

Calgary



2015 Citizen Satisfaction Survey

Ward 14 Report

Prepared for The City of Calgary by:



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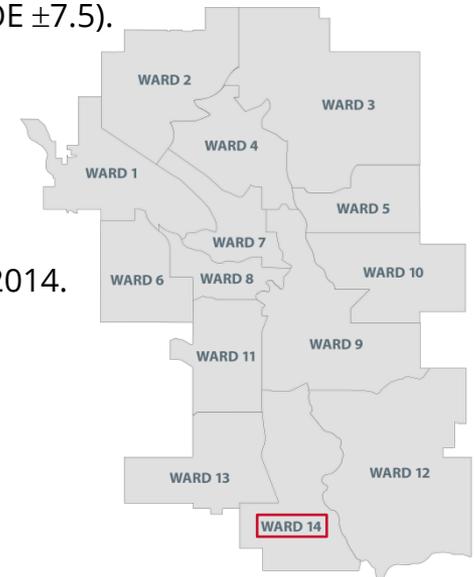


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- ◆ Telephone survey conducted with a randomly selected sample of 2,452 Calgarians aged 18 years and older between August 20th and September 10th, 2015.
 - ❖ Both landline (70%) and cell phone (30%) sample were used.
 - ❖ The average interview length was 30 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 2011 Federal Census data.
- ◆ The margin of error (MOE) for the total sample of 2,452 is ± 2.0 percentage points, 19 times out of 20.
 - ❖ A total of 175 interviews were conducted with residents of Ward 14 (MOE ± 7.5).
- ◆ Research note on significant differences.
 - ❖ Throughout, City Wide results are compared to results from Ward 14.
 - \uparrow indicates number is significantly higher than City Wide.
 - \downarrow indicates number is significantly lower than City Wide.
 - ❖ Where possible, 2015 results for Ward 14 are compared to those from 2014.
 - Only significant differences are shown.





Summary of Key Findings





Summary of Key Findings

Though the vast majority of Ward 14 residents say the quality of life in Calgary is good, significantly more think it has worsened since one year ago.

- ◆ Nine-in-ten (90%) Ward 14 residents say the overall quality of life in Calgary is good, consistent with City wide results (86%).
- ◆ Yet, three-in-ten (29%) say the quality of life in Calgary has worsened in the past three years – a significant 11 percentage point increase from 2014 (18%).
- ◆ Further, in 2015, 83% of Ward 14 residents agree with the statement ‘Calgary is a great place to make a life’, down from 91% in 2014.
- ◆ However, perceived safety in their neighbourhood after dark is significantly higher among Ward 14 residents than City wide (90% vs. 83% safe, and 53% vs. 42% *very safe*).

Consistent with City wide results, “*infrastructure, traffic and roads*” is in the top position on the 2015 issue agenda, followed by “*transit*” in second place.

- ◆ Within the broader category of “*infrastructure, traffic and roads*”, mentions of “*snow removal*” see a 7 percentage point drop from 9% in 2014 to just 2% in 2015.
- ◆ Though holding second place, positive gains are seen for “*transit*” with 18% of Ward 14 residents citing it as an important issue, down 11 points from 2014 (29%).
 - ❖ Within this category, mentions of “*transportation*” decreased from 15% in 2014 to 7% in 2015.
- ◆ Additionally, satisfaction with transportation planning sees a 14 percentage point gain from 67% in 2014 to 81% in 2015.
- ◆ There are no notable significant differences from City wide results.



Summary of Key Findings

Ward 14 residents' assessment of City programs and services is by and large consistent with City wide results. A few points of note:

- ◆ Satisfaction with property tax assessment is significantly higher among Ward 14 residents (90% vs. 83% City wide), and it emerges as a 'primary strength' in the importance versus satisfaction analysis (whereas it is a 'primary weakness' City wide).
- ◆ *Very* important ratings are up significantly from one year ago for:
 - ❖ Spring road cleaning (60% vs. 47% 2014); and,
 - ❖ Animal control services (49% vs. 34% 2014) – ratings are also higher than City wide (41%).

There are no noteworthy differences between Ward 14 residents and the broader Calgary public with regard to Environmental Performance, Taxation, Contact with The City or City Communications.



DETAILED FINDINGS





Issue Agenda





Multiple Responses

City Wide

Ward 14

■ First Mention ■ Other Mentions

	First Mention	Other Mentions	City Wide	Ward 14
INFRASTRUCTURE, TRAFFIC & ROADS (NET)	26%	10%	36%	37%
Traffic congestion	8%	3%	11%	13%
Road conditions/ roads	7%	4%	11%	12%
Infrastructure maintenance/ improvement/ development	6%	3%	9%	10%
(Lack of) snow removal	3	4%		2% 9%
TRANSIT (NET)	16%	5%	21%	18% 29%
Public Transportation [incl. buses/ C-train/ poor service]	9%	3%	12%	11%
Transportation (unspecified)	6%	8%		7% 15%
EDUCATION [incl. lack of teachers/ funding/ schools/local schools]	8%	4%	12%	14%
CRIME, SAFETY & POLICING (NET)	8%	4%	12%	10%
Crime [incl. breaking & entering/ gangs/ safety/ public safety, etc.]	4%	6%		6%
Public safety	4%	5%		4%
RECREATION (NET)	3	5%	8%	7%
TAXES (NET)	4%	6%		7%
ENVIRONMENT & WASTE MANAGEMENT (NET)	3	5%		4%
HOMELESSNESS, POVERTY & AFFORDABLE HOUSING (NET)	3	4%		2%
GROWTH AND PLANNING (NET)	3	4%		2%
BUDGET AND SPENDING (NET)	2	4%		3%
HEALTHCARE	2	3%		2%
Other			21%	26%
None			14%	16%

Total mentions <3% are not shown

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

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=2,398 / Ward 14: n=172)

Ward 14 2014

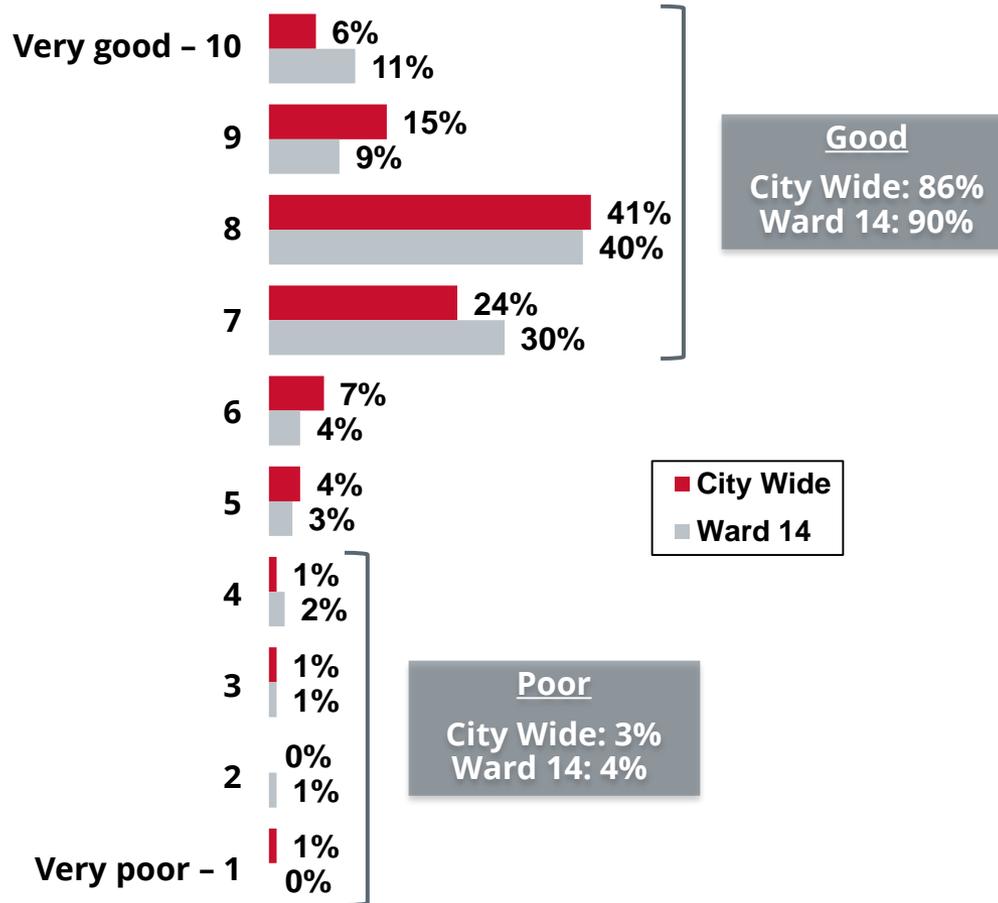


Quality of Life





Overall Quality of Life in Calgary

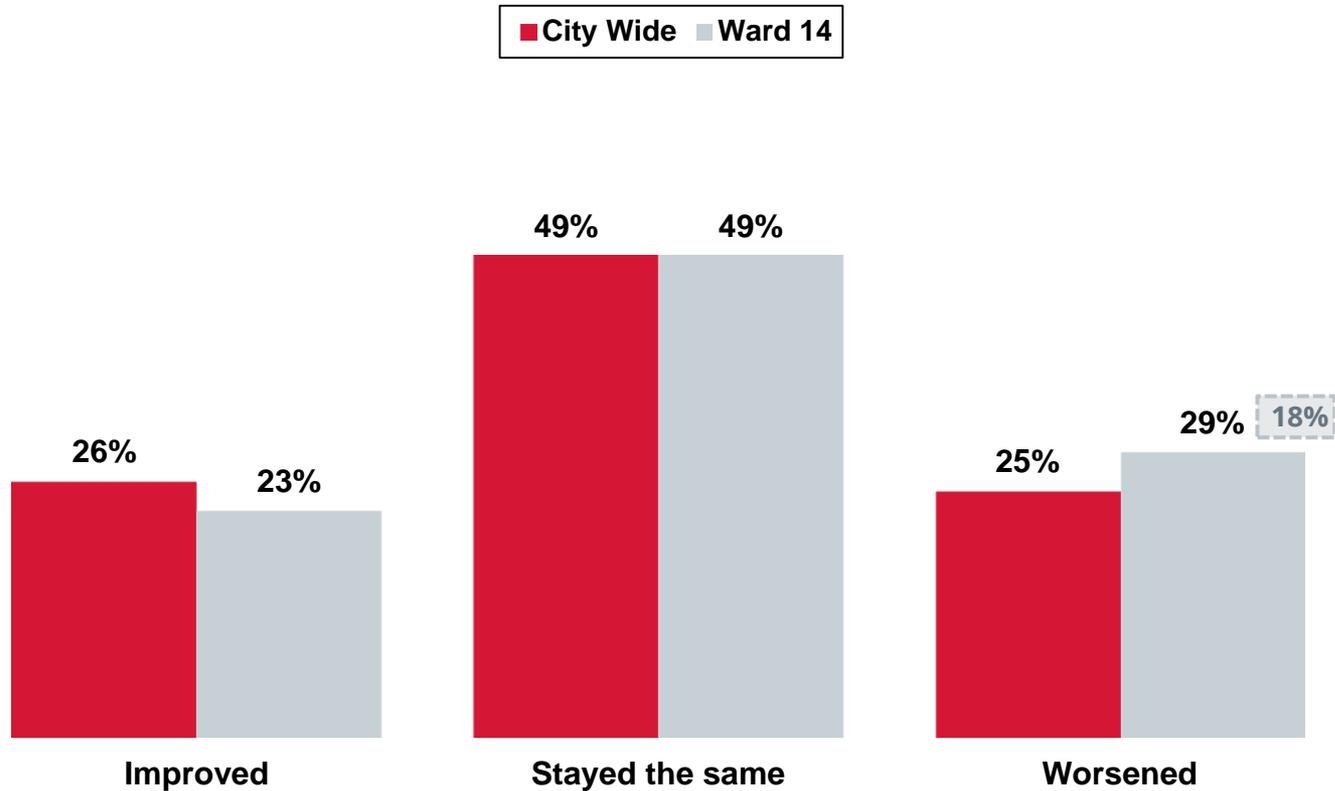


On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good" how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,450 / Ward 14: n=175)



Perceived Change in the Quality of Life in Calgary



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=2,417 / Ward 14: n=173)

Ward 14 2014



Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 14

	City Wide	Ward 14
Transportation (NET)	30%	30%
Improvement/ maintenance of existing roads	11%	12%
Better traffic management	10%	15%↑
Infrastructure	4%	6%
Transit (NET)	22%	16%
Improve public transportation	16%	13%
Recreation & Community Services (NET)	17%	21%
Building of community centres/ recreation facilities	6%	4%
Parks/ green-space improvement	5%	9%↑
Homelessness, Poverty & Affordable Housing (NET)	16%	16%
Expand affordable housing/ rent	5%	5%
Improve job creation/ employment	4%	5%
Government (NET)	13%	16%
Reduce taxes	5%	7%
Tax spending/ City budget	4%	5%
Crime, Safety & Policing (NET)	9%	10%
Control crime and safety	4%	5%
Growth & Planning (NET)	5%	6%
Education (NET)	4%	5%
Better education/ more schools	4%	5%
Environment (NET)	4%	4%
Other	10%	7%
Nothing	17%	12%

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

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

Base: Valid respondents (City Wide: n=2,452 / Ward 14: n=165)

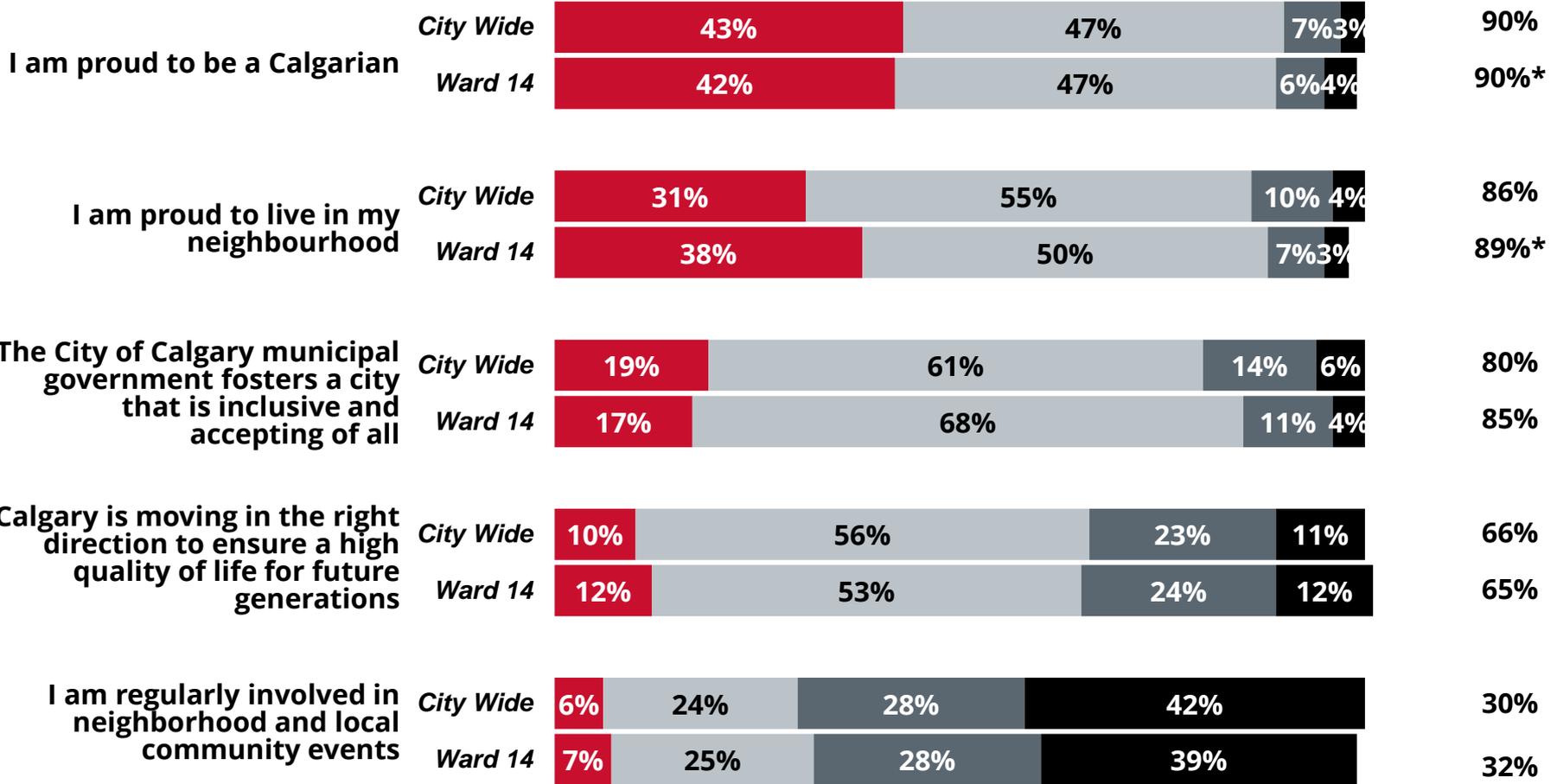
Ward 14 2014



Sustainability Metrics

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

% Agree



***Rounding**

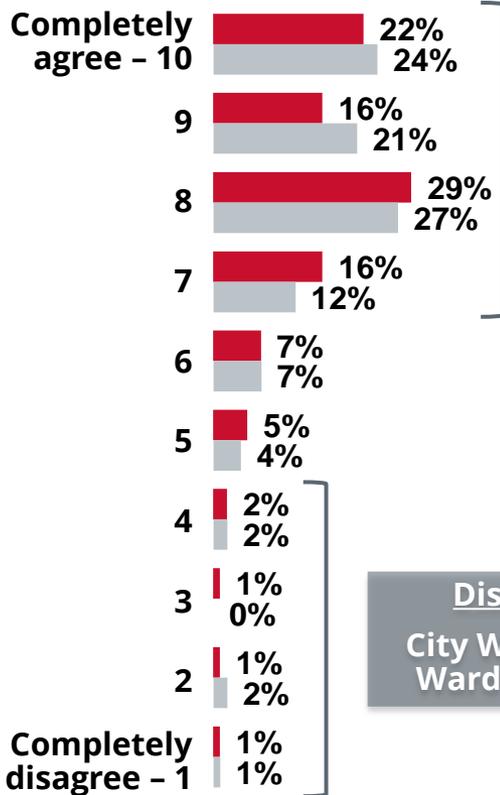
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree".

