

Calgary



# 2018 Quality of Life and Citizen Satisfaction Survey

## Ward 12 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





# Table of Contents

03

Methodology

04

Summary of Key Findings

11

Quality of Life

19

Issue Agenda

21

City Programs and Services

38

Taxation

44

Contact with The City and  
Customer Service

50

City Communications

53

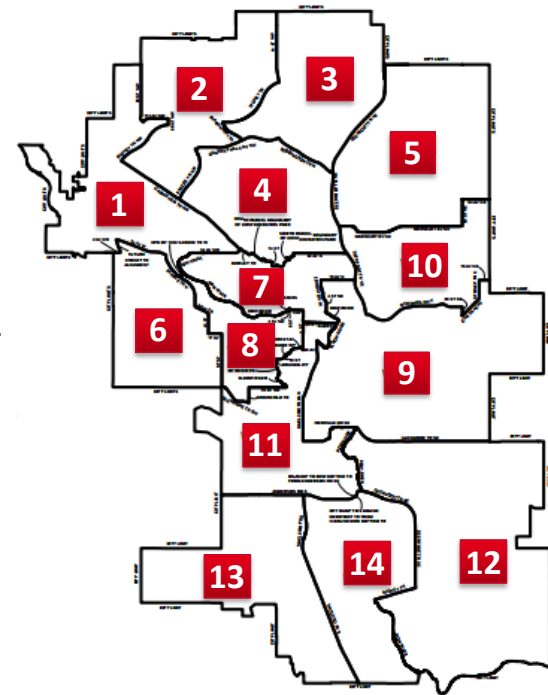
City Reputation and Performance

63

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 179 interviews were conducted with residents of Ward 12 (MOE  $\pm 7.3$ ).
- ❖ Research Note on significant differences.
  - Throughout, City Wide results are compared to results from Ward 12.
    - $\uparrow$  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 12 are compared to those from 2017.
  - Only significant differences are shown.





## Summary of Key Findings





## Key Findings: Quality of Life

**Ward 12 residents rate quality of life similar to City Wide, although feeling safe walking after dark is much higher than City Wide.**

- ❖ More than eight-in-ten (87%) Ward 12 residents say the quality of life in Calgary today is ‘good,’ statistically consistent with 86% City Wide.
- ❖ A slim majority (53%) of Ward 12 residents say the quality of life in Calgary has stayed the same over the past three years (on par with 49% City Wide), while 20% say it has improved (on par with 22% City Wide), and 27% say it has worsened (on par with 29% City Wide).
- ❖ Nine-in-ten Ward 12 residents agree they are proud to be a Calgarian (92%, on par with 89% City Wide) and proud to live in their neighbourhood (90%, on par with 86% City Wide)
- ❖ Ward 12 residents are much more likely than City Wide to agree they would feel safe walking alone in their neighbourhood after dark (95%, 13 points higher than 82% City Wide).



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

**The Ward 12 issue agenda is similar to City Wide, although Ward 12 residents are more likely to mention issues related to transit and education.**

- ❖ The top issues in Ward 12 are "*infrastructure, traffic and roads*" (45%, on par with 40% City Wide), "*transit*" (22%, 6 points higher than 16% City Wide) and "*education*" (12%, 5 points higher than 7% City Wide).
- ❖ Mentions of "*infrastructure, traffic and roads*" have increased by 16 points from 2017 (45% vs. 29% in 2017), while mentions of "*public transportation*" have decreased by 10 points (11% vs. 21% in 2017).

**Overall satisfaction with the level and quality of City services is similar to City Wide.**

- ❖ Eight-in-ten (79%) Ward 12 residents say they are satisfied with the overall level and quality of services and programs provided by The City, on par with 77% City Wide.

# Key Findings: City Programs and Services

**Ward 12 residents differ from City Wide and 2017 results for the importance, satisfaction and desired investment in a number of services. The biggest difference is an increase in those who want to see more investment in snow removal.**

- ❖ Ward 12 residents are less likely than City Wide residents to rate many services as *very* important, especially:
  - City growth management: 45% rate as *very* important (13 points lower than 58% City Wide).
  - Support for arts and culture including festivals: 27% rate as *very* important (11 points lower than 38% City Wide).
  - On-street bikeways: 16% rate as *very* important (10 points lower than 26% City Wide).
- ❖ Ward 12 residents are more likely than in 2017 to rate spring road cleaning and business licensing and inspections as *very* important. Disaster planning has declined in importance.
  - Spring road cleaning: 59% rate as *very* important (13 points higher than 46% in 2017).
  - Business licenses and inspections: 50% rate as *very* important (12 points higher than 38% in 2017).
  - Disaster planning and response: 65% rate as *very* important (12 points lower than 77% in 2017).
- ❖ Ward 12 residents are more satisfied than City Wide residents with the following services:
  - Protection from river flooding: 96% are satisfied (5 points higher than 91% City Wide).
  - City land use planning: 92% are satisfied (8 points higher than 84% City Wide).
- ❖ Ward 12 residents are less satisfied than City Wide residents with the following services:
  - The quality of drinking water: 91% are satisfied (4 points lower than 95% City Wide).



# Key Findings: City Programs and Services (continued)

- ❖ Satisfaction has increased in Ward 12 with the following services compared to 2017.
  - Calgary Transit including bus and CTrain service: 77% are satisfied (11 points higher than 66% in 2017).
  - City growth management: 87% are satisfied (9 points higher than 78% in 2017).
  - City land use planning: 92% are satisfied (8 points higher than 84% in 2017).
- ❖ Satisfaction has decreased in Ward 12 with the following services compared to 2017.
  - Snow removal: 65% are satisfied (12 points lower than 77% in 2017).
  - Residential garbage collection service: 84% are satisfied (11 points lower than 95% in 2017).
  - Property tax assessment: 74% are satisfied (10 points lower than 84% in 2017).
- ❖ Compared to 2017, Ward 12 residents increasingly want to see more investment in the following services:
  - Snow removal: 69% want *more* investment (18 points higher than 51% in 2017).
  - Road maintenance including pothole repairs: 68% want *more* investment (11 points higher than 57% in 2017).
  - Spring road cleaning: 38% want *more* investment (11 points higher than 27% in 2017). The desire for *more* investment is also higher than City Wide (8 points higher than 30% City Wide).
  - Downtown revitalization: 24% want *more* investment (11 points higher than 13% in 2017).





# Key Findings: Taxation and Customer Service

## Ward 12 residents' views on taxation are consistent with City Wide, although there is more support for expanding existing user fees.

- ❖ Nearly six-in-ten (56%) Ward 12 residents give The City a 'good value' rating for the value of their property tax dollars (on par with 59% City Wide).
- ❖ A slim majority (52%) of Ward 12 residents support tax increases to maintain or expand services (identical to 52% City Wide), while 42% support cutting services to maintain or reduce taxes (on par with 43% City Wide).
- ❖ More Ward 12 residents than City Wide say The City should expand existing user fees to increase the amount of revenue it collects from citizens for new or emerging services (57%, 8 points higher than 49% City Wide).

## Ward 12 residents are more likely to contact The City by Internet and rate The City higher on a couple of customer service metrics.

- ❖ Ward 12 residents are aligned with City Wide results for contacting The City in the past 12 months (59%, on par with 65% City Wide) and for satisfaction with the overall level and quality of customer service (80%, on par with 78% City Wide).
- ❖ Ward 12 residents making contact with The City are more likely than City Wide to have done so by Internet (38%, 15 points higher than 23% City Wide).
- ❖ Ward 12 residents are more likely than City Wide to agree The City responds quickly to requests and concerns (84% agree, 9 points higher than 75% City Wide) and the quality of customer service from The City is consistently high (89% agree, 6 points higher than 83% City Wide).



# Key Findings: Communications, City Reputation and Performance

## **Overall perceptions of City information and communications are consistent with City Wide results.**

- ❖ Satisfaction with the overall quality of City information and communications is comparable to City Wide (83%, on par with 80% City Wide).
- ❖ More Ward 12 residents than in 2017 say they receive just the right amount of information from The City (60%, up 13% points from 47% in 2017 and on par with 57% City Wide).

## **Measures of The City's reputation are mostly on par with City Wide results, although there are more City advocates in Ward 12.**

- ❖ Ward 12 results are on par with City Wide results for favourability (70% vs. 68% City Wide), trust (56% vs. 60% City Wide) and being advocates (30% vs. 34% City Wide).

## **Assessments of the performance of Council and Administration are consistent with City Wide results.**

- ❖ Eight-in-ten (81%) Ward 12 residents (on par with 79% City Wide) are satisfied with the way The City of Calgary – including Council and Administration are running the City.

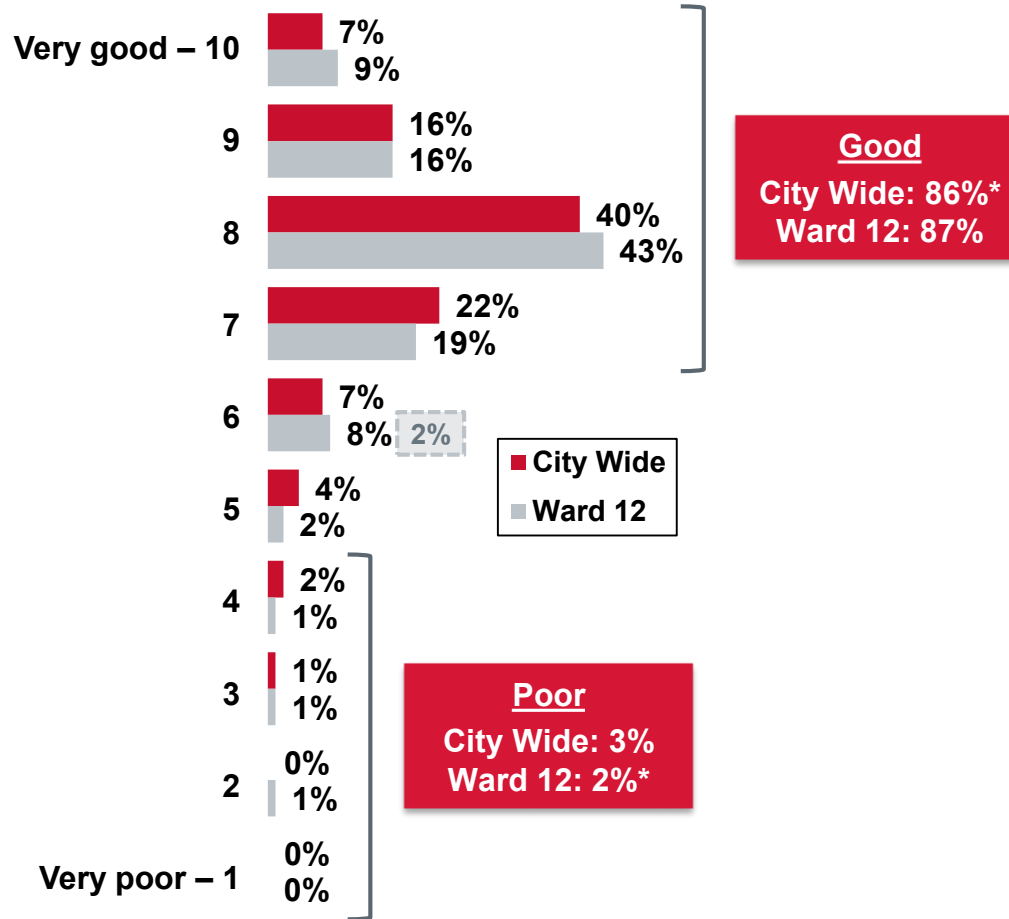


## Quality of Life





# Overall Quality of Life in Calgary



Ward 12 2017

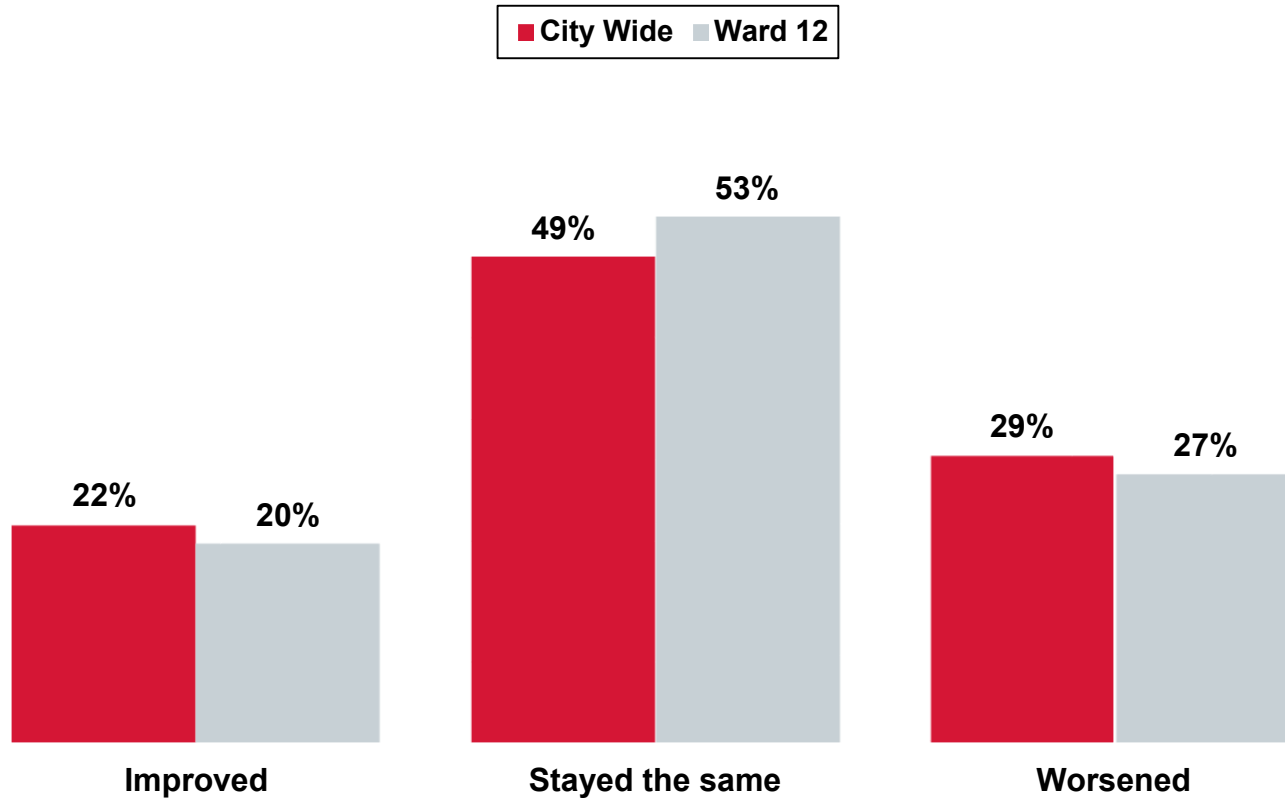
\*Rounding

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 12: n=179)



# 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 12: n=178)



# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 12

|   | City Wide  | Ward 12   |
|---|------------|---|
| <b>Transportation [NET]</b>                                 | <b>27%</b> | <b>26%</b>  |
| Improvement/ maintenance of existing roads                  | 10%        | 8%  |
| Better traffic management                                   | 6%         | 10%   |
| <b>Recreation &amp; Community Services [NET]</b>            | <b>21%</b> | <b>12%↓</b>   |
| Parks/ green-space improvement                              | 4%         | 1%  |
| Building of community centres/ recreation facilities        | 4%         | 3%  |
| Availability of (free) programs/ activities/ services       | 4%         | 2%  |
| Engage in community events/ activities                      | 4%         | 1%  |
| <b>Homelessness, Poverty &amp; Affordable Housing [NET]</b> | <b>20%</b> | <b>16%</b>  |
| Improve job creation/ employment                            | 9%         | 8%  |
| Expand affordable housing/ rent                             | 4%         | 2%  |
| <b>Government [NET]</b>                                     | <b>19%</b> | <b>19%</b>  |
| Reduce taxes  | 8%         | 9%  |
| Tax spending/ city budget                                   | 5%         | 8%  |
| <b>Transit [NET]</b>  | <b>15%</b> | <b>19%</b>  |
| Improve public transportation (unspecified)                 | 10%        | 13%   |
| More access to buses/ transit/ trains                       | 5%         | 8%↑   |
| <b>Crime, Safety &amp; Policing [NET]</b>                   | <b>11%</b> | <b>6%</b>   |
| Control crime and safety                                    | 5%         | 2% <span style="border: 1px dashed gray; padding: 2px;">7%</span> |
| More policing/ patrolling                                   | 5%         | 2%  |
| <b>Health [NET]</b>   | <b>4%</b>  | <b>2%</b>   |
| <b>Environment [NET]</b>                                    | <b>4%</b>  | <b>2%</b>   |
| <b>Education [NET]</b>                                      | <b>3%</b>  | <b>6%↑</b>  |
| <b>Growth &amp; Planning [NET]</b>                          | <b>3%</b>  | <b>3%</b>   |
| Other   | 13%        | 12%   |
| Nothing   | 17%        | 21%   |

NET mentions <3% are not shown

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

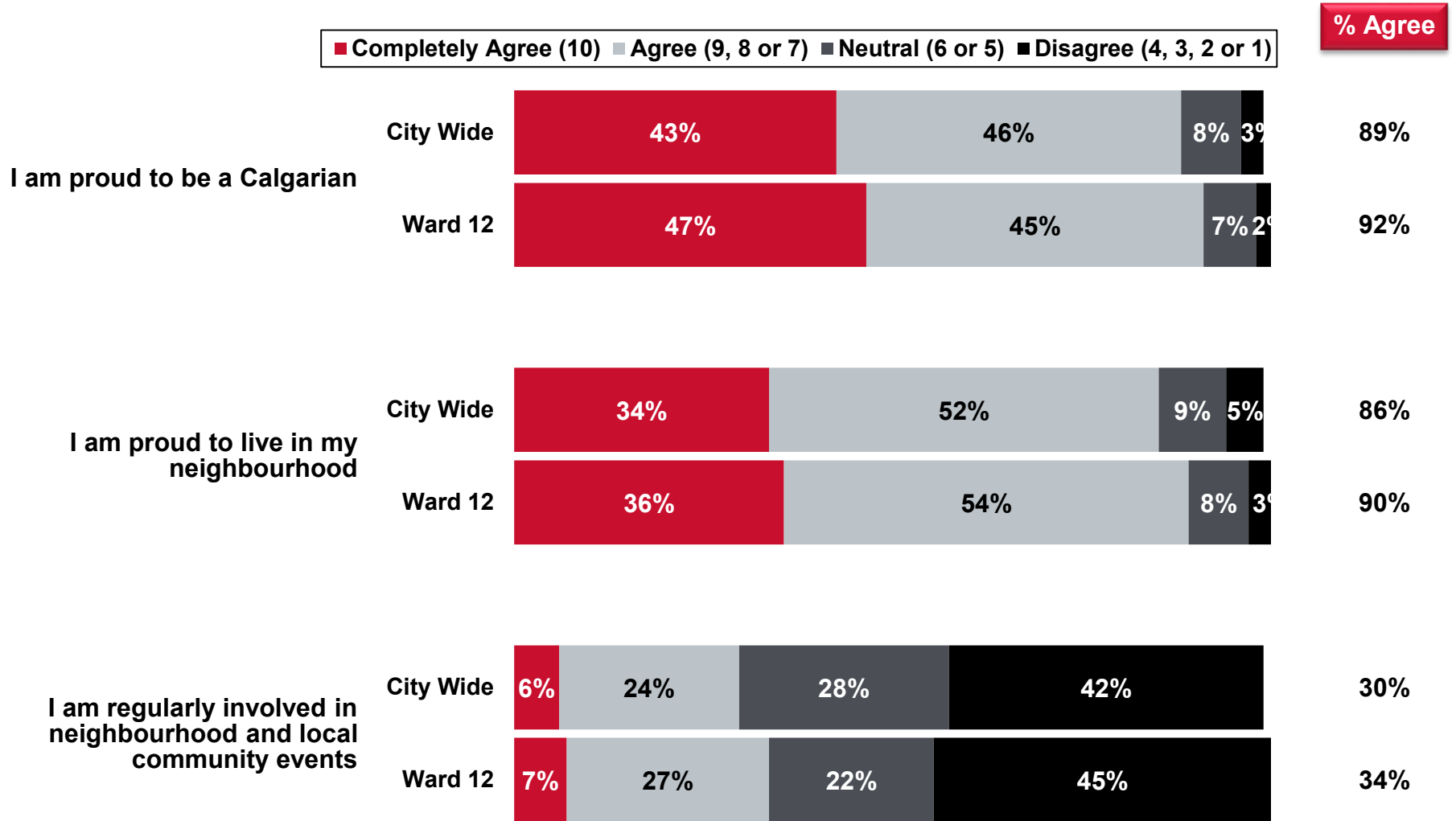
Ward 12 2017

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 12: n=172)



