

# 2018 Quality of Life and Citizen Satisfaction Survey

## Ward 11 Report



### Prepared for The City of Calgary by:

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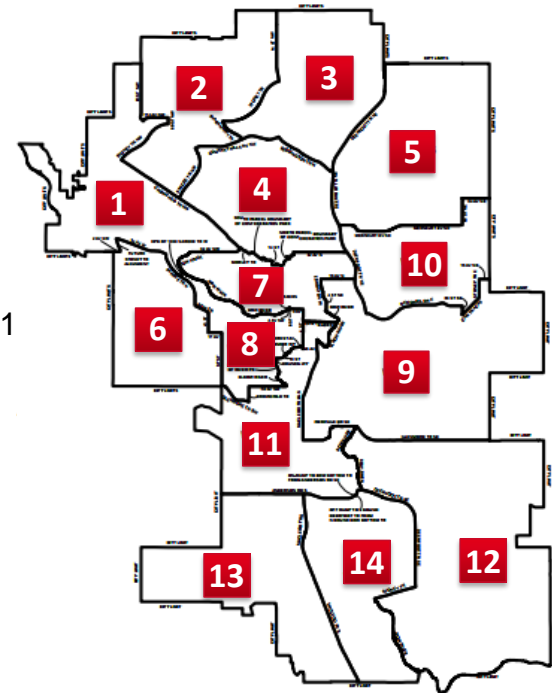
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Respondent Profile

## Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 15<sup>th</sup> and September 12<sup>th</sup>, 2018.
  - Both landline (60%) and cell phone (40%) sample were used.
  - The average interview length was 32 minutes.
- ❖ Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2016 Municipal and Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,500 is  $\pm 2.0$  percentage points, 19 times out of 20.
  - A total of 198 interviews were conducted with residents of Ward 11 (MOE  $\pm 7.0$ ).
- ❖ Research Note on significant differences.
  - Throughout, City Wide results are compared to results from Ward 11
    - $\uparrow$  indicates a number is significantly higher than City Wide.
    - $\downarrow$  indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2018 results for Ward 11 are compared to those from 2017.
  - Only significant differences are shown.





## Summary of Key Findings





## Key Findings: Quality of Life

**Ward 11 residents rate quality of life similar to City Wide. Agreement that Calgary is a great place to make a living has risen substantially since 2017.**

- ❖ More than eight-in-ten (87%) Ward 11 residents say the quality of life in Calgary today is ‘good,’ statistically consistent with 86% City Wide.
- ❖ One-half (50%) of Ward 11 residents say the quality of life in Calgary has stayed the same over the past three years (on par with 49% City Wide), while 18% say it has improved (on par with 22% City Wide), and 32% say it has worsened (on par with 29% City Wide).
- ❖ Ward 11 residents are more likely to agree they are proud to live in their neighbourhood (93%, 7 points higher than 86% City Wide) and to agree The City of Calgary municipal government fosters a city that is inclusive and accepting of all (86%, 7 points higher than 79% City Wide).
- ❖ Compared to 2017, Ward 11 residents are much more likely to agree that ‘Calgary is a great place to make a living’ (76%, up 20 points from 56% in 2017) and are also more likely to agree ‘The City of Calgary municipal government fosters a city that is inclusive and accepting of all’ (86%, up 12 points from 74% in 2017).
- ❖ Perceived safety is similar to City Wide with 87% of Ward 11 residents agreeing they would feel safe walking alone in their neighbourhood after dark (on par with 82% City Wide).

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

## The Ward 11 issue agenda is very similar to City Wide.

- ❖ The top issues in Ward 11 are "*infrastructure, traffic and roads*" (47%, on par with 40% City Wide), "*transit*" (15%, on par with 16% City Wide) and "*crime, safety and policing*" (11%, on par with 14% City Wide).
- ❖ Mentions of "*growth and planning*" have decreased by 6 points from 2017 (2% vs. 8% in 2017).

## Overall satisfaction with the level and quality of City services is higher in Ward 11 than City Wide.

- ❖ More than eight-in-ten (84%) Ward 11 residents say they are satisfied with the overall level and quality of services and programs provided by The City, 7 points higher than 77% City Wide.

# Key Findings: City Programs and Services

**Ward 11 residents align with City Wide results for the importance, satisfaction and desired level of investment in services. Any differences tend to be minor.**

- ❖ Downtown revitalization is the only service that Ward 11 residents rate higher as more important than City Wide.
  - Downtown revitalization: 88% rate as *very/somewhat* important (8 points higher than 80% City Wide).
- ❖ Downtown revitalization has also increased in importance compared to 2017, along with two other services.
  - Downtown revitalization: 88% rate as *very/somewhat* important (13 points higher than 75% in 2017).
  - Residential Blue Cart recycling: 73% rate as *very* important (11 points higher than 62% in 2017).
  - Calgary's pathway system: 94% rate as *very/somewhat* important (7 points higher than 87% in 2017).
- ❖ Ward 11 residents are more satisfied than City Wide residents with the following services:
  - Property tax assessment: 84% are satisfied (7 points higher than 77% City Wide).
  - Calgary's parks, playgrounds and other open spaces: 100% are satisfied (5 points higher than 95% City Wide)
- ❖ Ward 11 residents are less satisfied than City Wide residents with the following services:
  - Transportation planning: 71% are satisfied (8 points lower than 79% City Wide).
  - City growth management: 76% are satisfied (6 points lower than 82% City Wide).
  - Protection from river flooding: 86% are satisfied (5 points lower than 91% City Wide).

## Key Findings: City Programs and Services (continued)

- ❖ Satisfaction has increased in Ward 11 with several services compared to 2017, especially:
  - 311 service: 95% are satisfied (9 points higher than 86% in 2017).
  - Property tax assessment: 84% are satisfied (9 points higher than 75% in 2017).
  - City operated recreation PROGRAMS such as swimming lessons: 96% are satisfied (7 points higher than 89% in 2017).
  - City operated recreation FACILITIES such as pools, leisure centres, and golf courses: 96% are satisfied (7 points higher than 89% in 2017).
- ❖ Compared to 2017, Ward 11 residents increasingly want to see more investment in snow removal and a few other services:
  - Snow removal: 65% want *more* investment (20 points higher than 45% in 2017).
  - Downtown revitalization: 36% want *more* investment (12 points higher than 24% in 2017).
  - Calgary's pathway system: 34% want *more* investment (12 points higher than 22% in 2017).
  - On-street bikeways: 24% want *more* investment (9 points higher than 15% in 2017).



# Key Findings: Taxation and Customer Service

## Ward 11 residents' views on taxation are consistent with City Wide.

- ❖ Two-thirds (66%) of Ward 11 residents give The City a 'good value' rating for the value of their property tax dollars (on par with 59% City Wide).
- ❖ A slim majority (55%) of Ward 11 residents support tax increases to maintain or expand services (on par with 52% City Wide), while 40% support cutting services to maintain or reduce taxes (on par with 43% City Wide).
- ❖ More Ward 11 residents than in 2017 agree they are interested in knowing how their property tax dollars are invested in various City services (94% agree, up 7 points from 87% in 2017).

## City contact and customer service metrics are very consistent with City Wide results.

- ❖ Ward 11 residents are aligned with City Wide results for contacting The City in the past 12 months (66%, on par with 65% City Wide) and for satisfaction with the overall level and quality of customer service (78%, identical to 78% City Wide).
- ❖ Compared to 2017, Ward 11 residents making contact with The City are much less likely to have done so by phone (56%, 20 points lower than 76% in 2017).

# Key Findings: Communications, City Reputation and Performance

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

- ❖ Satisfaction with the overall quality of City information and communications is comparable to City Wide (79%, on par with 80% City Wide).

**Measures of The City's reputation are on mostly par with City Wide results, although there are more City advocates in Ward 11.**

- ❖ Ward 11 results are on par with City Wide results for favourability (72% vs. 68% City Wide) and trust (64% vs. 60% City Wide).
- ❖ Ward 11 residents are more likely than City Wide to be advocates for The City (44%, 10 points higher than 34% City Wide).

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

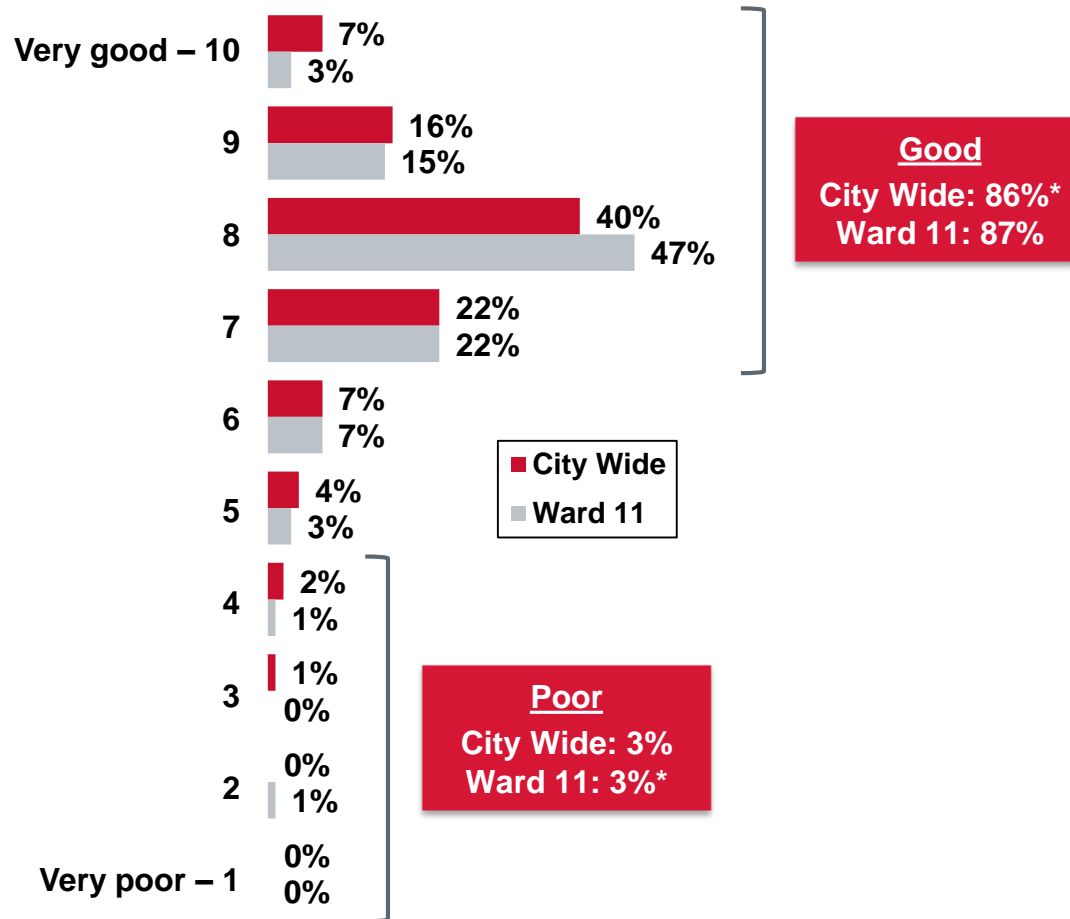
- ❖ Eight-in-ten (79%) Ward 11 residents (identical to 79% City Wide) are satisfied with the way The City of Calgary – including Council and Administration are running the city.
- ❖ Compared to 2017, more Ward 11 residents agree The City allows citizens to have meaningful input into decision-making (71%, up 14 points from 57% in 2017).



## Quality of Life



# Overall Quality of Life in Calgary



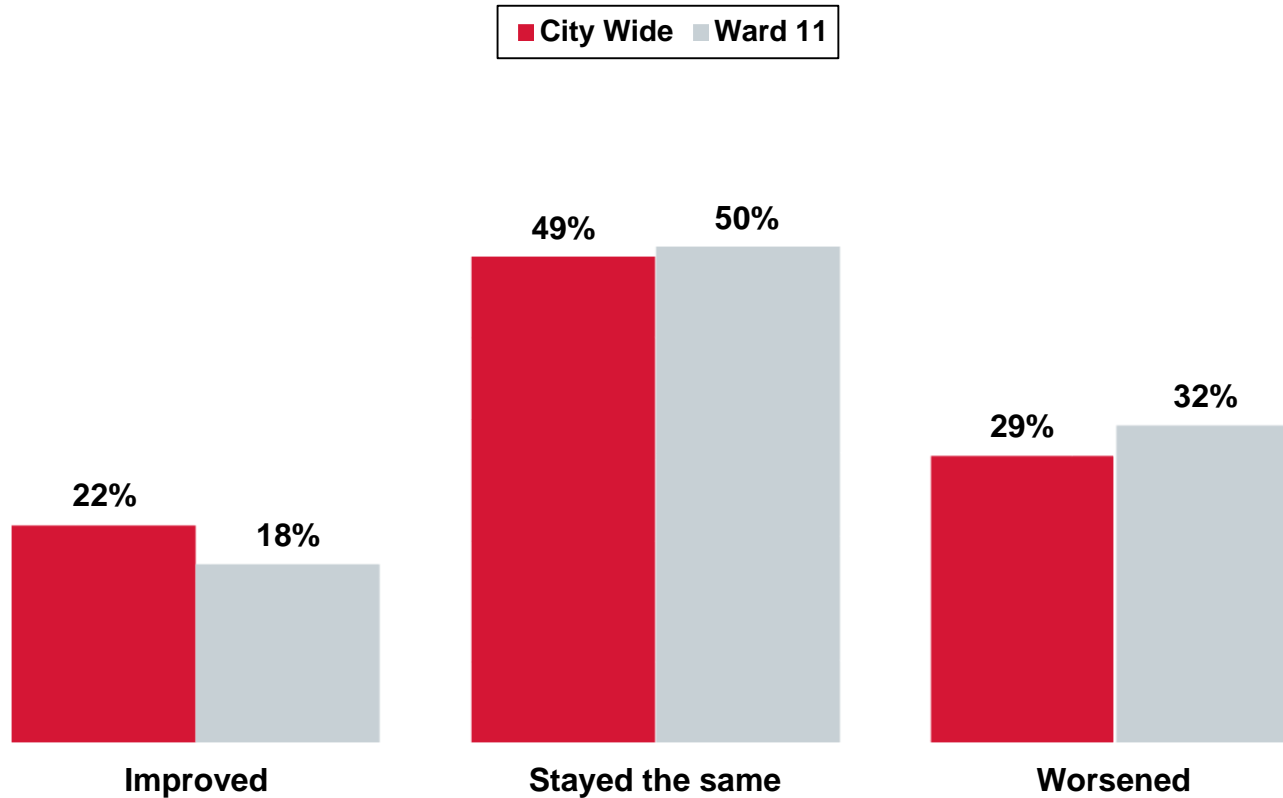
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,497 / Ward 11: n=198)

\*Rounding



# Perceived Change in the Quality of Life



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

Base: Valid respondents (City Wide: n=2,482 / Ward 11: n=197)

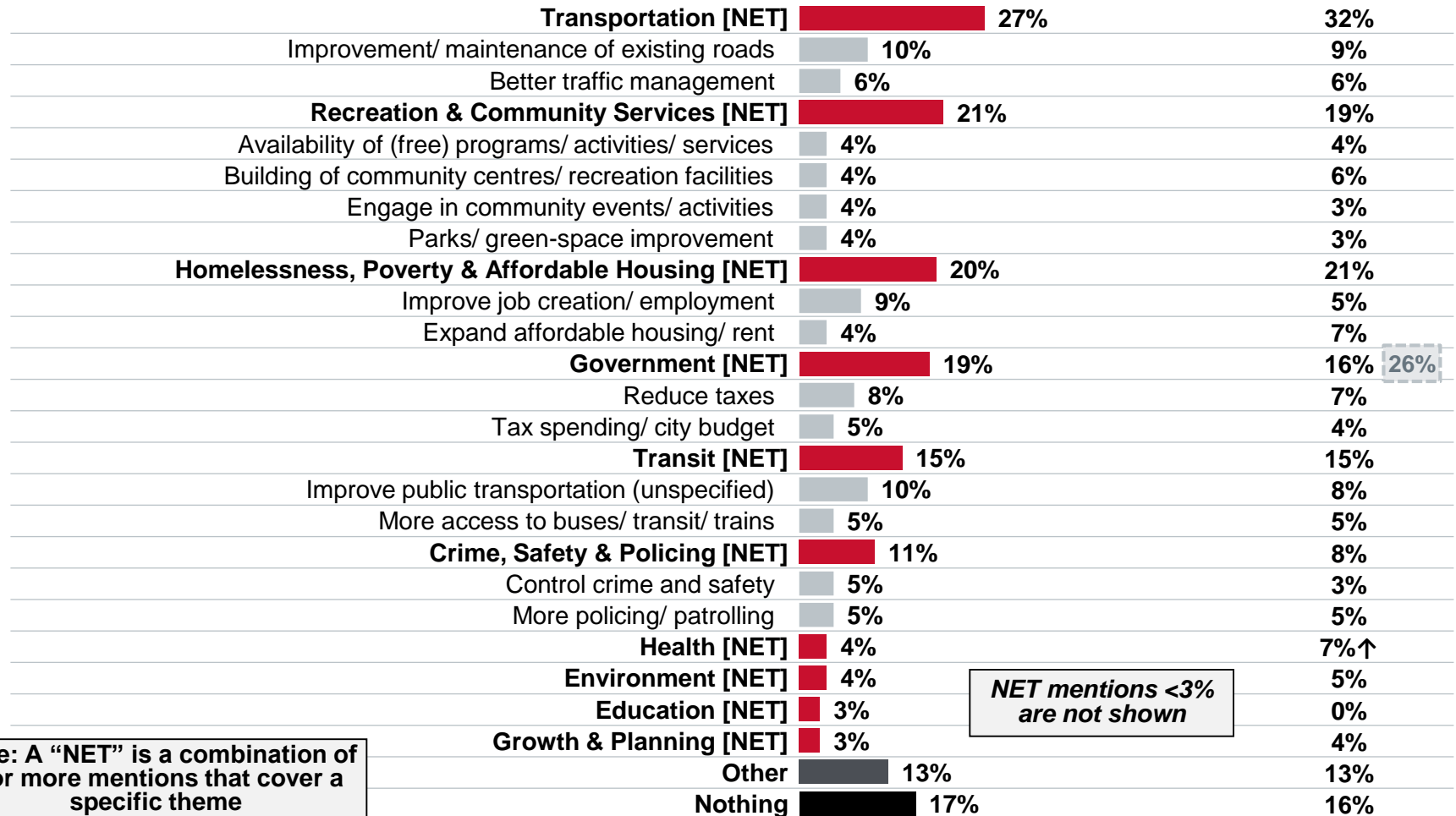


# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 11



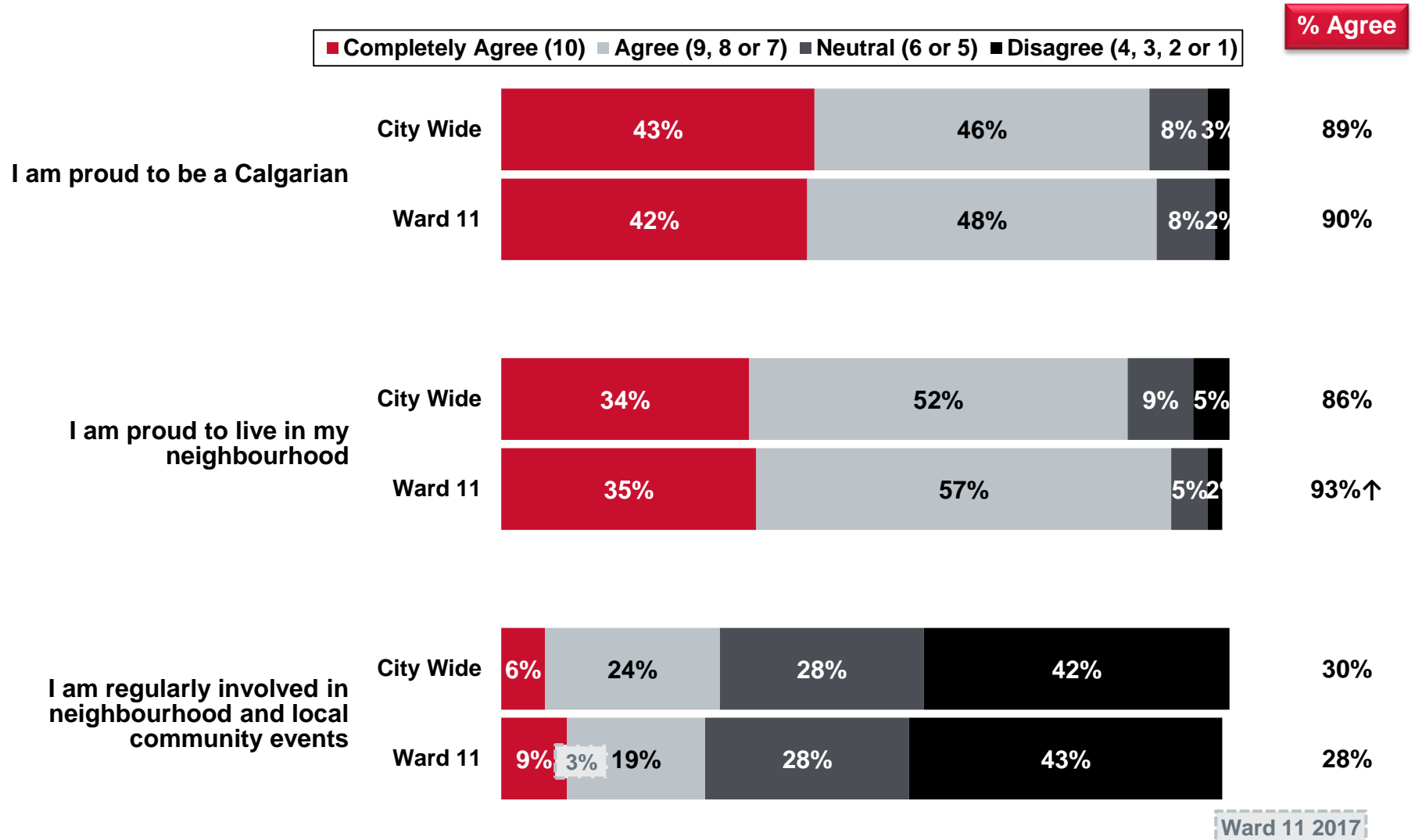
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Ward 11 2017