Base: Valid respondents (Bases vary)



Sustainability: Making a Life and Making a Living

Calgary is a Great Place to Make a Life



Agree
City Wide: 84%*
Ward 14: 83%*

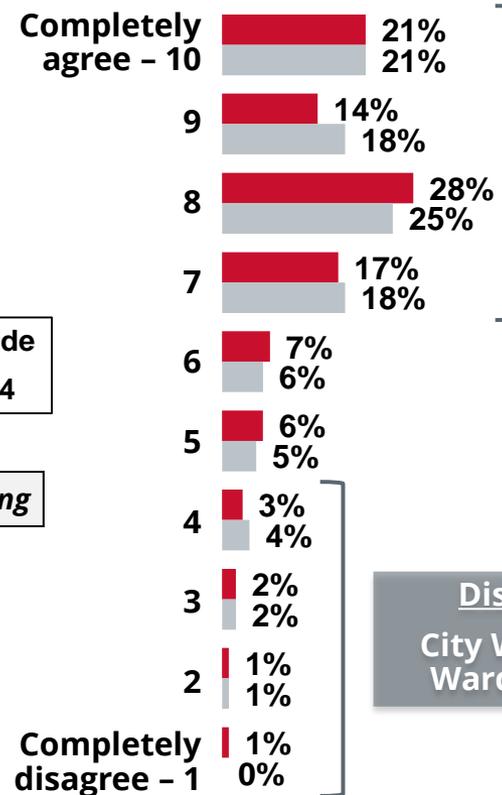
Ward 14 2014: 91%

■ City Wide
■ Ward 14

*Rounding

Disagree
City Wide: 4%*
Ward 14: 5%*

Calgary is a Great Place to Make a Living



Agree
City Wide: 80%
Ward 14: 82%

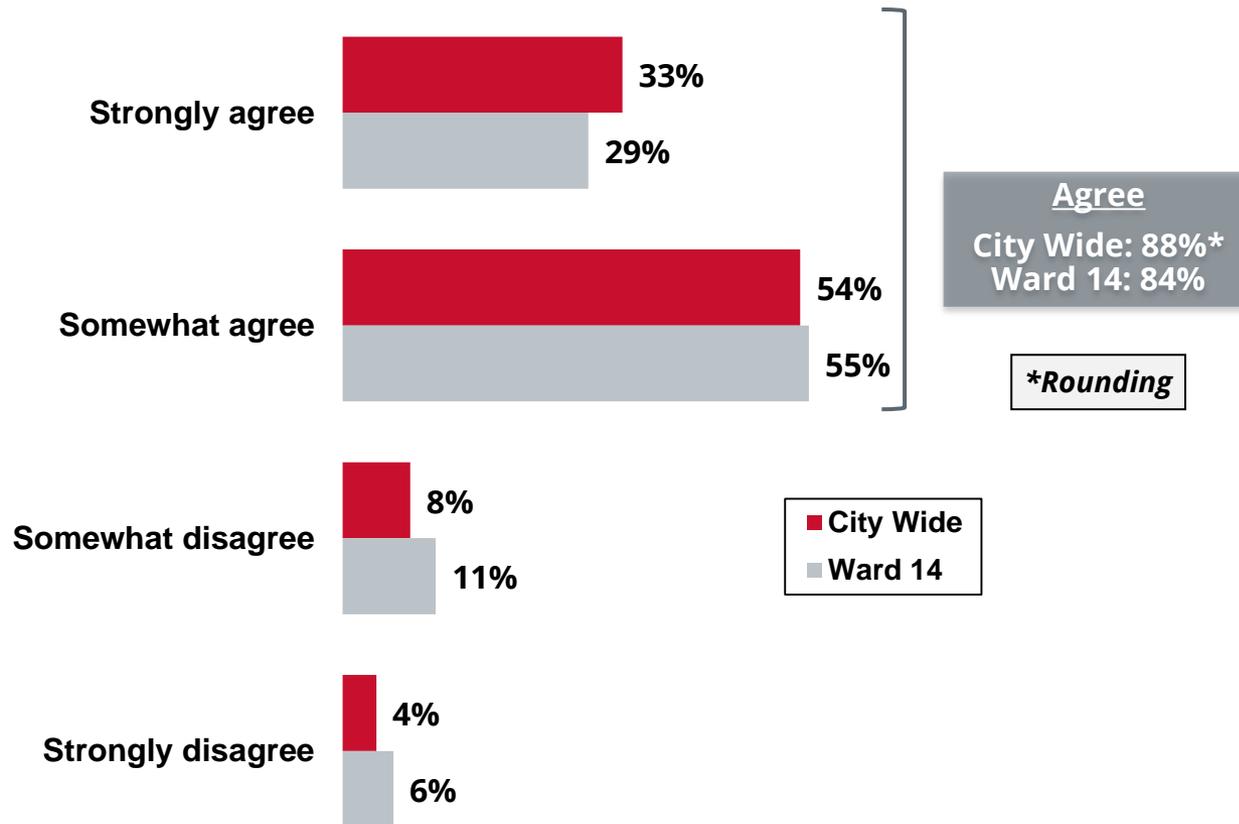
Disagree
City Wide: 7%
Ward 14: 7%

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?

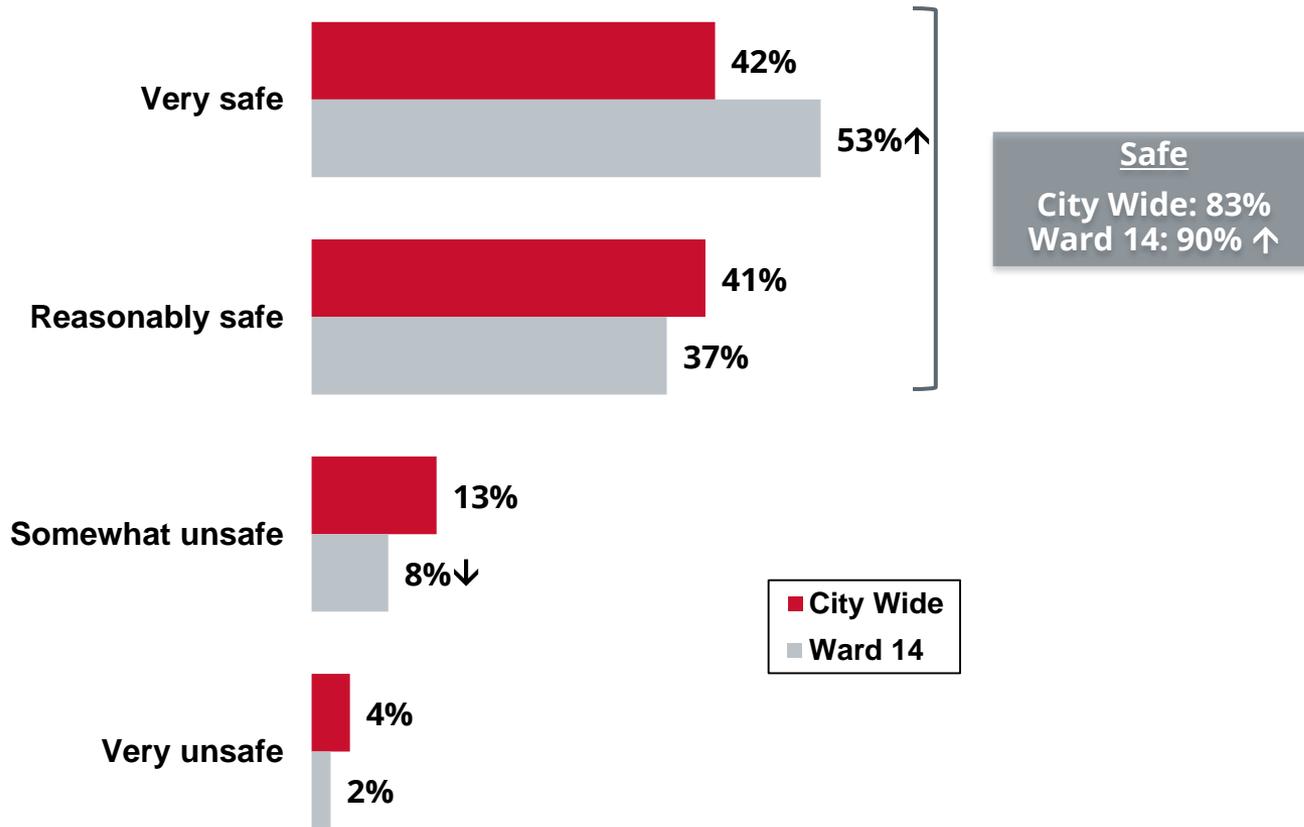


There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (City Wide: n=2,442 / Ward 14: n=174)



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=2,450 / Ward 14: n=175)



City Programs and Services





Top-of-Mind Programs and Services

City Wide

Ward 14

Multiple Responses

	City Wide	Ward 14
Recreation (NET)	40%	44%
Recreation/ leisure centres/ programs	18%	20%
Parks and Recreation centres/ programs	11%	13%
Swimming pools/ facilities/ lessons	6%	3%
Cultural/ art events/ festivals/ museums/ theatres	5%	7%
Community centres	4%	3%
Sports facilities or programs/ sports (unspecified)	4%	4%
Transit	34%	30%
Waste & Recycling (NET)	21%	22%
Waste management/ garbage/ dump/ landfills	15%	17%
Recycling/ blue box	9%	8%
Sanitation/ cleaning services	5%	5%
Police/ safety/ law enforcement	17%	16%
Parks (playgrounds, green spaces, pathways, tree services)	15%	11%
Roads	12%	12%
Fire Department	10%	11%
Libraries	11%	8%
Community & Neighbourhood Services (NET)	9%	7%
Youth/ child centres/ programs/ services	3%	2%
Winter maintenance/ snow clearing	7%	8%
Water	7%	4%
Health/ health services/ healthcare	7%	7%
Education/ schools	6%	7%
Ambulance/ paramedics/ EMS	4%	3%
311 service	3%	3%
Animal & Bylaw Services	3%	3%
Infrastructure	2%	3%
Emergency services/ emergency lines (911)	2%	1%
Other	20%	21%
None/ Nothing	12%	13%

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

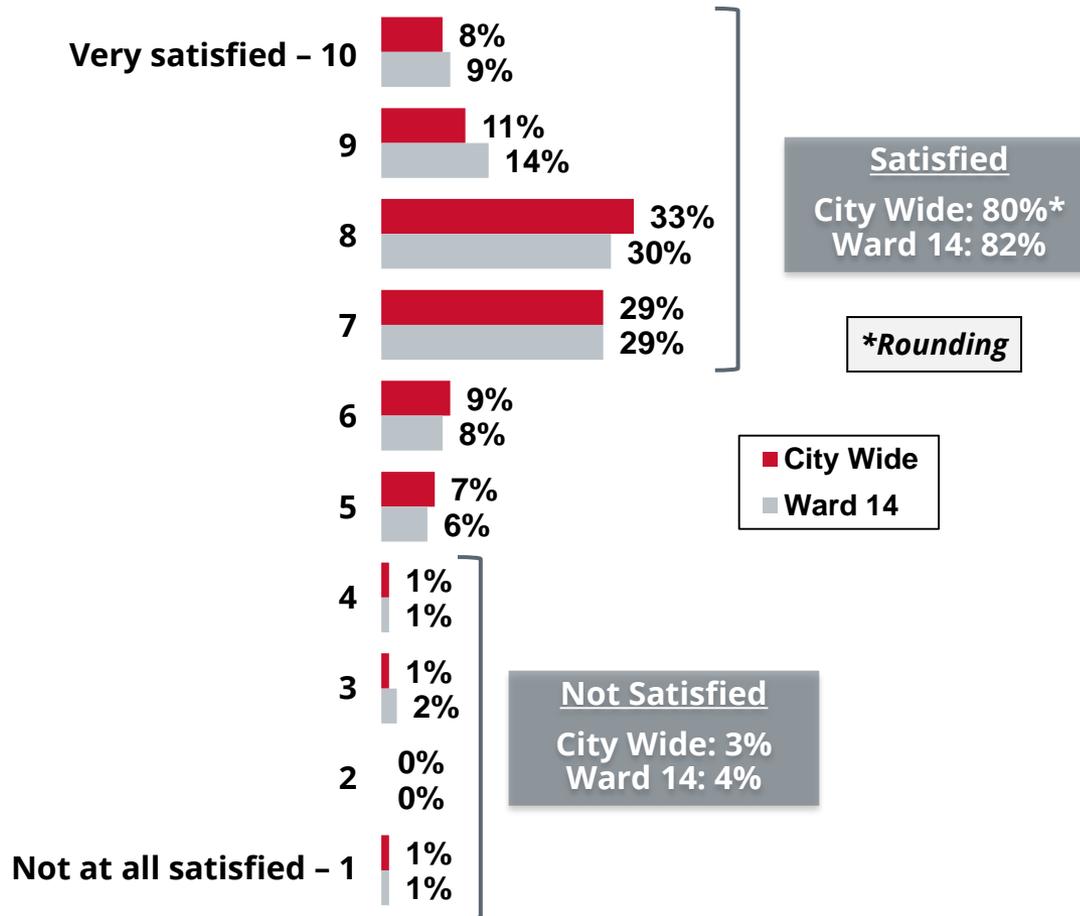
Total mentions <2% are not shown

Thinking about all of the services and programs provided by The City of Calgary, what services come to mind?

Base: Valid respondents (City Wide: n=2,381 / Ward 14: n=171)



Overall Satisfaction with the 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?

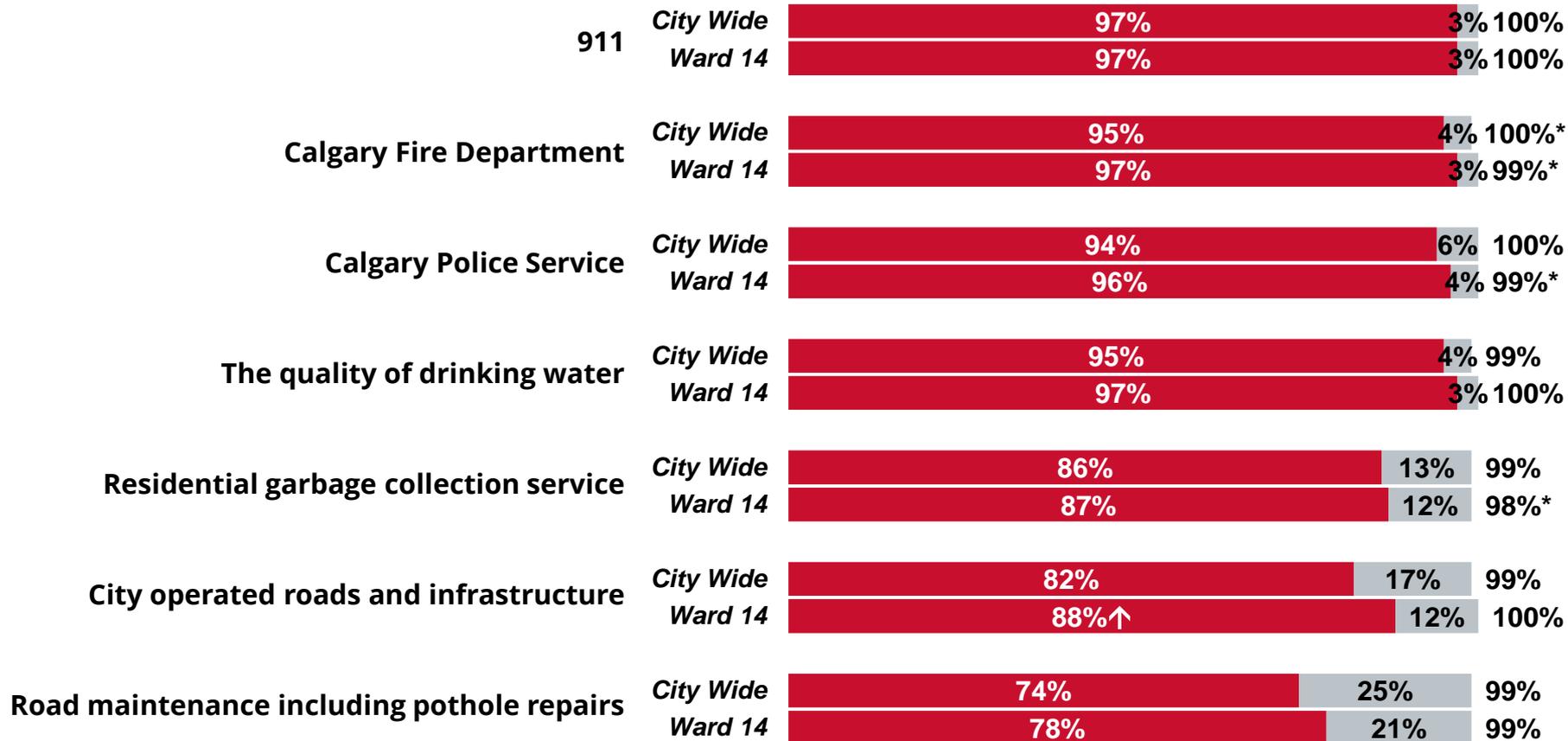
Base: Valid respondents (City Wide: n=2,446 / Ward 14: n=175)



Importance of City Programs and Services

% Important

■ Very important ■ Somewhat important



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

Base: Valid respondents (Bases vary)

