

2019 Quality of Life and Citizen Satisfaction Survey

Ward 8 Report

November 2019

Prepared for The City of Calgary by:

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Respondent Profile

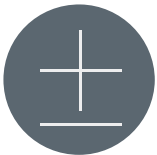


Telephone survey conducted with a randomly selected sample of 2,502 Calgarians aged 18 years and older between August 19th and September 16th, 2019.

- Both landline (60%) and cell phone (40%) sample were used.
- The average interview length was 32 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 2018 Municipal and 2016 Federal Census data.



The **margin of error** (MOE) for the total City Wide sample of 2,502 is ± 2.0 percentage points, 19 times out of 20.

- A total of 169 interviews were conducted with residents of Ward 8 (MOE $\pm 7.5\%$).

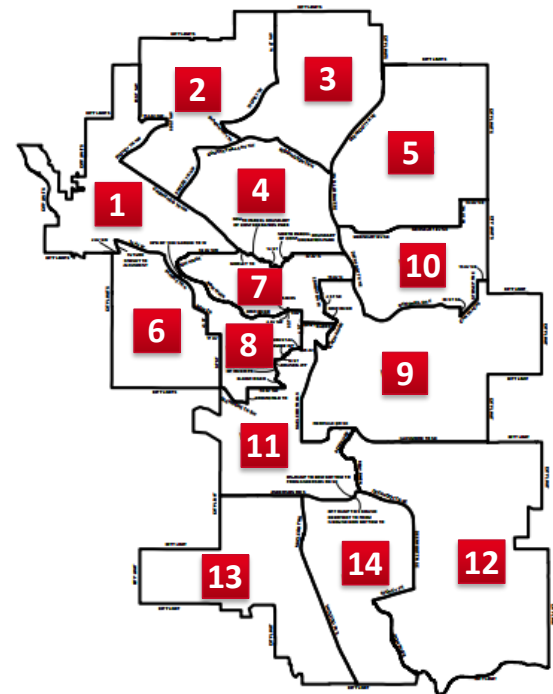


Results for Ward 8 are compared to results City Wide.

- ↑ indicates a number is significantly higher than City Wide.
- ↓ indicates a number is significantly lower than City Wide.

Where possible, 2019 results for Ward 8 are compared to those from 2018.

- Only significant differences are shown. **Ward 8 2018**





Summary of Key Findings



Key Findings:

Quality of Life and Issue Agenda

Ward 8 residents provide strong overall quality of life ratings, consistent with City Wide.

The issue agenda in Ward 8 is similar to City Wide for the top items (roads and transit). Ward 8 residents place a greater emphasis on “growth and planning” and “affordable housing” than is seen City Wide.

- ❖ A strong majority (82%) of Ward 8 residents rate the overall quality of life in Calgary today as ‘good’ (on par with 83% City Wide).
- ❖ Slightly more than one-half (52%) of Ward 8 residents say the quality of life in Calgary has ‘stayed the same’ (on par with 44% City Wide) and 17% say it has ‘improved’ (on par with 16% City Wide). Ward 8 residents are less likely than City Wide to say the quality of life in Calgary has ‘worsened’ (31% vs. 40% City Wide).
- ❖ Agreement with the statement *“I am regularly involved in neighbourhood and local community events”* is higher in Ward 8 (41%) than City Wide (31%).
- ❖ Fewer Ward 8 residents agree that *“Calgary is moving in the right direction to ensure a high quality of life for future generations”* (43%) vs. City Wide (53%) and agreement has declined since last year (43%, down from 70% in 2018).
- ❖ Three-quarters (75%) of Ward 8 residents agree that *“Calgary is on the right track to be a better city 10 years from now”* (on par with 76% City Wide but lower than 85% in 2018).
- ❖ The top issues in Ward 8 are *“infrastructure, traffic and roads”* (35%, identical to 35% City Wide) and *“crime”* (19%, on par with 15% City Wide).
- ❖ Ward 8 residents are more likely than City Wide to mention *“growth and planning”* (9%, higher than 5% City Wide) and *“homelessness, poverty & affordable housing”* (8%, higher than 4% City Wide).
- ❖ Compared to last year, Ward 8 residents are more likely to mention both *“taxes”* (15%, up from 6% in 2018) and *“economy”* (10%, up from 1% in 2018).

Key Findings:

Importance of City Programs and Services

Ward 8 residents are on par with City Wide for most importance ratings of programs and services.

The importance of most programs and services within Ward 8 has also remained consistent with 2018, showing declines in 5 service areas.

- ❖ Ward 8 residents express similar views as City Wide for the importance of almost all services and programs assessed in 2019, except for:
 - Calgary Police Service (97% important, lower than 99% City Wide);
 - Residential garbage collection (95% important, lower than 98% City Wide);
 - Property tax assessment (86% important, lower than 93% City Wide), including 53% 'very' important which is lower than 68% City Wide;
 - On-street bikeways (72% important, higher than 56% City Wide), including 39% 'very' important which is higher than 27% City Wide; and,
 - Road maintenance including pothole repairs (56% 'very' important, lower than 67% City Wide).
- ❖ Similarly, there have been few changes in the importance of municipal services and programs within Ward 8 compared to last year for:
 - Calgary Police Service (97% important, down from 100% in 2018);
 - Protection from river flooding (80% important, down from 90% in 2018);
 - Road maintenance including pothole repairs (56% 'very' important, down from 74% in 2018);
 - Transportation planning (66% 'very' important, down from 83% in 2018);
 - Calgary Transit (69% 'very' important, down from 83% in 2018); and,
 - City-operated recreation programs (66% 'very' important, up from 48% in 2018).

Key Findings:

Satisfaction with City Programs and Services

The majority of Ward 8 residents are satisfied with the overall level and quality of municipal programs and services, consistent with City Wide results.

In Ward 8, notable declines in satisfaction emerge for 5 programs and services as compared to 2018.

- ❖ Seven-in-ten (70%) Ward 8 residents are satisfied with the overall level and quality of municipal services and programs, on par with 74% City Wide.
- ❖ Satisfaction with programs and services in Ward 8 differs from City Wide for:
 - Residential garbage collection (81% satisfied, lower than 90% City Wide);
 - Disaster planning and response (32% 'very' satisfied, lower than 45% City Wide);
 - Calgary Police Service (40% 'very' satisfied, lower than 57% City Wide);
 - Residential Blue Cart recycling (48% 'very' satisfied, lower than 60% City Wide);
 - City-operated recreation programs (53% 'very' satisfied, higher than 33% City Wide); and,
 - On-street bikeways (30% 'very' satisfied, higher than 19% City Wide).
- ❖ Significant declines in Ward 8 satisfaction since 2018 emerge for:
 - Residential garbage collection (81% satisfied, lower than 92% in 2018);
 - City growth management (66% satisfied, lower than 83% in 2018);
 - Disaster planning and response (32% 'very' satisfied, lower than 52% in 2018);
 - Calgary Police Service (40% 'very' satisfied, lower than 59% in 2018); and,
 - Bylaw services (28% 'very' satisfied, lower than 43% in 2018).
- ❖ Ward 8 residents consider social services to be a 'primary strength' whereas it is a 'primary weakness' City Wide.
 - Ward 8 residents also consider recreation programs to be a 'primary strength', while they are neither a 'primary strength' nor 'primary weakness' City Wide.
- ❖ Conversely, Ward 8 residents consider residential garbage collection to be a 'primary weakness' whereas it is a 'primary strength' City Wide.
 - Property tax assessment and Calgary Transit are considered to be 'primary weaknesses' City Wide, but are neither 'primary strengths' nor 'primary weaknesses' in Ward 8.

Key Findings: Investment in City Programs and Services

Ward 8 residents are aligned with City Wide in the programs and services they want to see more investment.

Compared to 2018, Ward 8 residents are more likely to want increased investment in recreation facilities, land use planning, and 311. However, there is less desire for increased investment in snow removal in Ward 8 vs. last year.

- ❖ Ward 8 residents are aligned with City Wide in the programs and services they want to see *more* investment.
- ❖ A lower proportion (27%) of Ward 8 residents would like to see *less* investment in both on-street bikeways in comparison to City Wide (43%) and Calgary Police Service (9%, higher than 3% City Wide).
- ❖ The biggest shifts in Ward 8 residents' desire for *more* investment compared to 2018 are as follows:
 - Snow removal (42% invest *more*, down from 58% in 2018);
 - City-operated recreation facilities (48% invest *more*, up from 30% in 2018);
 - City land use planning (37% invest *more*, up from 23% in 2018); and,
 - 311 services (28% invest *more*, up from 13% in 2018).

Key Findings: Taxation

Ward 8 residents express similar views on taxation in comparison to City Wide; however, perceptions of the value of property taxes has declined since 2018.

- ❖ Slightly over one-half (52%) of Ward 8 residents give The City a 'good value' rating for the value of their property tax dollars, similar to 54% City Wide, but is down from 65% in 2018.
- ❖ Ward 8 residents' knowledge of how tax dollars are spent is consistent with City Wide (56% vs. 57% City Wide).
- ❖ In order for The City to maintain or expand services, Ward 8 residents are split with respect to their preference for cutting services (45%, on par with 50% City Wide) or increasing taxes (48%, similar to 44% City Wide).
- ❖ The vast majority (95%) of Ward 8 residents are interested in knowing how their property tax dollars are invested in various City services (consistent with 94% City Wide).
- ❖ A slight majority (55%) of Ward 8 residents agree that The City does a good job of providing citizens with information about how their property tax dollars are spent (identical to 55% City Wide).

Key Findings:

Customer Service and Communications

Claimed contact with The City is higher in Ward 8 than City Wide.

Ward 8 residents provide similar measures related to customer service as are seen City Wide.

In Ward 8, overall satisfaction with information received from The City is also consistent with City Wide measures.

- ❖ Ward 8 residents are more likely than City Wide to say they contacted The City within the past year (72% vs. 62% City Wide).
- ❖ Three-quarters (75%) of Ward 8 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service (on par with 74% City Wide).
- ❖ Overall, 76% of Ward 8 residents are satisfied with the overall quality of City information and communications (consistent with 75% City Wide).
- ❖ Similarly, 74% of Ward 8 residents rate The City of Calgary as doing a 'good' or 'very good' job communicating with citizens about its services, programs, policies and plans (on par with 72% City Wide).
- ❖ The majority (62%) of Ward 8 residents feel they have access to 'just the right amount' of information from The City, statistically consistent with 54% City Wide.
 - A total of 38% of Ward 8 residents state they have access to 'too little' information from The City, similar to 44% City Wide.

Key Findings:

City Reputation and Performance

Overall favourable impressions of The City have declined in Ward 8 since 2018, yet remain consistent with 2019 City Wide measures.

Ward 8 residents display similar satisfaction with City governance as seen City Wide, but satisfaction with City Council and The City of Calgary (Council and Administration) has declined since last year.

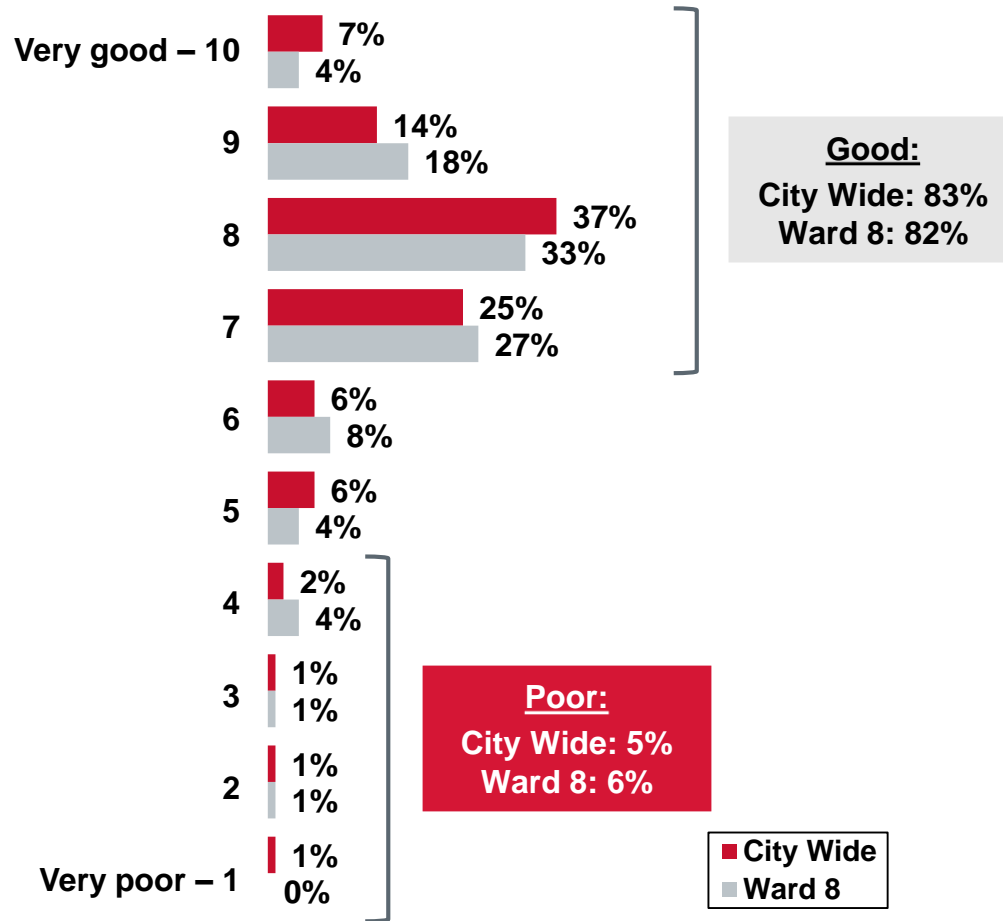
- ❖ One-half (49%) of Ward 8 residents say they have a favourable impression of The City of Calgary, on par with 50% City Wide but down from 72% in 2018.
 - The percentage saying 'very' favourable is also down this year (13% vs. 24% in 2018) and unfavourable impressions have risen (19%, up from 5% in 2018).
- ❖ A small majority (55%) of Ward 8 residents state they *trust* The City of Calgary, on par with 52% City Wide.
 - More than two-in ten (22%) Ward 8 residents say they *distrust* The City, consistent with 23% City Wide but up from 11% in 2018.
- ❖ Claimed understanding of the roles of City Council versus City Administration is up this year (79%) in comparison to 2018 (67%).
- ❖ Ward 8 residents express similar satisfaction levels compared to City Wide for:
 - City Council (48% satisfied, on par with 55% City Wide, but down from 74% in 2018);
 - City of Calgary, including Council and Administration (69% satisfied, on par with 70% City Wide, but down from 85% in 2018); and,
 - City Administration (81% satisfied, similar to 79% City Wide).
- ❖ Overall, 61% of Ward 8 residents believe that Council and Administration work collaboratively, similar to 66% City Wide, but is down from 79% in 2018.
- ❖ Perceptions of transparency and citizen input are also down from last year.
 - Agreement that "*The City of Calgary practices open and accessible government*" has declined (69% vs. 80% in 2018);
 - Agreement that "*The City uses input from Calgarians in decision-making*" has declined (65% vs. 77% in 2018); and,
 - Agreement that "*The City of Calgary is working to improve how it includes citizen input into important decisions*" has declined (63%, down from 77% in 2018).



Quality of Life



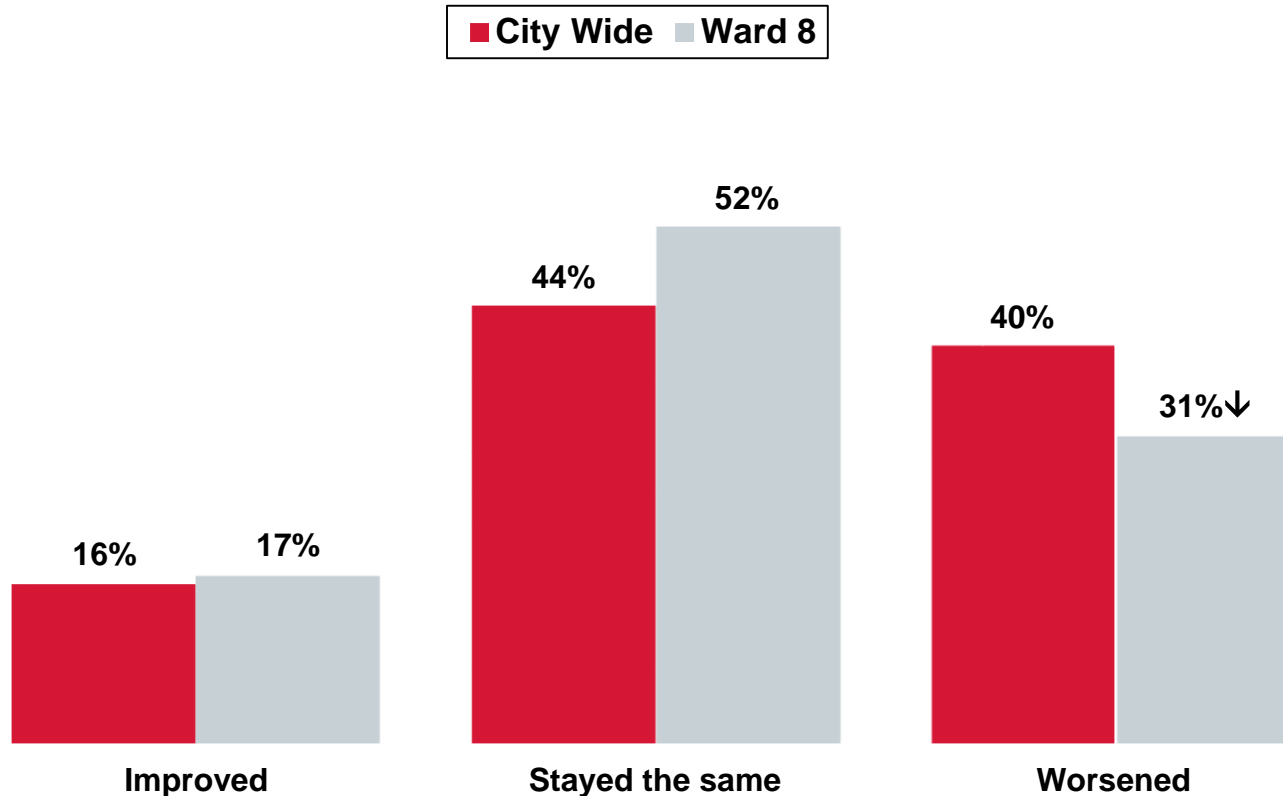
Overall Quality of Life in Calgary



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=2,498 / Ward 8: n=169)

Perceived Change in the Quality of Life

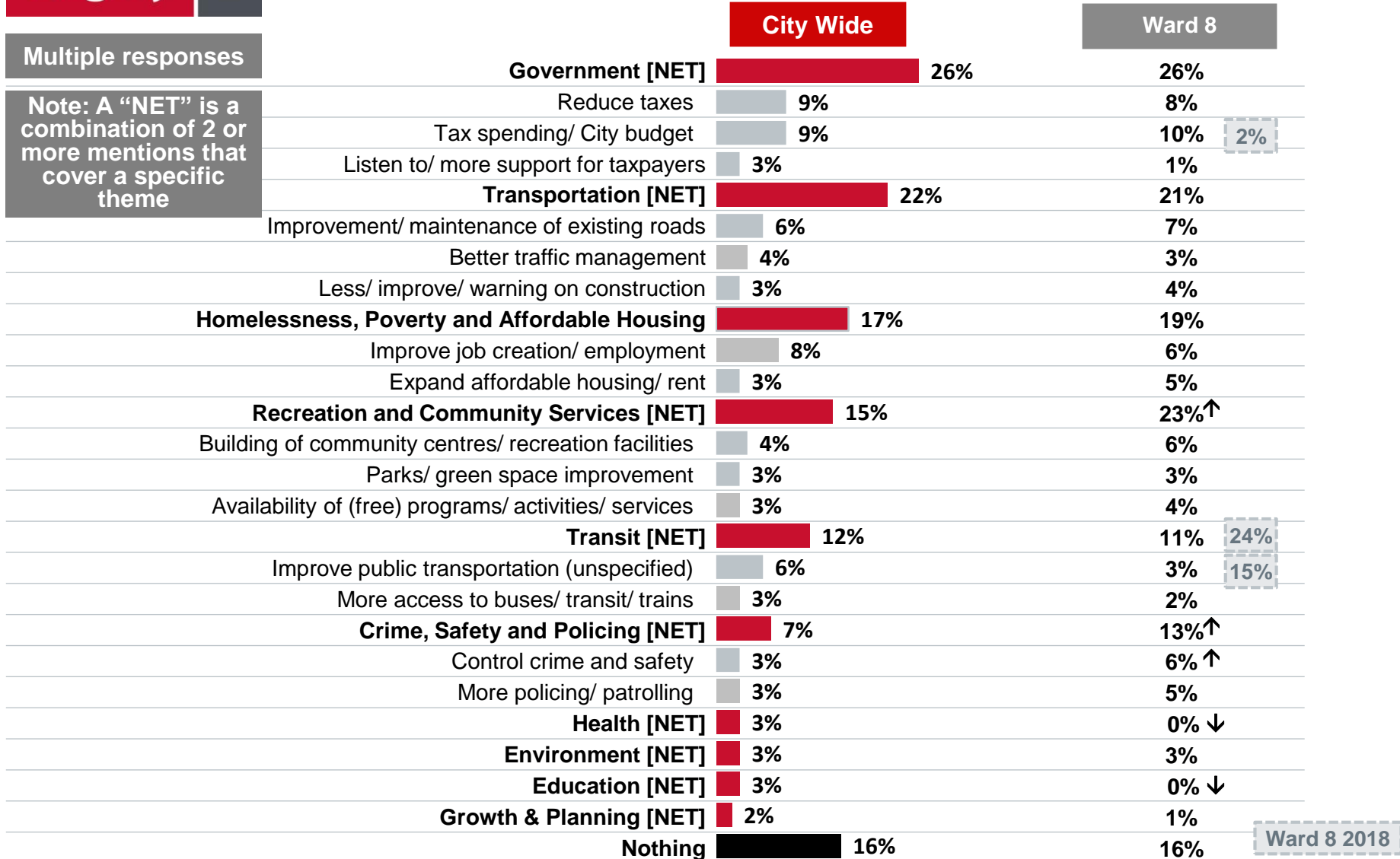


And, do you feel that the quality of life in the city of Calgary in the past three years has ...?

