

Calgary



# 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 19<sup>th</sup> and September 16<sup>th</sup>, 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  $\pm 2.0$  percentage points, 19 times out of 20.

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

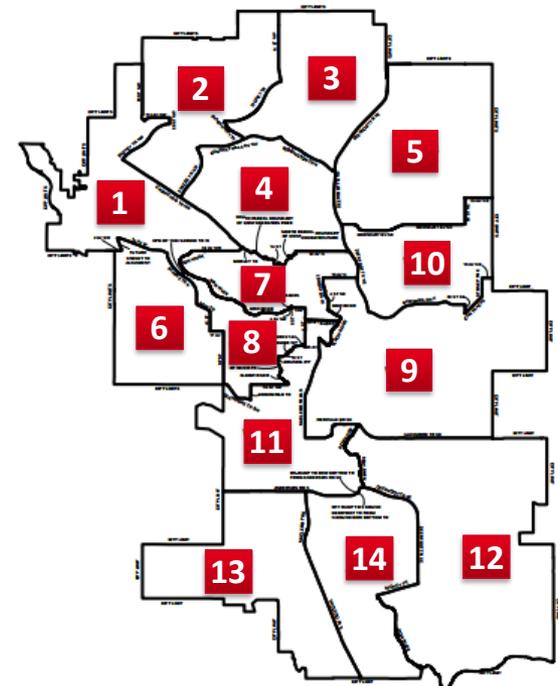


**Results for Ward 8 are compared to results City Wide.**

- $\uparrow$  indicates a number is significantly higher than City Wide.
- $\downarrow$  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

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**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.**

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- ❖ 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

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**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.**

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- ❖ 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

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**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.**

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- ❖ 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

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**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.**

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- ❖ 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

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**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.**

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- ❖ 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

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**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.**

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- ❖ 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

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**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.**

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- ❖ 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).

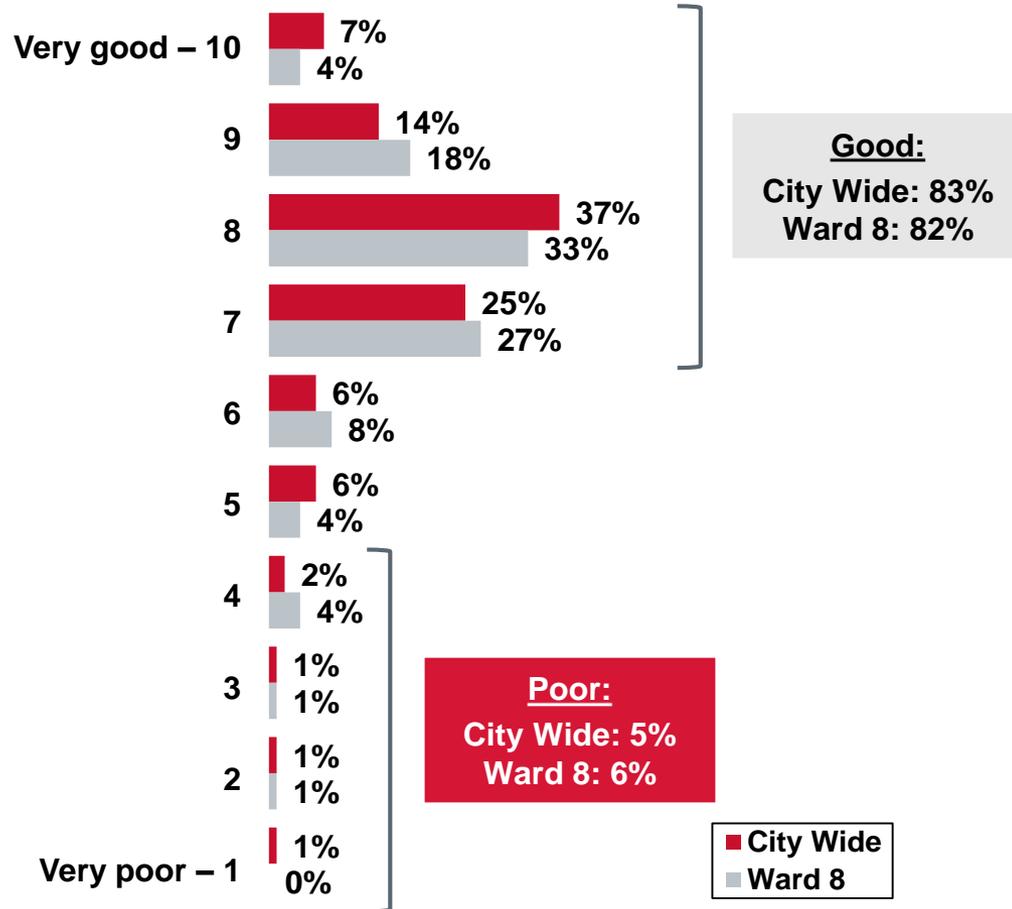


## Quality of Life





# Overall Quality of Life in Calgary

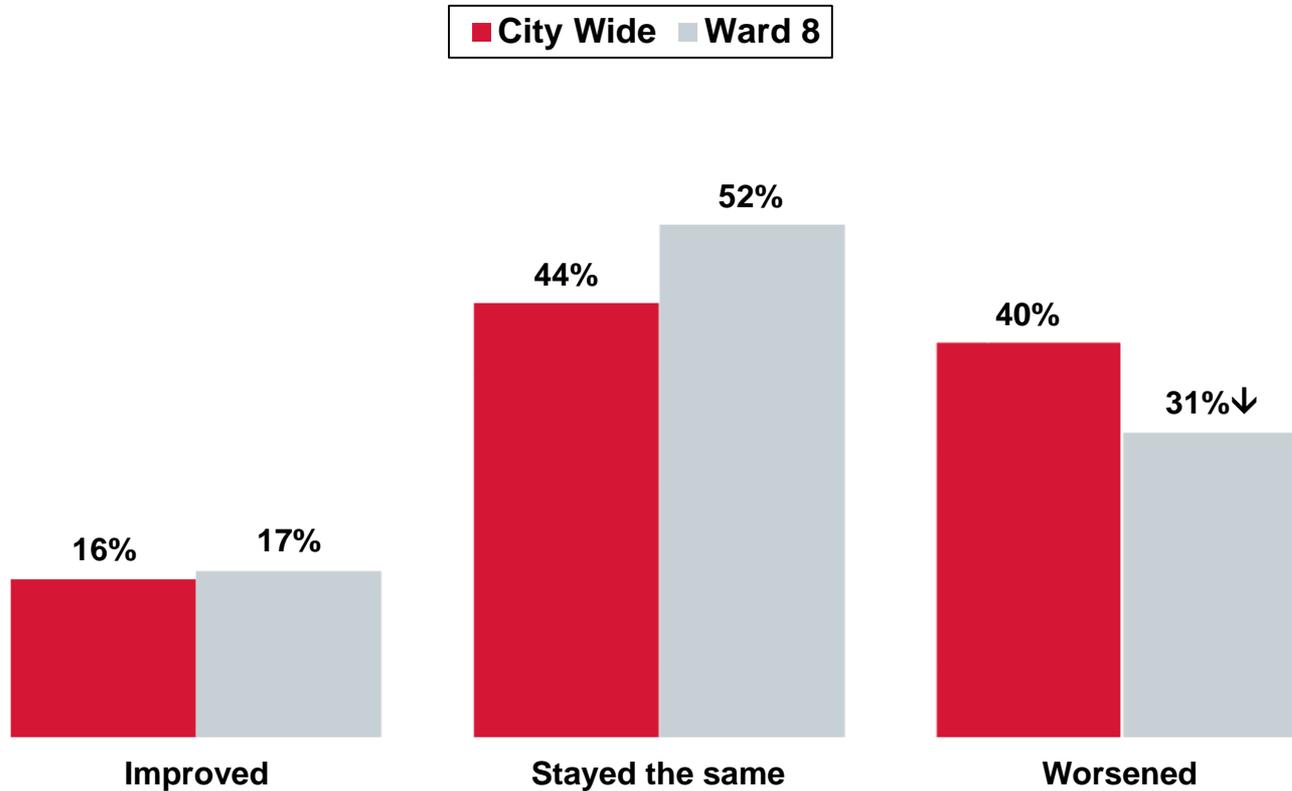


On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,498 / Ward 8: n=169)



# Perceived Change in the Quality of Life

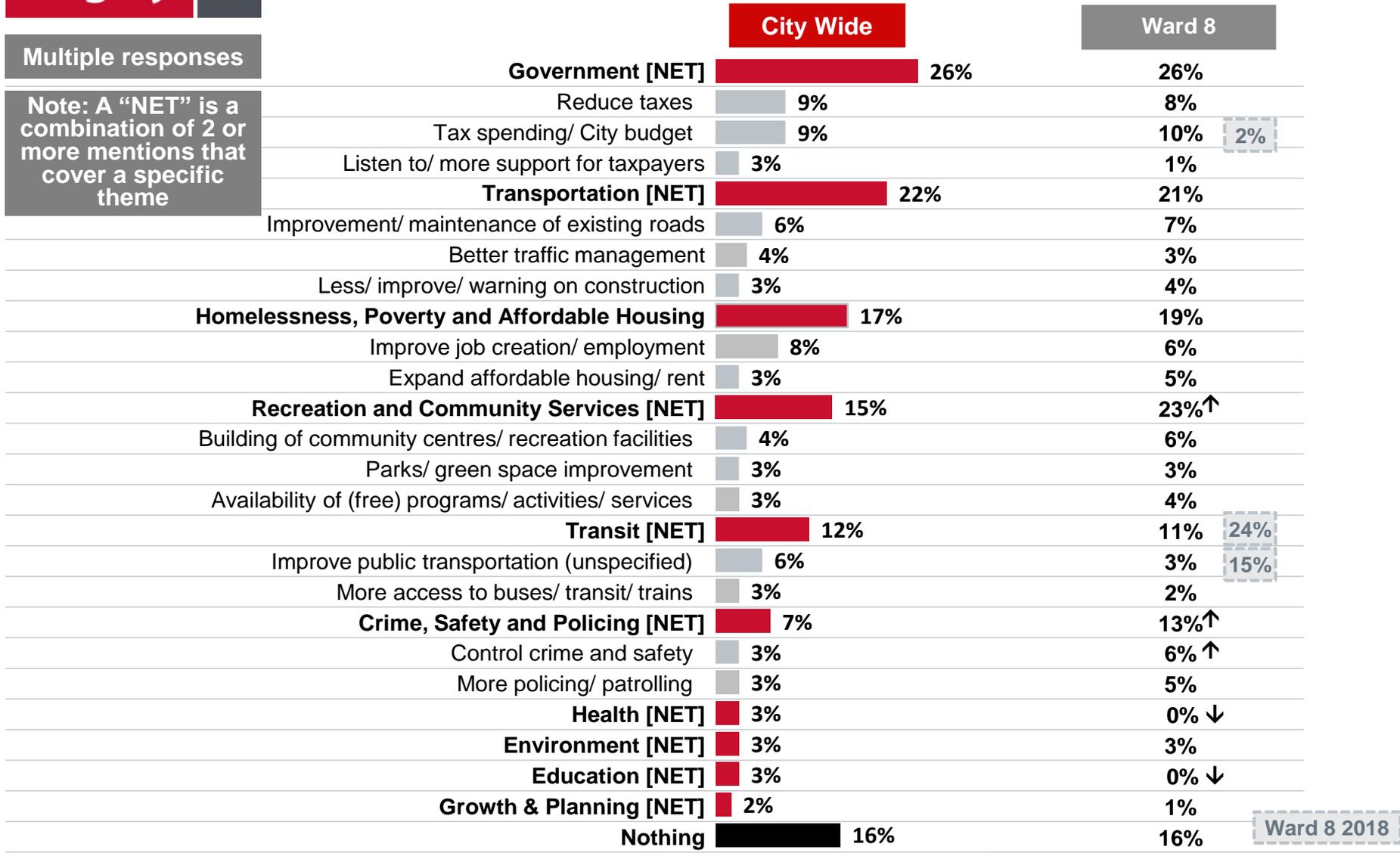


↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

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)



# Actions to Improve the Quality of Life



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

<sup>↑</sup>Statistically higher than City Wide  
<sup>↓</sup>Statistically lower than City Wide

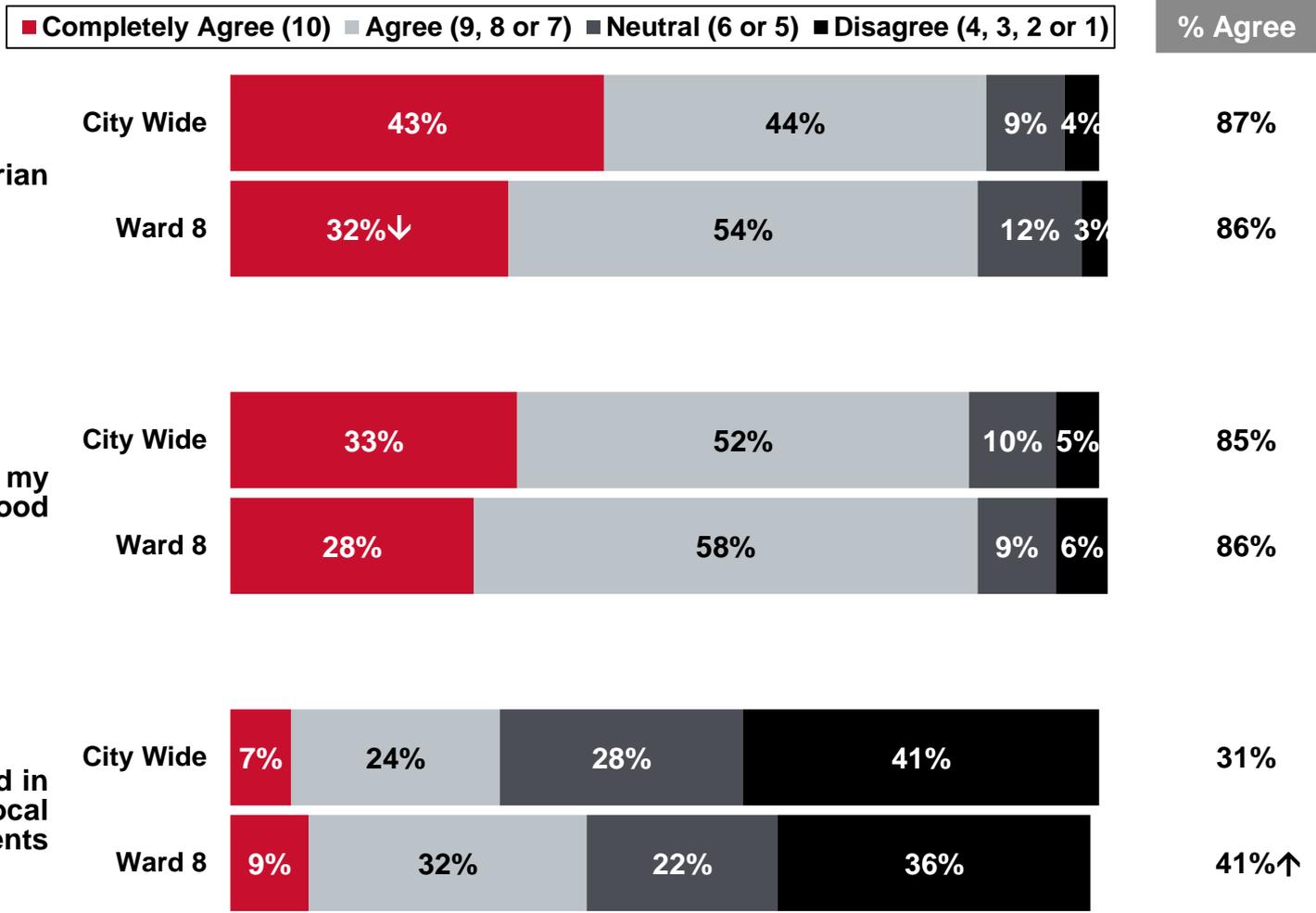
NET mentions of <2% are not shown

*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



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."

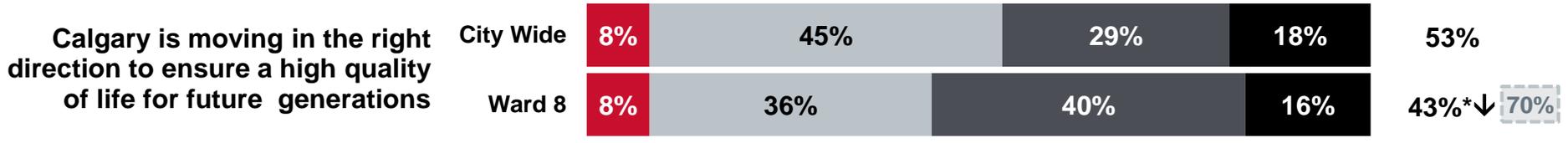
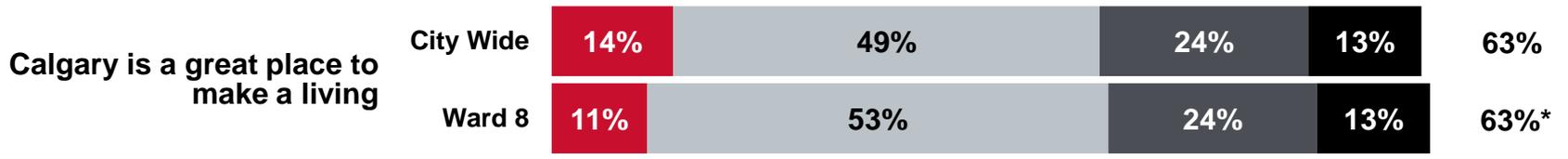
Base: Valid respondents (Bases vary)

↑ 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

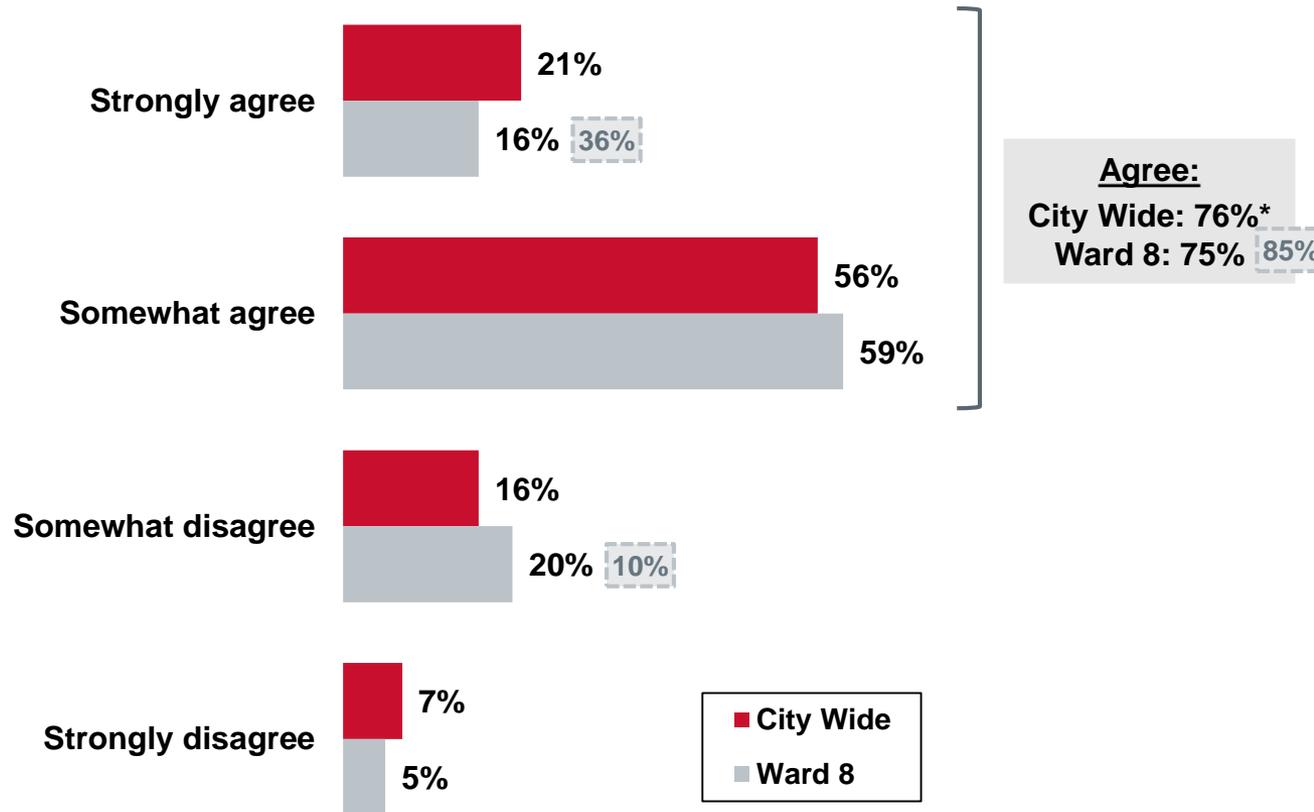


Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."  
 Base: Valid respondents (Bases vary)

