

# 2018 Quality of Life and Citizen Satisfaction Survey

## Ward 10 Report



### Prepared for The City of Calgary by:

#### Contact:

Jamie Duncan  
Vice President  
Ipsos  
587.952.4863  
[jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

Sheela Das  
Director  
Ipsos  
587.952.4874  
[sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

03

Methodology

04

Summary of Key Findings

11

Quality of Life

19

Issue Agenda

21

City Programs and Services

38

Taxation

44

Contact with The City and  
Customer Service

50

City Communications

53

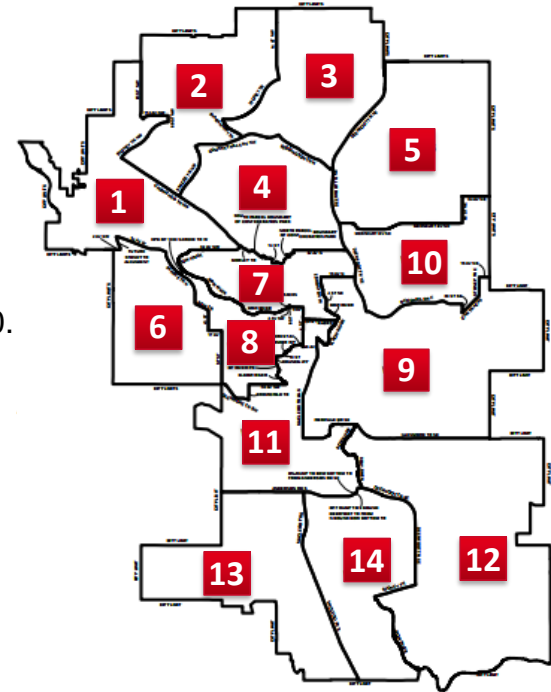
City Reputation and Performance

63

Respondent Profile

## Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 15<sup>th</sup> and September 12<sup>th</sup>, 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  $\pm 2.0$  percentage points, 19 times out of 20.
  - A total of 185 interviews were conducted with residents of Ward 10 (MOE  $\pm 7.2$ ).
- ❖ Research note on significant differences.
  - Throughout, City Wide results are compared to results from Ward 10.
    - $\uparrow$  indicates a number is significantly higher than City Wide.
    - $\downarrow$  indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2018 results for Ward 10 are compared to those from 2017.
  - Only significant differences are shown.





## Summary of Key Findings





## Key Findings: Quality of Life

**Ward 10 residents rate quality of life similar to that of City Wide, but they are less likely to have pride and to feel safe in their own neighbourhood.**

- ❖ Eight-in-ten (82%) Ward 10 residents say the quality of life in Calgary today is ‘good,’ statistically consistent with 86% City Wide.
- ❖ One-half (49%) of Ward 10 residents say the quality of life in Calgary has stayed the same over the past three years (identical to 49% City Wide), while 25% say it has improved (on par with 22% City Wide), and 26% say it has worsened (on par with 29% City Wide).
- ❖ Ward 10 residents stand out as proud Calgarians, but are not proud to live in their own community.
  - Half (52%) of Ward 10 residents *completely* agree they are proud to be a Calgarian (9 points higher than 43% City Wide) and three-in-ten (31%) *completely* agree that Calgary is a great place to make a life (8 points higher than 23% City Wide). They are also more likely to *completely* agree Calgary is moving in the right direction to ensure a high quality of life for future generations (20% vs. 11% City Wide).
  - Nearly three-quarters (73%) of Ward 10 residents agree they are proud to live in their neighbourhood, which is 13 percentage points lower than 86% City Wide.
- ❖ Perceived safety is markedly lower than City Wide.
  - Roughly two-thirds (64%) of Ward 10 residents say they would feel safe walking alone in their neighbourhood after dark – a significant 18 percentage points lower than City Wide (82%).

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

## The Ward 10 issue agenda is very similar to City Wide.

- ❖ The top issues in Ward 10 are "*infrastructure, traffic and roads*" (42%, on par with 40% City Wide), "*crime, safety and policing*" (16%, on par with 14% City Wide) and "*transit*" (12%, on par with 16% City Wide).
- ❖ Ward 10 residents are more likely than City Wide to mention "*snow removal*" (14% vs. 8% City Wide).
- ❖ Mentions of "*infrastructure, traffic and roads*" have increased by 14 points from 2017 (42% vs. 28% in 2017).

## Overall satisfaction with the level and quality of City services is the same as City Wide results.

- ❖ Nearly eight-in-ten (77%) Ward 10 residents say they are satisfied with the overall level and quality of services and programs provided by The City – identical to 77% City Wide.

# Key Findings: City Programs and Services

**Ward 10 residents stand out from City Wide residents in terms of importance, satisfaction and desired investment in many services.**

- ❖ Ward 10 residents are more likely to rate several services as *very important*, especially:
  - Business licenses and inspections: 58% rate as *very important* (12 points higher than 46% City Wide).
  - Spring road cleaning: 67% rate as *very important* (10 points higher than 57% City Wide).
  - City operated recreation PROGRAMS such as swimming lessons: 62% rate as *very important* (11 points higher than 51% City Wide).
  - Community services such as support for community associations and not for profit groups: 55% rate as *very important* (11 points higher than 44% City Wide).
- ❖ Ward 10 residents are more satisfied than City Wide with three services, all related to transportation.
  - Transportation planning: 88% are satisfied (9 points higher than 79% City Wide).
  - Traffic flow management: 77% are satisfied (9 points higher than 68% City Wide).
  - Calgary Transit including bus and CTrain service: 89% are satisfied (8 points higher than 81% City Wide).
- ❖ And satisfaction has increased in Ward 10 with three services compared to 2017.
  - Affordable housing for low-income families: 77% are satisfied (13 points higher than 64% in 2017).
  - Animal control services for stray animals and pet licensing: 92% are satisfied (13 points higher than 79% in 2017).
  - Support for arts and culture including festivals: 88% are satisfied (9 points higher than 79% in 2017).

## Key Findings: City Programs and Services (continued)

- ❖ Ward 10 residents are more likely than City Wide to want to see *more* investment in many services, but especially the following:
  - The quality of drinking water: 49% want *more* investment (16 points higher than 33% City Wide).
  - Snow removal: 77% want *more* investment (13 points higher than 64% City Wide).
  - 9-1-1: 51% want *more* investment (11 points higher than 40% City Wide).
  - Disaster planning and response: 45% want *more* investment (11 points higher than 34% City Wide).
  - Community services such as support for community associations and not for profit groups: 41% want *more* investment (11 points higher than 30% City Wide).



# Key Findings: Taxation and Customer Service

## Ward 10 residents' views on taxation are consistent with City Wide.

- ❖ A slight majority (54%) of Ward 10 residents give The City a 'good value' rating for the value of their property tax dollars (on par with 59% City Wide).
- ❖ Just less than one-half (46%) of Ward 10 residents support tax increases to maintain or expand services (on par with 52% City Wide), while 50% support cutting services to maintain or reduce taxes (on par with 43% City Wide).
- ❖ More Ward 10 residents than in 2017 agree The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services (67% agree, up 13 points from 54% in 2017).

## City contact and customer service metrics are generally consistent with City Wide results, although Ward 10 residents are more likely to make contact by phone.

- ❖ Ward 10 residents are aligned with City Wide results for contacting The City in the past 12 months (61%, on par with 65% City Wide) and for satisfaction with the overall level of quality and customer service (78%, identical to 78% City Wide).
- ❖ Ward 10 residents who made contact are more likely than City Wide to have done so by phone (79%, 17 points higher than 62% City Wide), especially by calling 311 (71%, 18 points higher than 53% City Wide).
- ❖ Ward 10 residents are more likely than in 2017 to agree that City staff are courteous, helpful and knowledgeable (95%, up 8 points from 87% in 2017).

# Key Findings: Communications, City Reputation and Performance

**Overall perceptions of City information and communications are consistent with City Wide results.**

- ❖ Satisfaction with the overall quality of City information and communications is comparable to City Wide (84%, on par with 80% City Wide).

**Measures of The City's reputation are on par with City Wide results.**

- ❖ Ward 10 results are on par with City Wide results for favourability (65% vs. 68% City Wide), trust (60% vs. 60% City Wide) and being advocates (27% vs. 34% City Wide).

