

Calgary



2017 Quality of Life and Citizen Satisfaction Survey

Ward 14 Report

Prepared for The City of Calgary by:

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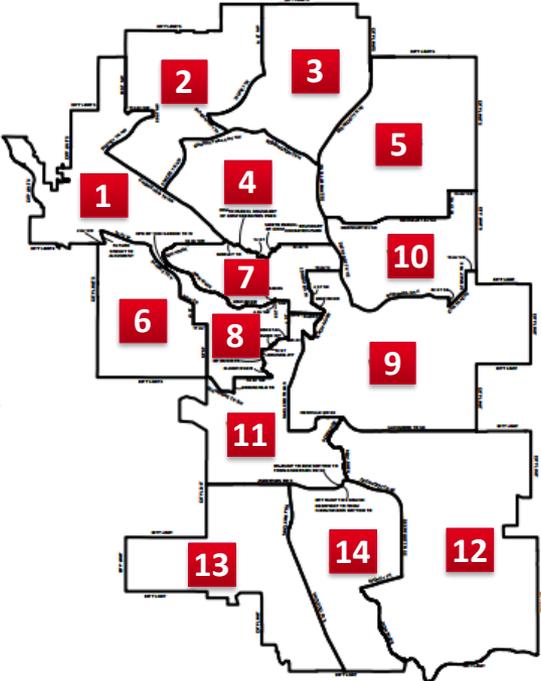
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Demographics



Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 16th and September 10th, 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 2016 Municipal and Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,500 is ± 2.0 percentage points, 19 times out of 20.
 - A total of 184 interviews were conducted with residents of Ward 14 (MOE ± 7.1).
- ❖ Research Note on significant differences.
 - Throughout, City Wide results are compared to results from Ward 14.
 - \uparrow indicates a number is significantly higher than City Wide.
 - \downarrow indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2017 results for Ward 14 are compared to those from 2016.
 - Only significant differences are shown.





Summary of Key Findings



For Ward 14 residents, perceptions about the quality of life in Calgary are strong, with two metrics statistically higher than City Wide.

- ❖ Roughly nine-in-ten (88%) Ward 14 residents say the quality of life in Calgary today is ‘good,’ consistent with 85% City Wide.
- ❖ The plurality (43%) of Ward 14 residents say the quality of life in Calgary has stayed the same over the past three years (on par with 45% City Wide), while 19% say it has improved (on par with 20% City Wide). While a sizeable minority (37%) feel it has worsened, this is also consistent with City Wide (35%).
- ❖ Two metrics where Ward 14 residents differ from City Wide are Calgary being a great place to make a living and perceived safety.
 - Three-quarters (75%) of Ward 14 residents agree that ‘Calgary is a great place to make a living – 7 percentage points higher than City Wide (68%), and up from 61% in 2016.
 - Nine-in-ten (89%) say they would feel safe walking in their neighbourhood after dark (vs. 81% City Wide), while fully one-half (50%) say they would feel ‘very safe’ (vs. 40% City Wide).

The Ward 14 issue agenda generally aligns with City Wide results, though “*transit*” is a more prominent issue.

- ❖ “*Infrastructure, traffic and roads*” (35%, identical to City Wide) holds the top position, followed by “*transit*” (26%, 7 percentage points higher than 19% City Wide), and “*crime, safety and policing*” (12%, on par with 13% City Wide).

Key Findings: City Programs and Services

Overall satisfaction with the level and quality of City programs and services is strong.

- ❖ Just over eight-in-ten (82%) Ward 14 residents say they are satisfied with the overall level and quality of services and programs provided by The City (on par with 79% City Wide).

Among Ward 14 residents, road maintenance emerges as an issue, while satisfaction with Waste & Recycling services is higher than City Wide.

- ❖ Road maintenance
 - Road maintenance including pothole repairs – 80% ‘very important,’ up from 69% in 2016; 18% ‘very satisfied,’ down from 28% in 2016; and, 61% invest ‘more,’ up from 49% in 2016.
 - Spring road cleaning – 87% satisfied vs. 92% City Wide, and down from 97% in 2016; 26% invest ‘more,’ up from 12% in 2016; and, emerges as a primary ‘weakness’ while it is a primary ‘strength’ City Wide.
- ❖ Waste & Recycling services: one should note that the switch to bi-weekly garbage collection and Green Cart collection had not started in Ward 14 at the time of interviewing.
 - Residential Blue Cart recycling – 72% ‘very satisfied’ vs. 64% City Wide
 - Residential garbage collection service – 73% ‘very satisfied’ vs. 63% City Wide

Key Findings: The Environment and Taxation

Ward 14 residents' perceptions of The City's performance on the environmental front are strong and closely align with City Wide findings.

- ❖ Perceptions about the overall state of the environment in Calgary today are extremely positive with 97% of Ward 14 residents saying it is 'good or very good' (on par with 94% City Wide).
- ❖ With regard to The City's environmental programs and services aimed at helping Calgarians reduce their environmental impact, 89% of Ward 14 residents say they are satisfied – identical to City Wide.

Perceived value for taxes is higher among Ward 14 residents, while other views on taxation are similar to City Wide results.

- ❖ Seven-in-ten (70%) Ward 14 residents give The City a good value rating for the value of their property tax dollars – 10 percentage points higher than City Wide (60%).
- ❖ More than one-half (55%) Ward 14 residents support tax increases to maintain or expand services, while 39% prefer service cuts to maintain or reduce taxes.
 - Though there is a 16 percentage point gap in the preference for tax increases over service cuts in Ward 14 (vs. a 5 point gap City Wide), findings are statistically consistent with City Wide results (50% prefer tax increases and 45% prefer service cuts).



Key Findings: Service Delivery and Communications

There are no statistically significant differences between Ward 14 residents and the broader Calgary public with regard to service delivery.

- ❖ Among Ward 14 residents who contacted or dealt with The City in the past 12 months, 80% (on par with 78% City Wide) are satisfied with the overall level and quality of customer service received.
- ❖ Perceptions of The City's customer service delivery, transparency, and citizen-input into decision making are on par with City Wide findings.
 - Ratings are very high for City staff, moderate for ease of access and response time, and comparatively lower with regard to citizens having meaningful input and enough opportunities into City decision-making.

Perceptions of City communications are also statistically consistent with City Wide results.

- ❖ Satisfaction with the overall quality of City information and communications is solid (86%) and consistent with City Wide (84%).
- ❖ More than one-half (54%) of Ward 14 residents say they receive 'just the right amount' of information from The City (on par with 51% City Wide), while 45% say they receive 'too little' (on par with 47% City Wide).

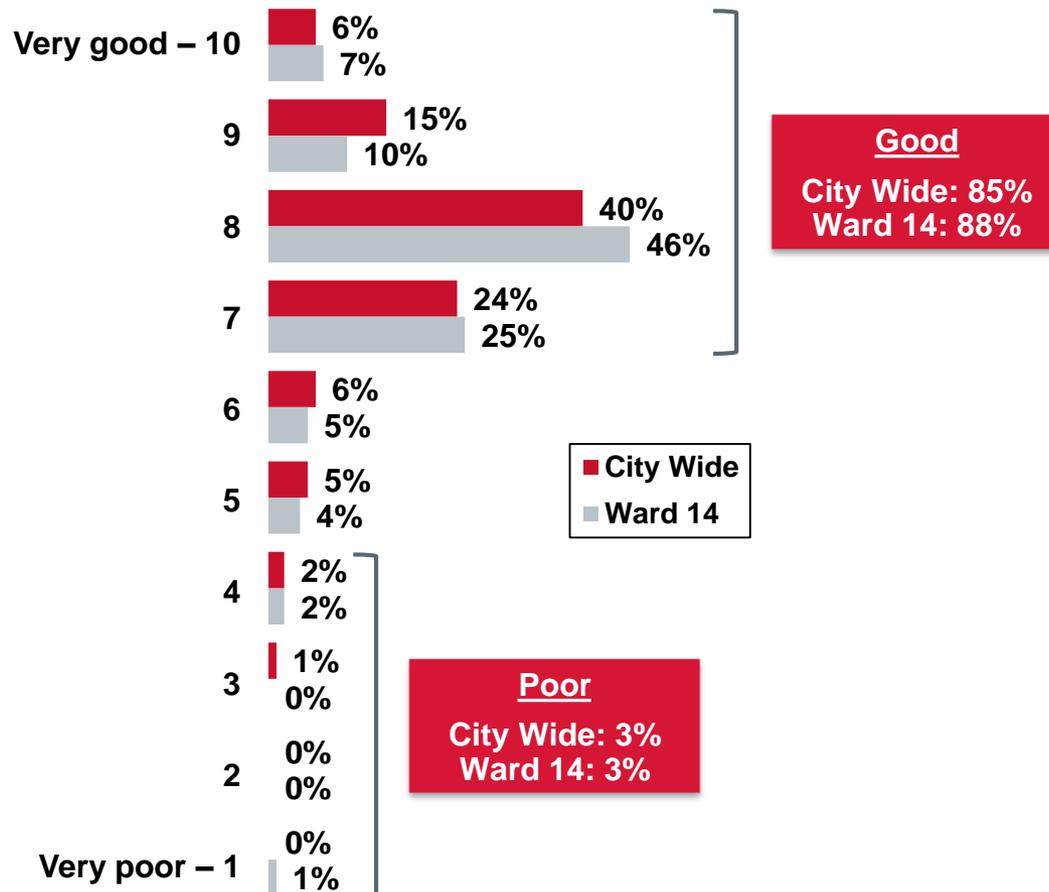


Quality of Life





Overall Quality of Life in Calgary

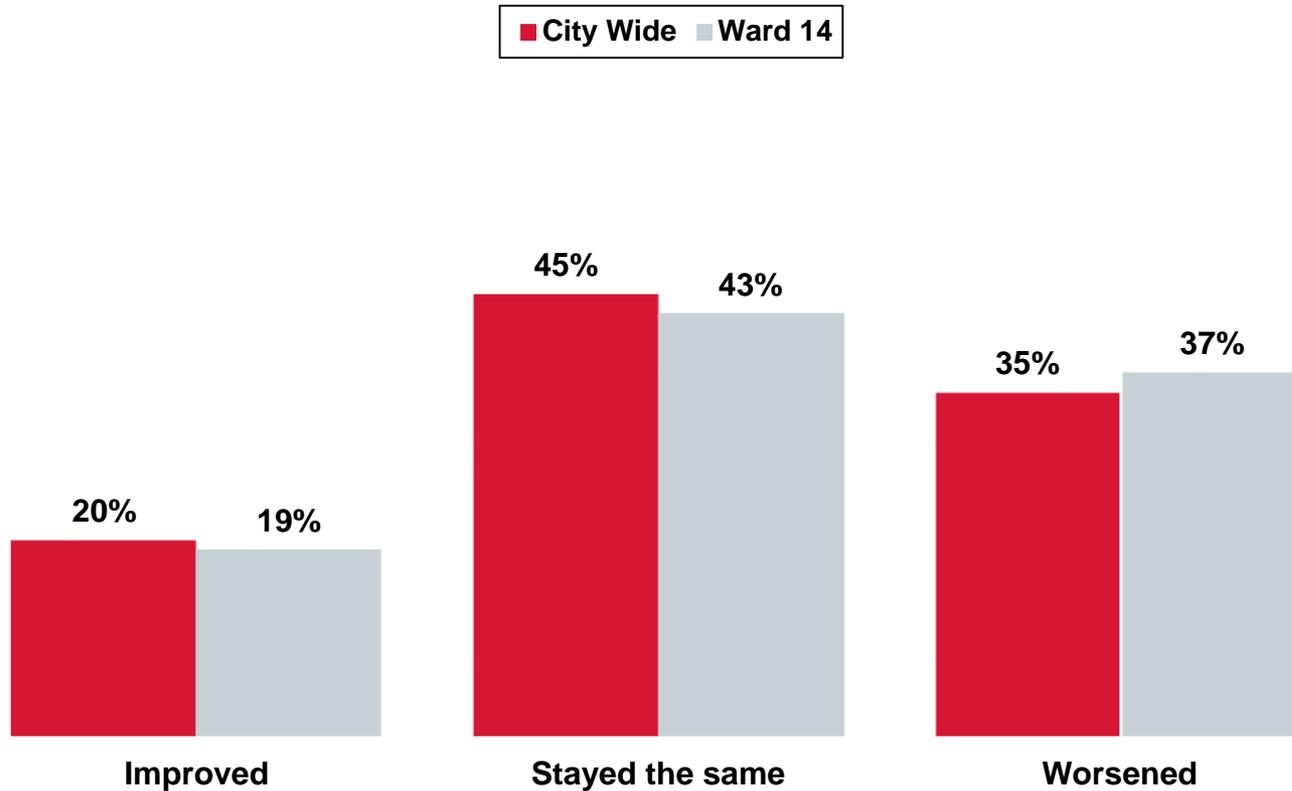


On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,499 / Ward 14: n=184)



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=2,484 / Ward 14: n=184)

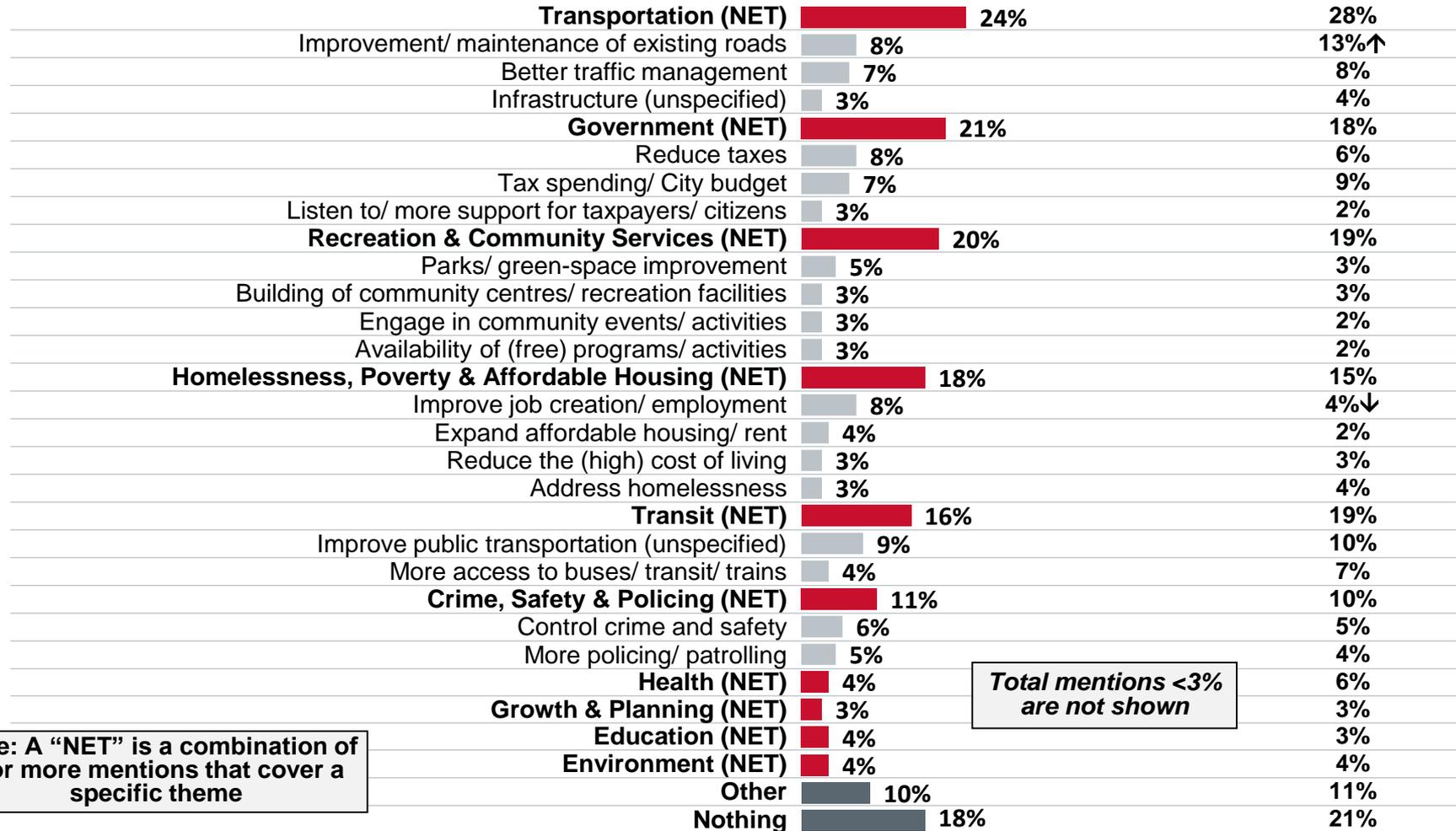


Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 14



Total mentions <3% are not shown

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=2,359 / Ward 14: n=183)



Sustainability: Connectedness and Inclusivity

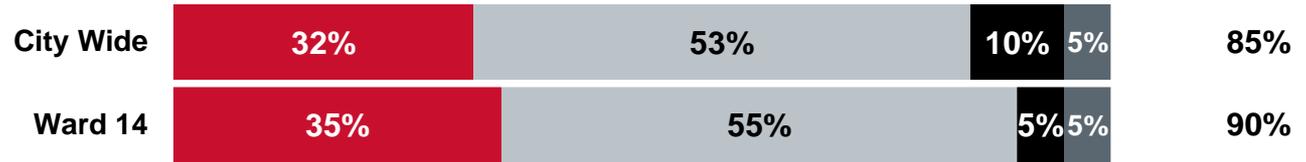
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

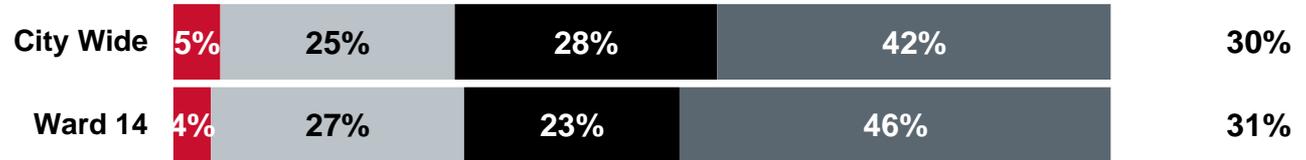
I am proud to be a Calgarian



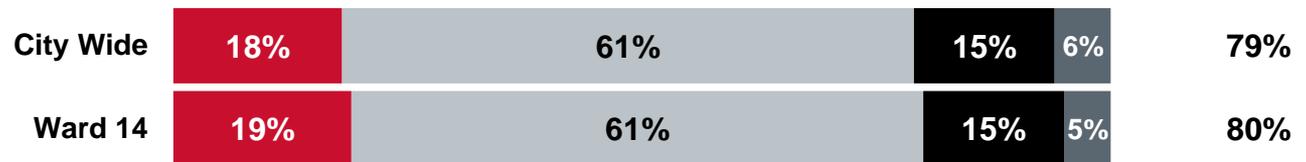
I am proud to live in my neighbourhood



I am regularly involved in neighbourhood and local community events



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



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."