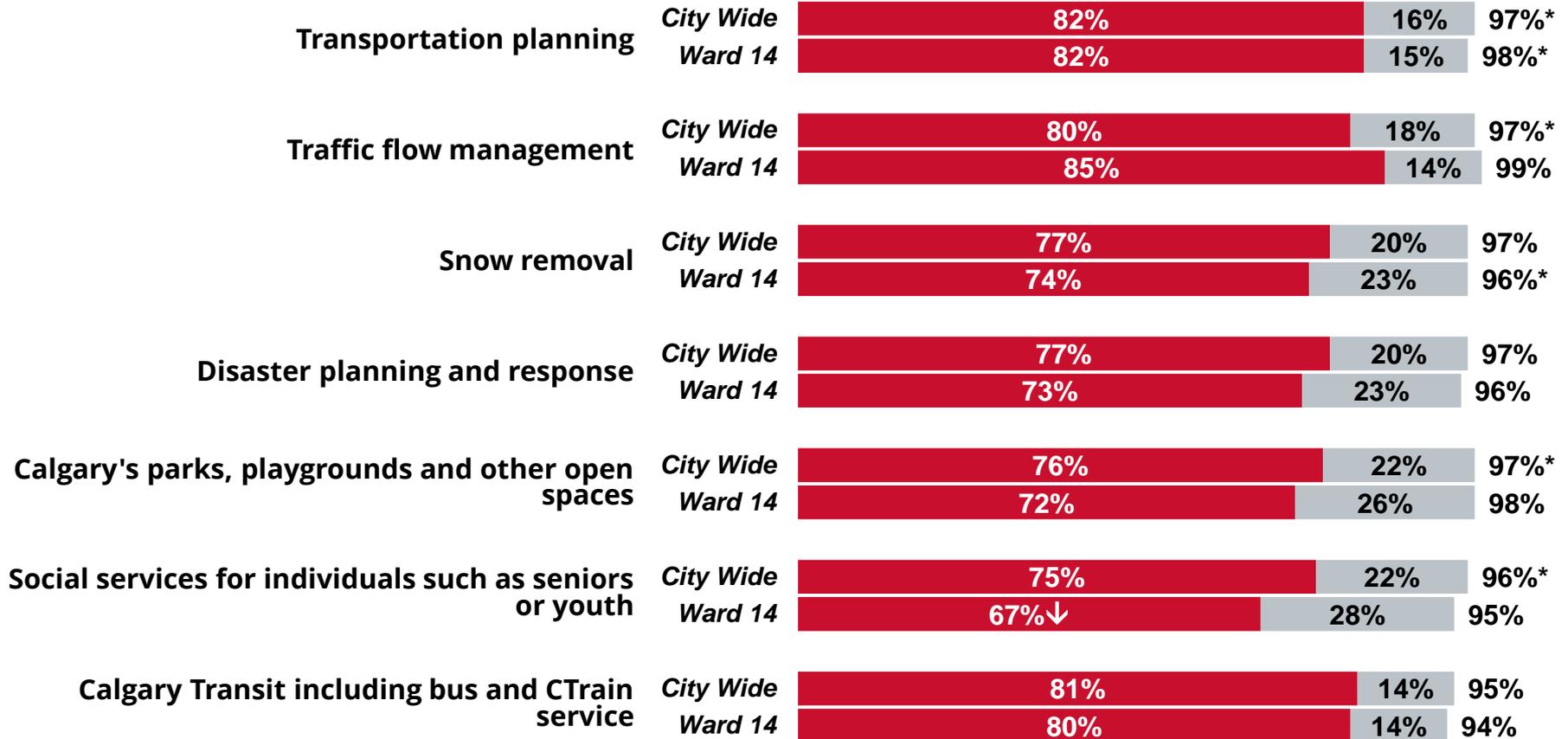
*Rounding



Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



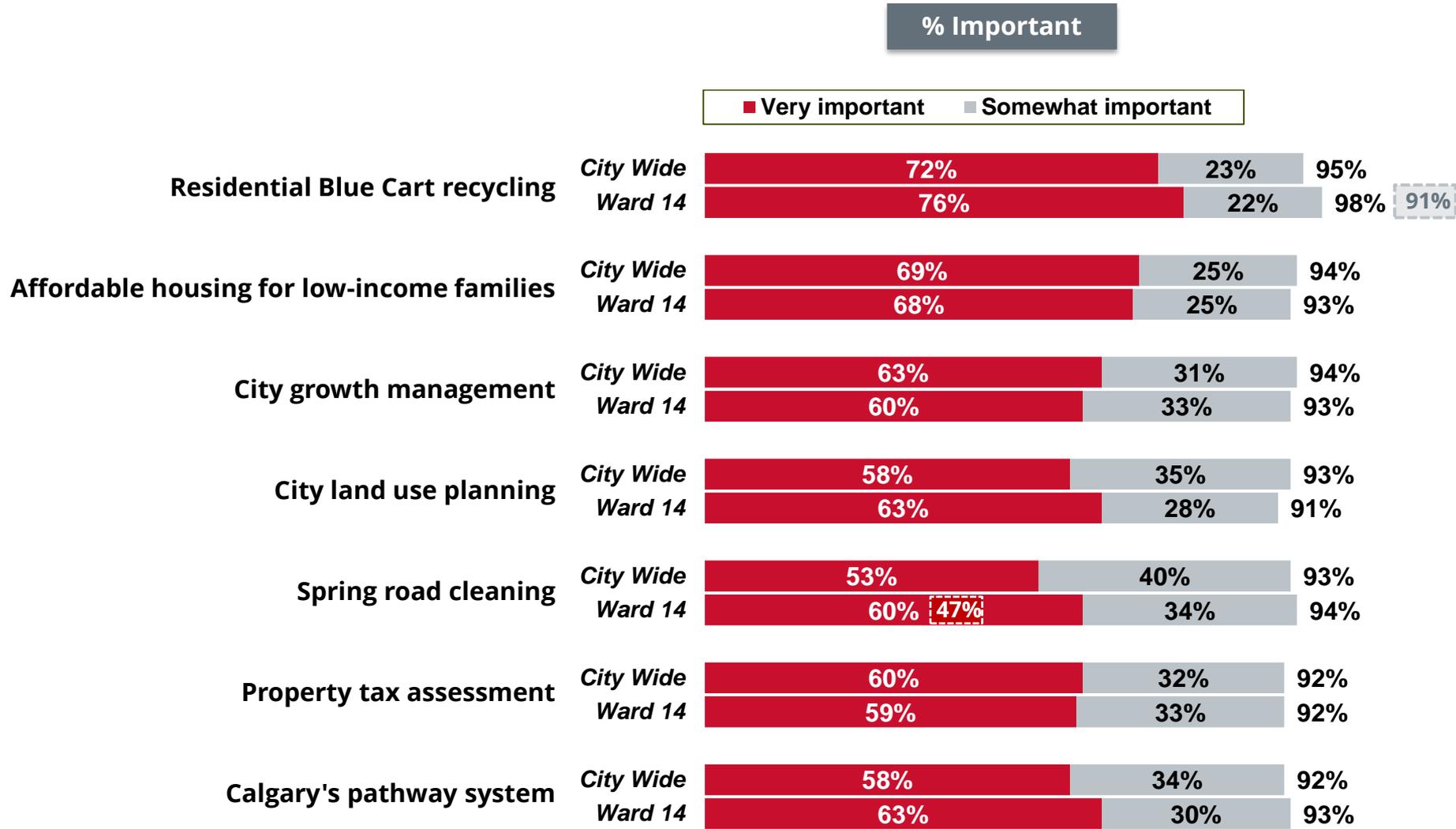
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

*Rounding



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)

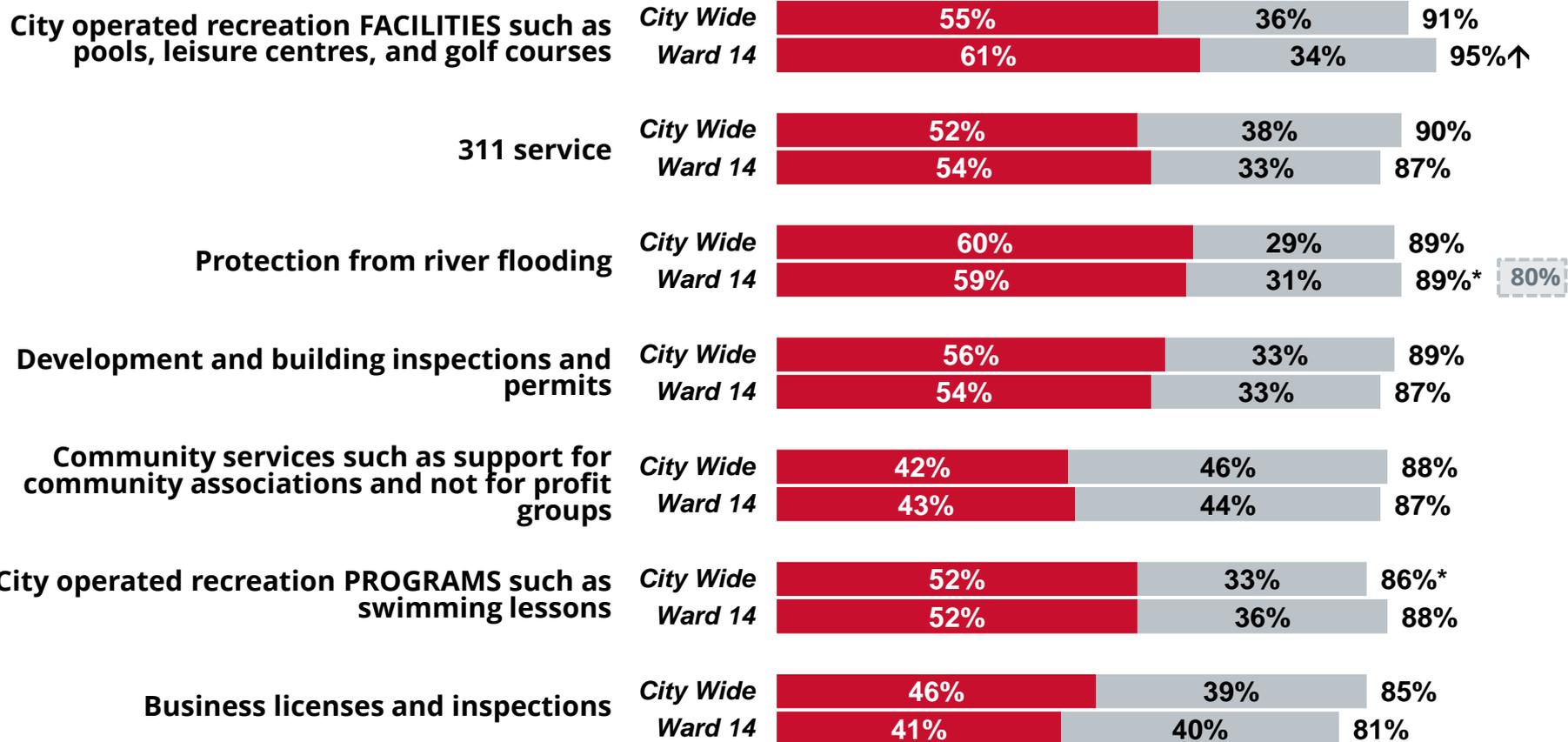
Ward 14 2014



Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



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

Base: Valid respondents (Bases vary)

Ward 14 2014

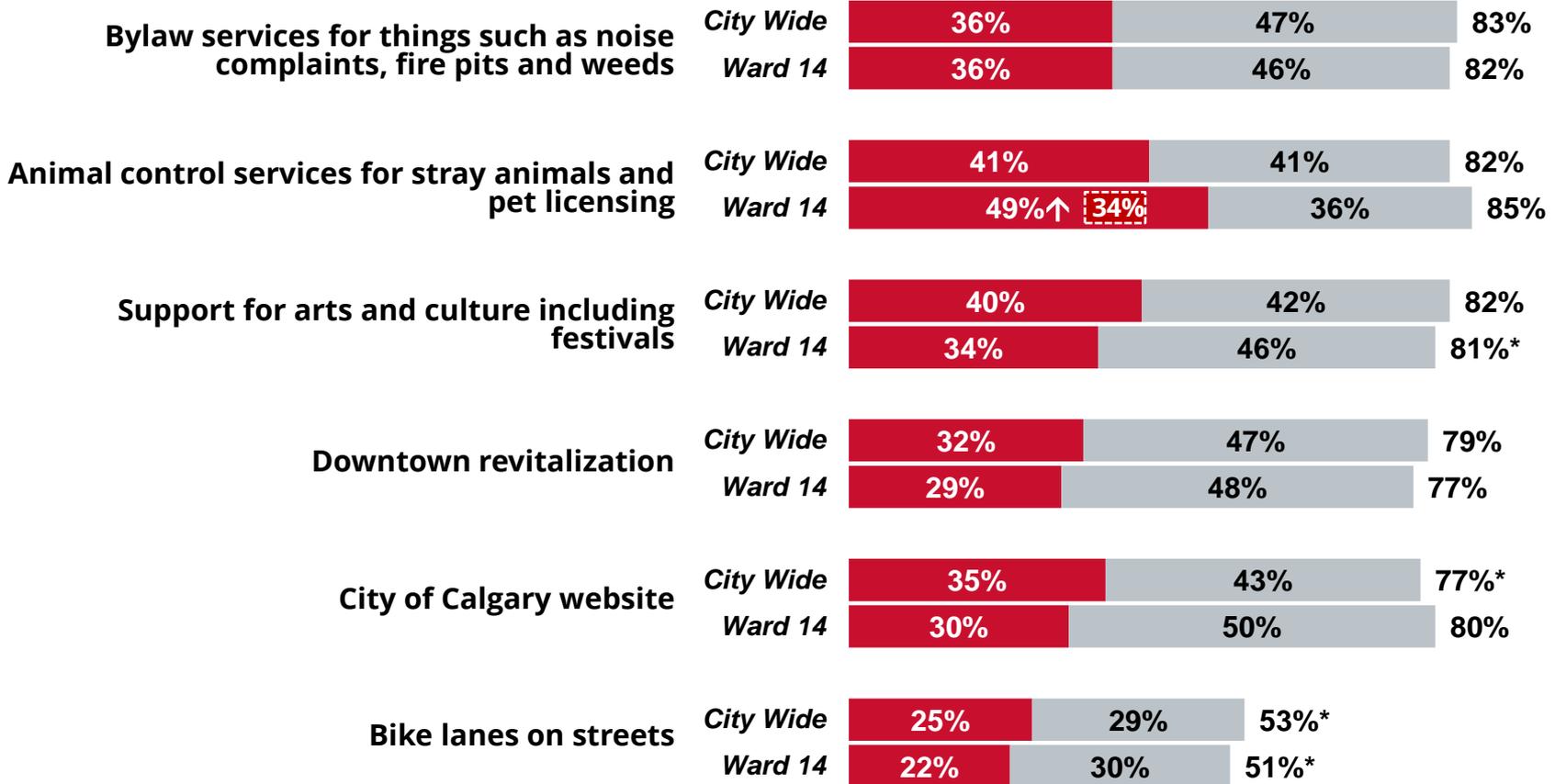
*Rounding



Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



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

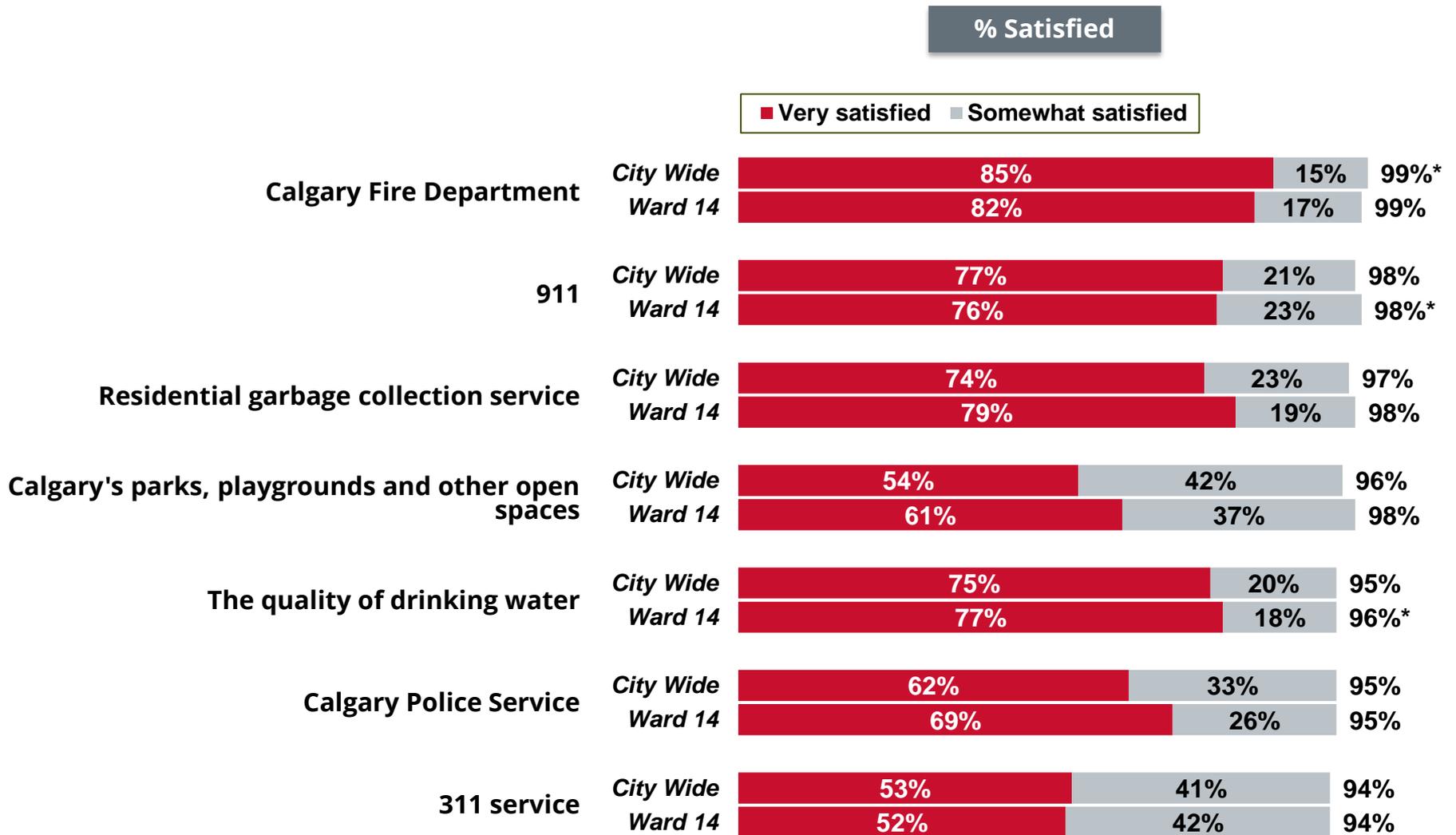
Base: Valid respondents (Bases vary)

Ward 14 2014

*Rounding



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.

***Rounding**

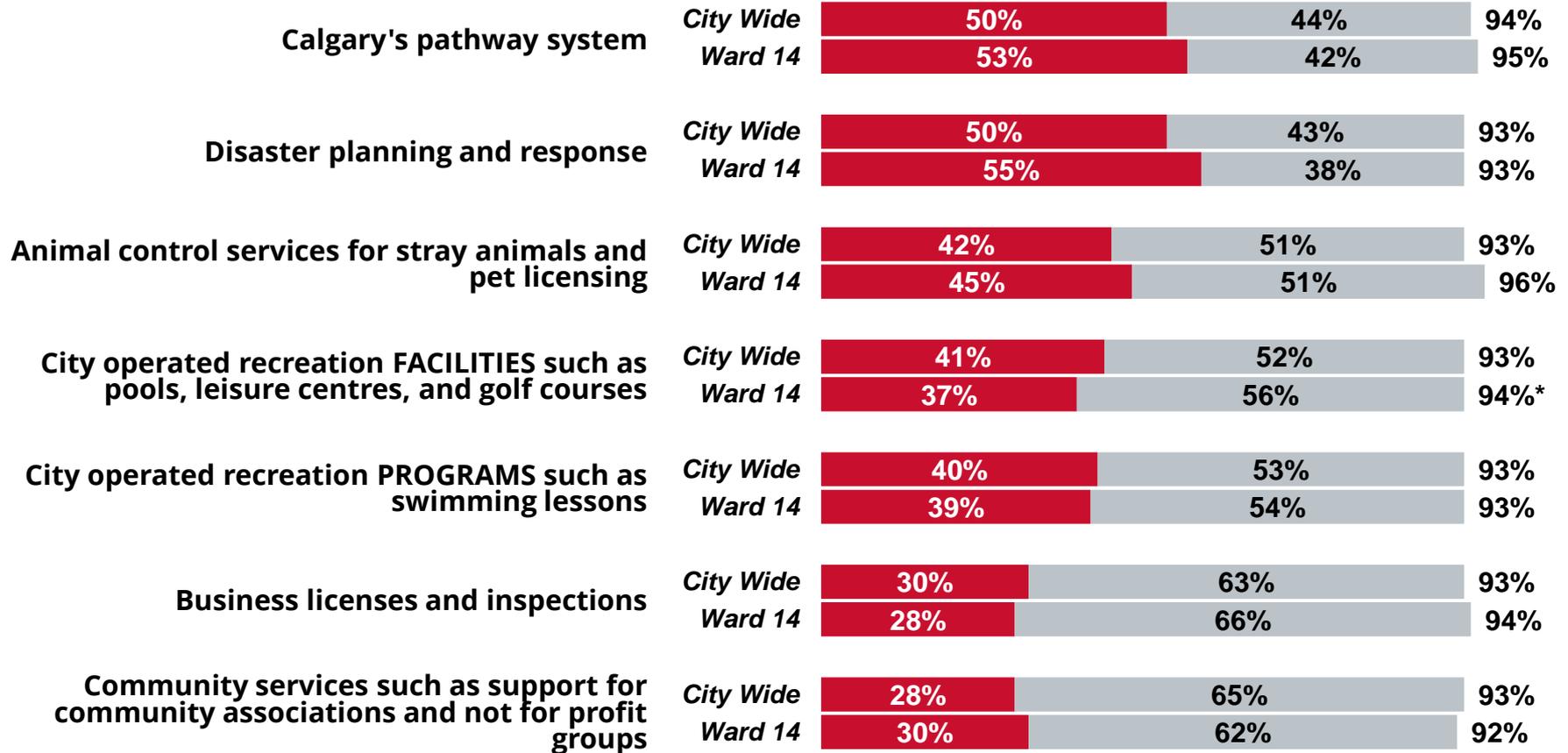
Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied



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.