**Assessments of the performance of Council and Administration are consistent with City Wide results.**

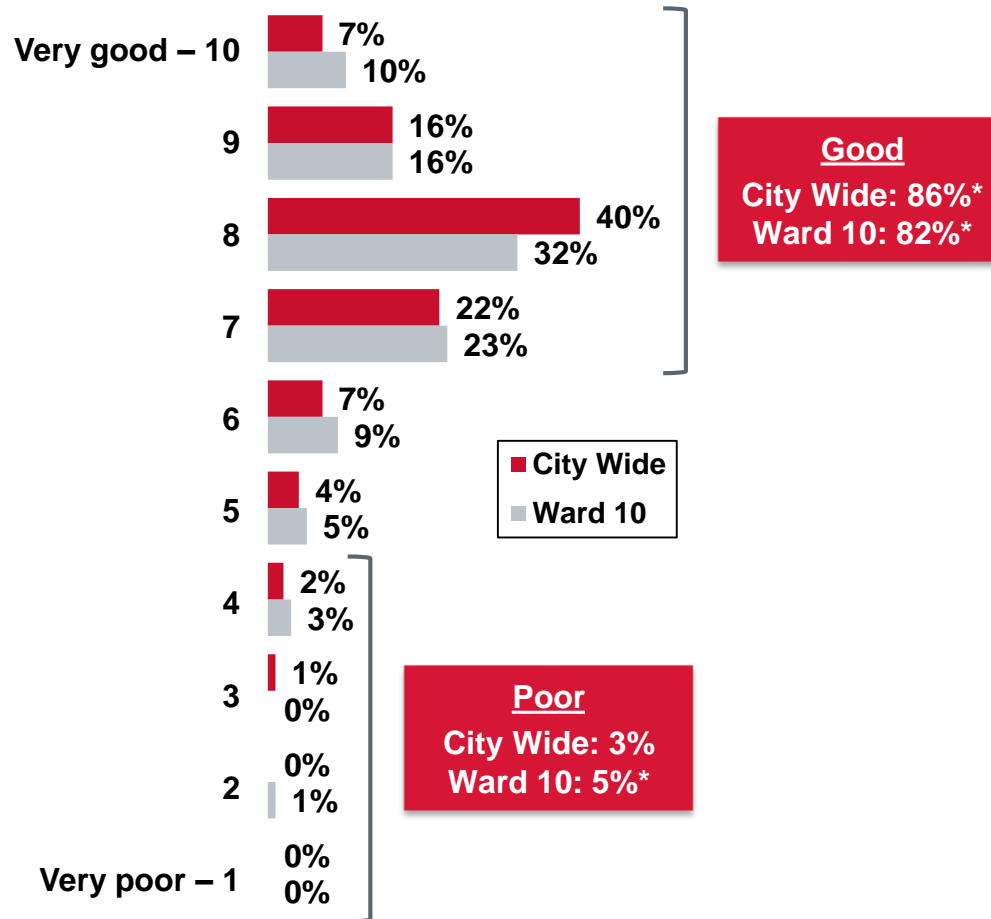
- ❖ Eight-in-ten (79%) Ward 10 residents are satisfied with the way The City of Calgary – including Council and Administration (identical to 79% City Wide) are running their City.
- ❖ Compared to 2017, more Ward 10 residents agree The City uses input from Calgarians in decision-making about City projects and services (74%, up 19 points from 55% in 2017).



## Quality of Life



# Overall Quality of Life in Calgary



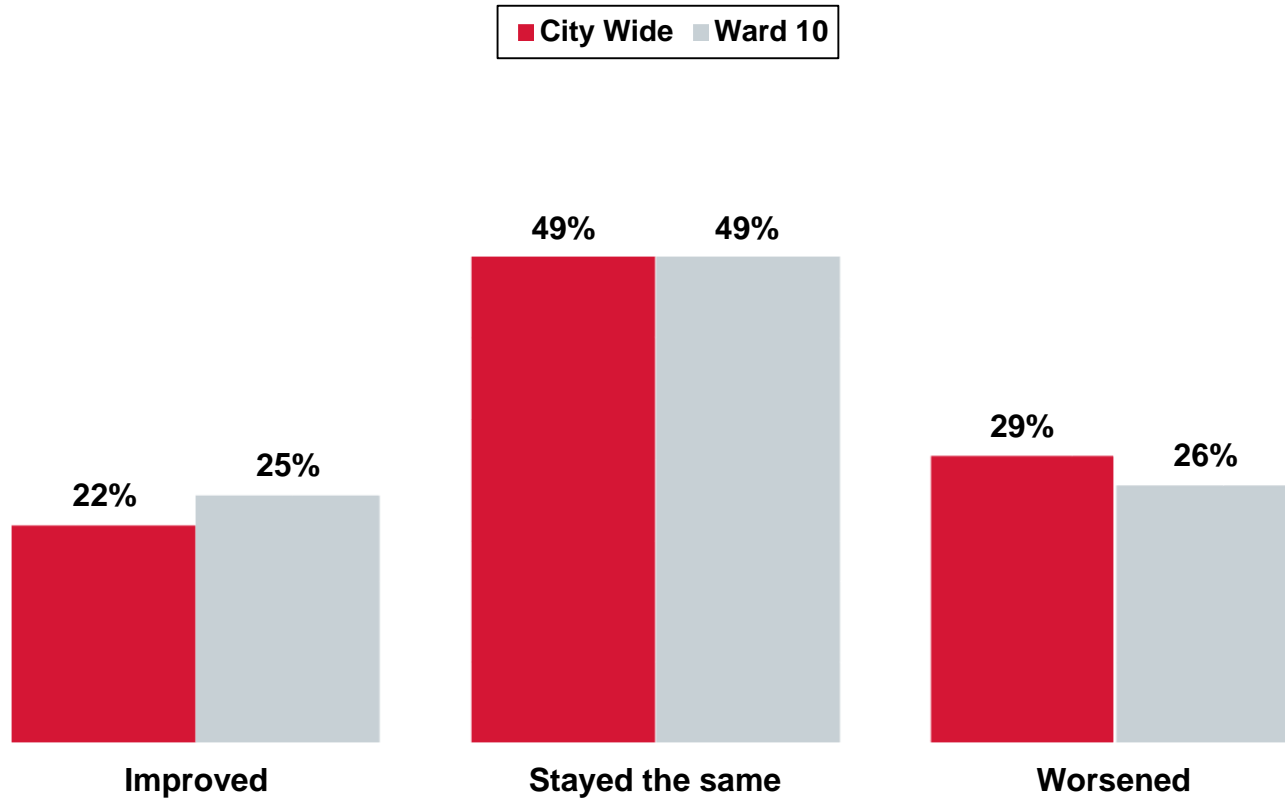
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,497 / Ward 10: n=185)

\*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 10: n=185)