Base: Valid respondents (City Wide: n=2,483 / Ward 8: n=168)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Actions to Improve the Quality of Life



↑Statistically higher than City Wide

↓Statistically lower than City Wide

NET mentions of <2% are not shown

Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?

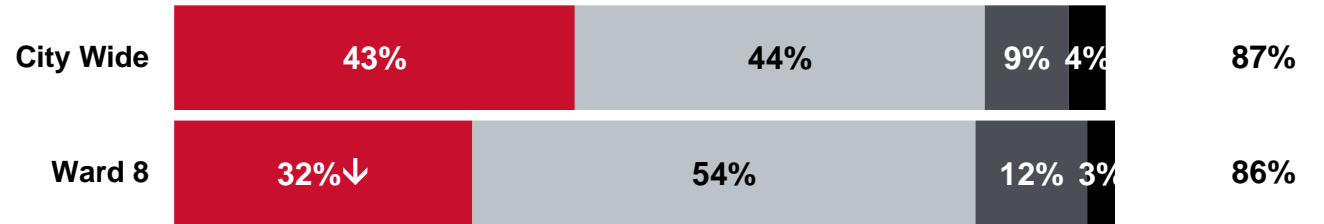
Base: Valid respondents (City Wide: n=2,331 / Ward 8: n=155)

Sustainability: Connectedness

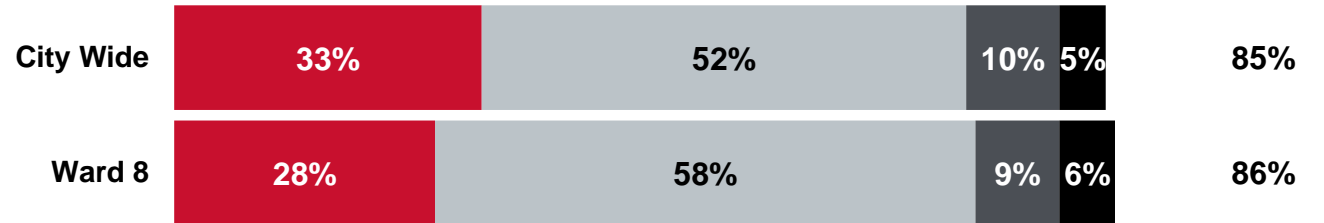
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

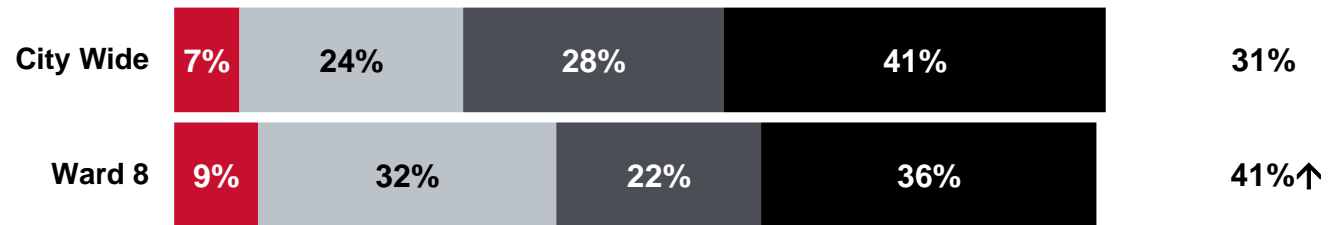
I am proud to be a Calgarian



I am proud to live in my neighbourhood



I am regularly involved in neighbourhood and local community events



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)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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

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

% Agree

Calgary is a great place to make a life

City Wide

20%

59%

14%

7%

79%

Ward 8

15%

64%

15%

7%

78%*

Calgary is a great place to make a living

City Wide

14%

49%

24%

13%

63%

Ward 8

11%

53%

24%

13%

63%*

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

City Wide

20%

55%

16%

9%

75%

Ward 8

17%

63%

13%

7%

80%

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

City Wide

8%

45%

29%

18%

53%

Ward 8

8%

36%

40%

16%

43%*↓

70%

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."

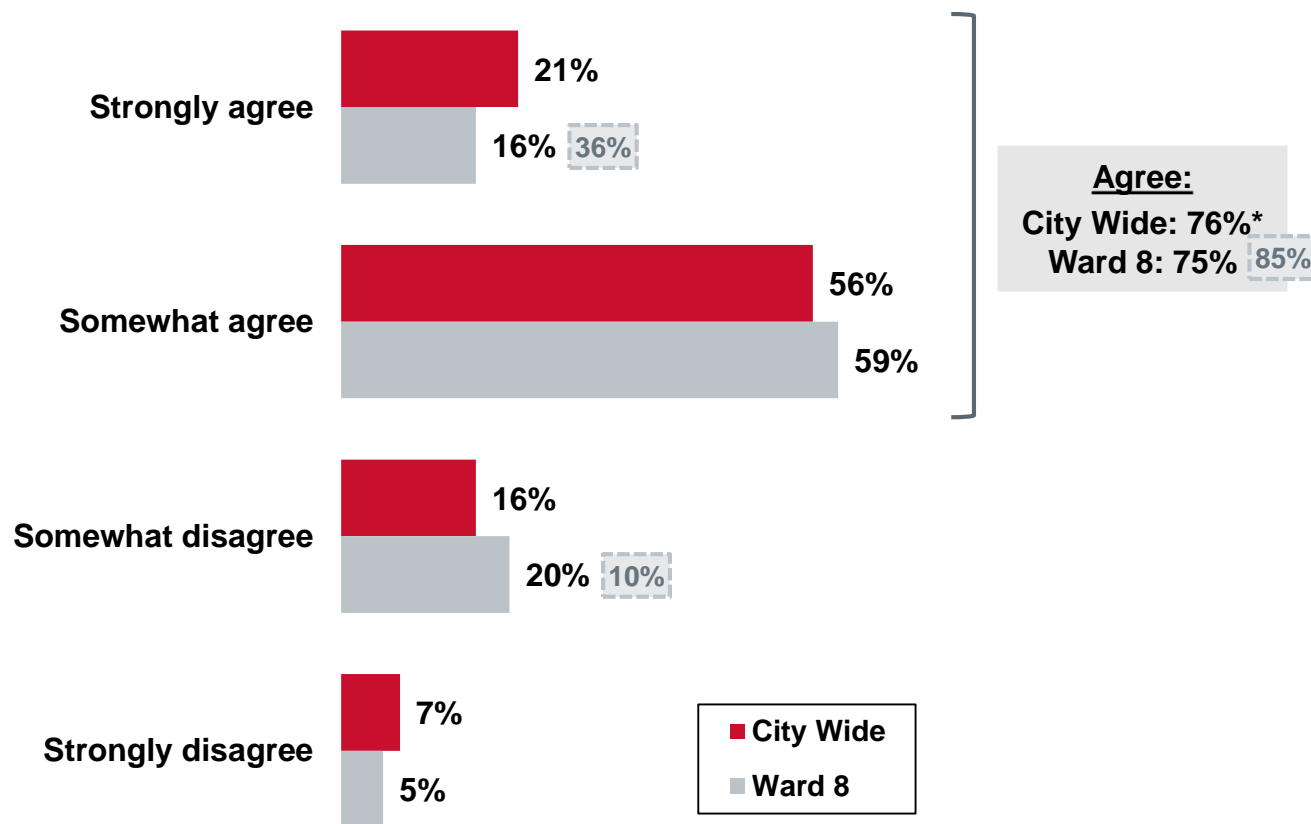
Base: Valid respondents (Bases vary)

*Rounding

Ward 8 2018

↑Statistically higher than City Wide
↓Statistically lower than City Wide

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



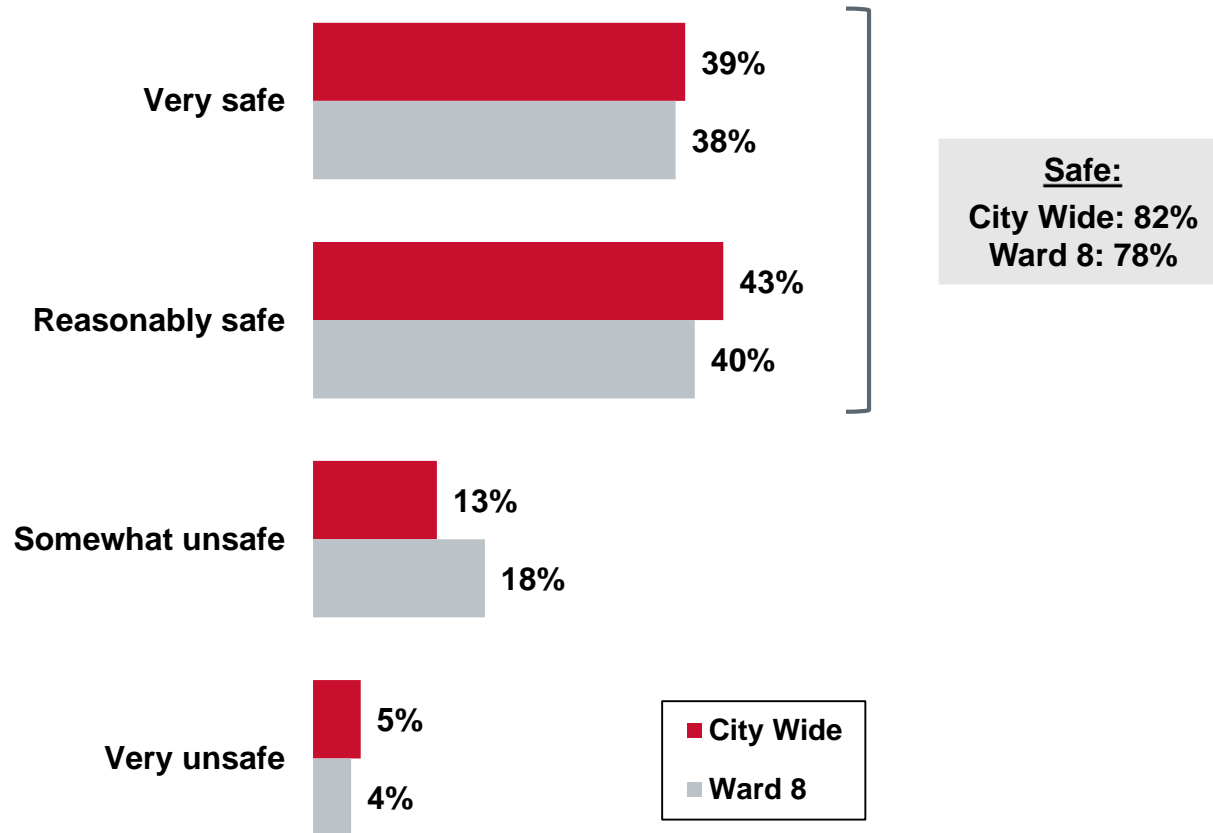
There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (City Wide: n=2,485 / Ward 8: n=169)

*Rounding

Ward 8 2018

Perceived Safety in Own Neighbourhood



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

Base: Valid respondents (City Wide: n=2,497 / Ward 8: n=169)



Issue Agenda



Issue Agenda

City Wide

Ward 8

Multiple responses

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

■ First Mention ■ Other Mentions

Issue	First Mention	Other Mentions	City Wide	Ward 8
Infrastructure, Traffic & Roads [NET]	24%	11%	35%	35%
Traffic congestion	5%	7%		13%↑
Road conditions	4%	7%		4%
Infrastructure maintenance	5%	6%		5%
(Lack of) snow removal	4%	5%		1%↓ 5%
Roads (unspecified)	4%	5%		5%
Too much/poorly planned/delayed road construction	3%	5%		8%
Transit [NET]	12%	5%	17%	16%
Public Transportation (incl. buses/ C-train/ poor service)	6%	8%		9%
Transportation (unspecified)	4%	6%		4% 13%
Transit system improvements	4%	6%		4%
Crime, Safety & Policing [NET]	10%	5%	15%	19%
Breaking and entering/gangs/drugs	6%	9%		11%
Public safety	4%	6%		9%
Budget & Spending [NET]	8%		11%	11%
Taxes [NET]	8%		11%	15% 6%
Economy [NET]	6%		8%	10% 1%
Education [NET]	5%		8%	3% ↓
Recreation [NET]	4%		7%	3%
Environment and Waste Management [NET]	4%		7%	4%
Growth and Planning [NET]			5%	9% ↑
Homelessness, Poverty & Affordable Housing [NET]			4%	8% ↑
Healthcare [NET]			4%	1%
None			11%	12%

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=2,422 / Ward 8: n=161)

Ward 8 2018

↑Statistically higher than City Wide

↓Statistically lower than City Wide

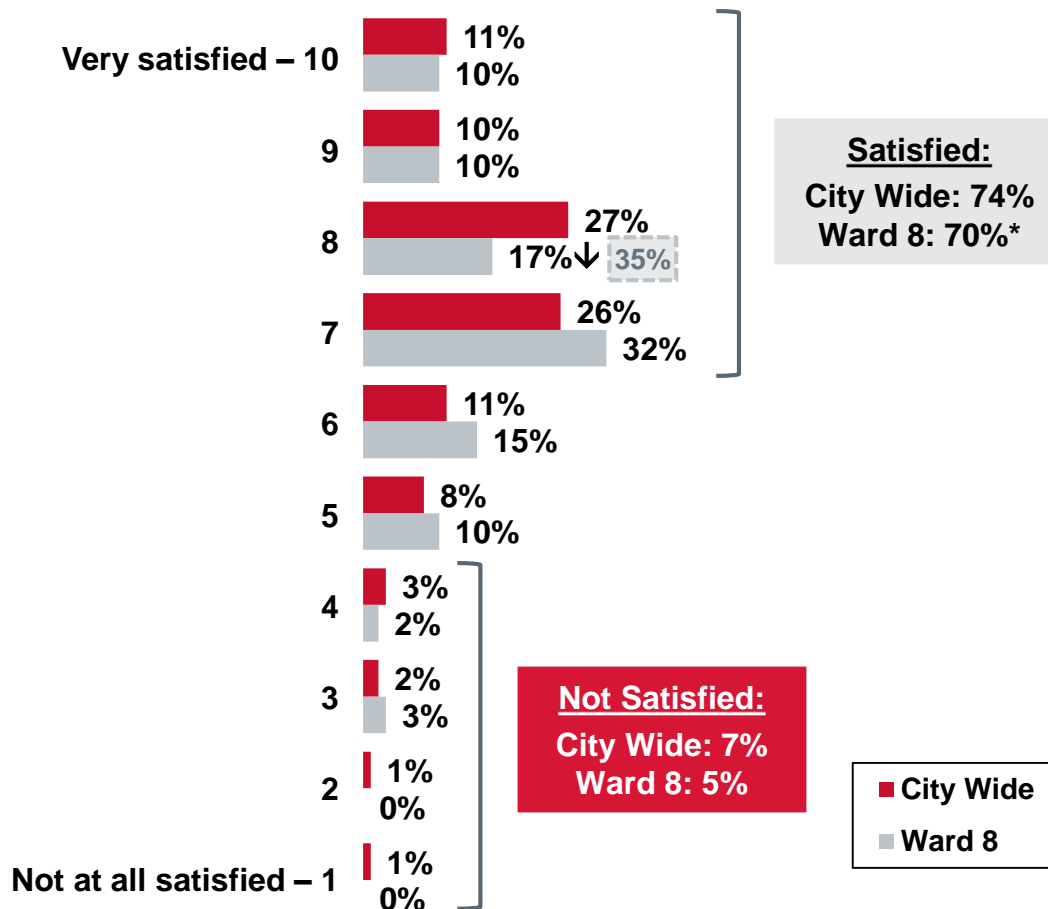
NET mentions of <4% are not shown



City Programs and Services



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



*Rounding

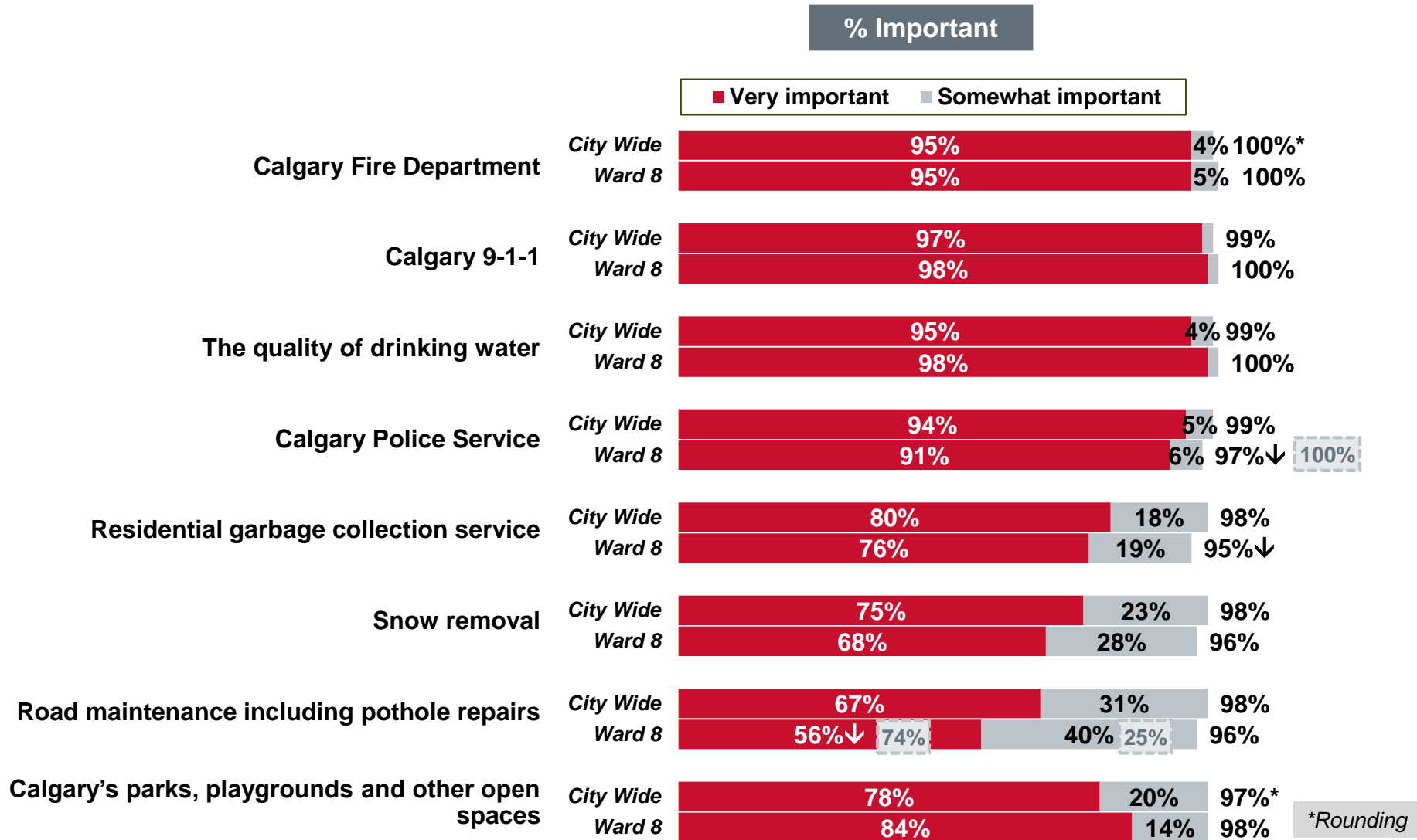
Ward 8 2018

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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=2,487 / Ward 8: n=169)

