

# 2010 Citizen Satisfaction Survey

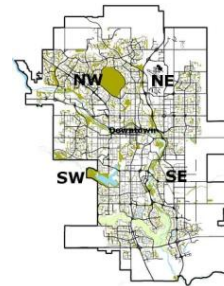
## Report

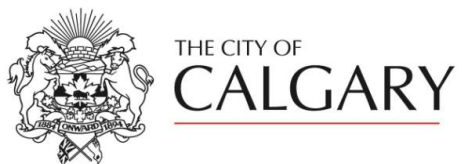


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- ◆ Telephone survey conducted with a randomly selected sample of 1,000 Calgarians aged 18 years and older between August 25<sup>th</sup> and September 2<sup>nd</sup>, 2010.
- ◆ The margin of error for the total sample of 1,000 is  $\pm 3.1$  percentage points, 19 times out of 20.
  - ❖ The margin of error by quadrant is as follows:
    - Northeast: n=200 (MOE  $\pm 7.0\%$ )
    - Northwest: n=280 (MOE  $\pm 5.9\%$ )
    - Southeast: n=210 (MOE  $\pm 6.8\%$ )
    - Southwest: n=310 (MOE  $\pm 5.7\%$ )
- ◆ Final data were weighted to ensure the overall sample's quadrant and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2006 Municipal Census data.
- ◆ Research Note on Tracking
  - ❖ Where possible, results for areas of citizen satisfaction are compared to Fall 2009, Fall 2008, Fall 2007, Fall 2006, Fall and Spring 2005, and Spring 2004.





## Highlights & Key Findings



## 2010 Highlights

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- 1 In 2010, perceptions of the quality of life in Calgary continue to show positive momentum.
- 2 *“Infrastructure, traffic and roads”* emerges as the dominant issue on the 2010 issue agenda.
- 3 *“Crime, safety and policing”* has moved down the issue agenda.
- 4 The City of Calgary has realized significant increases in performance ratings.
- 5 Citizens’ perceptions of taxation have shifted.

- ◆ **In 2010, perceptions of the quality of life in Calgary continue to show positive momentum.**
  - ❖ There is a significant increase in the percentage of Calgarians who say the quality of life has improved – from 14% in 2009 to 18% in 2010.
  - ❖ Further, there is a significant 6 point decrease in the percentage of Calgarians who say the quality of life has worsened (47% in 2009 versus 41% in 2010).
- ◆ **The City of Calgary has realized significant increases in performance ratings.**
  - ❖ Nine-in-ten (89%) Calgarians give The City a “good” rating for overall performance – a significant 5 percentage point increase from 2009 (84%).
  - ❖ Further, 94% say the quality of services provided by The City is “good” – a significant 3 percentage point increase from 2009 (91%).
  - ❖ Among citizens who have had contact with The City in the past 12 months, more than half (55%) are “very satisfied” with the contact, a significant 7 percentage point gain from 2009 (48%).
- ◆ **“Infrastructure, traffic and roads” emerges as the dominant issue on the issue agenda.**
  - ❖ In 2010, there is a significant 9 percentage point increase in mentions of “*infrastructure/traffic/roads*” as the most important issue (34% in 2010 versus 25% in 2009), and a 13 percentage point increase in mentions overall (47% in 2010 versus 34% in 2009).

# 2010 Highlights

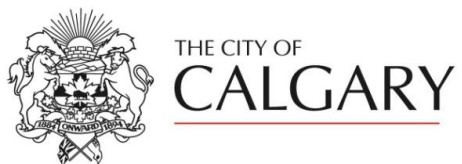
## ◆ **“Crime, safety and policing” has moved down the issue agenda.**

- ❖ The percentage of Calgarians who cite “*crime, safety or policing*” as the most important issue facing Calgary is down significantly for the second consecutive year – from 29% in 2008 to 16% in 2009 to 12% in 2010.
- ❖ Among citizens who say the quality of life in Calgary has worsened, mentions of “*crime and safety*” as a reason for deteriorated quality of life is down 8 percentage points from 2009 (21% in 2009 versus 13% in 2010).
- ❖ Further, citizen satisfaction with The Calgary Police Service is up significantly – from 46% “very satisfied” in 2009 to 52% “very satisfied” in 2010.

## ◆ **Citizens’ perceptions on taxation have shifted.**

- ❖ Consistent with the past two years, about half of citizens (51%) continue to give The City a “good value” rating for the value of their property taxes; however, there is a significant 4 percentage point decrease in “poor value” ratings (from 17% in 2009 to 13% in 2010).
- ❖ In 2010, one-quarter (24%) of Calgarians feel The City should increase taxes to expand services – a significant 5 percentage point increase from 2009 (19%).
  - Overall, 55% say The City should increase taxes (to expand or maintain services) – a significant 7 percentage point increase from 2009 (48%).
  - The percentage who feel The City should cut services to reduce taxes is down a significant 3 percentage points (13% in 2009 versus 10% in 2010).
- ❖ When presented with two options for increasing City revenue, the percentage of citizens who say The City should “increase property taxes” (rather than “introduce or expand existing user fees”) sees a significant 7 percentage point increase (22% in 2009 versus 29% in 2010).





## Key Findings





## Key Findings: Quality of Life

- ◆ Perceptions of the quality of life in Calgary continue to be strong.
  - ❖ In 2010, 78% of Calgarians consider the overall quality of life in the city of Calgary to be “good”, consistent with 2009 (76%). This follows a two year down turn when ratings were significantly lower (69% in 2008 and 67% in 2007).
- ◆ In addition to overall positive ratings for quality of life, 2010 marks the second consecutive year there is a significant decline in the proportion of citizens who say that quality of life in Calgary has worsened over the last three years (41% in 2010 versus 47% in 2009 versus 58% in 2008).
  - ❖ Furthermore, there is a 4 percentage point increase in the proportion of citizens who say that the quality of life has improved (18% in 2010 versus 14% in 2009).
- ◆ The contributing factors to Calgarians’ perceptions of an improved quality of life include: *“roadwork/improvements/easing congestion”, “improvements to public transportation”, “infrastructure upgrade/expansion”, “an improved economy/more money coming into the city/more businesses”, and “more events/bringing communities together.”*
- ◆ The contributing factors to perceptions of a deteriorated quality of life include: *“overpopulated/speed of growth”, “too expensive/cost of living”, and “increased traffic congestion/increased travel time.”*

## Key Findings: Issue Agenda

- ◆ “*Infrastructure/traffic/roads*” remains in the top position on the issue agenda for 2010, and moreover, emerges as the dominant issue.
  - ❖ In 2010, there is a significant 9 percentage point increase in mentions of “*infrastructure/traffic/roads*” as the most important issue (34% in 2010 versus 25% in 2009), and a 13 percentage point increase in mentions overall (47% in 2010 versus 34% in 2009).
- ◆ Conversely, “*crime/safety/policing*” moves down the issue agenda.
  - ❖ 2010 marks the second consecutive year of significant decreases in the percentage of citizens citing it as the most important issue (12% in 2010 versus 16% in 2009 versus 29% in 2008) as well as overall mentions (19% in 2010 versus 24% in 2009 versus 42% in 2008).
- ◆ The top four mentions overall for this year’s issue agenda are:
  - ❖ *Infrastructure/traffic/roads* (47%);
  - ❖ *Transit* (24%);
  - ❖ *Crime/safety/policing* (19%); and,
  - ❖ *Education* (this is not a service provided by The City of Calgary)(11%).

## Key Findings: The City Overall

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- ◆ In 2010, The City of Calgary's ratings continue to perform well with increases in a number of key indicators.
  - ❖ Nine-in-ten Calgarians (89%) give The City a "good" rating for overall performance – a significant 5 percentage point increase from 2009 (84%).
  - ❖ Further, 94% say the overall quality of services provided by The City is "good" – up significantly from 91% in 2009.
  - ❖ Eight-in-ten (81%) citizens who have had contact with The City in the past 12 months are "satisfied" with the contact (consistent with 2009), however, the percentage who say they are "very satisfied," climbs to 55% (a significant 7 percentage point increase from 2009).

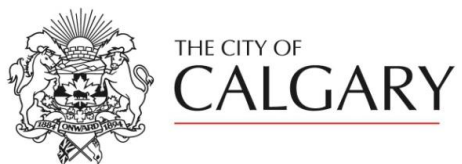
## Key Findings: City Programs and Services

- ◆ Satisfaction with the overall level and quality of services and program stands at 71% - consistent with 2009 (68%) and 23% are neutral. It is notable that 6% of citizens are “dissatisfied.”
- ◆ Citizens indicate high levels of satisfaction with most City services and programs. In fact, eight-in-ten or more are “very” or “somewhat” satisfied with 13 of the 18 services and programs evaluated.
  - ❖ The three areas that receive notably lower ratings, compared to other programs and services evaluated, are: “*City operated roads and infrastructure*”, “*City planning and land development*”, and “*City operated control of traffic flow*.” These three areas do see increases in their individual results compared to 2009.
- ◆ Considering “very satisfied” ratings, there are two significant increases from 2009:
  - ❖ A 6 percentage point increase in satisfaction with the *Calgary Police Service* (52% in 2010 versus 46% in 2009); and,
  - ❖ A 4 percentage point increase in satisfaction with the *City operated roads and infrastructure* (14% in 2010 versus 10% in 2009) – still, satisfaction remains low.
- ◆ “Primary strengths” of The City’s service delivery include: “*Fire*”, “*garbage collection*”, “*quality of drinking water*”, “*parks and other open-spaces*”, “*Calgary Police*” and “*City operated recycling programs*,” while the “primary weaknesses” include “*roads and infrastructure*”, “*control of traffic flow*” and “*City planning*”.

## Key Findings: Taxation

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- ◆ Consistent with the past two years, about half of citizens (51%) continue to give The City a “good value” rating for the value of their property taxes; however, there is a significant 4 percentage point decrease in “poor value” ratings (from 17% in 2009 to 13% in 2010).
- ◆ In 2010, one-quarter (24%) of Calgarians feel The City should increase taxes to expand services – a significant 5 percentage point increase from 2009 (19%).
  - ❖ Overall, 55% say The City should increase taxes (to expand or maintain services) – a significant 7 percentage point increase from 2009 (48%).
  - ❖ The percentage who feel The City should cut services to reduce taxes is down a significant 3 percentage points (13% in 2009 versus 10% in 2010).
- ◆ When presented with two options for increasing City revenue, the percentage of citizens who say The City should “increase property taxes” (rather than “introduce or expand existing user fees”) sees a significant 7 percentage point increase (22% in 2009 versus 29% in 2010).



## DETAILED FINDINGS







## Detailed Findings

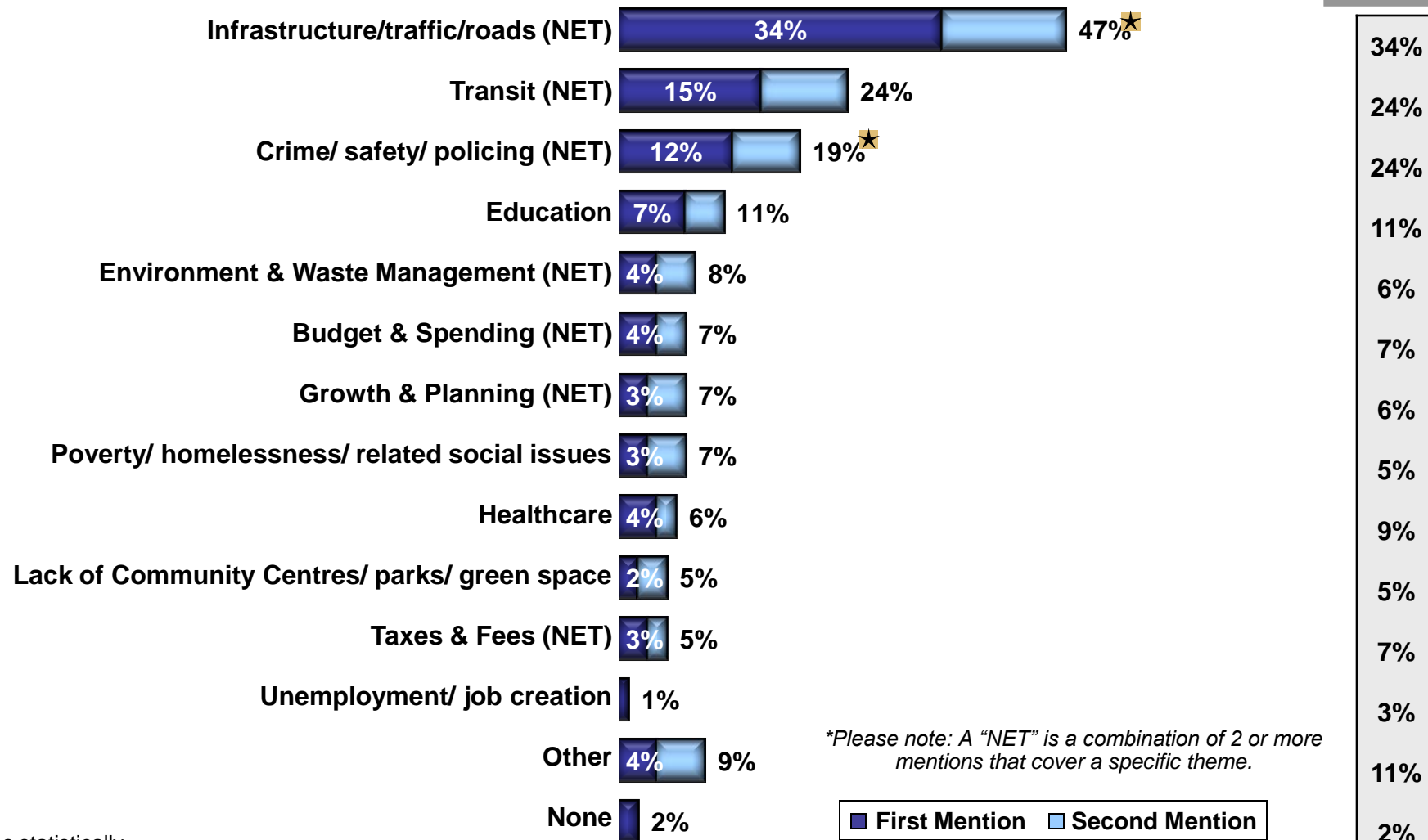
### Issue Agenda



# Issue Agenda

*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? (Multiple Mentions Accepted)*

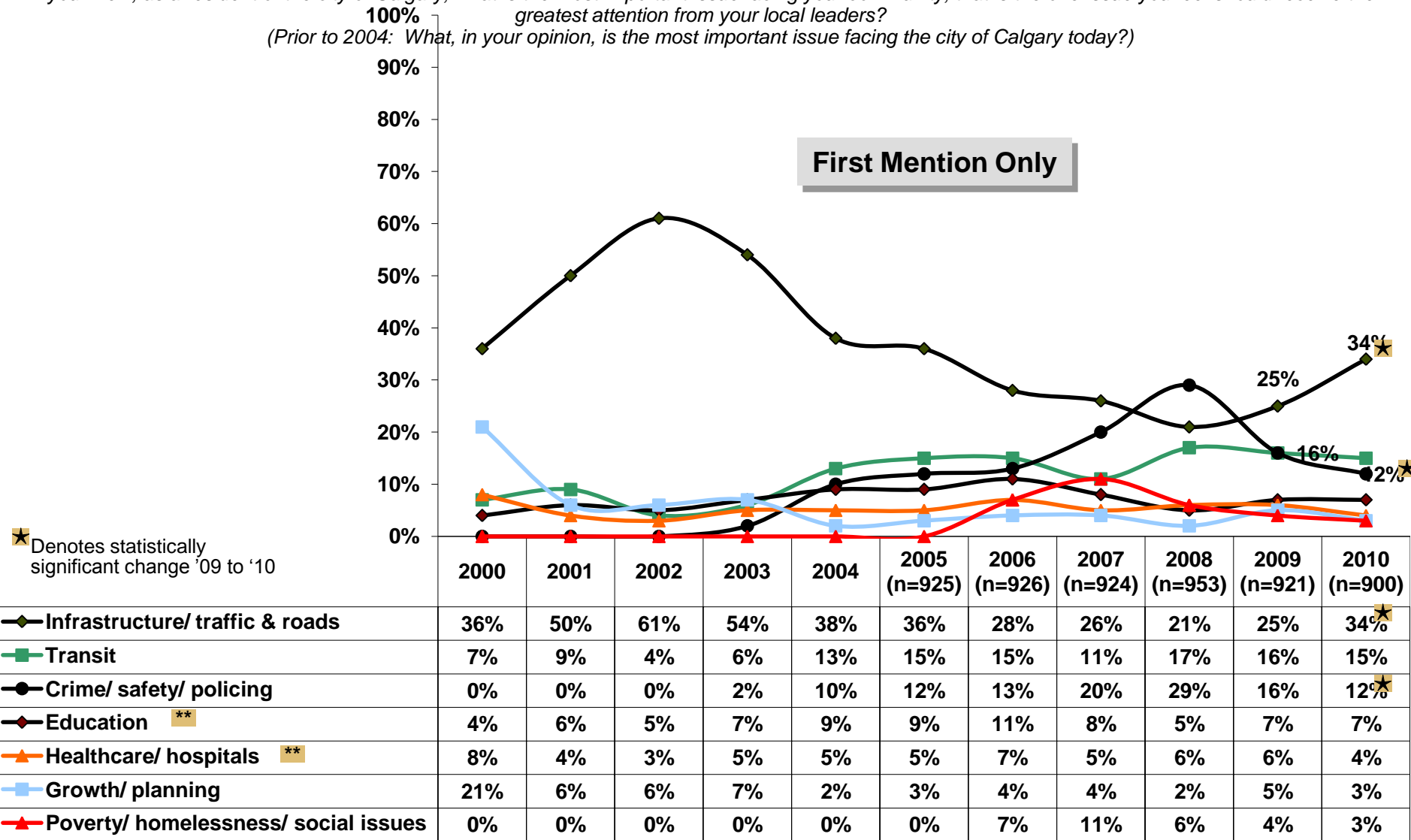
Fall 2009



# Tracking Most Important Issues Facing Calgary

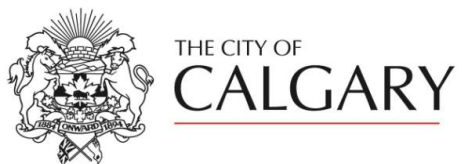
In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?

(Prior to 2004: What, in your opinion, is the most important issue facing the city of Calgary today?)



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This service is not provided by The City of Calgary