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

Base: Valid respondents (City Wide: n=2,391 / Ward 11: n=187)

# Sustainability: Connectedness



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

Base: Valid respondents (Bases vary)

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

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

% Agree

Calgary is a great place to make a life

City Wide

23%

60%

13%

4%

83%

Ward 11

22%

65%

11%

87%

Calgary is a great place to make a living

City Wide

18%

53%

20%

9%

71%

Ward 11

17%

59%

18%

6%

76% 56%

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

City Wide

19%

60%

15%

6%

79%

Ward 11

19%

67%

9%

6%

86% 74%

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

City Wide

11%

54%

23%

12%

65%

Ward 11

8%

51%

30%

10%

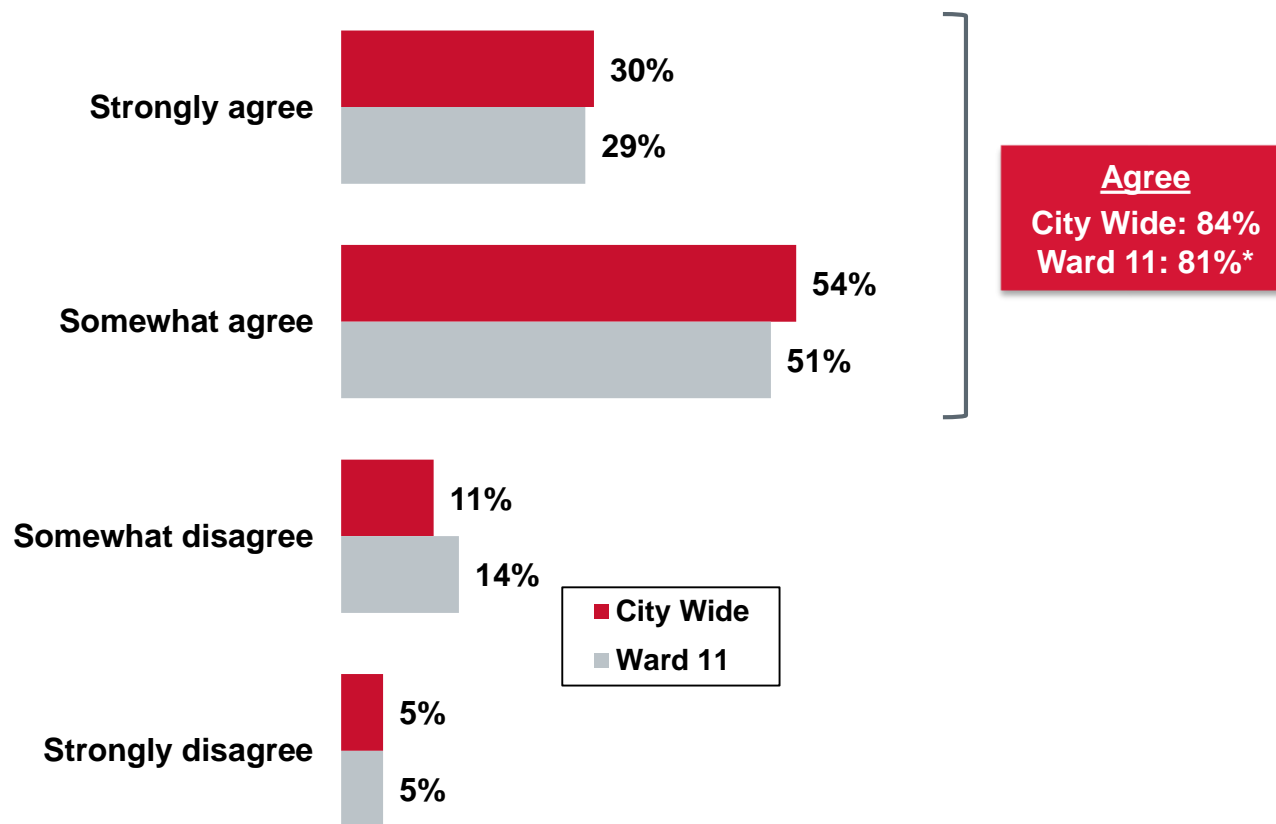
59%

Ward 11 2017

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?

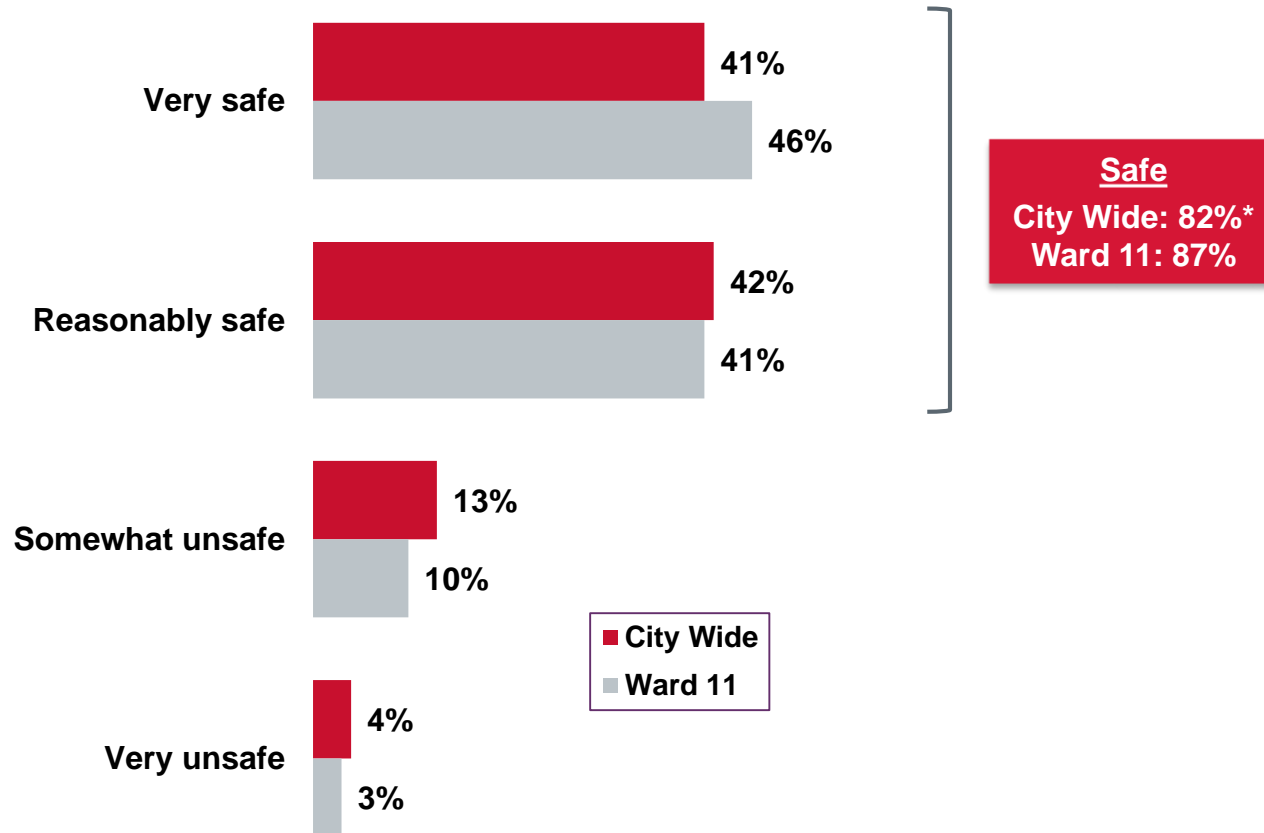


\*Rounding

*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 11: n=197)

# Perceived Safety in Own Neighbourhood



\*Rounding

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

Base: Valid respondents (City Wide: n=2,496 / Ward 11: n=197)





## Issue Agenda



# Issue Agenda

Multiple Responses

City Wide

Ward 11

■ First Mention ■ Other Mentions

<b>Infrastructure, Traffic &amp; Roads [NET]</b>	<b>29%</b>	<b>11%</b>	<b>40%</b>	<b>47%</b>
Traffic congestion	7%	9%		12%
(Lack of) snow removal	5%	3%	8%	7%
Roads (unspecified)	6%	8%		6%
Road conditions	3%	3%	6%	7%
<b>Transit [NET]</b>	<b>12%</b>	<b>4%</b>	<b>16%</b>	<b>15%</b>
Transportation (unspecified)	7%	9%		10%
Public Transportation (incl. buses/ C-train/ poor service)	5%	7%		6%
<b>Crime, Safety &amp; Policing [NET]</b>	<b>9%</b>	<b>5%</b>	<b>14%</b>	<b>11%</b>
<b>Recreation [NET]</b>	<b>5%</b>	<b>4%</b>	<b>9%</b>	<b>9%</b>
<b>Taxes [NET]</b>	<b>5%</b>	<b>3%</b>	<b>8%</b>	<b>8%</b>
<b>Environment &amp; Waste Management [NET]</b>	<b>3%</b>	<b>4%</b>	<b>7%</b>	<b>7%</b>
<b>Education [NET]</b>	<b>4%</b>	<b>3%</b>	<b>7%</b>	<b>4%</b>
<b>Economy [NET]</b>	<b>4%</b>	<b>5%</b>		<b>6%</b>
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>	<b>3%</b>	<b>5%</b>		<b>6%</b>
<b>Budget &amp; Spending [NET]</b>	<b>2%</b>	<b>4%</b>		<b>4%</b>
<b>Growth &amp; Planning [NET]</b>	<b>3%</b>	<b>4%</b>		<b>2%</b>
<b>Olympics [NET]</b>	<b>2%</b>	<b>4%</b>		<b>4%</b>
Other			18%	17%
None			16%	14%

NET mentions <4%  
are not shown

8%

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

Ward 11 2017

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

Base: Valid respondents (City Wide: n=2,454 / Ward 11: n=196)

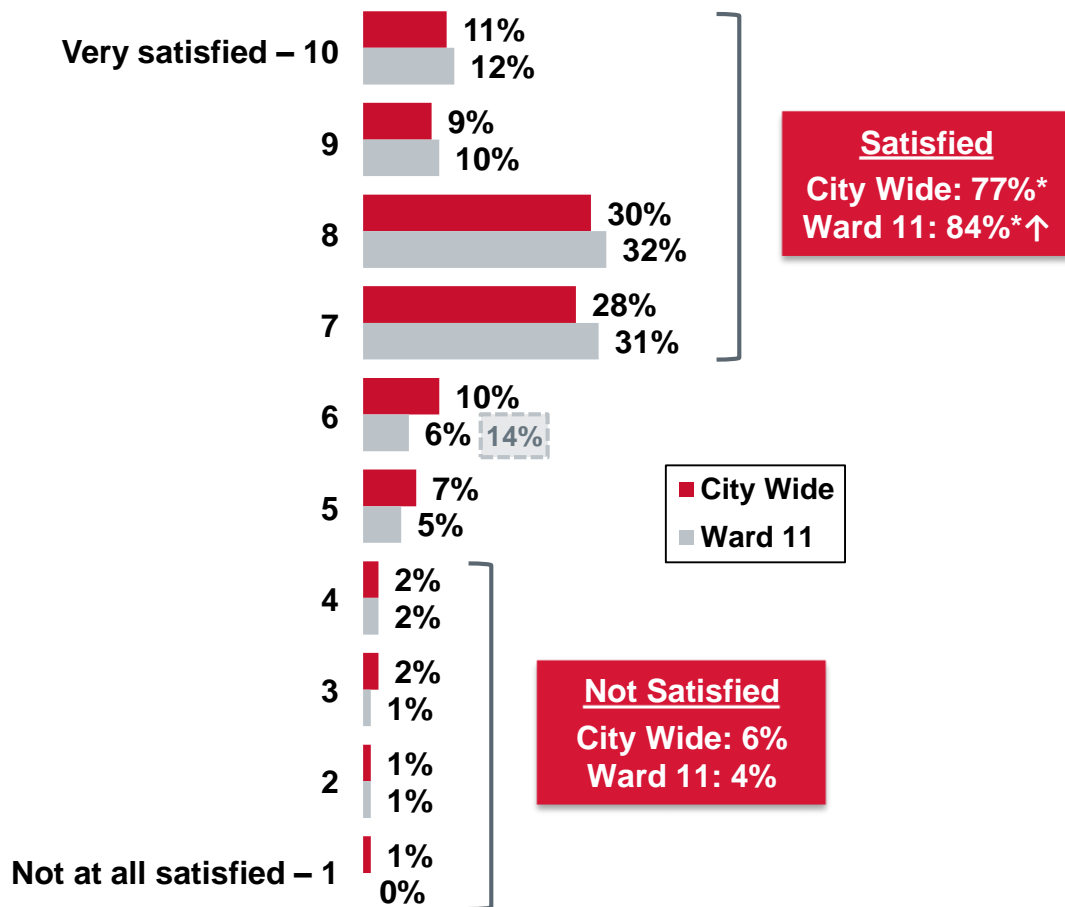




## City Programs and Services



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



Ward 11 2017

\*Rounding

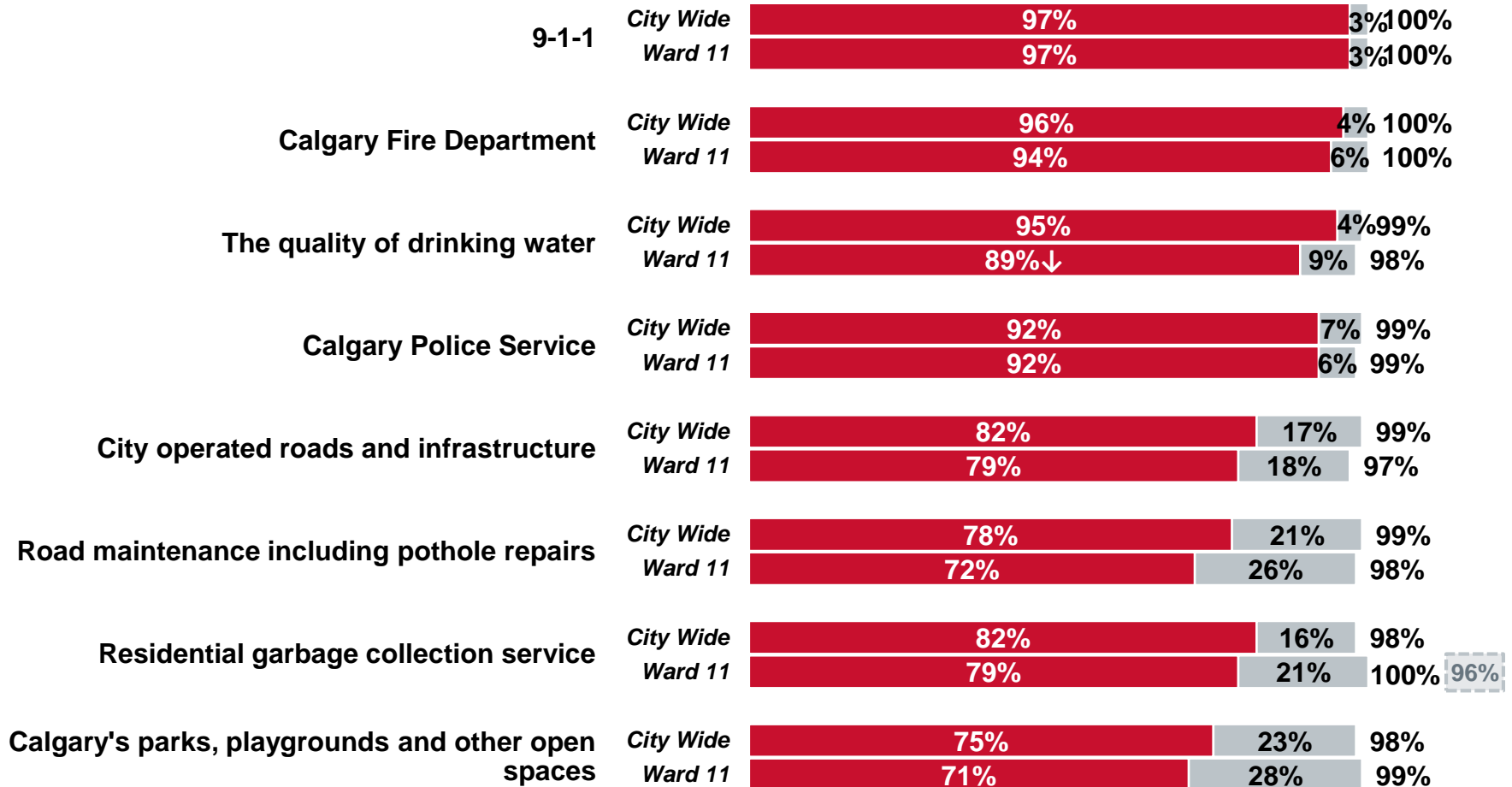
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 11: n=198)