\*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.*

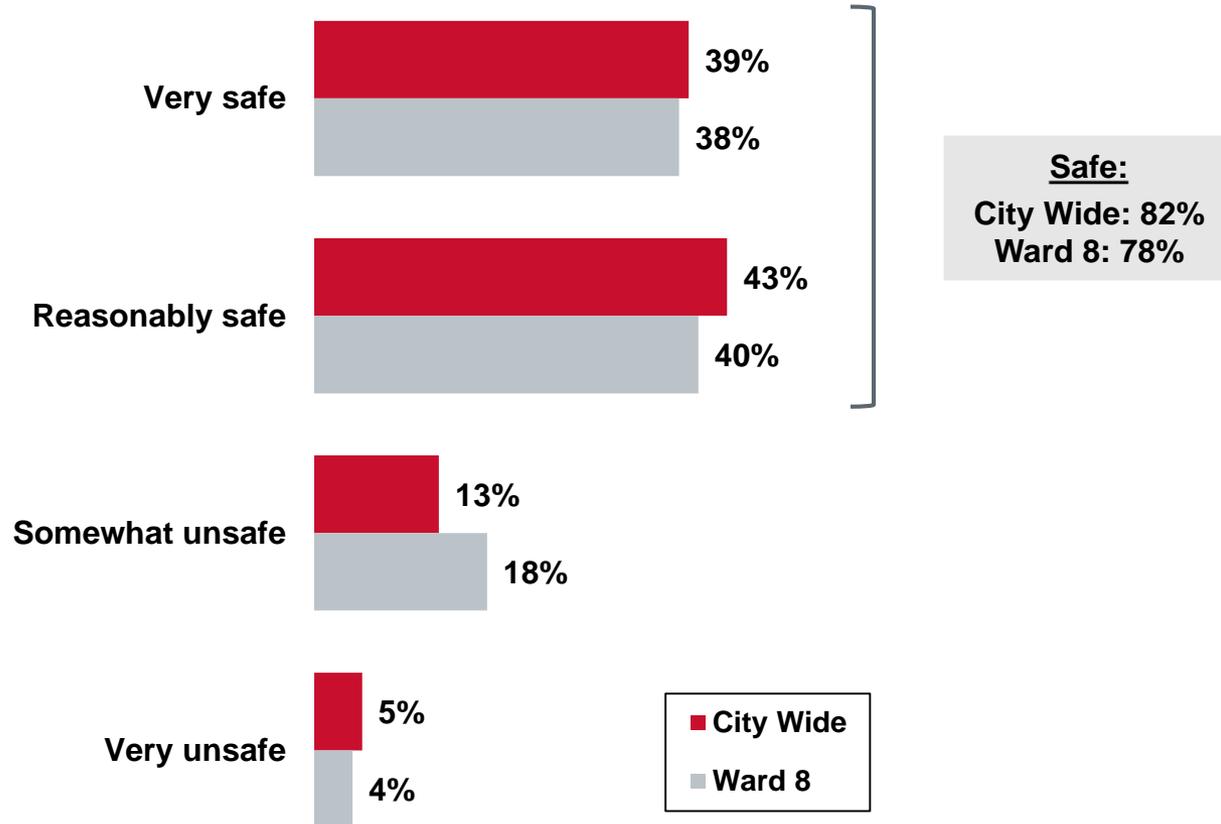
Base: Valid respondents (City Wide: n=2,485 / Ward 8: n=169)

\*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

■ First Mention ■ Other Mentions

Multiple responses

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

| Issue   | City Wide (First) | City Wide (Other) | City Wide (NET) | Ward 8        |
|---|-------------------|-------------------|-----------------|---------------|
| <b>Infrastructure, Traffic &amp; Roads [NET]</b>            |                   |                   | <b>35%</b>      | <b>35%</b>    |
| 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%            |
| <b>Transit [NET]</b>  |                   |                   | <b>17%</b>      | <b>16%</b>    |
| Public Transportation (incl. buses/ C-train/ poor service)  | 6%                | 8%                |                 | 9%            |
| Transportation (unspecified)                                | 4%                | 6%                |                 | 4% 13%        |
| Transit system improvements                                 | 4%                | 6%                |                 | 4%            |
| <b>Crime, Safety &amp; Policing [NET]</b>                   |                   |                   | <b>15%</b>      | <b>19%</b>    |
| Breaking and entering/gangs/drugs                           | 6%                | 9%                |                 | 11%           |
| Public safety   | 4%                | 6%                |                 | 9%            |
| <b>Budget &amp; Spending [NET]</b>                          |                   |                   | <b>11%</b>      | <b>11%</b>    |
| <b>Taxes [NET]</b>  |                   |                   | <b>11%</b>      | <b>15%</b> 6% |
| <b>Economy [NET]</b>  |                   |                   | <b>8%</b>       | <b>10%</b> 1% |
| <b>Education [NET]</b>                                      |                   |                   | <b>8%</b>       | <b>3%</b> ↓   |
| <b>Recreation [NET]</b>                                     |                   |                   | <b>7%</b>       | <b>3%</b>     |
| <b>Environment and Waste Management [NET]</b>               |                   |                   | <b>7%</b>       | <b>4%</b>     |
| <b>Growth and Planning [NET]</b>                            |                   |                   | <b>5%</b>       | <b>9%</b> ↑   |
| <b>Homelessness, Poverty &amp; Affordable Housing [NET]</b> |                   |                   | <b>4%</b>       | <b>8%</b> ↑   |
| <b>Healthcare [NET]</b>                                     |                   |                   | <b>4%</b>       | <b>1%</b>     |
| <b>None</b>   |                   |                   | <b>11%</b>      | <b>12%</b>    |

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

Ward 8 2018

NET mentions of <4% are not shown

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)

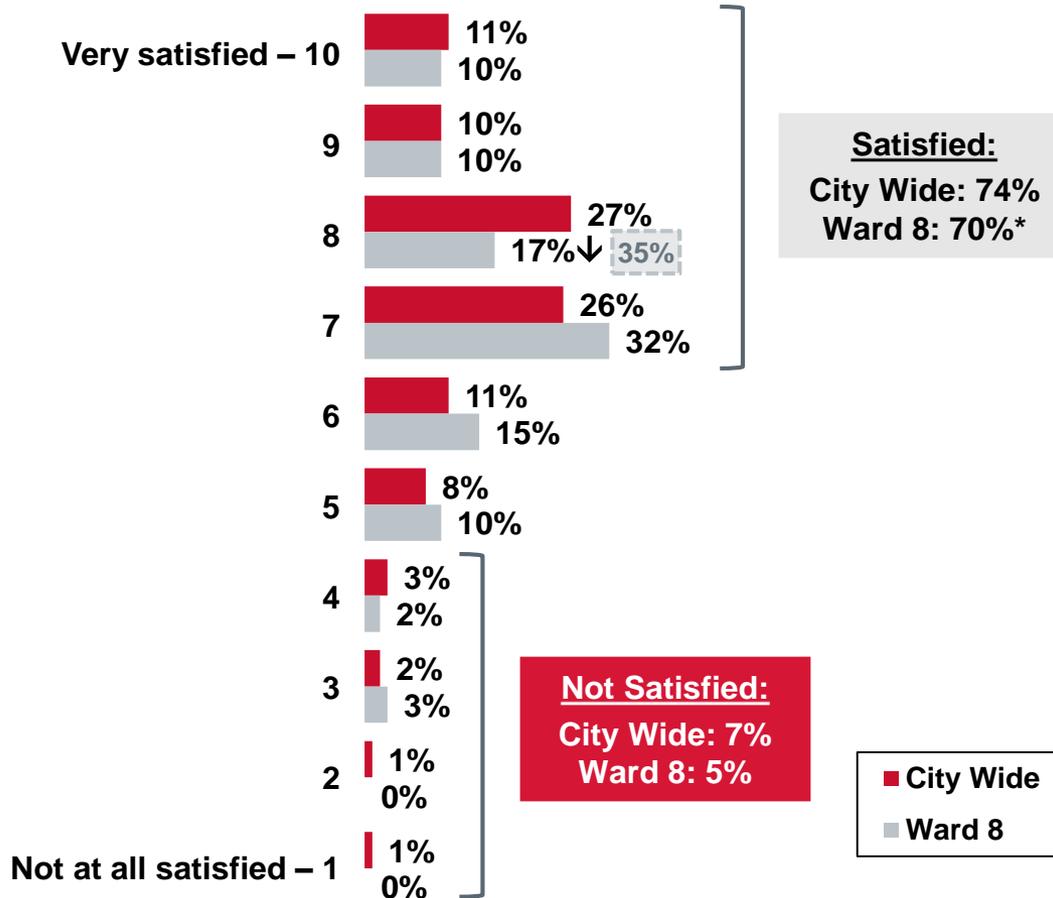


## City Programs and Services





# 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?

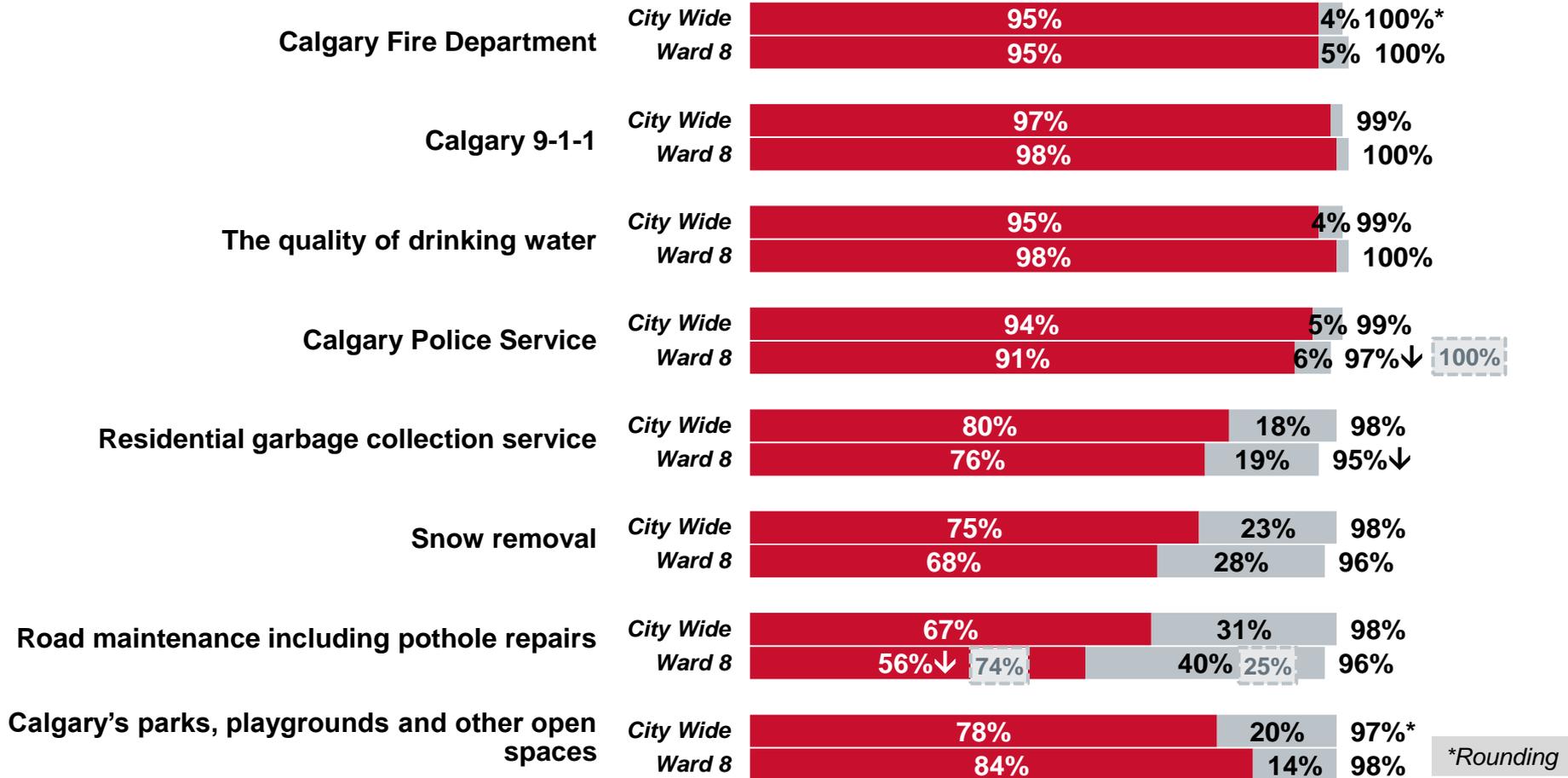
Base: Valid respondents (City Wide: n=2,487 / Ward 8: n=169)



# Importance of City Programs and Services

% Important

■ Very important ■ Somewhat important



\*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.

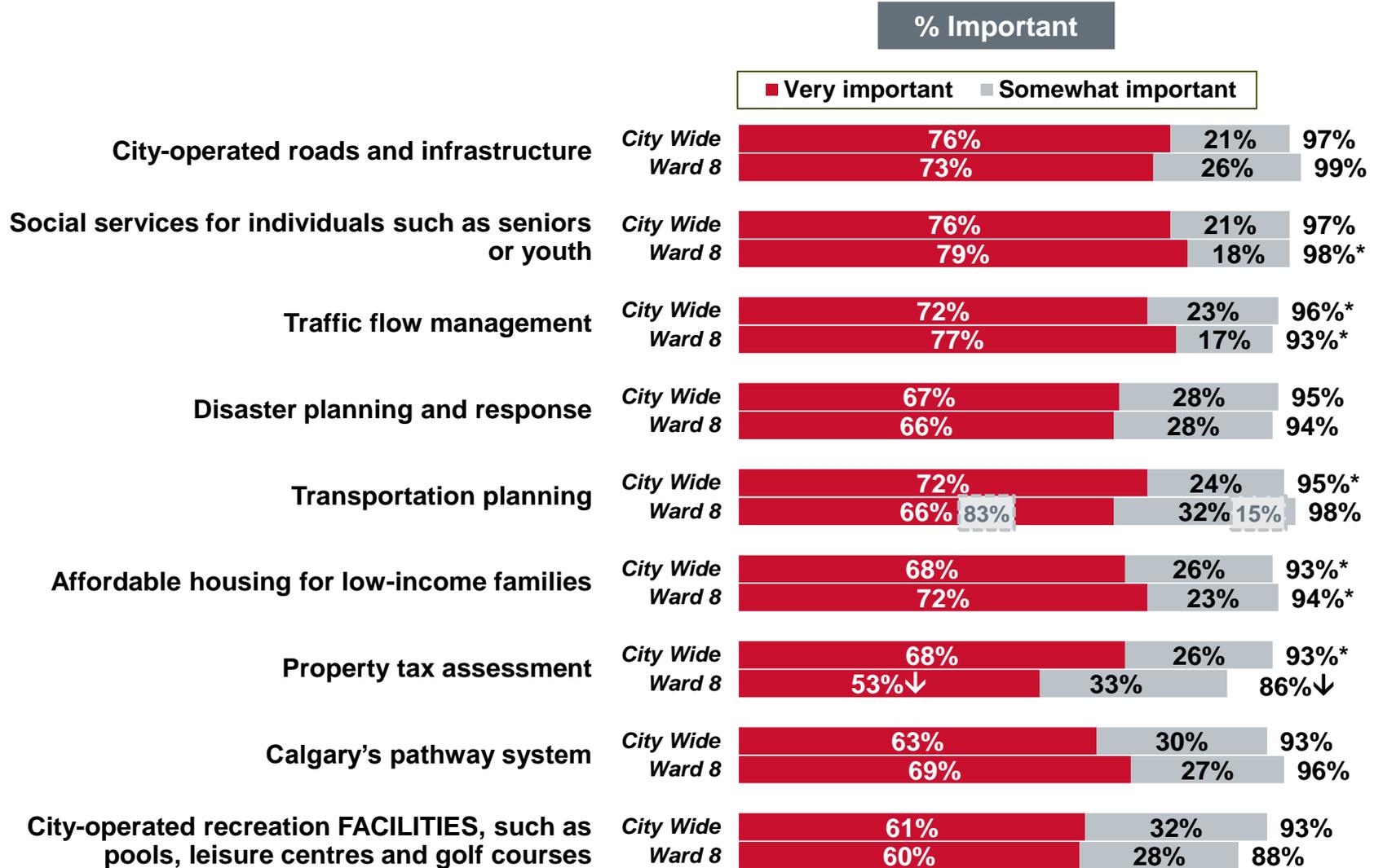
Base: Valid respondents (Bases vary)

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

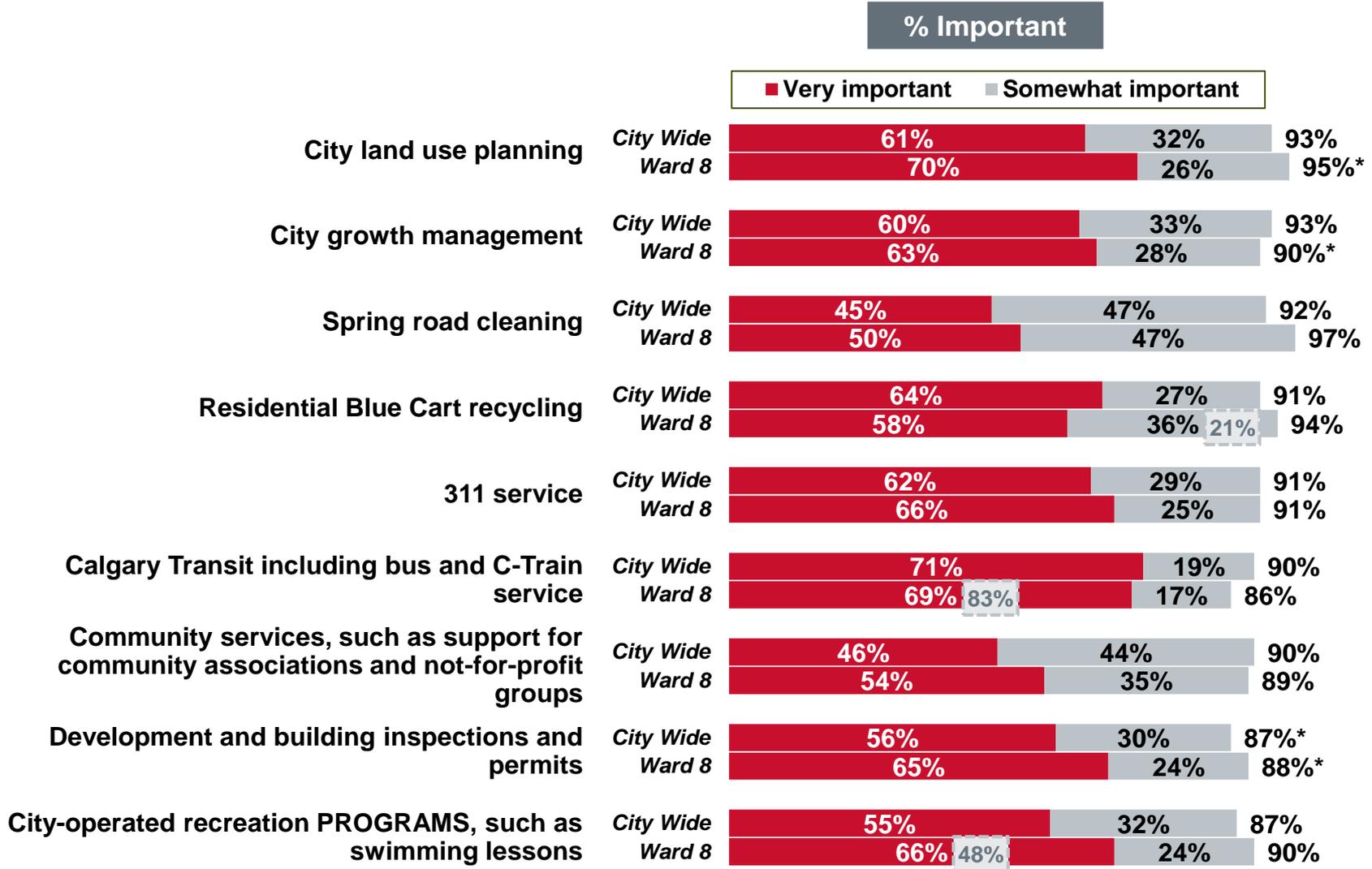
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

