%	9%	10%	1%	4%
Gardening at a community garden	9%	8%	7%	7%	12%	9%	7%	7%
Day care or child care	n/a	n/a	n/a	n/a	24%	24%	10%	14%
Scouts, cubs, beavers, brownies, pathfinders or sparks	n/a	n/a	n/a	n/a	11%	10%	4%	7%
Parent and tots group	n/a	n/a	n/a	n/a	12%	9%	3%	3%
Seniors club ¹	10%	14%	7%	8%	n/a	n/a	n/a	n/a

¹Participation by adults aged 55 or older



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

City Wide



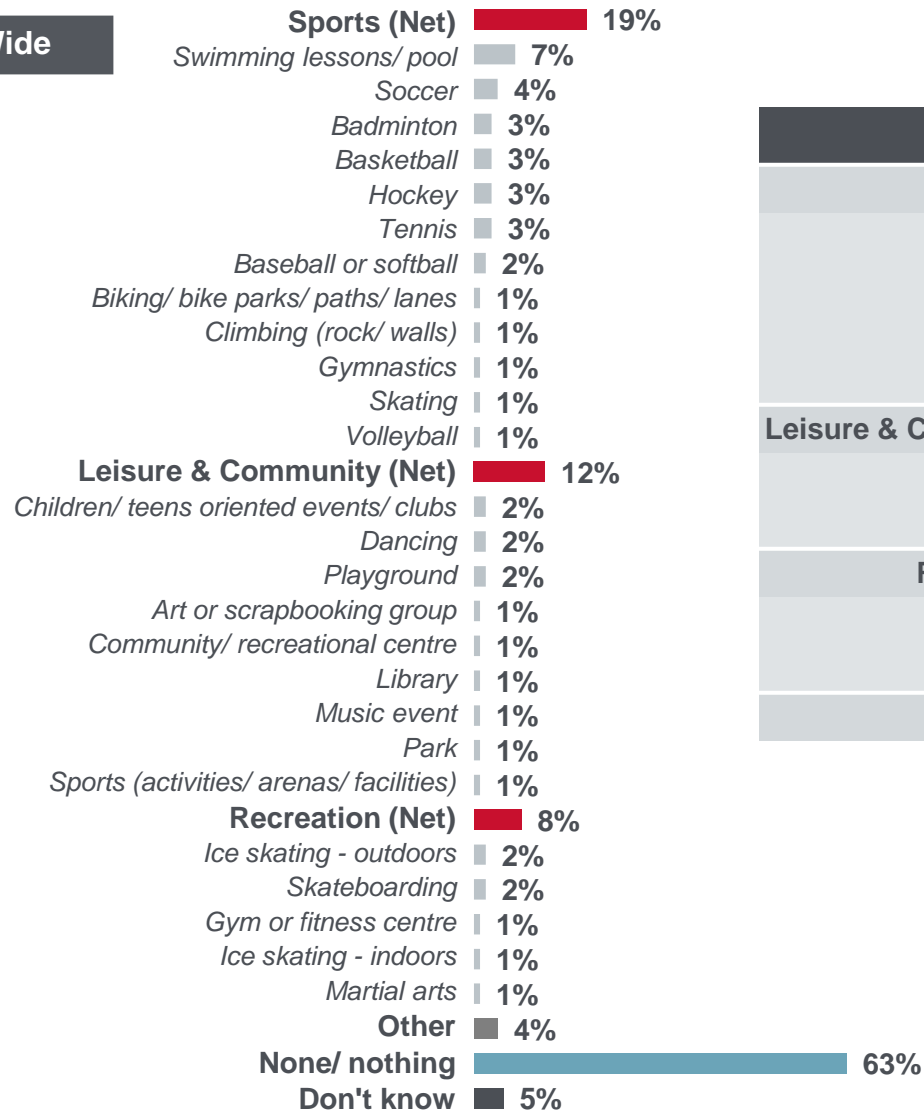
Ward 13	
Sports (Net)	9%↓
Swimming lessons/ pool	3%
Recreation (Net)	8%
Fitness classes	3%
Yoga	3%
Leisure & Community (Net)	7%
None/ nothing	72%

Base: All respondents (City Wide: n=2,800 / Ward 13: n=201) 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?



