



# 2016 Service Portfolio Research

## Citizens' View

### Prepared for The City of Calgary by:

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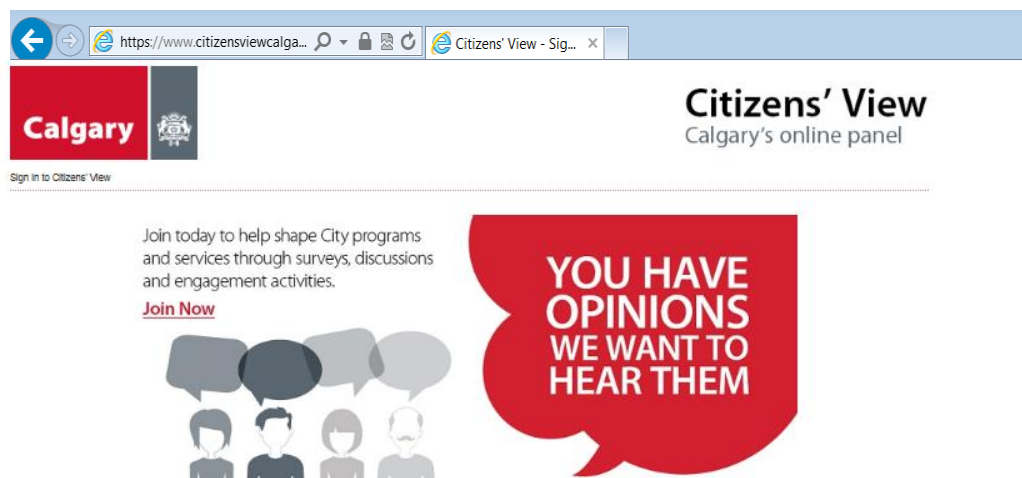
# Methodology and Key Findings



# Overview Methodology

Ipsos conducted an online survey with Citizens' View panelists.

- [Citizens' View](#) is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.
- The survey was launched on February 25, 2016 to 2236 panelists and closed on March 9, 2016.
- 537 panelists completed the survey and an additional 363 panelists started the survey but did not complete it.
- Due to the length of the survey, panelists were randomly divided into three cells to ensure the survey remained a feasible length. Each cell was given a mutually exclusive set of business unit names to test. The same three questions were looped for each of the 48 business unit names, with the exception of Social Supports and Services, because no alternate name was provided. Cell 1: 168 completes, Cell 2: 183 completes, Cell 3: 186 completes.
- **The following findings are qualitative in nature. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without further quantitative research.**



# Key Findings

Each Business Unit name was assessed by respondents using two questions:

**Effectiveness Rating | Using a four-point scale (very good, good, poor, very poor), respondents rated how good or poorly each name described a provided service description.**

**Appropriateness Ranking | Considering the full suite of Business Unit names presented, respondents were asked to rank the names from “most appropriate” to “least appropriate”.**

Listed below are the Business Unit names receiving the highest percentage of “most appropriate” ratings from respondents (ranked) and the Top 2 Box effectiveness ratings (ranked).

## **Industrial Land Development**

- Most Appropriate: 91%
- Very good/good: 92%

## **Business Licensing and Enforcement**

- Most Appropriate: 56%
- Very good/good: 87%

## **Burials and Cemetery Care**

- Most Appropriate: 48%
- Very good/good: 76%

## **Urban Forestry**

- Most Appropriate: 50%
- Very good/good: 78%

## **Parks, Playgrounds and Open Spaces**

- Most Appropriate: 53%
- Very good/good: 84%

## **City Planning and Policy**

- Most Appropriate: 40%
- Very good/good: 66%

## **Development and Building Applications**

- Most Appropriate: 60%
- Very good/good: 85%



# Key Findings

## Waste, Recycling, Landfill Management

- Most Appropriate: 39%
- Very good/good: 81%

## Stormwater and River Management

- Appropriate: 64%
- Very good/good: 86%

## Water Treatment and Supply

- Most Appropriate: 67%
- Very good/good: 92%

## Sewage and Wastewater Treatment

- Most Appropriate: 48%
- Very good/good: 88%

## City Arenas and Sportsfields

- Most Appropriate: 55%
- Very good/good: 91%

## Visual and Performing Arts Centres

- Most Appropriate: 64%
- Very good/good: 80%

## City Golf Courses

- Most Appropriate: 73%
- Very good/good: 93%

## City Leisure Centres

- Most Appropriate: 71%
- Very good/good: 88%

## City Swimming Pools and Fitness Centres

- Most Appropriate: 80%
- Very good/good: 95%

## City Festivals and Events

- Most Appropriate: 58%
- Very good/good: 87%

## Glenmore Sailing School and Rentals

- Most Appropriate: 63%
- Very good/good: 90%

## Community and City Art

- Most Appropriate: 51%
- Very good/good: 74%

## Recreation and Sport Drop-In, Rentals, and Bookings

- Most Appropriate: 37%
- Very good/good: 76%

# Key Findings

## **Recreation, Leisure and Parks Programs**

- Most Appropriate: 61%
- Very good/good: 84%

## **Animal Control, Adoption and Sheltering**

- Most Appropriate: 53%
- Very good/good: 82%

## **Bylaw Education and Enforcement**

- Most Appropriate: 77%
- Very good/good: 85%

## **Affordable Housing**

- Most Appropriate: 81%
- Very good/good: 86%

## **Community and Neighbourhood Investment**

- Most Appropriate: 76%
- Very good/good: 71%

## **Community Development**

- Most Appropriate: 42%
- Very good/good: 61%

## **Social Supports and Services**

- Only one name was tested.
- Very good/good: 73%

## **Property Assessment**

- Most Appropriate: 76%
- Very good/good: 86%

## **Citizen Appeals**

- Most Appropriate: 78%
- Very good/good: 52%

## **Calgary Census**

- Most Appropriate: 47%
- Very good/good: 71%

## **Municipal Elections**

- Most Appropriate: 47%
- Very good/good: 84%

## **City Records & Archives**

- Most Appropriate: 42%
- Very good/good: 84%

## **3-1-1 and City Website**

- Most Appropriate: 34%
- Very good/good: 62%

## **9-1-1**

- Most Appropriate: 43%
- Very good/good: 84%

# Key Findings

## Fire and Emergency Response

- Most Appropriate: 56%
- Very good/good 90%

## Fire Inspections & Enforcement

- Most Appropriate: 59%
- Very good/good: 86%

## Fire Safety Education

- Most Appropriate: 68%
- Very good/good: 92%

## Emergency Planning & Response

- Most Appropriate: 49%
- Very good/good: 89%

## Taxi, Limousine and Vehicles-for-hire

- Most Appropriate: 69%
- Very good/good: 81%

## : Parking and Enforcement

- Most Appropriate: 81%
- Very good/good: 91%

## Specialized Transit

- Most Appropriate: 62%
- Very good/good: 75%

## Public Transit

- Most Appropriate: 68%
- Very good/good: 95%

## Road Network

- Most Appropriate: 38%
- Very good/ good: 70%

## Traffic Control, Signals and Streetlighting

- Most Appropriate: 40%
- Very good/good: 68%

## Snow and Road Clearing

- Most Appropriate: 44%
- Very good/good: 79%

## Pedestrian, Cycle and Road Network

- Most Appropriate: 51%
- Very good/good: 79%

## Sidewalk and Pathway Network

- Most Appropriate: 40%
- Very good/good: 83%

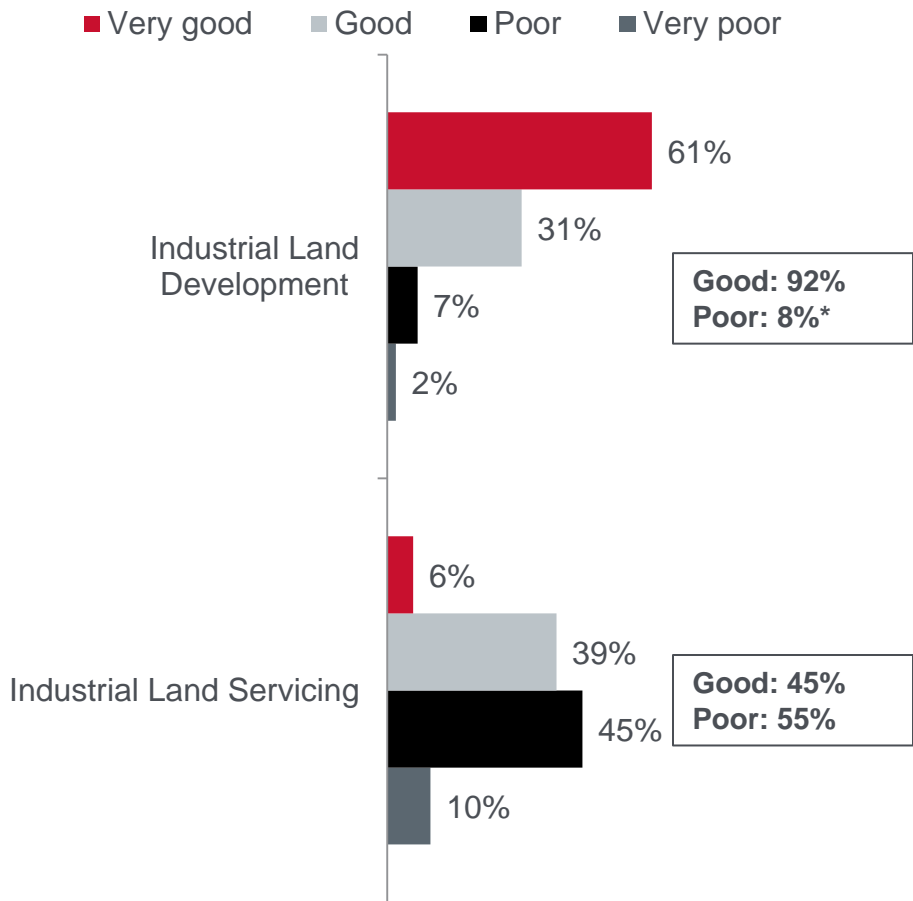


# Business Unit Name Testing: Cell 1

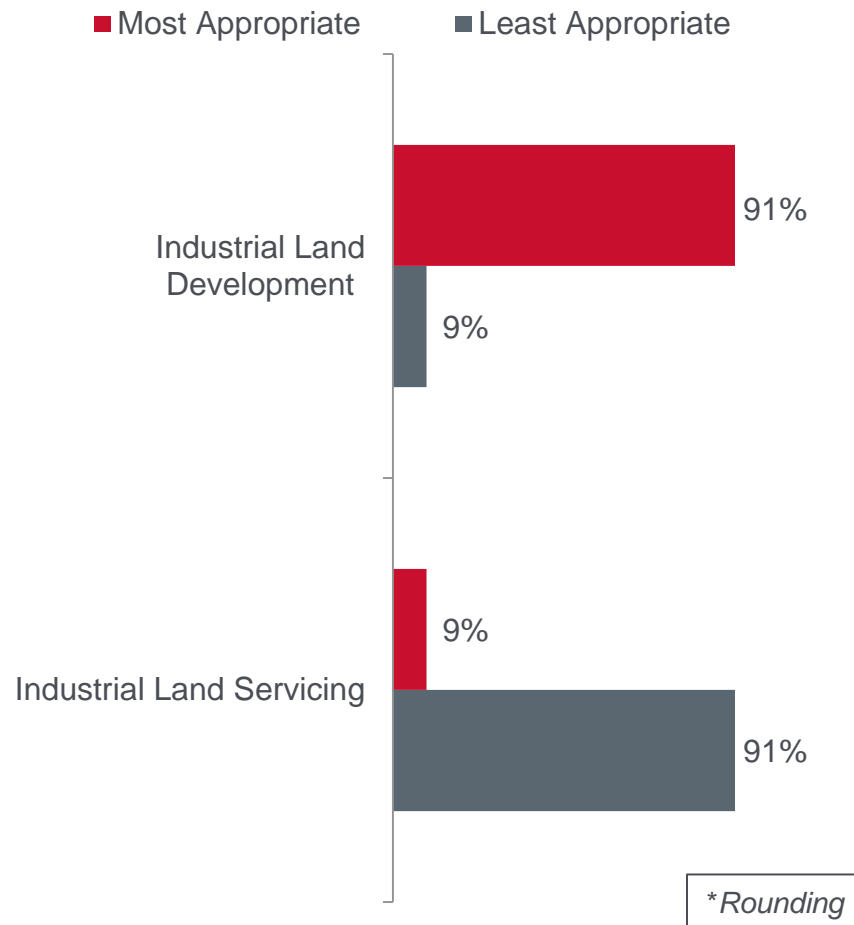


# Business Unit – OLSH

Q.2 Considering this description, how good of a job do these names do at describing the service above?



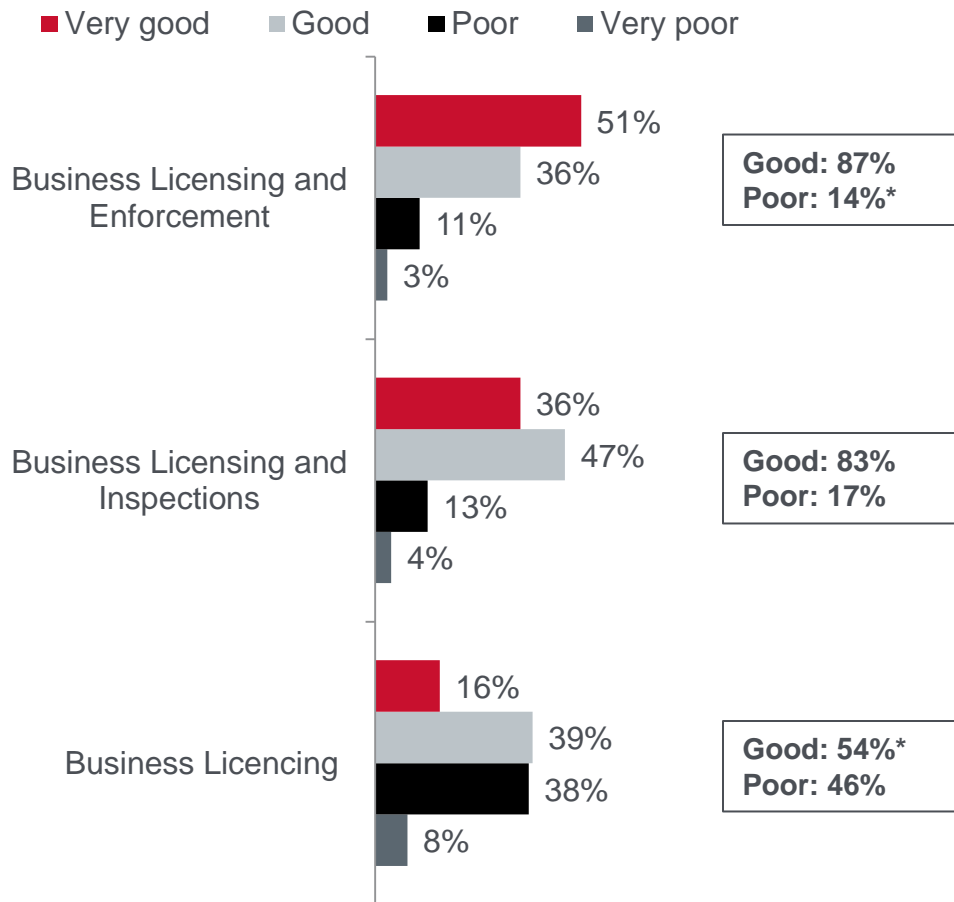
Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



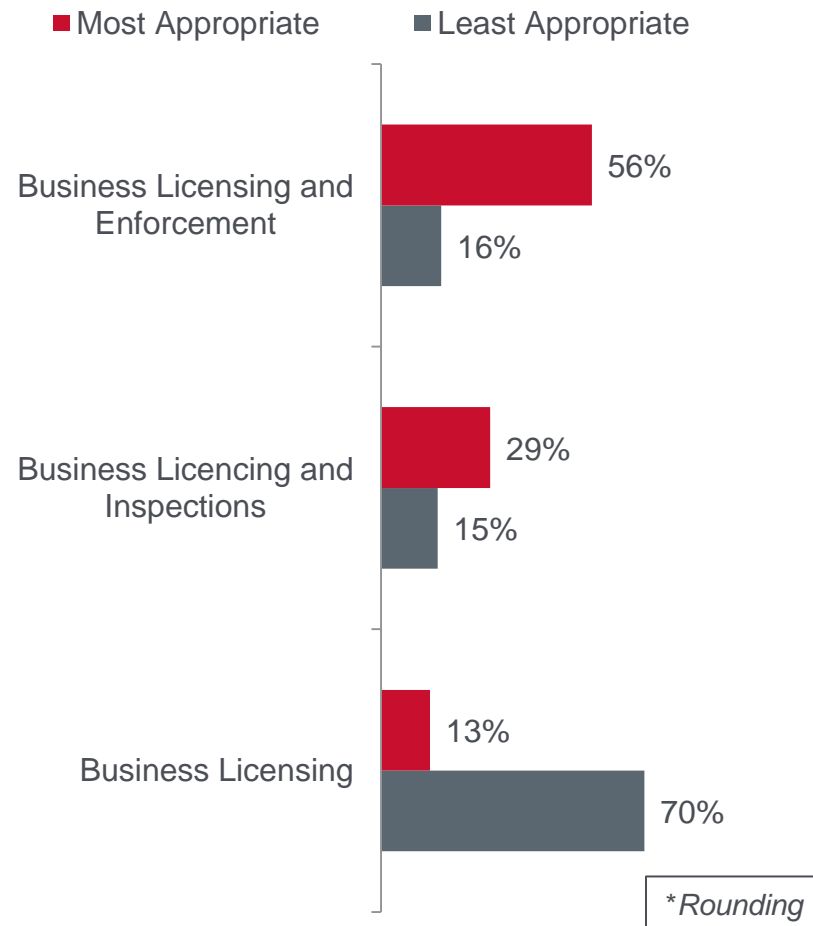
OLSH: This service supports business community through the development of industrial land. (Base: Cell 1 n=168)

# Business Unit – PDA

Q.2 Considering this description, how good of a job do these names do at describing the service above?



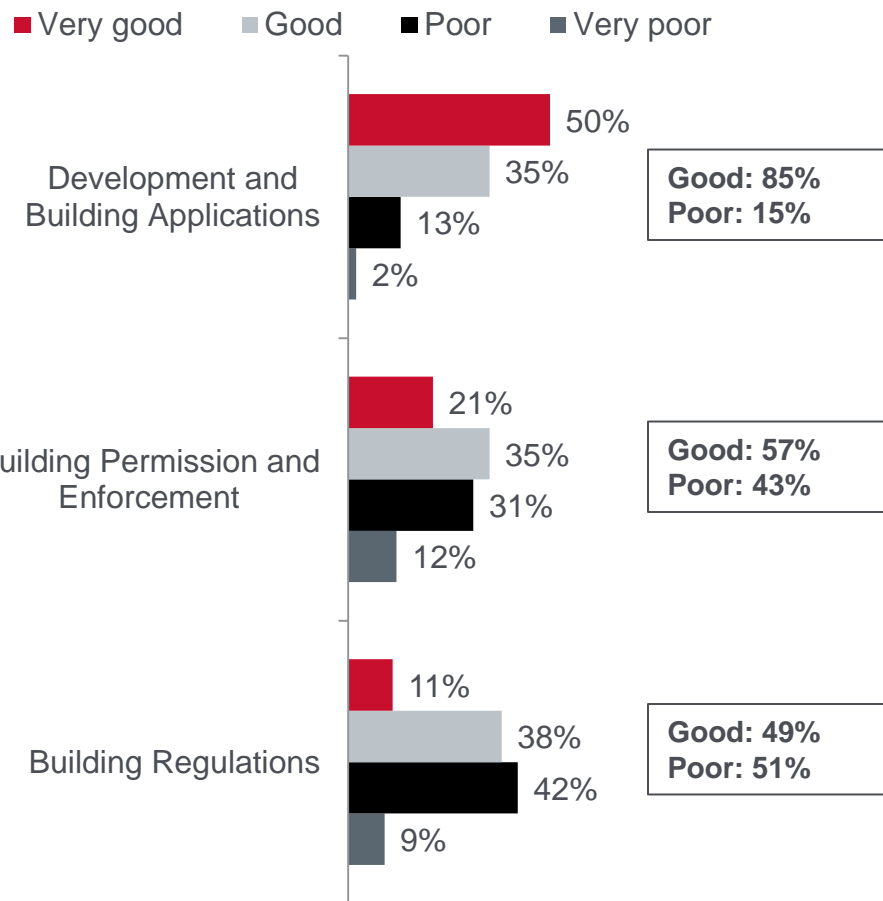
Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



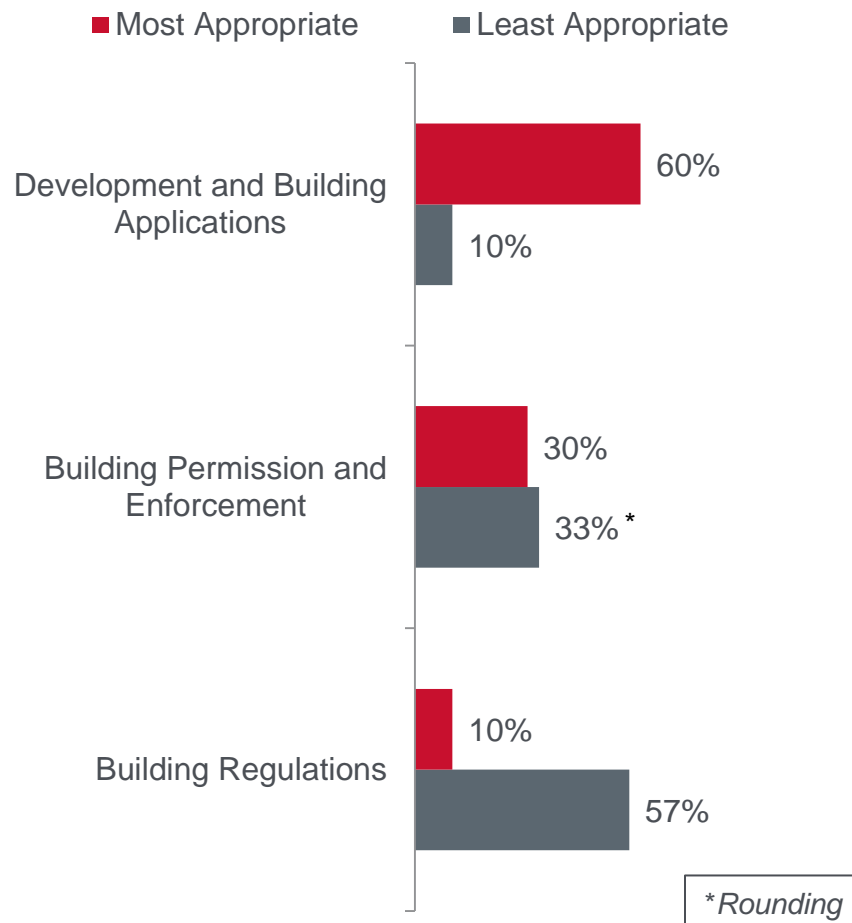
PDA: This service provides and enforces business licences. (Base: Cell 1 n=168)

# Business Unit – Planning and Development

Q.2 Considering this description, how good of a job do these names do at describing the service above?



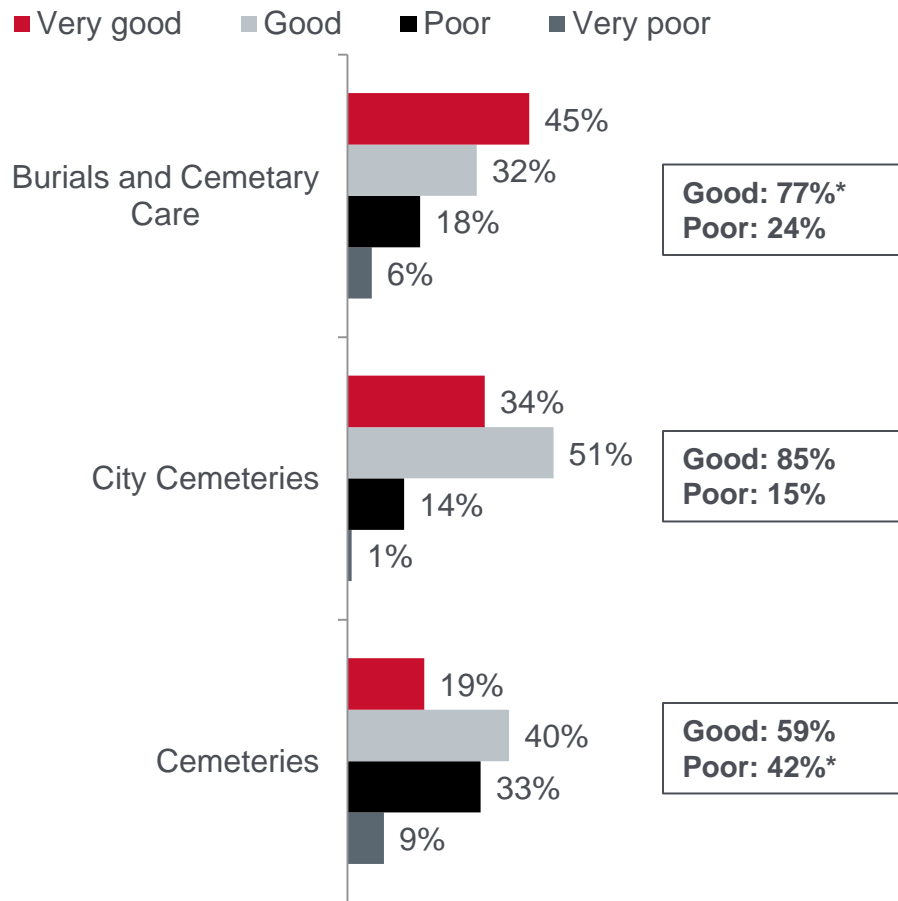
Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



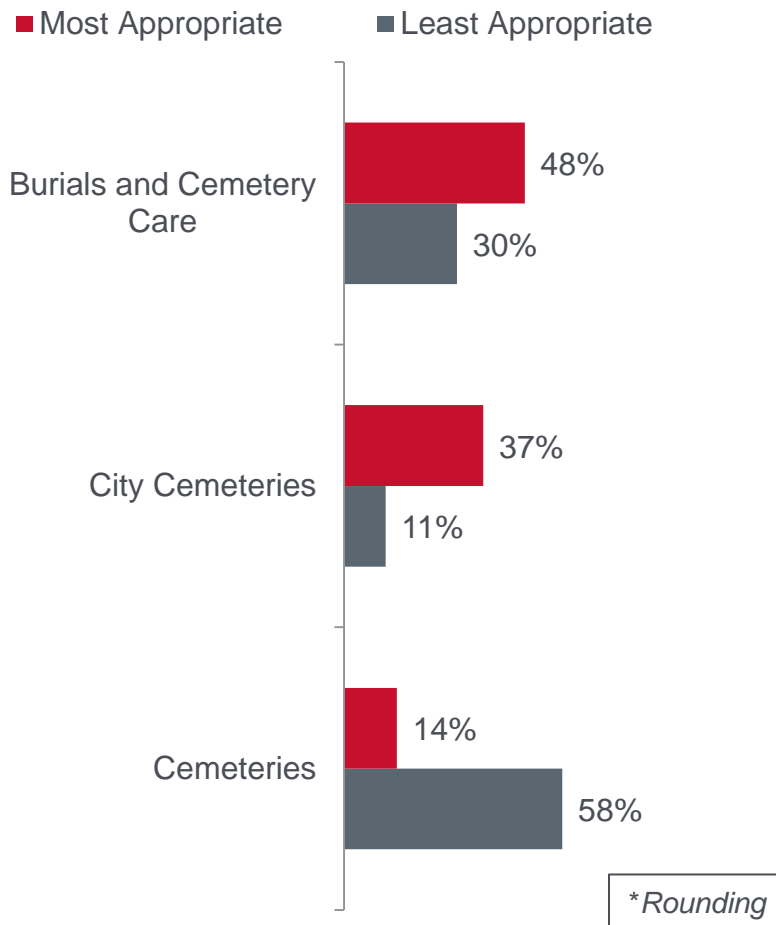
*Planning and Development: This service reviews and makes decisions about applications for development and buildings. The decisions are based on compliance with policies, bylaws and building codes. (Base: Cell 1 n=168)*

# Business Unit – Calgary Parks

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

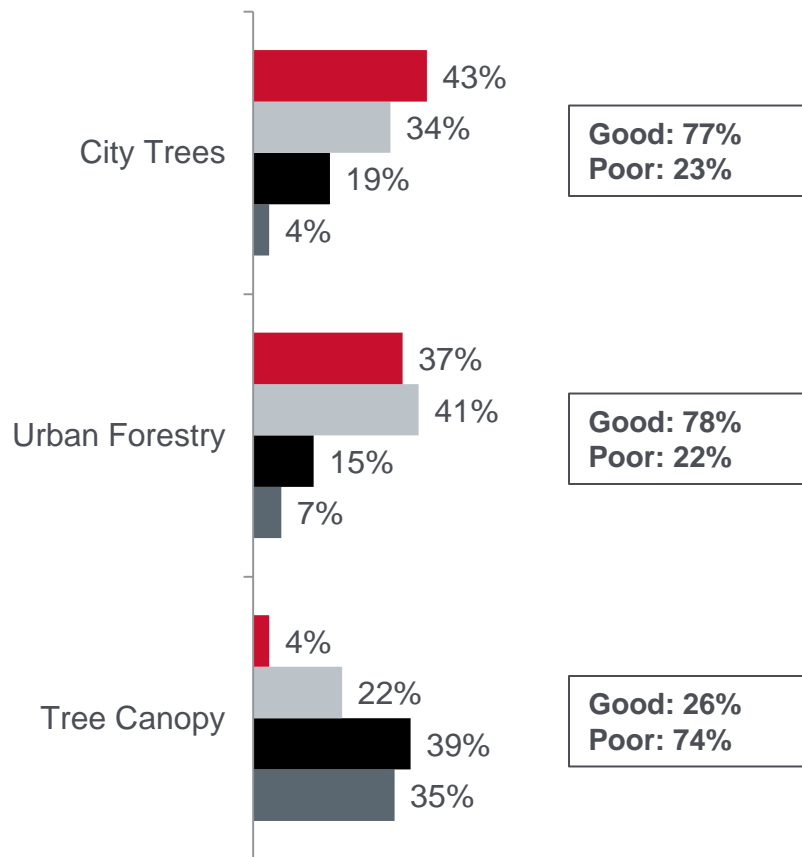


Calgary Parks: This service maintains public cemeteries, and provides affordable burial and memorial services. (Base: Cell 1 n=168)

# Business Unit – Calgary Parks

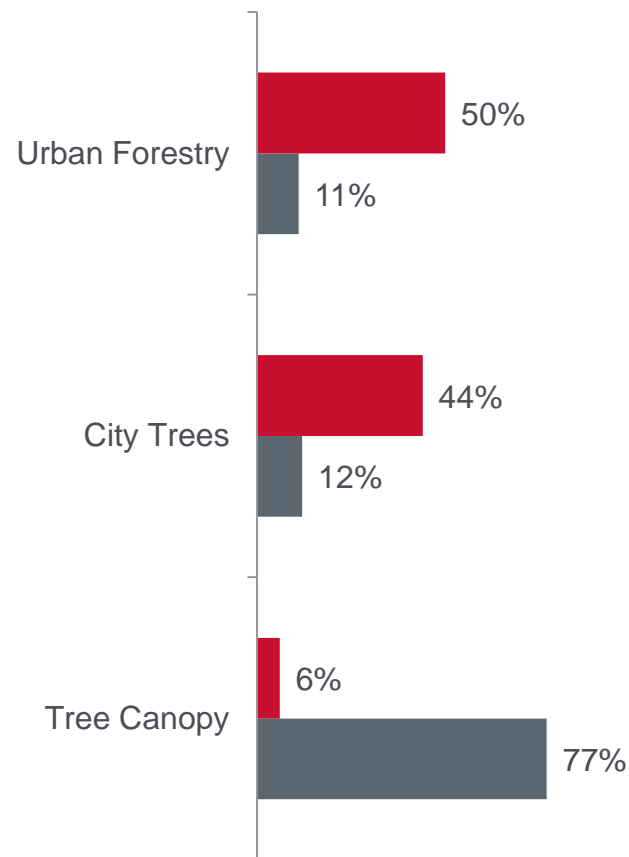
Q.2 Considering this description, how good of a job do these names do at describing the service above?

