

**REPORT**

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**SAFER CALGARY  
COMMUNITY SURVEY**

Submitted to

**Safer Calgary**

By

***HarGroup Management Consultants, Inc.***

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# **Table of Contents**

|  |    |
|--|----|
| Acknowledgements   |    |
| EXECUTIVE SUMMARY .....  | i  |
| Key Findings .....   | i  |
| 1.0 INTRODUCTION.....  | 1  |
| 1.1 Background to the Survey.....  | 1  |
| 1.2 Survey Methodology .....   | 3  |
| 1.3 Respondent Profile .....   | 3  |
| 1.4 Factors for Consideration.....                                       | 5  |
| 1.5 Reporting.....   | 5  |
| 2.0 CALGARY AS A SAFE PLACE TO LIVE .....                                | 6  |
| Suggestions for Change.....  | 9  |
| 3.0 AWARENESS AND KNOWLEDGE OF SAFETY INITIATIVES AND<br>RESOURCES ..... | 10 |
| Safer Calgary and the Safe Calgary Designation.....                      | 10 |
| Knowledge of Safer Calgary.....  | 11 |
| Potential Influences of the Safe Calgary Designation.....                | 11 |
| Citizens' Role in Public Safety.....                                     | 12 |
| Knowledge of Safety Resources .....                                      | 13 |
| 4.0 SAFETY CONCERNS.....   | 14 |
| Crime and Violence .....   | 14 |
| Injury Prevention.....   | 17 |
| Clean and Healthy Environment.....                                       | 21 |
| Additional Concerns.....   | 22 |
| 5.0 SAFETY PRECAUTIONS.....  | 23 |
| Crime and Violence .....   | 23 |
| Injury Prevention.....   | 25 |
| Clean and Healthy Environment.....                                       | 28 |
| Additional Precautions .....   | 30 |
| 6.0 SUMMARY OF KEY OBSERVATIONS .....                                    | 31 |
| Appendices   |    |
| Survey Instrument .....  | 35 |
| Residential Sector Boundary Definitions .....                            | 43 |
| Family Life Stage Definitions .....                                      | 45 |

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## **EXECUTIVE SUMMARY**

The Safer Calgary Initiative commissioned a survey in January 2004 to determine concerns and needs of Calgarians regarding safety related issues. The survey results will be used by the Safer Calgary Initiative to plan and develop strategies and initiatives to promote and increase safety in Calgary. The survey data address key measures such as identifying Calgarians' concerns about safety; determining precautions they undertake to keep themselves (and their households) safe; and their perspectives of Calgary as a safe place to live. The survey was administered to 1,001 randomly selected Calgary households. A sample of this size yields an estimated margin of error of  $\pm 3.1\%$ , 19 times out of 20, for the population.

### **Key Findings**

- **Calgary as a Safe Place to Live** - Respondents gave a high average rating of 8 out of 10 (with 10 being safe and 1 being unsafe) to Calgary being a safe place to live. As well, respondents were more likely to indicate that safety in Calgary schools, workplaces, and homes had increased rather than decreased over the past three years. Further, most respondents reported that their awareness of safety issues had increased. All of these results present a positive image of Calgary as a safe place to live. There was, however, a finding in the survey that was less positive. Respondents were more likely to report that crime had increased in their neighbourhood over the past three years rather than decreased.
- **Awareness and Knowledge of Safety Initiatives and Resources** - A small proportion of respondents reported awareness of the Safer Calgary Initiative (15%) and Safe Community designation (32%). These findings might be expected as both of these initiatives have recently been established within the city. Respondents on the whole, however, were cautiously optimistic that the Safe Calgary designation would have a constructive influence on the city and its citizens. They also strongly believe that citizens have an important role to play in promoting and improving public safety.

Respondents perceived that their knowledge of safety resources in Calgary was good, although their knowledge of emergency resources was better than that of non-emergency resources.

- **Safety Concerns** - The most prominent safety concerns among respondents were related to drivers and pedestrians. For example, at least three-quarters of respondents expressed concerns with drivers who run red lights (93%) or use cell phones (89%), pedestrian safety at crosswalks and school zones (87%), walking on icy sidewalks (84%), and driving on streets (75%). Another prominent safety concern related to bullying in schools. Again, over three-quarters of respondents stated concern with this subject (80%).

Other common areas of concern involved issues related to theft of property, the environment, invasion of personal safety and pollution.

**Executive Summary, continued...**

Specific demographic segments stated higher levels of concern with the issues examined in the survey than other segments. It was common, however, for the following demographic segments to express higher levels of concern than other segments with many of the issues:

- Female heads of households;
- Northeast residents;
- Lower household income (\$40,000 or lower); and
- Mid-aged adult(s) and senior(s).

These segments might represent specific audiences for targeting strategies, initiatives and messages.

- **Precautions** - The survey examined a variety of precautions that respondents might use to avoid harm or improve personal safety. In some cases, the vast majority of respondents used the precautions frequently, such as wearing seatbelts (96%), locking doors at home (94%) and car doors (93%), following safety rules at work (92%) and not drinking and driving (91%).

In other cases, less than half of the respondents reported using the precautions frequently. These precautions are listed below.

*Crime and Violence*

- Plan safe walking routes (44%);
- Use car alarms (33%);
- Walk in groups (27%); and
- Report suspicious persons or activity in your neighbourhood to police (25%).

*Injury Prevention*

- Participate in training before trying something new (47%);
- Report safety hazards to appropriate authorities (43%); and
- Practice escape plan in the event of a house fire (30%).

*Clean and Healthy Environment*

- Use environmentally friendly ways to control pests (48%);
- Use transportation methods other than driving (30%); and
- Compost (26%).

The young adult(s) demographic segment commonly reported lower use of the precautions tested in the survey. This segment may represent an audience to target safety promotion.

## **1.0 INTRODUCTION**

The Safer Calgary Initiative was established "to foster community action towards a safer Calgary."<sup>1</sup> Safety and community organizations throughout Calgary have come together to coordinate a comprehensive strategy to address safety issues within the city. To help in planning the strategy, Safer Calgary commissioned a survey of Calgary households to gain insights into Calgarians' concerns about crime and violence, injury prevention and the natural environment. HarGroup Management Consultants Inc. was engaged to field the survey and prepare a report of the results. This report presents the key findings of the survey.

### **1.1 Background to the Survey**

There are numerous safety programs and services employed throughout Calgary by various organizations. To increase communication and coordinate efforts among these organizations, the Safer Calgary Initiative (hereafter referred to as Safer Calgary) was established in 1999. Safer Calgary is intended to lead a coordinated approach towards making Calgary a safer and caring place for all.<sup>2</sup> The aim of Safer Calgary is to reduce duplication of efforts, identify gaps in services and develop a coordinated and comprehensive approach to maximize use of resources in the city.

Safer Calgary has developed several priorities for the next few years (presented below). To help plan activities to address these priorities, Safer Calgary commissioned a survey of Calgary households. The overall purpose of the survey was to understand pertinent issues and perspectives of Calgary households about various aspects of safety (i.e. crime and violence, injury prevention, and clean and healthy environment), but also to gather benchmarks that can be used to gauge changes in Calgarians' perceptions and behaviour towards safety.

#### *Safer Calgary Priorities*

- Build and sustain an effective organization,
- Expand awareness of safety issues and build individual and collective community capacity, and
- Develop strategies and processes to identify and address emerging safety issues.

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<sup>1</sup> Safer Calgary Agency Mission.

<sup>2</sup> Safer Calgary Agency Vision.

There were, however, specific performance measures the survey addressed on behalf of Safer Calgary. These measures were developed to evaluate the successes of activities carried out for the Safer Calgary priorities. The performance measures included:

- % of Calgarians reporting that they are aware of Safer Calgary,
- Increase in the % of Calgarians reporting increased awareness of safety issues,
- % of Calgarians reporting they have taken steps to increase the safety of themselves, their families and community (e.g. they are able to identify changes in behaviour), and
- % of Calgarians reporting that they know how to access various resources.

An additional factor that contributed to the development of the Safer Calgary Community Survey was the Safe Community designation which was awarded to Calgary in 2003 by the World Health Organization and the Safe Community Foundation of Canada. To obtain this designation, Calgary was required to implement programs to meet the requirements set out in 6 Safe Community Indicators, which are presented below.

- An infrastructure based on partnership and collaborations, governed by a cross-sectional group that is responsible for safety promotion in their community;
- Long-term, sustainable programs covering both genders and all ages, environments, and situations;
- Programs that target high-risk groups and environments, and programs that promote safety for vulnerable groups;
- Programs that document the frequency and causes of injuries;
- Evaluation measures to assess their programs, processes and the effects of change; and
- Ongoing participation in national and international Safe Communities networks.

The compilation of the above issues was considered in the development of instruments for the survey. Basically, the survey instruments addressed the following key issues:

- To examine Calgarians' concerns with issues related to crime and violence, injury prevention and clean and healthy environments;
- To determine activities or precautions that Calgarians undertake to keep themselves (and their families) safe;
- To assess the awareness of the Safe Community Designation; and
- To evaluate Calgarians' perspectives of Calgary as a safe place to live.

These issues served as objectives for the survey and guided the development of this report.

## **1.2 Survey Methodology**

The survey was conducted by telephone with 1,001 Calgary households. Respondent households were selected for the survey using a random-digit dialling sampling process.

Survey respondents were screened to target heads of households (male or female). The survey examined issues related to all members of a household (including issues related to children and youth) and, as such, it was deemed that heads of households would most likely have the capacity and knowledge to respond to the questions posed in the survey. The survey population was controlled to ensure equal representation between male and female heads of households. As well, the survey data were monitored to ensure that community distribution was representative of the city.

The survey instrument was designed by Safer Calgary in consultation with students from the Industrial/Organizational Psychology graduate program at the University of Calgary. HarGroup Management Consultants, Inc. also provided input into the design of the instruments. The questionnaire was pre-tested in field conditions prior to full implementation of the survey. A copy of the survey instrument is presented in Appendix A.

A sample size of 1,001 households achieves an estimated margin of error of  $\pm 3.1\%$  within a 95% confidence interval, for the Calgary household population (371,756 - 2003 Civic Census). Expressed differently, if the survey were to be conducted within the same population again (Calgary households), in 19 surveys out of 20 the results would likely remain within  $\pm 3.1\%$  of the results presented in this report. The margin of error is computed for the entire sample and analyses based on sample subsets will typically not achieve the same level of confidence.

## **1.3 Respondent Profile**

A profile of respondents is presented in Table 2.1 on the following page. These data are used in the analysis presented in this report to gain further understanding of distinct perceptions that may exist among diverse segments of the population. Two of the characteristics presented in the table have comparable Civic Census (Calgary 2003) data available. The residential sector survey data are consistent with the census data, however dwelling tenure data show differences that are outside the estimated margin of error (e.g.  $\pm 3.1\%$ ). The survey data are comprised of households that are more likely to own their home compared to the census data. Differences or variances observed between



respondents that own or do not own their dwelling will be highlighted in the analysis that is presented in this report.

| <b>Table 2.1: Respondent Demographic Profile</b> |                                 |                         |                          |
|--|---------------------------------|-------------------------|--------------------------|
| <b>Characteristics</b>                           | <b>Descriptors</b>              | <b>% of Respondents</b> | <b>2003 Civic Census</b> |
| Quadrants resided by residents (n=992)           | Northwest (NW)                  | 28.5                    |                          |
|  | Northeast (NE)                  | 19.8                    |                          |
|  | Southwest (SW)                  | 29.5                    |                          |
|  | South east (SE)                 | 22.2                    |                          |
|  | Total                           | 100.0                   |                          |
| Length of residency in Calgary (n=998)           | 0 to 5 years                    | 16.6                    |                          |
|  | 6 to 15 years                   | 22.8                    |                          |
|  | 16 to 25 years                  | 23.3                    |                          |
|  | 26 to 40 years                  | 21.4                    |                          |
|  | 41 or more years                | 15.9                    |                          |
| Total  | 100.0                           |                         |                          |
| Residential Sector <sup>3</sup> (n=1,001)        | Inner City                      | 13.2                    | 14.1                     |
|  | Established Community           | 45.5                    | 45.7                     |
|  | New Community                   | 41.4                    | 40.1                     |
|  | Total                           | 100.0                   | 100.0                    |
| Dwelling Tenure (n=987)                          | Own                             | 78.1                    | 70.1                     |
|  | Rent                            | 21.8                    | 29.9                     |
|  | Neither                         | 0.1                     | 0.0                      |
|  | Total                           | 100.0                   | 100.0                    |
| Household income (\$) (n=700)                    | 20,000 or less                  | 5.1                     |                          |
|  | Over 20,000 to 30,000           | 8.9                     |                          |
|  | Over 30,000 to 40,000           | 13.4                    |                          |
|  | Over 40,000 to 60,000           | 23.4                    |                          |
|  | Over 60,000 to 80,000           | 16.4                    |                          |
|  | Over 80,000 to 100,000          | 12.0                    |                          |
|  | Over 100,000                    | 20.7                    |                          |
| Total  | 100.0                           |                         |                          |
| Household Composition (n=991)                    | Couple with children at home    | 41.5                    |                          |
|  | Couple without children at home | 27.5                    |                          |
|  | Single parent household         | 5.4                     |                          |
|  | Living alone                    | 12.7                    |                          |
|  | Living with roommates           | 5.0                     |                          |
|  | Living with extended family     | 6.7                     |                          |
|  | Other                           | 1.1                     |                          |
| Total  | 100.0                           |                         |                          |
| Family Life Stage <sup>4</sup> (n=988)           | Young adult(s)                  | 16.2                    |                          |
|  | Early nest                      | 27.5                    |                          |
|  | Nest with youth                 | 19.2                    |                          |
|  | Late nest                       | 4.7                     |                          |
|  | Mid-aged adult(s)               | 18.6                    |                          |
|  | Senior(s)                       | 13.8                    |                          |
|  | Total                           | 100.0                   |                          |
| Gender (Household Head) (n=1,001)                | Male                            | 50.1                    |                          |
|  | Female                          | 49.9                    |                          |
|  | Total                           | 100.0                   |                          |

<sup>3</sup> See Appendix B for boundary definitions.