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

City Wide



Ward 13	
Sports (Net)	12%
Soccer	4%
Hockey	4%
Tennis	3%
Badminton	3%
Leisure & Community (Net)	11%
Playground	3%
Dancing	3%
Recreation (Net)	8%
Skateboarding	5%
Ice skating - indoors	3%
None/ nothing	72%

Base: All respondents (City Wide: n=2,800 / Ward 13: n=60) 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?





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

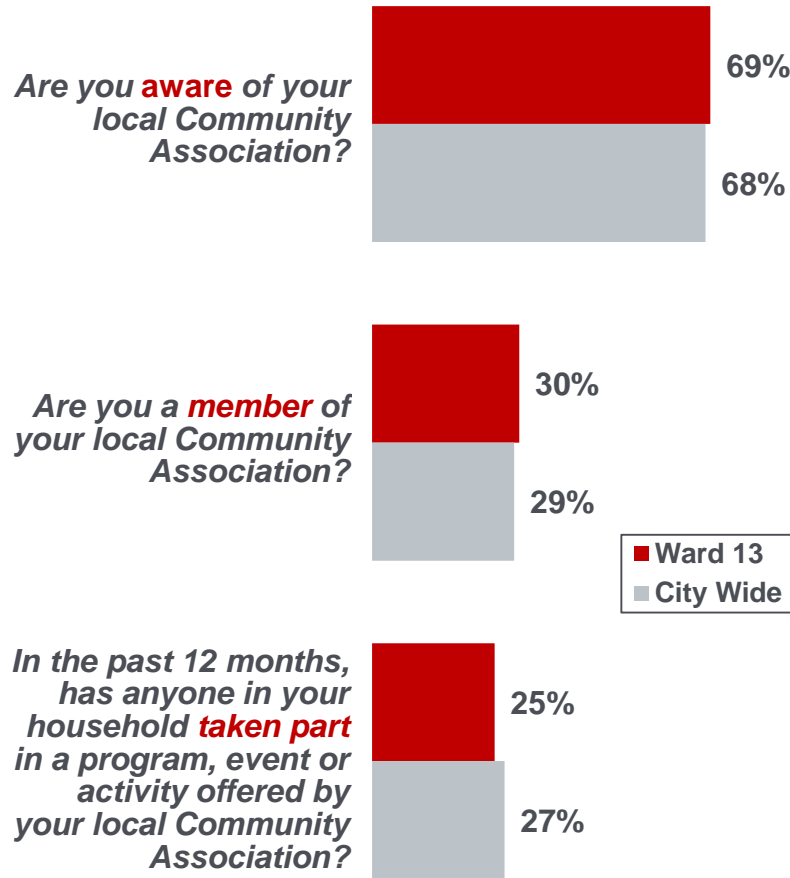
In addition to Community Associations, some neighbourhoods also have Residents' or Homeowner Associations. These associations often provide programs and services similar to Community Associations, however, Residents' and Homeowner Associations have mandatory annual fees that are typically over \$100,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