■ Very good ■ Good ■ Poor ■ Very poor



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Most Appropriate ■ Least Appropriate



Calgary Parks: This service plants, maintains and protects public trees. (Base: Cell 1 n=168)



# Business Unit – Waste and Recycling Services

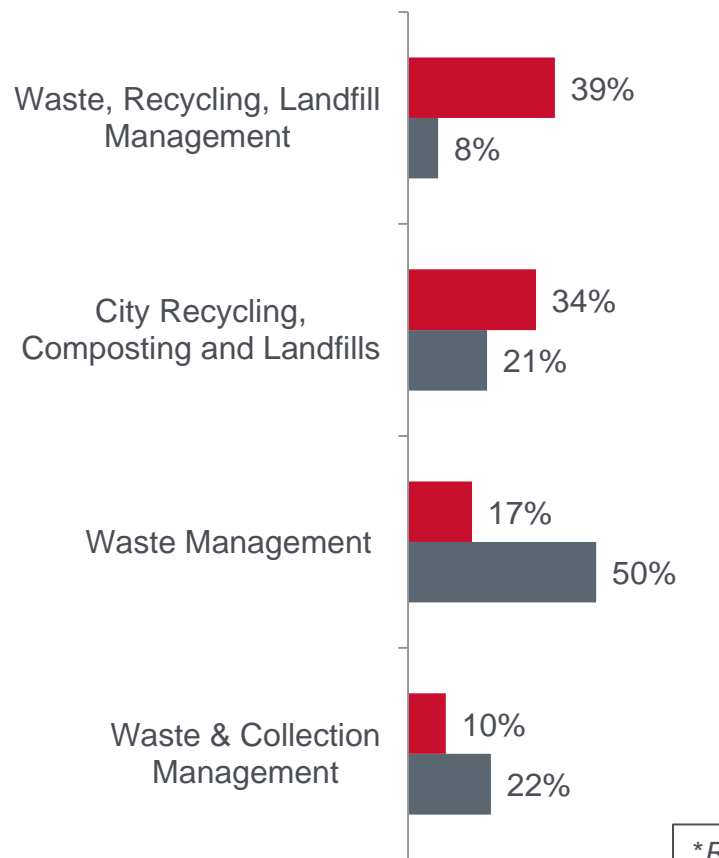
Q.2 Considering this description, how good of a job do these names do at describing the service above?

■ Very good ■ Good ■ Poor ■ Very poor



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Most Appropriate ■ Least Appropriate



\*Rounding

Waste and Recycling Services: This service includes waste collection, management of landfills and operation of waste diversion programs to protect public health and the environment. (Base: Cell 1 n=168)

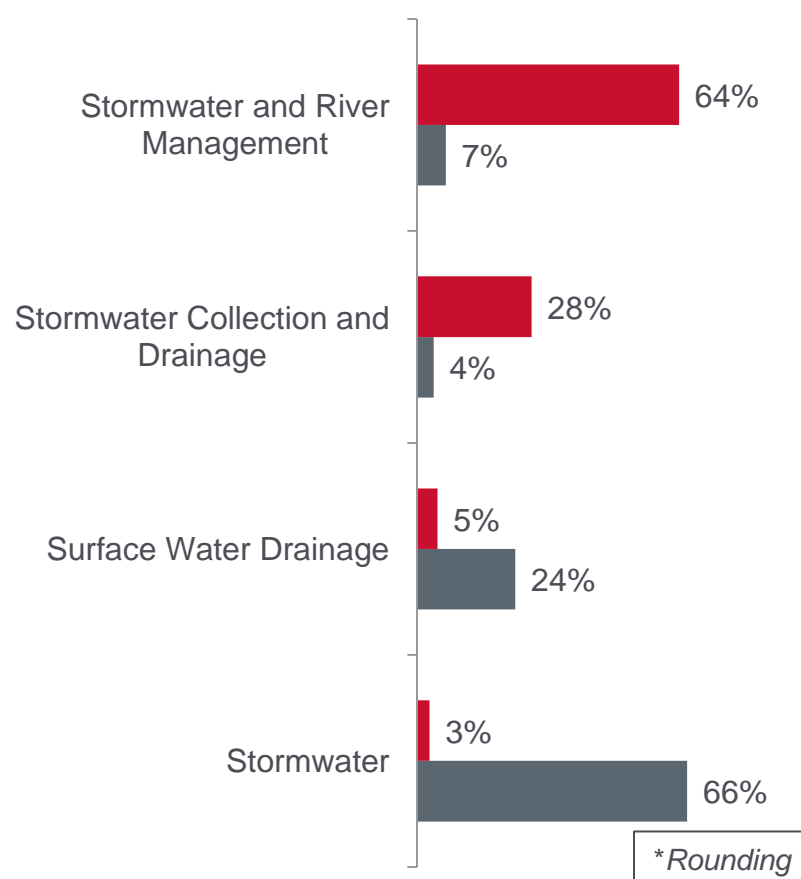
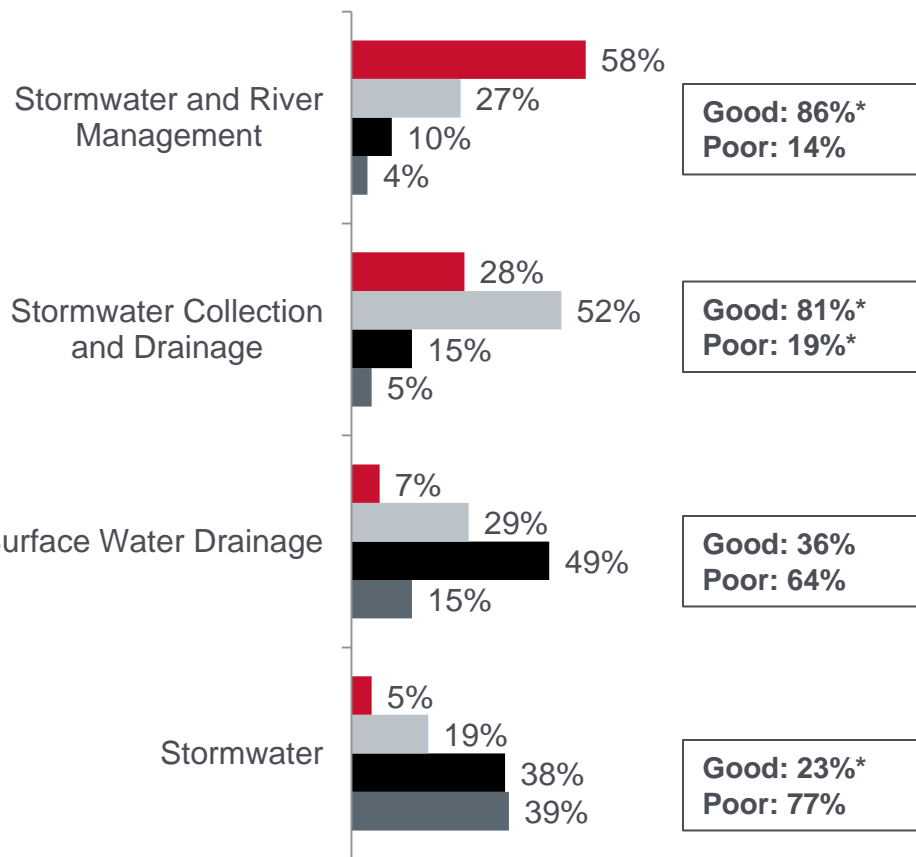
# Business Unit – Water

Q.2 Considering this description, how good of a job do these names do at describing the service above?

Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Very good ■ Good ■ Poor ■ Very poor

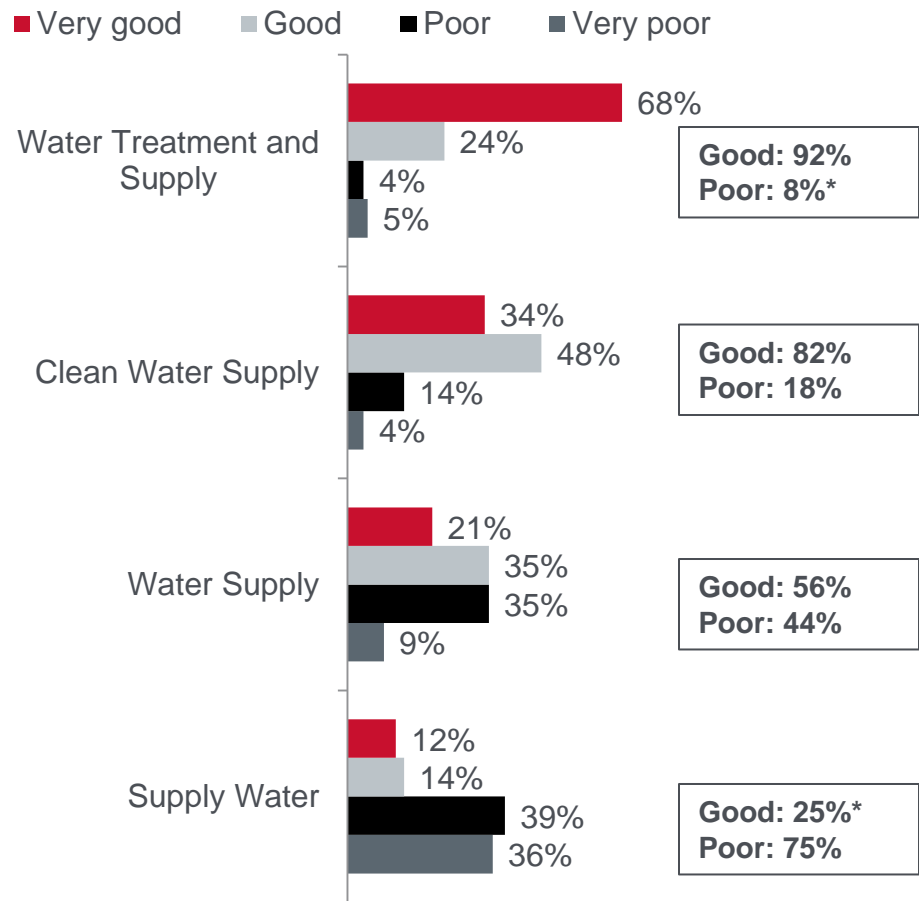
■ Most Appropriate ■ Least Appropriate



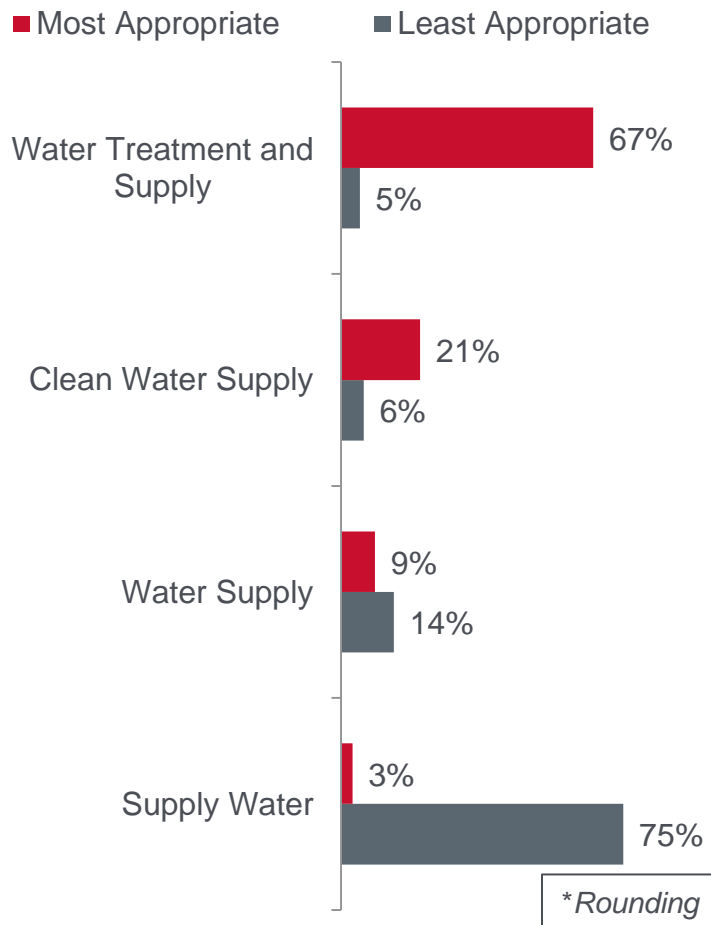
Water: This service collects and controls stormwater and minimizes impact on the rivers. (Base: Cell 1 n=168)

# Business Unit – Water

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



Water: This service manages the water supply. (Base: Cell 1 n=168)

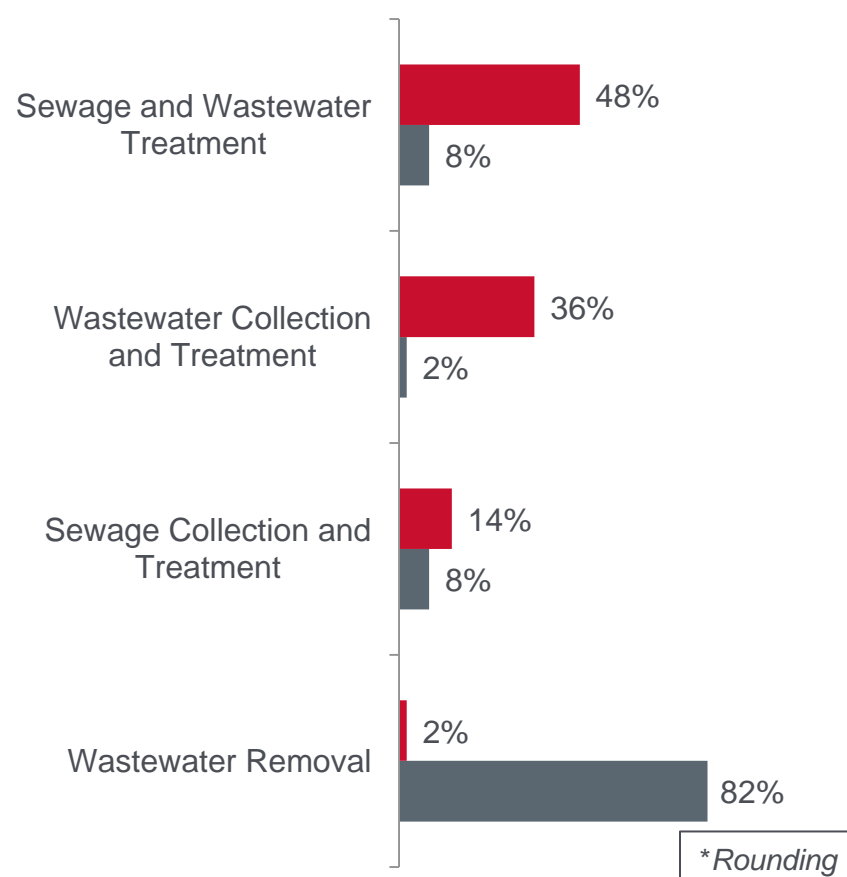
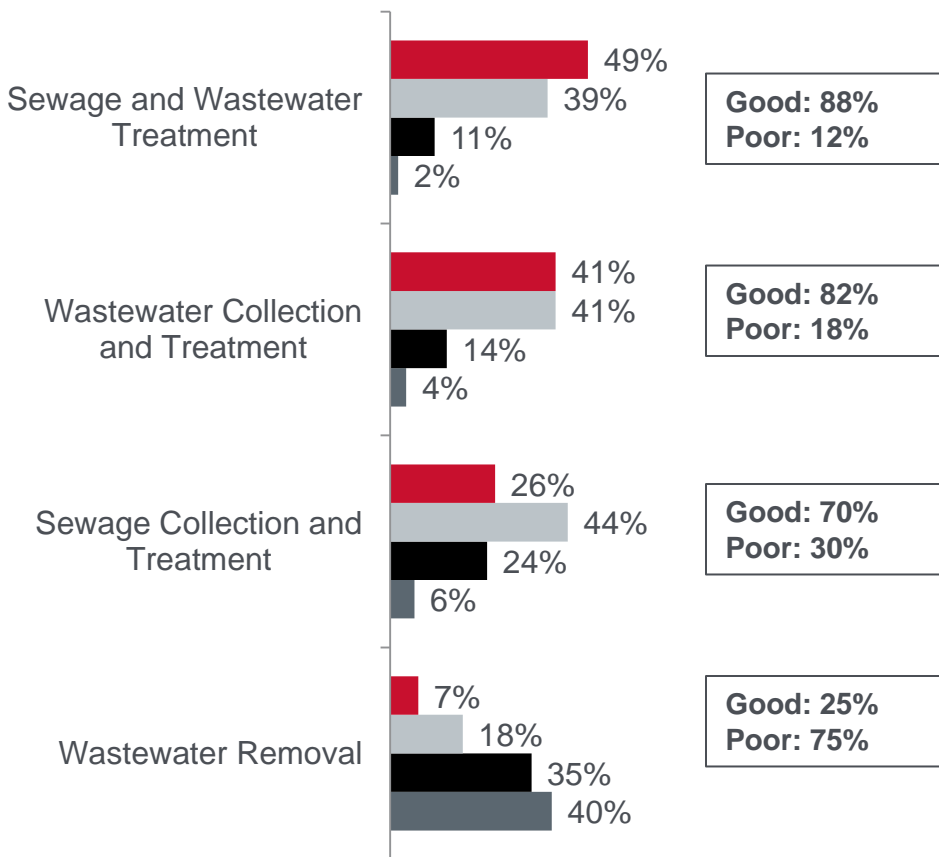
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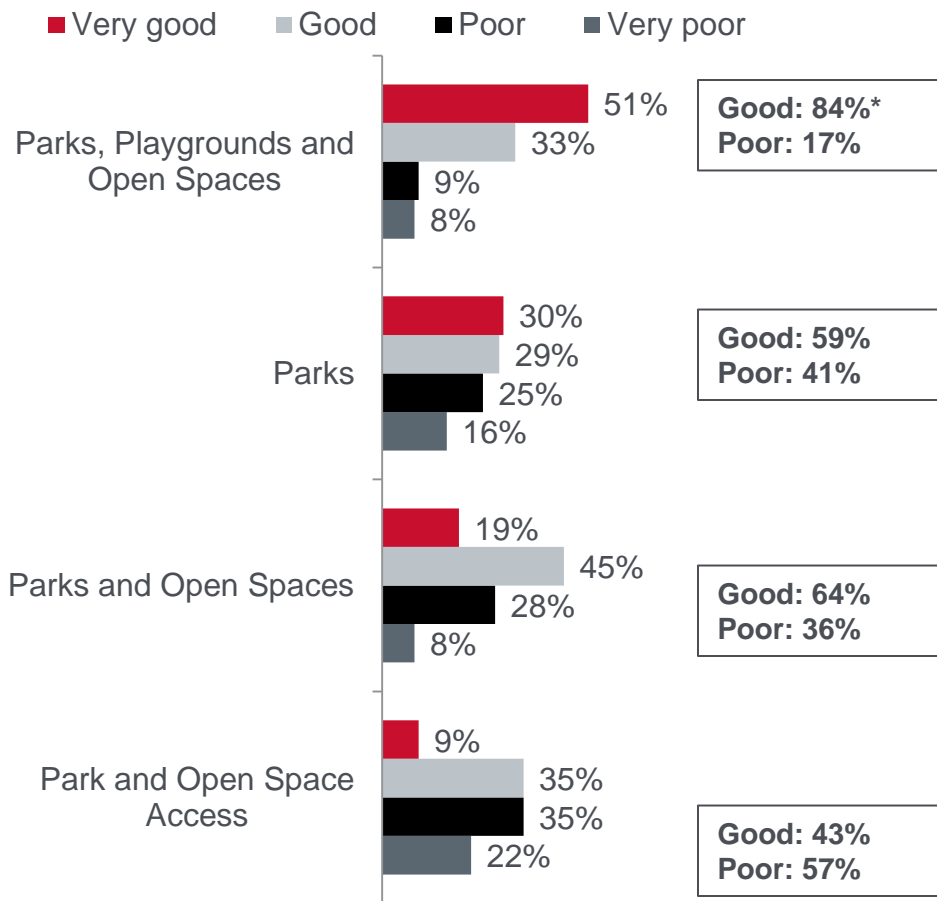
■ Most Appropriate ■ Least Appropriate



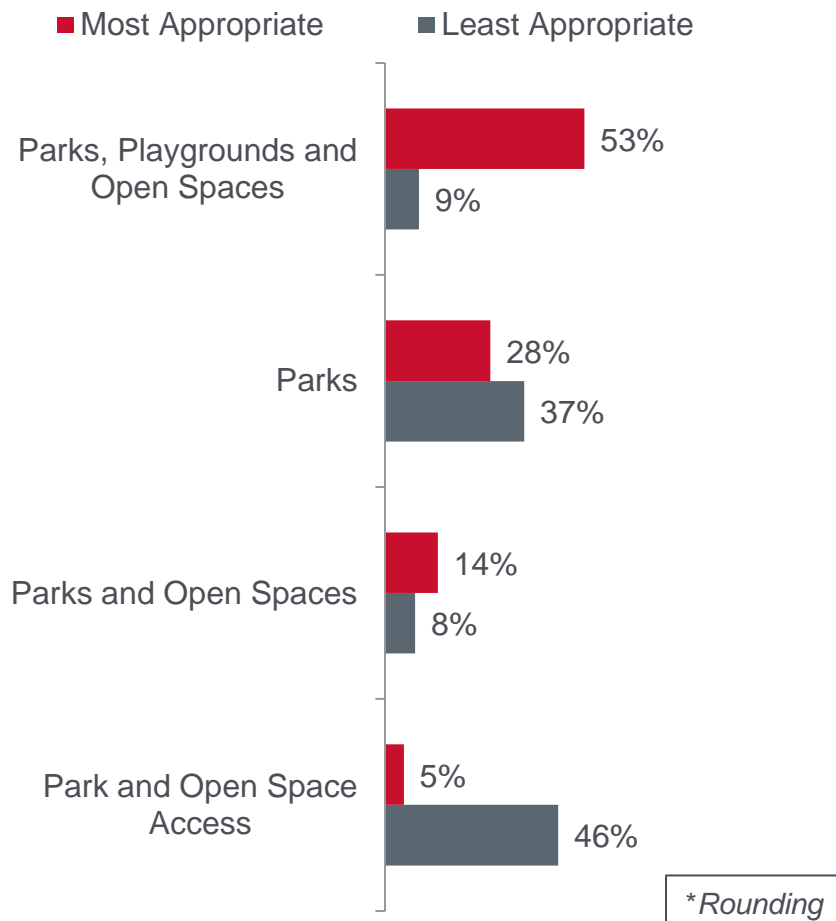
Water: This service collects and treats sewage. It protects public health, property and the environment. (Base: Cell 1 n=168)

# Business Unit – Calgary Parks

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

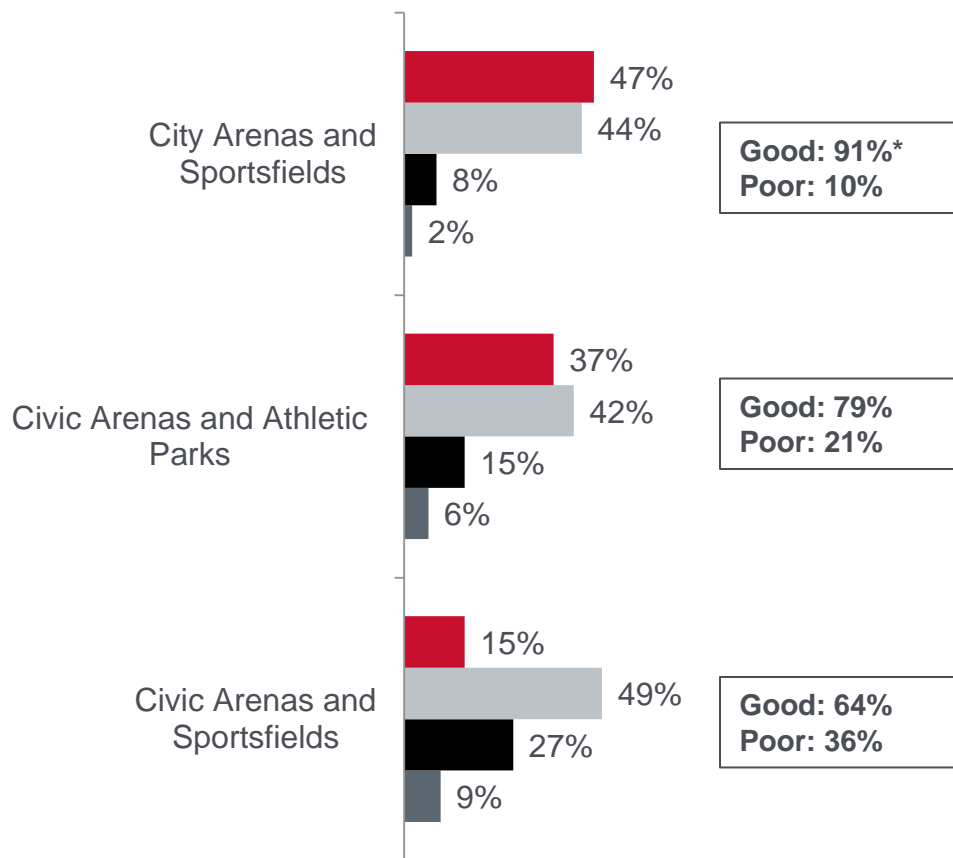


Calgary Parks: This service plans, builds, preserves and maintains public parks and open spaces. (Base: Cell 1 n=168)

# Business Unit – Calgary Recreation

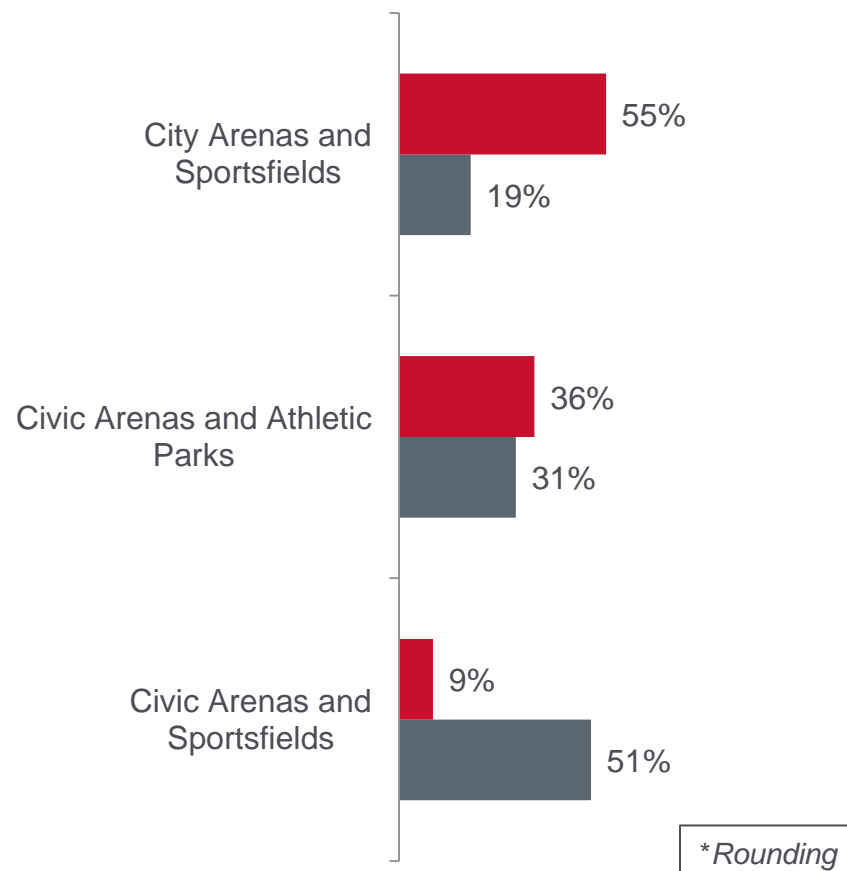
Q.2 Considering this description, how good of a job do these names do at describing the service above?