<sup>4</sup> See Appendix C for definitions.

## 1.4 Factors for Consideration

It should be noted that a few weeks prior to and during the fielding of the Safer Calgary Community Survey there was an unusually high number of homicides in Calgary. These incidents were widely reported in the media during the timeframe of the survey. It is unclear as to whether these incidents influenced respondents' perceptions of the issues examined in this report. However, readers of the report should keep this factor in mind when reviewing the results. As well, should another wave of the survey be fielded at a later date, it will be worth noting this situation if some of the findings (e.g. crime and violence issues) were to vary significantly from the results of this survey.

| <b>Table 2.1: Homicides in Calgary</b><br>(Including 1st and 2nd Degree Murder and Manslaughter) |                         |             |             |             |             |  |
|--|-------------------------|-------------|-------------|-------------|-------------|--|
| <b>Type of Homicide</b>  | <b>Annual Homicides</b> |             |             |             |             | <b>Homicides<br/>in January<br/>2004</b> |
|  | <b>1999</b>             | <b>2000</b> | <b>2001</b> | <b>2002</b> | <b>2003</b> |  |
| 1st and 2nd Degree Murder  | 8                       | 10          | 12          | 11          | 6           | 5  |
| Manslaughter   | 2                       | 3           | 1           | 4           | 3           | 0  |
| <b>Total</b>   | <b>10</b>               | <b>13</b>   | <b>13</b>   | <b>15</b>   | <b>9</b>    | <b>5</b>                                 |
| <small>Source: Calgary Police Service - Monthly Statistical Reports (March 2004)</small>         |                         |             |             |             |             |  |

Members of the Safer Calgary Survey Committee (see Acknowledgements) also suggested that there were an unusually high number of accidents involving vehicles and pedestrians in the months leading up to the survey. Although there are no data available to support this suggestion, it is worth noting in case future surveys reveal significantly different results from those presented in this report.

## 1.5 Reporting

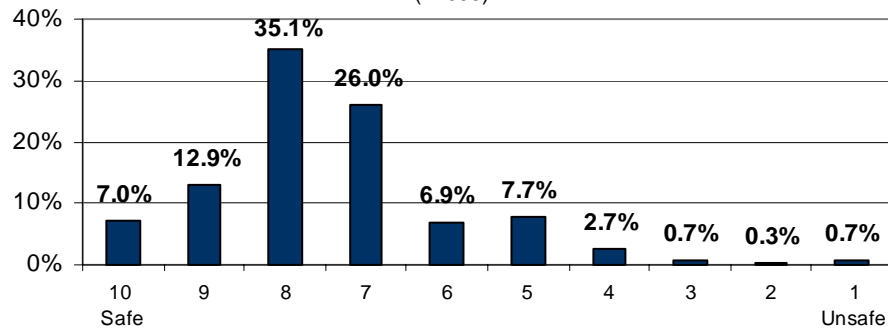
The remaining sections of the report present the results of the Safer Calgary Community Survey. Basic frequencies of survey question results are presented in the report. However, various statistical procedures have also been used within the analyses to assess significance of contrasting responses or perceptions of respondents (e.g.  $p < .05$ ). These analyses provide additional insight into the data and allow for a greater degree of certainty in statements of inference.

## 2.0 CALGARY AS A SAFE PLACE TO LIVE

If given an opportunity to rate Calgary as a safe place to live, the average Calgary household would likely provide a rating of 8 out of 10 with 10 being safe and 1 being unsafe. Respondents to the Safer Calgary survey were given this opportunity and the average response (median) was 8 out of 10 (Figure 2.1). Actually, over half of respondents (55%) gave a rating of 8 or more to the query.

**Figure 2:1 Rating of Calgary as a Safe Place to Live**

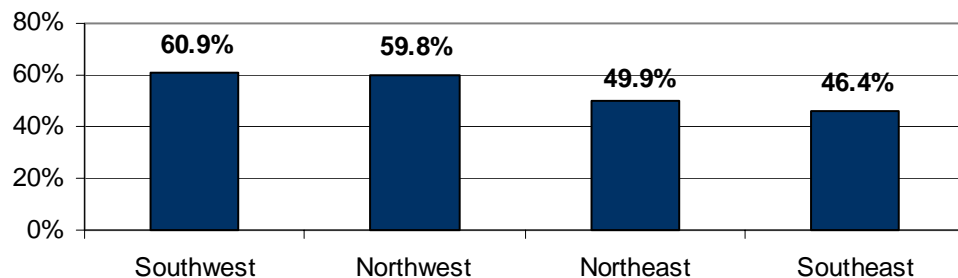
(n=998)



Respondents who reside in western quadrants of Calgary (northwest and southwest) were significantly more likely to provide a higher rating than respondents in eastern quadrants (Figure 2.2). This finding is fairly interesting as data presented in later sections of this report will show that east Calgary residents, particularly those in northeast Calgary, expressed greater concern for safety related issues than those in west Calgary. It is also worth noting that respondents who own their home were more likely to provide a higher rating than those who rent.

**Figure 2:2 Rating of Calgary as a Safe Place to Live**

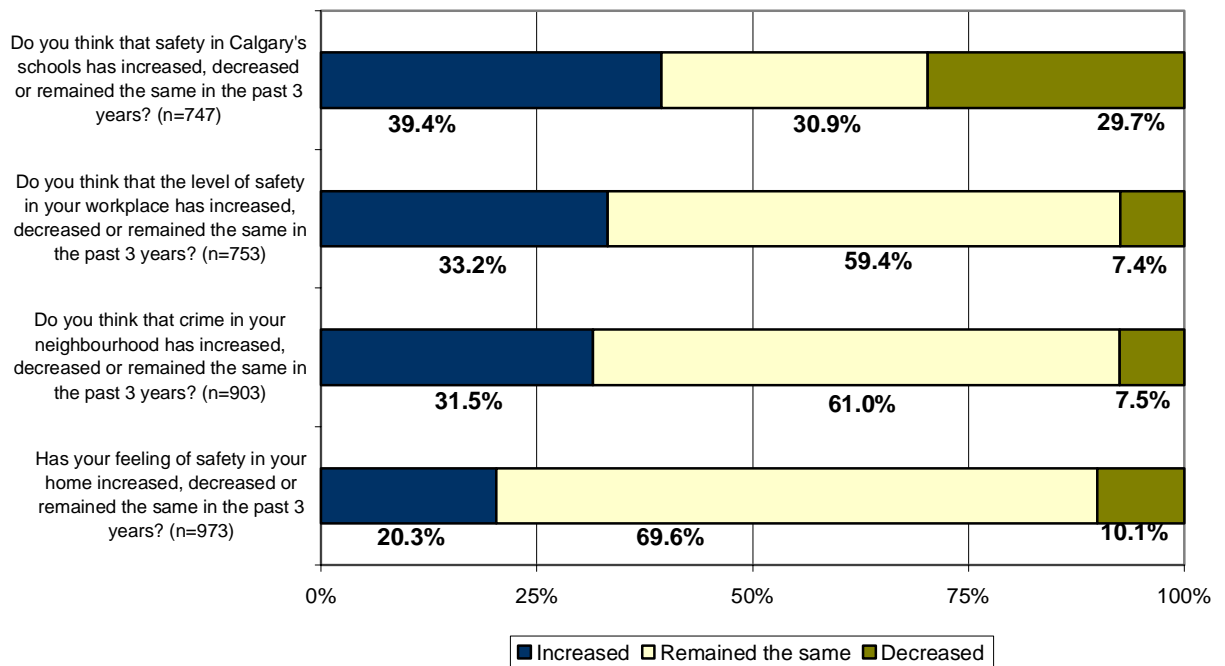
(% of Respondents Rating 8 or more)



Note: Significant differences observed ( $p < .05$ ).

A series of questions was asked to gauge Calgaryans' perceptions of changes in safety and crime over recent years. The data in Figure 2.3 suggest that Calgary households were more likely to believe that safety in Calgary schools, in their workplaces, and in their homes increased rather than decreased. It is worth noting that there were a sizable proportion of respondents (30%) who felt that safety in Calgary's schools had decreased. Detailed analysis reveals, however, that Calgaryans perceiving a decrease in safety at schools were more likely to be households without (e.g. young adult(s), late nest, and mid-aged adults) rather than with children (early nest and nest with youth).

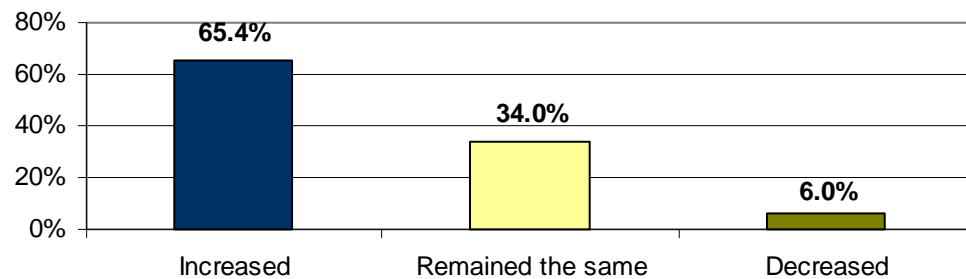
**Figure 2.3: Changes Over the Past 3 Years**



In terms of crime, the data in the above figure imply that Calgary households were more likely to say that crime in their neighbourhoods has increased over the past three years rather than decreased.

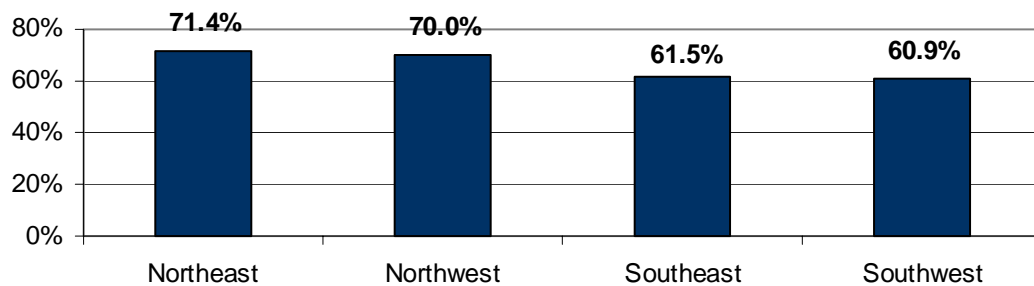
Overall, Calgary households perceive that their awareness of safety issues has increased rather than decreased over the past three years. Figure 2.4 shows that almost two-thirds of respondents (65%) thought that their awareness had increased.

**Figure 2.4: Perceived Changes in Awareness of Safety Issues**  
(n=983)



Further analysis reveals that respondents in north Calgary (northwest and northeast) were significantly more likely to perceive an increase in awareness compared to respondents in south Calgary (Figure 2.5).

**Figure 2.5 Perceived Increase in Awareness of Safety Issues**  
(% of Respondents Reporting an Increase)



Note: Significant differences observed ( $p < .05$ ).

## Suggestions for Change

Respondents were given an opportunity to provide suggestions about what is required to make Calgary a safer place to live. These suggestions are presented in Table 2.1. The most common suggestions focussed on increasing protection and enforcement within the city. In particular, respondents felt that more police and increased use of the Block Watch program in neighbourhoods would make Calgary a safer place to live. Still, a sizable proportion of respondents provided suggestions about addressing crime and violence (e.g. longer sentences, address bullying and teen violence and dealing with gangs) and road and traffic safety (e.g. improve the roadway and safer driving) issues in the city.

| <b>Table 2.1: Requirements to Make Calgary a Safer Place to Live</b> |                                     |   |                                     |
|--|-------------------------------------|---|-------------------------------------|
| <b>Suggestion Categories</b>   | <b>% of Responses<br/>(n=1,684)</b> | <b>Detailed Suggestions</b>                                 | <b>% of Responses<br/>(n=1,684)</b> |
| Protection and enforcement   | 29.5                                | more police   | 20.4                                |
|  |                                     | increased use of Block Watch in neighbourhoods              | 8.1                                 |
|  |                                     | more transit police   | 0.5                                 |
| Crime and violence   | 23.1                                | impose longer sentences                                     | 5.3                                 |
|  |                                     | address bullying and teen violence                          | 4.0                                 |
|  |                                     | deal with the gangs   | 3.9                                 |
|  |                                     | get tougher on juveniles                                    | 3.3                                 |
|  |                                     | enable the media to inform the public                       | 2.4                                 |
|  |                                     | deal with the drug problem                                  | 2.2                                 |
|  |                                     | more jail time for drunk drivers                            | 1.0                                 |
|  |                                     | more weapons controls                                       | 0.7                                 |
|  |                                     | other   | 0.1                                 |
|  |                                     | Road and traffic safety                                     | 16.6                                |
| promote safer driving  | 3.5                                 |   |                                     |
| encourage drivers to not speed                                       | 1.7                                 |   |                                     |
| remove snow and ice from roadways                                    | 1.5                                 |   |                                     |
| improve crosswalks (safety)  | 1.5                                 |   |                                     |
| more street lights   | 1.4                                 |   |                                     |
| encourage drivers to stop running red lights                         | 1.1                                 |   |                                     |
| encourage drivers to stop talking on cell phone while driving        | 1.1                                 |   |                                     |
| educate young drivers better   | 0.9                                 |   |                                     |
| Other  | 0.1                                 |   |                                     |
| Personal safety  | 9.3                                 | talk to kids about personal safety                          | 3.4                                 |
|  |                                     | promote ways of avoiding personal assaults                  | 2.3                                 |
|  |                                     | promote ways to reduce home invasions/break-ins             | 1.8                                 |
|  |                                     | deal with aggressive panhandlers                            | 1.7                                 |
| Injury prevention  | 6.2                                 | reduce emergency line-ups                                   | 3.3                                 |
|  |                                     | build more fire halls                                       | 1.3                                 |
|  |                                     | promote ways to avoid personal injury                       | 0.7                                 |
|  |                                     | promote ways of improve handling of dangerous goods         | 0.4                                 |
|  |                                     | encourage households to check fire and CO detectors         | 0.3                                 |
|  |                                     | encourage households to keep dogs in off-leash areas        | 0.3                                 |
| Clean and healthy environment  | 3.1                                 | encourage households to stop littering in parks and streets | 1.2                                 |
|  |                                     | improve the air quality                                     | 0.7                                 |
|  |                                     | encourage households to stop polluting the water            | 0.6                                 |
|  |                                     | encourage use of alternative transportation                 | 0.4                                 |
|  |                                     | promote noise pollution reduction                           | 0.2                                 |
| other  | 0.1                                 |   |                                     |
| Other  |                                     | Calgary is an ok place to live                              | 3.4                                 |
| Refused/don't know   | 9.3                                 | refused/don't know  | 9.3                                 |
| <b>Total</b>   | <b>100.0</b>                        | <b>Total</b>  | <b>100.0</b>                        |

