



# 2016 Citizen Satisfaction Survey

## Ward 2 Final Report

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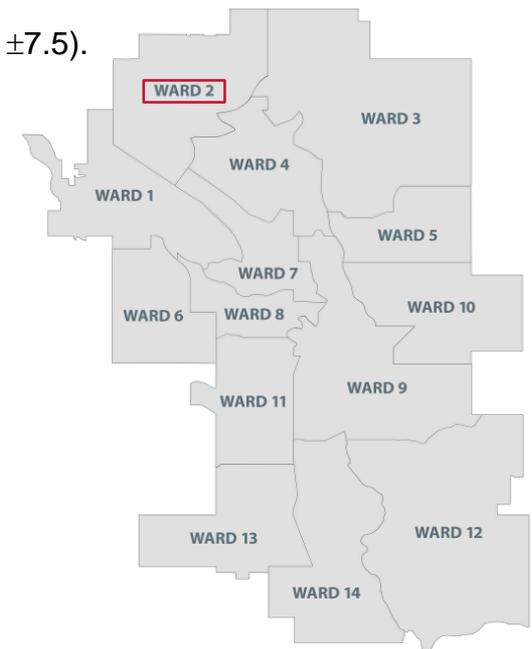
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- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 18th and September 6th, 2016.
  - Both landline (70%) and cell phone (30%) sample were used.
  - The average interview length was 31 minutes.
- ❖ Final data were weighted to ensure the overall sample's quadrant, ward and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2011 Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,500 is  $\pm 2.0$  percentage points, 19 times out of 20.
  - A total of 174 interviews were conducted with residents of Ward 2 (MOE  $\pm 7.5$ ).
- ❖ Research Note on significant differences:
  - Throughout, City Wide results are compared to results from Ward 2.
    - $\uparrow$  indicates a number is significantly higher than City Wide.
    - $\downarrow$  indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2016 results for Ward 2 are compared to those from 2015.
  - Only significant differences are shown.





## Summary of Key Findings



- ❖ The last twelve months have proven to be difficult for our city, with the impacts of a slowed economy being felt more acutely than in 2015. With Calgary's unemployment rate climbing from 6.8% in 2015 to 8.6% in 2016, downtown office vacancy rates at near record levels, and the value of building permits forecasted to be significantly lower than 2015, speculation continues about whether we will see an upswing as we move into 2017.
- ❖ Despite facing challenging times, many Calgarians as a whole remain resilient. A number of surveys, including this one, report that people have a generally optimistic view about the future, and perceptions of their overall quality of life is still quite strong.
- ❖ Our research suggests that Calgarians are looking to government – Federal, Provincial, and Municipal – for leadership and sound investment to strengthen and diversify our economy moving forward. However, Calgarians are also looking to government to be more watchful and aware of how their tax dollars are being spent.
- ❖ This year's Citizen Satisfaction Survey presents a narrative that highlights some **shifts in perceptions that can likely be attributed to the economic downturn**. It is an important editorial note for those reviewing this year's survey.

# Key Findings: Quality of Life

**Among Ward 2 residents, perceptions about the quality of life in Calgary are extremely strong, generally more positive than City Wide, and improved from 2015 on several metrics.**

- ❖ Nine-in-ten (90%) Ward 2 residents say the quality of life in Calgary today is ‘good,’ 7 percentage points higher than City Wide (83%).
- ❖ As with City Wide, in 2016 fewer Ward 2 residents say the quality of life in Calgary has ‘improved’ over the past three years (16% vs. 26% in 2015 vs. 40% in 2014), however, perceptions of a ‘worsened’ quality of life remain steady at 32% (consistent with 30% in 2015, though up from 16% in 2014).
  - In contrast, ‘worsened’ ratings have increased 12 points from 2015 to 2016 City Wide.
- ❖ Further, Ward 2 residents are more connected to Calgary and have a more positive outlook for the future compared to the broader Calgary public.
  - ‘I am proud to be Calgarian’ – 95% agree, statistically higher than 90% City Wide and up 7 percentage points from 2015 (88%).
  - ‘I am proud to live in my neighborhood’ – 96% agree, statistically higher than 88% City Wide and up 8 percentage points from 2015 (88%).
  - ‘Calgary is moving in the right direction to ensure a high quality of life for future generations’ – 74% agree, statistically higher than 66% City Wide (it is also notable that ‘disagree’ ratings are down 9 percentage points from 12% in 2015 to 3% in 2016 in Ward 2).
  - ‘Calgary is a great place to make a life’ – 89% agree, statistically higher than 82% City Wide and up 9 percentage points from 2015 (80%).
  - ‘Calgary is a great place to make a living’ – 70% agree, statistically consistent with 65% City Wide, and consistent with 2015 Ward 2 results (75%). This is in contrast to City Wide findings where agreement has dropped 15 percentage points from 2015. It is also notable that only 4% of Ward 2 residents disagree with the statement, statistically lower than City Wide (12%).



# Key Findings: Issue Agenda and City Programs and Services

## **“Infrastructure, traffic and roads” dominates the Ward 2 issue agenda, while “transit” declines in prominence.**

- ❖ In 2016, more than four-in-ten (44%) Ward 2 residents cite “*infrastructure, traffic and roads*” as an important issue – 9 percentage points higher than City Wide (35%).
  - Related programs and services surface as desired areas for increased investment, and ‘invest more’ ratings are statistically higher than City Wide for:
    - Traffic flow management: 68% ‘invest more’ versus 58% City Wide, and up 12 percentage points from 2015 (56%).
    - Road maintenance including pothole repairs: 60% ‘invest more’ versus 52% City Wide.
    - City operated roads and infrastructure: 60% ‘invest more’ versus 51% City Wide.
  - It is notable, however, that satisfaction has increased from 2015 for spring road cleaning (96% vs. 87%) and snow removal (83% vs. 71%) – satisfaction and investment ratings for both are consistent with City Wide.
- ❖ A distant second on the issue agenda is “*recreation*” at 15%, which is 6 points higher than City Wide (9%).
- ❖ In third place is “*transit*” at 11% – this is 10 points lower than City Wide (21%) and down 14 percentage points from 2015 (25%).



# Key Findings: Satisfaction with City Programs and Services, and Taxation

**Overall satisfaction with the level and quality of City services remains high and is statistically higher than City Wide results.**

- ❖ Just under nine-in-ten (87%) Ward 2 residents say they are satisfied with the overall level and quality of services and programs provided by The City – 8 percentage points higher than City Wide (79%).
- ❖ Satisfaction with a number of services and programs is also higher than City Wide:
  - Residential garbage collection service: 99% satisfied versus 96% City Wide (80% vs. 72% ‘very satisfied’).
  - Calgary Police Service: 98% satisfied versus 94% City Wide.
  - Residential Blue Cart recycling: 98% satisfied vs. 93% City Wide.
  - Affordable housing for low-income families: 79% satisfied vs. 70% City Wide.
- ❖ Also noteworthy is that in the importance versus satisfaction grid analysis, land use planning emerges as a Primary Strength for Ward 2 residents, while it is a Primary Weakness City Wide.
- ❖ As with City Wide results, satisfaction with property tax assessment sees a marked drop from 83% in 2015 to 73% in 2016.

**Among Ward 2 residents, the perceived value of property tax dollars is slightly more positive than City Wide, while the preference for new types of services fees is up.**

- ❖ Just under seven-in-ten (68%) Ward 2 residents give The City a ‘good value’ rating for the value of their property tax dollars – while this is statistically consistent with City Wide (63%), ‘poor value’ ratings are statistically lower (5% Ward 2 vs. 10% City Wide).
- ❖ When asked which option they would prefer The City to take to increase revenue for new or emerging services, 46% of Ward 2 residents would prefer new types of service fees (up from 24% in 2015), 43% would prefer expanding existing user fees (statistically unchanged from 53% in 2015) and just 11% would prefer a property tax increase (down from 22% in 2015).



# Key Findings: Perceptions of City Transparency and The Environment

**Perceptions of The City with regard to transparency are more positive among Ward 2 residents than the broader Calgary public and improved from 2015.**

- ❖ The City of Calgary practices open and accessible government: 92% of Ward 2 residents agree, statistically higher than 83% City Wide and up 10 percentage points from 2015 (82%).
- ❖ The City allows citizens to have meaningful input into decision-making: 79% of Ward 2 residents agree, statistically higher than 69% City Wide and up 11 percentage points from 2015 (68%).

**Among Ward 2 residents, perceptions of the environment in Calgary and The City's environmental performance see statistically significant increases from 2015.**

- ❖ Perceptions about the overall state of the environment in Calgary today are extremely positive with 99% of Ward 2 residents saying it is 'good or very good.' While this is consistent with City Wide (97%), 'very good' ratings are statistically higher (62% Ward 2 vs. 48% City Wide) and up 19 percentage points from 2015 (43%).
- ❖ Overall satisfaction with The City's environmental performance (93%) is consistent with City Wide and unchanged from 2015, however, 'very satisfied' ratings among Ward 2 residents see a 13 percentage point gain (43% 2016 vs. 30% 2015).
- ❖ Perhaps related, are higher satisfaction ratings (compared to City Wide) with residential garbage collection service and residential blue cart recycling.

**There are no noteworthy differences between Ward 2 residents and the broader Calgary public – or notable changes from 2015 – with regard to contact with The City or other aspects of City communications.**



## Detailed Findings





## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 2

■ First Mention ■ Other Mentions

| Issue Category   | First Mention | Other Mentions | City Wide Total | Ward 2 Total |
|--|---------------|----------------|-----------------|--------------|
| <b>INFRASTRUCTURE, TRAFFIC &amp; ROADS (NET)</b>                   | 25%           | 10%            | 35%             | 44%↑         |
| Traffic congestion   | 8%            | 3              | 11%             | 11%          |
| Road conditions  | 6%            | 3              | 9%              | 11%          |
| Infrastructure maintenance/ improvement/ development               | 4%            | 6%             | 6%              | 10%          |
| Bicycle/ pedestrian lanes  | 3             | 5%             | 5%              | 5%           |
| <b>TRANSIT (NET)</b>   | 14%           | 7%             | 21%             | 11%↓ 25%     |
| Public Transportation [incl. buses/ C-train/ poor service]         | 9%            | 11%            | 11%             | 5%↓ 12%      |
| Transportation (unspecified)                                       | 5%            | 3              | 8%              | 6%           |
| <b>CRIME, SAFETY &amp; POLICING (NET)</b>                          | 10%           | 5%             | 15%             | 10%          |
| Crime [incl. Breaking and entering/ gangs/ drug dealers, etc.]     | 5%            | 3              | 8%              | 4%           |
| Public safety  | 4%            | 6%             | 6%              | 6%           |
| <b>ECONOMY (NET)</b>   | 7%            | 9%             | 9%              | 9%           |
| Unemployment/ job creation   | 5%            | 6%             | 6%              | 8%           |
| <b>RECREATION (NET)</b>  | 5%            | 4%             | 9%              | 15%↑         |
| <b>TAXES (NET)</b>   | 6%            | 8%             | 8%              | 7%           |
| Education [incl. lack of teachers/ funding/ schools/local schools] | 4%            | 3              | 7%              | 7% 15%       |
| <b>ENVIRONMENT &amp; WASTE MANAGEMENT (NET)</b>                    | 3             | 3              | 6%              | 4%           |
| <b>HOMELESSNESS, POVERTY &amp; AFFORDABLE HOUSING (NET)</b>        | 3             | 4%             | 4%              | 3%           |
| <b>GROWTH AND PLANNING (NET)</b>                                   | 3             | 4%             | 4%              | 2%           |
| <b>BUDGET AND SPENDING (NET)</b>                                   | 3             | 4%             | 4%              | 1% 7%        |
| Other  |               |                | 22%             | 33%          |
| None   |               |                | 15%             | 18%          |

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

Total mentions <4% are not shown

Ward 2 2015

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=2,452 / Ward 2: n=170)

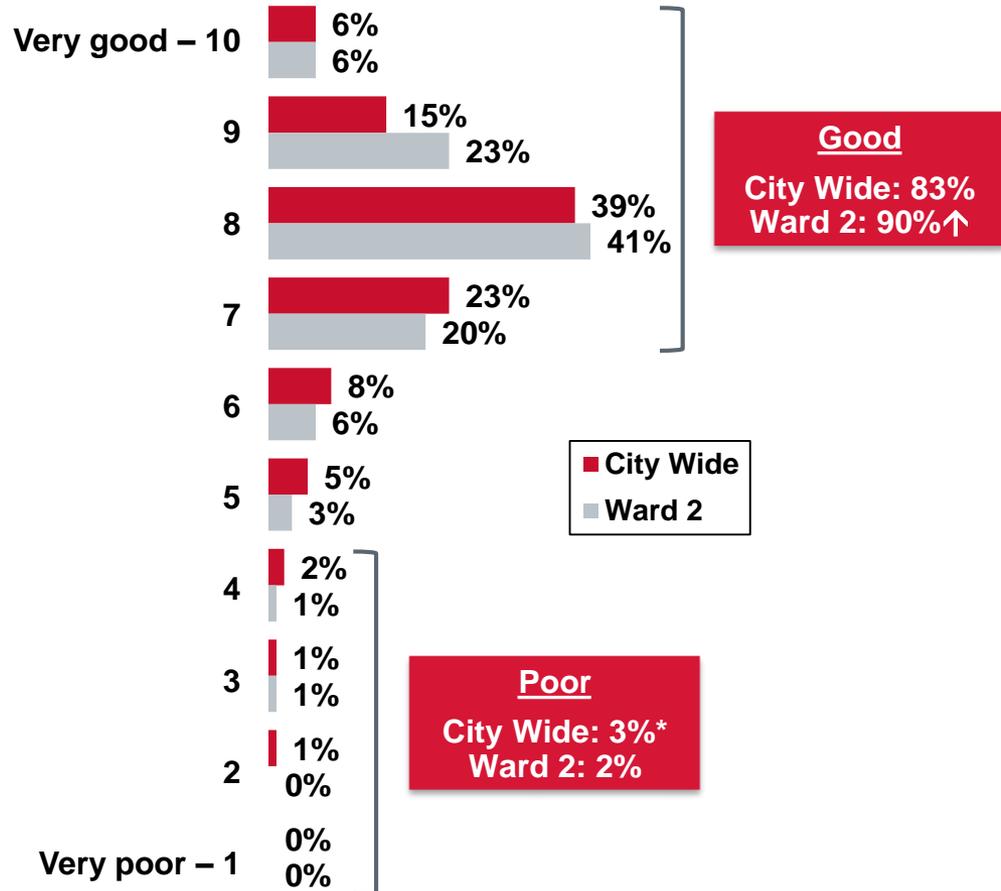


## Quality of Life





# Overall Quality of Life in Calgary



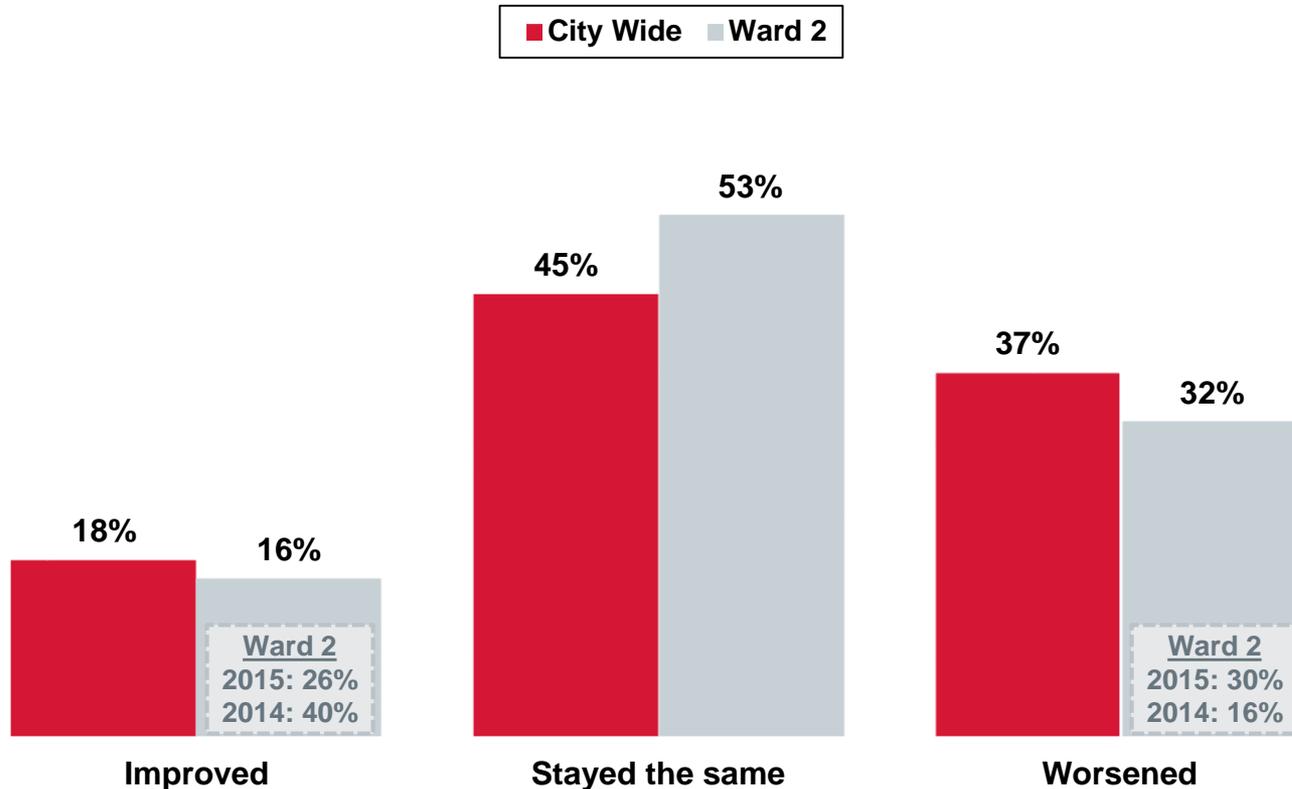
\*Rounding

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=2,497 / Ward 2: n=174)



# Perceived Change in the Quality of Life in Calgary



*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=2,469 / Ward 2: n=174)



# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 2

|  | City Wide | Ward 2         |
|--|-----------|----------------|
| <b>Transportation (NET)</b>                                | 25%       | 24% <b>35%</b> |
| Better traffic management                                  | 7%        | 9%             |
| Improvement/ maintenance of existing roads                 | 6%        | 8%             |
| Infrastructure (unspecified)                               | 3%        | 3%             |
| <b>Employment, Cost of Living &amp; Homelessness (NET)</b> | 23%       | 24% <b>11%</b> |
| Improve job creation/ employment                           | 13%       | 16% <b>3%</b>  |
| Expand affordable housing/ rent                            | 4%        | 1%             |
| <b>Government (NET)</b>                                    | 21%       | 18%            |
| Reduce taxes   | 9%        | 9%             |
| Tax spending/ city budget                                  | 5%        | 5%             |
| <b>Recreation &amp; Community Services (NET)</b>           | 18%       | 18%            |
| Parks/ green-space improvement                             | 5%        | 6%             |
| Building of community centres/ recreation facilities       | 4%        | 6%             |
| <b>Transit (NET)</b>                                       | 17%       | 18%            |
| Improve public transportation (unspecified)                | 6%        | 3% <b>13%</b>  |
| Improve bus/ train schedule/ service                       | 5%        | 6%             |
| <b>Crime, Safety &amp; Policing (NET)</b>                  | 9%        | 10%            |
| Control crime and safety                                   | 5%        | 7%             |
| More policing/ patrolling                                  | 4%        | 3%             |
| <b>Growth &amp; Planning (NET)</b>                         | 5%        | 2%↓            |
| <b>Education (NET)</b>                                     | 3%        | 3%             |
| <b>Environment (NET)</b>                                   | 3%        | 3%             |
| <b>Health (NET)</b>  | 3%        | 1%             |
| <b>Other</b>   | 8%        | 9%             |
| <b>Nothing</b>   | 17%       | 15%            |

Total mentions <3% are not shown

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

Ward 2 2015

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=2,409 / Ward 2: n=174)



# Sustainability: Connectedness and Inclusivity

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

% Agree

I am proud to be a Calgarian



90%

95%↑ 88%

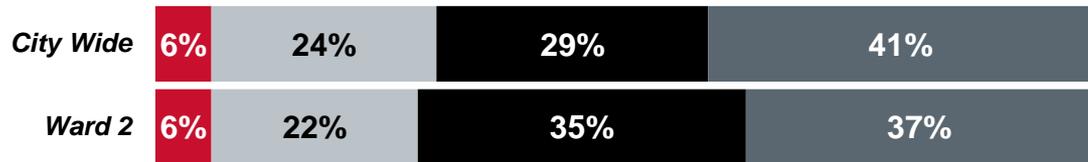
I am proud to live in my neighbourhood



88%

96%↑ 88%

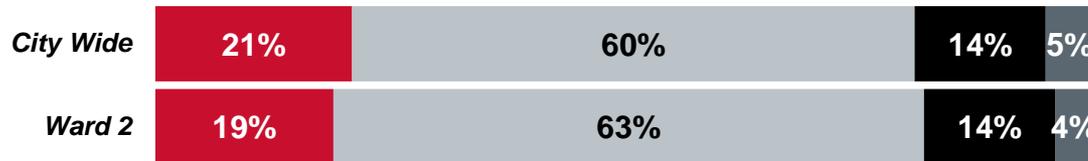
I am regularly involved in neighbourhood and local community events



30%

28%

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



81%

82%

Ward 2 2015

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

Base: Valid respondents (Bases vary)

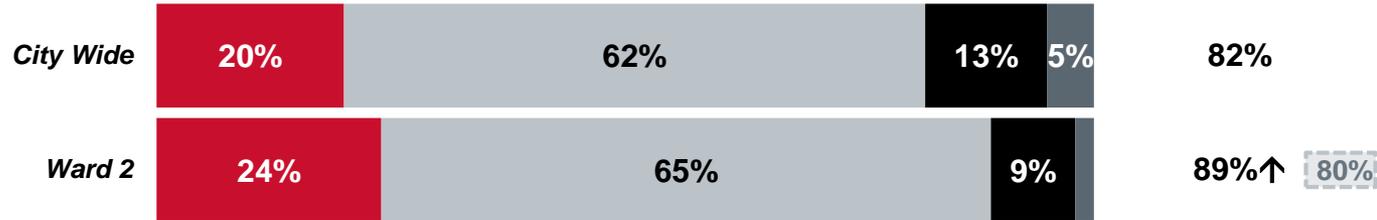


# Sustainability: Making a Life, Making a Living and Direction for the Future

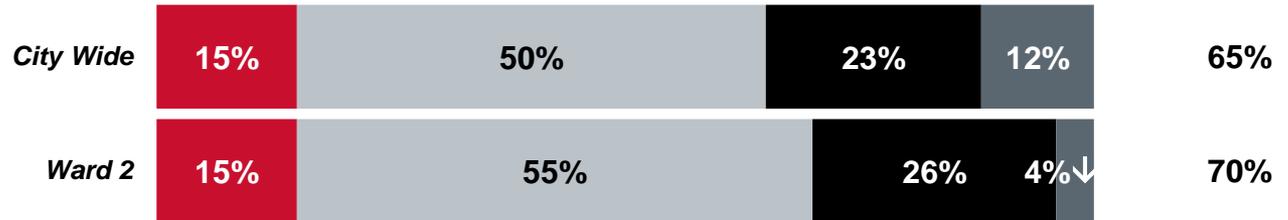
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

Calgary is a great place to make a life



Calgary is a great place to make a living



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



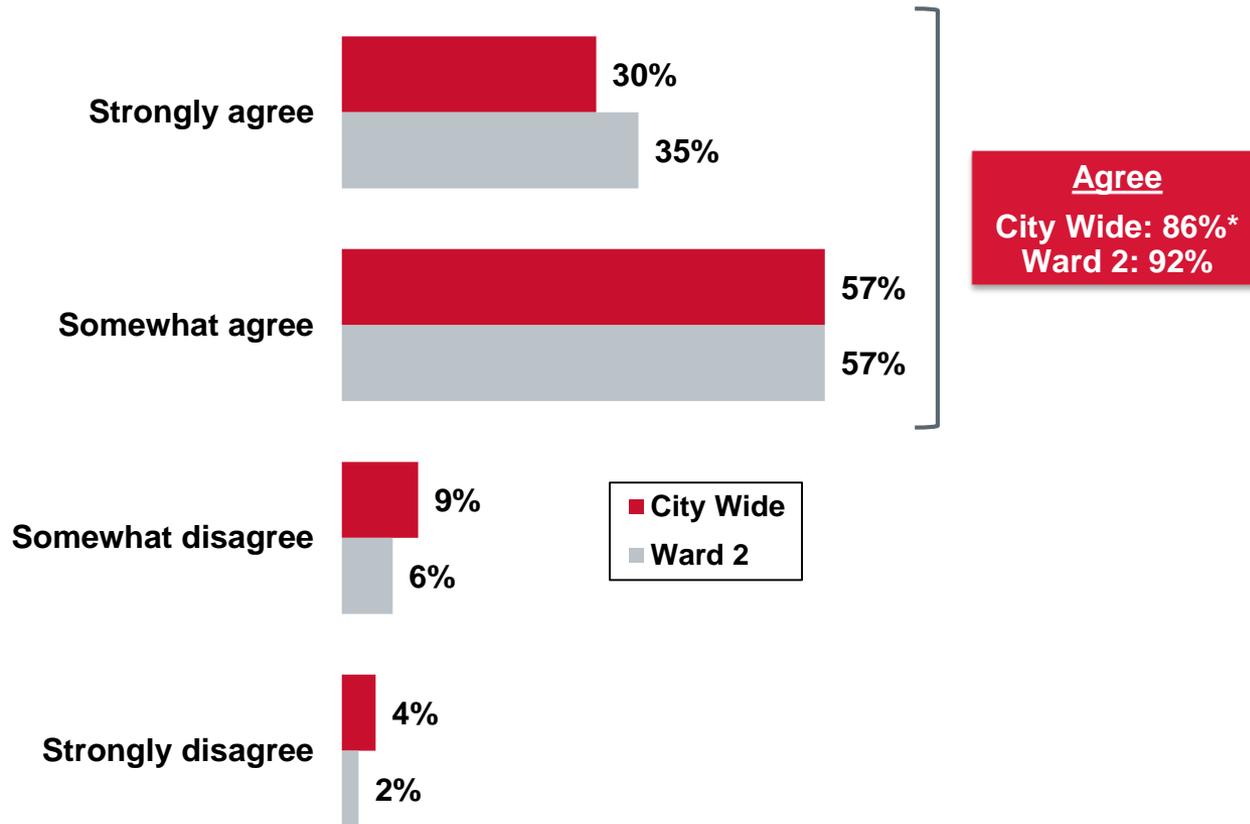
Ward 2 2015

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

Base: Valid respondents (Bases vary)



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



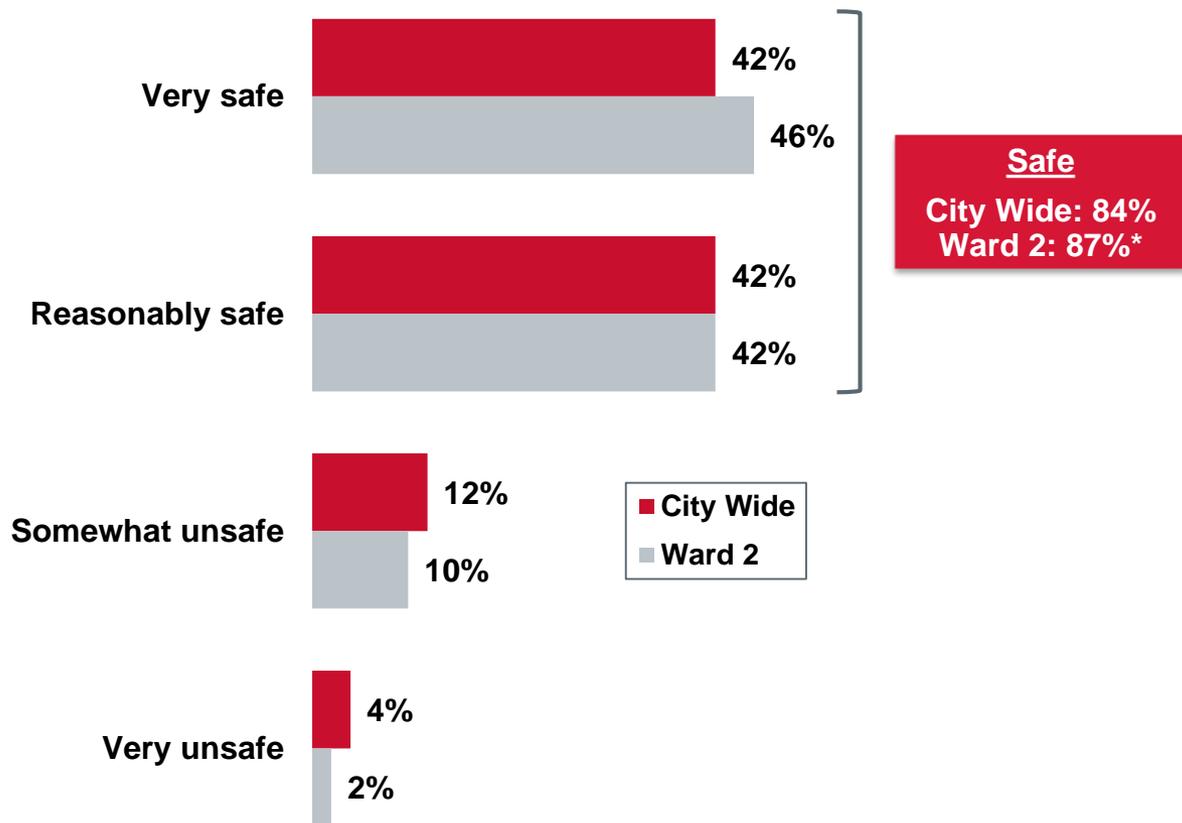
\*Rounding

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

Base: Valid respondents (City Wide: n=2,485 / Ward 2: n=174)



# Perceived Safety in Own Neighbourhood



\*Rounding

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

Base: Valid respondents (City Wide: n=2,494 / Ward 2: n=173)



## City Programs and Services



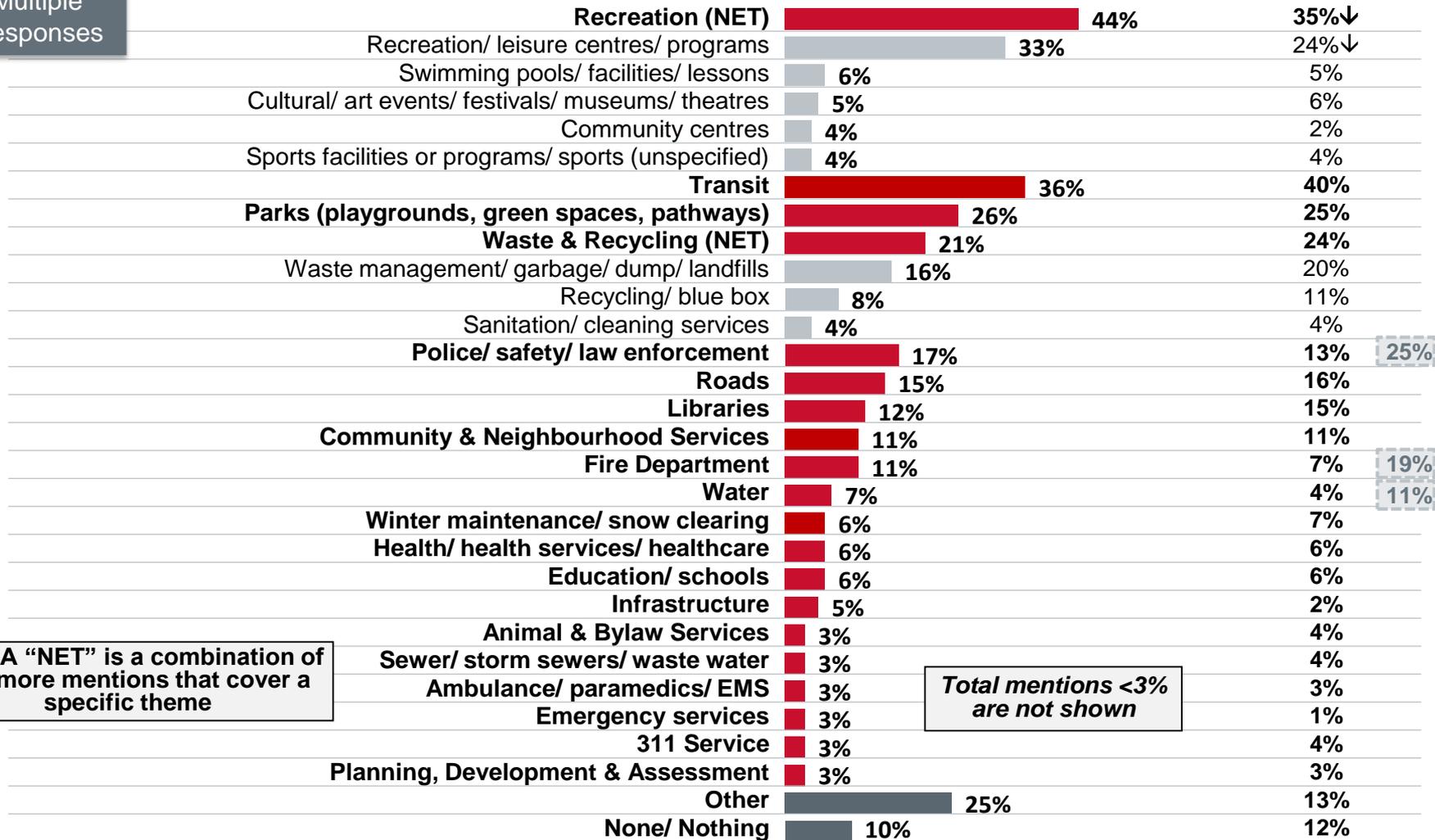


# Top-of-Mind Programs and Services

Multiple Responses

City Wide

Ward 2



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

Total mentions <3% are not shown

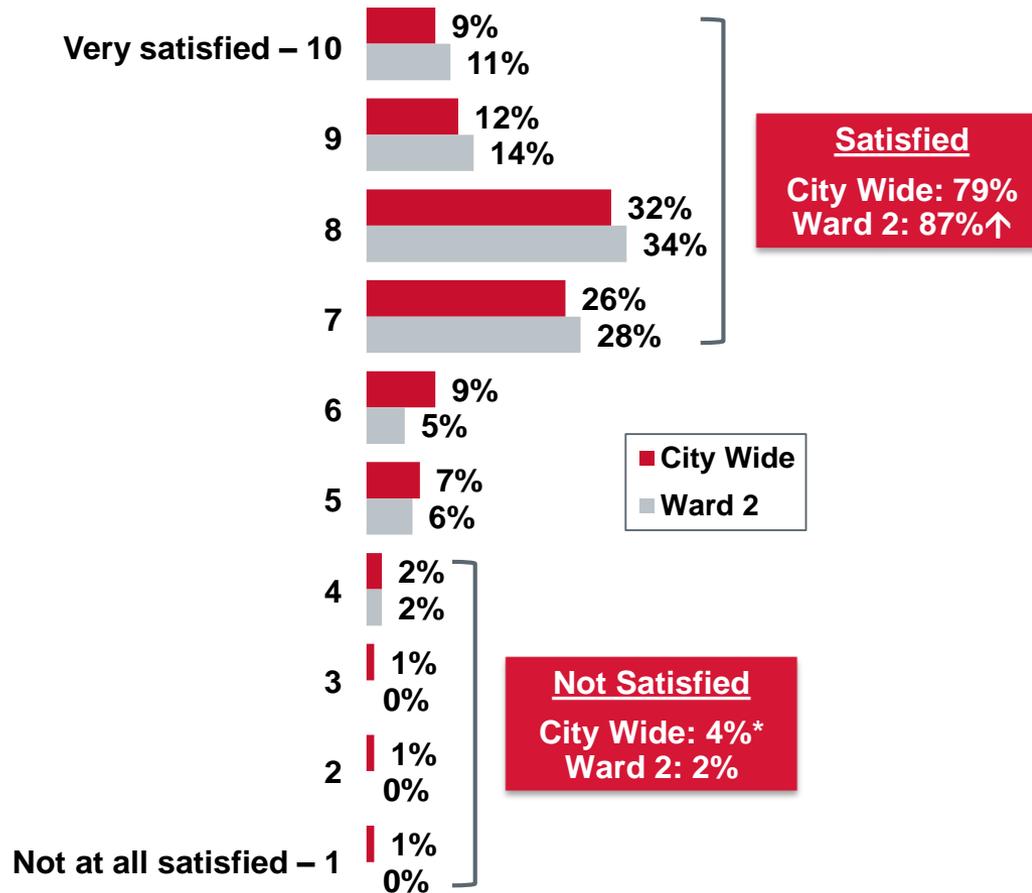
Ward 2 2015

Thinking about all of the services and programs provided by The City of Calgary, what services come to mind?

