

Calgary



2019 Quality of Life and Citizen Satisfaction Survey

Ward 4 Report

November 2019

Prepared for The City of Calgary by:

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Respondent Profile



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

- Both landline (60%) and cell phone (40%) sample were used.
- The average interview length was 32 minutes.



Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2018 Municipal and 2016 Federal Census data.



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

- A total of 214 interviews were conducted with residents of Ward 4 (MOE $\pm 6.7\%$).



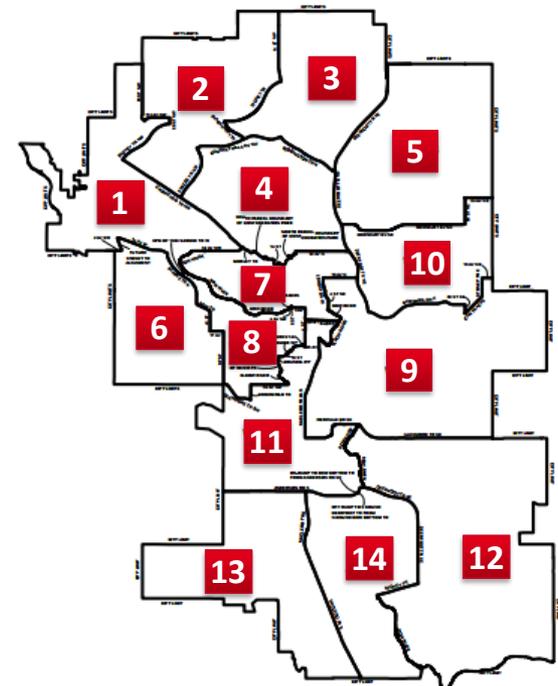
Results for Ward 4 are compared to results City Wide.

- \uparrow indicates a number is significantly higher than City Wide.
- \downarrow indicates a number is significantly lower than City Wide.

Where possible, 2019 results for Ward 4 are compared to those from 2018.

- Only significant differences are shown.

Ward 4 2018





Summary of Key Findings





Key Findings:

Quality of Life and Issue Agenda

Ward 4 residents provide strong overall quality of life ratings, consistent with City Wide measures.

The issue agenda in Ward 4 is similar for the top items (roads and transit), and Ward 4 residents are more likely to mention “budget and spending” and “recreation” than City Wide.

- ❖ Close to nine-in-ten (87%) Ward 4 residents rate the overall quality of life in Calgary today as ‘good’ (on par with 83% City Wide).
- ❖ Results for Ward 4 are consistent with City Wide results for ‘improved’ quality of life (13% vs. 16% City Wide), ‘worsened’ quality of life (41% vs. 40% City Wide) and for quality of life remaining the ‘same’ (46% vs. 44% City Wide).
- ❖ Ward 4 residents are less likely to agree that “*Calgary is moving in the right direction to ensure a high quality of life for future generations*” in comparison to last year (48% vs. 66% in 2018).
- ❖ Ward 4 residents are also less likely to agree that “*Calgary is on the right track to be a better city 10 years from now*” versus last year (77% vs. 86% in 2018).
- ❖ Ward 4 residents are more likely than City Wide to feel safe walking alone in their neighbourhood after dark (91% feel safe vs. 82% City Wide).
 - A higher proportion of Ward 4 residents feel safe walking alone in their neighbourhood after dark in comparison to last year (91% vs. 83% in 2018).
- ❖ The top issues in Ward 4 are “*infrastructure, traffic and roads*” (30%, on par with 35% City Wide) and “*transit*” (20%, consistent with 17% City Wide).
 - While “*infrastructure, traffic and roads*” remains at the top of the issue agenda in Ward 4, it is less prominent in 2019 (30%) than in 2018 (45%).
- ❖ Ward 4 residents are more likely to mention “*budget and spending*” (16%, 5 points higher than City Wide), which has increased from 6% in 2018 to 16% in 2019.
- ❖ Mentions of “*recreation*” are also notably higher among Ward 4 residents (13%) than City Wide (7%).



Key Findings:

Importance of City Programs and Services

Ward 4 residents are on par with City Wide for most importance ratings of programs and services.

The overall importance of 2 programs and services have decreased since 2018 in Ward 4.

- ❖ Ward 4 residents express similar views as City Wide for the importance of almost all services and programs assessed in 2019, except for:
 - Spring road cleaning (86%, lower than 92% City Wide); and,
 - Protection from river flooding (78%, lower than 86% City Wide).
- ❖ There have been some notable declines in the importance of municipal services and programs within Ward 4 compared to last year for:
 - City-operated roads and infrastructure (95%, down 4 points from 2018), as well as declines in 'very' important ratings (69%, down 17 points from 2018);
 - Protection from river flooding (78%, down 10 points from 2018), including declines in 'very' important ratings (46%, down 14 points from 2018);
 - Quality of drinking water (91% 'very' important, down 6 points from 2018);
 - Calgary Transit (67% 'very' important, down 14 points from 2018);
 - Disaster planning and response (65% 'very' important, down 12 points from 2018);
 - Land use planning (49% 'very' important, down 15 points from 2018);
 - Spring road cleaning (38% 'very' important, down 15 points from 2018); and,
 - Support for arts and culture (29% 'very' important, down 13 points from 2018).



Key Findings:

Satisfaction with City Programs and Services

The majority of Ward 4 residents are satisfied with the overall level and quality of municipal programs and services, consistent with City Wide results.

In Ward 4, notable declines in satisfaction emerge for 4 programs and services and increases in satisfaction emerge for Calgary Police Service and residential garbage collection.

- ❖ Eight-in-ten (79%) Ward 4 residents are satisfied with the overall level and quality of municipal services and programs, similar to 74% City Wide.
- ❖ Satisfaction with programs and services in Ward 4 differs from City Wide for:
 - Calgary Police Service (99%, higher than 92% City Wide);
 - Calgary Fire Department (71% 'very' satisfied, lower than 80% City Wide); and,
 - Affordable housing (5% 'very' satisfied, lower than 14% City Wide).
- ❖ Significant differences in satisfaction in Ward 4 since 2018 emerge for:
 - Calgary Police Service (99%, higher than 92% in 2018);
 - Property tax assessment (67%, lower than 80% in 2018);
 - Calgary Fire Department (71% 'very' satisfied, lower than 84% in 2018);
 - Residential garbage collection (69% 'very' satisfied, higher than 54% in 2018);
 - Road maintenance (13% 'very' satisfied, lower than 26% in 2018); and,
 - Affordable housing (5% 'very' satisfied, lower than 14% in 2018).
- ❖ Ward 4 residents consider social services and roads and infrastructure to be 'primary strengths', whereas they are 'primary weaknesses' City Wide.
- ❖ Spring road cleaning, City-operated recreation facilities and 311 service are considered to be 'primary strengths' City Wide, yet are neither 'primary strengths' nor 'primary weaknesses' in Ward 4.
- ❖ Calgary Transit is a 'primary weakness' City Wide; however, it is neither a 'primary strength' nor 'primary weakness' in Ward 4.



Key Findings: Investment in City Programs and Services

Ward 4 residents are more likely to want more investment in Calgary Fire Department and 311 services in comparison to City Wide results.

- ❖ Ward 4 residents are more likely than City Wide to want to see *more* investment in:
 - Calgary Fire Department (57% invest *more*, 13 points higher than City Wide);
 - Downtown revitalization (25% invest *more*, 11 points lower than City Wide);
 - Property tax assessment (16% invest *more*, 11 points lower than City Wide);
 - Development and building inspections and permits (11% invest *more*, 15 points lower than City Wide);
 - Disaster planning and response (14% invest *more*, 9 points lower than City Wide); and,
 - 311 services (11% invest *more*, 10 points higher than City Wide).

- ❖ The biggest shifts in Ward 4 residents' desire for *more* investment compared to 2018 are as follows:
 - Calgary Fire Department (57% invest *more*, up from 41% in 2018)
 - City-operated recreational facilities (45% invest *more*, up from 31% in 2018);
 - Disaster planning and response (14% invest *more*, down from 32% in 2018);
 - Spring road cleaning (12% invest *more*, down from 26% in 2018); and,
 - Bylaw services (13% invest *more*, down from 23% in 2018).



Key Findings: Taxation

Ward 4 residents express similar views on taxation in comparison to City Wide.

- ❖ Almost six-in-ten (58%) Ward 4 residents give The City a 'good value' rating for the value of their property tax dollars, similar to 54% City Wide.
- ❖ Ward 4 residents' knowledge of how tax dollars are spent is consistent with City Wide (61% vs. 57% City Wide).
- ❖ In order for The City to maintain or expand services, Ward 4 residents are split with respect to their preference for cutting services (47%, on par with 50% City Wide) or increasing taxes (48%, similar to 44% City Wide).
 - In Ward 4, the propensity to specifically prefer cutting services to maintain the current tax level has notably risen (32%, up from 18% in 2018).
- ❖ The vast majority of Ward 4 residents are interested in knowing how their property tax dollars are invested in various City services (95%, consistent with 94% City Wide).
- ❖ Six-in-ten (61%) Ward 4 residents agrees that The City does a good job of providing citizens with information about how their property tax dollars are spent, similar to 55% City Wide.



Key Findings:

Customer Service and Communications

Ward 4 residents provide similar measures related to customer service as are seen City Wide.

In Ward 4, overall satisfaction with information received from The City is also consistent with City Wide measures.

- ❖ Six-in-ten Ward 4 residents contacted The City within the past year (61%, similar to 62% City Wide).
- ❖ Eight-in-ten (80%) Ward 4 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service (statistically on par with 74% City Wide).
- ❖ Ward 4 residents are less likely in 2019 to agree that The City responds quickly to requests or concerns (71%, down 10 points from 2018).
- ❖ More than three-quarters of Ward 4 residents (78%) are satisfied with the overall quality of City information and communications, consistent with 75% City Wide.
- ❖ Three-quarters of Ward 4 residents rate The City of Calgary as doing a 'good' or 'very good' job communicating with citizens about its services, programs, policies and plans (75%, on par with 72% City Wide).
- ❖ Just over one-half (55%) of Ward 2 residents feel they have access to 'just the right amount' of information from The City, consistent with 54% City Wide.
 - Slightly less than one-half (42%) of Ward 2 residents state they have access to 'too little' information from The City, similar to 44% City Wide.



Key Findings:

City Reputation and Performance

Overall favourable impressions of The City have declined in Ward 4 since 2018, yet remain consistent with 2019 City Wide measures.

Ward 4 residents display similar satisfaction with City governance as seen City Wide, but satisfaction with City Council and The City of Calgary (including both Council and Administration) has declined since last year.

- ❖ More than one-half (56%) of Ward 4 residents have a favourable impression of The City of Calgary. This is on par with 50% City Wide, but down 13 percentage points from 69% in 2018.
 - Ward 4 residents are notably less likely to have a ‘very’ favourable impression of The City in comparison to 2018 (12% vs. 32% last year).
- ❖ More than one-half (55%) of Ward 4 residents state they trust The City of Calgary, on par with 52% City Wide, and 23% of Ward 4 residents say they distrust The City, identical to 23% City Wide.
 - Distrust in The City has increased among Ward 4 residents since last year (23%, up from 13% in 2018).
- ❖ Ward 4 residents express similar satisfaction levels compared to City Wide for each of the following:
 - City Council (53% satisfied, consistent with 55% City Wide, yet down from 69% in 2018);
 - City of Calgary, including Council and Administration (67% satisfied, on par with 70% City Wide, but decreased from 78% in 2018); and,
 - City Administration (80% satisfied, similar to 79% City Wide).
- ❖ Slightly less than two-thirds of Ward 4 residents (63%) believe that City Council and City Administration work collaboratively, similar to 66% City Wide.

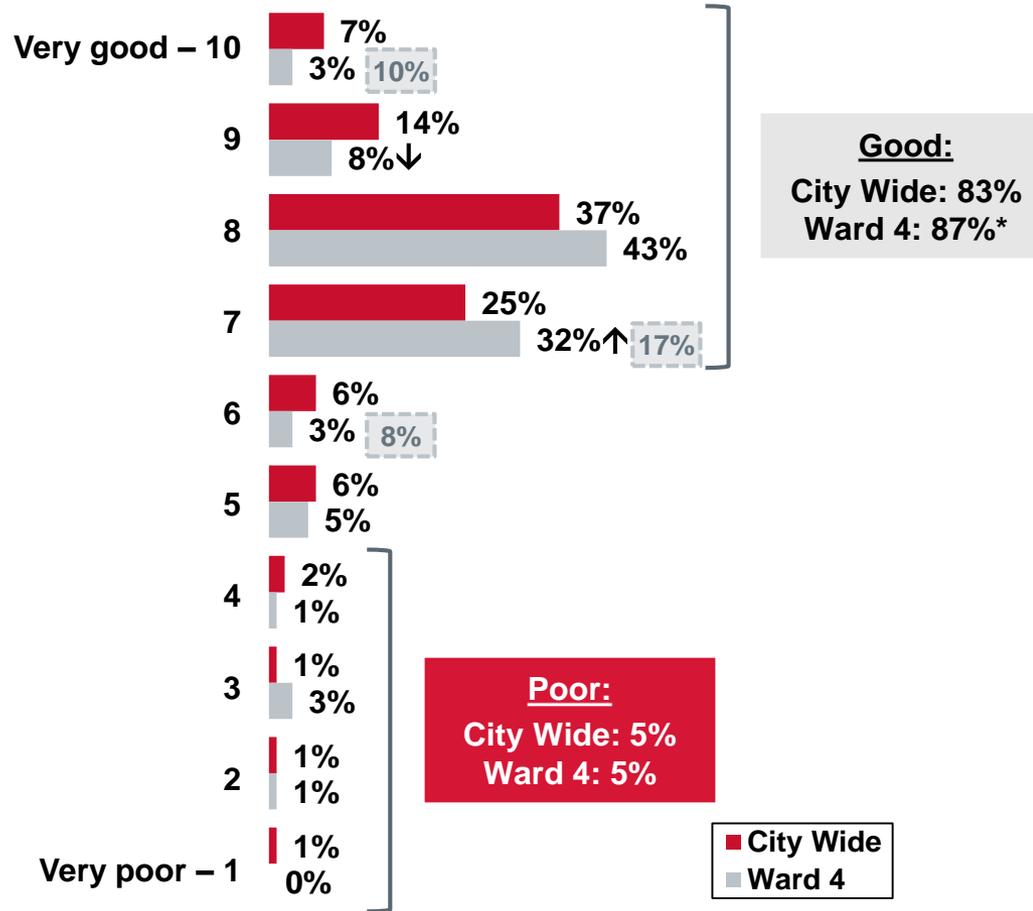


Quality of Life





Overall Quality of Life in Calgary



*Rounding

Ward 4 2018

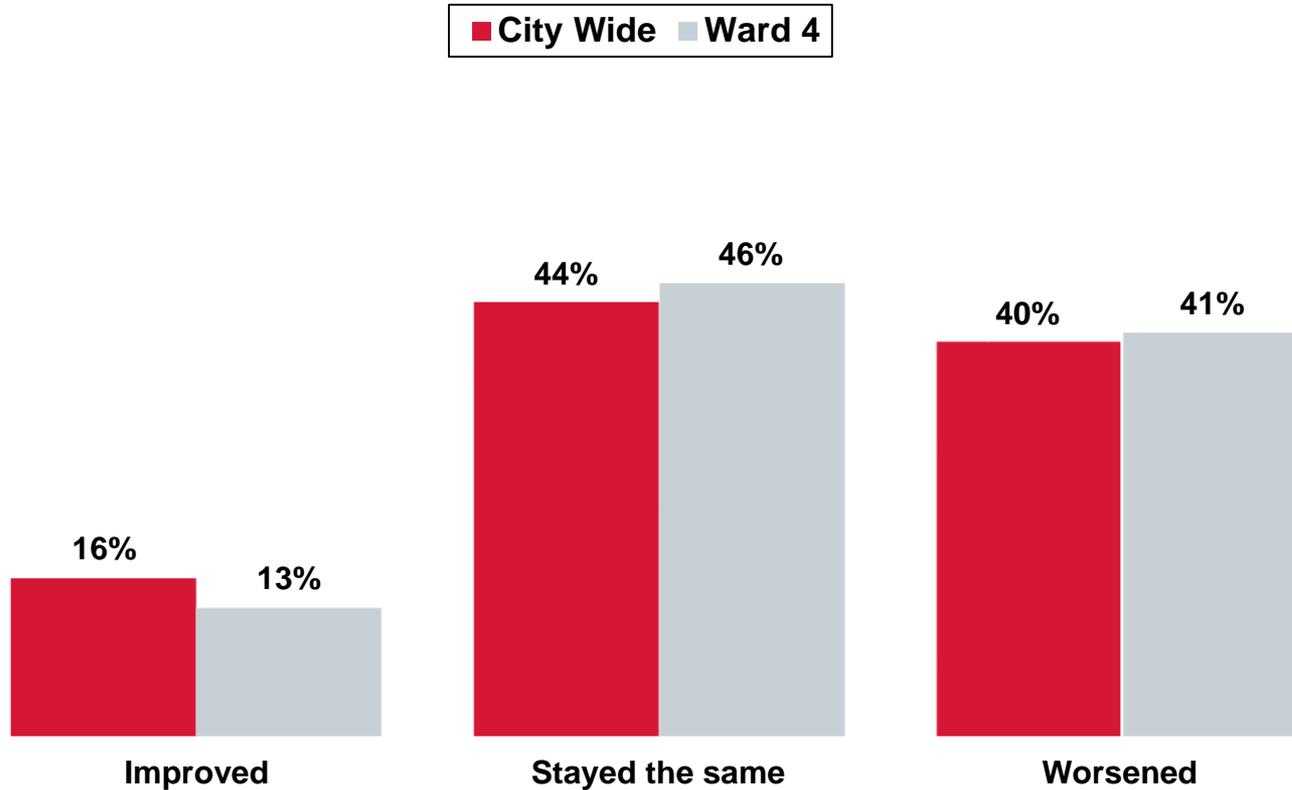
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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

Base: Valid respondents (City Wide: n=2,498 / Ward 4: n=213)



Perceived Change in the Quality of Life

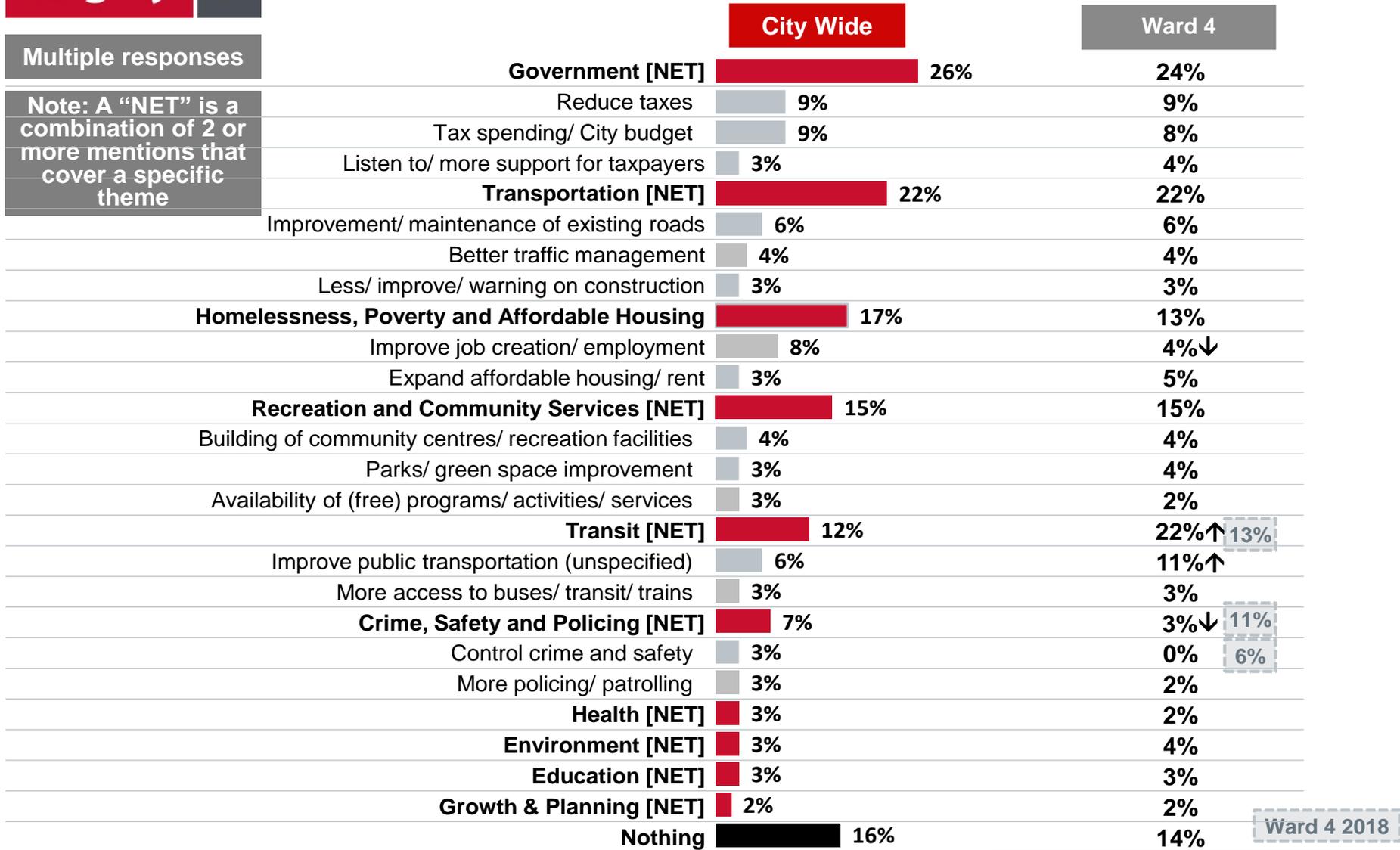


And, do you feel that the quality of life in the city of Calgary in the past three years has ...?

