

Calgary



# 2017 Quality of Life and Citizen Satisfaction Survey

## Ward 3 Report

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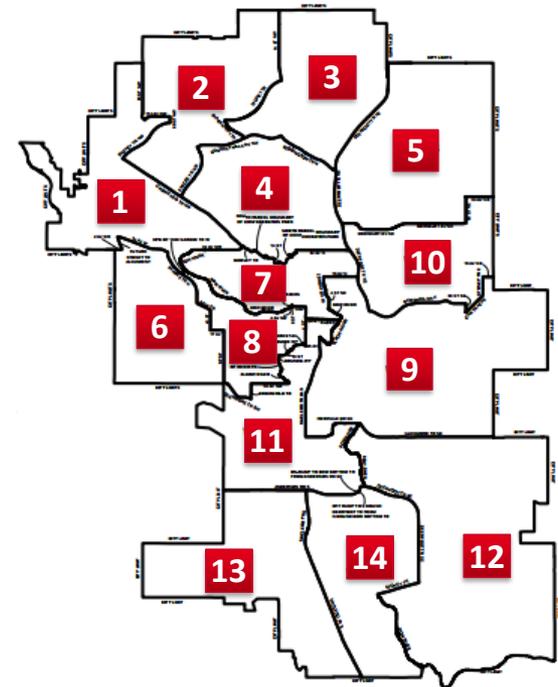
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Demographics

## Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 16<sup>th</sup> and September 10<sup>th</sup>, 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  $\pm 2.0$  percentage points, 19 times out of 20.
  - A total of 156 interviews were conducted with residents of Ward 3 (MOE  $\pm 7.9$ ).
- ❖ Research Note on significant differences.
  - Throughout, City Wide results are compared to results from Ward 3.
    - $\uparrow$  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 3 are compared to those from 2016.
  - Only significant differences are shown.





## Summary of Key Findings





# Key Findings: Quality of Life and Issue Agenda

**For Ward 3 residents, perceptions about the quality of life in Calgary are strong and generally on par with City Wide.**

- ❖ More than eight-in-ten (84%) Ward 3 residents say the quality of life in Calgary today is ‘good,’ consistent with 85% City Wide.
- ❖ Almost one-half (48%) of Ward 3 residents say the quality of life in Calgary has stayed the same over the past three years (on par with 45% City Wide), while 13% say it has improved (statistically lower than the 20% City Wide). Four-in-ten (39%) feel it has worsened, generally on par with City Wide (35%).
- ❖ Ward 3 sustainability metrics are consistent with City Wide, with no significant differences noted in the 2017 data. Similarly, Ward 3 residents are as optimistic about Calgary’s long-term future as Calgarians as a whole (80% vs. 84% agreement to *Calgary is on the right track to be a better city 10 years from now.*)
- ❖ Ward 3 residents are on par with City Wide results with regard to perceived safety – roughly eight-in-ten (80%) say they would feel safe walking in their neighbourhood after dark (vs. 81% City Wide).

**The Ward 3 issue agenda aligns closely with City Wide results.**

- ❖ “*Infrastructure, traffic and roads*” (30%) holds the top position, followed by “*transit*” (20%) – both statistically consistent with City Wide.
  - In Ward 3, however, significantly higher than City Wide are mentions of “*education*” (13% vs. 6% City Wide) and significantly lower results for “*public safety*” (2% vs. 6% City Wide).
    - It is notable, that when asked to list City programs and services on an open-ended basis, 43% of Ward 3 residents cite “*transit*” – 10 percentage points higher than City Wide (33%). Ward 3 residents are also more likely to cite “*police/safety/law enforcement*” (28% vs. 20% City Wide) and “*Fire Department* (17% vs. 11% City Wide).

# Key Findings: City Programs and Services

**Overall satisfaction with the level and quality of City programs and services is solid and on par with one year ago.**

- ❖ Roughly three-quarters (77%) of Ward 3 residents say they are satisfied with the overall level and quality of services and programs provided by The City – on par with City Wide (79%).

**While overall satisfaction with City programs and services remains on par with 2016, this year's results highlight some key significant differences.**

## ❖ Transportation

- Spring Road Cleaning – 97% 'very/somewhat important' Ward 3 vs. 92% City Wide.
- Traffic flow management – 76% 'very important' Ward 3 vs. 89% in 2016.
- On-street bikeways – 42% 'very/somewhat important' Ward 3 residents vs. 55% City Wide; 12% 'invest more' vs. 19% City Wide; 53% 'invest less' vs. 44% City Wide.
- City operated roads and infrastructure - 16% 'very satisfied' Ward 3 residents vs. 24% City Wide and 26% in 2016.
- Calgary Transit including bus and CTrain service – 23% 'very satisfied' Ward 3 residents vs. 31% City Wide.
- Snow Removal – 20% 'very satisfied' Ward 3 residents vs. 28% City Wide; 60% invest more vs. 52% City Wide.

## ❖ Protective Services

- 9-1-1 – 70% 'very satisfied' Ward 3 vs. 78% City Wide.

## ❖ Community Services

- City operated recreation FACILITIES such as pools, leisure centres, and golf courses – 87% 'very/somewhat satisfied' Ward 3 vs. 93% City Wide
- City operated recreation PROGRAMS such as swimming lessons – 93% 'very/somewhat satisfied' Ward 3 vs. 85% in 2016; 19% invest more vs. 28% City Wide and 32% in 2016.
- Support for arts and culture including festivals – 20% 'very satisfied' Ward 3 vs. 32% City Wide and 34% in 2016.

## ❖ Planning

- City land use planning – 11% 'very satisfied' Ward 3 vs. 19% City Wide and 21% in 2016.



# Key Findings: City Programs and Services

**While overall satisfaction with City programs and services remains on par with 2016, this year's results highlight some key significant differences. (continued)**

- ❖ Also of note are decreased satisfaction with the Calgary Police Service and garbage collection.
  - Calgary Police Service – 46% 'very satisfied' in 2017 vs. 61% in 2016.
  - Residential garbage collection – while overall satisfaction is extremely high and on par to City Wide results at 94%, 'very satisfied' ratings have dropped from 79% in 2016 to 62% in 2017.
    - Bi-weekly garbage collection in Ward 3 started for the NW portion just prior to interviewing for this survey began and for the NE portion as interviewing was being conducted.



# Key Findings: The Environment and Taxation

**Ward 3 residents' perceptions of The City's performance on the environmental front closely align with City Wide findings, though one change from 2016 is observed.**

- ❖ Perceptions about the overall state of the environment in Calgary today are very positive with 94% of Ward 3 residents saying it is 'good' or 'very good' (on par with 94% City Wide) – this, however, represents an 5 percentage point decrease from 2016 (99% Ward 3).
- ❖ With regard to The City's environmental programs and services aimed at helping Calgarians reduce their environmental impact, 89% of Ward 3 residents say they are satisfied, on par with 89% City Wide.

**Ward 3 residents views on taxation are on par with City Wide results and 2016.**

- ❖ Just over one-half (58%) of Ward 3 residents give The City a good value rating for the value of their property tax dollars, statistically consistent with City Wide (60%).
- ❖ One-half (51%) of Ward 3 residents support tax increases to maintain or expand services, on par with City Wide (50%).
- ❖ Six-in-ten (60%) Ward 3 residents agree 'The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services' – on par with 2016 and City Wide results.



# Key Findings: Service Delivery and Communications

## Measures of contact with The City and service delivery are consistent with the broader Calgary public, though one metric regarding transparency has declined from 2016.

- ❖ Among Ward 3 residents who contacted or dealt with The City in the past 12 months, 78% (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 generally on par with City Wide findings.
  - That said, among Ward 3 residents, agreement the 'The City uses input from Calgarians in decision-making about City projects and services' sees a 17 percentage point drop from 75% in 2016 to 58% in 2017.
  - It should also be noted that 'very satisfied' ratings for a number of service delivery statements among Ward 3 residents are significantly lower than the City Wide results.

## In Ward 3, perceptions of City communications are consistent with City Wide results.

- ❖ Satisfaction with the overall quality of City information and communications is solid (84%) and on par with City Wide (84%).
- ❖ A plurality (45%) of Ward 3 residents say they receive 'too little' information from The City – statistically consistent with 47% City Wide.
- ❖ When asked to cite the top areas they would like The City to provide more information, as with City Wide, "*budget and spending*" (38%) and "*infrastructure, traffic and roads*" (22%) top the list, but in Ward 3, "*transit*" emerges as a strong top three contender at 24% (9 percentage points higher than 15% City Wide).

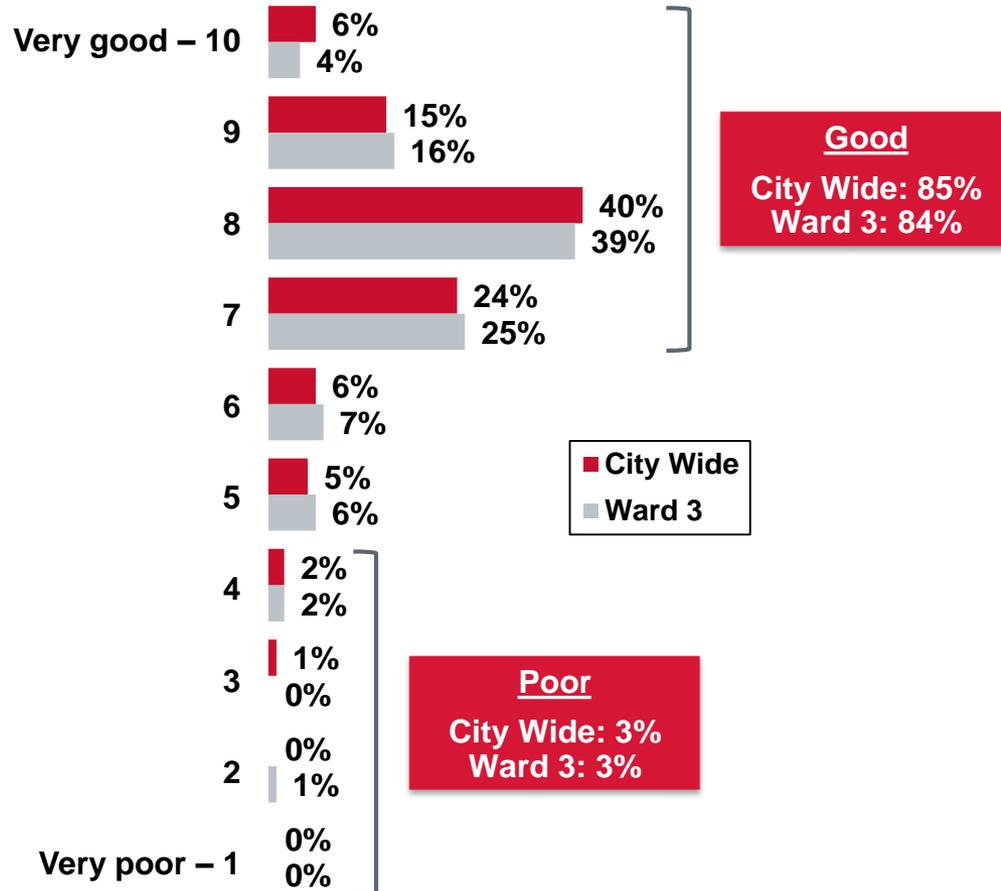


## Quality of Life





# Overall Quality of Life in Calgary

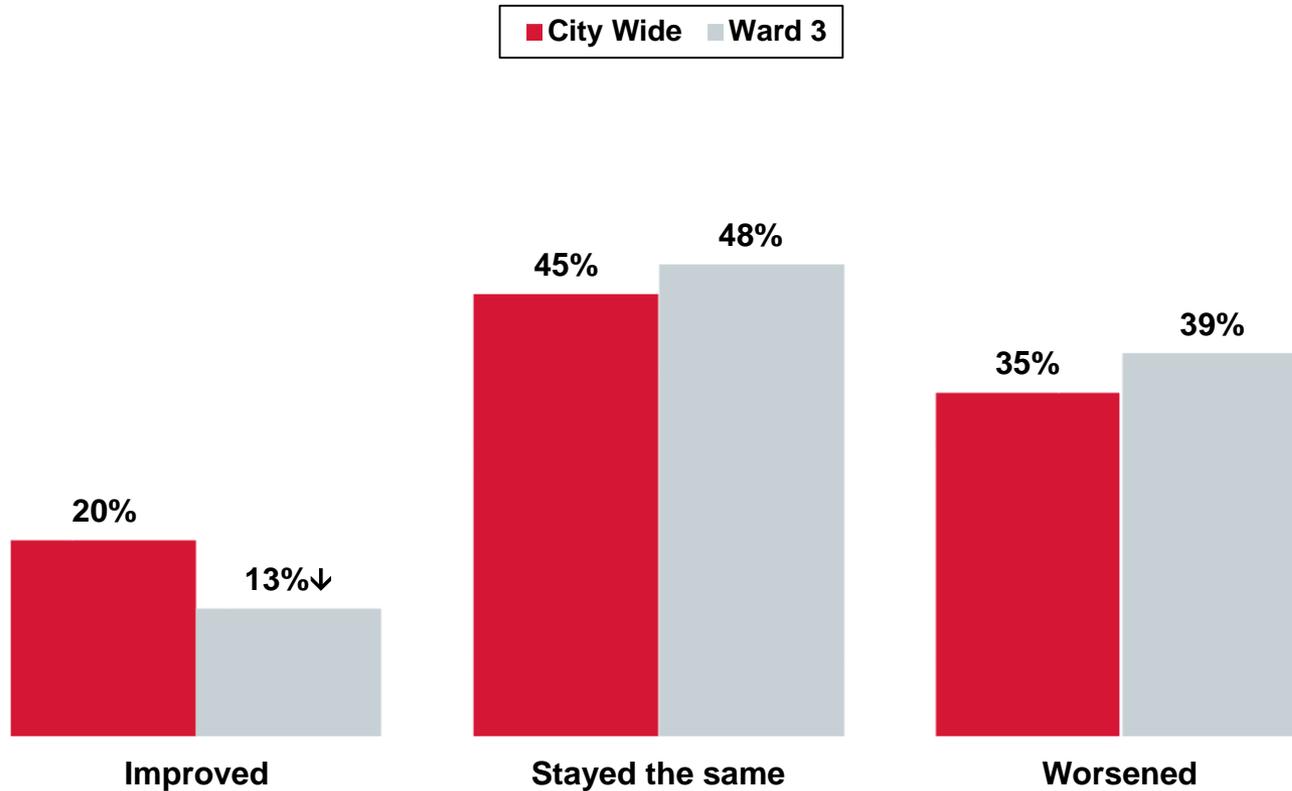


On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,499 / Ward 3: n=156)



# 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 3: n=156)

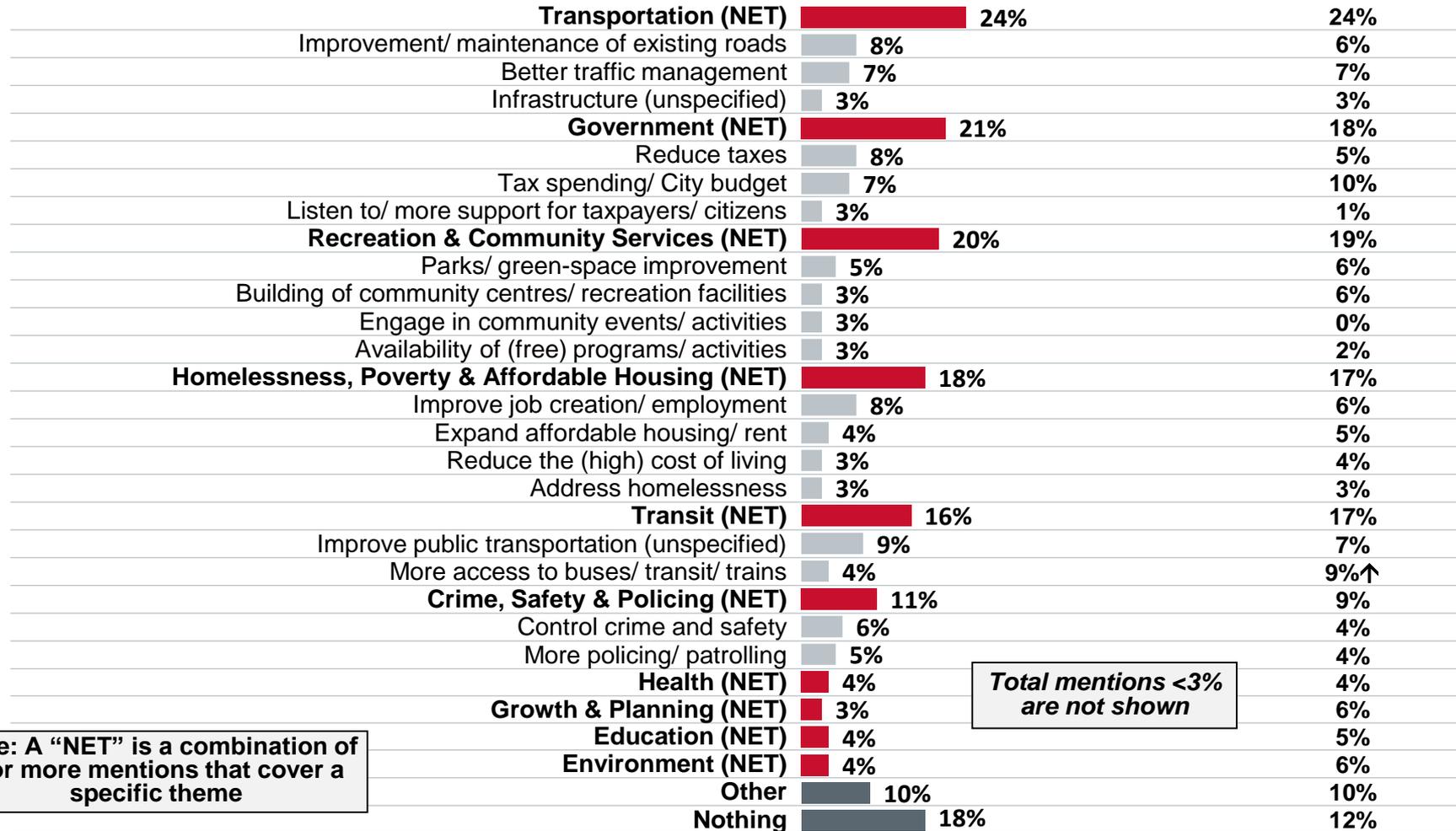


# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 3



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 3: n=149)

