

Calgary



# 2019 Quality of Life and Citizen Satisfaction Survey

Ward 7 Report

November 2019

Prepared for The City of Calgary by:

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Respondent Profile



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

- Both landline (60%) and cell phone (40%) sample were used.
- The average interview length was 32 minutes.



**Final data were weighted** to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2018 Municipal and 2016 Federal Census data.



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

- A total of 158 interviews were conducted with residents of Ward 7 (MOE  $\pm 7.8\%$ ).

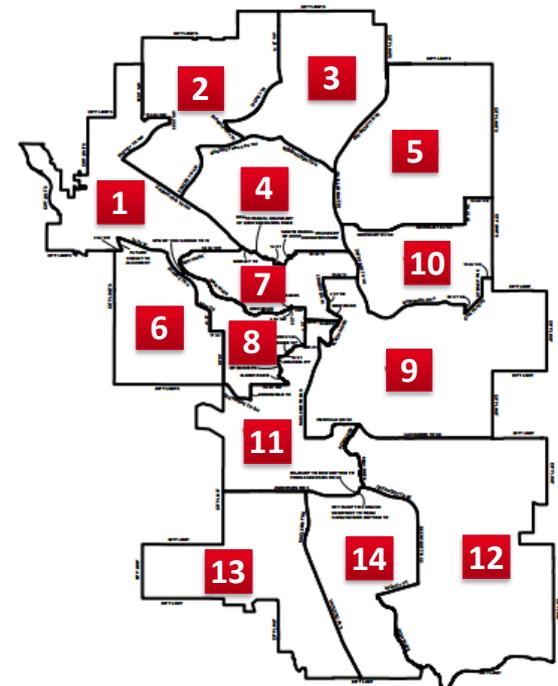


**Results for Ward 7 are compared to results City Wide.**

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

**Where possible, 2019 results for Ward 7 are compared to those from 2018.**

- Only significant differences are shown. Ward 7 2018





## Summary of Key Findings





# Key Findings:

## Quality of Life and Issue Agenda

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**Ward 7 residents are on par with City Wide results for quality of life measures.**

**Ward 7 residents place more emphasis on “*growth and planning*” than residents City Wide and also compared to 2018.**

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- ❖ More than eight-in-ten (84%) Ward 7 residents rate the overall quality of life in Calgary today as ‘good’ (on par with 83% City Wide).
- ❖ Results for Ward 7 are consistent with City Wide results for ‘improved’ quality of life (20% vs. 16% City Wide), ‘worsened’ quality of life (39% vs. 40% City Wide) and for quality of life remaining the ‘same’ (42% vs. 44% City Wide).
- ❖ Ward 7 residents are aligned with City Wide results in agreement that “*Calgary is on the right track to be a better city 10 years from now*” (71% vs. 76% City Wide), although agreement has fallen compared to last year (71% vs. 84% in 2018).
- ❖ Ward 7 residents are also aligned with City Wide results feeling safe walking alone in their neighbourhood after dark (85% feel safe vs. 82% City Wide).
- ❖ The top issues in Ward 7 are “*infrastructure, traffic and roads*” (27%, on par with 35% City Wide), “*transit*” (19%, consistent with 17% City Wide) and “*growth and planning*” (19%, higher than 5% City Wide and an increase from 7% in 2018).
- ❖ Ward 7 residents are less likely to mention “*homelessness, poverty and affordable housing*” compared to last year (4% vs. 11% in 2018).



# Key Findings:

## Importance of City Programs and Services

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**Ward 7 residents place more importance than City Wide on arts and culture, downtown revitalization and on-street bikeways.**

**City-operated recreation facilities have increased in importance from 2018.**

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- ❖ Ward 7 residents rate three programs and services as more important than City Wide:
  - Support for arts and culture (59% 'very' important, higher than 38% City Wide);
  - Downtown revitalization (60% 'very' important, higher than 42% City Wide); and,
  - On-street bikeways (44% 'very' important, higher than 27% City Wide).
- ❖ Ward 7 residents rate three programs and services as less important than City Wide:
  - Business licenses and inspections (75%, lower than 86% City Wide);
  - Calgary Fire Department (89% 'very', lower than 95% City Wide); and,
  - Quality of drinking water (96%, lower than 99% City Wide).
- ❖ Ward 7 residents rate City-operated recreation facilities as more important than in 2018 (68% 'very' important, up from 51% in 2018).
- ❖ Three programs and services are rated as less important compared to last year:
  - Spring road cleaning (34% 'very' important, down from 58% in 2018);
  - City of Calgary website (73%, down from 85% in 2018); and,
  - Quality of drinking water (96%, down from 100% in 2018).



# Key Findings:

## Satisfaction with City Programs and Services

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**The majority of Ward 7 residents are satisfied with the overall level and quality of municipal programs and service.**

**Ward 7 residents are more satisfied than City Wide with Calgary parks and support for arts/culture.**

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- ❖ Nearly eight-in-ten (78%) Ward 7 residents are satisfied with the overall level and quality of municipal services and programs, on par with 74% City Wide.
- ❖ Satisfaction with programs and services in Ward 7 is higher than City Wide for:
  - Calgary parks (67% 'very satisfied', higher than 49% City Wide); and,
  - Support for arts and culture (44% 'very satisfied', higher than 29% City Wide).
- ❖ Satisfaction with programs and services in Ward 7 is lower than City Wide for:
  - City growth management (62%, lower than 75% City Wide);
  - City land use planning (68%, lower than 79% City Wide);
  - Social services (75%, lower than 84% City Wide); and,
  - Disaster planning and response (90%, lower than 95% City Wide).
- ❖ Satisfaction with programs and services in Ward 7 has increased for:
  - Traffic flow management (24% 'very' satisfied, higher than 7% in 2018); and,
  - Calgary 9-1-1 (84% 'very' satisfied, higher than 70% in 2018).
- ❖ Satisfaction with programs and services in Ward 7 has decreased for:
  - Downtown revitalization (70%, lower than 85% in 2018); and,
  - Social services (75%, lower than 89% in 2018).



# Key Findings:

## Satisfaction with City Programs and Services

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**Ward 7 residents see many programs as services as 'primary strengths' that are considered City Wide 'primary weaknesses'.**

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- ❖ Ward 7 residents rate the following programs and services as 'primary strengths' in contrast to City Wide where they are rated as 'primary weaknesses':
  - Social services;
  - Road maintenance;
  - Snow removal;
  - Traffic flow management;
  - Affordable housing;
  - Transportation planning; and,
  - Roads and infrastructure.
  
- ❖ Ward 7 residents rate community services as a 'primary weakness' in contrast to City Wide where it is a 'primary strength'.



# Key Findings: Investment in City Programs and Services

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**Ward 7 residents are similar to City Wide and to 2018 results for desired investment in most programs and services.**

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- ❖ Ward 7 residents are more likely than City Wide to want to see *more* investment in:
  - On-street bikeways (36%, 13 points higher than City Wide); and,
  - City land use planning (46%, 12 points higher than City Wide).
- ❖ Ward 7 residents are less likely than City Wide to want to see *more* investment in:
  - Calgary's parks (20%, 21 points lower than City Wide); and,
  - Calgary Police Service (39%, 15 points lower than City Wide).
- ❖ Ward 7 residents are more likely than in 2018 to want to see *more* investment in property tax assessment (24%, up from 12% in 2018).
- ❖ Ward 7 residents are less likely than in 2018 to want to see *more* investment in:
  - Calgary's parks (20%, down from 38% in 2018); and,
  - Spring road cleaning (13%, down from 26% in 2018).



## Key Findings: Taxation

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**Ward 7 residents express generally similar views on taxation in comparison to City Wide, although they are more likely than City Wide to prefer increasing taxes over cutting services.**

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- ❖ A slim majority (53%) of Ward 7 residents give The City a ‘good value’ rating for the value of their property tax dollars, similar to 54% City Wide.
- ❖ Ward 7 residents’ knowledge of how tax dollars are spent is consistent with City Wide (61% vs. 57% City Wide).
- ❖ In order for The City to maintain or expand services, Ward 7 residents are more likely than City Wide to prefer increasing taxes (53% vs. 44% City Wide) as opposed to cutting services (41% vs. 50% City Wide).
- ❖ The vast majority of Ward 7 residents are interested in knowing how their property tax dollars are invested in various City services (92%, consistent with 94% City Wide).
- ❖ Slightly more than one-half (54%) of Ward 7 residents agree that The City does a good job of providing citizens with information about how their property tax dollars are spent (on par with 55% City Wide).



# Key Findings:

## Customer Service and Communications

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**Ward 7 residents provide similar measures related to customer service as are seen City Wide.**

**In Ward 7, overall satisfaction with information received from The City is also consistent with City Wide measures.**

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- ❖ More than six-in-ten Ward 7 residents contacted The City within the past year (65%, similar to 62% City Wide). The level of contact has declined since 2018 (65% vs. 78% in 2018).
- ❖ Three-quarters (75%) of Ward 7 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service (on par with 74% City Wide).
- ❖ Three-quarters of Ward 7 residents (74%) are satisfied with the overall quality of City information and communications (on par with 75% City Wide), although 'very' satisfied is higher in Ward 7 (26% vs. 18% City Wide).
- ❖ Seven-in-ten (73%) Ward 7 residents rate The City of Calgary as doing a 'good' or 'very good' job communicating with citizens about its services, programs, policies and plans (on par with 72% City Wide).
- ❖ A majority (57%) of Ward 7 residents feel they have access to 'just the right amount' of information from The City, consistent with 54% City Wide.
  - Four-in-ten (39%) Ward 7 residents state they have access to 'too little' information from The City, similar to 44% City Wide.



## Key Findings: City Reputation and Performance

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**Ward 7 residents have more favourable impressions of the City of Calgary than City Wide.**

**Satisfaction with The City of Calgary including Council and Administration had decreased since 2018.**

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- ❖ Six-in-ten (61%) Ward 7 residents have a favourable impression of The City of Calgary, which is 11 percentage points higher than 50% City Wide.
- ❖ A majority (56%) of Ward 7 residents state they trust The City of Calgary (on par with 52% City Wide), although fewer residents ‘trust a great deal’ compared to 2018 (19%, down from 31% in 2018).
- ❖ One-quarter (27%) of Ward 7 residents say they would speak highly about The City of Calgary, which is on par with 24% City Wide.
- ❖ Compared to last year, satisfaction has decreased in Ward 7 with The City of Calgary including Council and Administration (69%, down from 80% in 2018, but on par with 70% City Wide).
- ❖ Ward 7 residents are more likely than City Wide to agree that “The City uses input from Calgarians in decision-making about City projects and services” (74% agree vs. 65% City Wide).

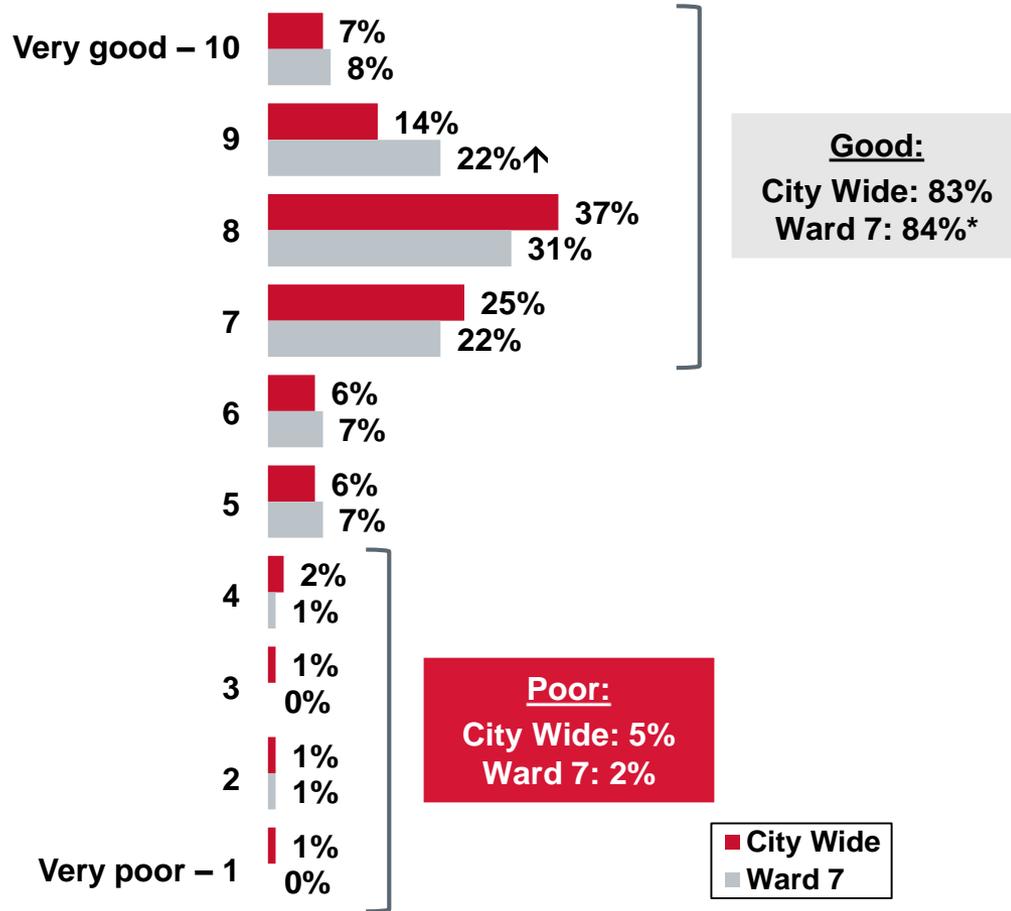


## Quality of Life





# Overall Quality of Life in Calgary



\*Rounding

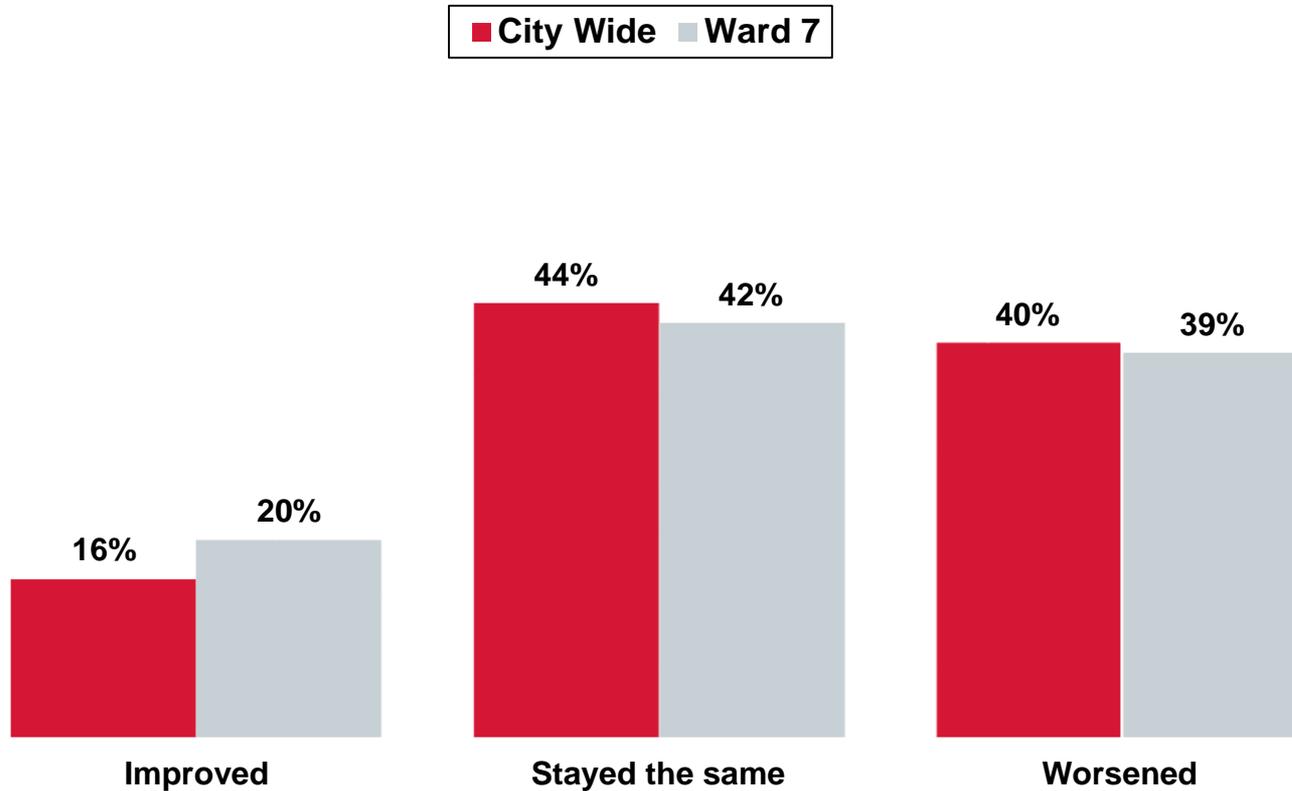
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

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

Base: Valid respondents (City Wide: n=2,498 / Ward 7: n=158)



# Perceived Change in the Quality of Life



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

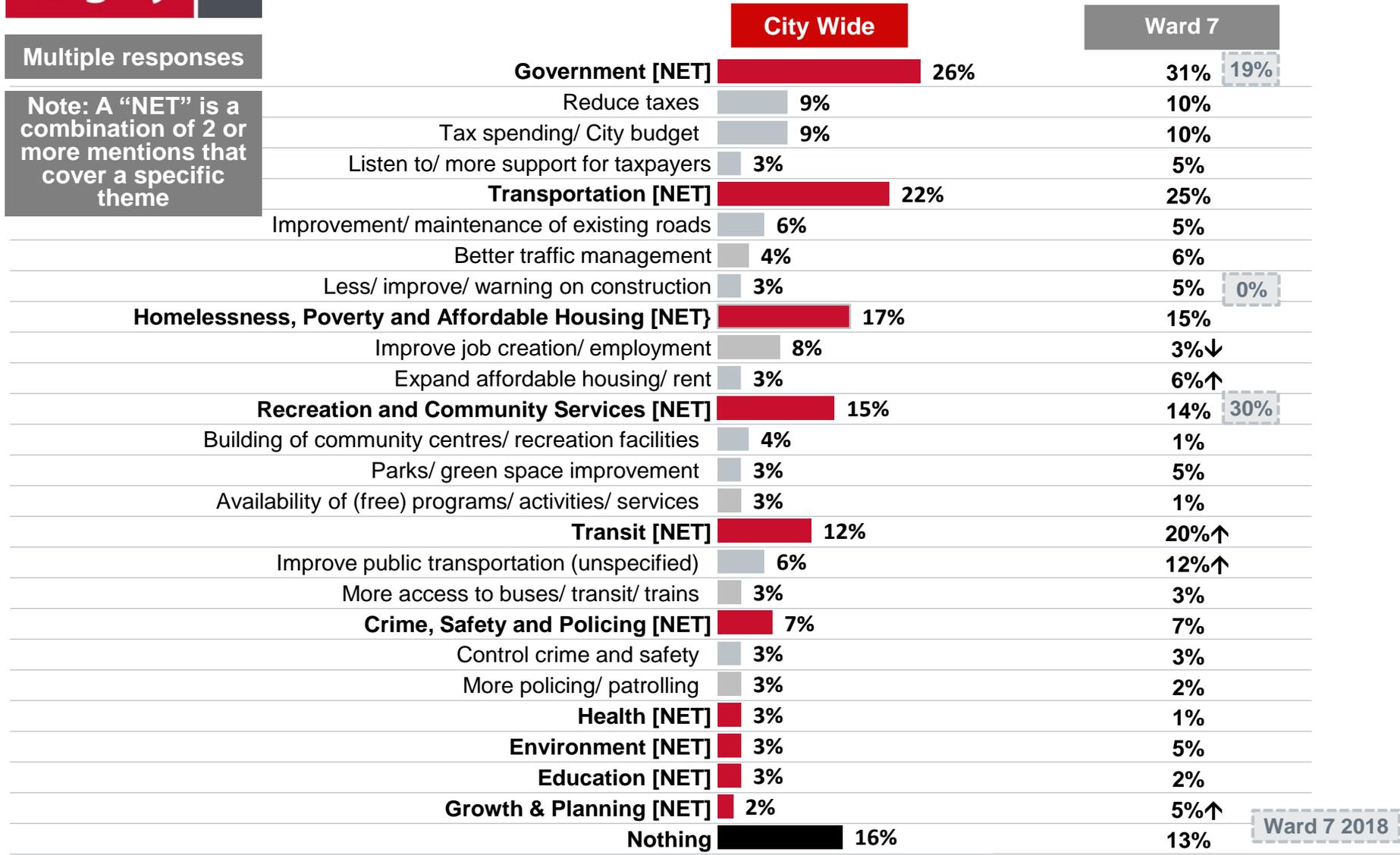
Base: Valid respondents (City Wide: n=2,483 / Ward 7: n=157)



# Actions to Improve the Quality of Life

Multiple responses

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



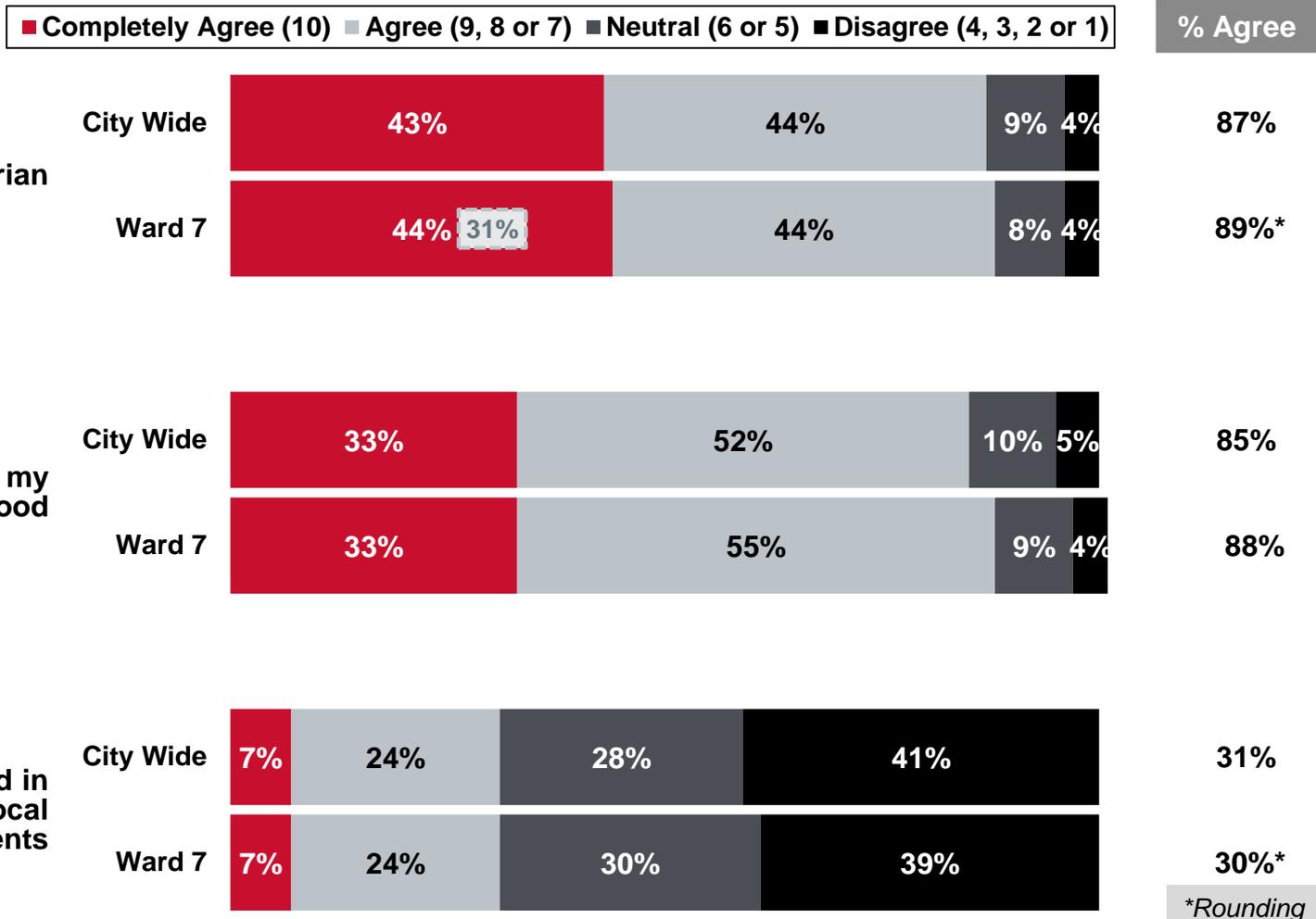
Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?

