

Calgary



2018 Quality of Life and Citizen Satisfaction Survey

Ward 2 Report

Prepared for The City of Calgary by:

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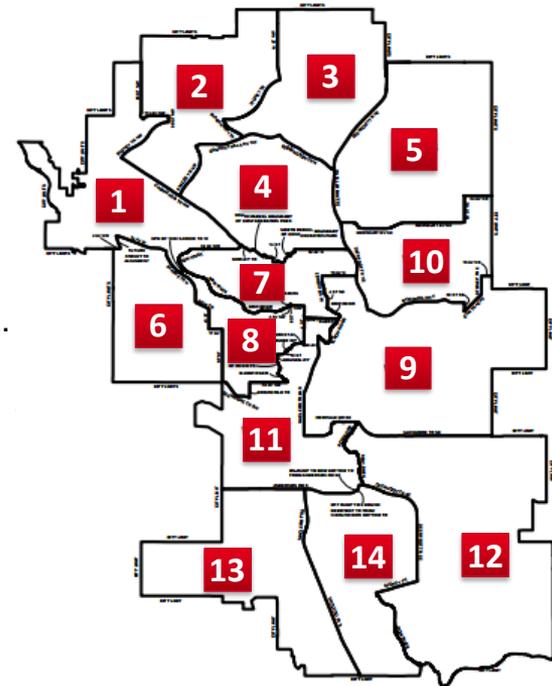
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Respondent Profile



Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 15th and September 12th, 2018.
 - 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 2016 Municipal and Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,500 is ± 2.0 percentage points, 19 times out of 20.
 - A total of 188 interviews were conducted with residents of Ward 2 (MOE ±7.1%).
- ❖ Research note on significant differences.
 - Throughout, City Wide results are compared to results from Ward 2.
 - ↑ indicates a number is significantly higher than City Wide.
 - ↓ indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2018 results for Ward 2 are compared to those from 2017.
 - Only significant differences are shown.





Summary of Key Findings





Key Findings: Quality of Life

Ward 2 residents' perceptions about the quality of life in Calgary are on par with City Wide results, although they are more likely to feel safe walking alone in their neighbourhoods.

- ❖ A sizeable majority (87%) of Ward 2 residents rate the overall quality of life in Calgary today as 'good,' statistically consistent with 86% City Wide.
- ❖ In Ward 2, 54% of residents say the quality of life in Calgary has stayed the same over the past three years (statistically consistent with 49% City Wide), while 19% say it has improved (on par with 22% City Wide) and 26% say it has worsened (similar to 29% City Wide).
- ❖ Ward 2 residents rate quality of life metrics consistently with City Wide results.
 - A large majority (88%) of Ward 2 residents agree they are proud to live in their neighbourhood, statistically consistent with 86% City Wide and 90% are proud to be a Calgarian, similar to 89% City Wide.
 - Further, 82% say that Calgary is a great place to make a life (similar to 83% City Wide) and 71% report that Calgary is a great place to make a living (identical to 71% City Wide).
 - The majority (83%) of Ward 2 residents feel that Calgary is on the right track to being a better city 10 years from now, also statistically consistent with 84% City Wide.
- ❖ Perceived safety is notably higher in Ward 2 in comparison to City Wide results.
 - Nine-in-ten (89%) Ward 2 residents say they do or would feel safe walking alone in their neighbourhood after dark, significantly higher than 82% City Wide.



Key Findings: Issue Agenda and Level and Quality of Services and Programs

Ward 2 residents' priorities on the issue agenda are similar to those seen City Wide.

- ❖ City Wide, “*infrastructure, traffic and roads*” dominates the issue agenda (40%, similar to 37% in Ward 2).
- ❖ In Ward 2, “*transit*” ranks second on the issues agenda (18%, similar to 16% City Wide), followed by “*crime, safety and policing*” (15%, consistent with 14% City Wide) and “*recreation*” (13%, statistically similar to 9% City Wide).
- ❖ One difference emerges on the issue agenda in Ward 2 wherein residents are less concerned with “*homelessness, poverty and affordable housing*” (1%, statistically lower than 5% City Wide).

Overall satisfaction with the level and quality of City programs and services is solid and on par with City Wide results and shows an increase in those being ‘very satisfied’.

- ❖ Almost eight-in-ten (79%) Ward 2 residents say they are satisfied with the overall level and quality of services and programs provided by The City, consistent with 77% City Wide.
- ❖ In 2018, 14% of Ward 2 residents say they are ‘very satisfied’ (ratings of 10 on a 10-point scale) with the level and quality of City programs and services, statistically increased from 6% in 2017.



Key Findings: City Programs and Services

Ward 2 residents' views differ from City Wide results on various programs and services, particularly with public safety, parks and recreation and social services.

❖ Public Safety:

- Calgary Fire Department: Although still extremely high, importance is lower than City Wide (98% vs. 100%).
- Disaster planning and response: Importance is lower than City Wide (62% vs. 72% *very important*) and has declined since 2017 (75% *very important*).
- Calgary Police Service: Satisfaction is higher than City Wide (97% vs. 92%).
- Protection from river flooding: Satisfaction is higher than City Wide (48% vs. 39% *very satisfied*).
- Calgary Fire Department: Satisfaction is lower than City Wide (77% vs. 83% *very satisfied*).
- Calgary 9-1-1: Desired investment has increased since last year (42% vs. 30% *invest more*).

❖ Parks and recreation:

- Parks, playgrounds and other open spaces: Importance has increased since 2017 (99%, up from 95% last year) and desired investment has declined since last year (33% vs. 48% *invest more*).
- Recreation programs: Importance has declined since last year (42% vs. 61% *very important*) and is lower than City Wide (51%).
- Recreation facilities: Satisfaction is lower than City Wide (87% vs. 92%).

❖ Social services:

- Affordable housing: Importance is lower than City Wide (57% vs. 69% *very important*), satisfaction is higher than City Wide (85% vs. 72%) and desired investment is lower than City Wide (48% vs. 61% *invest more*).
- Social services: Desired investment is lower than City Wide (52% vs. 60% *invest more*).

❖ Additional Differences:

- Animal control: Satisfaction is higher than City Wide (51% vs. 42% *very satisfied*).
- Development and building inspections/permits: Satisfaction is higher than City Wide (37% vs. 29% *very satisfied*).
- Property tax assessment: Satisfaction is higher than City Wide (28% vs. 19% *very satisfied*).
- The City of Calgary website: Satisfaction has increased since 2017 (40% in 2018, up from 26% *very satisfied*).



Key Findings: Taxation

Ward 2 residents' views on the value they receive for tax dollars are consistent with City Wide, as are their split views on increasing taxes or cutting services to maintain or expand existing services.

- ❖ Over one-half (55%) of Ward 2 residents give The City a 'good value' rating for the value of their property tax dollars (statistically similar to 59% City Wide).
- ❖ Ward 2 residents' knowledge about how City tax dollars are spent is consistent with City Wide results (59% and 60% City Wide); however, few are 'very knowledgeable' about this subject matter (7%, similar to 9% City Wide).
- ❖ In order for The City to maintain or expand services, 52% of Ward 2 residents would want The City to increase taxes (identical to 52% City Wide) and 46% would want The City to cut services (similar to 43% City Wide).
- ❖ Should The City need to increase revenue for new services, Ward 2 residents would prefer The City to expand existing user fees (50%, similar to 49% City Wide) or introduce new service fees (39%, similar to 38% City Wide) instead of increasing property taxes (11%, consistent with 13% City Wide).
- ❖ Ward 2 residents' interest in knowing how property tax dollars are invested in various City services is on par with City Wide (96% and 94%, respectively) and slightly fewer Ward 2 residents agree that The City does a good job of providing citizens with this information (53% vs. 60% City Wide).



Key Findings: Customer Service

Ward 2 residents provide similar measures related to customer service as are seen City Wide, with fewer agreeing that City staff are easy to get a hold of when needed.

- ❖ In Ward 2, 61% of residents contacted The City within the past year, similar to 65% City Wide.
- ❖ Among those who contacted The City within the past year, the main channels used were calling 311 (50%, similar to 53% City Wide), using the Internet (22%, similar to 23% City Wide) or visiting a City office or facility (14%, statistically consistent with 9% City Wide).
 - A larger proportion of Ward 2 residents contacted The City this past year using social media (4%) in comparison to City Wide results (1%).
- ❖ Three-quarters (76%) of Ward 2 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service (on par with 78% City Wide).
- ❖ When thinking of their most recent City contact, 91% of Ward 2 residents are satisfied with their experience, slightly higher than 83% City Wide.
- ❖ The characteristics of the service provided (i.e. City staff are courteous, helpful and knowledgeable, etc.) are consistent with City Wide results, with the exception of Ward 2 residents being less likely to agree that City staff are easy to get a hold of when they need them (70%, statistically lower than 77% City Wide).



Key Findings: Communications, City Reputation and Performance

Overall satisfaction with information received from The City is on par with City Wide results and Ward 2 residents feeling that they receive ‘too little’ information from The City has notably declined since last year.

- ❖ Ward 2 residents’ satisfaction with the overall quality of City information and communications is solid and similar to City Wide results (78% vs. 80%, respectively).
- ❖ In 2018, 56% of Ward 2 residents say they have access to ‘just the right amount’ of information from The City, consistent with 57% City Wide, and 41% say they receive ‘too little’ information (identical to 41% City Wide and notably lower than 54% in 2017).

Measures of The City’s reputation are on par with City Wide results, although being ‘somewhat’ familiar with The City is more prominent among Ward 2 residents than City Wide.

- ❖ In Ward 2, 100% of residents say they are familiar with The City, similar to 99% City Wide; however, 63% of Ward 2 residents report being ‘somewhat’ familiar, statistically higher than 54% City Wide.
- ❖ Other reputation measures for favourability, trust and advocacy are consistent with results seen City Wide.

Ward 2 residents provide similar performance measures for City Administration and City Council as are seen City Wide.

- ❖ Among Ward 2 residents, 86% are satisfied with City Administration (similar to 84% City Wide) and 70% are satisfied with City Council (identical to 70% City Wide).
- ❖ Ward 2 residents also express similar views related to City Council and City Administration working collaboratively (75% vs. 74% City Wide).

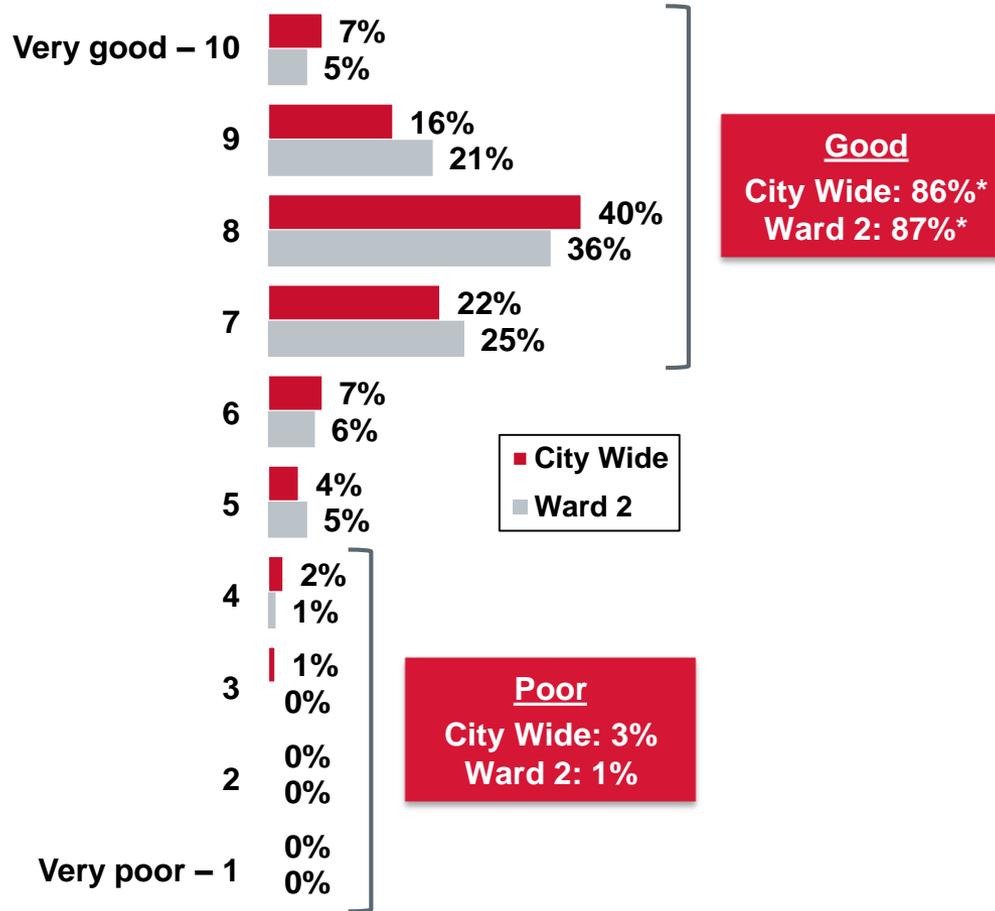


Quality of Life





Overall Quality of Life in Calgary



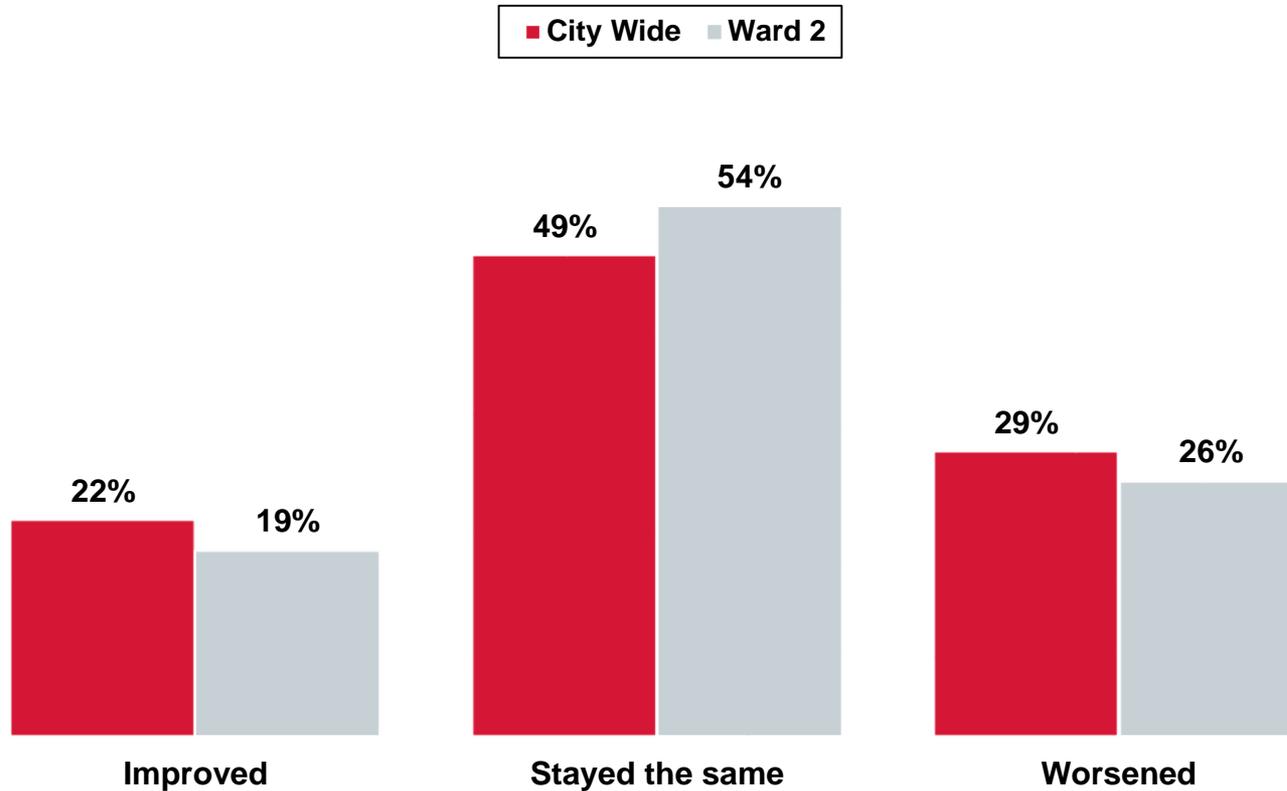
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,497 / Ward 2: n=188)

*Rounding



Perceived Change in the Quality of Life



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

Base: Valid respondents (City Wide: n=2,482 / Ward 2: n=187)



Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 2

| | City Wide | Ward 2 |
|---|------------|---|
| Transportation [NET] | 27% | 33% |
| Improvement/ maintenance of existing roads | 10% | 11% |
| Better traffic management | 6% | 6% |
| Recreation & Community Services [NET] | 21% | 23% |
| Parks/ green-space improvement | 4% | 1%↓ |
| Building of community centres/ recreation facilities | 4% | 4% |
| Availability of (free) programs/ activities/ services | 4% | 3% |
| Engage in community events/ activities | 4% | 6% |
| Homelessness, Poverty & Affordable Housing [NET] | 20% | 20% |
| Improve job creation/ employment | 9% | 10% |
| Expand affordable housing/ rent | 4% | 1%↓ |
| Government [NET] | 19% | 16% |
| Reduce taxes | 8% | 3% |
| Tax spending/ city budget | 5% | 7% |
| Transit [NET] | 15% | 13% |
| Improve public transportation (unspecified) | 10% | 8% |
| More access to buses/ transit/ trains | 5% | 7% 1% |
| Crime, Safety & Policing [NET] | 11% | 12% |
| Control crime and safety | 5% | 7% |
| More policing/ patrolling | 5% | 6% |
| Health [NET] | 4% | 5% |
| Environment [NET] | 4% | 5% |
| Education [NET] | 3% | 6%↑ |
| Growth & Planning [NET] | 3% | 4% |
| Other | 13% | 14% |
| Nothing | 17% | 14% |