Base: Valid respondents (City Wide: n=2,483 / Ward 4: n=212)



Actions to Improve the Quality of Life



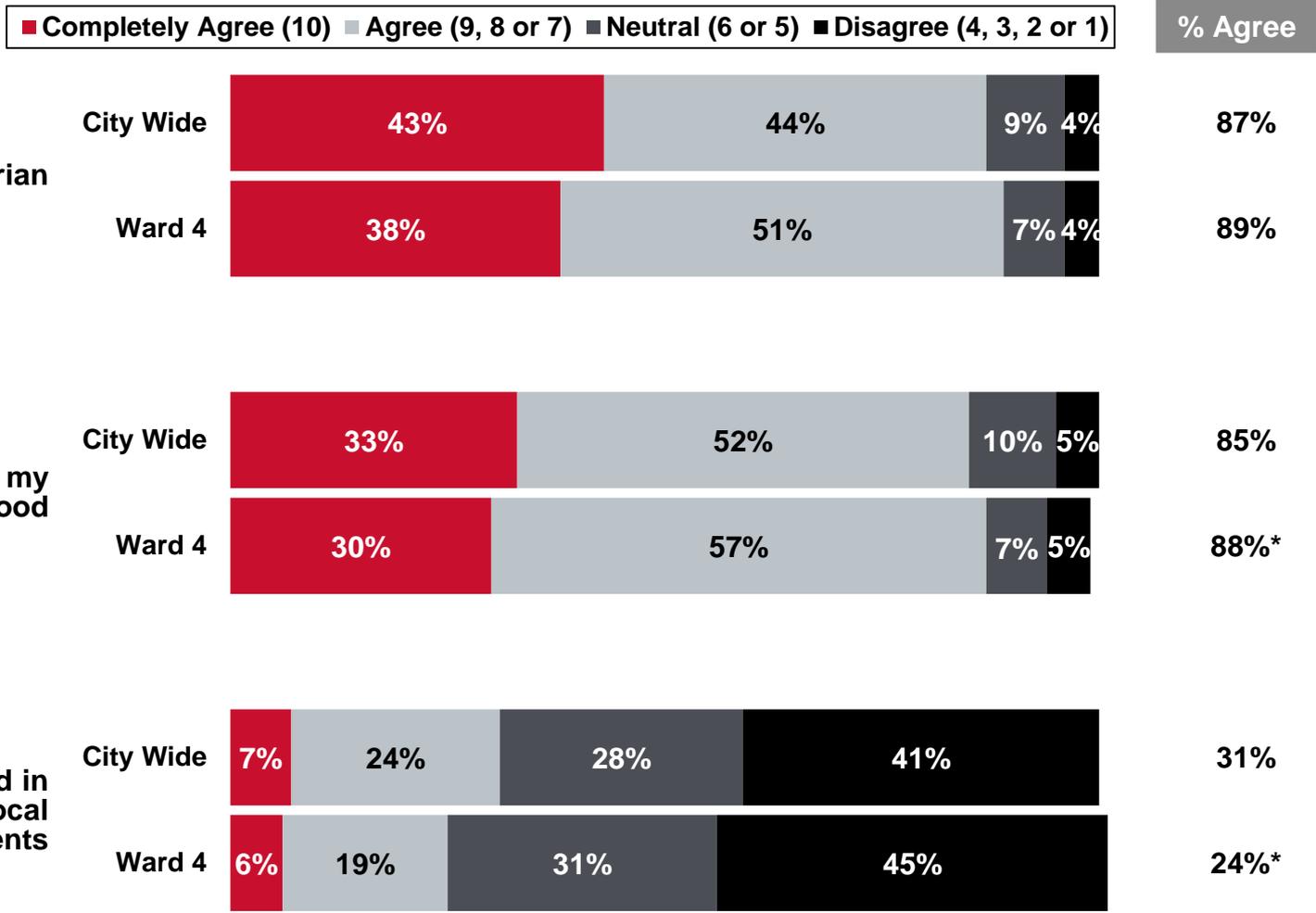
Ward 4 2018

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

Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?
 Base: Valid respondents (City Wide: n=2,331 / Ward 4: n=191)



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)

*Rounding

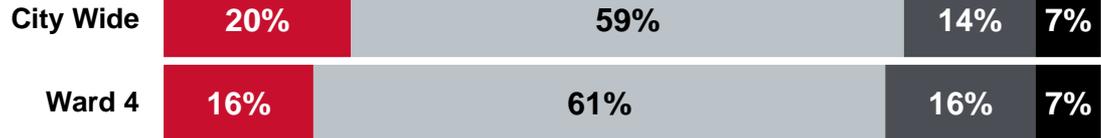


Sustainability: Making a Life and Living, Inclusivity and Direction for the Future

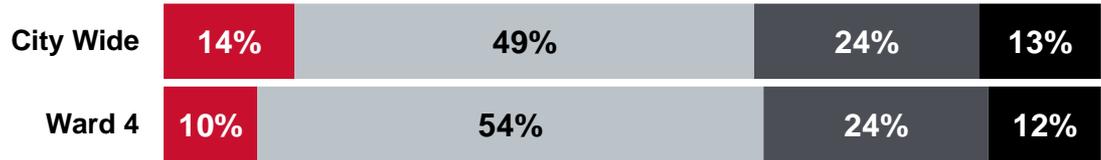
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

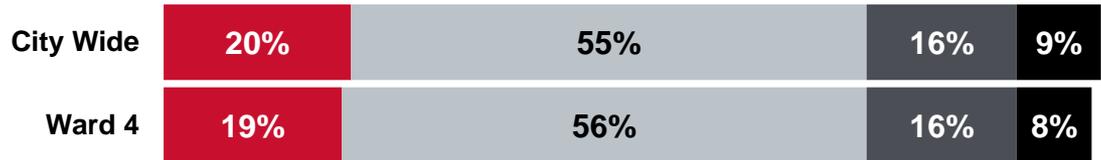
Calgary is a great place to make a life



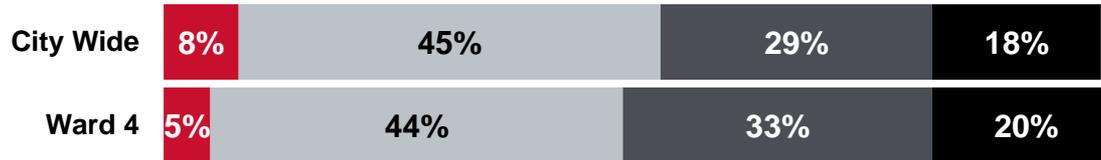
Calgary is a great place to make a living



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



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



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

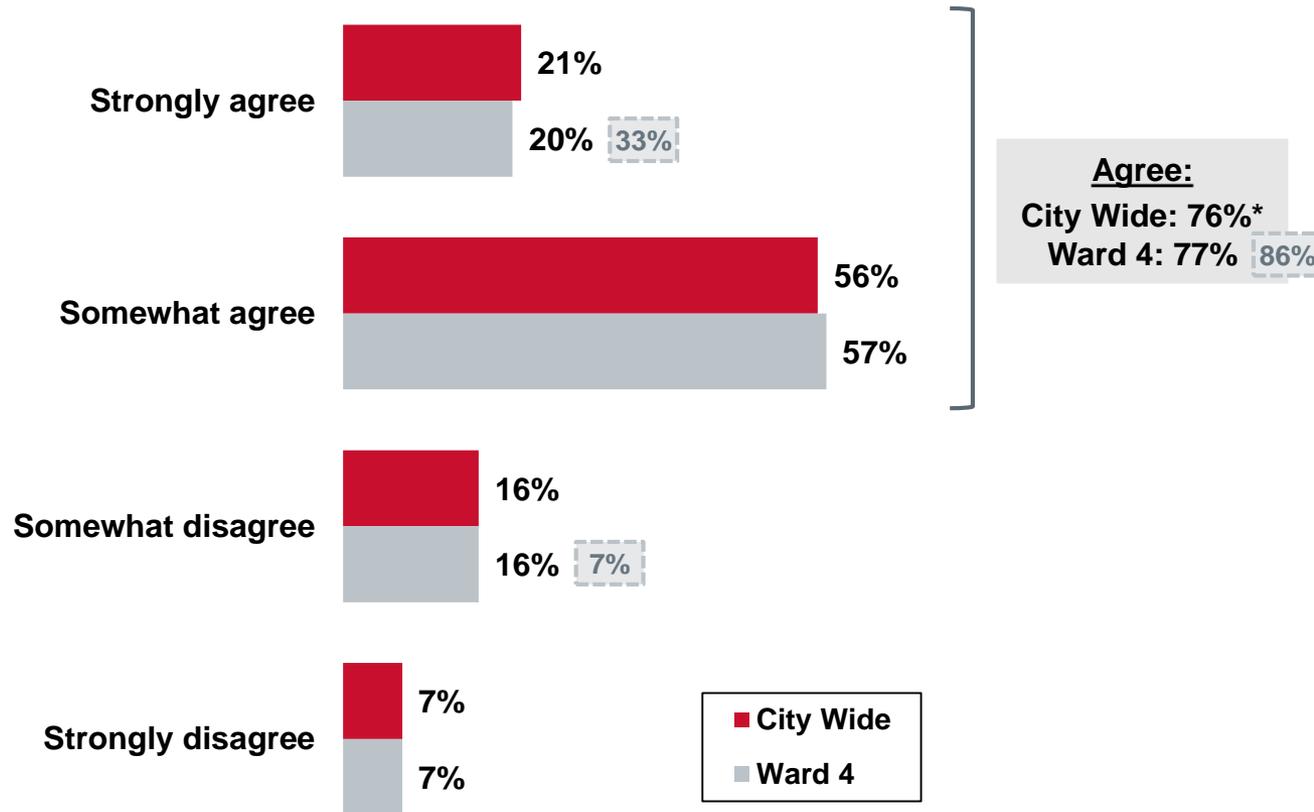
Base: Valid respondents (Bases vary)

*Rounding

Ward 4 2018



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.

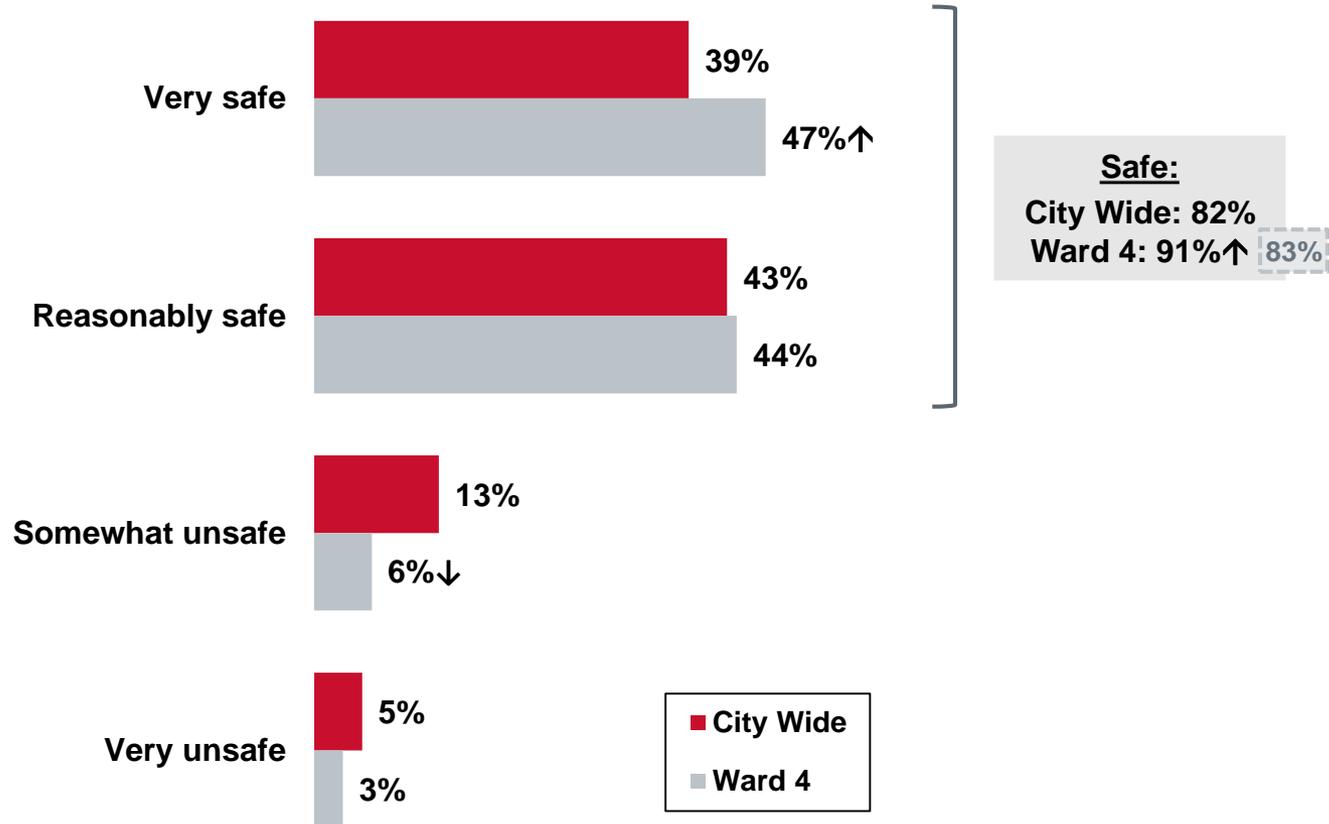
Base: Valid respondents (City Wide: n=2,485 / Ward 4: n=211)

*Rounding

Ward 4 2018



Perceived Safety in Own Neighbourhood



Ward 4 2018

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

How safe do you feel or would you feel walking alone in your neighbourhood after dark?
 Base: Valid respondents (City Wide: n=2,497 / Ward 4: n=214)



Issue Agenda





Issue Agenda

City Wide

Ward 4

■ First Mention ■ Other Mentions

Multiple responses

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

Issue	City Wide (First)	City Wide (Other)	City Wide (NET)	Ward 4
Infrastructure, Traffic & Roads [NET]	24%	11%	35%	30% 45%
Traffic congestion	5%	7%		4% 11%
Road conditions	4%	7%		8%
Infrastructure maintenance	5%	6%		10%↑
(Lack of) snow removal	4%	5%		2%↓ 8%
Roads (unspecified)	4%	5%		8%
Too much/poorly planned/delayed road construction	3%	5%		1%↓
Transit [NET]	12%	5%	17%	20%
Public Transportation (incl. buses/ C-train/ poor service)	6%	8%		11%
Transportation (unspecified)	4%	6%		5% 12%
Transit system improvements	4%	6%		7% 0%
Crime, Safety & Policing [NET]	10%	5%	15%	10%
Breaking and entering/gangs/drugs	6%	9%		5%
Public safety	4%	6%		5%
Budget & Spending [NET]	8%	11%		16% ↑ 6%
Taxes [NET]	8%	11%		12%
Economy [NET]	6%	8%		8%
Education [NET]	5%	8%		6%
Recreation [NET]	4%	7%		13% ↑
Environment and Waste Management [NET]	4%	7%		7%
Growth and Planning [NET]	4%	5%		4% 10%
Homelessness, Poverty & Affordable Housing [NET]	4%	4%		4%
Healthcare [NET]	4%	4%		5% 0%
None	11%			12%

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

Ward 4 2018

NET mentions of <4% are not shown

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

Base: Valid respondents (City Wide: n=2,422 / Ward 4: n=205)

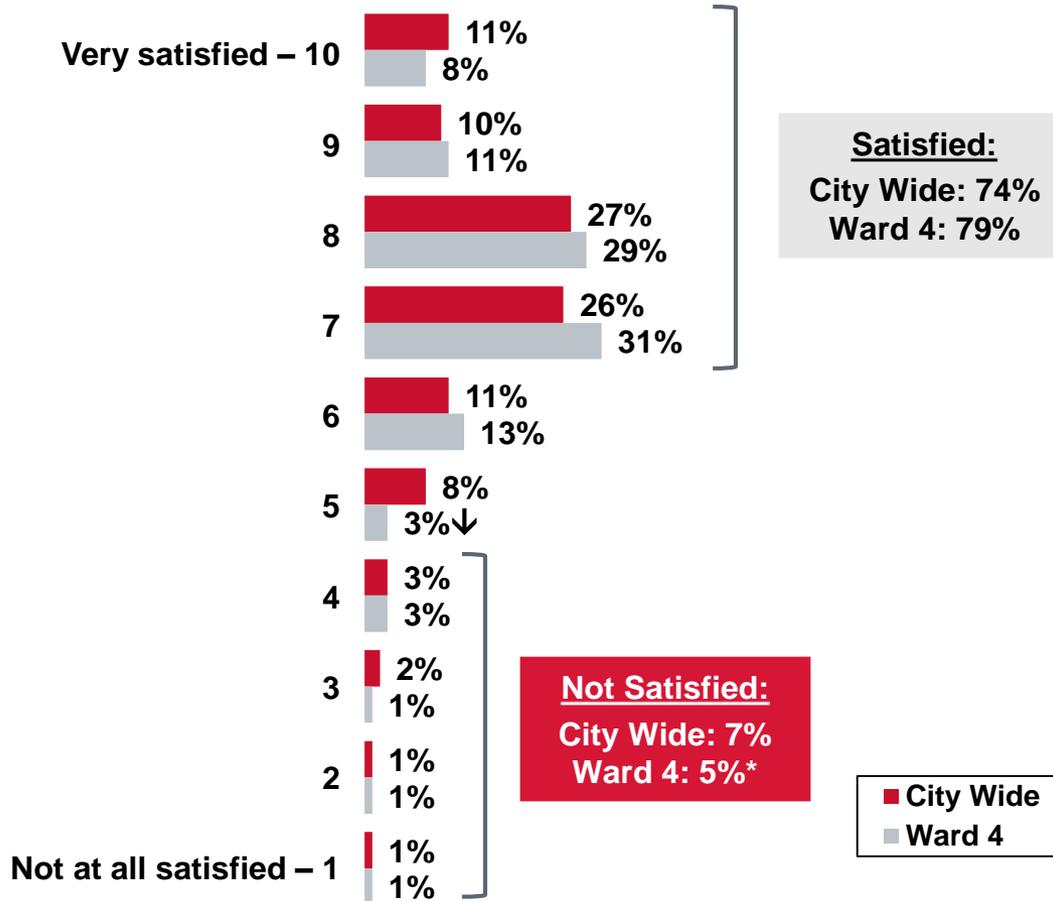


City Programs and Services





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



*Rounding

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

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

Base: Valid respondents (City Wide: n=2,487 / Ward 4: n=209)



