

Calgary



# 2018 Quality of Life and Citizen Satisfaction Survey

## Ward 1 Report

Prepared for The City of Calgary by:

Contact:

Jamie Duncan  
Vice President  
Ipsos  
587.952.4863

[jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

Sheela Das  
Director  
Ipsos  
587.952.4874

[sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8





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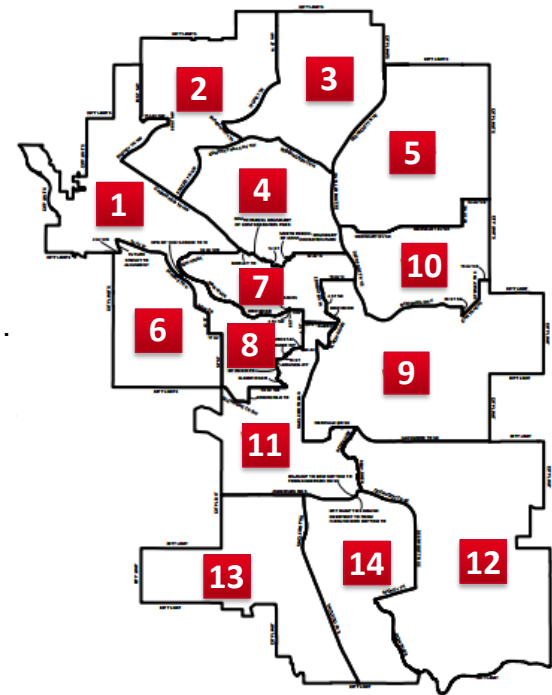
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Respondent Profile



## Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 15<sup>th</sup> and September 12<sup>th</sup>, 2018.
  - Both landline (60%) and cell phone (40%) sample were used.
  - The average interview length was 32 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  $\pm 2.0$  percentage points, 19 times out of 20.
  - A total of 180 interviews were conducted with residents of Ward 1 (MOE  $\pm 7.3\%$ ).
- ❖ Research note on significant differences.
  - Throughout, City Wide results are compared to results from Ward 1.
    - $\uparrow$  indicates a number is significantly higher than City Wide.
    - $\downarrow$  indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2018 results for Ward 1 are compared to those from 2017.
  - Only significant differences are shown.





## Summary of Key Findings





# Key Findings: Quality of Life

**Ward 1 residents' perceptions about the quality of life in Calgary are generally favourable, showing strong pride and a higher sense of safety in their neighbourhoods, although they are less likely to believe The City fosters a city that is inclusive and accepting of all.**

- ❖ Almost nine-in-ten (89%) Ward 1 residents rate the overall quality of life in Calgary today as 'good,' statistically consistent with 86% City Wide.
- ❖ In Ward 1, 43% of residents say the quality of life in Calgary has stayed the same over the past three years (statistically consistent with 49% City Wide), while 20% say it has improved (on par with 22% City Wide) and 37% say it has worsened (statistically higher than 29% City Wide).
  - In order to improve the quality of life in Calgary, a higher proportion of Ward 1 residents point to recreation and community services (29% vs. 21% City Wide).
- ❖ Key metrics where Ward 1 residents differ from City Wide are related to connectedness, inclusivity and being on the right track to being a better city 10 years from now.
  - The vast majority (93%) of Ward 1 residents agree they are proud to live in their neighbourhood, statistically higher than 86% City Wide.
  - Close to one-half (45%) disagree that they are regularly involved in neighbourhood and local community events, statistically increased by 15 percentage points since last year (30%).
  - Slightly more than seven-in-ten (72%) agree The City fosters a city that is inclusive and accepting of all (7 percentage points lower than 79% City Wide).
  - The intensity of agreement with Calgary being on the right track to being a better city 10 years from now differs in Ward 1: 20% 'strongly' agree Calgary is on the right track, statistically lower than 30% City Wide; and, 63% 'somewhat' agree with this sentiment, statistically higher than 54% City Wide.
- ❖ Perceived safety is notably higher in Ward 1 in comparison to City Wide results.
  - Nine-in-ten (90%) Ward 1 residents say they do or would feel safe walking alone in their neighbourhood after dark, significantly higher than 82% City Wide.
  - Further, 53% say they do or would feel 'very safe', statistically higher than 41% City Wide.



# Key Findings: Issue Agenda and Level and Quality of Services and Programs

**Ward 1 residents' municipal priorities differ somewhat from City Wide. While they place “infrastructure, traffic and roads” as the top concern facing municipal leaders, “education” ranks higher than “crime, safety and policing”.**

- ❖ City Wide, “*infrastructure, traffic and roads*” dominates the issue agenda (40%, similar to 39% in Ward 1).
- ❖ In Ward 1, however, “*education*” is ranked second whereas it holds seventh place City Wide. “*Education*” is identified as an important issue by 16% of Ward 1 residents (statistically higher than 7% City Wide) and has significantly increased as a priority in Ward 1 since 2017 (5%).
- ❖ Ward 1 residents are less concerned with “*transit*” (8%, statistically lower than 16% City Wide), showing a significant decline since last year (21%).

**Overall satisfaction with the level and quality of City services is solid and on par with City Wide results.**

- ❖ More than three-quarters (78%) of Ward 1 residents say they are satisfied with the overall level and quality of services and programs provided by The City, consistent with 77% City Wide.



# Key Findings: City Programs and Services

**Ward 1 residents differ from the broader Calgary public on a number of programs and services – of particular note are roads and infrastructure, public safety and transportation.**

## ❖ Roads and Infrastructure:

- Road maintenance and repair: Overall satisfaction has declined (59% vs. 78% in 2017, including a drop in very satisfied ratings (13%, down from 28% in 2017), and desired investment has increased (60% vs. 47% in 2017).
- Snow removal: Overall satisfaction has declined (66% vs. 84% in 2017), including a decline in very satisfied ratings (19% vs. 36% last year) and desired investment has increased (61% vs. 39% last year).
- City-operated roads and infrastructure: Satisfaction is lower than last year (17% vs. 36% very satisfied) and desired investment is lower than City Wide (48% vs. 56% invest *more*).

## ❖ Public Safety:

- Calgary Police Service: Importance is lower than City Wide (86% vs. 92%) and has declined from 93% in 2017. Desired investment is also lower (48% vs. 56% invest *more*).
- Calgary Fire Department: Desired investment is lower than City Wide (35% vs. 43% invest *more*).
- Calgary 9-1-1: Desired investment is lower than City Wide (28% vs. 40% invest *more*).
- Protection from river flooding: Desired investment is lower than City Wide (25% vs. 34% invest *more*).

## ❖ Transportation:

- Calgary Transit: Desired investment is lower than City Wide (48% vs. 61% invest *more*).
- Transportation planning: Desired investment is lower than City Wide (47% vs. 55% invest *more*).
- On-street bikeways: Desired investment is lower than City Wide (14% vs. 21% invest *more*).

## ❖ Additional Differences:

- Business licenses and inspections: Importance is lower than City Wide (79% vs. 85%).
- Downtown revitalization: Importance is lower than City Wide (27% vs. 36%).
- City of Calgary's website: Importance is lower than City Wide (27% vs. 36%).
- Residential blue cart recycling: Satisfaction has declined since last year (57% vs. 71% very satisfied).
- Affordable housing: Satisfaction has increased since 2017 (81% vs. 64%) and is higher than City Wide (72%) and desired investment is lower than City Wide (51% vs. 61% invest *more*).
- City land use planning: Desired investment is lower than City Wide (21% vs. 28% invest *more*).
- Development and building inspections and permits: Desired investment is lower than City Wide (12% vs. 22% invest *more*).



## Key Findings: Taxation

**Ward 1 residents' views on the value they receive for tax dollars are consistent with City Wide, but if additional revenue were required, Ward 1 residents would opt for expanded or new user fees to a much higher degree than increasing taxes.**

- ❖ Six-in-ten (59%) Ward 1 residents give The City a 'good value' rating for the value of their property tax dollars (identical to 59% City Wide).
- ❖ Ward 1 residents' knowledge about how City tax dollars are spent is consistent with City Wide results (56% and 60% City Wide); however, few are 'very knowledgeable' about this subject matter (9%, similar to 9% City Wide).
- ❖ In order for The City to maintain or expand services, Ward 1 residents are fairly evenly split with wanting to increase taxes (48%) or cut services (46%), whereas the gap is somewhat larger City Wide (52% and 43%, respectively).
- ❖ Should The City need to increase revenue for new services, Ward 1 residents would prefer The City to expand existing user fees (50%, similar to 49% City Wide) or introduce new service fees (45%, slightly higher than 38% City Wide) instead of increasing property taxes (6%, statistically lower than 13% City Wide and notably lower than 18% in 2017).
- ❖ Ward 1 residents' interest in knowing how property tax dollars are invested in various City services is on par with City Wide (96% and 94%, respectively); however, fewer Ward 1 residents agree that The City does a good job of providing citizens with this information (51% vs. 60% City Wide).



## Key Findings: Customer Service

**Ward 1 residents provide similar measures related to customer service as are seen City Wide, with fewer being 'very satisfied' with their experience this year in comparison to 2017.**

- ❖ In Ward 1, a higher proportion of residents (74%) contacted The City within the past year than City Wide (65%).
- ❖ Among those who contacted The City within the past year, the main channels used were calling 311 (53%, identical to 53% City Wide), using the Internet (21%, similar to 23% City Wide), calling The City at another number (17%, statistically higher than 9% City Wide), or visiting a City office or facility (6%, similar to 9% City Wide).
- ❖ Three-quarters (75%) of Ward 1 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service (on par with 78% City Wide).
- ❖ When thinking of their most recent City contact, 80% of Ward 1 residents are satisfied with their experience; however the proportion of those who are 'very satisfied' with their most recent City contact has notably declined since last year (49% vs. 69% in 2017).
- ❖ The characteristics of the service provided (i.e. City staff are courteous, helpful and knowledgeable, etc.) are consistent with City Wide results.



# Key Findings: Communications, City Reputation and Performance

**Overall satisfaction with information received from The City is lower than City Wide and has declined since last year.**

- ❖ Ward 1 residents' satisfaction with the overall quality of City information and communications is statistically lower than City Wide (72% vs. 80%, respectively) and has declined from 85% in 2017.
- ❖ In 2018, 51% of Ward 1 residents say they have access to 'just the right amount' of information from The City, slightly lower than 57% City Wide.

**Measures of The City's reputation related to favourability and advocacy are on par with City Wide results, while measures related to familiarity and trust are notably lower.**

- ❖ In Ward 1, 64% of residents express favourable views towards The City, similar to 68% City Wide, and 29% would advocate on behalf of The City, statistically consistent with 34% City Wide.
- ❖ However, Ward 1 residents exhibit lower familiarity ratings (70% vs. 80% City Wide) and lower trust measures (52% vs. 60% City Wide).

**Ward 1 residents are less likely to feel that City Council and City Administration work collaboratively.**

- ❖ Among Ward 1 residents, satisfaction with City Administration (86%, similar to 84% City Wide) and City Council (65%, similar to 70% City Wide) is on par with City Wide results.
- ❖ Ward 1 residents, however, are less likely to feel that City Council and City Administration work collaboratively (67% vs. 74% City Wide).

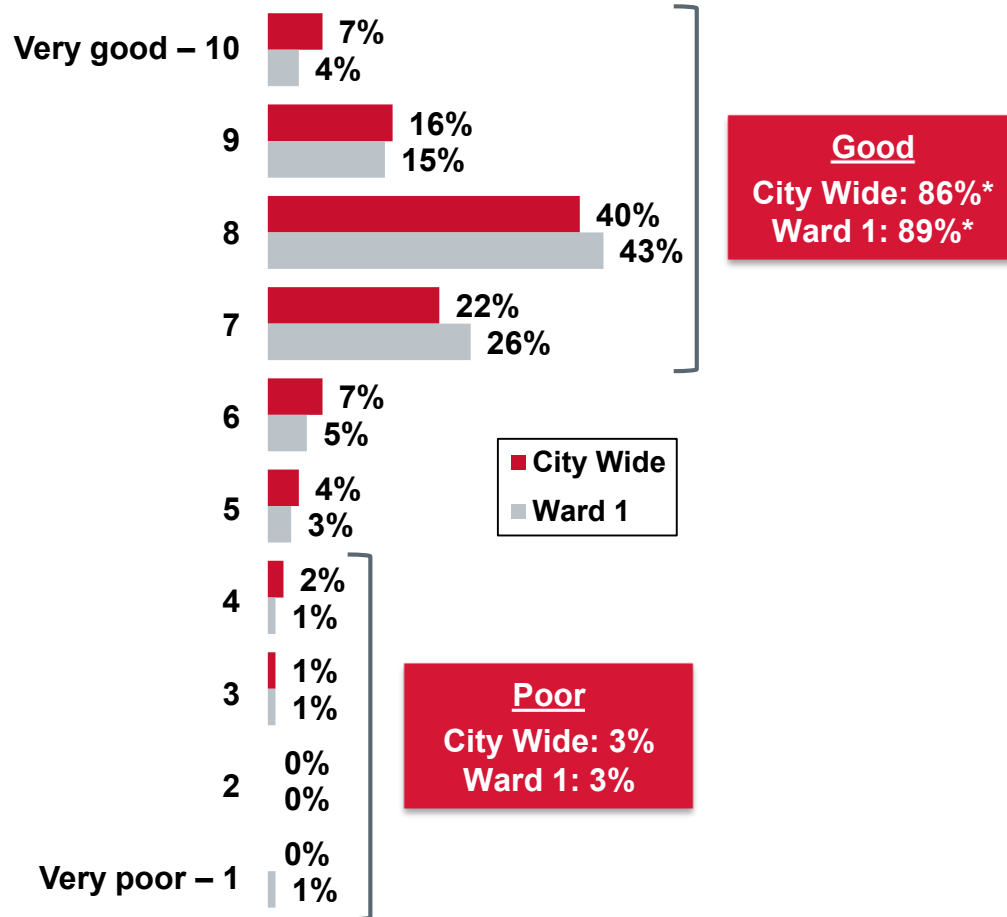


## Quality of Life





# Overall Quality of Life in Calgary



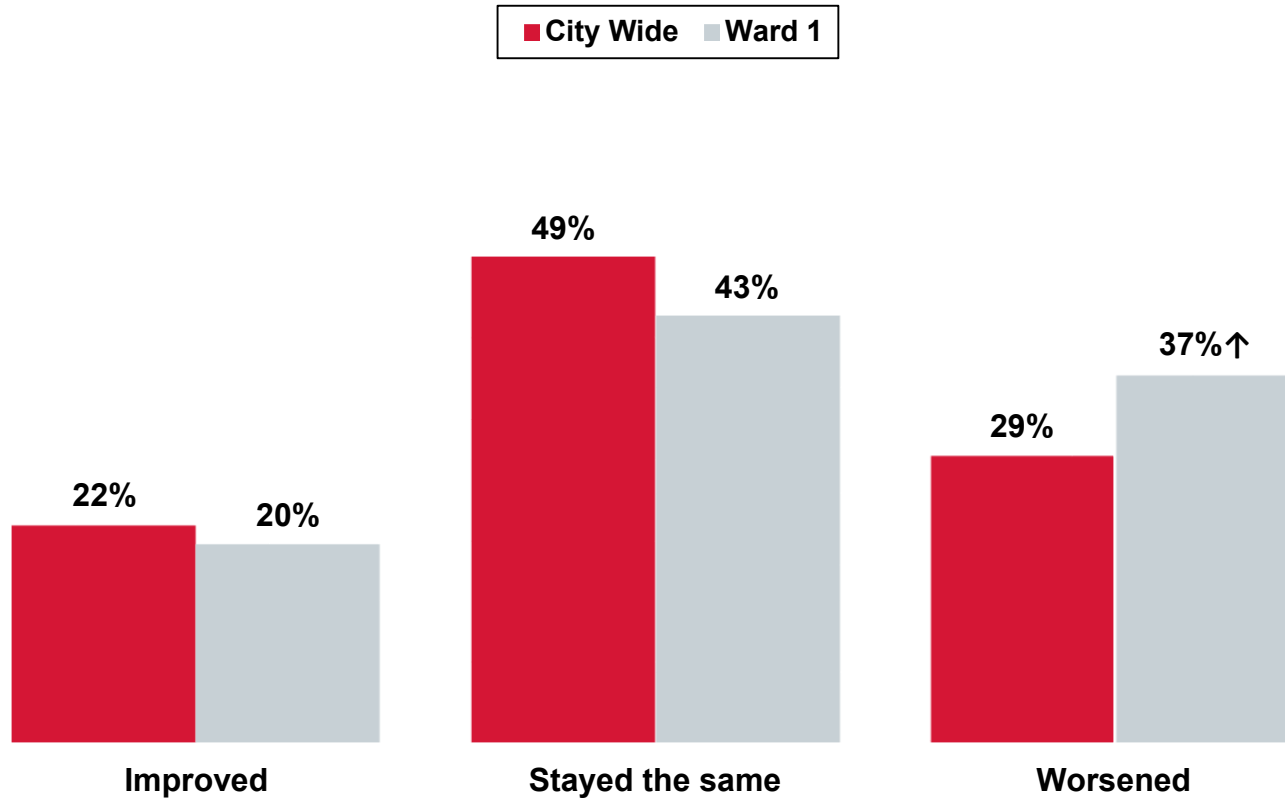
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,497 / Ward 1: n=180)

\*Rounding



# 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 (City Wide: n=2,482 / Ward 1: n=178)



# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 1

	City Wide	Ward 1
<b>Transportation [NET]</b>	<b>27%</b>	<b>22%</b>
Improvement/ maintenance of existing roads	10%	9%
Better traffic management	6%	7%
<b>Recreation &amp; Community Services [NET]</b>	<b>21%</b>	<b>29%↑</b>
Parks/ green-space improvement	4%	8%↑
Building of community centres/ recreation facilities	4%	6%
Availability of (free) programs/ activities/ services	4%	5%
Engage in community events/ activities	4%	5%
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>	<b>20%</b>	<b>22%</b>
Improve job creation/ employment	9%	6%
Expand affordable housing/ rent	4%	6%
<b>Government [NET]</b>	<b>19%</b>	<b>24%</b>
Reduce taxes	8%	12%
Tax spending/ city budget	5%	8%
<b>Transit [NET]</b>	<b>15%</b>	<b>14%</b>
Improve public transportation (unspecified)	10%	8%
More access to buses/ transit/ trains	5%	5%
<b>Crime, Safety &amp; Policing [NET]</b>	<b>11%</b>	<b>13%</b>
Control crime and safety	5%	6%
More policing/ patrolling	5%	4%
<b>Health [NET]</b>	<b>4%</b>	<b>5%</b>
<b>Environment [NET]</b>	<b>4%</b>	<b>5%</b>
<b>Education [NET]</b>	<b>3%</b>	<b>3%</b>
<b>Growth &amp; Planning [NET]</b>	<b>3%</b>	<b>3%</b>
Other	13%	10%
Nothing	17%	14%

NET mentions <3% are not shown

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?