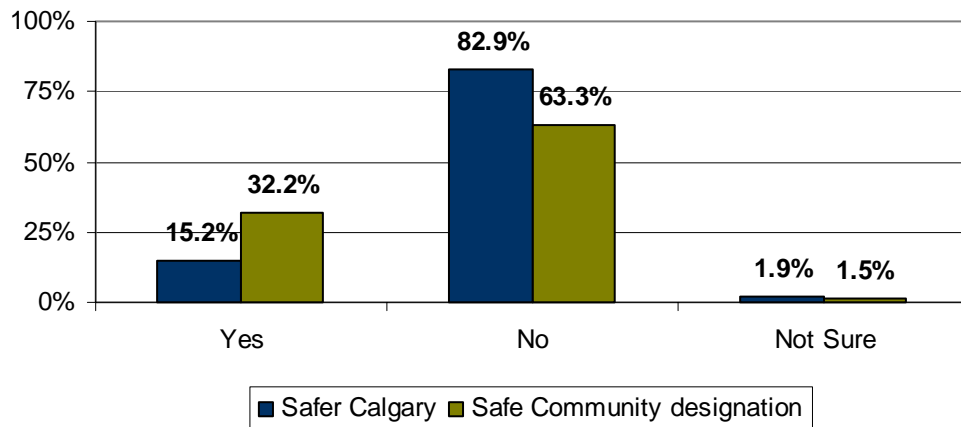
### **3.0 AWARENESS AND KNOWLEDGE OF SAFETY INITIATIVES AND RESOURCES**

A set of questions was administered in the survey to measure Calgary households' awareness of safety initiatives such as Safer Calgary and the Safe Community designation, and safety resources in the community. This section of the report examines these measures.

#### **Safer Calgary and the Safe Calgary Designation**

The first group of questions asked survey respondents about their awareness of Safer Calgary and the Safe Community designation that has been awarded to Calgary. The data in Figure 3.1 suggest that a small segment of Calgary households were aware of these safety initiatives. Indeed, less than one out of five respondents (15%) to the survey stated that they were aware of Safer Calgary. Although more respondents indicated they were aware of the Safe Community designation, the proportion only represented about a third of respondents (32%).

**Figure 3.1: Awareness of Safety Initiatives**  
(n=1,001)



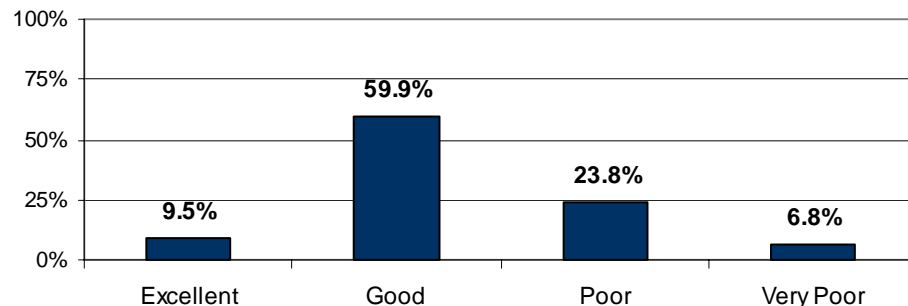
Further analysis reveals that segments of the population were more likely than others to be aware of these initiatives. For example, northeast Calgary residents were more likely than residents of other quadrants of the city to be aware of Safer Calgary. This distinction is interesting as survey data presented in later sections of this report show that northeast Calgary households appear to be more concerned about safety-related issues than residents of other areas of the city. In terms of the Safe Community designation, households in later stages of

family life cycle (i.e. late nest, mid-aged adult(s) and senior(s)) were more likely to be aware of this initiative.

### **Knowledge of Safer Calgary**

Respondents who were aware of Safer Calgary were asked to rate their knowledge of it. Most of these respondents (69%) indicated that their knowledge was excellent or good, however there were a significantly higher proportion of respondents who stated good rather than excellent (Figure 3.2).

**Figure 3.2: Knowledge of Safer Calgary Initiative**  
(n=147)

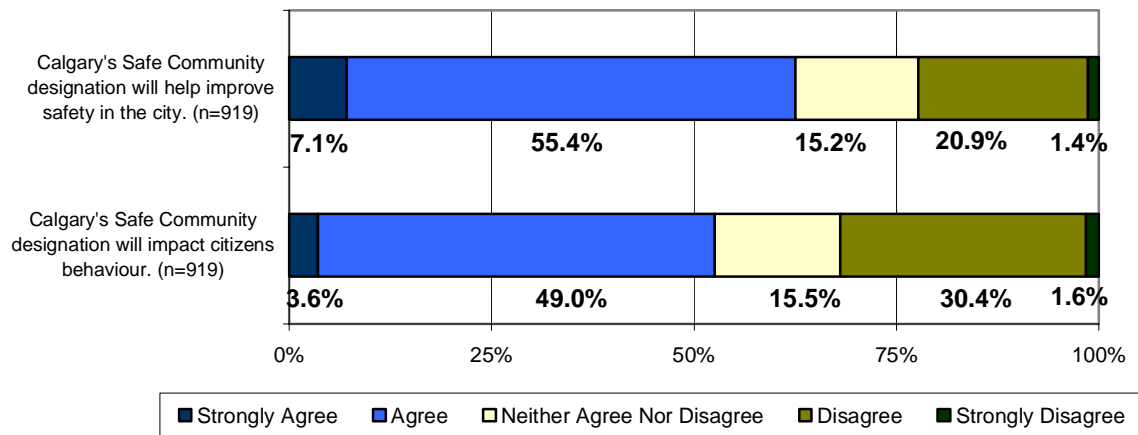


### **Potential Influences of the Safe Community Designation**

Calgary households, on the whole, expected that that the Safe Community designation will have a positive influence. Survey respondents were asked how they thought the Safe Community designation might improve safety and impact citizen's behaviour. The data presented in Figure 3.3, on the next page, suggest that most respondents were cautiously optimistic that the designation will have a constructive influence on the city and its citizens. Almost two-thirds of respondents (63%) agreed (strongly agree and agree) that the designation will improve safety in the city and just over half (53%) agreed it will impact citizen's behaviour. It is worth noting, though, that respondents were more likely to agree rather than strongly agree to these queries.



**Figure 3.3: Potential Influences of Safe Community Designation**



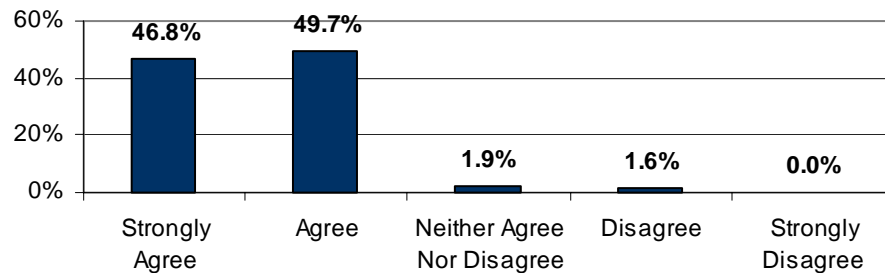
Respondents who were aware of the Safe Calgary designation were significantly more likely than those who were unaware to agree that the designation will help improve safety in the City. Interestingly, however, respondents who were aware were no more likely to agree that the designation will impact citizens' behaviour.

Respondents residing in established and new communities were more likely to agree that the designation will impact citizens' behaviour than respondents in the inner city.

### **Citizens' Role in Public Safety**

There was a strong belief among Calgary households that citizens play an important role in promoting and improving public safety. Indeed, the vast majority of respondents to the survey (96%) agreed that citizens play an important role (Figure 3.4 on the next page). Actually, almost half of these respondents (47%) stated that they strongly agreed.

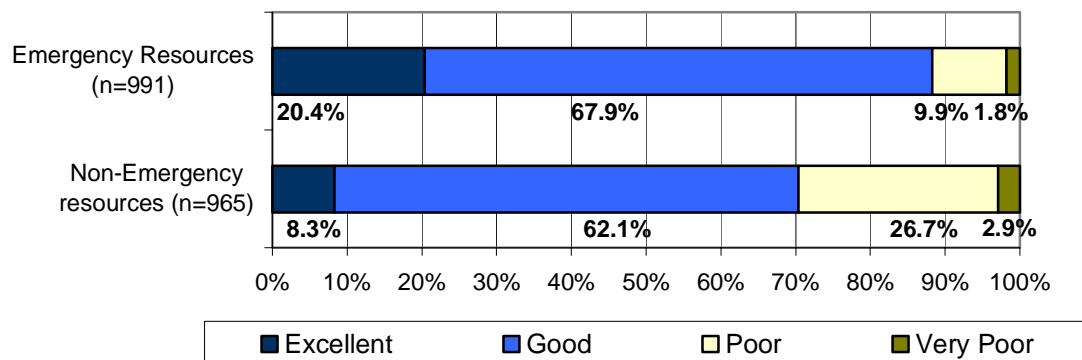
**Figure 3.4: Citizens Play an Important Role in Promoting and Improving Public Safety**  
(n=972)



### Knowledge of Safety Resources

Overall, Calgary households perceived their knowledge of safety resources in the city to be good, although knowledge of emergency resources is perceived to be better than that of non-emergency resources. Figure 3.5 shows that almost nine out of ten survey respondents (88%) rated their knowledge of emergency resources in the city as excellent or good. Fewer respondents (70%), however, rated their knowledge of non-emergency services as excellent or good. For both these queries, respondents were more likely to rate their knowledge as good rather than excellent, which may suggest that there is an opportunity to enhance Calgary households' knowledge of safety resources in the city.

**Figure 3.5: Knowledge of Safety Resources in Calgary**



## 4.0 SAFETY CONCERNS

To get a sense of issues that might concern Calgary households, the survey examined three groups of safety related subjects including crime and violence, injury prevention and clean and healthy environment. These groupings represent the three streams of organizations that are involved in Safer Calgary.

### Crime and Violence

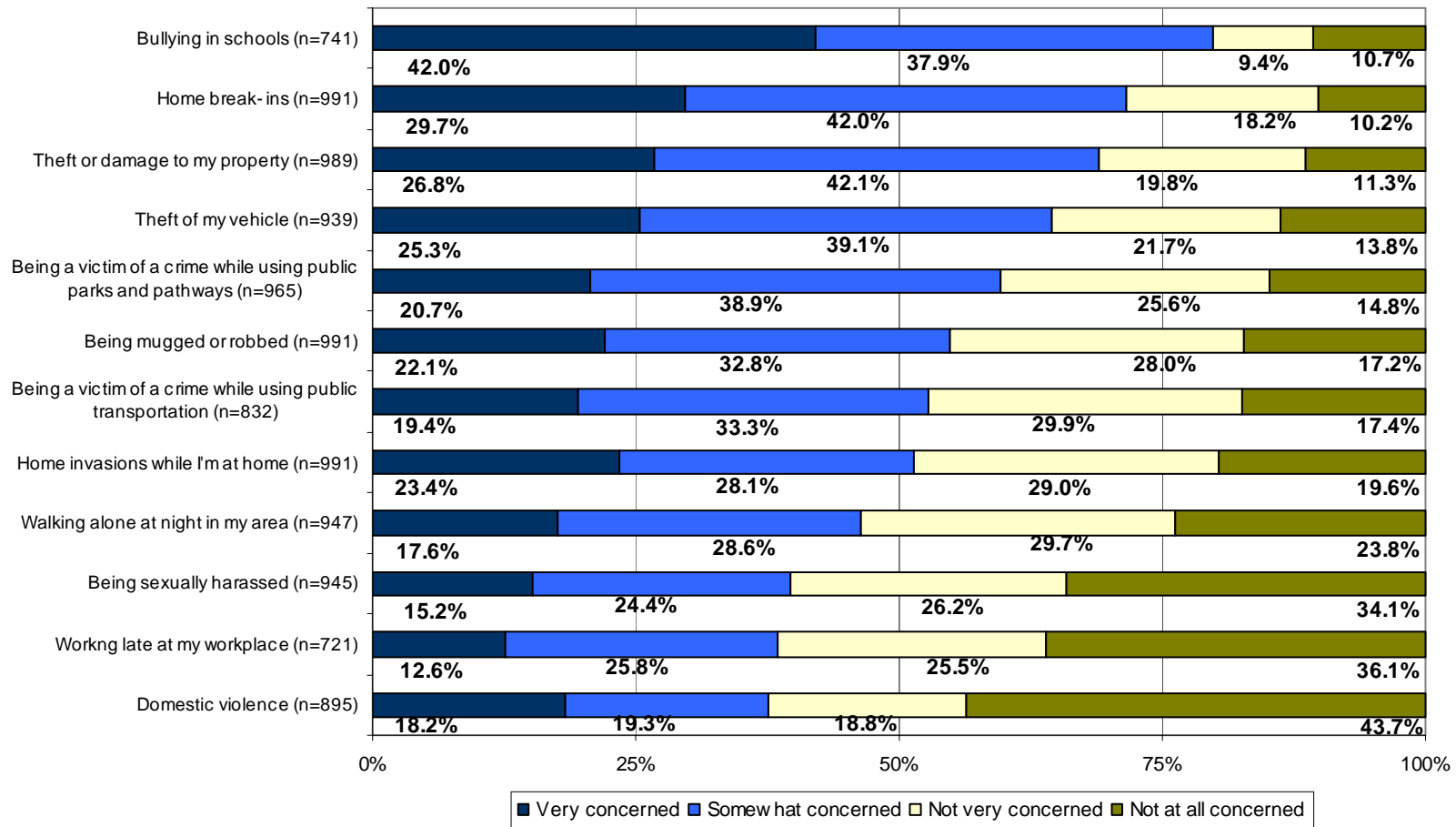
Figure 4.1 presents respondents' ratings about concern for subjects examined in the first group, crime and violence. Of the subjects, there were three sets that are noteworthy (at least half of respondents expressed concern).

