



# 2016 Citizen Satisfaction Survey

## Ward 8 Final Report

### Prepared for The City of Calgary by:

#### Contact:

Jamie Duncan  
Vice President  
Ipsos  
587.952.4863

[jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

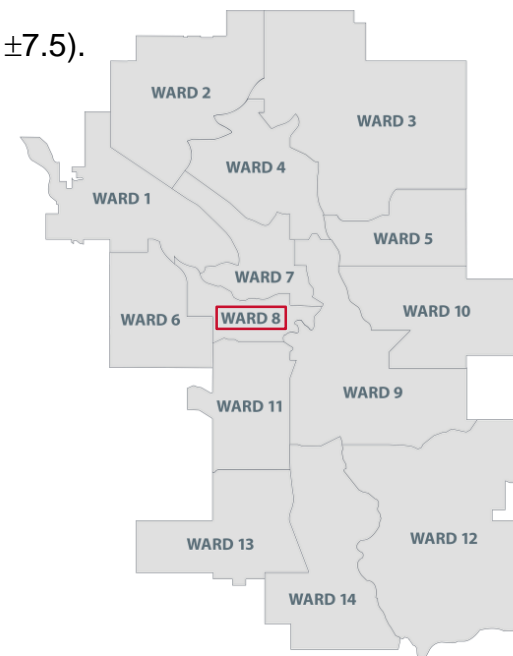
Sheela Das  
Director  
Ipsos  
587.952.4874

[sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8



<b>I. Methodology</b>	<b>3</b>
<b>II. Summary of Key Findings</b>	<b>4</b>
<b>III. Detailed Findings</b>	<b>9</b>
Issue Agenda	10
Quality of Life	12
City Programs and Services	20
Environmental Performance	38
Taxation	42
Contact with The City	48
City Communications	54
<b>IV. Demographics</b>	<b>58</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 172 interviews were conducted with residents of Ward 8 (MOE  $\pm 7.5$ ).
- ❖ Research Note on significant differences:
  - Throughout, City Wide results are compared to results from Ward 8.
    - ↑ indicates a number is significantly higher than City Wide.
    - ↓ indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2016 results for Ward 8 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

### The Ward 8 issue agenda is very similar to the City Wide issue agenda.

- ❖ The top three issues of importance to Ward 8 residents are the same as City Wide, namely “*infrastructure, traffic and roads*” (31%), “*transit*” (18%) and “*crime, safety and policing*” (15%).
- ❖ The “*economy*” is an emerging issue, with 12% mentions, an increase of 11 percentage points from 2015 (was 1%). In contrast, mentions of “*homelessness, poverty and affordable housing*” have fallen this year (11% vs. 21% in 2015), but are still higher than City Wide (11% vs. 4% City Wide).

### Quality of life is good for Ward 8 residents but ‘worsened’ impressions are on the rise.

- ❖ Most (84%) Ward 8 residents say the overall quality of life is ‘good’ in the city of Calgary today.
- ❖ However, one-third (33%) of residents say they feel that quality of life has ‘worsened’ in the past three years. This is a 15 percentage point jump in ‘worsened’ impressions from 2015 (was 18%) and a 19 percentage point jump from 2014 (was 14%).
- ❖ It is also notable that Ward 8 residents are less likely than City Wide residents to ‘agree’ with the statement ‘I am proud to be a Calgarian’ (84% vs. 90% City Wide) and agreement with this statement has fallen 10 points from 2015 (was 94%).

### The importance of most City programs and services is on par with City Wide and unchanged from 2015.

- ❖ Compared to City Wide, Ward 8 residents place more personal importance (‘very’ or ‘somewhat’) on ‘downtown revitalization’ (85% vs. 75% City Wide) and ‘support for arts and culture including festivals’ (91% vs 81% City Wide).

## Key Findings

### **Overall satisfaction with City programs and services has declined from 2015.**

- ❖ Nearly eight-in-ten (76%) Ward 8 resident say they are 'satisfied' with the overall level and quality of services and programs provided by The City of Calgary. This figure is on par with City Wide (79%), but 11 points lower than satisfaction in 2015 (was 87%).
- ❖ In terms of specific programs and services, 'satisfaction' ('very' or 'somewhat') is lower than in 2015 for 'property tax assessment' (73% vs. 85% in 2015), 'business licenses and inspections' (91% vs. 99% in 2015) and 'Calgary Police Service' (90% vs. 97% in 2015).

### **Ward 8 residents place a higher priority than City Wide residents on investments in downtown revitalization, on-street bikeways and Blue Cart recycling.**

- ❖ Ward 8 residents are more likely than City Wide residents to want to see increased City investment in 'downtown revitalization' (38% vs. 24% City Wide), 'on-street bikeways' (27% vs. 20% City Wide) and 'residential Blue Cart recycling' (26% vs. 19% City Wide).
- ❖ They are less likely than City Wide residents to want to see increased investment in 'snow removal' (36% vs. 49% City Wide), 'road maintenance including pothole repairs' (43% vs. 52% City Wide), 'City operated roads and infrastructure' (42% vs. 51% City Wide), 'Calgary Fire Department' (28% vs. 37% City Wide) and '9-1-1' (26% vs. 35% City Wide).
- ❖ Compared to 2015, Ward 8 residents are less likely to say they want The City to increase investment in 'snow removal' (36% vs 49% in 2015) and 'protection from river flooding' (36% vs 52% in 2015).

## Key Findings

### **Other notable differences/changes for Ward 8 residents include the following:**

- ❖ Ward 8 residents are less likely than in 2015 to say they feel 'safe' ('very' or 'reasonably') walking in their neighbourhood after dark (78% vs. 88% in 2015).
- ❖ Ward 8 residents are more likely than in 2015 to say they prefer The City 'expand existing user fees' to increase the amount of revenue it collects from citizens for new or emerging services (50% vs. 38% in 2015). The proportion preferring 'increase property taxes' has fallen (12% vs. 21% in 2015).

**Ward 8 residents are consistent with City Wide and 2015 responses in terms of environmental performance, contact with City and City communications.**





## Detailed Findings







## Issue Agenda



Multiple Responses

City Wide

Ward 8

■ First Mention ■ Other Mentions

<b>INFRASTRUCTURE, TRAFFIC &amp; ROADS (NET)</b>	<b>25%</b>	<b>10%</b>	<b>35%</b>	<b>31%</b>
Traffic congestion	<b>8%</b>	<b>3</b>	<b>11%</b>	<b>13%</b>
Road conditions	<b>6%</b>	<b>3</b>	<b>9%</b>	<b>9%</b>
Infrastructure maintenance/ improvement/ development	<b>4%</b>	<b>6%</b>		<b>6%</b>
Bicycle/ pedestrian lanes	<b>3</b>	<b>5%</b>		<b>8%</b>
<b>TRANSIT (NET)</b>	<b>14%</b>	<b>7%</b>	<b>21%</b>	<b>18%</b>
Public Transportation [incl. buses/ C-train/ poor service]	<b>9%</b>	<b>11%</b>		<b>11%</b>
Transportation (unspecified)	<b>5%</b>	<b>3</b>	<b>8%</b>	<b>6%</b>
<b>CRIME, SAFETY &amp; POLICING (NET)</b>	<b>10%</b>	<b>5%</b>	<b>15%</b>	<b>15%</b>
Crime [incl. Breaking and entering/ gangs/ drug dealers, etc.]	<b>5%</b>	<b>3</b>	<b>8%</b>	<b>9%</b> <b>3%</b>
Public safety	<b>4%</b>	<b>6%</b>		<b>5%</b>
<b>ECONOMY (NET)</b>	<b>7%</b>	<b>9%</b>		<b>12%</b> <b>1%</b>
Unemployment/ job creation	<b>5%</b>	<b>6%</b>		<b>9%</b> <b>1%</b>
<b>RECREATION (NET)</b>	<b>5%</b>	<b>4%</b>	<b>9%</b>	<b>8%</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>6%</b>
<b>ENVIRONMENT &amp; WASTE MANAGEMENT (NET)</b>	<b>3</b>	<b>3</b>	<b>6%</b>	<b>6%</b>
<b>HOMELESSNESS, POVERTY &amp; AFFORDABLE HOUSING (NET)</b>	<b>3</b>	<b>4%</b>		<b>11%↑</b> <b>21%</b>
<b>GROWTH AND PLANNING (NET)</b>	<b>3</b>	<b>4%</b>		<b>7%</b>
<b>BUDGET AND SPENDING (NET)</b>	<b>4%</b>			<b>3%</b>
Other			<b>22%</b>	<b>33%</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 8: n=171)

Ward 8 2015

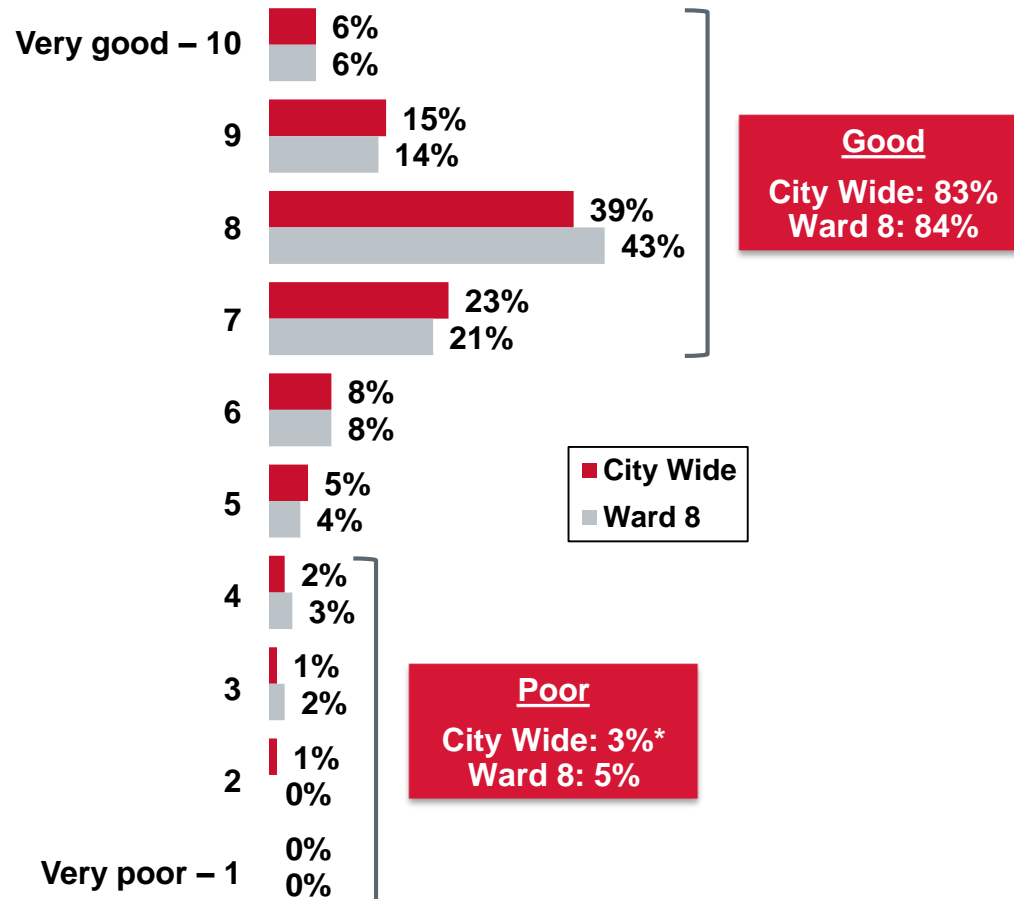




## Quality of Life



# Overall Quality of Life in Calgary



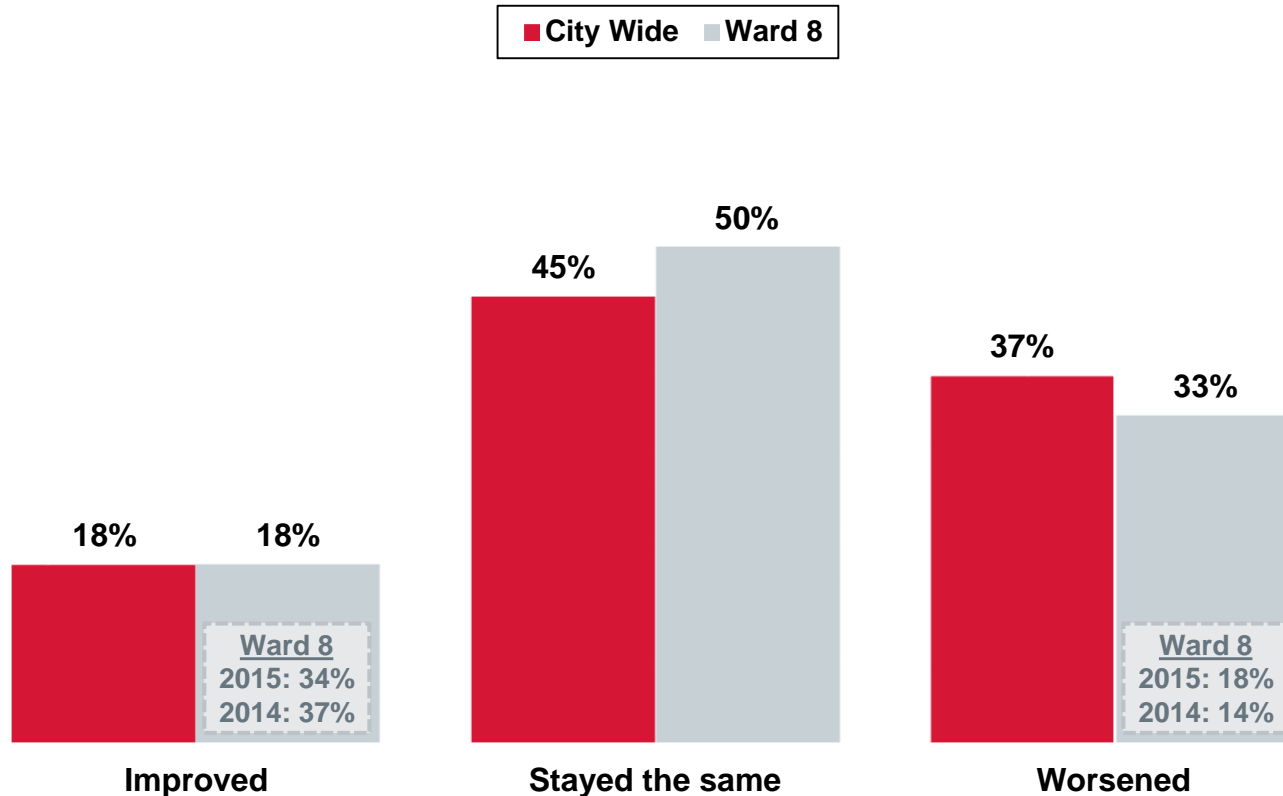
\*Rounding

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 8: n=172)



# 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 8: n=168)

# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 8

<b>Transportation (NET)</b>	<b>25%</b>	<b>24%</b>
Better traffic management	7%	5%
Improvement/ maintenance of existing roads	6%	3%
Infrastructure (unspecified)	3%	4%
<b>Employment, Cost of Living &amp; Homelessness (NET)</b>	<b>23%</b>	<b>28%</b>
Improve job creation/ employment	13%	14%
Expand affordable housing/ rent	4%	5%
<b>Government (NET)</b>	<b>21%</b>	<b>17%</b>
Reduce taxes	9%	8%
Tax spending/ city budget	5%	5%
<b>Recreation &amp; Community Services (NET)</b>	<b>18%</b>	<b>18%</b>
Parks/ green-space improvement	5%	7%
Building of community centres/ recreation facilities	4%	2%
<b>Transit (NET)</b>	<b>17%</b>	<b>21%</b>
Improve public transportation (unspecified)	6%	9%
Improve bus/ train schedule/ service	5%	7%
<b>Crime, Safety &amp; Policing (NET)</b>	<b>9%</b>	<b>7%</b>
Control crime and safety	5%	3%
More policing/ patrolling	4%	3%
<b>Growth &amp; Planning (NET)</b>	<b>5%</b>	<b>7%</b>
<b>Education (NET)</b>	<b>3%</b>	<b>2%</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>11%</b>
<b>Nothing</b>	<b>17%</b>	<b>17%</b>

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 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 8: n=163)

Ward 8 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

City Wide



90%

Ward 8



84%↓

94%

I am proud to live in my neighbourhood

City Wide



88%

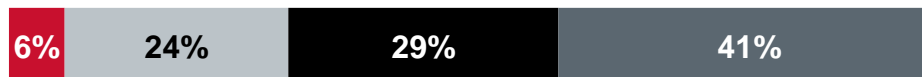
Ward 8



88%

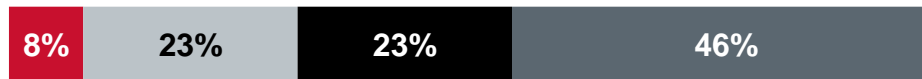
I am regularly involved in neighbourhood and local community events

City Wide



30%

Ward 8



31%

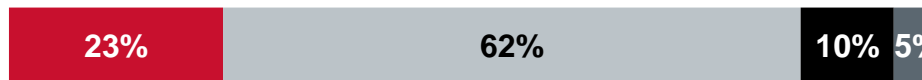
The City of Calgary municipal government fosters a city that is inclusive and accepting of all