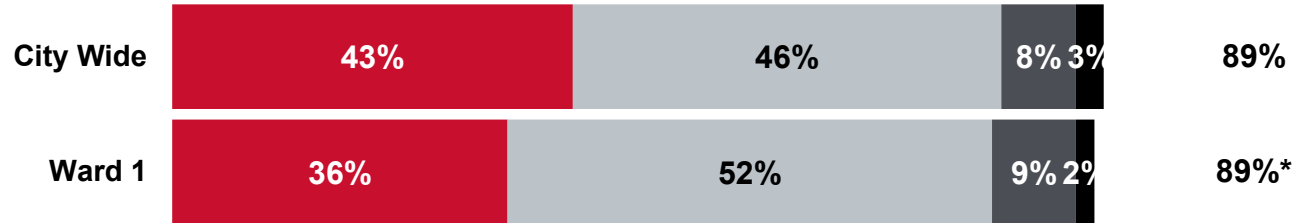
Base: Valid respondents (City Wide: n=2,391 / Ward 1: n=170)



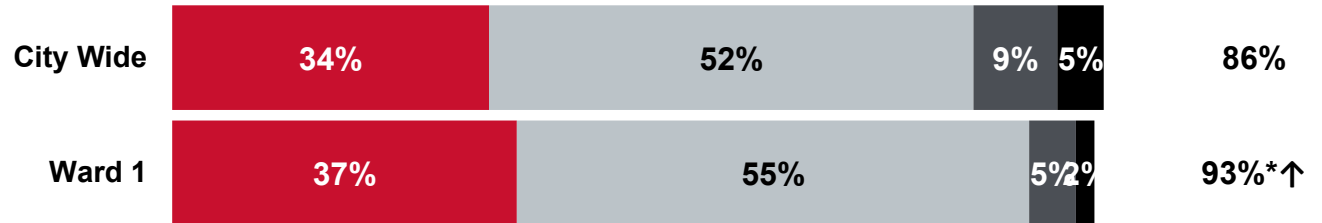
# Sustainability: Connectedness

■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

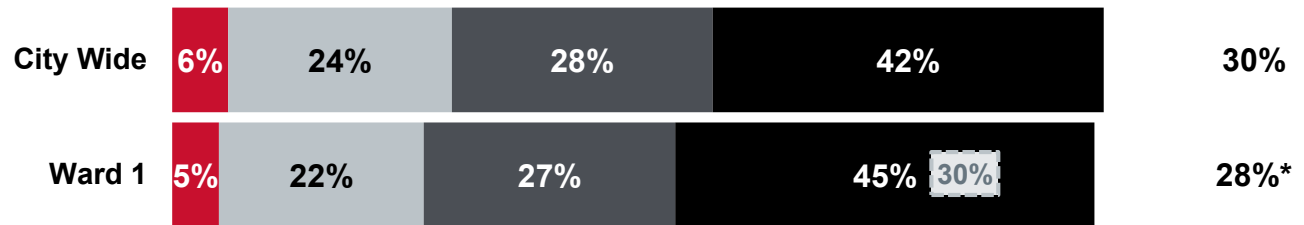
I am proud to be a Calgarian



I am proud to live in my neighbourhood



I am regularly involved in neighbourhood and local community events



Ward 1 2017 \*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)

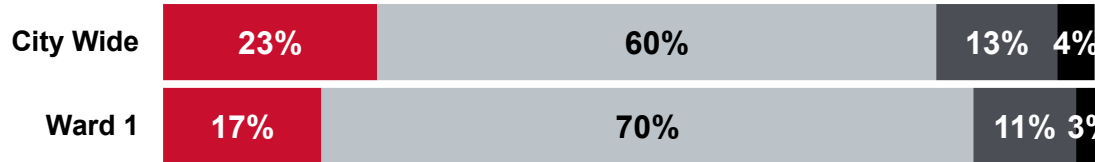


# Sustainability: Making a Life and Living, Inclusivity and Direction for the Future

■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

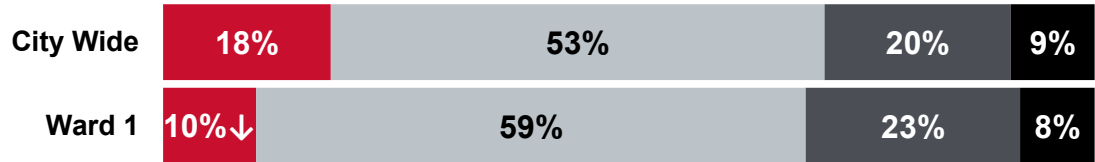
Calgary is a great place to make a life



83%

86%\*

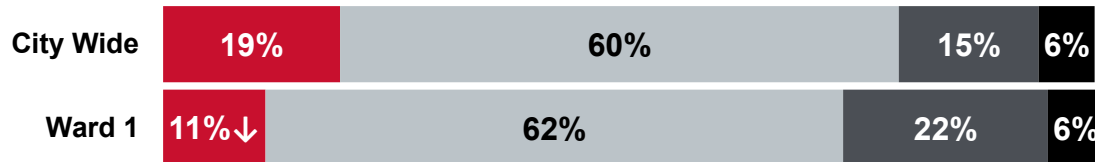
Calgary is a great place to make a living



71%

69%

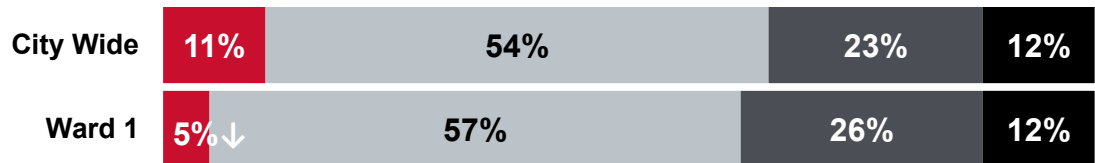
The City of Calgary municipal government fosters a city that is inclusive and accepting of all



79%

72%\*↓

Calgary is moving in the right direction to ensure a high quality of life for future generations



65%

63%\*

\*Rounding

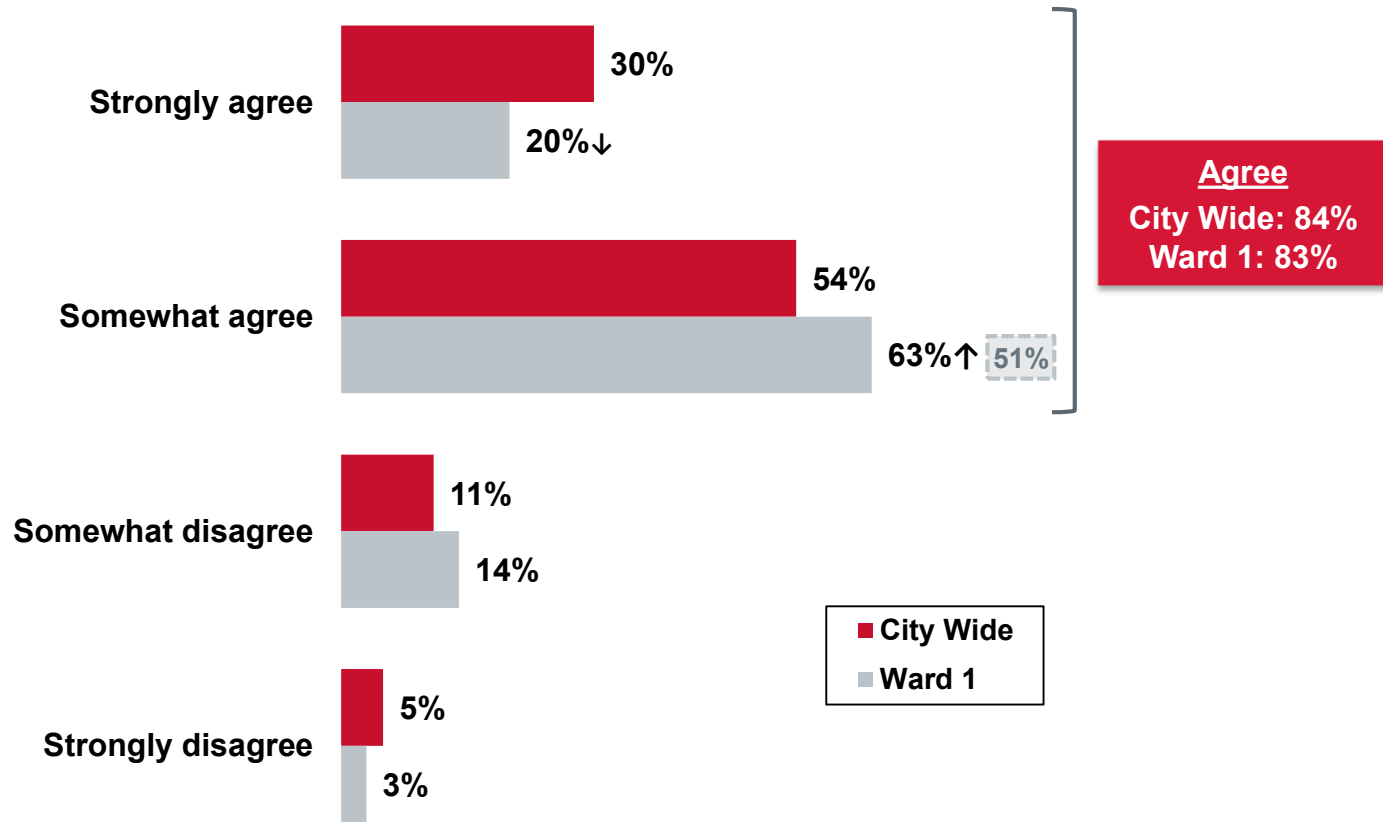
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)





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



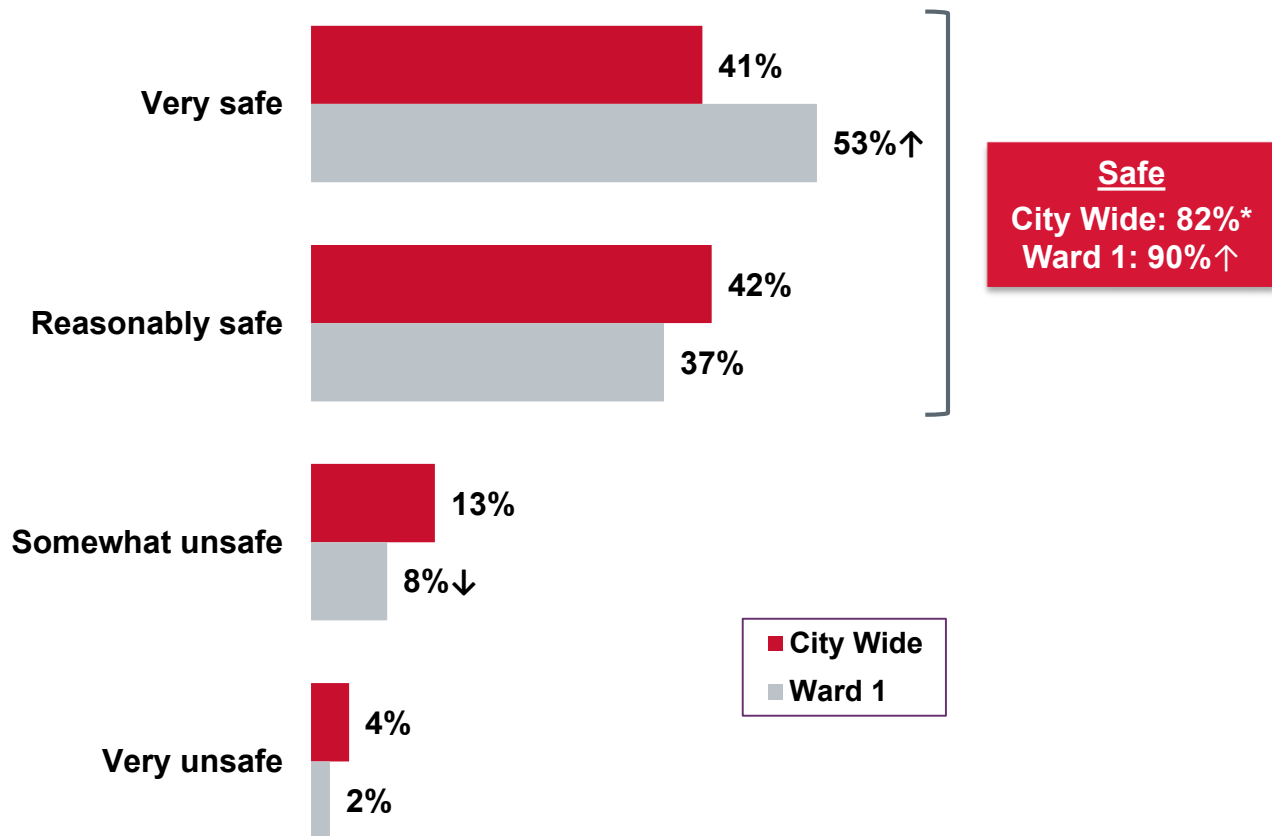
Ward 1 2017

*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 (City Wide: n=2,485 / Ward 1: n=180)



# Perceived Safety in Own Neighbourhood



How safe do you feel or would you feel walking alone in your neighbourhood after dark?

Base: Valid respondents (City Wide: n=2,496 / Ward 1: n=180)

\*Rounding



## Issue Agenda



# Issue Agenda

Multiple Responses

City Wide

Ward 1

■ First Mention ■ Other Mentions

Issue	City Wide (NET)	City Wide (Other)	City Wide (Total)	Ward 1
<b>Infrastructure, Traffic &amp; Roads [NET]</b>	<b>29%</b>	11%	40%	39%
Traffic congestion	7%	9%		10%
(Lack of) snow removal	5%	3%	8%	10%
Roads (unspecified)	6%	8%		9%
Road conditions	3%	3%	6%	3%
<b>Transit [NET]</b>	<b>12%</b>	4%	16%	8% ↓ 21%
Transportation (unspecified)	7%	9%		4% ↓ 11%
Public Transportation (incl. buses/ C-train/ poor service)	5%	7%		4%
<b>Crime, Safety &amp; Policing [NET]</b>	<b>9%</b>	5%	14%	9%
<b>Recreation [NET]</b>	<b>5%</b>	4%	9%	10%
<b>Taxes [NET]</b>	<b>5%</b>	3%	8%	8%
<b>Environment &amp; Waste Management [NET]</b>	<b>3%</b>	4%	7%	7%
<b>Education [NET]</b>	<b>4%</b>	3%	7%	16% ↑ 5%
<b>Economy [NET]</b>	<b>4%</b>	5%		7%
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>	<b>3%</b>	5%		3%
<b>Budget &amp; Spending [NET]</b>	<b>2%</b>	4%		3%
<b>Growth &amp; Planning [NET]</b>	<b>3%</b>	4%		5%
<b>Olympics [NET]</b>	<b>2%</b>	4%		8%
Other			18%	18%
None			16%	16%

NET mentions <4% are not shown

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Ward 1 2017

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 (City Wide: n=2,454 / Ward 1: n=178)

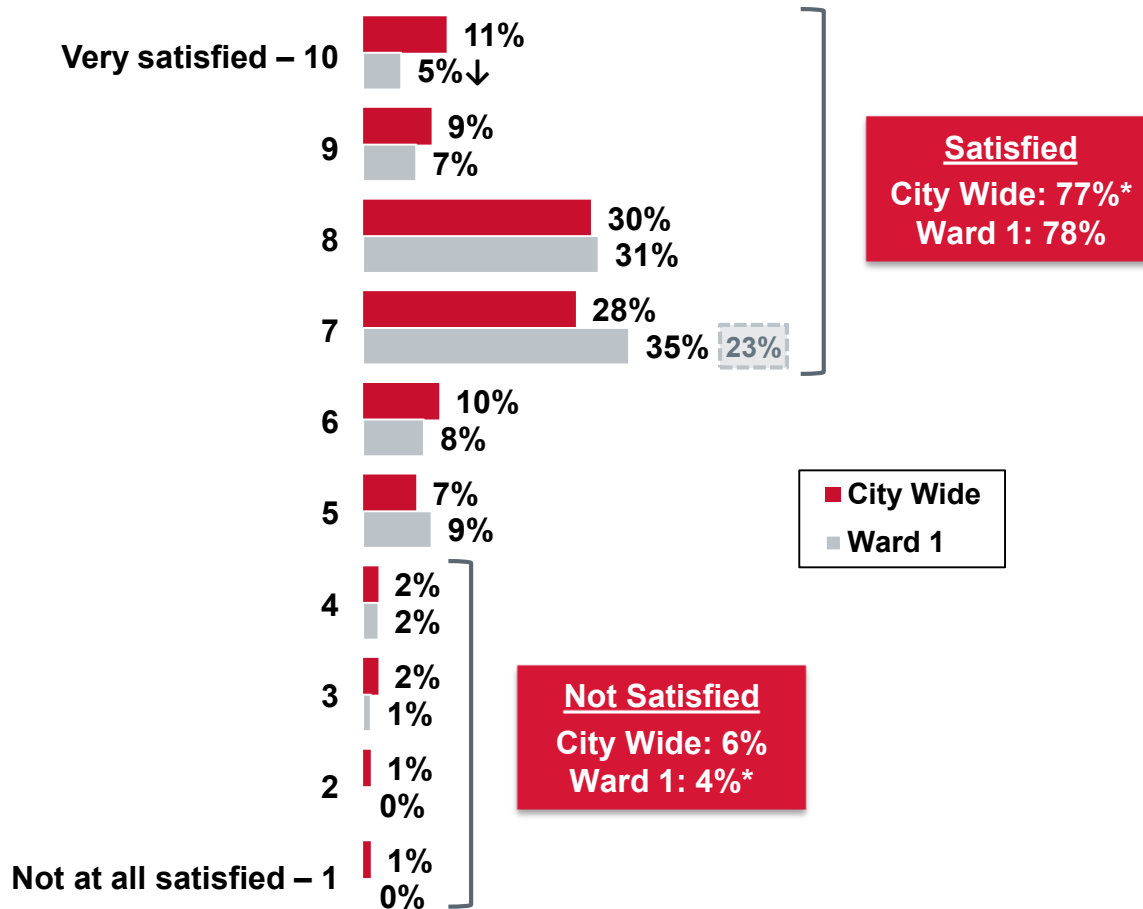


## City Programs and Services





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



Ward 1 2017

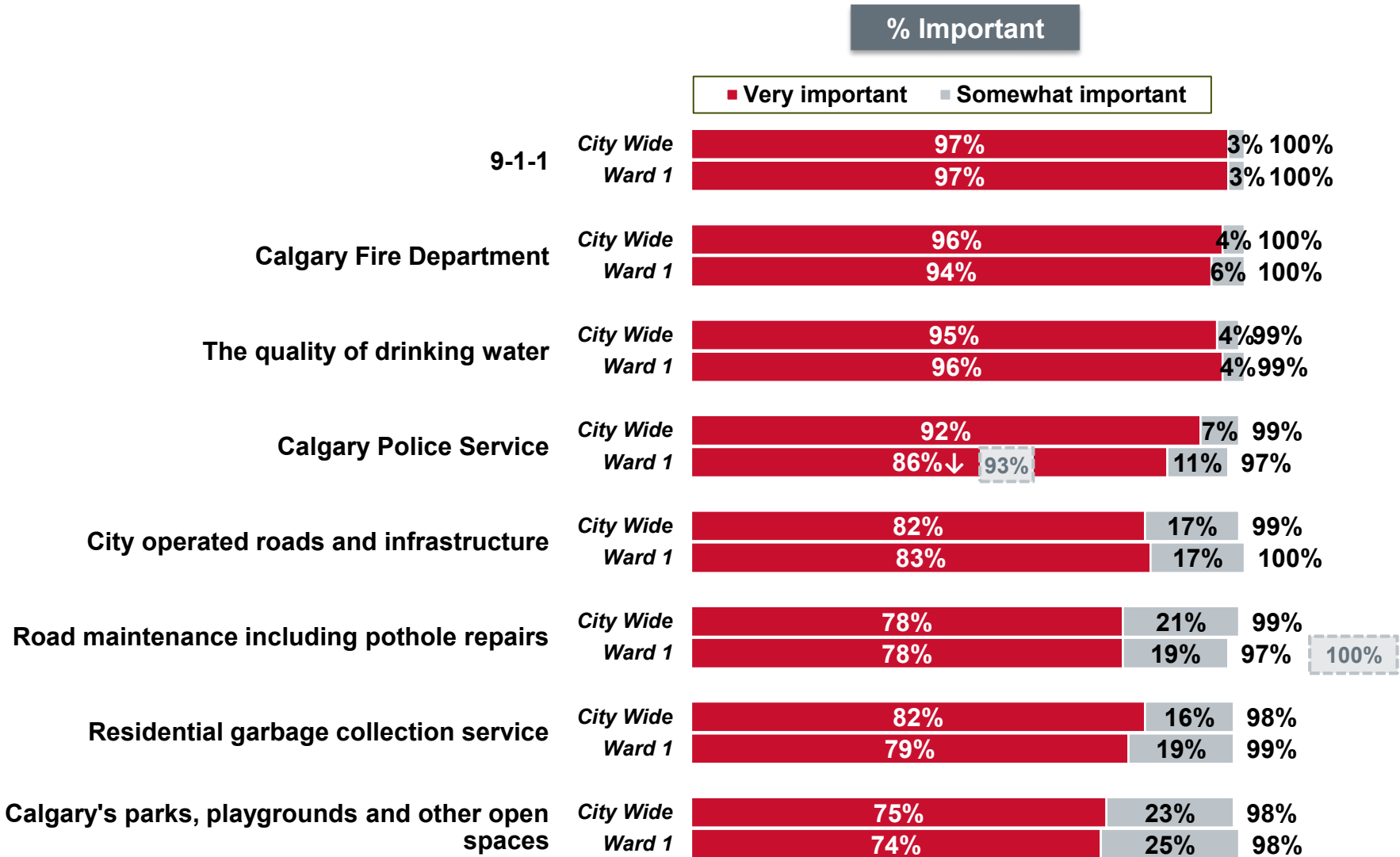
\*Rounding

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 (City Wide: n=2,488 / Ward 1: n=179)