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

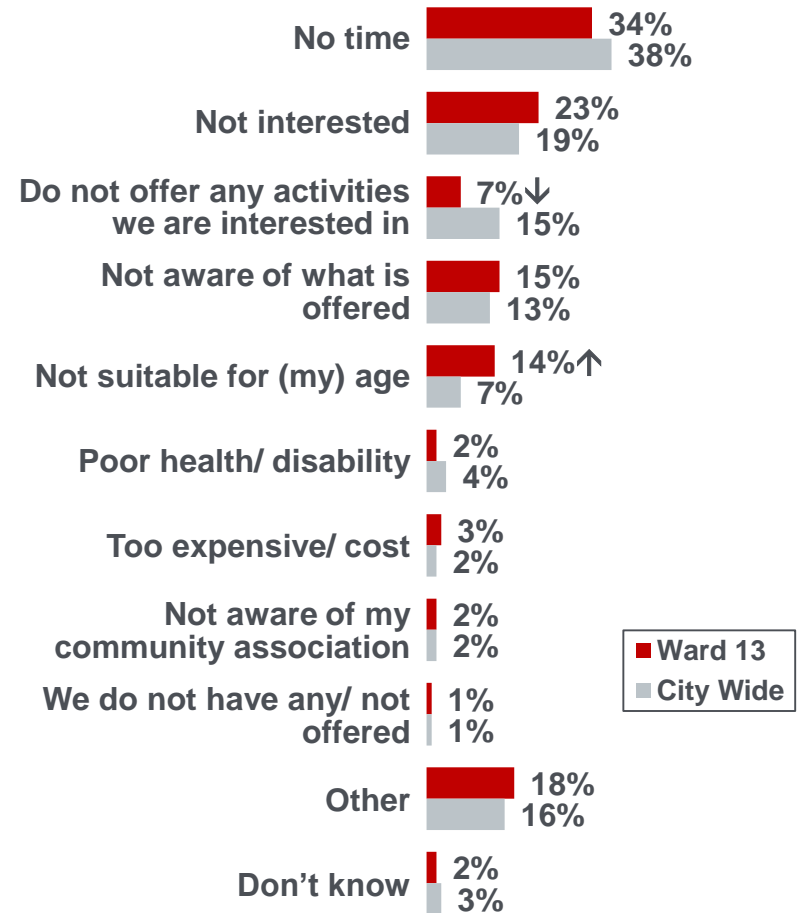


Awareness of and Membership in Community Associations and Participation in Programs

% Yes



Reasons for Non-Participation



Base: All respondents (City Wide: n=2,800 / Ward 13: n=201)

Base: Household has not participated (City Wide: n=1,232 / Ward 13: n=98) Q14. Why don't members of your household take part in programs, events or activities offered by your local Community Association?



Awareness, Membership and Participation: Significant Demographic Differences

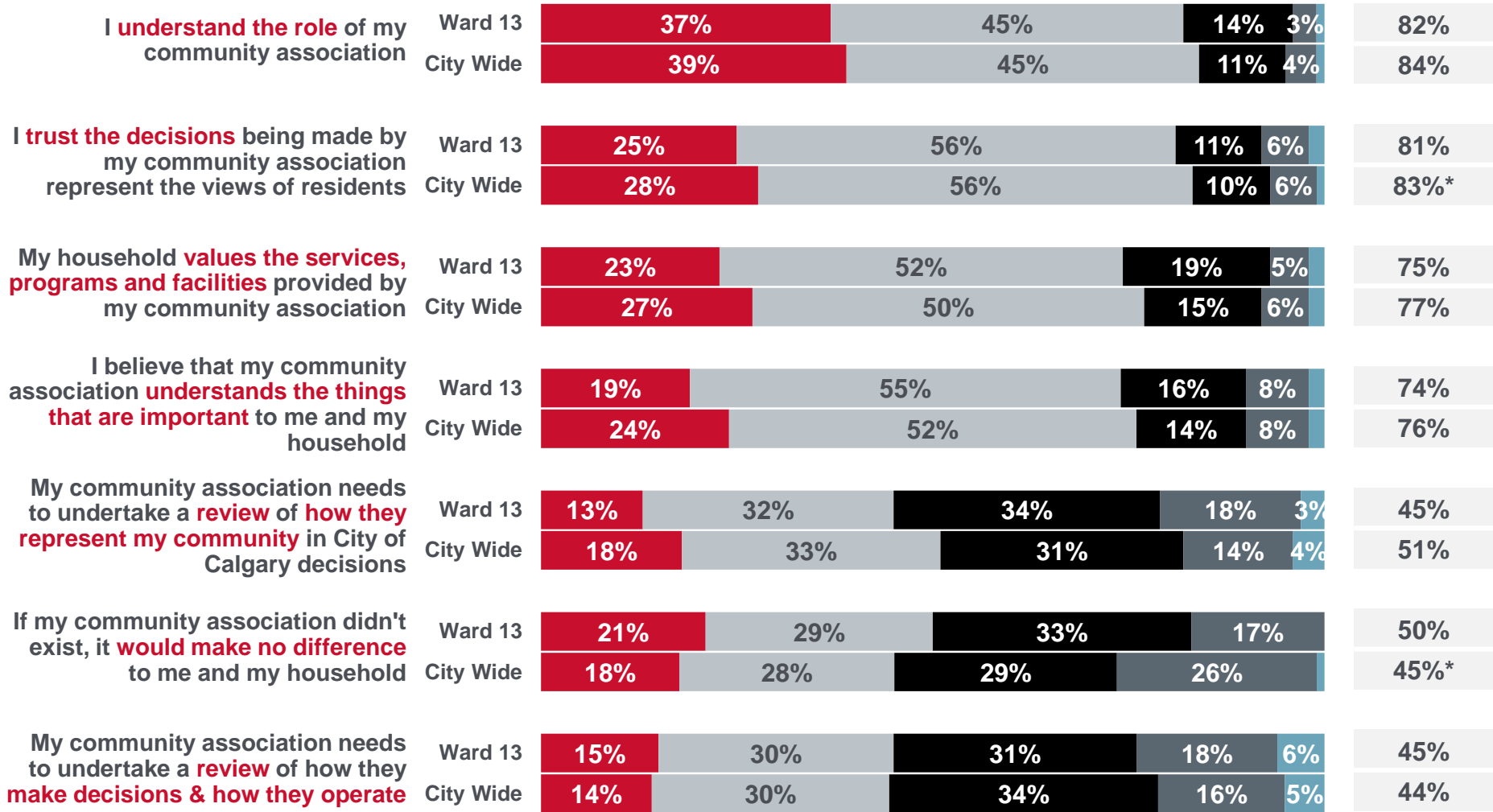
- ❖ Aware of local Community Association (69%)
 - Lower among those aged 18 to 34 (45% vs. 79% 35 to 54 and 88% 55 or older) and **visible minorities** (49% vs. 77% not a visible minority)
- ❖ Member of local Community Association (30%)
 - Lower among those aged 18 to 34 (20% vs. 41% 55 or older)