# Importance of City Programs and Services

% Important

■ Very important ■ Somewhat important



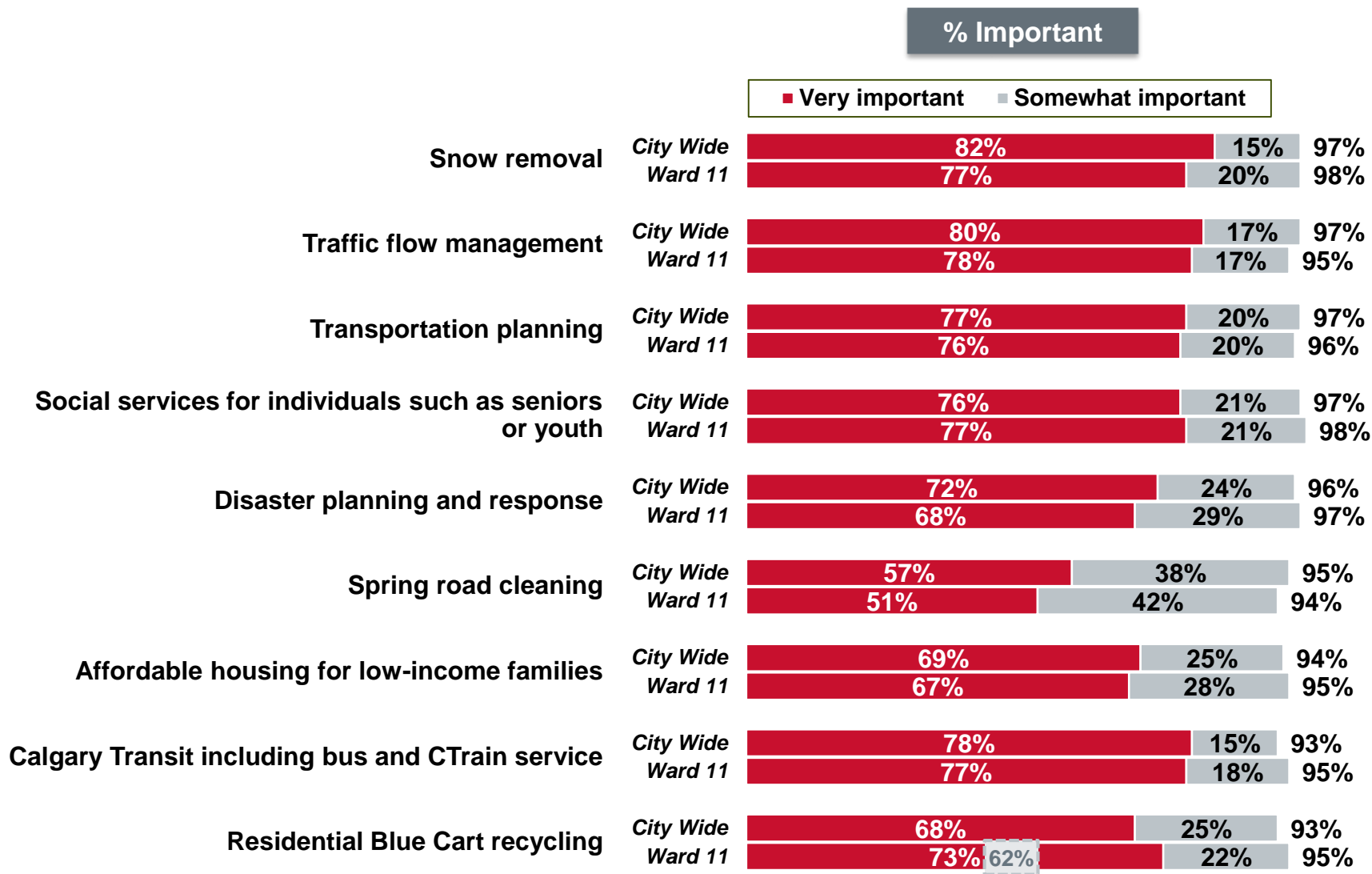
Ward 11 2017

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

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)



Ward 11 2017

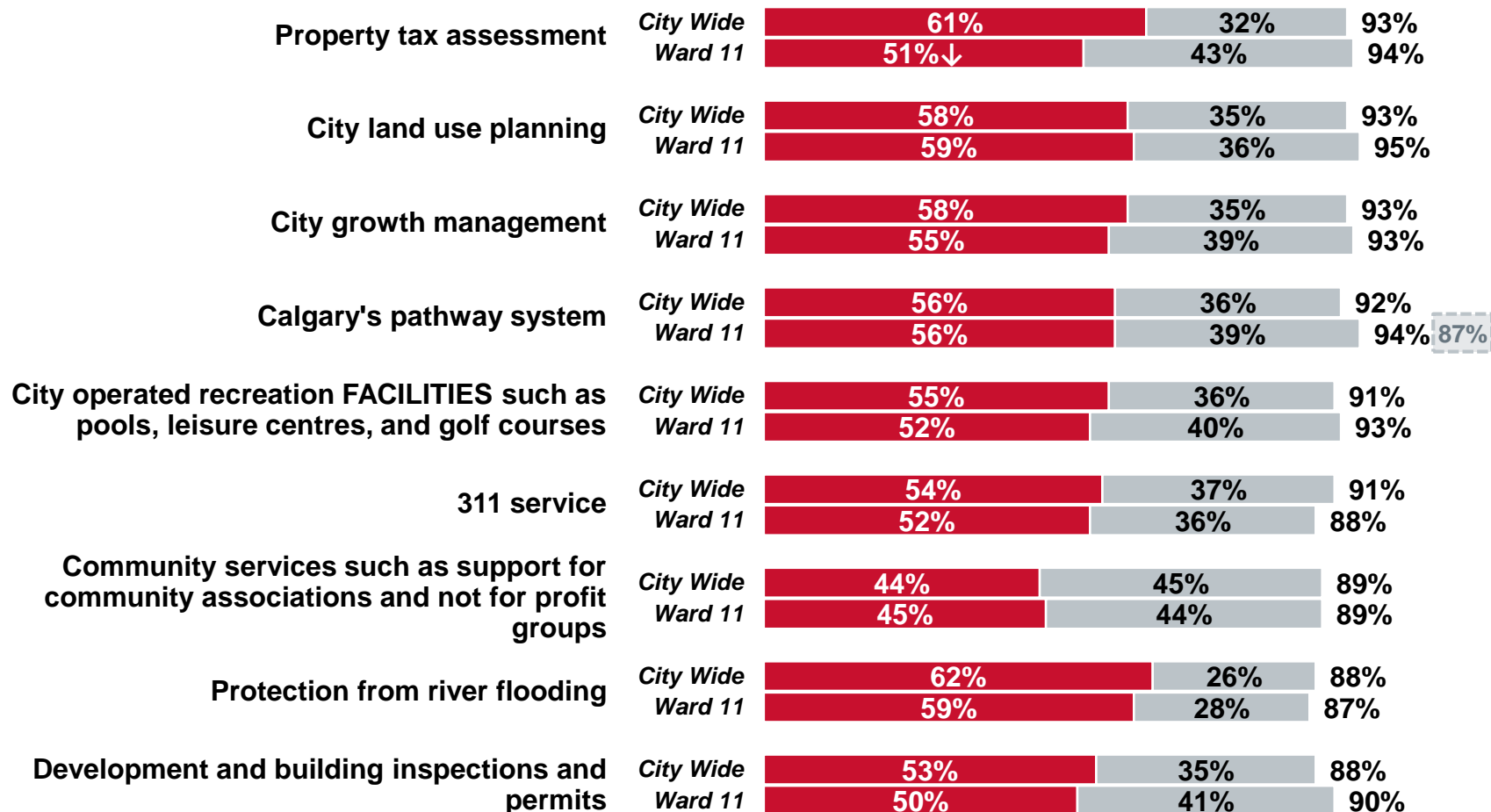
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

# Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important

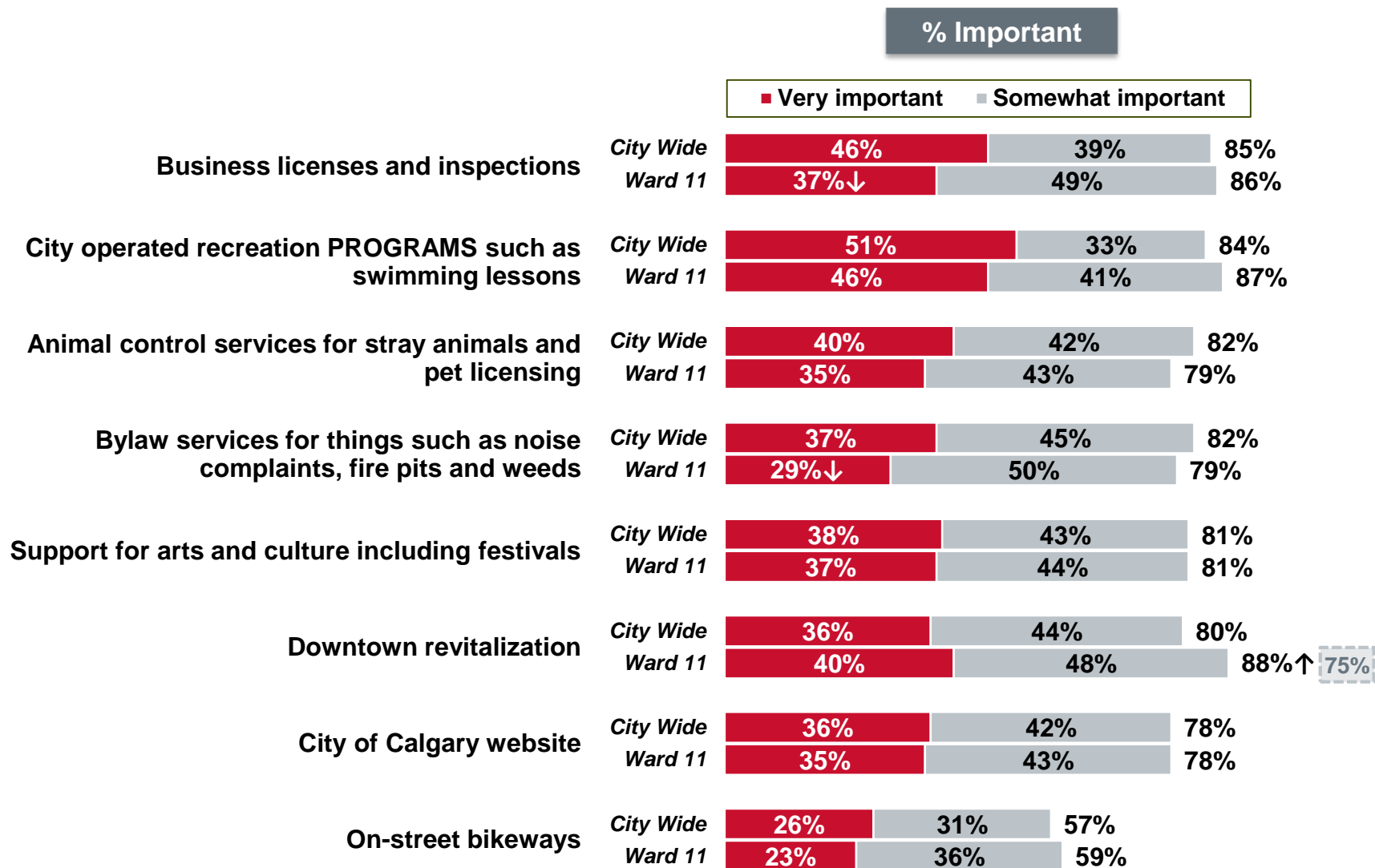


Ward 11 2017

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

Base: Valid respondents (Bases vary)

# Importance of City Programs and Services (continued)

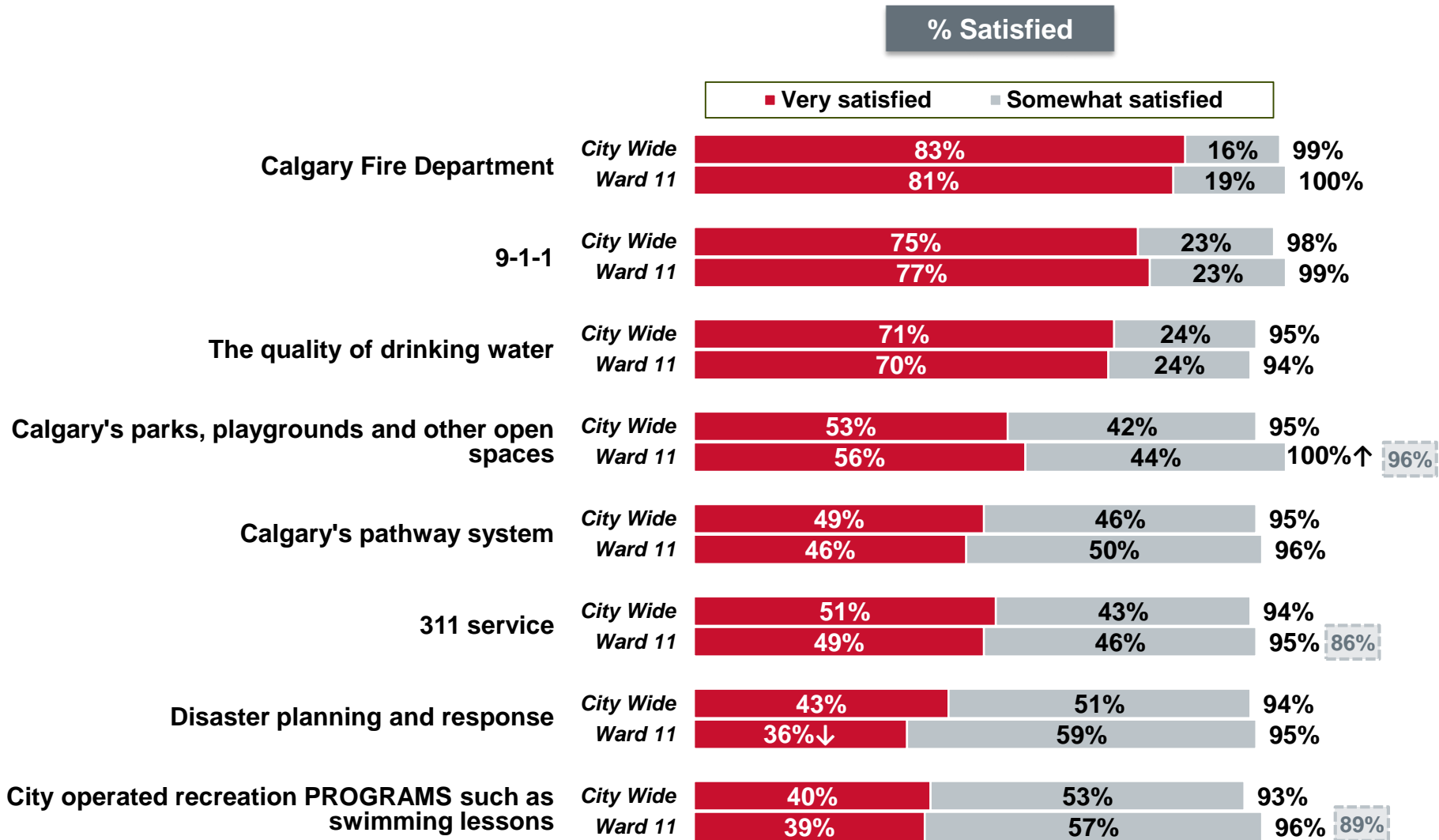


Ward 11 2017

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

Base: Valid respondents (Bases vary)

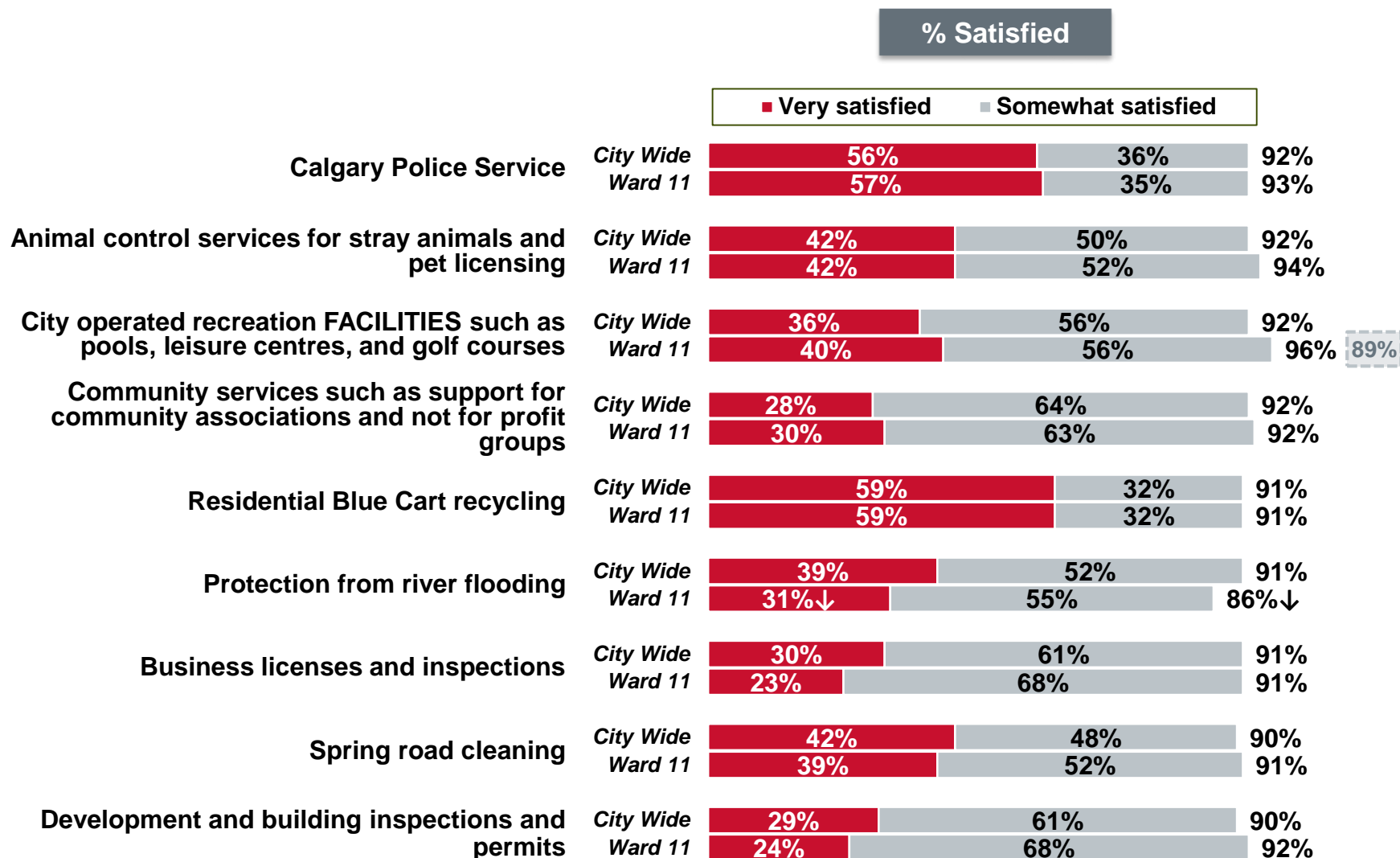
# Satisfaction with City Programs and Services