Importance of City Programs and Services



*Rounding

Ward 8 2018

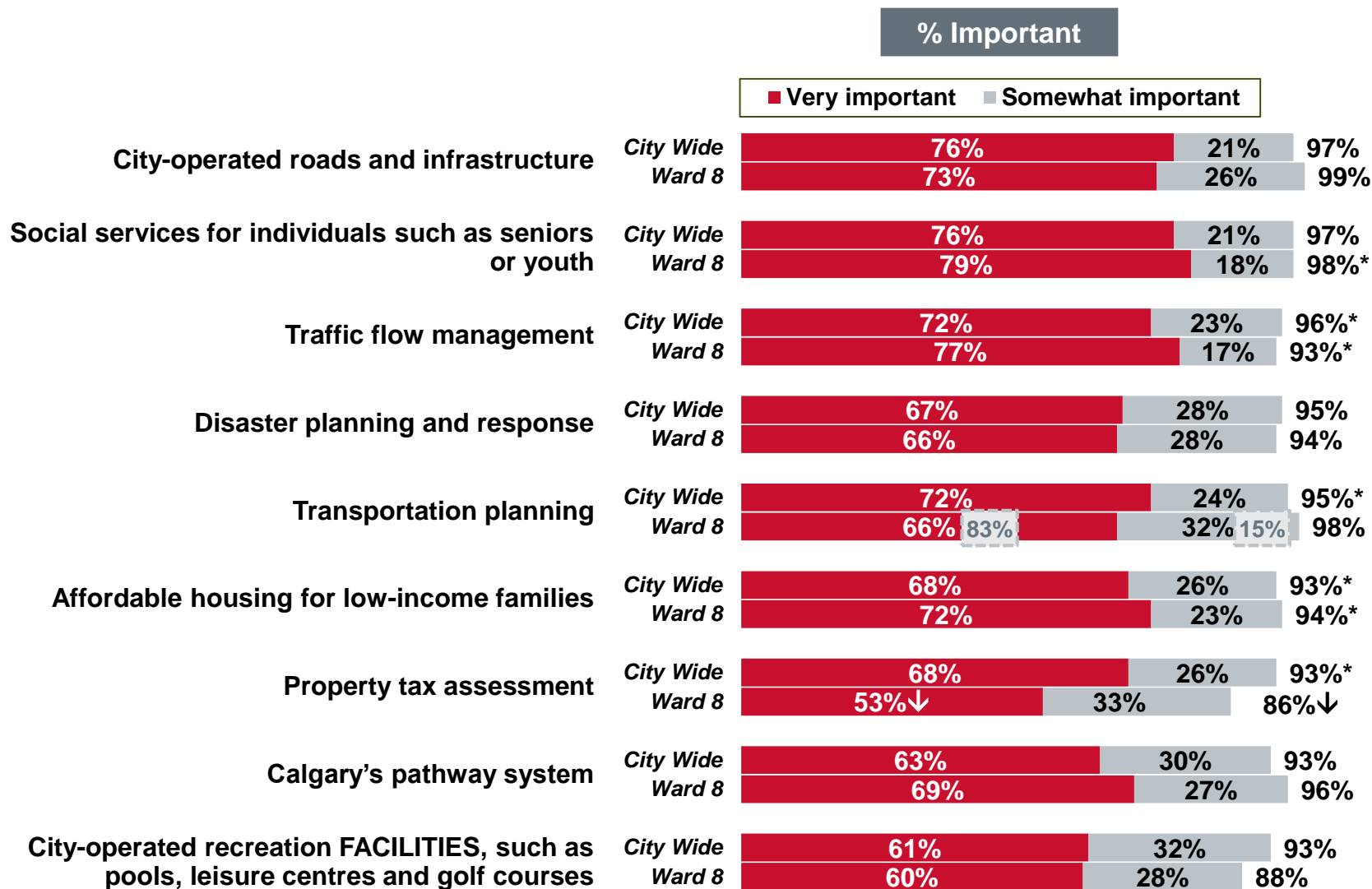
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Data labels of <3% not shown

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Importance of City Programs and Services (continued)



*Rounding

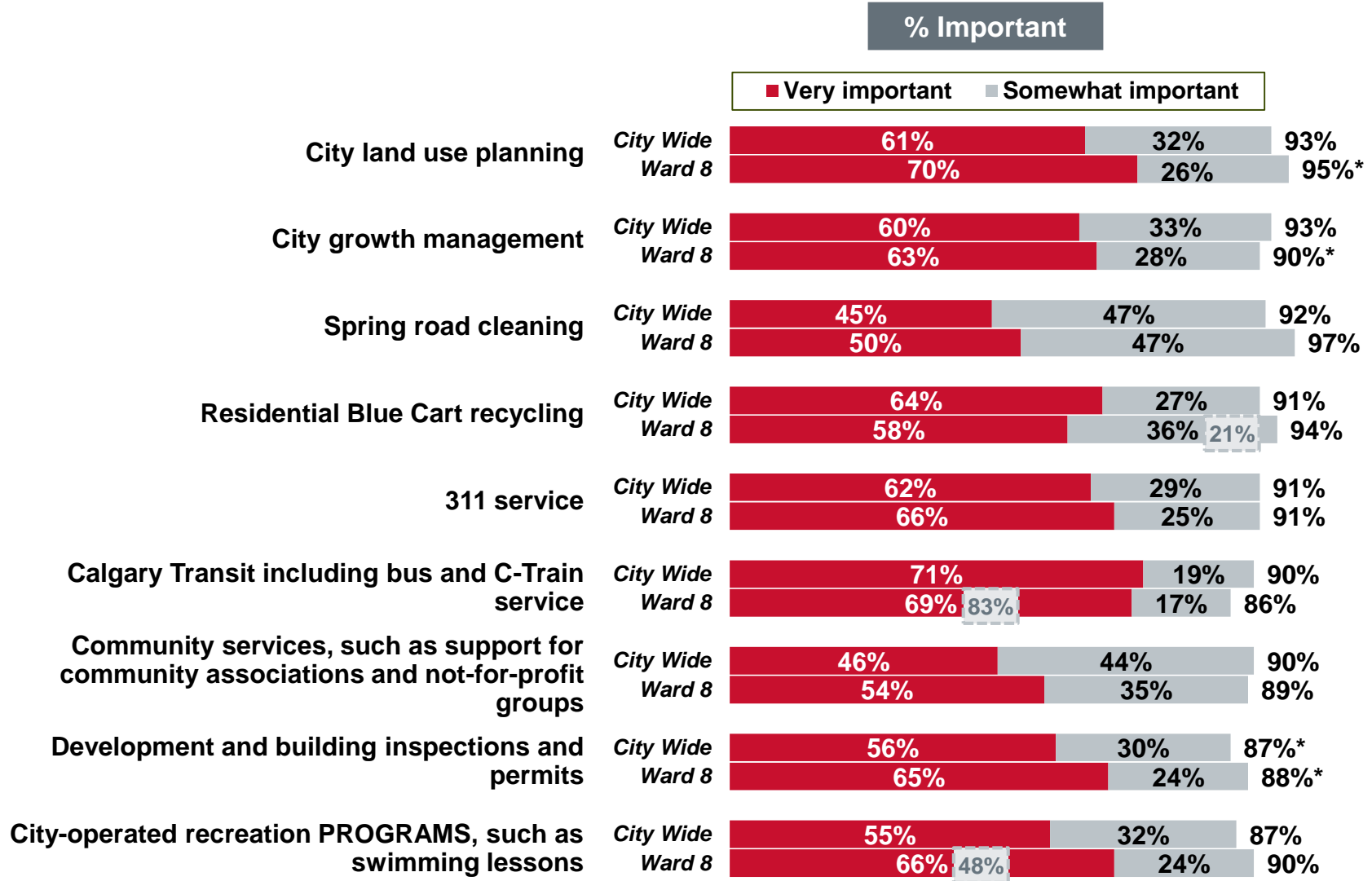
Ward 8 2018

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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)



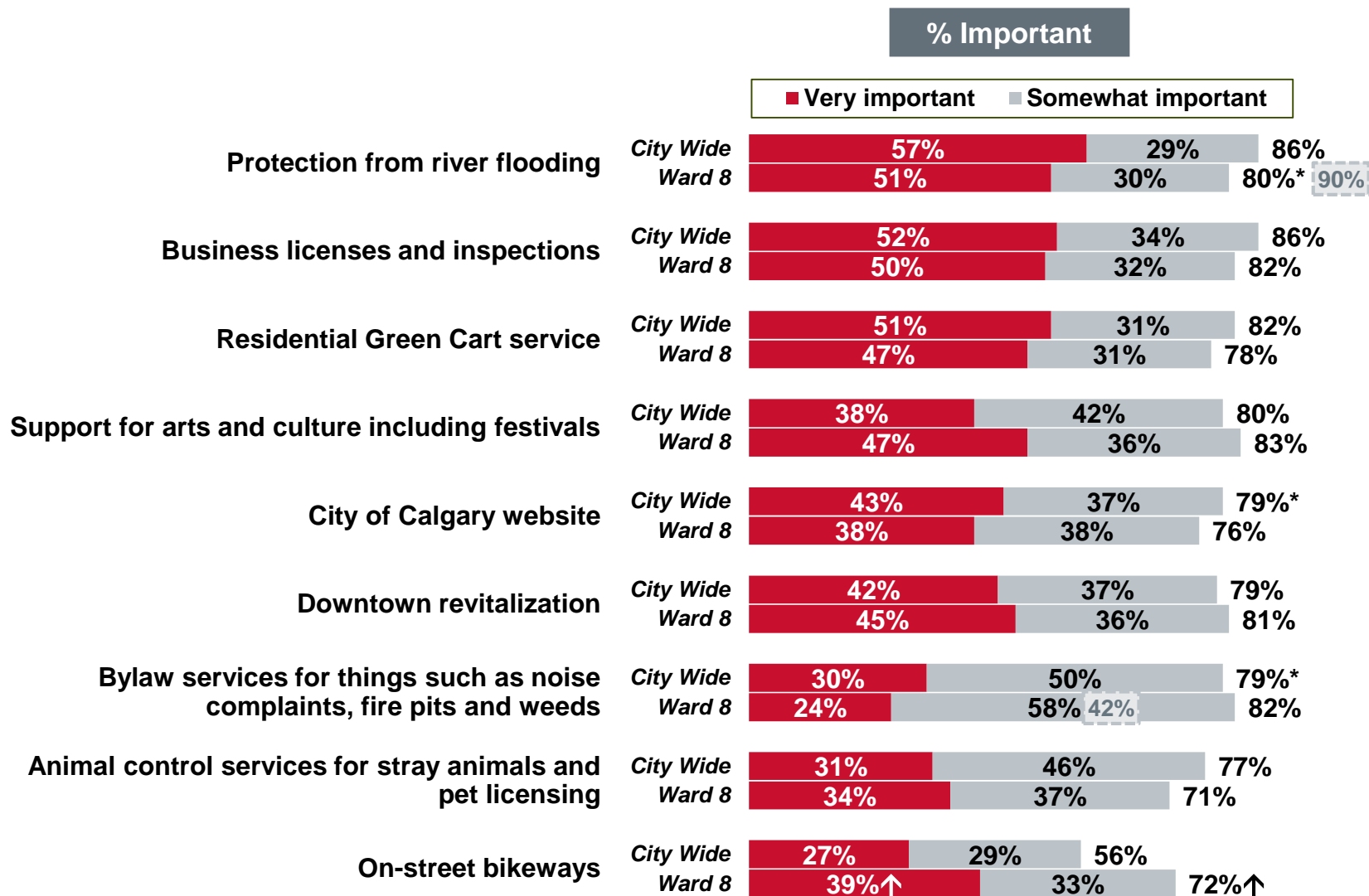
*Rounding

Ward 8 2018

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)



*Rounding

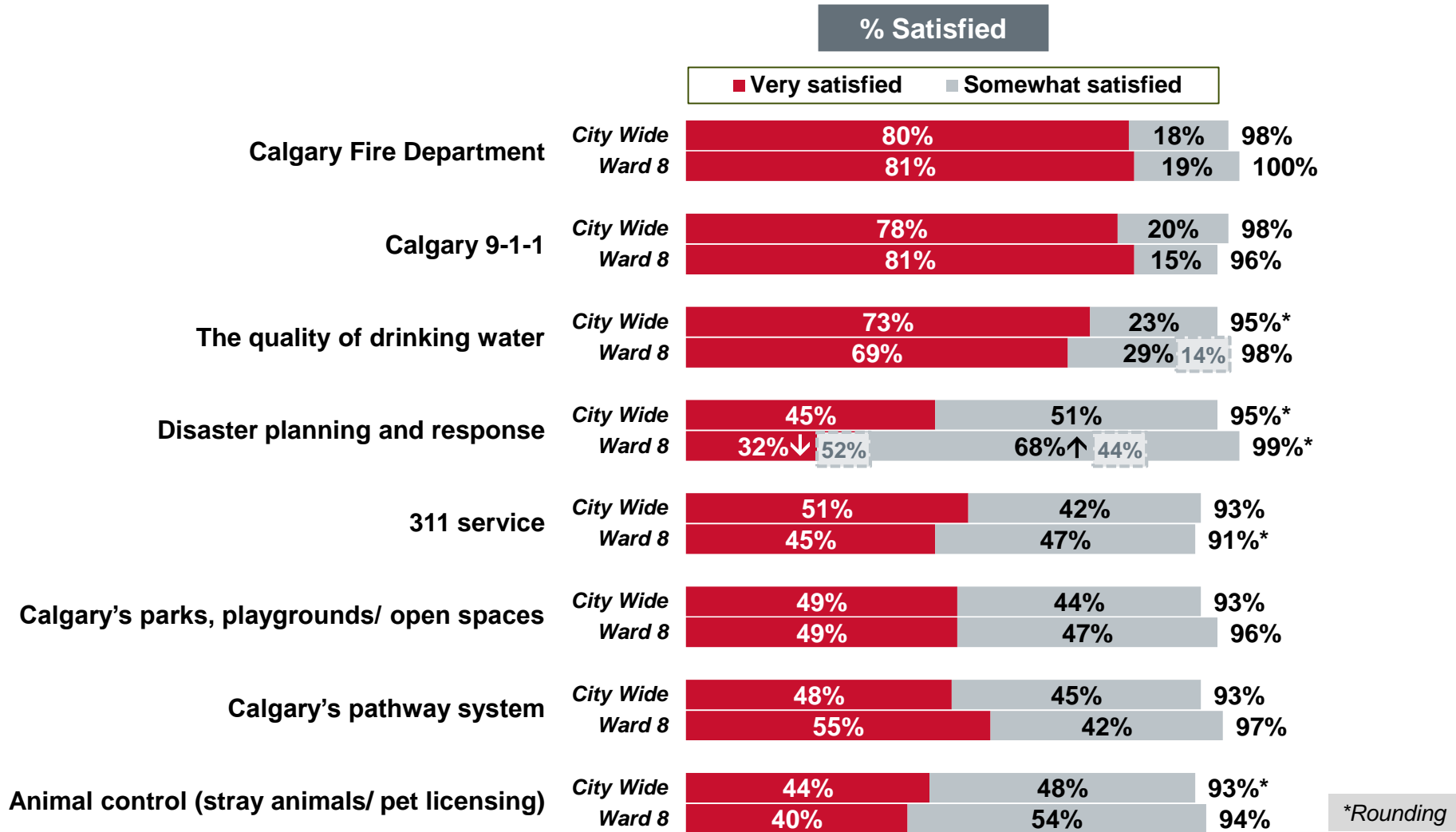
Ward 8 2018

↑Statistically higher than City Wide
↓Statistically lower than City Wide

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

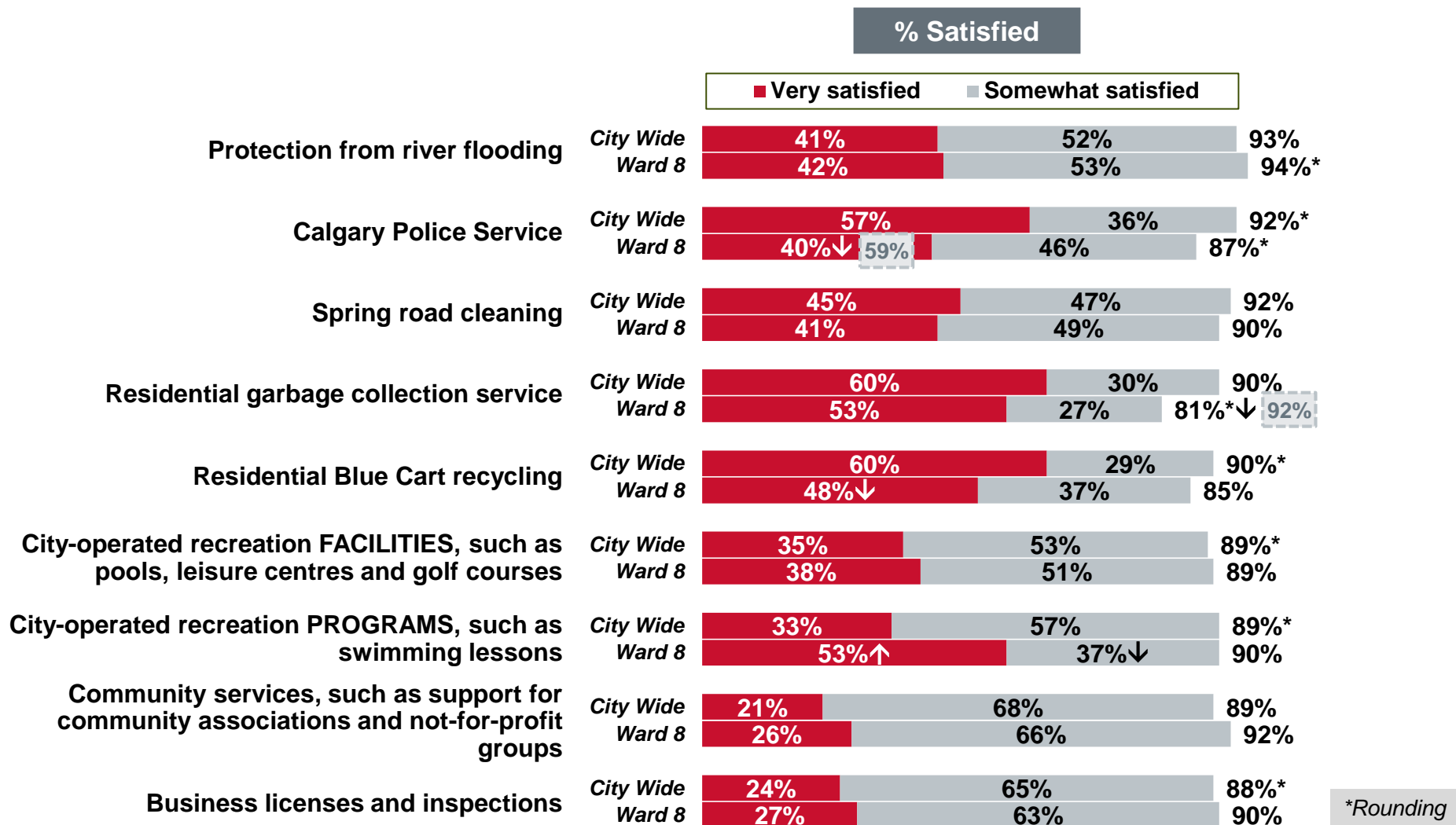
Base: Valid respondents (Bases vary)