Importance of City Programs and Services

% Important

■ Very important ■ Somewhat important



*Rounding

Ward 4 2018

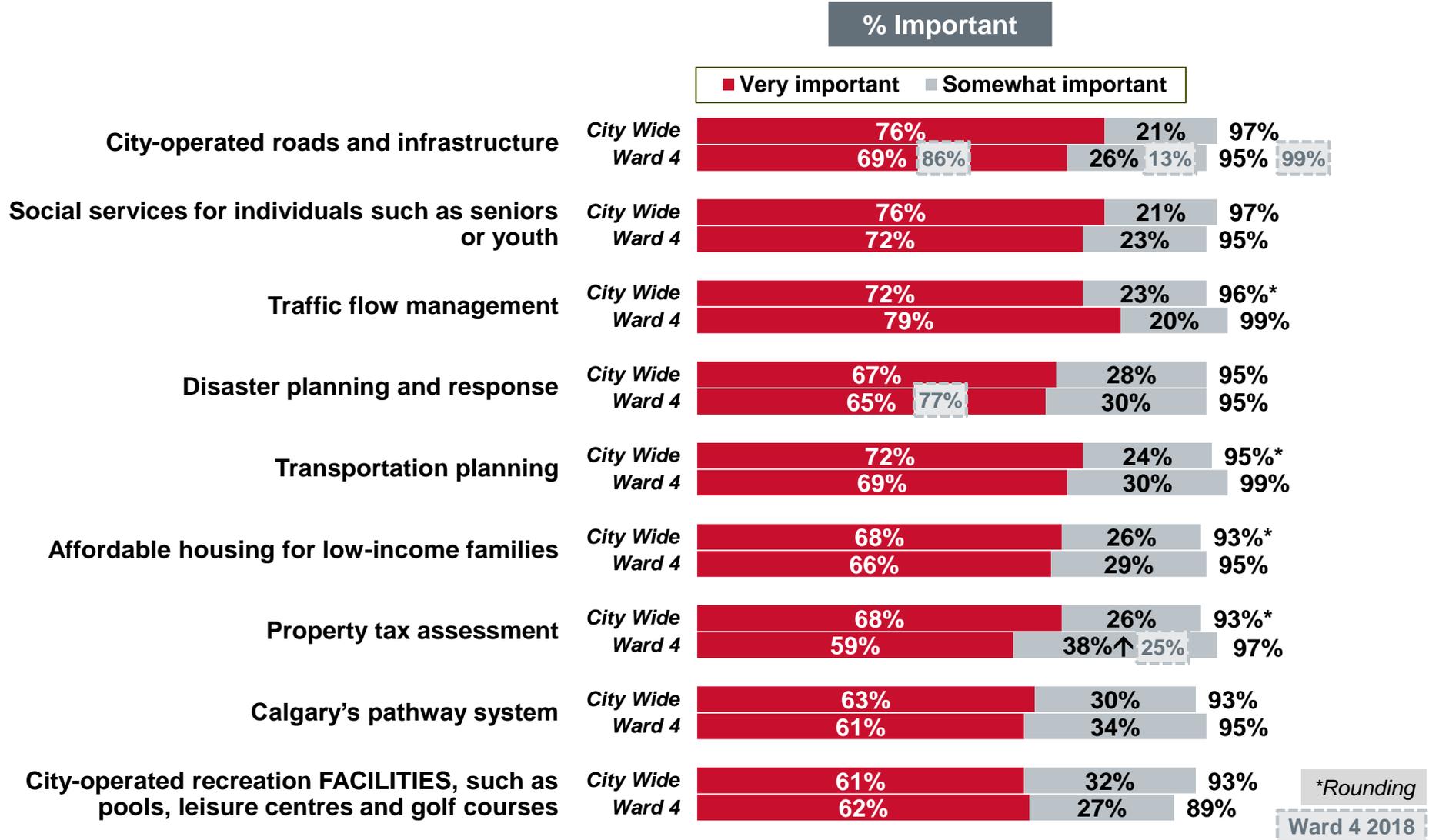
Data labels of ≤3% not shown

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)



*Rounding

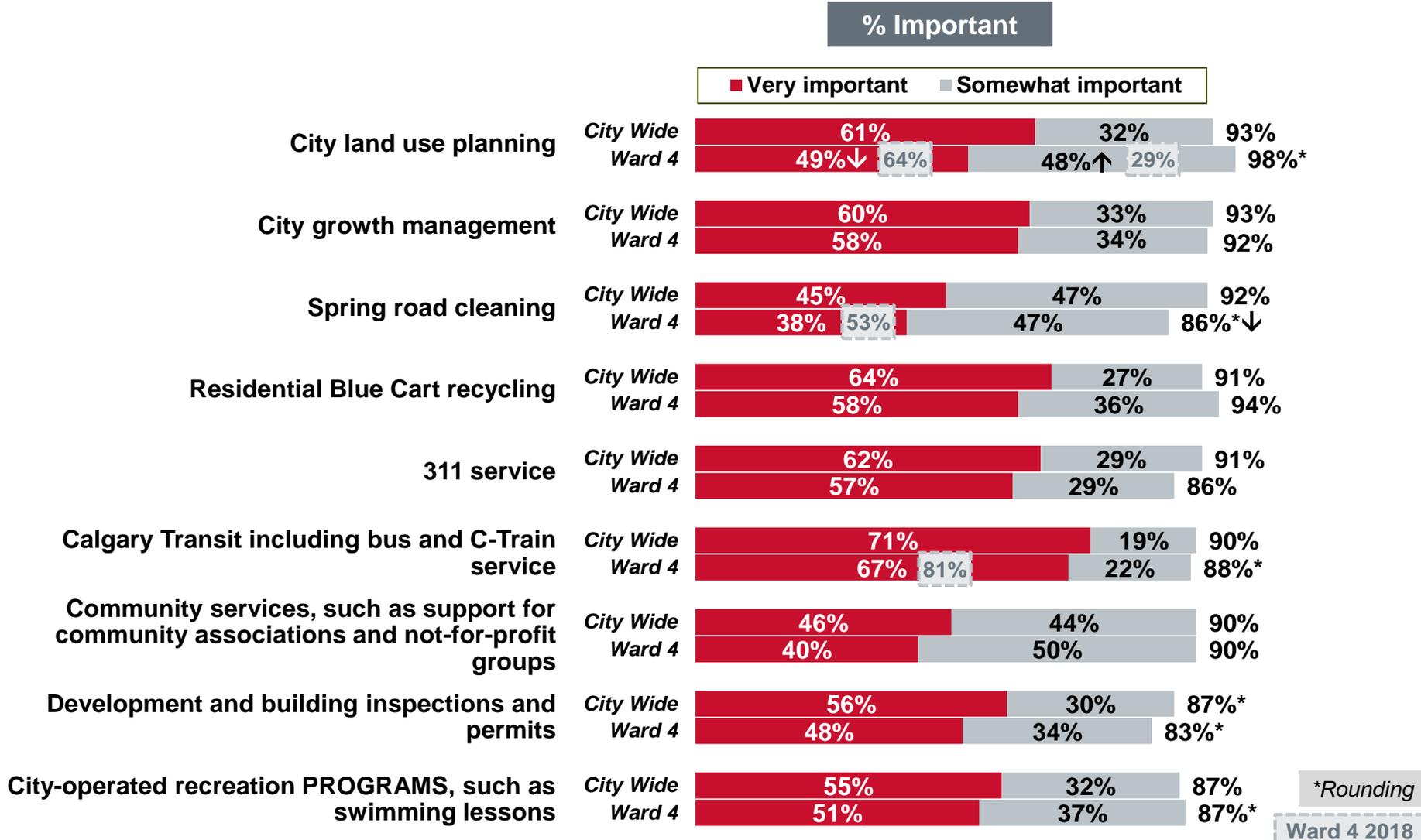
Ward 4 2018

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

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)



Importance of City Programs and Services (continued)



*Rounding

Ward 4 2018

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

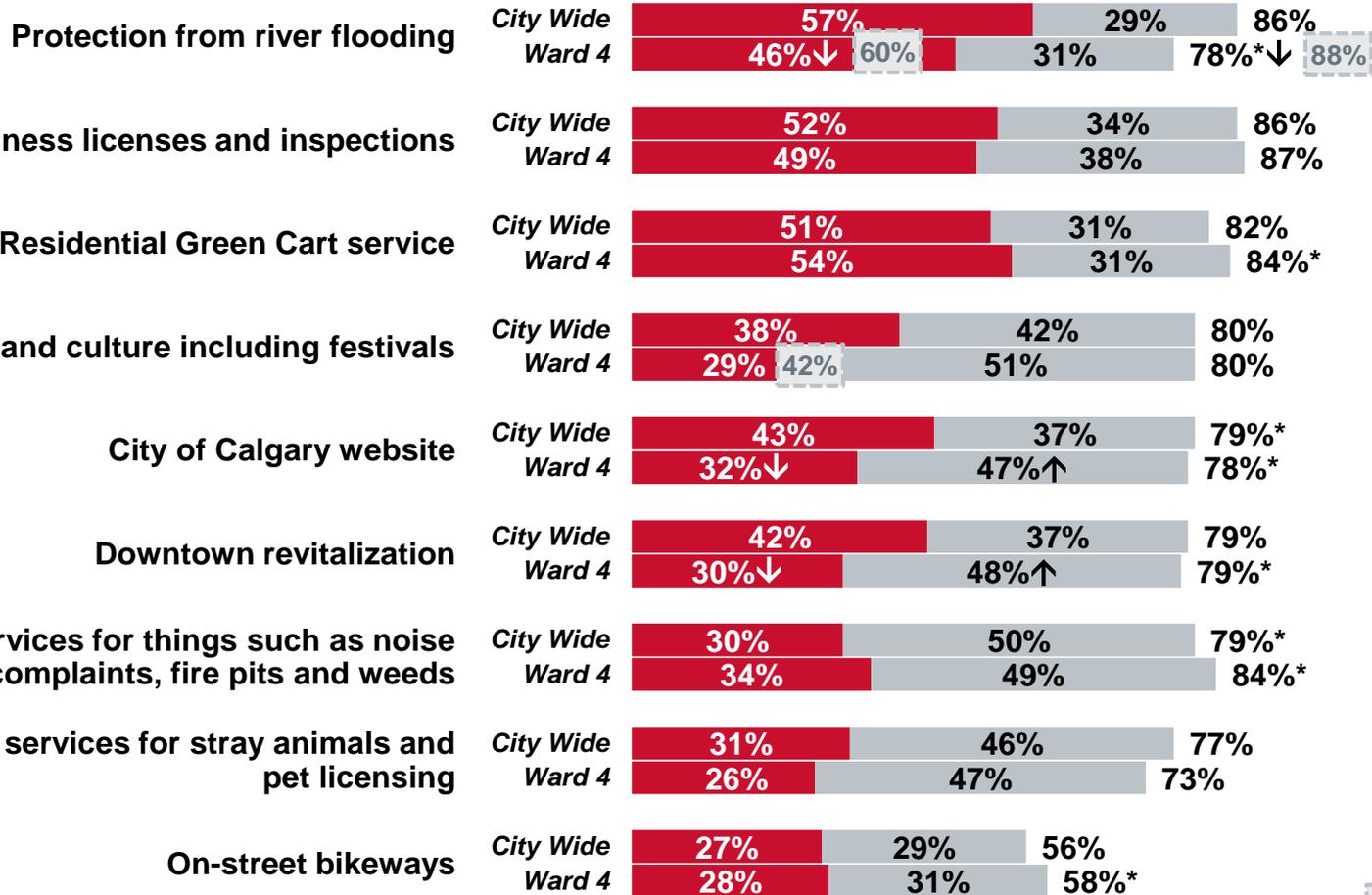
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)



Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



*Rounding

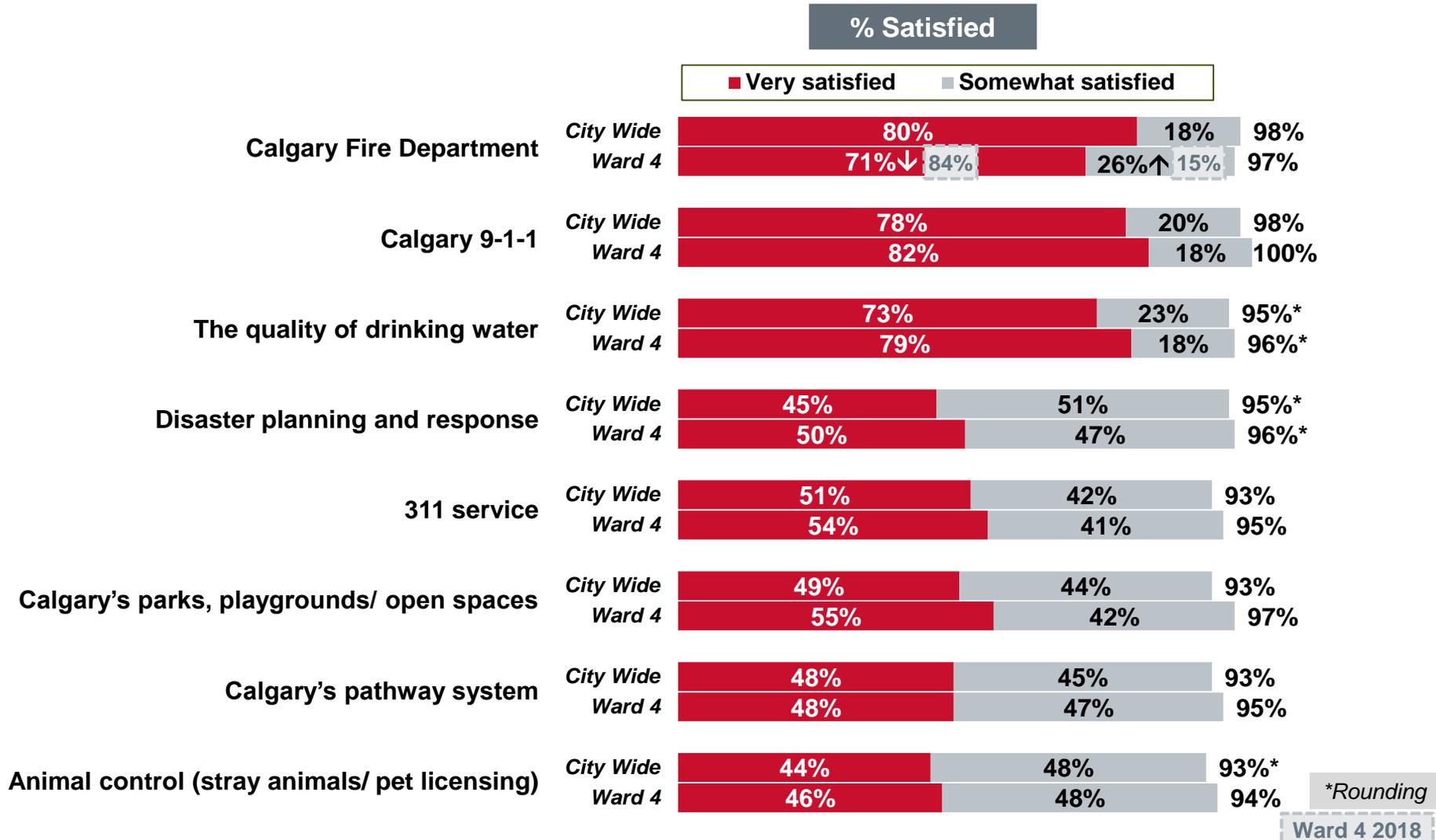
Ward 4 2018

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

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services

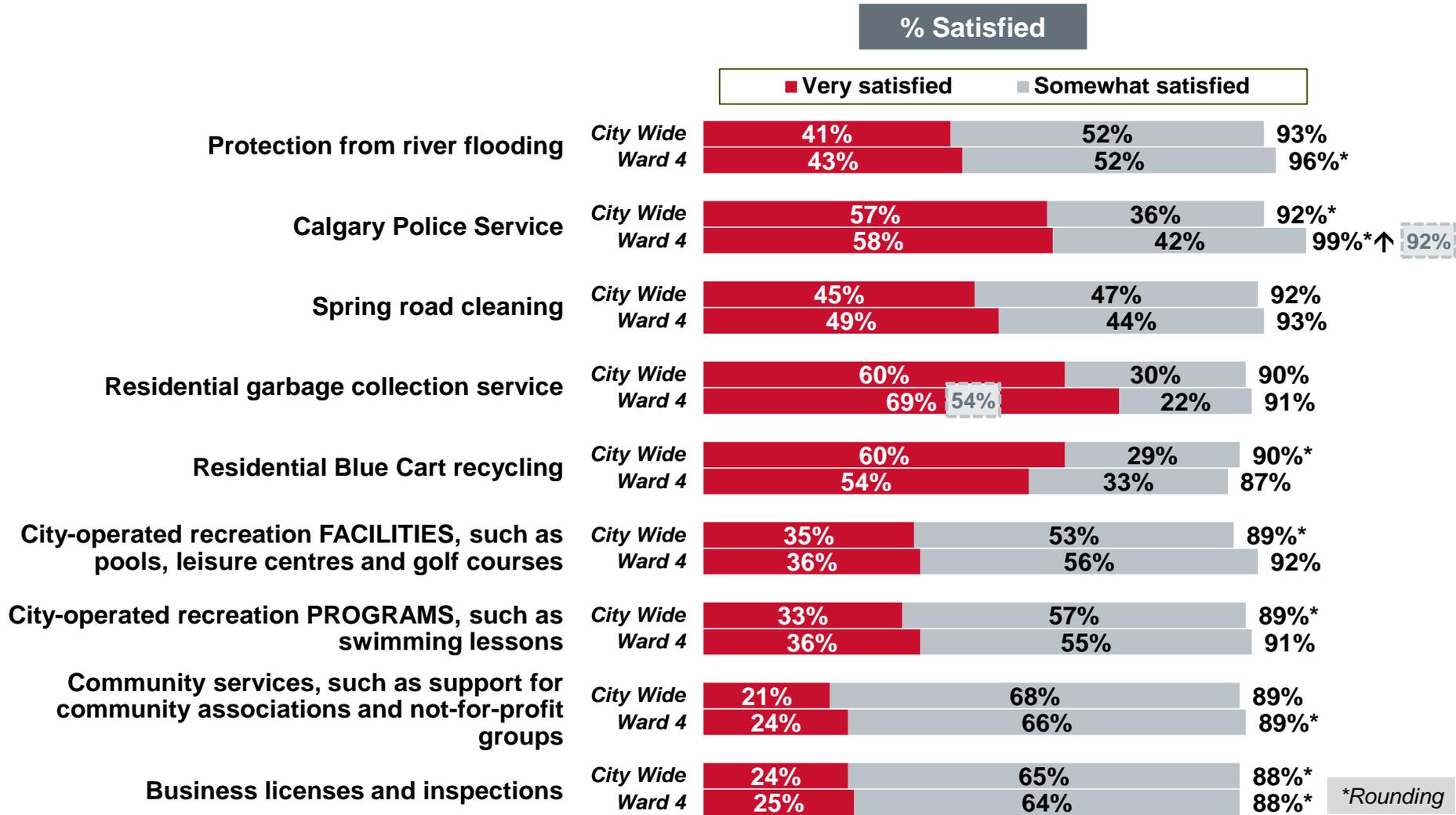


↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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



Satisfaction with City Programs and Services (continued)



*Rounding

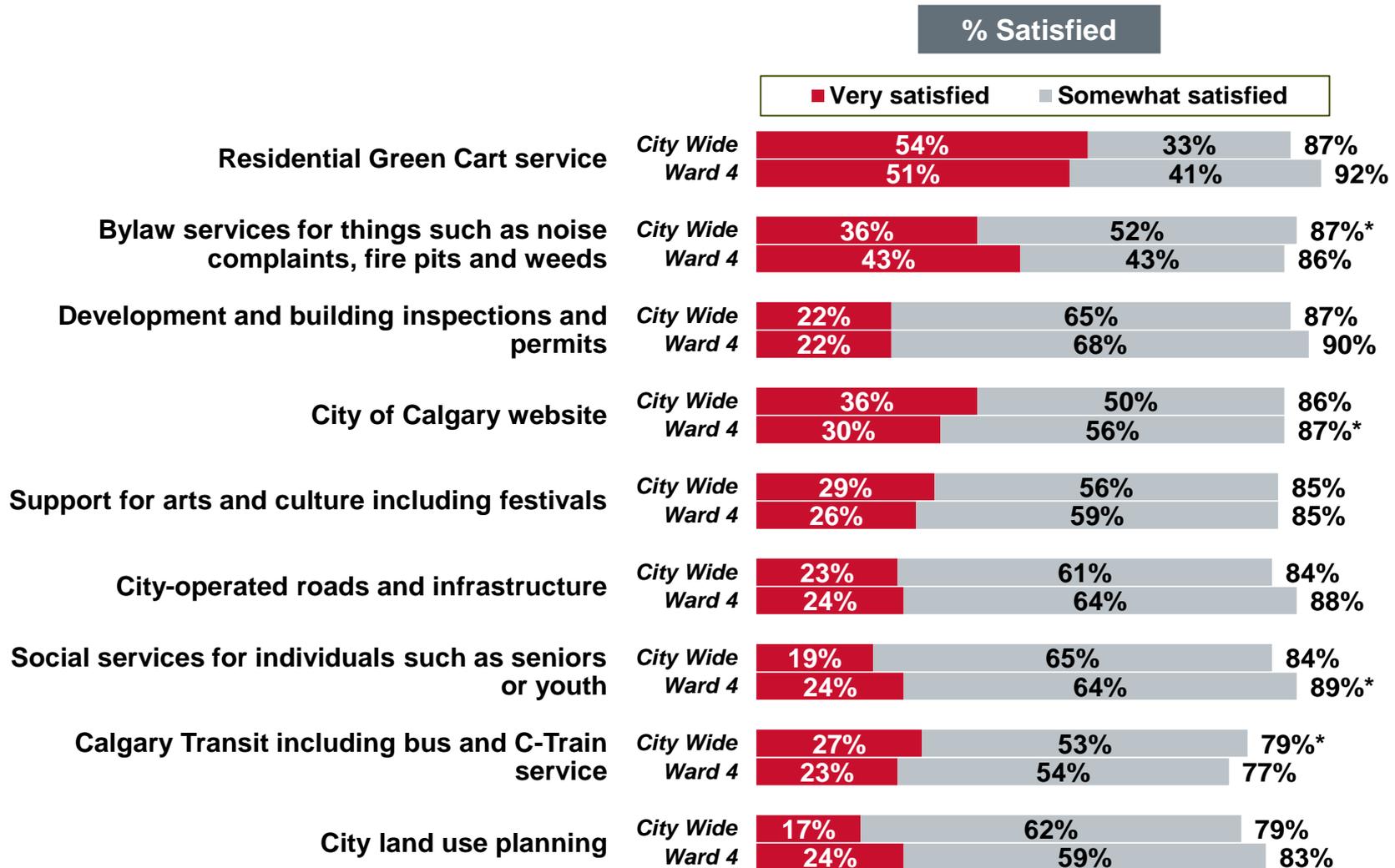
Ward 4 2018

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

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



Satisfaction with City Programs and Services (continued)