*Rounding

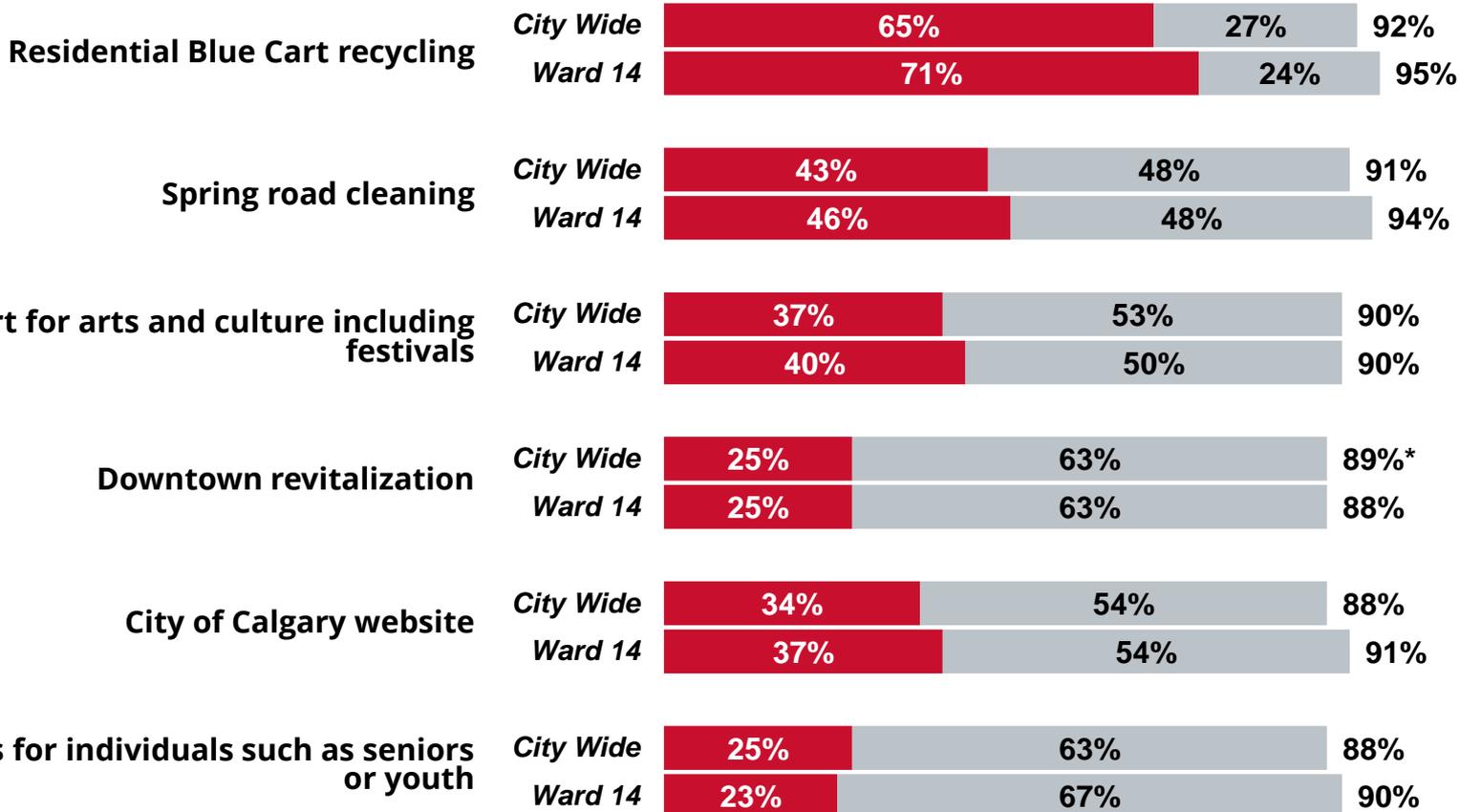
Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied



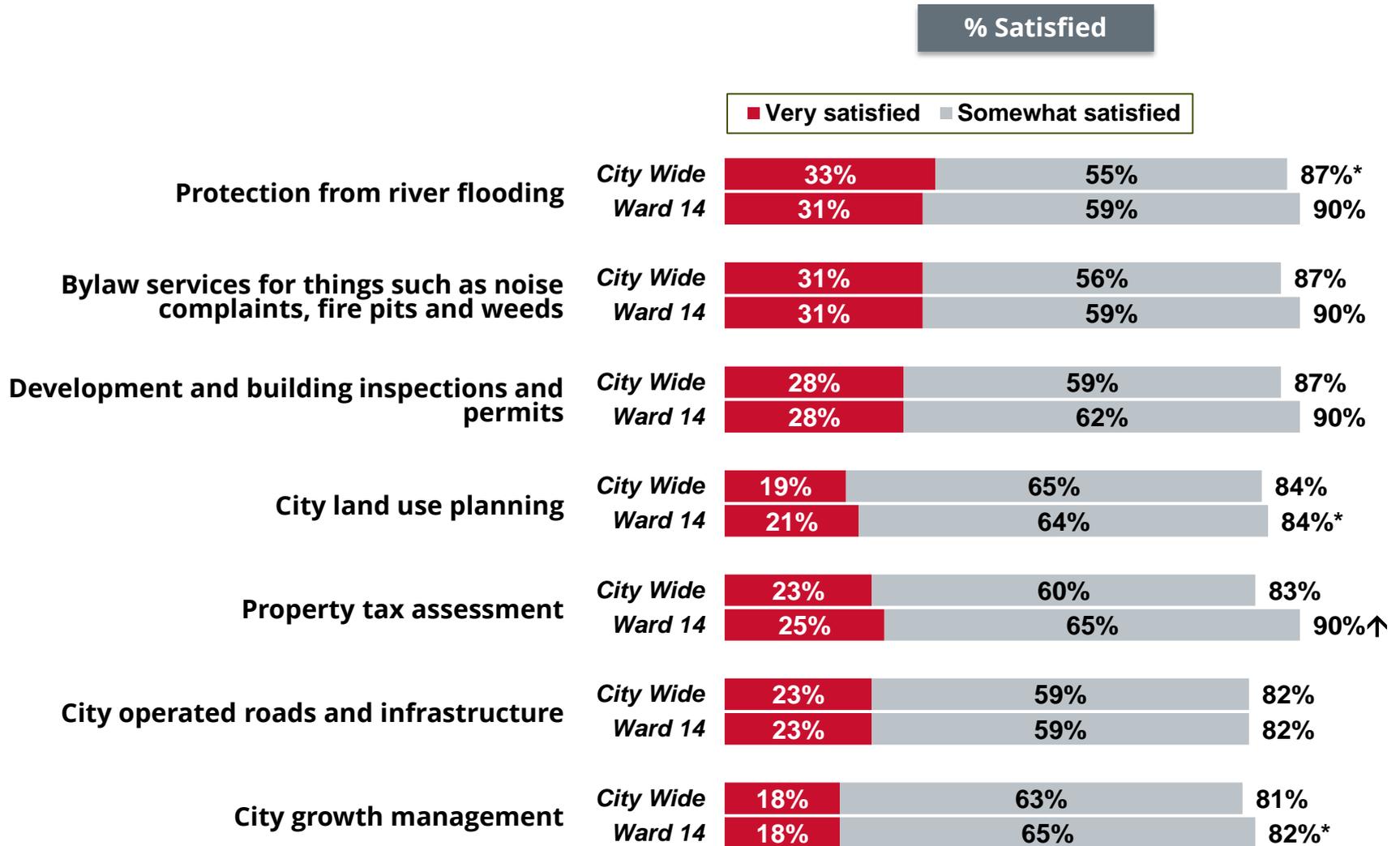
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

***Rounding**

Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services (continued)



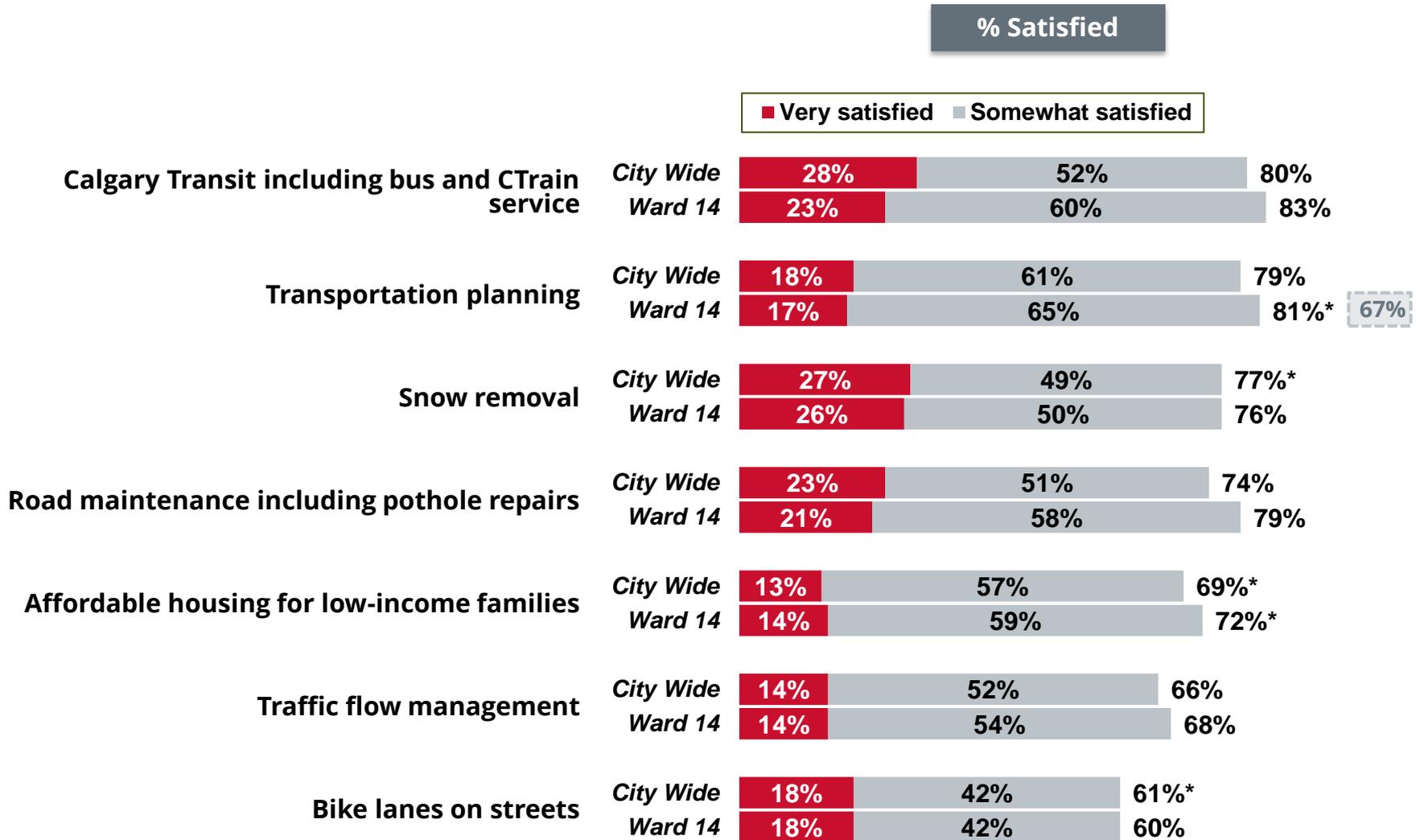
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

***Rounding**

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)

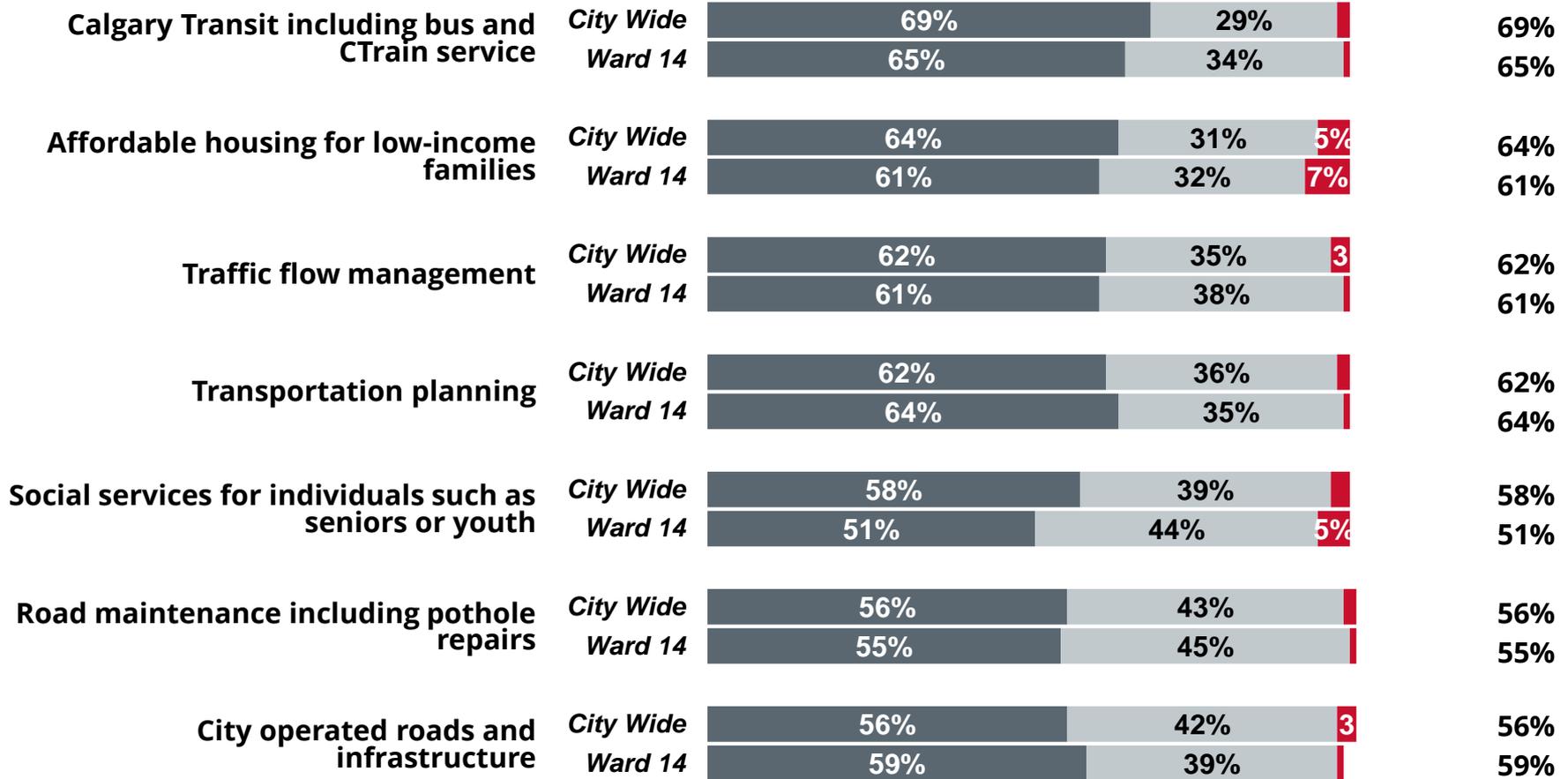
Ward 14 2014

*Rounding



Investment in City Programs and Services

Invest More

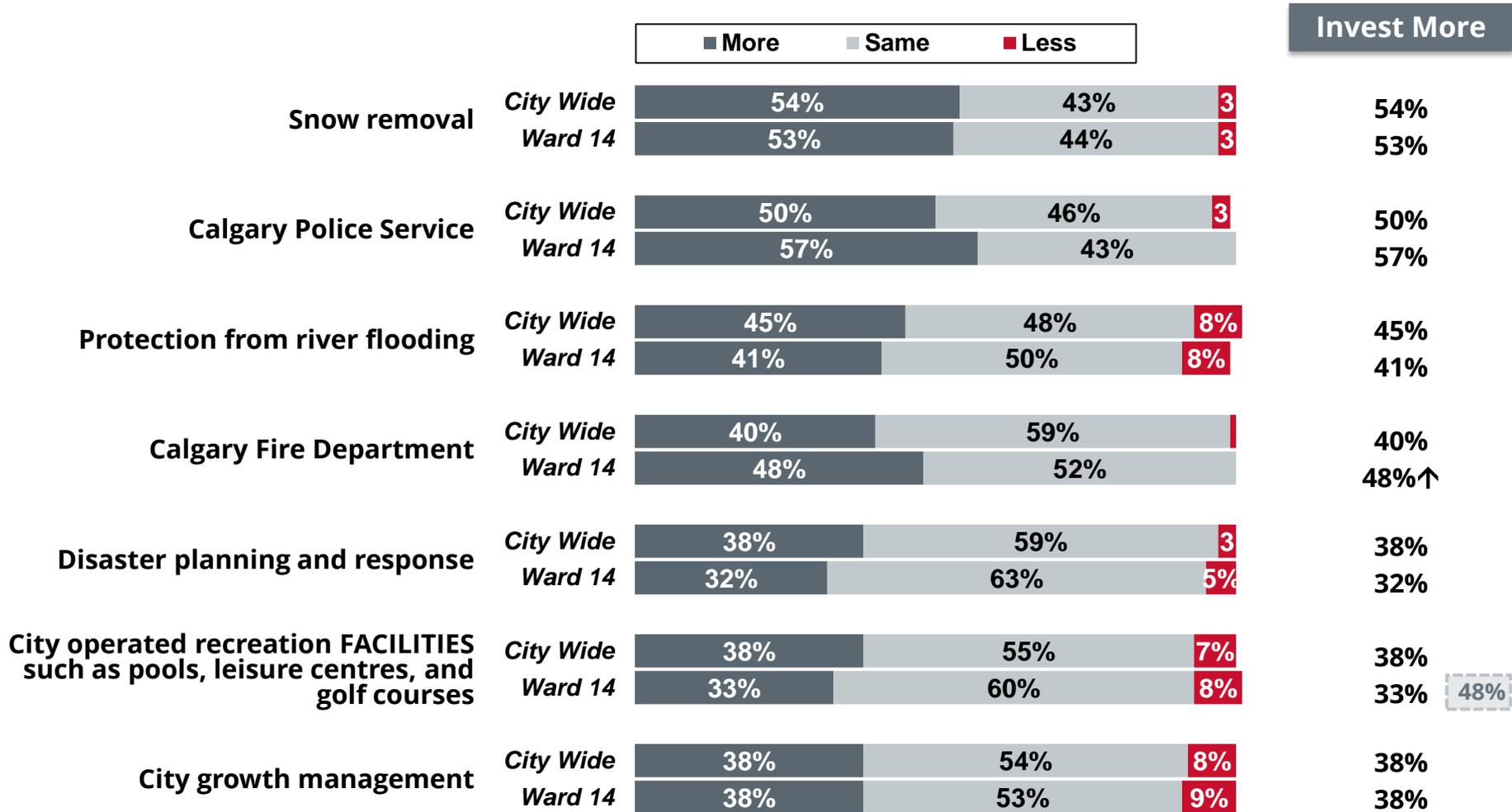


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

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.