Satisfaction with City Programs and Services



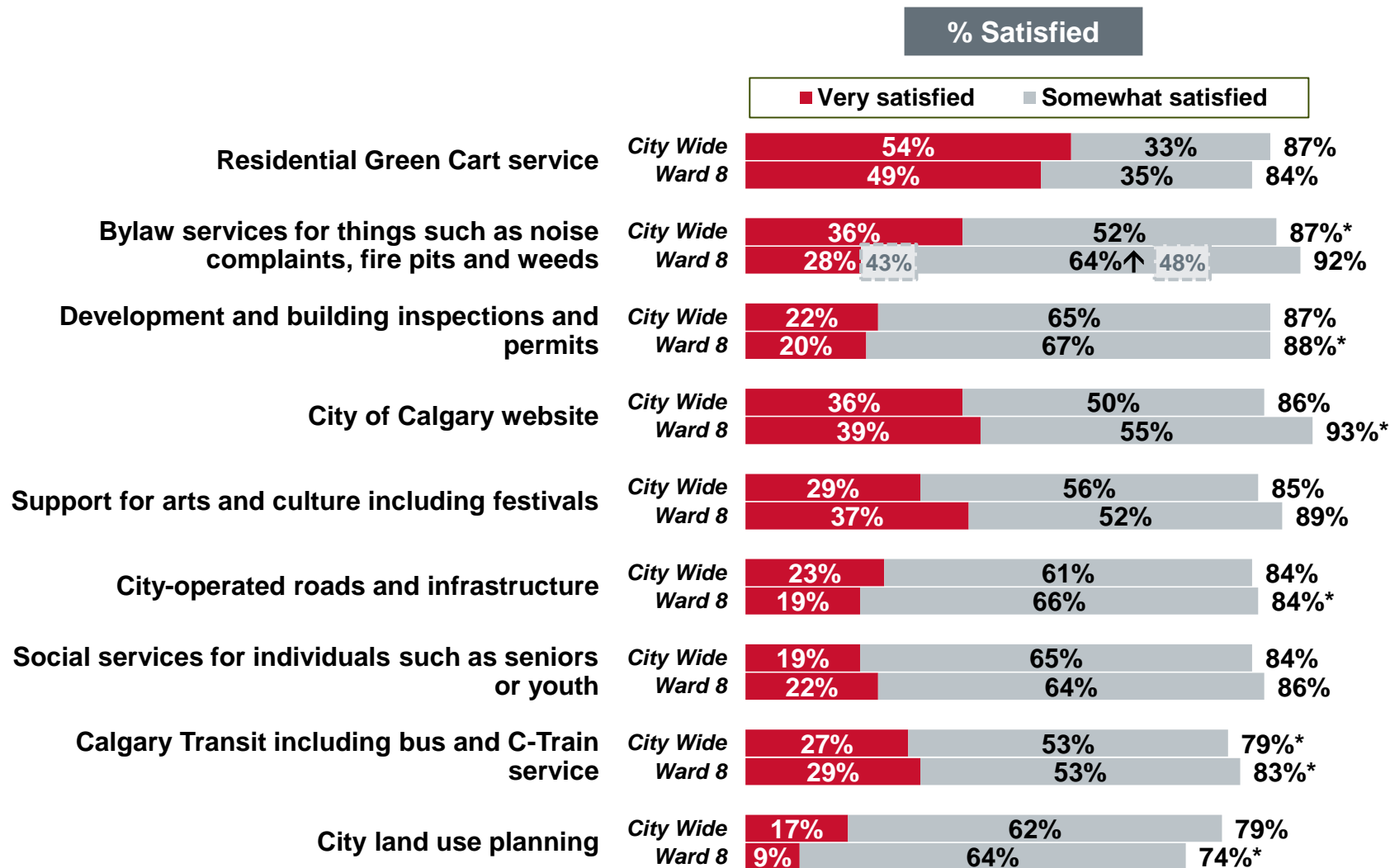
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

Satisfaction with City Programs and Services (continued)



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

Satisfaction with City Programs and Services (continued)



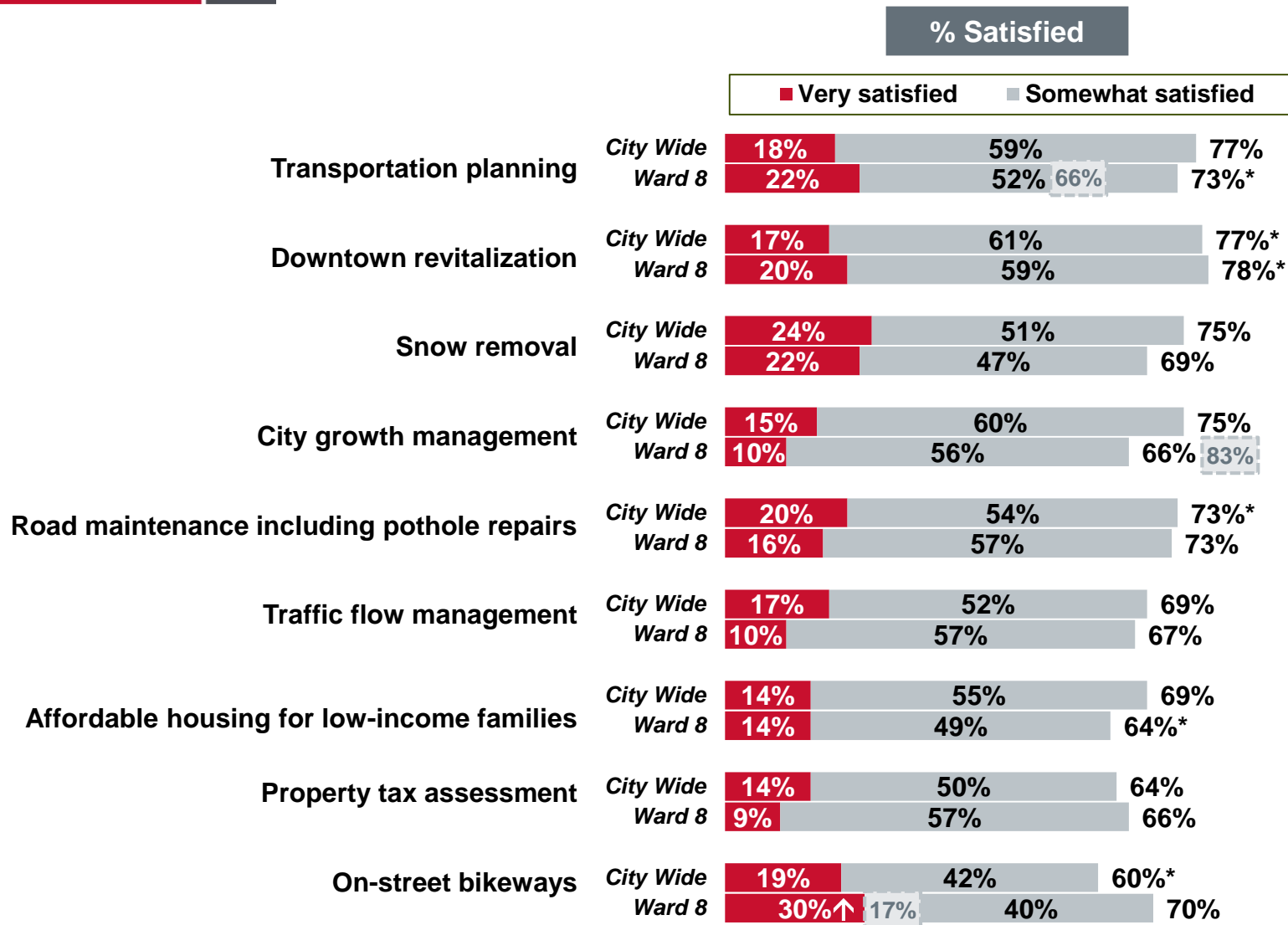
*Rounding

Ward 8 2018

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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)



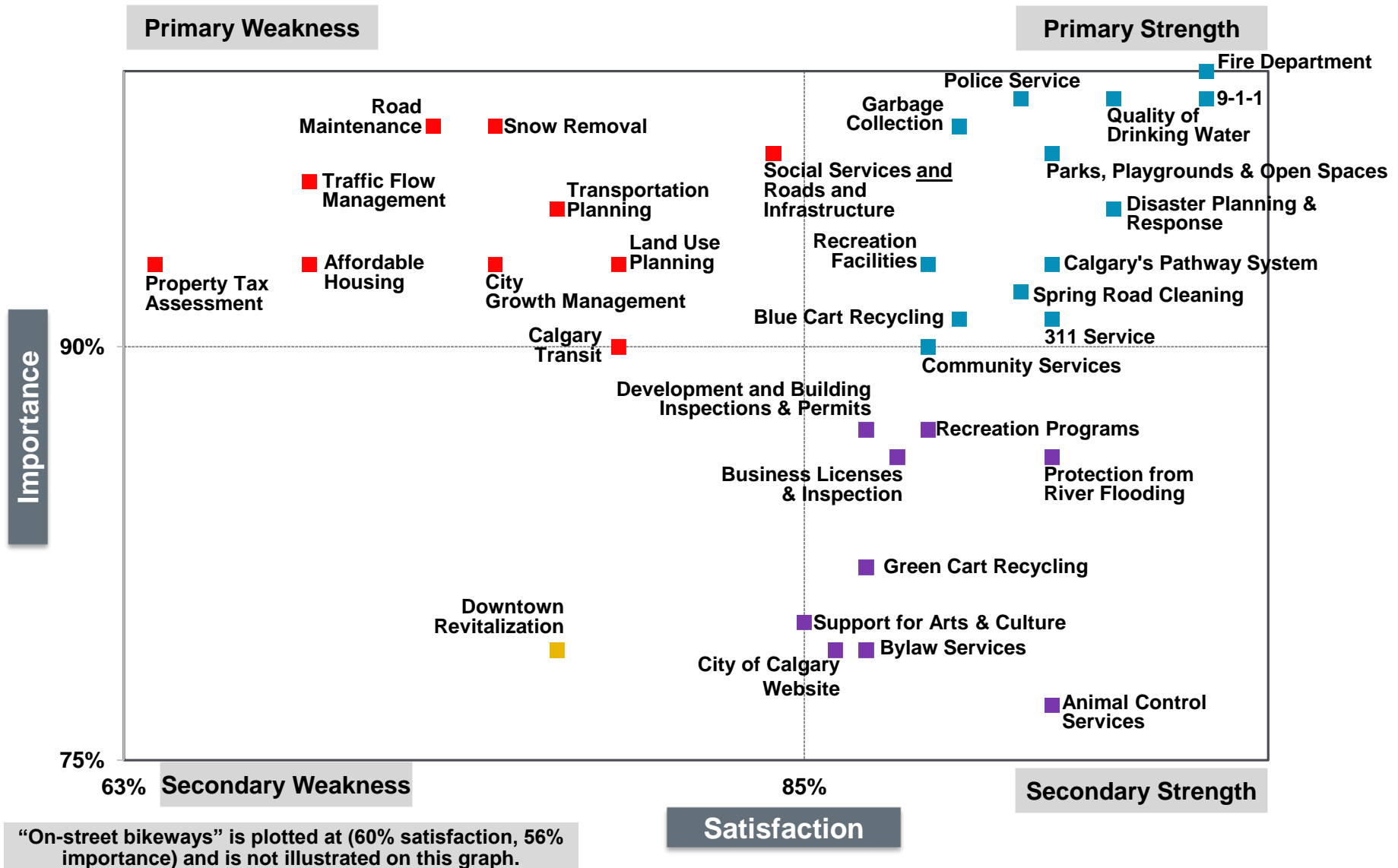
*Rounding

Ward 8 2018

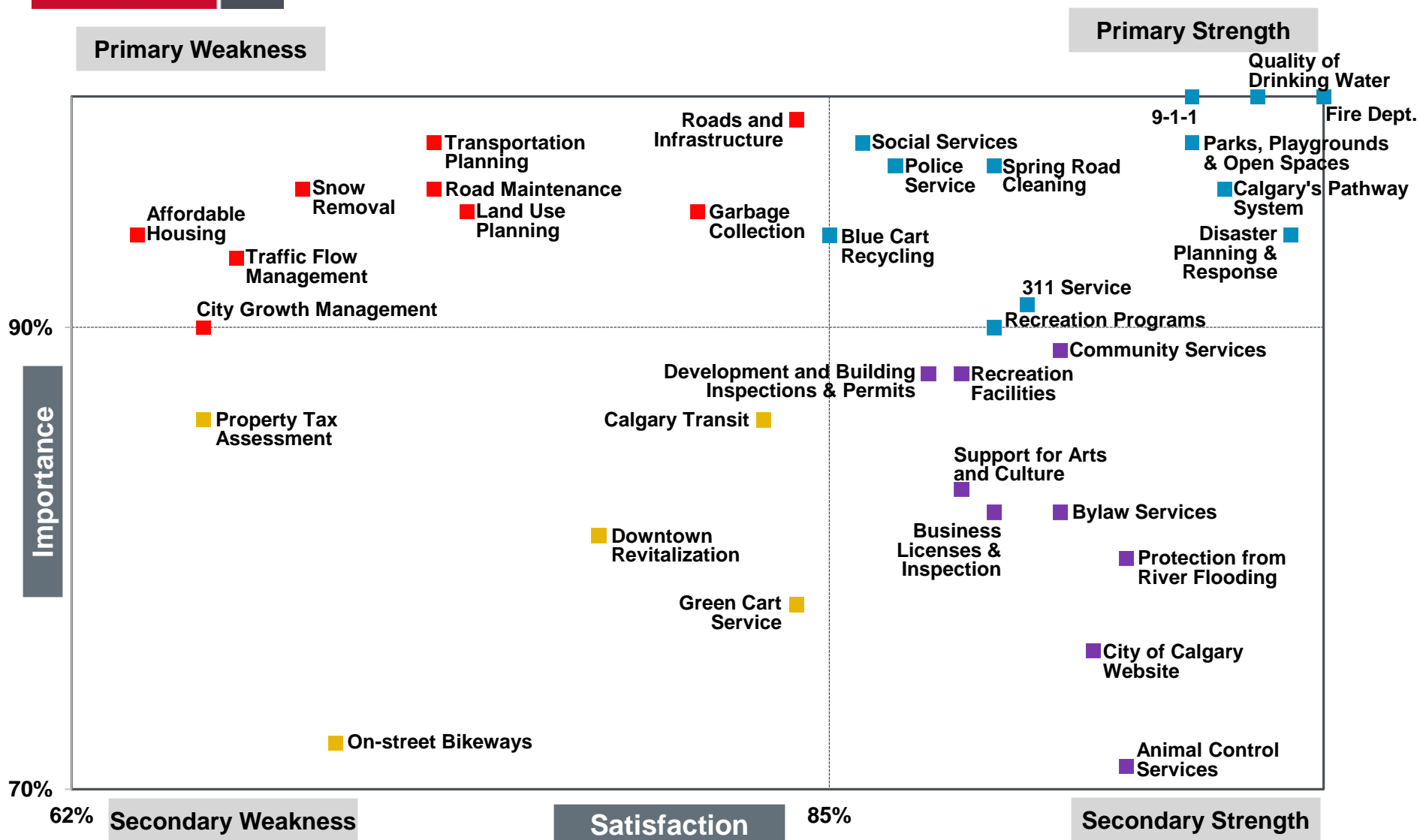
↑Statistically higher than City Wide
↓Statistically lower than City Wide

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)

Importance vs. Satisfaction Grid: City Wide



Importance vs. Satisfaction Grid: Ward 8



Primary Strengths and Weaknesses: City Wide versus Ward 8

Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.

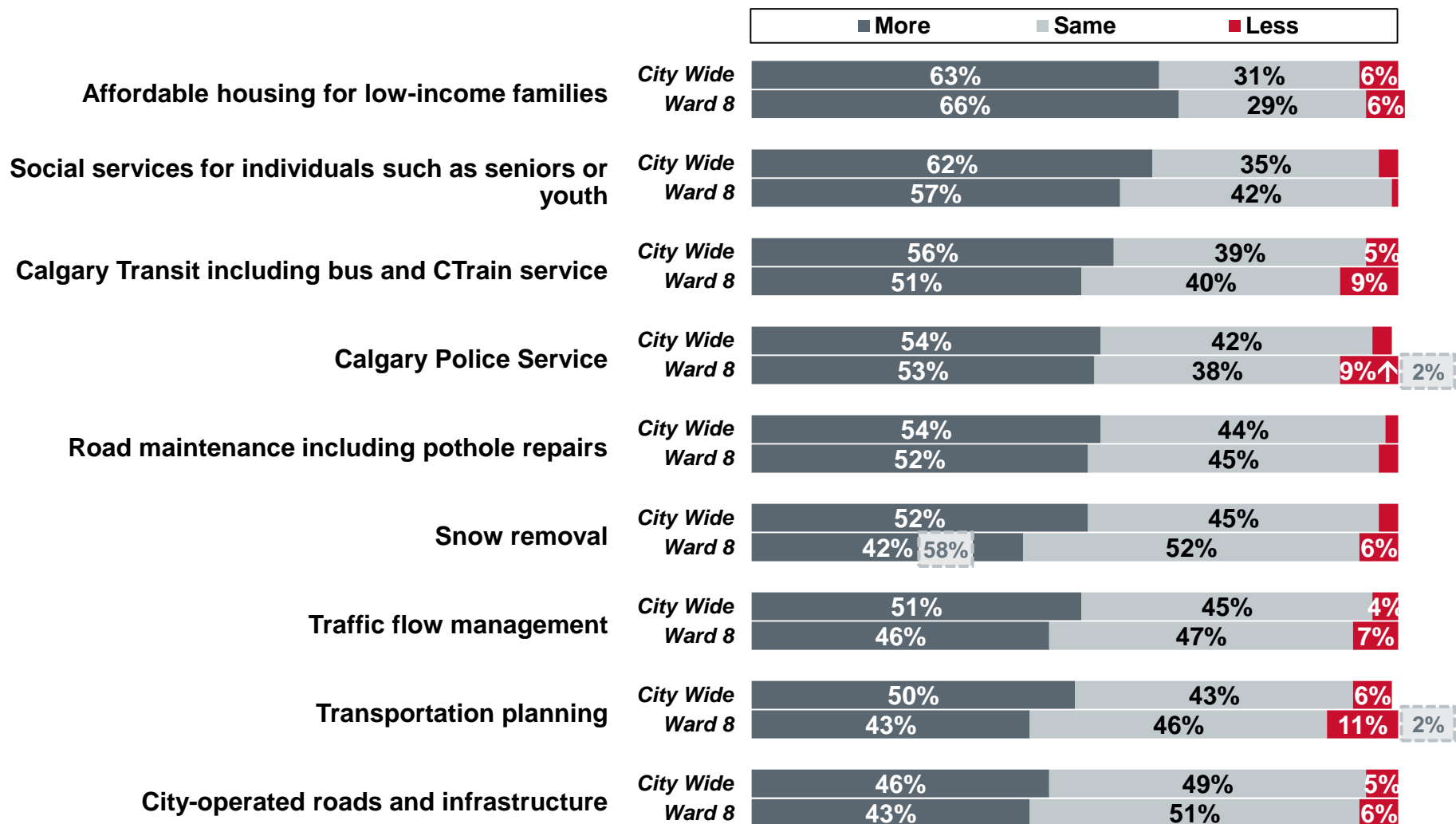
Primary Strength

Primary Weakness

Neither (in another quadrant)

	City Wide	Ward 8
Fire Department		
9-1-1		
Quality of Drinking Water		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Police Service		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Residential Garbage Collection		
Recreation Facilities		
311 service		
Community Services		
Social Services		
Road Maintenance		
Snow Removal		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Transportation Planning		
Roads and Infrastructure		
Calgary Transit		
City Growth Management		
Land Use Planning		
Recreation Programs		

Investment in City Programs and Services



Ward 8 2018

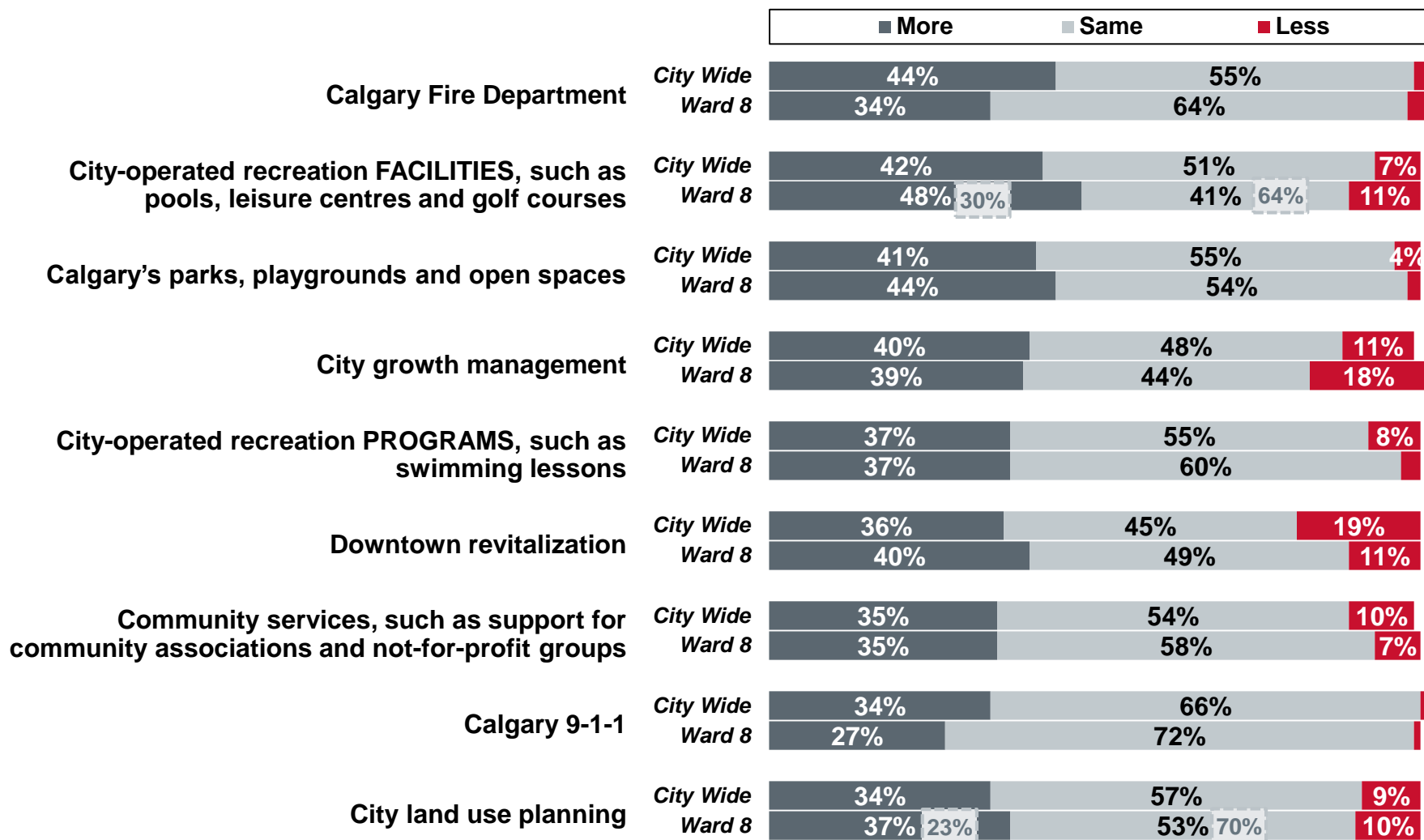
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