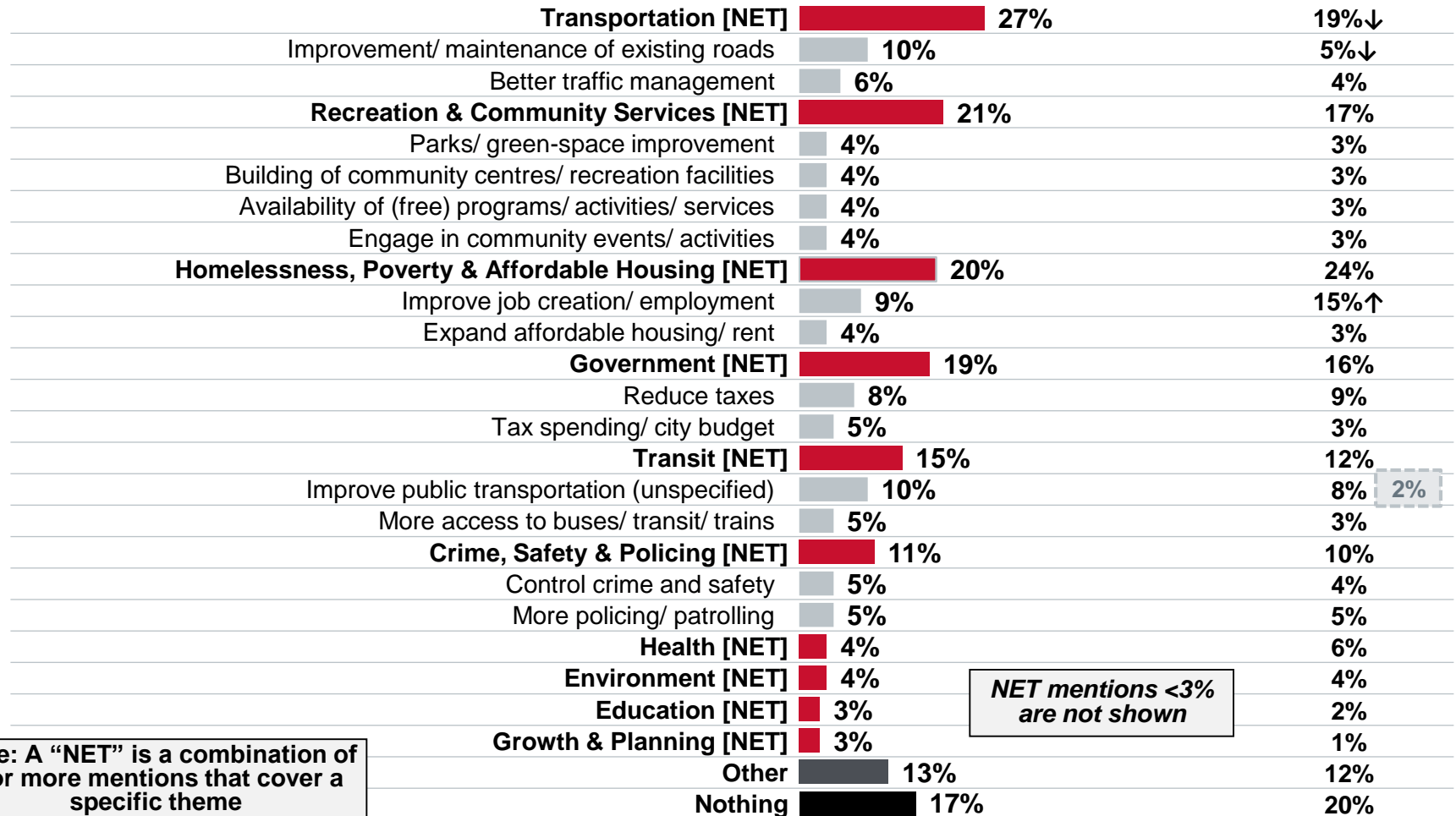


# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 10



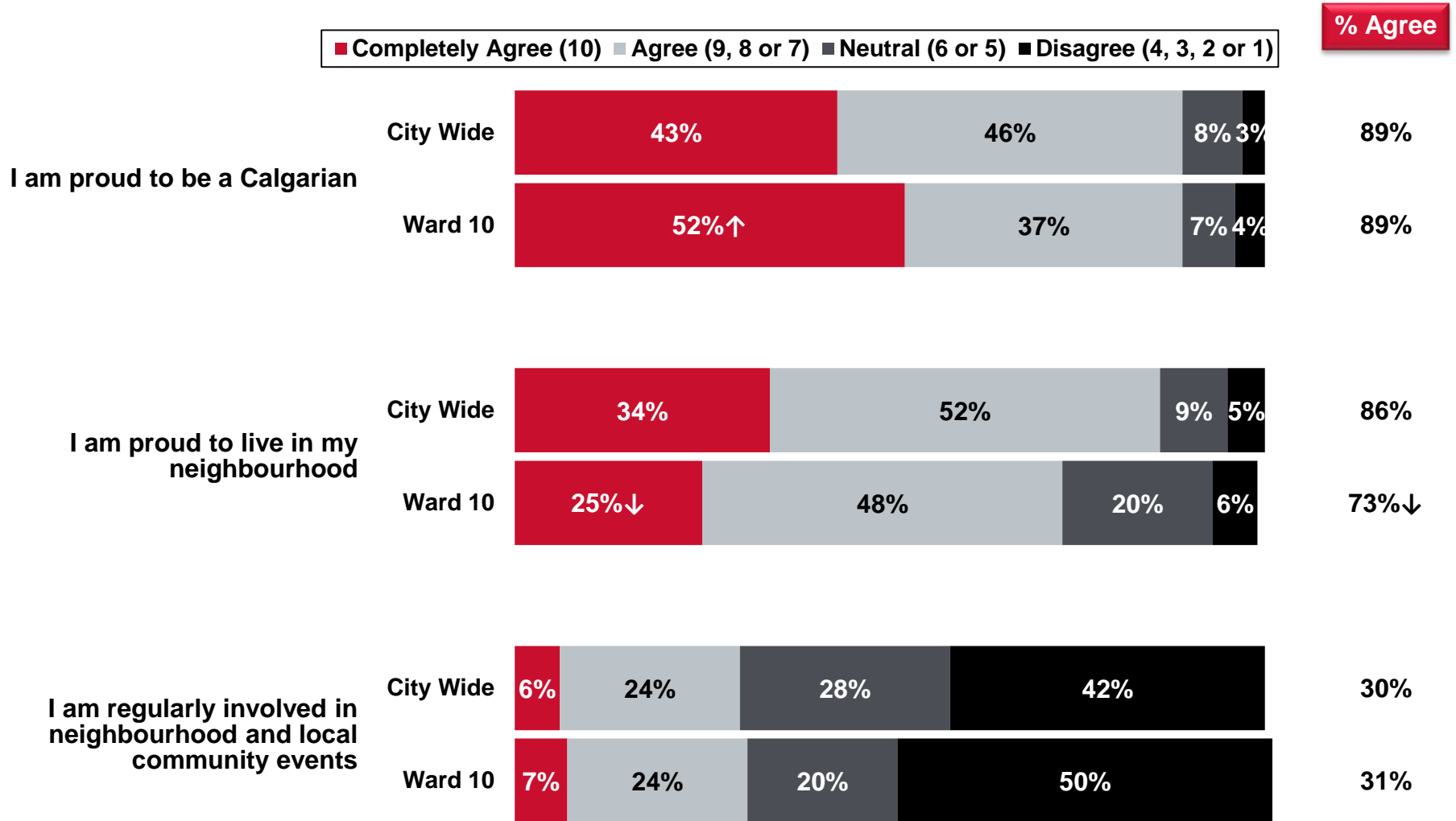
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Ward 10 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 10: n=180)

# 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

Calgary is a great place to make a life

City Wide

23%

60%

13%

4%

83%

Ward 10

31%↑

48%

16%

6%

79%

Calgary is a great place to make a living

City Wide

18%

53%

20%

9%

71%

Ward 10

23%

45%

20%

11%

68%

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

City Wide

19%

60%

15%

6%

79%

Ward 10

24%

54%

14%

7%

78%

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

City Wide

11%

54%

23%

12%

65%

Ward 10

20%↑

11%

45%

22%

12%

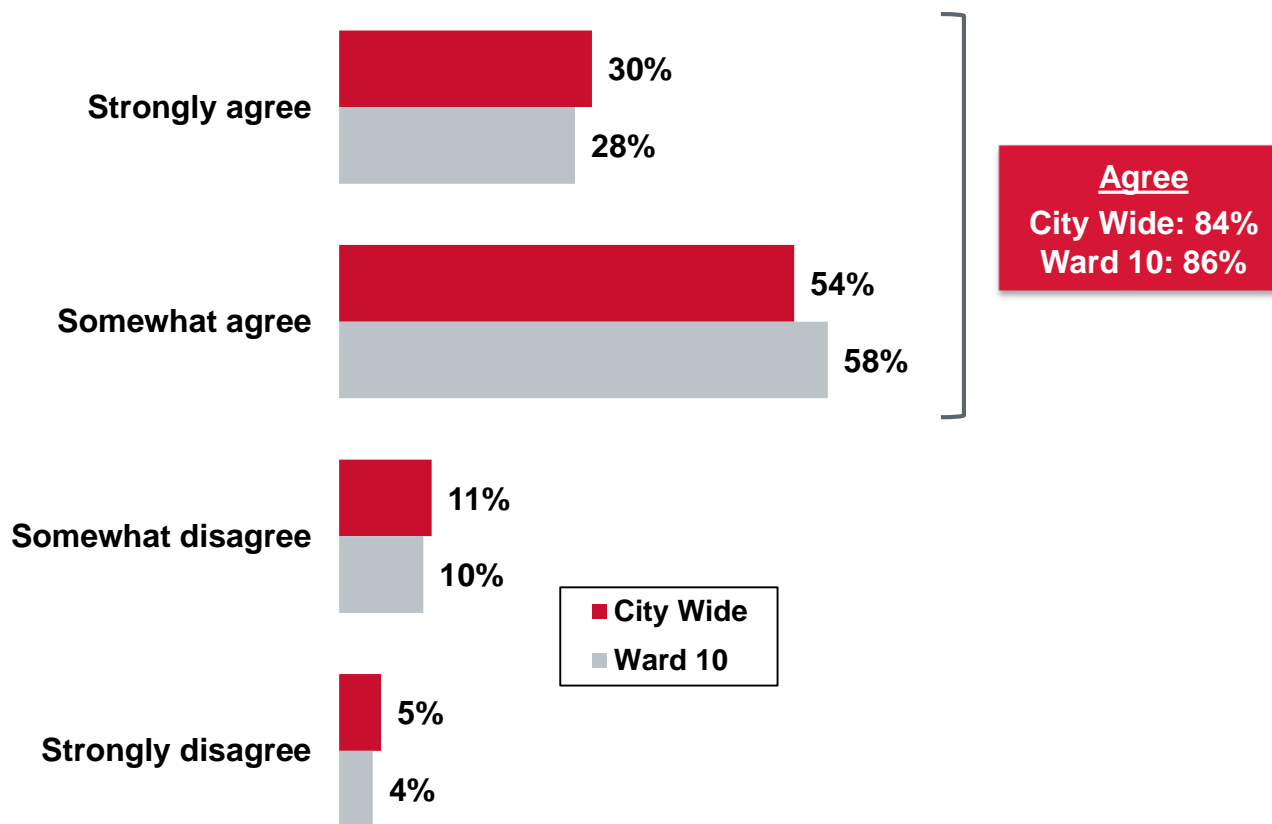
65%

Ward 10 2017

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)

