

# 2019 Quality of Life and Citizen Satisfaction Survey

Ward 9 Report

November 2019

**Prepared for The City of Calgary by:**

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Respondent Profile



**Telephone survey conducted** with a randomly selected sample of 2,502 Calgarians aged 18 years and older between August 19<sup>th</sup> and September 16<sup>th</sup>, 2019.

- 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 2018 Municipal and 2016 Federal Census data.



The **margin of error** (MOE) for the total City Wide sample of 2,502 is  $\pm 2.0$  percentage points, 19 times out of 20.

- A total of 181 interviews were conducted with residents of Ward 9 (MOE  $\pm 7.3\%$ ).



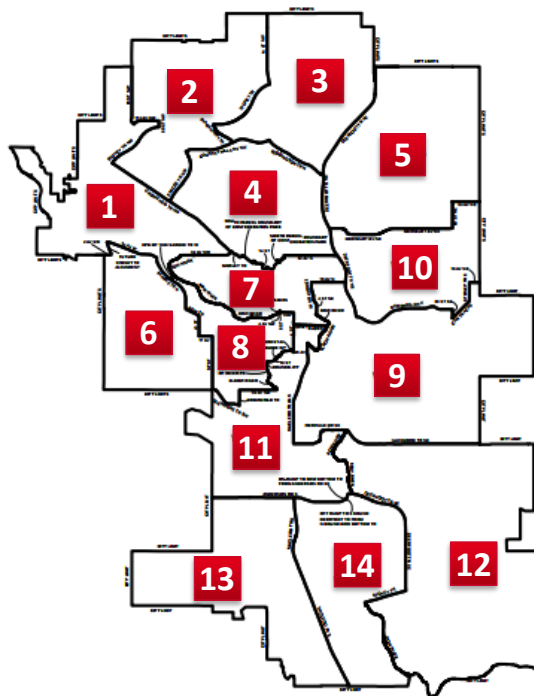
**Results for Ward 9 are compared to results City Wide.**

- ↑ indicates a number is significantly higher than City Wide.
- ↓ indicates a number is significantly lower than City Wide.

**Where possible, 2019 results for Ward 9 are compared to those from 2018.**

- Only significant differences are shown.

Ward 9 2018





## Summary of Key Findings



## Key Findings: Quality of Life and Issue Agenda

**Ward 9 residents provide lower overall quality of life ratings and exhibit a lower sense of “pride” and “safety” in their neighbourhood than City Wide.**

**“Infrastructure, traffic and roads” tops the issue agenda in Ward 9 (similar to City Wide) and crime is a higher priority in Ward 9 vs. City Wide.**

- ❖ Close to three-quarters (74%) of Ward 9 residents rate the overall quality of life in Calgary today as ‘good’, significantly lower than 83% City Wide.
- ❖ Results for Ward 9 are consistent with City Wide results for ‘improved’ quality of life (19%, on par with 16% City Wide), ‘worsened’ quality of life (39% vs. 40% City Wide) and for quality of life remaining the ‘same’ (42% vs. 44% City Wide).
- ❖ Ward 9 residents are less likely than City Wide to agree that:
  - They are *“proud to live in their neighbourhood”* (72%, lower than 85% City Wide);
  - They are *“regularly involved in neighbourhood and local community events”* (23% vs. 31% City Wide);
  - *“Calgary is a great place to make a life”* (72% vs. 79% City Wide); and,
  - They *“feel safe walking alone in their neighbourhood after dark”* (64% feel safe vs. 82% City Wide).
- ❖ In comparison to last year, Ward 9 residents are less likely to agree that *“Calgary is moving in the right direction to ensure a high quality of life for future generations”* (51% vs. 64% in 2018).
- ❖ The top issues in Ward 9 are *“infrastructure, traffic and roads”* (32%, on par with 35% City Wide) and *“crime, safety and policing”* (22%, notably higher than 15% City Wide).
  - *“Transit”* is a less prominent issue in Ward 9 in 2019 (10% vs. 17% City Wide) and has declined from 18% last year.
  - Ward 9 residents are more likely to mention *“budget and spending”* (9%) in comparison to last year (3%) and mentions of *“recreation”* are notably lower among Ward 9 residents (4% vs. 2018 (12%).

## Key Findings:

# Importance of City Programs and Services

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**Ward 9 residents are on par with City Wide for most importance ratings of programs and services and provide higher 'very' important ratings for five programs and services.**

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- ❖ Ward 9 residents express similar views as City Wide for the overall importance of almost all services and programs assessed in 2019, except for City land use planning (86% important, notably lower than 93% City Wide).
- ❖ Ward 9 sees several differences in 'very' important ratings vs. City Wide, namely:
  - Social services (86%, higher than 76% City Wide);
  - Affordable housing (85%, higher than 68% City Wide);
  - Community services (61%, higher than 46% City Wide);
  - Protection from river flooding (73%, higher than 57% City Wide)
  - Business licenses and inspections (64%, higher than 52% City Wide); and,
  - Transportation planning (60%, lower than 72% City Wide).
- ❖ There have been some notable shifts in the importance of municipal services and programs within Ward 9 compared to last year for:
  - Transportation planning (60% 'very' important, down from 75% in 2018);
  - Community services (61% 'very' important, up from 46% in 2018); and,
  - Business licenses and inspections (64% 'very' important, up from 41% in 2018).

# Key Findings:

## Satisfaction with City Programs and Services

**The majority of Ward 9 residents are satisfied with the overall level and quality of municipal programs and services, consistent with City Wide results.**

**In Ward 9, notable declines in satisfaction emerge for recreation programs, property tax assessment and on-street bikeways.**

- ❖ Seven-in-ten (70%) Ward 9 residents are satisfied with the overall level and quality of municipal services and programs, similar to 74% City Wide.
- ❖ Satisfaction with programs and services in Ward 9 differs from City Wide only for:
  - Residential Blue Cart recycling (82% satisfied, lower than 90% City Wide);
  - Social services (75% satisfied, lower than 84% City Wide); and,
  - Calgary 9-1-1 (67% 'very' satisfied, lower than 78% City Wide).
- ❖ Significant differences in satisfaction in Ward 9 since 2018 emerge for:
  - City-operated recreation programs (82% satisfied, decreased from 96% in 2018);
  - Property tax assessment (65% satisfied, decreased from 80% in 2018); and,
  - On-street bikeways (58% satisfied, decreased from 73% in 2018).
- ❖ Ward 9 residents consider transportation planning and roads and infrastructure to be 'primary strengths', whereas they are 'primary weaknesses' City Wide.
- ❖ Blue Cart recycling and community services are considered to be 'primary strengths' City Wide, but are deemed 'primary weaknesses' in Ward 9.
  - Spring road cleaning and Calgary's pathway system are considered to be 'primary strengths' City Wide, yet are neither 'primary strengths' nor 'primary weaknesses' in Ward 9.
  - Calgary Transit and land use planning are 'primary weaknesses' City Wide; however, they are neither 'primary strengths' nor 'primary weaknesses' in Ward 9.
  - Protection from river flooding is a 'primary strength' in Ward 9, whereas it is neither a 'primary strength' nor 'primary weakness' City Wide.
  - City-operated recreation programs are considered to be a 'primary weakness' in Ward 9, yet is neither a 'primary strength' nor 'primary weakness' City Wide.

## Key Findings: Investment in City Programs and Services

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**Ward 9 residents are more likely to want *more* investment in social services, the quality of drinking water and disaster planning and response in comparison to City Wide results.**

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- ❖ Ward 9 residents are more likely than City Wide to want to see *more* investment in:
  - Social services (73% invest *more*, higher than 62% City Wide);
  - The quality of drinking water (39% invest *more*, higher than 27% City Wide); and,
  - Disaster planning and response (35% invest *more*, higher than 23% City Wide).
- ❖ Ward 9 residents are less likely than City Wide to desire *more* investment in transportation planning (36%, lower than 50% City Wide).
- ❖ The biggest shifts in Ward 9 residents' desire for *more* investment compared to 2018 are as follows:
  - Transportation planning (36% invest *more*, down from 56% in 2018);
  - City-operated roads and infrastructure (35% invest *more*, down from 54% in 2018);
  - Protection from river flooding (30% invest *more*, down from 46% in 2018); and,
  - Property tax assessment (31%, invest *more*, up from 17% in 2018).

## Key Findings: Taxation

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**Ward 9 residents are less likely to say they receive “good value” in comparison to City Wide.**

**In comparison to 2018, Ward 9 residents are more likely to now prefer cutting services over increasing taxes.**

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- ❖ Just less than one-half (44%) of Ward 9 residents give The City a ‘good value’ rating for the value of their property tax dollars, significantly lower than City Wide (54%) and decreased from 61% in 2018.
- ❖ Ward 9 residents’ knowledge of how tax dollars are spent is consistent with City Wide (53% vs. 57% City Wide).
- ❖ In order for The City to maintain or expand services, Ward 9 residents would prefer cutting services (51%, on par with 50% City Wide) over increasing taxes (40%, similar to 44% City Wide).
  - In Ward 9, preferences for cutting services has notably risen (51%, up from 37% in 2018) and preferences for increasing taxes has declined (40%, down from 57% in 2018).
- ❖ The vast majority of Ward 9 residents are interested in knowing how their property tax dollars are invested in various City services (93%, consistent with 94% City Wide).
- ❖ Slightly more than one-half (55%) of Ward 9 residents agree that The City does a good job of providing citizens with information about how their property tax dollars are spent, identical to 55% City Wide, yet statistically lower than 69% in 2018.

## Key Findings:

# Customer Service and Communications

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**Ward 9 residents provide similar measures related to customer service and communications as are seen City Wide.**

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- ❖ Two-thirds (67%) of Ward 9 residents contacted The City within the past year, on par with 62% City Wide.
  - Ward 9 residents are more likely than City Wide to have contacted The City by visiting a City office or facility (13%, higher than 6% City Wide).
- ❖ Three-quarters (74%) of Ward 9 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service, identical to 74% City Wide.
- ❖ More than three-quarters (78%) of Ward 9 residents are satisfied with the overall quality of City information and communications, consistent with 75% City Wide.
- ❖ Seven-in-ten (69%) Ward 9 residents rate The City of Calgary as doing a 'good' or 'very good' job communicating with citizens about its services, programs, policies and plans, on par with 72% City Wide.
- ❖ One-half (51%) of Ward 9 residents feel they have access to 'just the right amount' of information from The City, consistent with 54% City Wide.
  - Slightly less than one-half (48%) of Ward 9 residents state they have access to 'too little' information from The City, similar to 44% City Wide.

## Key Findings: City Reputation and Performance

**Overall favourable impressions of The City are on par with City Wide in Ward 9; however, ‘very’ favourable views have declined in Ward 9 since 2018.**

**Ward 9 residents display similar satisfaction with City governance as seen City Wide, but declines in satisfaction with City Council and with The City’s overall governance now emerge in comparison to last year.**

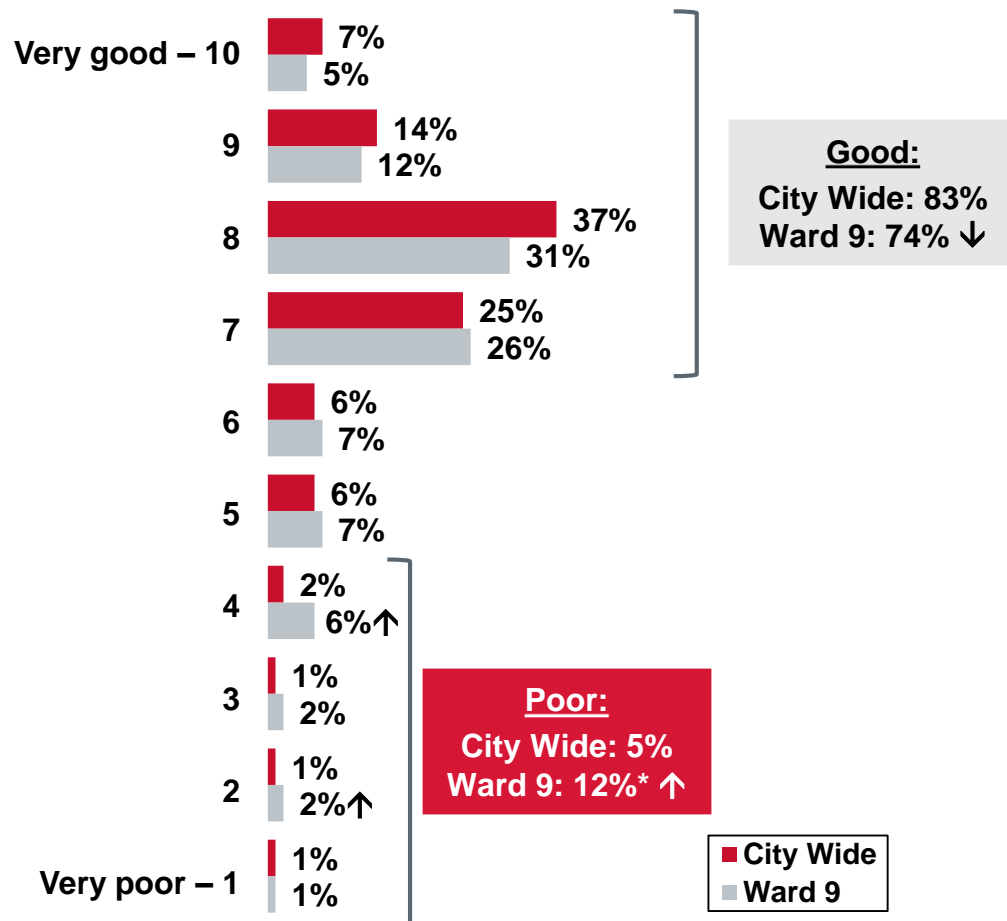
- ❖ Almost one-half (48%) of Ward 9 residents have a favourable impression of The City of Calgary, consistent with 50% City Wide.
  - Ward 9 residents are notably less likely to have a ‘very’ favourable impression of The City in comparison to 2018 (9% vs. 23% last year).
- ❖ Further, 48% of Ward 9 residents state they *trust* The City of Calgary, on par with 52% City Wide, and 25% of Ward 9 residents say they *distrust* The City, similar to 23% City Wide.
  - Distrust in The City has increased among Ward 9 residents since last year (25%, up from 14% in 2018).
- ❖ Ward 9 residents express similar satisfaction levels compared to City Wide for:
  - City Council (56% satisfied, consistent with 55% City Wide, yet down from 70% in 2018);
  - City of Calgary, including Council and Administration (67% satisfied, on par with 70% City Wide, but ‘very’ satisfied ratings have decreased from 15% in 2018 to 5% in 2019); and,
  - City Administration (75% satisfied, similar to 79% City Wide).
- ❖ Two-thirds (67%) of Ward 9 residents believe that City Council and City Administration work collaboratively, consistent with 66% City Wide.



## Quality of Life



# Overall Quality of Life in Calgary



\*Rounding

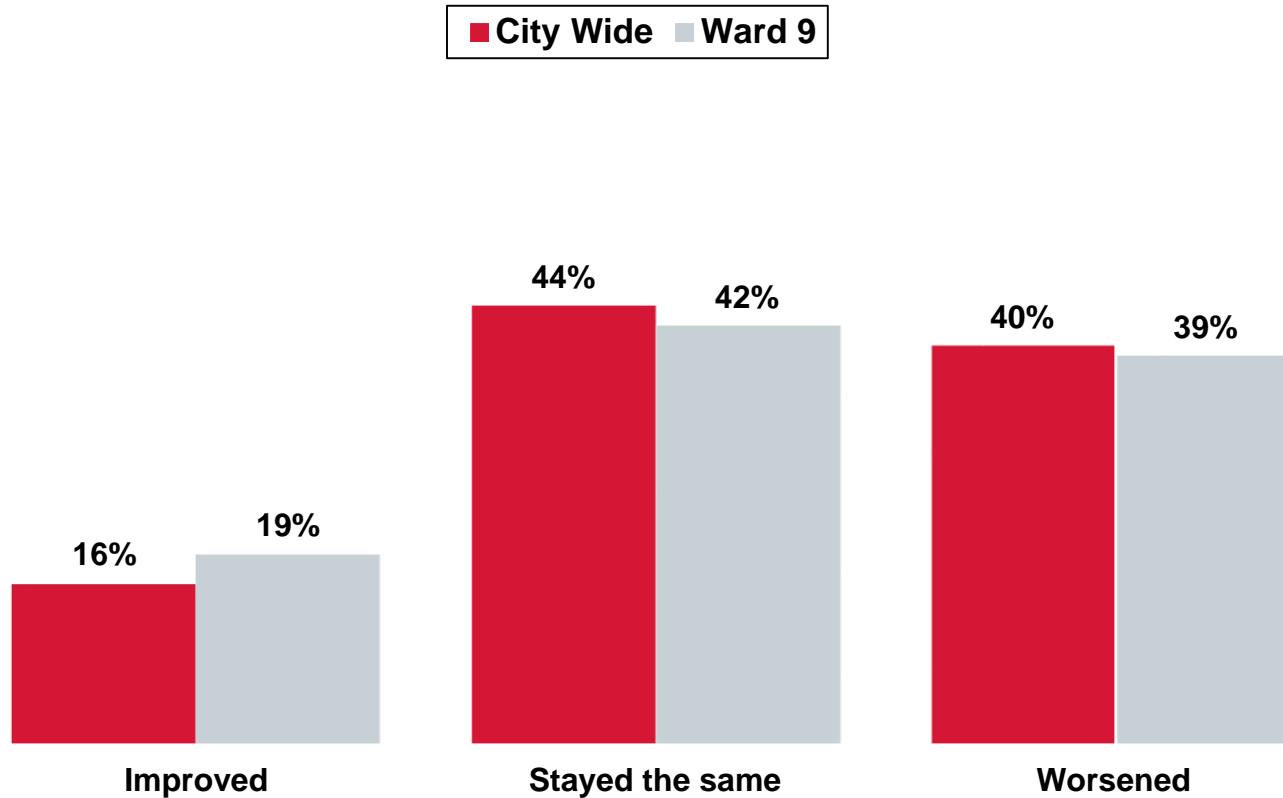
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,498 / Ward 9: n=181)

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide



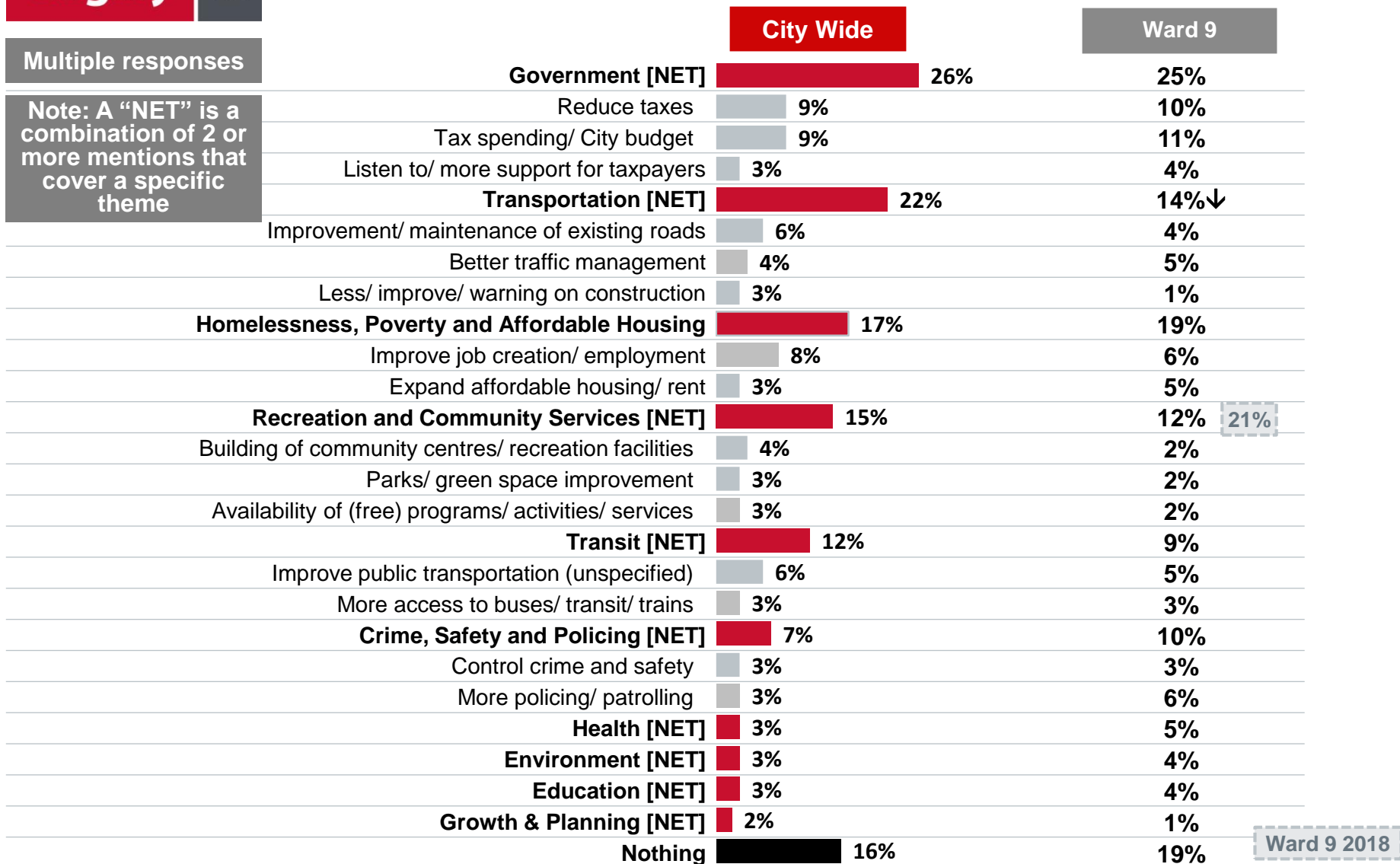
# Perceived Change in the Quality of Life