Investment in City Programs and Services (continued)

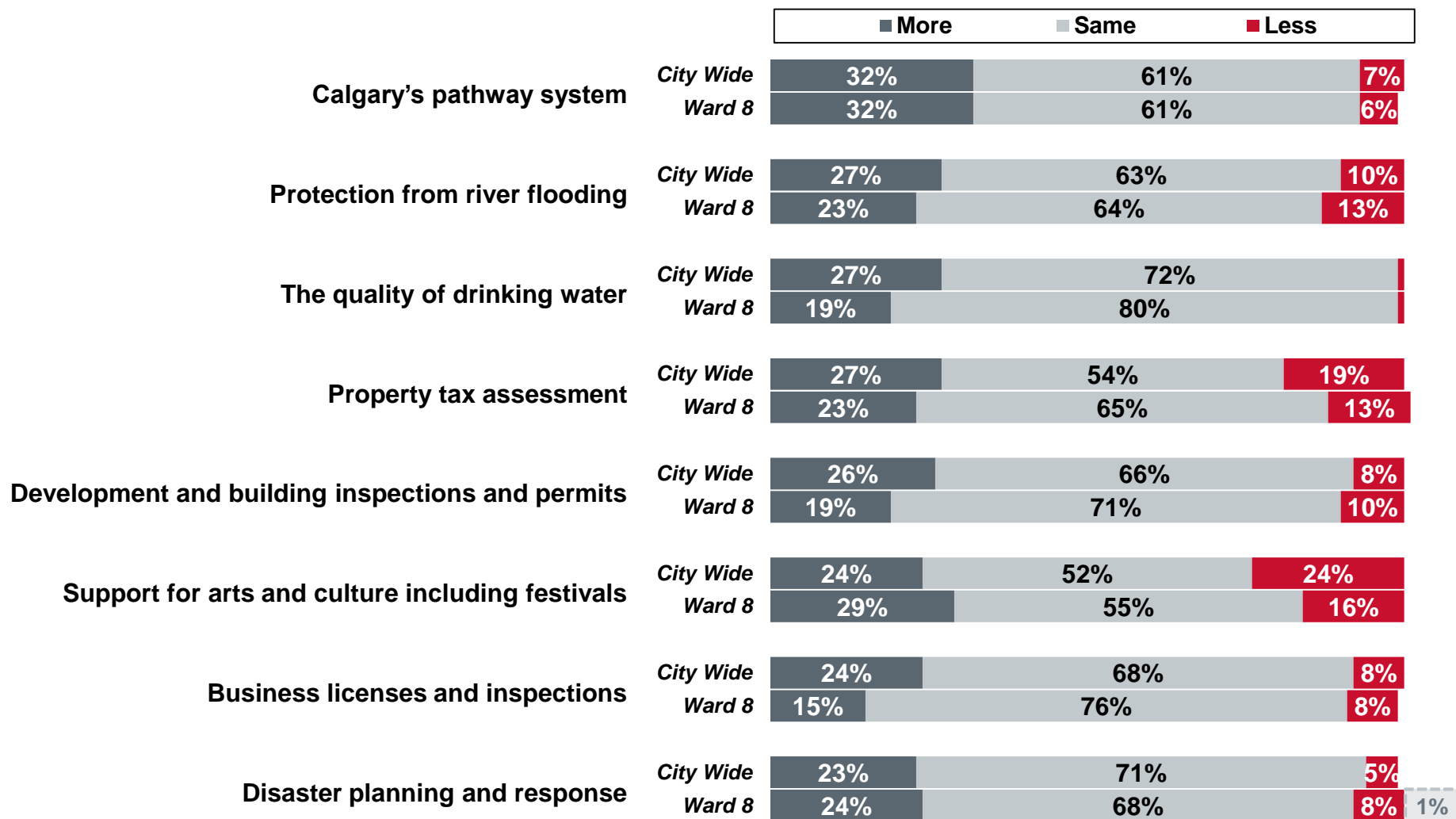


Ward 8 2018

Data labels of ≤3% not shown

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

Investment in City Programs and Services (continued)

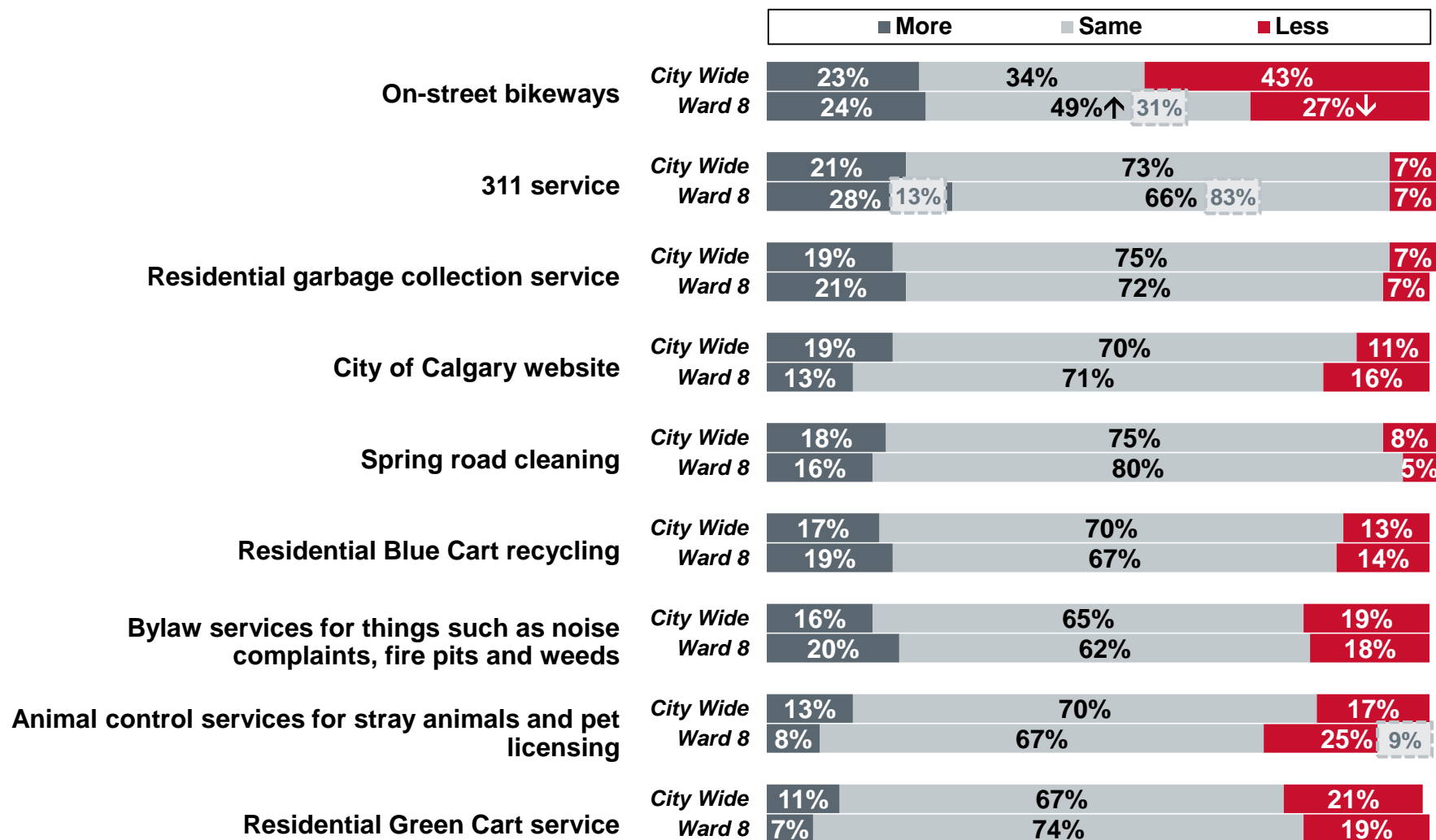


Ward 8 2018

Data labels of ≤3% not shown

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

Investment in City Programs and Services (continued)


Ward 8 2018

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

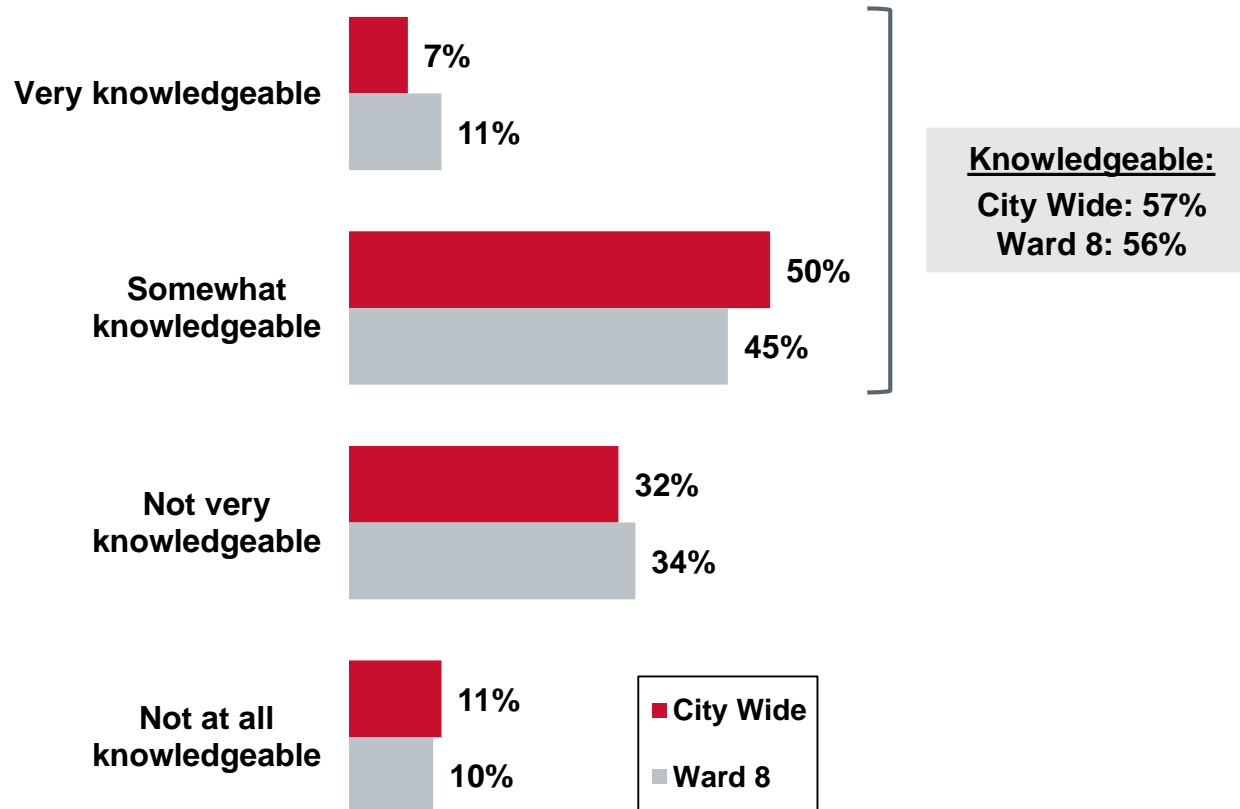
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.
Base: Valid respondents (Bases vary)



Taxation



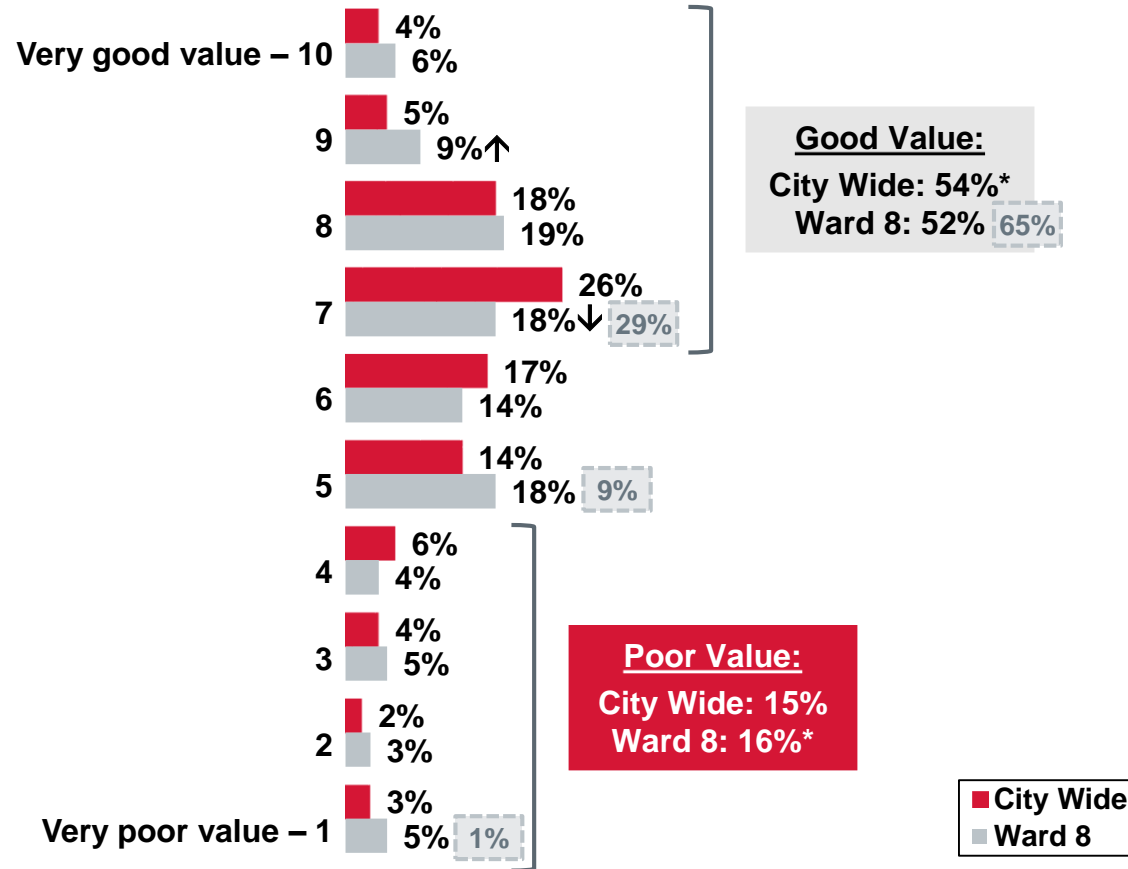
Knowledge Levels of Tax Dollar Spending



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

Base: Valid respondents (City Wide: n=2,490 / Ward 8: n=168)

Perceived Value of Property Taxes



*Rounding

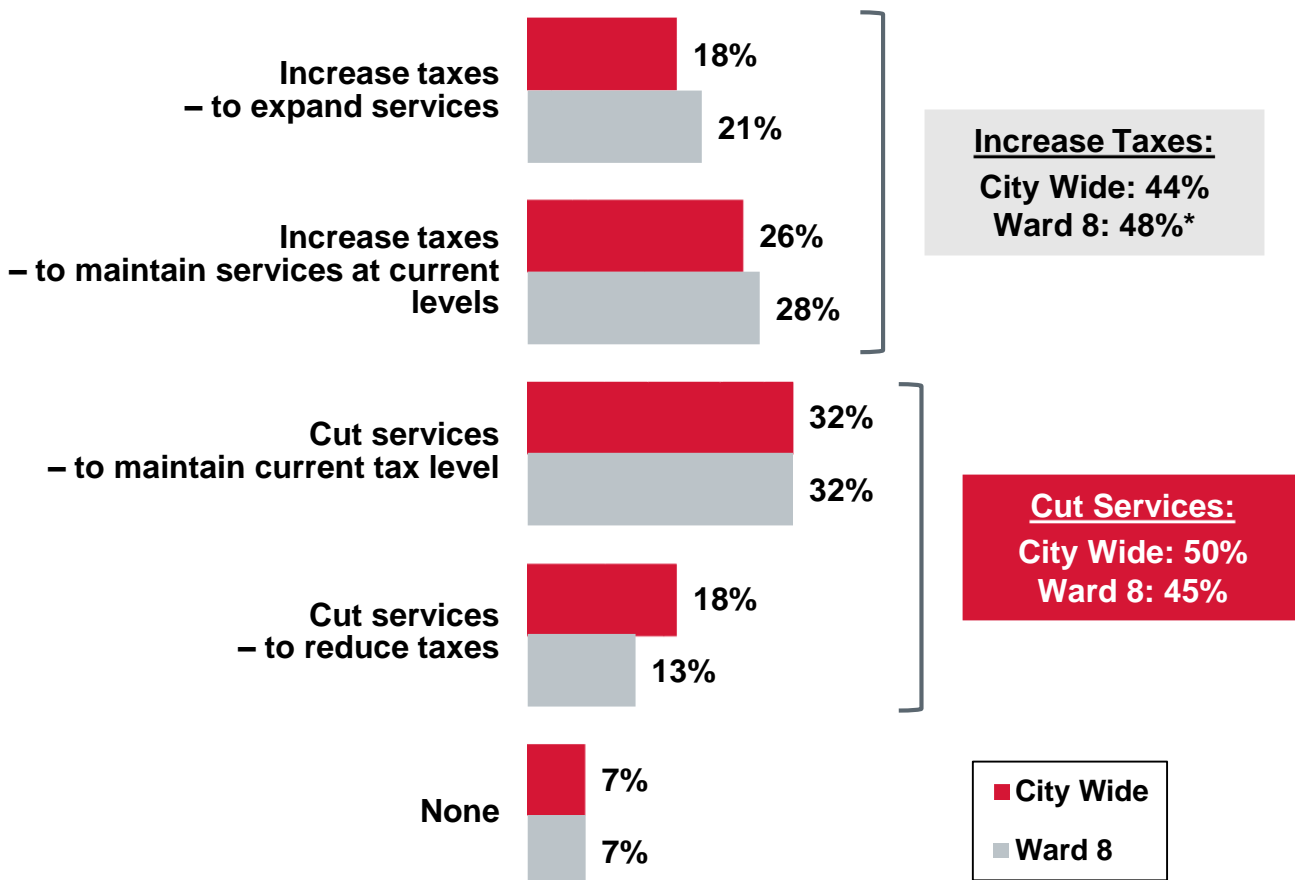
Ward 8 2018

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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=2,450 / Ward 8: n=158)

Balancing Taxation and Service Delivery Levels

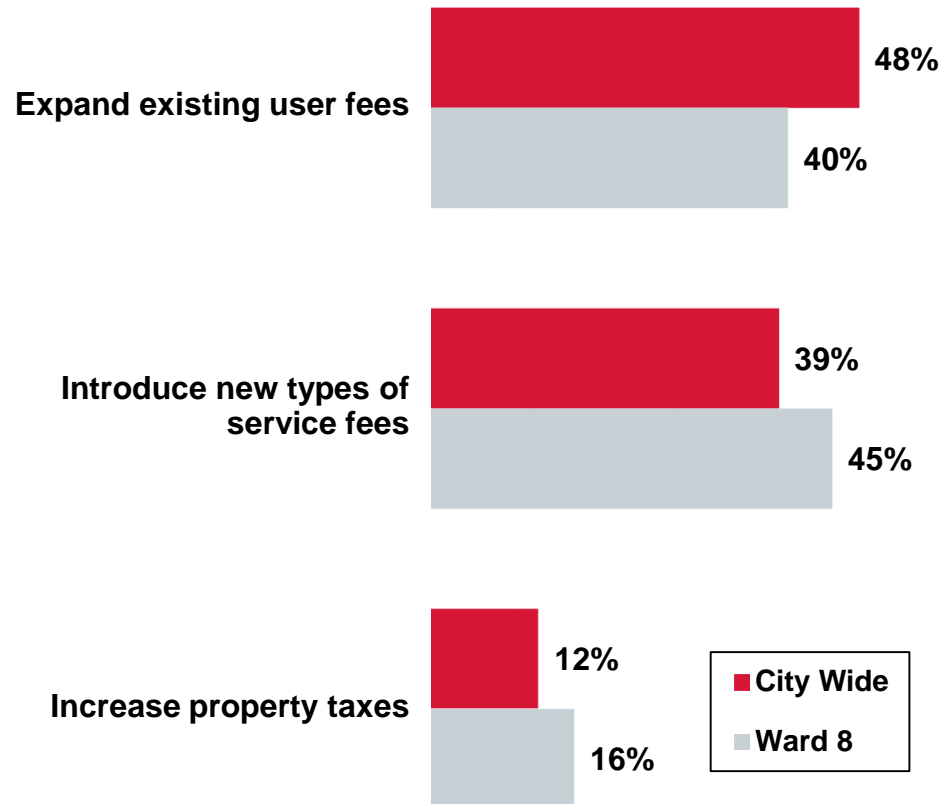


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents (City Wide: n=2,452 / Ward 8: n=168)