- The most prominent concern was bullying in school. Indeed, almost eight out of ten respondents (80%) identified bullying in school as a concern.
- The next set of prominently identified concerns related to theft or property. Approximately two-thirds to seven out of ten respondents indicated concern for home break-ins (72%), theft or damage to property (69%), and theft of vehicle (64%).
- The third set of notable concerns is associated with invasion of personal safety. Over half of respondents expressed concern with being a victim of crime while using public parks and walkways (59%), being mugged or robbed (55%), being a victim of a crime while using public transportation (53%) and home invasions while at home (52%).

For the remaining subjects (walking alone at night, being sexually harassed, working late and domestic violence), less than half of the respondents indicated that they were concerned. However, it is worth noting that female heads of households were significantly more likely to be concerned with most of the these subjects (all except for domestic violence). Although the issues did not register as being prominent within the overall sample, female heads of households acknowledged that these issues were of concern to them (Table 4.1).

| <b>Table 4.1: Differences in Concern for Less Prominent Subjects to the Overall Survey Sample</b> |   |                  |
|---|---|------------------|
| <b>Subjects</b>   | <b>% of Respondents Indicating Very or Somewhat Concerned</b> |                  |
|   | <b>Female Head</b>  | <b>Male Head</b> |
| Walking alone at night in my area   | 62.4  | 31.2             |
| Being sexually harassed   | 52.0  | 27.0             |
| Working late at my workplace  | 53.9  | 26.2             |
| Note: Significant differences observed (p<.05).   |   |                  |

Figure 4.1: Concern with Crime and Violence



Actually, female heads of households were much more likely to express concerns with many of the subjects relating to crime and violence than male heads of households. Table 4.2 reveals the distinct differences in opinion between female and male heads of households about additional crime and violence subjects.

| <b>Table 4.2: Differences of Concern for Crime and Violence</b> |   |                  |
|---|---|------------------|
| <b>Subjects</b>   | <b>% of Respondents Indicating Very or Somewhat Concerned</b> |                  |
|   | <b>Female Head</b>  | <b>Male Head</b> |
| Bullying in school  | 86.1  | 73.3             |
| Home break-ins <sup>5</sup>                                     | 73.0  | 70.3             |
| Being a victim while using public parks and pathways            | 72.3  | 47.0             |
| Home invasions while at home                                    | 58.0  | 44.9             |

Note: Significant differences observed (p<.05).

Other segments were also more likely to express higher levels of concern for crime and violence related subjects. The following table presents segments that were more likely to express concerns with various subjects. Within this analysis, segments such as northeast residents, lower household income (e.g. \$40,000 or lower), mid-aged adult(s) and senior(s) are commonly identified as expressing higher levels of concerns for crime and violence subjects.

| <b>Distinct Segment Characteristics - Concerns with Crime and Violence</b> |   |
|--|---|
| <b>Crime and Violence Subjects</b>   | <b>Characteristics<br/>(Segments Expressing Higher Concern)</b>   |
| Bullying in schools  | <ul style="list-style-type: none"> <li>▪ Northeast residents</li> <li>▪ Lower household income (\$40,000 or lower)</li> <li>▪ Mid-aged adult(s) and senior(s)</li> <li>▪ Female heads of household</li> </ul> |
| Home break-ins   | <ul style="list-style-type: none"> <li>▪ Home owners</li> <li>▪ Female heads of household</li> </ul>  |
| Theft of my vehicle  | <ul style="list-style-type: none"> <li>▪ Lower household income (\$40,000 or lower)</li> <li>▪ Late nest, mid-aged adult(s) and senior(s)</li> </ul>  |
| Being a victim of a crime while using public parks and pathways            | <ul style="list-style-type: none"> <li>▪ Lower household income (\$40,000 or lower)</li> <li>▪ Female heads of household</li> </ul>   |
| Being mugged or robbed   | <ul style="list-style-type: none"> <li>▪ Northeast and southeast residents</li> <li>▪ Lower household income (\$60,000 or lower)</li> </ul>   |
| Being a victim of a crime while using public transit                       | <ul style="list-style-type: none"> <li>▪ Mid-aged adult(s) and senior(s)</li> </ul>   |
| Home invasions while I'm at home   | <ul style="list-style-type: none"> <li>▪ Lower household income (\$40,000 or lower)</li> <li>▪ Late nest and senior(s)</li> <li>▪ Female heads of household</li> </ul>  |
| Walking alone at night in my area  | <ul style="list-style-type: none"> <li>▪ Mid-aged adult(s) and senior(s)</li> <li>▪ Inner city and established communities</li> <li>▪ Female heads of household</li> </ul>                                    |
| Being sexually harassed  | <ul style="list-style-type: none"> <li>▪ Northeast residents</li> <li>▪ Lower household income (\$40,000 or lower)</li> <li>▪ Female heads of household</li> </ul>  |
| Working late at my workplace   | <ul style="list-style-type: none"> <li>▪ Female heads of household</li> </ul>   |
| Domestic violence  | <ul style="list-style-type: none"> <li>▪ Established communities</li> </ul>   |

Note: Significant differences observed (p<.05).

<sup>5</sup> Note: A significantly higher proportion of female heads of household respondents indicated very concerned compared to male heads of households.

## **Injury Prevention**

The second group of subjects examined in the survey related to injury prevention. Figure 4.2 on the next page presents levels of concern respondents expressed for these subjects.

Interestingly, the most prominent subjects about injury prevention tended to be associated with drivers (or driving) and pedestrians. At least three-quarters of respondents stated concern with these types of subjects (presented below). It is worth noting that the top two subjects focus on the behaviour of drivers (running red lights and using cell phones). In these two cases, approximately nine out of ten respondents stated concern, which may signify the level of importance that Calgary households currently place on these issues.

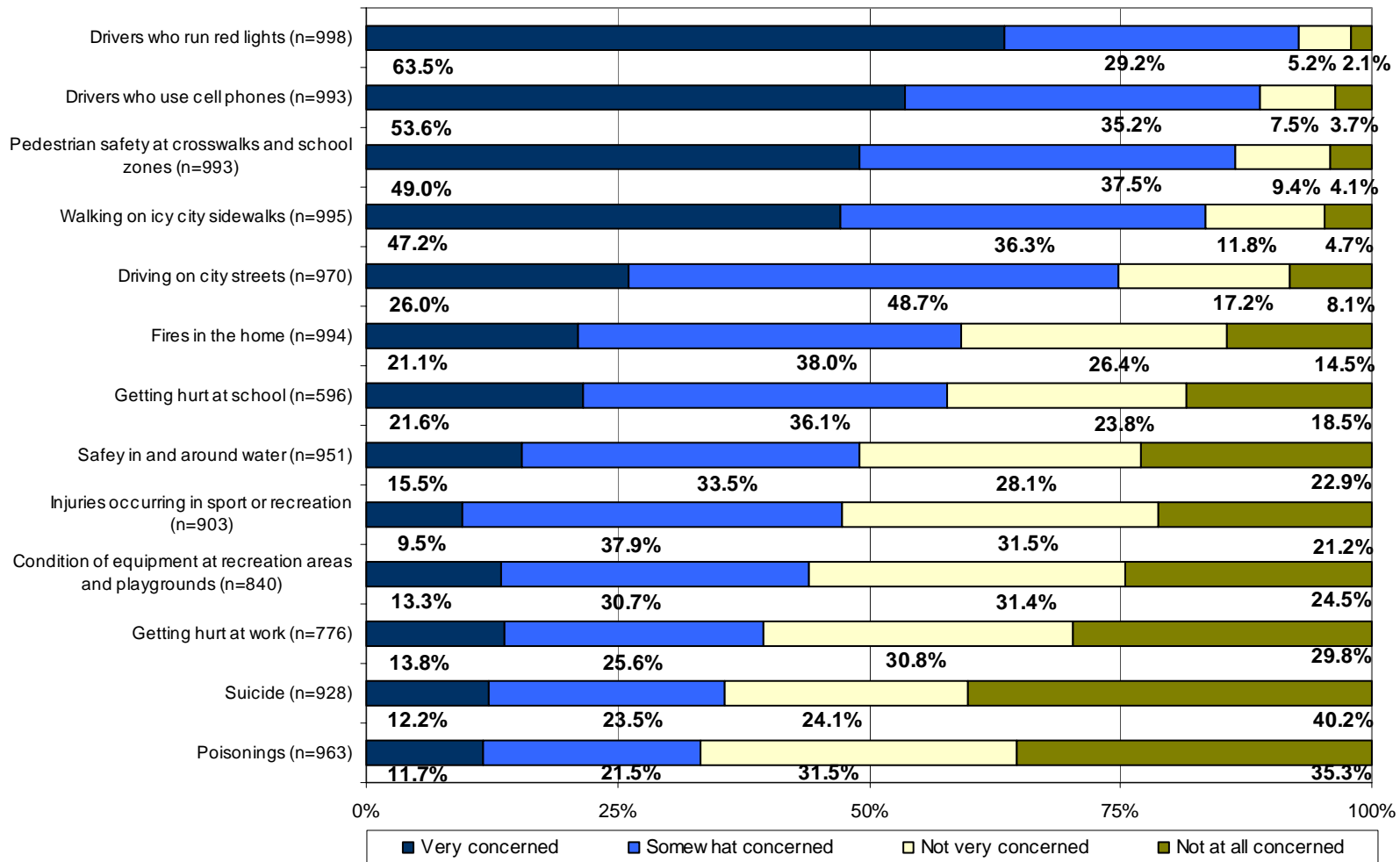
- Drivers who run red lights (93%);
- Drivers who use cell phone (89%);
- Pedestrian safety at crosswalks and school zones (87%);
- Walking on icy city sidewalks (84%); and
- Driving on city streets (75%).

The next set of subjects does not have a common theme. However, over half of respondents expressed concern with fires in the home (59%) and getting hurt at school (58%).

The remaining set of injury prevention subjects tested in the survey related to injuries or getting hurt. Less than half of respondents stated concern with the remaining set of subjects, which included:

- Safety in and around water (49%)
- Injuries occurring in sport or recreation (47%);
- Condition of equipment at recreation areas and playgrounds (44%);
- Getting hurt at work (39%);
- Suicide (36%); and
- Poisonings (33%).

Figure 4.2: Concern with Injury Prevention



Detailed analysis of the injury prevention data reveals segments of the population that were more likely to express concerns. This analysis is presented in the table below. Population segments that commonly expressed higher concerns with injury prevention subjects were:

- Female heads of households;
- Northeast residents;
- Lower household income (\$40,000 or lower); and
- Early nest, mid-aged adult(s) and senior(s).

The early nest segment identified concerns that likely reflect issues respondents associate with the children in the household. For example, this segment was more likely to express concerns with pedestrian safety at crosswalks and school zones, getting hurt at school, safety in and around water, condition of equipment at recreation areas and playgrounds and poisonings. It might be assumed that these are areas of concern that parents have for their children.

| <b>Distinct Segment Characteristics - Concerns with Injury Prevention</b> |   |
|---|---|
| <b>Injury prevention Subject</b>  | <b>Characteristics<br/>(Segments Expressing Higher Concern)</b>   |
| Drivers who run red lights  | <ul style="list-style-type: none"> <li>▪ Female heads of households</li> <li>▪ Mid-aged adult(s) and senior(s)</li> </ul>   |
| Drivers who use cell phones   | <ul style="list-style-type: none"> <li>▪ Female heads of households</li> <li>▪ Mid-aged adult(s) and senior(s)</li> </ul>   |
| Pedestrian safety at crosswalks and school zones                          | <ul style="list-style-type: none"> <li>▪ Northeast residents</li> <li>▪ Lower household income (\$40,000 or lower)</li> <li>▪ Early nest and senior(s)</li> </ul>                         |
| Walking on icy city sidewalks   | <ul style="list-style-type: none"> <li>▪ Lower household income (\$40,000 or lower)</li> <li>▪ Female heads of household</li> <li>▪ Mid-aged adult(s) and senior(s)</li> </ul>            |
| Driving on city streets   | <ul style="list-style-type: none"> <li>▪ Lower household income (\$40,000 or lower)</li> <li>▪ Female heads of household</li> <li>▪ Late nest, mid-aged adult(s) and senior(s)</li> </ul> |
| Fires in the home   | <ul style="list-style-type: none"> <li>▪ Northeast residents</li> <li>▪ Lower household income (\$40,000 or lower)</li> <li>▪ Female heads of households</li> </ul>                       |
| Getting hurt at school  | <ul style="list-style-type: none"> <li>▪ Female heads of household</li> <li>▪ Early nest</li> </ul>   |
| Safety in and around water  | <ul style="list-style-type: none"> <li>▪ Southeast residents</li> <li>▪ Lower household income (\$40,000 or lower)</li> <li>▪ Early nest</li> </ul>                                       |
| Injuries occurring in sport or recreation                                 | <ul style="list-style-type: none"> <li>▪ Female heads of households</li> </ul>  |
| Condition of equipment at recreation areas and playgrounds                | <ul style="list-style-type: none"> <li>▪ Northeast residents</li> <li>▪ Early nest</li> </ul>   |
| Getting hurt at work  | <ul style="list-style-type: none"> <li>▪ Lower household income (\$40,000 or lower)</li> <li>▪ Home renters</li> </ul>  |
| Poisonings  | <ul style="list-style-type: none"> <li>▪ Northeast residents</li> <li>▪ Lower household income (\$40,000 or lower)</li> <li>▪ Early nest and late nest</li> </ul>                         |
| Note: Significant differences observed (p<.05).                           |   |



