



## **CALGARY'S MUNICIPAL ELECTION & HOMELESSNESS**

*Calgarians more likely to back candidates who prioritize  
homelessness*

*More than seven-in-ten support secondary suites in their  
neighborhood*



**Public Release Date: October 1, 2007**

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## ***CALGARY'S MUNICIPAL ELECTION & HOMELESSNESS***

### ***Calgarians More Likely To Back Candidates Who Prioritize Homelessness***

### ***More Than Seven-In-Ten Support Secondary Suites In Their Neighborhood***

**Calgary, AB** – As the 2007 municipal election campaign unfolds Ipsos Reid asked Calgarians to give their views on homelessness as an issue in the City of Calgary.

Results of this poll indicate that homelessness is considered to be an important issue by a large majority of Calgarians (91%). Nearly six-in-ten respondents (58%) say that homelessness is a Very Important issue for the city while another one-third (33%) say that it is Somewhat Important.

Calgarians were asked about their likelihood to support an election candidate who makes homelessness a key part of their election campaign. Thirty percent (30%) of respondents said they would be “much more likely to support” a candidate who prioritizes homelessness in their campaign. Just under half (49%) described themselves as being “somewhat more likely to support” a candidate running on such a platform.

The related subject of secondary suites has been a focus of considerable debate in Calgary during 2007. A secondary suite is a second housing unit – kitchen, bathroom and bedroom(s) – built inside of a single detached home. Basement suites are the most common form of secondary suite in Calgary.

Survey participants were asked whether they would support the development of secondary suites in their neighborhood. More than seven-in-ten respondents (72%) said they would support such secondary suite development.

# Ipsos Reid

*These are findings of an Ipsos Reid poll conducted between September 21<sup>st</sup> and 24<sup>th</sup> 2007. The poll is based on an online survey of 486 adult Calgarians. With a sample of this size, the results are considered accurate to within +/-4.5% points, 19 times out of 20, of what they would have been had the entire population in Calgary been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's age/sex composition reflects that of the actual city population according to Statistics Canada Census data.*

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