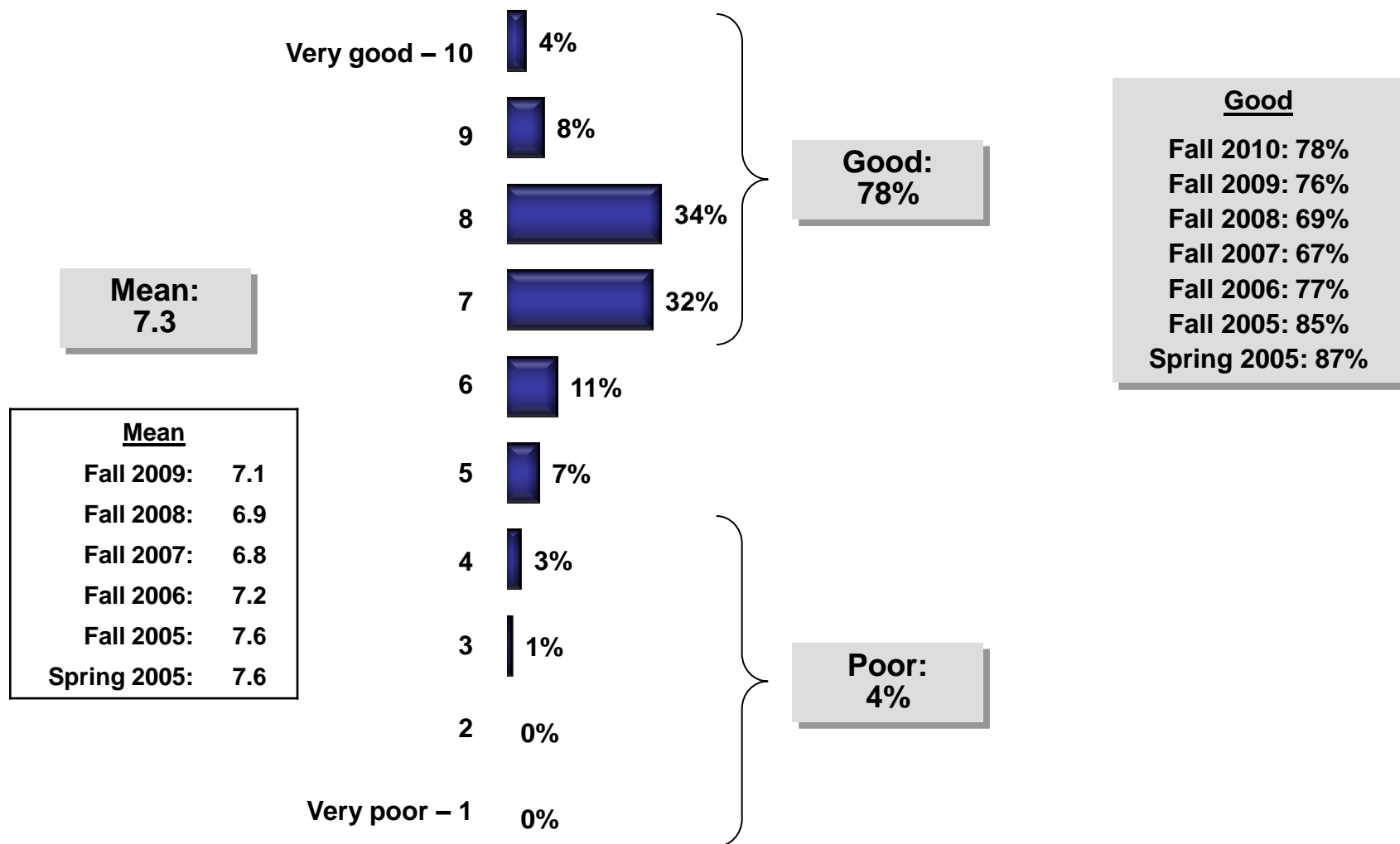
## Detailed Findings

### Quality of Life



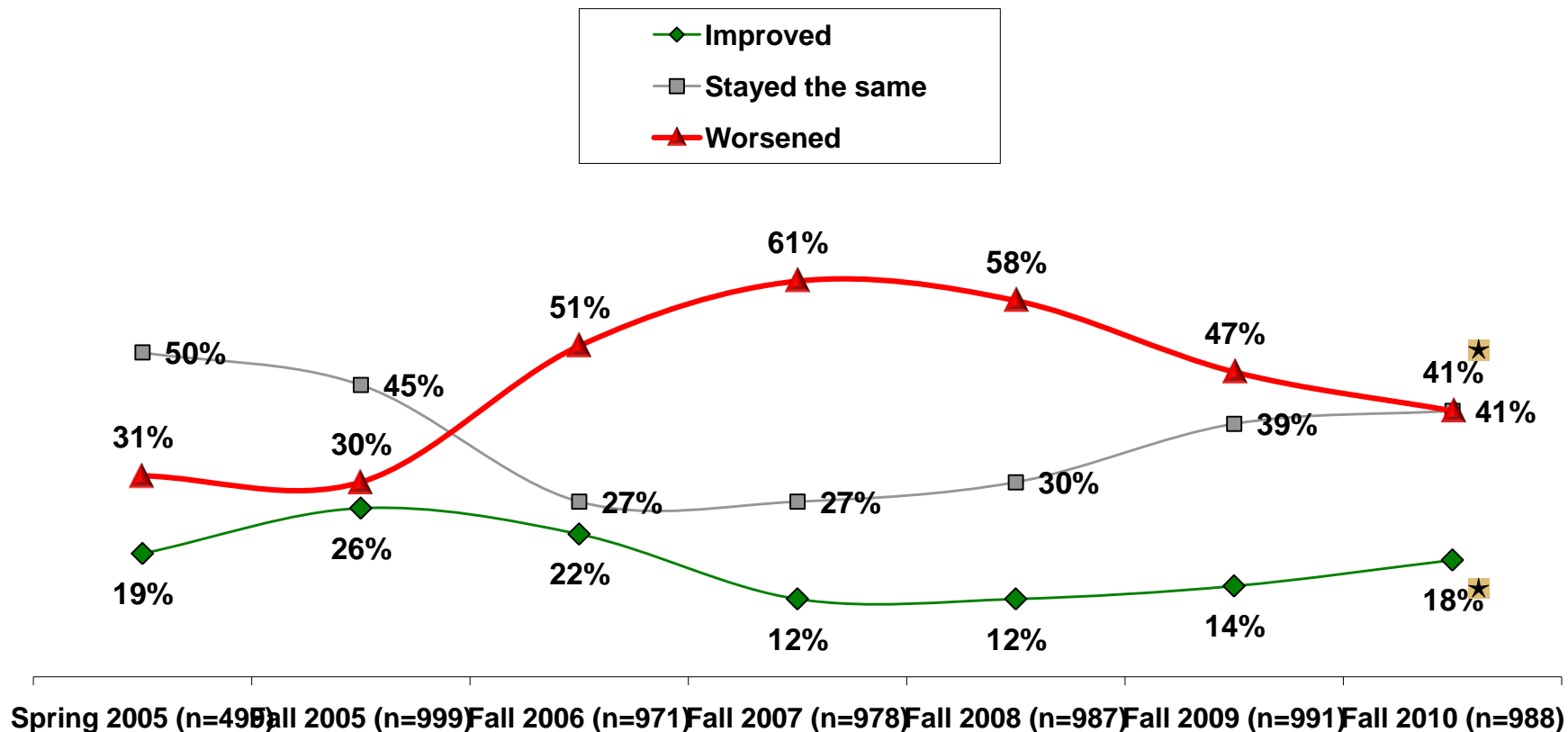
# Overall Quality of Life in Calgary

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



# Quality of Life: Changes in Past Three Years

*And, do you feel that the quality of life in the city of Calgary in the past three years has ...?*



\* Denotes statistically significant change '09 to '10

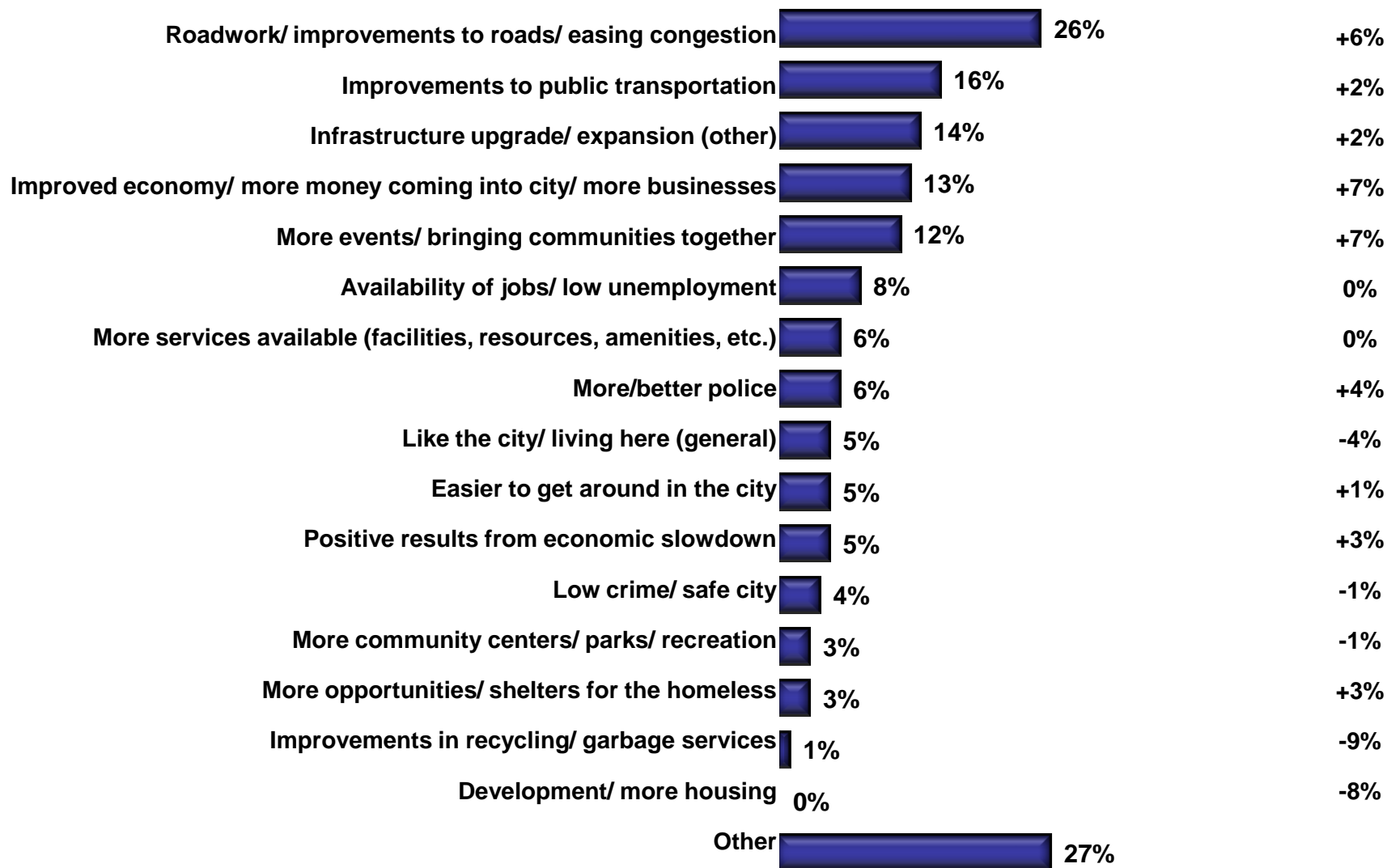


# Reasons for Improved Quality of Life

## All Mentions

Why do you think the quality of life in Calgary has improved? Anything else?

% Change  
Fall '09 – Fall '10

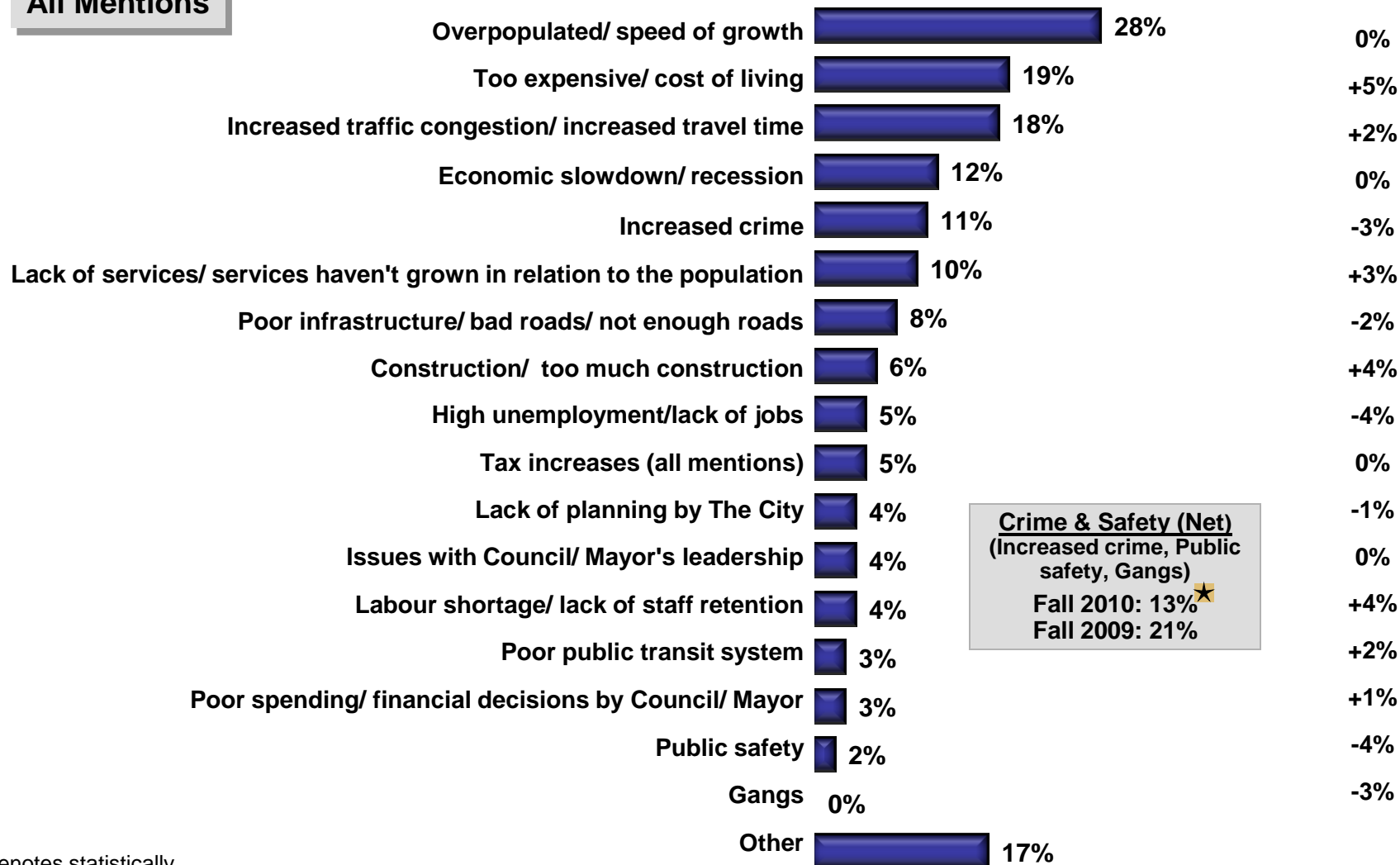


# Reasons for Deteriorated Quality of Life

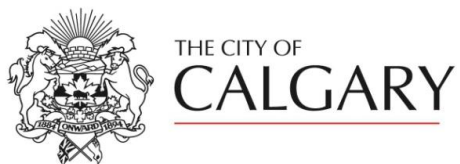
Why do you think the quality of life in Calgary has worsened? Anything else?

## All Mentions

% Change  
Fall '09 – Fall '10



★ Denotes statistically significant change '09 to '10



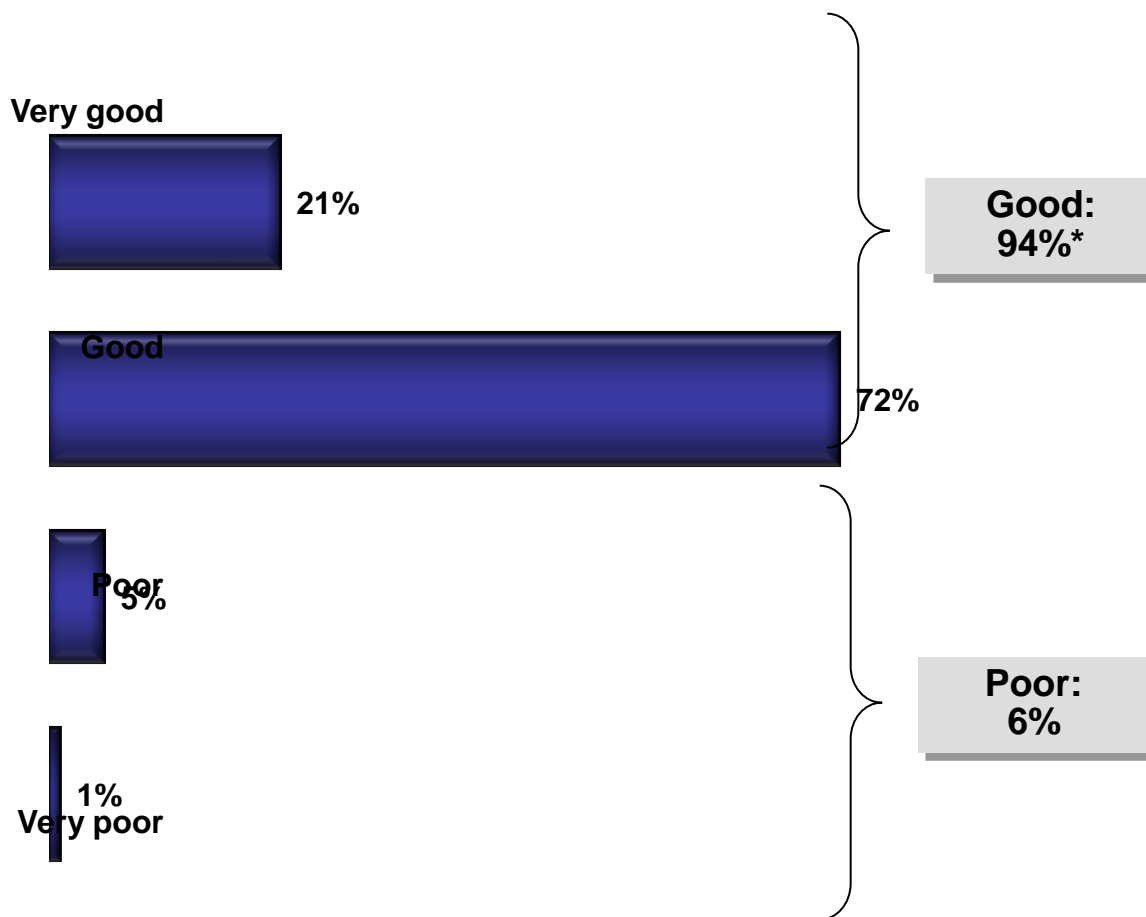
## Detailed Findings

### City Programs and Services



# Overall Quality of City Services in Calgary

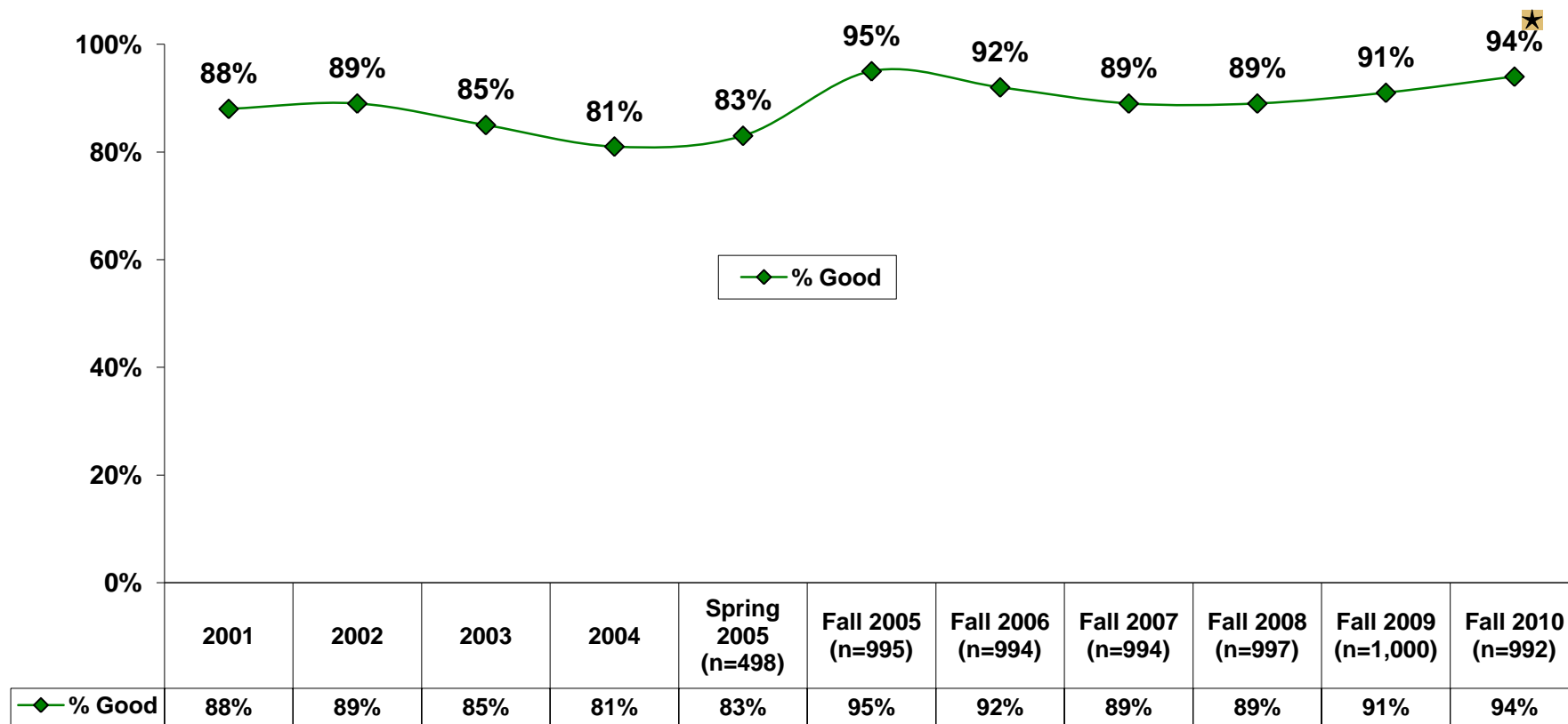
Overall, thinking of all the services that The City of Calgary provides, would you say that the quality of services provided is ...?



\*Rounding

# Tracking Overall Quality of City Services in Calgary

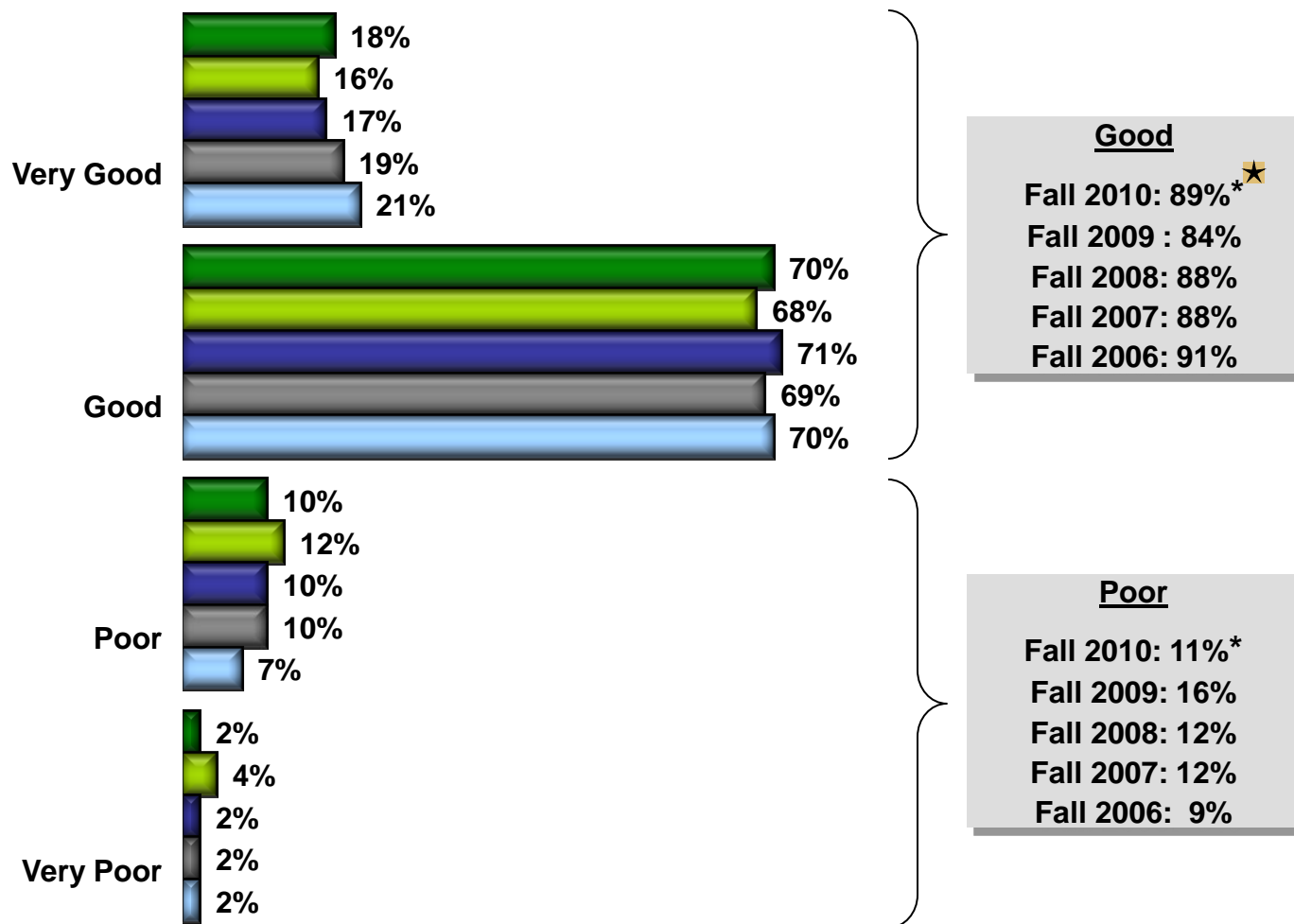
Overall, thinking of all the services that The City of Calgary provides, would you say that the quality of services provided is ...?