# Sustainability: Connectedness



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

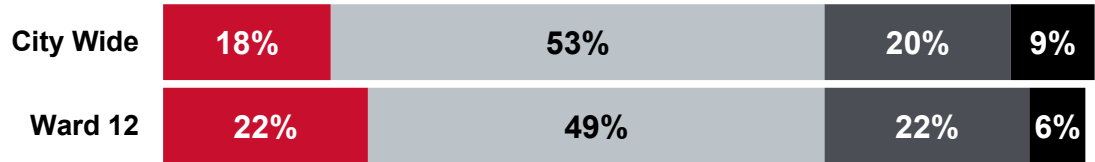
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

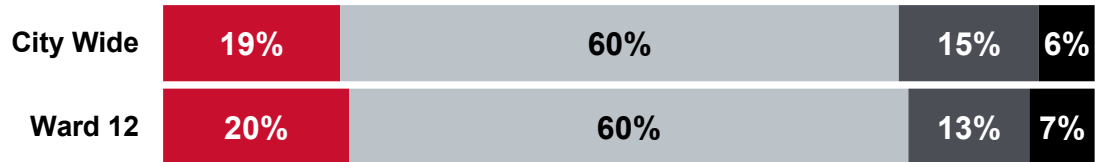
Calgary is a great place to make a life



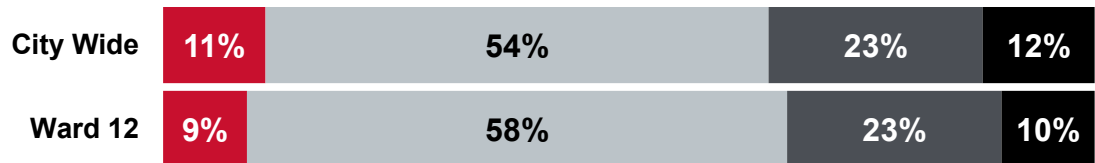
Calgary is a great place to make a living



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



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



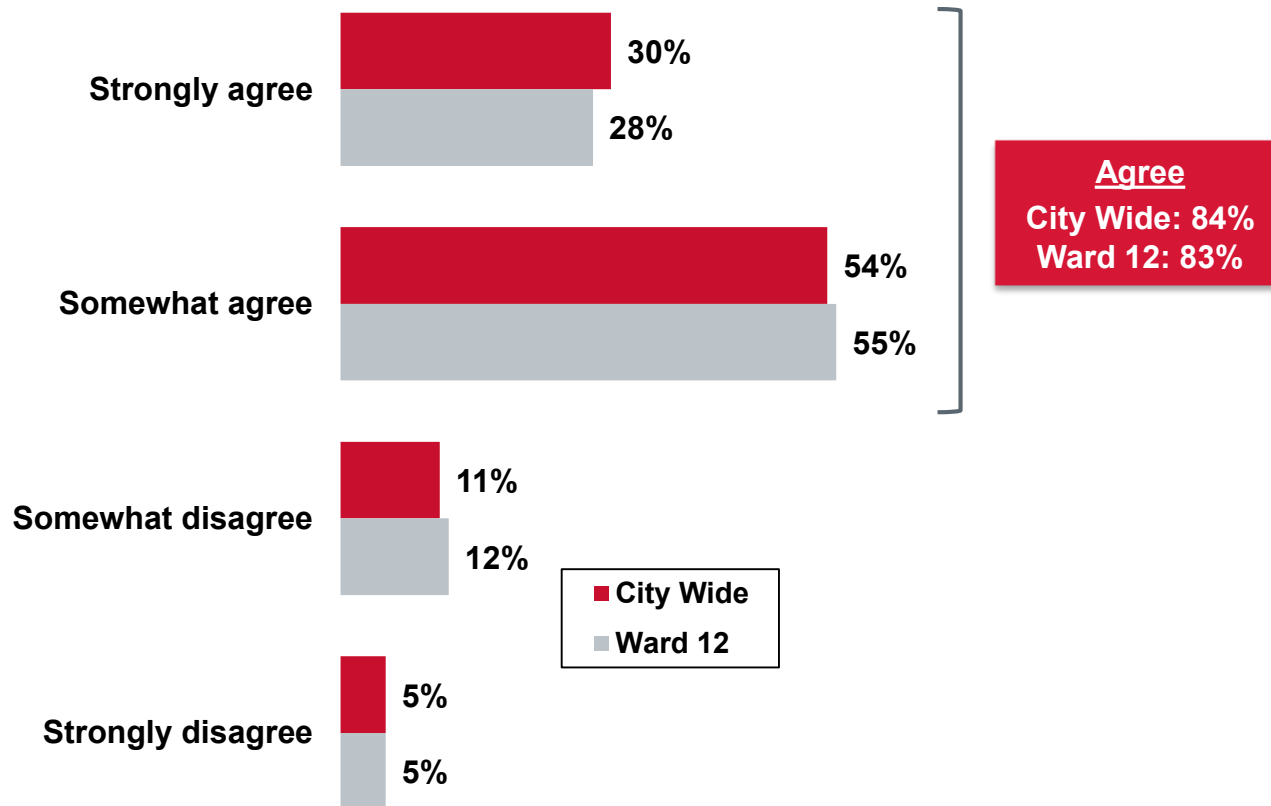
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)





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

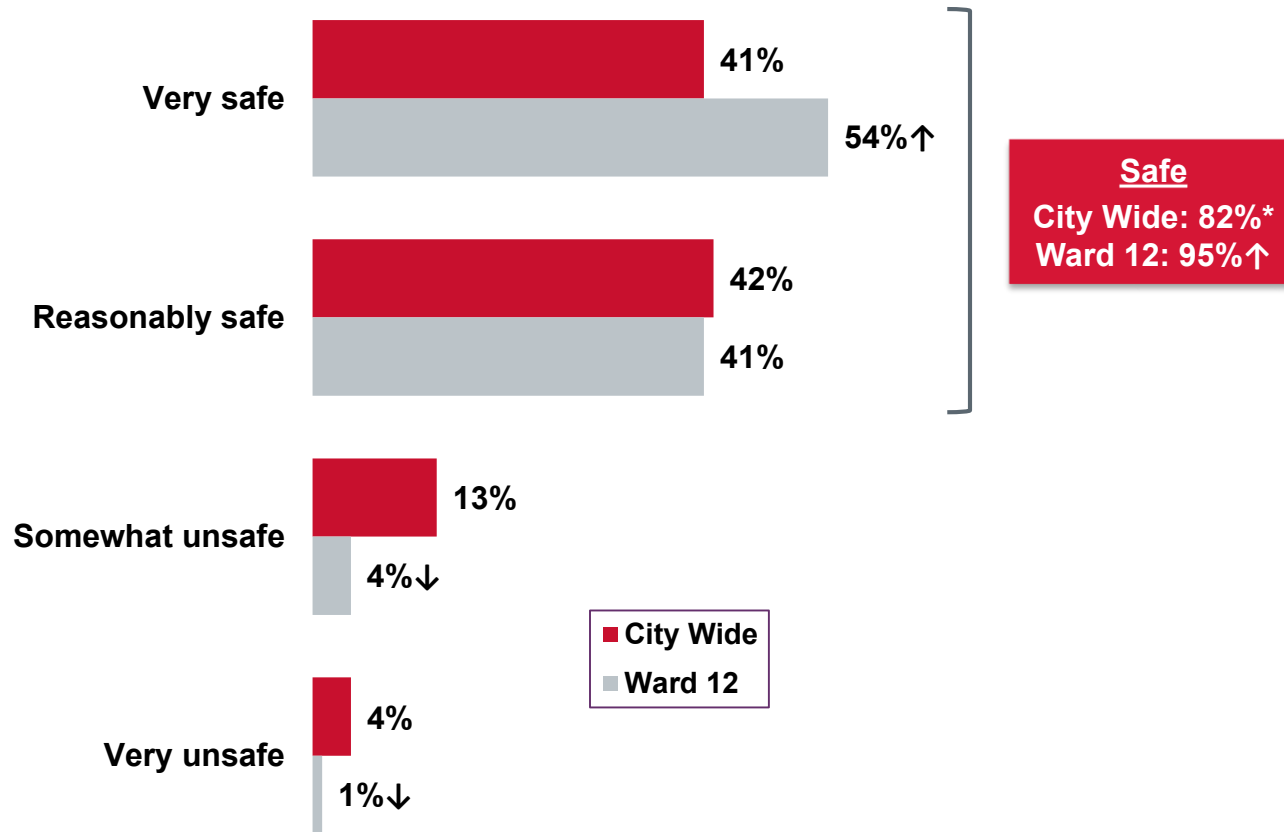


*There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.*

Base: Valid respondents (City Wide: n=2,485 / Ward 12: n=179)



# Perceived Safety in Own Neighbourhood



\*Rounding

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 12: n=179)



## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 12

■ First Mention ■ Other Mentions

| Issue   | City Wide (First) | City Wide (Other) | City Wide (NET) | Ward 12 (First) | Ward 12 (Other) | Ward 12 (NET) |
|---|-------------------|-------------------|-----------------|-----------------|-----------------|---------------|
| <b>Infrastructure, Traffic &amp; Roads [NET]</b>            | 29%               | 11%               | 40%             | 45%             | 29%             | 29%           |
| Traffic congestion  | 7%                | 9%                |                 | 9%              |                 |               |
| (Lack of) snow removal                                      | 5%                | 3%                | 8%              | 7%              |                 |               |
| Roads (unspecified)   | 6%                | 8%                |                 | 9%              |                 |               |
| Road conditions   | 3%                | 3%                | 6%              | 7%              | 1%              | 1%            |
| <b>Transit [NET]</b>  | 12%               | 4%                | 16%             | 22%             | ↑               |               |
| Transportation (unspecified)                                | 7%                | 9%                |                 | 12%             |                 |               |
| Public Transportation (incl. buses/ C-train/ poor service)  | 5%                | 7%                |                 | 11%             | ↑               | 21%           |
| <b>Crime, Safety &amp; Policing [NET]</b>                   | 9%                | 5%                | 14%             | 8%              |                 |               |
| <b>Recreation [NET]</b>                                     | 5%                | 4%                | 9%              | 12%             |                 |               |
| <b>Taxes [NET]</b>  | 5%                | 3%                | 8%              | 6%              |                 |               |
| <b>Environment &amp; Waste Management [NET]</b>             | 3%                | 4%                | 7%              | 5%              |                 |               |
| <b>Education [NET]</b>                                      | 4%                | 3%                | 7%              | 12%             | ↑               |               |
| <b>Economy [NET]</b>  | 4%                | 5%                |                 | 5%              |                 |               |
| <b>Homelessness, Poverty &amp; Affordable Housing [NET]</b> | 3%                | 5%                |                 | 0%              |                 |               |
| <b>Budget &amp; Spending [NET]</b>                          | 2%                | 4%                |                 | 5%              |                 |               |
| <b>Growth &amp; Planning [NET]</b>                          | 3%                | 4%                |                 | 4%              |                 |               |
| <b>Olympics [NET]</b>                                       | 2%                | 4%                |                 | 2%              |                 |               |
| Other   |                   | 18%               |                 | 12%             |                 |               |
| None  |                   | 16%               |                 | 13%             |                 |               |

NET mentions <4% are not shown

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

Ward 12 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 12: n=173)

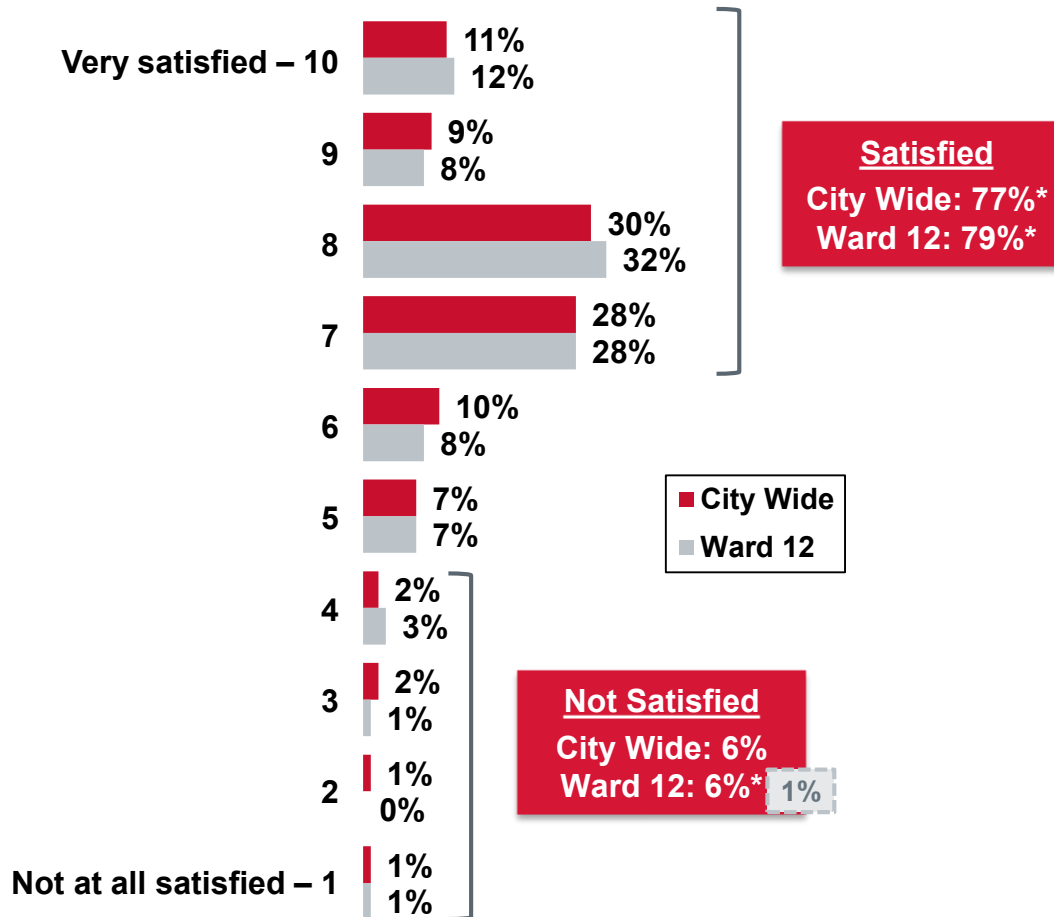


## City Programs and Services





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



Ward 12 2017

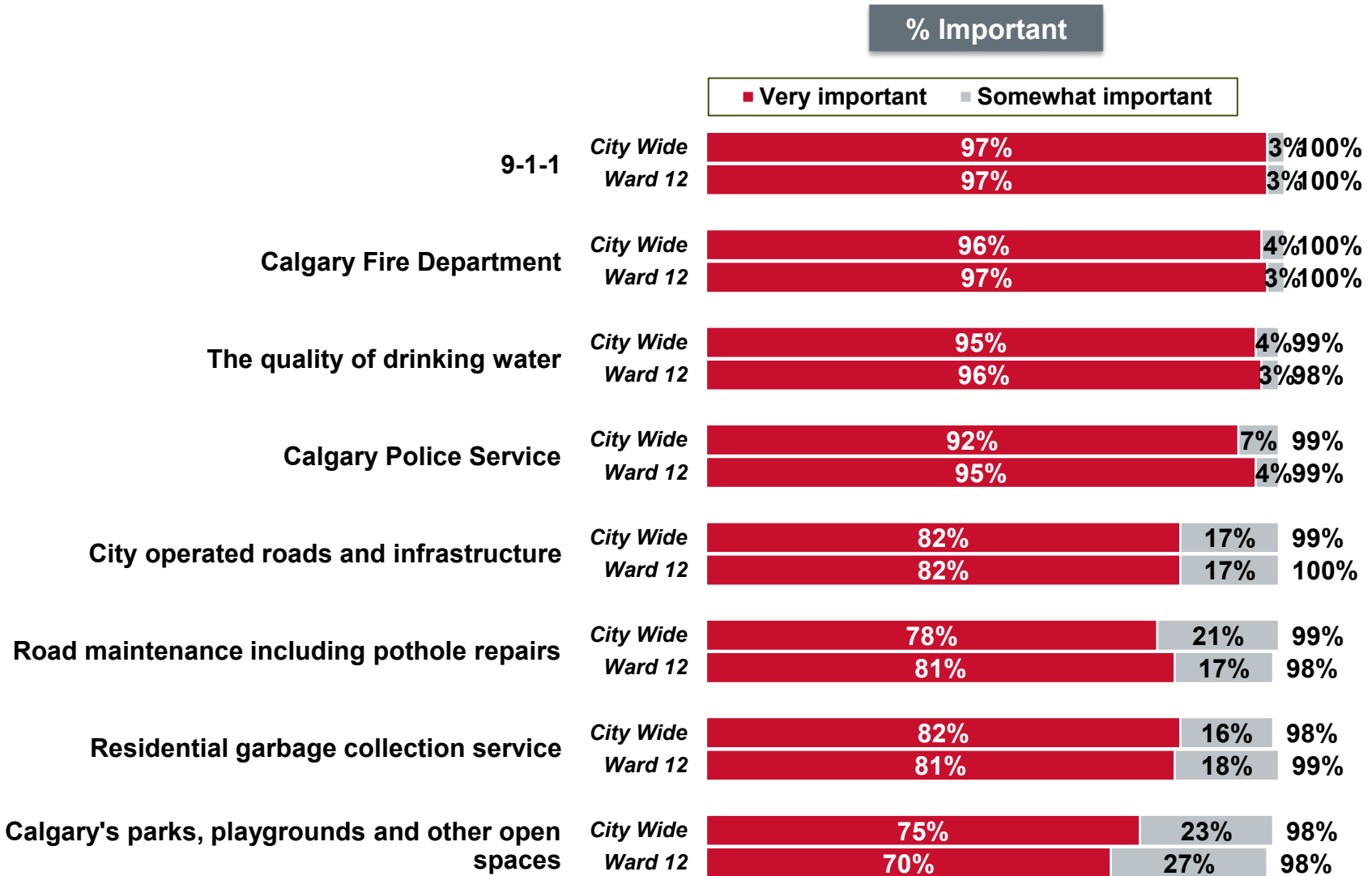
\*Rounding

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 12: n=178)



# Importance of City Programs and Services

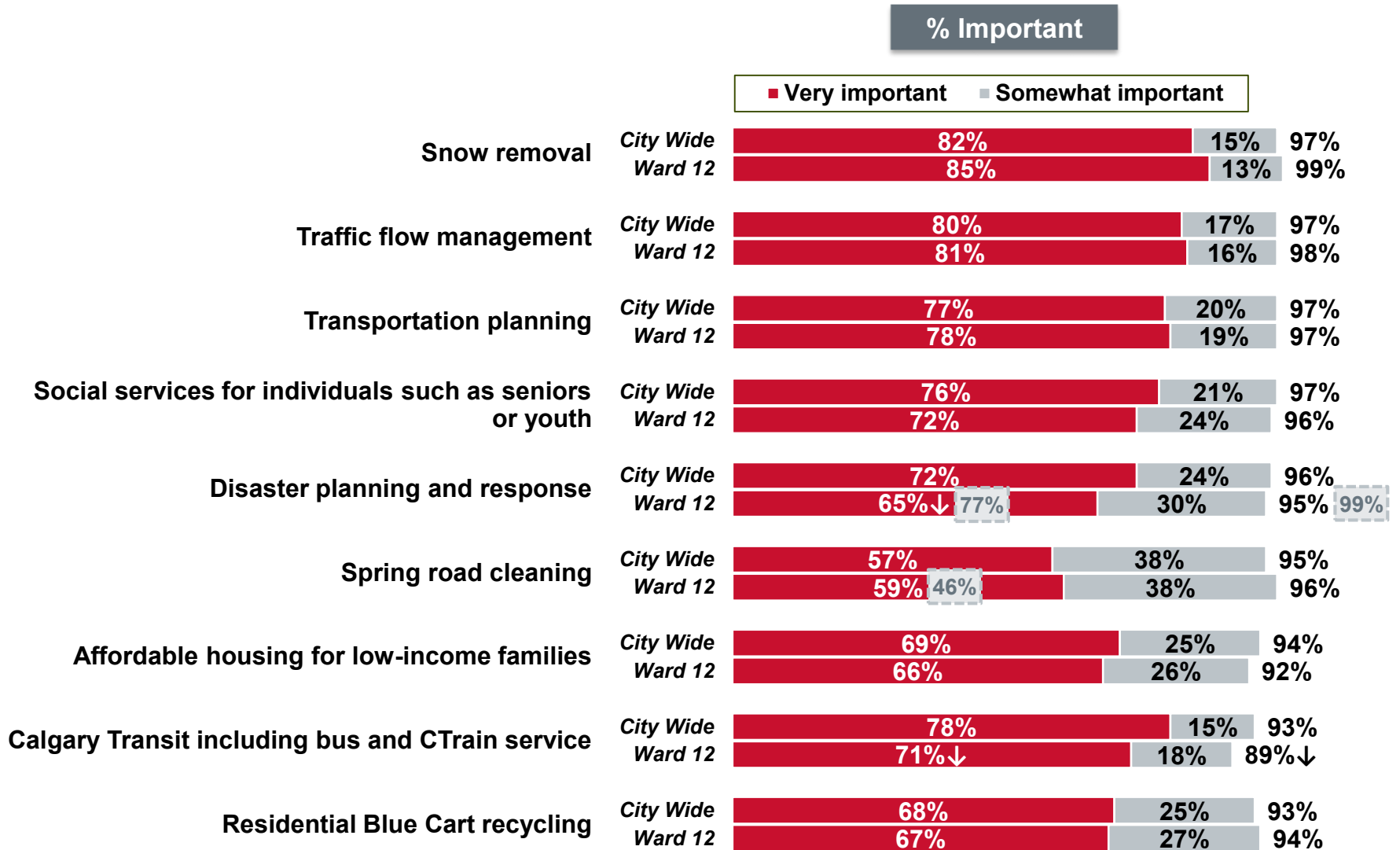


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)