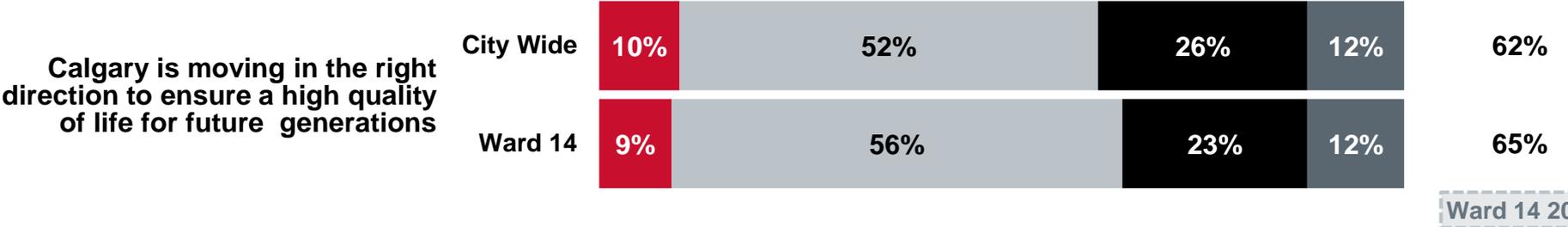
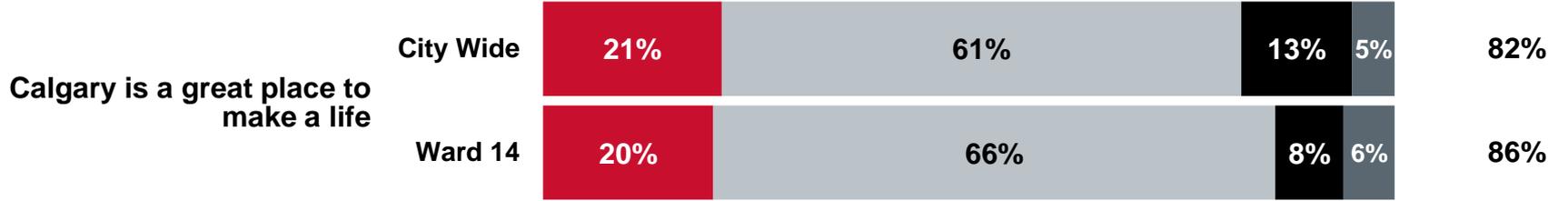
Base: Valid respondents (Bases vary)



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

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

% Agree

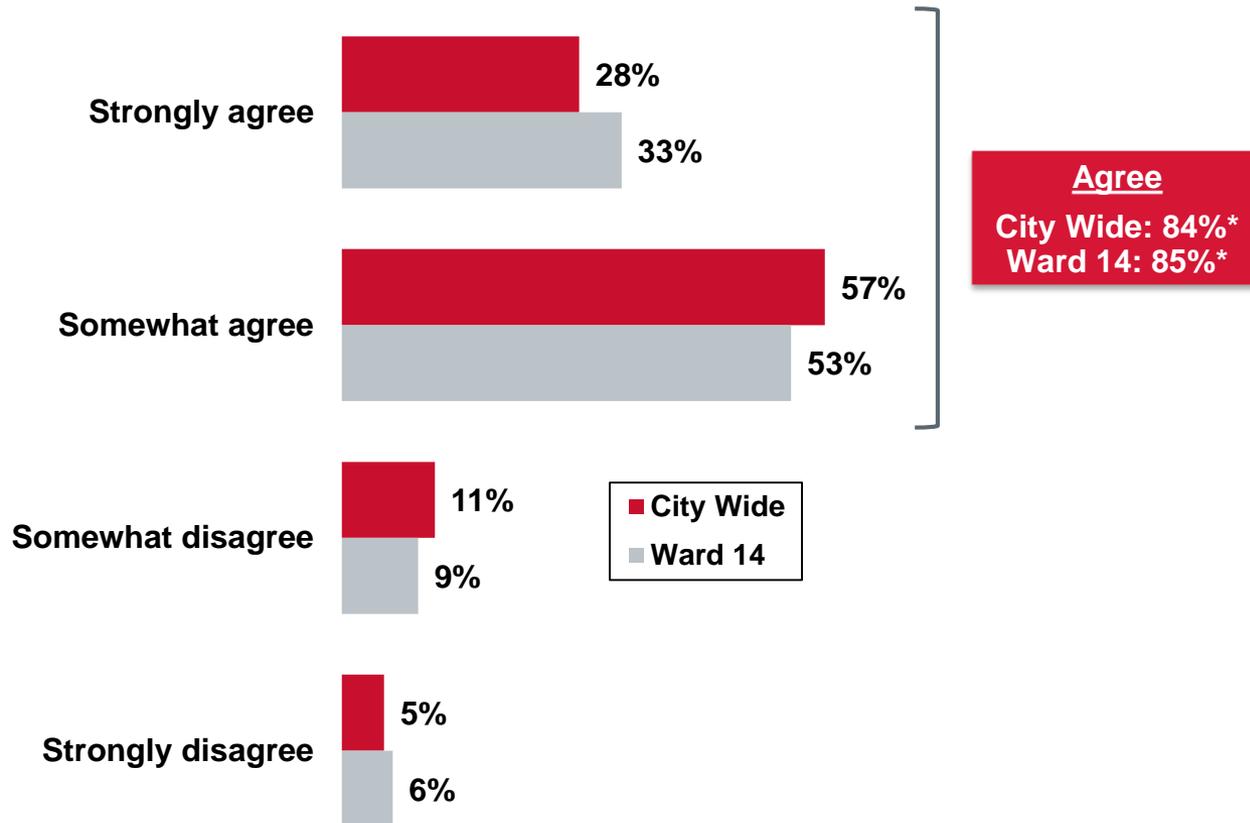


Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)



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



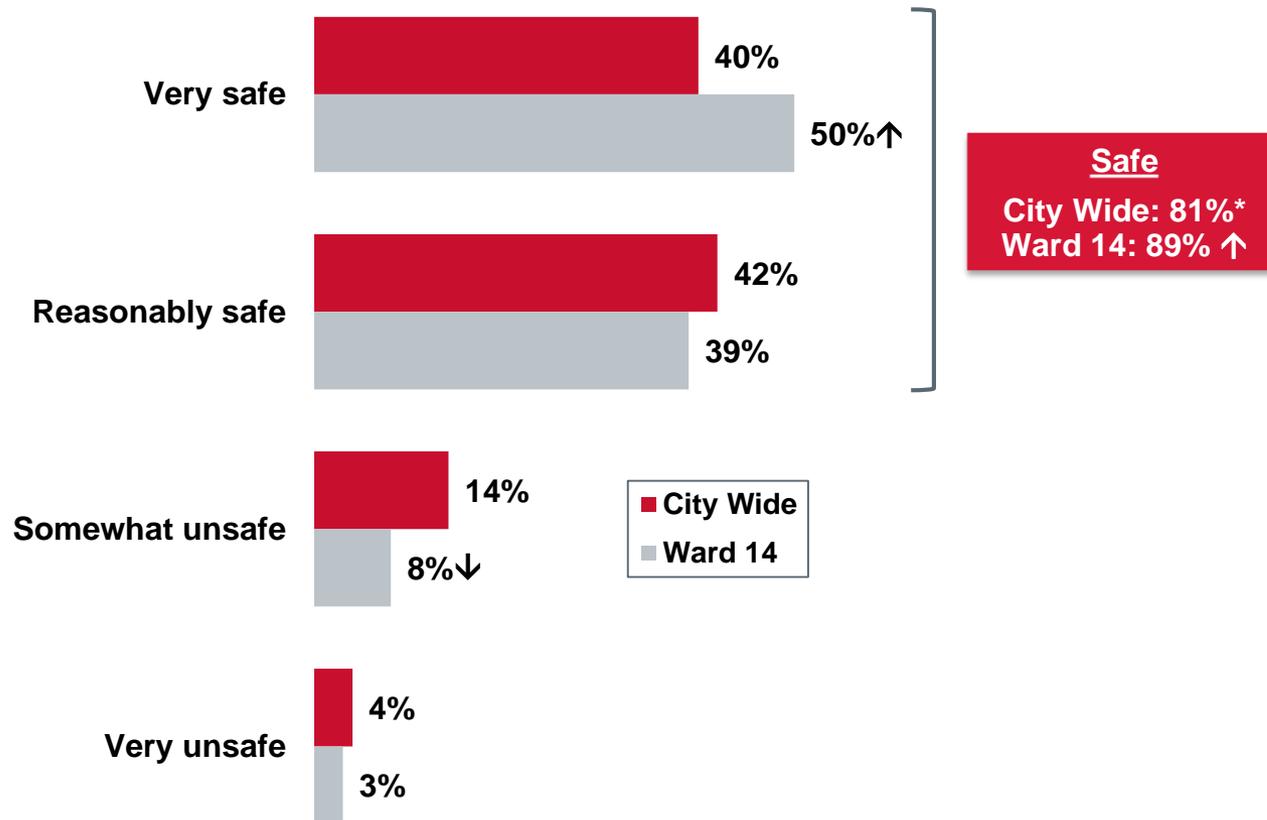
*Rounding

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=2,489 / Ward 14: n=182)



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=2,495 / Ward 14: n=184)



Issue Agenda





Issue Agenda

Multiple Responses

City Wide

Ward 14

■ First Mention ■ Other Mentions

Issue	City Wide	Ward 14
Infrastructure, Traffic & Roads (NET)	26% 9%	35%
Traffic congestion	7% 3	10%
Infrastructure maintenance/ improvement/ development	4% 5	7%
Road conditions	4% 3	7%
(Lack of) snow removal	3 4%	5%
Transit (NET)	13% 6%	26%↑
Public Transportation [incl. buses/ C-train/ poor service]	8% 3	14%
Transportation (unspecified)	4% 3	12%
Crime, Safety & Policing (NET)	9% 4%	12%
Crime [incl. breaking and entering/ gangs/ drug dealers, etc.]	5% 7	4%
Public safety	4% 6	7%
Taxes (NET)	6% 8	11%
Recreation (NET)	4% 3	6%
Environment & Waste Management (NET)	4% 3	8%
Economy (NET)	4% 6	5%
Budget & Spending (NET)	4% 6	4%
Education (NET)	4% 6	7%
Homelessness, Poverty & Affordable Housing (NET)	3 5%	0%
Growth & Planning (NET)	3 4%	1%
Other	25%	28%
None	15%	10%

Total mentions <4% are not shown

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

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=2,441 / Ward 14: n=182)

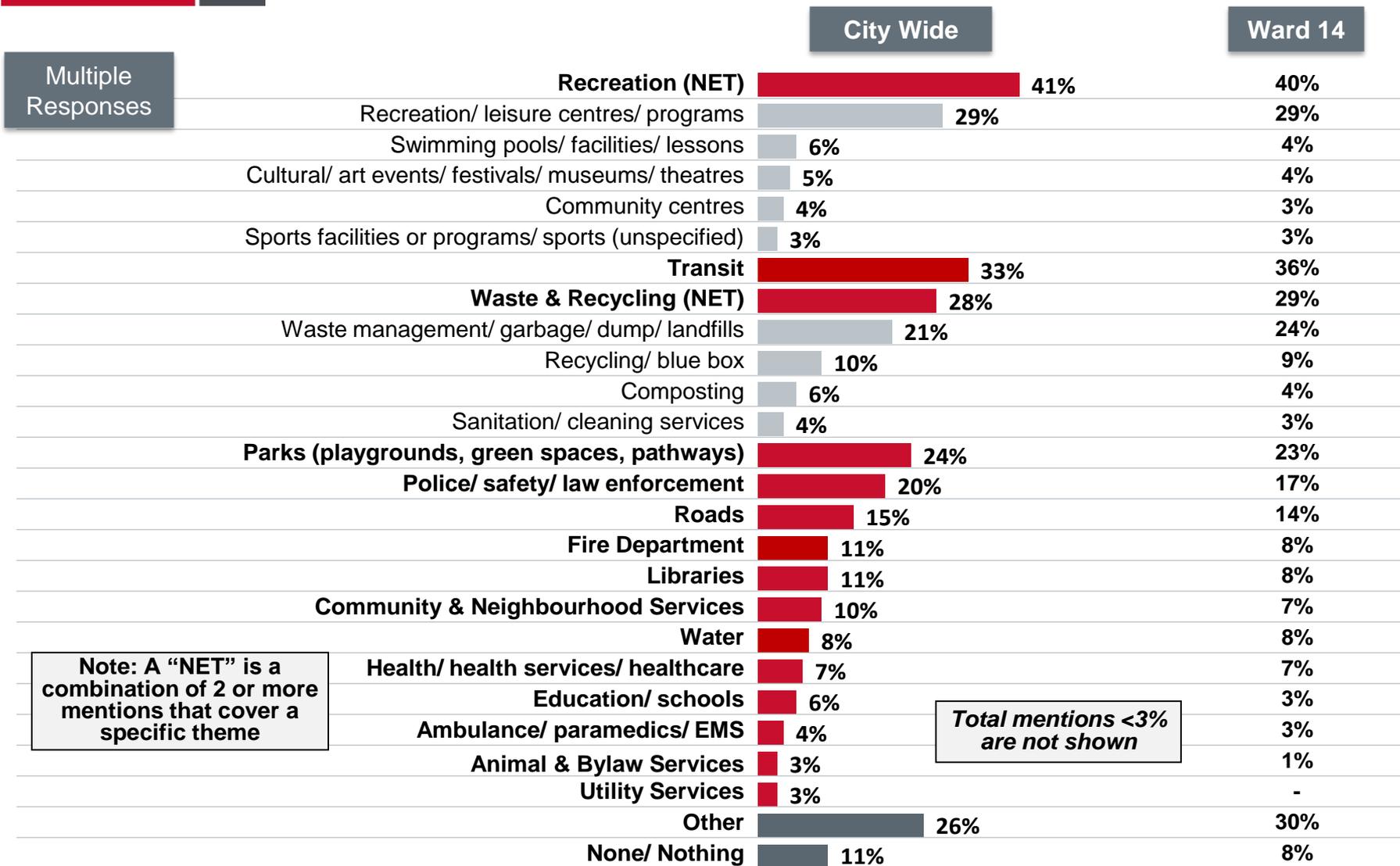


City Programs and Services





Top-of-Mind Programs and Services



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

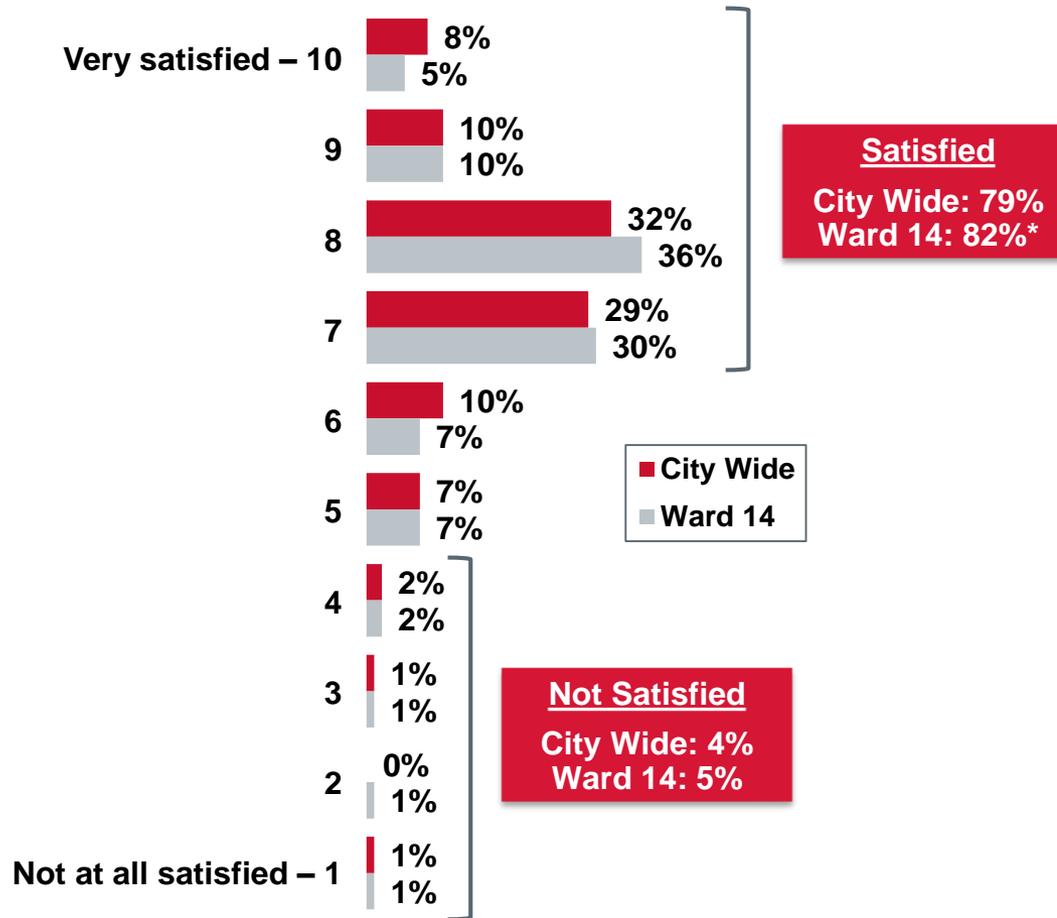
Total mentions <3% are not shown

Thinking about all of the services and programs provided by The City of Calgary, what services come to mind?