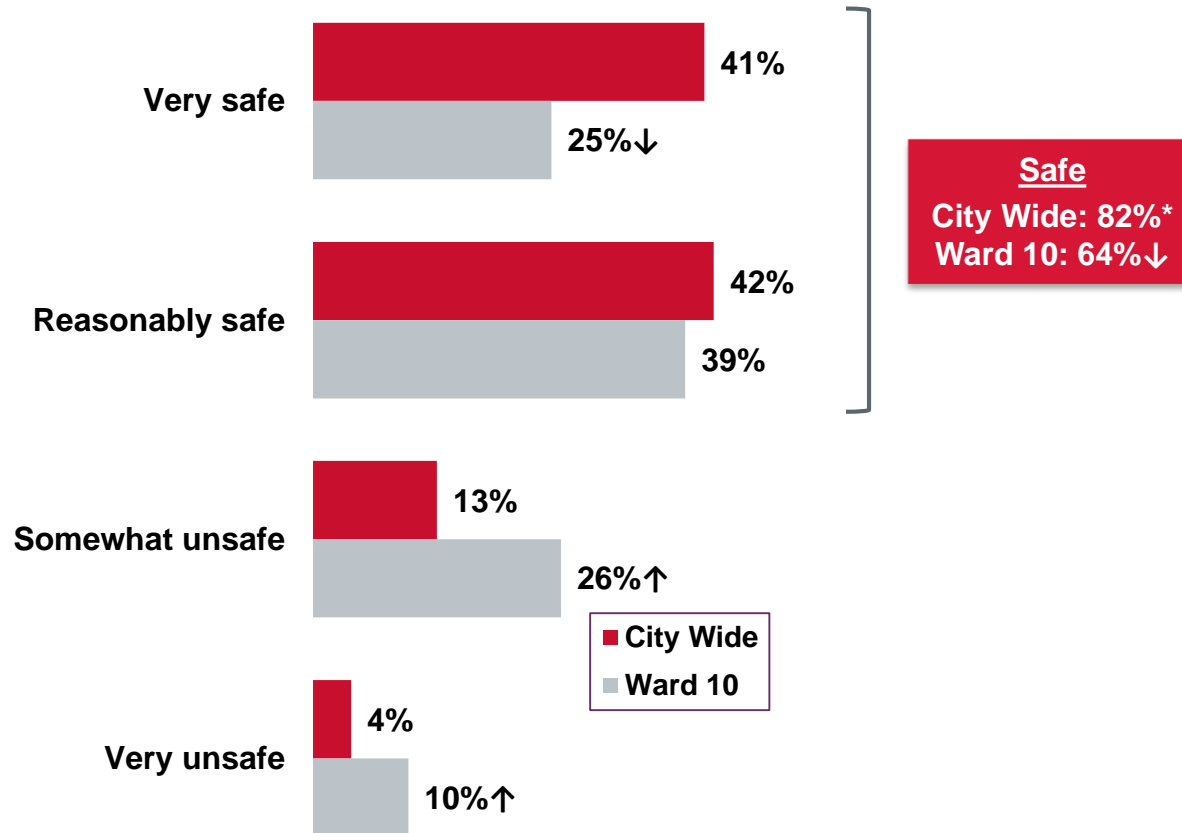
# Calgary: On the Right Track to Being a Better City?



*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 10: n=184)

# 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 10: n=185)





## Issue Agenda



# Issue Agenda

Multiple Responses

City Wide

Ward 10

■ First Mention ■ Other Mentions

<b>Infrastructure, Traffic &amp; Roads [NET]</b>	<b>29%</b>	<b>11%</b>	<b>40%</b>	<b>42%</b>	<b>28%</b>
Traffic congestion	7%	9%		5%	
(Lack of) snow removal	5%	3	8%	14%	↑
Roads (unspecified)	6%	8%		10%	4%
Road conditions	3	3	6%	8%	
<b>Transit [NET]</b>	<b>12%</b>	<b>4%</b>	<b>16%</b>	<b>12%</b>	
Transportation (unspecified)	7%	9%		6%	
Public Transportation (incl. buses/ C-train/ poor service)	5%	7%		6%	
<b>Crime, Safety &amp; Policing [NET]</b>	<b>9%</b>	<b>5%</b>	<b>14%</b>	<b>16%</b>	
<b>Recreation [NET]</b>	<b>5%</b>	<b>4%</b>	<b>9%</b>	<b>6%</b>	
<b>Taxes [NET]</b>	<b>5%</b>	<b>3</b>	<b>8%</b>	<b>6%</b>	
<b>Environment &amp; Waste Management [NET]</b>	<b>3</b>	<b>4%</b>	<b>7%</b>	<b>8%</b>	
<b>Education [NET]</b>	<b>4%</b>	<b>3</b>	<b>7%</b>	<b>4%</b>	
<b>Economy [NET]</b>	<b>4%</b>	<b>5%</b>		<b>5%</b>	
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>	<b>3</b>	<b>5%</b>		<b>3%</b>	
<b>Budget &amp; Spending [NET]</b>	<b>2</b>	<b>4%</b>		<b>2%</b>	
<b>Growth &amp; Planning [NET]</b>	<b>3</b>	<b>4%</b>		<b>2%</b>	
<b>Olympics [NET]</b>	<b>2</b>	<b>4%</b>		<b>3%</b>	
Other			18%	16%	
None			16%	19%	

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

NET mentions <4% are not shown

Ward 10 2017

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 10: n=182)

