

2019 Spring Pulse Survey

Topline Report July 9, 2019

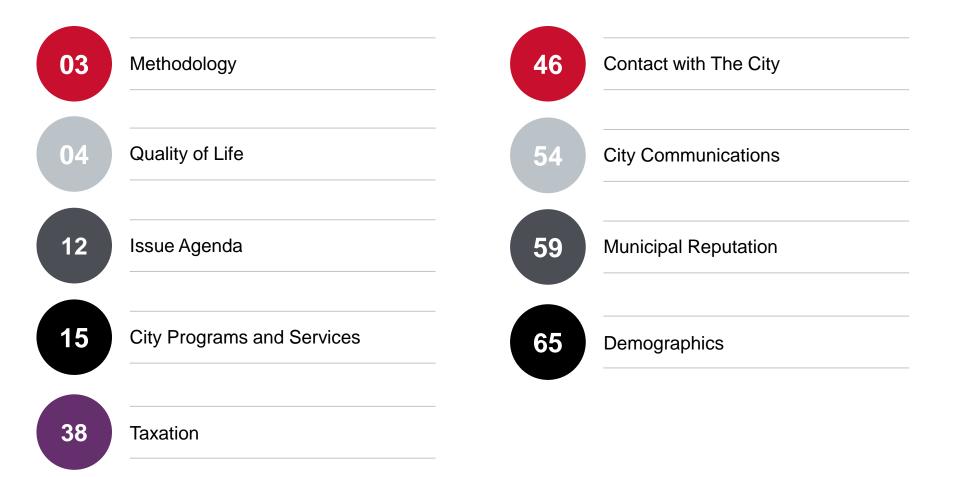
Prepared in Partnership with Ipsos

Contact:

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Methodology

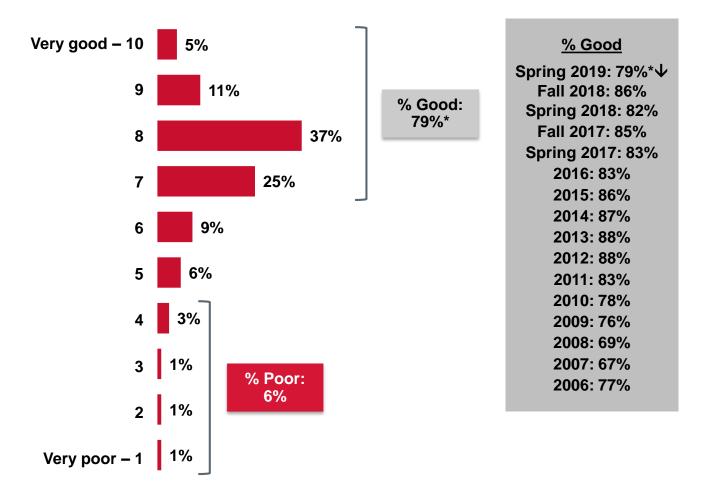
- Ipsos conducted a telephone survey with a randomly selected sample of 2,500 Calgarians aged 18 years and older between May 13th and June 12th, 2019.
 - Both landline (60%) and cell phone (40%) sample were used.
 - The average interview length was 31 minutes.
- Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2016 Municipal and Federal Census data.
- The margin of error (MOE) for the total sample of 2,500 is ± 2.0 percentage points, 19 times out of 20.
 - The margin of error by quadrant is as follows:
 - Northeast: n=506 (MOE ±4.4)
 - Northwest: n=696 (MOE ±3.7)
 - Southeast: n=587 (MOE ±4.0)
 - Southwest: n=711 (MOE ± 3.7)
- Where possible, results are compared to previous iterations of the Citizen Satisfaction survey.
 - ↑ indicates number is significantly higher than Fall 2018
 - ψ indicates number is significantly lower than Fall 2018
- Please note, the 2006 to 2016 iterations of the survey were conducted annually in the Fall.
 - Starting in 2017, the survey has been conducted bi-annually, with a Spring and a Fall wave.



Detailed Findings | Quality of Life



Overall Quality of Life in Calgary



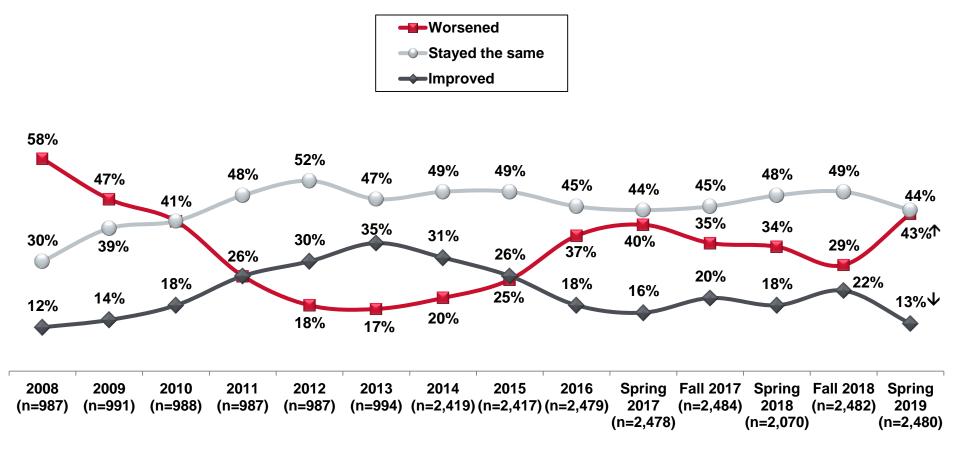
On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good," how would you rate the overall quality of life in the city of Calgary today? Base: Valid respondents (n=2,497)

*Rounding

2019 | Spring Pulse Survey

Calgary

Perceived Change in the Quality of Life



And, do you feel that the quality of life in the city of Calgary in the past three years has ...? Base: Valid respondents

Sustainability: Making a Life and Making a Living

	Completely Ag	ree (10) 🔳 Aç	gree (9, 8 or 7) ■ Neutral (6 o	or 5) ∎Disaç	gree (4, 3, 2 or 1)	% Agree
	Spring 2019	18%	57%		16% 8%	75%√
	Fall 2018	23%	60%		13% 4%	83%
	Spring 2018	18%	62%		14% 6%	80%
Calgary is a great place to make a life		21%	61%		13% 5%	82%
	Spring 2017	19%	61%		15% 5%	80%
	2016	20%↓	62%		13% 5%	82%
	2015	22%	62%		12% 4%	84%
	Spring 2019	10%	47%	26%	17%	57%↓
	Fall 2018	18%	53%		20% 9%	71%
	Spring 2018	12%	54%	23	3% 11%	66%
Calgary is a great place to make a living		16%	52%	2	22% 10%	68%
_	Spring 2017	14%	54%	2	:1% 11%	68%
	2016	15%	50%	23	% 12%	65%
	2015	21%	59%		13% 7%	80%

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree." Base: Valid respondents (Bases vary)

Sustainability: Inclusivity and Direction for the Future

		ee (10) Agi	ree (9, 8 or 7) ■ Neutral (6	o or 5) ∎Disa	gree (4, 3, 2 or 1)	% Agre
	Spring 2019	15%	60%		17% 8%	75%√
	Fall 2018	19%	60%		15% 6%	79%
The City of Calgary municipal government	Spring 2018	17%	61%		16% 6%	78%
fosters a city that is inclusive and	Fall 2017	18%	61%		15% 6%	79%
accepting of all	Spring 2017	18%	61%		16% 5%	79%
	2016	21%	60%)	14% 5%	81%
	2015	19%	61%		14% 6%	80%
	Spring 2019	8%	45%	27%	21%	53%√
	Fall 2018	11%	54%	2	23% 12%	65%
Calgary is moving in the	Spring 2018	9%	52%	239	% 16%	61%
ight direction to ensure a high quality of life for	Fall 2017	10%	52%	2	6% 12%	62%
future generations	Spring 2017	9%	55%	2	24% 12%	64%
	2016	10%	56%		22% 12%	66%
	2015	10%	56%		23% 11%	66%

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree." Base: Valid respondents (Bases vary)

Sustainability: Respect and Accessibility

Not asked prior to Spring 2018. Not asked in Fall 2018.

Calgary

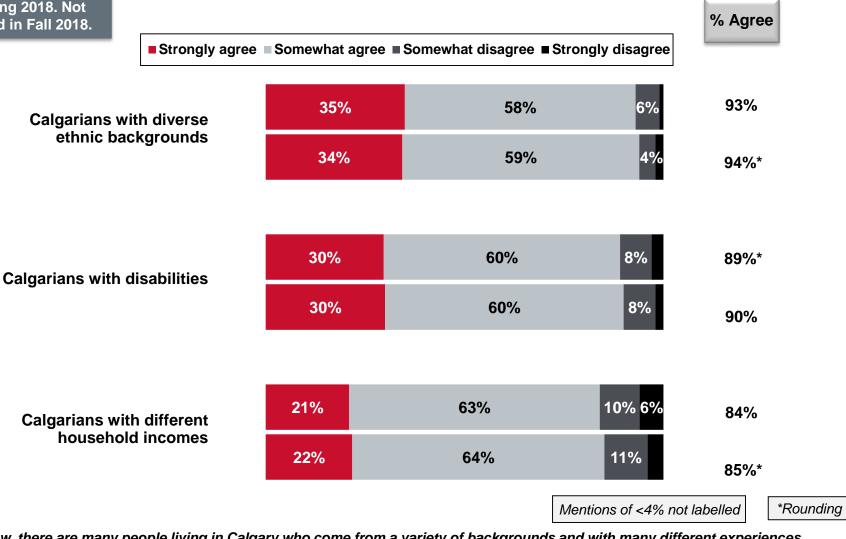
asked in Fall 2018.	Completely Ag	ree (10) 🔳	Agree (9, 8 or 7) ■Neutral (6 or 5) ■	Disagree (4, 3	3, 2 or 1)	% Agree
The City shows respect when providing services to people	Spring 2019	15%	60%	20%	5%	75%
with diverse ethnic backgrounds	Spring 2018	16%	62%	17%	5% 5%	78%
					_	
The City shows respect when providing services to people	Spring 2019	15%	57%	21%	8%	72%
with disabilities	Spring 2018	15%	57%	21%	7%	72%
The City of Calgary, municipal government, strives to create a	Spring 2019	11%	57%	21%	10%	69%*
city that is equally accessible for all Calgarians, no matter their physical ability	Spring 2018	12%	56%	22%	10%	68%
The City shows respect when providing services to people	Spring 2019	11%	53%	26%	11%	64%
who come from different household incomes	Spring 2018	11%	53%	26%	10%	64%
						*Rounding

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree.". Base: Valid respondents (Bases vary)



Not asked prior to Spring 2018. Not asked in Fall 2018.