★ Denotes statistically significant change '09 to '10

# Overall Performance of The City of Calgary

Now, overall, how would you rate the performance of The City of Calgary?



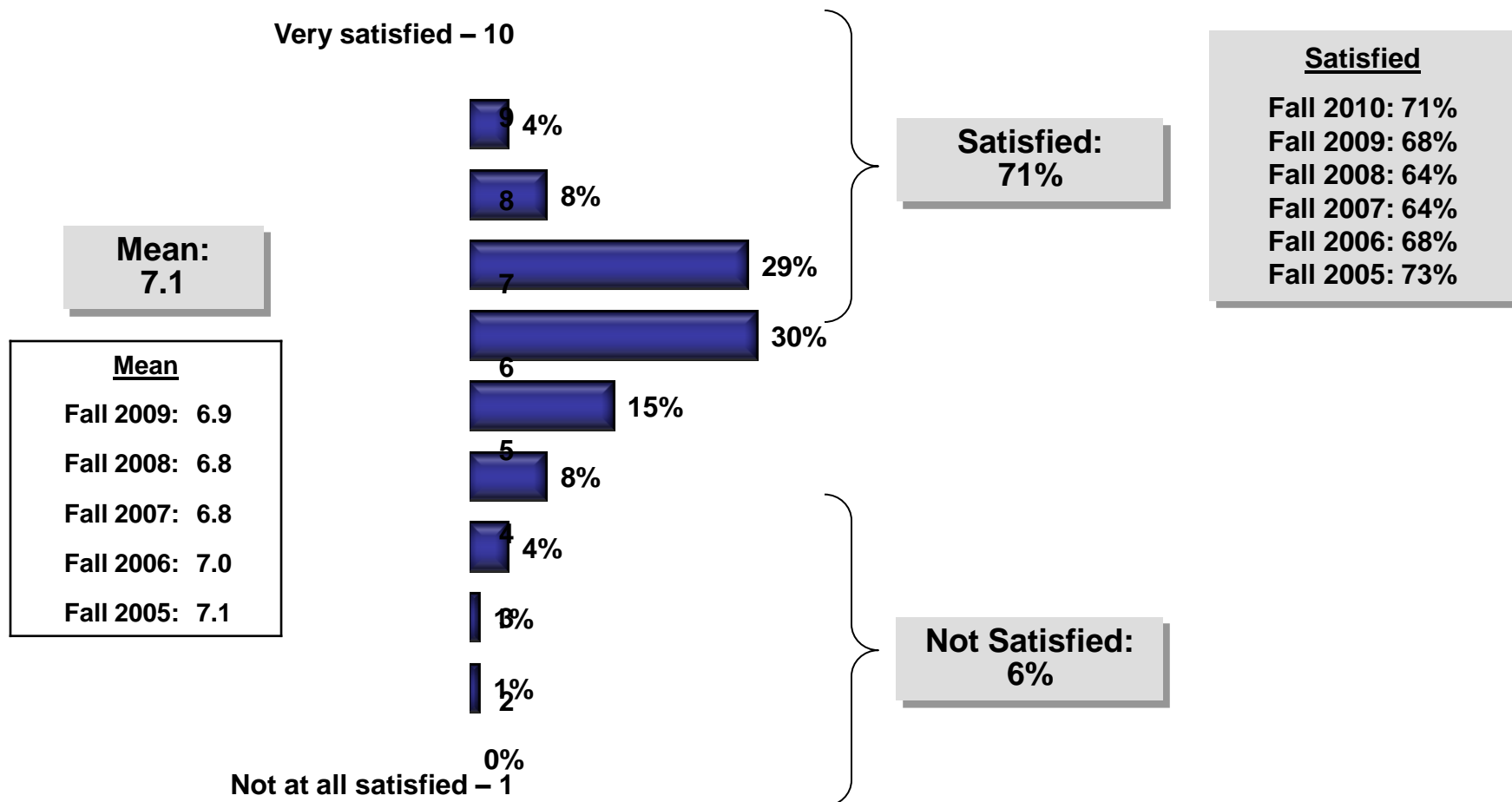
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\*Rounding



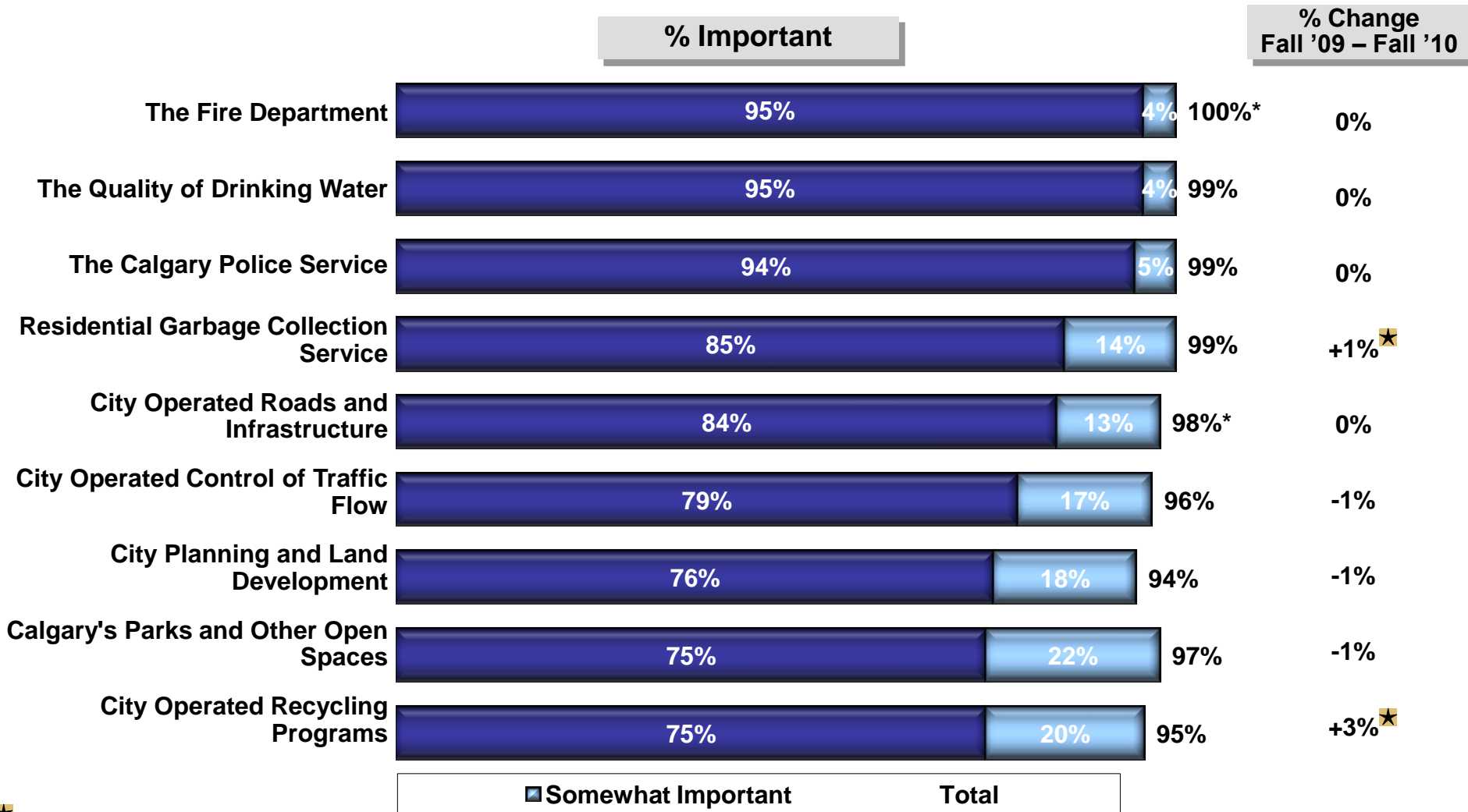
# Overall Satisfaction with City Programs and Services

Using 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?



# 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 and how satisfied you are with the job The City is doing in providing that program or service.

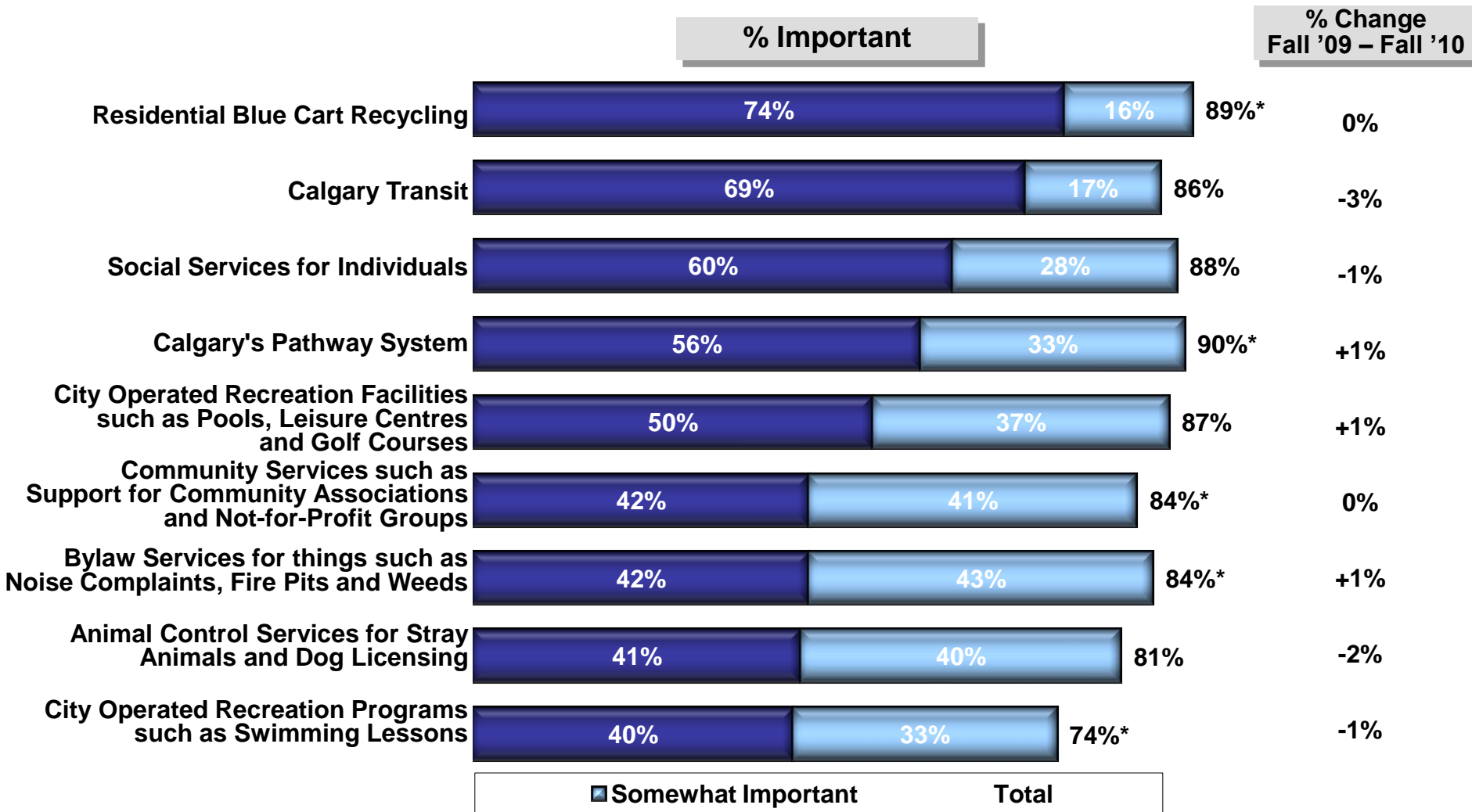


★ Denotes statistically significant change '09 to '10

\*Rounding

# Importance of City Programs and Services

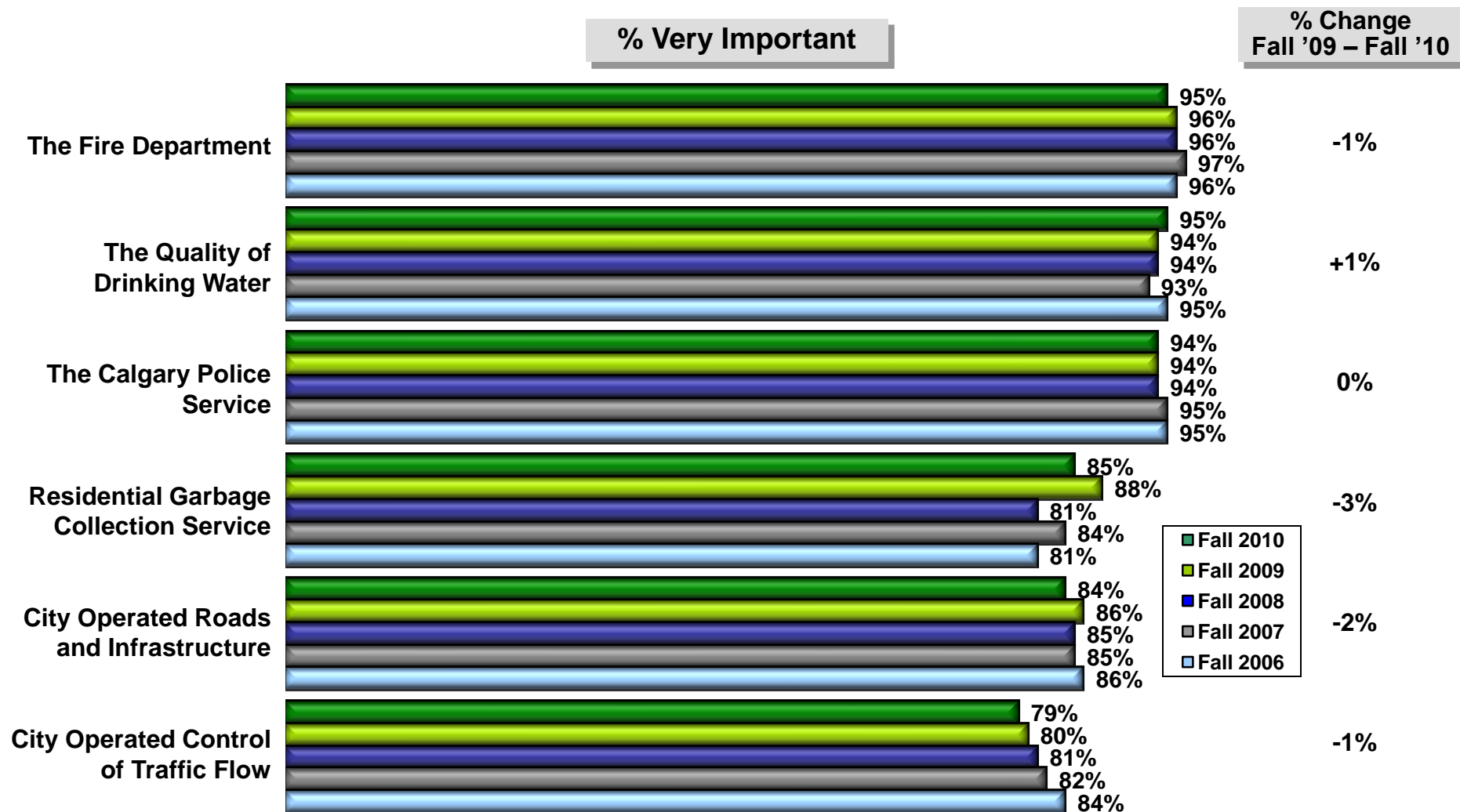
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\*Rounding

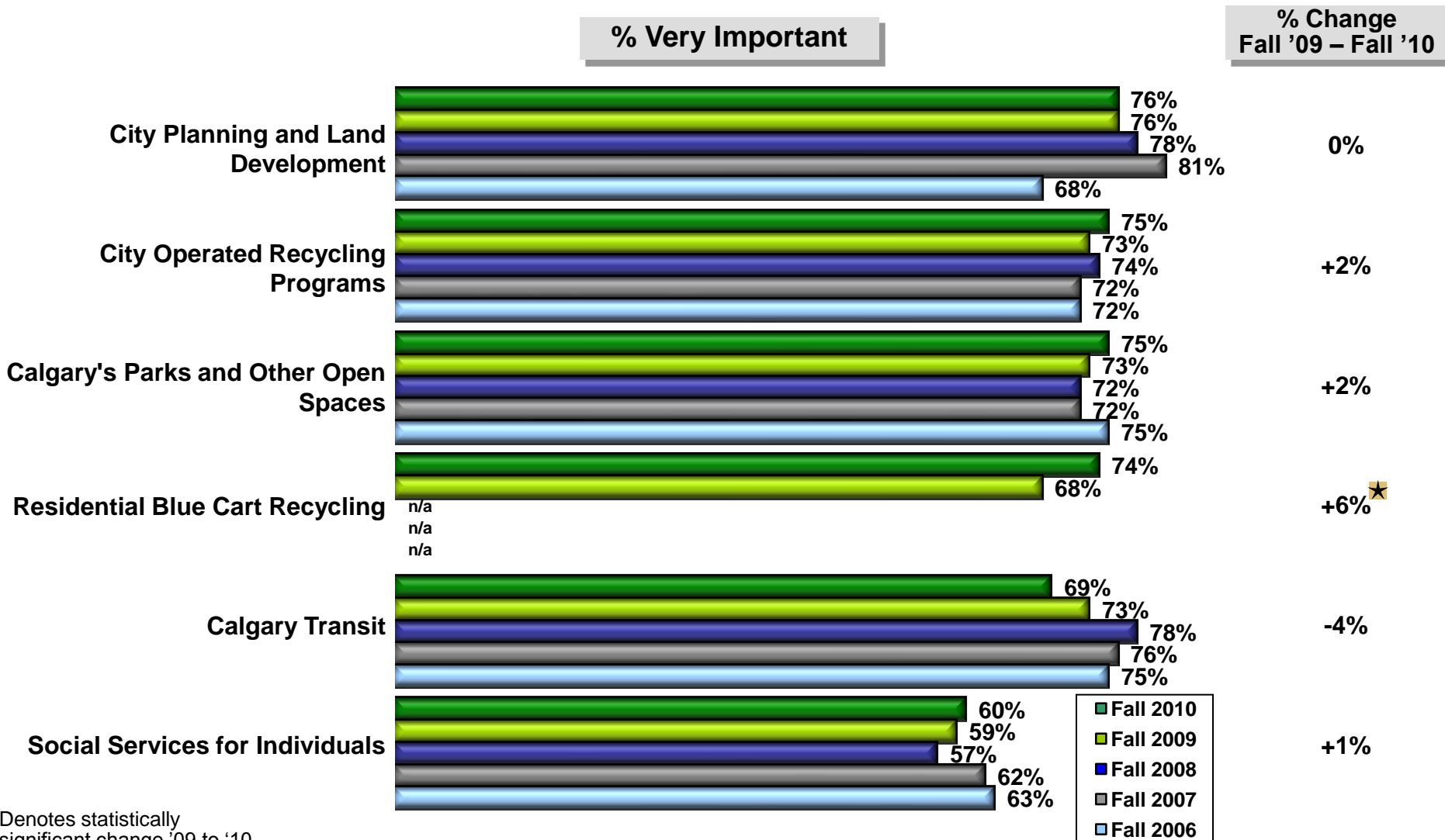
# Tracking Importance of City Programs and Services

*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 and how satisfied you are with the job The City is doing in providing that program or service.*



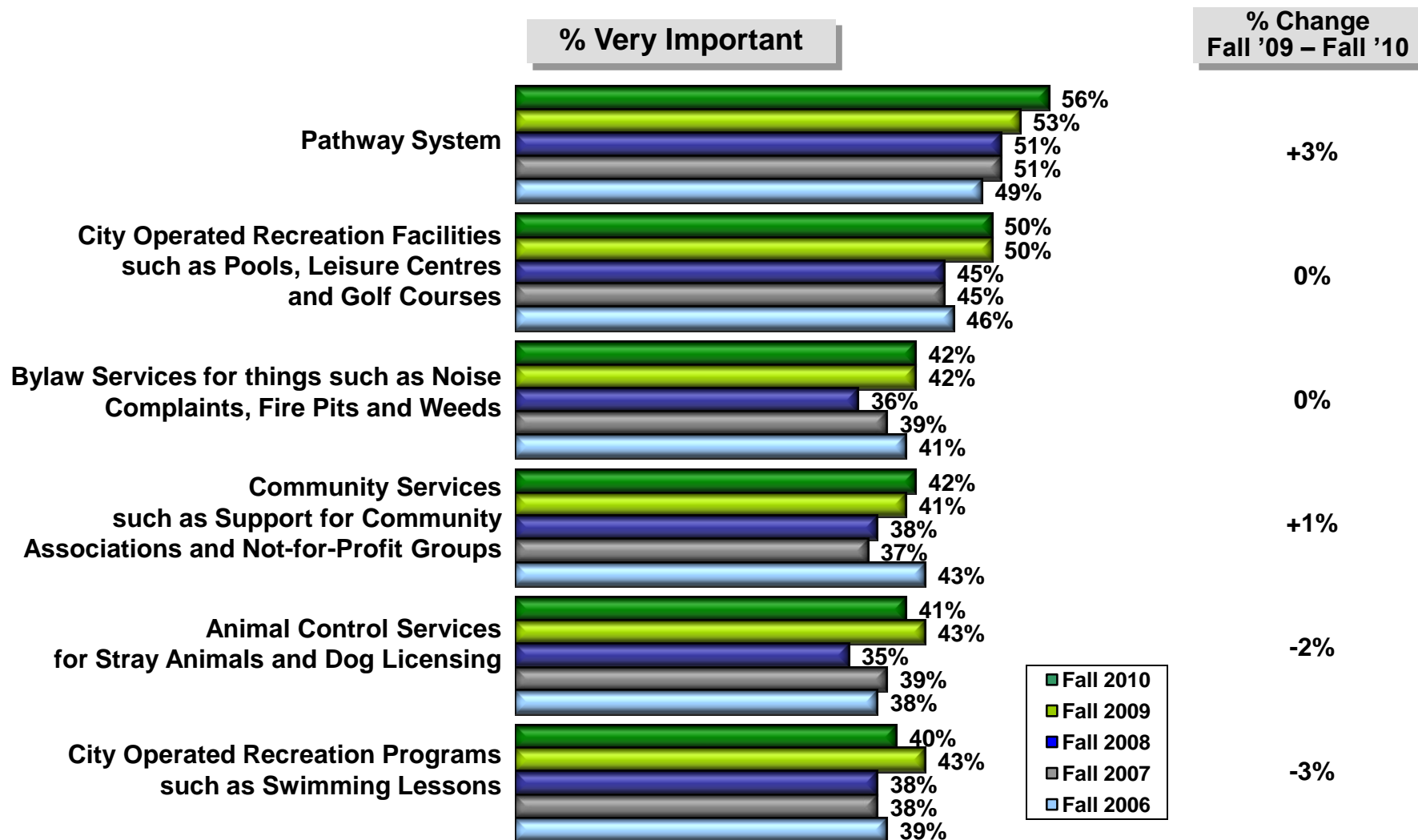
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# Tracking Importance of City Programs and Services