# Importance of City Programs and Services



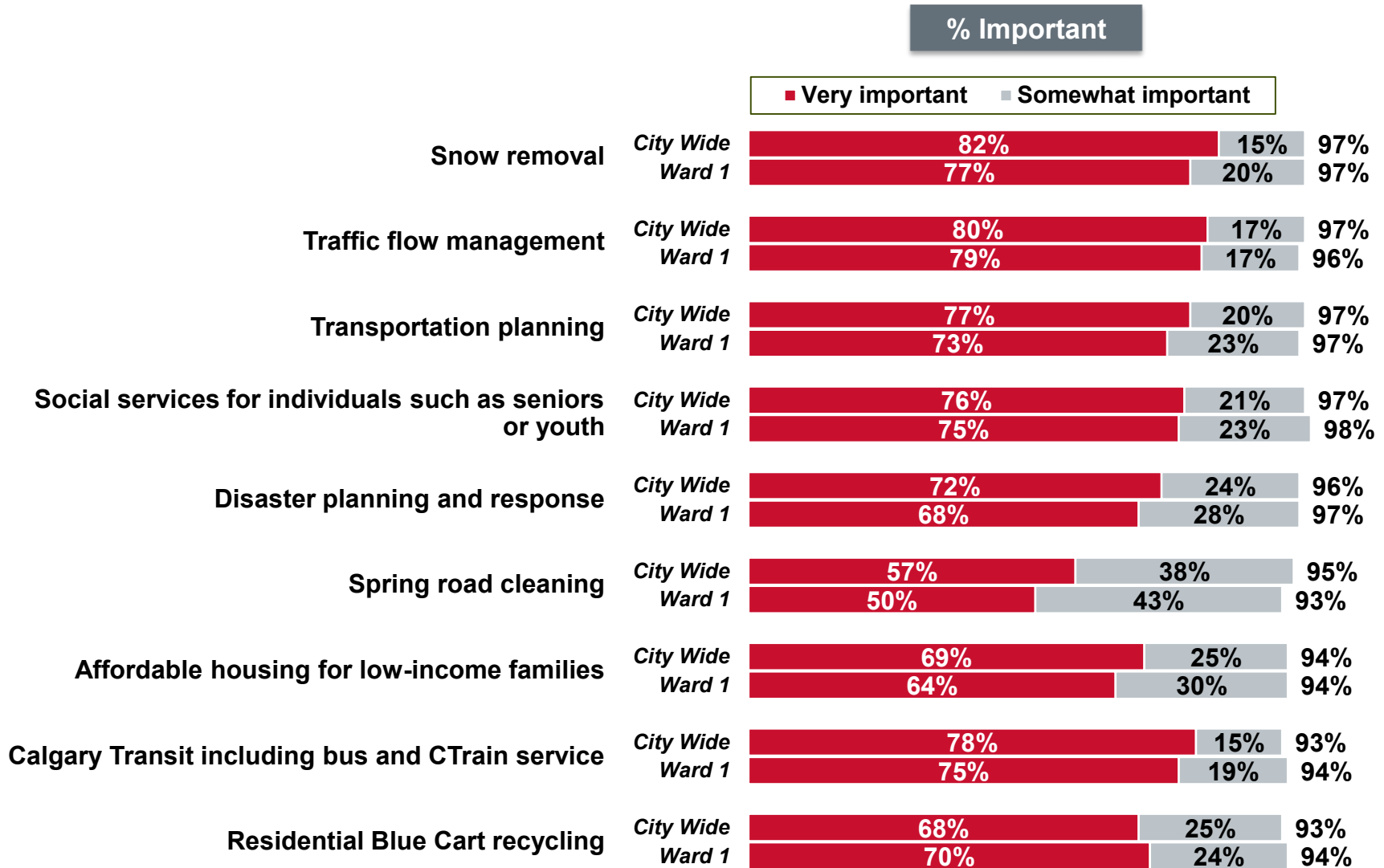
Ward 1 2017

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 (continued)



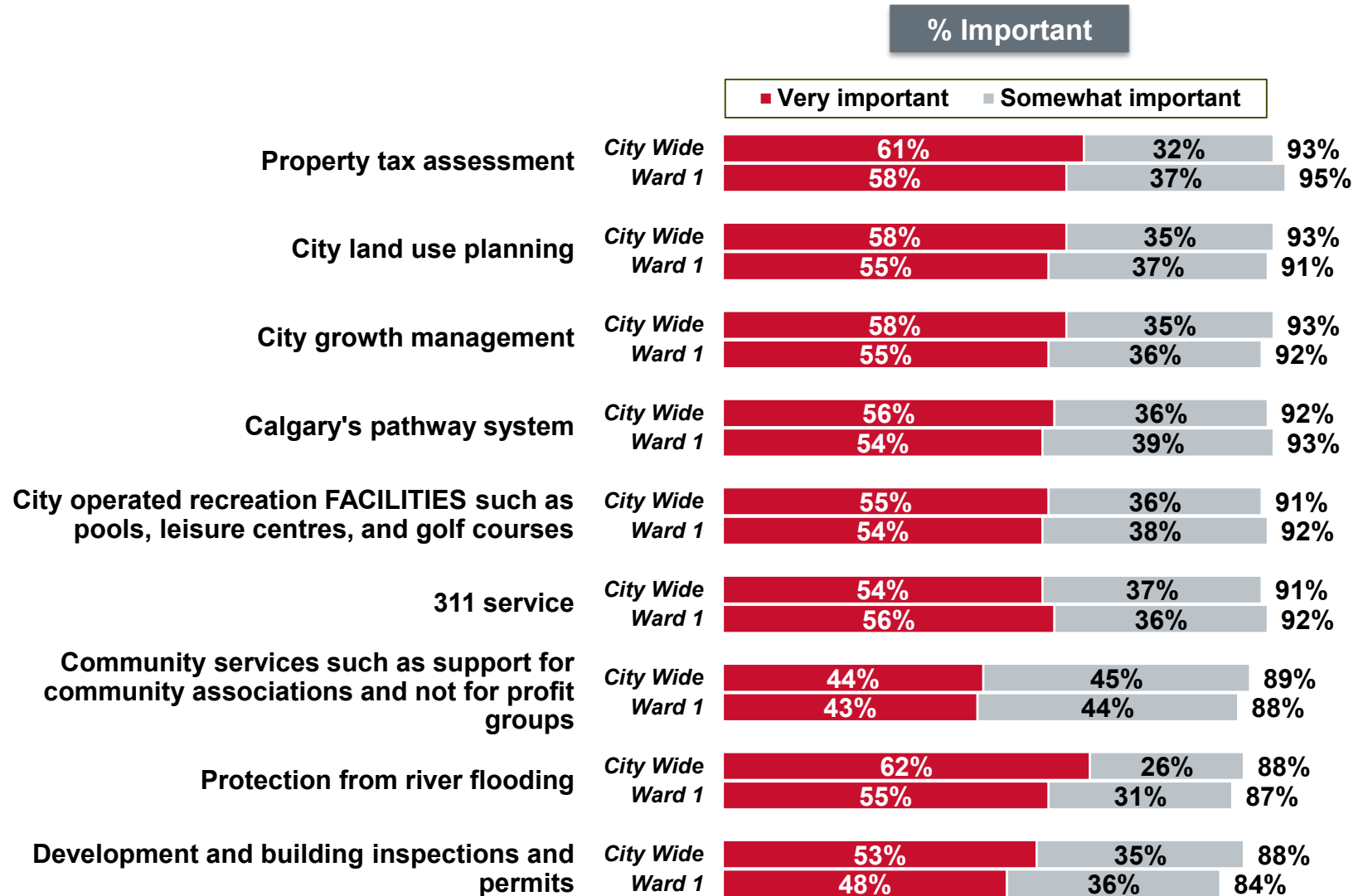
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)





# Importance of City Programs and Services (continued)

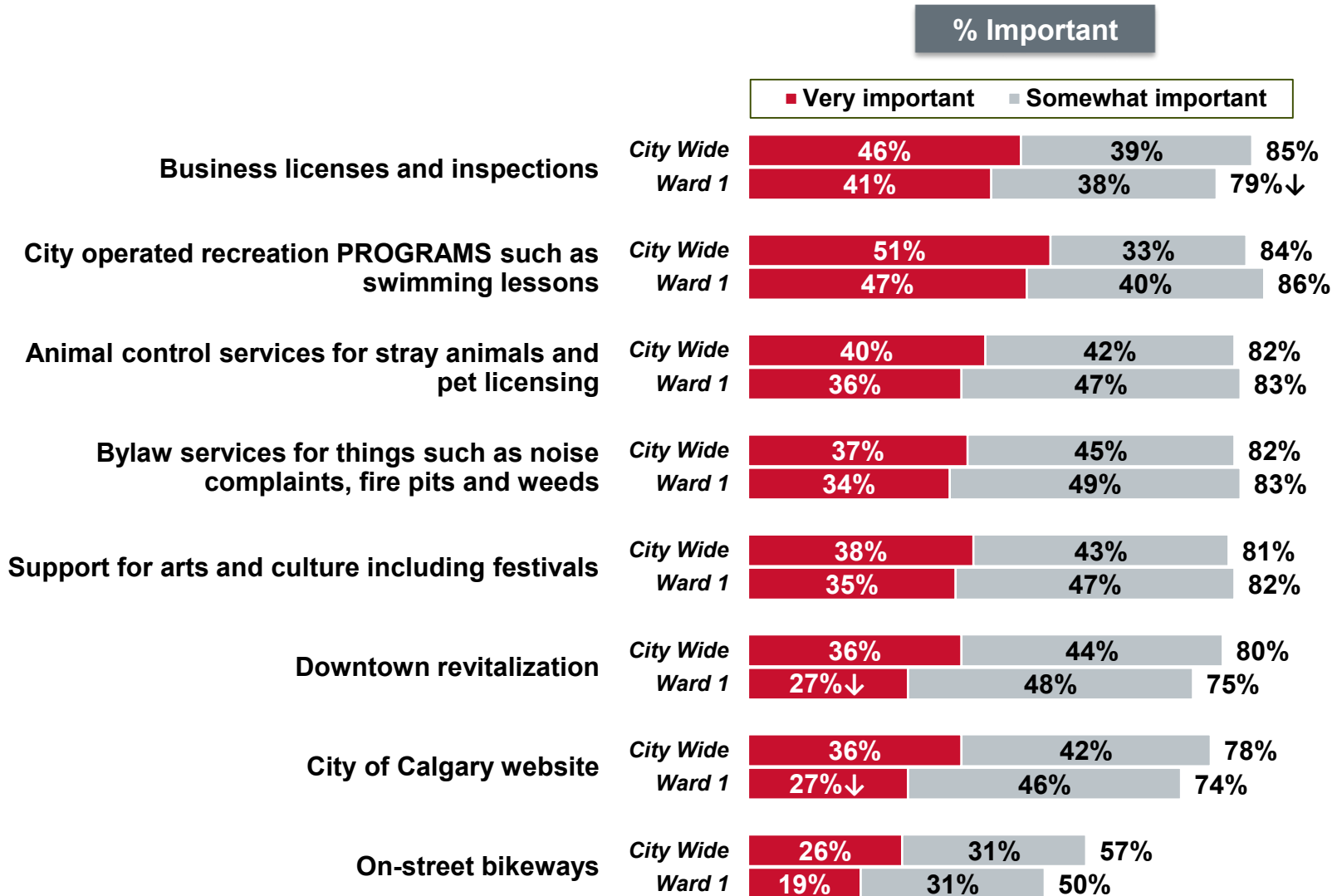


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

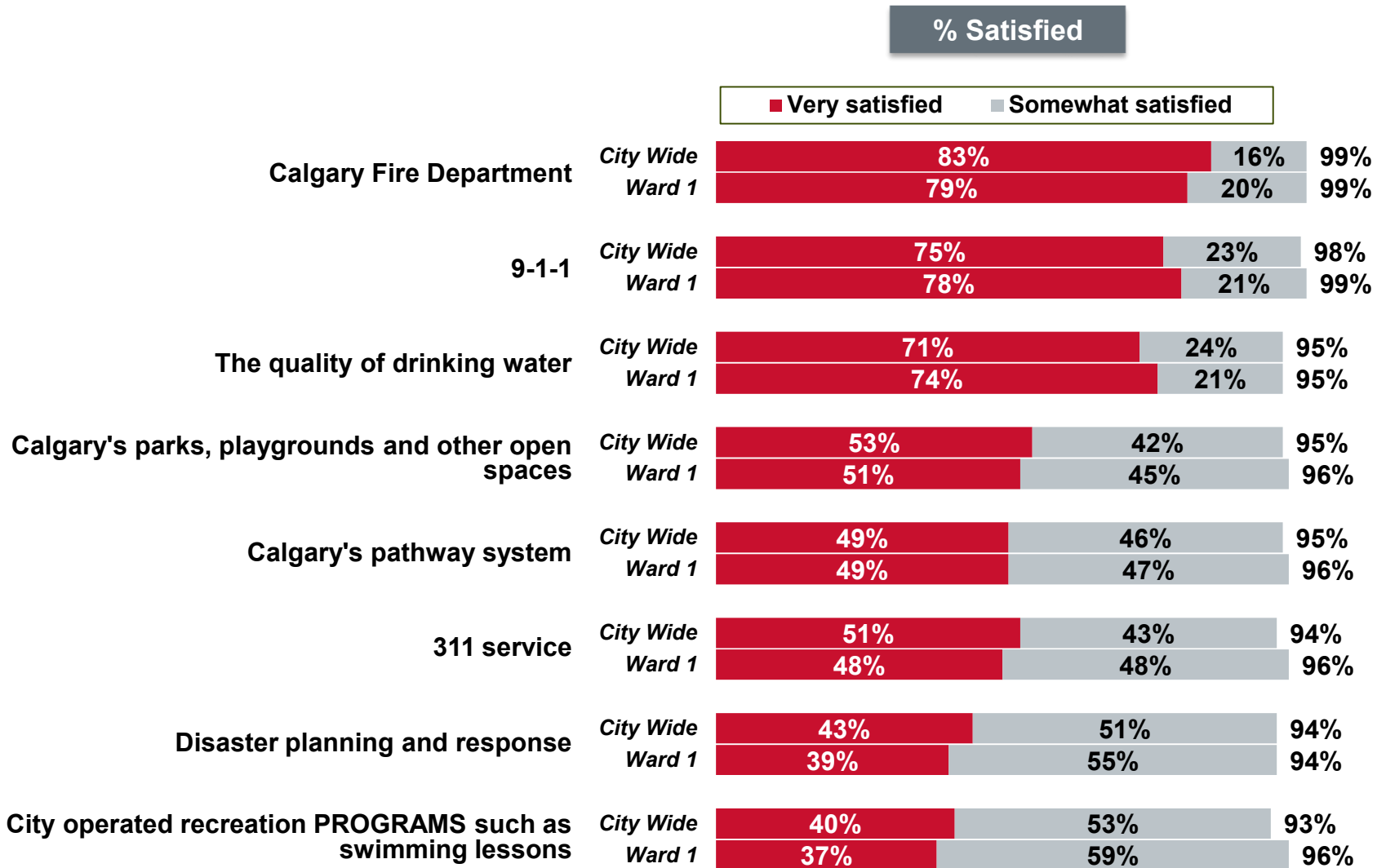


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



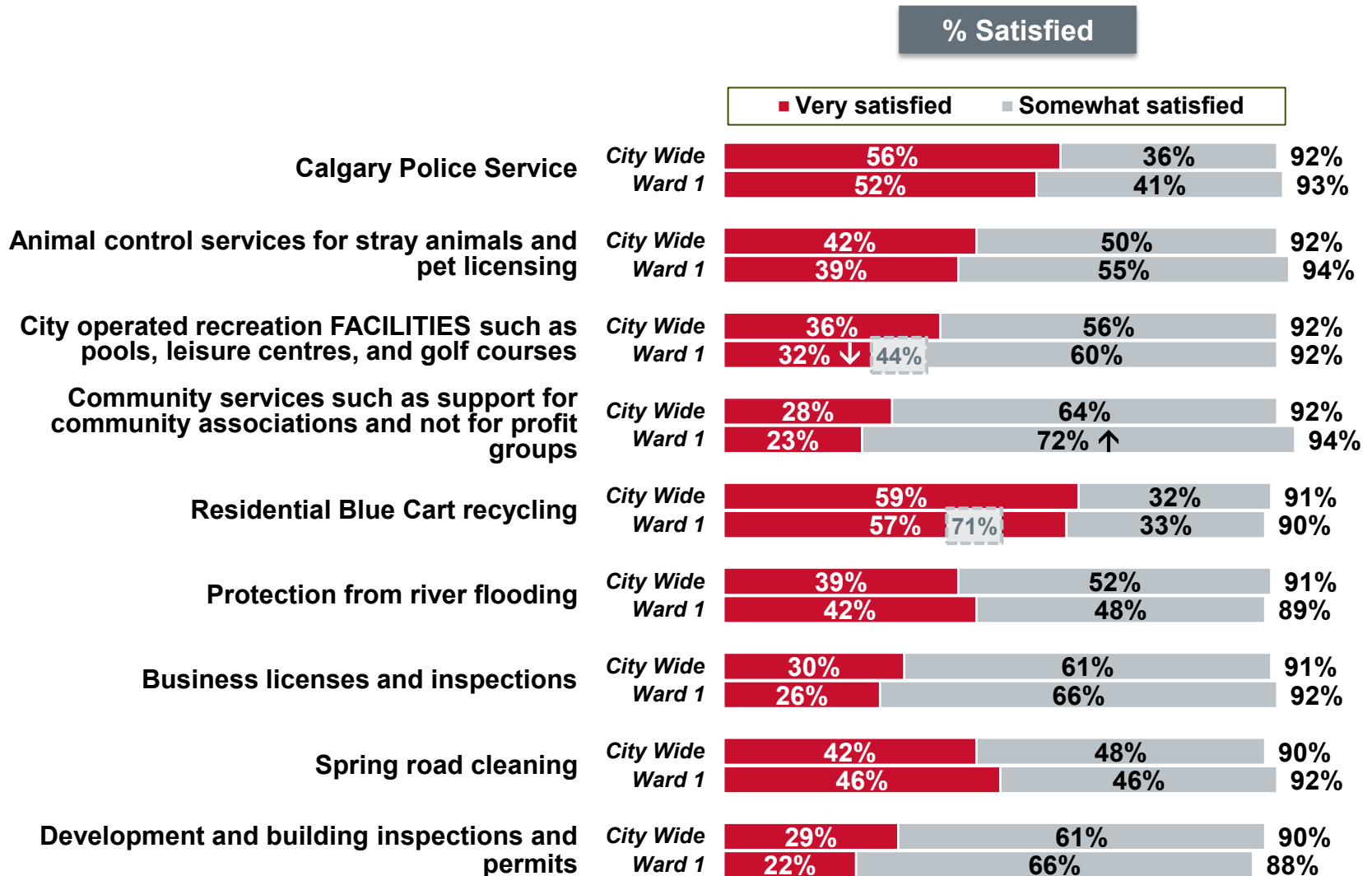
# Satisfaction with City Programs and Services



*I am going to read a list of programs and services provided to you by The City of Calgary. 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)



# Satisfaction with City Programs and Services (continued)

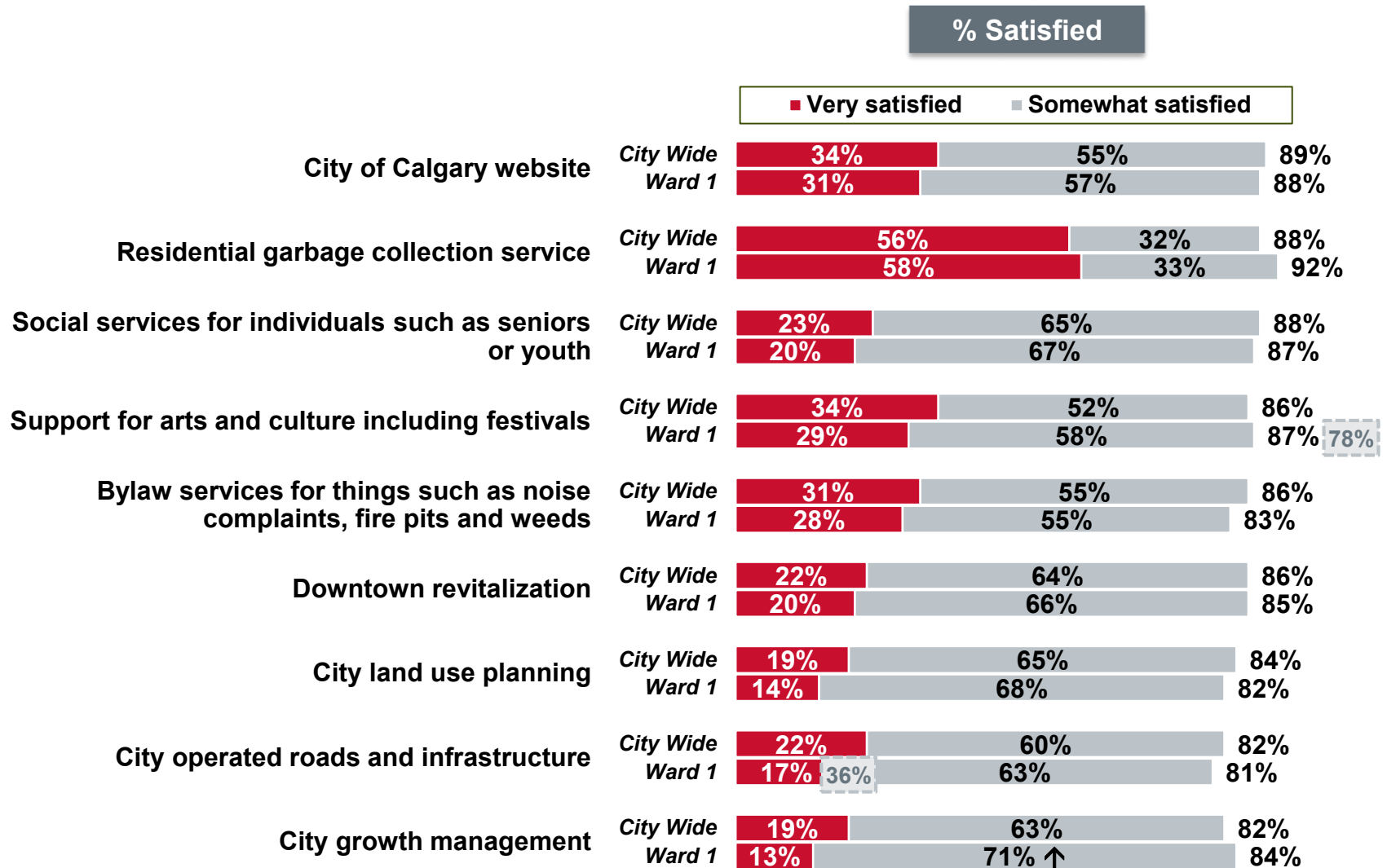


Ward 1 2017

I am going to read a list of programs and services provided to you by The City of Calgary. 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)