Perceptions of Local Community Associations

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

% Agree



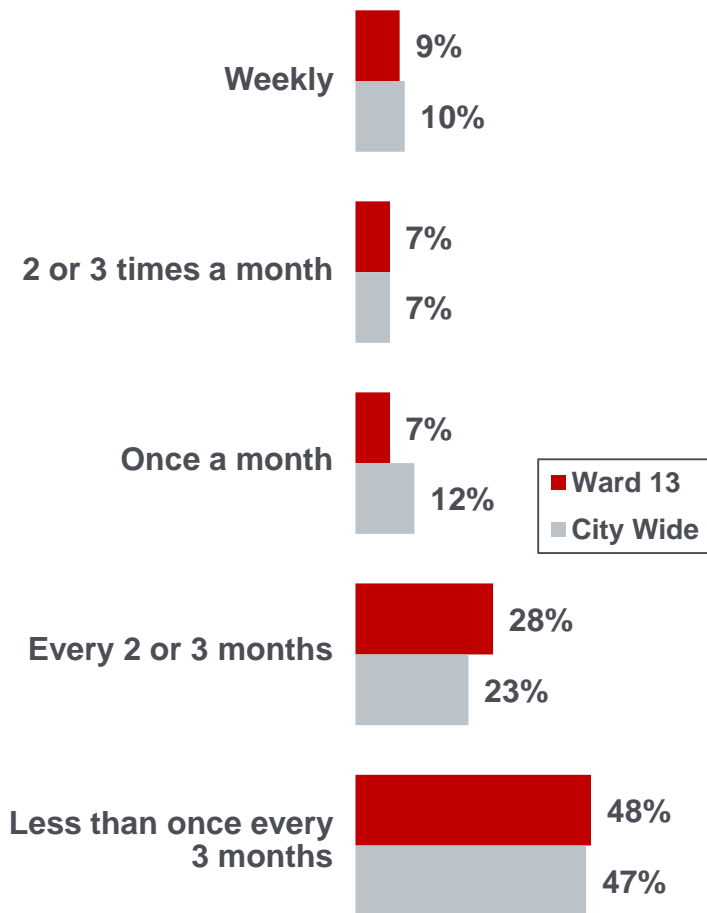
*Rounding

Base: Aware of Community Association (City Wide: n=2,030 / Ward 13: n=152)
 Q11. Thinking about your local Community Association, do you agree or disagree...?