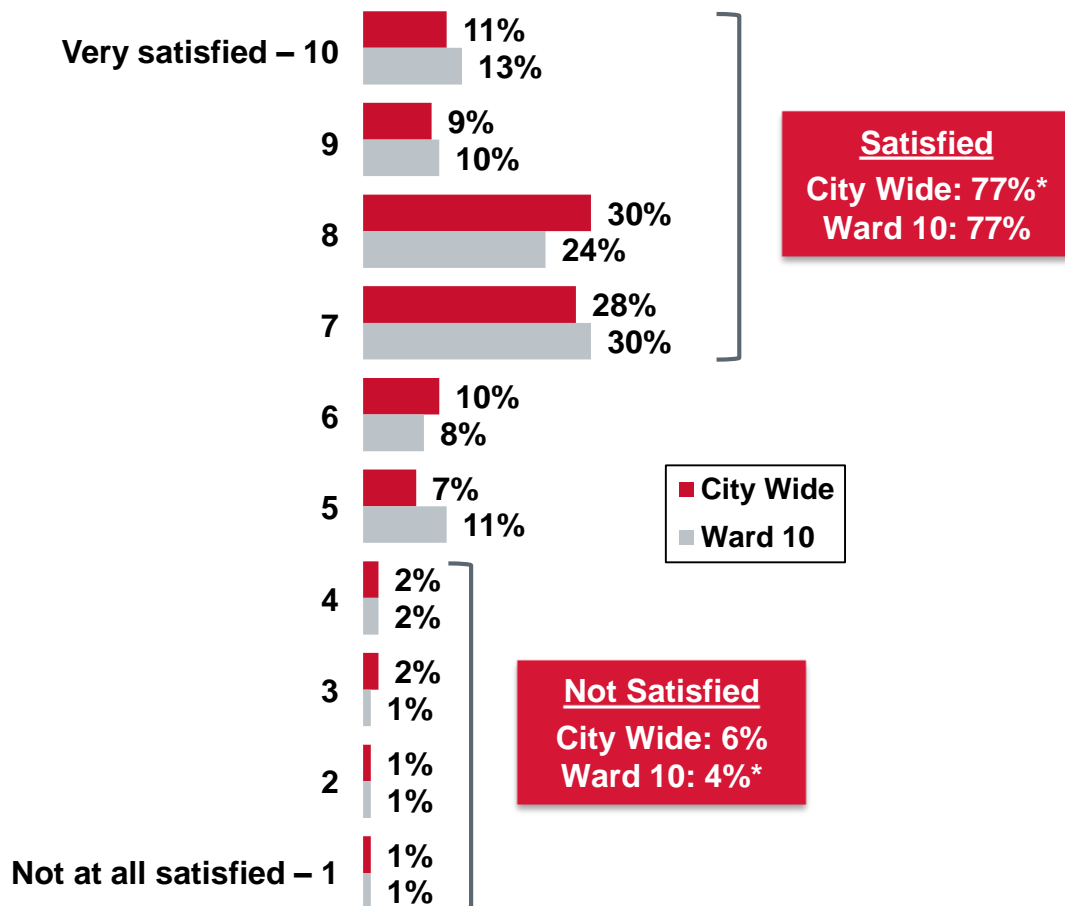




## City Programs and Services



# 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?

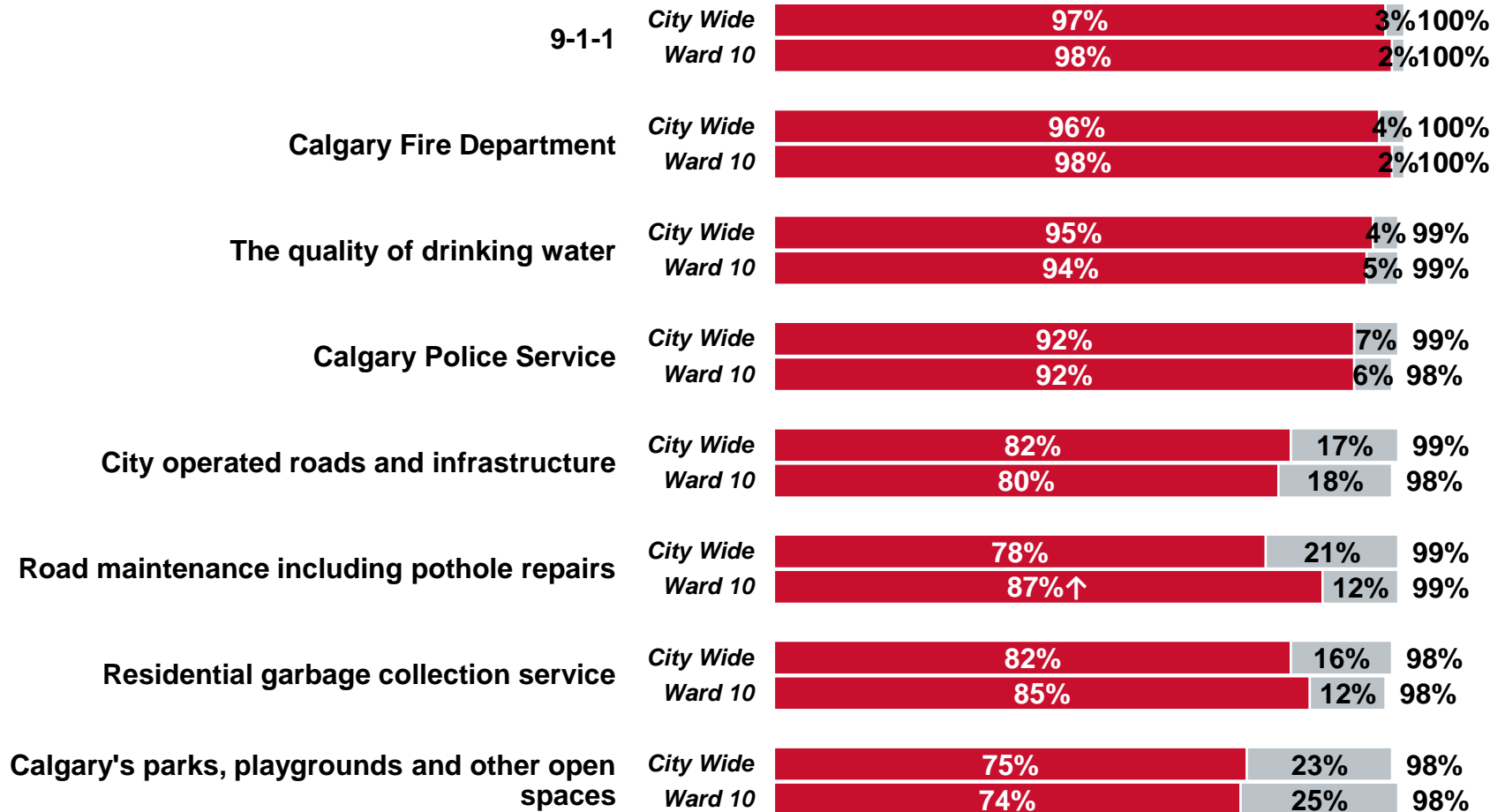
Base: Valid respondents (City Wide: n=2,488 / Ward 10: n=184)

\*Rounding

# Importance of City Programs and Services

% Important

■ Very important ■ Somewhat important

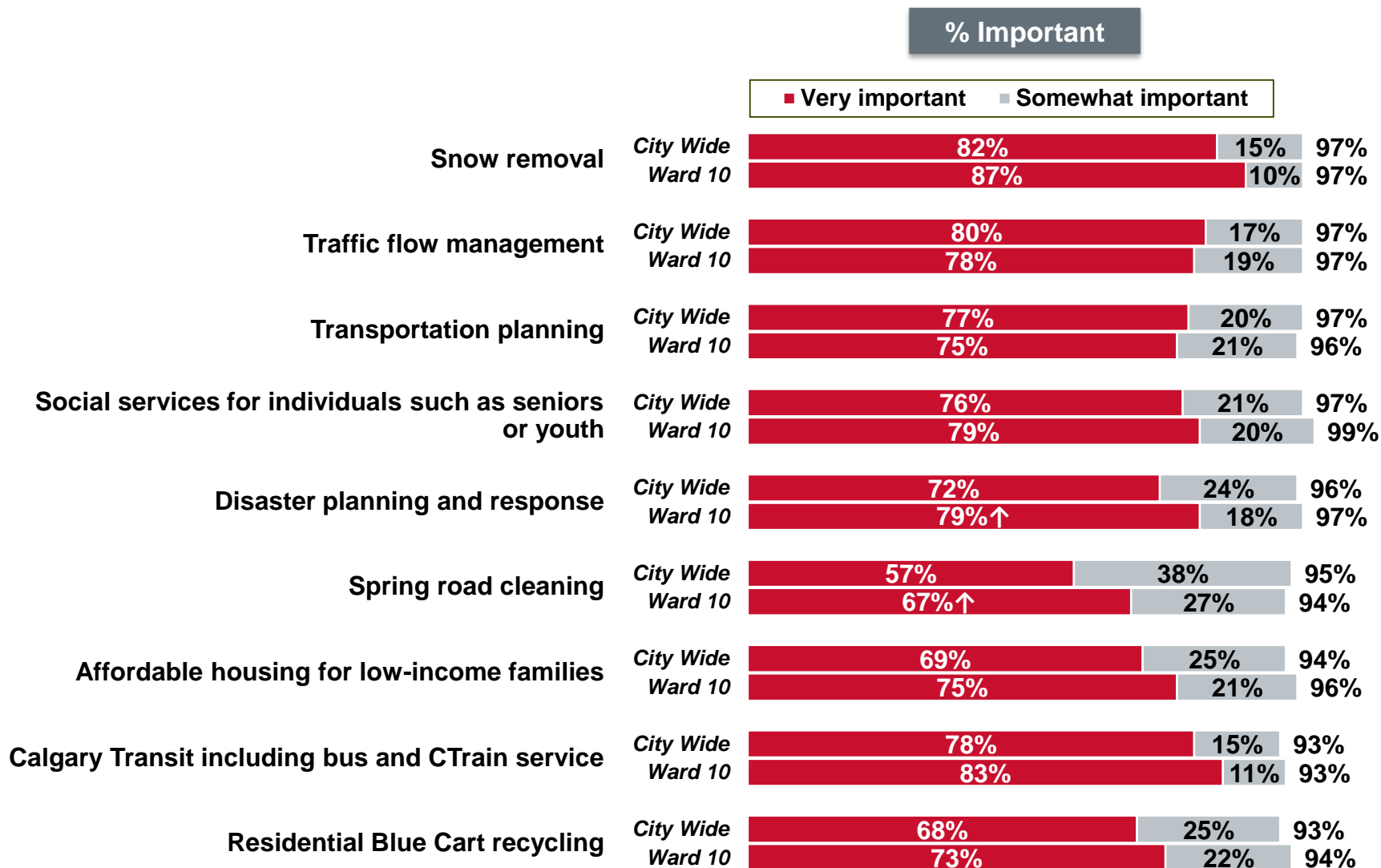


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)