## Clean and Healthy Environment

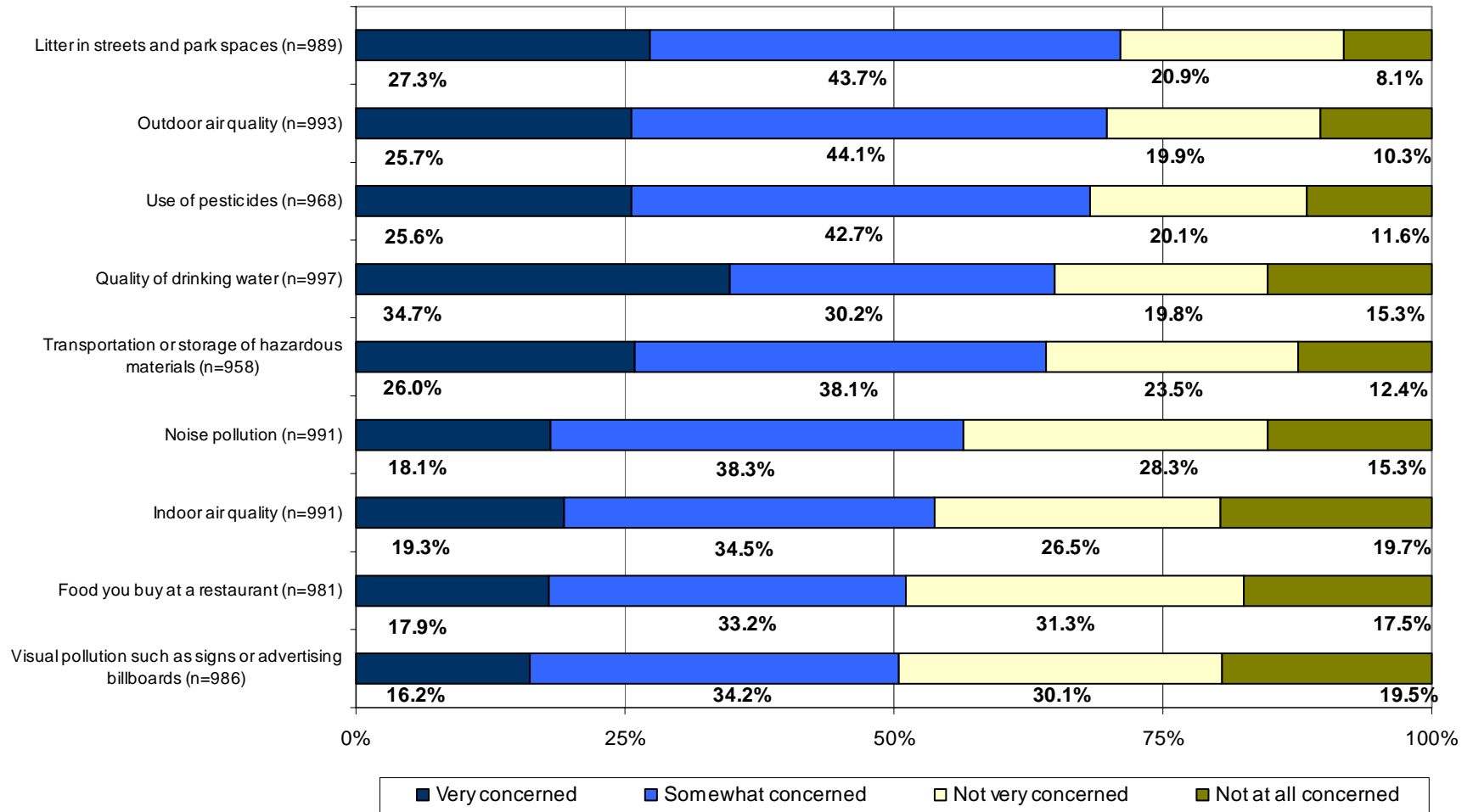
The third group of subjects examined in the survey were related to a clean and healthy environment. Figure 4.3 on the next page presents the data from these queries. For this group, at least half of respondents expressed concern for all of the subjects tested in the survey. Litter in streets and park spaces (71%) and outdoor air quality (70%) were to top two subjects of concern, while food bought at restaurants (51%) and visual pollution were the least of concern within this group.

A subject of note within this group is the quality of drinking water. Although this subject did not rank as one of the top issues of concern to respondents, there were a sizable proportion of respondents who stated that they were very concerned with this subject. Actually, over a third of respondents (35%) reported being very concerned with the quality of drinking water. This may suggest that there is a portion of the population that has strong feelings about the quality of drinking water; more than there might be for other subjects tested in this group. Further analysis, however, did not reveal distinctive demographic characteristics (other than lower household income) that might describe or characterize this portion of the population (see table below).

Lower income households, female heads of households and mid-aged adult(s) and senior(s) were segments of the population that commonly had higher concern for subjects in the clean and healthy environment group (see table below).

| <b>Distinct Segment Characteristics - Concerns with Clean and Healthy Environment</b> |   |
|---|---|
| <b>Clean and Healthy Environment Subjects</b>   | <b>Characteristics<br/>(Segments Expressing Higher Concern)</b>   |
| Litter in streets and park spaces   | <ul style="list-style-type: none"> <li>▪ Northeast residents</li> <li>▪ Lower income households (\$40,000 or lower)</li> </ul>  |
| Outdoor air quality   | <ul style="list-style-type: none"> <li>▪ Lower income households (\$40,000 or lower)</li> <li>▪ Female heads of households</li> </ul>   |
| Use of pesticides   | <ul style="list-style-type: none"> <li>▪ Female heads of households</li> </ul>  |
| Quality of drinking water   | <ul style="list-style-type: none"> <li>▪ Lower income households (\$40,000 or lower)</li> </ul>   |
| Transportation or storage of hazardous materials                                      | <ul style="list-style-type: none"> <li>▪ Lower income households (\$40,000 or lower)</li> <li>▪ Female heads of households</li> <li>▪ Mid-aged adults(s) and senior(s)</li> </ul> |
| Noise pollution   | <ul style="list-style-type: none"> <li>▪ Late nest, mid-aged adult(s) and senior(s)</li> </ul>  |
| Indoor air quality  | <ul style="list-style-type: none"> <li>▪ Early nest</li> </ul>  |
| Food you buy at restaurants   | <ul style="list-style-type: none"> <li>▪ Northeast and southeast residents</li> <li>▪ Female heads of households</li> <li>▪ Mid-aged adult(s) and senior(s)</li> </ul>            |
| Note: Significant differences observed (p<.05).                                       |   |

Figure 4.3: Concern with Clean and Healthy Environment



## Additional Concerns

Survey respondents provided additional subjects that they felt were of concern to themselves or their households. The most common concerns were associated with road and traffic safety. In particular, respondents were concerned with speeding drivers, poor road design and snow and ice on roads. The second most common area of concern was injury prevention issues such as dogs in off-leash areas and crosswalk safety.

| <b>Table 4.3: Additional Concerns</b> |                                   |  |                                   |
|---------------------------------------|-----------------------------------|--|-----------------------------------|
| <b>Suggestion Categories</b>          | <b>% of Responses<br/>(n=257)</b> | <b>Detailed Suggestions</b>                              | <b>% of Responses<br/>(n=257)</b> |
| Road and traffic safety               | 34.6                              | speeding drivers   | 10.5                              |
|                                       |                                   | poor roadway design                                      | 8.6                               |
|                                       |                                   | snow and ice on roads                                    | 6.2                               |
|                                       |                                   | lack of street signs                                     | 4.3                               |
|                                       |                                   | lack of street cleaning                                  | 4.3                               |
|                                       |                                   | sharing pathways and sidewalks<br>(cyclists and walkers) | 0.8                               |
| Injury prevention                     | 22.6                              | dogs in off-leash areas                                  | 5.8                               |
|                                       |                                   | crosswalk safety   | 5.1                               |
|                                       |                                   | long emergency lines                                     | 4.7                               |
|                                       |                                   | avoid personal injury situations                         | 2.7                               |
|                                       |                                   | checking fire and CO detectors                           | 1.9                               |
|                                       |                                   | fire escape plans  | 1.6                               |
| Crime and violence                    | 18.3                              | fire hazards   | 0.8                               |
|                                       |                                   | bullying and teen violence                               | 6.2                               |
|                                       |                                   | tougher sentences  | 5.4                               |
|                                       |                                   | too many gangs   | 3.9                               |
|                                       |                                   | drug problem   | 2.3                               |
| Personal safety                       | 14.0                              | other  | 0.4                               |
|                                       |                                   | personal assaults  | 3.9                               |
|                                       |                                   | home invasions and break-ins                             | 3.9                               |
|                                       |                                   | loitering  | 2.7                               |
|                                       |                                   | aggressive panhandlers                                   | 1.6                               |
|                                       |                                   | theft/damage to vehicle                                  | 1.2                               |
| Clean and healthy environment         | 10.5                              | other  | 0.8                               |
|                                       |                                   | poisonings   | 3.1                               |
|                                       |                                   | air pollution  | 2.7                               |
|                                       |                                   | visual pollution   | 1.6                               |
|                                       |                                   | recycling  | 1.2                               |
| Total                                 | 100.0                             | Total  | 100.0                             |

Some of the subjects identified in the above table may warrant further consideration in future surveys conducted by Safer Calgary. For example, speeding drivers and dogs in off-leash areas may be issues to explore in future surveys.

## **5.0 SAFETY PRECAUTIONS**

Survey respondents were asked questions about precautions that they or their household might use for safety reasons. Similar to the concerns examined in the previous section, these precautions were grouped into the three categories of crime and violence, injury prevention and clean and healthy environment.

### **Crime and Violence**

In terms of crime and violence precautions, there were a couple of activities that the vast majority respondents use frequently to protect themselves or their households. Both of these activities relate to locking doors. Essentially, at least nine out of ten respondents indicated that they lock their doors at home (94%) and lock their car doors (93%) frequently.

Another set of precautions that a significant majority of respondents use relate to being aware of potential risks. For example, over three quarters of respondents frequently make themselves aware of their surroundings when walking alone (77%) and look to see who is at the door before answering (76%).

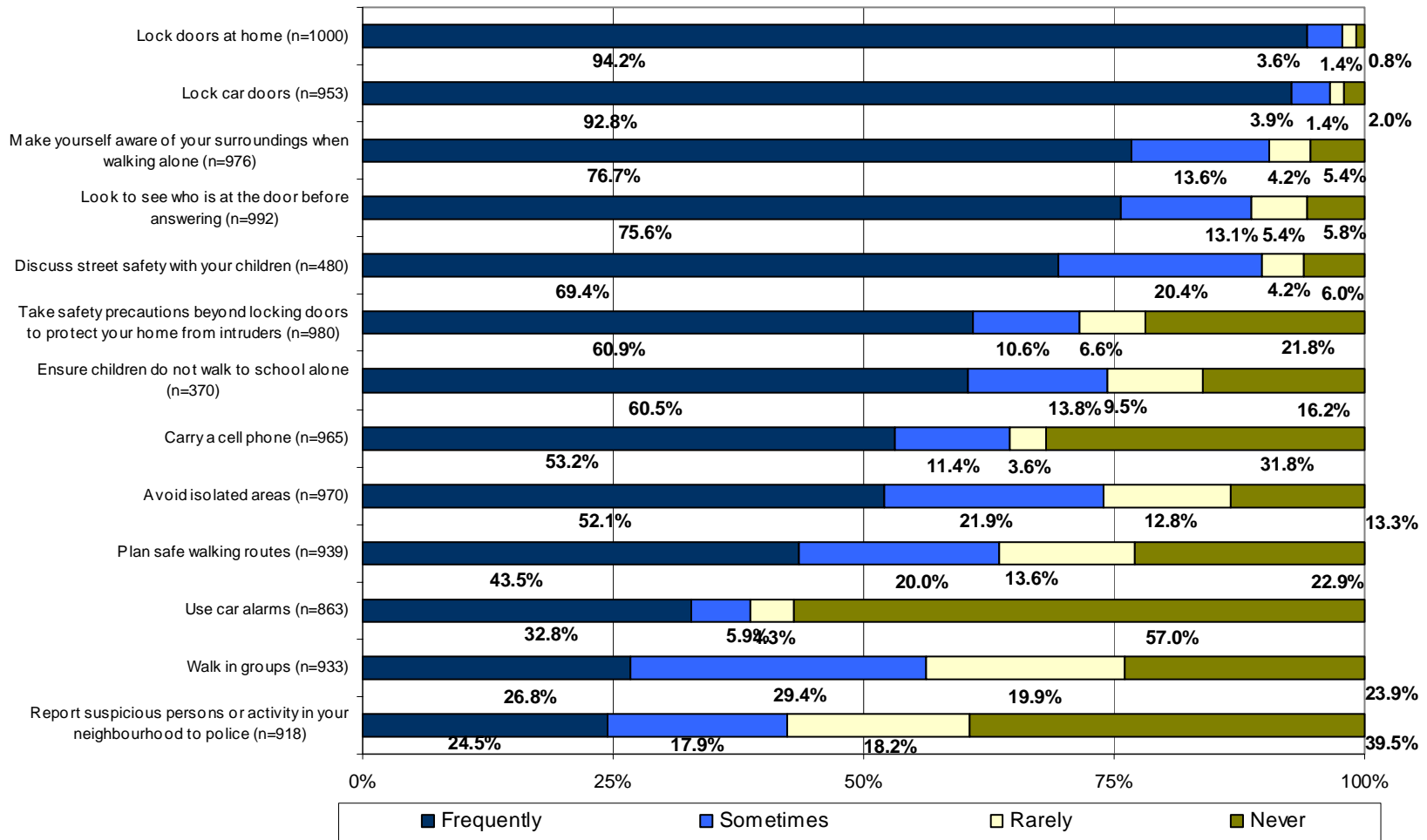
A third set of precautions that most respondents frequently use is presented below. In these cases, at least half of respondents indicated that they frequently use these precautions.