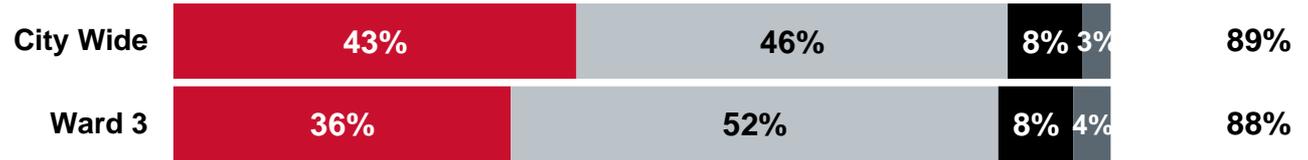


# Sustainability: Connectedness and Inclusivity

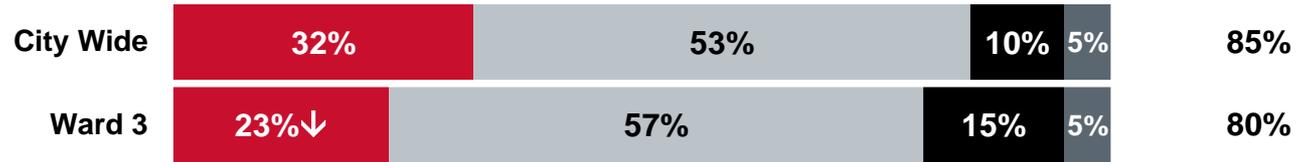
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

**% Agree**

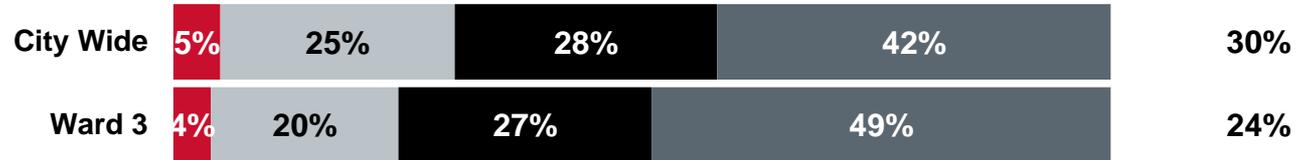
I am proud to be a Calgarian



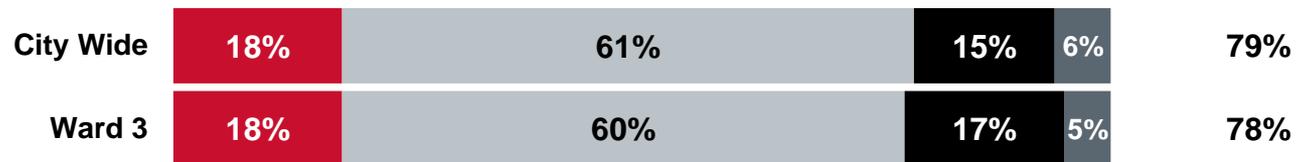
I am proud to live in my neighbourhood



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

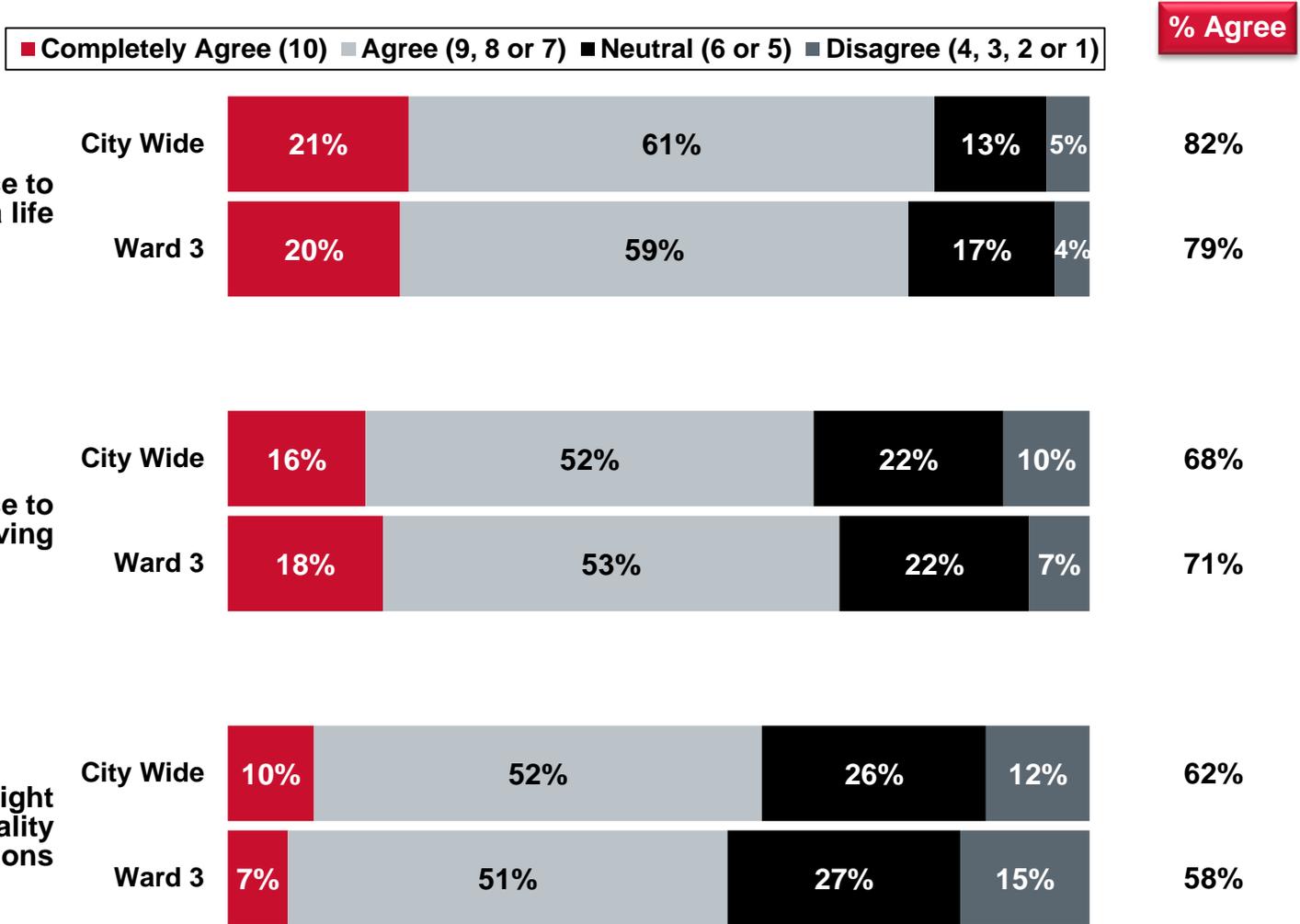


Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)



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

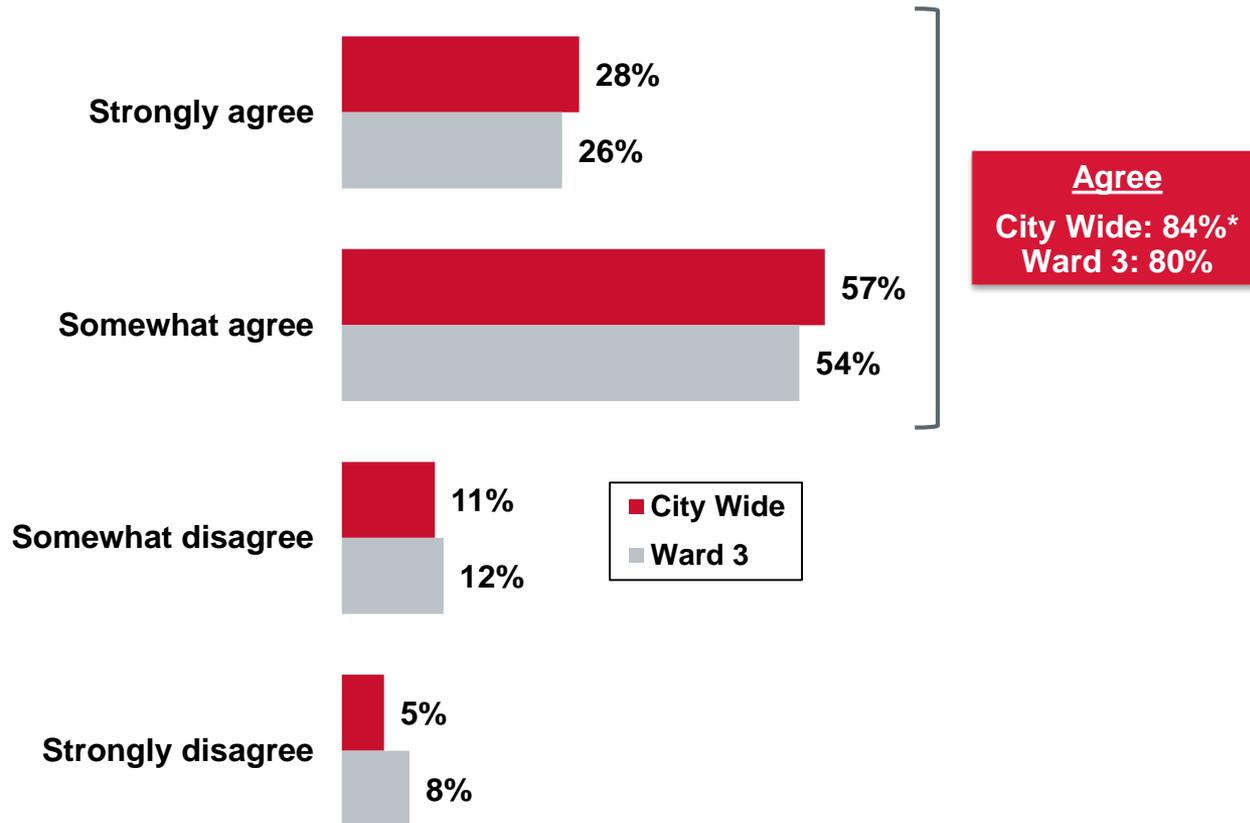


Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)



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



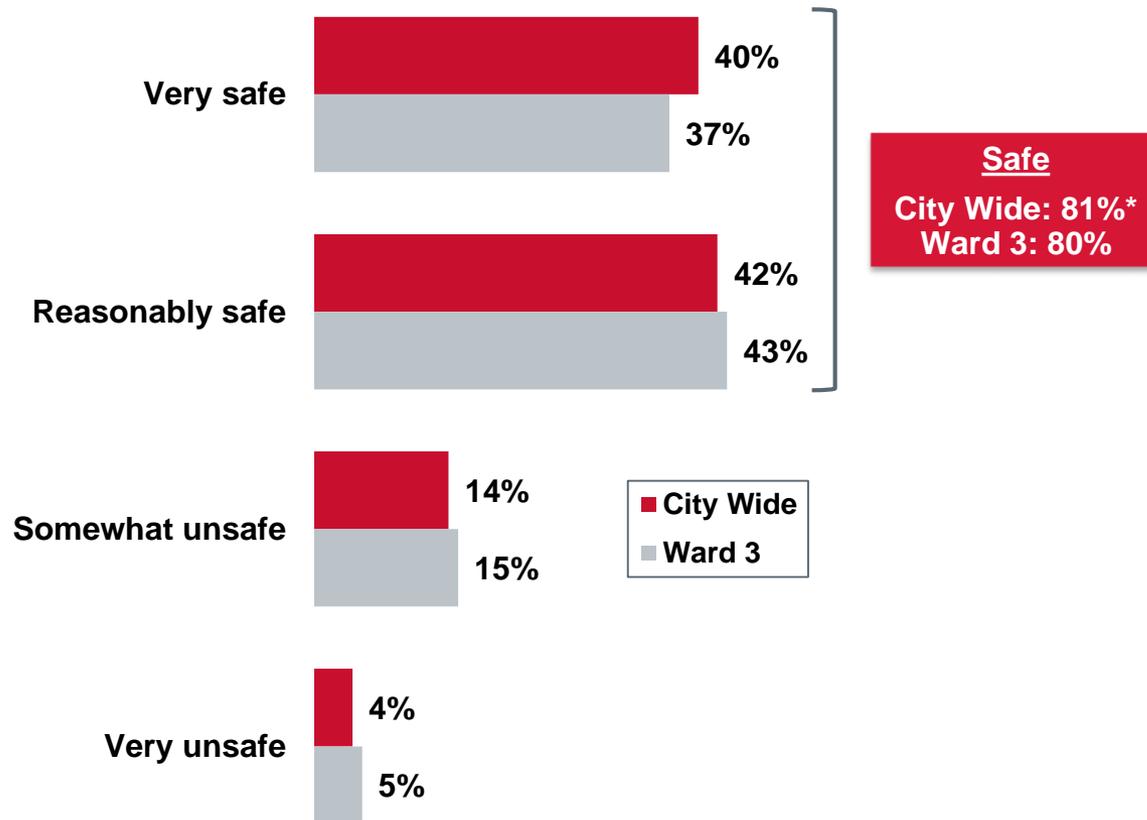
\*Rounding

*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 3: n=156)



# 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 3: n=155)



## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 3

■ First Mention ■ Other Mentions

| Issue  | City Wide (NET) | City Wide (Other) | City Wide (Total) | Ward 3      |
|--|-----------------|-------------------|-------------------|-------------|
| <b>Infrastructure, Traffic &amp; Roads (NET)</b>               | <b>26%</b>      | <b>9%</b>         | <b>35%</b>        | <b>30%</b>  |
| Traffic congestion   | 7%              | 3                 | 10%               | 10%         |
| Infrastructure maintenance/ improvement/ development           | 4%              | 5                 | 5%                | 5%          |
| Road conditions  | 4%              | 3                 | 7%                | 6%          |
| (Lack of) snow removal   | 3               | 4%                | 4%                | 4%          |
| <b>Transit (NET)</b>   | <b>13%</b>      | <b>6%</b>         | <b>19%</b>        | <b>20%</b>  |
| Public Transportation [incl. buses/ C-train/ poor service]     | 8%              | 3                 | 11%               | 14%         |
| Transportation (unspecified)                                   | 4%              | 3                 | 7%                | 5%          |
| <b>Crime, Safety &amp; Policing (NET)</b>                      | <b>9%</b>       | <b>4%</b>         | <b>13%</b>        | <b>10%</b>  |
| Crime [incl. breaking and entering/ gangs/ drug dealers, etc.] | 5%              | 7                 | 4%                | 4%          |
| Public safety  | 4%              | 6                 | 2%↓               | 2%↓         |
| <b>Taxes (NET)</b>   | <b>6%</b>       | <b>8%</b>         | <b>4%</b>         | <b>4%</b>   |
| <b>Recreation (NET)</b>  | <b>4%</b>       | <b>3</b>          | <b>7%</b>         | <b>9%</b>   |
| <b>Environment &amp; Waste Management (NET)</b>                | <b>4%</b>       | <b>3</b>          | <b>7%</b>         | <b>7%</b>   |
| <b>Economy (NET)</b>   | <b>4%</b>       | <b>6%</b>         | <b>9%</b>         | <b>9%</b>   |
| <b>Budget &amp; Spending (NET)</b>                             | <b>4%</b>       | <b>6%</b>         | <b>5%</b>         | <b>5%</b>   |
| <b>Education (NET)</b>   | <b>4%</b>       | <b>6%</b>         | <b>13%↑</b>       | <b>13%↑</b> |
| <b>Homelessness, Poverty &amp; Affordable Housing (NET)</b>    | <b>3</b>        | <b>5%</b>         | <b>3%</b>         | <b>3%</b>   |
| <b>Growth &amp; Planning (NET)</b>                             | <b>3</b>        | <b>4%</b>         | <b>5%</b>         | <b>5%</b>   |
| Other  |                 |                   | 25%               | 23%         |
| None   |                 |                   | 15%               | 16%         |

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 3: n=152)

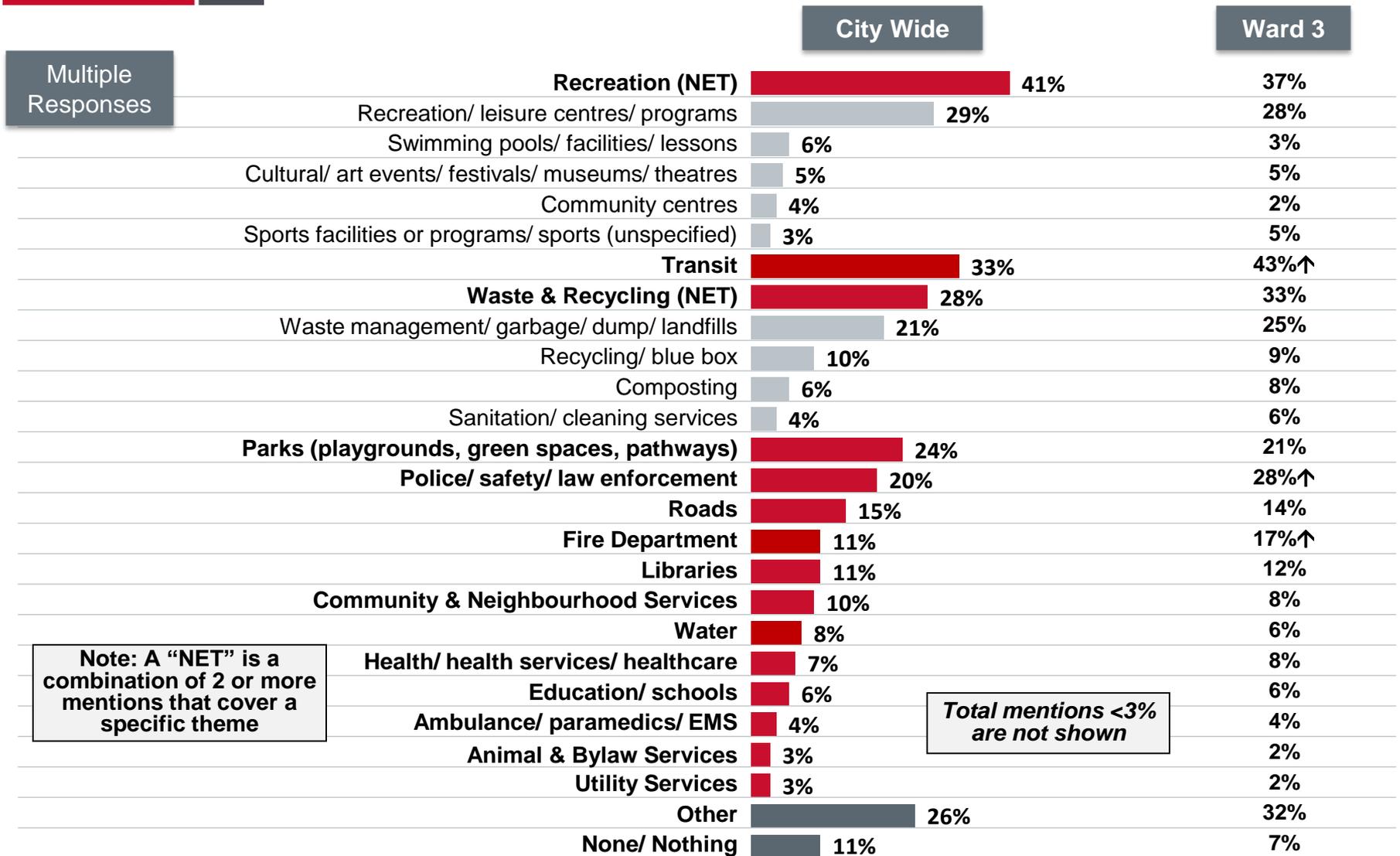


## City Programs and Services





# Top-of-Mind Programs and Services



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

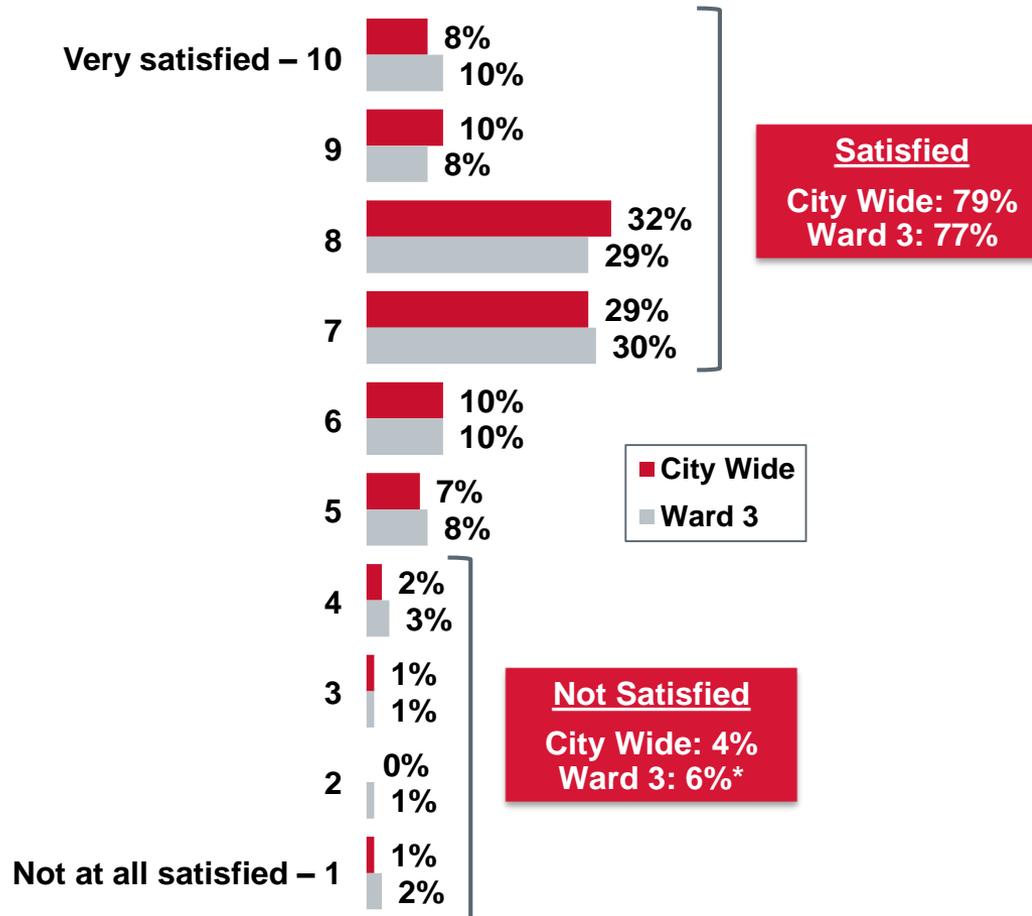
Total mentions <3% are not shown

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 3: n=152)