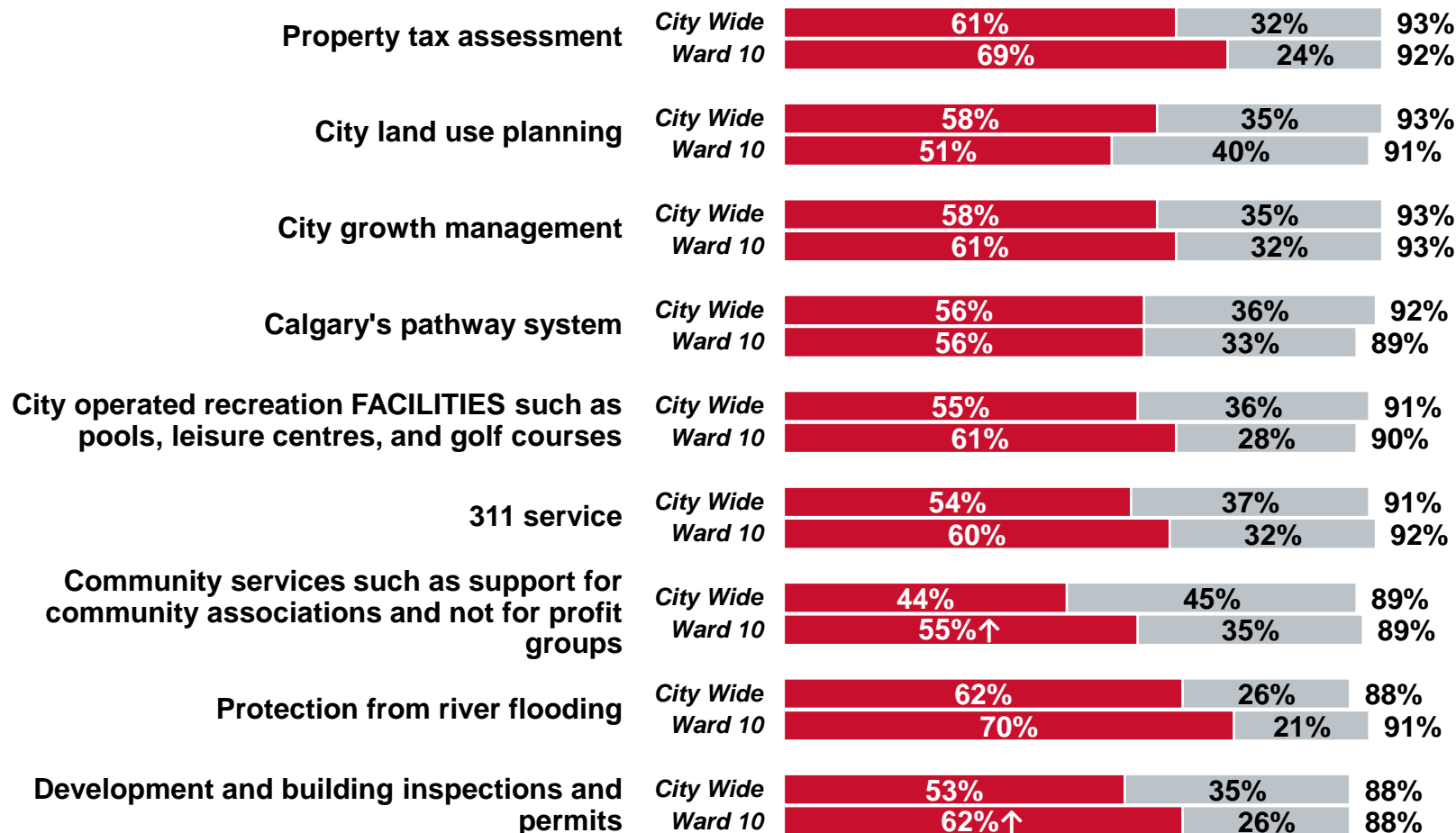
*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me how important each one is to you.*

**Base:** Valid respondents (Bases vary)

# Importance of City Programs and Services (continued)

% Important

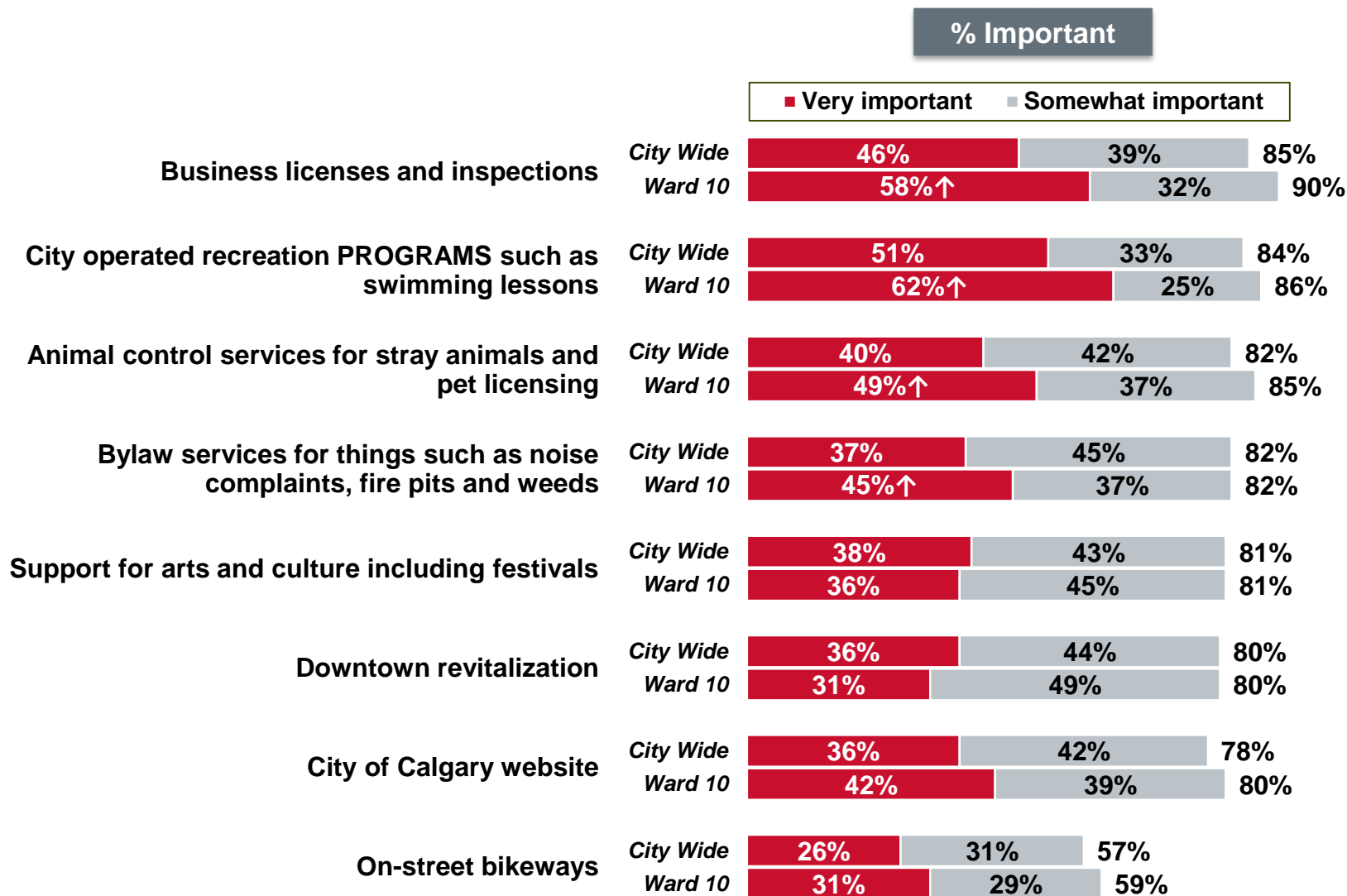
■ Very important ■ Somewhat important



*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)