NET mentions <3% are not shown

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

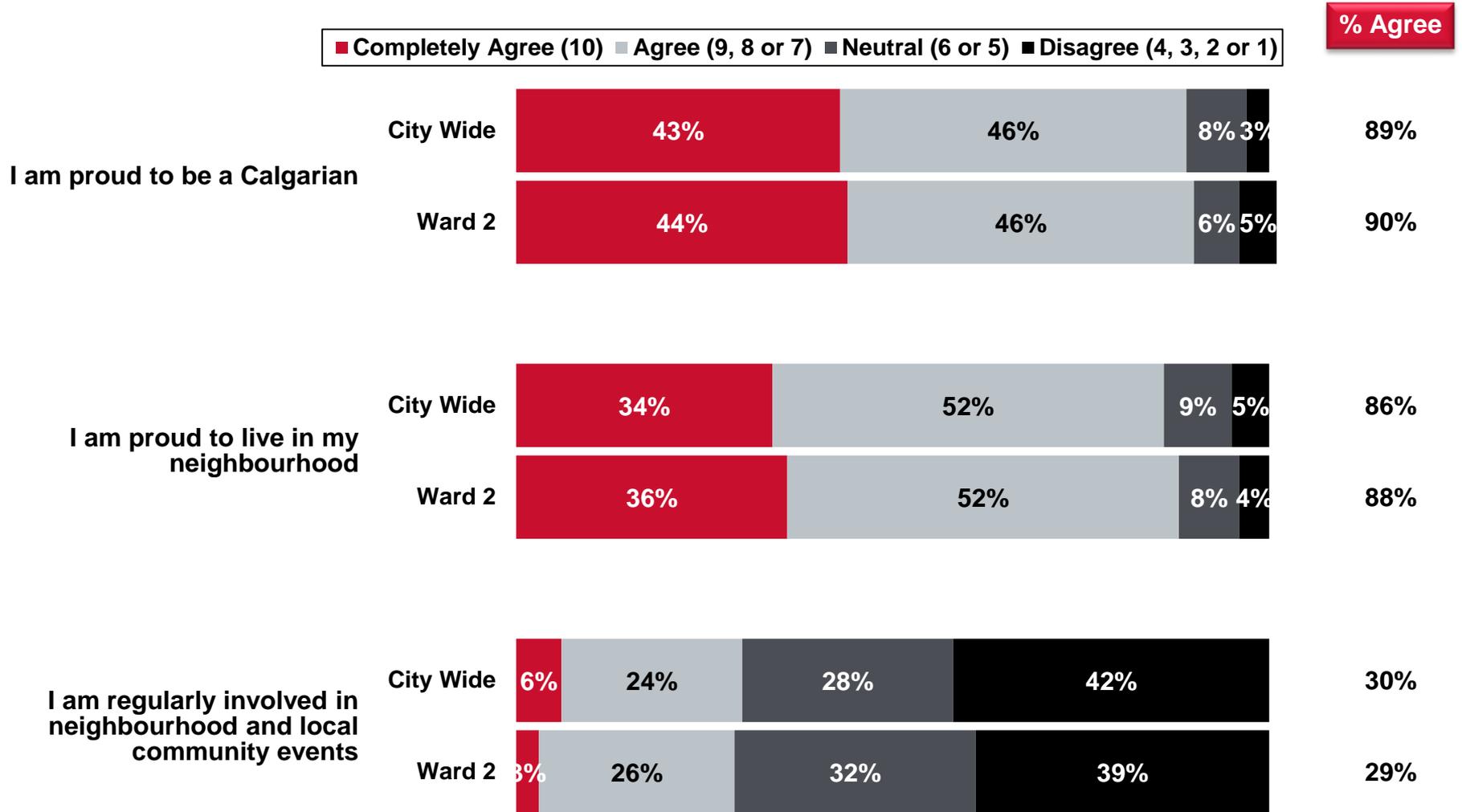
Ward 2 2017

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=2,391 / Ward 2: n=179)



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)



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

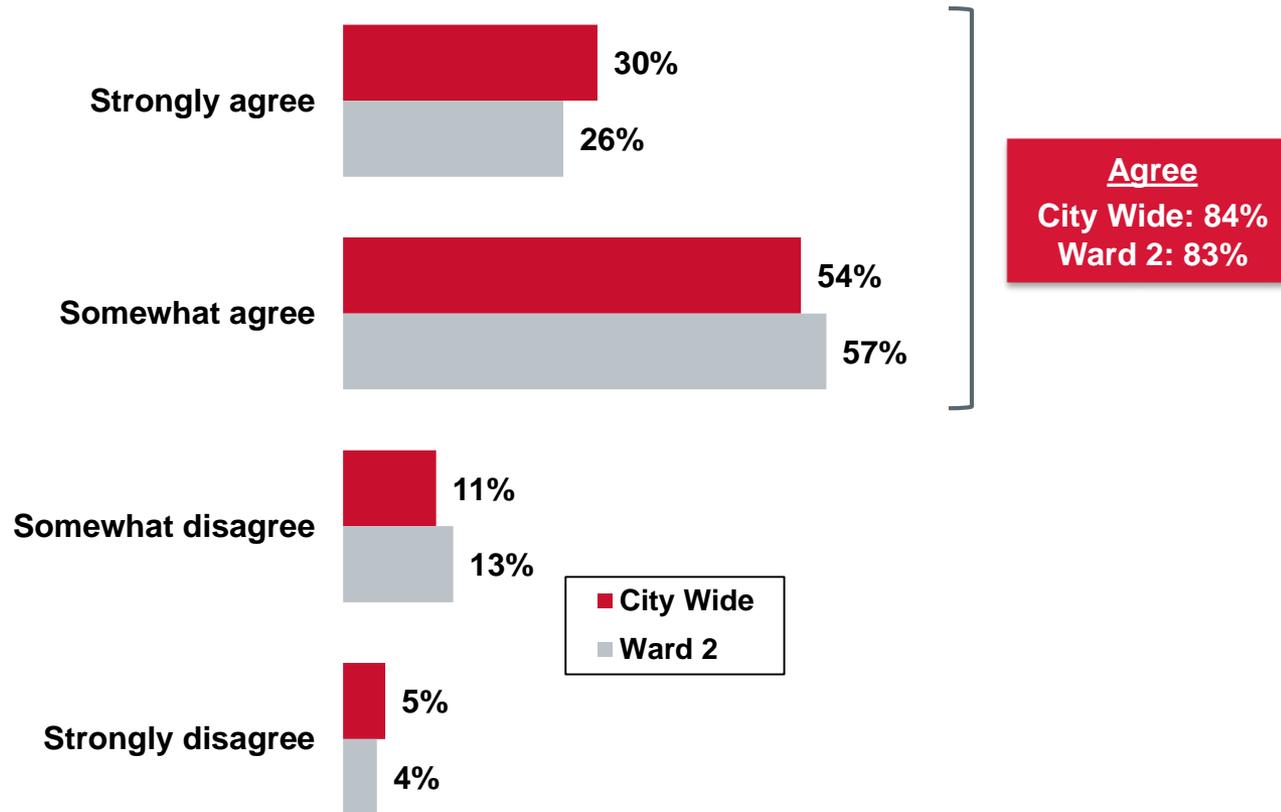


Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)



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

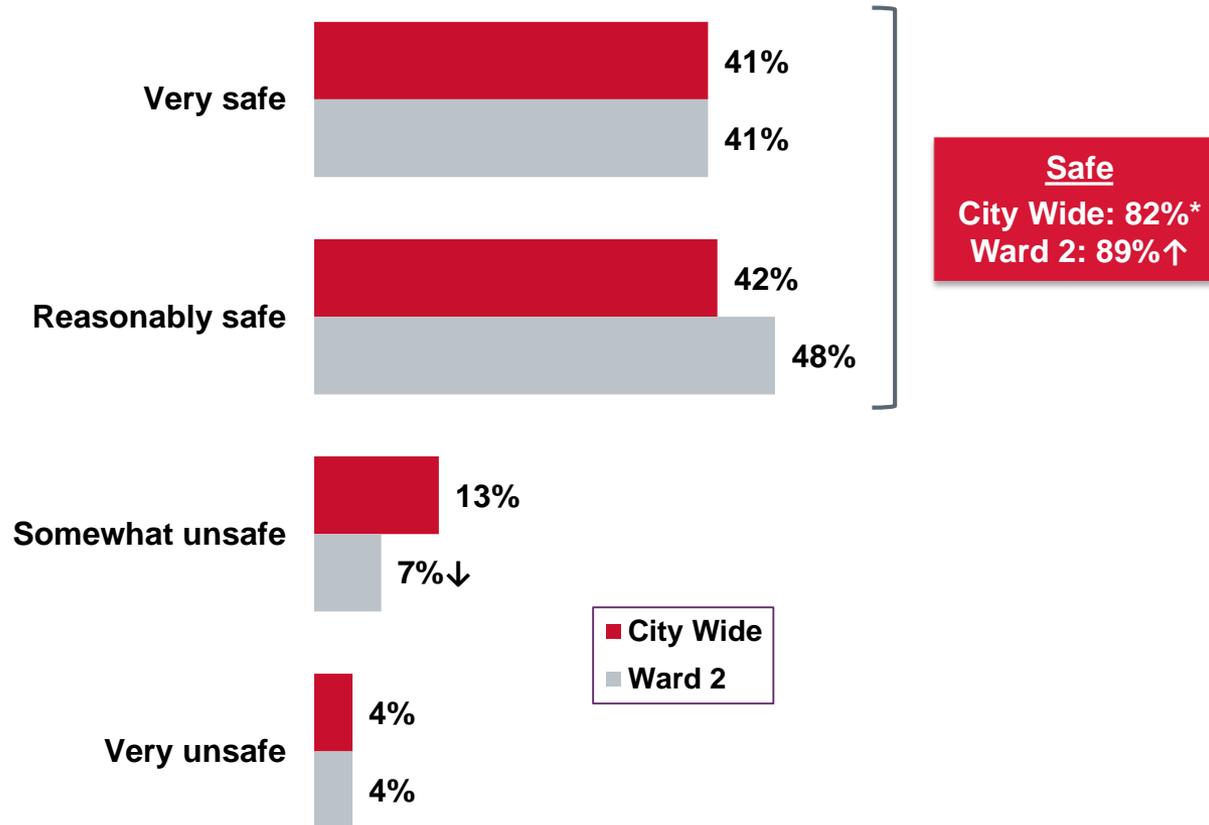


There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (City Wide: n=2,485 / Ward 2: n=185)



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=2,496 / Ward 2: n=187)



Issue Agenda





Issue Agenda

Multiple Responses

City Wide

Ward 2

■ First Mention ■ Other Mentions

| Issue | City Wide (First) | City Wide (Other) | City Wide (NET) | Ward 2 |
|---|-------------------|-------------------|-----------------|--------|
| Infrastructure, Traffic & Roads [NET] | 29% | 11% | 40% | 37% |
| Traffic congestion | 7% | 9% | | 7% |
| (Lack of) snow removal | 5% | 3% | 8% | 8% |
| Roads (unspecified) | 6% | 8% | | 7% |
| Road conditions | 3% | 3% | 6% | 9% |
| Transit [NET] | 12% | 4% | 16% | 18% |
| Transportation (unspecified) | 7% | 9% | | 12% |
| Public Transportation (incl. buses/ C-train/ poor service) | 5% | 7% | | 7% |
| Crime, Safety & Policing [NET] | 9% | 5% | 14% | 15% |
| Recreation [NET] | 5% | 4% | 9% | 13% |
| Taxes [NET] | 5% | 3% | 8% | 8% |
| Environment & Waste Management [NET] | 3% | 4% | 7% | 9% |
| Education [NET] | 4% | 3% | 7% | 9% |
| Economy [NET] | 4% | 5% | | 5% |
| Homelessness, Poverty & Affordable Housing [NET] | 3% | 5% | | 1%↓ |
| Budget & Spending [NET] | 2% | 4% | | 4% |
| Growth & Planning [NET] | 3% | 4% | | 2% |
| Olympics [NET] | 2% | 4% | | 6% |
| Other | | | 18% | 10% |
| None | | | 16% | 14% |

NET mentions <4% are not shown

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

0%

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=2,454 / Ward 2: n=185)

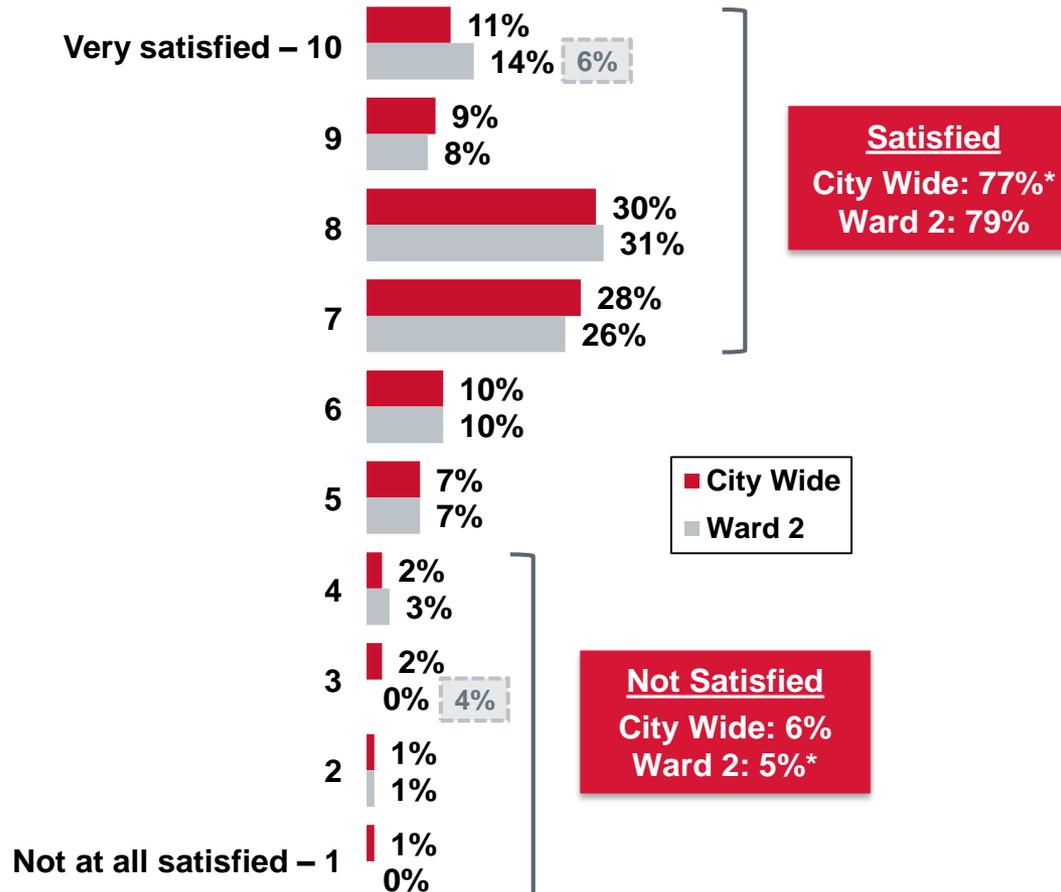


City Programs and Services





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



Ward 2 2017

*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?

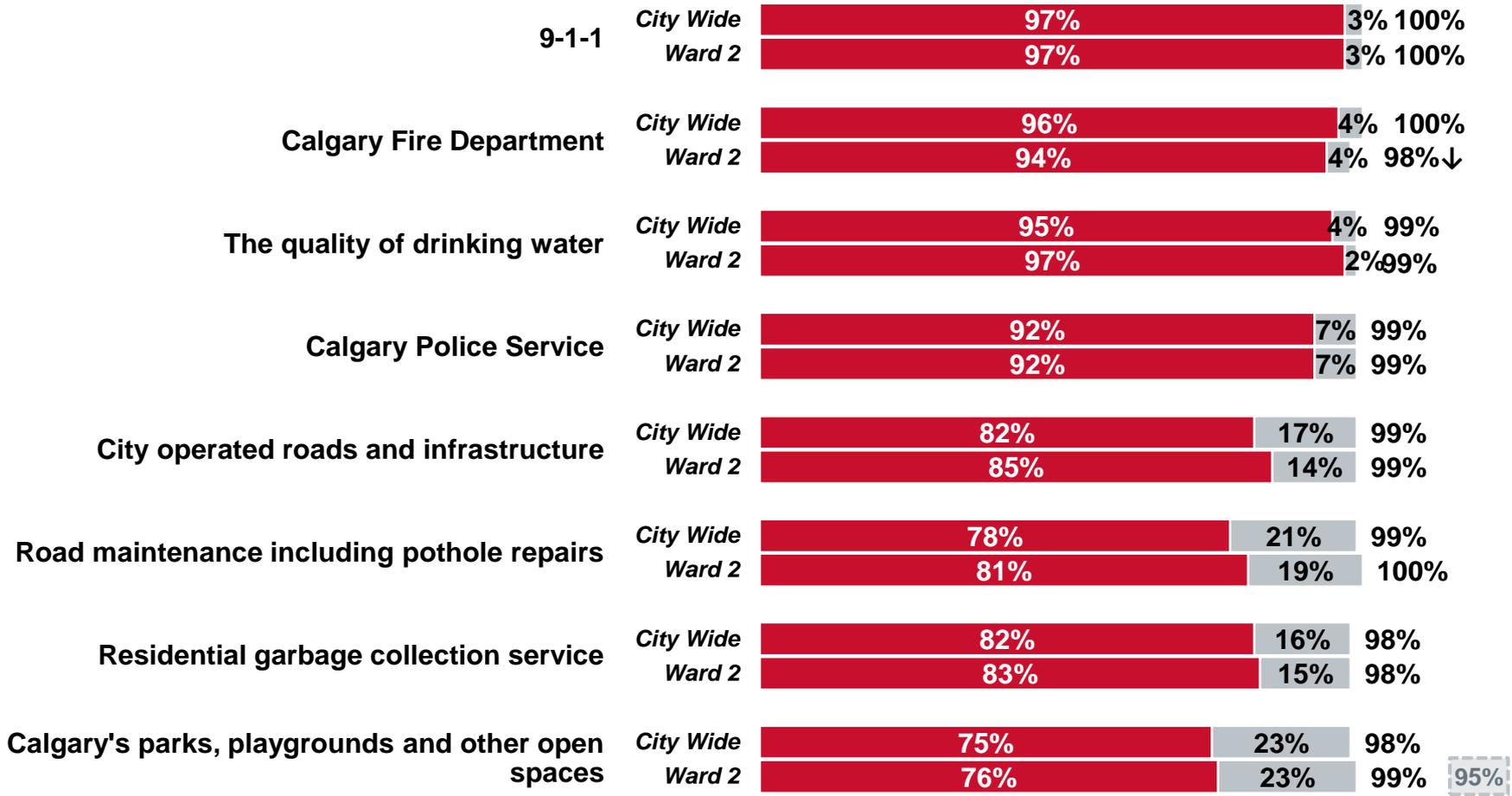
Base: Valid respondents (City Wide: n=2,488 / Ward 2: n=188)



Importance of City Programs and Services

% Important

Very important Somewhat important



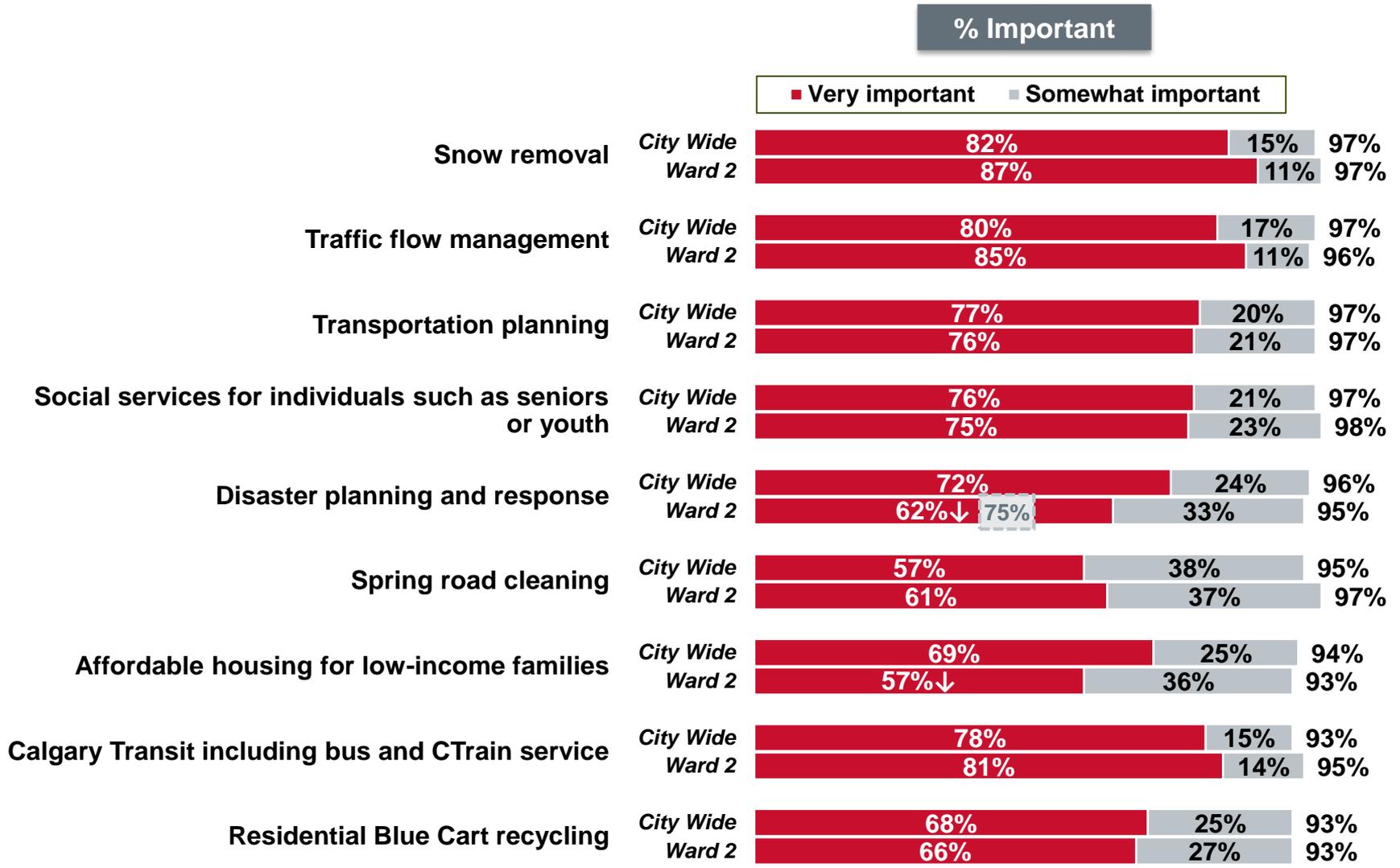
Ward 2 2017

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)



