

# 2018 Quality of Life and Citizen Satisfaction Survey

## Ward 9 Report



### Prepared for The City of Calgary by:

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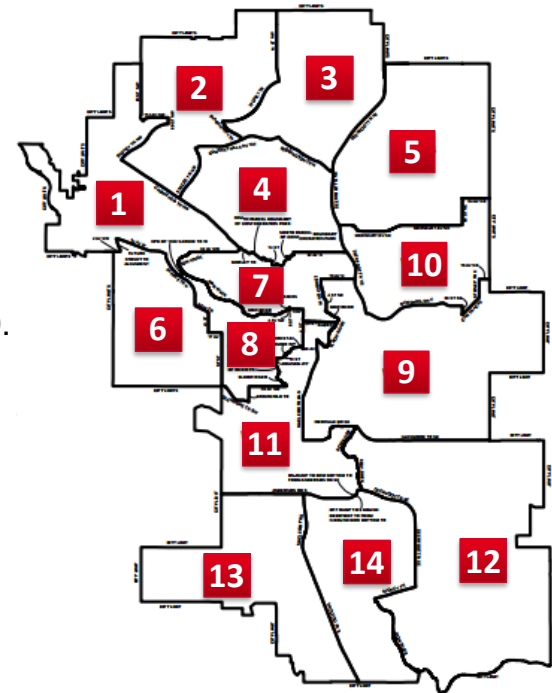
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Respondent Profile

## 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 174 interviews were conducted with residents of Ward 9 (MOE  $\pm 7.5$ ).
- ❖ Research Note on significant differences.
  - Throughout, City Wide results are compared to results from Ward 9.
    - $\uparrow$  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 9 are compared to those from 2017.
  - Only significant differences are shown.





## Summary of Key Findings





# Key Findings: Quality of Life

**For Ward 9 residents, perceptions about the quality of life in Calgary are generally solid, though several metrics are statistically lower than City Wide.**

- ❖ Eight-in-ten (80%) Ward 9 residents say they quality of life in Calgary today is ‘good,’ statistically consistent with 86% City Wide.
- ❖ Just under one-half (47%) say the quality of life in Calgary has stayed the same over the past three years (consistent with 49% City Wide), while 24% say it has improved (on par with 22% City Wide), and 29% say it has worsened (identical to City Wide).
- ❖ Key metrics where Ward 9 residents differ from City Wide are related to connectedness, making a life and a living, and inclusivity.
  - Three-quarters (76%) of Ward 9 residents agree they are proud to live in their neighbourhood – 10 percentage points lower than City Wide (86%).
  - Three-quarters (74%) agree Calgary is a great place to make a life (9 percentage points lower than 83% City Wide), while 16% disagree Calgary is a great place to make a living (7 percentage points higher than 9% City Wide).
  - Seven-in-ten (71%) agree The City fosters a city that is inclusive and accepting of all (8 percentage points lower than City Wide), while 11% disagree – 5 points higher than City Wide (6%) and up 7 points from 2017 (4%).
- ❖ Perceived safety is markedly lower than City Wide.
  - Seven-in-ten (69%) Ward 9 residents say they do or would feel safe walking alone in their neighbourhood after dark – a significant 13 percentage points lower than City Wide (82%).
  - Moreover, just 20% say they do or would feel ‘very safe’ – 21 percentage points lower than City Wide (41%).

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

**The Ward 9 issue agenda differs from City Wide with “*crime, safety and policing*” emerging as a key concern.**

- ❖ City Wide, “*infrastructure, traffic and roads*” dominates the issue agenda (40%), followed distantly by “*transit*” (16%) and “*crime, safety and policing*” (14%).
- ❖ In Ward 9, however, “*crime, safety and policing*” is identified as an important issue by 27% of respondents (13 percentage points higher than City Wide), while “*infrastructure, traffic and roads*” – though still a key issue – is cited by 26% (14 percentage points lower than City Wide).
  - “*Transit*” follows at 18%.

**Overall satisfaction with the level and quality of City services is solid but statistically lower than City Wide results.**

- ❖ Seven-in-ten (70%) Ward 9 residents say they are satisfied with the overall level and quality of services and programs provided by The City – 7 percentage points lower than City Wide (77%).
  - Though quite low, one-in-ten (11%) say they are not satisfied, 5 percentage points higher than City Wide (6%).

# Key Findings: City Programs and Services

**Ward 9 residents differ from the broader Calgary public on a number of programs and services – of particular note are social programs and services, public safety, and parks and recreation.**

## ❖ Social programs and services

- Affordable housing: Satisfaction is lower than City Wide (60% vs. 72% satisfied) and desired investment is higher (74% vs. 61% invest *more*).
- Social services: Satisfaction is lower than City Wide (82% vs. 88% satisfied), and it is identified as a primary *weakness* on the importance versus satisfaction grid (versus a primary *strength* City Wide).
- Community services: Satisfaction is lower than City Wide (18% vs. 28% *very* satisfied).

## ❖ Public safety

- Protection from river flooding: Importance is higher than City Wide (72% vs. 62% *very* important), desired investment is higher (46% vs. 34% invest *more*), and it is identified as a *primary* strength on the importance versus satisfaction grid (versus a *secondary* strength City Wide).
- Disaster planning and response: Desired investment is higher than City Wide (42% vs. 34% invest *more*).
- Calgary Fire department: Desired investment is higher than City Wide (53% vs. 43% invest *more*).

## ❖ Parks and recreation

- City operated recreation programs: Satisfaction increased from 2017 (96% vs. 88% satisfied), however, desired investment is higher than City Wide (41% vs. 30% invest *more*).
- Calgary's pathway system: Satisfaction is lower than City Wide (40% vs. 49% *very* satisfied), and it is identified as a *secondary* strength on the importance versus satisfaction grid (versus a *primary* strength City Wide).

# Key Findings: Taxation and Customer Service

**Ward 9 residents' views on taxation are generally consistent with City Wide, although a number of notable differences exist.**

- ❖ Six-in-ten (61%) Ward 9 residents give The City a 'good value' rating for the value of their property tax dollars (on par with 59% City Wide).
- ❖ The majority (57%) of Ward 9 residents support tax increases to maintain or expand services, while 37% support cutting services to maintain or reduce taxes.
  - Specifically, the plurality (36%) support increasing taxes to maintain services at current levels – a 12 percentage point increase from 2017 24%).
  - While Ward 9 metrics are statistically consistent with City Wide (52% increase taxes and 43% cut services), the preference for tax increases is greater (a 20 point gap vs. a 9 point gap).
- ❖ Ward 9 residents' interest in knowing how property tax dollars are invested in various City services is on par with City Wide (95% and 94%), however, more Ward 9 residents agree The City does a good job of providing citizens with this information (69% vs. 60%).

**Among Ward 9 residents, three metrics related to customer service are lower than City Wide or have declined from 2017.**

- ❖ While three-quarters (76%) of Ward 9 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service (on par with 78% City Wide), more say they are not satisfied (16% vs. 10% City Wide).
- ❖ Among Ward 9 residents who contacted The City, 14% say they were 'not at all satisfied' with their most recent contact – 11 percentage points higher than 2017 (3%).
- ❖ Though still very high, statistically fewer Ward 9 residents (87% vs. 93% City Wide) agree that City staff are courteous, helpful and knowledgeable.



# Key Findings: Communications, City Reputation and Performance

**Overall perceptions of City information and communications are consistent with City Wide results, and as with City Wide, in 2018 more Ward 9 residents feel they have access to the right amount of information.**

- ❖ Satisfaction with the overall quality of City information and communications is solid and identical to City Wide (80%).
- ❖ In 2018, 58% of Ward 9 residents say they have access to 'just the right amount' of information from The City – a 15 percentage point increase from 2017 (43%).
  - The City Wide metric increased from 51% to 57%.

**Measures of The City's reputation are on par with City Wide results with the exception of favourability.**

- ❖ Statistically consistent are measures of trust (56% Ward 9 and 60% City Wide) and advocacy (29% Ward 9 and 34% City Wide), however, favourability is lower – 58% of Ward 9 residents have an overall favourable impression of The City versus 68% City Wide.

**Among Ward 9 residents, satisfaction with City Administration (excluding City Council) is lower than City Wide.**

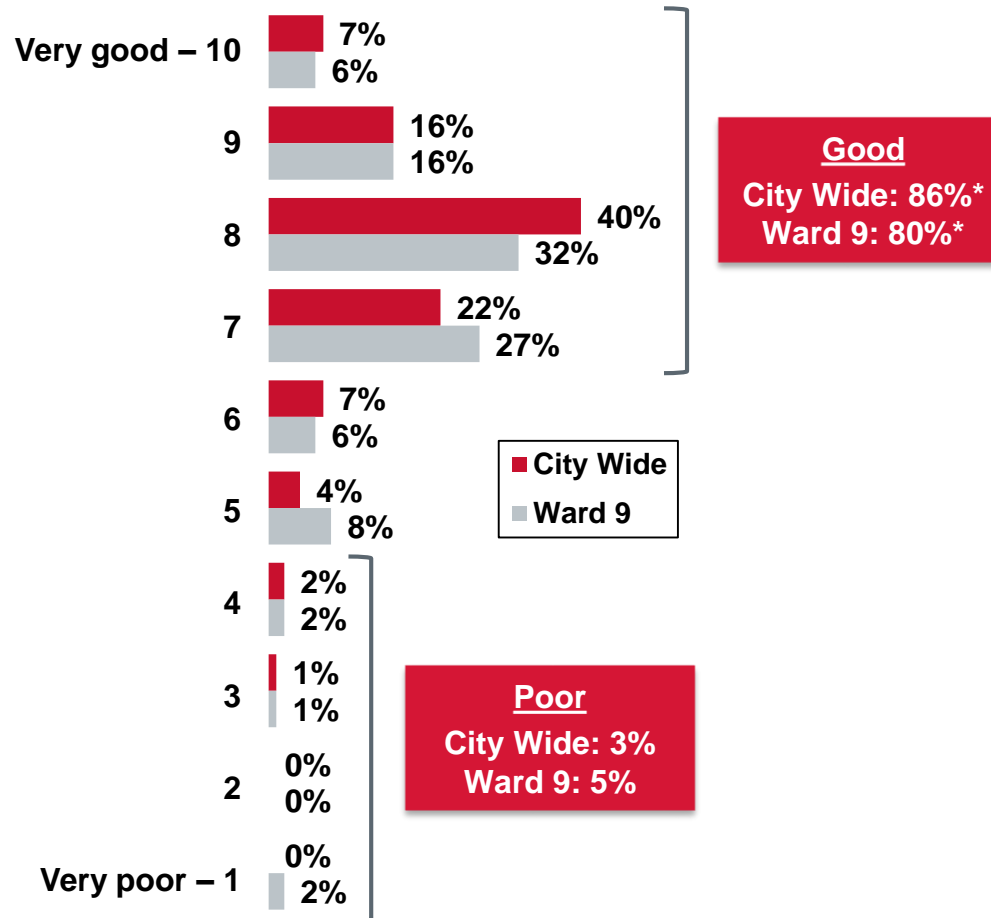
- ❖ While 77% of Ward 9 residents (on par with 79% City Wide) are satisfied with the way The City as a whole is running the city, and 70% (identical to City Wide) are satisfied with City Council, fewer Ward 9 residents are satisfied with the way City Administration is running the city – 75% versus 84% City Wide.



## Quality of Life



# Overall Quality of Life in Calgary

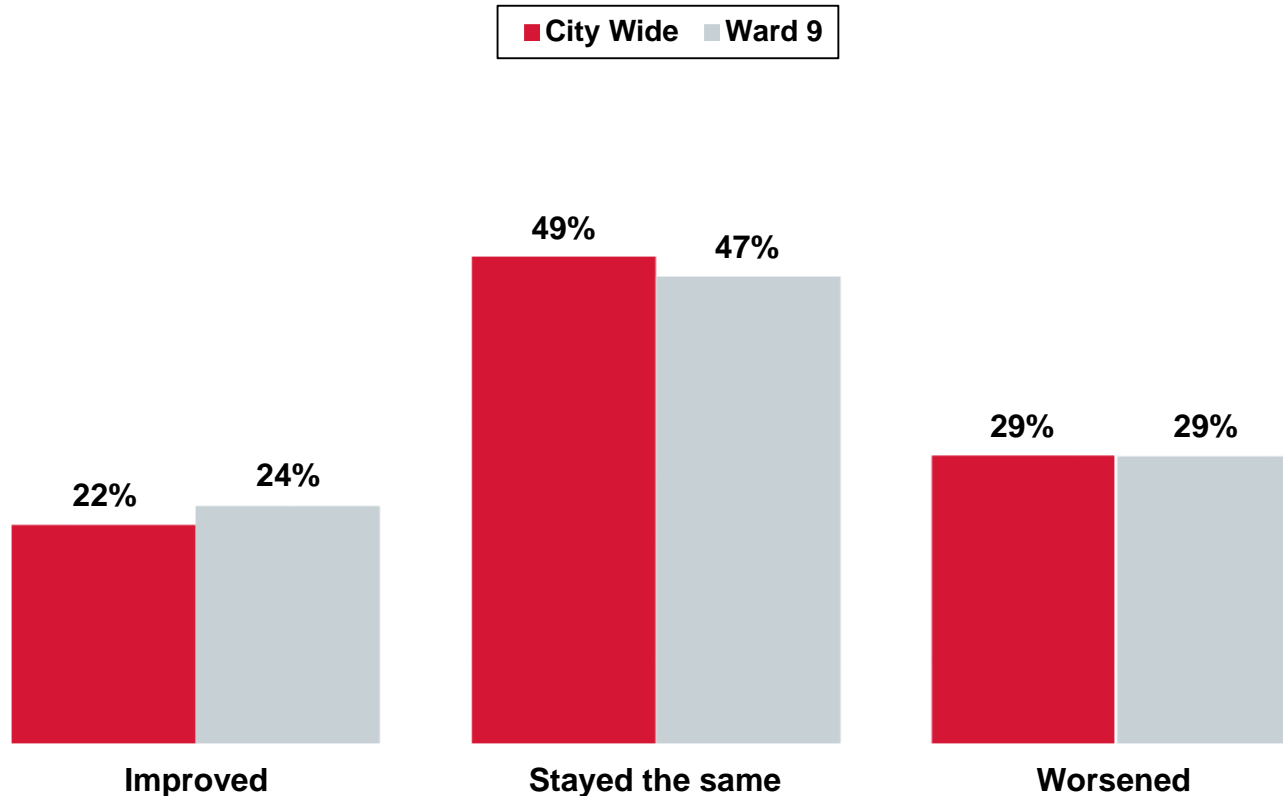


On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,497 / Ward 9: n=174)

\*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 ...?*

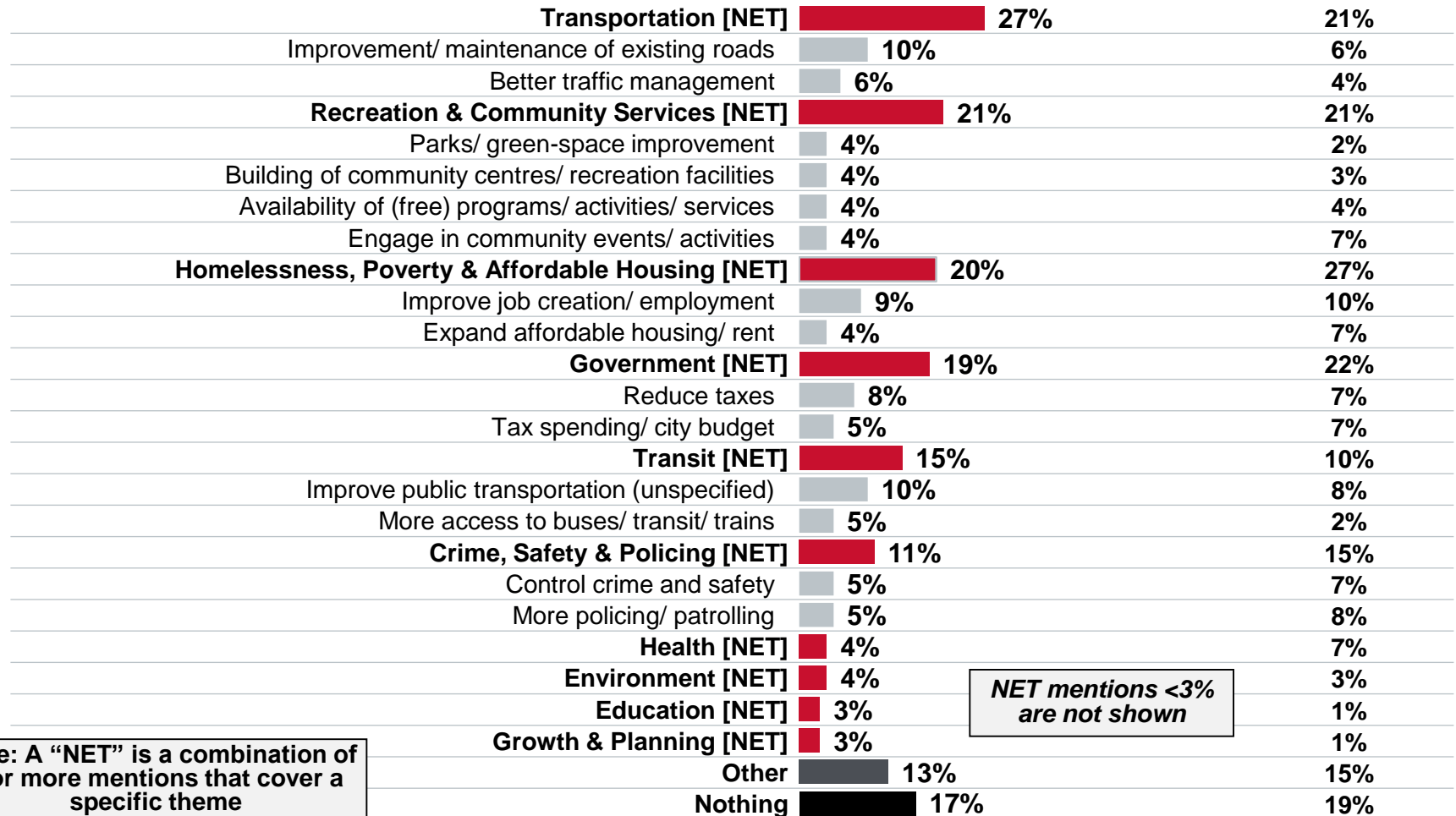
Base: Valid respondents (City Wide: n=2,482 / Ward 9: n=173)

# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 9



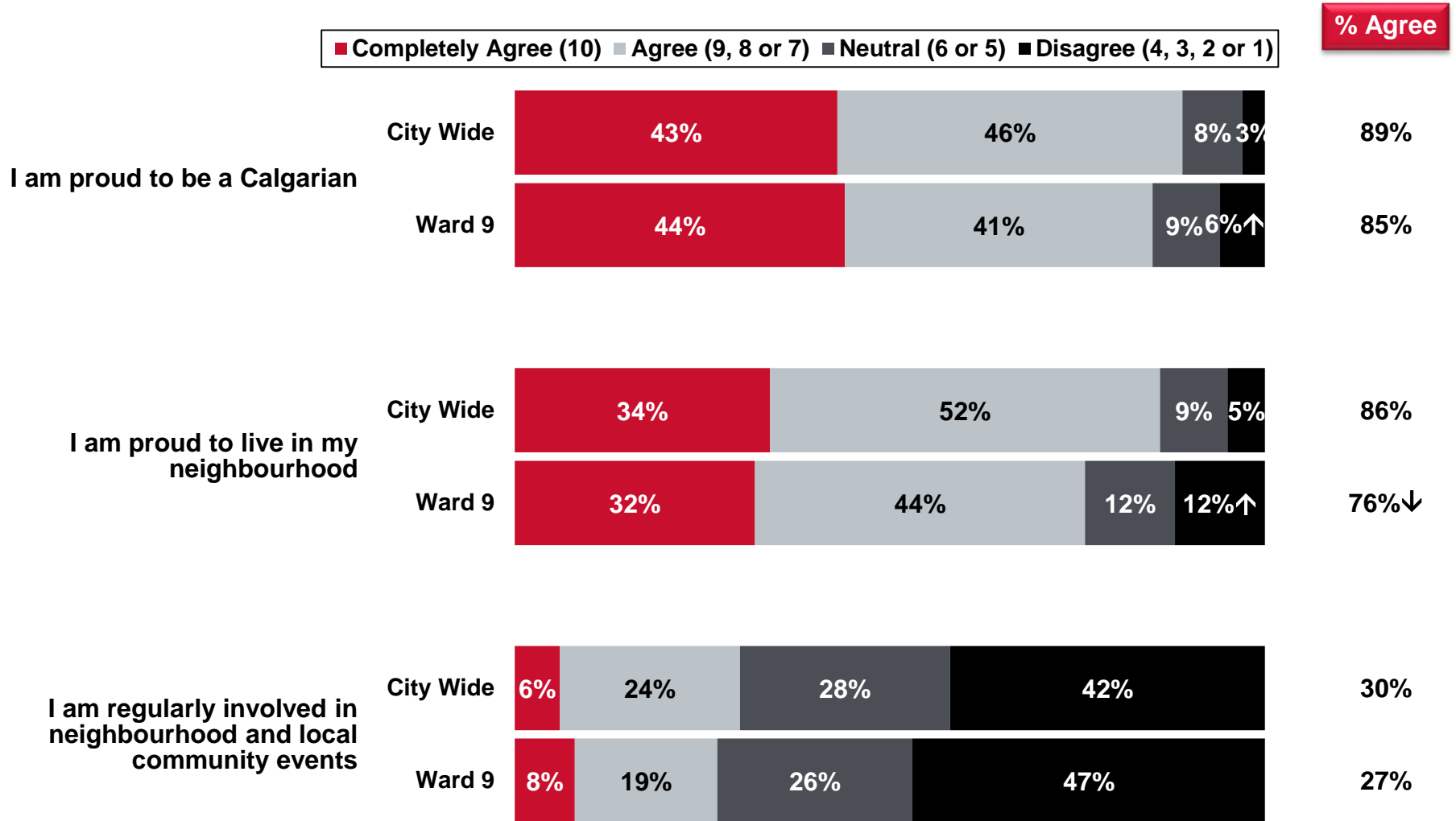
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

*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=2,391 / Ward 9: n=167)



# 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 9

24%

50%

17%

9%↑

74%↓

Calgary is a great place to make a living

City Wide

18%

53%

20%

9%

71%

Ward 9

17%

47%

20%

16%↑

64%

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

City Wide

19%

60%

15%

6%

79%

Ward 9

18%

53%

18%

11%↑

71%↓

4%

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 9

13%

51%

20%

16%

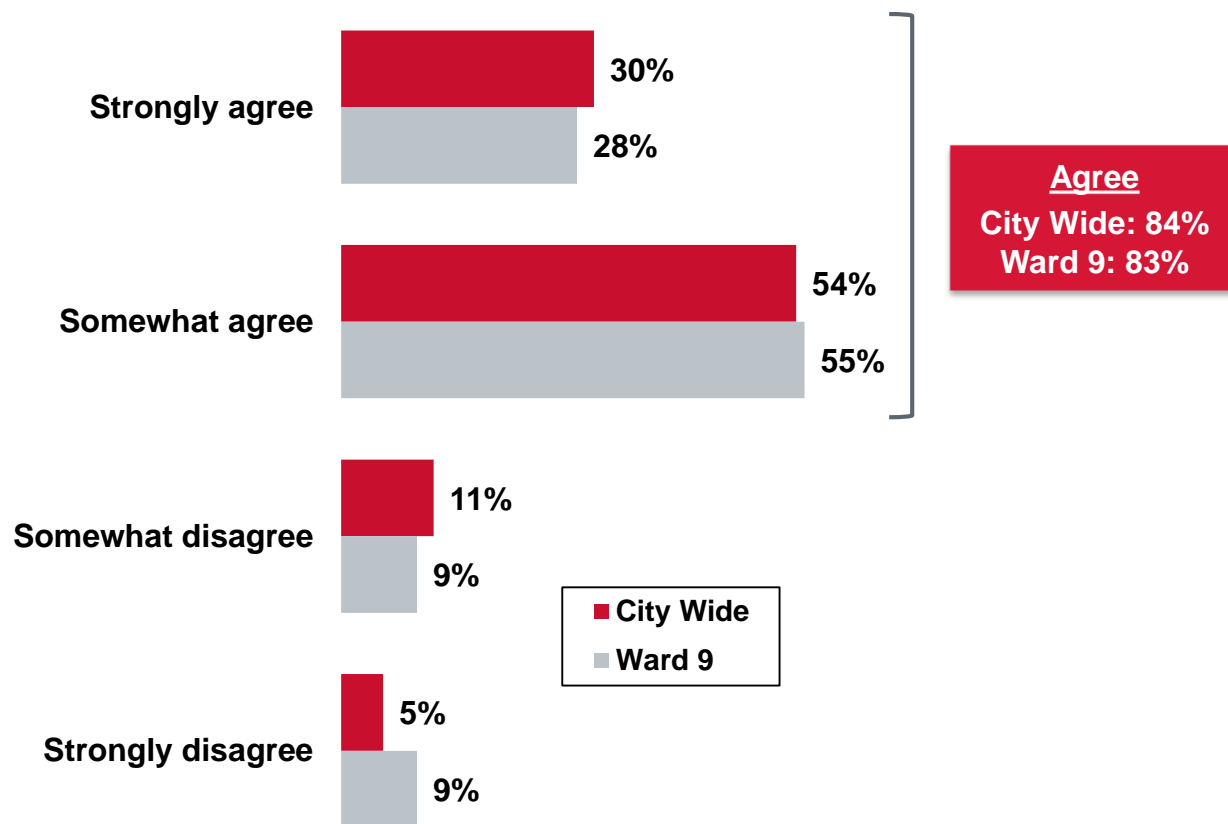
64%

Ward 9 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)

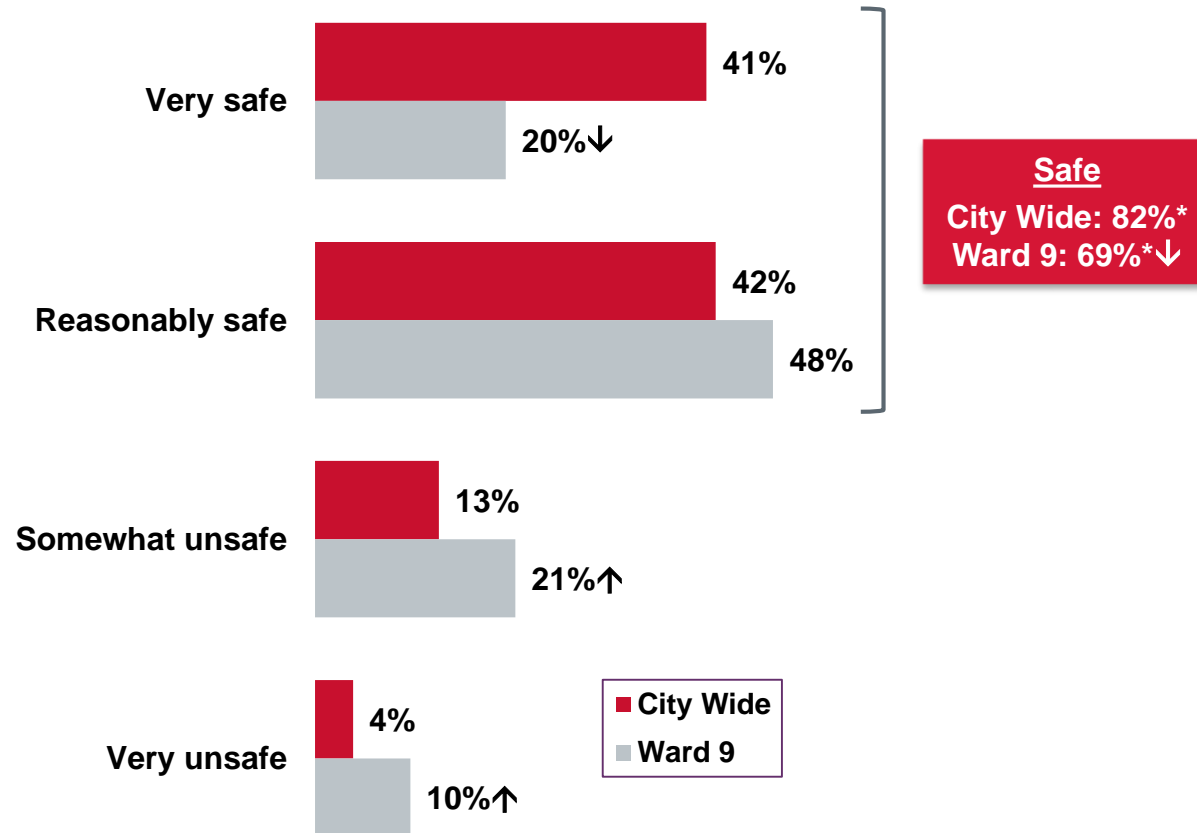
# Calgary: On the Right Track to Being a Better City?



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

Base: Valid respondents (City Wide: n=2,485 / Ward 9: n=172)

# 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 9: n=174)



## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 9

■ First Mention

<b>Infrastructure, Traffic &amp; Roads [NET]</b>	<b>29%</b>	<b>11%</b>	<b>40%</b>	<b>26%↓</b>
Traffic congestion	<b>7%</b>	<b>9%</b>		<b>7%</b>
(Lack of) snow removal	<b>5%</b>	<b>3%</b>	<b>8%</b>	<b>5%</b> <b>1%</b>
Roads (unspecified)	<b>6%</b>	<b>8%</b>		<b>5%</b>
Road conditions	<b>3%</b>	<b>3%</b>	<b>6%</b>	<b>4%</b>
<b>Transit [NET]</b>	<b>12%</b>	<b>4%</b>	<b>16%</b>	<b>18%</b>
Transportation (unspecified)	<b>7%</b>	<b>9%</b>		<b>13%</b>
Public Transportation (incl. buses/ C-train/ poor service)	<b>5%</b>	<b>7%</b>		<b>5%</b>
<b>Crime, Safety &amp; Policing [NET]</b>	<b>9%</b>	<b>5%</b>	<b>14%</b>	<b>27%↑</b>
Recreation [NET]	<b>5%</b>	<b>4%</b>	<b>9%</b>	<b>12%</b>
Taxes [NET]	<b>5%</b>	<b>3%</b>	<b>8%</b>	<b>6%</b>
<b>Environment &amp; Waste Management [NET]</b>	<b>3%</b>	<b>4%</b>	<b>7%</b>	<b>9%</b>
Education [NET]	<b>4%</b>	<b>3%</b>	<b>7%</b>	<b>2%↓</b>
Economy [NET]	<b>4%</b>	<b>5%</b>		<b>7%</b>
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>	<b>3%</b>	<b>5%</b>		<b>8%</b>
Budget & Spending [NET]	<b>2%</b>	<b>4%</b>		<b>3%</b>
Growth & Planning [NET]	<b>3%</b>	<b>4%</b>		<b>6%</b>
Olympics [NET]	<b>2%</b>	<b>4%</b>		<b>4%</b> <b>0%</b>
Other			<b>18%</b>	<b>14%</b>
None			<b>16%</b>	<b>14%</b>

NET mentions <4%  
are not shown

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

Ward 9 2017

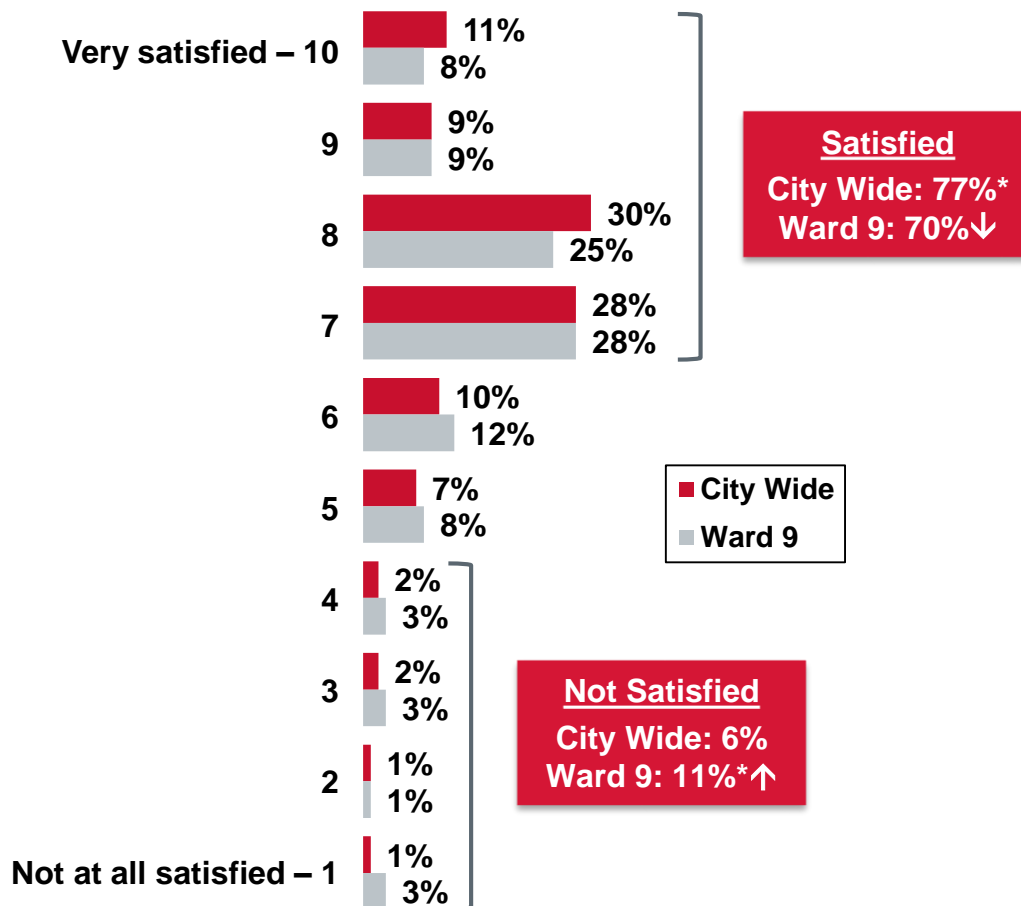
In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?  
Base: Valid respondents (City Wide: n=2,454 / Ward 9: n=169)



## City Programs and Services



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



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

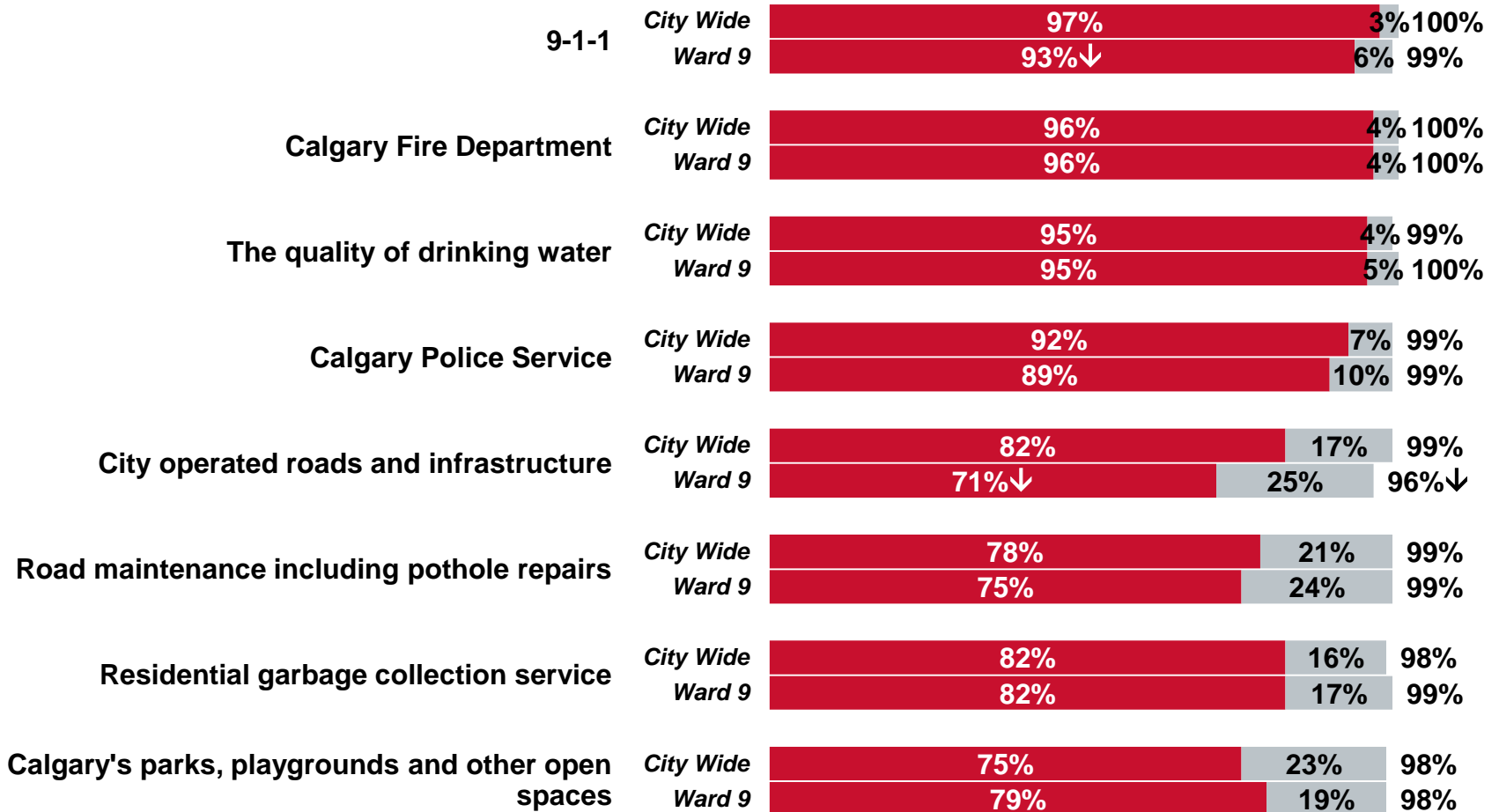
Base: Valid respondents (City Wide: n=2,488 / Ward 9: n=172)