- Discuss street safety with children (70%);
- Take safety precautions beyond locking doors to protect your home from intruders (61%);
- Ensure children do not walk to school alone (61%);
- Carry a cell phone (53%); and
- Avoid isolated areas (52%).

The remaining precautions examined in the survey were used frequently by less than half of respondents (see list below). These precautions may warrant consideration for promoting and improving safety in Calgary; particularly the least likely used precaution which was reporting suspicious persons or activity in the neighbourhood to the police. Some care may need to be considered for this last precaution as some respondents may not have experienced situations in which this type of activity was necessary.

- Plan safe walking routes (44%);
- Use car alarms (33%);
- Walk in groups (27%); and
- Report suspicious persons or activity in your neighbourhood to police (25%).

Figure 5.1: Precautions Related to Crime and Violence



There were several segments of the population that were less apt to report a response of "frequently" than were other segments. Some of the distinctions among segments might be expected. For example, family life stages without children or youth were significantly less likely to state that they frequently discuss street safety with children and ensure children do not walk to school alone. As well, households with income under \$80,000 were less likely to frequently carry a cell phone (possibly an affordability issue). However, the young adult(s) segment of the population was less likely to state "frequently" to a number of the precautions examined in the survey. In some respects, this finding might be explained by the young adult(s) segment perceiving themselves as being less vulnerable to safety-related issues than other family life stage segments. However, there may be other factors that have an influence on this segment.

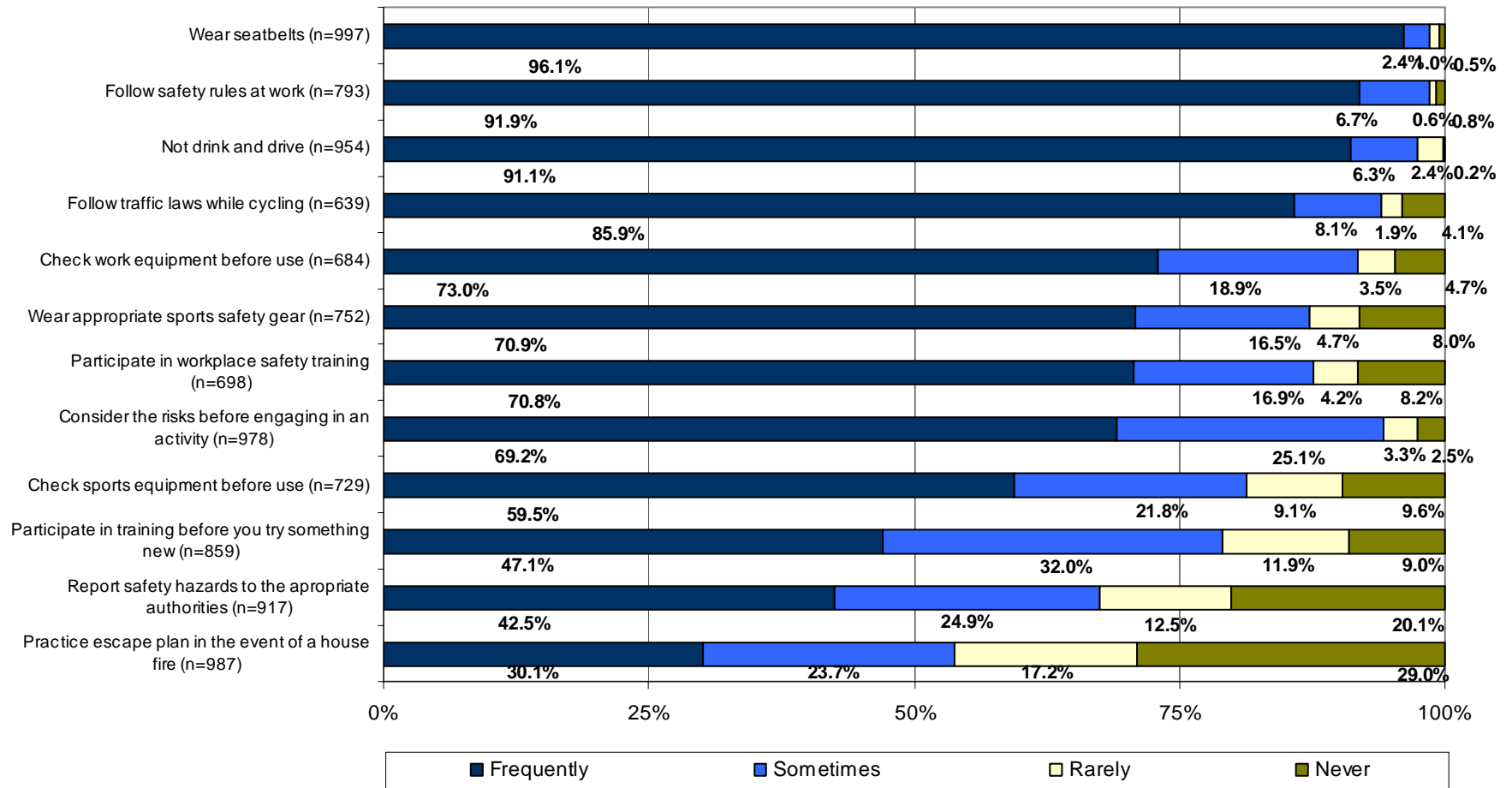
| <b>Distinct Segment Characteristics - Precautions Used to Address Crime and Violence</b> |   |
|--|---|
| <b>Crime and Violence Precautions</b>  | <b>Characteristics<br/>(Segments Less Likely to Indicate Frequently)</b>  |
| Look to see who is at the door before answering  | <ul style="list-style-type: none"> <li>▪ Young adult(s) and late nest</li> </ul>  |
| Discuss street safety with your children   | <ul style="list-style-type: none"> <li>▪ Family life stages without children or youth</li> </ul>  |
| Take safety precautions beyond locking doors to protect your home from intruders         | <ul style="list-style-type: none"> <li>▪ Young adult(s) and late nest</li> </ul>  |
| Ensure children do not walk to school alone  | <ul style="list-style-type: none"> <li>▪ Family life stages without children or youth</li> </ul>  |
| Carry a cell phone   | <ul style="list-style-type: none"> <li>▪ Household incomes lower than \$80,000</li> <li>▪ Late nest, mid-aged adult(s) and senior(s)</li> <li>▪ Inner city</li> </ul> |
| Walk in groups   | <ul style="list-style-type: none"> <li>▪ Young adult(s), mid-aged adult(s) and senior(s)</li> <li>▪ Inner city</li> </ul>   |
| Report suspicious persons or activities in your neighbourhood to police                  | <ul style="list-style-type: none"> <li>▪ Young adults</li> </ul>  |
| Note: Significant differences observed (p<.05).  |   |

## **Injury Prevention**

Following the same approach as the previous section, in terms of ranking precautions, there is a set of injury prevention precautions that the vast majority of respondents reported frequently using to protect themselves or members of their households. Three of the four precautions relate to driving or cycling. The most prominently used injury prevention precautions include:

- Wearing seatbelts (96%);
- Following safety rules at work (92%);
- Not drinking and driving (91%); and
- Following traffic laws while cycling (86%).

Figure 5.2: Precautions Related to Injury Prevention



The next set of precautions typically related to checking equipment or possible risks before undertaking an activity. For this set of precautions, more than half to three-quarters of respondents stated frequent use.

- Check work equipment before use (73%);
- Wear appropriate sports safety gear (71%);
- Participate in workplace safety training (71%);
- Consider the risks before engaging in an activity (69%); and
- Check sports equipment before use (60%).

The final set of precautions was used frequently by less than half of the respondents. Again, these precautions may warrant consideration for promoting and improving safety. In particular, practicing escape plans in the event of a house fire may present an opportunity for promoting safety as less than a third of respondents reported using this precaution frequently.

- Participate in training before trying something new (47%);
- Report safety hazards to appropriate authorities (43%); and
- Practice escape plan in the event of a house fire (30%).

The following table presents segments that are less likely than others to indicate frequently to using the precautions tested in the survey. The young adult(s) segment was a common segment that was less likely to frequently use the precautions, as were male heads of households. Similar to the supposition presented in the previous section, a sense of invulnerability may be present among these segments as it relates to injury prevention precautions.

| <b>Distinct Segment Characteristics - Precautions Used to Address Injury Prevention</b> |  |
|---|--|
| <b>Injury Prevention Environment Precautions</b>  | <b>Characteristics<br/>(Segments Less Likely to Indicate Frequently)</b> |
| Wear seatbelts  | ▪ Male heads of households   |
| Follow safety rules at work   | ▪ Male heads of households   |
| Not drink and drive   | ▪ Male heads of households   |
| Check work equipment before use   | ▪ Home renters<br>▪ Young adult(s)                                       |
| Wear appropriate sports safety gear   | ▪ Home renters<br>▪ Young adult(s)                                       |
| Participate in training before you try something new                                    | ▪ Young adult(s)   |
| Report safety hazards to the appropriate authorities                                    | ▪ Young adult(s)   |
| Practice escape plan in the event of a house fire                                       | ▪ Male heads of households<br>▪ Young adult(s)                           |
| Note: Significant differences observed (p<.05).   |  |



## Clean and Healthy Environment

The third group of precautions tested in the survey were related to clean and healthy environment. Again, using the same type of ranking approach to analyze the results, there appear to be four sets of precautions.

The first set includes observing safe food-handling practices and a significant majority of respondents (88%) indicated that they frequently use this precaution.

The next set involves recycling in which approximately three-quarters of respondents (74%) stated that they use this precaution frequently.

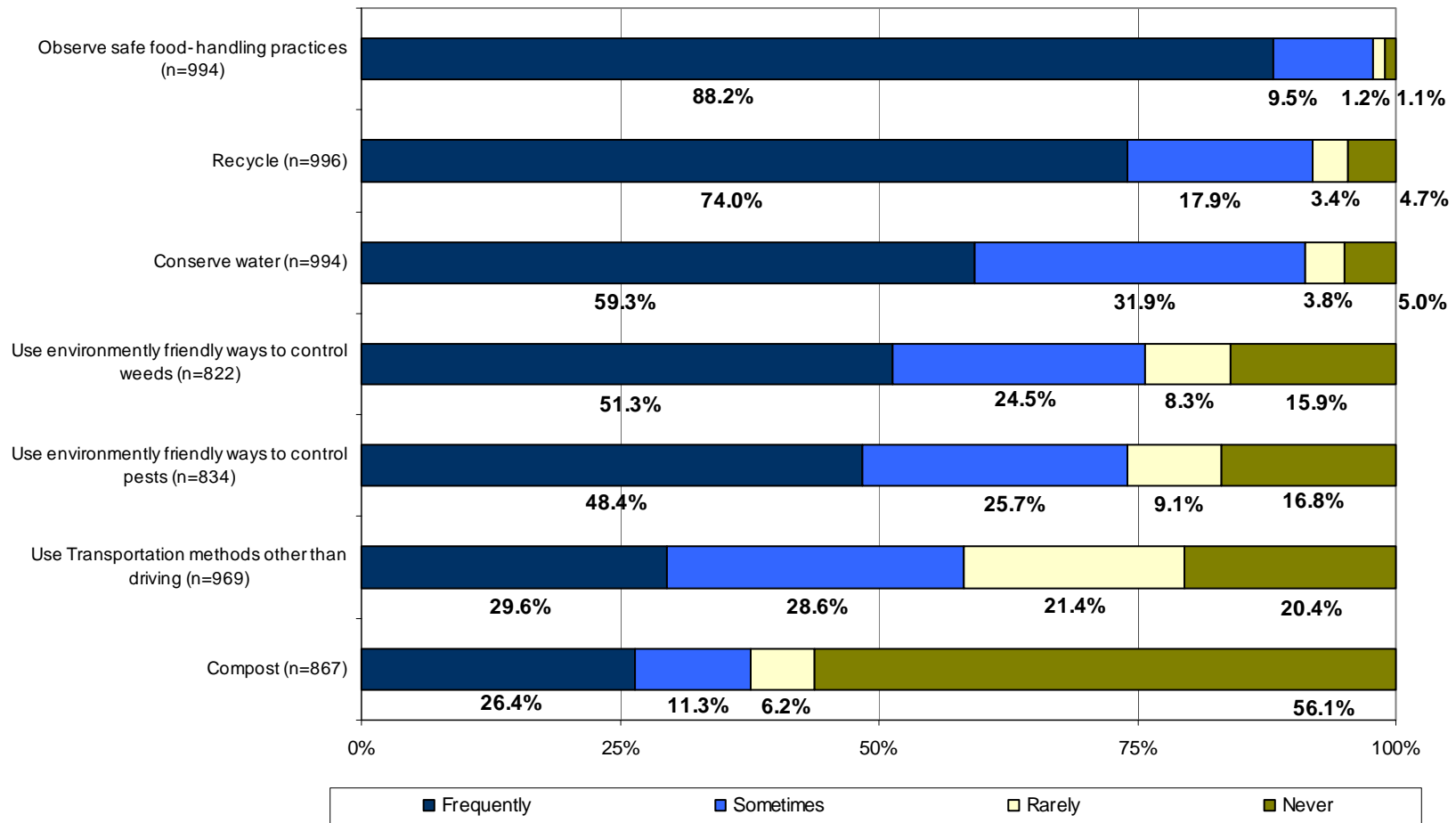
The third set of precautions involves conserve water and use environmentally friendly ways to control weeds. At least half of respondents used these precautions frequently (59% and 51%, respectively).