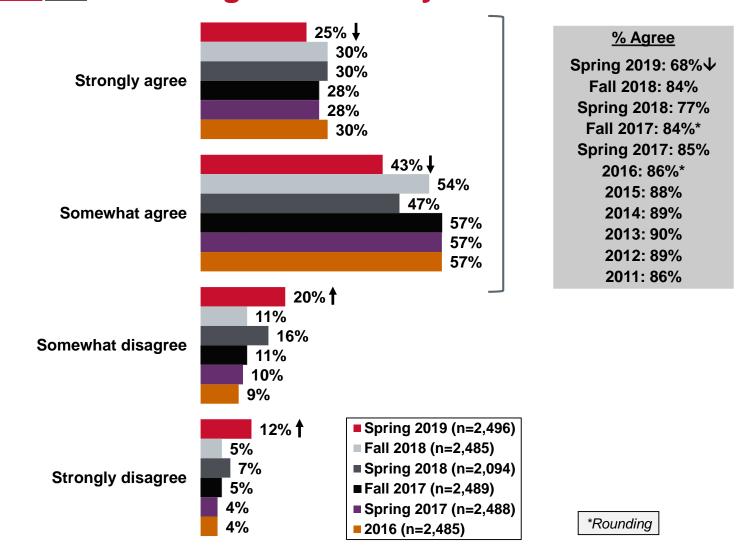
Provision of Services and Programs to Meet the Needs of Diverse Calgarians



As you know, there are many people living in Calgary who come from a variety of backgrounds and with many different experiences. Please indicate whether you agree or disagree that The City provides services and programs that meet the needs of... Base: Valid respondents (Bases vary)



Calgary: On the Right Track to Being a Better City?



There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents



Detailed Findings | Issue Agenda



Issue Agenda

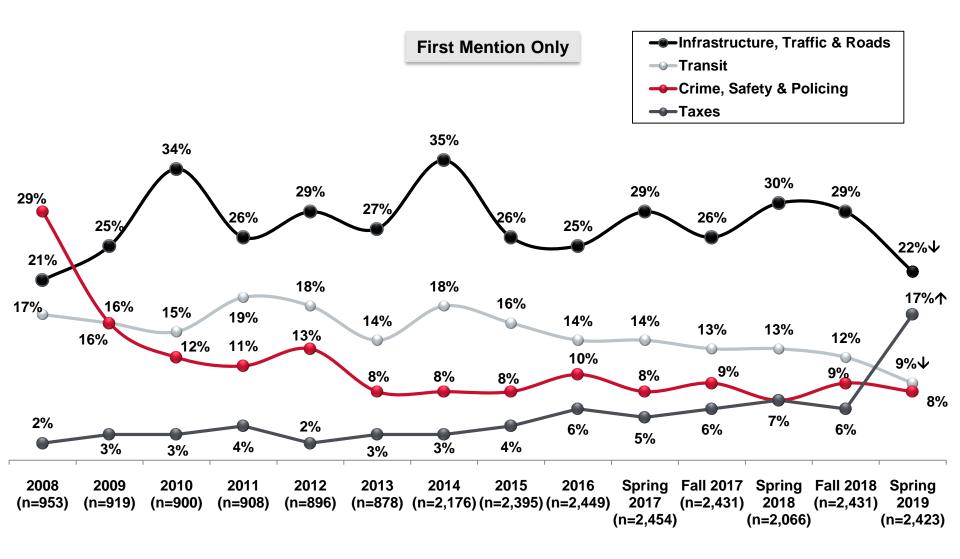


Multiple Responses		First Ment	ion 🔳 Ot	her Mentio	ons	% Change Fall 2018 to Spring 2019
Infr	rastructure, Traffic & Roads (NET)	22%		11%	33%	-7↓
	Traffic congestion	5% 3% 8%				-1
Infrastructure maint	enance/ improvement/ development	<mark>4%</mark> 3% 7%				+2个
	(Lack of) snow removal	4% 6%				-4↓
	Taxes (NET)	17%	5%	22%		+14 ↑
	High taxes	11% 49	% 15%			+9个
Total mentions <3% are not shown	Property taxes	7% 8%				+6个
	Transit (NET)	9% 5%	14%			-2↓
	Poor bus/C-train service	4% 6%				-1
	Transportation (in general)	4% 6%				-3↓
	Crime, Safety & Policing (NET)	8% 4%	12%			-2
Environme	ent and Waste Management (NET)	5% 5% 10)%			+3个
	Economy (NET)	7% 9%	1			+4个
	Recreation (NET)	5% 4% 9%				0
	Budget and Spending (NET)	<mark>4%</mark> 3% 7%				+3个
	Education (NET)	5% 7%				0
Homelessness, Pove	rty and Affordable Housing (NET)	<mark>3%</mark> 5%				0
	Growth and Planning (NET)	4%				0
Note: A "NET" is a combination	Health Care (NET)	3%				+1
of 2 or more mentions that cover a specific theme	None		14%			-1

In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues? Base: Valid respondents (n=2,438)

% Change

Tracking Most Important Issue Facing Calgary



In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Base: Valid respondents

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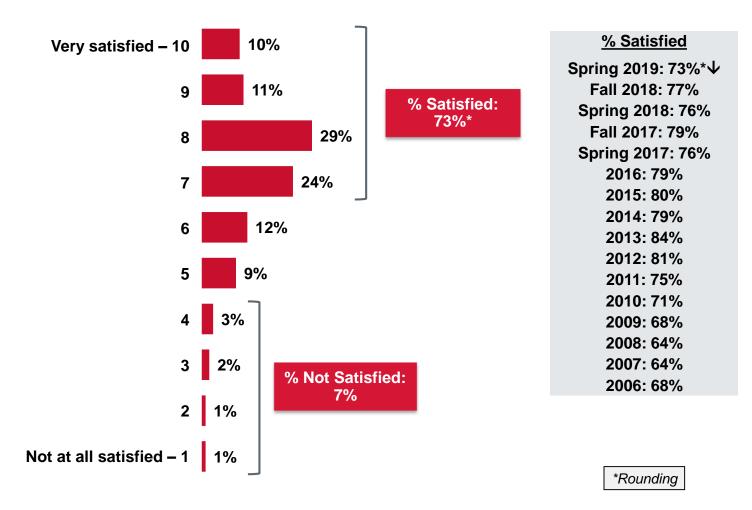


Detailed Findings | City Programs and Services



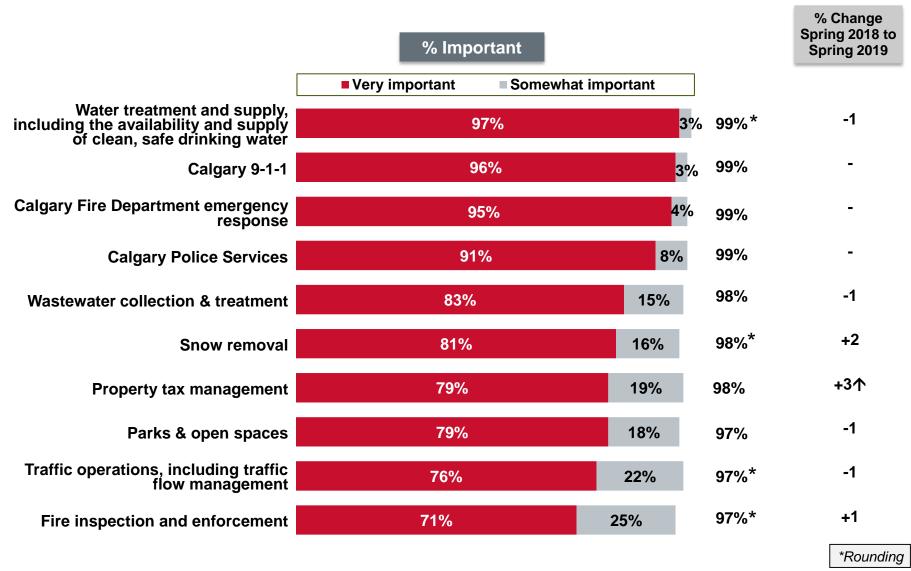


Satisfaction with the Overall Level and Quality of City Services and Programs



On a scale from "1" to "10" where "1" represents "not at all satisfied" and "10" represents "very satisfied," how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary? Base: Valid respondents (n=2,494)

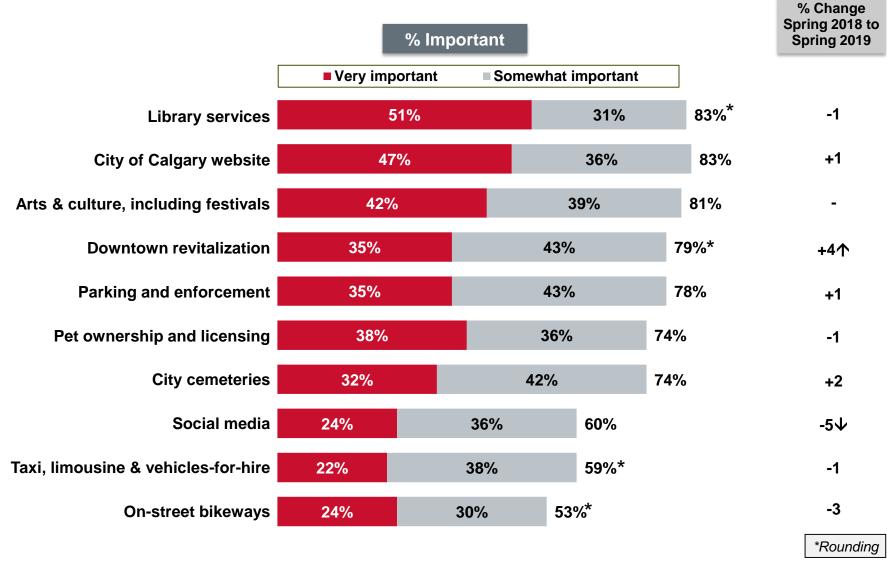
Importance of City Programs and Services Top 10 Important



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you. Base: Valid respondents (Bases vary)