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)



*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)

\*Rounding

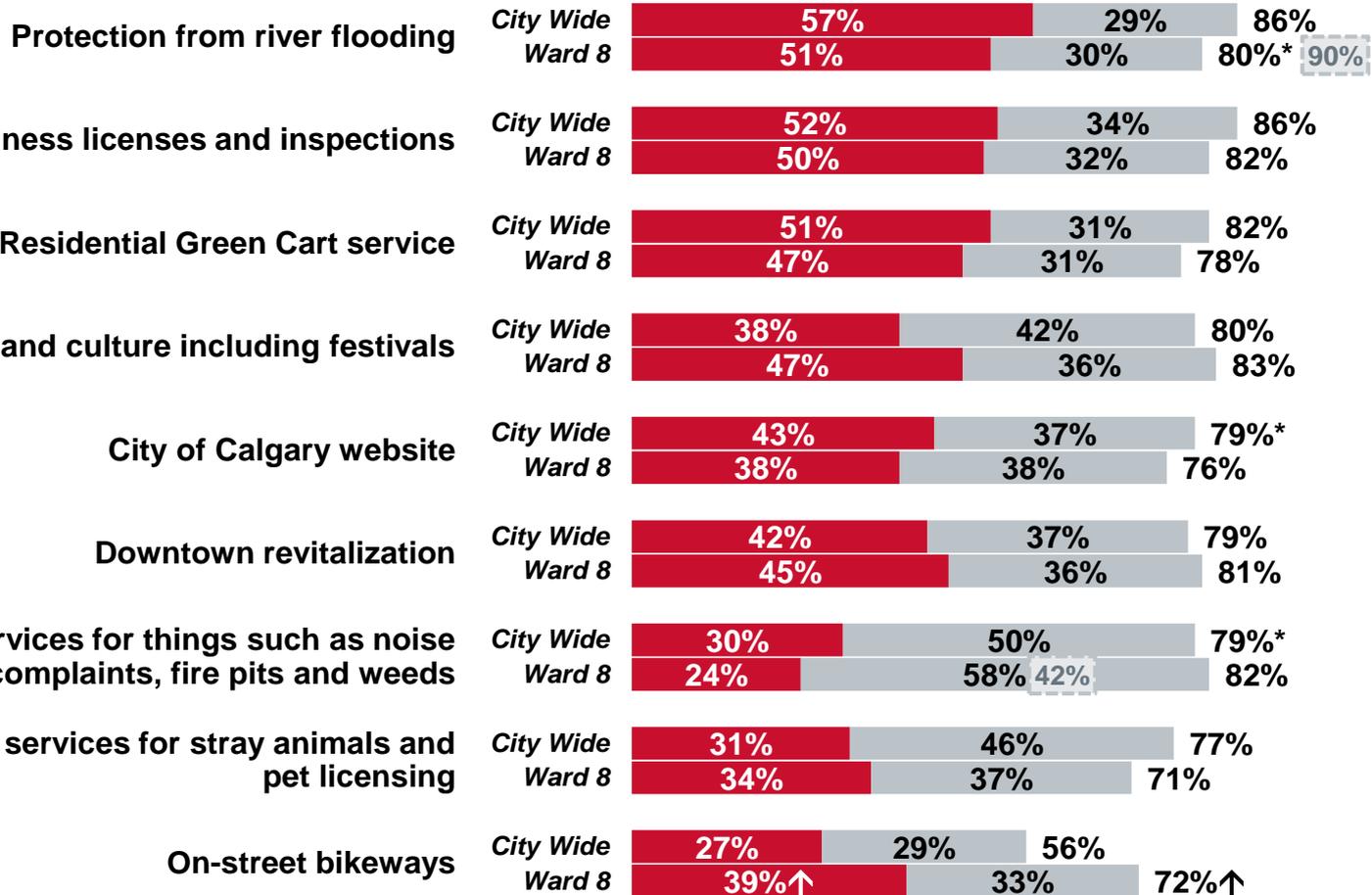
Ward 8 2018



# Importance of City Programs and Services (continued)

## % Important

■ Very important ■ Somewhat important



\*Rounding

Ward 8 2018

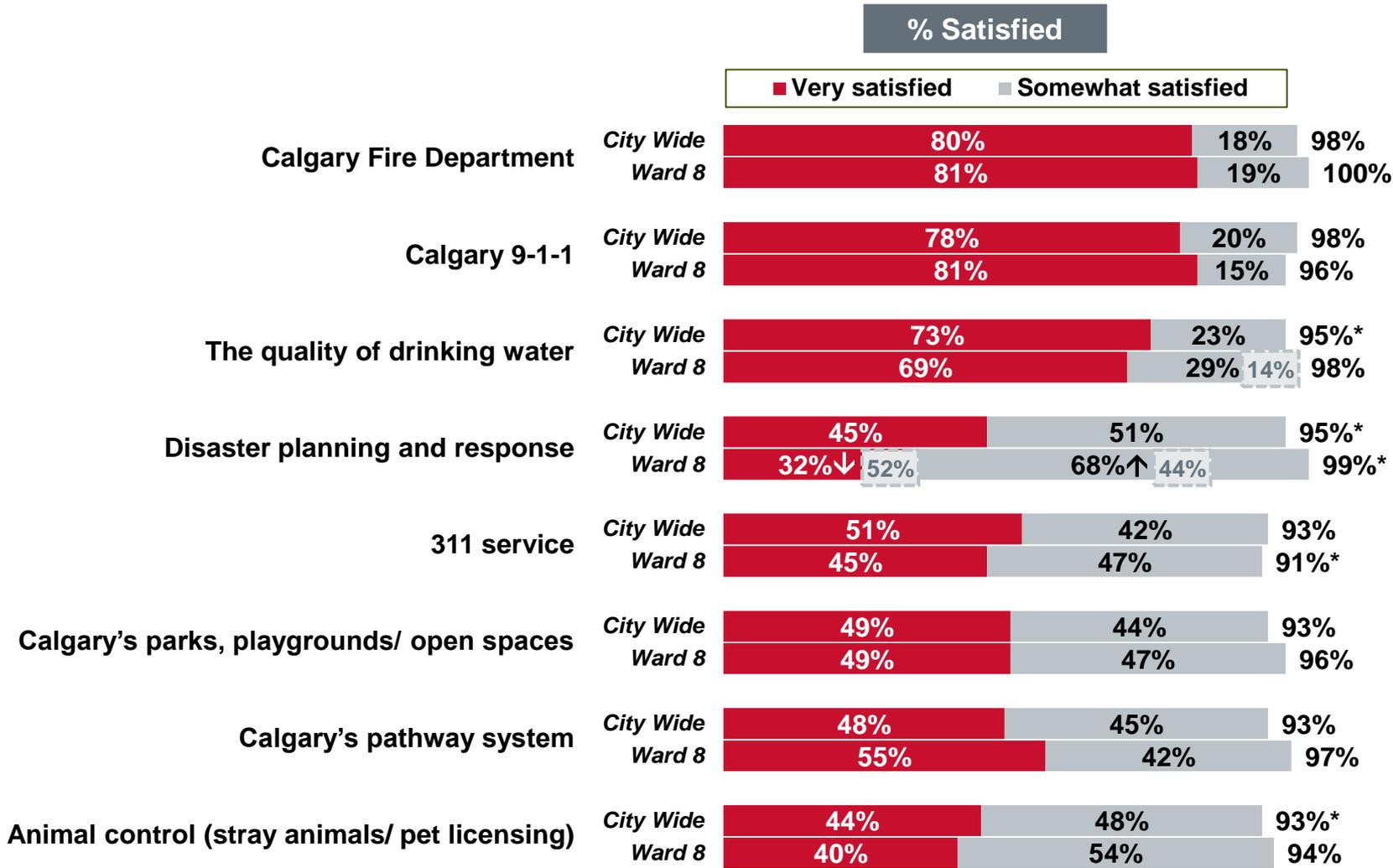
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

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



\*Rounding

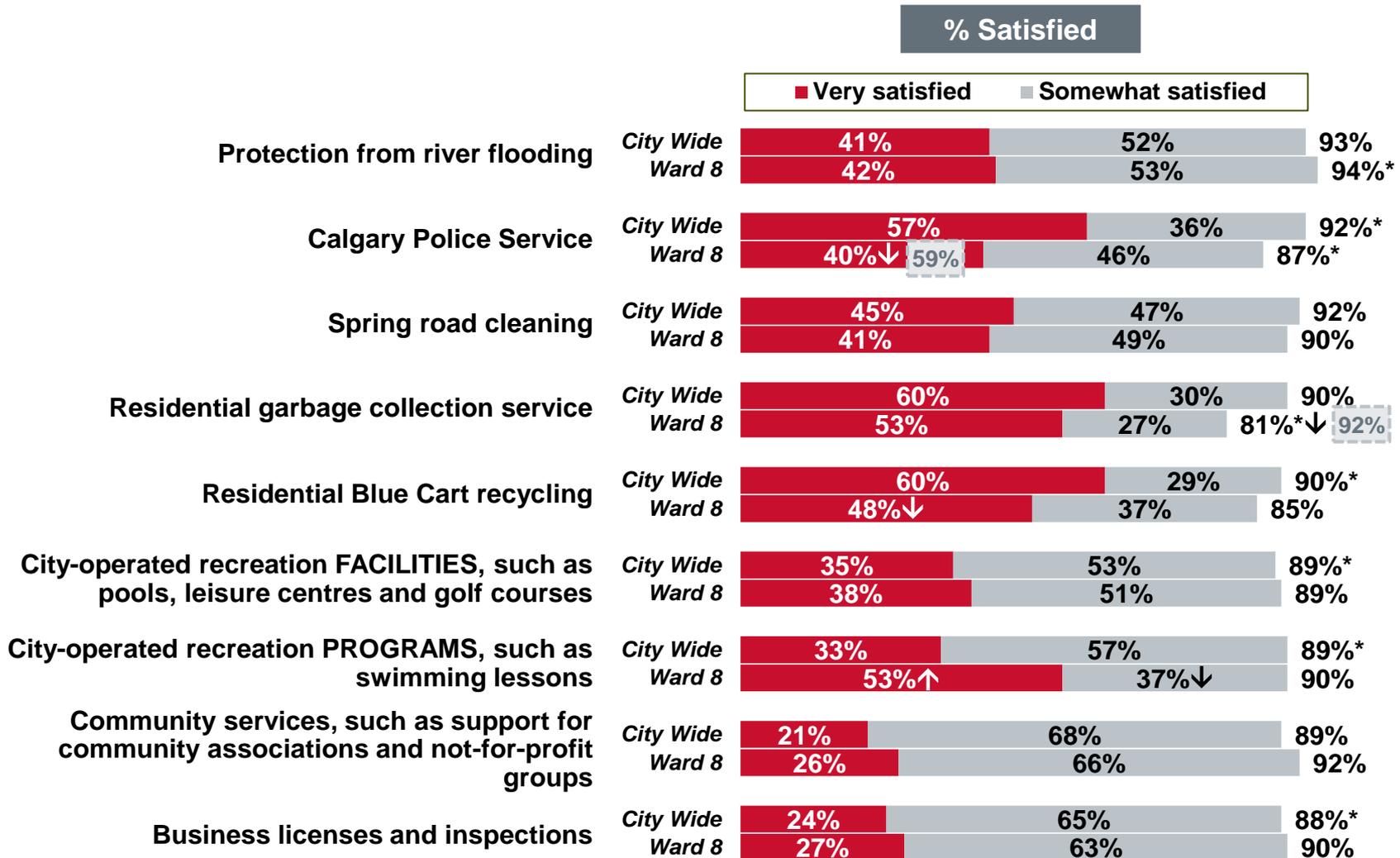
Ward 8 2018

↑ 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

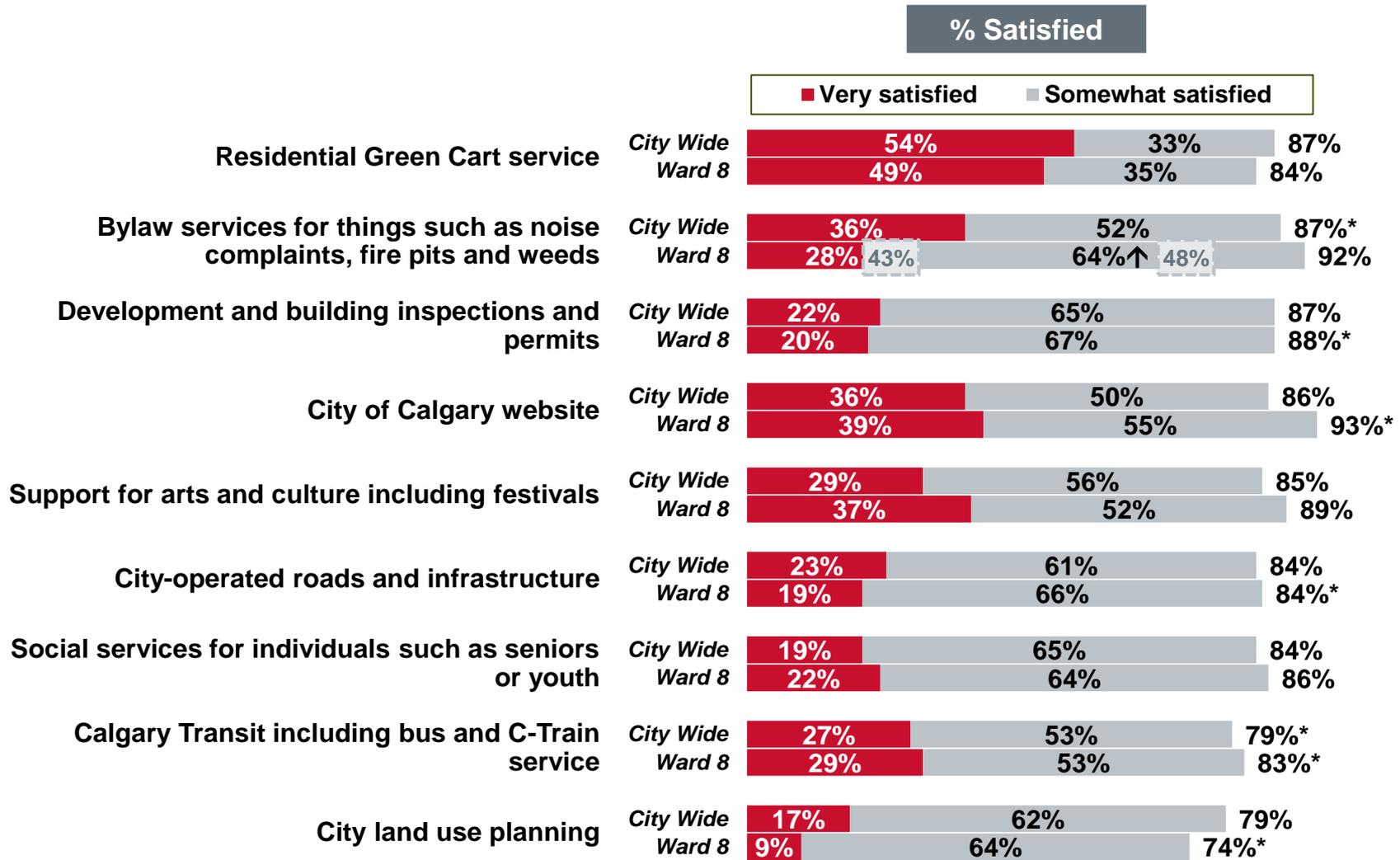
Ward 8 2018

↑ 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)