*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=2,483 / Ward 9: n=180)

# Actions to Improve the Quality of Life



Ward 9 2018

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=2,331 / Ward 9: n=170)

↑Statistically higher than City Wide  
 ↓Statistically lower than City Wide  
 NET mentions of <2% are not shown

# Sustainability: Connectedness

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

% Agree

I am proud to be a Calgarian

City Wide



87%

Ward 9



83%

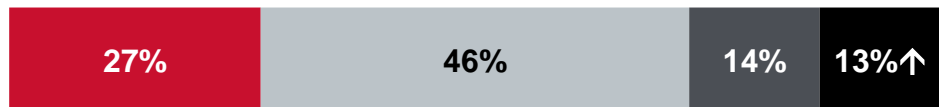
I am proud to live in my neighbourhood

City Wide



85%

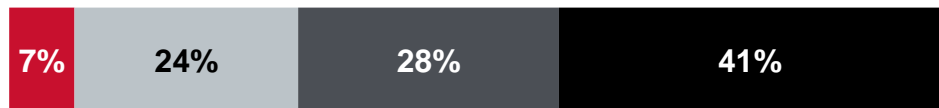
Ward 9



72%\*↓

I am regularly involved in neighbourhood and local community events

City Wide



31%

Ward 9



23%↓

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)

\*Rounding

↑Statistically higher than City Wide  
↓Statistically lower than City Wide

# 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

City Wide

20%

59%

14%

7%

79%

Ward 9

27%

45%

14%

14%↑

72%↓

Calgary is a great place to make a living

City Wide

14%

49%

24%

13%

63%

Ward 9

26%↑

35%

19%

20%↑

61%

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

City Wide

20%

55%

16%

9%

75%

Ward 9

19%

53%

18%

10%

72%

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

City Wide

8%

45%

29%

18%

53%

Ward 9

11%

40%

23%

26%↑

16%

51%

64%

\*Rounding

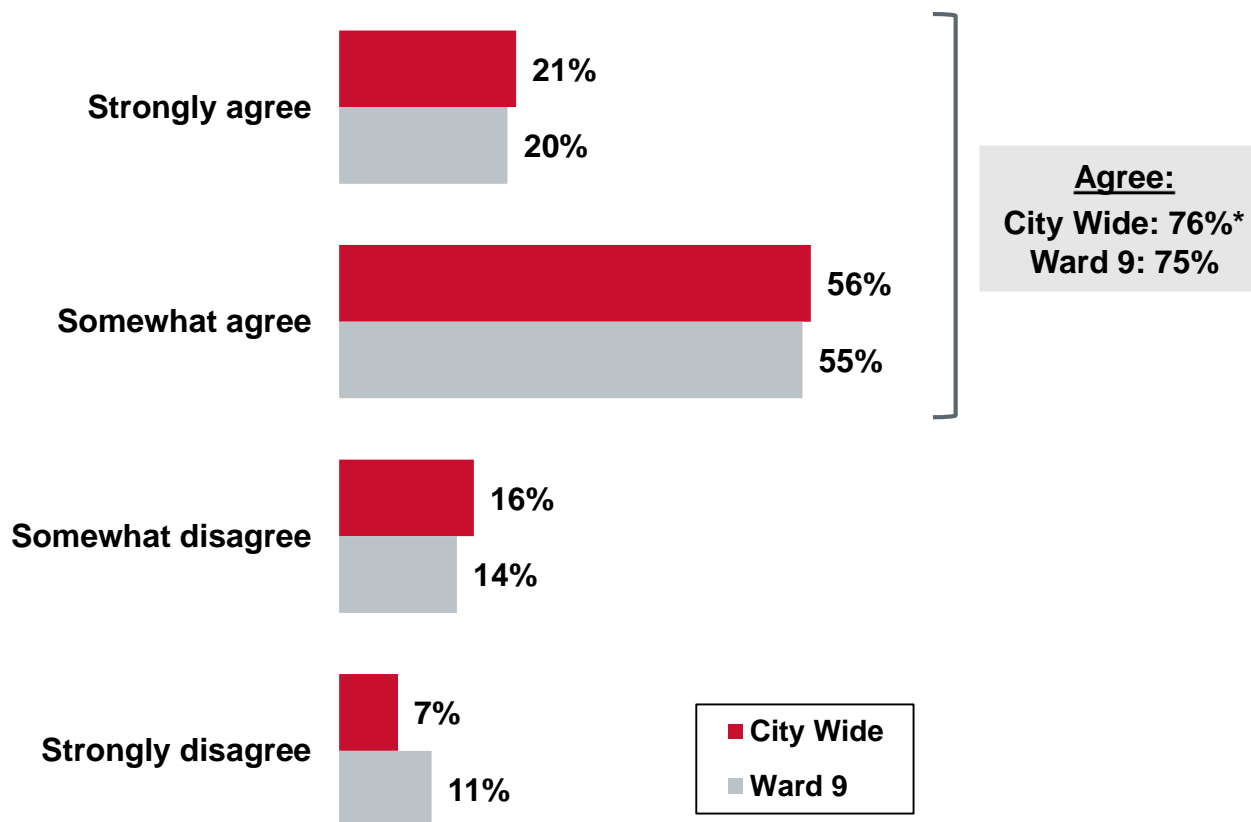
Ward 9 2018

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)

↑Statistically higher than City Wide  
↓Statistically lower than City Wide

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

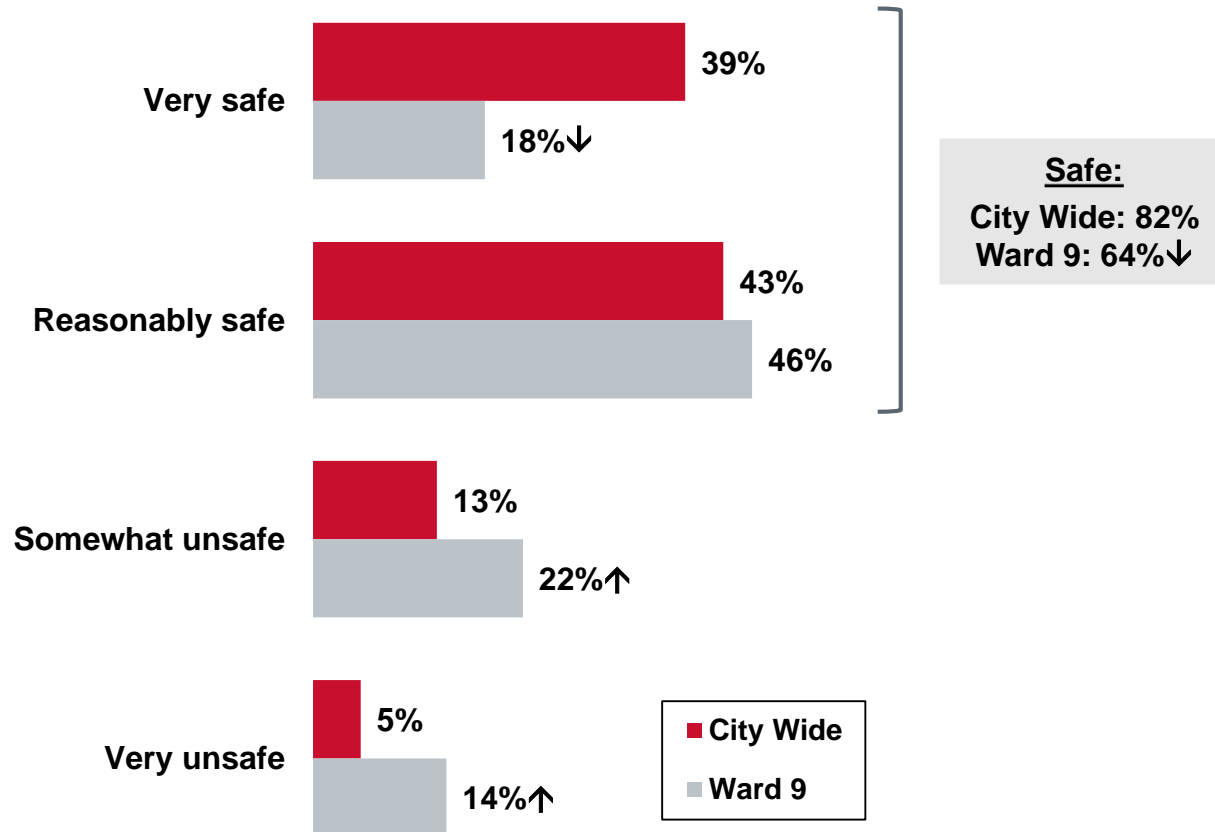


*There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.*

Base: Valid respondents (City Wide: n=2,485 / Ward 9: n=179)

\*Rounding

# 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=2,497 / Ward 9: n=178)

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide



# Issue Agenda



# Issue Agenda

## City Wide

## Ward 9

### Multiple responses

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

■ First Mention ■ Other Mentions

<b>Infrastructure, Traffic &amp; Roads [NET]</b>	<b>24%</b>	<b>11%</b>	<b>35%</b>	<b>32%</b>
Traffic congestion	5%	7%		5%
Road conditions	4%	7%		6%
Infrastructure maintenance	5%	6%		7%
(Lack of) snow removal	4%	5%		5%
Roads (unspecified)	4%	5%		7%
Too much/poorly planned/delayed road construction	3%	5%		2%
<b>Transit [NET]</b>	<b>12%</b>	<b>5%</b>	<b>17%</b>	<b>10%↓</b>
Public Transportation (incl. buses/ C-train/ poor service)	6%	8%		3%↓
Transportation (unspecified)	4%	6%		3%
Transit system improvements	4%	6%		4%
<b>Crime, Safety &amp; Policing [NET]</b>	<b>10%</b>	<b>5%</b>	<b>15%</b>	<b>22%↑</b>
Breaking and entering/gangs/drugs	6%	9%		14%↑
Public safety	4%	6%		8%
<b>Budget &amp; Spending [NET]</b>	<b>8%</b>	<b>11%</b>		<b>9%</b>
<b>Taxes [NET]</b>	<b>8%</b>	<b>11%</b>		<b>9%</b>
<b>Economy [NET]</b>	<b>6%</b>	<b>8%</b>		<b>6%</b>
<b>Education [NET]</b>	<b>5%</b>	<b>8%</b>		<b>3%↓</b>
<b>Recreation [NET]</b>	<b>4%</b>	<b>7%</b>		<b>4%</b>
<b>Environment and Waste Management [NET]</b>	<b>4%</b>	<b>7%</b>		<b>7%</b>
<b>Growth and Planning [NET]</b>	<b>5%</b>	<b>5%</b>		<b>2%</b>
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>	<b>4%</b>	<b>4%</b>		<b>7%</b>
<b>Healthcare [NET]</b>	<b>4%</b>	<b>4%</b>		<b>2%</b>
<b>None</b>	<b>11%</b>			<b>16%</b>

18%  
13%

3%

12%

↑Statistically higher than City Wide  
↓Statistically lower than City Wide

Ward 9 2018

NET mentions of <4% are not shown

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?

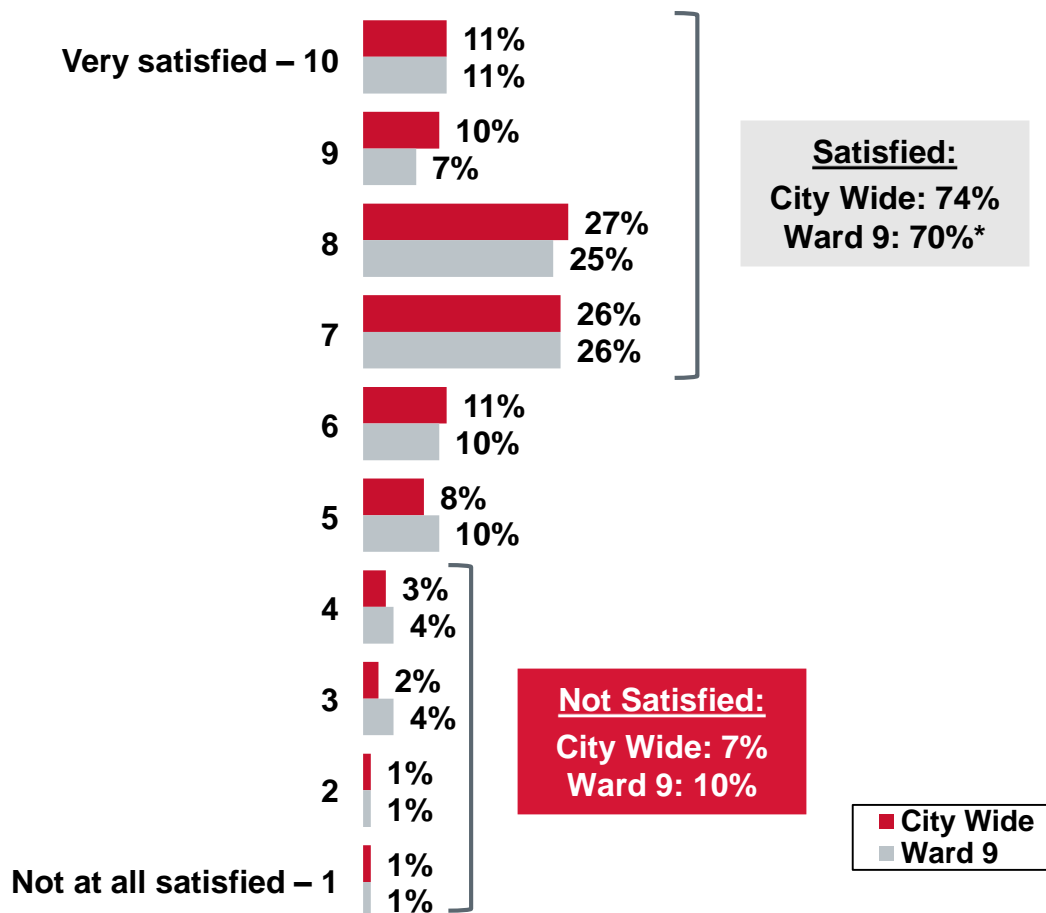
Base: Valid respondents (City Wide: n=2,422 / Ward 9: n=175)



## City Programs and Services



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

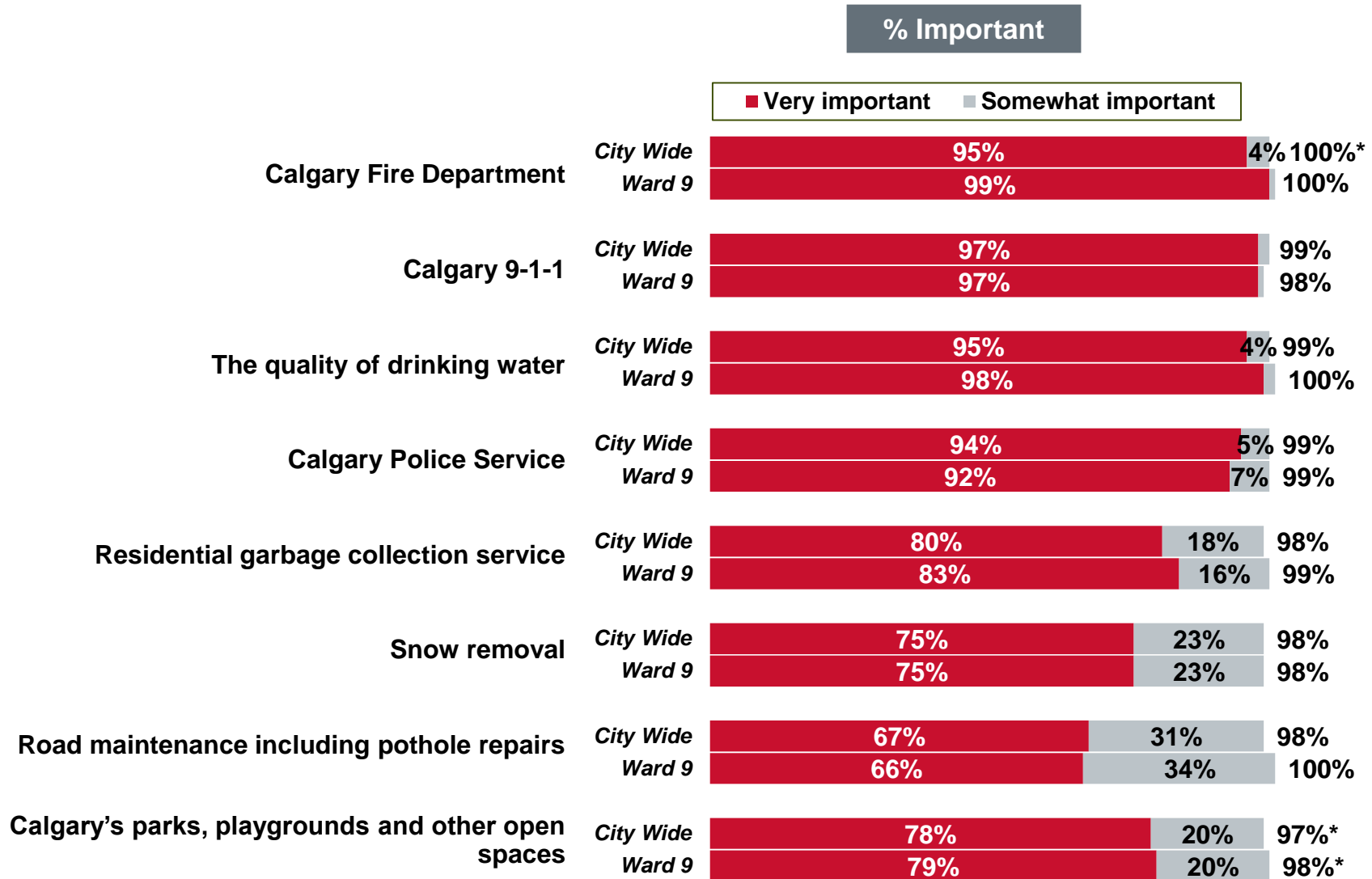


On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 9: n=180)

\*Rounding

# Importance of City Programs and Services



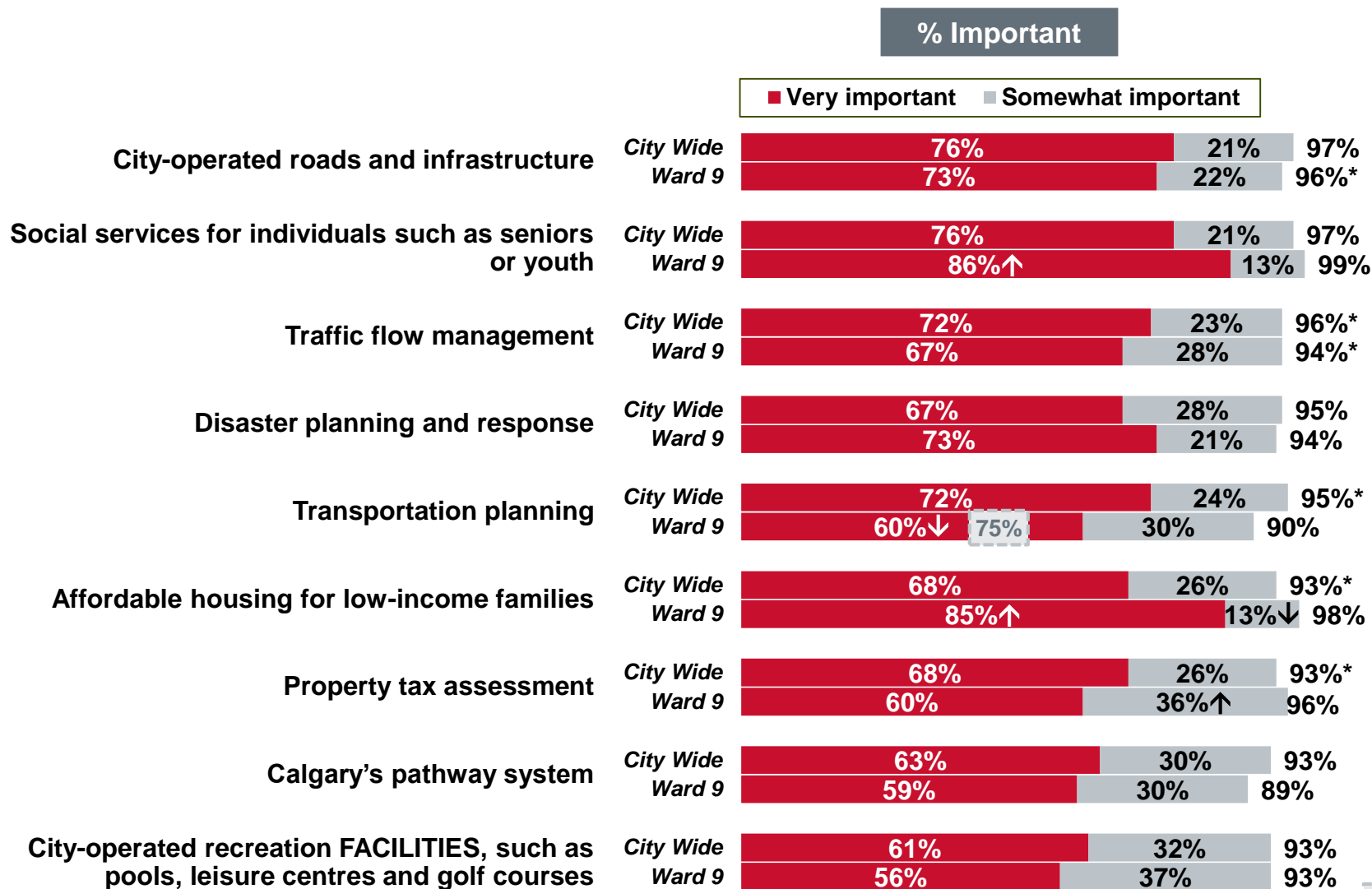
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