Base: Valid respondents (City Wide: n=2,381 / Ward 2: n=174)



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



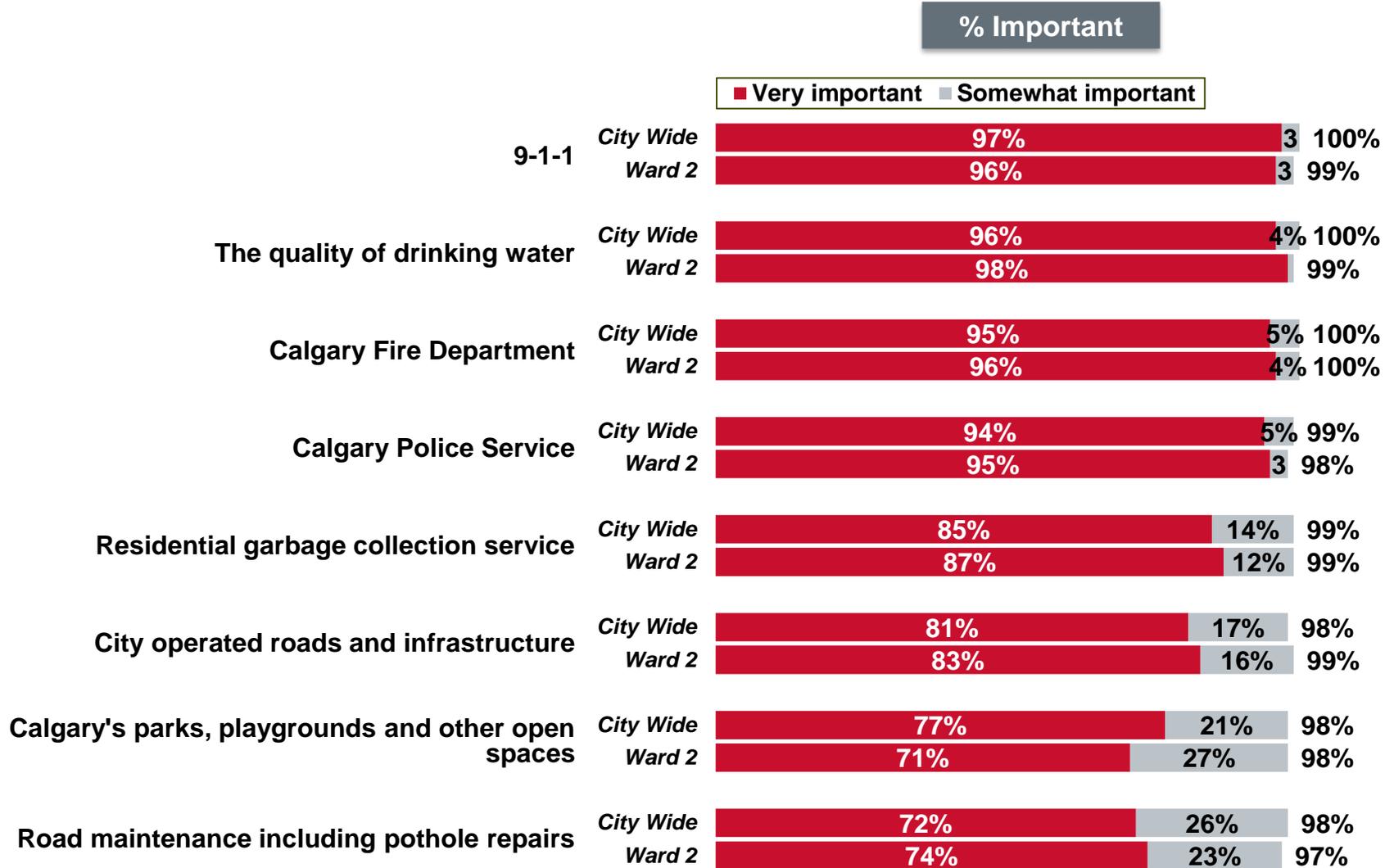
\*Rounding

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

Base: Valid respondents (City Wide: n=2,479 / Ward 2: n=171)



# Importance of City Programs and Services



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

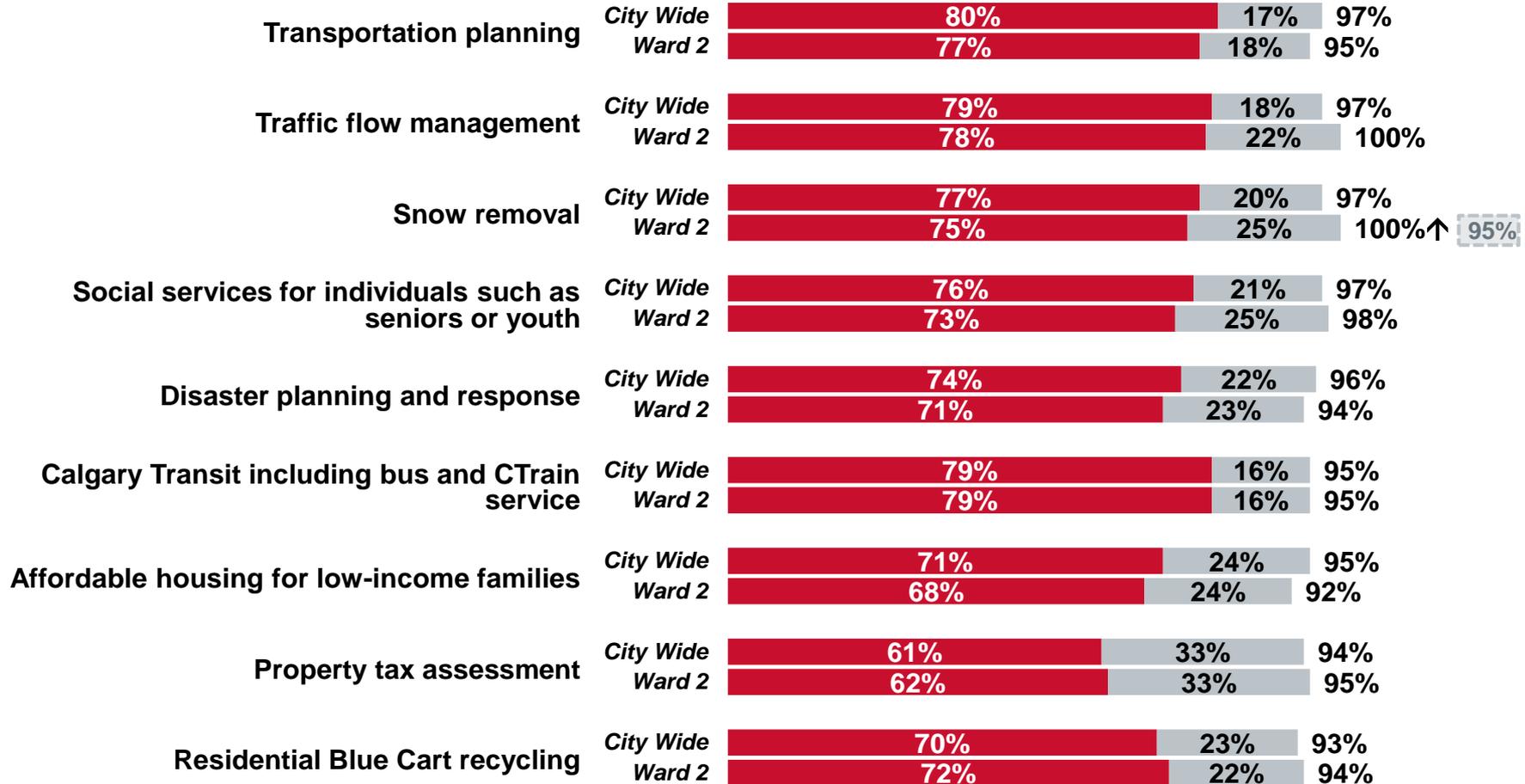
Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



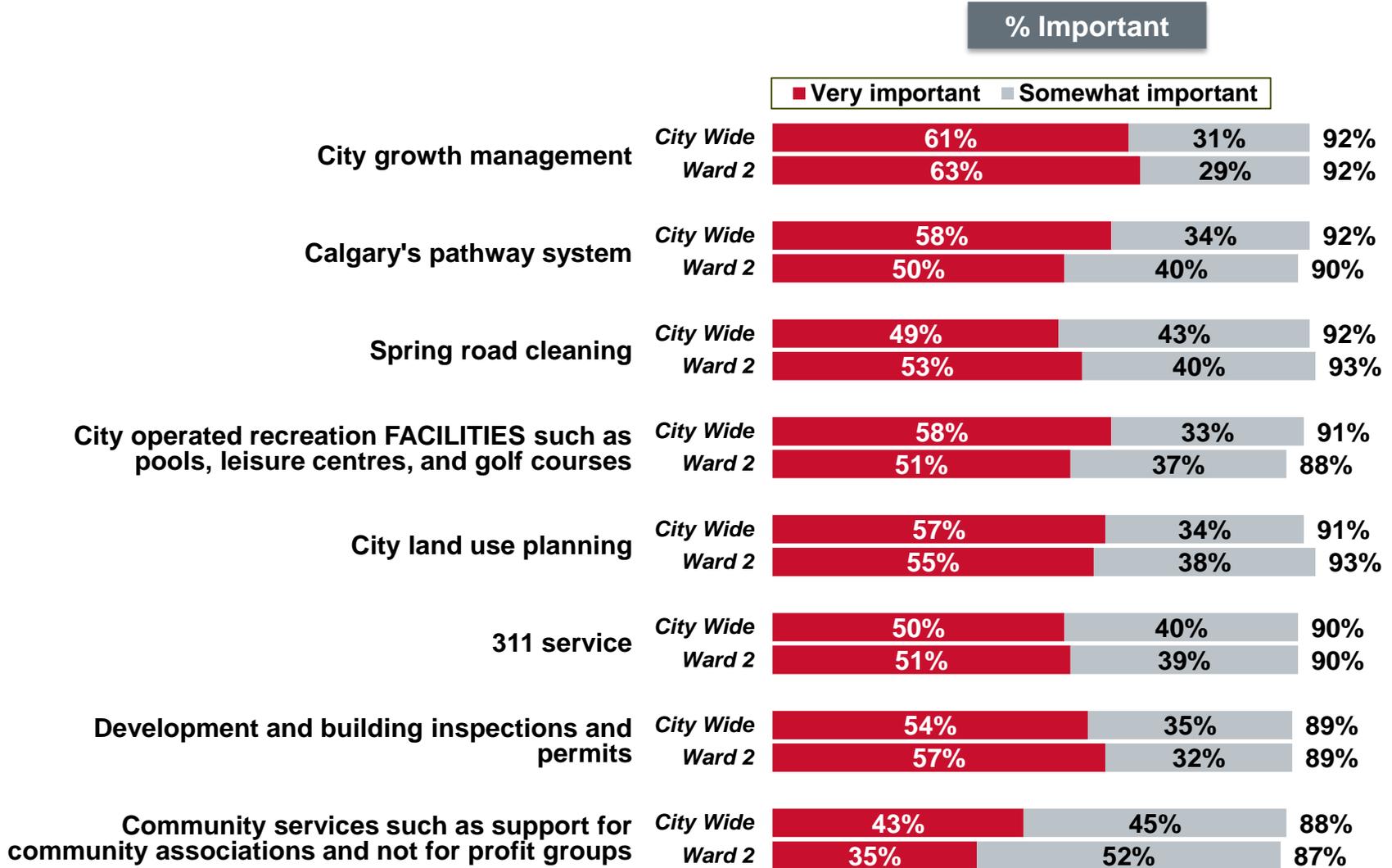
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Ward 2 2015



# Importance of City Programs and Services (continued)

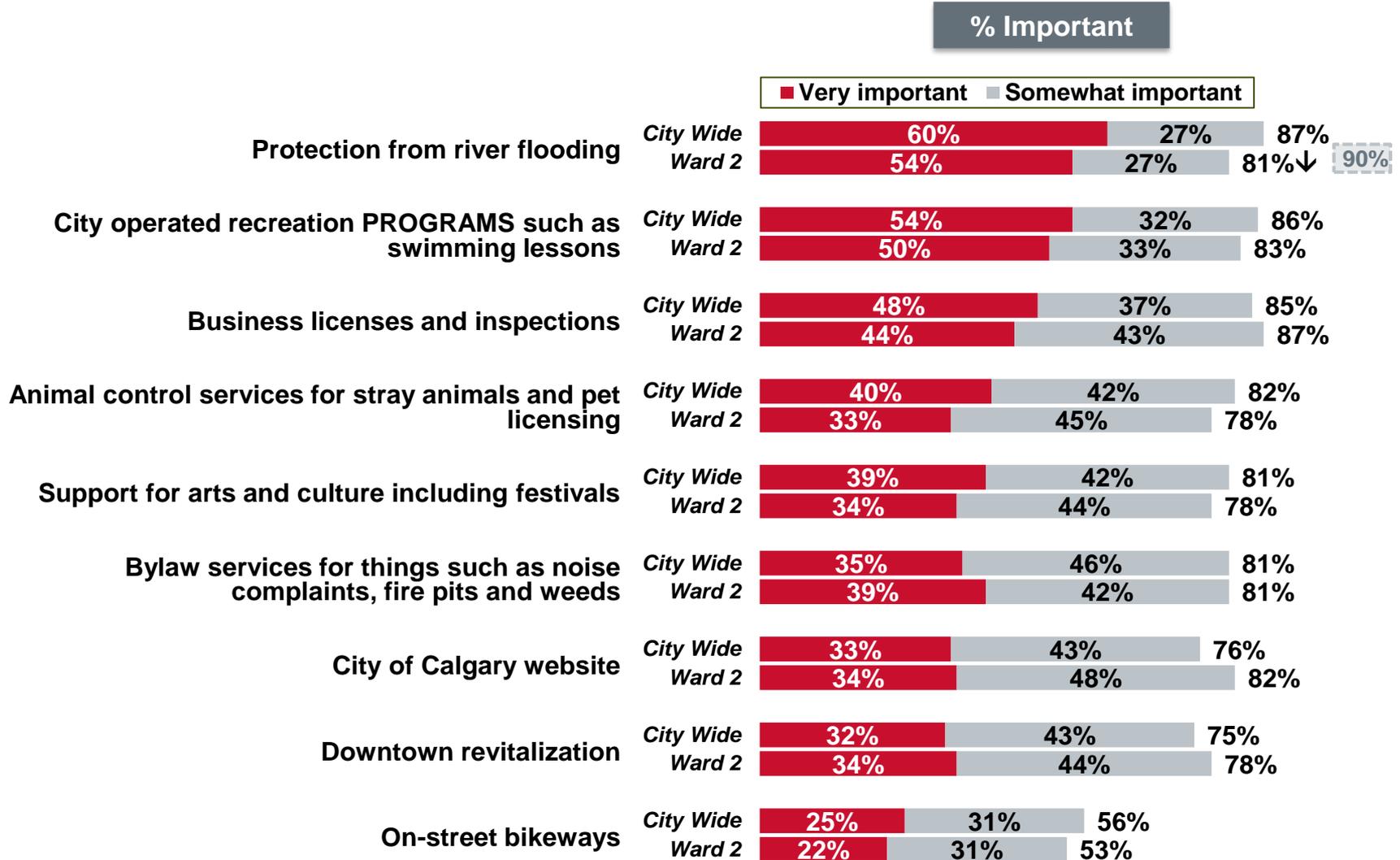


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)