Ward 12 2017

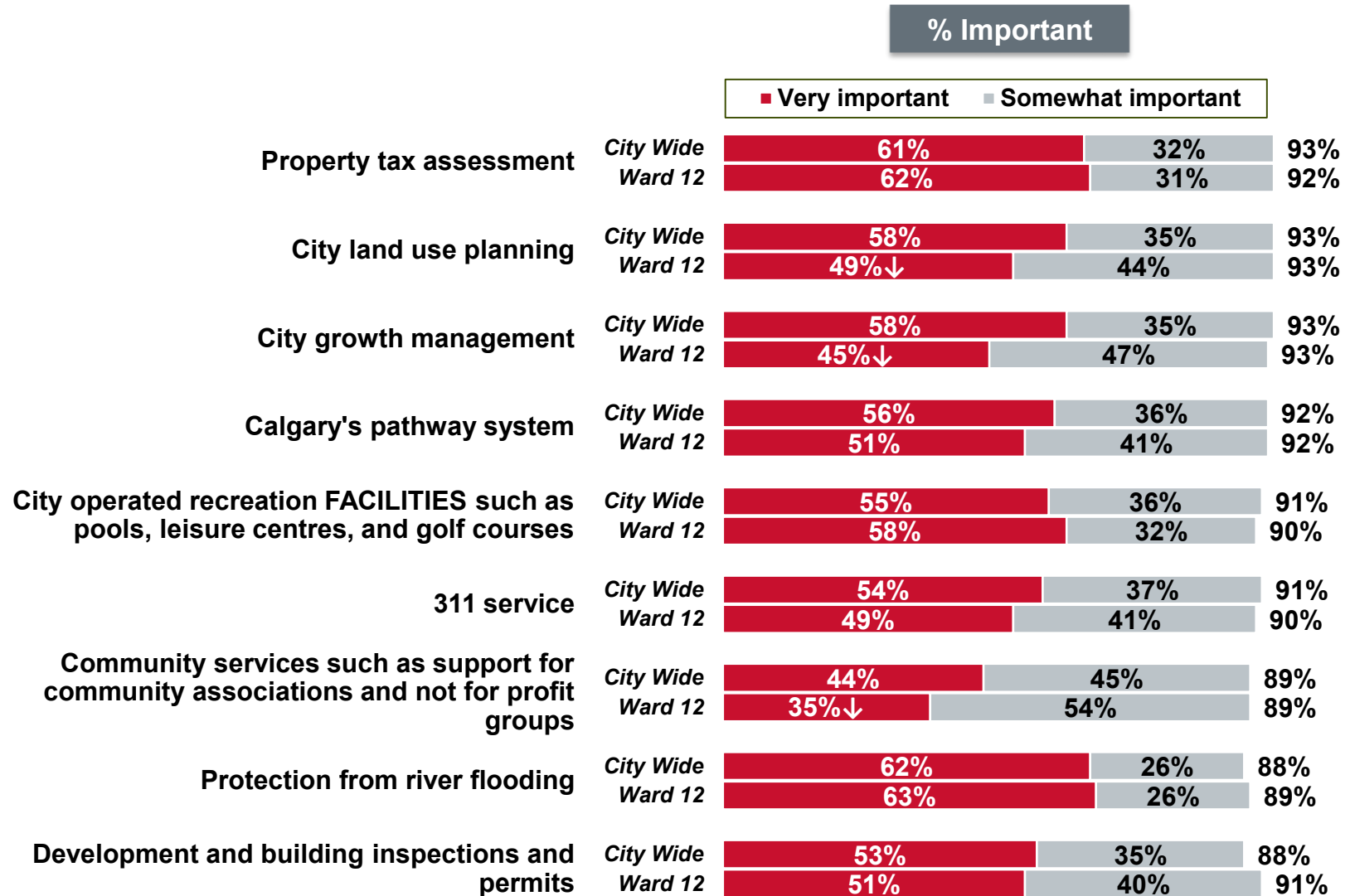
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)





# Importance of City Programs and Services (continued)

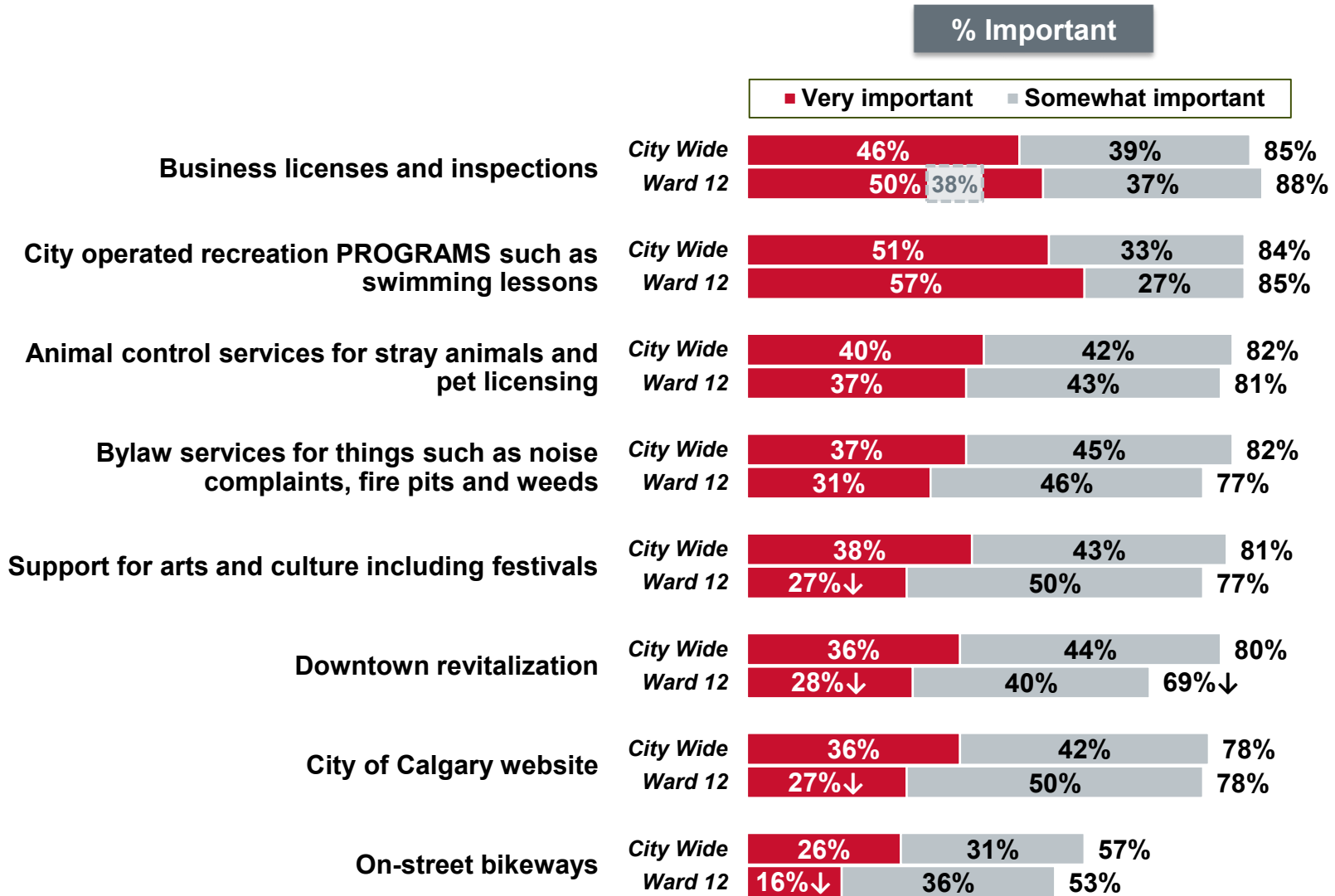


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)



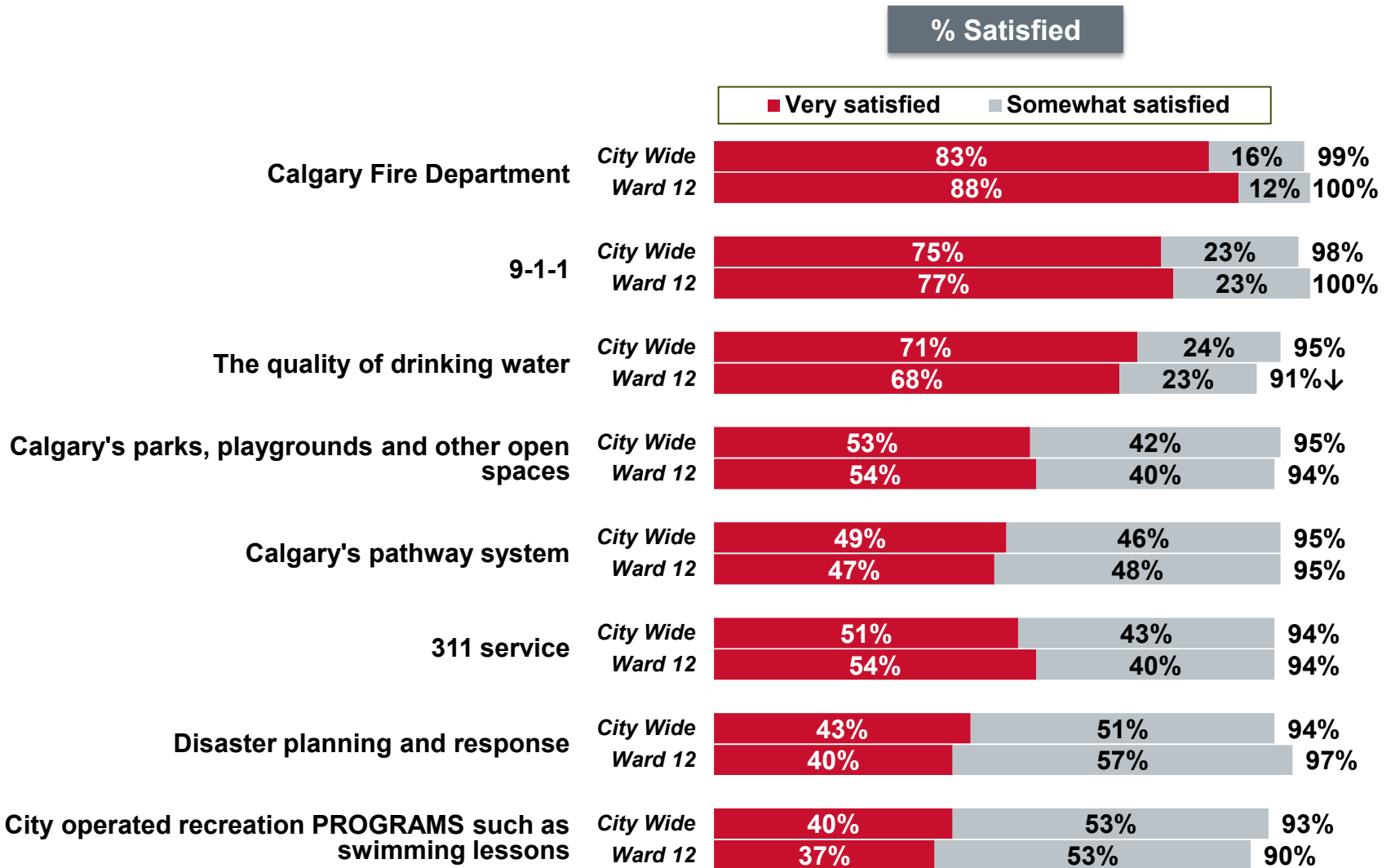
Ward 12 2017

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)



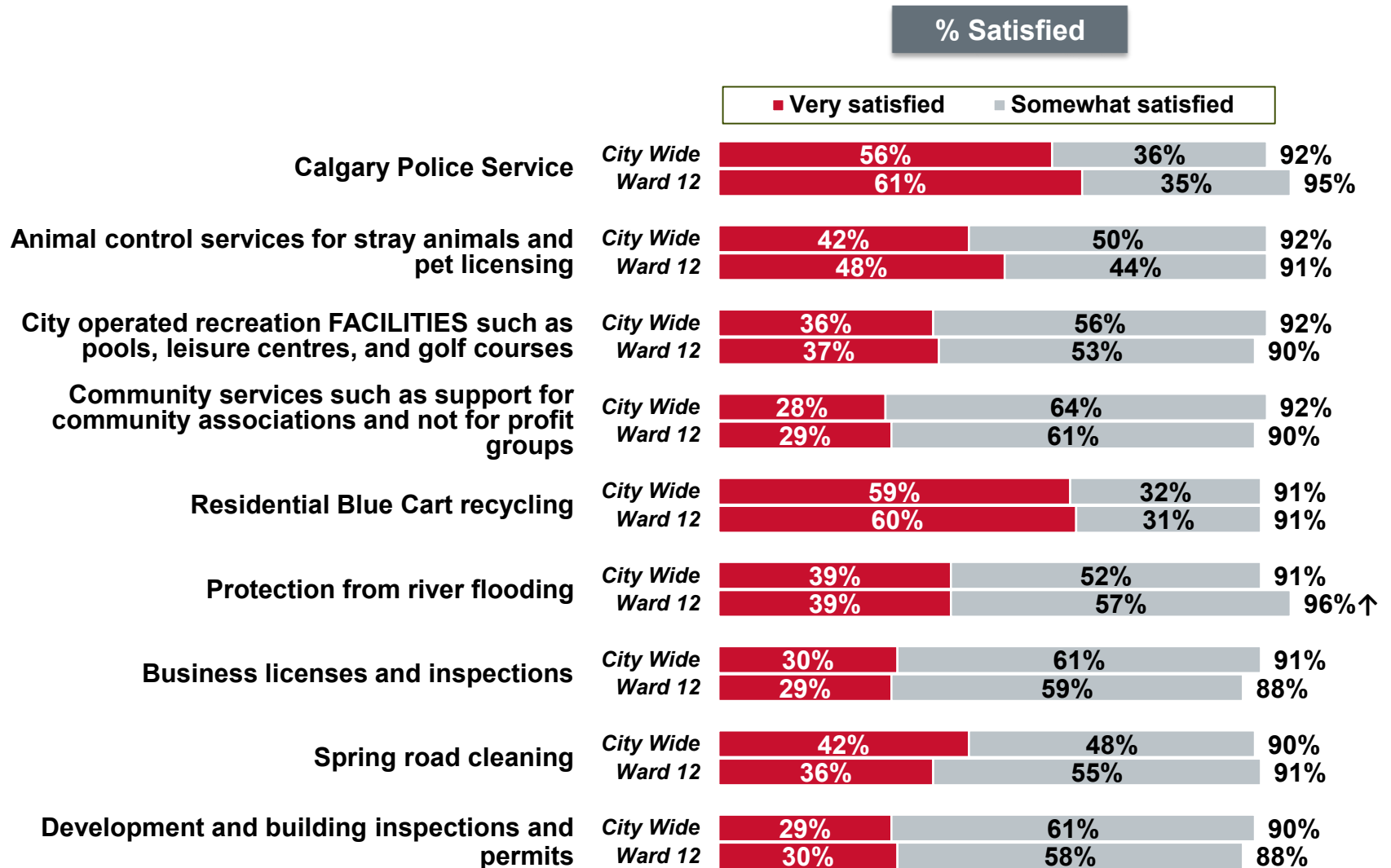
# Satisfaction with City Programs and Services



*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)



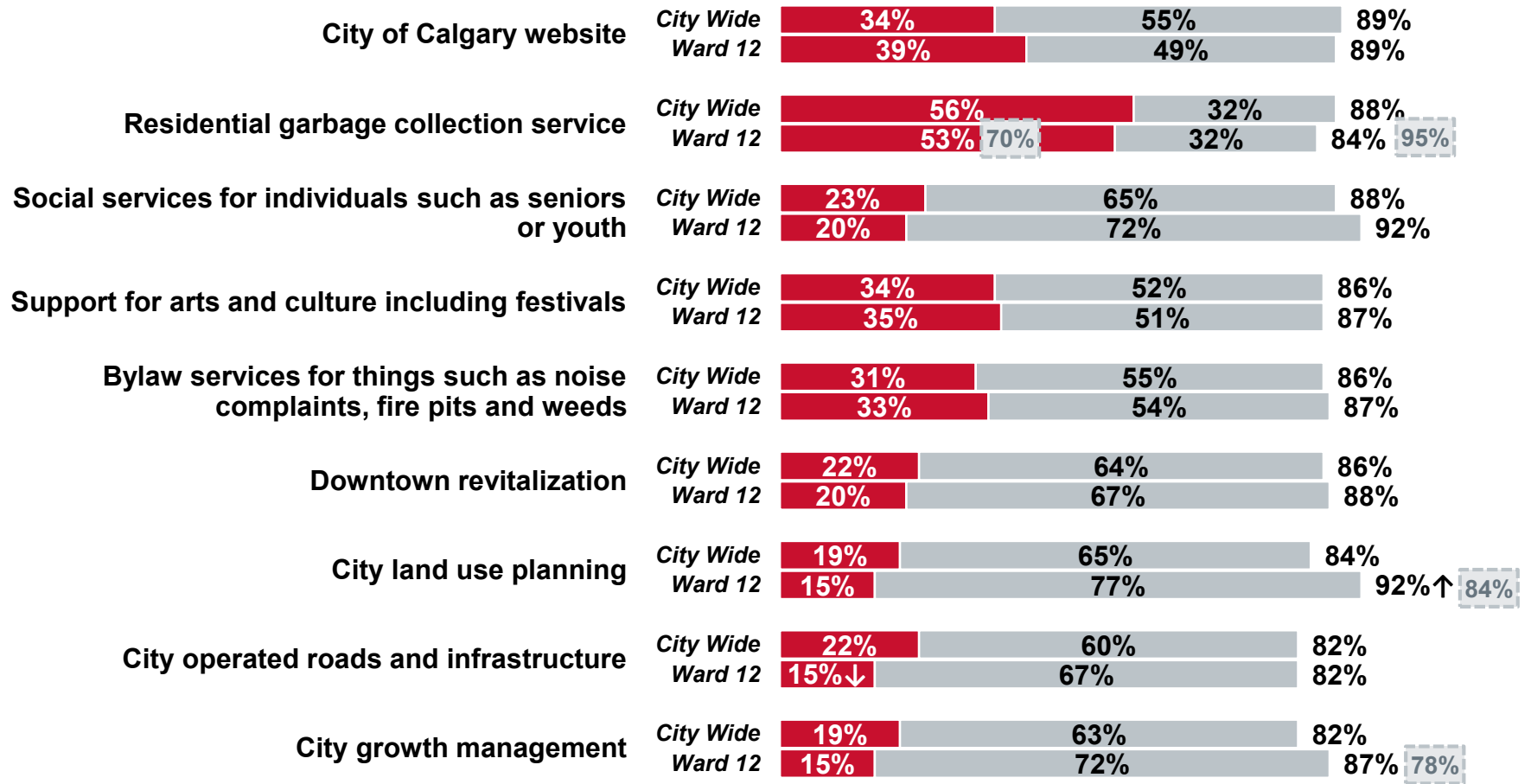
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*  
 Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)