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



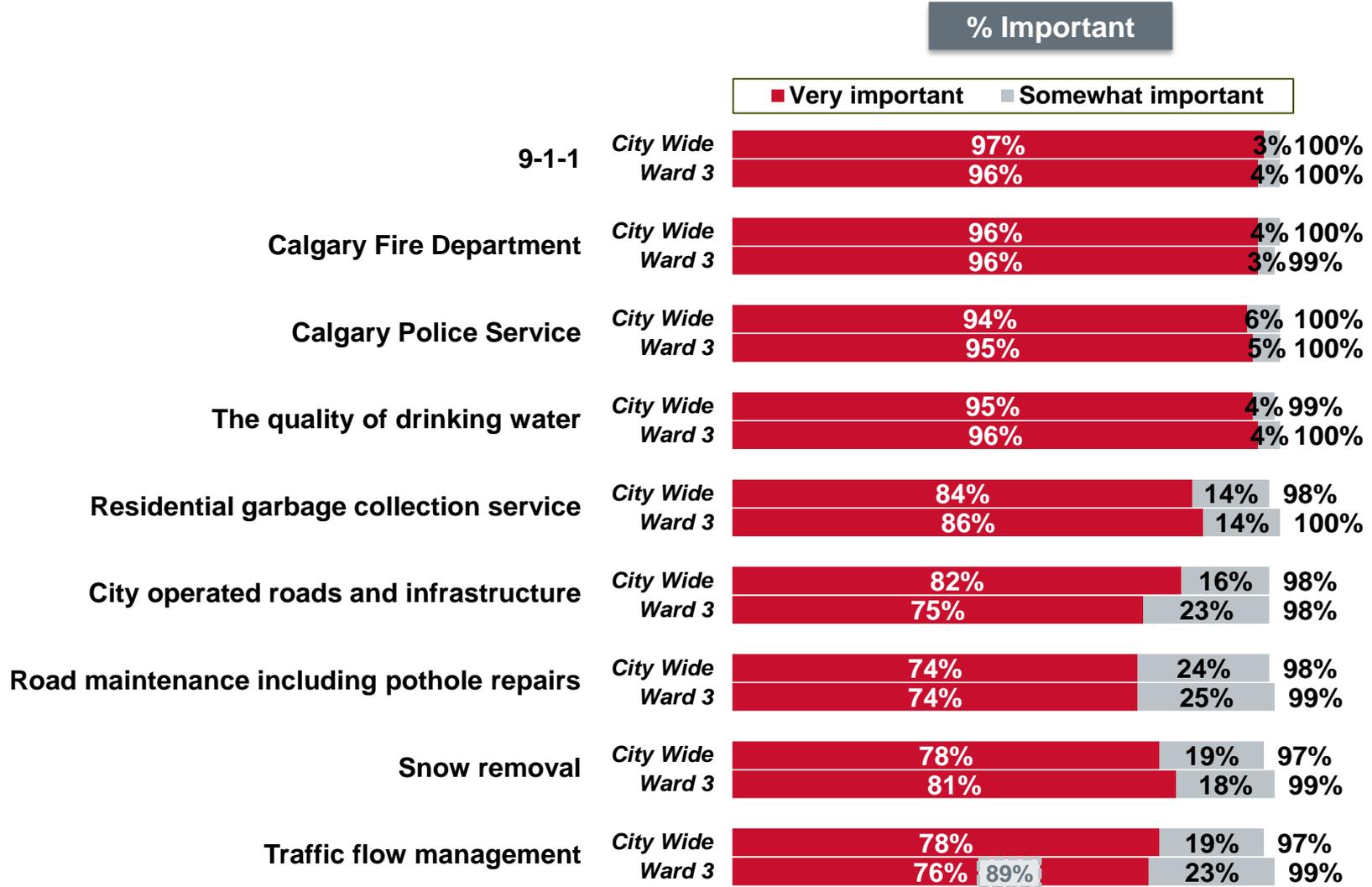
\*Rounding

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 3: n=154)



# Importance of City Programs and Services



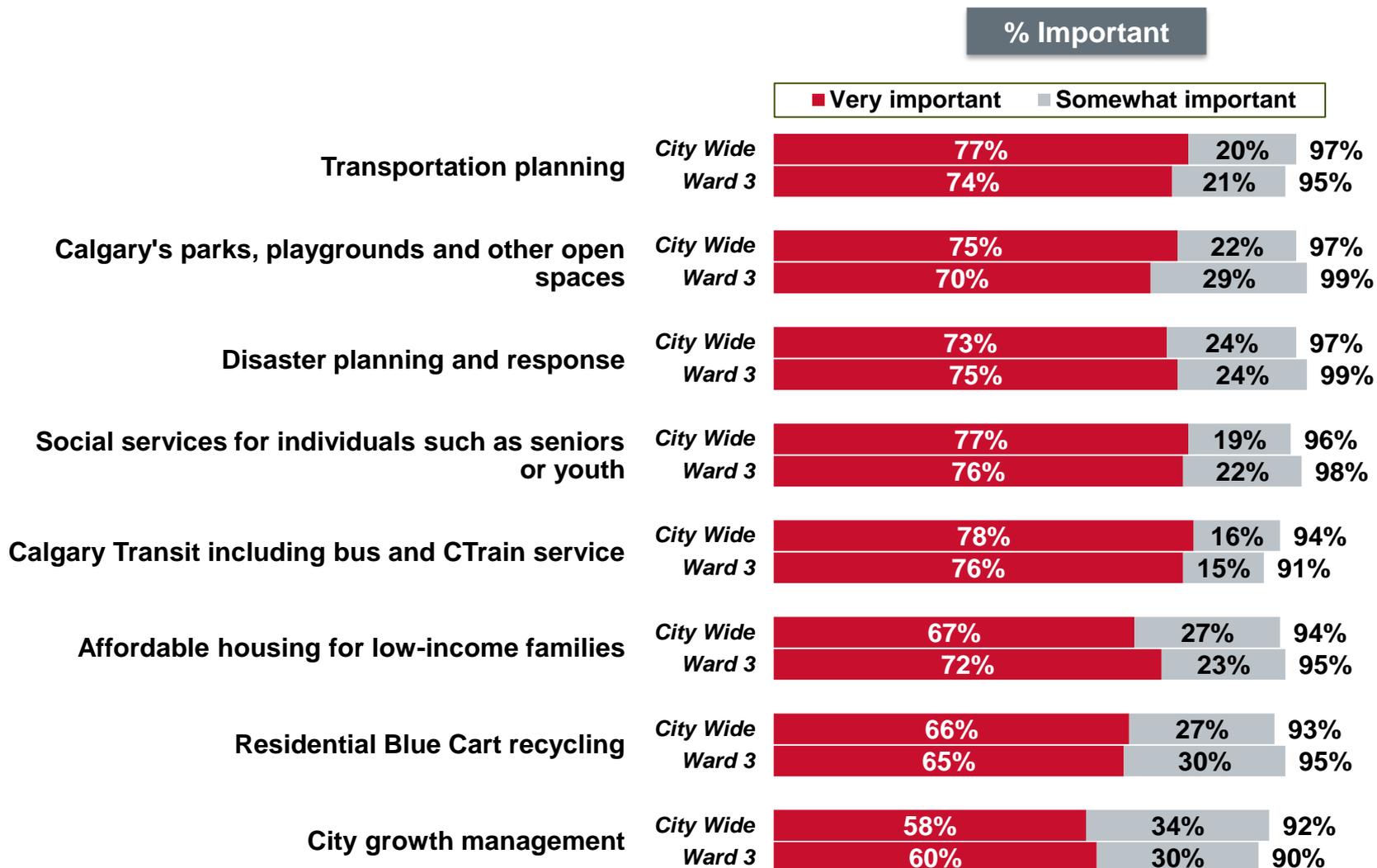
Ward 3 2016

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)

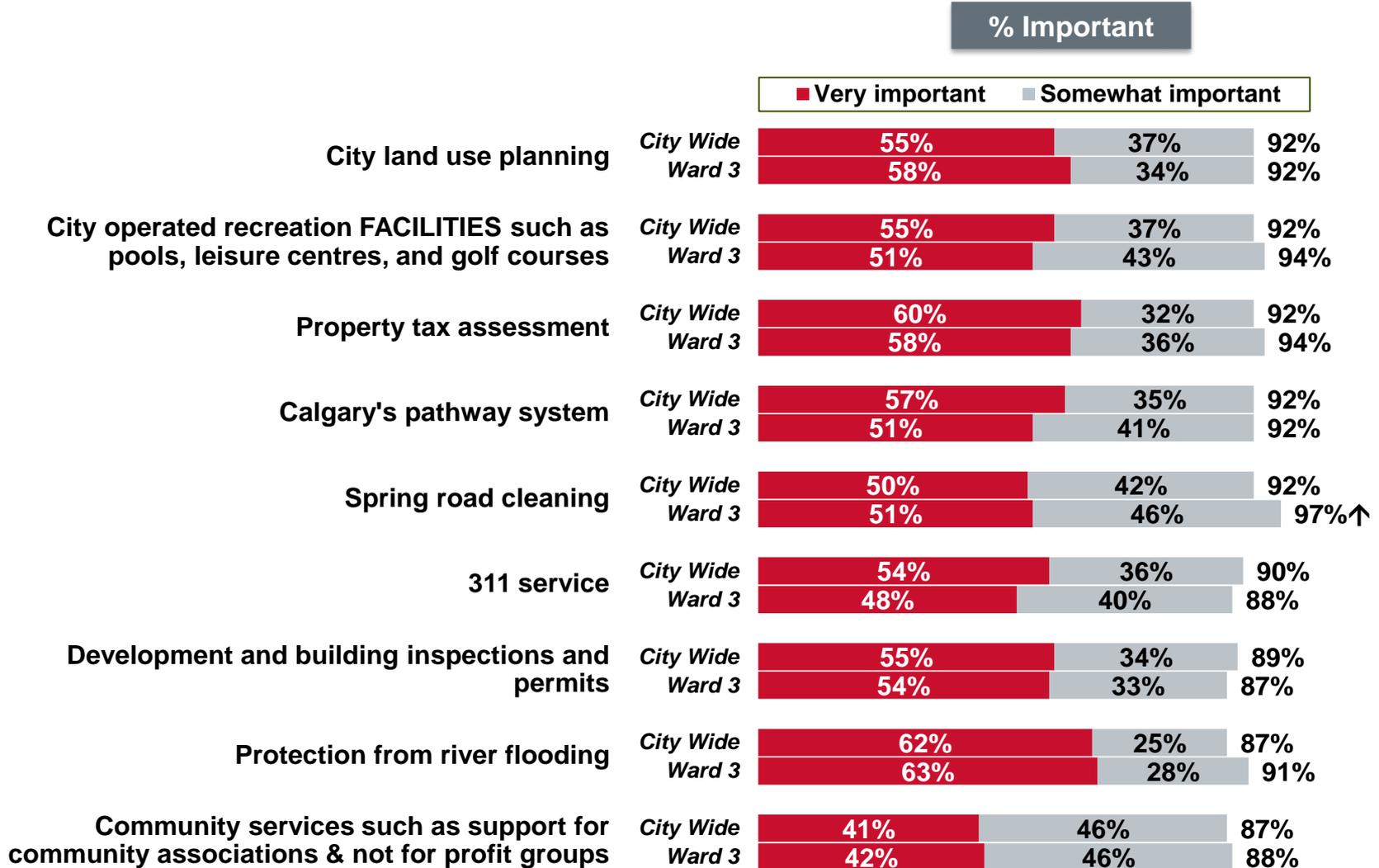


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

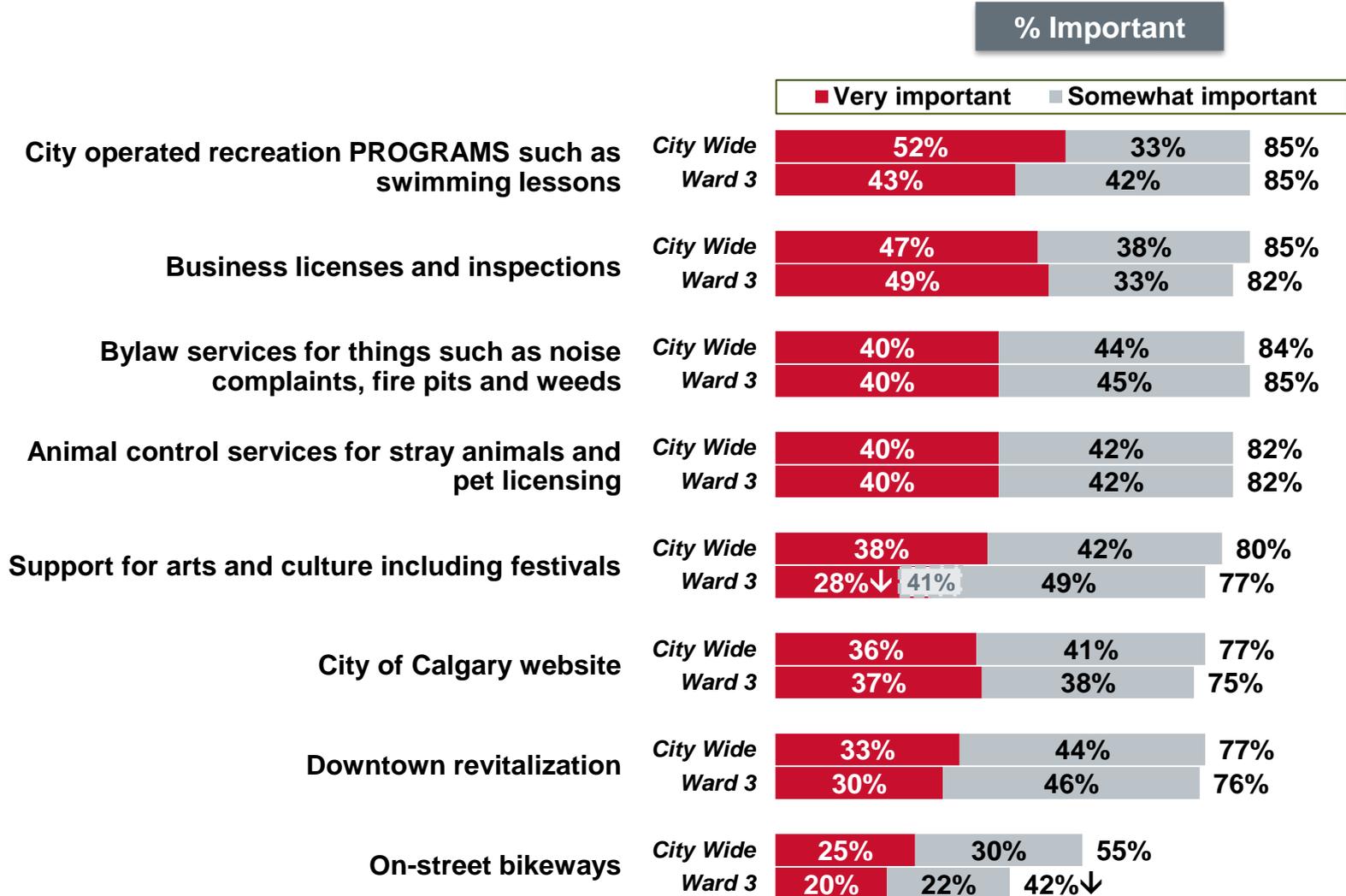


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# 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)