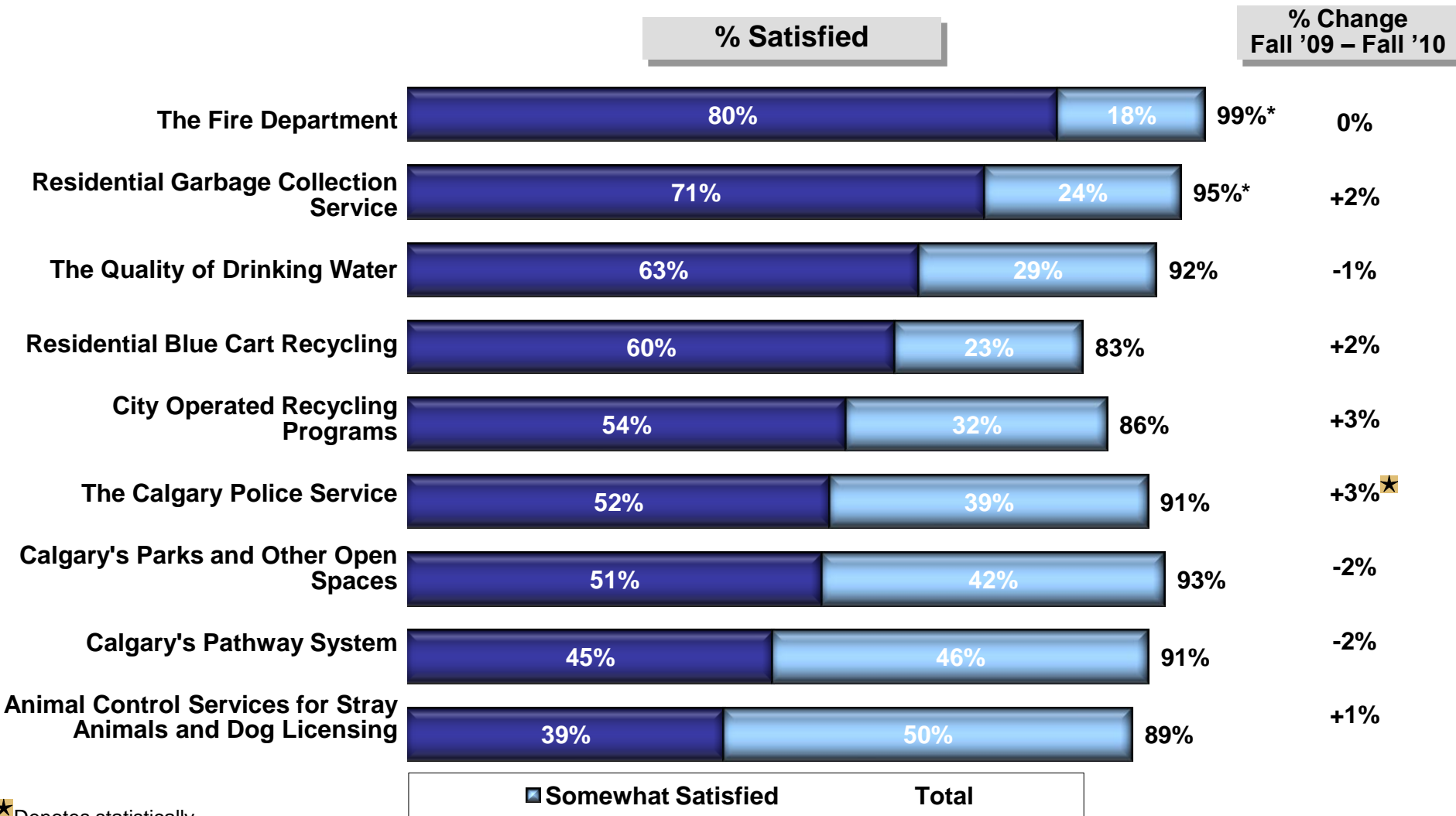
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you and how satisfied you are with the job The City is doing in providing that program or service.*





# Satisfaction with City Programs and Services

And how satisfied are you with the job The City is doing in providing this program or service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied or not at all satisfied.

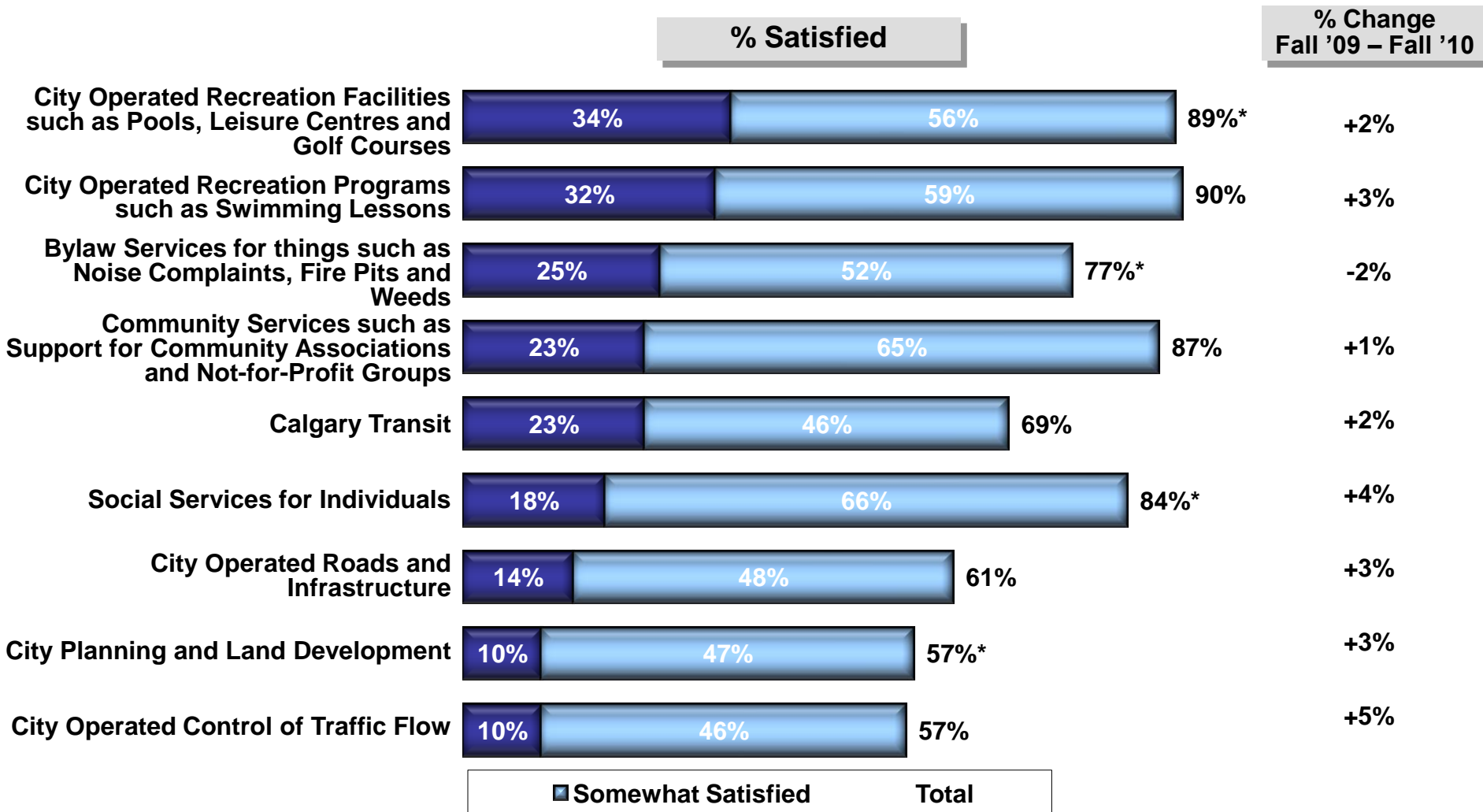


\*Rounding

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# Satisfaction with City Programs and Services

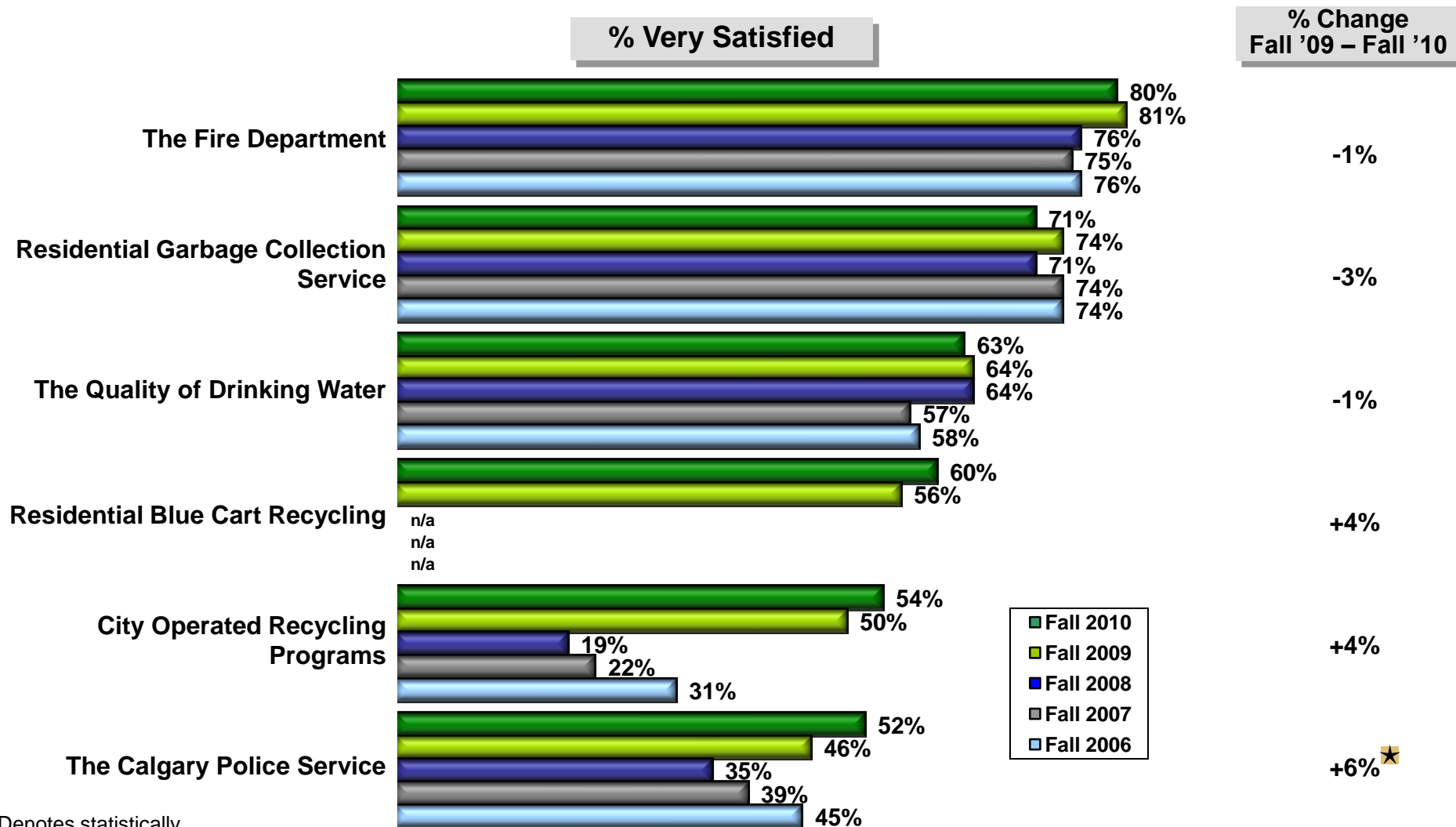
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\*Rounding

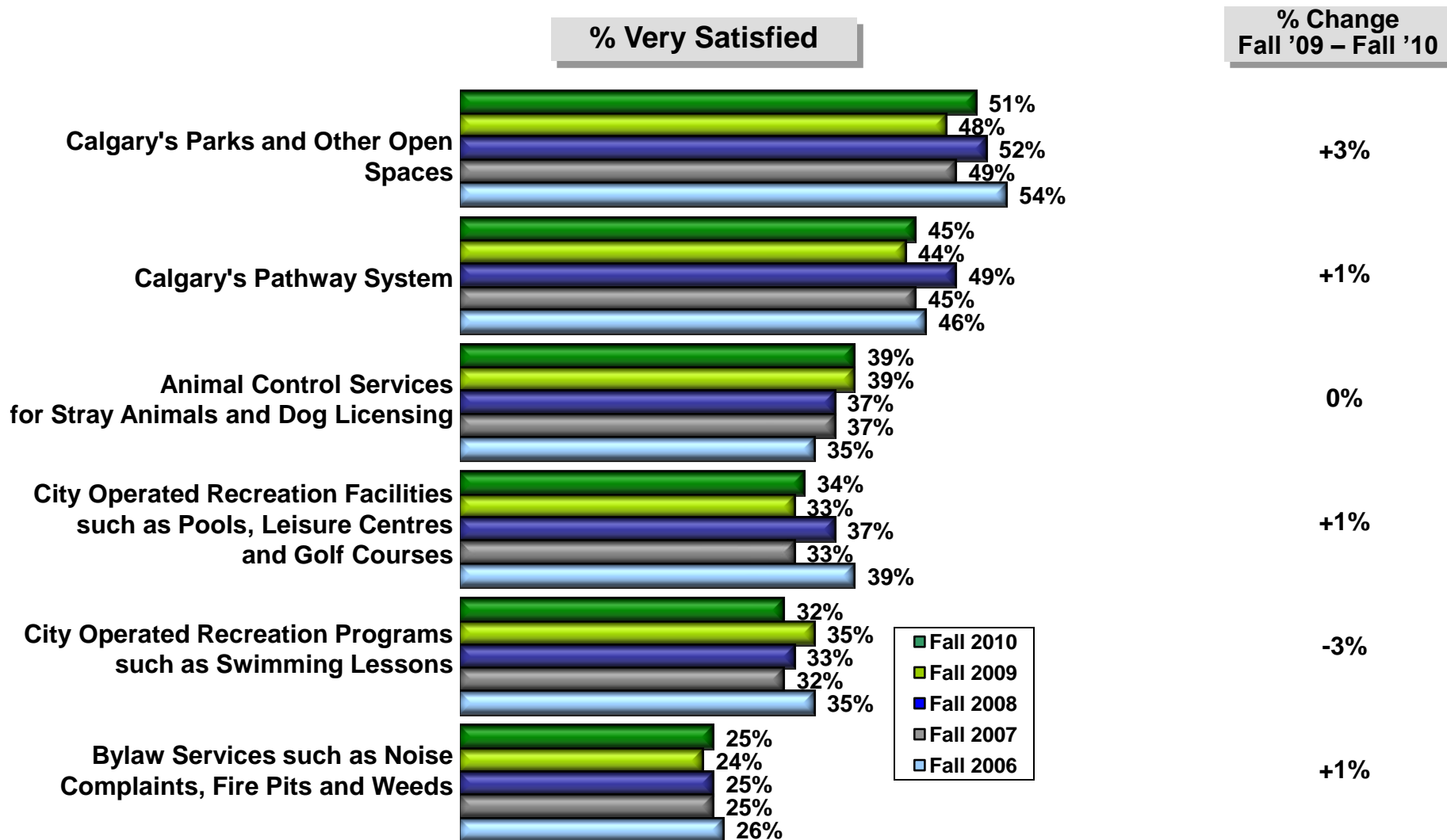
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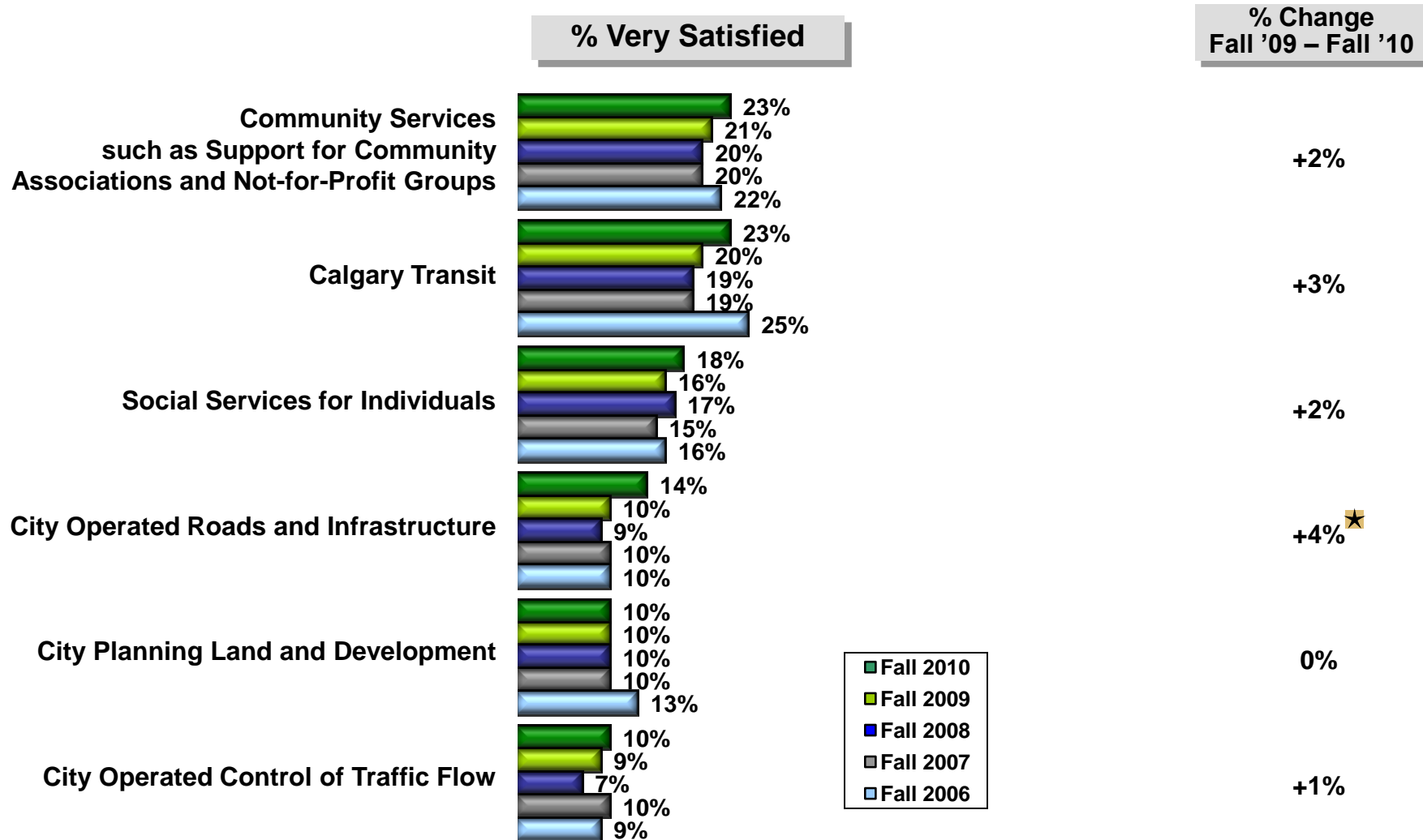
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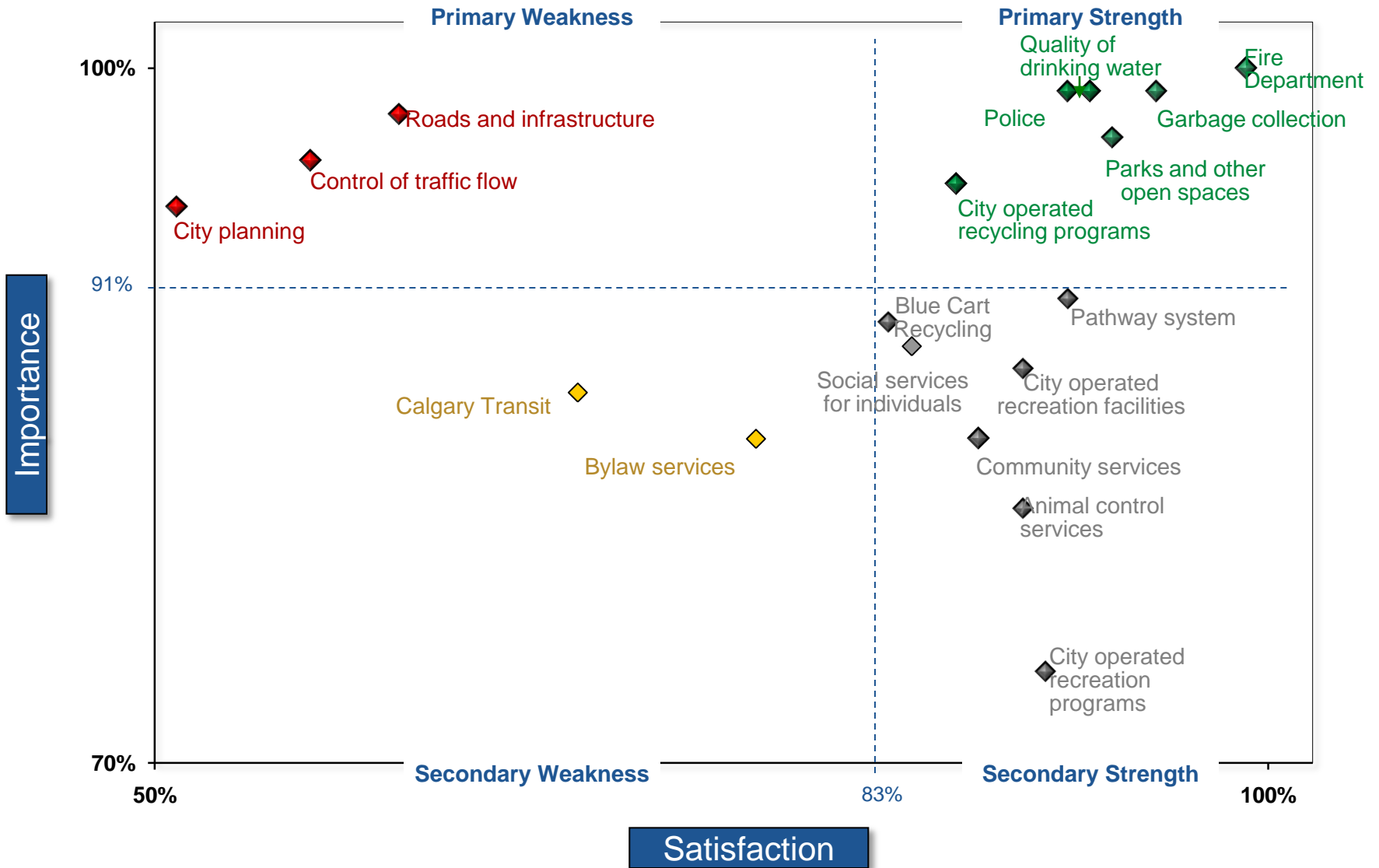