Base: Valid respondents (City Wide: n=2,436 / Ward 14: n=181)



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



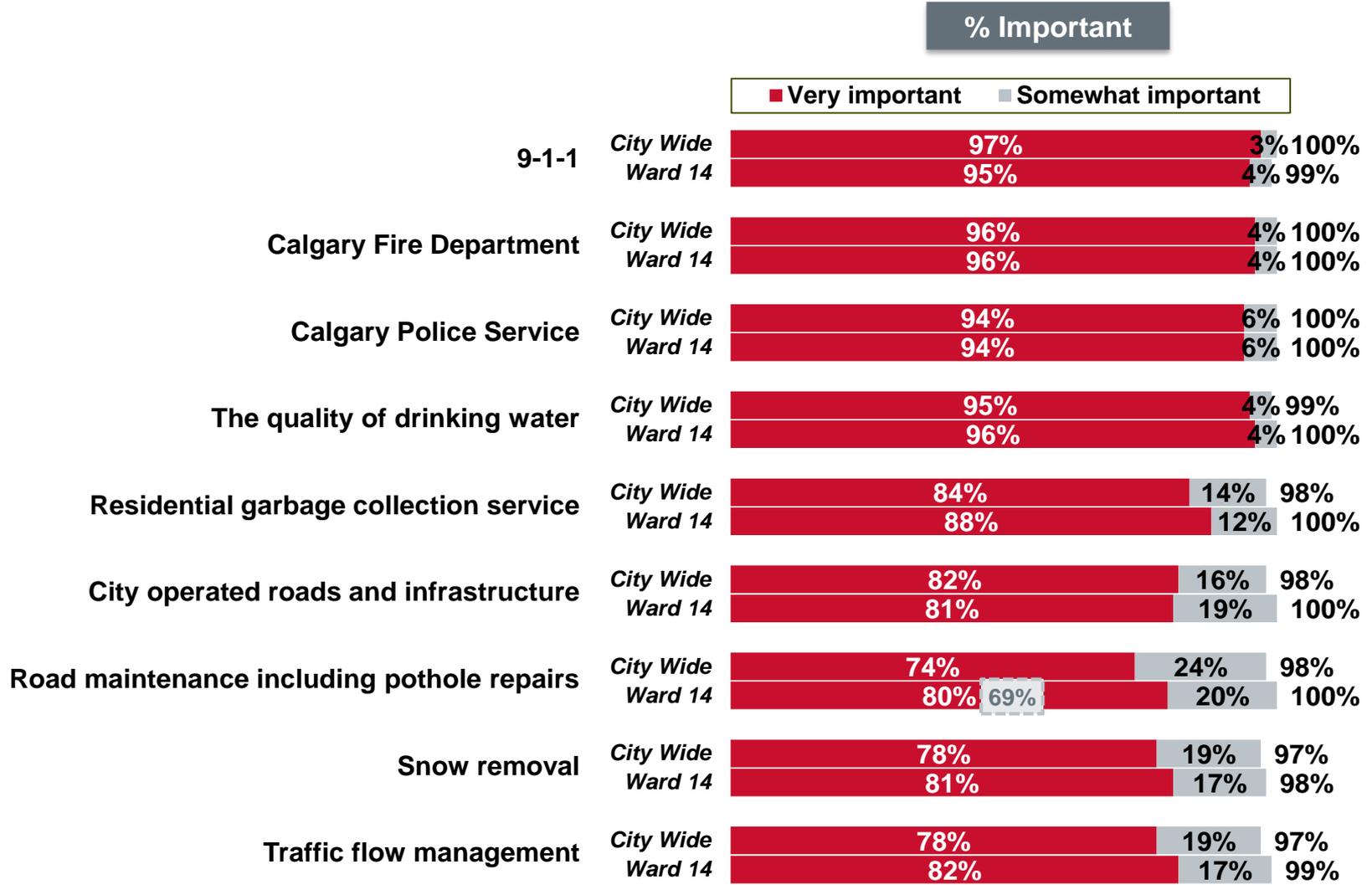
*Rounding

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=2,486 / Ward 14: n=195)



Importance of City Programs and Services



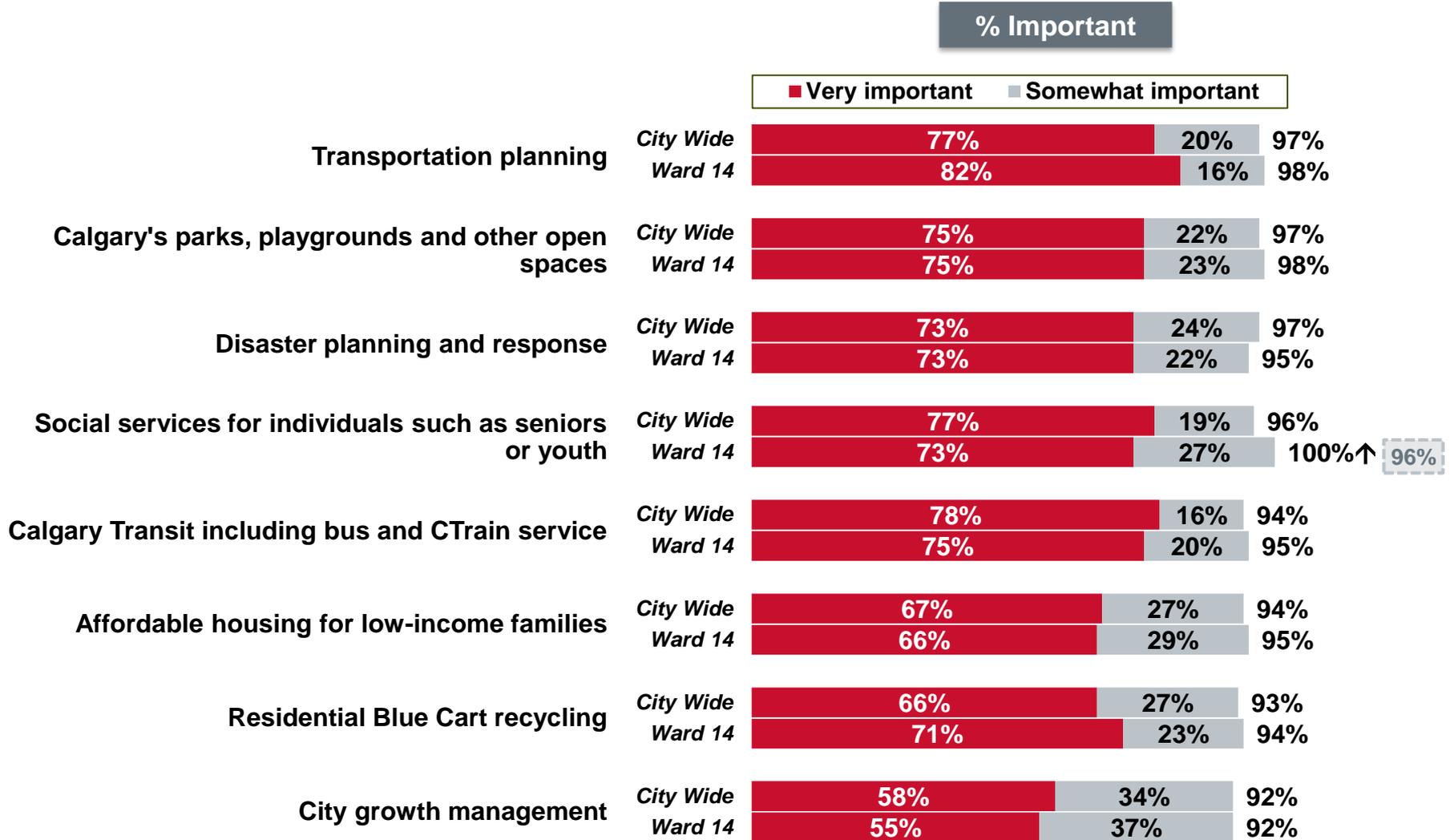
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Ward 14 2016



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.

Ward 14 2016

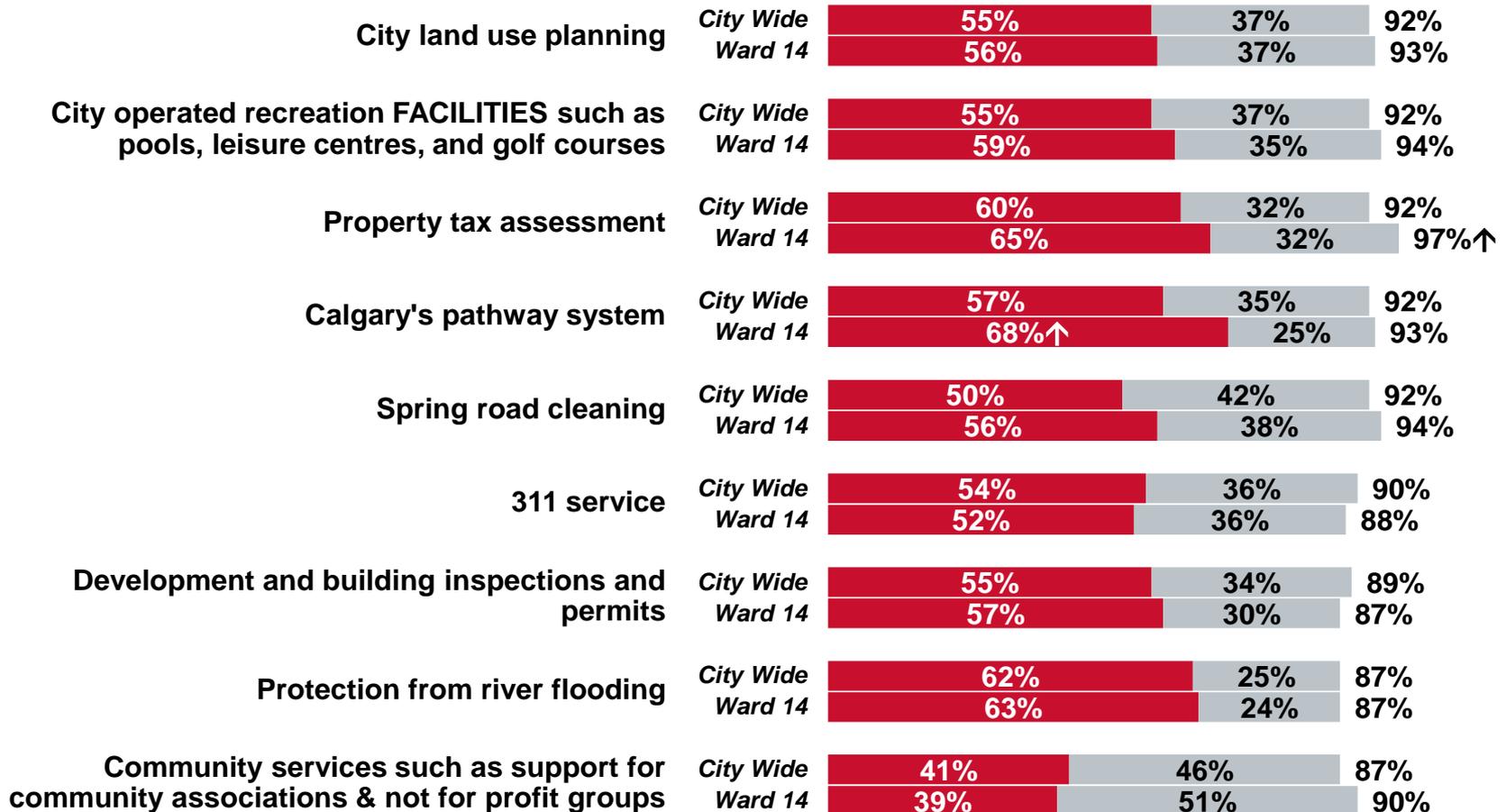
Base: Valid respondents (Bases vary)



Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important

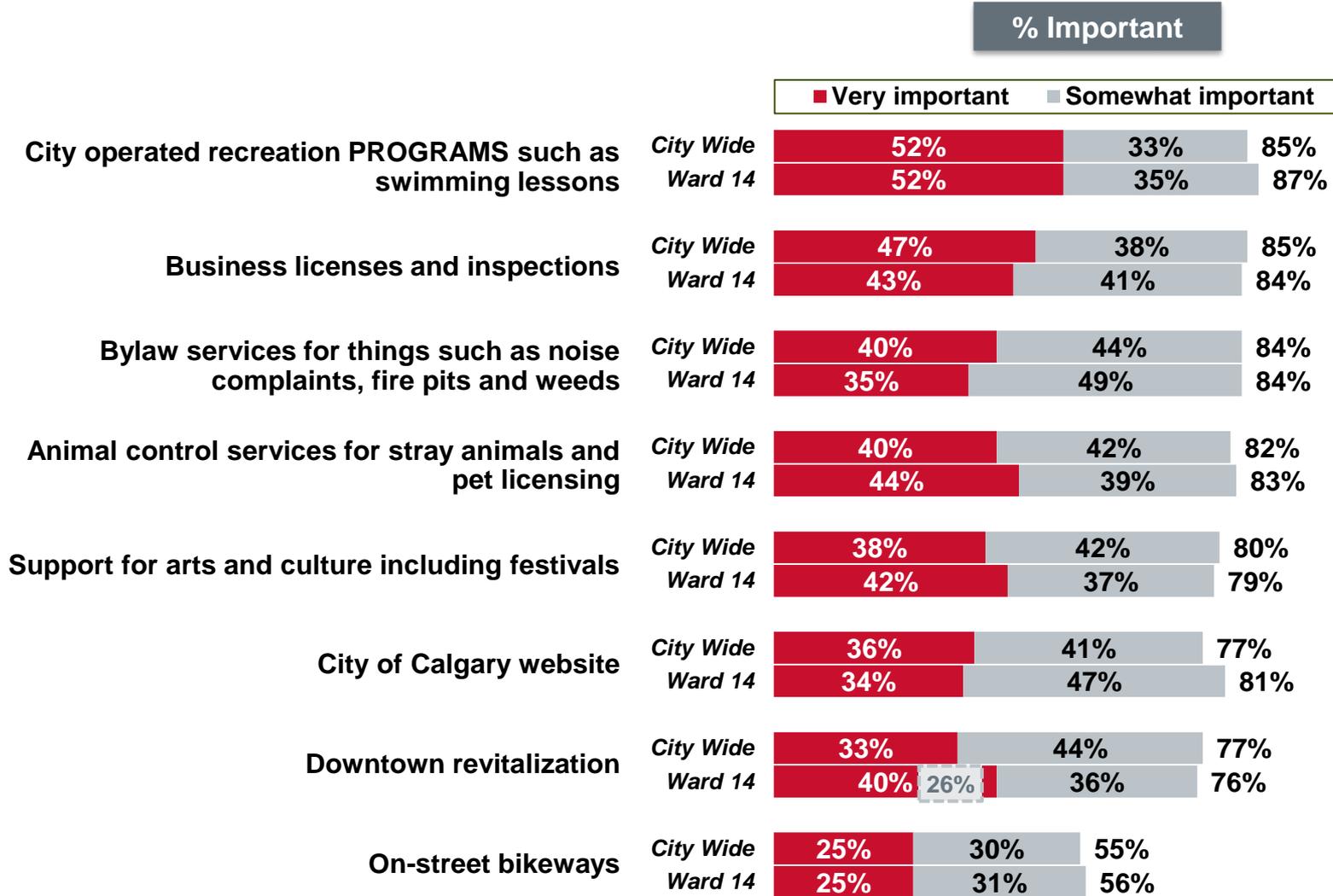


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)



Importance of City Programs and Services (continued)



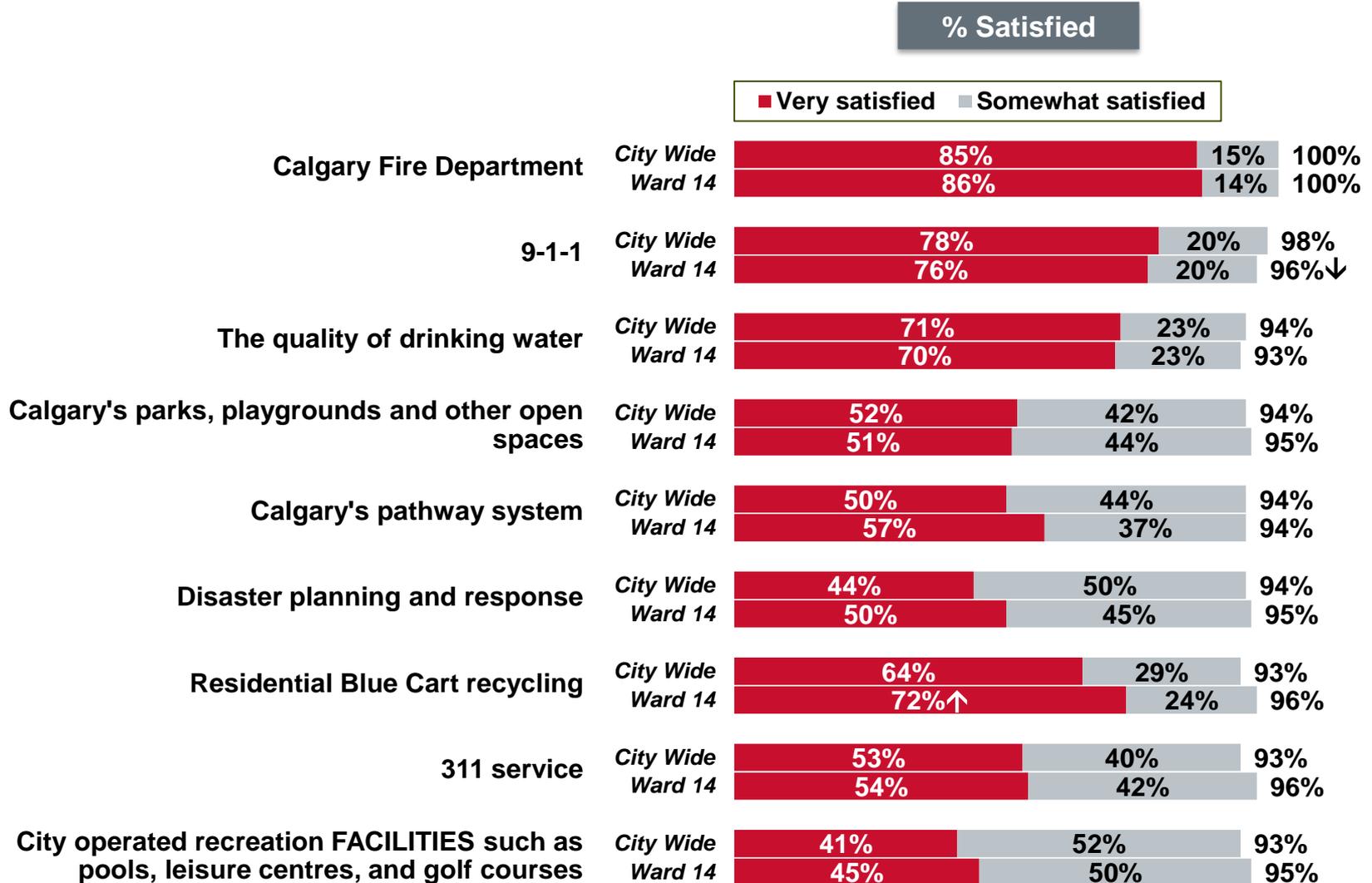
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Ward 14 2016