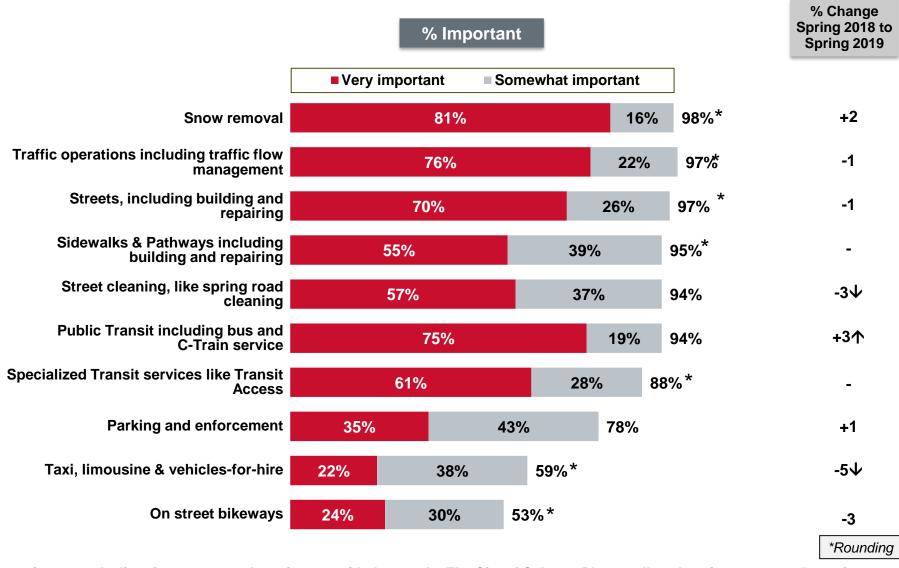


Importance of City Programs and Services Bottom 10 Important



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you. Base: Valid respondents (Bases vary)

Importance of City Programs and Services A City That Moves



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you. Base: Valid respondents (Bases vary)

Importance of City Programs and Services A City of Safe and Inspiring Neighbourhoods

	%	Important			% Change Spring 2018 to Spring 2019
	Very important	Somewhat i	mportant		
Calgary 9-1-1		96%		<mark>3% 99%</mark>	-
Calgary Fire Department emergency response		95%		4% 99%	-
Calgary Police Services		91%		8% 99%	-
Fire inspection & enforcement	71%		25%	97% *	+1
Emergency management & business continuity including disaster planning	70%		26%	96%	+1
Fire safety education	72%		23%	95%	-
Neighbourhood supports	56%	36	5%	92%	+1
Bylaw education & compliance	47%	44%		91%	+2
City planning & policy	45%	42%	8	8% [*]	+2
Development approvals	46%	41%	8	7%	+1
Library services	51%	31%	83%	, * , 0	-1
Downtown revitalization	35%	43%	79% [*]		+4个
Pet ownership & licensing	38%	36%	74%		-1
City cemeteries	32%	42%	74%		+2

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you. Base: Valid respondents (Bases vary)

*Rounding

Importance of City Programs and Services A Healthy and Green City

	% Importa	nt		% Change Spring 2018 to Spring 2019
	Very important Sor	newhat important	7	
Water treatment and supply, including the availability and supply of clean, safe drinking water	97%		99%*	-1
Wastewater collection & treatment	83%	15%	98%	-1
Parks & open spaces	79%	18%	97%	-1
Stormwater management	69%	28%	97%	-
Urban forestry – that is, the planting, maintenance and protection of public trees	72%	24%	96%	-
Residential Black Cart service	74%	21%	95%	-
Residential Blue Cart service	69%	24% 9	4%*	+1
Environmental management services that manage environmental issues, risks, and opportunities	64%	28% 92	2%	-1
City-operated recreation facilities such as pools, leisure centres, and golf courses	56%	36% 92	1%*	-
Residential Green Cart service	60%	27% 87%		+7个
City-operated recreation programs such as swimming lessons	53%	32% 85%		-3↓
I am going to read a list of programs and service	es provided to you by The City of (Calgary. Please tell me		*Rounding

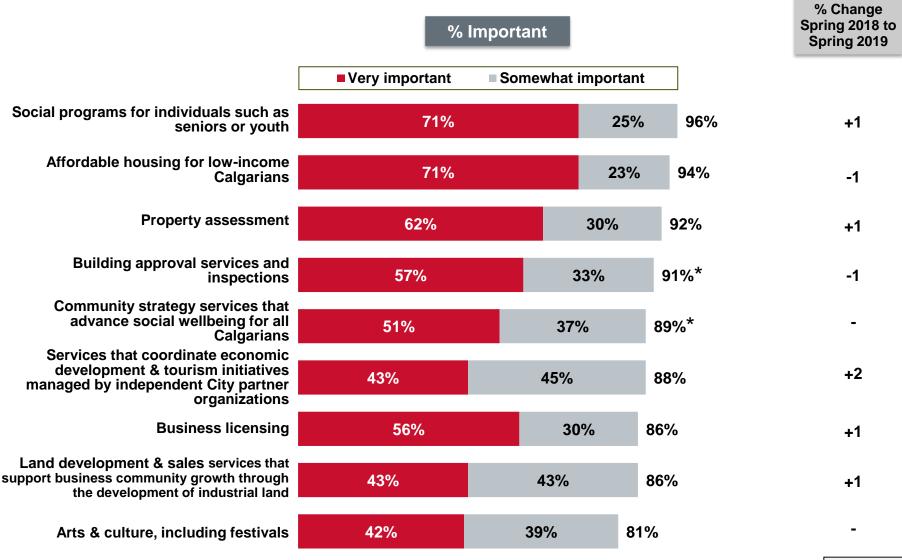
how important each one is to you. Base: Valid respondents (Bases vary)

Mentions of <2% not labelled

% Change

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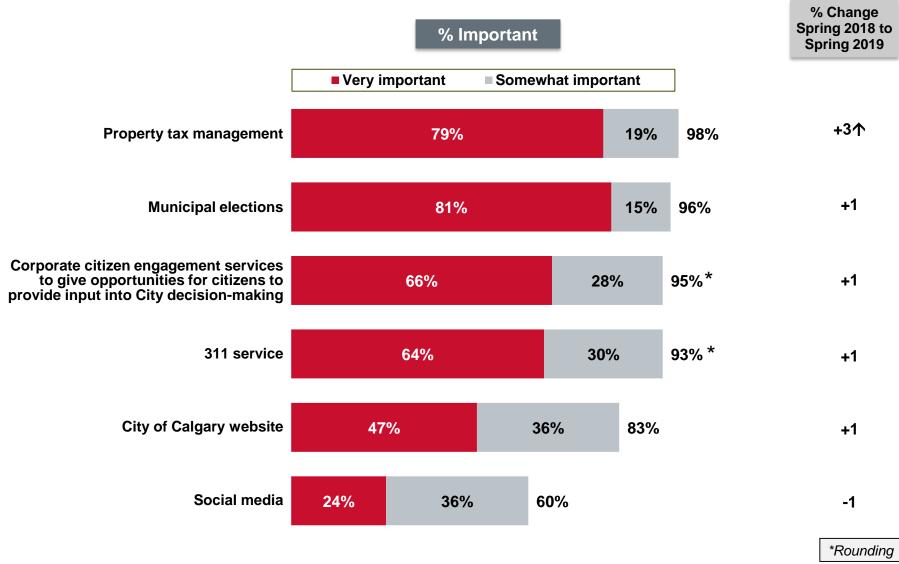
Importance of City Programs and Services A Prosperous City



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you. Base: Valid respondents (Bases vary)

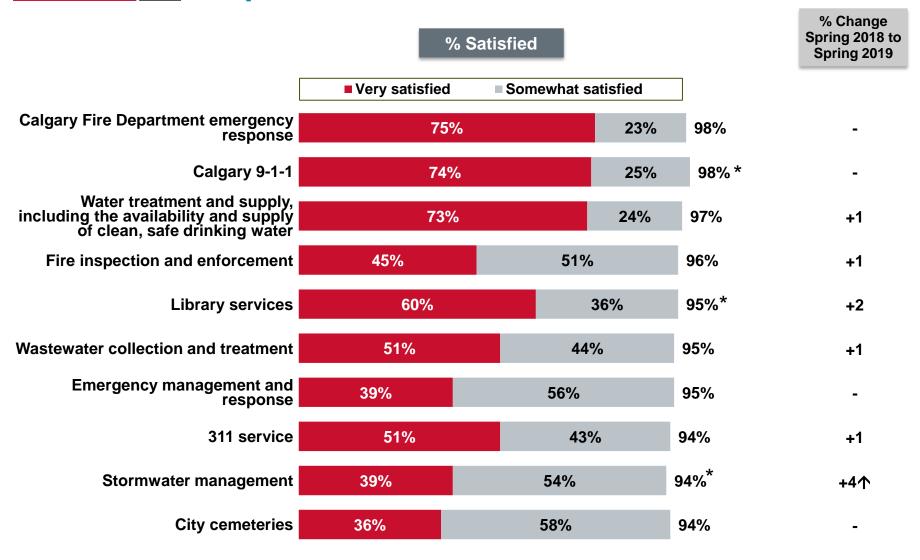
*Rounding

Importance of City Programs and Services A Well-Run City



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you. Base: Valid respondents (Bases vary)

Satisfaction with City Programs and Services Top 10 Satisfied



Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)

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Calgary



Satisfaction with City Programs and Services Bottom 10 Satisfied

	%	Satisfied		% Change Spring 2018 to Spring 2019
	Very satisfied	Somewhat sa	atisfied	
Streets, including building and repairing	18%	60%	77%*	+3
Downtown revitalization	16%	61%	77%	-64
Corporate citizen engagement	13%	60%	74% [*]	-2
Property assessment	17%	55%	72%	-9↓
Snow removal	23%	45%	69% [*]	+10个
Parking enforcement	18%	51%	69%	-2
Affordable housing	<mark>10%</mark>	57%	67%	-2
On-street bikeways	18%	48%	66%	-
Traffic operations, including traffic flow management	16%	50%	66%	-5↓
Property tax management	12%	16% 5	58%	-11↓

Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)

2019 | Spring Pulse Survey

*Rounding

0/ Change

Satisfaction with City Programs and Services A City That Moves

		% Satisfied			% Change Spring 2018 to Spring 2019
[Very satisfie	d Somewhat	satisfied		
Specialized Transit services like Transit Access	30%	59%		89%	+3
Sidewalks & pathways including building and repairing	26%	61%		88% *	+3
Street cleaning, like spring road cleaning	41%	46%	/o	87%	+2
Taxi, limousine & vehicles-for-hire	26%	58%		84%	+1
Public Transit including bus and C-Train service	29%	54%		83%	+3
Streets, including building and repairing	18%	60%	7	7% *	+3
Snow removal	23%	45%	69% [*]		+10个
Parking and enforcement	18%	51%	69%		-2
On-street bikeways	18%	48%	66%		-
Traffic operations including traffic flow management	16%	50%	66%		-5↓

Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)

2019 | Spring Pulse Survey

Calgary

Satisfaction with City Programs and Services A City of Safe and Inspiring Neighbourhoods

	%	Satisfied			% Change Spring 2018 to Spring 2019
[Very satisfied	Somewhat sat	tisfied]	
Calgary 9-1-1	74%		25%	98% *	-
Calgary Fire Department emergency response	75%	/ 0	23%	98%	-
Fire inspection & enforcement	45%	51%		96%	+1
Emergency management & business continuity services	39%	56%		95%	-
Library services	60%	30	6%	95% *	+2
City cemeteries	36%	58%		94%	-
Calgary Police Services	52%	40%	93	3% *	+2
Fire safety education	40%	52%	93	3%*	-2
Pet ownership & licensing	40%	51%	90)% *	-2
Neighbourhood supports	29%	58%	86%	*	-1
Bylaw education & compliance services	22%	62%	84%		-
City planning & policy services	20%	60%	80%		-
Development approvals services and development proposals	17%	63%	80%		-
Downtown revitalization	16%	61%	77%		-6↓

Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)

2019 | Spring Pulse Survey

Calgary

Satisfaction with City Programs and Services A Healthy and Green City

	% \$	Satisfied		% Change Spring 2018 to Spring 2019
	Very satisfied	Somewhat satisfied	l	
Water treatment and supply, including the availability and supply of clean, safe drinking water	73%	24	% 97%	+1
Wastewater collection & treatment	51%	44%	95%	+1
Stormwater management	39%	54%	94% [*]	+4个
Parks & open spaces	50%	42%	92%	-
City operated recreation programs such as swimming lessons	36%	55%	91%	+1
City operated recreation facilities such as pools, leisure centres, and golf courses	39%	51%	90%	+1
Residential Blue Cart service	52%	36%	88%	-3
Residential Black Cart service	47%	40%	88%	+3
Urban forestry - planting, maintenance and protection of public trees	32%	55%	87%	-
Residential Green Cart service	46%	40%	86%	+8个
Environmental management services that manage environmental issues, risks, and opportunities	20%	66%	86%	-2

Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)

2019 | Spring Pulse Survey

Calgary

Satisfaction with City Programs and Services A Prosperous City

		% Satisfied			% Change Spring 2018 to Spring 2019
	Very satis	fied Somewhat s	atisfied		
Services that coordinate economic development & Tourism initiatives managed by independent City partner organizations	17%	70%		88%*	+3
Building approval services and inspections	26%	61%		87%	+1
Business licensing	24%	63%		87%	-5↓
Arts & culture, including festivals	31%	55%		86%*	+3个
Social programs for individuals such as seniors or youth	23%	63%		86%	-1
Community strategy services that advance social wellbeing for all Calgarians	20%	67%		86%	-2
Land development & sales services that support business community growth through the development of industrial land	17%	66%	8	33%	-3
Property assessment	17%	55%	72%		-94
Affordable housing	10%	57%	67%		-2

Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)

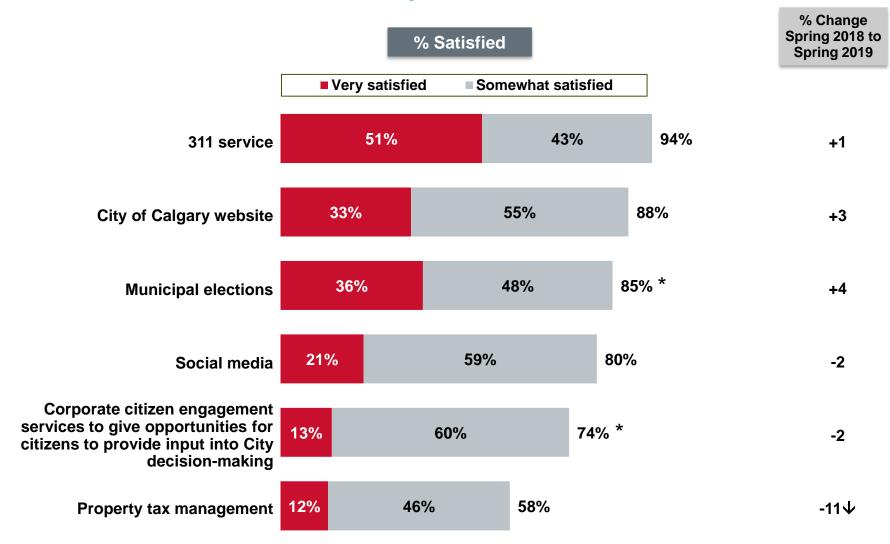
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Calgary

*Rounding

% Change

Satisfaction with City Programs and Services A Well-Run City

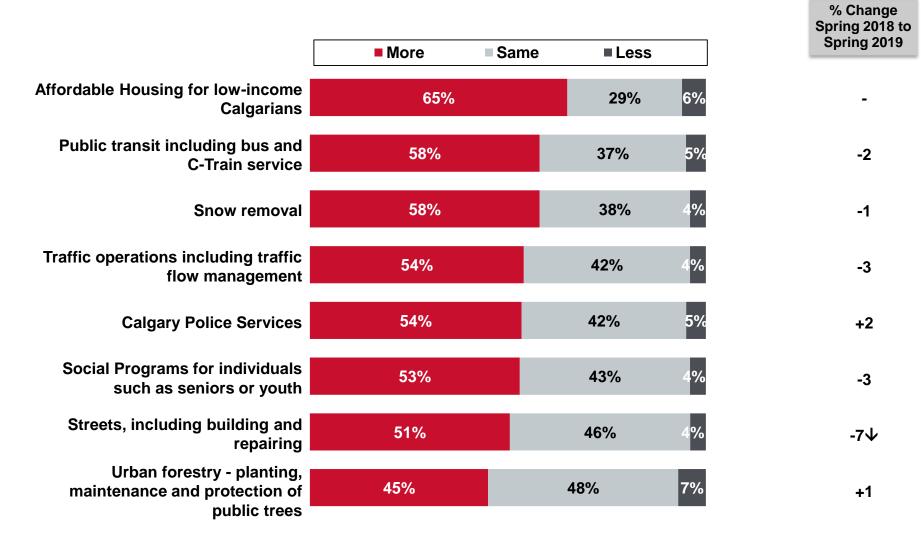


Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)

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Calgary

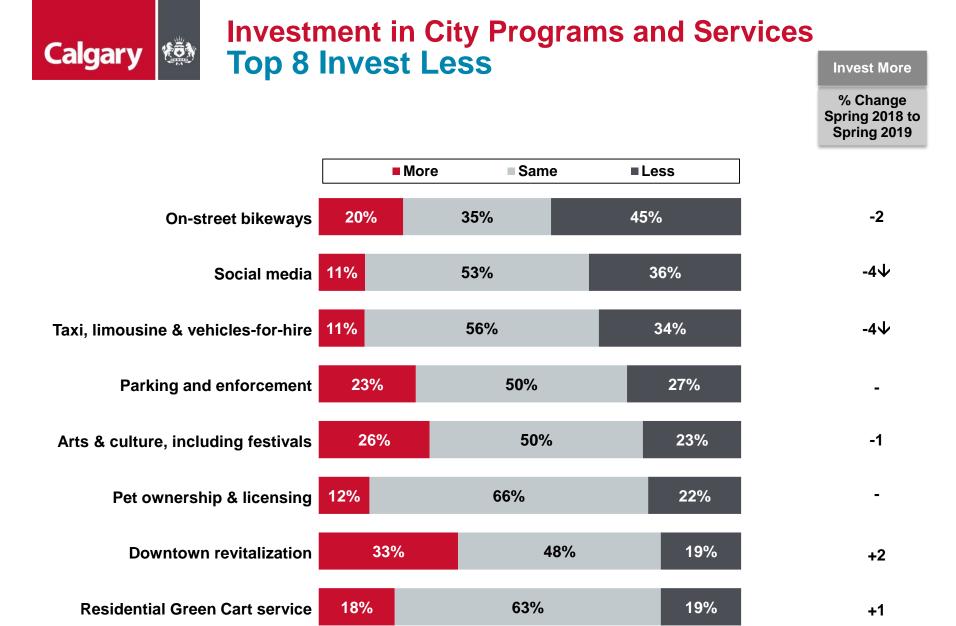
Investment in City Programs and Services Top 8 Invest More



Please tell me if you think The City should invest more, less or the same amount on the program or service. Base: Valid respondents (Bases vary)

Calgary

Invest More



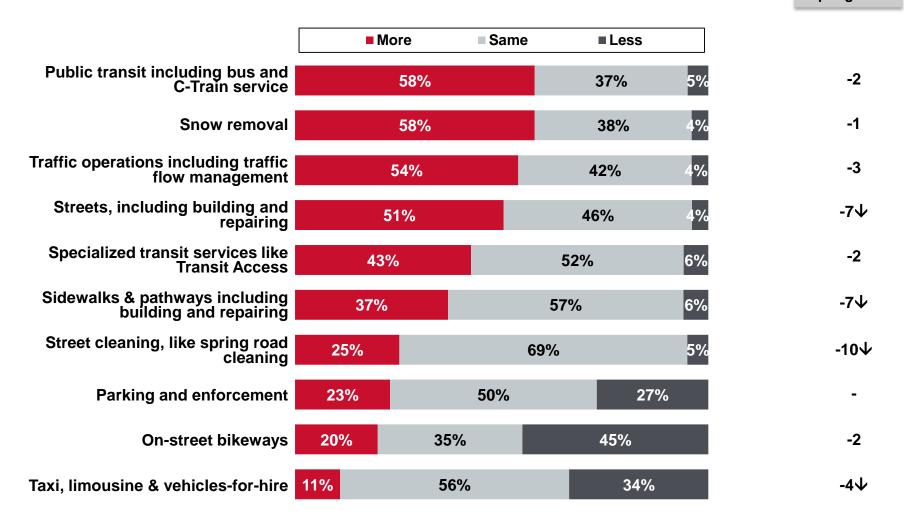
Please tell me if you think The City should invest more, less or the same amount on the program or service. Base: Valid respondents (Bases vary)

Investment in City Programs and Services A City That Moves

% Change Spring 2018 to

Invest More

Spring 2019



Please tell me if you think The City should invest more, less or the same amount on the program or service. Base: Valid respondents (Bases vary)

