



Ipsos Reid



# 2013 Citizen Satisfaction Survey

## Final Report





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## Methodology

- ◆ Telephone survey conducted with a randomly selected sample of 1,002 Calgarians aged 18 years and older between August 21<sup>st</sup> and September 11<sup>th</sup>, 2013.
- ◆ The margin of error for the total sample of 1,002 is  $\pm 3.1$  percentage points, 19 times out of 20. The margin of error by quadrant is as follows:
  - ❖ Northeast: n=200 (MOE  $\pm 6.9\%$ )
  - ❖ Northwest: n=280 (MOE  $\pm 5.9\%$ )
  - ❖ Southeast: n=221 (MOE  $\pm 6.6\%$ )
  - ❖ Southwest: n=301 (MOE  $\pm 5.7\%$ )
- ◆ Final data were weighted to ensure the overall sample's quadrant and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2011 Federal Census data.
- ◆ Research Note on Tracking
  - ❖ Where possible, results for areas of citizen satisfaction are compared to Fall 2012, Fall 2011, Fall 2010, Fall 2009, Fall 2008, Fall 2007, Fall 2006, Fall and Spring 2005, and Spring 2004.

# 2013 HIGHLIGHTS



## 2013 HIGHLIGHTS

- ① Perceptions about quality of life in Calgary show significant positive momentum.
- ② The City of Calgary has realized significant increases in performance ratings.
- ③ Perceptions of The City's flood performance are decidedly positive.
- ④ Satisfaction with three City services see significant increases.
- ⑤ *"Infrastructure, traffic and roads"* remains in the top position on the 2013 issue agenda.
- ⑥ *"Crime, safety and policing"* is decreasing in prominence as a key issue facing Calgary.
- ⑦ The City has made tremendous gains from 2010 (just prior to the last Municipal election).



## 2013 HIGHLIGHTS: KEY METRIC INCREASES

### Strongest Quality of Life.

- *“Quality of life has improved in the past 3 years” (35% in 2013 vs. 30% in 2012 vs. 26% in 2011 vs. 18% in 2010).*

### An Accessible and High Performing City.

- *“The City practices open and accessible government” (30% strongly agree in 2013 vs. 25% in 2012 & 2011 vs. 15% in 2010).*
- *“The overall performance of The City is very good” (38% in 2013 vs. 33% in 2012 vs. 24% in 2011 vs. 18% in 2010).*

### More Value. Consistent Service.

- *Value for Money – Good value for taxes (65% in 2013 vs. 51% in 2010)*
- *“The quality of service from The City is consistently high” (31% strongly agree in 2013 vs. 23% in 2012).*

### Outstanding Flood Response.

- *Virtually all citizens – 95% to 99% – give The City positive ratings on each of the seven aspects of flood performance evaluated.*



## Summary of Key Findings

### Perceptions about quality of life in Calgary continue to be positive.

- ◆ For the second consecutive year, close to nine-in-ten (88%) Calgarians say the quality of life in Calgary is 'good'.
  - ❖ It is notable that this represents a 10 percentage point increase from just three years ago (78% in 2010).
- ◆ Further, 2013 sees a significant 5 percentage point increase in the proportion of Calgarians who say that quality of life has 'improved in the past three years' (from 30% in 2012 to 35% in 2013).
  - ❖ This is a striking 17 percentage point gain from 18% in 2010.
- ◆ Just 17% of Calgarians say the quality of life has 'worsened', consistent with 2012 (18%) and maintaining an all time tracking low.
- ◆ While 'Roads & Infrastructure' (40%) remains the most frequent reason given for the perception of an improved quality of life, the 'Mayor & Council' (29%) climbs to second place, ahead of 'Parks & Recreation' (23%) and the 'Economy' (19%).
  - ❖ In fact, mentions of the 'Mayor & Council' are up a significant 13 percentage points from 2012 (16%) – and a dramatic 27 percentage points from 2010 (2%), just prior to the last Municipal election.



## Summary of Key Findings

### The City of Calgary has realized significant increases in performance ratings.

- ◆ Virtually all Calgarians (95%) continue to give The City a ‘good’ rating for overall performance.
  - ❖ While this leaves little room for improvement, looking at ‘very good’ ratings, there is a significant 5 percentage point increase from 2012 (33% in 2012 vs. 38% in 2013) and a 20 percentage point jump from 2010 (18%).
- ◆ Attitudes regarding City service delivery and transparency see significant gains in 2013.
  - ❖ Three-in-ten (31%) Calgarians ‘strongly agree’ that ‘The quality of service from The City is consistently high’ (up 8 percentage points from 23% in 2012).
  - ❖ Thirty percent also ‘strongly agree’ that ‘The City of Calgary practices open and accessible government’ (up 5 percentage points from 25% in 2012) – moreover, this measure is up 15 percentage points 2010.
- ◆ Perceptions of City communications hold strong in 2013.
  - ❖ In 2013, seven-in-ten (69%) Calgarians say that they receive ‘just the right amount’ of information from The City – on par with results from 2011 and 2012 (65%) but up a significant 12 percentage points from 2010 (57%).
  - ❖ While overall satisfaction with the quality of City information and communications remains on par with one year ago (87% in 2013 vs. 84% in 2012), there has been a significant 12 percentage point increase from 2010 (75%).
- ◆ Satisfaction with The City’s environmental performance remains high (91%) and consistent with 2012 (88%).
  - ❖ Up significantly, however, is the perception of the overall state of Calgary’s environment – considering ‘very good’ ratings, there is a 6 percentage point gain (from 35% in 2012 to 41% in 2013).

## Summary of Key Findings

### The perceived value of property taxes and citizens' perceptions of taxation hold steady in 2013.

- ◆ Close to two-thirds (65%) of citizens give The City a 'good value' rating for the value of their property taxes – on par with 2012 (62%) but up significantly from three years ago (51% in 2010).
- ◆ Citizens' attitudes towards tax increases are unchanged from 2012.
  - ❖ Overall, 59% say The City should increase taxes (to expand or maintain services) – with 26% who support 'increase taxes to expand services' and 33% who support 'increase taxes – to maintain service levels.'

### Perceptions of The City's flood performance are decidedly positive.

- ◆ Virtually all (95% to 99%) citizens give The City positive ratings on each of the seven aspects of flood performance evaluated.
  - ❖ Considering '*strongly agree*' ratings, The City receives top marks for emergency response (83% '*strongly agree*' they are satisfied) and overall response (77% '*strongly agree*' they are satisfied), followed by communications (73% '*strongly agree*' The City effectively communicated with citizens) and the evacuation process (72% '*strongly agree*' The City handled the process effectively).
  - ❖ Comparatively lower – though still strong – is agreement that 'The City is doing the right thing to help Calgarians recover' (58% '*strongly agree*'), 'The City provided adequate support to Calgarians evacuated from their homes' (57% '*strongly agree*') and they are satisfied 'with The City's flood recovery program' (47% '*strongly agree*').
- ◆ Top-of-mind, the most salient aspects of The City's response to the flood are timeliness and effectiveness of the response (40%), communication (30%) and performance of City leadership (26%).



## Summary of Key Findings

### Three City services see significant increases in satisfaction.

- ◆ Calgary Transit – a 6 percentage point increase in ‘very or somewhat satisfied’ ratings (74% in 2012 to 80% in 2013).
- ◆ Quality of Drinking Water – a 7 percentage point increase in ‘very satisfied’ ratings (68% in 2012 to 75% in 2013).
- ◆ The Fire Department – a 4 percentage point increase in ‘very satisfied’ ratings (81% in 2012 to 85% in 2013).

### *“Infrastructure, traffic and roads” remains in the top position on the 2013 issue agenda.*

- ◆ In 2013, 36% of Calgarians cite *“infrastructure/traffic/roads”* as an important issue, while 27% say it is the most important issue – these findings are consistent with 2012.
  - ❖ It is interesting that ‘roads & infrastructure’ is a frequent reason given for perceptions of both an improved and worsened quality of life.
  - ❖ In 2013, “road conditions” is gaining prominence as an important issue (up significantly from 6% in 2012 to 14% in 2013).

### *“Crime, safety and policing” is decreasing in prominence as a key issue facing Calgary.*

- ◆ In 2013, 12% of Calgarians cite *“crime, safety and policing”* as an important issue (down 7 percentage points from 2012), while 8% say it is the most important issue (down 5 percentage points from 2012).

# DETAILED FINDINGS

# ISSUE AGENDA



# Issue Agenda

Change  
Fall '12 – Fall '13

Multiple Responses				
<b>INFRASTRUCTURE, TRAFFIC &amp; ROADS (NET)</b>		<b>27%</b>	<b>36%</b>	<b>-2</b>
	Traffic congestion	<b>11%</b>	<b>14%</b>	<b>-3</b>
	Road conditions	<b>9%</b>	<b>14%</b>	<b>+8★</b>
	Infrastructure maintenance/ improvement/ development	<b>3%</b>	<b>4%</b>	<b>-6★</b>
	(Lack of) snow removal	<b>2%</b>	<b>3%</b>	<b>-2</b>
<b>TRANSIT (NET)</b>		<b>14%</b>	<b>22%</b>	<b>-3</b>
	Public Transportation [incl. buses/ C-train/ poor service]	<b>7%</b>	<b>13%</b>	<b>-</b>
	Transportation (unspecified)	<b>5%</b>	<b>7%</b>	<b>-3</b>
<b>EDUCATION [incl. lack of teachers/ funding/ schools/local schools]</b>		<b>7%</b>	<b>14%</b>	<b>+4★</b>
<b>CRIME, SAFETY &amp; POLICING (NET)</b>		<b>8%</b>	<b>12%</b>	<b>-7★</b>
	Crime [incl. breaking & entering/ gangs/ safety/ public safety, etc.]	<b>7%</b>	<b>10%</b>	<b>-3</b>
	Policing [incl. lack of presence]	<b>1%</b>	<b>2%</b>	<b>-2★</b>
<b>RECREATION (NET)</b>		<b>3%</b>	<b>8%</b>	<b>-2</b>
	Lack of accessible recreation facilities/ sports fields/ hockey rinks	<b>0%</b>	<b>5%</b>	<b>-1</b>
<b>FLOOD RELATED ISSUES (NET)</b>		<b>6%</b>	<b>8%</b>	<b>n/a</b>
<b>GROWTH AND PLANNING (NET)</b>		<b>4%</b>	<b>7%</b>	<b>+2</b>
<b>TAXES (NET)</b>		<b>3%</b>	<b>6%</b>	<b>+1</b>
<b>HEALTHCARE</b>		<b>3%</b>	<b>6%</b>	<b>+1</b>
<b>HOMELESSNESS, POVERTY &amp; AFFORDABLE HOUSING (NET)</b>		<b>4%</b>	<b>5%</b>	<b>-</b>
<b>ENVIRONMENT &amp; WASTE MANAGEMENT (NET)</b>		<b>2%</b>	<b>4%</b>	<b>-2</b>
<b>BUDGET AND SPENDING (NET)</b>		<b>2%</b>	<b>2%</b>	<b>-1</b>
	Other		<b>21%</b>	
	None	<b>4%</b>	<b>4%</b>	

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

■ First Mention ■ Other Mentions

Most mentions <3% are not shown

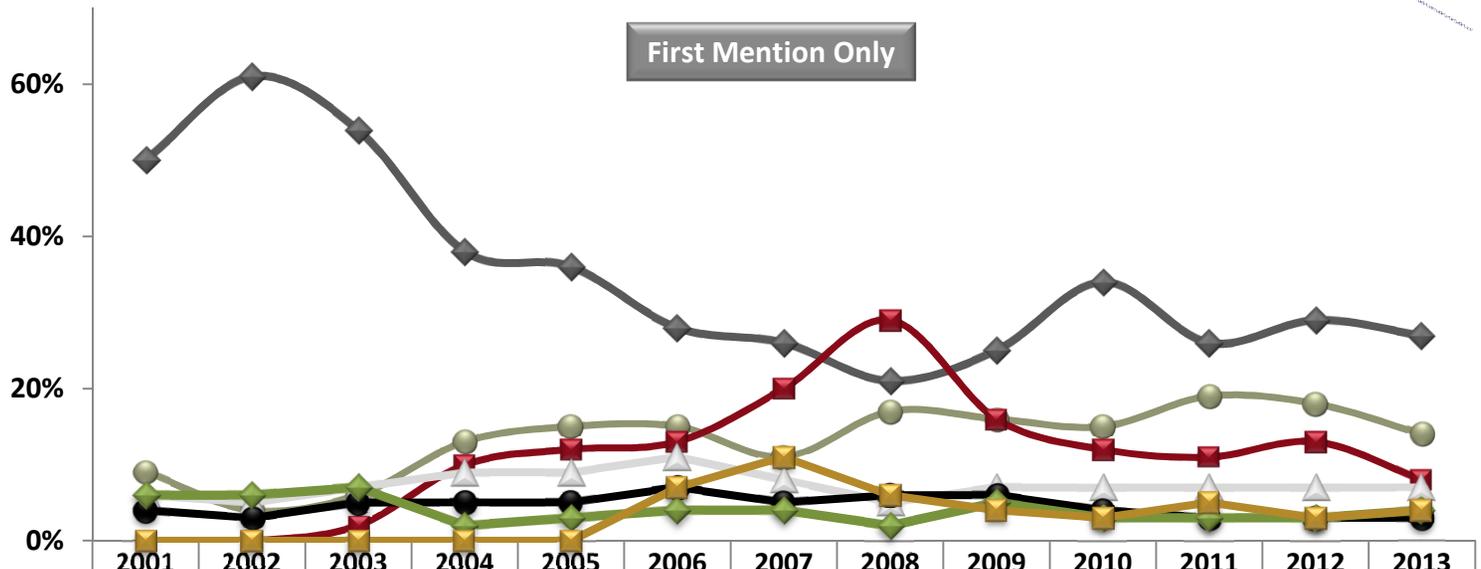
★ Denotes statistically significant change from 2012 to 2013

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 (n=878)



# Tracking Most Important Issues Facing Calgary



	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Infrastructure, Traffic & Roads	50%	61%	54%	38%	36%	28%	26%	21%	25%	34%	26%	29%	27%
Transit	9%	4%	6%	13%	15%	15%	11%	17%	16%	15%	19%	18%	14%
Crime, Safety & Policing	0%	0%	2%	10%	12%	13%	20%	29%	16%	12%	11%	13%	8%★
Education	6%	5%	7%	9%	9%	11%	8%	5%	7%	7%	7%	7%	7%
Healthcare	4%	3%	5%	5%	5%	7%	5%	6%	6%	4%	3%	3%	3%
Growth & Planning	6%	6%	7%	2%	3%	4%	4%	2%	5%	3%	3%	3%	4%
Poverty, Homelessness & Affordable Housing	0%	0%	0%	0%	0%	7%	11%	6%	4%	3%	5%	3%	4%

★ Denotes statistically significant change from 2012 to 2013

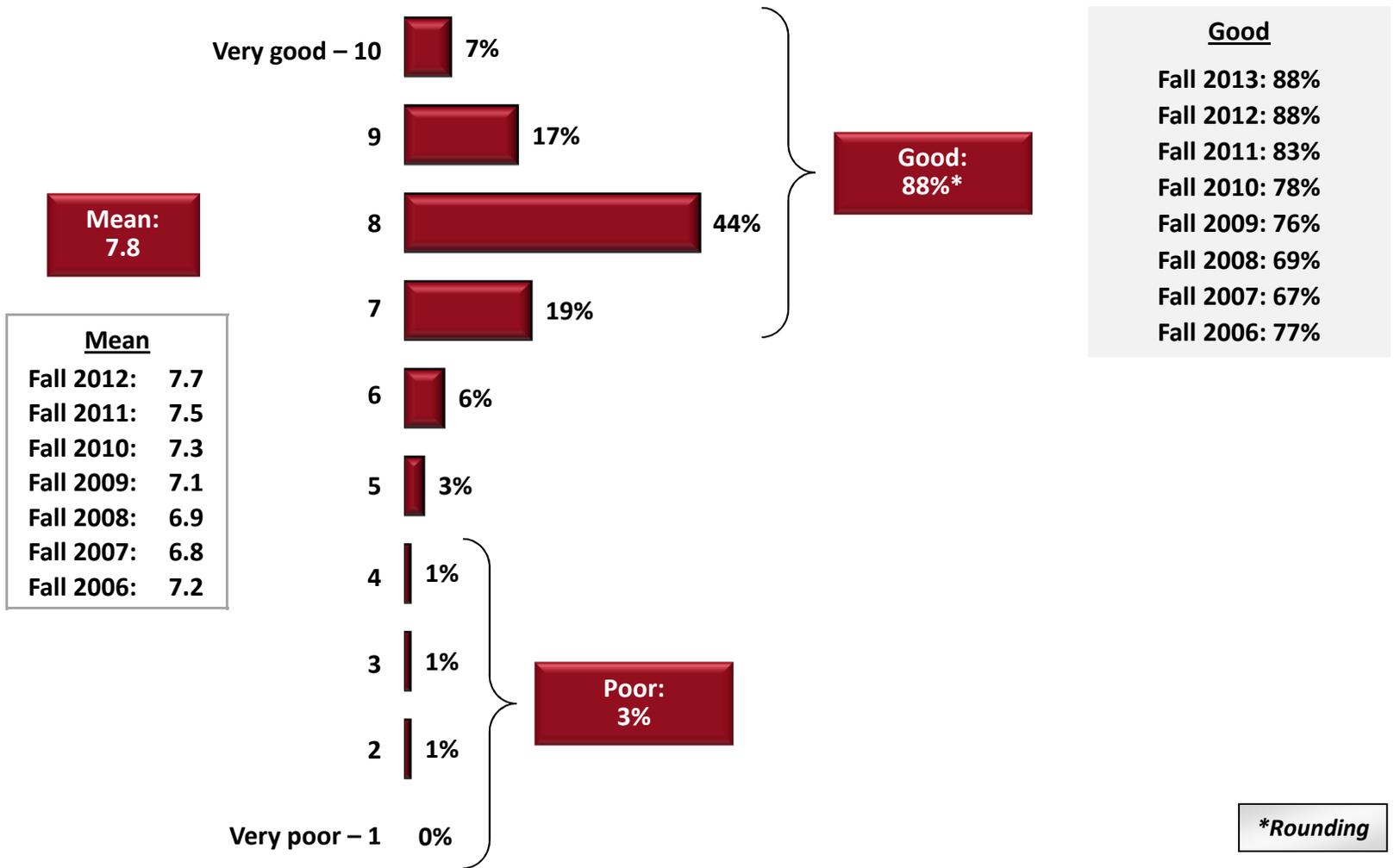
In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? (Prior to 2004: What, in your opinion is the most important issue facing city of Calgary today?)

Base: Valid respondents

# QUALITY OF LIFE



# Overall Quality of Life in Calgary

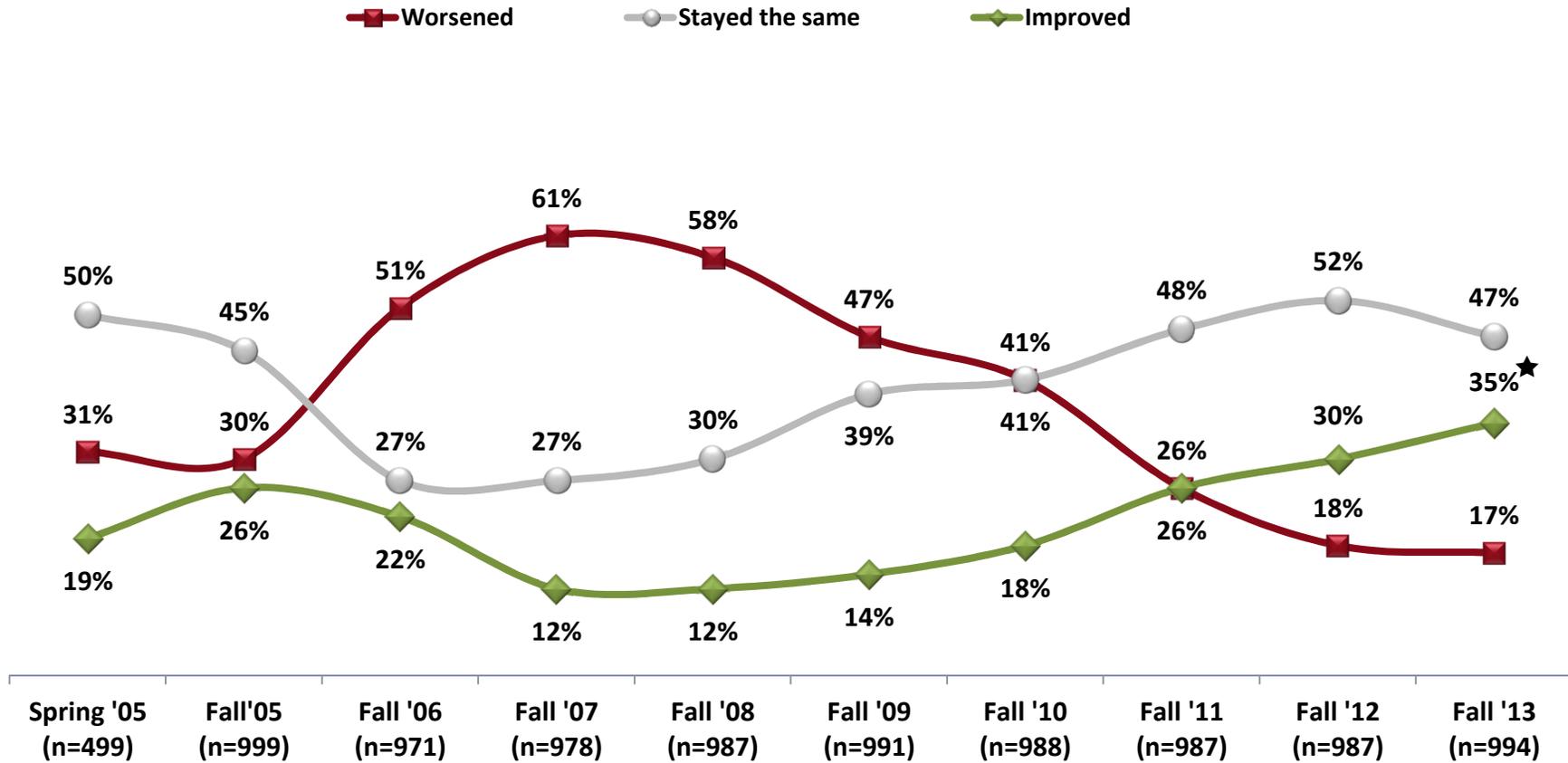


On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good" how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (n=1,001)



# Perceived Change in the Quality of Life in Calgary



★ Denotes statistically significant change from 2012 to 2013

And, do you feel that the quality of life in The City of Calgary in the past three years has ...?

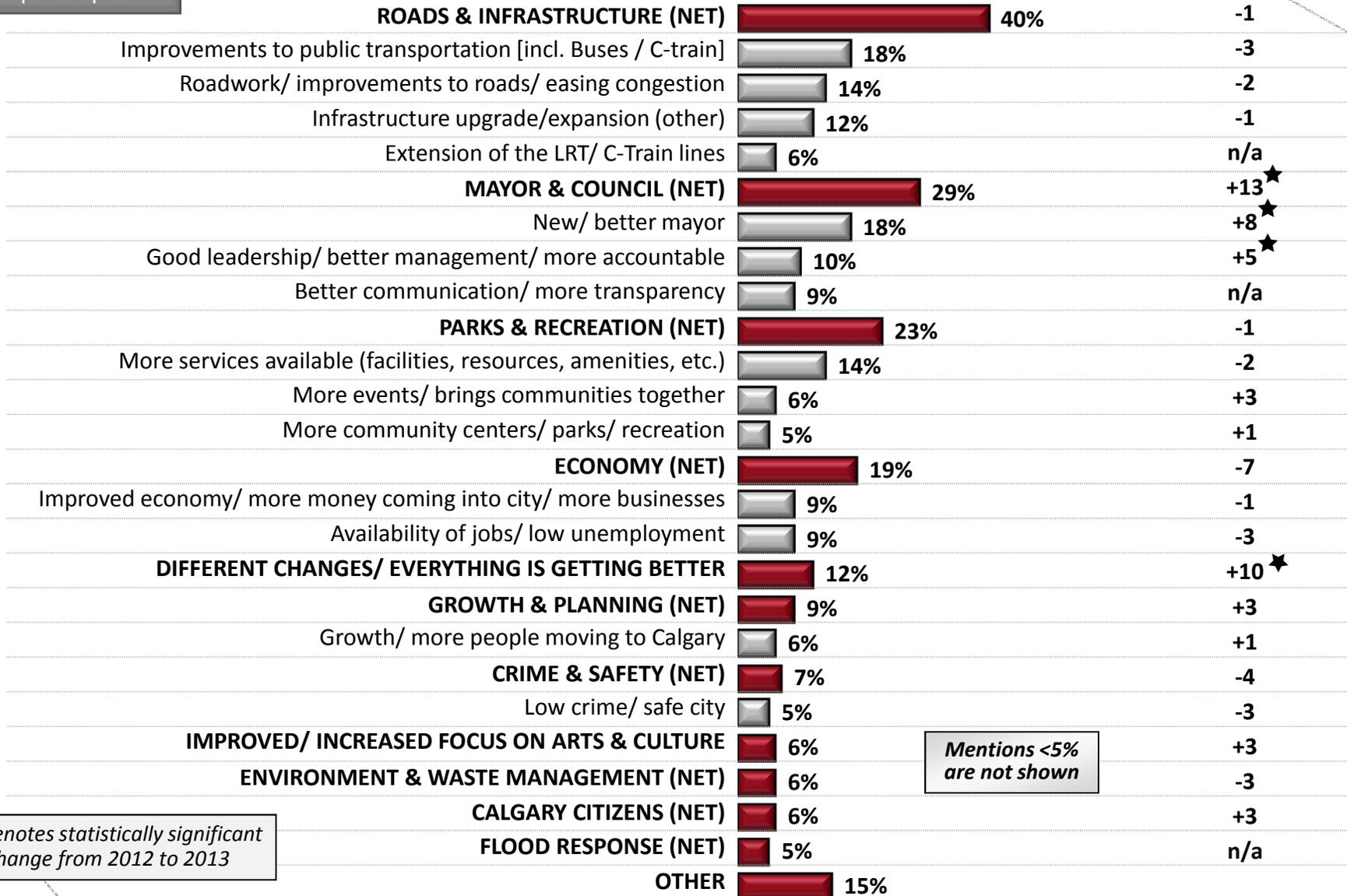
Base: Valid respondents (n=994)



# Reasons for Improved Quality of Life

Multiple Responses

Change  
Fall '12 – Fall '13



★ Denotes statistically significant change from 2012 to 2013

Mentions <5% are not shown

Why do you think the quality of life in Calgary has improved?