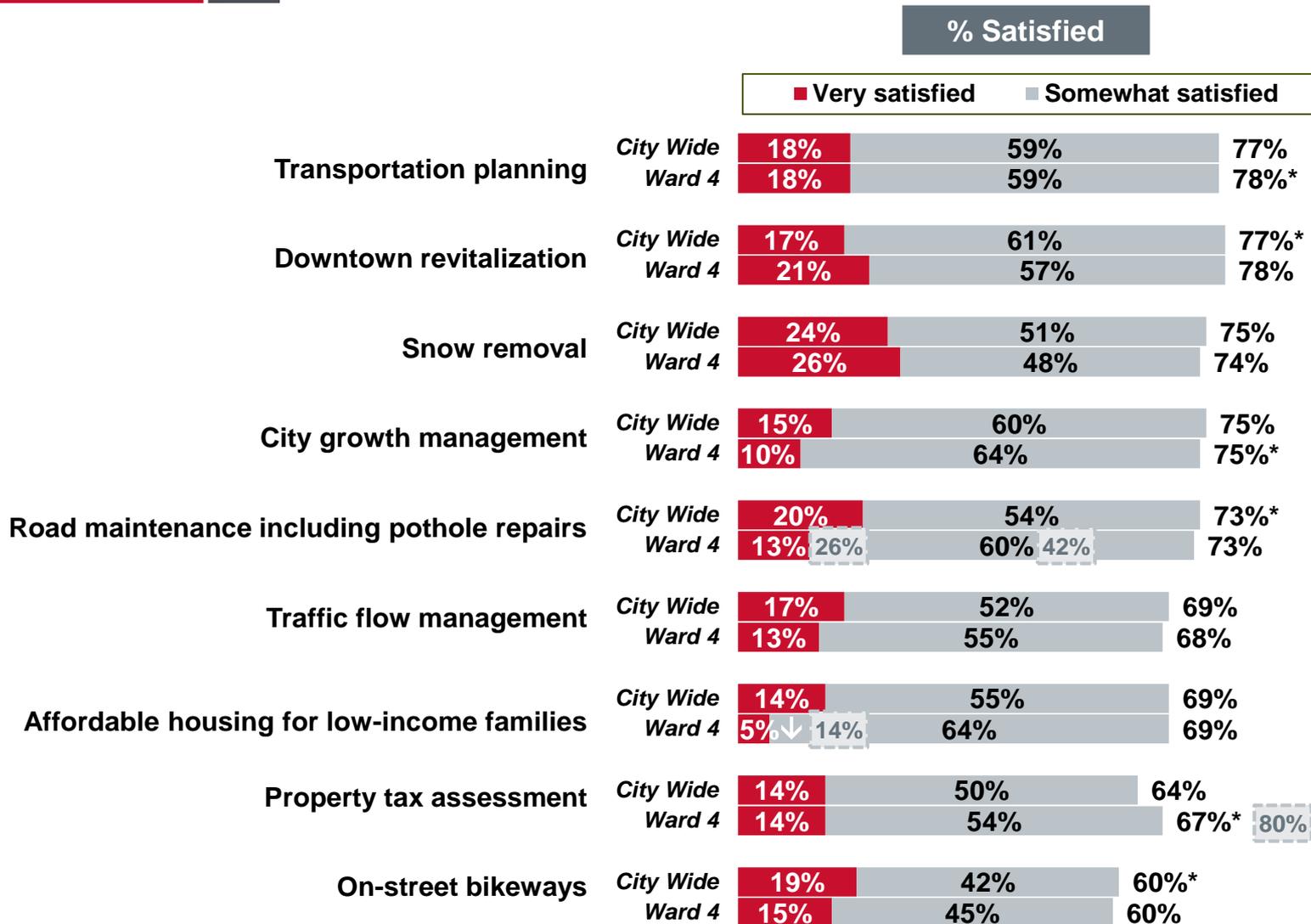


*Rounding

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



Satisfaction with City Programs and Services (continued)



*Rounding

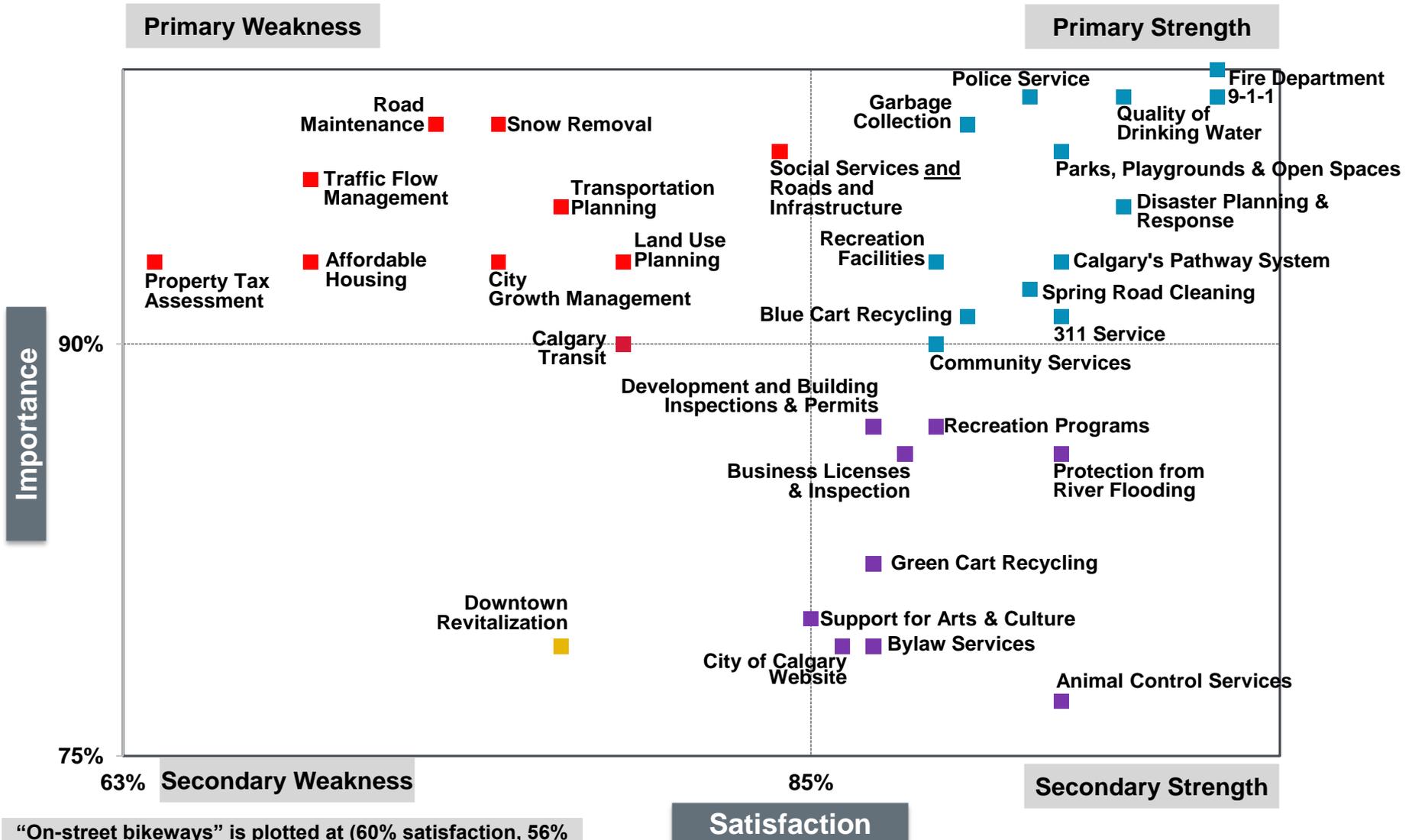
Ward 4 2018

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

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



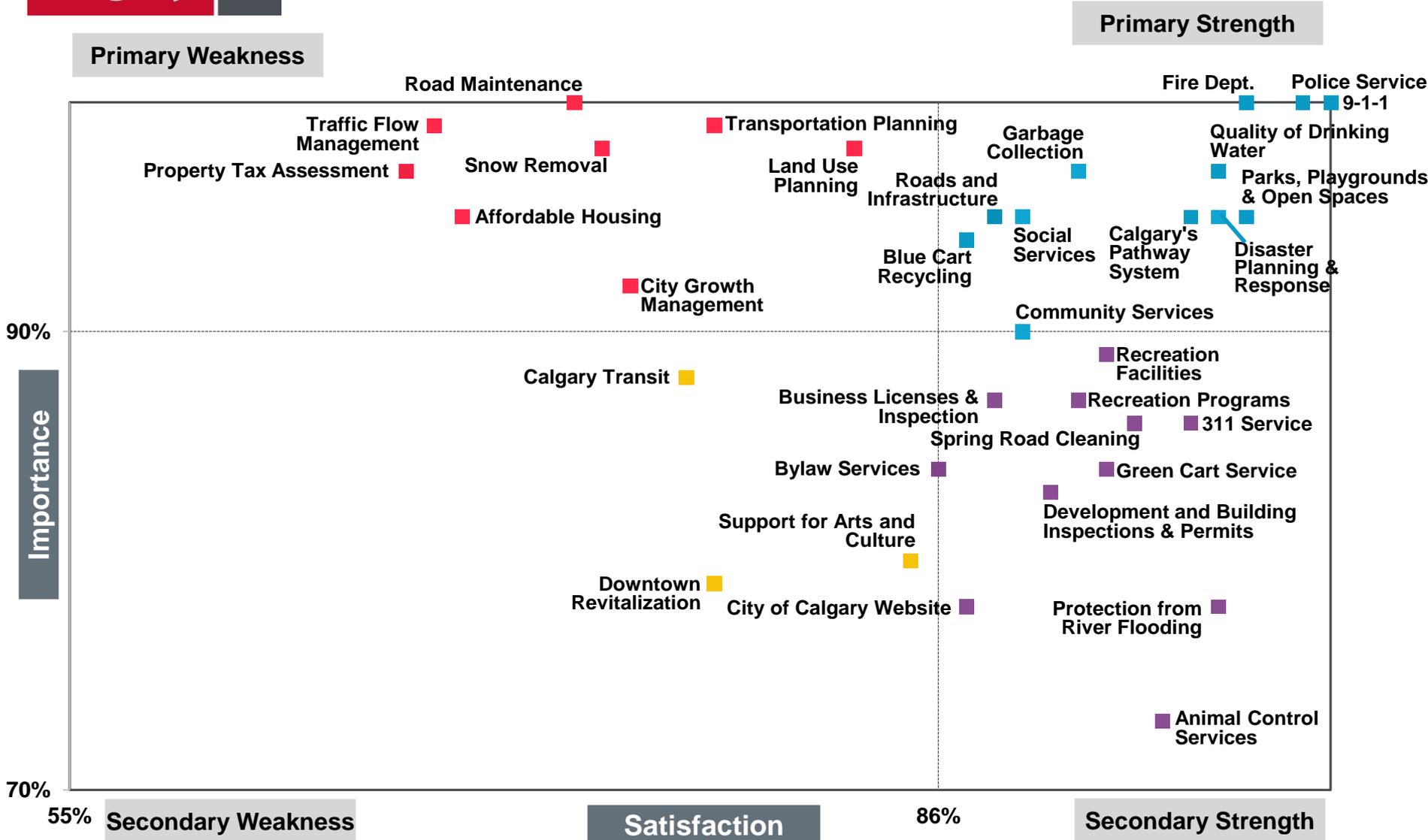
Importance vs. Satisfaction Grid: City Wide



“On-street bikeways” is plotted at (60% satisfaction, 56% importance) and is not illustrated on this graph.



Importance vs. Satisfaction Grid: Ward 4



“On-street bikeways” (60% satisfaction, 58% importance) is not illustrated on this graph.



Primary Strengths and Weaknesses: City Wide versus Ward 4

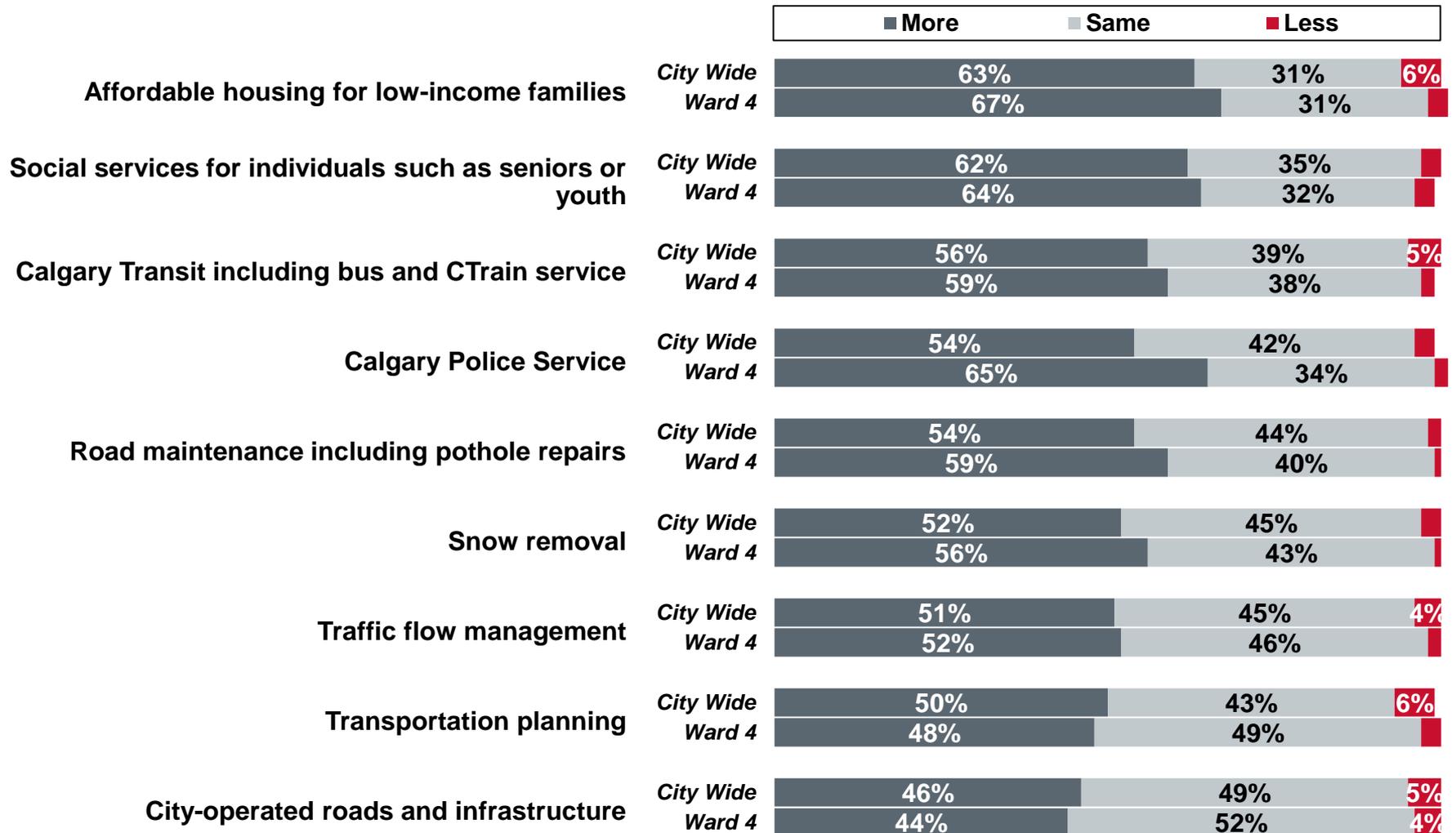
Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.

Primary Strength
Primary Weakness
Neither (in another quadrant)

	City Wide	Ward 4
Fire Department	Blue	Blue
9-1-1	Blue	Blue
Quality of Drinking Water	Blue	Blue
Parks, Playgrounds and Open Spaces	Blue	Blue
Disaster Planning and response	Blue	Blue
Police Service	Blue	Blue
Calgary's Pathway System	Blue	Blue
Spring Road Cleaning	Blue	White
Blue Cart Recycling	Blue	Blue
Residential Garbage Collection	Blue	Blue
Recreation Facilities	Blue	White
311 service	Blue	Blue
Community Services	Blue	Blue
Social Services	Red	Blue
Road Maintenance	Red	Red
Snow Removal	Red	Red
Traffic Flow Management	Red	Red
Affordable Housing	Red	Red
Property Tax Assessment	Red	Red
Transportation Planning	Red	Red
Roads and Infrastructure	Red	Blue
Calgary Transit	Red	White
City Growth Management	Red	Red
Land Use Planning	Red	Red



Investment in City Programs and Services



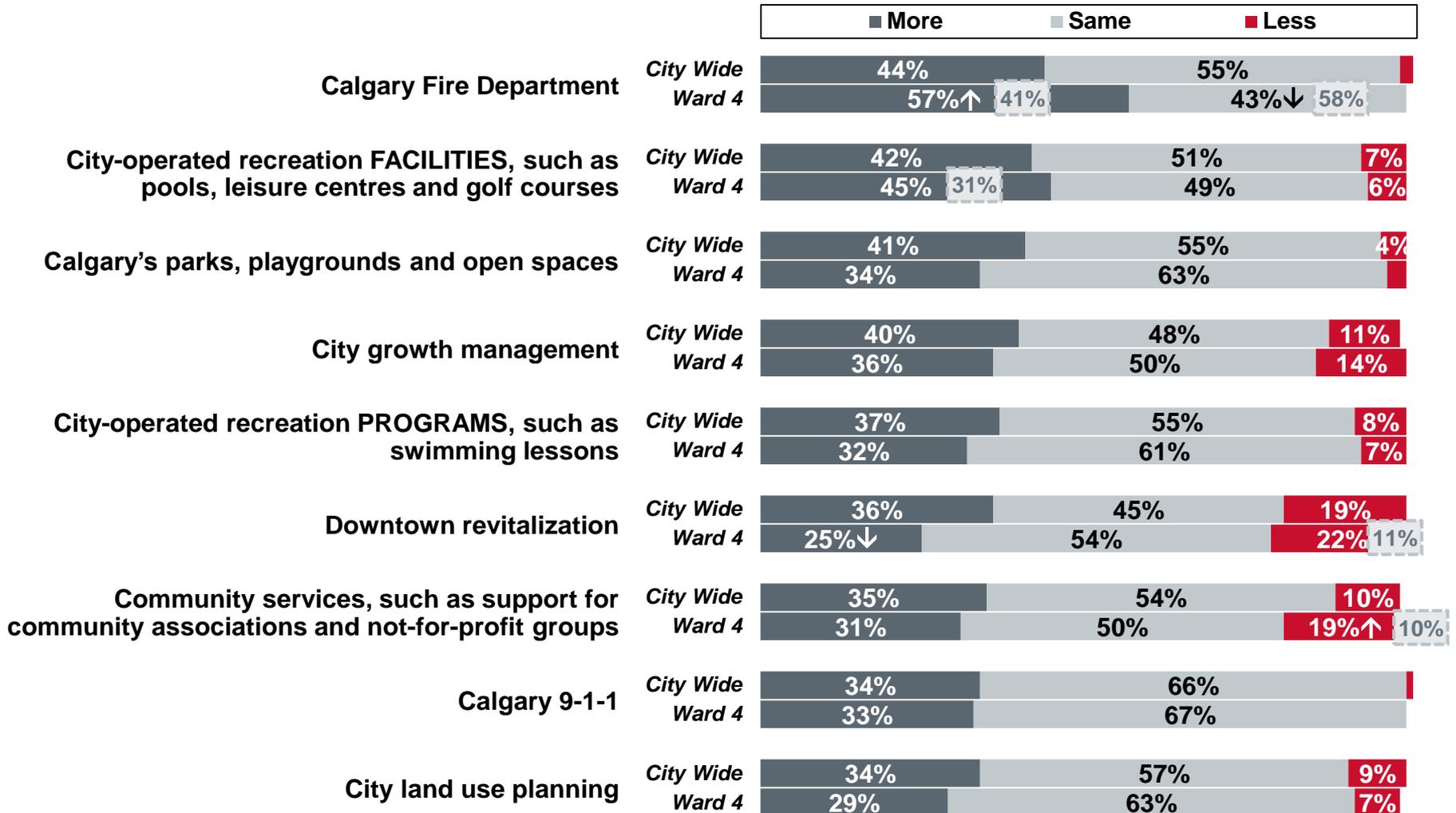
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.
 Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

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



Investment in City Programs and Services (continued)