Base: Valid respondents (City Wide: n=2,331 / Ward 7: n=150)

↑Statistically higher than City Wide  
 ↓Statistically lower than City Wide  
 NET mentions of <2% are not shown



# Sustainability: Connectedness



\*Rounding

Ward 7 2018

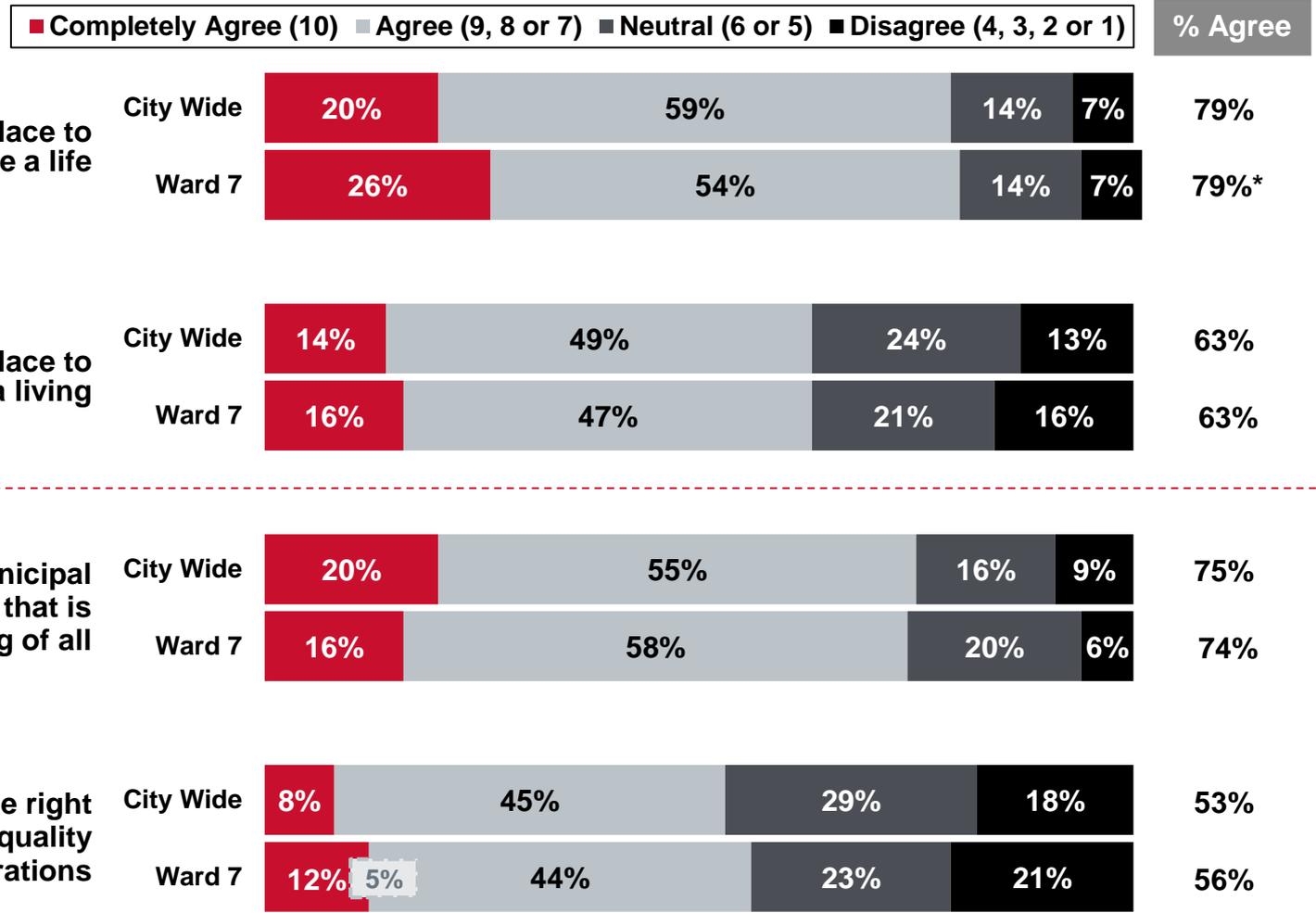
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)

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



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



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

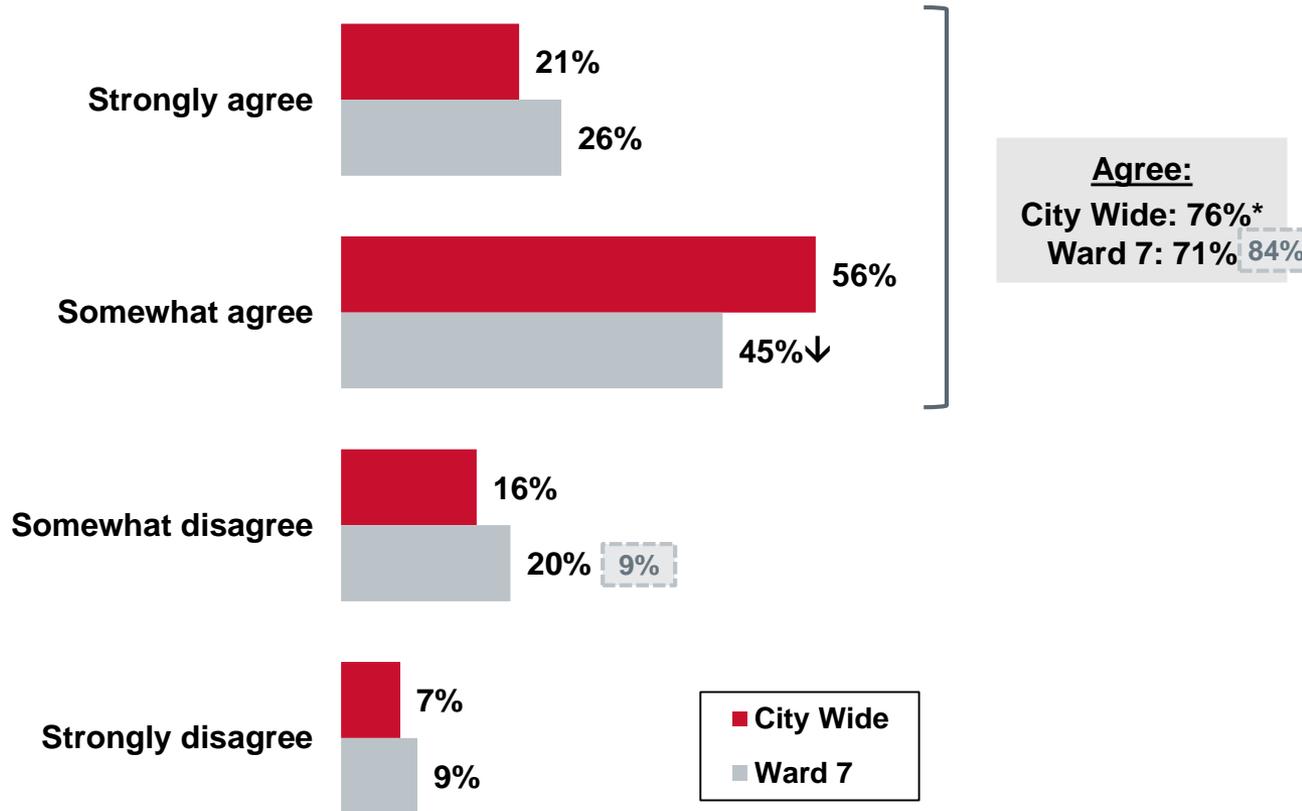
Base: Valid respondents (Bases vary)

\*Rounding

Ward 7 2018



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



\*Rounding

Ward 7 2018

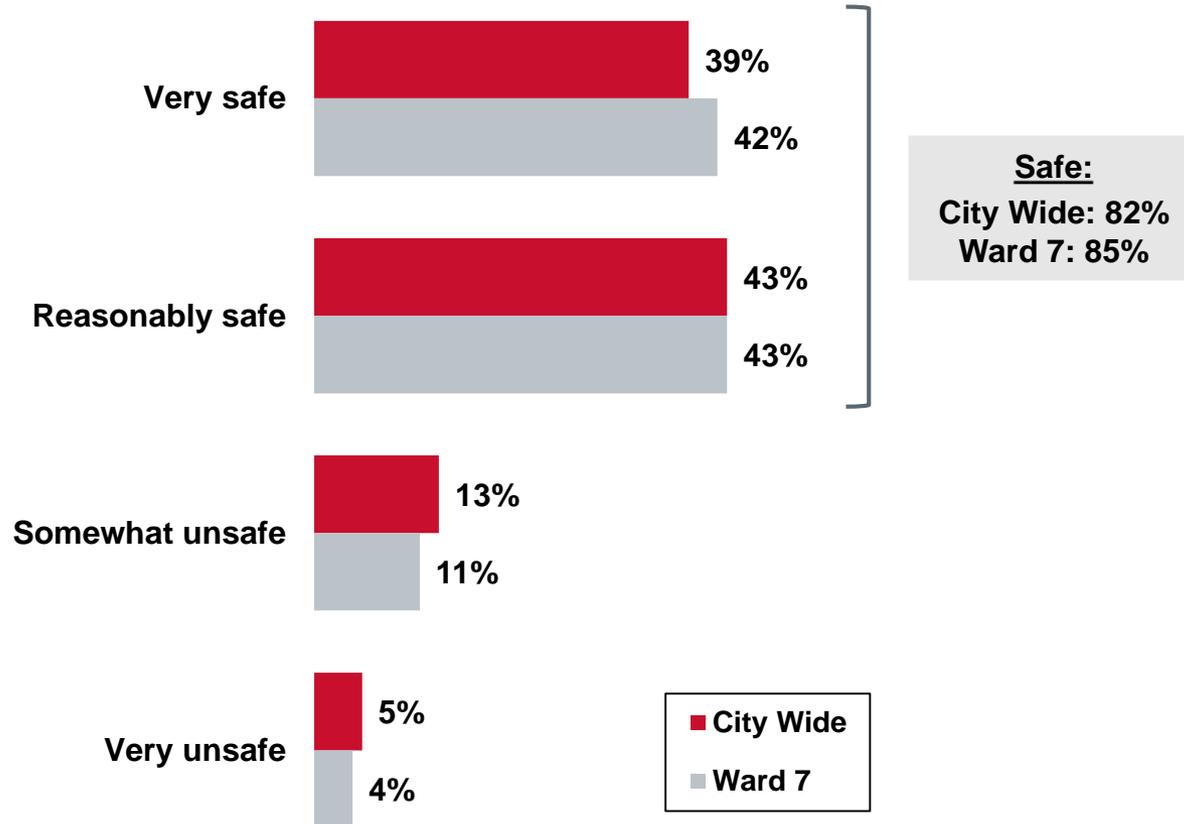
↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

*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 7: n=158)



# Perceived Safety in Own Neighbourhood



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

Base: Valid respondents (City Wide: n=2,497 / Ward 7: n=158)



## Issue Agenda





# Issue Agenda

City Wide

Ward 7

■ First Mention ■ Other Mentions

Multiple responses

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

Issue	City Wide (First)	City Wide (Other)	City Wide (NET)	Ward 7
<b>Infrastructure, Traffic &amp; Roads [NET]</b>	<b>24%</b>	<b>11%</b>	<b>35%</b>	<b>27%</b>
Traffic congestion	5%	7%		6%
Road conditions	4%	7%		4%
Infrastructure maintenance	5%	6%		6%
(Lack of) snow removal	4%	5%		5%
Roads (unspecified)	4%	5%		3%
Too much/poorly planned/delayed road construction	3%	5%		2%
<b>Transit [NET]</b>	<b>12%</b>	<b>5%</b>	<b>17%</b>	<b>19%</b>
Public Transportation (incl. buses/ C-train/ poor service)	6%	8%		9%
Transportation (unspecified)	4%	6%		5%
Transit system improvements	4%	6%		9% <span style="border: 1px dashed gray; padding: 2px;">0%</span>
<b>Crime, Safety &amp; Policing [NET]</b>	<b>10%</b>	<b>5%</b>	<b>15%</b>	<b>14%</b>
Breaking and entering/gangs/drugs	6%	9%		8%
Public safety	4%	6%		5%
<b>Budget &amp; Spending [NET]</b>	<b>8%</b>		<b>11%</b>	<b>11%</b>
<b>Taxes [NET]</b>	<b>8%</b>		<b>11%</b>	<b>14%</b>
<b>Economy [NET]</b>	<b>6%</b>		<b>8%</b>	<b>10%</b>
<b>Education [NET]</b>	<b>5%</b>		<b>8%</b>	<b>7%</b>
<b>Recreation [NET]</b>	<b>4%</b>		<b>7%</b>	<b>5%</b>
<b>Environment and Waste Management [NET]</b>	<b>4%</b>		<b>7%</b>	<b>6%</b>
<b>Growth and Planning [NET]</b>		5%		19% <span style="border: 1px dashed gray; padding: 2px;">7%</span>
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>		4%		4% <span style="border: 1px dashed gray; padding: 2px;">11%</span>
<b>Healthcare [NET]</b>		4%		4%
<b>None</b>			<b>11%</b>	<b>7%</b>

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

Ward 7 2018

NET mentions of <4% are not shown

*In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?*

Base: Valid respondents (City Wide: n=2,422 / Ward 7: n=152)

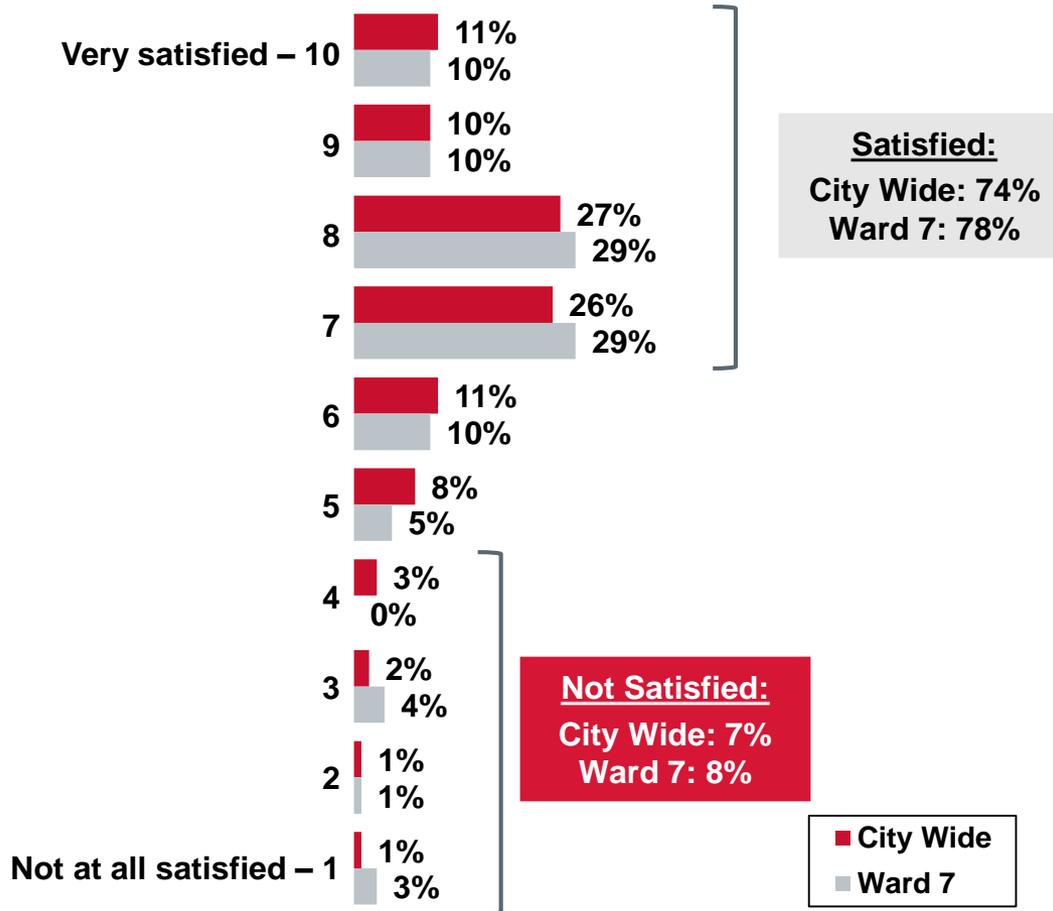


## City Programs and Services





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

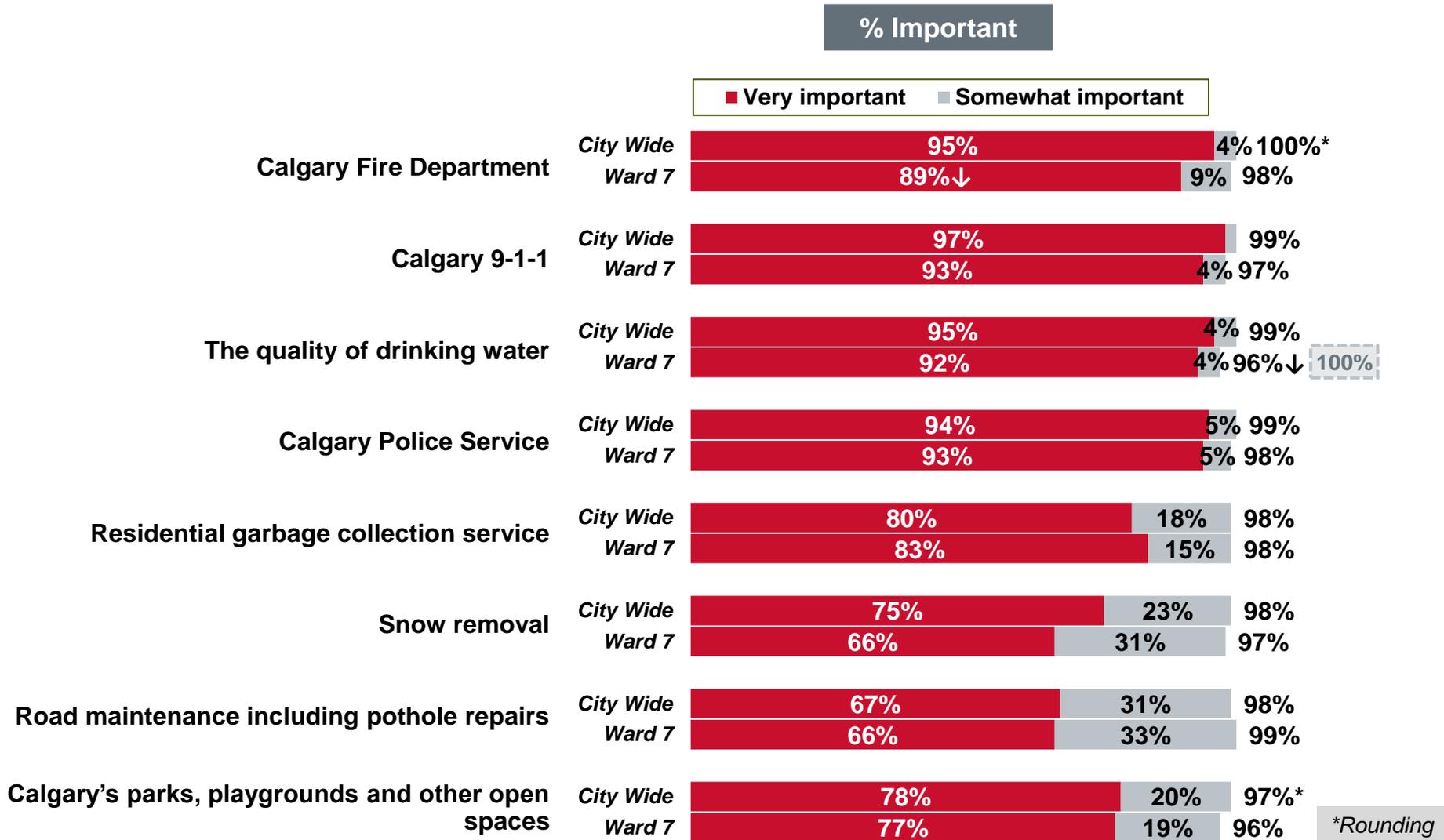


On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 7: n=156)