The final set of precautions was used frequently by less than half of respondents. These precautions include use of environmentally friendly ways to control pests (48%), use of transportation methods other than driving (30%) and compost (26%). This set of precautions may present opportunities for Safer Calgary to promote and improve safety in the city.

As with the previous groups of precautions (crime and violence and injury prevention), young adult(s) was a segment that typically was less likely to indicate that they use clean and healthy environment precautions frequently. Other common segments among the clean and healthy environment precautions were male heads of households and home renters. The latter of these segments, home renters, may present opportunities for Safer Calgary in terms of promoting recycling, water conservation, and composting.

| <b>Distinct Segment Characteristics - Precautions Used for Clean and Healthy Environment</b> |  |
|--|--|
| <b>Clean and Healthy Environment Precautions</b>   | <b>Characteristics<br/>(Segments Less Likely to Indicate Frequently)</b>   |
| Observe safe food-handling practices   | <ul style="list-style-type: none"> <li>▪ Young adult(s)</li> </ul>   |
| Recycle  | <ul style="list-style-type: none"> <li>▪ Northeast, southeast and southwest</li> <li>▪ Home renters</li> <li>▪ Young adult(s)</li> </ul>                         |
| Conserve water   | <ul style="list-style-type: none"> <li>▪ Home renters</li> <li>▪ Young adult(s)</li> <li>▪ Inner city</li> </ul>   |
| Use environmentally friendly ways to control weeds   | <ul style="list-style-type: none"> <li>▪ Male heads of household</li> <li>▪ Young adult(s), early nest and nest with youth</li> <li>▪ New communities</li> </ul> |
| Use environmentally friendly ways to control pests   | <ul style="list-style-type: none"> <li>▪ Male heads of household</li> <li>▪ Young adult(s), early nest and nest with youth</li> <li>▪ New communities</li> </ul> |
| Use transportation methods other than driving  | <ul style="list-style-type: none"> <li>▪ Established and new communities</li> </ul>  |
| Compost  | <ul style="list-style-type: none"> <li>▪ Home renters</li> <li>▪ Young adults</li> </ul>   |
| Note: Significant differences observed (p<.05).  |  |

Figure 5.3: Precautions Related to Clean and Healthy Environment



## Additional Precautions

Respondents reported additional precautions that they or their households use. Most of the precautions related to crime and violence, such as protecting car and home, Block Watch, installing car or home alarms and guard dogs. A sizable proportion of respondents also provided precautions related to injury prevention; in particular, checking fire and carbon monoxide detectors and checking appliances and electrical equipment.

| <b>Table 2.1: Additional Precautions</b> |                                   |  |                                   |
|--|-----------------------------------|--|-----------------------------------|
| <b>Suggestion Categories</b>             | <b>% of Responses<br/>(n=255)</b> | <b>Detailed Suggestions</b>                  | <b>% of Responses<br/>(n=255)</b> |
| Crime and violence                       | 51.0                              | protecting car and home                      | 11.0                              |
|  |                                   | being involved in Block Watch                | 7.5                               |
|  |                                   | installing car and home alarms               | 7.1                               |
|  |                                   | using guard dogs                             | 7.1                               |
|  |                                   | talking to kids                              | 5.9                               |
|  |                                   | locking door and windows at home and in car  | 5.5                               |
|  |                                   | defending yourself from personal assaults    | 5.5                               |
|  |                                   | other  | 1.6                               |
| Injury prevention                        | 40.0                              | checking fire and CO detectors               | 14.9                              |
|  |                                   | checking appliances and electrical equipment | 7.5                               |
|  |                                   | avoiding personal injury situations          | 6.3                               |
|  |                                   | handling dangerous goods                     | 5.1                               |
|  |                                   | other  | 1.2                               |
| Clean and healthy environment            | 9.0                               | eating organic foods                         | 3.5                               |
|  |                                   | avoiding tap water                           | 2.0                               |
|  |                                   | recycling                                    | 2.0                               |
|  |                                   | other  | 1.6                               |
| Total                                    | 100.0                             | Total  | 100.0                             |

## **6.0 SUMMARY OF KEY OBSERVATIONS**

The information and analysis presented in this report reflect Calgarians' opinions about safety related issues. Much of the survey data provide benchmarks for Safer Calgary to use for planning and evaluation of future strategies and initiatives. In particular, the survey data provide measures of Calgary households' concerns with crime and violence, injury prevention and clean and healthy environment issues; precautions that Calgarians undertake to keep themselves (and their households) safe; Calgarians' awareness of the safety initiatives; and Calgarians' perspectives of Calgary as a safe place to live. As well, a variety of key observations or themes surfaced in the analysis that may warrant further consideration by Safer Calgary.

The key observations from the survey are summarized below:

- **Opportunities for Improvement** - The survey data suggest that the average Calgary household would provide an 8 out of 10 (10 being safe and 1 being unsafe) rating for Calgary being a safe place to live. Essentially, this rating presents an opportunity for improvement (to either a 9 or 10 rating). This suggestion is particularly relevant among households located in the east quadrants of Calgary, which gave an average rating that was lower than 8. The survey data provide evidence that this area of the city, particularly northeast Calgary, holds greater concerns about many of the issues that were explored in the survey.

Although the majority of Calgary households indicated that their knowledge of safety resources was excellent or good, most households provided a response of good rather than excellent. Again, the distinction between households providing a good rating over an excellent rating may be worthy of consideration by Safer Calgary in planning future strategies and initiatives to promote safety.

Awareness of Safer Calgary and the Safe Community designation was low among Calgary households. These findings might be expected as both of these initiatives have recently been introduced to the city. Still, one of the performance measures of Safer Calgary is to increase awareness of the initiative among Calgarians. As such, there may be an opportunity for improvement in this area.

- **Recognition of Safety Improvements** - On the whole, Calgary households were more likely to have observed increases in safety at schools, in the workplace and at home than decreases. As well, the majority of survey respondents (65%) indicated that their awareness of safety issues had increased over the past three years. These are positive outcomes. Still, as presented above, there are opportunities to improve safety in the city. Most survey respondents were cautiously optimistic that the Safe Community designation would help improve safety in the city and impact citizens' behaviour. The designation in itself, however, may need support and survey respondents strongly acknowledged that citizens have an important role to play in promoting and improving public safety in the city.
- **Areas of Concern** - The survey examined respondents' level of concern with numerous safety-related subjects. Some of these subjects were of greater concern to Calgarians than others.

#### Primary Areas of Concern

##### *Drivers and Pedestrians*

The most prominent of concerns related to drivers and pedestrians. At least three-quarters of respondents expressed concerns with drivers who run red lights (93%) or use cell phones (89%), pedestrian safety at crosswalks and school zones (87%), walking on icy sidewalks (84%), and driving on streets (75%). These subjects are clearly primary areas of concern among the subjects that were tested in the survey.

##### *Bullying in Schools*

Another prominent subject of concern was bullying in schools. Again, over three-quarters of respondents stated concern with this subject (80%). Further evidence that this subject may be a concern is that a sizable proportion of respondents (30%) felt that safety in Calgary schools had decreased over the past 3 years. Detailed analysis of the data reveals that some of this concern may not represent first hand experience. Respondents from mid-aged adult(s) and senior(s) households were significantly more likely than empty nest or nest with youth to hold these opinions. Still, over three quarters of empty nest (81%) and nest with youth (79%) households expressed concerns about bullying in schools and, therefore, the point should not be overlooked. Bullying in schools is a primary concern among Calgarians.

#### Secondary Areas of Concern

Secondary areas of concerns are deemed as those in which at least six out of ten respondents indicated concern. At this level, there are two common themes of concern, theft of property and the environment. The lists on the following page present the subjects that comprise the secondary areas of concern.

### *Theft of Property*

- Home break-ins (72%);
- Theft or damage of property (69%); and
- Theft of vehicle (64%).

### *Environment*

- Litter in streets and park spaces (71%);
- Outdoor air quality (70%);
- Use of pesticides (68%);
- Quality of drinking water (65%); and
- Transportation of hazardous materials (64%).

### Tertiary Areas of Concern

A final group of concerns is being highlighted, as more than half of respondents reported concern with these subjects.

### *Invasion of Personal Safety*

- Being a victim of a crime while using public parks and pathways (60%);
- Being mugged or robbed (55%);
- Being a victim of crime while using public transportation (53%); and
- Home invasions while I'm at home (52%).

### *Pollution*

- Noise pollution (56%);
- Indoor air quality (54%)
- Visual pollution such as signs or advertising billboards (50%).

### *Other*

- Fires at home (59%);
- Getting hurt at school (58%); and
- Food you buy at restaurants (51%).

The above structure for organizing issues has been proposed to assist Safer Calgary in identifying priorities for planning future strategies and initiatives. There are additional subjects that were measured in the survey, but these have not been listed above as fewer than half of respondents expressed concern.

Specific demographic segments were more inclined to express concern with the subjects. It was common for the following segments to state higher levels of concern in the survey:

- Female heads of households;
- Northeast residents;
- Lower household income (\$40,000 or lower); and
- Mid-aged adult(s) and senior(s).

These segments might represent specific audiences for strategies, initiatives and messages to target.

The early nest segment identified concerns that likely reflect issues associated with the children in the household. Specifically, this segment expressed greater concern than other segments on issues such as pedestrian safety at crosswalks and school zones, getting hurt at school, safety in and around water, condition of equipment at recreation areas and playgrounds and poisonings. It might be assumed that these are important areas of concern that parents have for their children.

- **Precautions** - The survey also examined precautions that might be used to avoid harm or improve personal safety. For some of the precautions, fewer than half of respondents indicated that they or their household use them frequently. These precautions include:

*Crime and Violence*

- Plan safe walking routes (44%);
- Use car alarms (33%);
- Walk in groups (27%); and
- Report suspicious persons or activity in your neighbourhood to police (25%).

*Injury Prevention*

- Participate in training before trying something new (47%);
- Report safety hazards to appropriate authorities (43%); and
- Practice escape plan in the event of a house fire (30%).

*Clean and Healthy Environment*

- Use environmentally friendly ways to control pests (48%);
- Use transportation methods other than driving (30%); and
- Compost (26%).

These precautions may warrant consideration for promoting and improving safety in Calgary. Reporting suspicious persons or activity in your neighbourhood to the police is a specific precaution that might be given further consideration. Only one in four respondents indicated that they use this precaution. Further, almost a third of respondents thought that crime in their neighbourhood had increased in the past 3 years.

Young adult(s) respondents was a segment that commonly reported lower use of the precautions tested in the survey. There may be several factors that contribute to this tendency, including a feeling of invulnerability. Further research would be needed to determine which factors influence this segment. Still, the young adult(s) segment may represent an audience to target for safety promotion.

## **Appendix A**

### **Survey Instrument**



Hello, my name is \_\_\_\_\_ from HarGroup Research, a Calgary research firm. We are conducting an important survey today about safety in Calgary. May I please speak to the male or female head of the household?

(Re-introduce if necessary - When speaking to the head of the household...)

**This survey is part of a citywide initiative to increase safety in Calgary. The survey is sponsored by a group of organizations such as the City of Calgary, Calgary Health Region and Federation of Calgary Communities. Your responses will be used to evaluate how safe citizens feel, and are important in making Calgary a safer place to live.**

**I am not trying to sell you anything and the information is strictly for survey analysis purposes. Your participation is strictly voluntary and all information you provide is confidential. No individual information will be reported. As well, please feel free to not answer any question you do not feel comfortable answering. If you have some time (about 15 minutes), I'd like to interview you now for this important survey.**

IF YES, continue.

IF NO, ask for a suitable time to call back.

IF NO, thank and discontinue.

**Inquiries:**

If respondent inquires about the survey, suggest to them that they call Mr. Jon Hartenberger of HarGroup 261-7999. Inform them to call between 9:00 am and 5:00 pm, Monday through Friday.

**Section A**

**I am going to read you a list of statements about safety related issues. Using a scale of not at all concerned, not very concerned, somewhat concerned, or very concerned. Please tell me the degree to which you and your household are concerned with these safety issues. If any of the issues are not applicable to you, please tell me. (READ AND ROTATE ITEMS WITHIN GROUPS)**

| <b>1. Crime and Violence</b>                                       | <b>Not at all Concerned</b> | <b>Not Very Concerned</b> | <b>Somewhat Concerned</b> | <b>Very Concerned</b> | <b>Not Applicable</b> | <b>Refused</b> | <b>Unsure</b> |
|--|-----------------------------|---------------------------|---------------------------|-----------------------|-----------------------|----------------|---------------|
| a. Walking alone at night in my area                               | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| b. Working late at my workplace                                    | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| c. Being sexually harassed   | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| d. Domestic violence   | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| e. Being mugged or robbed  | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| f. Being a victim of a crime while using public transportation     | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| g. Being a victim of a crime while using public parks and pathways | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| h. Home invasions while I'm at home                                | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| i. Home break-ins  | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| j. Theft or damage to my property                                  | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| k. Bullying in schools   | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| l. Theft of my vehicle   | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |

| <b>2. Injury Prevention</b>                                   | <b>Not at all Concerned</b> | <b>Not Very Concerned</b> | <b>Somewhat Concerned</b> | <b>Very Concerned</b> | <b>Not Applicable</b> | <b>Refused</b> | <b>Unsure</b> |
|---|-----------------------------|---------------------------|---------------------------|-----------------------|-----------------------|----------------|---------------|
| a. Walking on icy city sidewalks                              | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| b. Driving on city streets                                    | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| c. Drivers who run red lights                                 | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| d. Drivers who use cell phones                                | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| e. Fires in the home  | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| f. Pedestrian safety at crosswalks and school zones           | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| g. Getting hurt at work                                       | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| h. Getting hurt at school                                     | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| i. Safety in and around water                                 | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| j. Condition of equipment at recreation areas and playgrounds | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| k. Injuries occurring in sport or recreation                  | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| l. Poisoning's  | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| m. Suicide  | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |

| <b>3. Clean and Healthy Environment</b>                     | <b>Not at all Concerned</b> | <b>Not Very Concerned</b> | <b>Somewhat Concerned</b> | <b>Very Concerned</b> | <b>Not Applicable</b> | <b>Refused</b> | <b>Unsure</b> |
|---|-----------------------------|---------------------------|---------------------------|-----------------------|-----------------------|----------------|---------------|
| a. Food you buy at a restaurant                             | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| b. Quality of drinking water                                | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| c. Noise pollution  | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| d. Use of pesticides  | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| e. Outdoor air quality                                      | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| f. Visual pollution such as signs or advertising billboards | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| g. Litter in streets and park spaces                        | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| h. Indoor air quality                                       | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |
| i. Transportation or storage of hazardous materials         | 1                           | 2                         | 3                         | 4                     | 5                     | 6              | 7             |

a4a. Are there any other issues related to your safety and the safety of your household that I have not mentioned that concern you?