Satisfaction with City Programs and Services



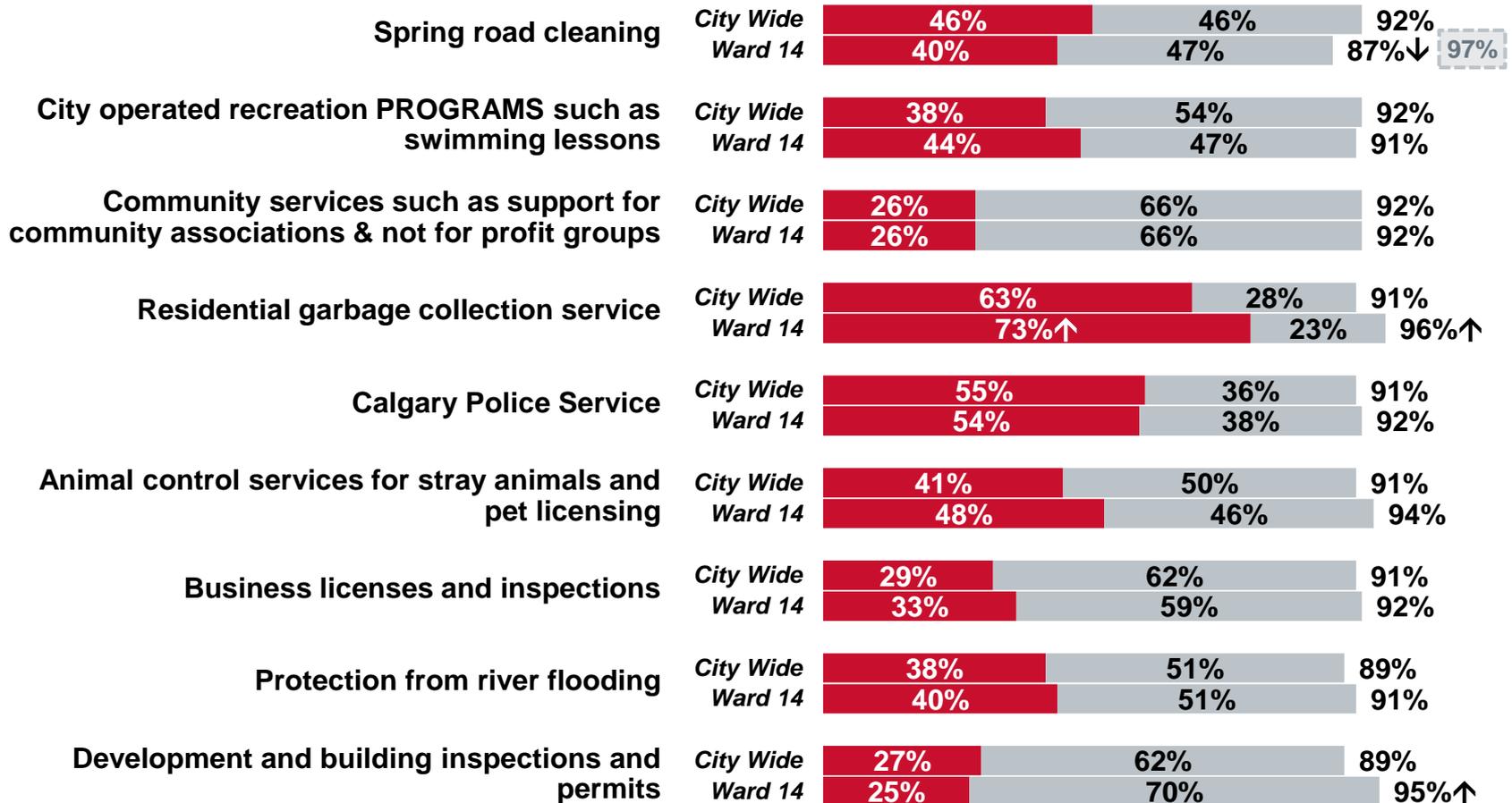
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
 Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied



Ward 14 2016

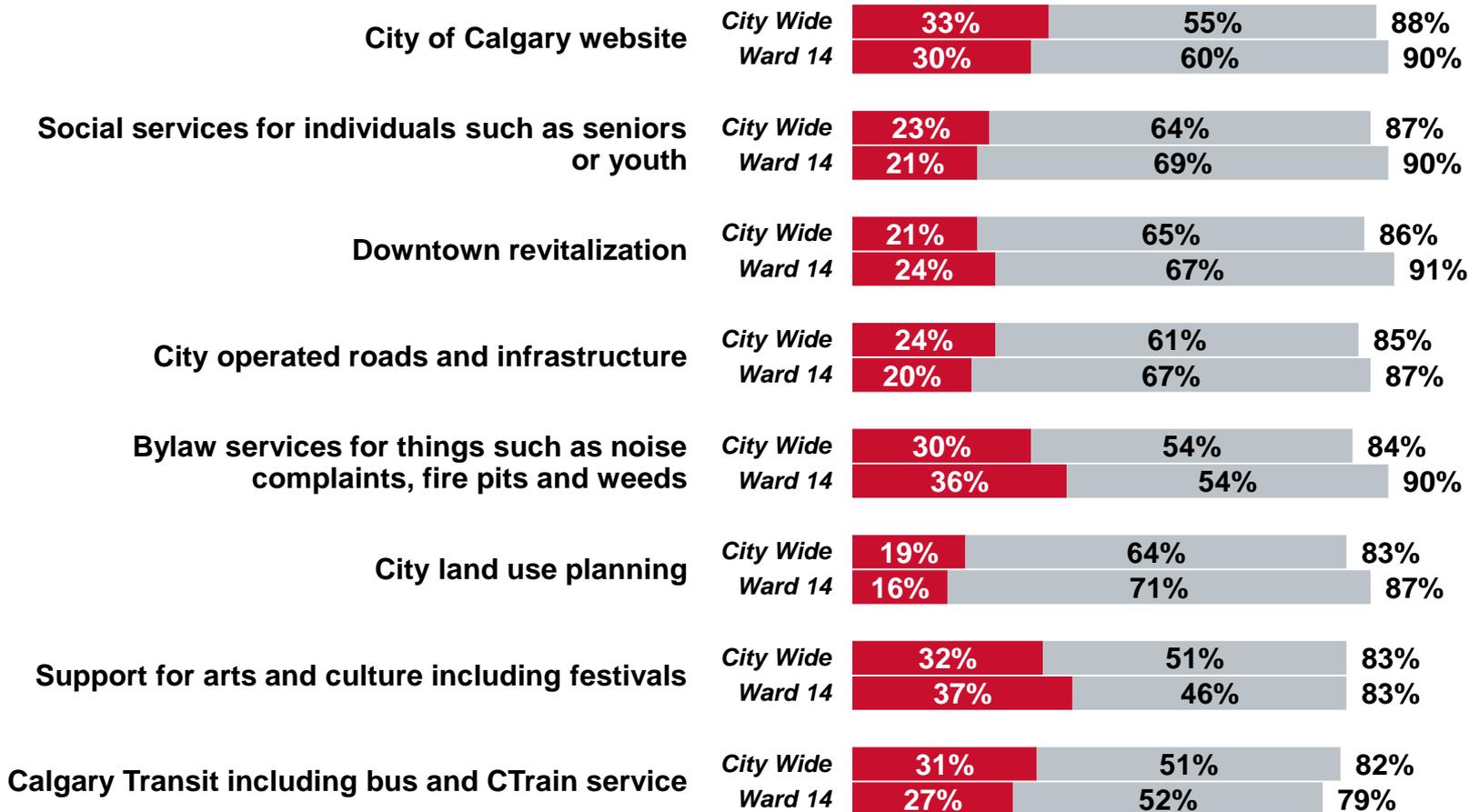
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services (continued)

% Satisfied

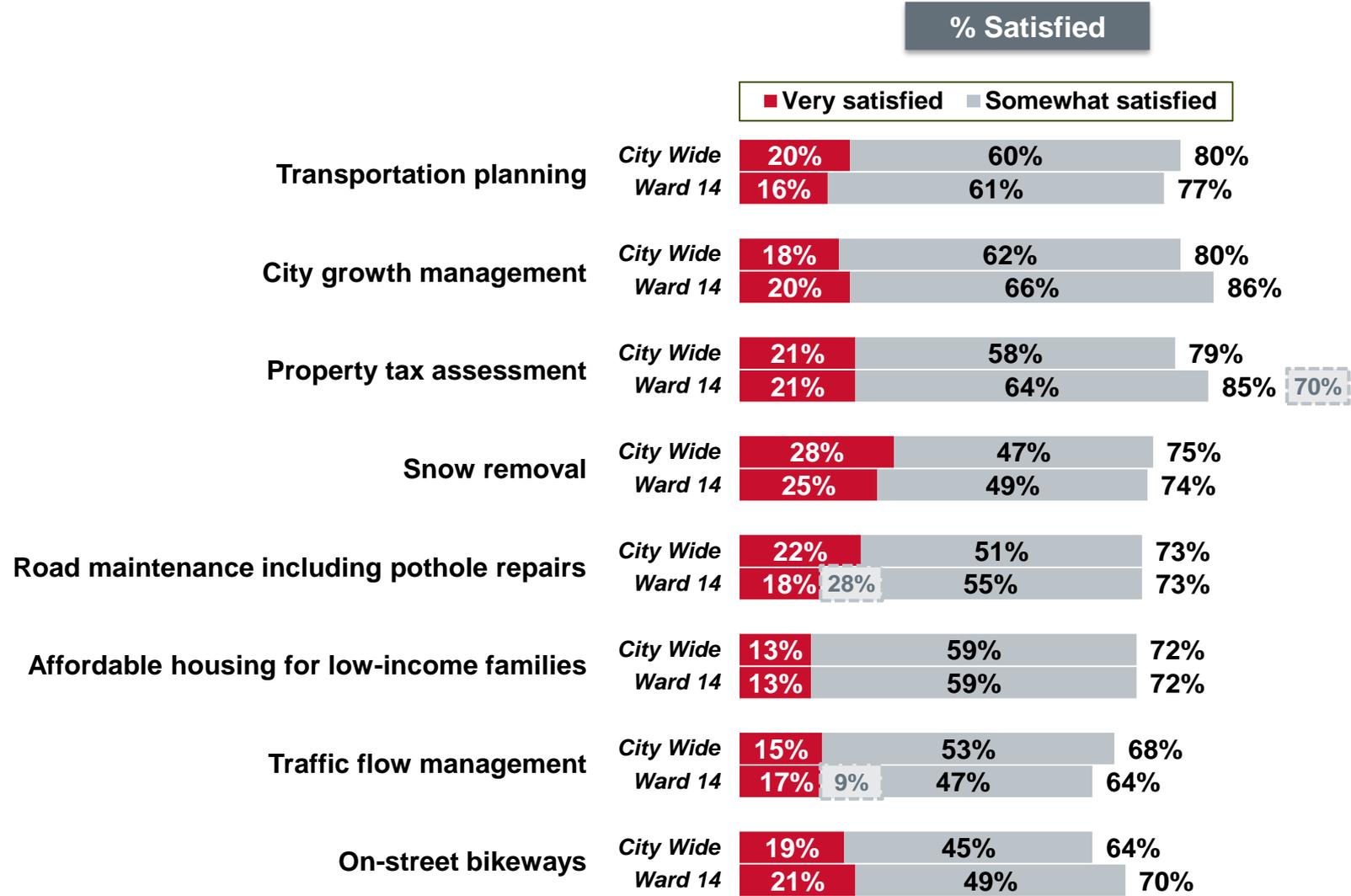
■ Very satisfied ■ Somewhat satisfied



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)

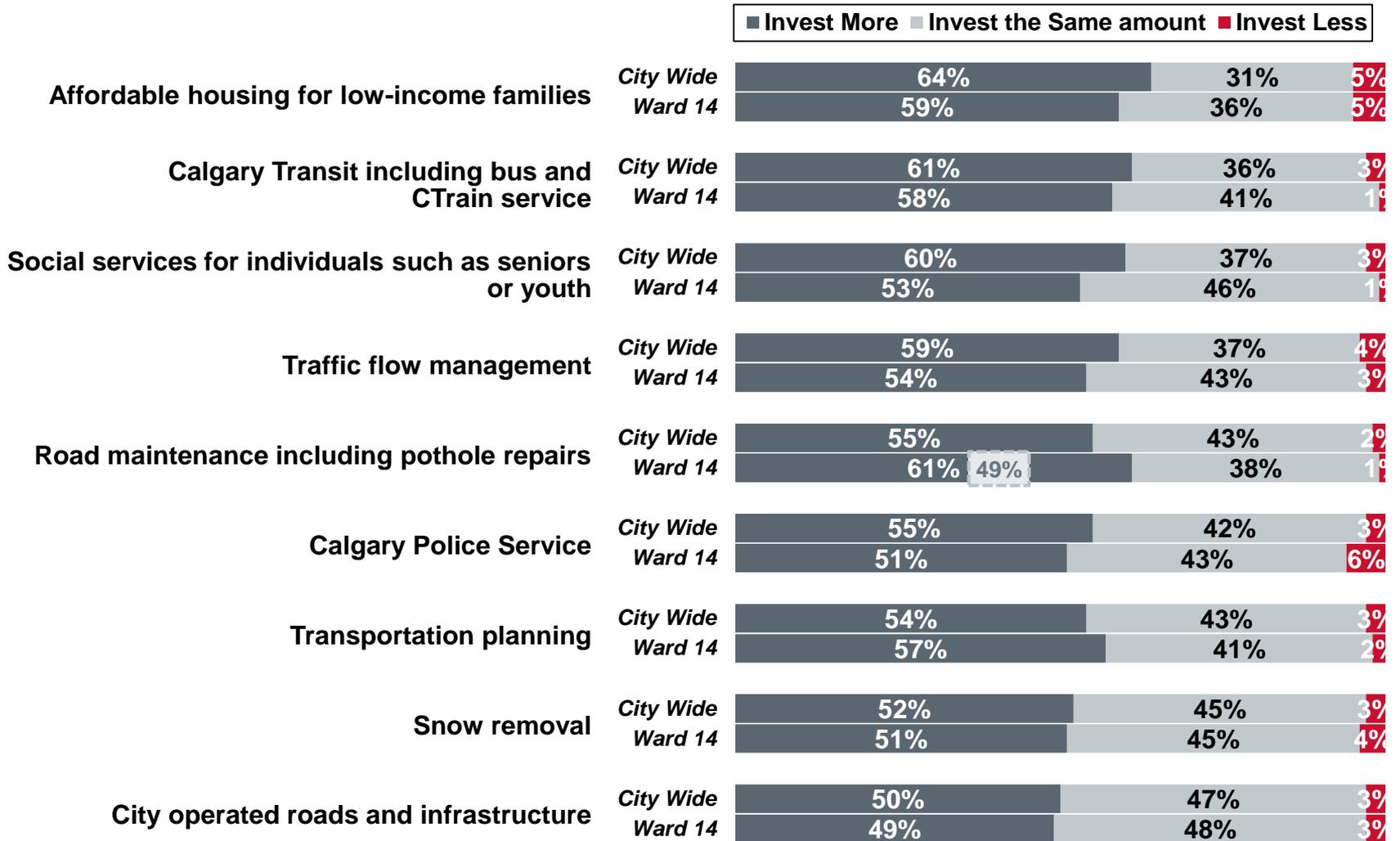


Ward 14 2016

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)



Investment in City Programs and Services

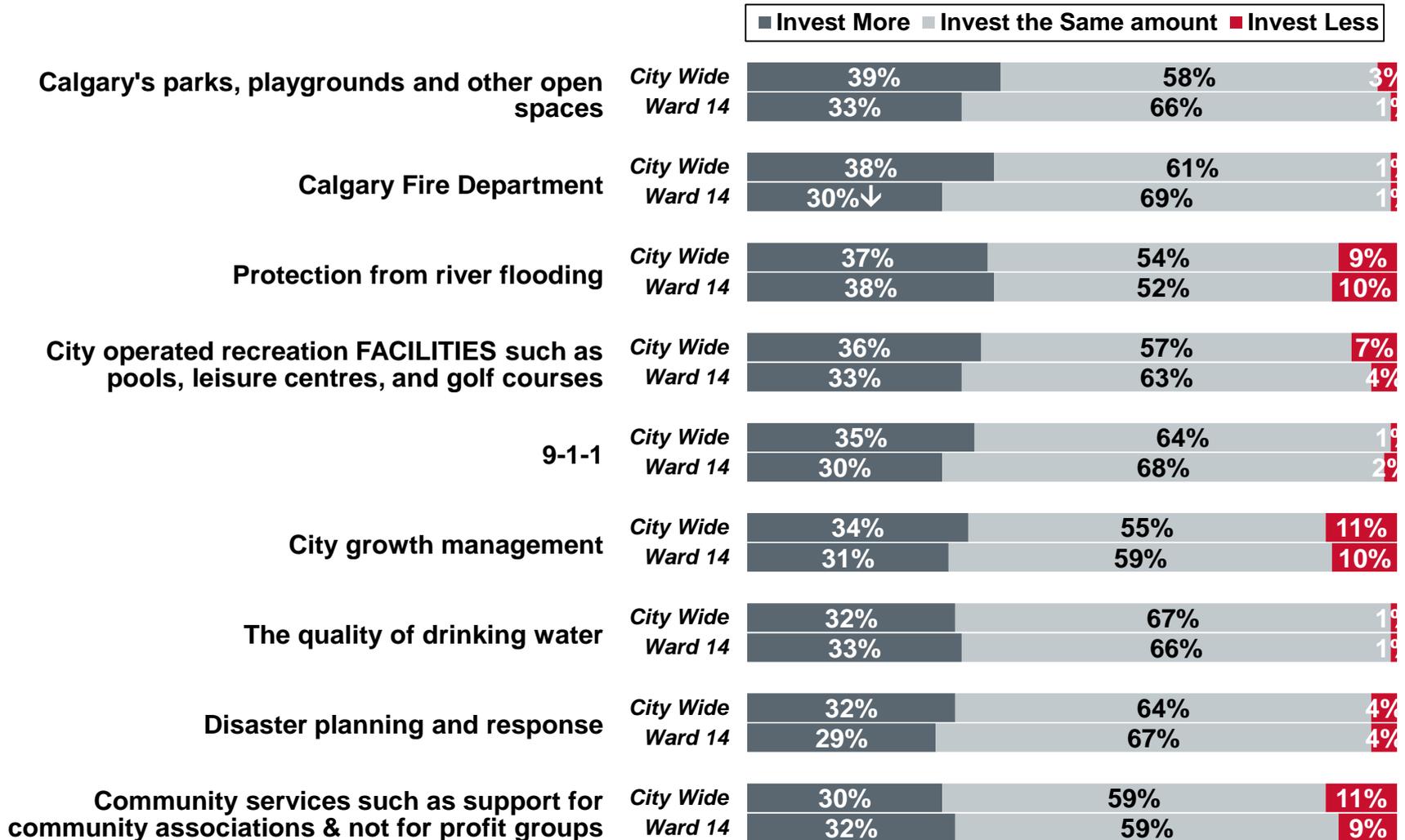


Ward 14 2016

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)