Ward 11 2017

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

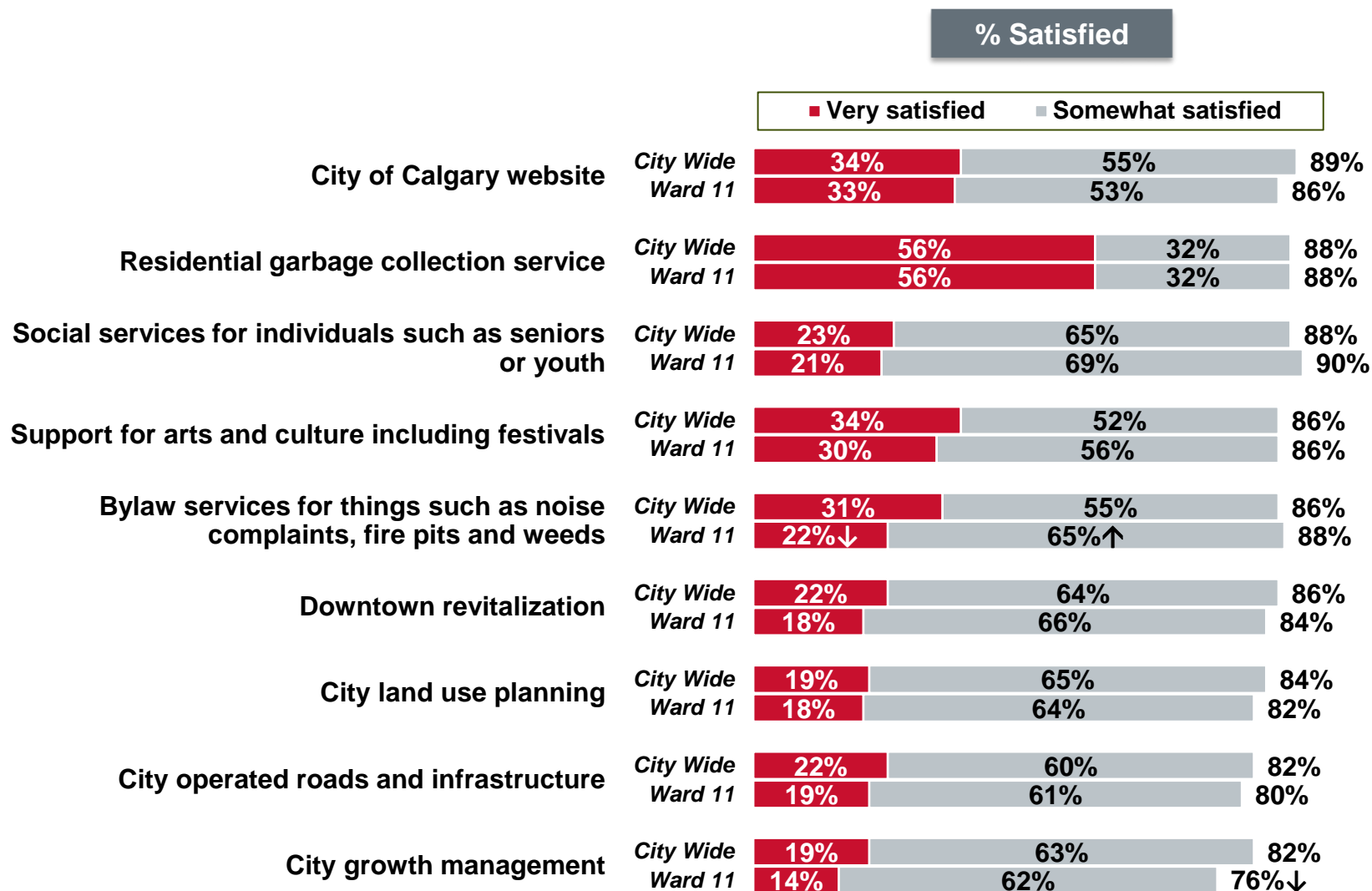
# Satisfaction with City Programs and Services (continued)



Ward 11 2017

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

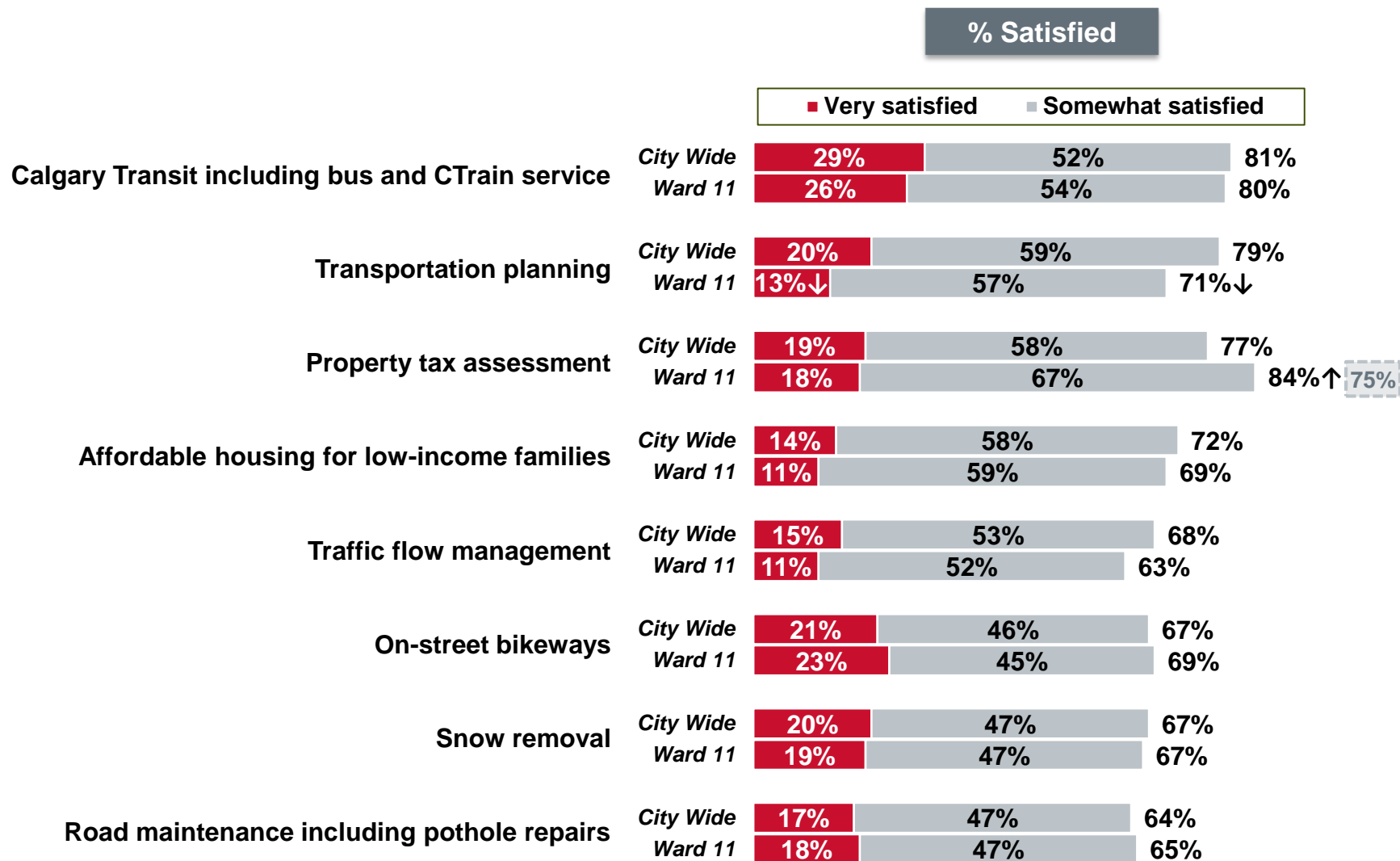
# Satisfaction with City Programs and Services (continued)



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



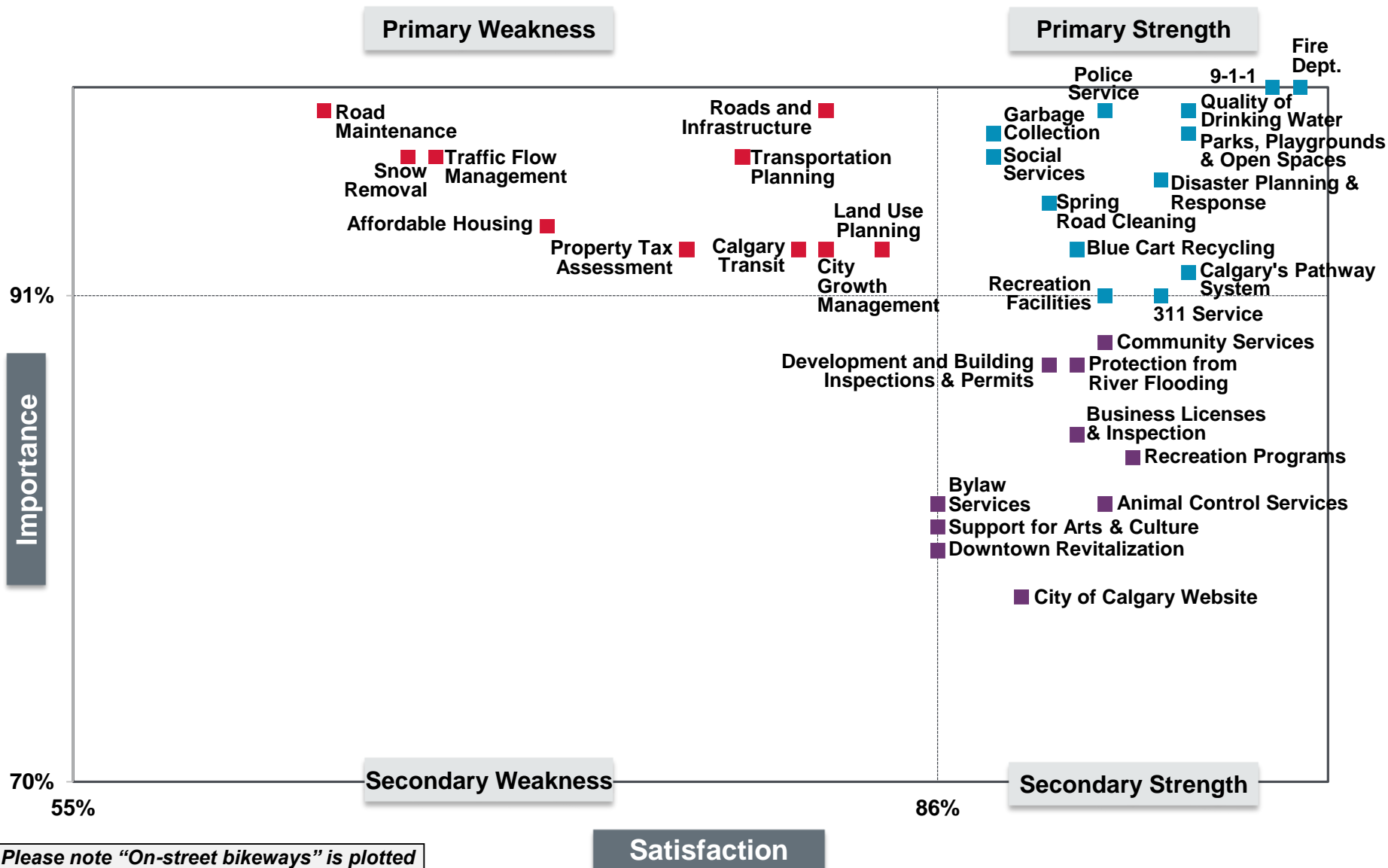
# Satisfaction with City Programs and Services (continued)



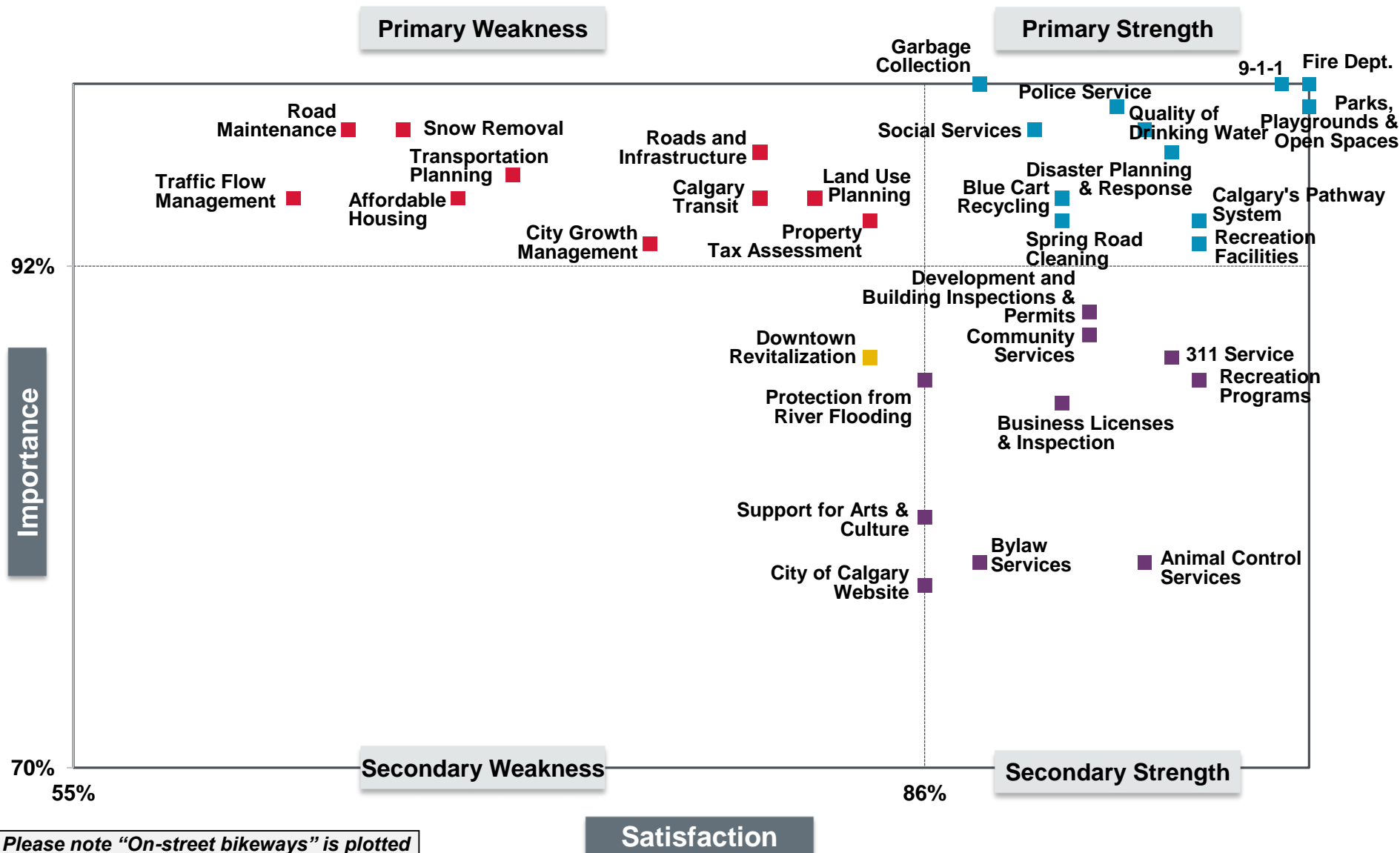
Ward 11 2017

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

# Importance vs. Satisfaction Grid: City Wide



# Importance vs. Satisfaction Grid: Ward 11



# Primary Strengths and Weaknesses: City Wide versus Ward 11

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

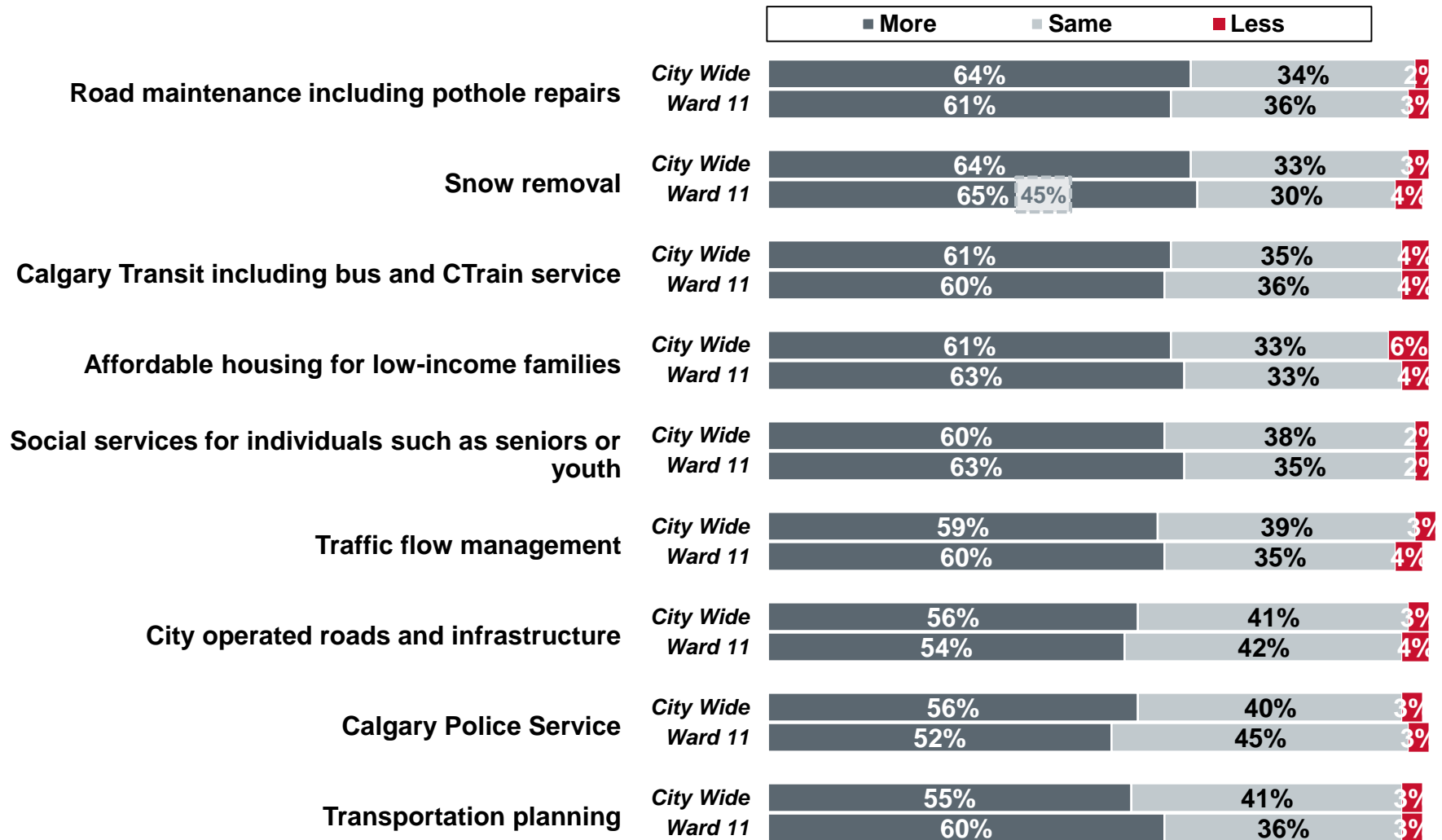
**Primary Strength**

**Primary Weakness**

**Neither (in another quadrant)**

	City Wide	Ward 11
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		
Social Services		
Recreation Facilities		
311 service		
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		

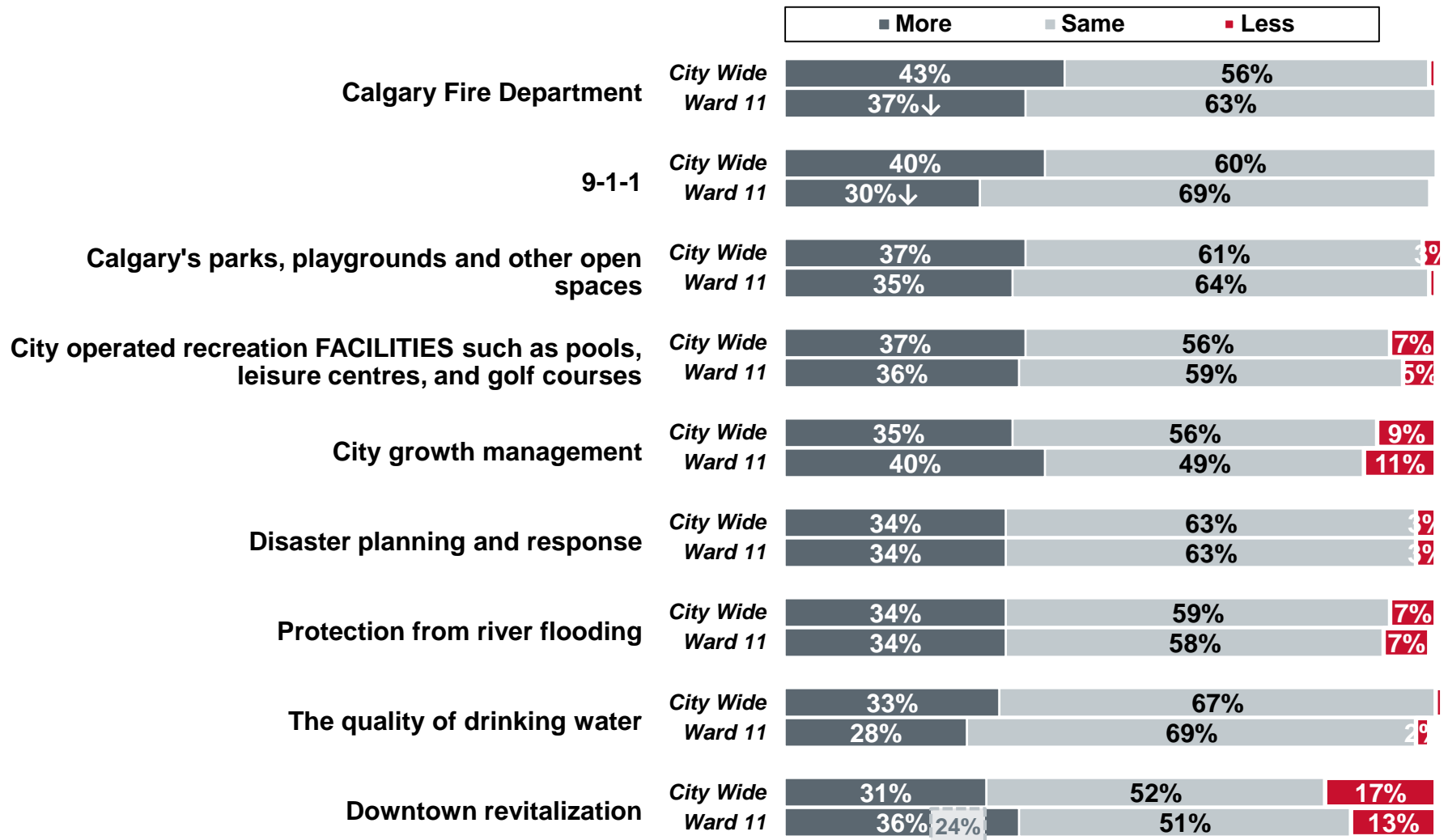
# Investment in City Programs and Services