\*Rounding

# Importance of City Programs and Services

% Important

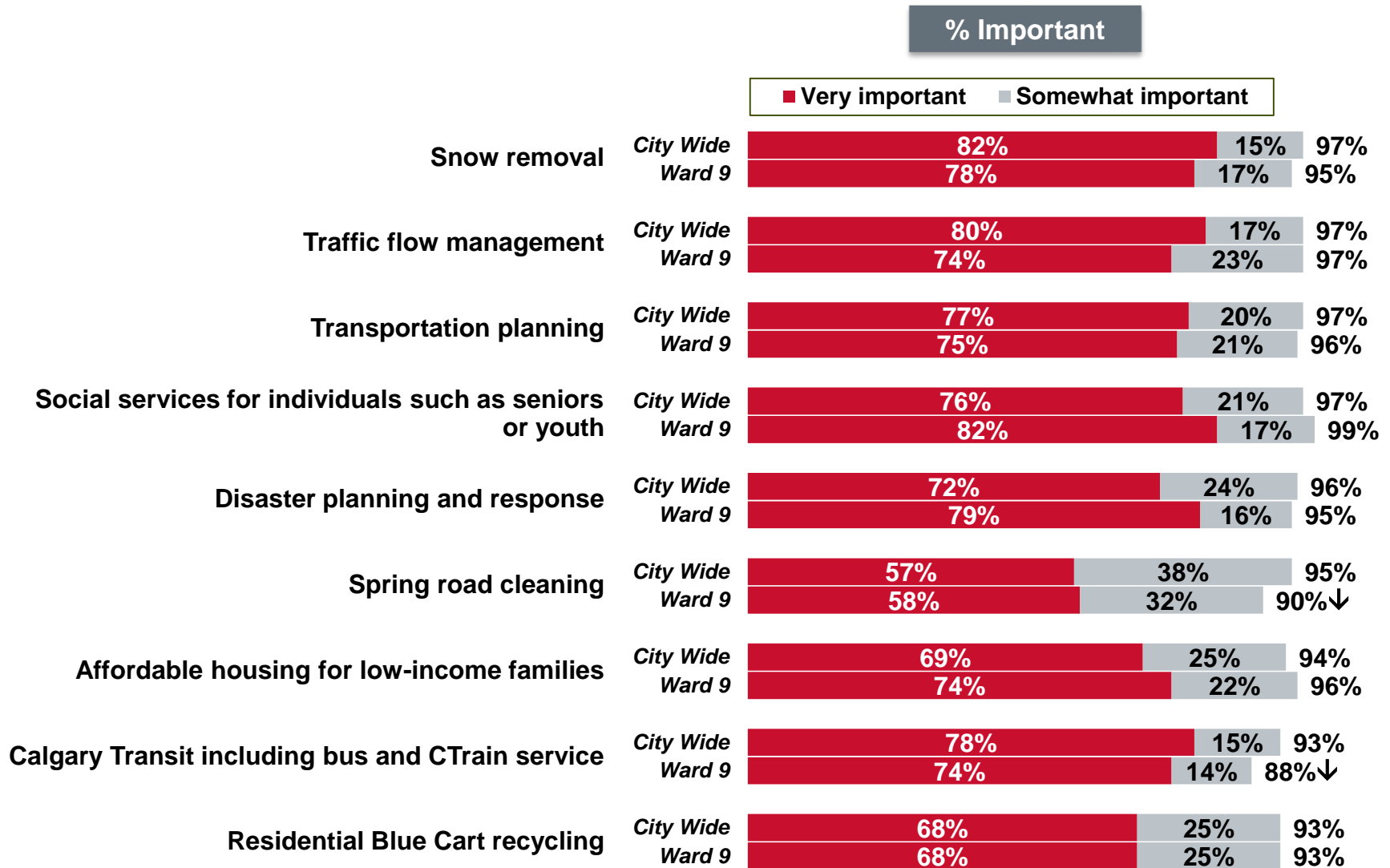
■ Very important ■ Somewhat important



*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)

# Importance of City Programs and Services (continued)



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

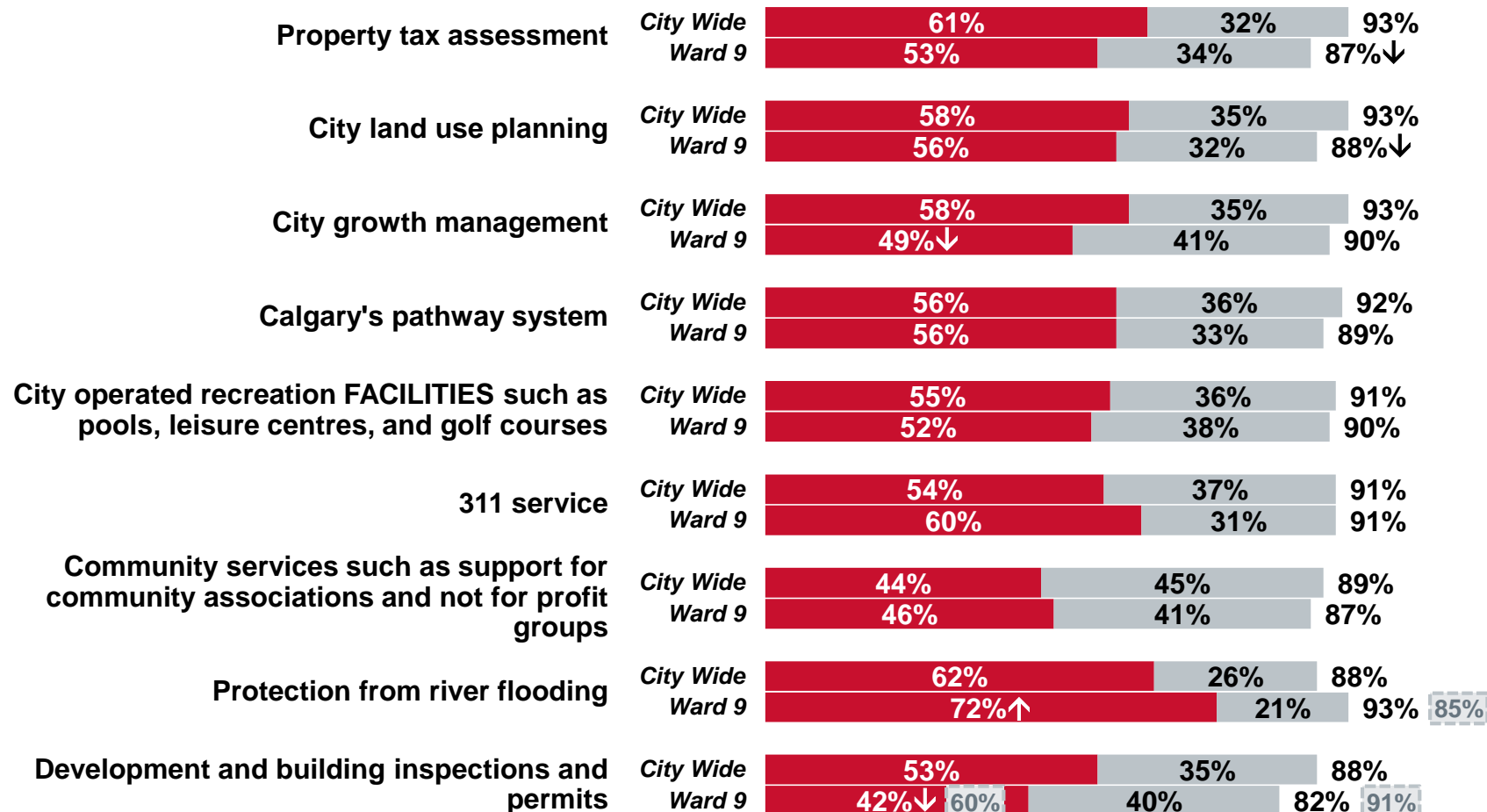
**Base:** Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

## % Important

■ Very important ■ Somewhat important

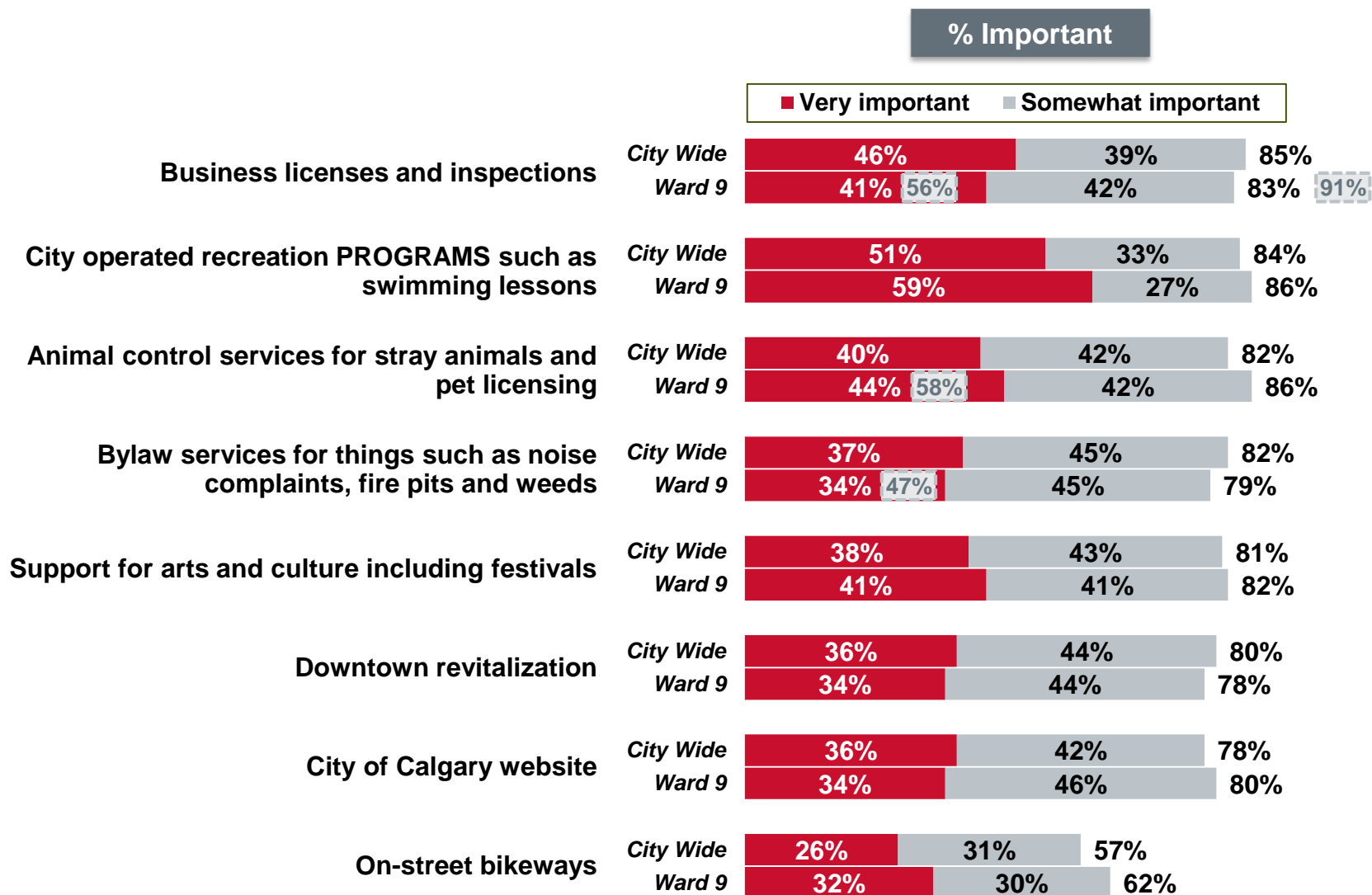


*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Ward 9 2017

# Importance of City Programs and Services (continued)

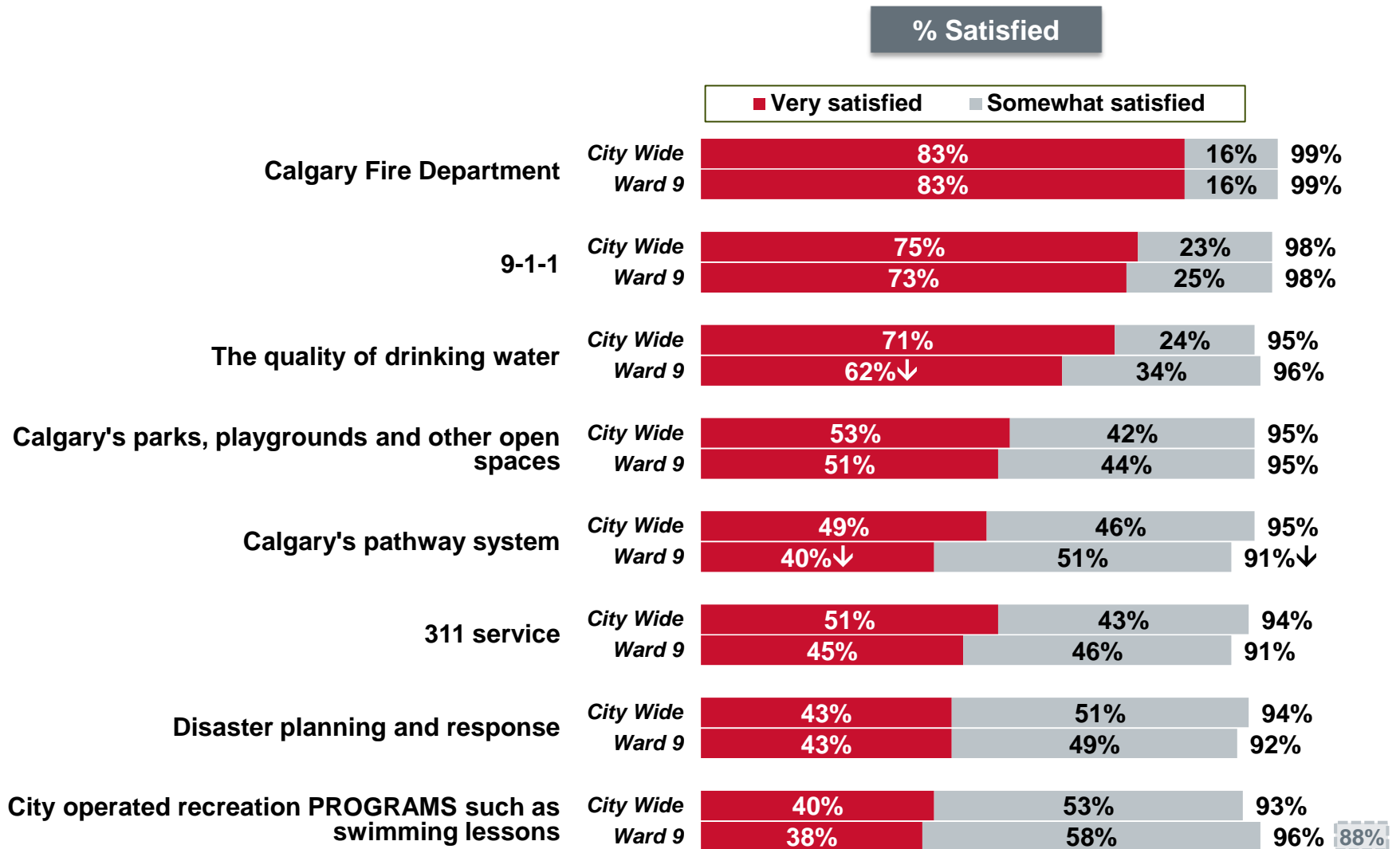


*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Ward 9 2017

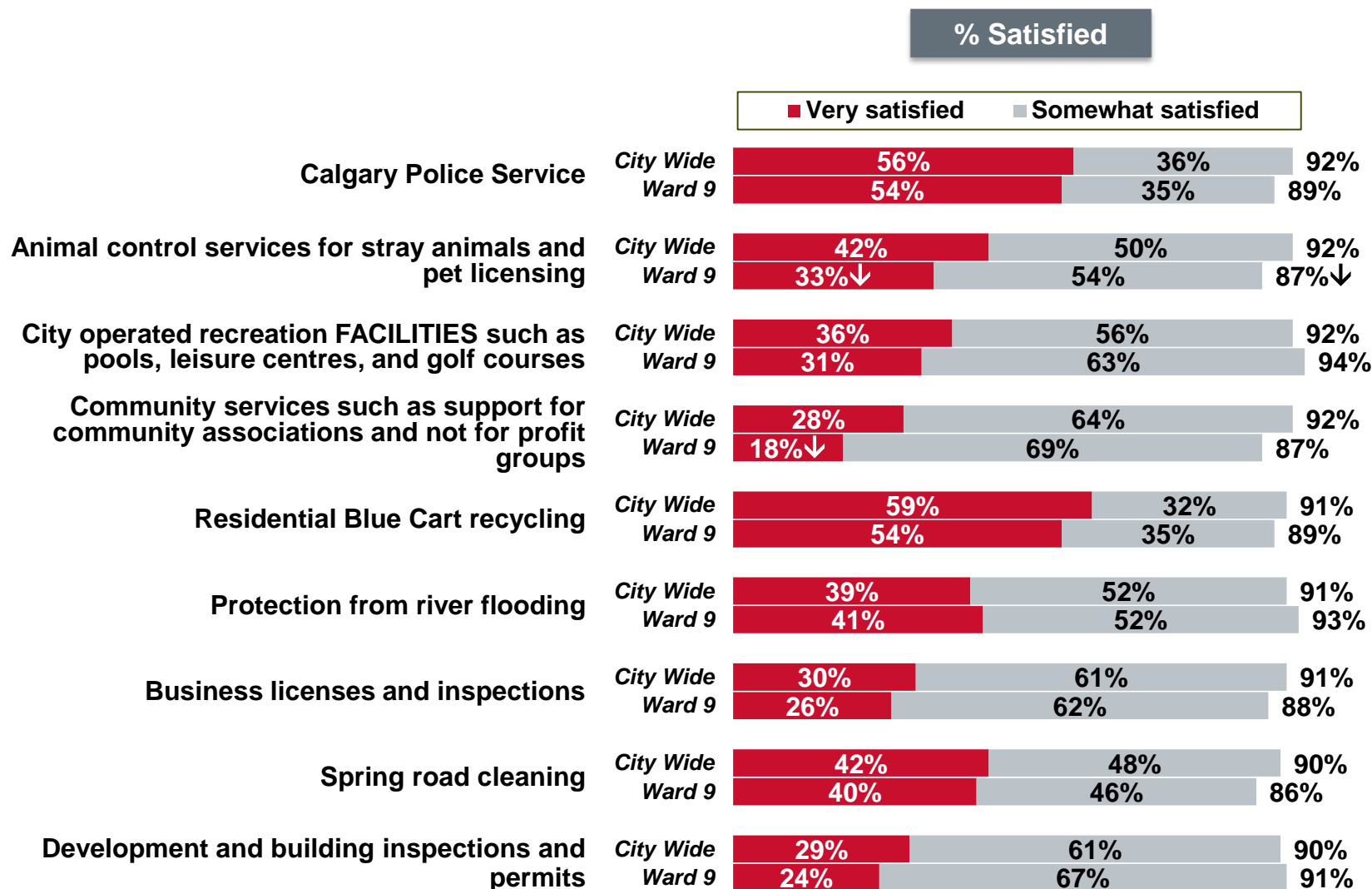
# Satisfaction with City Programs and Services