City Wide



81%

Ward 8



85%

Ward 8 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

20%

62%

13%

5%

82%

Ward 8

19%

65%

9%

7%

84%

2%

Calgary is a great place to make a living

City Wide

15%

50%

23%

12%

65%

Ward 8

14%

57%

17%

12%

71%

3%

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

City Wide

10%

56%

22%

12%

66%

Ward 8

7%

55%

29%

9%

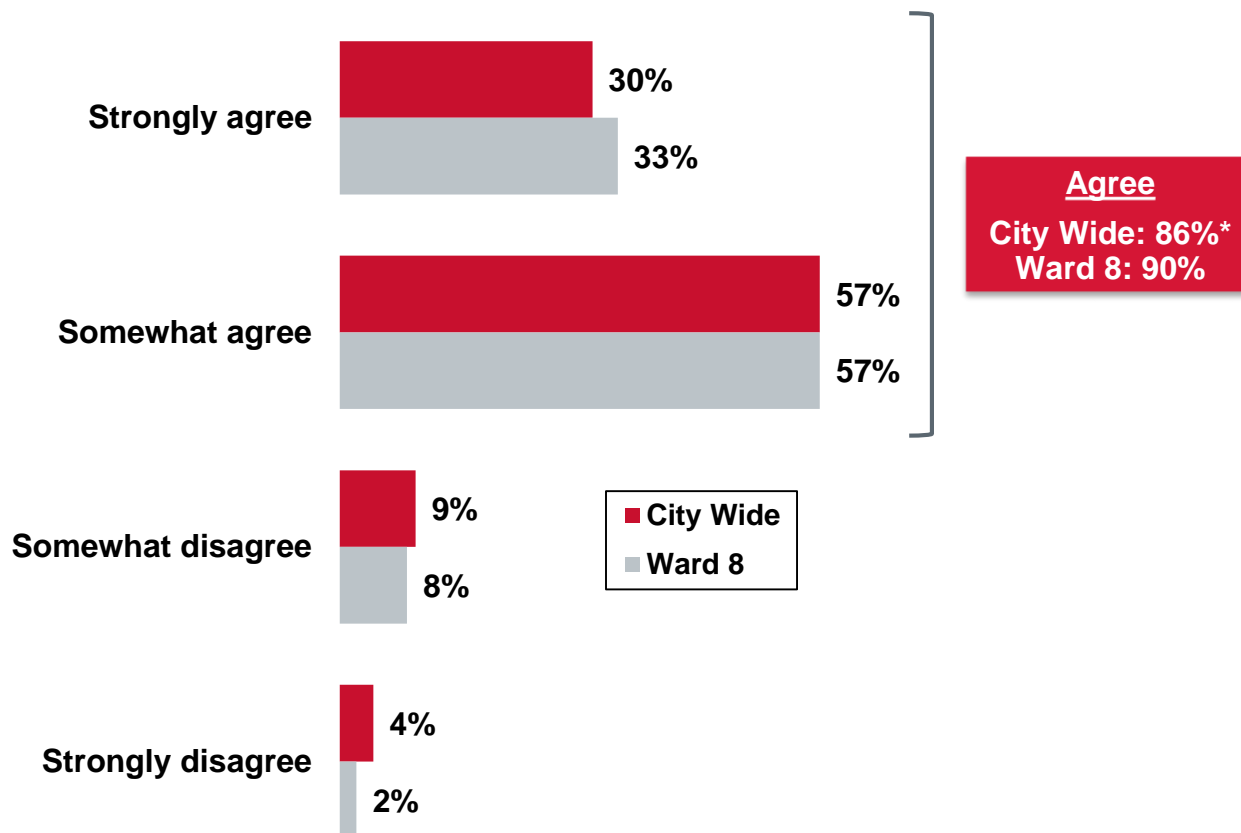
62%

Ward 8 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)

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



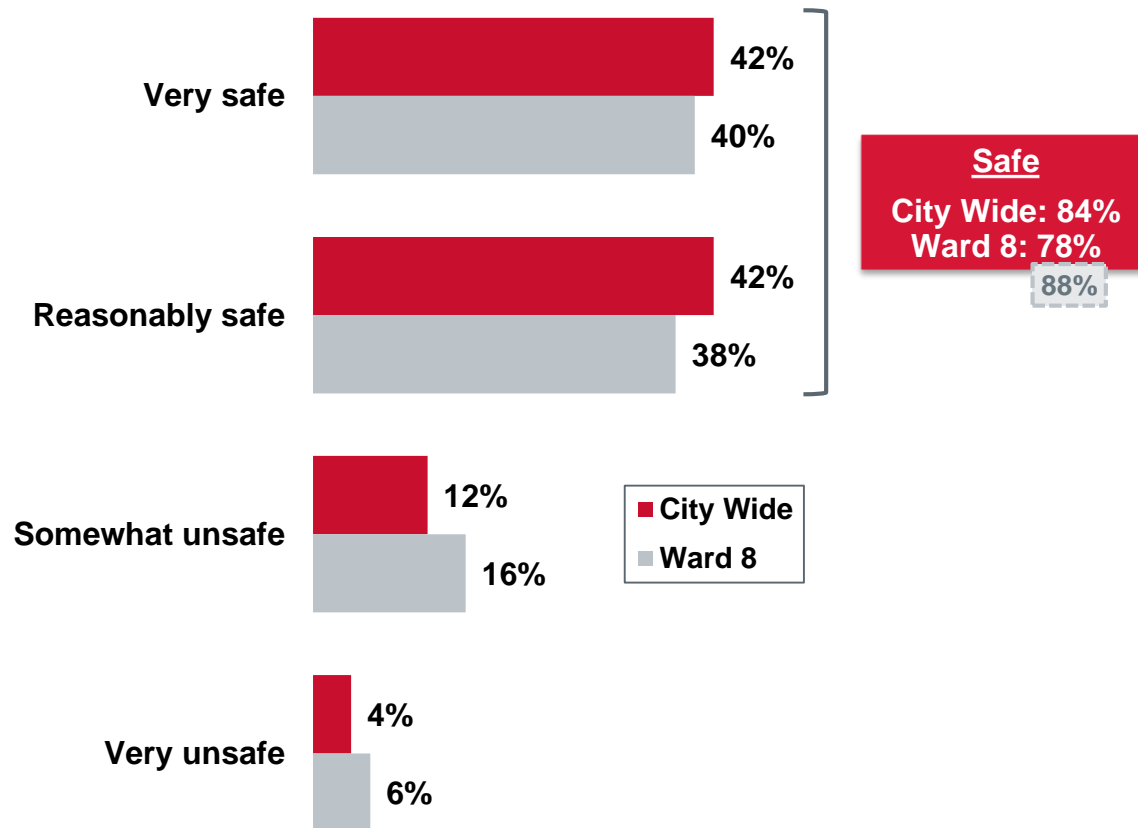
\*Rounding

*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=2,485 / Ward 8: n=172)



# Perceived Safety in Own Neighbourhood



Ward 8 2015

*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 8: n=171)



## City Programs and Services

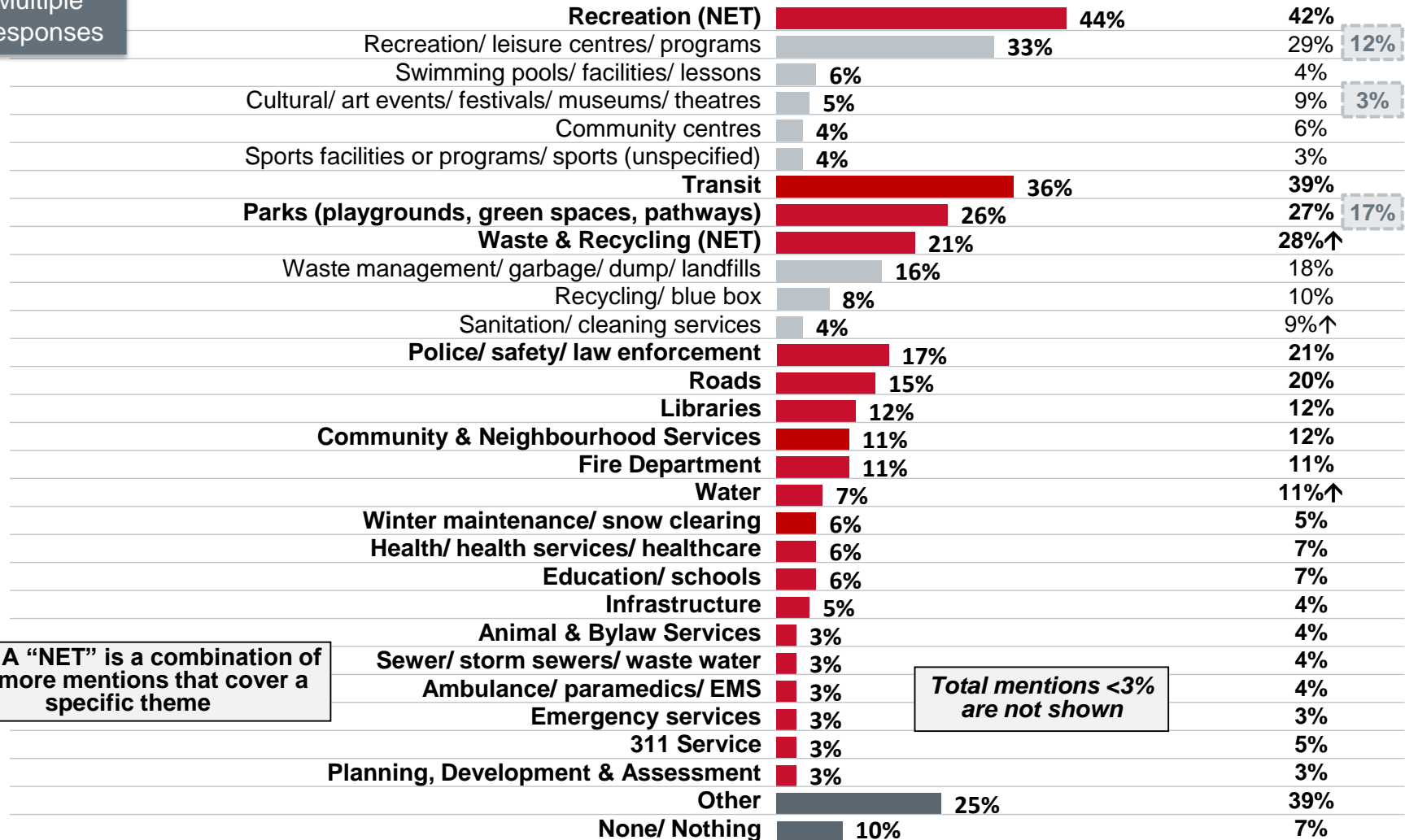


# Top-of-Mind Programs and Services

Multiple  
Responses

City Wide

Ward 8



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

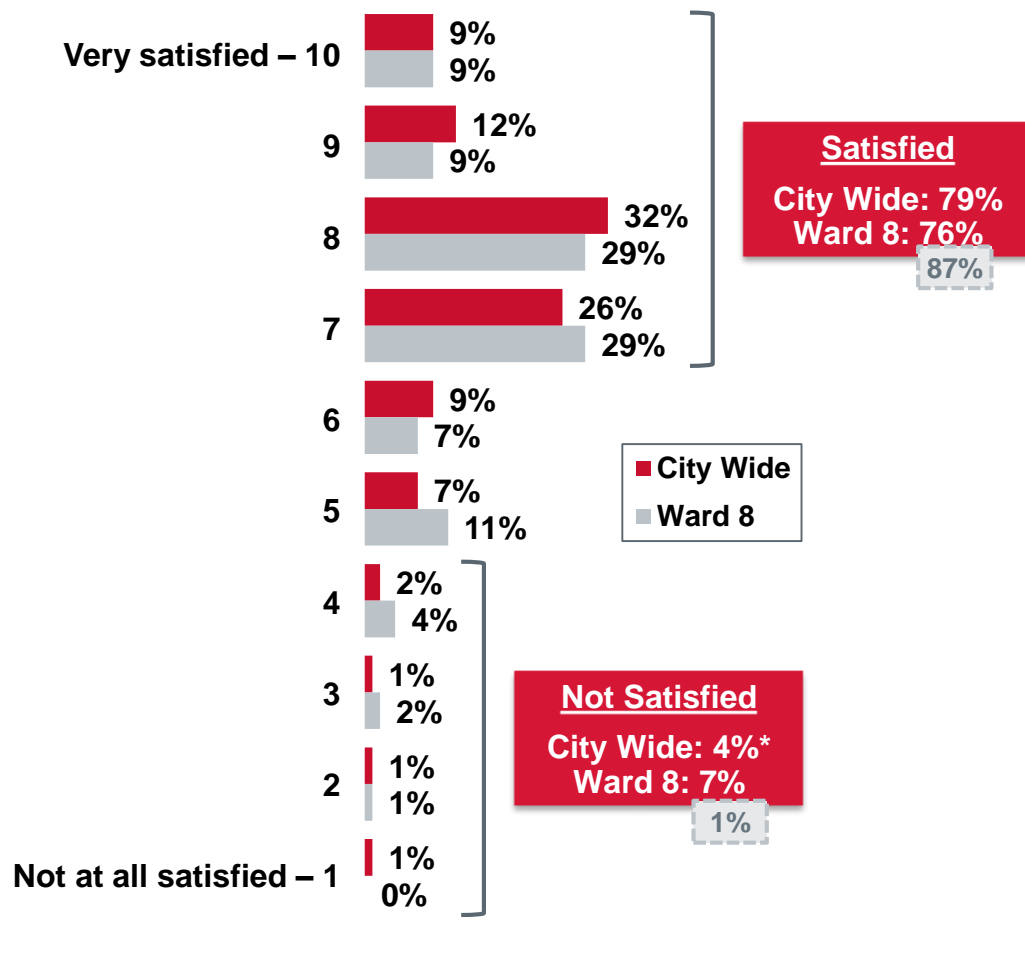
Total mentions <3% are not shown

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 8: n=169)

Ward 8 2015

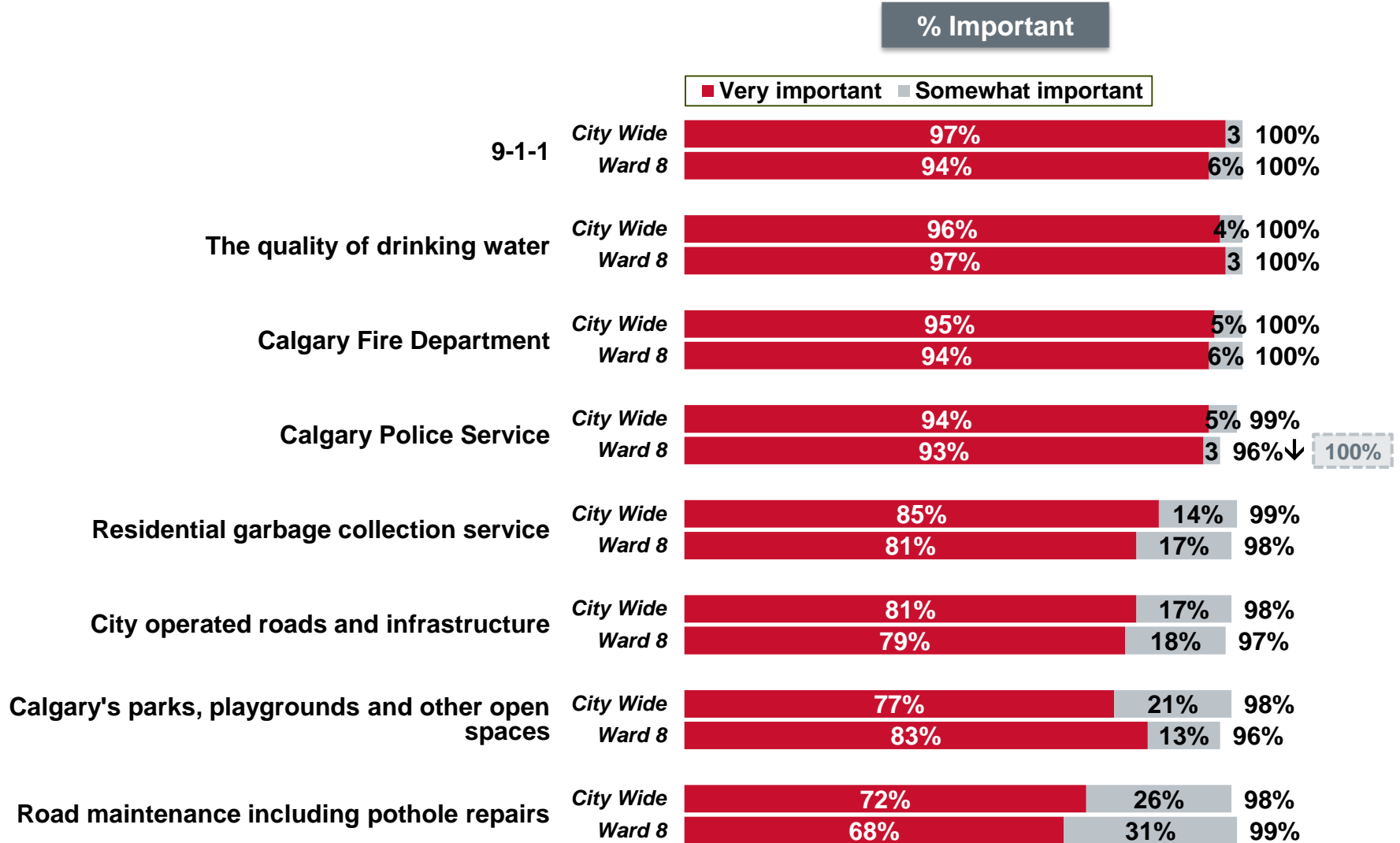
# Overall Satisfaction with the Level and Quality of City Services and Programs



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

Base: Valid respondents (City Wide: n=2,479 / Ward 8: n=169)