Ward 11 2017

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

# Investment in City Programs and Services (continued)

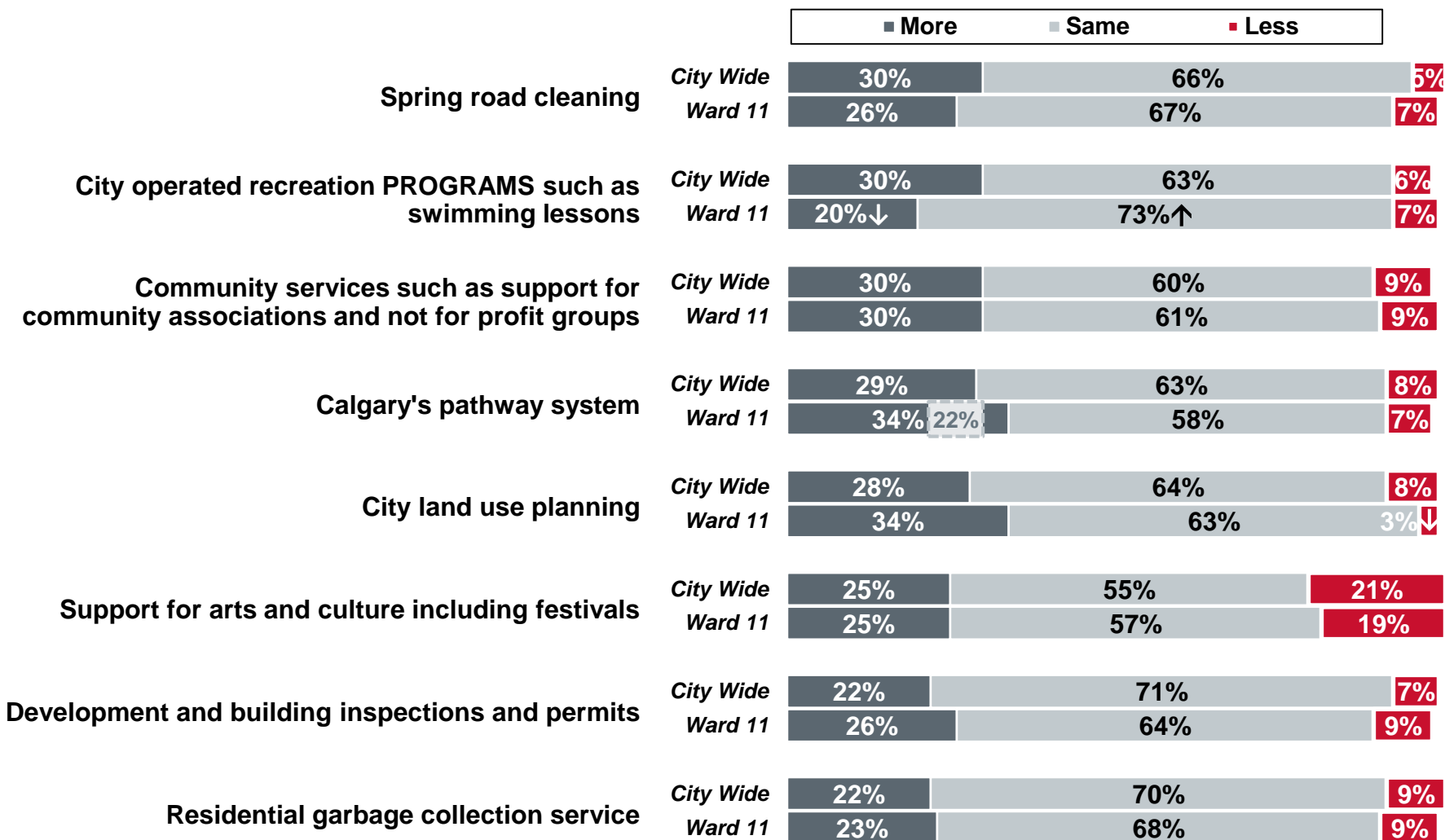


Ward 11 2017

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



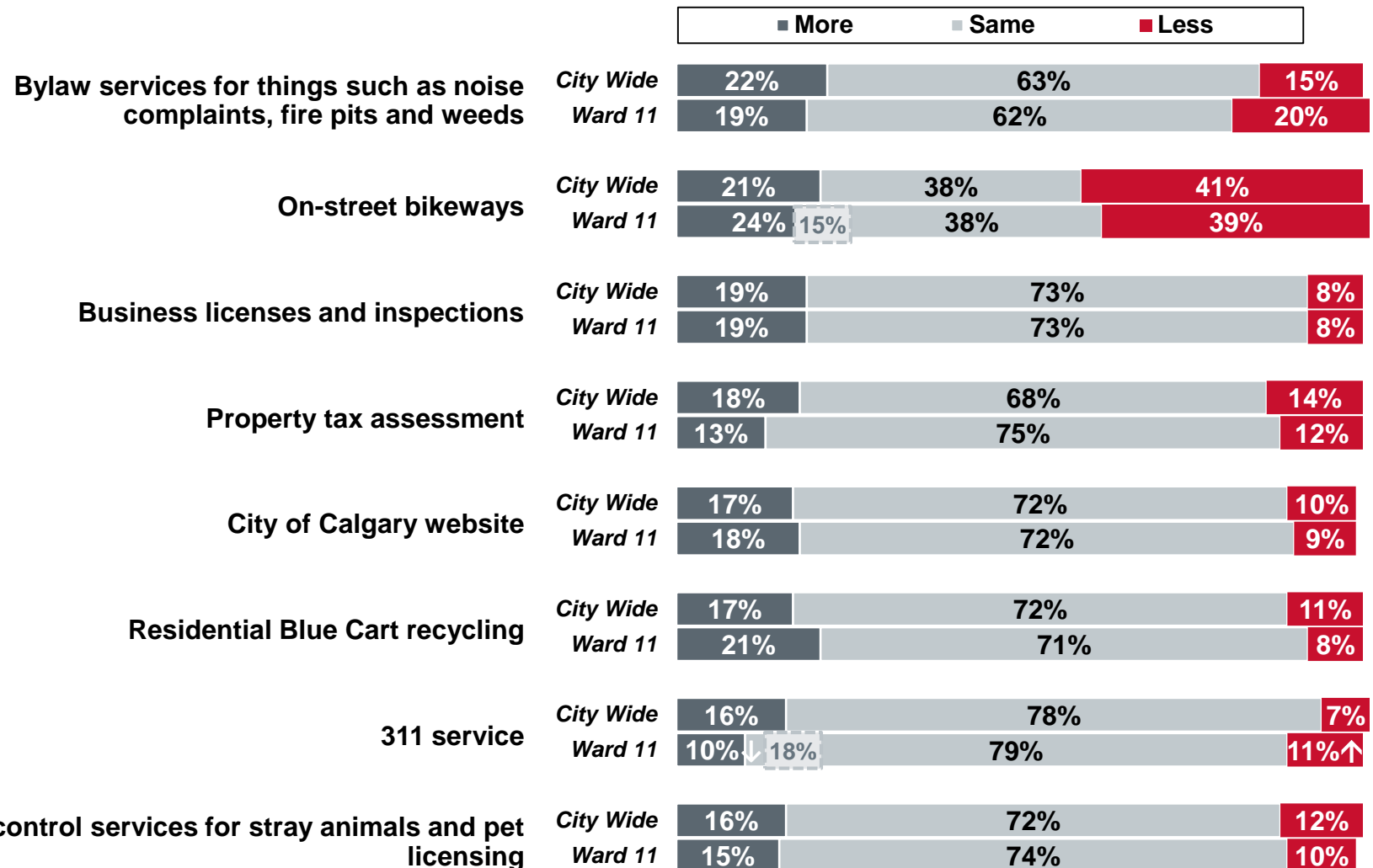
# Investment in City Programs and Services (continued)



Ward 11 2017

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

# Investment in City Programs and Services (continued)



Ward 11 2017

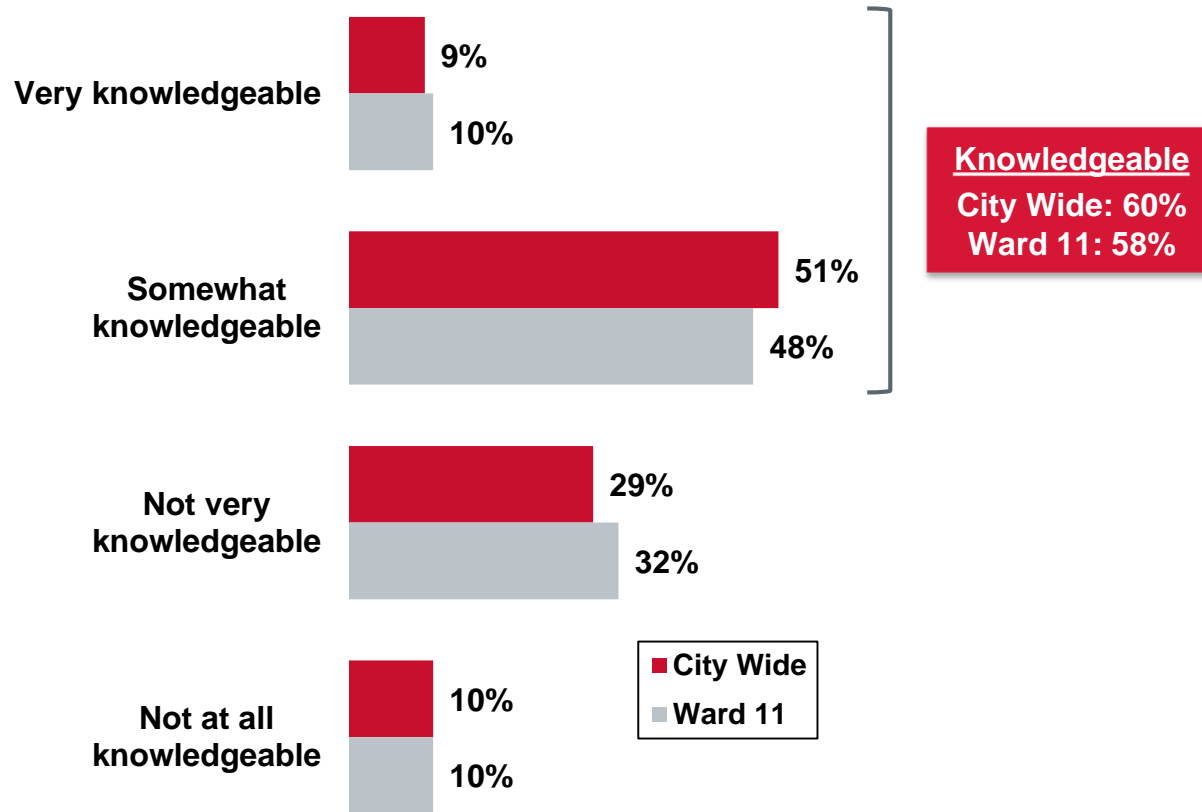
I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me if you think The City should invest more, less or the same amount on the program or service.  
Base: Valid respondents (Bases vary)



## Taxation



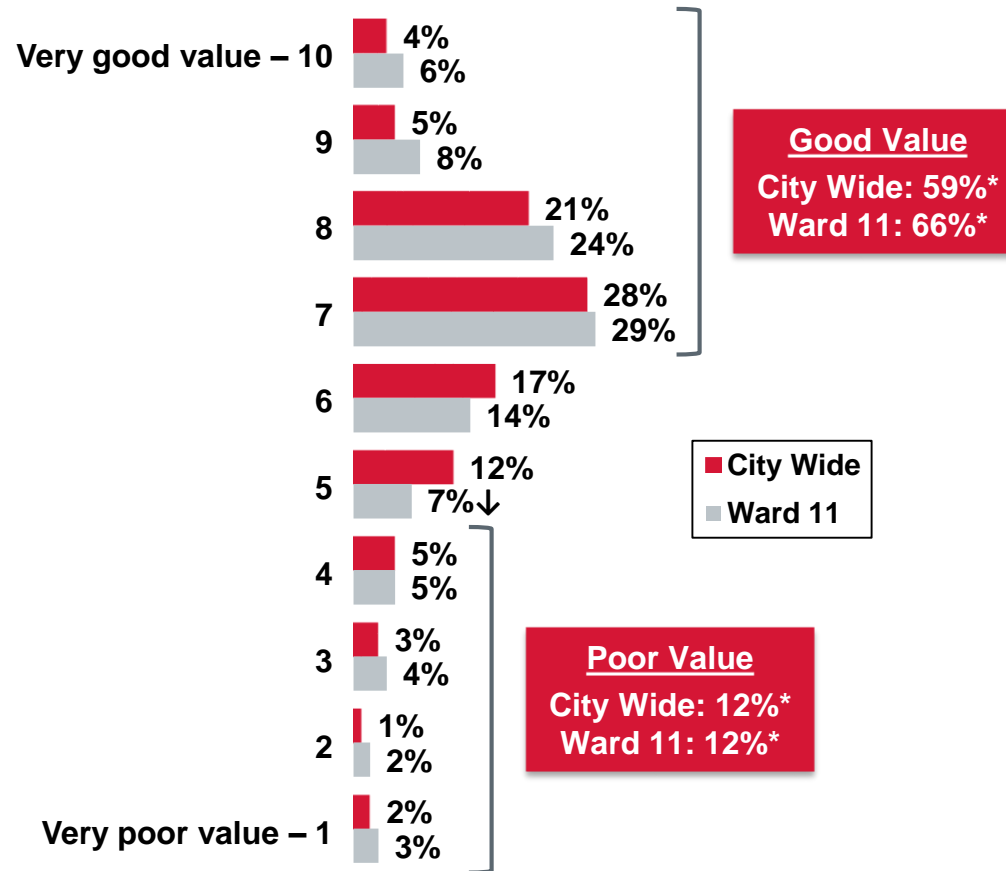
# Knowledge Levels of Tax Dollar Spending



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

Base: Valid respondents (City Wide: n=2,492 / Ward 11: n=196)

# Perceived Value of Property Taxes

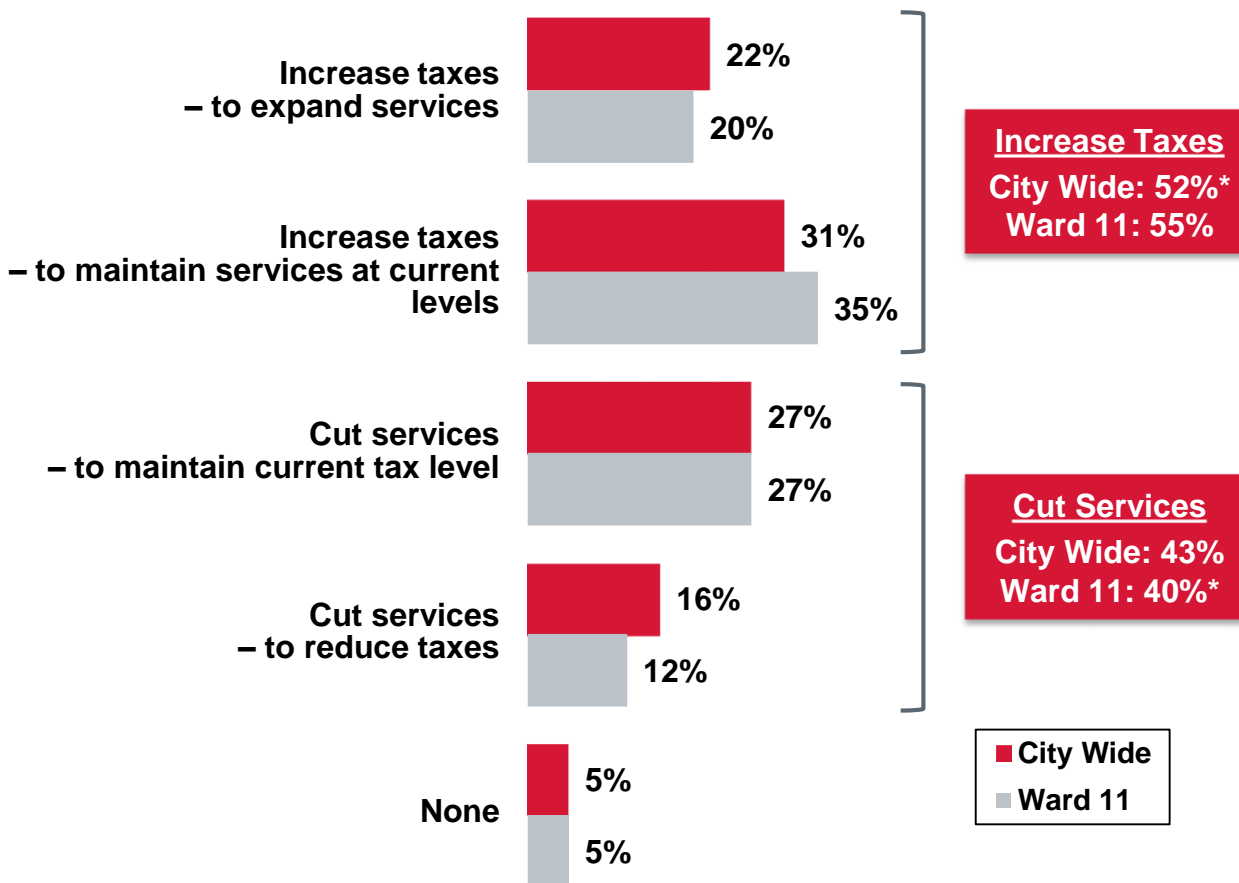


\*Rounding

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

Base: Valid respondents (City Wide: n=2,477 / Ward 11: n=196)