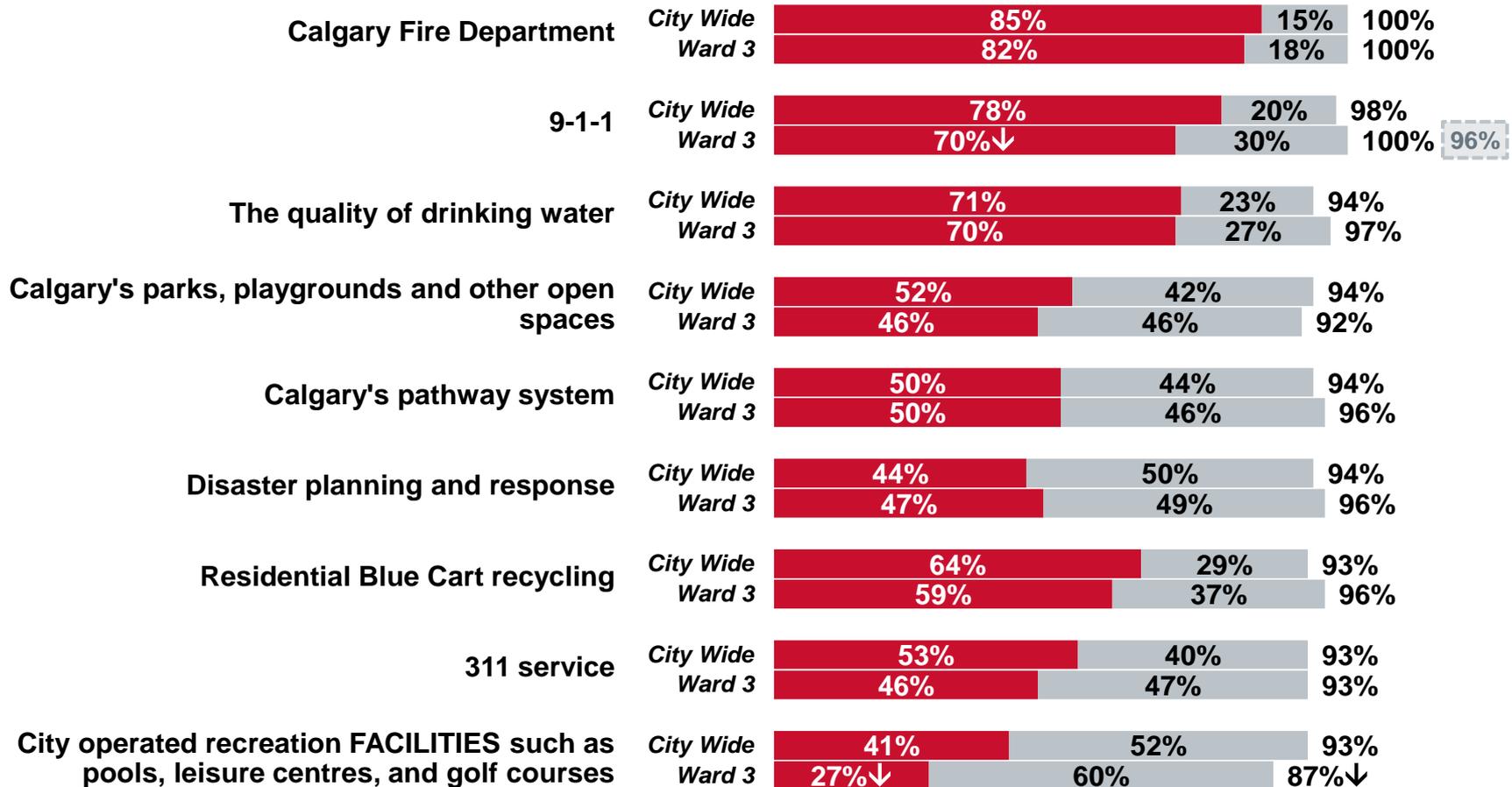
Ward 3 2016



# Satisfaction with City Programs and Services

% Satisfied

■ Very satisfied ■ Somewhat satisfied



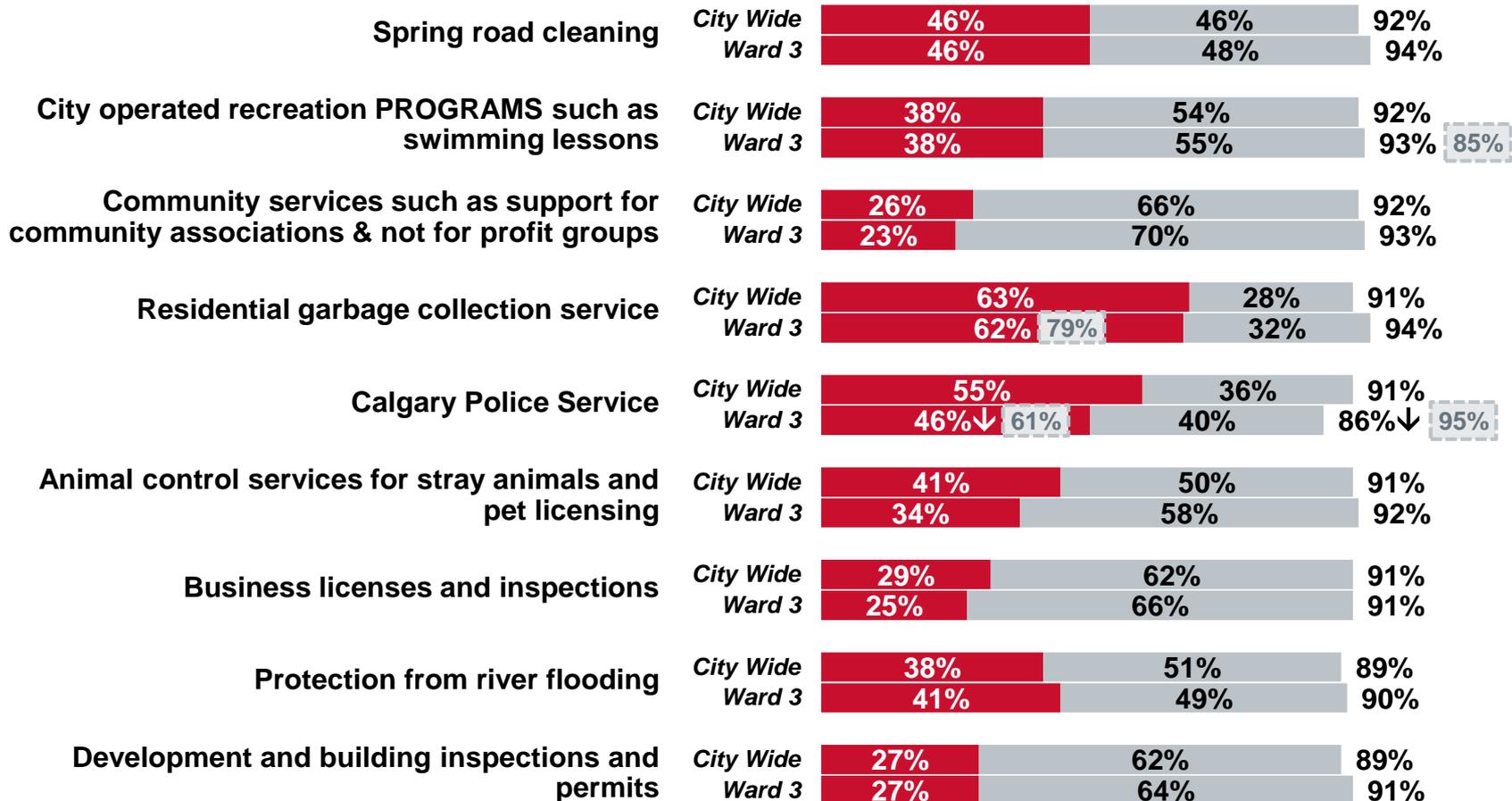
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*  
 Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied



Ward 3 2016

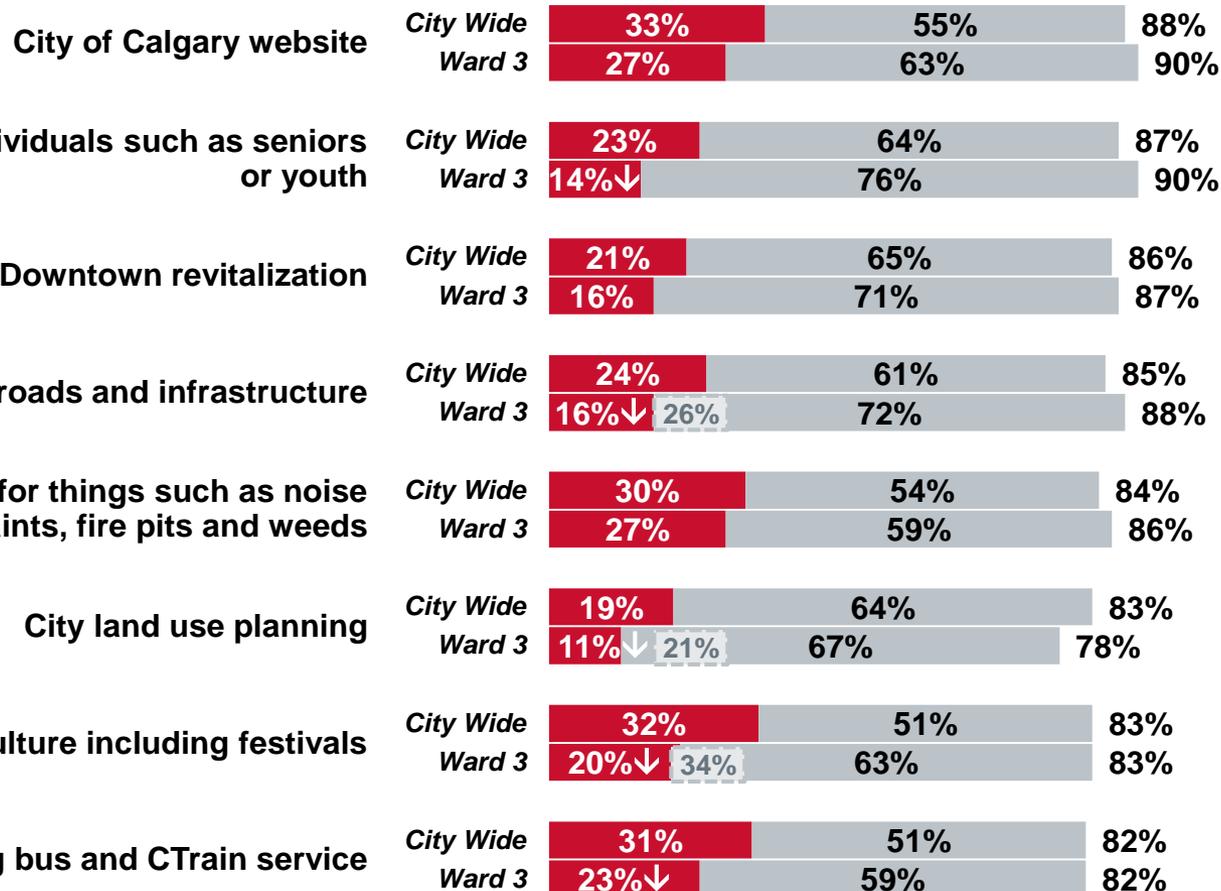
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied

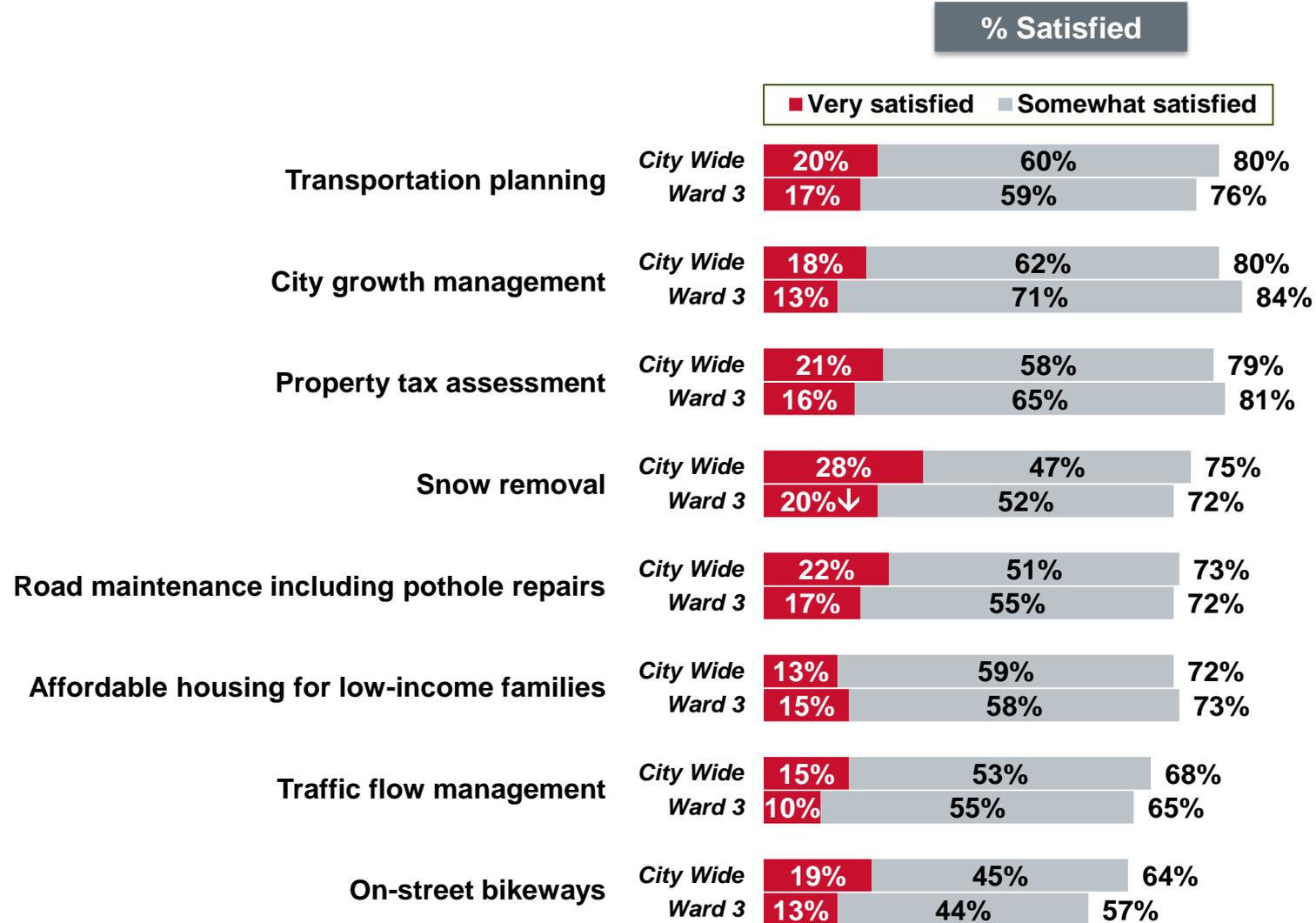


Ward 3 2016

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)



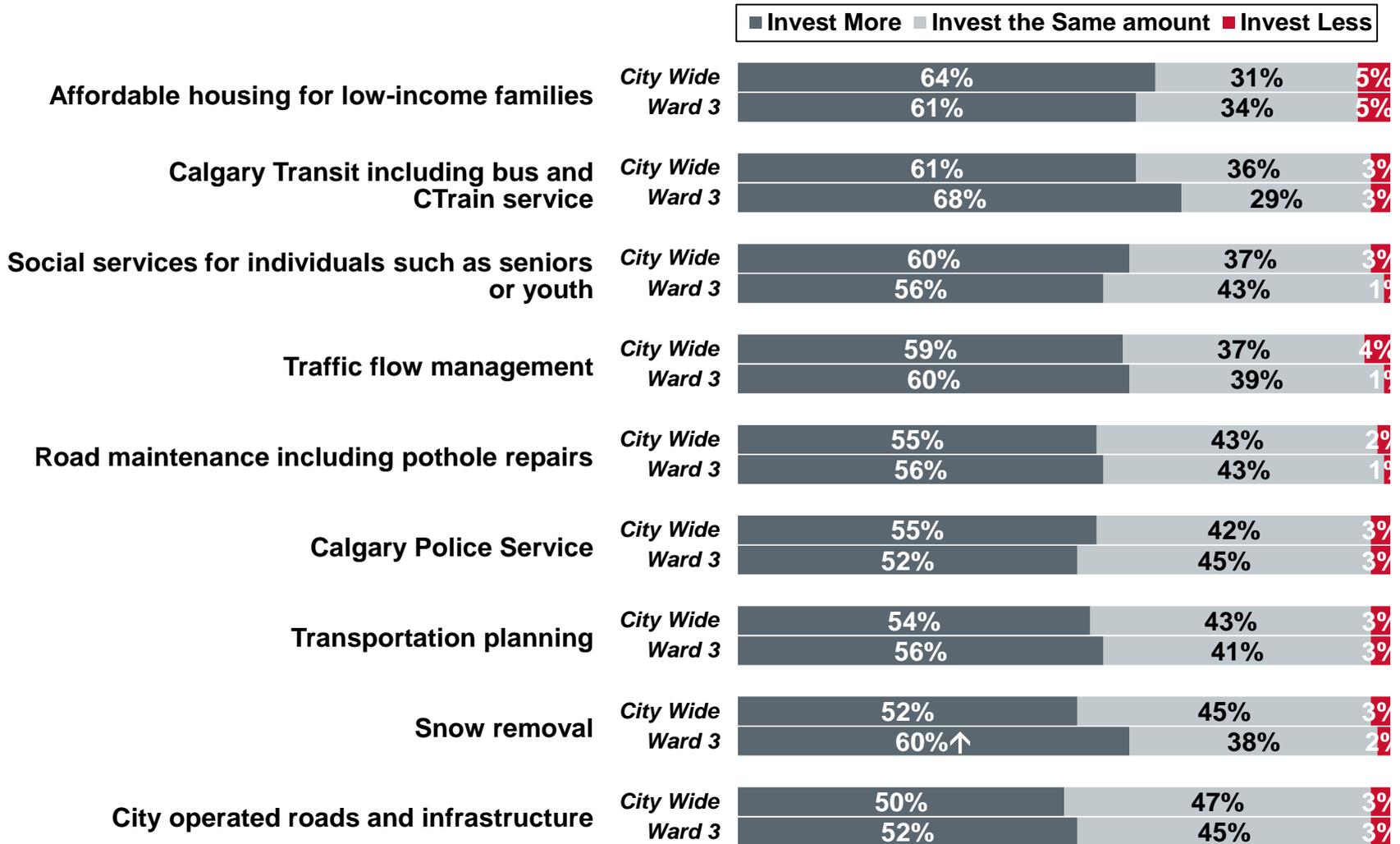
# Satisfaction with City Programs and Services (continued)



*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)