# Satisfaction with City Programs and Services (continued)

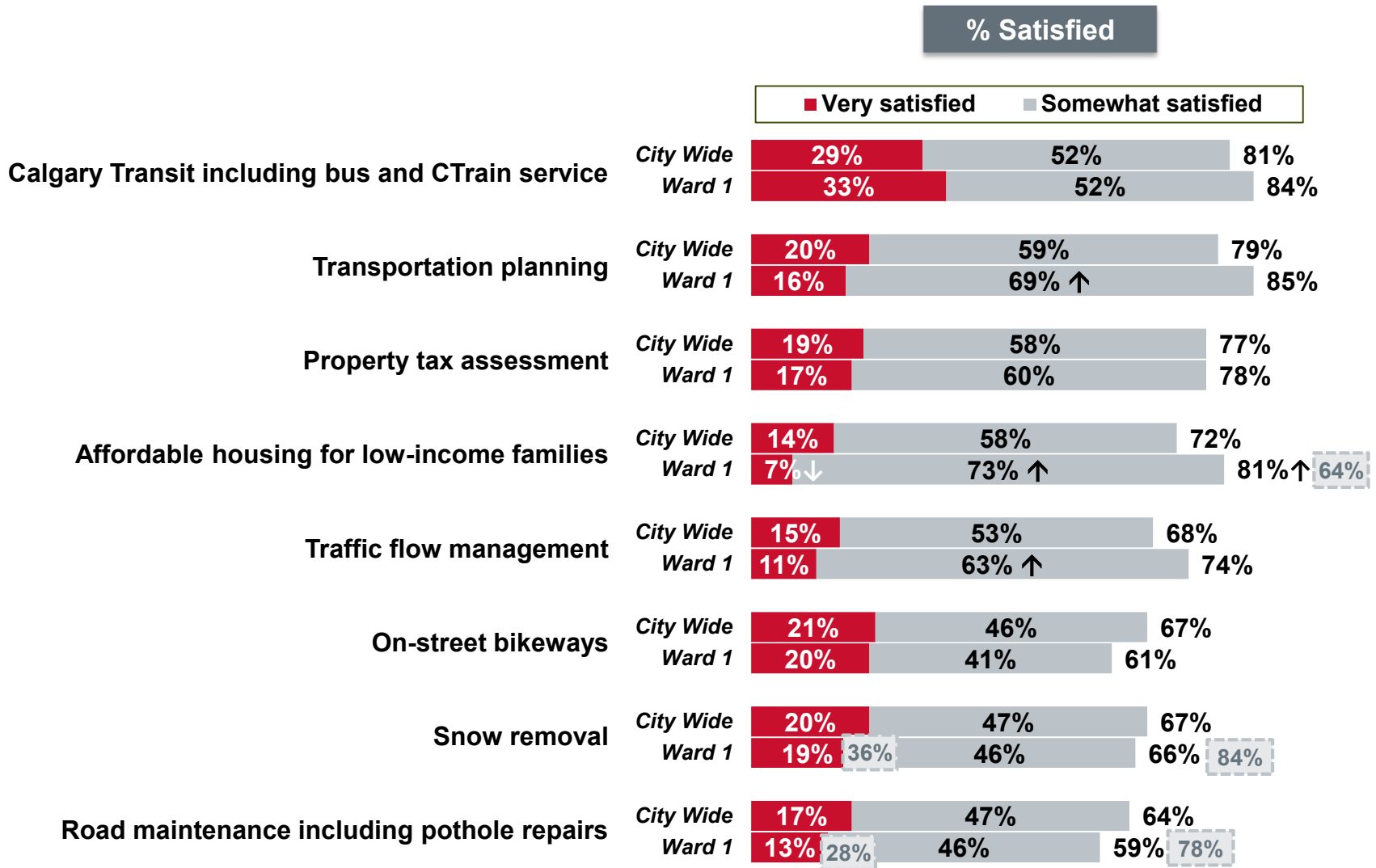


Ward 1 2017

*I am going to read a list of programs and services provided to you by The City of Calgary. 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)*



# Satisfaction with City Programs and Services (continued)

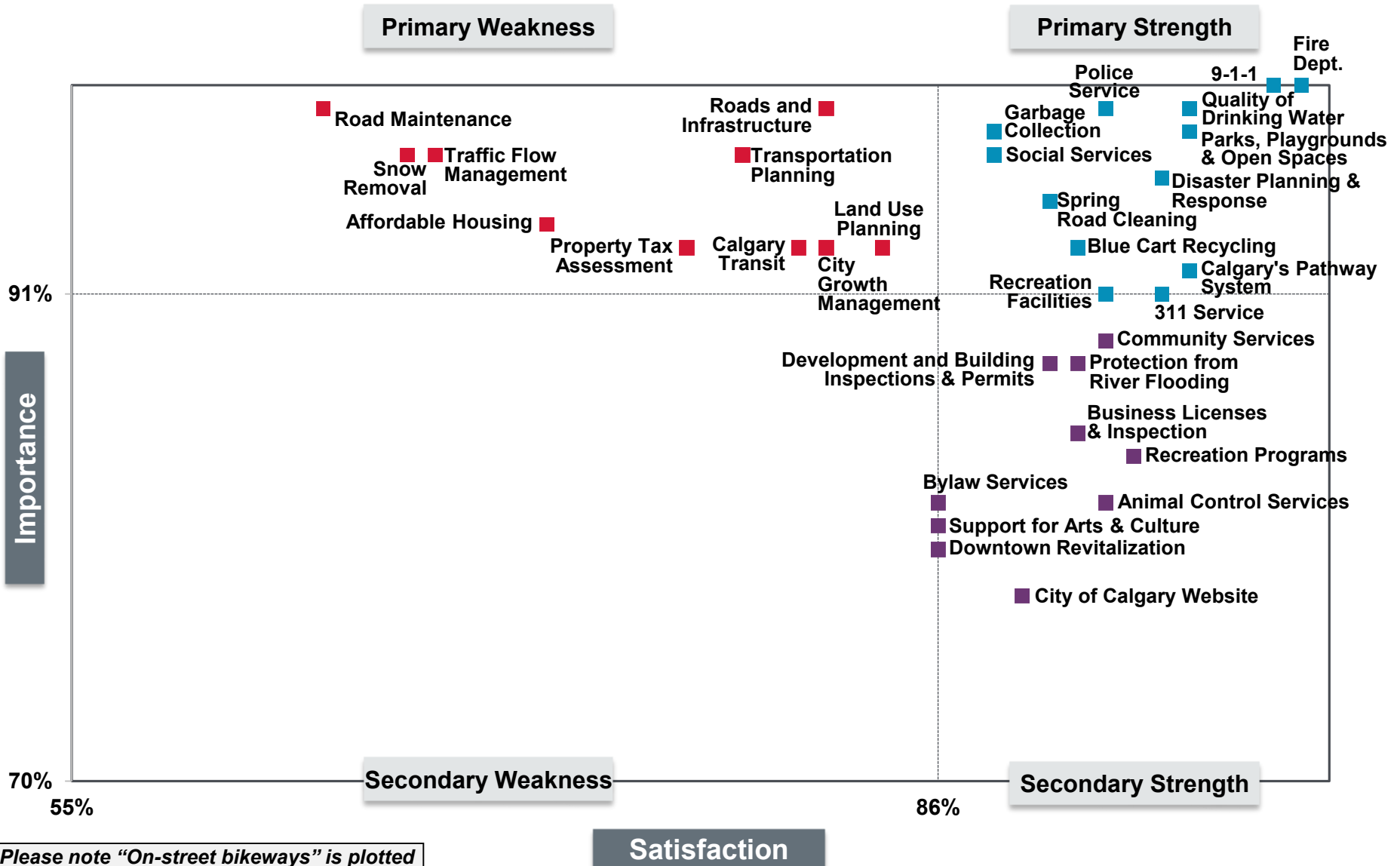


Ward 1 2017

I am going to read a list of programs and services provided to you by The City of Calgary. 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)



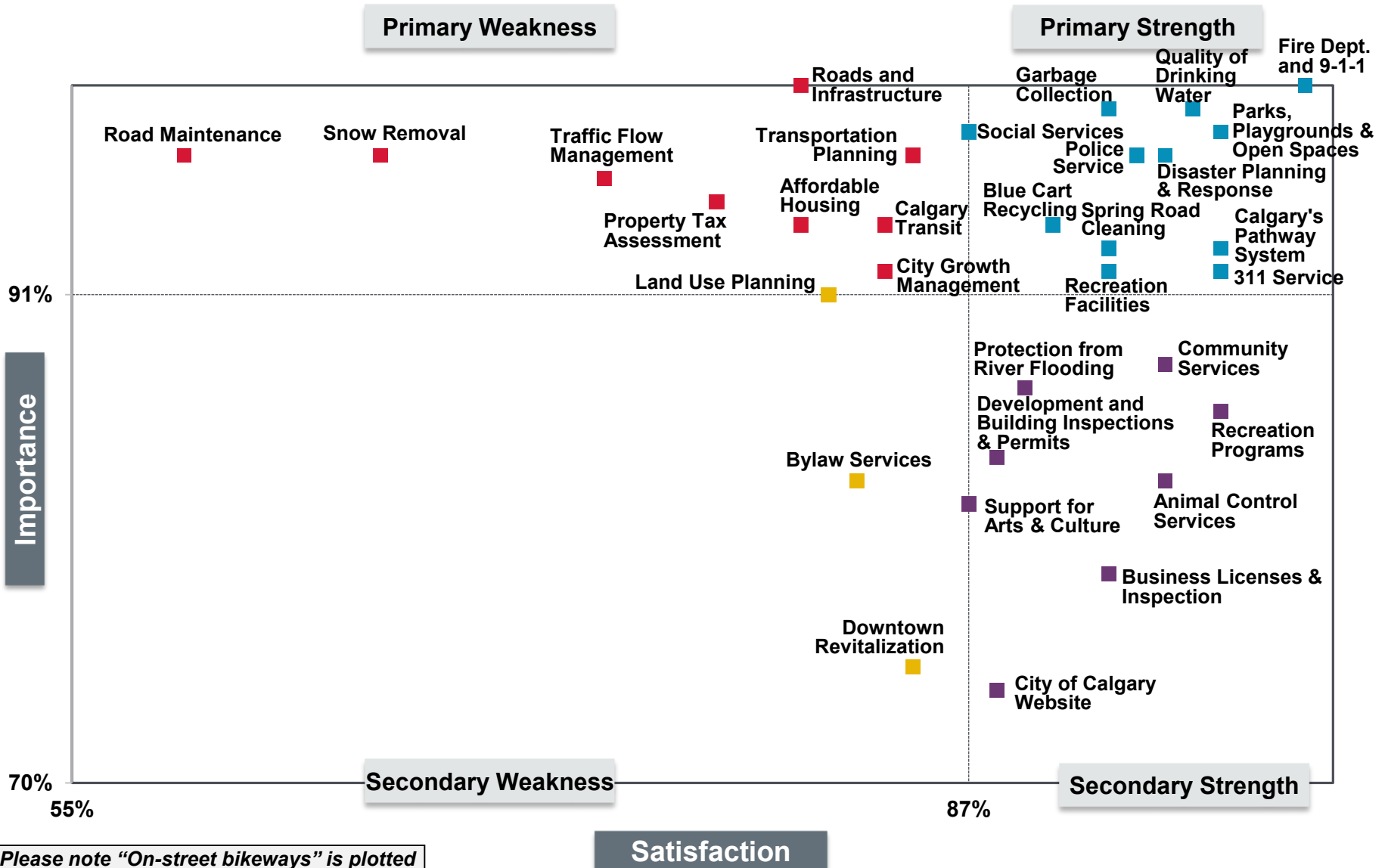
# Importance vs. Satisfaction Grid: City Wide



Please note "On-street bikeways" is plotted at (67% satisfaction, 57% importance) and not illustrated on this graph.



# Importance vs. Satisfaction Grid: Ward 1



Please note "On-street bikeways" is plotted at (61% satisfaction, 50% importance) and not illustrated on this graph.



# Primary Strengths and Weaknesses: City Wide versus Ward 1

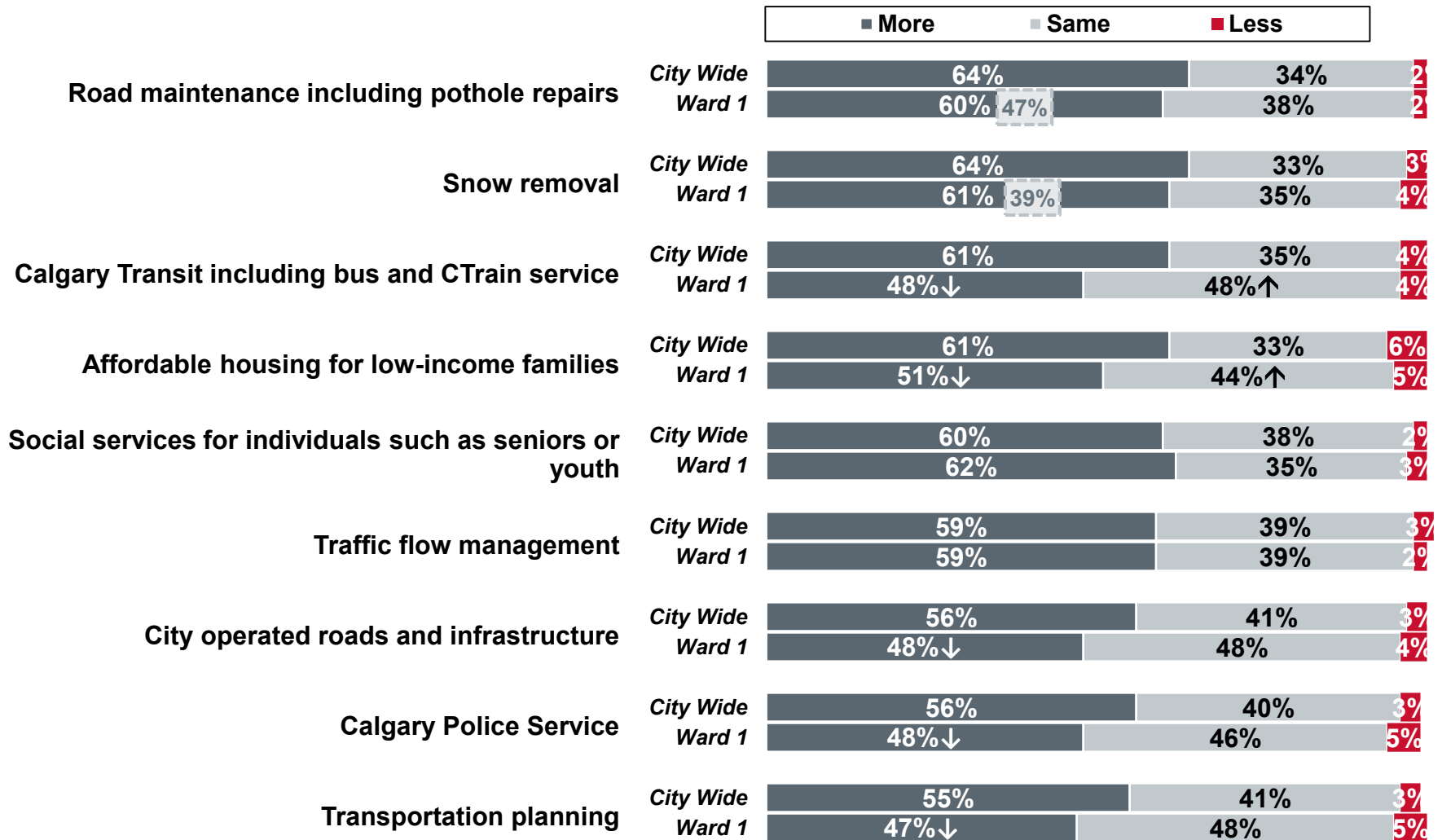
*Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.*

**Primary Strength**  
**Primary Weakness**  
 Neither (in another quadrant)

	City Wide	Ward 1
Fire Department	Primary Strength	Primary Strength
9-1-1	Primary Strength	Primary Strength
Quality of Drinking Water	Primary Strength	Primary Strength
Parks, Playgrounds and Open Spaces	Primary Strength	Primary Strength
Disaster Planning and response	Primary Strength	Primary Strength
Police Service	Primary Strength	Primary Strength
Calgary's Pathway System	Primary Strength	Primary Strength
Spring Road Cleaning	Primary Strength	Primary Strength
Blue Cart Recycling	Primary Strength	Primary Strength
Residential Garbage Collection	Primary Strength	Primary Strength
Social Services	Primary Strength	Primary Strength
Recreation Facilities	Primary Strength	Primary Strength
311 service	Primary Strength	Primary Strength
Road Maintenance	Primary Weakness	Primary Weakness
Snow Removal	Primary Weakness	Primary Weakness
Traffic Flow Management	Primary Weakness	Primary Weakness
Affordable Housing	Primary Weakness	Primary Weakness
Property Tax Assessment	Primary Weakness	Primary Weakness
Transportation Planning	Primary Weakness	Primary Weakness
Roads and Infrastructure	Primary Weakness	Primary Weakness
Calgary Transit	Primary Weakness	Primary Weakness
City Growth Management	Primary Weakness	Primary Weakness
Land Use Planning	Primary Weakness	Neither