## % Satisfied

■ Very satisfied ■ Somewhat satisfied

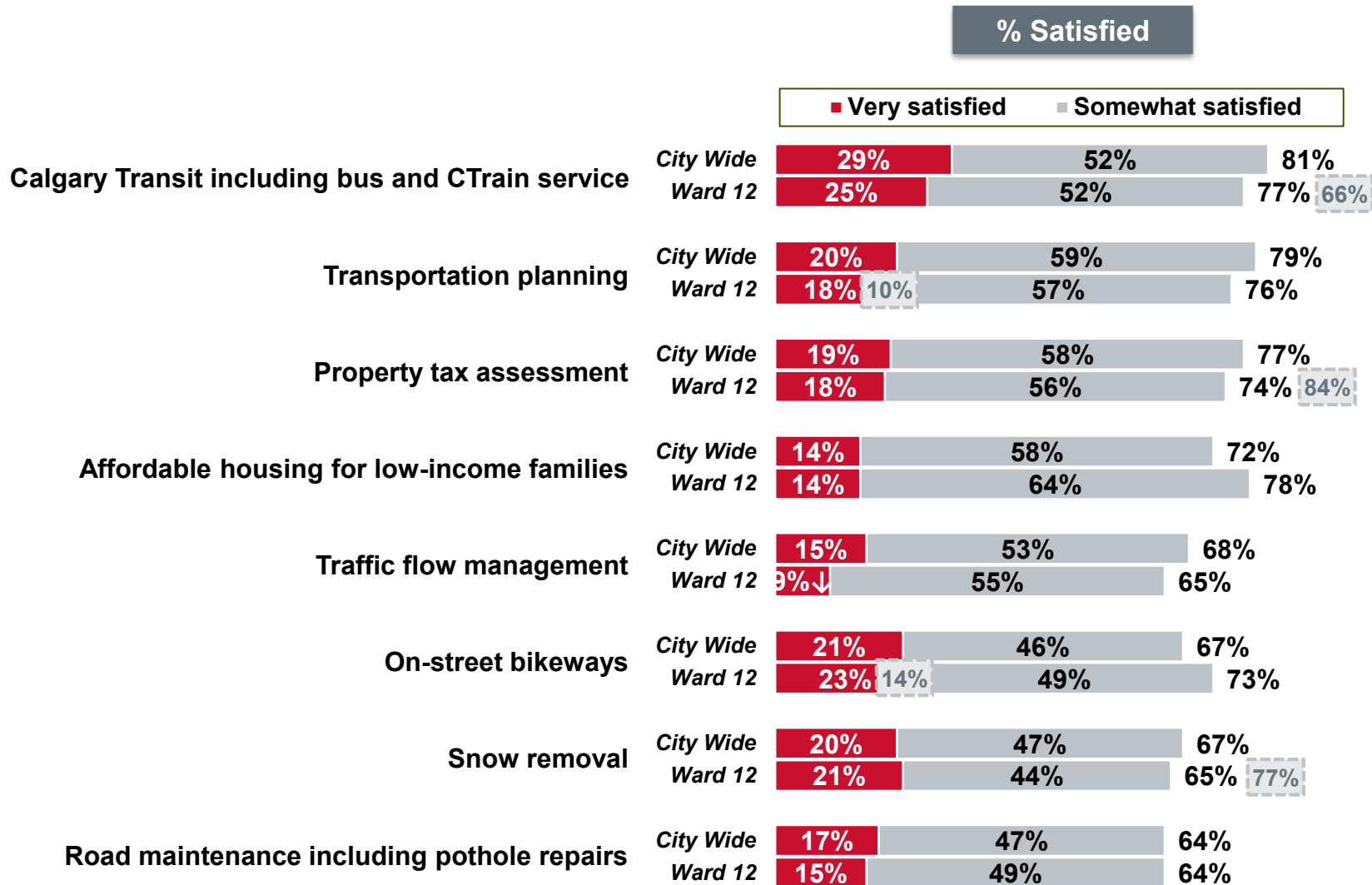


Ward 12 2017

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)

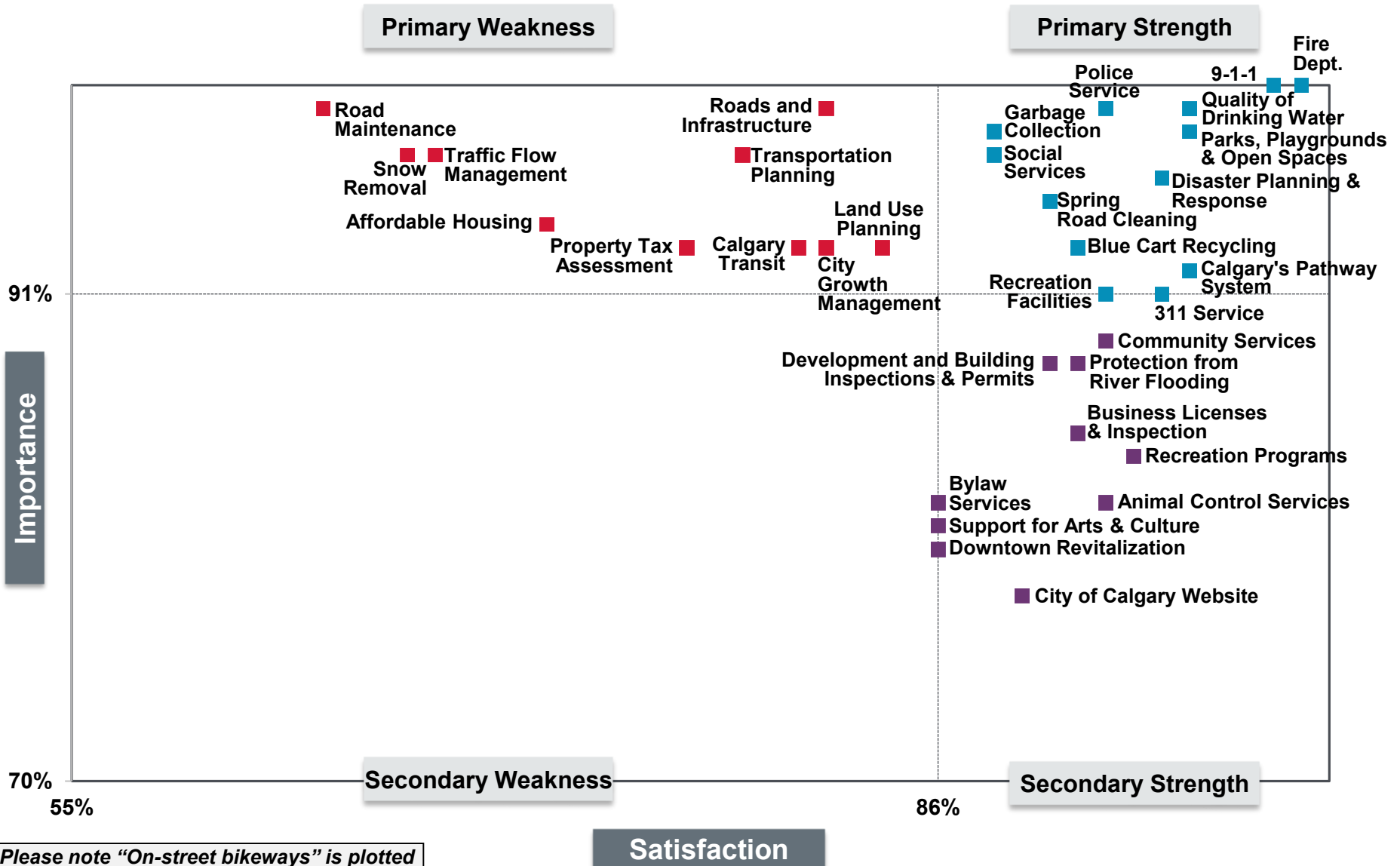


Ward 12 2017

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)



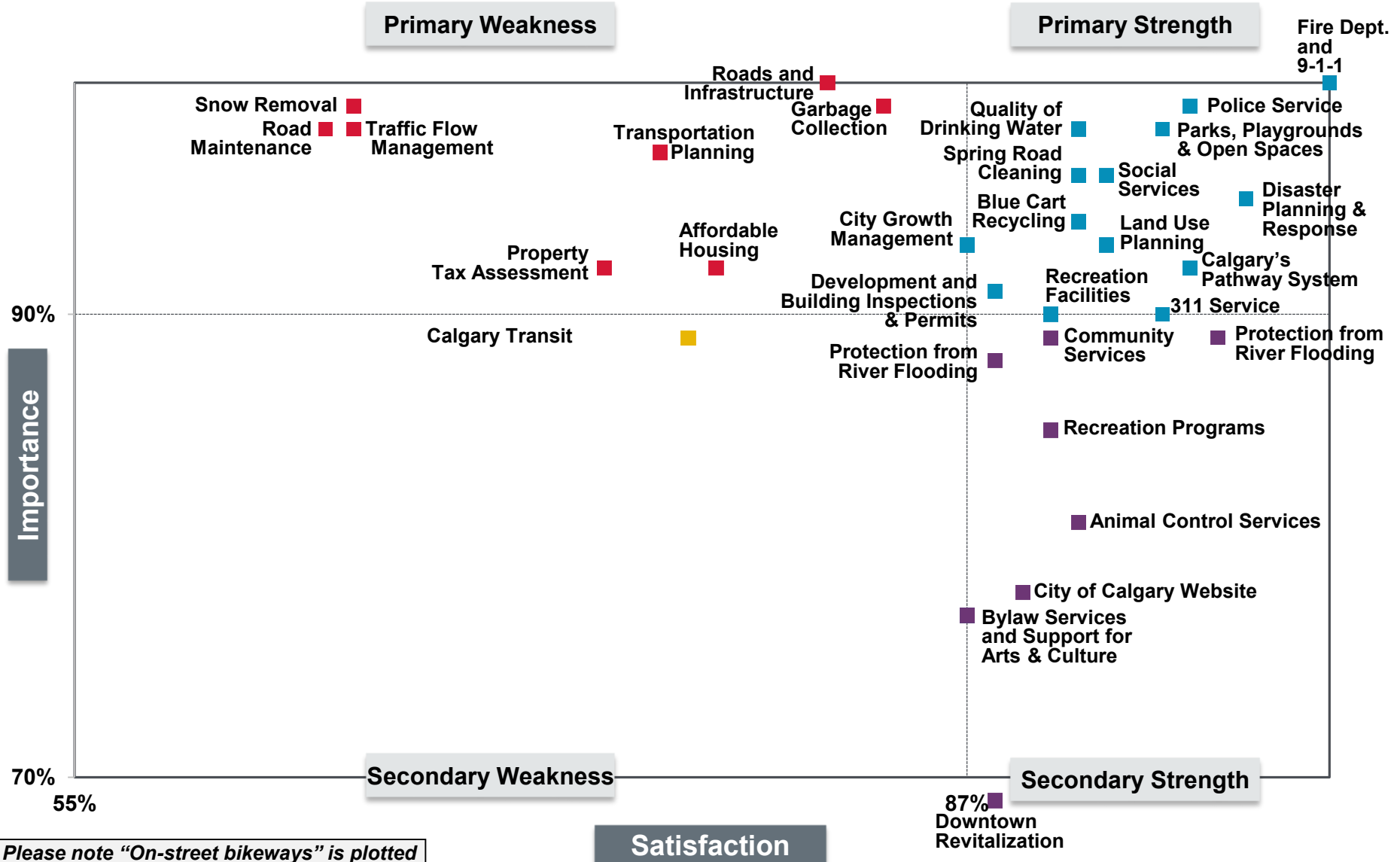
# Importance vs. Satisfaction Grid: City Wide



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



# Importance vs. Satisfaction Grid: Ward 12



Please note "On-street bikeways" is plotted at (73% satisfaction, 53% importance) and not illustrated on this graph.





# Primary Strengths and Weaknesses: City Wide versus Ward 12

*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**

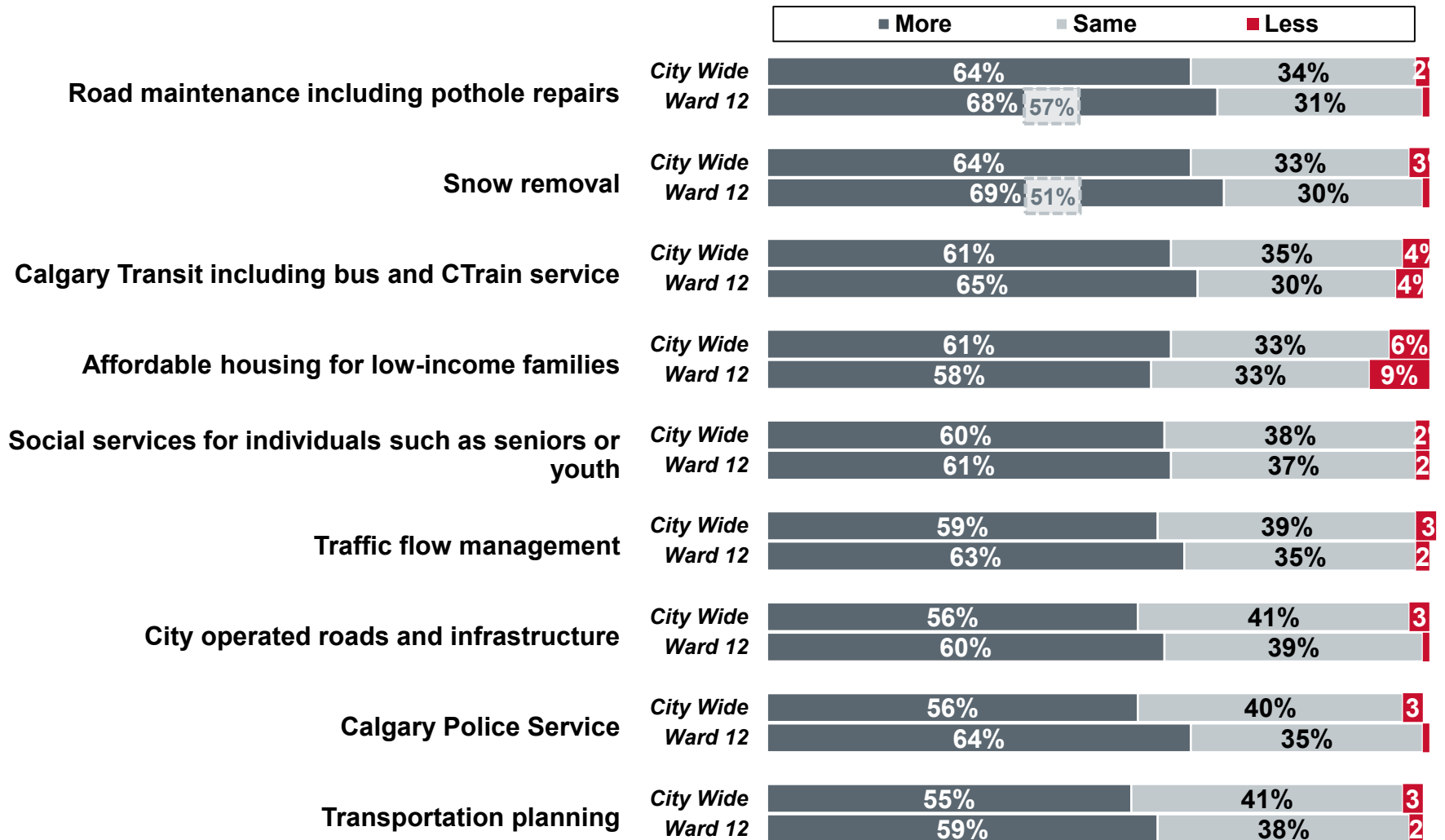
**Primary Weakness**

**Neither (in another quadrant)**

|  | City Wide        | Ward 12          |
|--|------------------|------------------|
| 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 Weakness |
| Social Services                                | Primary Strength | Primary Strength |
| Recreation Facilities                          | Primary Strength | Primary Strength |
| Development and Building Inspections & Permits | Neither          | 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 | Neither          |
| City Growth Management                         | Primary Weakness | Primary Strength |
| Land Use Planning                              | Primary Weakness | Primary Strength |



# Investment in City Programs and Services

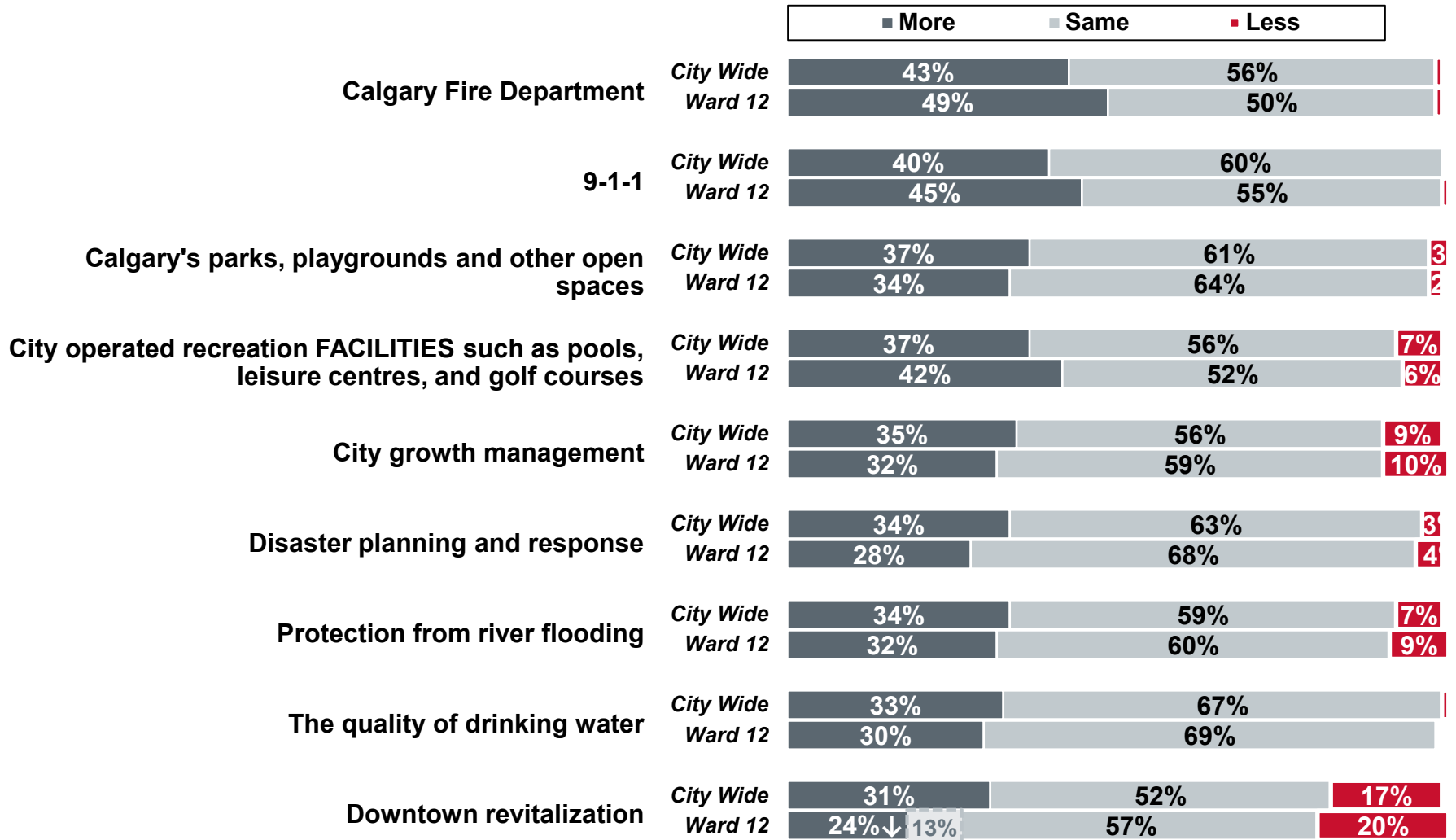


Ward 12 2017

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)