■ Very good ■ Good ■ Poor ■ Very poor



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Most Appropriate ■ Least Appropriate



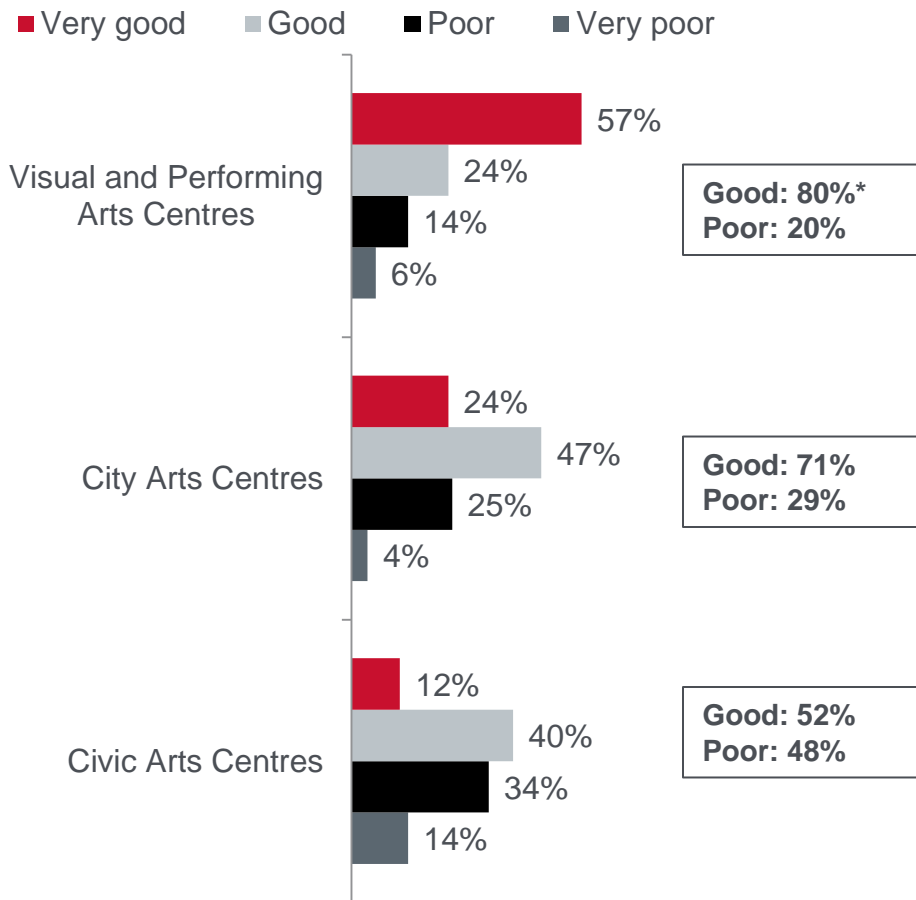
\*Rounding

Calgary Recreation: This service maintains public arenas and sports fields. Sports fields include athletic parks, tennis courts, play fields, baseball diamonds, running tracks and a velodrome. (Base: Cell 1 n=168)

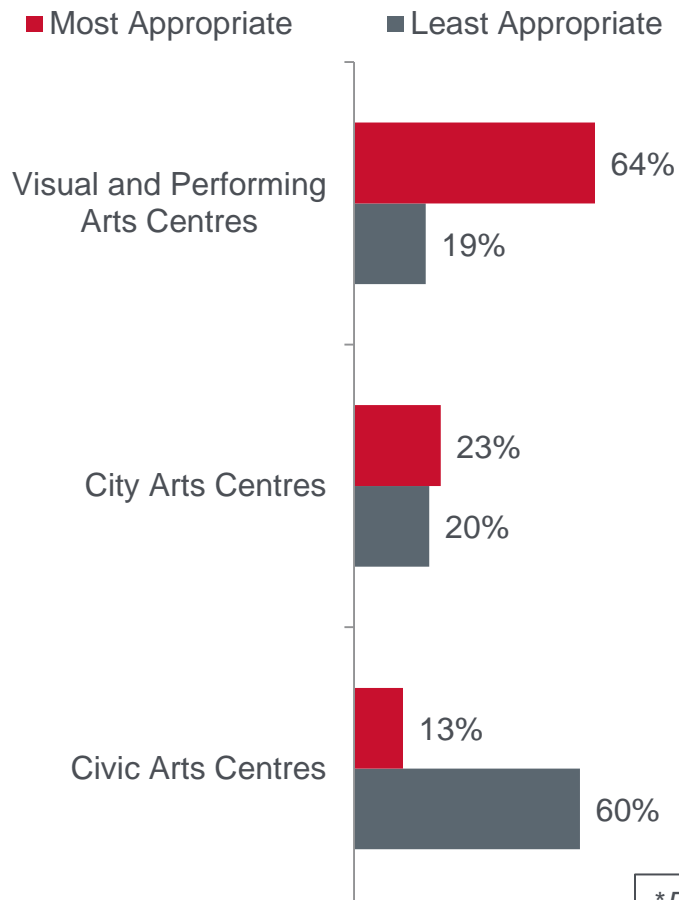


# Business Unit – Calgary Recreation

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



\*Rounding

Calgary Recreation: This service maintains public arts centres. It provides arts, dance, drama and custom programs as well as artist studio spaces. (Base: Cell 1 n=168)

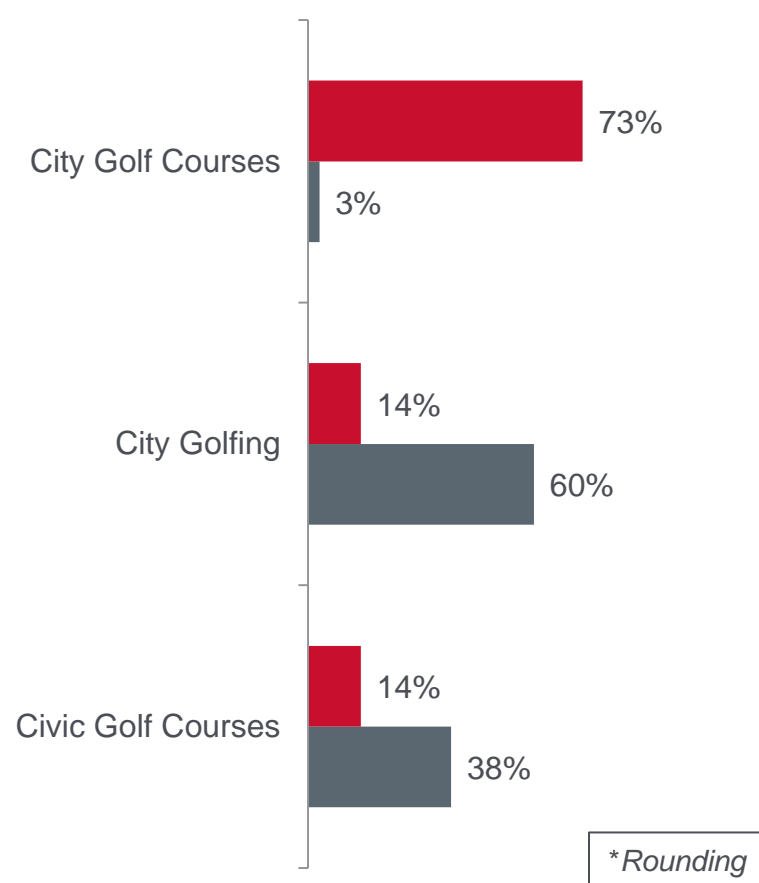
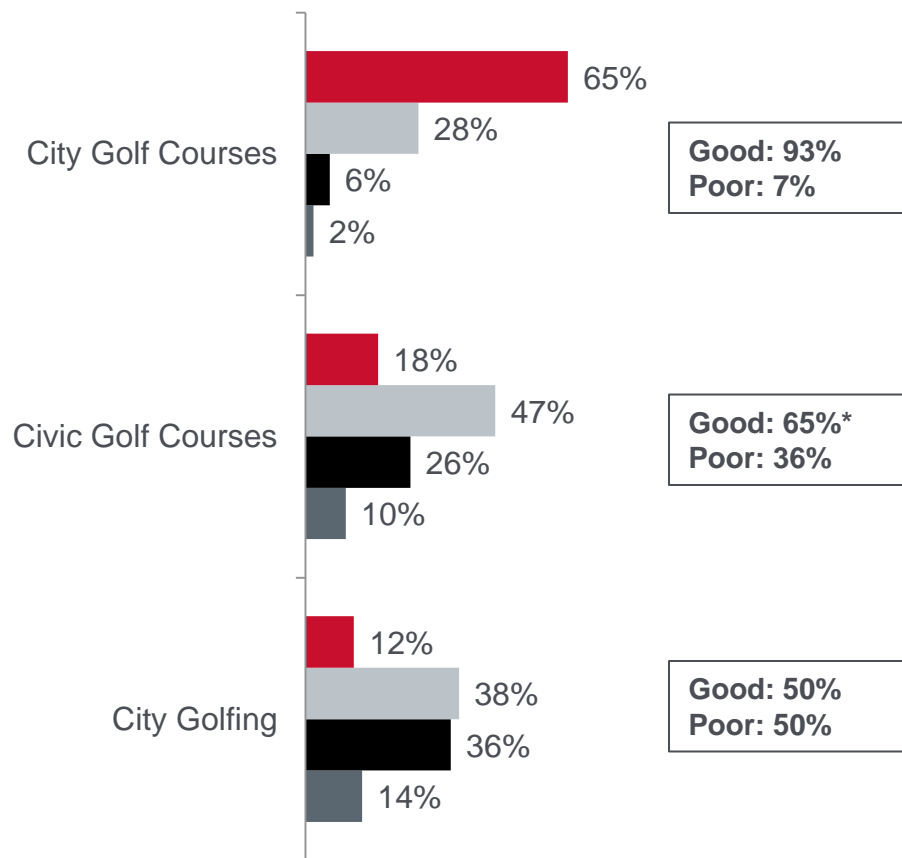
# Business Unit – Calgary Recreation

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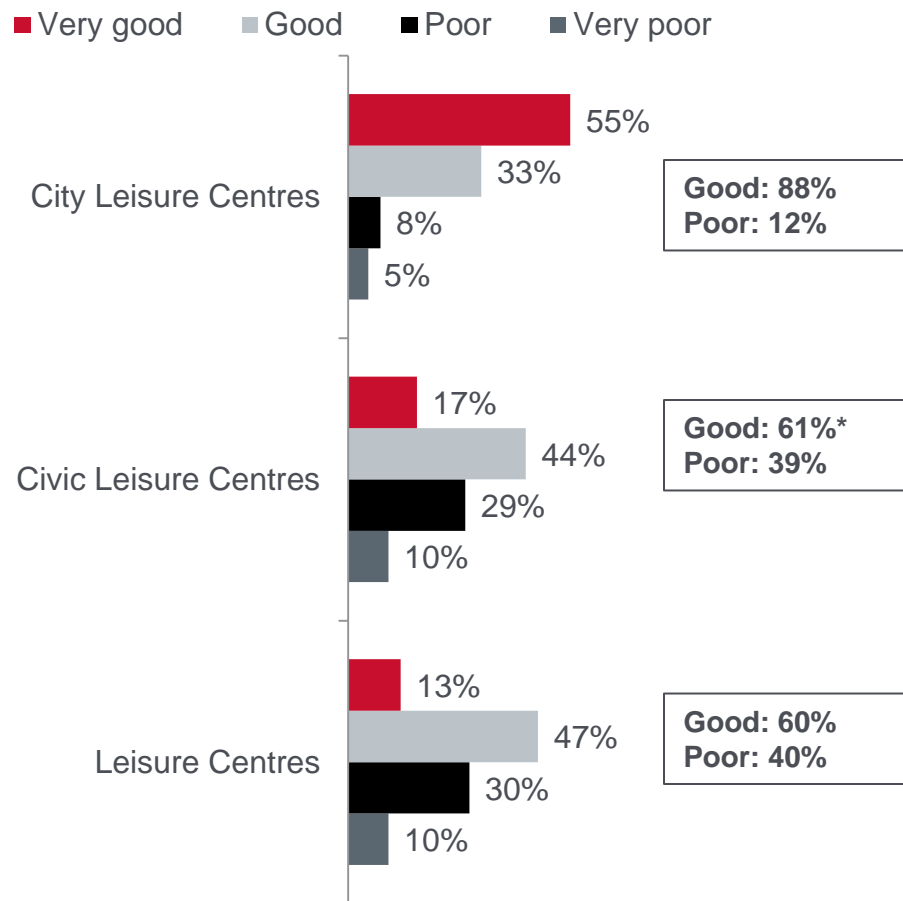


\*Rounding

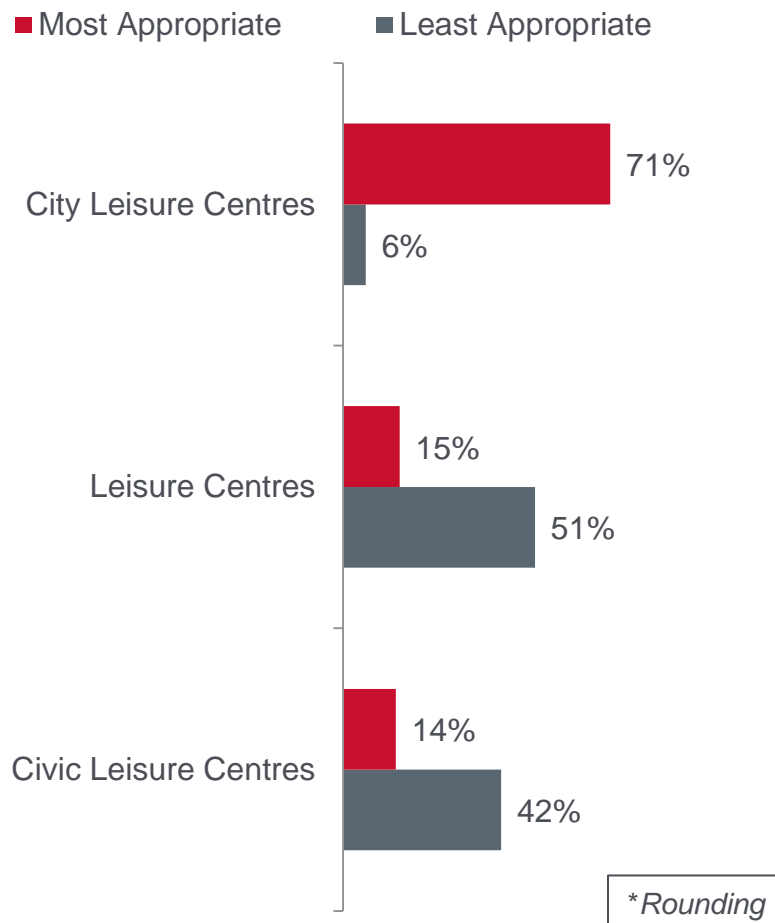
Calgary Recreation: This service maintains public golf courses and driving ranges. It provides lessons and programs.  
(Base: Cell 1 n=168)

# Business Unit – Calgary Recreation

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



Calgary Recreation: This service maintains and operates leisure centres. These include fitness, swimming and recreation programs as well as physio, pro-shops, playschool and concessions. (Base: Cell 1 n=168)

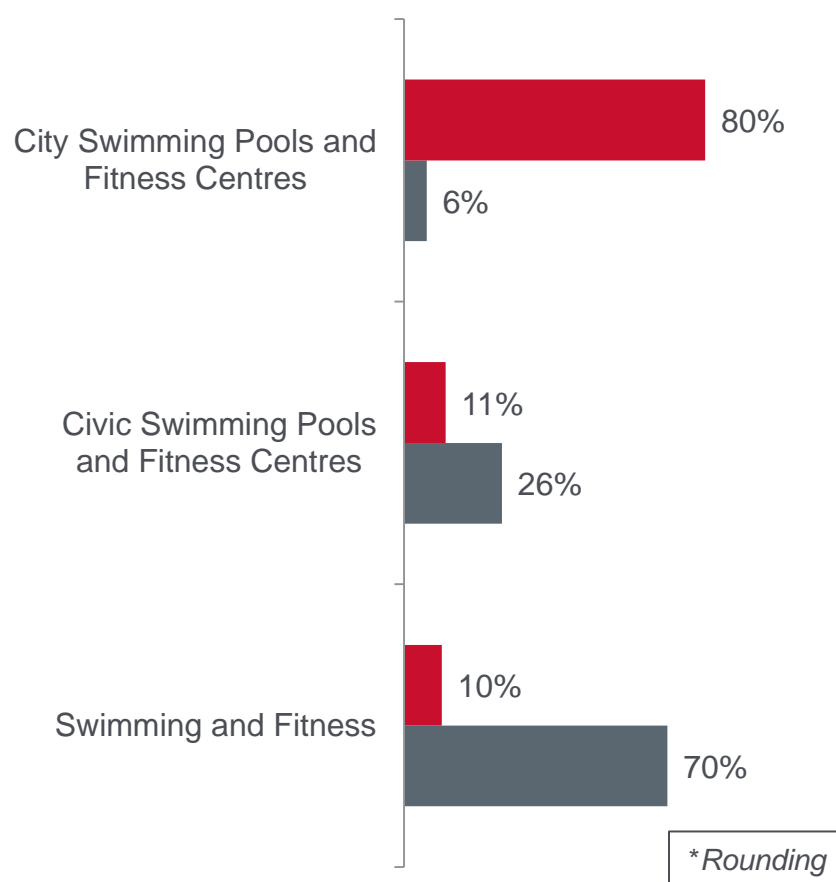
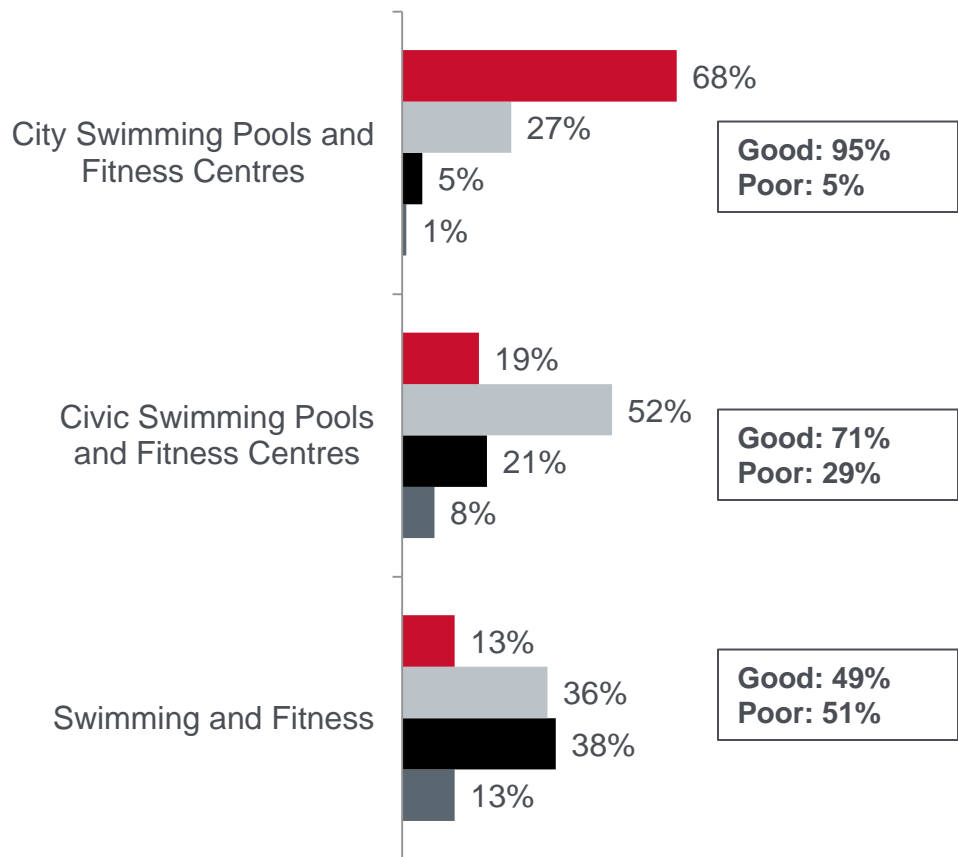
# Business Unit – Calgary Recreation

Q.2 Considering this description, how good of a job do these names do at describing the service above?

Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Very good ■ Good ■ Poor ■ Very poor

■ Most Appropriate ■ Least Appropriate



Calgary Recreation: This service maintains swimming and fitness facilities and provides programs. (Base: Cell 1 n=168)

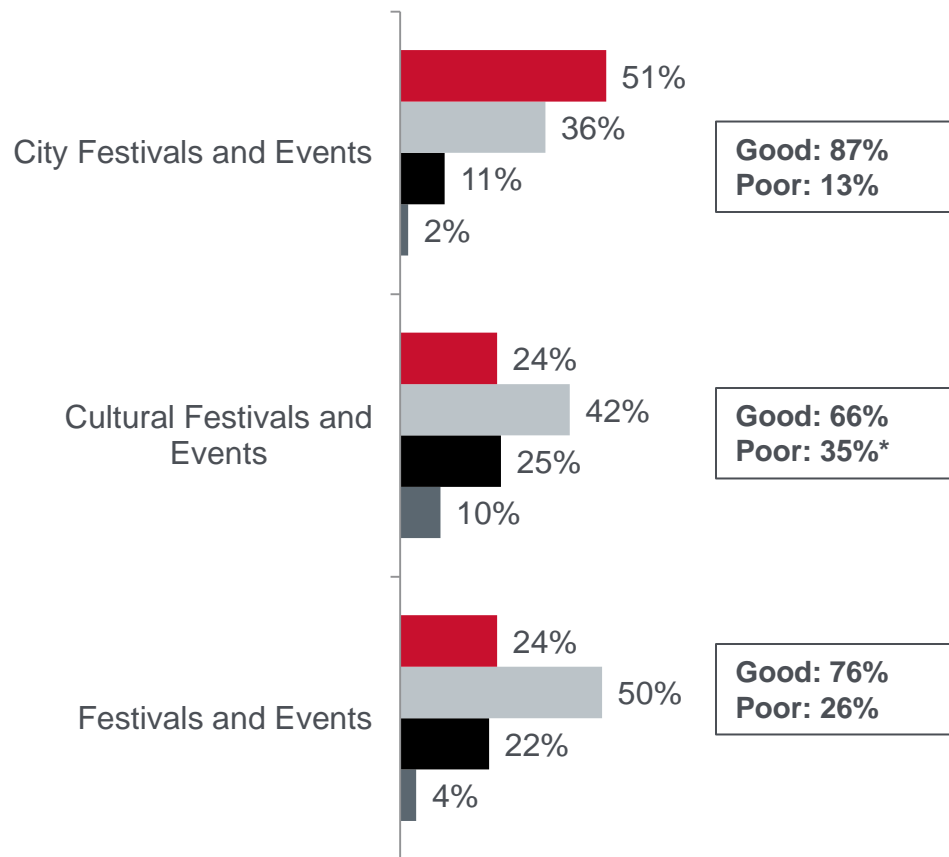
# Business Unit – Calgary Recreation

Q.2 Considering this description, how good of a job do these names do at describing the service above?

Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Very good ■ Good ■ Poor ■ Very poor

■ Most Appropriate ■ Least Appropriate



\*Rounding

Calgary Recreation: This service supports festivals and events across Calgary/ It also provides events such as Canada Day and New Year’s Eve celebrations. (Base: Cell 1 n=168)

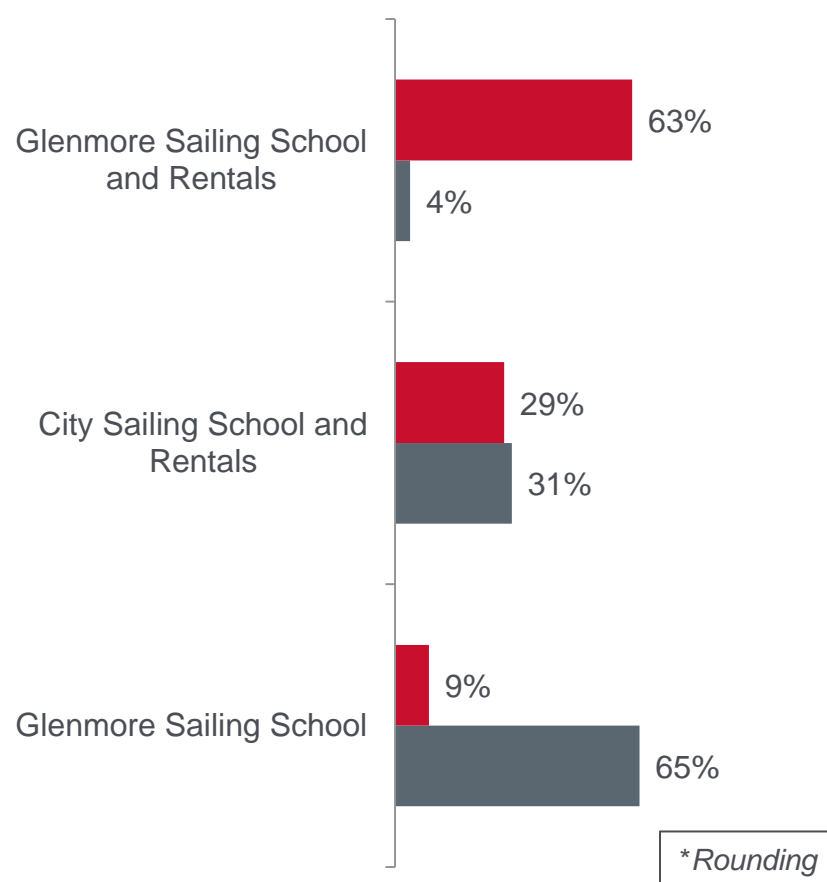
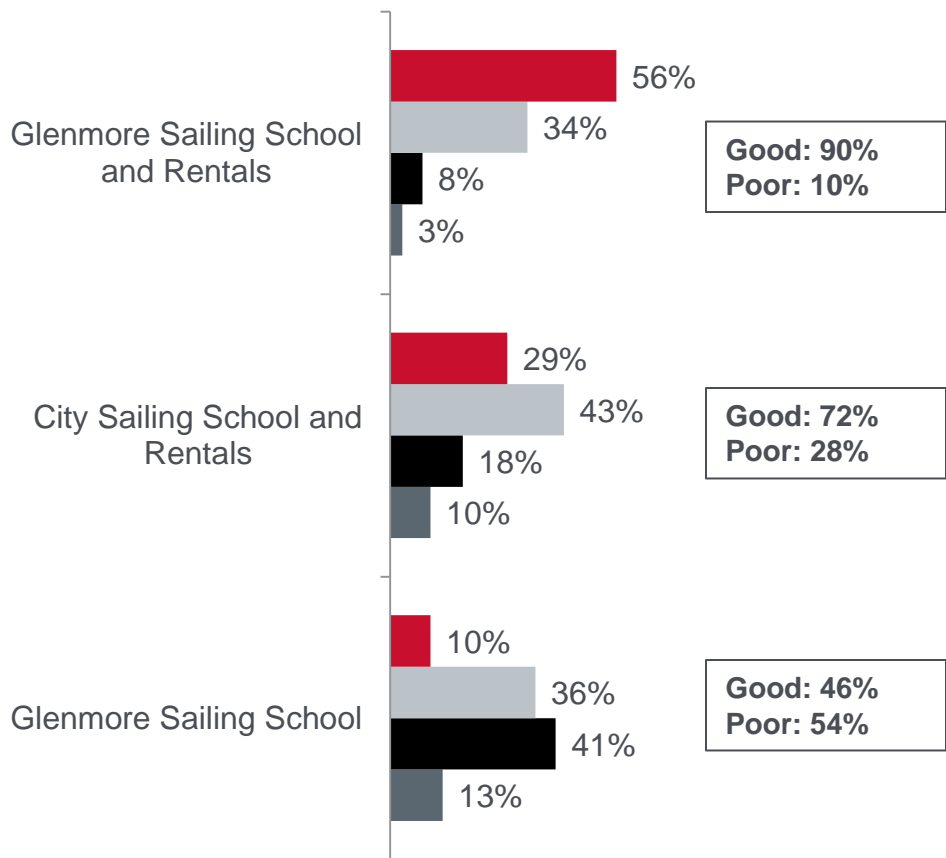
# Business Unit – Calgary Recreation

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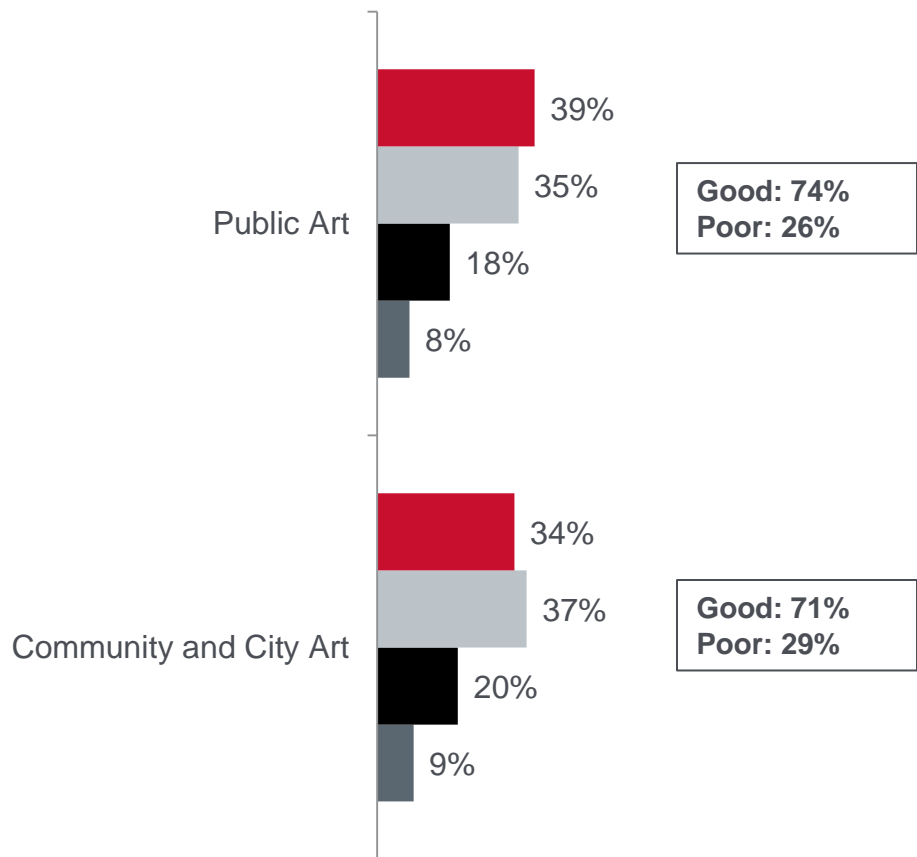
Calgary Recreation: This service provides boat and stall rentals on the Glenmore Reservoir. It also provides a sailing program. (Base: Cell 1 n=168)



# Business Unit – Calgary Recreation

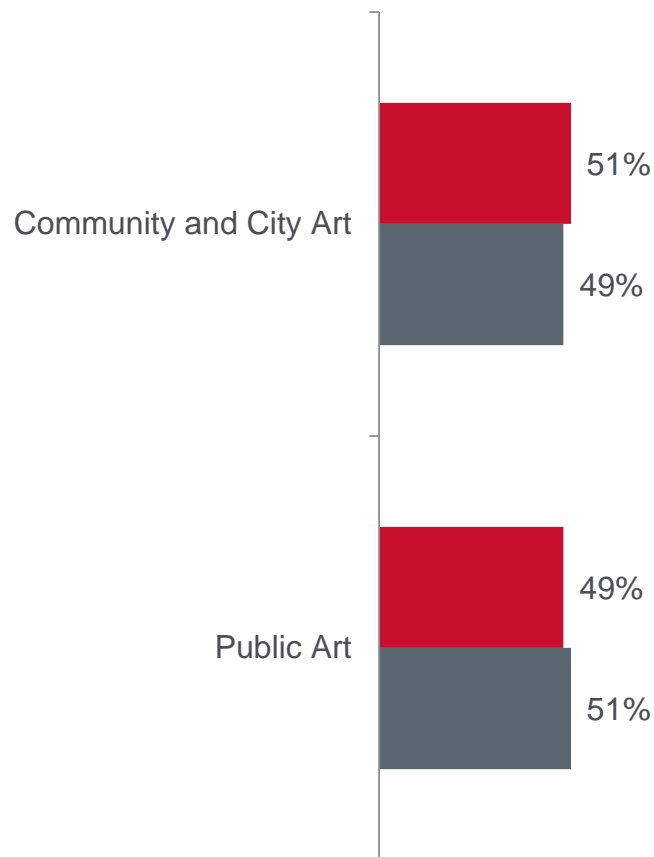
Q.2 Considering this description, how good of a job do these names do at describing the service above?

■ Very good ■ Good ■ Poor ■ Very poor



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Most Appropriate ■ Least Appropriate

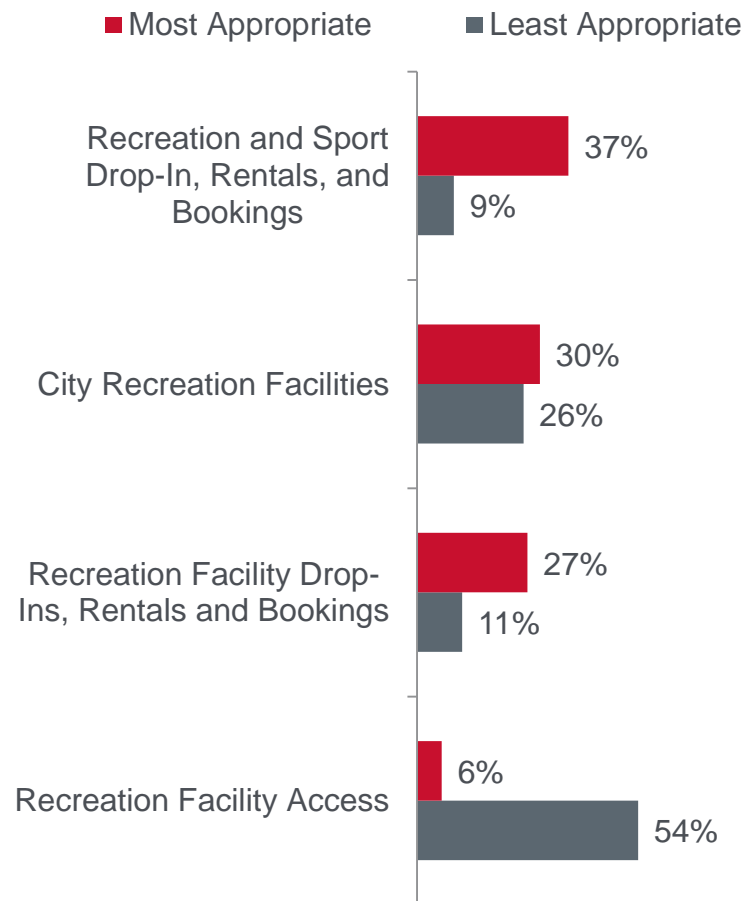
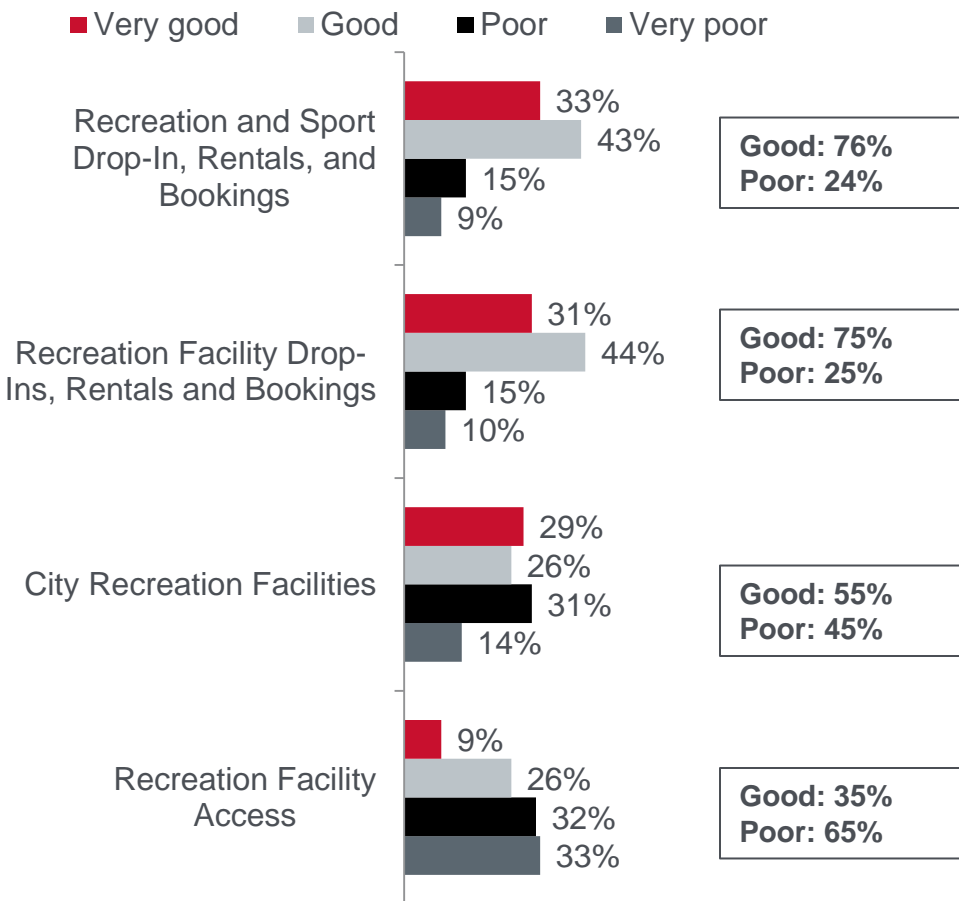


Calgary Recreation: This service acquires, supports, maintains public art. (Base: Cell 1 n=168)

# Business Unit – Calgary Recreation

Q.2 Considering this description, how good of a job do these names do at describing the service above?

Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



*Calgary Recreation: This service maintains public recreation facilities, provides drop-in public use and rents space for organizations to conduct programs. (Base: Cell 1 n=168)*

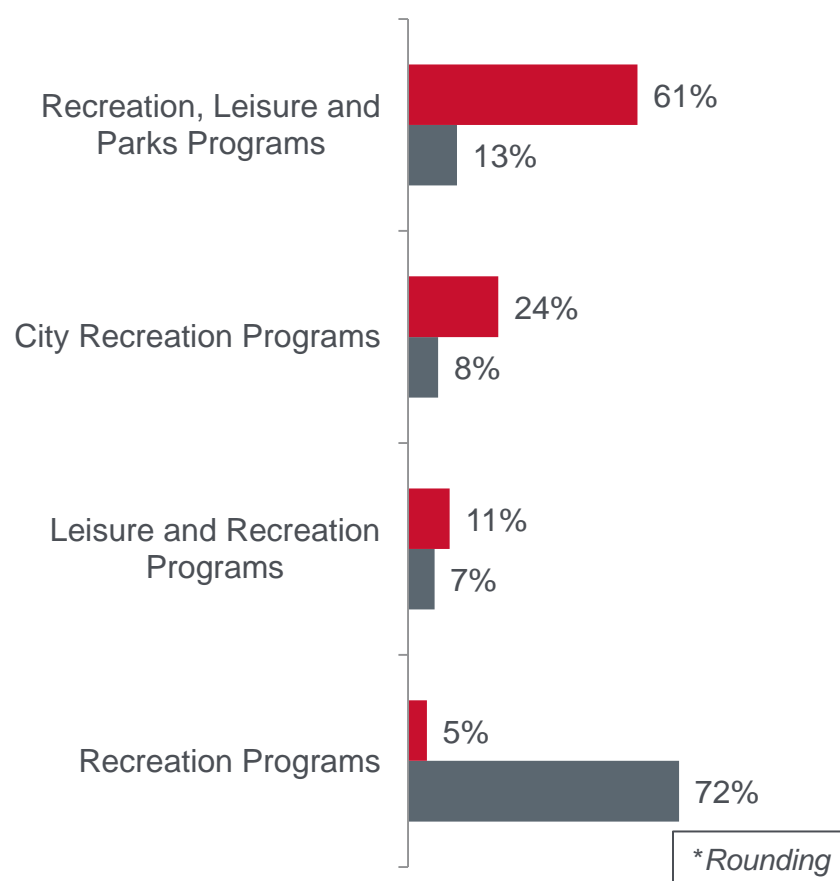
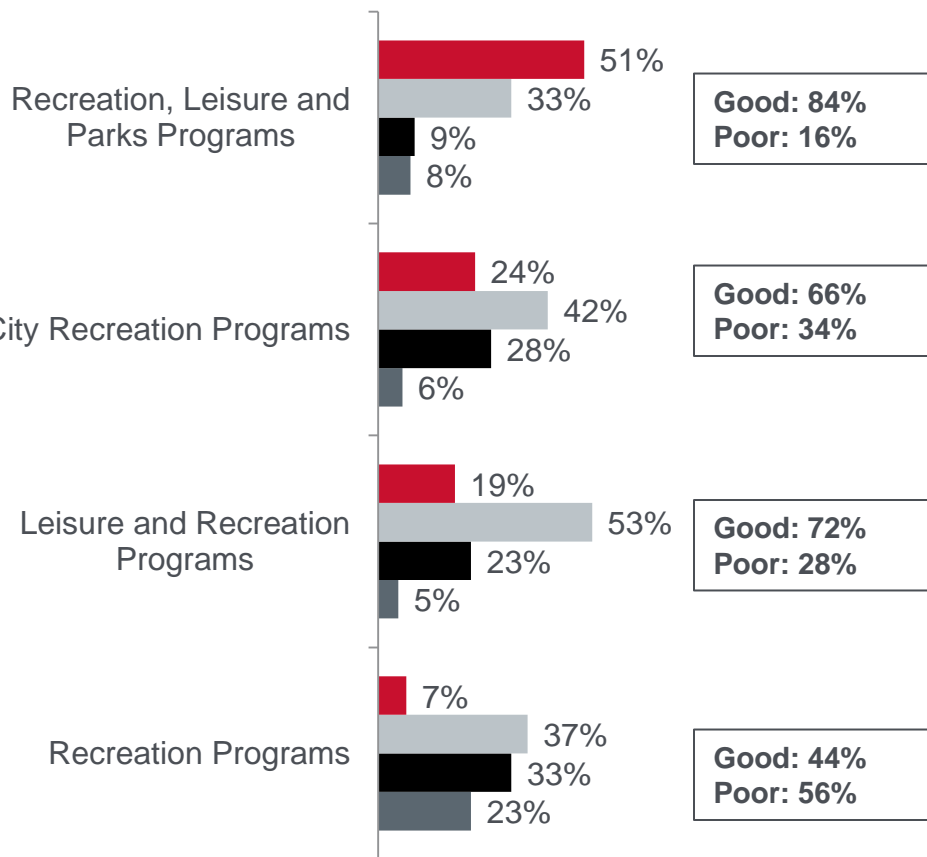
# Business Unit – Calgary Recreation

Q.2 Considering this description, how good of a job do these names do at describing the service above?

Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Very good ■ Good ■ Poor ■ Very poor

■ Most Appropriate ■ Least Appropriate



Calgary Recreation: This service provides lessons, classes and programs in sports, arts, recreation and environment.  
(Base: Cell 1 n=168)

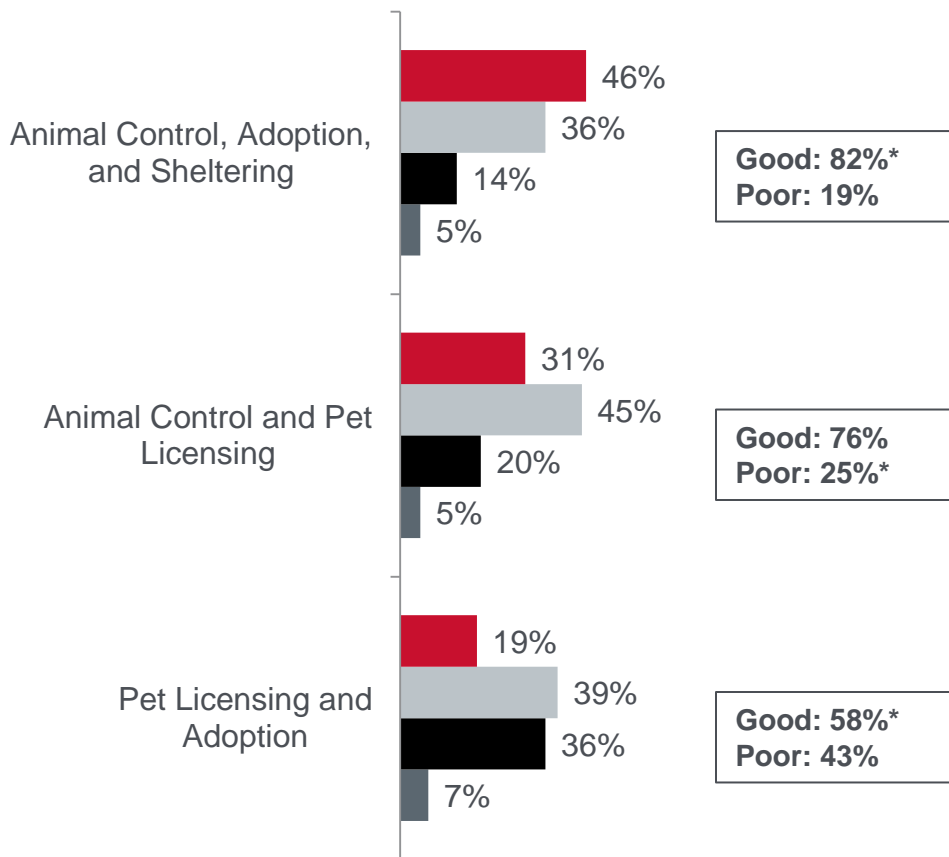
## Business Unit Name Testing: Cell 2



# Business Unit – Calgary Community Standards

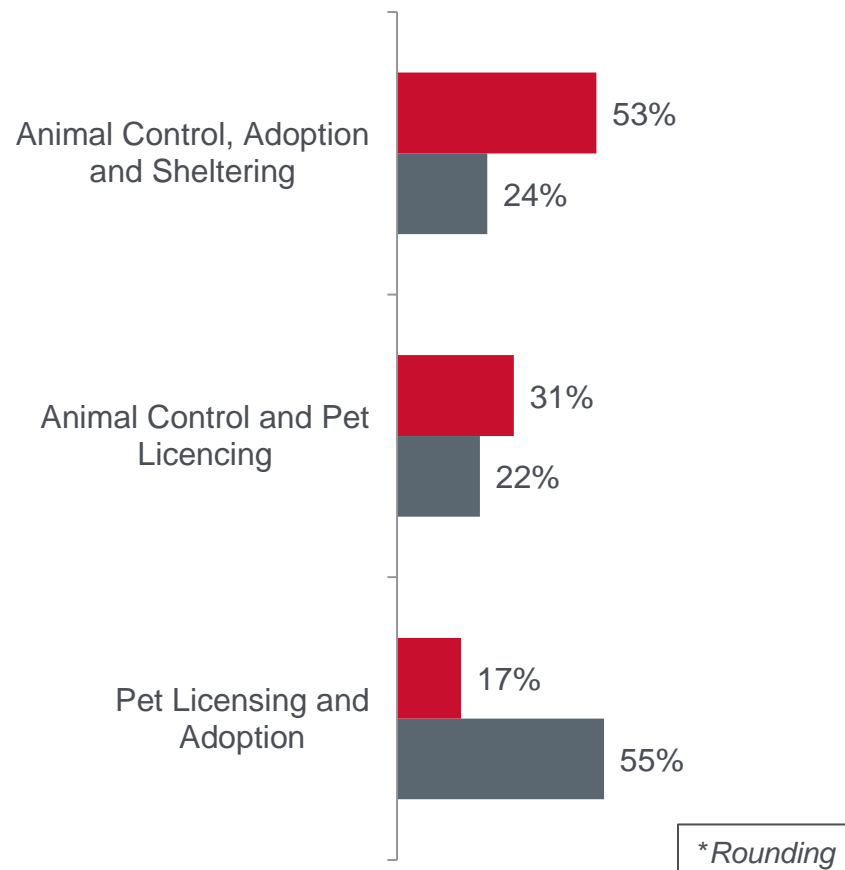
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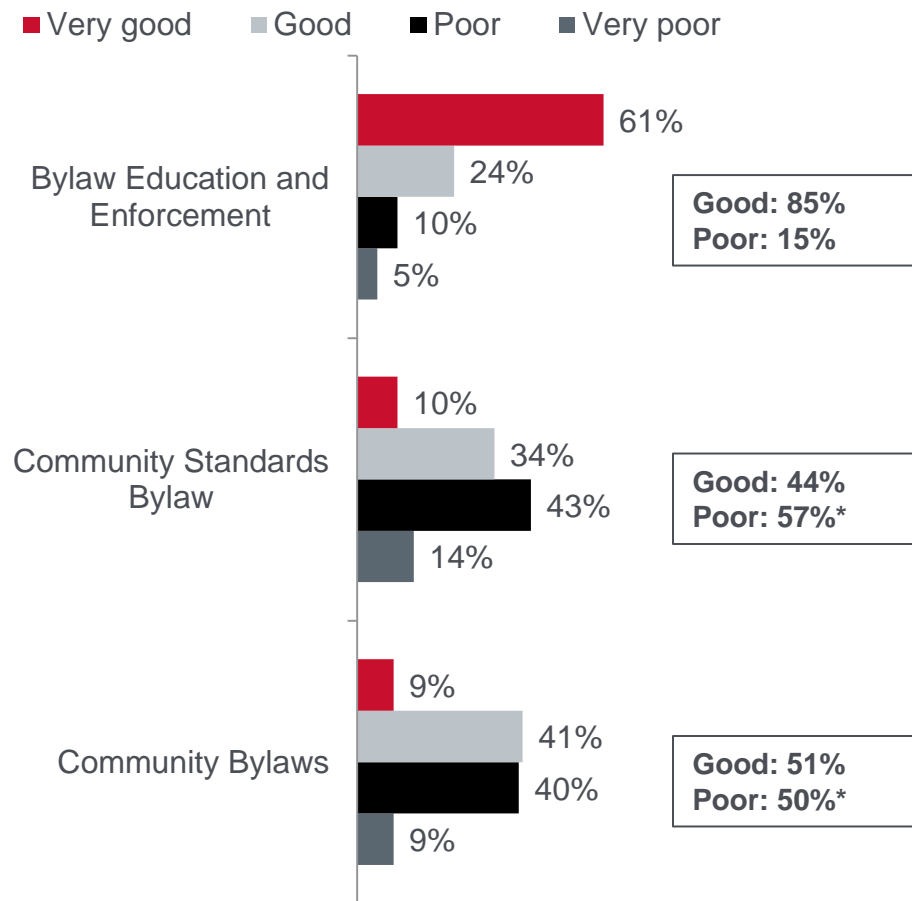
■ Most Appropriate ■ Least Appropriate



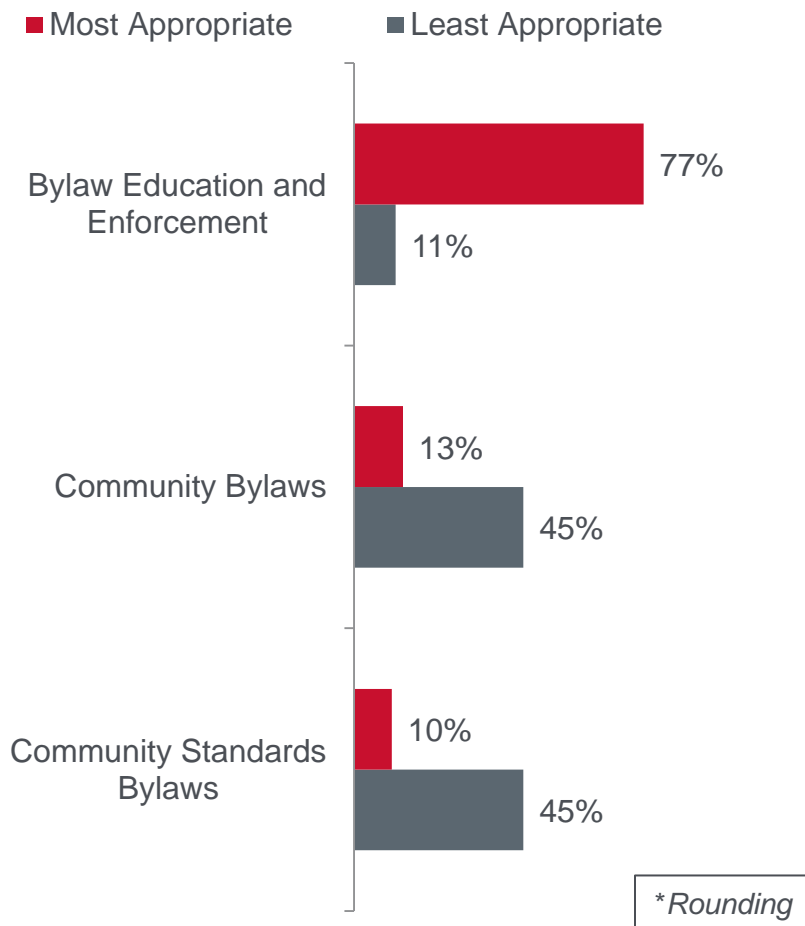
Calgary Community Standards: This service issues pet licenses. It supports animal control, sheltering and adoptions.  
(Base: Cell 2 n=183)

# Business Unit – Calgary Community Standards

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



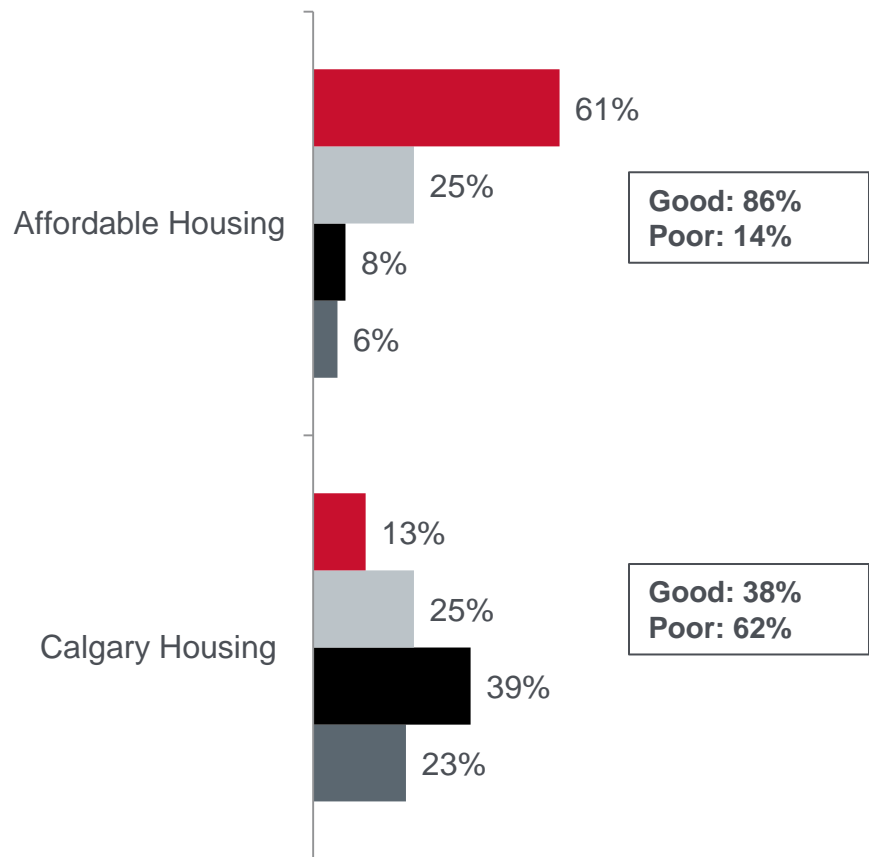
Calgary Community Standards: This service ensures bylaw compliance through enforcement and education. (Base: Cell 2 n=183)



# Business Unit – Calgary Housing

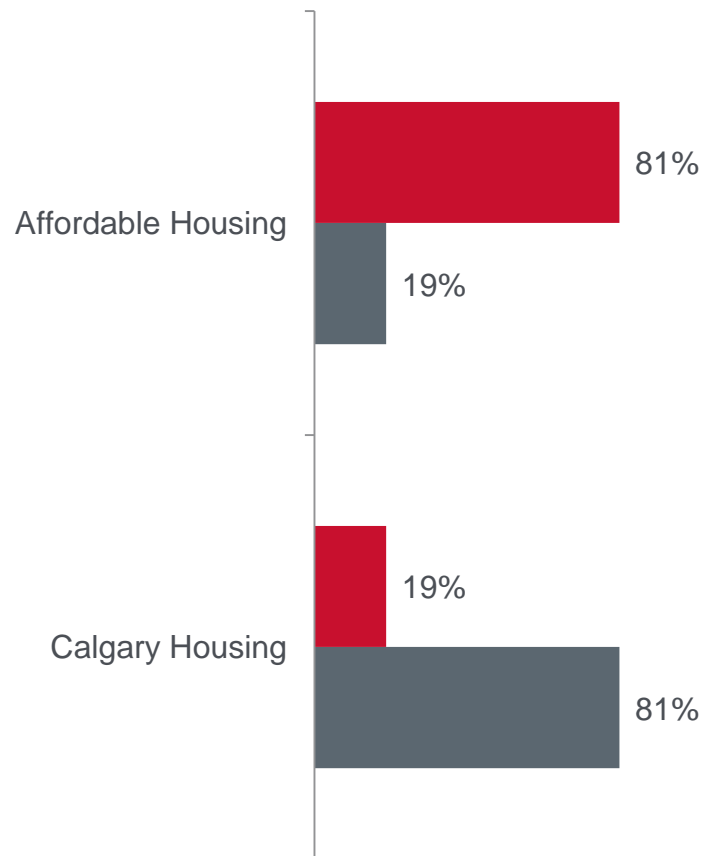
Q.2 Considering this description, how good of a job do these names do at describing the service above?