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

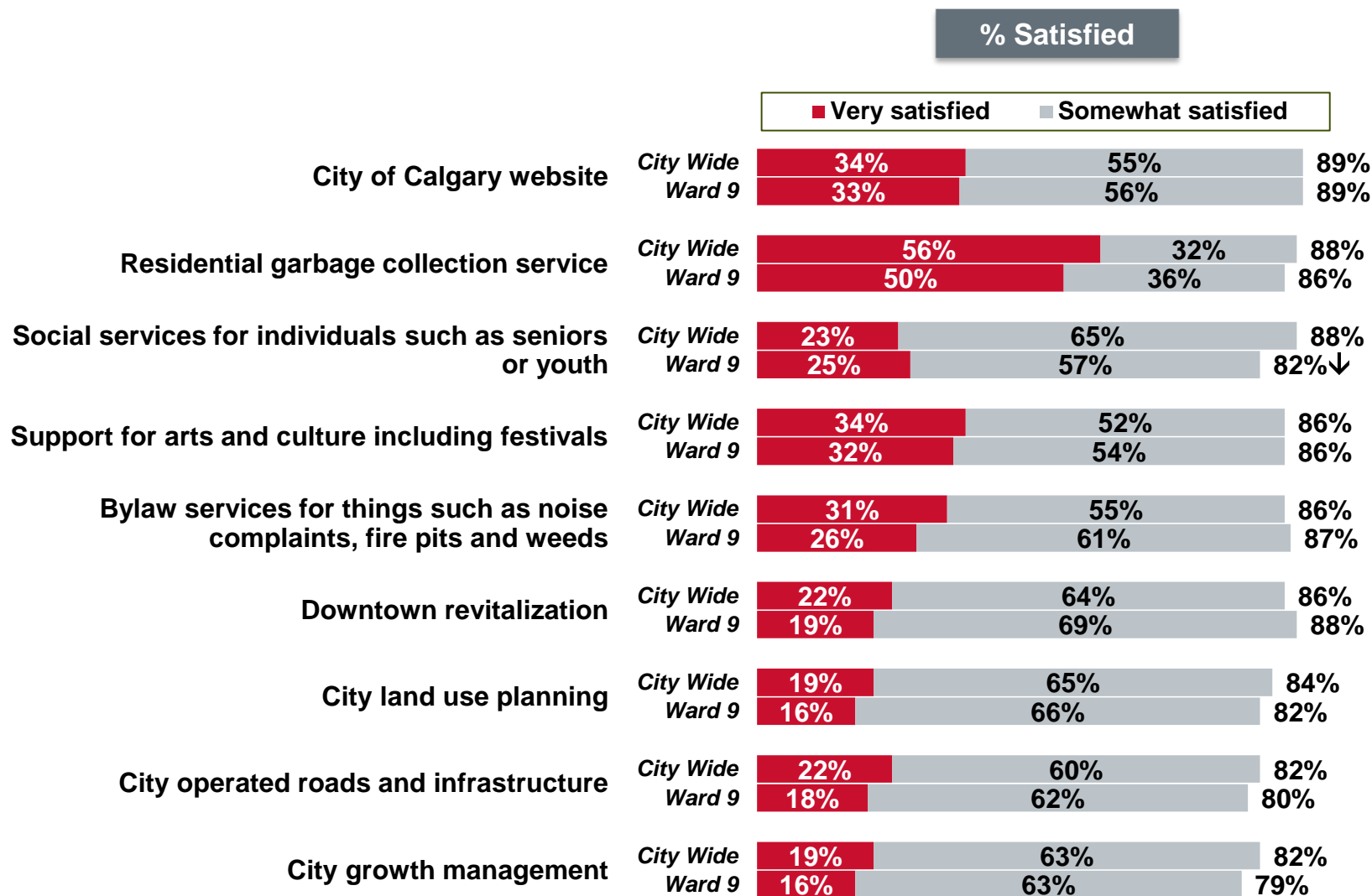
Ward 9 2017

# 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)

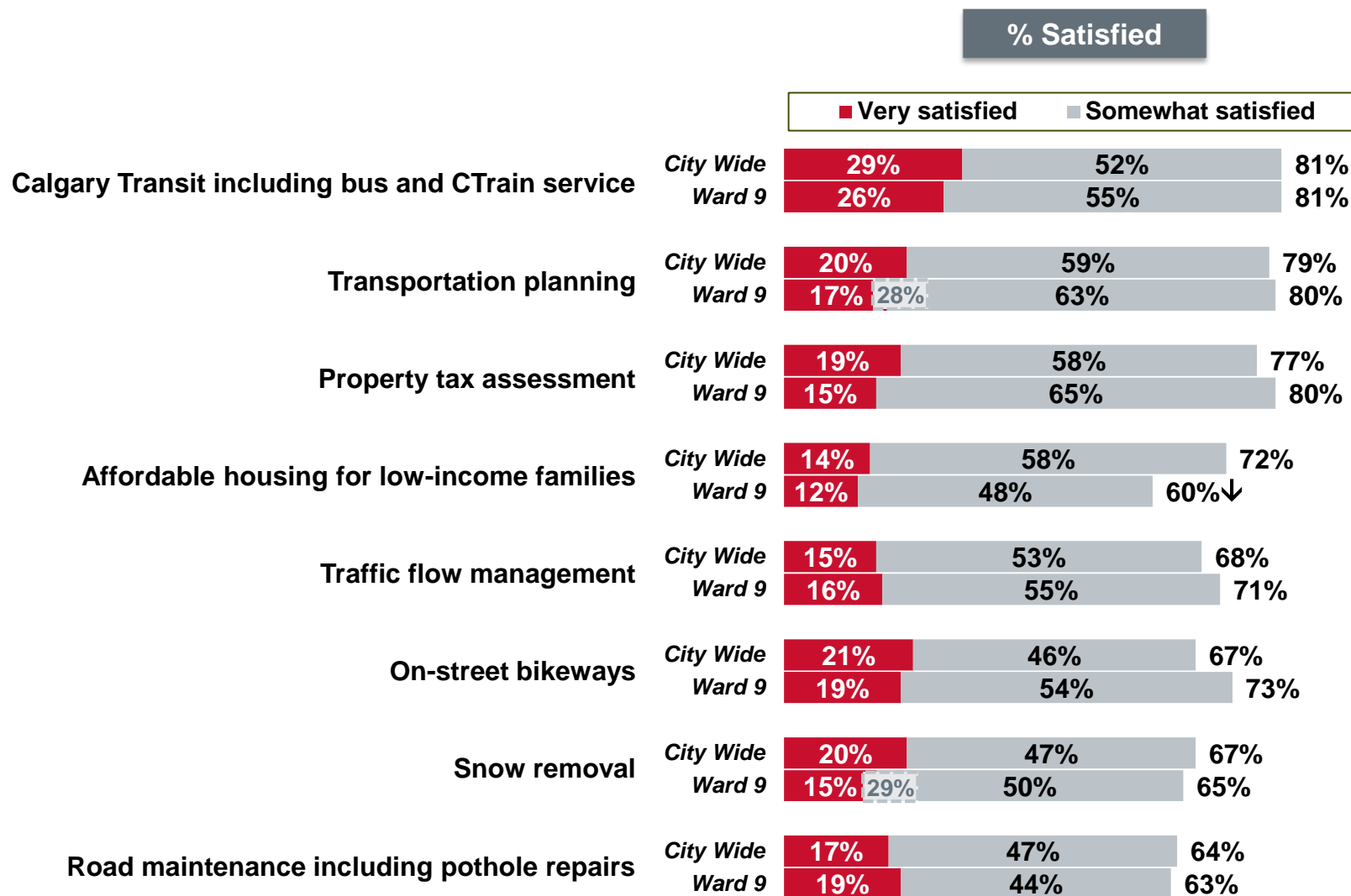
# Satisfaction with City Programs and Services (continued)



*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)



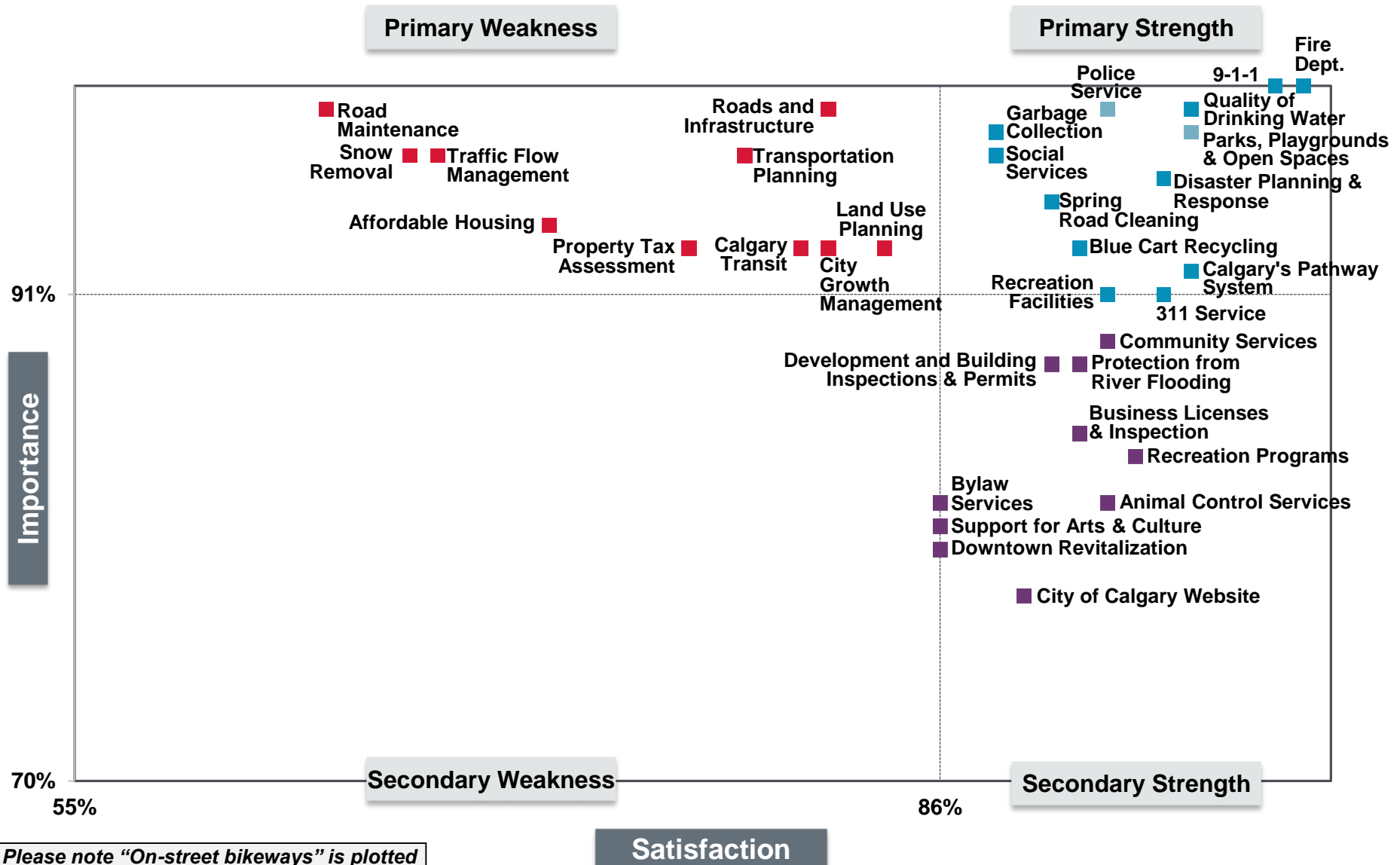
# Satisfaction with City Programs and Services (continued)



*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)

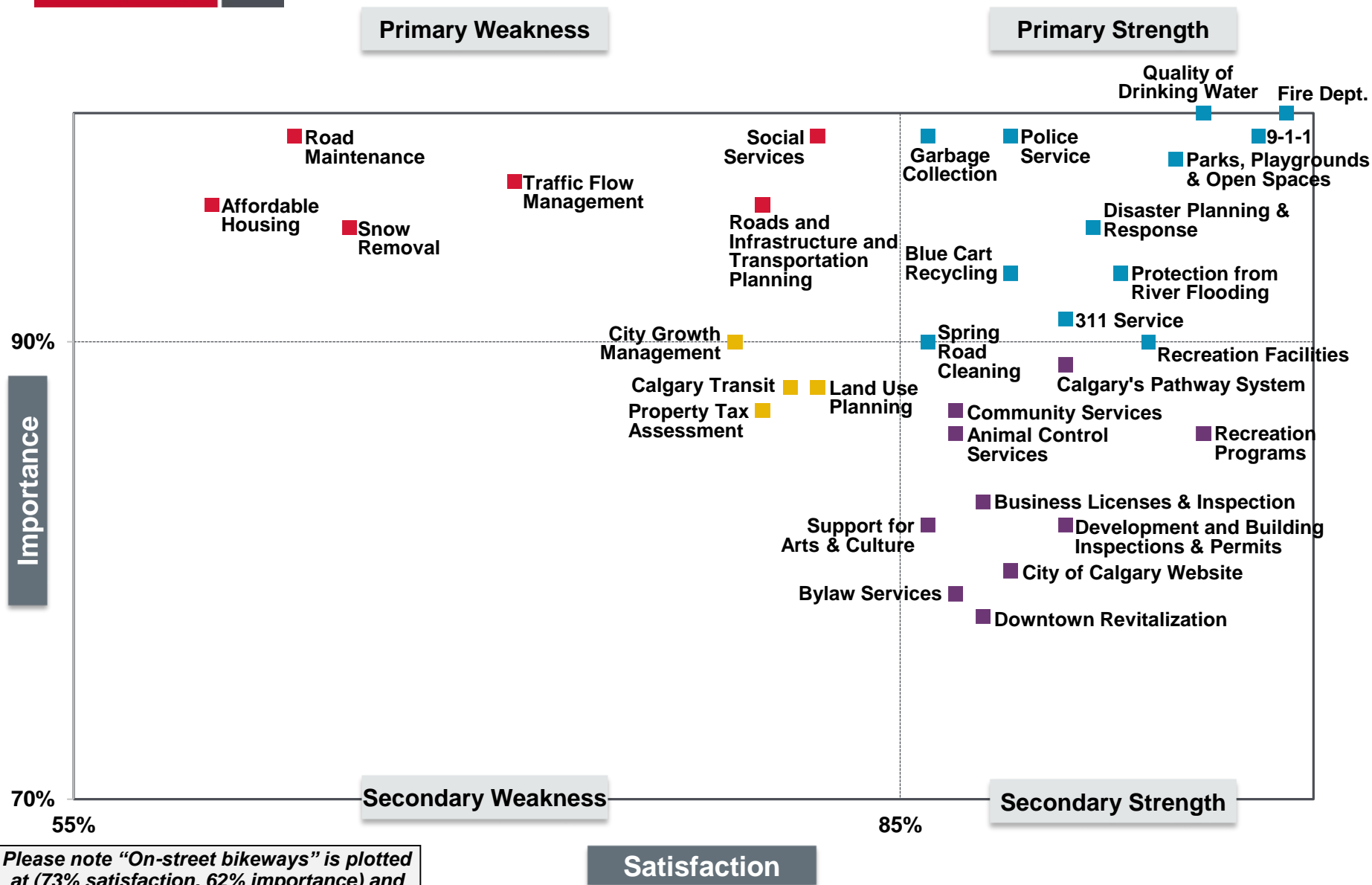
Ward 9 2017

# Importance vs. Satisfaction Grid: City Wide



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

# Importance vs. Satisfaction Grid: Ward 9



# Primary Strengths and Weaknesses: City Wide versus Ward 9

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

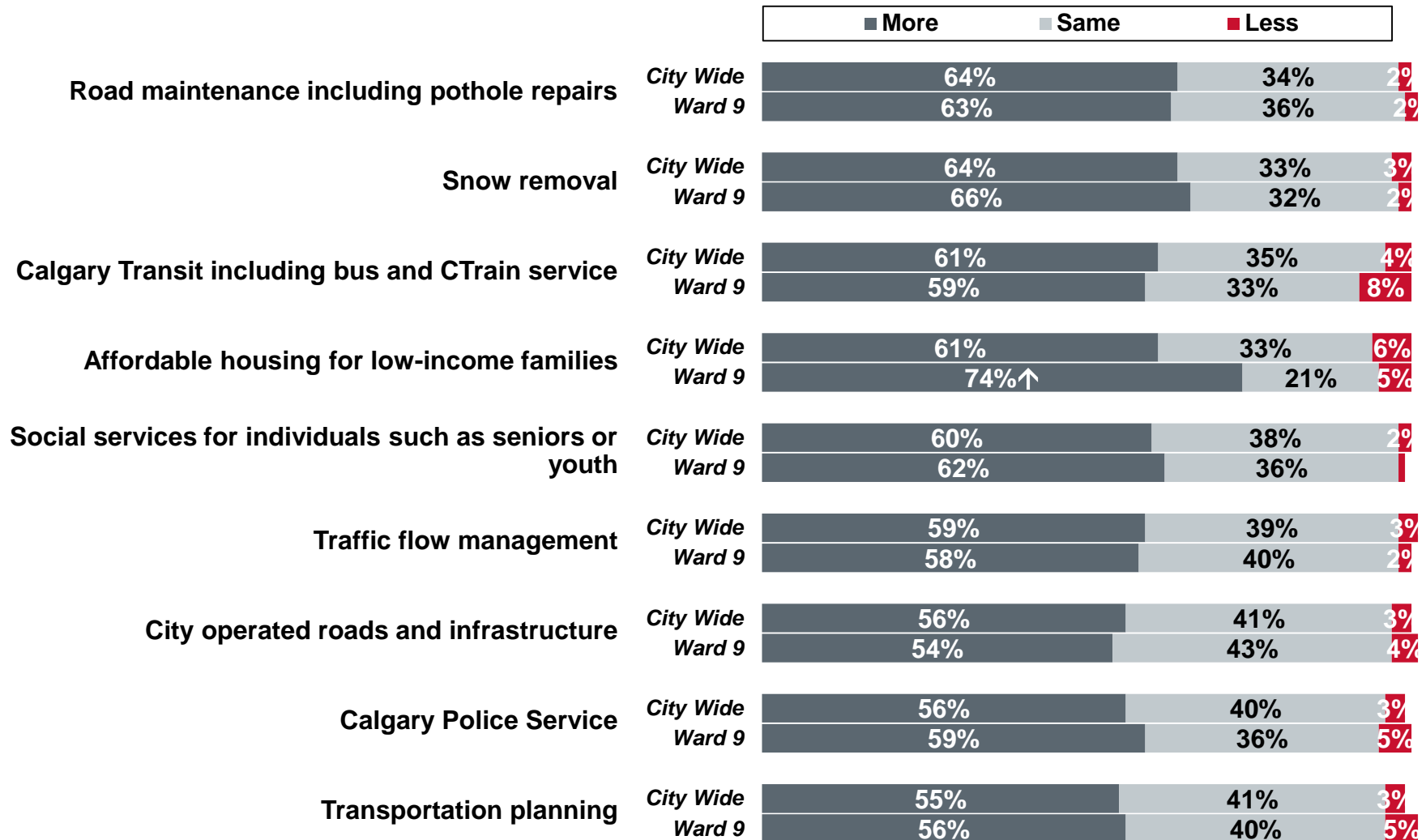
**Primary Strength**

**Primary Weakness**

**Neither (in another quadrant)**

	City Wide	Ward 9
Fire Department		
9-1-1		
Quality of Drinking Water		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Police Service		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Residential Garbage Collection		
Social Services		
Recreation Facilities		
311 service		
Protection from river flooding		
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		

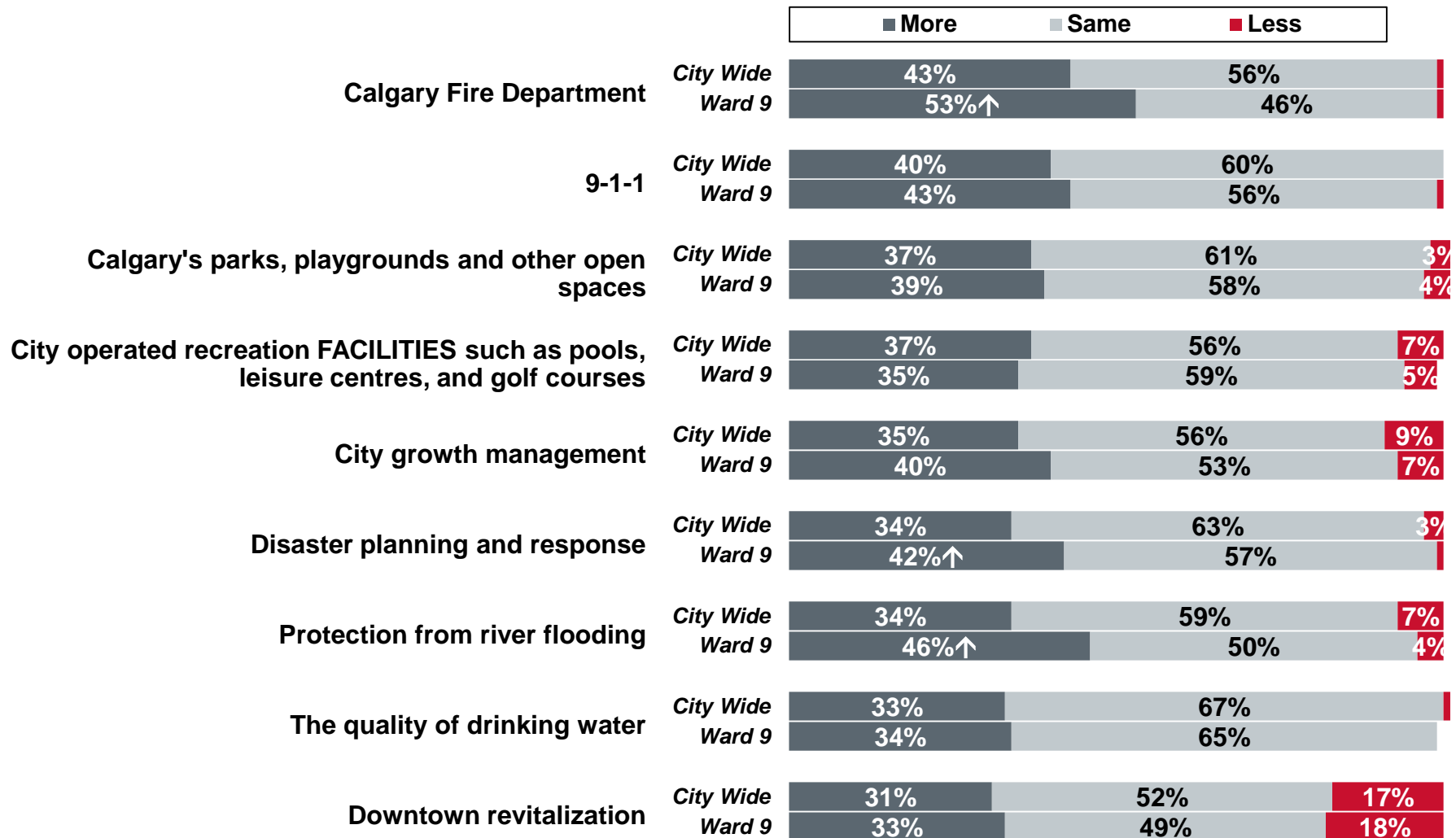
# Investment in City Programs and Services