# Balancing Taxation and Service Delivery Levels



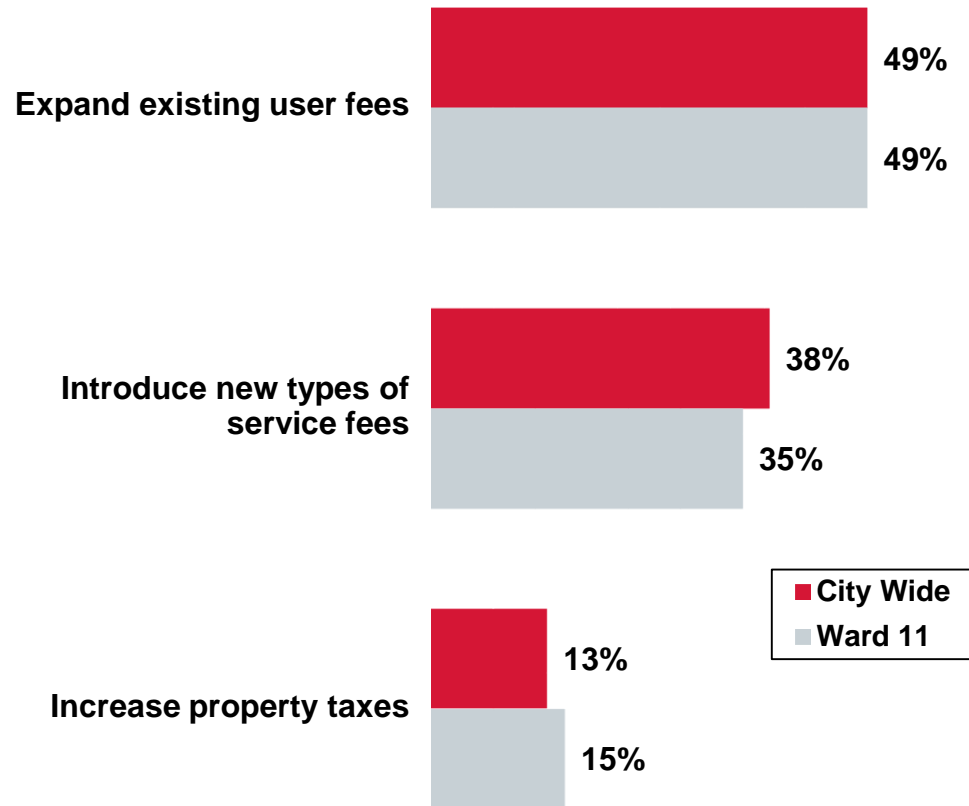
\*Rounding

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

Base: Valid respondents (City Wide: n=2,460 / Ward 11: n=197)



# Options for Increasing City Revenue

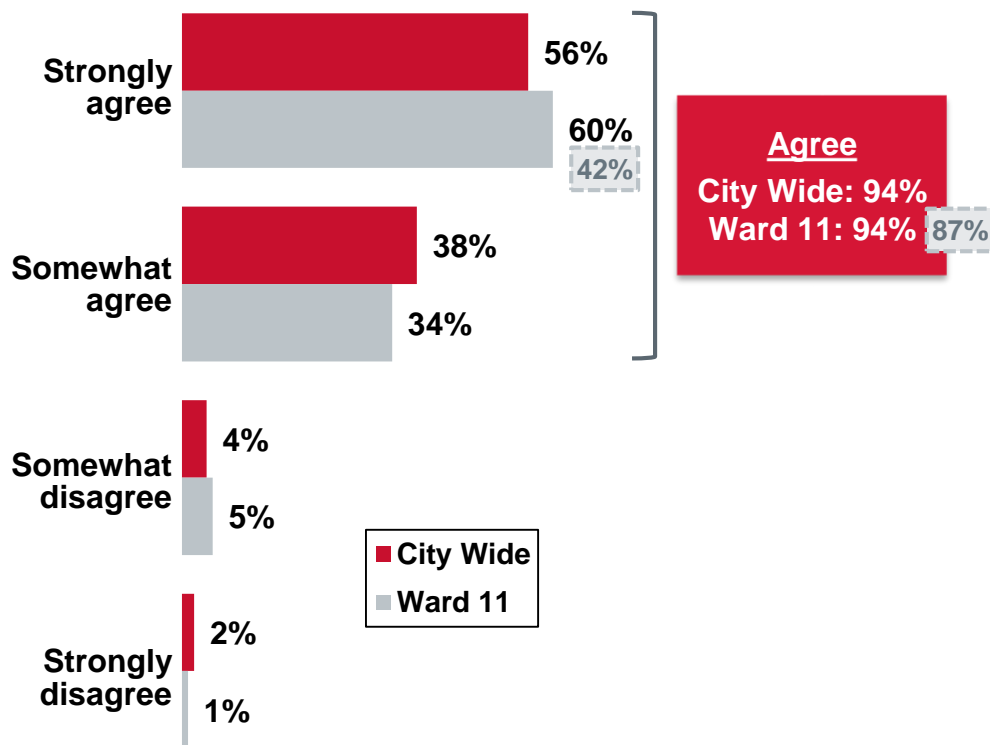


*Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?*

Base: Valid respondents (City Wide: n=2,352 / Ward 11: n=188)

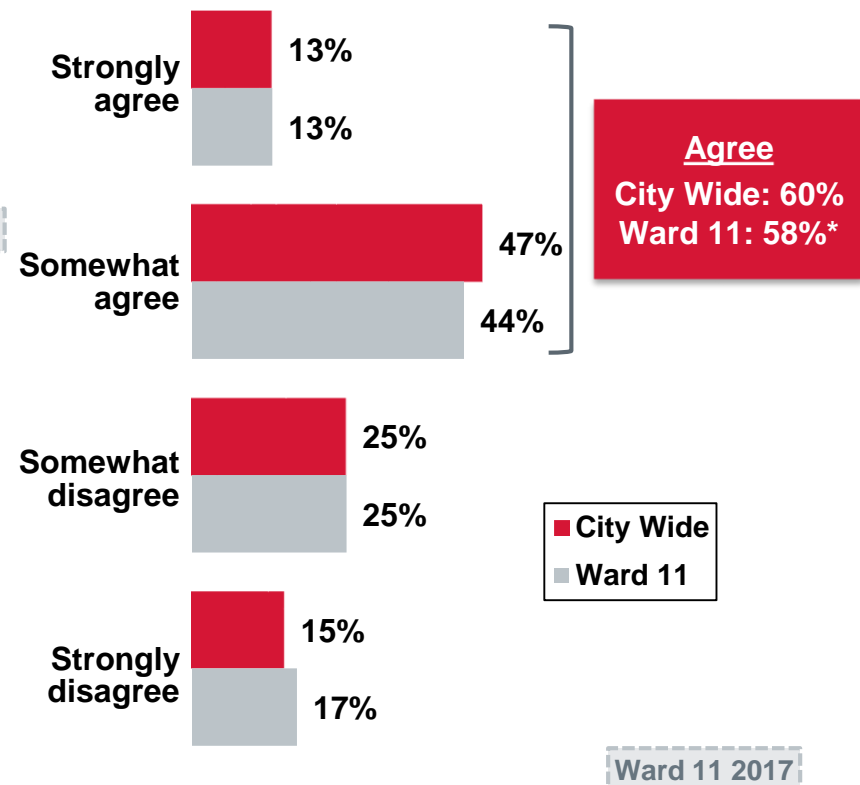
# Property Tax Dollar Investment

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



Base: Valid respondents (City Wide: n=2,487 / Ward 11: n=197)

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



Base: Valid respondents (City Wide: n=2,463 / Ward 11: n=194)

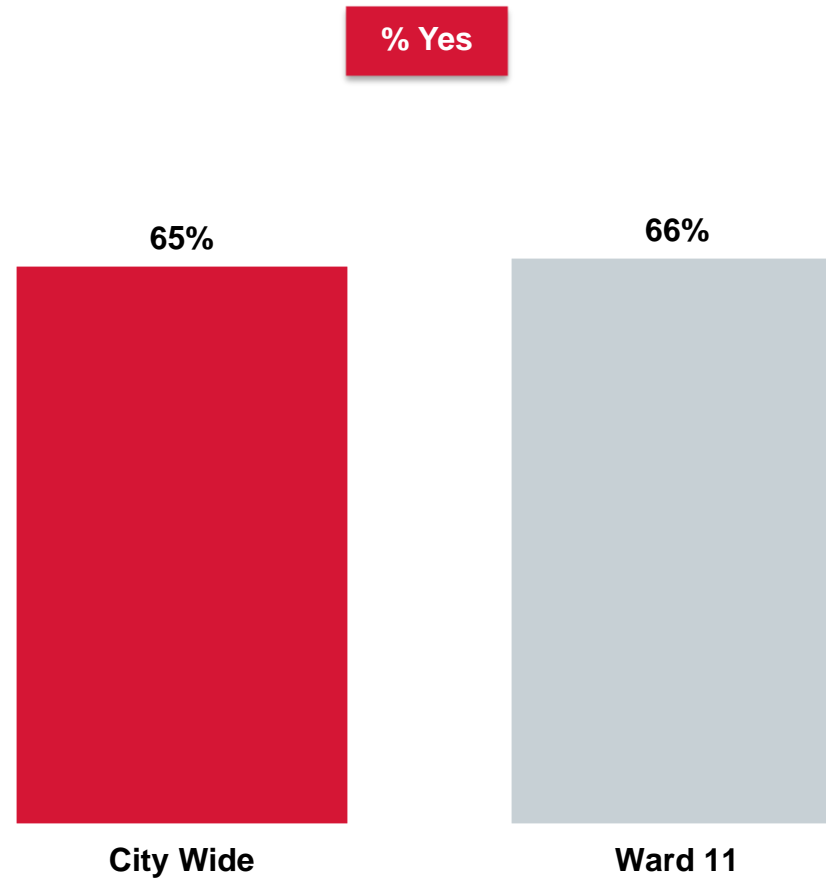
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



## Contact with The City and Customer Service



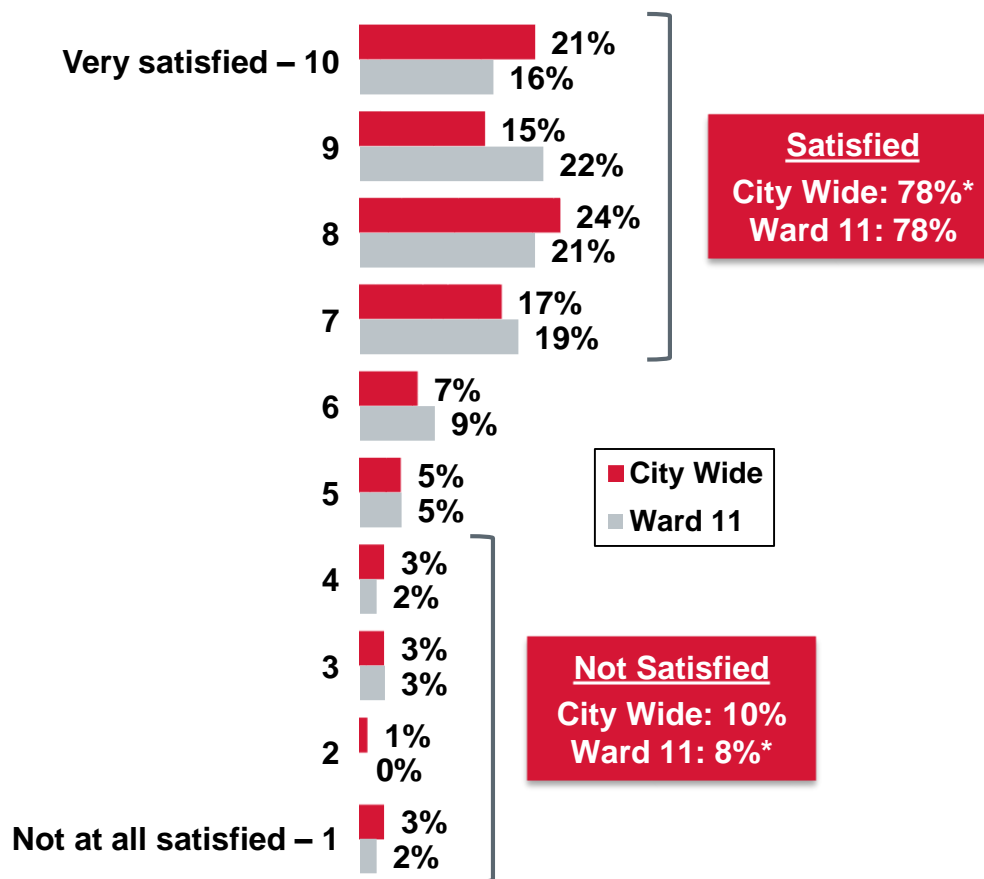
# Past 12 Months Contact with The City of Calgary



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

Base: Valid respondents (City Wide: n=2,488 / Ward 11: n=197)

# Satisfaction with the Overall Level and Quality of Customer Service



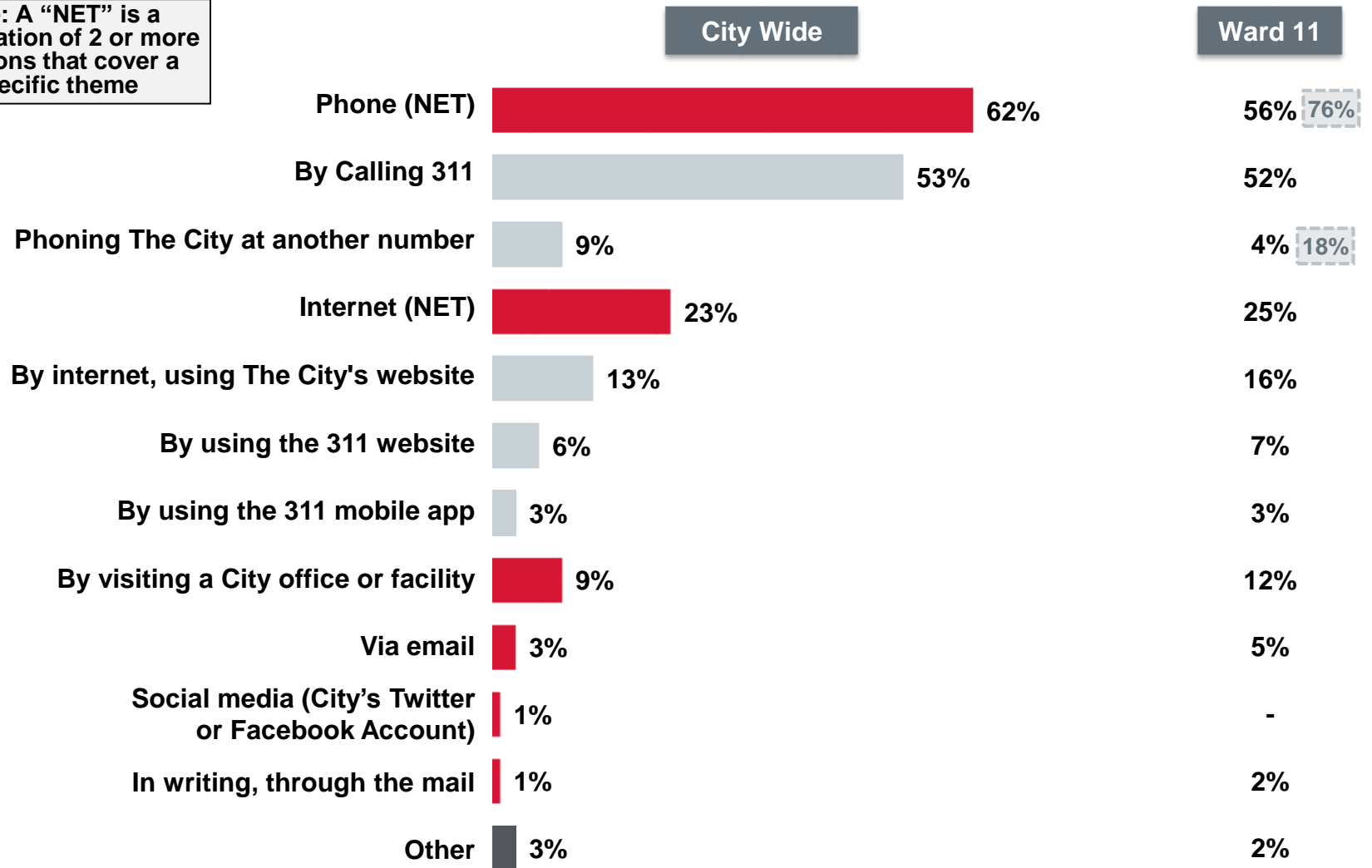
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

\*Rounding

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,651 / Ward 11: n=125)

# Type of Contact

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



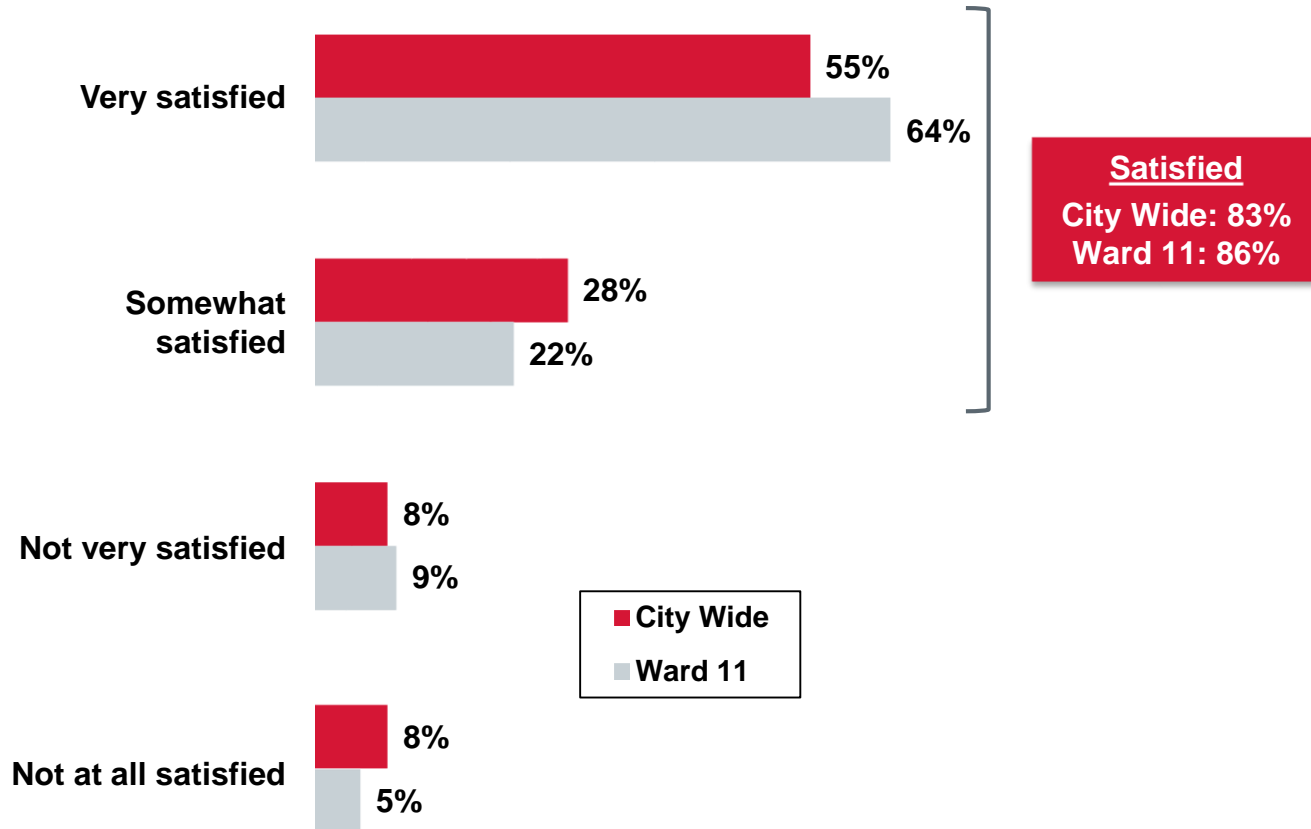
Ward 11 2017

When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,126 / Ward 11: n=78)