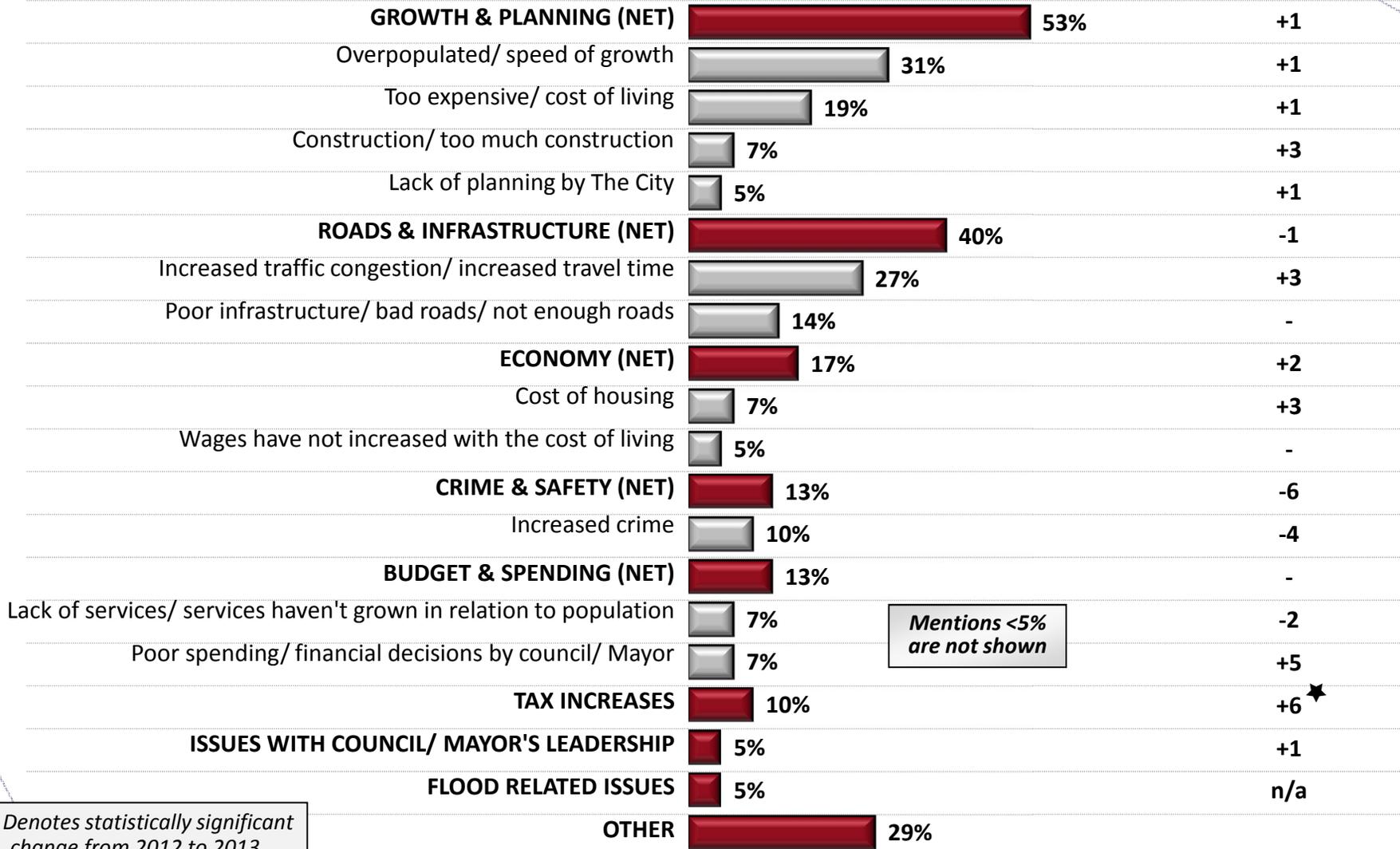
Base: Valid respondents who feel quality of life has improved (n=315)



# Reasons for Deteriorated Quality of Life

Multiple Responses

Change  
Fall '12 – Fall '13



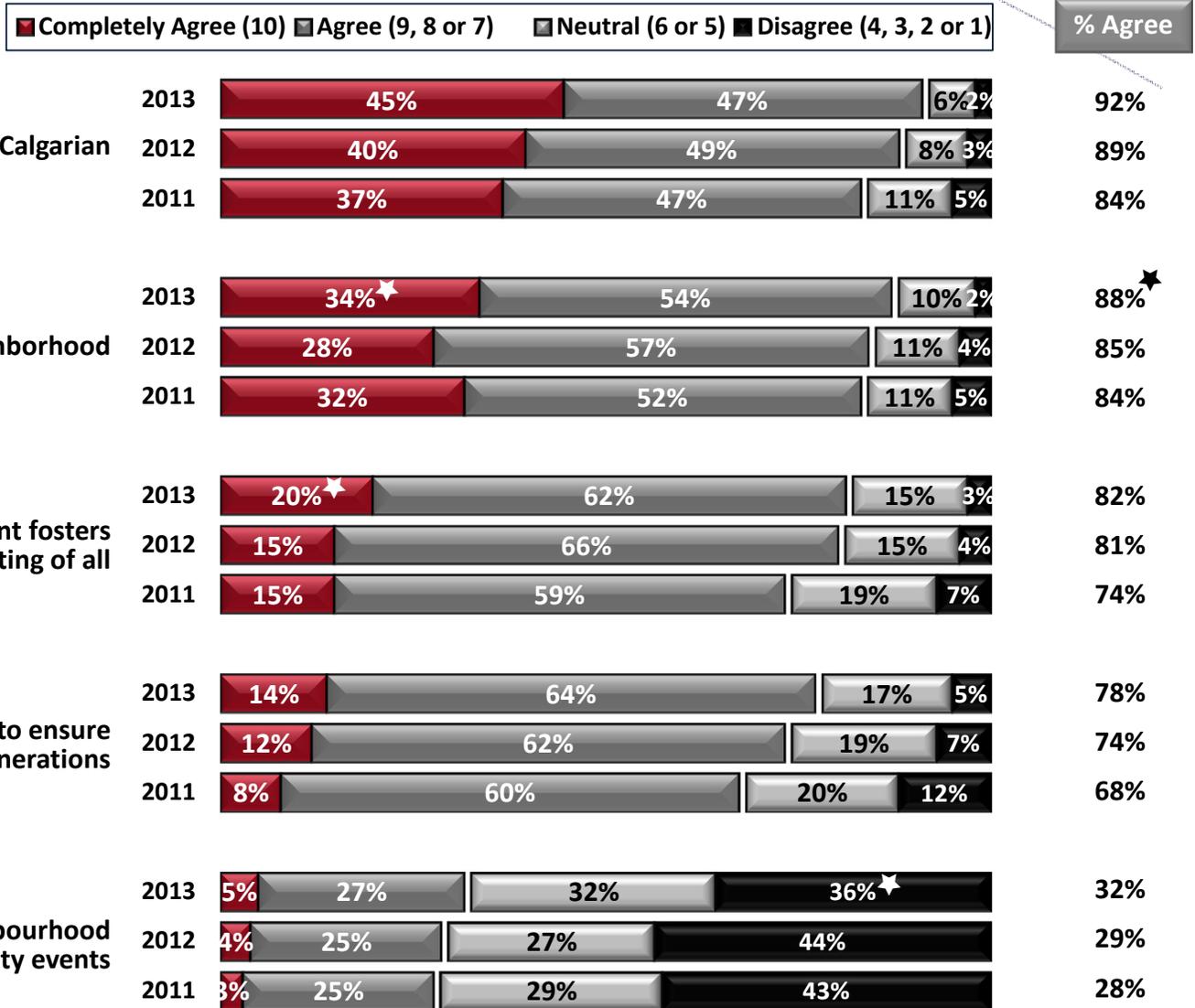
★ Denotes statistically significant change from 2012 to 2013

Why do you think the quality of life in Calgary has worsened?

Base: Valid respondents who feel quality of life has worsened (n=200)



# Sustainability Metrics



★ Denotes statistically significant change from 2012 to 2013

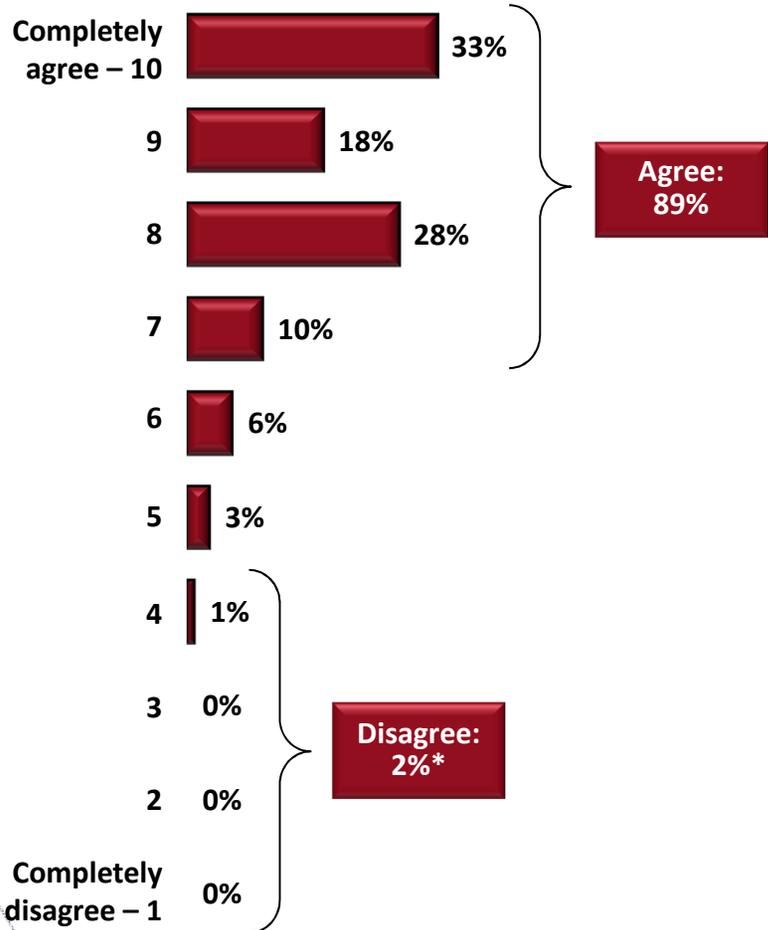
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree".

Base: Valid respondents

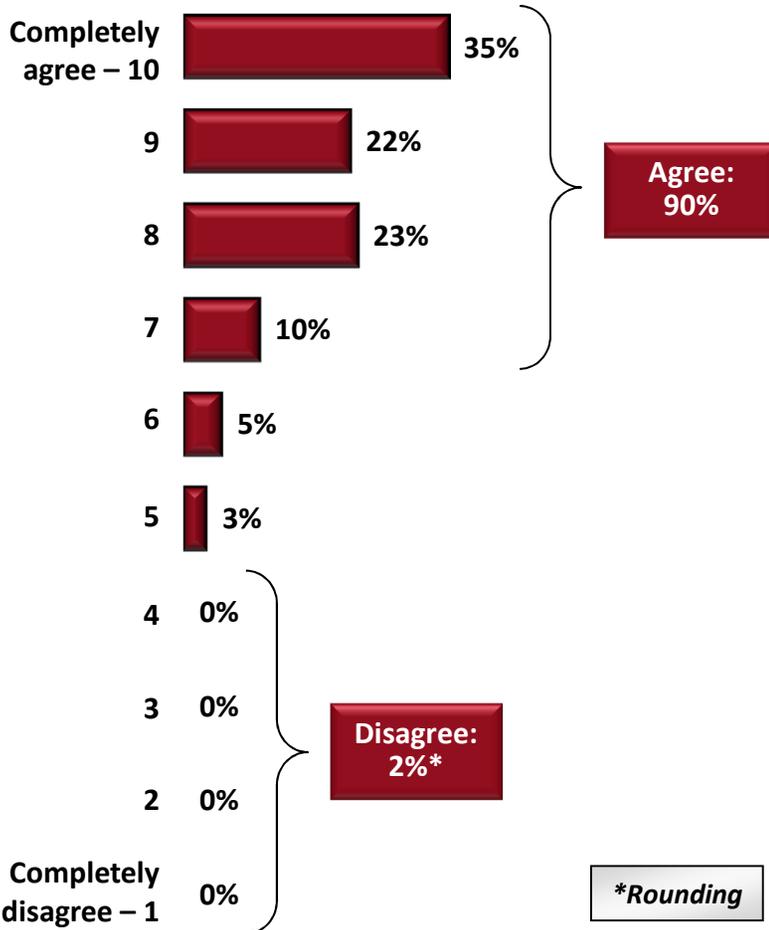


# Sustainability: Making a Life and Making a Living

Calgary is a Great Place to Make a Life



Calgary is a Great Place to Make a Living



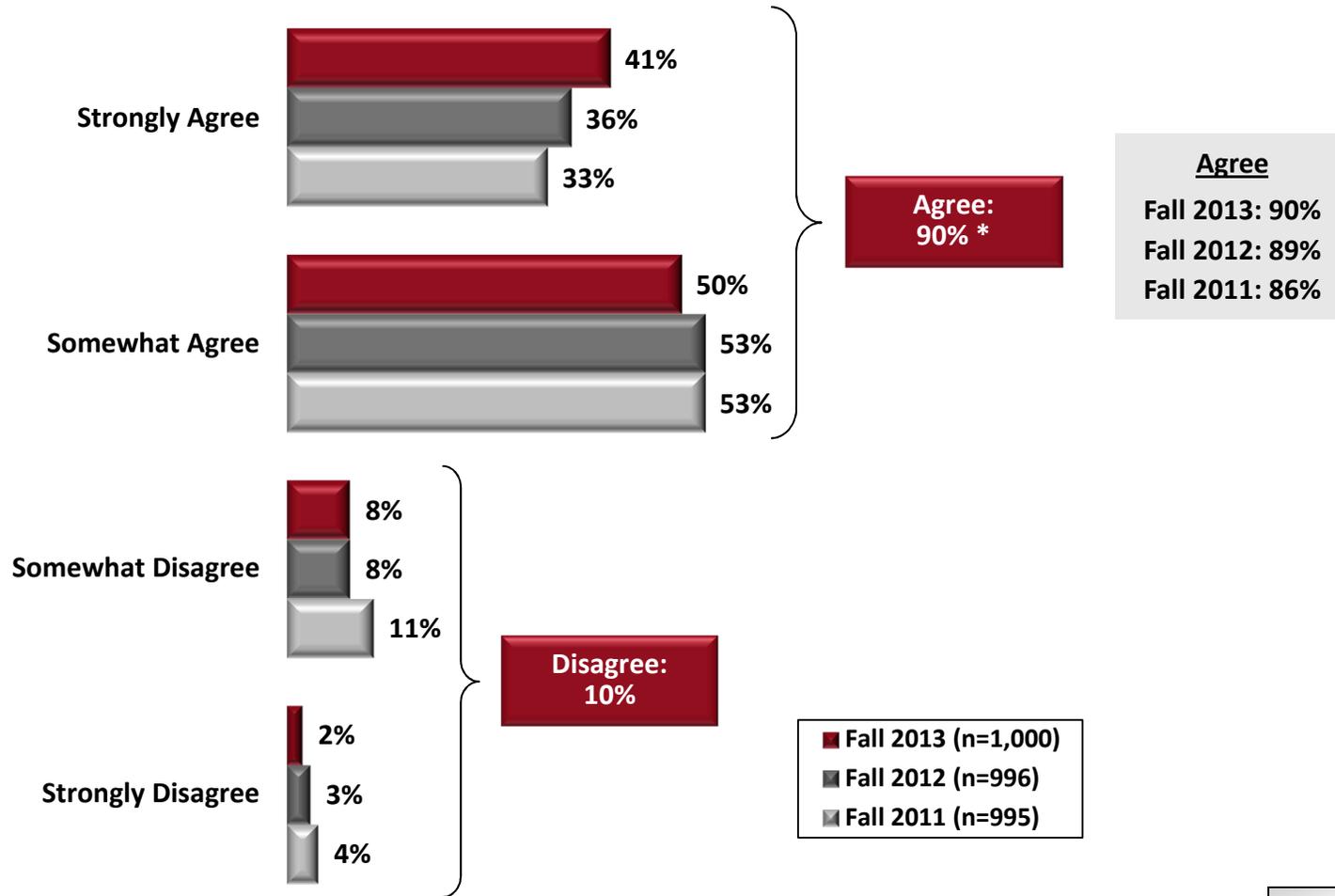
\*Rounding

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



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



*\*Rounding*

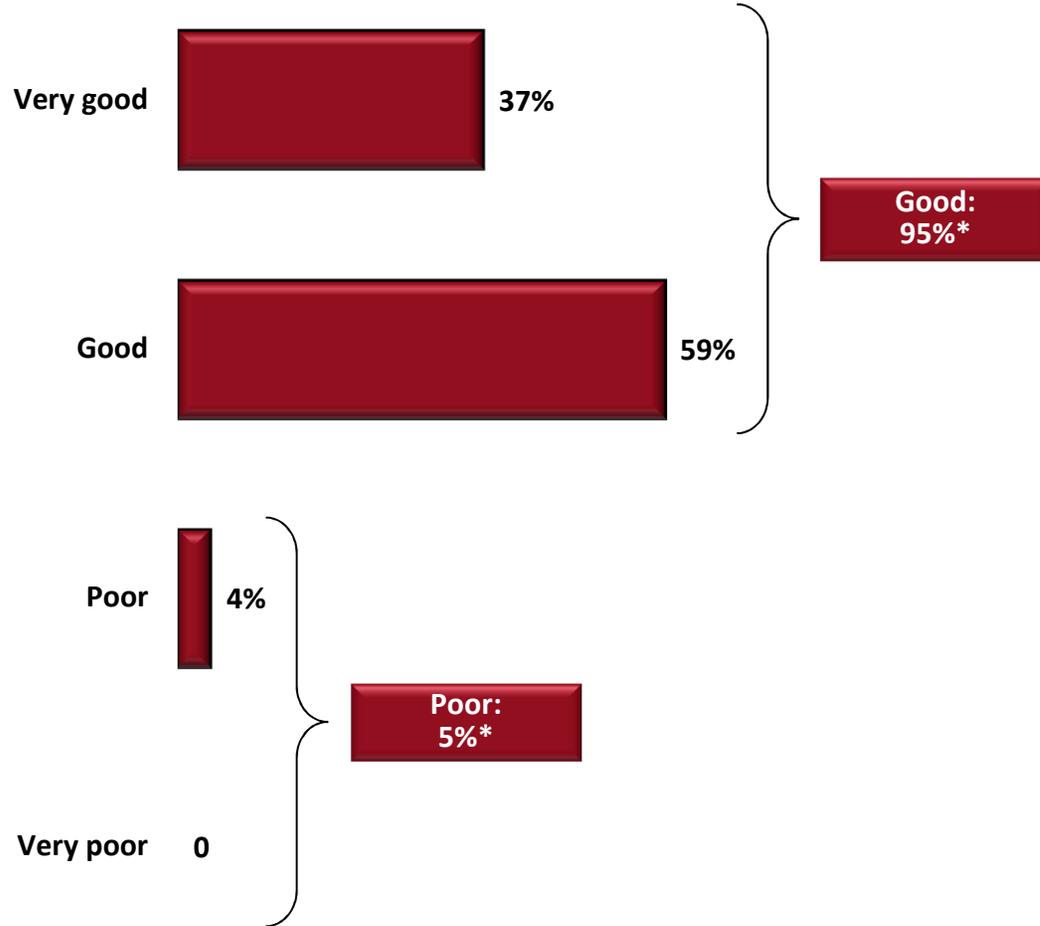
*There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future : Calgary is on the right track to be a better city 10 years from now.*

Base: Valid respondents

# **CITY PROGRAMS AND SERVICES**



# Overall Quality of City Services in Calgary



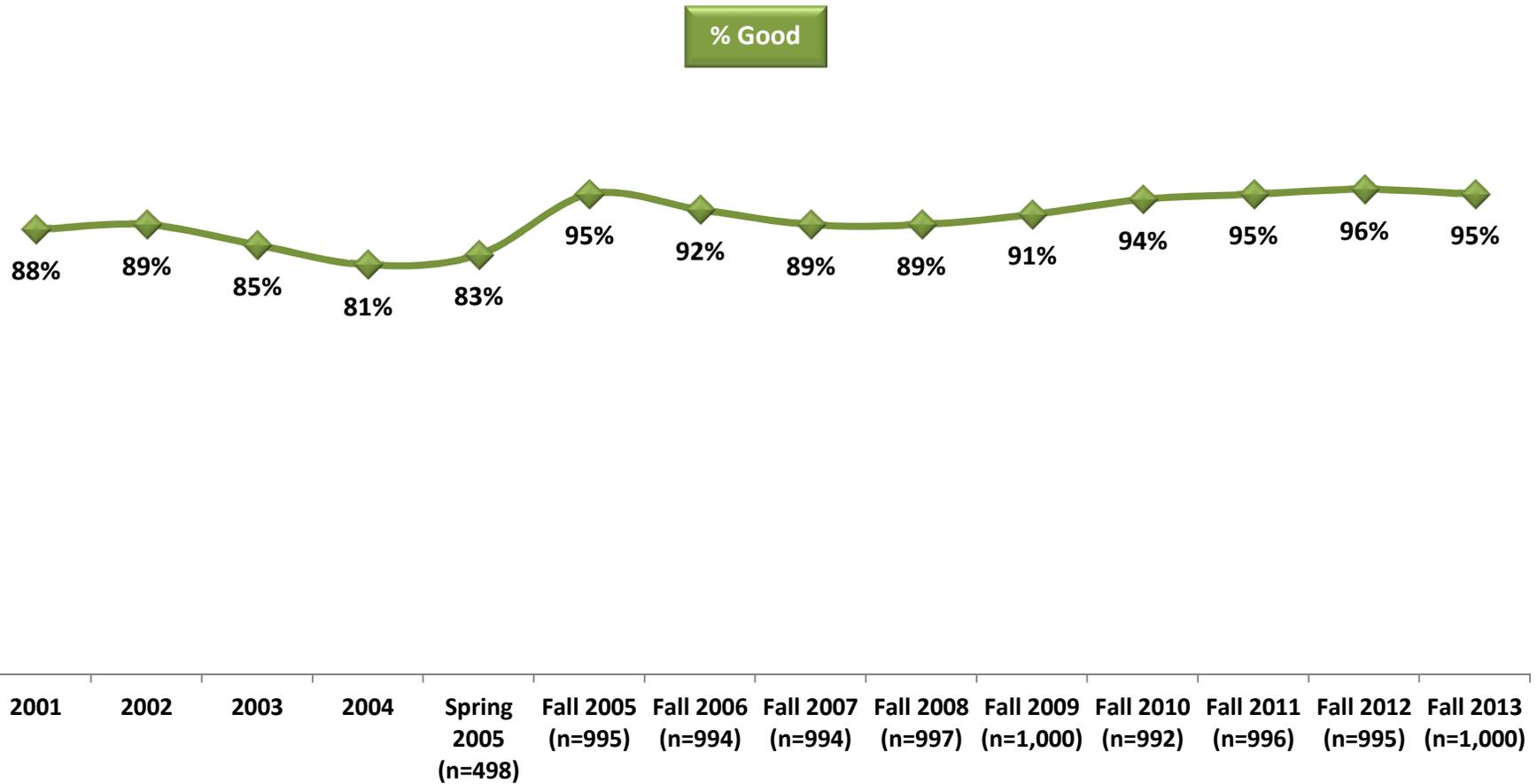
*\*Rounding*

Overall, thinking of all the services that The City of Calgary provides, would you say that the quality of services provided is ...?

Base: Valid respondents (n=1,000)



# Tracking Overall Quality of City Services in Calgary

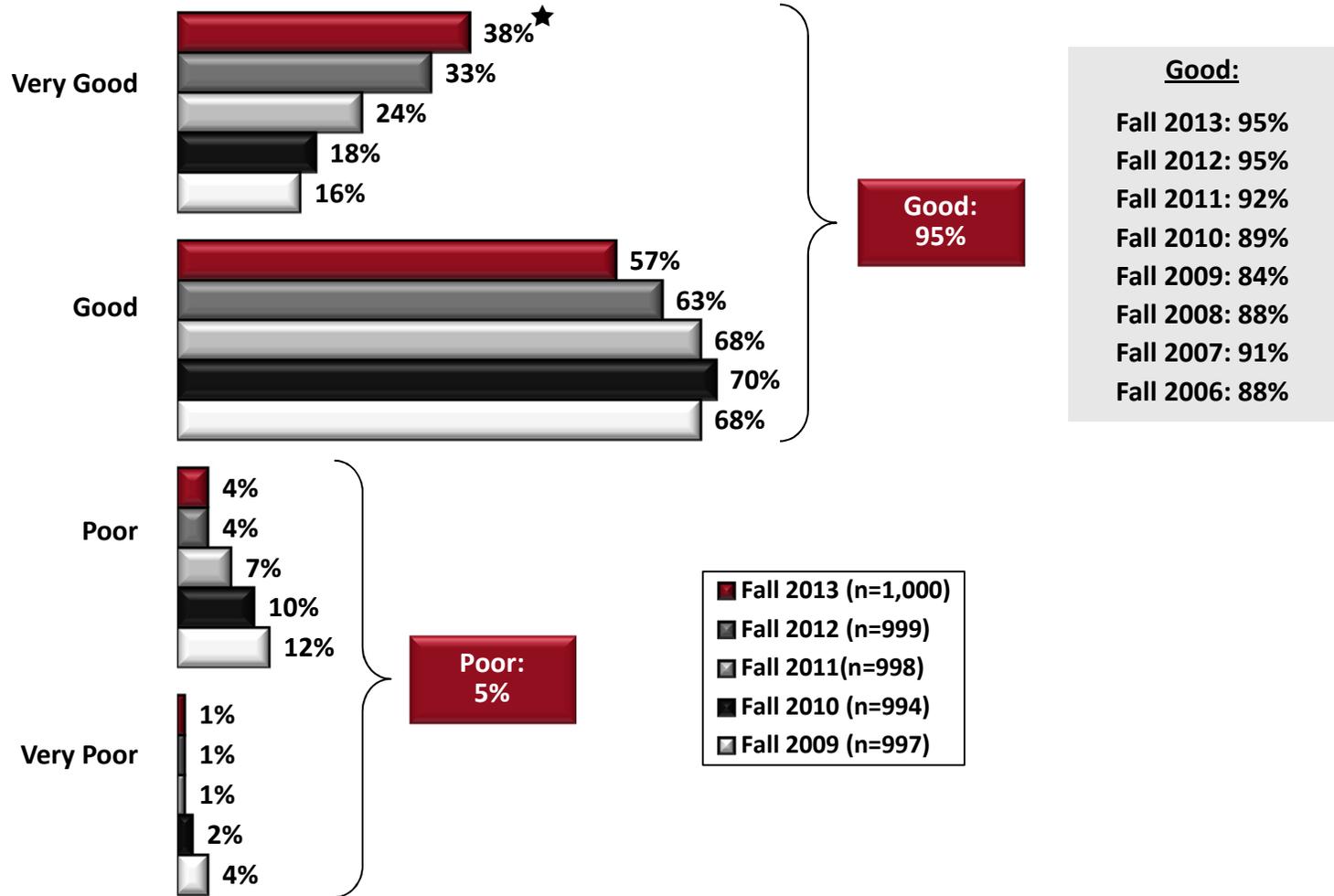


Overall, thinking of all the services that The City of Calgary provides, would you say that the quality of services provided is ...?

