



**APPENDIX**  
Telephone Survey Executive Summary

**A**





CITY OF  
*Lethbridge*

**2020 Housing Engagement  
Survey Report  
Executive Summary**

April 22, 2020



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## Methodology

### Study Background

- In 2020, the City of Lethbridge subcontracted Y Station Communications & Research to conduct the Housing Engagement Survey as part of the Lethbridge Housing LUB Engagement.
- All components of the project were designed and executed in close consultation with the City of Lethbridge.
- Y Station conducted the following survey:
  - A General Population Survey with respondents living in Lethbridge, conducted via telephone.
  - The survey results were weighted by age, gender and area of residency to ensure reflection of the appropriate demographic representation of the City of Lethbridge.

### Sample

- A total of n=401 interviews were completed via landline and cellphone sample.
- The results reflect a margin of error no greater than  $\pm 4.9\%$ \* at the 95% confidence level, or 19 times out of 20.

### Study Completion Dates

- The survey was conducted between March 25 and April 13, 2020.

### Questionnaire Design

- At the outset of the project, all background information relevant to the study was identified and subsequently reviewed by Y Station.
- The result of this task was an agreement on the research methodology, a detailed work plan and project initiation.
- Y Station worked closely with the Client in designing the survey instrument.

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### Response Rate

- To maximize the telephone sample, up to five (5) call back attempts were made to each listing, prior to excluding it from the final sample. Busy numbers were scheduled for a call back every fifteen (15) minutes.
- Where there was an answering machine, fax, or no answer, the call back was scheduled for a different time period on the following day.
- The first attempts to reach each listing were made during the evening or on weekends. Subsequent attempts were made at a different time on the following day.
- The following table presents the results of the final call attempts. Using the call summary standard established by the Market Research and Intelligence Association, there was a 11% response rate and a 28% refusal rate.
- It is important to note that the calculation used for both response and refusal rates is a conservative estimate and does not necessarily measure respondent interest in the subject area.

Summary of Final Call Attempts	
Call Classification	Number of Calls:
Completed Interviews	401
Busy/No Answer/Answering Machine	2,349
Respondents Unavailable/Appointments Set	411
Refusals	1,633
Fax/Modem/Business/Not-In-Service/Wrong Number	2,350
Language Barrier/Communication Problem	62
Disqualified/Quota Full (Age and/or Gender)	432
Total	7,638

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### Sub-Segment Analysis

- The sub-segment analysis in the further of the report is showing statistically significant differences at the 95% confidence level.
- For the majority of the analysis, responses of those that were more likely to agree, support etc. were tested. Exceptions are highlighted as such.

## Executive Summary

### Highlights of Findings

- The overall familiarity with Lethbridge's Municipal Housing Strategy and Implementation Plan is very low: only 8% of respondents rate their familiarity as high (4 or 5 on a 5-point scale), while eighty percent of respondents rate it as low (79% with a rating of 1 or 2).
- Respondents are in general supportive of the short-term goals of the Municipal Housing Strategy and Implementation Plan with two exceptions: there is little support for lower parking requirements and for medium and high-density residential developments in low-density neighbourhoods.
- Overall, respondents believe it is important for the City to support all of the housing types that were suggested in the survey.

### Support of Short-Term Goals

- Permitting multi-family developments for rental in areas close to transit lines and amenities received highest support from the respondents (81%). This goal is significantly more likely to be supported by female respondents (71%) and those who rent (83%).
- Two thirds of all respondents each supported the following short-term goals:
  - 5% of all new housing units should be affordable for households with moderate incomes either for rent or purchase (70%);
  - The Municipal Development Plan policies should support medium and high-density residential developments in locations near transit either for rent or purchase (67%); and
  - 15% of all new housing units should be affordable for low-income households either for rent or purchase (66%).

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### Importance for City to Support Housing Types

- Overall, all of the proposed housing types are believed to be important for the City to support with ratings 4 and 5 on a 5-point scale ranging from 70-89%.
- Those considered the most important for the City to support were:
  - Accessible housing units for individuals with disabilities (89%). Respondents who rent their home (98%) and those with an annual household income <\$60,000 (95%) were significantly more likely to consider this housing type as important to support;
  - Housing units especially for seniors (86%). Especially female respondents (91%) and those living in the West area\* (89%) were significantly more likely to consider this housing type as important to support; and
  - Affordable housing units for residents with low income (80%). This housing type was significantly more likely to be considered as important to support by female respondents (85%) those aged 18-34 (85%), respondents from the West area (85%) and those with an annual household income <\$60,000 (87%).