*Rounding

Options for Increasing City Revenue

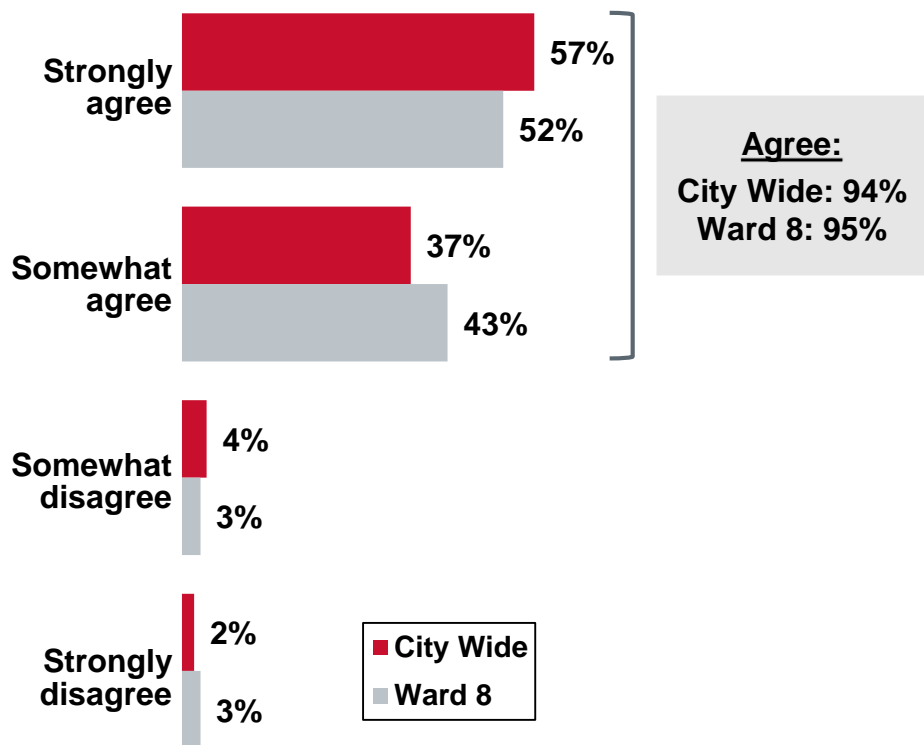


Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?

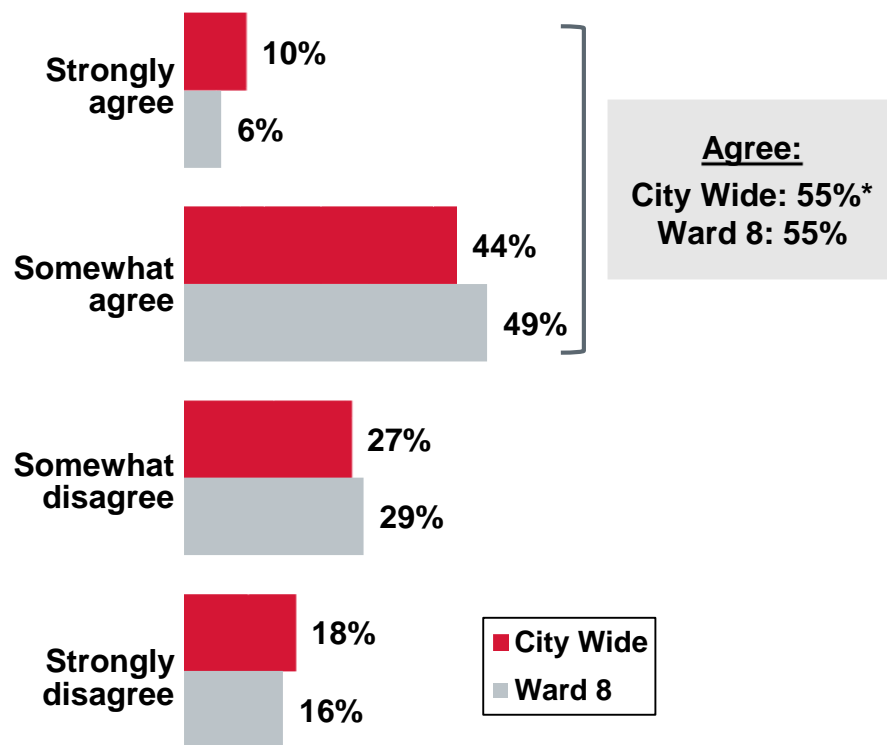
Base: Valid respondents (City Wide: n=2,297 / Ward 8: n=157)

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

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

Base: Valid respondents (City Wide: n=2,487 / Ward 8: n=166)

Base: Valid respondents (City Wide: n=2,465 / Ward 8: n=164)

Definition of 'Value for Taxpayer Dollars'

Multiple responses

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

	City Wide	Ward 8
Good Quality of Services [NET]	51%	51%
Good/ quality services	17%	20%
Meets every need	12%	11%
Satisfied/ happy with services	9%	6%
Quick/ prompt/ fast service	8%	8%
Effective/ works well	4%	4%
Complete/ all-inclusive service	3%	3%
Appropriate Spending [NET]	49%	53%
Low cost/ affordable	14%	17%
You get what you pay for	14%	16%
Appropriate spending of taxes	13%	13%
Job is being done efficiently	11%	12%
Good value (unspecified)	4%	7%
Getting reasonable return on investment	3%	4%
Good Customer Service [NET]	12%	10%
Helpful	3%	2%
Accessible/ Convenient Services [NET]	10%	8%
Accessible/ available services	8%	8%
Convenient/ easy to use	3%	2%
Provision of Specific Services [NET]	9%	9%
Transparency [NET]	3%	2%
Value is in what's important to people	3%	0%
Don't Know	6%	7%

New Question in Fall 2019: When it comes to the services The City of Calgary provides, what does 'value' mean to you? In other words, if you say you're 'getting good value' for a service, what does that mean? Base: Valid respondents (City Wide: n=2,502 / Ward 8: n=169)

NET mentions of <3% are not shown

Proposed Service Reductions

		City Wide	Ward 8
Multiple responses	Waste Management [NET]	17%	11%
	Blue Cart	7%	3%↓
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme	Black Cart	7%	7%
	Green Cart	7%	2%↓
	Government Spending [NET]	15%	19%
	Reduce Council/ staff wages	6%	7%
	Reduce amount of staff	5%	6%
	Budget control/ appropriate spending	4%	8%↑
	Roads and Infrastructure Spending [NET]	15%	17%
	Road maintenance and improvements	11%	13%
	Arts Projects/ Activities	14%	17%
	Recreation [NET]	12%	18%↑
	Facilities/ hockey rinks/ sports fields	8%	11%
	Maintenance of Parks and Pathways [NET]	9%	9%
	Bicycle/ Scooter Lanes	8%	6%
	Transit [NET]	8%	8%
	Bylaw enforcement	7%	3%
	Emergency Services [NET]	6%	8%
	Community/ Social Services [NET]	6%	7%
	Cleanliness of the city	5%	2%
	Animal control/ licensing	5%	3%
	Nothing	3%	3%
	Don't Know	21%	19%

↑Statistically higher than City Wide
↓Statistically lower than City Wide

NET mentions of <5% are not shown

New Question in Fall 2019: Of all the services you know of that are provided by The City of Calgary, name up to three services that you would propose to have a service reduction in order to save costs. Base: Valid respondents (City Wide: n=2,502 / Ward 8: n=169)

Proposed Service Increases

Multiple responses

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

City Wide

Ward 8

Emergency Services [NET]	36%	34%
More police presence	29%	28%
More Fire Department services	18%	15%
More ambulance services	9%	6%
Roads and Infrastructure [NET]	32%	28%
Road maintenance/ improvements	19%	18%
Snow removal	12%	8%
Infrastructure maintenance/ improvements	6%	5%
Traffic congestion/ control	4%	5%
Transit [NET]	27%	31%
Community/ Social Services [NET]	17%	20%
Recreation [NET]	12%	10%
Maintenance of Parks and Pathways [NET]	11%	13%
Homelessness/ Poverty/ Affordable Housing [NET]	8%	13%↑
Education [NET]	8%	2%↓
Healthcare [NET]	8%	6%
Waste Management [NET]	6%	4%
Nothing	4%	6%
Don't Know	7%	4%

↑Statistically higher than City Wide

↓Statistically lower than City Wide

NET mentions of ≤5% are not shown

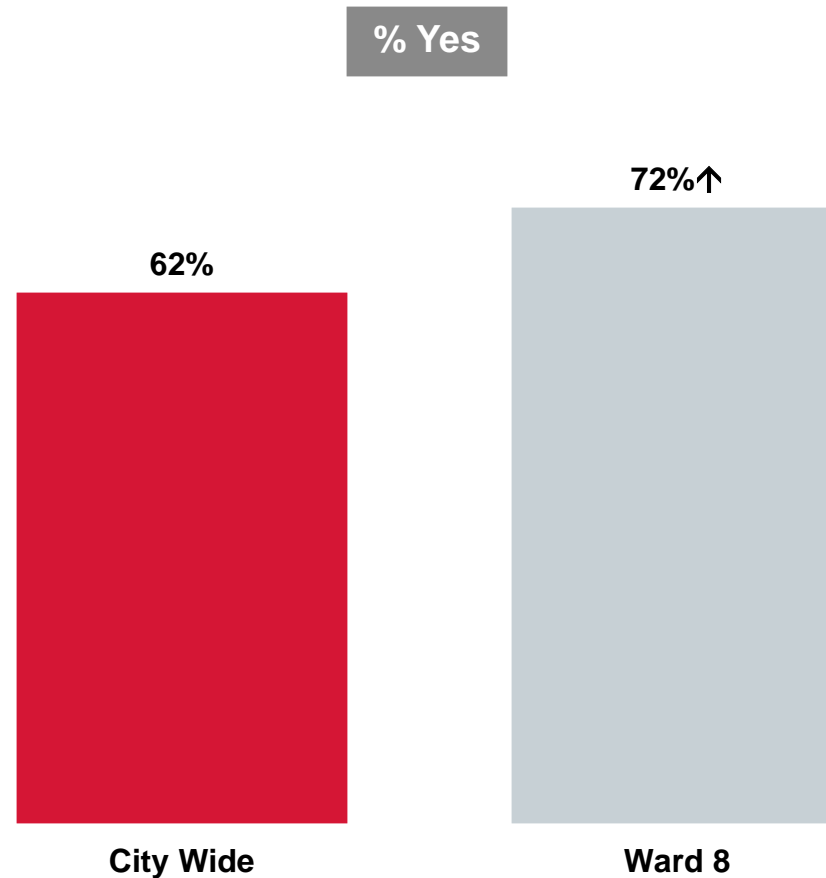
New Question in Fall 2019: Again, considering all the services that you know The City of Calgary provides, name up to three services that you would propose to spend more on to receive an increase in service. Base: Valid respondents (City Wide: n=2,502 / Ward 8: n=169)



Contact with The City and Customer Service



Past 12 Months Contact with The City of Calgary

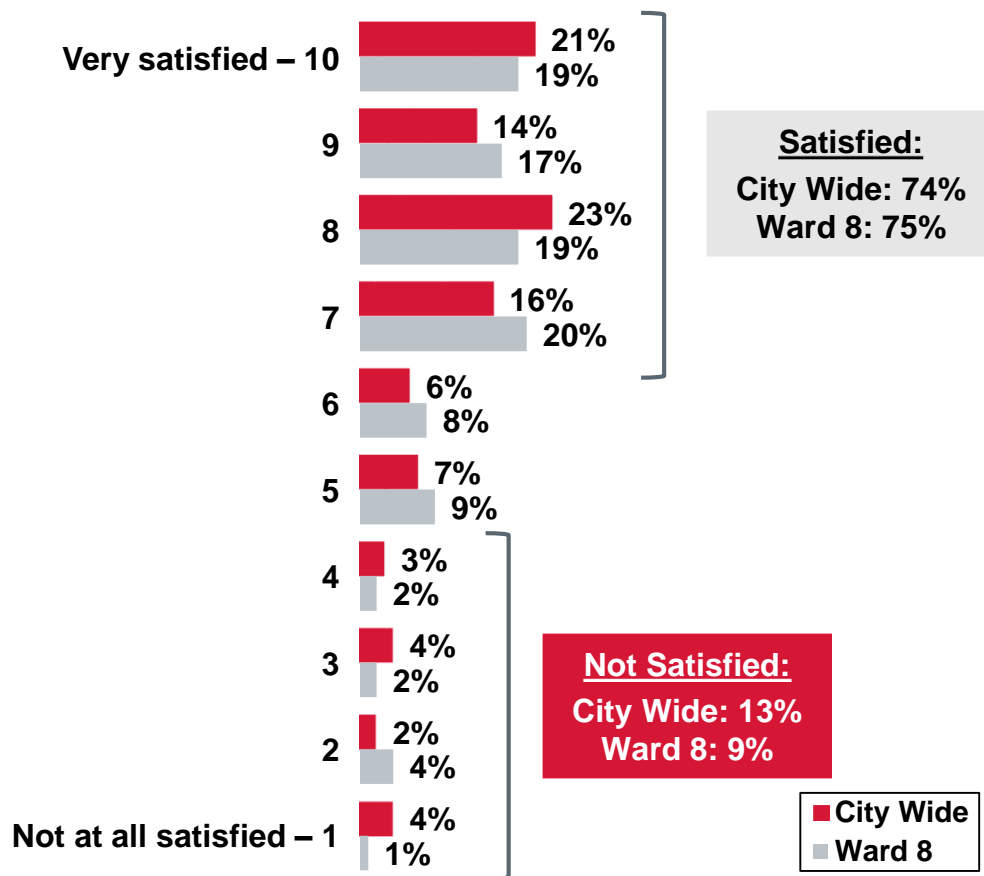


Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,483 / Ward 8: n=168)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

Satisfaction with the Overall Level and Quality of Customer Service

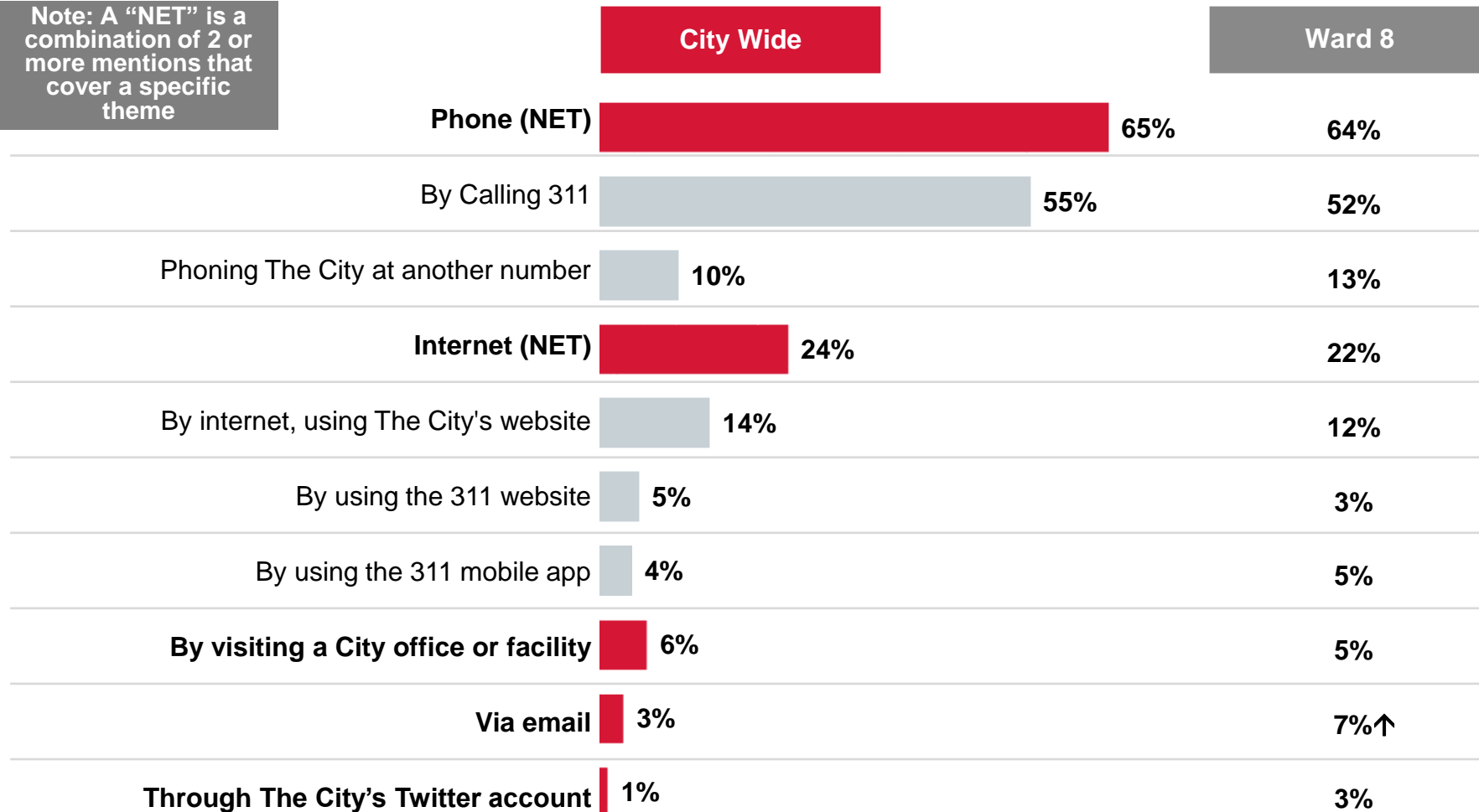


On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,581 / Ward 8: n=125)

Type of Contact

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



↑Statistically higher than City Wide
↓Statistically lower than City Wide

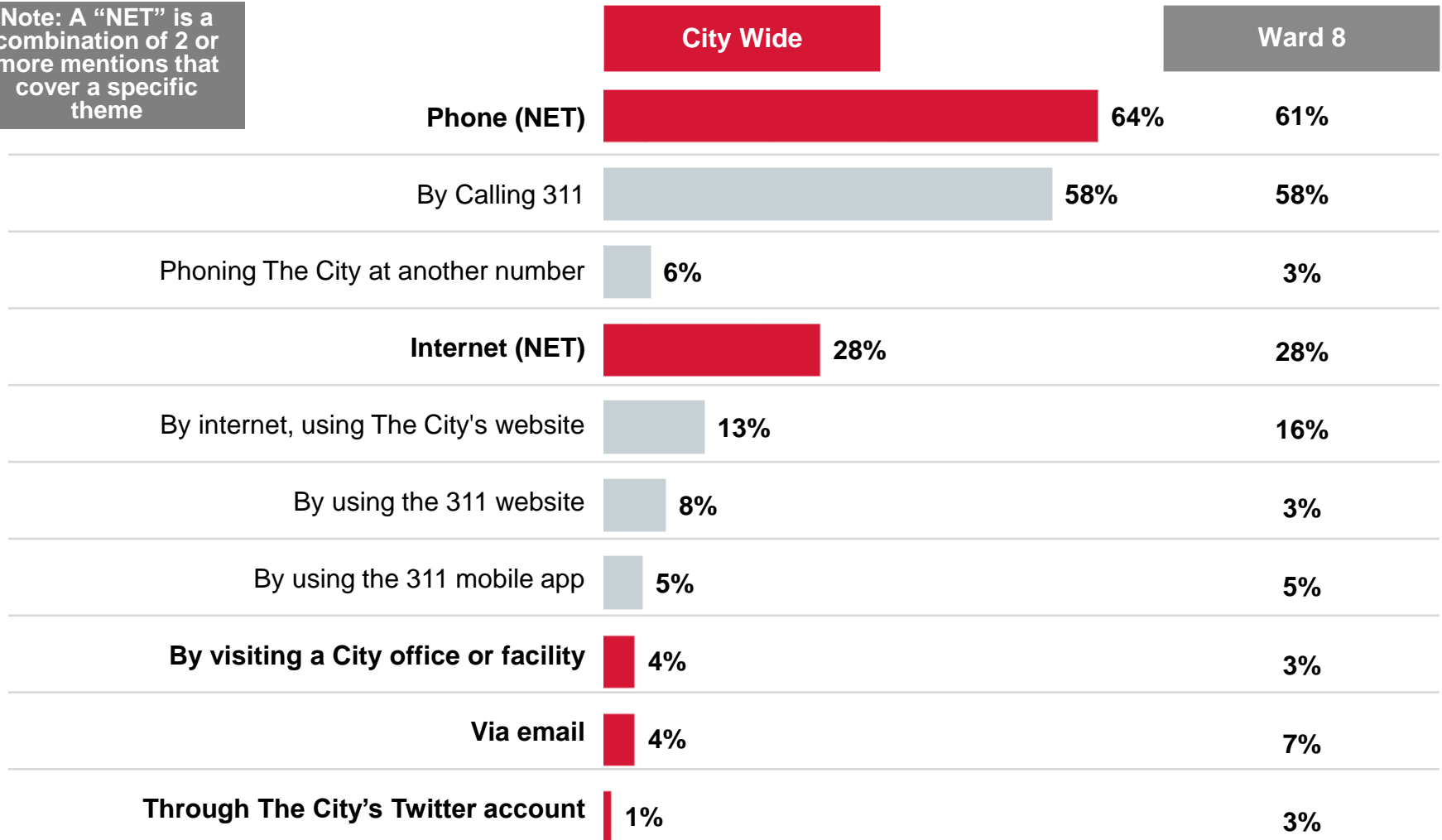
Mentions of <1% are not shown

When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,075 / Ward 8: n=88)