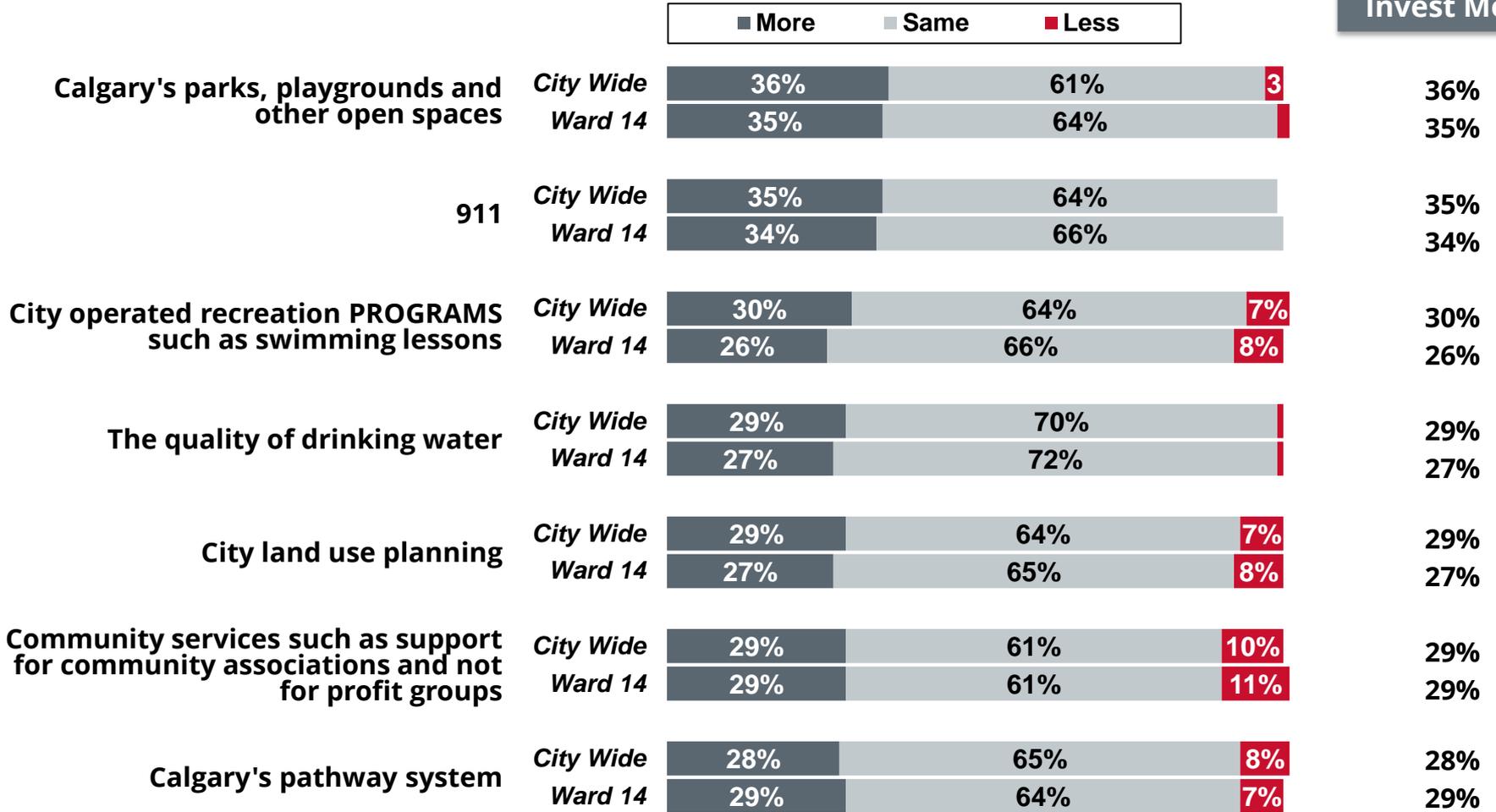
Base: Valid respondents (Bases vary)

Ward 14 2014



Investment in City Programs and Services (continued)

Invest More



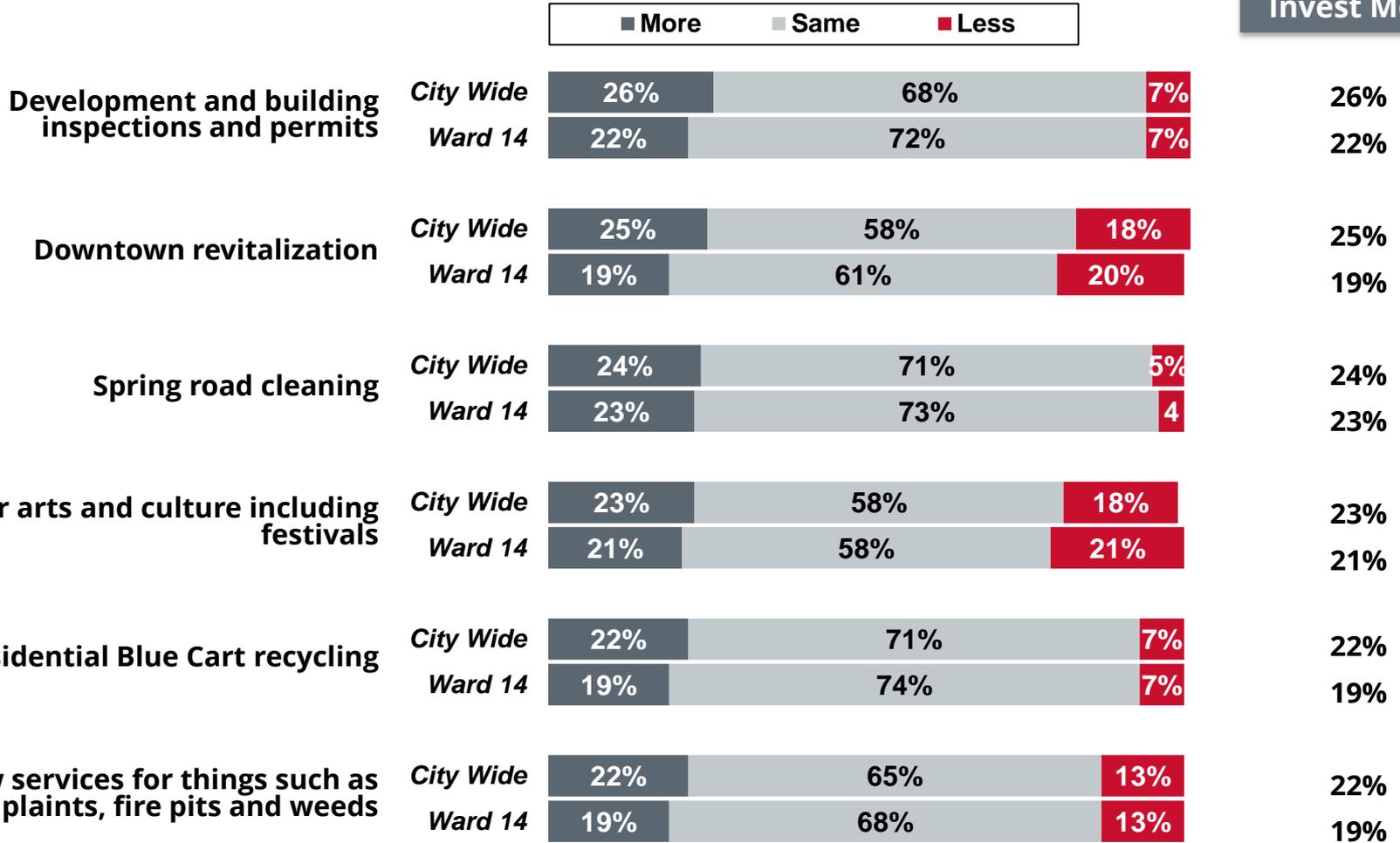
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)



Investment in City Programs and Services (continued)

Invest More



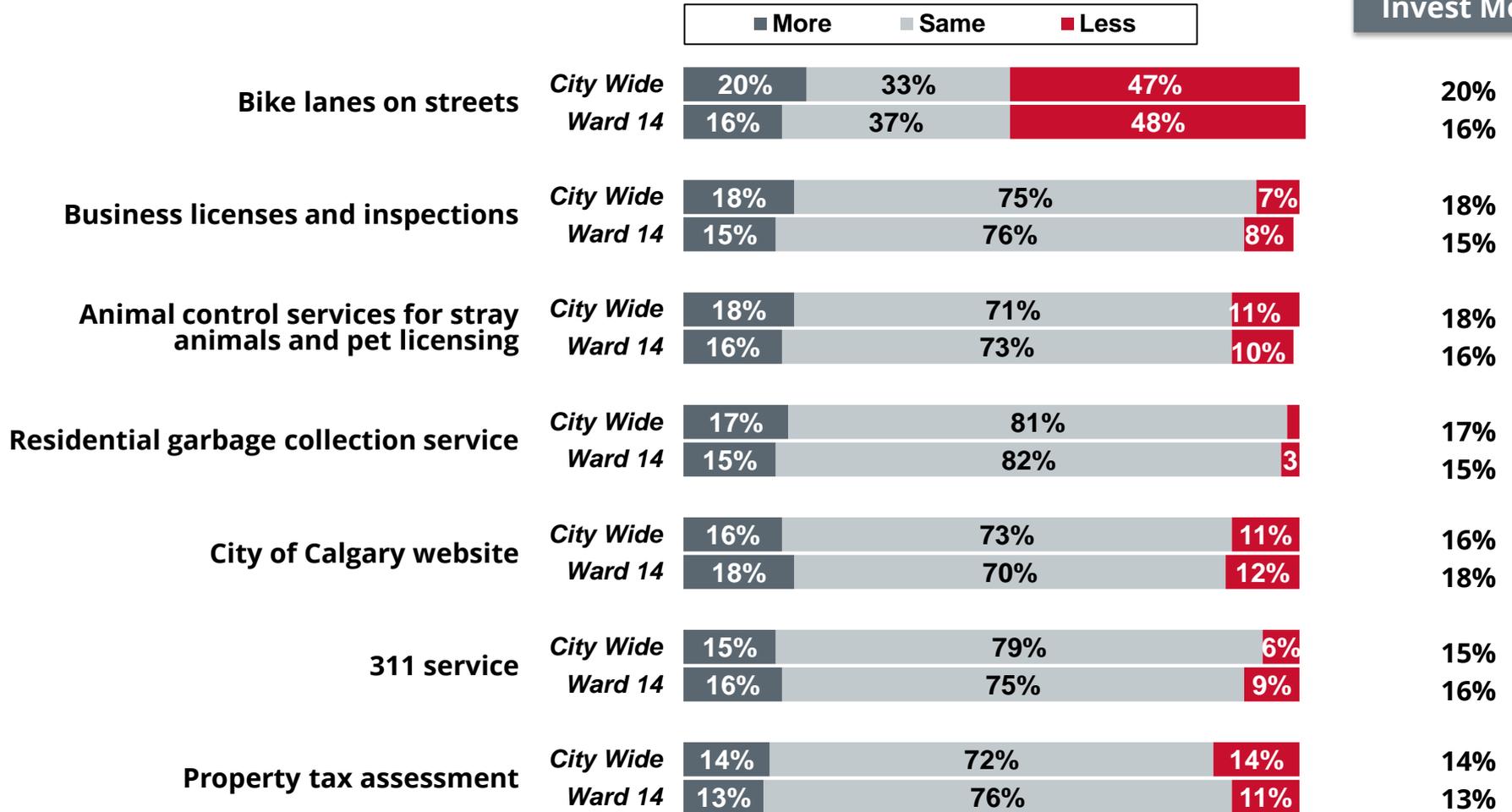
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)



Investment in City Programs and Services (continued)

Invest More

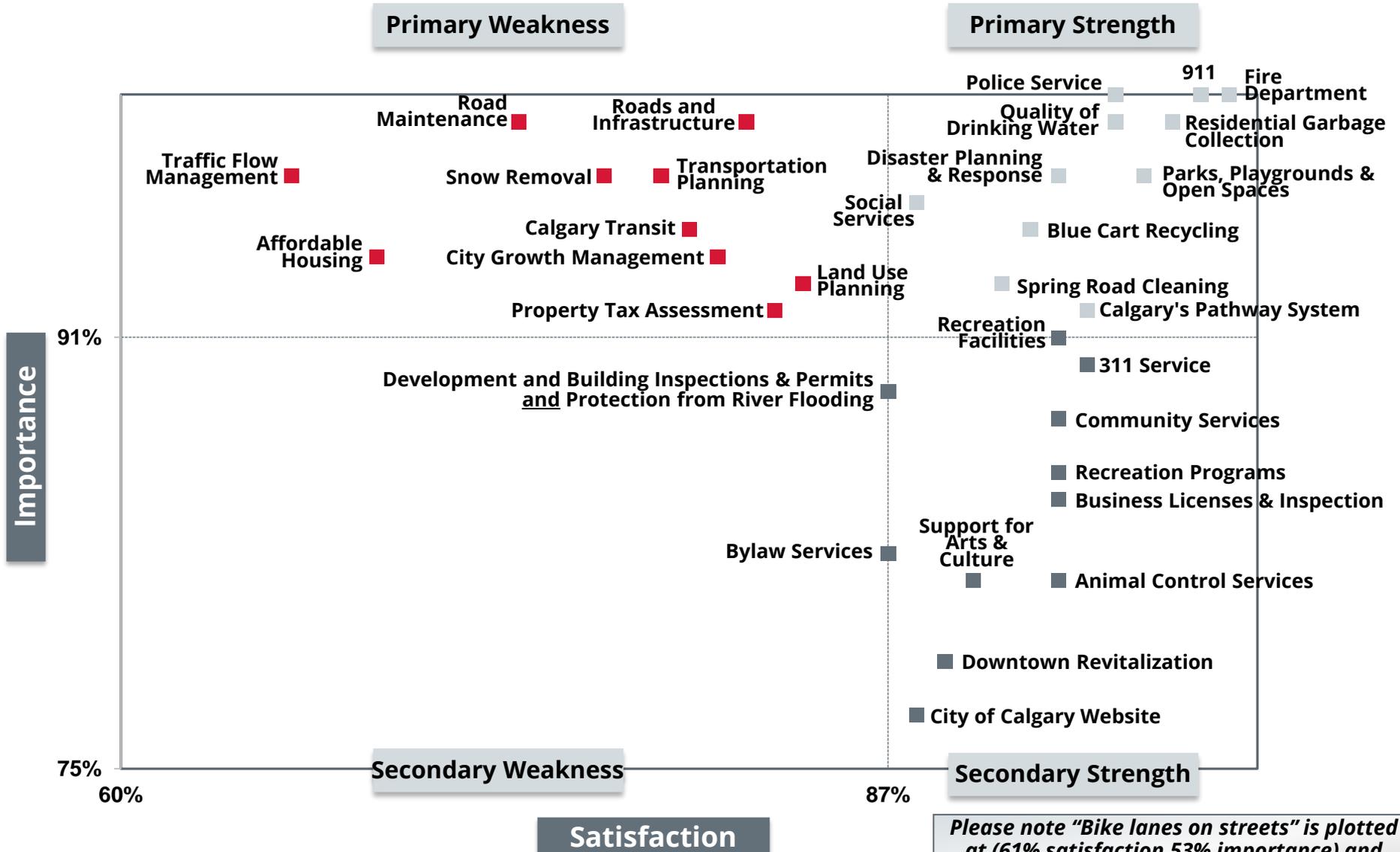


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)



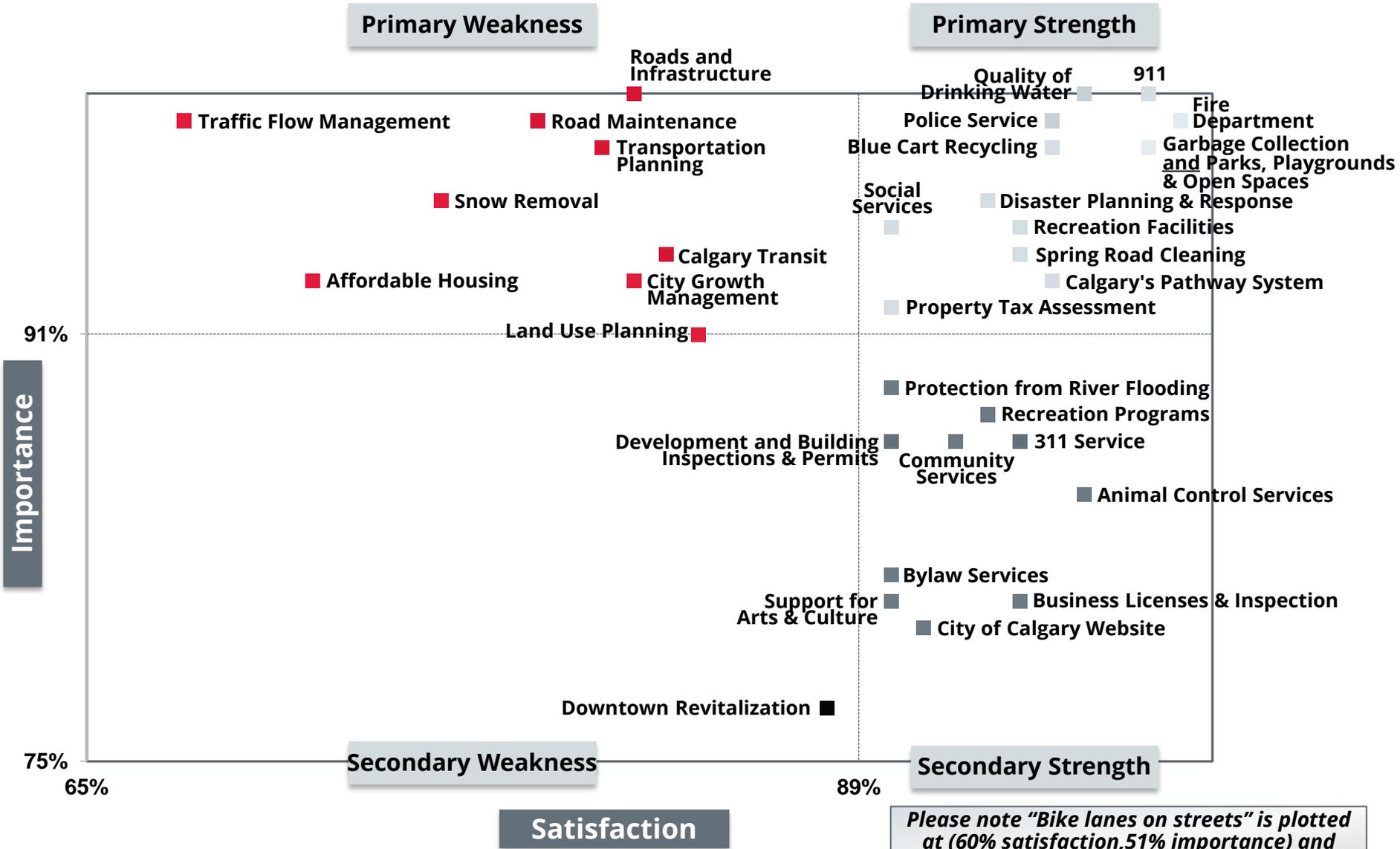
Importance vs. Satisfaction Grid: City Wide



Please note "Bike lanes on streets" is plotted at (61% satisfaction, 53% importance) and not illustrated on this graph.