# Satisfaction with City Programs and Services (continued)



\*Rounding

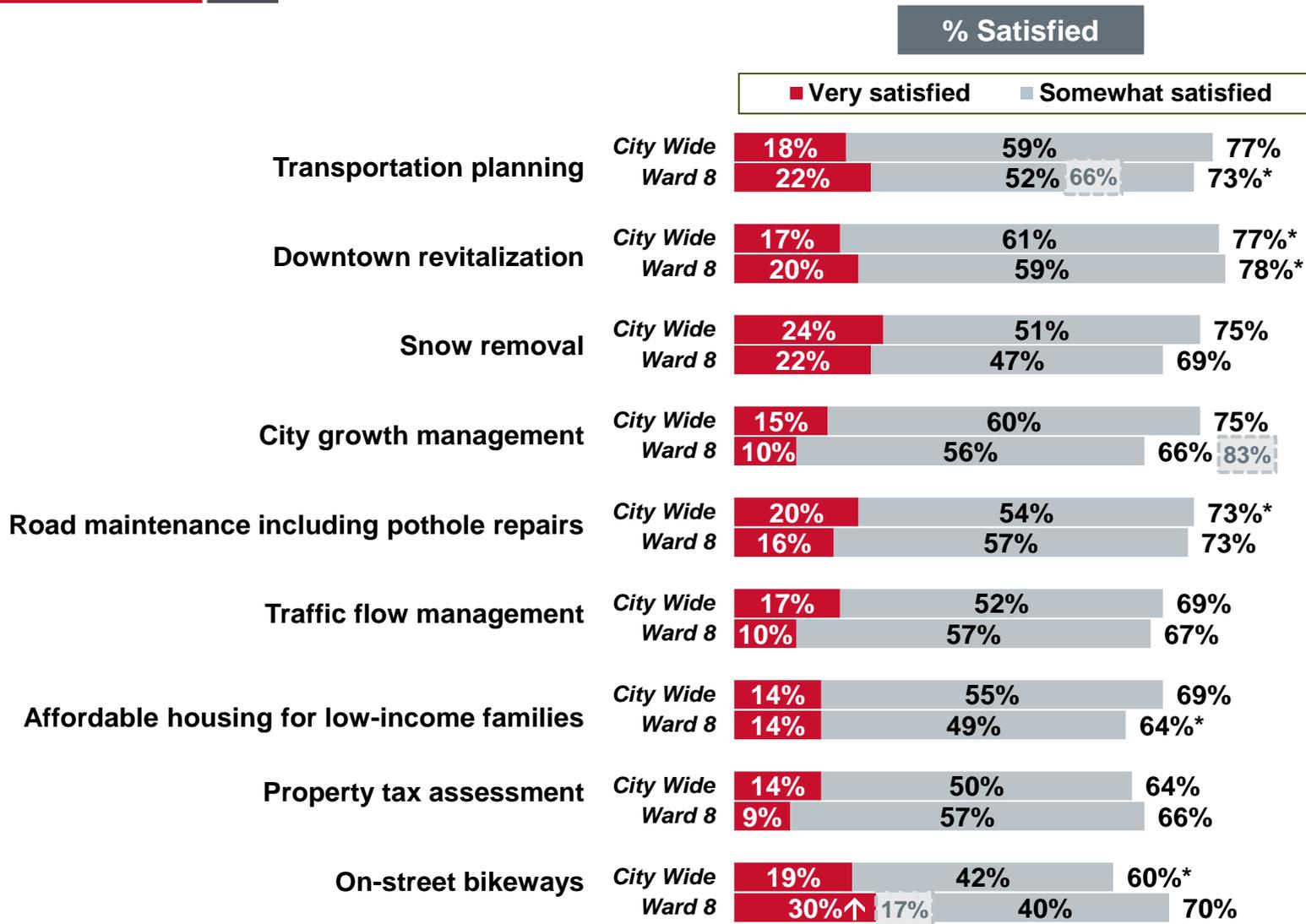
Ward 8 2018

↑ 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

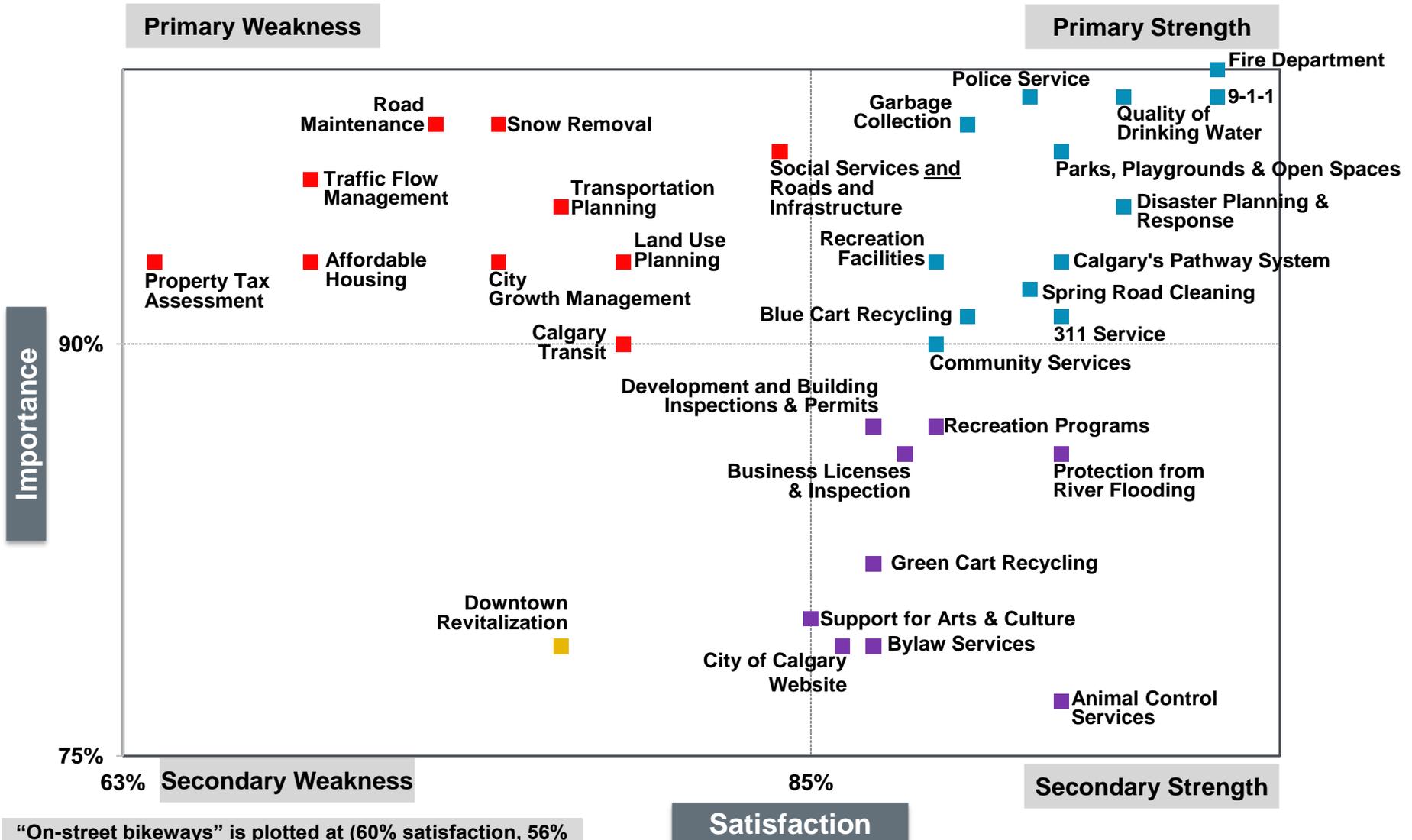
Ward 8 2018

↑ 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)



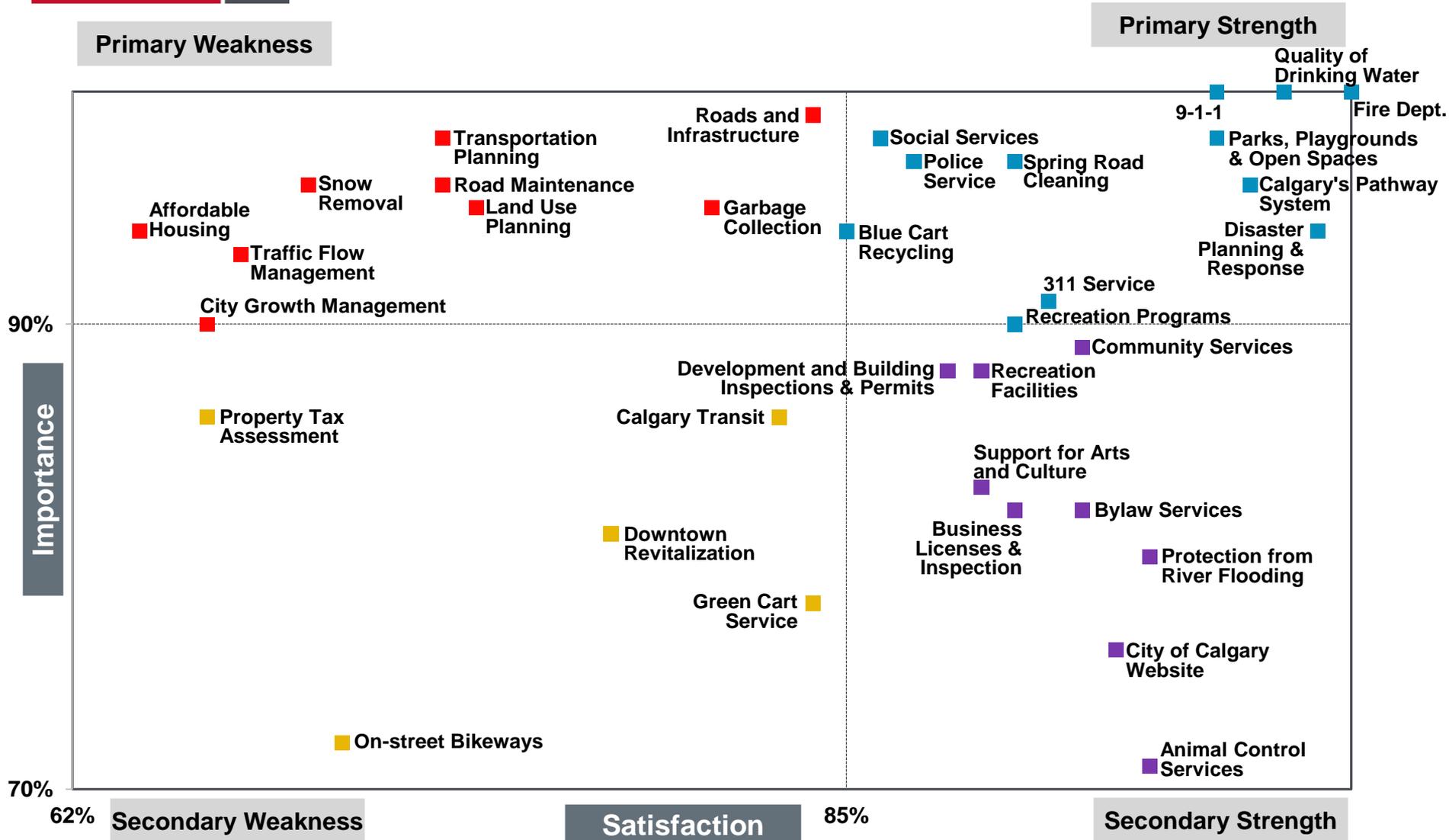
# Importance vs. Satisfaction Grid: City Wide



“On-street bikeways” is plotted at (60% satisfaction, 56% importance) and is not illustrated on this graph.



# Importance vs. Satisfaction Grid: Ward 8





# Primary Strengths and Weaknesses: City Wide versus Ward 8

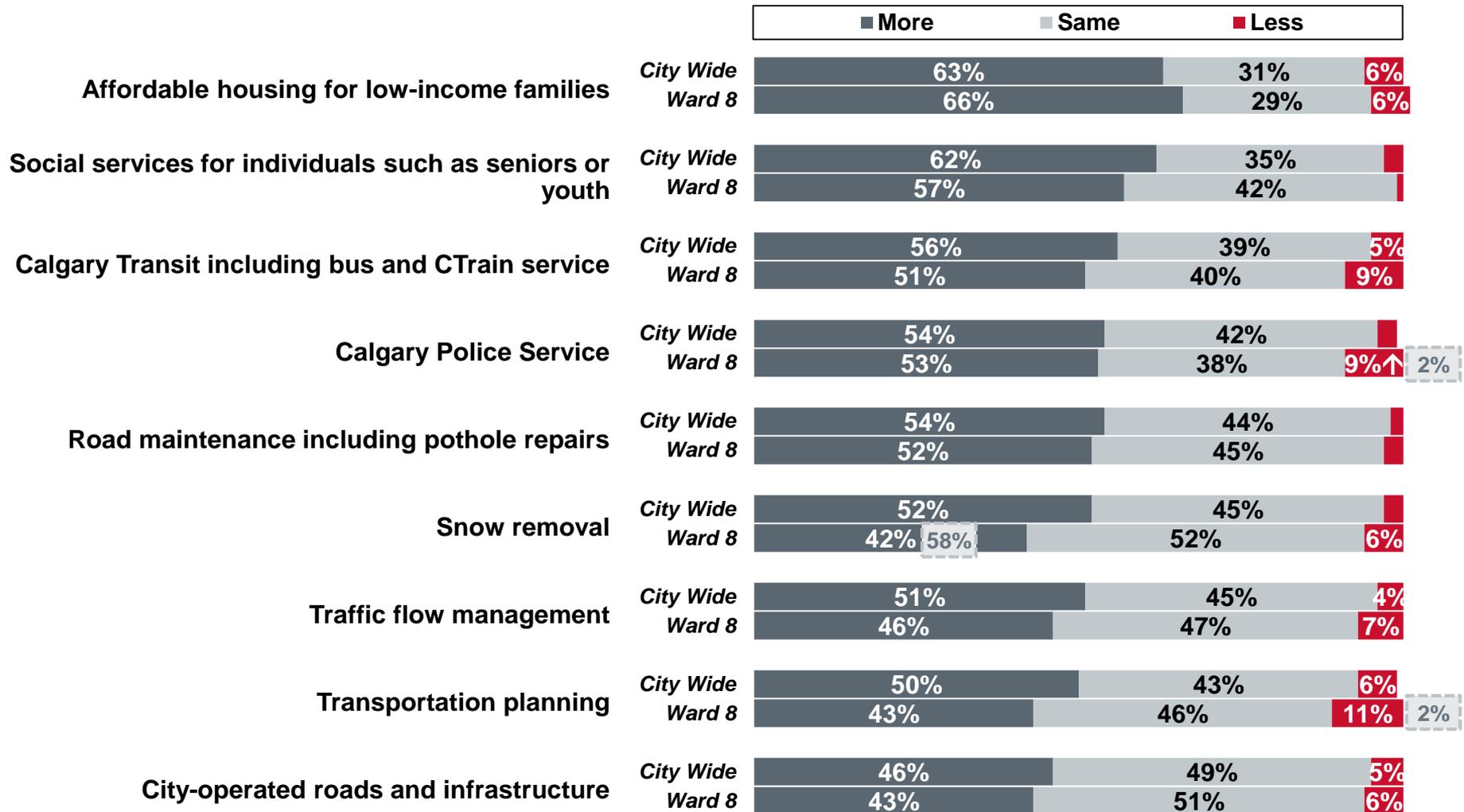
Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.

|                                      |
|--------------------------------------|
| <b>Primary Strength</b>              |
| <b>Primary Weakness</b>              |
| <b>Neither (in another quadrant)</b> |

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



# 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.

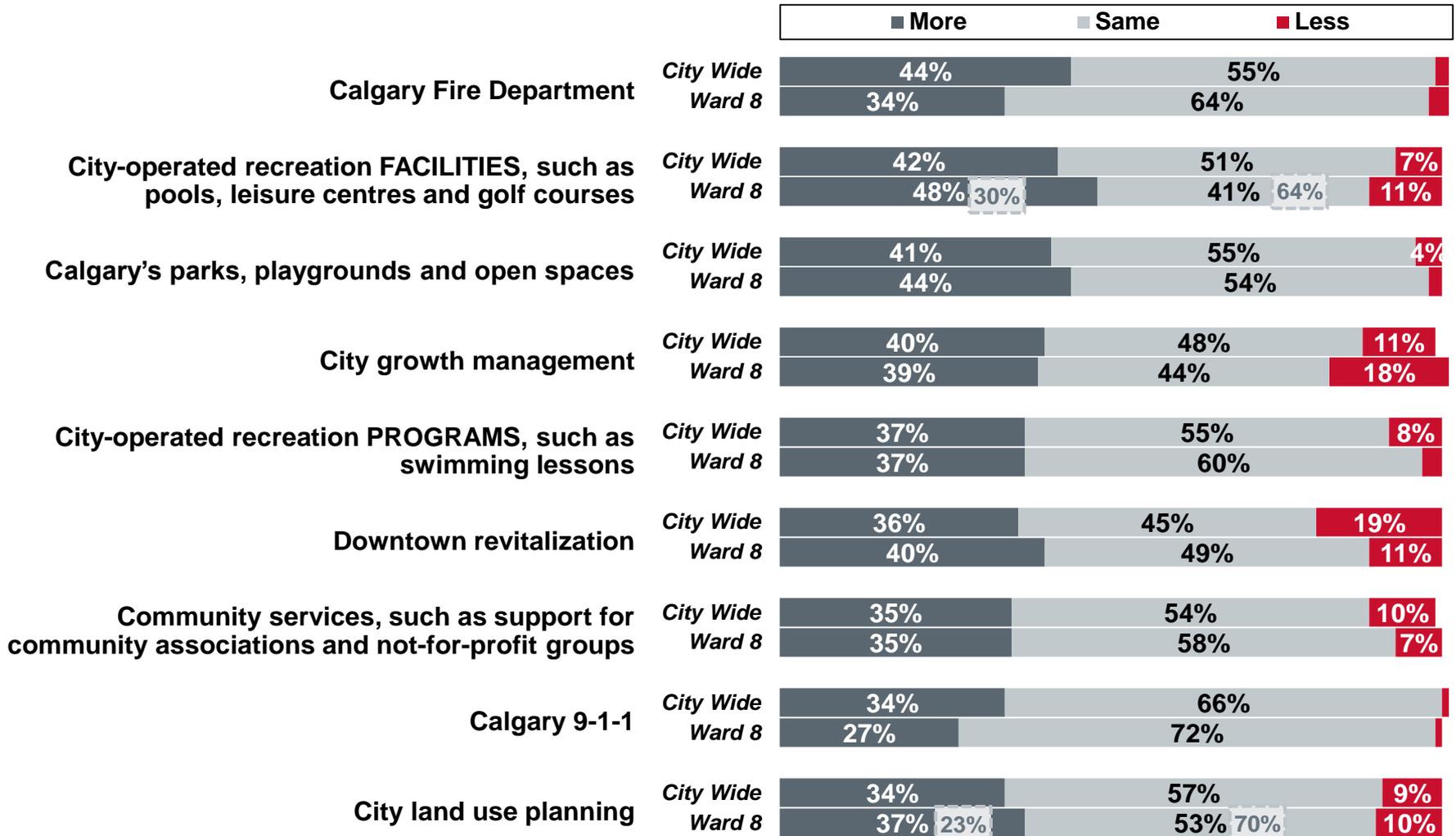
Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

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



# Investment in City Programs and Services (continued)



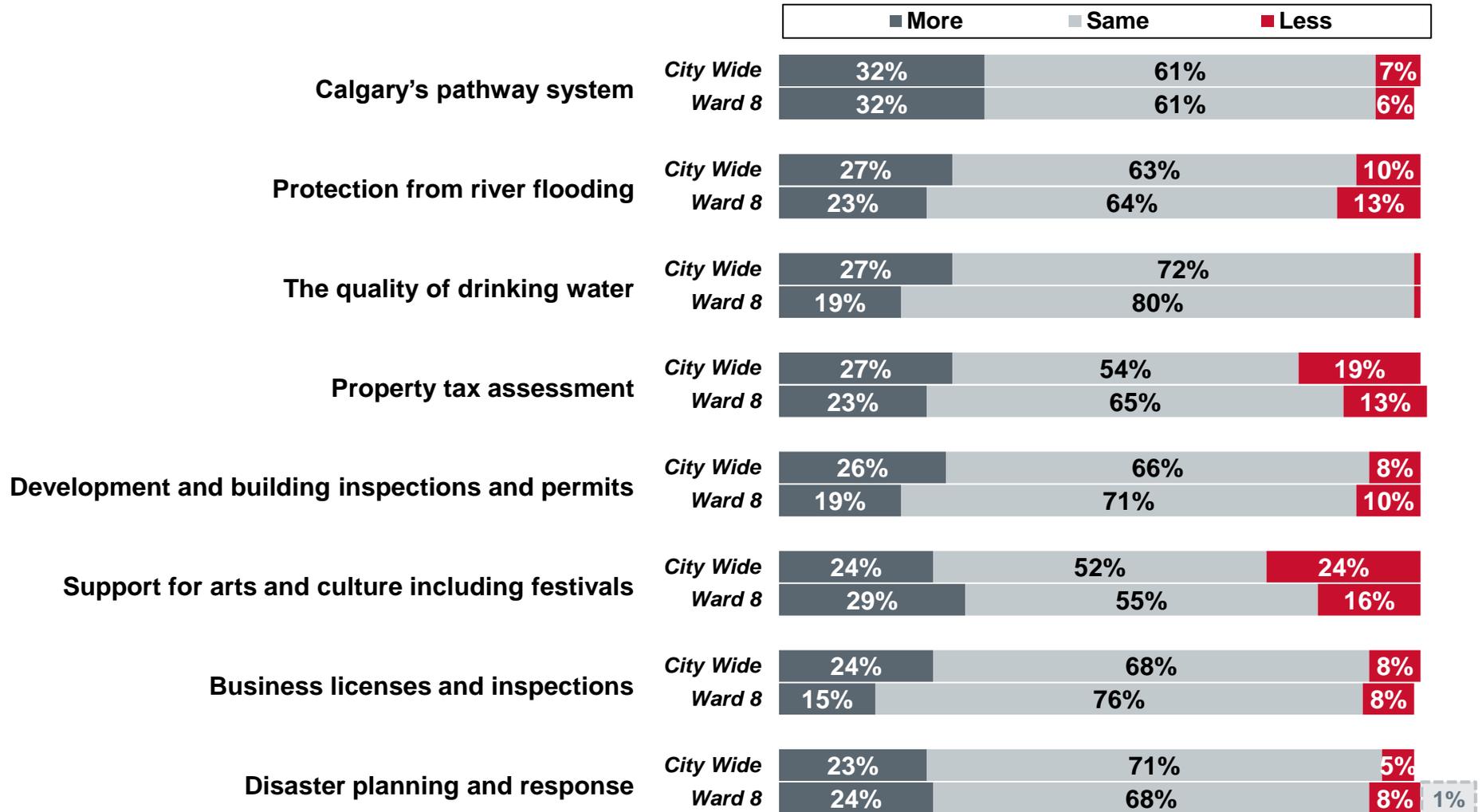
Ward 8 2018

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)