# Importance of City Programs and Services



Ward 7 2018

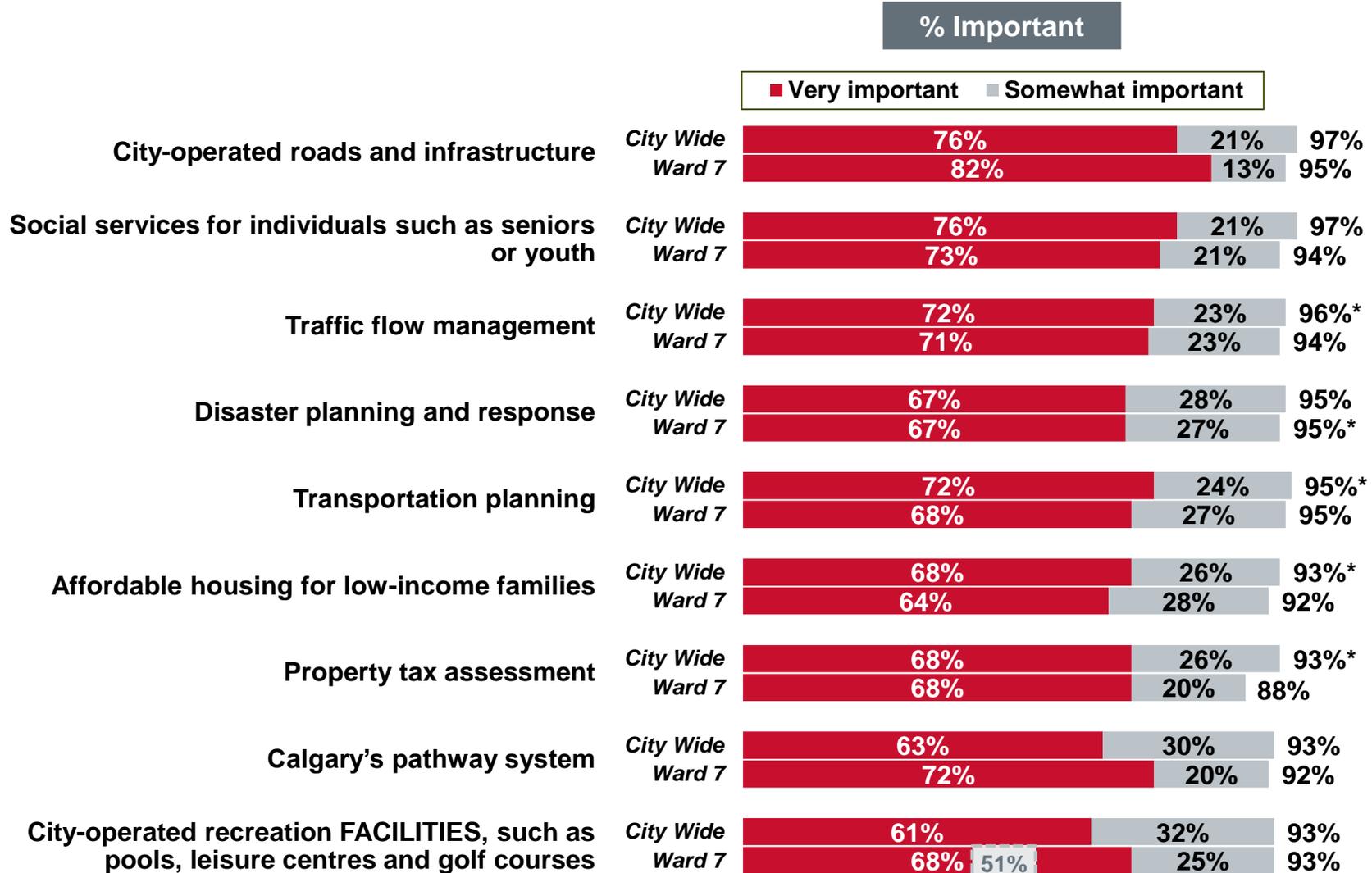
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Data labels of <3% not shown  
 ↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# Importance of City Programs and Services (continued)



\*Rounding

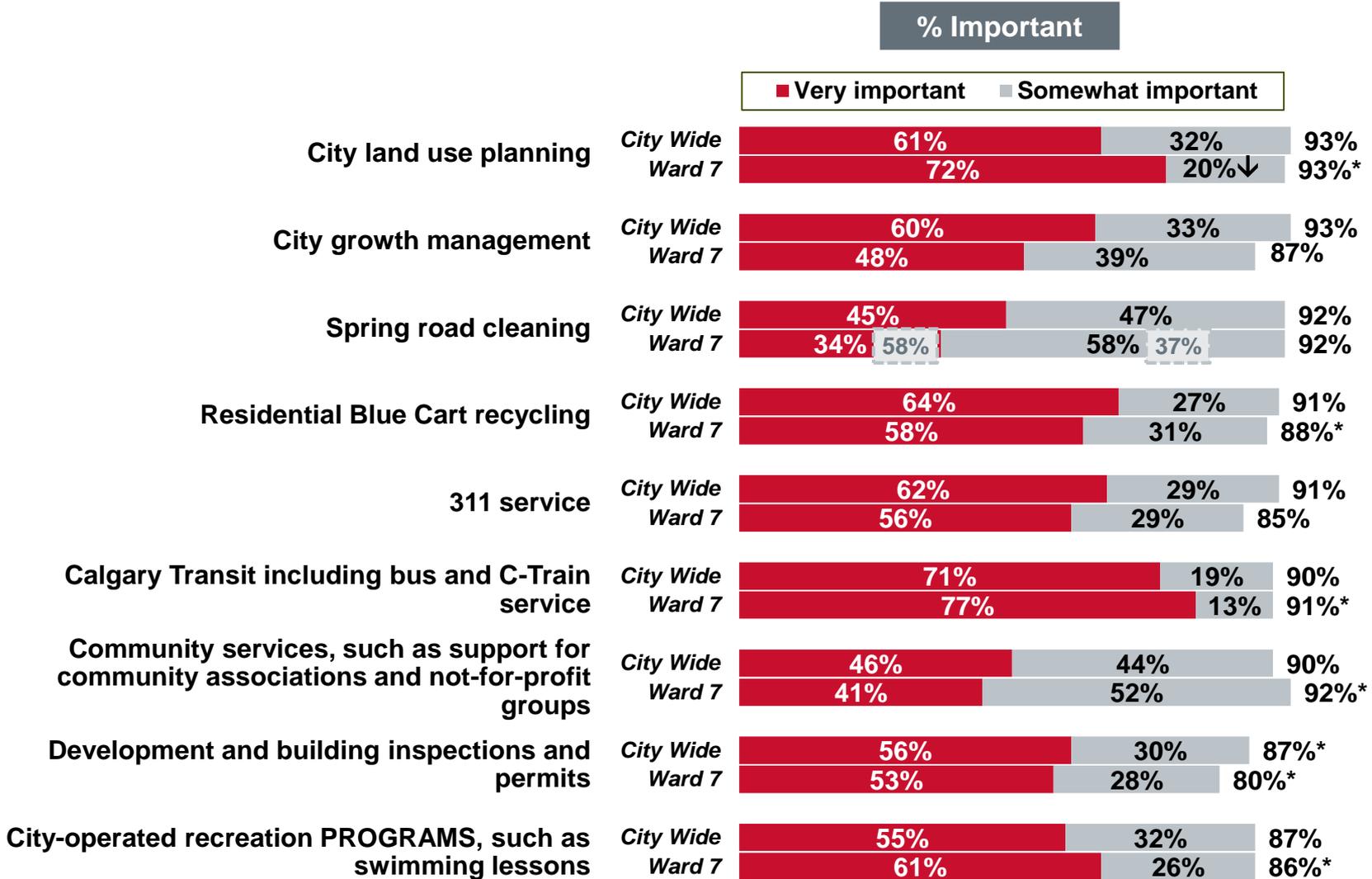
Ward 7 2018

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

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)



\*Rounding

Ward 7 2018

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

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

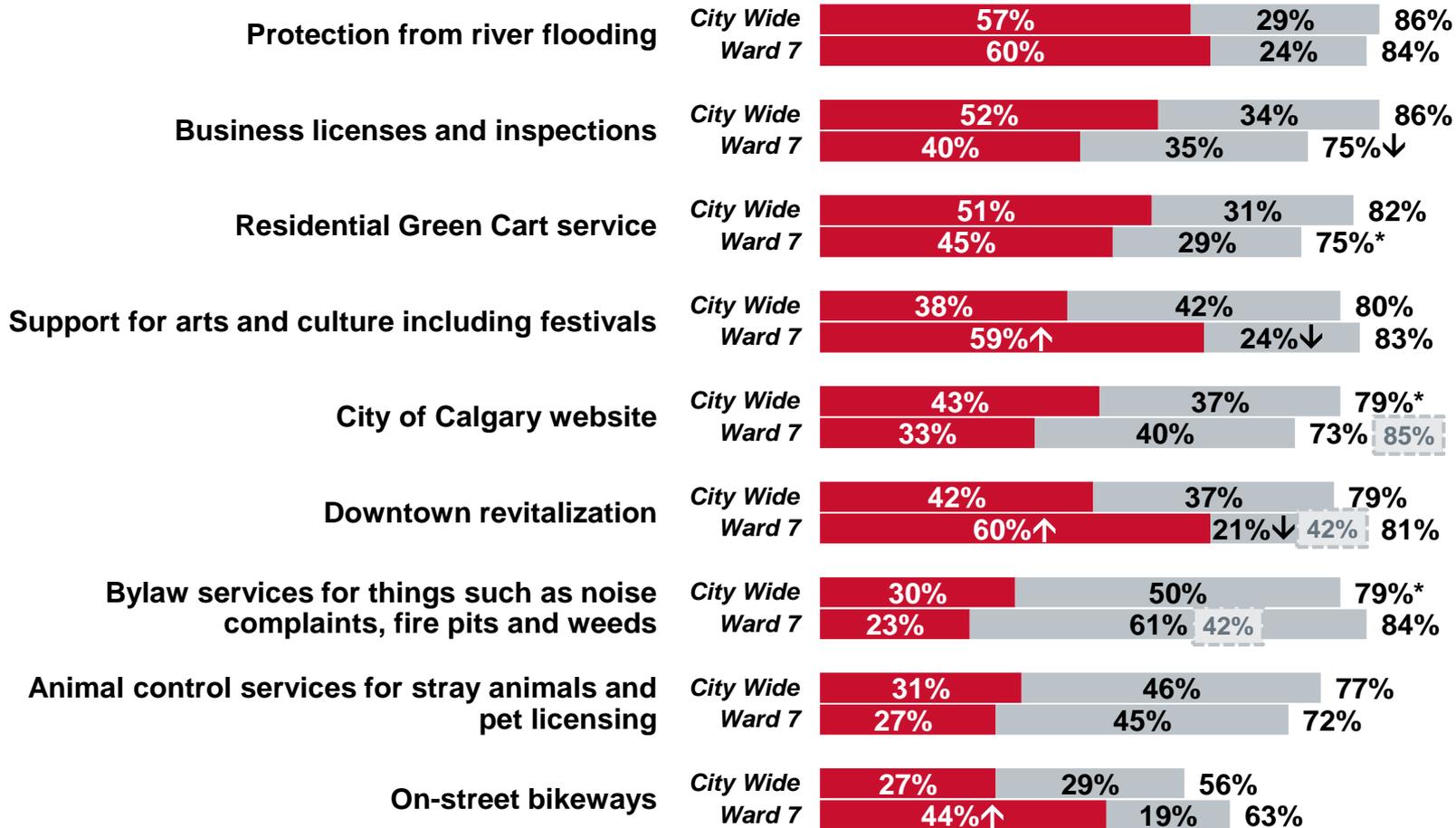
Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

## % Important

■ Very important ■ Somewhat important



\*Rounding

Ward 7 2018

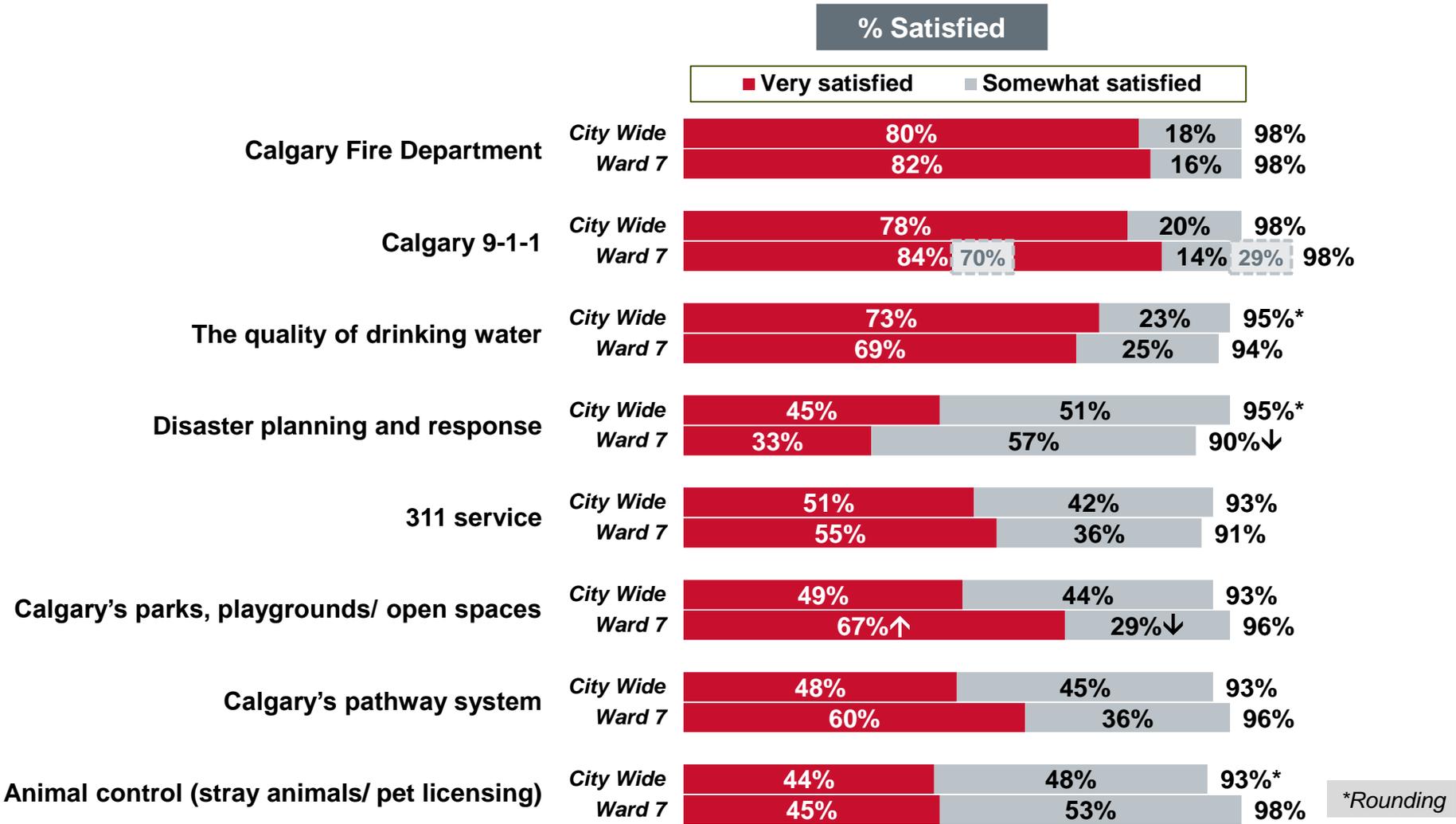
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

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

Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services

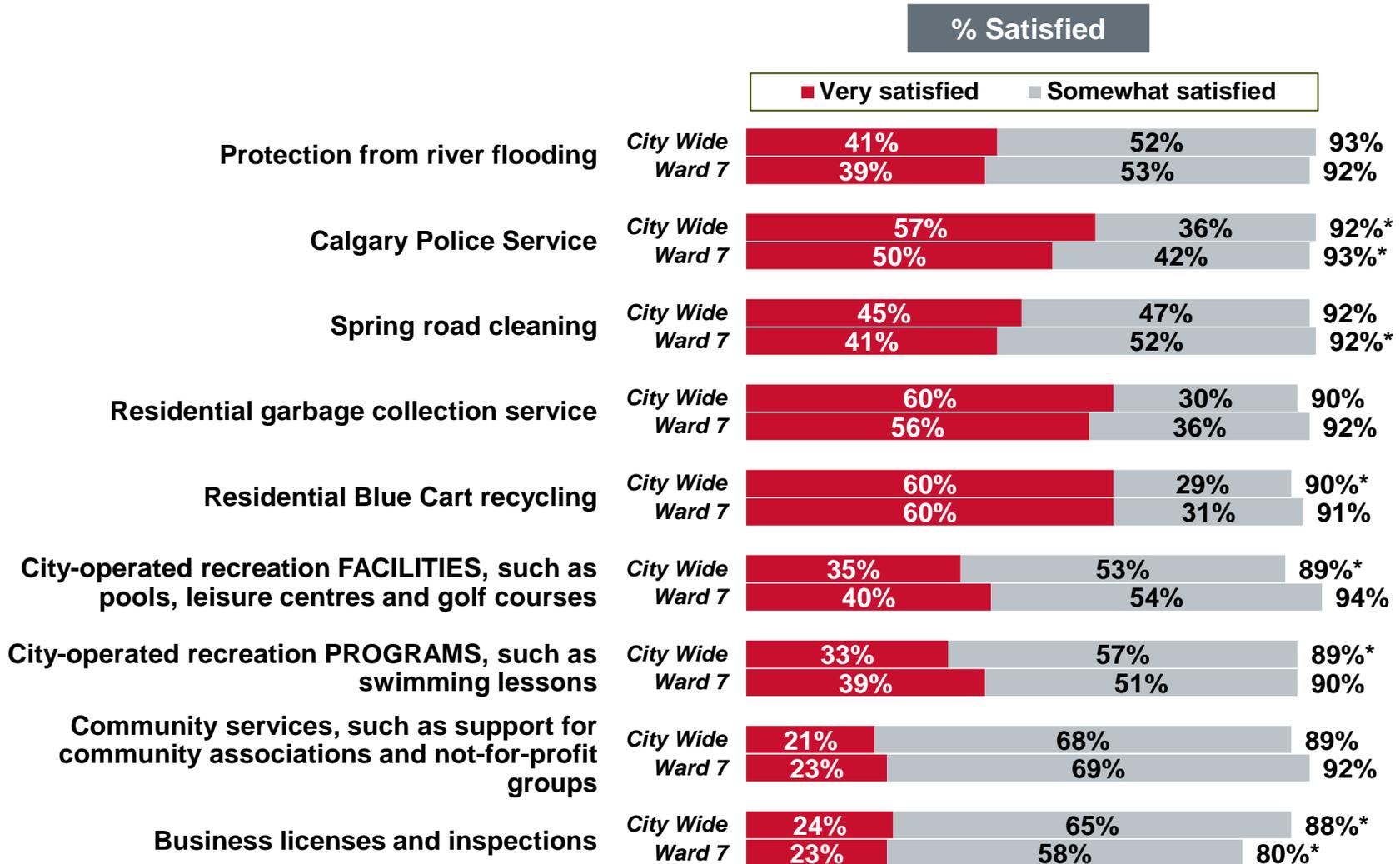


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)