# Investment in City Programs and Services

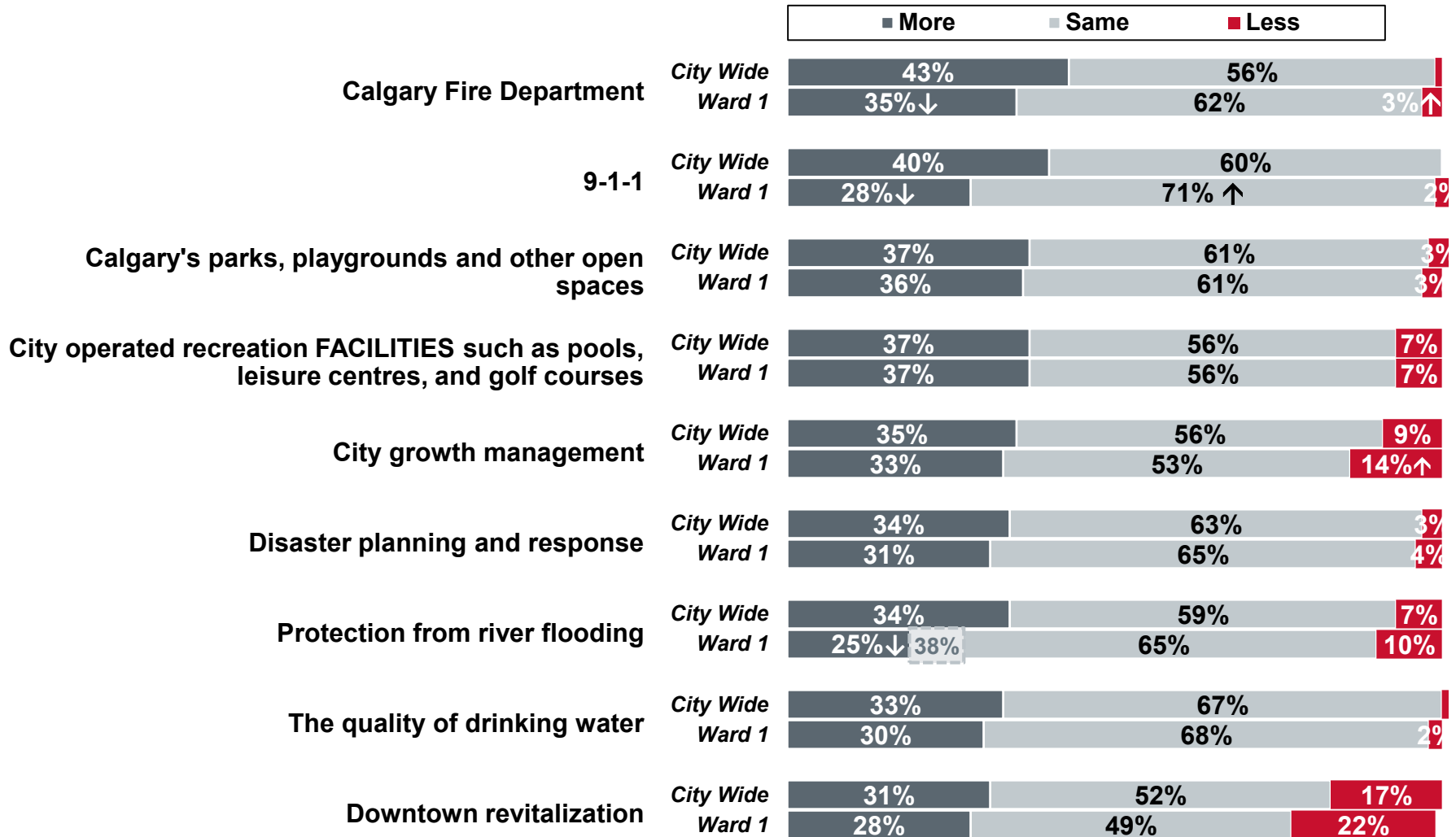


Ward 1 2017

I am going to read a list of programs and services provided to you by The City of Calgary. 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 (continued)

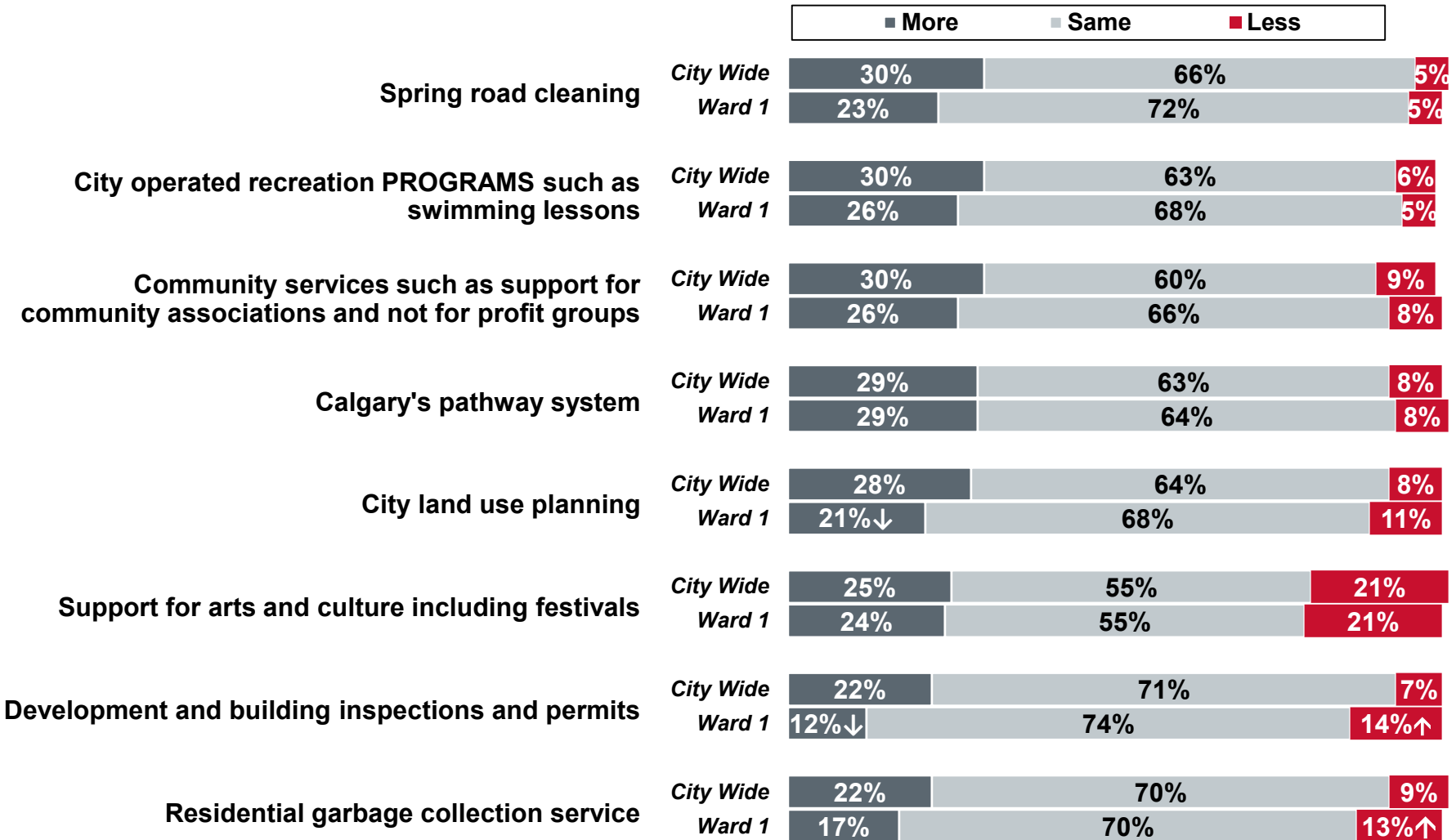


Ward 1 2017

I am going to read a list of programs and services provided to you by The City of Calgary. 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)



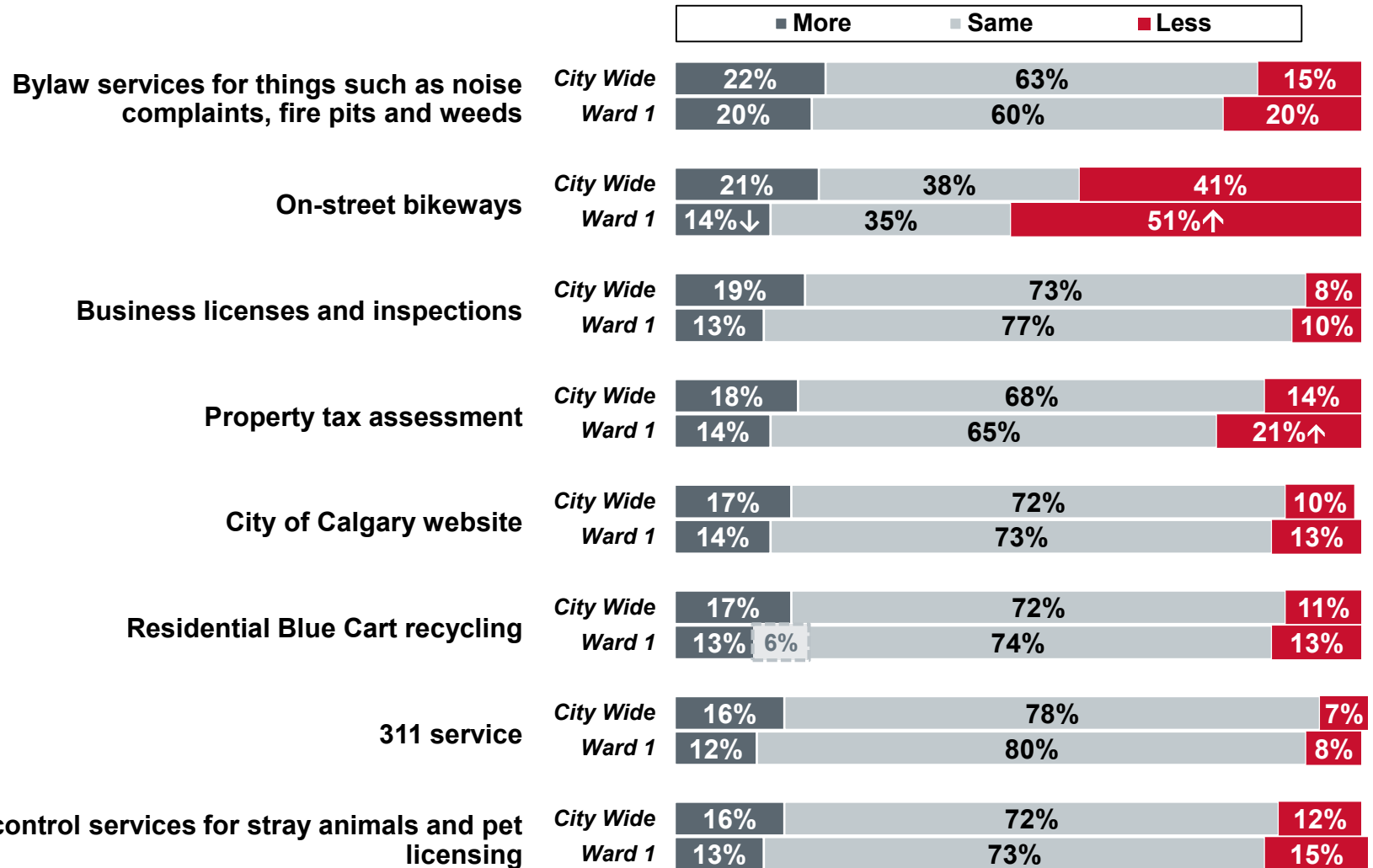
# Investment in City Programs and Services (continued)



*I am going to read a list of programs and services provided to you by The City of Calgary. 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 (continued)



Ward 1 2017

I am going to read a list of programs and services provided to you by The City of Calgary. 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)

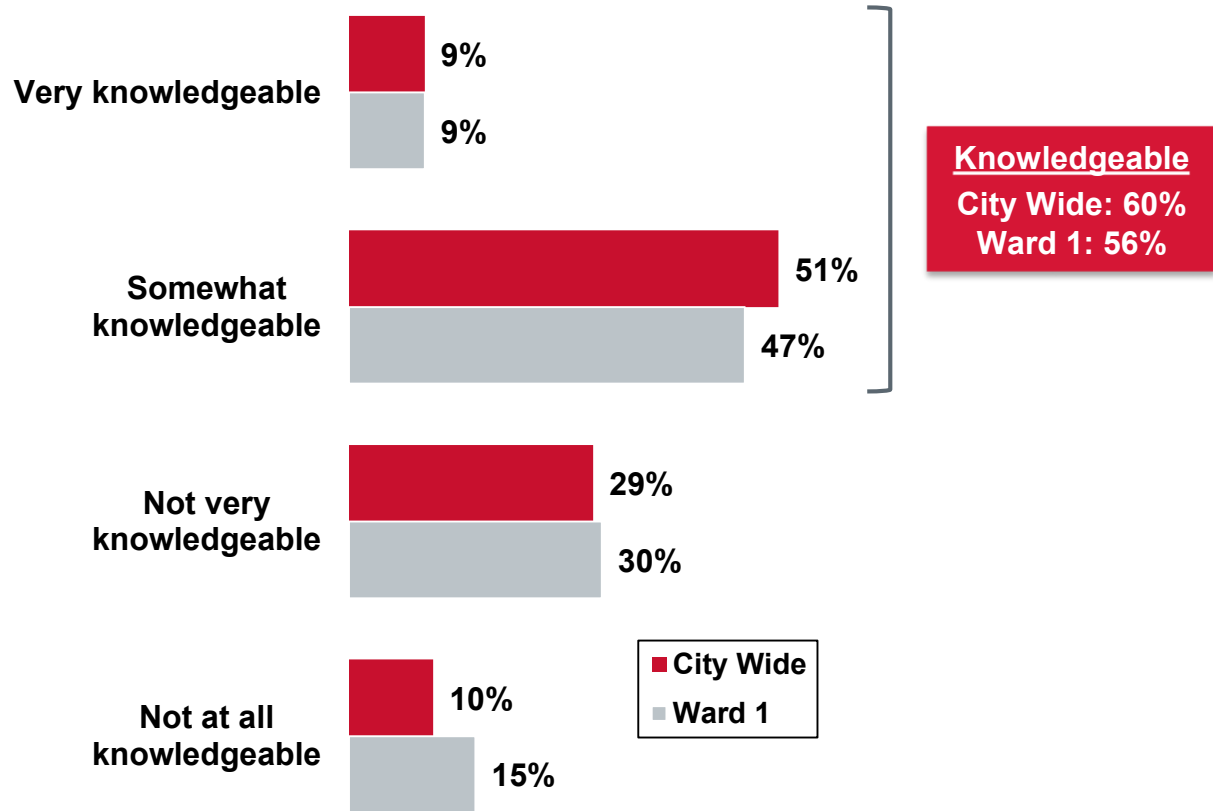


# Taxation





# Knowledge Levels of Tax Dollar Spending

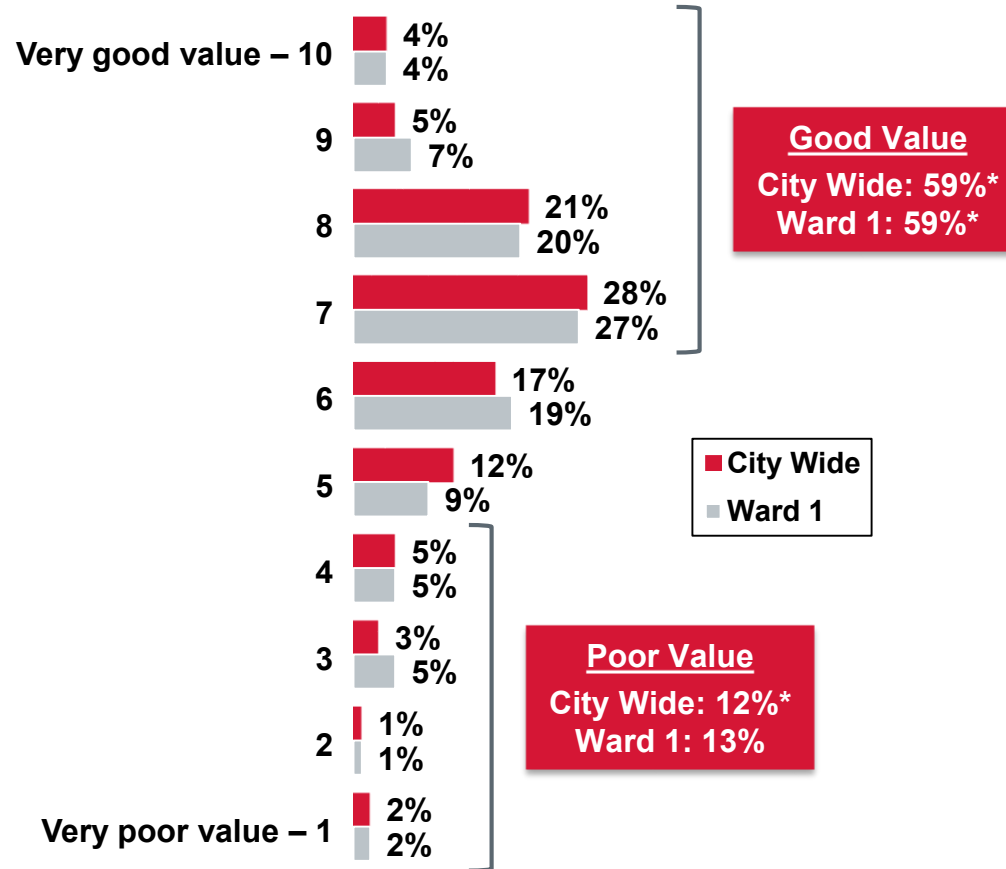


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,492 / Ward 1: n=180)



# Perceived Value of Property Taxes



\*Rounding

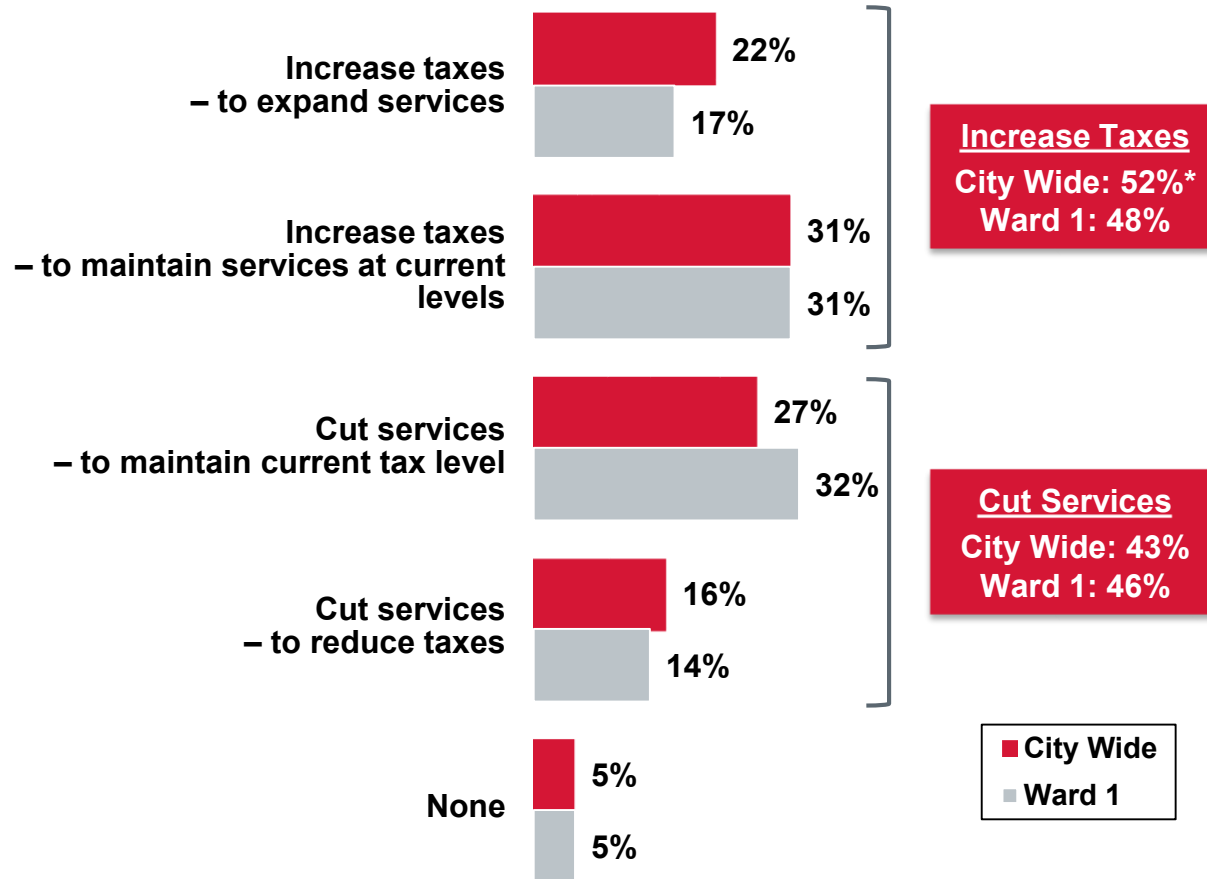
Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars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

Base: Valid respondents (City Wide: n=2,477 / Ward 1: n=180)





