

# 2016 Citizen Satisfaction Survey

## Ward 5 Final Report

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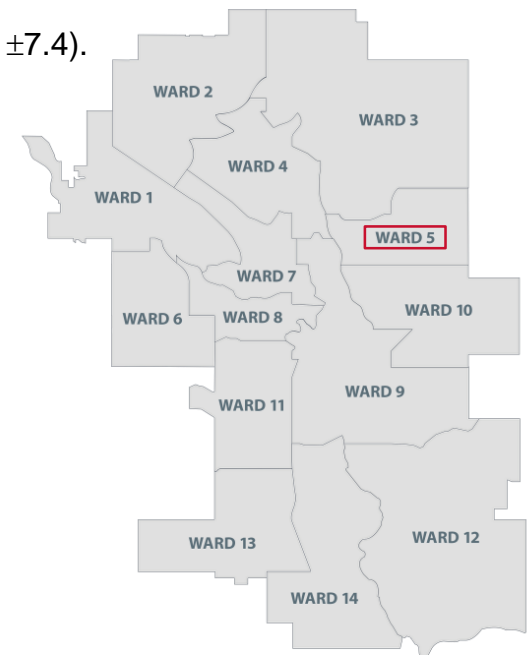
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<b>I. Methodology</b>	<b>3</b>
<b>II. Summary of Key Findings</b>	<b>4</b>
<b>III. Detailed Findings</b>	<b>10</b>
Issue Agenda	11
Quality of Life	13
City Programs and Services	21
Environmental Performance	39
Taxation	43
Contact with The City	49
City Communications	55
<b>IV. Demographics</b>	<b>59</b>

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 18th and September 6th, 2016.
  - 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 2,500 is  $\pm 2.0$  percentage points, 19 times out of 20.
  - A total of 177 interviews were conducted with residents of Ward 5 (MOE  $\pm 7.4$ ).
- ❖ Research Note on significant differences:
  - Throughout, City Wide results are compared to results from Ward 5.
    - ↑ indicates a number is significantly higher than City Wide.
    - ↓ indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2016 results for Ward 5 are compared to those from 2015.
  - Only significant differences are shown.







## Summary of Key Findings



- ❖ The last twelve months have proven to be difficult for our city, with the impacts of a slowed economy being felt more acutely than in 2015. With Calgary's unemployment rate climbing from 6.8% in 2015 to 8.6% in 2016, downtown office vacancy rates at near record levels, and the value of building permits forecasted to be significantly lower than 2015, speculation continues about whether we will see an upswing as we move into 2017.
- ❖ Despite facing challenging times, many Calgarians as a whole remain resilient. A number of surveys, including this one, report that people have a generally optimistic view about the future, and perceptions of their overall quality of life is still quite strong.
- ❖ Our research suggests that Calgarians are looking to government – Federal, Provincial, and Municipal – for leadership and sound investment to strengthen and diversify our economy moving forward. However, Calgarians are also looking to government to be more watchful and aware of how their tax dollars are being spent.
- ❖ This year's Citizen Satisfaction Survey presents a narrative that highlights some **shifts in perceptions that can likely be attributed to the economic downturn**. It is an important editorial note for those reviewing this year's survey.

## Key Findings: Quality of Life

**For Ward 5 residents, perceptions about the current quality of life in Calgary are strong, though several metrics are lower than City Wide and have declined from 2015.**

- ❖ Just under eight-in-ten (78%) Ward 5 residents say the quality of life in Calgary is ‘good,’ statistically consistent with City Wide (83%).
- ❖ As with City Wide, in 2016 more Ward 5 residents say the quality of life in Calgary has ‘worsened’ in the past three years (33% vs. 20% in 2015) and fewer say it has ‘improved’ (24% vs. 35% in 2015).
  - That being said, perceptions of an ‘improved’ quality of life are statistically higher among Ward 5 residents compared to the broader Calgary public (24% vs. 18%).
- ❖ Also consistent with City Wide, agreement that ‘Calgary is a great place to make a living’ is down significantly among Ward 5 residents – from 84% in 2015 to 62% in 2016.
- ❖ Several measures, however, are less positive than City Wide and/or have declined:
  - ‘I am proud to live in my neighborhood’ – 75% agree, statistically lower than 88% City Wide (and, 23% ‘*strongly* agree,’ lower than 34% City Wide).
  - ‘The City of Calgary municipal government fosters a city that is inclusive and accepting of all’ – 75% agree, statistically lower than 81% City Wide.
  - ‘Calgary is moving in the right direction to ensure a high quality of life for future generations’ – 15% disagree, higher than 6% in 2015.
  - ‘Calgary is on the right track to be a better city ten years from now’ – 31% ‘*strongly* agree,’ down from 47% in 2015.
  - Perceived safety – 71% feel safe ‘walking alone in their neighborhood after dark,’ statistically lower than 84% City Wide (and, just 16% feel ‘very safe’ versus 42% City Wide).

# Key Findings: Issue Agenda and City Programs and Services

***“Infrastructure, traffic and roads” tops the Ward 5 issue agenda, however, “crime, safety and policing” is a strong second.***

- ❖ In 2016, three-in-ten (30%) Ward 5 residents cite “*infrastructure, traffic and roads*” as an important issue (on par with 35% City Wide).
- ❖ “*Crime, safety and policing*,” however, climbs to second place at 21%, which is 6 percentage points higher than City Wide (15%). Specific mentions of “*crime*” among Ward 5 residents are also higher than City Wide (12% vs. 8%).
  - It is notable that among Ward 5 residents, satisfaction with the Calgary Police Service – though still very high – has declined from 97% in 2015 to 91% in 2016, and ‘invest more’ ratings are higher than City Wide (62% vs. 52%).

**Overall satisfaction with the level and quality of City services remains high and is on par with City Wide results.**

- ❖ Three-quarters (76%) of Ward 5 residents say they are satisfied with the overall level and quality of programs provided by The City.
- ❖ Among Ward 5 residents, satisfaction and desired investment in a number of programs and services differs from City Wide and/or has changed from 2015. Overall, Ward 5 residents tend to offer higher ‘invest more’ ratings than the broader Calgary public.



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

- ❖ The following highlights a few key programs and services.
  - Findings are positive for several transportation and planning related issues:
    - City land use planning: 92% satisfied (higher than 84% City Wide, and 28% 'very satisfied' vs. 20% City Wide).
    - Calgary Transit: 90% satisfied (higher than 82% City Wide).
    - City growth management: 25% 'very satisfied' (higher than 19% City Wide).
    - Transportation planning: 32% 'very satisfied' (higher than 20% City Wide) and 53% 'invest more' (down from 66% in 2015).
    - Traffic flow management: 77% satisfied (higher than 69% City Wide).
  - Also noteworthy is that in the importance versus satisfaction grid analysis, City operated roads and infrastructure and Calgary Transit emerge as Primary Strengths for Ward 5 residents, while they are Primary Weaknesses City Wide.
  - Higher 'invest more' ratings are seen for issues related to roads, and parks also stand out:
    - Calgary's parks, playgrounds and other open spaces: 45% 'very satisfied' (lower than 54% City Wide) and 46% 'invest more' (higher than 36% City Wide and up from 31% in 2015).
    - Snow removal: 69% satisfied (lower than 79% City Wide, and 21% 'very satisfied' vs. 30% City Wide), and 65% 'invest more' (higher than 49% City Wide).
    - Road maintenance including pothole repairs: 60% 'invest more' (higher than 52% City Wide, though down from 74% in 2015).
    - Spring road cleaning: 31% 'invest more' (higher than 20% City Wide).
- ❖ As with City Wide results, satisfaction with property tax assessment has declined – from 85% in 2015 to 75% in 2016.



# Key Findings: Taxation, Customer Service and the Environment

**As with the broader Calgary public, the perceived value of property tax dollars remains steady while the tolerance for tax increases has decreased.**

- ❖ In 2016, 58% of Ward 5 residents give The City a 'good value' rating for the value of their property tax dollars (statistically consistent with 63% City Wide).
- ❖ However, less than one-half (44%) support tax increases to maintain or expand services – a 12 percentage point drop from 56% in 2015.

**Ward 5 residents' perceptions of the environment in Calgary and The City's performance closely align with City Wide findings.**

- ❖ Of note, perceptions about the overall state of the environment in Calgary today are extremely positive with 97% of Ward 5 residents saying it is 'good' – this is a 5 percentage point increase from 2015 (92%).

**There are a few notable differences between Ward 5 residents and the broader Calgary public with regard to contact with The City and customer service.**

- ❖ Among those who have contacted The City in the past 12 months, contact using the 311 mobile app – though still very low – is statistically higher than City Wide (7% vs. 2%).
- ❖ While statistically consistent with City Wide results (26% 'strongly agree'), agreement that 'The City responds quickly to requests and concerns' is down 11 percentage points among Ward 5 residents (from 30% 'strongly agree' in 2015 to 19% in 2016).

**There are no noteworthy differences between Ward 5 residents and the broader Calgary public – or notable changes from 2015 – with regard to City communications.**



## Detailed Findings







## Issue Agenda



Multiple Responses

City Wide

Ward 5

■ First Mention ■ Other Mentions

<b>INFRASTRUCTURE, TRAFFIC &amp; ROADS (NET)</b>	<b>25%</b>	<b>10%</b>	<b>35%</b>	<b>30%</b>
Traffic congestion	<b>8%</b>	<b>3</b>	<b>11%</b>	<b>4%↓</b>
Road conditions	<b>6%</b>	<b>3</b>	<b>9%</b>	<b>11%</b>
Infrastructure maintenance/ improvement/ development	<b>4%</b>	<b>6%</b>		<b>2%↓</b> <b>7%</b>
Bicycle/ pedestrian lanes	<b>3</b>	<b>5%</b>		<b>2%</b>
<b>TRANSIT (NET)</b>	<b>14%</b>	<b>7%</b>	<b>21%</b>	<b>16%</b>
Public Transportation [incl. buses/ C-train/ poor service]	<b>9%</b>	<b>11%</b>		<b>10%</b>
Transportation (unspecified)	<b>5%</b>	<b>3</b>	<b>8%</b>	<b>3%↓</b>
<b>CRIME, SAFETY &amp; POLICING (NET)</b>	<b>10%</b>	<b>5%</b>	<b>15%</b>	<b>21%↑</b>
Crime [incl. Breaking and entering/ gangs/ drug dealers, etc.]	<b>5%</b>	<b>3</b>	<b>8%</b>	<b>12%↑</b>
Public safety	<b>4%</b>	<b>6%</b>		<b>9%</b>
<b>ECONOMY (NET)</b>	<b>7%</b>	<b>9%</b>		<b>9%</b> <b>2%</b>
Unemployment/ job creation	<b>5%</b>	<b>6%</b>		<b>8%</b> <b>0%</b>
<b>RECREATION (NET)</b>	<b>5%</b>	<b>4%</b>	<b>9%</b>	<b>7%</b>
<b>TAXES (NET)</b>	<b>6%</b>	<b>8%</b>		<b>7%</b>
Education [incl. lack of teachers/ funding/ schools/local schools]	<b>4%</b>	<b>3</b>	<b>7%</b>	<b>4%</b>
<b>ENVIRONMENT &amp; WASTE MANAGEMENT (NET)</b>	<b>3</b>	<b>3</b>	<b>6%</b>	<b>11%↑</b>
<b>HOMELESSNESS, POVERTY &amp; AFFORDABLE HOUSING (NET)</b>	<b>3</b>	<b>4%</b>		<b>2%</b>
<b>GROWTH AND PLANNING (NET)</b>	<b>3</b>	<b>4%</b>		<b>1%↓</b>
<b>BUDGET AND SPENDING (NET)</b>		<b>4%</b>		<b>2%</b>
Other			<b>22%</b>	<b>27%</b>
None			<b>15%</b>	<b>16%</b>

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

Total mentions <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=2,452 / Ward 5: n=174)

Ward 5 2015



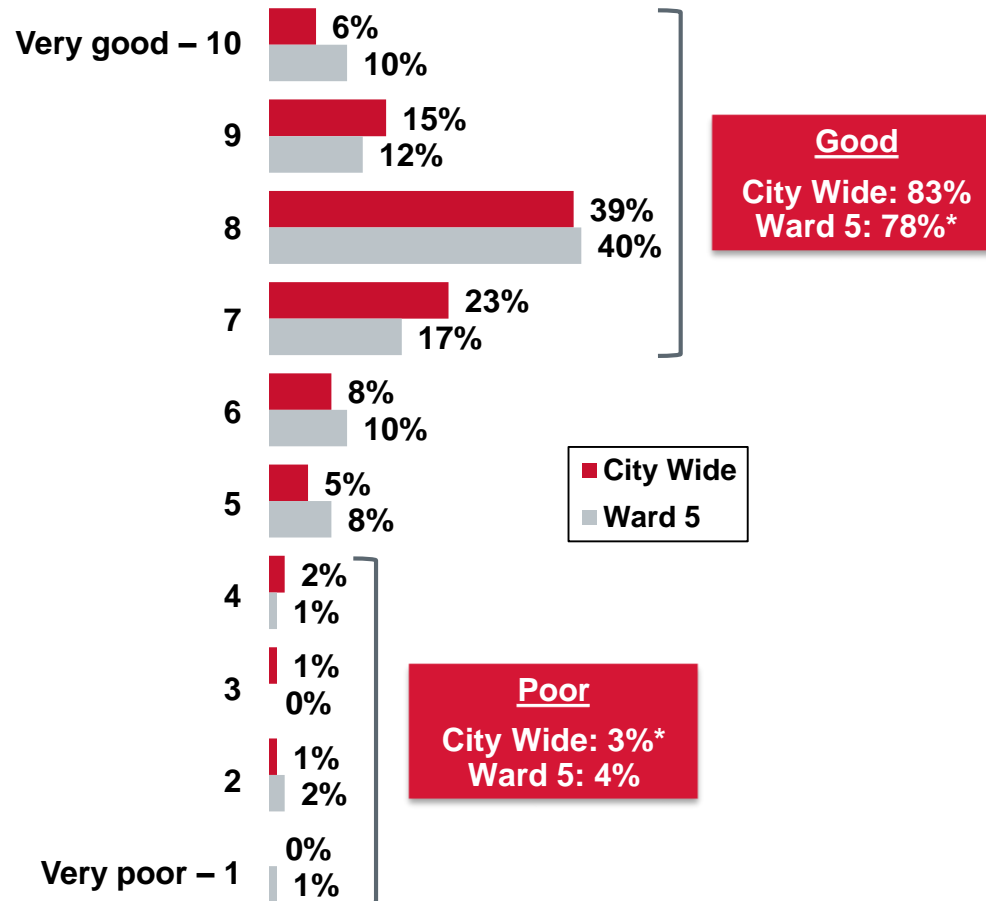


## Quality of Life





# Overall Quality of Life in Calgary

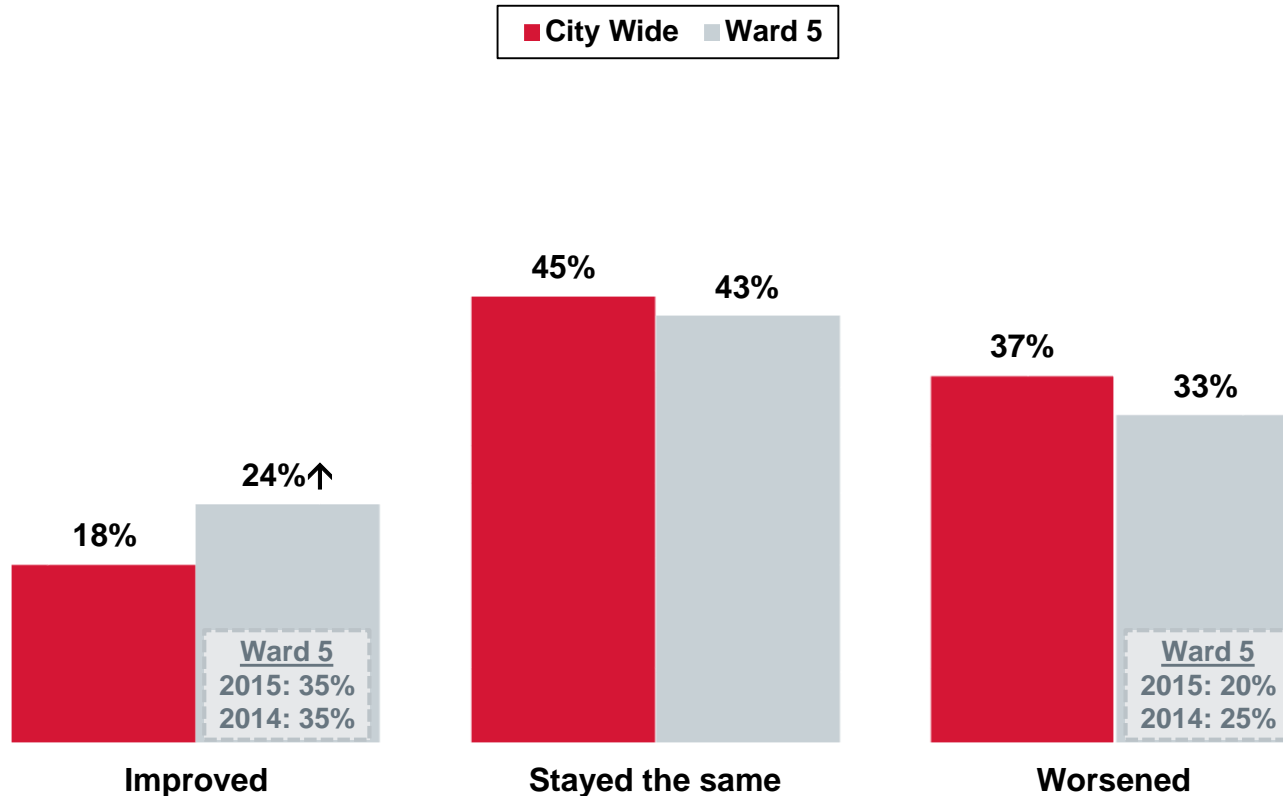


\*Rounding

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 5: n=177)

# Perceived Change in the Quality of Life in Calgary



*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=2,469 / Ward 5: n=177)

# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 5

<b>Transportation (NET)</b>	<b>25%</b>	<b>18%↓</b>	
Better traffic management	7%	6%	
Improvement/ maintenance of existing roads	6%	4%	
Infrastructure (unspecified)	3%	2%	
<b>Employment, Cost of Living &amp; Homelessness (NET)</b>	<b>23%</b>	<b>25%</b>	
Improve job creation/ employment	13%	12%	
Expand affordable housing/ rent	4%	2%	
<b>Government (NET)</b>	<b>21%</b>	<b>18%</b>	<b>9%</b>
Reduce taxes	9%	8%	3%
Tax spending/ city budget	5%	4%	
<b>Recreation &amp; Community Services (NET)</b>	<b>18%</b>	<b>22%</b>	<b>11%</b>
Parks/ green-space improvement	5%	4%	
Building of community centres/ recreation facilities	4%	4%	
<b>Transit (NET)</b>	<b>17%</b>	<b>11%</b>	
Improve public transportation (unspecified)	6%	4%	
Improve bus/ train schedule/ service	5%	2%	
<b>Crime, Safety &amp; Policing (NET)</b>	<b>9%</b>	<b>13%</b>	
Control crime and safety	5%	3%	
More policing/ patrolling	4%	6%	
<b>Growth &amp; Planning (NET)</b>	<b>5%</b>	<b>6%</b>	
<b>Education (NET)</b>	<b>3%</b>	<b>6%↑</b>	<b>Total mentions &lt;3% are not shown</b>
<b>Environment (NET)</b>	<b>3%</b>	<b>4%</b>	
<b>Health (NET)</b>	<b>3%</b>	<b>1%</b>	
<b>Other</b>	<b>8%</b>	<b>8%</b>	
<b>Nothing</b>	<b>17%</b>	<b>15%</b>	

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=2,409 / Ward 5: n=167)

Ward 5 2015

# Sustainability: Connectedness and Inclusivity

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

% Agree

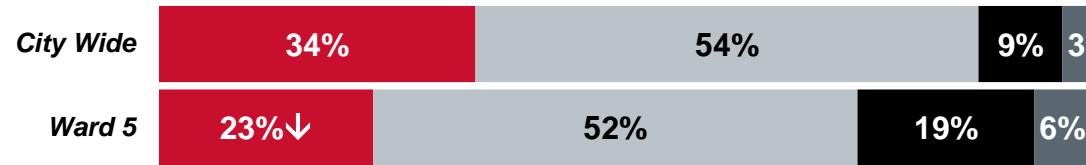
I am proud to be a Calgarian



90%

88%

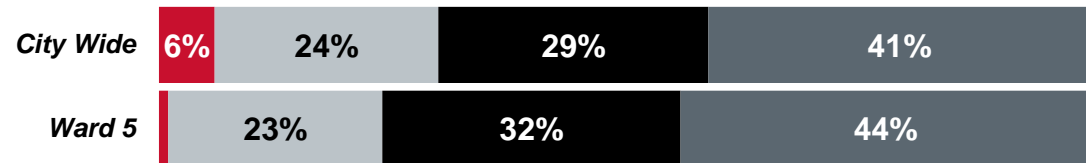
I am proud to live in my neighbourhood



88%

75%↓

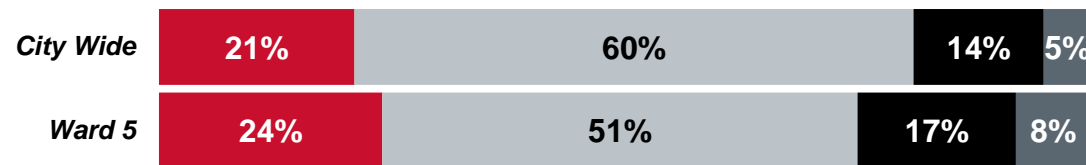
I am regularly involved in neighbourhood and local community events



30%

24% 36%

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



81%

75%↓

Ward 5 2015

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)

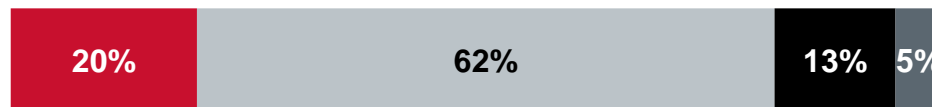
# Sustainability: Making a Life, Making a Living and Direction for the Future

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

% Agree

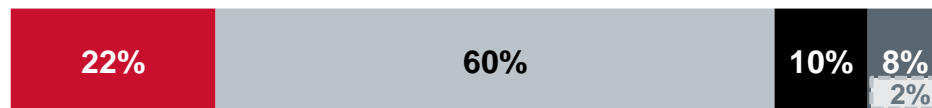
Calgary is a great place to make a life

City Wide



82%

Ward 5



82%

Calgary is a great place to make a living

City Wide



65%

Ward 5



62%

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

City Wide



66%

Ward 5



61%

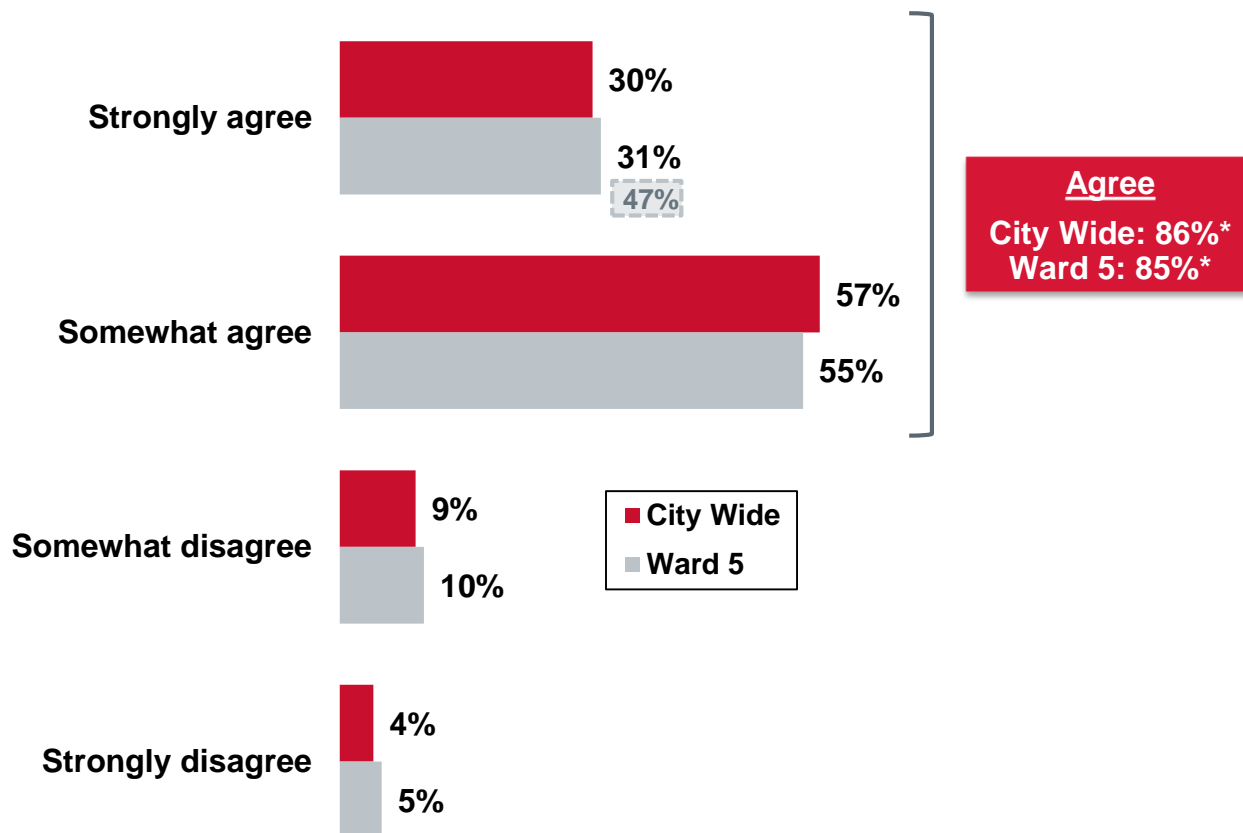
Ward 5 2015

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Base: Valid respondents (Bases vary)



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



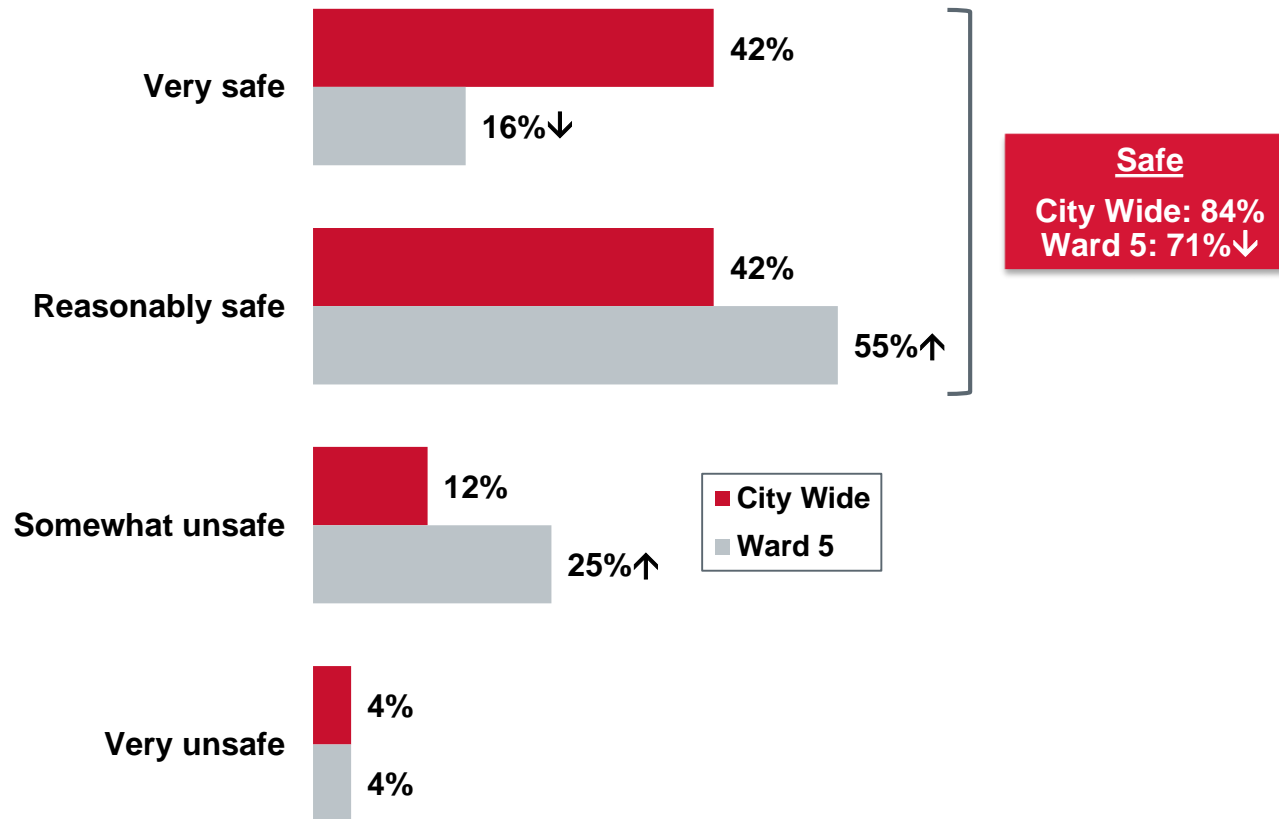
Ward 5 2015

\*Rounding

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

Base: Valid respondents (City Wide: n=2,485 / Ward 5: n=177)

# Perceived Safety in Own Neighbourhood



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

Base: Valid respondents (City Wide: n=2,494 / Ward 5: n=176)



## City Programs and Services

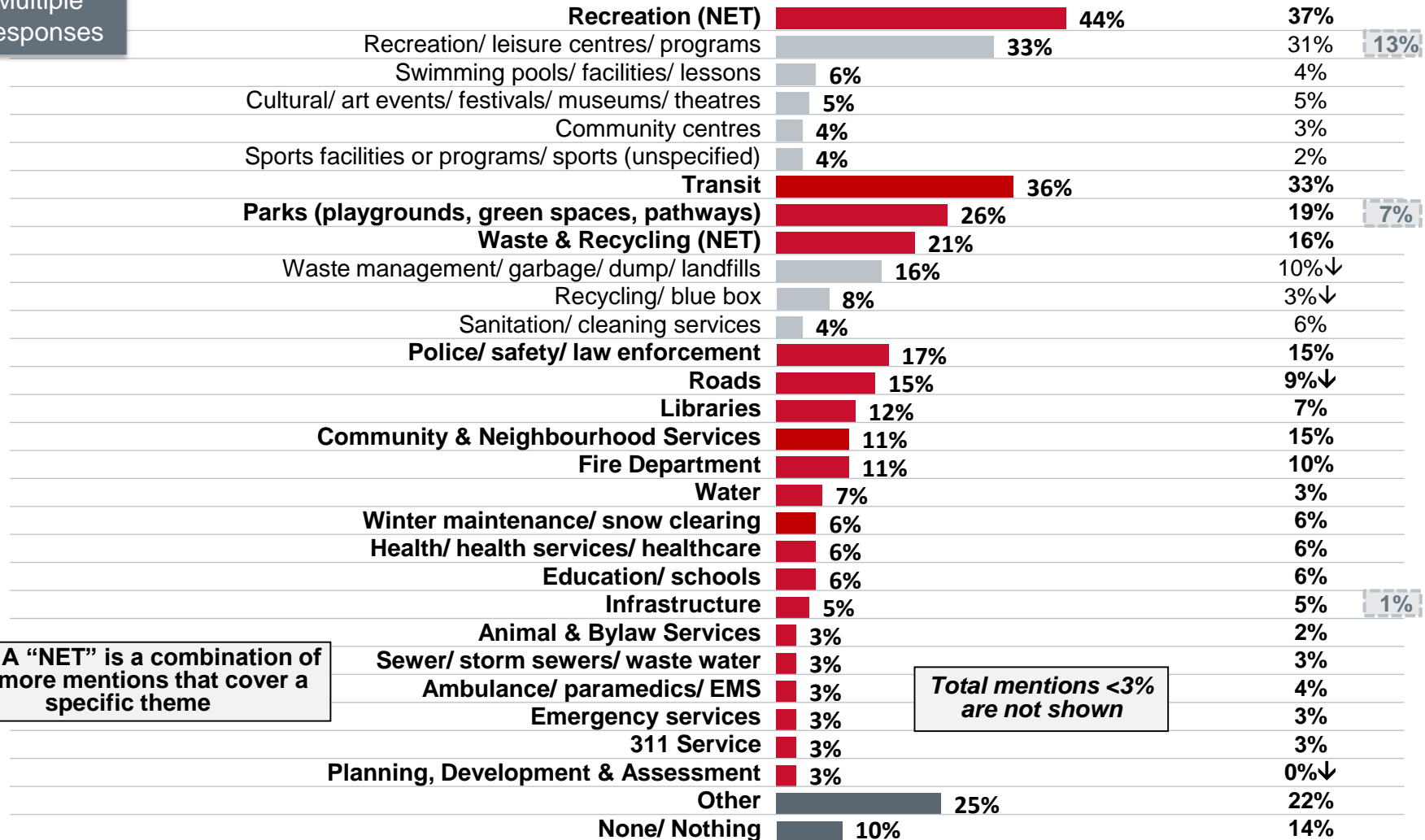


# Top-of-Mind Programs and Services

Multiple Responses

City Wide

Ward 5



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

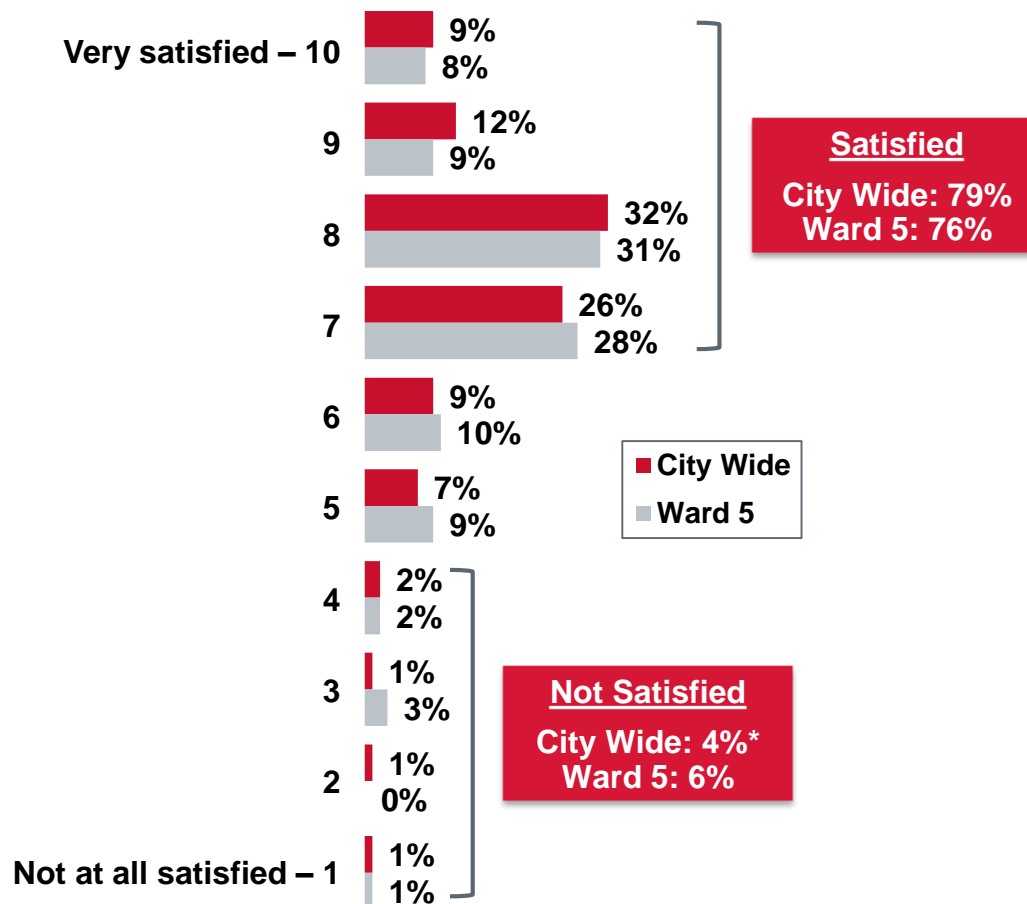
Total mentions <3% are not shown

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=2,381 / Ward 5: n=177)