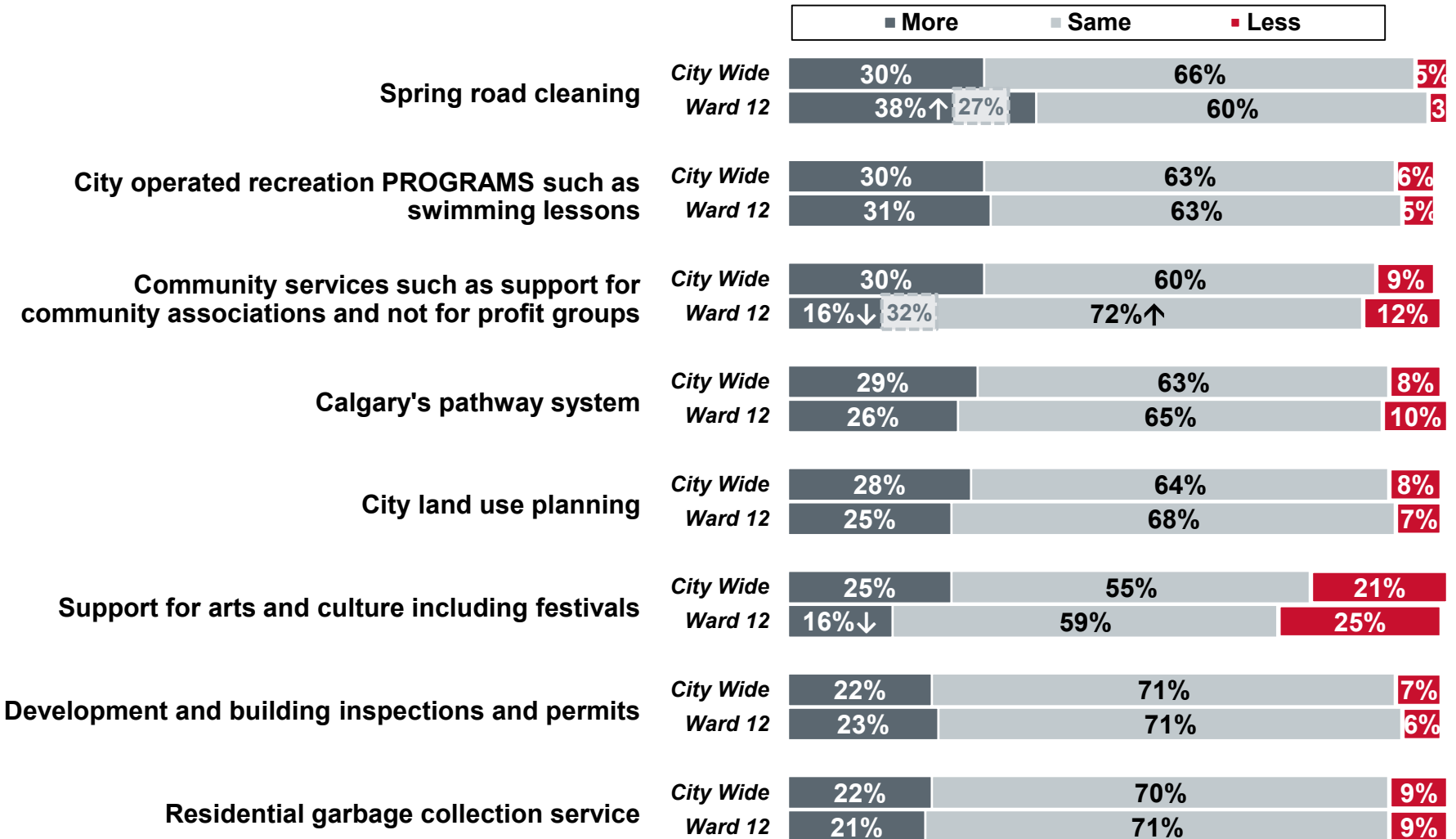


Ward 12 2017

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)

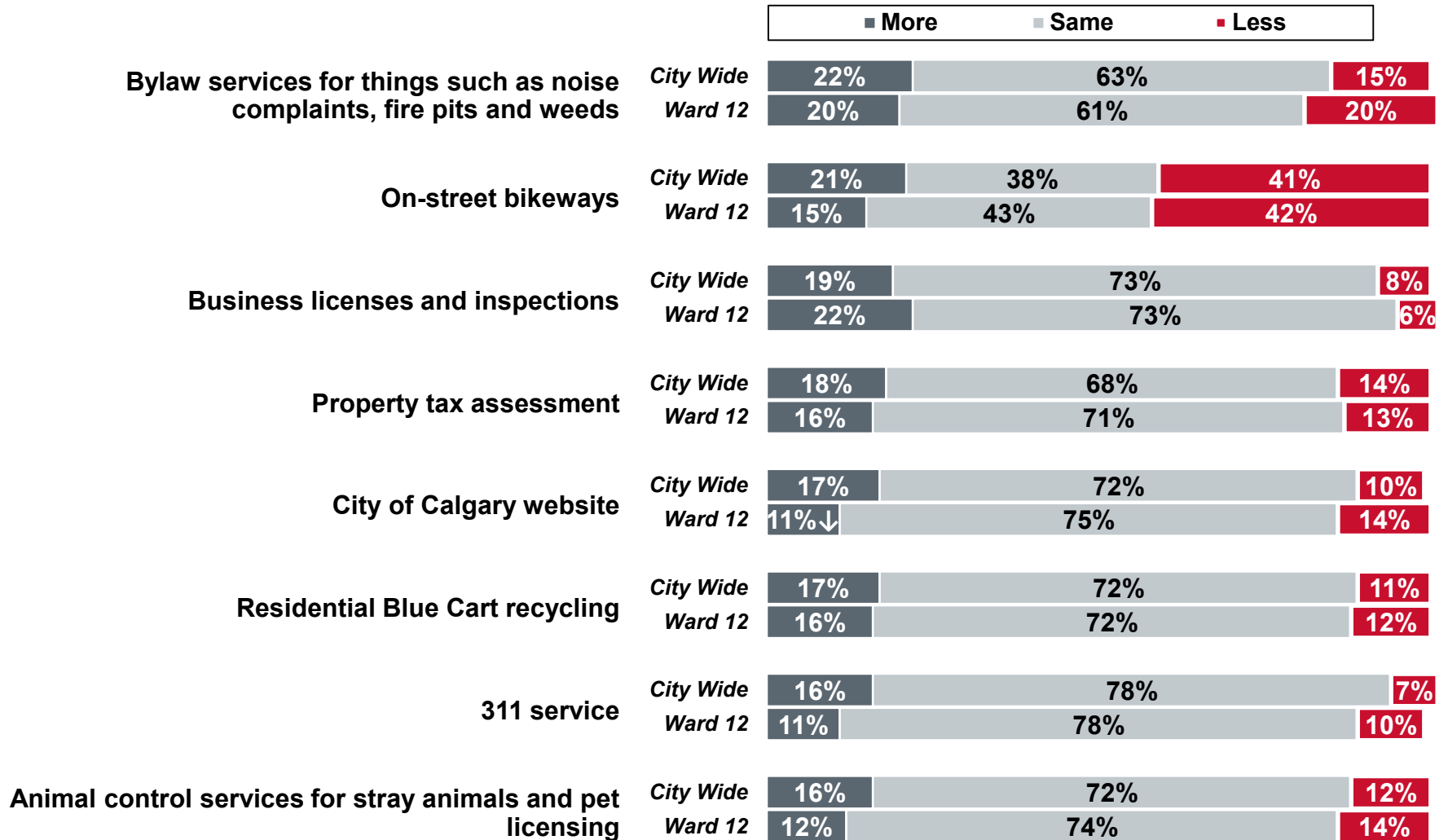


Ward 12 2017

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)

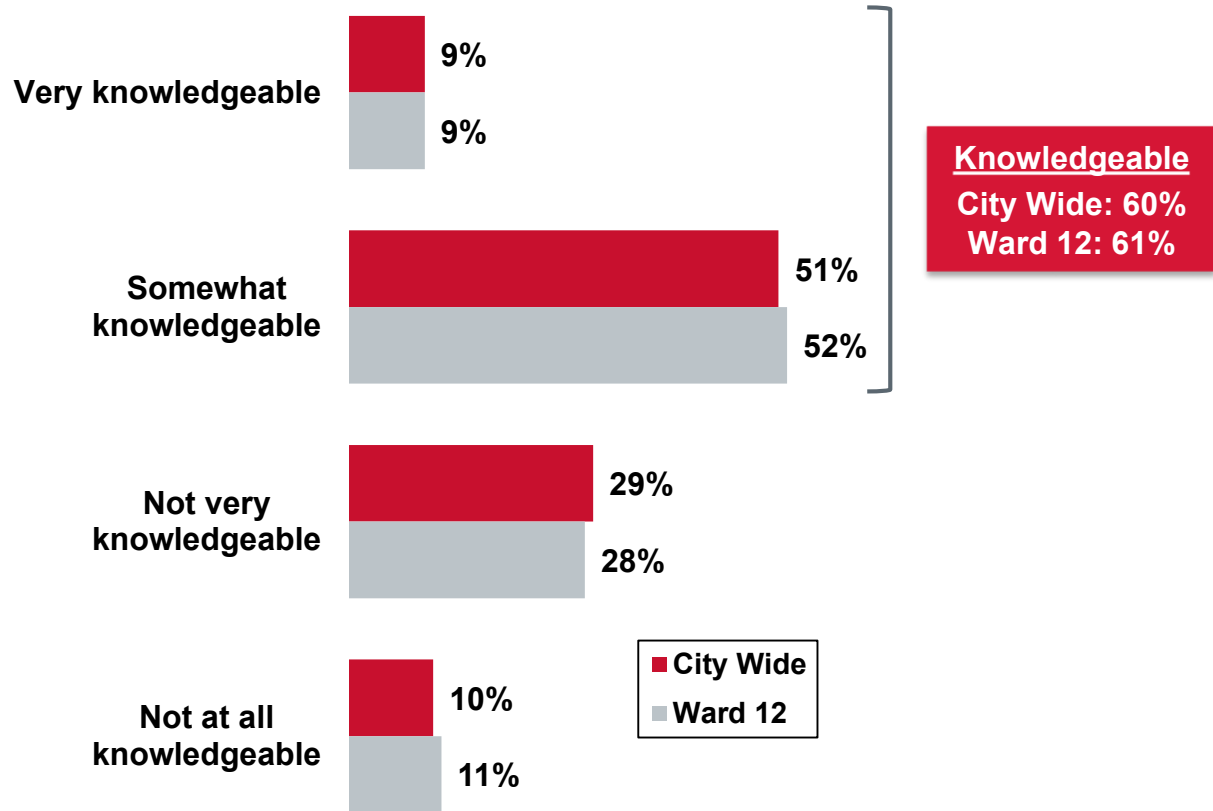


# Taxation





# Knowledge Levels of Tax Dollar Spending

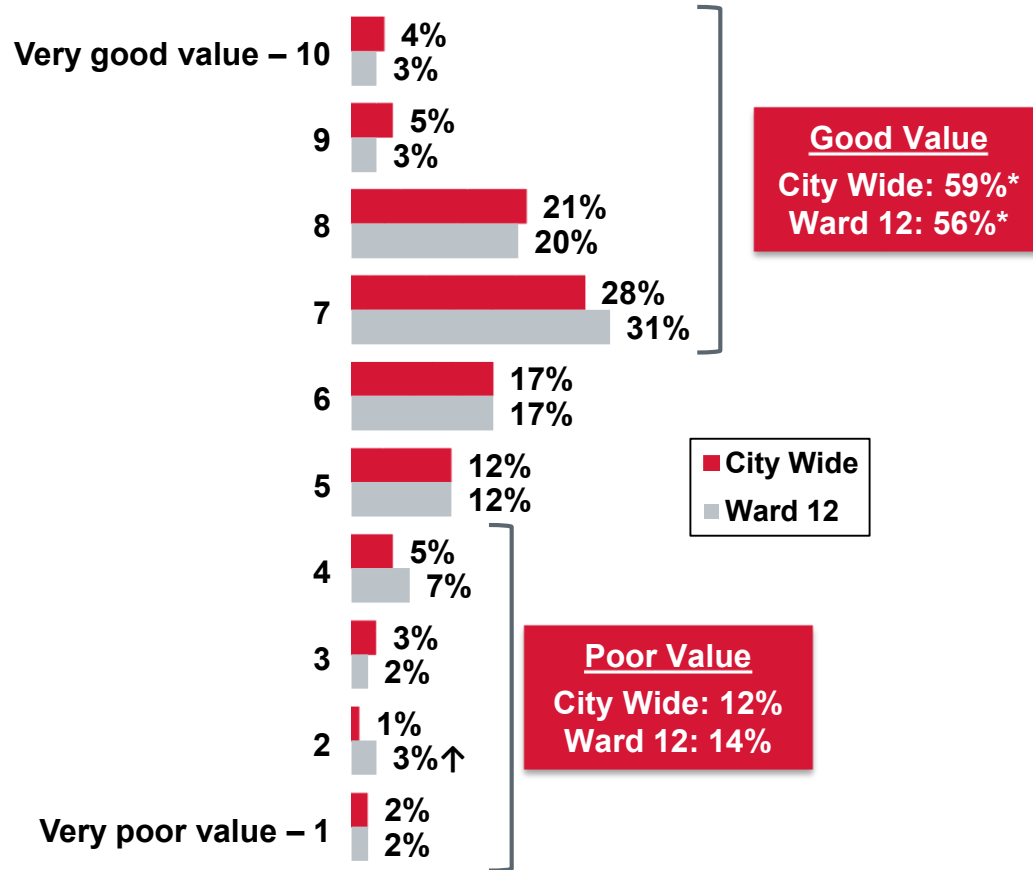


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,492 / Ward 12: n=179)



# Perceived Value of Property Taxes



\*Rounding

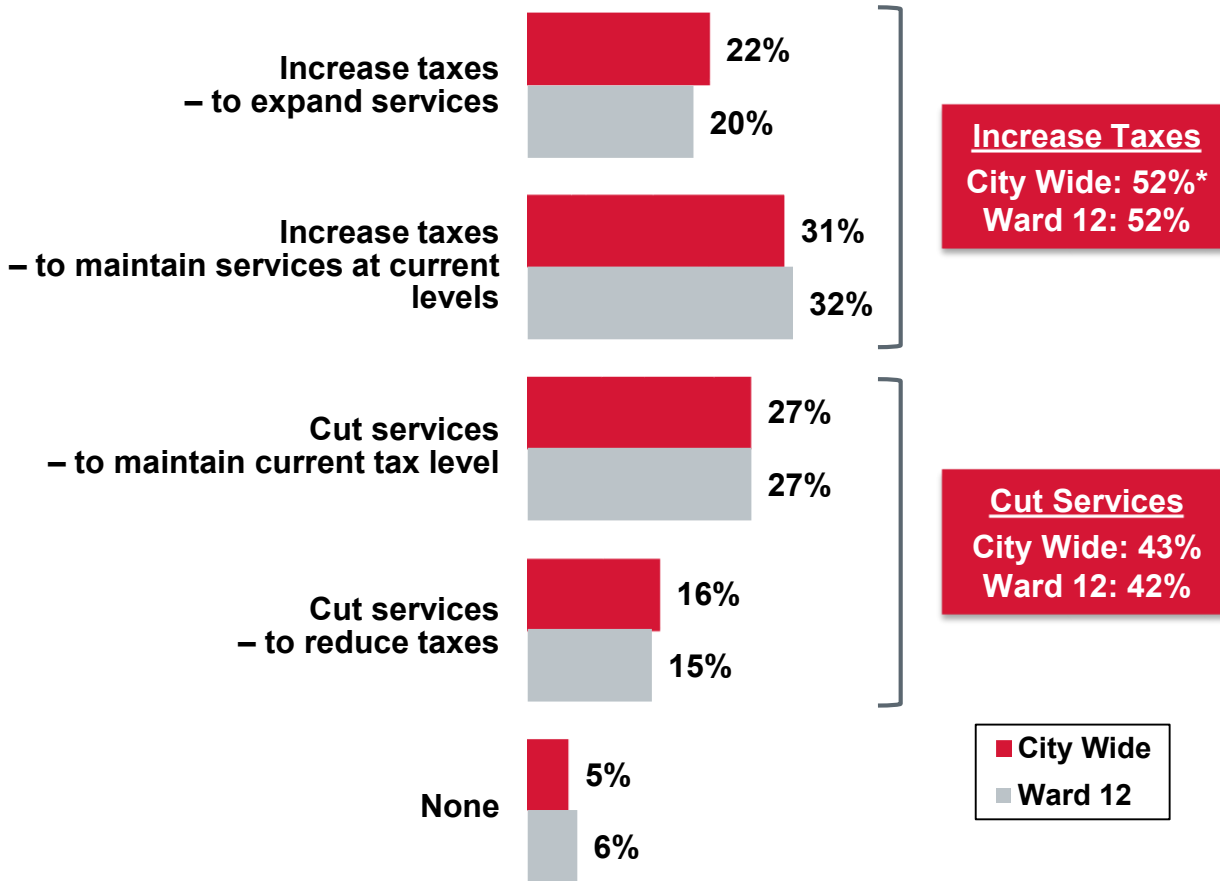
Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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 12: n=178)





# Balancing Taxation and Service Delivery Levels



■ City Wide  
■ Ward 12

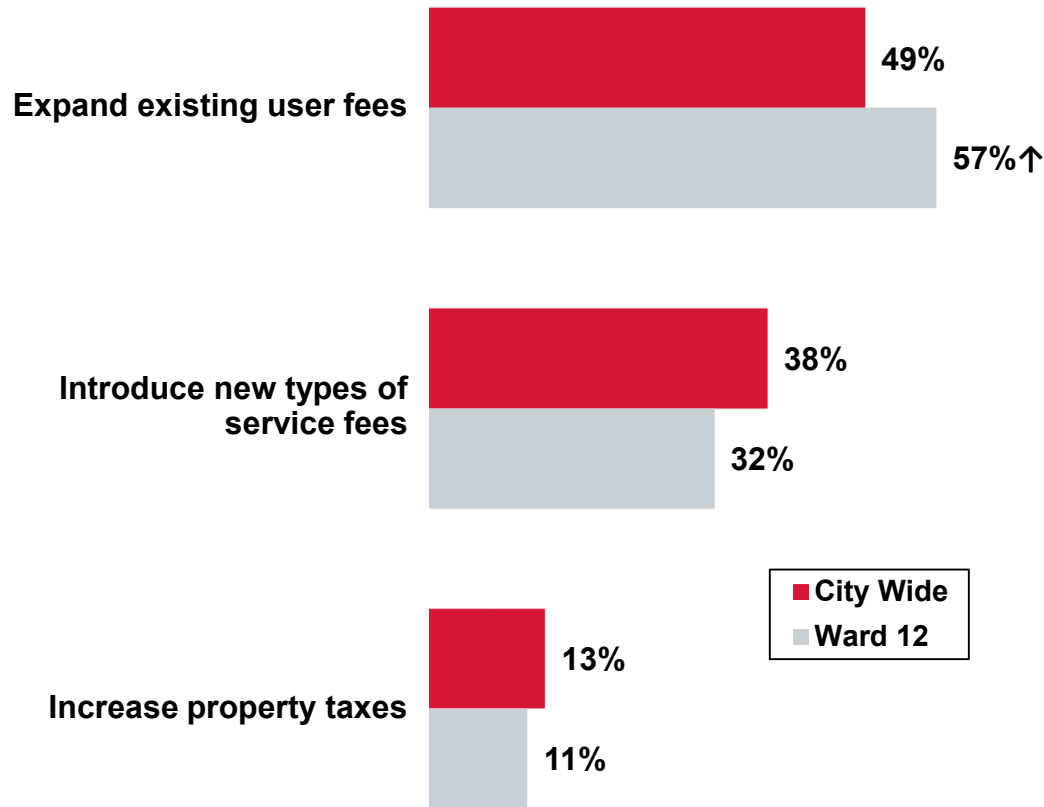
\*Rounding

*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 12: n=176)



# Options for Increasing City Revenue



*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 ...?*

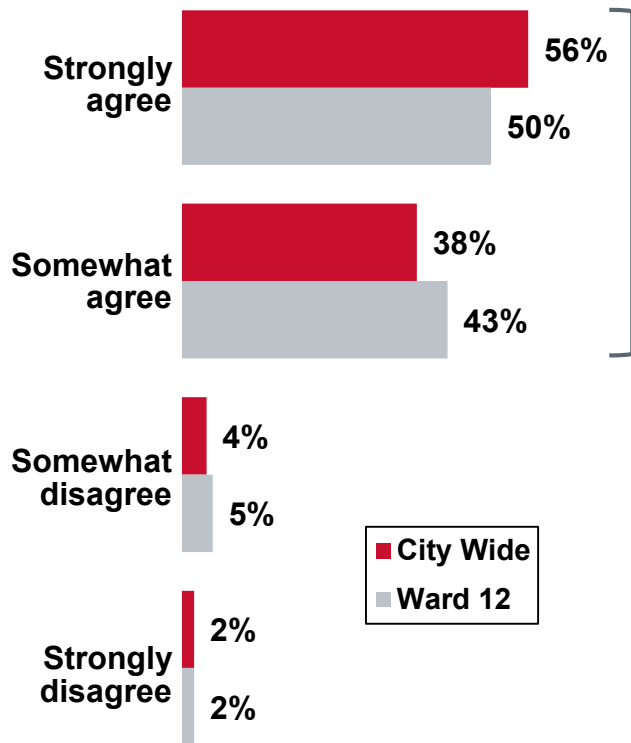
Base: Valid respondents (City Wide: n=2,352 / Ward 12: n=170)