Importance vs. Satisfaction Grid: Ward 14



Please note "Bike lanes on streets" is plotted at (60% satisfaction, 51% importance) and not illustrated on this graph.



Primary Strengths and Weaknesses: City Wide versus Ward 14

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 14
Fire Department		
911		
Residential Garbage Collection		
Police Service		
Quality of Drinking Water		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Blue Cart Recycling		
Calgary's Pathway System		
Spring Road Cleaning		
Social Services		
Traffic Flow Management		
Affordable Housing		
Road Maintenance		
Snow Removal		
Transportation Planning		
Roads and Infrastructure		
Calgary Transit		
City Growth Management		
Property Tax Assessment		
Land Use Planning		
Recreation Facilities		

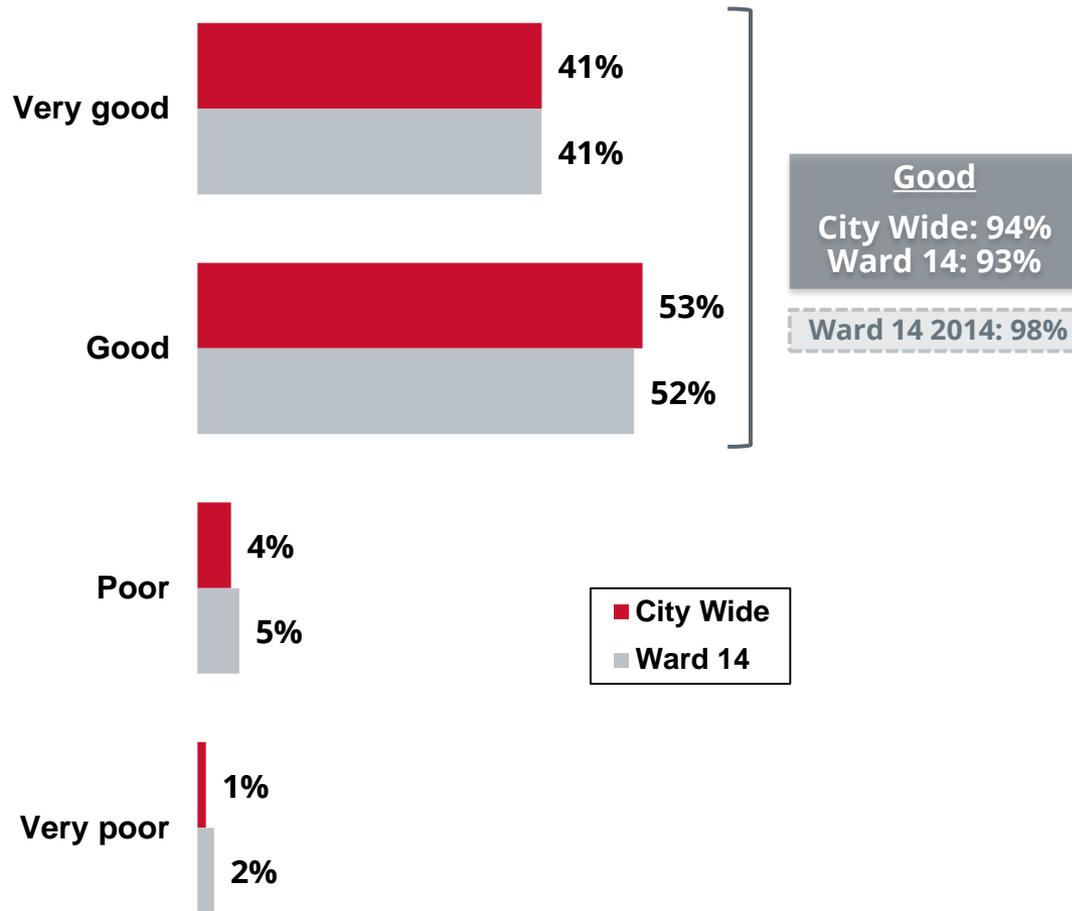


Environmental Performance





Perceptions About Overall State of Calgary's Environment

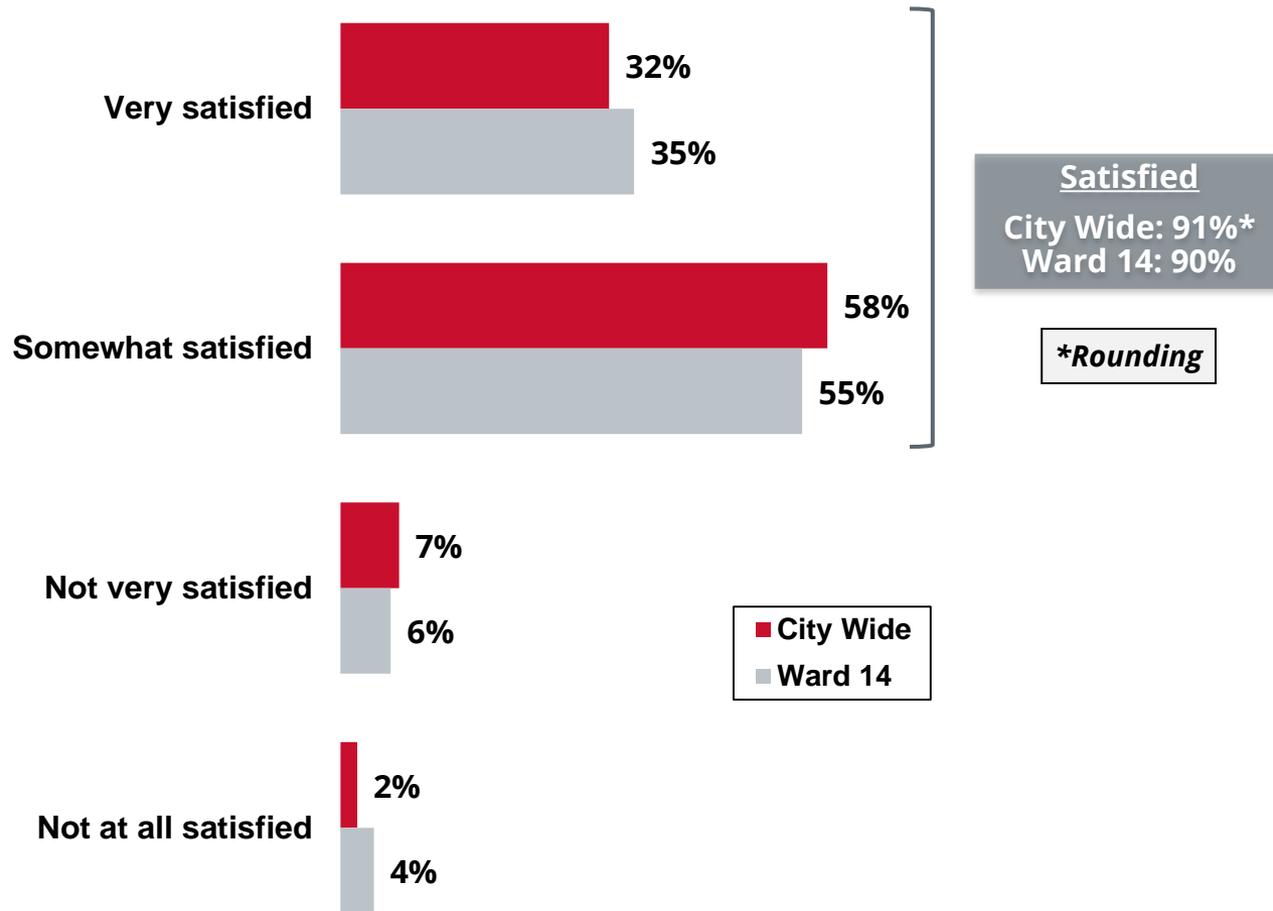


Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?

Base: Valid respondents (City Wide: n=2,448 / Ward 14: n=175)



Satisfaction with The City's Environmental Performance

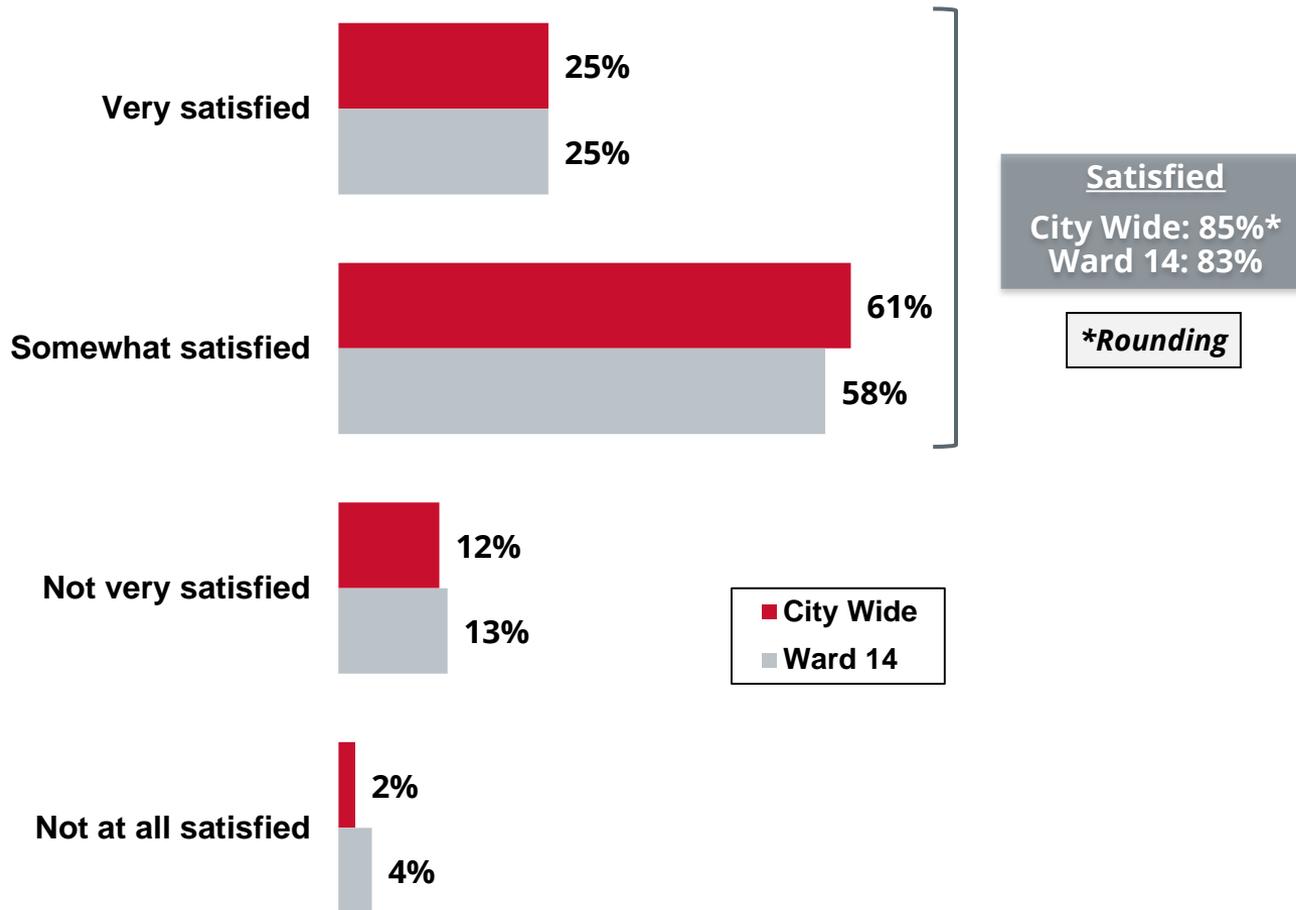


How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: Valid respondents (City Wide: n=2,436 / Ward 14: n=175)



Satisfaction with The City's Environmental Programs and Services



How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?

Base: Valid respondents (City Wide: n=2,429 / Ward 14: n=175)

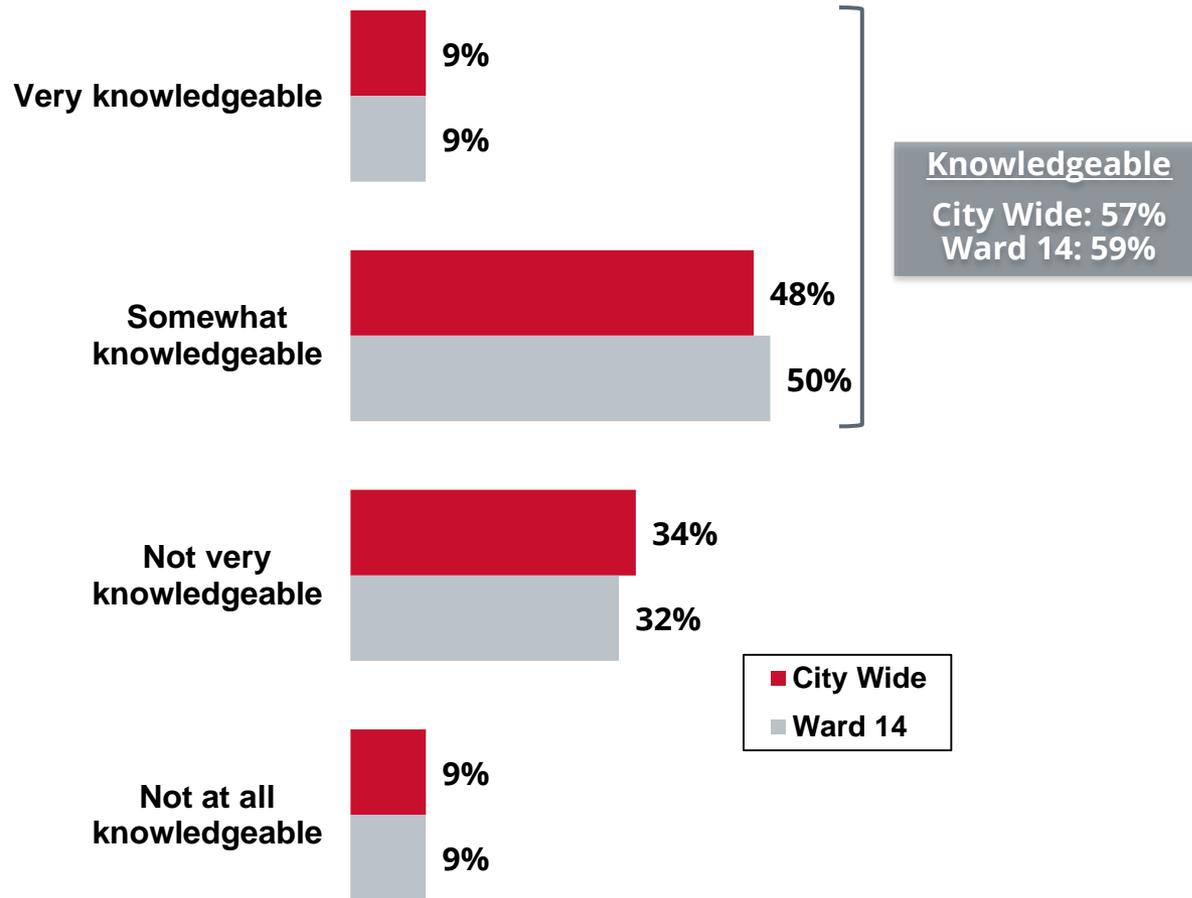


Taxation





Knowledge Levels of Tax Dollar Spending

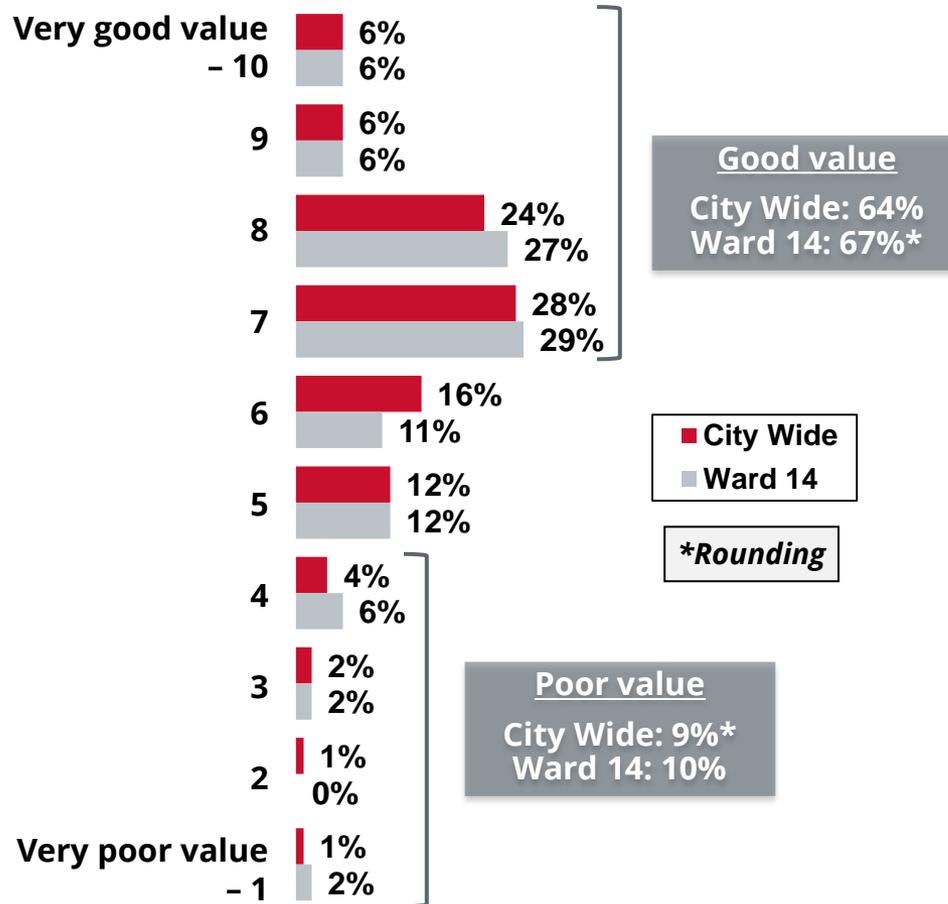


Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,442 / Ward 14: n=174)