Ward 5 2015

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



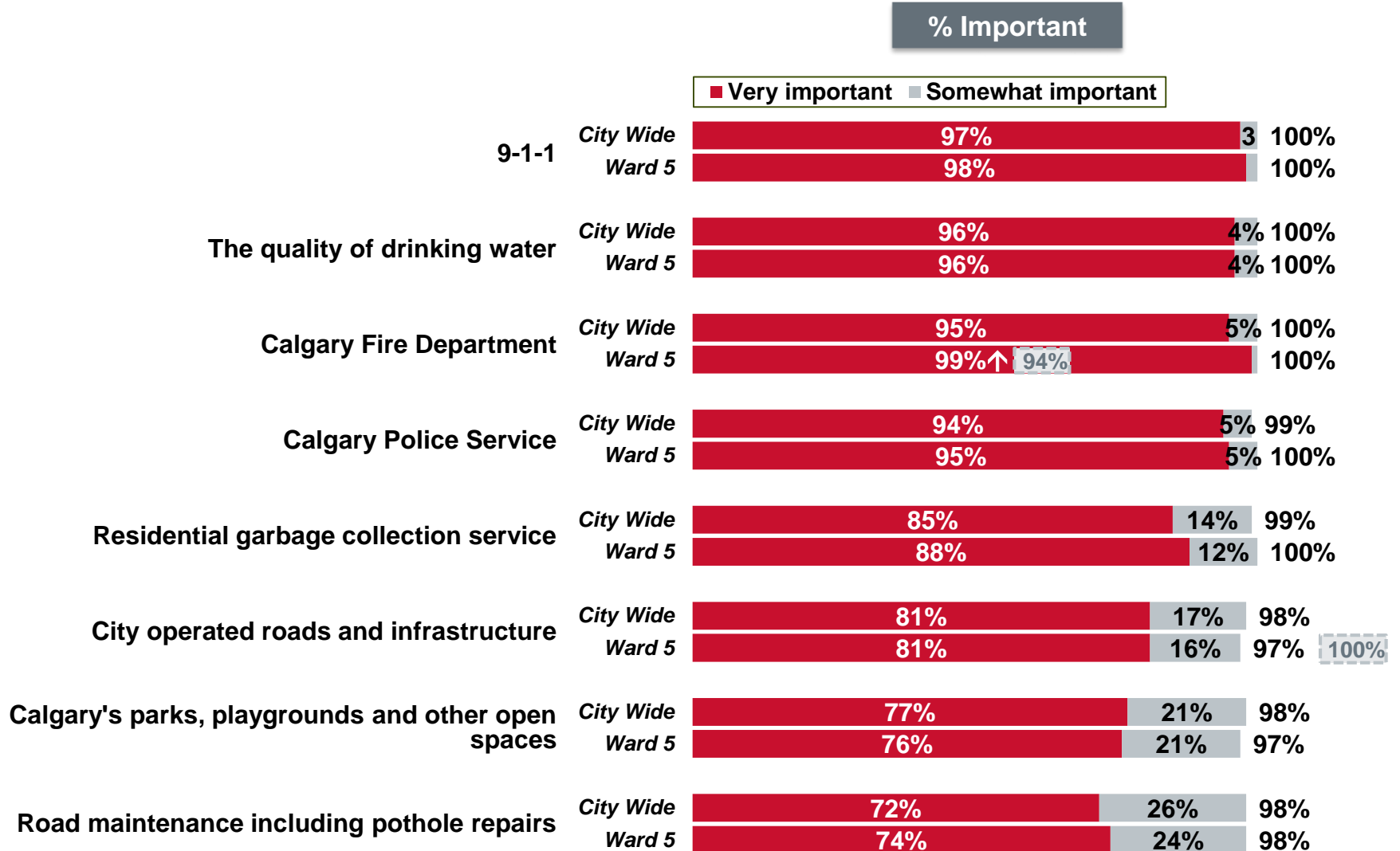
\*Rounding

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=2,479 / Ward 5: n=174)



# 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.*

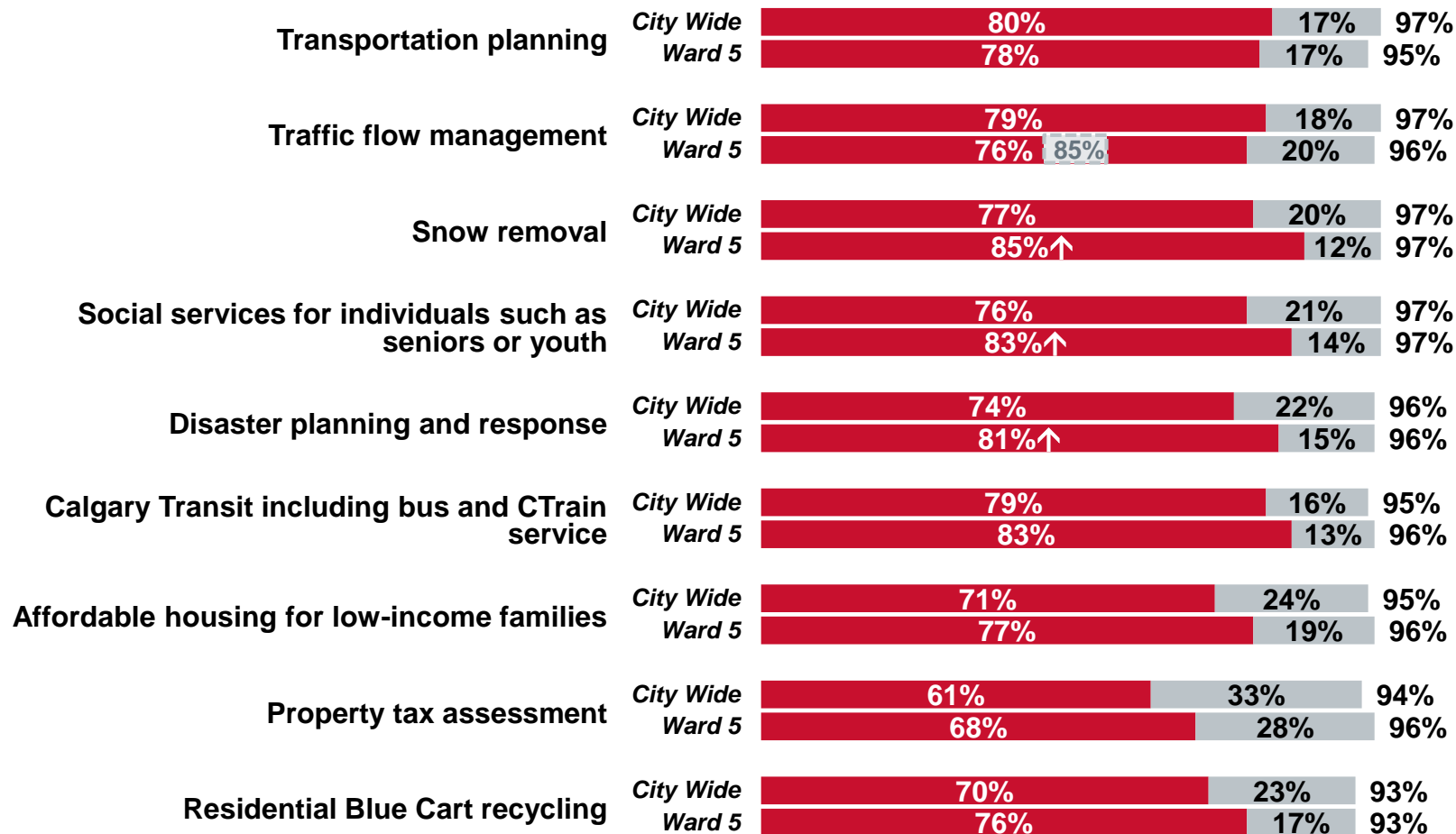
Base: Valid respondents (Bases vary)

Ward 5 2015

# Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important

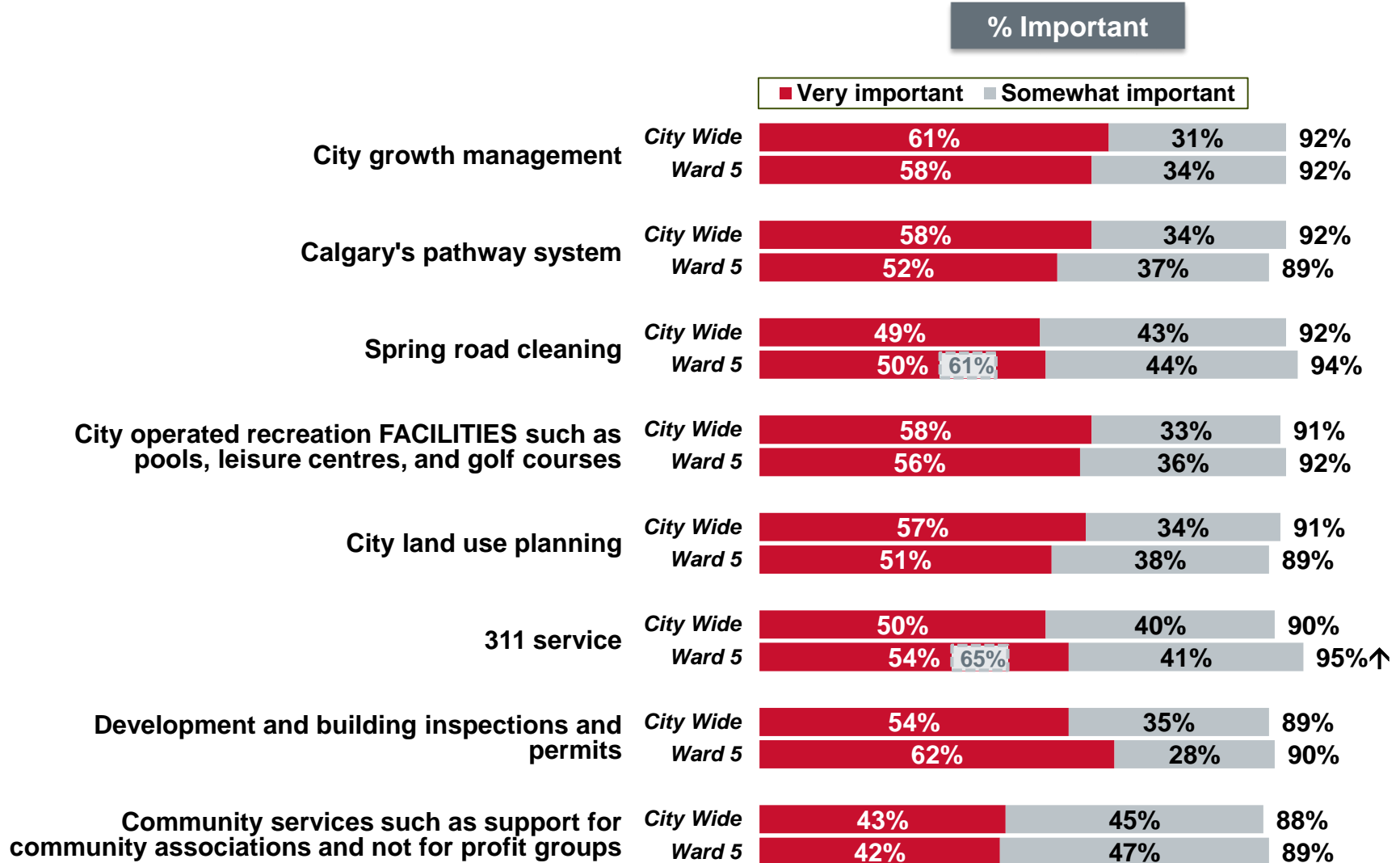


*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Ward 5 2015

# Importance of City Programs and Services (continued)

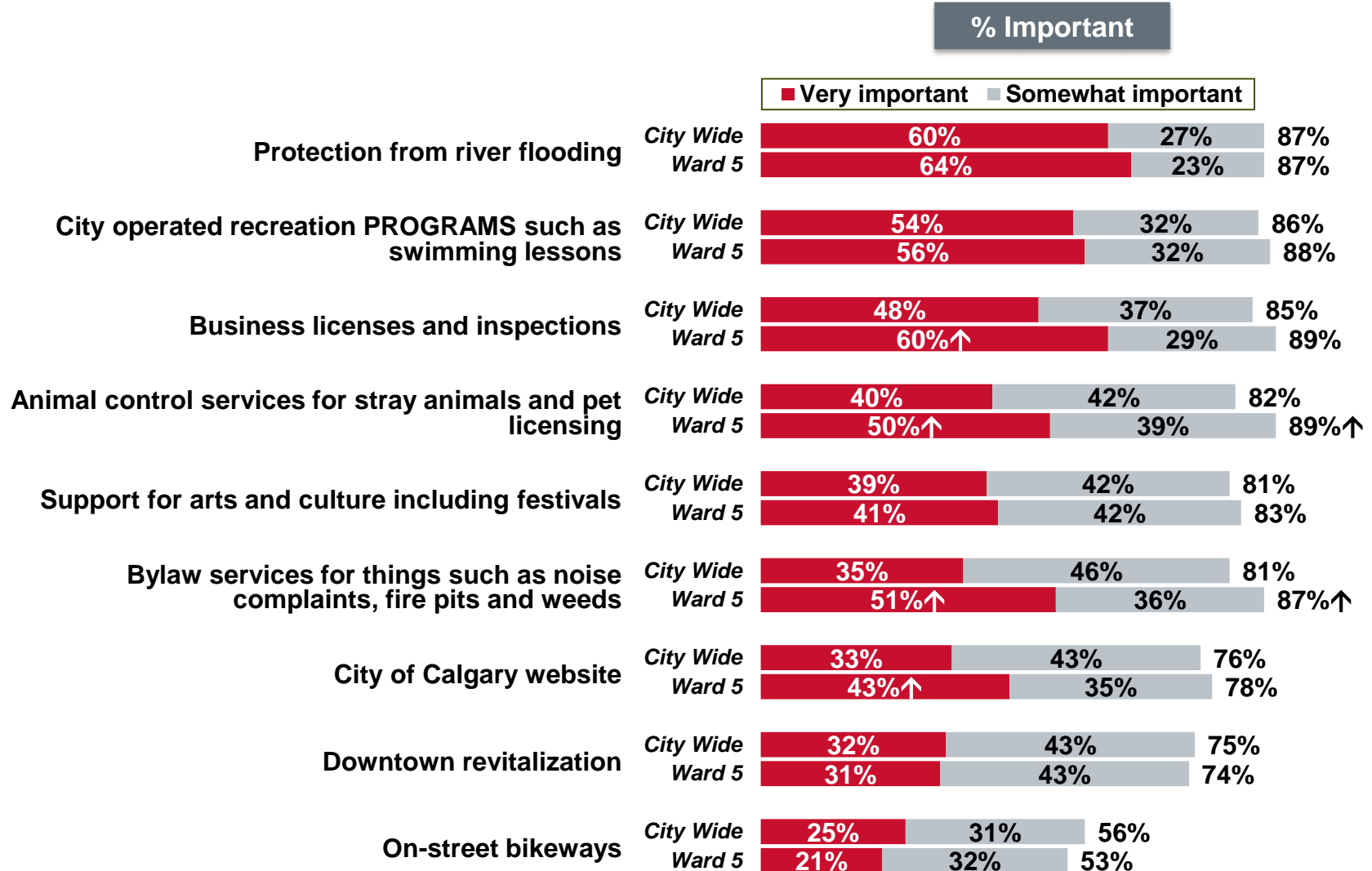


*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Ward 5 2015

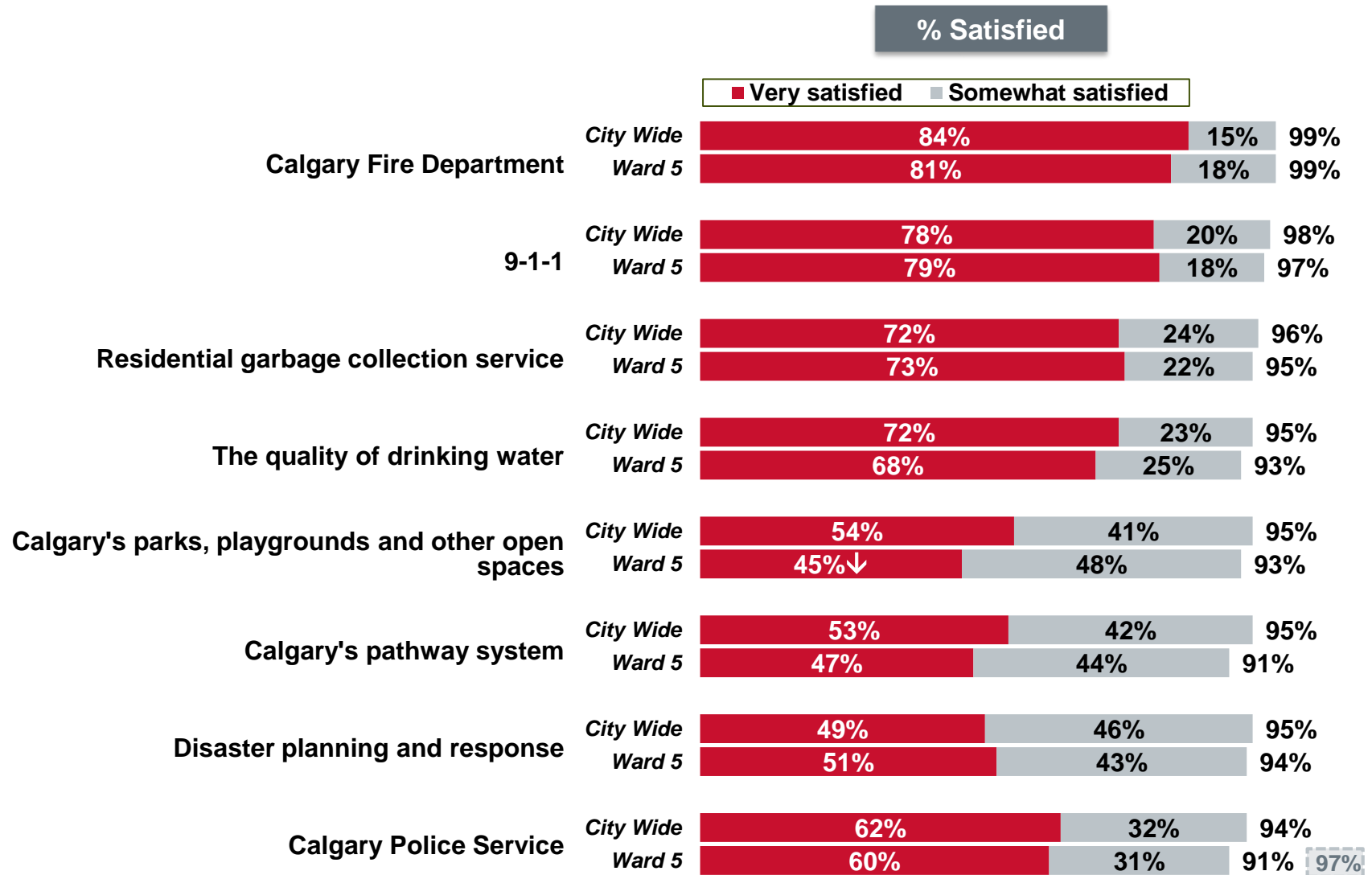
# Importance of City Programs and Services (continued)