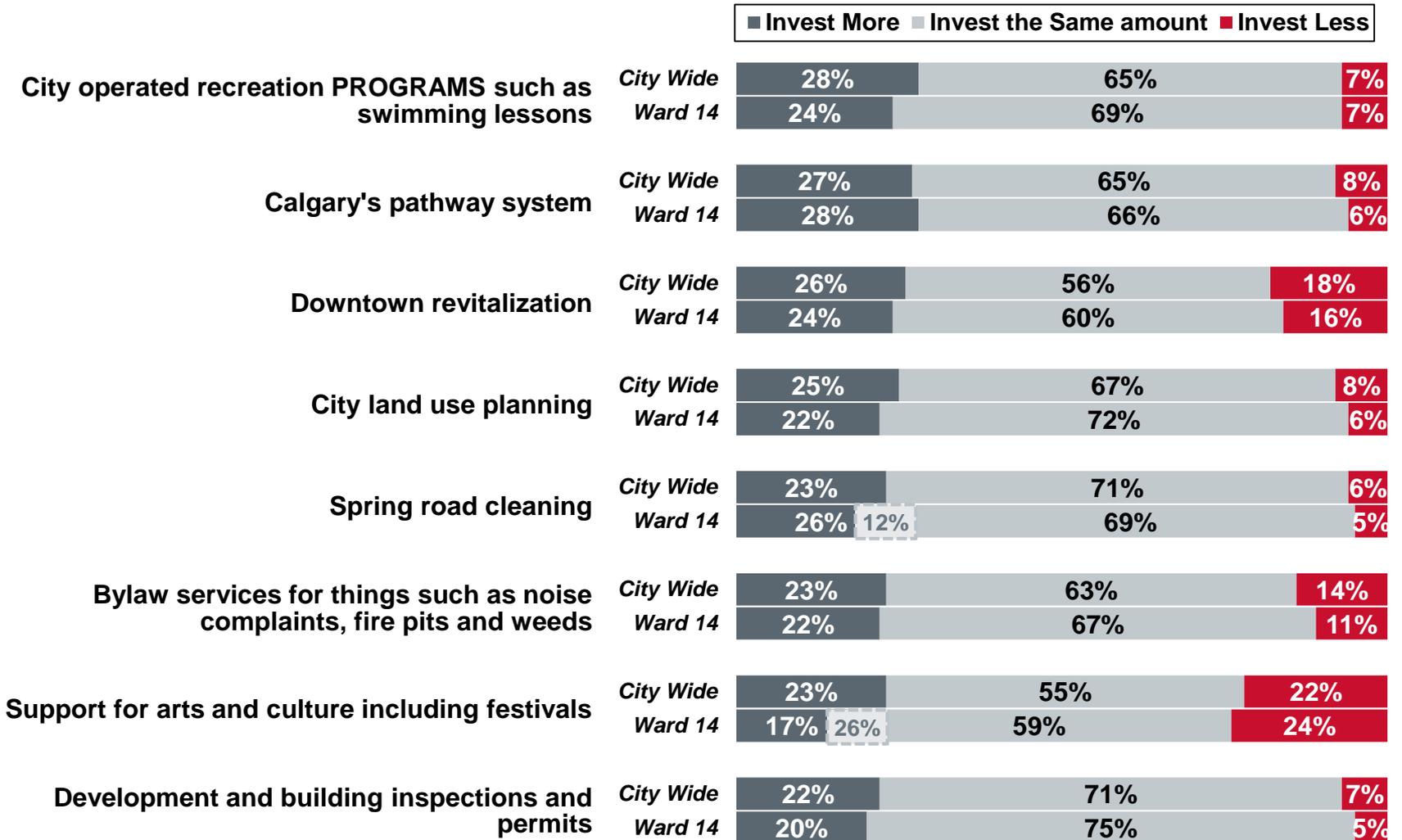
Investment in City Programs and Services (continued)



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)



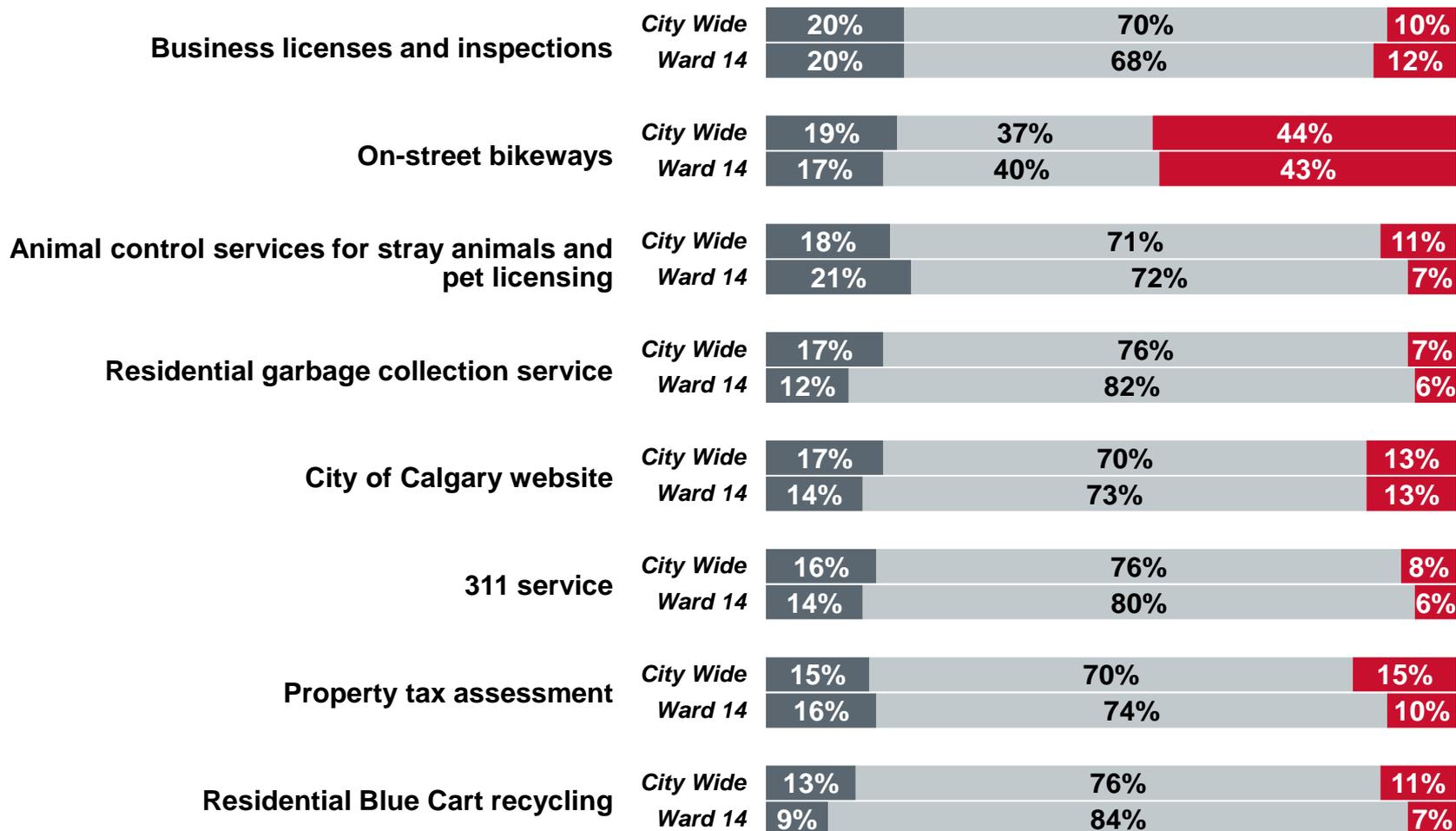
Ward 14 2016

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)

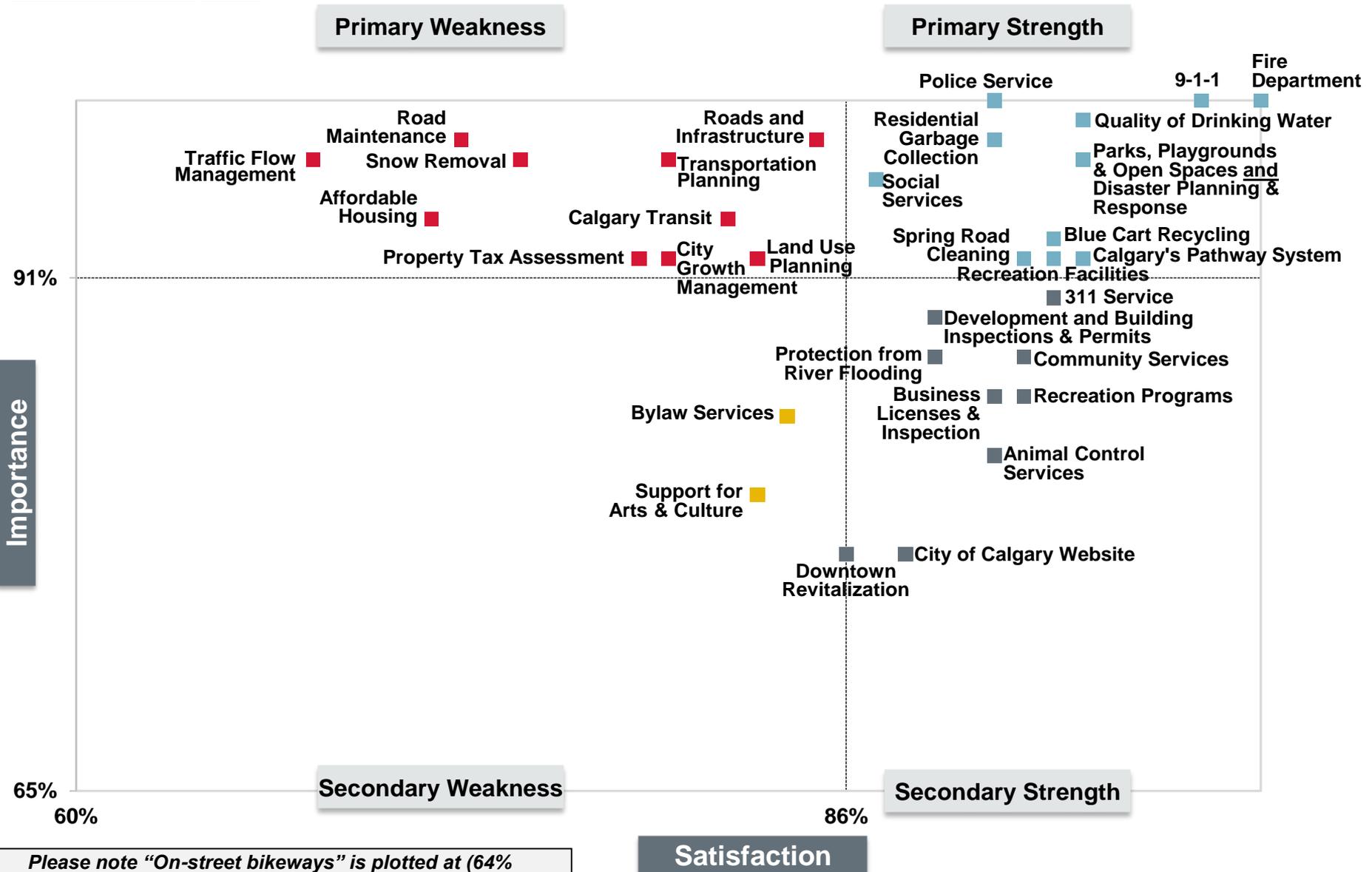
■ Invest More ■ Invest the Same amount ■ Invest Less



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)



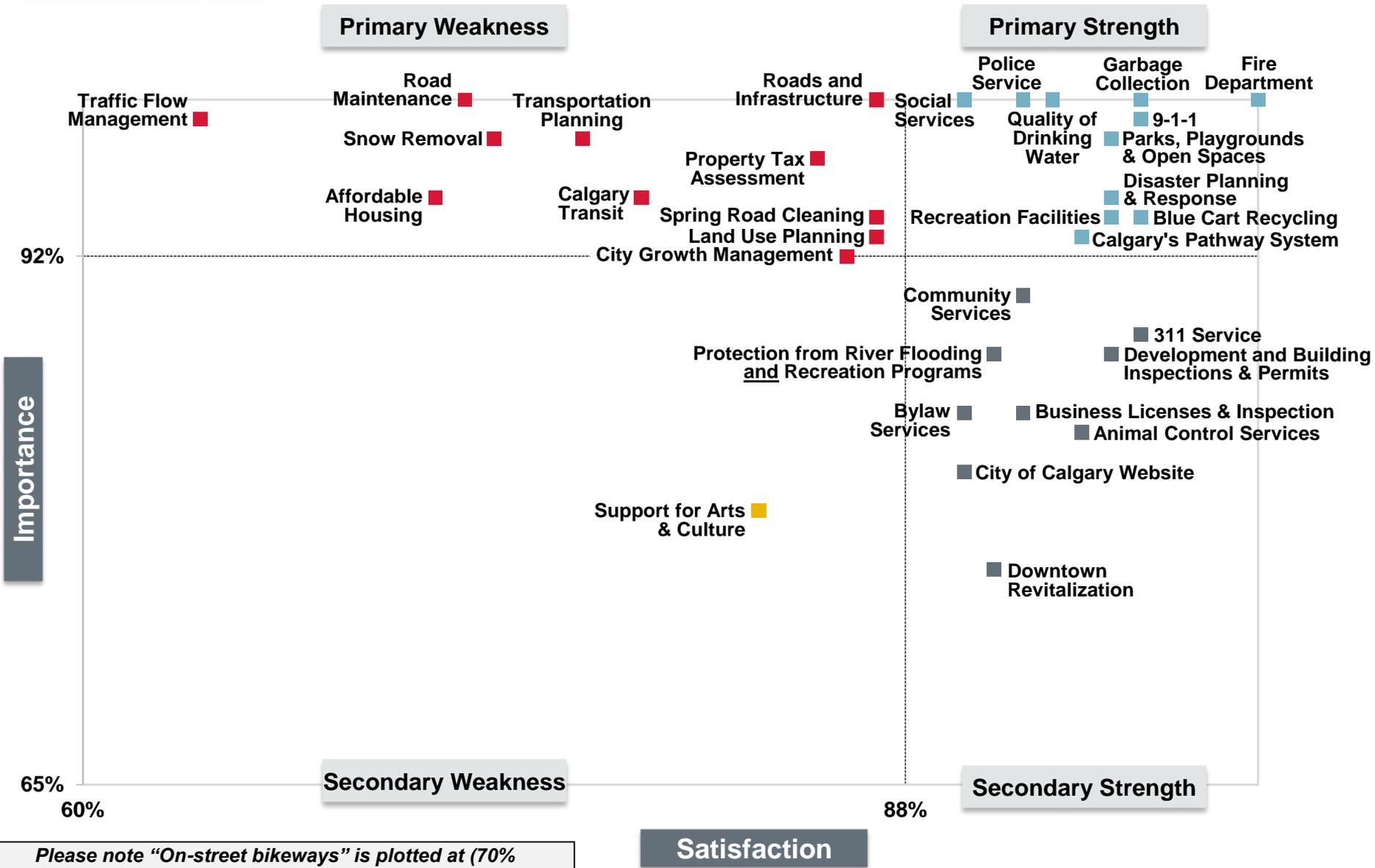
Importance vs. Satisfaction Grid: City Wide



Please note "On-street bikeways" is plotted at (64% satisfaction, 55% importance) and not illustrated on this graph.



Importance vs. Satisfaction Grid: Ward 14



Please note "On-street bikeways" is plotted at (70% satisfaction, 56% importance) and not illustrated on this graph.



Primary Strengths and Weaknesses: City Wide versus Ward 14

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 14
Fire Department		
9-1-1		
Residential Garbage Collection		
Quality of Drinking Water		
Police Service		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Recreation Facilities		
Social Services		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Road Maintenance		
Transportation Planning		
Snow Removal		
City Growth Management		
Calgary Transit		
Roads and Infrastructure		
Land Use Planning		