Investment in City Programs and Services A City of Safe and Inspiring Neighbourhoods

	■ More	Same	■ Less
Calgary Police Services	54%	4	2% 5%
Calgary Fire Department emergency response	42%	56%	6
Neighbourhood supports services	36%	54%	10%
Fire safety education	36%	58%	6%
Calgary 9-1-1	34%	65%	
Emergency management & business continuity services	33%	61%	5%
Downtown revitalization	33%	48%	19%
Bylaw education & compliance services	28%	60%	12%
Fire inspection & enforcement	26%	71%	
Development approvals services	26%	60%	14%
City planning & policy services	23%	63%	14%
Library services	21%	64%	15%
Pet ownership & licensing	12%	66%	22%
City cemeteries	10%	75%	16%

Please tell me if you think The City should invest more, less or the same amount on the program or service. Base: Valid respondents (Bases vary)

Mentions of <3% not labelled

Invest More

Investment in City Programs and Services A Healthy and Green City

Invest More

% Change Spring 2018 to Spring 2019

	Г		
	■ More	Same Same	Less
nting, on of trees	45%	48%	7%
vices sues, nities	42%	47%	11%
aces	39%	57%	5%
lities , and irses	36%	56%	7%
pply, ipply	35%	64%	
vater ment	30%	66%	
rams sons	27%	65%	8%
ment	27%	68%	5%
rvice	19%	68%	13%
rvice	18%	63%	19%
rvice	17%	72%	11%

Urban forestry - planting, maintenance and protection of public trees

Environmental management services that manage environmental issues risks, and opportunities

Calgary

Parks & open spaces

City operated recreation facilities such as pools, leisure centres, and golf courses

Water treatment and supply including the availability and supply of clean, safe drinking wate

Wastewater collection & treatment

City operated recreation programs such as swimming lessons

Stormwater management

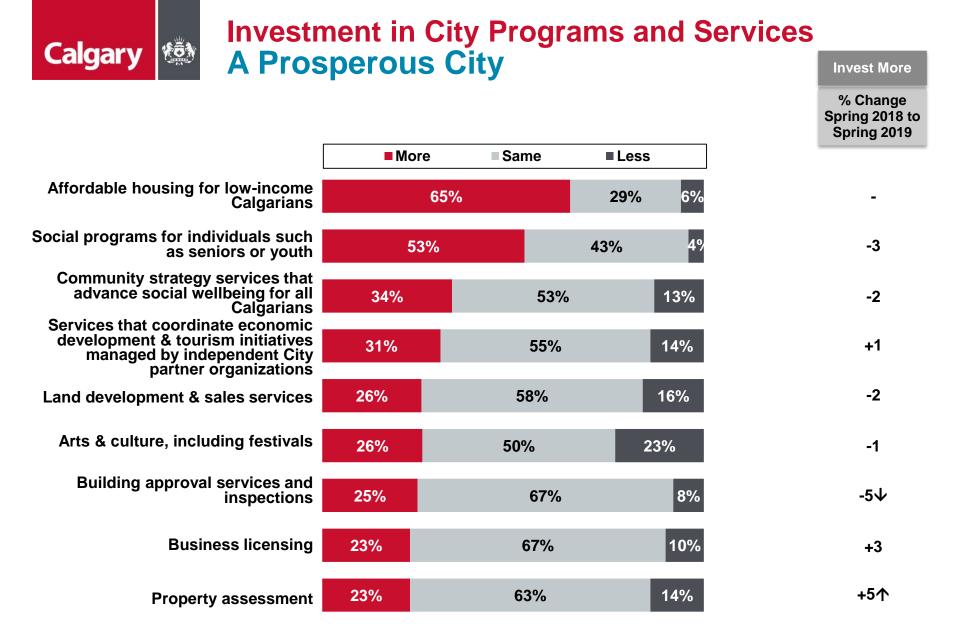
Residential Blue Cart servic

Residential Green Cart service

Residential Black Cart service

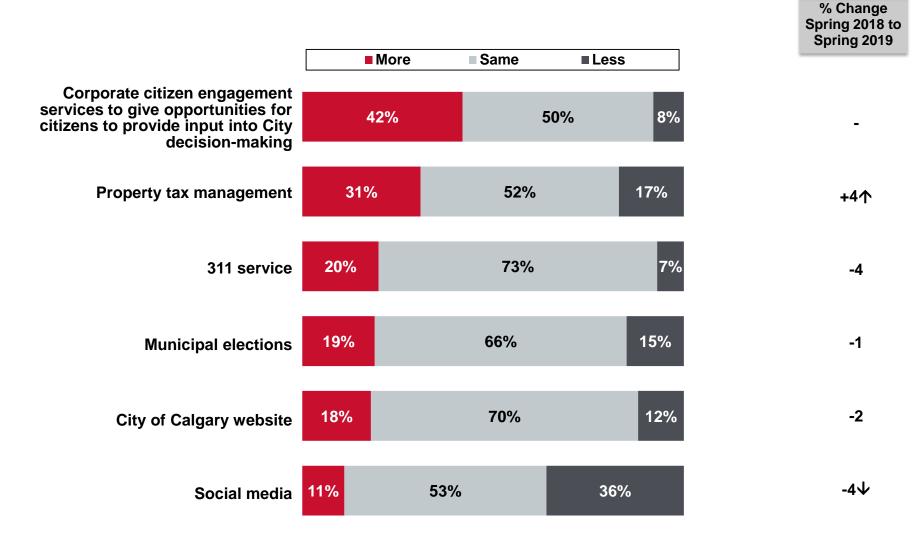
Please tell me if you think The City should invest more, less or the same amount on the program or service. Base: Valid respondents (Bases vary)

Mentions of <<u>3</u>% not labelled



Please tell me if you think The City should invest more, less or the same amount on the program or service. Base: Valid respondents (Bases vary)

Investment in City Programs and Services A Well-Run City



Please tell me if you think The City should invest more, less or the same amount on the program or service. Base: Valid respondents (Bases vary)

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Calgary

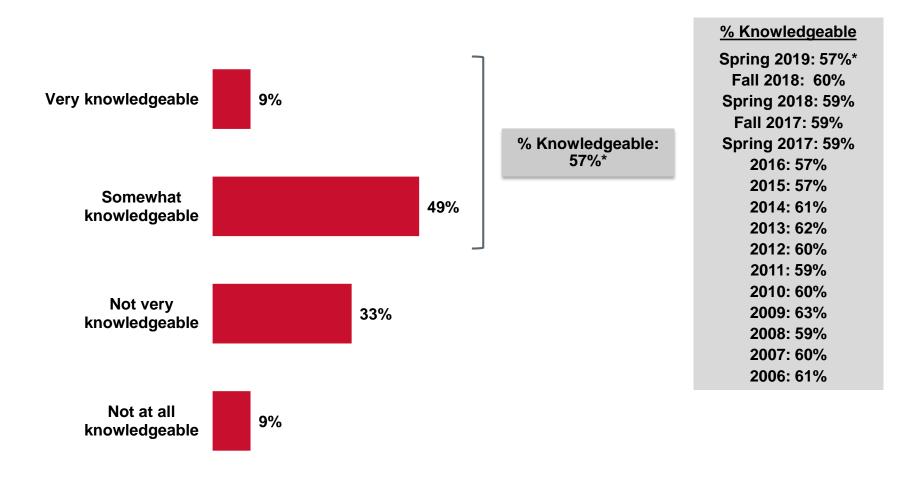
Invest More



Detailed Findings | Taxation



Knowledge Levels of Tax Dollar Spending



*Rounding

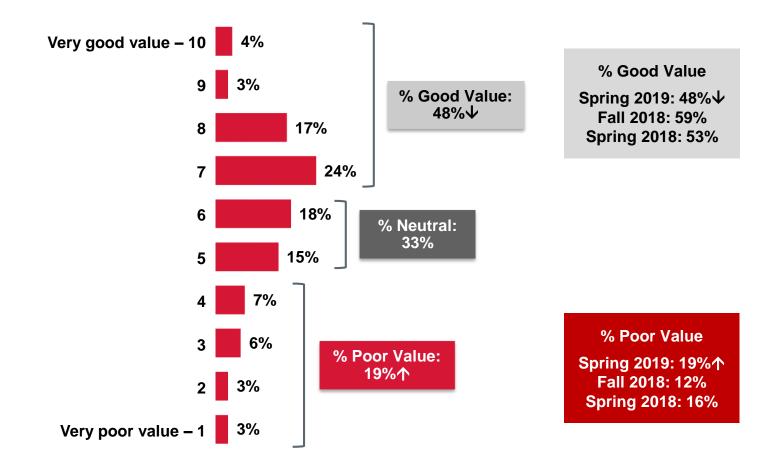
Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (n=2,490)

Calgary

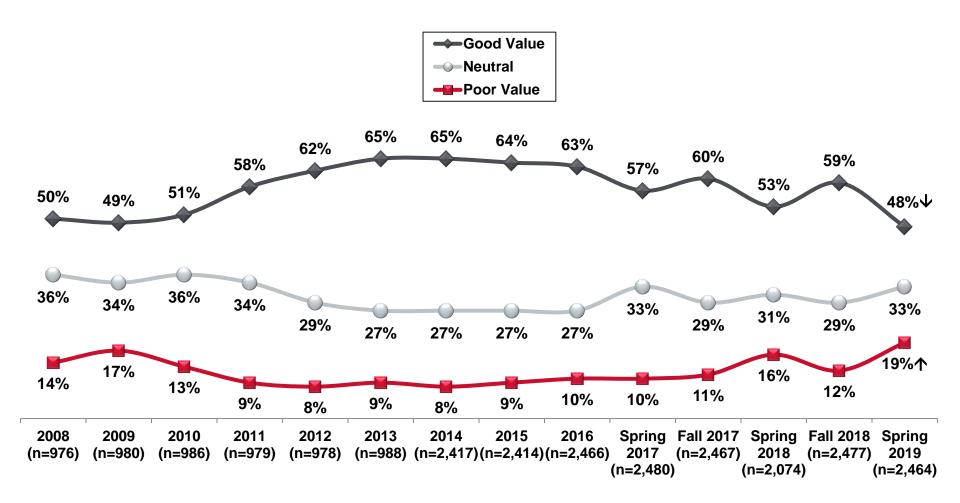
Rôy

Perceived Value of Property Taxes



Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where "1" represents "very poor value" and "10" represents "very good value." Base: Valid respondents (n=2,464)