*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)

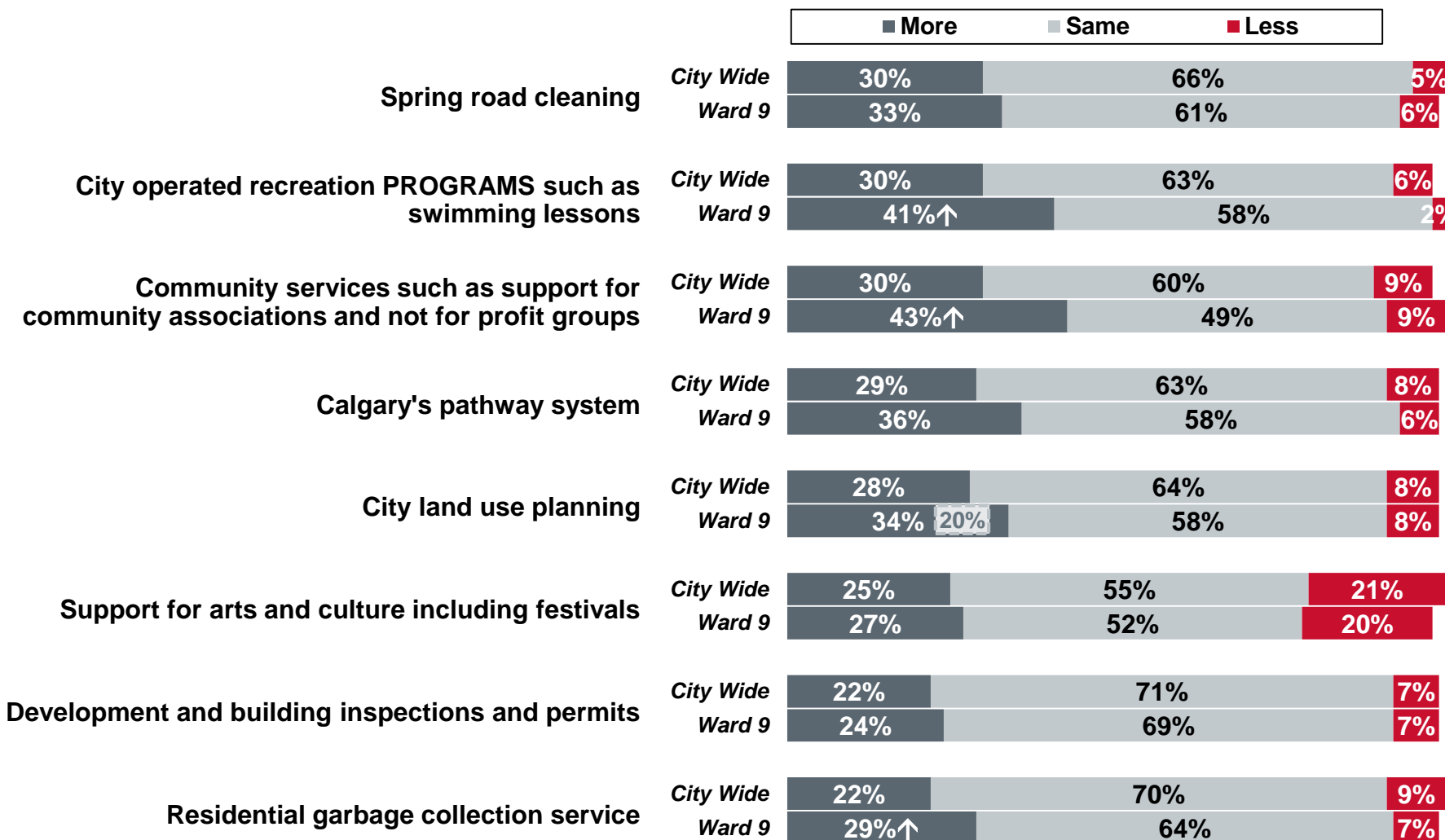


# Investment in City Programs and Services (continued)



*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)

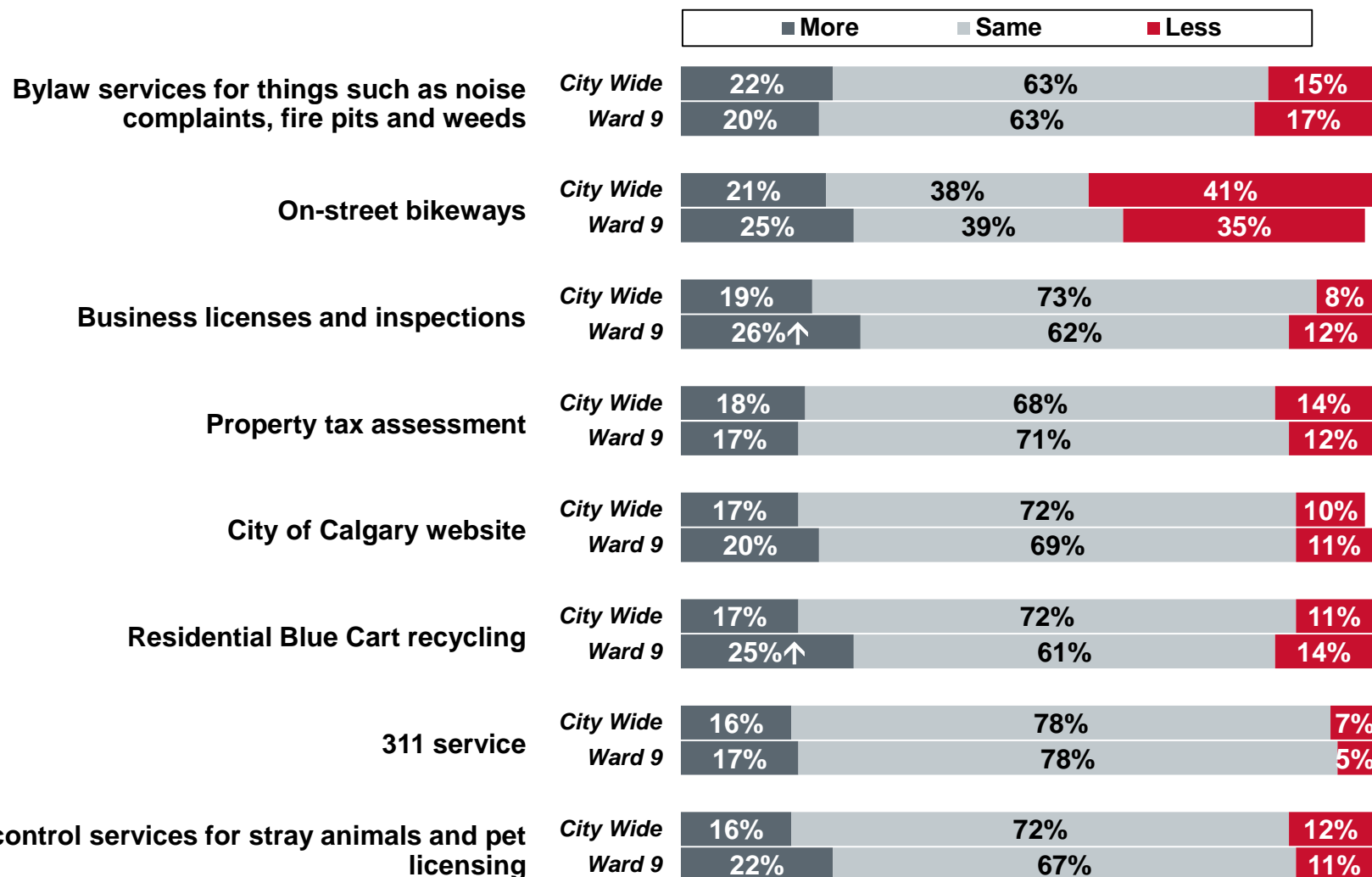
# Investment in City Programs and Services (continued)



*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 9 2017

# Investment in City Programs and Services (continued)



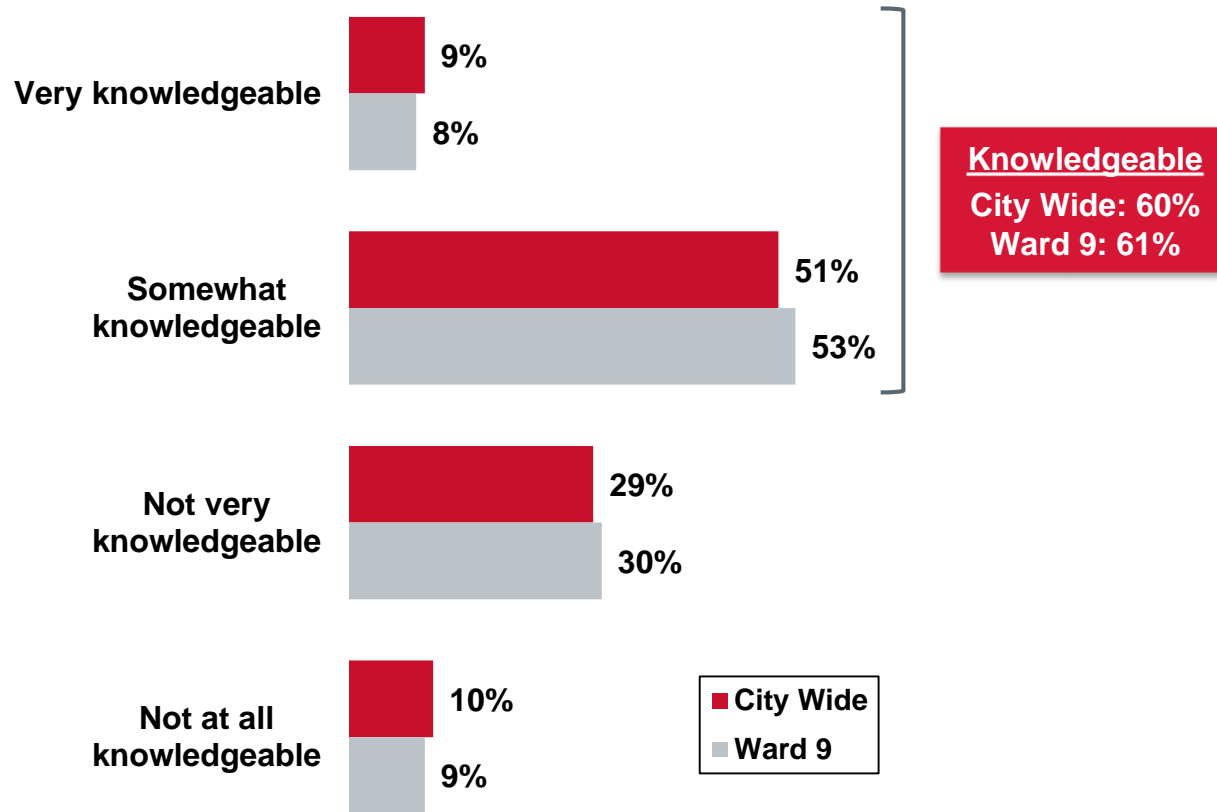
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Please tell me if you think The City should invest more, less or the same amount on the program or service.*  
Base: Valid respondents (Bases vary)



## Taxation



# Knowledge Levels of Tax Dollar Spending

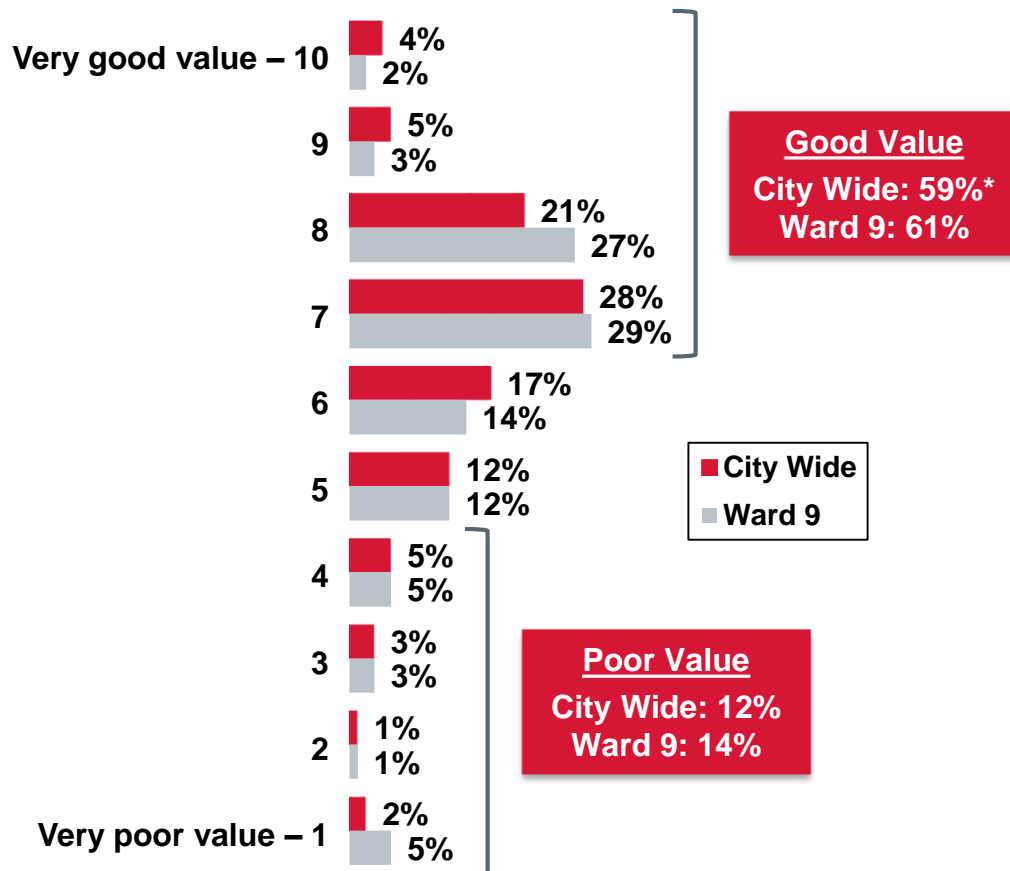


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,492 / Ward 9: n=174)



# Perceived Value of Property Taxes

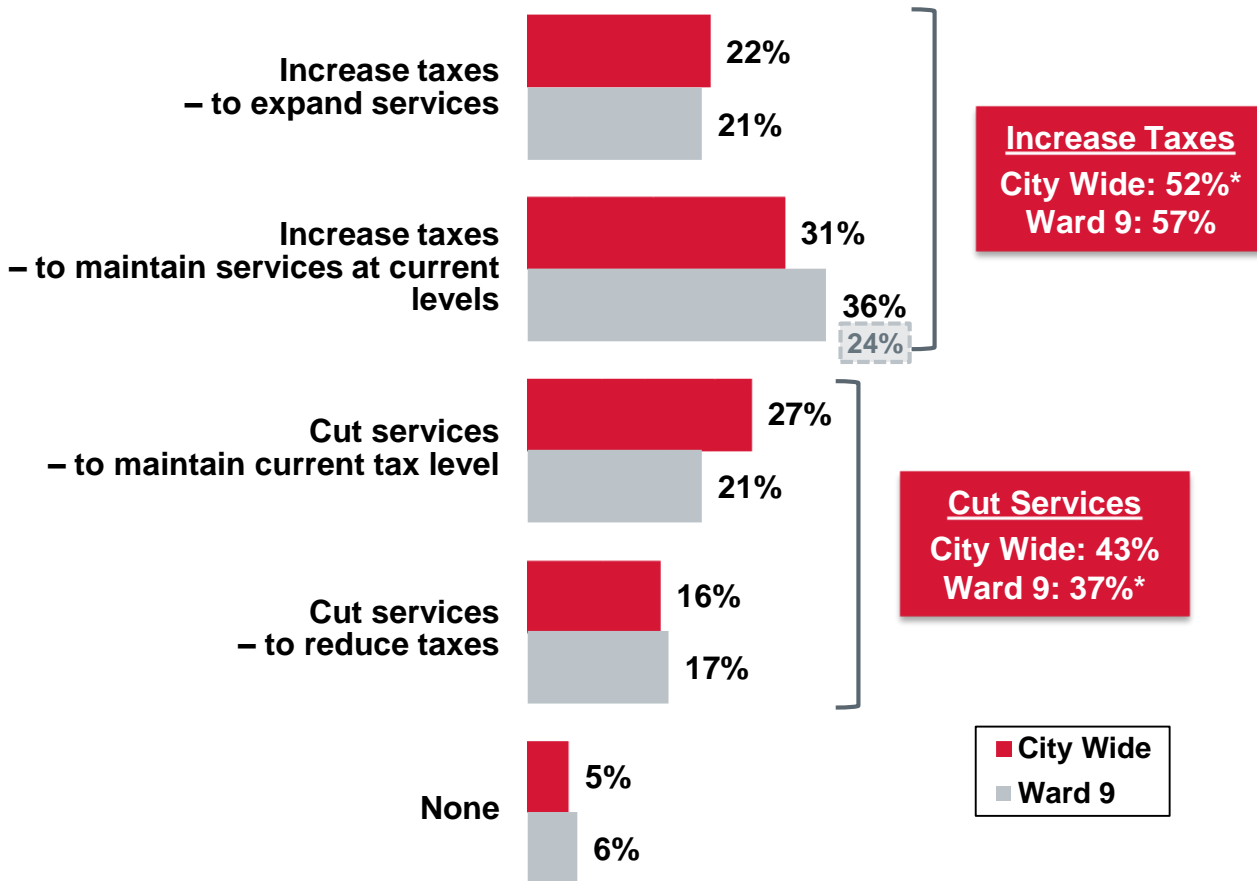


\*Rounding

*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 9: n=174)