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



# Satisfaction with City Programs and Services (continued)

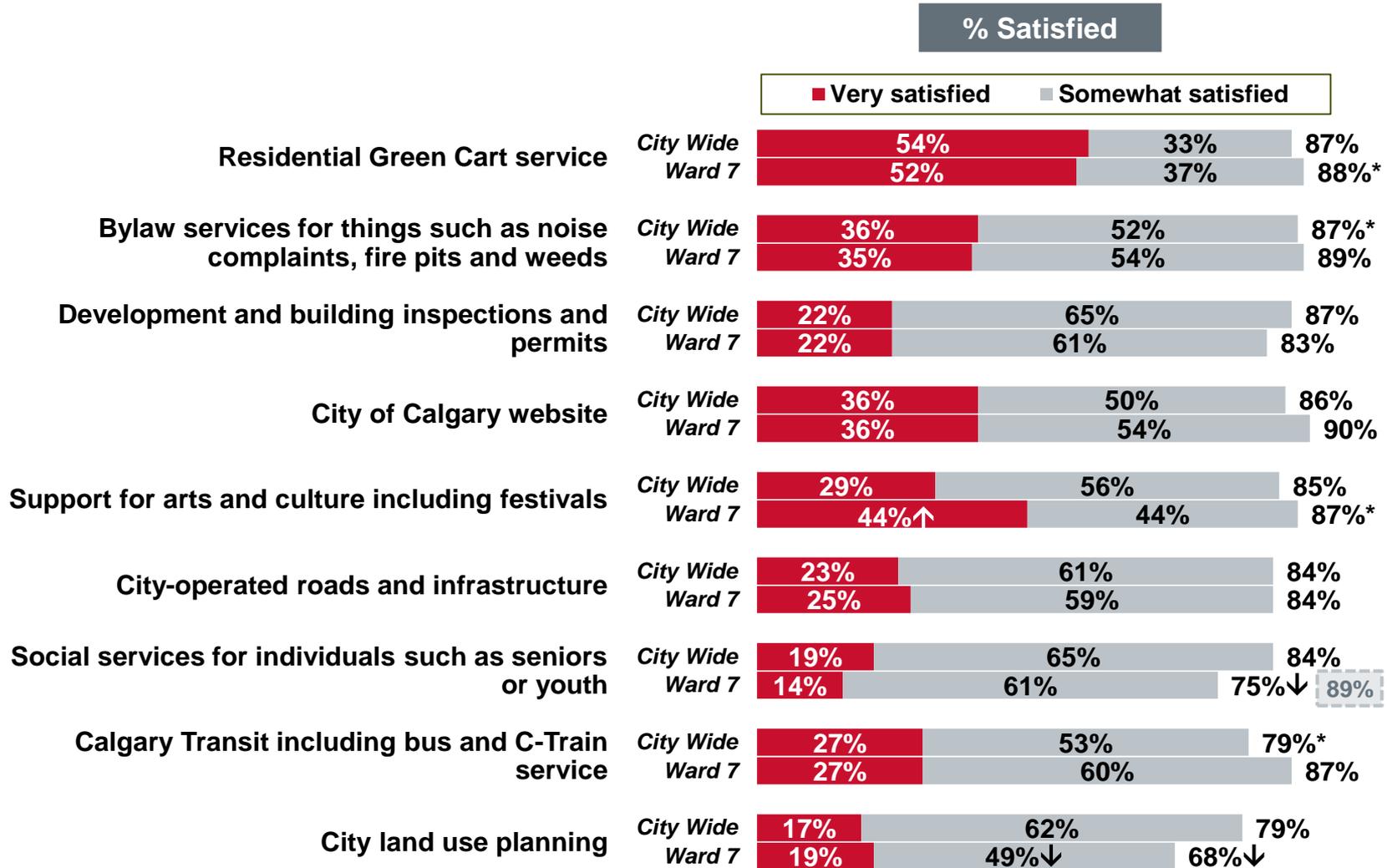


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*  
 Base: Valid respondents (Bases vary)

\*Rounding



# Satisfaction with City Programs and Services (continued)



\*Rounding

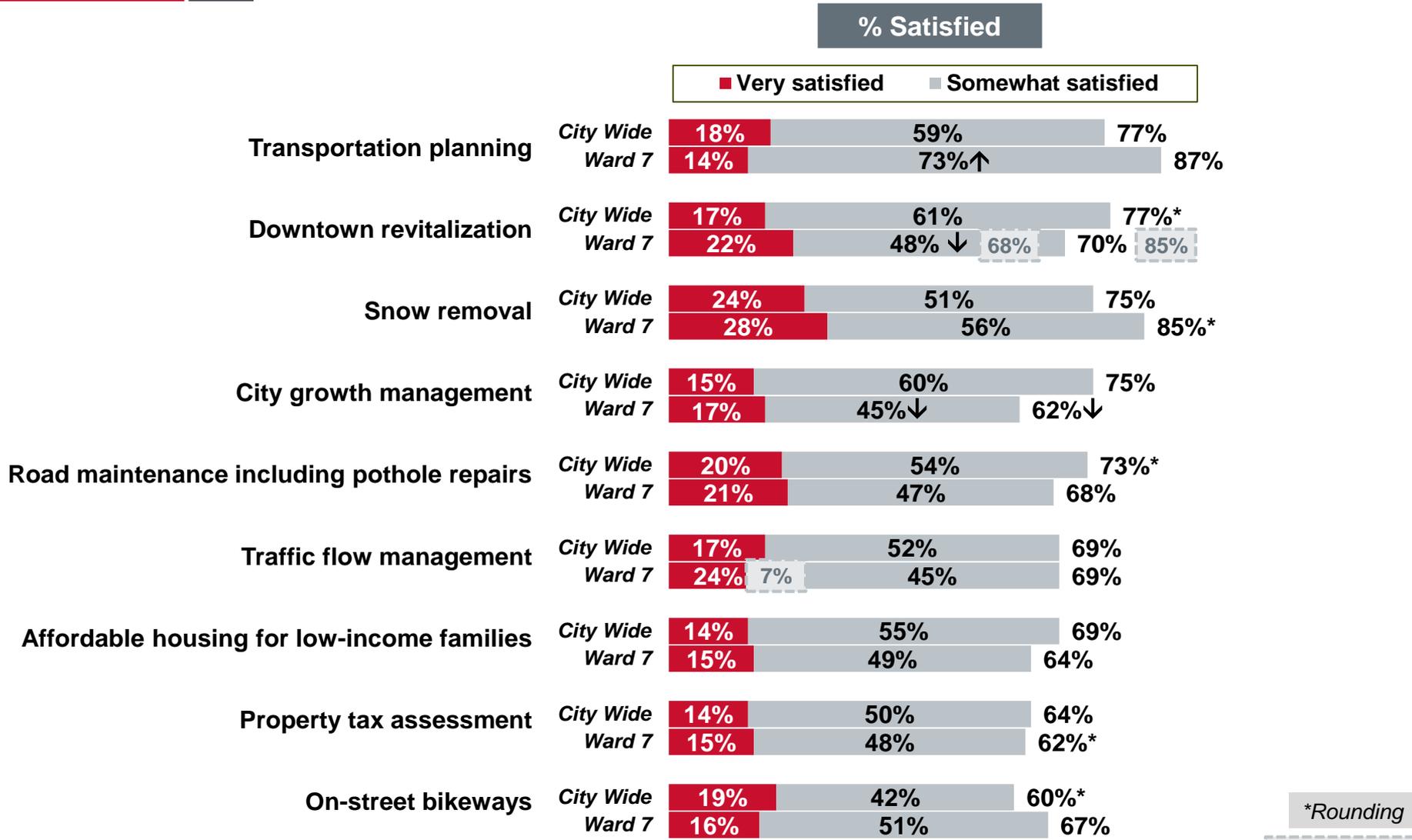
Ward 7 2018

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

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



# Satisfaction with City Programs and Services (continued)

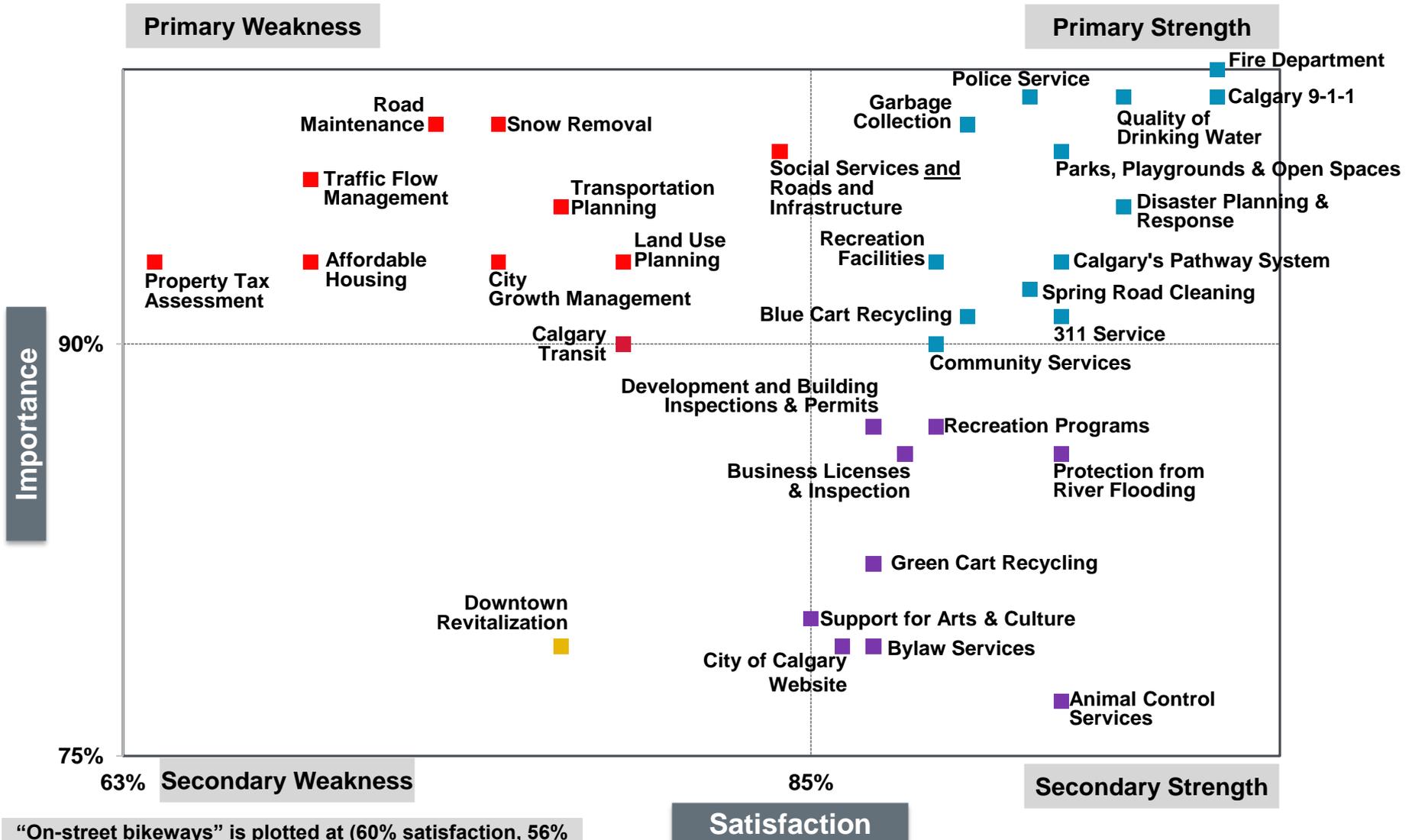


↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

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



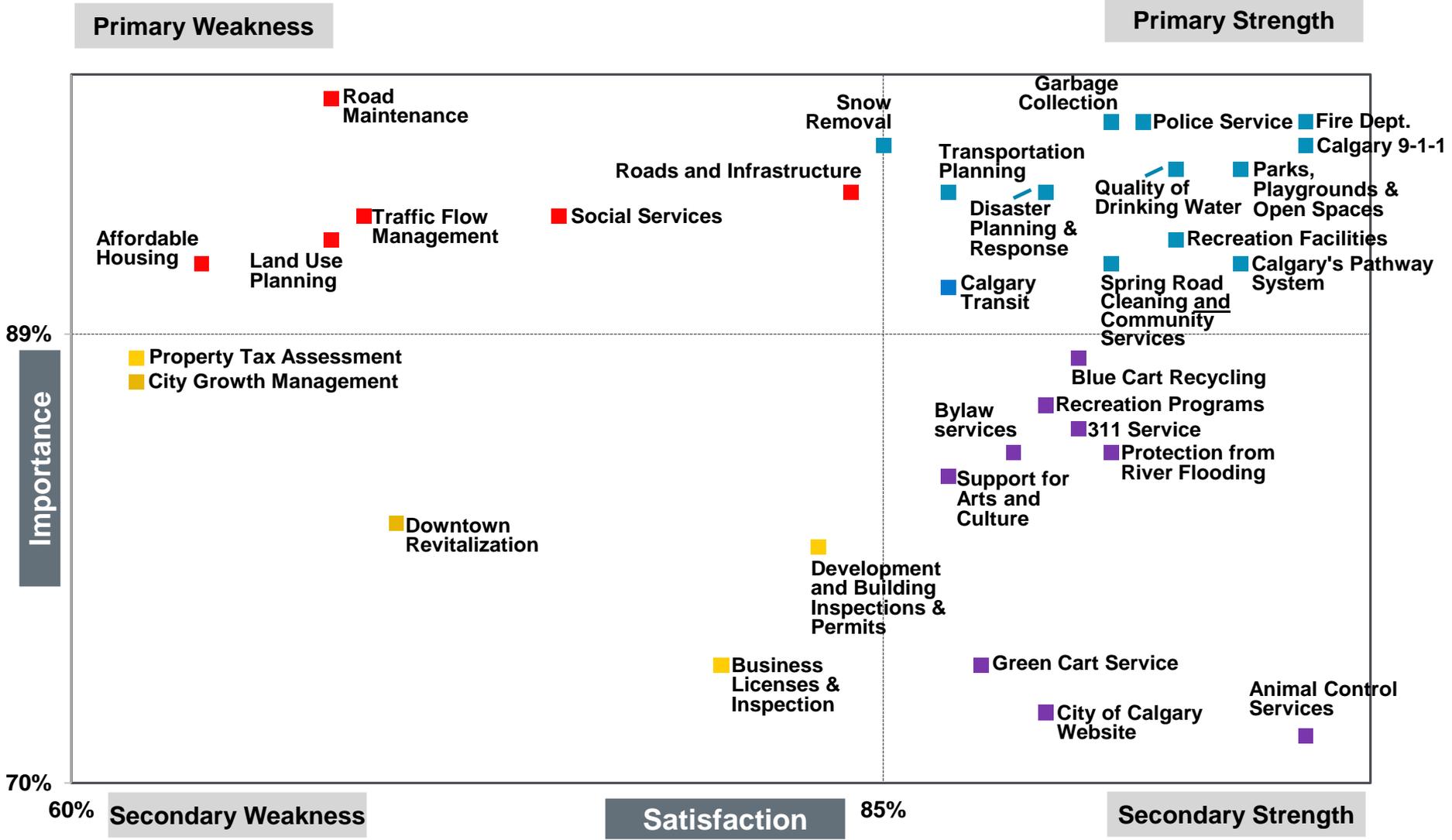
# Importance vs. Satisfaction Grid: City Wide



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



# Importance vs. Satisfaction Grid: Ward 7



“On-street bikeways” (67% satisfaction, 63% importance) is not illustrated on this graph.



# Primary Strengths and Weaknesses: City Wide versus Ward 7

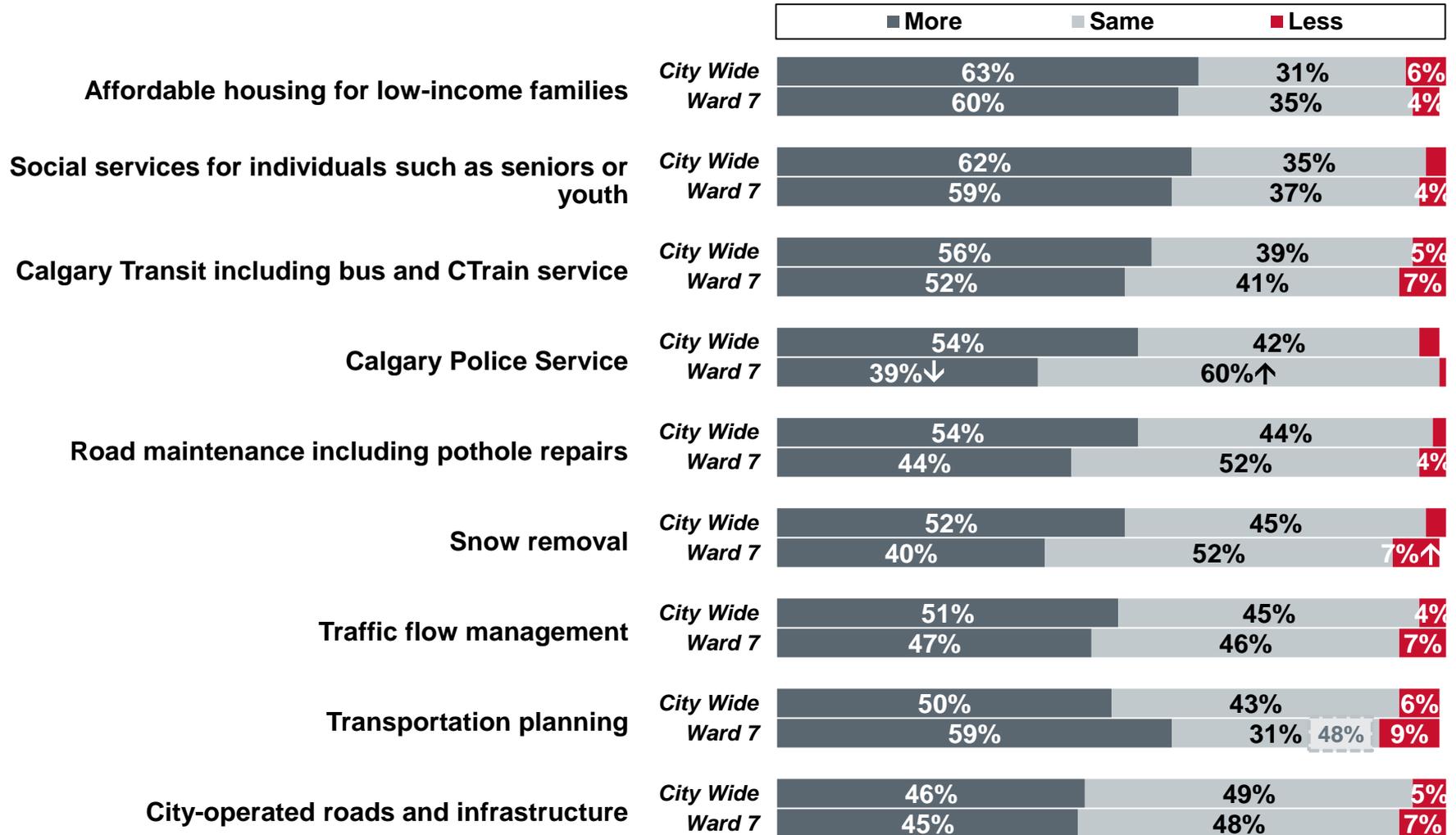
Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.

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

	City Wide	Ward 7
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	White
Residential Garbage Collection	Blue	Blue
Recreation Facilities	Blue	Blue
311 service	Blue	White
Community Services	Blue	Blue
Social Services	Red	Red
Road Maintenance	Red	Red
Snow Removal	Red	Blue
Traffic Flow Management	Red	Red
Affordable Housing	Red	Red
Property Tax Assessment	Red	White
Transportation Planning	Red	Blue
Roads and Infrastructure	Red	Red
Calgary Transit	Red	Blue
City Growth Management	Red	White
Land Use Planning	Red	Red



# Investment in City Programs and Services



Ward 7 2018

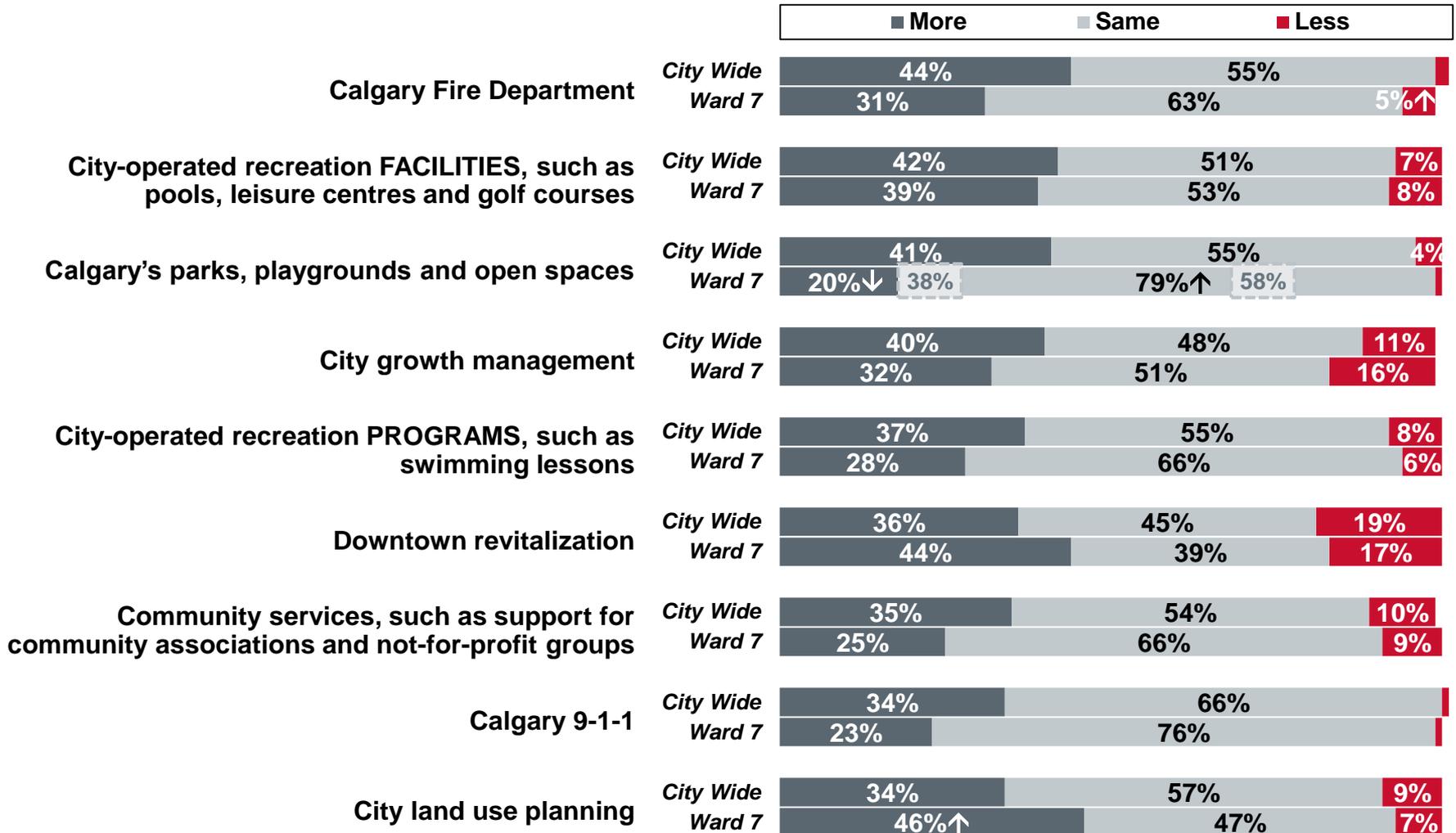
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