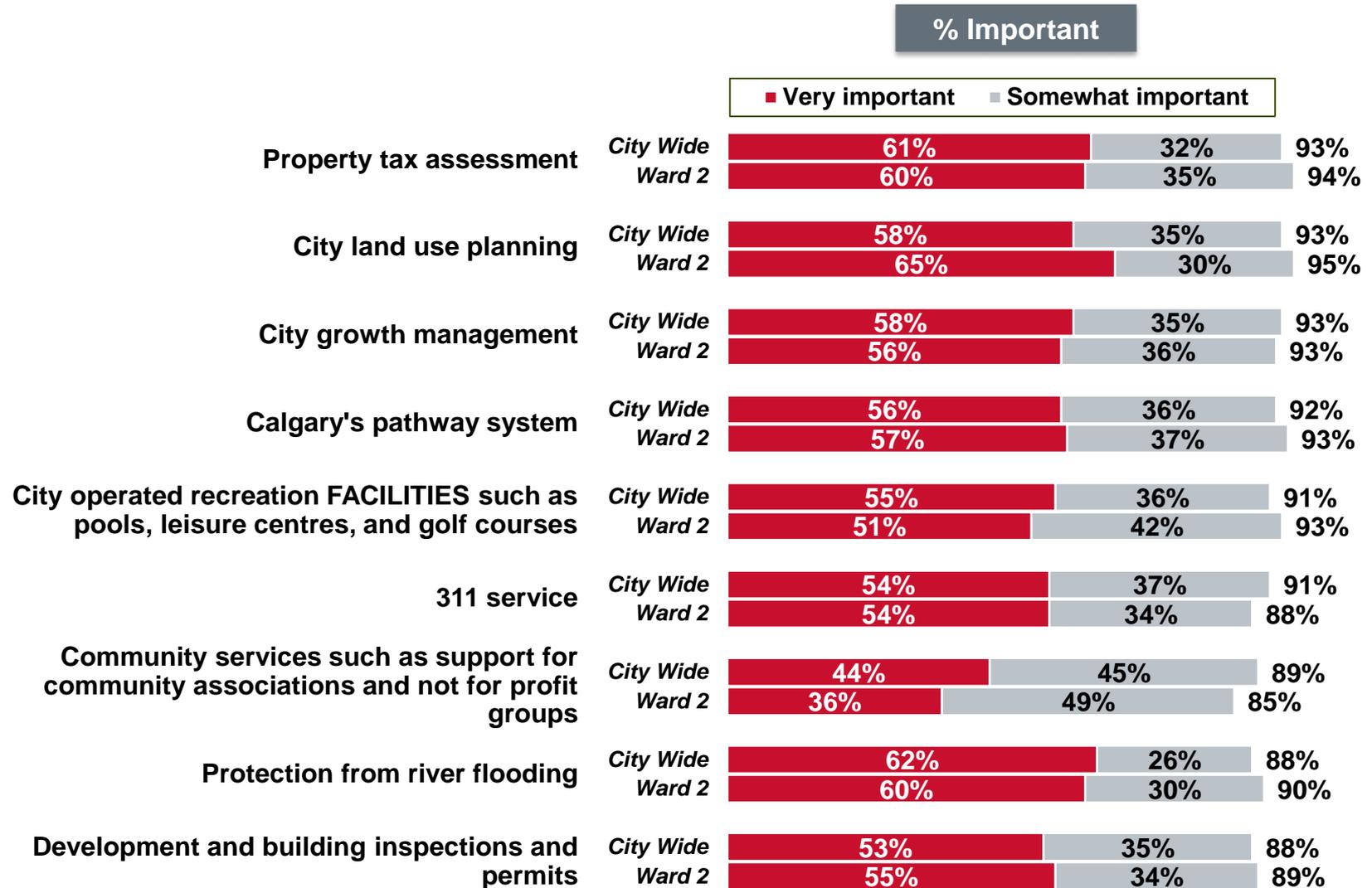
Ward 2 2017

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)

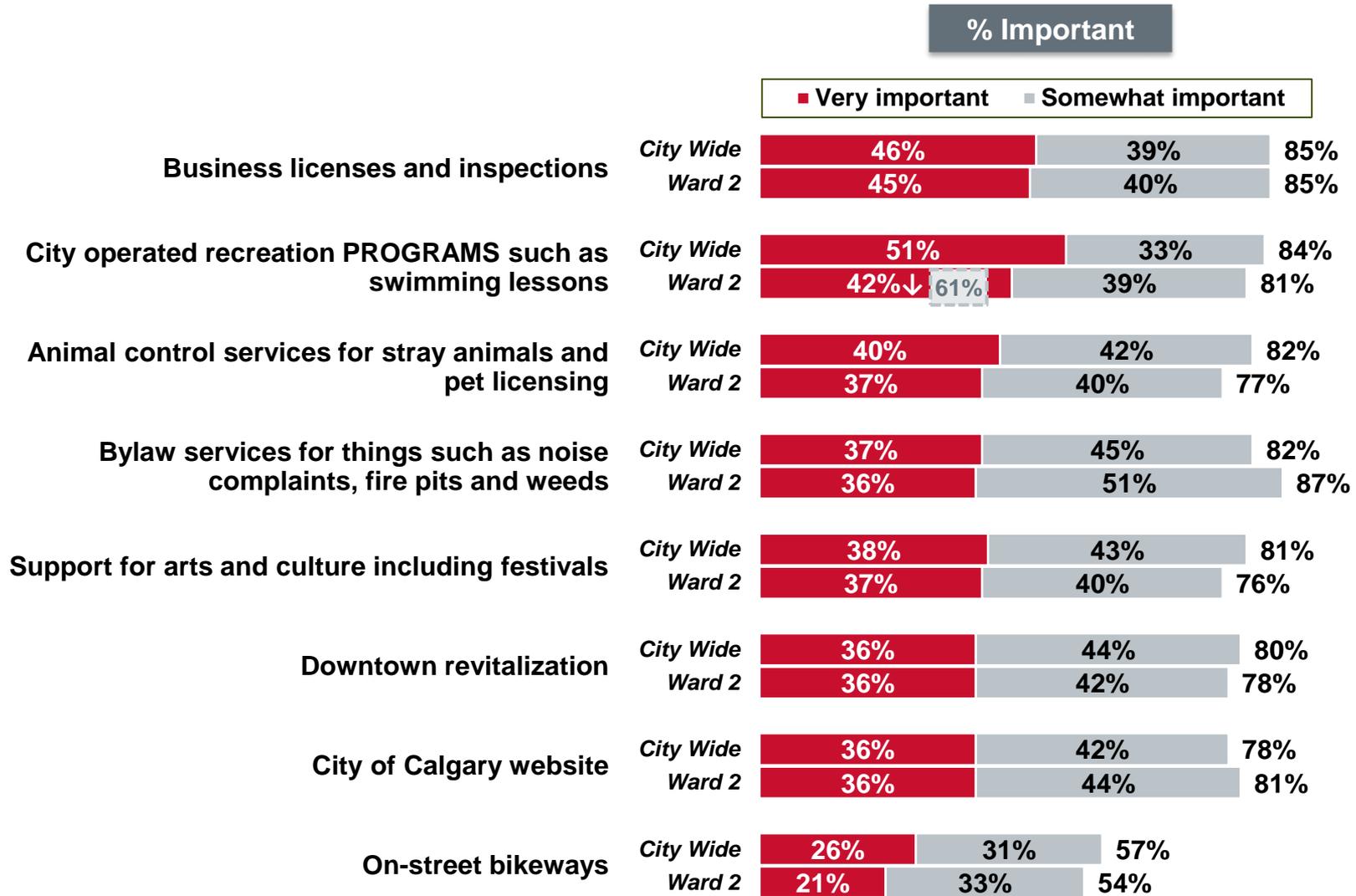


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)



Importance of City Programs and Services (continued)



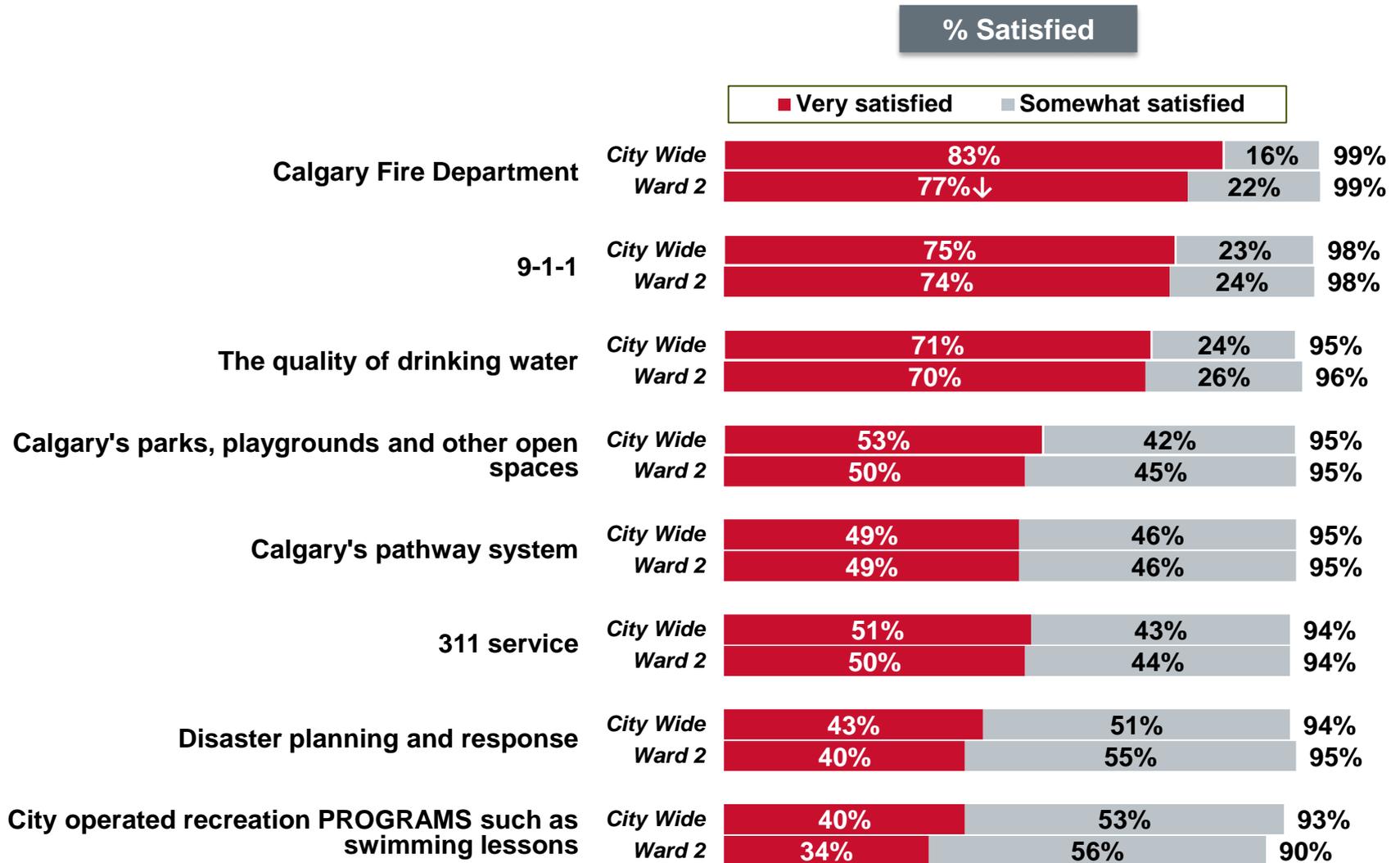
Ward 2 2017

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

Base: Valid respondents (Bases vary)



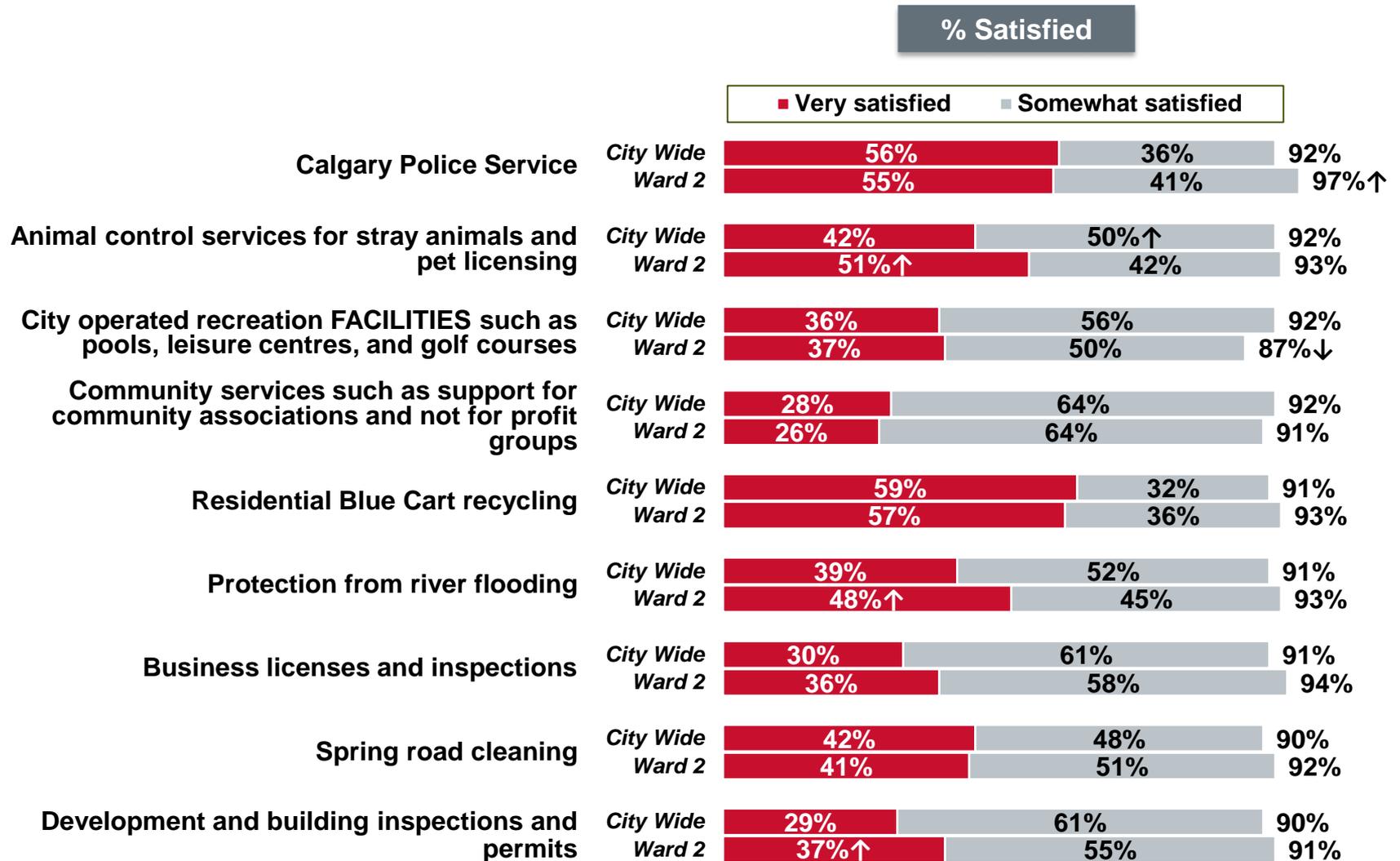
Satisfaction with City Programs and Services



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



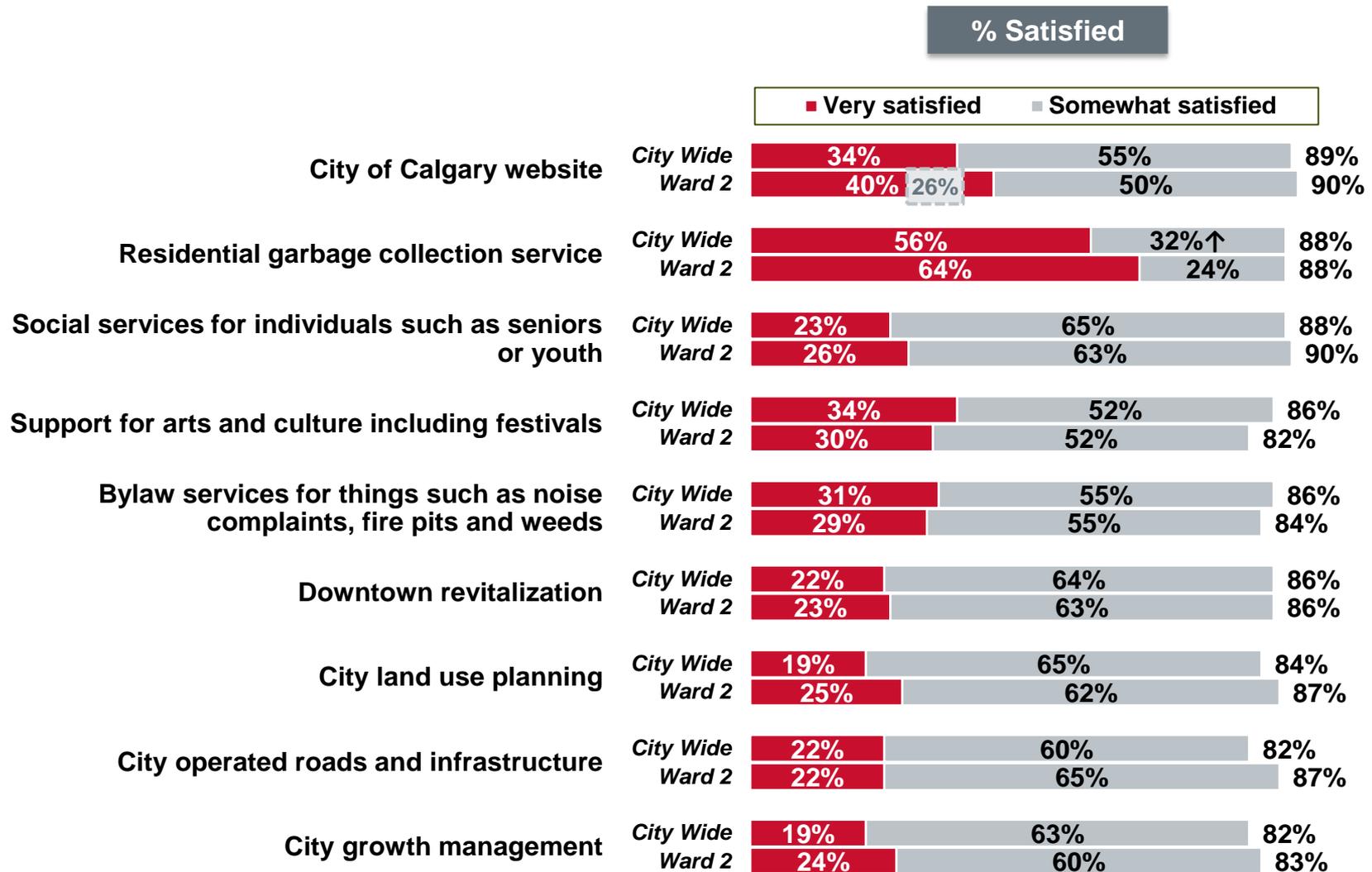
Satisfaction with City Programs and Services (continued)