# Balancing Taxation and Service Delivery Levels



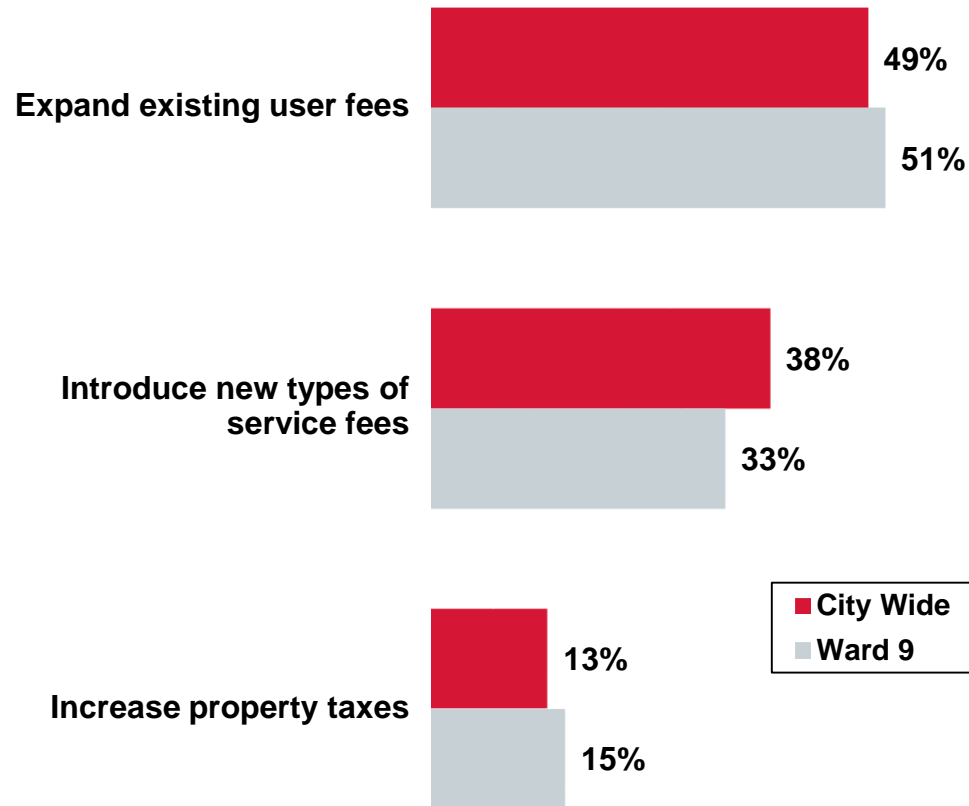
Ward 9 2017

\*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 9: n=171)

# Options for Increasing City Revenue

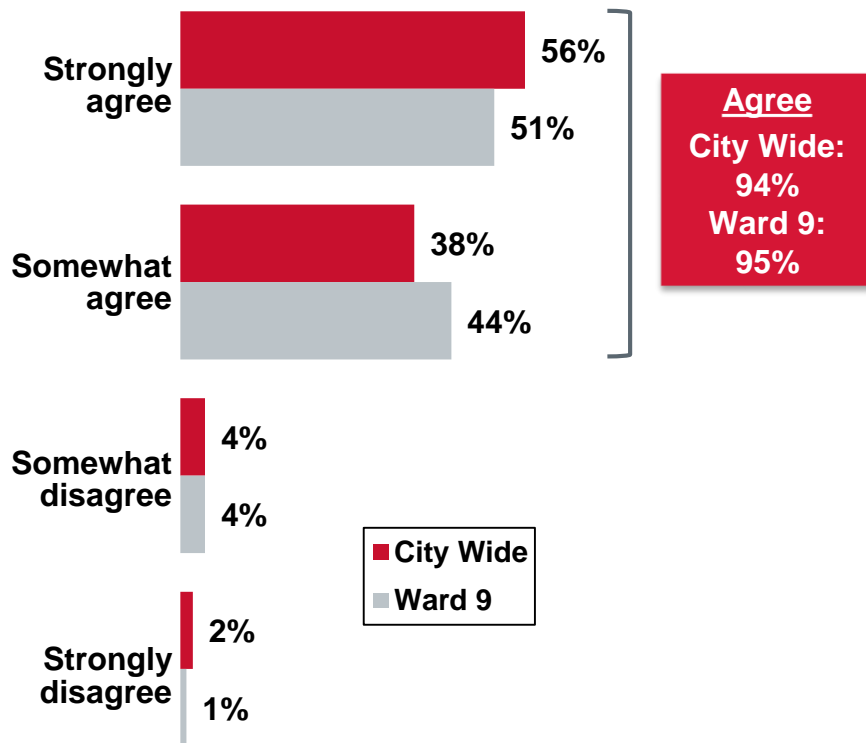


*Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?*

Base: Valid respondents (City Wide: n=2,352 / Ward 9: n=162)

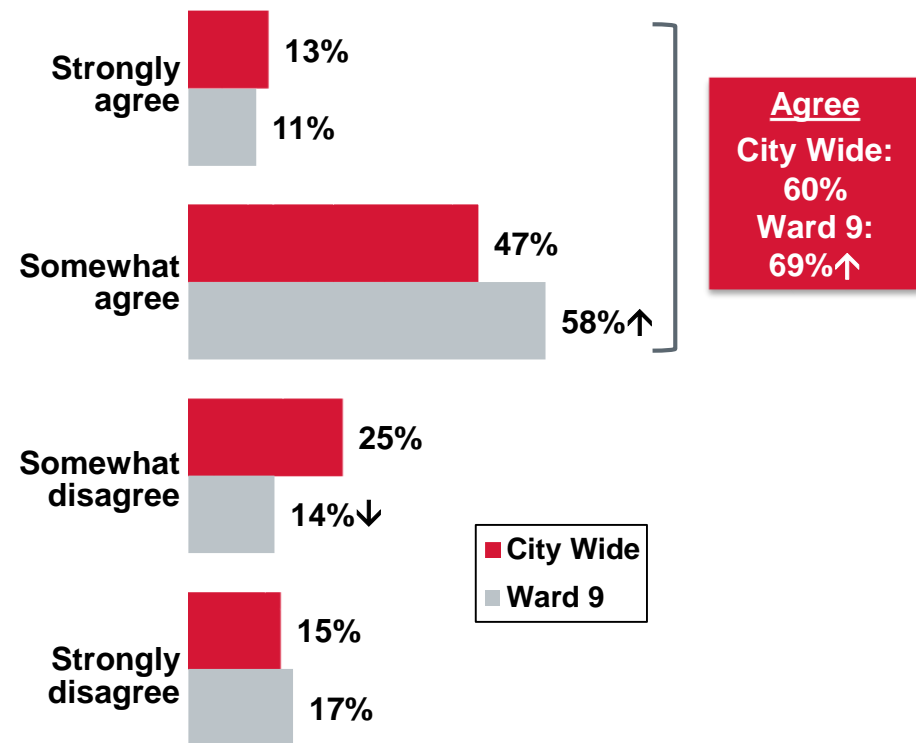
# Property Tax Dollar Investment

*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 9: n=172)

*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 9: n=173)

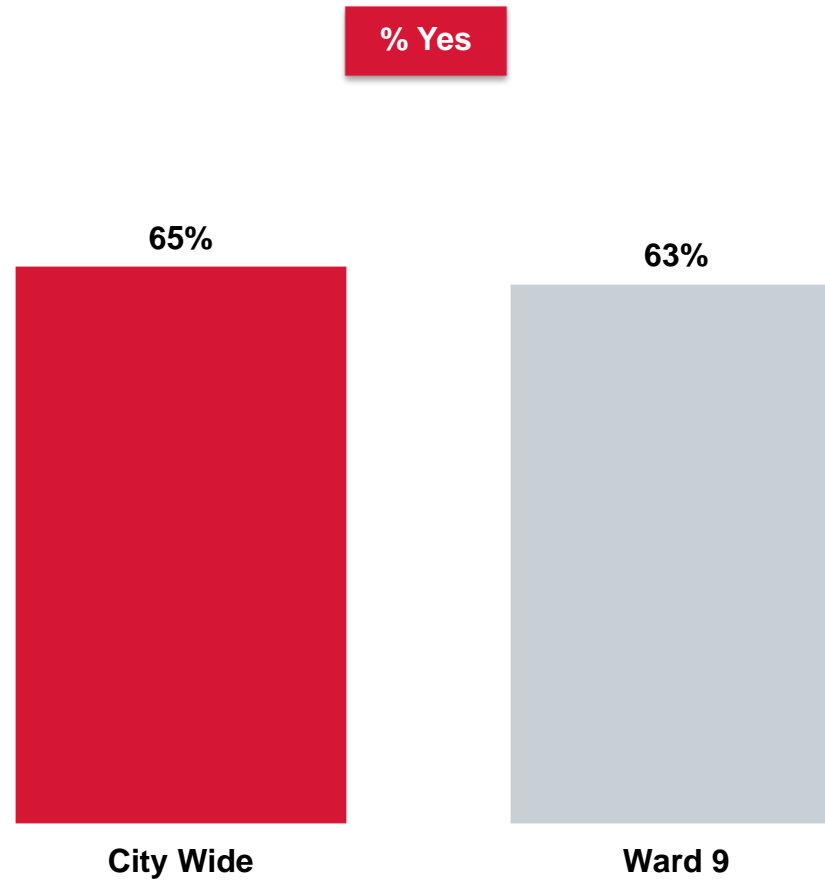
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



## Contact with The City and Customer Service



# Past 12 Months Contact with The City of Calgary

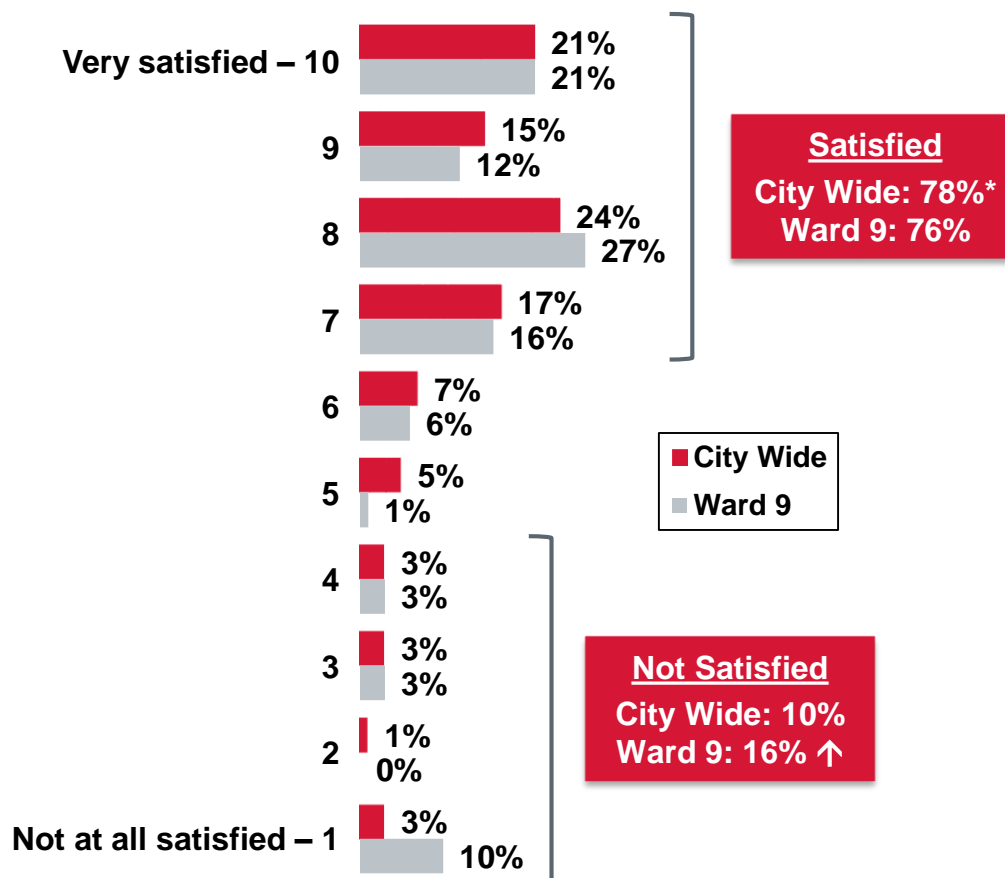


*Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?*

Base: Valid respondents (City Wide: n=2,488 / Ward 9: n=173)



# Satisfaction with the Overall Level and Quality of Customer Service



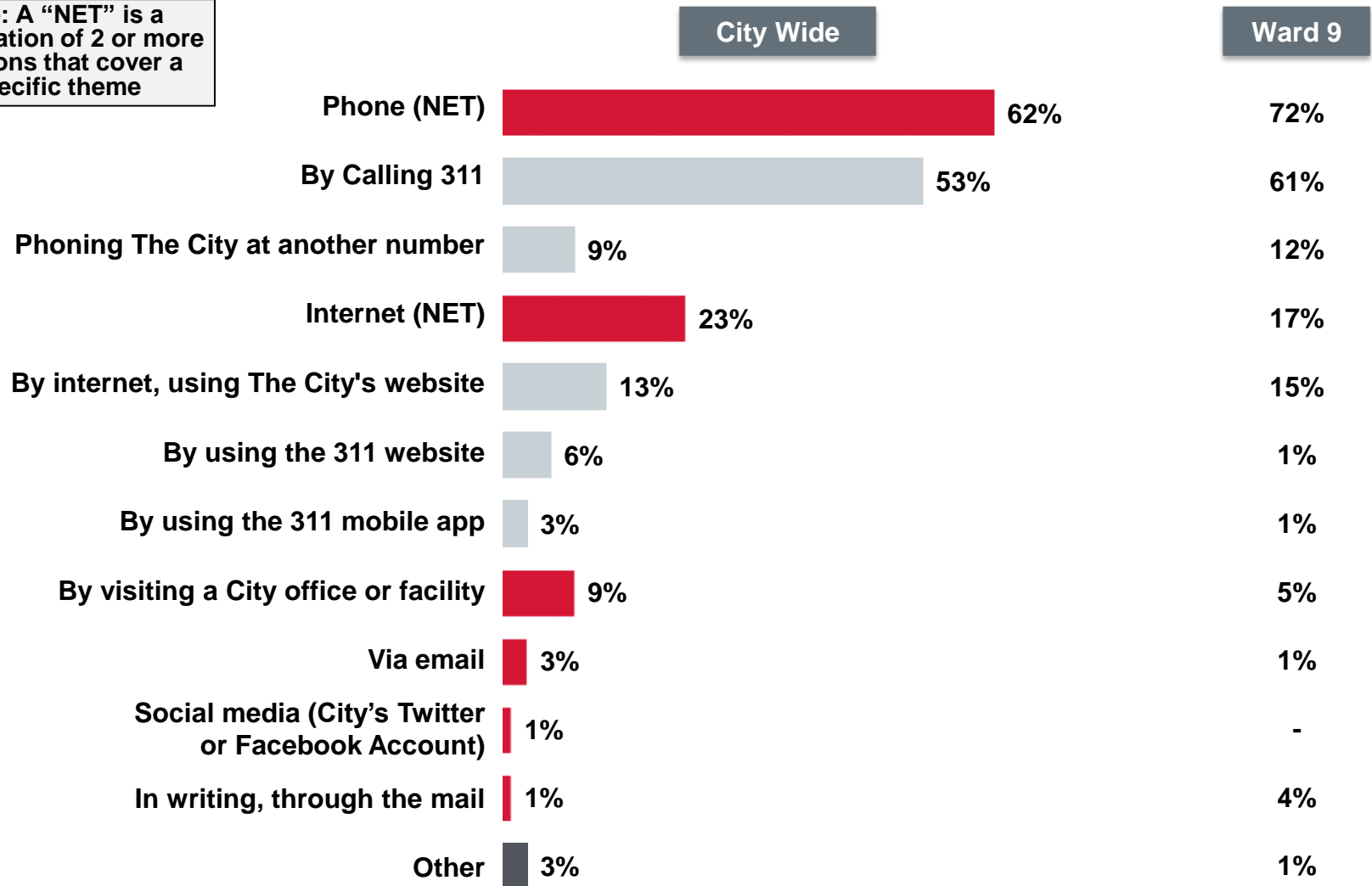
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

\*Rounding

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,651 / Ward 9: n=112)

# Type of Contact

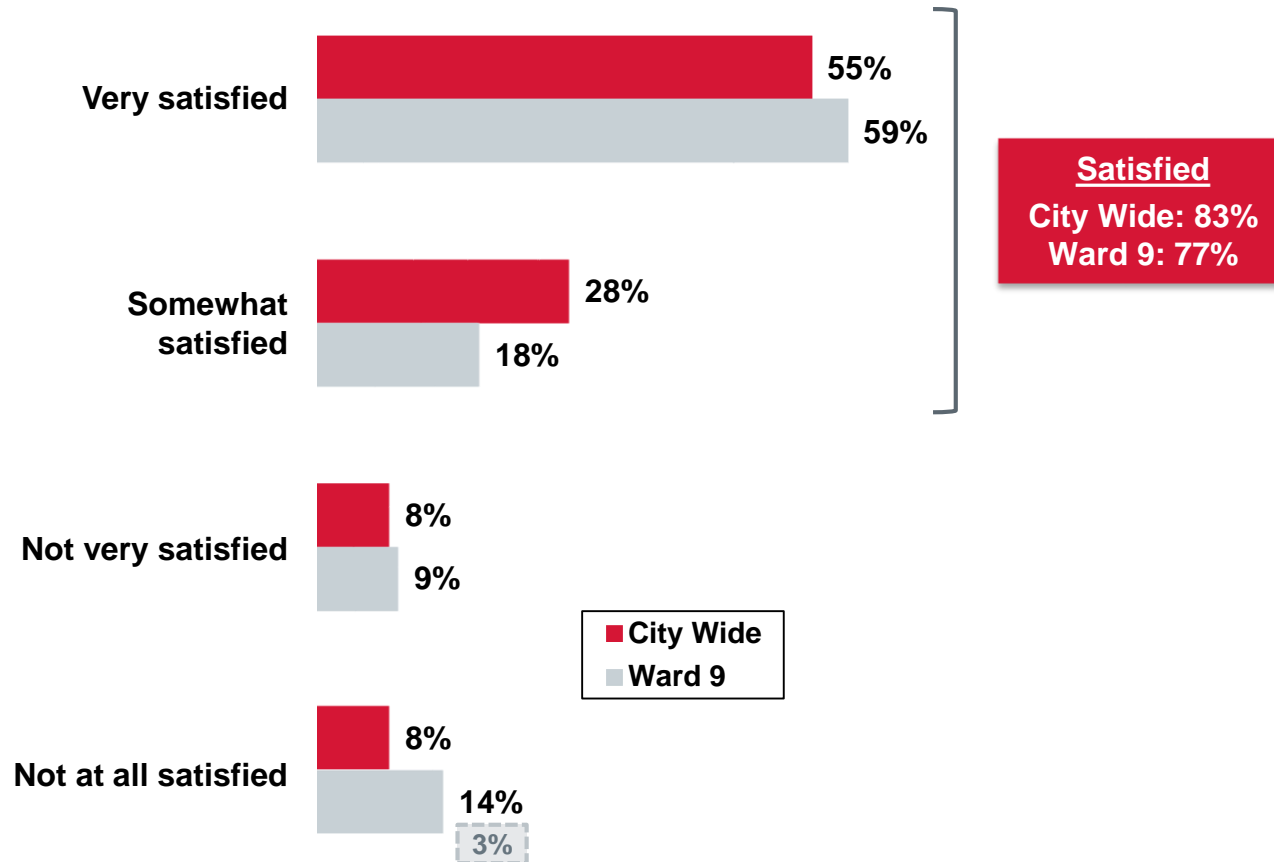
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



*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 9: n=72)