Perceived Value of Property Taxes

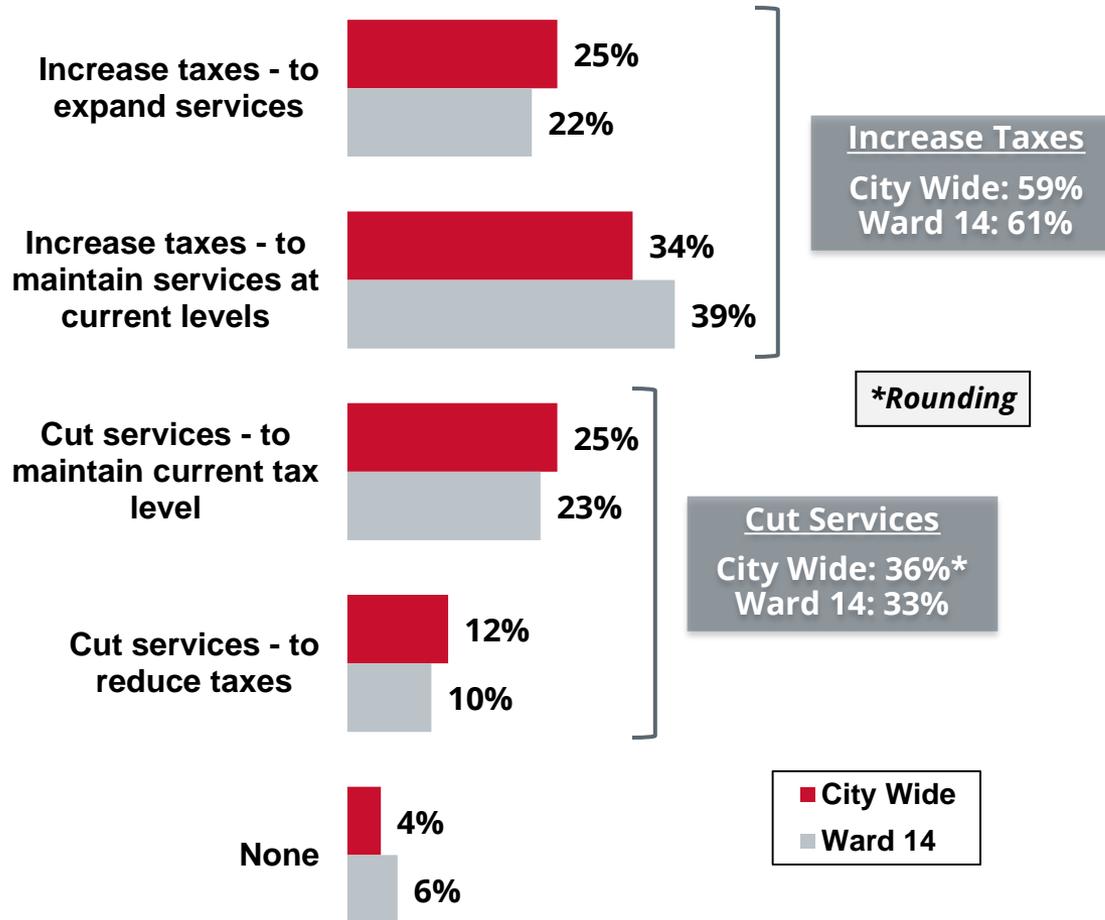


Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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=2,414 / Ward 14: n=174)



Balancing Taxation and Service Delivery Levels

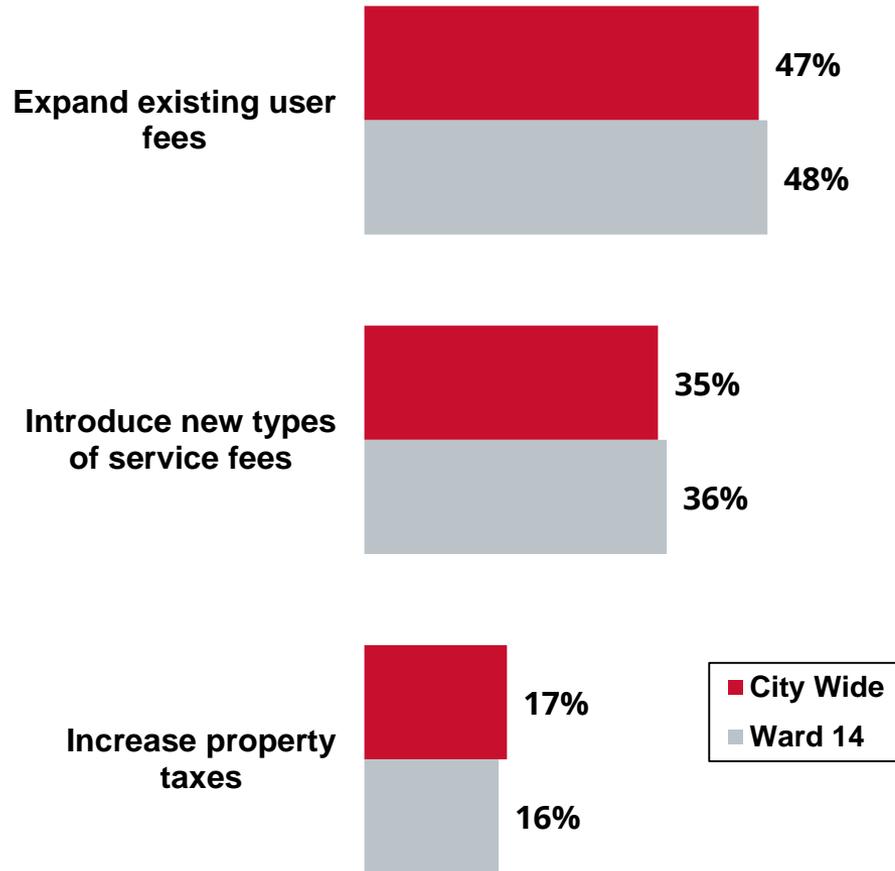


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents (City Wide: n=2,406 / Ward 14: n=173)



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 ...?

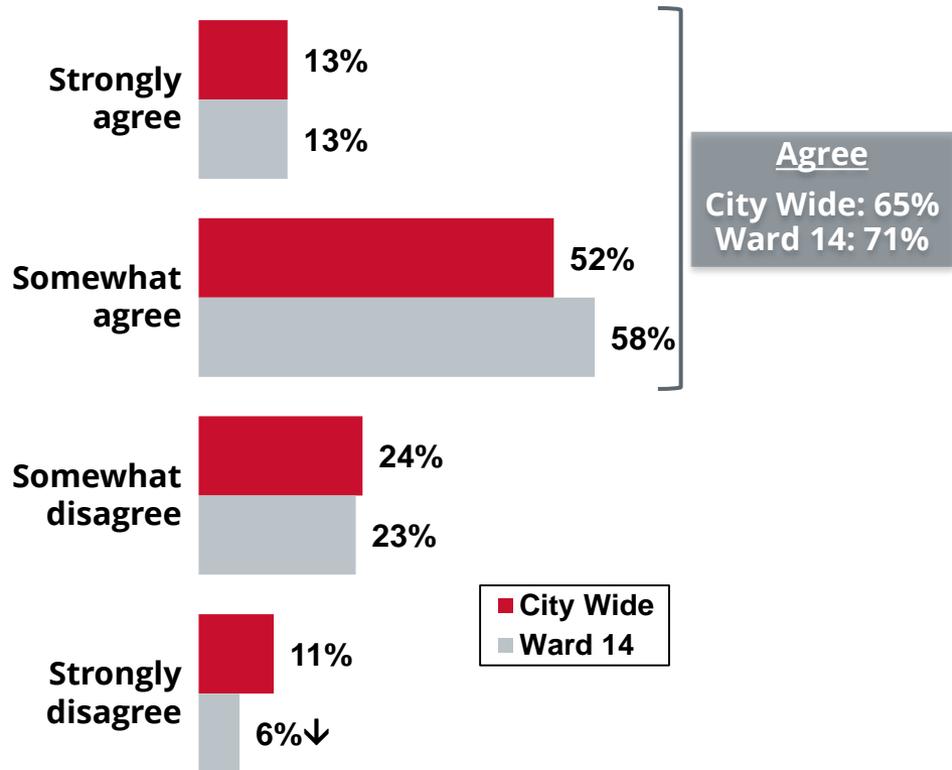
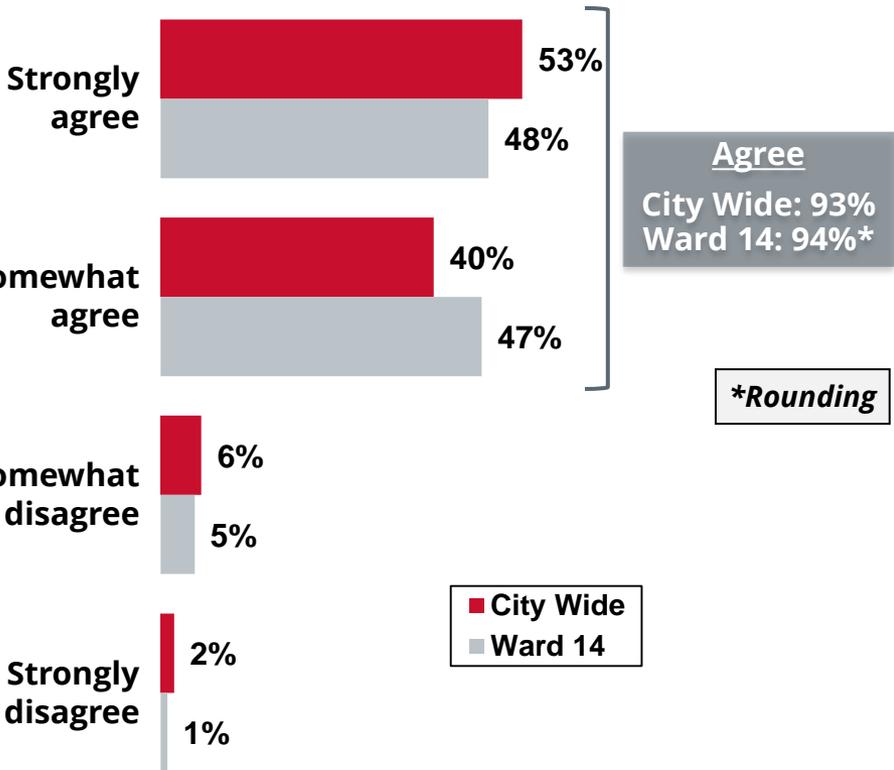
Base: Valid respondents (City Wide: n=2,295 / Ward 14: n=162)



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 (Bases vary)

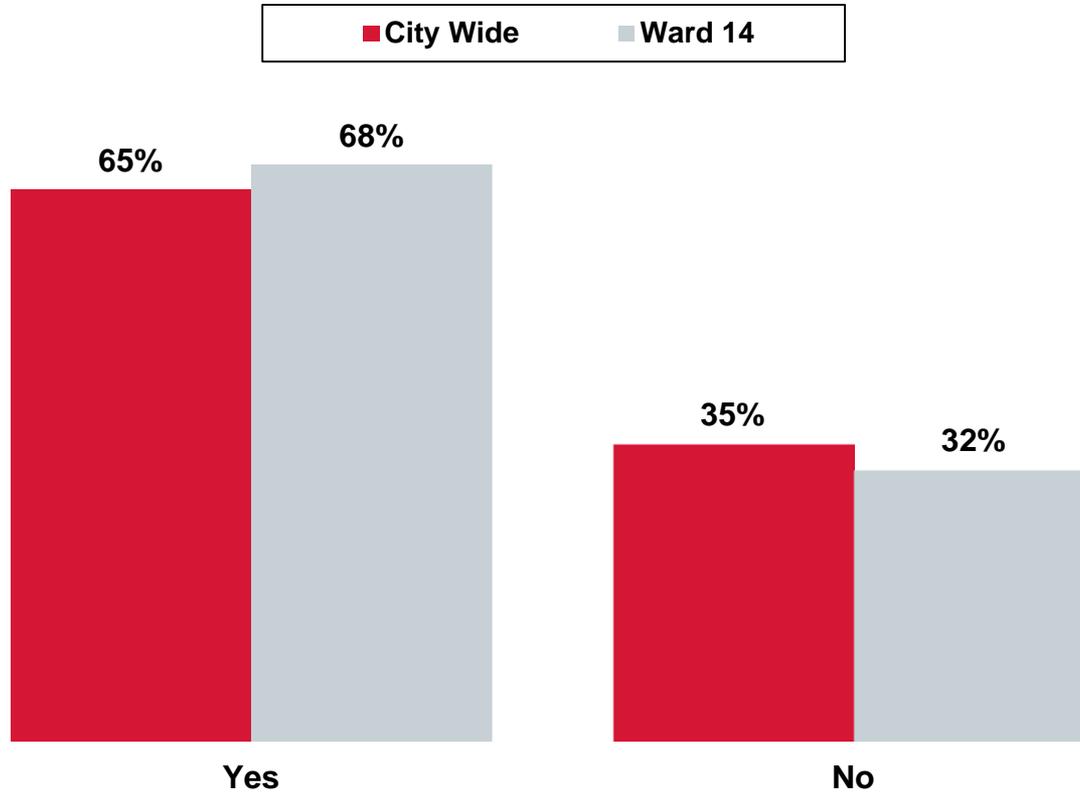


Contact with The City





Past 12 Months Contact with The City of Calgary

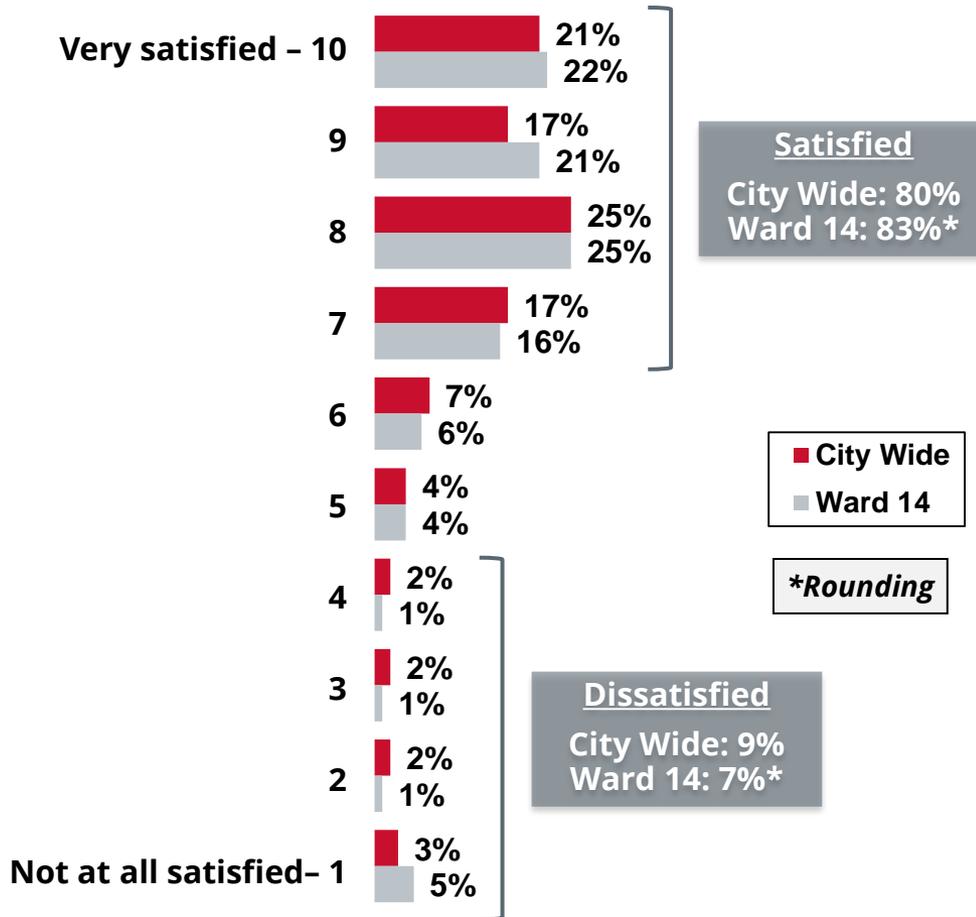


Have you contacted or dealt with The City of Calgary or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,447 / Ward 14: n=175)



Satisfaction with the Overall Level and Quality of Customer Service

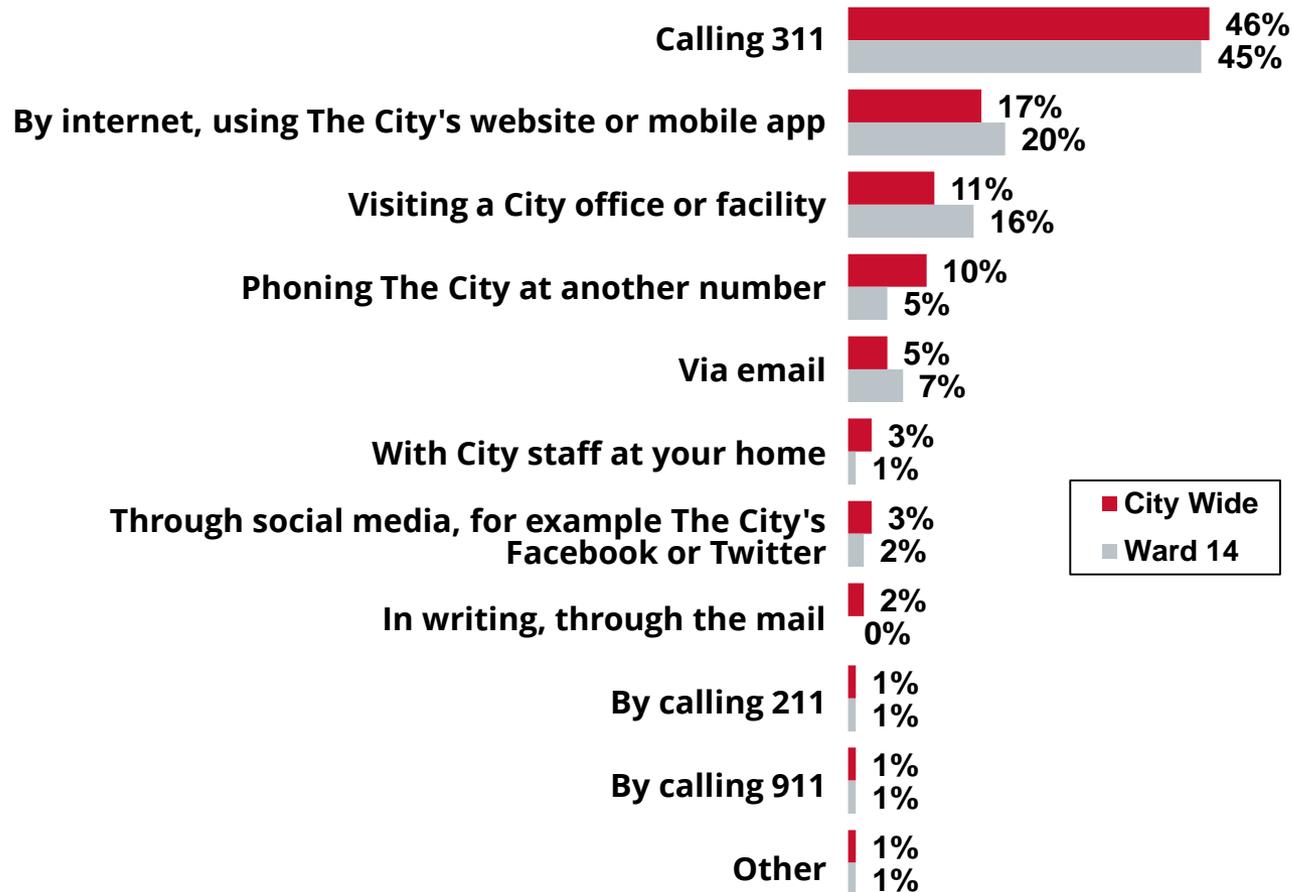


On a scale of 1 - 10 where "1" represents "not at all satisfied" and "10" represents "very satisfied", how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,603 / Ward 14: n=118)