Base: Valid respondents



# Overall Performance of The City of Calgary



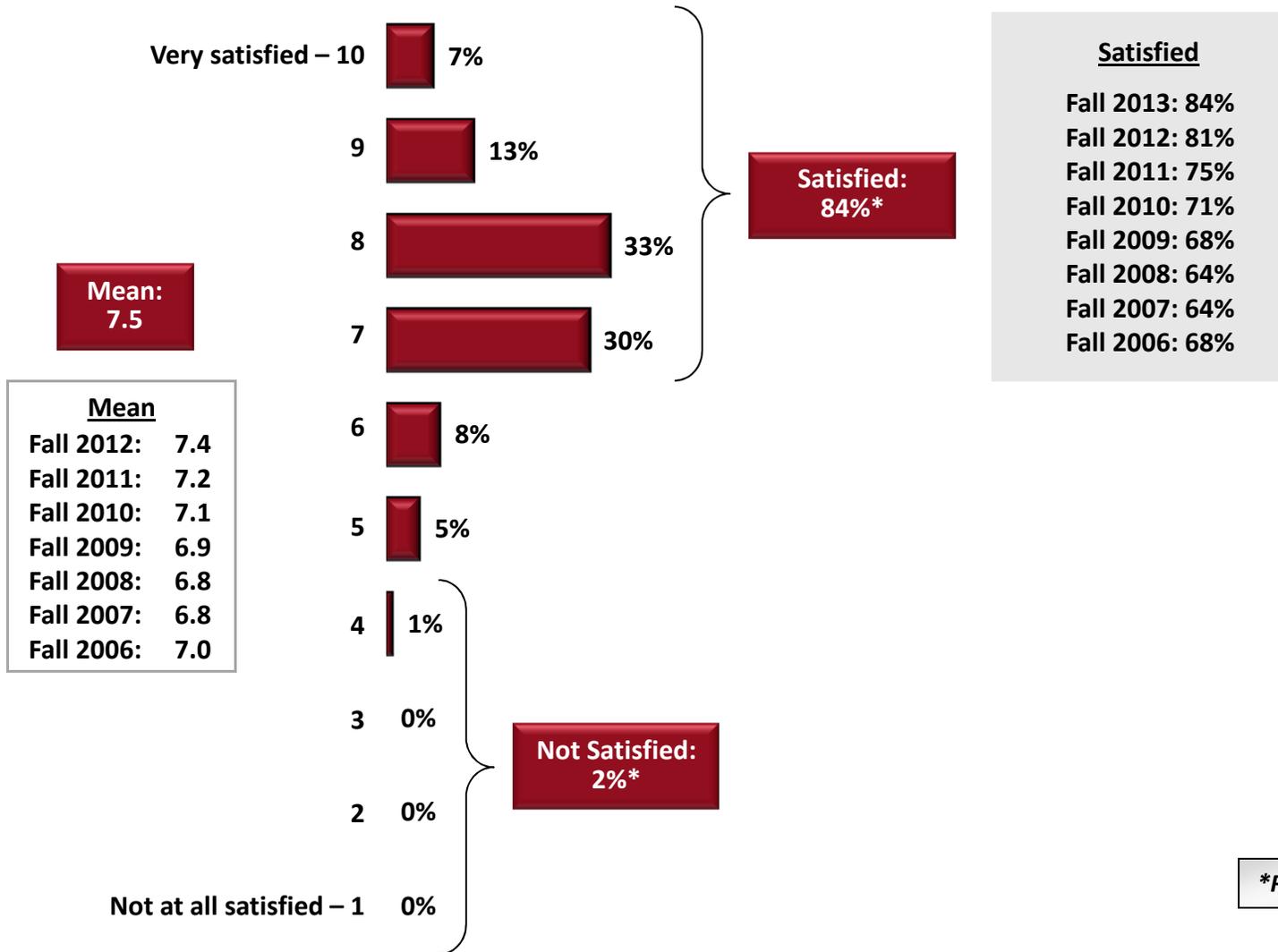
★ Denotes statistically significant change from 2012 to 2013

Now, overall how would you rate the performance of The City of Calgary? Would you say that it is...?

Base: Valid respondents



# Overall Satisfaction with City Programs and Services



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 (n=997)

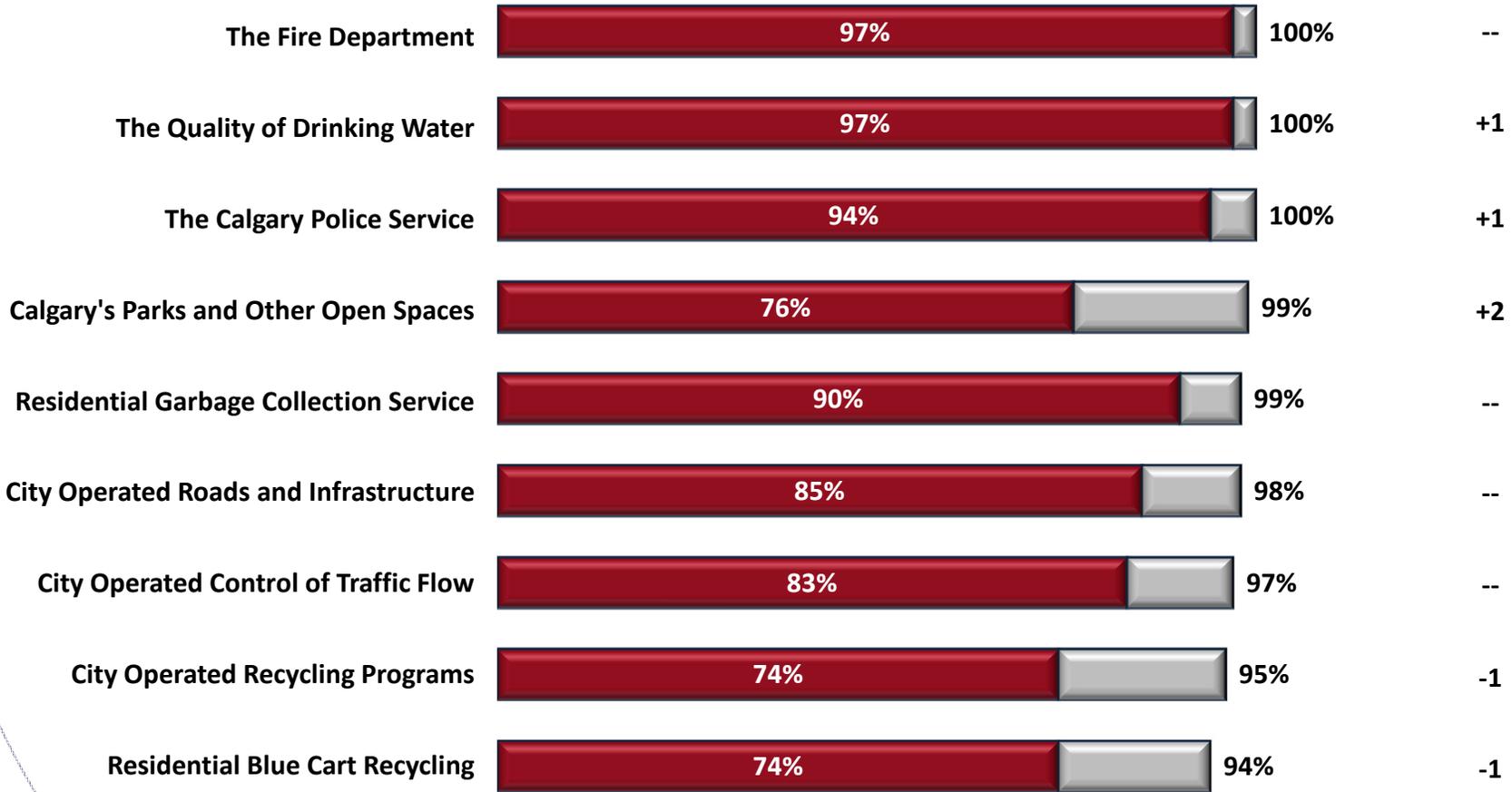


# Importance of City Programs and Services

% Important

Change  
Fall '12 – Fall '13

Very Important    Somewhat Important

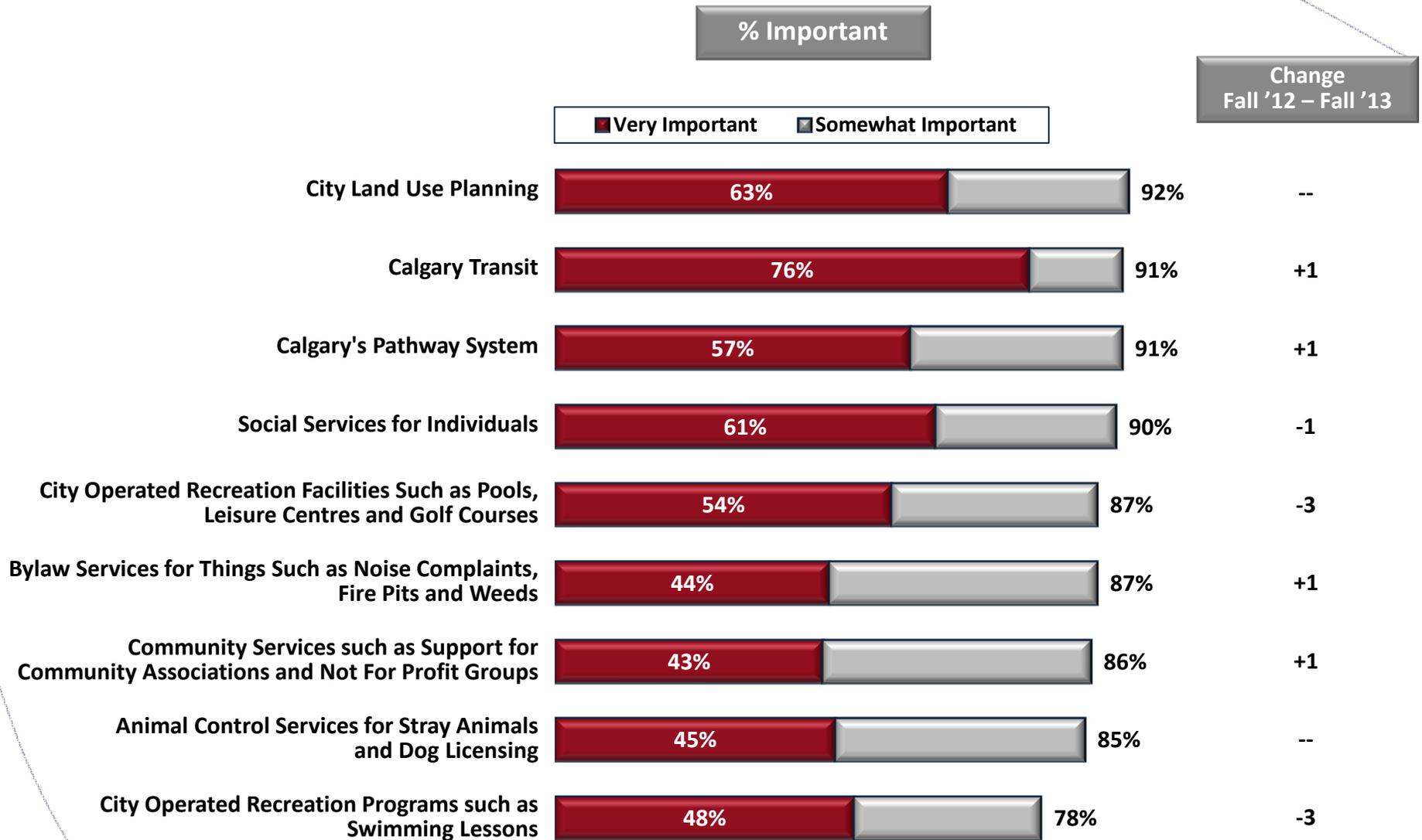


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you with the job The City is doing in providing that program or service.*

Base: Valid respondents



## 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 with the job The City is doing in providing that program or service.*

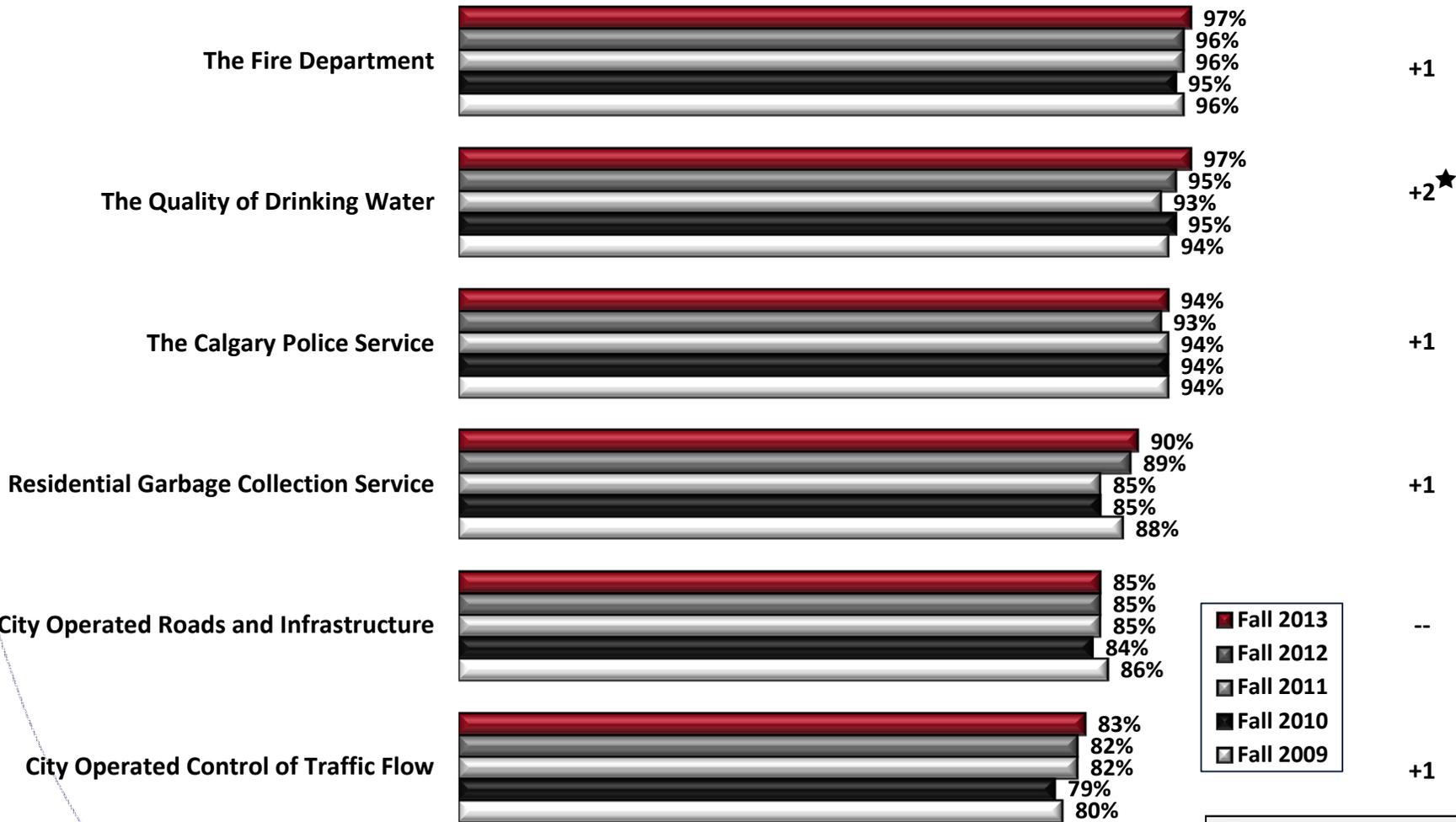
Base: Valid respondents



# Tracking Importance of City Programs and Services

% Very Important

Change  
Fall '12 – Fall '13



- Fall 2013
- Fall 2012
- Fall 2011
- Fall 2010
- Fall 2009

★ Denotes statistically significant change from 2012 to 2013

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 with the job The City is doing in providing that program or service.

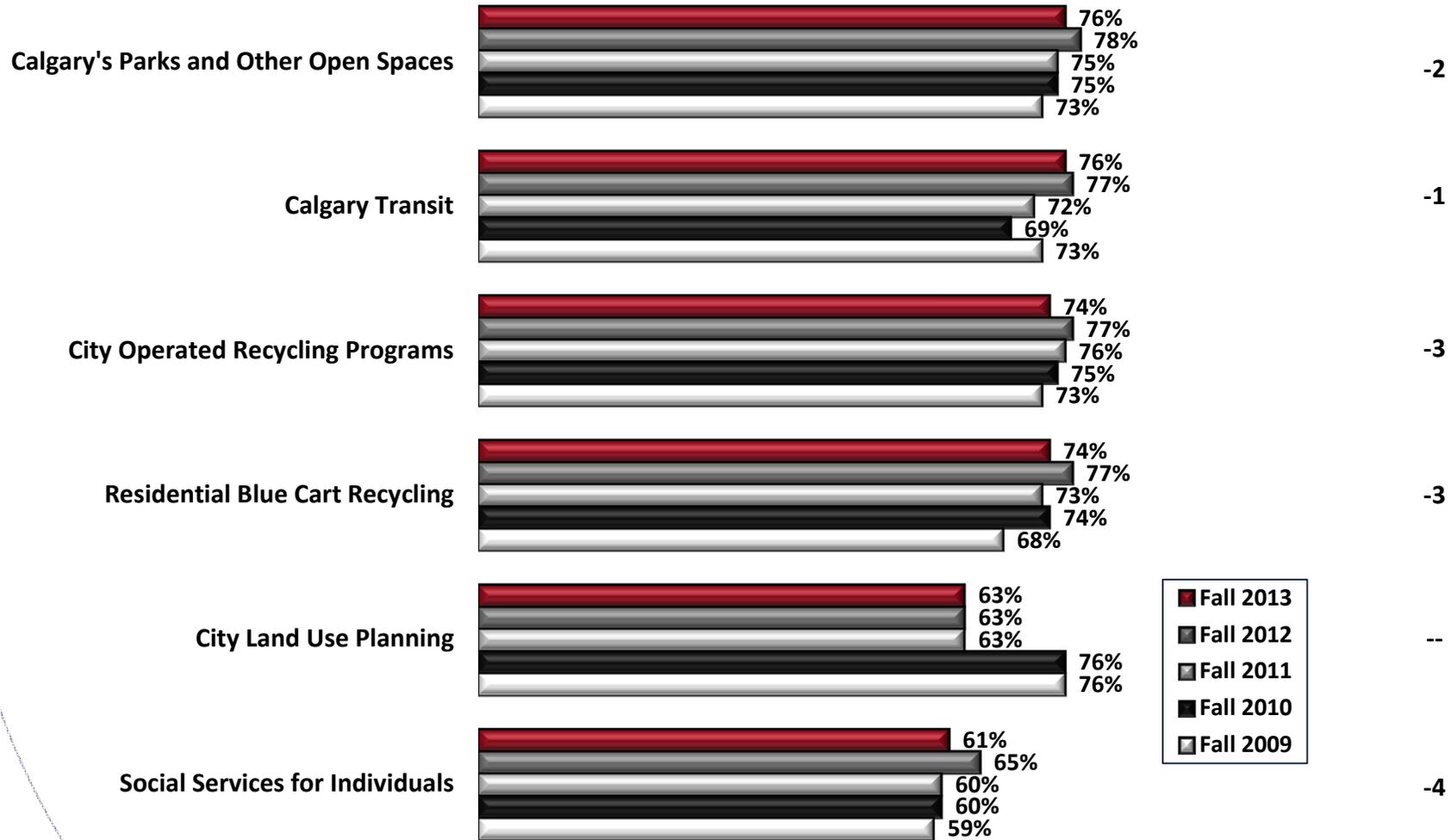
Base: Valid respondents



# Tracking Importance of City Programs and Services

% Very Important

Change  
Fall '12 – Fall '13

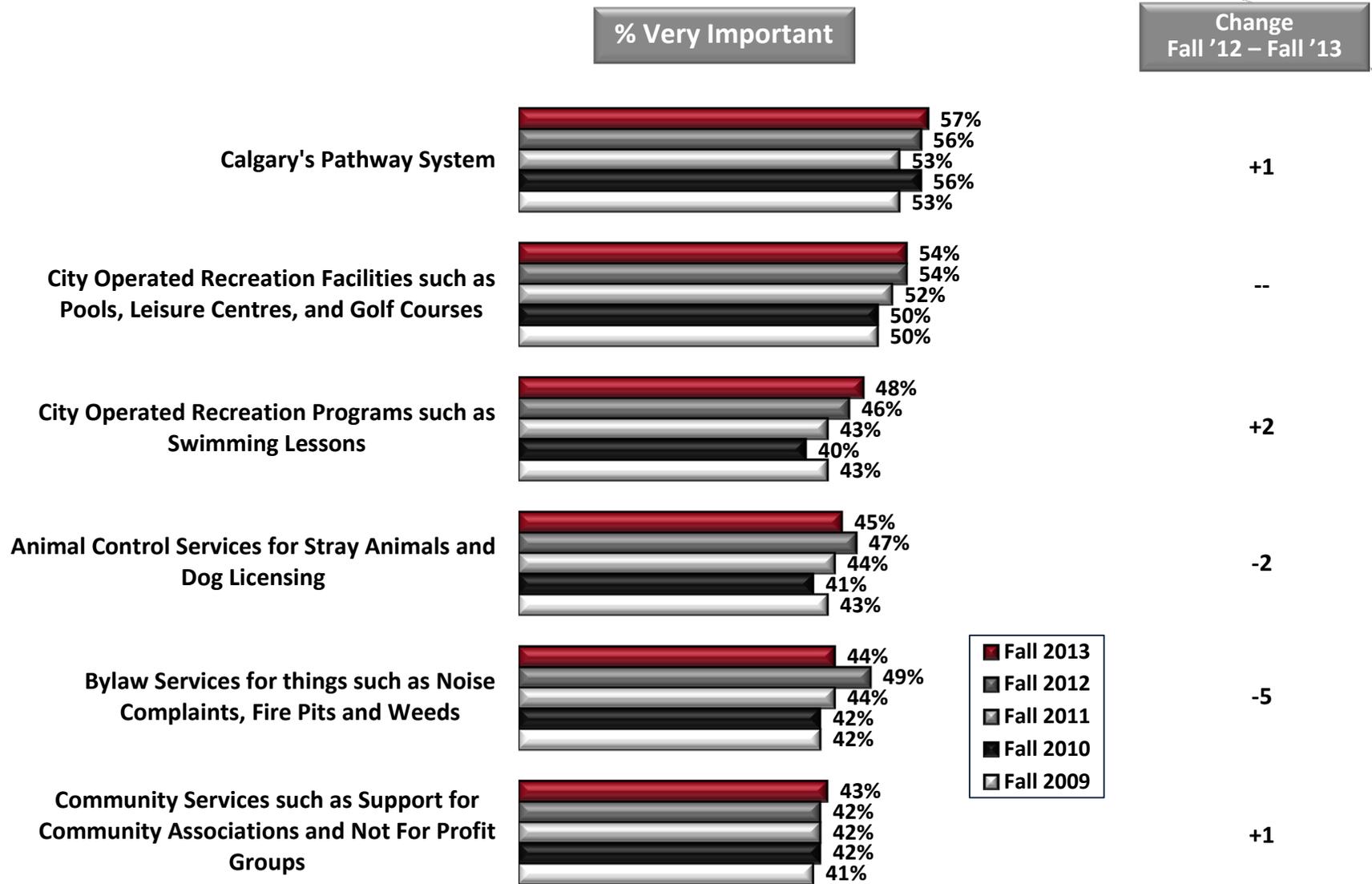


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you with the job The City is doing in providing that program or service.*

Base: Valid respondents



# Tracking 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 with the job The City is doing in providing that program or service.