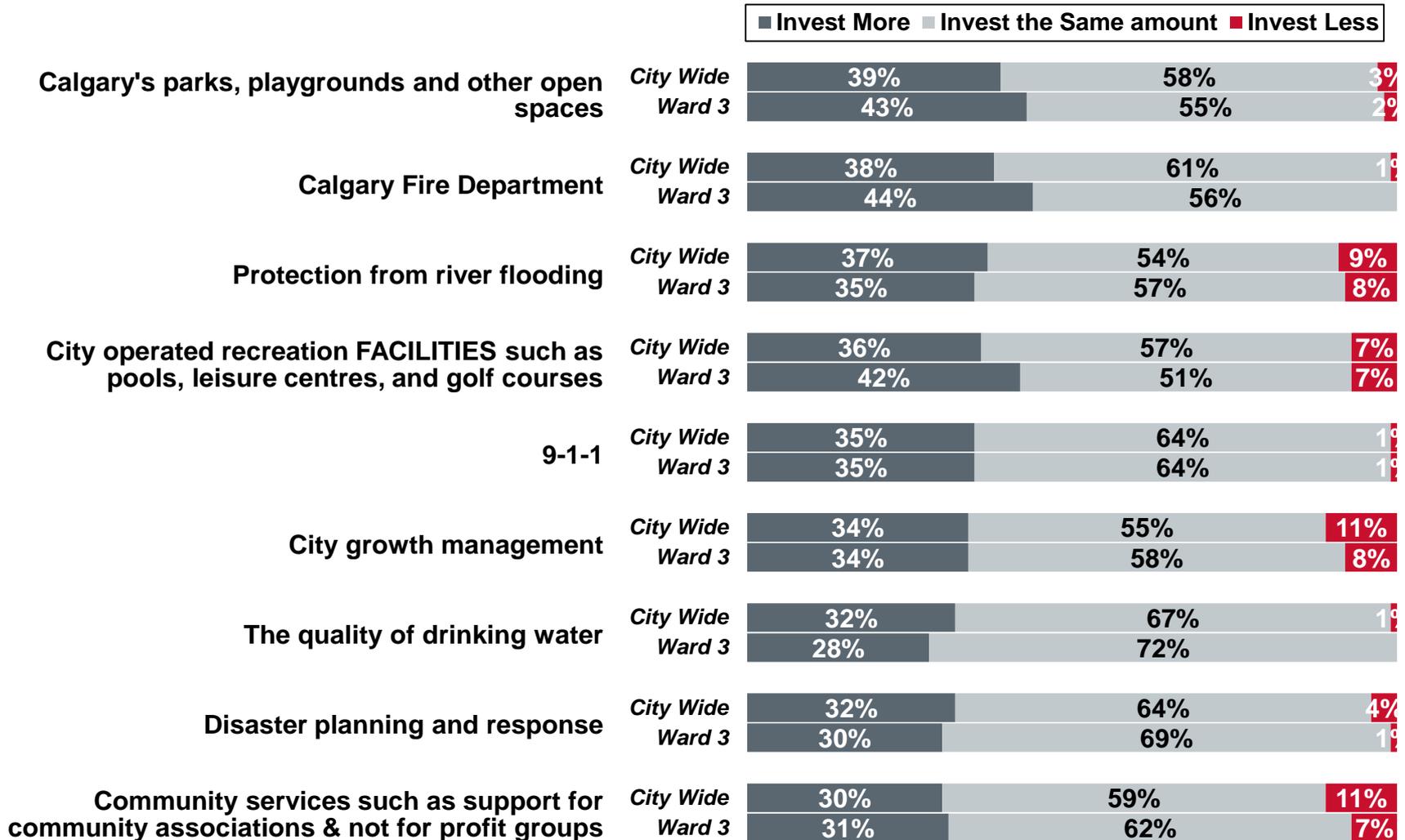
# Investment in City Programs and Services



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)

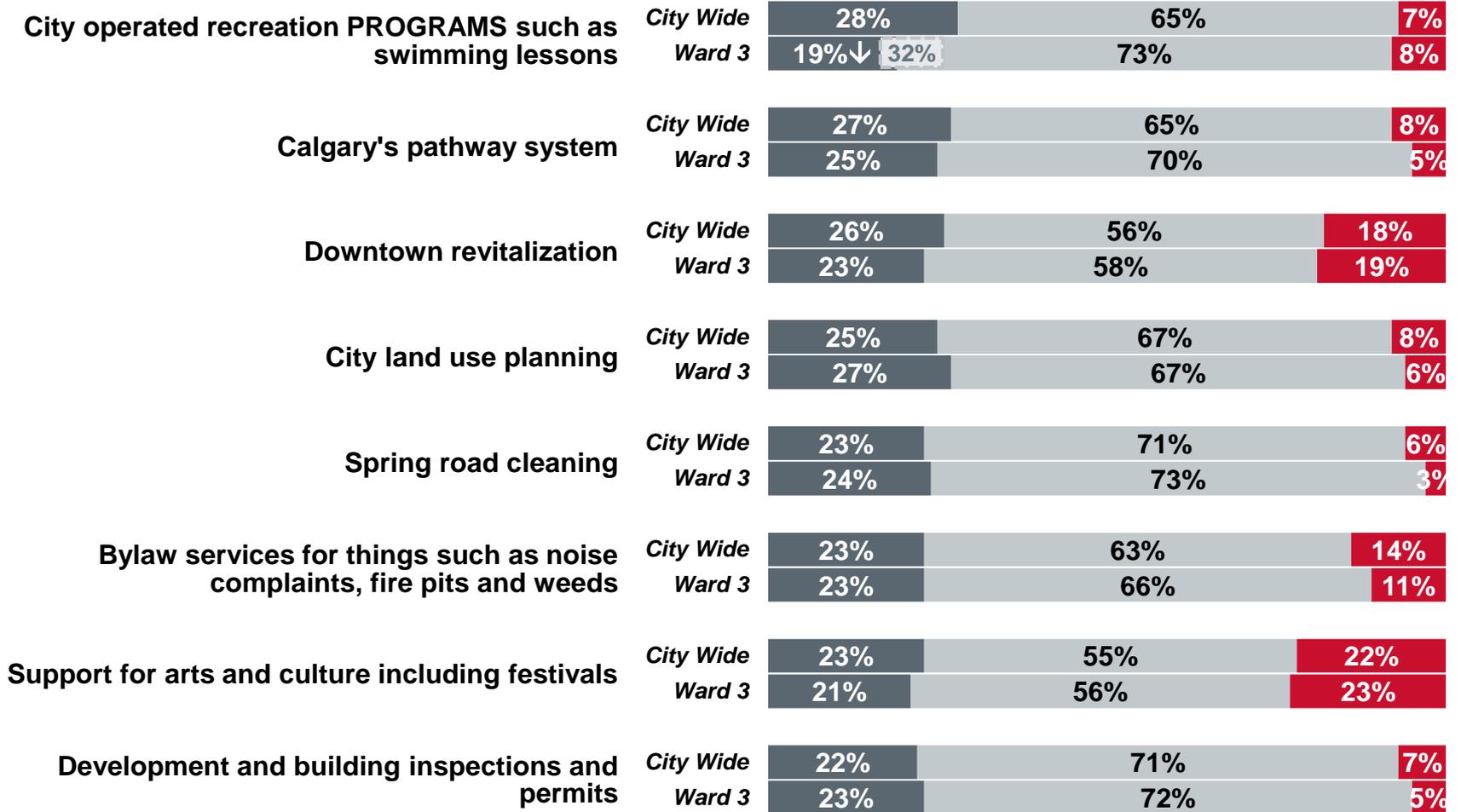


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.  
Base: Valid respondents (Bases vary)



# Investment in City Programs and Services (continued)

■ Invest More ■ Invest the Same amount ■ Invest Less



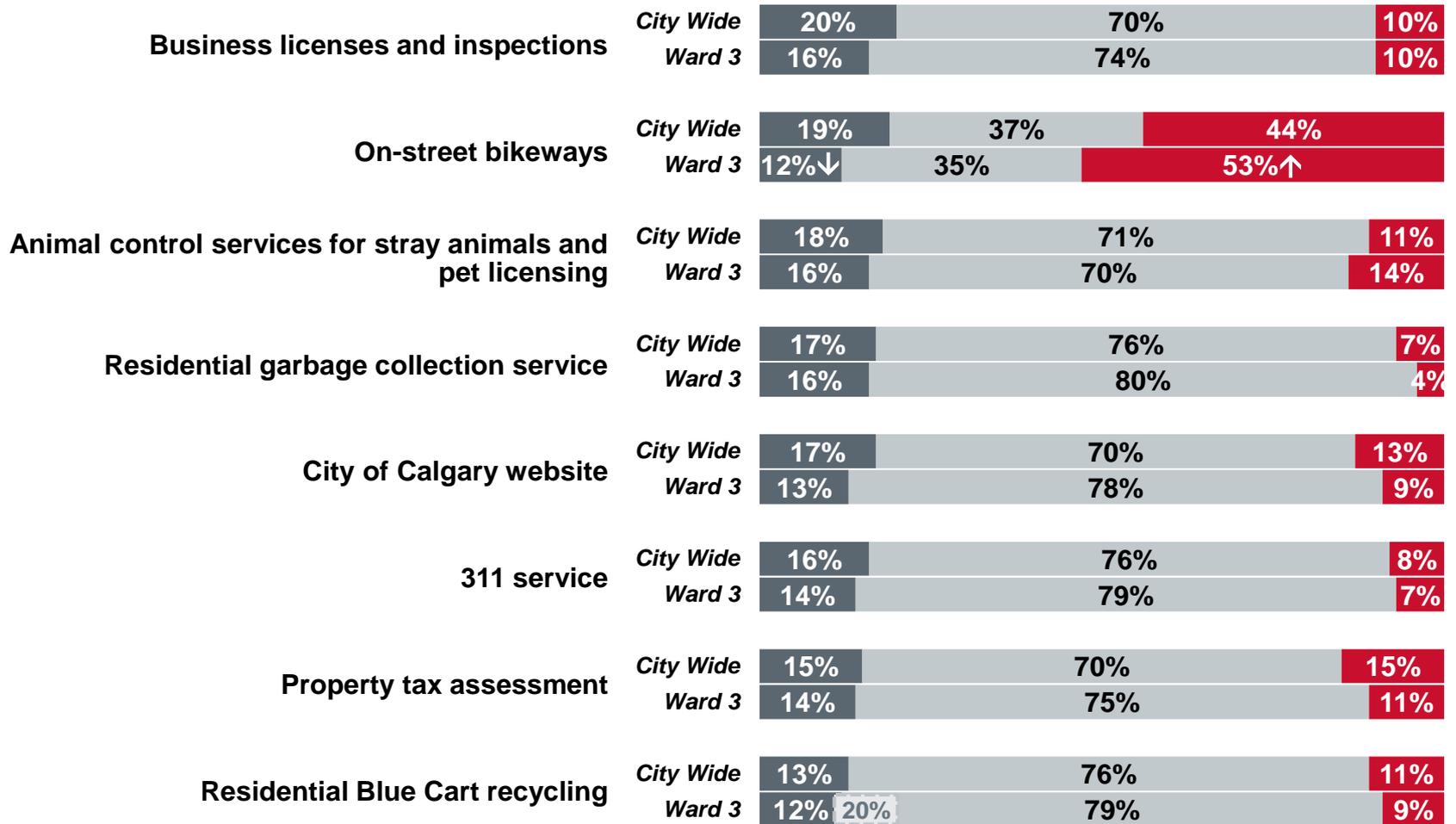
Ward 3 2016

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

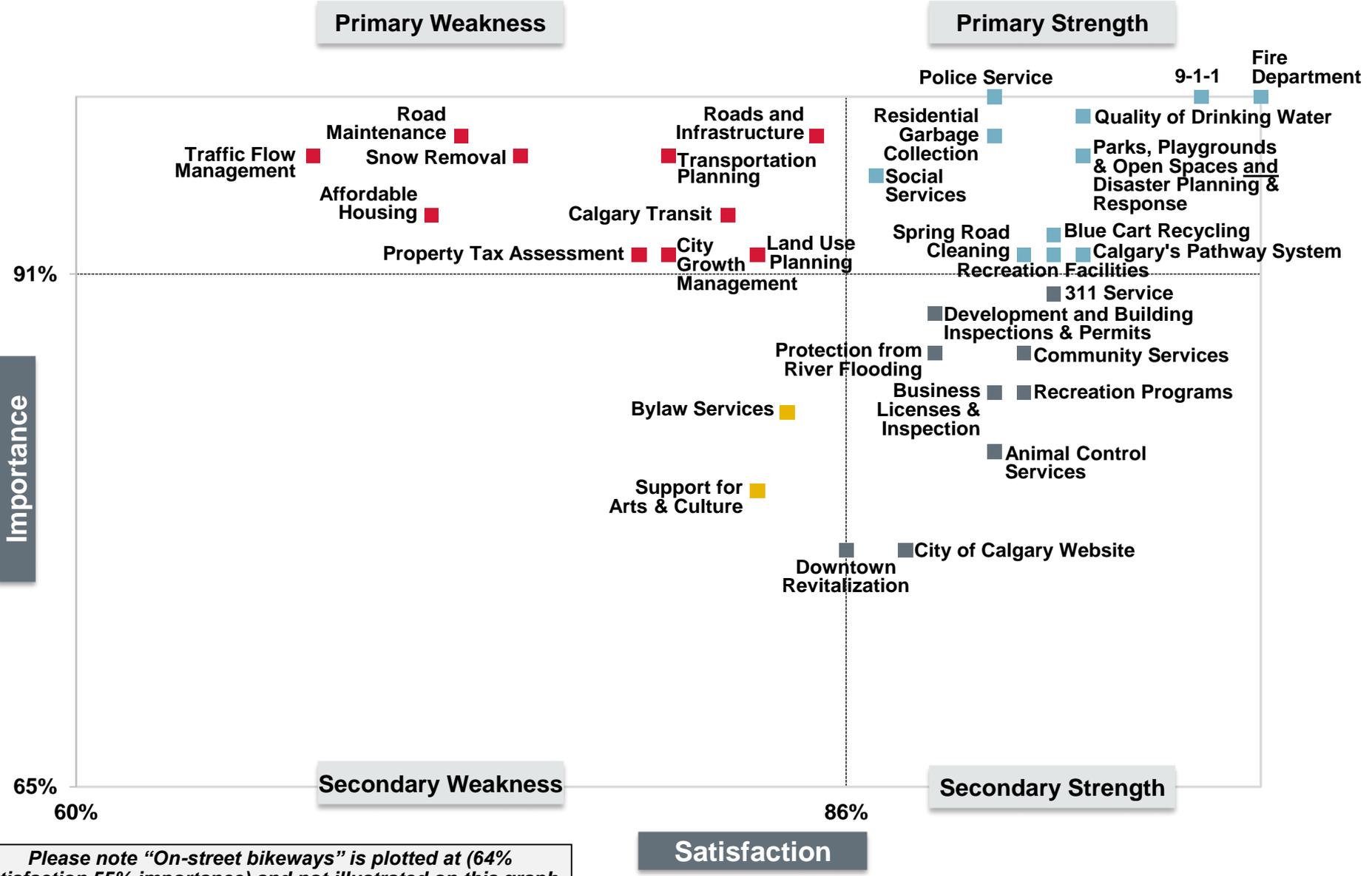


Ward 3 2016

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)



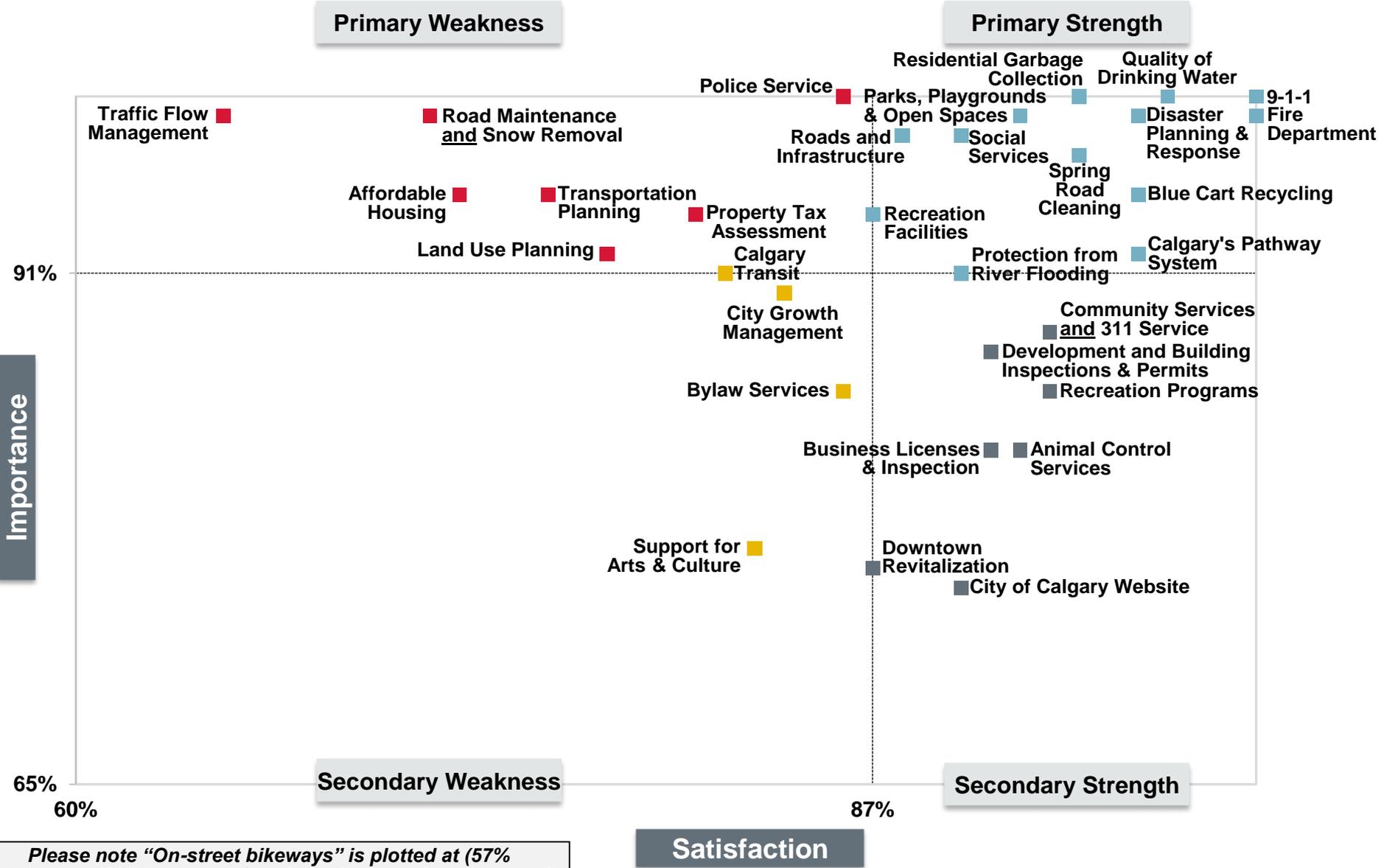
# Importance vs. Satisfaction Grid: City Wide



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



# Importance vs. Satisfaction Grid: Ward 3



Please note "On-street bikeways" is plotted at (57% satisfaction, 42% importance) and not illustrated on this graph.