Type of Contact

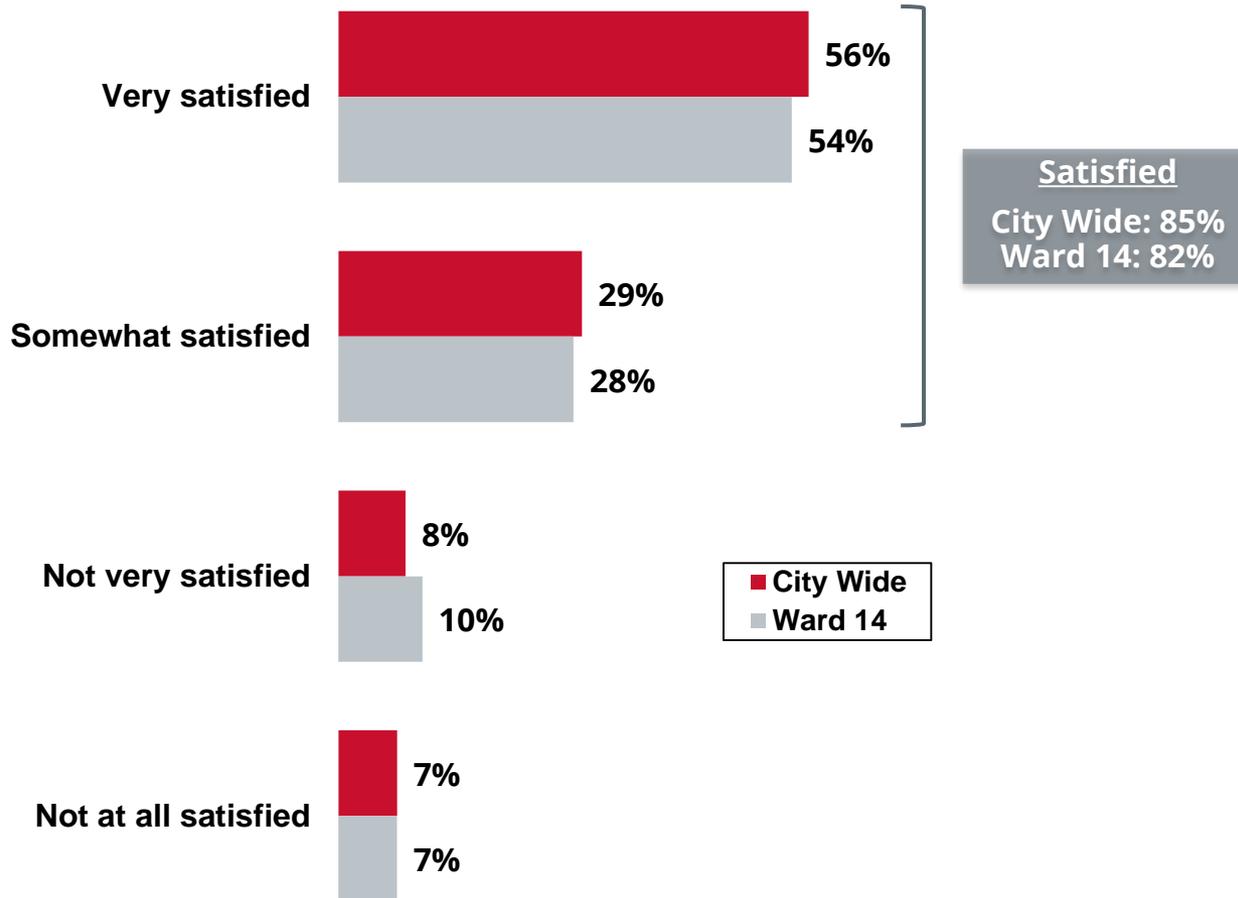


When you contacted The City was it... ?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,597 / Ward 14: n=117)



Satisfaction with Most Recent City Contact



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

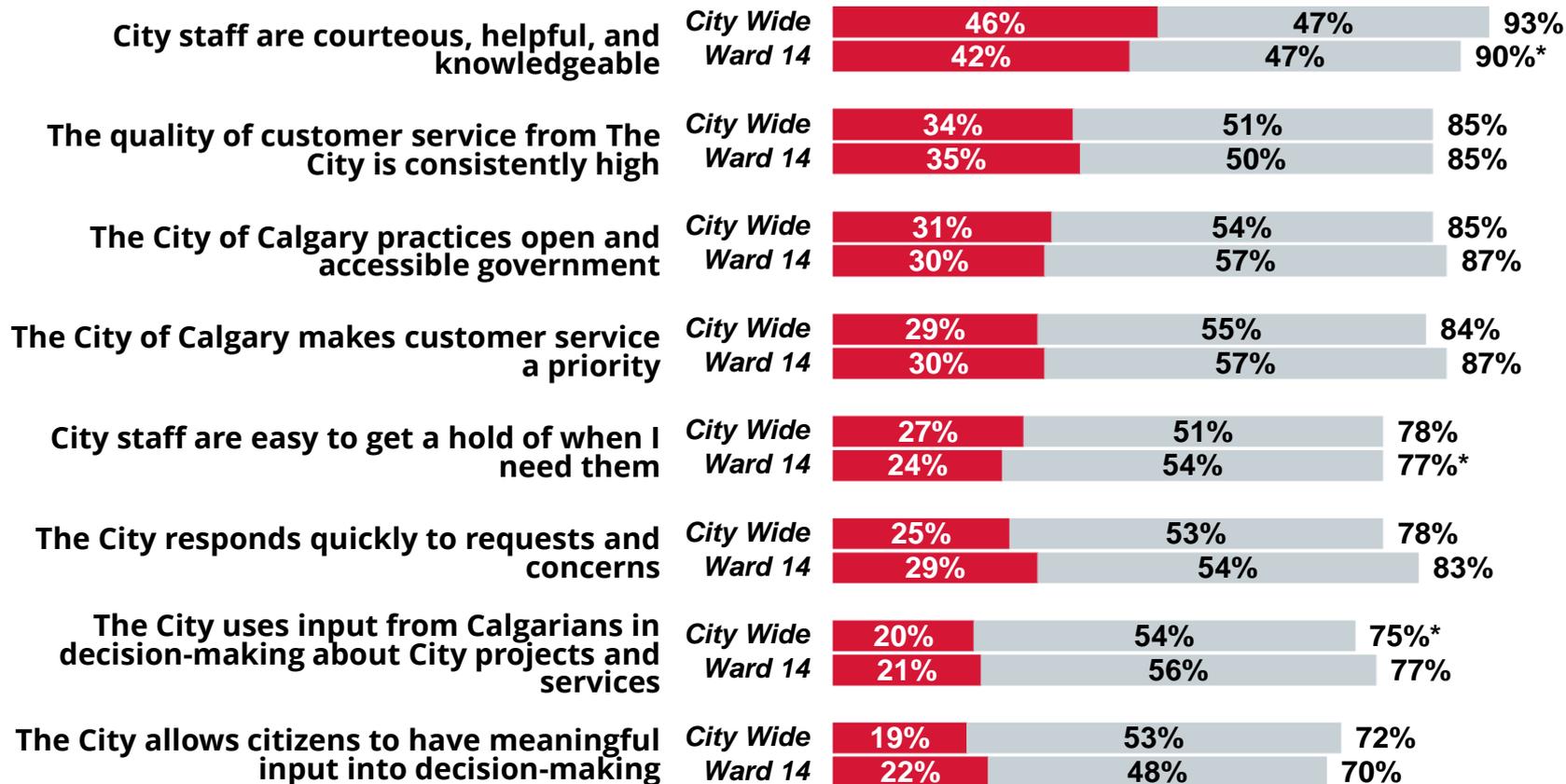
Base: Valid respondents who contacted or dealt with The City of Calgary in the last twelve months
(City Wide: n=1,602 / Ward 14: n=118)



Attitudes Regarding City Service Delivery and Transparency

% 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?

Base: Valid respondents (Bases vary)

*Rounding

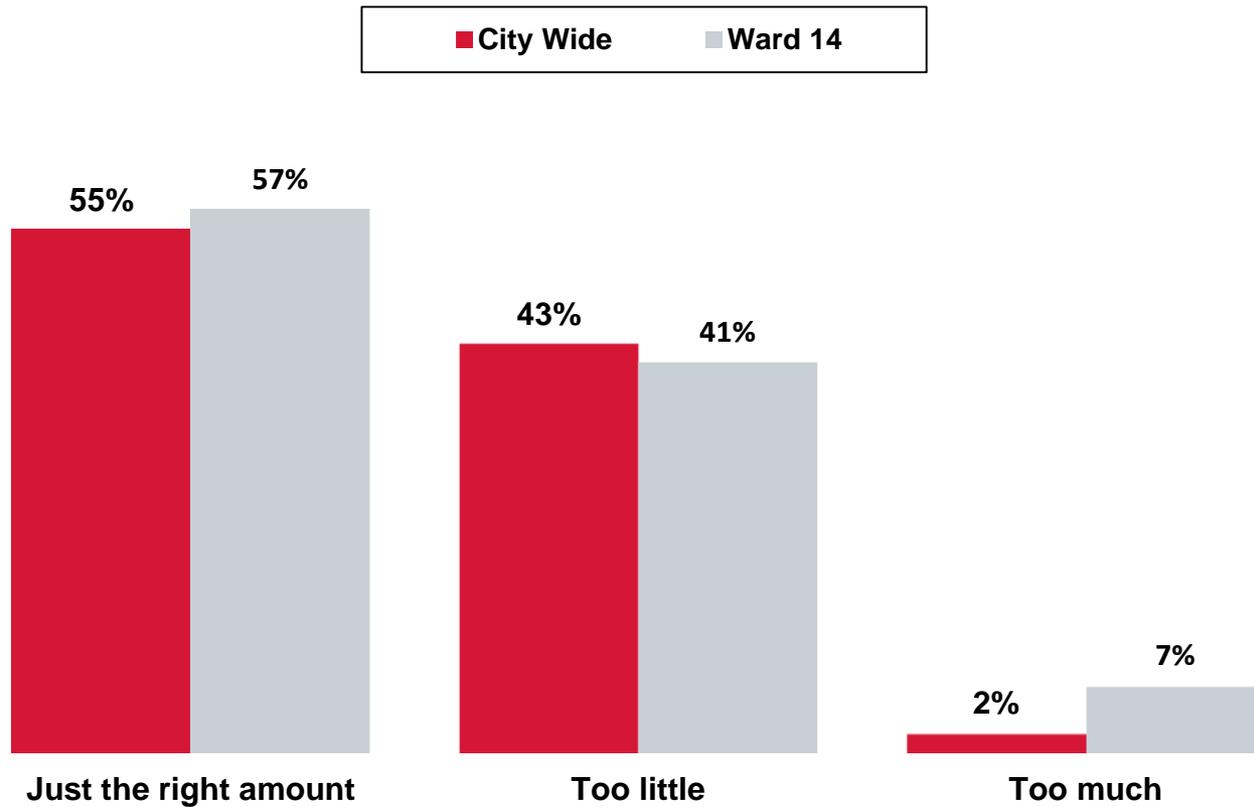


City Communications





The Extent of Information Received

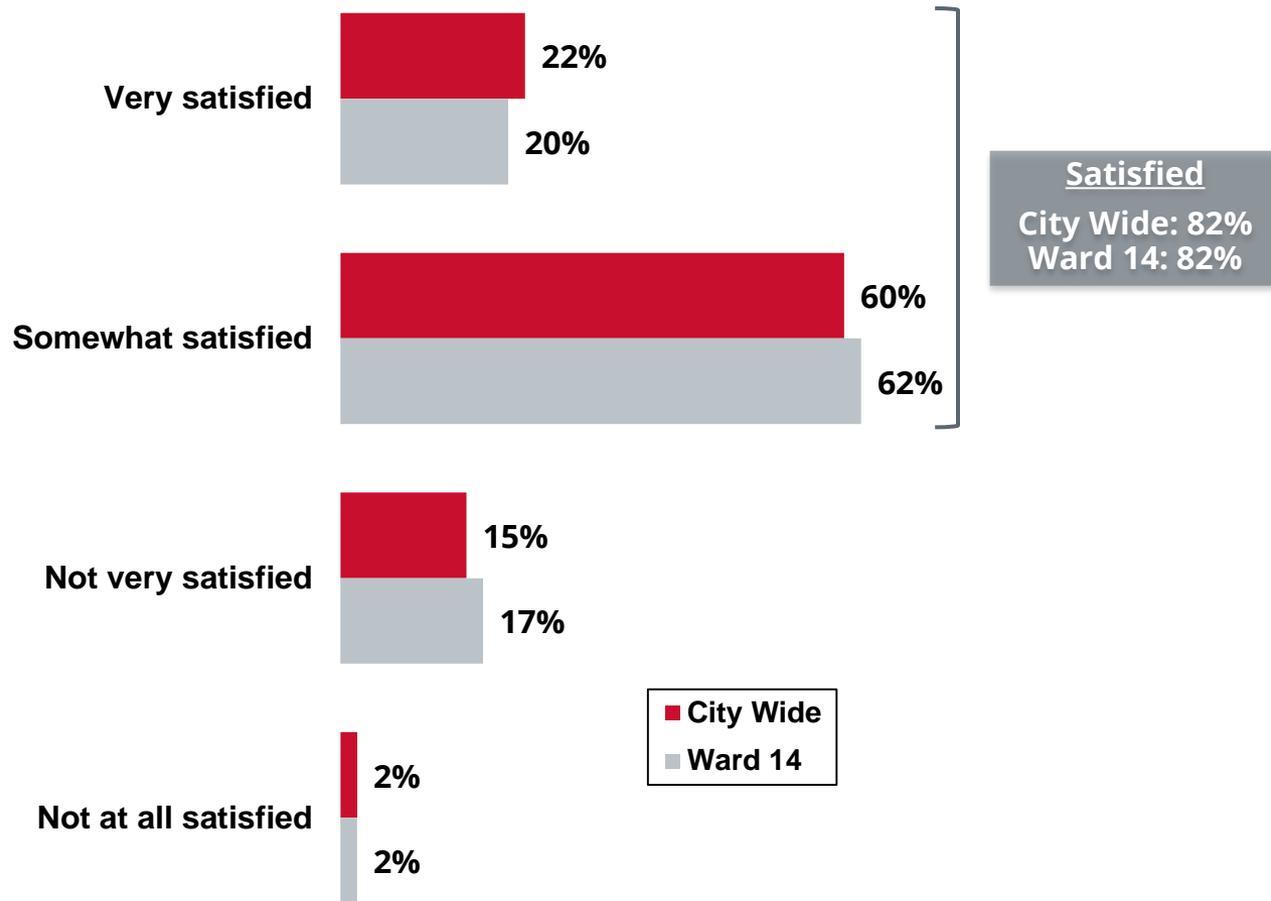


In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?

Base: Valid respondents (City Wide: n=2,440 / Ward 14: n=174)



Overall Satisfaction with 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=2,441 / Ward 14: n=175)



Demographics





Gender

	City Wide	Ward 14
Male	50%	49%
Female	50%	51%

Age

	City Wide	Ward 14
18 to 24	14%	12%
25 to 34	20%	21%
35 to 44	19%	14%
45 to 54	20%	25%
55 to 64	14%	14%
65 or more	13%	15%
<i>Mean</i>	<i>44 years</i>	<i>45 years</i>

Education

	City Wide	Ward 14
Completed high school or less	18%	14%
Some post secondary or college diploma	37%	40%
Completed university degree or post-grad degree	45%	46%

Income

	City Wide	Ward 14
Less than \$30K	6%	3%
\$30K to <\$45K	9%	4%
\$45K to <\$60K	11%	9%
\$60K to <\$75K	8%	8%
\$75K to <\$90K	8%	4%
\$90K to <\$105K	10%	8%
\$105K to <\$120K	8%	8%
\$120K to <\$150K	14%	17%
\$150K or more	24%	39%↑

Number of People In Household

	City Wide	Ward 14
1	14%	8%↓
2	29%	32%
3	19%	21%
4	23%	21%
5	10%	12%
6 or more	6%	6%

Children and Seniors in Household

% Yes

	City Wide	Ward 14
Children	38%	39%
Seniors	15%	15%

Valid respondents



Tenure in Calgary

	City Wide	Ward 14
<5 years	12%	11%
5 to <10 years	10%	11%
10 to <15 years	11%	14%
15 to <20 years	13%	10%
20 to <30 years	19%	20%
30 to <40 years	16%	17%
40 or more	20%	17%
<i>Mean</i>	<i>24 years</i>	<i>23 years</i>

Voted in Last Municipal Election

	City Wide	Ward 14
Yes - in Calgary	72%	78%
Yes - other City	2%	3%
No	25%	19%

Responsible for Property Taxes

	City Wide	Ward 14
Yes	82%	84%
No	18%	16%

Type of Home

	City Wide	Ward 14
Single-detached house	70%	83%↑
Duplex-attached house	7%	3%↓
Townhouse	6%	7%
Condominium	7%	3%↓
Apartment	6%	2%↓
Another multi-dwelling unit	3%	2%

Waste and Recycling Services

% Yes

	City Wide	Ward 14
Have Black Cart	85%	92%↑
Have Blue Cart	84%	92%↑

Own or Rent

	City Wide	Ward 14
Own	76%	84%↑
Rent	21%	14%↓
Other	-	2%
Neither	2%	1%

Valid respondents



Born in Canada

	City Wide	Ward 14
Yes	74%	77%
No	26%	23%

Age Left Country of Birth

	City Wide	Ward 14
Under 12	28%	29%
12 to 17	12%	5%
18 or older	60%	65%

Base: Not born in Canada

Ethnic Background

	City Wide	Ward 14
Caucasian/ white	24%	29%
British	19%	20%
Canadian/ French Canadian	17%	20%
Western European	12%	14%
East or Southeast Asian	11%	5%↓
Southern or Eastern European	9%	10%
South Asian	6%	1%↓
Central/ South American or Caribbean	2%	1%
West Asian or Middle Eastern	2%	2%
African	2%	2%
Aboriginal/ First Nations/ Metis	2%	3%
Other	1%	-

Disability

	City Wide	Ward 14
Yes	15%	14%
No	85%	86%

Visible Minority

	City Wide	Ward 14
Yes	20%	11%↓
No	80%	89%↑

Valid respondents

Calgary



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