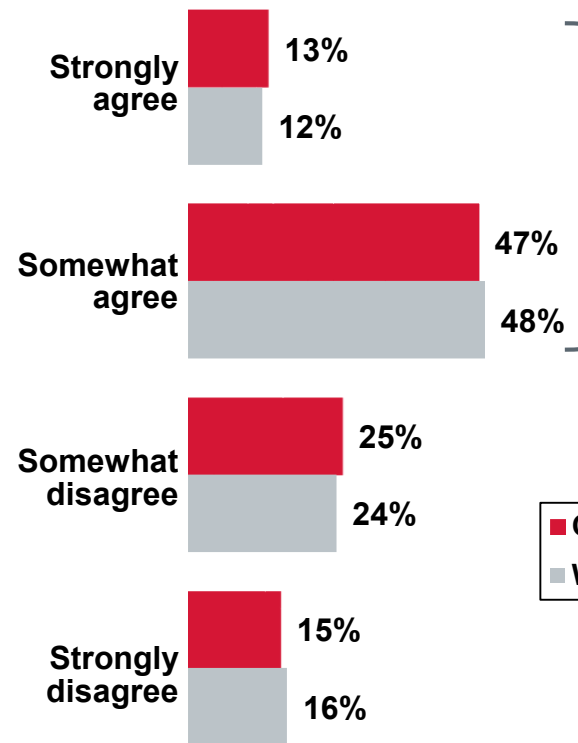
# Property Tax Dollar Investment

*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 12: 92%\*



**Agree**  
City Wide: 60%  
Ward 12: 60%

Base: Valid respondents (City Wide: n=2,487 / Ward 12: n=179)

Base: Valid respondents (City Wide: n=2,463 / Ward 12: n=178)

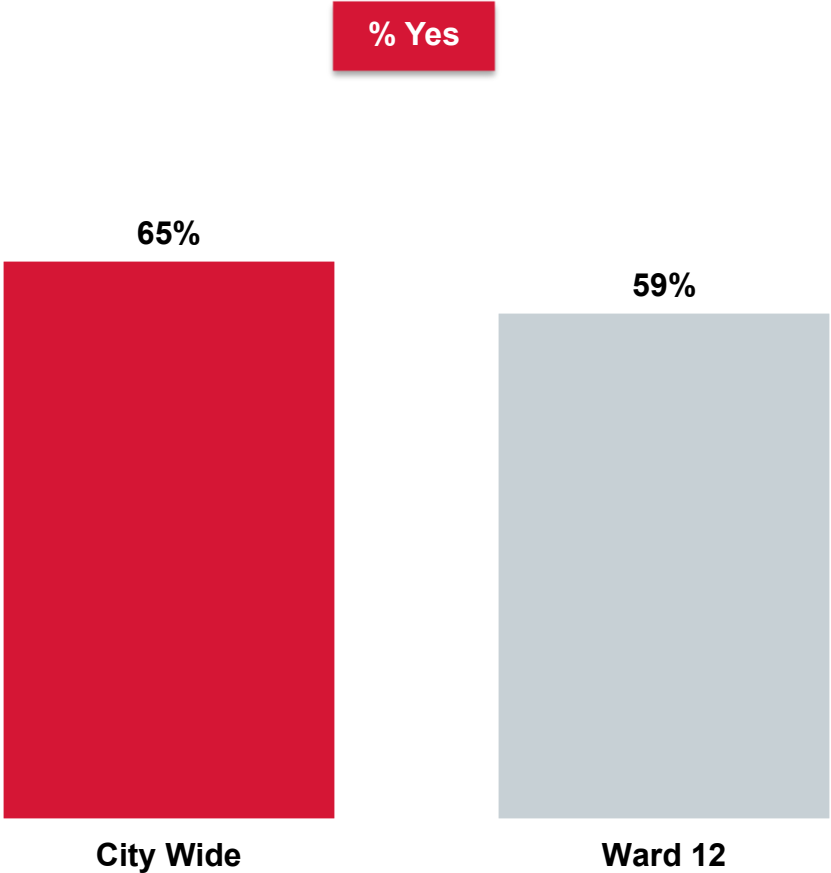
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



## Contact with The City and Customer Service



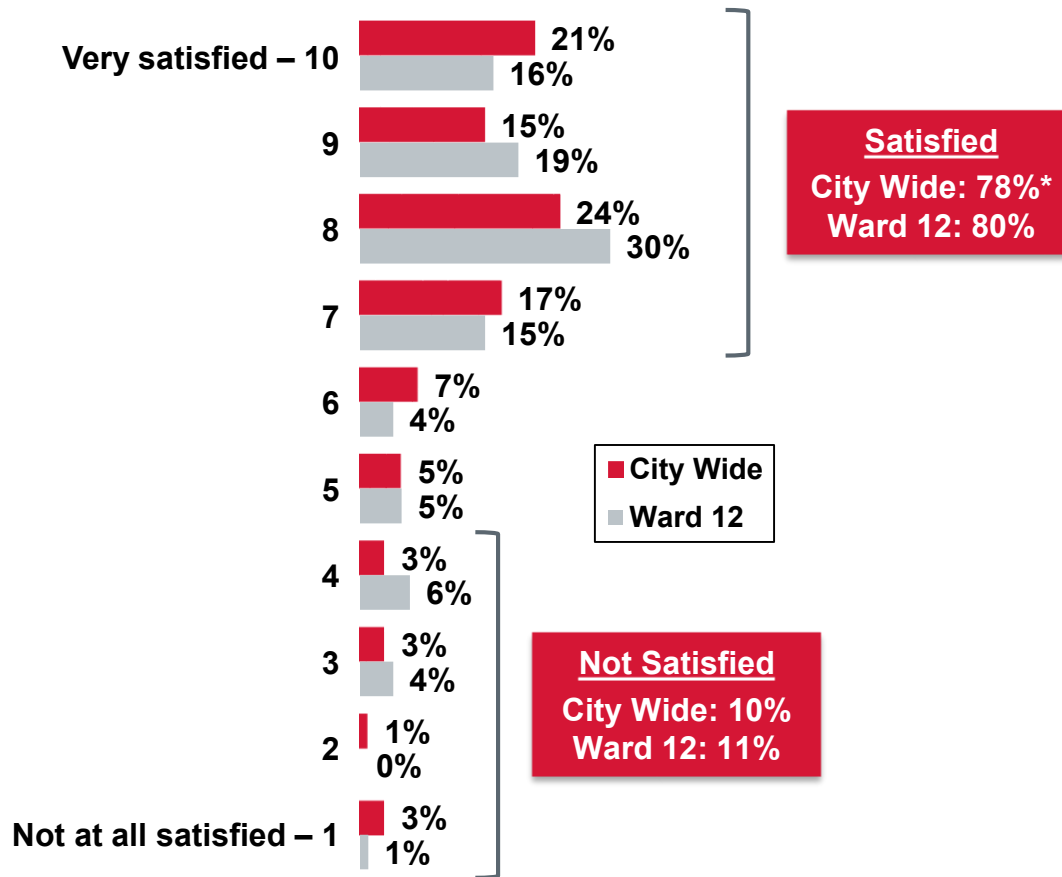
# Past 12 Months Contact with The City of Calgary



*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 12: n=179)



# Satisfaction with the Overall Level and Quality of Customer Service



\*Rounding

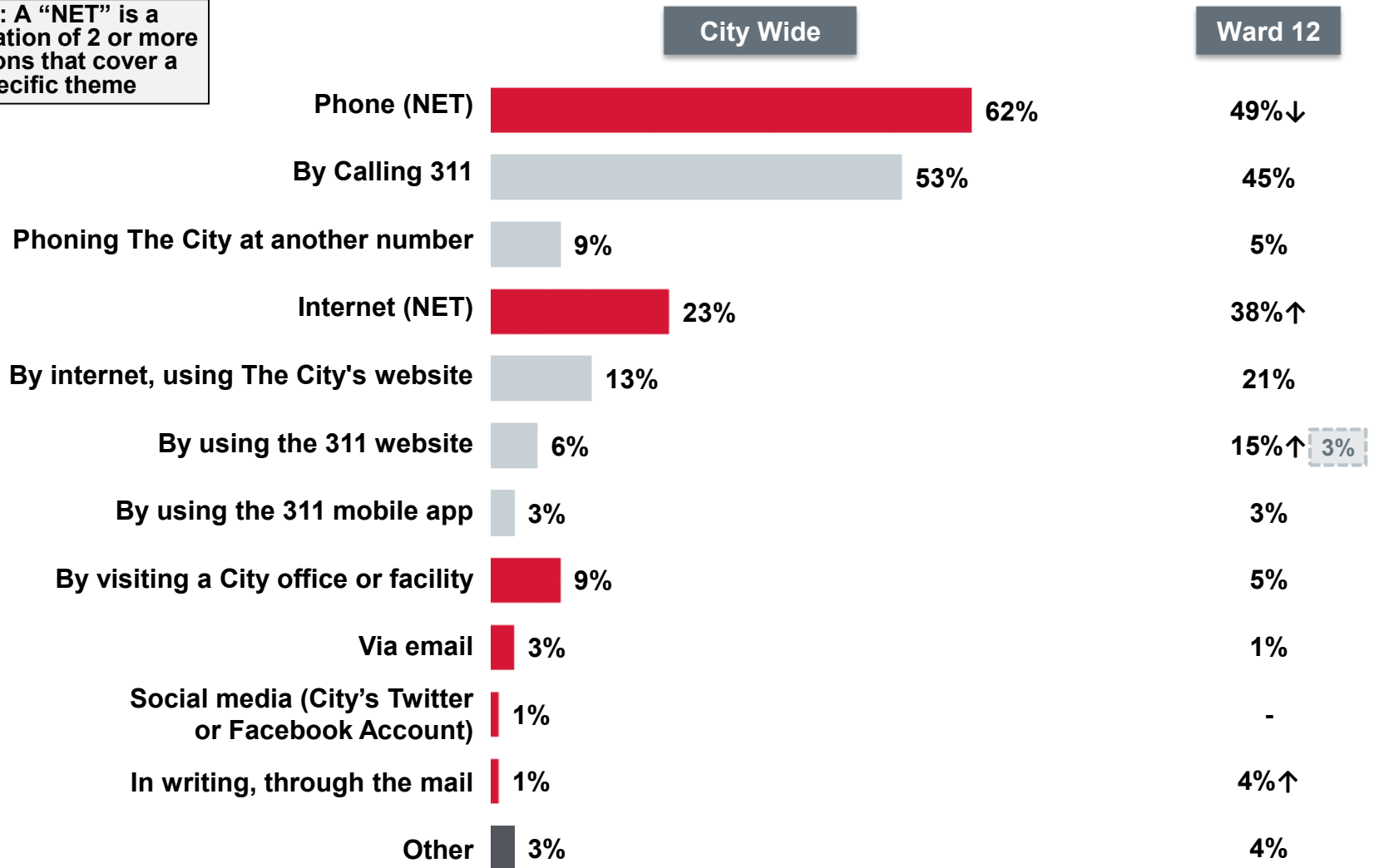
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,651 / Ward 12: n=104)



# Type of Contact

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



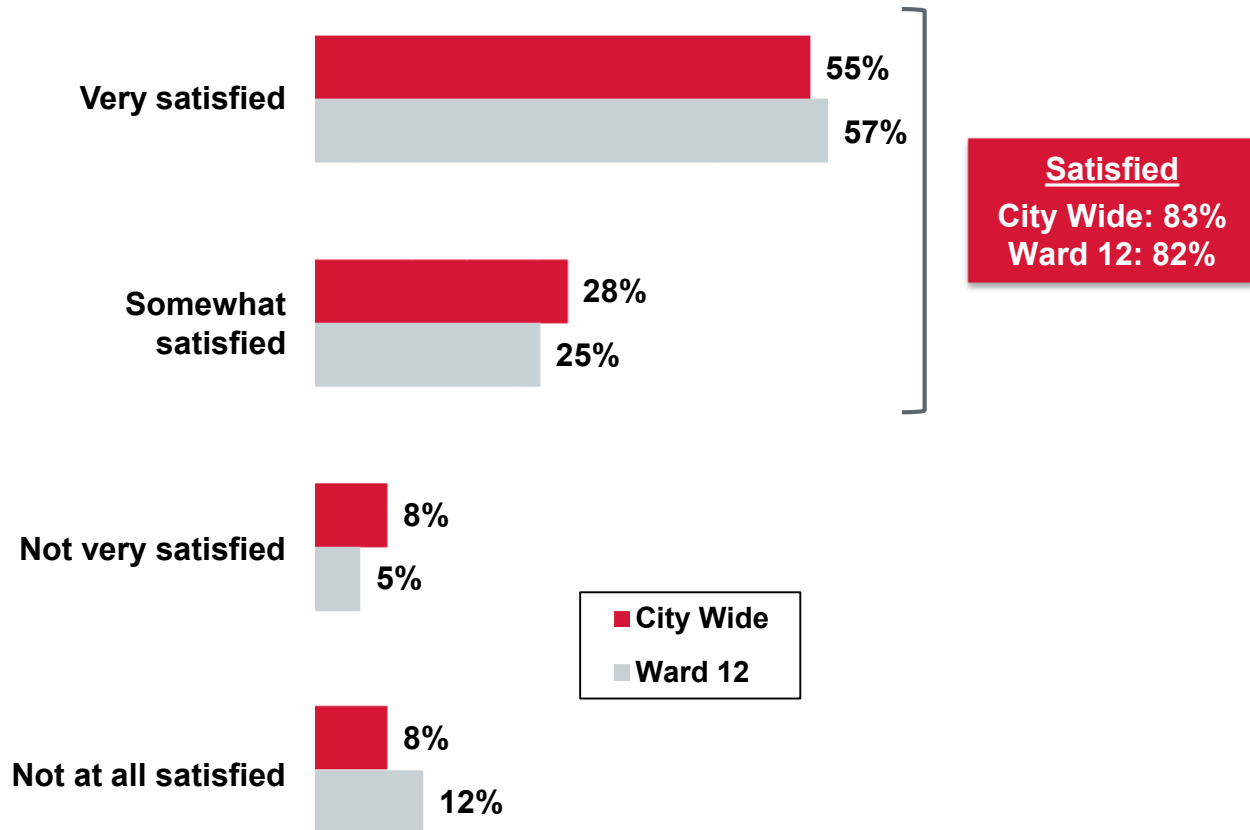
Ward 12 2017

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 12: n=68)



# Satisfaction with Most Recent City Contact



*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 12: n=68)

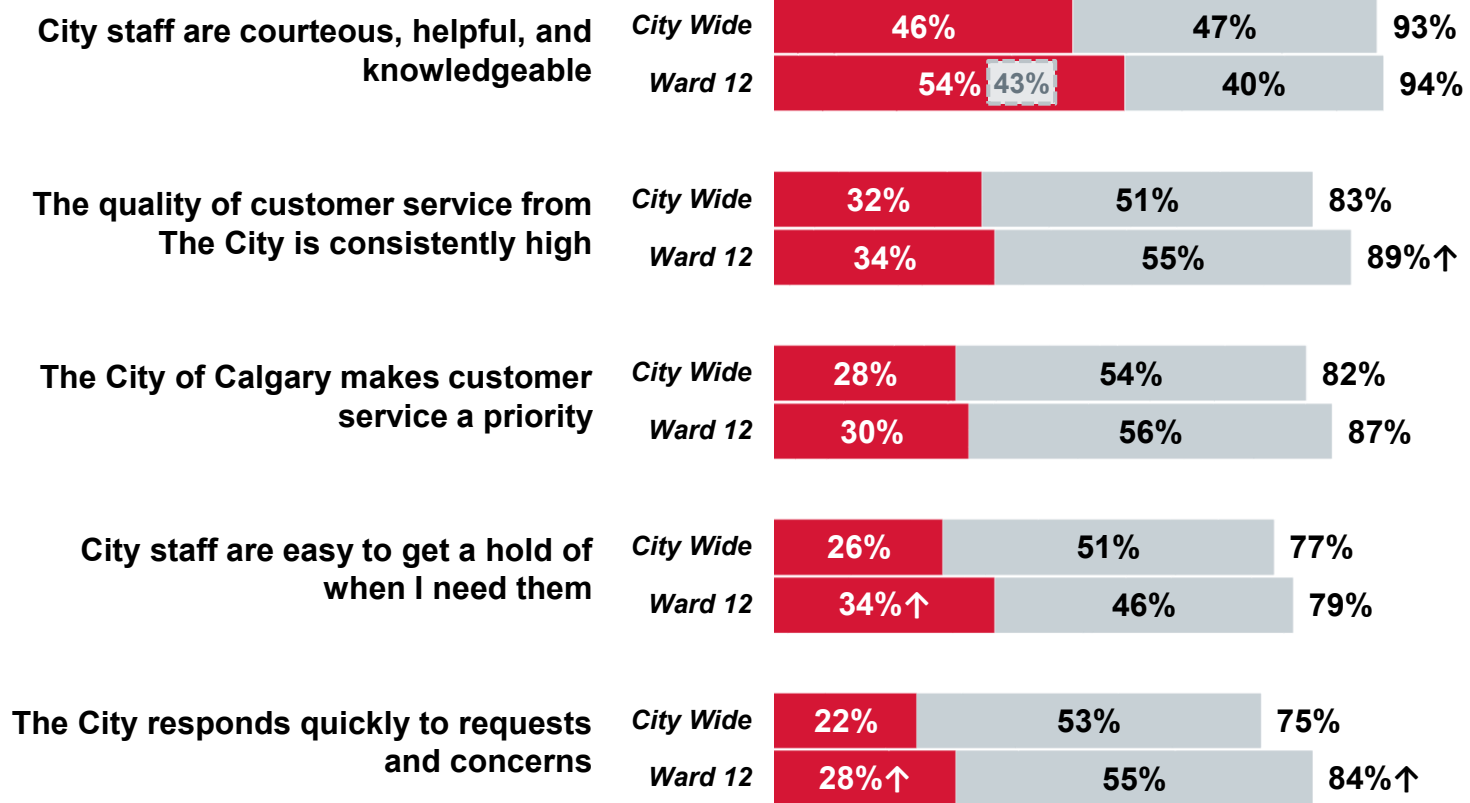




# Attitudes Regarding Customer Service

% Agree

■ Strongly agree ■ Somewhat agree



Ward 12 2017

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)