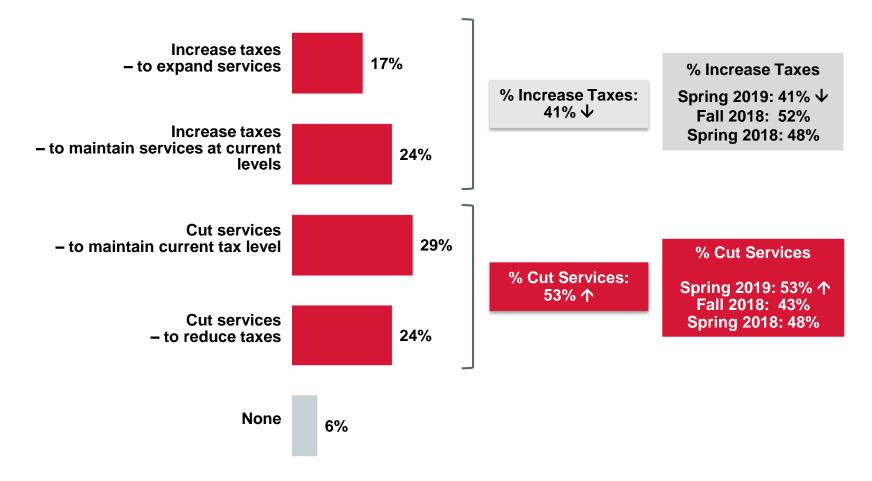
Tracking Perceived Value of Property Taxes



Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where "1" represents "very poor value" and "10" represents "very good value." Base: Valid respondents

Balancing Taxation and Service Delivery Levels

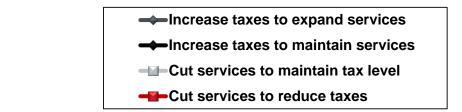


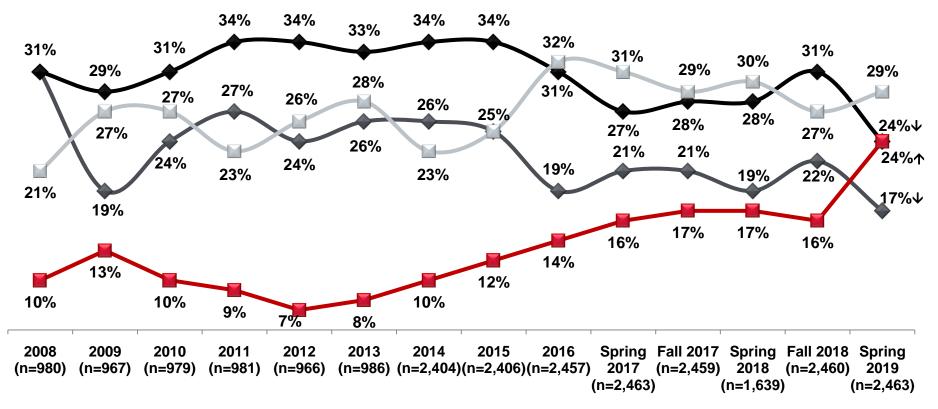


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?

Base: Valid respondents (n=2,463)

Tracking Balancing Taxation and Service Delivery Levels

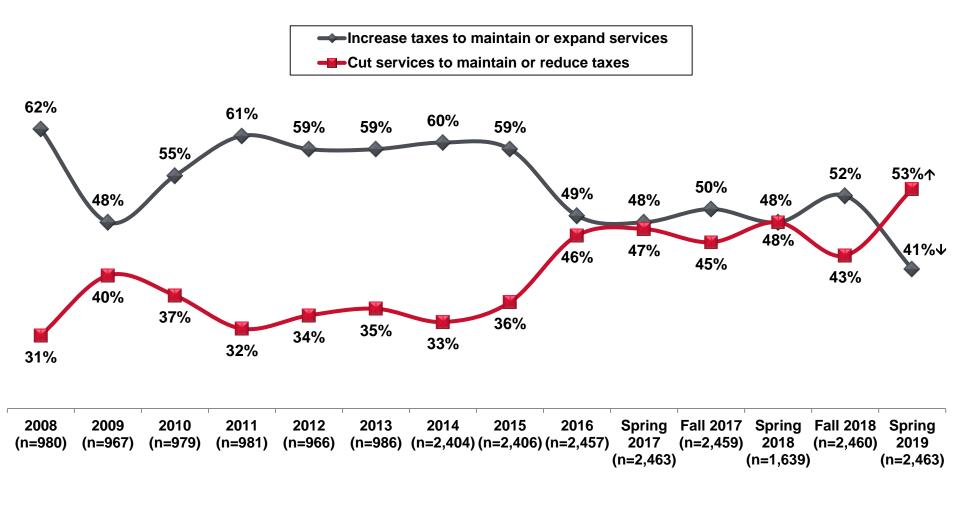




Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue? Base: Valid respondents

E

Tracking Balancing Taxation and Service Delivery Levels: Increase Taxes versus Cut Services



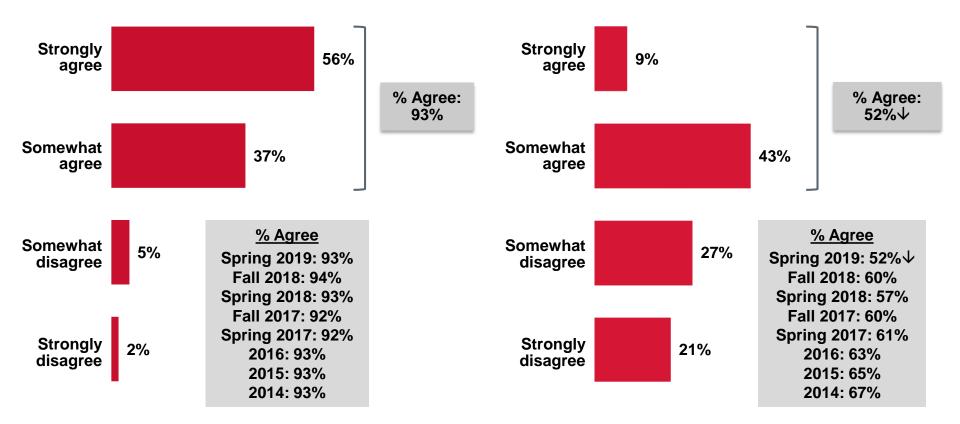
Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue? Base: Valid respondents

Property Tax Dollar Investment

I am interested in knowing how my property tax dollars are invested in various City services

ŧō)

The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services



Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements. Base: Valid respondents (n=2,488 / n=2,472)

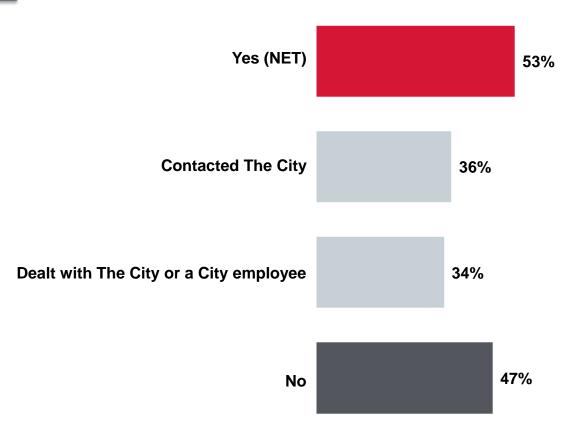


Detailed Findings | Contact with The City



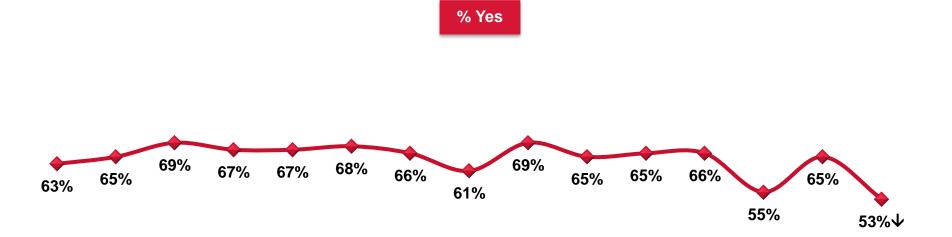


Multiple Responses



Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months? Base: Valid respondents (n=2,488)





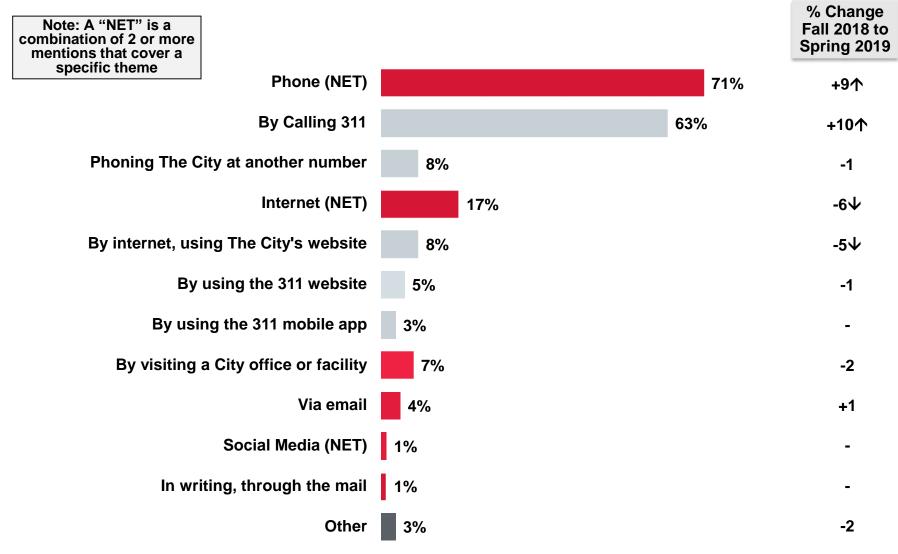
							I	1 1	1		1 1		1 1	
2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	Fall 2017	Spring	Fall 2018	Spring
2000	2007												1 all 2010	opinig
(n=998)	(n - 000)	(n=998)	(n-002)	(n_007)	(n_008)	(n_008)	(n_008)	(n-2 111)	n-2 117\(n-2 186)(n=2,494)	2018	(2488)	2019
(11-330)	(11-333)	(11-330)	(11-332)	(11-337)	(11-330)	(11-330)	(11-330)	(11-2,444)	(11-2,447)(11-2,400)(11=2,434)	2010	(2400)	2013
												(n=2.084)	۱	(2488)
												(11-2,004))	(2400)

Have you contacted The City of Calgary or one of its employees in the last twelve months? Base: Valid respondents