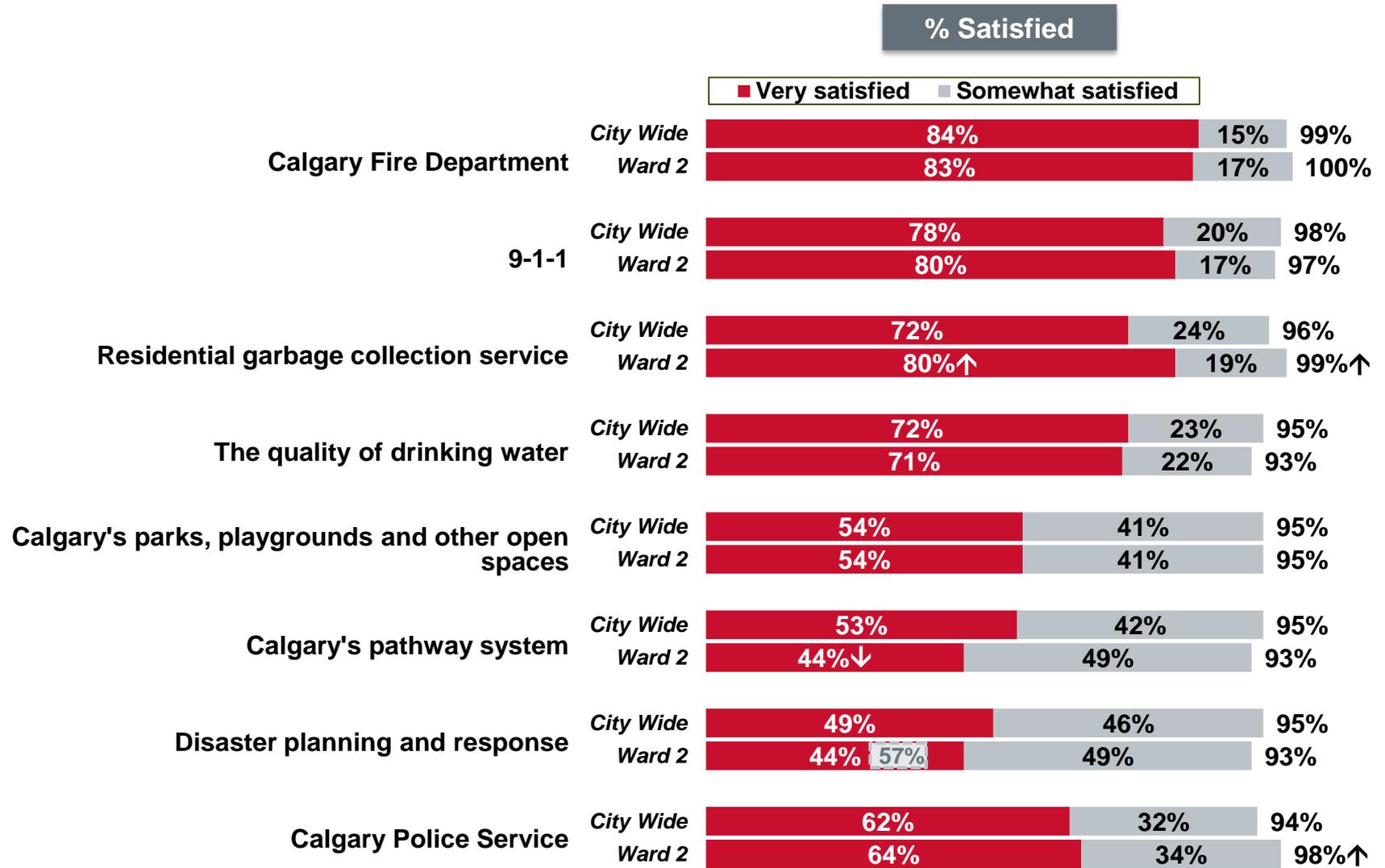
Ward 2 2015

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

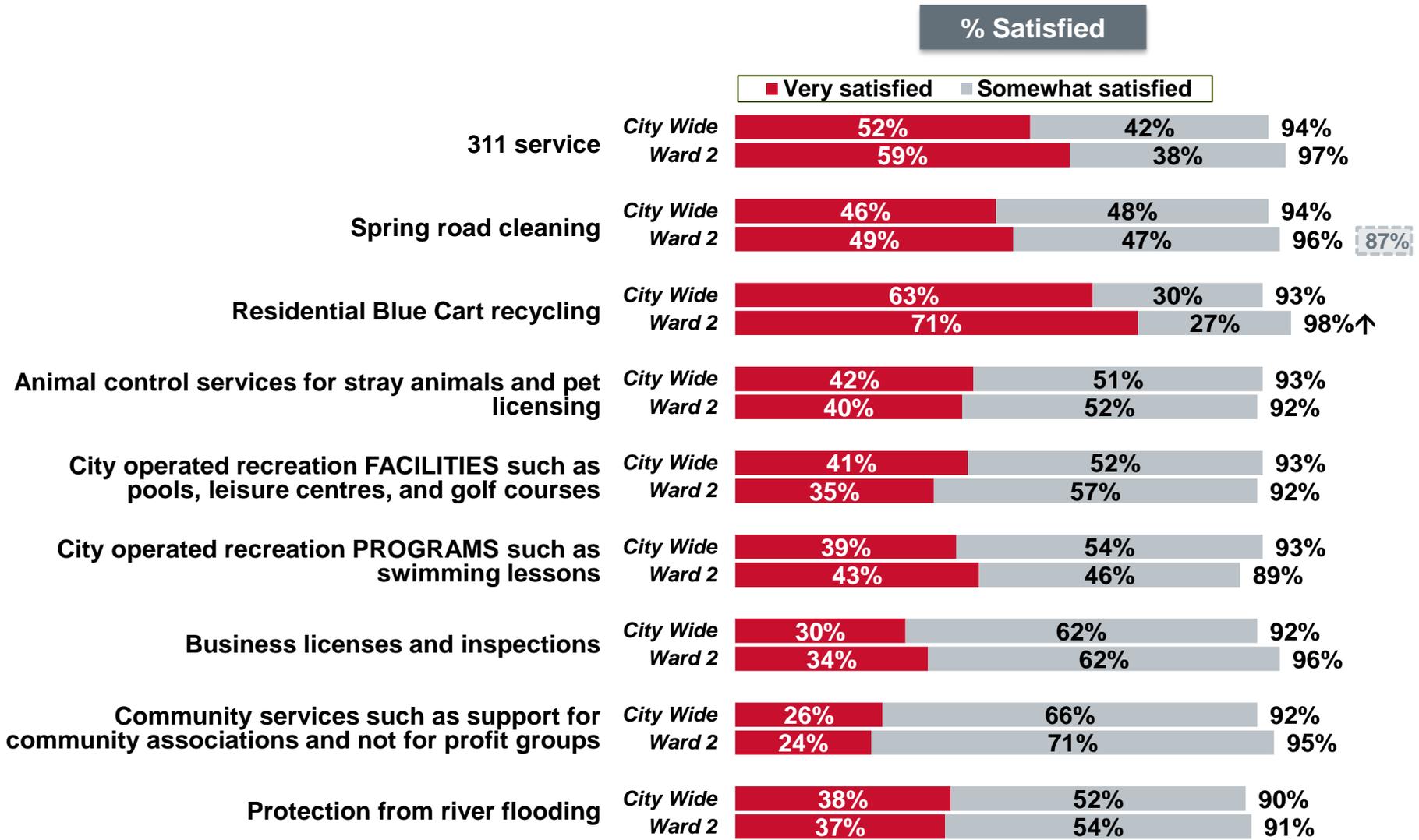


Ward 2 2015

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)

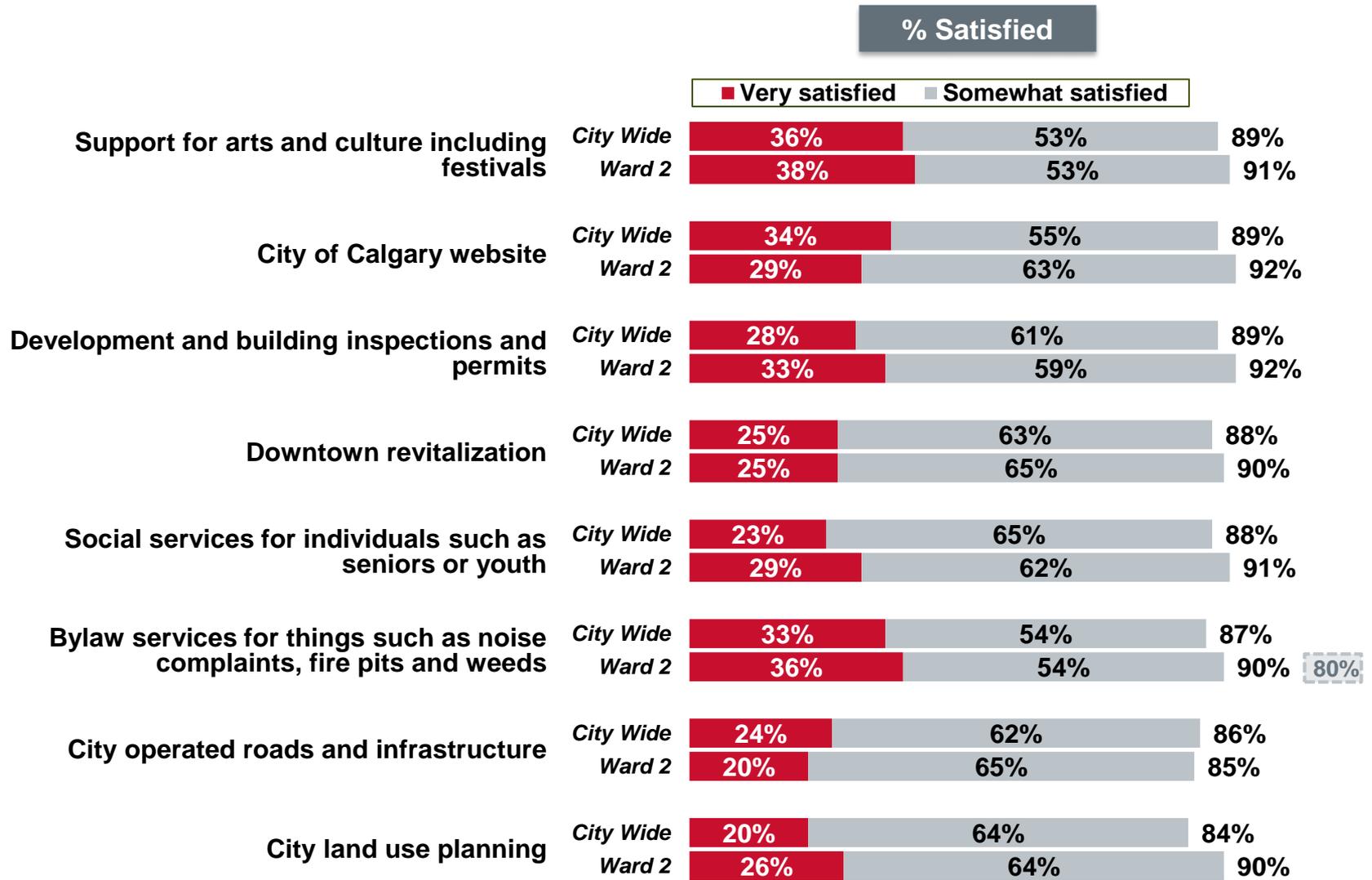


Ward 2 2015

*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)

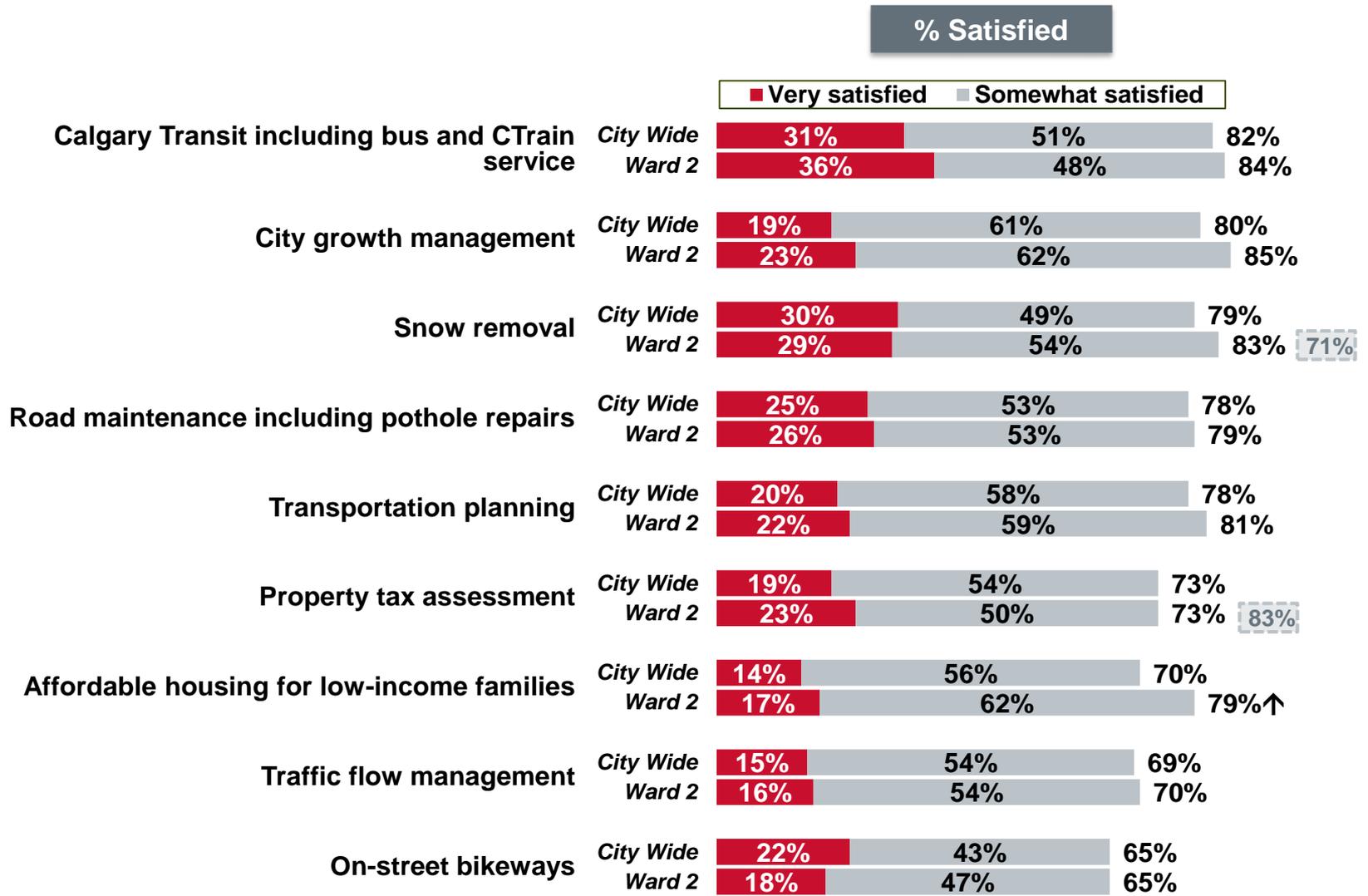


Ward 2 2015

*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)