Ward 4 2018

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

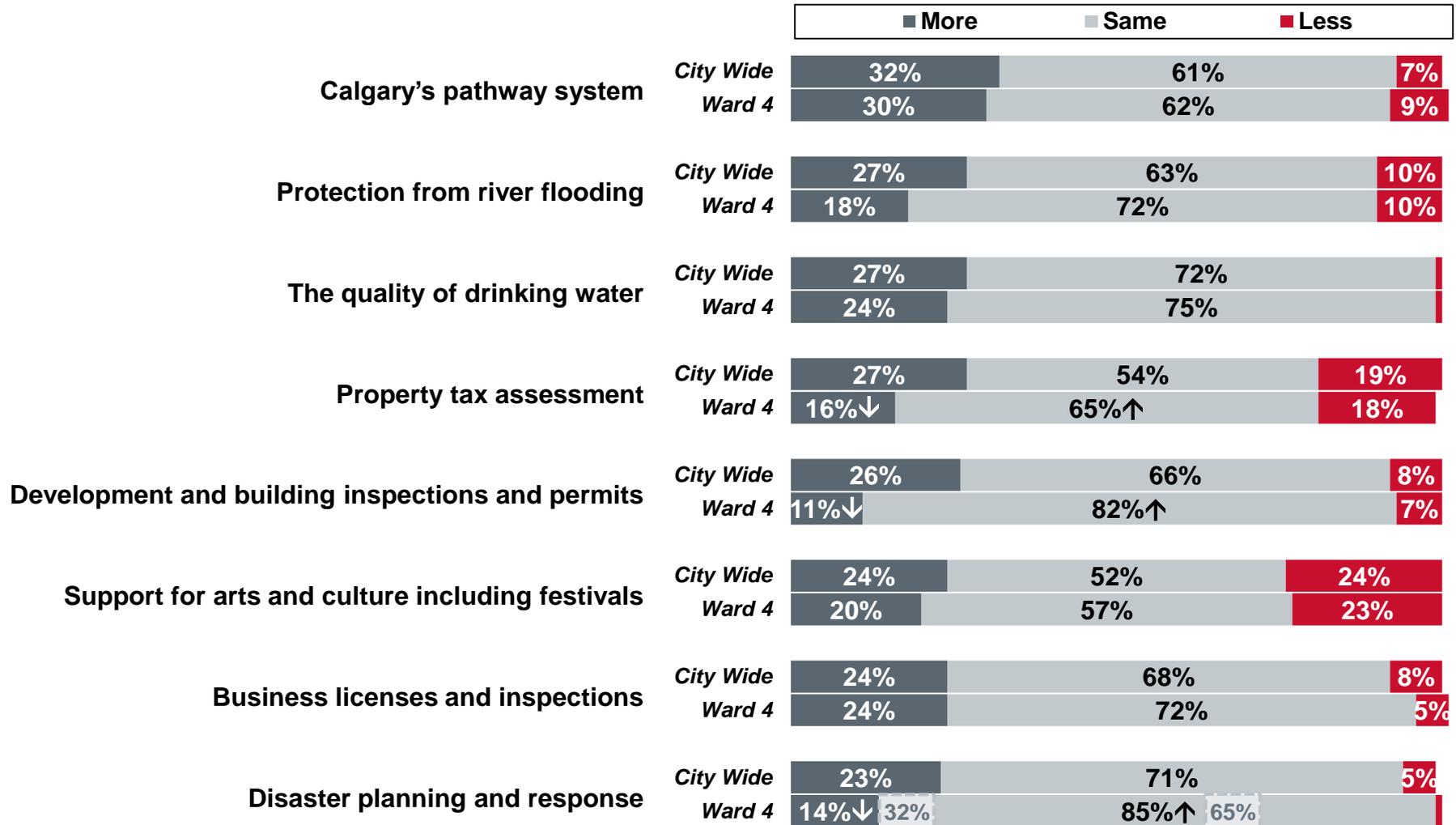
Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

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



Investment in City Programs and Services (continued)



Ward 4 2018

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

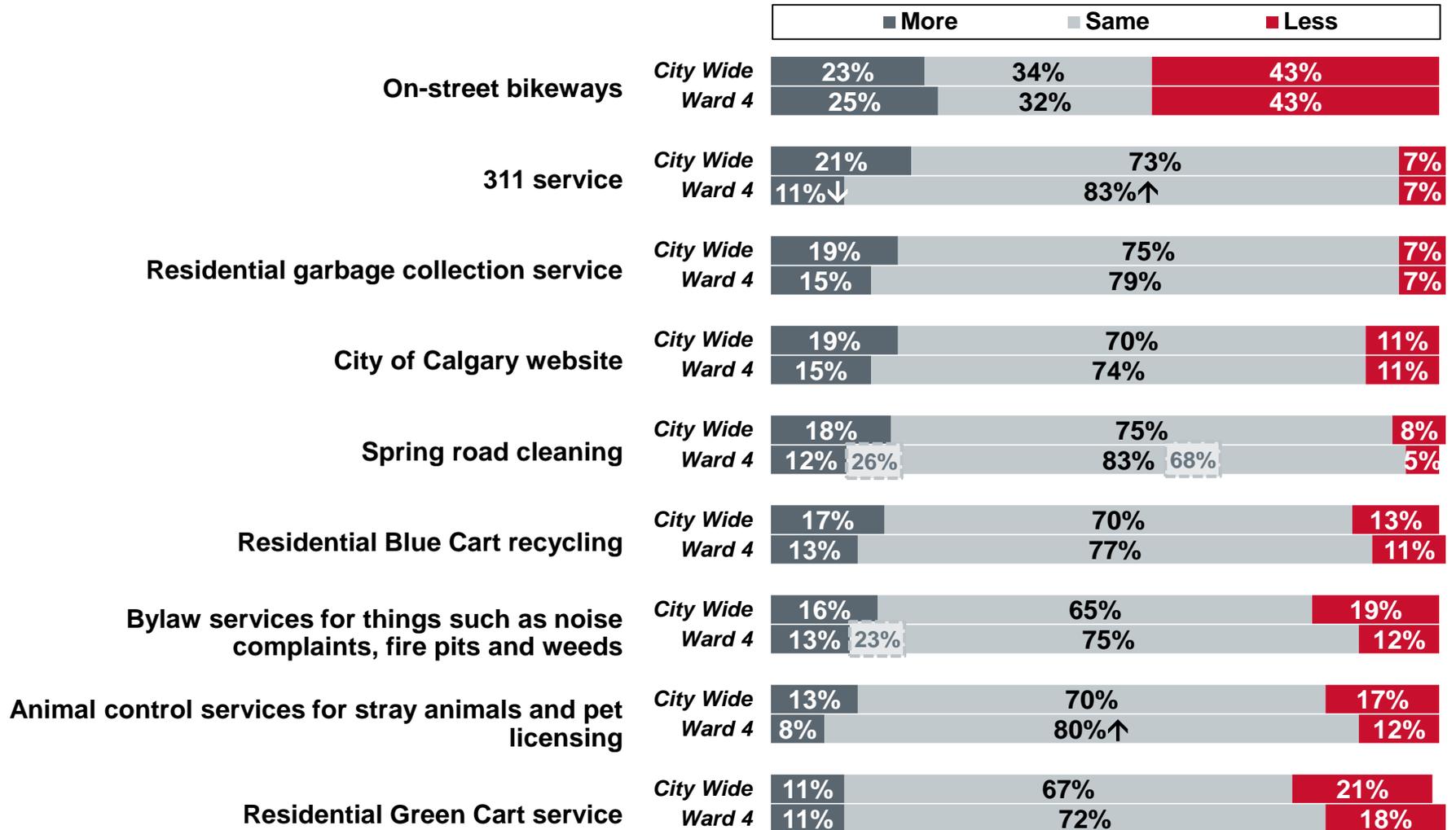
Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

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



Investment in City Programs and Services (continued)



Ward 4 2018

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

Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

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

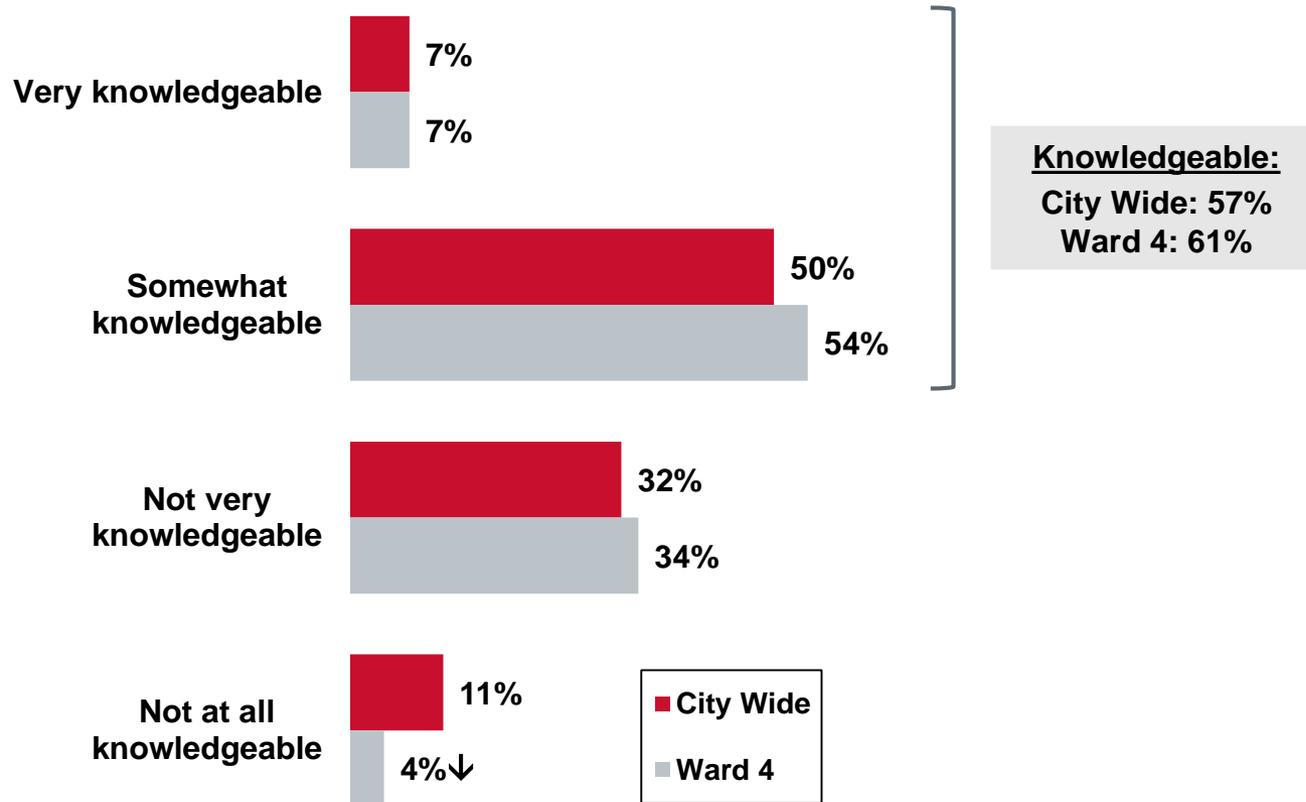


Taxation





Knowledge Levels of Tax Dollar Spending



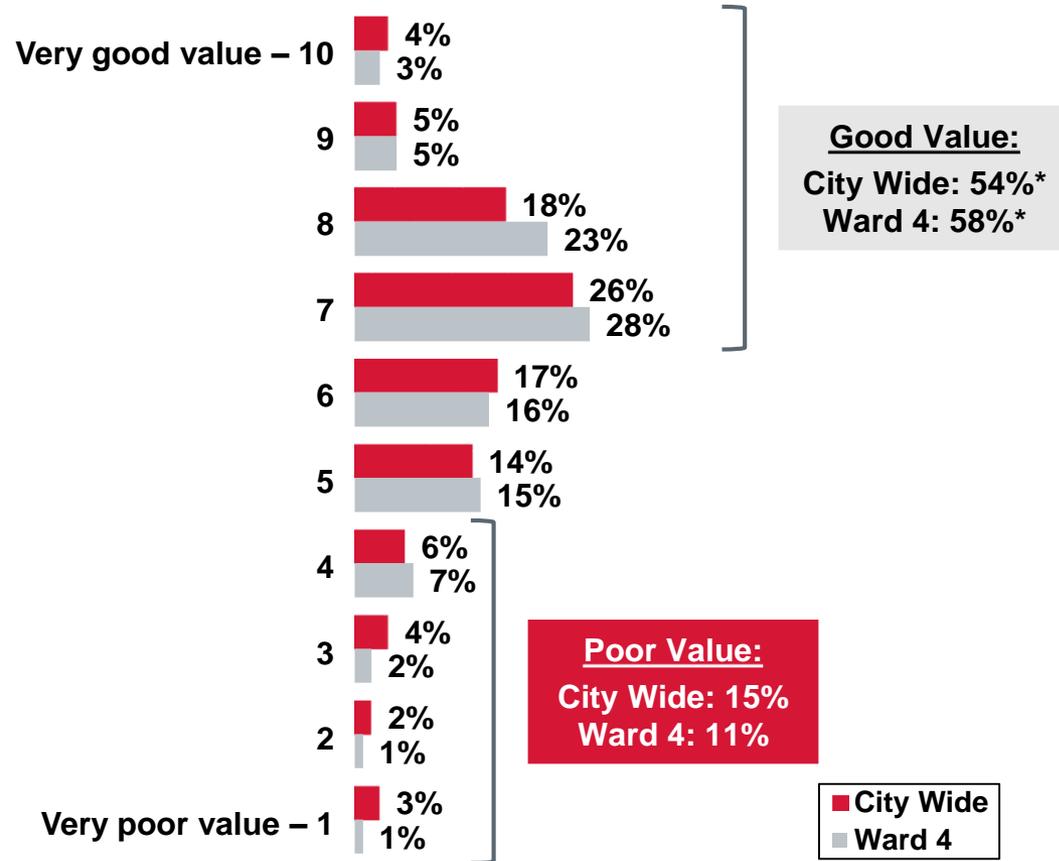
Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,490 / Ward 4: n=214)

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



Perceived Value of Property Taxes



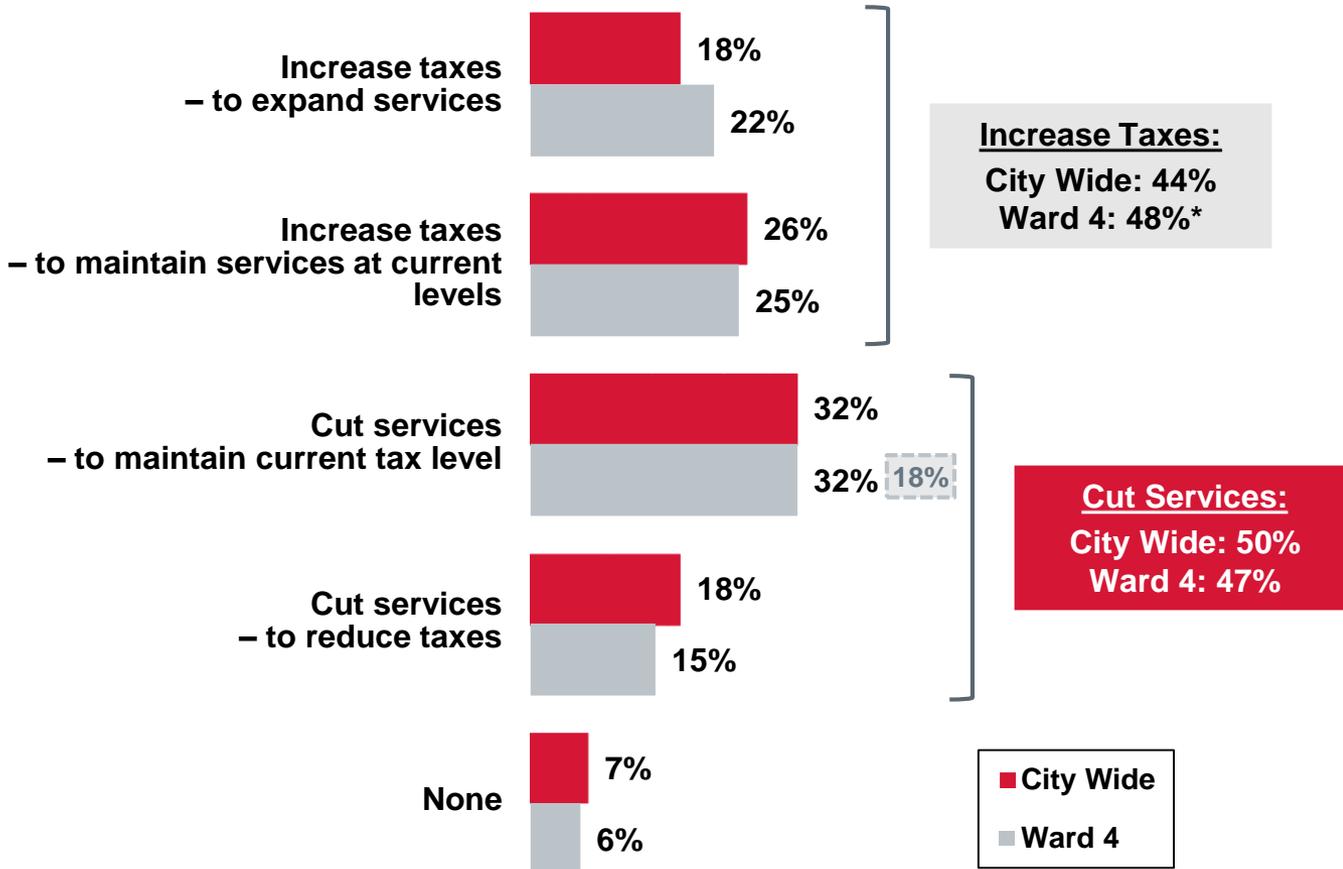
Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars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

Base: Valid respondents (City Wide: n=2,450 / Ward 4: n=210)

*Rounding



Balancing Taxation and Service Delivery Levels



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

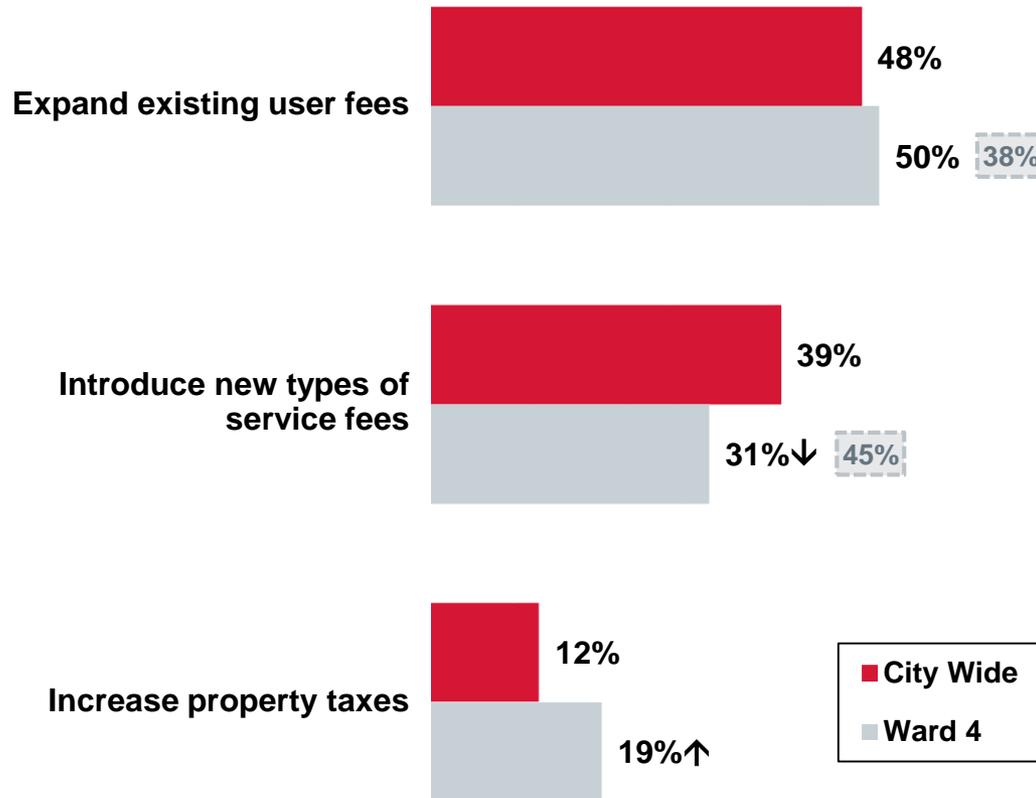
Base: Valid respondents (City Wide: n=2,452 / Ward 4: n=212)

*Rounding

Ward 4 2018



Options for Increasing City Revenue



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

Base: Valid respondents (City Wide: n=2,297 / Ward 4: n=203)