Not asked in Spring 2017

2019 | Spring Pulse Survey

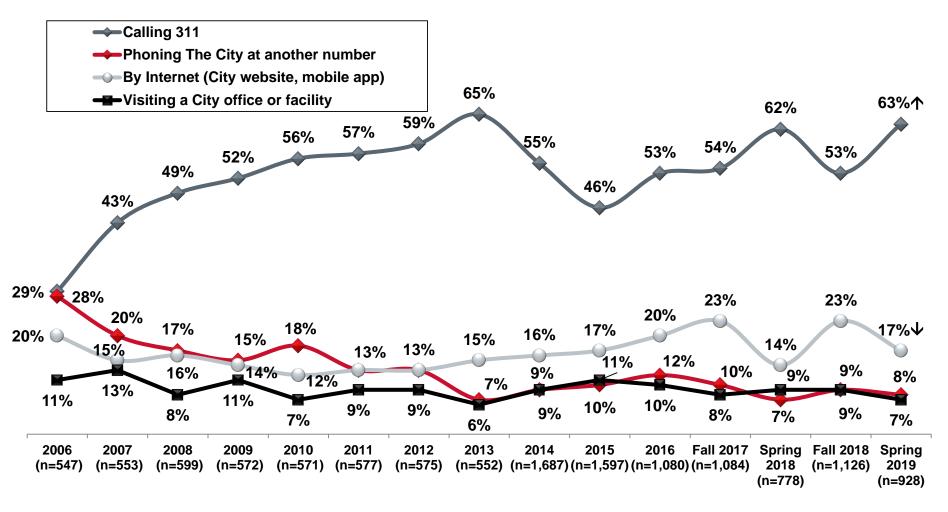




Base: Valid respondents who contacted The City in the last twelve months (n=928)

Mentions of <1% not shown





When you contacted The City was it ... ?

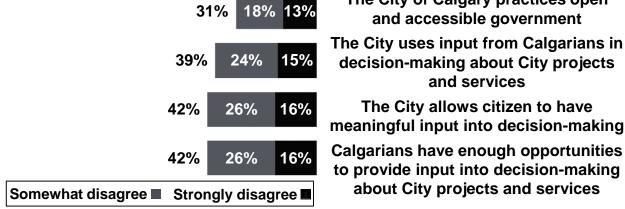
Base: 2016 to 2018: Valid respondents who <u>contacted</u> The City of Calgary in the last twelve months 2006 to 2015: Valid respondents who <u>contacted or dealt with</u> The City of Calgary in the last twelve months

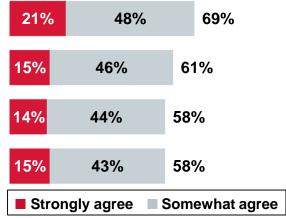
Not asked in Spring 2017



Attitudes Regarding City Service Delivery, **Transparency and Citizen Input**

% Disagree		% Agree		
23% 16% 7%	The quality of customer service from The City is consistently high	26%	50%	77% *
24% 15% 9%	The City of Calgary meets my customer service expectations	25%	51%	76%
25% 17% 8%	The City of Calgary makes customer service a priority	23%	53%	75%*
31% 20% 11%	The City responds quickly to requests and concerns	21%	48%	69%
31% 18% 13%	The City of Calgary practices open and accessible government	21%	48%	69%

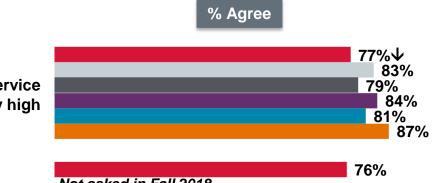




Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City? Base: Valid respondents (Bases vary)

*Rounding

Tracking Attitudes Regarding City Service Delivery, Transparency and Citizen Input



The quality of customer service from the city is consistently high

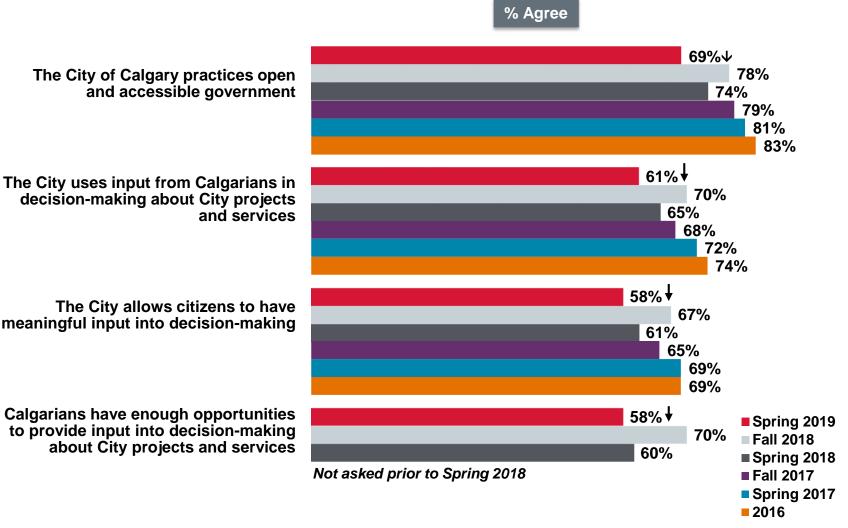
The City of Calgary meets my | customer service expectations

	10%
Not asked in Fall 2018	
	78%
Not asked prior to Spring 2018	



Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City? Base: Valid respondents (Bases vary)

Tracking Attitudes Regarding City Service Delivery and Transparency (continued)



Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

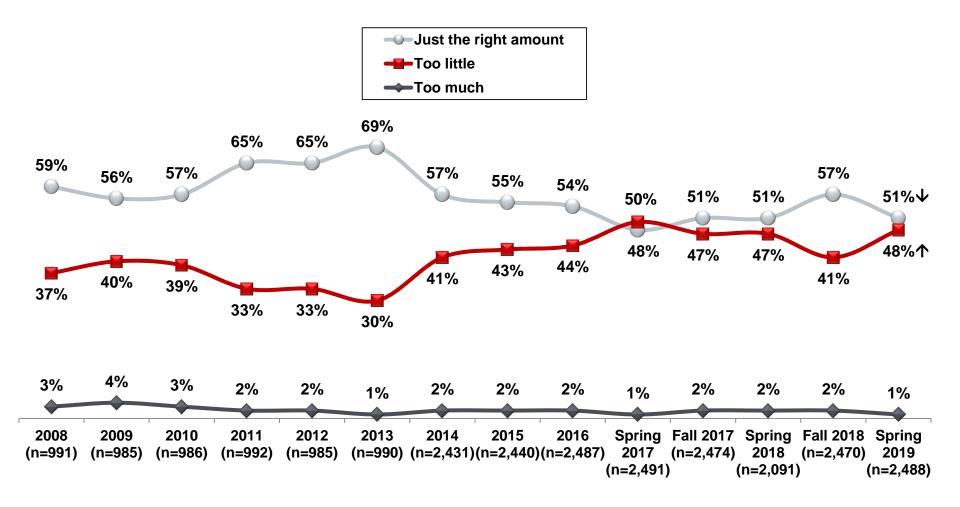
Base: Valid respondents (Bases vary)



Detailed Findings | City Communications



Calgary 🏟 Access to Information

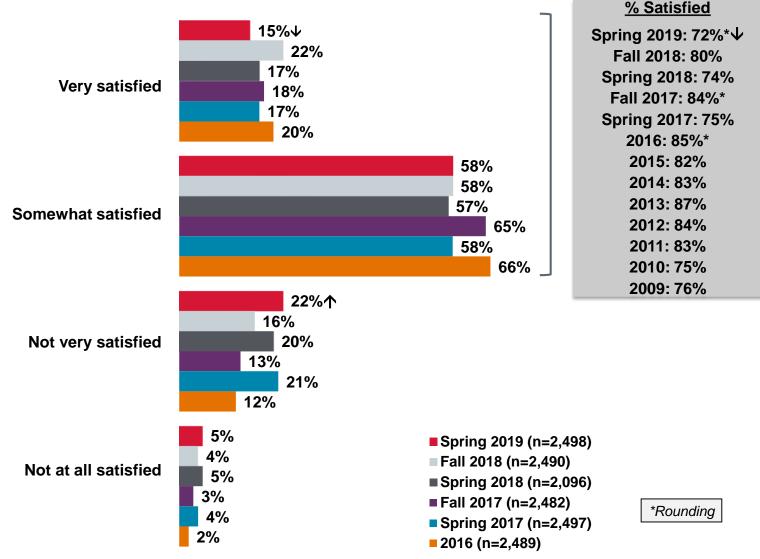


In your opinion, do you currently <u>have access to</u> [prior to Spring 2018: <u>receive</u>] too much, too little, or just the right amount of information from The City?

Base: Valid respondents



Satisfaction with the Overall Quality of City Information and Communications

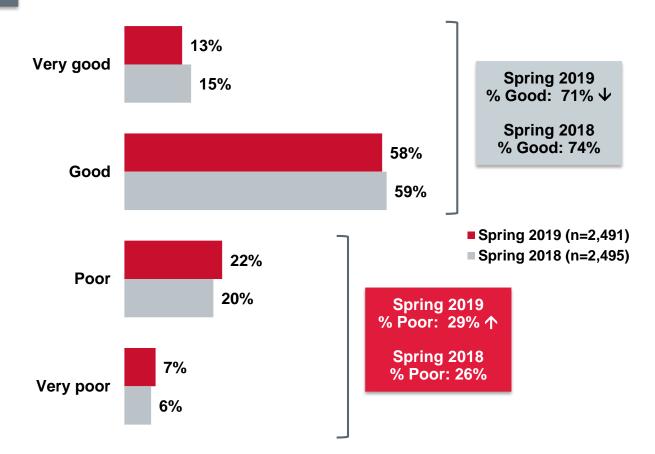


And how satisfied are you with the overall quality of City information and communications? Base: Valid respondents



Overall Communications from The City

Not asked in Fall 2018. Not asked prior to Spring 2018.



Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?