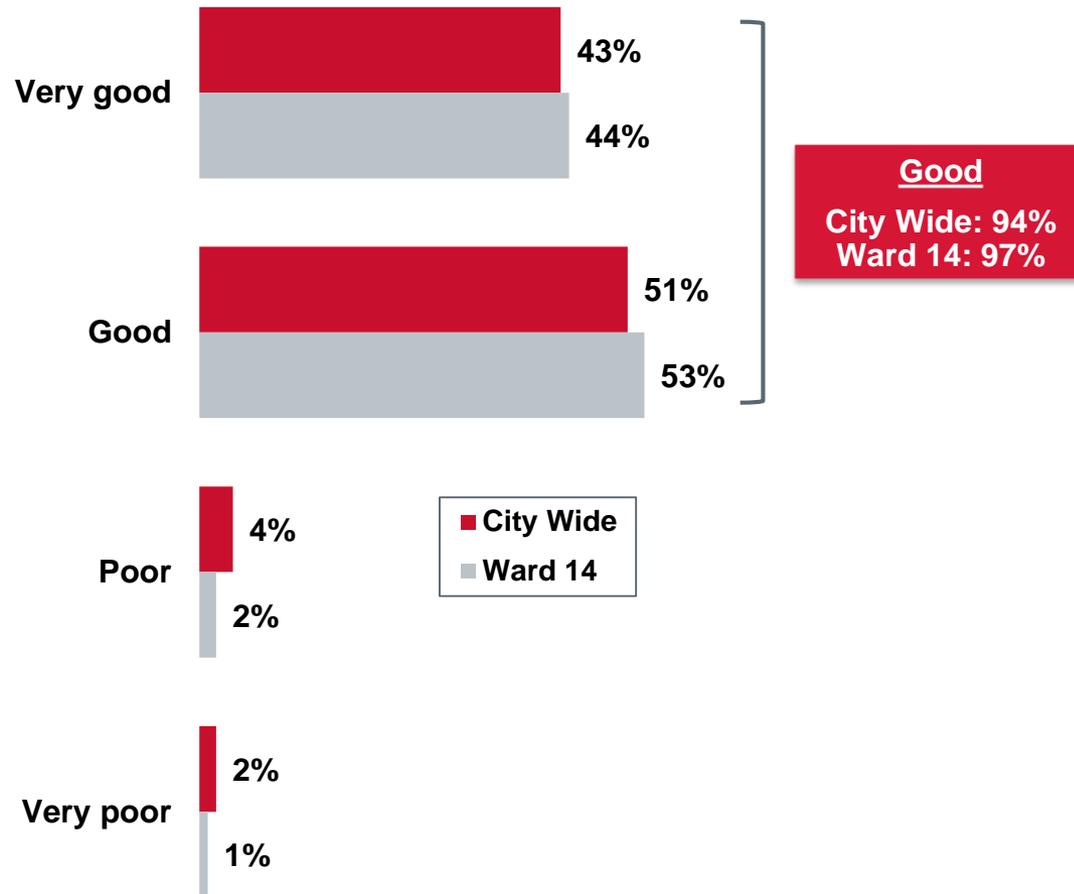


Environmental Performance





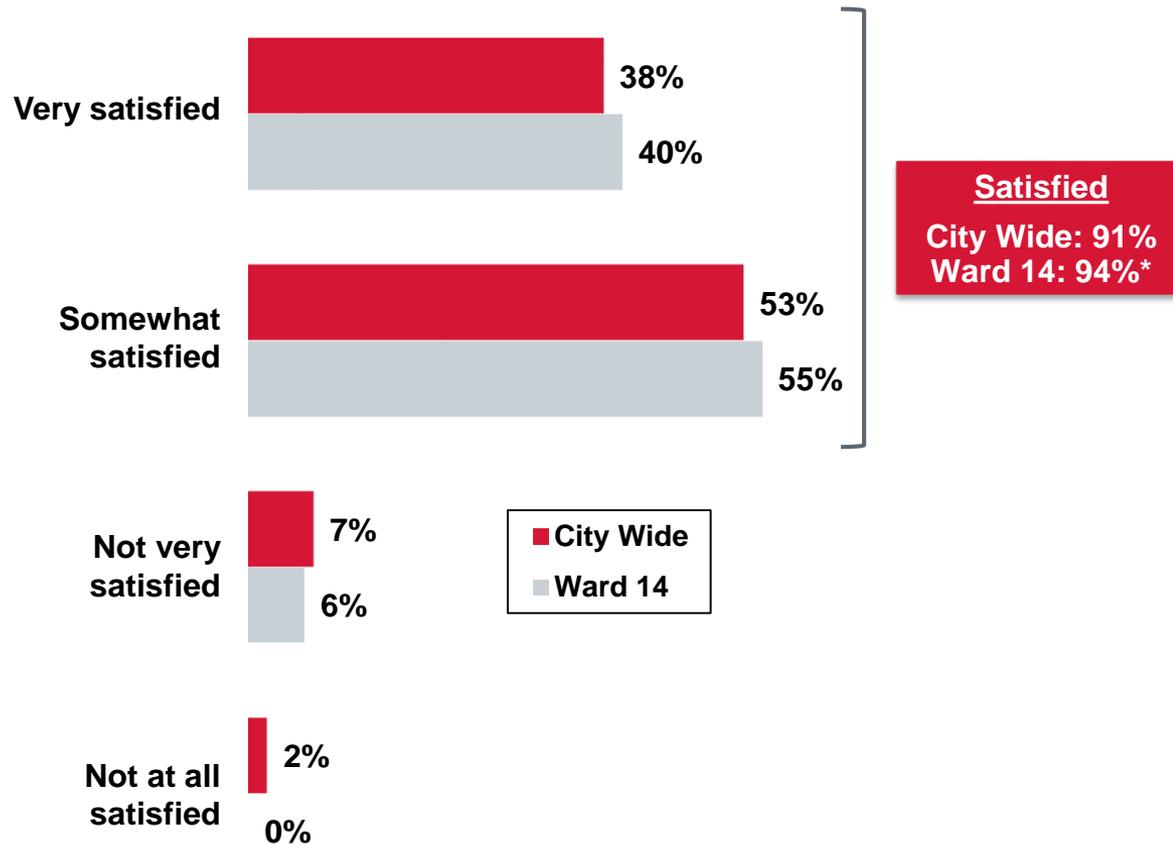
Perceptions About Overall State of Calgary's Environment



Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?
 Base: Valid respondents (City Wide: n=2,492 / Ward 14: n=184)



Satisfaction with The City's Environmental Performance



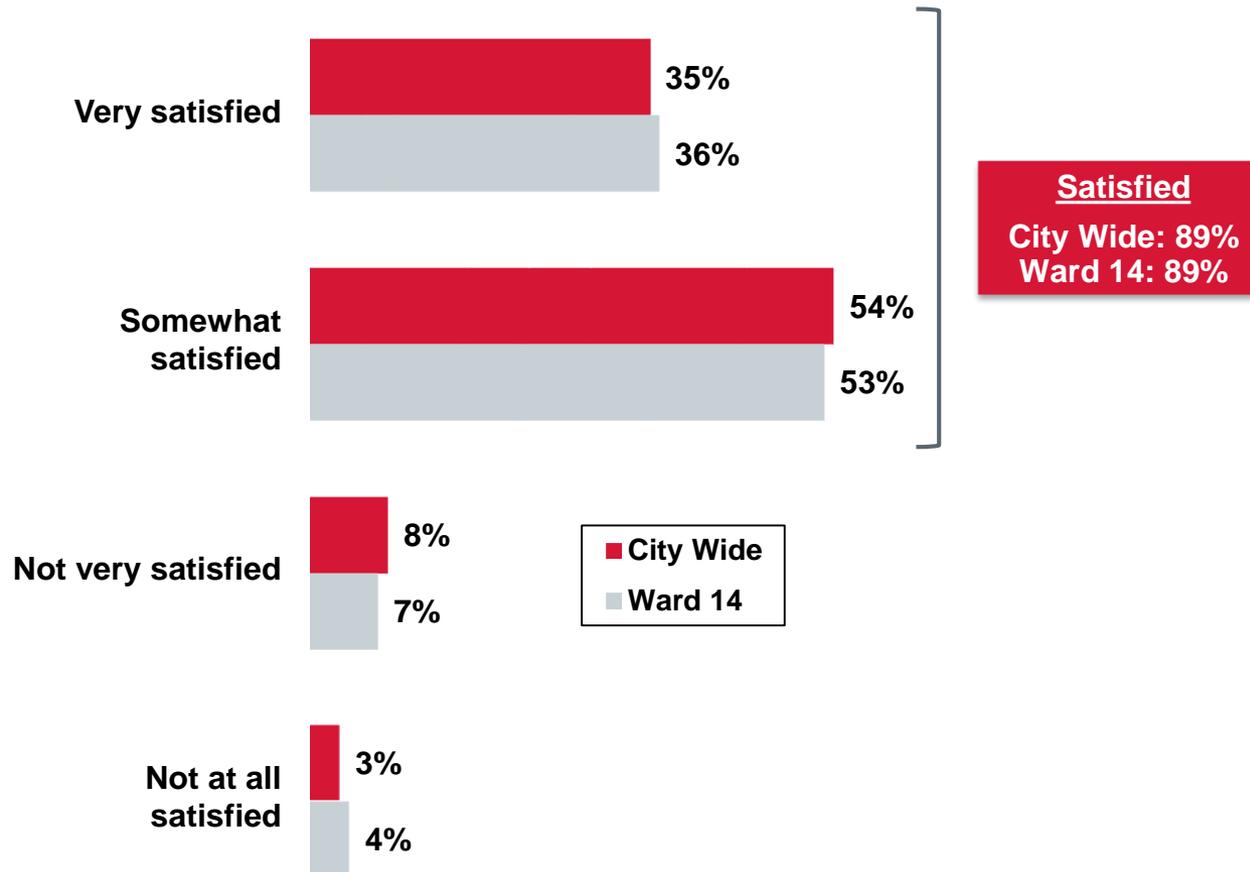
*Rounding

How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: Valid respondents (City Wide: n=2,484 / Ward 14: n=184)



Satisfaction with The City's Environmental Programs and Services



How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?

Base: Valid respondents (City Wide: n=2,478 / Ward 14: n=183)

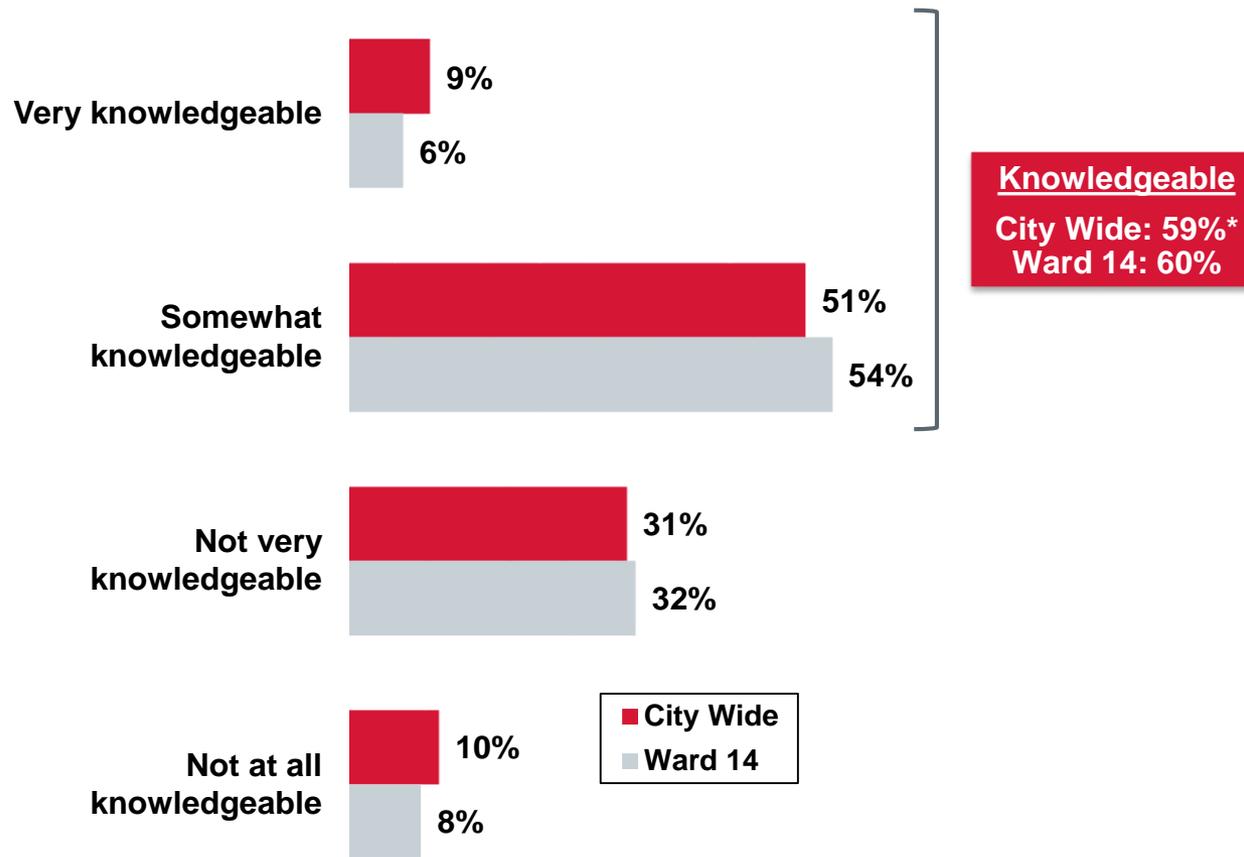


Taxation





Knowledge Levels of Tax Dollar Spending



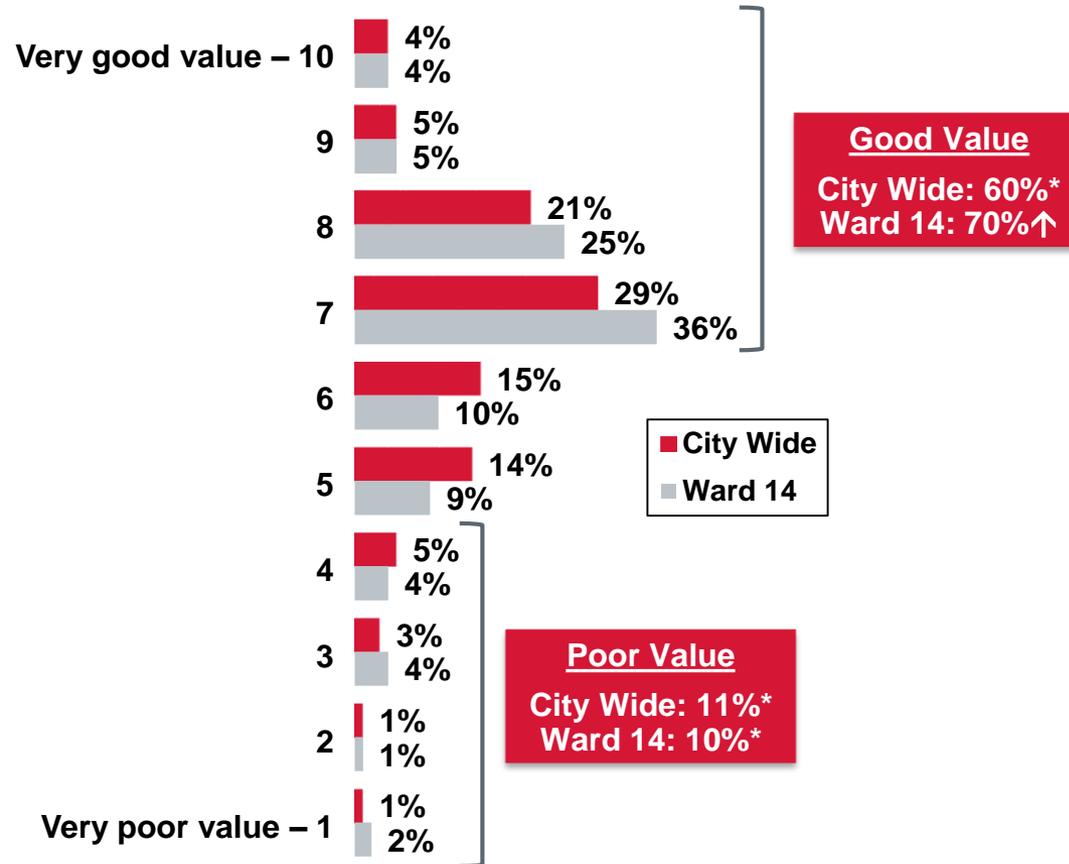
*Rounding

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=2,494 / Ward 14: n=183)



Perceived Value of Property Taxes



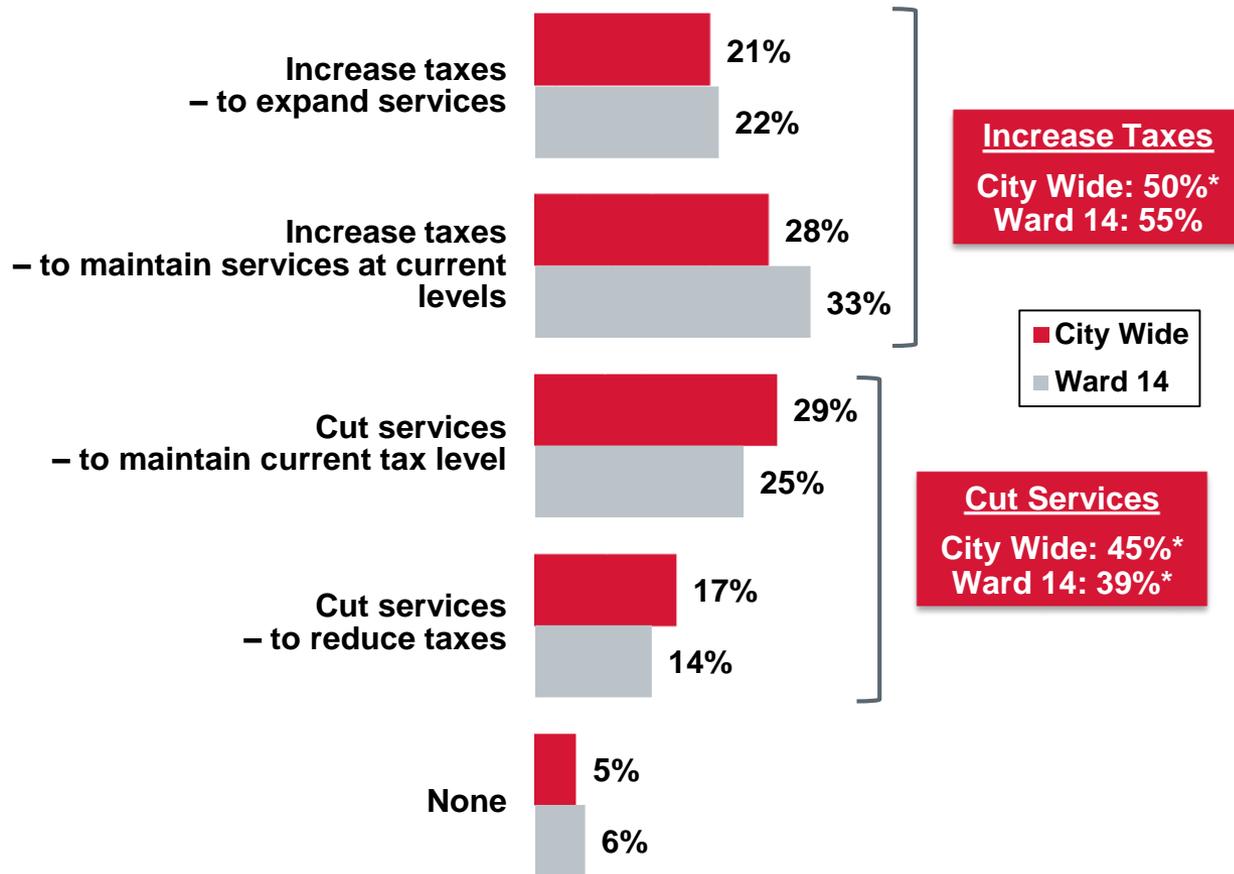
*Rounding

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=2,467 / Ward 14: n=184)



Balancing Taxation and Service Delivery Levels



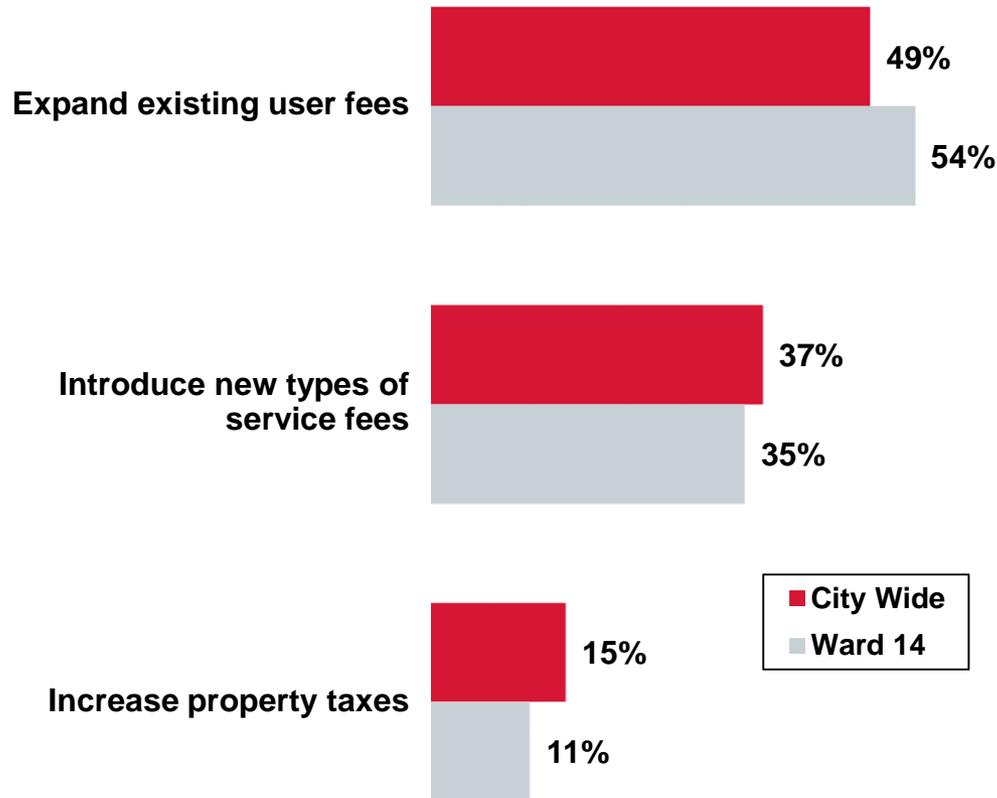
*Rounding

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=2,459 / Ward 14: n=182)



Options for Increasing City Revenue



■ City Wide
■ Ward 14

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 ...?