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



Satisfaction with City Programs and Services (continued)

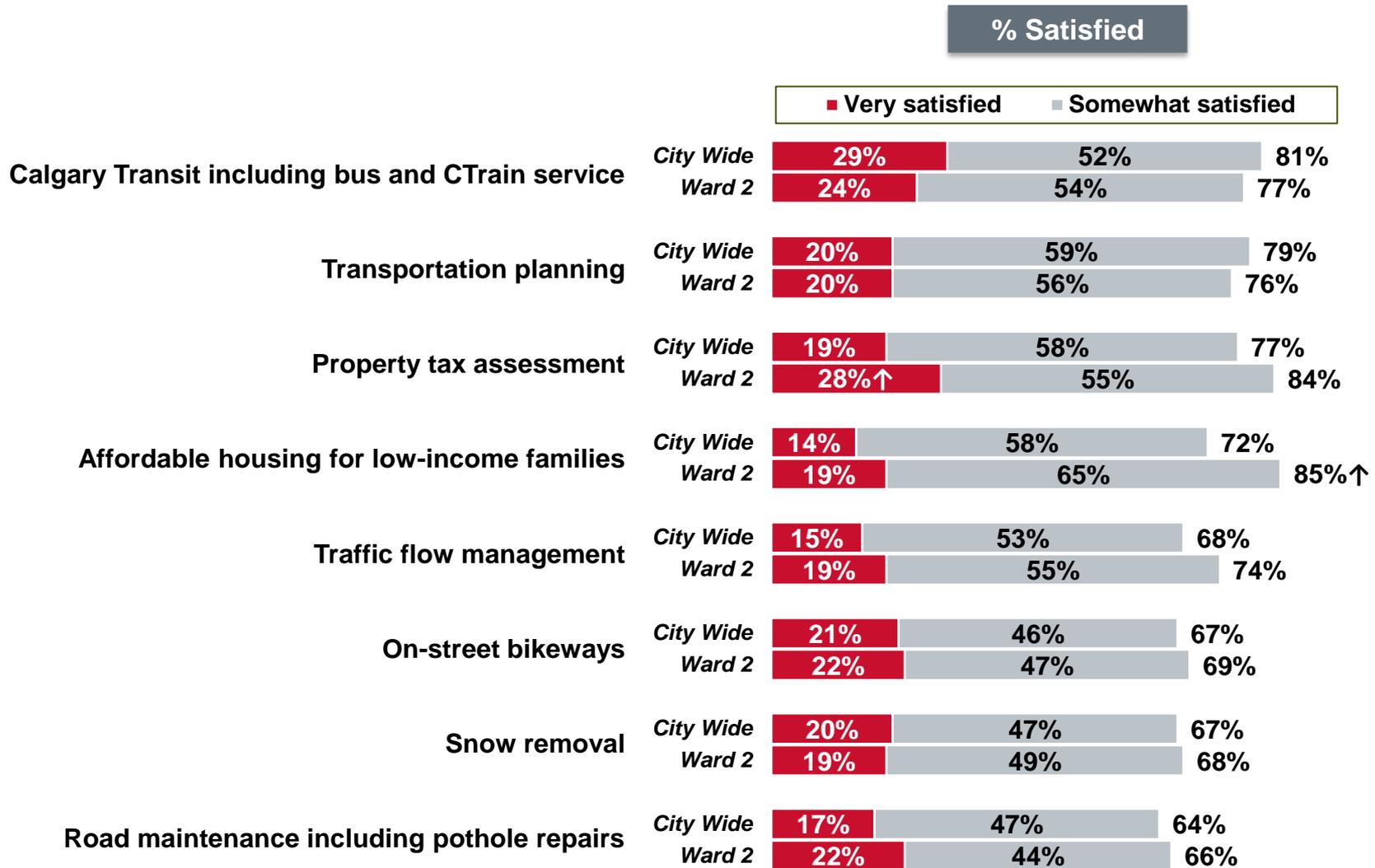


Ward 2 2017

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



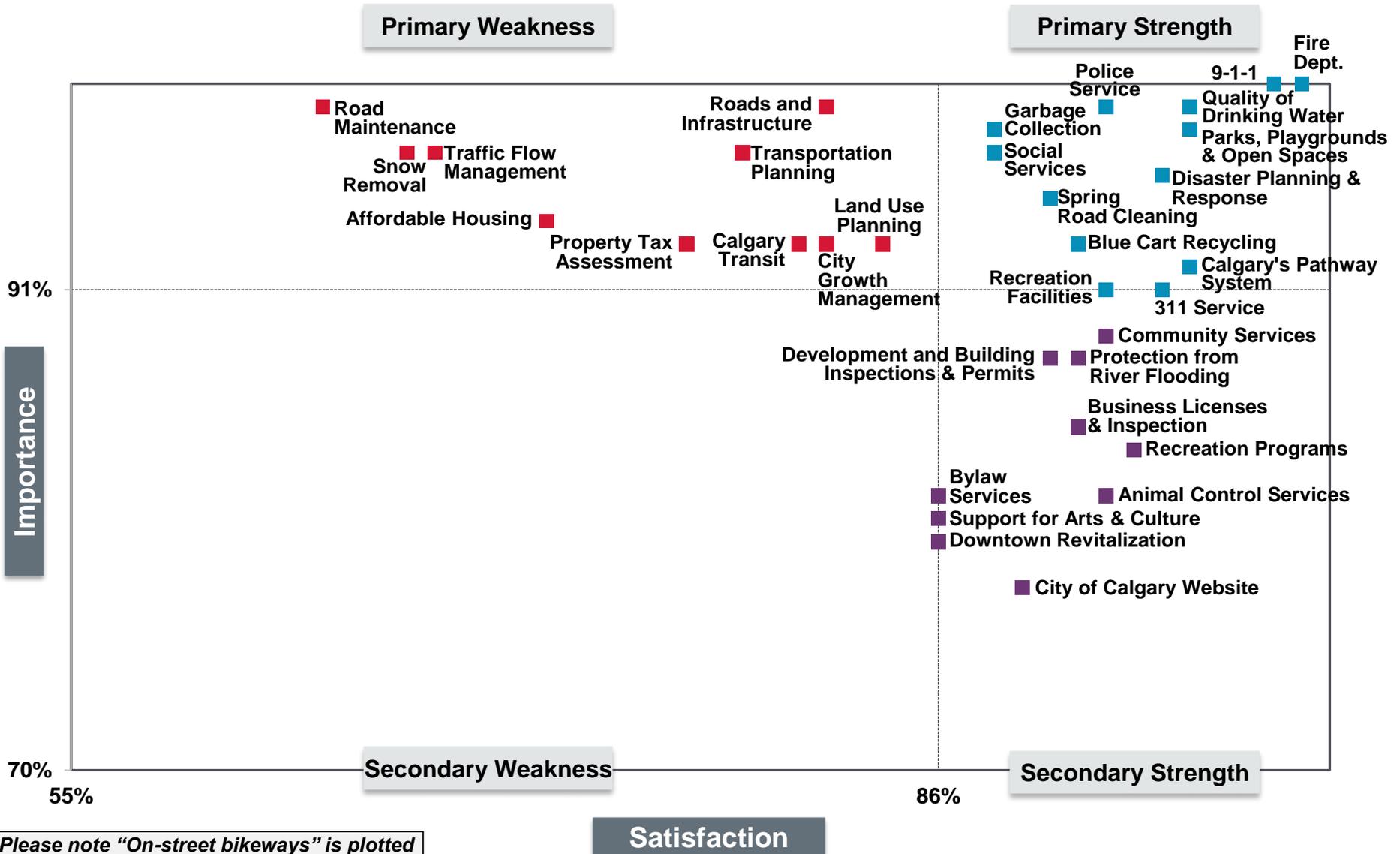
Satisfaction with City Programs and Services (continued)



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



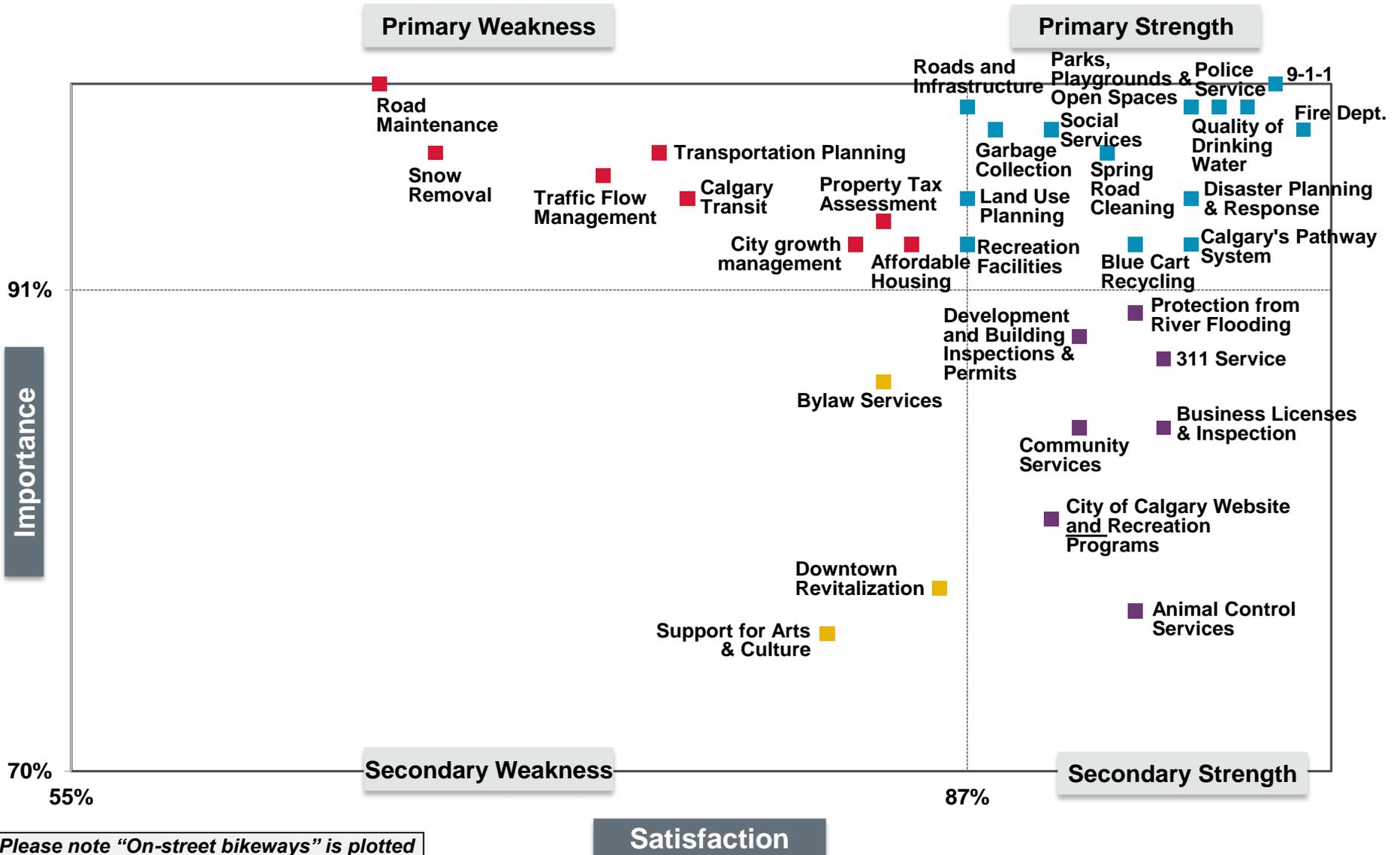
Importance vs. Satisfaction Grid: City Wide



Please note "On-street bikeways" is plotted at (67% satisfaction, 57% importance) and not illustrated on this graph.



Importance vs. Satisfaction Grid: Ward 2



Please note "On-street bikeways" is plotted at (69% satisfaction, 54% importance) and not illustrated on this graph.



Primary Strengths and Weaknesses: City Wide versus Ward 2

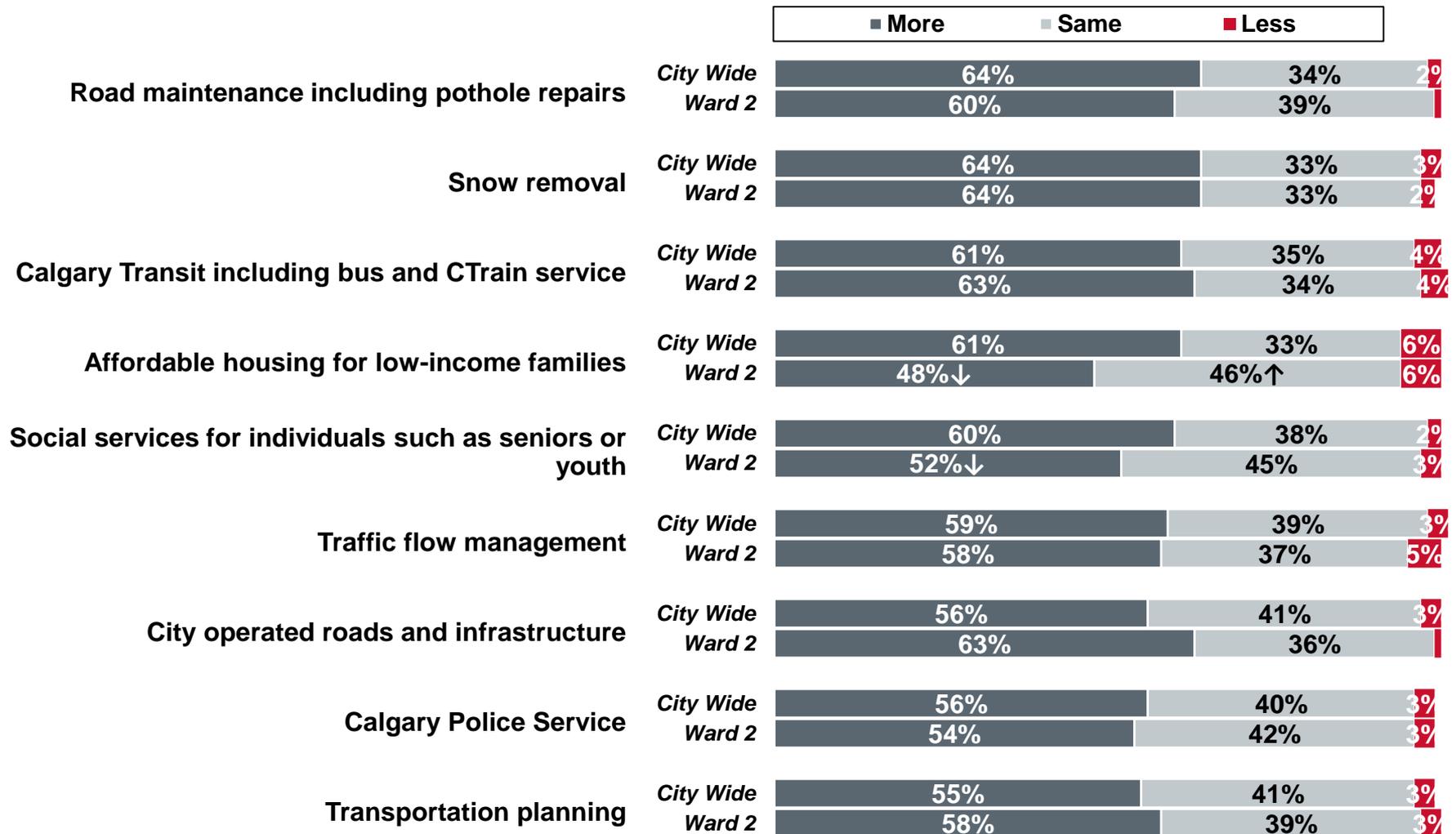
Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.

| |
|--------------------------------------|
| Primary Strength |
| Primary Weakness |
| Neither (in another quadrant) |

| | City Wide | Ward 2 |
|------------------------------------|-----------|--------|
| 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 | Blue |
| Social Services | Blue | Blue |
| Recreation Facilities | Blue | Blue |
| 311 service | Blue | White |
| Land Use Planning | Red | Blue |
| Road Maintenance | Red | Red |
| Snow Removal | Red | Red |
| Traffic Flow Management | Red | Red |
| Affordable Housing | Red | Red |
| Property Tax Assessment | Red | Red |
| Transportation Planning | Red | Red |
| Roads and Infrastructure | Red | White |
| Calgary Transit | Red | Red |
| City Growth Management | Red | Red |
| Land Use Planning | Red | White |



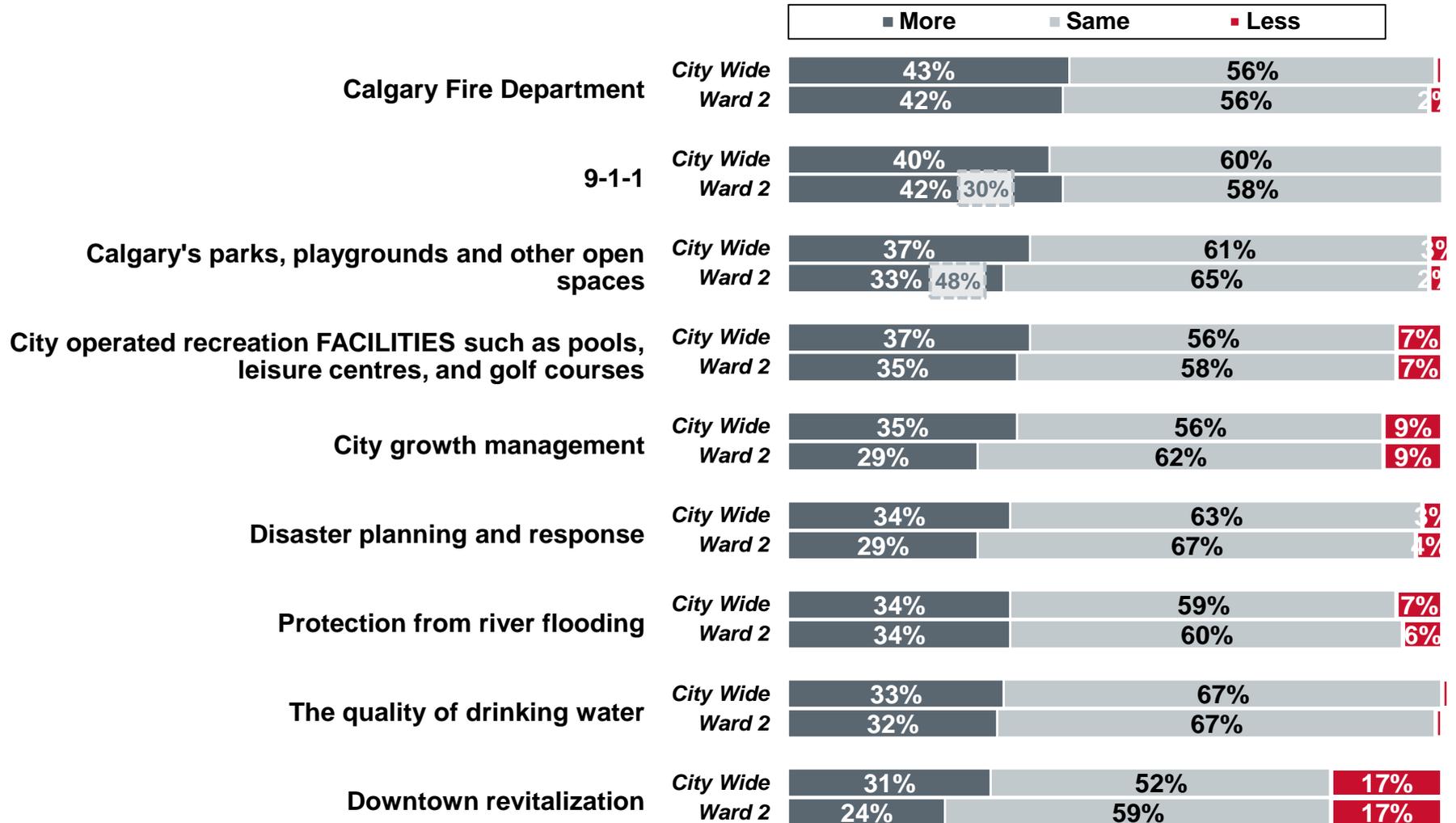
Investment in City Programs and Services