Ward 4 2018

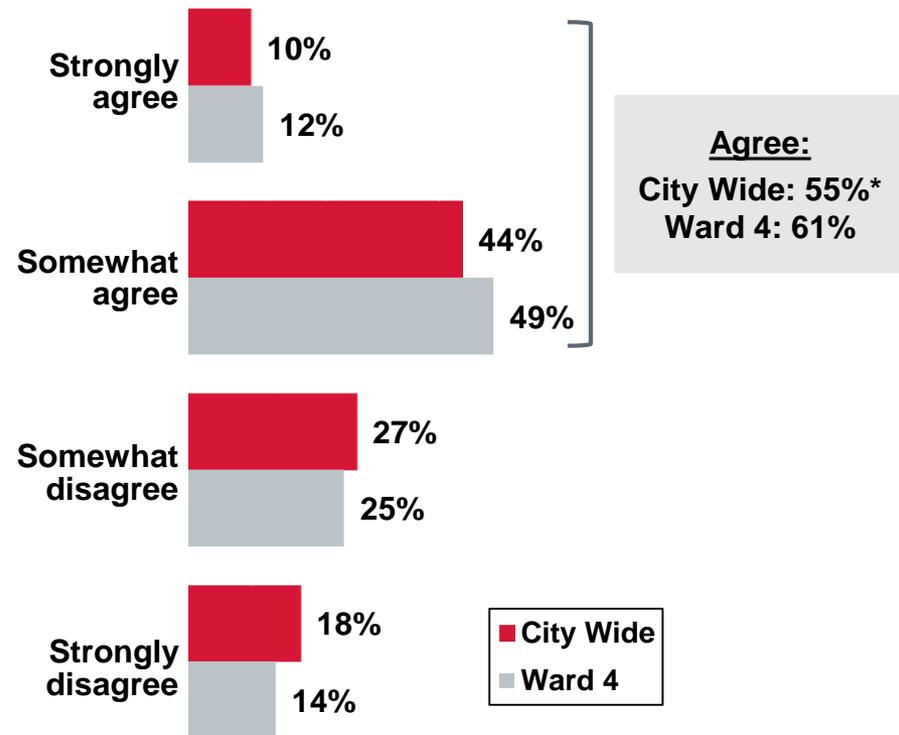
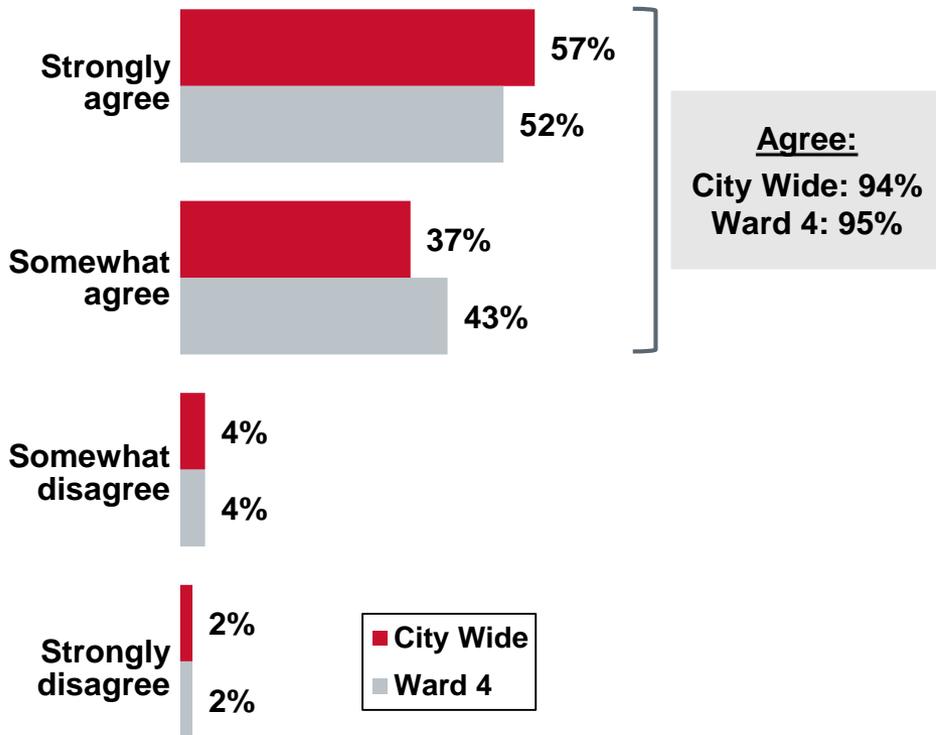
↑Statistically higher than City Wide
↓Statistically lower than City Wide



Property Tax Dollar Investment

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

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



*Rounding

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

Base: Valid respondents (City Wide: n=2,487 / Ward 4: n=212)

Base: Valid respondents (City Wide: n=2,465 / Ward 4: n=208)



Definition of 'Value for Taxpayer Dollars'

Multiple responses

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

	City Wide	Ward 4
Good Quality of Services [NET]	51%	48%
Good/ quality services	17%	16%
Meets every need	12%	10%
Satisfied/ happy with services	9%	8%
Quick/ prompt/ fast service	8%	9%
Effective/ works well	4%	8%↑
Complete/ all-inclusive service	3%	1%
Appropriate Spending [NET]	49%	51%
Low cost/ affordable	14%	21%↑
You get what you pay for	14%	16%
Appropriate spending of taxes	13%	10%
Job is being done efficiently	11%	9%
Good value (unspecified)	4%	5%
Getting reasonable return on investment	3%	3%
Good Customer Service [NET]	12%	15%
Helpful	3%	4%
Accessible/ Convenient Services [NET]	10%	14%
Accessible/ available services	8%	13%↑
Convenient/ easy to use	3%	3%
Provision of Specific Services [NET]	9%	8%
Transparency [NET]	3%	4%
Value is in what's important to people	3%	1%
Don't Know	6%	4%

New Question in Fall 2019: When it comes to the services The City of Calgary provides, what does 'value' mean to you? In other words, if you say you're 'getting good value' for a service, what does that mean? Base: Valid respondents (City Wide: n=2,502 / Ward 4: n=214)

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

NET mentions of <3% are not shown



Proposed Service Reductions

Multiple responses

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

	City Wide	Ward 4
Waste Management [NET]	17%	16%
Blue Cart	7%	7%
Black Cart	7%	10%
Green Cart	7%	6%
Government Spending [NET]	15%	15%
Reduce Council/ staff wages	6%	7%
Reduce amount of staff	5%	4%
Budget control/ appropriate spending	4%	6%
Roads and Infrastructure Spending [NET]	15%	16%
Road maintenance and improvements	11%	11%
Arts Projects/ Activities	14%	15%
Recreation [NET]	12%	14%
Facilities/ hockey rinks/ sports fields	8%	9%
Maintenance of Parks and Pathways [NET]	9%	9%
Bicycle/ Scooter Lanes	8%	6%
Transit [NET]	8%	6%
Bylaw enforcement	7%	6%
Emergency Services [NET]	6%	6%
Community/ Social Services [NET]	6%	4%
Cleanliness of the city	5%	5%
Animal control/ licensing	5%	6%
Nothing	3%	4%
Don't Know	21%	20%

New Question in Fall 2019: Of all the services you know of that are provided by The City of Calgary, name up to three services that you would propose to have a service reduction in order to save costs. Base: Valid respondents (City Wide: n=2,502 / Ward 4: n=214)

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide
 NET mentions of <5% are not shown



Proposed Service Increases

Multiple responses

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

	City Wide	Ward 4
Emergency Services [NET]	36%	36%
More police presence	29%	26%
More Fire Department services	18%	21%
More ambulance services	9%	12%
Roads and Infrastructure [NET]	32%	34%
Road maintenance/ improvements	19%	22%
Snow removal	12%	15%
Infrastructure maintenance/ improvements	6%	5%
Traffic congestion/ control	4%	1%↓
Transit [NET]	27%	24%
Community/ Social Services [NET]	17%	14%
Recreation [NET]	12%	10%
Maintenance of Parks and Pathways [NET]	11%	14%
Homelessness/ Poverty/ Affordable Housing [NET]	8%	8%
Education [NET]	8%	7%
Healthcare [NET]	8%	5%
Waste Management [NET]	6%	5%
Nothing	4%	2%
Don't Know	7%	11%

↑Statistically higher than City Wide
 ↓Statistically lower than City Wide
 NET mentions of ≤5% are not shown

New Question in Fall 2019: Again, considering all the services that you know The City of Calgary provides, name up to three services that you would propose to spend more on to receive an increase in service. Base: Valid respondents (City Wide: n=2,502 / Ward 4: n=214)

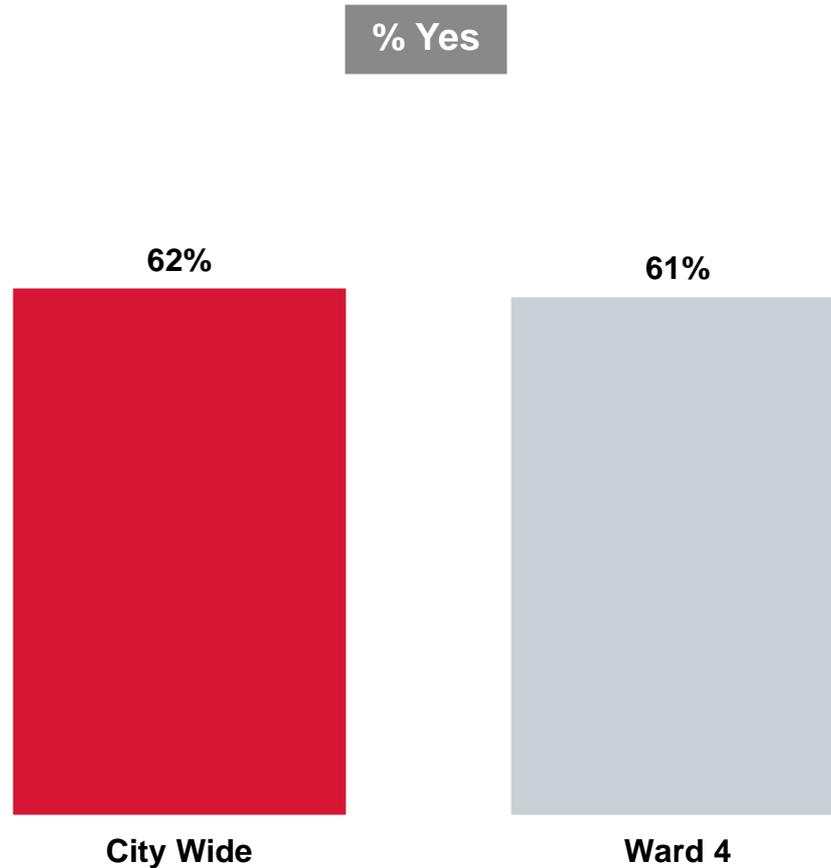


Contact with The City and Customer Service





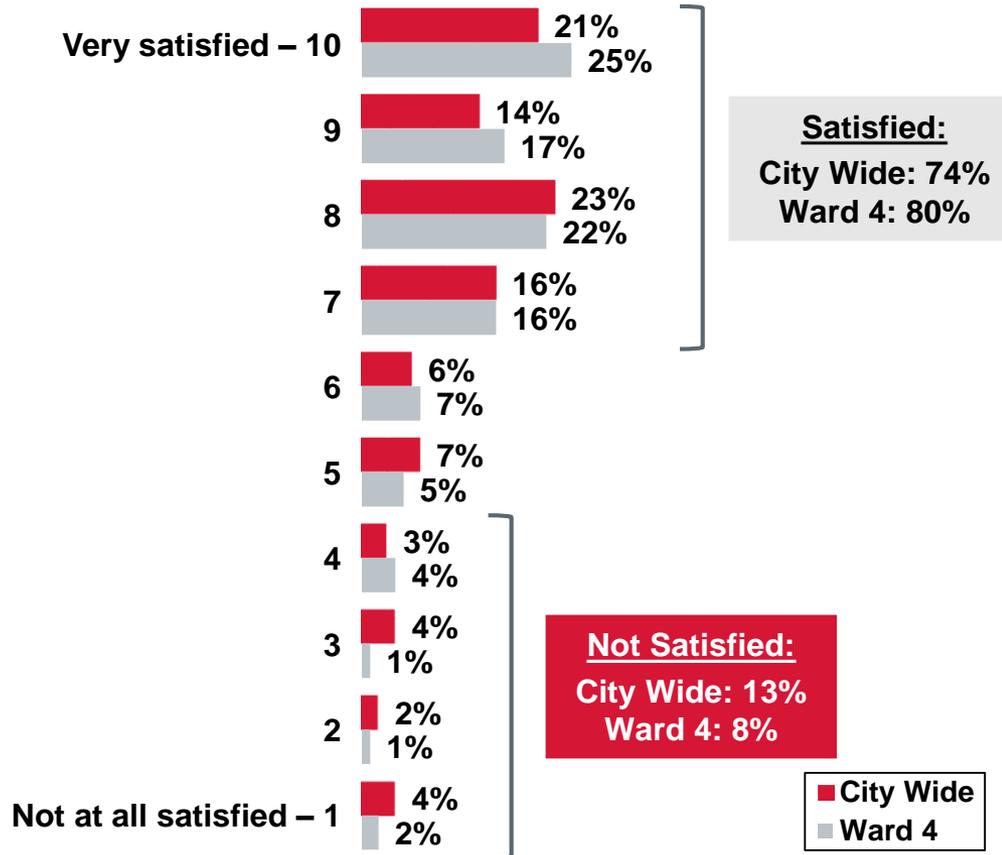
Past 12 Months Contact with The City of Calgary



Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?
Base: Valid respondents (City Wide: n=2,483 / Ward 4: n=210)



Satisfaction with the Overall Level and Quality of Customer Service



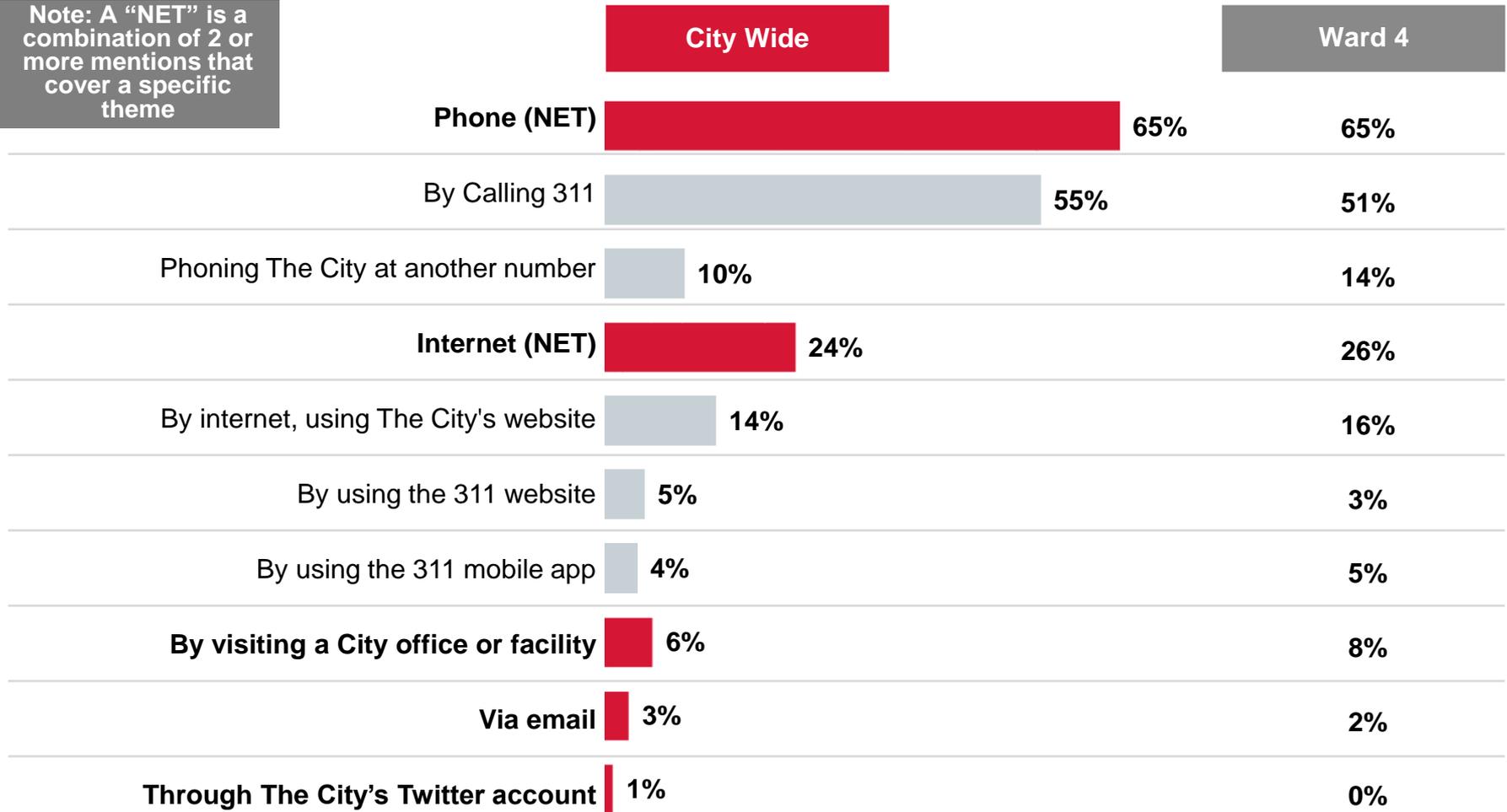
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,581 / Ward 4: n=138)



Type of Contact

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



Mentions of <1% are not shown

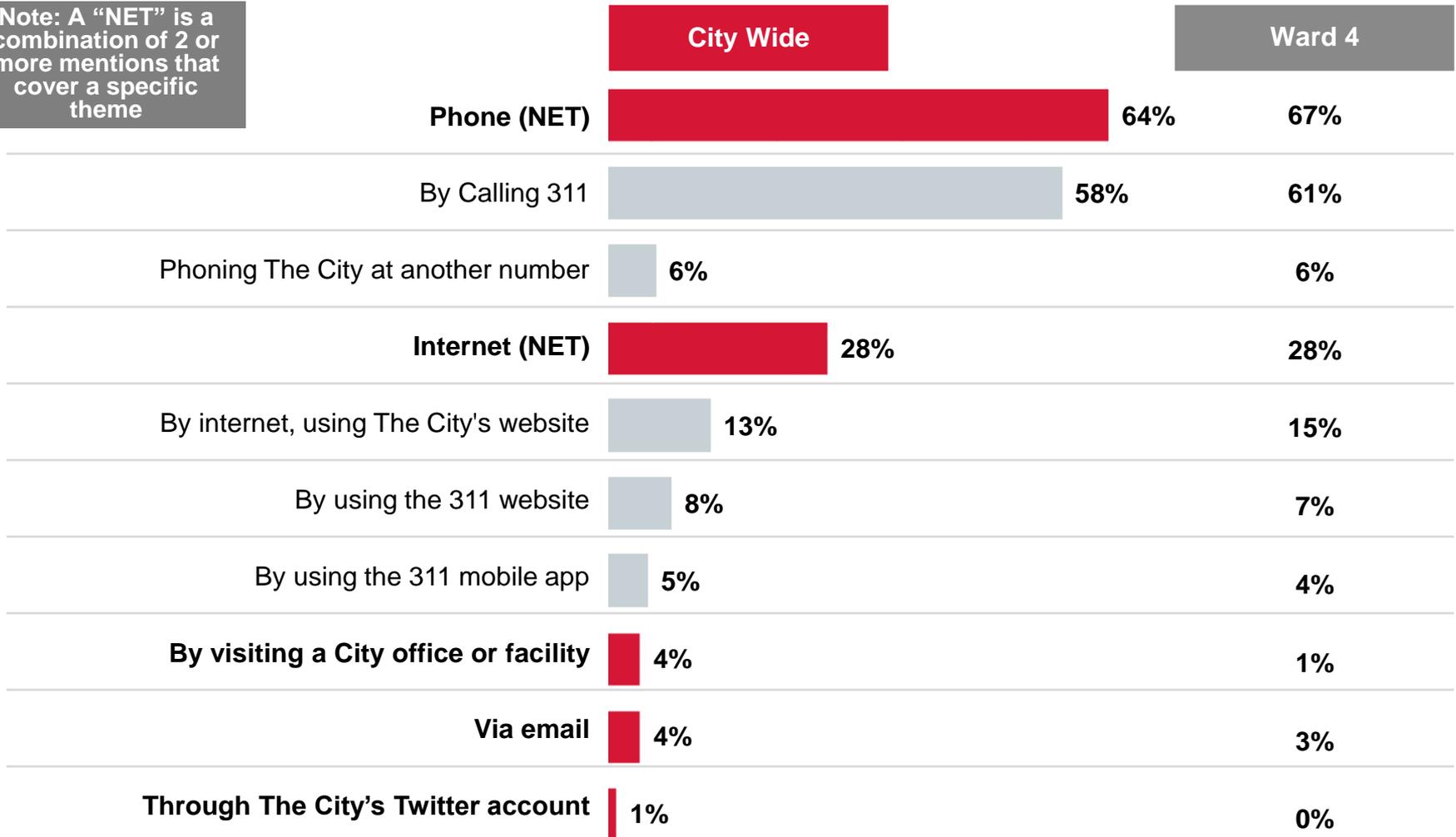
When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,075 / Ward 4: n=88)