*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)

# Satisfaction with City Programs and Services

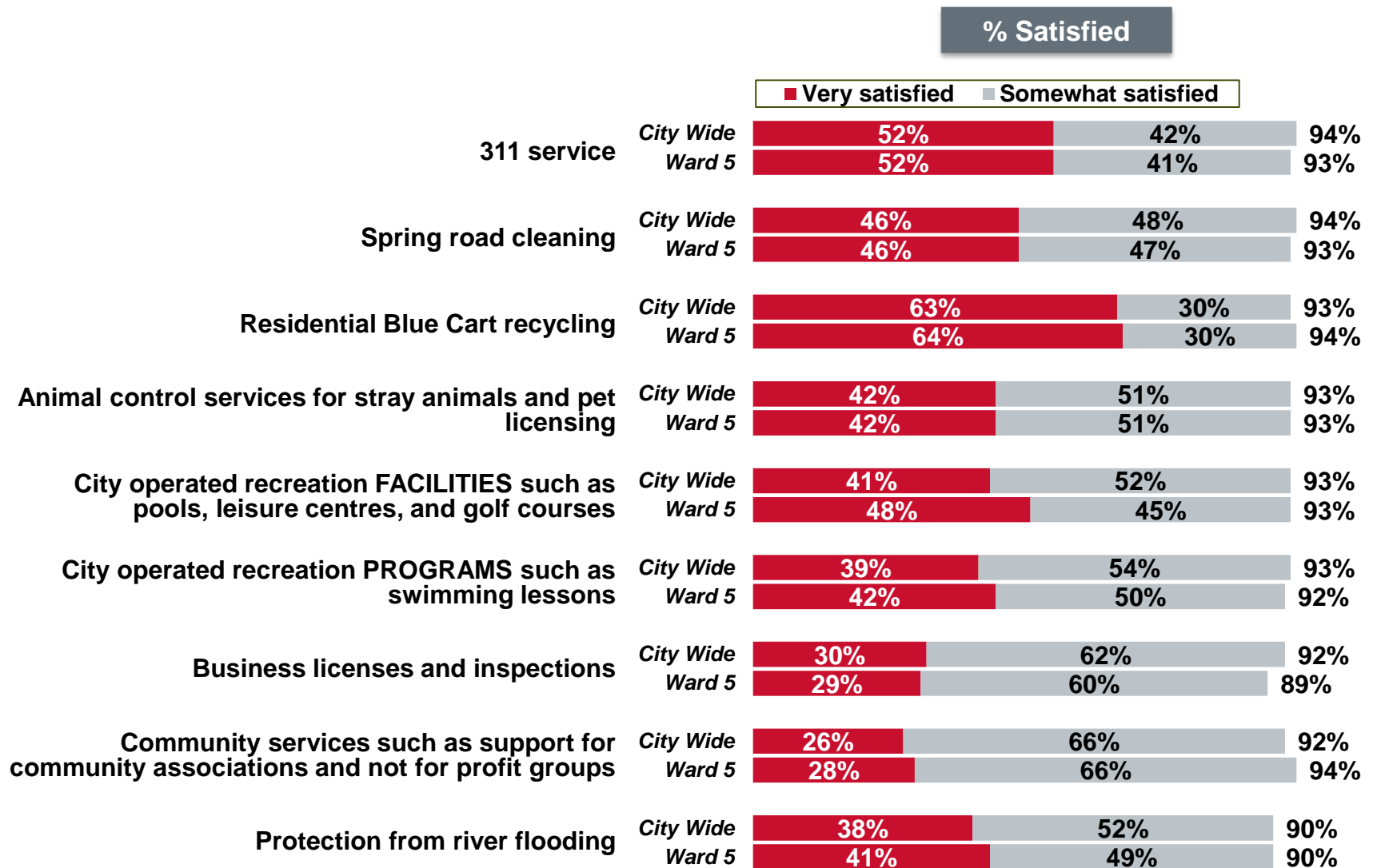


97%

*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 5 2015

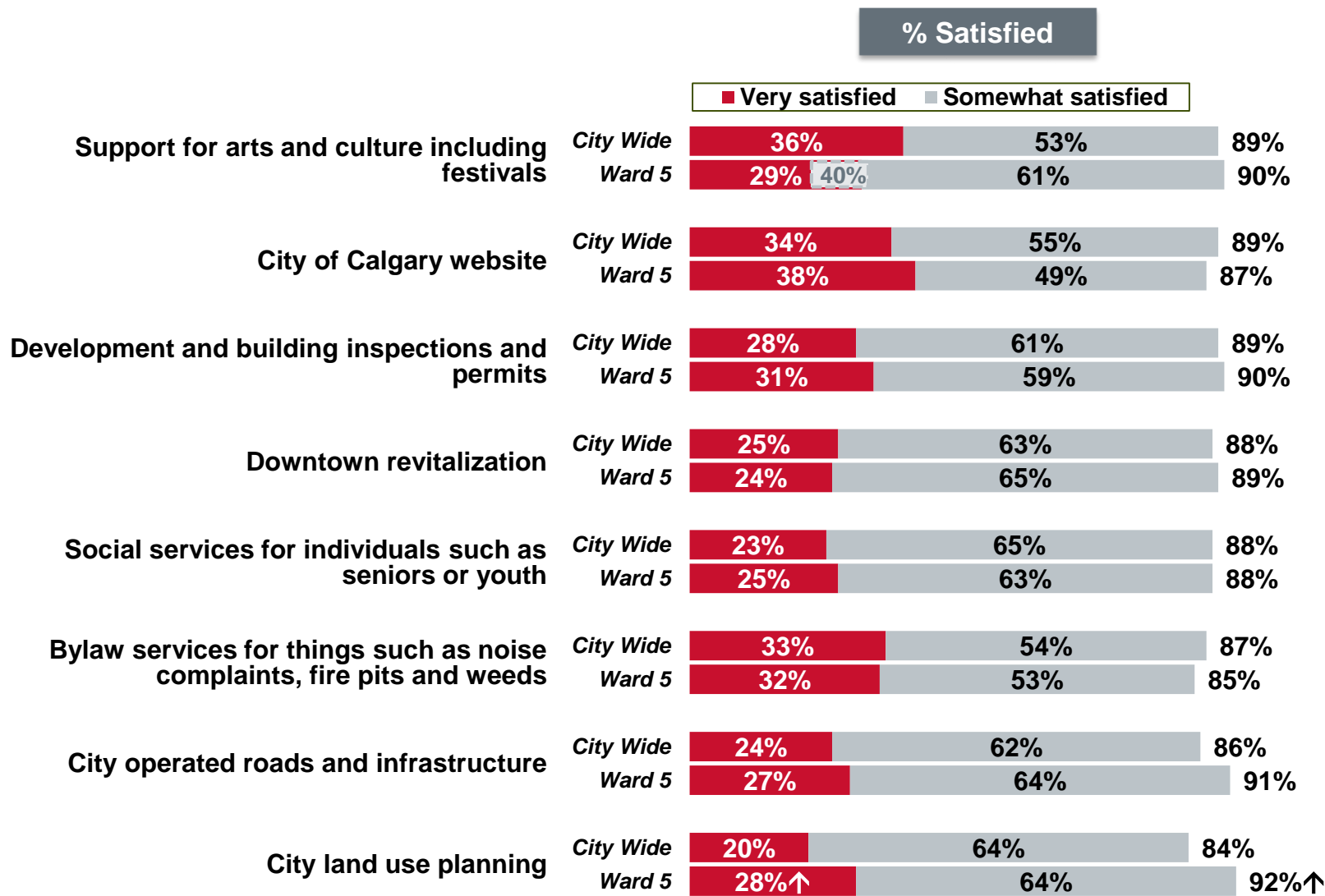
# Satisfaction with City Programs and Services (continued)



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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)



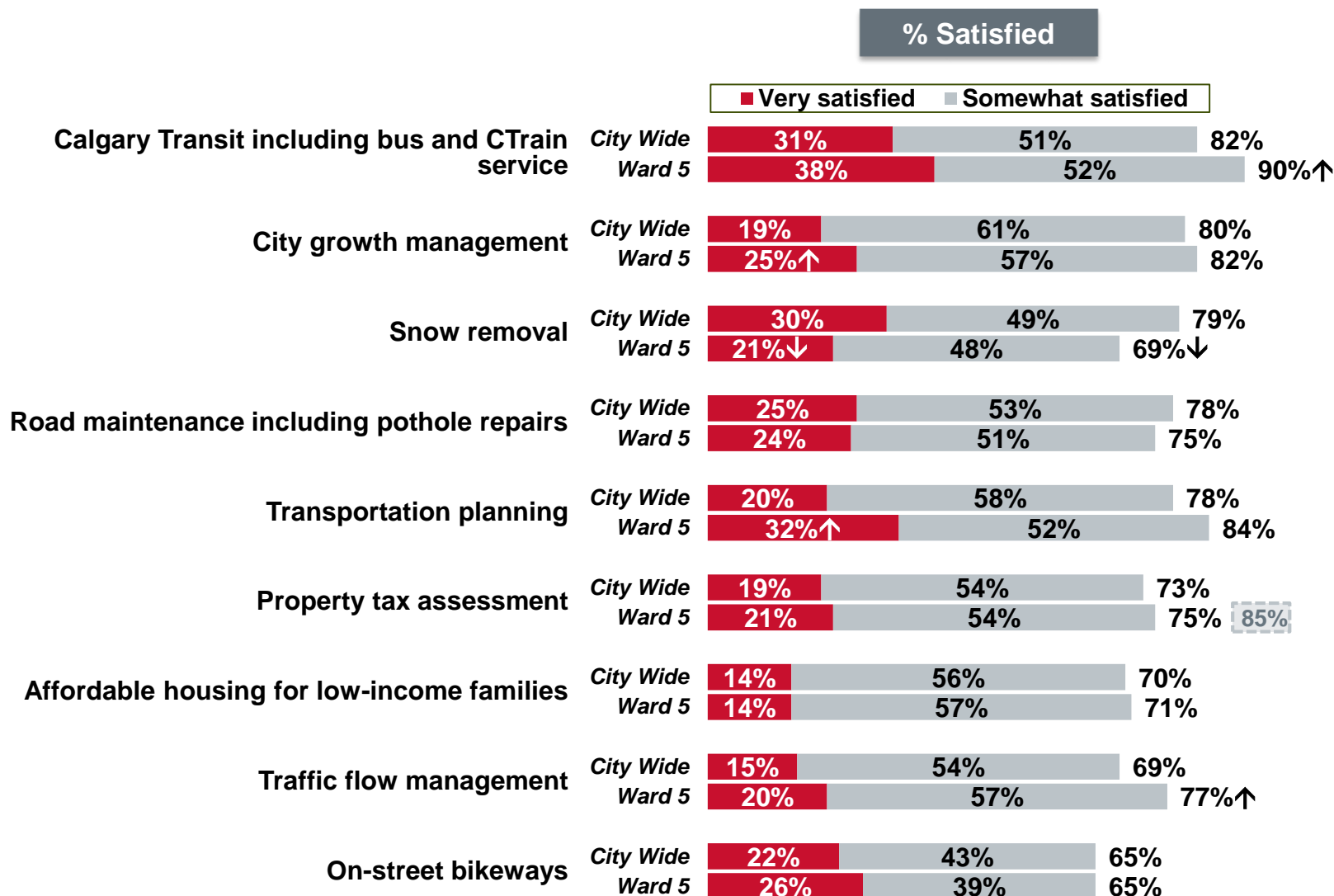
# Satisfaction with City Programs and Services (continued)



*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 5 2015

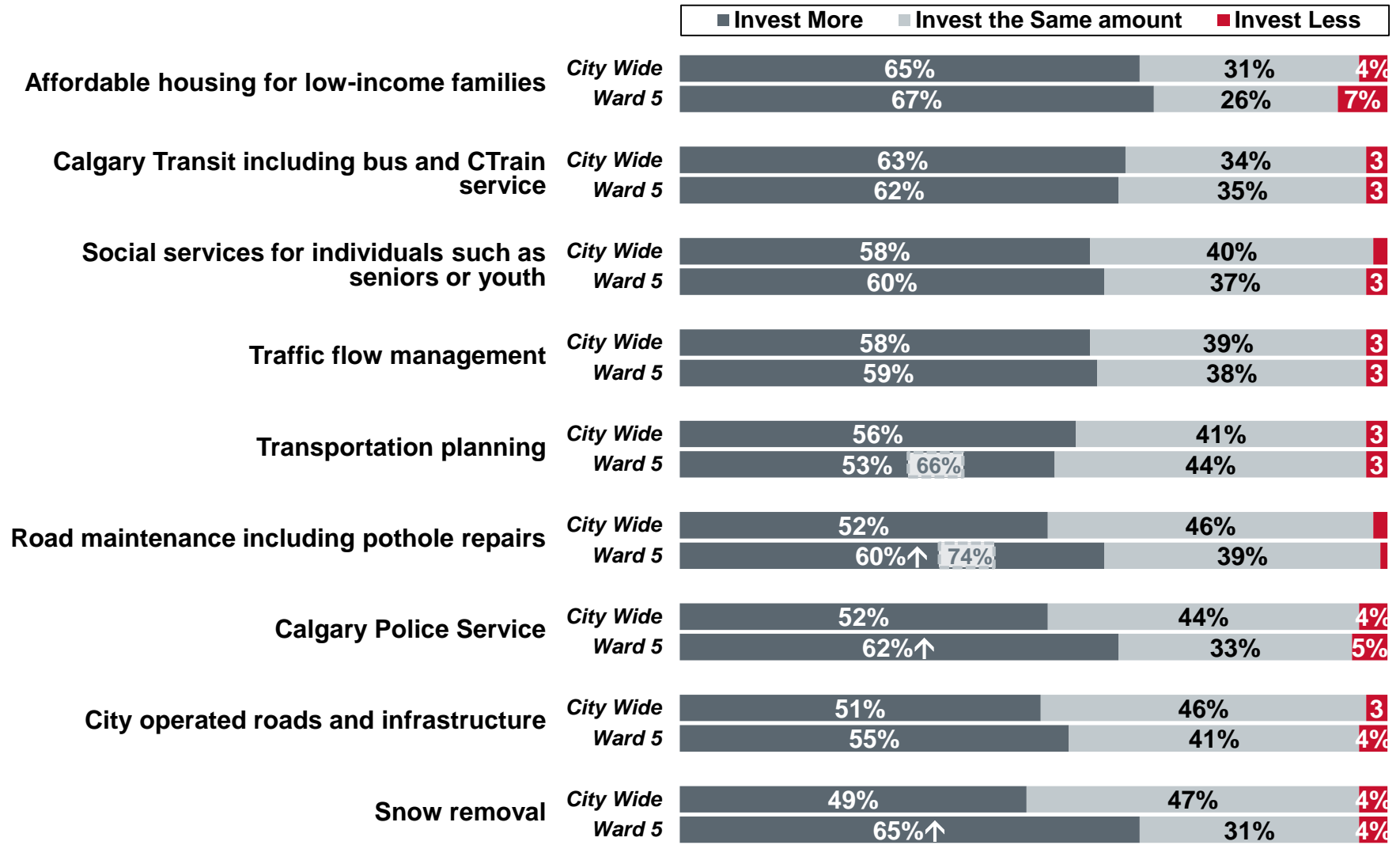
# Satisfaction with City Programs and Services (continued)



*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 5 2015

# Investment in City Programs and Services

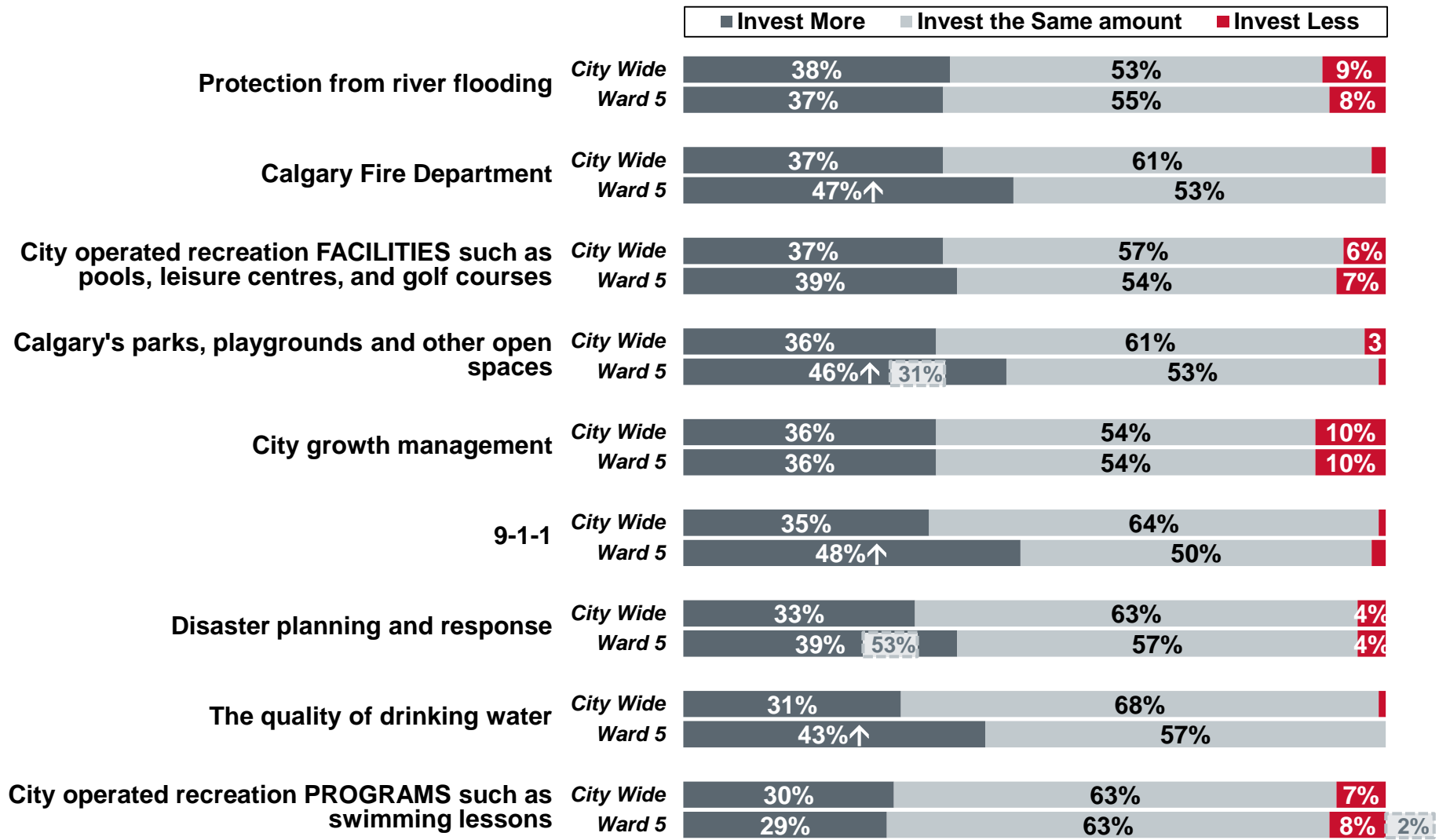


*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me if you think The City should invest more, less or the same amount on the program or service.*  
Base: Valid respondents (Bases vary)