\*Rounding

Data labels of <3% not shown

# Importance of City Programs and Services (continued)



\*Rounding

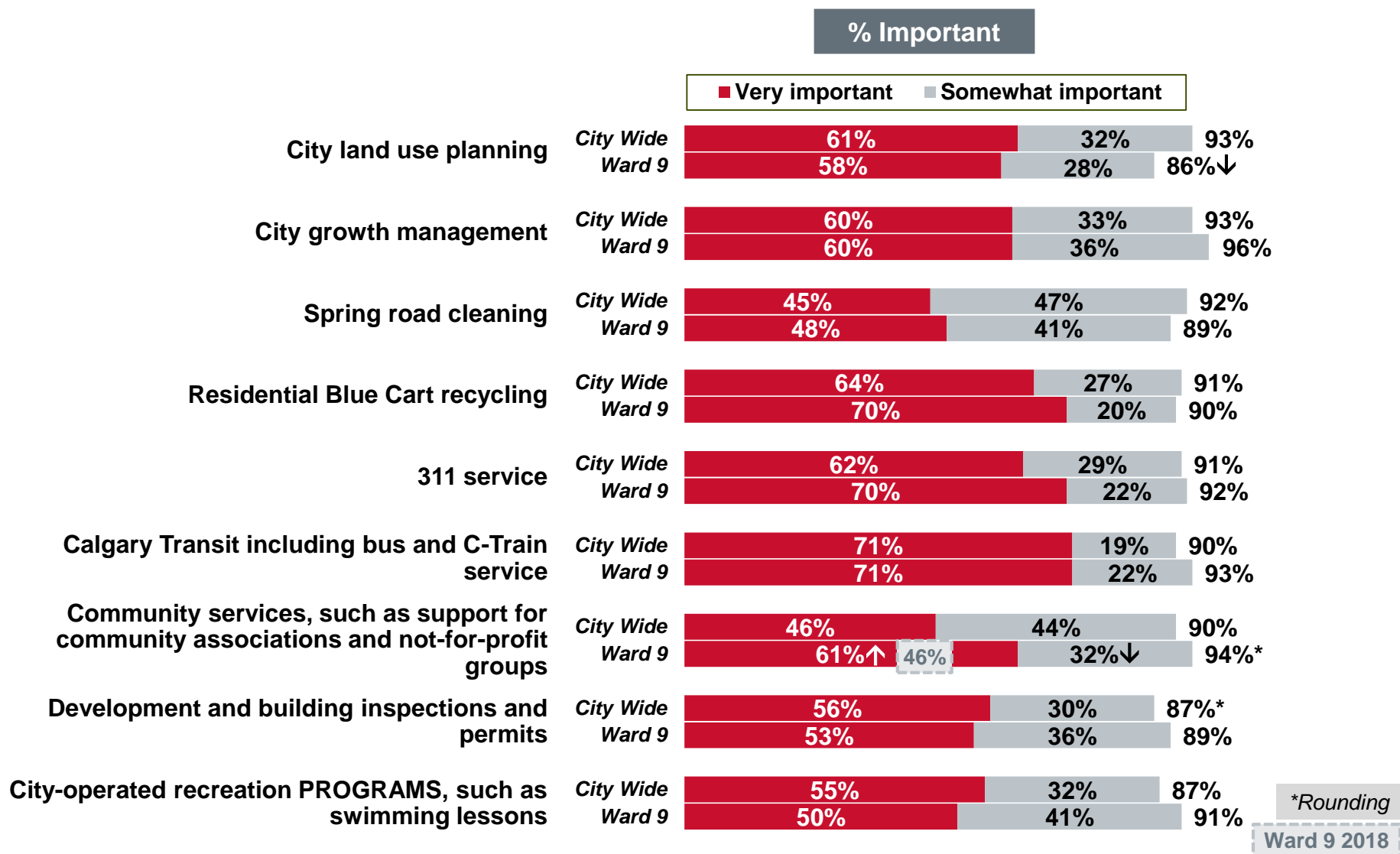
Ward 9 2018

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

*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)

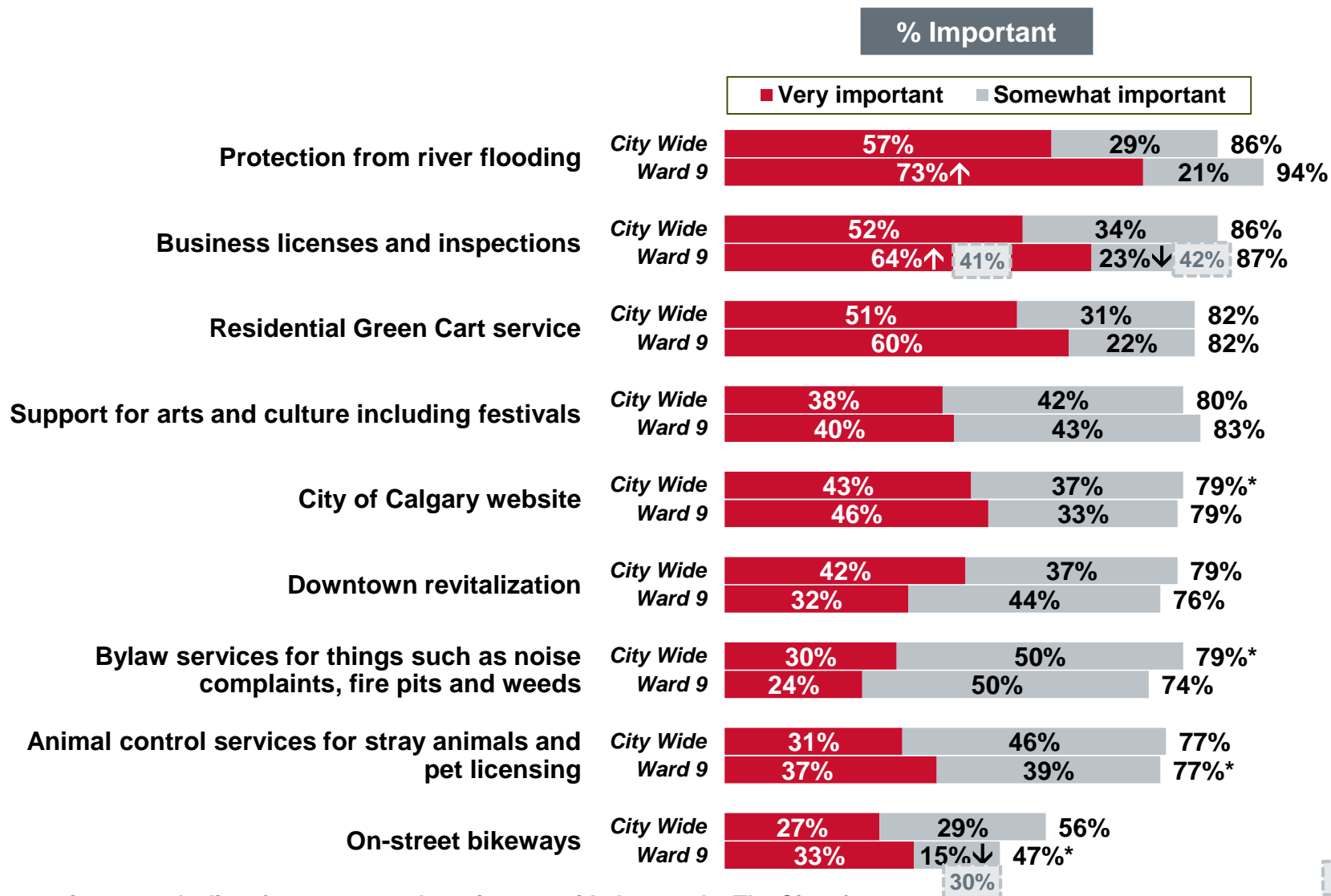


↑Statistically higher than City Wide  
↓Statistically lower than City Wide

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)

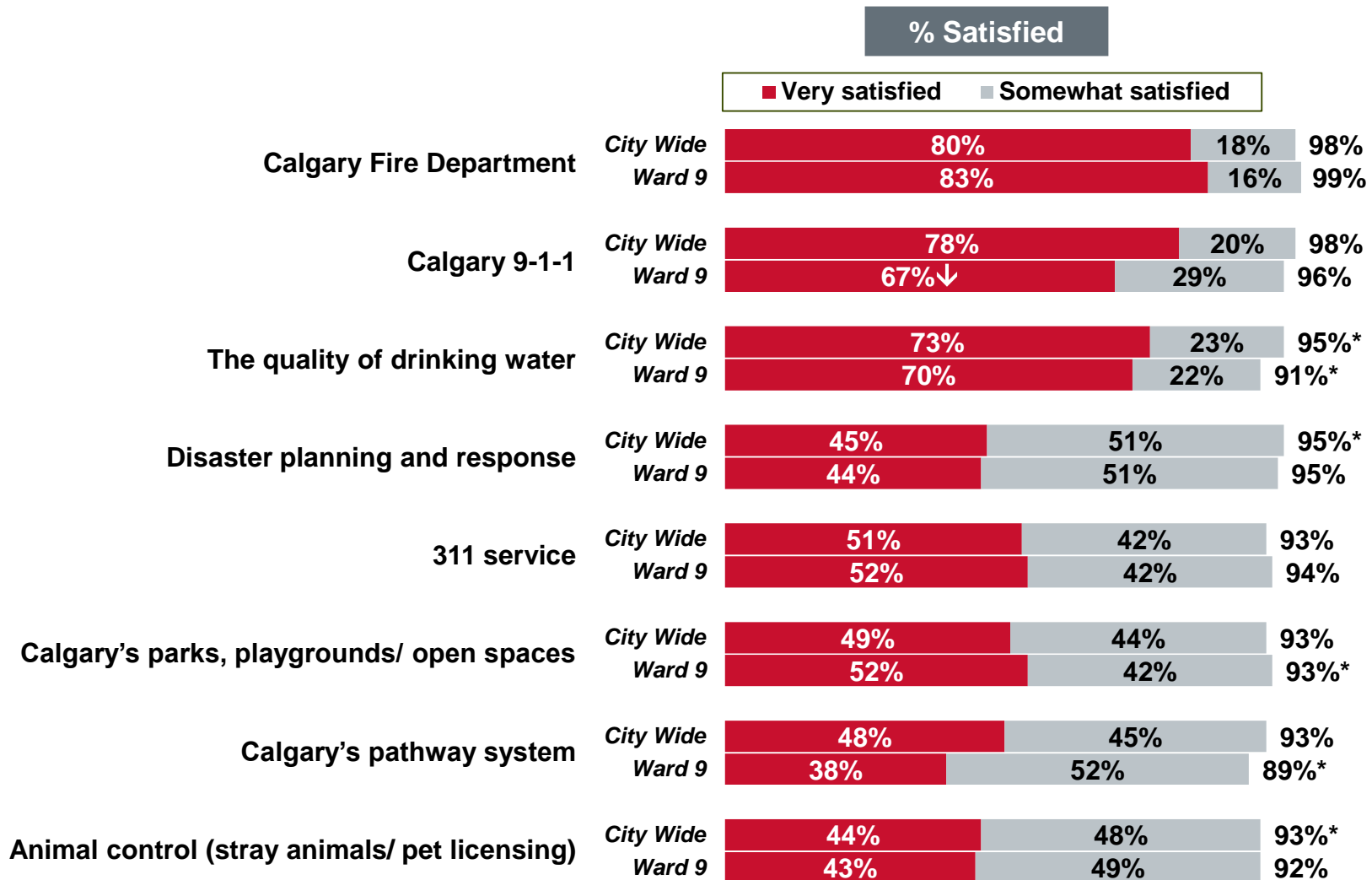
# Importance of City Programs and Services (continued)



*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

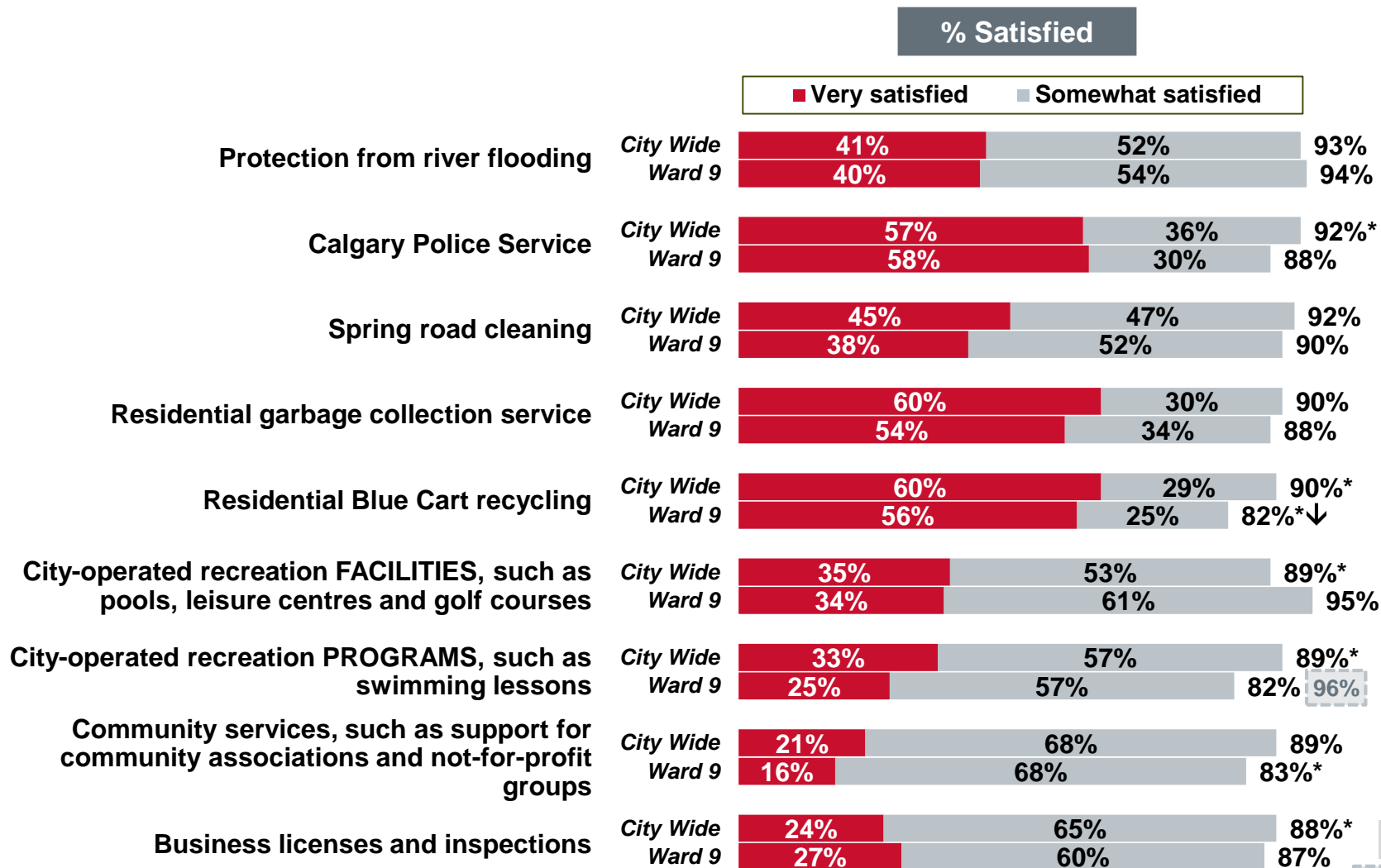


\*Rounding

*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)

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

# Satisfaction with City Programs and Services (continued)



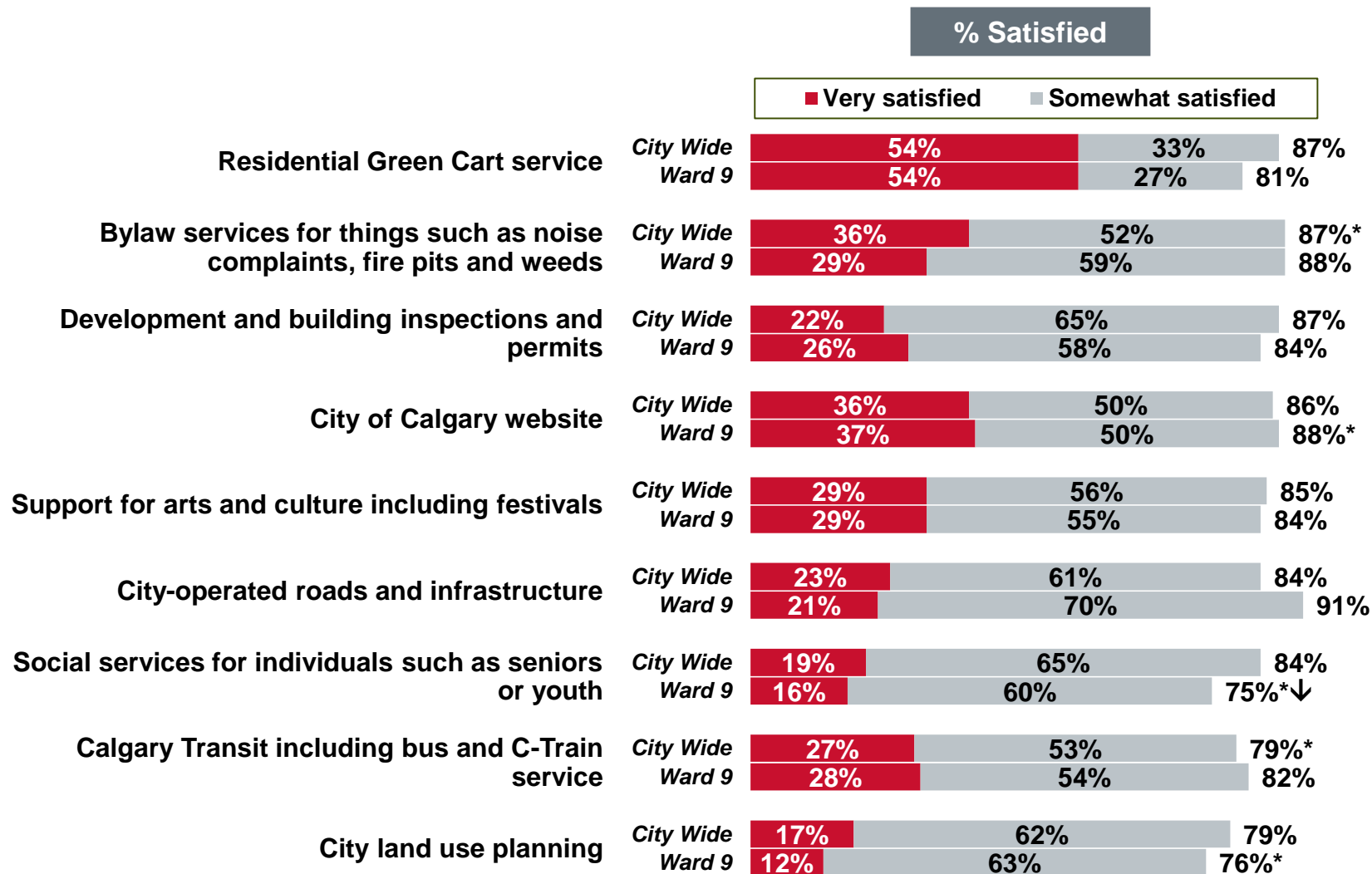
\*Rounding

Ward 9 2018

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↓ Statistically lower than City Wide

*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)