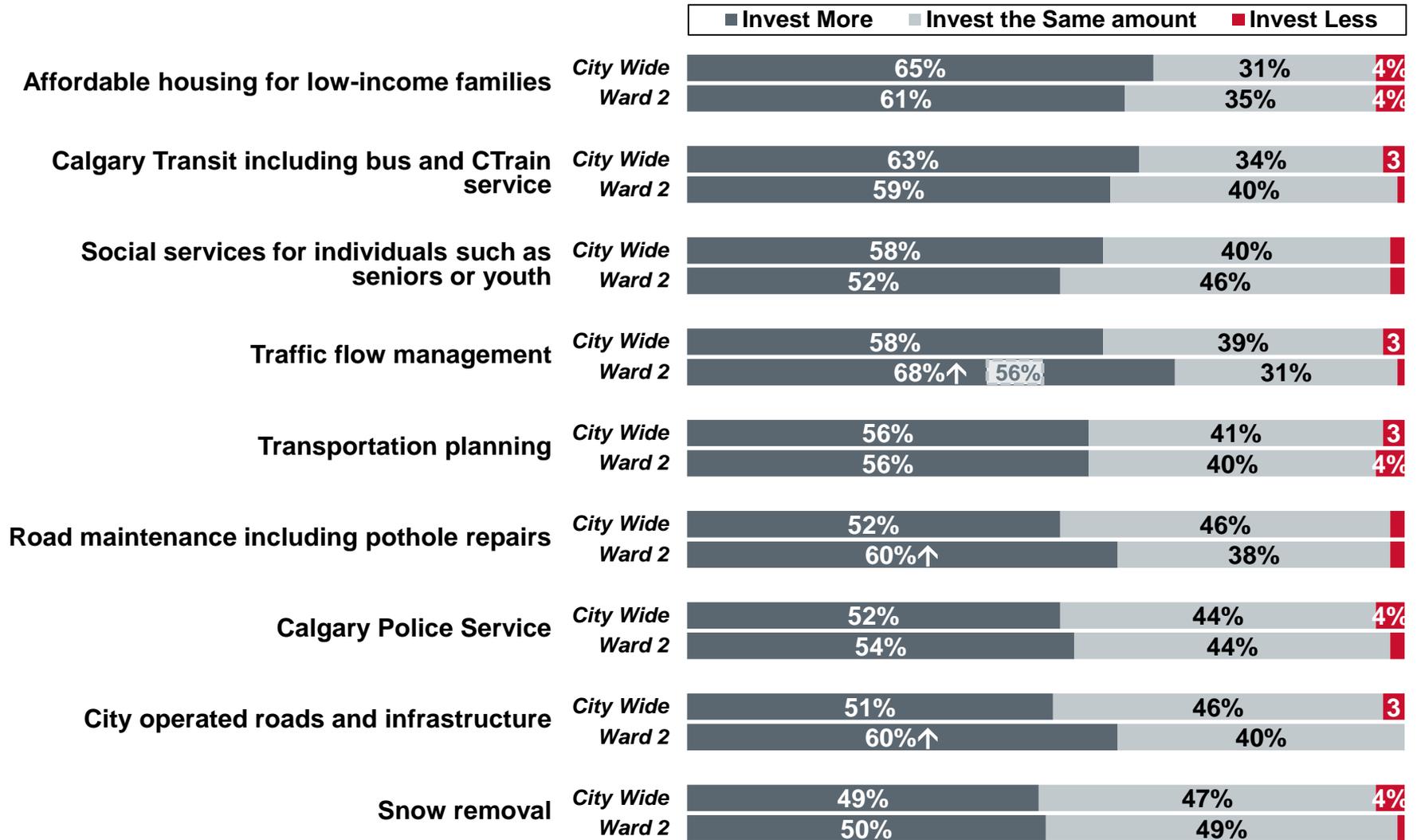


Ward 2 2015

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



# Investment in City Programs and Services



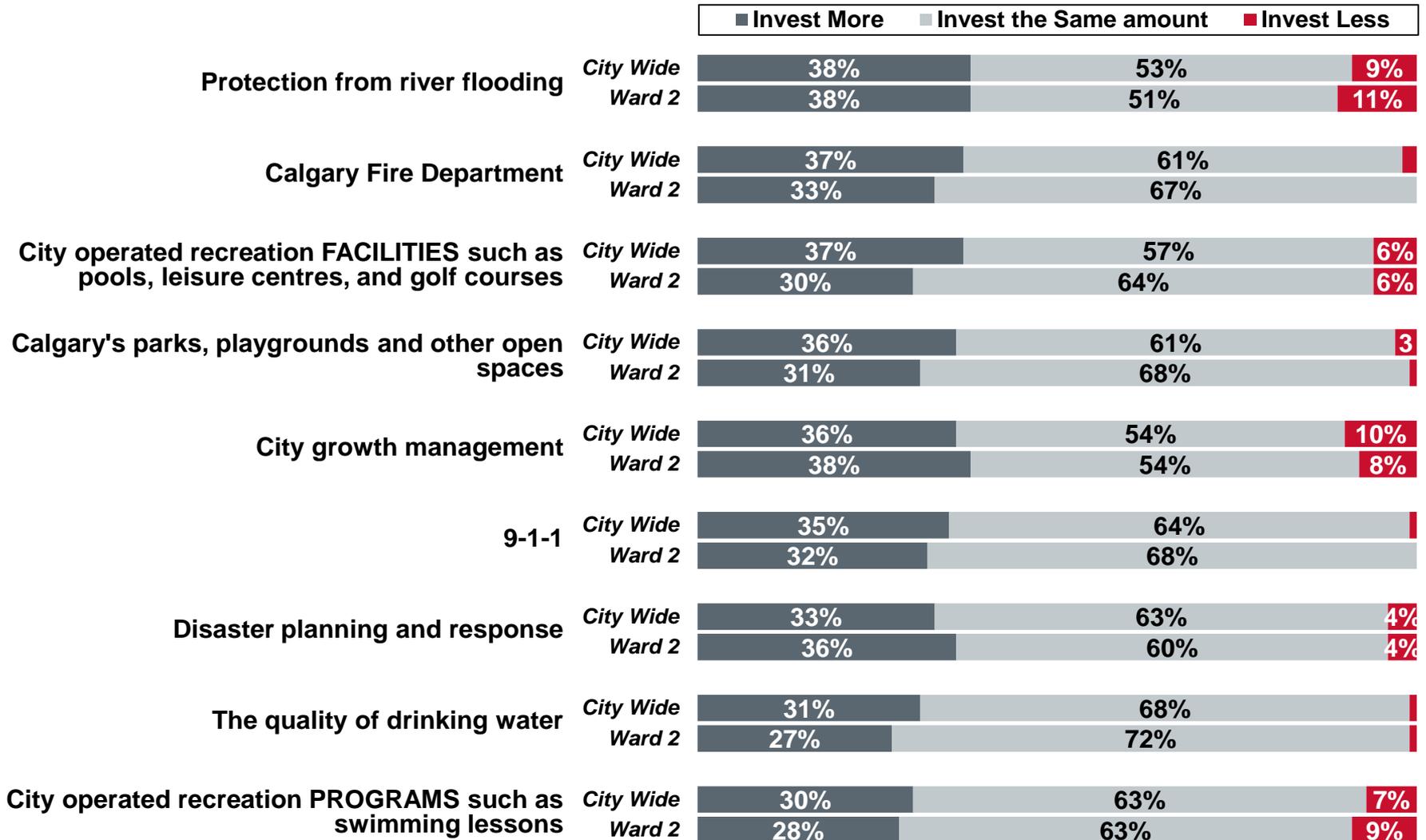
Ward 2 2015

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

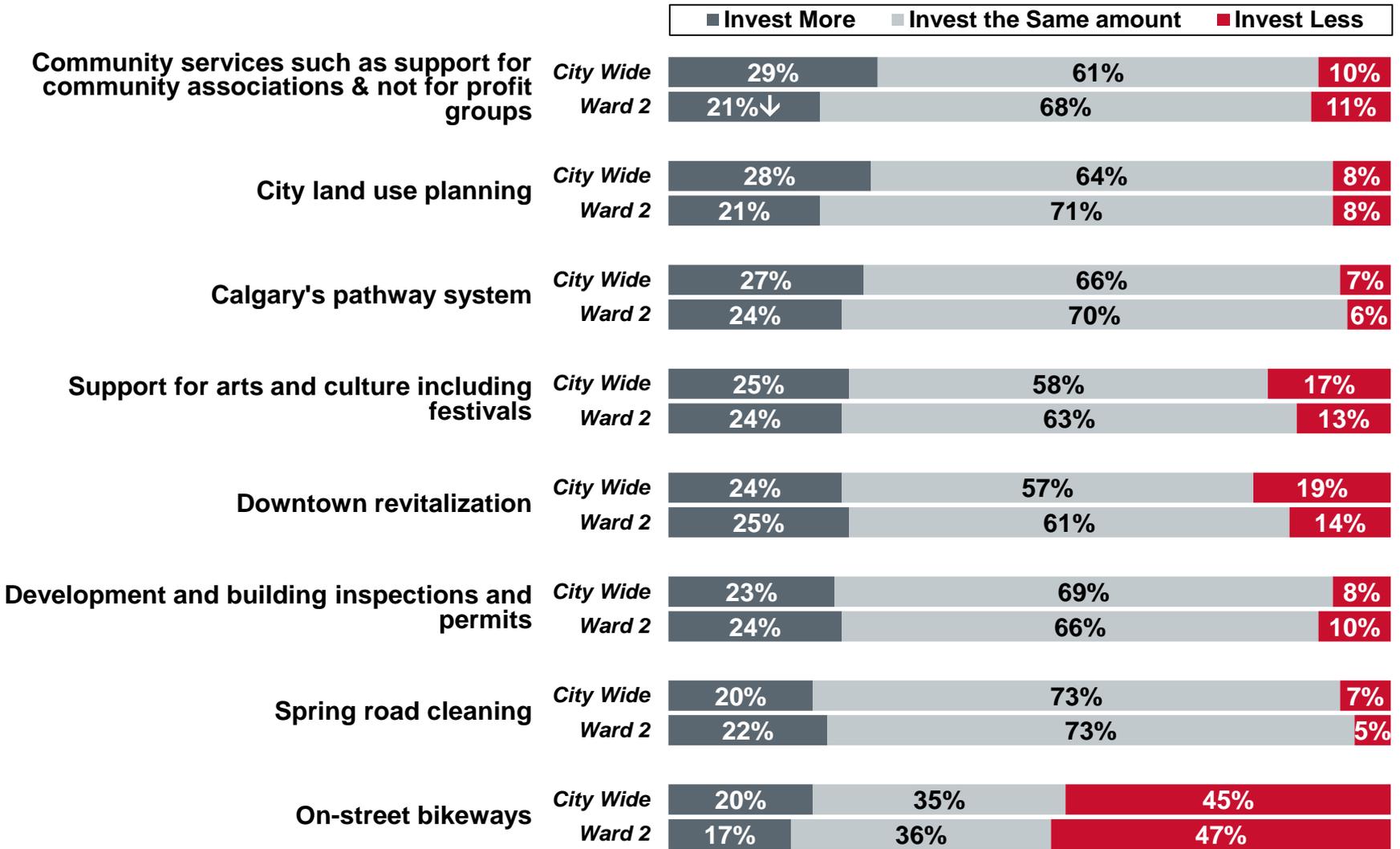
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I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.  
 Base: Valid respondents (Bases vary)



# Investment in City Programs and Services (continued)

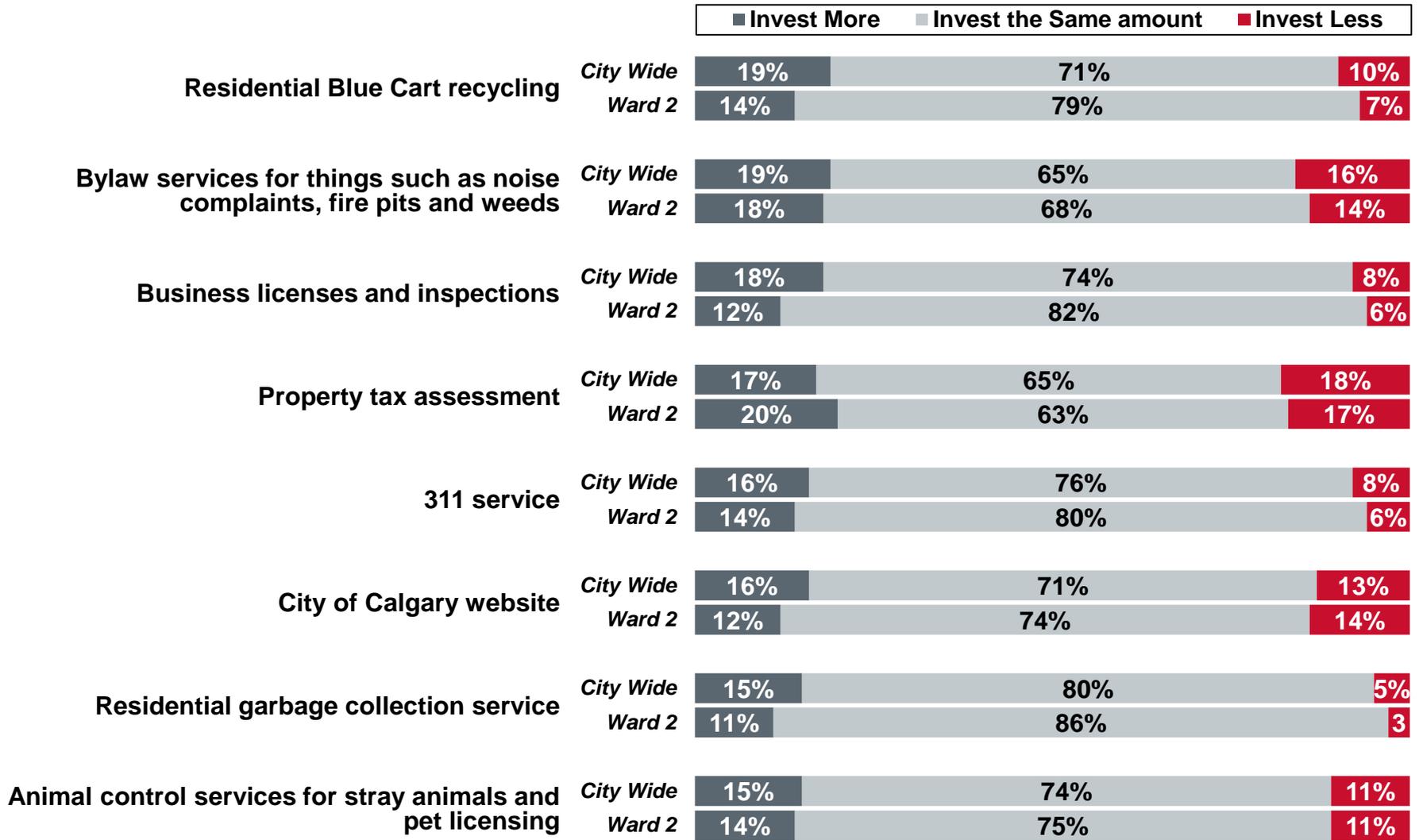


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*  
Base: Valid respondents (Bases vary)



# Investment in City Programs and Services

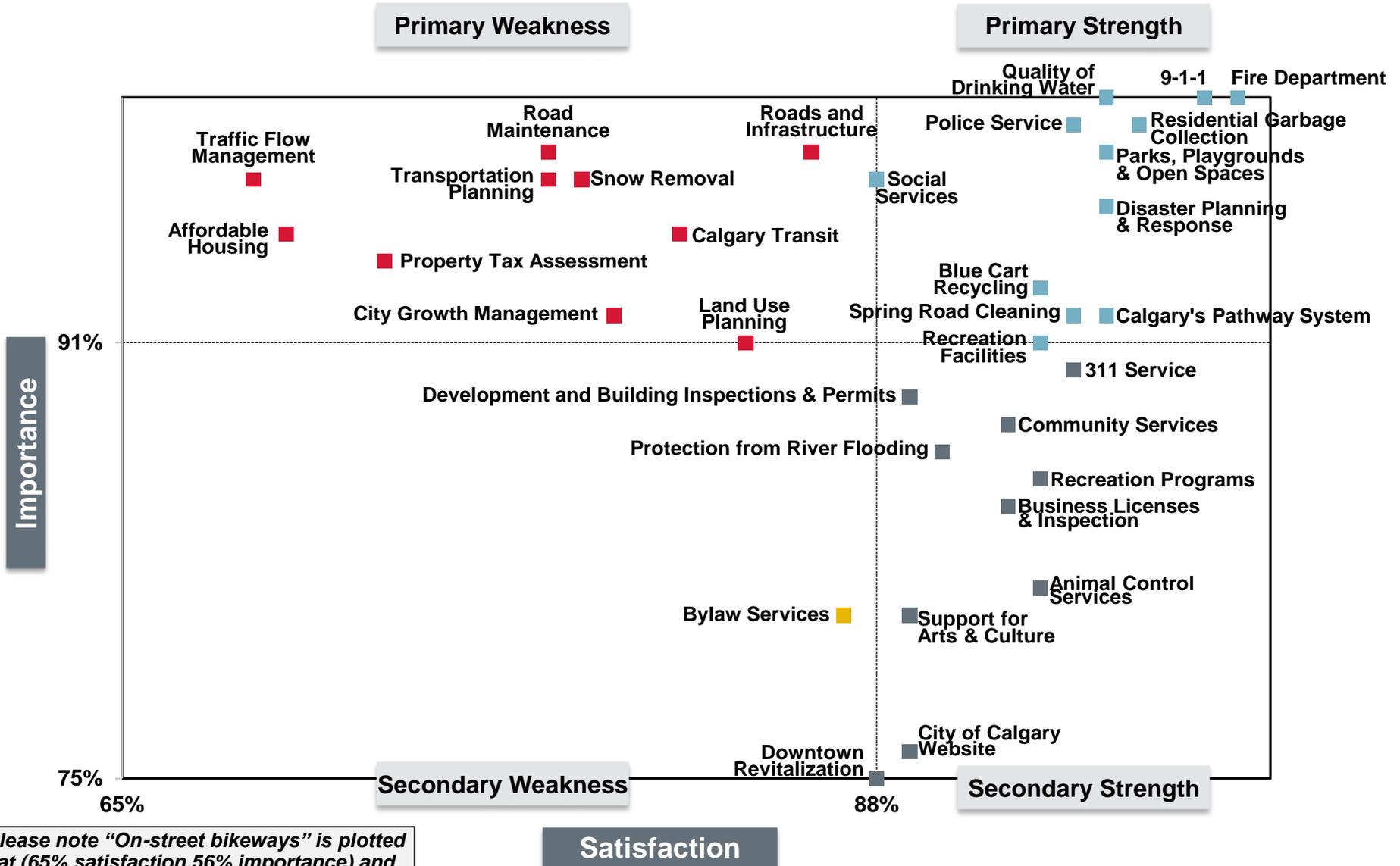
(continued)



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



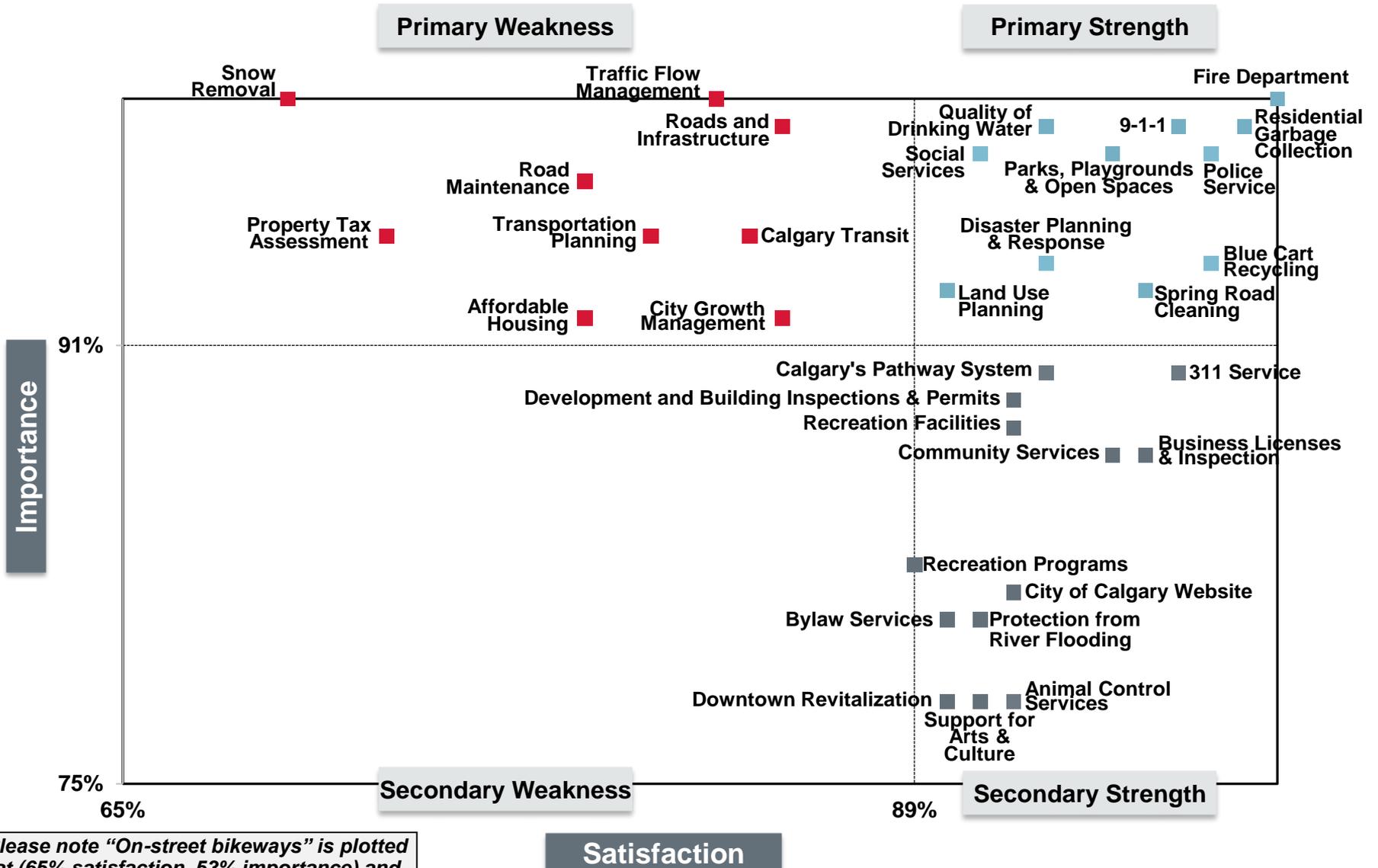
# Importance vs. Satisfaction Grid: City Wide



Please note "On-street bikeways" is plotted at (65% satisfaction, 56% importance) and not illustrated on this graph.



# Importance vs. Satisfaction Grid: Ward 2





# Primary Strengths and Weaknesses: City Wide versus Ward 2

*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 2 |
|------------------------------------|-----------|--------|
| Fire Department                    |           |        |
| 9-1-1                              |           |        |
| Residential Garbage Collection     |           |        |
| Quality of Drinking Water          |           |        |
| Police Service                     |           |        |
| Parks, Playgrounds and Open Spaces |           |        |
| Disaster Planning and response     |           |        |
| Calgary's Pathway System           |           |        |
| Spring Road Cleaning               |           |        |
| Blue Cart Recycling                |           |        |
| Recreation Facilities              |           |        |
| Social Services                    |           |        |
| Traffic Flow Management            |           |        |
| Affordable Housing                 |           |        |
| Property Tax Assessment            |           |        |
| Road Maintenance                   |           |        |
| Transportation Planning            |           |        |
| Snow Removal                       |           |        |
| City Growth Management             |           |        |
| Calgary Transit                    |           |        |
| Roads and Infrastructure           |           |        |
| Land Use Planning                  |           |        |