Base: Valid respondents

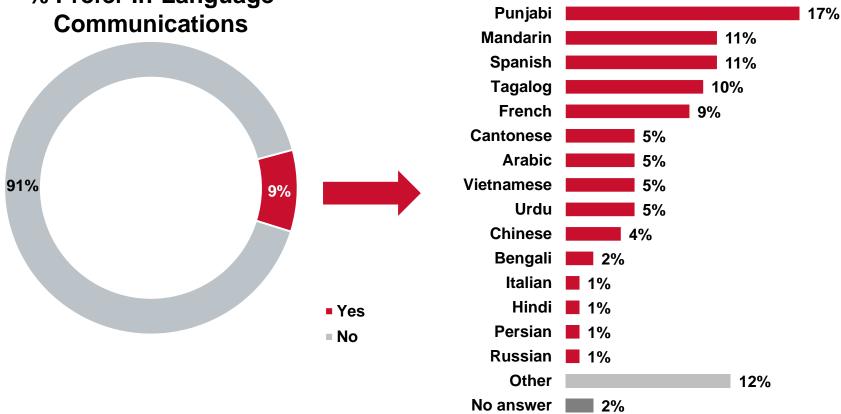


Helpfulness of Receiving In-Language Communications

New question in Spring 2019

% Prefer In-Language Communications

Language Preferred



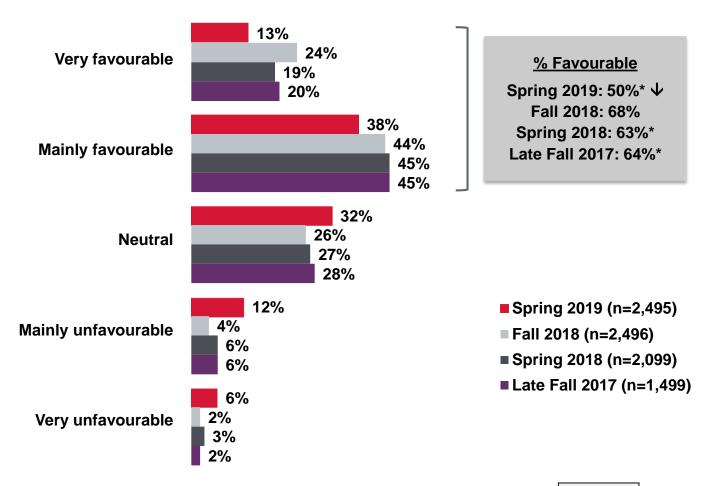
Would it be helpful to you or anyone in your household to receive information about The City of Calgary's programs and services in a language other than English? Base: All respondents (n=2,500) And what language would you prefer? Base: Valid respondents (n=176)



Detailed Findings | Municipal Reputation





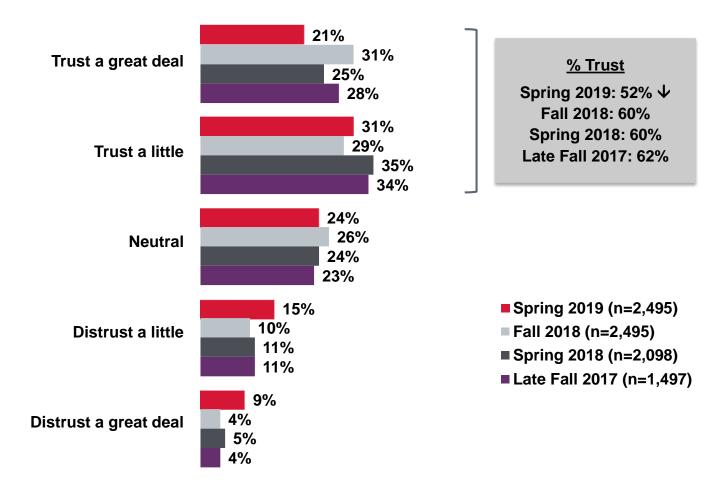


*Rounding

Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary? Base: Valid respondents (Bases vary)

2019 | Spring Pulse Survey



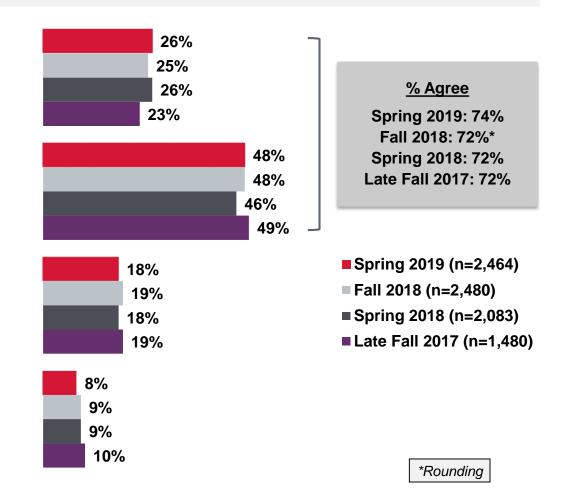


Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents (Bases vary)

Calgary 🐼 Understanding of the Roles of City Council versus City Administration

I understand the roles and responsibilities of City Council compared to those of City Administration



Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

Base: Valid respondents (Bases vary)

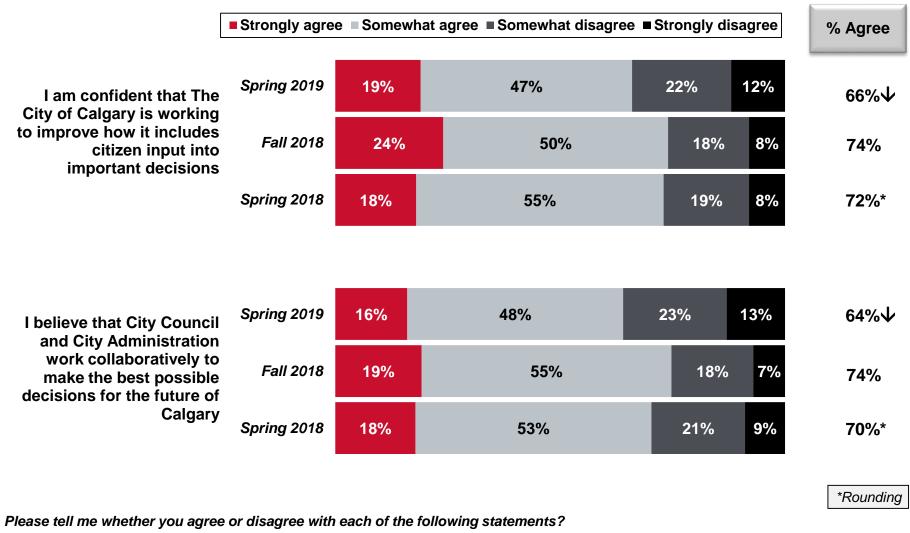
Calgary 🐼 Perceptions About City Performance

As you may know, <u>City Council</u> is made up of elected officials who are the legislative body that govern The City. While <u>City Administration</u> is made up of non-elected employees at The City who are responsible for the management and running of local services. In other words, public servants who administer services, facilities, safety and infrastructure for communities.

	Very satisfied	Somewhat satisfied	Somewhat dissatisfie	ed ■Very dissatisfie	d % Satisfied
The City of Coloremy	Spring 2019	10%	57%	22% 11%	67%↓
The City of Calgary - including Council and		15%	64%	17%	4% 79%
Administration	Spring 2018	12%	64%	18% 6	% 77%*
	Fall 2017	13%	64%	19%	4% 77%
	Spring 2019	16%	62%	16% 6	% 78%√
City Administration	Fall 2018	19% 66%		12%	4% 84%*
(excluding City Council)		16%	66%		4% 82%
	Fall 2017	16%	65%	15%	4% 81%
	Spring 2019	9% 4	7%	25% 19%	56%√
City Counci	Fall 2018	11%	59%	20% 9%	6 70%
(excluding City Administration)	Spring 2018	9%	57%	23% 11%	65%*
Administration	, Fall 2017	11%	58%	22% 10	69%
					*Rounding

Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City? Base: Valid respondents (Bases vary)

Attitudes Regarding The City



Base: Valid respondents (Bases vary)

Calgary



Detailed Findings | Demographics



Demographics

Gender*		Education	
*self described			
Male	49%	Completed high school or less	19%
Female	51%	Some post secondary or completed a college diploma	36%
Other	<1%	Completed university degree or post-grad degree	45%
Age		Income	
Age			
Age 18 to 24	15%	Less than \$30,000	7%
	15% 18%		7% 8% 11%
18 to 24		Less than \$30,000 \$30,000 to <\$45,000	8%
18 to 24 25 to 34	18%	Less than \$30,000 \$30,000 to <\$45,000 \$45,000 to <\$60,000	8% 11%
18 to 24 25 to 34 35 to 44 45 to 54	18% 16% 20%	Less than \$30,000 \$30,000 to <\$45,000 \$45,000 to <\$60,000 \$60,000 to <\$75,000	8% 11% 9%
18 to 24 25 to 34 35 to 44 45 to 54 55 to 64	18% 16% 20% 12%	Less than \$30,000 \$30,000 to <\$45,000 \$45,000 to <\$60,000 \$60,000 to <\$75,000 \$75,000 to <\$90,000	8% 11% 9% 8%
18 to 24 25 to 34 35 to 44 45 to 54	18% 16% 20%	Less than \$30,000 \$30,000 to <\$45,000 \$45,000 to <\$60,000 \$60,000 to <\$75,000 \$75,000 to <\$90,000 \$90,000 to <\$105,000	8% 11% 9% 8% 12%

Base: Valid respondents (Bases vary)



Household Characteristics

Tenure in Calga	ary	Type of Home	Own or Rent
Less than 5 years 5 to less than 10 years 10 to less than 15 years 15 to less than 20 years 20 to less than 30 years 30 to less than 40 years 40 or more <i>Mean</i>	5% 10% 10% 13% 21% 15% 26% 28	Single-detached house72%Apartment or apartment- style condominium12%Duplex, triplex or fourplex8%Townhouse or rowhouse7%Another type of multi- dwelling unit1%	Own76%Rent18%Neither4%
Responsible fo Property Taxe		Household Size	Children and Seniors in Household
Yes	81%	1 13% 2 31%	Yes - Children 34%
Yes	81% 19%		Yes - Children 34% Yes - Seniors 18%

Base: Valid respondents (Bases vary)

Respondent Characteristics

Born in Canad	a	Age Left Country of Bi	Ethnic
		Base: Not born in Canada (n=619	9) Caucasian/ white 25%
Yes	74%	Under the age of 12	27% British 18%
	0.001	12 to 17	15% Canadian/ French Canadian 17%
No	26%		Western European 13%
		18 or older	57% East or Southeast Asian 10%
			Southern or Eastern European 9%
			South Asian 8%
Disability		Visible Minority	Central/South American or Caribbean
			West Asian or Middle Eastern 2%
			African 2%
Yes	17%	Yes	24% Aboriginal/First Nations/Metis 1%
No	83%	No	76% Other 1%
	0070		Other (SPECIFY) 6%
			Don't Know 2%



Prepared in Partnership with Ipsos

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