# Primary Strengths and Weaknesses: City Wide versus Ward 3

*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 3 |
|------------------------------------|-----------|--------|
| Fire Department                    | Blue      | Blue   |
| 9-1-1                              | Blue      | Blue   |
| Residential Garbage Collection     | Blue      | Blue   |
| Quality of Drinking Water          | Blue      | Blue   |
| Police Service                     | Blue      | Red    |
| Parks, Playgrounds and Open Spaces | Blue      | Blue   |
| Disaster Planning and response     | Blue      | Blue   |
| Calgary's Pathway System           | Blue      | Blue   |
| Spring Road Cleaning               | Blue      | Blue   |
| Blue Cart Recycling                | Blue      | Blue   |
| Recreation Facilities              | Blue      | Blue   |
| Social Services                    | Blue      | Blue   |
| Traffic Flow Management            | Red       | Red    |
| Affordable Housing                 | Red       | Red    |
| Property Tax Assessment            | Red       | Red    |
| Road Maintenance                   | Red       | Red    |
| Transportation Planning            | Red       | Red    |
| Snow Removal                       | Red       | Red    |
| City Growth Management             | Red       | White  |
| Calgary Transit                    | Red       | Red    |
| Roads and Infrastructure           | Red       | Blue   |
| Land Use Planning                  | Red       | Red    |
| Protection from River Flooding     | White     | Blue   |

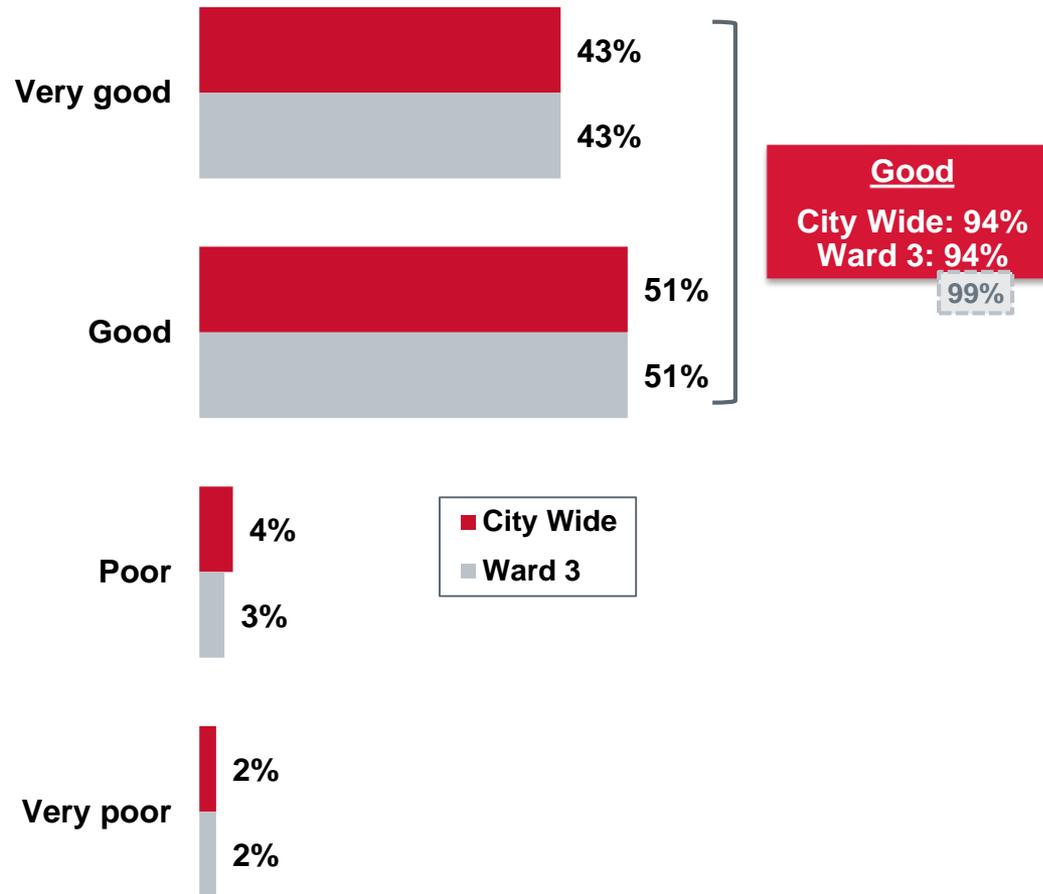


## Environmental Performance





# Perceptions About Overall State of Calgary's Environment

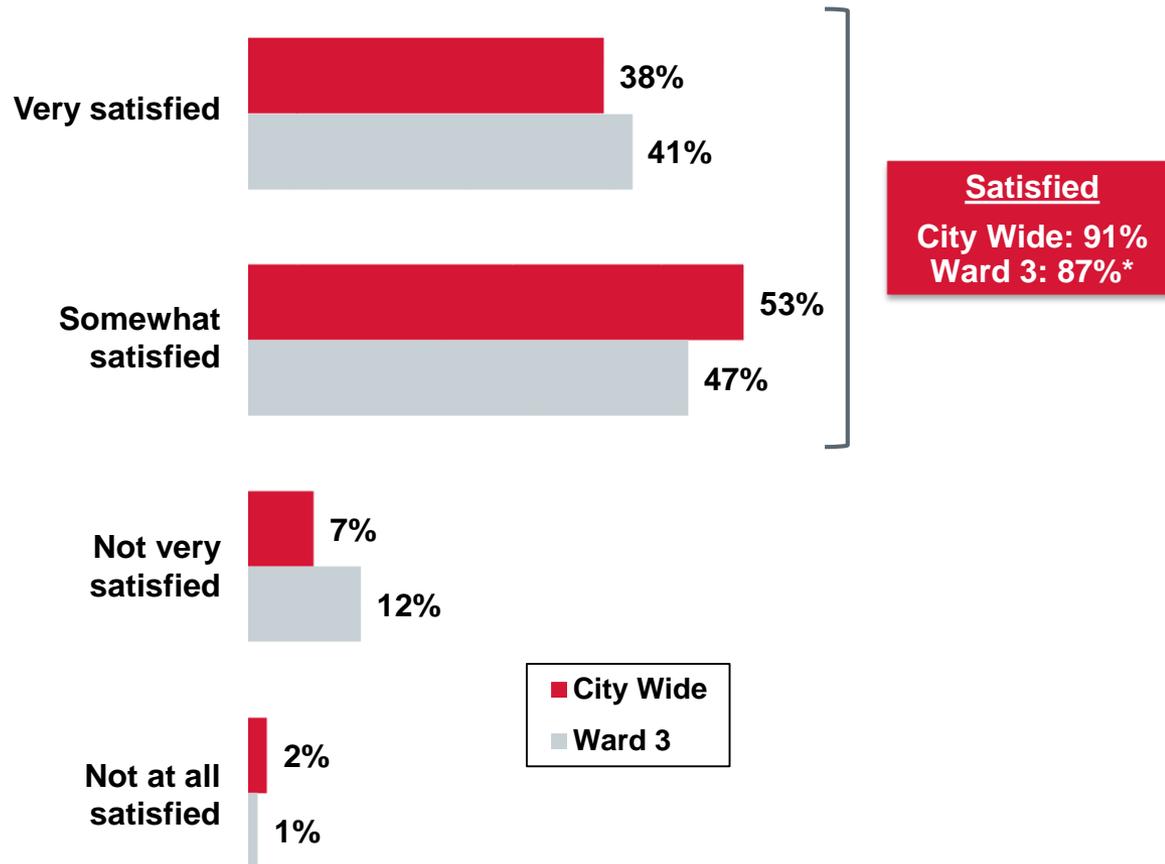


Ward 3 2016

*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 3: n=155)



# Satisfaction with The City's Environmental Performance



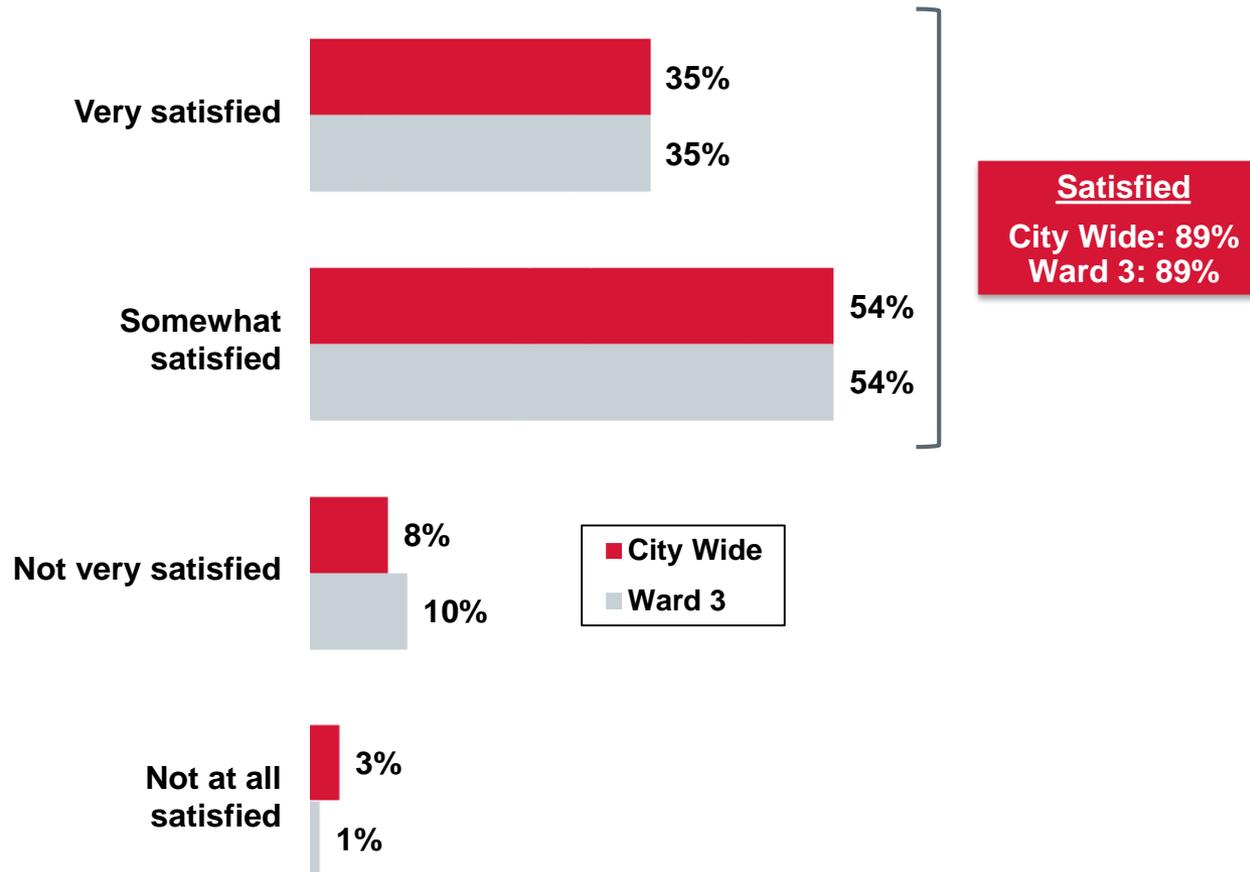
\*Rounding

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 3: n=156)



# 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 3: n=155)

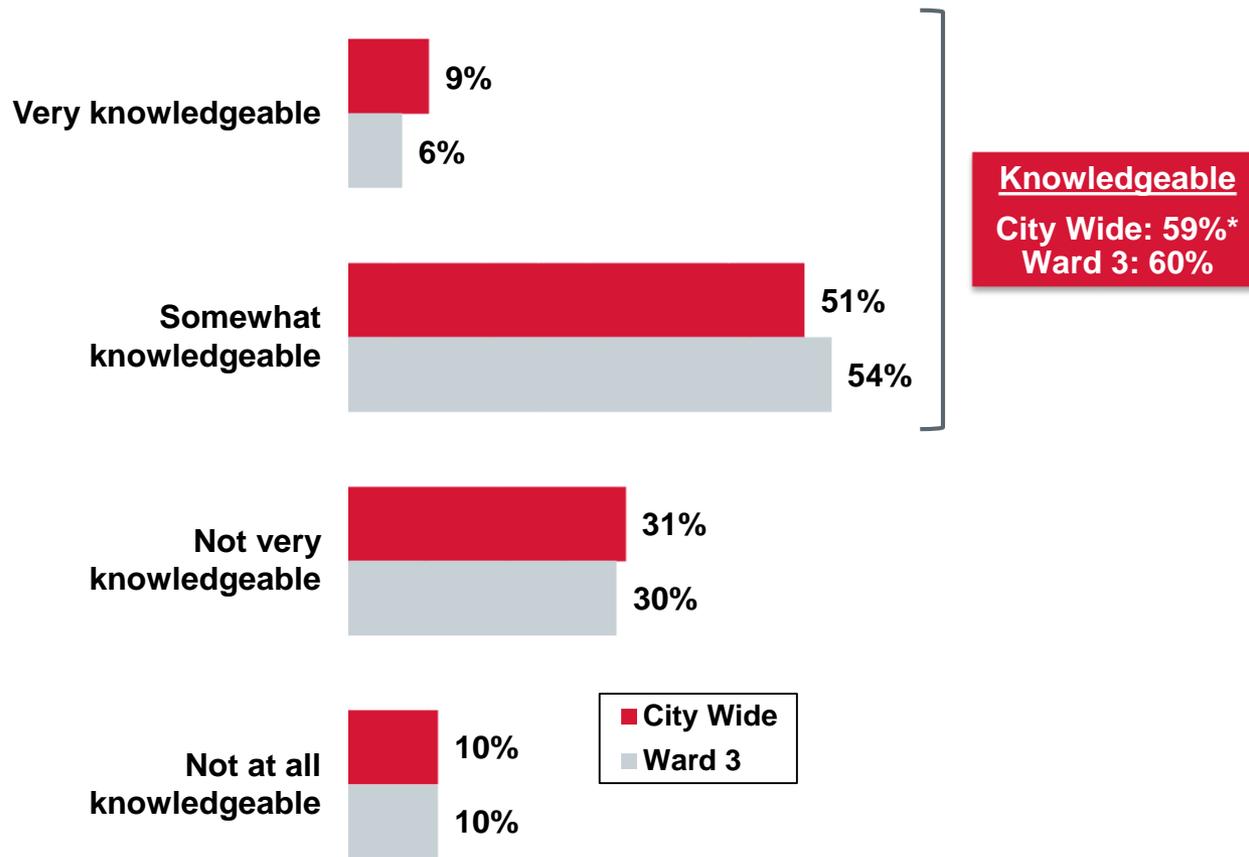


# Taxation





# Knowledge Levels of Tax Dollar Spending



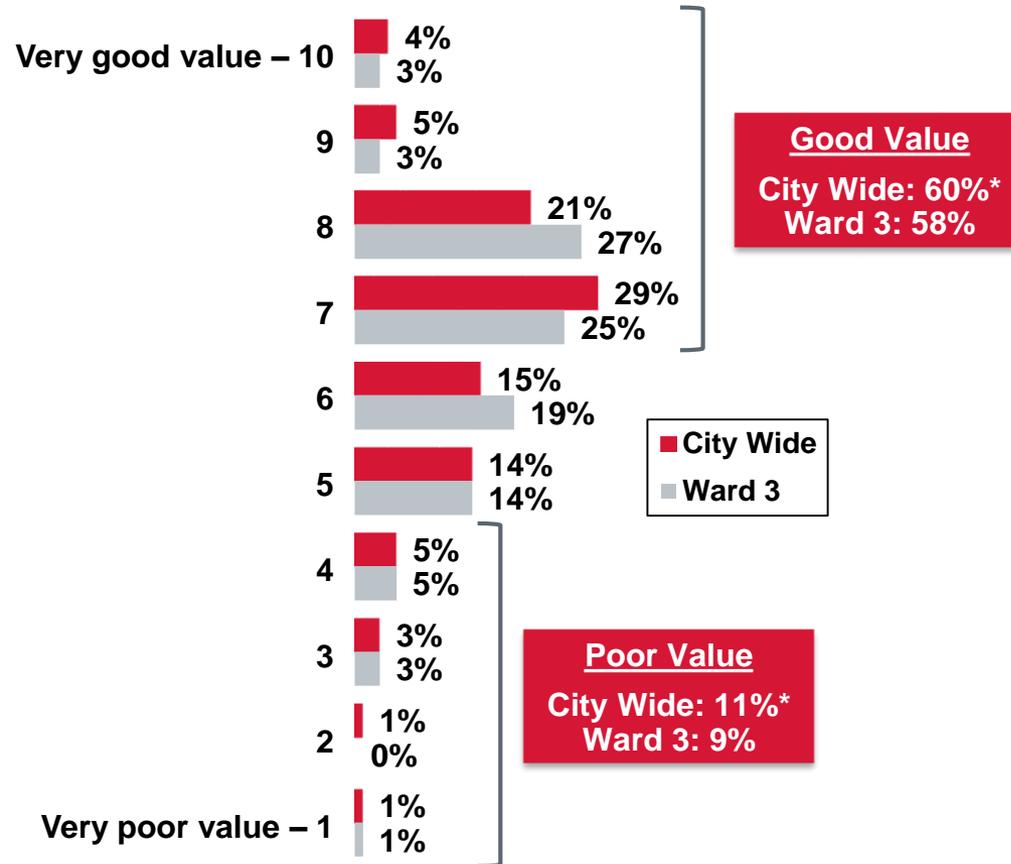
\*Rounding

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 3: n=156)



# Perceived Value of Property Taxes



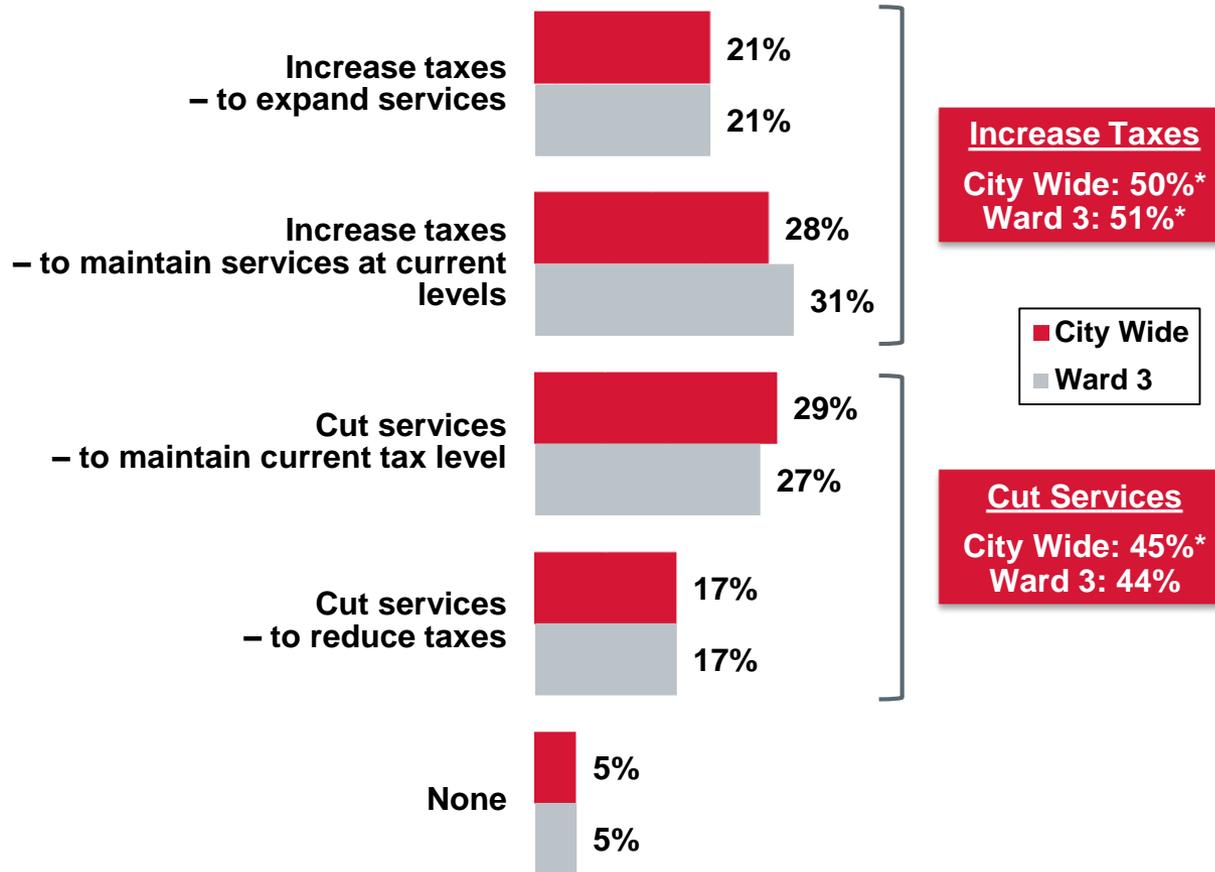
\*Rounding

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 3: n=154)