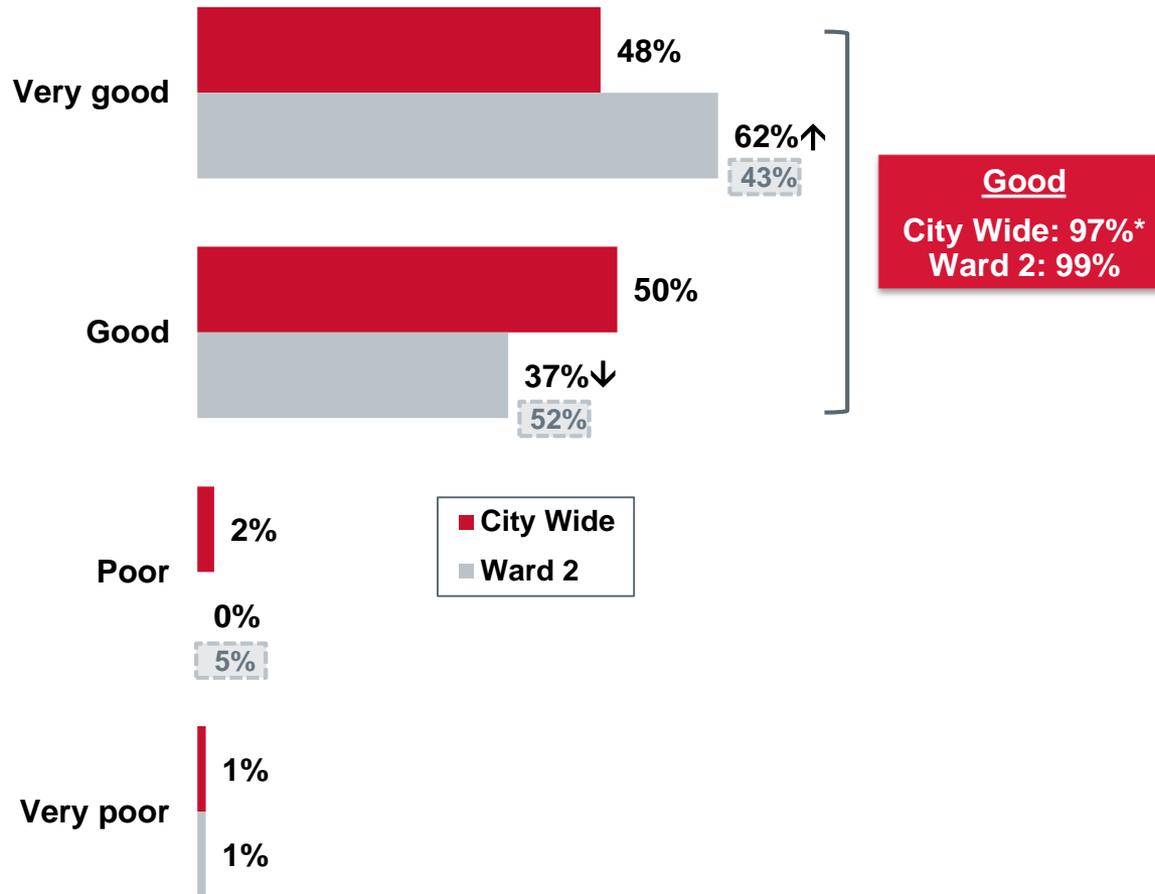


## Environmental Performance





# Perceptions About Overall State of Calgary's Environment



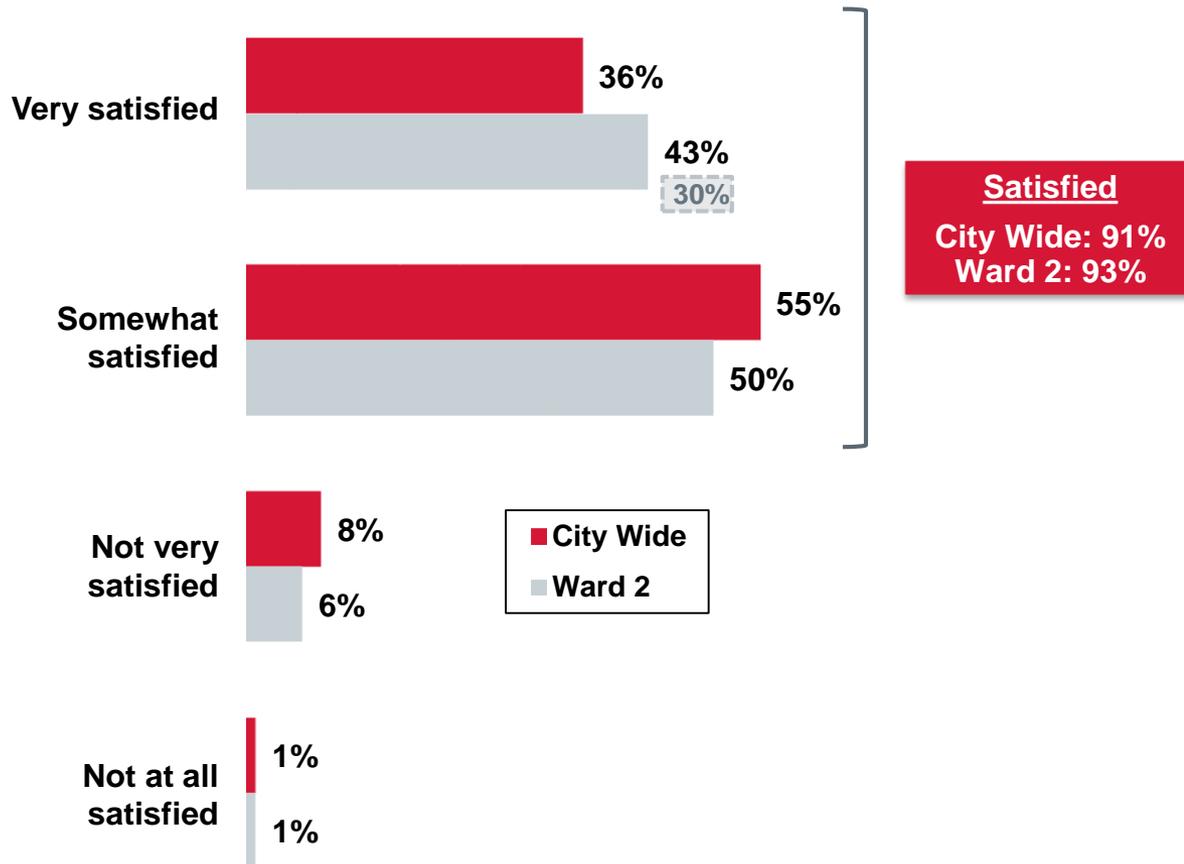
Ward 2 2015

\*Rounding

Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?  
Base: Valid respondents (City Wide: n=2,498 / Ward 2: n=174)



# Satisfaction with The City's Environmental Performance



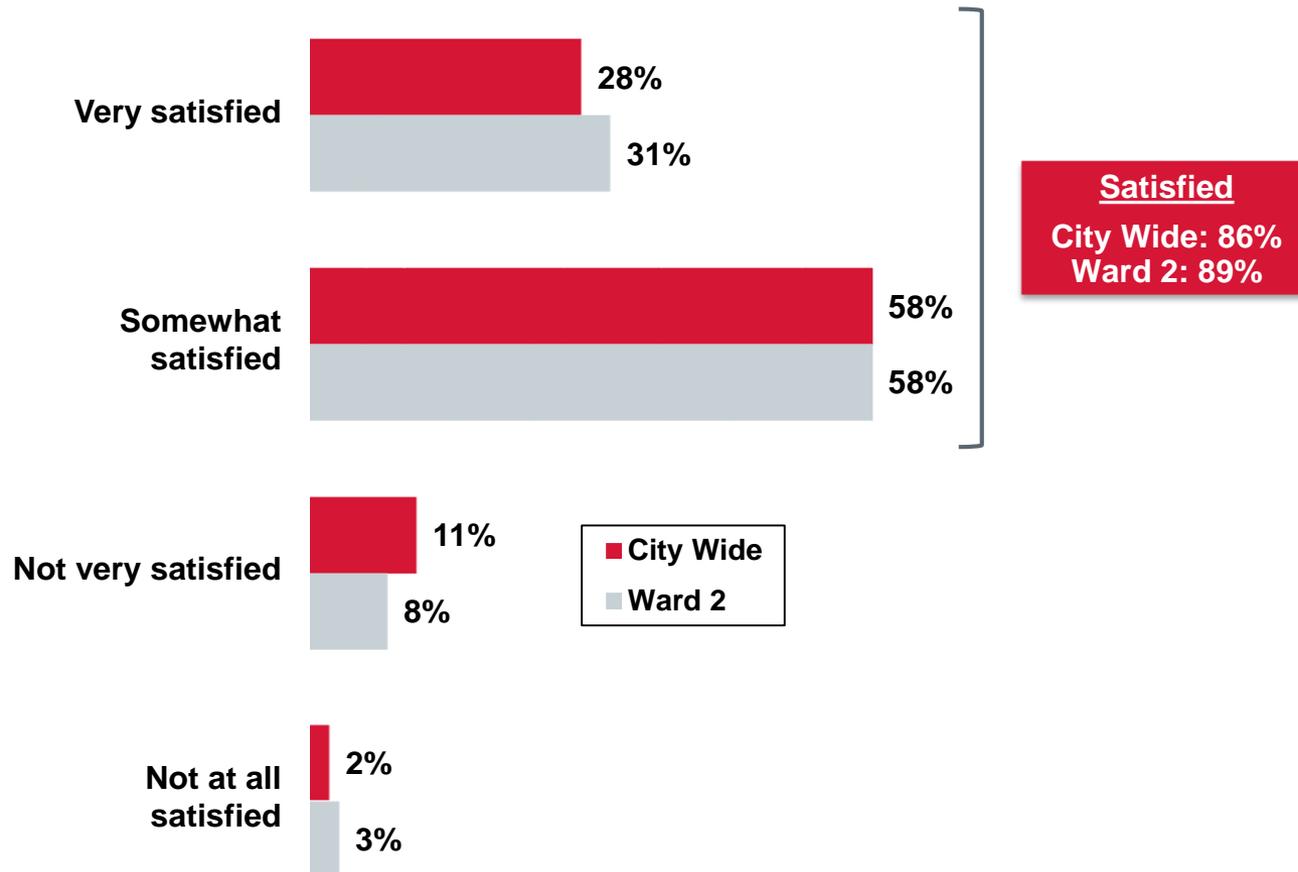
How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: Valid respondents (City Wide: n=2,469 / Ward 2: n=172)

Ward 2 2015



# Satisfaction with The City's Environmental Programs and Services



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

Base: Valid respondents (City Wide: n=2,472 / Ward 2: n=174)

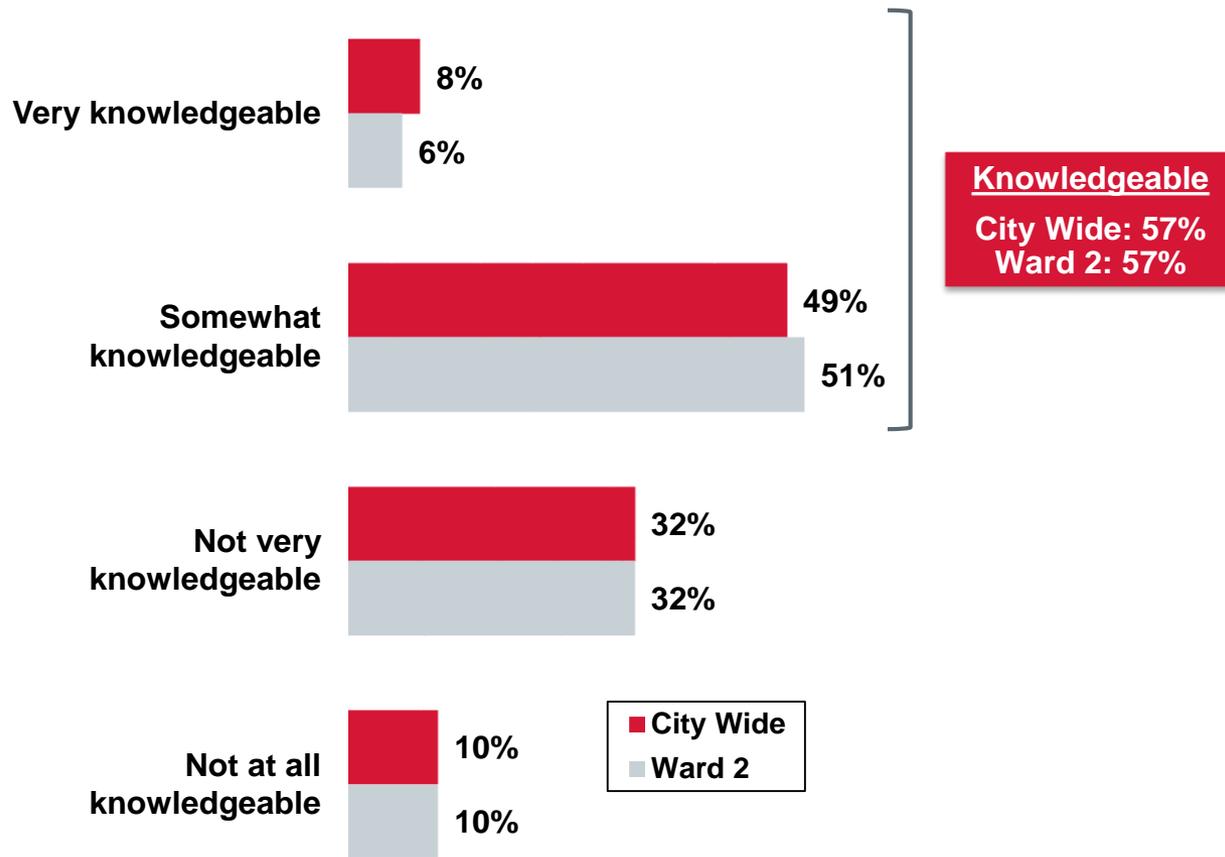


## Taxation





# Knowledge Levels of Tax Dollar Spending

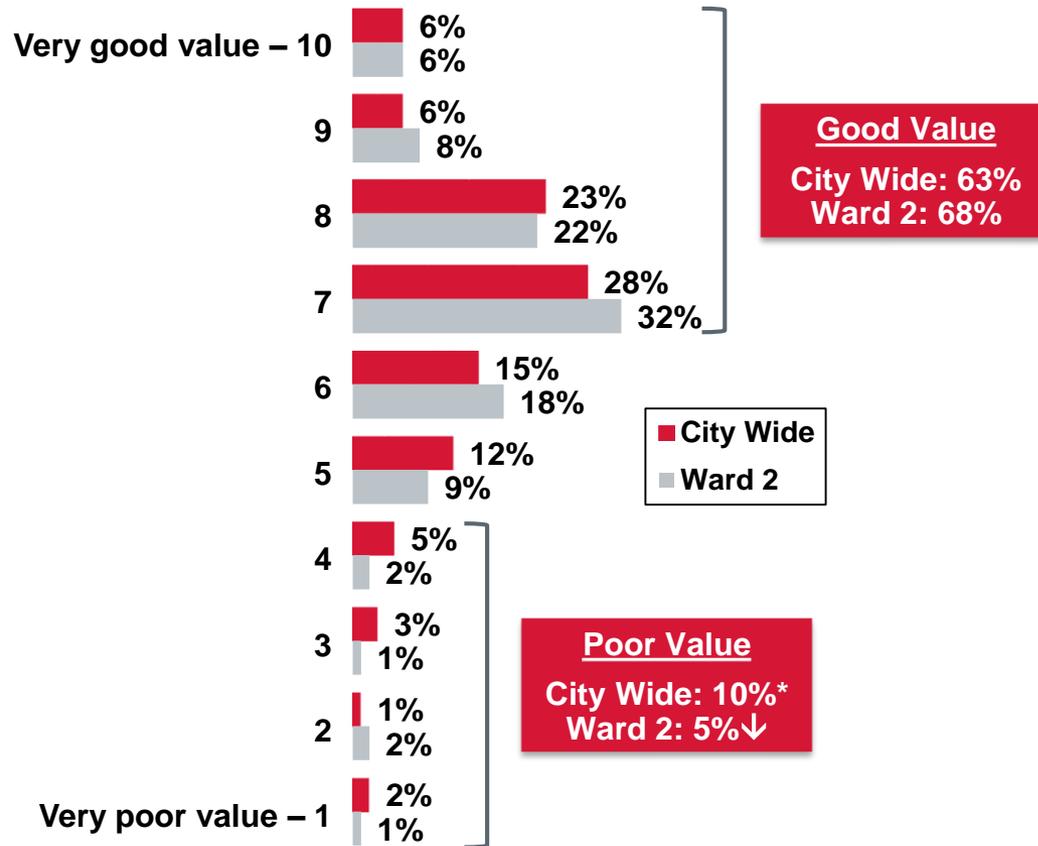


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,494 / Ward 2: n=174)



# Perceived Value of Property Taxes



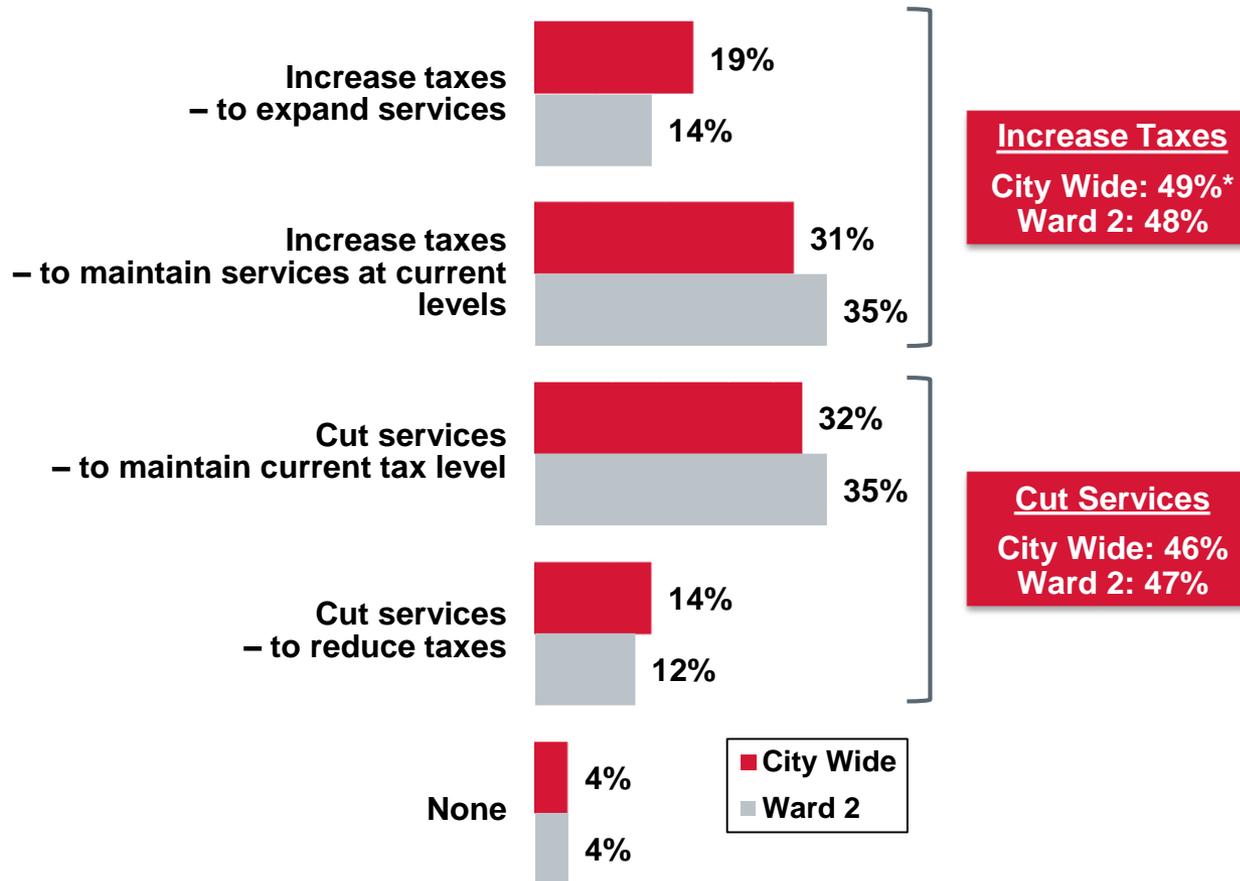
\*Rounding

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

Base: Valid respondents (City Wide: n=2,466 / Ward 2: n=174)



# Balancing Taxation and Service Delivery Levels



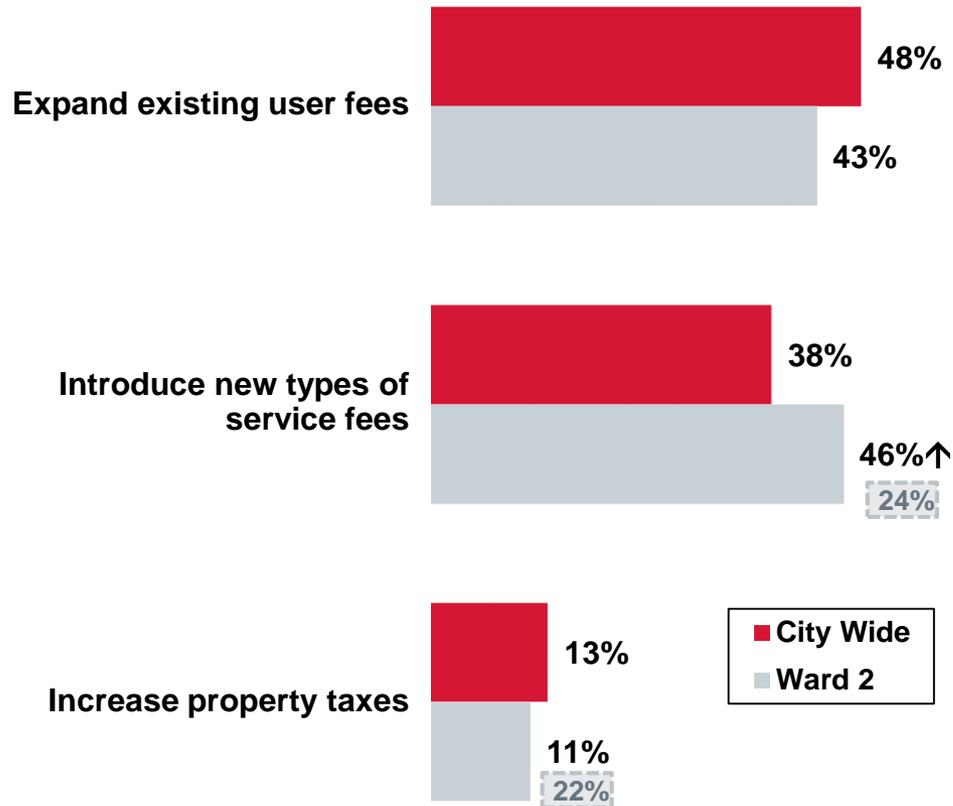
\*Rounding

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

Base: Valid respondents (City Wide: n=2,457 / Ward 2: n=174)