# 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)

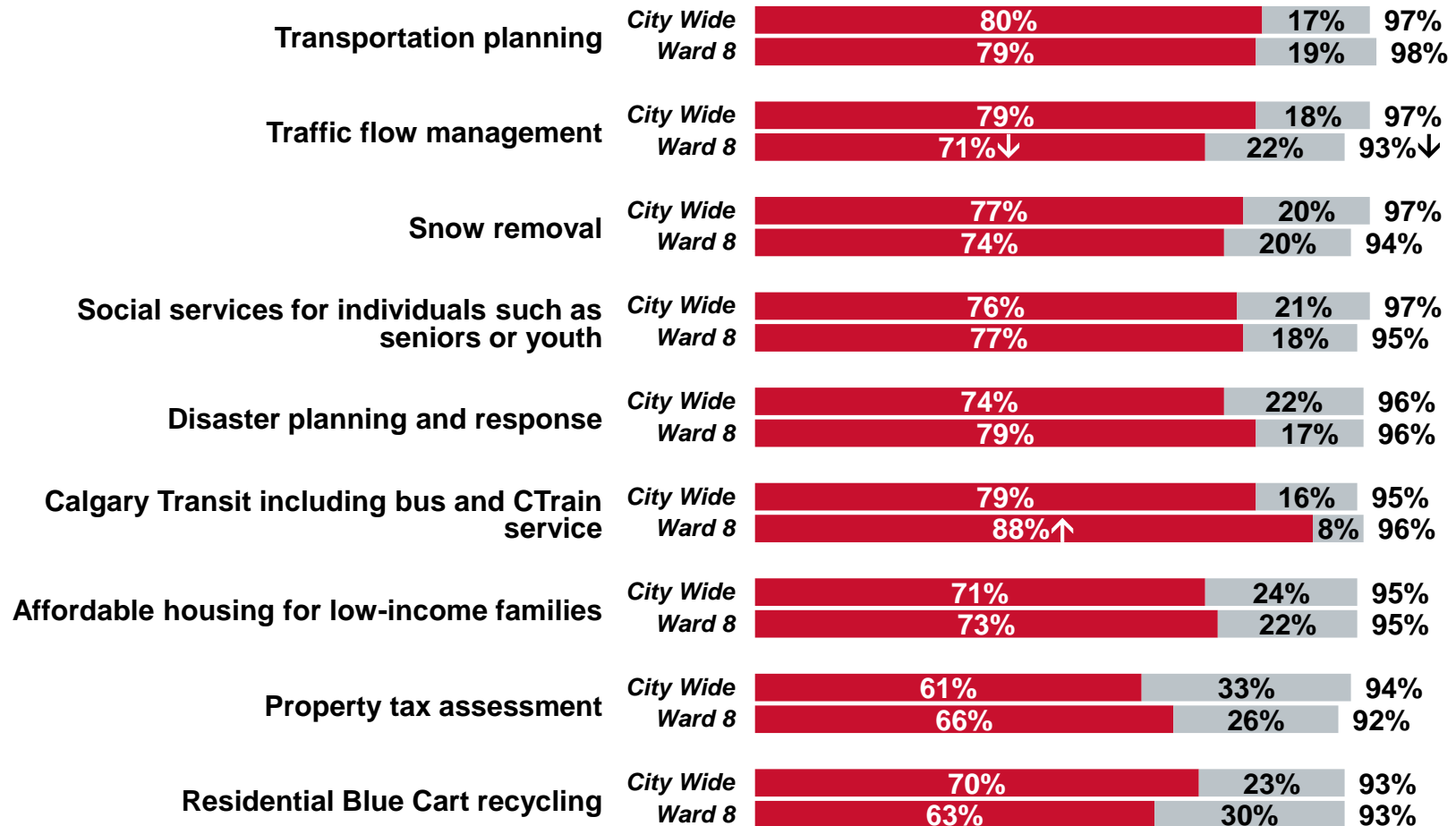
Ward 8 2015



# Importance of City Programs and Services (continued)

% Important

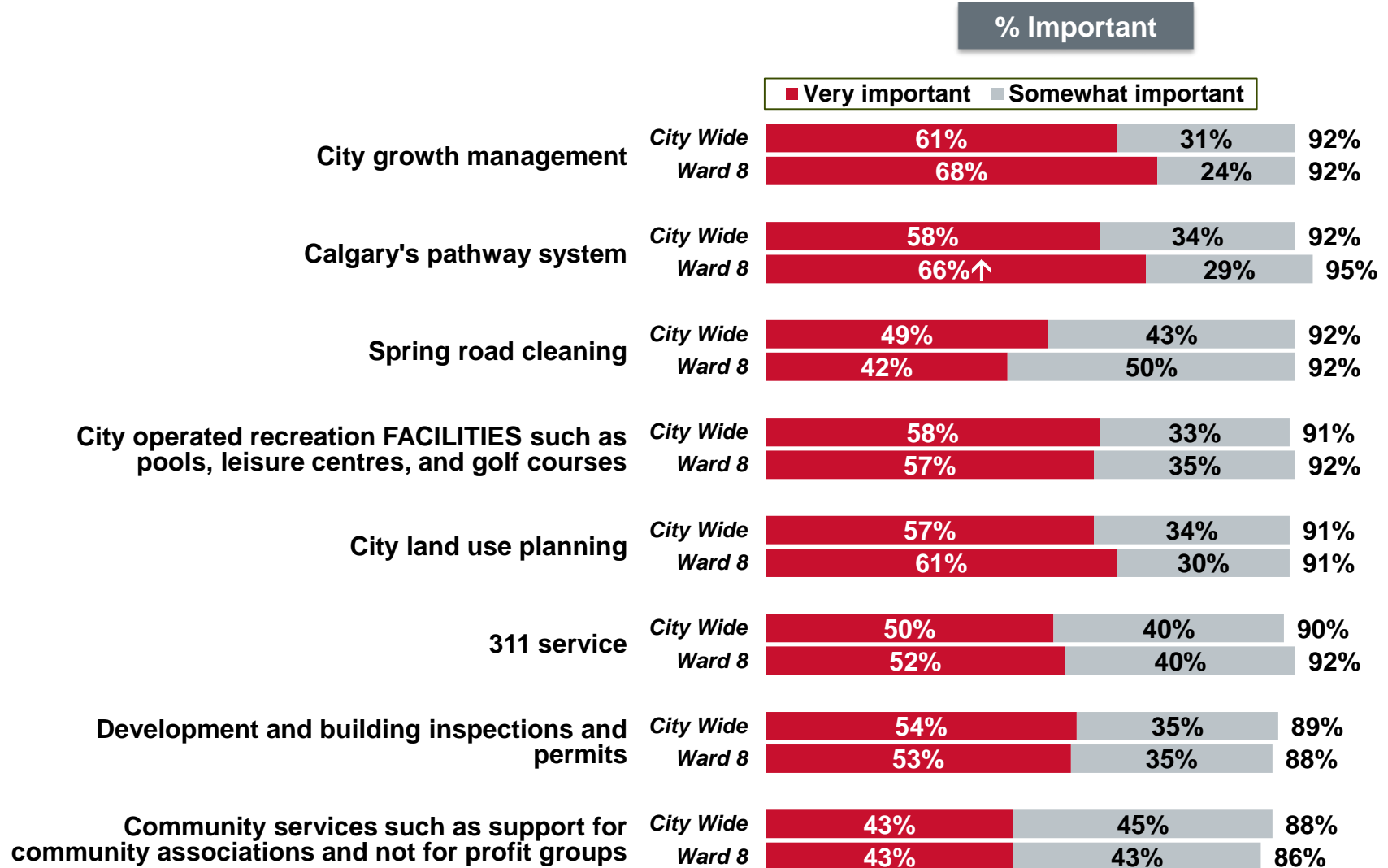
■ Very important ■ Somewhat important



*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)

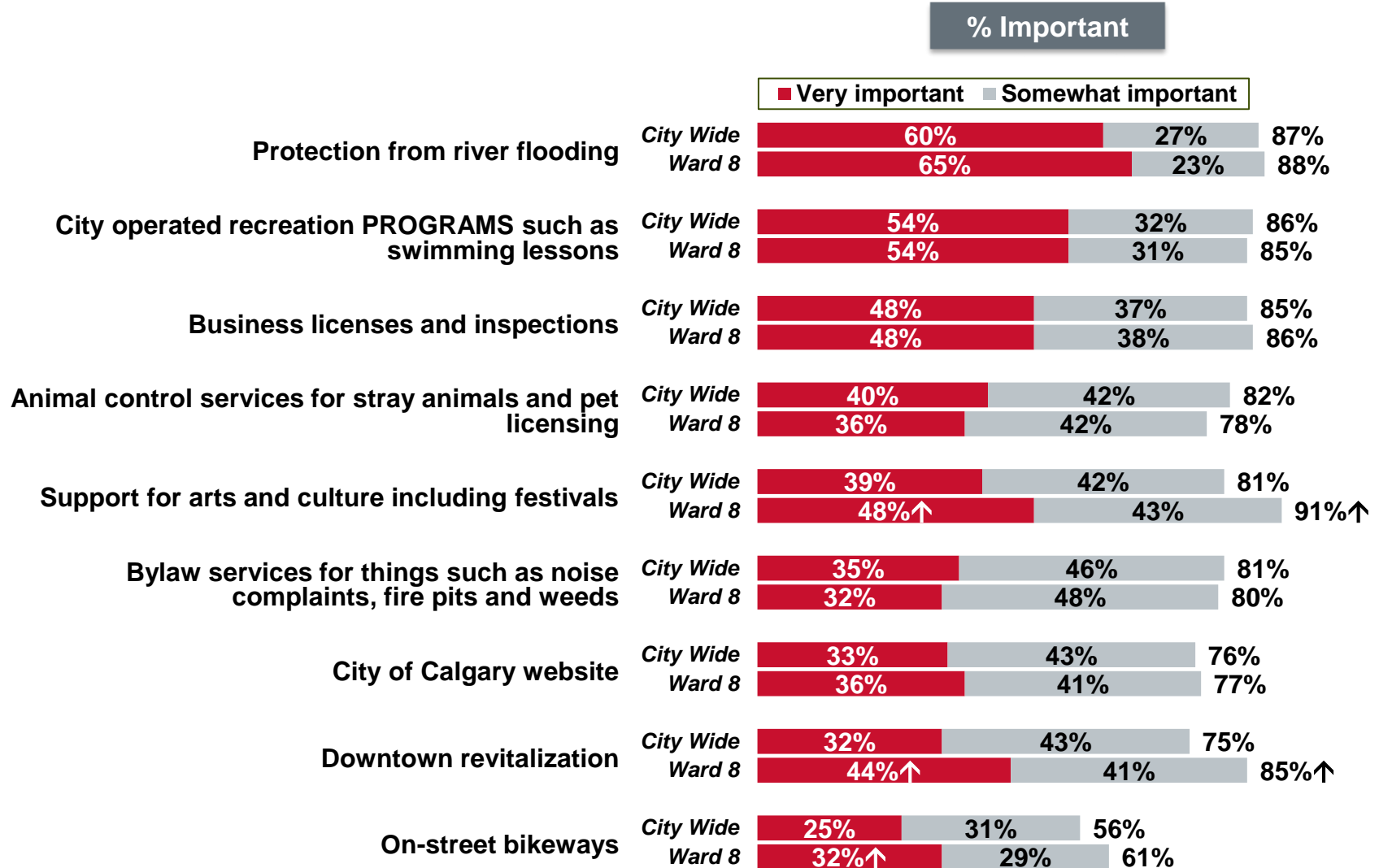
# Importance of City Programs and Services (continued)



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

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

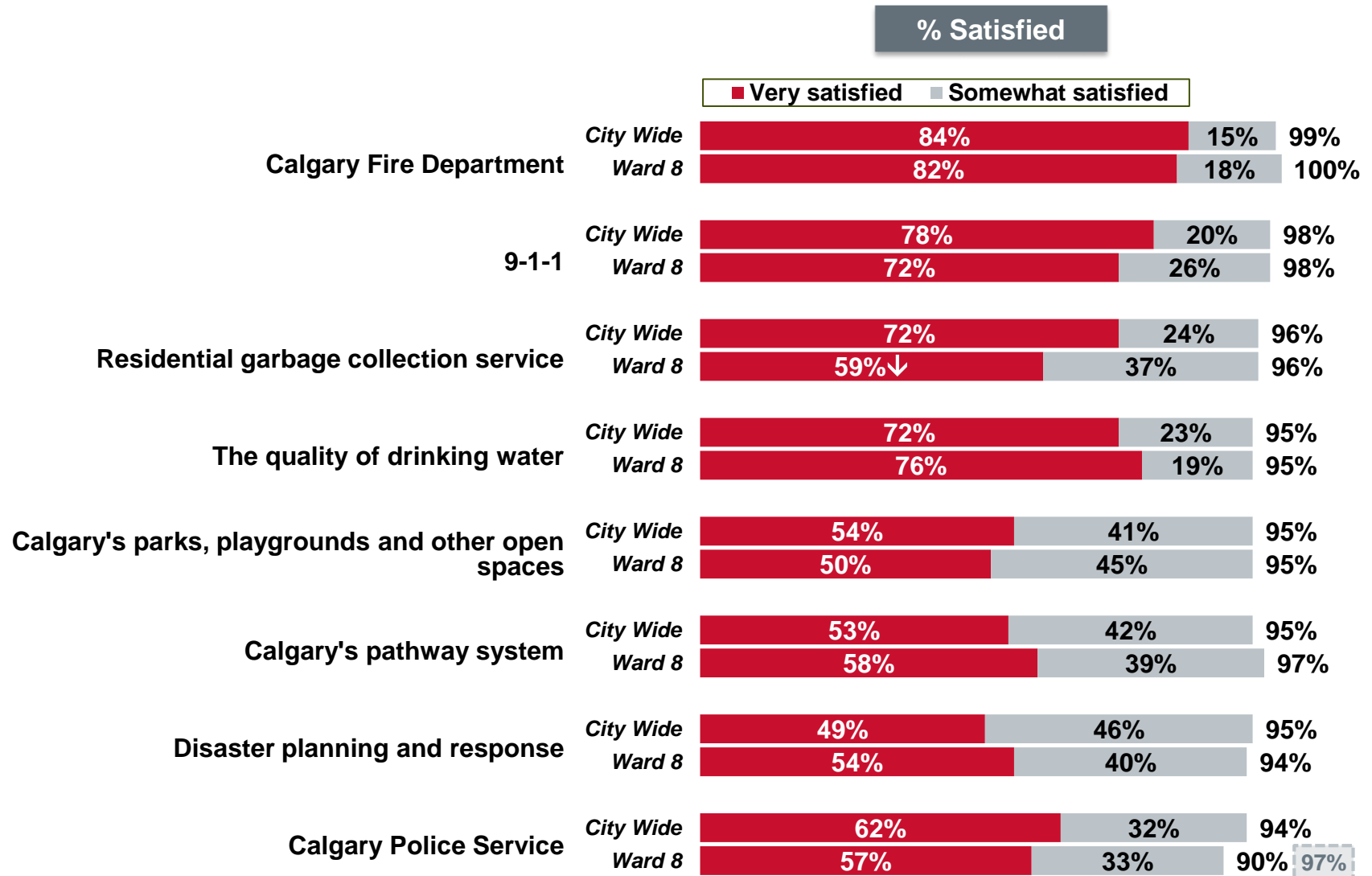
# Importance of City Programs and Services (continued)



*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)**

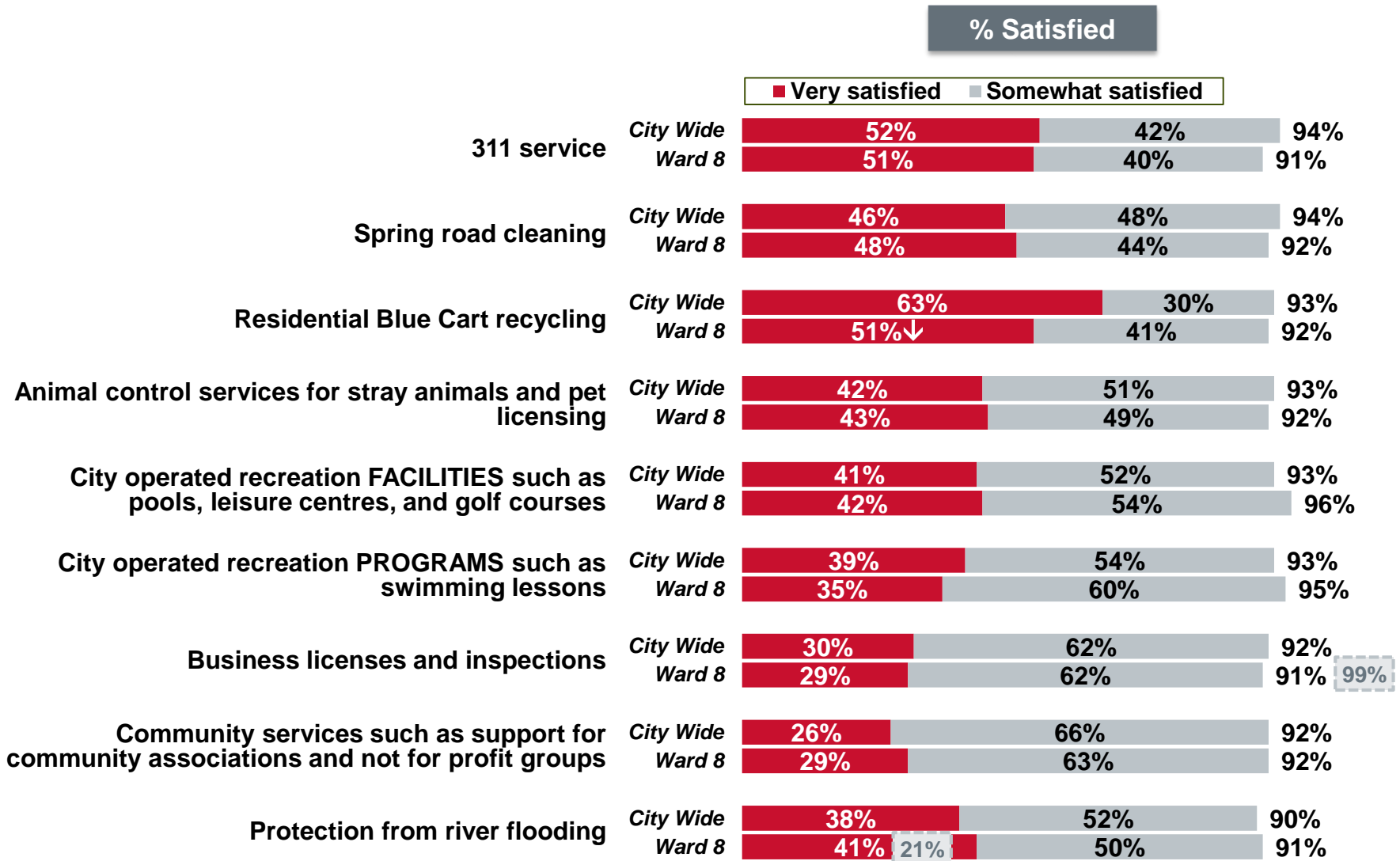
# Satisfaction with City Programs and Services