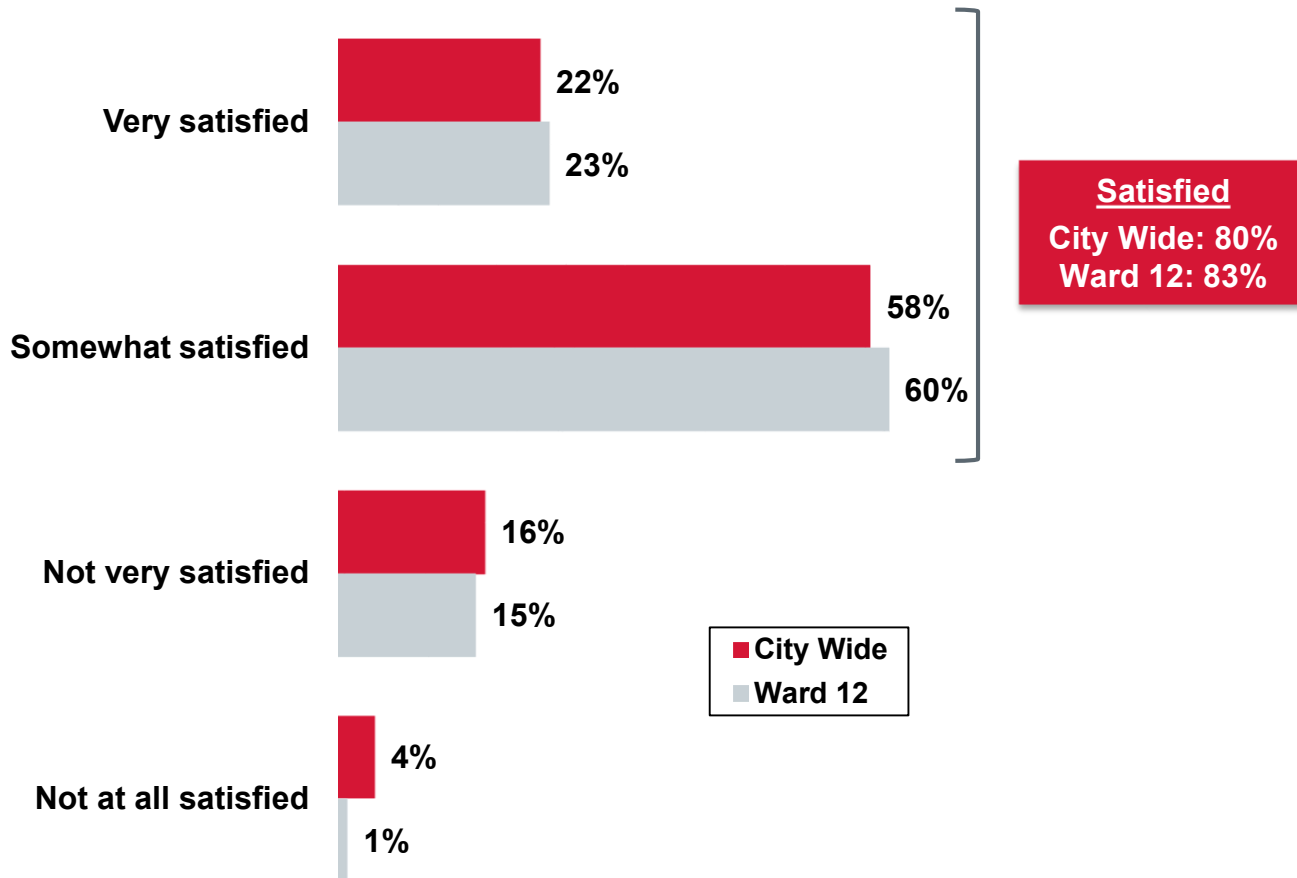


## City Communications





# Satisfaction with the Overall Quality of City Information and Communications

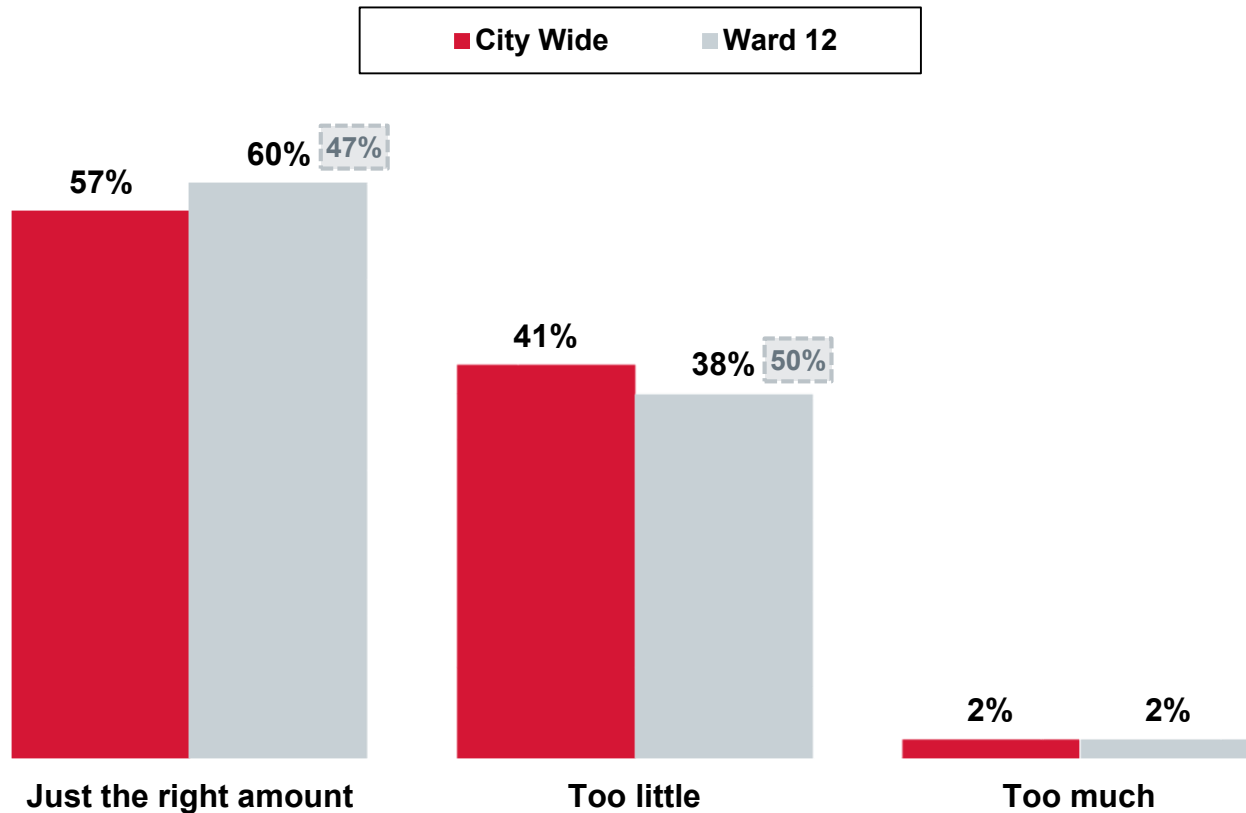


*And how satisfied are you with the overall quality of City information and communications?*

Base: Valid respondents (City Wide: n=2,490 / Ward 12: n=179)



# The Amount of Information Accessible



Ward 12 2017

*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 12: n=178)

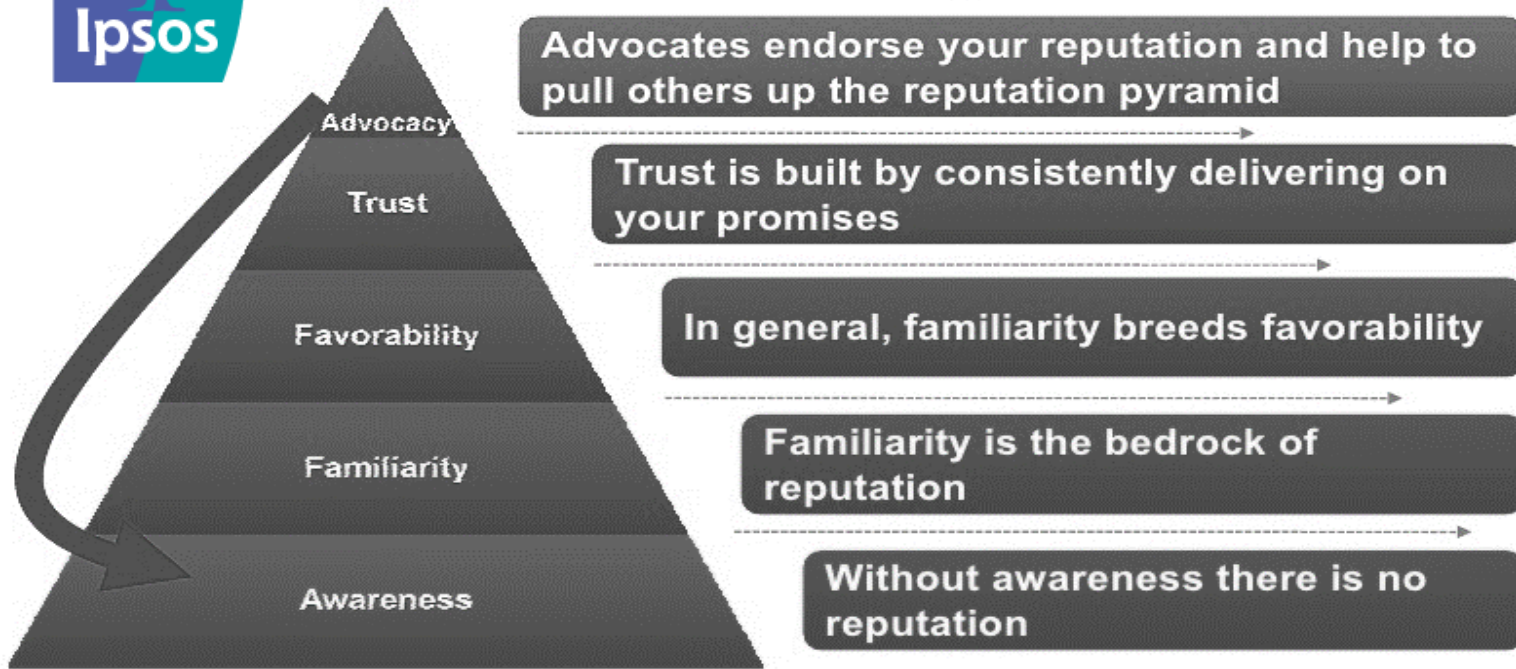


## City Reputation and Performance





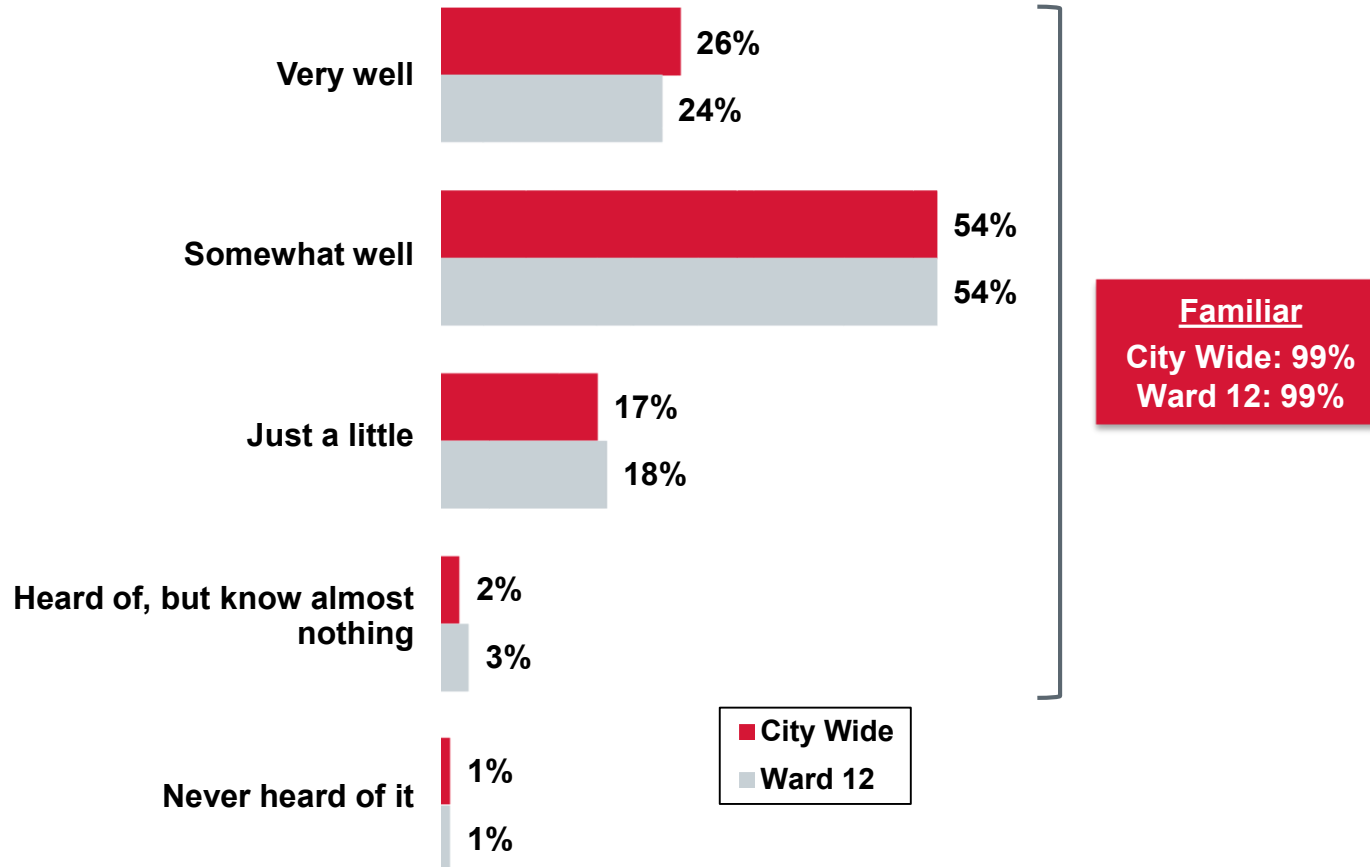
## A Model of Reputation



**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

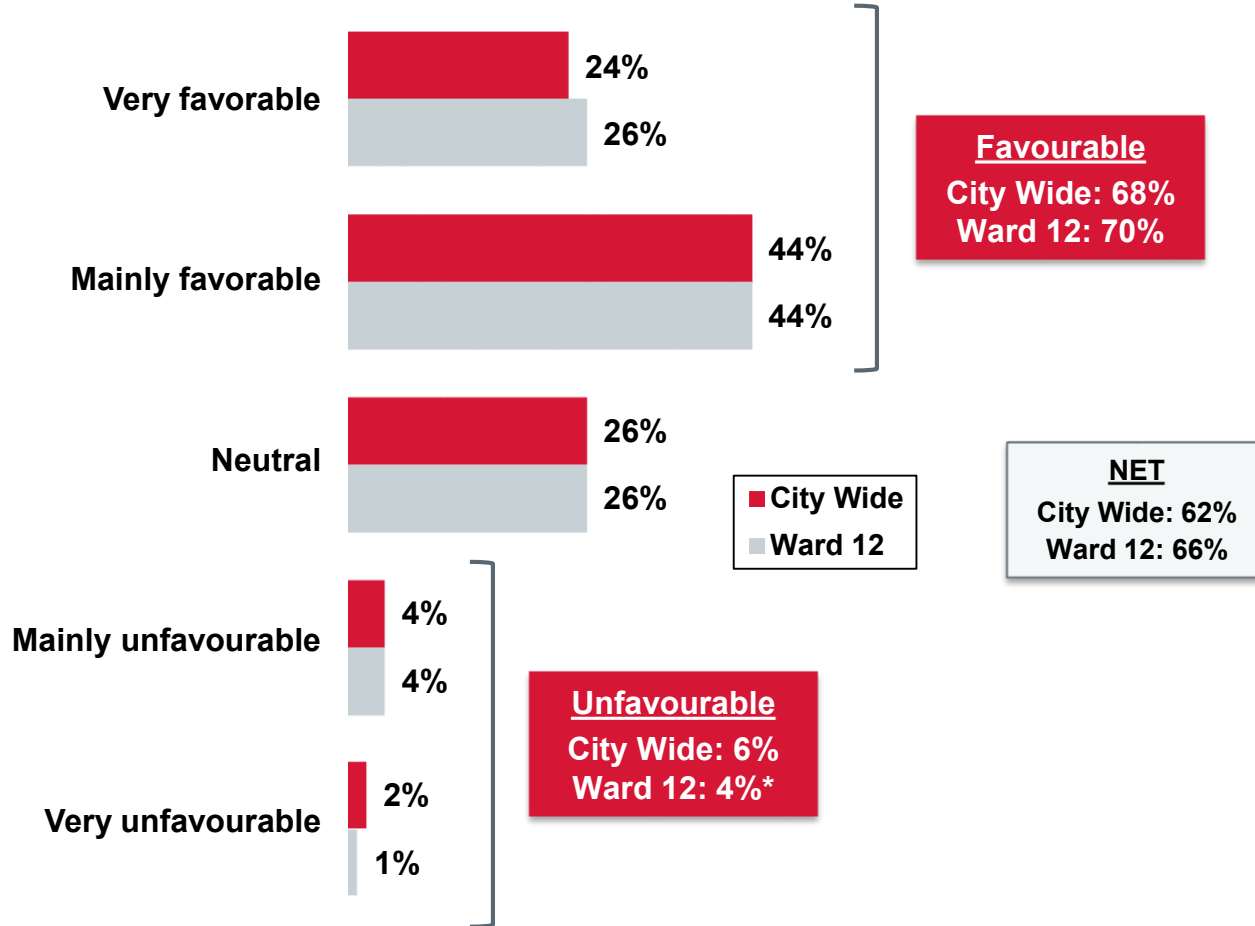


*Taking into account all the ways you have learned about or had contact with The City of Calgary, how well do you feel you know The City?*

Base: Valid respondents (City Wide: n=2,496 / Ward 12: n=179)



# Favourability



\*Rounding

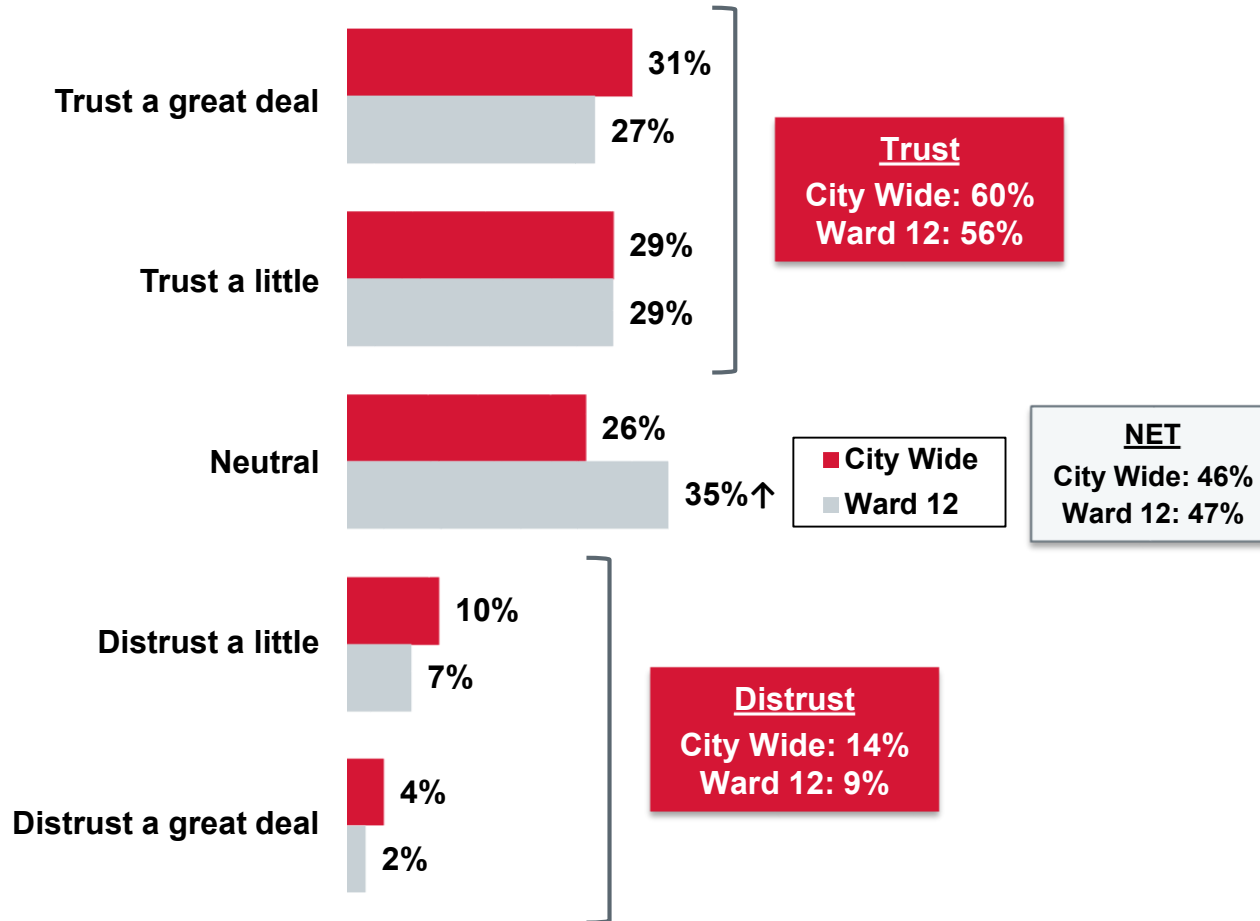
Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?