# Balancing Taxation and Service Delivery Levels



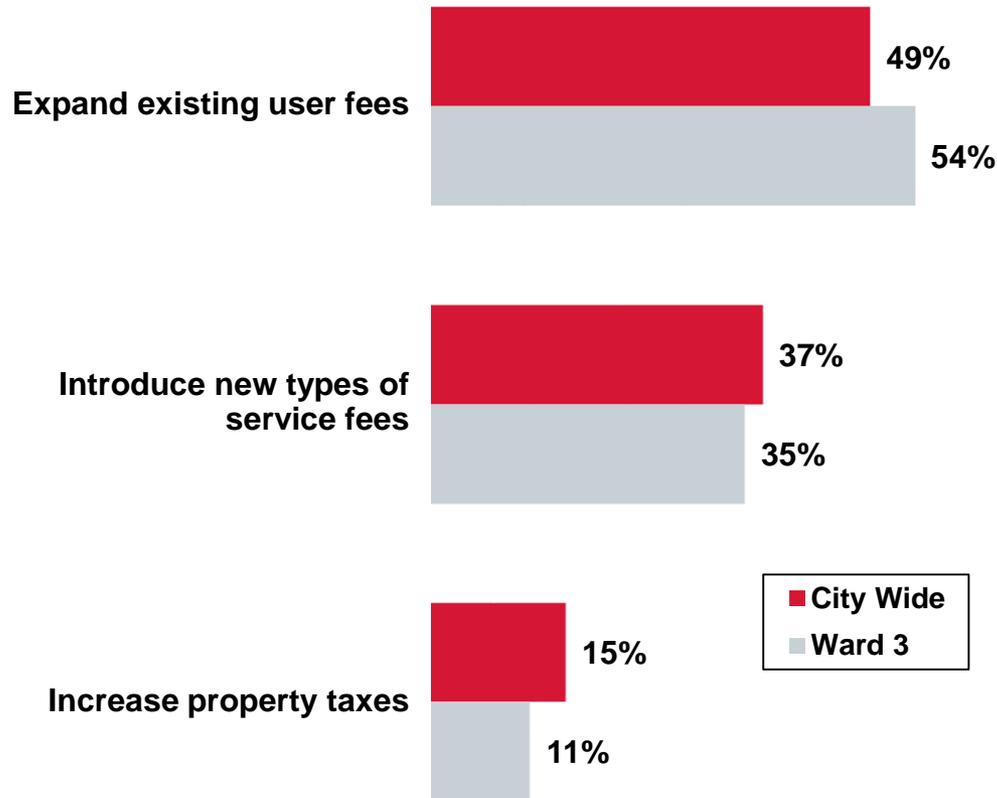
\*Rounding

*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 3: n=155)



# Options for Increasing City Revenue



■ City Wide  
■ Ward 3

*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 ...?*

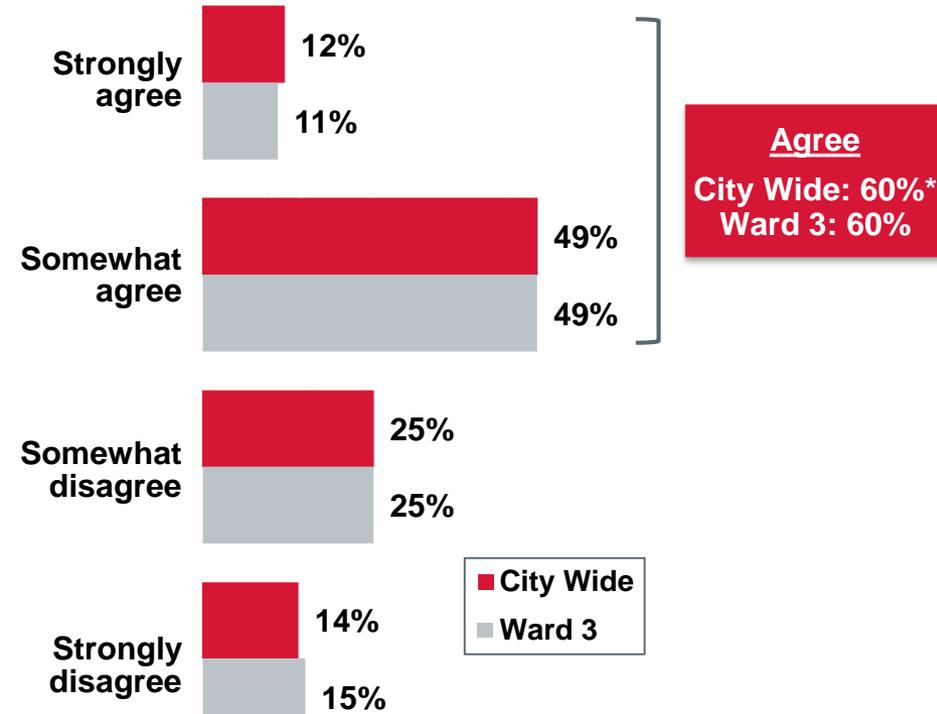
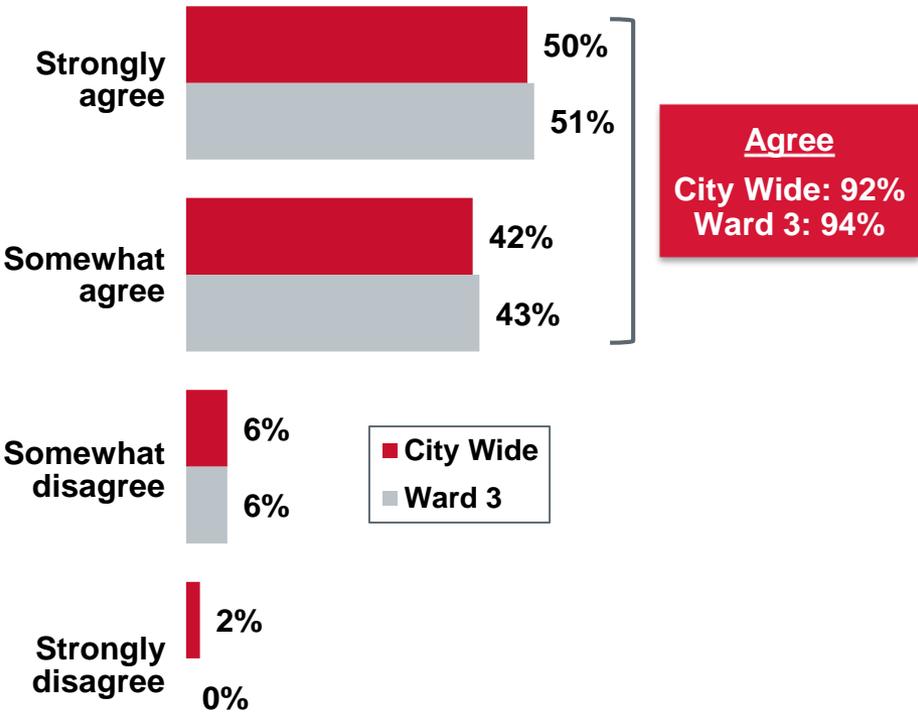
Base: Valid respondents (City Wide: n=2,365 / Ward 3: n=148)



# 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 3: n=153)

Base: Valid respondents (City Wide: n=2,464 / Ward 3: n=154)

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

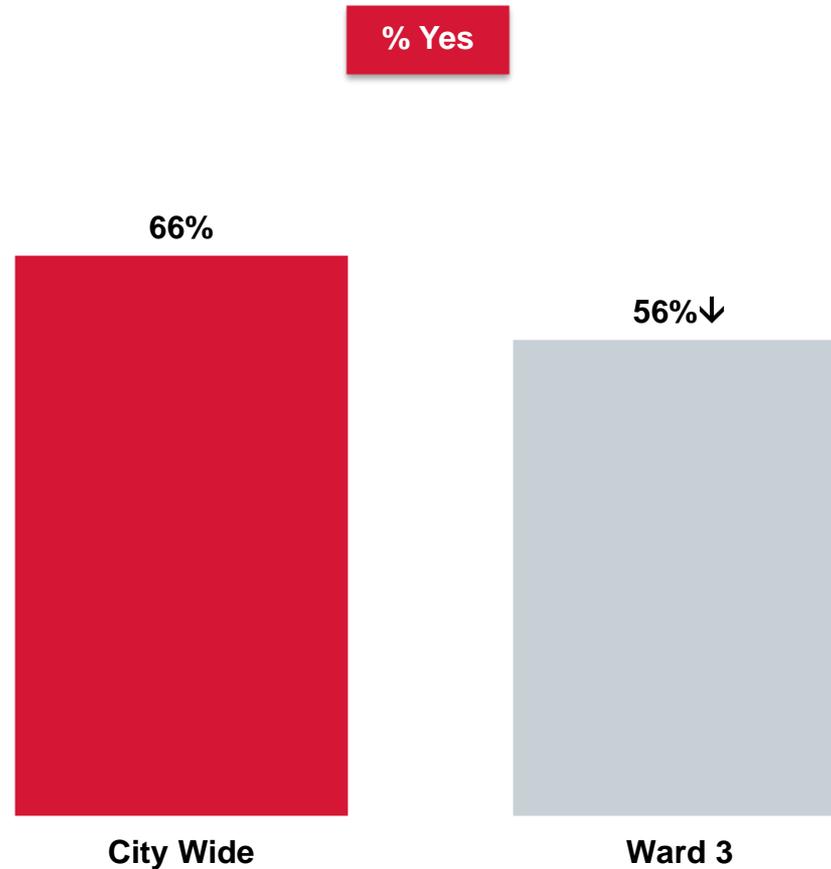


## Contact with The City





# Past 12 Months Contact with The City of Calgary

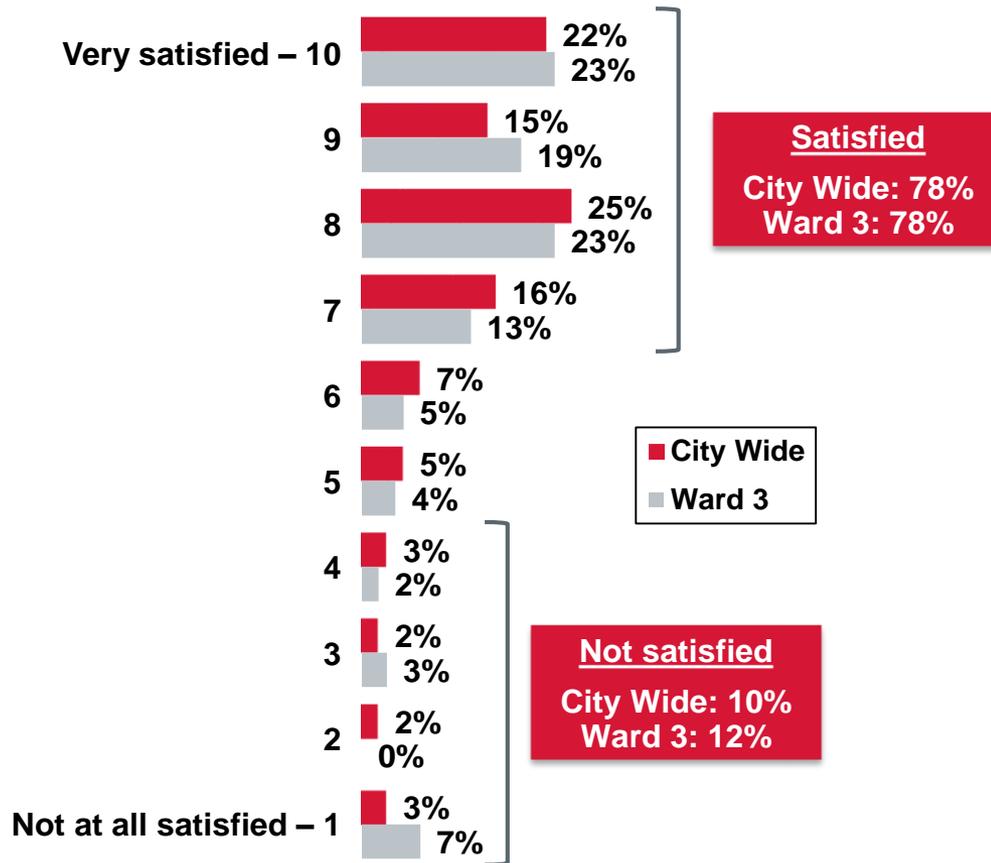


*Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?*

Base: Valid respondents (City Wide: n=2,494 / Ward 3: n=156)



# Satisfaction with the Overall Level and Quality of Customer Service



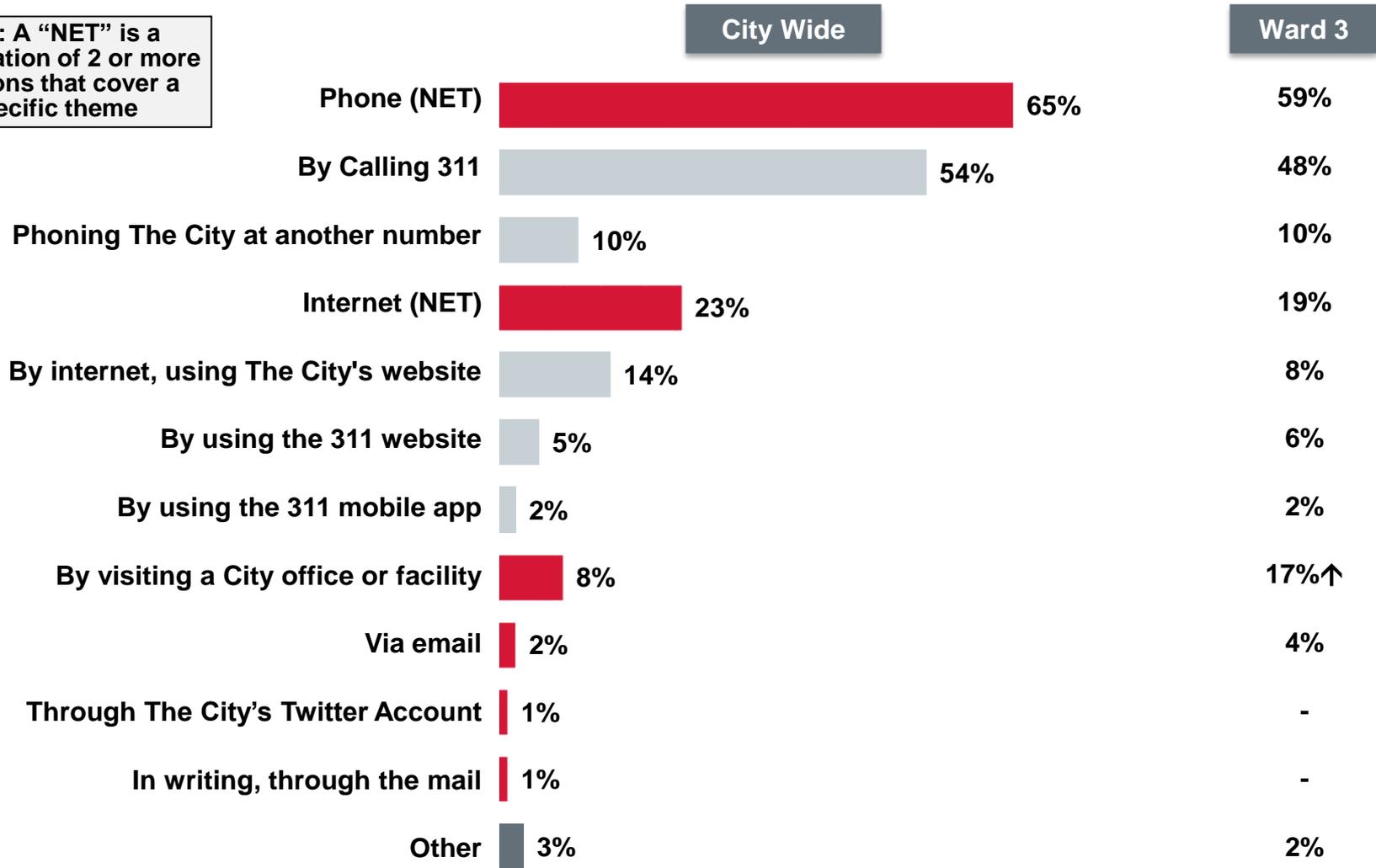
On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,649 / Ward 3: n=91)



# Type of Contact

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

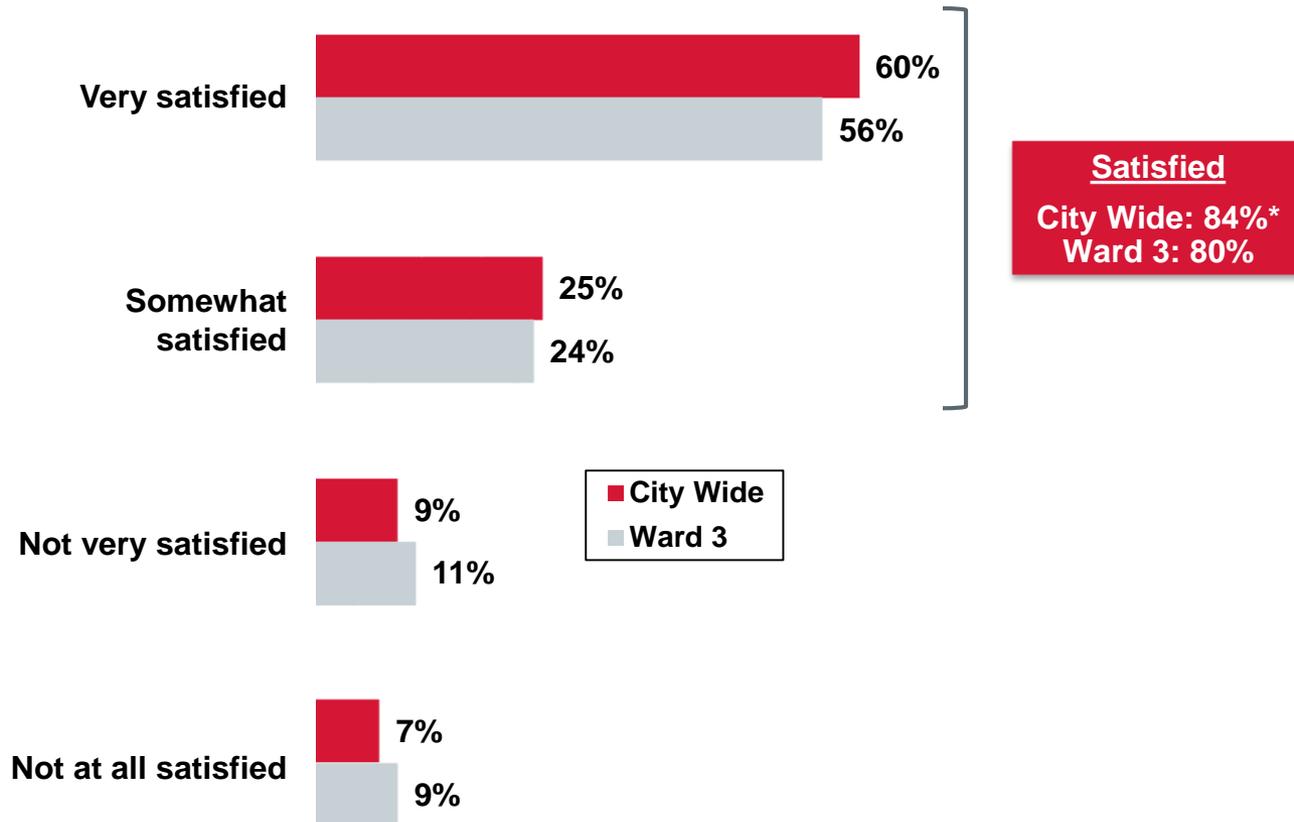


When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,084 / Ward 3: n=63)