■ Very good ■ Good ■ Poor ■ Very poor



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

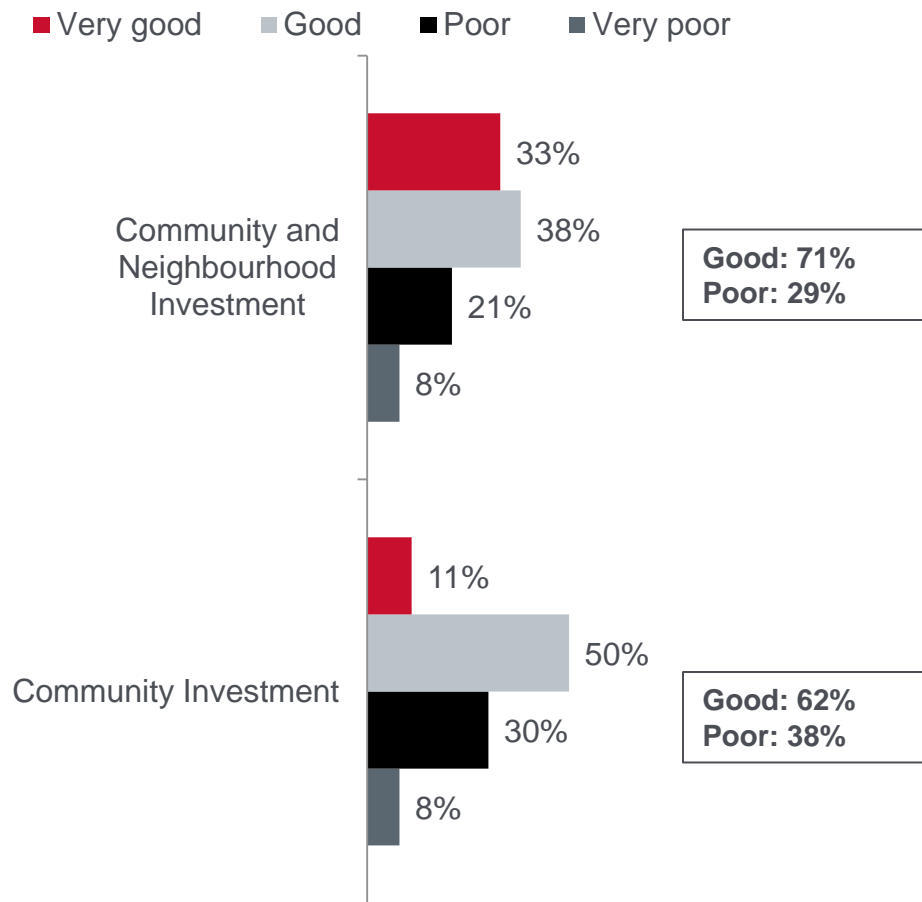
■ Most Appropriate ■ Least Appropriate



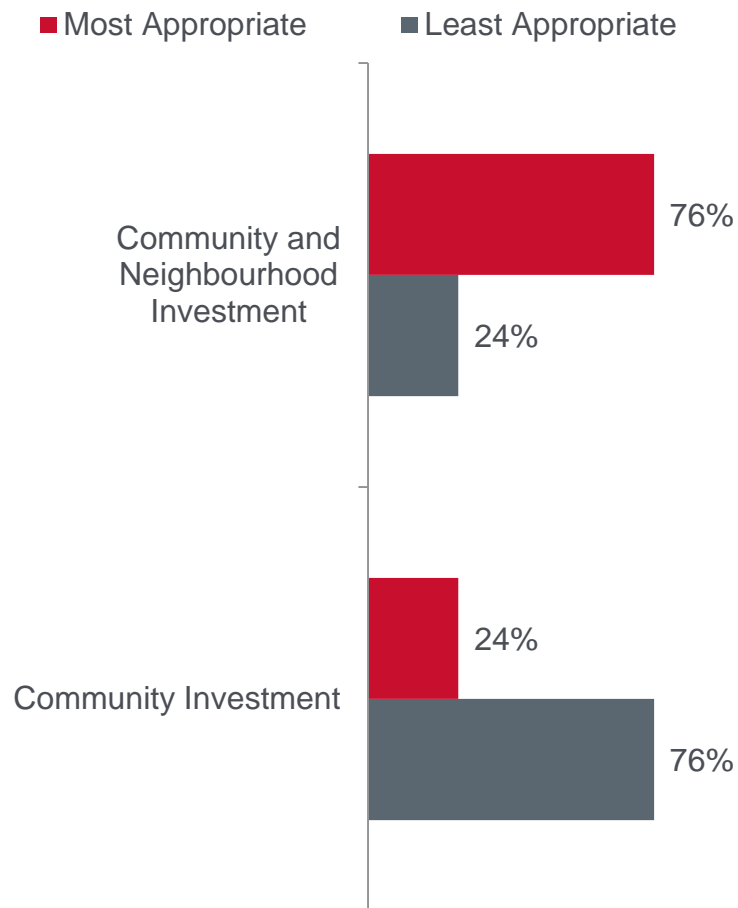
Calgary Housing: This service provides housing options for low-income citizens. (Base: Cell 2 n=183)

# Business Unit – Calgary Neighbourhoods

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

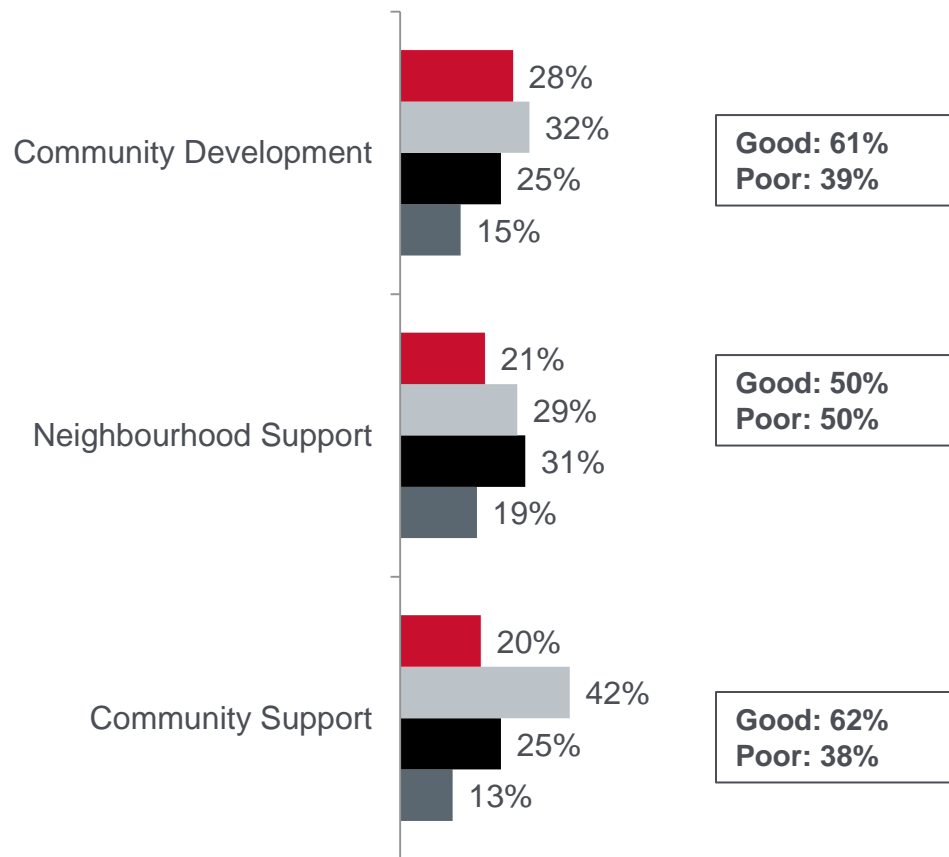


Calgary Housing: This service provides housing options for low-income citizens. (Base: Cell 2 n=183)

# Business Unit – Calgary Neighbourhoods

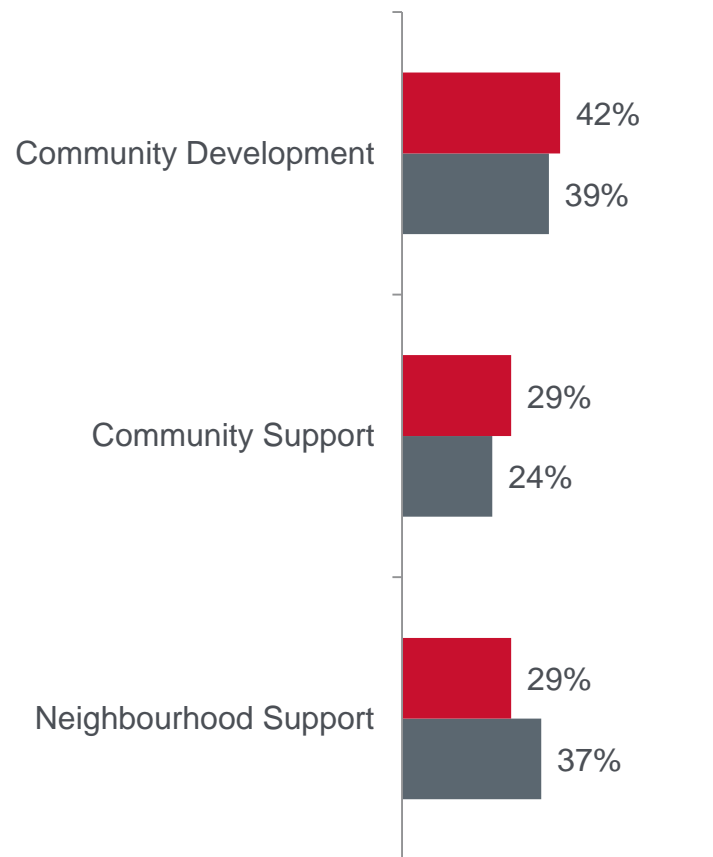
Q.2 Considering this description, how good of a job do these names do at describing the service above?

■ Very good ■ Good ■ Poor ■ Very poor



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Most Appropriate ■ Least Appropriate

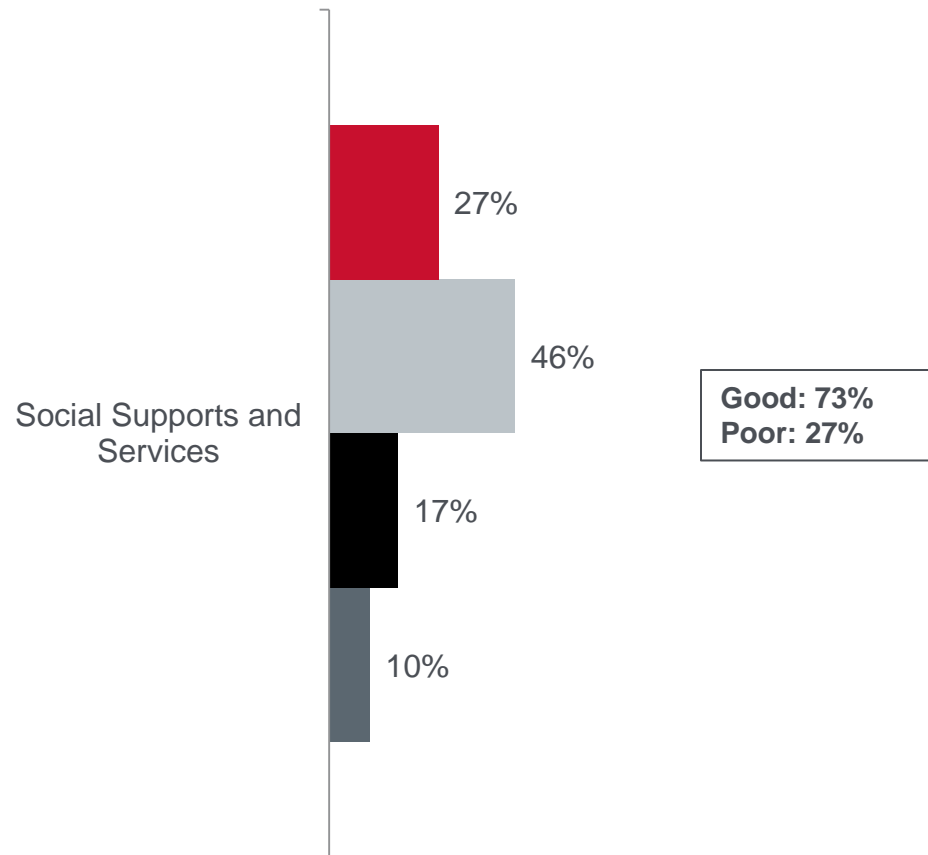


*Calgary Neighbourhoods: This service supports creating stronger neighbourhood communities.* (Base: Cell 2 n=183)

# Business Unit – Calgary Neighbourhoods

Q.2 Considering this description, how good of a job do these names do at describing the service above?

■ Very good ■ Good ■ Poor ■ Very poor

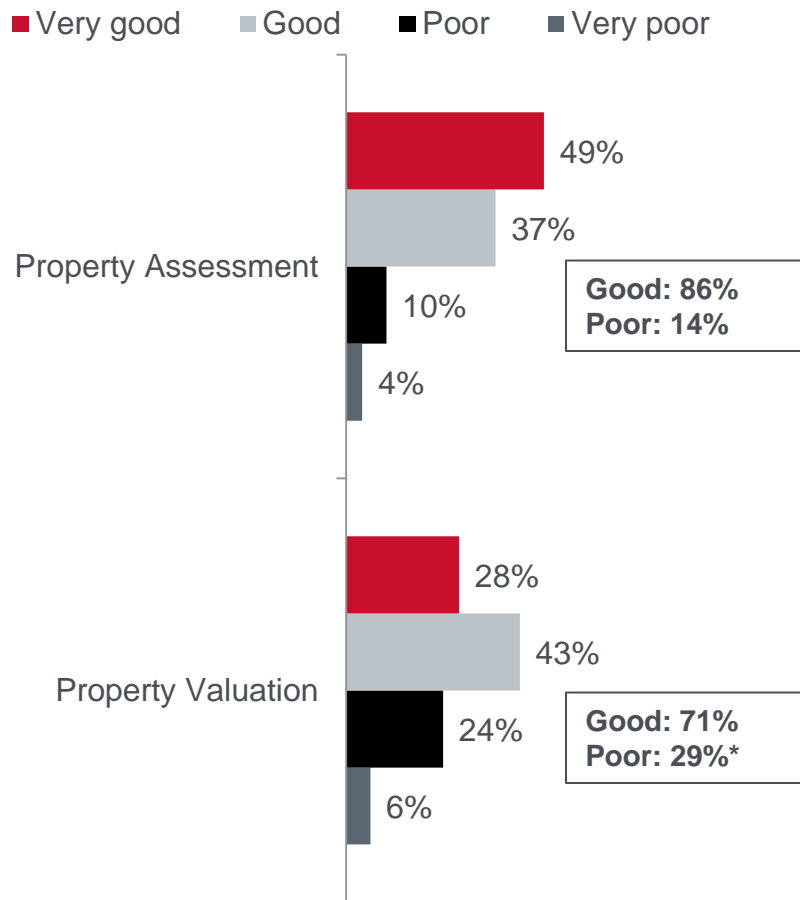


Q.3 Not asked for this BU.

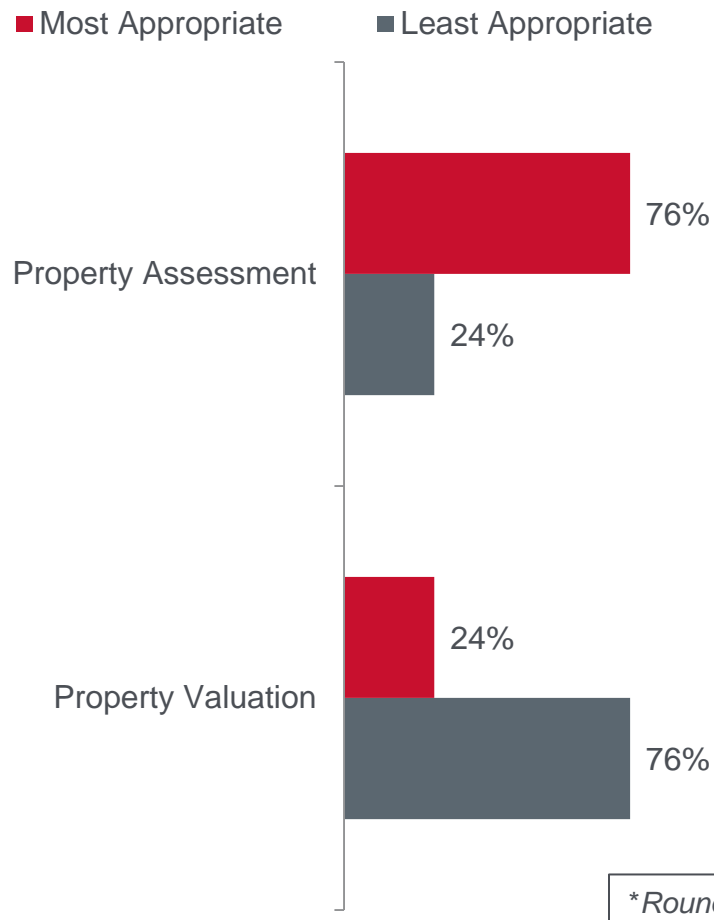
Calgary Neighbourhoods: This service provides social aid services and coordinates community strategy development.  
(Base: Cell 2 n=183)

# Business Unit – Assessment

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

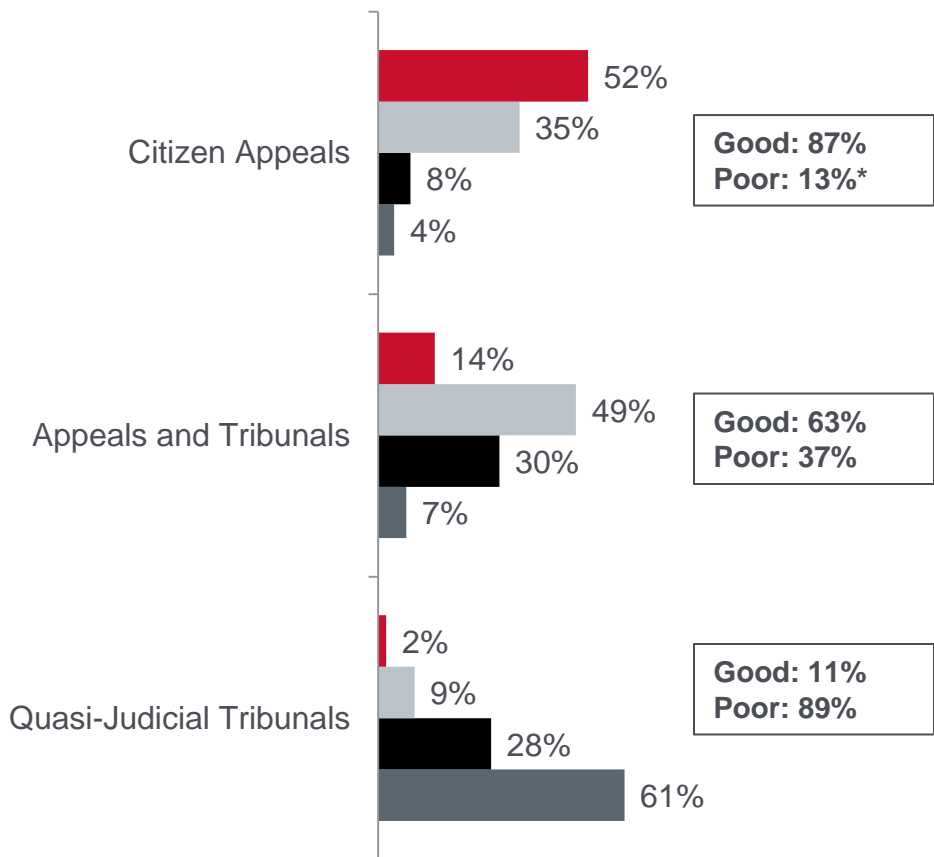


Assessment: This service does property value assessments to calculate local taxes. (Base: Cell 2 n=183)

# Business Unit – City Clerk’s

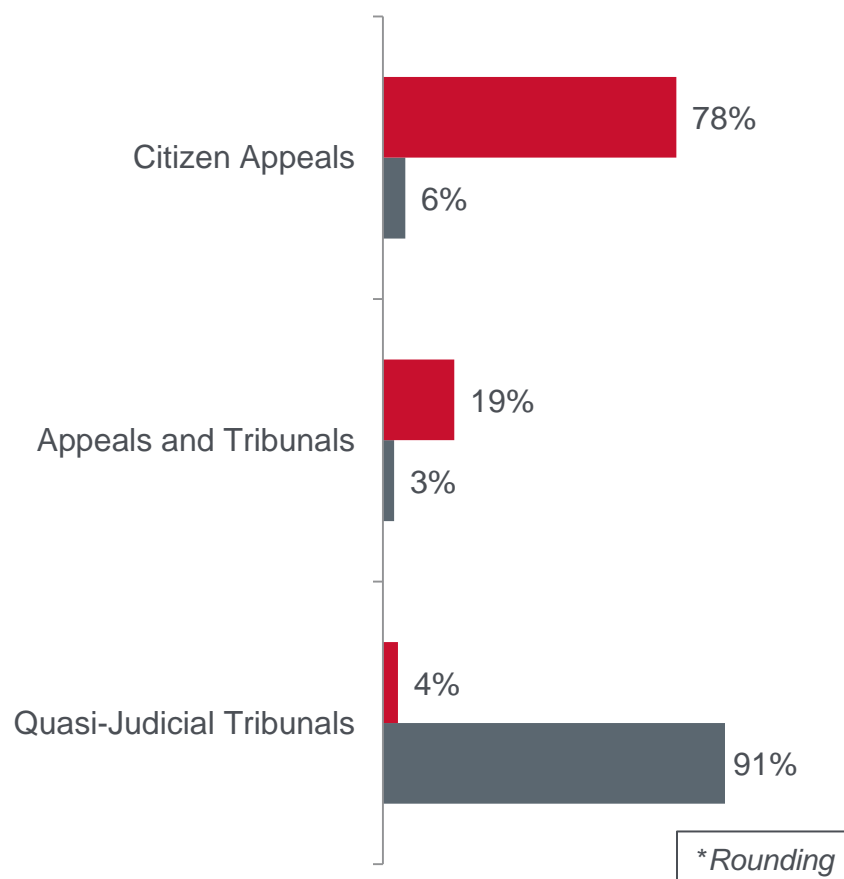
Q.2 Considering this description, how good of a job do these names do at describing the service above?

■ Very good ■ Good ■ Poor ■ Very poor



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Most Appropriate ■ Least Appropriate

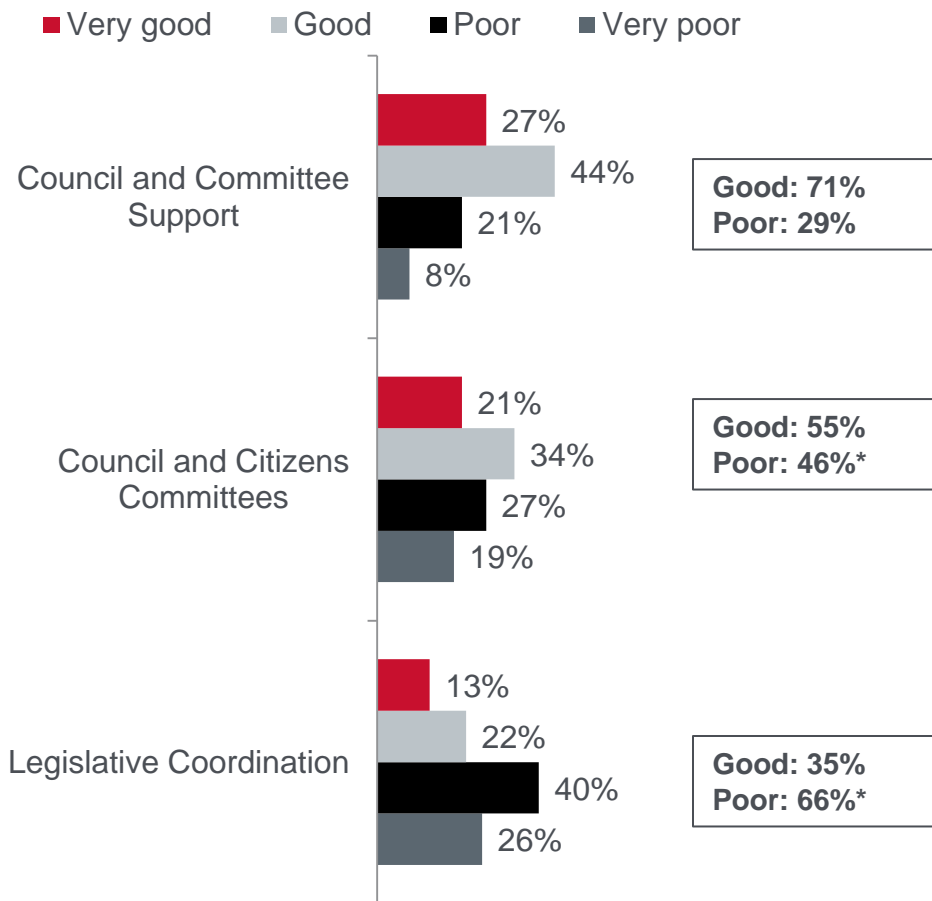


\*Rounding

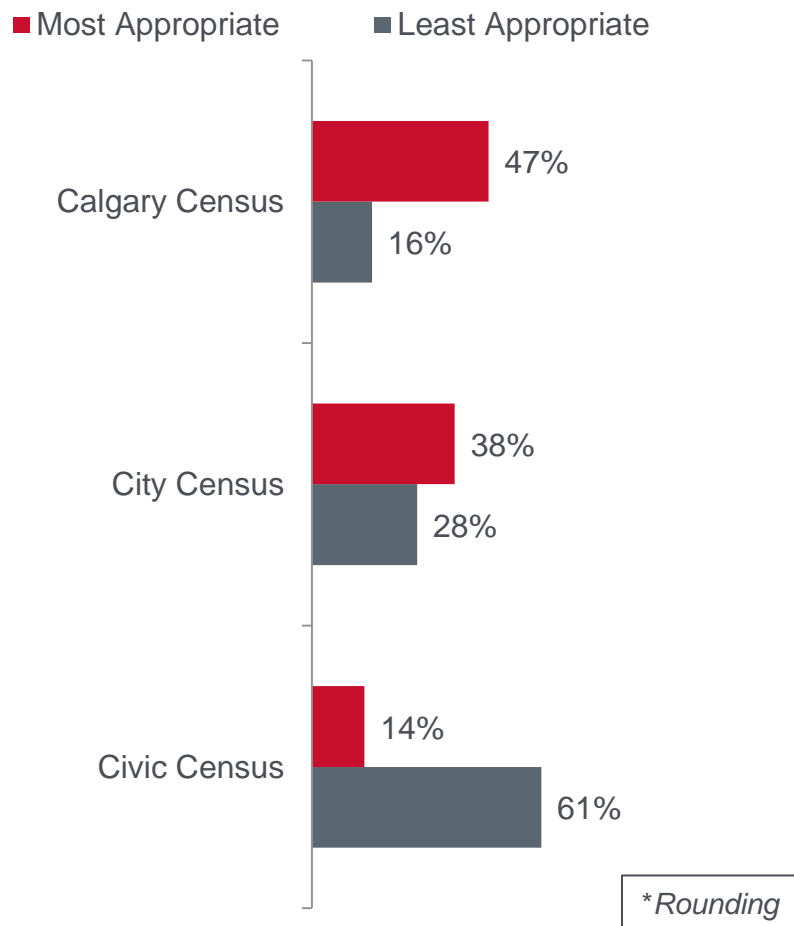
City Clerk’s: This service provides an impartial process for citizens to challenge certain decisions made by The City of Calgary. (Base: Cell 2 n=183)

# Business Unit – City Clerk's

Q.2 Considering this description, how good of a job do these names do at describing the service above?