Data labels of ≤3% not shown

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



# Investment in City Programs and Services (continued)



Ward 7 2018

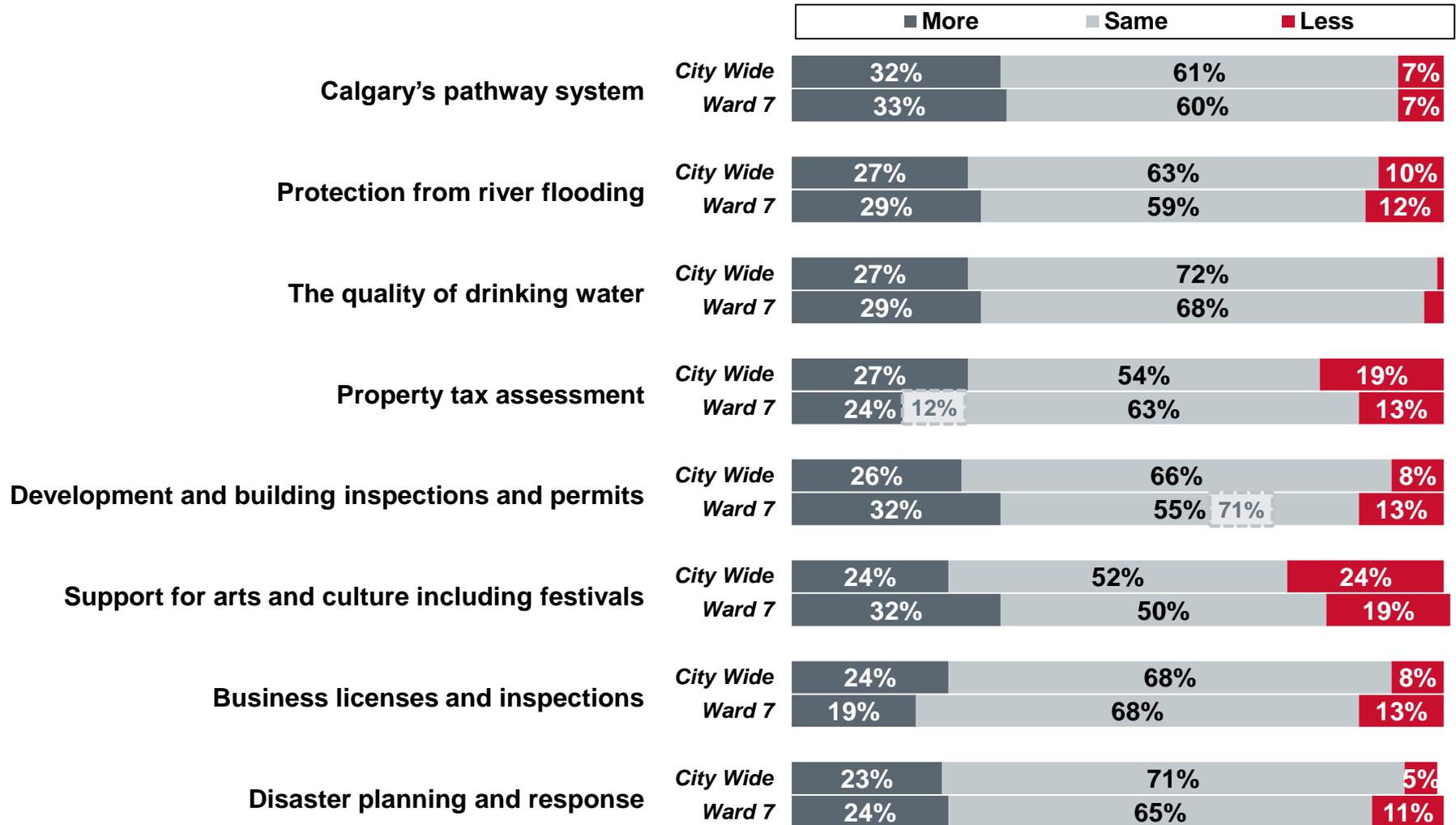
↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

Data labels of ≤3% not shown

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



# Investment in City Programs and Services (continued)



Ward 7 2018

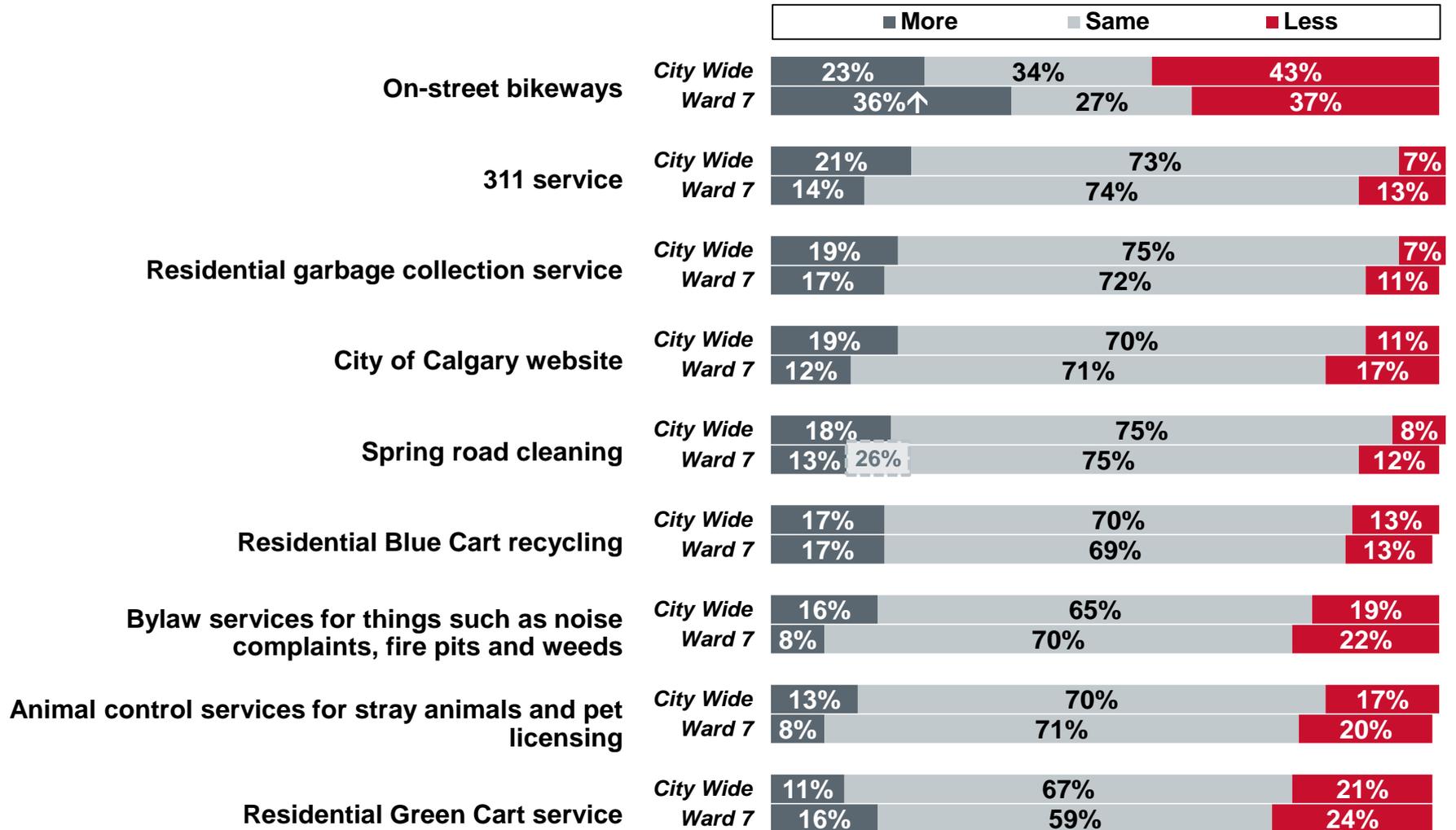
Data labels of ≤3% not shown

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

Base: Valid respondents (Bases vary)



# Investment in City Programs and Services (continued)



Ward 7 2018

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

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

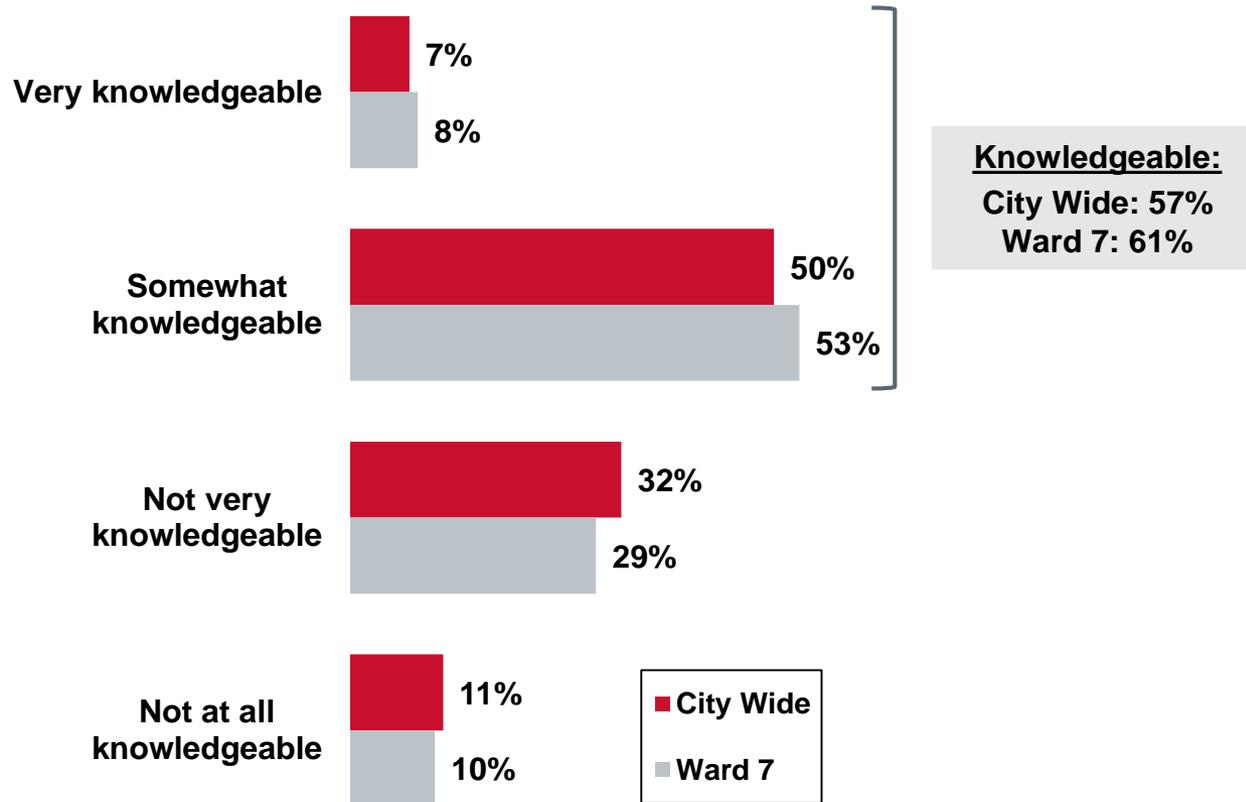


# Taxation





# Knowledge Levels of Tax Dollar Spending

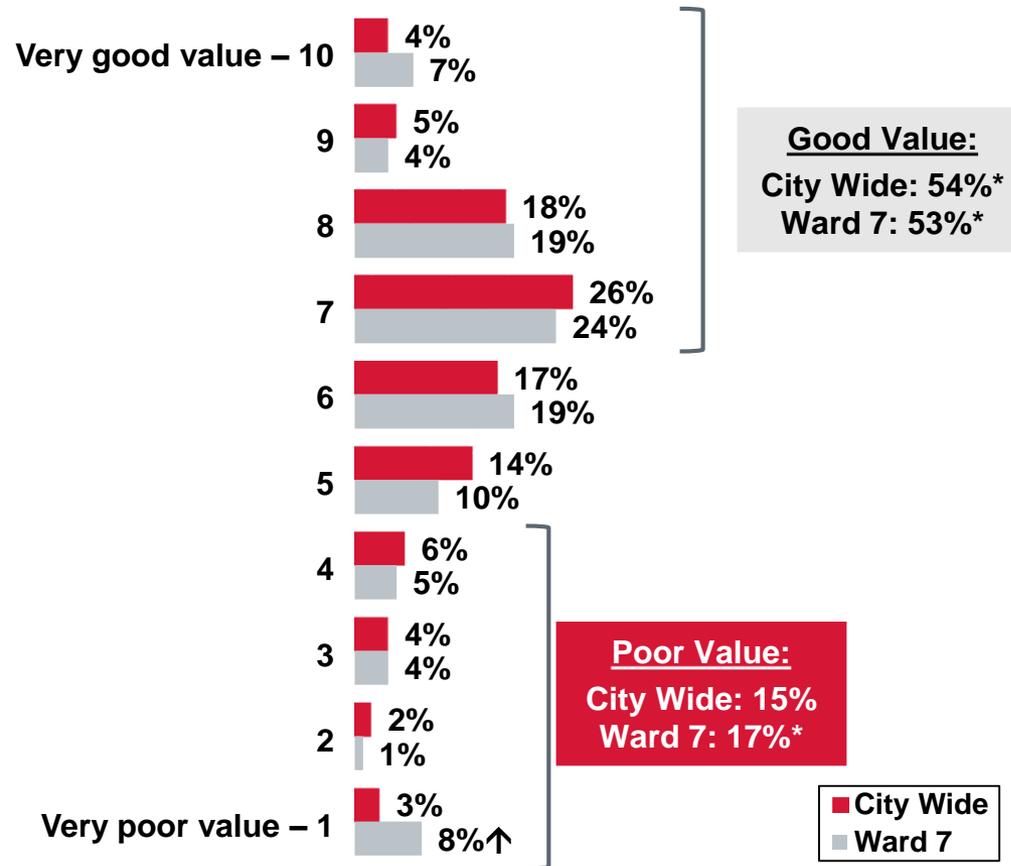


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,490 / Ward 7: n=158)



# Perceived Value of Property Taxes



\*Rounding

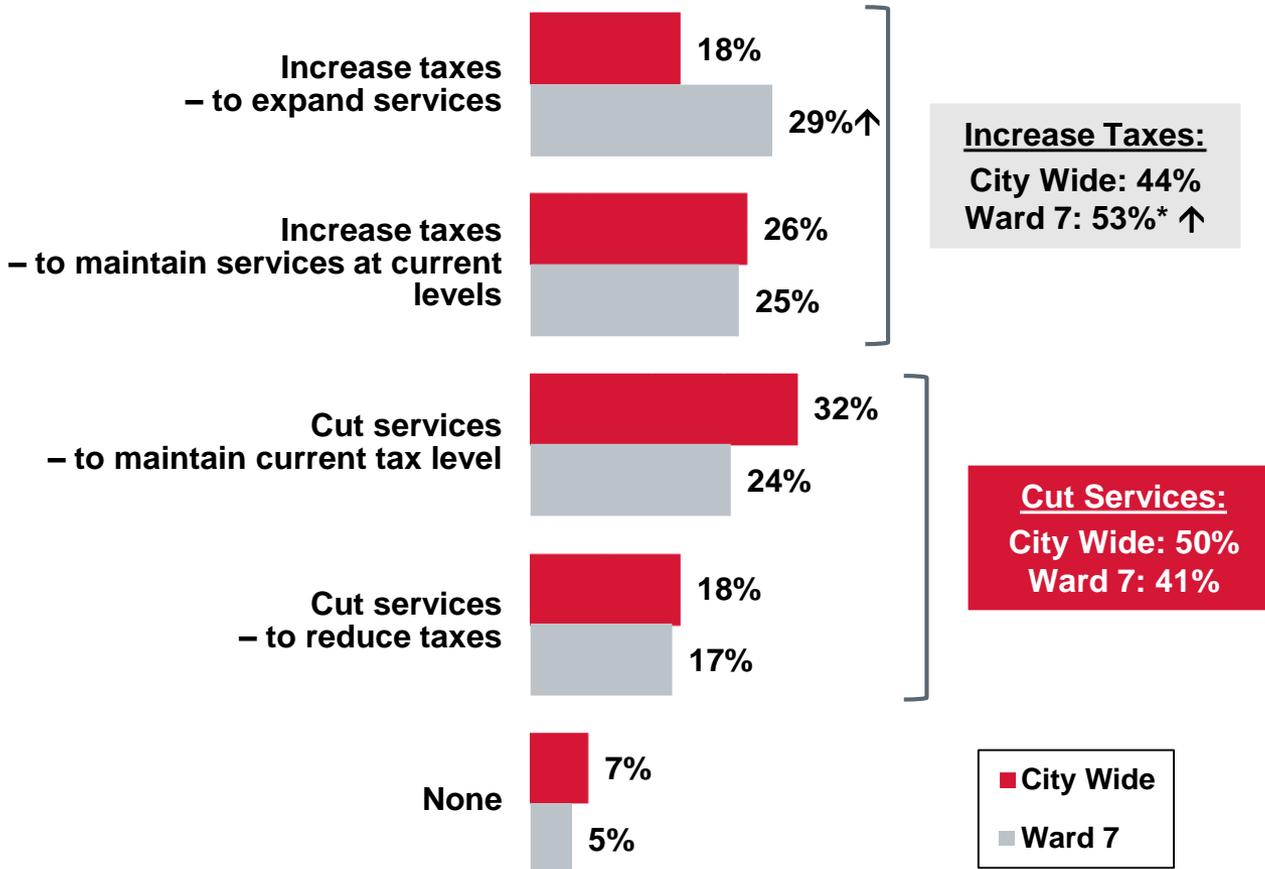
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

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

Base: Valid respondents (City Wide: n=2,450 / Ward 7: n=156)



# Balancing Taxation and Service Delivery Levels



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

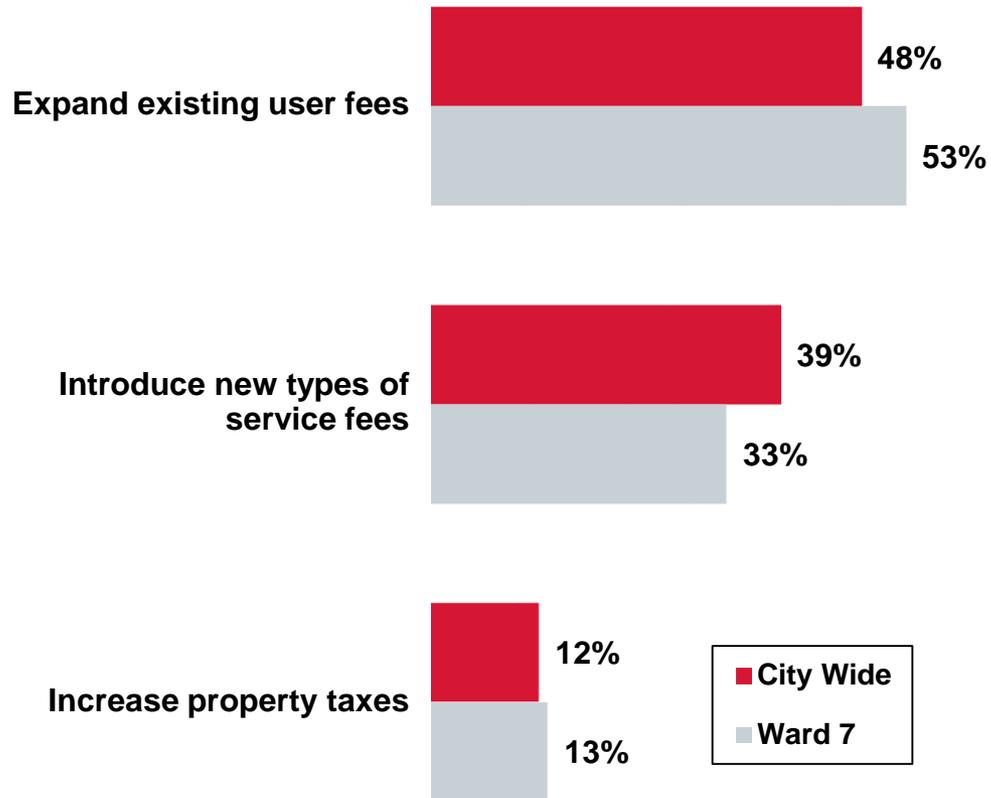
Base: Valid respondents (City Wide: n=2,452 / Ward 7: n=155)

\*Rounding

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



# Options for Increasing City Revenue



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

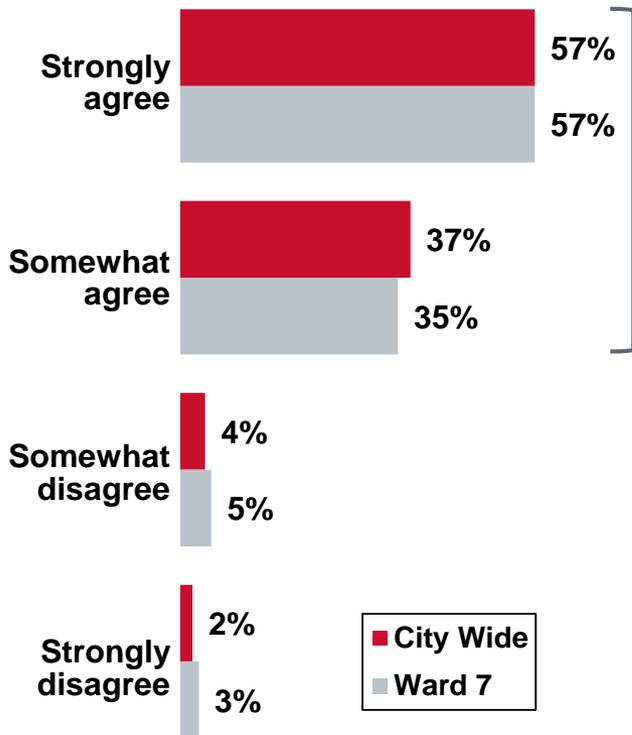
Base: Valid respondents (City Wide: n=2,297 / Ward 7: n=144)