*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 8 2015

# Satisfaction with City Programs and Services (continued)

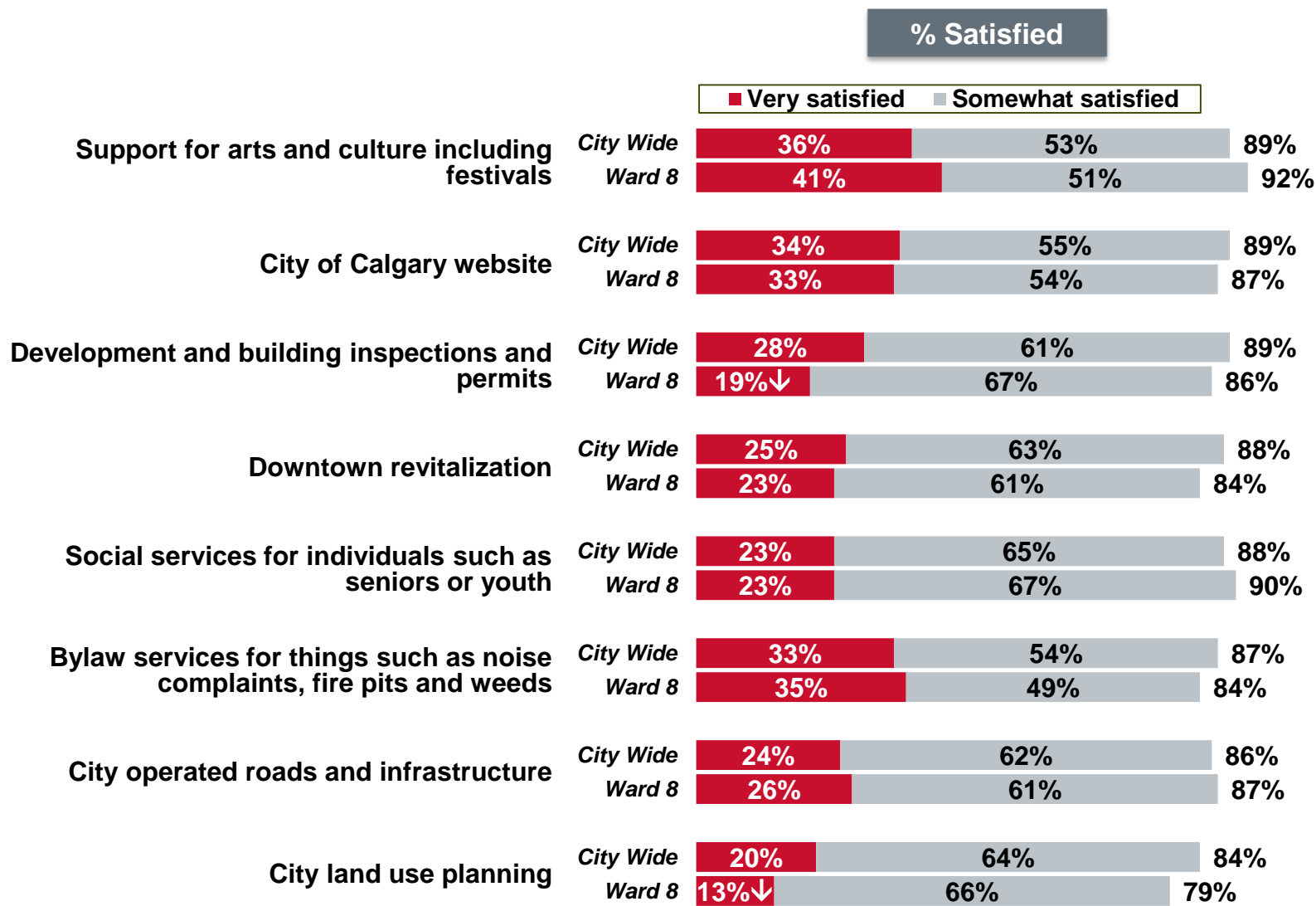


*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me how satisfied you are with the job The City is doing in providing that program or service.*  
Base: Valid respondents (Bases vary)

**Ward 8 2015**

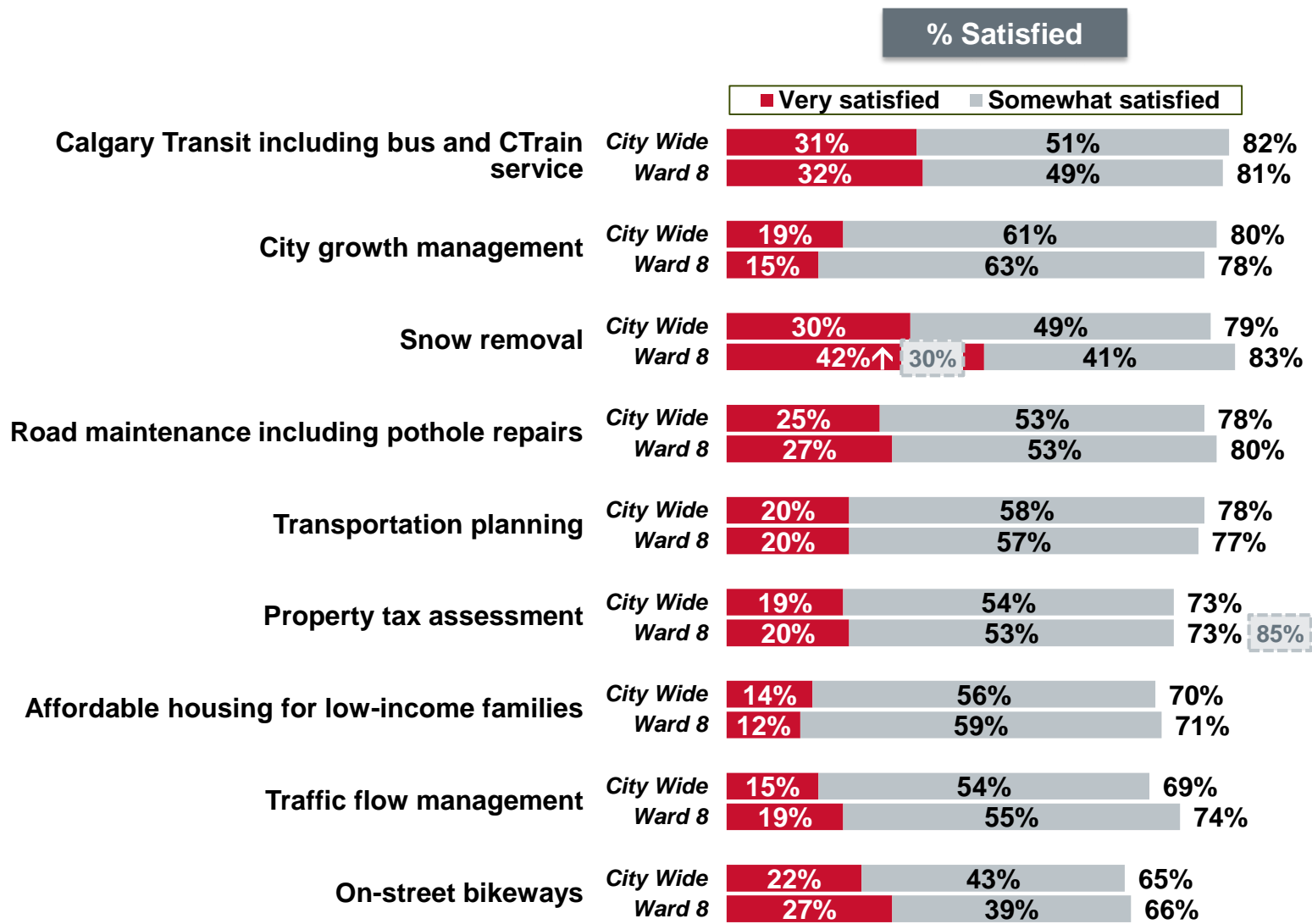


# Satisfaction with City Programs and Services (continued)



*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)

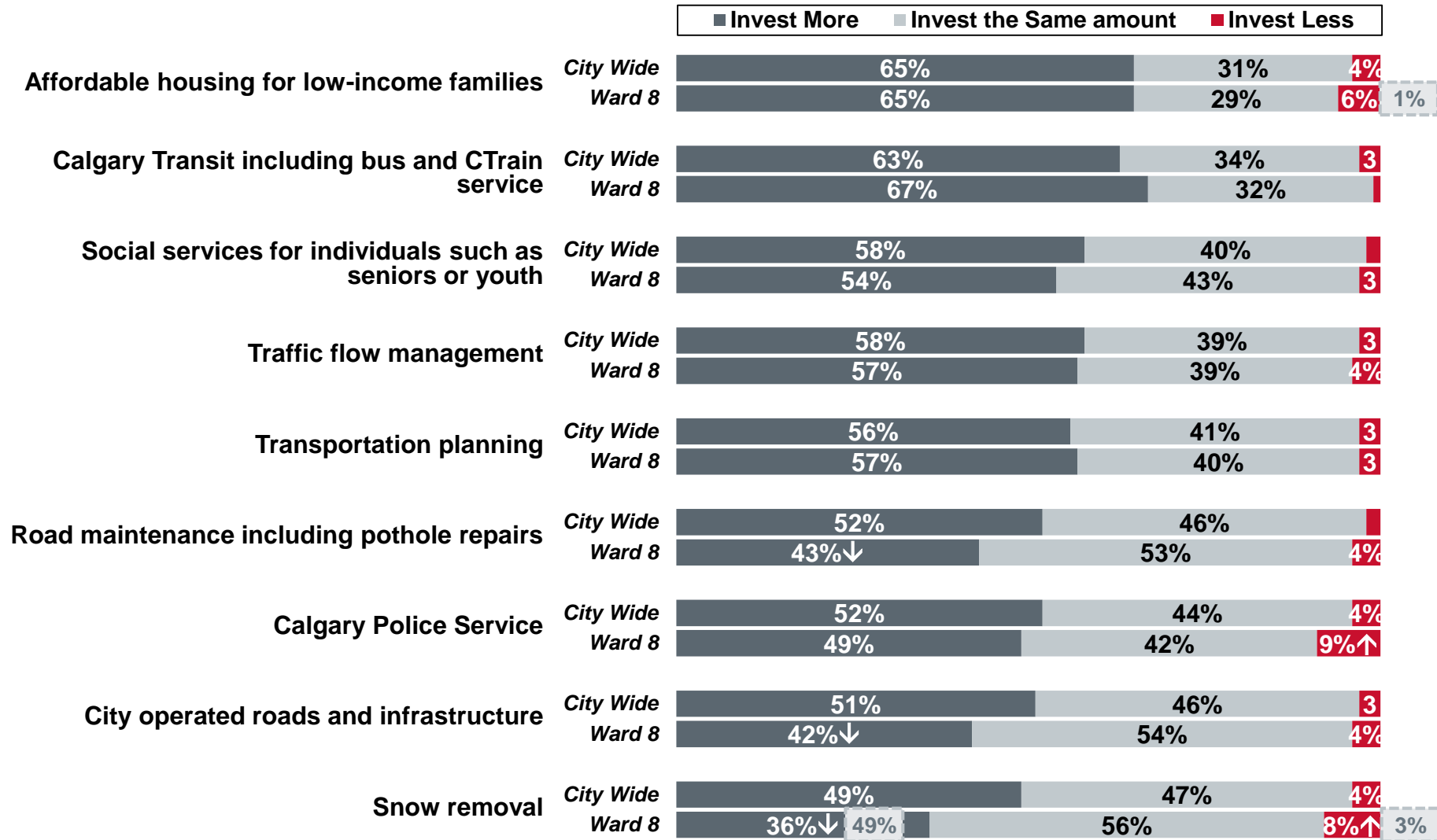
# Satisfaction with City Programs and Services (continued)



*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 8 2015

# Investment in City Programs and Services

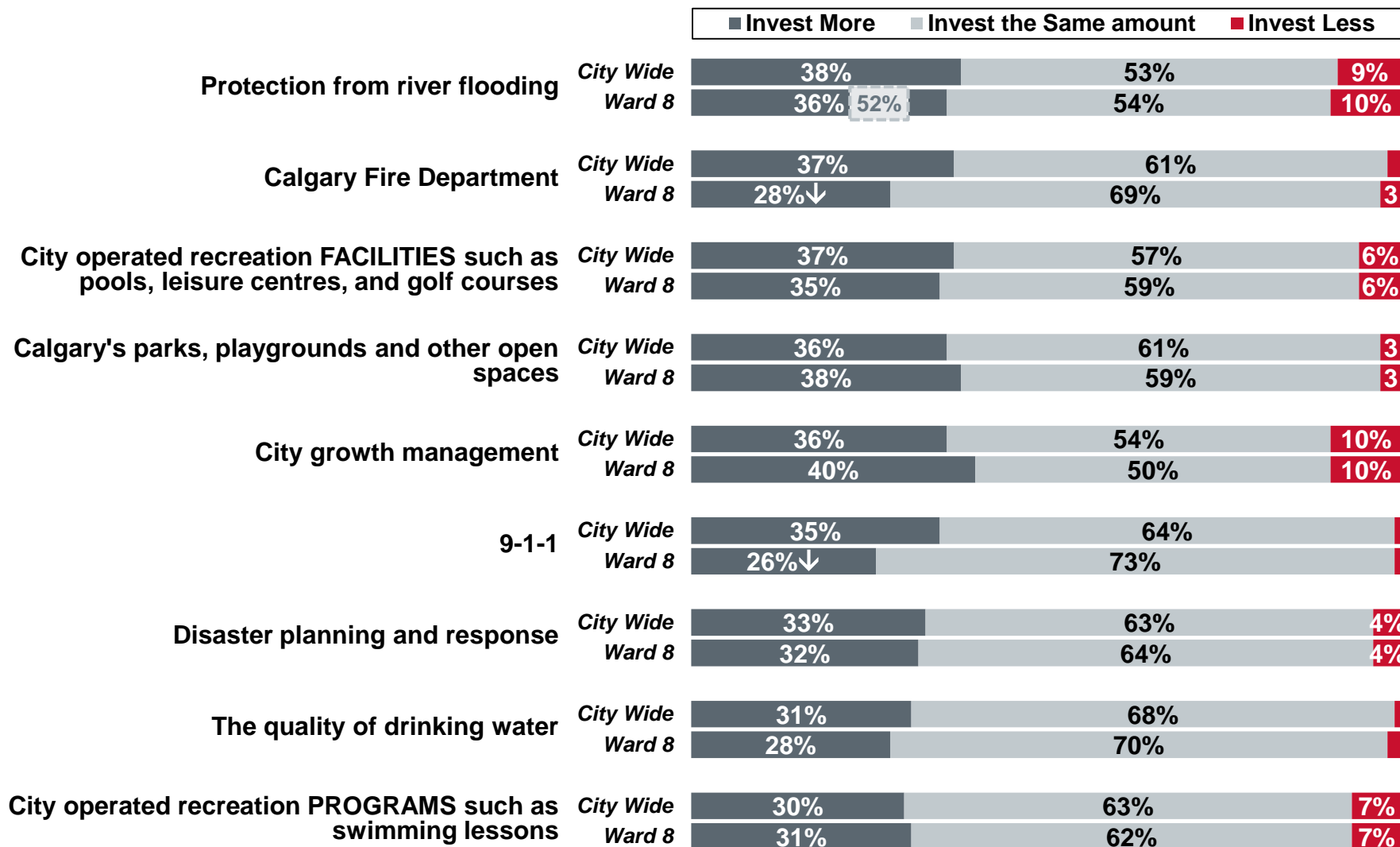


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*  
 Base: Valid respondents (Bases vary)

Ward 8 2015

# Investment in City Programs and Services

(continued)

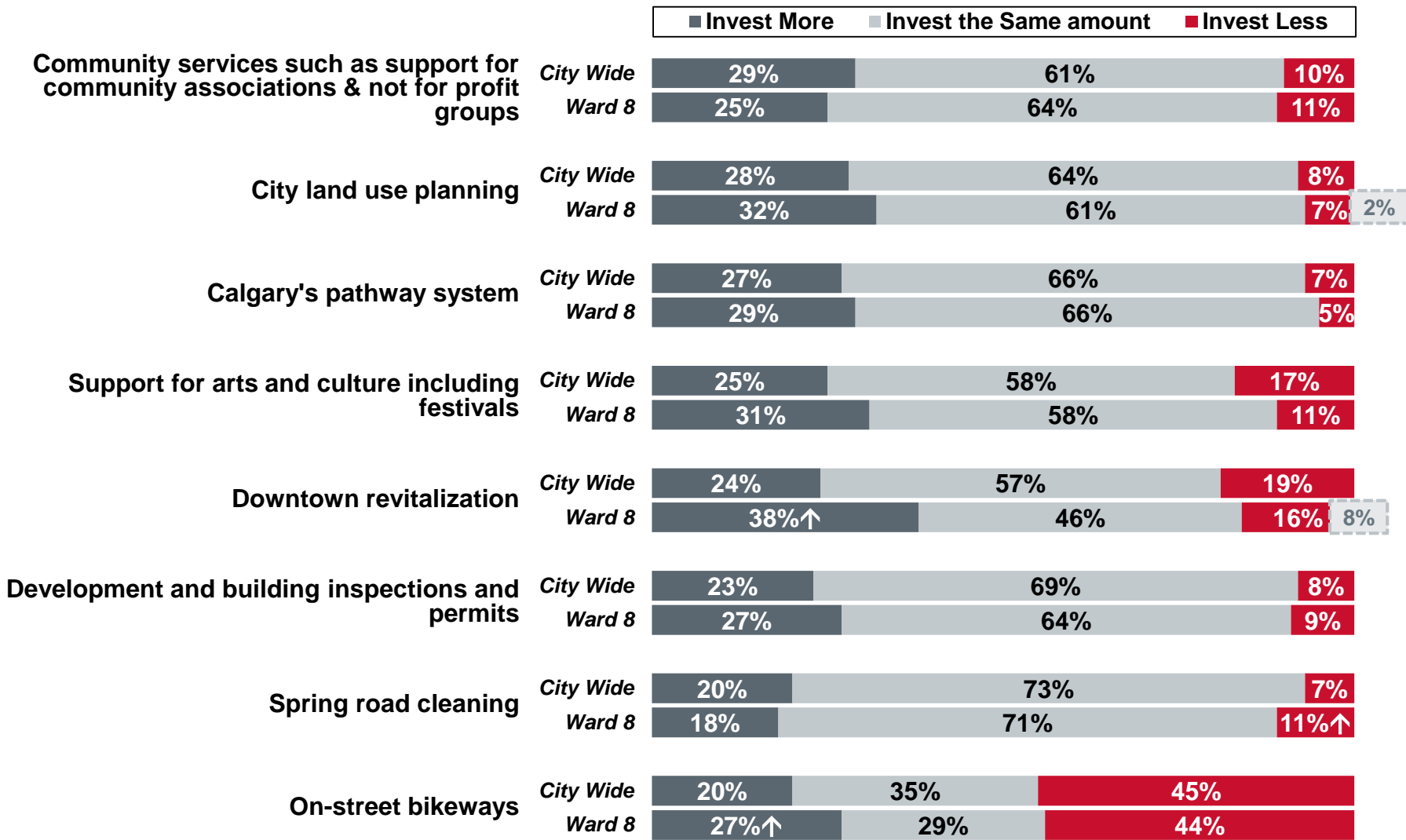


Ward 8 2015

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)