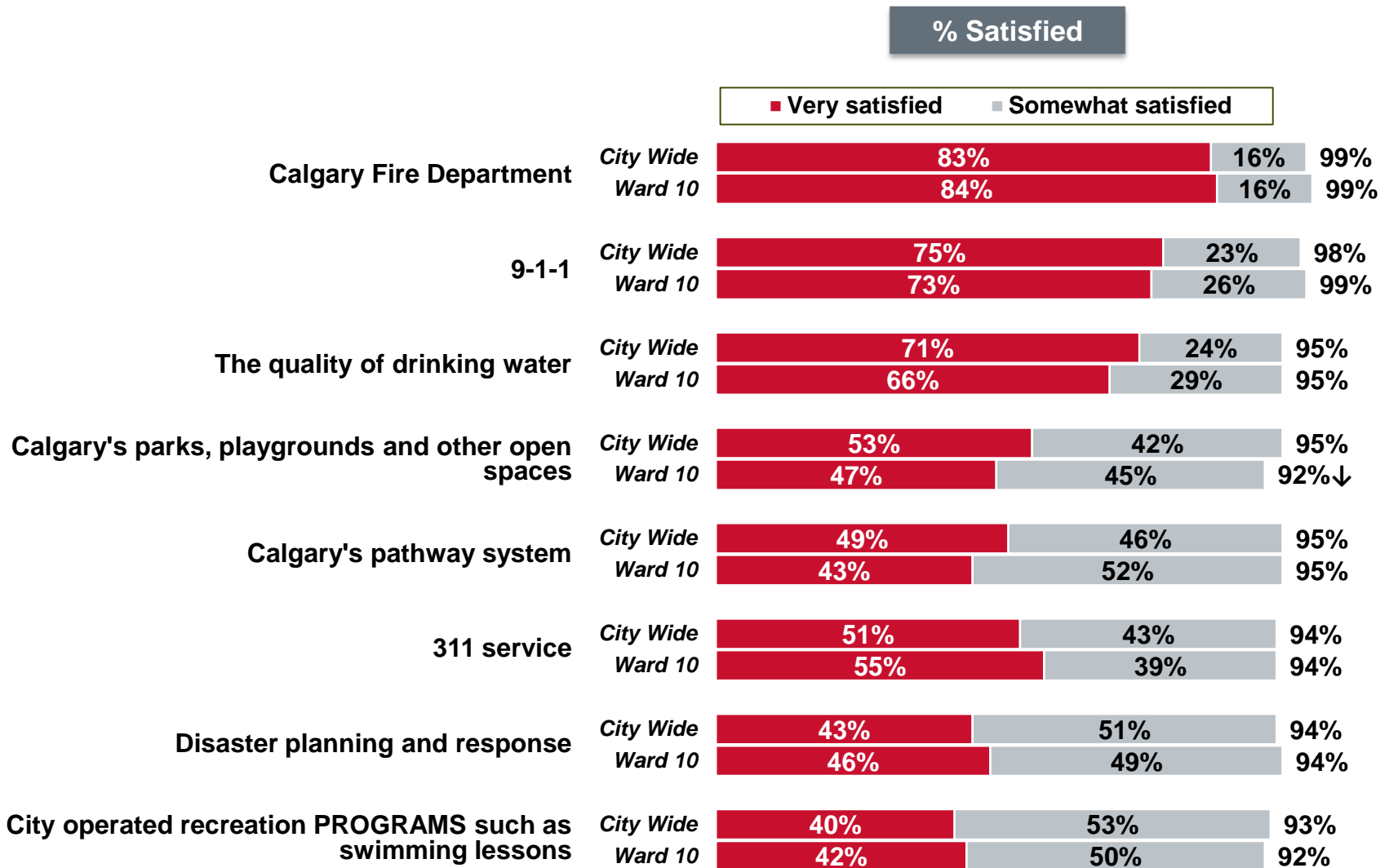
# Importance of City Programs and Services (continued)



*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.*

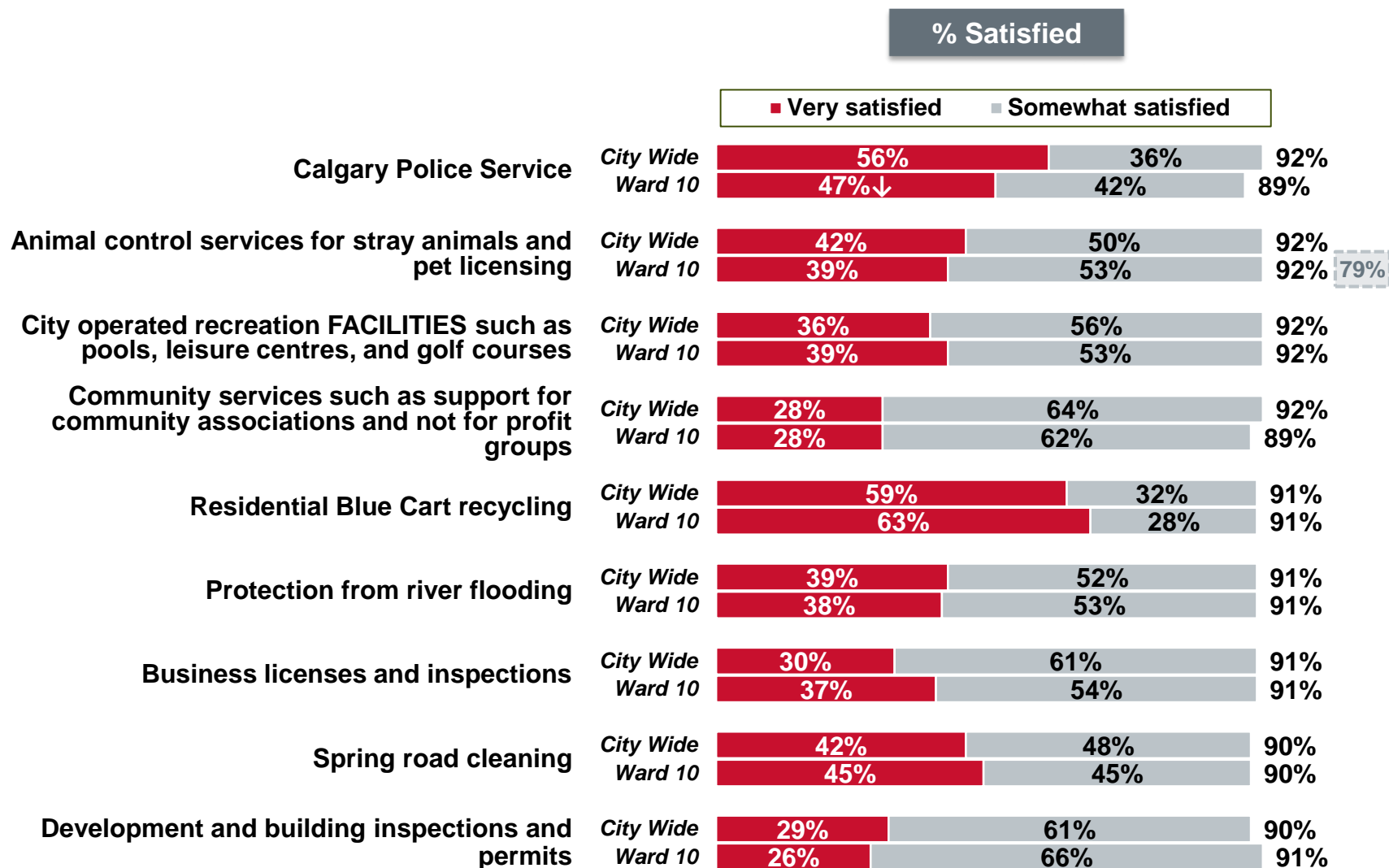
**Base: Valid respondents (Bases vary)**

# 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)

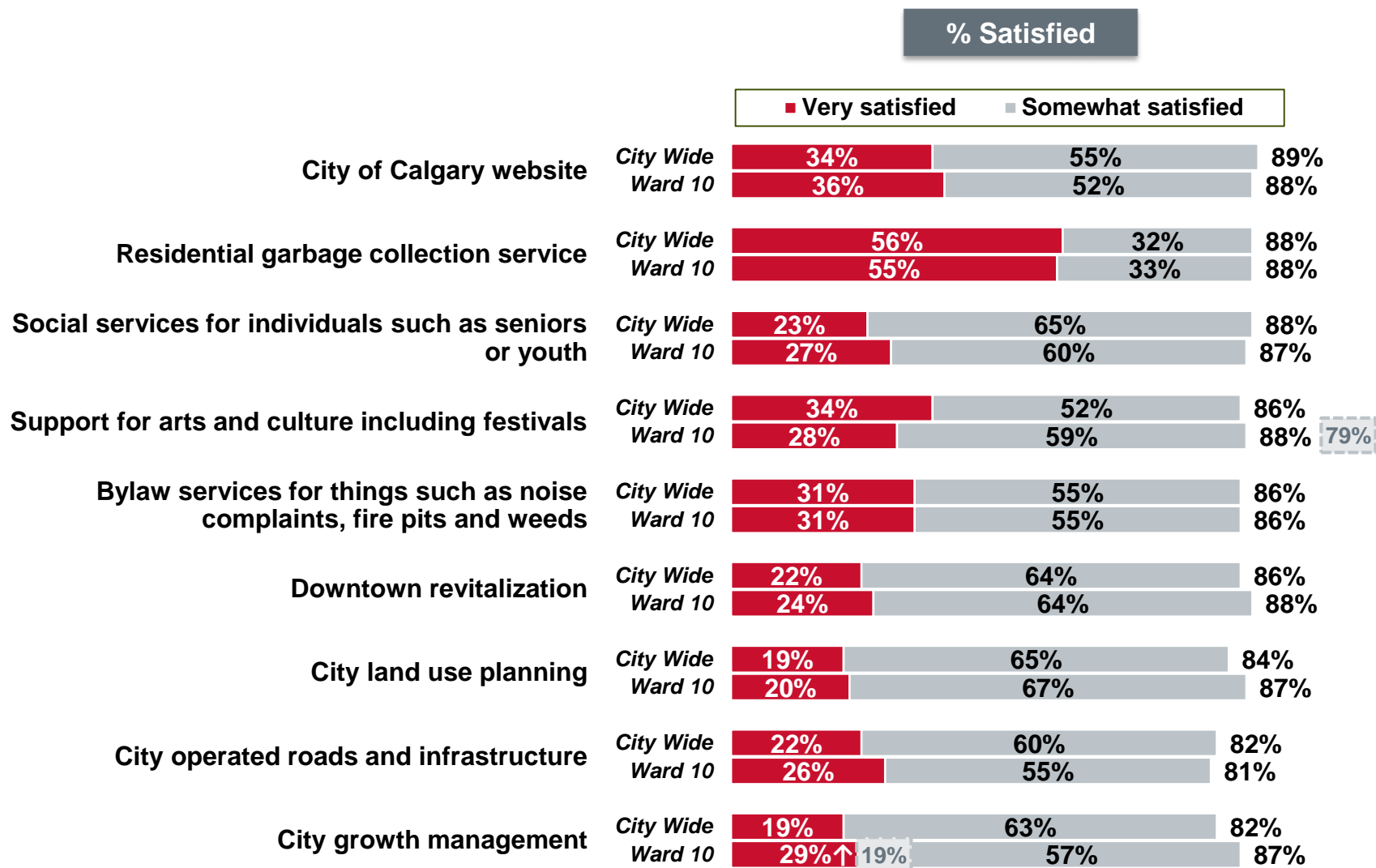
# Satisfaction with City Programs and Services (continued)