Base: Valid respondents

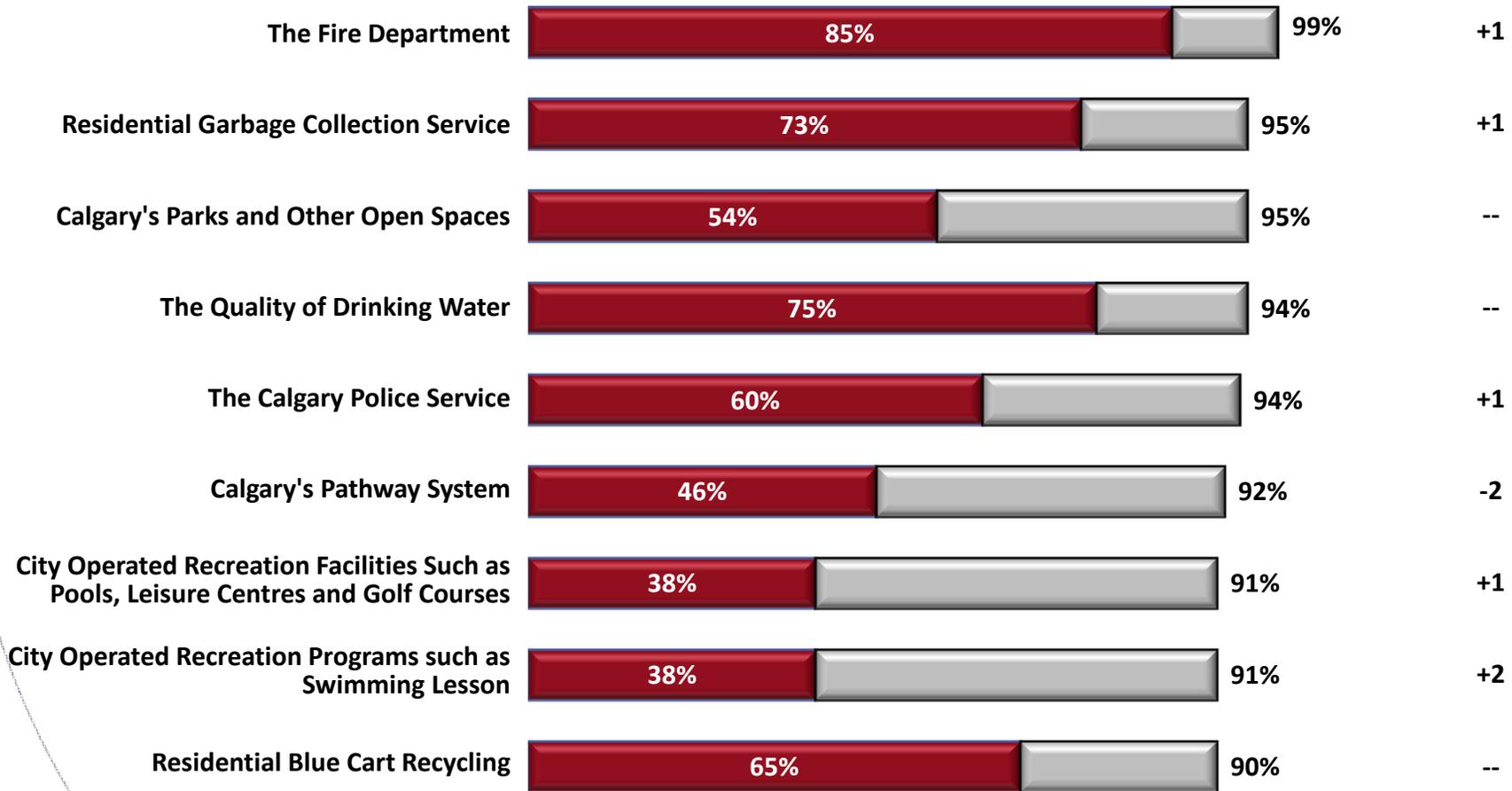


# Satisfaction with City Programs and Services

% Satisfied

Very Satisfied    Somewhat Satisfied

Change  
Fall '12 – Fall '13



*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

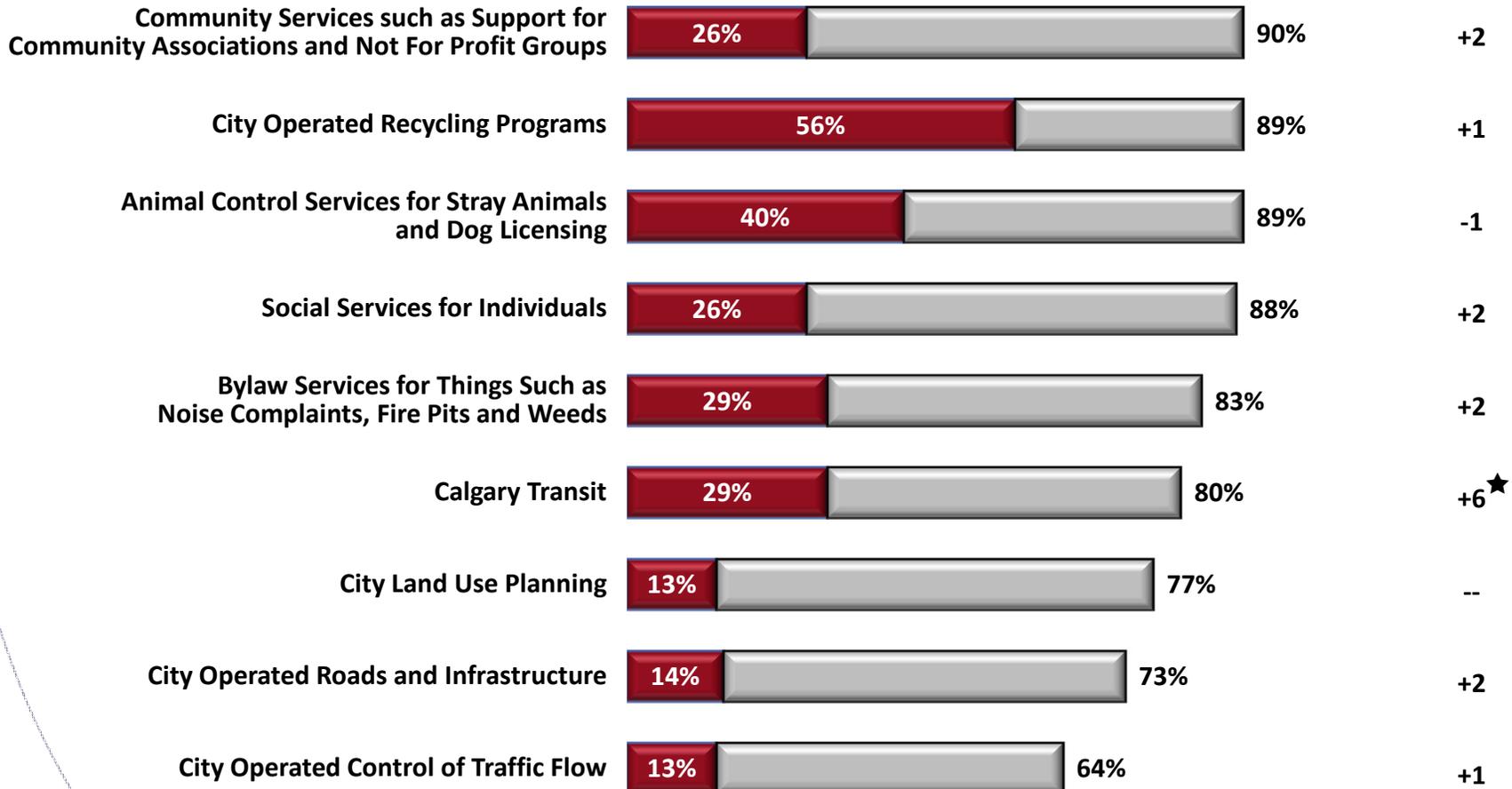


# Satisfaction with City Programs and Services

% Satisfied

Change  
Fall '12 – Fall '13

Very Satisfied    Somewhat Satisfied



★ Denotes statistically significant change from 2012 to 2013

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.

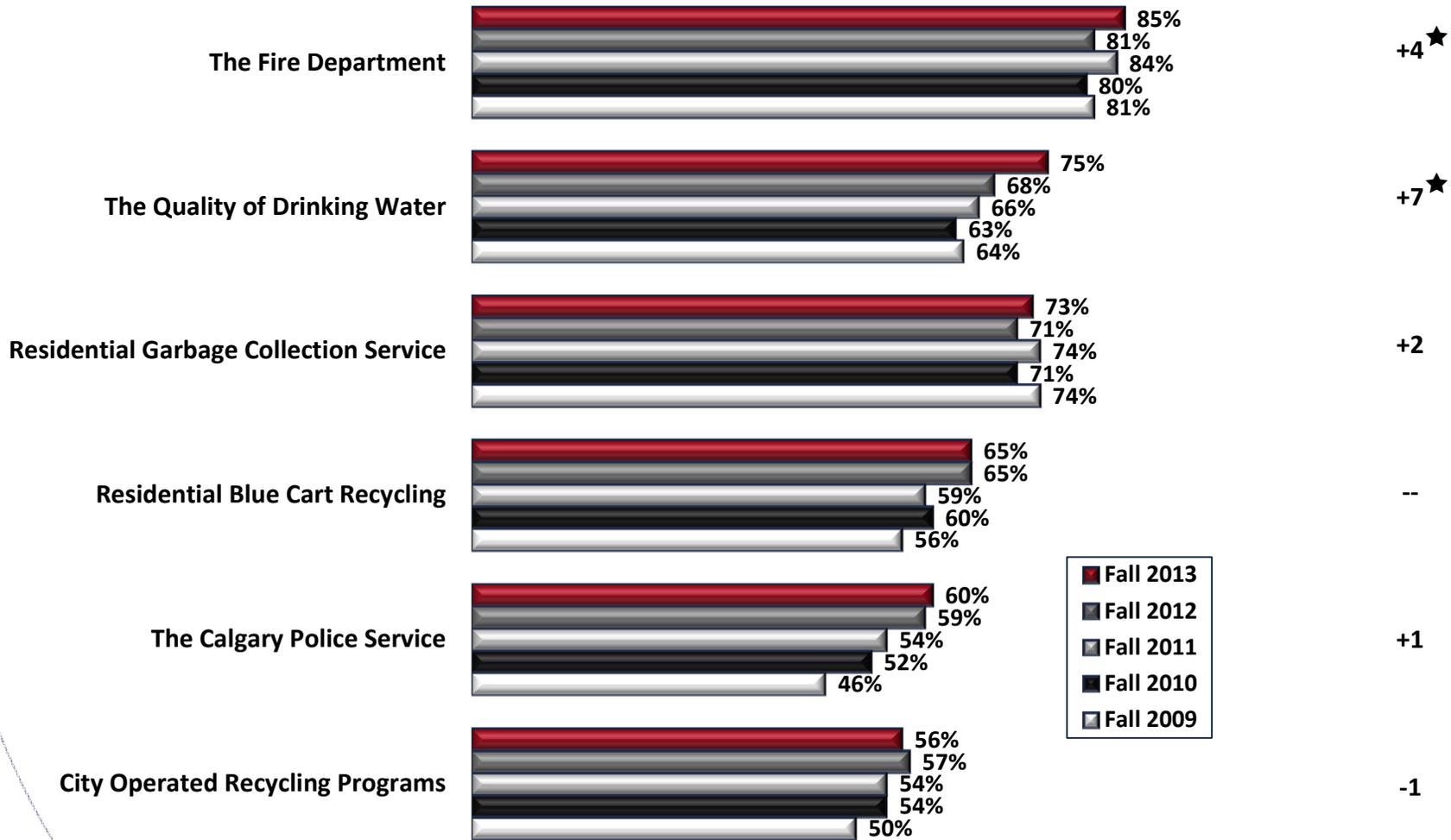
Base: Valid respondents



# Tracking Satisfaction with City Programs and Services

% Very Satisfied

Change  
Fall '12 – Fall '13



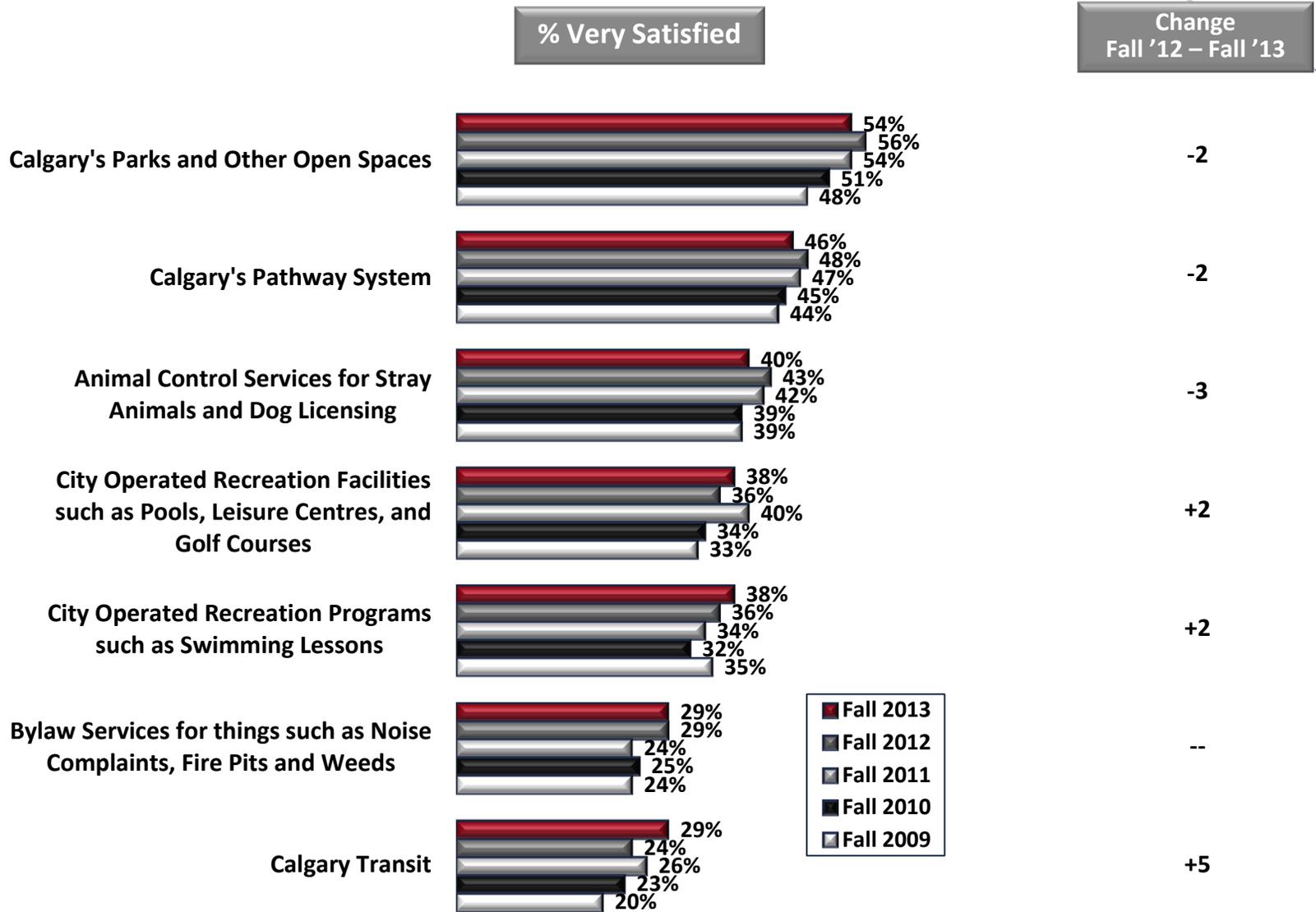
★ Denotes statistically significant change from 2012 to 2013

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



# Tracking Satisfaction with City Programs and Services

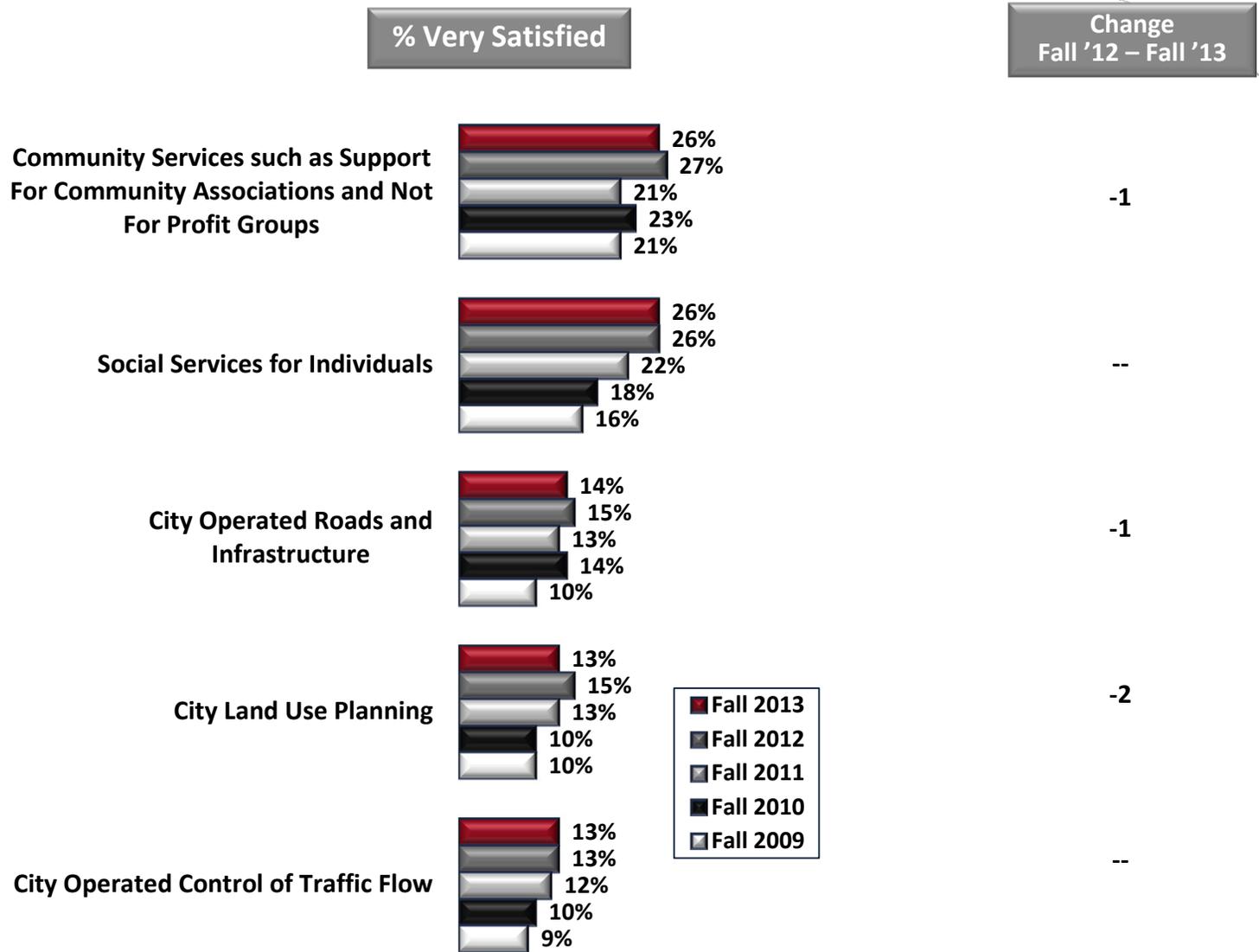


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents



# Tracking Satisfaction with City Programs and Services

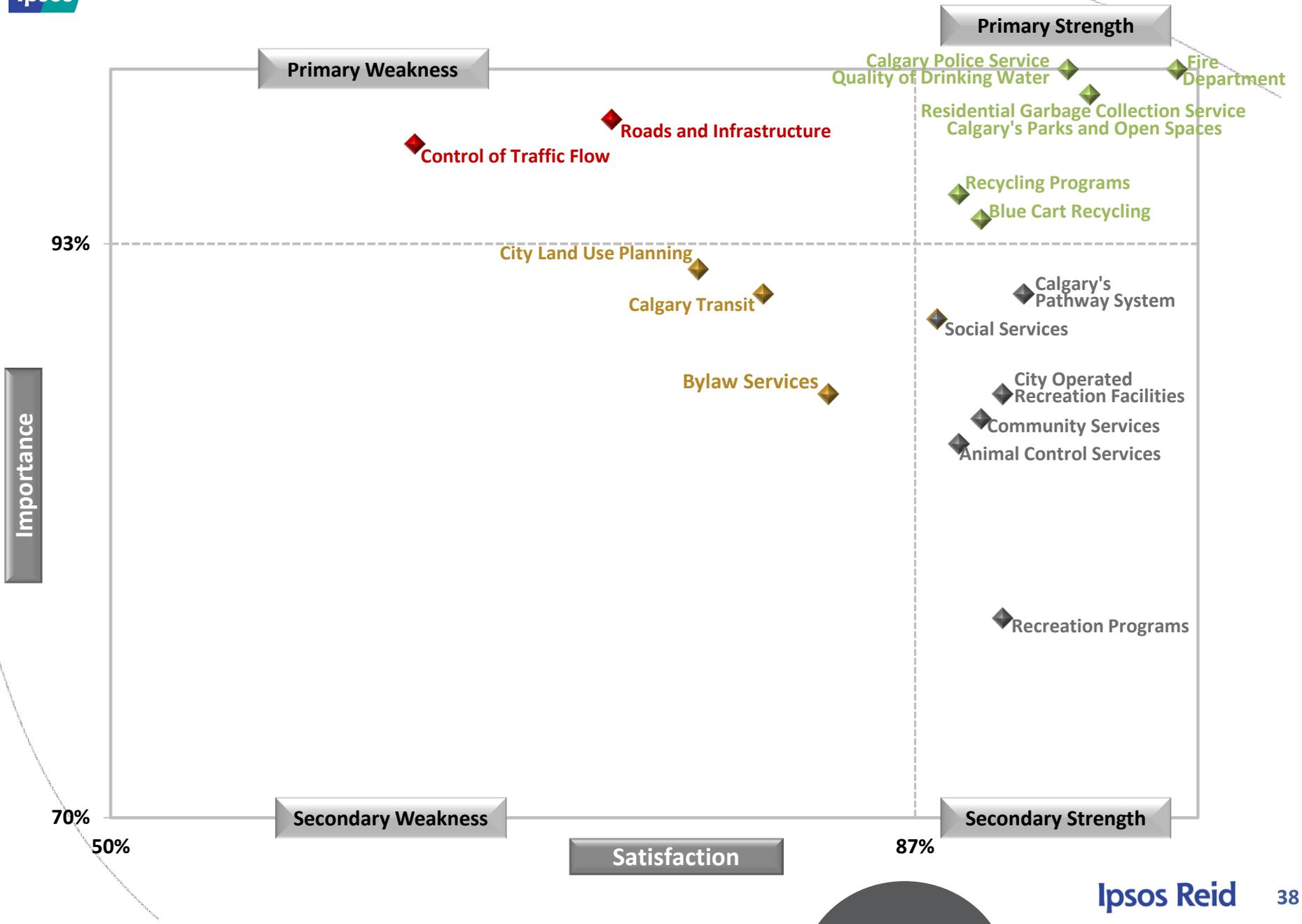


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents

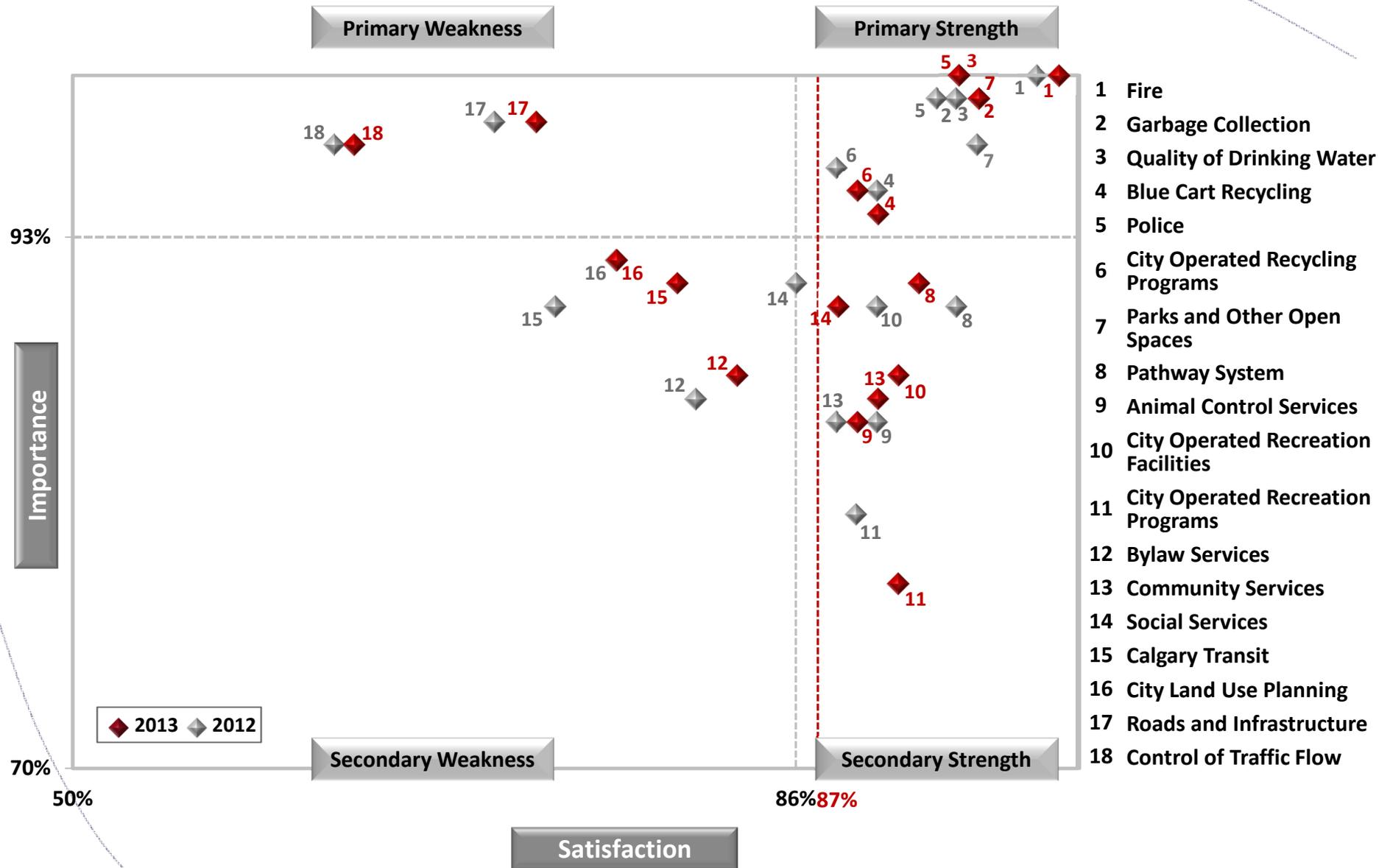


# Importance vs. Satisfaction Grid





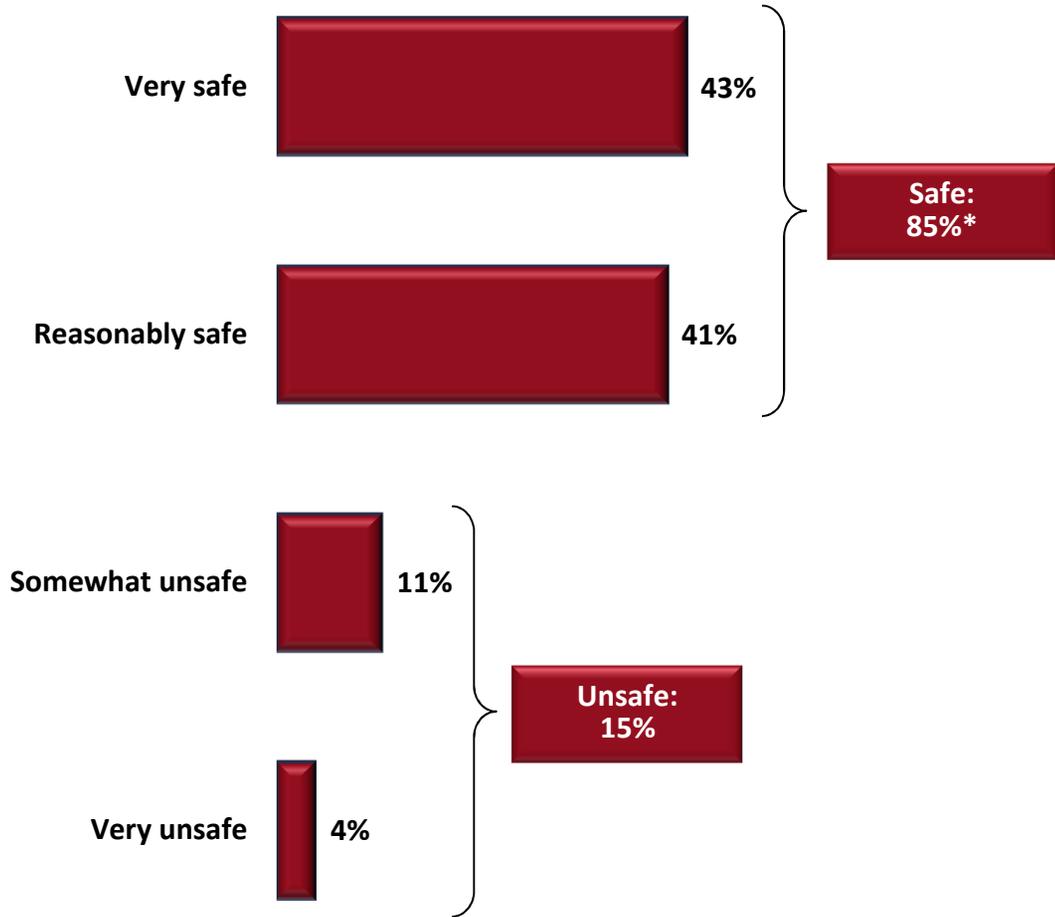
# 2013 vs. 2012 Importance vs. Satisfaction Action Grid