# Tracking Satisfaction with City Programs and Services

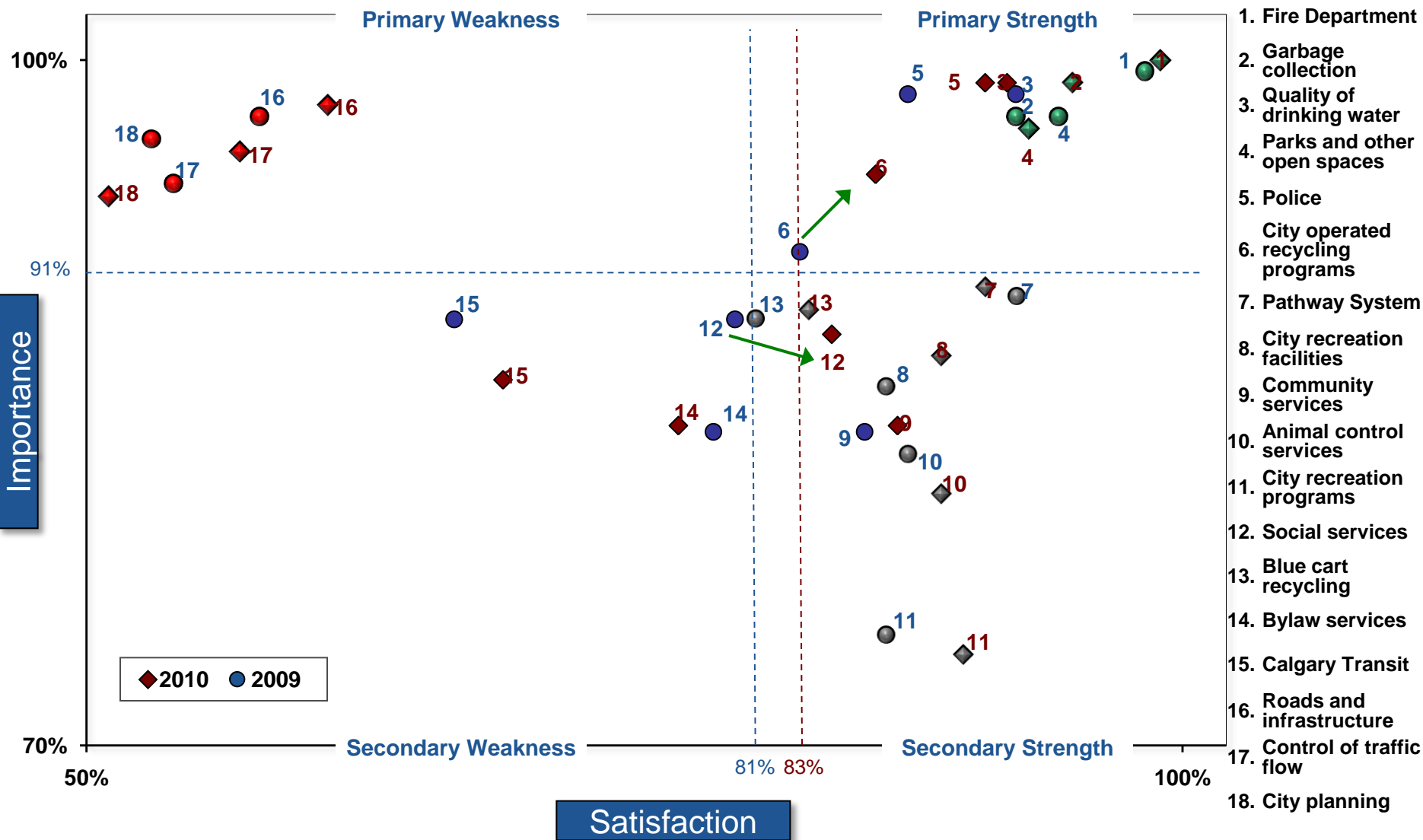
And how satisfied are you with the job The City is doing in providing this program or service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied or not at all satisfied.



# Importance vs. Satisfaction Action Grid



# 2009 vs. 2010 Importance vs. Satisfaction Action Grid





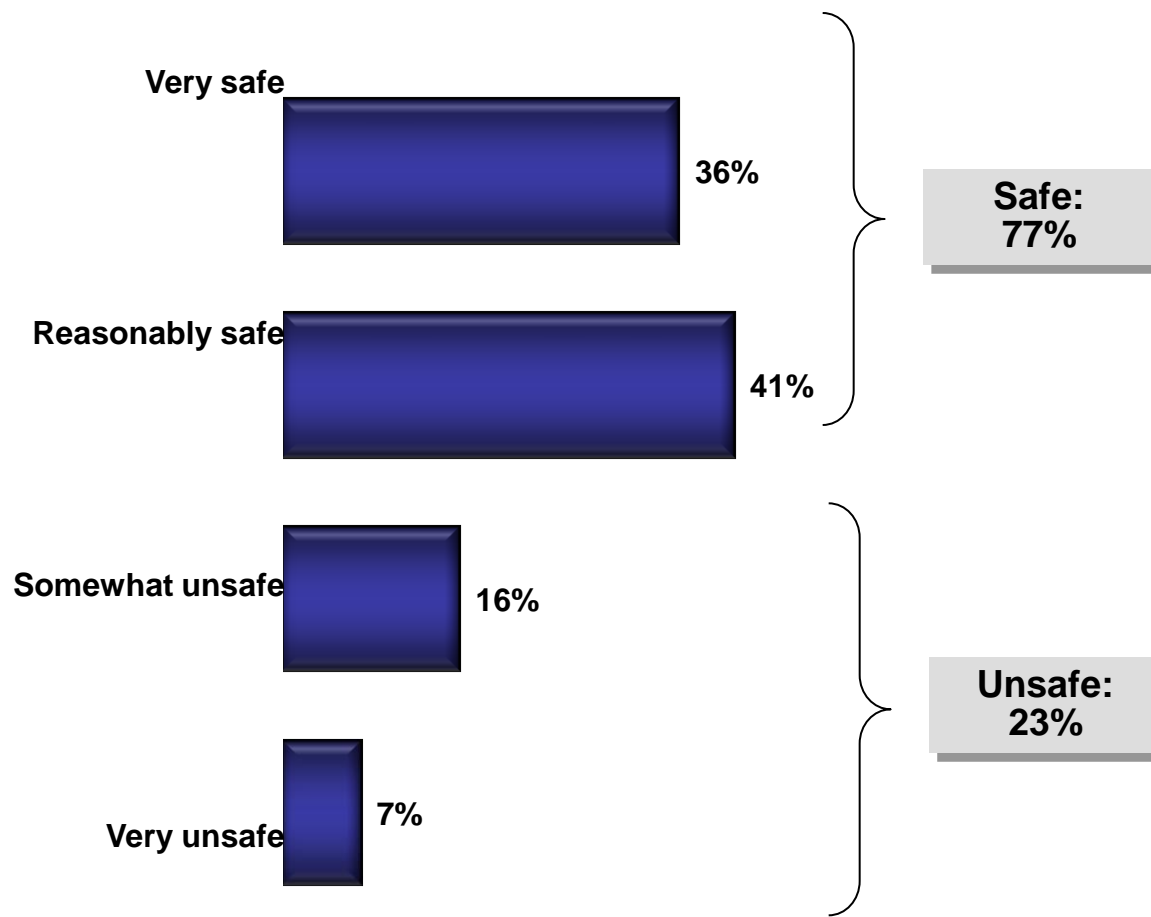
## Detailed Findings

### Perceptions about Public Safety



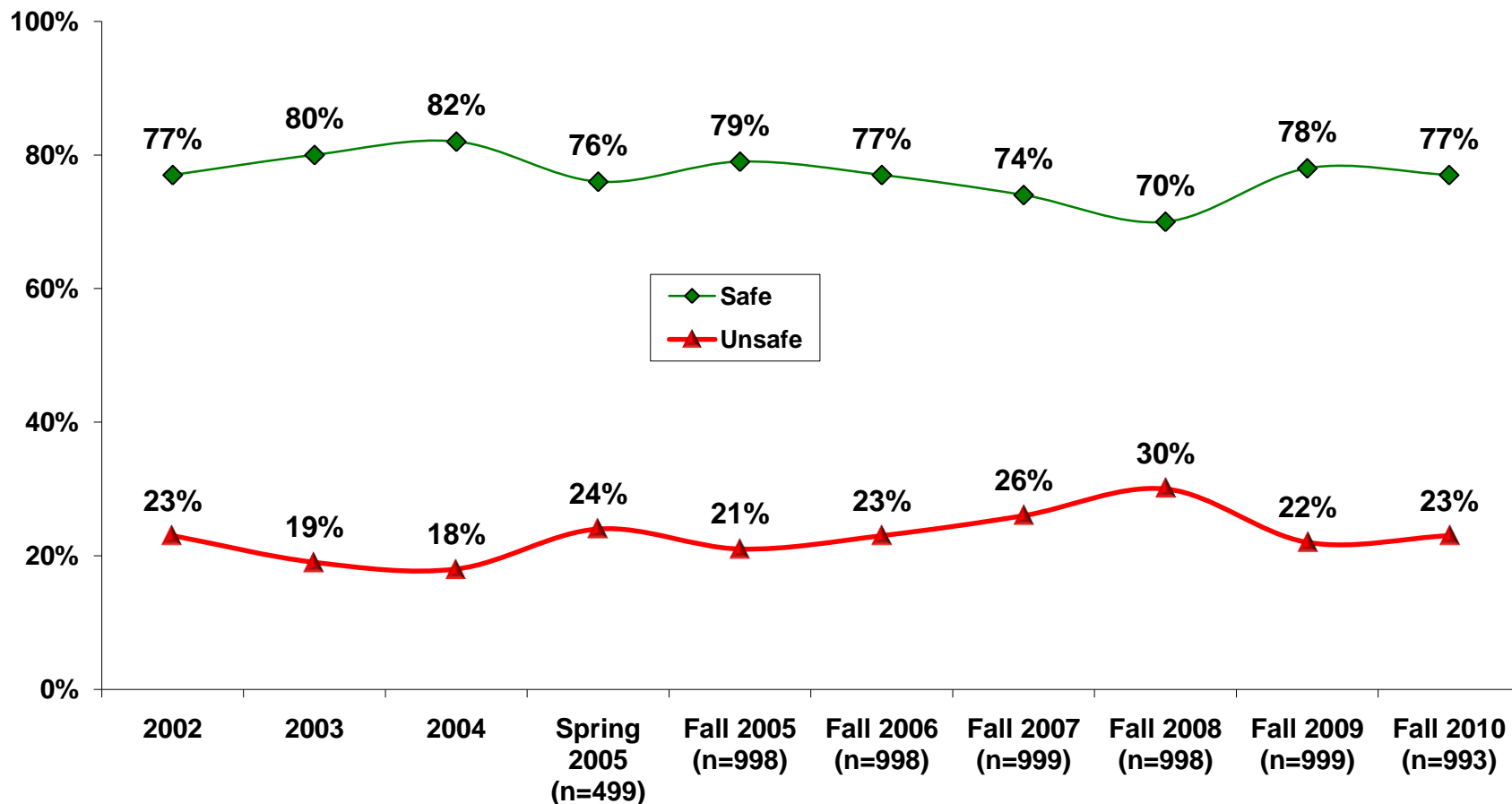
# Perceived Safety in Own Neighbourhood

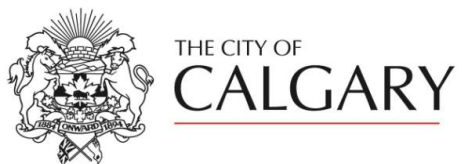
*How safe do you feel or would you feel walking alone in your neighbourhood after dark? Do you or would you feel...?*



# Tracking Perceived Safety in Neighbourhoods

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





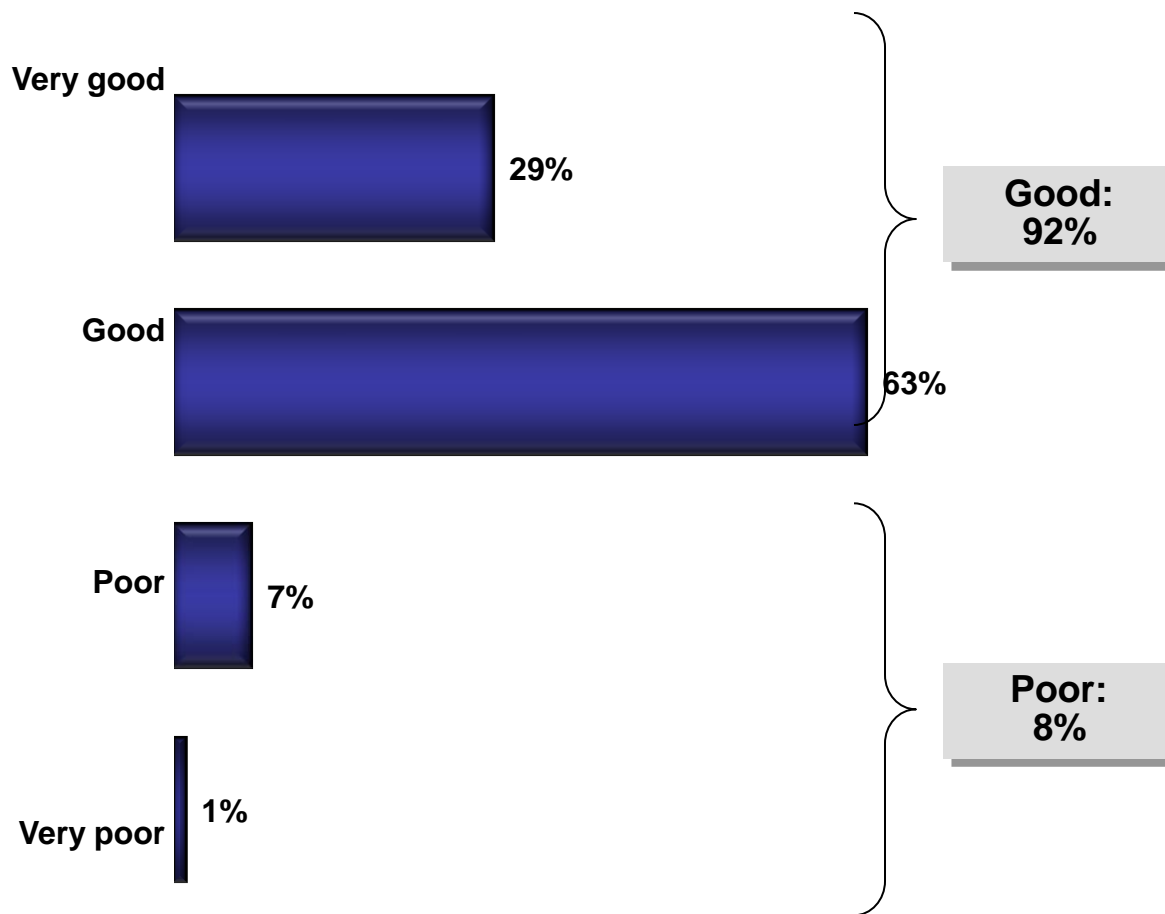
## Detailed Findings

### Environmental Performance



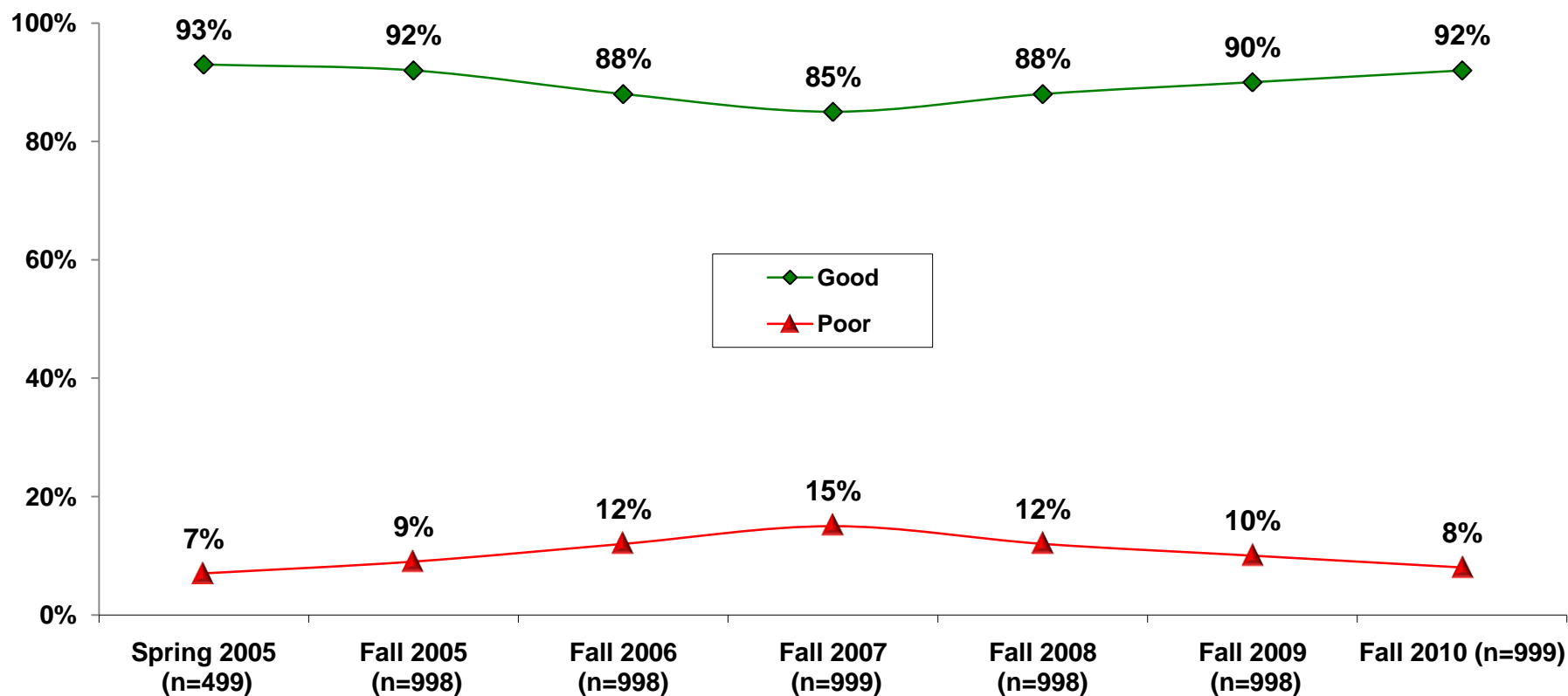
# Perceptions About Overall State of Calgary's Environment

*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? Would you say that it is...?*



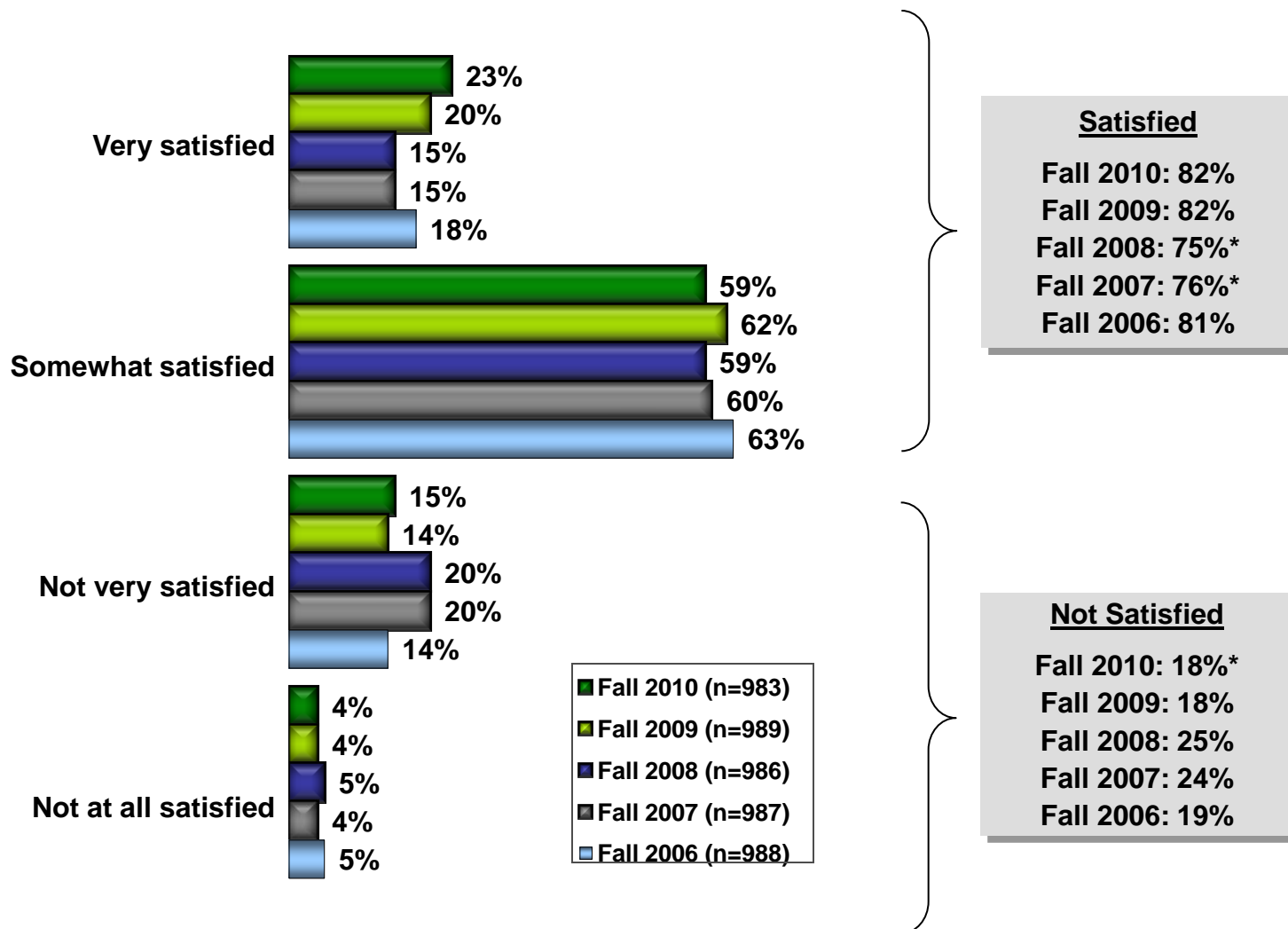
# Tracking Perceptions About Overall State of Calgary's Environment