Frequency of Participation and Programs/ Events/ Activities Participated In

Frequency of Participation



Base: Household has participated (City Wide: n=796 / Ward 13: n=54)
 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

	Ward 13	City Wide
Leisure & Community (Net)	73%	75%
Food event	18%	17%
Community festivals/ parties	4%	9%
Stampede Events	4%	9%
Community clean up	7%	8%
Cultural/ multicultural events	15%↑	7%
Garage Sales	6%	7%
Recycling/ clean up events	11%	7%
Holiday events	7%	7%
Dancing	9%	6%
Meetings/ committees	5%	6%
Craft or hobby group	8%	4%
Community garden	4%	3%
Sports (Net)	10%	20%
Soccer	2%	9%
Tennis	5%	3%
Recreation (Net)	15%	17%
Ice skating - outdoors	6%	6%
Fitness classes	6%	4%

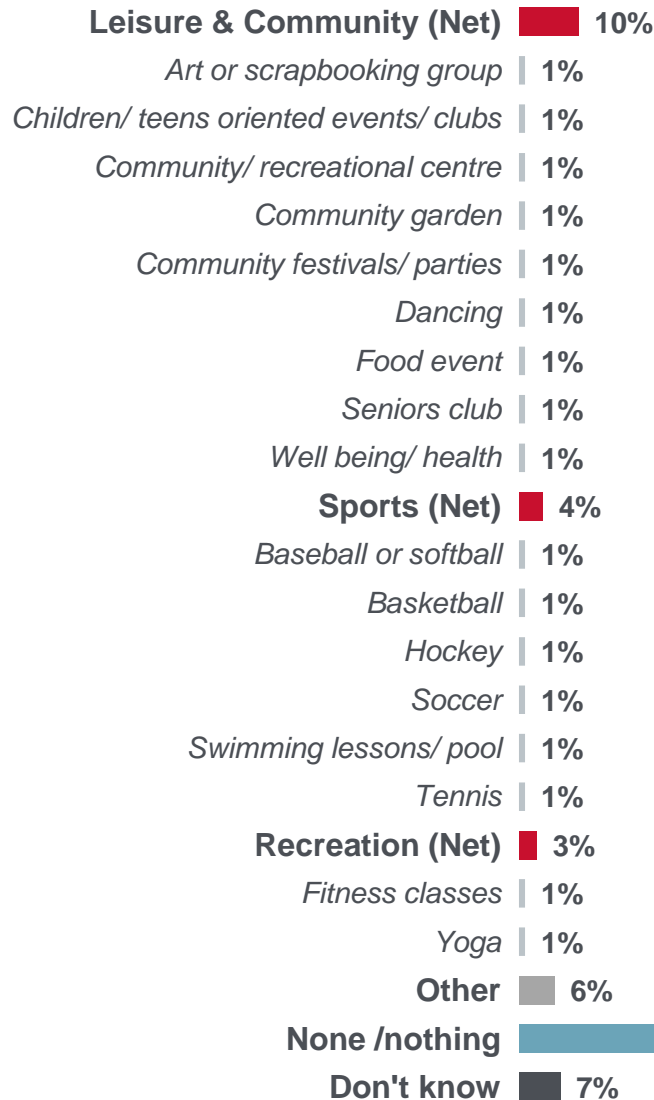
Responses less than 4% not shown

Base: Household has participated (City Wide: n=796 / Ward 13: n=54)
 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

City Wide



Ward 13	
Leisure & Community (Net)	9%
Sports (Net)	4%
Recreation (Net)	2%
None/ nothing	76%

Base: Aware of Community Association (City Wide: n=2,030 / Ward 13: n=152)