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### Support of Housing Types in Neighbourhood and on Street

- Three quarters of respondents are supportive of housing units especially for seniors (78%) and accessible housing units for individuals with disabilities (76%) in their neighbourhood.
  - Housing units especially for seniors are significantly more likely to be supported by female respondents (83%) and those living in the North area (83%).
  - Housing units for individuals with disabilities are significantly more likely to be supported by respondents aged 18-34 (81%) and those from the West area (82%).
- If supported in their neighbourhood, these housing types were also supported to be on respondents' streets (61-80%).
- Affordable housing units for residents with low income (55%) and rental units (52%) received the least support in respondents' neighbourhoods. Those who did not support these housing types in their neighbourhood or on their street mentioned the decrease of property value, overcrowding and safety concerns and/or an increase of crime as their main concerns.

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### Composition of Homes in Neighbourhood and on Street

- Respondents are mostly comfortable with all forms of housing in their neighbourhood:
  - Housing units composed of multiple generations living together (72%);
  - Housing units composed of independent adults, i.e. roommates, living together (68%); and
  - Housing units composed of a senior with a few boarders living together (66%).
- Of those who are comfortable with these compositions in their neighbourhood, about three quarters (75-78%) are also comfortable with them on their street.
- Generally, younger respondents, those who rent and those living in the West area are significantly more likely to be comfortable with these compositions of housing.
- Half of all respondents (52%) believe that 1-3 independent adults, i.e. roommates, living together in a home is acceptable, while a quarter (27%) believes that 4-6 is acceptable. Only 14% believe that any number is fine.
  - Those who believe that 1-3 is the acceptable number are significantly more likely to be 35 years or older (56-67%), to own their home (63%) and to have an annual household income of \$60,000-<\$90,000 and \$120,000+ (57-64%).
  - Those who believe that any number is acceptable are significantly more likely to be in the age range 18-34 (27%) and to rent their homes (20%).

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### Multi-Family Residential Developments

- The maximum number of floors that respondents believe should be allowed for multi-family residential development varies depending on the area that these developments could be built in.
- While 62% believe that developments along transit routes in low-density residential areas should not have more than 5 floors, 42% are open to any number of floors in the downtown area.
  - Supporters of not more than 5 floors in any area are significantly more likely to be aged 55 and older, to be from the North area and to own their home.
  - Those who are open to any number of floors are significantly more likely to be of younger age and to rent their home.

### Secondary Suites

- 7 out of 10 respondents (69%) are supportive of permitting secondary suites in any residential districts in the City.
  - Those who are significantly more likely to be supportive are aged 18-54 (70-83%), live in the West area (75%) and rent their homes (81%).
  - Those who would not support secondary suites in any residential district mentioned parking concerns (43%) as their main concern, followed by property maintenance concerns (24%) and overcrowding (20%).
- A percentage of 1-25% of properties with secondary suites per block received highest support by almost half of respondents (47%), followed by one quarter of respondents (24%) who believe that the percentage should be 26-50%.
  - Those who are significantly more likely to support a percentage of 1-25% are aged 55 or older (65%), own their home (58%) and have an annual household income of \$60,000-<\$90,000 and \$120,000+ (51-65%).

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### Secondary Suites – continued

- More than half of the respondents (56%) think there should be no restrictions to the locations of secondary suites.
  - Those who think there should be restrictions mostly think that secondary suites should be allowed in low-density areas where parking is accommodated (59%).
  - Those who think there should be restrictions mostly think that secondary suites should not be allowed on lots in cul-de-sacs (32%). One quarter (24%) of those who think there should be restrictions did not provide an answer where secondary suites should not be allowed.

### Advice to City of Lethbridge

- Those who provided advice to the City of Lethbridge with respect to the Municipal Housing Strategy and Implementation Plan (23% had no suggestions and 15% did not provide an answer) provided, among others, the following suggestions:
  - Generally, more affordable housing options and availability are needed (13%);
  - Adequate parking space availability needs to be ensured and parking-related concerns need to be addressed (7%);
  - The City should be careful when implementing plan and when making important decisions (6%); and
  - The City should listen to resident feedback and input and increase public consultation efforts (6%).