Preferred Method of Contact

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

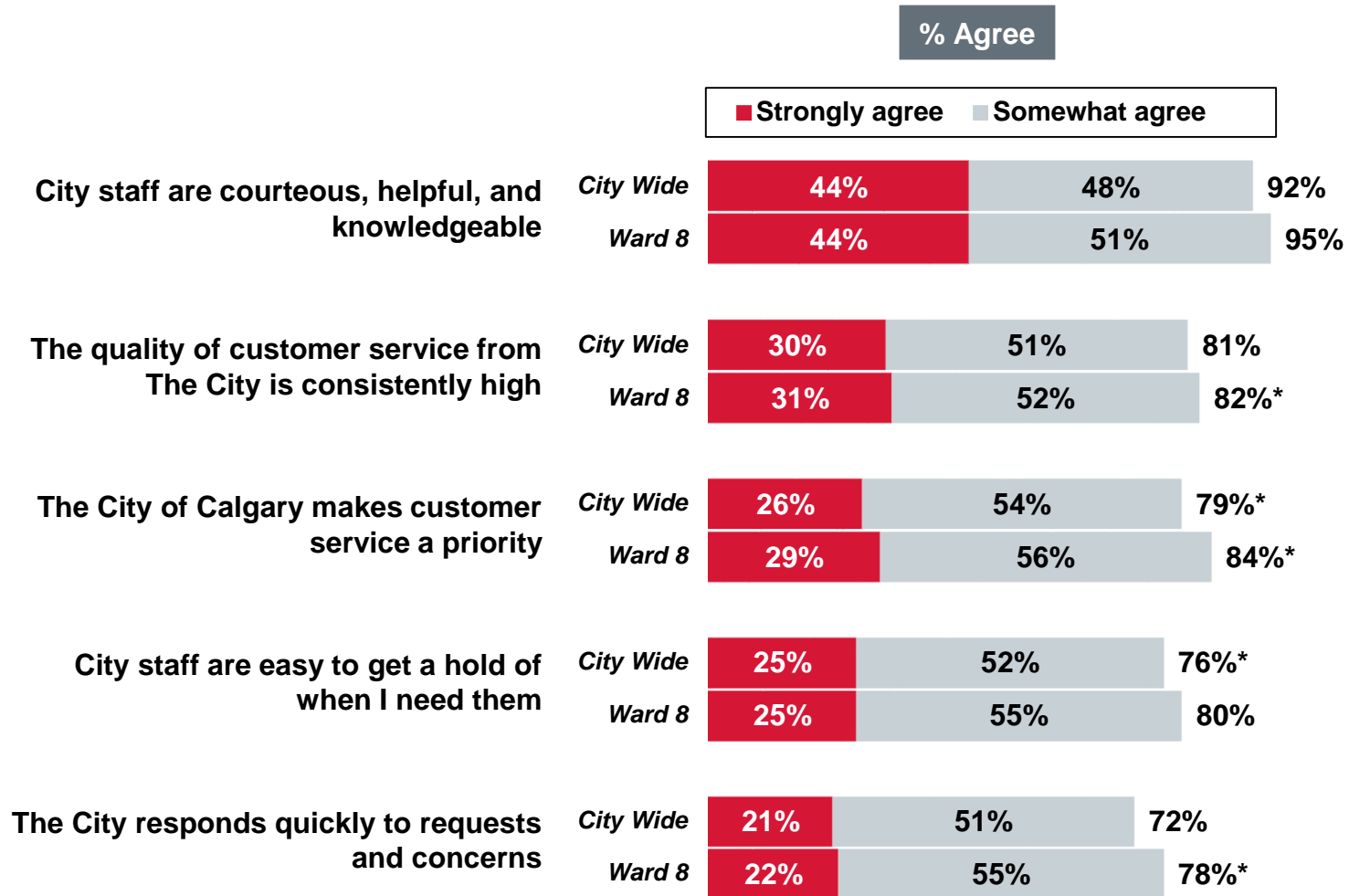


Mentions of <1% are not shown

New Question in Fall 2019: What is your preferred way of contacting The City?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,076 / Ward 8: n=86)

Attitudes Regarding Customer Service



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

Base: Valid respondents (Bases vary)

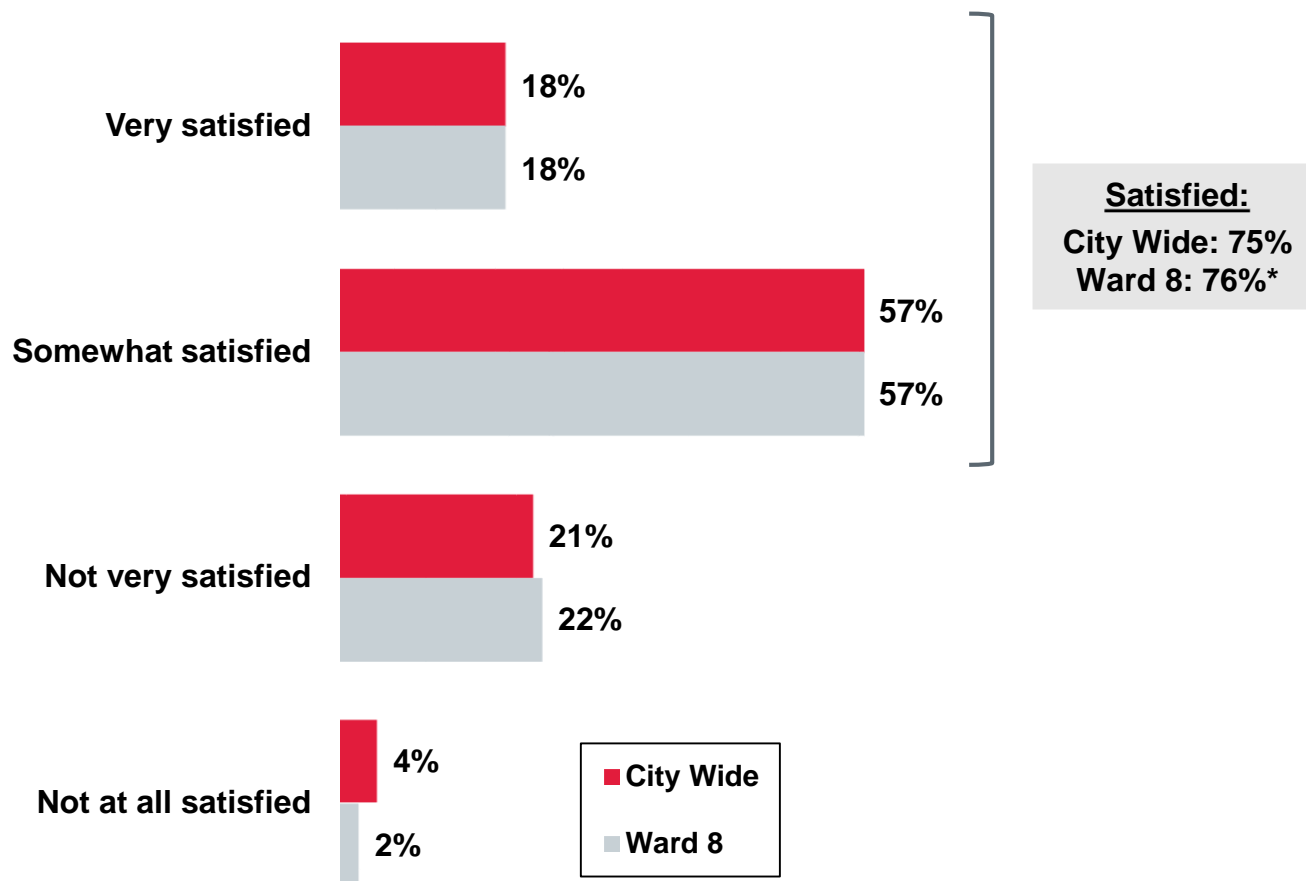
*Rounding



City Communications



Satisfaction with the Overall Quality of City Information and Communications

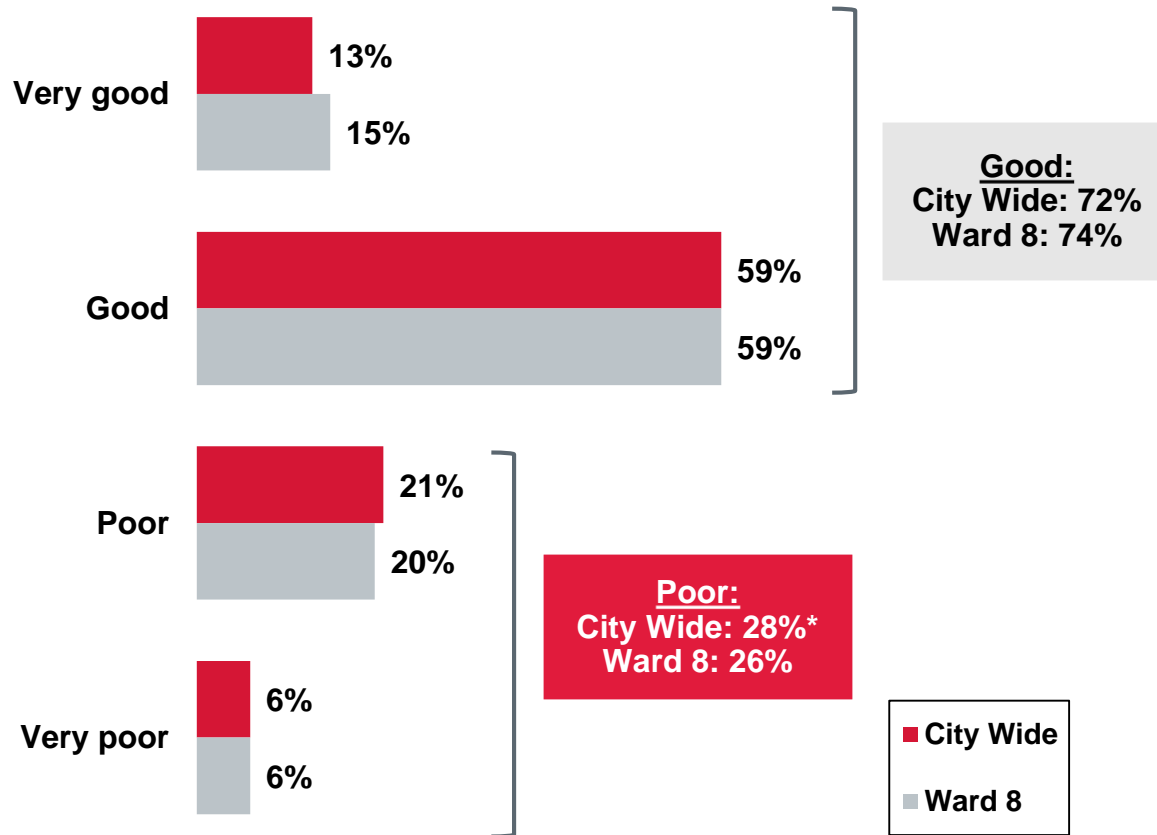


And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents (City Wide: n=2,492 / Ward 8: n=169)

*Rounding

Overall Communications from The City

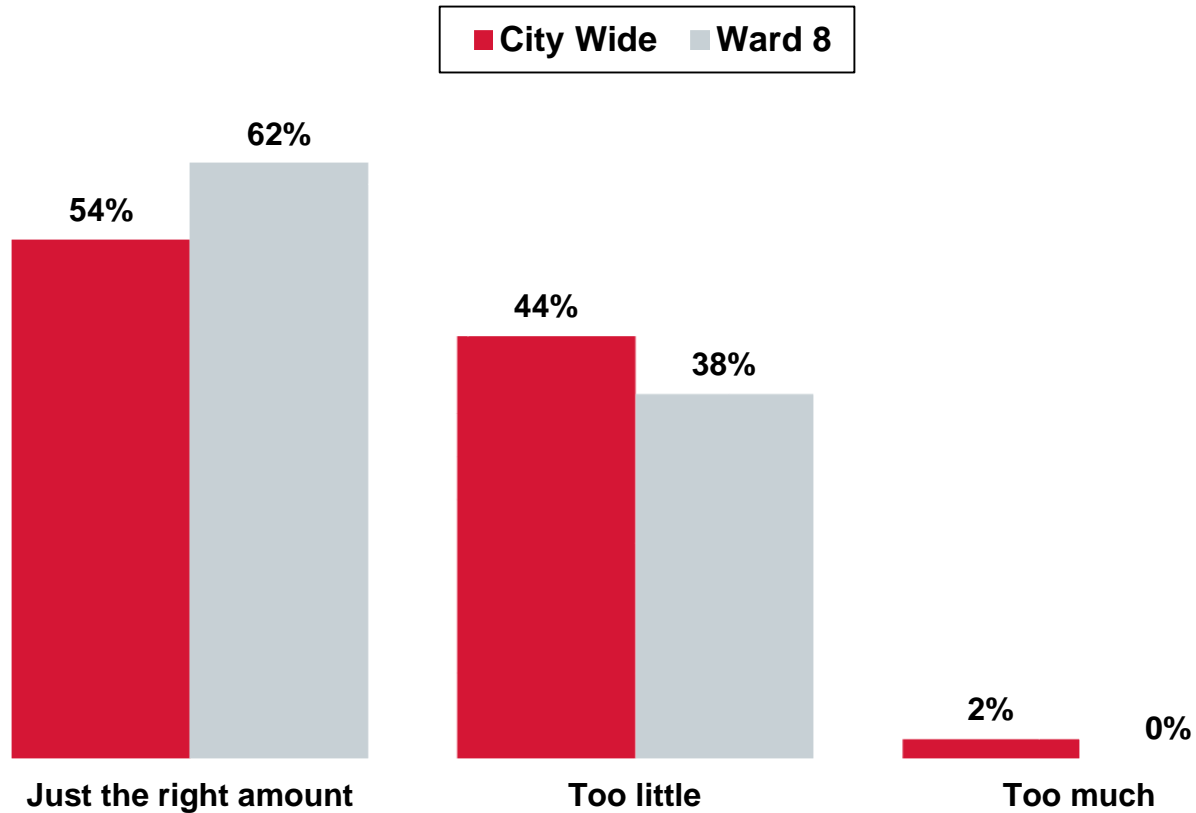


Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?

Base: Valid respondents, (City wide: n=2,486 / Ward 8: n=169)

*Rounding

The Amount of Information Accessible



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

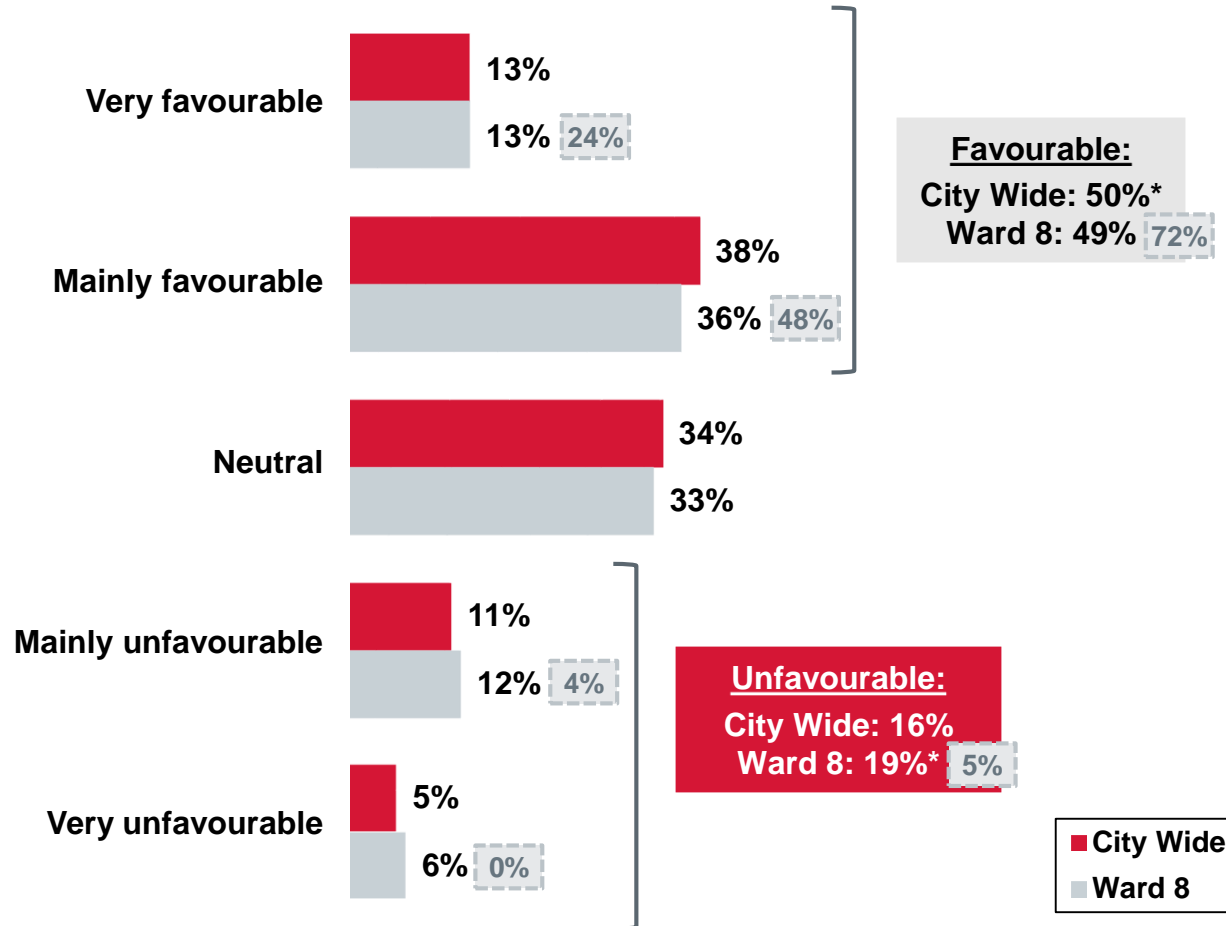
Base: Valid respondents (City Wide: n=2,470 / Ward 8: n=167)



City Reputation and Performance



Favourability

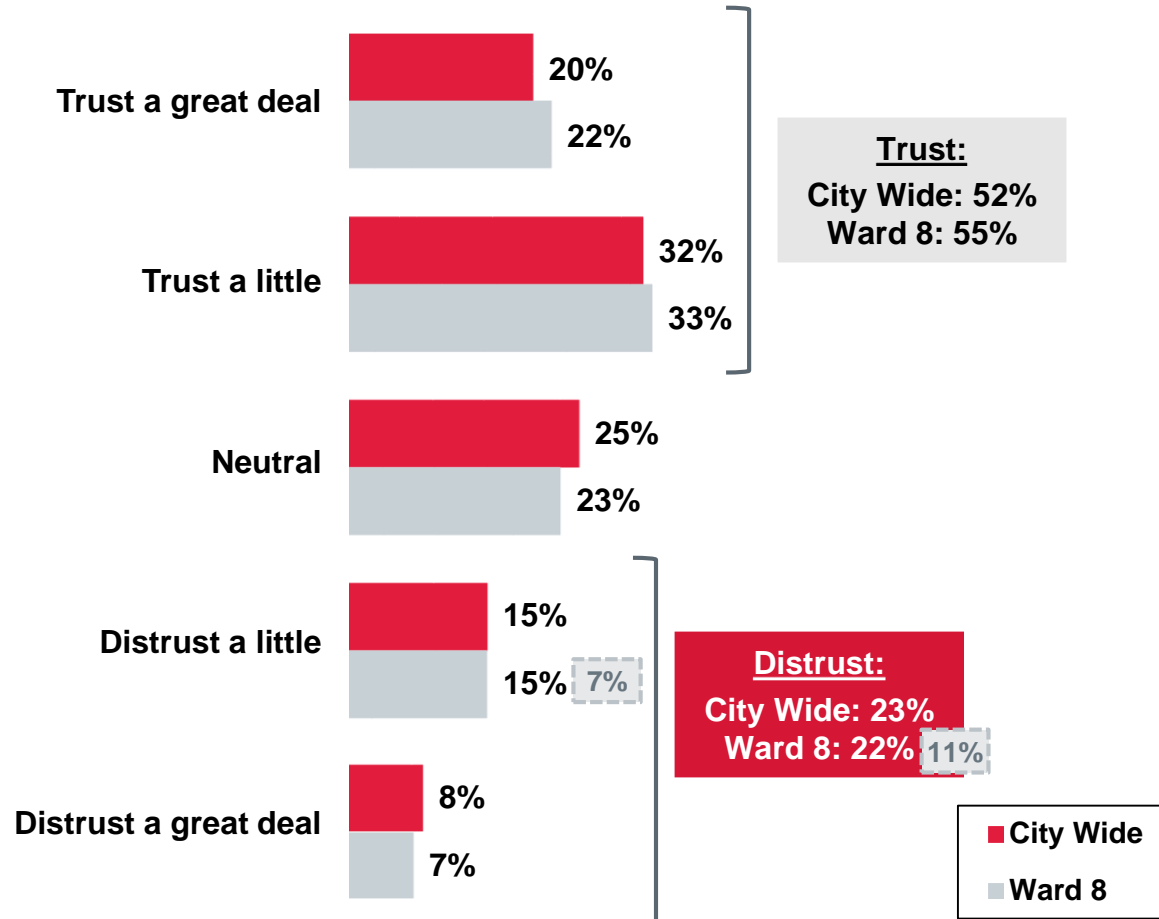


Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?