# Satisfaction with Most Recent City Contact

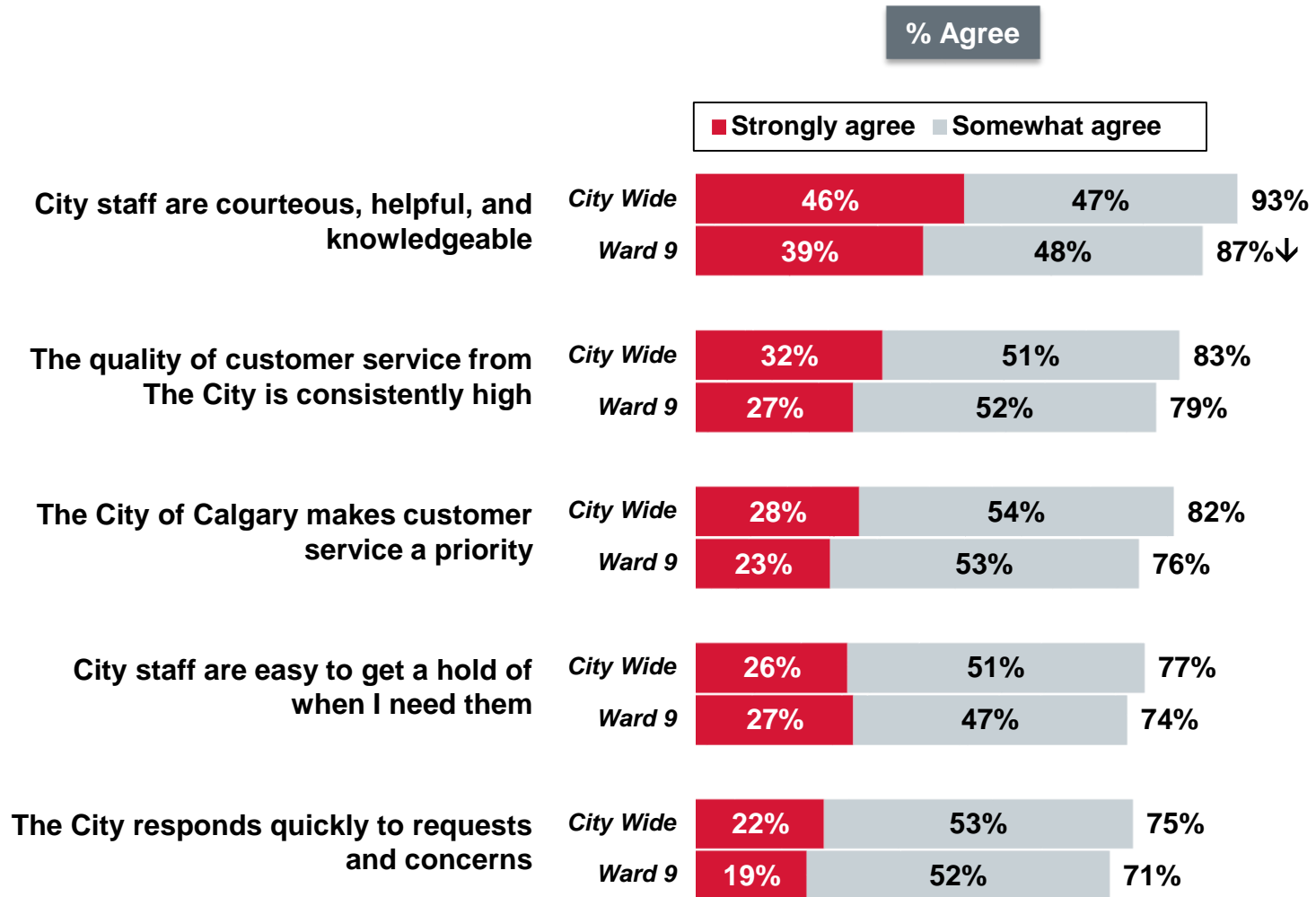


Ward 9 2017

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 9: n=72)

# 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?*

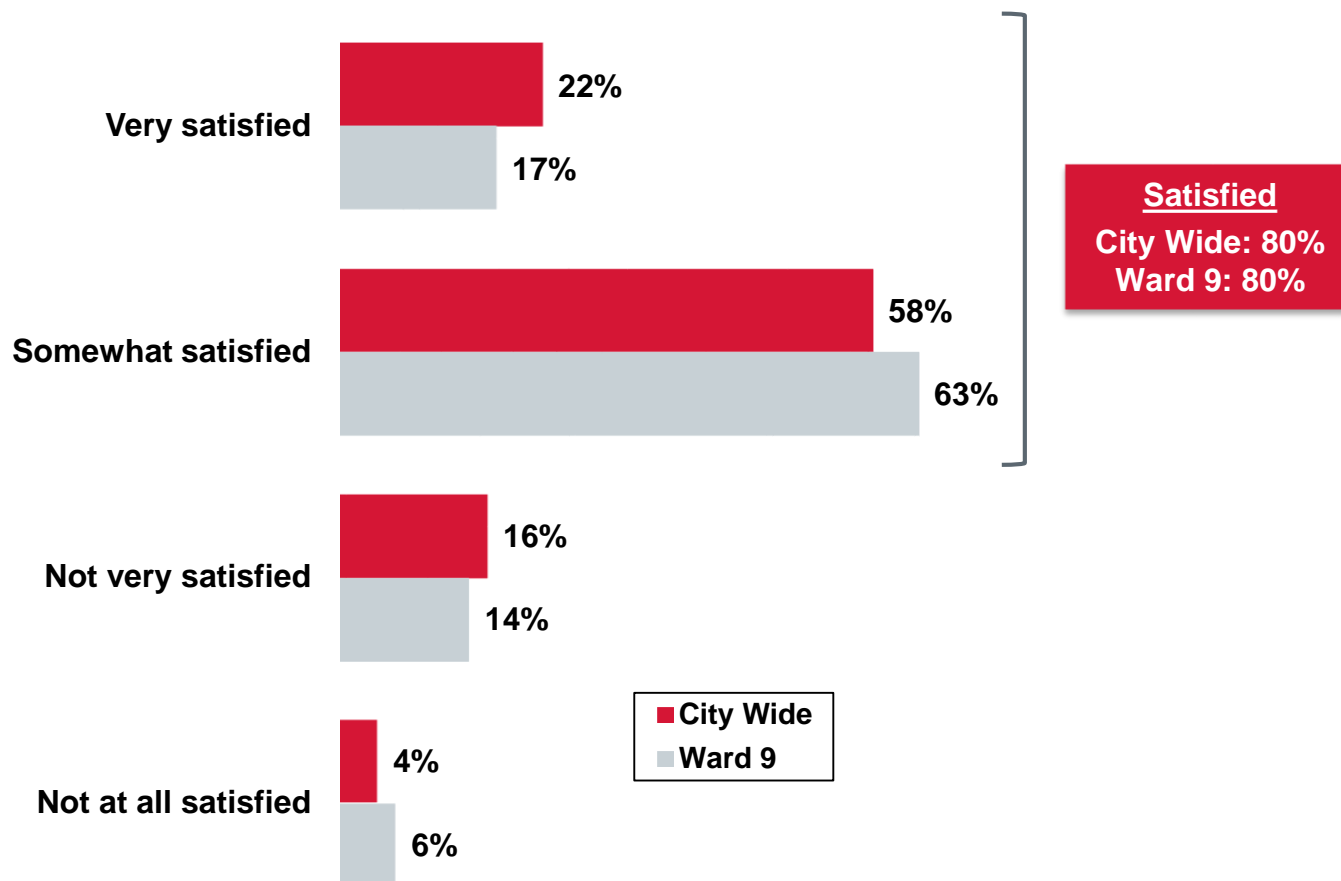
Base: Valid respondents (Bases vary)



## City Communications



# Satisfaction with the Overall Quality of City Information and Communications

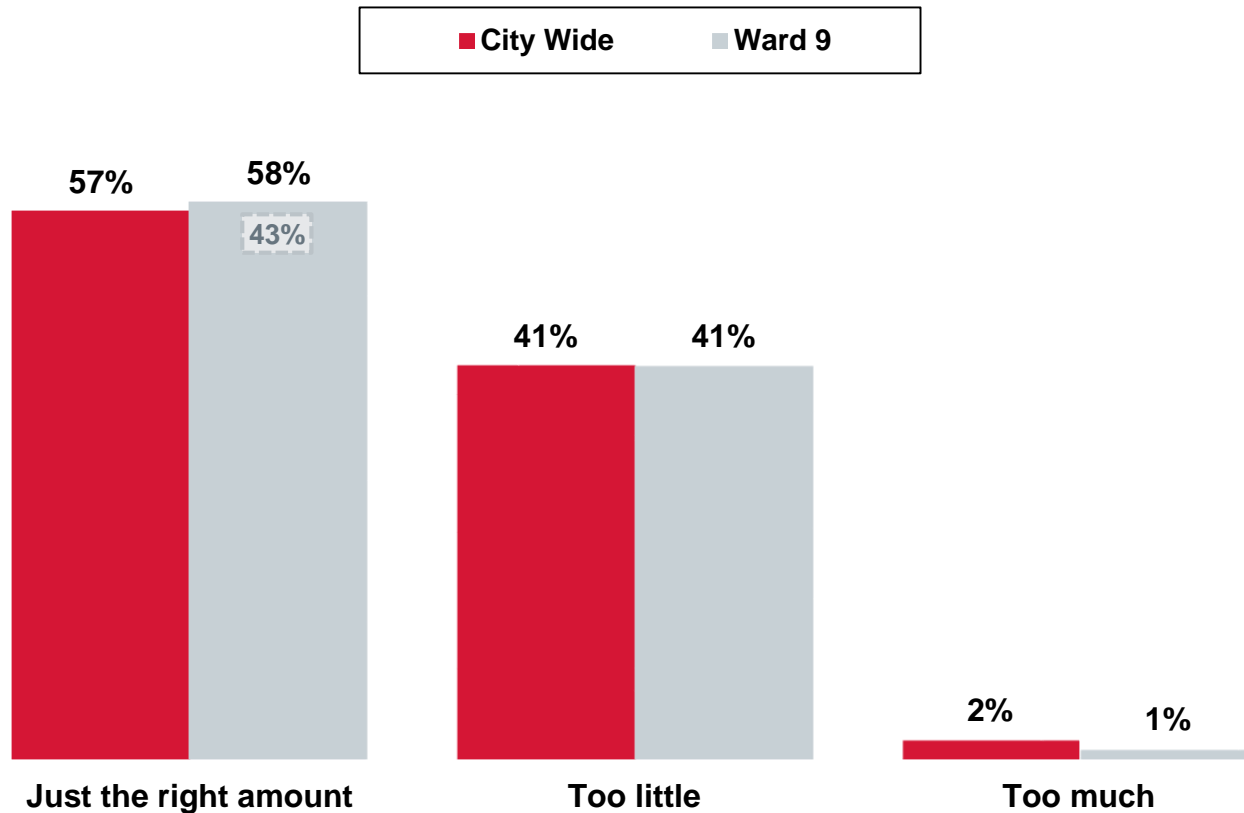


*And how satisfied are you with the overall quality of City information and communications?*

Base: Valid respondents (City Wide: n=2,490 / Ward 9: n=172)



# The Amount of Information Accessible



Ward 9 2017

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

Base: Valid respondents (City Wide: n=2,470 / Ward 9: n=173)



## City Reputation and Performance



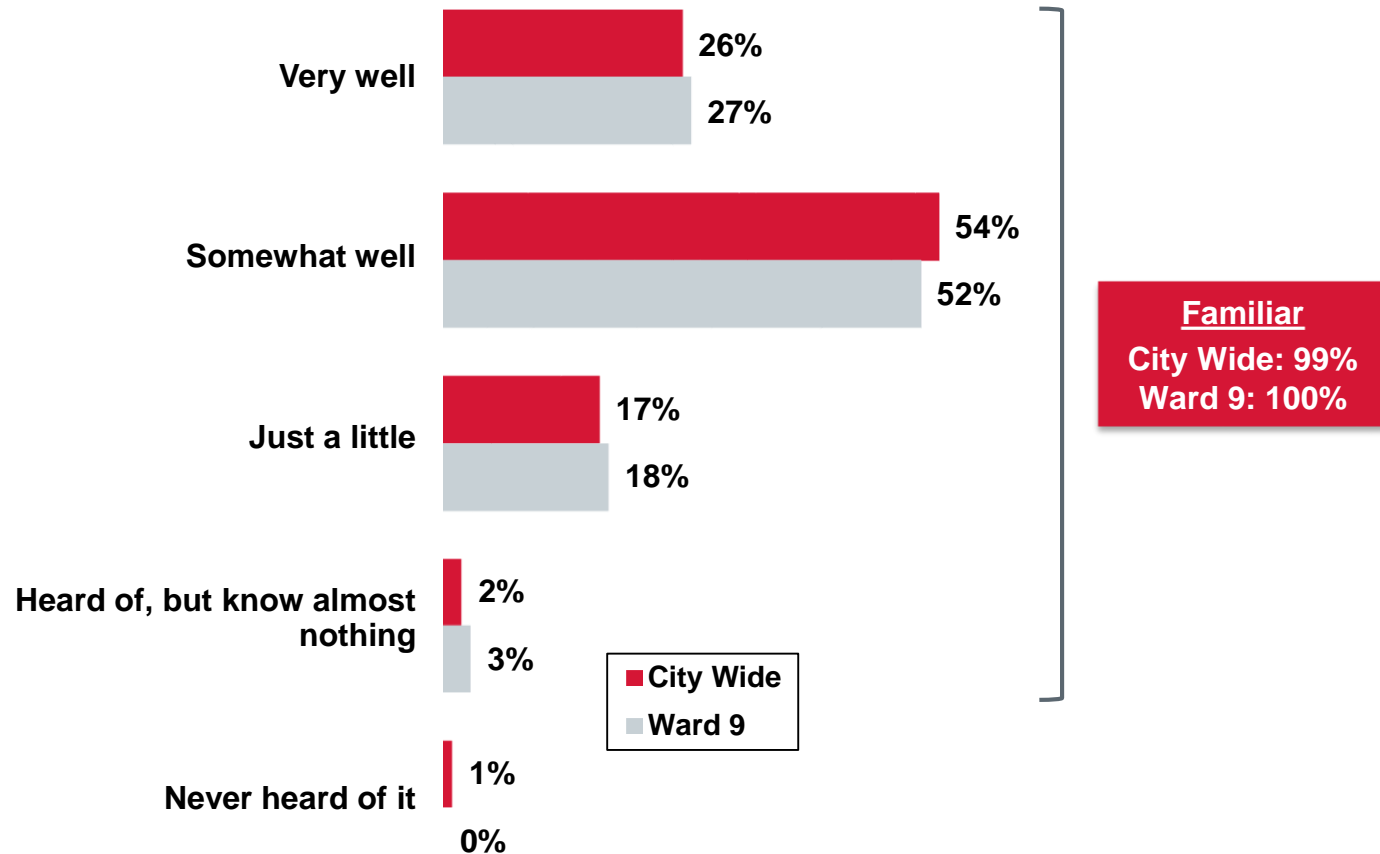


## A Model of Reputation



**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**

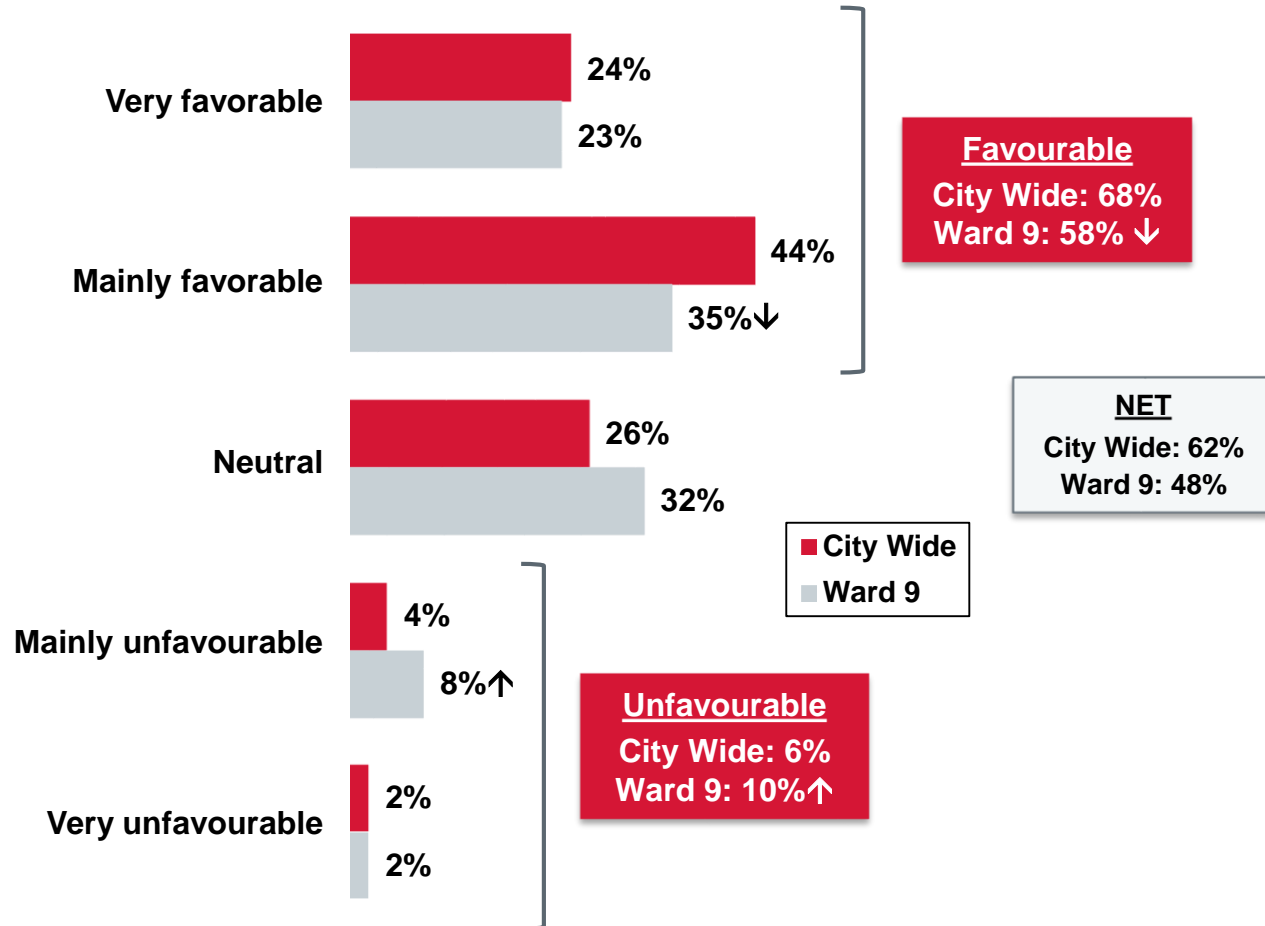
# Familiarity



*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?*

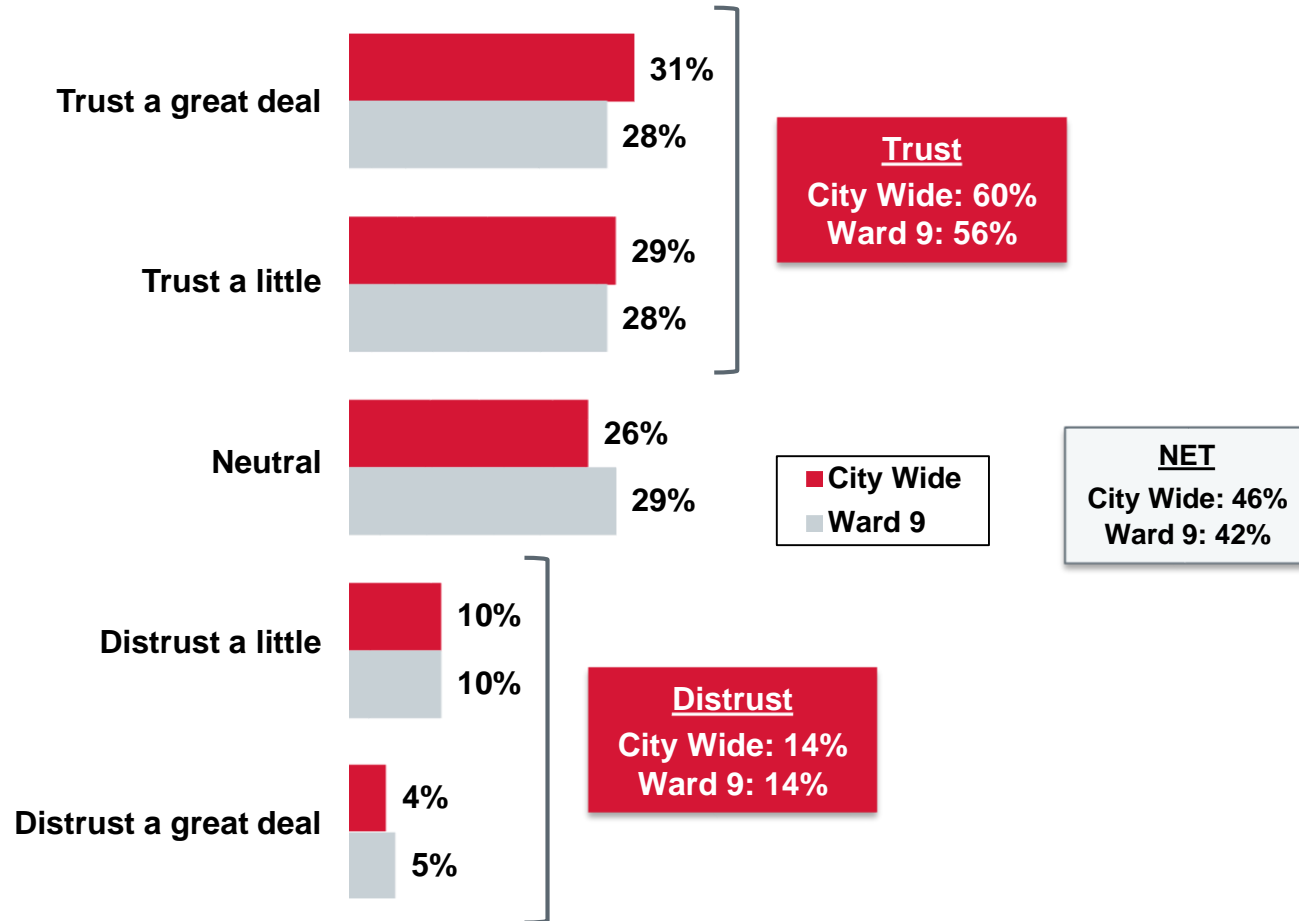
Base: Valid respondents (City Wide: n=2,496 / Ward 9: n=173)