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me 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)

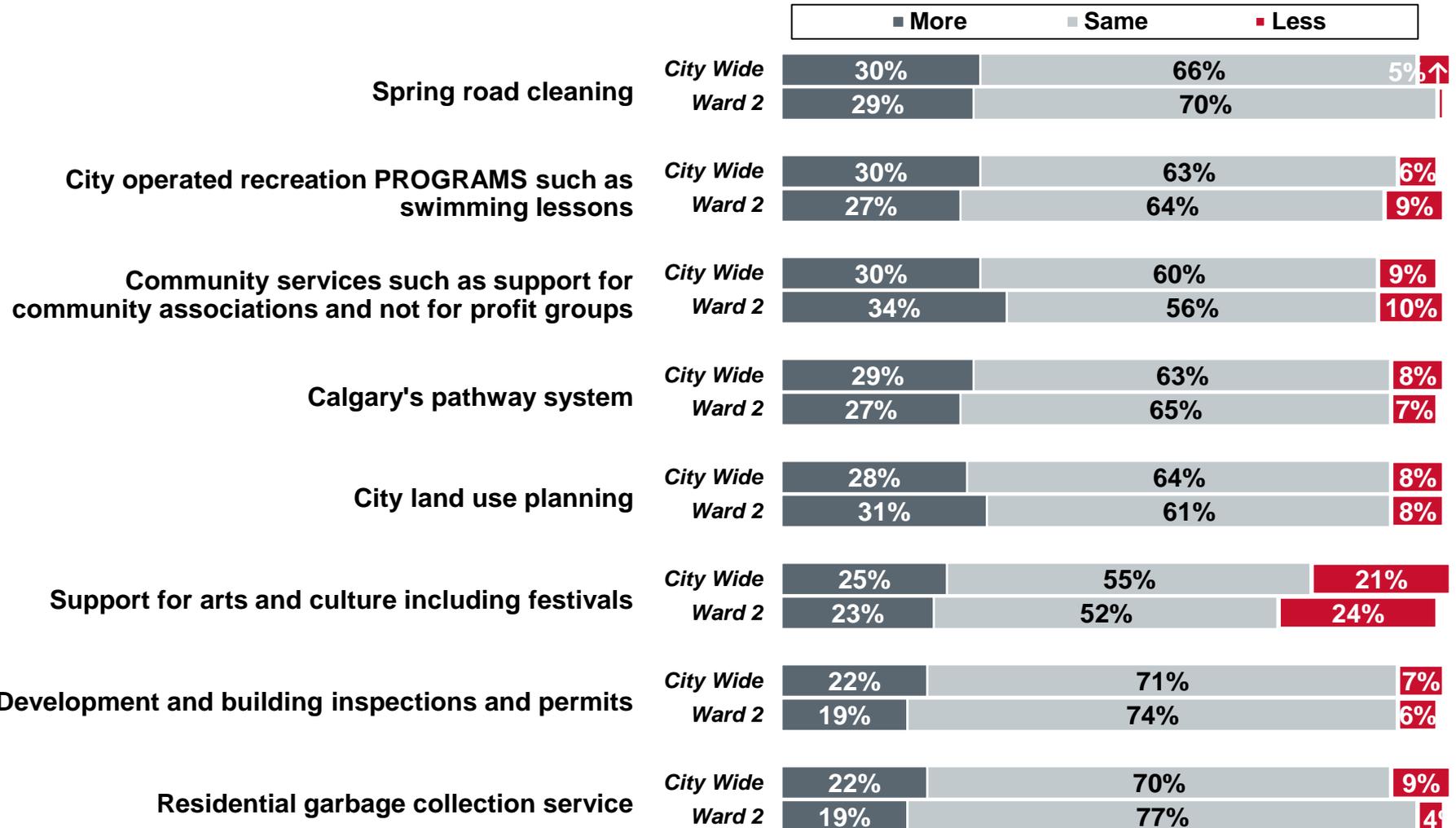


Ward 2 2017

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)



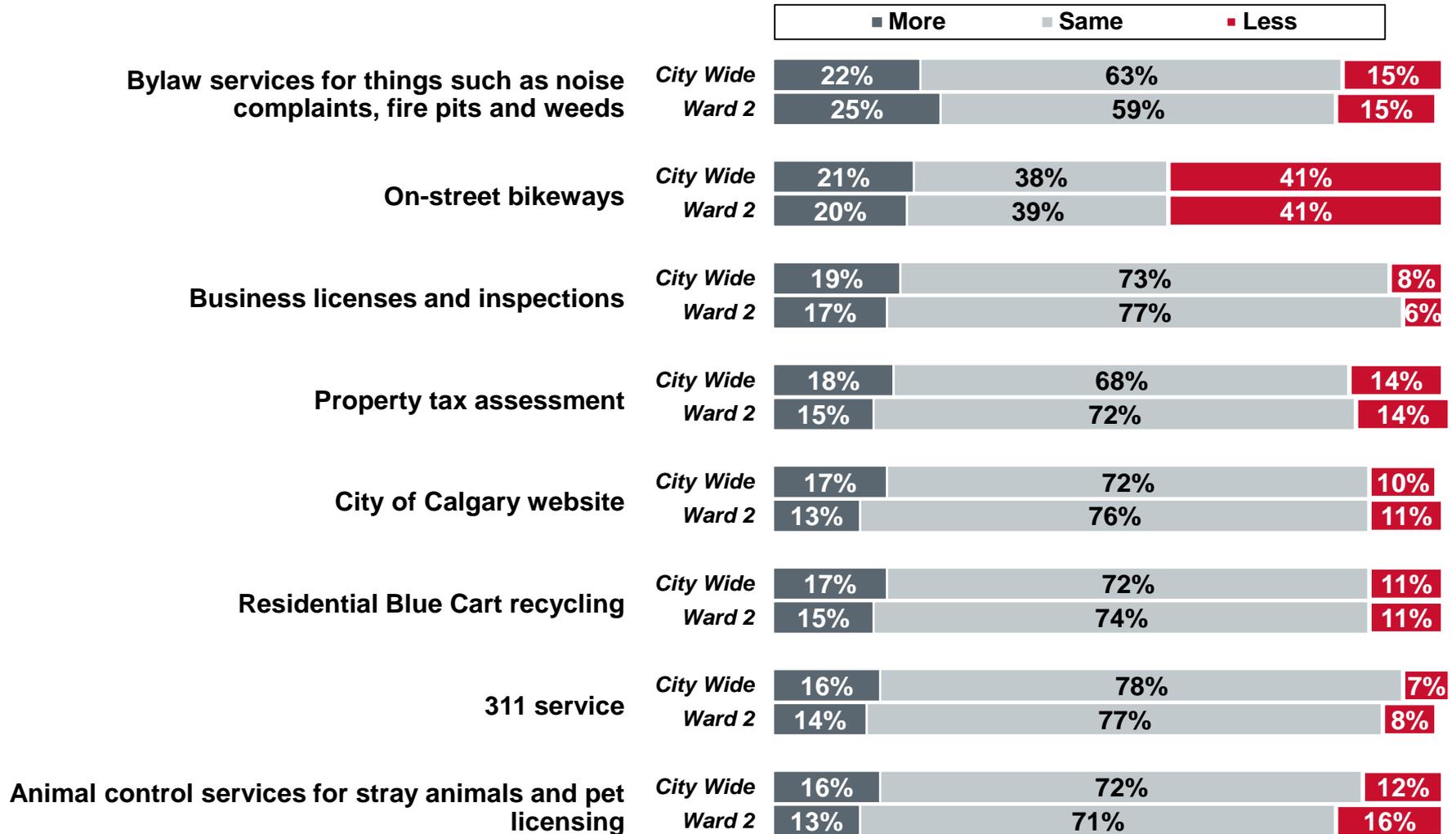
Investment in City Programs and Services (continued)



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)

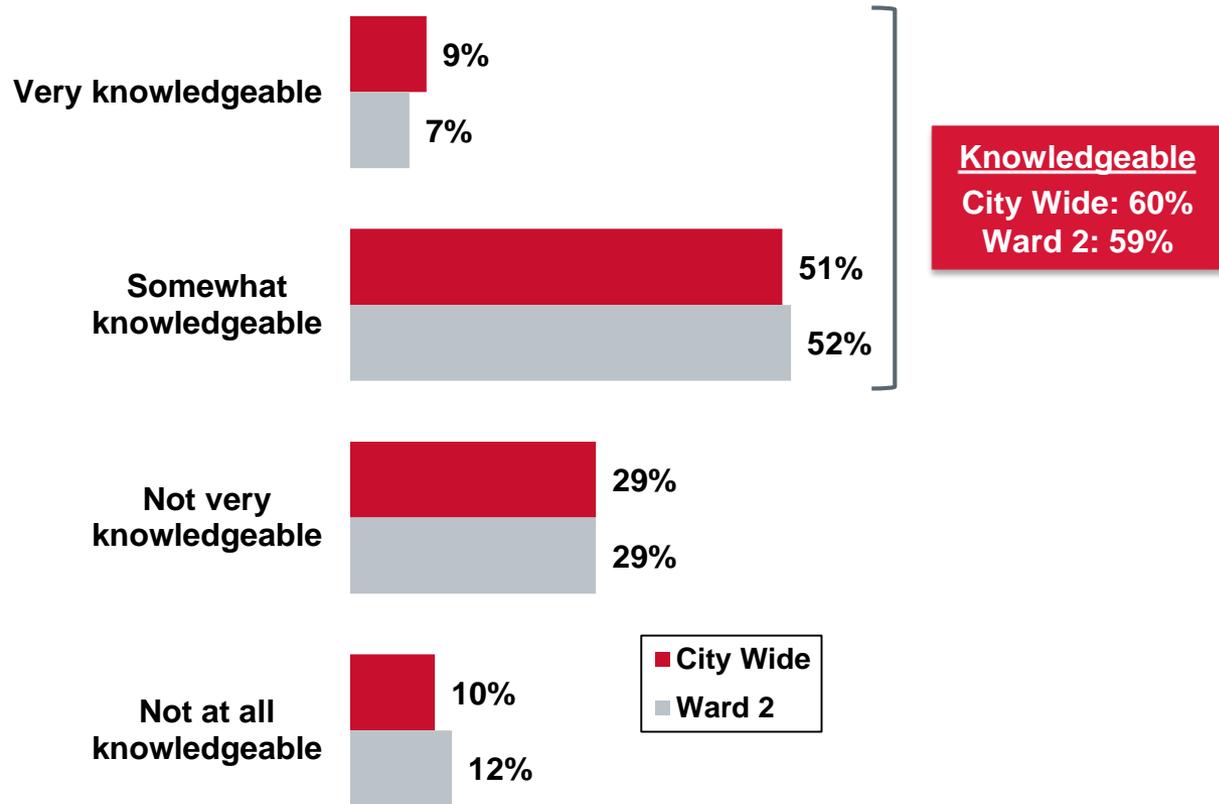


Taxation





Knowledge Levels of Tax Dollar Spending

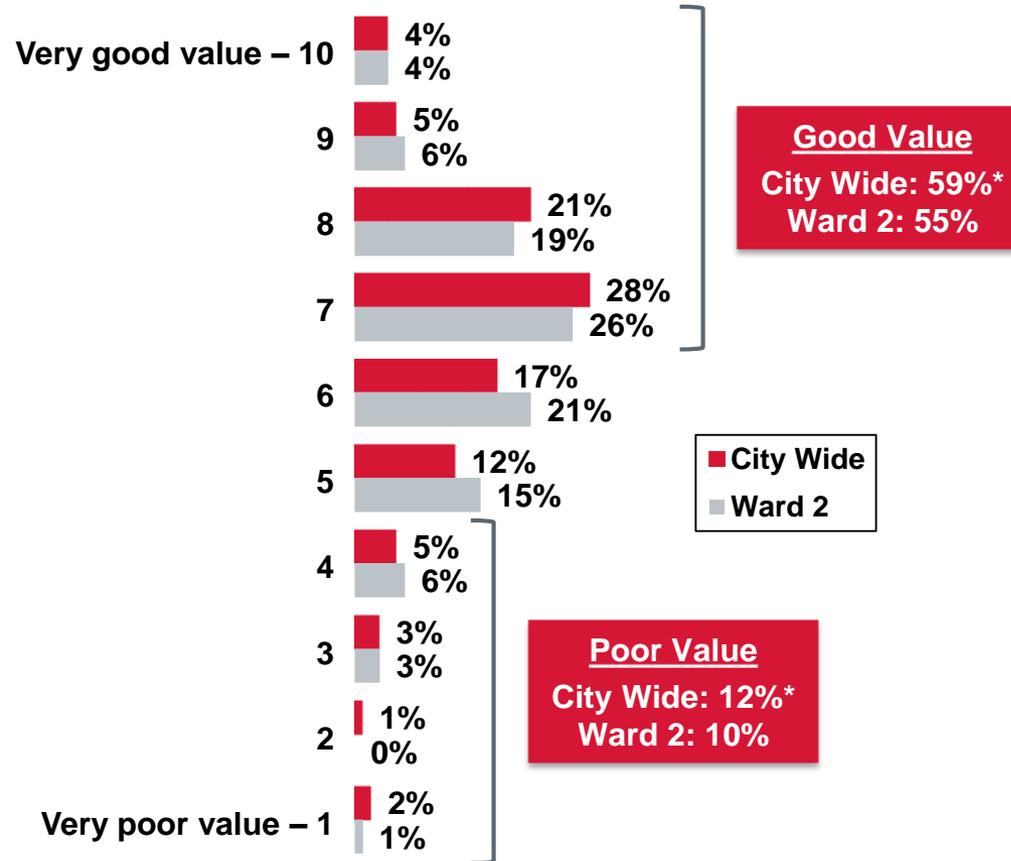


Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,492 / Ward 2: n=188)



Perceived Value of Property Taxes



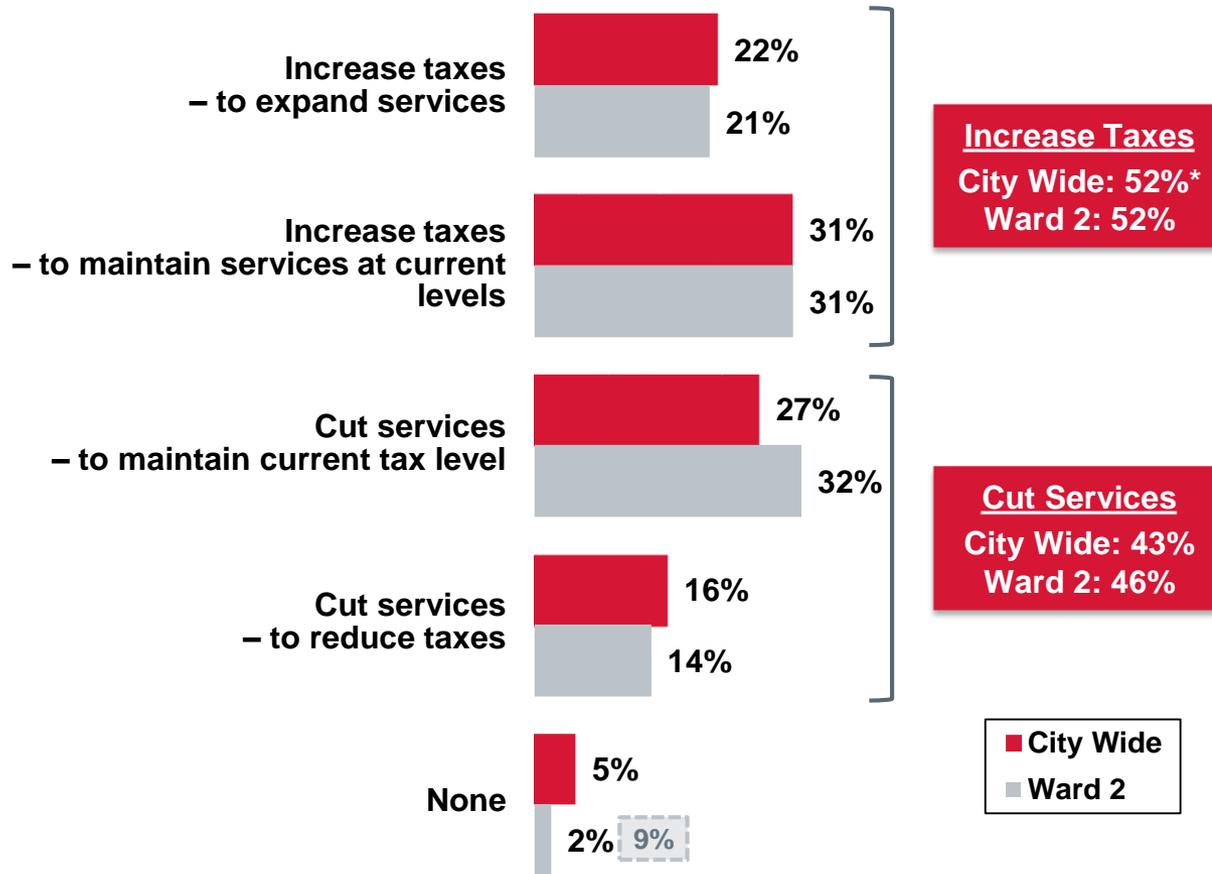
*Rounding

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=2,477 / Ward 2: n=187)



Balancing Taxation and Service Delivery Levels



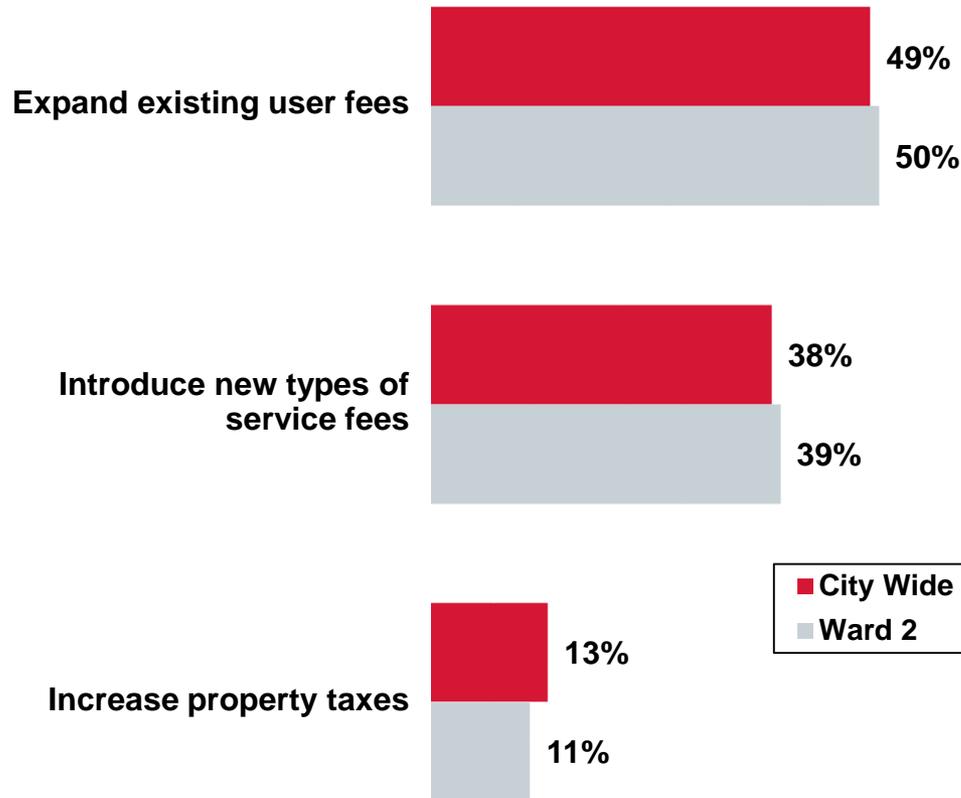
Ward 2 2017 *Rounding

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=2,460 / Ward 2: n=185)



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 ...?