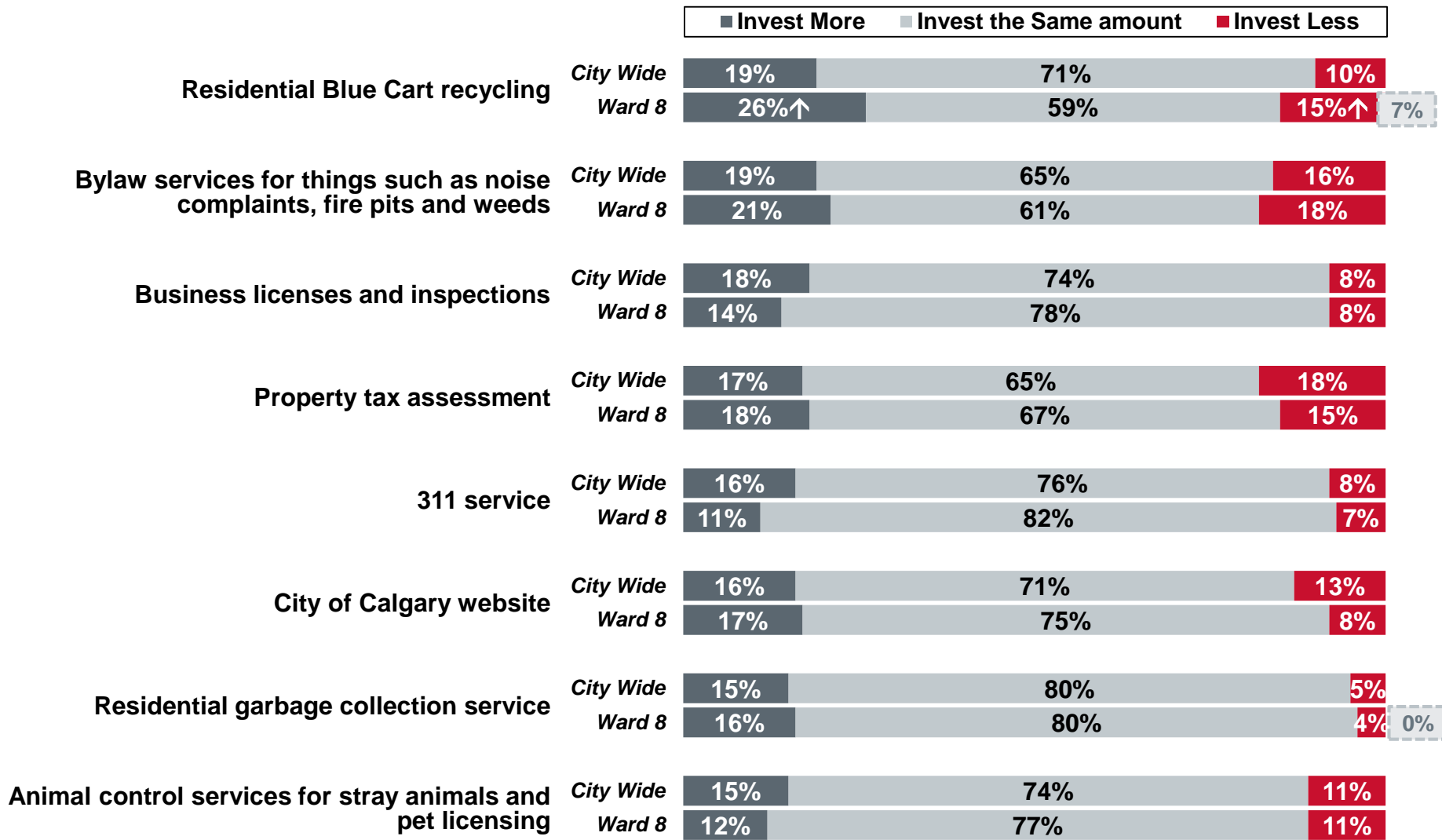
Ward 8 2015

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

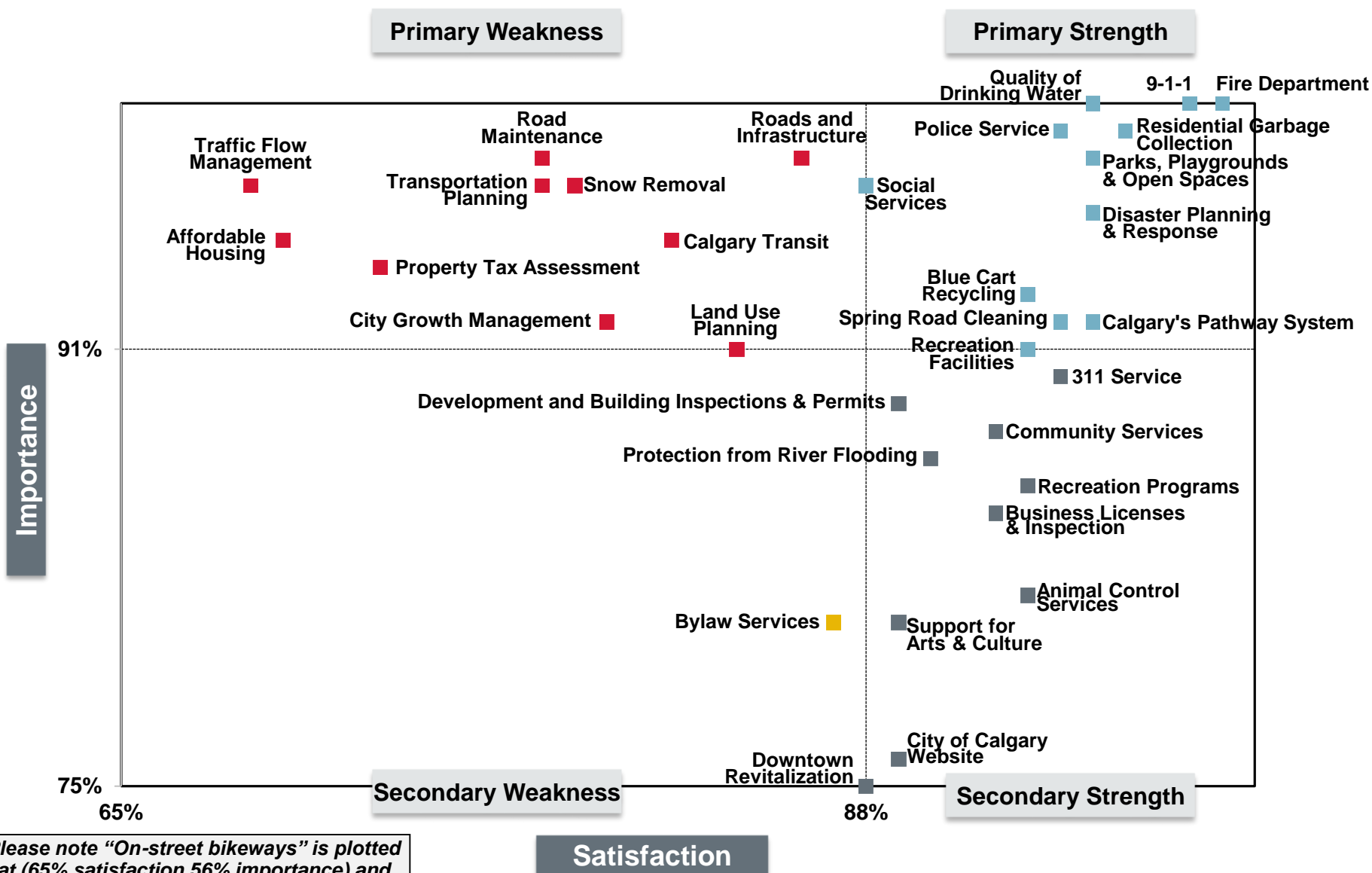
(continued)



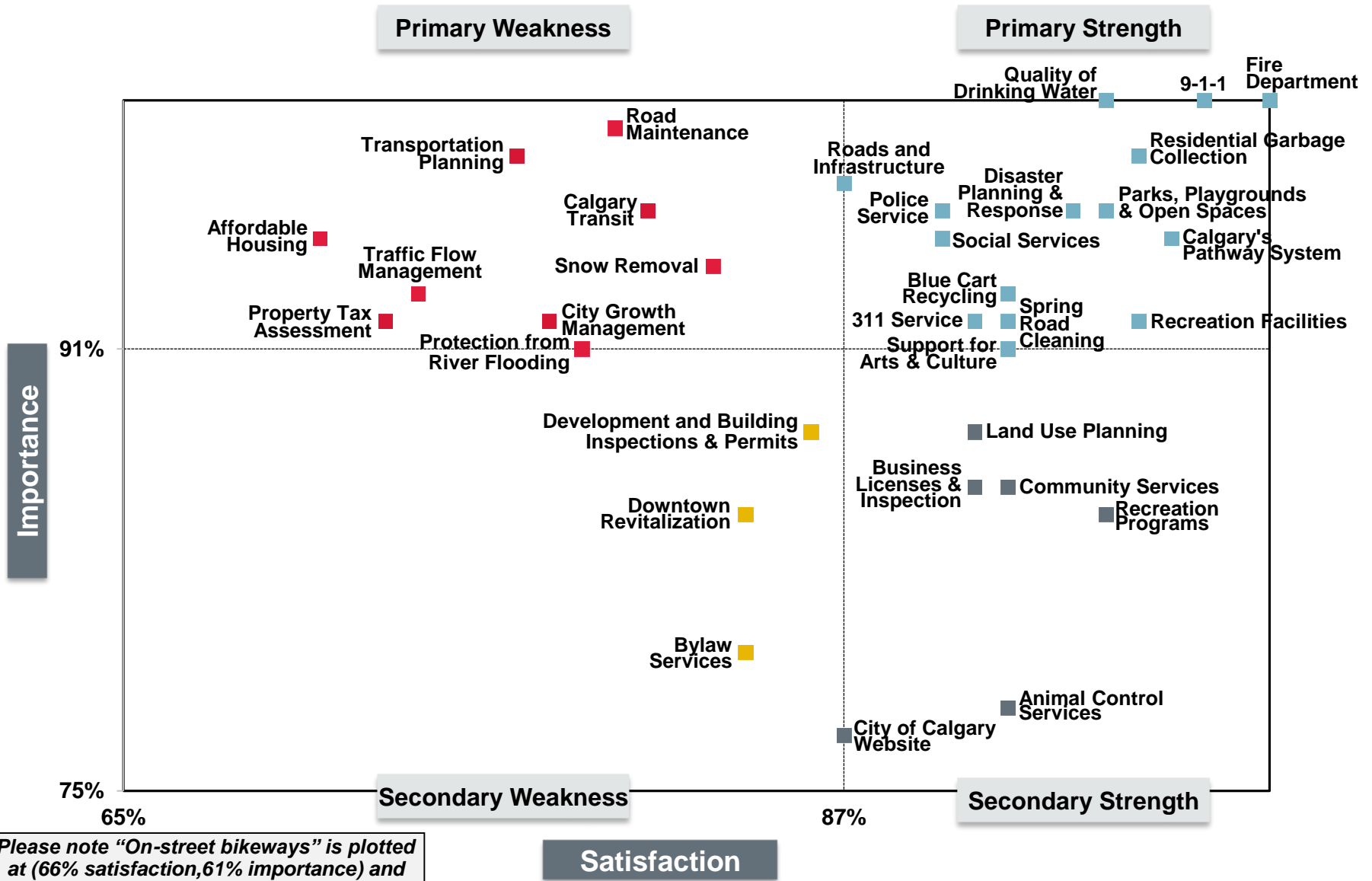
Ward 8 2015

*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



# Importance vs. Satisfaction Grid: Ward 8



# Primary Strengths and Weaknesses: City Wide versus Ward 8

*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 8
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		
Support for Arts and Culture		
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		

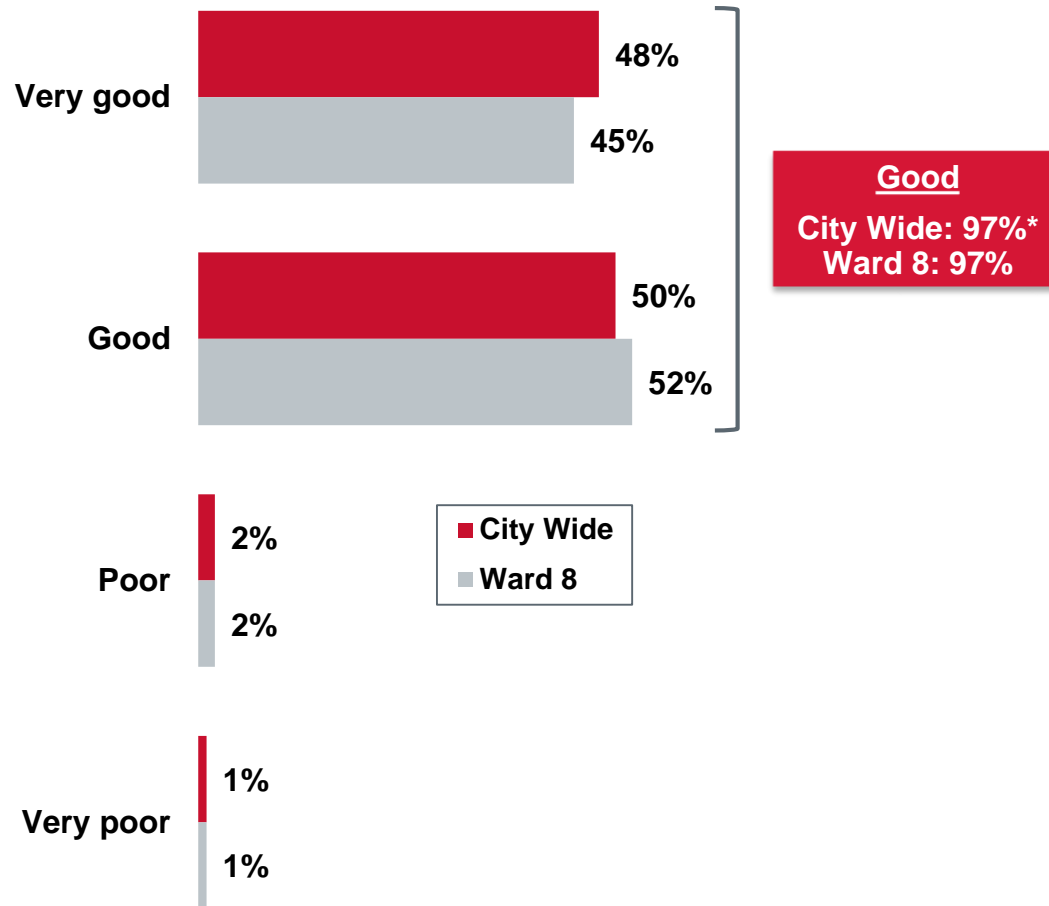


## Environmental Performance





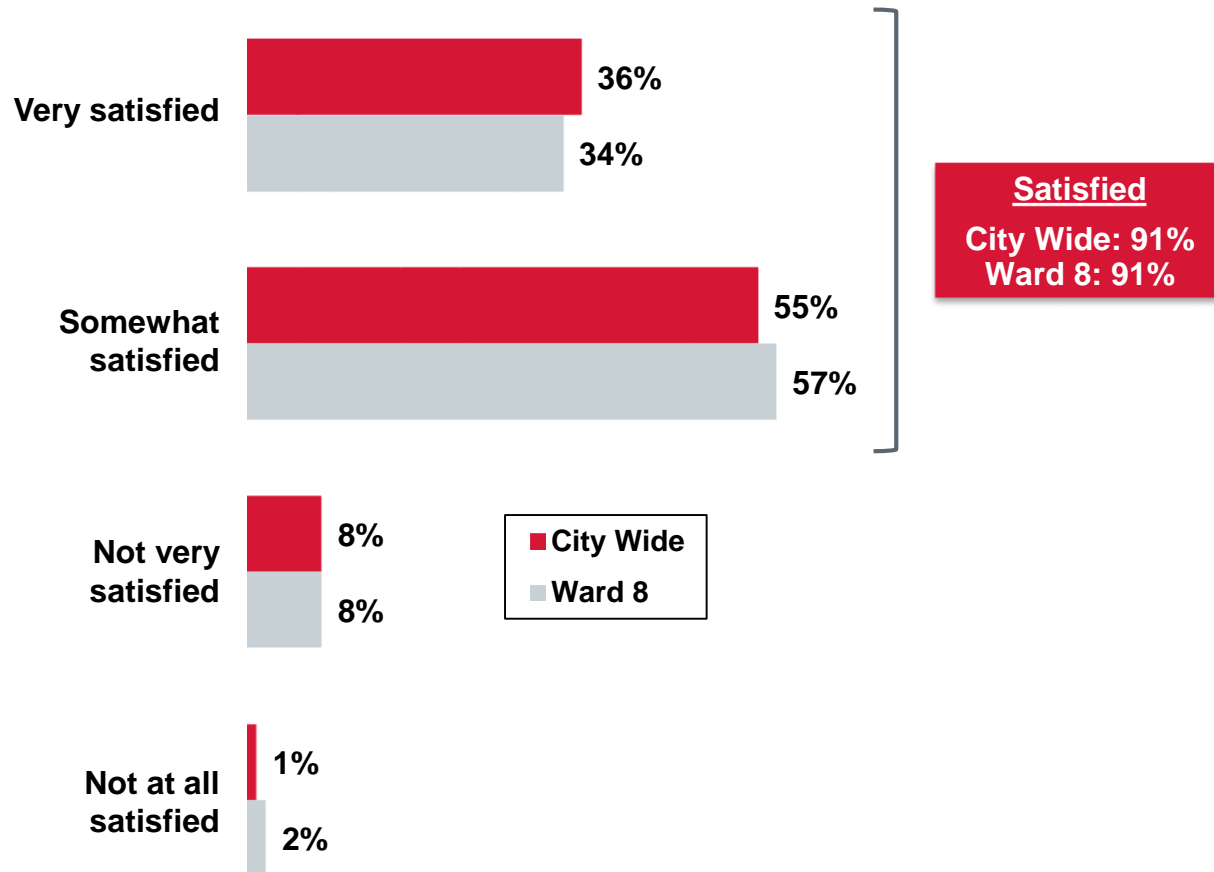
# Perceptions About Overall State of Calgary's Environment