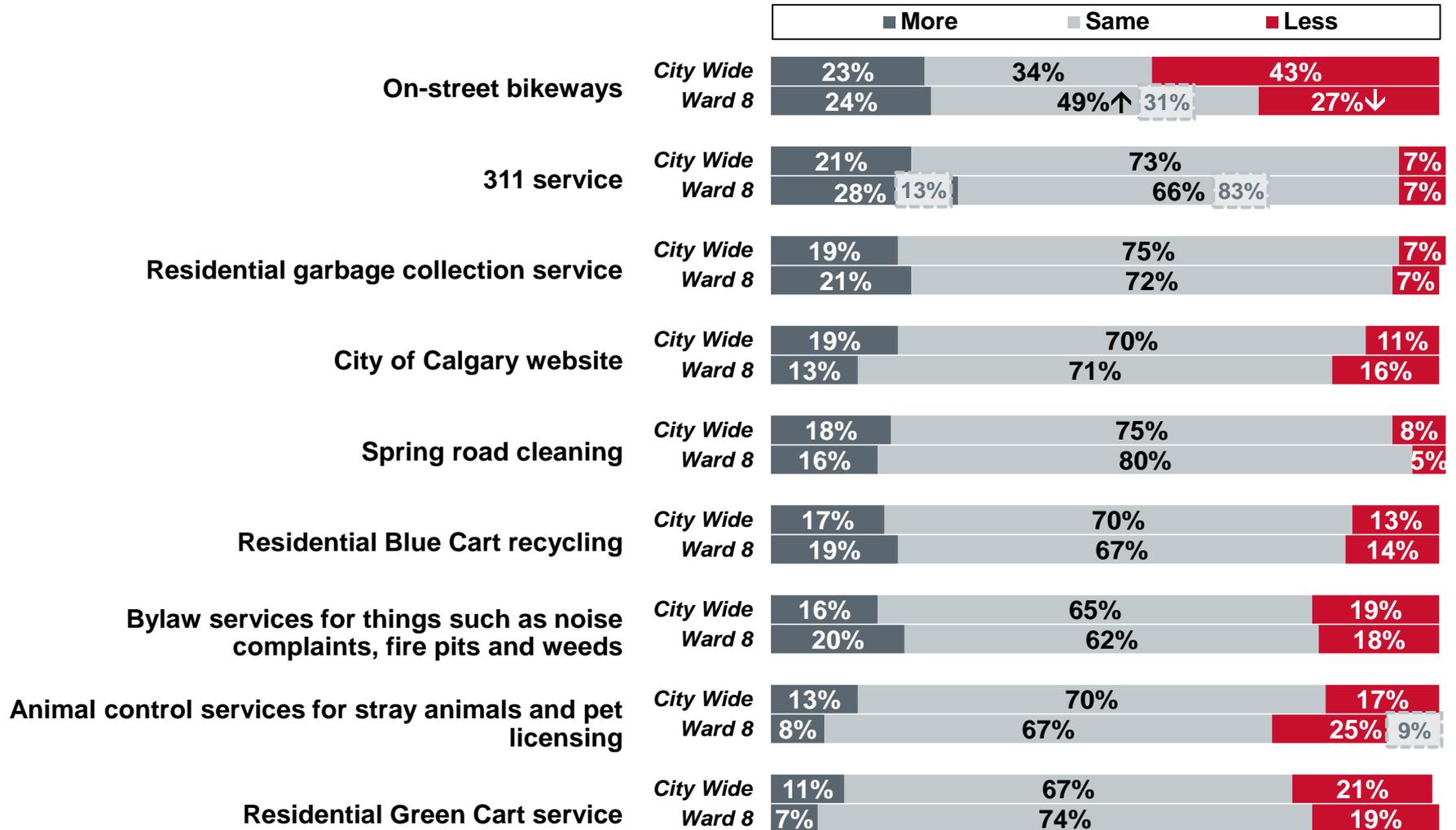
Ward 8 2018

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

<sup>↑</sup> Statistically higher than City Wide  
<sup>↓</sup> 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)

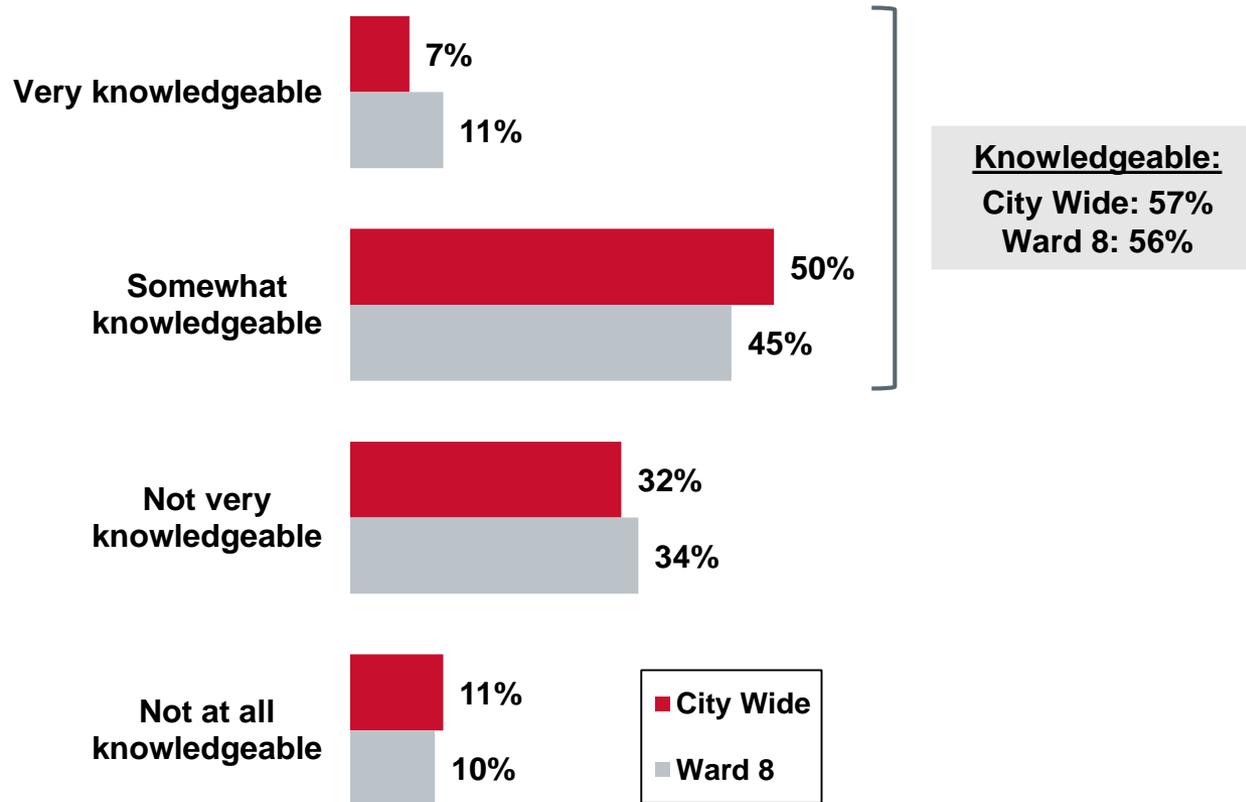


# Taxation





# Knowledge Levels of Tax Dollar Spending

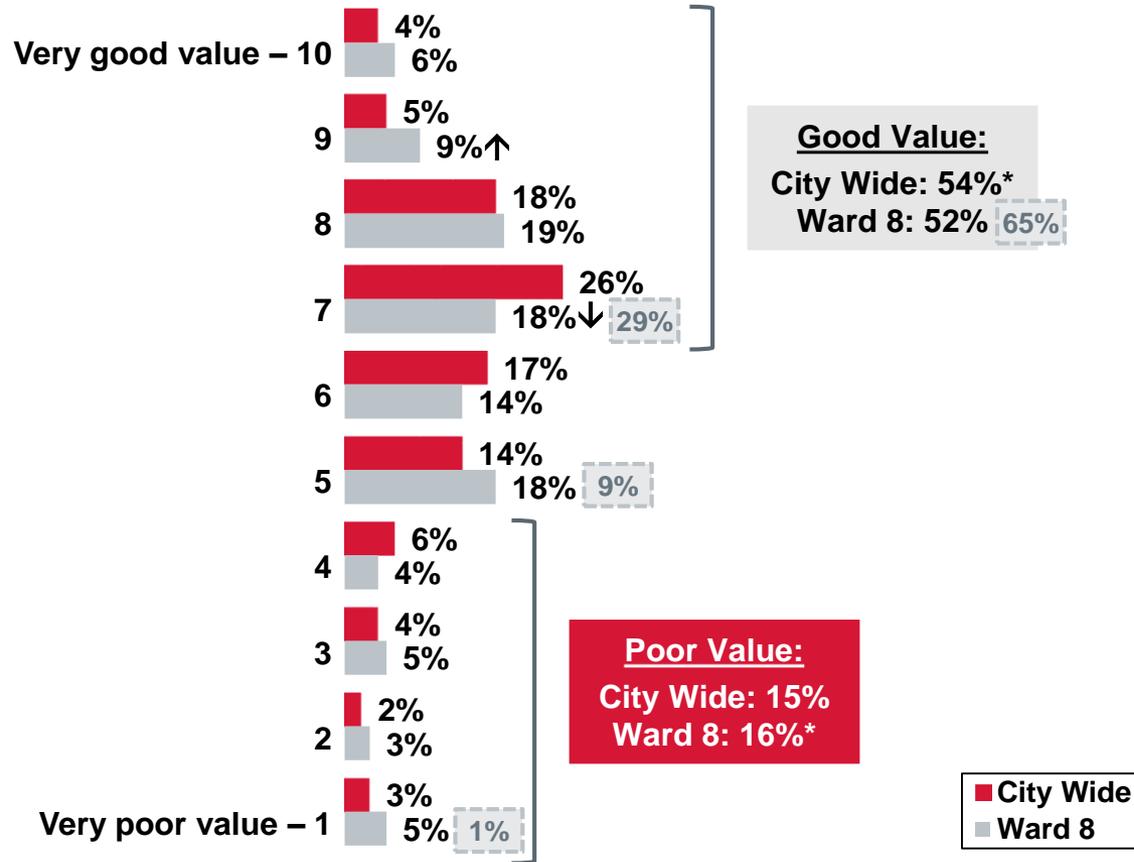


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

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



# Perceived Value of Property Taxes



\*Rounding

Ward 8 2018

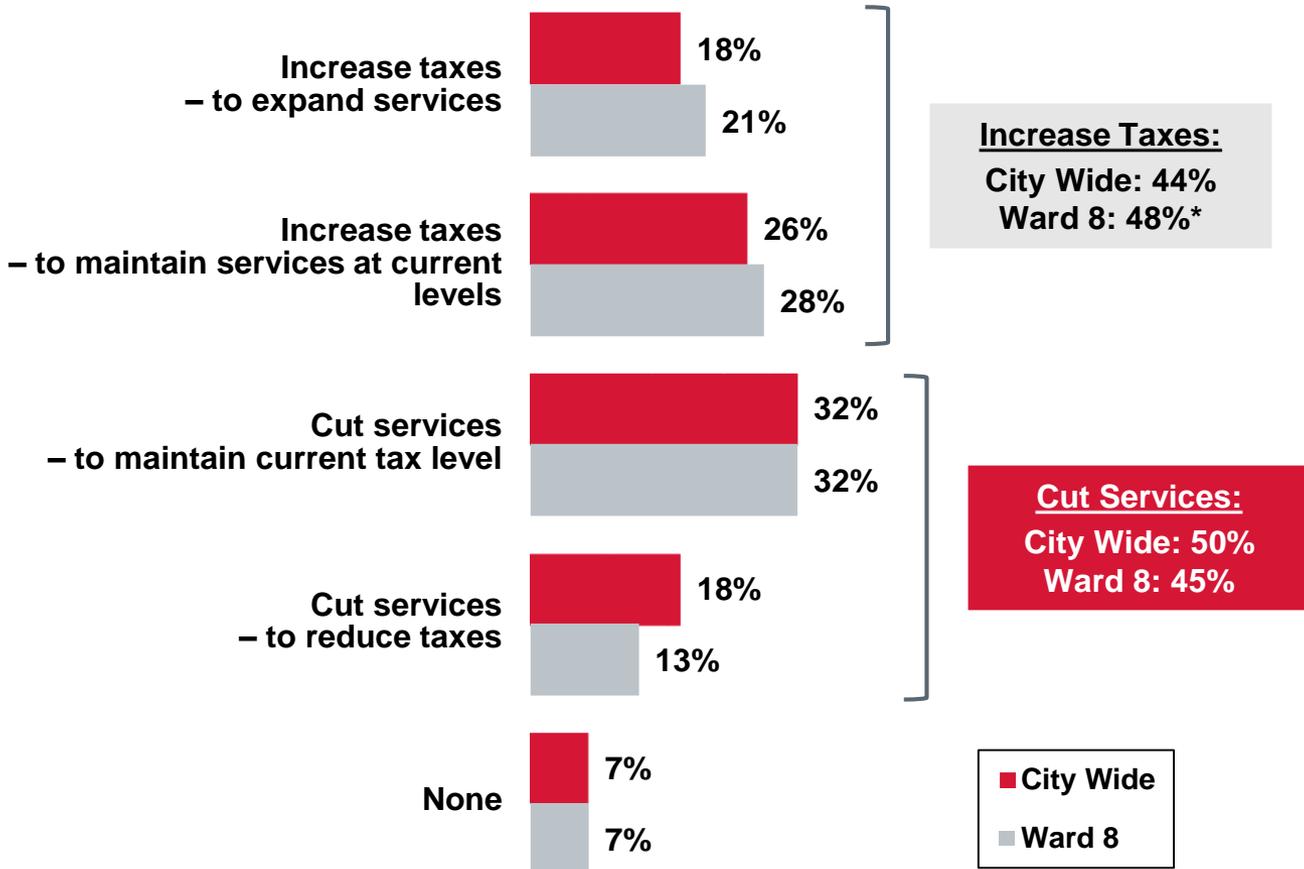
↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

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



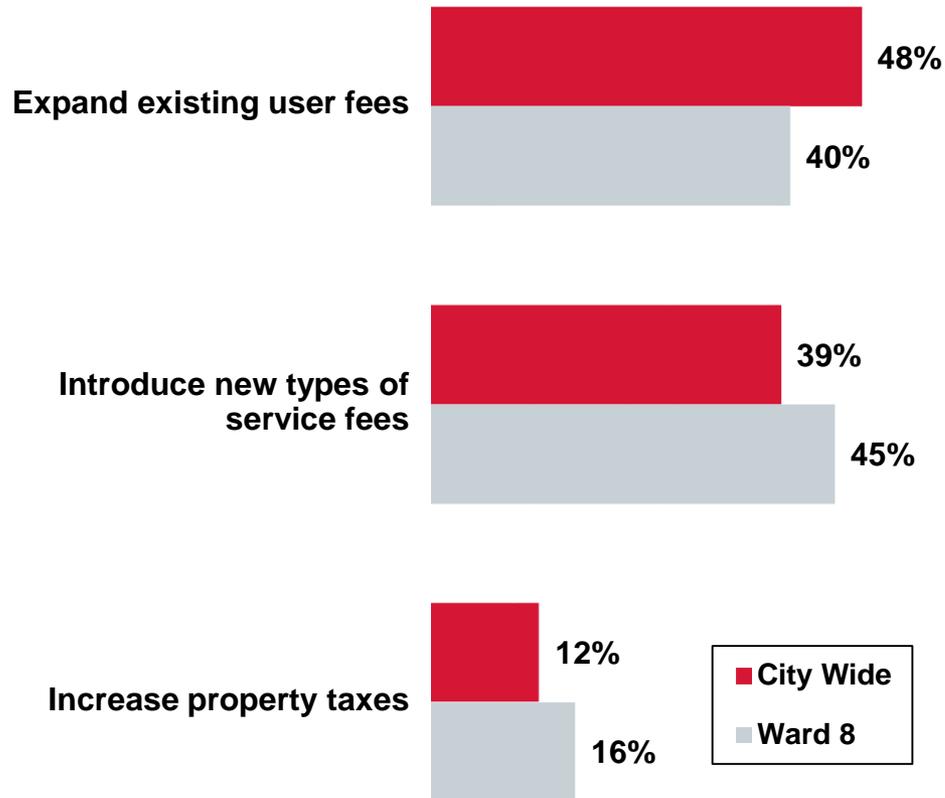
Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

\*Rounding

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



# 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 ...?*

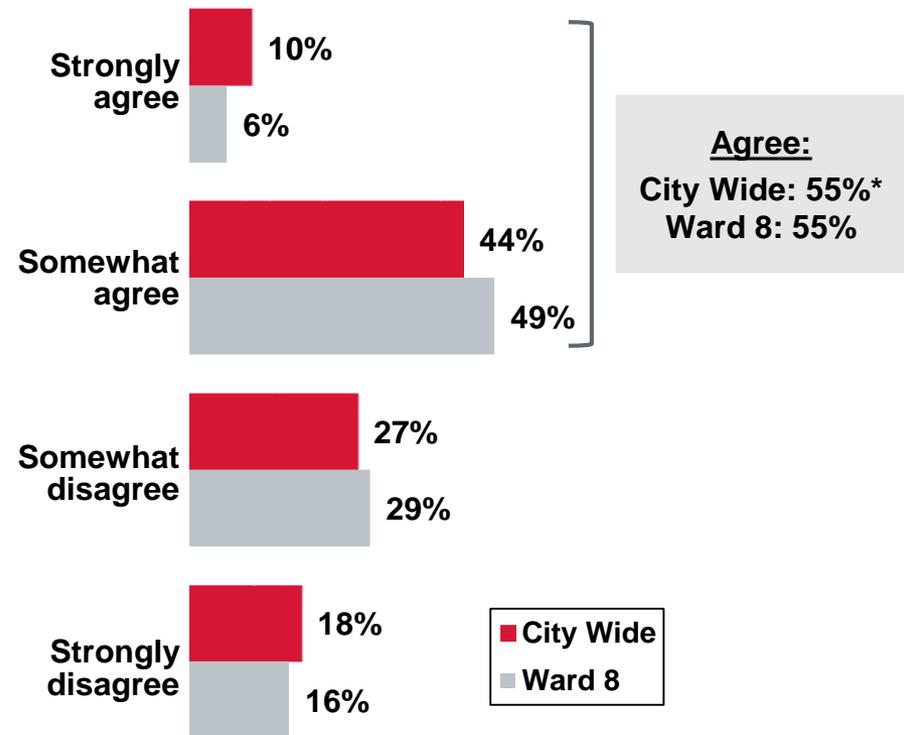
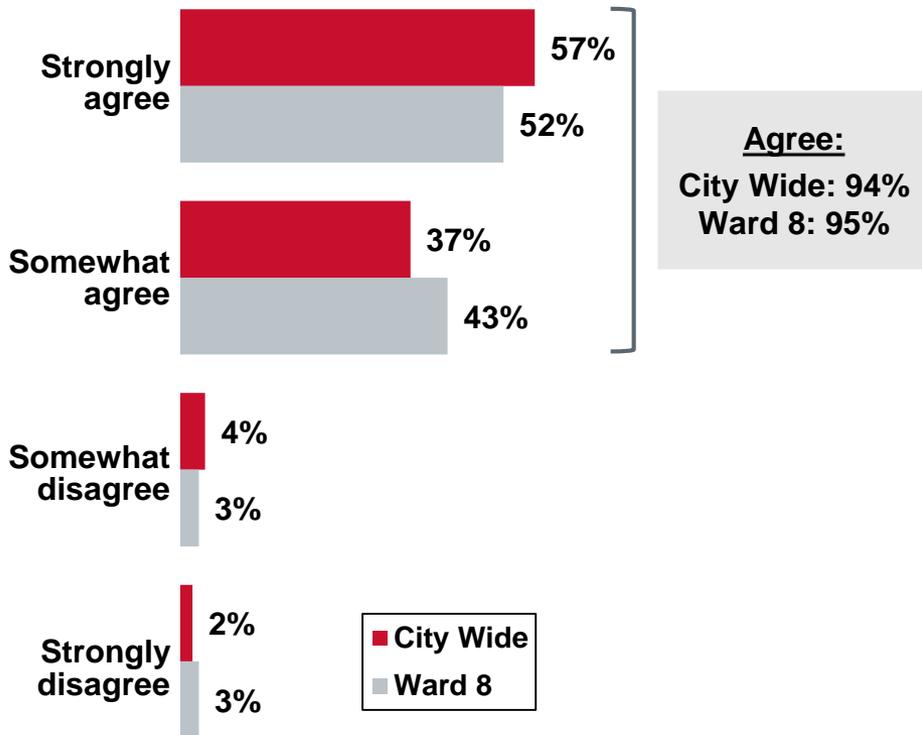
Base: Valid respondents (City Wide: n=2,297 / Ward 8: n=157)