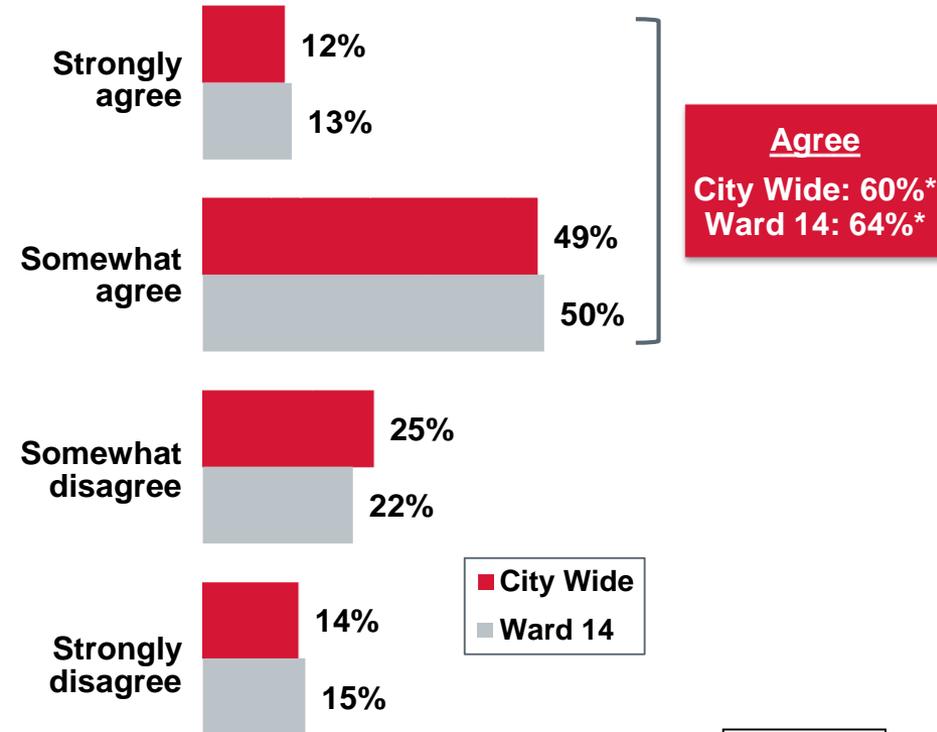
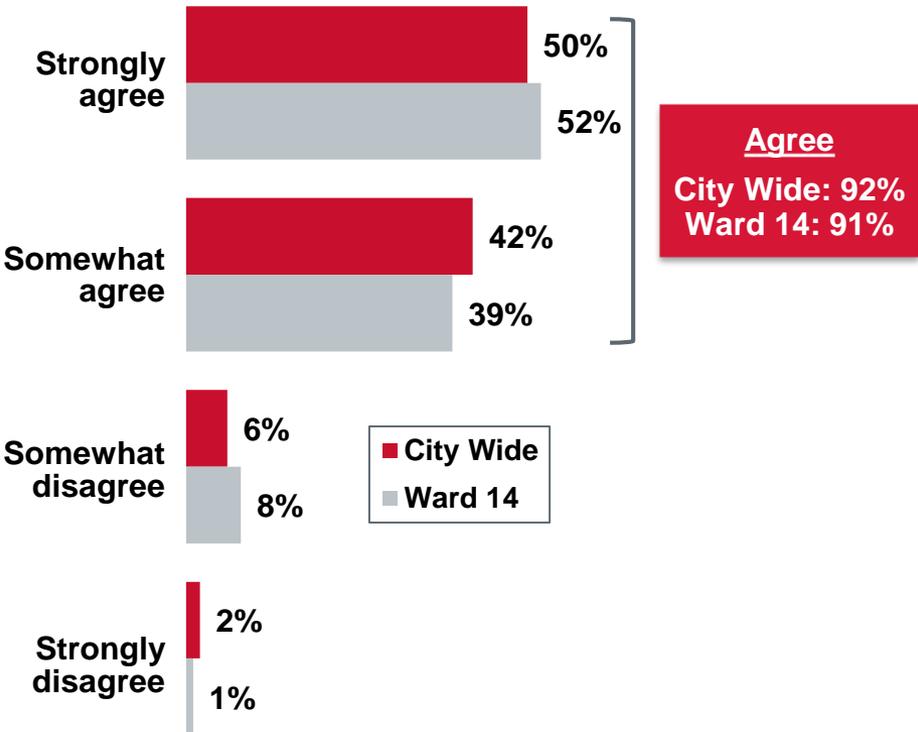
Base: Valid respondents (City Wide: n=2,365 / Ward 14: n=179)



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

Base: Valid respondents (City Wide: n=2,488 / Ward 14: n=184)

Base: Valid respondents (City Wide: n=2,464 / Ward 14: n=181)

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

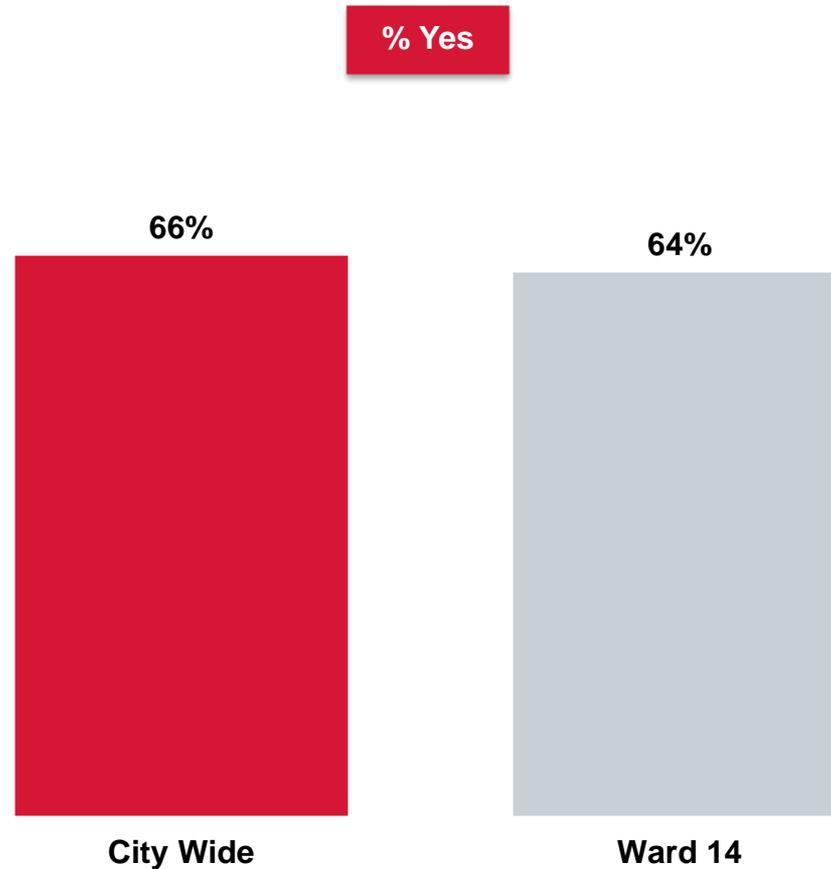


Contact with The City





Past 12 Months Contact with The City of Calgary

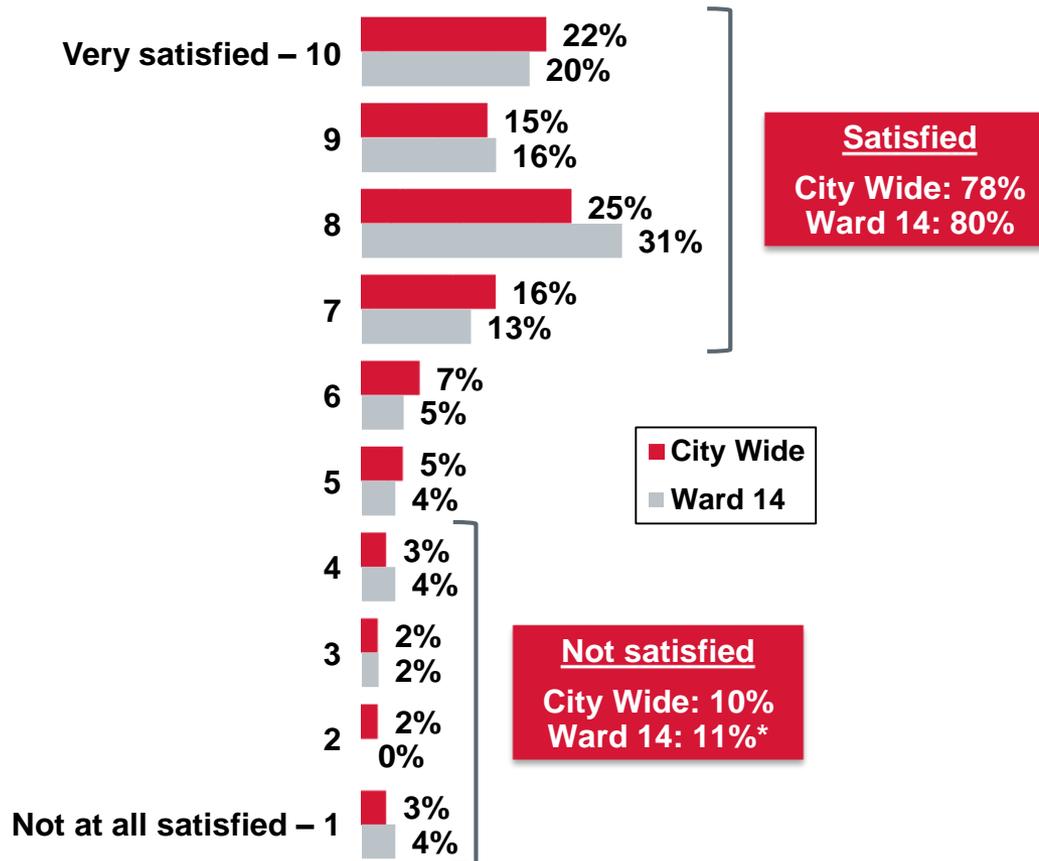


Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,494 / Ward 14: n=183)



Satisfaction with the Overall Level and Quality of Customer Service



*Rounding

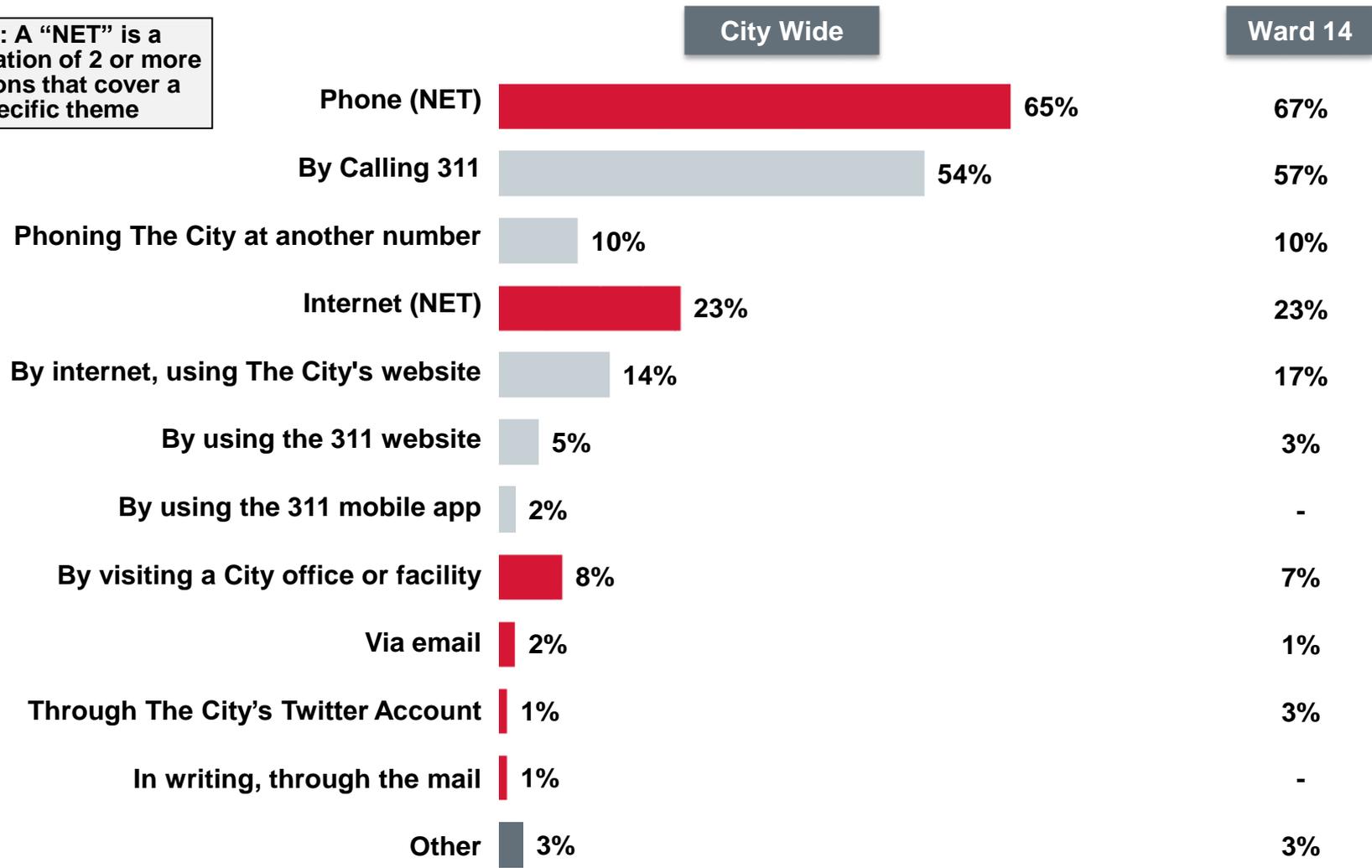
On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,649 / Ward 14: n=119)



Type of Contact

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

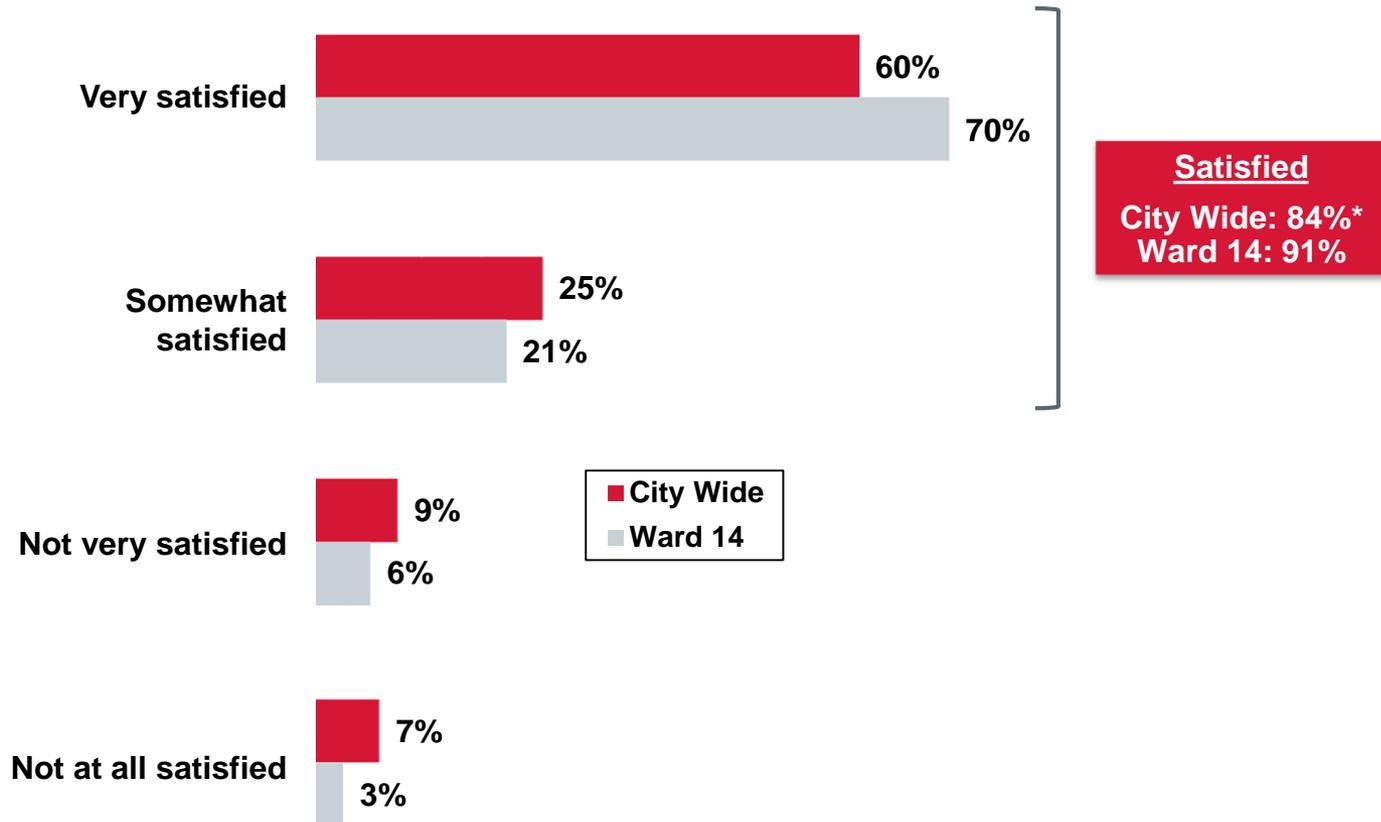


When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,084 / Ward 14: n=81)