\*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 8: n=172)

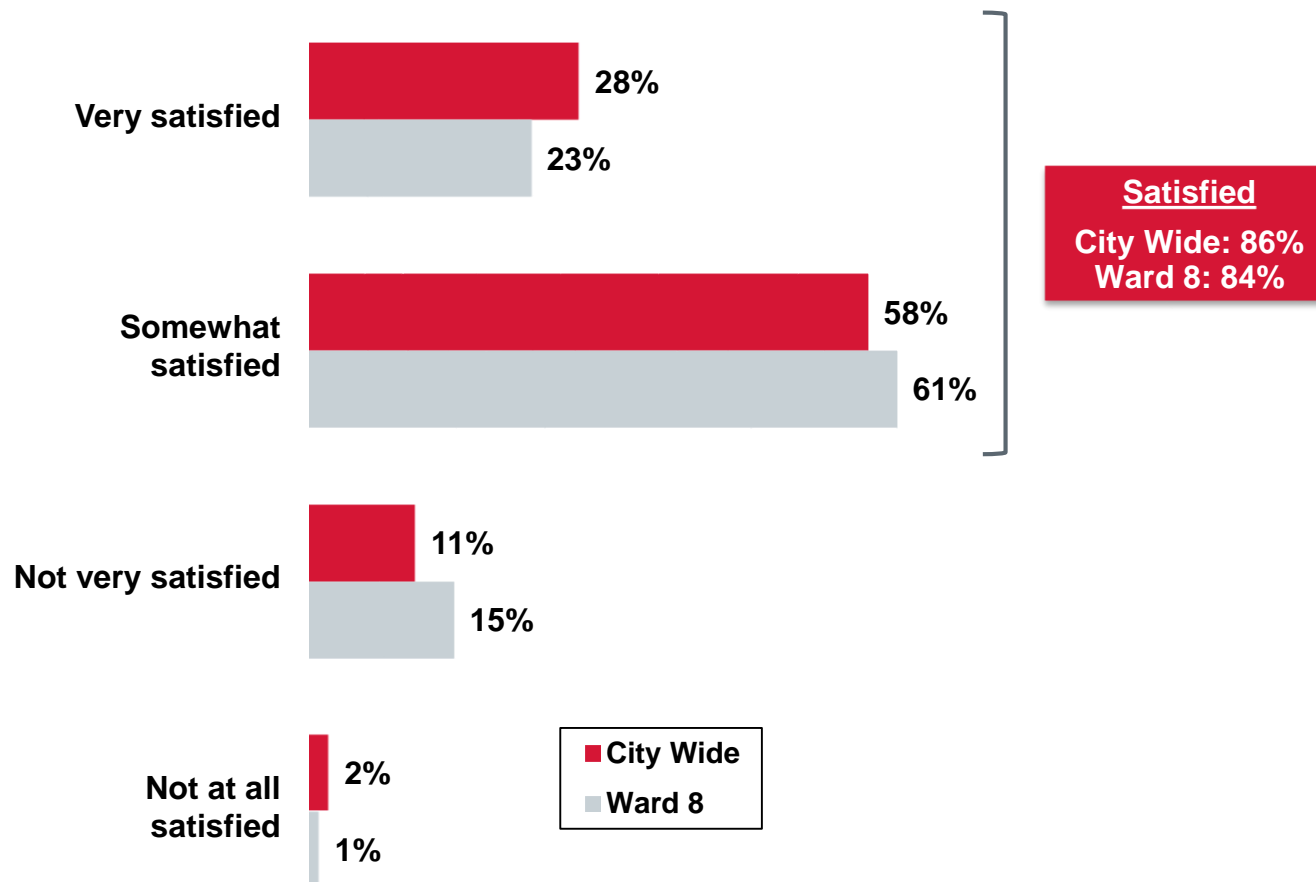
# Satisfaction with The City's Environmental Performance



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

Base: Valid respondents (City Wide: n=2,469 / Ward 8: n=167)

# 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?*

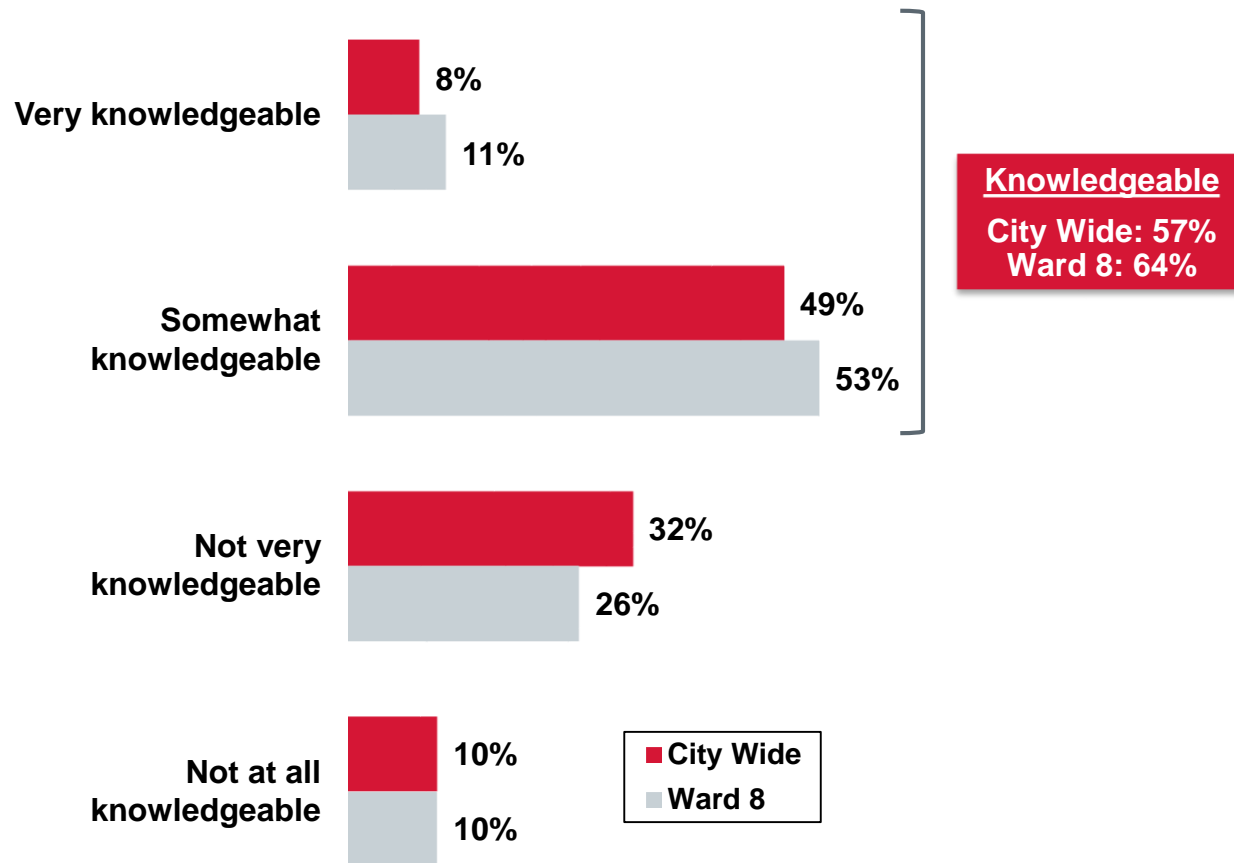
Base: Valid respondents (City Wide: n=2,472 / Ward 8: n=169)



## Taxation



# Knowledge Levels of Tax Dollar Spending

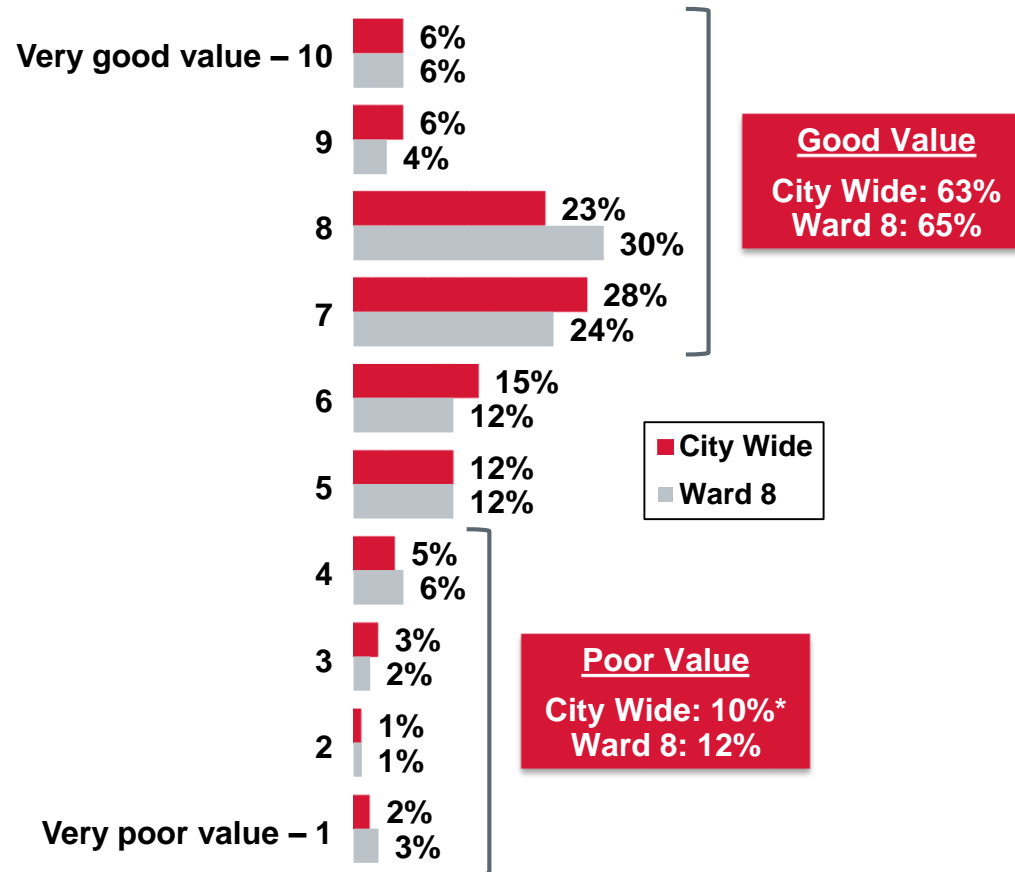


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,494 / Ward 8: n=172)



# Perceived Value of Property Taxes

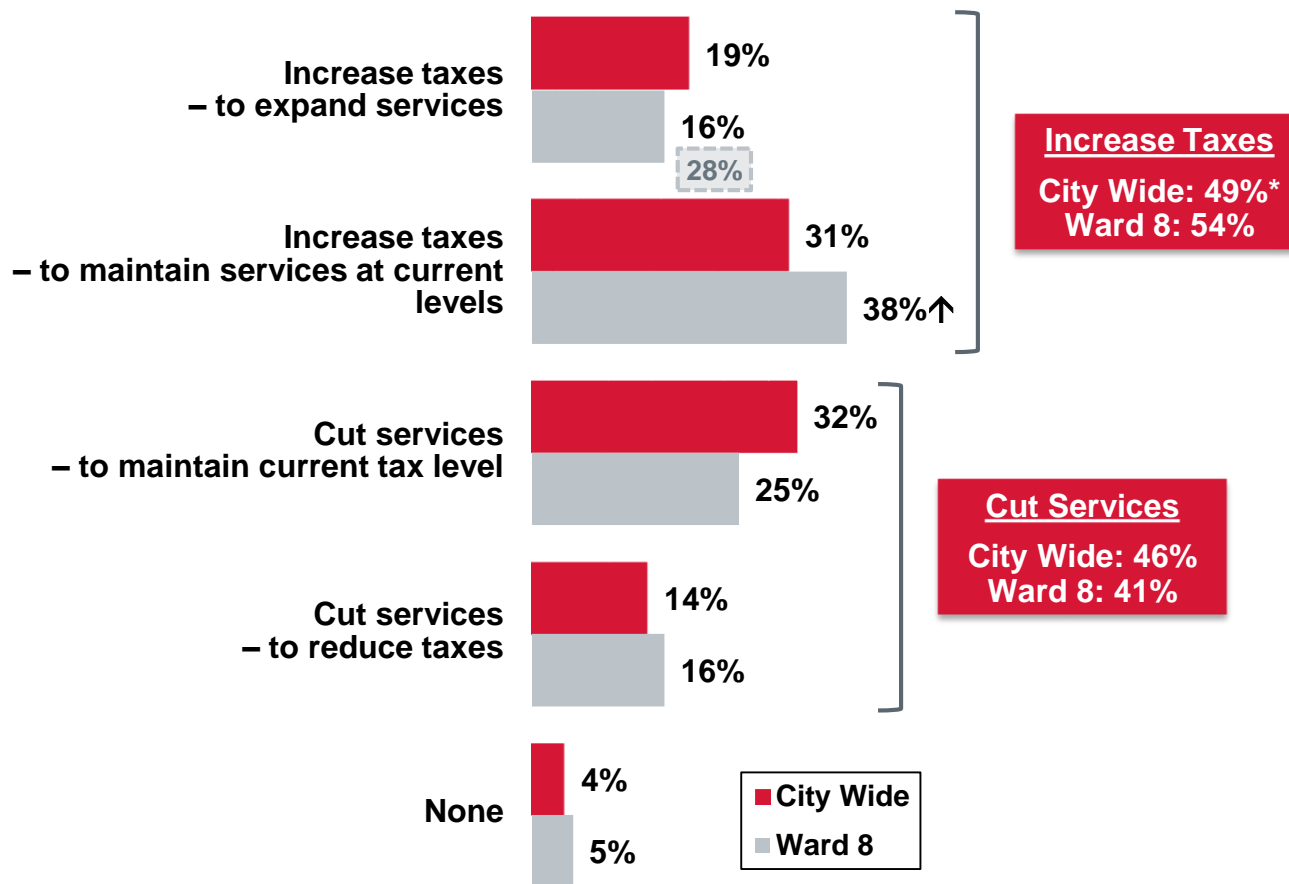


\*Rounding

*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 8: n=167)

# Balancing Taxation and Service Delivery Levels



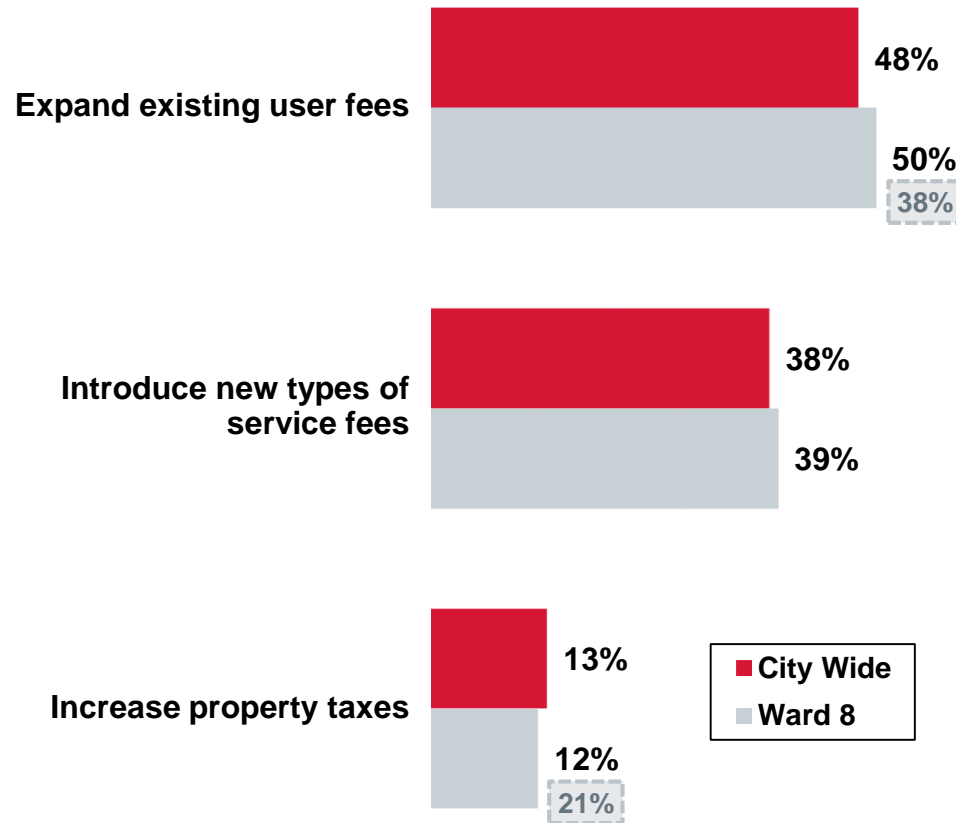
Ward 8 2015

\*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 8: 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 ...?*