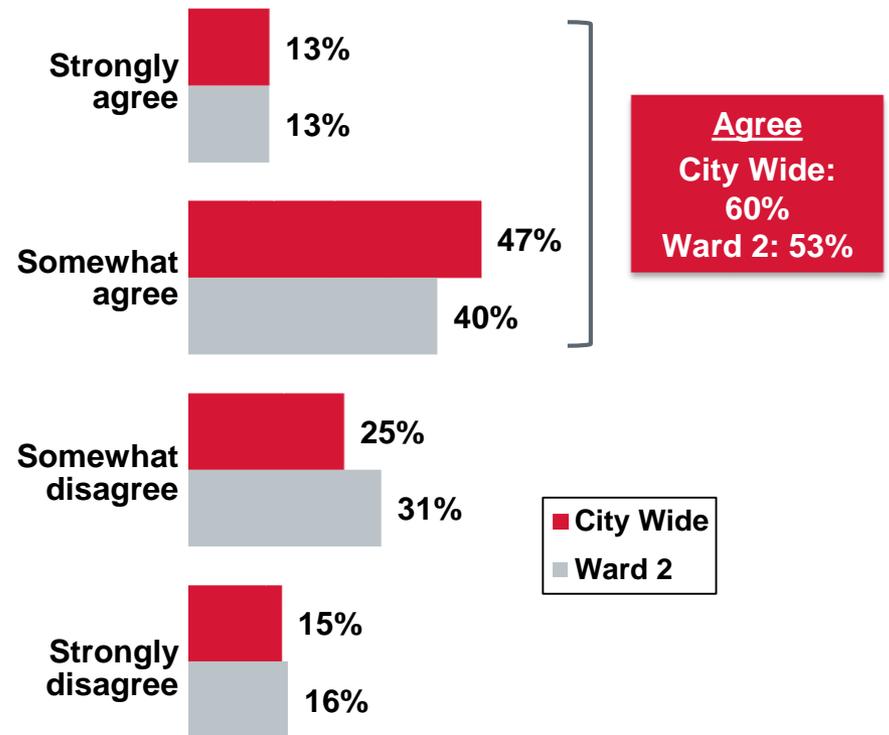
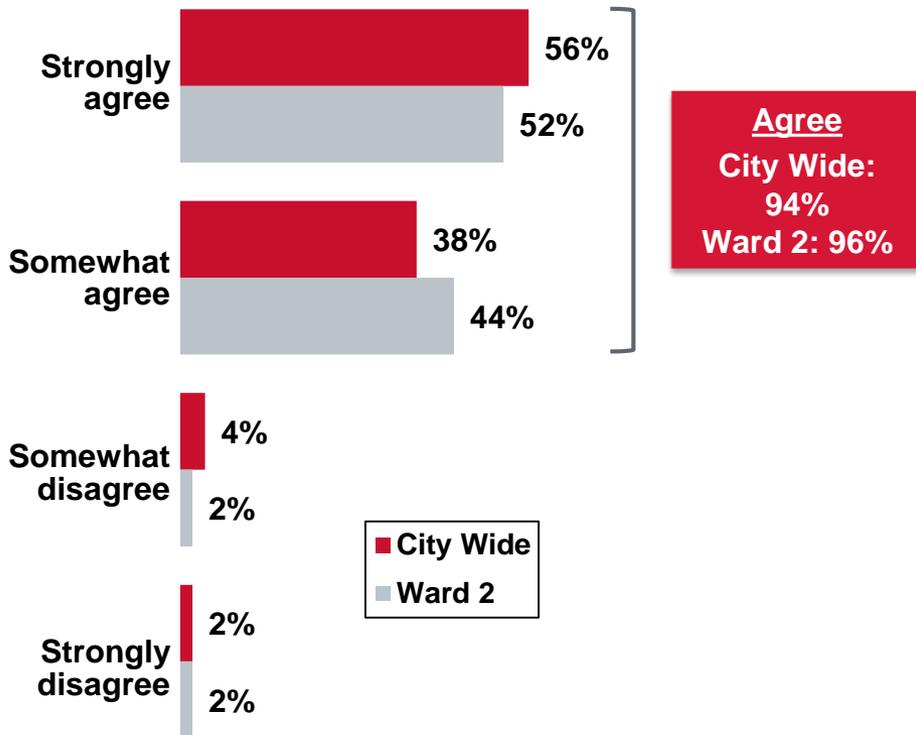
Base: Valid respondents (City Wide: n=2,352 / Ward 2: n=181)



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=2,487 / Ward 2: n=188)

Base: Valid respondents (City Wide: n=2,463 / Ward 2: n=185)

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

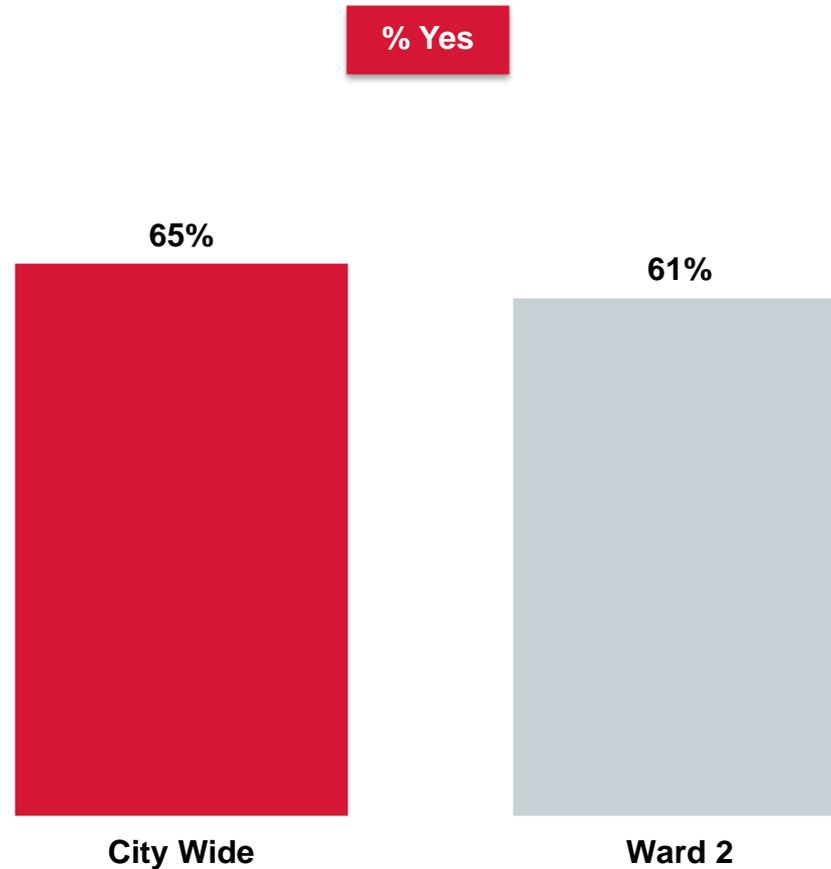


Contact with The City and Customer Service





Past 12 Months Contact with The City of Calgary

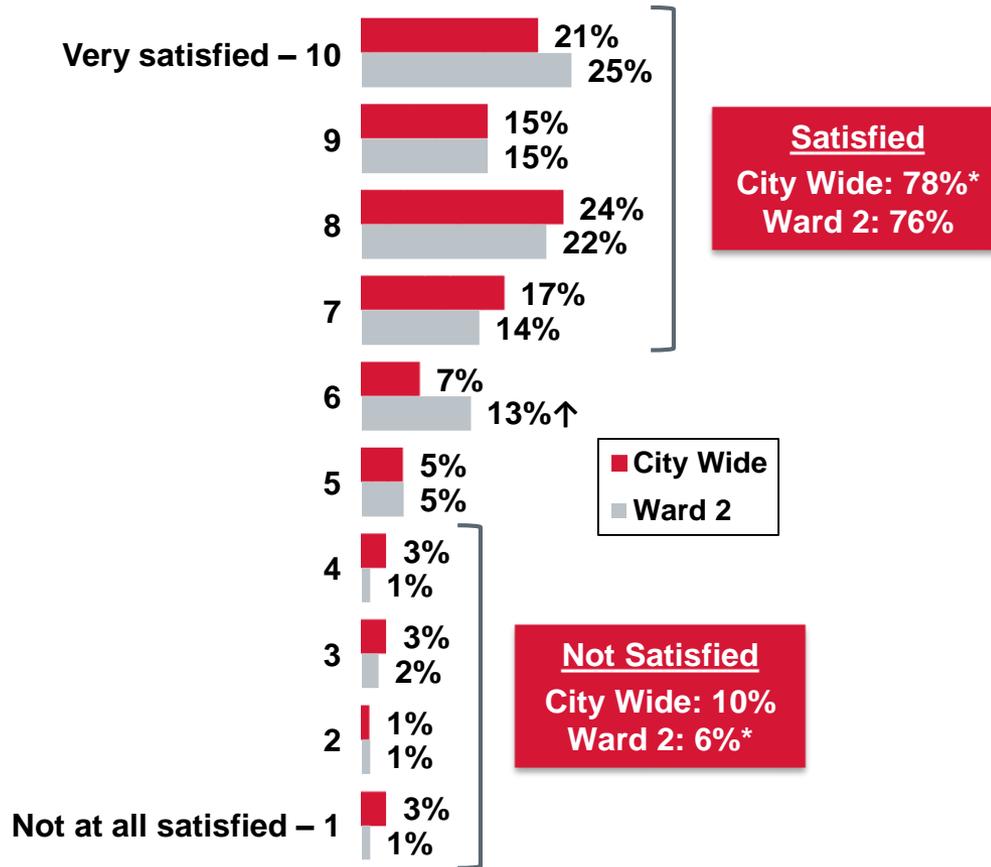


Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,488 / Ward 2: n=186)



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?

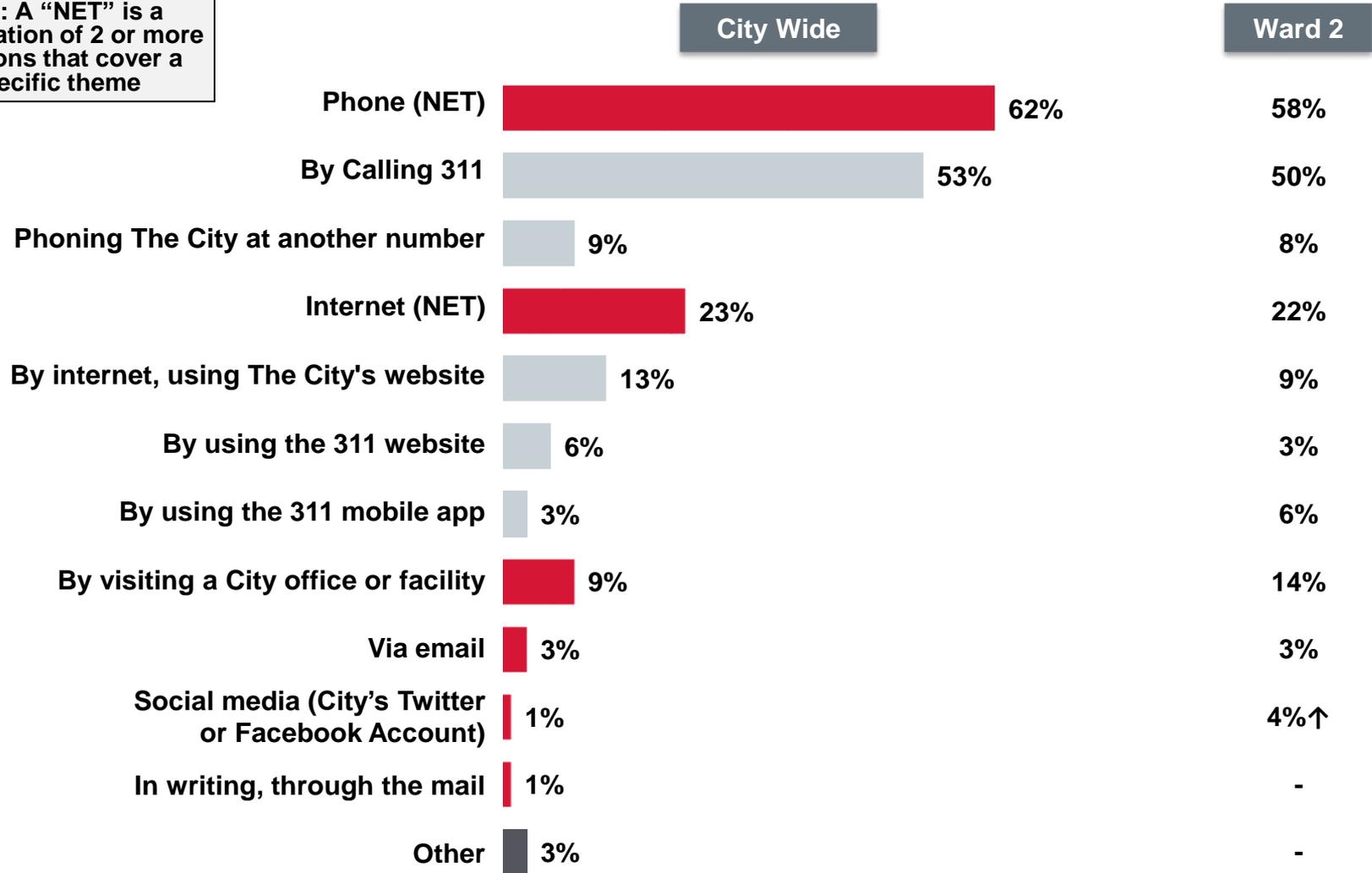
*Rounding

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,651 / Ward 2: n=114)



Type of Contact

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

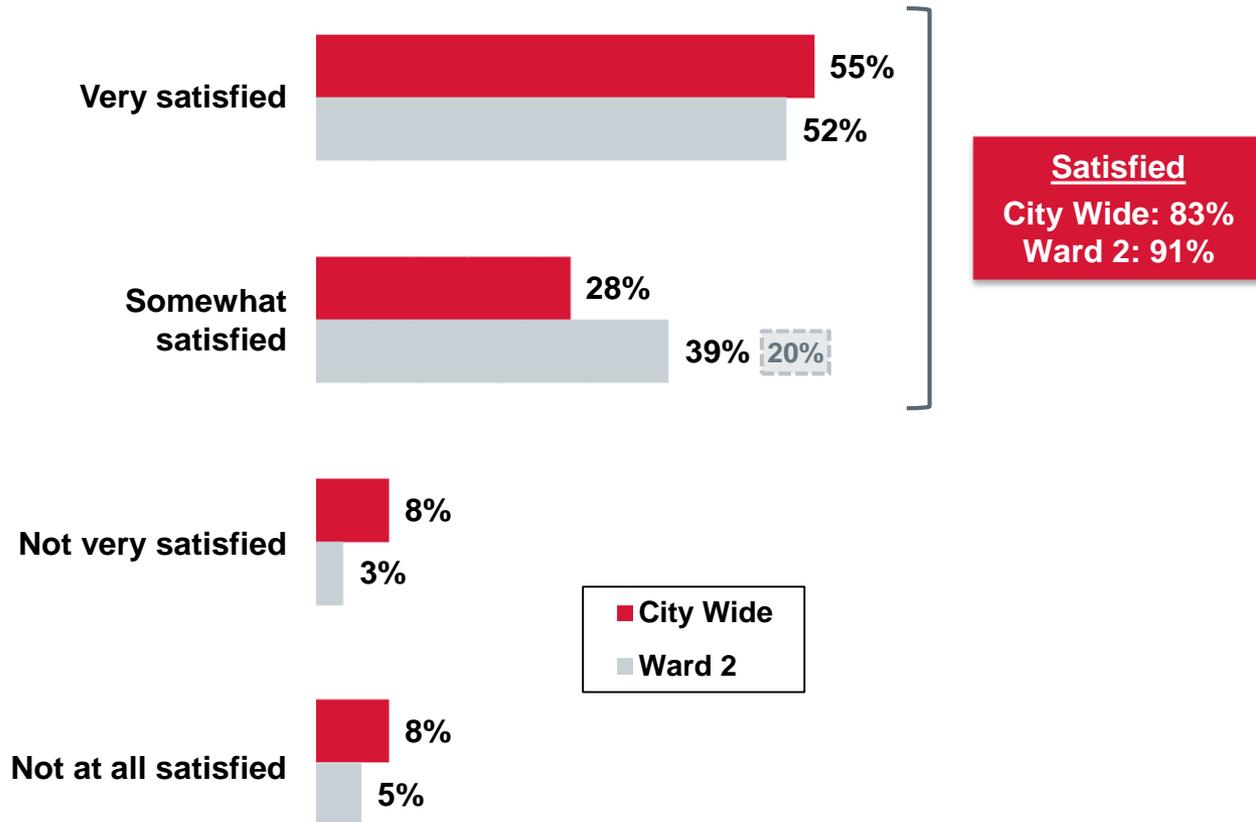


When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,126 / Ward 2: n=79)