Preferred Method of Contact

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



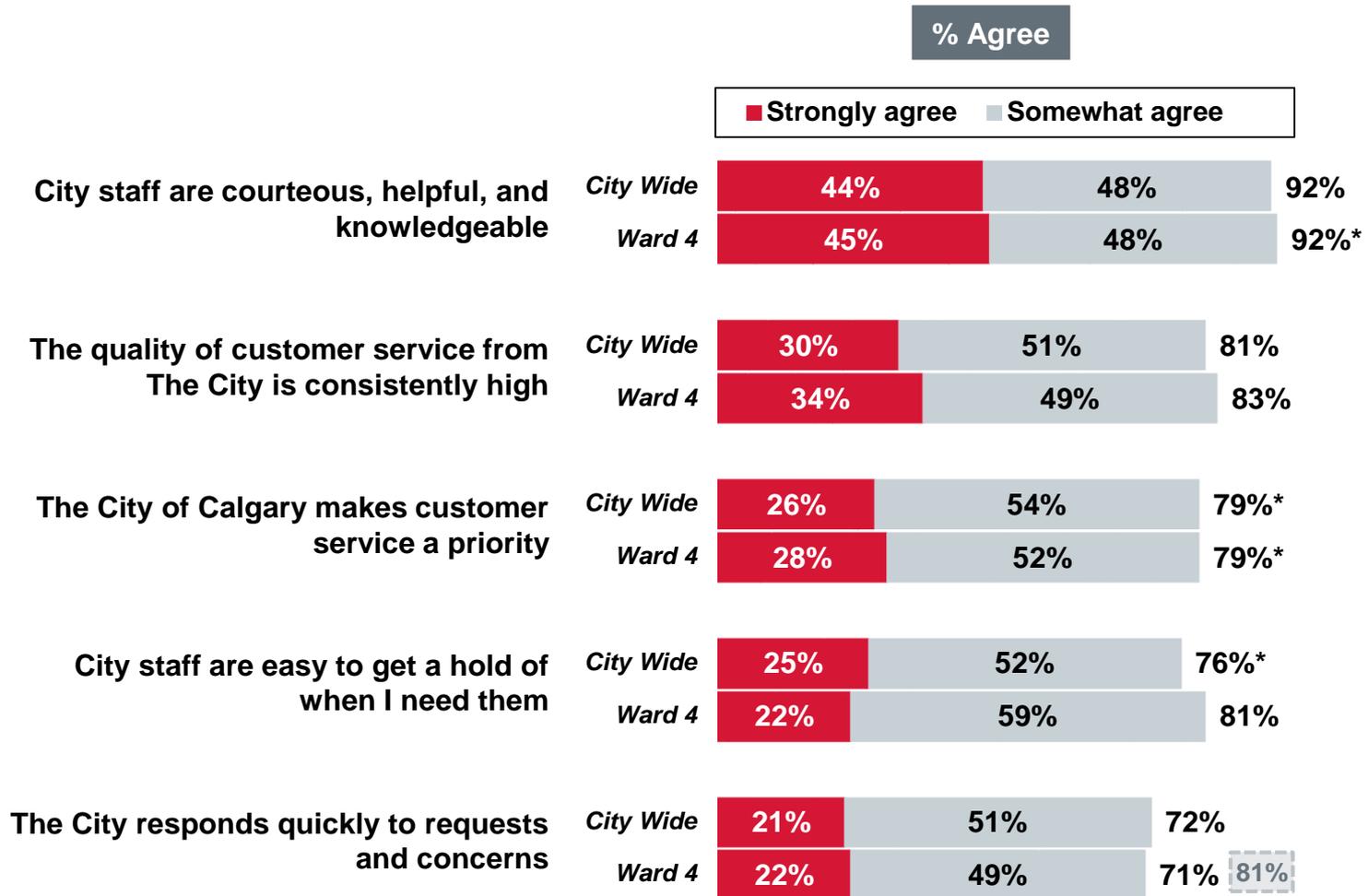
Mentions of <1% are not shown

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

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,076 / Ward 4: n=88)



Attitudes Regarding Customer Service



*Rounding

Ward 4 2018

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)

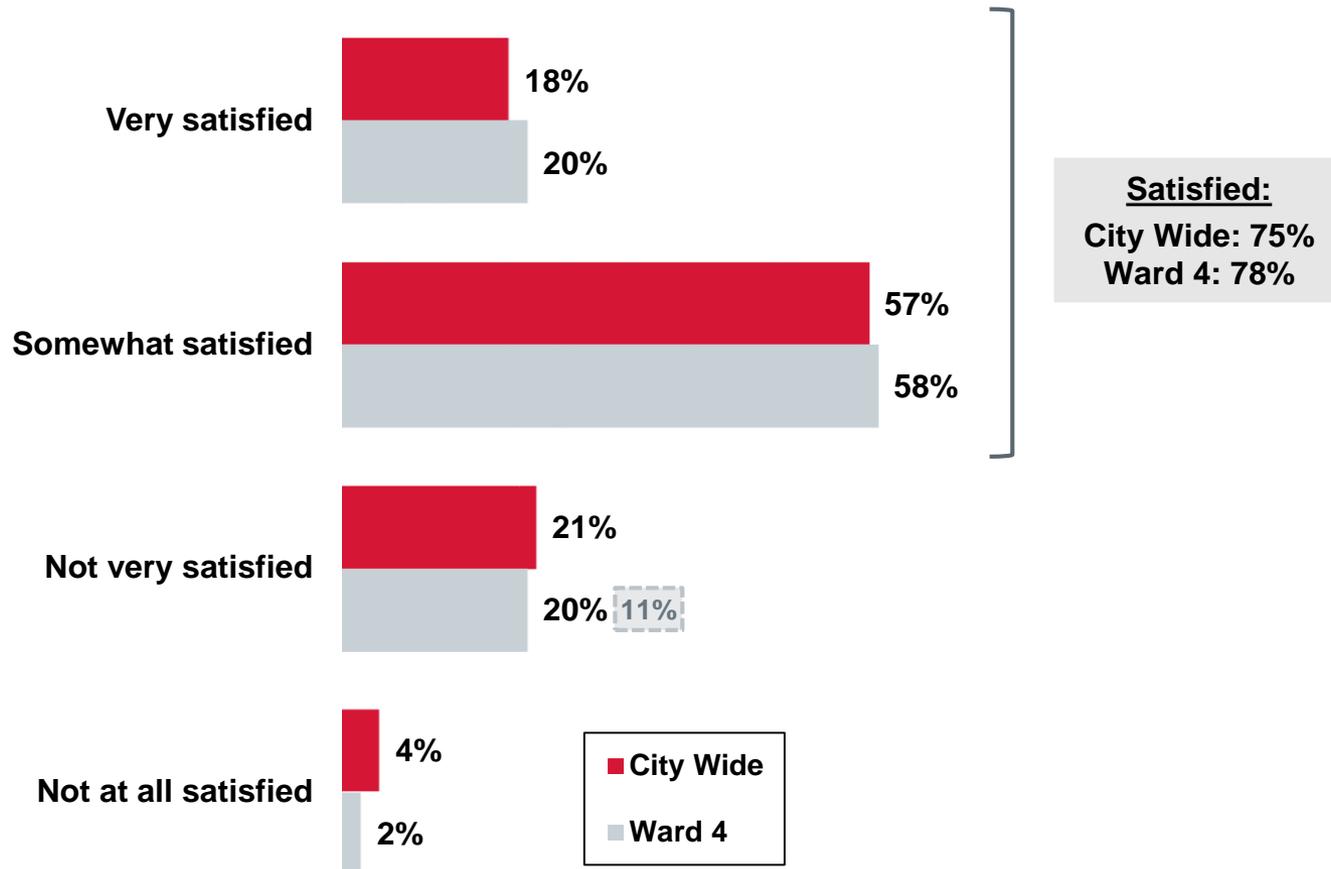


City Communications





Satisfaction with the Overall Quality of City Information and Communications



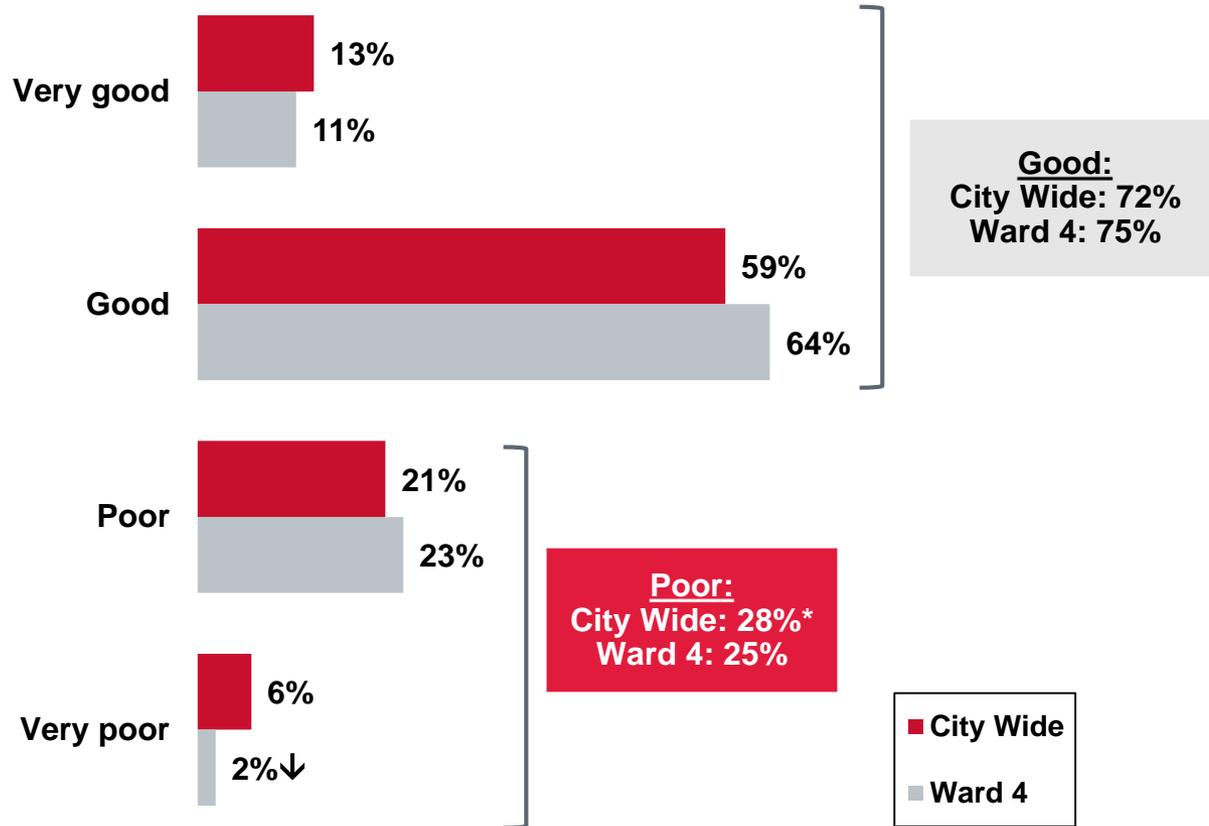
*Rounding

Ward 4 2018

And how satisfied are you with the overall quality of City information and communications?
Base: Valid respondents (City Wide: n=2,492 / Ward 4: n=214)



Overall Communications from The City



*Rounding

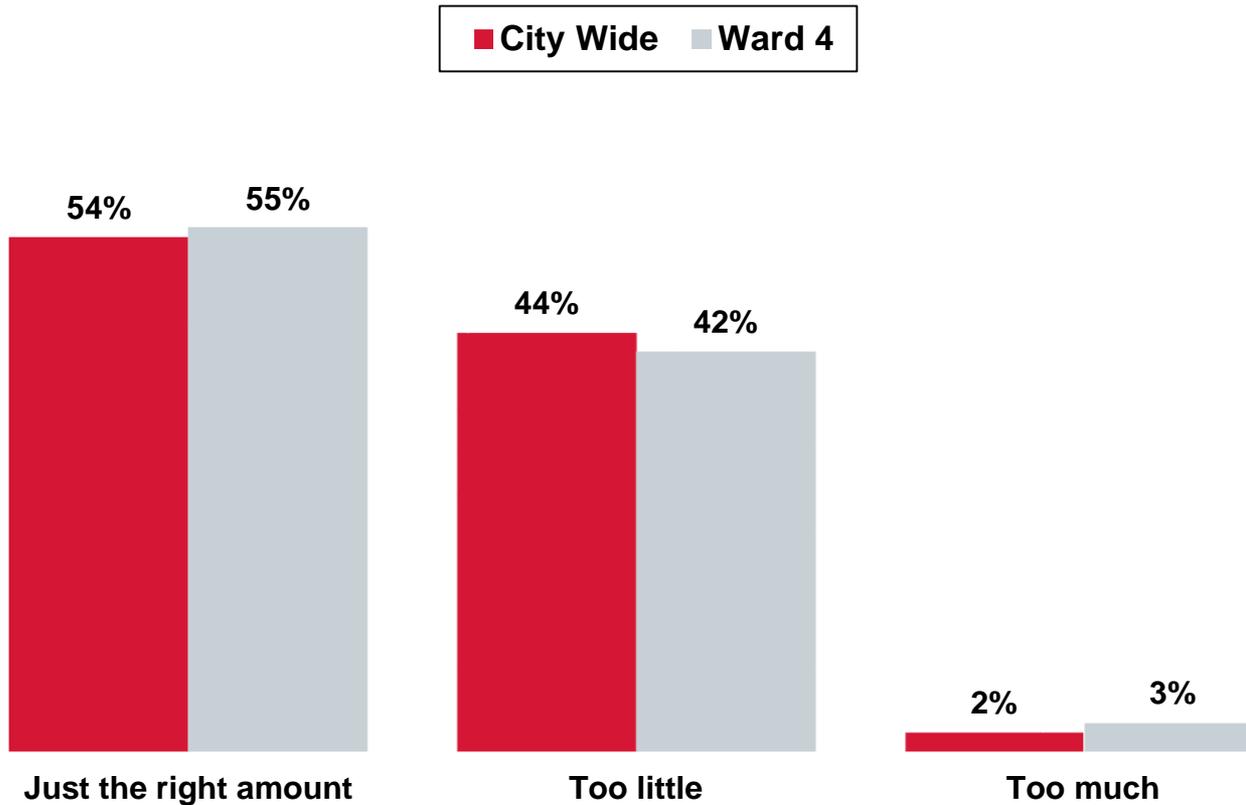
↑Statistically higher than City Wide
↓Statistically lower than City Wide

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

Base: Valid respondents, (City wide: n=2,486 / Ward 4: n=213)



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 4: n=212)

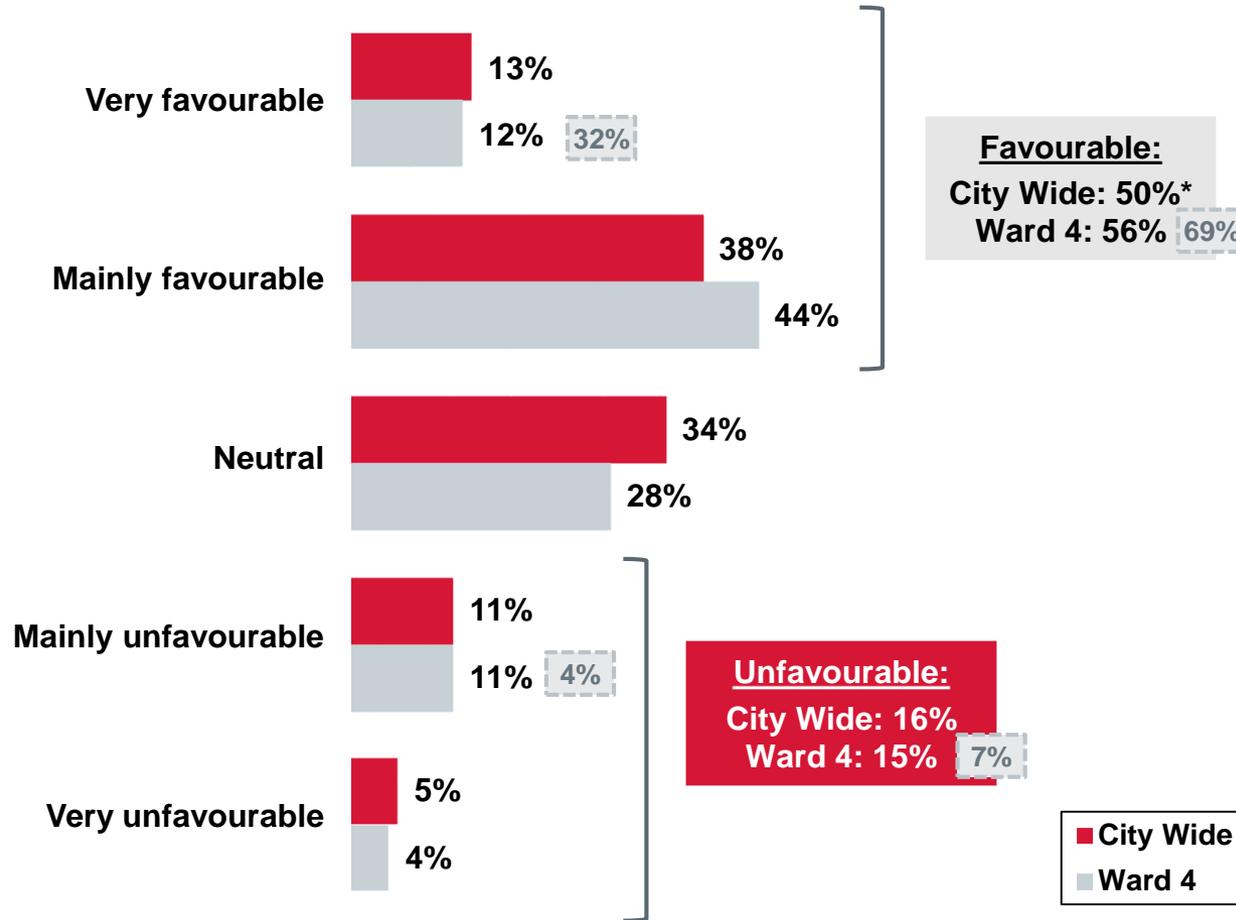


City Reputation and Performance





Favourability



*Rounding

Ward 4 2018

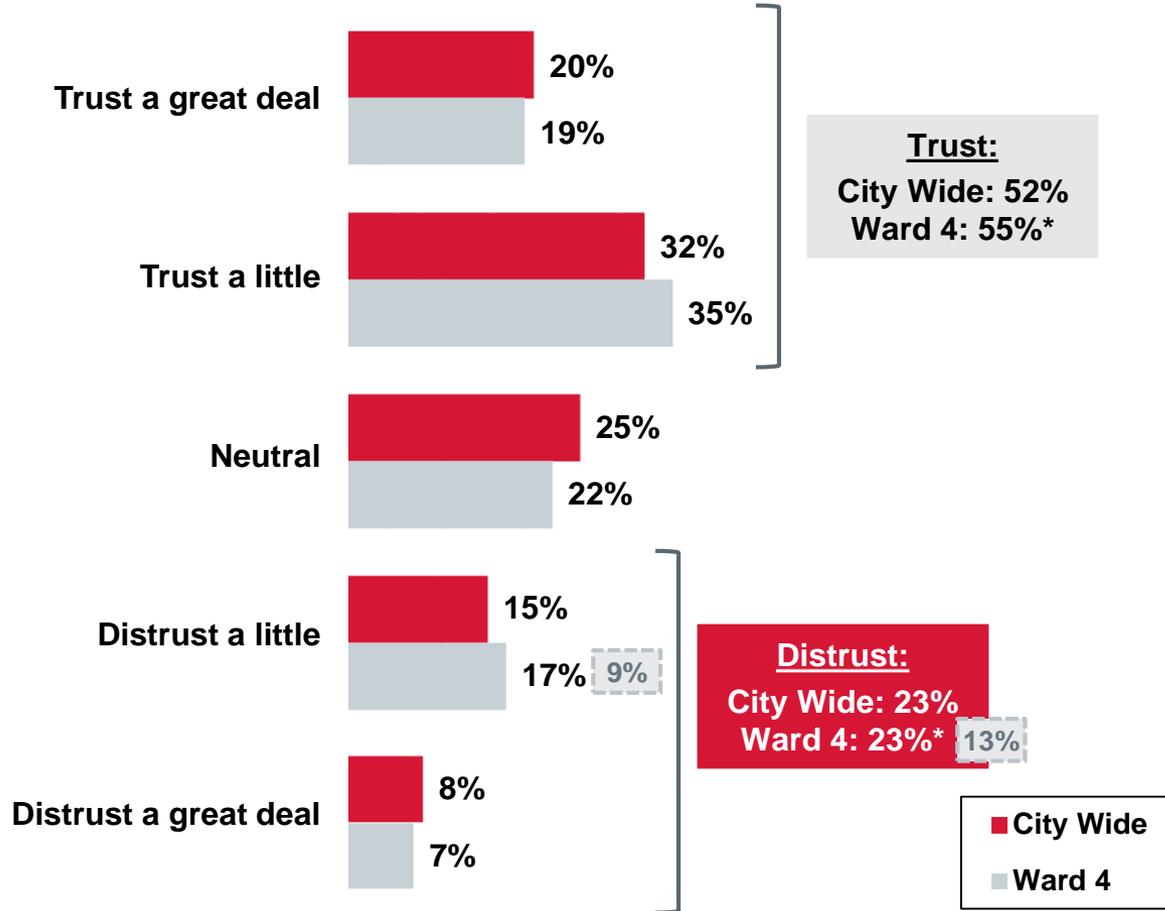
↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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