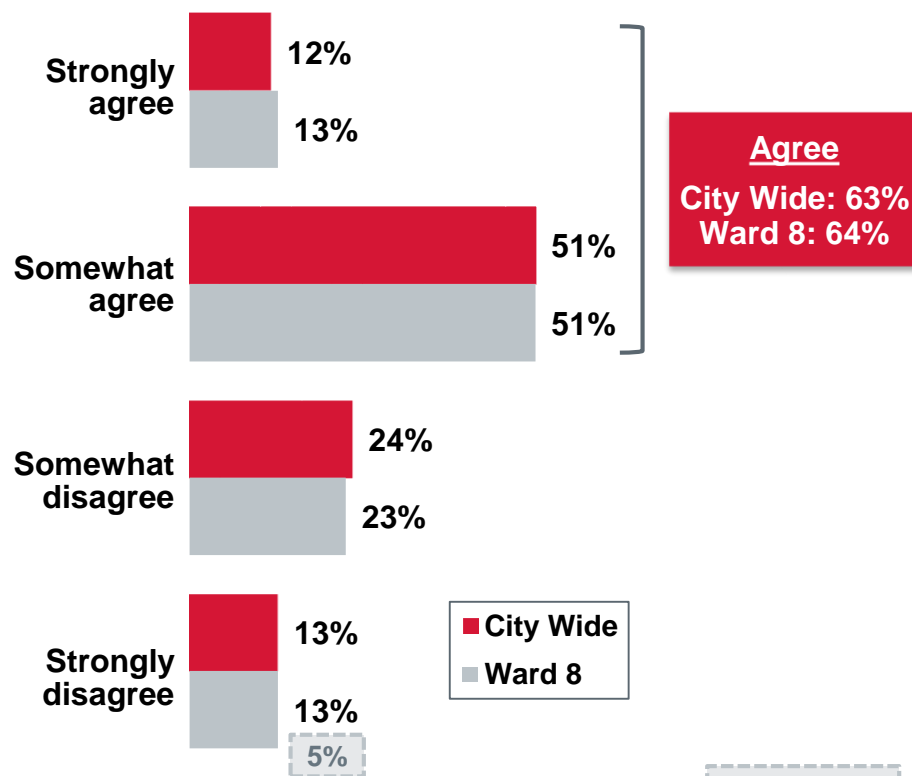
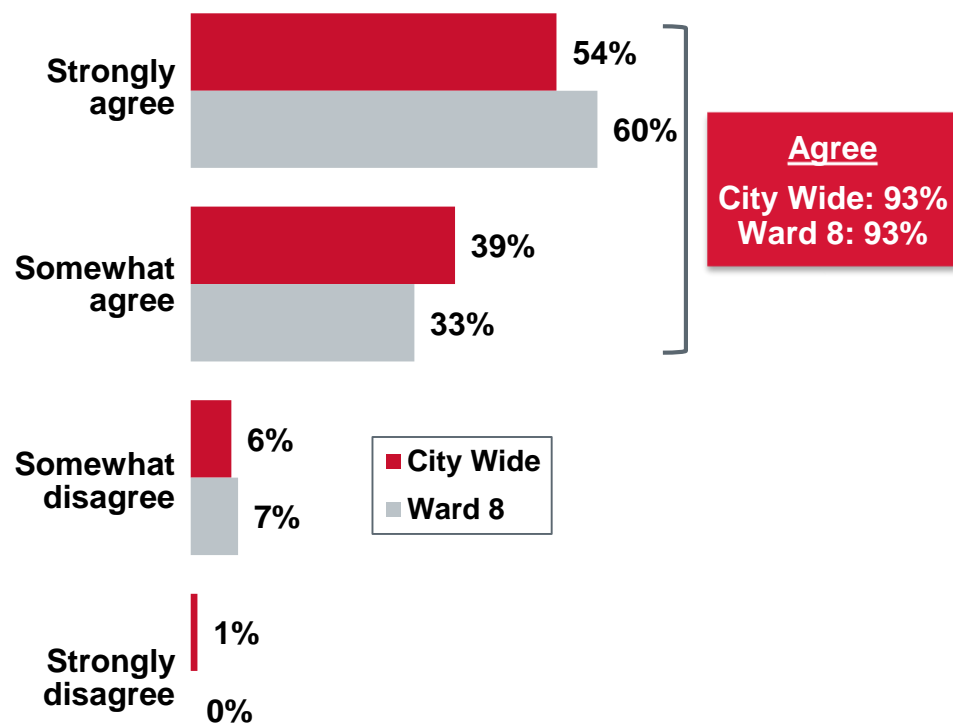
Ward 8 2015

Base: Valid respondents (City Wide: n=2,331 / Ward 8: n=164)

# 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 8: n=172)

Base: Valid respondents (City Wide: n=2,475 / Ward 8: n=170)

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

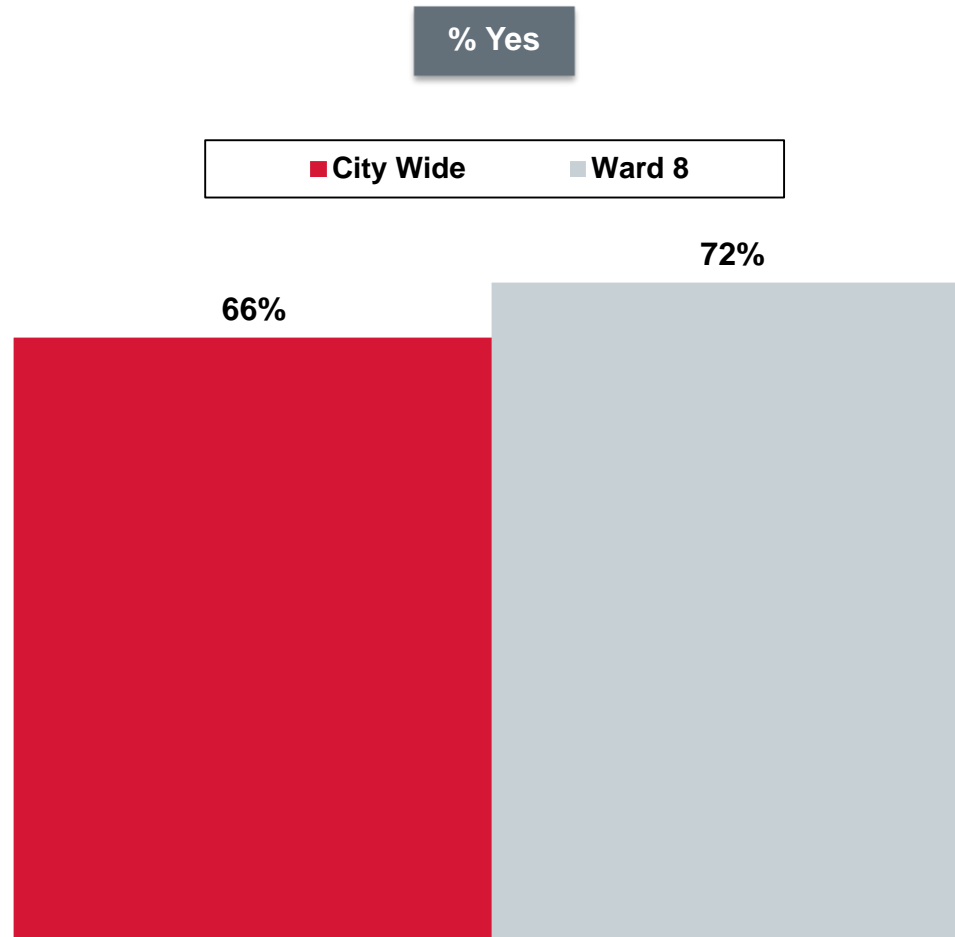


## Contact with The City





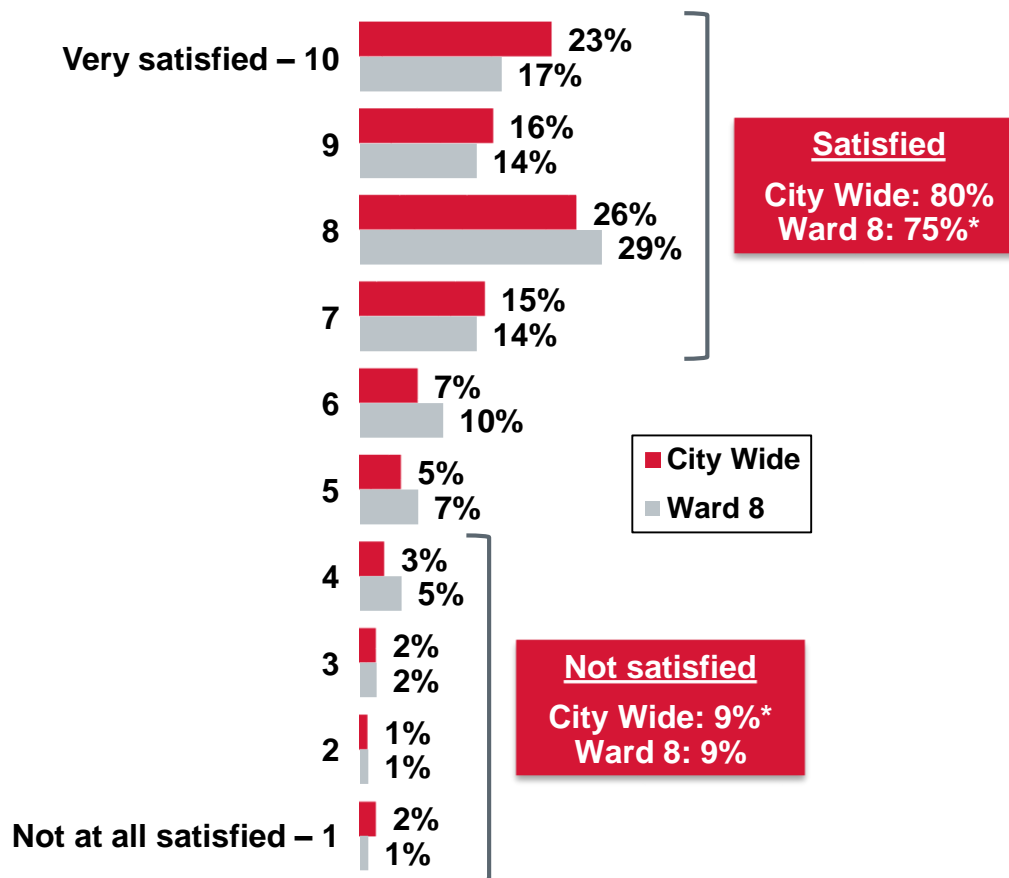
# Past 12 Months Contact with The City of Calgary



*Have you contacted 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 8: n=172)

# Satisfaction with the Overall Level and Quality of Customer Service

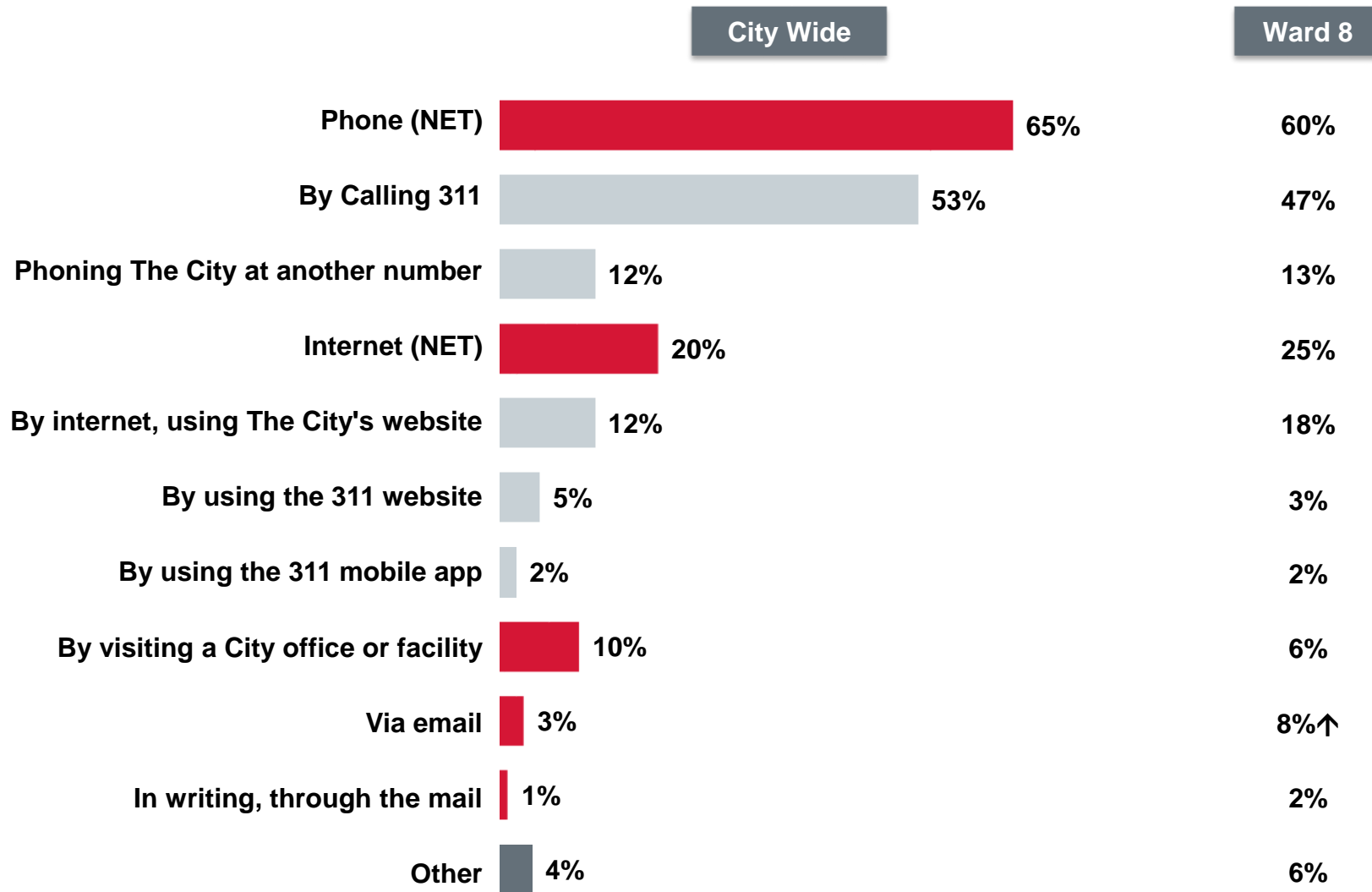


\*Rounding

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 8: n=123)

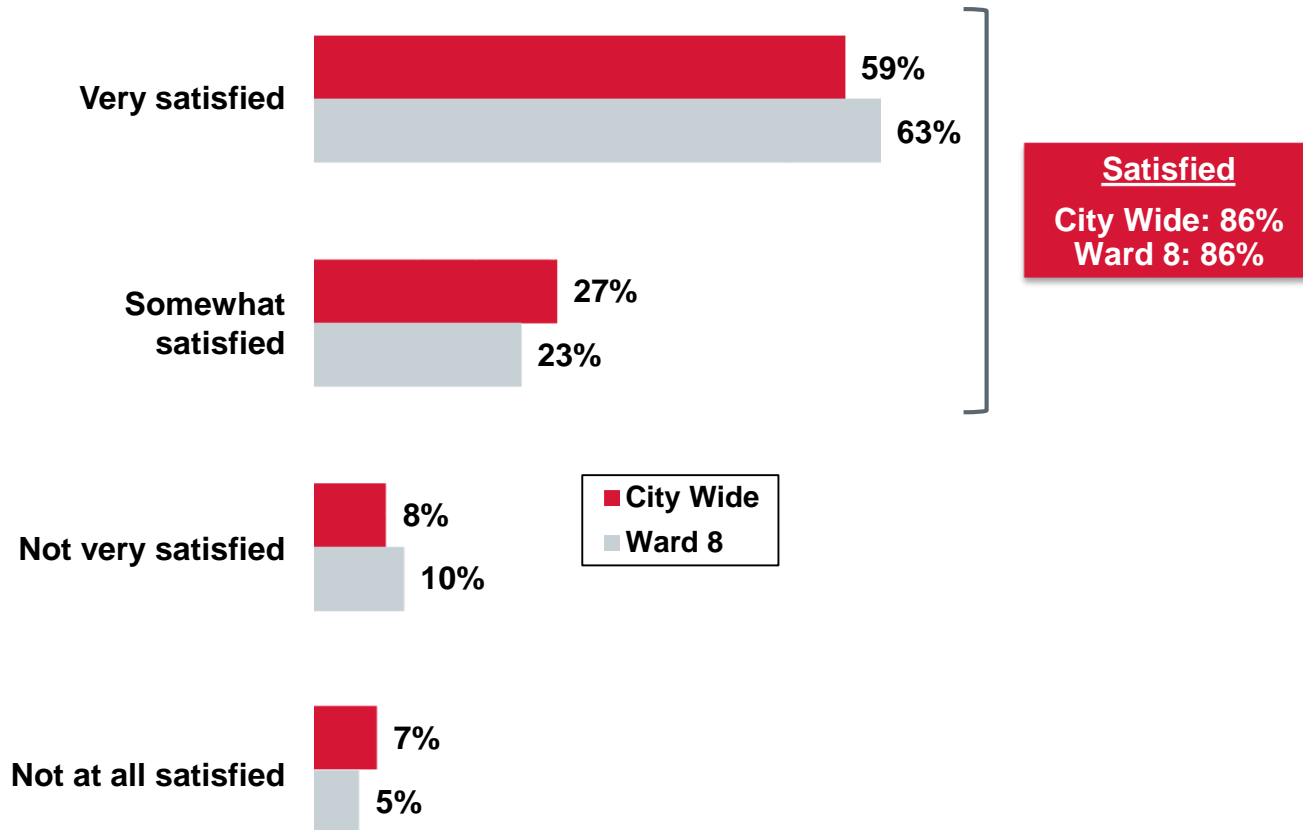
# Type of Contact



*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 8: n=80)