*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? Would you say that it is...?*



# Satisfaction with The City's Environmental Performance

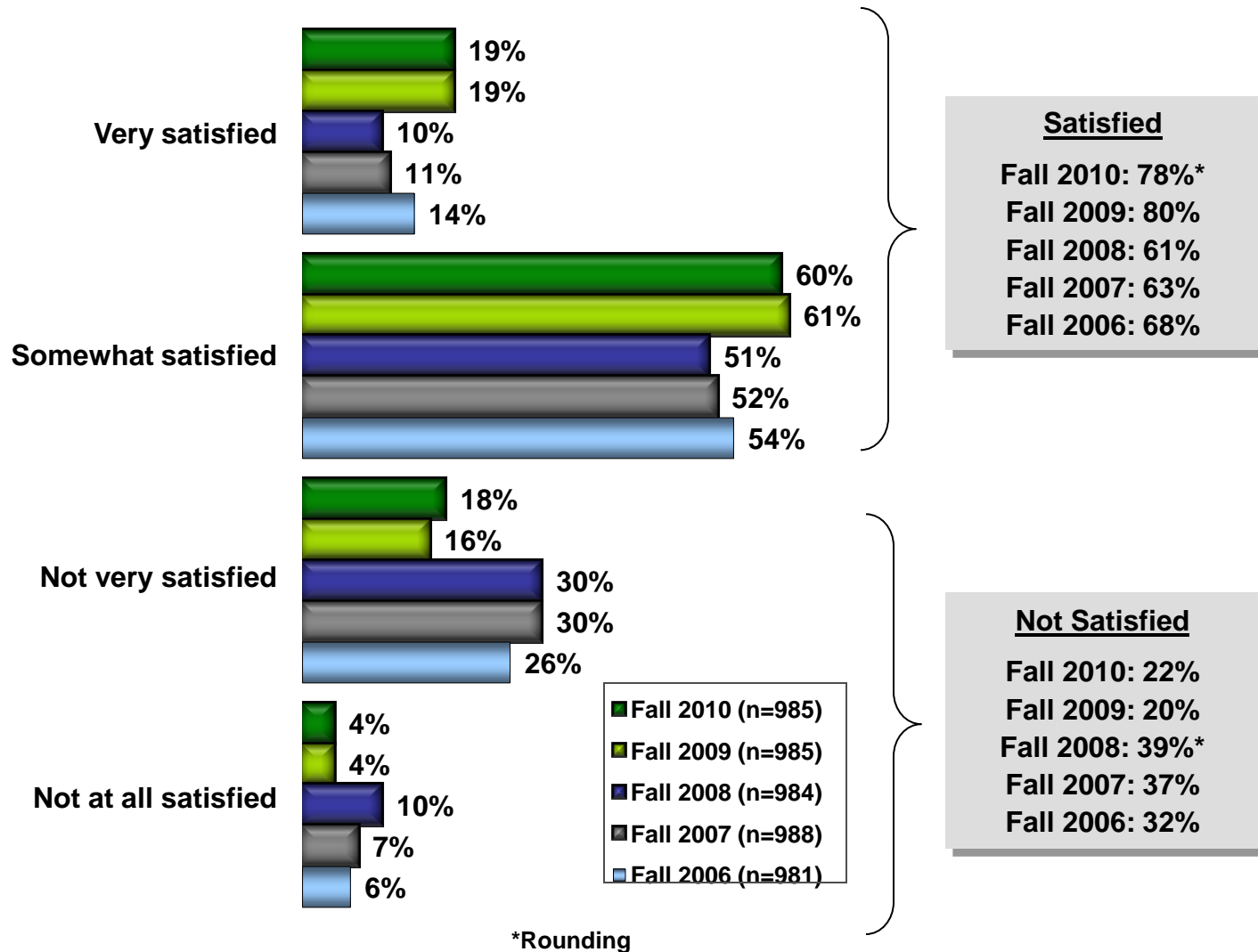
And, how satisfied are you with the job The City of Calgary is currently doing to protect the environment? Are you...?





# 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? Are you...?





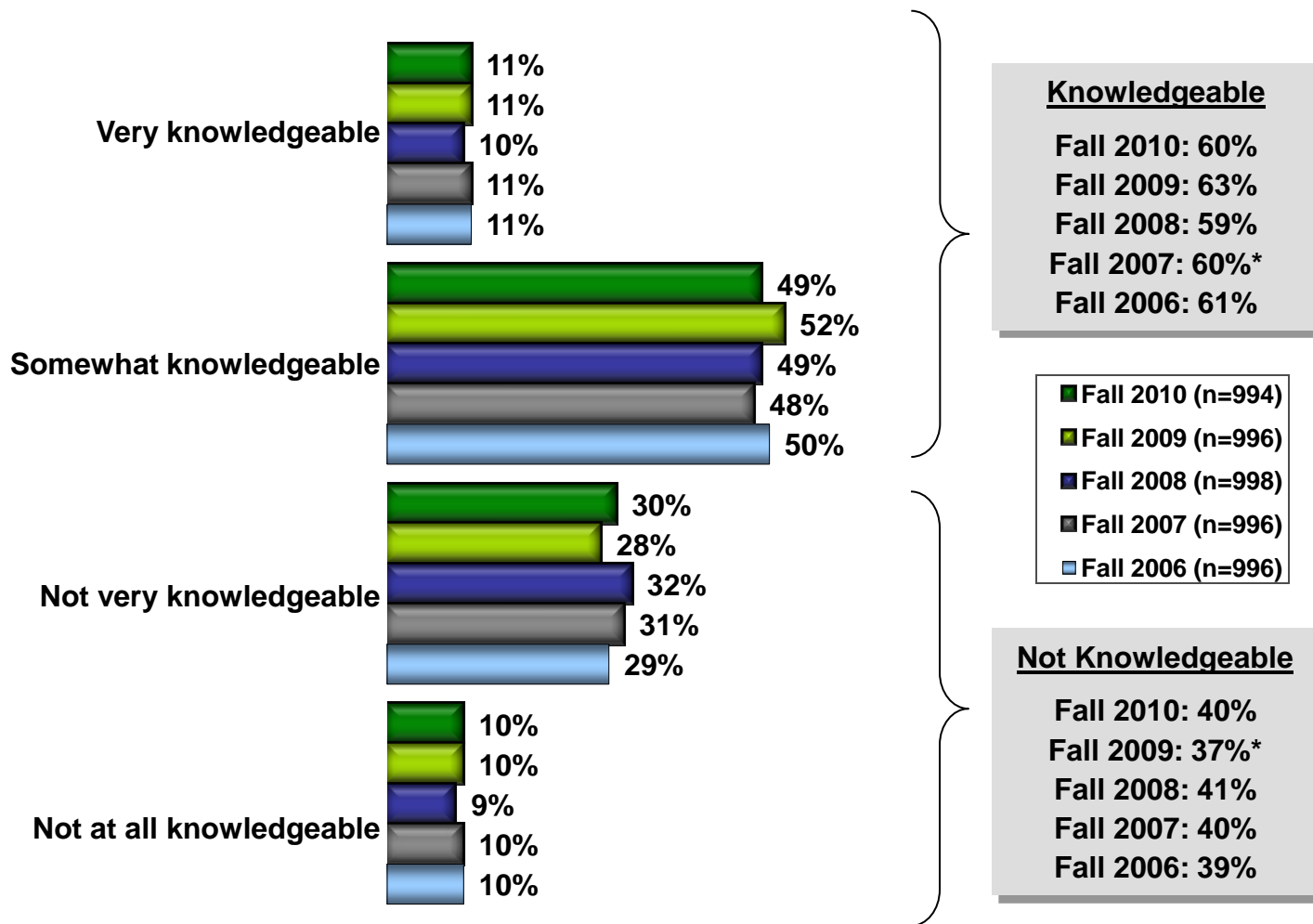
## Detailed Findings

### Taxation



# Knowledge Levels of Tax Dollar Spending

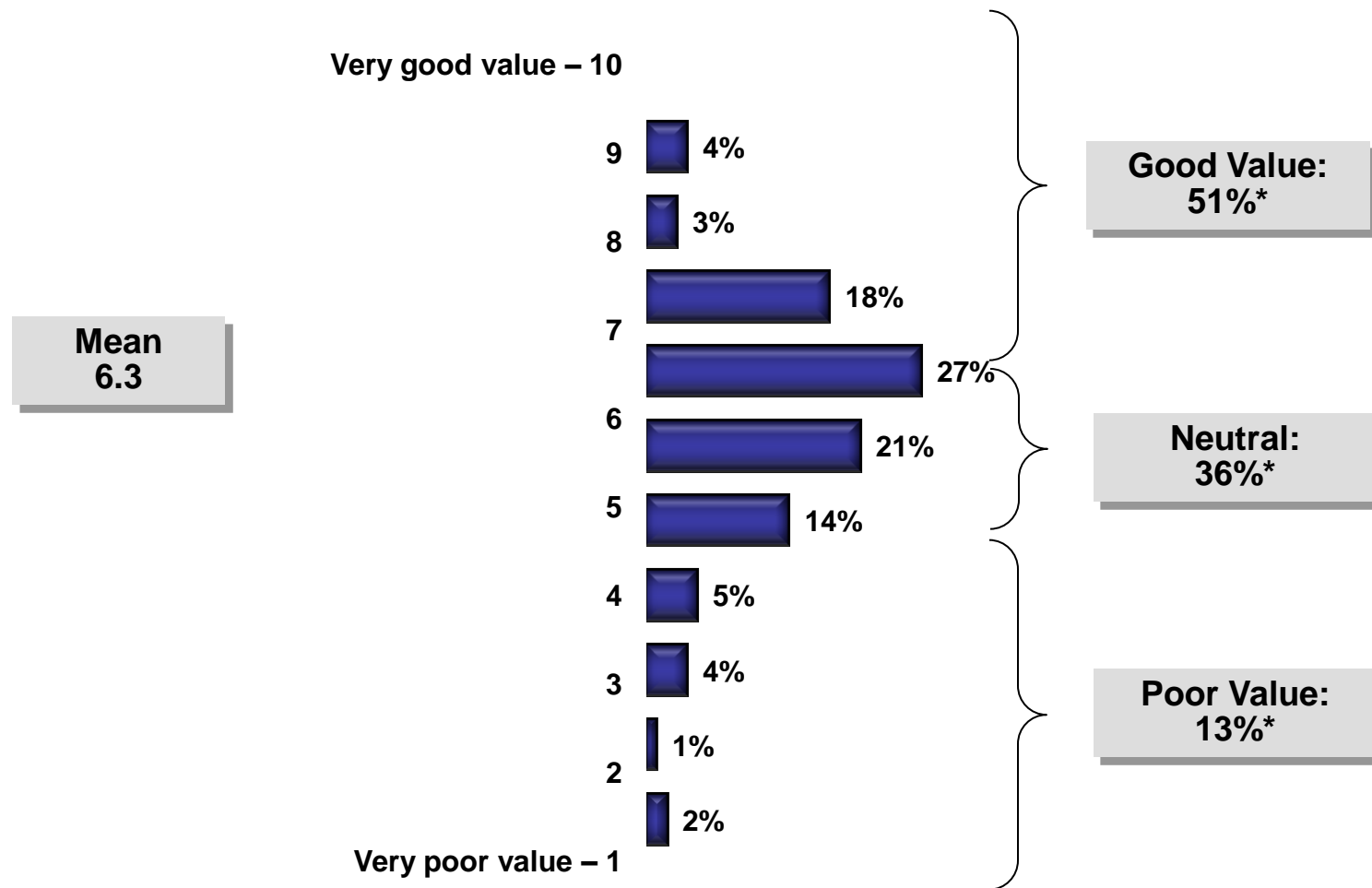
Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very or not at all knowledgeable about how City tax dollars are spent?



\*Rounding

# Perceived Value of Property Taxes

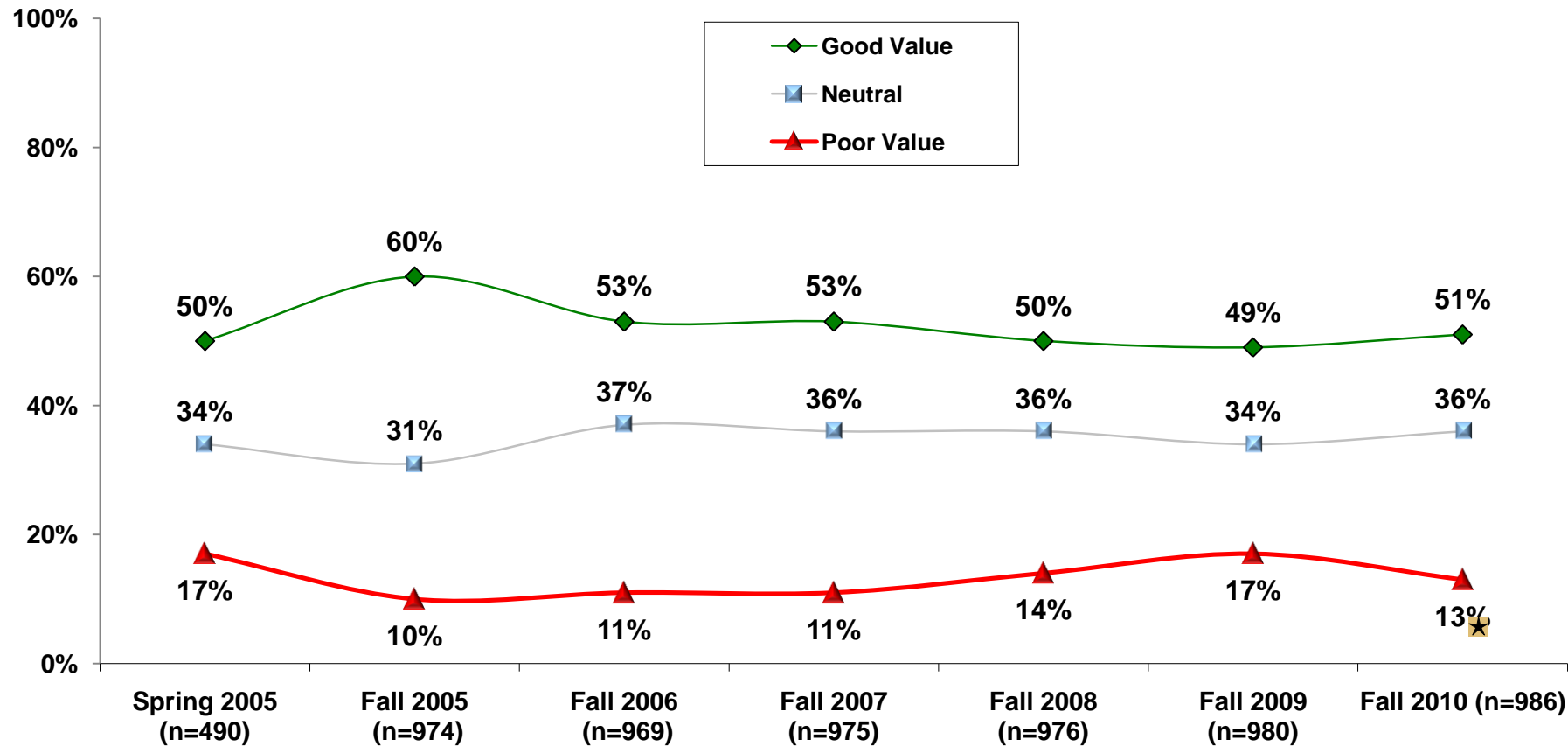
Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your property tax dollars using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



\*Rounding

# Tracking Value of Property Taxes

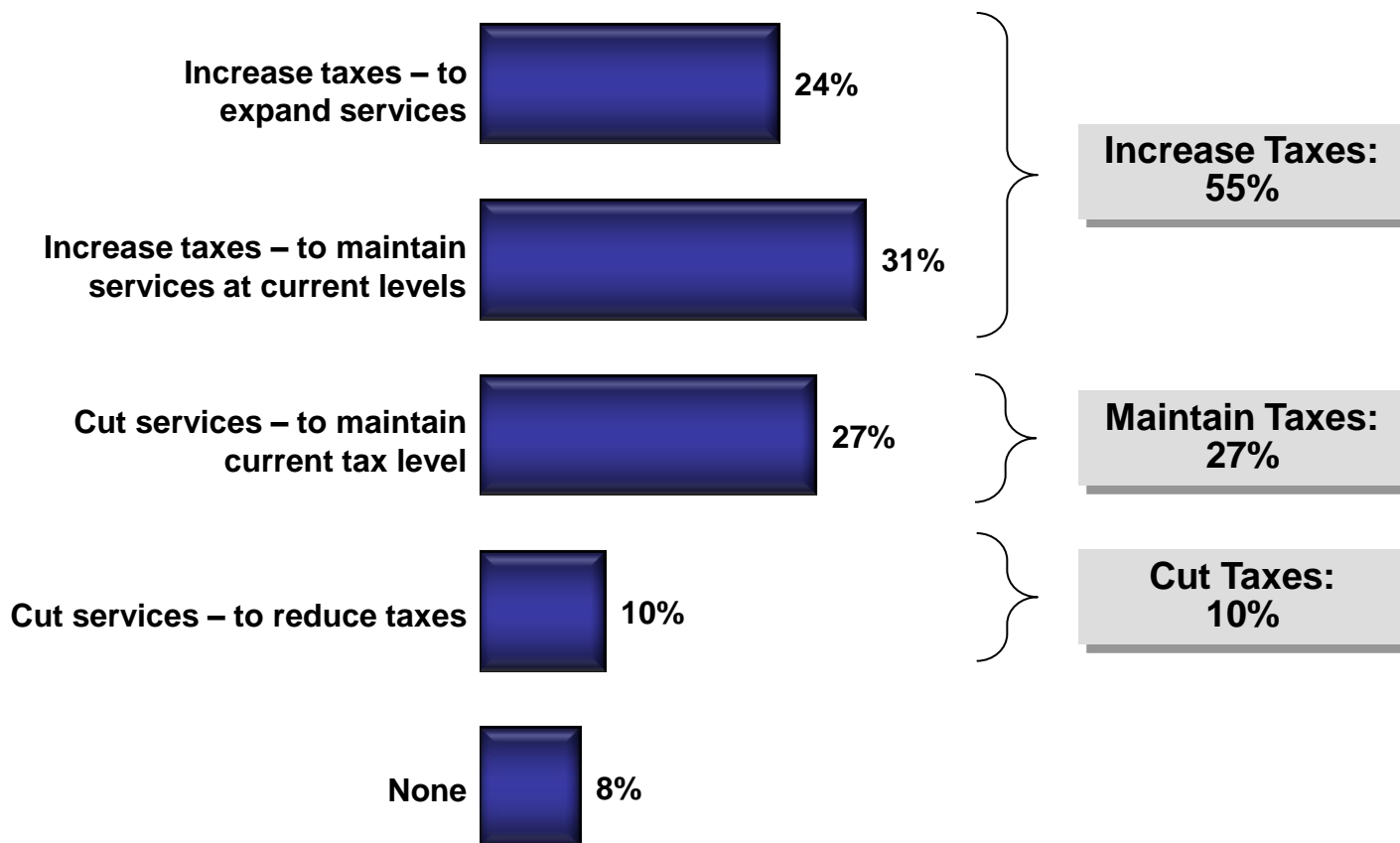
Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your property tax dollars using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



\* Denotes statistically significant change '09 to '10

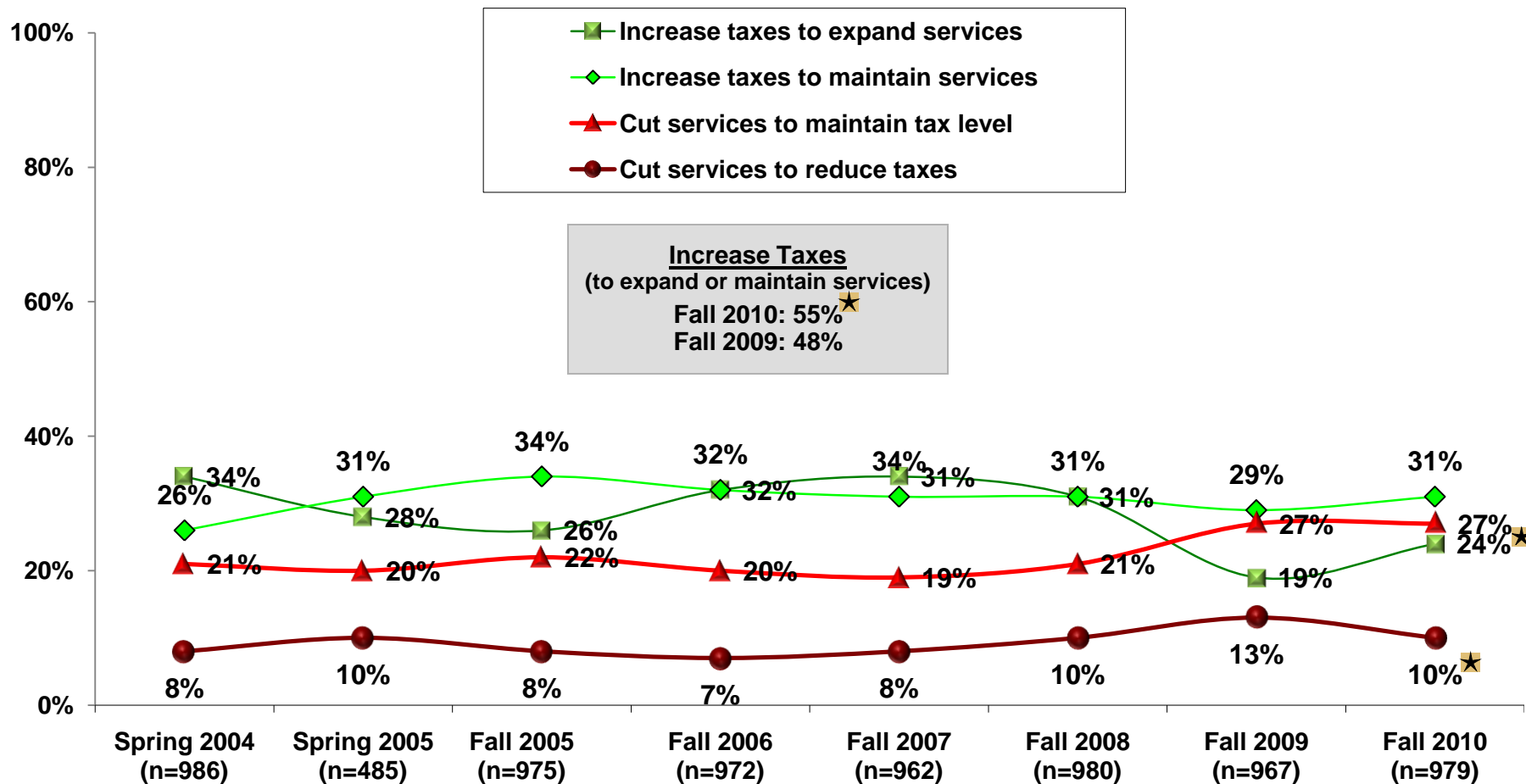
# Balancing Taxation and Service Delivery Levels

