

# Citizen Perceptions about Quality of Life, City Performance and Taxation

Ward 12

Spring 2017

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

## Methodology

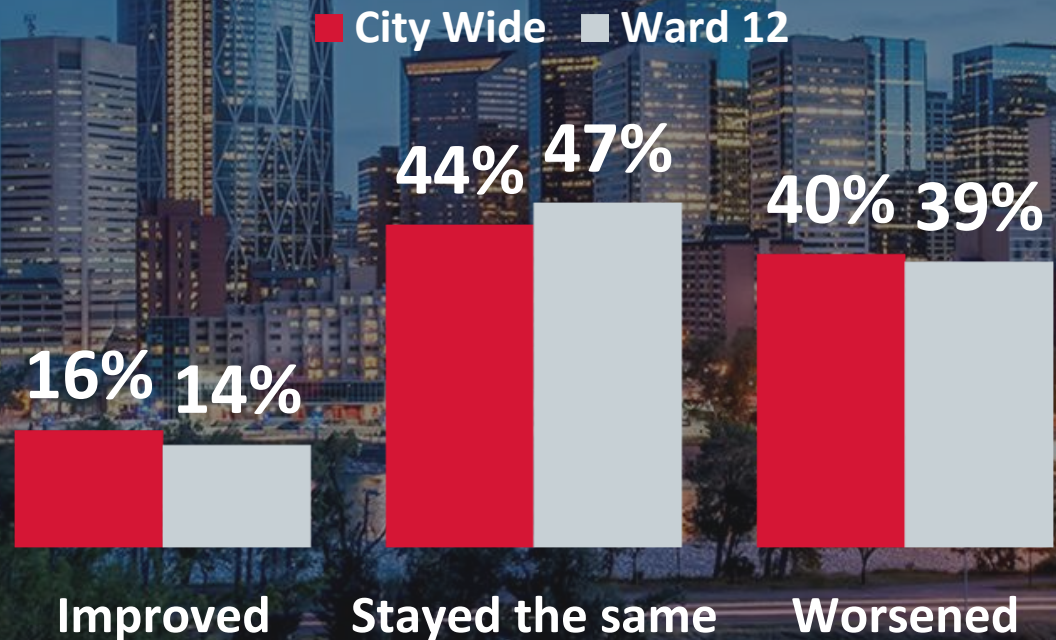
- ❖ Telephone survey conducted with a randomly selected sample of 2,501 Calgarians aged 18 years and older between February 22nd and March 16th, 2017.
  - Both landline (70%) and cell phone (30%) sample were used.
  - The average interview length was 31 minutes.
- ❖ Final data were weighted to ensure the overall sample's quadrant, ward and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2011 Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,501 is  $\pm 2.0$  percentage points, 19 times out of 20.
- ❖ A total of 177 interviews were conducted with residents of Ward 12 (MOE  $\pm 7.4$ ).
- ❖ Throughout, City Wide results are compared to Ward results.
  - $\uparrow$  indicates number is significantly higher than City Wide.
  - $\downarrow$  indicates number is significantly lower than City Wide.

# QUALITY OF LIFE

Quality of life  
is “good”

City Wide  
**83%**

Ward 12  
**84%**



# QUALITY OF LIFE

I am proud to  
be a Calgarian

City Wide  
**89%**

Ward 12  
**91%**

-----  
% Who Agree

I am proud to  
live in my  
neighbourhood

City Wide  
**86%**

Ward 12  
**87%**

-----  
% Who Agree



# QUALITY OF LIFE

**Calgary is a  
great place to  
make a life**

City Wide  
**80%**

Ward 12  
**81%**

-----  
% Who Agree

**Calgary is a  
great place to  
make a living**

City Wide  
**68%**

Ward 12  
**71%**

-----  
% Who Agree

# QUALITY OF LIFE

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

City Wide  
**85%**

Ward 12  
**89%**

---

% Who Agree

# CITY PERFORMANCE

Overall level and quality of City  
programs and services

City Wide

76%

Ward 12

72%

---

% Who Are Satisfied



# VALUE FOR PROPERTY TAXES

Good value for your  
municipal property tax dollars

City Wide

57%

Ward 12

55%

---

% Who Provide A Good Rating (7-10)



# BALANCING TAXATION AND SERVICE DELIVERY LEVELS

Increase taxes to  
expand services  
or maintain  
service levels

City Wide  
**48%**

Ward 12  
**44%**

Cut services to  
maintain current  
tax level or  
reduce taxes

City Wide  
**47%**

Ward 12  
**49%**

None

City Wide  
**4%**

Ward 12  
**6%**

## 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)