# Balancing Taxation and Service Delivery Levels



■ City Wide  
■ Ward 1

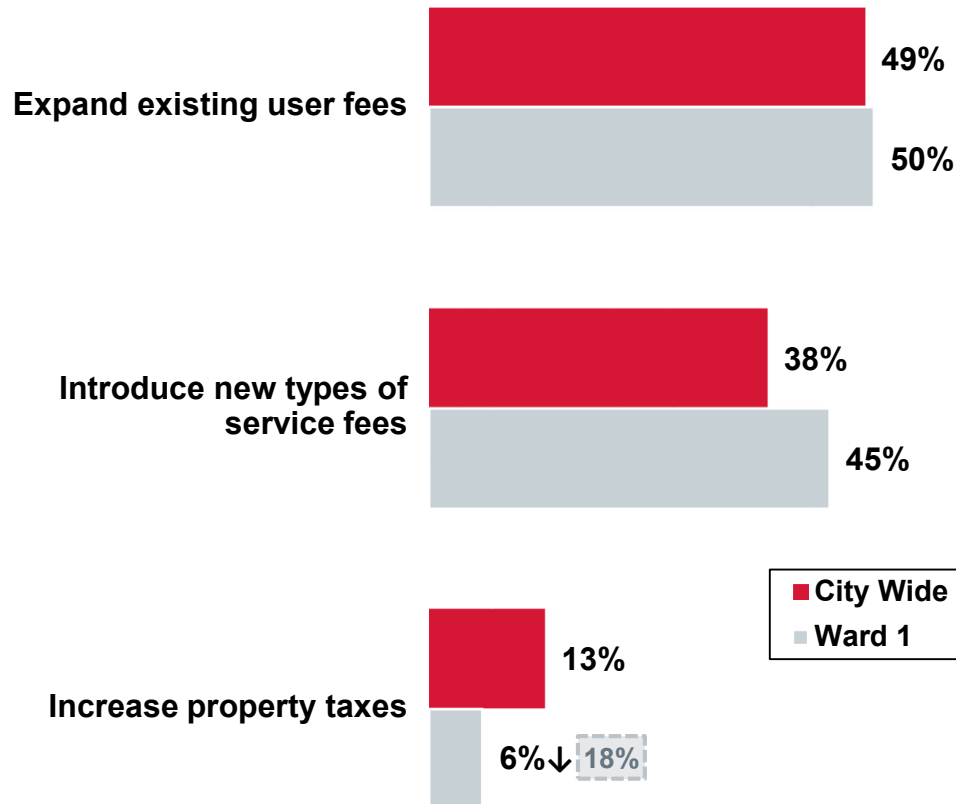
\*Rounding

*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 (City Wide: n=2,460 / Ward 1: n=176)



# Options for Increasing City Revenue



Ward 1 2017

*Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?*

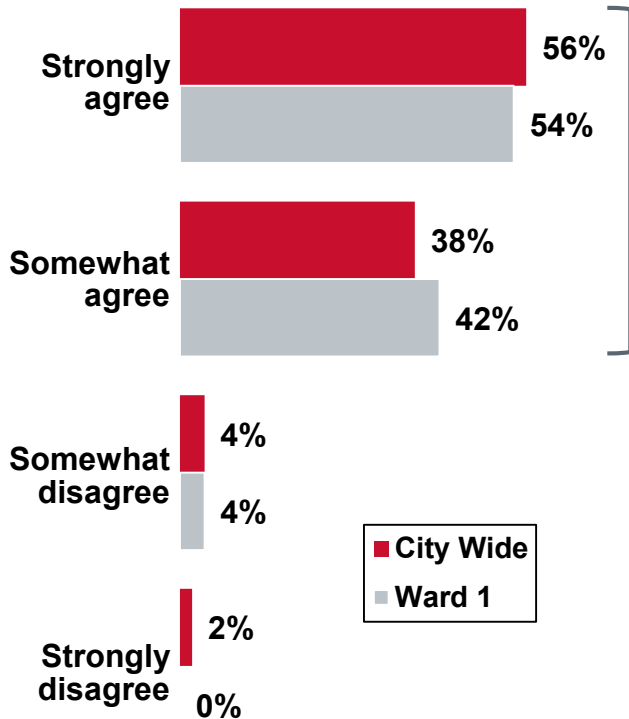
Base: Valid respondents (City Wide: n=2,352 / Ward 1: n=167)



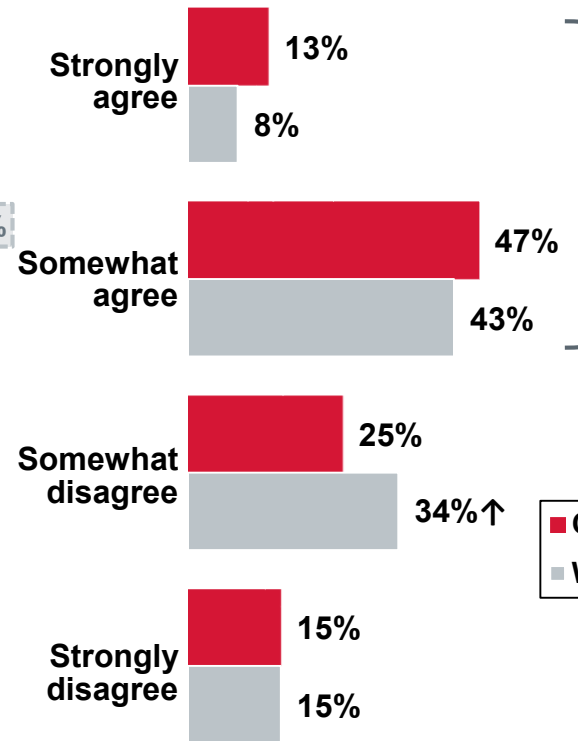
# Property Tax Dollar Investment

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

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



**Agree**  
City Wide: 94%  
Ward 1: 96%  
88%



**Agree**  
City Wide: 60%  
Ward 1: 51% ↓

■ City Wide  
■ Ward 1

■ City Wide  
■ Ward 1

Ward 1 2017

Base: Valid respondents (City Wide: n=2,487 / Ward 1: n=179)

Base: Valid respondents (City Wide: n=2,463 / Ward 1: n=176)

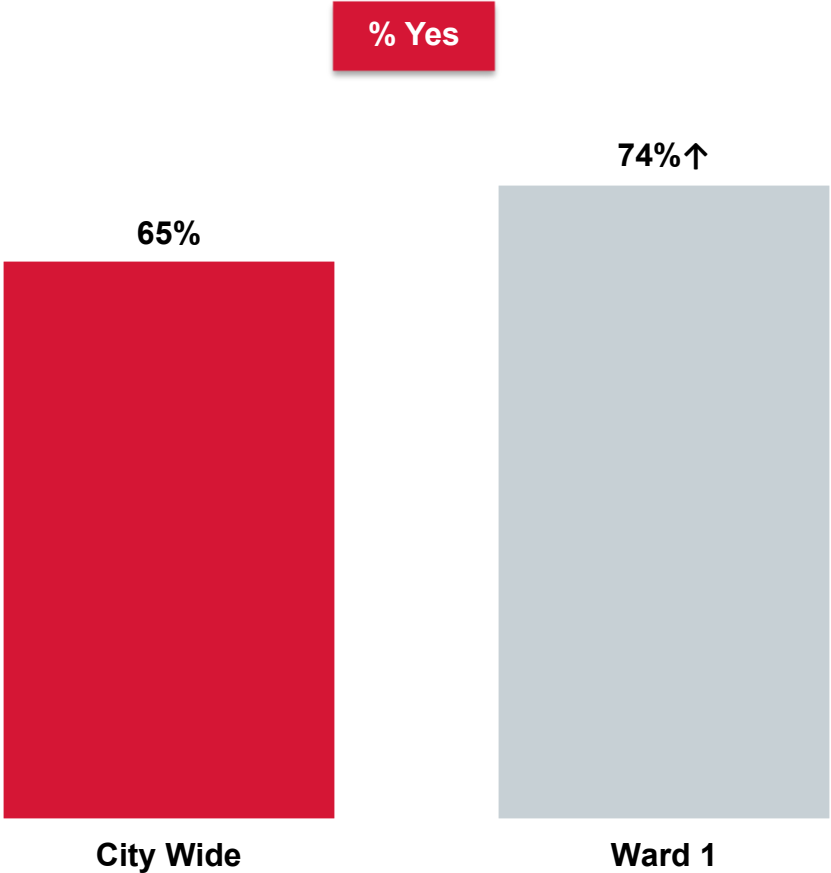
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



## Contact with The City and Customer Service



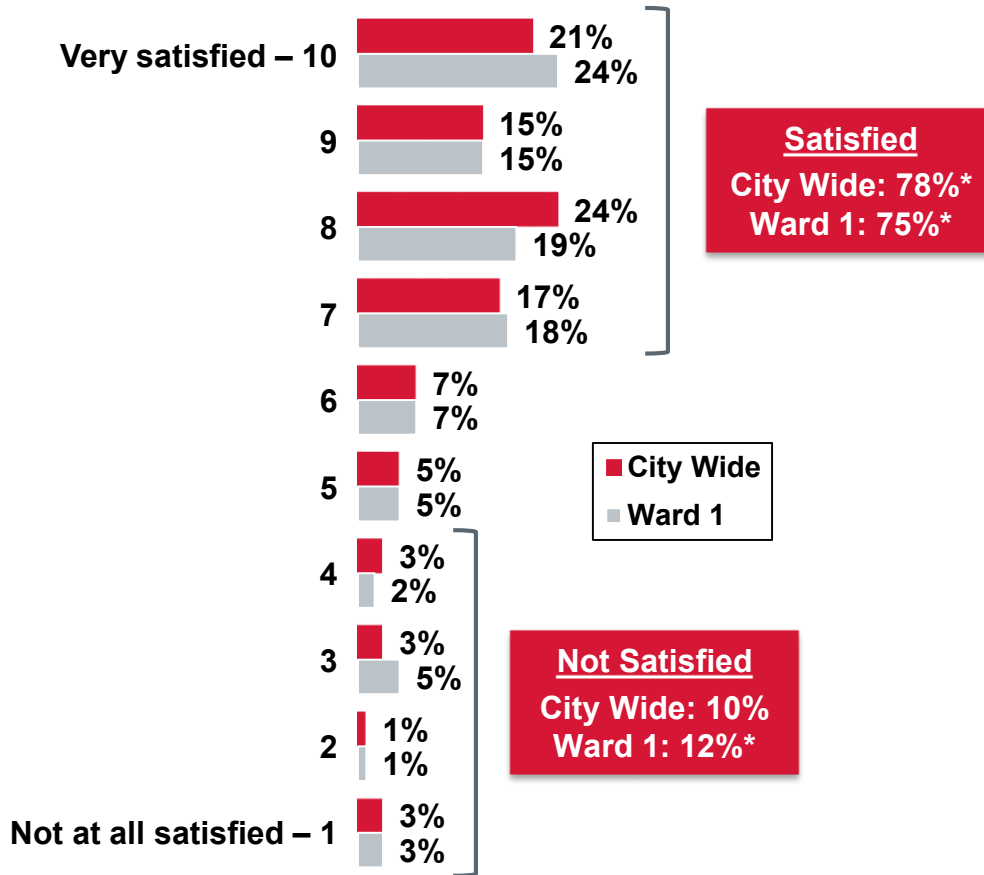
# Past 12 Months Contact with The City of Calgary



*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 (City Wide: n=2,488 / Ward 1: n=179)



# Satisfaction with the Overall Level and Quality of Customer Service



On a scale of 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 customer service provided by The City of Calgary?

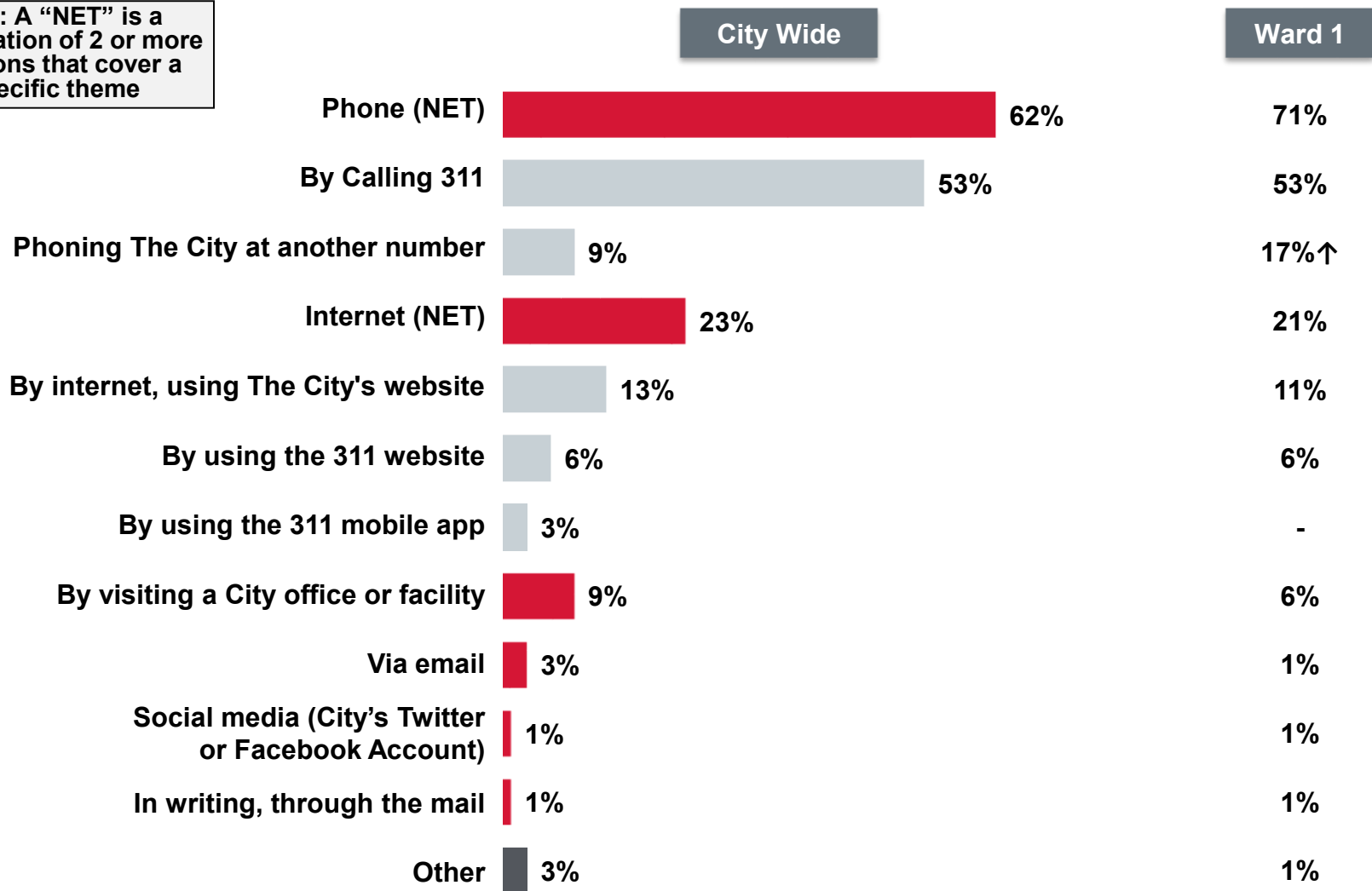
\*Rounding

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,651 / Ward 1: n=137)



# Type of Contact

Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

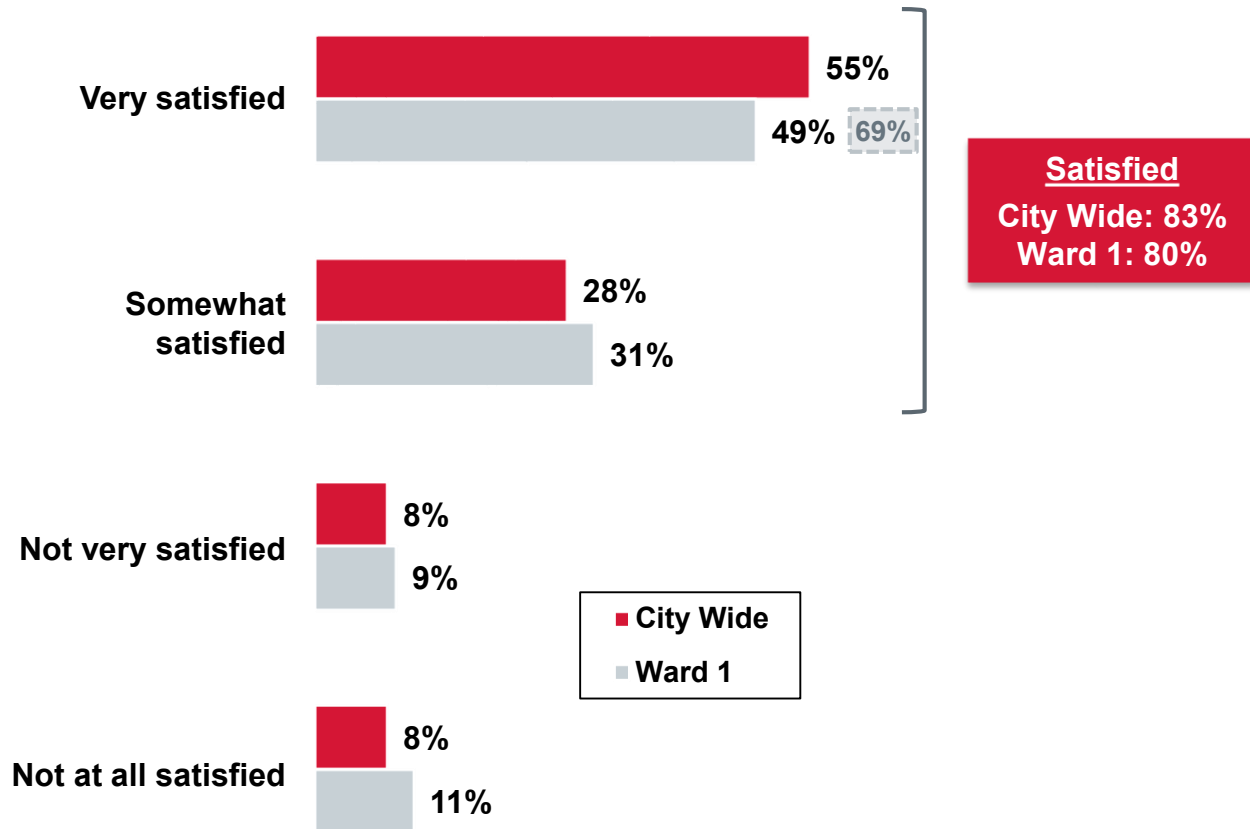


When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,126 / Ward 1: n=96)



# Satisfaction with Most Recent City Contact



Ward 1 2017

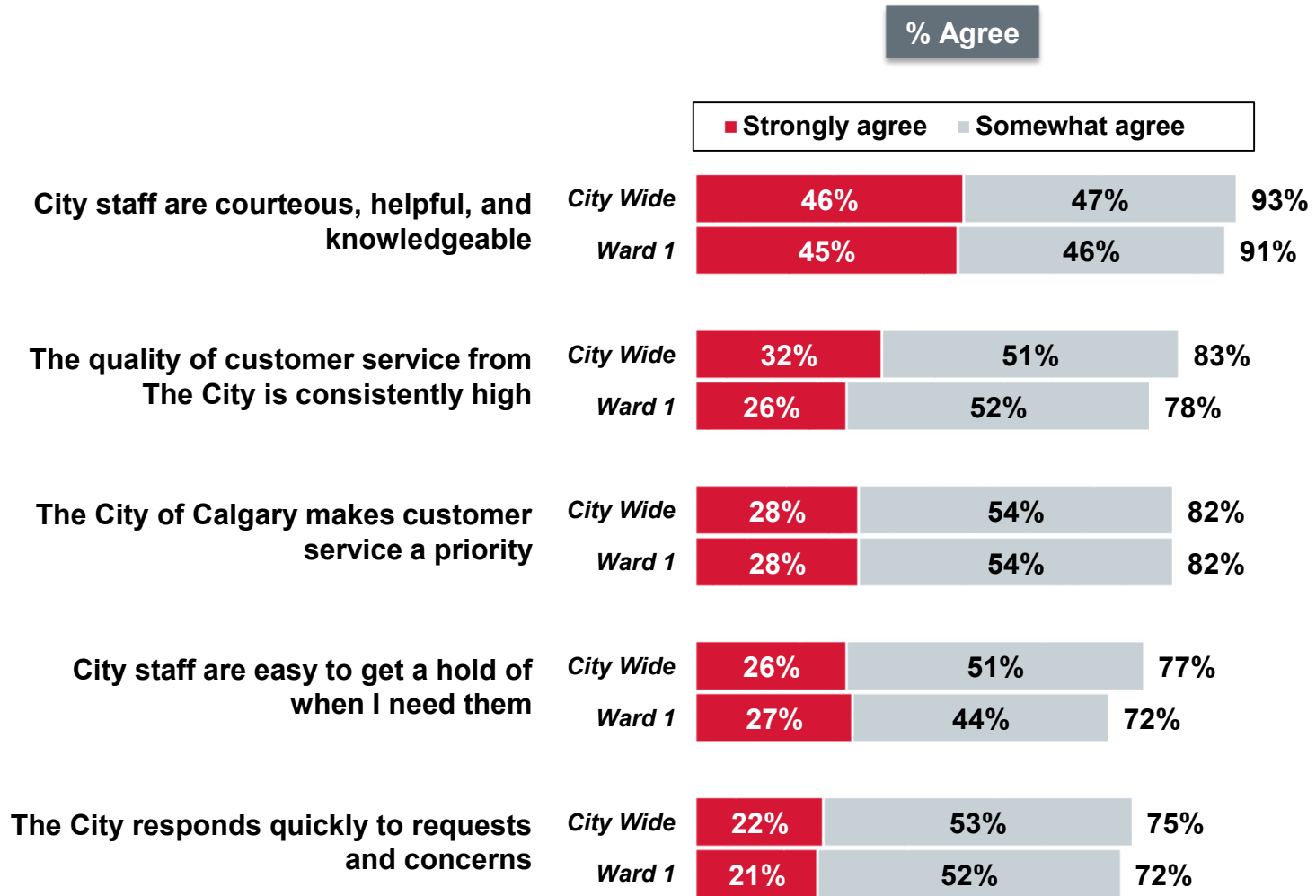
How satisfied were you with your most recent contact with The City?

Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,125 / Ward 1: n=96)





# Attitudes Regarding Customer Service



*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)

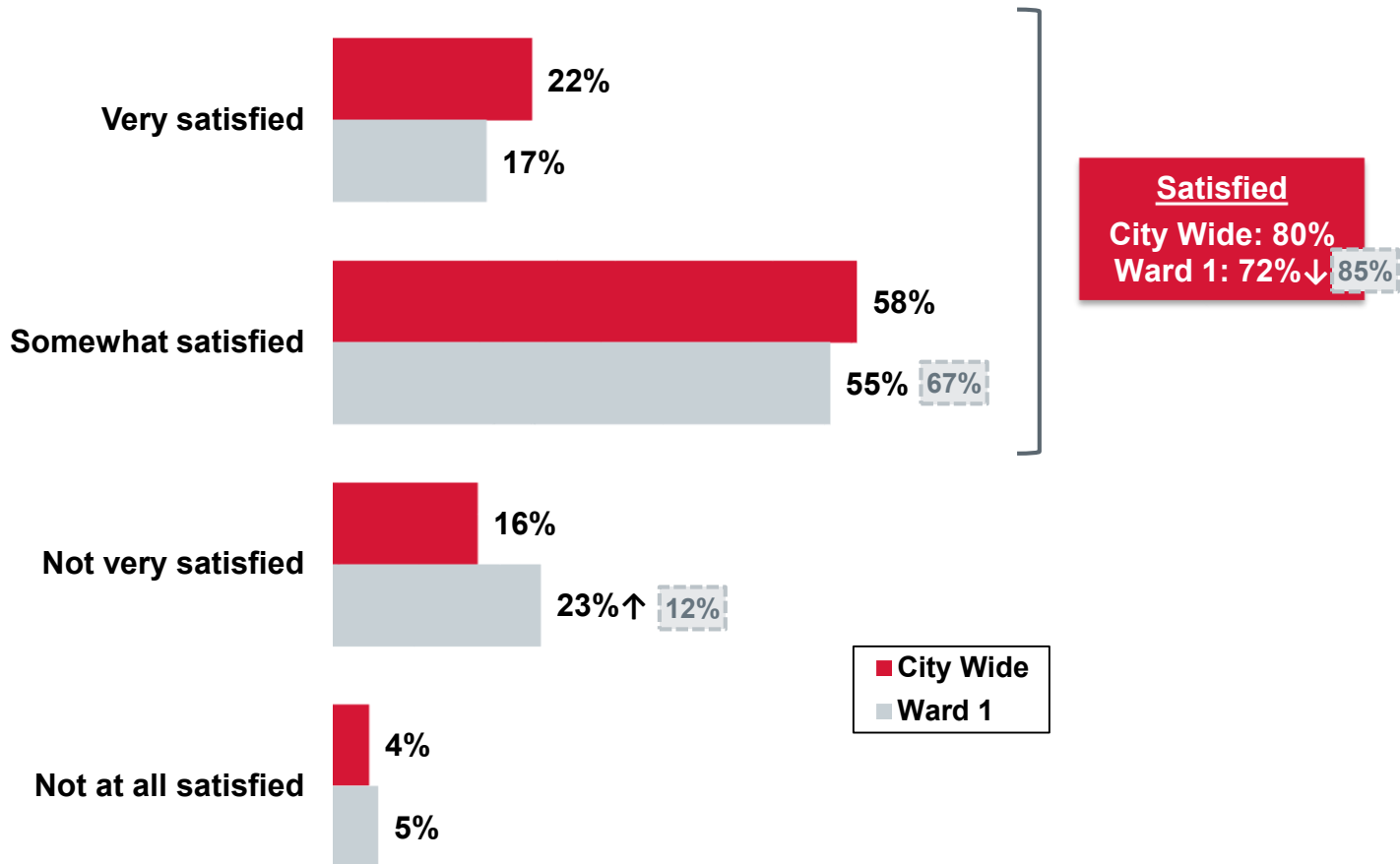


## City Communications





# Satisfaction with the Overall Quality of City Information and Communications



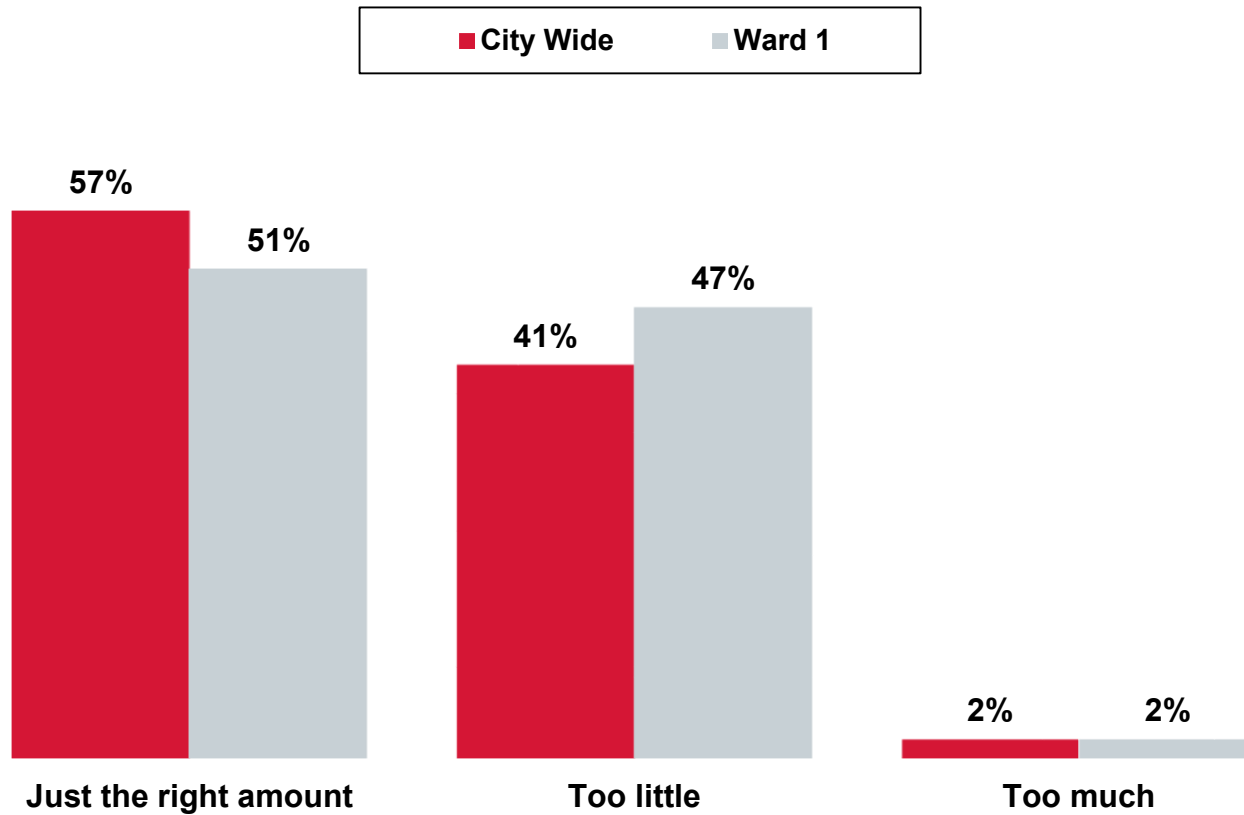
Ward 1 2017

And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents (City Wide: n=2,490 / Ward 1: n=178)



# The Amount of Information Accessible



*In your opinion, do you currently have access to too much, too little, or just the right amount of information from The City?*

Base: Valid respondents (City Wide: n=2,470 / Ward 1: n=179)



## City Reputation and Performance





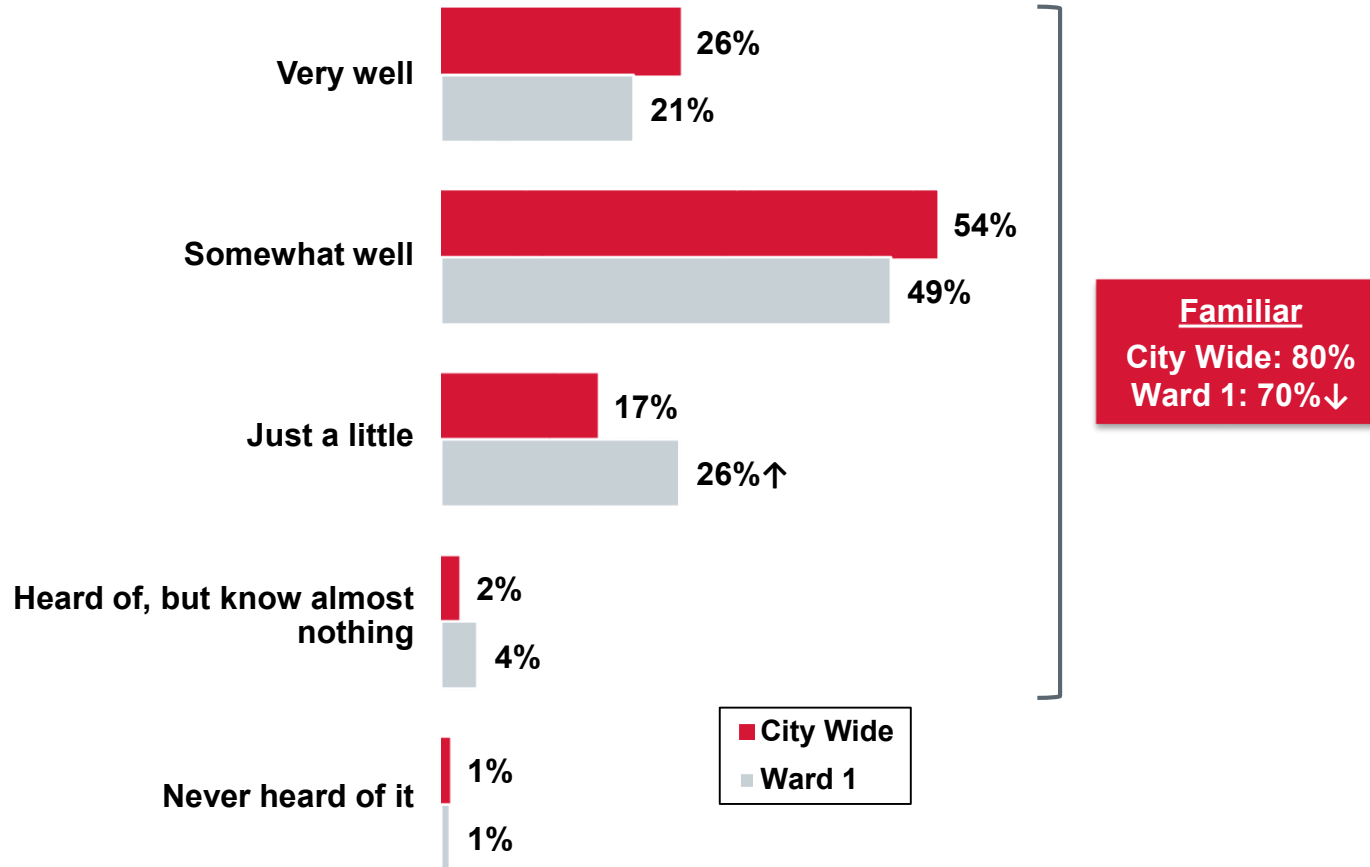
## A Model of Reputation



**Building a strong reputation helps an organization perform more effectively in the present AND builds a reservoir of goodwill to draw upon in future crises**



# Familiarity

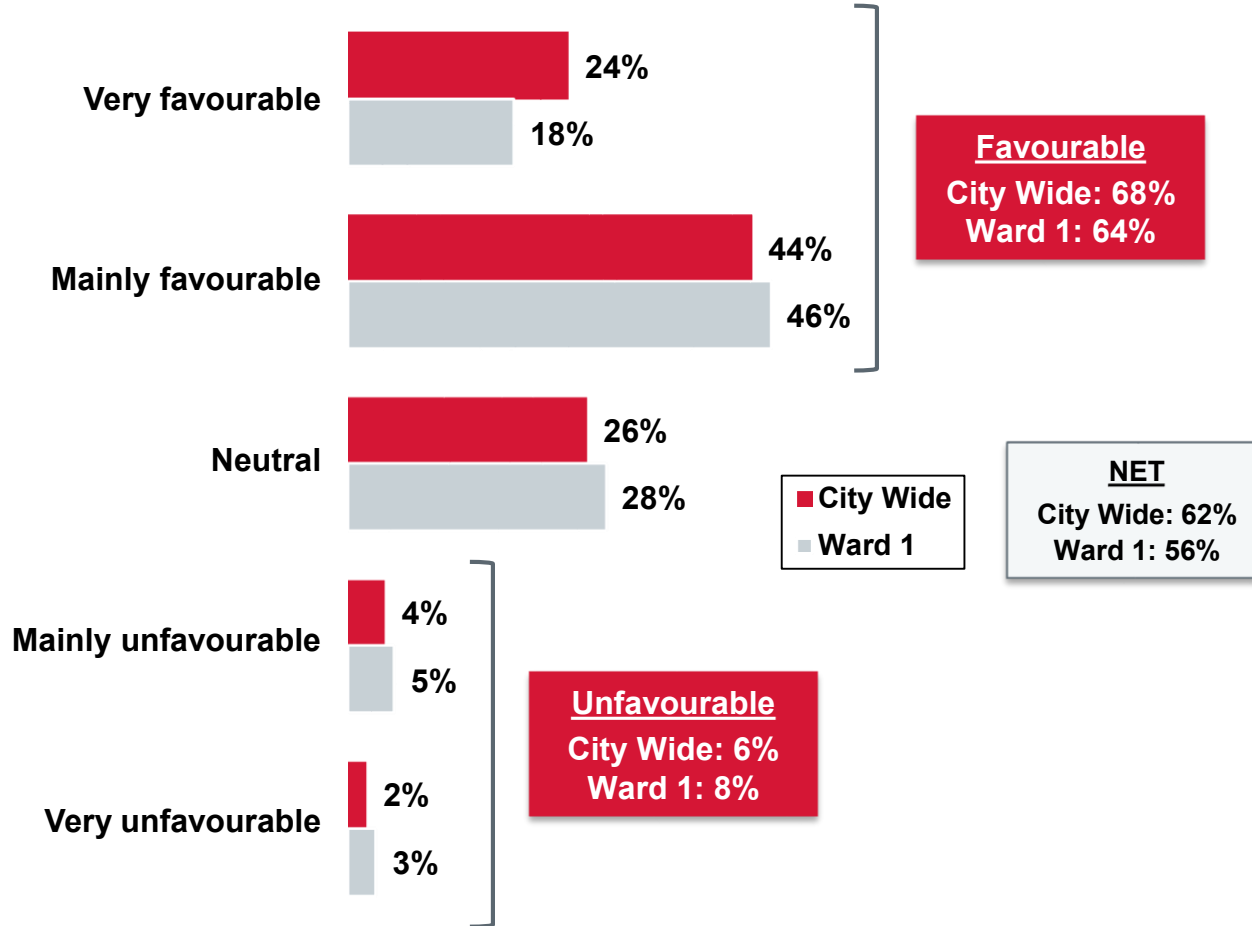


Taking into account all the ways you have learned about or had contact with The City of Calgary, how well do you feel you know The City?

Base: Valid respondents (City Wide: n=2,496 / Ward 1: n=180)



# Favourability



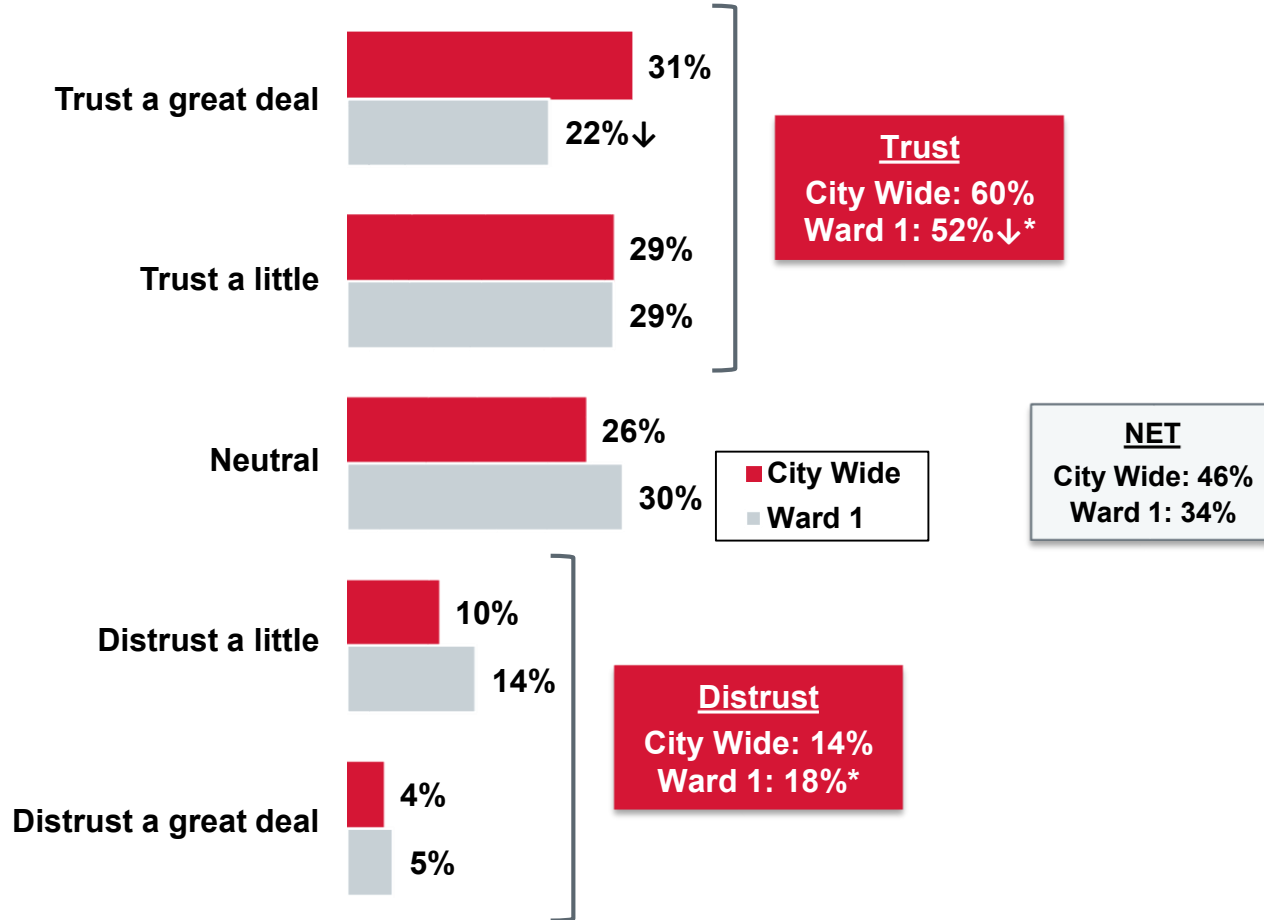
*Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?*

Base: Valid respondents (City Wide: n=2,496 / Ward 1: n=180)