# PERCEPTIONS ABOUT PUBLIC SAFETY



# Perceived Safety in Own Neighbourhood

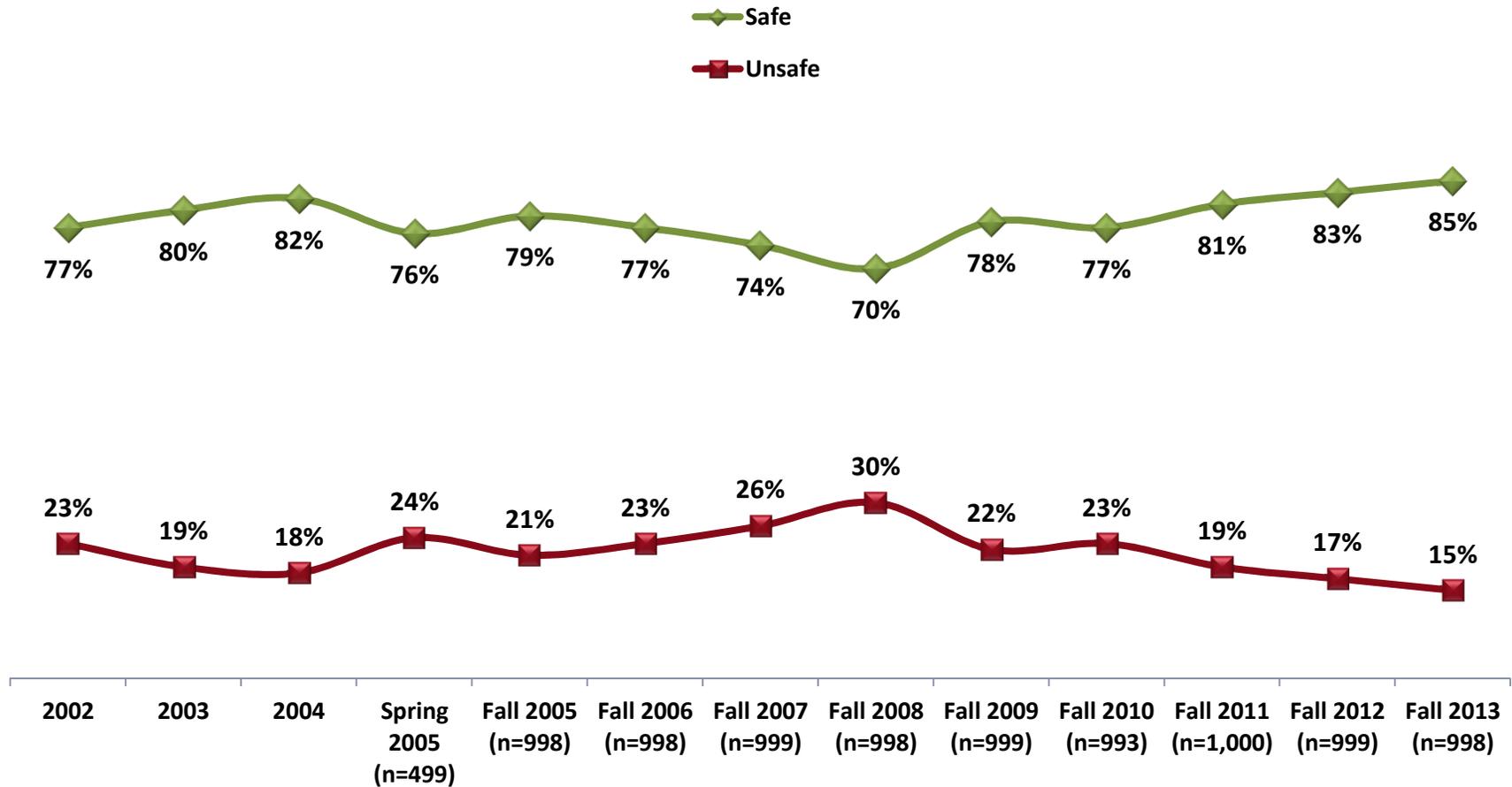


*\*Rounding*

How safe do you feel or would you feel walking alone in your neighbourhood after dark?  
Base: Valid respondents (n=998)



# Tracking Perceived Safety in Own Neighbourhood



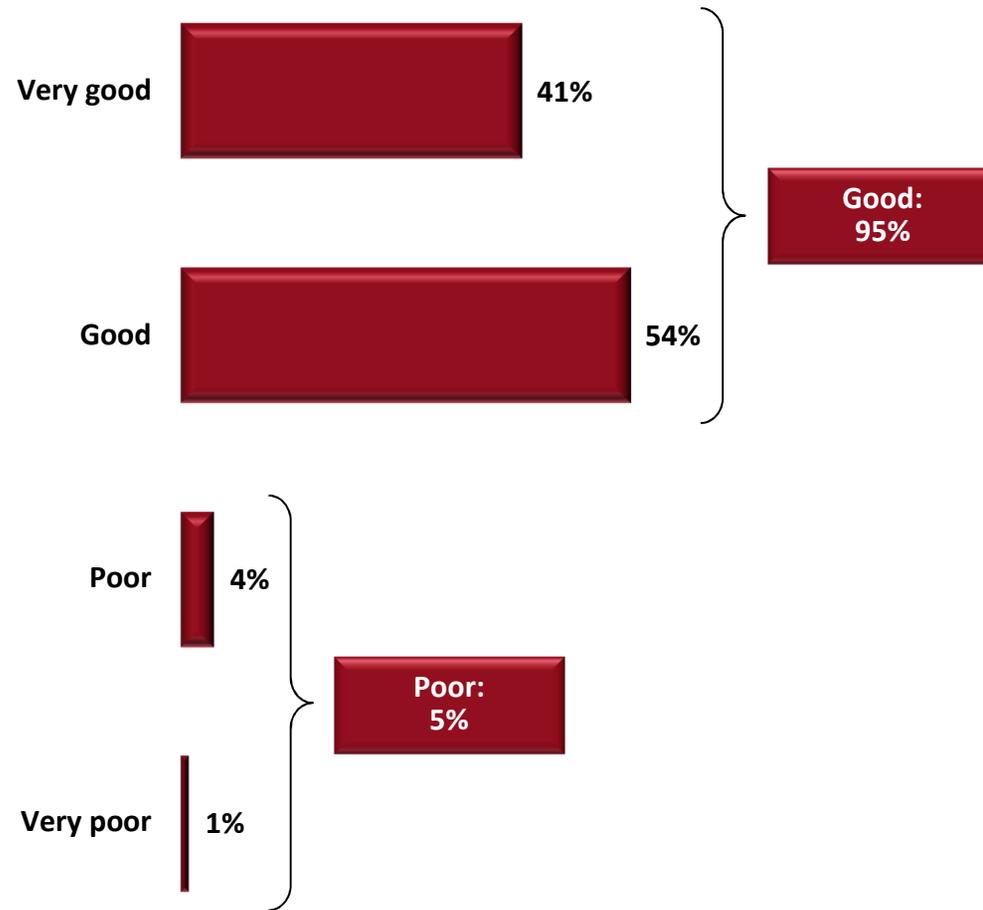
How safe do you feel or would you feel walking alone in your neighbourhood after dark?

Base: Valid respondents

# **ENVIRONMENTAL PERFORMANCE**



# Perceptions About Overall State of Calgary's Environment

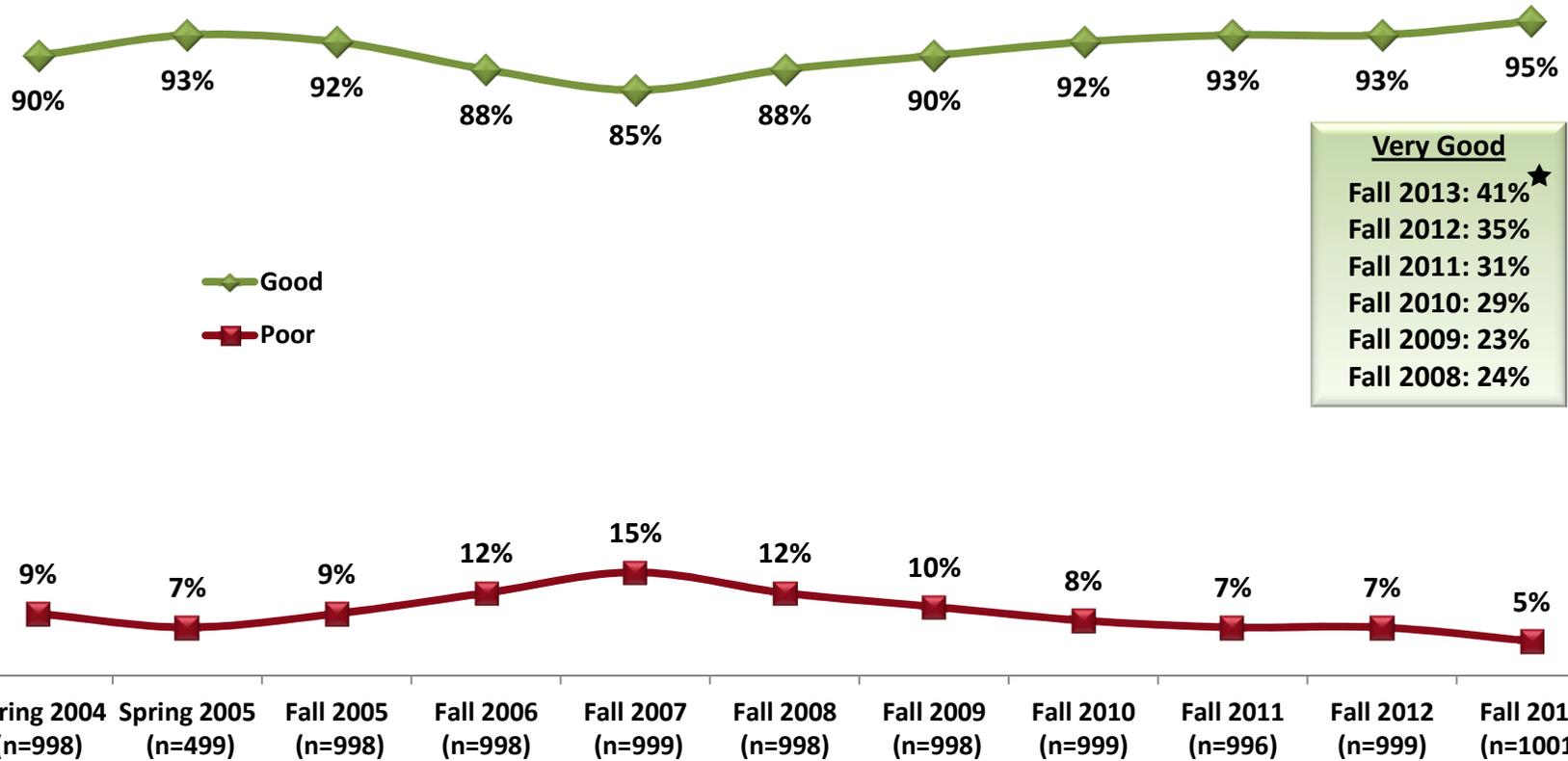


Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?

Base: Valid respondents (n=1,001)



# Tracking Perceptions About Overall State of Calgary's Environment



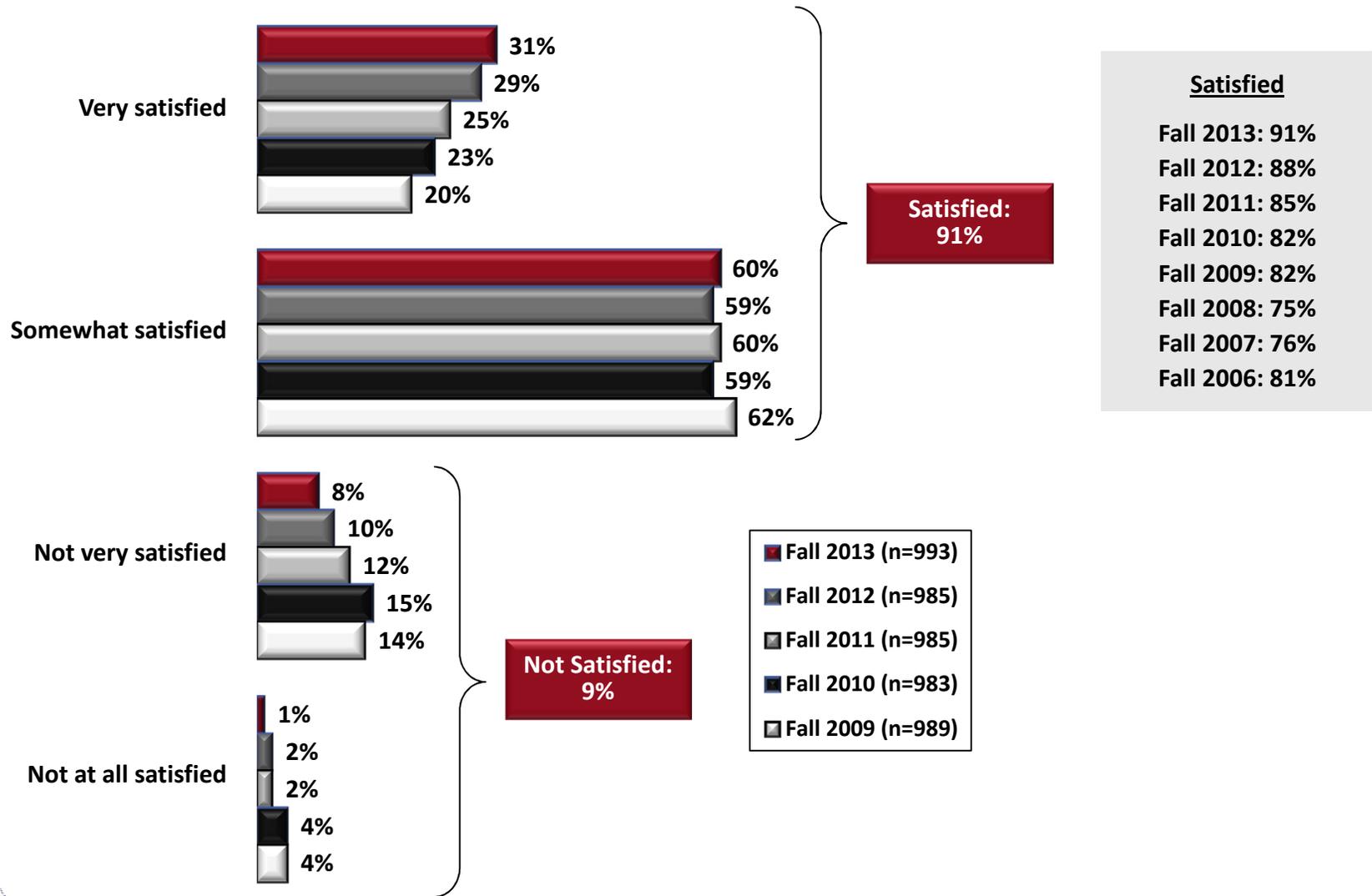
★ Denotes statistically significant change from 2012 to 2013

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



# Satisfaction with The City's Environmental Performance

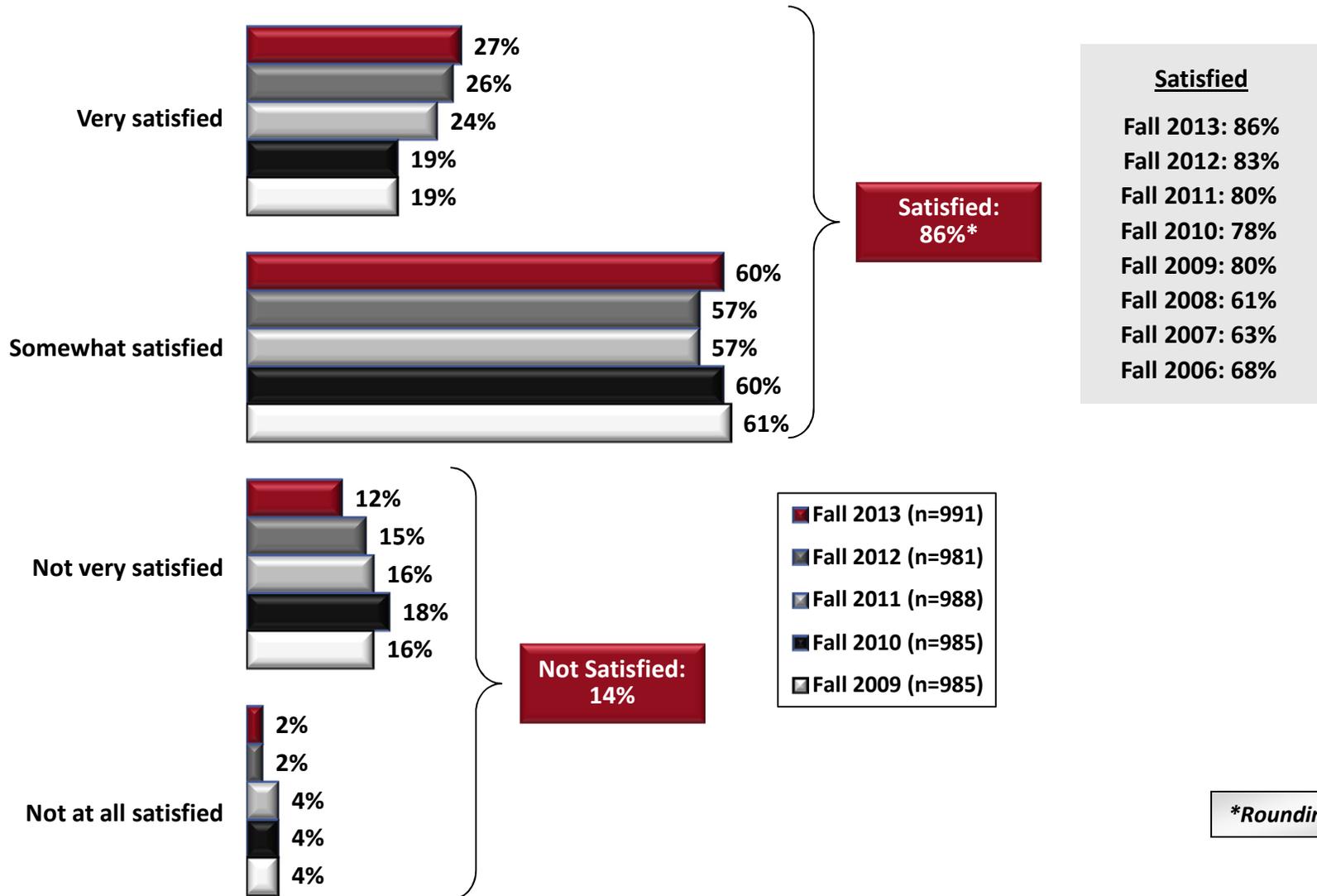


How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: Valid respondents



# Satisfaction with The City's Environmental Programs and Services



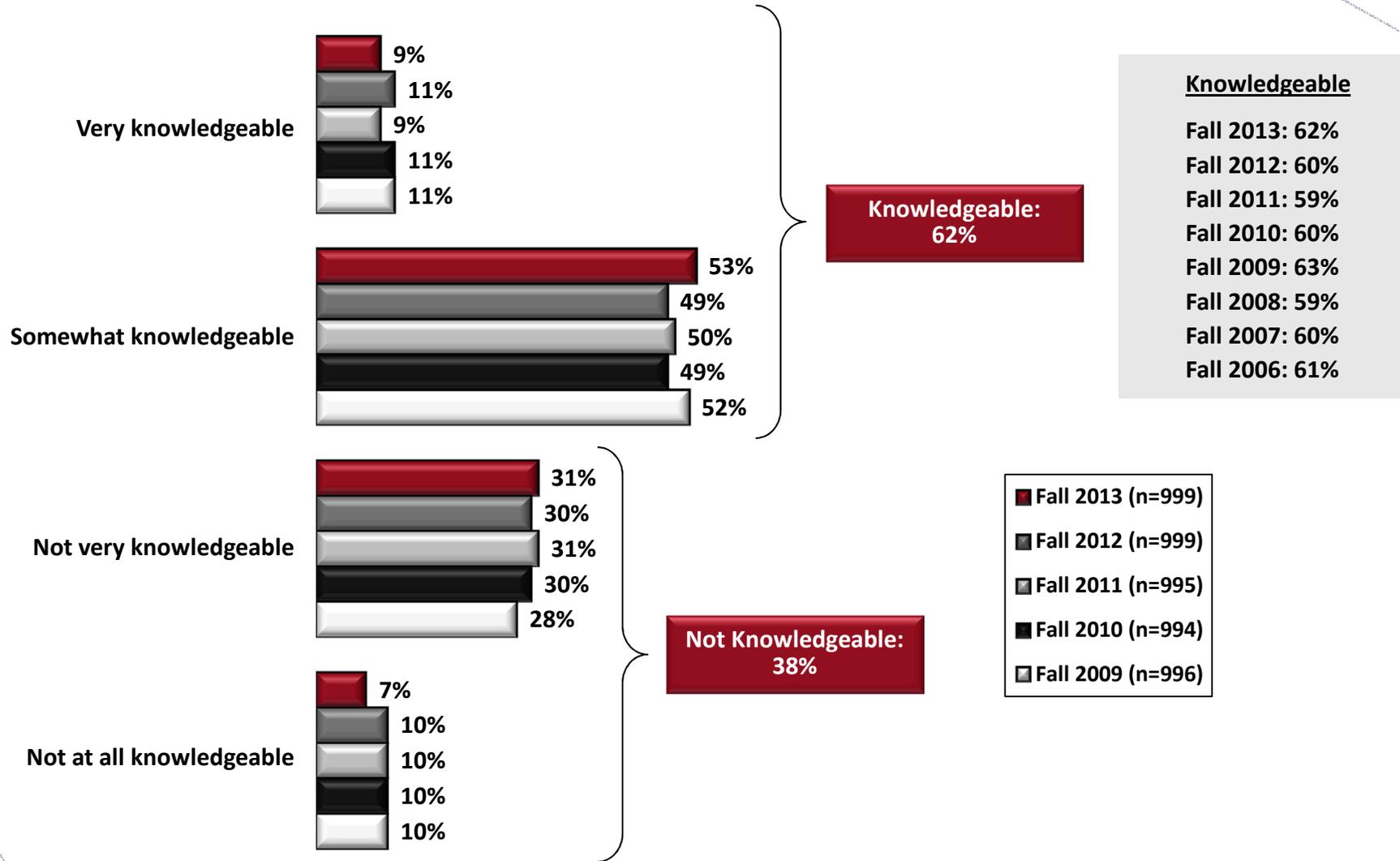
How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?

