



Citizen Perceptions about Quality of Life, City Performance and Taxation

Ward 1

Spring 2017

Prepared for The City of Calgary by:

Contact:



Jamie Duncan
Vice President
Ipsos
587.952.4863
jamie.duncan@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Sheela Das
Director
Ipsos
587.952.4874
sheela.das@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Methodology

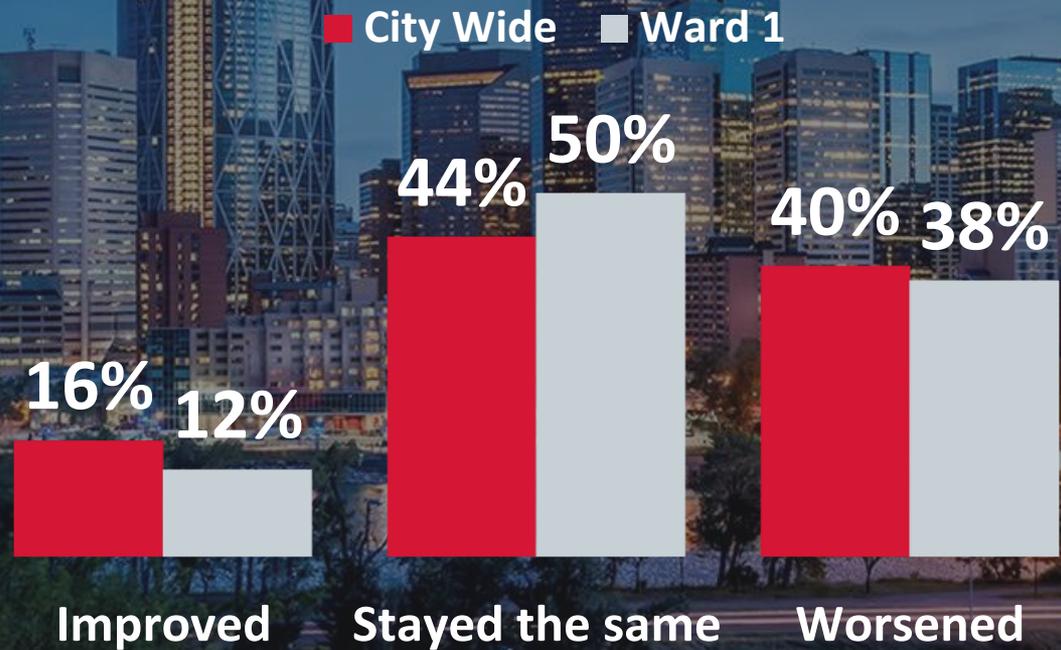
- ❖ Telephone survey conducted with a randomly selected sample of 2,501 Calgarians aged 18 years and older between February 22nd and March 16th, 2017.
 - Both landline (70%) and cell phone (30%) sample were used.
 - The average interview length was 31 minutes.
- ❖ Final data were weighted to ensure the overall sample's quadrant, ward and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2011 Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,501 is ± 2.0 percentage points, 19 times out of 20.
- ❖ A total of 185 interviews were conducted with residents of Ward 1 (MOE ± 7.2).
- ❖ Throughout, City Wide results are compared to Ward results.
 - \uparrow indicates number is significantly higher than City Wide.
 - \downarrow indicates number is significantly lower than City Wide.

QUALITY OF LIFE

Quality of life is "good"

City Wide **83%**

Ward 1 **85%**



QUALITY OF LIFE

I am proud to be a **Calgarian**

City Wide
89%

Ward 1
91%

% Who Agree

I am proud to live in my neighbourhood

City Wide
86%

Ward 1
90%

% Who Agree

QUALITY OF LIFE

Calgary is a great place to make a life

City Wide
80%

Ward 1
85%

% Who Agree

Calgary is a great place to make a living

City Wide
68%

Ward 1
67%

% Who Agree

QUALITY OF LIFE

Calgary is on track to be a
better city 10 years from now

City Wide

85%

Ward 1

82%

% Who Agree

CITY PERFORMANCE

Overall level and quality of City programs and services

City Wide

76%

Ward 1

73%

% Who Are Satisfied

VALUE FOR PROPERTY TAXES

Good value for your
municipal property tax dollars

City Wide

57%

Ward 1

55%

% Who Provide A Good Rating (7-10)



BALANCING TAXATION AND SERVICE DELIVERY LEVELS

Increase taxes to
expand services
or maintain
service levels

City Wide
48%

Ward 1
52%

Cut services to
maintain current
tax level or
reduce taxes

City Wide
47%

Ward 1
43%

None

City Wide
4%

Ward 1
5%



Contact

Jamie Duncan

Vice President

Ipsos Public Affairs

587.952.4863

email: jamie.duncan@ipsos.com

Sheela Das

Director

Ipsos Public Affairs

587.952.4874

email: sheela.das@ipsos.com