Ward 5 2015

# Investment in City Programs and Services

(continued)

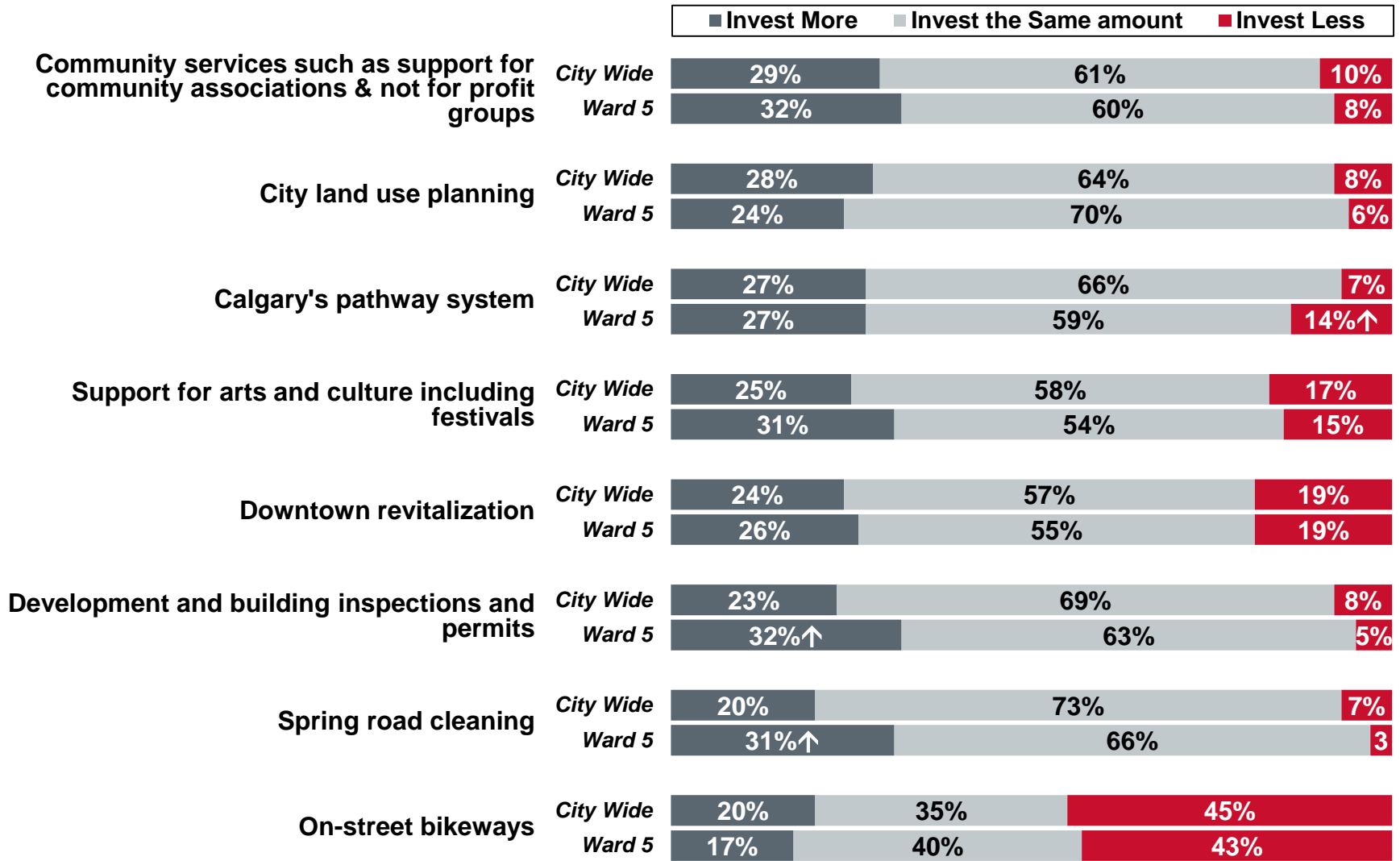


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Please tell me if you think The City should invest more, less or the same amount on the program or service.  
Base: Valid respondents (Bases vary)

Ward 5 2015

# Investment in City Programs and Services

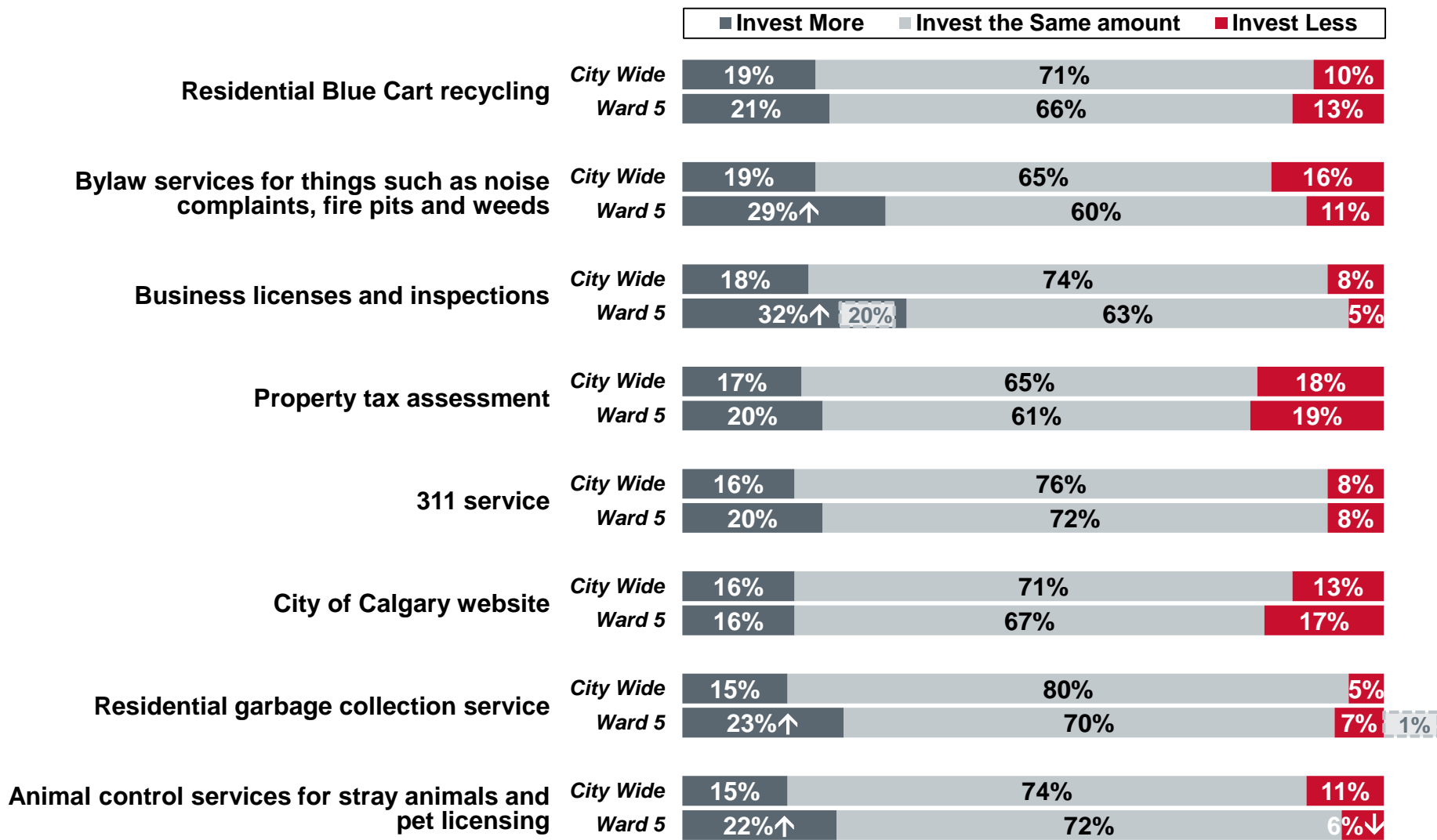
(continued)



*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)

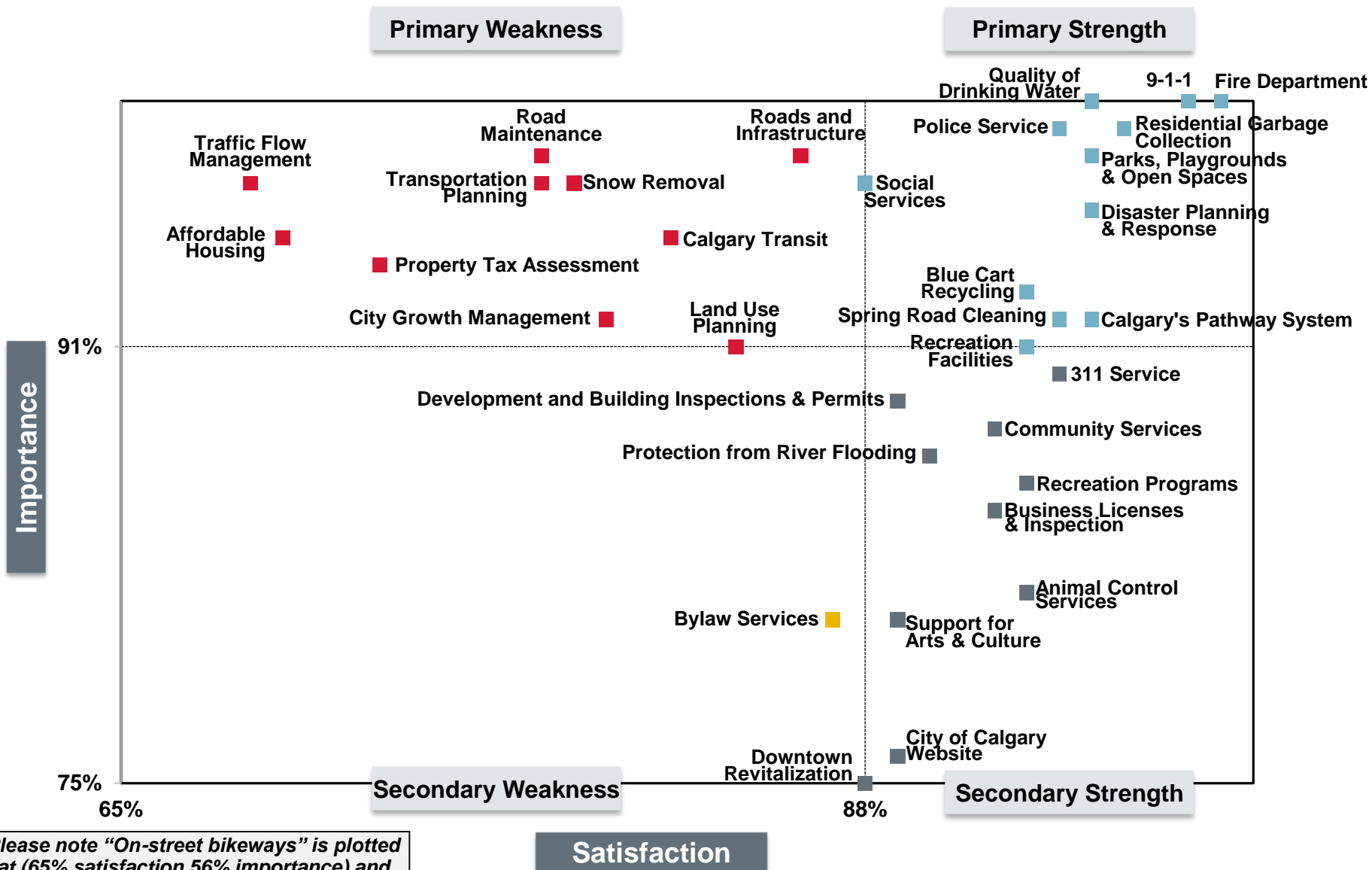


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*  
 Base: Valid respondents (Bases vary)

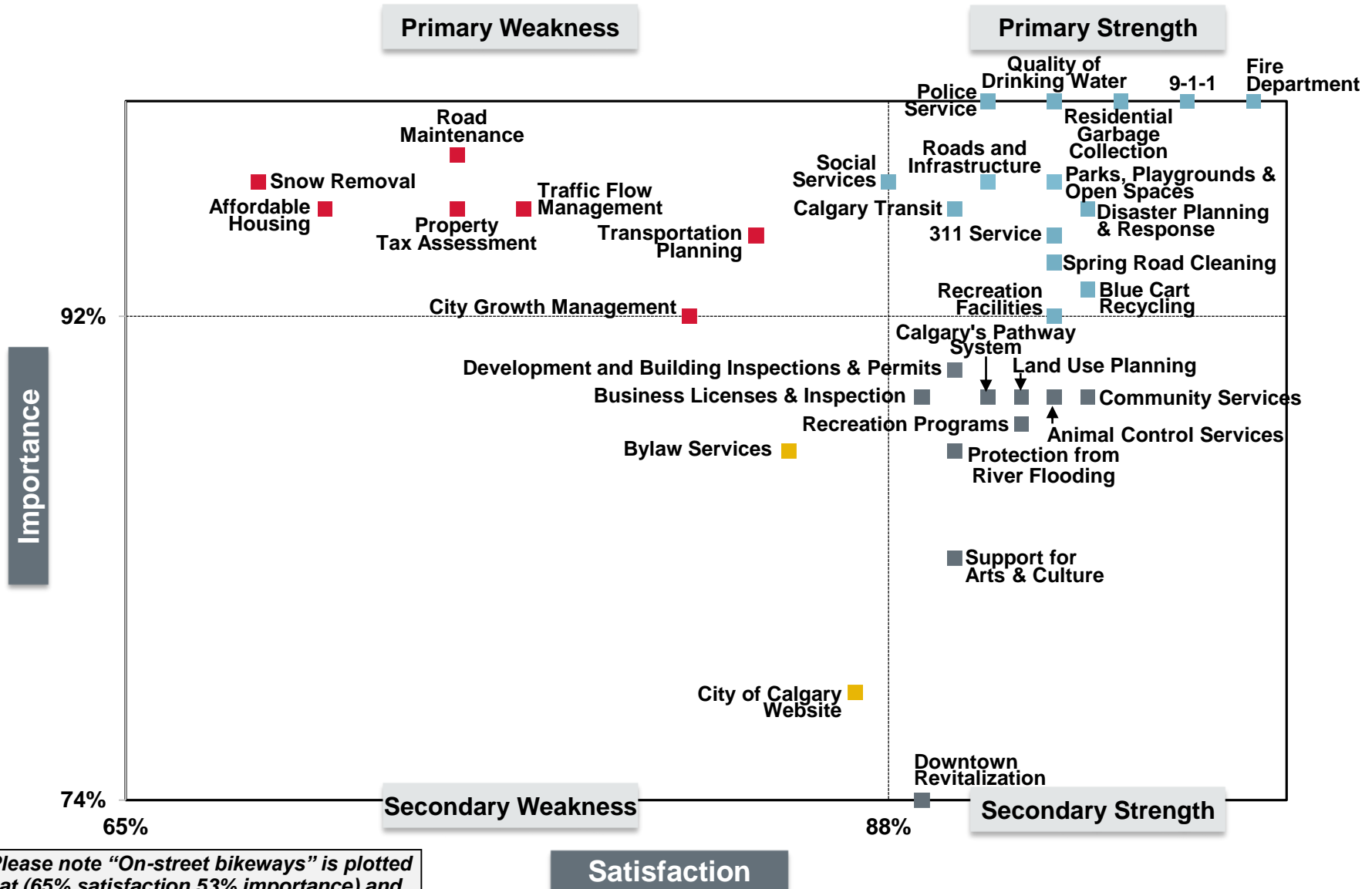
Ward 5 2015



# Importance vs. Satisfaction Grid: City Wide



# Importance vs. Satisfaction Grid: Ward 5



# Primary Strengths and Weaknesses: City Wide versus Ward 5

*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)**

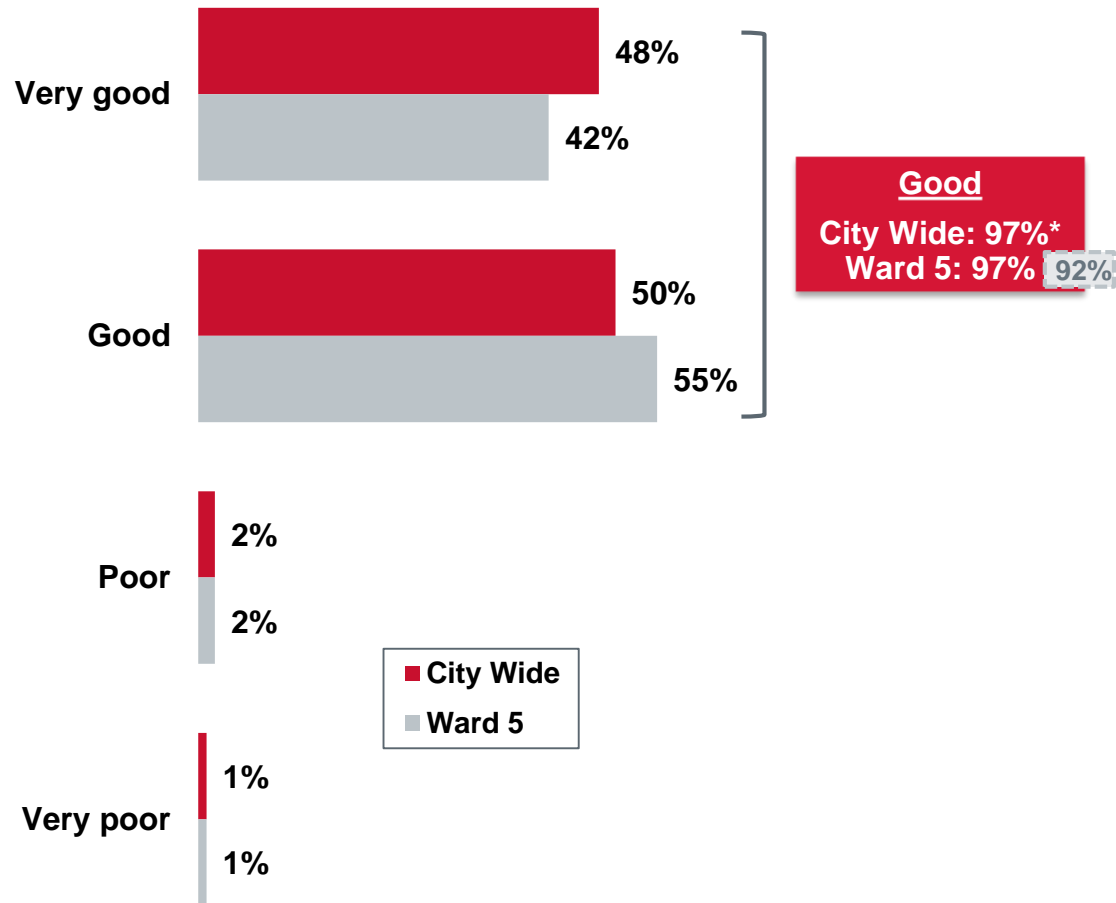
	City Wide	Ward 5
Fire Department		
9-1-1		
Residential Garbage Collection		
Quality of Drinking Water		
Police Service		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Recreation Facilities		
Social Services		
311 Service		
Recreation Facilities		
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