Base: Valid respondents

# TAXATION



# Knowledge Levels of Tax Dollar Spending

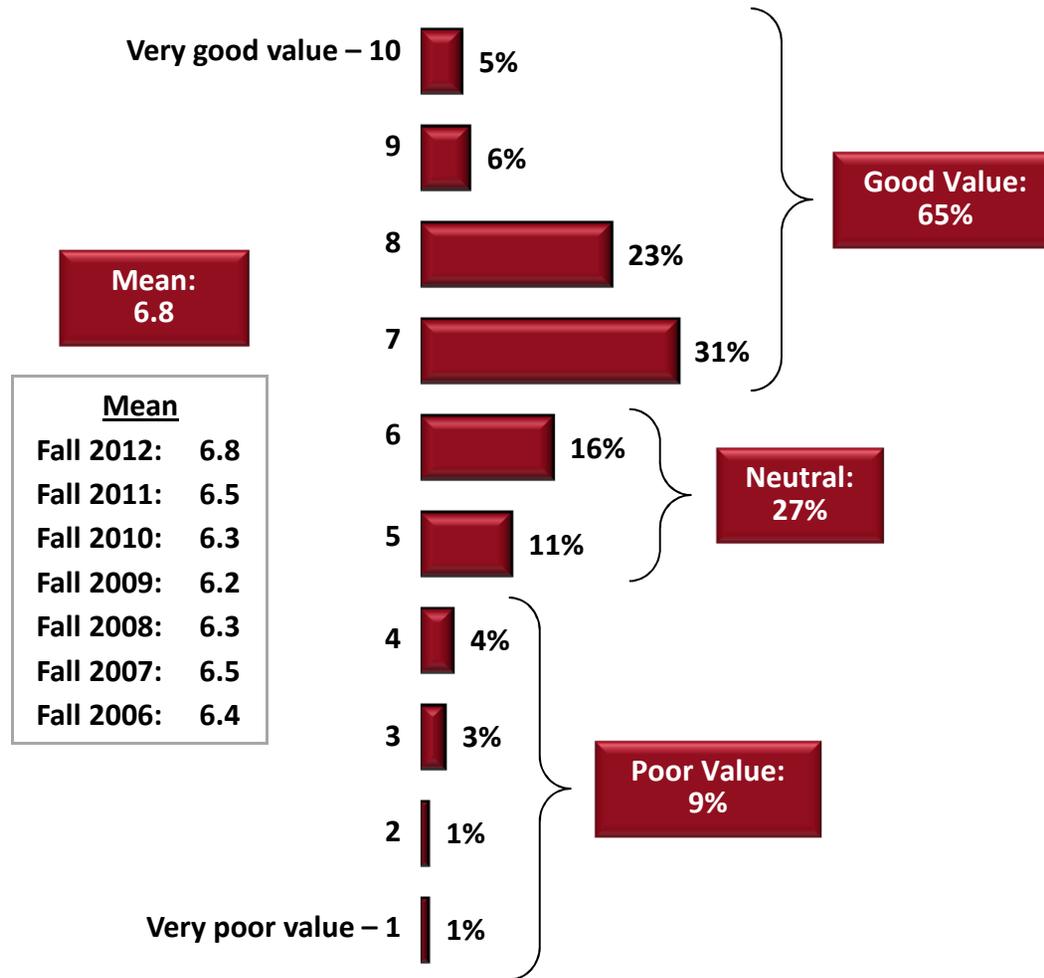


Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents



# Perceived Value of Property Taxes

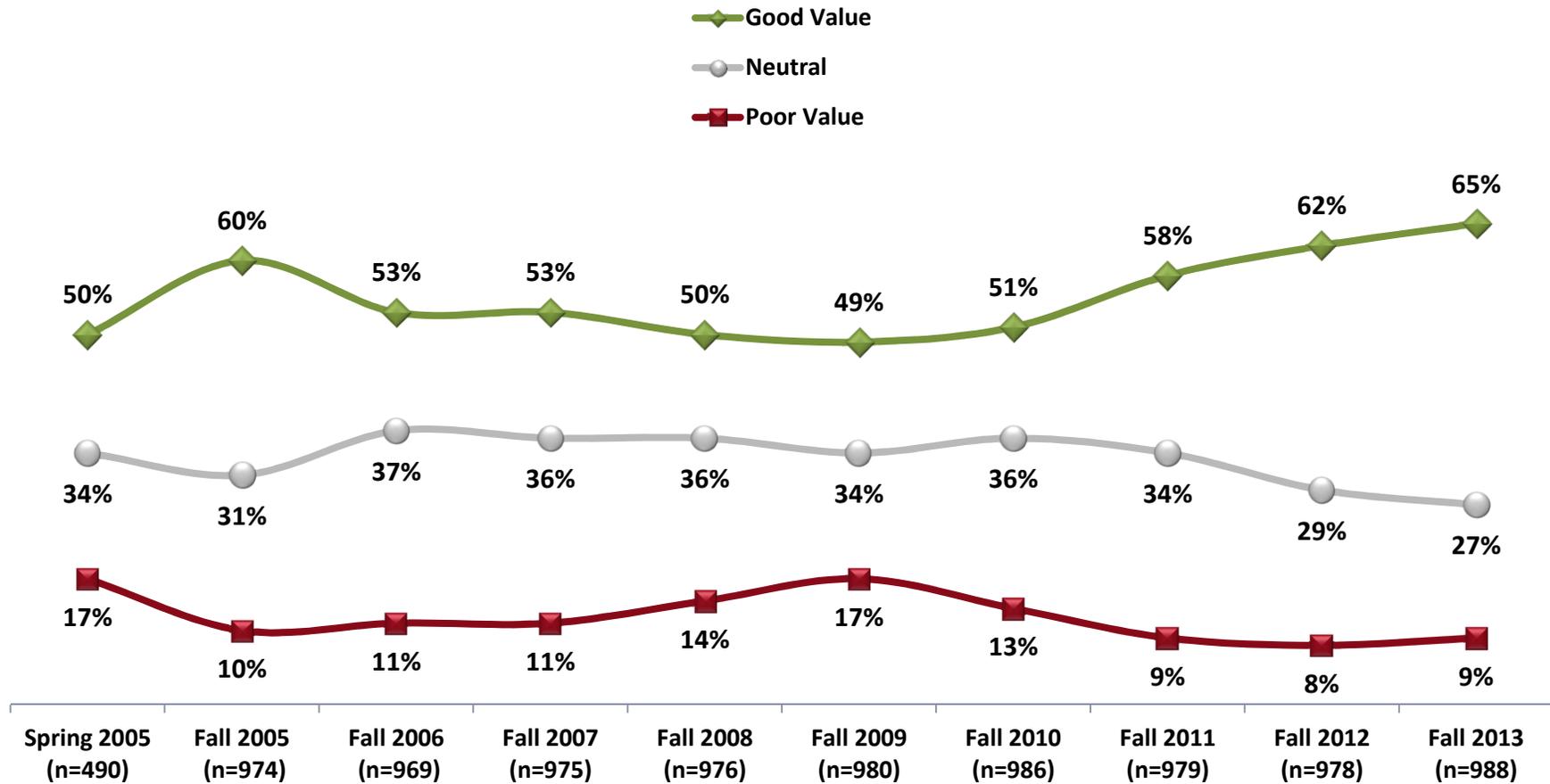


Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” represents “very poor value” and “10” represents “very good value”.

Base: Valid respondents (n=988)



# Tracking Perceived Value of Property Taxes

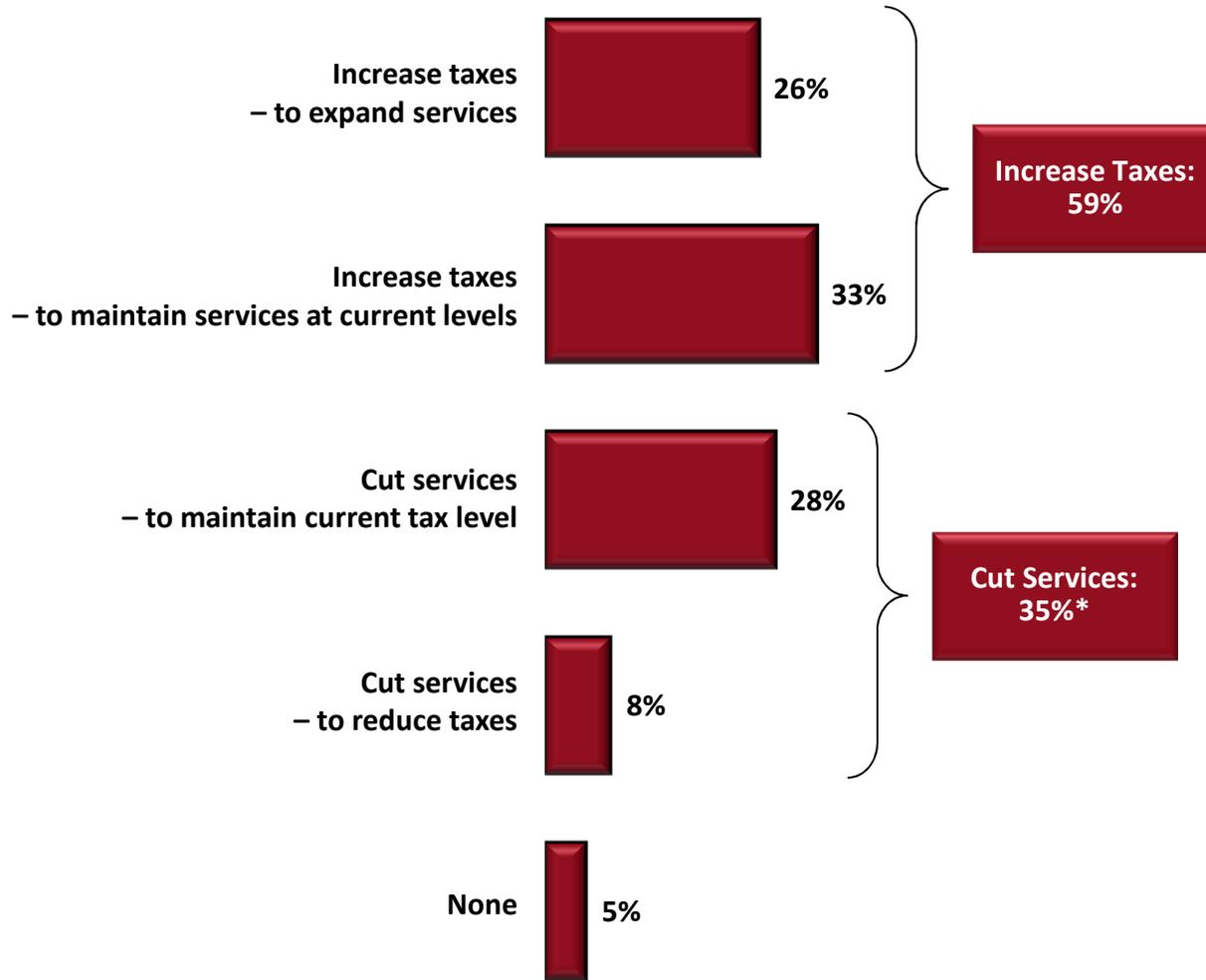


Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where "1" represents "very poor value" and "10" represents "very good value".

Base: Valid respondents



# Balancing Taxation and Service Delivery Levels

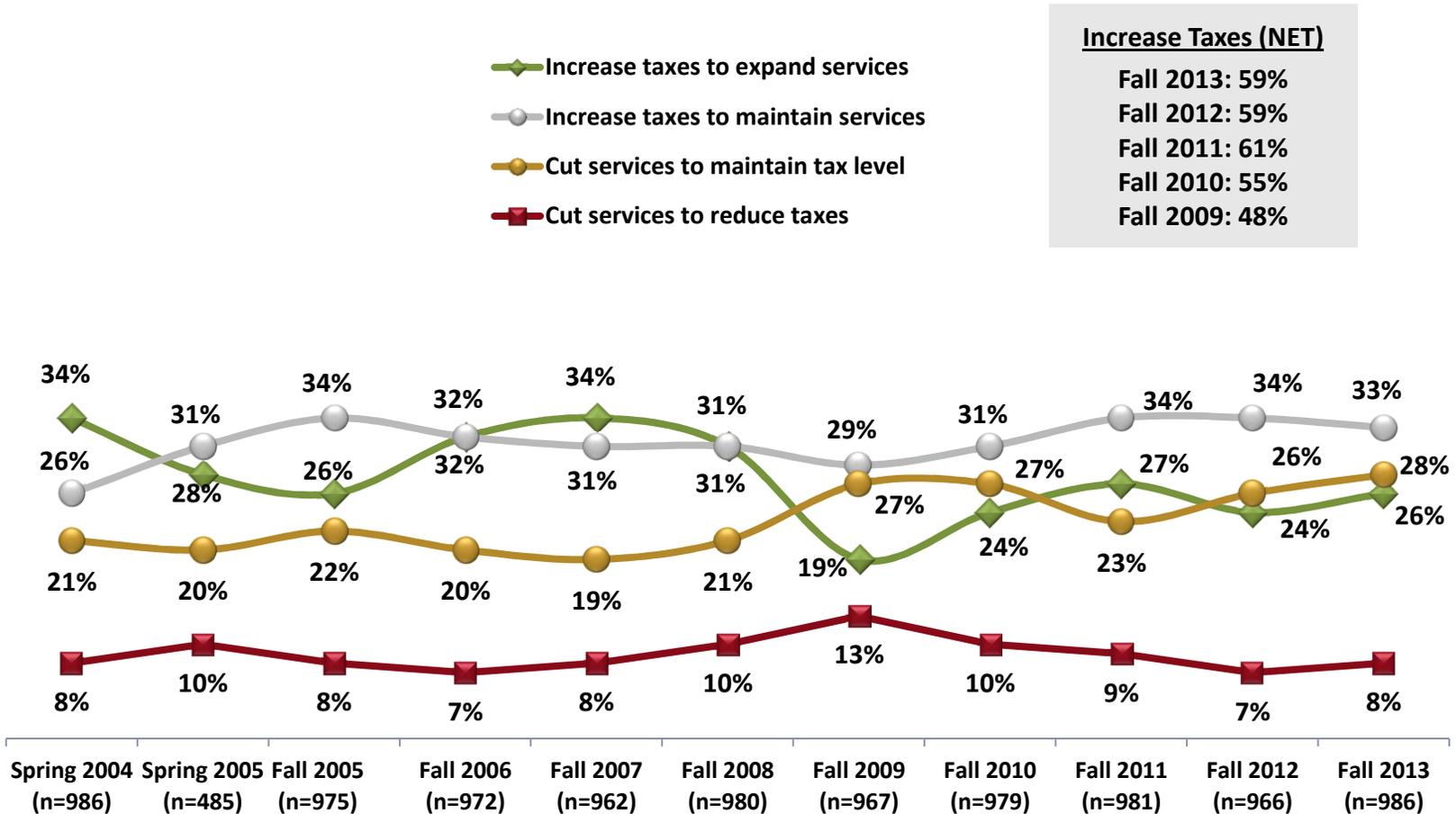


*Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?*

Base: Valid respondents (n=986)



# Tracking Balancing Taxation and Service Delivery Levels

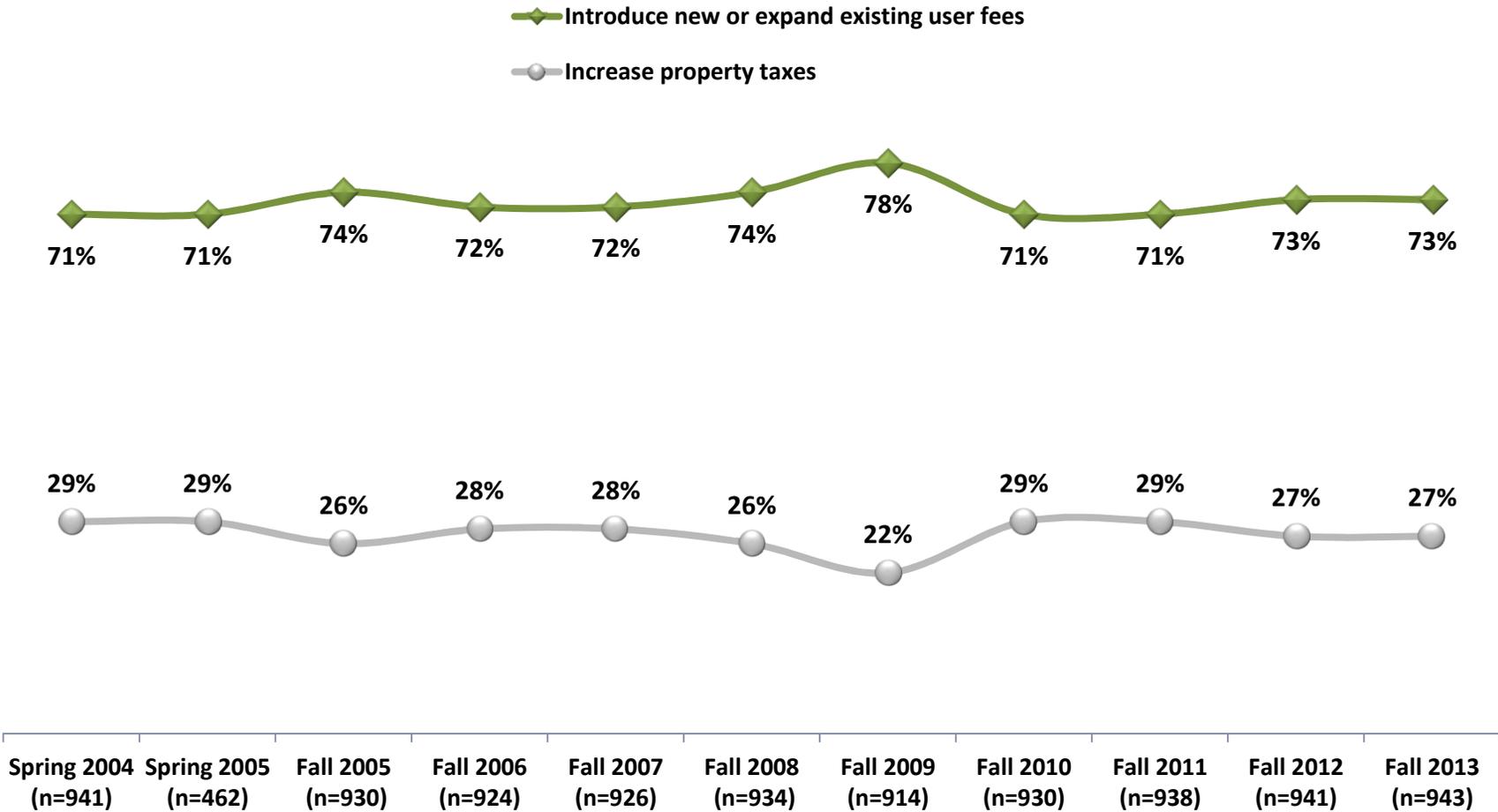


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?

Base: Valid respondents



# Options for Increasing City Revenue



Assuming The City needs to increase the amount of revenue it collects from citizens, would you prefer The City to ...?

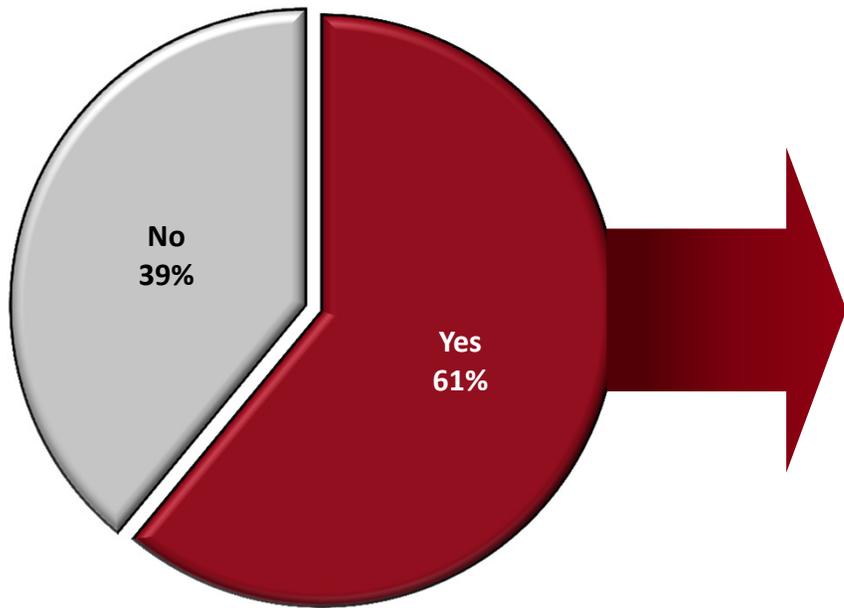
Base: Valid respondents

# CONTACT WITH THE CITY

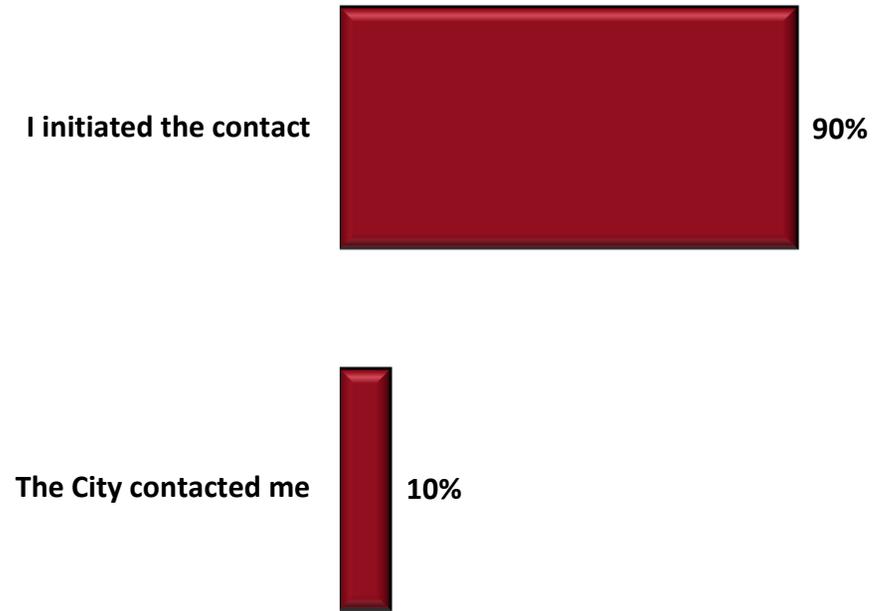


# Contact with The City of Calgary

Contacted City in Last Twelve Months



Who Initiated the Contact?



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

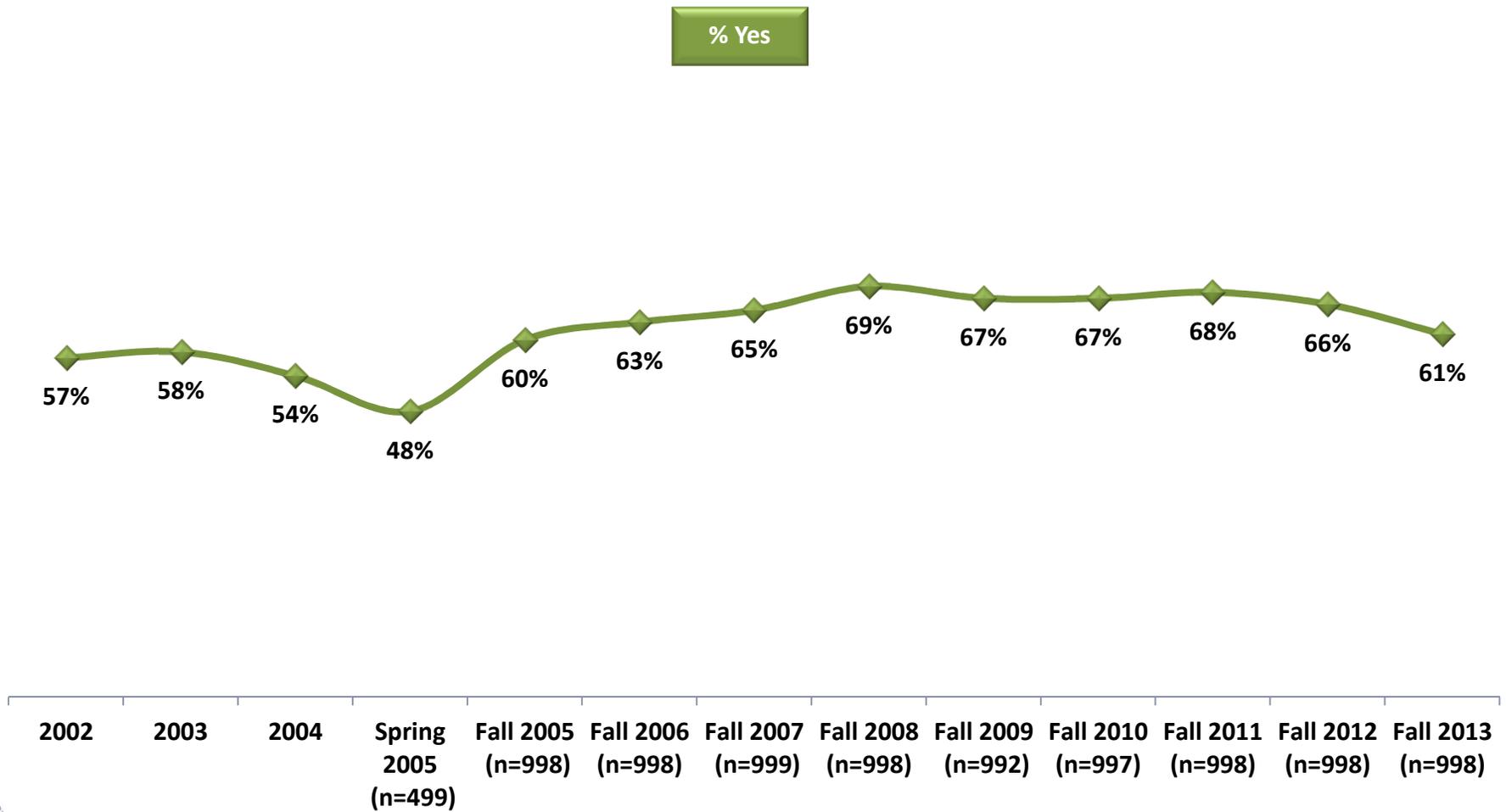
Base: Valid respondents (n=998)

Thinking of the most recent time you had contact with The City, did you initiate this contact, or did The City contact you?