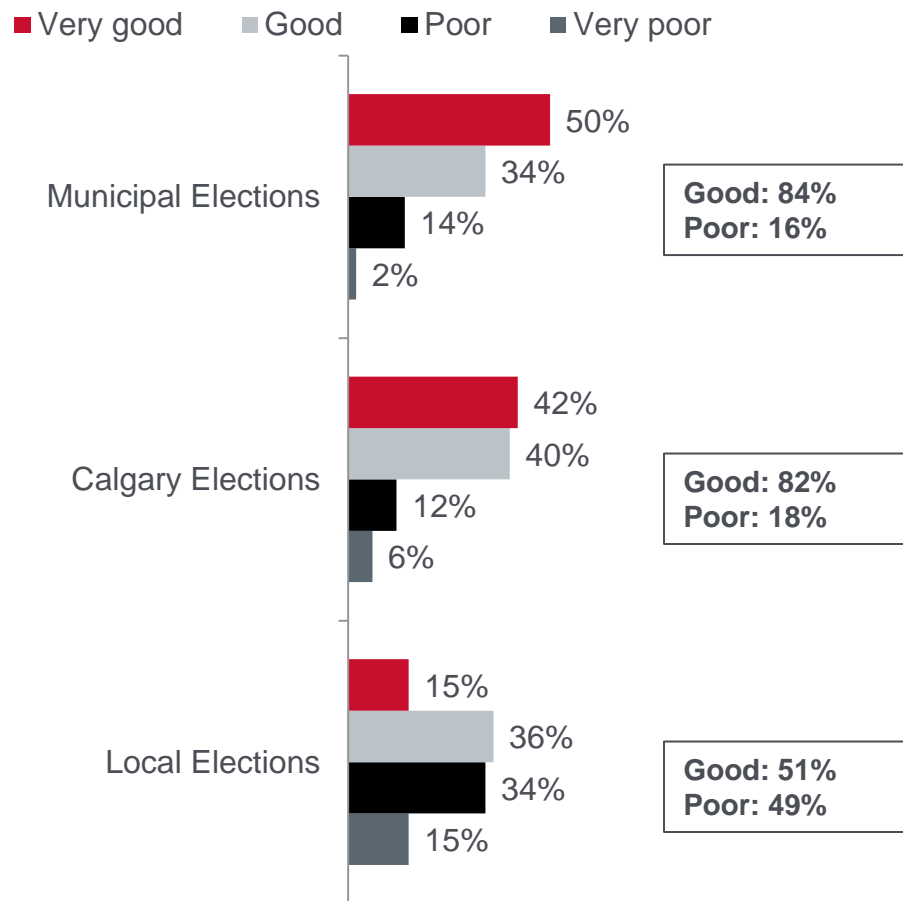
Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



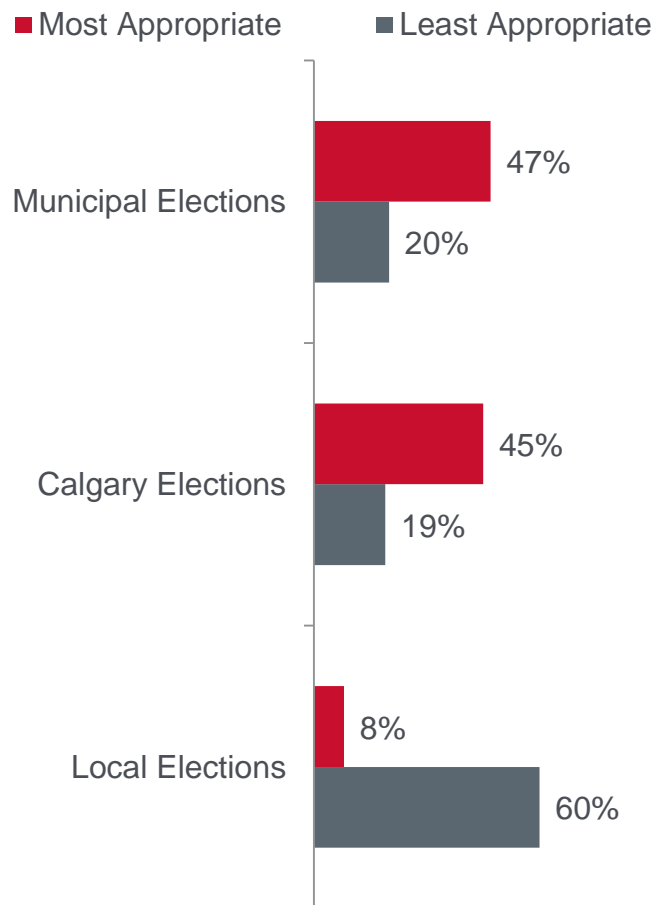
City Clerk's: This service manages official meetings, processes and documents of City Council and its committees. (Base: Cell 2 n=183)

# Business Unit – City Clerk's

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



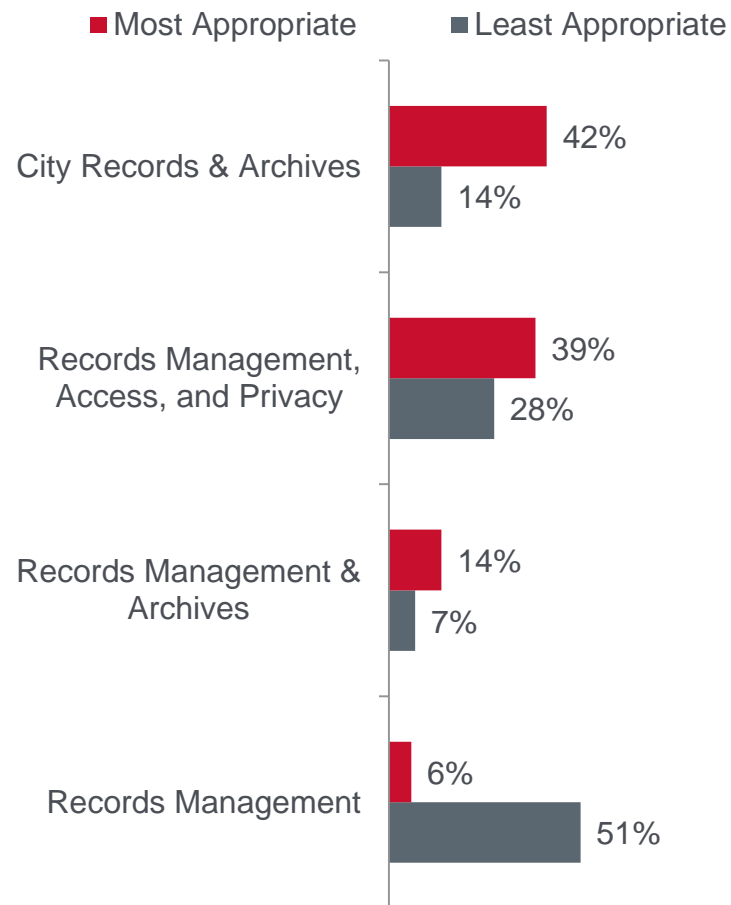
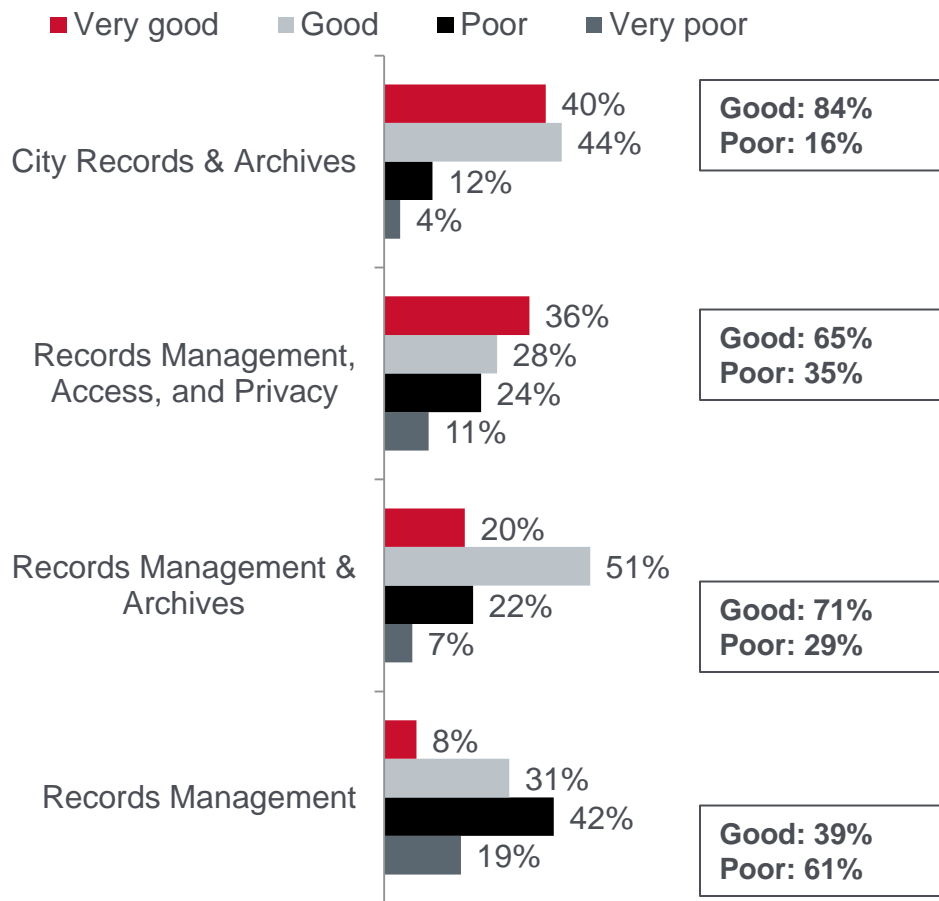
City Clerk's: This service enables citizens to vote for Mayor, Councillors, School Board Trustees, and questions on a ballot.  
(Base: Cell 2 n=183)



# Business Unit – City Clerk's

Q.2 Considering this description, how good of a job do these names do at describing the service above?

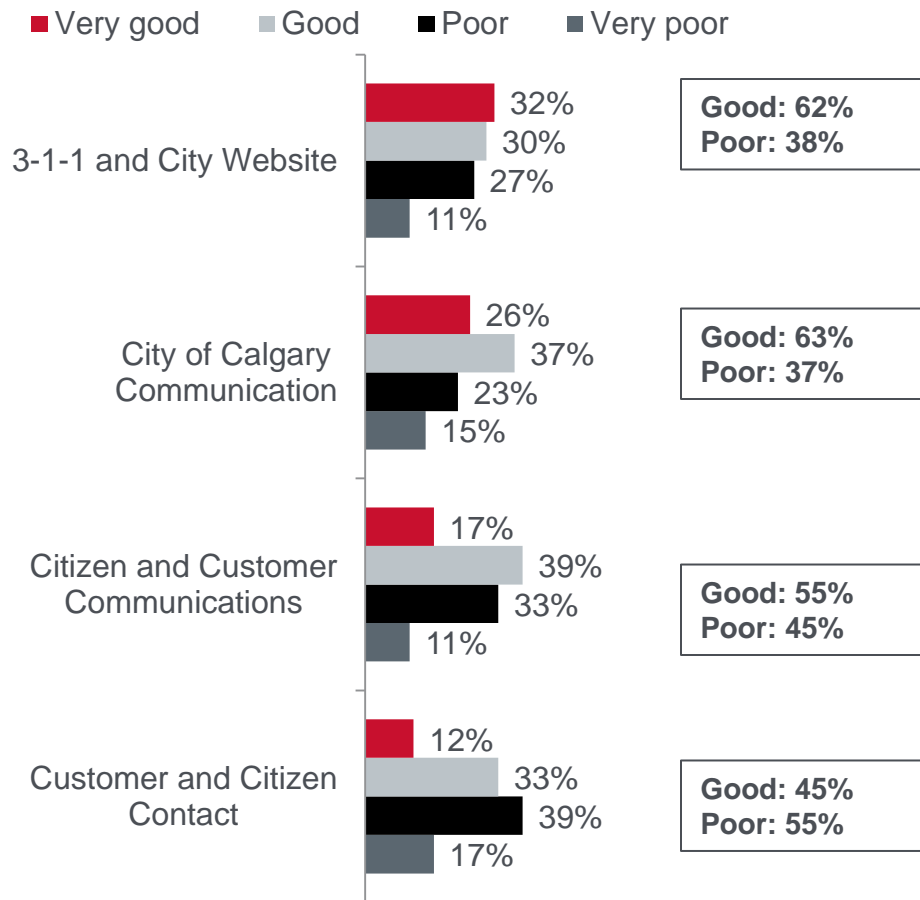
Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



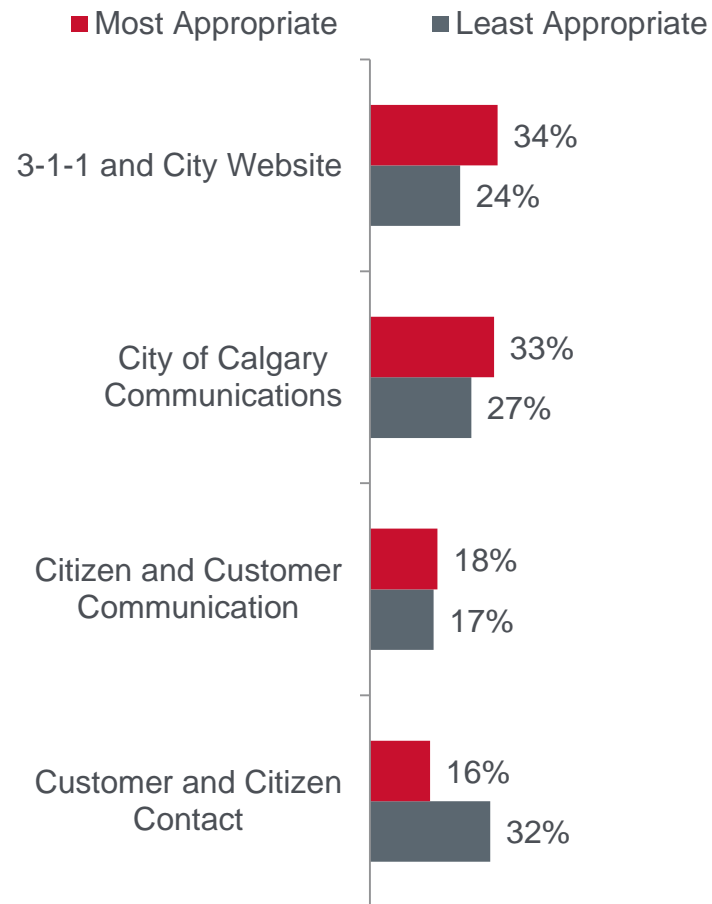
*City Clerk's: This service manages, protects, and preserves City records and documents. This service also manages privacy and access. (Base: Cell 2 n=183)*

## Business Unit – CSC

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

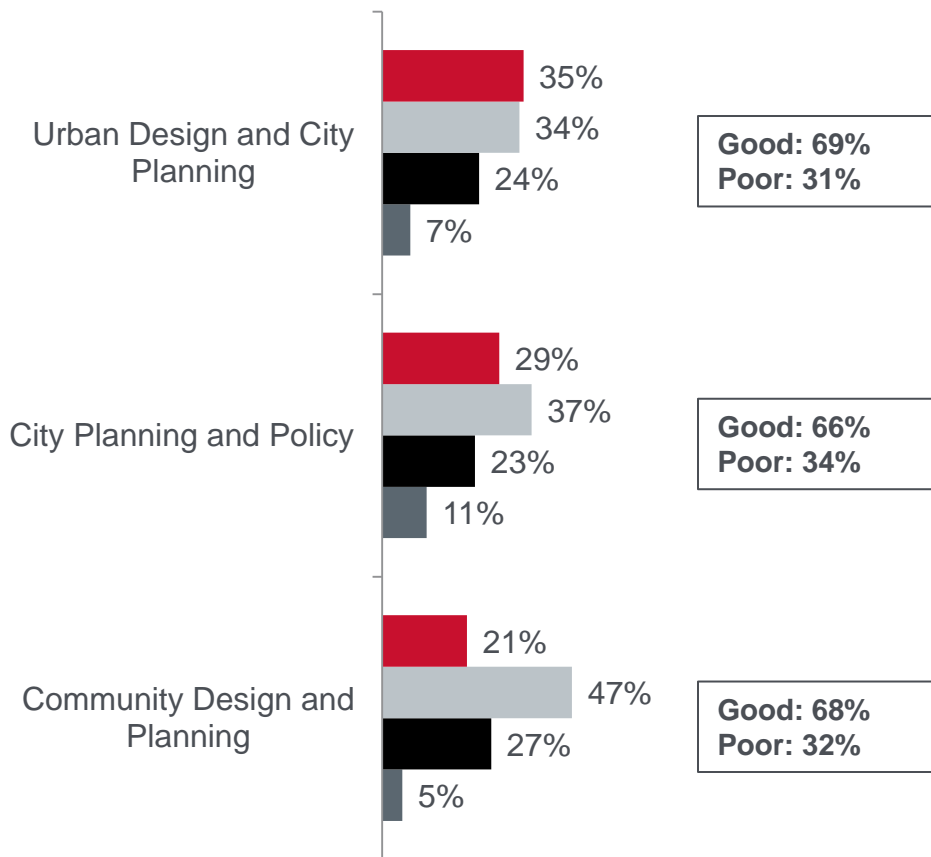


CSC: This service enables citizens and The City to communicate with each other. (Base: Cell 2 n=183)

# Business Unit – Planning and Development

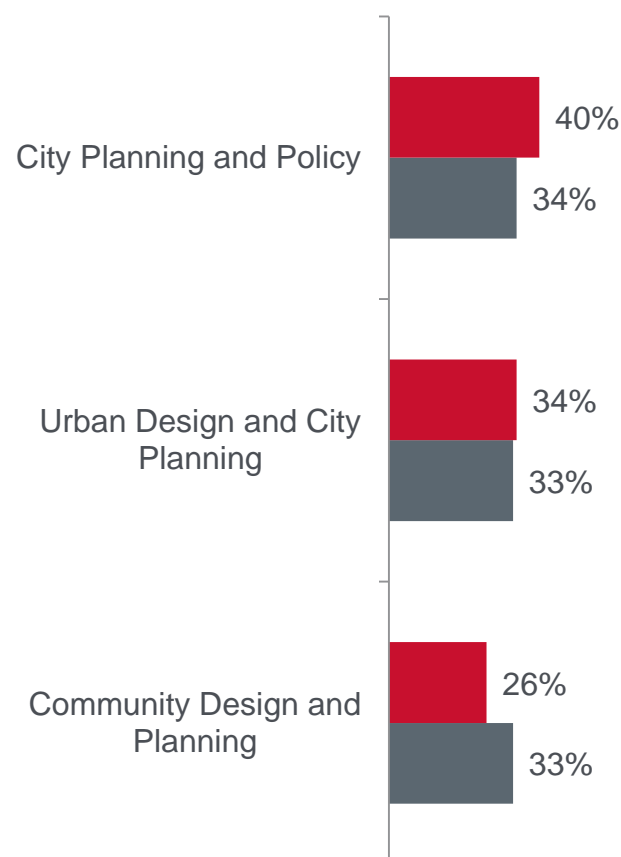
Q.2 Considering this description, how good of a job do these names do at describing the service above?

■ Very good ■ Good ■ Poor ■ Very poor



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Most Appropriate ■ Least Appropriate



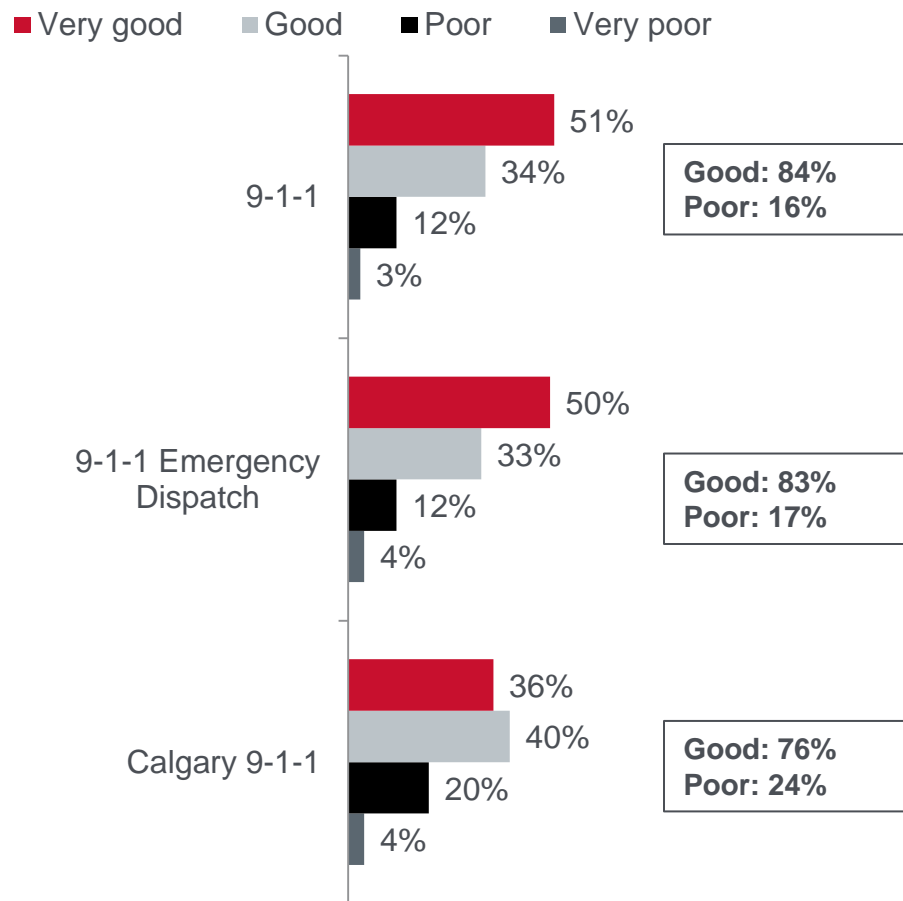
*Planning and Development: This service creates policies to guide development or re-development. (Base: Cell 2 n=183)*

## Business Unit Name Testing: Cell 3

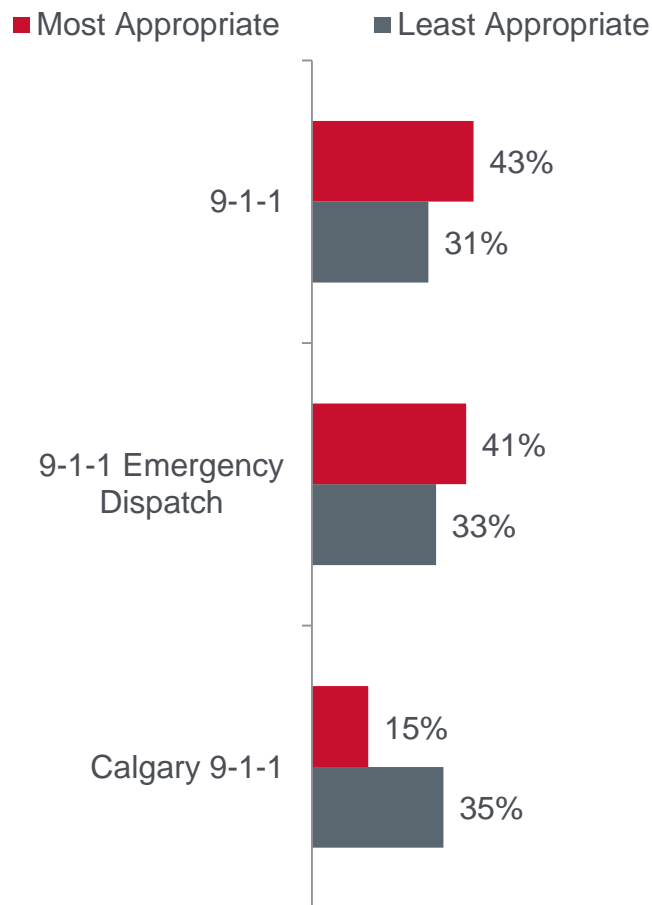


# Business Unit – Calgary 9-1-1

Q.2 Considering this description, how good of a job do these names do at describing the service above?



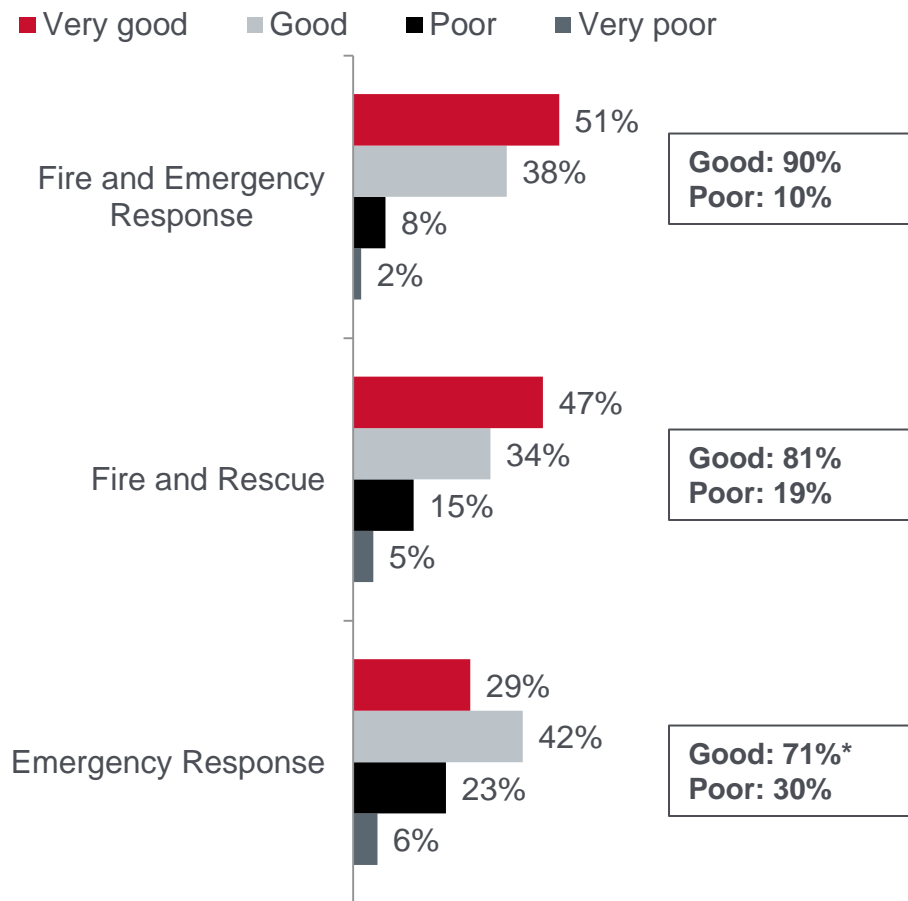
Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



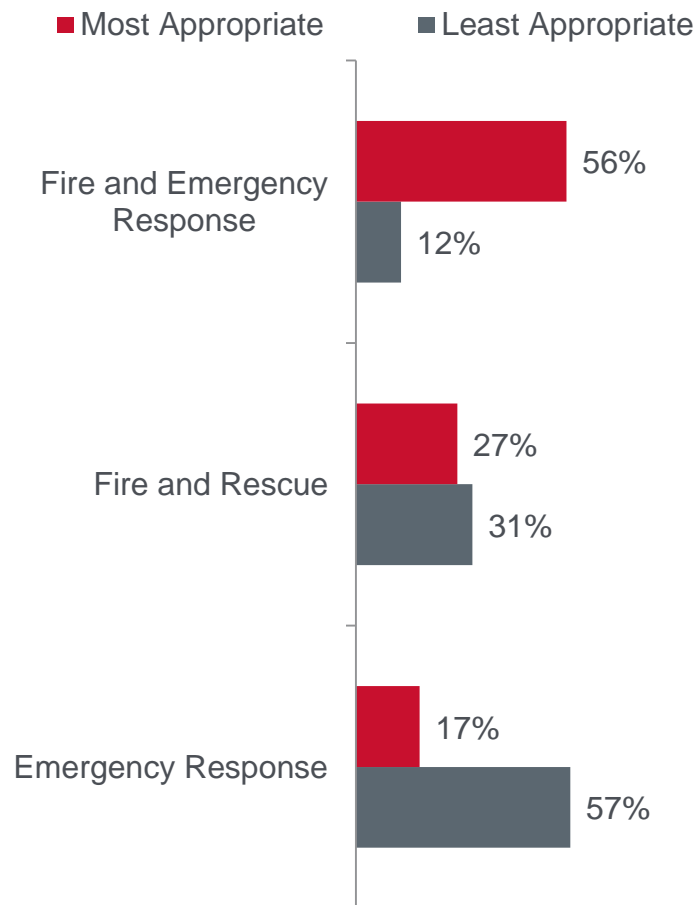
Calgary 9-1-1: This service responds to emergency calls and sends emergency responders. (Base: Cell 3 n=186)

# Business Unit – Calgary Fire Department

Q.2 Considering this description, how good of a job do these names do at describing the service above?