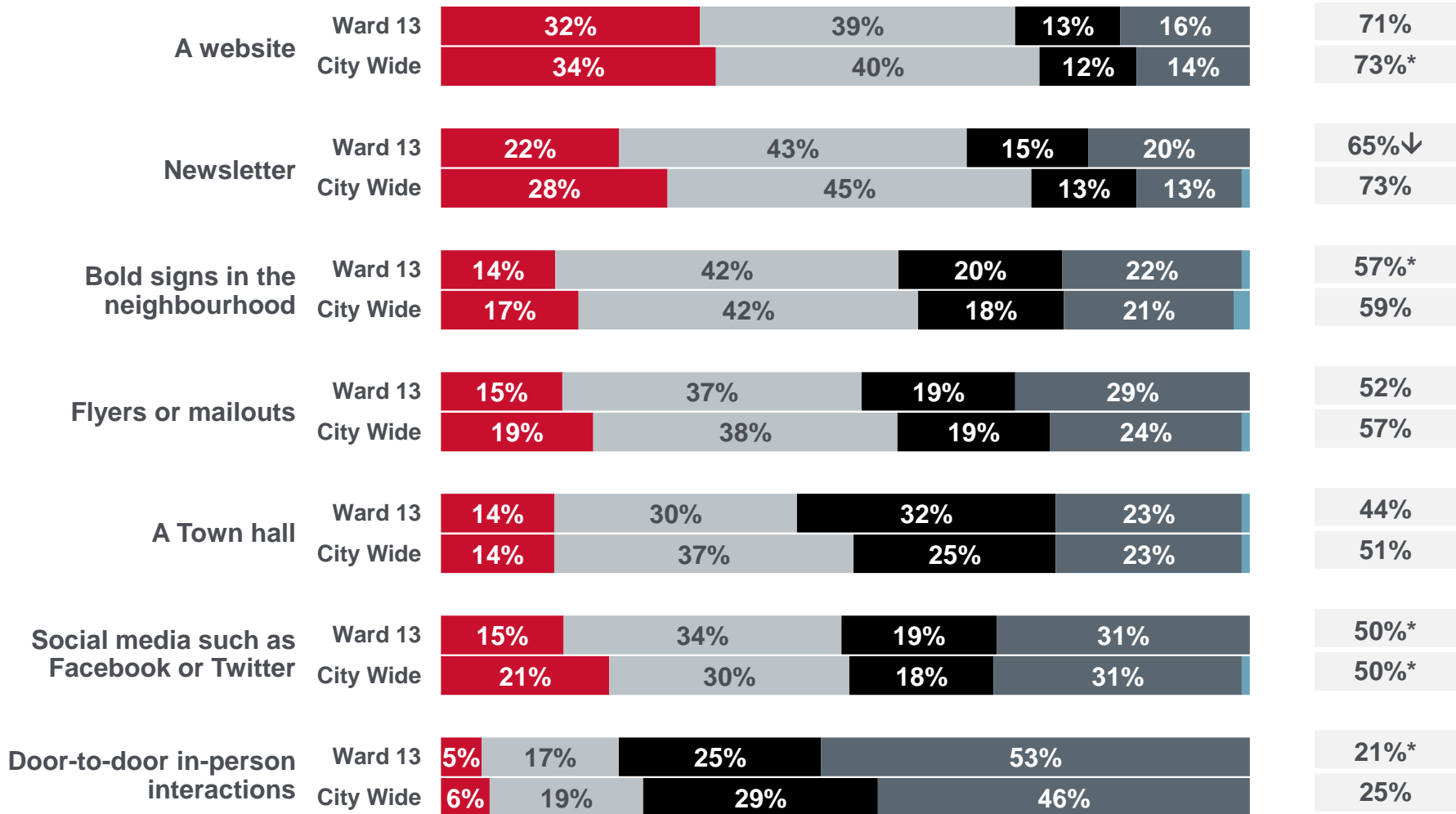
Q15. re there any programs, services or activities not currently offered by your Community Association, that you would like them to offer?