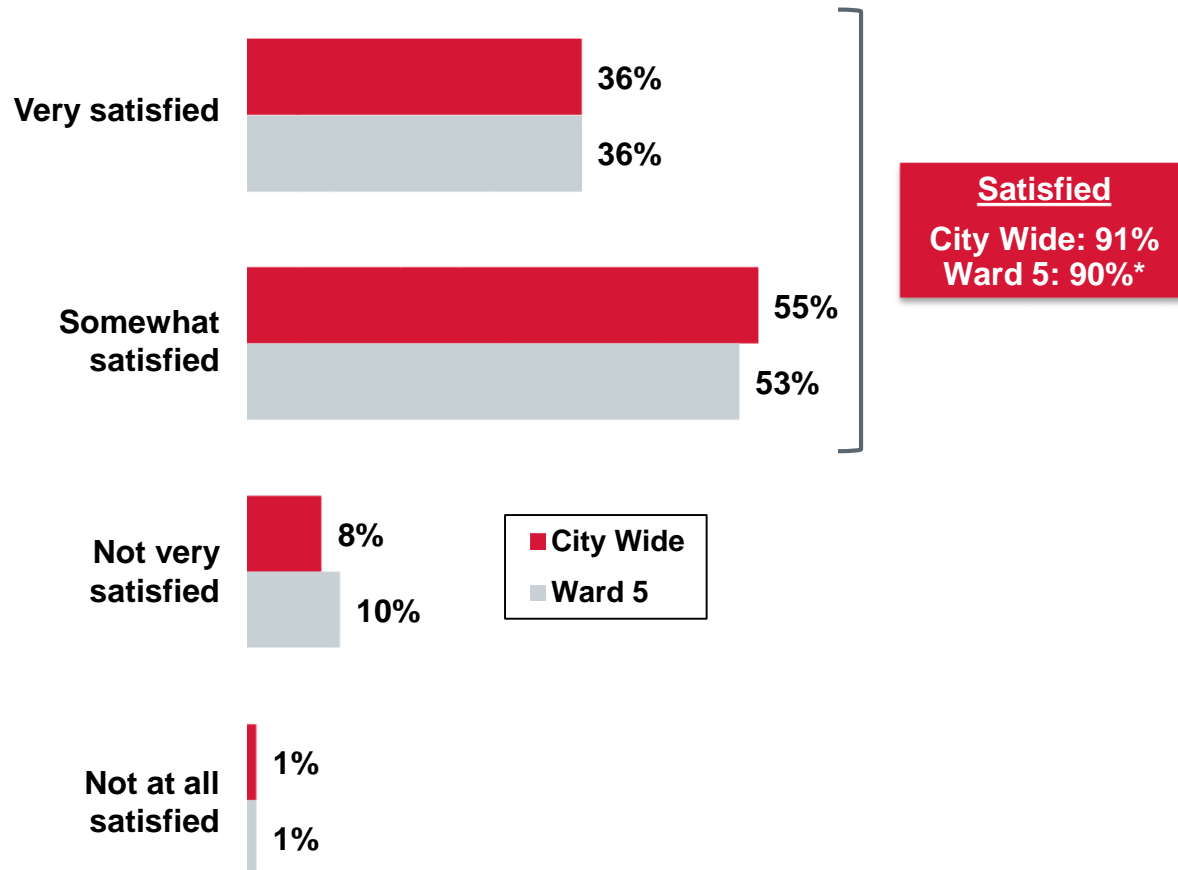


Ward 5 2015

\*Rounding

*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=2,498 / Ward 5: n=176)

# Satisfaction with The City's Environmental Performance



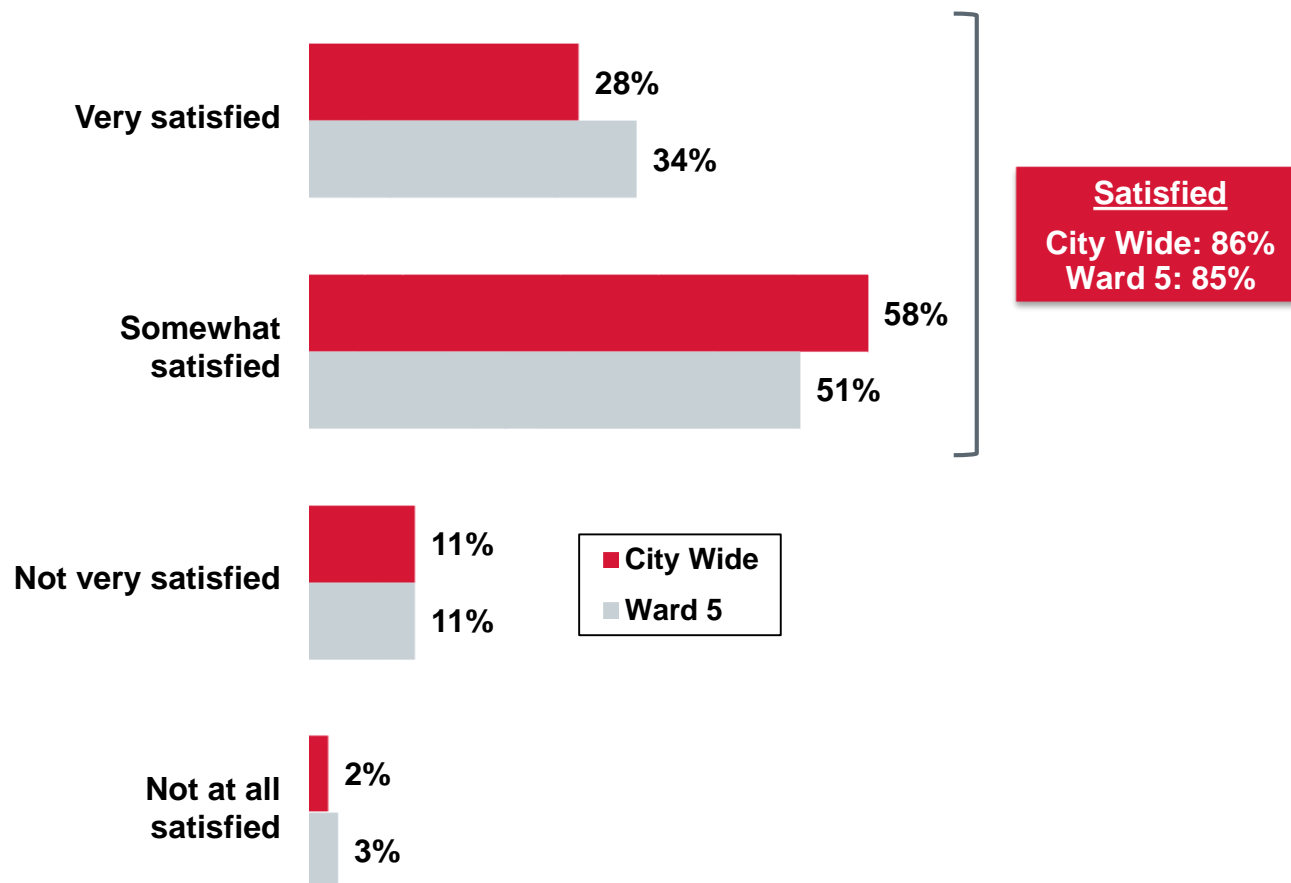
*How satisfied are you with the job The City of Calgary is currently doing to protect the environment?*

*\*Rounding*

Base: Valid respondents (City Wide: n=2,469 / Ward 5: n=174)



# 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?*

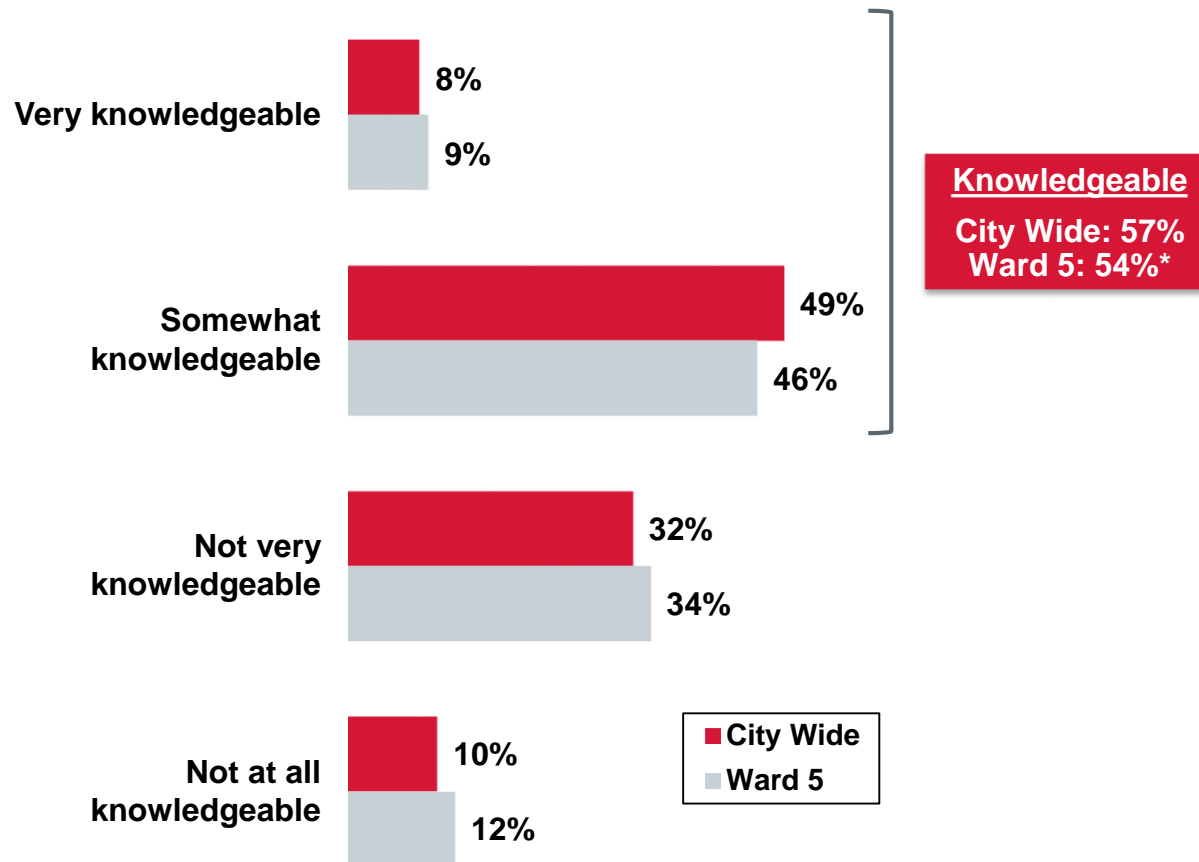
Base: Valid respondents (City Wide: n=2,472 / Ward 5: n=176)



## Taxation



# Knowledge Levels of Tax Dollar Spending

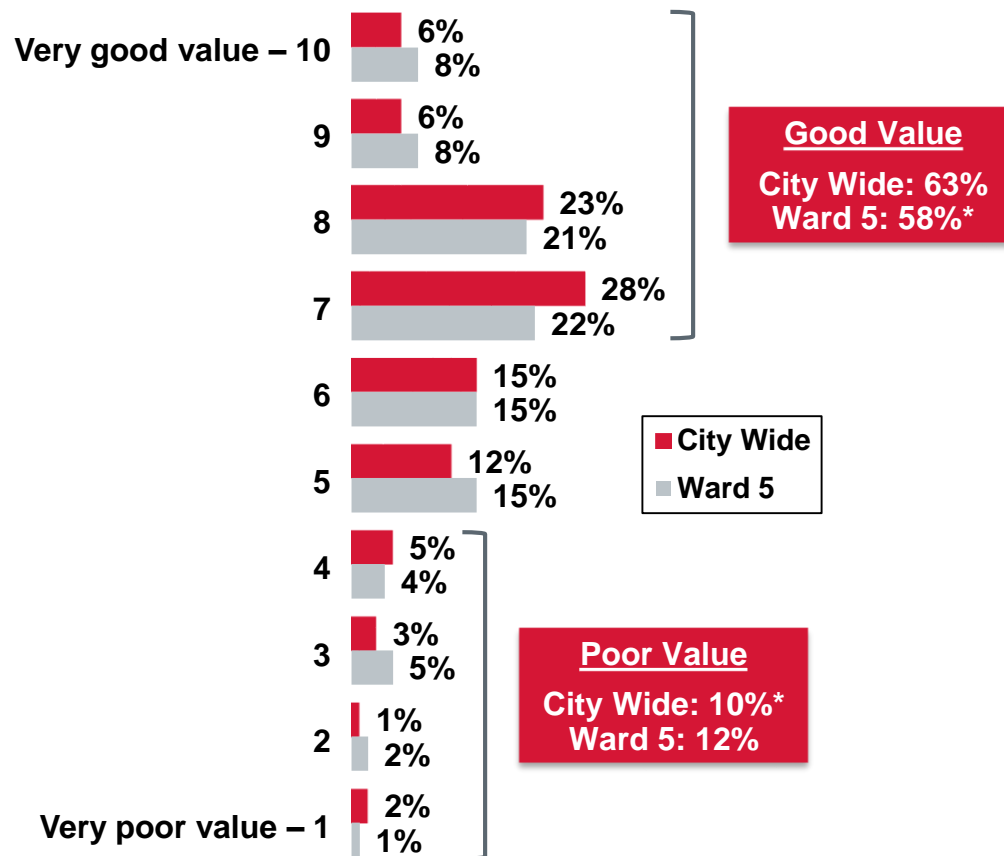


\*Rounding

*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 5: n=176)

# Perceived Value of Property Taxes

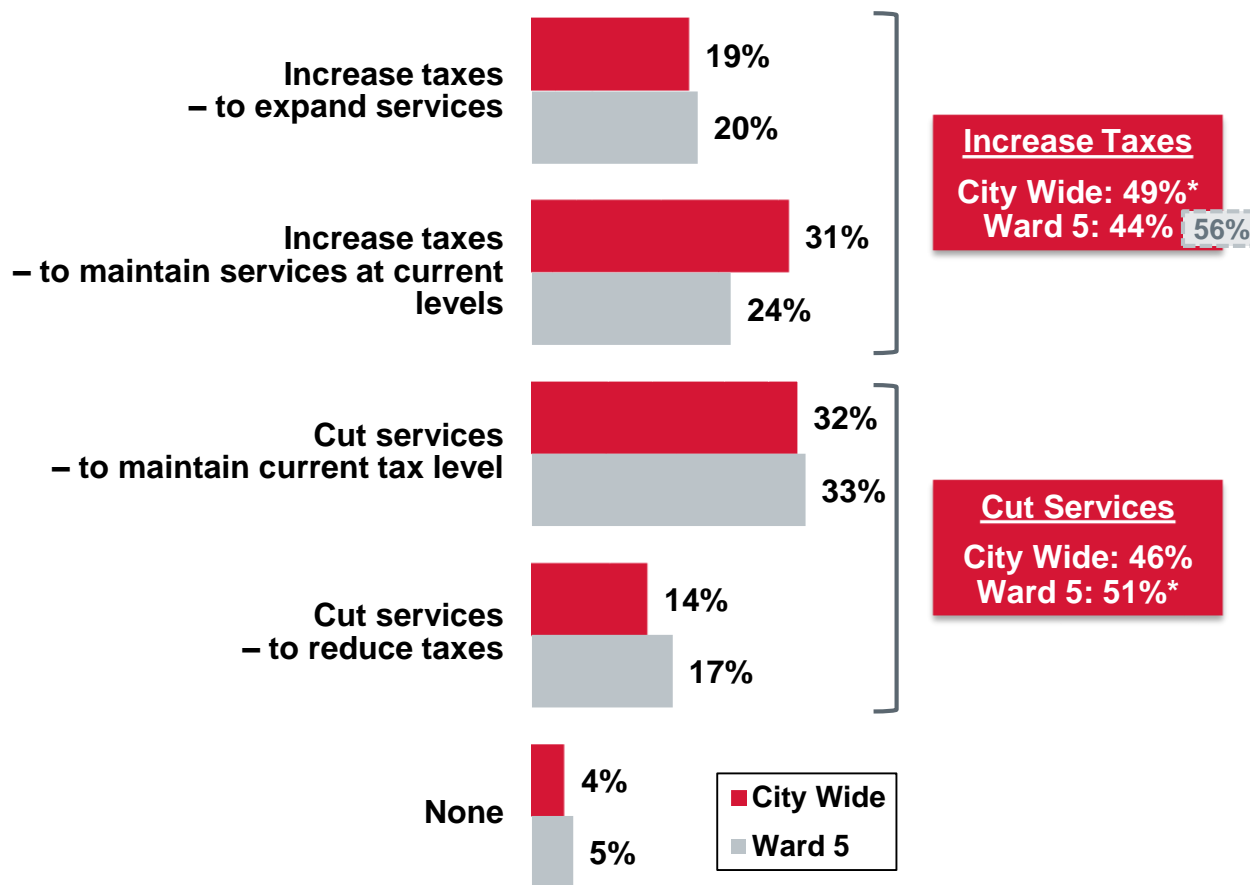


\*Rounding

*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=2,466 / Ward 5: n=175)

