



Citizen Perceptions about Quality of Life, City Performance and Taxation

Ward 12

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Prepared for The City of Calgary by:

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Methodology

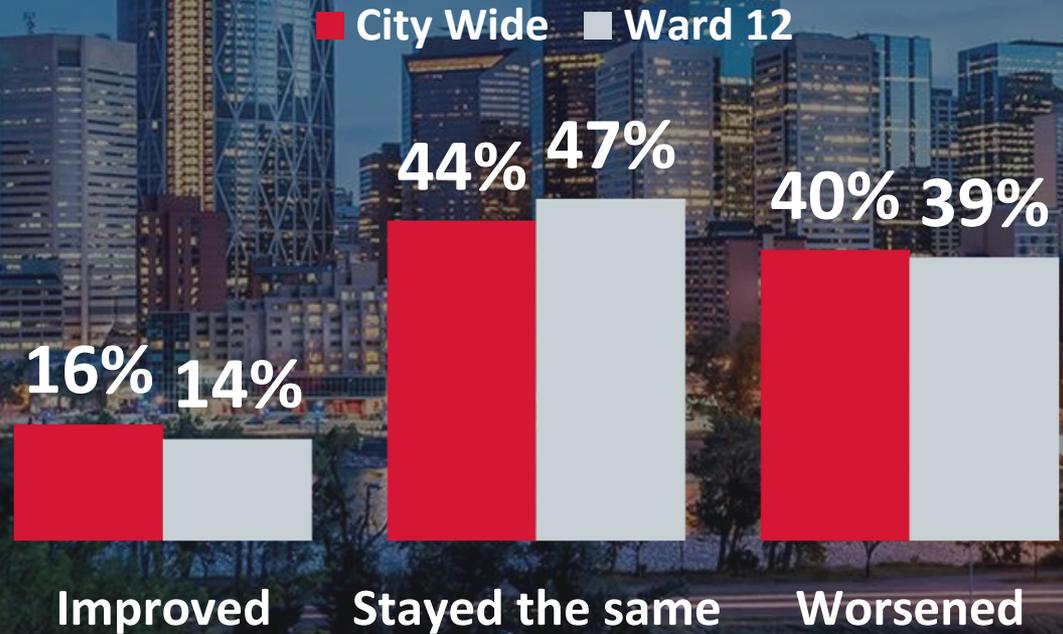
- ❖ Telephone survey conducted with a randomly selected sample of 2,501 Calgarians aged 18 years and older between February 22nd and March 16th, 2017.
 - Both landline (70%) and cell phone (30%) sample were used.
 - The average interview length was 31 minutes.
- ❖ Final data were weighted to ensure the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



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