# 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     |
|---|------------|------------|
| <b>Good Quality of Services [NET]</b>         | <b>51%</b> | <b>51%</b> |
| 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%         |
| <b>Appropriate Spending [NET]</b>             | <b>49%</b> | <b>53%</b> |
| 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%         |
| <b>Good Customer Service [NET]</b>            | <b>12%</b> | <b>10%</b> |
| Helpful                                       | 3%         | 2%         |
| <b>Accessible/ Convenient Services [NET]</b>  | <b>10%</b> | <b>8%</b>  |
| Accessible/ available services                | 8%         | 8%         |
| Convenient/ easy to use                       | 3%         | 2%         |
| <b>Provision of Specific Services [NET]</b>   | <b>9%</b>  | <b>9%</b>  |
| <b>Transparency [NET]</b>                     | <b>3%</b>  | <b>2%</b>  |
| <b>Value is in what's important to people</b> | <b>3%</b>  | <b>0%</b>  |
| <b>Don't Know</b>                             | <b>6%</b>  | <b>7%</b>  |

*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

Multiple responses

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

|  | City Wide | Ward 8 |
|--|-----------|--------|
| <b>Waste Management [NET]</b>                  | 17%       | 11%    |
| Blue Cart                                      | 7%        | 3%↓    |
| Black Cart                                     | 7%        | 7%     |
| Green Cart                                     | 7%        | 2%↓    |
| <b>Government Spending [NET]</b>               | 15%       | 19%    |
| Reduce Council/ staff wages                    | 6%        | 7%     |
| Reduce amount of staff                         | 5%        | 6%     |
| Budget control/ appropriate spending           | 4%        | 8%↑    |
| <b>Roads and Infrastructure Spending [NET]</b> | 15%       | 17%    |
| Road maintenance and improvements              | 11%       | 13%    |
| <b>Arts Projects/ Activities</b>               | 14%       | 17%    |
| <b>Recreation [NET]</b>                        | 12%       | 18%↑   |
| Facilities/ hockey rinks/ sports fields        | 8%        | 11%    |
| <b>Maintenance of Parks and Pathways [NET]</b> | 9%        | 9%     |
| Bicycle/ Scooter Lanes                         | 8%        | 6%     |
| <b>Transit [NET]</b>                           | 8%        | 8%     |
| Bylaw enforcement                              | 7%        | 3%     |
| <b>Emergency Services [NET]</b>                | 6%        | 8%     |
| <b>Community/ Social Services [NET]</b>        | 6%        | 7%     |
| Cleanliness of the city                        | 5%        | 2%     |
| Animal control/ licensing                      | 5%        | 3%     |
| Nothing  | 3%        | 3%     |
| <b>Don't Know</b>                              | 21%       | 19%    |

*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)*

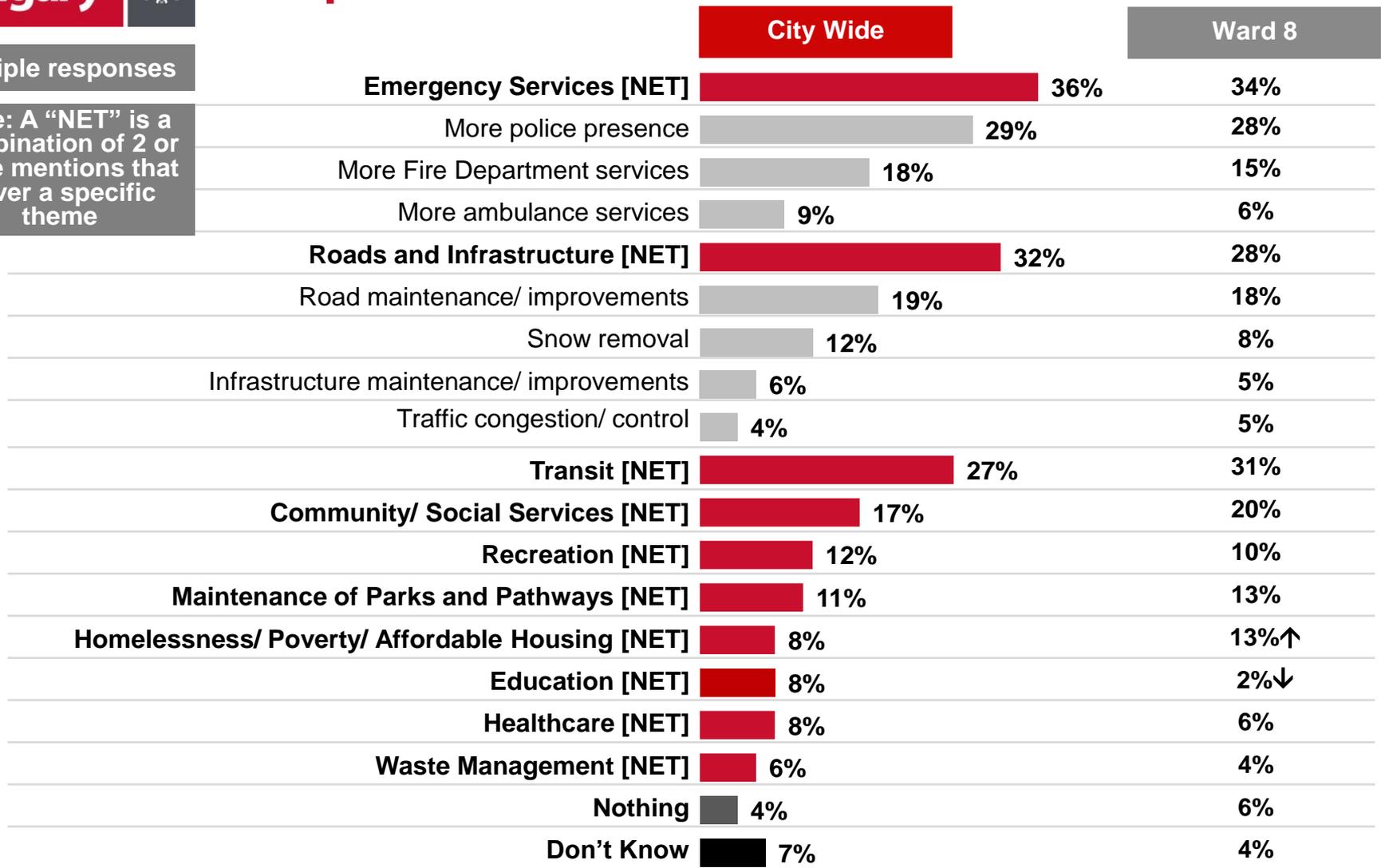
↑Statistically higher than City Wide  
 ↓Statistically lower than City Wide  
 NET mentions of <5% are not shown



# Proposed Service Increases

Multiple responses

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

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)

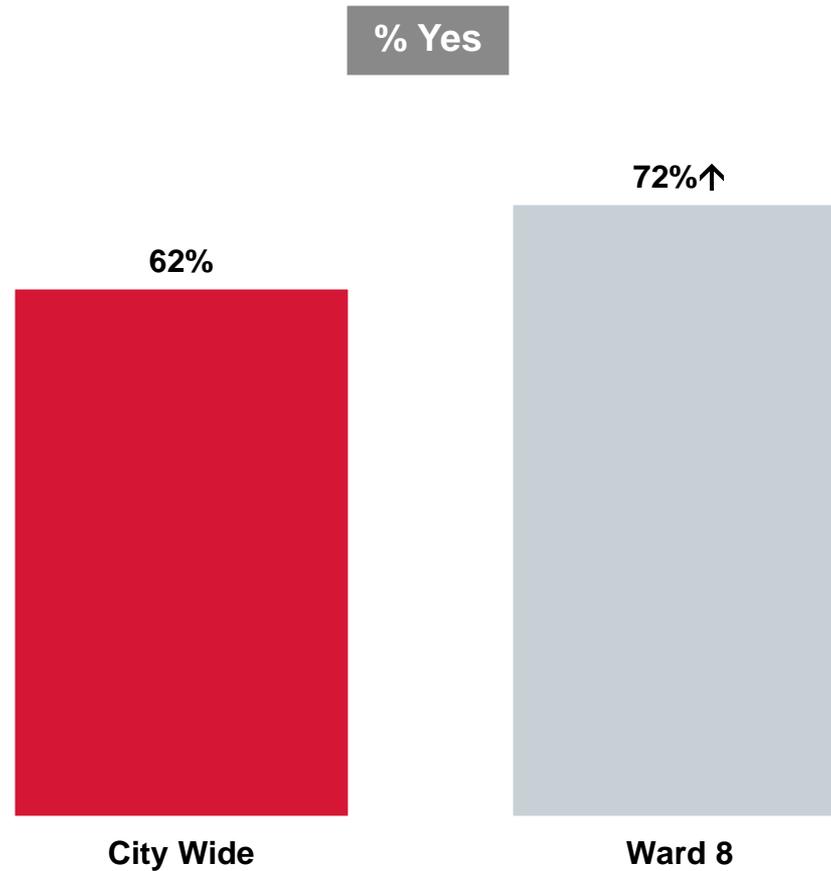


## **Contact with The City and Customer Service**





# Past 12 Months Contact with The City of Calgary



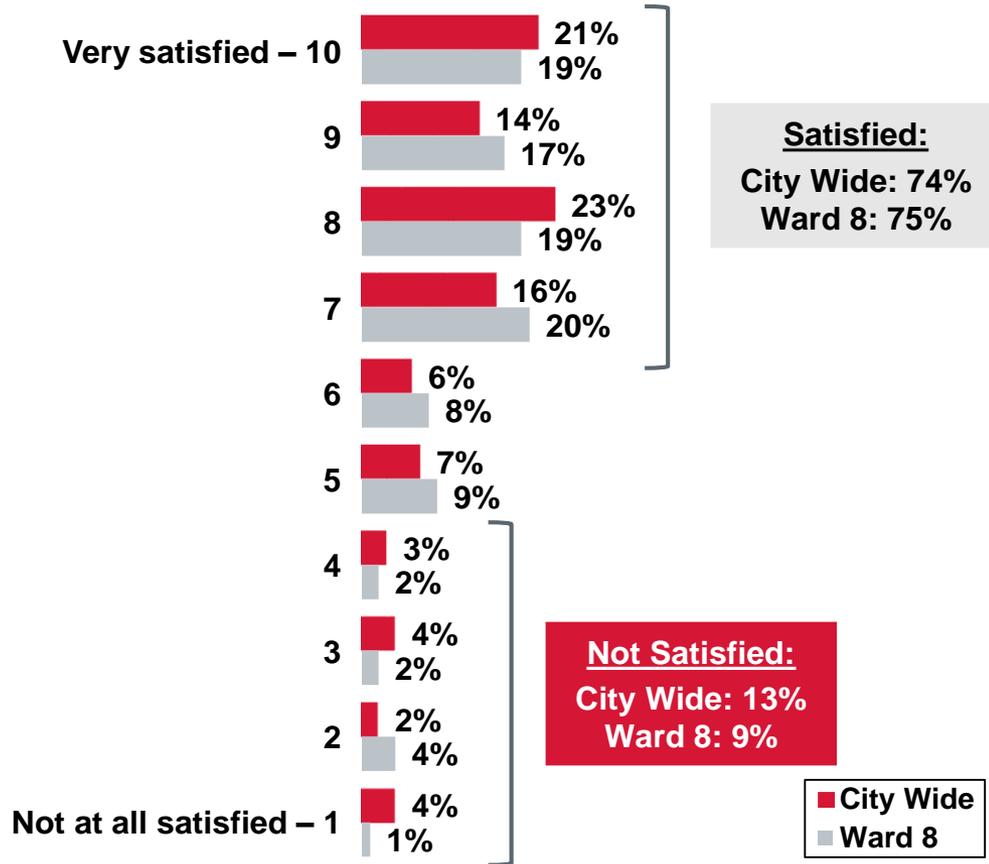
*Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?*

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



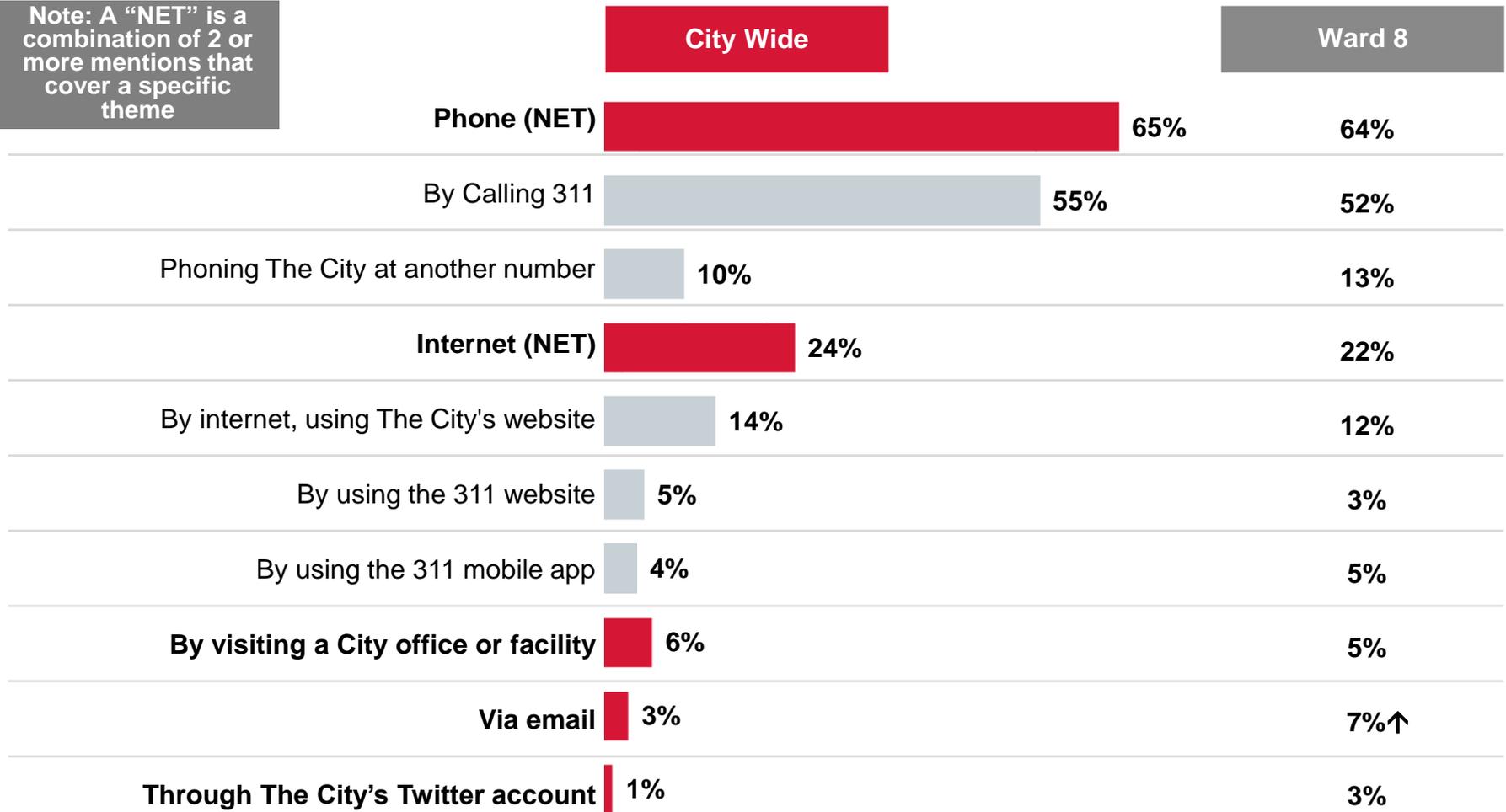
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

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

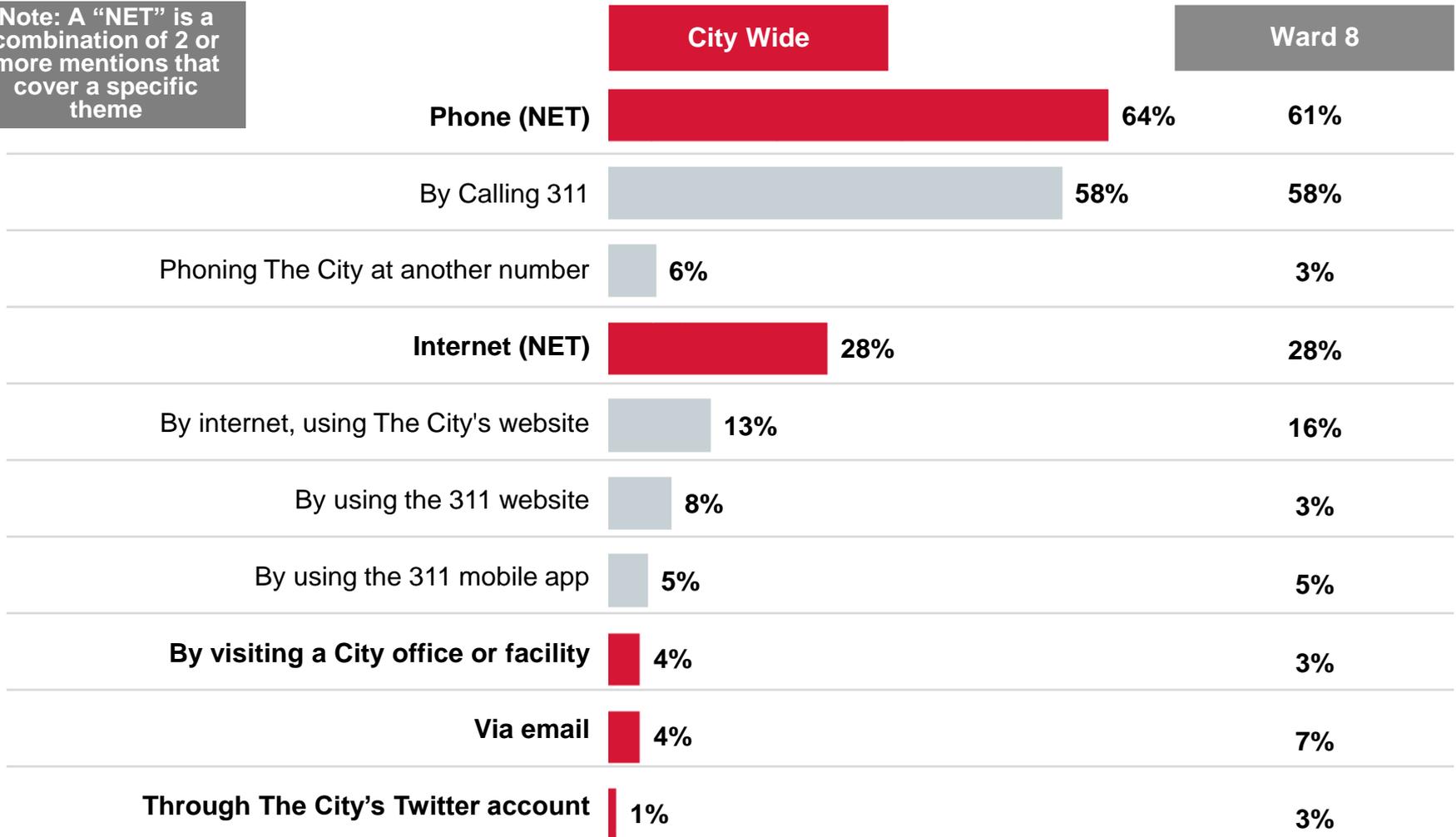
When you contacted The City was it... ?