# Balancing Taxation and Service Delivery Levels



Ward 5 2015

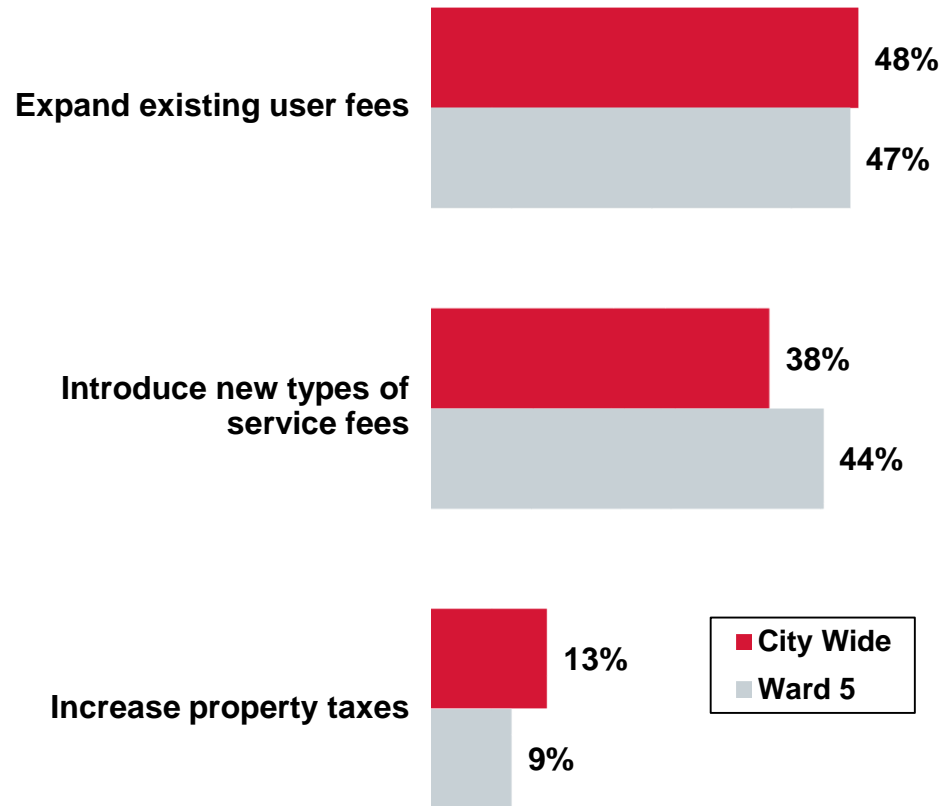
\*Rounding

*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=2,457 / Ward 5: n=171)



# Options for Increasing City Revenue



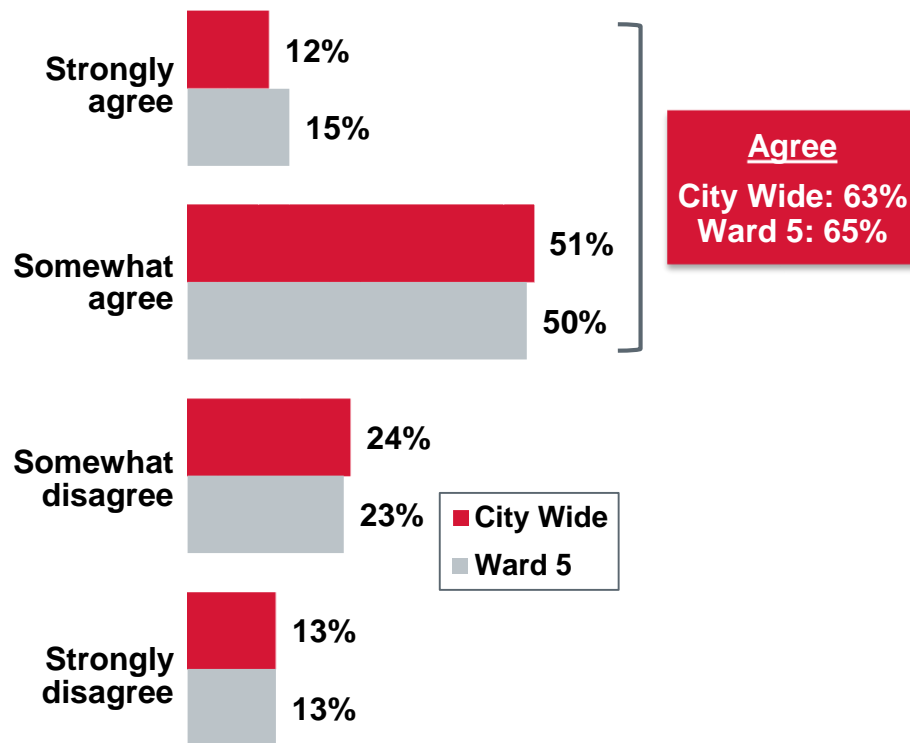
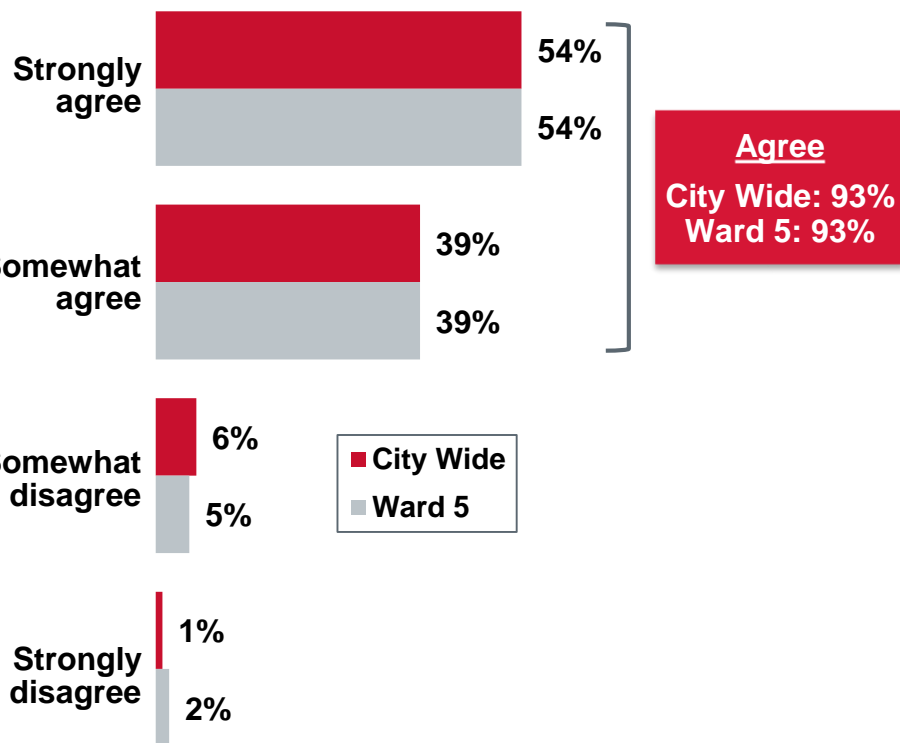
*Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?*

Base: Valid respondents (City Wide: n=2,331 / Ward 5: n=165)

# 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*



Base: Valid respondents (City Wide: n=2,490 / Ward 5: n=176)

Base: Valid respondents (City Wide: n=2,475 / Ward 5: n=175)

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

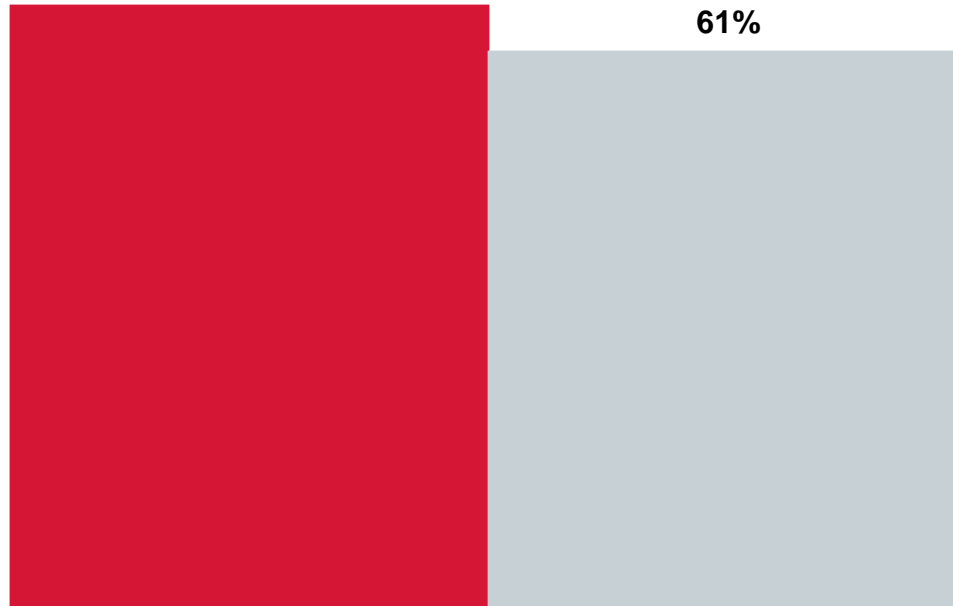
% Yes

■ City Wide

■ Ward 5

66%

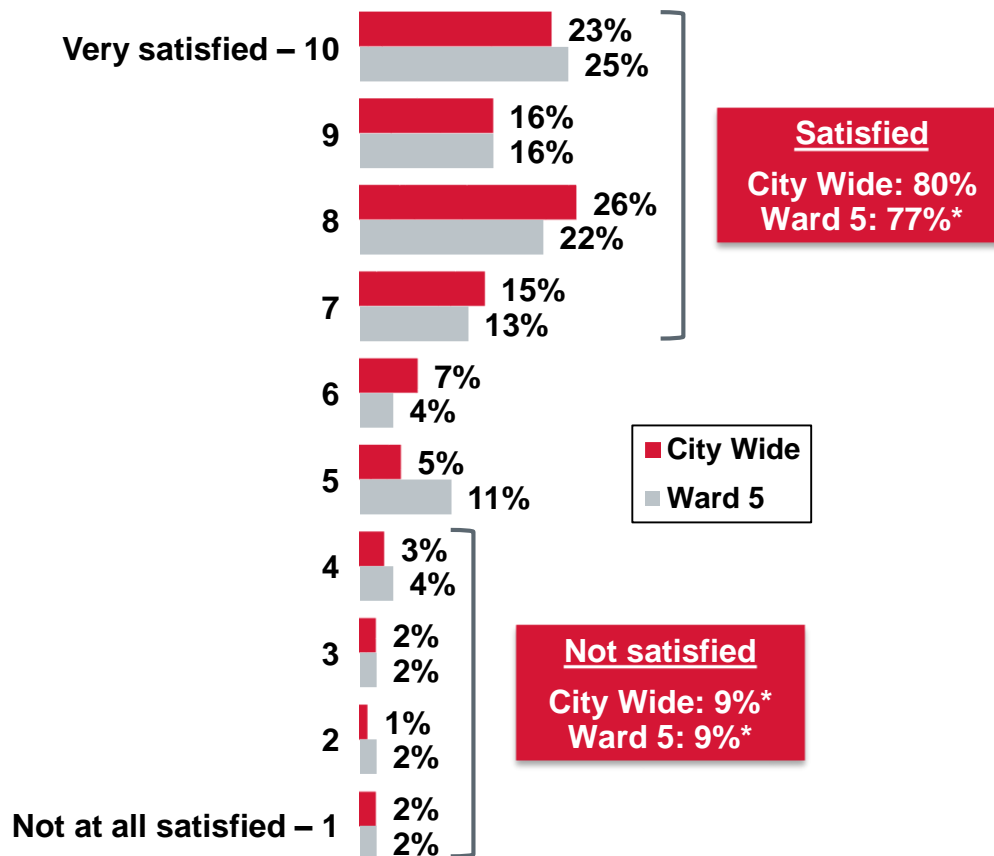
61%



*Have you contacted or dealt with 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=2,486 / Ward 5: n=172)

# Satisfaction with the Overall Level and Quality of Customer Service



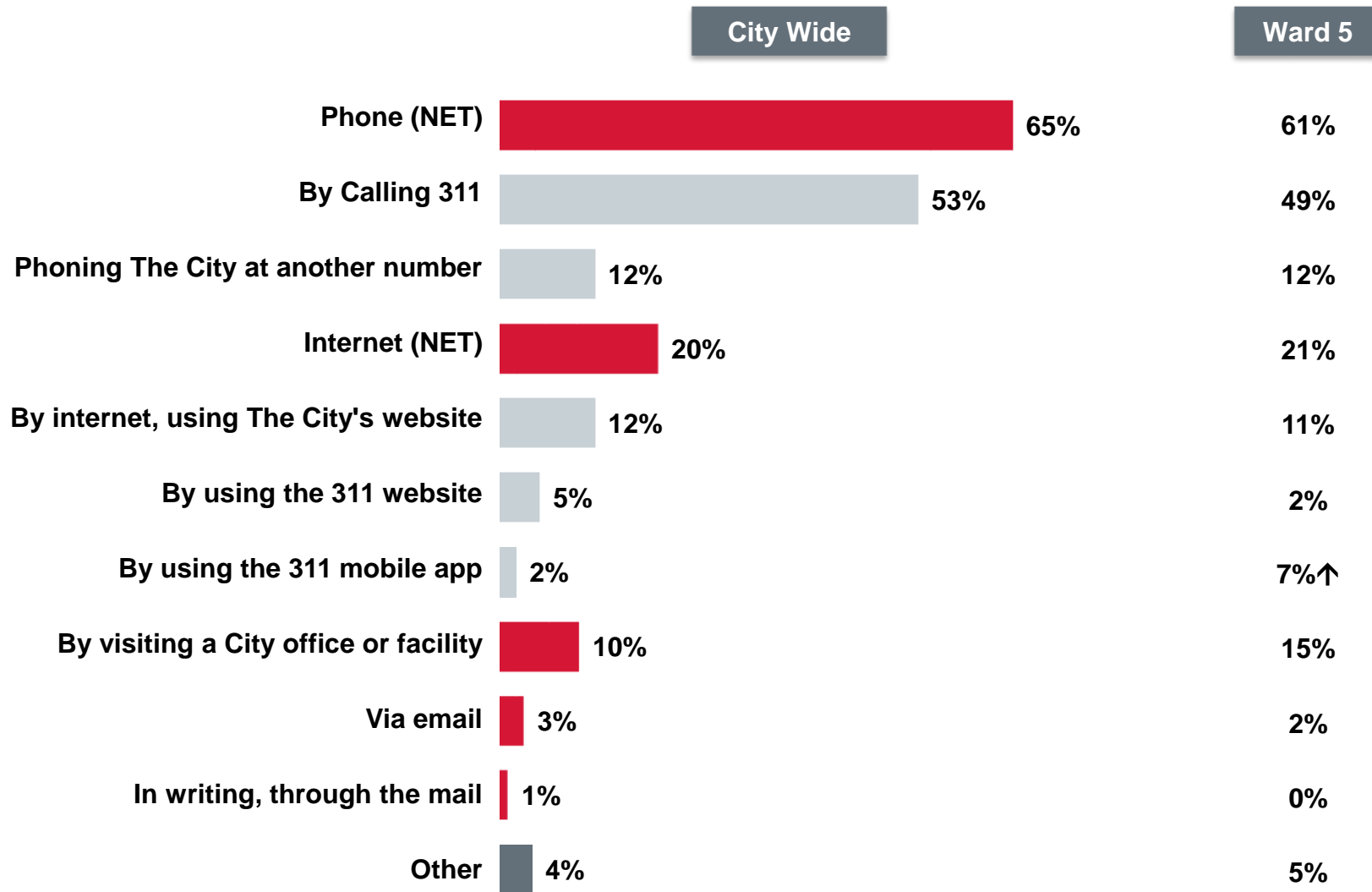
\*Rounding

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=1,630 / Ward 5: n=107)



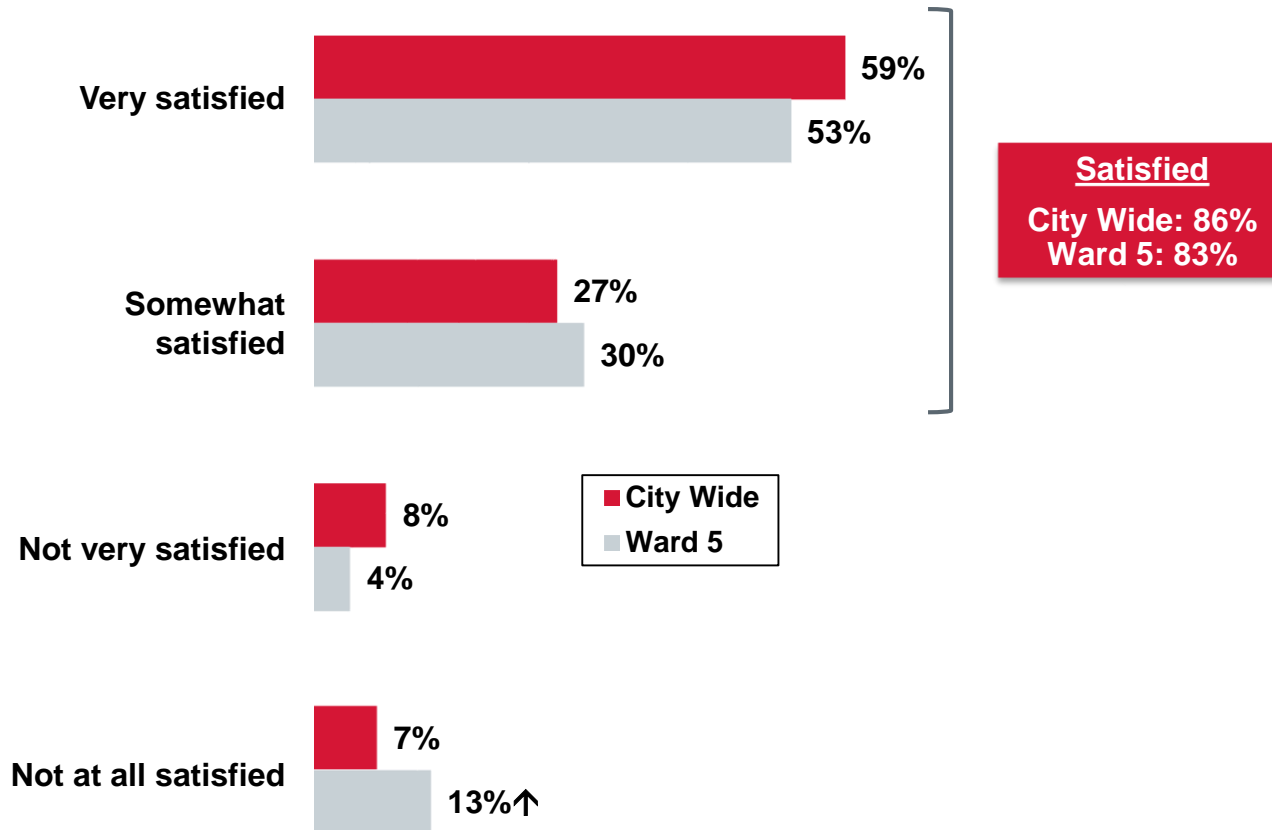
# Type of Contact



*When you contacted The City was it... ?*

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,080 / Ward 5: n=73)