Satisfaction with Most Recent City Contact



*Rounding

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

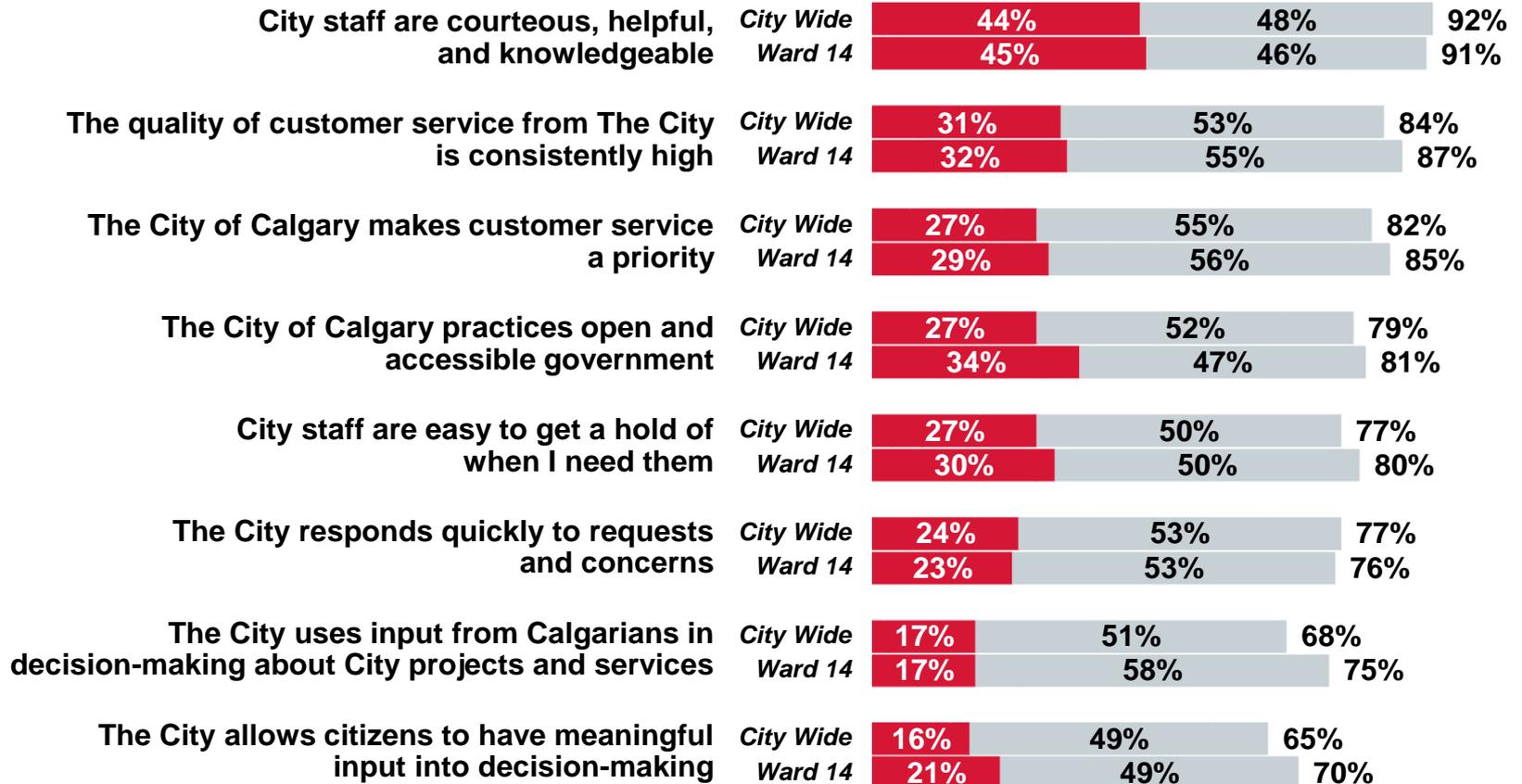
Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,085 / Ward 14: n=79)



Attitudes Regarding City Service Delivery and Transparency

% Agree

■ Strongly agree ■ Somewhat agree



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)

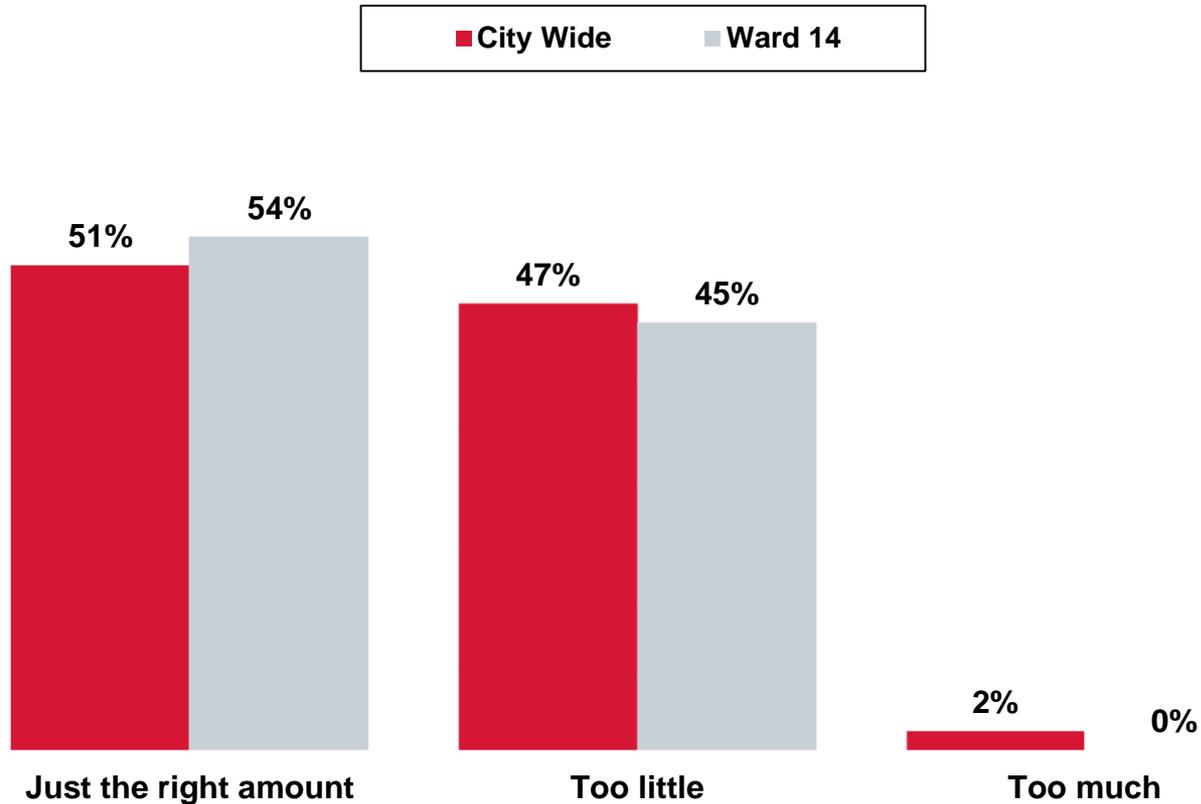


City Communications





The Amount of Information Received



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

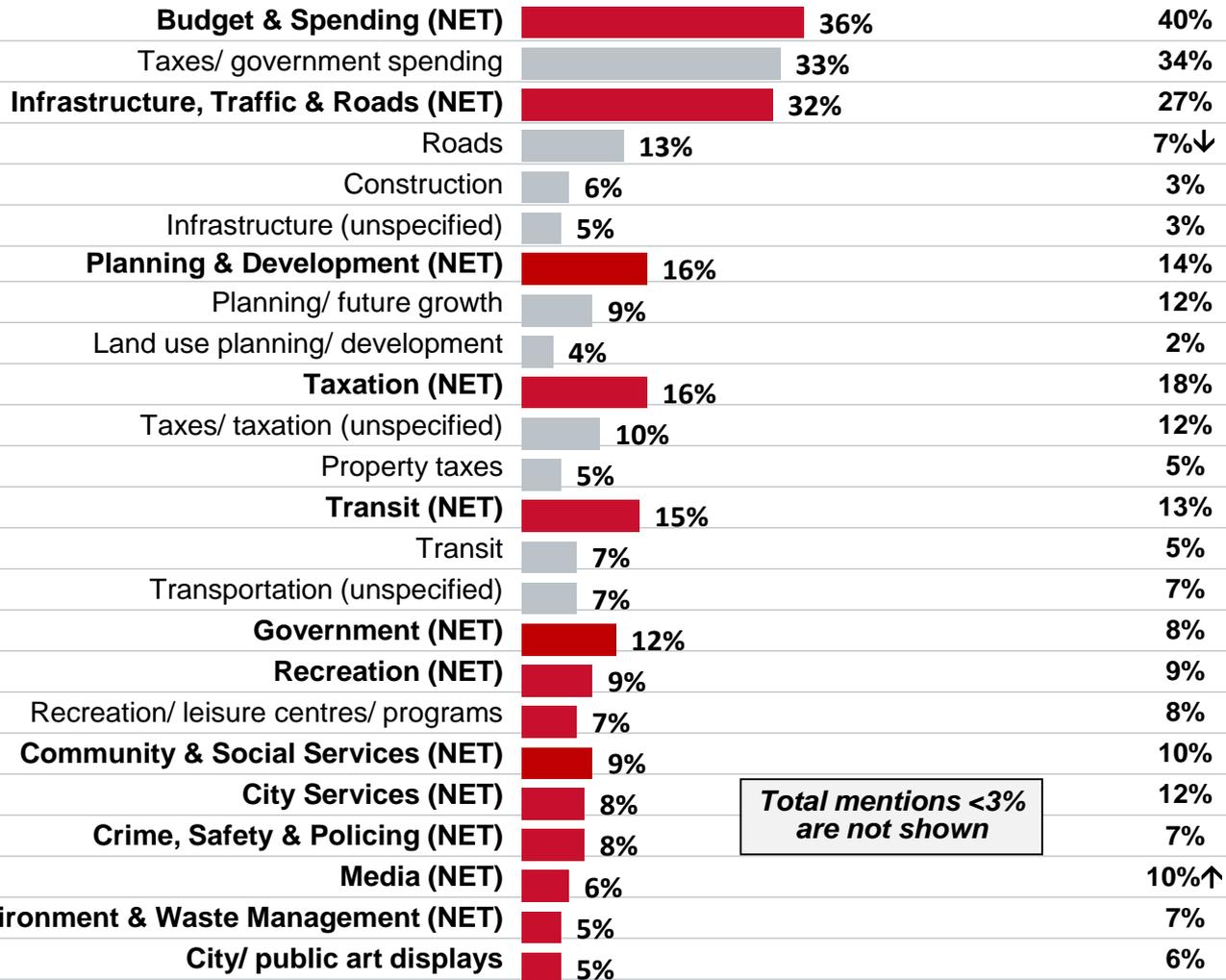
Base: Valid respondents (City Wide: n=2,474 / Ward 14: n=183)



Top Areas for Information from The City

Ward 14

Multiple Responses



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

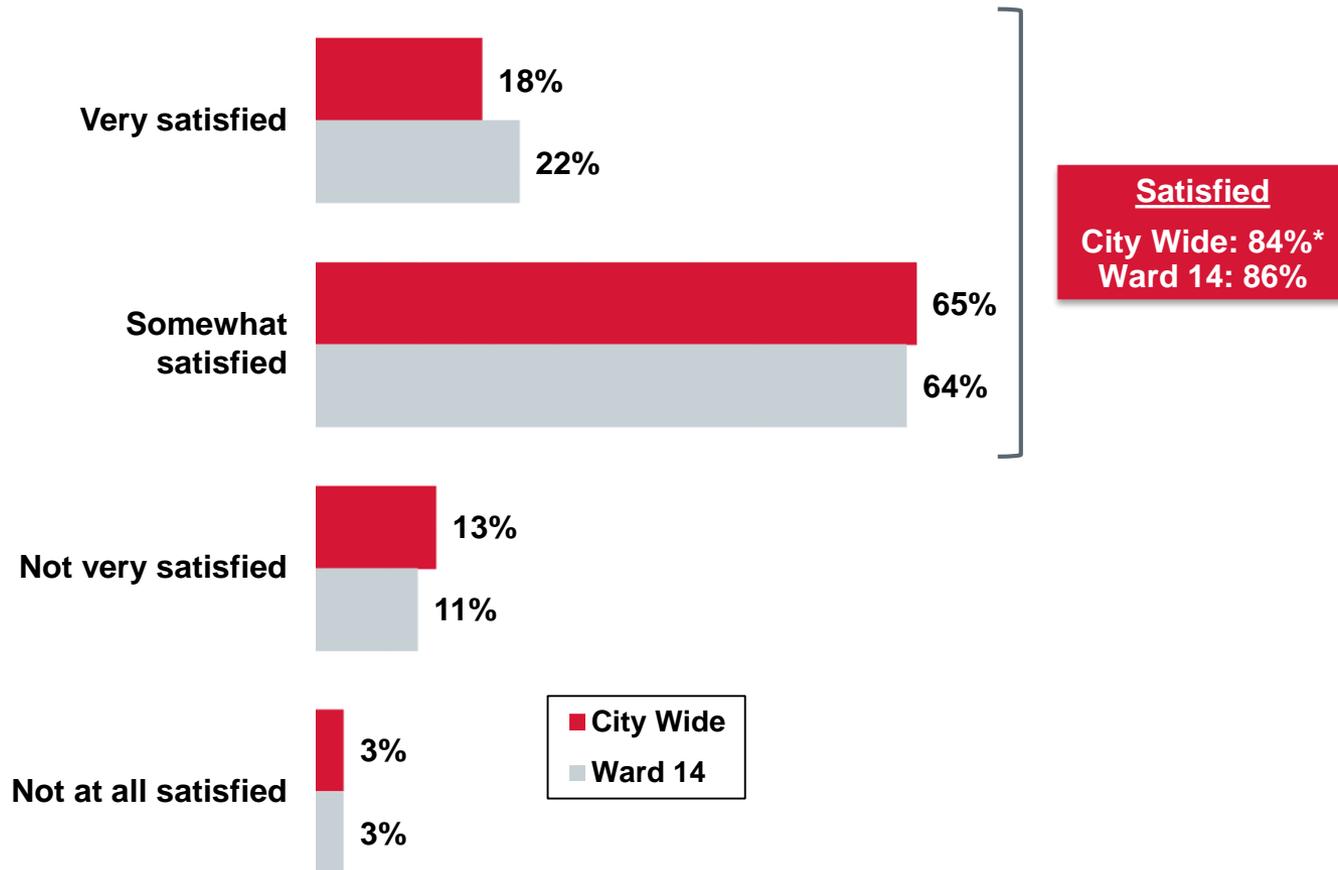
Total mentions <3% are not shown

What are the top three areas where you would like The City to provide more information?

Base: Valid respondents who say they receive too little or just the right amount of information (City Wide: n=2,172 / Ward 14: n=163)



Satisfaction with the Overall Quality of City Information and Communications



*Rounding

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

Base: Valid respondents (City Wide: n=2,484 / Ward 14: n=184)



Demographics





Demographics

Gender

	City Wide	Ward 14
Male	49%	47%
Female	51%	53%

Education

	City Wide	Ward 14
Completed high school or less	18%	14%
Some post secondary or completed a college diploma	35%	39%
Completed university degree or post-grad degree	47%	46%

Age

	City Wide	Ward 14
18 to 24	13%	17%
25 to 34	20%	20%
35 to 44	17%	17%
45 to 54	20%	21%
55 to 64	14%	14%
65 or older	16%	11%
<i>Mean</i>	<i>45</i>	<i>43</i>

Income

	City Wide	Ward 14
Less than \$30,000	7%	2%
\$30,000 to <\$45,000	9%	6%
\$45,000 to <\$60,000	11%	10%
\$60,000 to <\$75,000	8%	7%
\$75,000 to <\$90,000	9%	6%
\$90,000 to <\$105,000	10%	9%
\$105,000 to <\$120,000	10%	13%
\$120,000 to <\$150,000	14%	14%
\$150,000 or more	23%	33%

Base: Valid respondents (Bases vary)



Household Characteristics

Tenure in Calgary

	City Wide	Ward 14
Less than 5 years	7%	1%
5 to less than 10 years	9%	9%
10 to less than 15 years	11%	10%
15 to less than 20 years	12%	14%
20 to less than 30 years	24%	33%
30 to less than 40 years	16%	16%
40 or more years	21%	18%
<i>Mean</i>	26	26

Household Size

	City Wide	Ward 14
1	13%	4%
2	31%	25%
3	19%	23%
4	22%	37%
5 or more	15%	11%
<i>Mean</i>	3.0	3.3

Children and Seniors in Household

	City Wide	Ward 14
Yes - Children	36%	40%
Yes - Seniors	17%	16%

Type of Home

	City Wide	Ward 14
Single-detached house	71%	90%
Apartment or apartment-style condominium	13%	2%
Duplex, triplex or fourplex	8%	4%
Townhouse or rowhouse	7%	5%
Another type of multi-dwelling unit	1%	-

Own or Rent

	City Wide	Ward 14
Own	76%	77%
Rent	21%	14%
Other	-	2%
Neither	2%	6%

Responsible for Property Taxes

	City Wide	Ward 14
Yes	84%	81%
No	16%	19%

Base: Valid respondents (Bases vary)



Respondent Characteristics

Born in Canada

	City Wide	Ward 14
Yes	74%	83%
No	26%	17%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=645)	Ward 14 (n=34)
Less than 12	28%	38%
12 to 17	13%	12%
18 or older	59%	50%
No response	1%	-

Ethnic Background

	City Wide	Ward 14
Caucasian/ White	24%	29%
British	20%	22%
Canadian/ French Canadian	17%	23%
Western European	12%	12%
Southern or Eastern European	9%	13%
East or Southeast Asian	9%	5%
South Asian	6%	2%
Central/ South American or Caribbean	2%	2%
West Asian or Middle Eastern	2%	1%
African	2%	-
Aboriginal/ First Nations/ Metis	2%	2%

Disability

	City Wide	Ward 14
Yes	16%	12%
No	84%	88%

Visible Minority

	City Wide	Ward 14
Yes	23%	12%
No	77%	88%

Base: Valid respondents (Bases vary)



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