Satisfaction with Most Recent City Contact



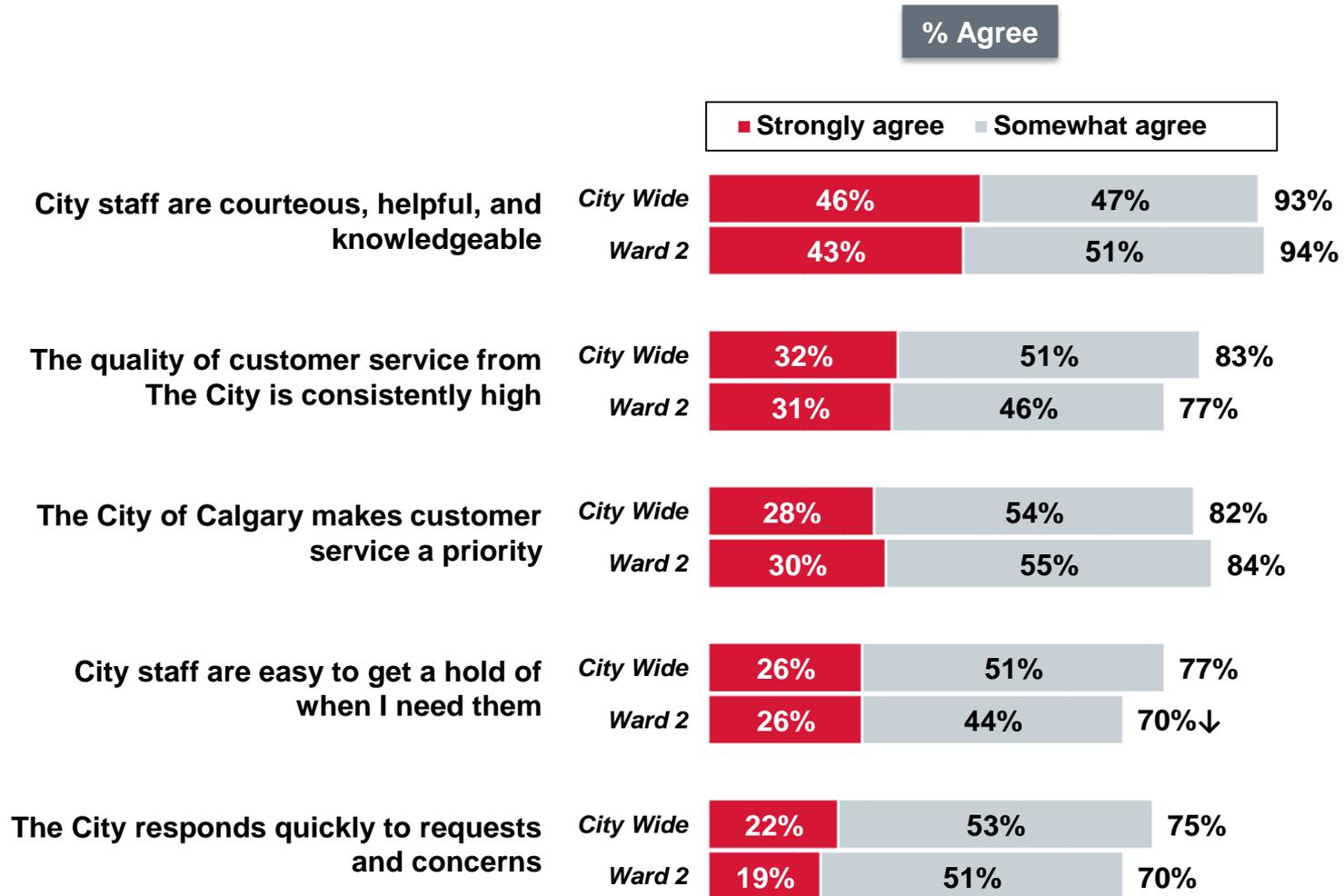
Ward 2 2017

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

Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,125 / Ward 2: n=79)



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)

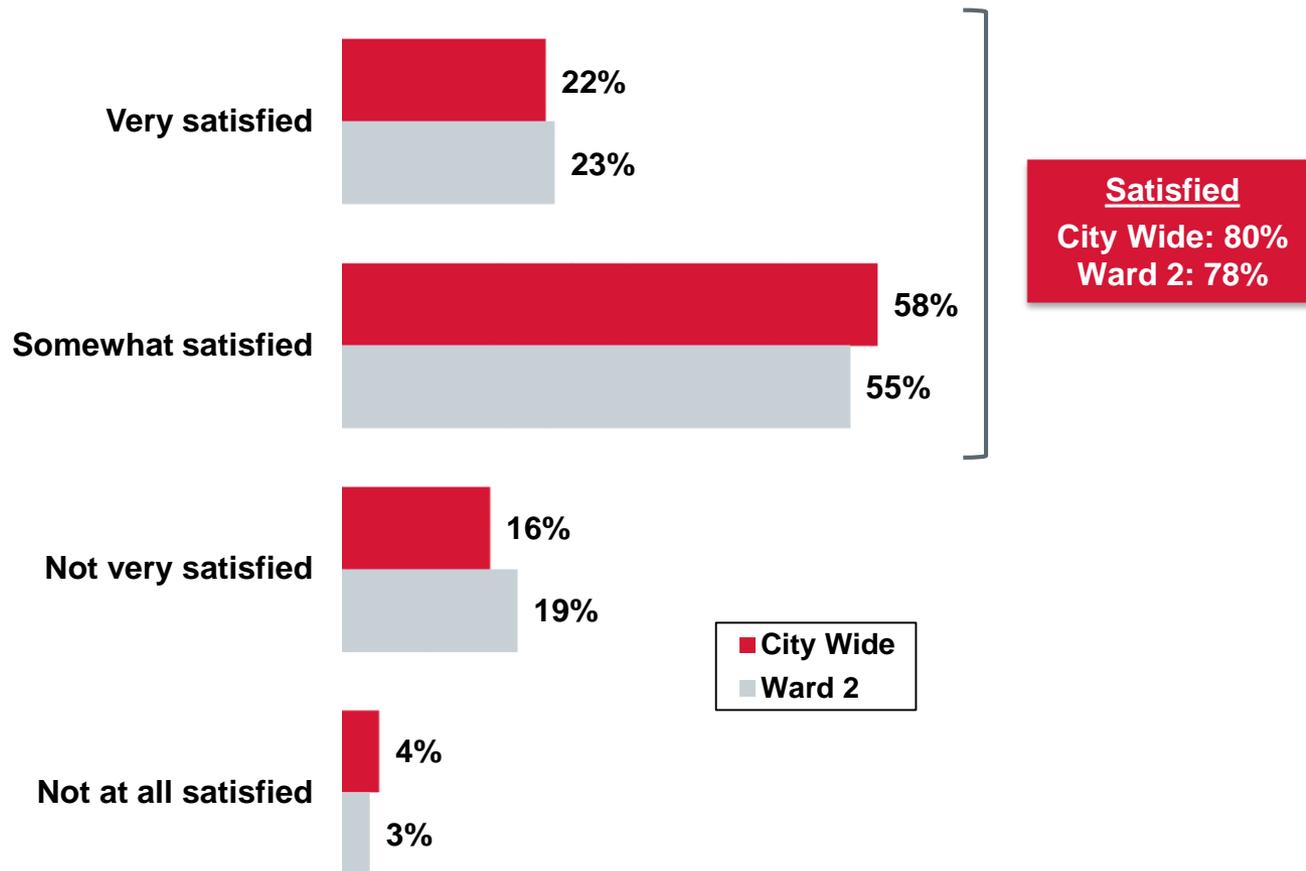


City Communications





Satisfaction with the Overall Quality of City Information and Communications

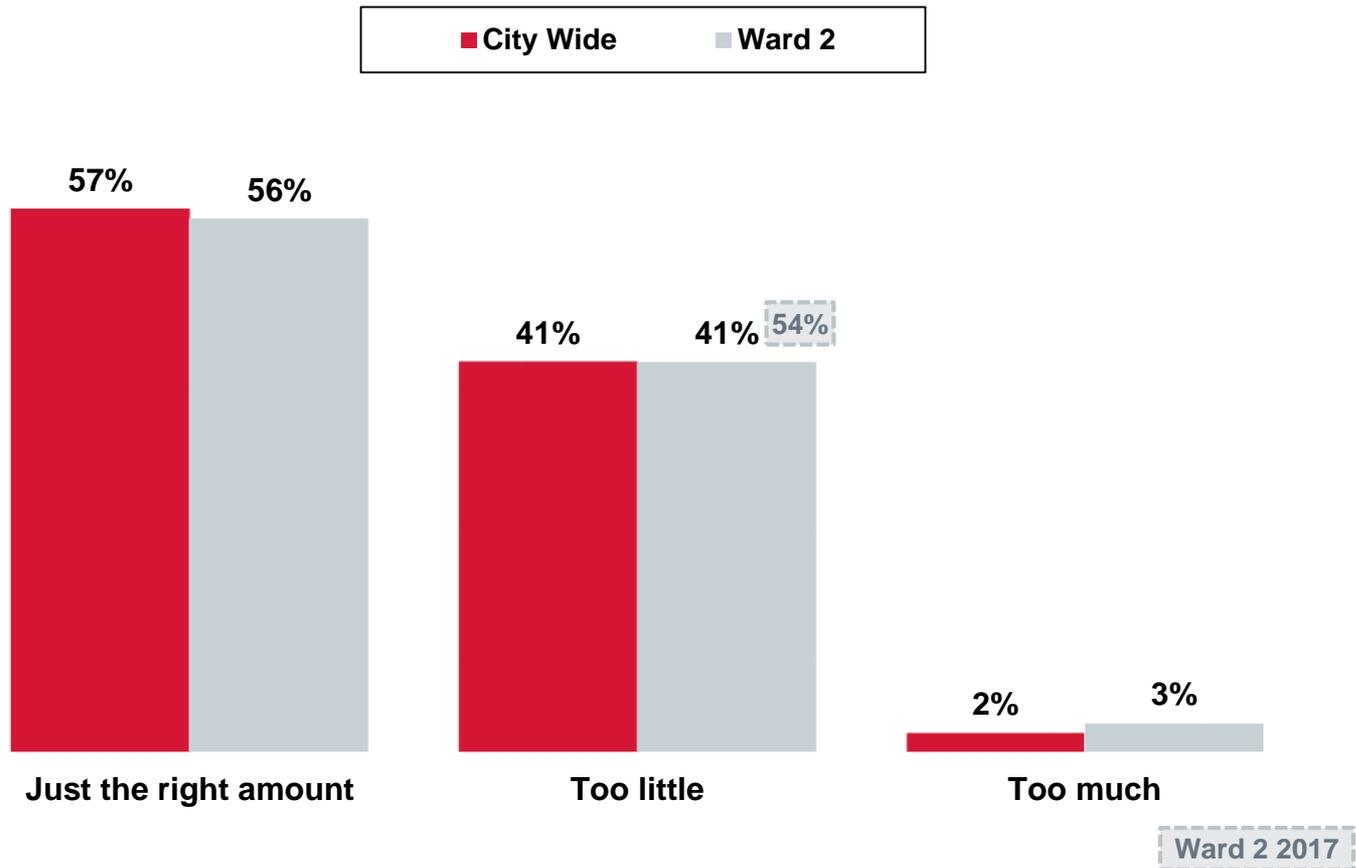


And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents (City Wide: n=2,490 / Ward 2: n=188)



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 2: n=188)



City Reputation and Performance





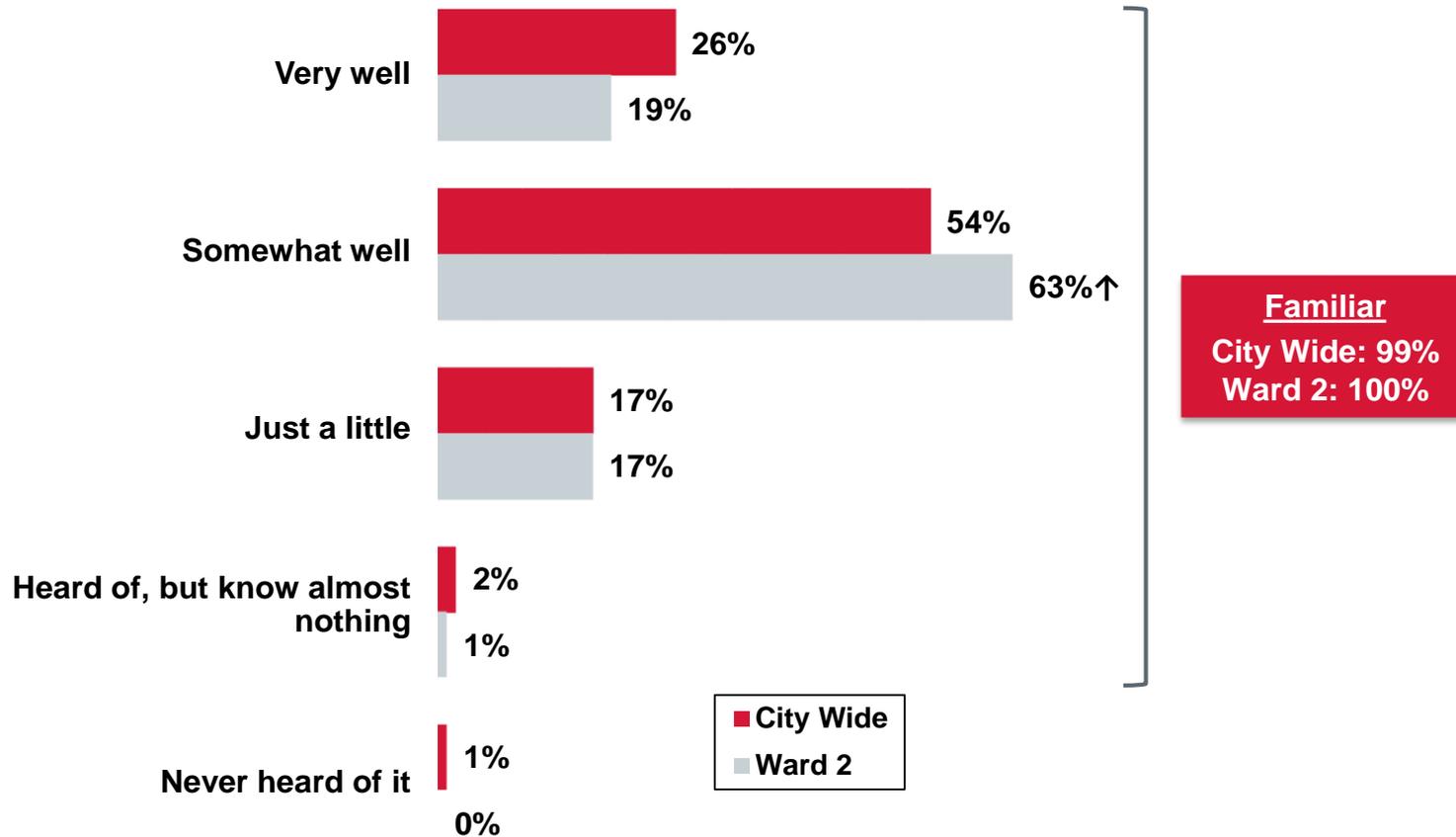
A Model of Reputation



Building a strong reputation helps an organization perform more effectively in the present AND builds a reservoir of goodwill to draw upon in future crises



Familiarity

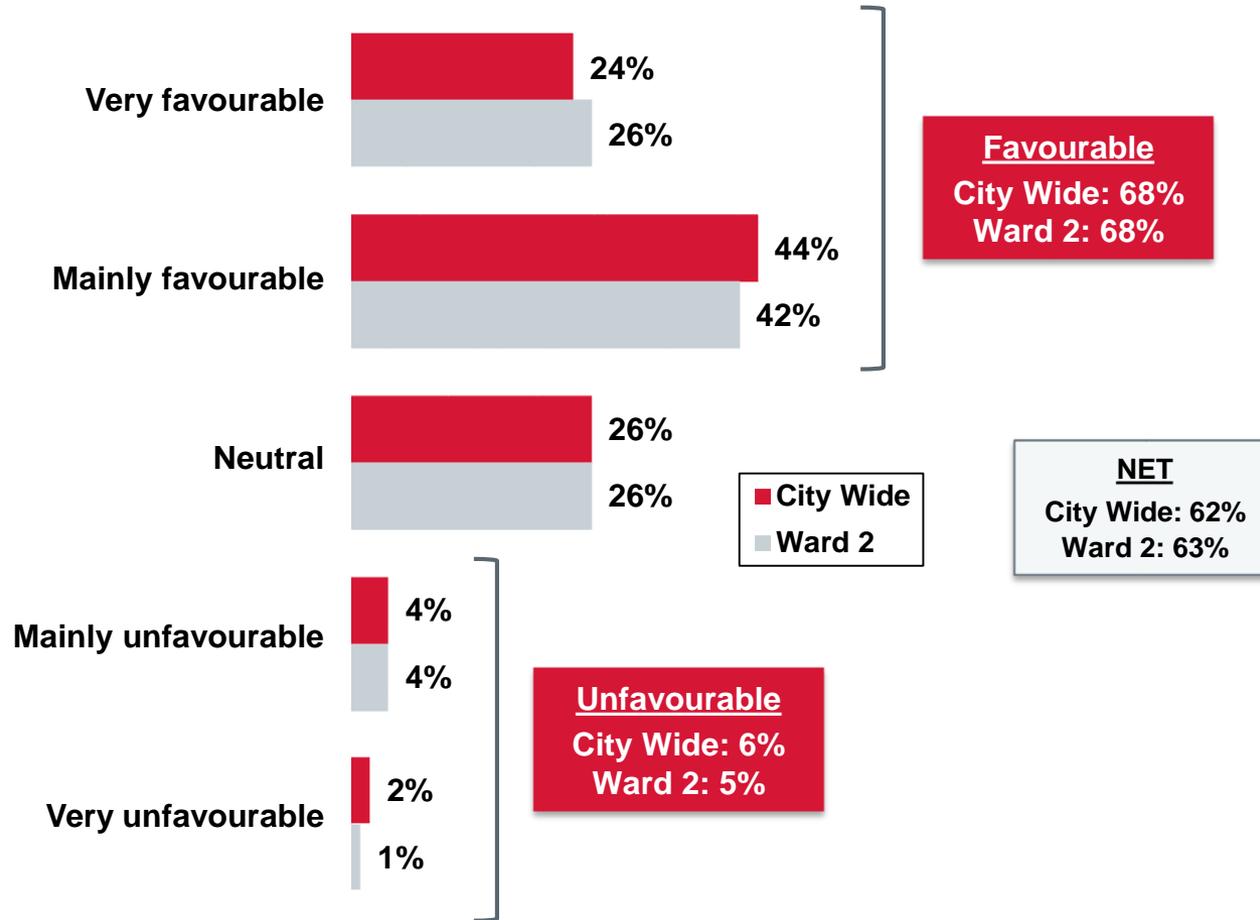


Taking into account all the ways you have learned about or had contact with The City of Calgary, how well do you feel you know The City?