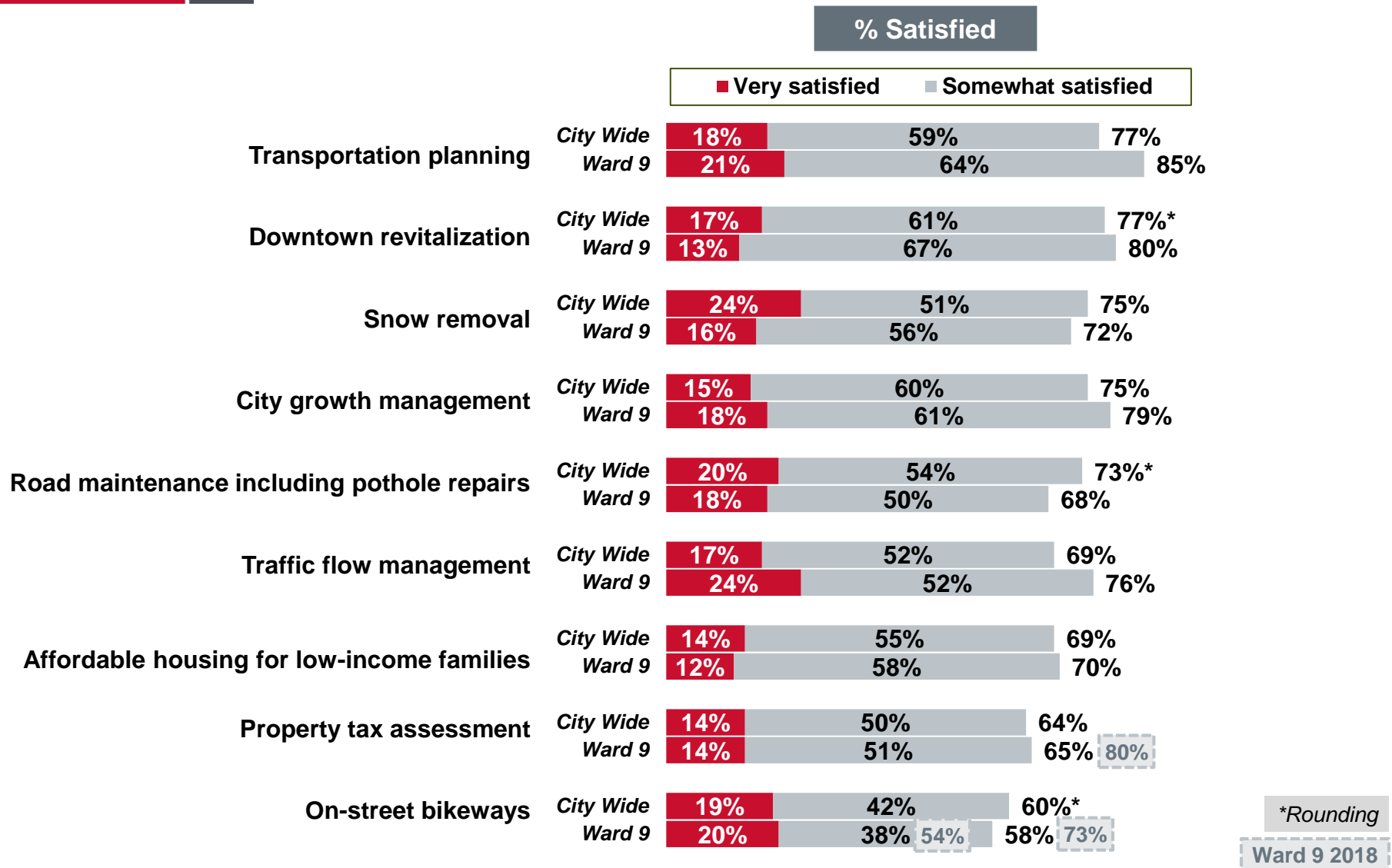


\*Rounding

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Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

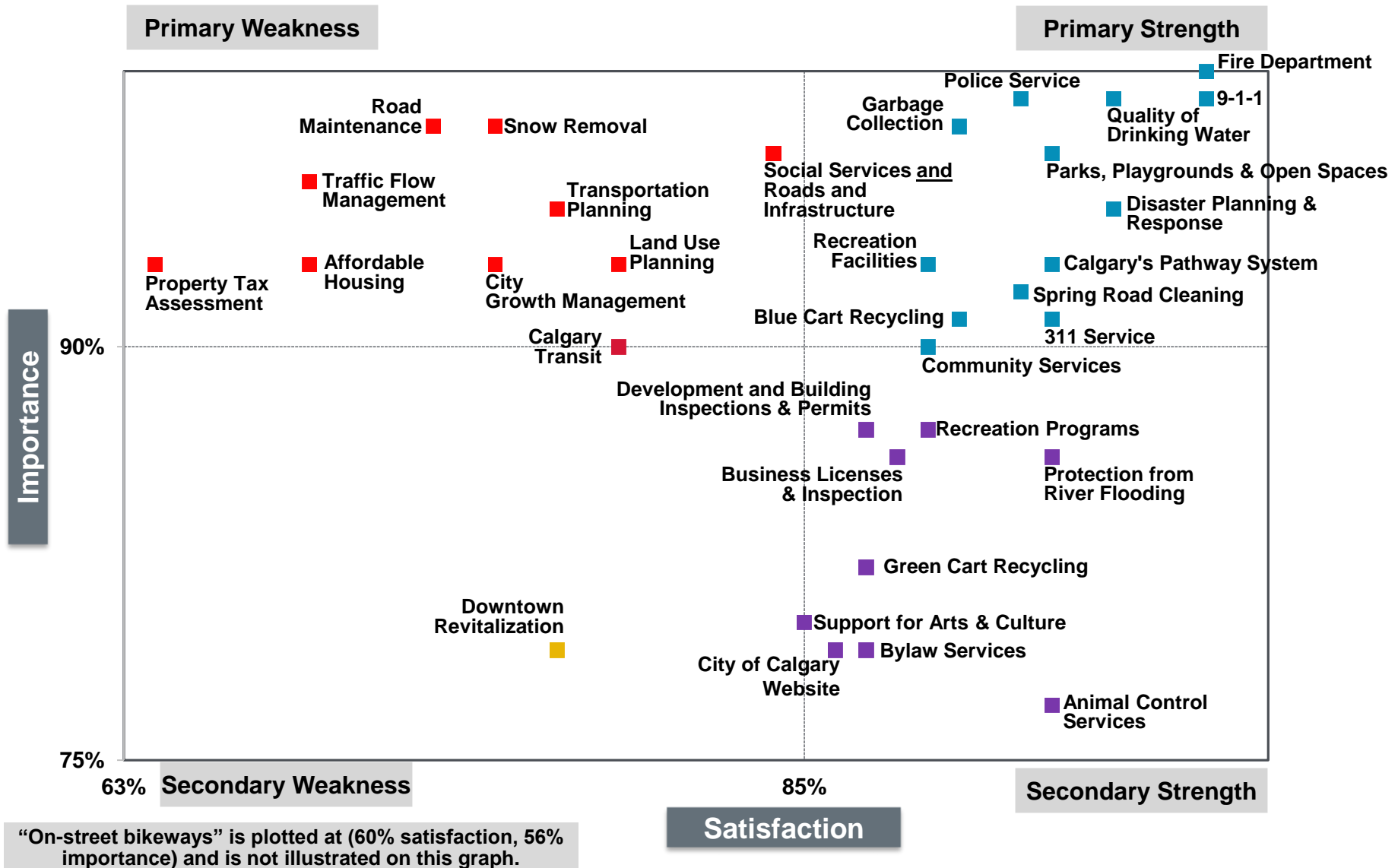
# Satisfaction with City Programs and Services (continued)



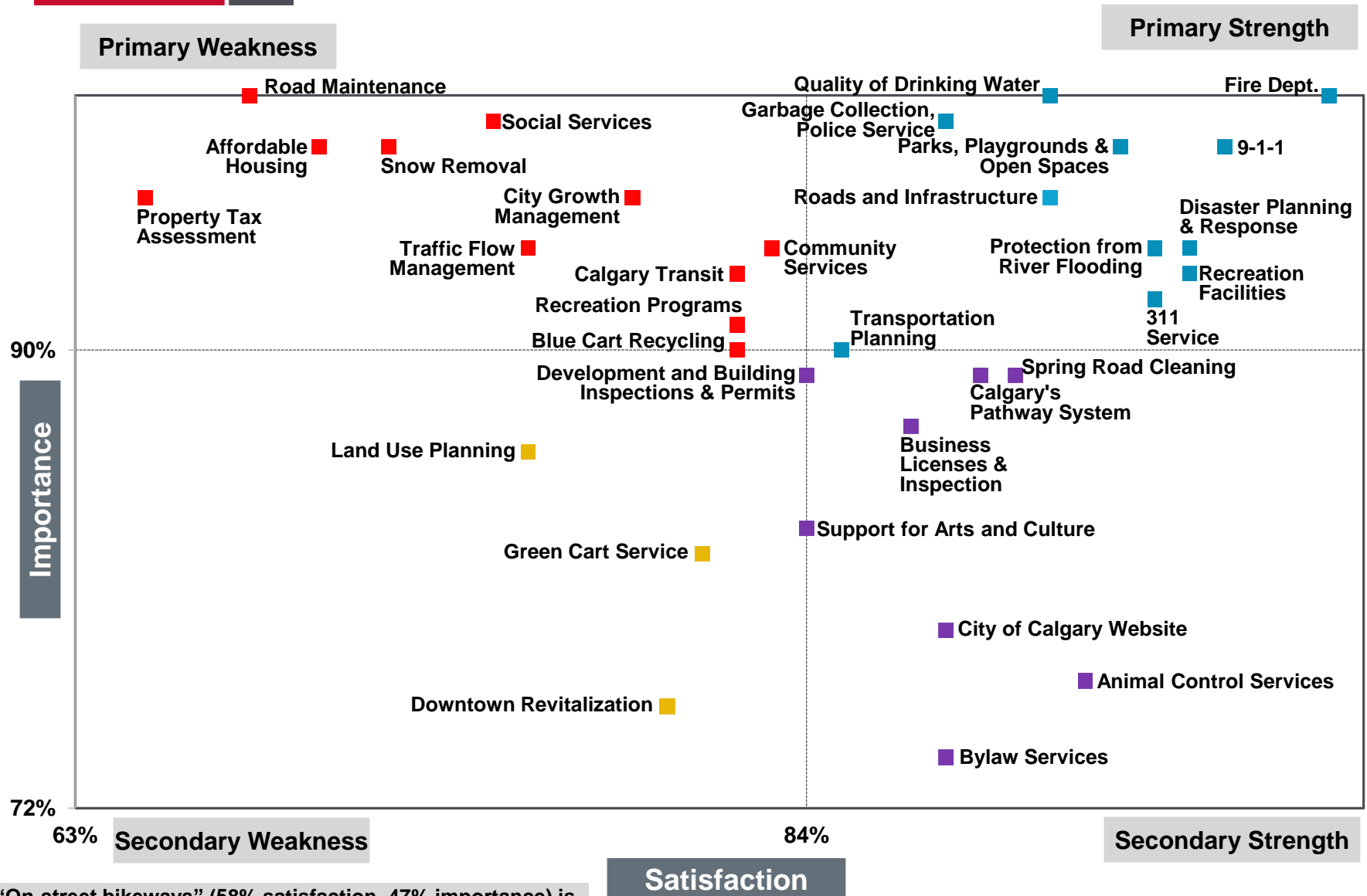
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Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

# Importance vs. Satisfaction Grid: City Wide



# Importance vs. Satisfaction Grid: Ward 9



# Primary Strengths and Weaknesses: City Wide versus Ward 9

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

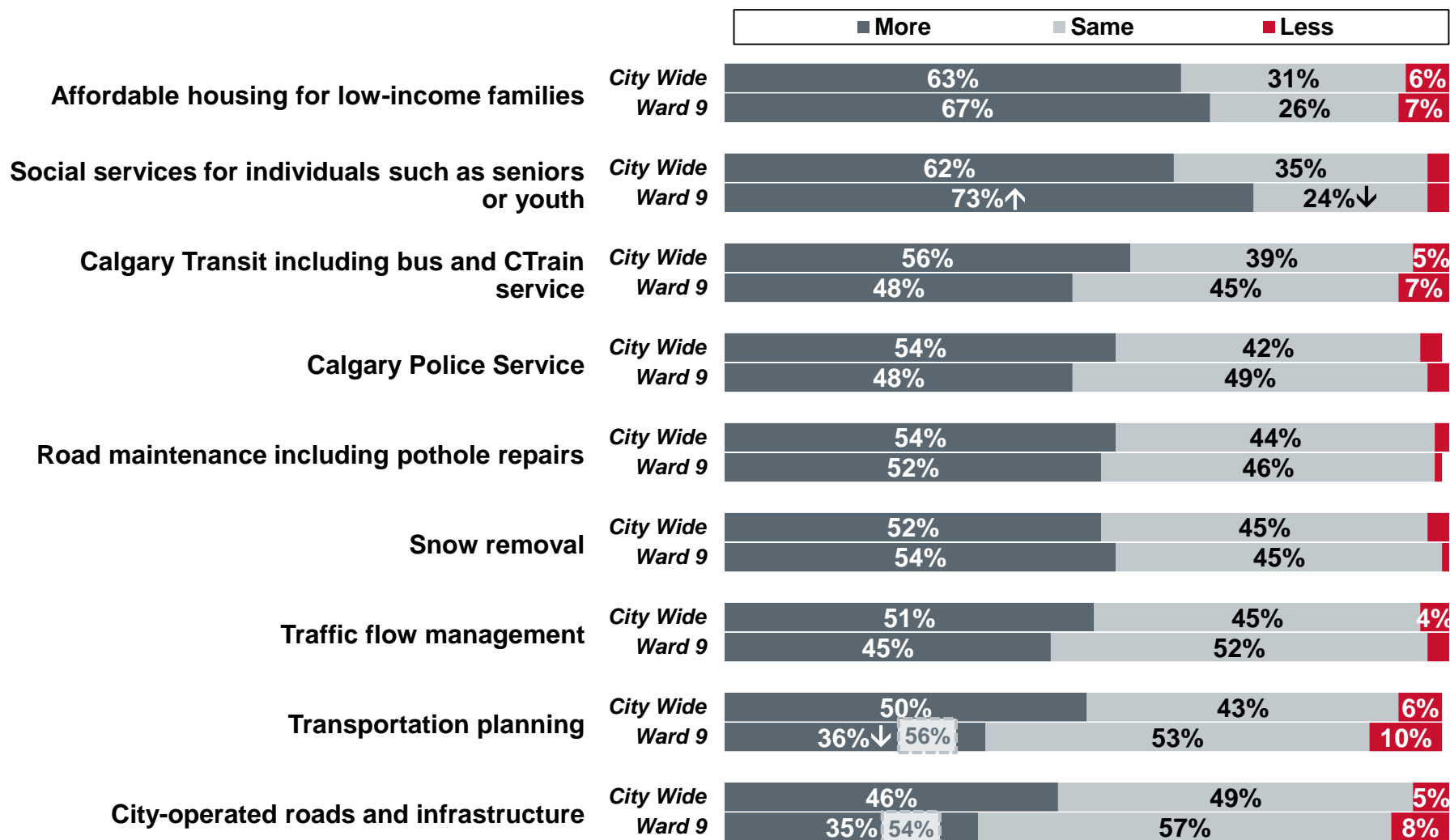
**Primary Strength**

**Primary Weakness**

**Neither (in another quadrant)**

	City Wide	Ward 9
Fire Department		
9-1-1		
Quality of Drinking Water		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Police Service		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Residential Garbage Collection		
Recreation Facilities		
311 service		
Community Services		
Social Services		
Road Maintenance		
Snow Removal		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Transportation Planning		
Roads and Infrastructure		
Calgary Transit		
City Growth Management		
Land Use Planning		
Recreation Programs		
Protection from River Flooding		

# Investment in City Programs and Services



Ward 9 2018

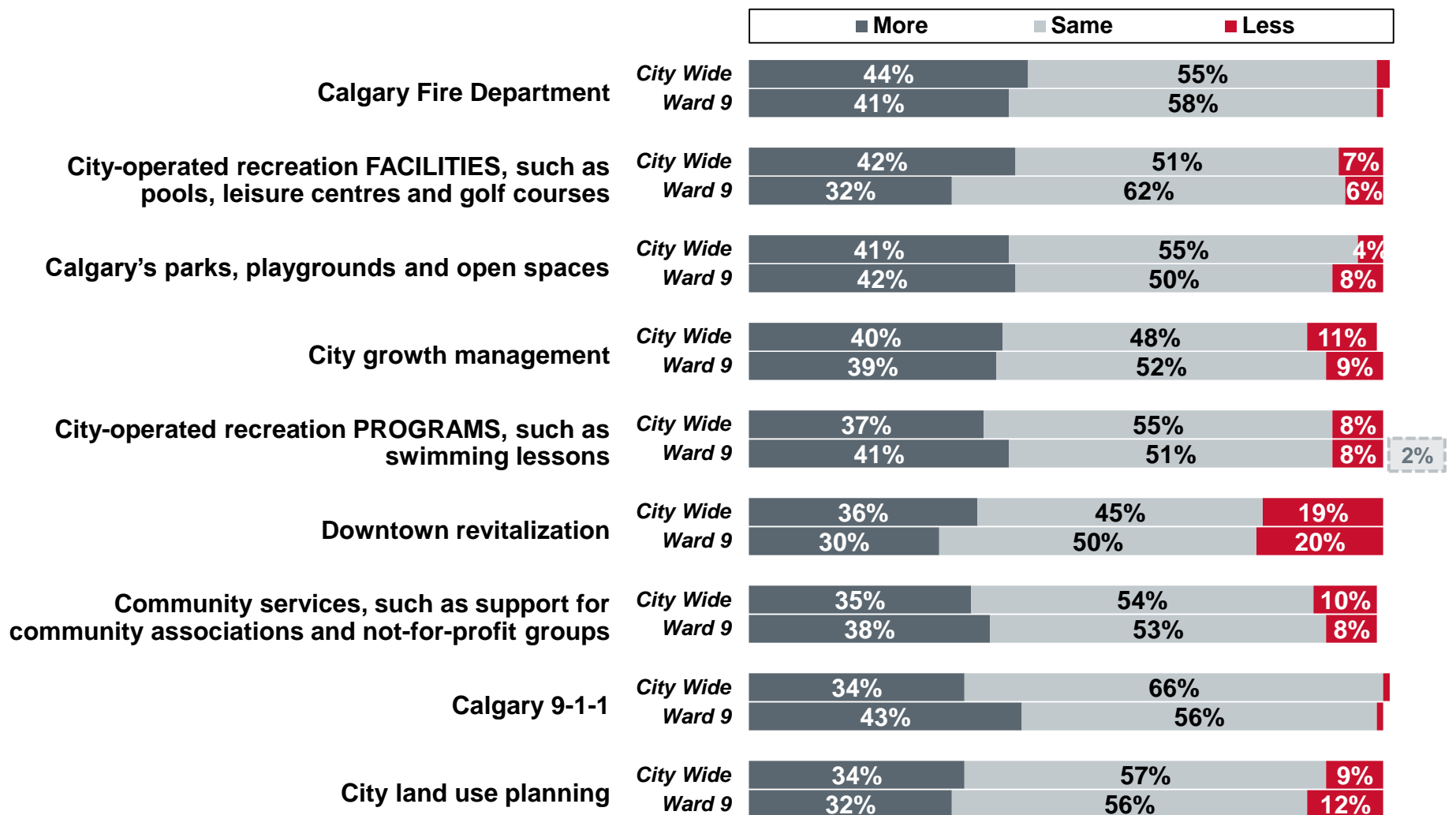
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

↑Statistically higher than City Wide  
↓Statistically lower than City Wide

# Investment in City Programs and Services (continued)



Ward 9 2018

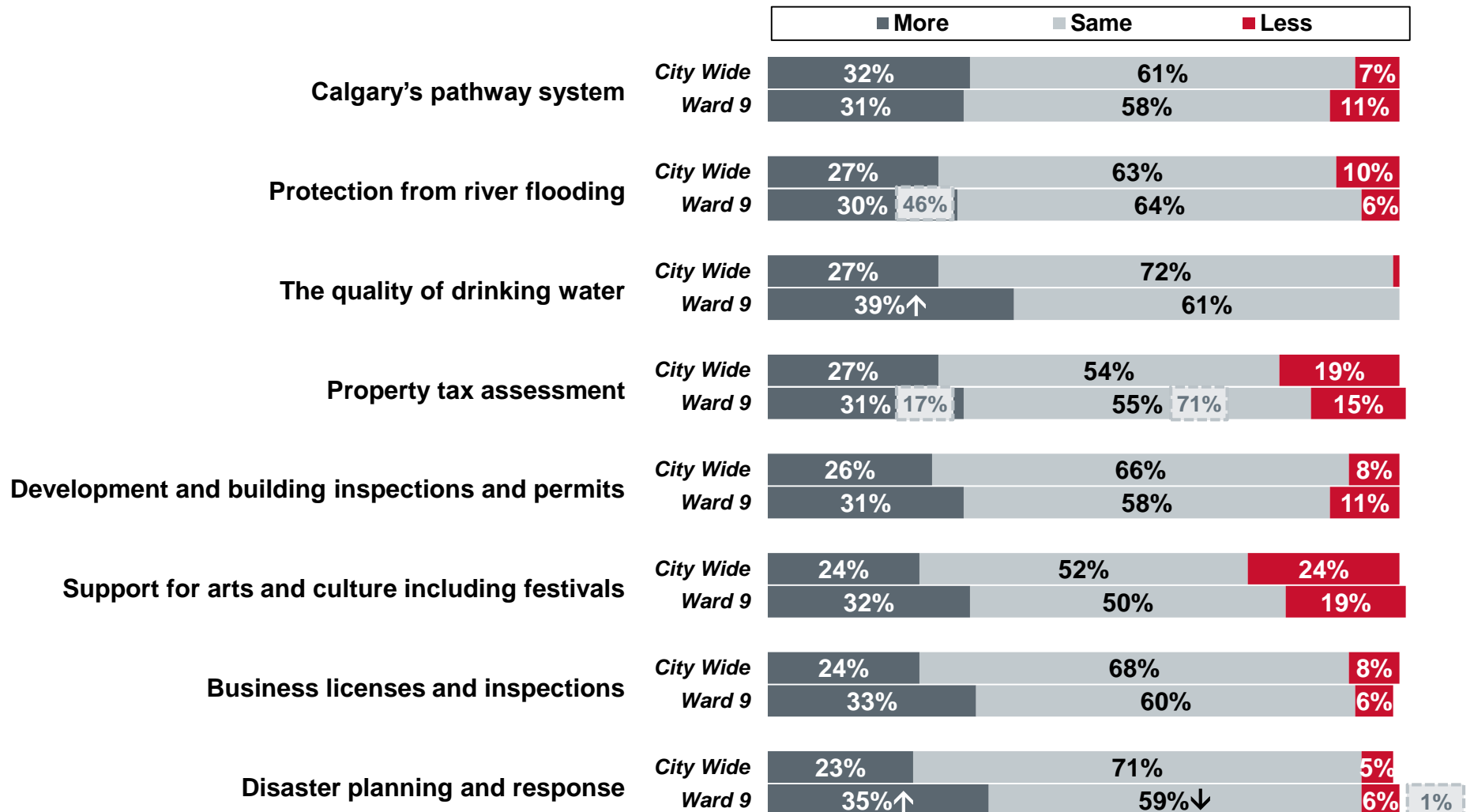
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