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



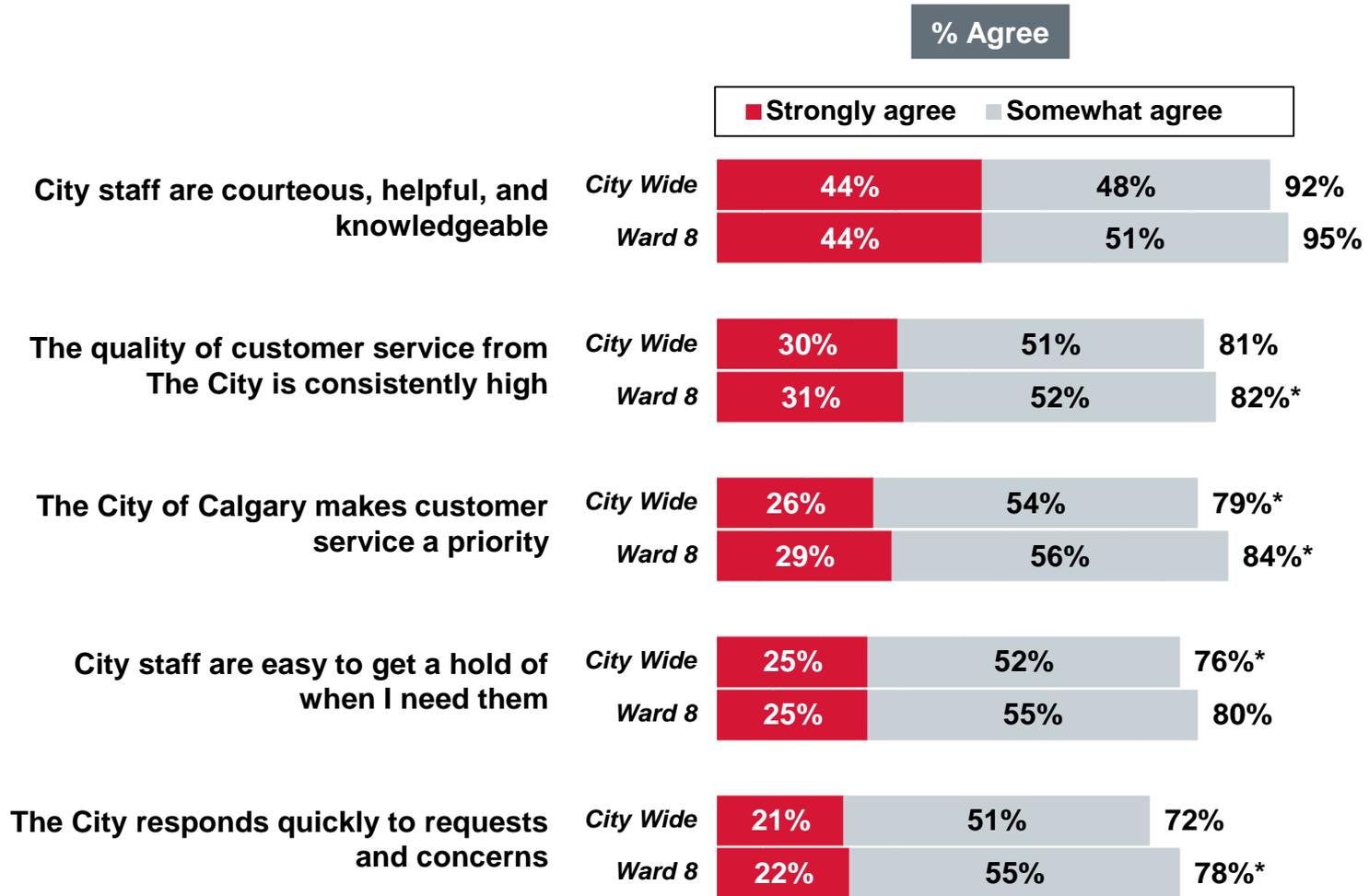
Mentions of <1% are not shown

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

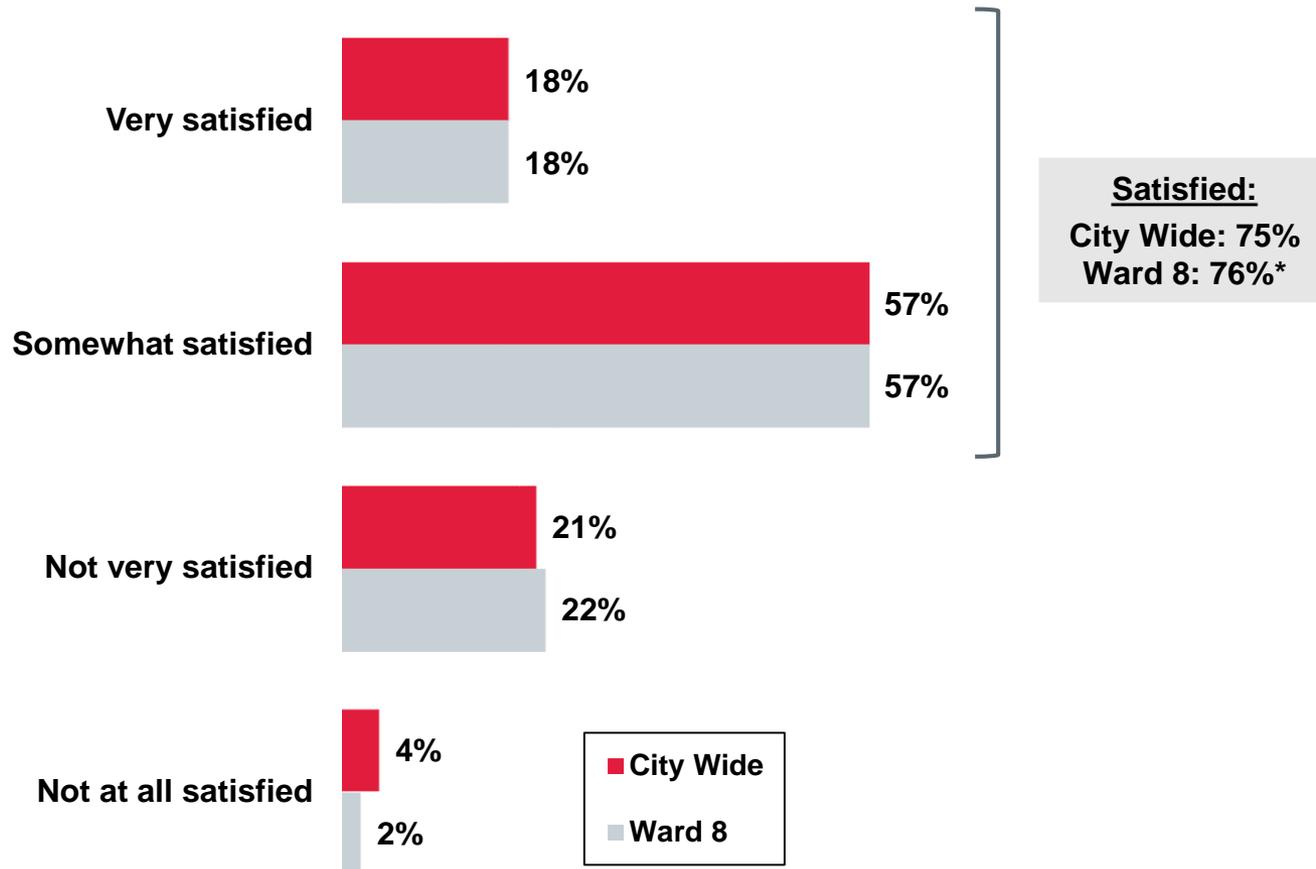


## City Communications





# Satisfaction with the Overall Quality of City Information and Communications

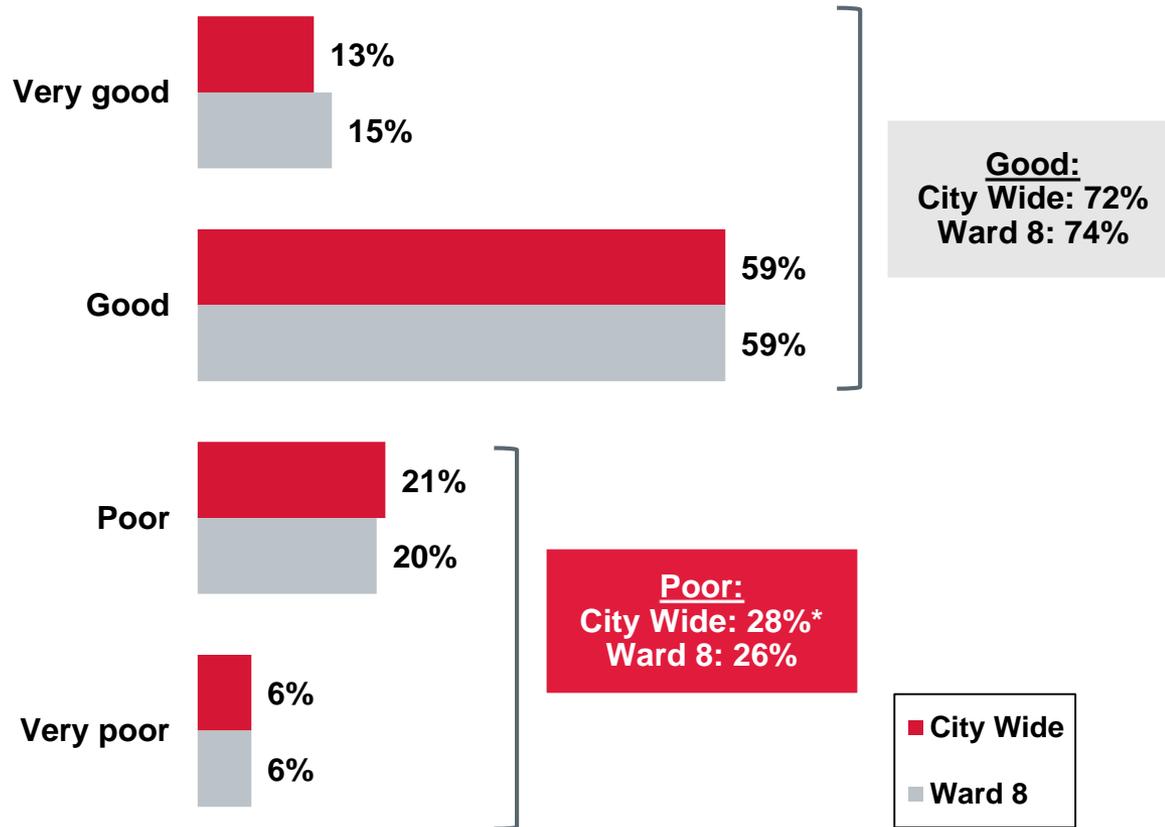


And how satisfied are you with the overall quality of City information and communications?  
 Base: Valid respondents (City Wide: n=2,492 / Ward 8: n=169)

\*Rounding



# Overall Communications from The City



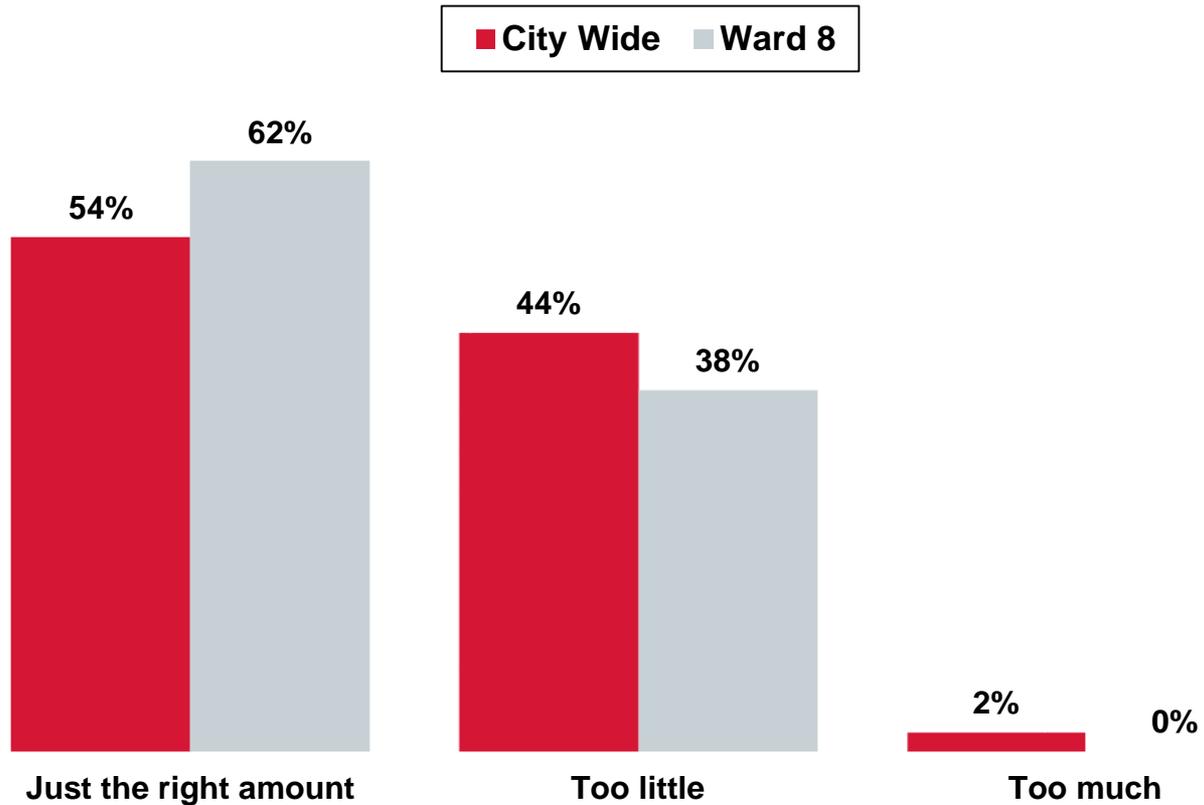
Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?

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)

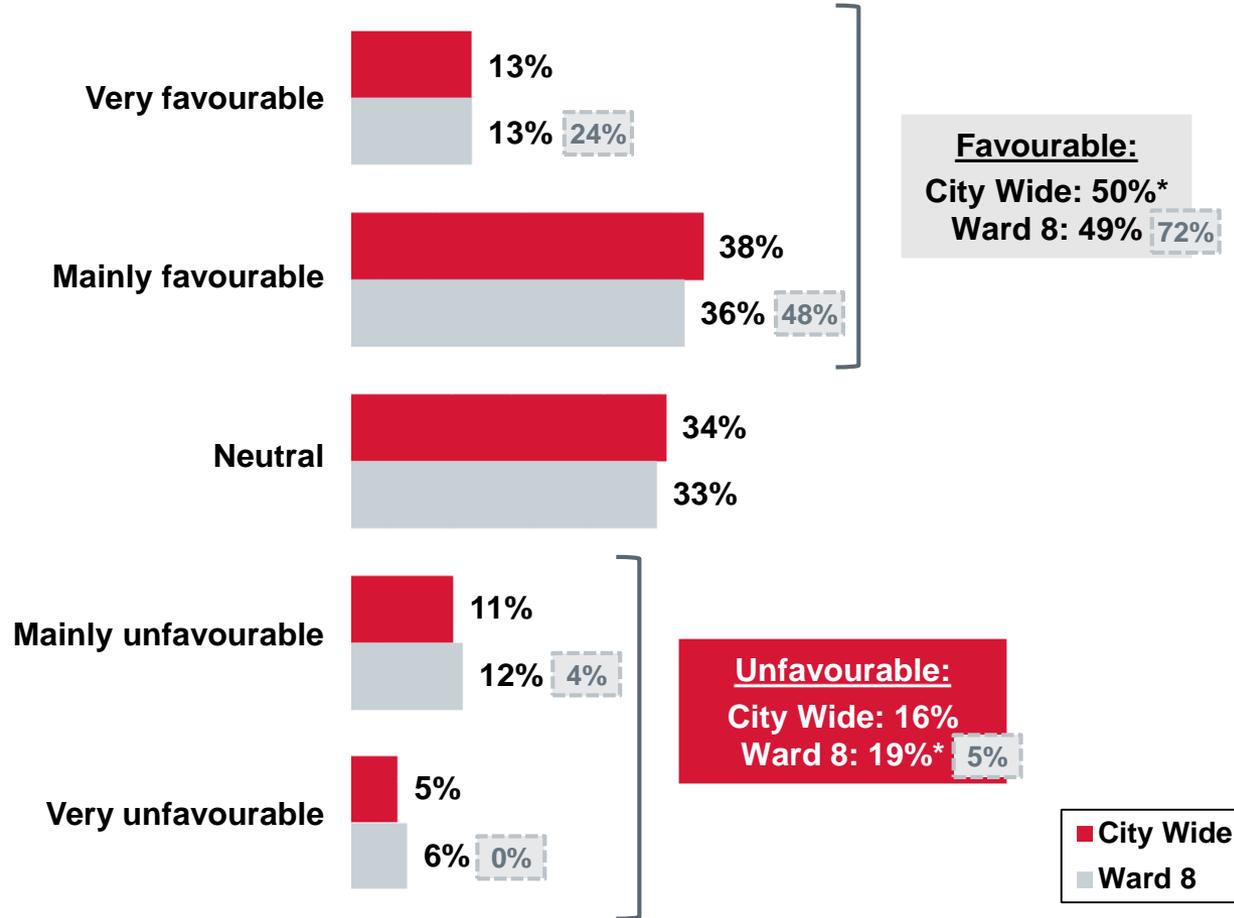


## City Reputation and Performance





# 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?

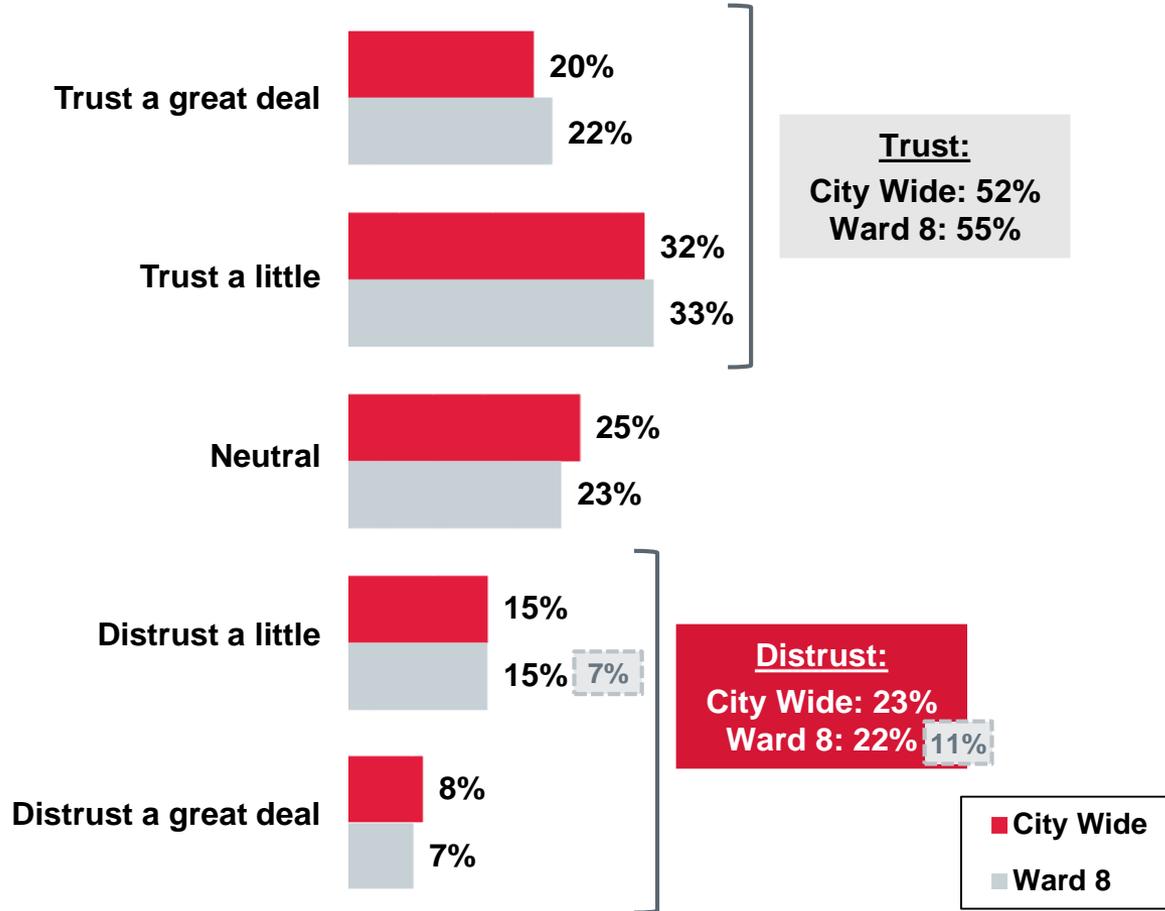
Base: Valid respondents (City Wide: n=2,495 / Ward 8: n=169)