*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?*



# Tracking Balancing Taxation and Service Delivery Levels

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

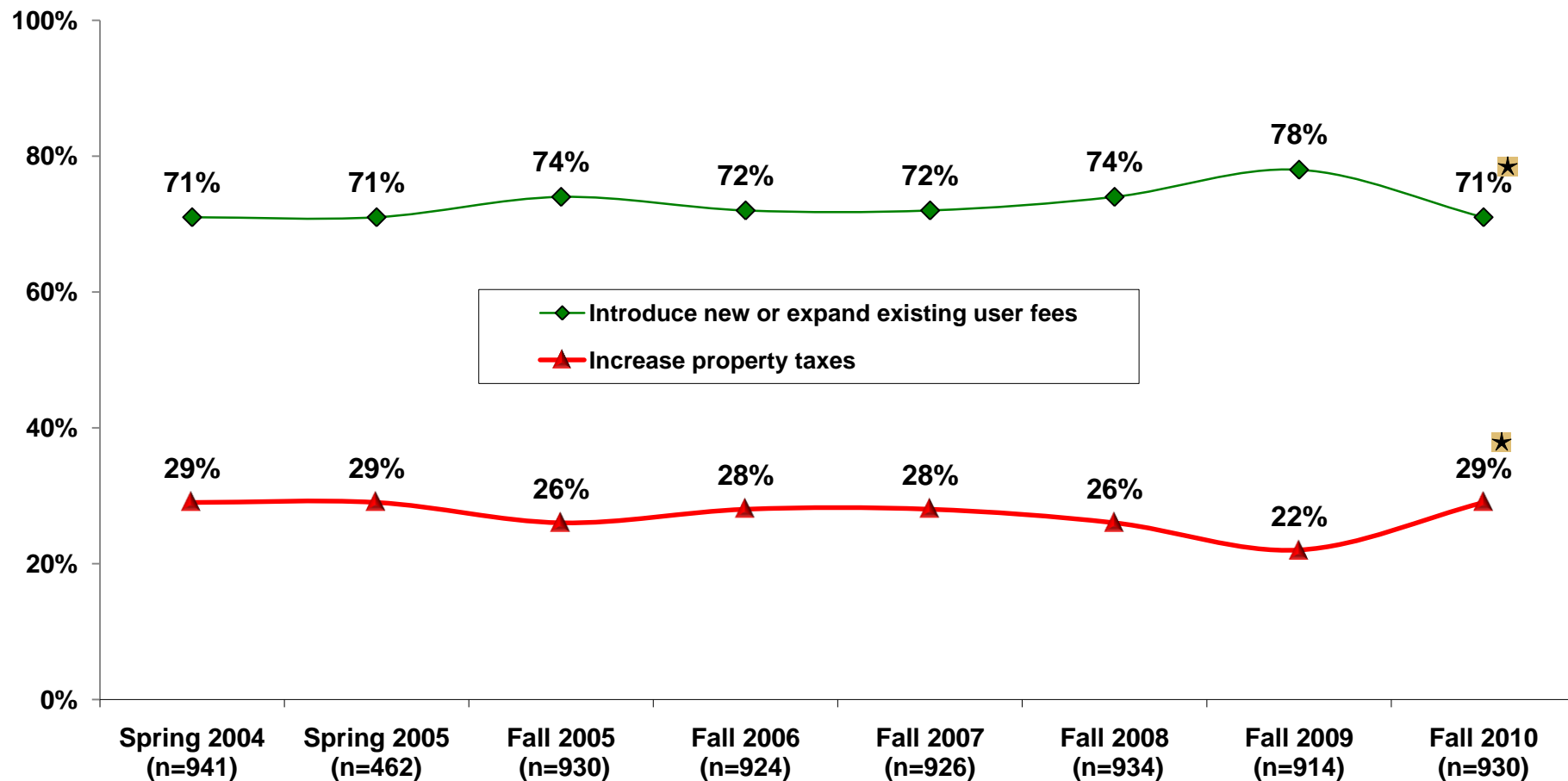


★ Denotes statistically significant change '09 to '10

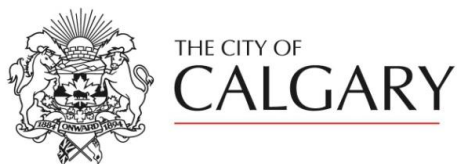


# Options for Increasing City Revenue

Assuming The City needs to increase the amount of revenue it collects from citizens, would you prefer The City to ...?



\* Denotes statistically significant change '09 to '10



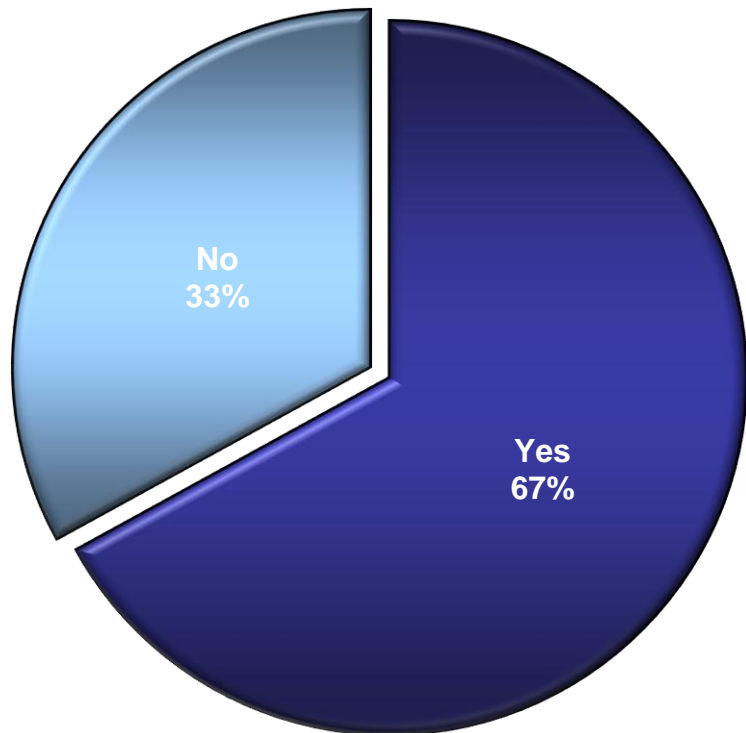
## Detailed Findings

### Contact with The City



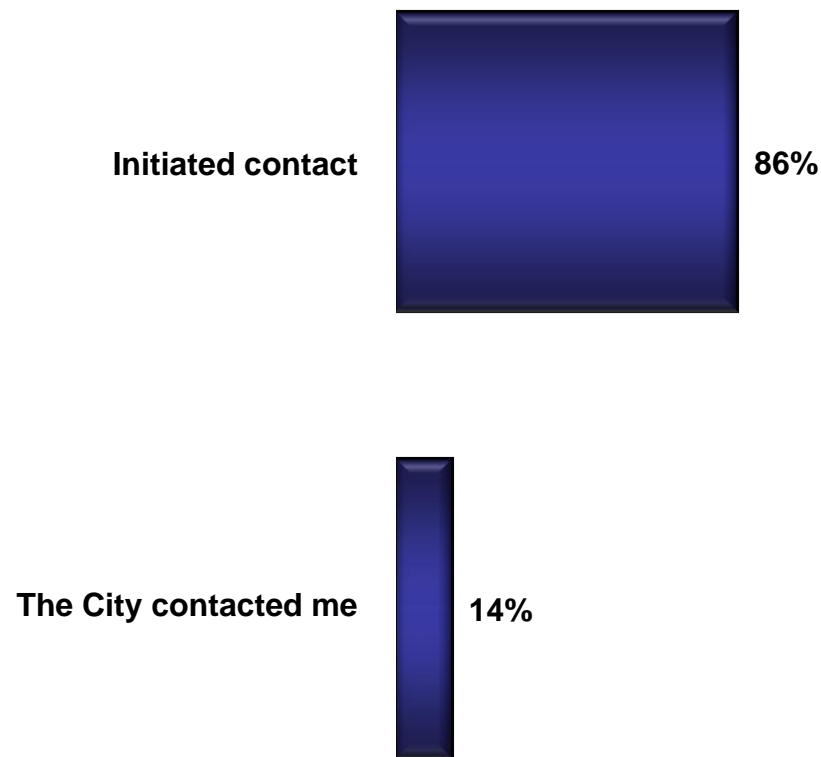
# Contact with The City of Calgary

*Have you contacted or dealt with The City of Calgary or one of its employees in the last 12 months?*



Base: Valid Respondents (n=997)

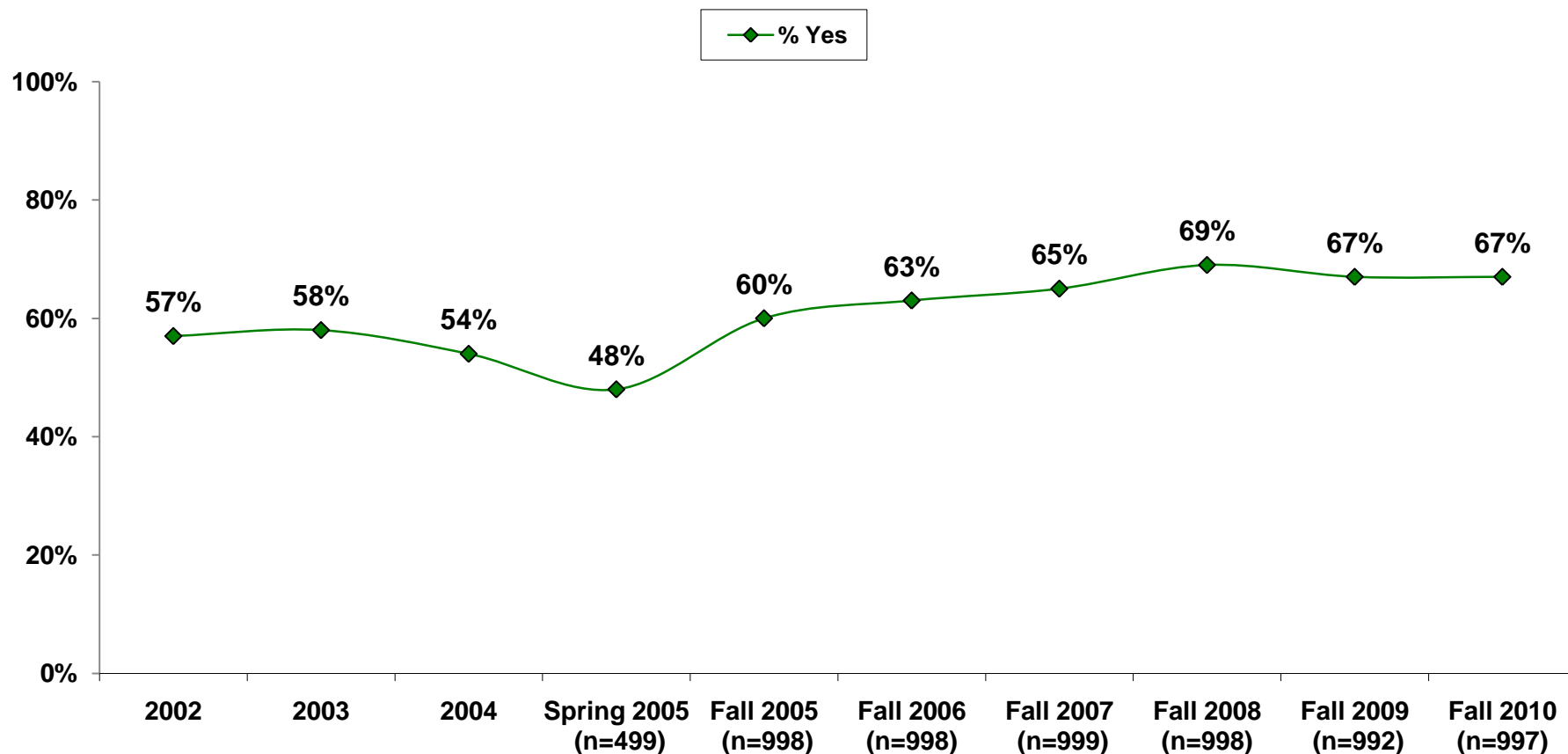
*Thinking of the most recent time you had contact with The City, did you initiate this contact, or did The City contact you?*



Base: Those who contacted or dealt with The City of Calgary in past year – Valid Respondents (n=659)

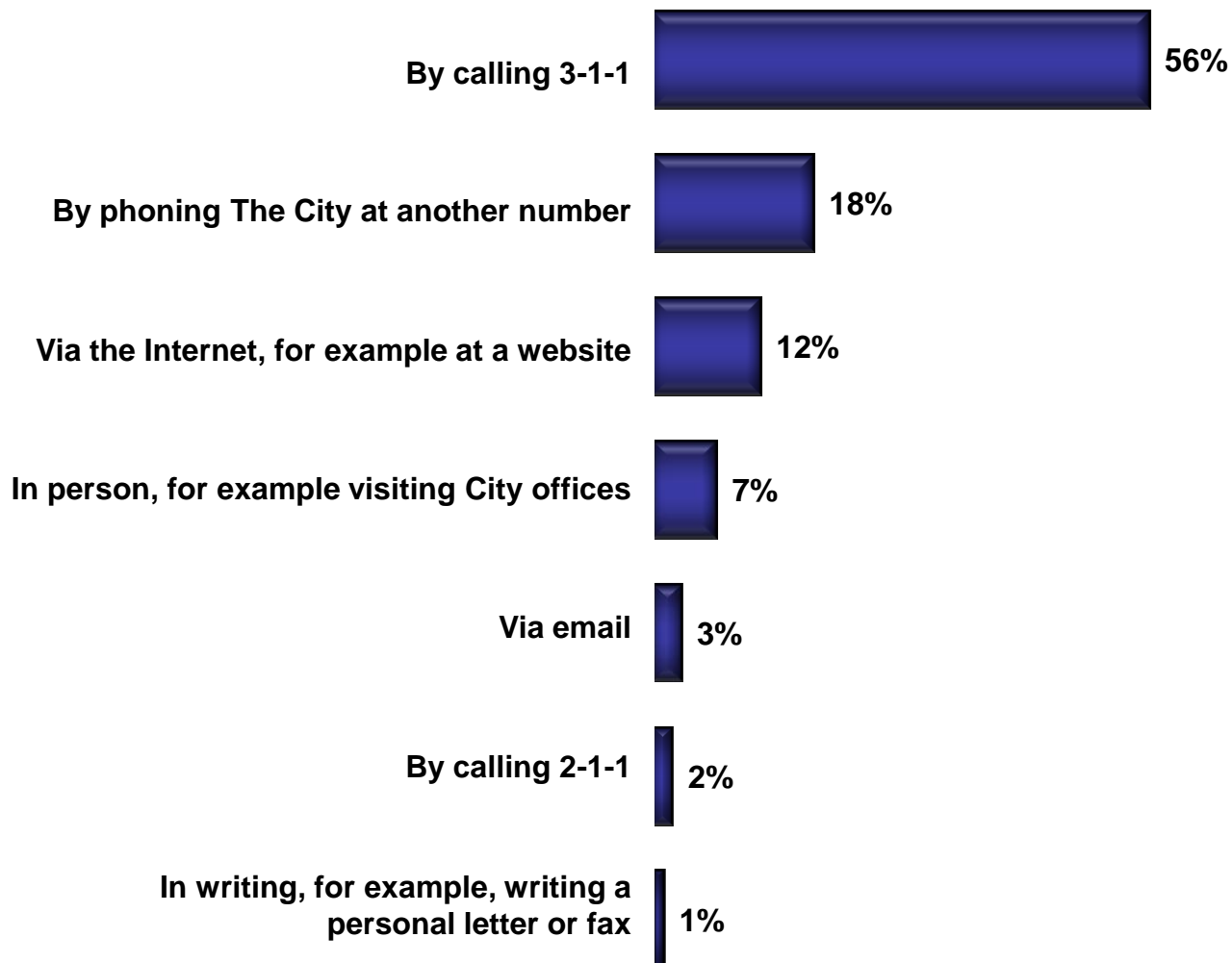
# Tracking Contact with The City of Calgary

*Have you contacted or dealt with The City of Calgary or one of its employees in the last 12 months?*



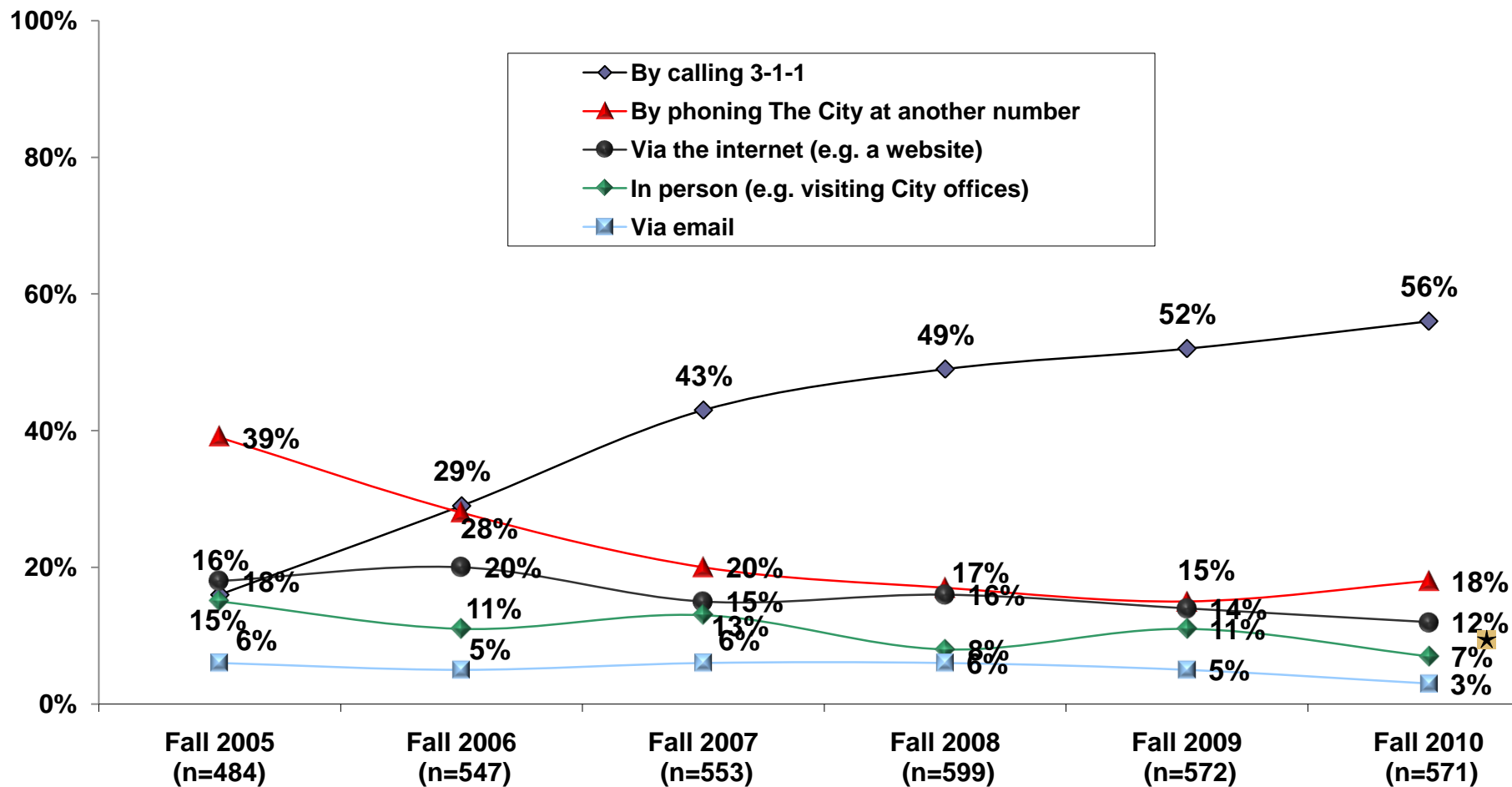
# Type of Citizen-Initiated Contact

*When you contacted or dealt with The City, was it ...?*



# Tracking Type of Citizen-Initiated Contact

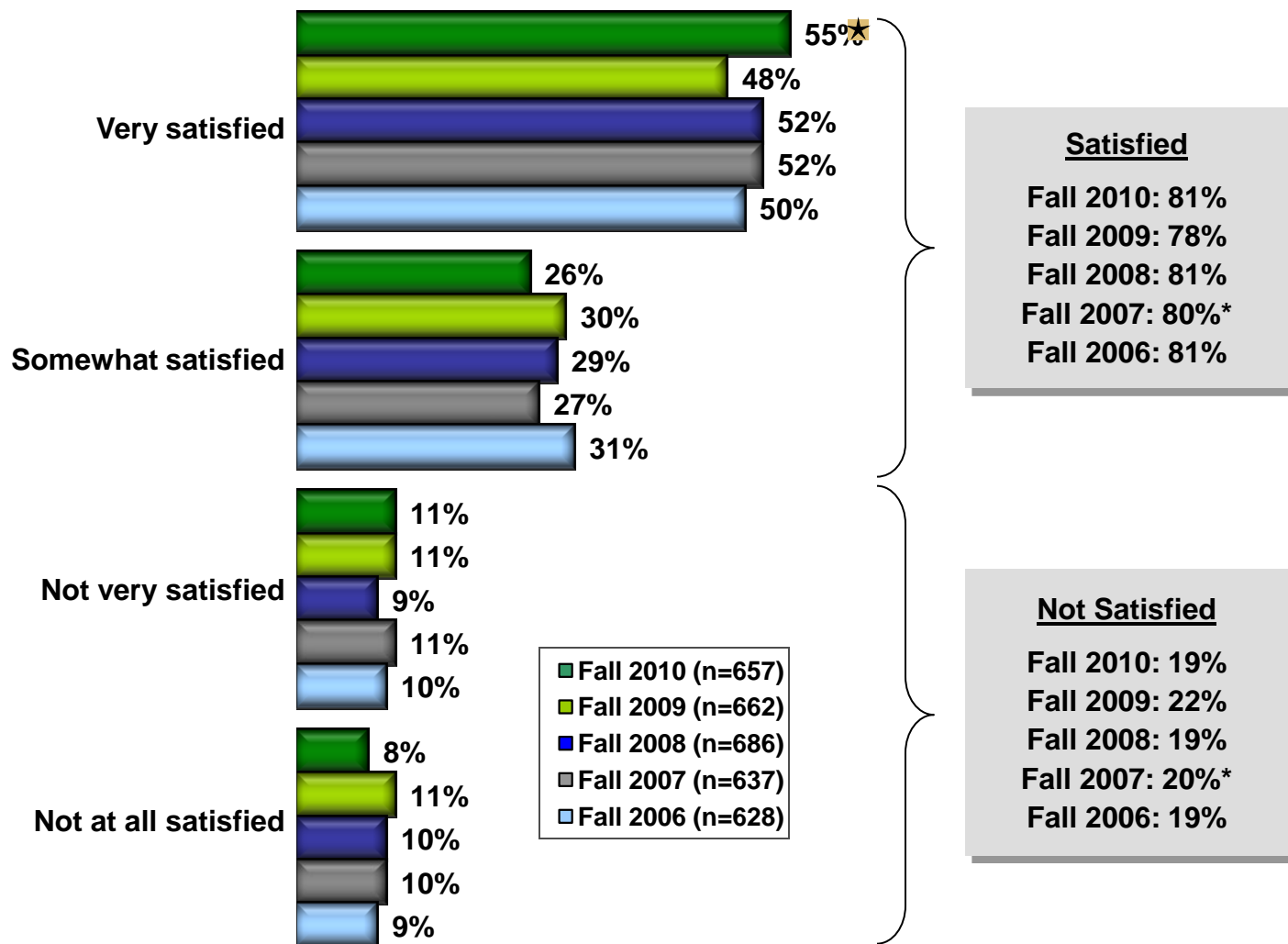
When you contacted or dealt The City, was it ...?