# Satisfaction with Most Recent City Contact



\*Rounding

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

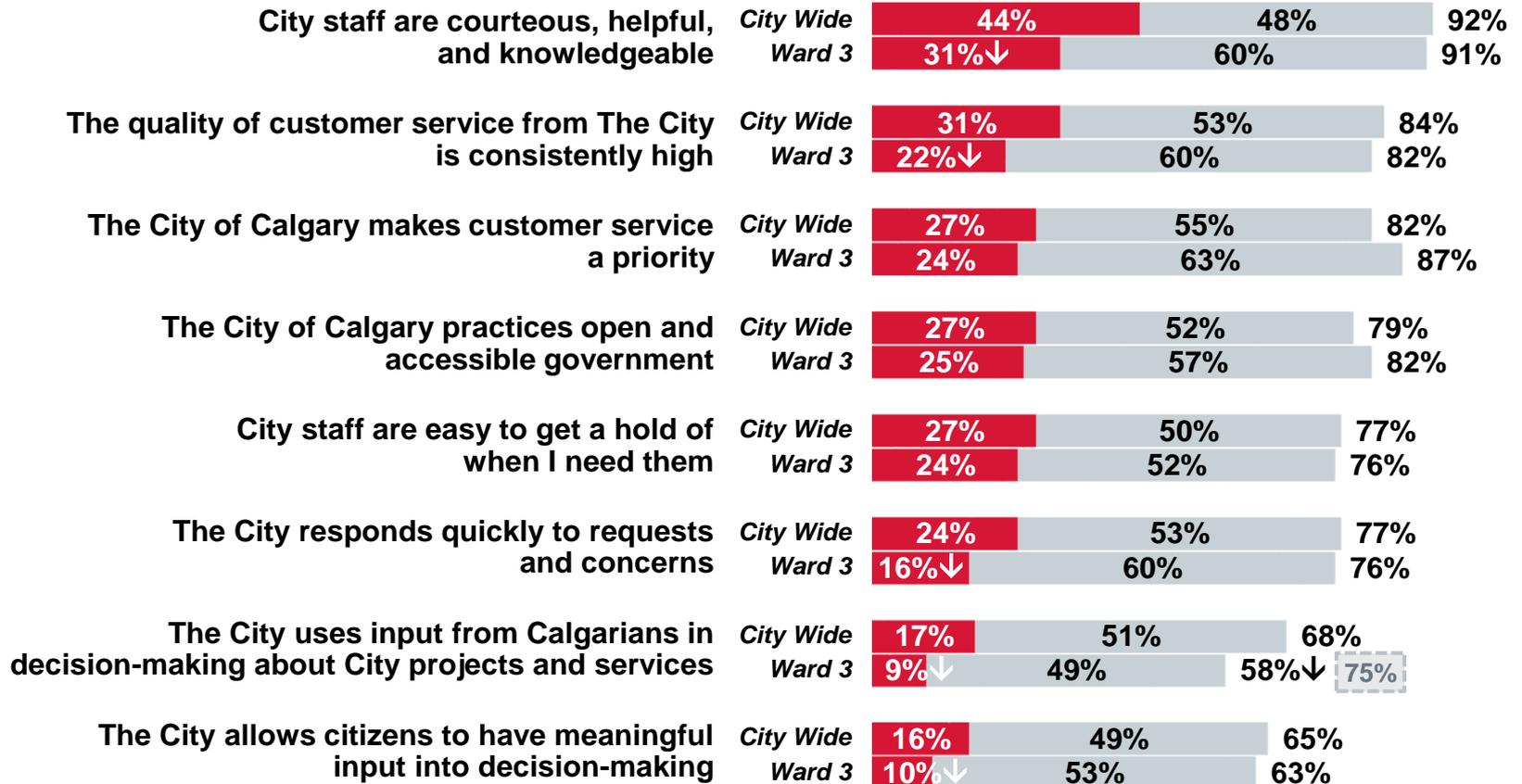
Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,085 / Ward 3: n=63)



# 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 or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Ward 3 2016

Base: Valid respondents (Bases vary)

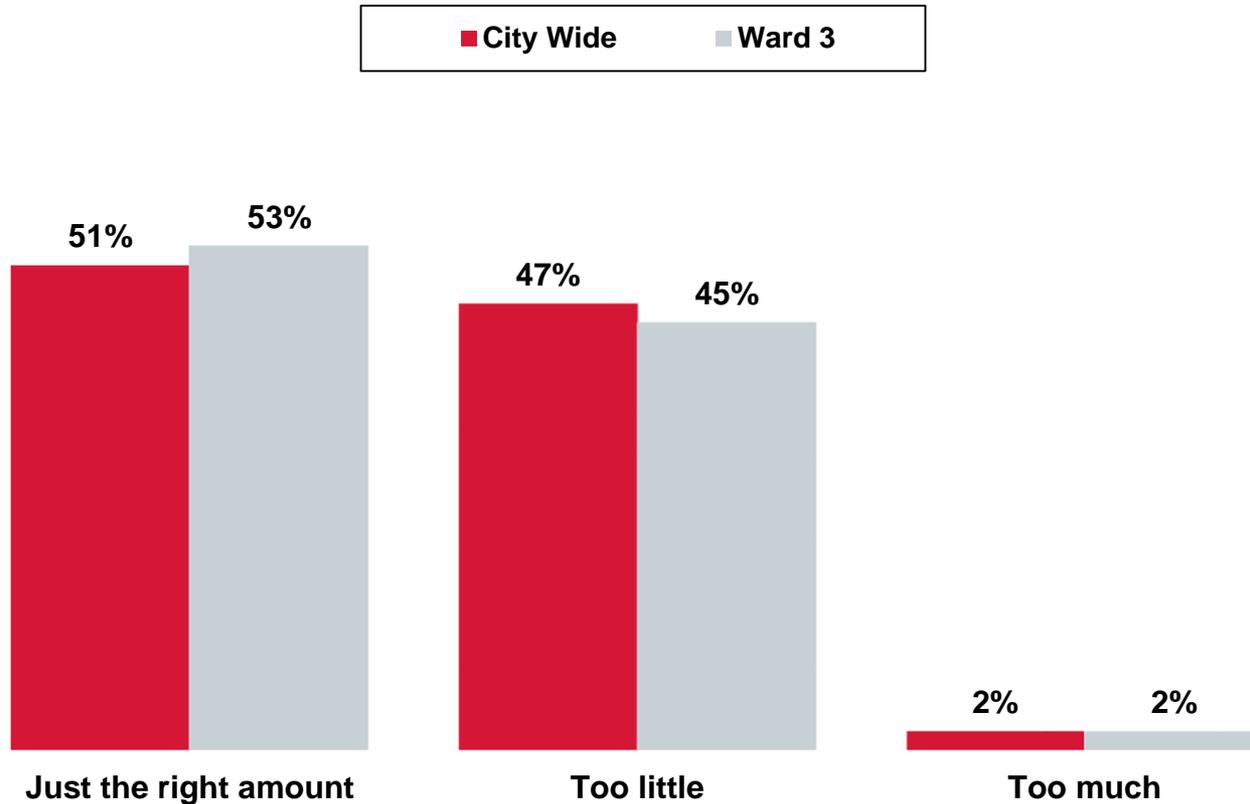


## City Communications





# 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 3: n=155)



# Top Areas for Information from The City

Ward 3

Multiple Responses

|  |     |      |
|--|-----|------|
| <b>Budget &amp; Spending (NET)</b>               | 36% | 38%  |
| Taxes/ government spending                       | 33% | 33%  |
| <b>Infrastructure, Traffic &amp; Roads (NET)</b> | 32% | 22%↓ |
| Roads  | 13% | 7%   |
| Construction                                     | 6%  | 2%   |
| Infrastructure (unspecified)                     | 5%  | 5%   |
| <b>Planning &amp; Development (NET)</b>          | 16% | 21%  |
| Planning/ future growth                          | 9%  | 13%  |
| Land use planning/ development                   | 4%  | 6%   |
| <b>Taxation (NET)</b>                            | 16% | 14%  |
| Taxes/ taxation (unspecified)                    | 10% | 9%   |
| Property taxes                                   | 5%  | 3%   |
| <b>Transit (NET)</b>                             | 15% | 24%↑ |
| Transit  | 7%  | 12%↑ |
| Transportation (unspecified)                     | 7%  | 11%  |
| <b>Government (NET)</b>                          | 12% | 13%  |
| <b>Recreation (NET)</b>                          | 9%  | 9%   |
| Recreation/ leisure centres/ programs            | 7%  | 8%   |
| <b>Community &amp; Social Services (NET)</b>     | 9%  | 10%  |
| City Services (NET)                              | 8%  | 6%   |
| Crime, Safety & Policing (NET)                   | 8%  | 6%   |
| Media (NET)                                      | 6%  | 7%   |
| <b>Environment &amp; Waste Management (NET)</b>  | 5%  | 3%   |
| City/ public art displays                        | 5%  | 6%   |

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

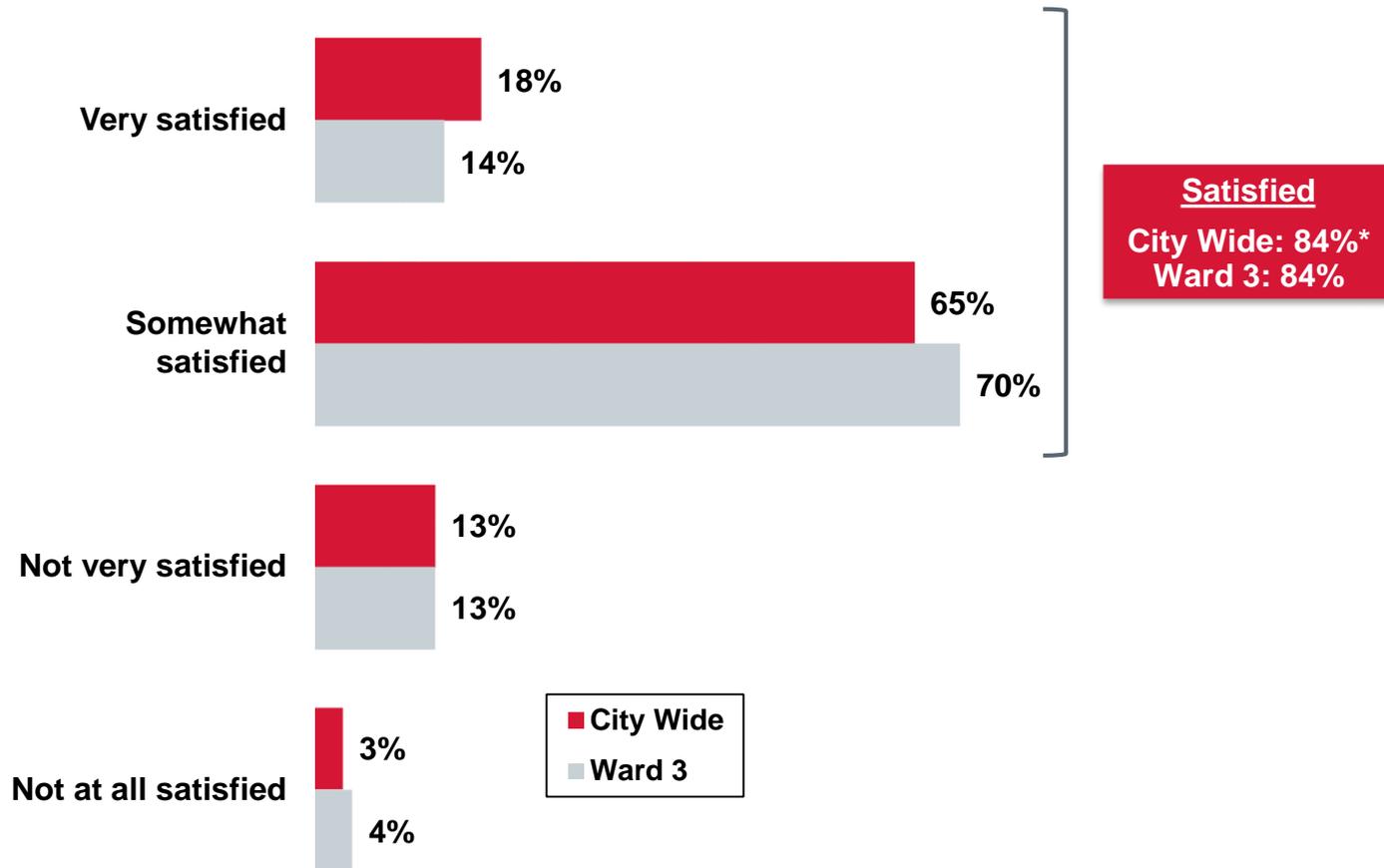
Total mentions <3% are not shown

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 3: n=136)



# 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 3: n=154)



## Demographics





## Gender

|        | City Wide | Ward 3 |
|--------|-----------|--------|
| Male   | 49%       | 48%    |
| Female | 51%       | 52%    |

## Education

|  | City Wide | Ward 3 |
|--|-----------|--------|
| Completed high school or less                      | 18%       | 18%    |
| Some post secondary or completed a college diploma | 35%       | 40%    |
| Completed university degree or post-grad degree    | 47%       | 42%    |

## Age

|             | City Wide | Ward 3    |
|-------------|-----------|-----------|
| 18 to 24    | 13%       | 13%       |
| 25 to 34    | 20%       | 21%       |
| 35 to 44    | 17%       | 13%       |
| 45 to 54    | 20%       | 30%       |
| 55 to 64    | 14%       | 11%       |
| 65 or older | 16%       | 11%       |
| <i>Mean</i> | <i>45</i> | <i>44</i> |

## Income

|                         | City Wide | Ward 3 |
|-------------------------|-----------|--------|
| Less than \$30,000      | 7%        | 3%     |
| \$30,000 to <\$45,000   | 9%        | 8%     |
| \$45,000 to <\$60,000   | 11%       | 6%     |
| \$60,000 to <\$75,000   | 8%        | 10%    |
| \$75,000 to <\$90,000   | 9%        | 9%     |
| \$90,000 to <\$105,000  | 10%       | 12%    |
| \$105,000 to <\$120,000 | 10%       | 9%     |
| \$120,000 to <\$150,000 | 14%       | 18%    |
| \$150,000 or more       | 23%       | 24%    |

Base: Valid respondents (Bases vary)



## Tenure in Calgary

|                          | City Wide | Ward 3 |
|--------------------------|-----------|--------|
| Less than 5 years        | 7%        | 6%     |
| 5 to less than 10 years  | 9%        | 6%     |
| 10 to less than 15 years | 11%       | 16%    |
| 15 to less than 20 years | 12%       | 15%    |
| 20 to less than 30 years | 24%       | 26%    |
| 30 to less than 40 years | 16%       | 14%    |
| 40 or more               | 21%       | 17%    |
| <i>Mean</i>              | 26        | 25     |

## Household Size

|             | City Wide | Ward 3 |
|-------------|-----------|--------|
| 1           | 13%       | 10%    |
| 2           | 31%       | 30%    |
| 3           | 19%       | 18%    |
| 4           | 22%       | 31%    |
| 5 or more   | 15%       | 11%    |
| <i>Mean</i> | 3.0       | 3.1    |

## Children and Seniors in Household

|                | City Wide | Ward 3 |
|----------------|-----------|--------|
| Yes - Children | 36%       | 38%    |
| Yes - Seniors  | 17%       | 13%    |

## Type of Home

|  | City Wide | Ward 3 |
|--|-----------|--------|
| Single-detached house                    | 71%       | 80%    |
| Apartment or apartment-style condominium | 13%       | 8%     |
| Duplex, triplex or fourplex              | 8%        | 5%     |
| Townhouse or rowhouse                    | 7%        | 6%     |
| Another type of multi-dwelling unit      | 1%        | 1%     |

## Own or Rent

|         | City Wide | Ward 3 |
|---------|-----------|--------|
| Own     | 76%       | 80%    |
| Rent    | 21%       | 19%    |
| Other   | -         | -      |
| Neither | 2%        | 1%     |

## Responsible for Property Taxes

|     | City Wide | Ward 3 |
|-----|-----------|--------|
| Yes | 84%       | 83%    |
| No  | 16%       | 17%    |

Base: Valid respondents (Bases vary)



# Respondent Characteristics

## Born in Canada

|     | City Wide | Ward 3 |
|-----|-----------|--------|
| Yes | 74%       | 66%    |
| No  | 26%       | 34%    |

## Age Left Country of Birth

| Base: Not born in Canada | City Wide (n=645) | Ward 3 (n=52) |
|--------------------------|-------------------|---------------|
| Less than 12             | 28%               | 23%           |
| 12 to 17                 | 13%               | 22%           |
| 18 or older              | 59%               | 55%           |
| No response              | 1%                | -             |

## Ethnic Background

|                                      | City Wide | Ward 3 |
|--------------------------------------|-----------|--------|
| Caucasian/ White                     | 24%       | 23%    |
| British                              | 20%       | 15%    |
| Canadian/ French Canadian            | 17%       | 22%    |
| Western European                     | 12%       | 6%     |
| Southern or Eastern European         | 9%        | 7%     |
| East or Southeast Asian              | 9%        | 16%    |
| South Asian                          | 6%        | 8%     |
| Central/ South American or Caribbean | 2%        | 4%     |
| West Asian or Middle Eastern         | 2%        | 1%     |
| African                              | 2%        | 2%     |
| Aboriginal/ First Nations/ Metis     | 2%        | -      |

## Disability

|     | City Wide | Ward 3 |
|-----|-----------|--------|
| Yes | 16%       | 13%    |
| No  | 84%       | 87%    |

## Visible Minority

|     | City Wide | Ward 3 |
|-----|-----------|--------|
| Yes | 23%       | 23%    |
| No  | 77%       | 77%    |

Base: Valid respondents (Bases vary)



## Contact

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