# Satisfaction with Most Recent City Contact



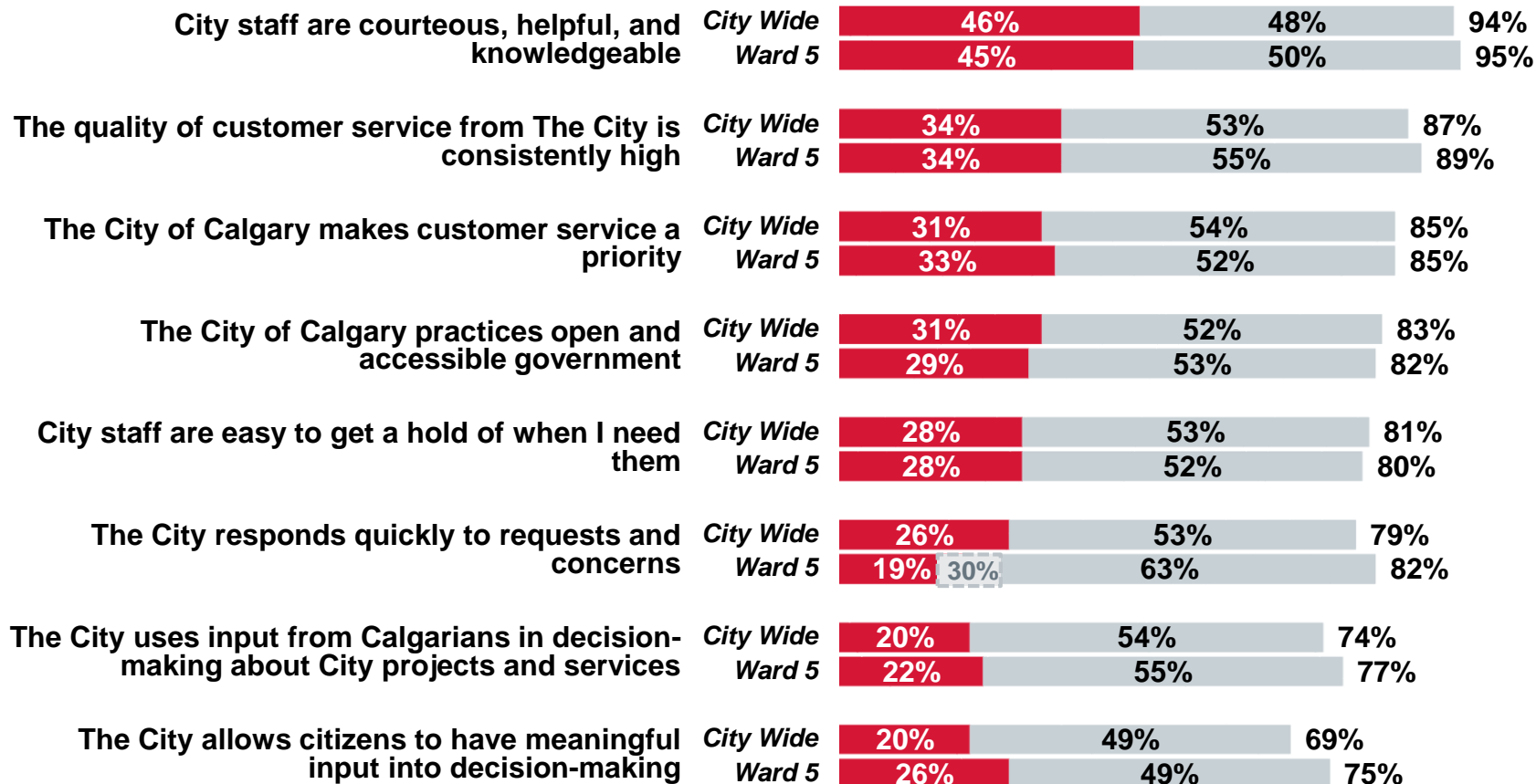
*How satisfied were you with your most recent contact with The City?*

Base: 2016: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,081 / Ward 5: n=73)

# 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)

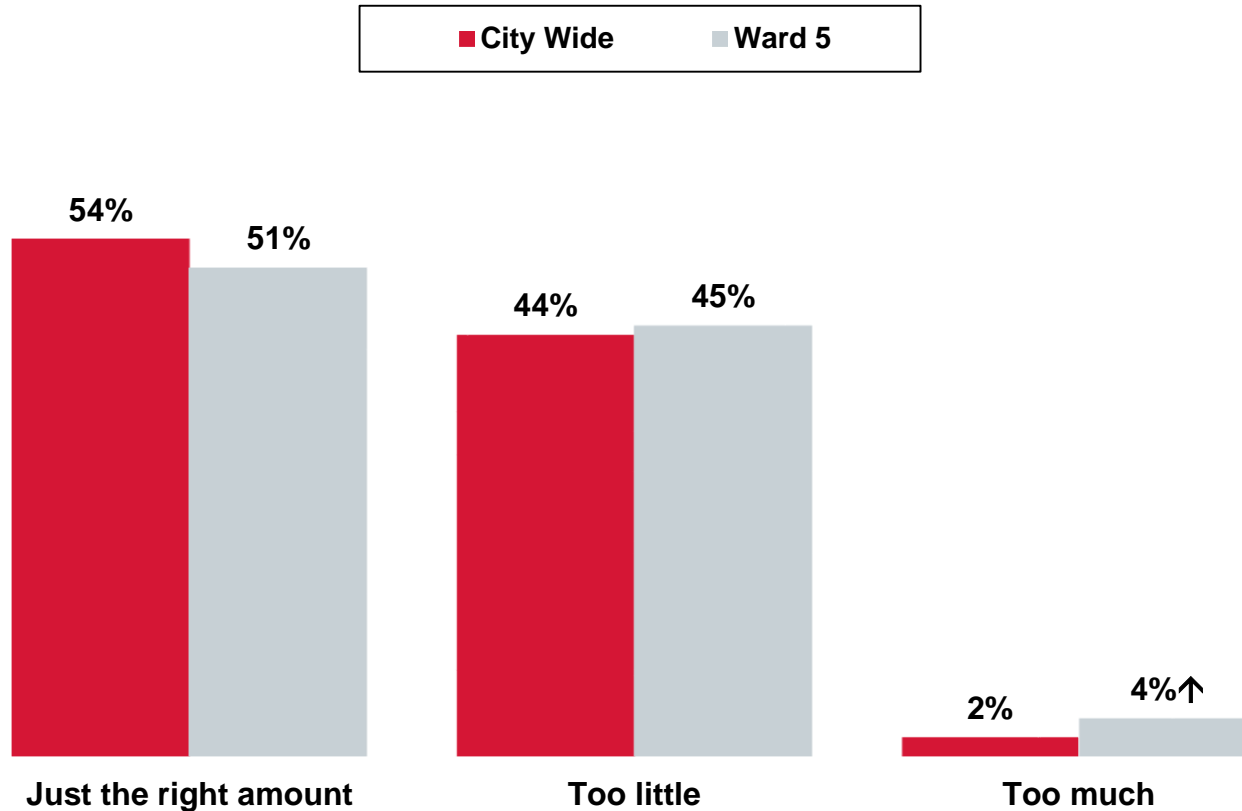
Ward 5 2015



## City Communications



# The Extent 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=2,487 / Ward 5: n=177)

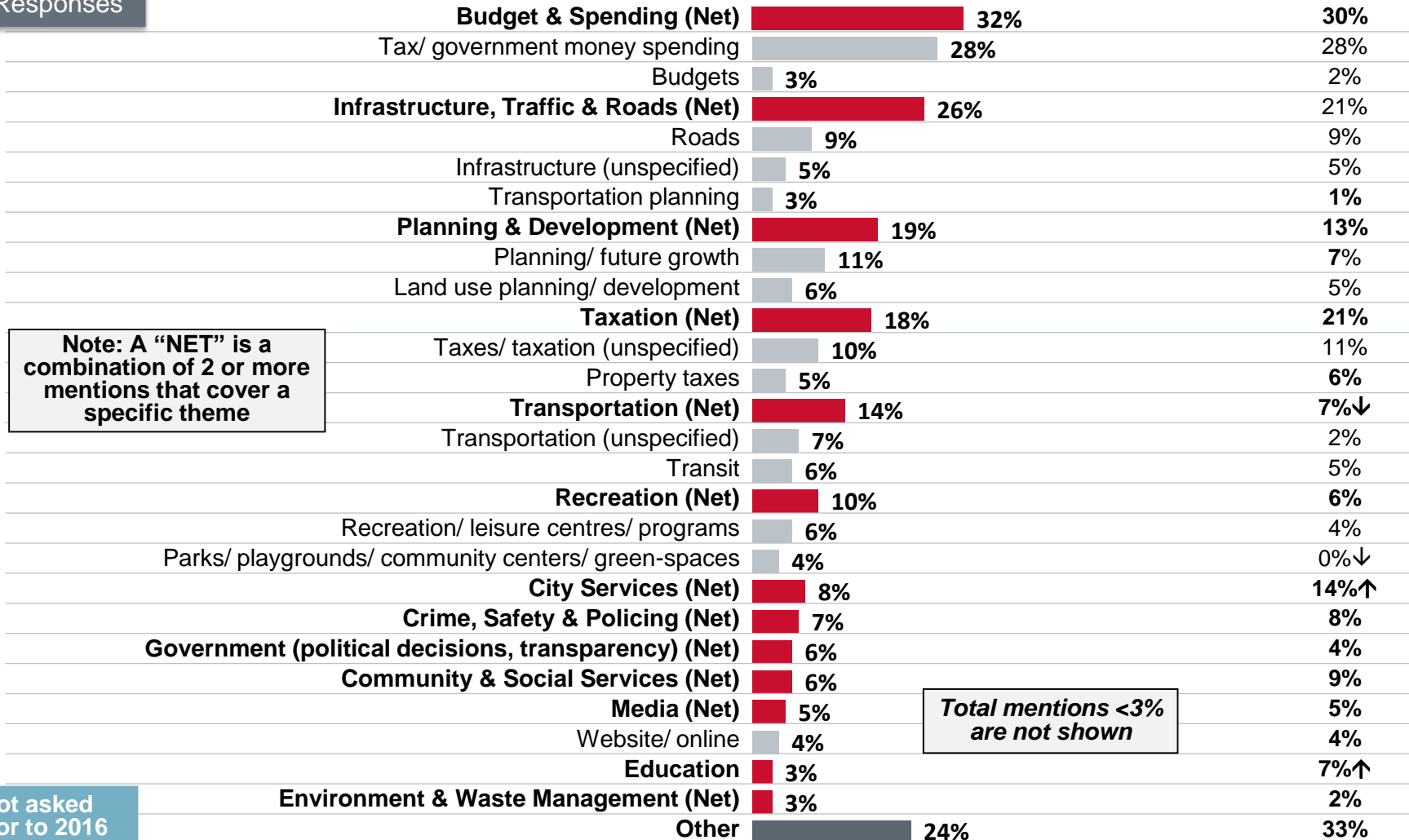


# Top Areas for Information from The City

Multiple  
Responses

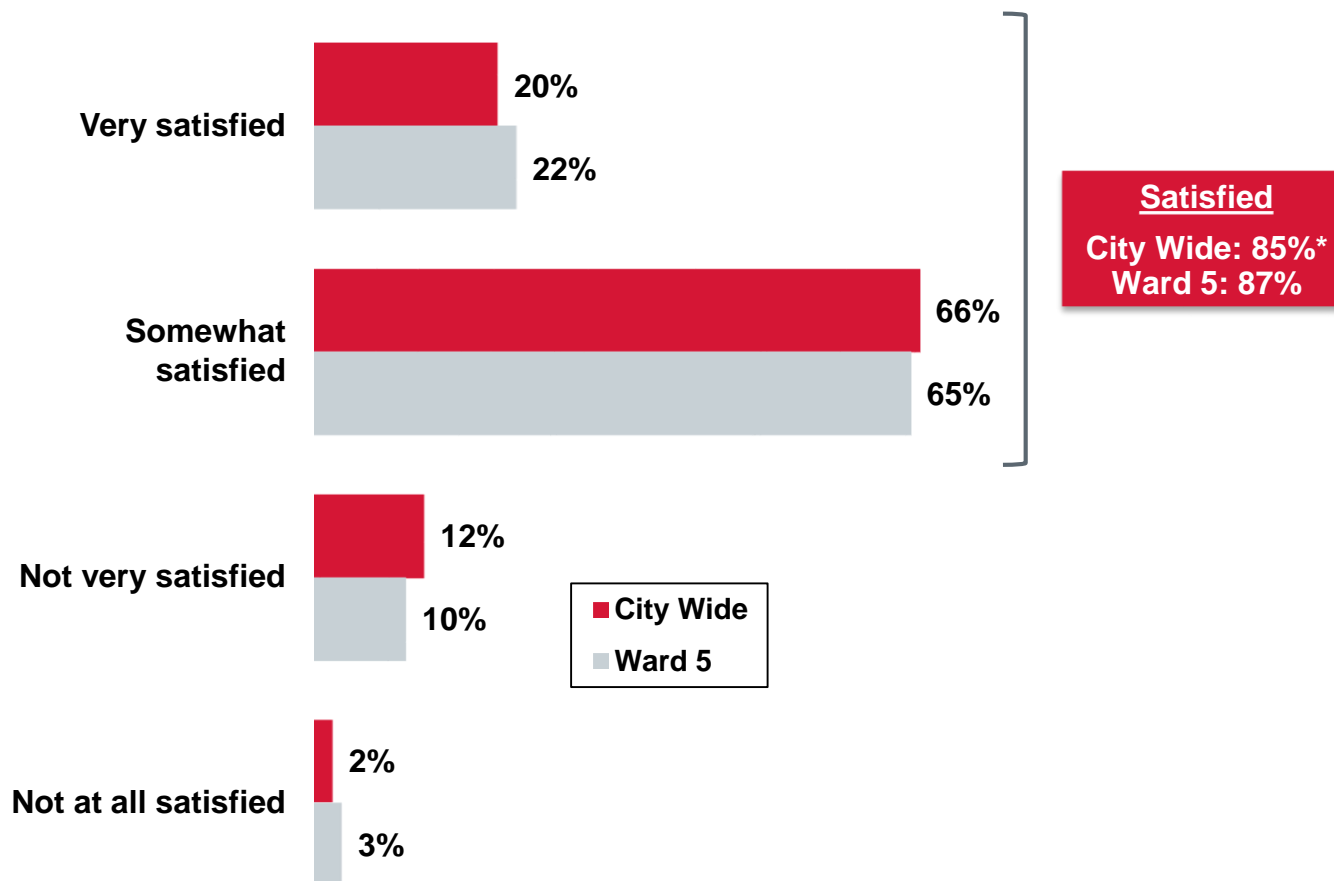
City Wide

Ward 5



What are the top three areas where [too little; you would like The City to / right amount: The City should] provide more information?  
Base: Valid respondents who say they receive too little or just the right amount of information (City Wide: n=990 / Ward 5: n=145)

# Overall Satisfaction with 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=2,489 / Ward 5: n=176)

\*Rounding



## Demographics



## Gender

	City Wide	Ward 5
Male	50%	56%
Female	50%	44%

## Education

	City Wide	Ward 5
Completed high school or less	18%	28%↑
Some post secondary or completed a college diploma	34%	36%
Completed university degree or post-grad degree	48%	35%↓

## Age

	City Wide	Ward 5
18 to 24	12%	14%
25 to 34	22%	21%
35 to 44	18%	18%
45 to 54	20%	18%
55 to 64	13%	17%
65 or older	14%	12%
Mean	44.5	43.9

## Income

	City Wide	Ward 5
Less than \$30,000	7%	13%↑
\$30,000 to <\$45,000	9%	13%
\$45,000 to <\$60,000	10%	14%
\$60,000 to <\$75,000	9%	14%↑
\$75,000 to <\$90,000	9%	12%
\$90,000 to <\$105,000	11%	8%
\$105,000 to <\$120,000	11%	5%↓
\$120,000 to <\$150,000	13%	12%
\$150,000 or more	23%	10%↓

Base: Valid respondents

# Household Characteristics

## Tenure in Calgary

	City Wide	Ward 5
Less than 5 years	9%	8%
5 to less than 10 years	10%	13%
10 to less than 15 years	12%	13%
15 to less than 20 years	14%	11%
20 to less than 30 years	19%	19%
30 to less than 40 years	15%	15%
40 or more	21%	23%
Mean	25 years	25 years

## Household Size

	City Wide	Ward 5
1	13%	7%↓
2	32%	29%
3	19%	20%
4	23%	19%
5 or more	13%	25%↑
Mean	3	3.5

## Children and Seniors in Household

	City Wide	Ward 5
Yes - Children	37%	40%
Yes - Seniors	16%	20%

## Type of Home

	City Wide	Ward 5
Single-detached house	72%	74%
Apartment or apartment-style condominium	12%	4%↓
Townhouse or rowhouse	7%	8%
Duplex, triplex or fourplex	8%	11%
Another type of multi-dwelling unit	1%	3%↑

## Own or Rent

	City Wide	Ward 5
Own	77%	79%
Rent	20%	19%
Other	1%	0%
Neither	2%	1%

## Responsible for Property Taxes

	City Wide	Ward 5
Yes	84%	85%
No	16%	15%

Base: Valid respondents



# Respondent Characteristics

## Born in Canada

	City Wide	Ward 5
Yes	72%	58%↓
No	28%	42%↑

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=626)	Ward 5 (n=67)
Under the age of 12	27%	25%
12 to 17	10%	11%
18 or older	62%	63%

## Ethnic Background

	City Wide	Ward 5
Caucasian/ white	22%	10%↓
British	20%	12%↓
Canadian/ French Canadian	18%	20%
Western European	11%	9%
Southern or Eastern European	11%	6%↓
East or Southeast Asian	10%	11%
South Asian	7%	24%↑
Central/ South American or Caribbean	3%	5%
West Asian or Middle Eastern	2%	2%
African	2%	5%
Aboriginal/ First Nations/ Metis	1%	0%

## Disability

	City Wide	Ward 5
Yes	13%	18%
No	87%	82%

## Visible Minority

	City Wide	Ward 5
Yes	22%	33%↑
No	78%	67%↓

Base: Valid respondents

## Contact

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Ipsos Public Affairs

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Ipsos Public Affairs

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