# Investment in City Programs and Services (continued)



Ward 9 2018

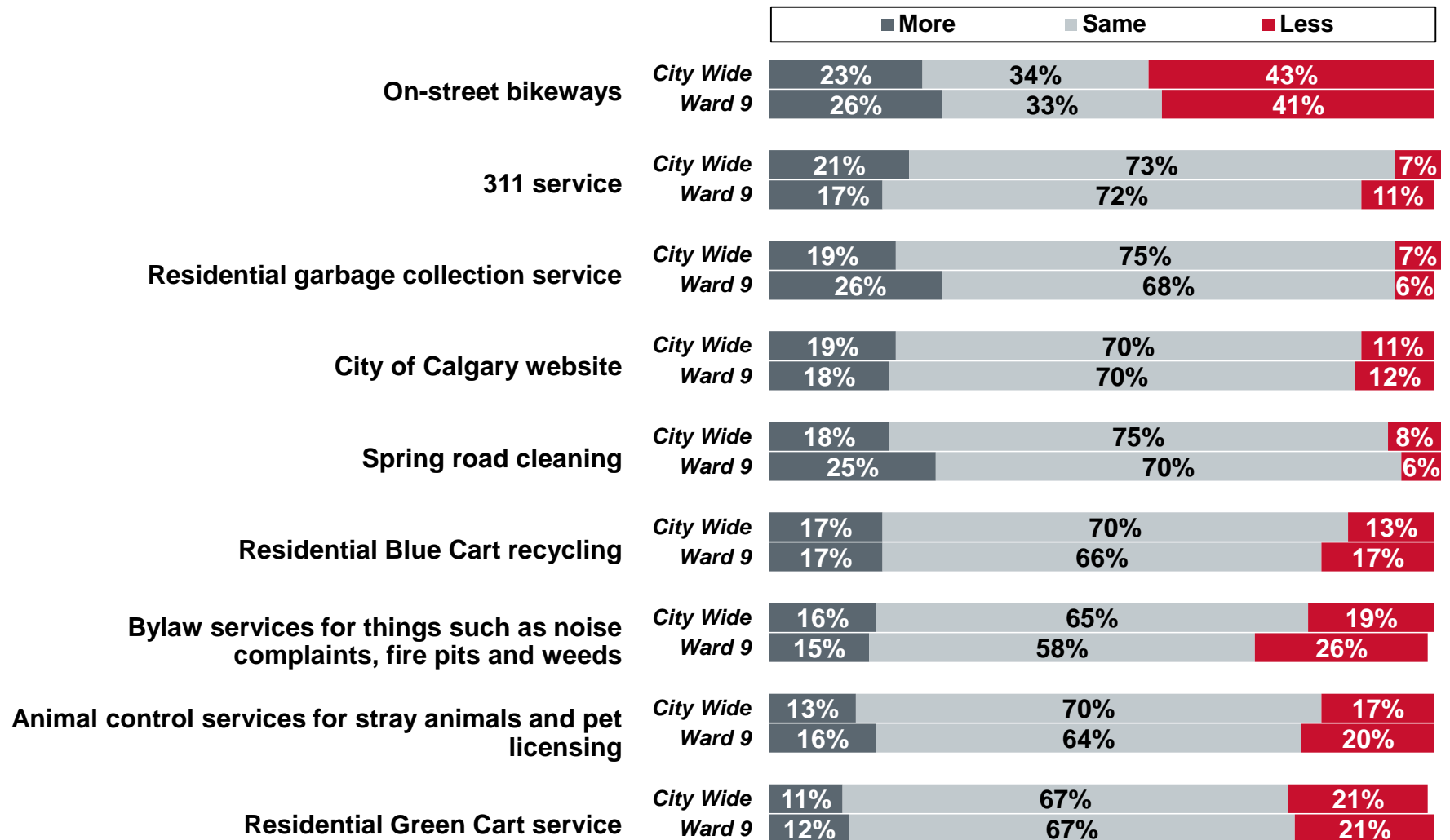
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

↑Statistically higher than City Wide  
↓Statistically lower than City Wide

# Investment in City Programs and Services (continued)



↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

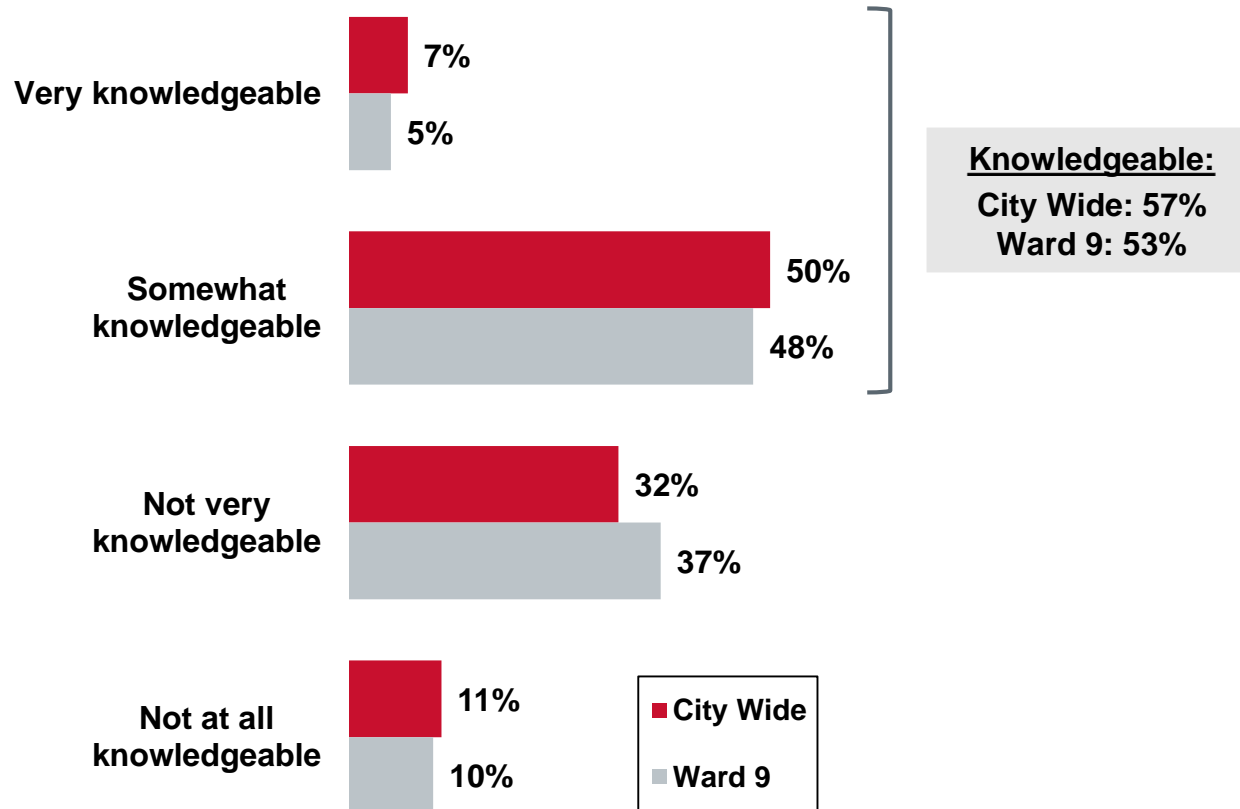
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*  
Base: Valid respondents (Bases vary)



# Taxation



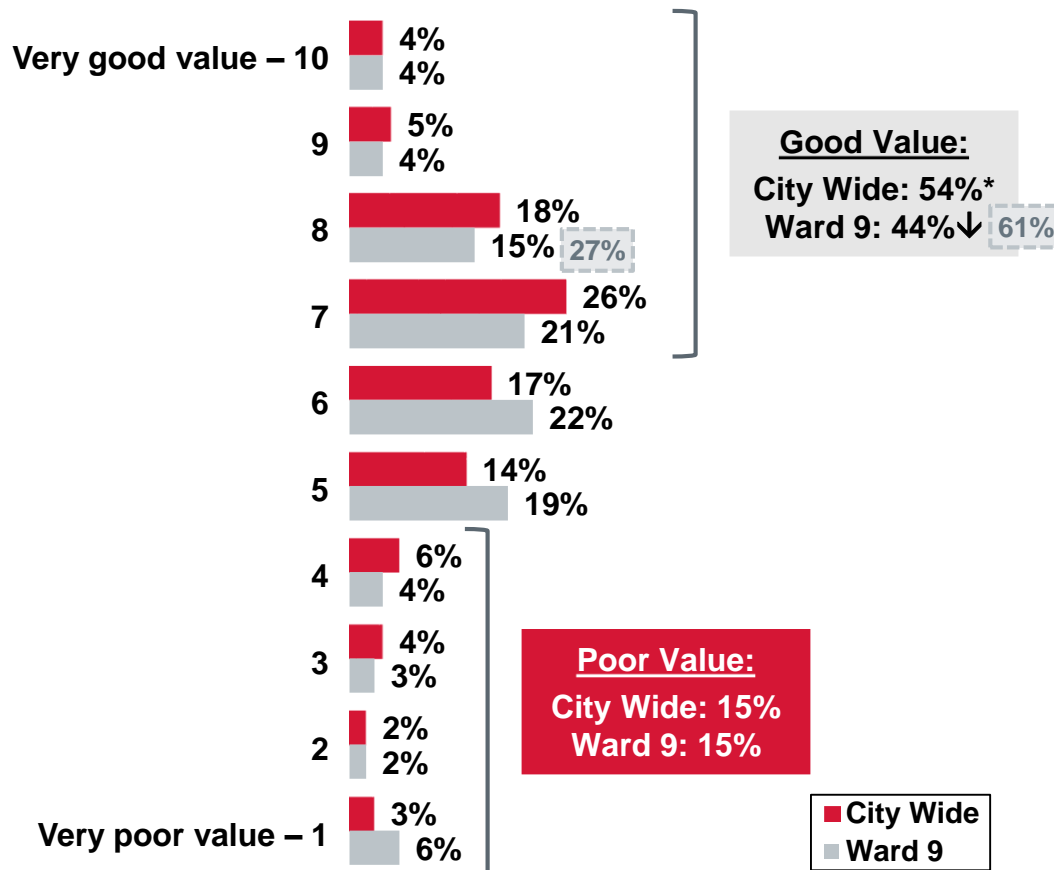
# Knowledge Levels of Tax Dollar Spending



*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=2,490 / Ward 9: n=180)

# Perceived Value of Property Taxes



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

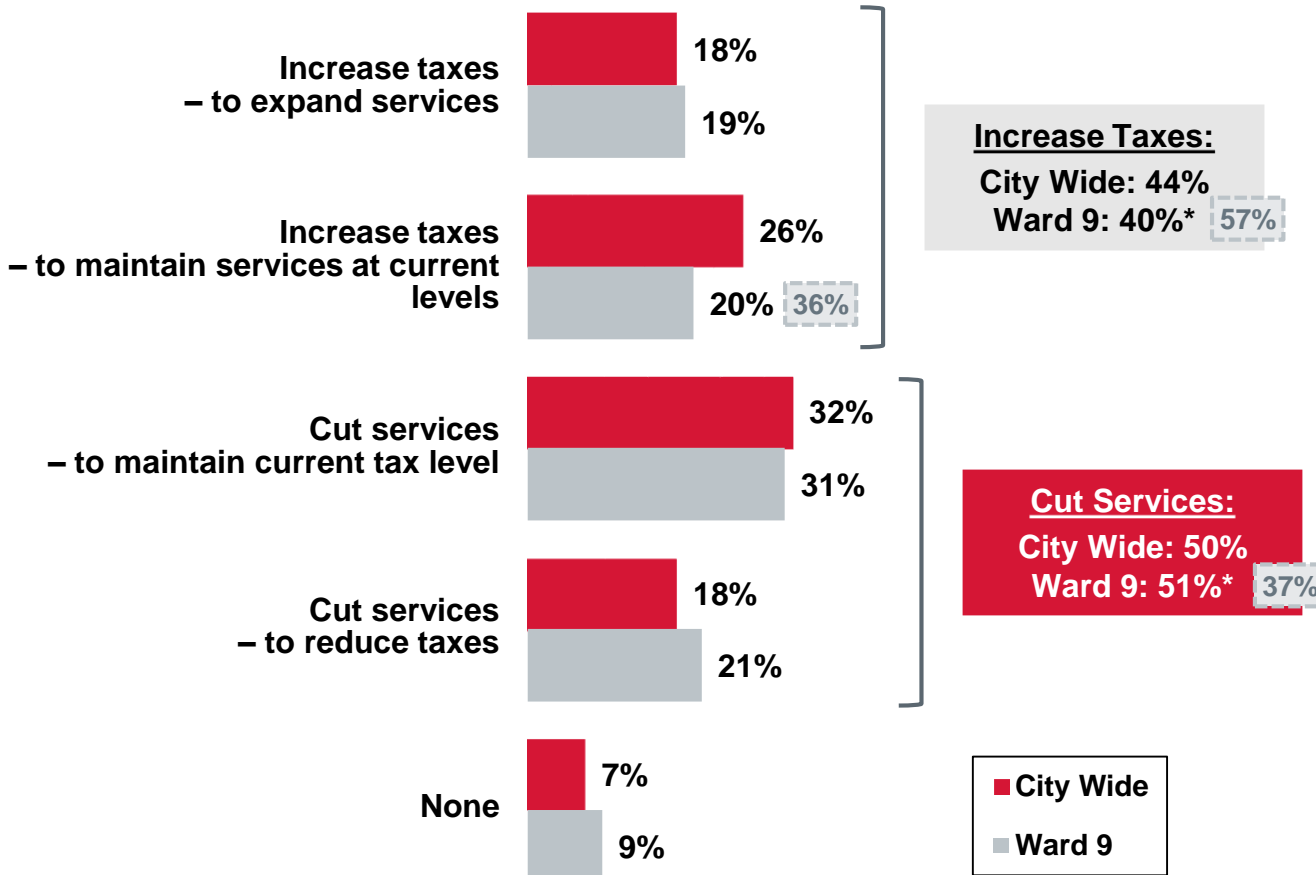
Base: Valid respondents (City Wide: n=2,450 / Ward 9: n=177)

\*Rounding

Ward 9 2018

↑Statistically higher than City Wide  
↓Statistically lower than City Wide

# Balancing Taxation and Service Delivery Levels



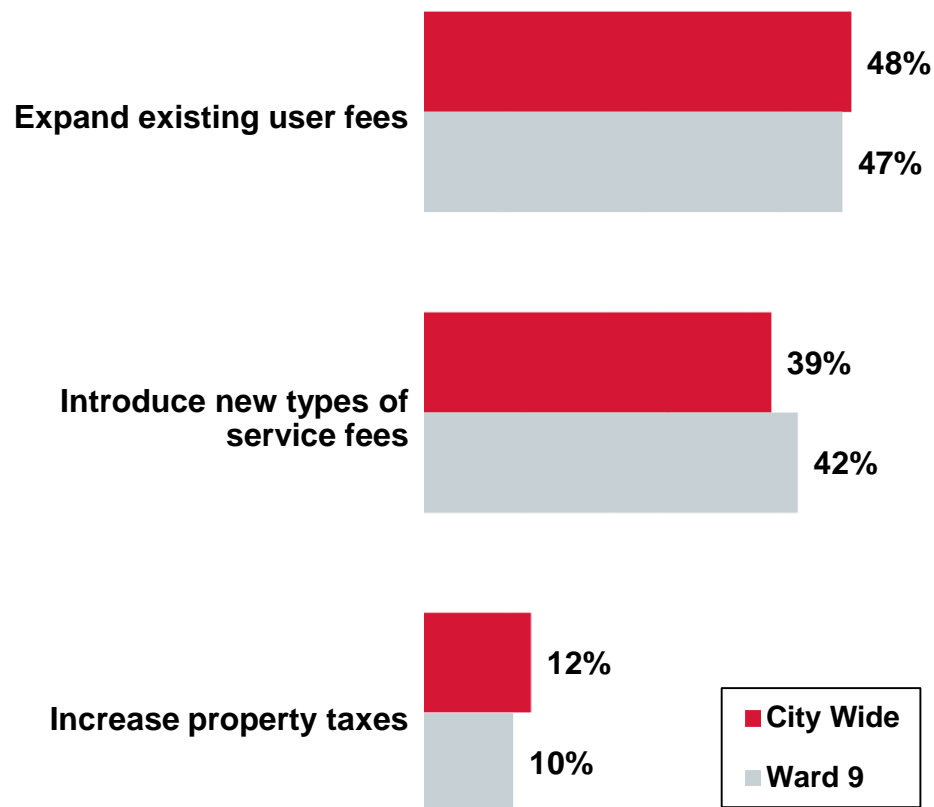
\*Rounding

Ward 9 2018

*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=2,452 / Ward 9: n=176)

# Options for Increasing City Revenue

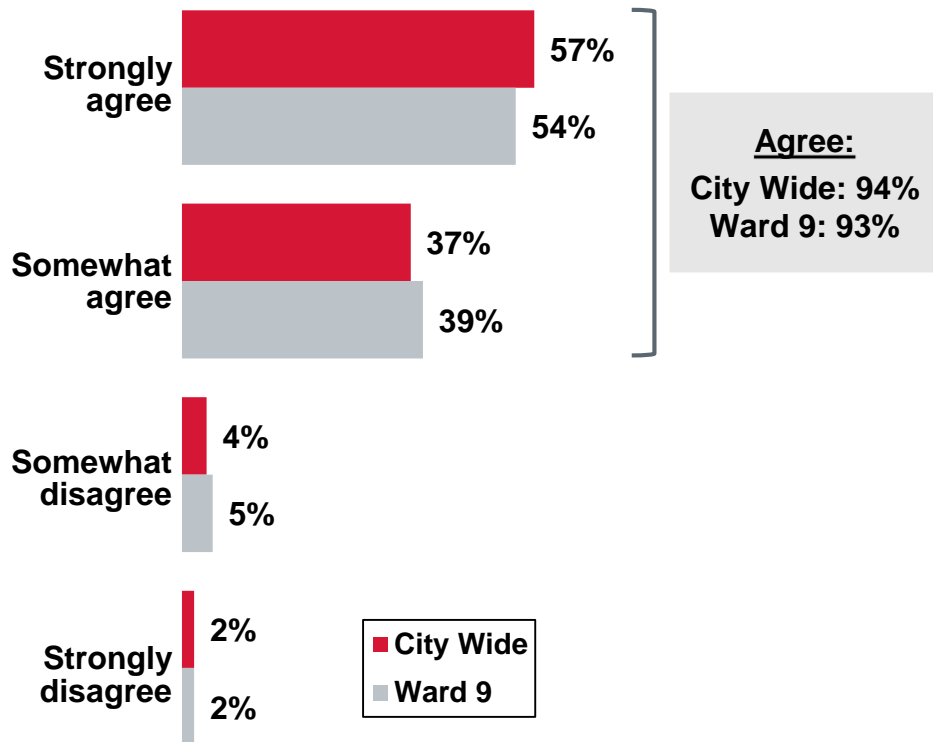


*Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?*

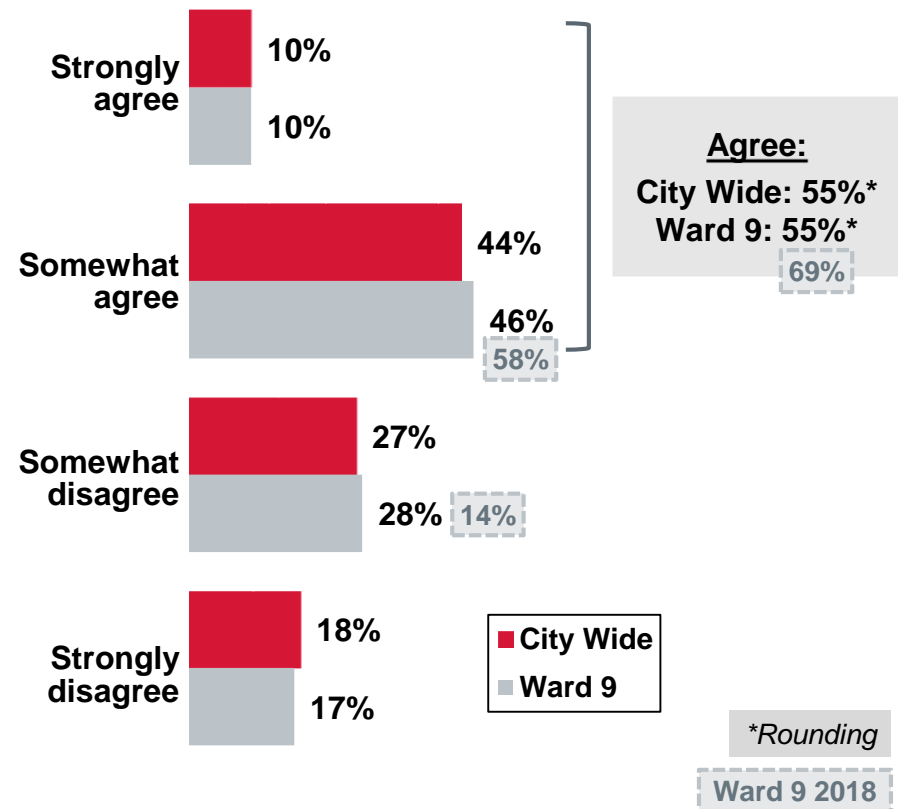
Base: Valid respondents (City Wide: n=2,297 / Ward 9: n=163)