Base: Valid respondents who contacted or dealt with The City of Calgary in past year (n=617)



# Tracking Past 12 Months Contact with The City of Calgary

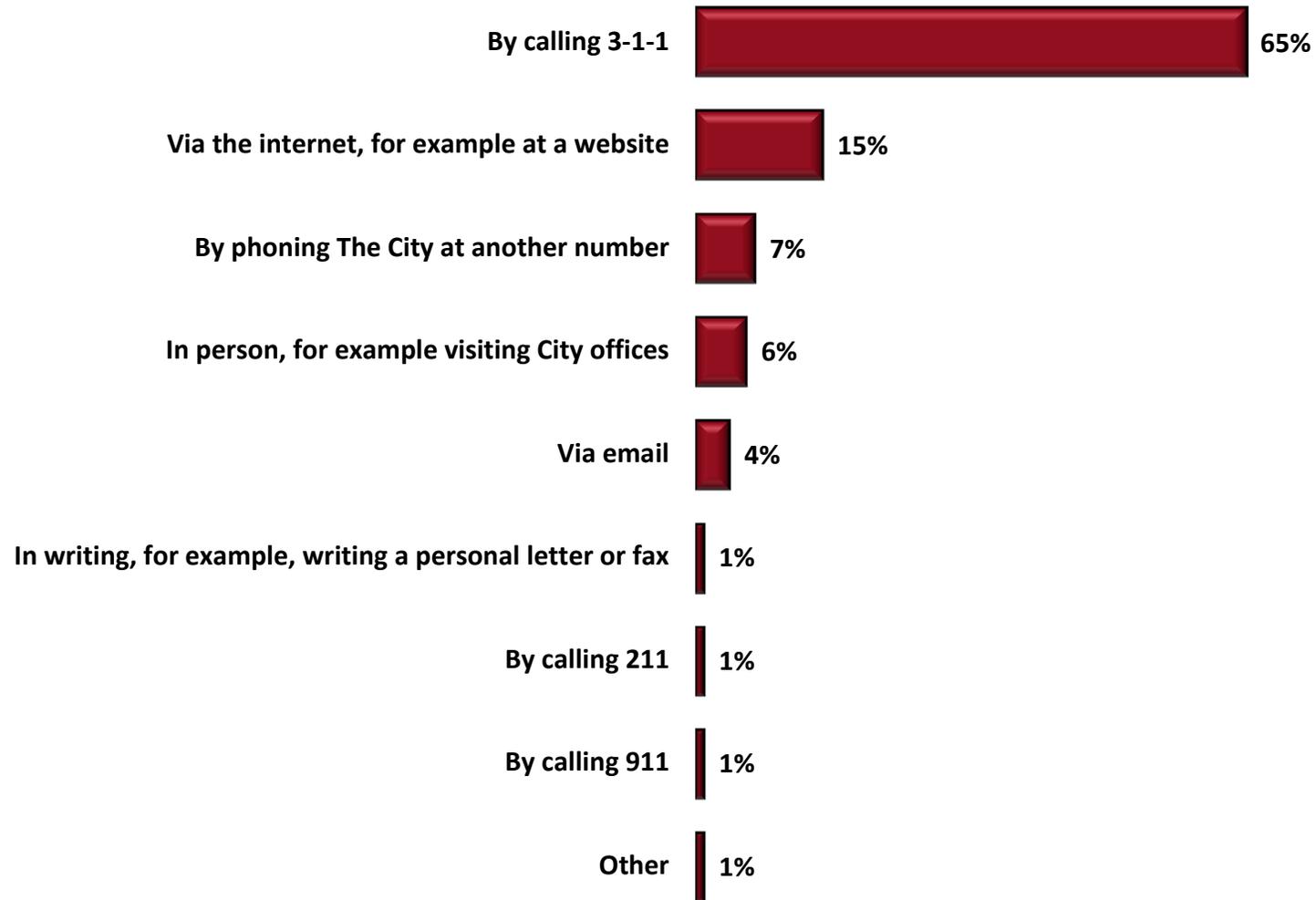


Have you contacted or dealt with The City of Calgary or one of its employees in the last twelve months?

Base: Valid respondents



## Type of Citizen-Initiated Contact

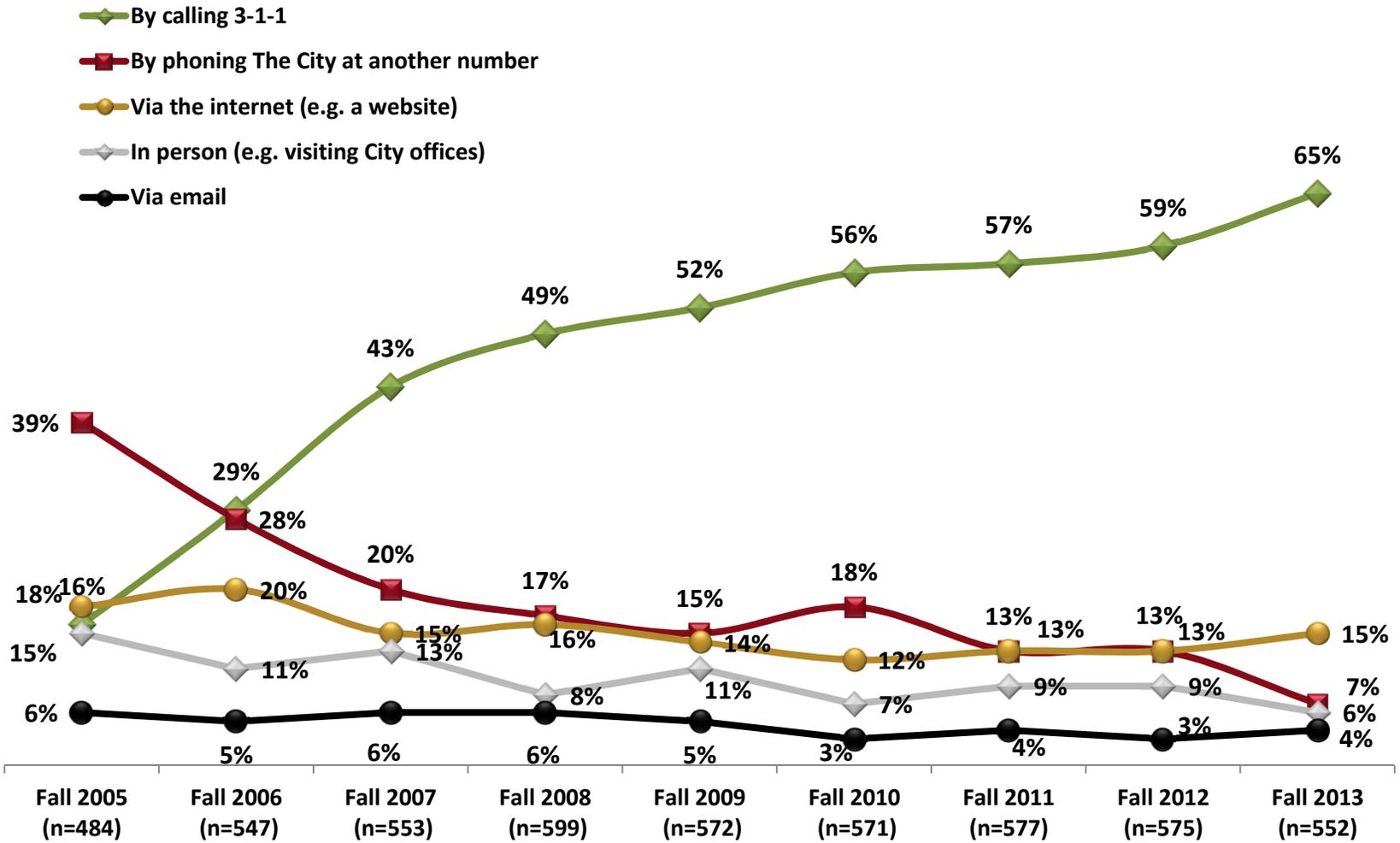


When you contacted The City was it... ?

Base: Valid respondents who initiated contact (n=552)



# Tracking Type of Citizen-Initiated Contact

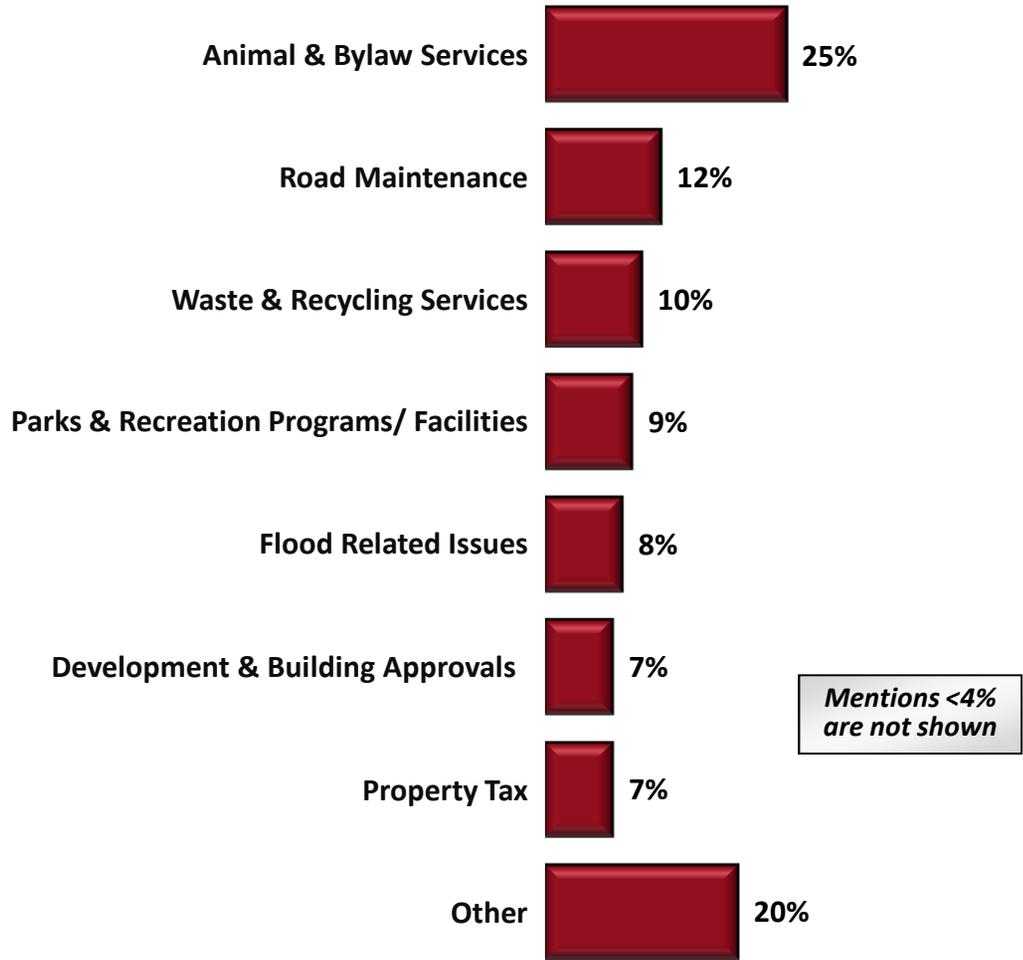


When you contacted The City was it... ?

Base: Valid respondents who initiated contact



# Main Reason for Contacting The City

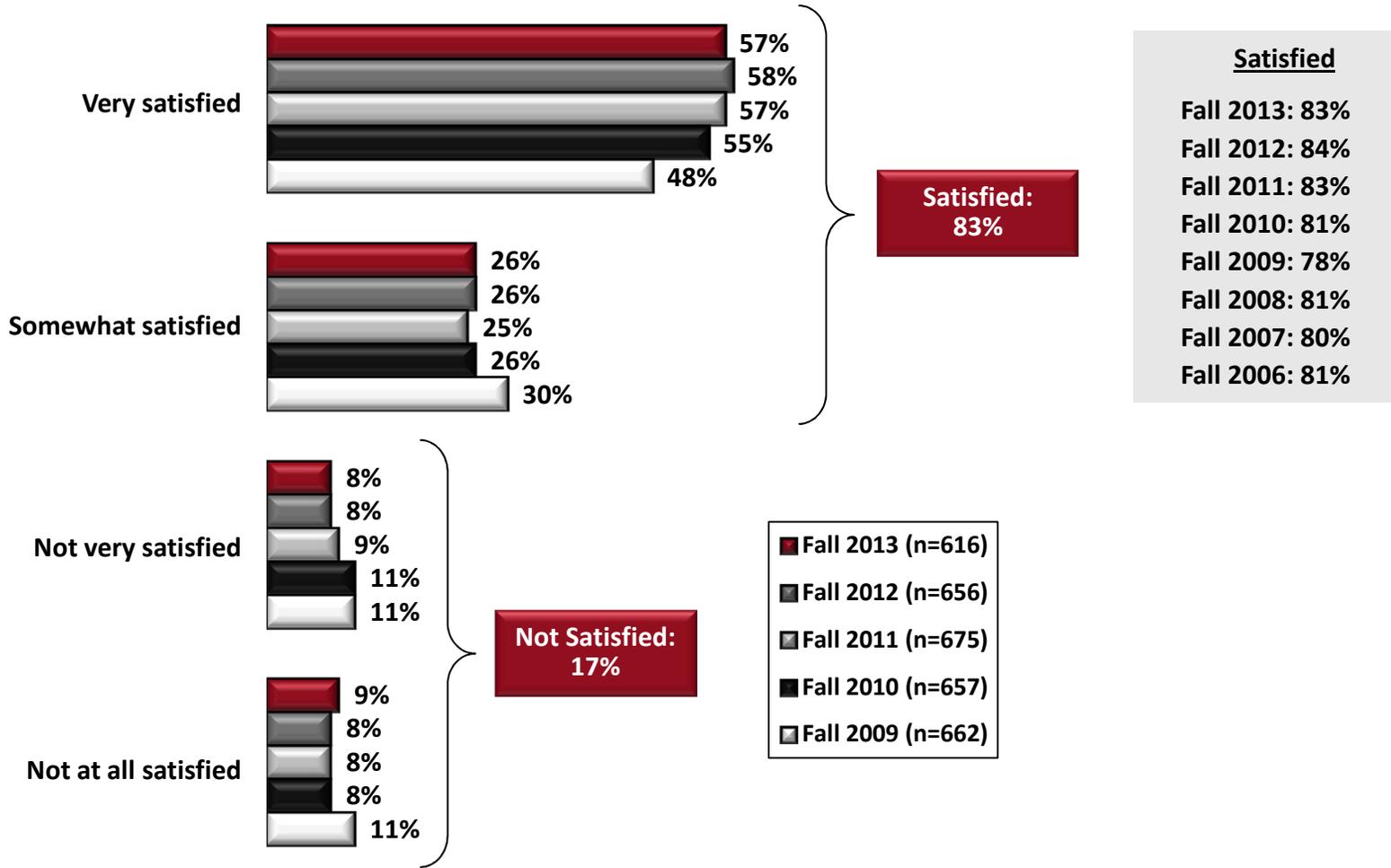


What was the main reason for your most recent contact with The City?

Base: Valid respondents who initiated contact (n=545)



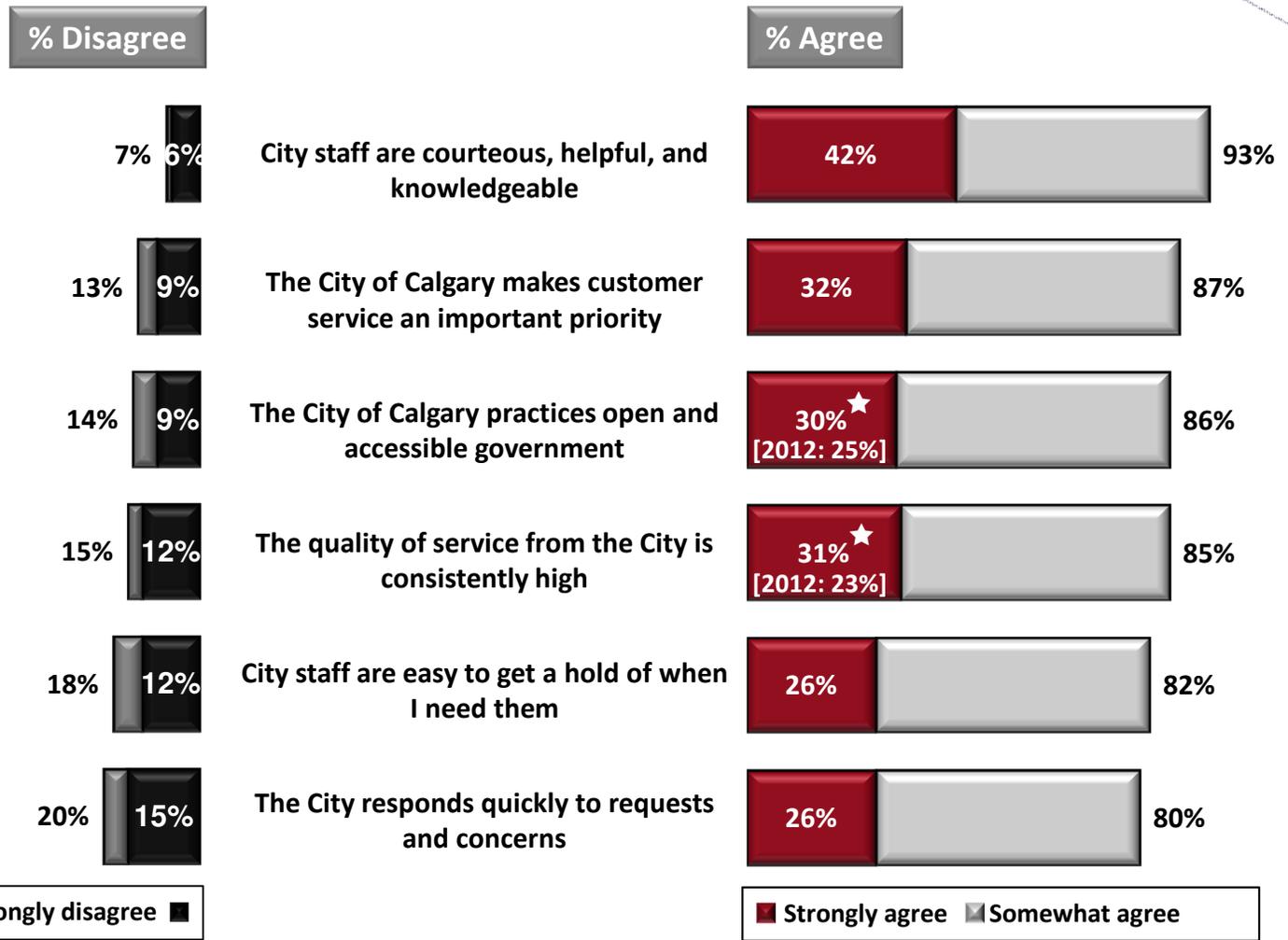
# Satisfaction with City Contact



How satisfied were you with your most recent contact with The City?  
 Base: Valid respondents who contacted or dealt with The City of Calgary in past year



# Attitudes Regarding City Service Delivery and Transparency



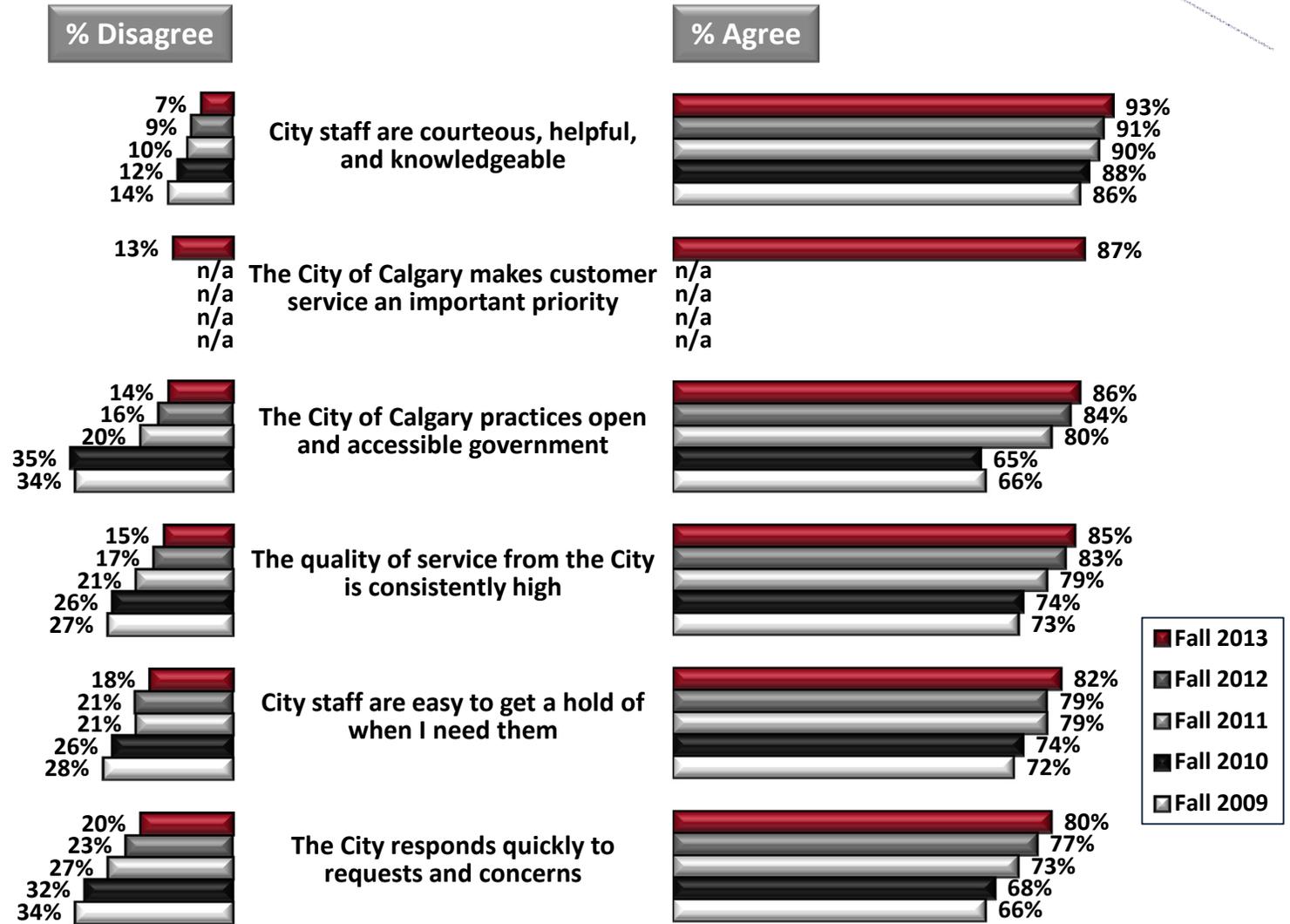
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents

★ Denotes statistically significant change from 2012 to 2013



# Tracking Attitudes Regarding City Service Delivery and Transparency



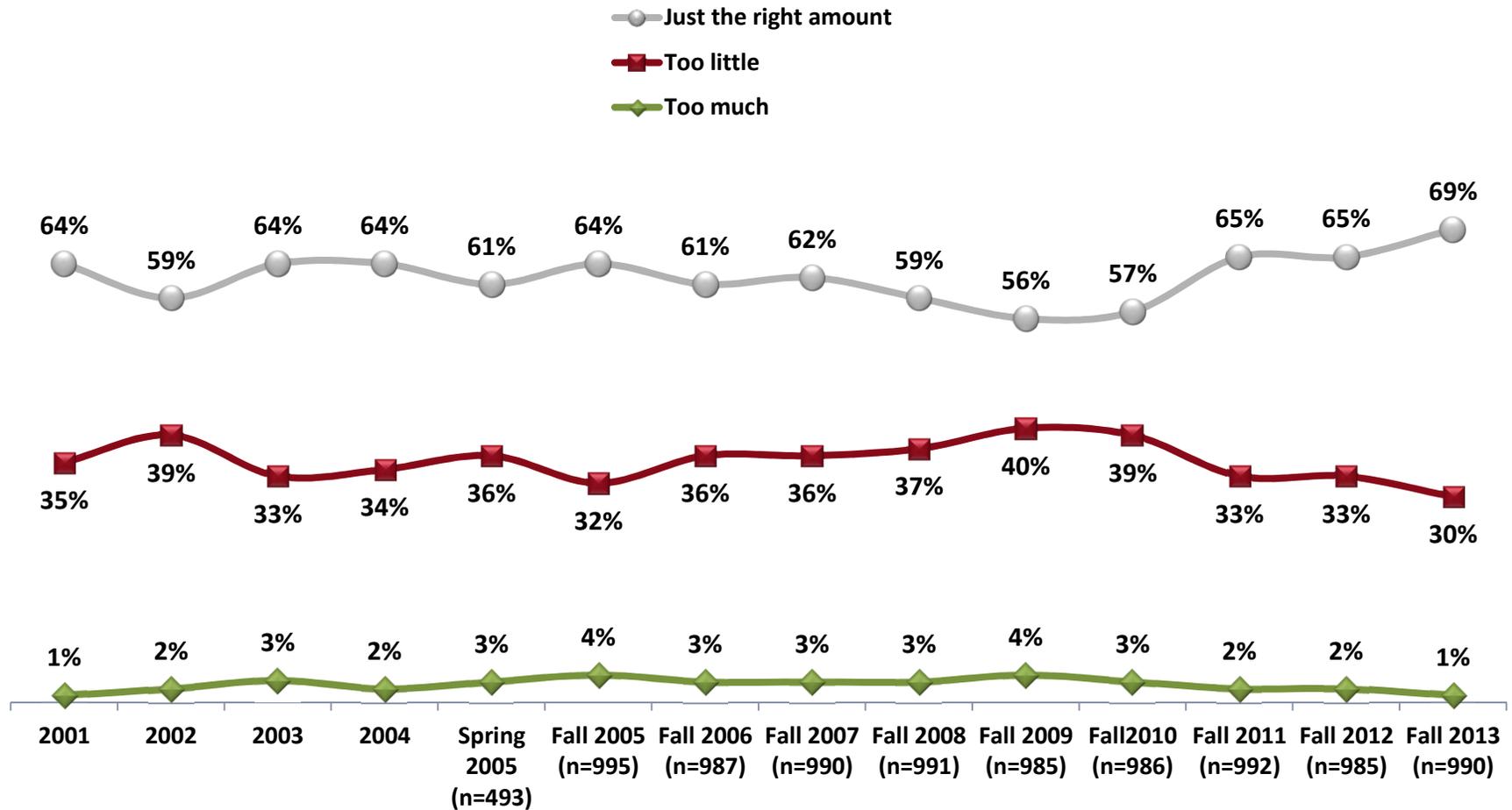
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents

# CITY COMMUNICATIONS



# The Extent of Information Received

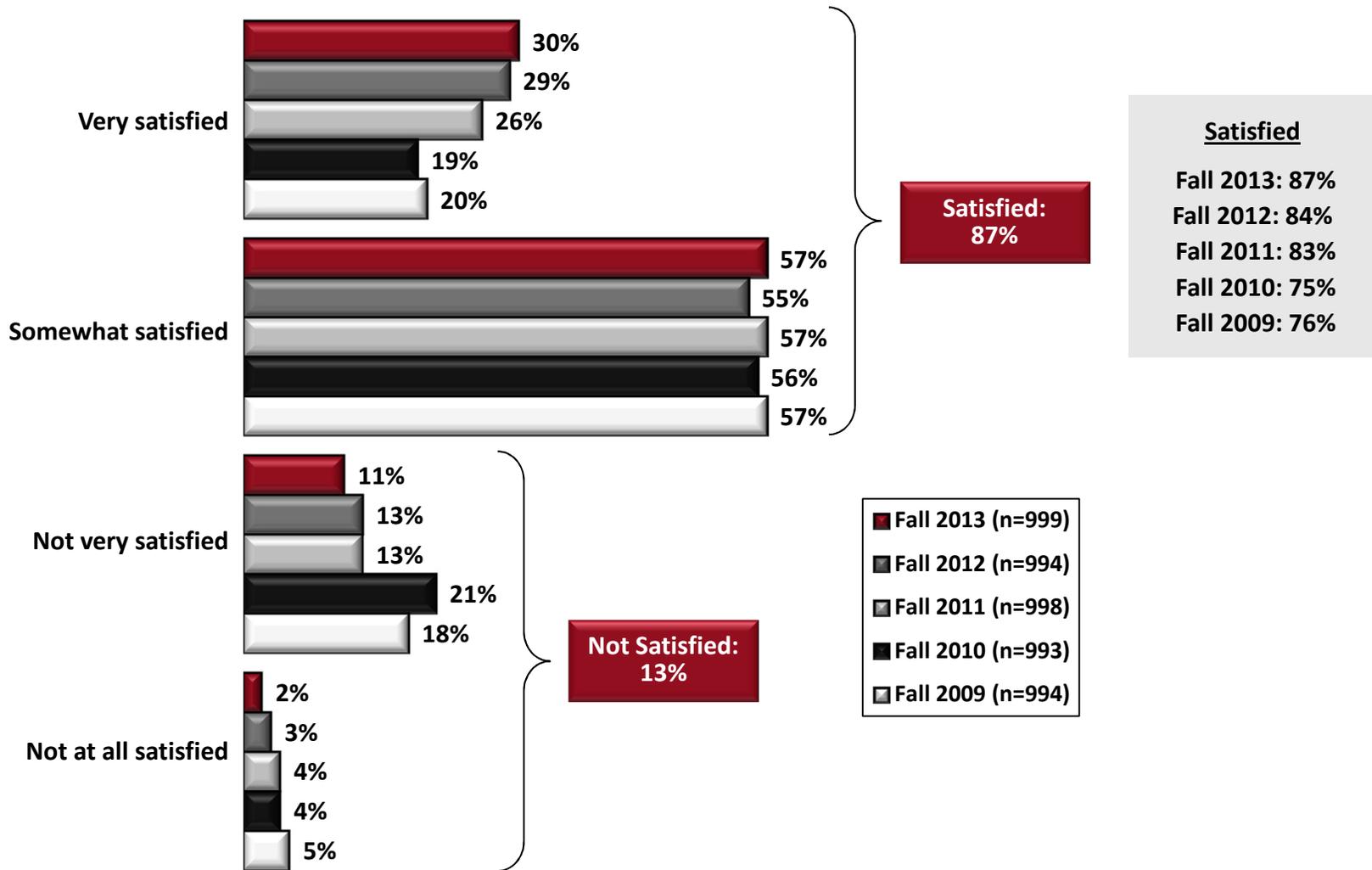


*In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?*

Base: Valid respondents



# Overall Satisfaction with Quality of City Information and Communications

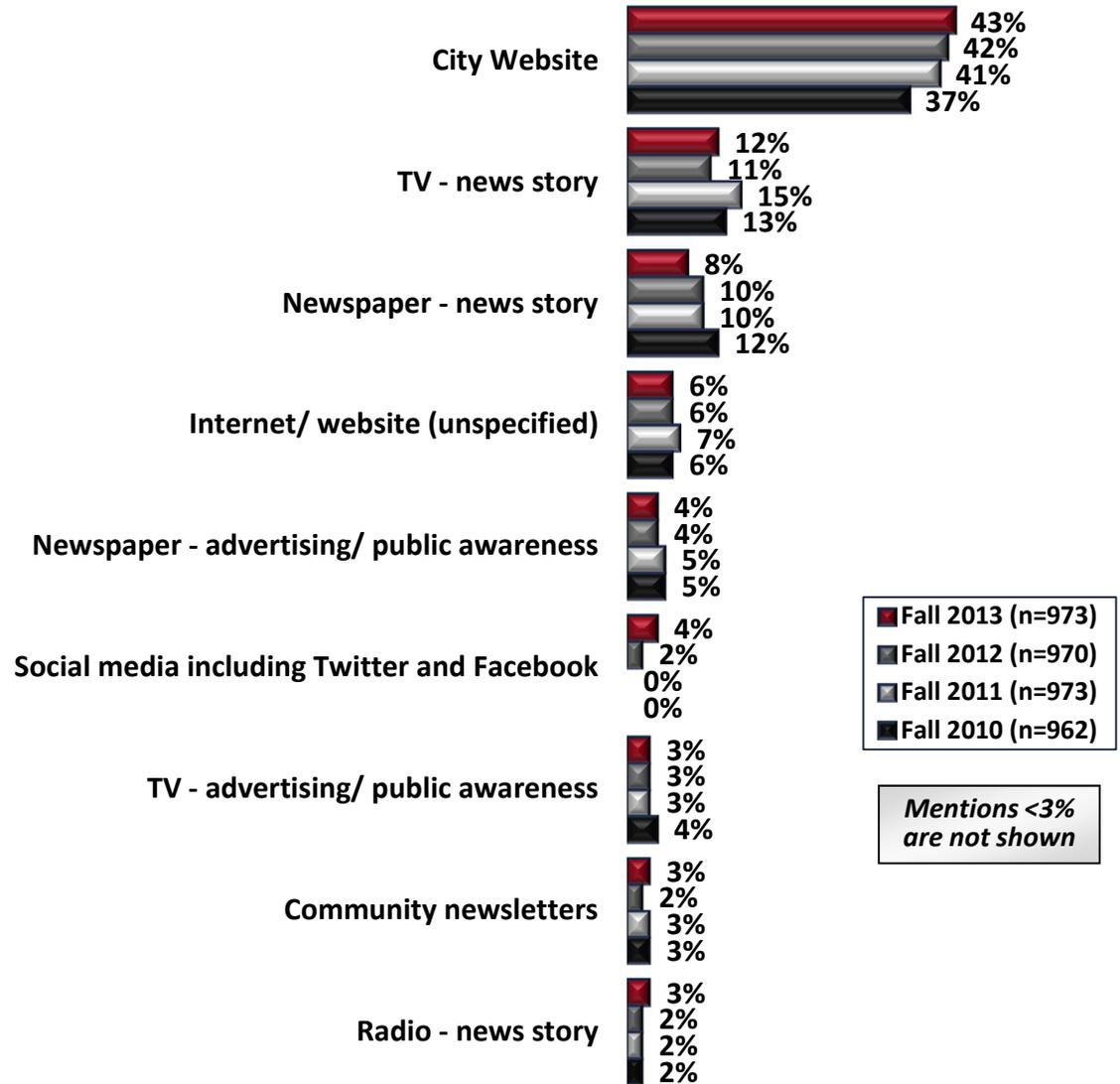


And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents



# Main Source of Information about City Programs, Services, and Policies



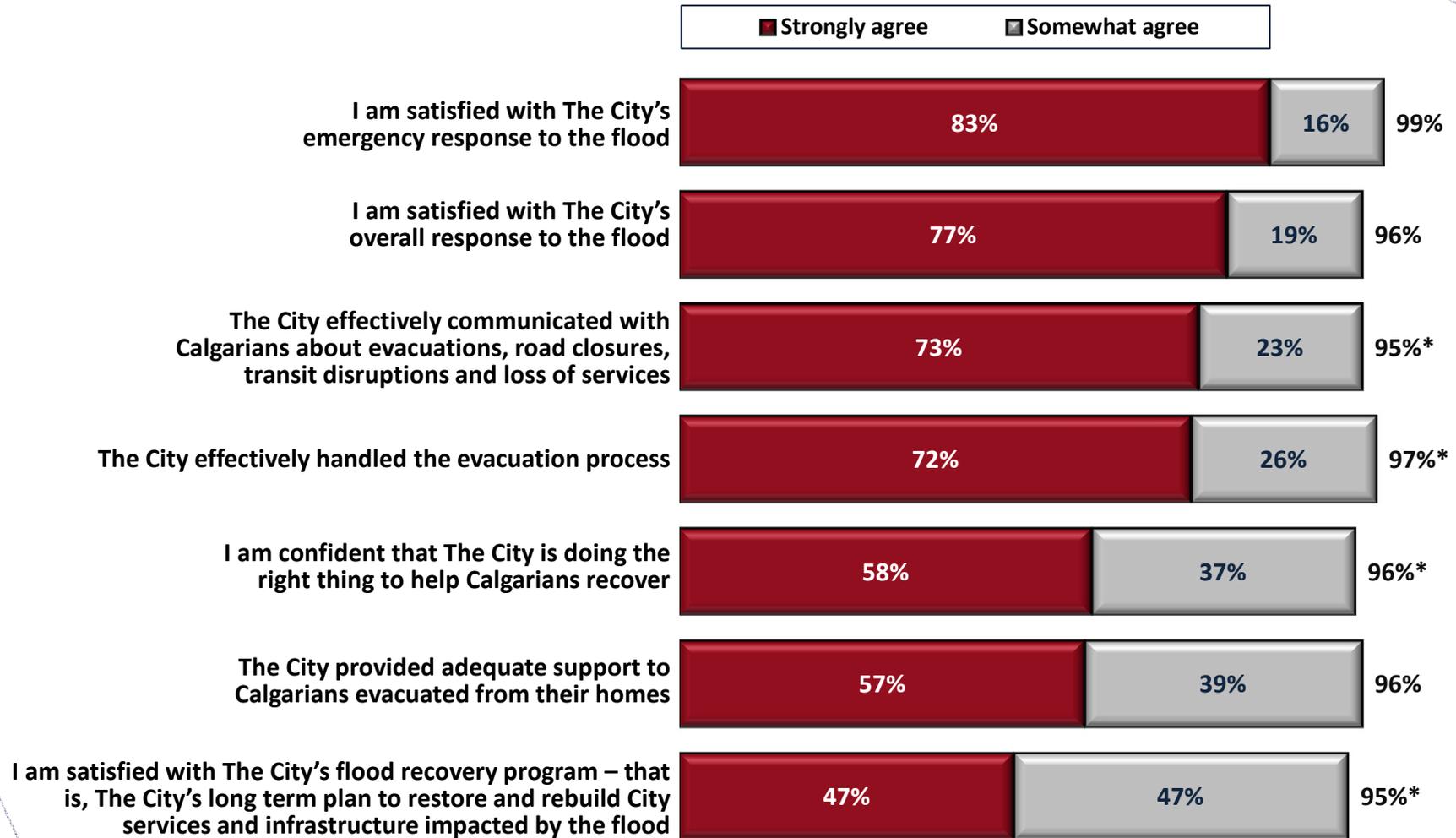
Today, what would you say is your main source of information about The City's programs, services, and policies?

Base: Valid respondents

# FLOOD 2013



# Perceptions of The City's Flood Performance



\*Rounding

As you know, the flood of June 2013 impacted the city of Calgary as well as all Calgarians in one way or another. Thinking about The City of Calgary Municipal government including administration and council, please indicate if you agree or disagree with the following statements.

Base: Valid respondents



# Most Salient Aspect of The City's Response to the Flood

Multiple Responses



Mentions <4% are not shown

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

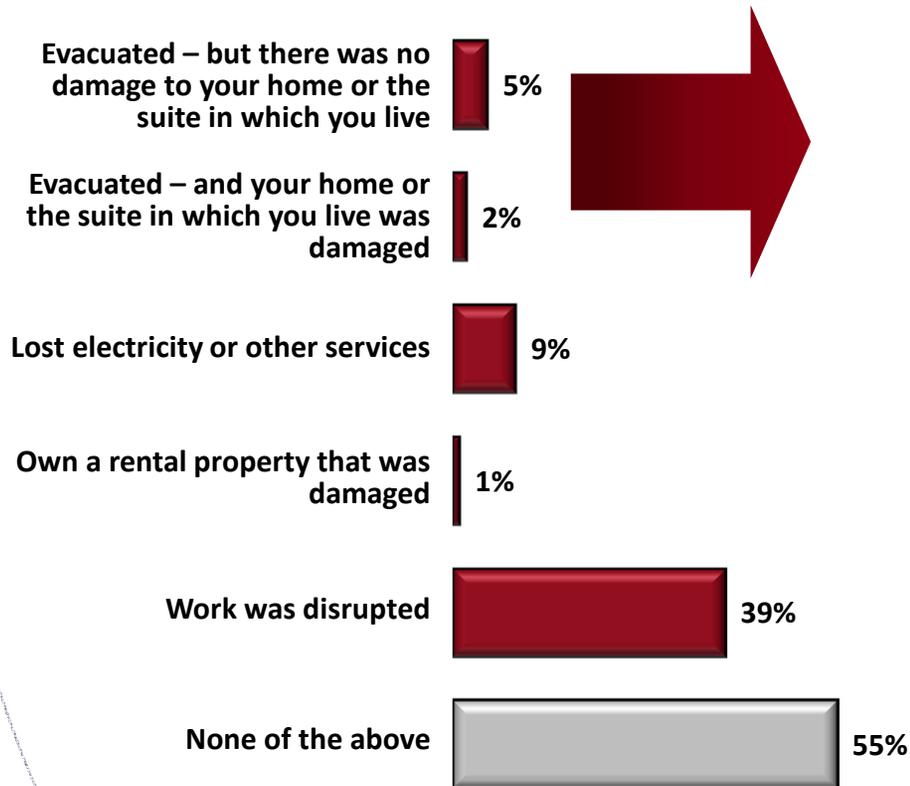
Again, thinking about The City of Calgary Municipal government including administration and council, what stood out most to you about The City's response to the flood?

Base: Valid respondents (n=943)

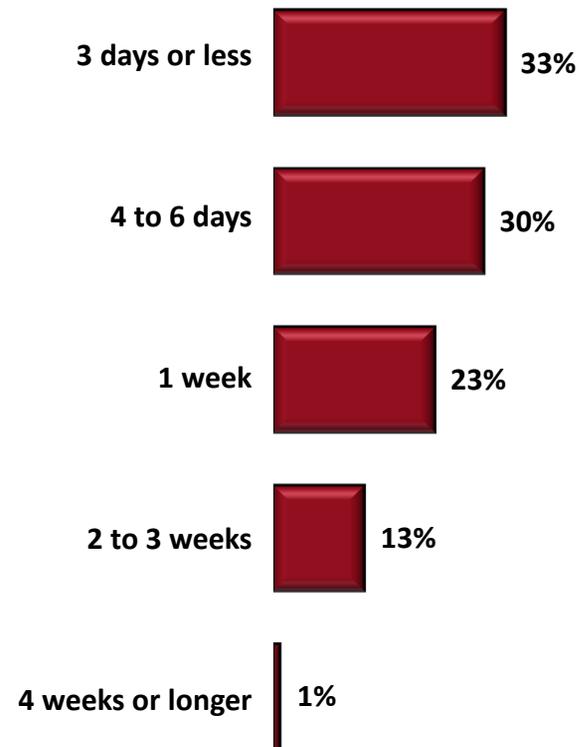


# Personal Impact of the Flood

## Means of Impact



## Duration of Evacuation



Were you personally impacted in any of the following ways?

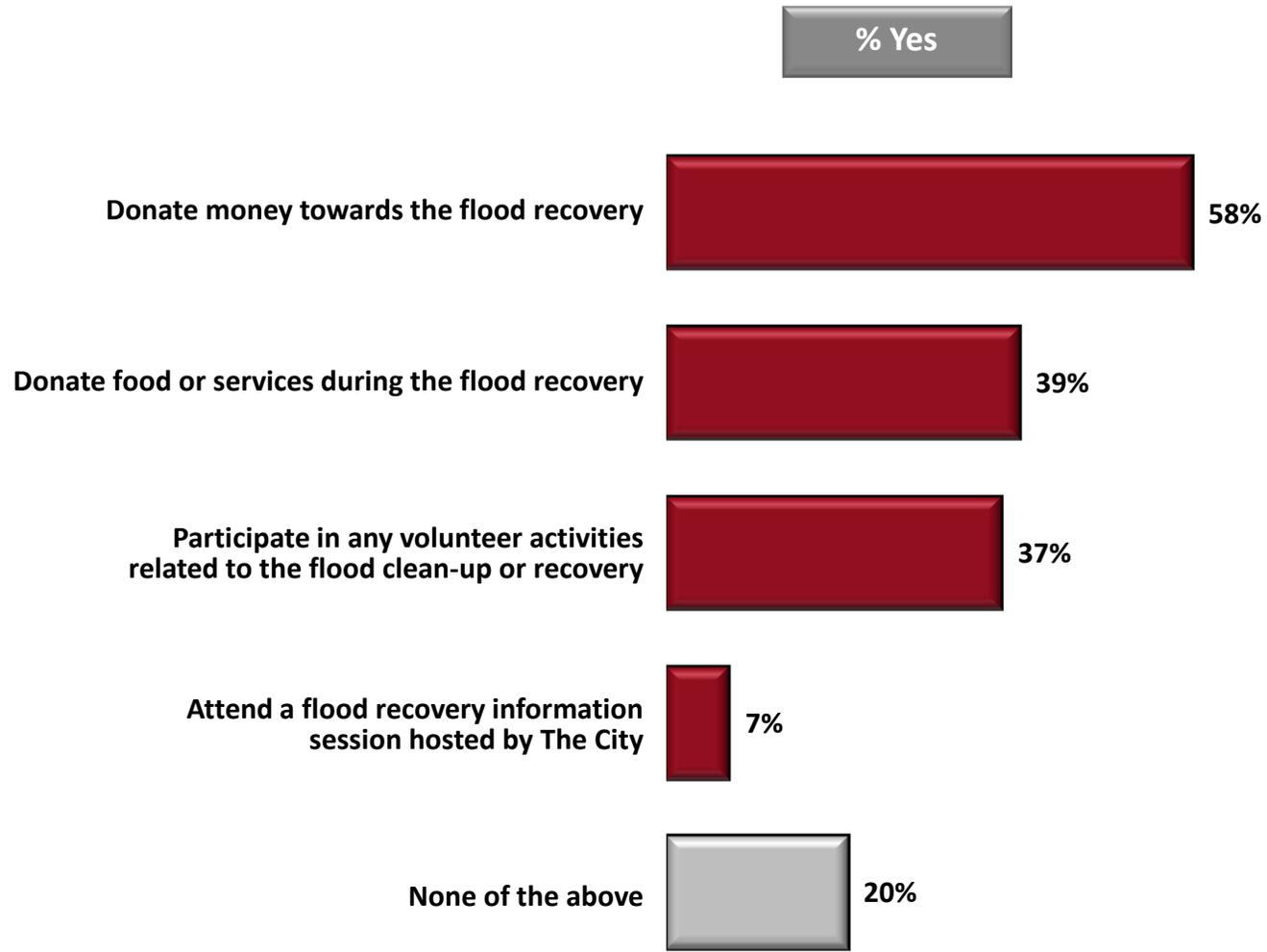
Base: Valid respondents (n=1,002)

For how many days or weeks were you evacuated from your home?

Base: Valid respondents who were evacuated (n=61)



# Participation in Flood Recovery



Did you... ?

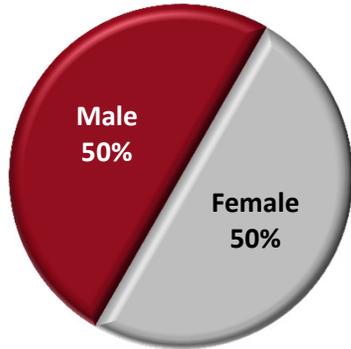
Base: Valid respondents (n=1,000)

# DEMOGRAPHICS



# Demographics

### Gender



### Age

18 to 24	8%
25 to 34	26%
35 to 44	18%
45 to 54	21%
55 to 64	15%
65 or more	13%
Mean	45 years

### Education

Completed high school or less	16%
Some post secondary or college diploma	36%
Completed university degree or post-grad degree	48%

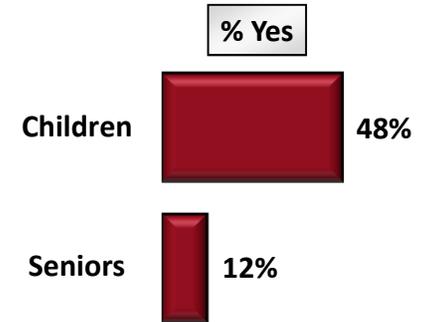
### Income

Less than \$30,000	7%
\$30,000 to <\$45,000	7%
\$45,000 to <\$60,000	9%
\$60,000 to <\$75,000	7%
\$75,000 to <\$90,000	9%
\$90,000 to <\$105,000	13%
\$105,000 to <\$120,000	11%
\$120,000 or more	38%

### Number of People In Household

1	13%
2	26%
3	20%
4	28%
5	9%
6 or more	4%

### Children and Seniors in Household



HH Size >1 (n=825)

Valid respondents

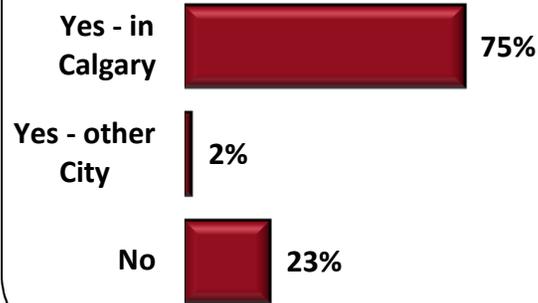


# Demographics

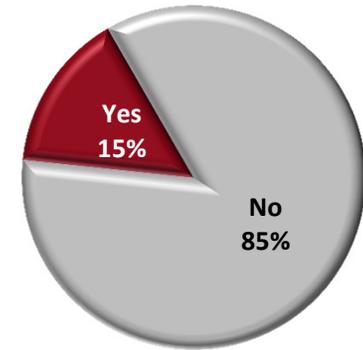
### Tenure in Calgary

Tenure in Calgary	
Less than 5 years	6%
5 to less than 10 years	17%
10 to less than 15 years	14%
15 to less than 20 years	9%
20 to less than 30 years	17%
30 to less than 40 years	19%
40 or more	18%
<i>Mean</i>	<i>24 years</i>

### Voted in Last Municipal Election



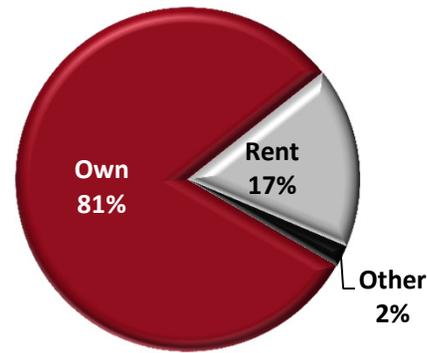
### Disability



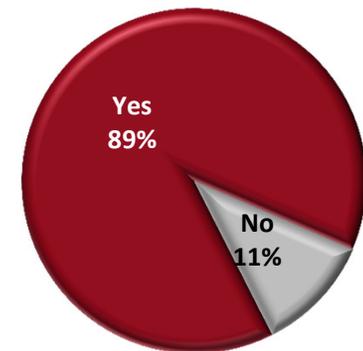
### Type of Home

Type of Home	
Apartment	5%
Townhouse	5%
Condominium	9%
Single-detached house	72%
Duplex-attached house	6%
Another type of multi-dwelling unit	3%

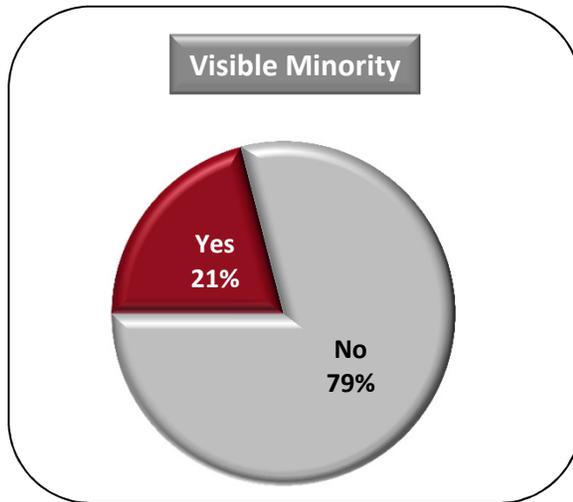
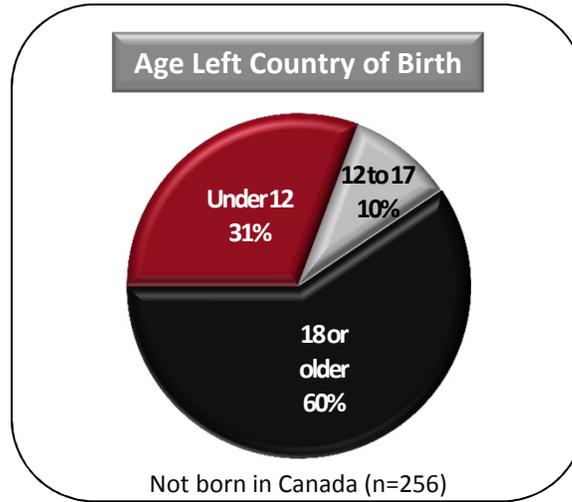
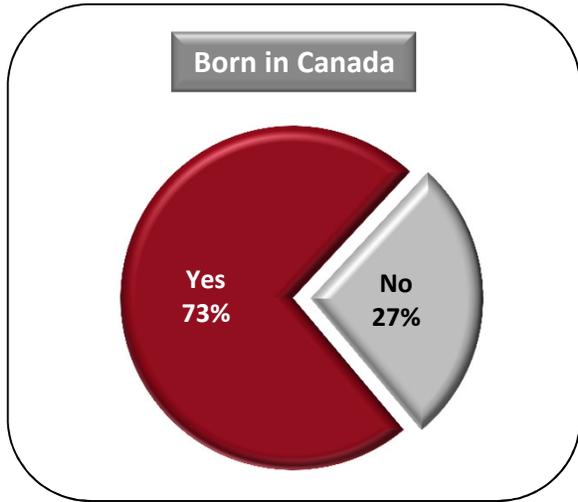
### Own or Rent



### Responsible for Property Taxes



Valid respondents



### Ethnic Background

British	28%
Western European	19%
Canadian/ French Canadian	12%
East or Southeast Asian	11%
Southern or Eastern European	9%
Caucasian/ white	9%
South Asian	6%
Central/ South American or Caribbean	2%
African	2%
West Asian or Middle Eastern	2%
Aboriginal/ First Nations/ Metis	2%
Other	2%



## Contact Information

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