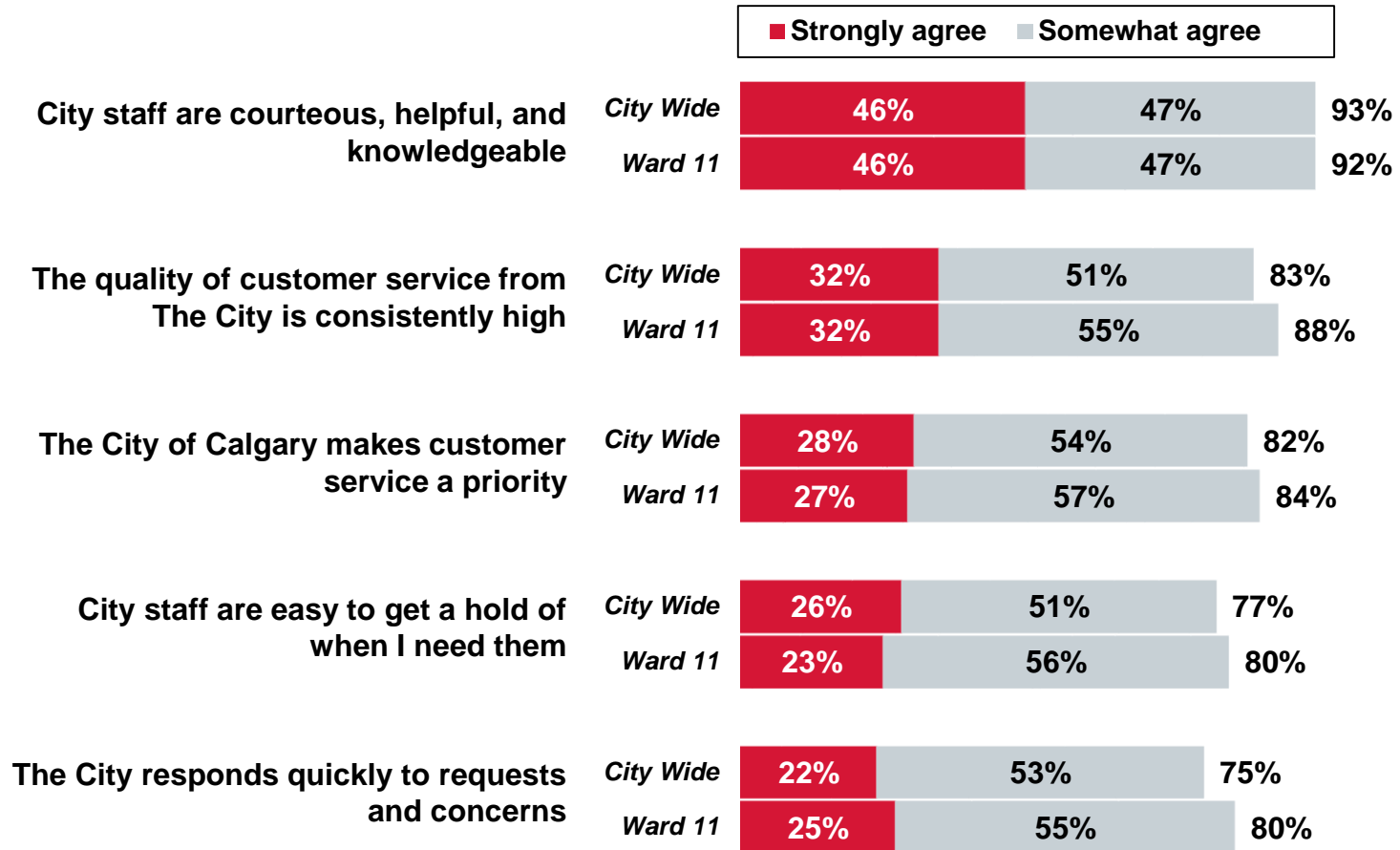
# Satisfaction with Most Recent City Contact



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

Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,125 / Ward 11: n=78)

# Attitudes Regarding Customer Service



*Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?*

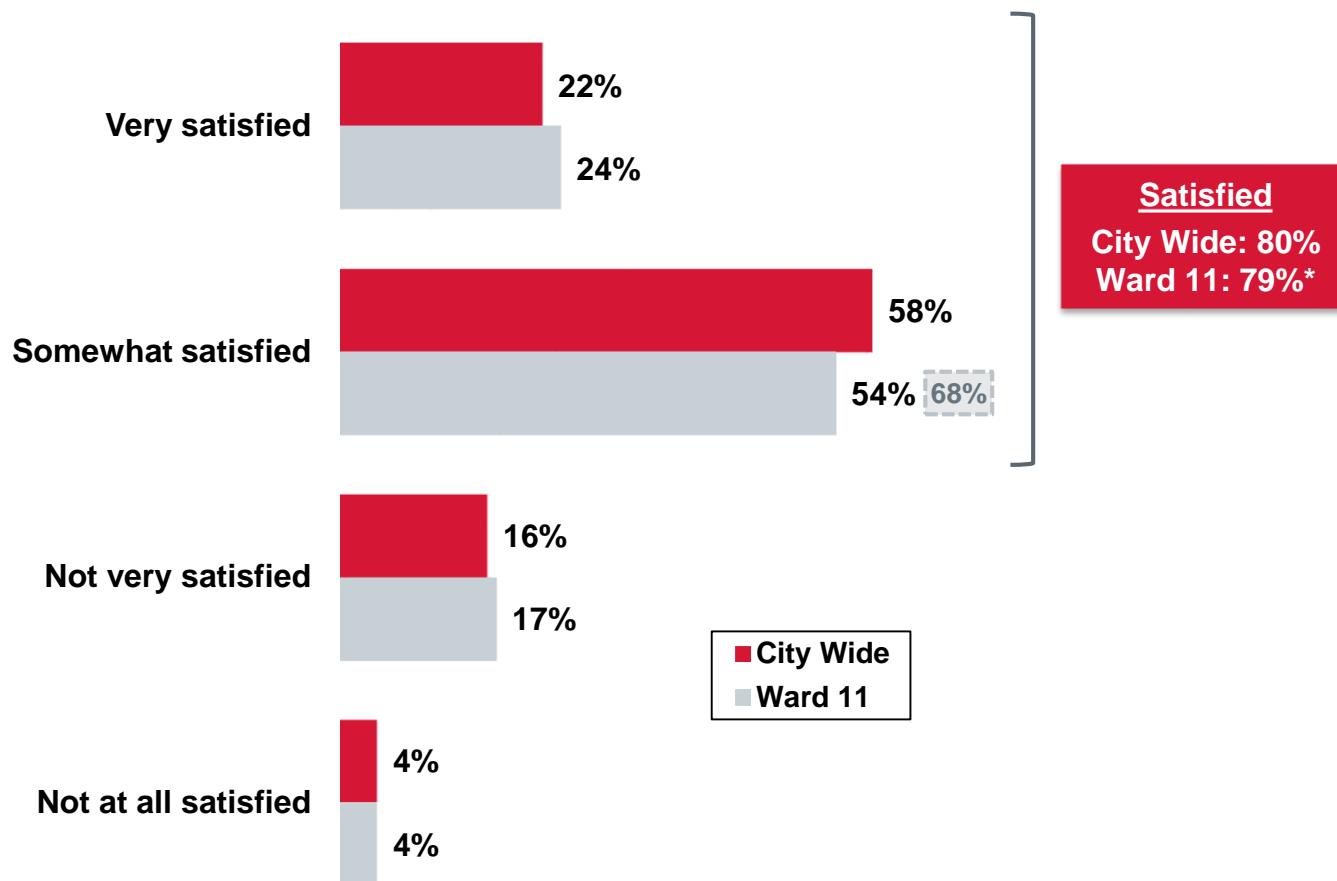
Base: Valid respondents (Bases vary)



## City Communications



# Satisfaction with the Overall Quality of City Information and Communications



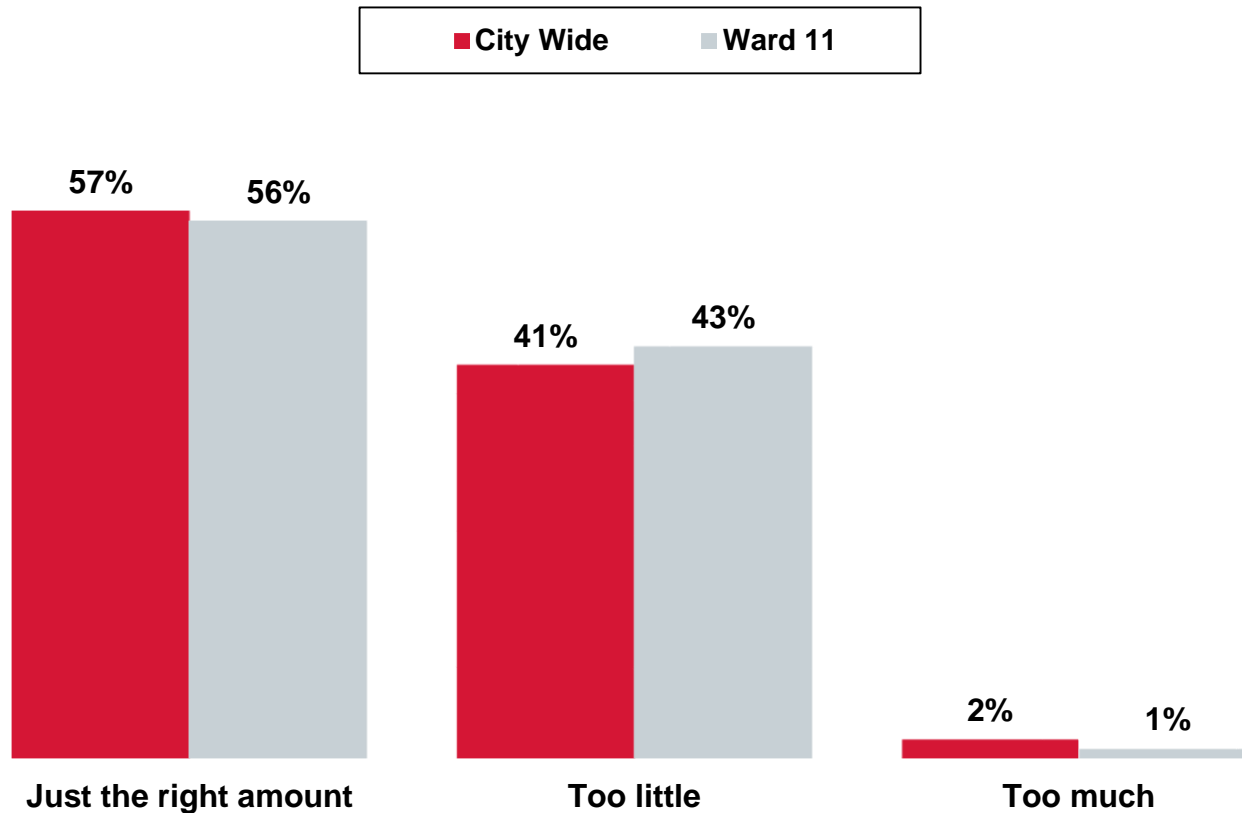
Ward 11 2017

\*Rounding

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

Base: Valid respondents (City Wide: n=2,490 / Ward 11: n=197)

# 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 11: n=196)





## City Reputation and Performance





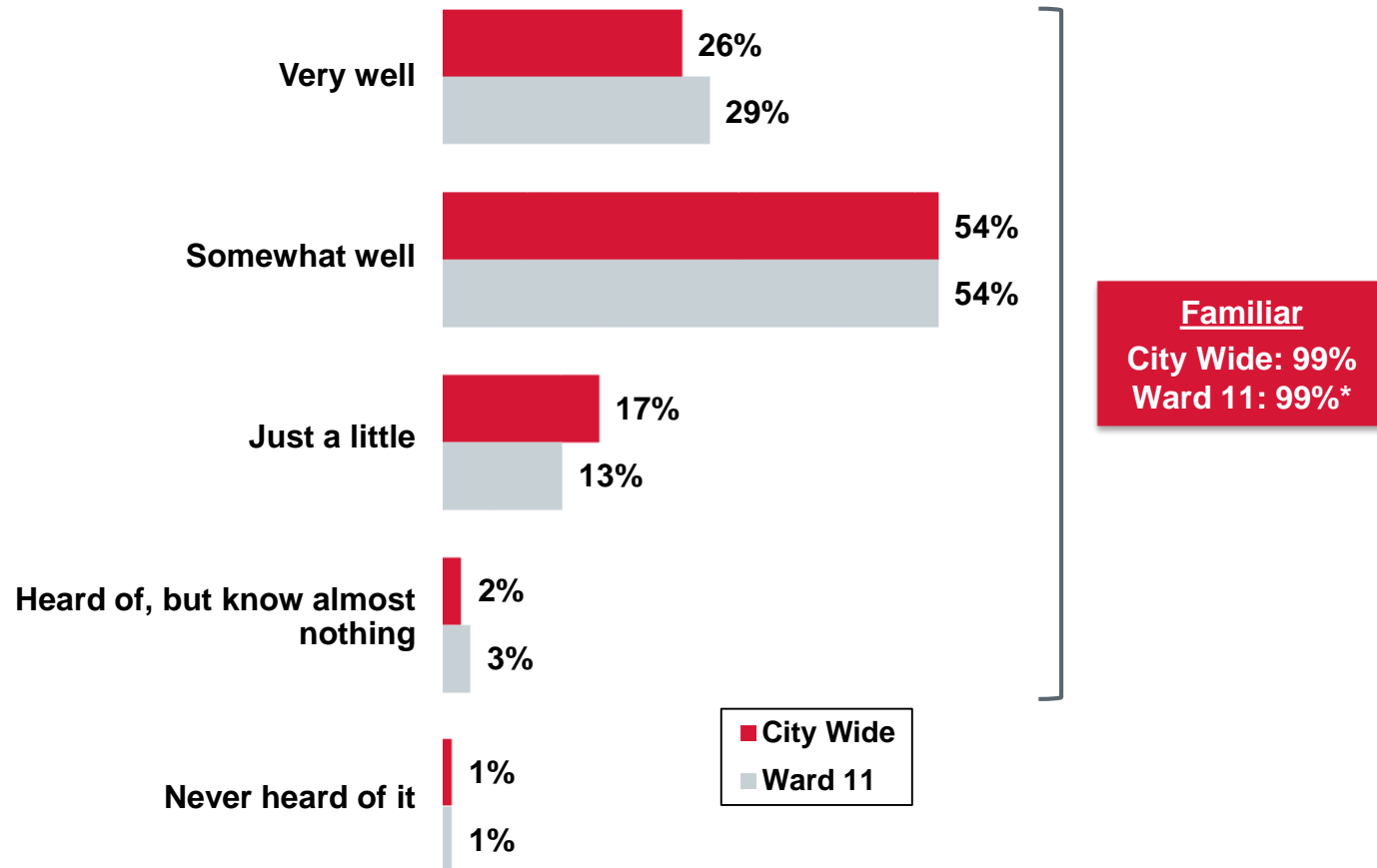


## A Model of Reputation



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

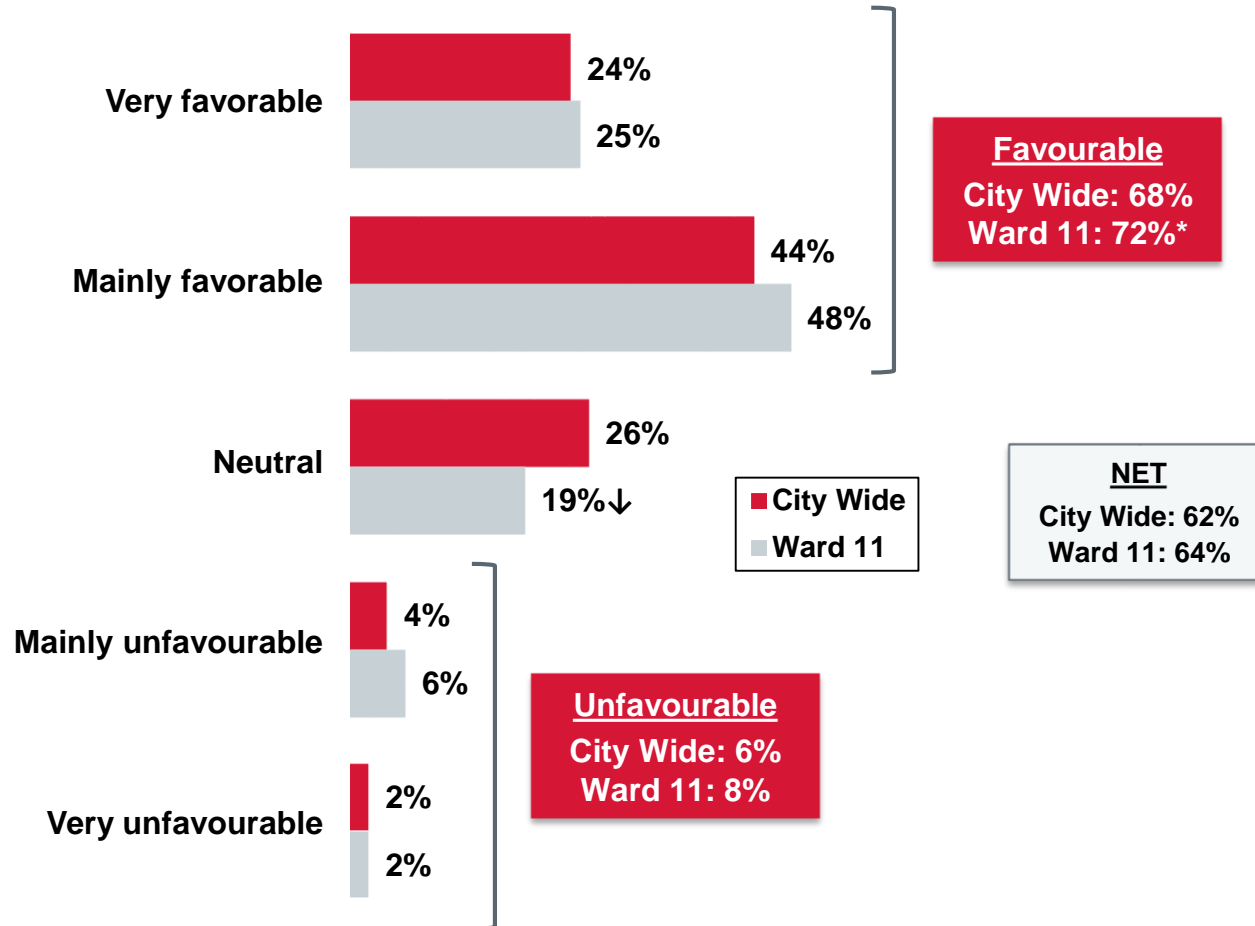
# Familiarity



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

Base: Valid respondents (City Wide: n=2,496 / Ward 11: n=198)