# 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*



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

Base: Valid respondents (City Wide: n=2,487 / Ward 9: n=179)

Base: Valid respondents (City Wide: n=2,465 / Ward 9: n=180)

# Definition of 'Value for Taxpayer Dollars'

Multiple responses

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

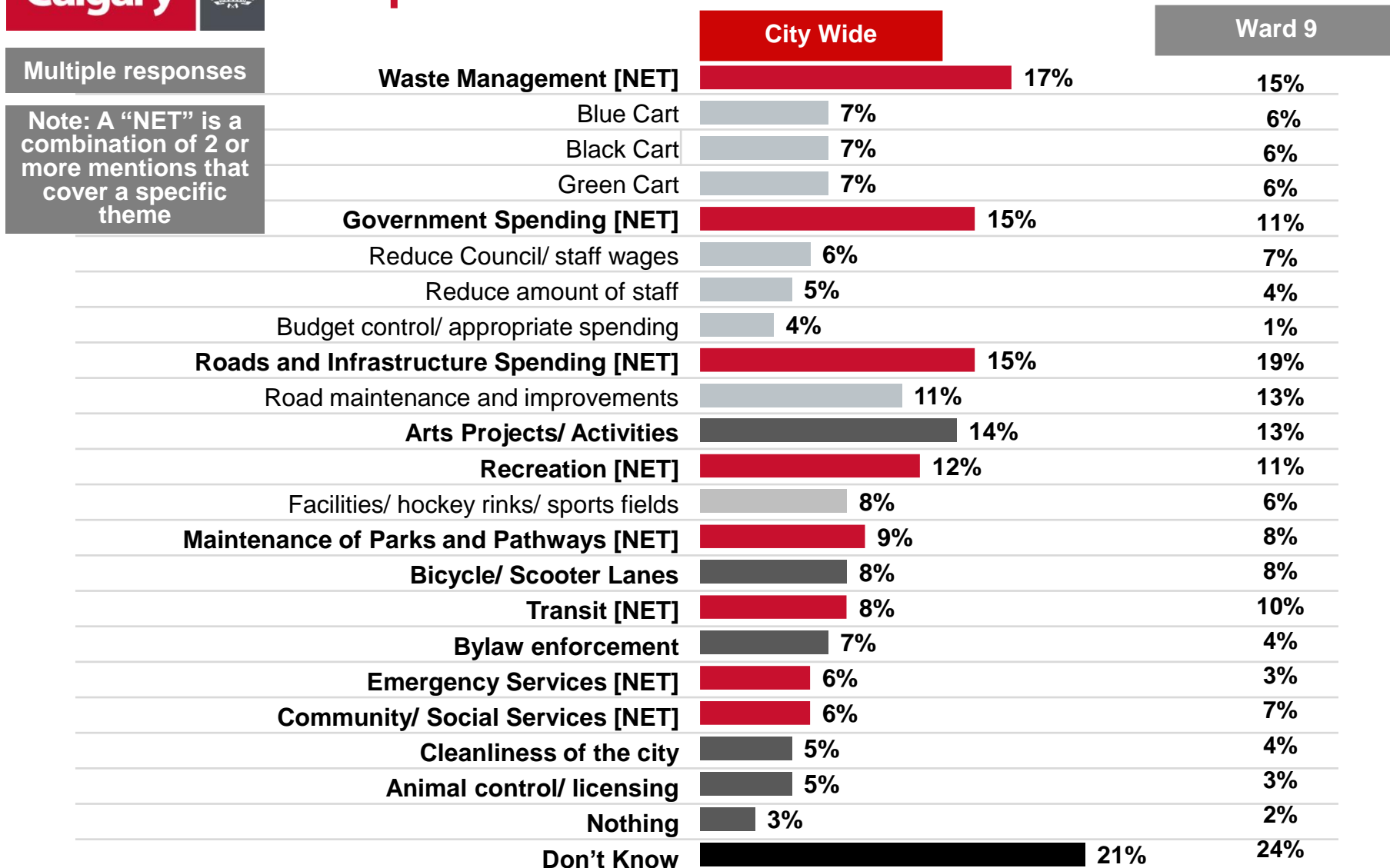
	City Wide	Ward 9
<b>Good Quality of Services [NET]</b>	<b>51%</b>	<b>46%</b>
Good/ quality services	17%	16%
Meets every need	12%	8%
Satisfied/ happy with services	9%	8%
Quick/ prompt/ fast service	8%	10%
Effective/ works well	4%	3%
Complete/ all-inclusive service	3%	2%
<b>Appropriate Spending [NET]</b>	<b>49%</b>	<b>44%</b>
Low cost/ affordable	14%	12%
You get what you pay for	14%	15%
Appropriate spending of taxes	13%	11%
Job is being done efficiently	11%	7%
Good value (unspecified)	4%	4%
Getting reasonable return on investment	3%	2%
<b>Good Customer Service [NET]</b>	<b>12%</b>	<b>11%</b>
Helpful	3%	3%
<b>Accessible/ Convenient Services [NET]</b>	<b>10%</b>	<b>8%</b>
Accessible/ available services	8%	7%
Convenient/ easy to use	3%	2%
<b>Provision of Specific Services [NET]</b>	<b>9%</b>	<b>9%</b>
<b>Transparency [NET]</b>	<b>3%</b>	<b>4%</b>
<b>Value is in what's important to people</b>	<b>3%</b>	<b>7% ↑</b>
<b>Don't Know</b>	<b>6%</b>	<b>9%</b>

*New Question in Fall 2019: When it comes to the services The City of Calgary provides, what does 'value' mean to you? In other words, if you say you're 'getting good value' for a service, what does that mean?* Base: Valid respondents (City Wide: n=2,502 / Ward 9: n=181)

↑Statistically higher than City Wide  
↓Statistically lower than City Wide

NET mentions of <3% are not shown

# Proposed Service Reductions



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

**New Question in Fall 2019:** Of all the services you know of that are provided by The City of Calgary, name up to three services that you would propose to have a service reduction in order to save costs. Base: Valid respondents (City Wide: n=2,502 / Ward 9: n=181)

NET mentions of <5% are not shown

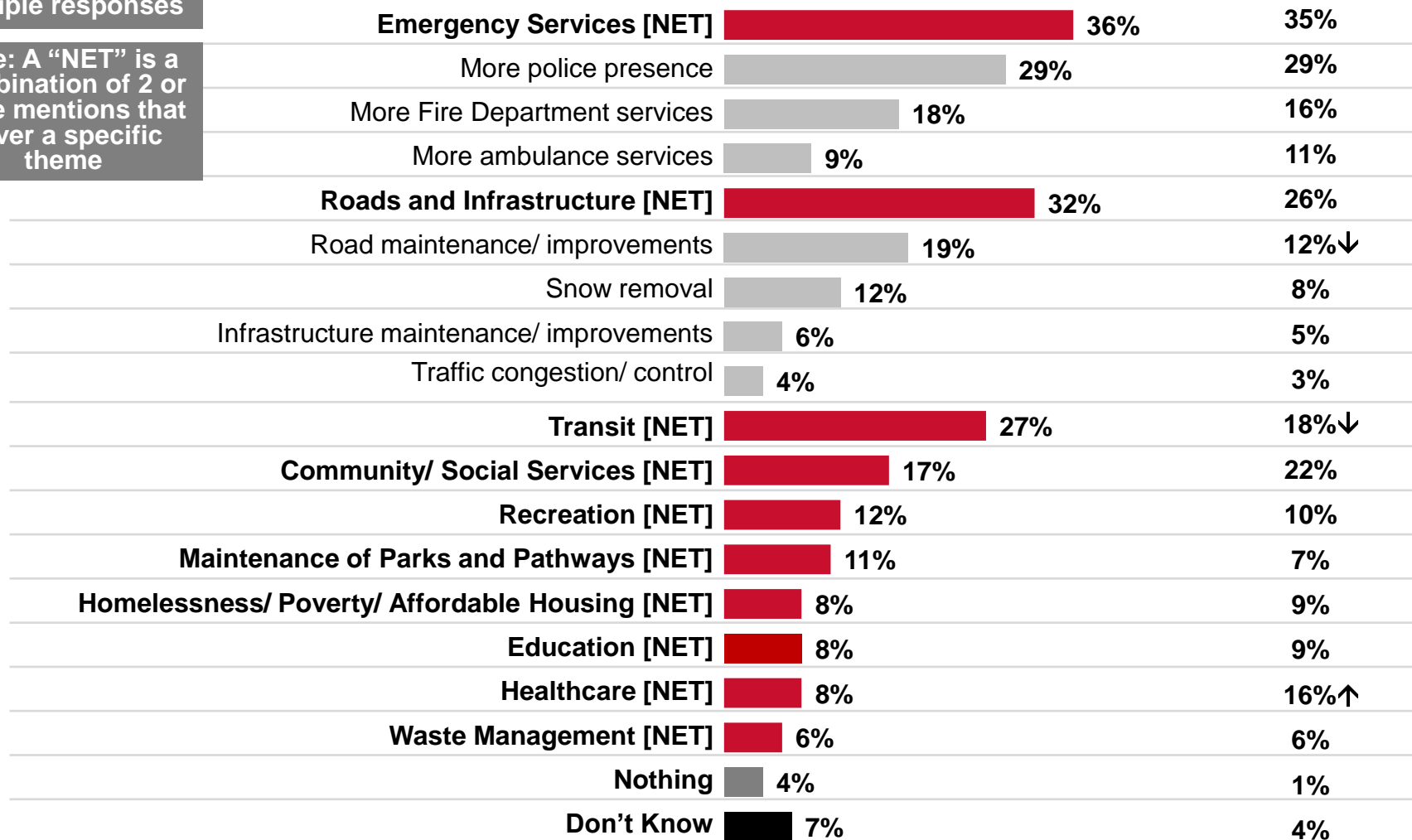
# Proposed Service Increases

Multiple responses

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

City Wide

Ward 9



↑Statistically higher than City Wide  
↓Statistically lower than City Wide

NET mentions of <6% are not shown

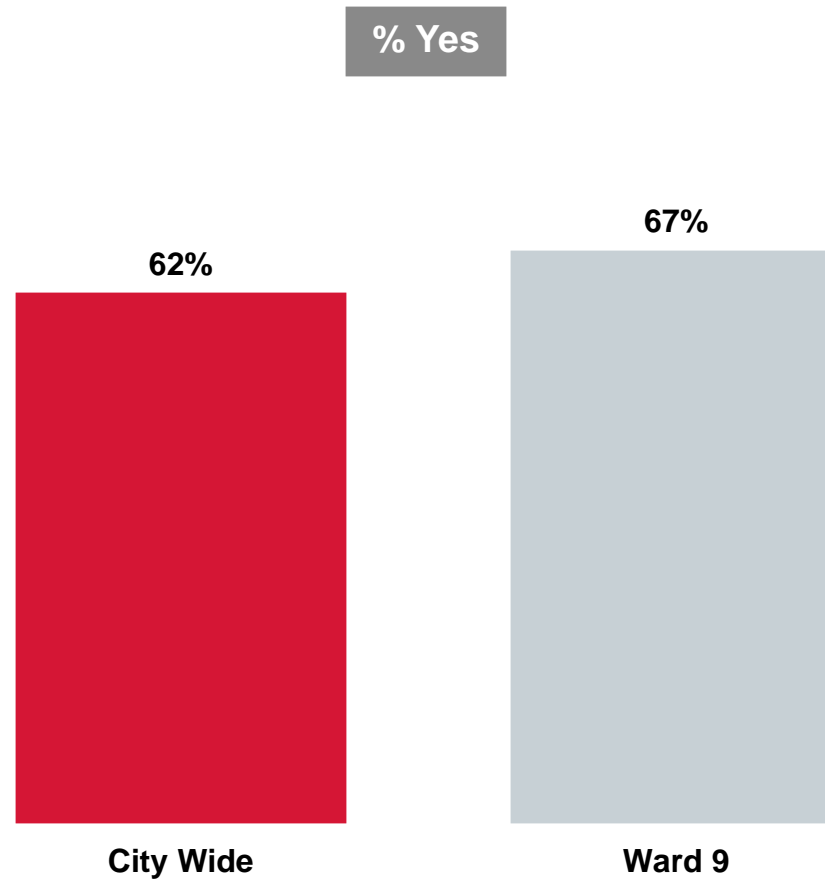
*New Question in Fall 2019: Again, considering all the services that you know The City of Calgary provides, name up to three services that you would propose to spend more on to receive an increase in service.* Base: Valid respondents (City Wide: n=2,502 / Ward 9: n=181)



## **Contact with The City and Customer Service**



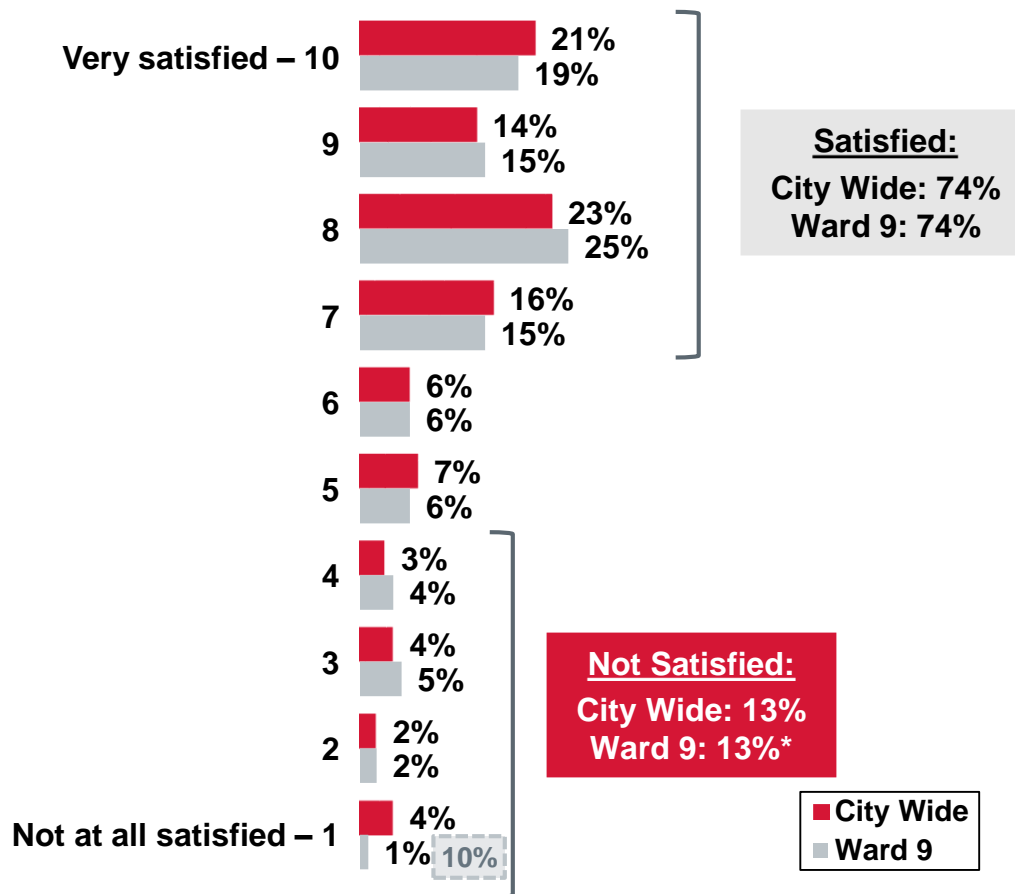
# Past 12 Months Contact with The City of Calgary



*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=2,483 / Ward 9: n=180)

# 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?

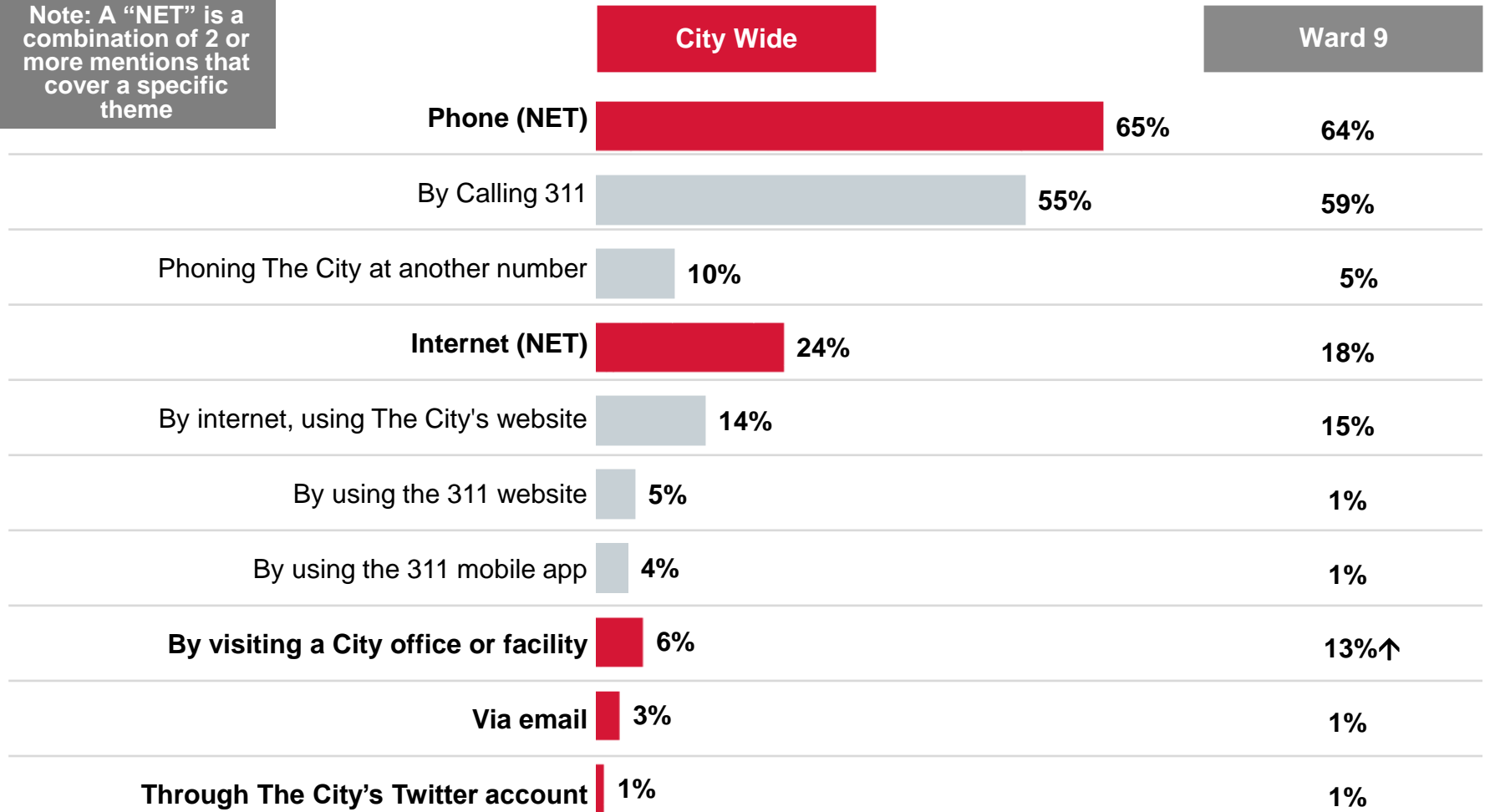
Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,581 / Ward 9: n=122)