\* Denotes statistically significant change '09 to '10

# Satisfaction with City Contact

How satisfied were you with the most recent contact with The City? Were you...?



\*Denotes statistically significant change '09 to '10

\*Rounding

# Attitudes Regarding City Operations

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.

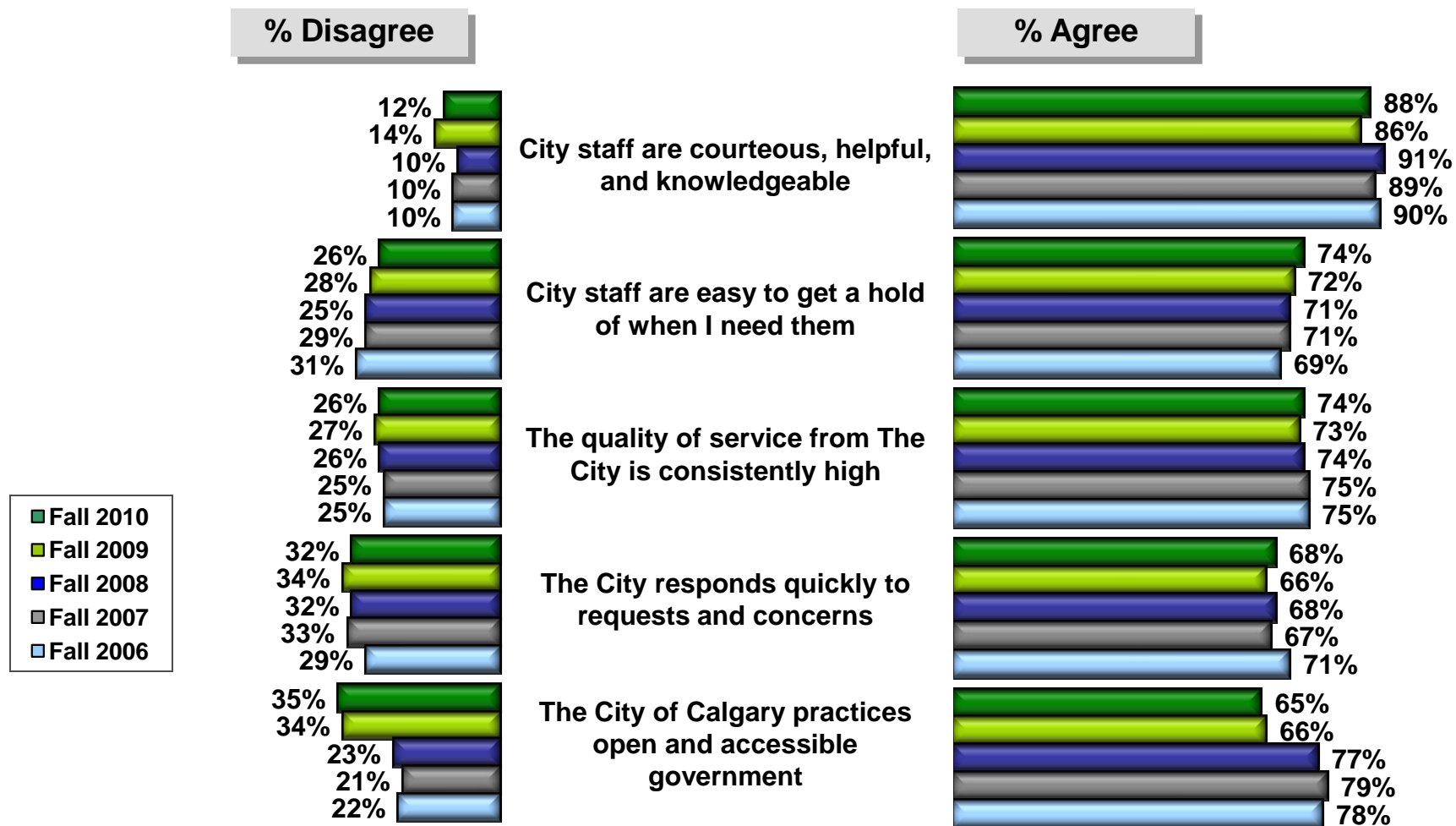


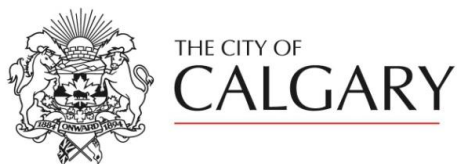
\*Rounding



# Tracking Attitudes Regarding City Operations

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.





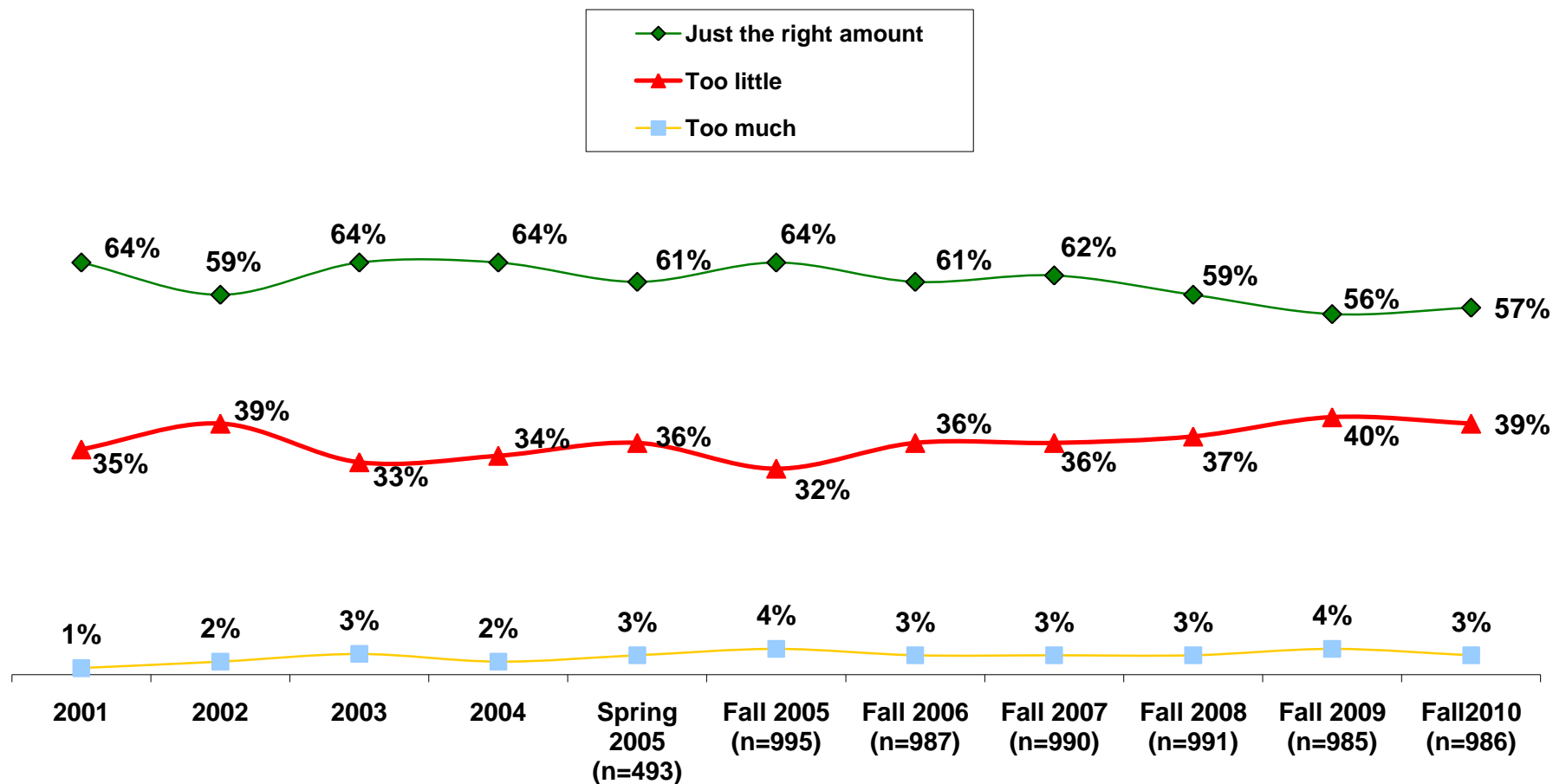
## Detailed Findings

### City Communications



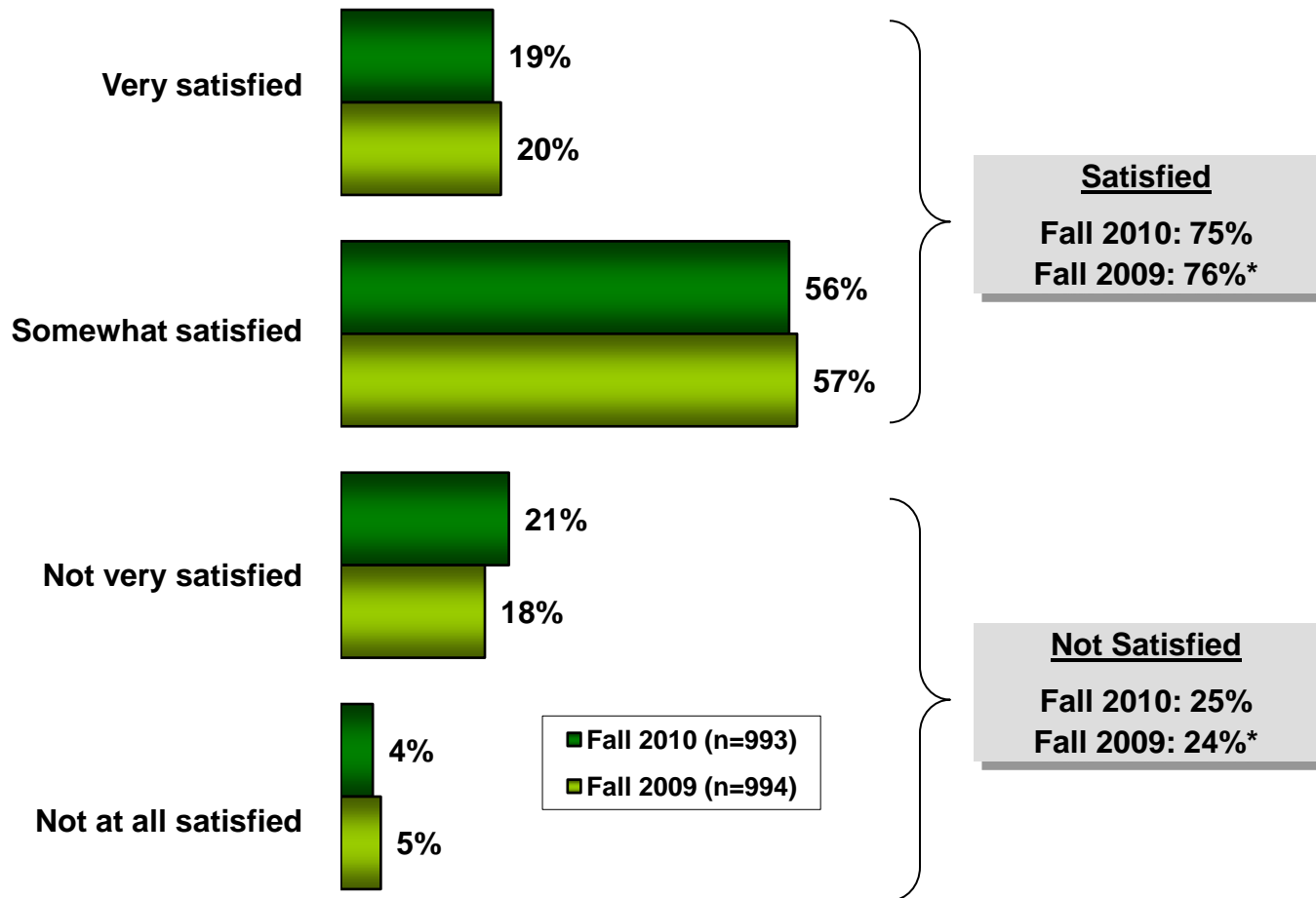
# The Extent of Information Received

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



# Overall Satisfaction with Quality of City Information and Communications

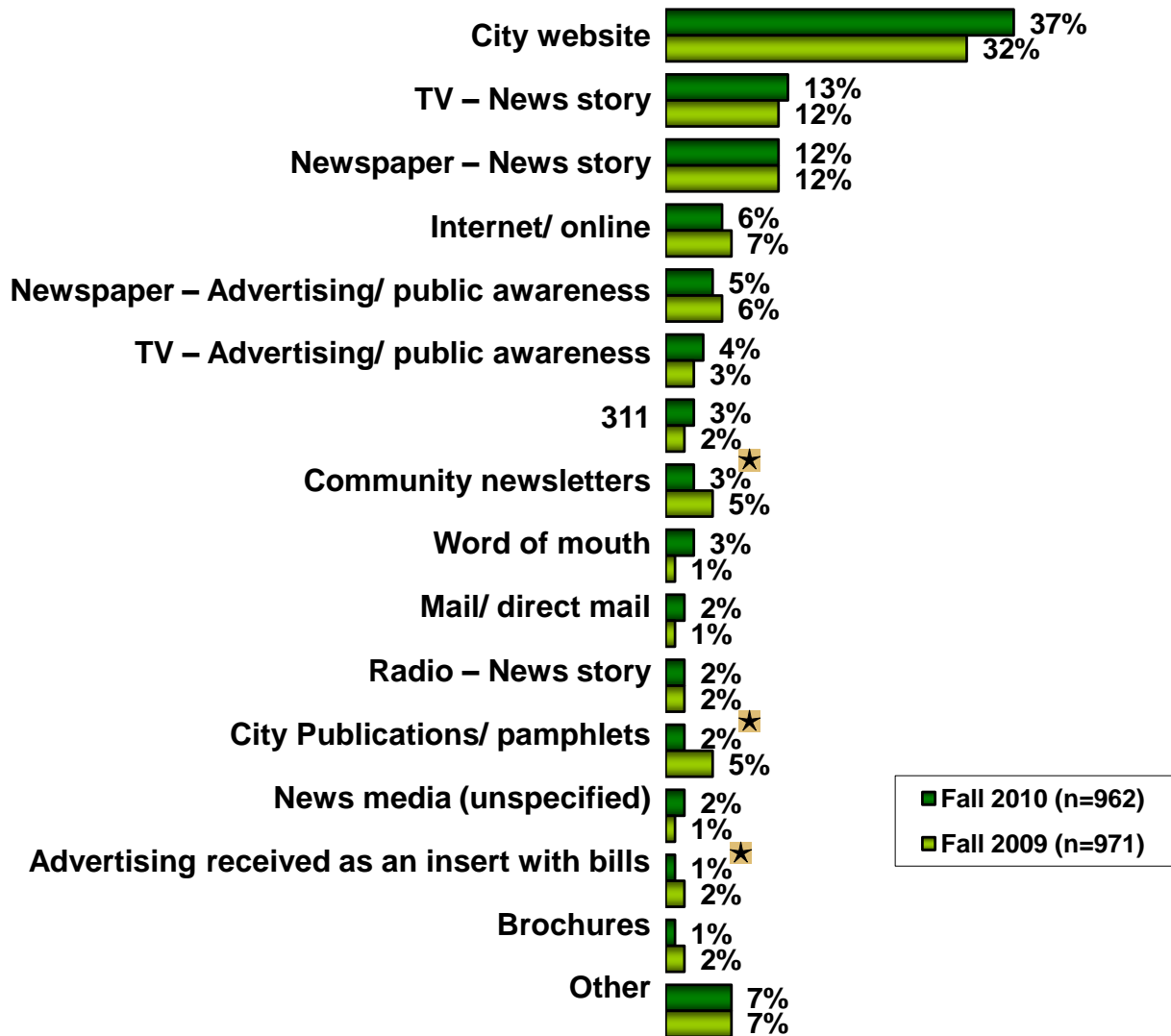
*And how satisfied are you with the overall quality of City information and communications? Are you...?*



\*Rounding

# Main Source of Information about City Programs, Services, and Policies

Today, what would you say is your main source of information about The City's programs, services, and policies?



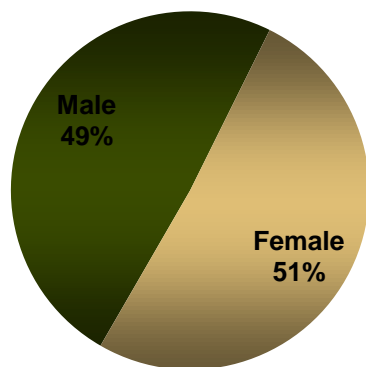


## Demographics



# Demographics

**Gender**



**Age**

18 to 24 years old	7%
25 to 34 years old	29%
35 to 44 years old	18%
45 to 54 years old	24%
55 to 64 years old	12%
65 years and above	10%
Mean	44

**Education**

Completed high school or less	16%
Some post secondary or college diploma	35%
Completed university degree or post-grad degree	49%

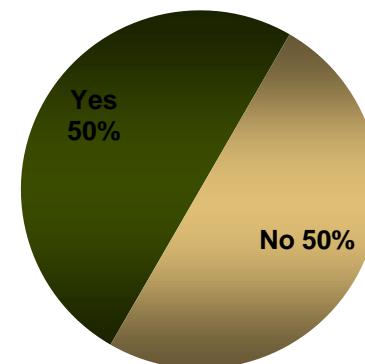
**Income**

Less than \$30,000	7%
\$30,000 to just under \$45,000	9%
\$45,000 to just under \$60,000	11%
\$60,000 to just under \$75,000	10%
\$75,000 to just under \$90,000	7%
\$90,000 to just under \$105,000	10%
\$105,000 to just under \$120,000	13%
\$120,000 and over	34%

**Number of People in Household**

1	14%
2	30%
3	19%
4	24%
5	9%
6+	4%

**Children under 18 in HH**



HH Size >1 (n=837)

# Demographics

## Tenure in Calgary

Less than 5 years	15%
5 to less than 10 years	13%
10 to less than 15 years	11%
15 to less than 20 years	8%
20 to less than 30 years	21%
30 to less than 40 years	17%
40 or more	16%
Mean	22 years

## Visible Minority

Yes	23%
No	77%

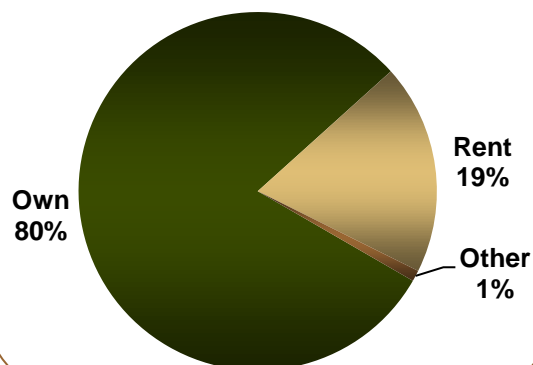
## Disability

Yes	13%
No	87%

## Type of Home

Apartment	4%
Townhouse	6%
Condominium	10%
Single-detached house	71%
Duplex-attached house	6%
Another type of multi-dwelling unit	3%

## Own or Rent



## Responsible for Property Taxes

Yes	91%
No	9%





**Ipsos Reid**



THE CITY OF  
**CALGARY**



## Contact:

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