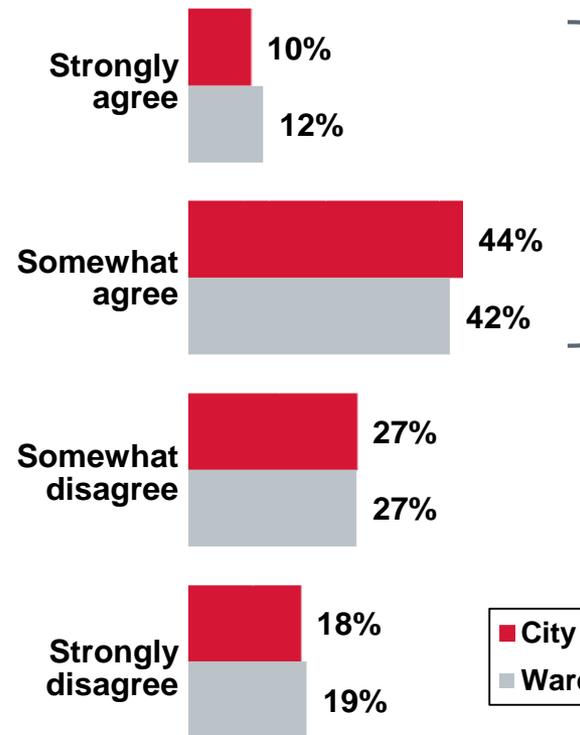
# Property Tax Dollar Investment

*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*



**Agree:**  
City Wide: 94%  
Ward 7: 92%



**Agree:**  
City Wide: 55%\*  
Ward 7: 54%

\*Rounding

Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.  
 Base: Valid respondents (City Wide: n=2,487 / Ward 7: n=158)      Base: Valid respondents (City Wide: n=2,465 / Ward 7: n=154)



# Definition of 'Value for Taxpayer Dollars'

Multiple responses

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

	City Wide	Ward 7
<b>Good Quality of Services [NET]</b>	<b>51%</b>	<b>49%</b>
Good/ quality services	17%	17%
Meets every need	12%	9%
Satisfied/ happy with services	9%	7%
Quick/ prompt/ fast service	8%	5%
Effective/ works well	4%	4%
Complete/ all-inclusive service	3%	1%
<b>Appropriate Spending [NET]</b>	<b>49%</b>	<b>53%</b>
Low cost/ affordable	14%	13%
You get what you pay for	14%	13%
Appropriate spending of taxes	13%	16%
Job is being done efficiently	11%	8%
Good value (unspecified)	4%	8% ↑
Getting reasonable return on investment	3%	3%
<b>Good Customer Service [NET]</b>	<b>12%</b>	<b>15%</b>
Helpful	3%	6% ↑
<b>Accessible/ Convenient Services [NET]</b>	<b>10%</b>	<b>10%</b>
Accessible/ available services	8%	7%
Convenient/ easy to use	3%	4%
<b>Provision of Specific Services [NET]</b>	<b>9%</b>	<b>8%</b>
<b>Transparency [NET]</b>	<b>3%</b>	<b>4%</b>
<b>Value is in what's important to people</b>	<b>3%</b>	<b>4%</b>
<b>Don't Know</b>	<b>6%</b>	<b>4%</b>

*New Question in Fall 2019: When it comes to the services The City of Calgary provides, what does 'value' mean to you? In other words, if you say you're 'getting good value' for a service, what does that mean?* Base: Valid respondents (City Wide: n=2,502 / Ward 7: n=158)

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

NET mentions of <3% are not shown



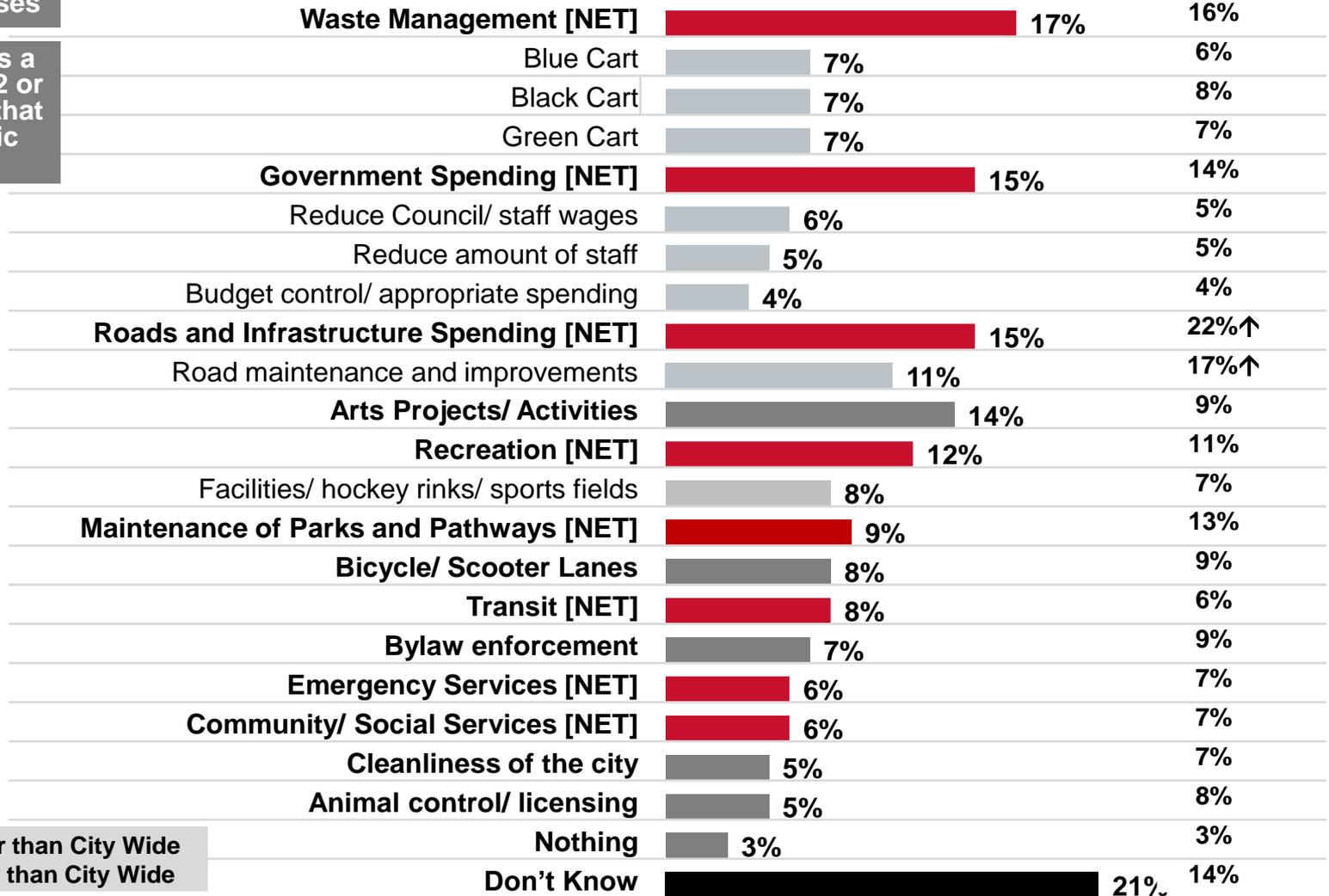
# Proposed Service Reductions

City Wide

Ward 7

Multiple responses

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



↑Statistically higher than City Wide

↓Statistically lower than City Wide

*New Question in Fall 2019: Of all the services you know of that are provided by The City of Calgary, name up to three services that you would propose to have a service reduction in order to save costs. Base: Valid respondents (City Wide: n=2,502 / Ward 7: n=158)*

NET mentions of <5% are not shown



# Proposed Service Increases

Multiple responses

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

	City Wide	Ward 7
<b>Emergency Services [NET]</b>	36%	31%
More police presence	29%	22%
More Fire Department services	18%	16%
More ambulance services	9%	8%
<b>Roads and Infrastructure [NET]</b>	32%	32%
Road maintenance/ improvements	19%	18%
Snow removal	12%	11%
Infrastructure maintenance/ improvements	6%	11%↑
Traffic congestion/ control	4%	5%
<b>Transit [NET]</b>	27%	26%
<b>Community/ Social Services [NET]</b>	17%	17%
<b>Recreation [NET]</b>	12%	10%
<b>Maintenance of Parks and Pathways [NET]</b>	11%	14%
<b>Homelessness/ Poverty/ Affordable Housing [NET]</b>	8%	9%
<b>Education [NET]</b>	8%	10%
<b>Healthcare [NET]</b>	8%	9%
<b>Waste Management [NET]</b>	6%	7%
<b>Nothing</b>	4%	2%
<b>Don't Know</b>	7%	6%

↑Statistically higher than City Wide

↓Statistically lower than City Wide

NET mentions of ≤5% are not shown

*New Question in Fall 2019: Again, considering all the services that you know The City of Calgary provides, name up to three services that you would propose to spend more on to receive an increase in service. Base: Valid respondents (City Wide: n=2,502 / Ward 7: n=158)*

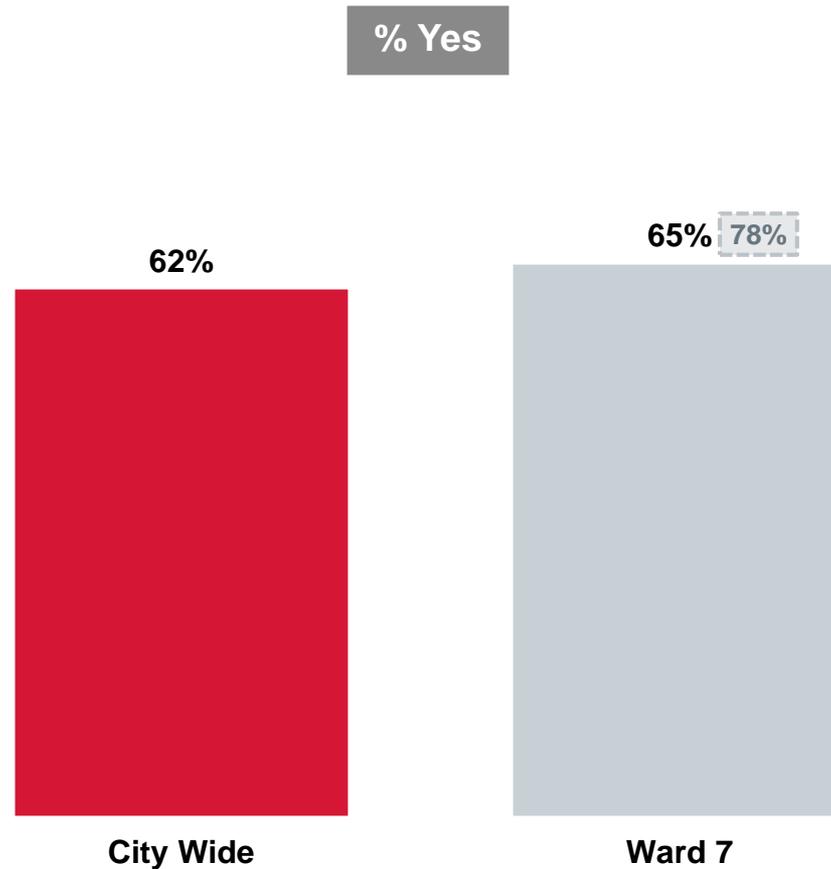


## **Contact with The City and Customer Service**





# Past 12 Months Contact with The City of Calgary



% Yes

62%

65% 78%

City Wide

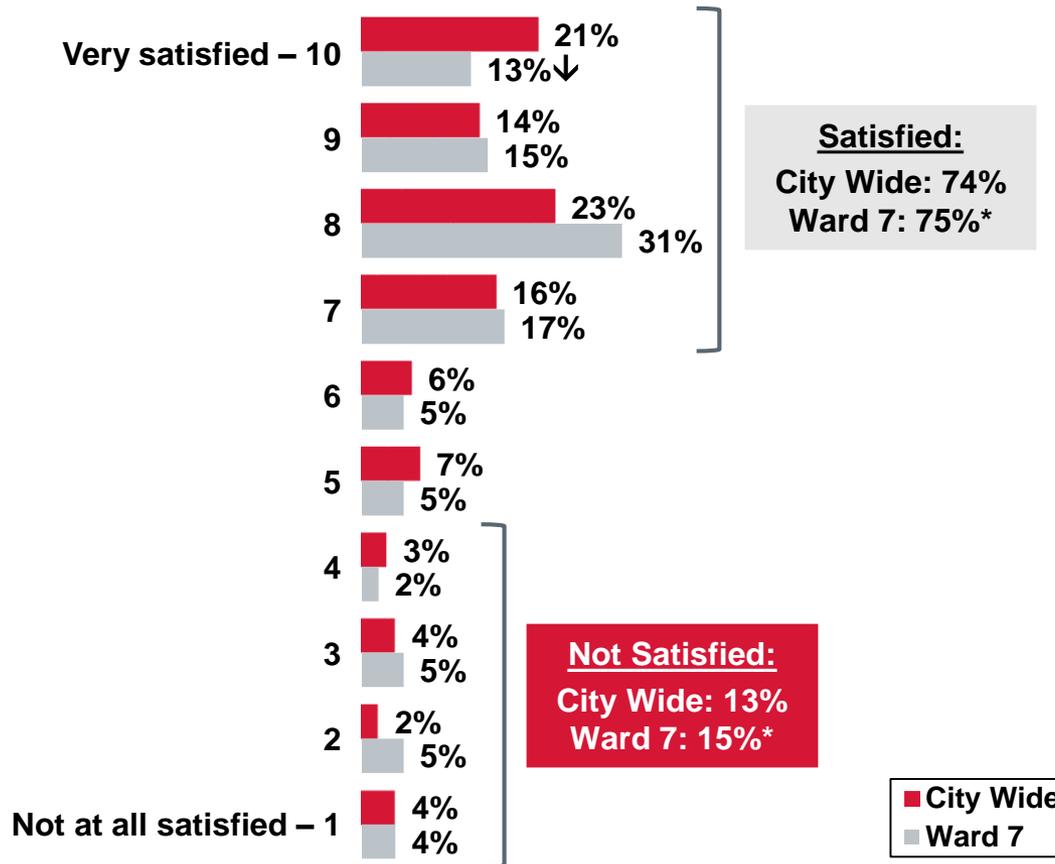
Ward 7

Ward 7 2018

*Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?*  
Base: Valid respondents (City Wide: n=2,483 / Ward 7: n=156)



# Satisfaction with the Overall Level and Quality of Customer Service



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

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,581 / Ward 7: n=104)

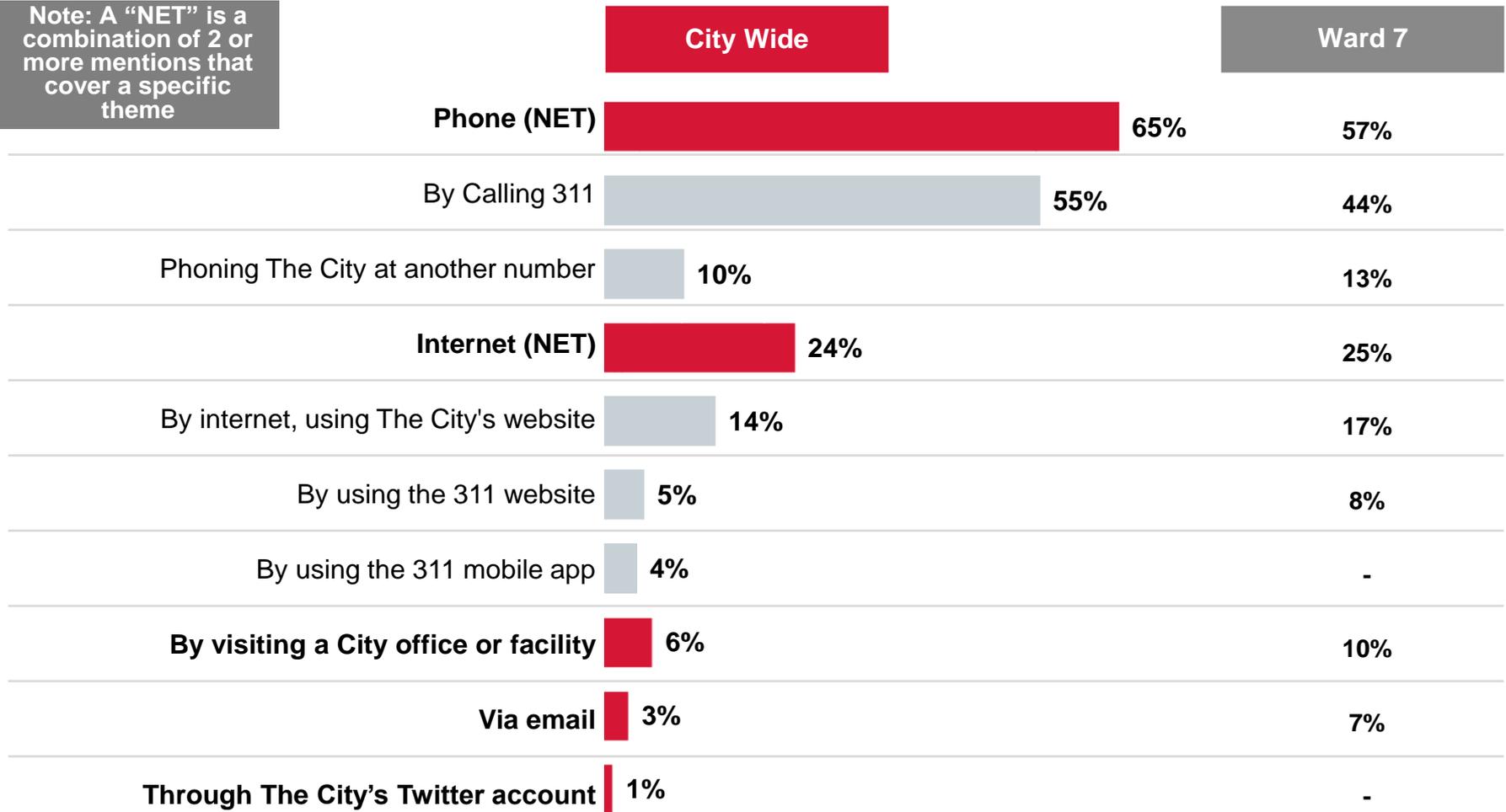
\*Rounding

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



# 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

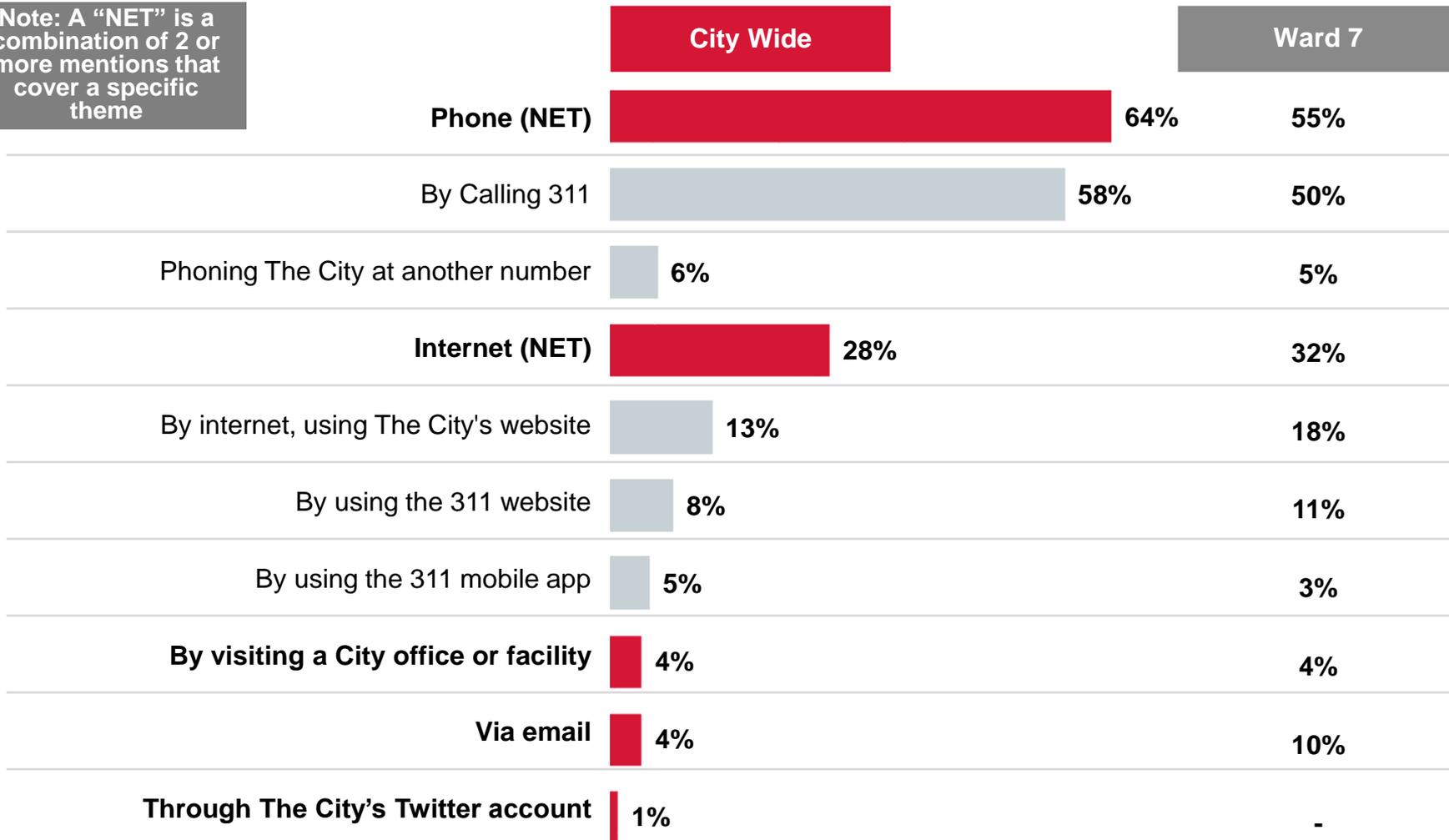
(City Wide: n=1,075 / Ward 7: n=68)