\*Rounding

Ward 9 2018

# Type of Contact

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



↑Statistically higher than City Wide  
↓Statistically lower than City Wide

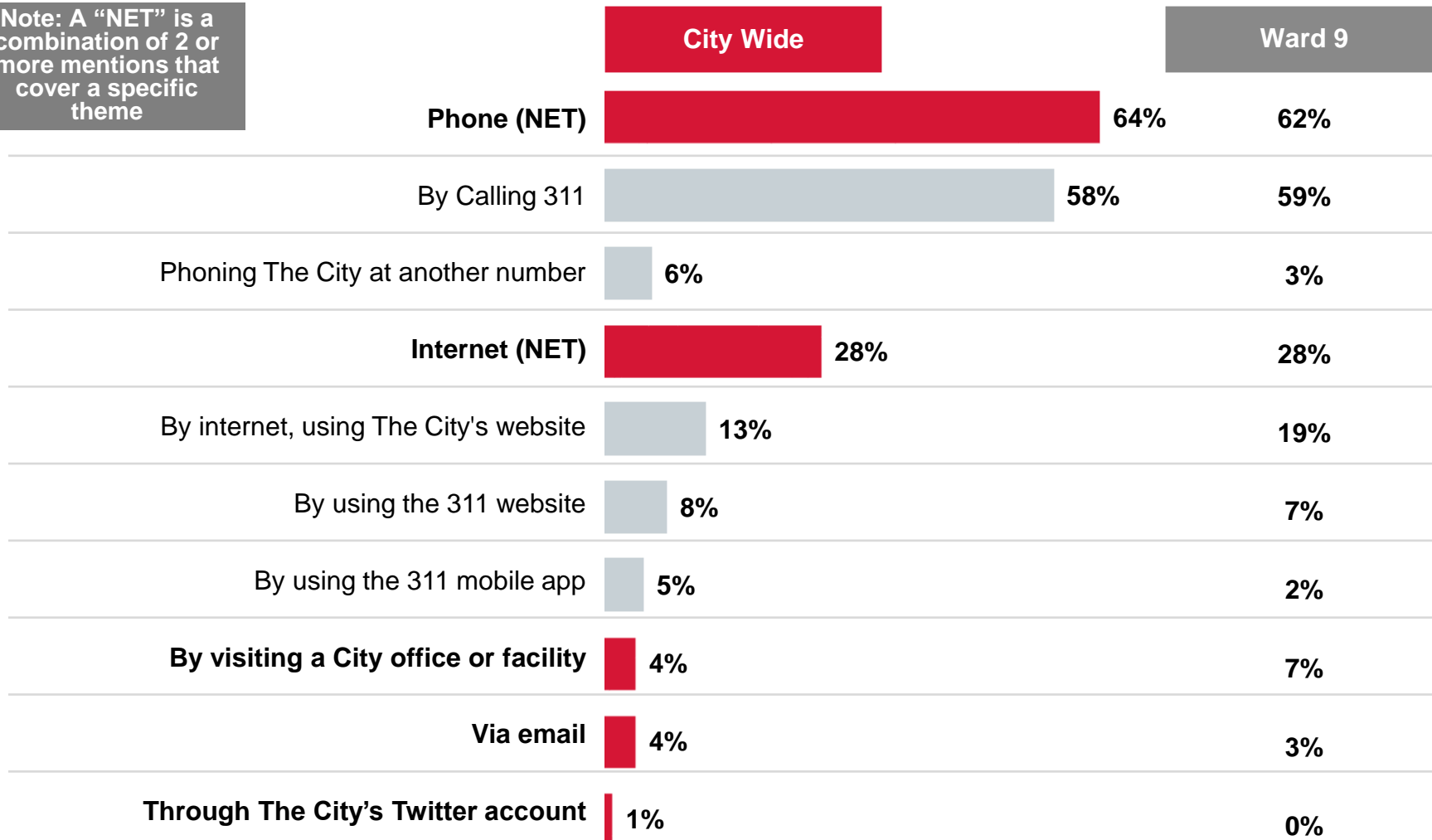
Mentions of <1% are not shown

*When you contacted The City was it... ?*

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,075 / Ward 9: n=82)

# Preferred Method of Contact

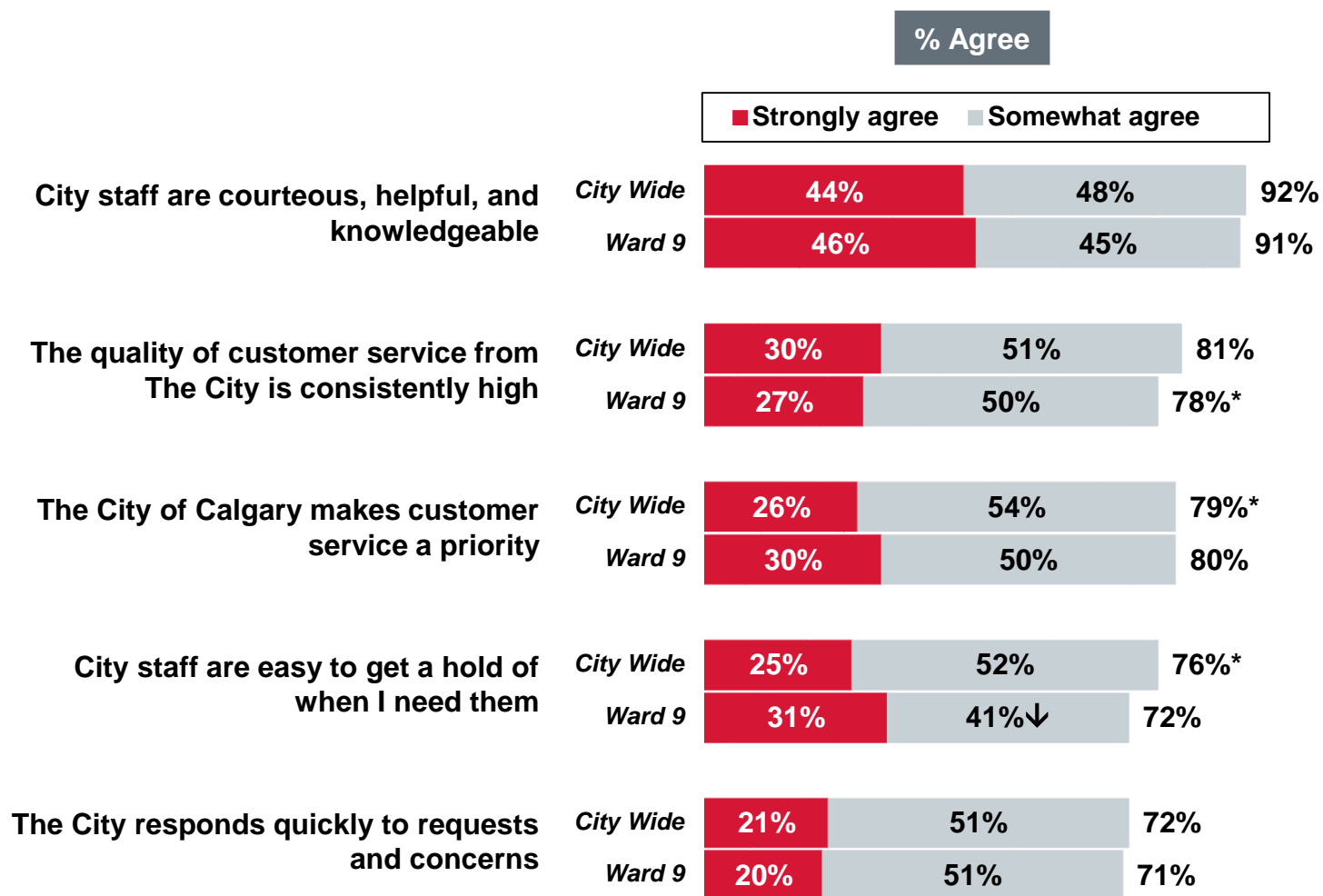
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



*New Question in Fall 2019: What is your preferred way of contacting The City?*

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,076 / Ward 9: n=83)

# Attitudes Regarding Customer Service



\*Rounding

↑Statistically higher than City Wide  
↓Statistically lower than City Wide

*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?*

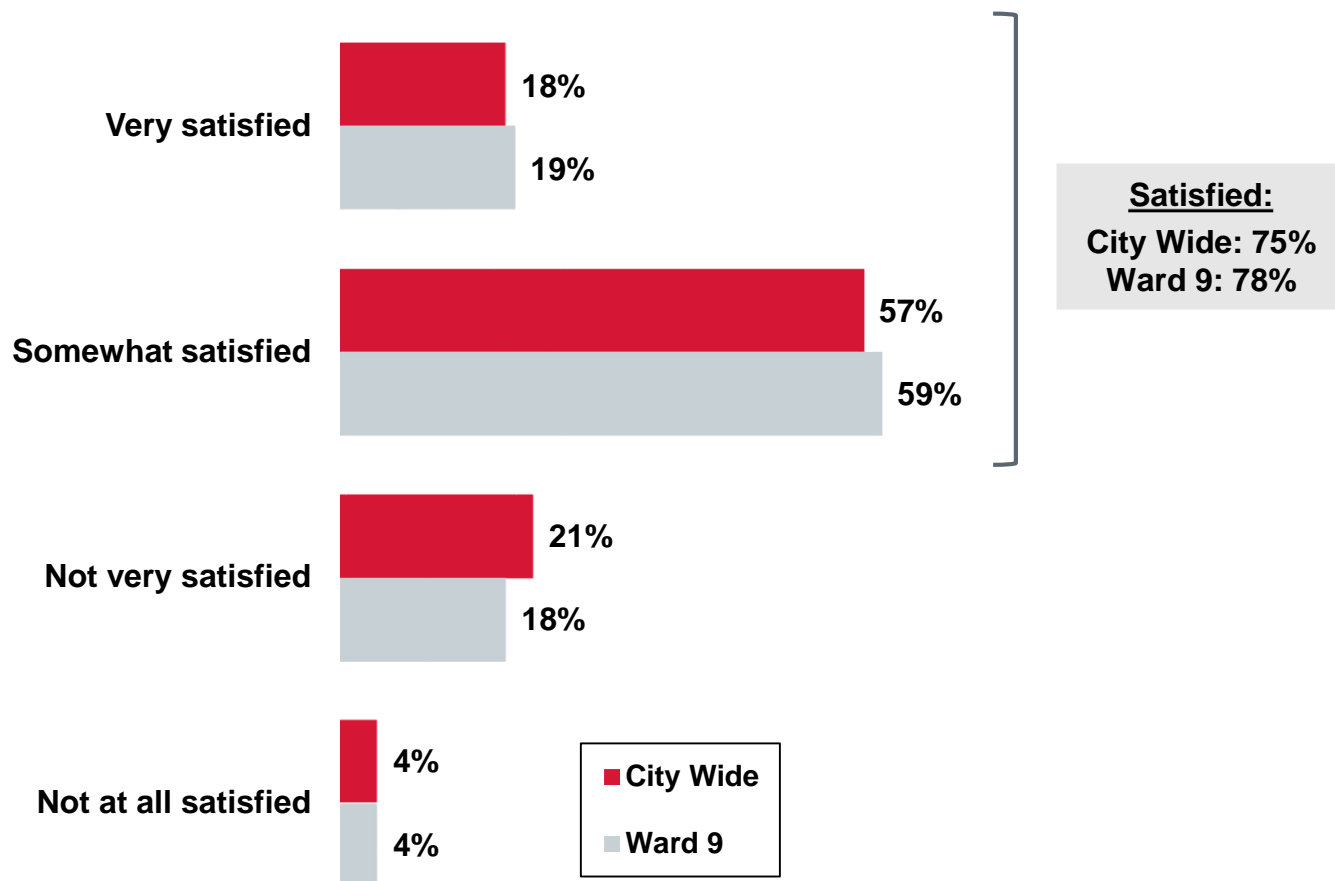
Base: Valid respondents (Bases vary)



## City Communications



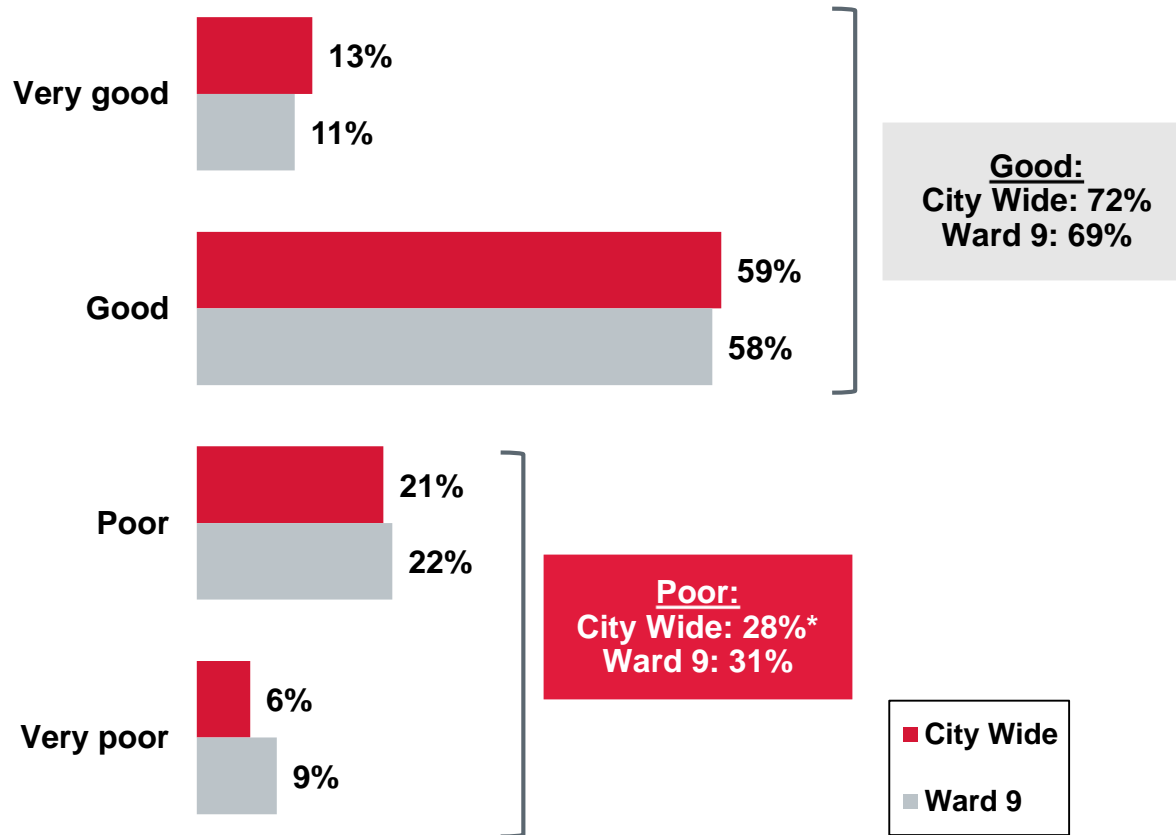
# Satisfaction with the Overall Quality of City Information and Communications



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

Base: Valid respondents (City Wide: n=2,492 / Ward 9: n=180)

# Overall Communications from The City

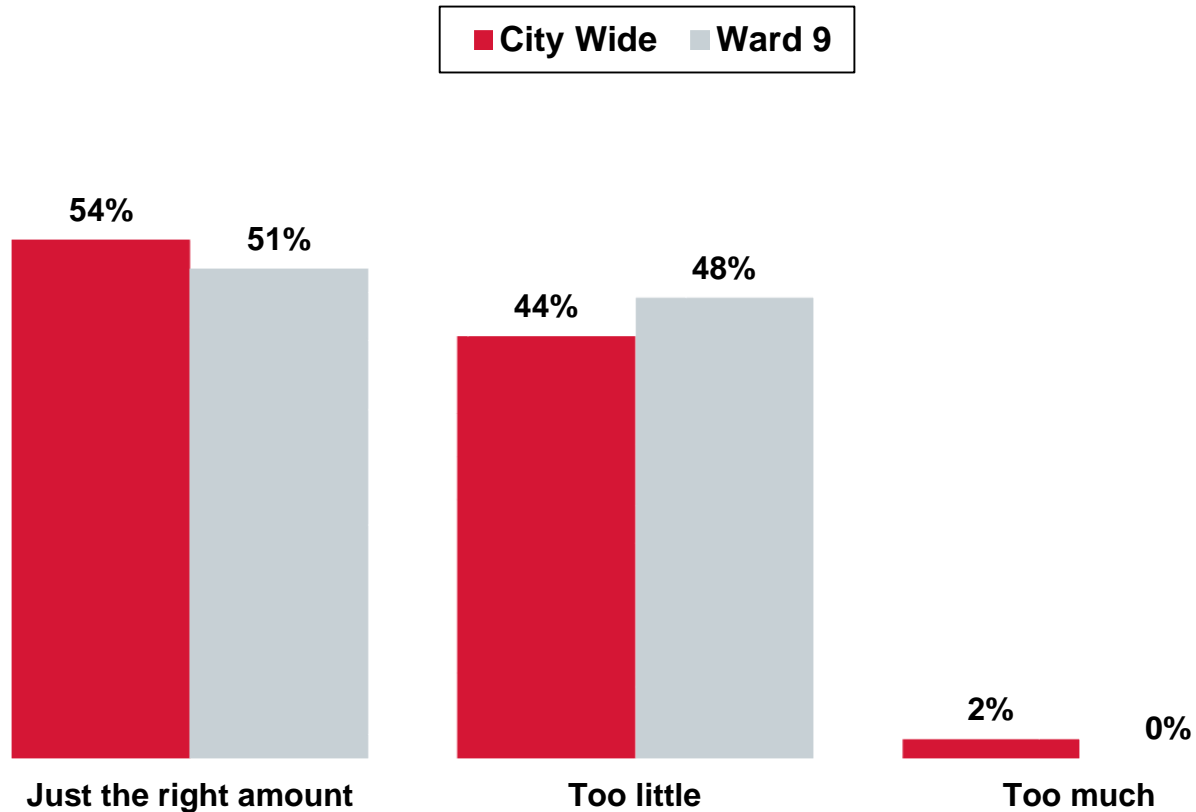


*Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?*

Base: Valid respondents, (City wide: n=2,486 / Ward 9: n=177)

\*Rounding

# 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?*

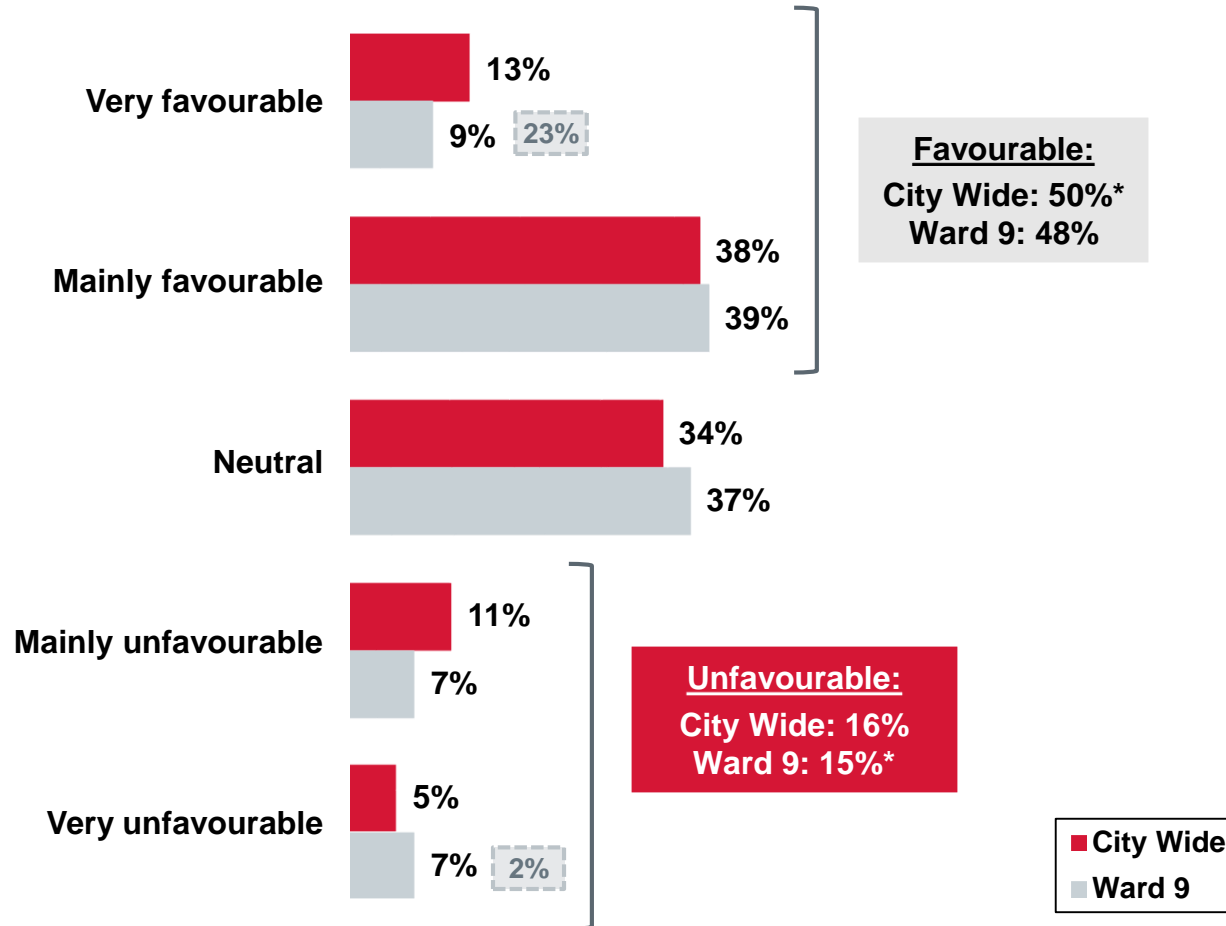
Base: Valid respondents (City Wide: n=2,470 / Ward 9: n=180)