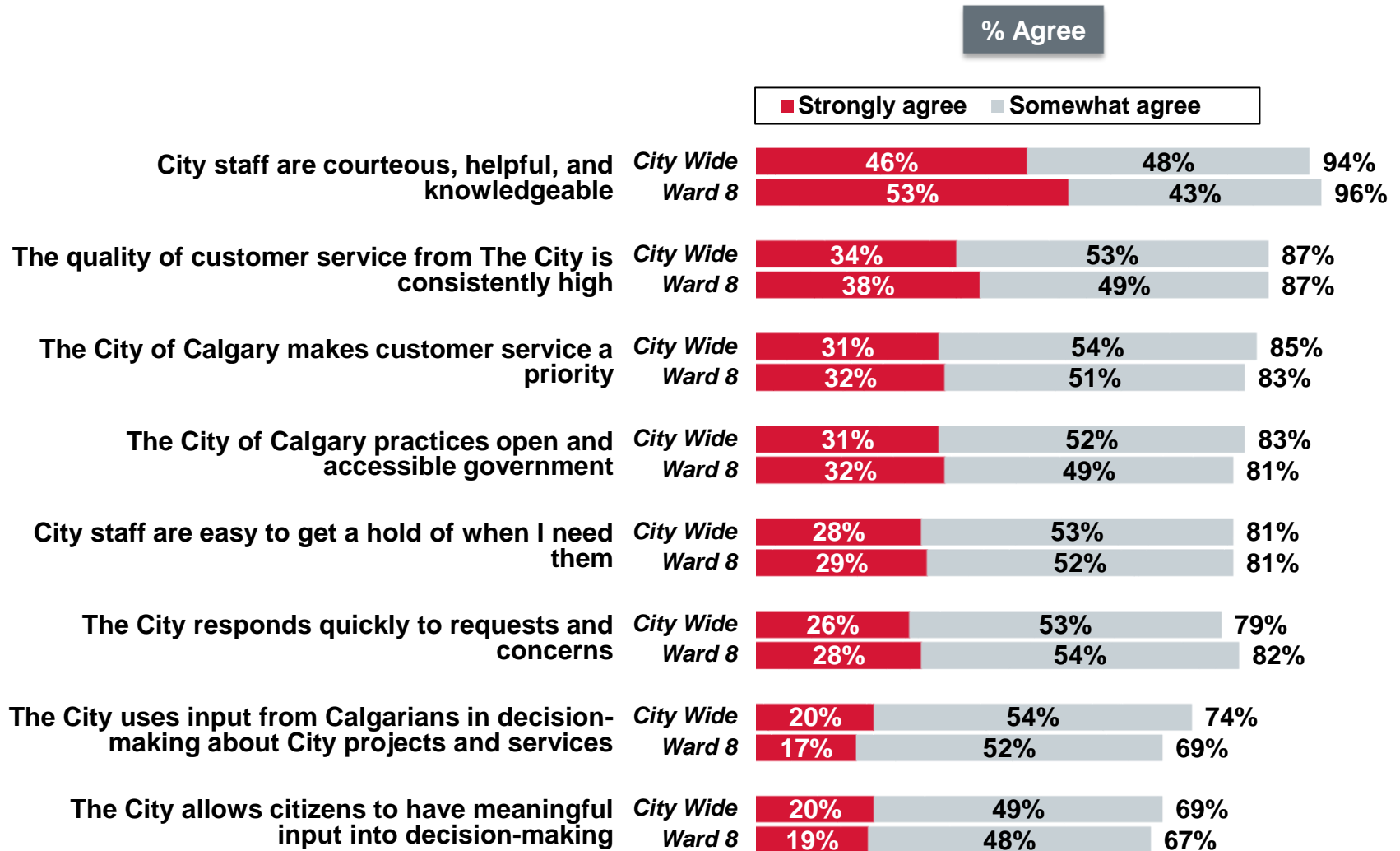
# Satisfaction with Most Recent City Contact



*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 8: n=81)

# Attitudes Regarding City Service Delivery and Transparency



*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)

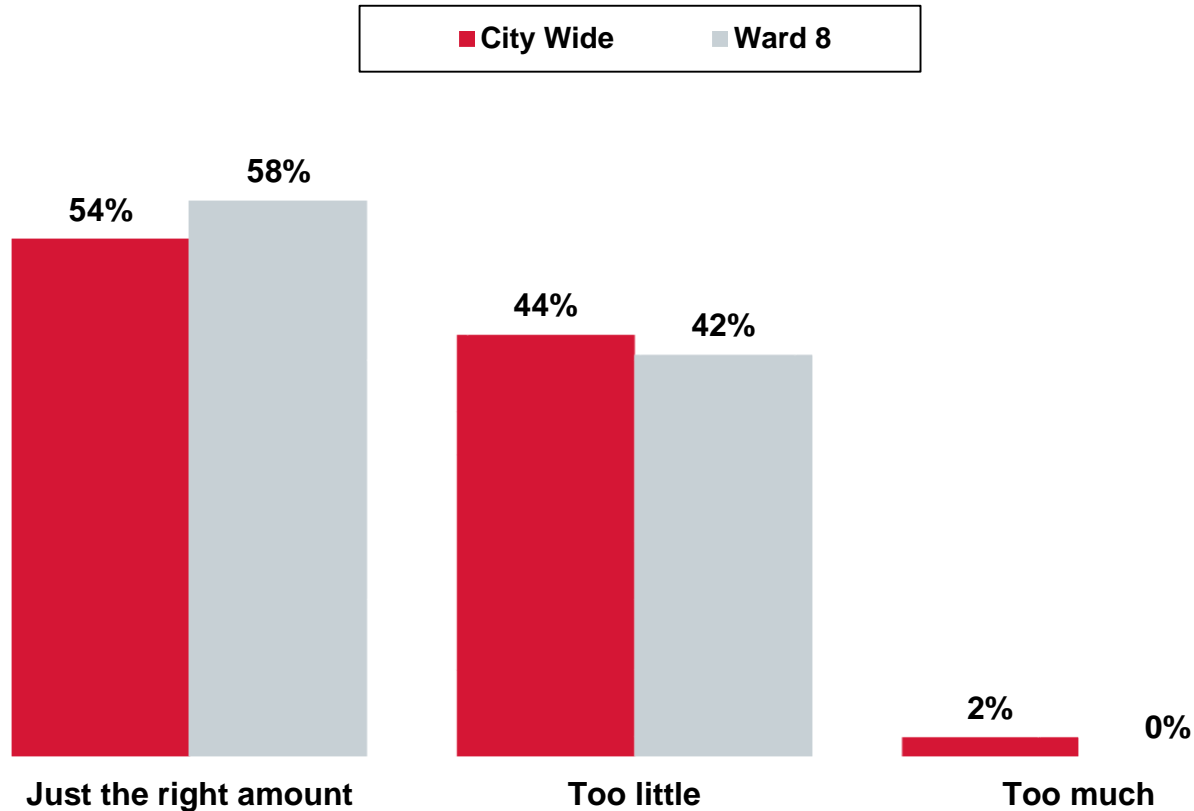




## City Communications



# The 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?*

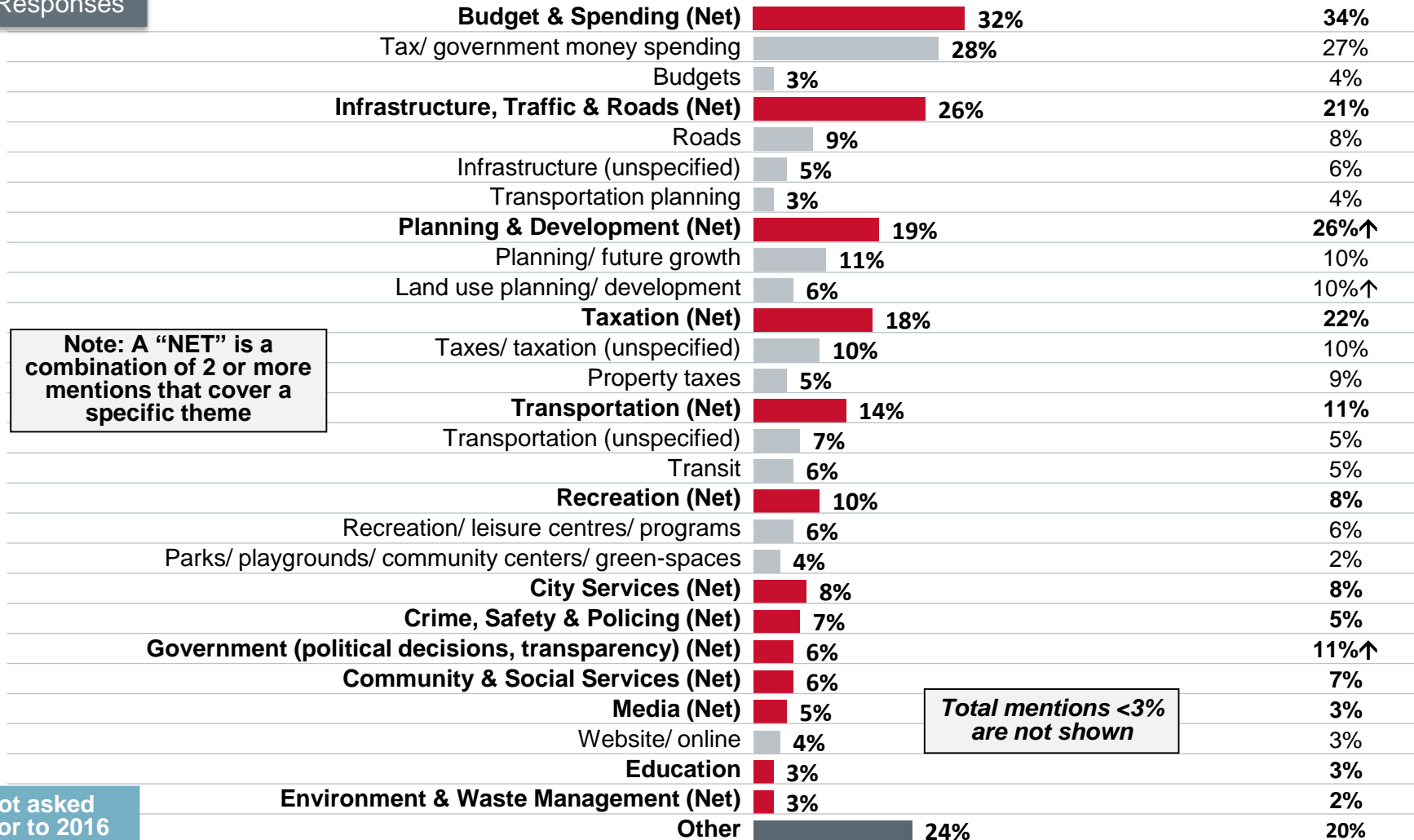
Base: Valid respondents (City Wide: n=2,487 / Ward 8: n=171)

# Top Areas for Information from The City

Multiple  
Responses

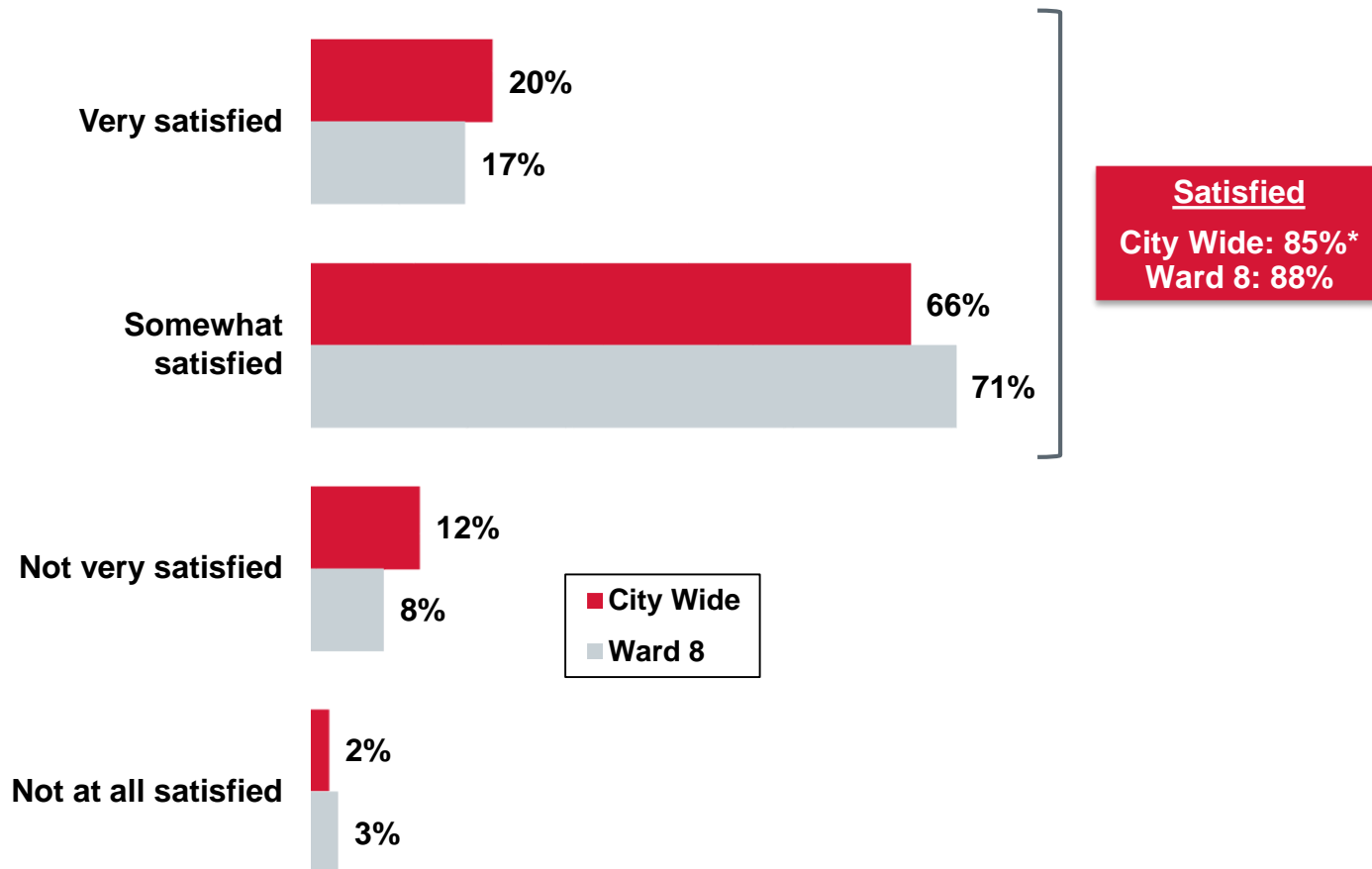
City Wide

Ward 8



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 8: n=156)

# 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 8: n=170)

\*Rounding





## Demographics





## Gender

	City Wide	Ward 8
Male	50%	55%
Female	50%	45%

## Education

	City Wide	Ward 8
Completed high school or less	18%	10%↓
Some post secondary or completed a college diploma	34%	28%
Completed university degree or post-grad degree	48%	62%↑

## Age

	City Wide	Ward 8
18 to 24	12%	7%↓
25 to 34	22%	23%
35 to 44	18%	13%
45 to 54	20%	26%
55 to 64	13%	15%
65 or older	14%	17%
Mean	44.5	47.6↑

## Income

	City Wide	Ward 8
Less than \$30,000	7%	8%
\$30,000 to <\$45,000	9%	12%
\$45,000 to <\$60,000	10%	9%
\$60,000 to <\$75,000	9%	9%
\$75,000 to <\$90,000	9%	8%
\$90,000 to <\$105,000	11%	11%
\$105,000 to <\$120,000	11%	7%
\$120,000 to <\$150,000	13%	9%
\$150,000 or more	23%	26%

Base: Valid respondents

## Tenure in Calgary

	City Wide	Ward 8
Less than 5 years	9%	15%↑
5 to less than 10 years	10%	11%
10 to less than 15 years	12%	7%
15 to less than 20 years	14%	11%
20 to less than 30 years	19%	19%
30 to less than 40 years	15%	10%↓
40 or more	21%	27%
Mean	25 years	26 years

## Household Size

	City Wide	Ward 8
1	13%	31%↑
2	32%	39%↑
3	19%	10%↓
4	23%	15%↓
5 or more	13%	4%↓
Mean	3.1	2.2↓

## Children and Seniors in Household

	City Wide	Ward 8
Yes - Children	37%	22%↓
Yes - Seniors	16%	10%↓

## Type of Home

	City Wide	Ward 8
Single-detached house	72%	39%↓
Apartment or apartment-style condominium	12%	49%↑
Townhouse or rowhouse	7%	6%
Duplex, triplex or fourplex	8%	6%
Another type of multi-dwelling unit	1%	0%

## Own or Rent

	City Wide	Ward 8
Own	77%	61%↓
Rent	20%	39%↑
Other	1%	0%
Neither	2%	0%↓

## Responsible for Property Taxes

	City Wide	Ward 8
Yes	84%	91%↑
No	16%	9%↓

Base: Valid respondents

# Respondent Characteristics

## Born in Canada

	City Wide	Ward 8
Yes	72%	77%
No	28%	23%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=626)	Ward 8 (n=35)
Under the age of 12	27%	33%
12 to 17	10%	11%
18 or older	62%	55%

## Ethnic Background

	City Wide	Ward 8
Caucasian/ white	22%	25%
British	20%	20%
Canadian/ French Canadian	18%	18%
Western European	11%	10%
Southern or Eastern European	11%	11%
East or Southeast Asian	10%	7%
South Asian	7%	3%
Central/ South American or Caribbean	3%	1%
West Asian or Middle Eastern	2%	3%
African	2%	5%↑
Aboriginal/ First Nations/ Metis	1%	4%↑

## Disability

	City Wide	Ward 8
Yes	13%	14%
No	87%	86%

## Visible Minority

	City Wide	Ward 8
Yes	22%	19%
No	78%	81%

Base: Valid respondents

## Contact

### Jamie Duncan

Vice President

Ipsos Public Affairs

587.952.4863

email: [jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)

### Sheela Das

Director

Ipsos Public Affairs

587.952.4874

email: [sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)