Base: Valid respondents (City Wide: n=2,496 / Ward 2: n=187)



Favourability

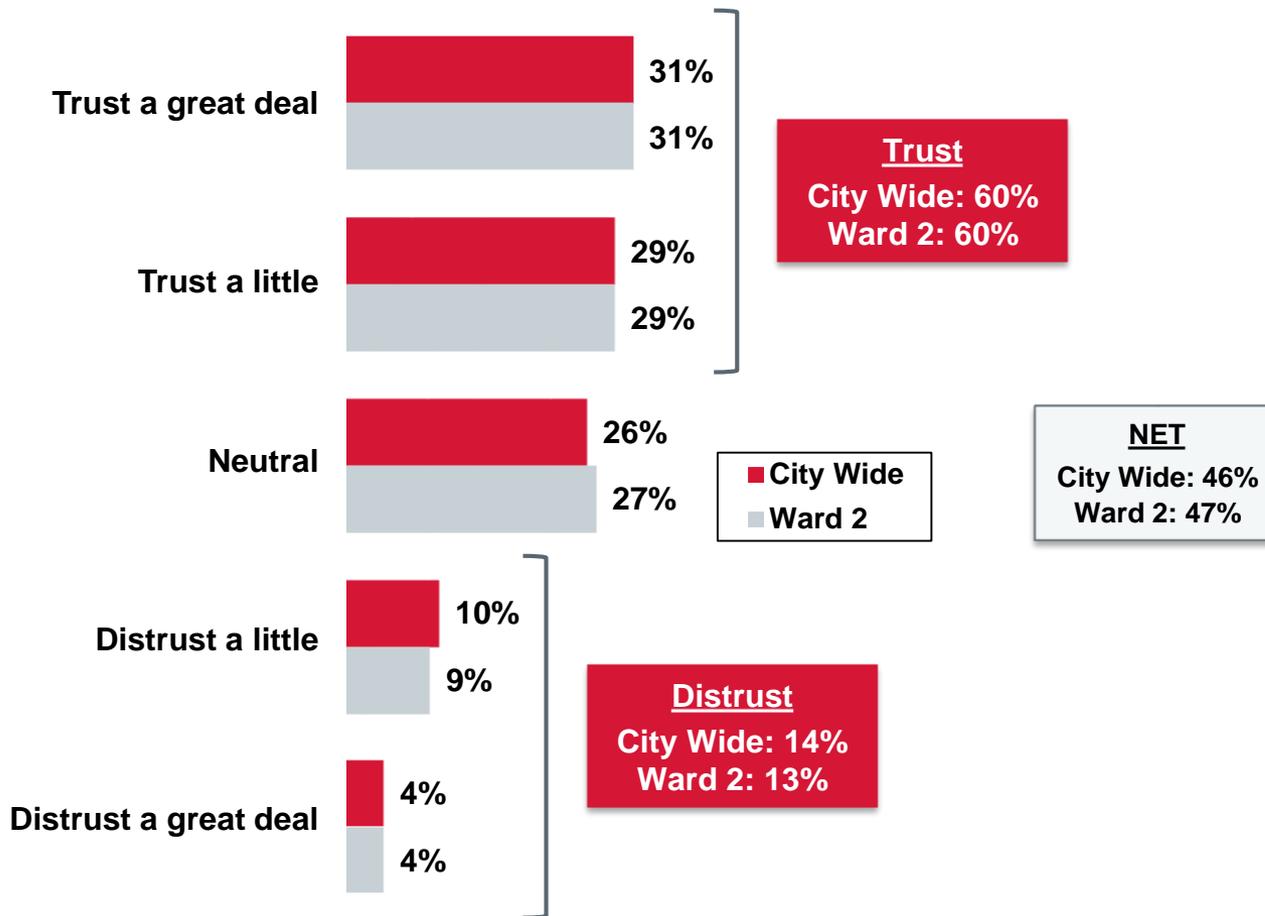


Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?

Base: Valid respondents (City Wide: n=2,496 / Ward 2: n=188)

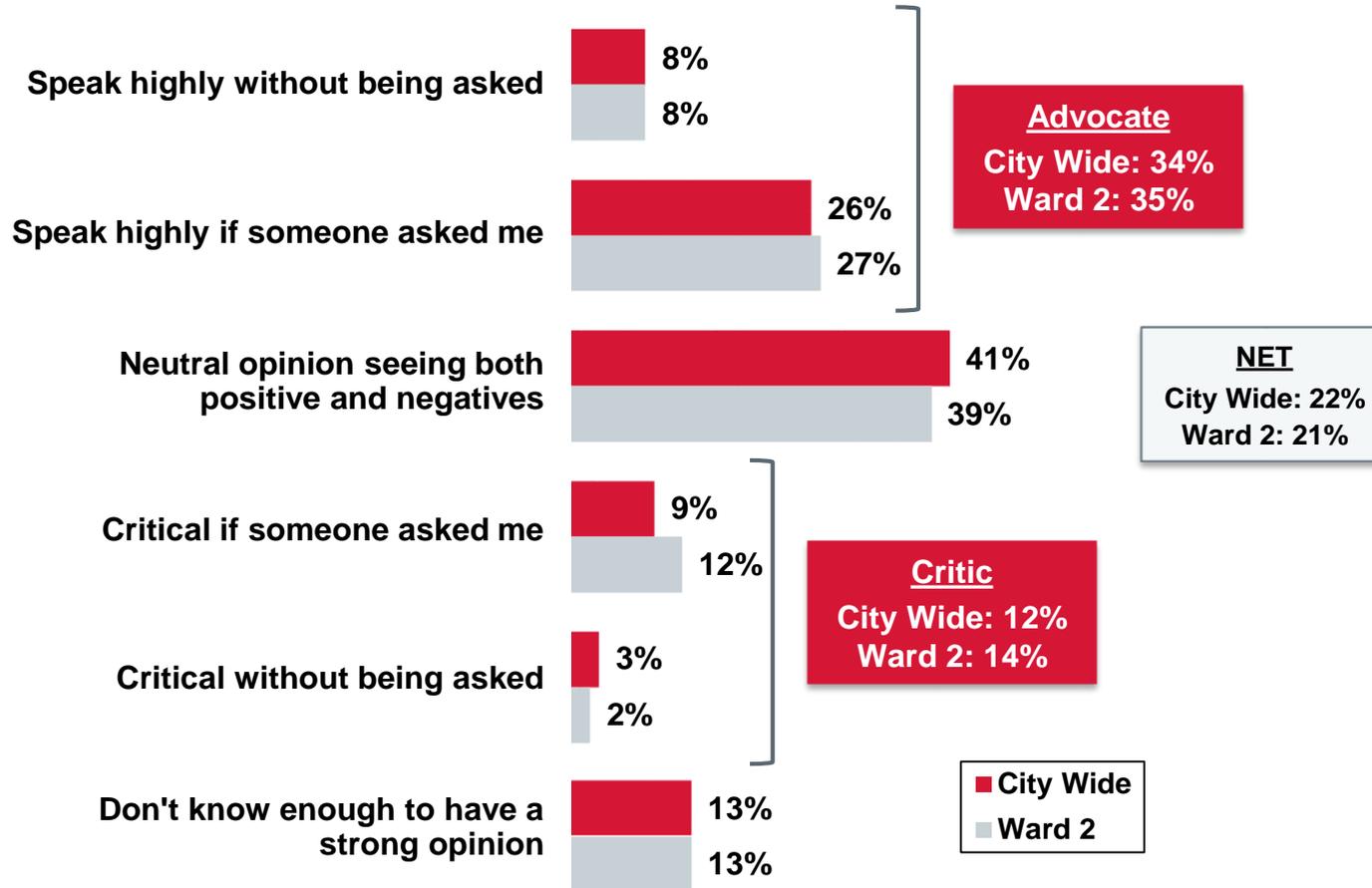


Trust



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 2: n=188)



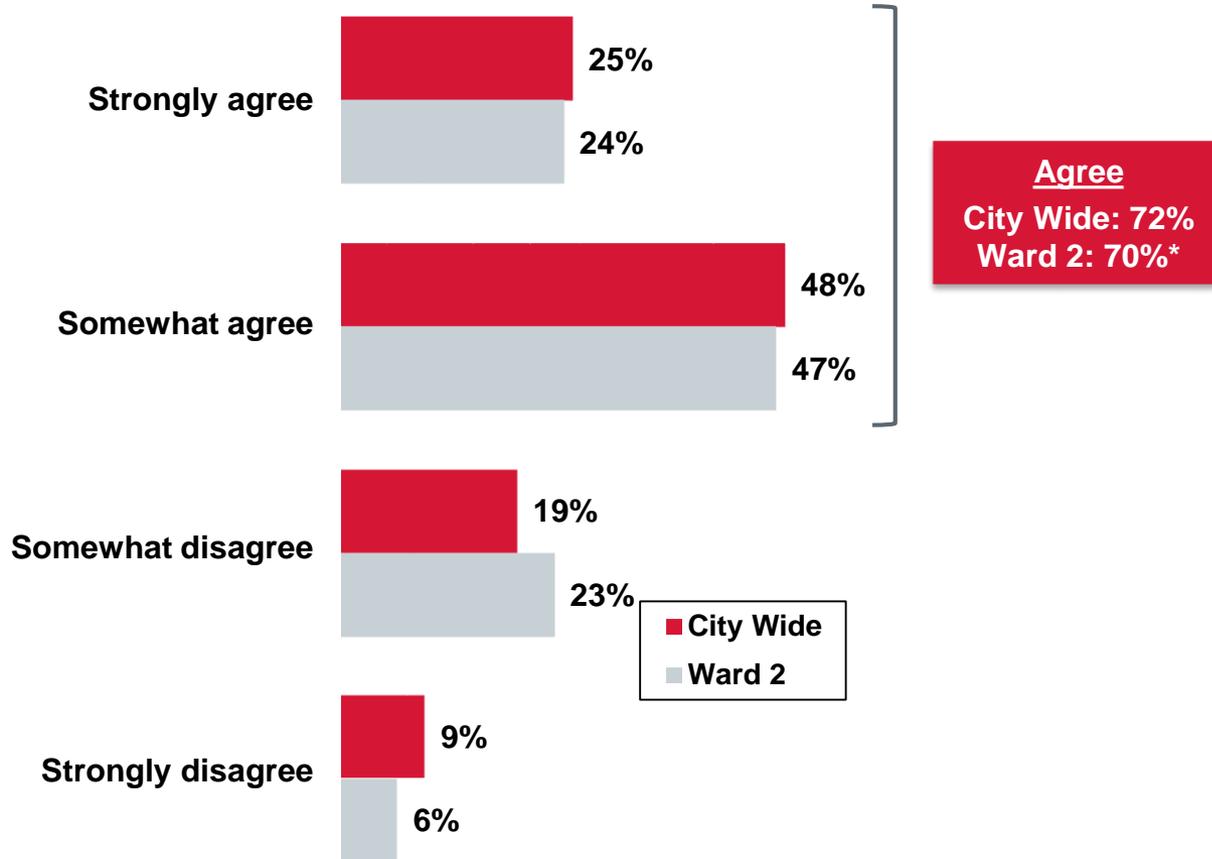
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 2: n=187)



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



*Rounding

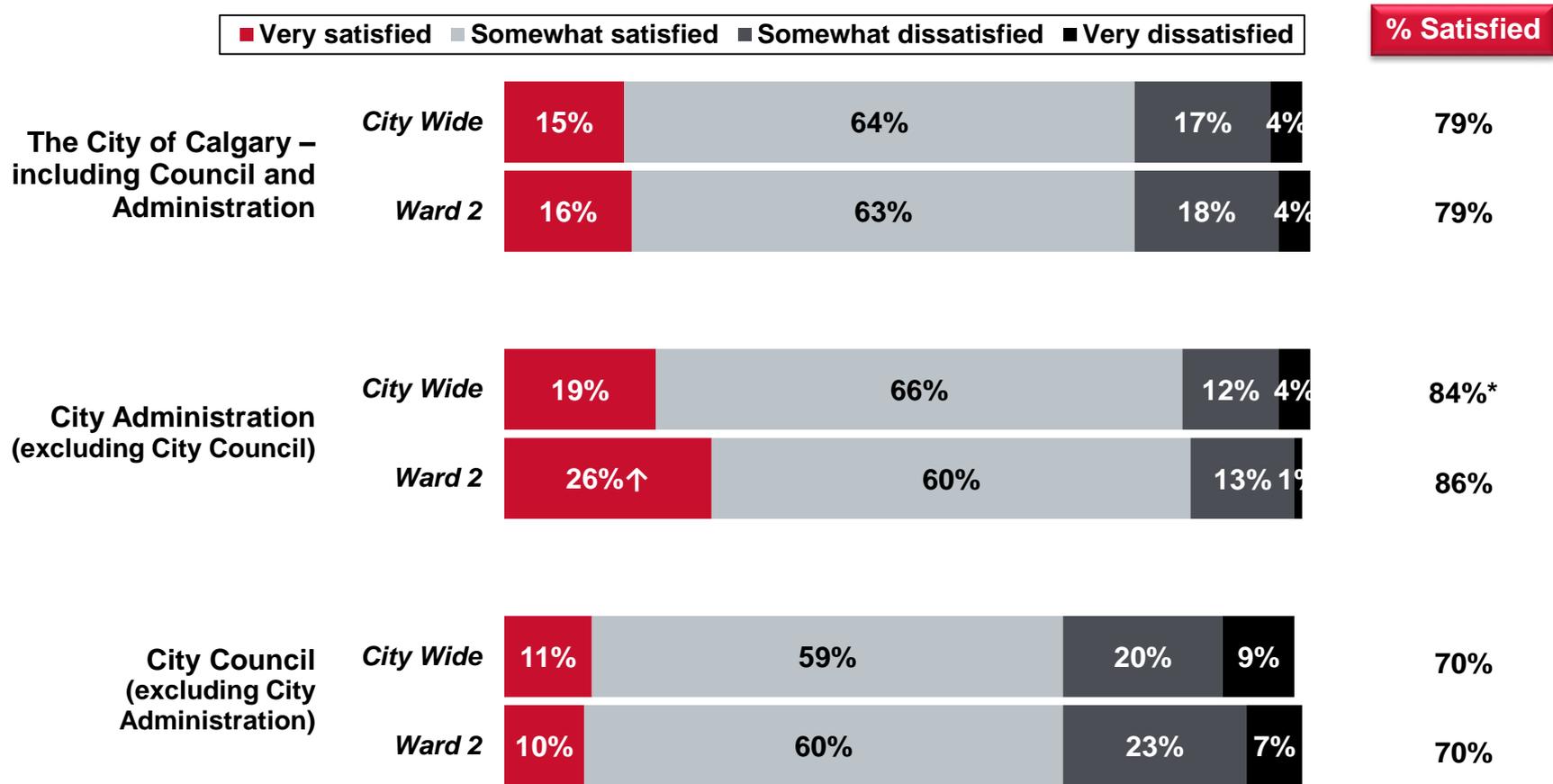
*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:
I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,480 / Ward 2: n=188)



Perceptions About City Performance

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



*Rounding

Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?
 Base: Valid respondents (Bases vary)



Attitudes Regarding Collaboration

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

% Agree

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=2,479 / Ward 2: n=186)



Perceptions of Transparency and Citizen Input

% Agree

■ Strongly agree ■ Somewhat agree

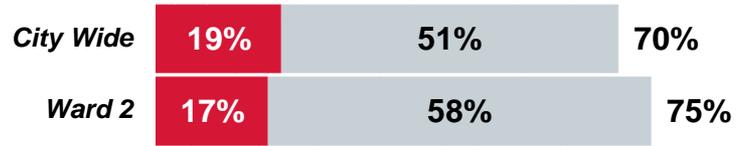
The City of Calgary practices open and accessible government



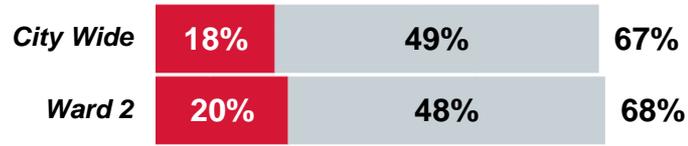
¹I am confident that The City of Calgary is working to improve how it includes citizen input into important decisions



The City uses input from Calgarians in decision-making about City projects and services



The City allows citizens to have meaningful input into decision-making



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

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

Base: Valid respondents (Bases vary)



Respondent Profile





Demographics

Age

| | City Wide | Ward 2 |
|-------------|-----------|--------|
| 18 to 24 | 12% | 14% |
| 25 to 34 | 21% | 22% |
| 35 to 44 | 17% | 22% |
| 45 to 54 | 19% | 17% |
| 55 to 64 | 13% | 12% |
| 65 or older | 17% | 13% |
| <i>Mean</i> | 45 | 43 |

Income

| | City Wide | Ward 2 |
|-------------------------|-----------|--------|
| Less than \$30,000 | 7% | 4% |
| \$30,000 to <\$45,000 | 8% | 3% |
| \$45,000 to <\$60,000 | 12% | 10% |
| \$60,000 to <\$75,000 | 9% | 10% |
| \$75,000 to <\$90,000 | 8% | 8% |
| \$90,000 to <\$105,000 | 11% | 14% |
| \$105,000 to <\$120,000 | 11% | 12% |
| \$120,000 to <\$150,000 | 12% | 13% |
| \$150,000 or more | 23% | 26% |

Education

| | City Wide | Ward 2 |
|--|-----------|--------|
| Completed high school or less | 16% | 12% |
| Some post secondary or completed a college diploma | 38% | 32% |
| Completed university degree or post-grad degree | 46% | 56% |

Base: Valid respondents (Bases vary)



Household Characteristics

Type of Home

| | City Wide | Ward 2 |
|--|-----------|--------|
| Single-detached house | 69% | 77% |
| Apartment or apartment-style condominium | 13% | 7% |
| Duplex, triplex or fourplex | 9% | 8% |
| Townhouse or rowhouse | 8% | 7% |
| Another type of multi-dwelling unit | 1% | 1% |

Children and Seniors in Household

| | City Wide | Ward 2 |
|----------------|-----------|--------|
| Yes - Children | 35% | 44% |
| Yes - Seniors | 17% | 15% |

Household Size

| | City Wide | Ward 2 |
|-------------|-----------|--------|
| 1 | 14% | 8% |
| 2 | 32% | 23% |
| 3 | 18% | 24% |
| 4 | 22% | 30% |
| 5 or more | 15% | 15% |
| <i>Mean</i> | 3.0 | 3.3 |

Responsible for Property Taxes

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

Own or Rent

| | City Wide | Ward 2 |
|---------|-----------|--------|
| Own | 75% | 86% |
| Rent | 20% | 10% |
| Other | 1% | - |
| Neither | 4% | 4% |

Tenure in Calgary

| | City Wide | Ward 2 |
|--------------------------|-----------|--------|
| Less than 5 years | 7% | 11% |
| 5 to less than 10 years | 10% | 12% |
| 10 to less than 15 years | 10% | 22% |
| 15 to less than 20 years | 11% | 9% |
| 20 to less than 30 years | 24% | 13% |
| 30 to less than 40 years | 15% | 15% |
| 40 or more | 24% | 18% |
| <i>Mean</i> | 26 | 22 |

Base: Valid respondents (Bases vary)



Respondent Characteristics

Born in Canada

| | City Wide | Ward 2 |
|-----|-----------|--------|
| Yes | 73% | 56% |
| No | 27% | 44% |

Age Left Country of Birth

| Base: Not born in Canada | City Wide (n=656) | Ward 2 (n=74) |
|--------------------------|-------------------|---------------|
| Less than 12 | 28% | 27% |
| 12 to 17 | 12% | 23% |
| 18 or older | 60% | 50% |
| No response | - | - |

Ethnic Background

| | City Wide | Ward 2 |
|--------------------------------------|-----------|--------|
| Caucasian/ White | 23% | 17% |
| British | 20% | 13% |
| Canadian/ French Canadian | 16% | 12% |
| Northern or Western European | 12% | 10% |
| Southern or Eastern European | 11% | 6% |
| East or Southeast Asian | 11% | 21% |
| South Asian | 7% | 12% |
| Central/ South American or Caribbean | 3% | 4% |
| West Asian or Middle Eastern | 2% | 5% |
| African | 2% | 2% |
| Aboriginal/ First Nations/ Metis | 2% | 1% |

Disability

| | City Wide | Ward 2 |
|-----|-----------|--------|
| Yes | 16% | 9% |
| No | 84% | 91% |

Visible Minority

| | City Wide | Ward 2 |
|-----|-----------|--------|
| Yes | 25% | 33% |
| No | 75% | 67% |

Base: Valid respondents (Bases vary)



Contact

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