Mentions of <1% are not shown



# Preferred Method of Contact

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

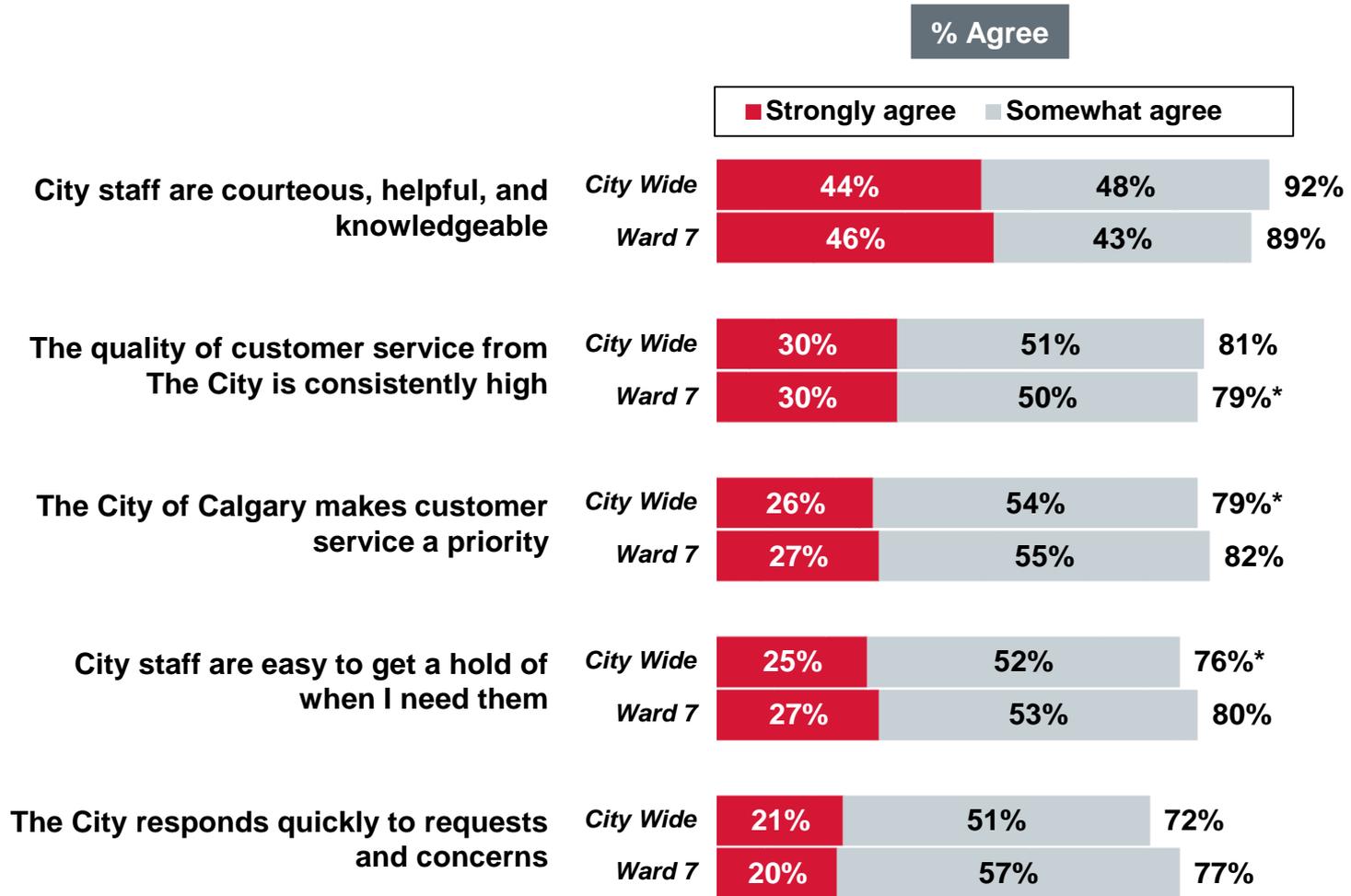


*New Question in Fall 2019: What is your preferred way of contacting The City?*  
 Base: Valid respondents who contacted The City in the last twelve months  
 (City Wide: n=1,076 / Ward 7: n=68)

Mentions of <1% are not shown



# Attitudes Regarding Customer Service



\*Rounding

*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)

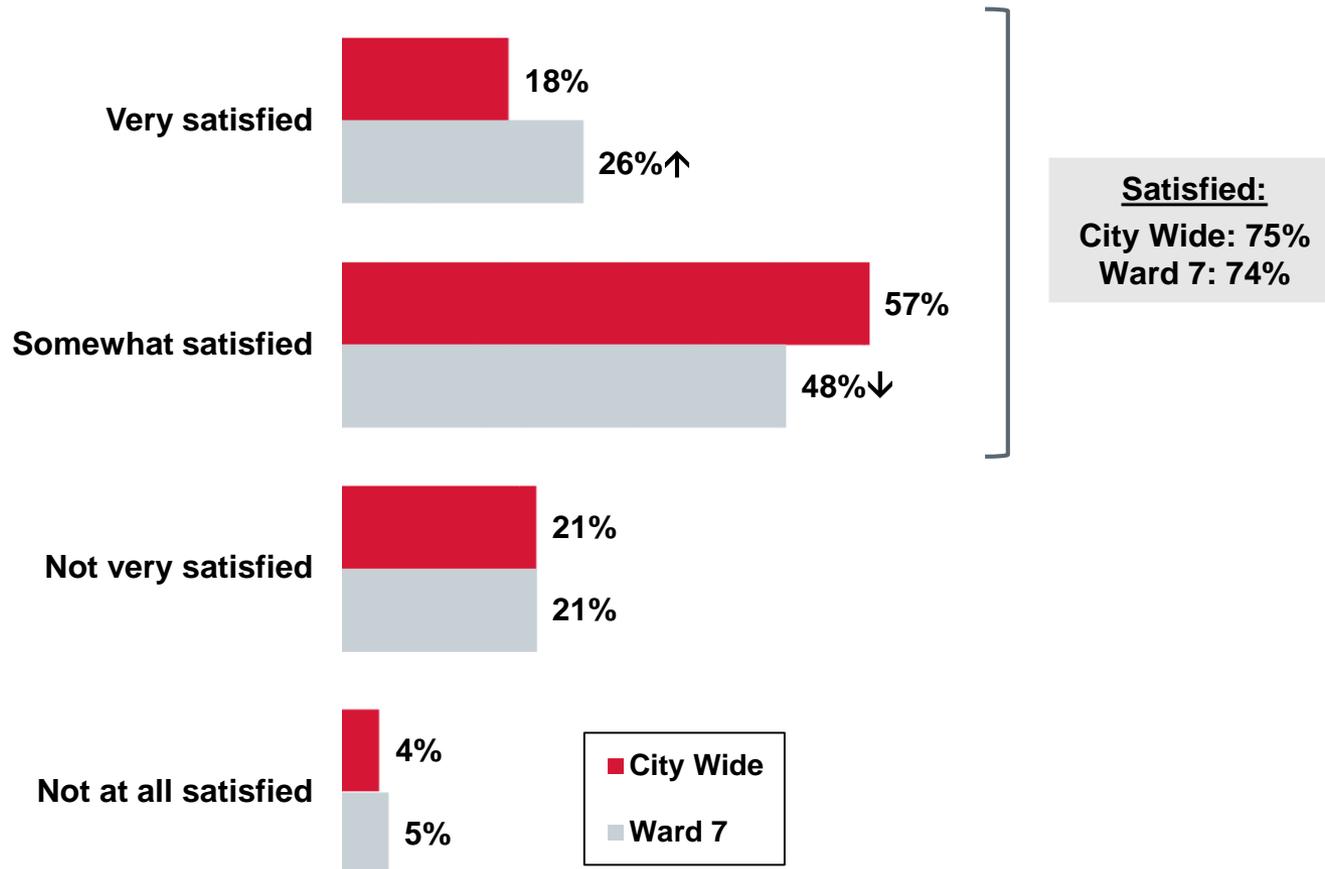


## City Communications





# Satisfaction with the Overall Quality of City Information and Communications

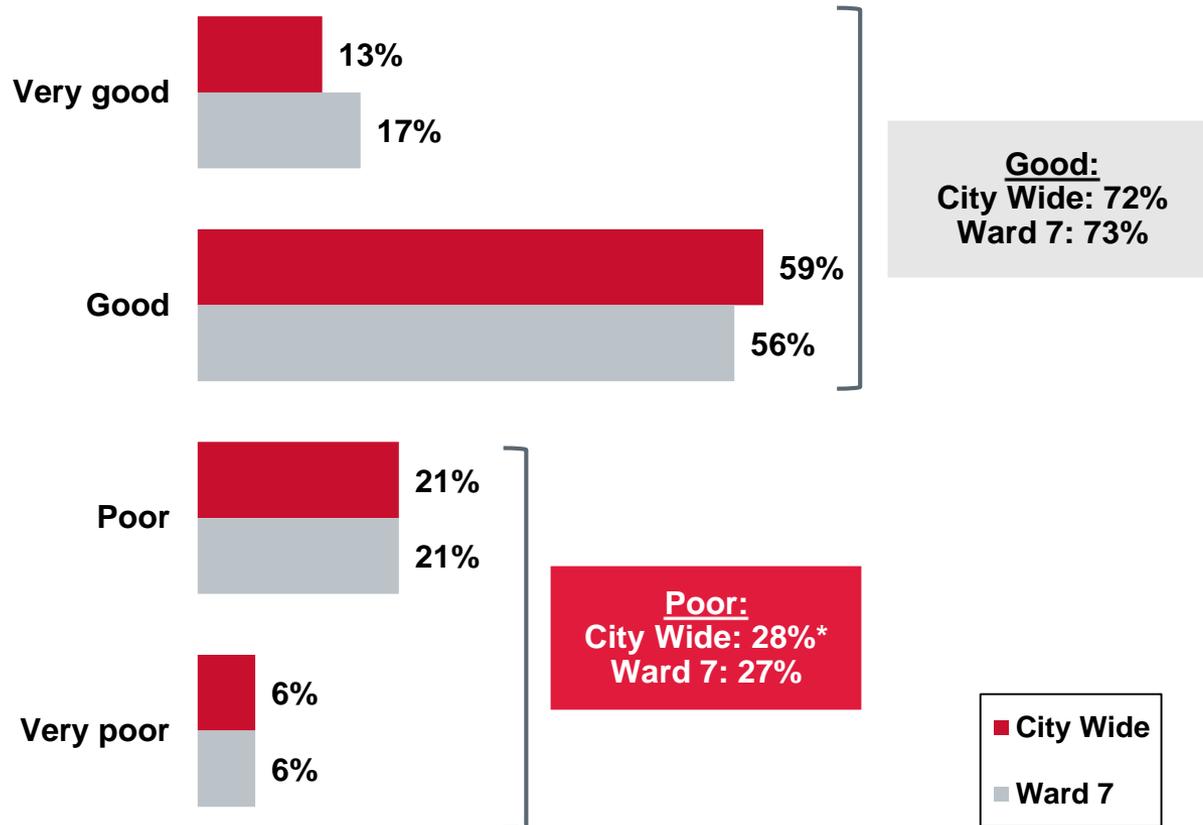


And how satisfied are you with the overall quality of City information and communications?  
 Base: Valid respondents (City Wide: n=2,492 / Ward 7: n=157)

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



# Overall Communications from The City



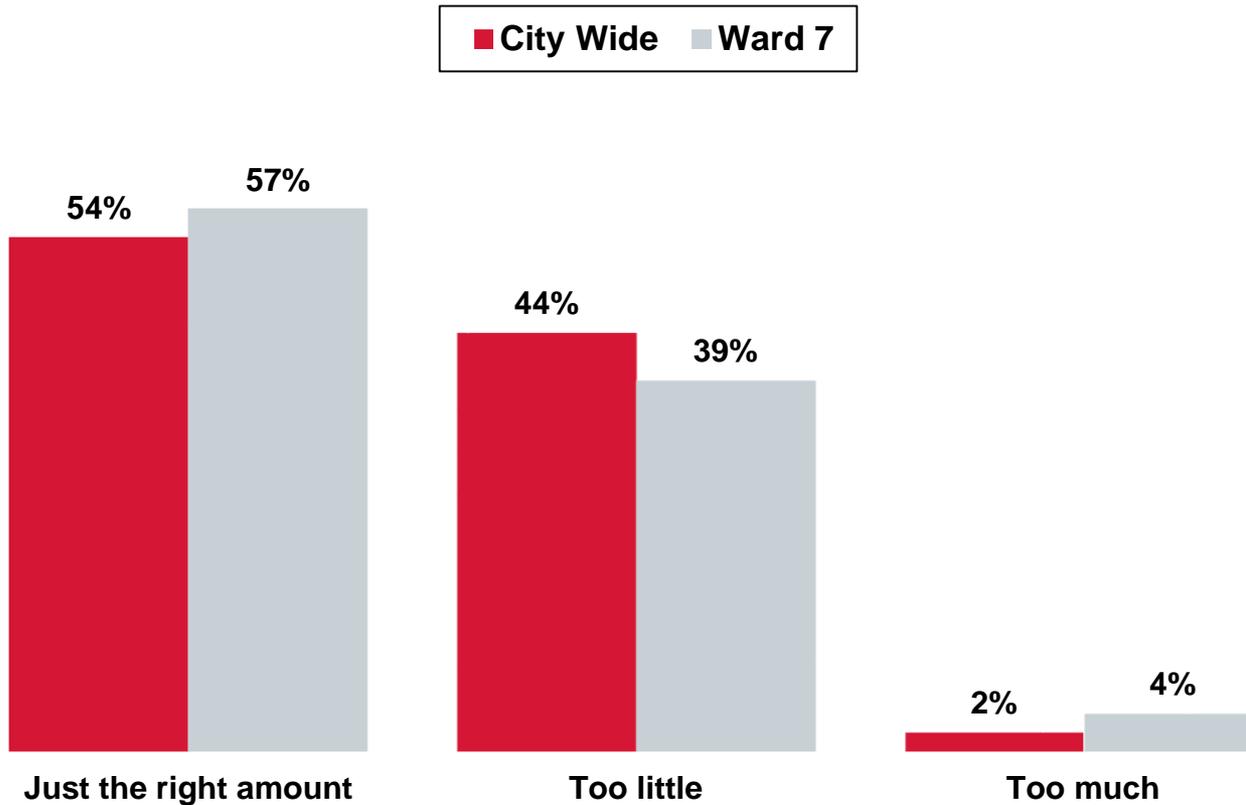
\*Rounding

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

Base: Valid respondents, (City wide: n=2,486 / Ward 7: n=157)



# 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 7: n=154)

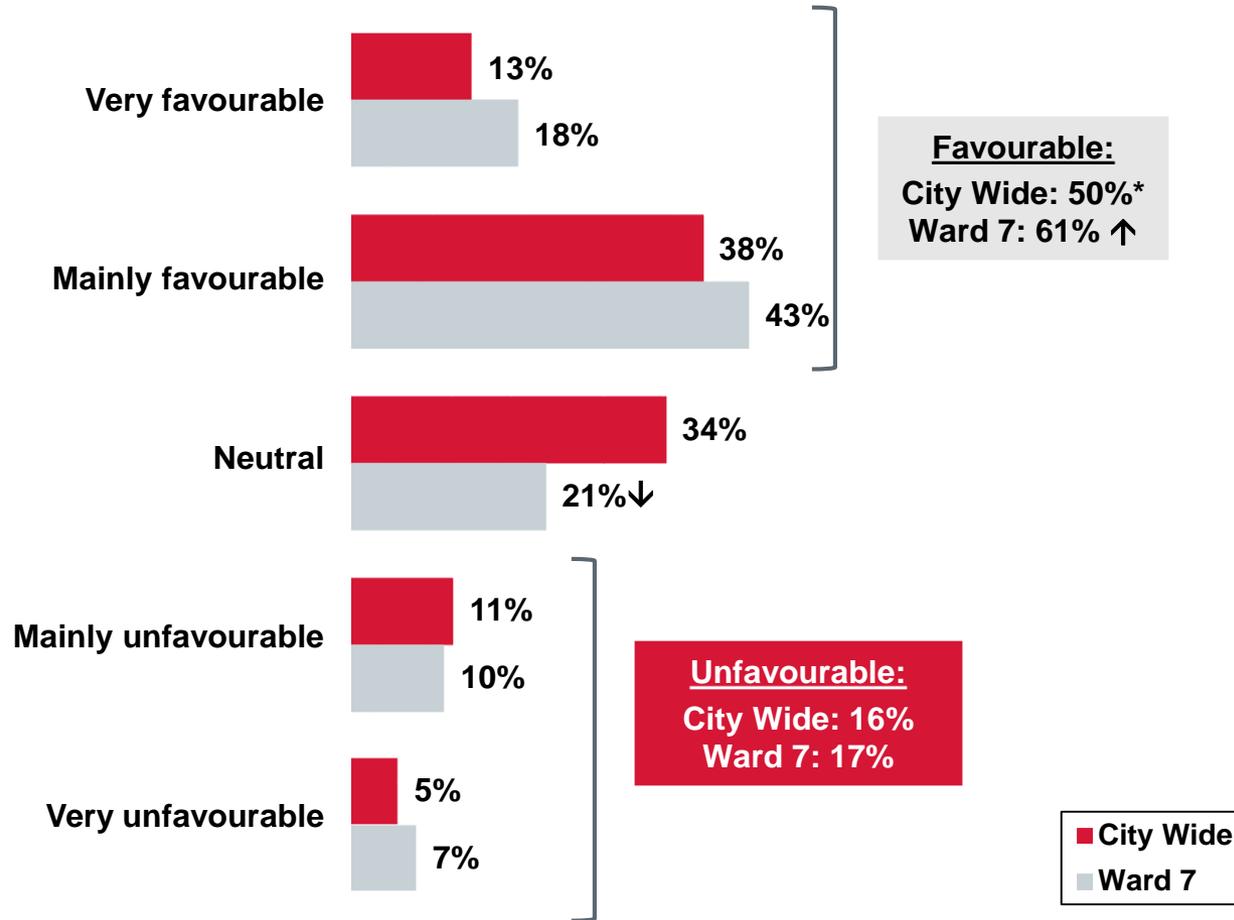


## City Reputation and Performance





# Favourability



\*Rounding

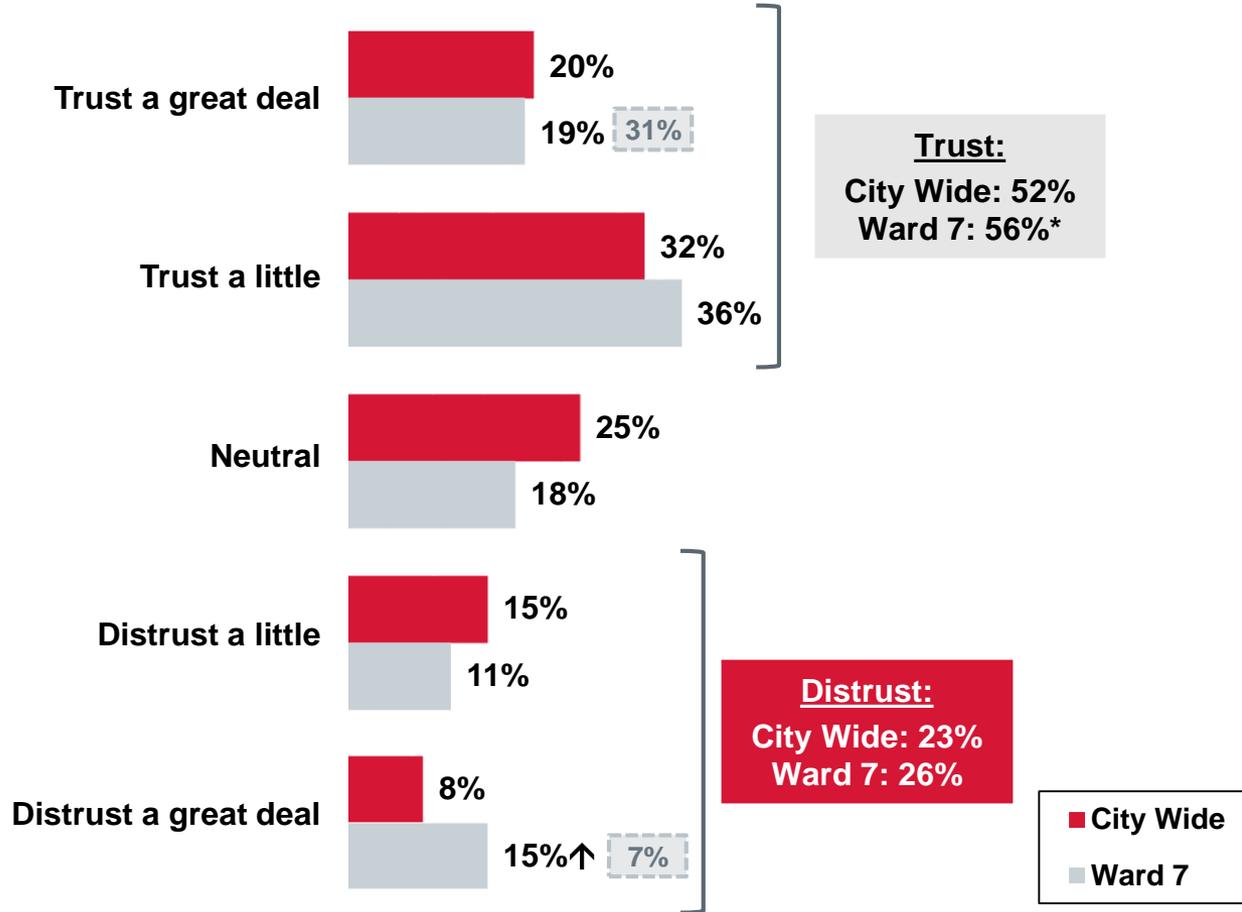
↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