- 1 Yes
- 2 No → GO TO SECTION B
- 3 Don't know → GO TO SECTION B

a4b. (IF YES) What other safety related issues concern you?

---

### **Section B**

**Now, I am going to read you a list of precautions you might take for safety reasons. Please tell me how often in the past 12 months you have taken these precautions to keep yourself and your household safe. Please use a scale of never, rarely, sometimes or frequently in the past 12 months. If any of the precautions are not applicable to you, please tell me. (READ AND ROTATE ITEMS WITHIN GROUPS EXCEPT PART 2)**

| <b>1. Crime and Violence</b>  | <b>Never</b> | <b>Rarely</b> | <b>Sometimes</b> | <b>Frequently</b> | <b>N/A</b> | <b>Refused</b> | <b>Unsure</b> |
|---|--------------|---------------|------------------|-------------------|------------|----------------|---------------|
| a. Make yourself aware of your surroundings when walking alone                      | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |
| b. Avoid isolated areas   | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |
| c. Walk in groups   | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |
| d. Carry a cell phone   | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |
| e. Plan safe walking routes   | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |
| f. Ensure children do not walk to school alone                                      | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |
| g. Discuss street safety with your children   | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |
| h. Lock car doors   | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |
| i. Lock doors at home   | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |
| j. Look to see who is at the door before answering                                  | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |
| k. Use car alarms   | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |
| l. Take safety precautions beyond locking doors to protect your home from intruders | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |
| m. Report suspicious persons or activity in your neighbourhood to police            | 1            | 2             | 3                | 4                 | 5          | 6              | 7             |

| <b>2. Injury Prevention</b>                             | <b>Never</b> | <b>Rarely</b> | <b>Sometime</b> | <b>Frequently</b> | <b>N/A</b> | <b>Refused</b> | <b>Unsure</b> |
|---|--------------|---------------|-----------------|-------------------|------------|----------------|---------------|
| a. Wear appropriate sports safety gear                  | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| b. Check sports equipment before use                    | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| c. Participate in training before you try something new | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| d. Wear seatbelts                                       | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| e. Follow traffic laws while cycling                    | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| f. Not drink and drive                                  | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| g. Follow safety rules at work                          | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| h. Check work equipment before use                      | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| i. Participate in workplace safety training             | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| j. Consider the risks before engaging in an activity    | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| k. Practice escape plan in the event of a house fire    | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| l. Report safety hazards to the appropriate authorities | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |

| <b>3. Clean and Healthy Environment</b>               | <b>Never</b> | <b>Rarely</b> | <b>Sometime</b> | <b>Frequently</b> | <b>N/A</b> | <b>Refused</b> | <b>Unsure</b> |
|---|--------------|---------------|-----------------|-------------------|------------|----------------|---------------|
| a. Observe safe food-handling practices               | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| b. Use transportation methods other than driving      | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| c. Recycle  | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| d. Compost  | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| e. Conserve water                                     | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| f. Use environmentally friendly ways to control pests | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |
| g. Use environmentally friendly ways to control weeds | 1            | 2             | 3               | 4                 | 5          | 6              | 7             |

b4a. Are there any other precautions you or your household take to be safe?

- 1 Yes
- 2 No → GO TO SECTION C
- 3 Don't know → GO TO SECTION C

b4b. (IF YES) What other precautions do you take?

### **Section C**

The next set of questions asks about your opinions of crime and safety.

|   | <b>Increased</b> | <b>Decreased</b> | <b>Remained the Same</b> | <b>Refused</b> | <b>Unsure</b> |
|---|------------------|------------------|--------------------------|----------------|---------------|
| c1. Do you think that crime in your neighbourhood has increased, decreased or remained the same in the past 3 years?          | 1                | 2                | 3                        | 4              | 5             |
| c2. Do you think that safety in Calgary's schools has increased, decreased or remained the same in the past 3 years?          | 1                | 2                | 3                        | 4              | 5             |
| 3. Do you think that the level of safety in your workplace has increased, decreased or remained the same in the past 3 years? | 1                | 2                | 3                        | 4              | 5             |
| c4. Has your feeling of safety in your home increased, decreased or remained the same in the past 3 years?                    | 1                | 2                | 3                        | 4              | 5             |
| c5. Do you think your awareness of safety issues has increased, decreased or remained the same in the past 3 years?           | 1                | 2                | 3                        | 4              | 5             |

c6. Using a scale of 1 being a very unsafe place to live and 10 being a very safe place to live, how would you rate Calgary as a place to live, for you and your household? (ENTER '98' IF UNSURE/REFUSE)

TYPE #: \_\_\_\_\_

**Section D**

d1a. Are you aware of the Safer Calgary Initiative?

1. Yes 2. No 3. Not Sure (if No or Not Sure → d2)

d1b. Would you say that your knowledge of the Safer Calgary Initiative is: (READ)

1. Excellent 2. Good 3. Poor 4. Very Poor 5. Unsure

d2. Are you aware that Calgary was designated a “Safe Community” by the World Health Organization and the Safe Community Foundation of Canada?

1. Yes 2. No 3. Unsure

d3. Please tell me whether you strongly agree, agree, neither agree nor disagree, disagree or strongly disagree with the following statements:

|   | Strongly Agree | Agree | Neither Agree nor Disagree | Disagree | Strongly Disagree | Refused | Unsure |
|---|----------------|-------|----------------------------|----------|-------------------|---------|--------|
| a. Calgary's Safe Community designation will help improve safety in the city. | 1              | 2     | 3                          | 4        | 5                 | 6       | 7      |
| b. Calgary's Safe Community designation will help impact citizens' behavior.  | 1              | 2     | 3                          | 4        | 5                 | 6       | 7      |
| c. Citizens play an important role in promoting/ improving public safety      | 1              | 2     | 3                          | 4        | 5                 | 6       | 7      |

d4a. Would you say that your knowledge of emergency safety resources in Calgary is: (READ)

PROMPT ONLY IF RESPONDENT ENQUIRES: “Emergency safety resources = resources that might be contacted/used for an **immediate** response to an urgent situation”

1. Excellent 2. Good 3. Poor 4. Very Poor 5. Unsure

d4b. Would you say that your knowledge of non-emergency safety resources in Calgary is:  
(READ)

PROMPT ONLY IF RESPONDENT ENQUIRES: "Non-emergency safety resources =  
resources that might be contacted/used to obtain preventative information/services"

1. Excellent    2. Good    3. Poor    4. Very Poor    5. Unsure

d5. What do you think is required to make Calgary a safer place to live for you and your household?

\_\_\_\_\_

### Section E

**The following questions will be used for classification purposes only. Your responses will help us to group your answers with other respondents who have taken part in this survey. All responses will be held in strict confidence and will not be attributed to any individual.**

e1. How long have you lived in Calgary? ENTER '98' IF REFUSE

# years: \_\_\_\_\_

e2. In what community do you reside?

\_\_\_\_\_

e3. What are the first 3 digits of your Postal Code:\_\_\_ \_\_\_ \_

e4. In what quadrant of the City do you reside?

1. Northwest
2. Northeast
3. Southwest
4. Southeast
5. Don't know
6. Refused

e5. How many members of your household, including yourself, are in the following age groups? (READ)

- \_\_\_ 5 or less
- \_\_\_ 6 to 12
- \_\_\_ 13 to 19
- \_\_\_ 20 to 24
- \_\_\_ 25 to 39
- \_\_\_ 40 to 64
- \_\_\_ 65 or older

e6. Which of the following most closely describes your household? (READ)

1. Couple with children living at home
2. Couple without children living at home
3. Single Parent household
4. Living alone
5. Living with roommate(s)
6. Living with extended family
7. (DO NOT READ) Other: \_\_\_\_\_
8. (DO NOT READ) Refused

e7. Do you own or rent your home?

1. Own
2. Rent
3. Neither
4. Refused

e8. Which of the following categories most closely represents your household's total income from all sources during 2003? (READ)

- \$20,000 or less
- Over \$20,000 to \$30,000
- Over \$30,000 to \$40,000
- Over \$40,000 to \$60,000
- Over \$60,000 to \$80,000
- Over \$80,000 to \$100,000
- Over \$100,000
- Don't know (DO NOT READ)
- Refused (DO NOT READ)

May I have your first name in case my supervisor would like to confirm this interview?

\_\_\_\_\_

Thank you very much for your help and for your time today. That's all the questions I have, have a nice day.

e9. Record gender:

1. Male
2. Female

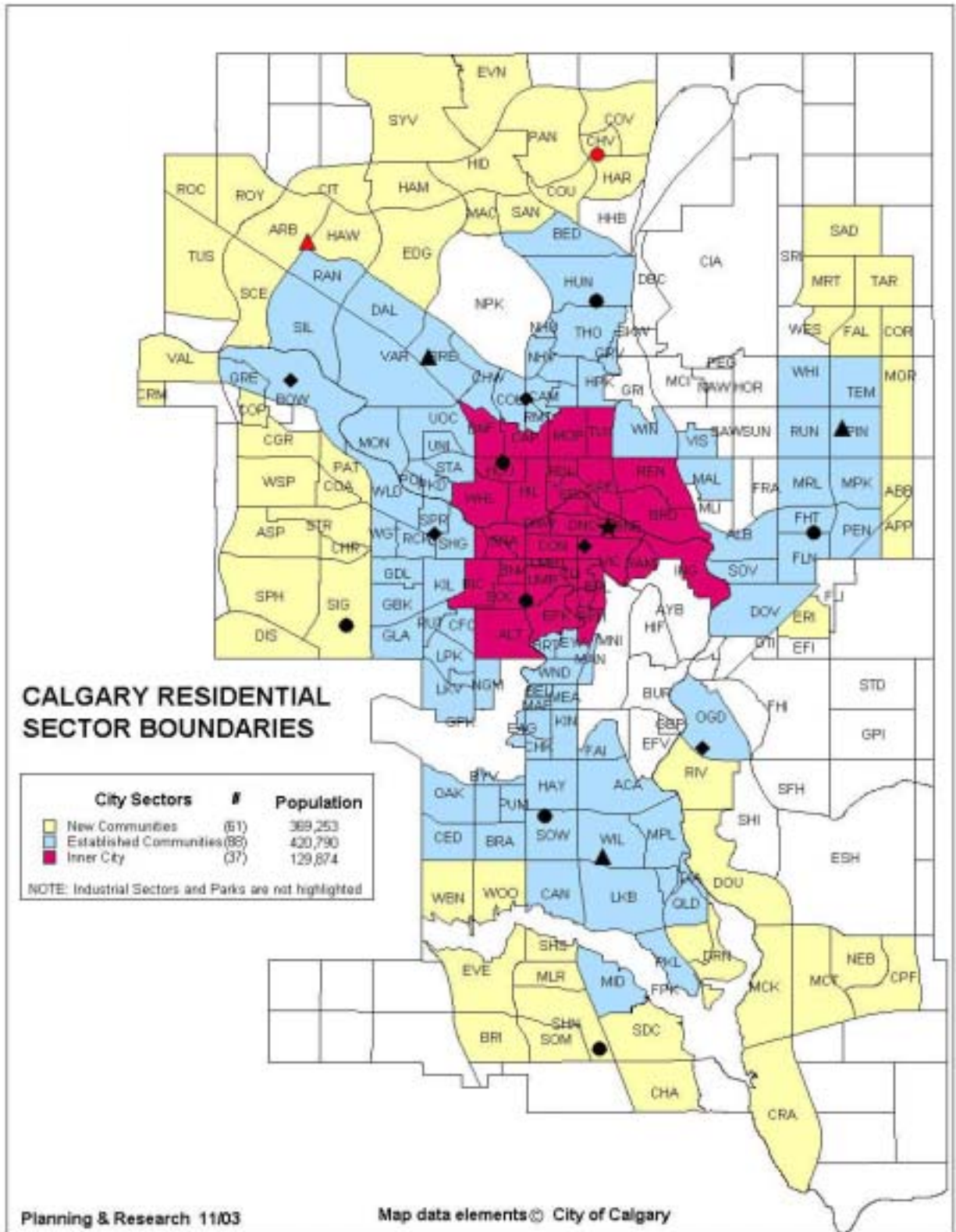
Phone: ###-####

Interviewer Number: \_\_\_\_\_

## **Appendix B**

### **Residential Sector Boundary Definitions**





## **Appendix C**

### **Family Life Stage Definitions**

Respondents are segmented into family life stages using survey demographic data. The family life stage model is based on the concept that most families progress through a number of distinct phases throughout their existence. The key factors used to determine family life stage was ages of household members and household composition. Definitions of the six segments of the family life stage distribution are:

- **Young adult(s) (without children/youth)** – the adults are primarily under 44 years of age, and there are no children or youth present in the household;
- **Early Nest** – the children/youth in the household are primarily under 13 years of age, and adults are comprised of any age;
- **Nest with Youth** – the children/youth in the household are primarily between 13 and 19 years of age, and adults are comprised of any age;
- **Late Nest** - the adults are primarily 45 to 64 years of age, but also younger adults reside in the household.
- **Mid-aged adult(s)** – the adults are primarily 45 to 64 years of age, and there are no children or youth present in the household;
- **Senior(s)** – the adults are primarily 65 years of age or older, and there are no children or youth present in the household.