Preferred Communications Channels

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

% Interested



*Rounding

Base: All respondents (City Wide: n=2,800 / Ward 13: n=201)

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



Community Associations: Significant Demographic Differences

Perceptions of Community Associations

- ❖ If my community association **didn't exist**, it would make **no difference** to me and my household (50% agree)
 - Higher among **males** (63% vs. 40% females)
- ❖ My community association needs to undertake a **review** of how they **make decisions** and how they **operate** (45% agree)
 - Higher among **males** (59% vs. 35% females)

Preferred Communications Channels

- ❖ Newsletter (65% interested)
 - Lower among those aged **18 to 34** (51% vs. 72% 35 to 54 and 79% 55 or older)
- ❖ Bold signs in the neighbourhood (57% interested)
 - Higher among **females** (65% vs. 47% males)
- ❖ Social media (50% interested)
 - Lower among those aged **55 or older** (24% vs. 53% 35 to 54 and 69% 18 to 34)
 - Higher among **visible minorities** (66% vs. 44% not a visible minority)
- ❖ Town hall (44% interested)
 - Higher among **visible minorities** (64% vs. 40% not a visible minority)
- ❖ Door-to-door in-person interactions (21% interested)
 - Higher among **visible minorities** (40% vs. 17% not a visible minority)





Demographics

Gender

	Ward 13	City Wide
Male	46%	50%
Female	54%	50%

Education

	Ward 13	City Wide
Completed high school or less	16%	18%
Some post secondary or completed a college diploma	44%	37%
Completed university degree or post-grad degree	40%	44%
No response	-	1%

Age

	Ward 13	City Wide
18 to 24	19%	14%
25 to 34	18%	20%
35 to 44	11%	18%
45 to 54	21%	19%
55 to 64	13%	13%
65 or older	13%	14%
No response	5%	3%
<i>Mean</i>	<i>44 years</i>	<i>45 years</i>

Income

	Ward 13	City Wide
<\$40,000	7%	9%
\$40,000 to <\$60,000	9%	13%
\$60,000 to <\$80,000	19%	14%
\$80,000 to <\$100,000	13%	14%
\$100,000 to <\$120,000	11%	11%
\$120,000 to <\$140,000	6%	7%
\$140,000 or more	20%	20%
No response	14%	12%

Base: Base: All respondents (City Wide: n=2,800 / Ward 13: n=201)



Household Characteristics

Type of Home

	Ward 13	City Wide
Single-detached house	80%↑	70%
Apartment or condominium	6%↓	14%
Duplex, triplex or fourplex	2%↓	8%
Townhouse or rowhouse	8%	7%
Another type of multi-dwelling unit	3%	2%

Own or Rent

	Ward 13	City Wide
Own	81%	77%
Rent	14%↓	20%
Other	3%	2%
No response	2%	1%

Tenure in Calgary

	Ward 13	City Wide
5 or less	9%	13%
6 to 10	8%	12%
11 to 20	32%	23%
21 to 30	23%	18%
31 to 40	15%	14%
More than 40	11%	19%
<i>Mean</i>	<i>23 years</i>	<i>25 years</i>

Household Size

	Ward 13	City Wide
1	8%	14%
2	30%	30%
3	25%	18%
4	21%	21%
5 or more	16%	17%
<i>Mean</i>	<i>3.1</i>	<i>3.0</i>

Base: Base: All respondents (City Wide: n=2,800 / Ward 13: n=201)



Respondent Characteristics

Born in Canada

	Ward 13	City Wide
Yes	68%	73%
No	32%	27%

Age Left Country of Birth

Base: Not born in Canada	Ward 13 (n=64)	City Wide (n=708)
Under the age of 12	33%	24%
12 to 17	11%	13%
18 or older	56%	62%

Ethnic Background

	Ward 13	City Wide
Caucasian/ white	17%	20%
British	24%	21%
Canadian/ French Canadian	21%	17%
Western European	10%	12%
East or Southeast Asian	10%	11%
Southern or Eastern European	10%	11%
South Asian	5%	7%
Central/ South American or Caribbean	-	2%
West Asian or Middle Eastern	2%	2%
African	5%↑	2%
Aboriginal/ First Nations/ Metis	1%	1%
Other	1%	2%
No response	3%	2%

Disability

	Ward 13	City Wide
Yes	12%	14%
No	88%	86%

Visible Minority

	Ward 13	City Wide
Yes	21%	21%
No	76%	77%
No response	3%	2%

Base: Base: All respondents (City Wide: n=2,800 / Ward 13: n=201)



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