Base: Valid respondents (City Wide: n=2,495 / Ward 8: n=169)

*Rounding

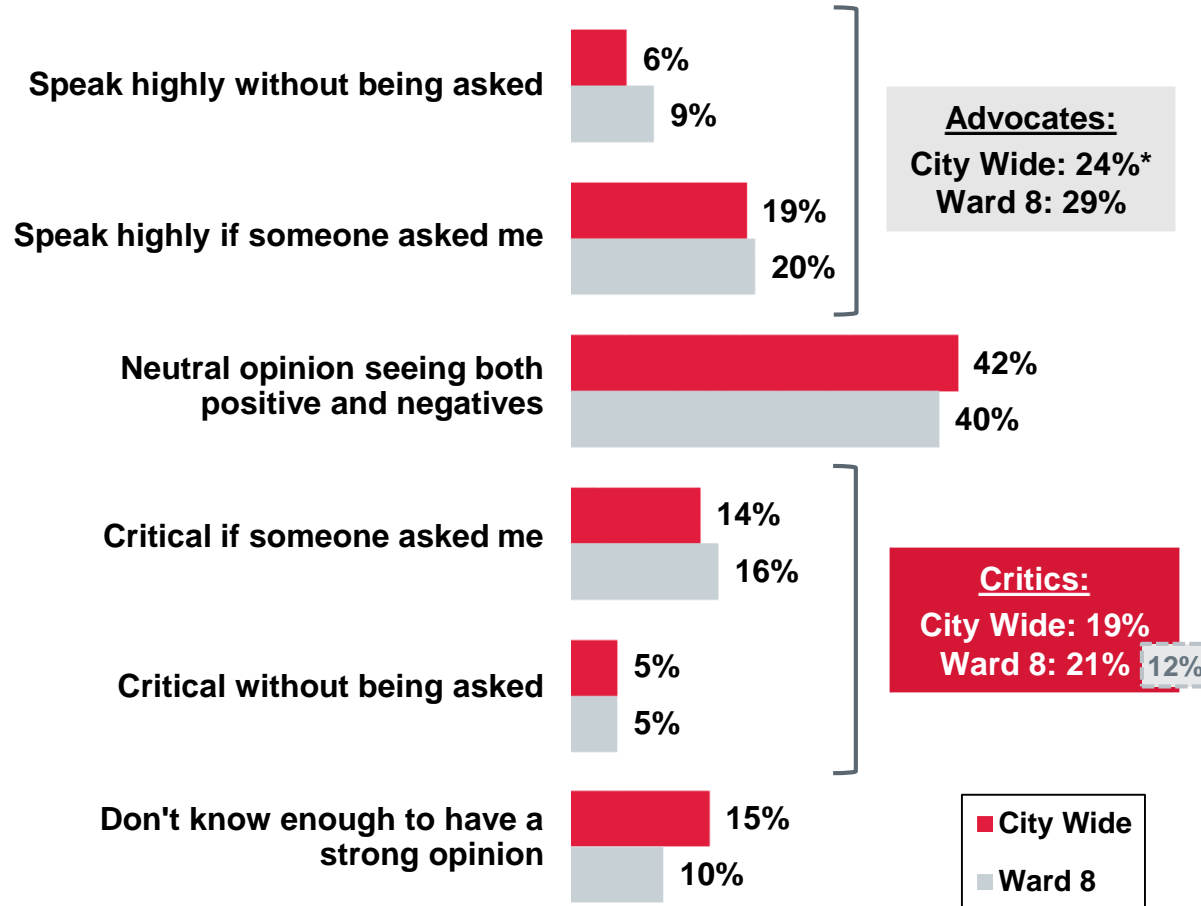
Ward 8 2018



Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents (City Wide: n=2,495 / Ward 8: n=169)

Ward 8 2018



*Rounding

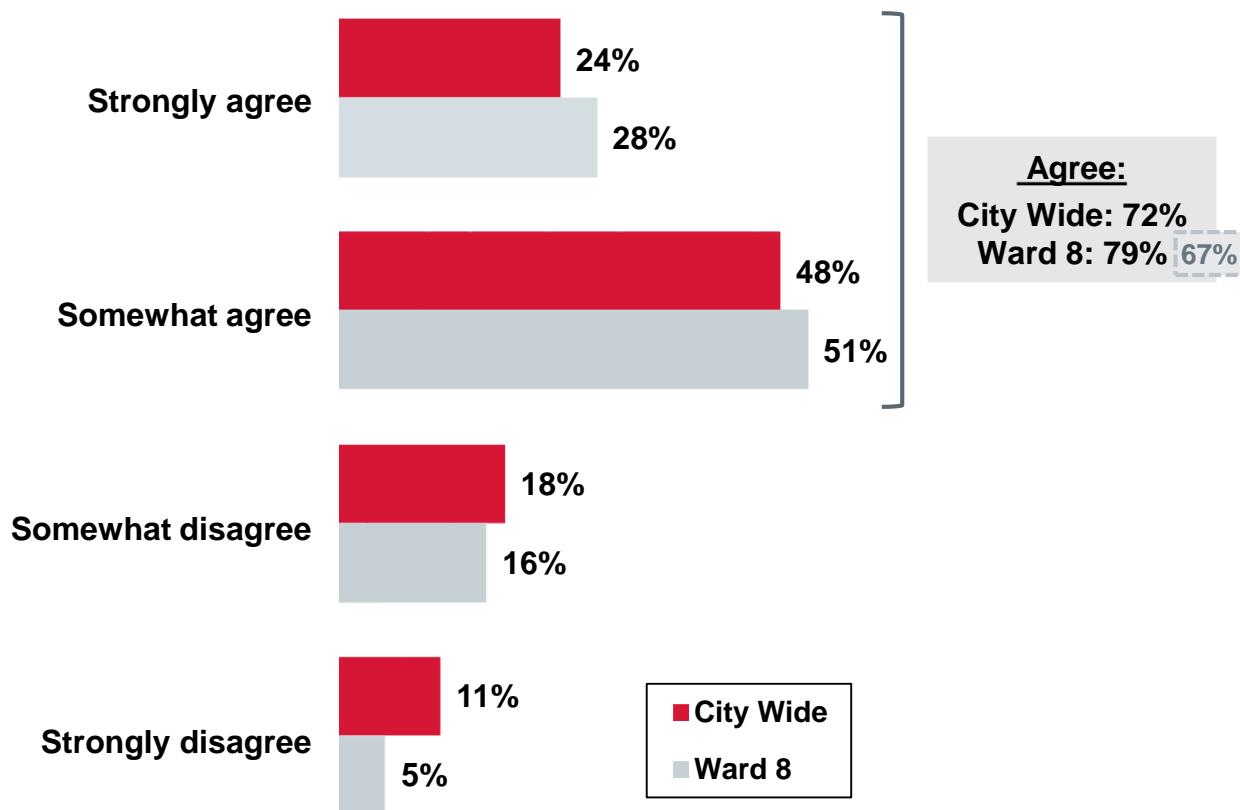
Ward 8 2018

Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 8: n=169)

Understanding of the Roles of City Council versus City Administration

I understand the roles and responsibilities of City Council compared to those of City Administration



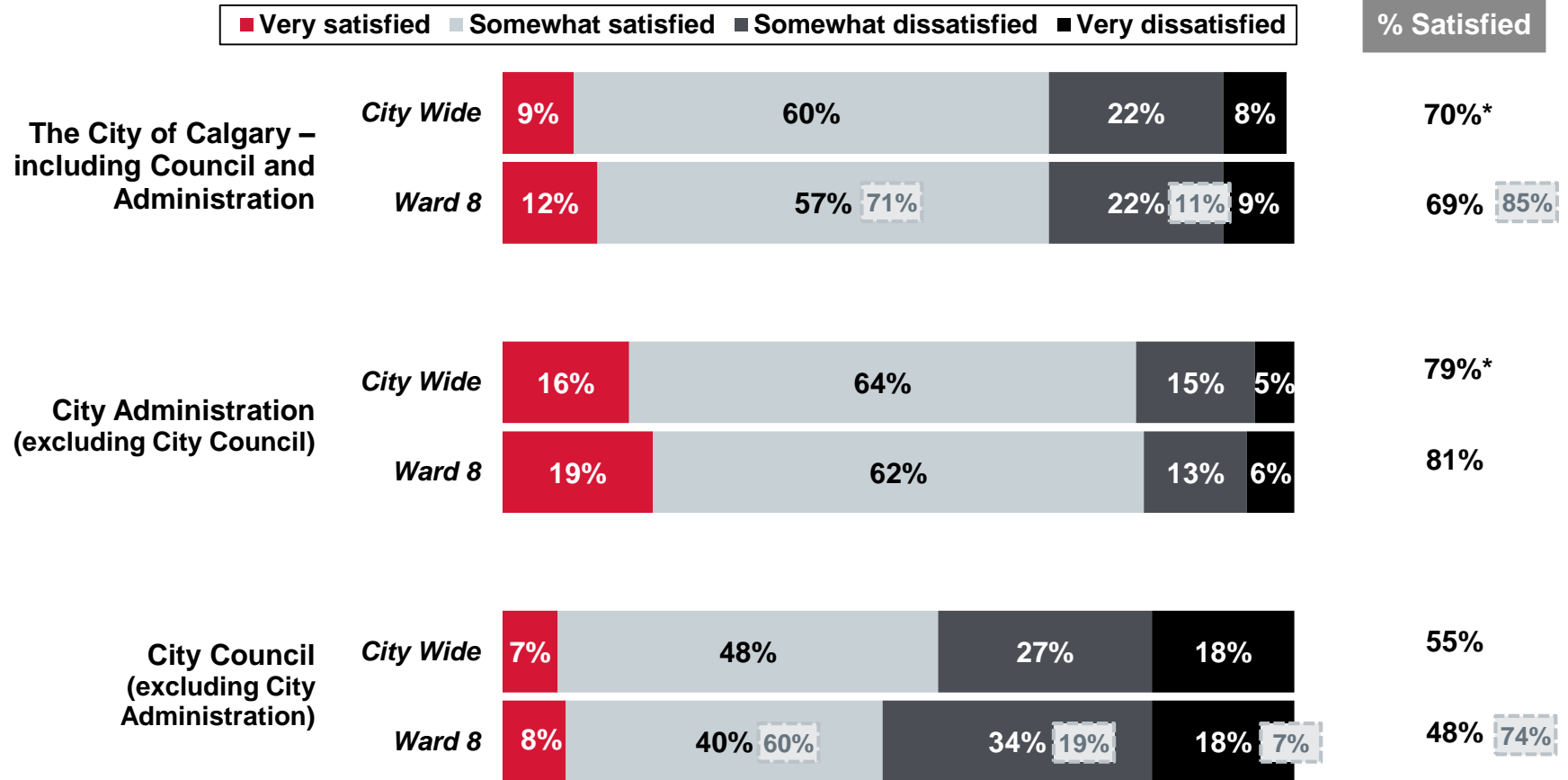
Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

Base: Valid respondents (City Wide: n=2,458 / Ward 8: n=167)

Ward 8 2018

Perceptions About City Performance

As you may know, **City Council** is made up of elected officials who are the legislative body that govern The City. While **City Administration** is made up of non-elected employees at The City who are responsible for the management and running of local services. In other words, public servants who administer services, facilities, safety and infrastructure for communities.



*Rounding

Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

Base: Valid respondents (Bases vary)

Ward 8 2018

Attitudes Regarding Collaboration

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

% Agree

City Wide

15%

51%

23%

11%

66%

I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary

Ward 8

16%

45% 59%

26%

15%

12%

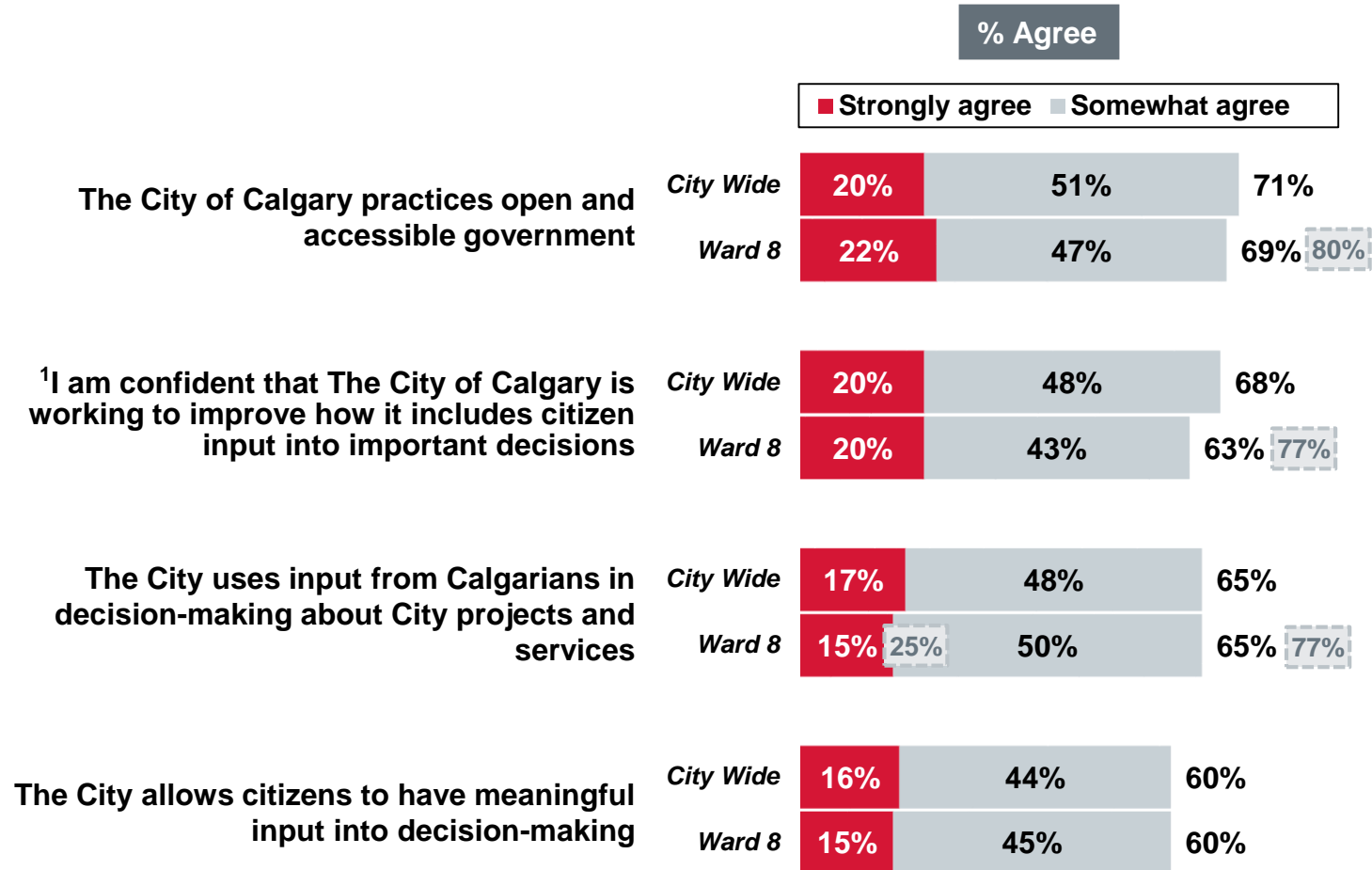
61% 79%

Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (City Wide: n=2,463 / Ward 8: n=167)

Ward 8 2018

Perceptions of Transparency and Citizen Input



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?

¹Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (Bases vary)

Ward 8 2018



Respondent Profile



Age

	City Wide	Ward 8
18 to 24	13%	9%
25 to 34	21%	27%
35 to 44	17%	20%
45 to 54	19%	20%
55 to 64	14%	10%
65 or older	16%	15%
Mean	45	44

Income

	City Wide	Ward 8
Less than \$30,000	6%	6%
\$30,000 to <\$45,000	9%	7%
\$45,000 to <\$60,000	11%	11%
\$60,000 to <\$75,000	8%	10%
\$75,000 to <\$90,000	8%	8%
\$90,000 to <\$105,000	11%	13%
\$105,000 to <\$120,000	11%	6%
\$120,000 to <\$150,000	13%	11%
\$150,000 or more	23%	27%

Education

	City Wide	Ward 8
Completed high school or less	16%	7%
Some post secondary or completed a college diploma	35%	32%
Completed university degree or post-grad degree	49%	61%

Gender

	City Wide	Ward 8
Male	50%	48%
Female	50%	51%
Other	0%	0%

Base: Valid respondents (Bases vary)

Household Characteristics

Type of Home

	City Wide	Ward 8
Single-detached house	70%	37%
Apartment or apartment-style condominium	12%	46%
Duplex, triplex or fourplex	8%	12%
Townhouse or rowhouse	8%	4%
Another type of multi-dwelling unit	1%	0%

Children and Seniors in Household

	City Wide	Ward 8
Yes - Children	34%	26%
Yes - Seniors	18%	14%

Household Size

	City Wide	Ward 8
1	14%	30%
2	30%	33%
3	19%	16%
4	22%	8%
5 or more	15%	13%
Mean	3.0	2.5

Responsible for Property Taxes

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

Own or Rent

	City Wide	Ward 8
Own	76%	62%
Rent	19%	36%
Other	6%	2%

Tenure in Calgary

	City Wide	Ward 8
Less than 5 years	6%	9%
5 to less than 10 years	9%	13%
10 to less than 15 years	10%	7%
15 to less than 20 years	11%	11%
20 to less than 30 years	23%	20%
30 to less than 40 years	16%	13%
40 or more	25%	26%
Mean	28	27

Base: Valid respondents (Bases vary)

Respondent Characteristics

Born in Canada

	City Wide	Ward 8
Yes	74%	79%
No	26%	21%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=600)	Ward 8 (n=29)
Less than 12	29%	22%
12 to 17	15%	17%
18 or older	56%	61%
No response	1%	-

Ethnic Background

	City Wide	Ward 8
Caucasian/ White	26%	36%
British	18%	20%
Canadian/ French Canadian	17%	19%
Northern or Western European	12%	8%
East or Southeast Asian	9%	8%
Southern or Eastern European	7%	6%
South Asian	7%	-
Central/ South American or Caribbean	3%	3%
West Asian or Middle Eastern	3%	1%
African	3%	2%
Aboriginal/ First Nations/ Metis	2%	2%

Disability

	City Wide	Ward 8
Yes	17%	20%
No	83%	80%

Visible Minority

	City Wide	Ward 8
Yes	24%	16%
No	76%	84%

Base: Valid respondents (Bases vary)

Contact

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