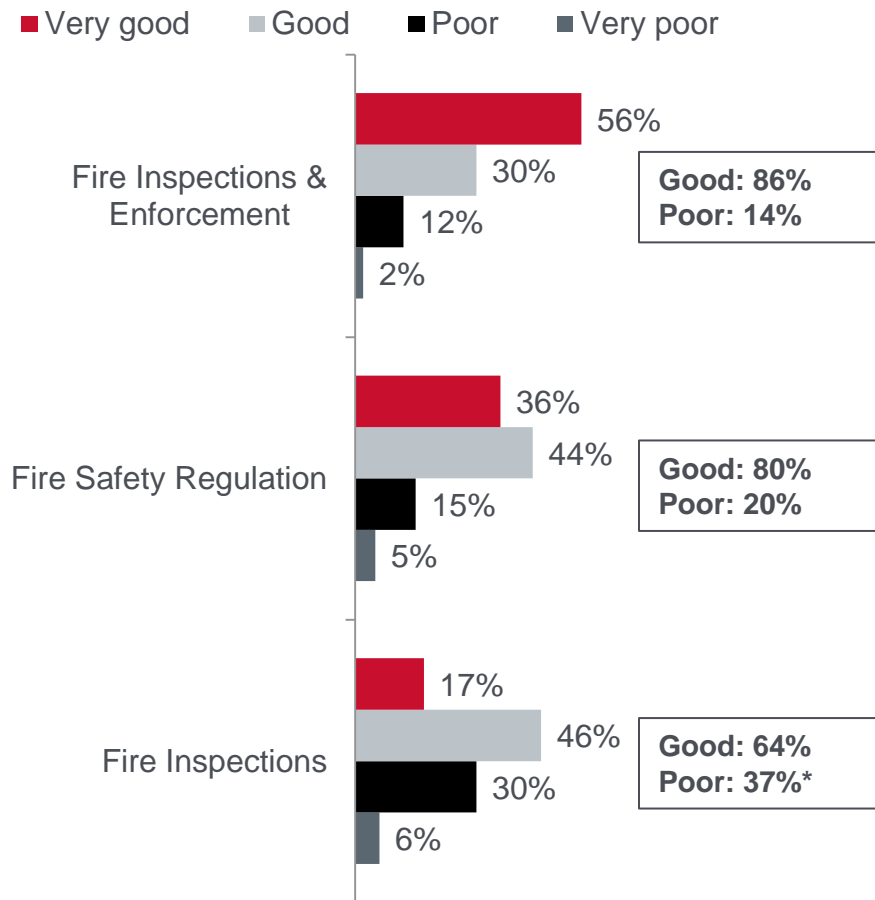
Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



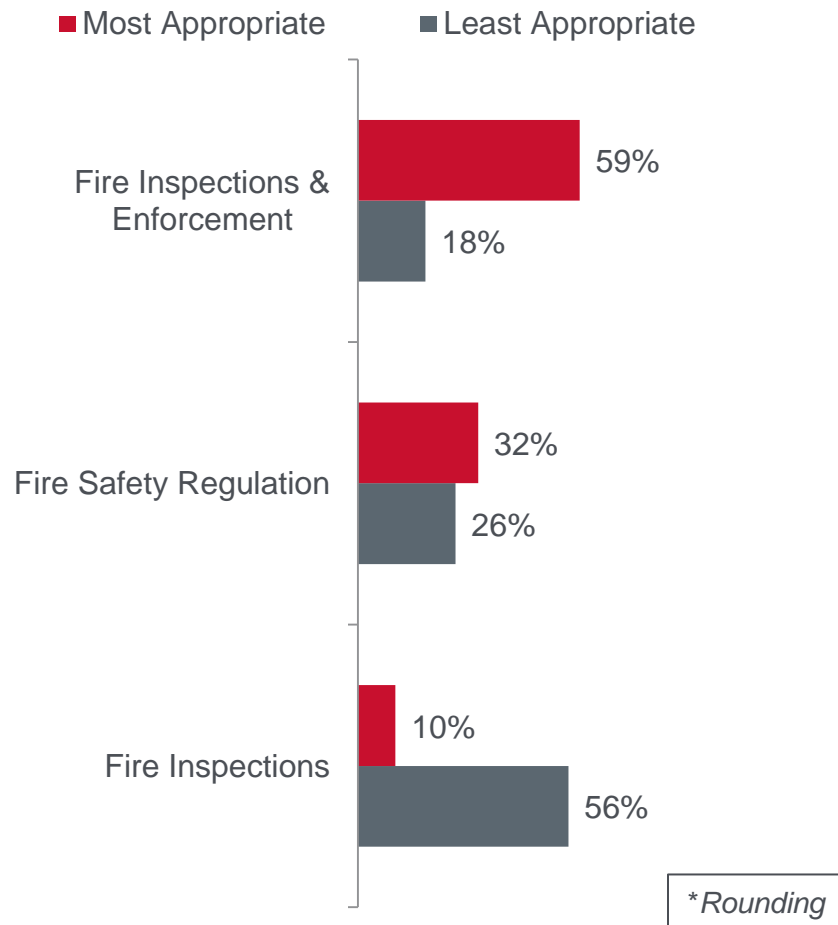
Calgary Fire Department: This service provides emergency response support for fires, medical incidents, accidents and hazardous material incidents. (Base: Cell 3 n=186)

## Business Unit – Calgary Fire Department (cont'd.)

Q.2 Considering this description, how good of a job do these names do at describing the service above?



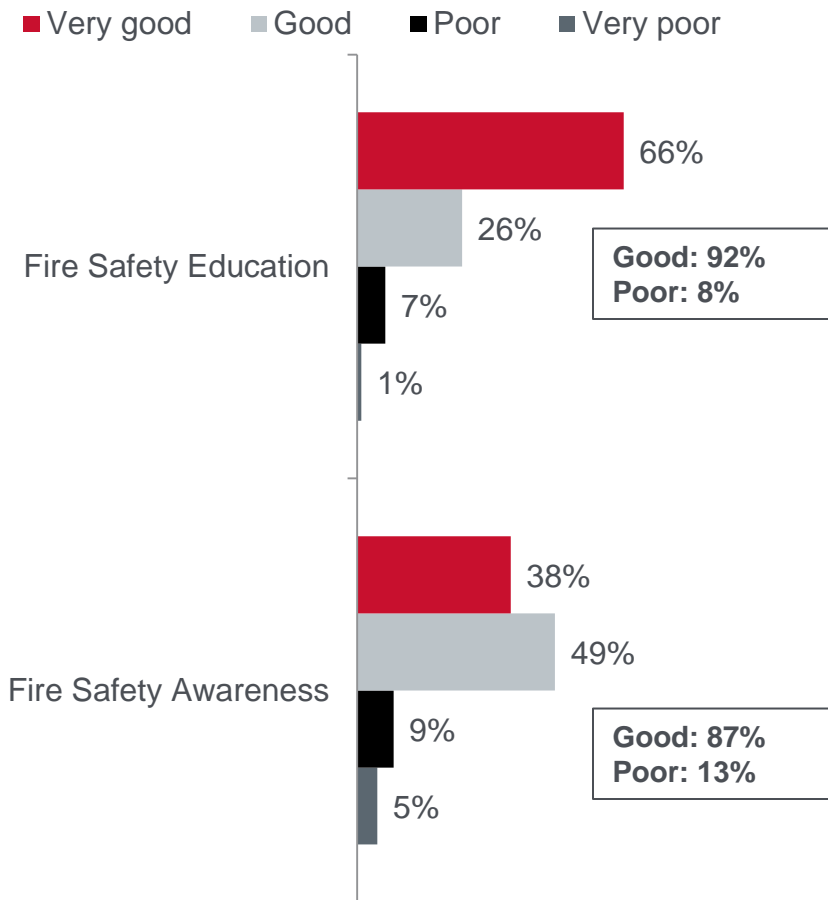
Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



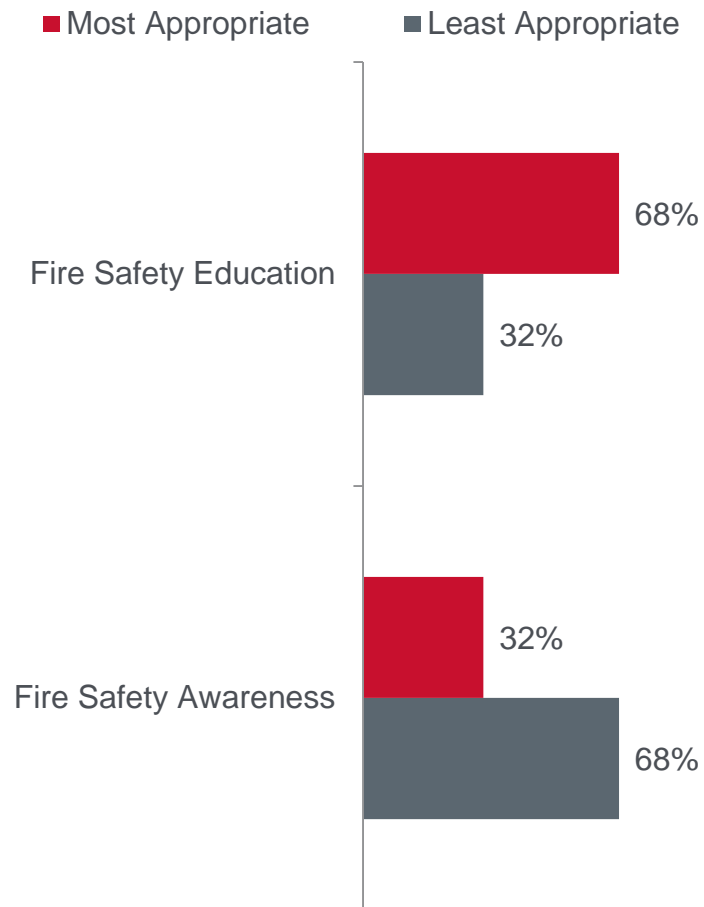
Calgary Fire Department: This service helps businesses comply with fire safety regulations. (Base: Cell 3 n=186)

## Business Unit – Calgary Fire Department (cont'd.)

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



Calgary Fire Department: This service provides fire safety education. (Base: Cell 3 n=186)



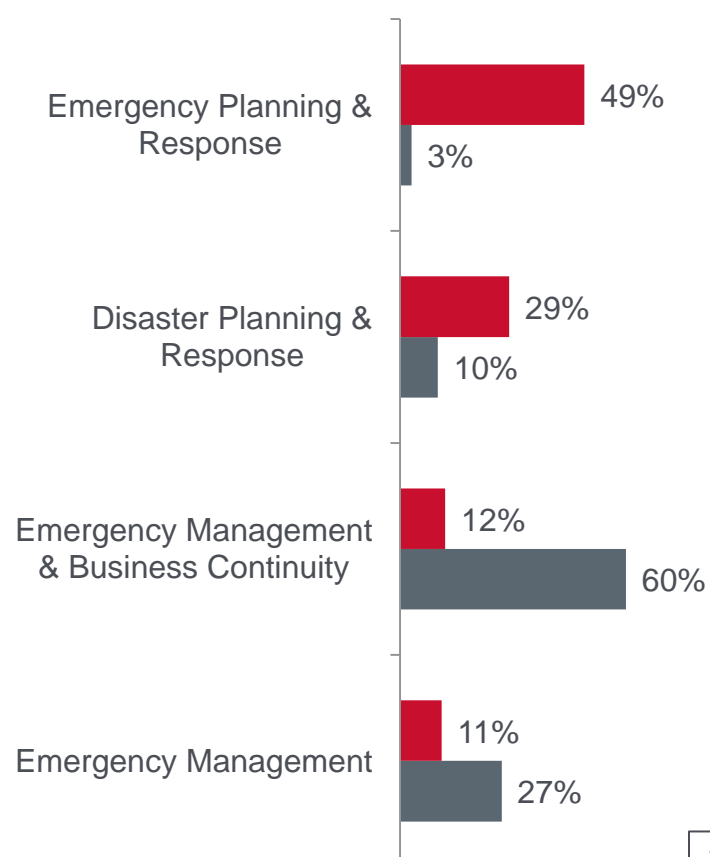
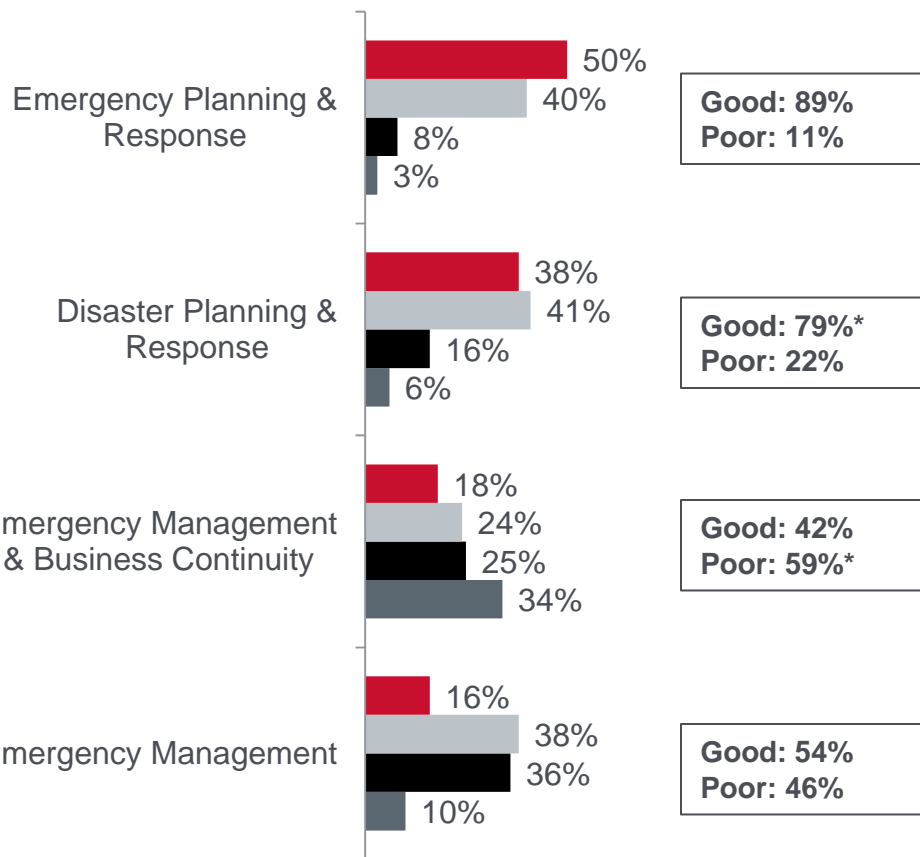
# Business Unit – CEMA

Q.2 Considering this description, how good of a job do these names do at describing the service above?

Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Very good ■ Good ■ Poor ■ Very poor

■ Most Appropriate ■ Least Appropriate

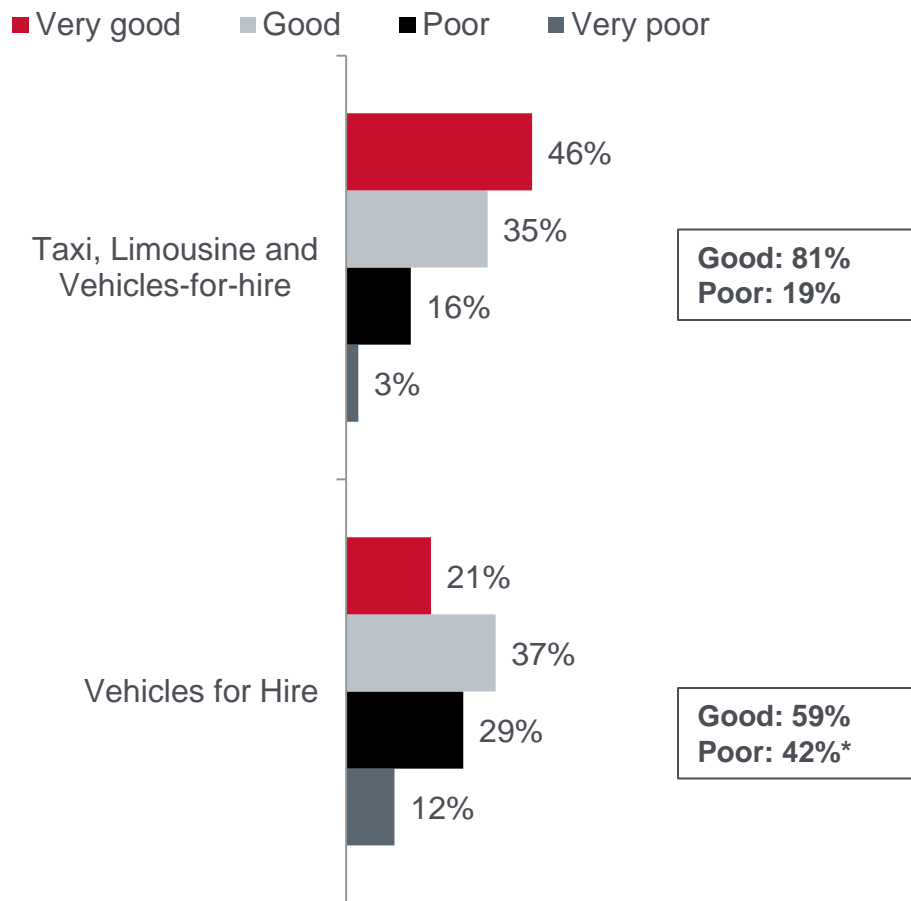


\*Rounding

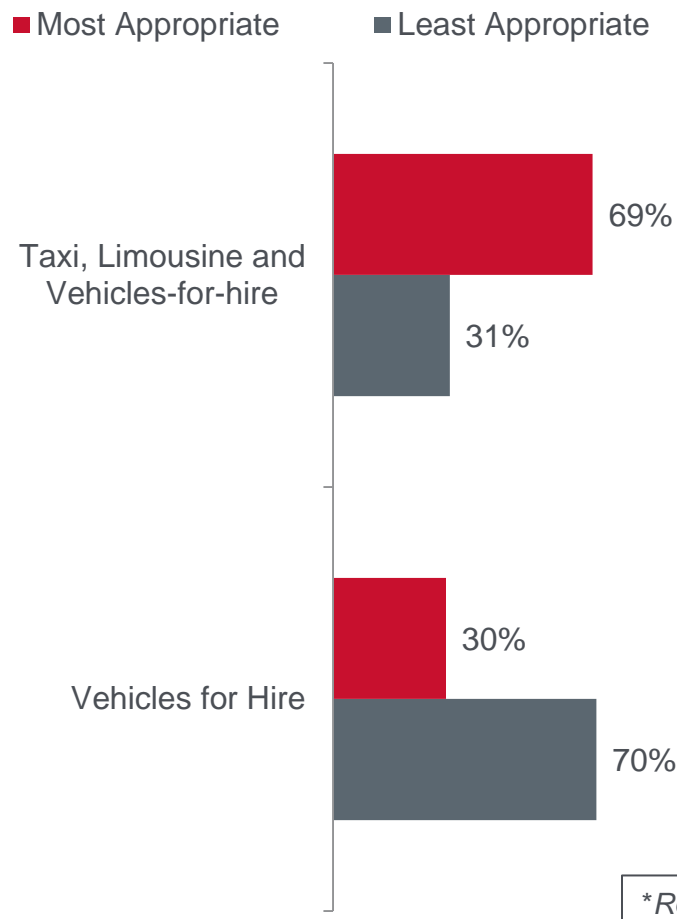
CEMA: This service coordinates and supports stakeholders to prepare, respond and recover from disasters and emergencies in Calgary. (Base: Cell 3 n=186)

# Business Unit – Calgary Community Standards

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

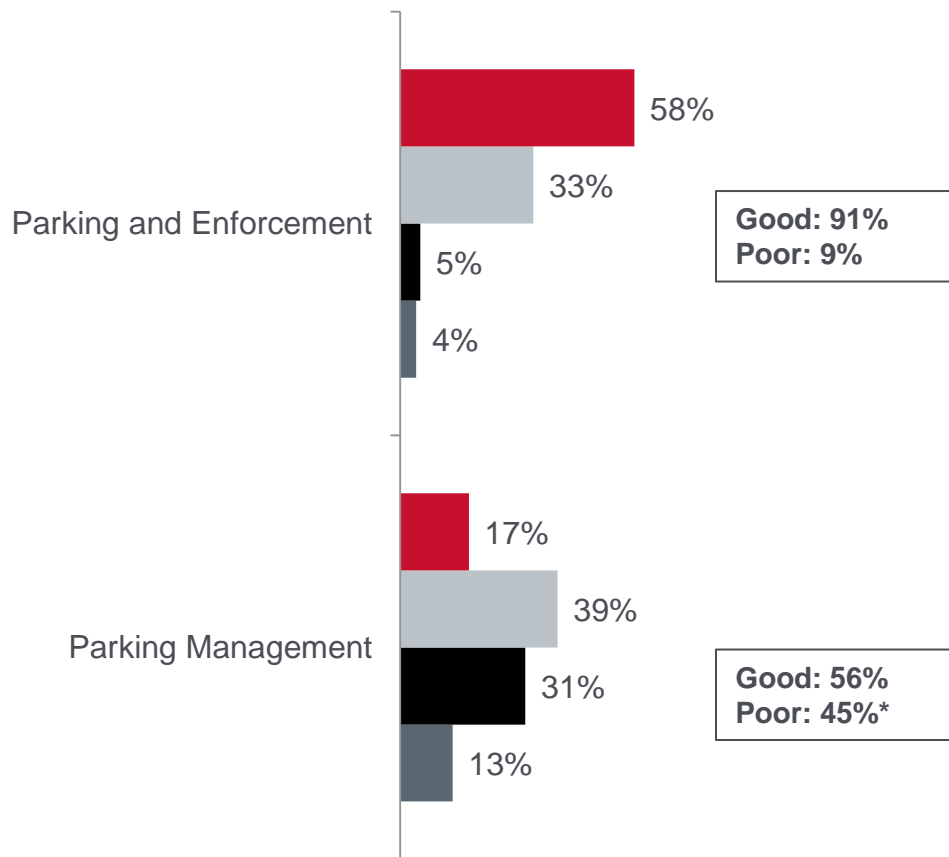


Calgary Community Standards: This service ensures taxi and vehicle-for-hire bylaw compliance through enforcement and education. (Base: Cell 3 n=186)

# Business Unit – Calgary Parking Authority

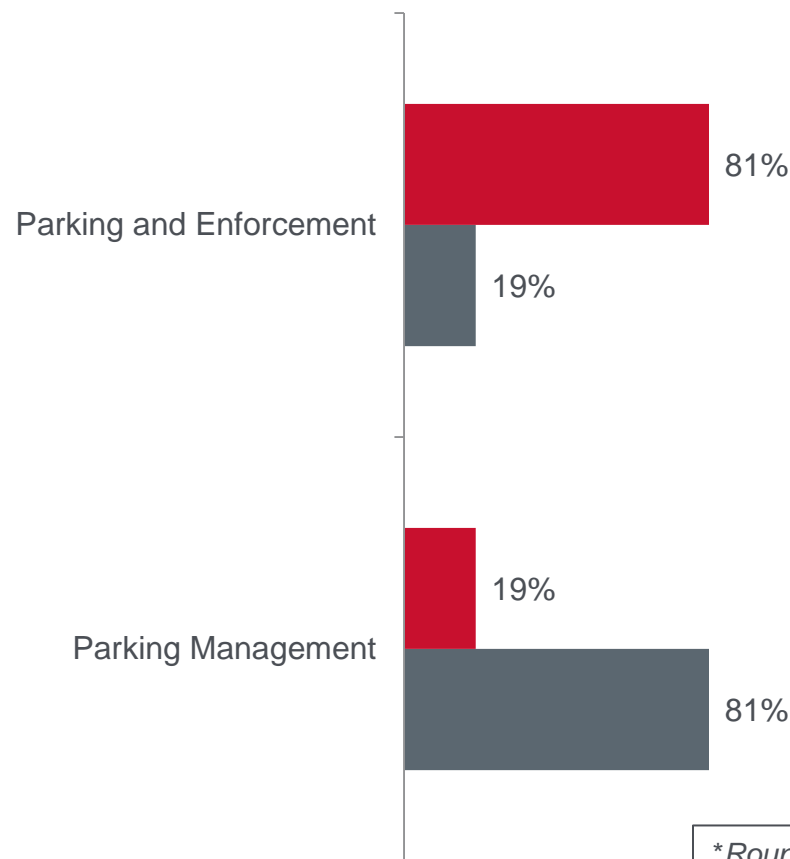
Q.2 Considering this description, how good of a job do these names do at describing the service above?

■ Very good ■ Good ■ Poor ■ Very poor



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Most Appropriate ■ Least Appropriate

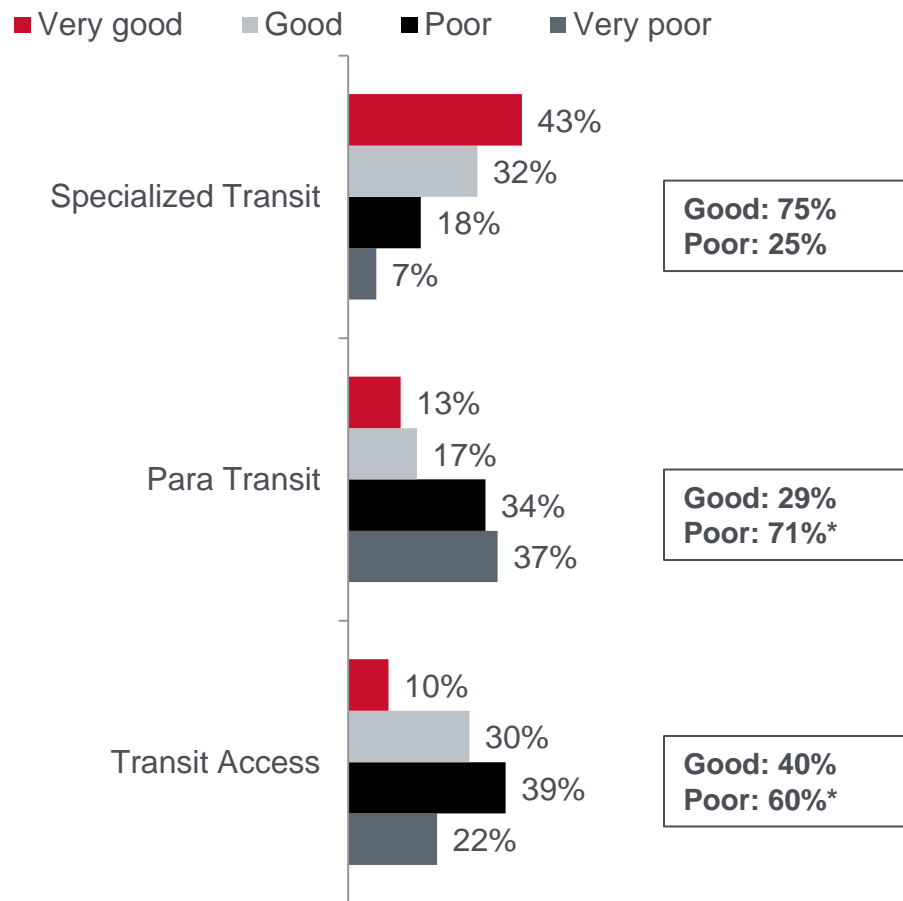


\*Rounding

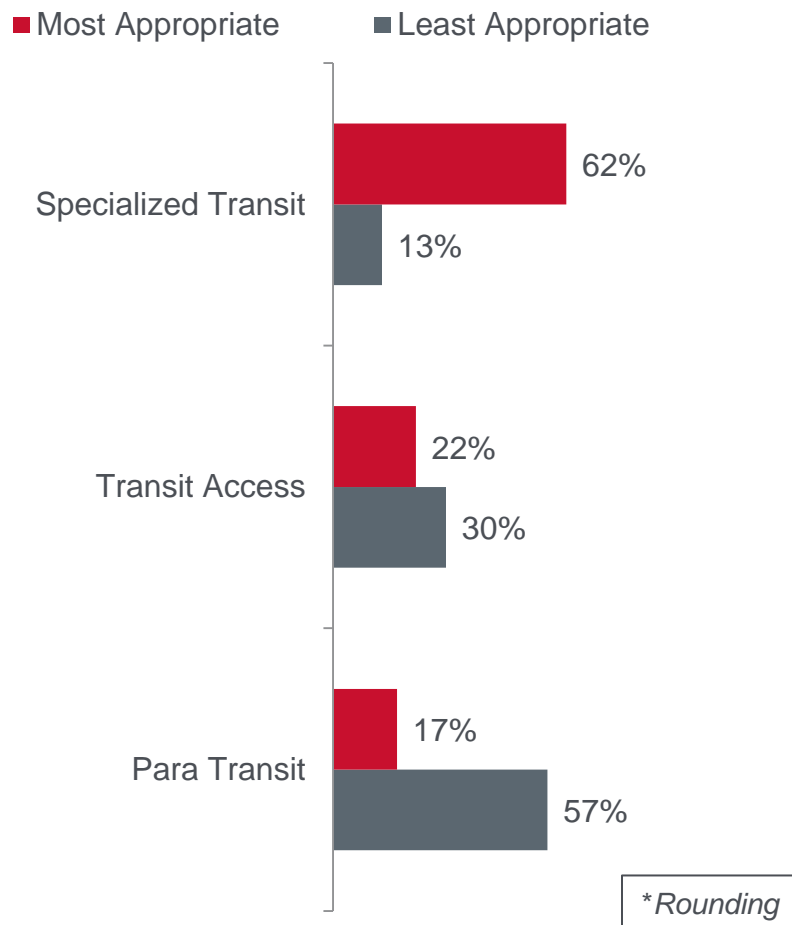
Calgary Parking Authority: This service manages Calgary Parking lots and spaces and enforces parking regulations. (Base: Cell 3 n=186)

# Business Unit – Calgary Transit

Q.2 Considering this description, how good of a job do these names do at describing the service above?