Base: Valid respondents (City Wide: n=2,496 / Ward 12: n=179)



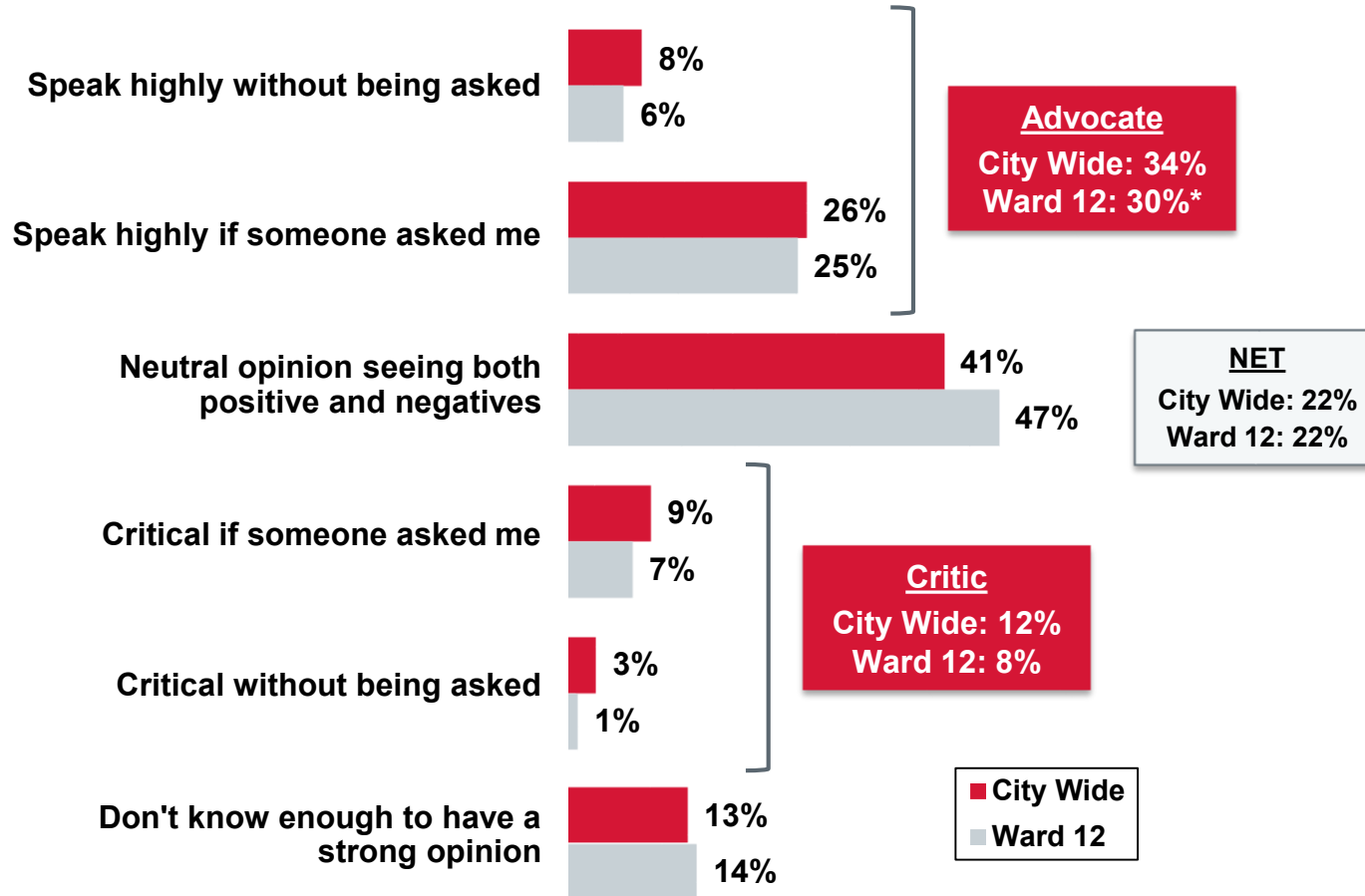


# Trust



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 12: n=179)



\*Rounding

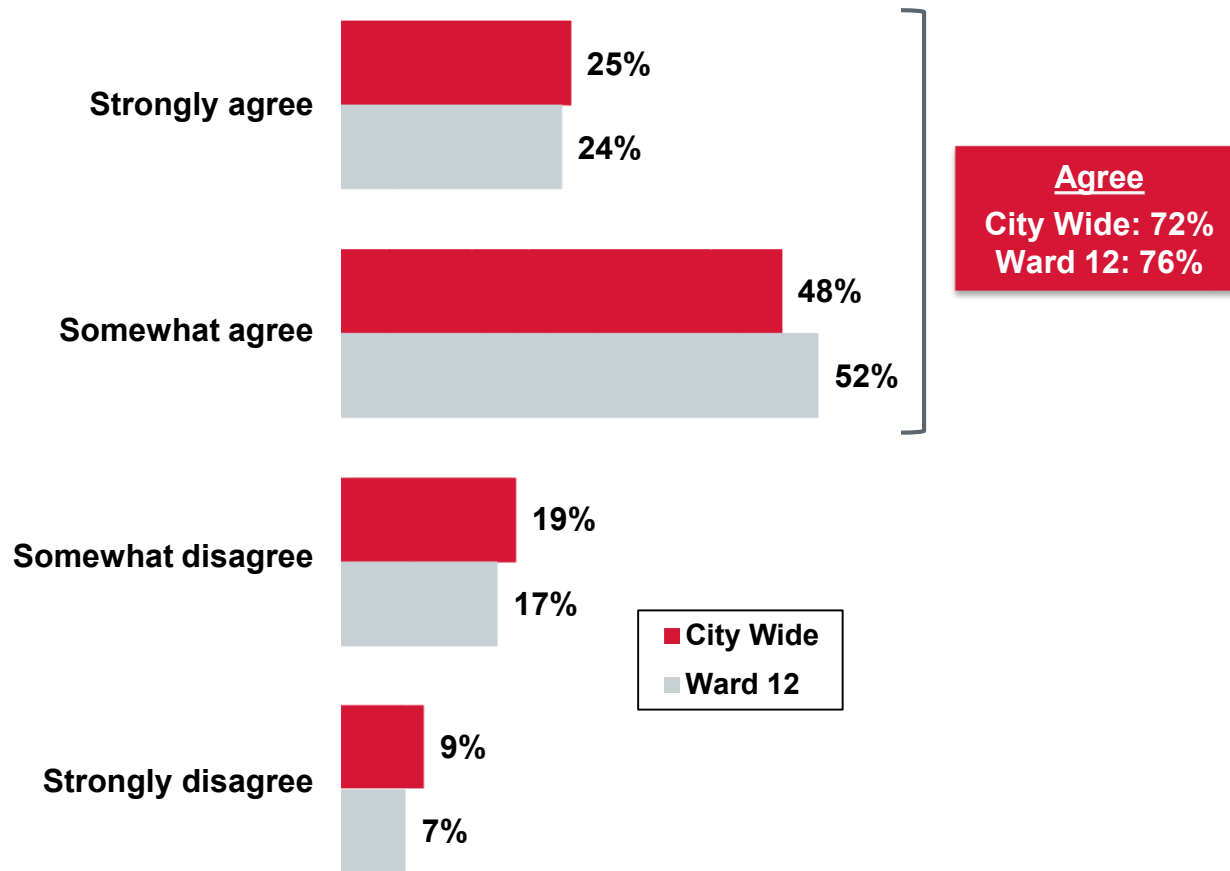
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 12: n=179)



# 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*



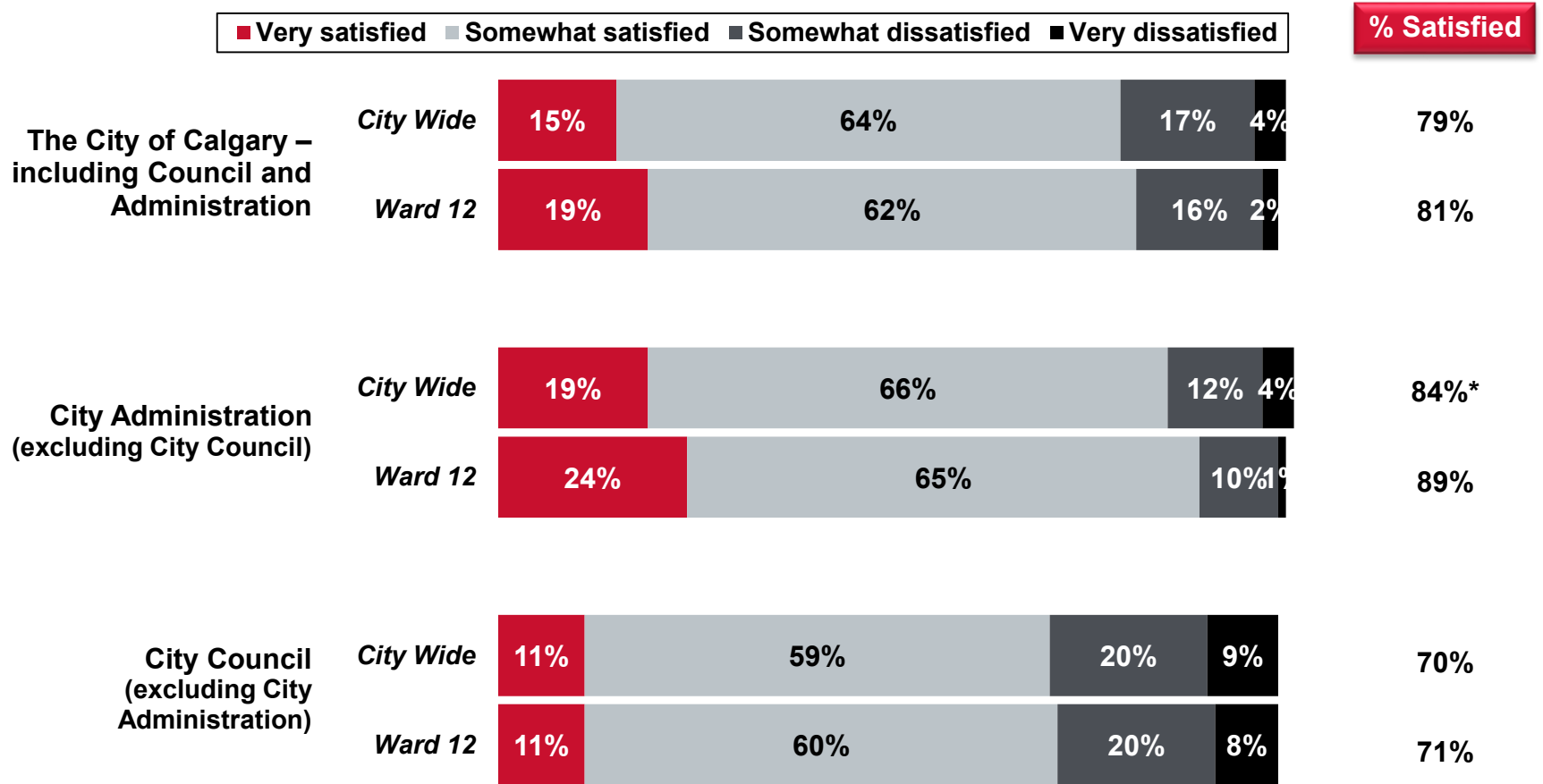
*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:  
 I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,480 / Ward 12: n=178)



# 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)

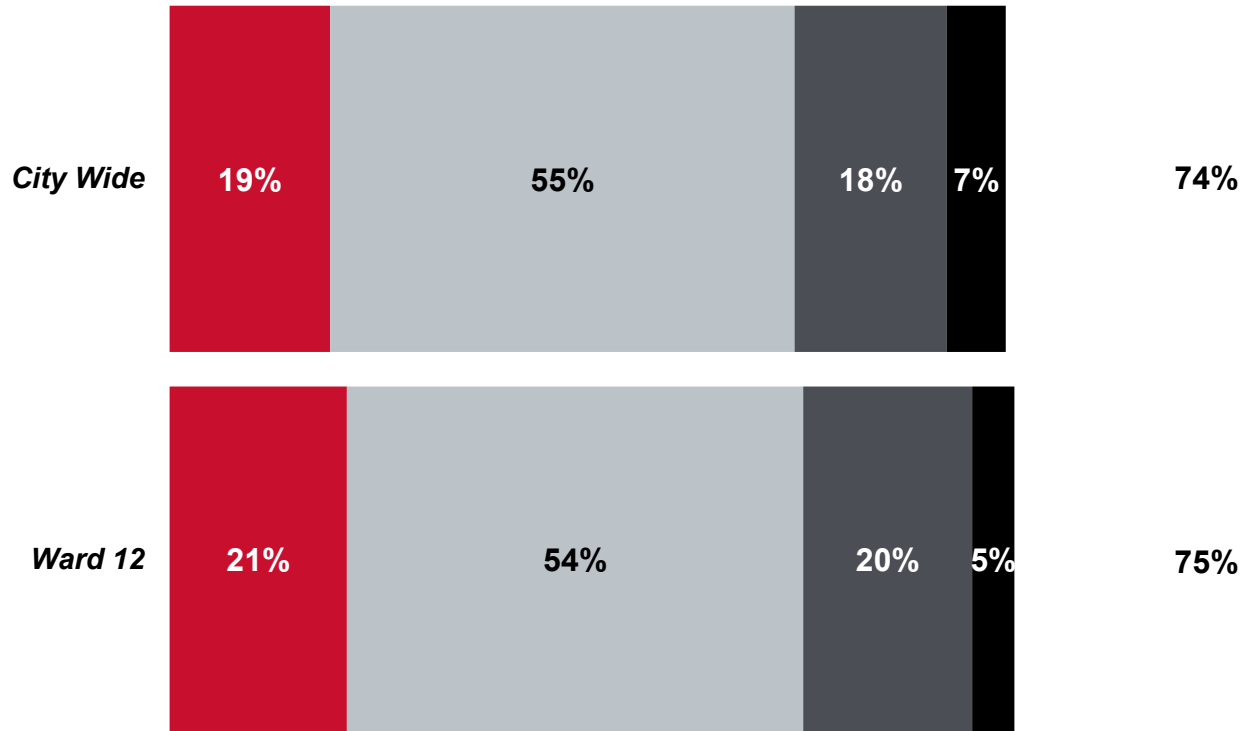


# Attitudes Regarding Collaboration

■ 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?*

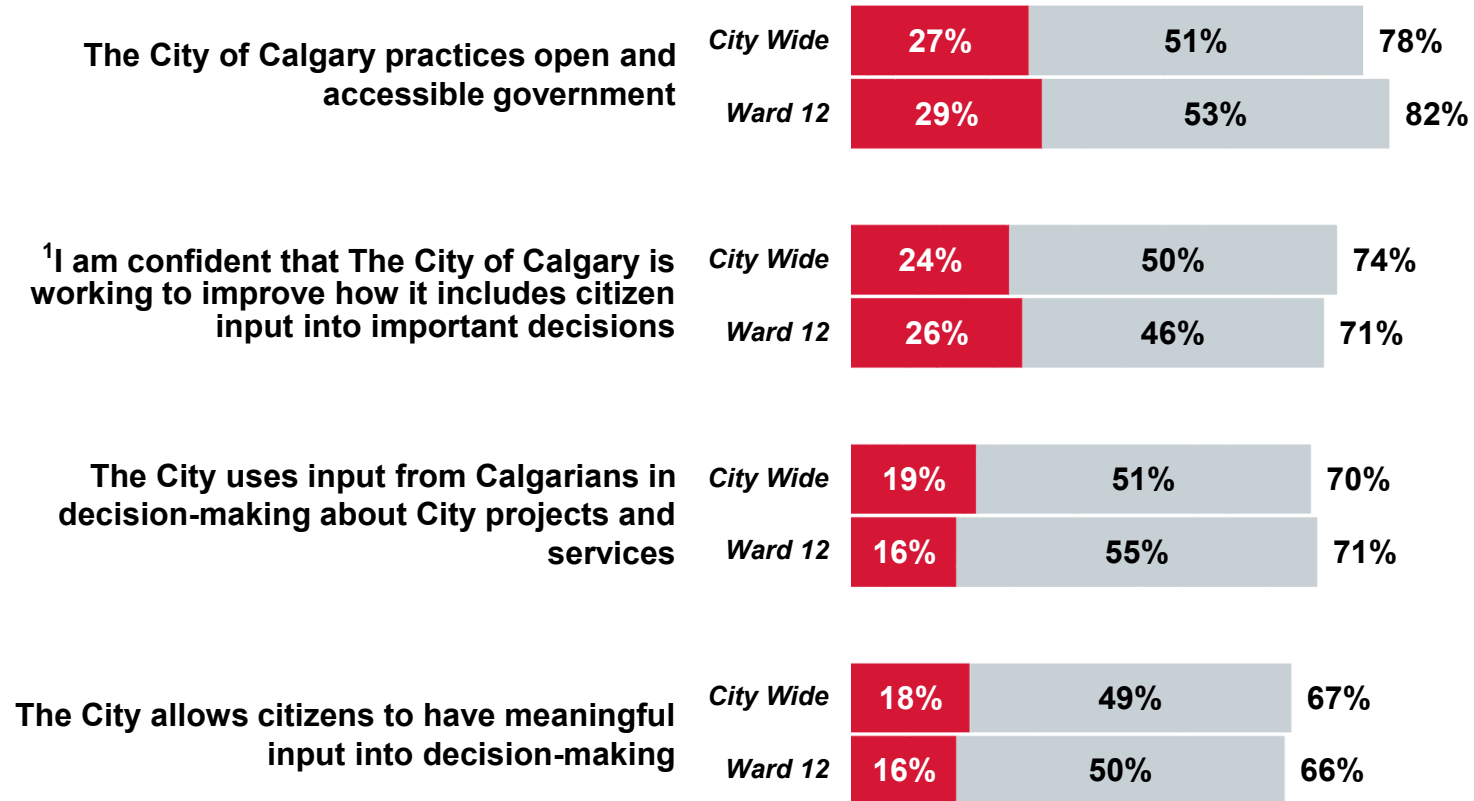
Base: Valid respondents (City Wide: n=2,479 / Ward 12: n=178)



# Perceptions of Transparency and Citizen Input

% Agree

■ Strongly agree ■ Somewhat agree



*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 12 |
|-------------|-----------|---------|
| 18 to 24    | 12%       | 5%      |
| 25 to 34    | 21%       | 22%     |
| 35 to 44    | 17%       | 34%     |
| 45 to 54    | 19%       | 19%     |
| 55 to 64    | 13%       | 9%      |
| 65 or older | 17%       | 10%     |
| <i>Mean</i> | 45        | 43      |

## Income

|                         | City Wide | Ward 12 |
|-------------------------|-----------|---------|
| Less than \$30,000      | 7%        | 2%      |
| \$30,000 to <\$45,000   | 8%        | 3%      |
| \$45,000 to <\$60,000   | 12%       | 9%      |
| \$60,000 to <\$75,000   | 9%        | 9%      |
| \$75,000 to <\$90,000   | 8%        | 9%      |
| \$90,000 to <\$105,000  | 11%       | 12%     |
| \$105,000 to <\$120,000 | 11%       | 13%     |
| \$120,000 to <\$150,000 | 12%       | 14%     |
| \$150,000 or more       | 23%       | 28%     |

## Education

|  | City Wide | Ward 12 |
|--|-----------|---------|
| Completed high school or less                      | 16%       | 12%     |
| Some post secondary or completed a college diploma | 38%       | 46%     |
| Completed university degree or post-grad degree    | 46%       | 42%     |

Base: Valid respondents (Bases vary)





# Household Characteristics

## Type of Home

|  | City Wide | Ward 12 |
|--|-----------|---------|
| Single-detached house                    | 69%       | 74%     |
| Apartment or apartment-style condominium | 13%       | 9%      |
| Duplex, triplex or fourplex              | 9%        | 3%      |
| Townhouse or rowhouse                    | 8%        | 13%     |
| Another type of multi-dwelling unit      | 1%        | 0%      |

## Children and Seniors in Household

|                | City Wide | Ward 12 |
|----------------|-----------|---------|
| Yes - Children | 35%       | 50%     |
| Yes - Seniors  | 17%       | 11%     |

## Household Size

|             | City Wide | Ward 12 |
|-------------|-----------|---------|
| 1           | 14%       | 8%      |
| 2           | 32%       | 31%     |
| 3           | 18%       | 17%     |
| 4           | 22%       | 30%     |
| 5 or more   | 15%       | 14%     |
| <i>Mean</i> | 3.0       | 3.2     |

## Responsible for Property Taxes

|     | City Wide | Ward 12 |
|-----|-----------|---------|
| Yes | 84%       | 90%     |
| No  | 16%       | 10%     |

## Own or Rent

|         | City Wide | Ward 12 |
|---------|-----------|---------|
| Own     | 75%       | 83%     |
| Rent    | 20%       | 13%     |
| Other   | 1%        | -       |
| Neither | 4%        | 4%      |

## Tenure in Calgary

|                          | City Wide | Ward 12 |
|--------------------------|-----------|---------|
| Less than 5 years        | 7%        | 9%      |
| 5 to less than 10 years  | 10%       | 14%     |
| 10 to less than 15 years | 10%       | 13%     |
| 15 to less than 20 years | 11%       | 9%      |
| 20 to less than 30 years | 24%       | 22%     |
| 30 to less than 40 years | 15%       | 19%     |
| 40 or more               | 24%       | 13%     |
| <i>Mean</i>              | 26        | 23      |

Base: Valid respondents (Bases vary)



# Respondent Characteristics

## Born in Canada

|     | City Wide | Ward 12 |
|-----|-----------|---------|
| Yes | 73%       | 78%     |
| No  | 27%       | 22%     |

## Age Left Country of Birth

| Base: Not born in Canada | City Wide (n=656) | Ward 12 (n=39) |
|--------------------------|-------------------|----------------|
| Less than 12             | 28%               | 15%            |
| 12 to 17                 | 12%               | 4%             |
| 18 or older              | 60%               | 81%            |
| No response              | -                 | -              |

## Ethnic Background

|                                      | City Wide | Ward 12 |
|--------------------------------------|-----------|---------|
| Caucasian/ White                     | 23%       | 30%     |
| British                              | 20%       | 22%     |
| Canadian/ French Canadian            | 16%       | 17%     |
| Northern or Western European         | 12%       | 11%     |
| Southern or Eastern European         | 11%       | 10%     |
| East or Southeast Asian              | 11%       | 6%      |
| South Asian                          | 7%        | 5%      |
| Central/ South American or Caribbean | 3%        | 3%      |
| West Asian or Middle Eastern         | 2%        | 2%      |
| African                              | 2%        | 2%      |
| Aboriginal/ First Nations/ Metis     | 2%        | 1%      |

## Disability

|     | City Wide | Ward 12 |
|-----|-----------|---------|
| Yes | 16%       | 10%     |
| No  | 84%       | 90%     |

## Visible Minority

|     | City Wide | Ward 12 |
|-----|-----------|---------|
| Yes | 25%       | 21%     |
| No  | 75%       | 79%     |

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)