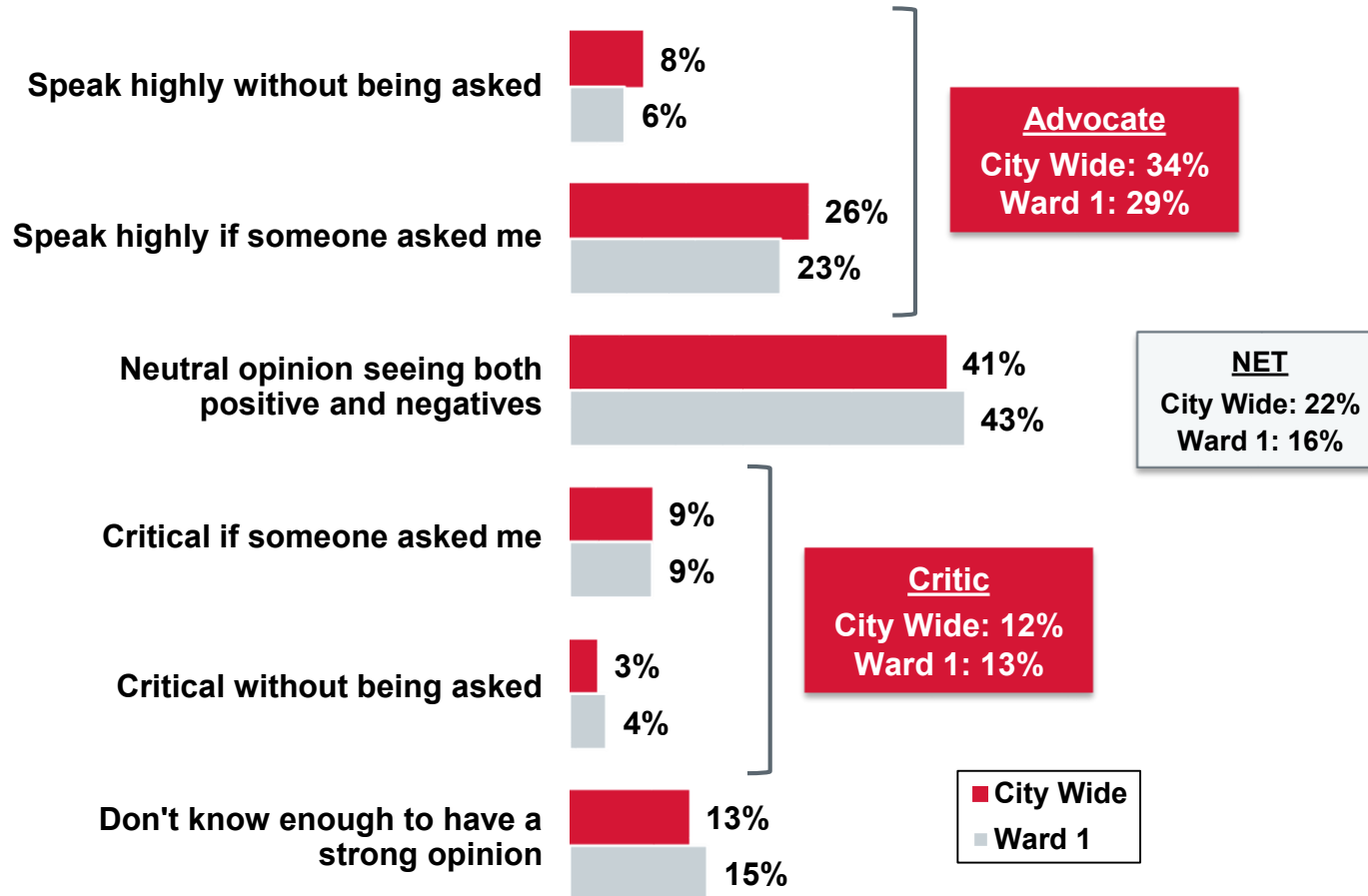
# Trust



\*Rounding

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 (City Wide: n=2,495 / Ward 1: n=180)



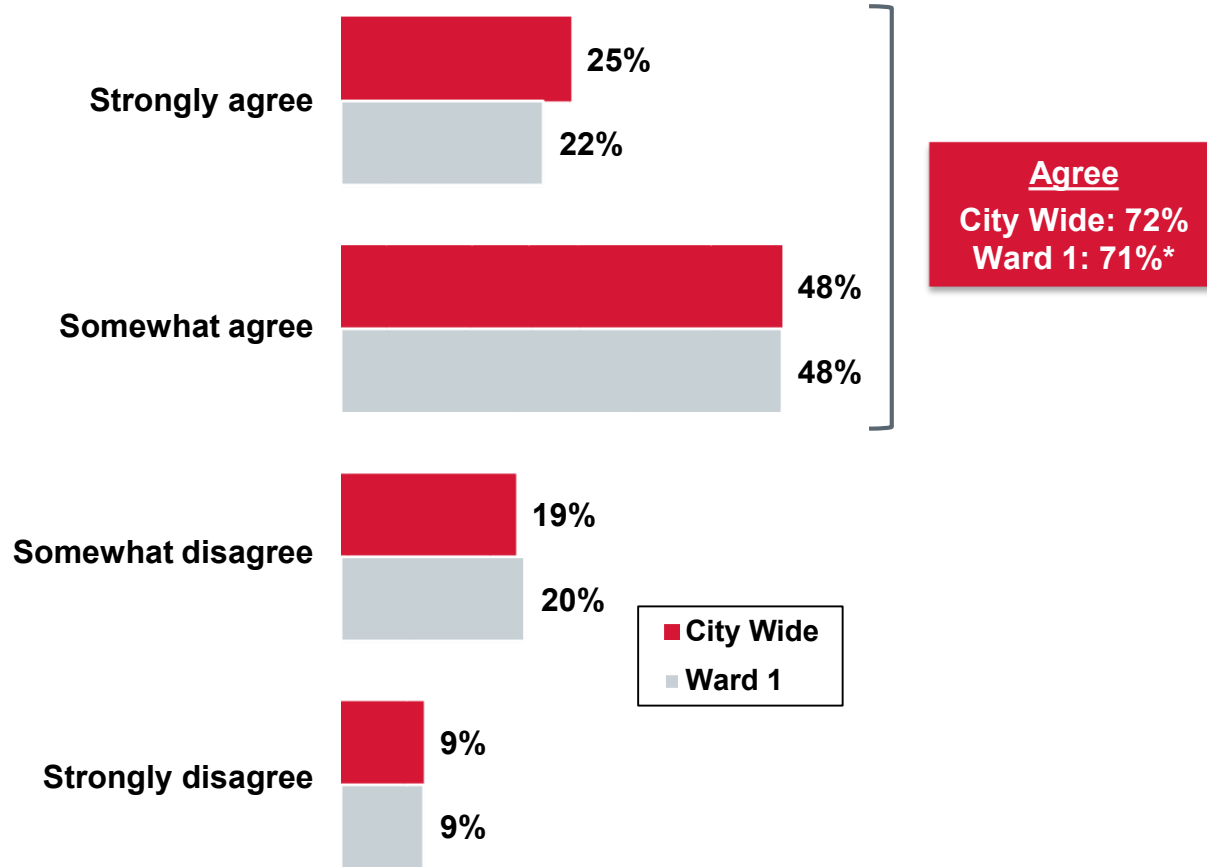
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 1: n=180)



# 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*



\*Rounding

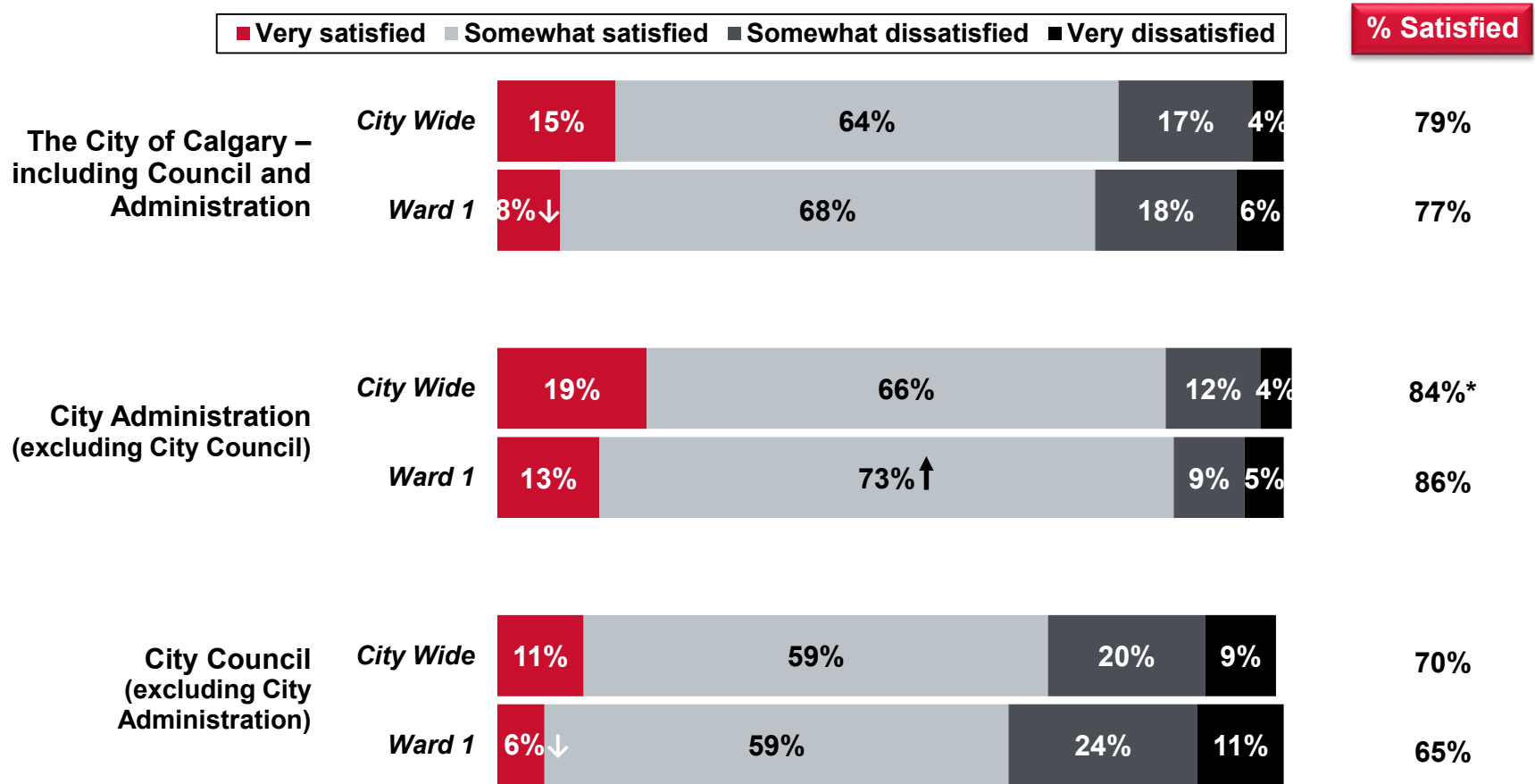
*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,480 / Ward 1: n=180)



# Perceptions About City Performance

As you may know, **City Council** is made up of elected officials who are the legislative body that govern The City. While **City Administration** 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.



\*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)

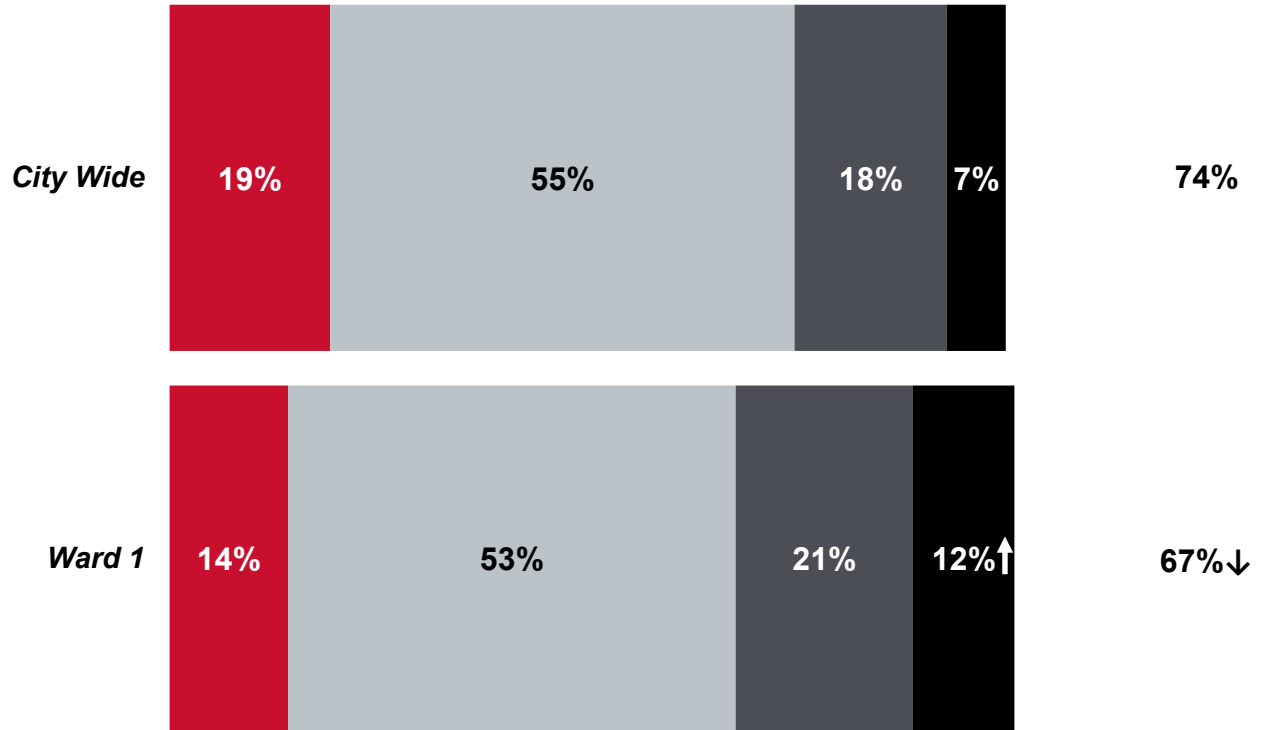


# Attitudes Regarding Collaboration

■ Strongly agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Strongly disagree

% Agree

I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary

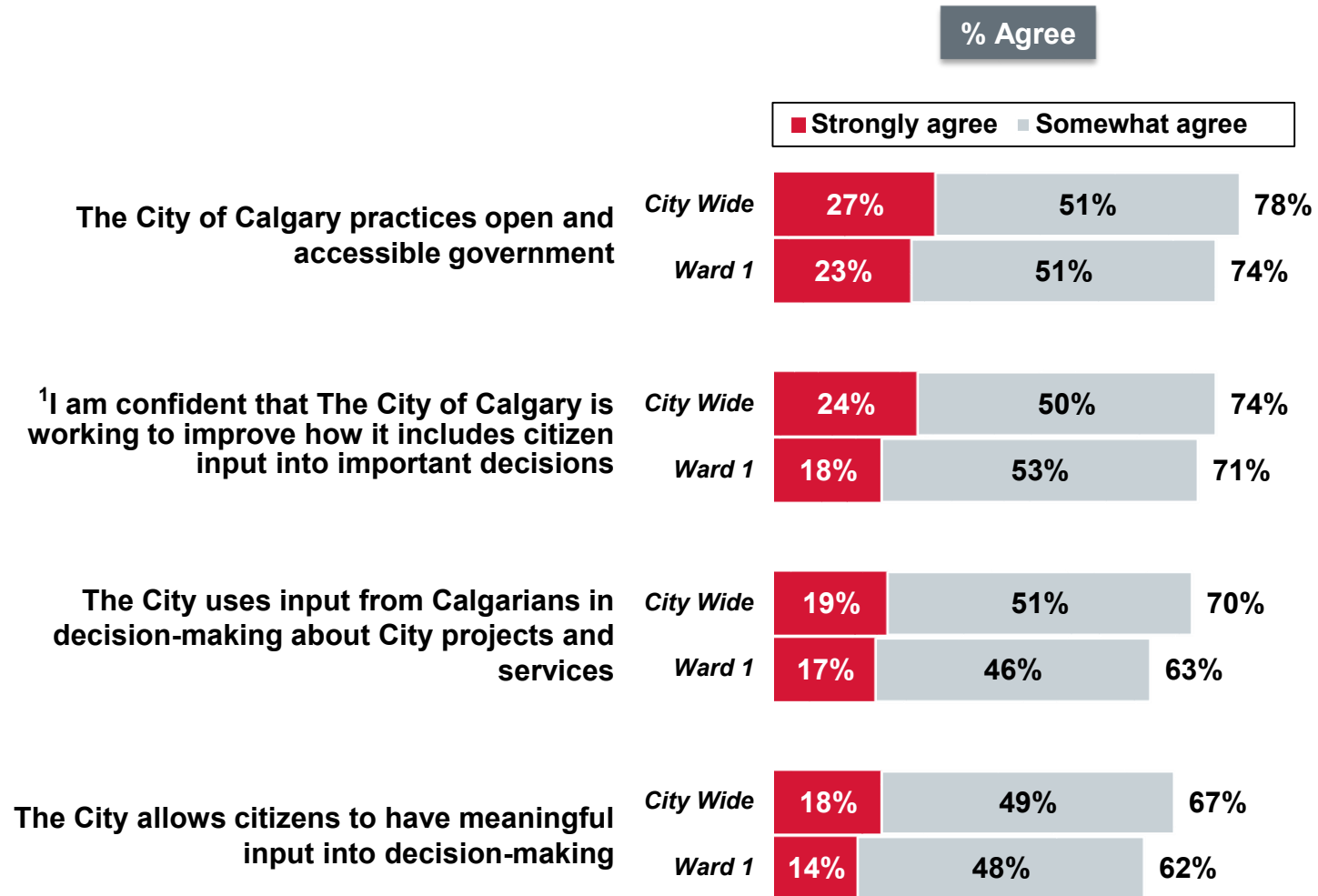


*Please tell me whether you agree or disagree with each of the following statements?*

Base: Valid respondents (City Wide: n=2,479 / Ward 1: n=177)



# Perceptions of Transparency and Citizen Input



*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?*

*<sup>1</sup>Please tell me whether you agree or disagree with each of the following statements?*

Base: Valid respondents (Bases vary)



## Respondent Profile





# Demographics

## Age

	City Wide	Ward 1
18 to 24	12%	12%
25 to 34	21%	10%
35 to 44	17%	17%
45 to 54	19%	20%
55 to 64	13%	16%
65 or older	17%	25%
<i>Mean</i>	45	49

## Income

	City Wide	Ward 1
Less than \$30,000	7%	4%
\$30,000 to <\$45,000	8%	7%
\$45,000 to <\$60,000	12%	9%
\$60,000 to <\$75,000	9%	8%
\$75,000 to <\$90,000	8%	9%
\$90,000 to <\$105,000	11%	9%
\$105,000 to <\$120,000	11%	6%
\$120,000 to <\$150,000	12%	15%
\$150,000 or more	23%	34%

## Education

	City Wide	Ward 1
Completed high school or less	16%	10%
Some post secondary or completed a college diploma	38%	26%
Completed university degree or post-grad degree	46%	63%

Base: Valid respondents (Bases vary)





# Household Characteristics

## Type of Home

	City Wide	Ward 1
Single-detached house	69%	79%
Apartment or apartment-style condominium	13%	5%
Duplex, triplex or fourplex	9%	6%
Townhouse or rowhouse	8%	10%
Another type of multi-dwelling unit	1%	0%

## Children and Seniors in Household

	City Wide	Ward 1
Yes - Children	35%	41%
Yes - Seniors	17%	22%

## Household Size

	City Wide	Ward 1
1	14%	11%
2	32%	31%
3	18%	22%
4	22%	22%
5 or more	15%	14%
<i>Mean</i>	3.0	3.0

## Responsible for Property Taxes

	City Wide	Ward 1
Yes	84%	86%
No	16%	14%

## Own or Rent

	City Wide	Ward 1
Own	75%	80%
Rent	20%	12%
Other	1%	-
Neither	4%	8%

## Tenure in Calgary

	City Wide	Ward 1
Less than 5 years	7%	4%
5 to less than 10 years	10%	8%
10 to less than 15 years	10%	6%
15 to less than 20 years	11%	18%
20 to less than 30 years	24%	24%
30 to less than 40 years	15%	12%
40 or more	24%	27%
<i>Mean</i>	26	29

Base: Valid respondents (Bases vary)



# Respondent Characteristics

## Born in Canada

	City Wide	Ward 1
Yes	73%	75%
No	27%	25%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=656)	Ward 1 (n=44)
Less than 12	28%	25%
12 to 17	12%	3%
18 or older	60%	72%
No response	-	-

## Ethnic Background

	City Wide	Ward 1
Caucasian/ White	23%	21%
British	20%	22%
Canadian/ French Canadian	16%	20%
Northern or Western European	12%	13%
Southern or Eastern European	11%	13%
East or Southeast Asian	11%	5%
South Asian	7%	4%
Central/ South American or Caribbean	3%	2%
West Asian or Middle Eastern	2%	4%
African	2%	1%
Aboriginal/ First Nations/ Metis	2%	2%

## Disability

	City Wide	Ward 1
Yes	16%	14%
No	84%	86%

## Visible Minority

	City Wide	Ward 1
Yes	25%	17%
No	75%	83%

Base: Valid respondents (Bases vary)



## Contact

### Jamie Duncan

Vice President

Ipsos Public Affairs

587.952.4863

email: [jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)

### Sheela Das

Director

Ipsos Public Affairs

587.952.4874

email: [sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)