Base: Valid respondents (City Wide: n=2,495 / Ward 4: n=213)



Trust

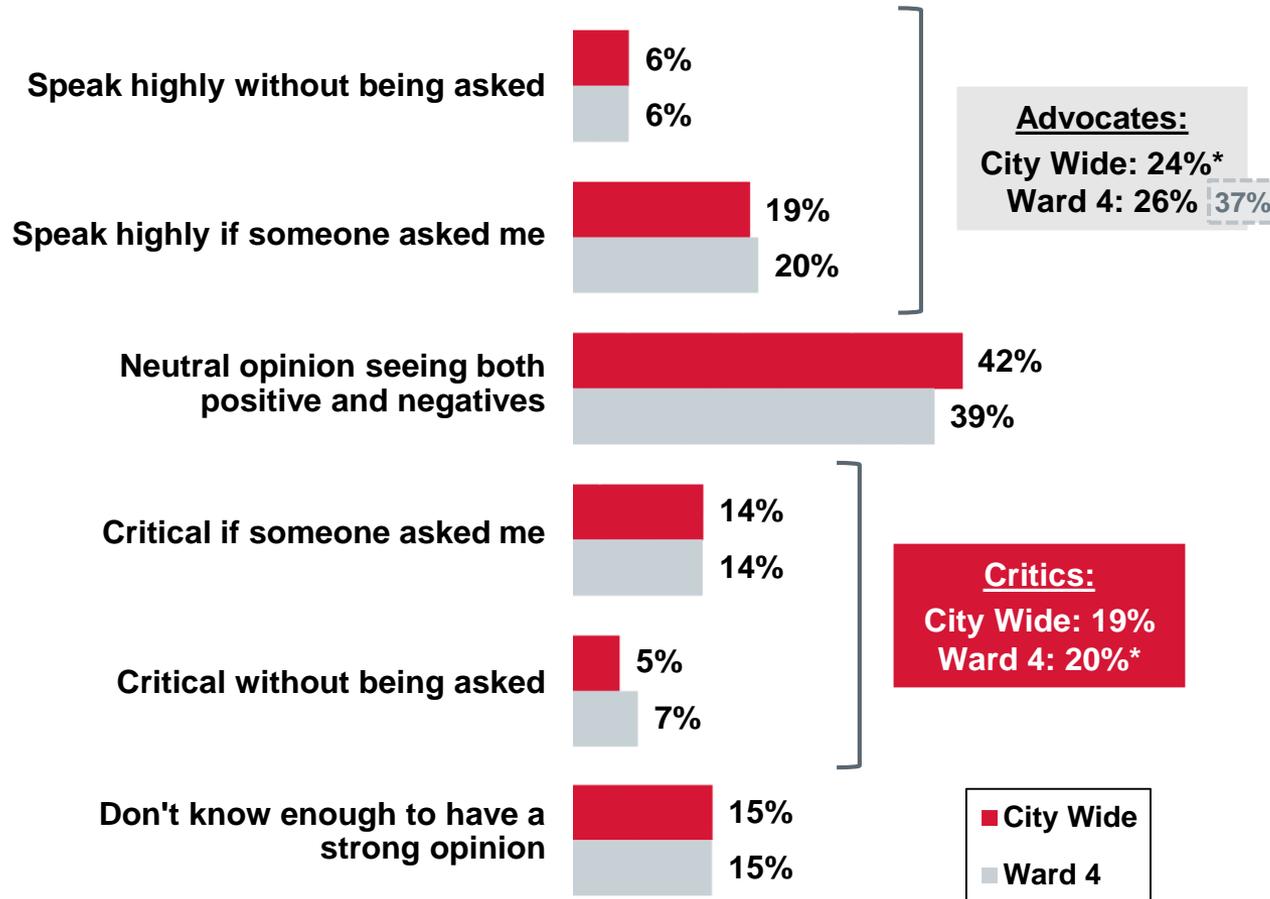


*Rounding

Ward 4 2018

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

Base: Valid respondents (City Wide: n=2,495 / Ward 4: n=213)



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 4: n=213)

*Rounding

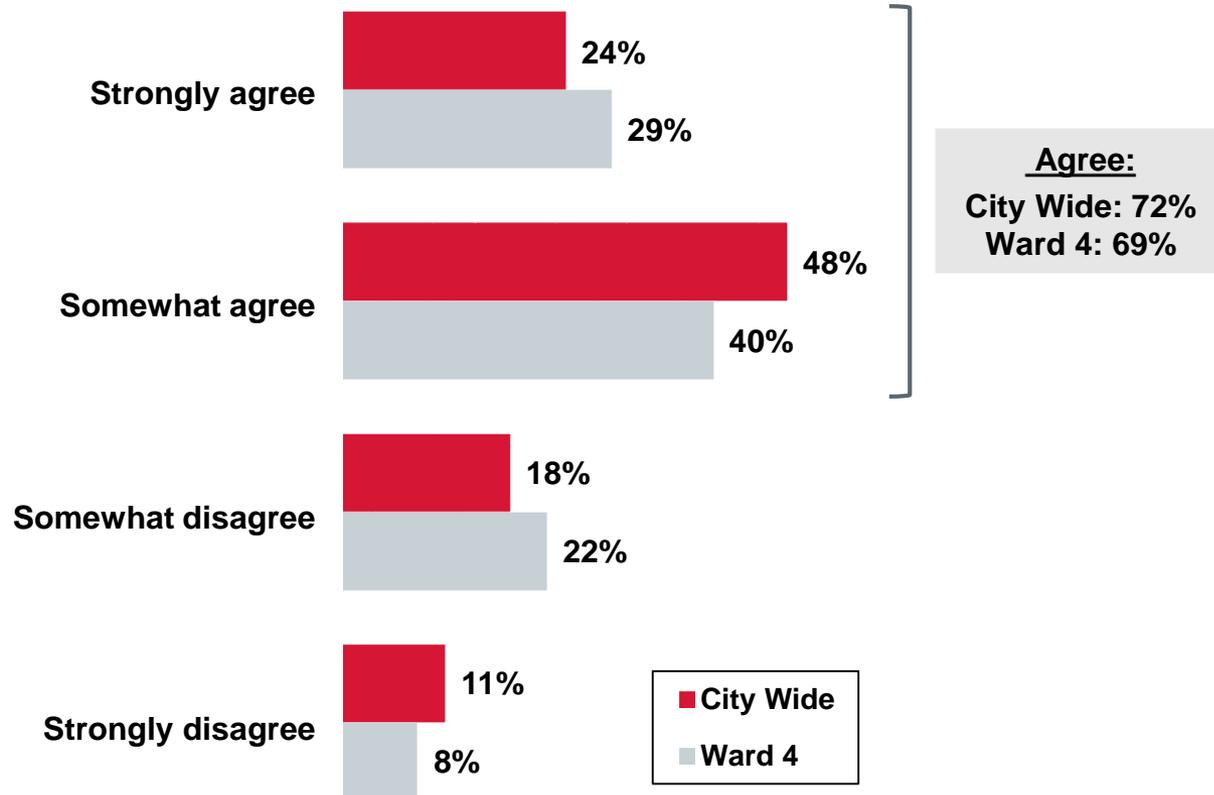
Ward 4 2018

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



Understanding of the Roles of City Council versus City Administration

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



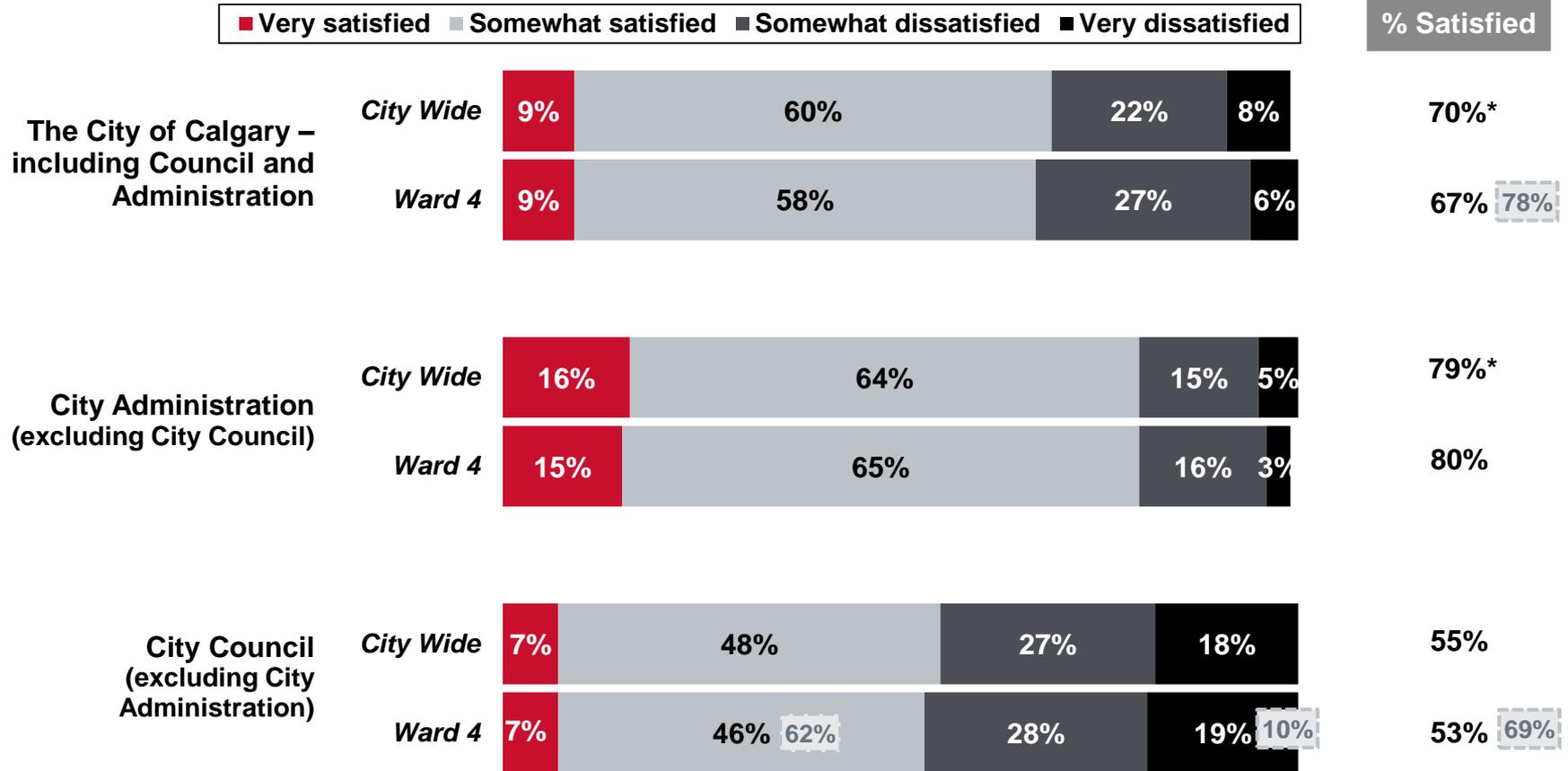
Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

Base: Valid respondents (City Wide: n=2,458 / Ward 4: n=212)



Perceptions About City Performance

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



*Rounding

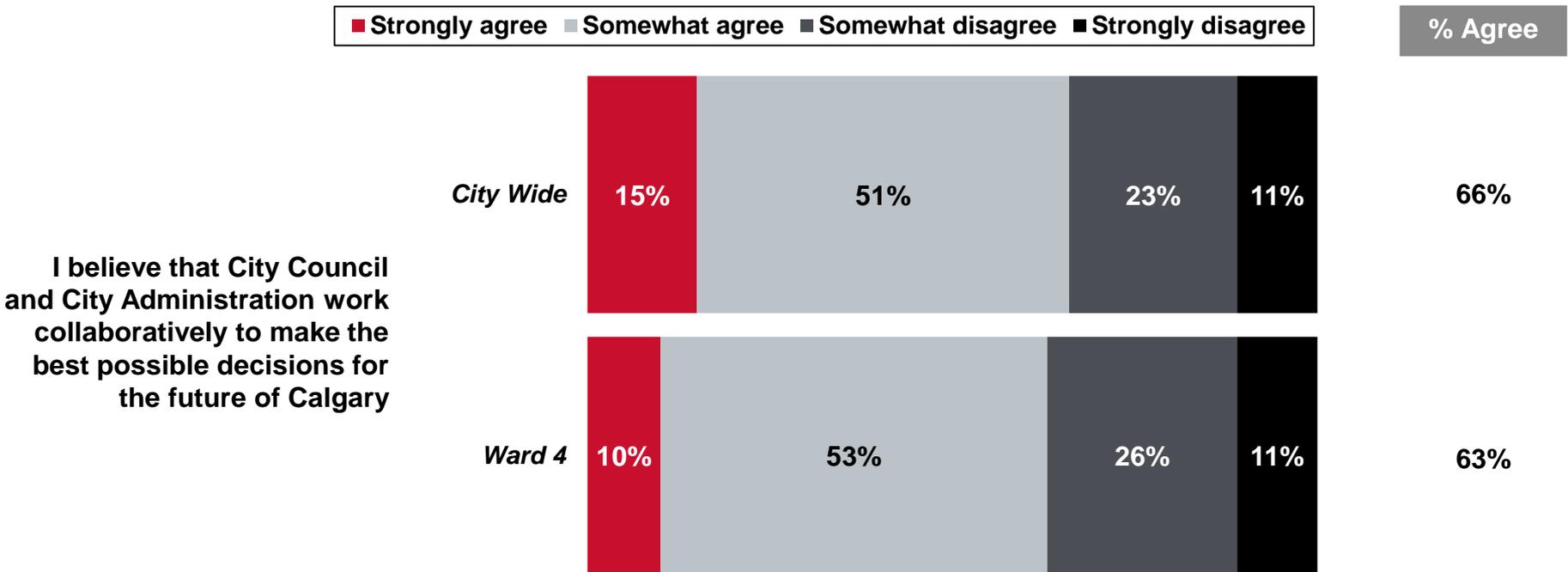
Ward 4 2018

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

Base: Valid respondents (Bases vary)



Attitudes Regarding Collaboration

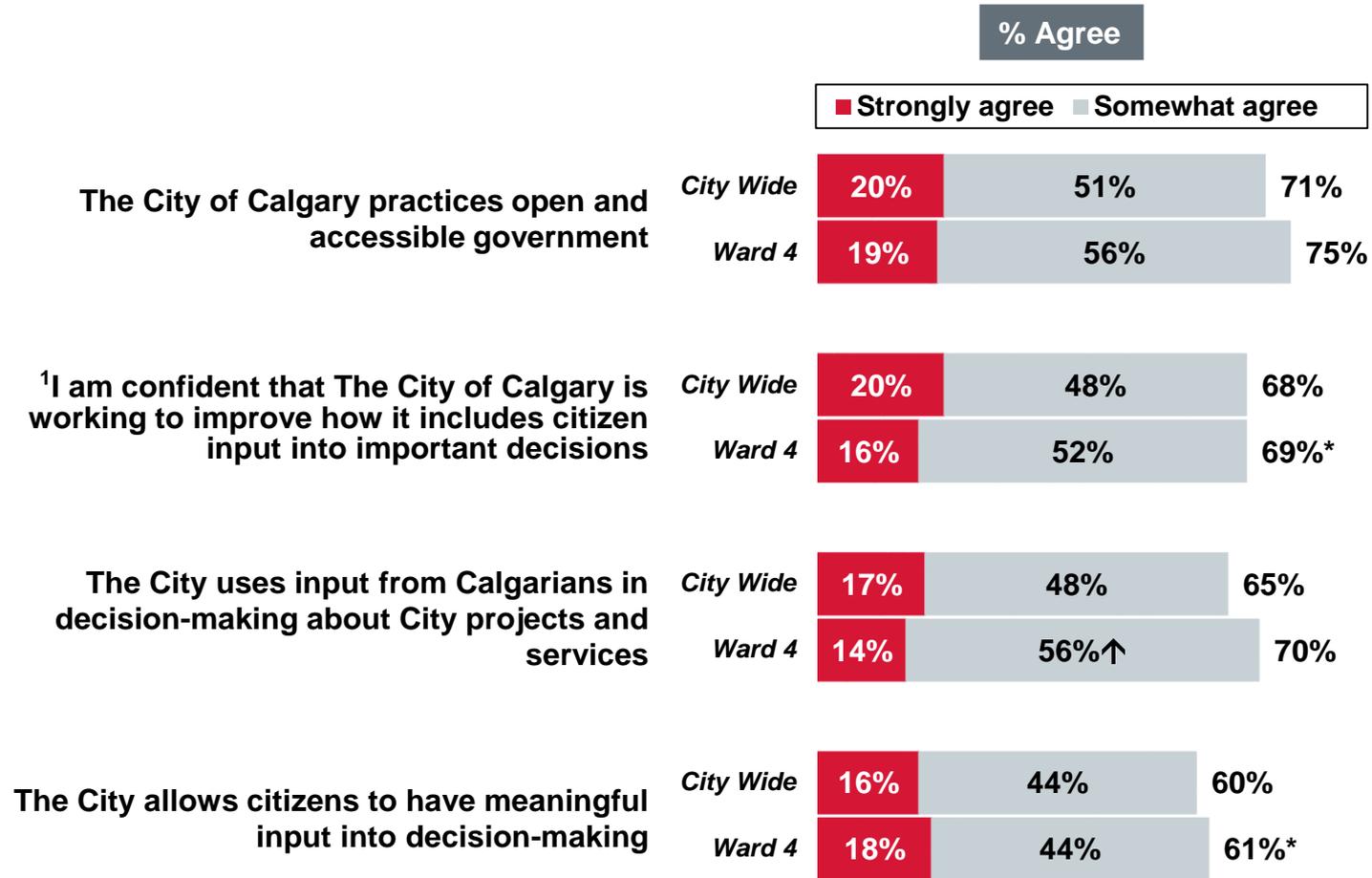


Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (City Wide: n=2,463 / Ward 4: n=214)



Perceptions of Transparency and Citizen Input



*Rounding

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

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

¹Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (Bases vary)



Respondent Profile





Age

	City Wide	Ward 4
18 to 24	13%	13%
25 to 34	21%	19%
35 to 44	17%	16%
45 to 54	19%	16%
55 to 64	14%	17%
65 or older	16%	19%
<i>Mean</i>	45	47

Income

	City Wide	Ward 4
Less than \$30,000	6%	9%
\$30,000 to <\$45,000	9%	7%
\$45,000 to <\$60,000	11%	9%
\$60,000 to <\$75,000	8%	11%
\$75,000 to <\$90,000	8%	5%
\$90,000 to <\$105,000	11%	9%
\$105,000 to <\$120,000	11%	13%
\$120,000 to <\$150,000	13%	15%
\$150,000 or more	23%	23%

Education

	City Wide	Ward 4
Completed high school or less	16%	19%
Some post secondary or completed a college diploma	35%	36%
Completed university degree or post-grad degree	49%	45%

Gender

	City Wide	Ward 4
Male	50%	52%
Female	50%	48%
Other	-	-

Base: Valid respondents (Bases vary)



Household Characteristics

Type of Home

	City Wide	Ward 4
Single-detached house	70%	80%
Apartment or apartment-style condominium	12%	4%
Duplex, triplex or fourplex	8%	5%
Townhouse or rowhouse	8%	9%
Another type of multi-dwelling unit	1%	1%

Children and Seniors in Household

	City Wide	Ward 4
Yes - Children	34%	32%
Yes - Seniors	18%	21%

Household Size

	City Wide	Ward 4
1	14%	10%
2	30%	36%
3	19%	19%
4	22%	21%
5 or more	15%	14%
<i>Mean</i>	3.0	3.0

Responsible for Property Taxes

	City Wide	Ward 4
Yes	84%	79%
No	16%	21%

Own or Rent

	City Wide	Ward 4
Own	76%	71%
Rent	19%	23%
Other	6%	6%

Tenure in Calgary

	City Wide	Ward 4
Less than 5 years	6%	8%
5 to less than 10 years	9%	5%
10 to less than 15 years	10%	12%
15 to less than 20 years	11%	11%
20 to less than 30 years	23%	18%
30 to less than 40 years	16%	13%
40 or more	25%	32%
<i>Mean</i>	28	29

Base: Valid respondents (Bases vary)



Respondent Characteristics

Born in Canada

	City Wide	Ward 4
Yes	74%	80%
No	26%	20%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=600)	Ward 4 (n=38)
Less than 12	29%	38%
12 to 17	15%	14%
18 or older	56%	47%
No response	1%	-

Ethnic Background

	City Wide	Ward 4
Caucasian/ White	26%	23%
British	18%	19%
Canadian/ French Canadian	17%	20%
Northern or Western European	12%	18%
East or Southeast Asian	9%	9%
Southern or Eastern European	7%	4%
South Asian	7%	3%
Central/ South American or Caribbean	3%	4%
West Asian or Middle Eastern	3%	3%
African	3%	-
Aboriginal/ First Nations/ Metis	2%	1%

Disability

	City Wide	Ward 4
Yes	17%	14%
No	83%	86%

Visible Minority

	City Wide	Ward 4
Yes	24%	21%
No	76%	79%

Base: Valid respondents (Bases vary)



Contact

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