\*Rounding

Ward 8 2018



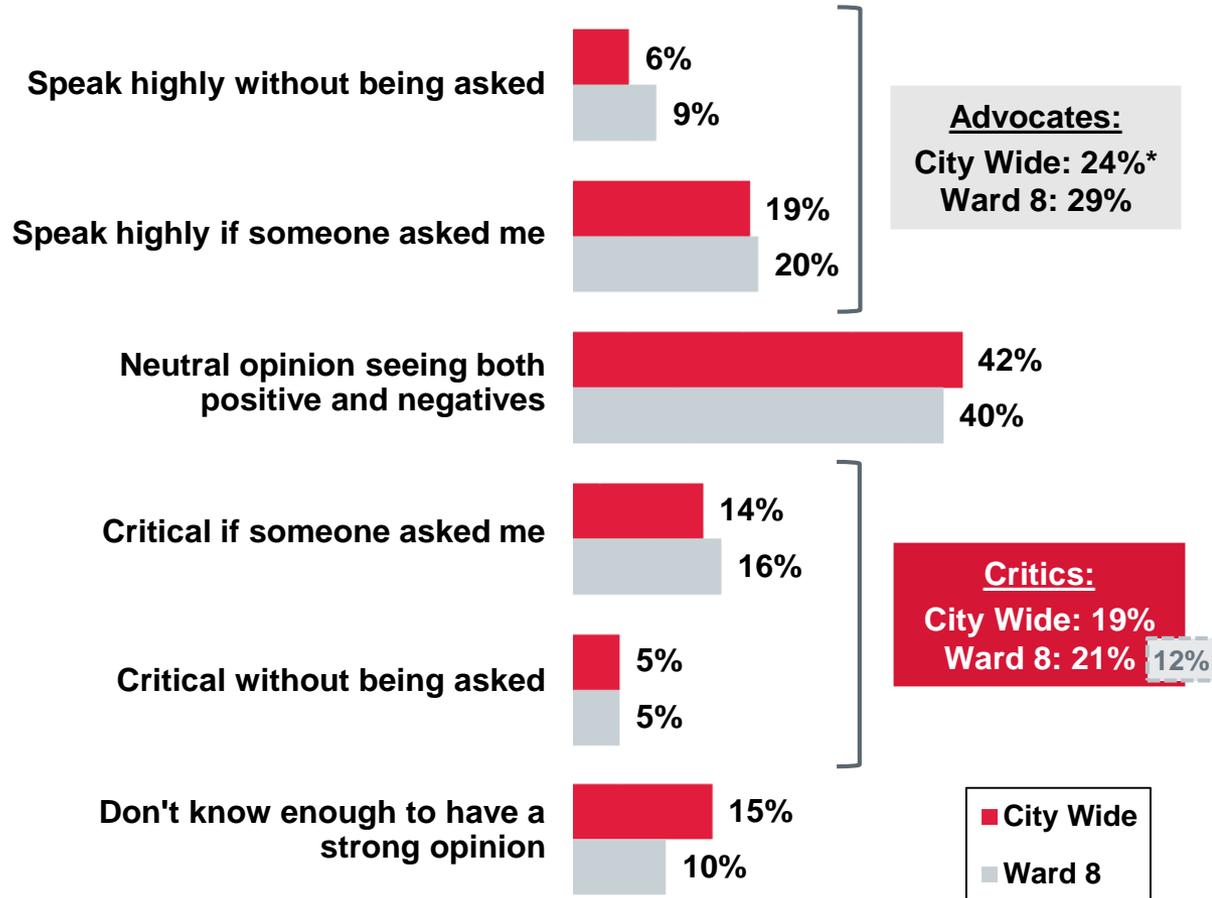
# Trust



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



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)

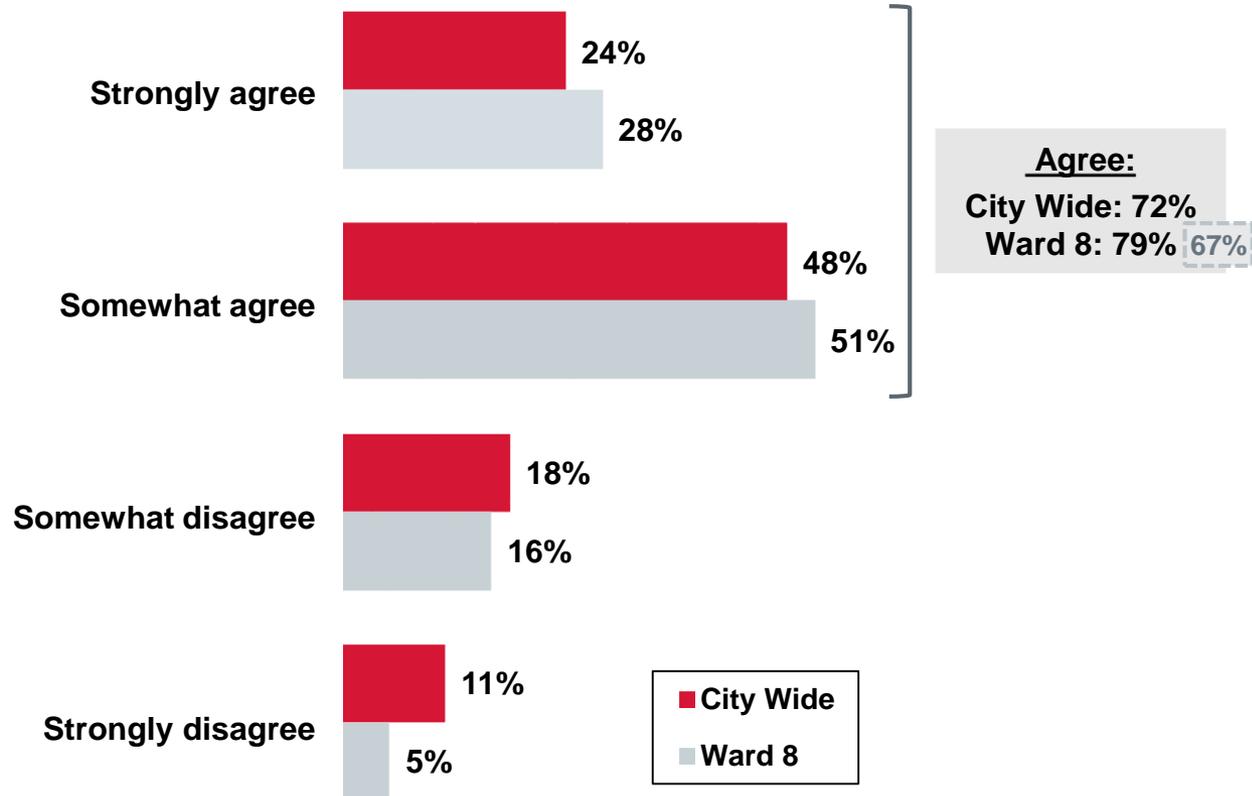
\*Rounding

Ward 8 2018



# 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.*

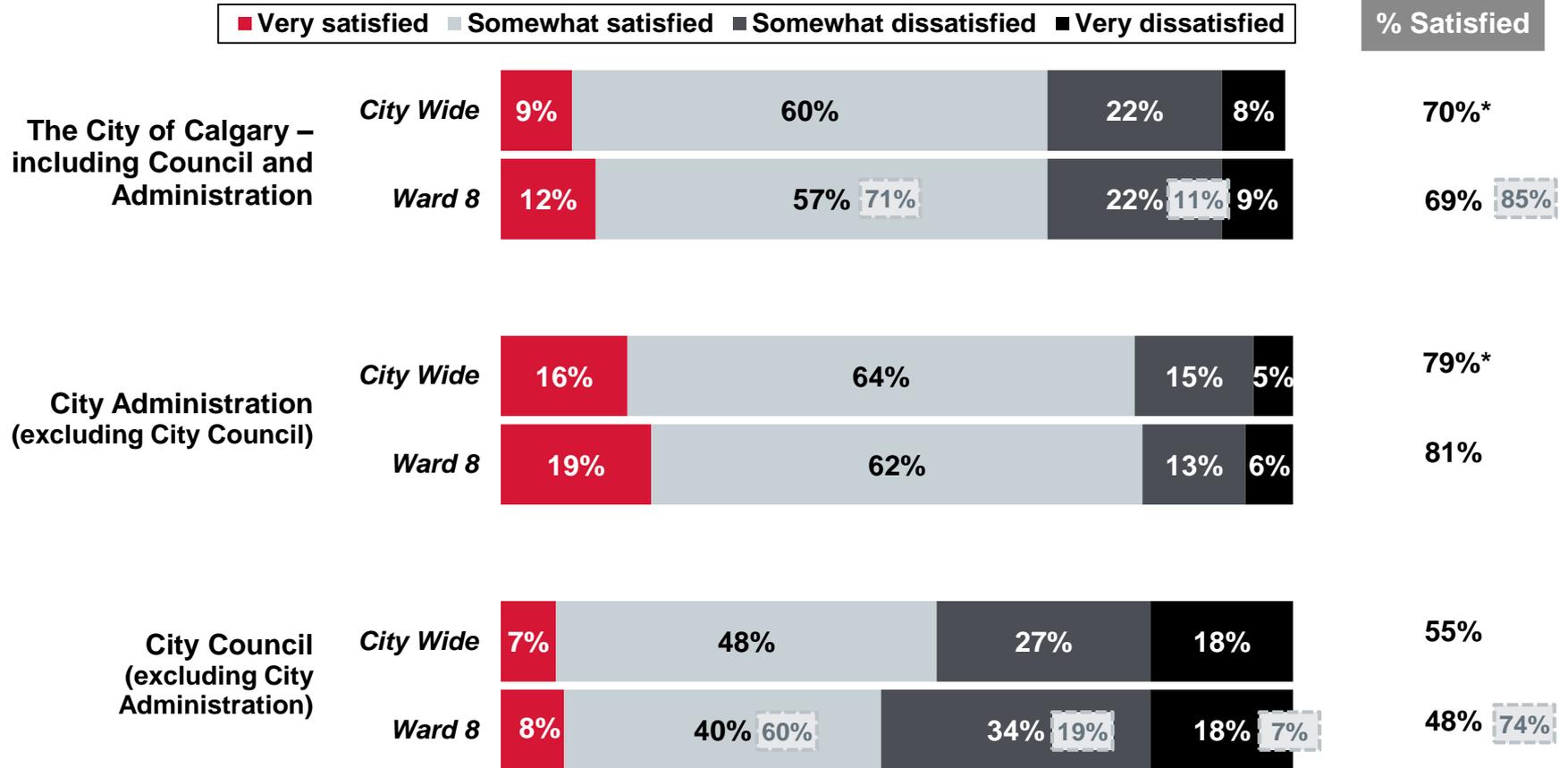
Base: Valid respondents (City Wide: n=2,458 / Ward 8: n=167)

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

Ward 8 2018

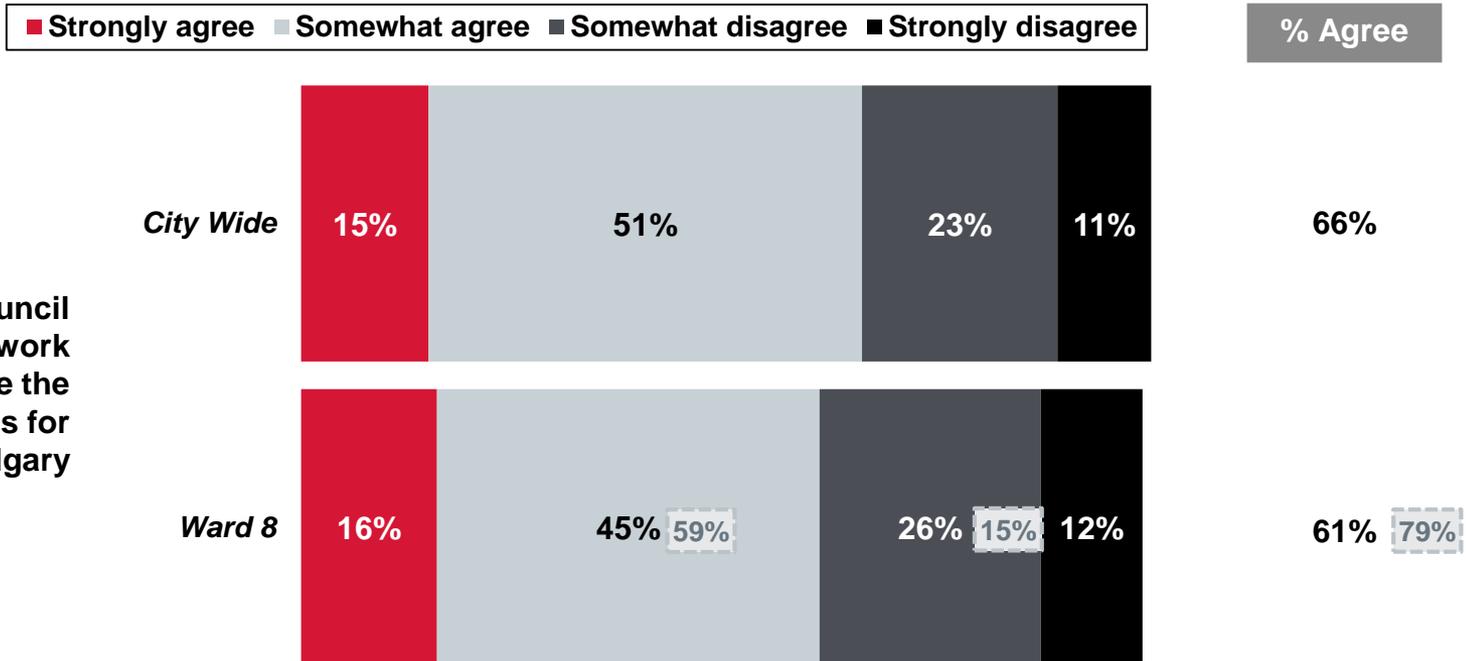
Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

Base: Valid respondents (Bases vary)



# Attitudes Regarding Collaboration

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



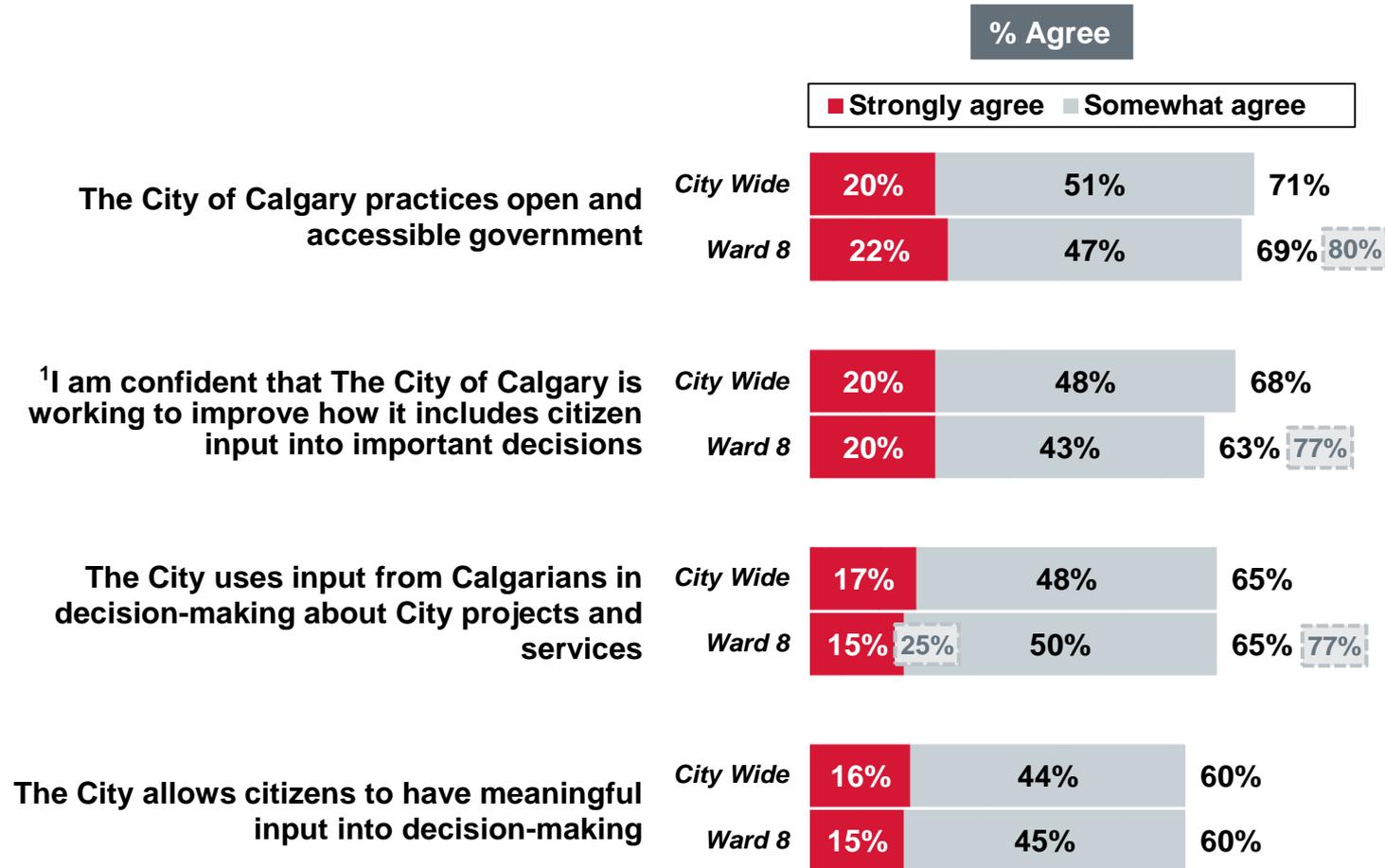
Please tell me whether you agree or disagree with each of the following statements?

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?*

*<sup>1</sup>Please tell me whether you agree or disagree with each of the following statements?*

Base: Valid respondents (Bases vary)

Ward 8 2018



## Respondent Profile





# Demographics

## 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%    |
| <i>Mean</i> | 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%    |
| <i>Mean</i> | 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%    |
| <i>Mean</i>              | 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

**Krista Ring**  
Manager, Customer Experience, Strategy, and Research  
The City of Calgary  
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[Krista.Ring@Calgary.ca](mailto:Krista.Ring@Calgary.ca)