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

Base: Valid respondents (City Wide: n=2,495 / Ward 7: n=158)



# Trust



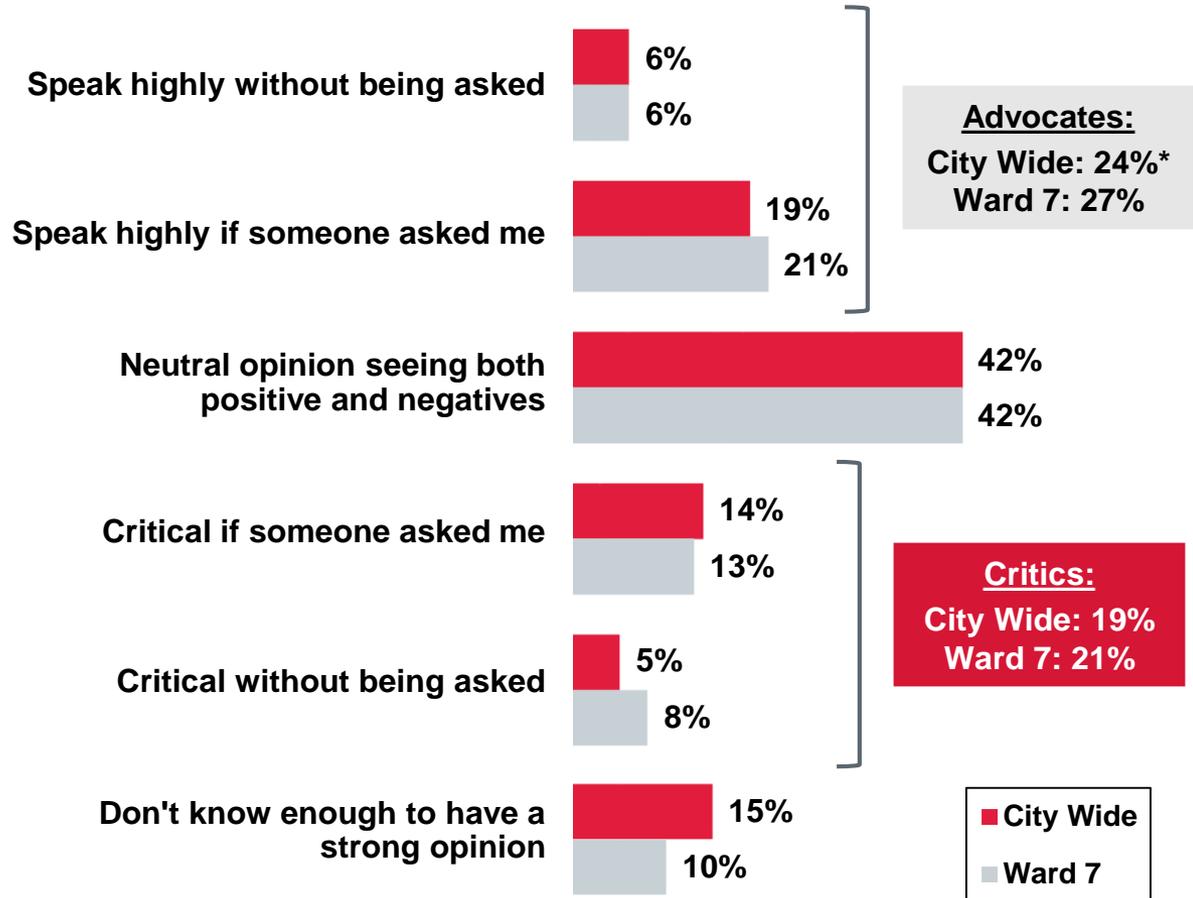
\*Rounding

Ward 7 2018

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

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 7: n=158)



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

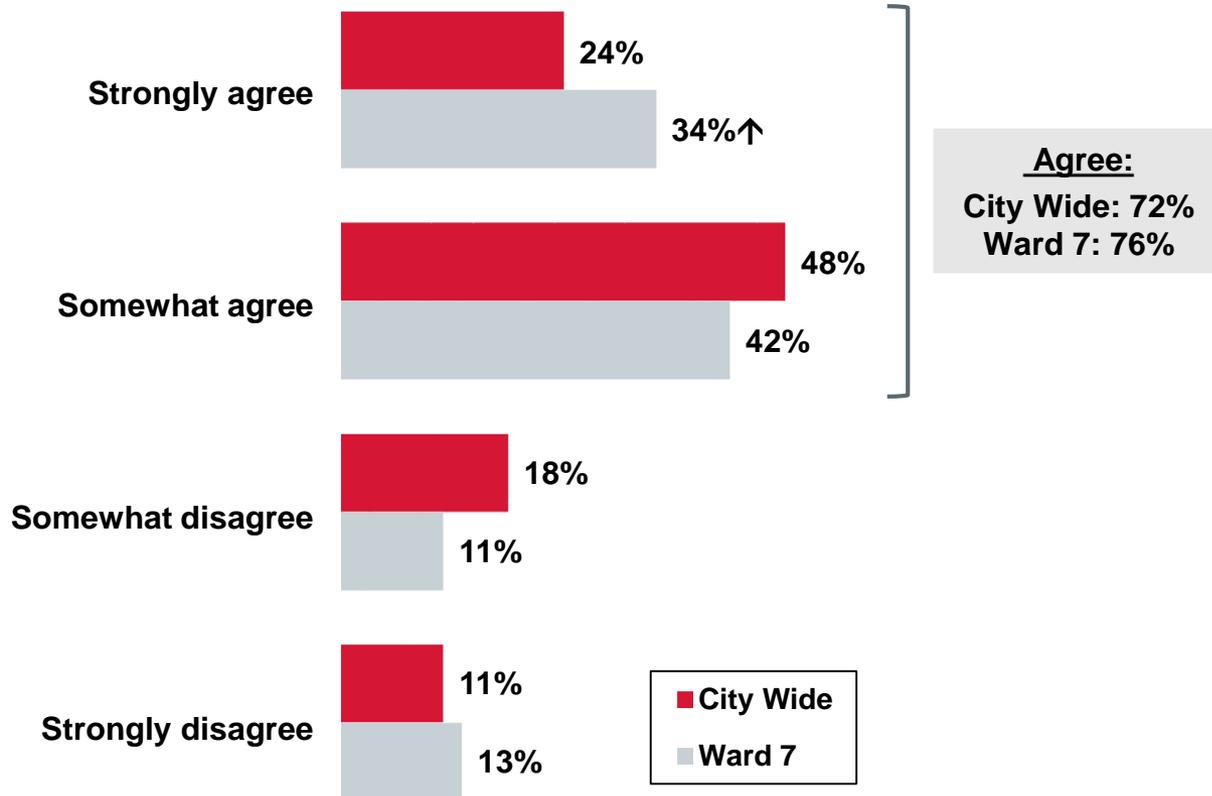
Base: Valid respondents (City Wide: n=2,488 / Ward 7: n=158)

\*Rounding



# Understanding of the Roles of City Council versus City Administration

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



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

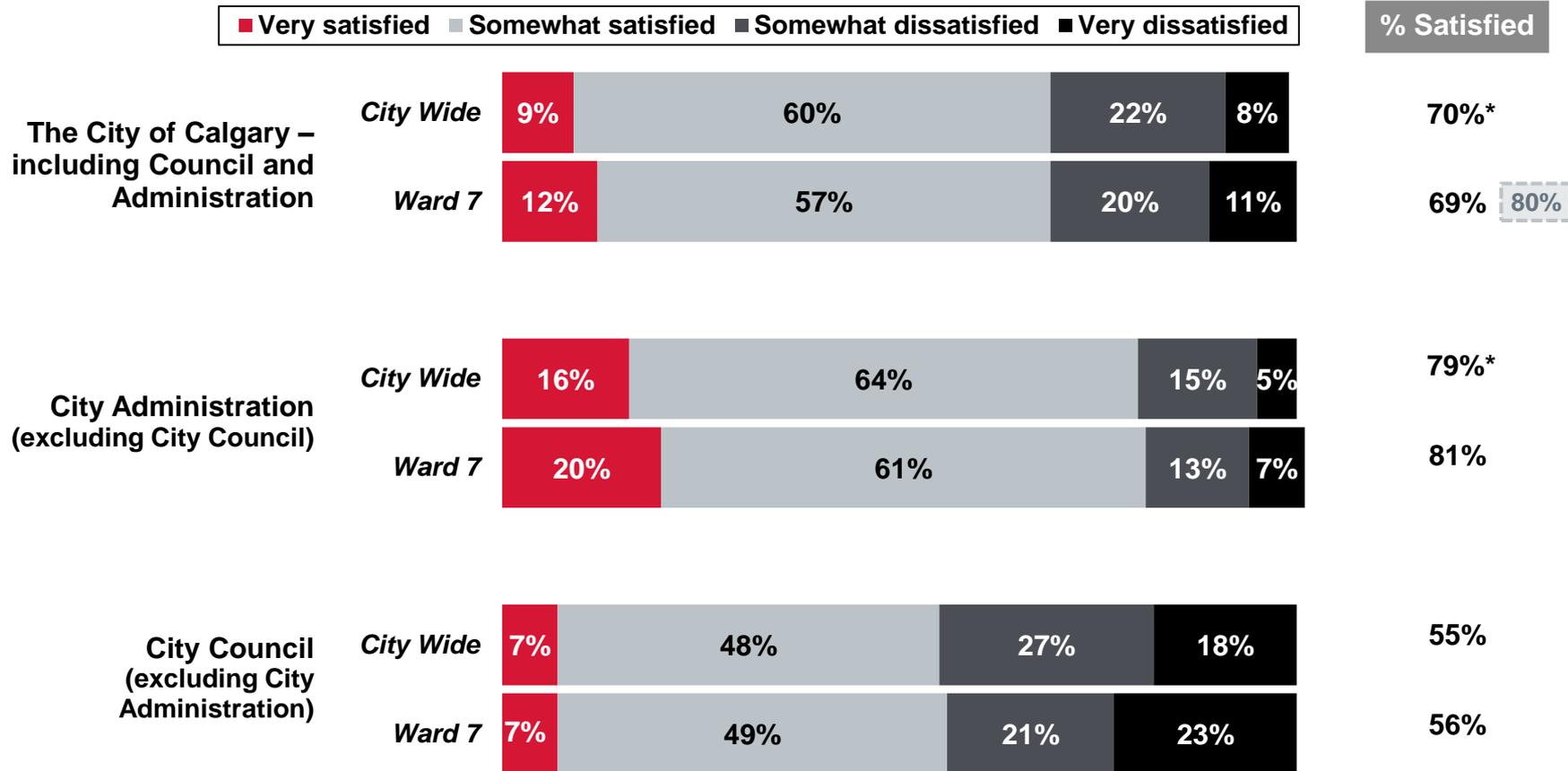
Base: Valid respondents (City Wide: n=2,458 / Ward 7: n=154)

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



# Perceptions About City Performance

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



\*Rounding

Ward 7 2018

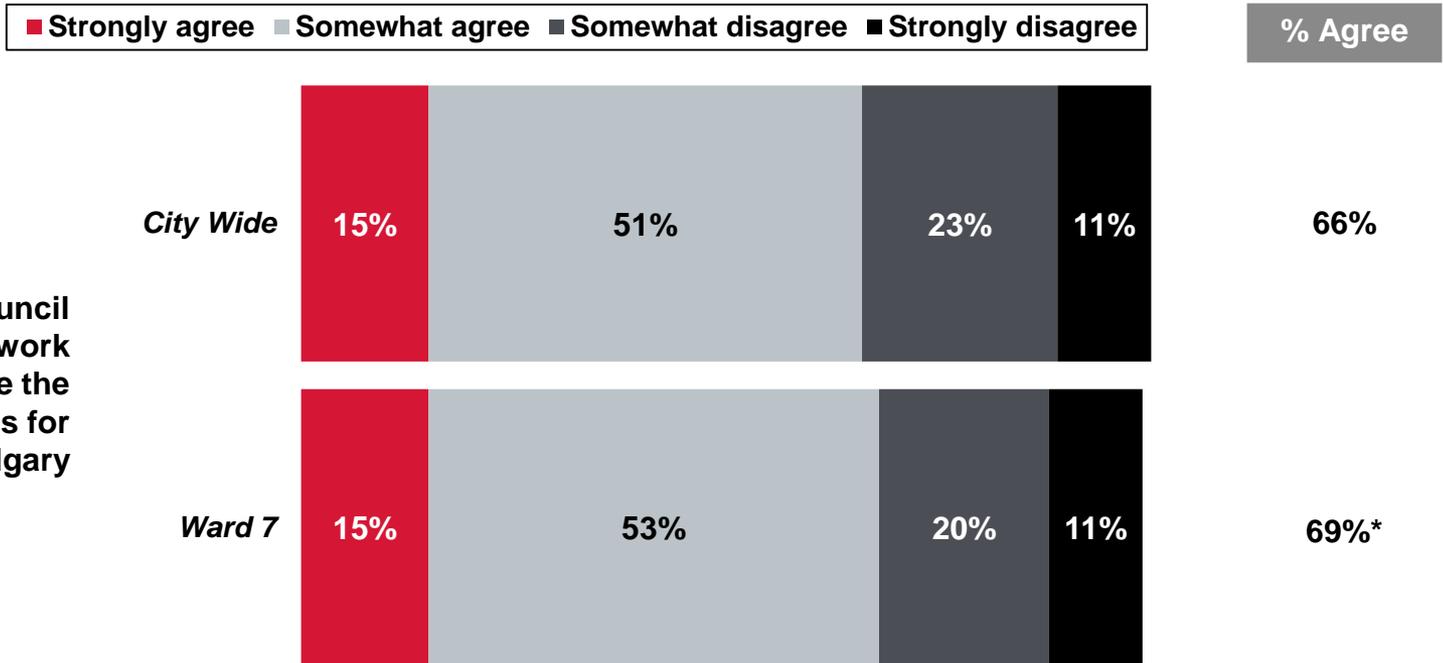
Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

Base: Valid respondents (Bases vary)



# Attitudes Regarding Collaboration

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



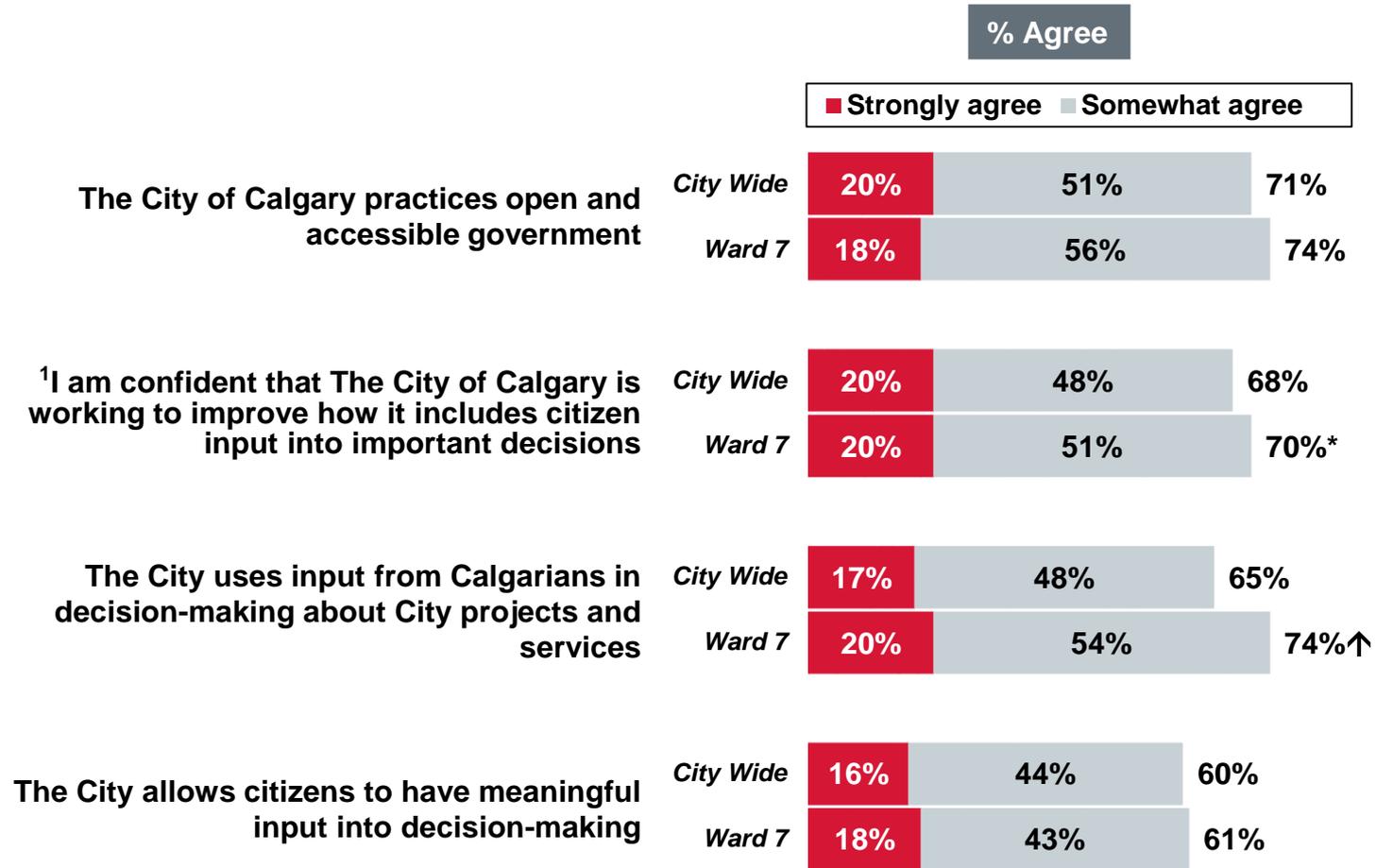
Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (City Wide: n=2,463 / Ward 7: n=152)

\*Rounding



# Perceptions of Transparency and Citizen Input



\*Rounding

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

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

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

Base: Valid respondents (Bases vary)



## **Respondent Profile**





## Age

	City Wide	Ward 7
18 to 24	13%	9%
25 to 34	21%	24%
35 to 44	17%	20%
45 to 54	19%	20%
55 to 64	14%	12%
65 or older	16%	15%
<i>Mean</i>	45	45

## Income

	City Wide	Ward 7
Less than \$30,000	6%	8%
\$30,000 to <\$45,000	9%	9%
\$45,000 to <\$60,000	11%	10%
\$60,000 to <\$75,000	8%	6%
\$75,000 to <\$90,000	8%	6%
\$90,000 to <\$105,000	11%	15%
\$105,000 to <\$120,000	11%	9%
\$120,000 to <\$150,000	13%	8%
\$150,000 or more	23%	31%

## Education

	City Wide	Ward 7
Completed high school or less	16%	8%
Some post secondary or completed a college diploma	35%	21%
Completed university degree or post-grad degree	49%	71%

## Gender

	City Wide	Ward 7
Male	50%	54%
Female	50%	46%
Other	0%	0%

Base: Valid respondents (Bases vary)



# Household Characteristics

## Type of Home

	City Wide	Ward 7
Single-detached house	70%	53%
Apartment or apartment-style condominium	12%	26%
Duplex, triplex or fourplex	8%	12%
Townhouse or rowhouse	8%	4%
Another type of multi-dwelling unit	1%	5%

## Children and Seniors in Household

	City Wide	Ward 7
Yes - Children	34%	29%
Yes - Seniors	18%	19%

## Household Size

	City Wide	Ward 7
1	14%	25%
2	30%	35%
3	19%	19%
4	22%	16%
5 or more	15%	5%
<i>Mean</i>	3.0	2.4

## Responsible for Property Taxes

	City Wide	Ward 7
Yes	84%	88%
No	16%	12%

## Own or Rent

	City Wide	Ward 7
Own	76%	67%
Rent	19%	27%
Other	6%	5%

## Tenure in Calgary

	City Wide	Ward 7
Less than 5 years	6%	3%
5 to less than 10 years	9%	8%
10 to less than 15 years	10%	6%
15 to less than 20 years	11%	11%
20 to less than 30 years	23%	23%
30 to less than 40 years	16%	19%
40 or more	25%	28%
<i>Mean</i>	28	30

Base: Valid respondents (Bases vary)



# Respondent Characteristics

## Born in Canada

	City Wide	Ward 7
Yes	74%	79%
No	26%	21%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=600)	Ward 7 (n=33)
Less than 12	29%	50%
12 to 17	15%	5%
18 or older	56%	39%
No response	1%	6%

## Ethnic Background

	City Wide	Ward 7
Caucasian/ White	26%	35%
British	18%	16%
Canadian/ French Canadian	17%	18%
Northern or Western European	12%	14%
East or Southeast Asian	9%	12%
Southern or Eastern European	7%	5%
South Asian	7%	1%
Central/ South American or Caribbean	3%	5%
West Asian or Middle Eastern	3%	2%
African	3%	1%
Aboriginal/ First Nations/ Metis	2%	2%

## Disability

	City Wide	Ward 7
Yes	17%	16%
No	83%	84%

## Visible Minority

	City Wide	Ward 7
Yes	24%	15%
No	76%	85%

Base: Valid respondents (Bases vary)

## Contact

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