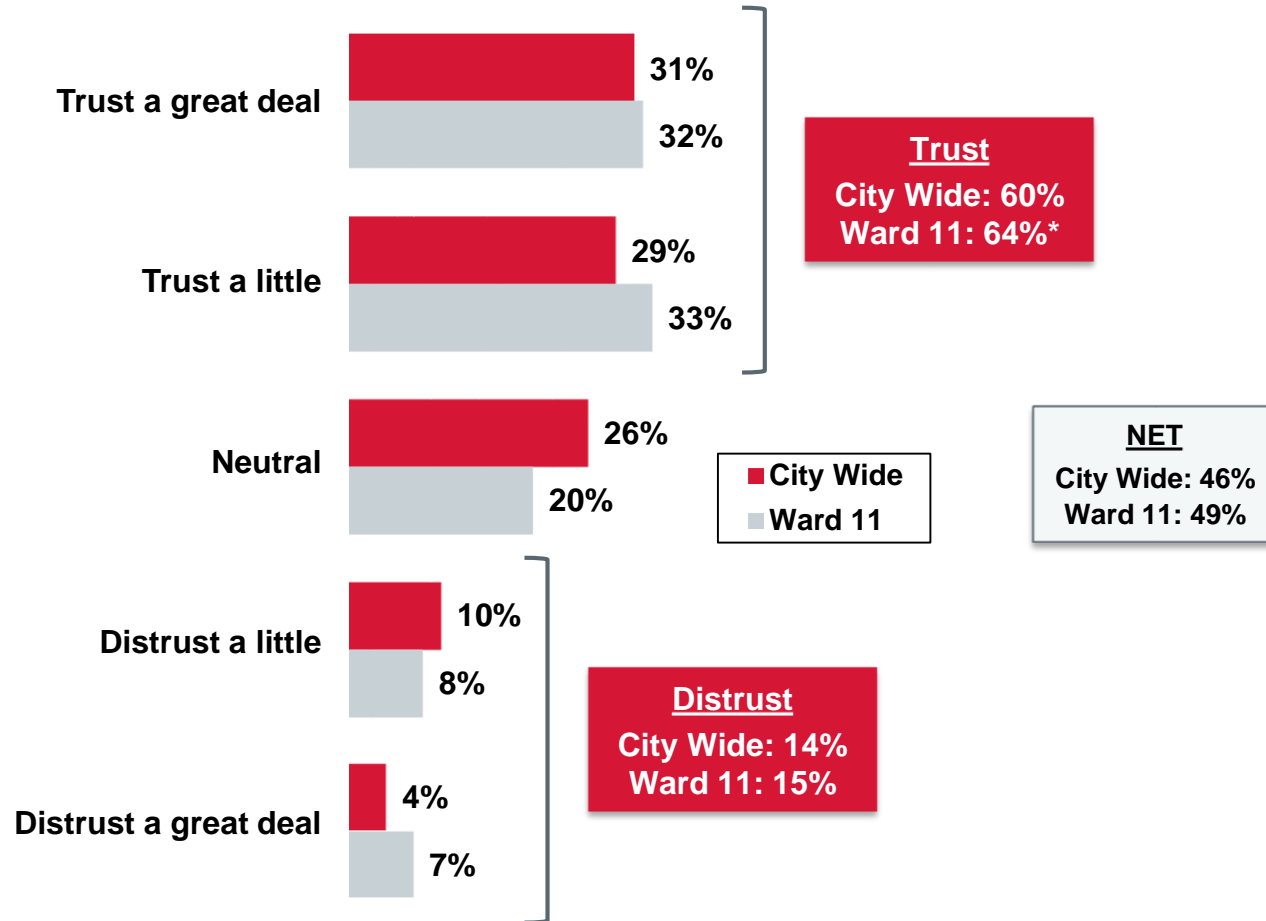
# Favourability



\*Rounding

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

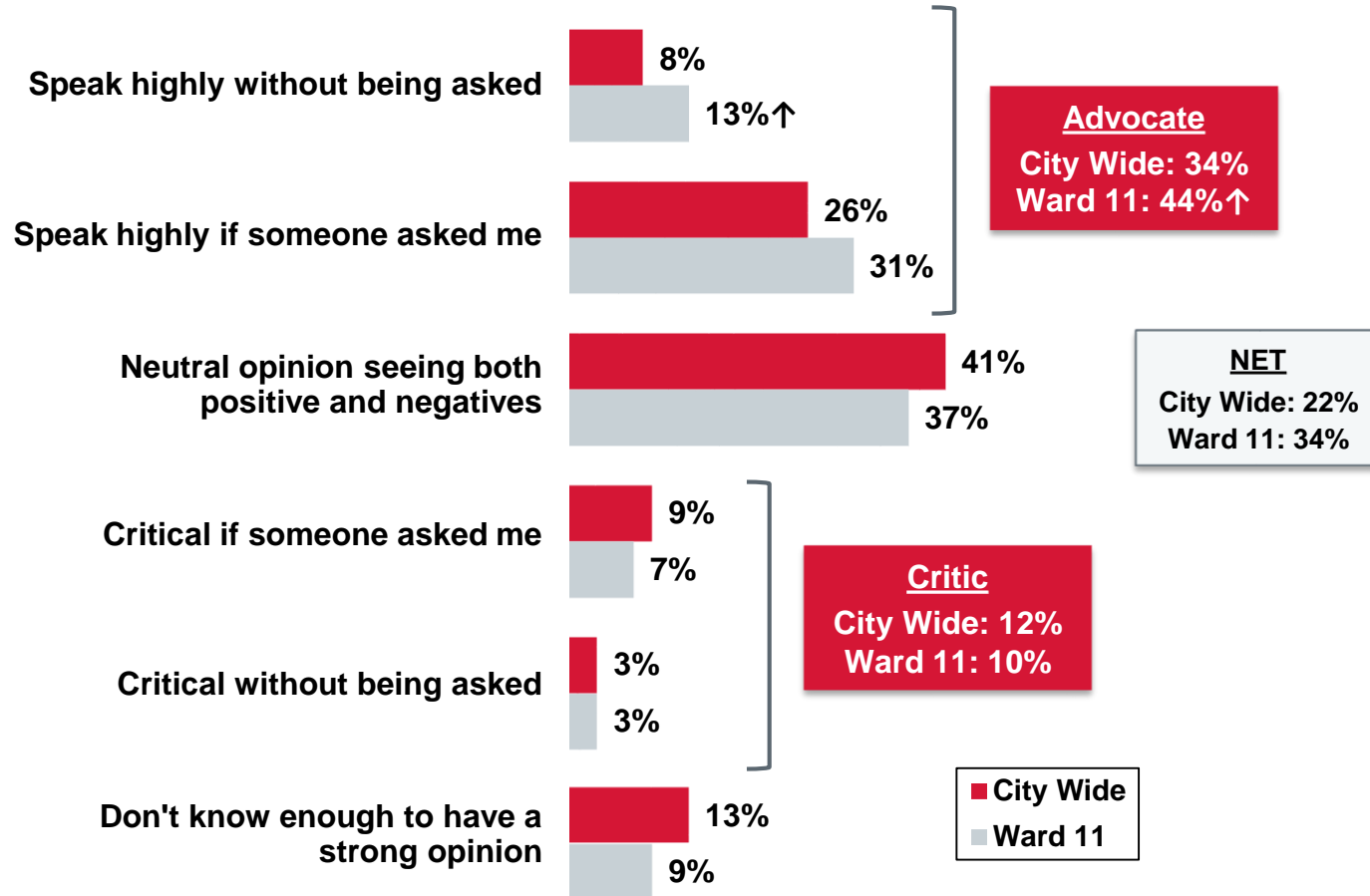
Base: Valid respondents (City Wide: n=2,496 / Ward 11: n=198)



\*Rounding

Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents (City Wide: n=2,495 / Ward 11: n=197)

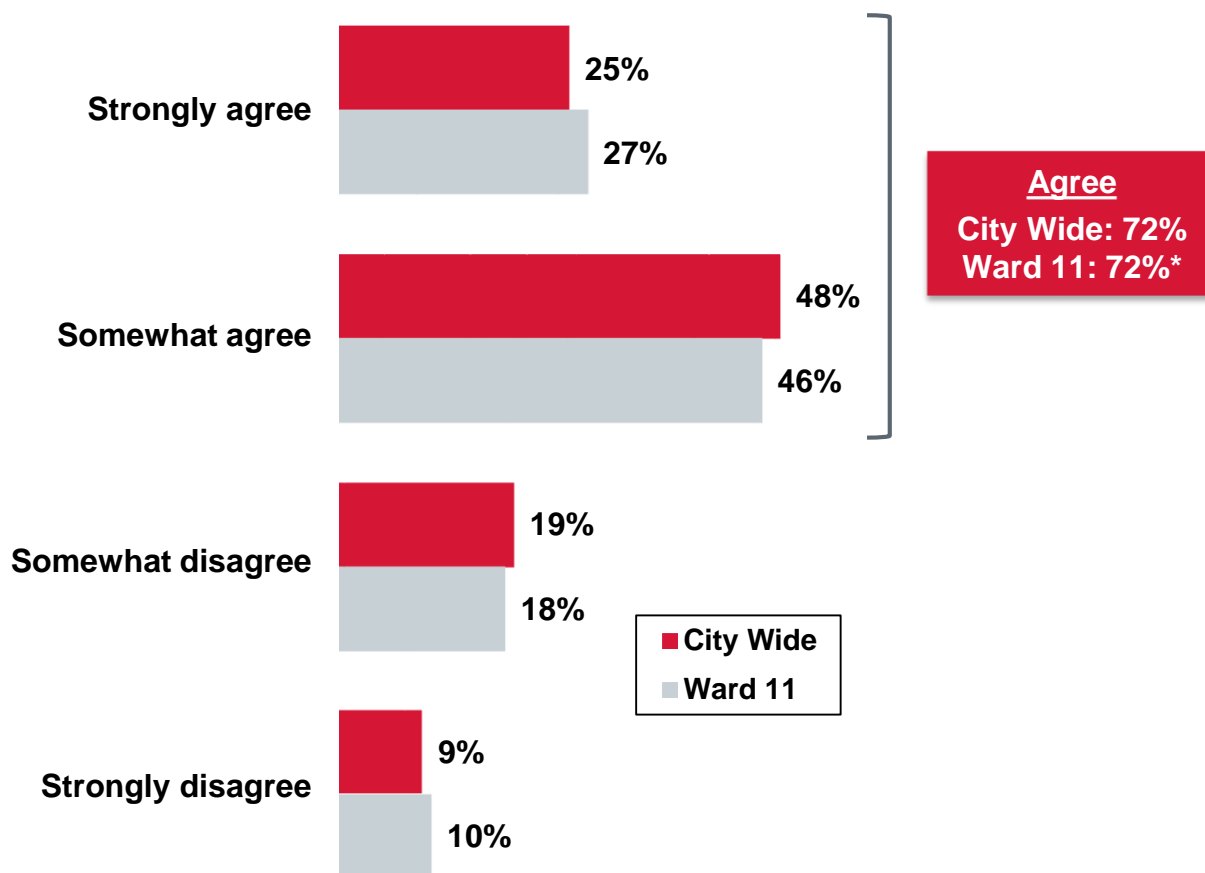


*Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?*

Base: Valid respondents (City Wide: n=2,488 / Ward 11: n=195)

# Understanding of the Roles of City Council versus City Administration

*I understand the roles and responsibilities of City Council compared to those of City Administration*



\*Rounding

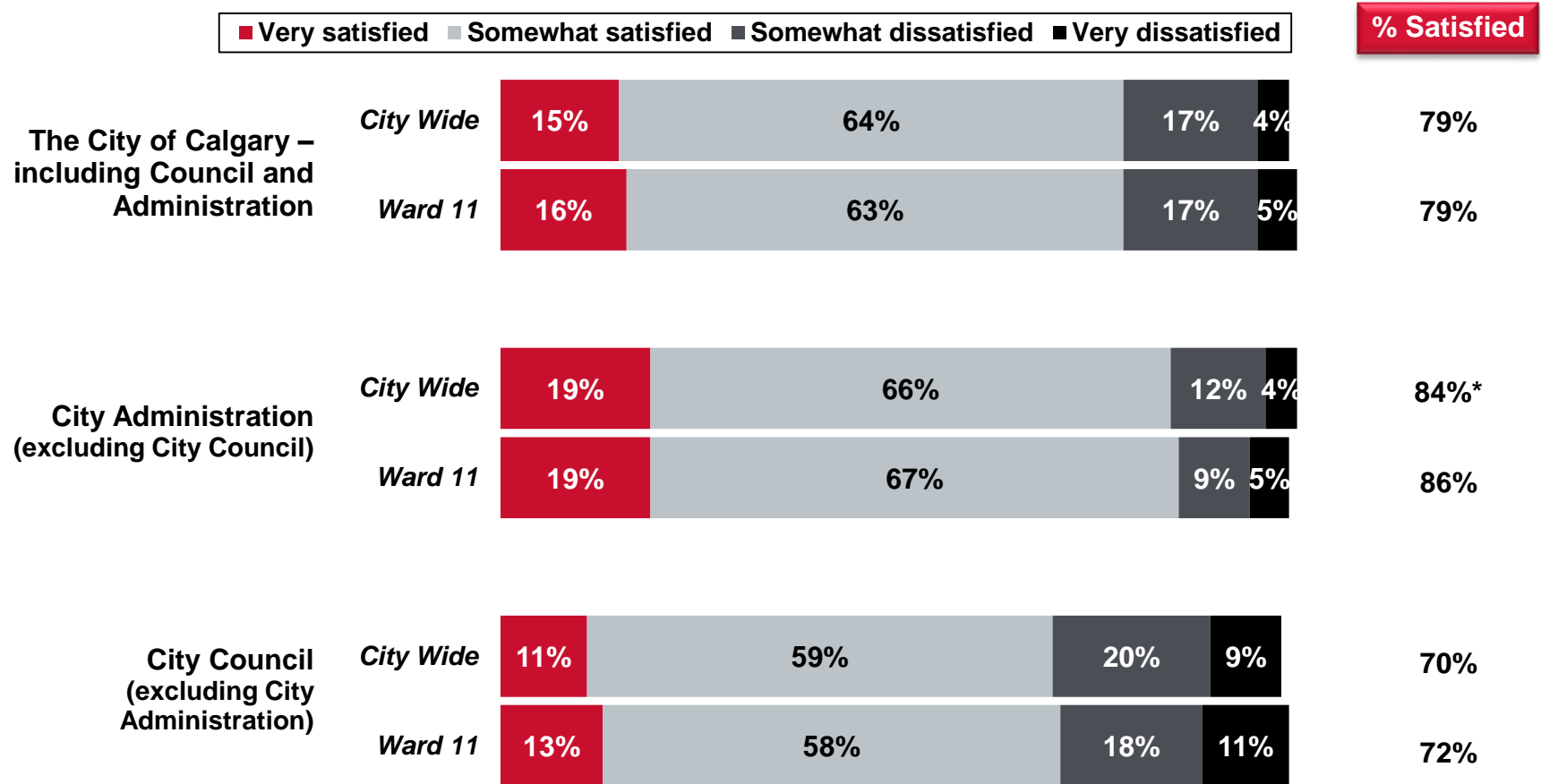
*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:  
I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,480 / Ward 11: n=196)



# Perceptions About City Performance

As you may know, **City Council** is made up of elected officials who are the legislative body that govern The City. While **City Administration** is made up of non-elected employees at The City who are responsible for the management and running of local services. In other words, public servants who administer services, facilities, safety and infrastructure for communities.



\*Rounding

Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

Base: Valid respondents (Bases vary)

# Attitudes Regarding Collaboration

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

% Agree

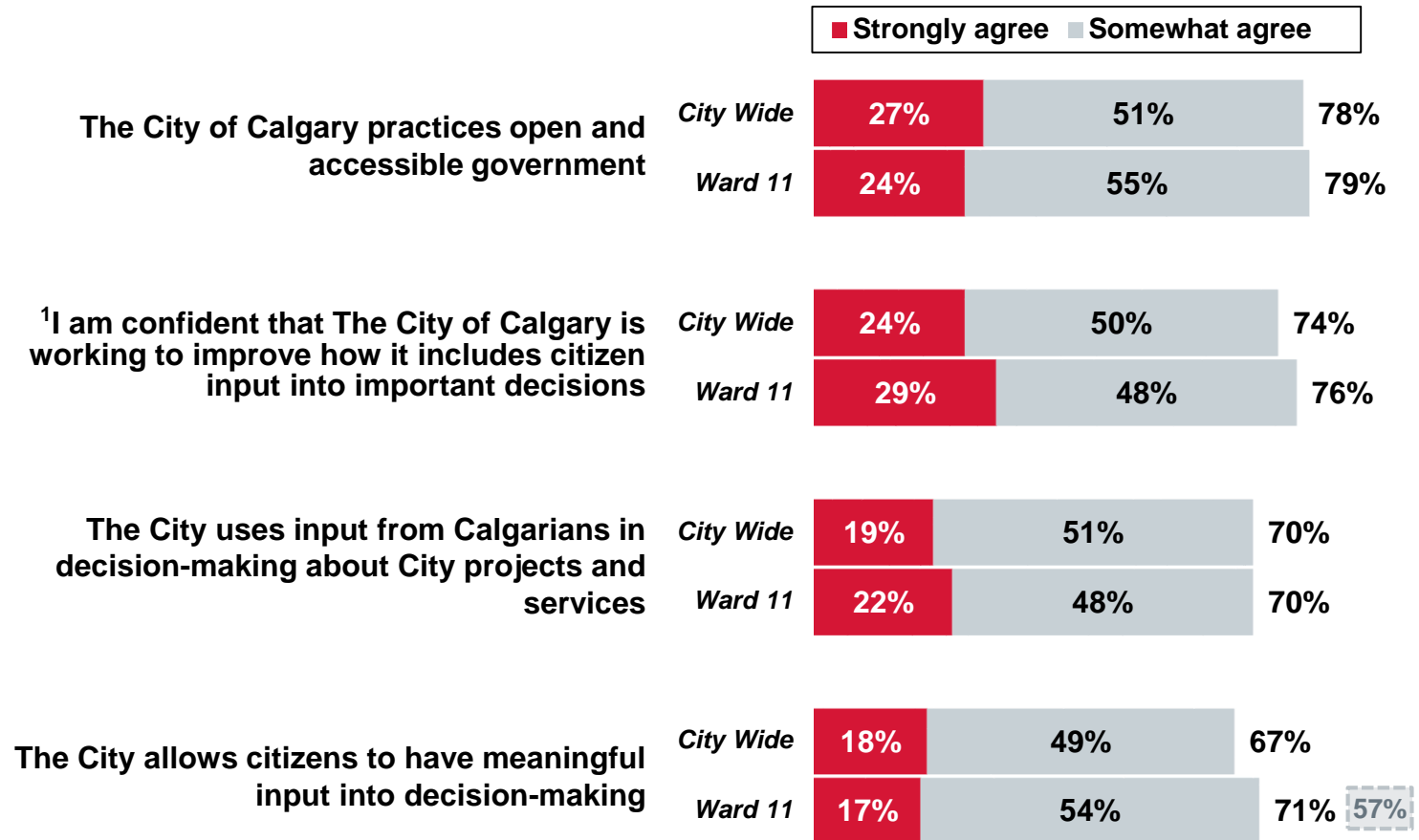
I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary



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

Base: Valid respondents (City Wide: n=2,479 / Ward 11: n=196)

# 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)

Ward 11 2017



## Respondent Profile



## Age

	City Wide	Ward 11
18 to 24	12%	8%
25 to 34	21%	15%
35 to 44	17%	19%
45 to 54	19%	23%
55 to 64	13%	15%
65 or older	17%	21%
Mean	45	49

## Income

	City Wide	Ward 11
Less than \$30,000	7%	9%
\$30,000 to <\$45,000	8%	9%
\$45,000 to <\$60,000	12%	11%
\$60,000 to <\$75,000	9%	7%
\$75,000 to <\$90,000	8%	6%
\$90,000 to <\$105,000	11%	9%
\$105,000 to <\$120,000	11%	8%
\$120,000 to <\$150,000	12%	16%
\$150,000 or more	23%	26%

## Education

	City Wide	Ward 11
Completed high school or less	16%	17%
Some post secondary or completed a college diploma	38%	37%
Completed university degree or post-grad degree	46%	46%

Base: Valid respondents (Bases vary)

# Household Characteristics

## Type of Home

	City Wide	Ward 11
Single-detached house	69%	59%
Apartment or apartment-style condominium	13%	24%
Duplex, triplex or fourplex	9%	7%
Townhouse or rowhouse	8%	7%
Another type of multi-dwelling unit	1%	2%

## Children and Seniors in Household

	City Wide	Ward 11
Yes - Children	35%	27%
Yes - Seniors	17%	17%

## Household Size

	City Wide	Ward 11
1	14%	22%
2	32%	38%
3	18%	15%
4	22%	19%
5 or more	15%	6%
Mean	3.0	2.5

## Responsible for Property Taxes

	City Wide	Ward 11
Yes	84%	86%
No	16%	14%

## Own or Rent

	City Wide	Ward 11
Own	75%	68%
Rent	20%	26%
Other	1%	2%
Neither	4%	4%

## Tenure in Calgary

	City Wide	Ward 11
Less than 5 years	7%	7%
5 to less than 10 years	10%	7%
10 to less than 15 years	10%	10%
15 to less than 20 years	11%	13%
20 to less than 30 years	24%	23%
30 to less than 40 years	15%	14%
40 or more	24%	27%
Mean	26	28

Base: Valid respondents (Bases vary)



# Respondent Characteristics

## Born in Canada

	City Wide	Ward 11
Yes	73%	77%
No	27%	23%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=656)	Ward 11 (n=44)
Less than 12	28%	38%
12 to 17	12%	8%
18 or older	60%	54%
No response	-	-

## Ethnic Background

	City Wide	Ward 11
Caucasian/ White	23%	23%
British	20%	24%
Canadian/ French Canadian	16%	18%
Northern or Western European	12%	15%
Southern or Eastern European	11%	14%
East or Southeast Asian	11%	7%
South Asian	7%	5%
Central/ South American or Caribbean	3%	1%
West Asian or Middle Eastern	2%	2%
African	2%	-
Aboriginal/ First Nations/ Metis	2%	1%

## Disability

	City Wide	Ward 11
Yes	16%	17%
No	84%	83%

## Visible Minority

	City Wide	Ward 11
Yes	25%	17%
No	75%	83%

Base: Valid respondents (Bases vary)

## Contact

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