# Favourability



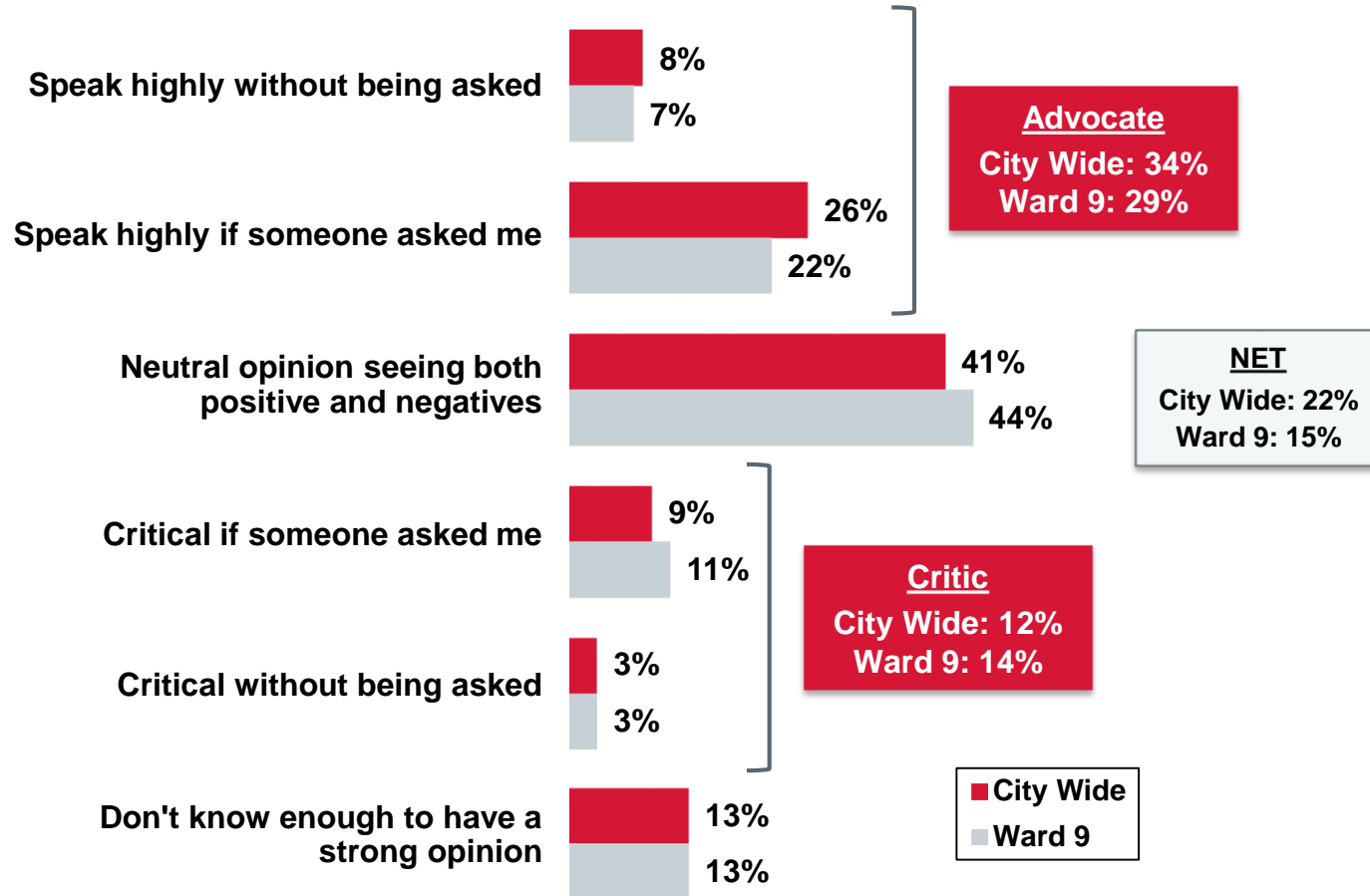
*Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?*

Base: Valid respondents (City Wide: n=2,496 / Ward 9: n=174)



Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?  
 Base: Valid respondents (City Wide: n=2,495 / Ward 9: n=174)



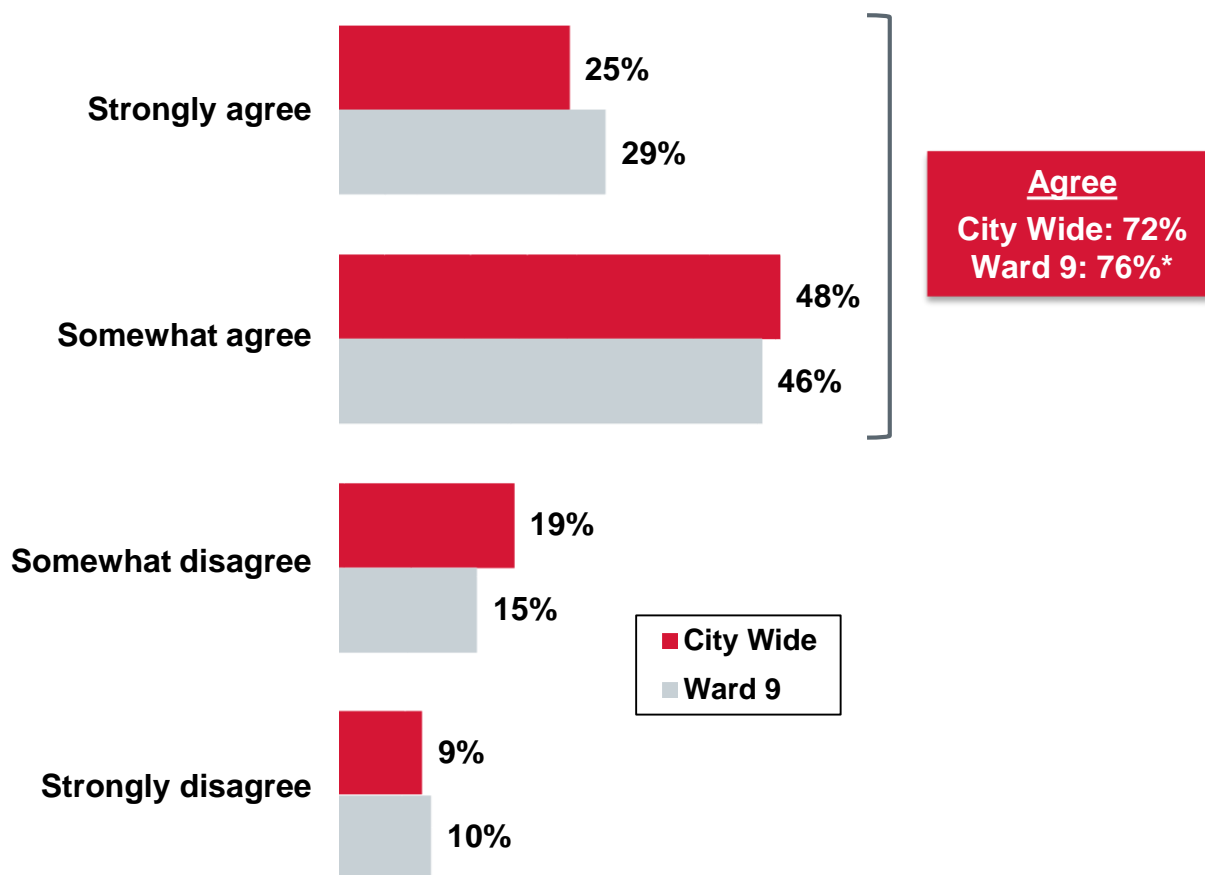


*Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?*

Base: Valid respondents (City Wide: n=2,488 / Ward 9: n=171)

# 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*



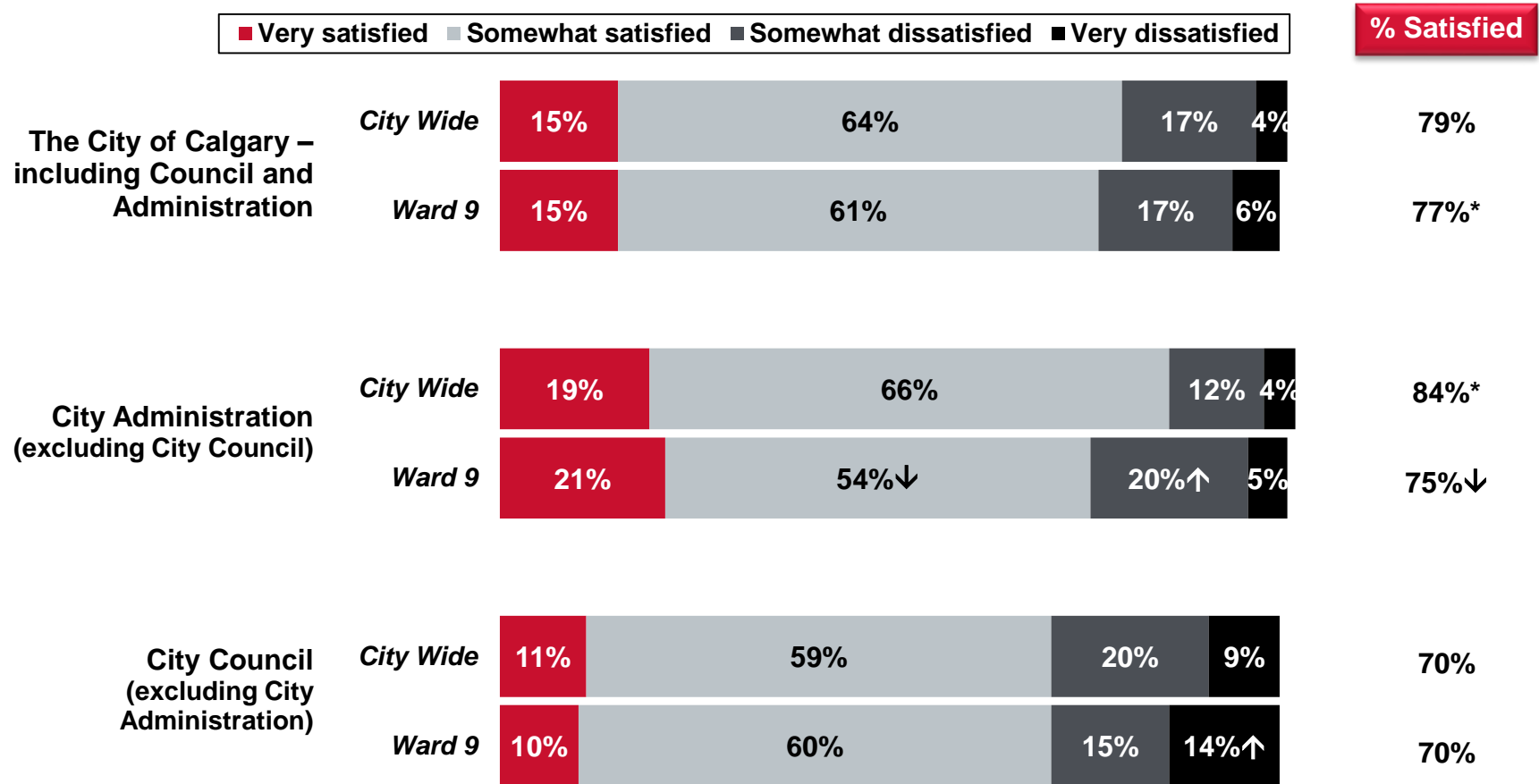
\*Rounding

*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 9: n=171)

# 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

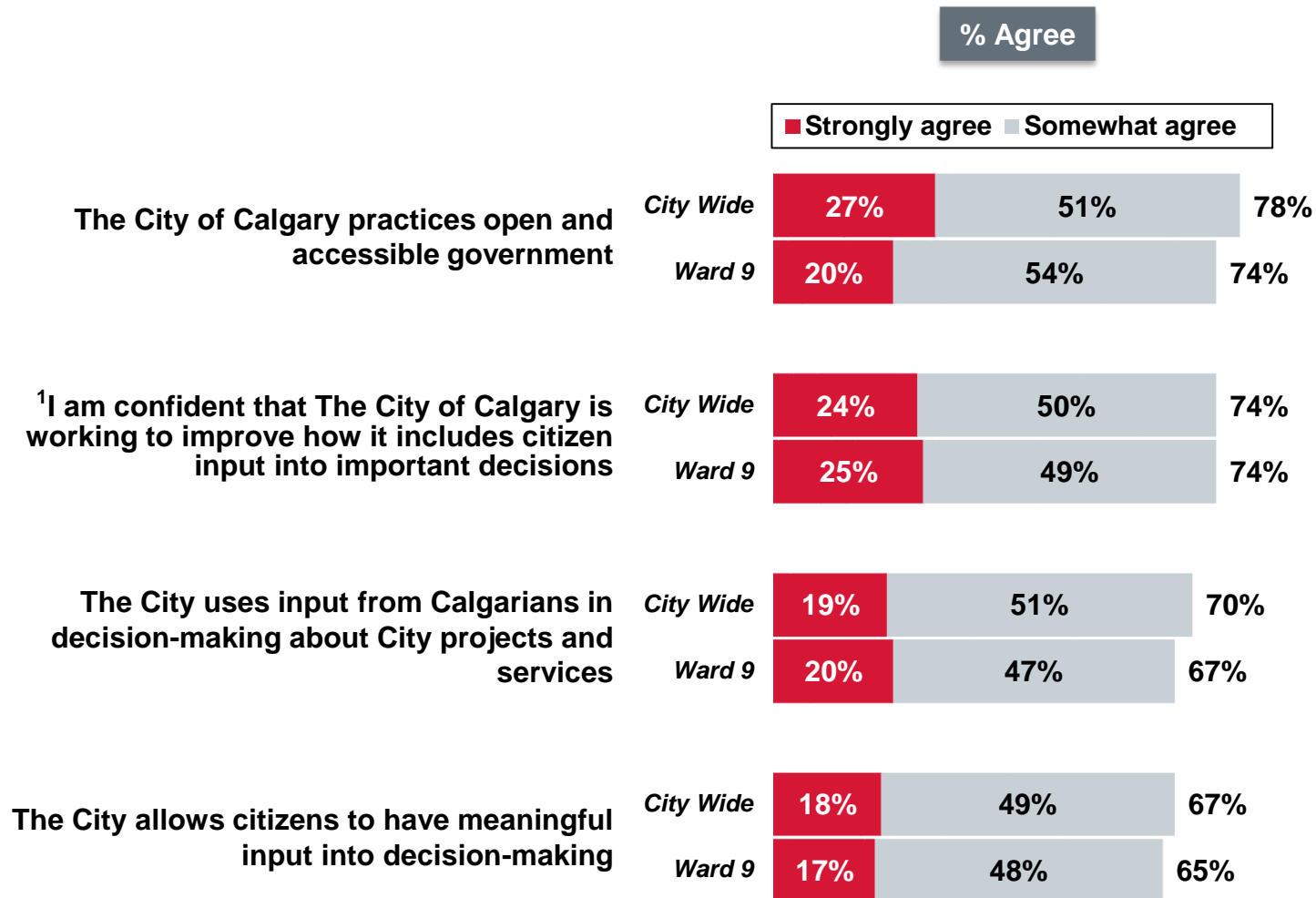
I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary



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

Base: Valid respondents (City Wide: n=2,479 / Ward 9: n=172)

# Perceptions of Transparency and Citizen Input



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

<sup>1</sup>*Please tell me whether you agree or disagree with each of the following statements?*

Base: Valid respondents (Bases vary)



## Respondent Profile





## Age

	City Wide	Ward 9
18 to 24	12%	10%
25 to 34	21%	28%
35 to 44	17%	17%
45 to 54	19%	21%
55 to 64	13%	12%
65 or older	17%	13%
<i>Mean</i>	45	44

## Income

	City Wide	Ward 9
Less than \$30,000	7%	10%
\$30,000 to <\$45,000	8%	12%
\$45,000 to <\$60,000	12%	18%
\$60,000 to <\$75,000	9%	17%
\$75,000 to <\$90,000	8%	9%
\$90,000 to <\$105,000	11%	8%
\$105,000 to <\$120,000	11%	9%
\$120,000 to <\$150,000	12%	7%
\$150,000 or more	23%	10%

## Education

	City Wide	Ward 9
Completed high school or less	16%	18%
Some post secondary or completed a college diploma	38%	54%
Completed university degree or post-grad degree	46%	28%

Base: Valid respondents (Bases vary)

# Household Characteristics

## Type of Home

	City Wide	Ward 9
Single-detached house	69%	60%
Apartment or apartment-style condominium	13%	14%
Duplex, triplex or fourplex	9%	15%
Townhouse or rowhouse	8%	10%
Another type of multi-dwelling unit	1%	-

## Children and Seniors in Household

	City Wide	Ward 9
Yes - Children	35%	39%
Yes - Seniors	17%	14%

## Household Size

	City Wide	Ward 9
1	14%	20%
2	32%	27%
3	18%	21%
4	22%	15%
5 or more	15%	17%
Mean	3.0	2.9

## Responsible for Property Taxes

	City Wide	Ward 9
Yes	84%	86%
No	16%	14%

## Own or Rent

	City Wide	Ward 9
Own	75%	66%
Rent	20%	34%
Other	1%	-
Neither	4%	-

## Tenure in Calgary

	City Wide	Ward 9
Less than 5 years	7%	6%
5 to less than 10 years	10%	10%
10 to less than 15 years	10%	8%
15 to less than 20 years	11%	10%
20 to less than 30 years	24%	23%
30 to less than 40 years	15%	18%
40 or more	24%	25%
Mean	26	28

Base: Valid respondents (Bases vary)

# Respondent Characteristics

## Born in Canada

	City Wide	Ward 9
Yes	73%	81%
No	27%	19%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=656)	Ward 9 (n=31)
Less than 12	28%	23%
12 to 17	12%	17%
18 or older	60%	60%
No response	-	-

## Ethnic Background

	City Wide	Ward 9
Caucasian/ White	23%	25%
British	20%	21%
Canadian/ French Canadian	16%	15%
Northern or Western European	12%	14%
Southern or Eastern European	11%	11%
East or Southeast Asian	11%	13%
South Asian	7%	1%
Central/ South American or Caribbean	3%	2%
West Asian or Middle Eastern	2%	1%
African	2%	2%
Aboriginal/ First Nations/ Metis	2%	4%

## Disability

	City Wide	Ward 9
Yes	16%	25%
No	84%	75%

## Visible Minority

	City Wide	Ward 9
Yes	25%	27%
No	75%	73%

Base: Valid respondents (Bases vary)

## Contact

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