## City Reputation and Performance



# Favourability

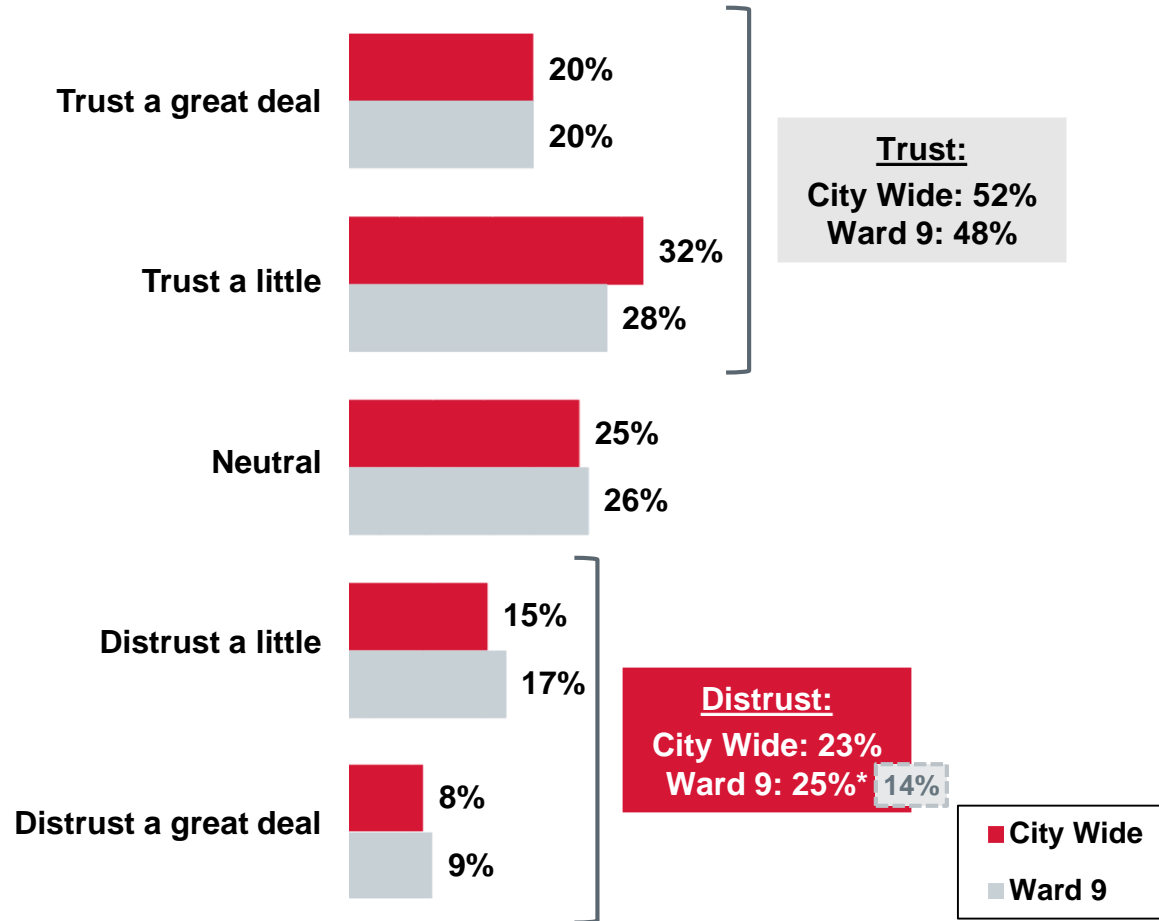


\*Rounding

Ward 9 2018

*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=2,495 / Ward 9: n=180)

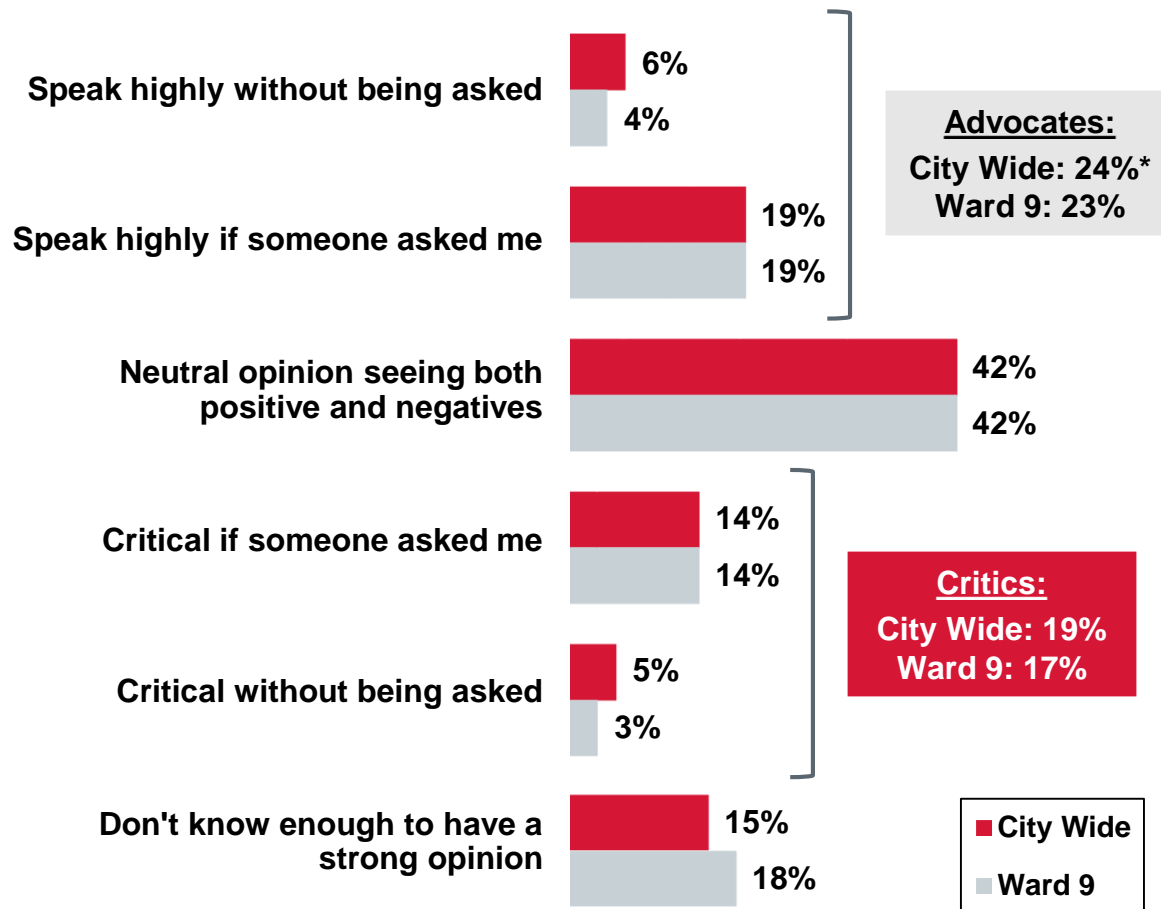


\*Rounding

Ward 9 2018

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 9: n=180)



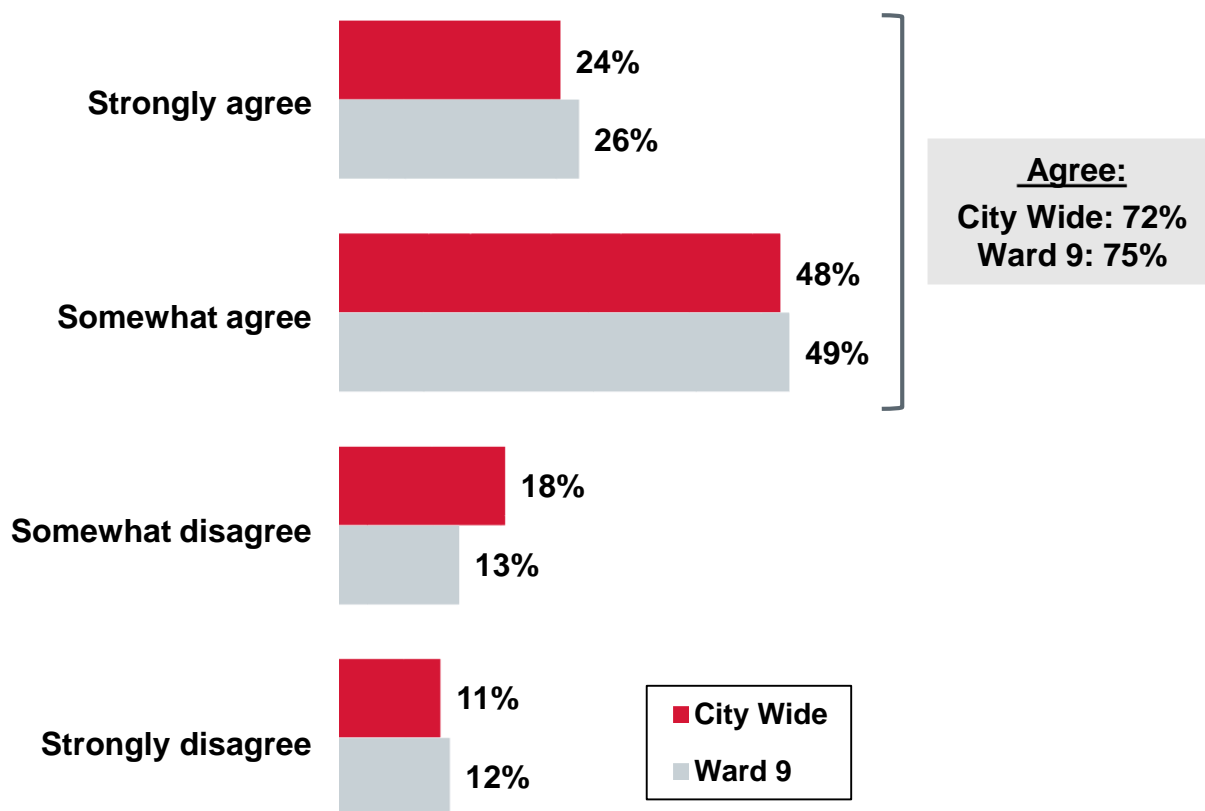
*Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?*

Base: Valid respondents (City Wide: n=2,488 / Ward 9: n=178)

\*Rounding

# 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*

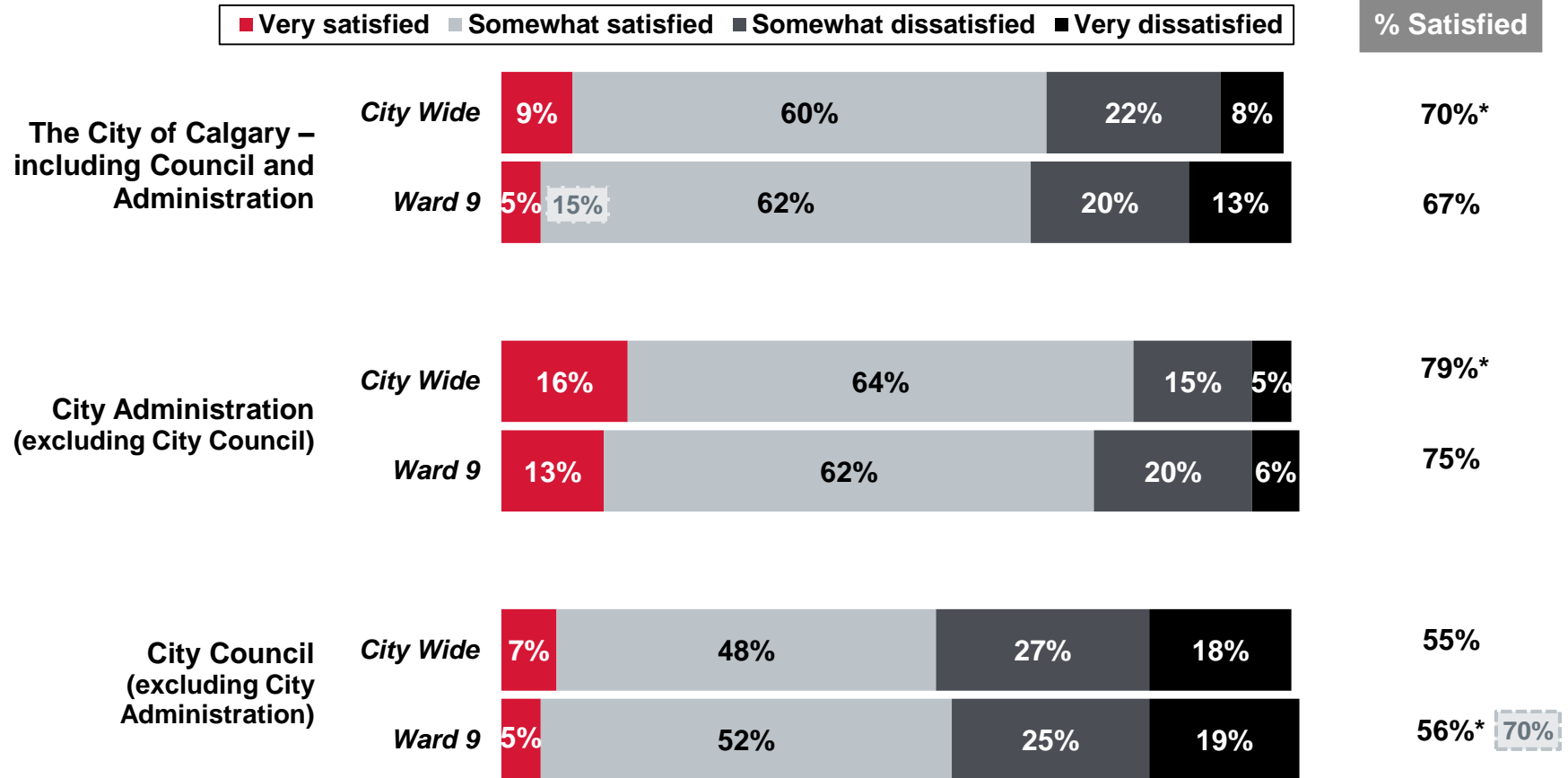


*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,458 / Ward 9: 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

Ward 9 2018

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)

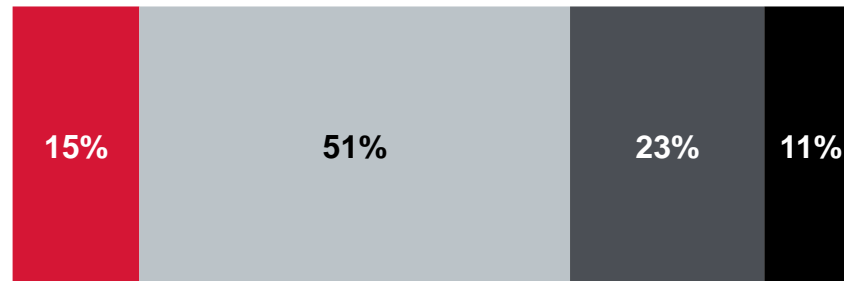
# Attitudes Regarding Collaboration

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

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

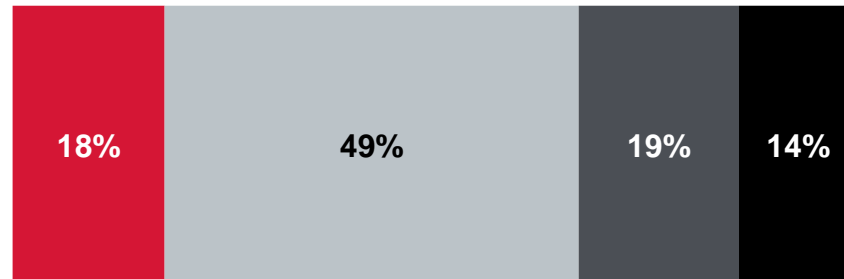
% Agree

City Wide



66%

Ward 9

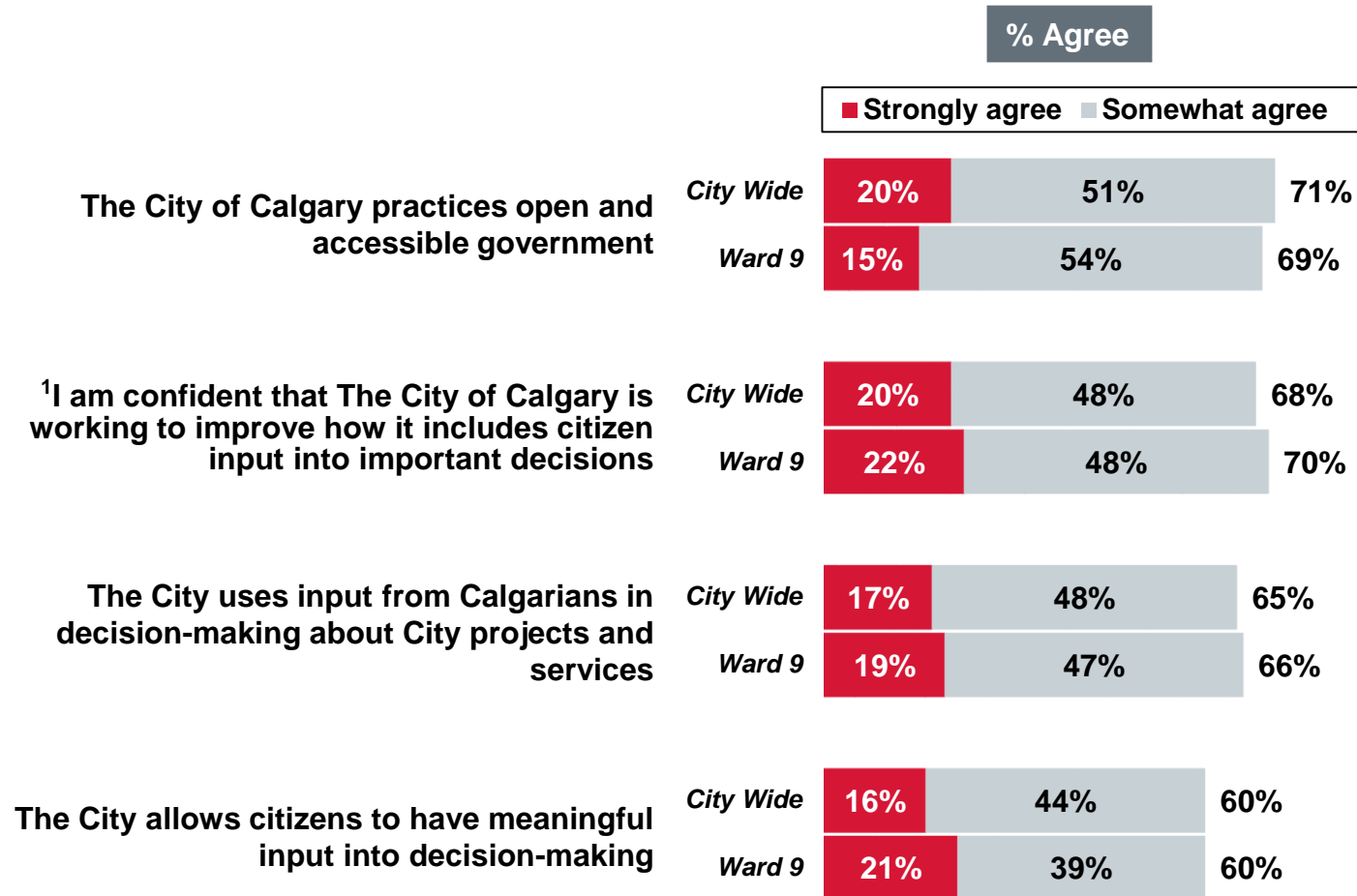


67%

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

Base: Valid respondents (City Wide: n=2,463 / Ward 9: n=179)

# 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**



## Age

	City Wide	Ward 9
18 to 24	13%	14%
25 to 34	21%	30%
35 to 44	17%	13%
45 to 54	19%	13%
55 to 64	14%	12%
65 or older	16%	18%
Mean	45	44

## Income

	City Wide	Ward 9
Less than \$30,000	6%	12%
\$30,000 to <\$45,000	9%	17%
\$45,000 to <\$60,000	11%	16%
\$60,000 to <\$75,000	8%	8%
\$75,000 to <\$90,000	8%	12%
\$90,000 to <\$105,000	11%	10%
\$105,000 to <\$120,000	11%	10%
\$120,000 to <\$150,000	13%	7%
\$150,000 or more	23%	9%

## Education

	City Wide	Ward 9
Completed high school or less	16%	31%
Some post secondary or completed a college diploma	35%	40%
Completed university degree or post-grad degree	49%	29%

## Gender

	City Wide	Ward 9
Male	50%	51%
Female	50%	49%
Other	0%	0%

Base: Valid respondents (Bases vary)

# Household Characteristics

## Type of Home

	City Wide	Ward 9
Single-detached house	70%	62%
Apartment or apartment-style condominium	12%	16%
Duplex, triplex or fourplex	8%	14%
Townhouse or rowhouse	8%	5%
Another type of multi-dwelling unit	1%	2%

## Children and Seniors in Household

	City Wide	Ward 9
Yes - Children	34%	25%
Yes - Seniors	18%	22%

## Household Size

	City Wide	Ward 9
1	14%	17%
2	30%	31%
3	19%	22%
4	22%	20%
5 or more	15%	10%
Mean	3.0	2.8

## Responsible for Property Taxes

	City Wide	Ward 9
Yes	84%	83%
No	16%	17%

## Own or Rent

	City Wide	Ward 9
Own	76%	65%
Rent	19%	32%
Other	1%	0%
Neither	5%	2%

## Tenure in Calgary

	City Wide	Ward 9
Less than 5 years	6%	11%
5 to less than 10 years	9%	5%
10 to less than 15 years	10%	7%
15 to less than 20 years	11%	14%
20 to less than 30 years	23%	22%
30 to less than 40 years	16%	17%
40 or more	25%	24%
Mean	28	27

Base: Valid respondents (Bases vary)

# Respondent Characteristics

## Born in Canada

	City Wide	Ward 9
Yes	74%	82%
No	26%	18%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=600)	Ward 9 (n=45)
Less than 12	29%	17%
12 to 17	15%	15%
18 or older	56%	66%
No response	1%	1%

## Ethnic Background

	City Wide	Ward 9
Caucasian/ White	26%	29%
British	18%	18%
Canadian/ French Canadian	17%	18%
Northern or Western European	12%	14%
East or Southeast Asian	9%	7%
Southern or Eastern European	7%	6%
South Asian	7%	5%
Central/ South American or Caribbean	3%	2%
West Asian or Middle Eastern	3%	2%
African	3%	2%
Aboriginal/ First Nations/ Metis	2%	3%

## Disability

	City Wide	Ward 9
Yes	17%	24%
No	83%	76%

## Visible Minority

	City Wide	Ward 9
Yes	24%	28%
No	76%	72%

Base: Valid respondents (Bases vary)

## Contact

**Krista Ring**  
**Manager, Customer Experience, Strategy, and Research**  
**The City of Calgary**  
**403-268-9963 | 403-988-9425**  
**[Krista.Ring@Calgary.ca](mailto:Krista.Ring@Calgary.ca)**