# Options for Increasing City Revenue



Ward 2 2015

*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 ...?*

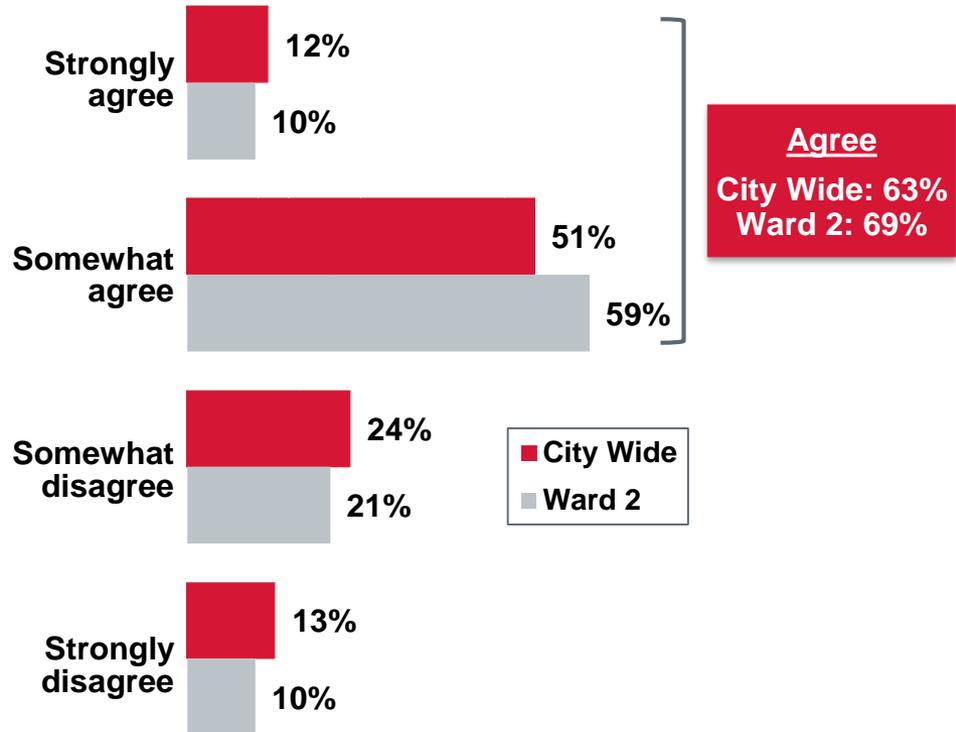
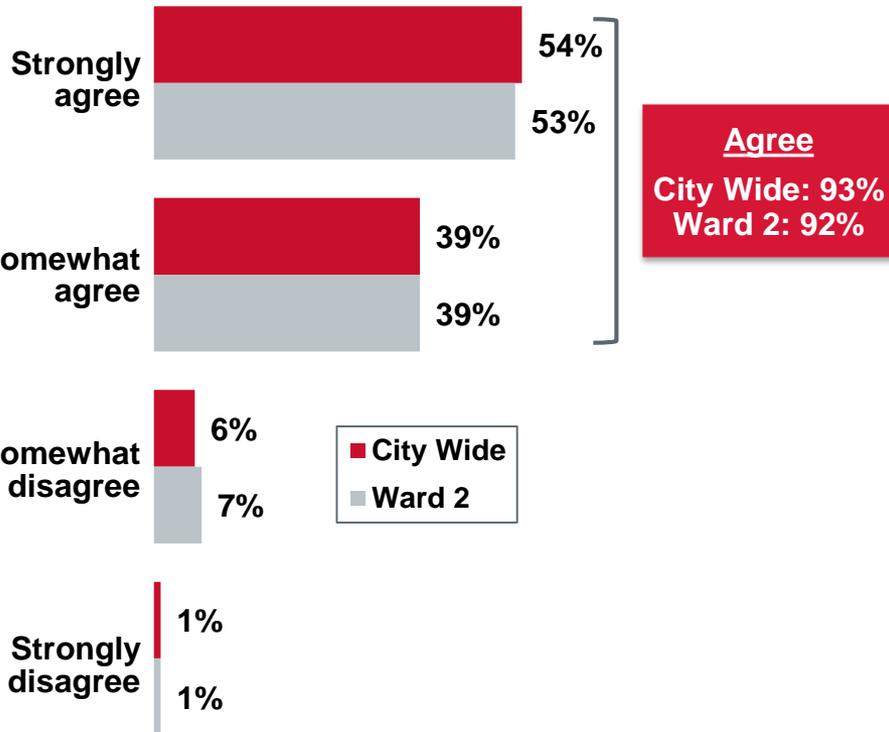
Base: Valid respondents (City Wide: n=2,331 / Ward 2: n=165)



# 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*



Base: Valid respondents (City Wide: n=2,490 / Ward 2: n=174)

Base: Valid respondents (City Wide: n=2,475 / Ward 2: n=172)

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

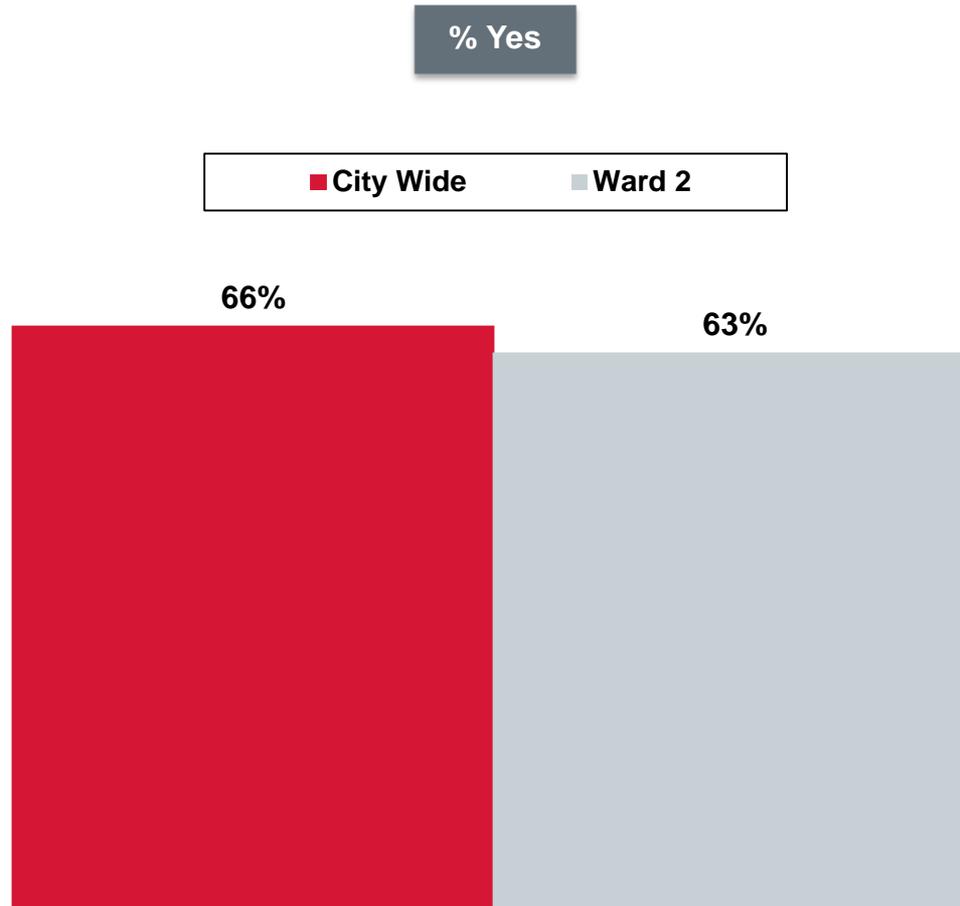


## Contact with The City





# Past 12 Months Contact with The City of Calgary

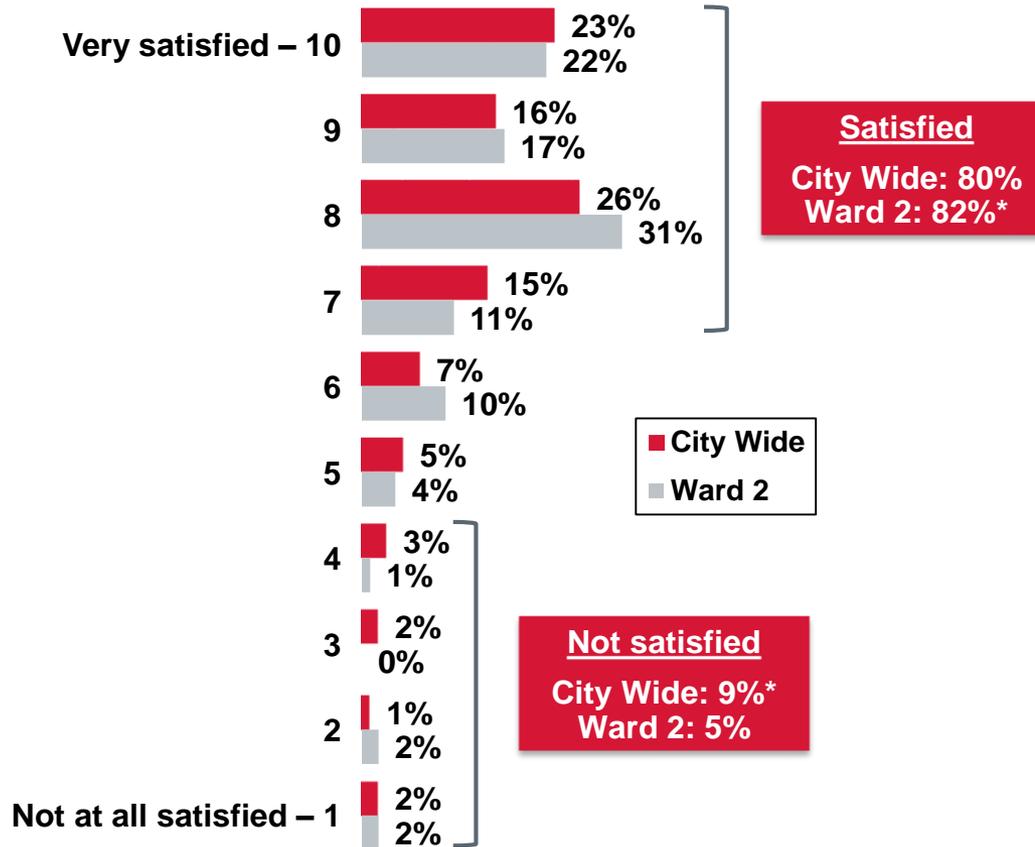


*Have you contacted or dealt with The City of Calgary or dealt with The City or one of its employees in the last twelve months?*

Base: Valid respondents (City Wide: n=2,486 / Ward 2: n=174)



# Satisfaction with the Overall Level and Quality of Customer Service



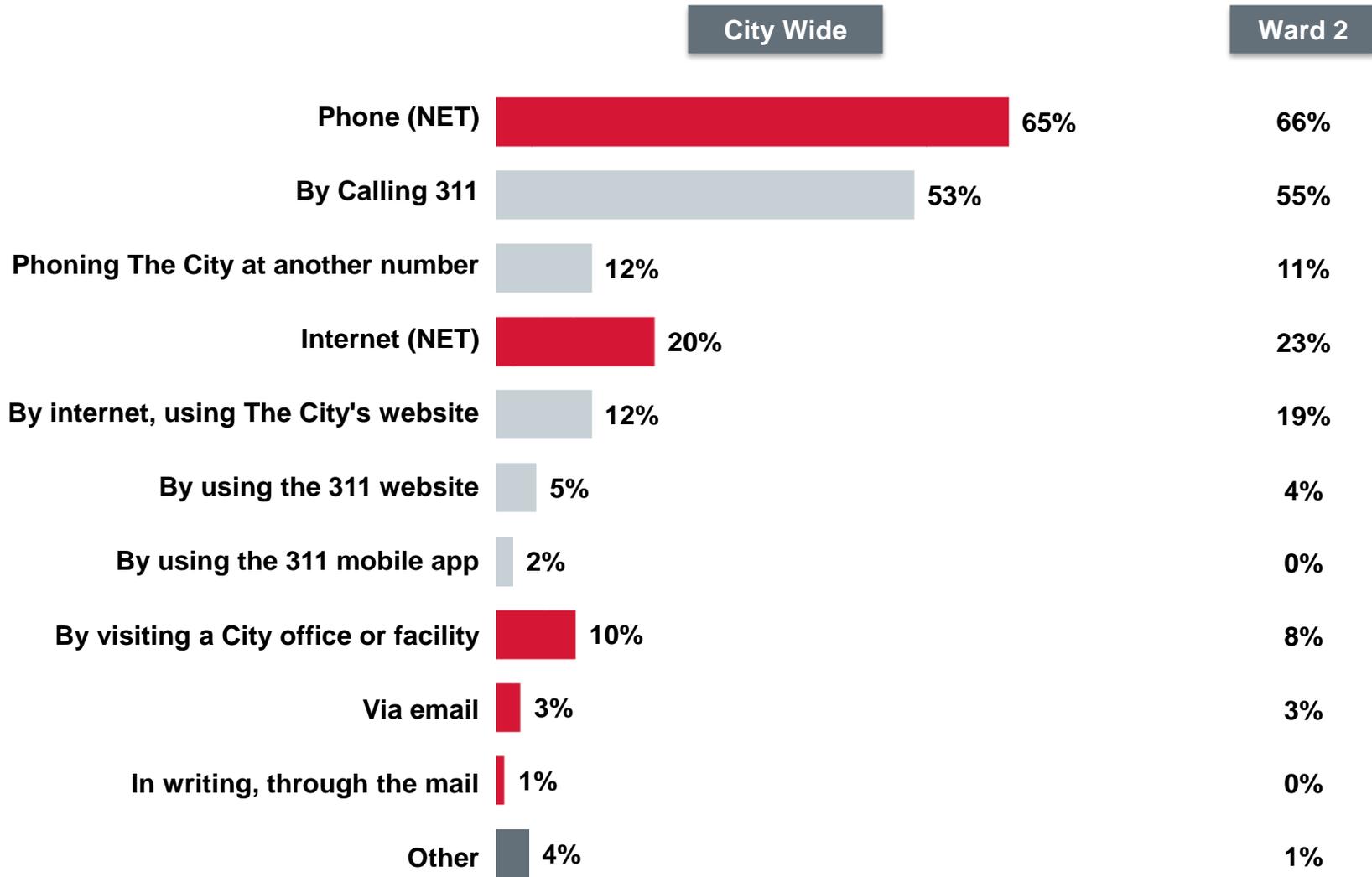
\*Rounding

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

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,630 / Ward 2: n=106)



# Type of Contact

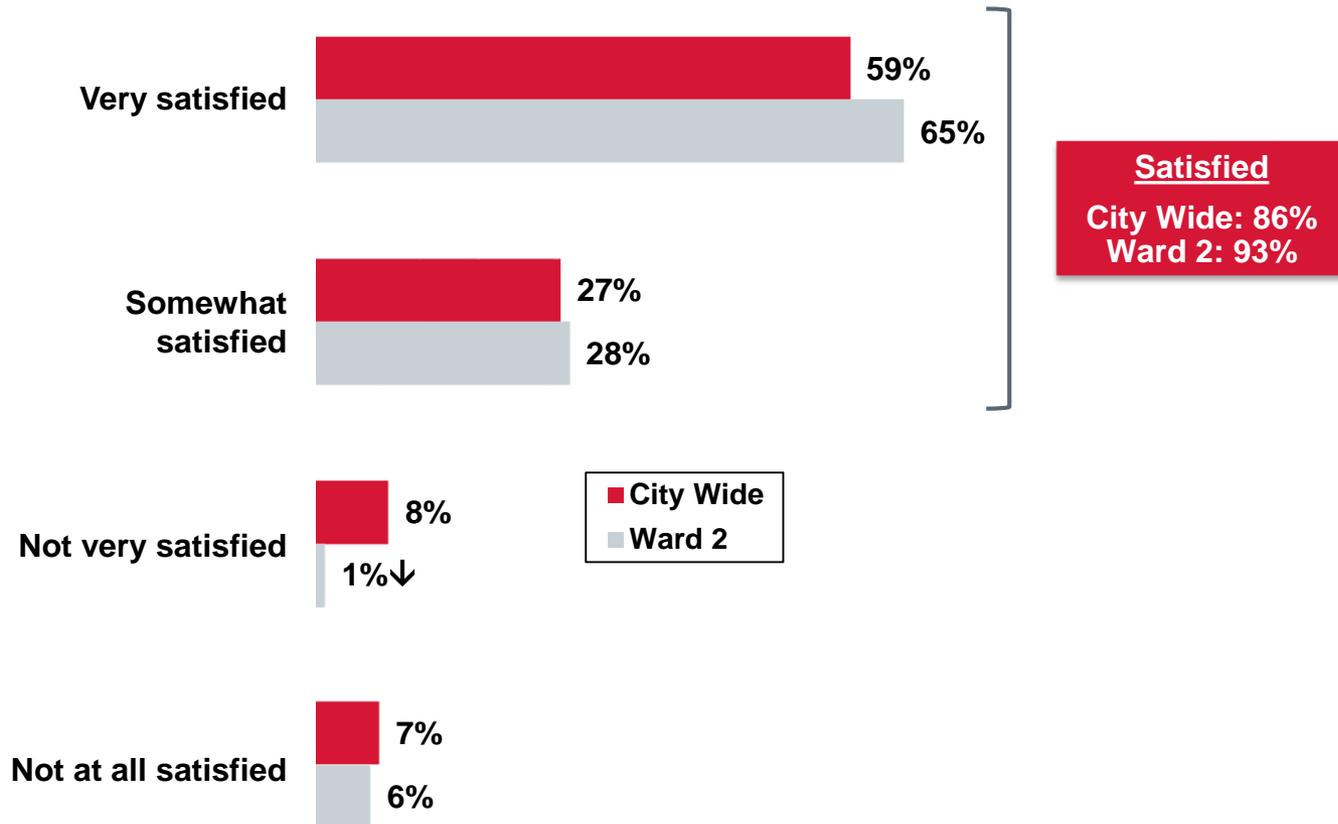


When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,080 / Ward 2: n=68)