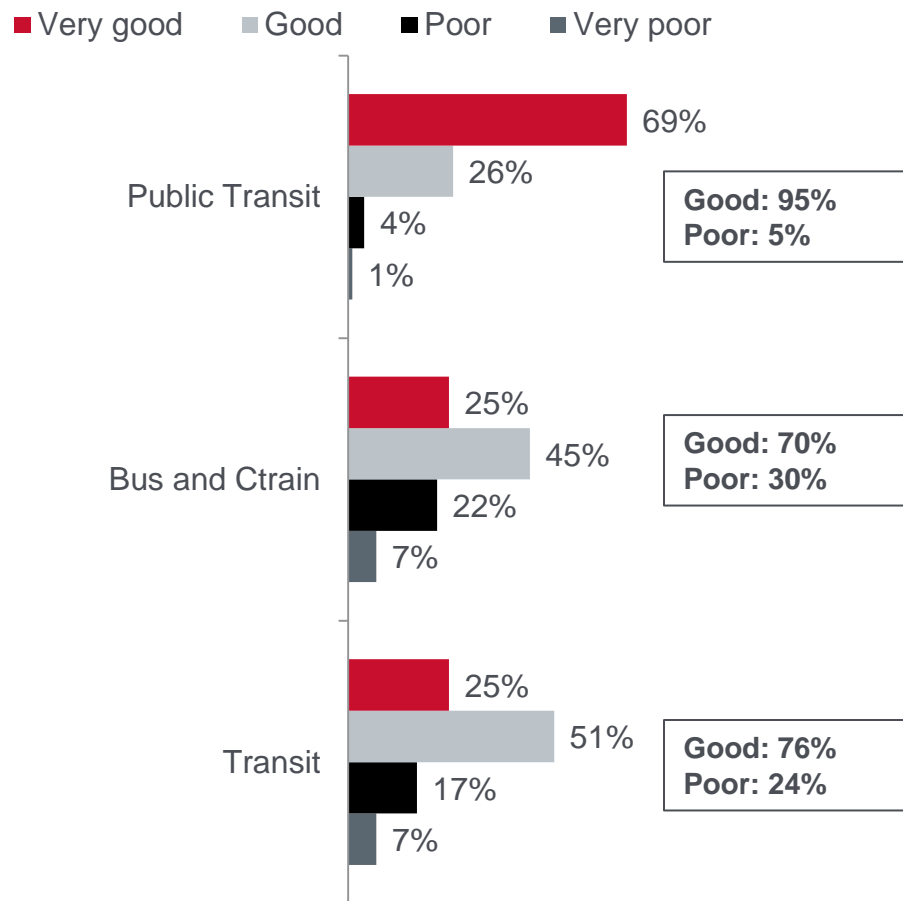
Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



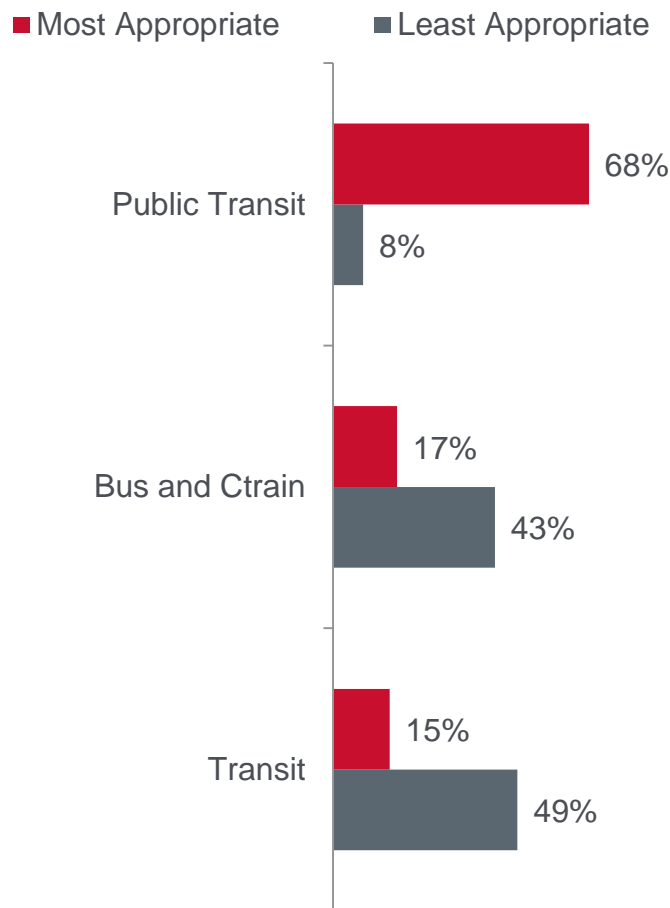
Calgary Transit: This service provides specialized transportation (specialized buses, vans and taxis) for citizens with disabilities to help them move from place to place safely, reliably, affordably and easily. (Base: Cell 3 n=186)

## Business Unit – Calgary Transit (cont'd.)

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



*Calgary Transit: This service provides train and bus transportation for citizens to help them get from place to place safely, reliably, affordably and easily. (Base: Cell 3 n=186)*

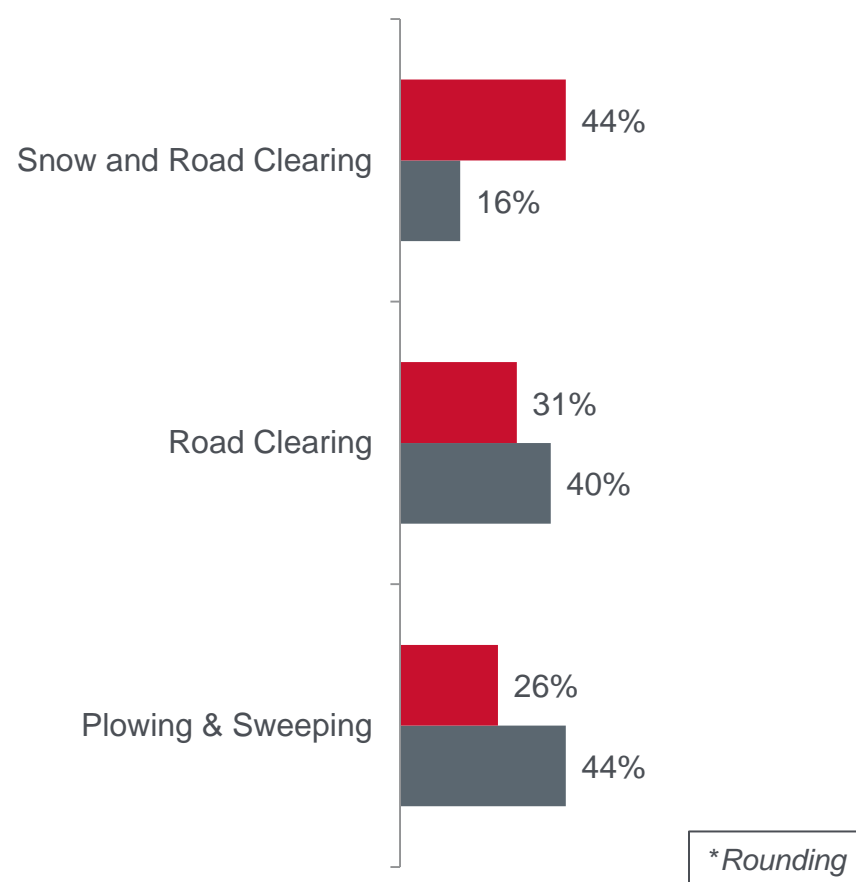
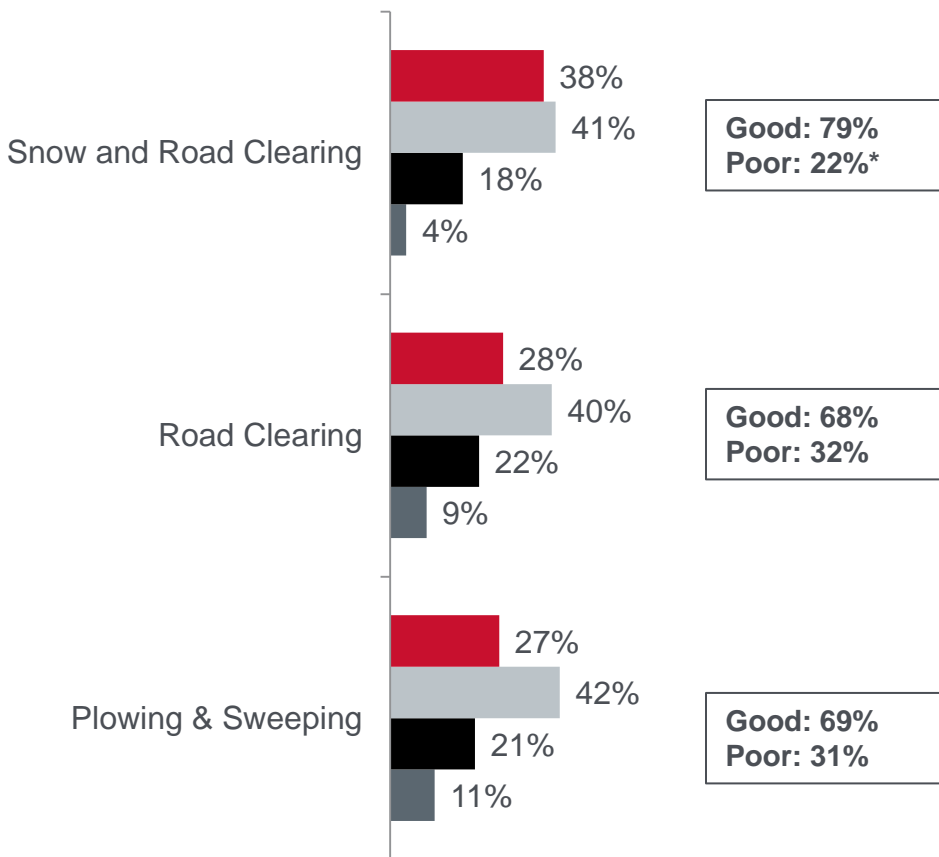
# Business Unit – Roads

Q.2 Considering this description, how good of a job do these names do at describing the service above?

Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Very good ■ Good ■ Poor ■ Very poor

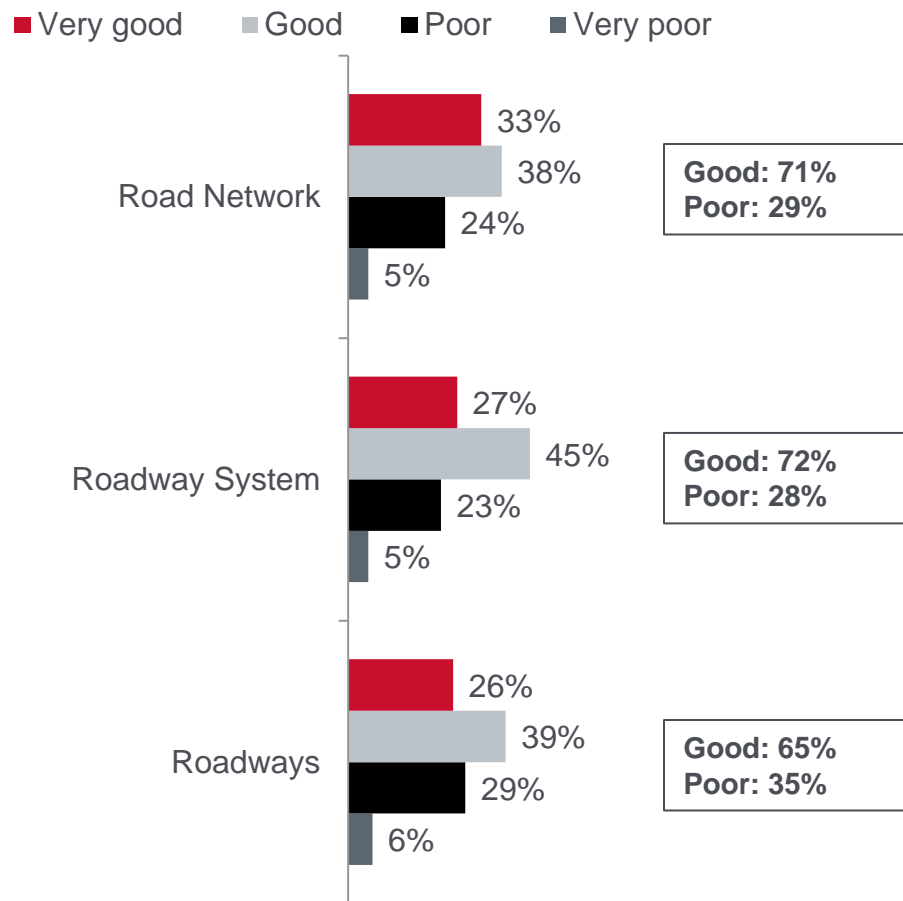
■ Most Appropriate ■ Least Appropriate



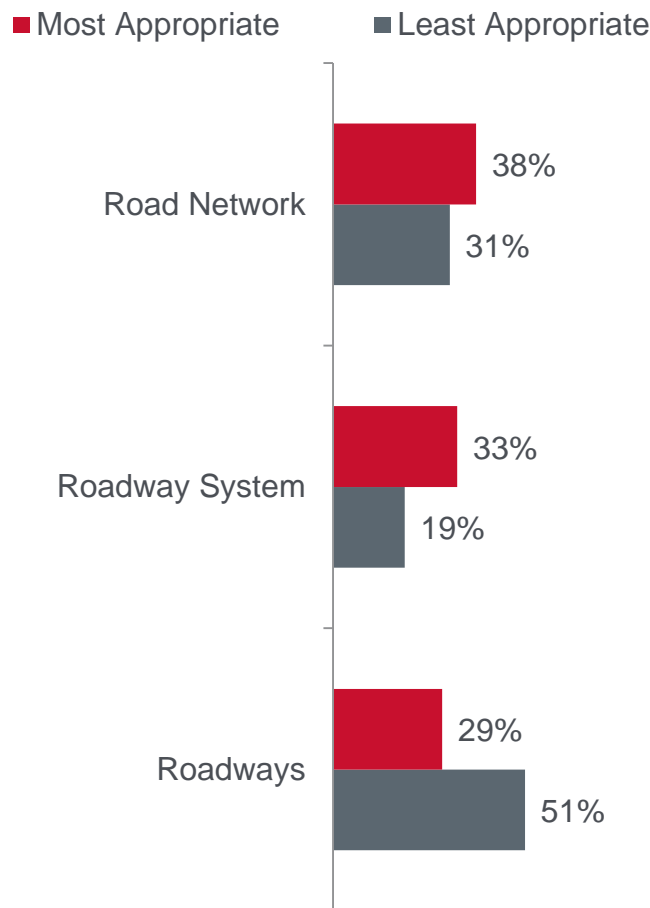
Roads: This service maintains clear roadways, sidewalks and pathways to ensure citizens can travel safely and reliably throughout Calgary. (Base: Cell 3 n=186)

## Business Unit – Roads (cont'd.)

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.



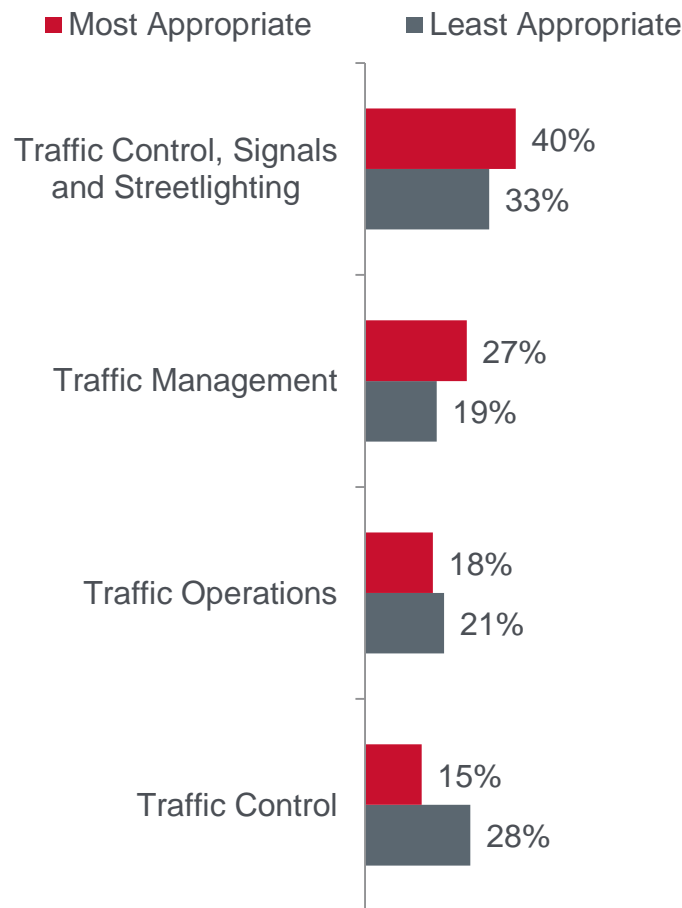
Roads: This service provides roads that enable citizens to travel throughout Calgary. (Base: Cell 3 n=186)

## Business Unit – Roads (cont'd.)

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

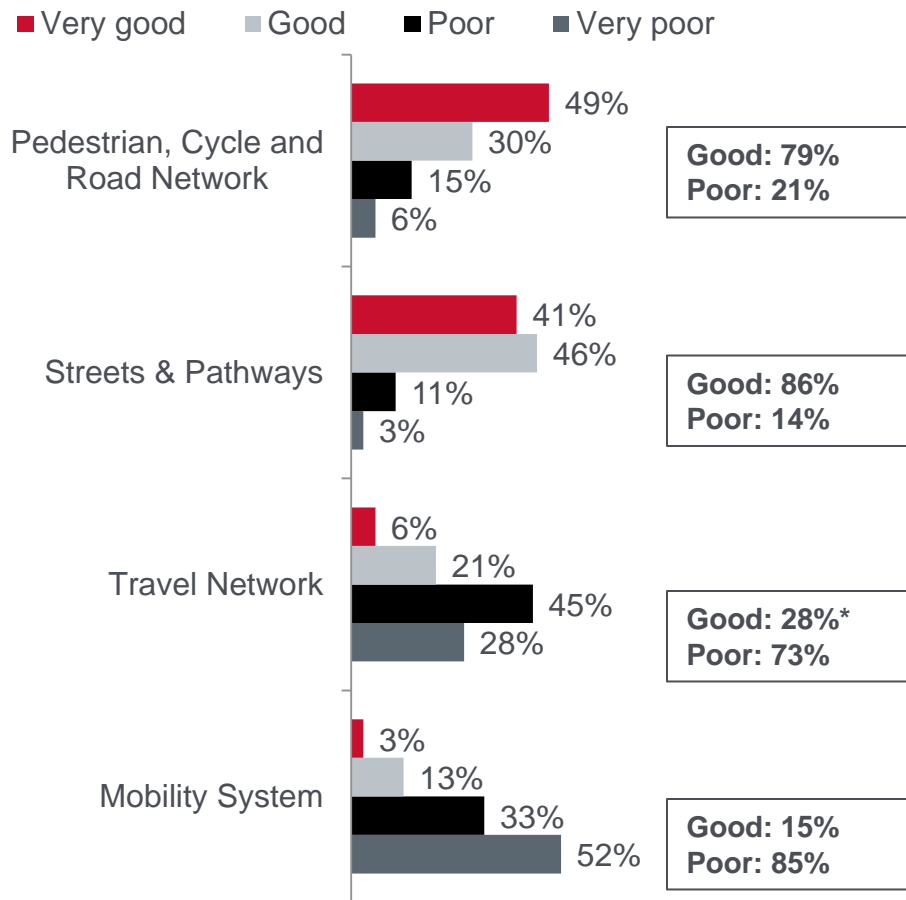


Roads: This service coordinates traffic flow to enable citizens to travel safely and reliably. (Base: Cell 3 n=186)

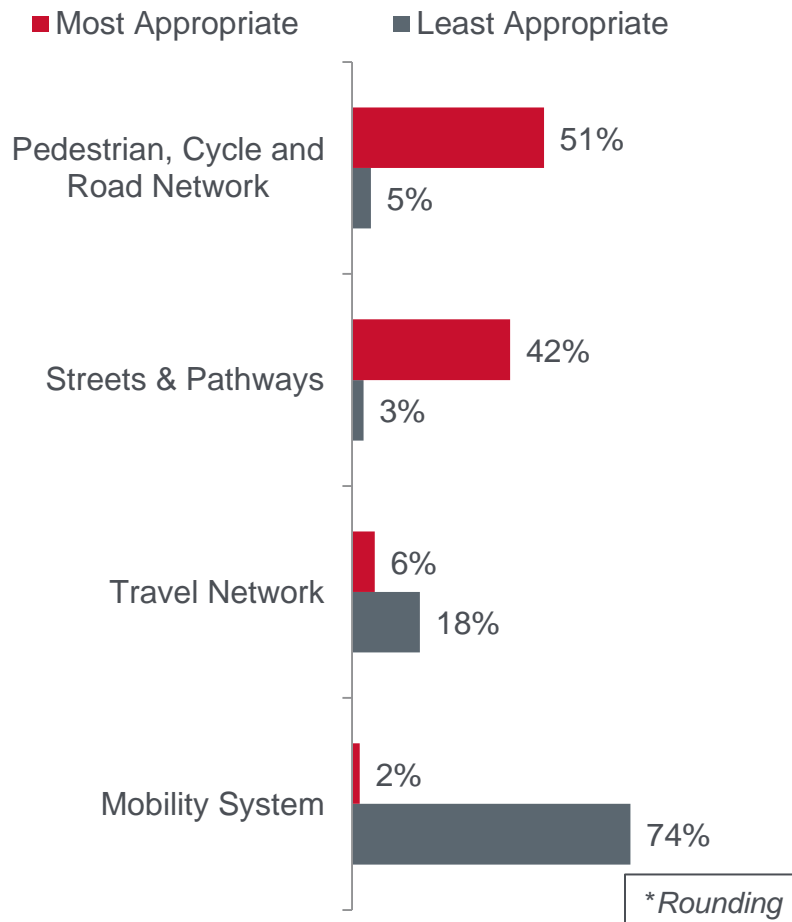


# Business Unit – Roads and Parks

Q.2 Considering this description, how good of a job do these names do at describing the service above?



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

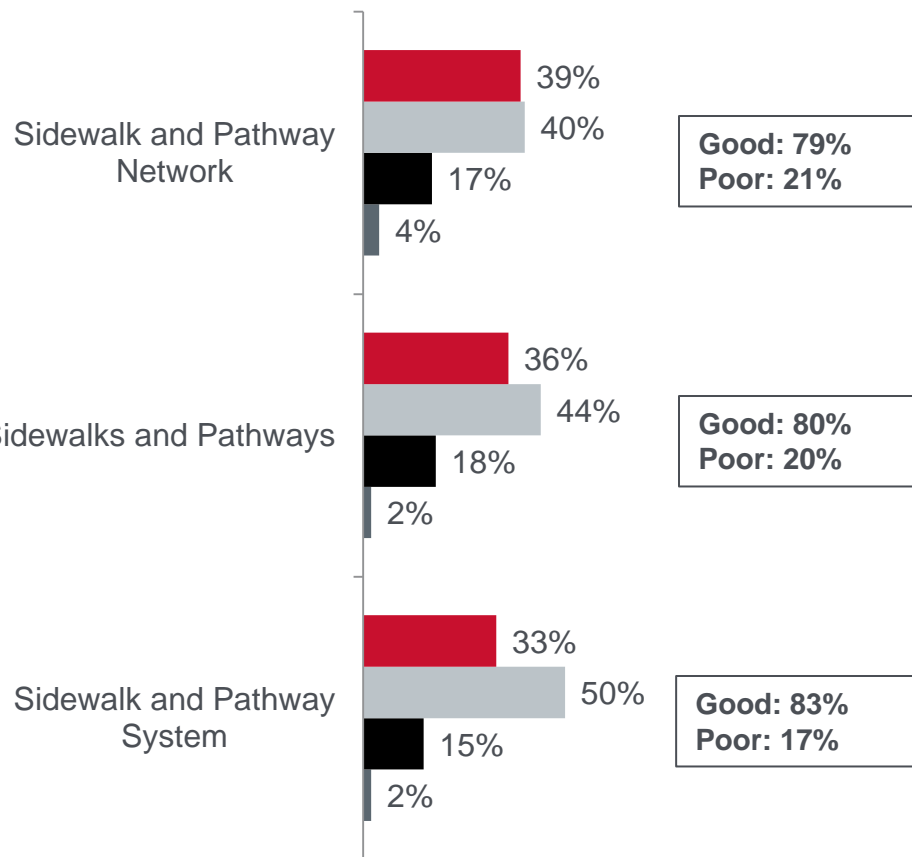


*Roads and Parks: This service provides a network of roads, sidewalks, pathways and trails enabling citizens to move throughout Calgary. (Base: Cell 3 n=186)*

## Business Unit – Roads and Parks (cont'd.)

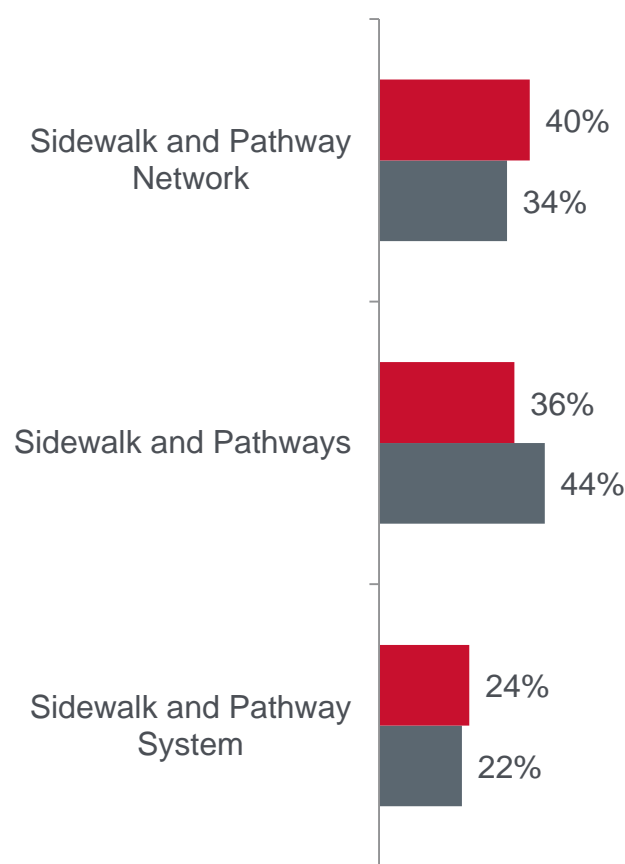
Q.2 Considering this description, how good of a job do these names do at describing the service above?

■ Very good ■ Good ■ Poor ■ Very poor



Q3. Considering this description, please rank the names from “least appropriate” to “most appropriate”.

■ Most Appropriate ■ Least Appropriate



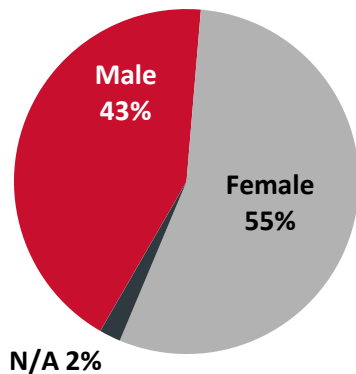
*Roads and Parks: This service provides a network of sidewalks, pathways and trails enabling citizens to travel throughout Calgary. (Base: Cell 3 n=186)*



## Demographics



## Gender



## Age

18 to 24	4%
25 to 34	10%
35 to 44	26%
45 to 54	26%
55 to 64	21%
65 or more	12%

## Education

Completed high school or less	7%
Some post secondary or college diploma	29%
Completed university undergraduate or post-graduate degree	62%
No response	2%

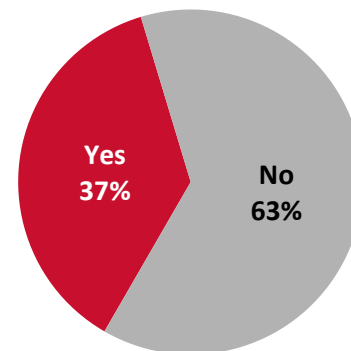
## Income

<\$30,000	5%
\$30,000 to <\$45,000	5%
\$45,000 to <\$60,000	7%
\$60,000 to <\$75,000	7%
\$75,000 to <\$90,000	9%
\$90,000 to <\$105,000	8%
\$105,000 to <\$120,000	8%
\$120,000 or more	33%
No response	18%

## People in Household

1	16%
2	40%
3	17%
4	17%
5	7%
6 or more	2%

## Children in Household



*Note: Total may not sum to 100% due to rounding.*





## Contact

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