# Satisfaction with Most Recent City Contact



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

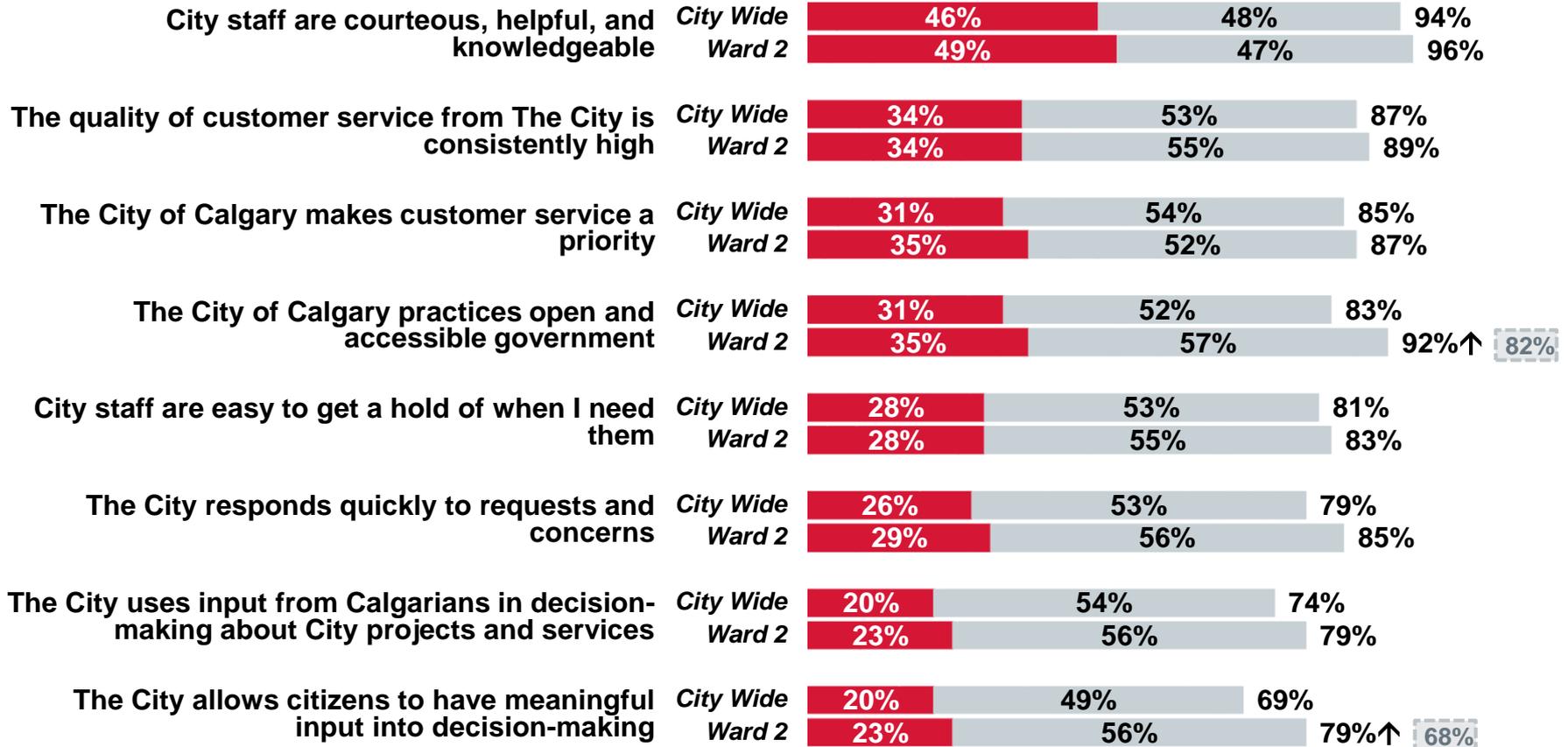
Base: 2016: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,081 / Ward 2: n=68)



# Attitudes Regarding City Service Delivery and Transparency

% Agree

■ Strongly agree ■ Somewhat agree



Ward 2 2015

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)

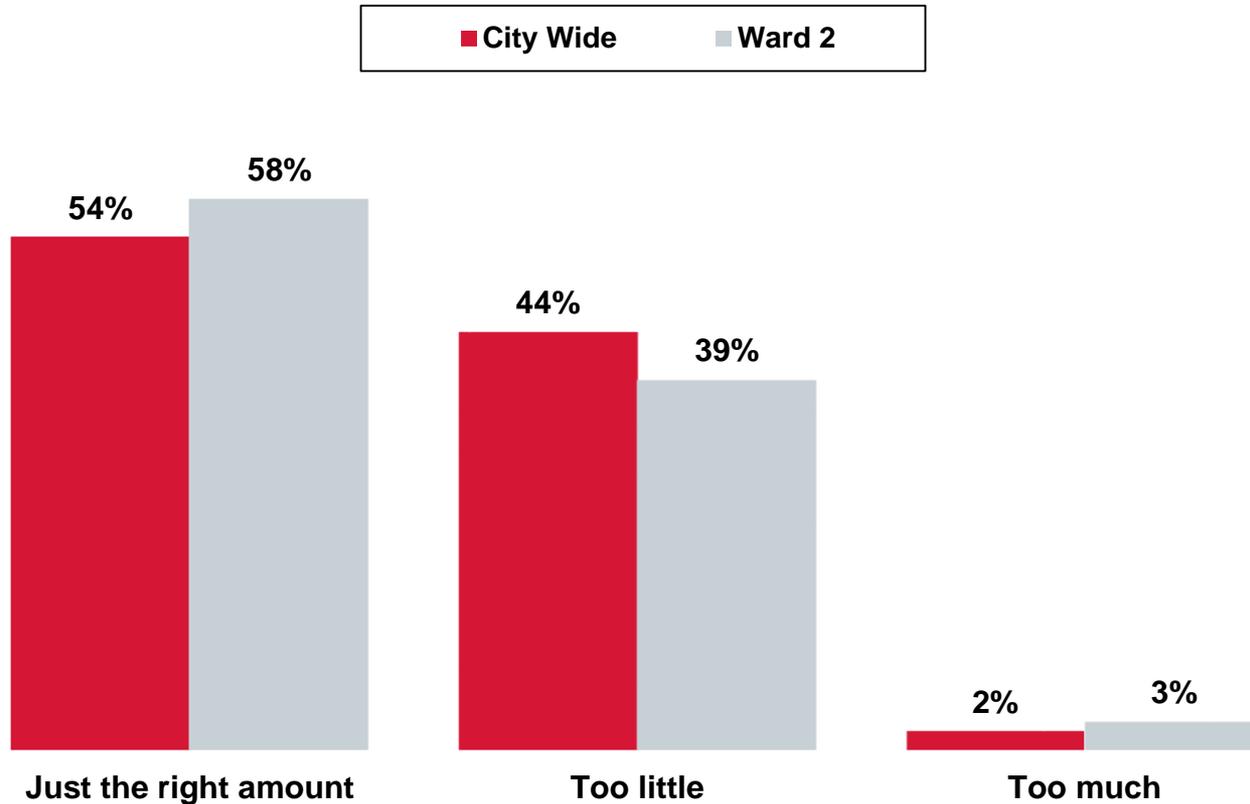


## City Communications





# The Extent of Information Received



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

Base: Valid respondents (City Wide: n=2,487 / Ward 2: n=173)



# Top Areas for Information from The City

Multiple Responses

City Wide

Ward 2

| Area  | City Wide  | Ward 2     |
|---|------------|------------|
| <b>Budget &amp; Spending (Net)</b>                          | <b>32%</b> | <b>38%</b> |
| Tax/ government money spending                              | 28%        | 35%        |
| Budgets   | 3%         | 3%         |
| <b>Infrastructure, Traffic &amp; Roads (Net)</b>            | <b>26%</b> | <b>26%</b> |
| Roads   | 9%         | 8%         |
| Infrastructure (unspecified)                                | 5%         | 6%         |
| Transportation planning                                     | 3%         | 4%         |
| <b>Planning &amp; Development (Net)</b>                     | <b>19%</b> | <b>21%</b> |
| Planning/ future growth                                     | 11%        | 16%        |
| Land use planning/ development                              | 6%         | 3%         |
| <b>Taxation (Net)</b>                                       | <b>18%</b> | <b>20%</b> |
| Taxes/ taxation (unspecified)                               | 10%        | 9%         |
| Property taxes  | 5%         | 8%         |
| <b>Transportation (Net)</b>                                 | <b>14%</b> | <b>8%↓</b> |
| Transportation (unspecified)                                | 7%         | 5%         |
| Transit   | 6%         | 2%↓        |
| <b>Recreation (Net)</b>                                     | <b>10%</b> | <b>11%</b> |
| Recreation/ leisure centres/ programs                       | 6%         | 6%         |
| Parks/ playgrounds/ community centers/ green-spaces         | 4%         | 4%         |
| <b>City Services (Net)</b>                                  | <b>8%</b>  | <b>11%</b> |
| <b>Crime, Safety &amp; Policing (Net)</b>                   | <b>7%</b>  | <b>4%</b>  |
| <b>Government (political decisions, transparency) (Net)</b> | <b>6%</b>  | <b>6%</b>  |
| <b>Community &amp; Social Services (Net)</b>                | <b>6%</b>  | <b>4%</b>  |
| <b>Media (Net)</b>  | <b>5%</b>  | <b>6%</b>  |
| Website/ online   | 4%         | 5%         |
| <b>Education</b>  | <b>3%</b>  | <b>3%</b>  |
| <b>Environment &amp; Waste Management (Net)</b>             | <b>3%</b>  | <b>1%</b>  |
| <b>Other</b>  | <b>24%</b> | <b>22%</b> |

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

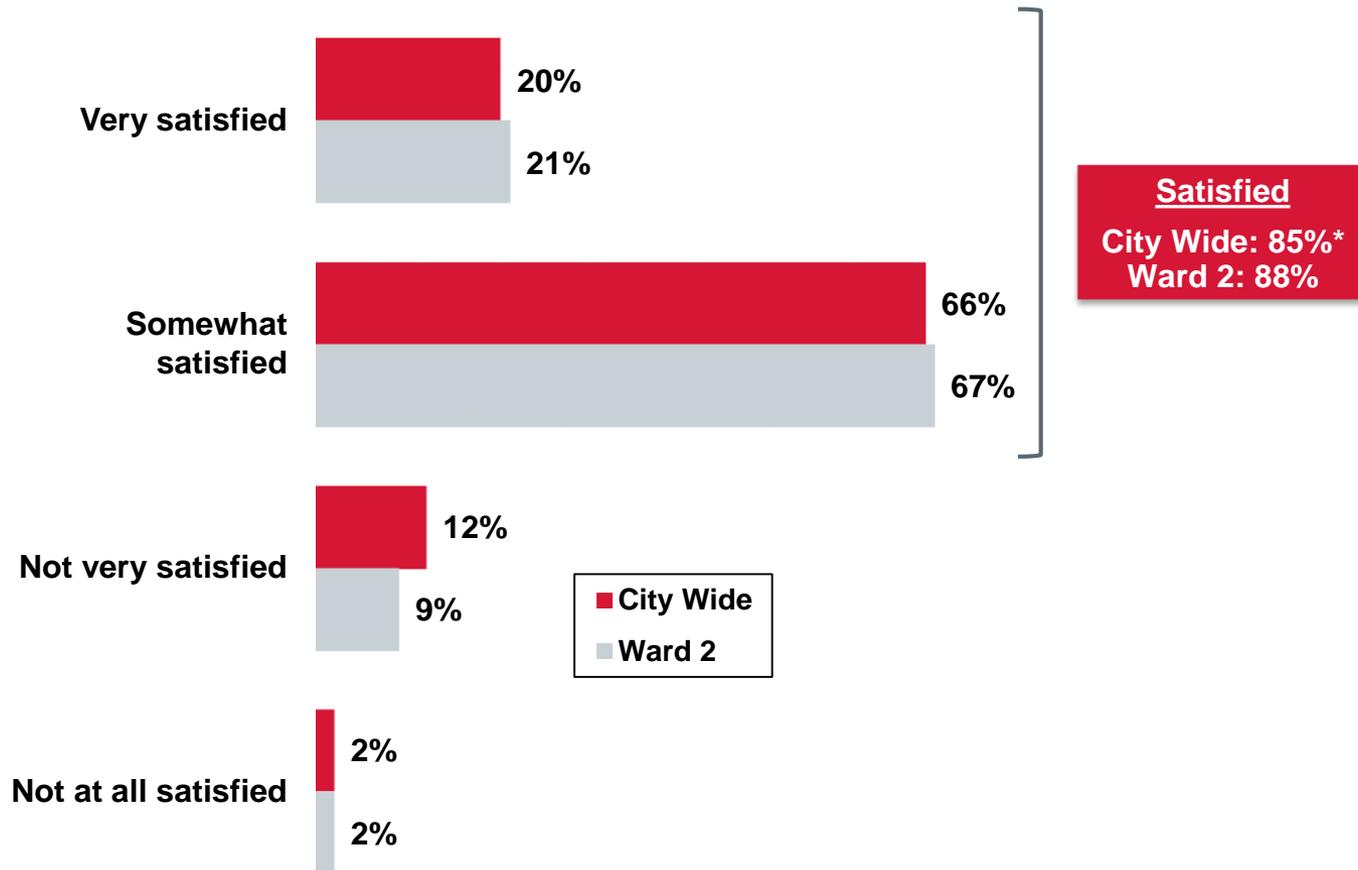
Total mentions <3% are not shown

Not asked prior to 2016

What are the top three areas where [too little; you would like The City to / right amount: The City should] provide more information?  
 Base: Valid respondents who say they receive too little or just the right amount of information (City Wide: n=990 / Ward: 2 n=150)



# Overall Satisfaction with Quality of City Information and Communications



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

Base: Valid respondents (City Wide: n=2,489 / Ward 2: n=174)

\*Rounding



## Demographics





# Demographics

## Gender

|        | City Wide | Ward 2 |
|--------|-----------|--------|
| Male   | 50%       | 50%    |
| Female | 50%       | 50%    |

## Education

|  | City Wide | Ward 2 |
|--|-----------|--------|
| Completed high school or less                      | 18%       | 19%    |
| Some post secondary or completed a college diploma | 34%       | 25%↓   |
| Completed university degree or post-grad degree    | 48%       | 56%↑   |

## Age

|             | City Wide | Ward 2 |
|-------------|-----------|--------|
| 18 to 24    | 12%       | 17%    |
| 25 to 34    | 22%       | 25%    |
| 35 to 44    | 18%       | 16%    |
| 45 to 54    | 20%       | 19%    |
| 55 to 64    | 13%       | 10%    |
| 65 or older | 14%       | 13%    |
| <i>Mean</i> | 44.5      | 42.6   |

## Income

|                         | City Wide | Ward 2 |
|-------------------------|-----------|--------|
| Less than \$30,000      | 7%        | 6%     |
| \$30,000 to <\$45,000   | 9%        | 5%     |
| \$45,000 to <\$60,000   | 10%       | 9%     |
| \$60,000 to <\$75,000   | 9%        | 9%     |
| \$75,000 to <\$90,000   | 9%        | 6%     |
| \$90,000 to <\$105,000  | 11%       | 11%    |
| \$105,000 to <\$120,000 | 11%       | 8%     |
| \$120,000 to <\$150,000 | 13%       | 19%↑   |
| \$150,000 or more       | 23%       | 28%    |

Base: Valid respondents



# Household Characteristics

## Tenure in Calgary

|                          | City Wide | Ward 2   |
|--------------------------|-----------|----------|
| Less than 5 years        | 9%        | 9%       |
| 5 to less than 10 years  | 10%       | 12%      |
| 10 to less than 15 years | 12%       | 21%↑     |
| 15 to less than 20 years | 14%       | 15%      |
| 20 to less than 30 years | 19%       | 13%      |
| 30 to less than 40 years | 15%       | 13%      |
| 40 or more               | 21%       | 16%↓     |
| <i>Mean</i>              | 25 years  | 21 years |

## Household Size

|             | City Wide | Ward 2 |
|-------------|-----------|--------|
| 1           | 13%       | 8%     |
| 2           | 32%       | 33%    |
| 3           | 19%       | 21%    |
| 4           | 23%       | 26%    |
| 5 or more   | 13%       | 12%    |
| <i>Mean</i> | 3         | 3      |

## Children and Seniors in Household

|                | City Wide | Ward 2 |
|----------------|-----------|--------|
| Yes - Children | 37%       | 36%    |
| Yes - Seniors  | 16%       | 12%    |

## Type of Home

|  | City Wide | Ward 2 |
|--|-----------|--------|
| Single-detached house                    | 72%       | 85%↑   |
| Apartment or apartment-style condominium | 12%       | 6%↓    |
| Townhouse or rowhouse                    | 7%        | 5%     |
| Duplex, triplex or fourplex              | 8%        | 3%↓    |
| Another type of multi-dwelling unit      | 1%        | 1%     |

## Own or Rent

|         | City Wide | Ward 2 |
|---------|-----------|--------|
| Own     | 77%       | 88%↑   |
| Rent    | 20%       | 8%↓    |
| Other   | 1%        | 2%     |
| Neither | 2%        | 2%     |

## Responsible for Property Taxes

|     | City Wide | Ward 2 |
|-----|-----------|--------|
| Yes | 84%       | 82%    |
| No  | 16%       | 18%    |

Base: Valid respondents



# Respondent Characteristics

## Born in Canada

|     | City Wide | Ward 2 |
|-----|-----------|--------|
| Yes | 72%       | 64%↑   |
| No  | 28%       | 36%↓   |

## Age Left Country of Birth

| Base: Not born in Canada | City Wide (n=626) | Ward 2 (n=61) |
|--------------------------|-------------------|---------------|
| Under the age of 12      | 27%               | 26%           |
| 12 to 17                 | 10%               | 9%            |
| 18 or older              | 62%               | 65%           |

## Ethnic Background

|                                      | City Wide | Ward 2 |
|--------------------------------------|-----------|--------|
| Caucasian/ white                     | 22%       | 13%↓   |
| British                              | 20%       | 19%    |
| Canadian/ French Canadian            | 18%       | 19%    |
| Western European                     | 11%       | 8%     |
| Southern or Eastern European         | 11%       | 13%    |
| East or Southeast Asian              | 10%       | 14%    |
| South Asian                          | 7%        | 9%     |
| Central/ South American or Caribbean | 3%        | 2%     |
| West Asian or Middle Eastern         | 2%        | 4%↑    |
| African                              | 2%        | 2%     |
| Aboriginal/ First Nations/ Metis     | 1%        | 1%     |

## Disability

|     | City Wide | Ward 2 |
|-----|-----------|--------|
| Yes | 13%       | 12%    |
| No  | 87%       | 88%    |

## Visible Minority

|     | City Wide | Ward 2 |
|-----|-----------|--------|
| Yes | 22%       | 29%↑   |
| No  | 78%       | 71%↓   |

Base: Valid respondents

## Contact

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