Ward 10 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)*



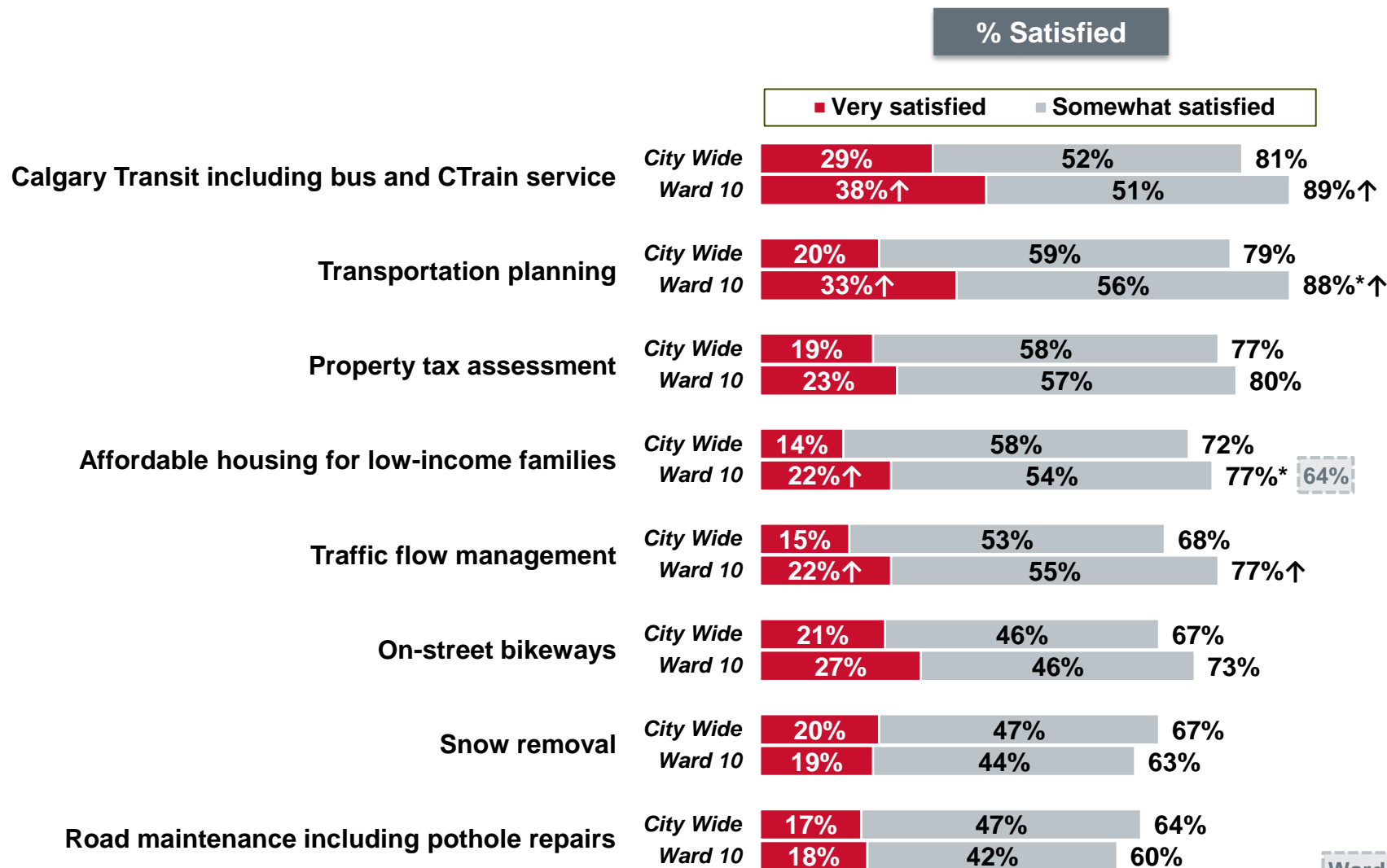
# Satisfaction with City Programs and Services (continued)



Ward 10 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)

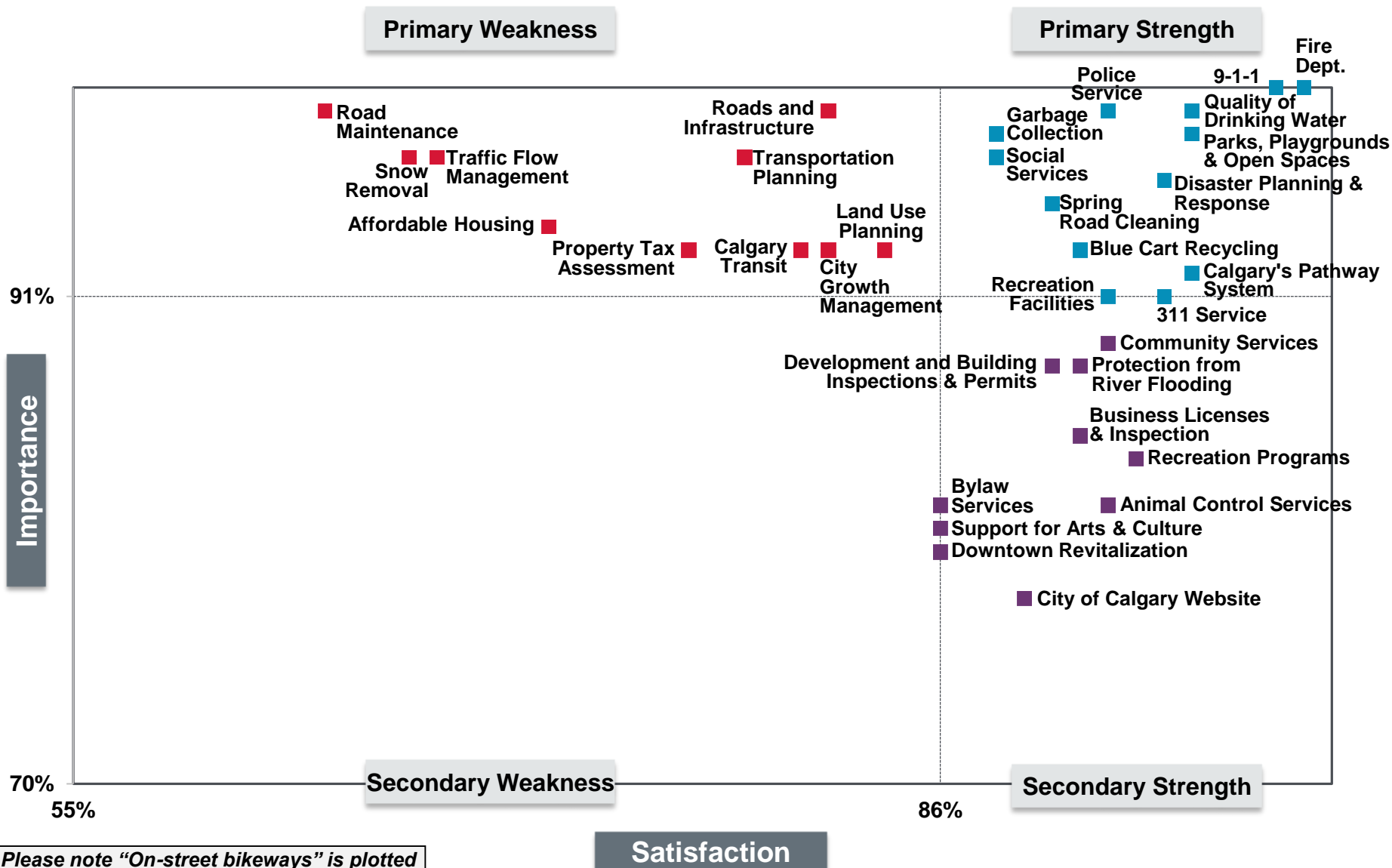


Ward 10 2017

\*Rounding

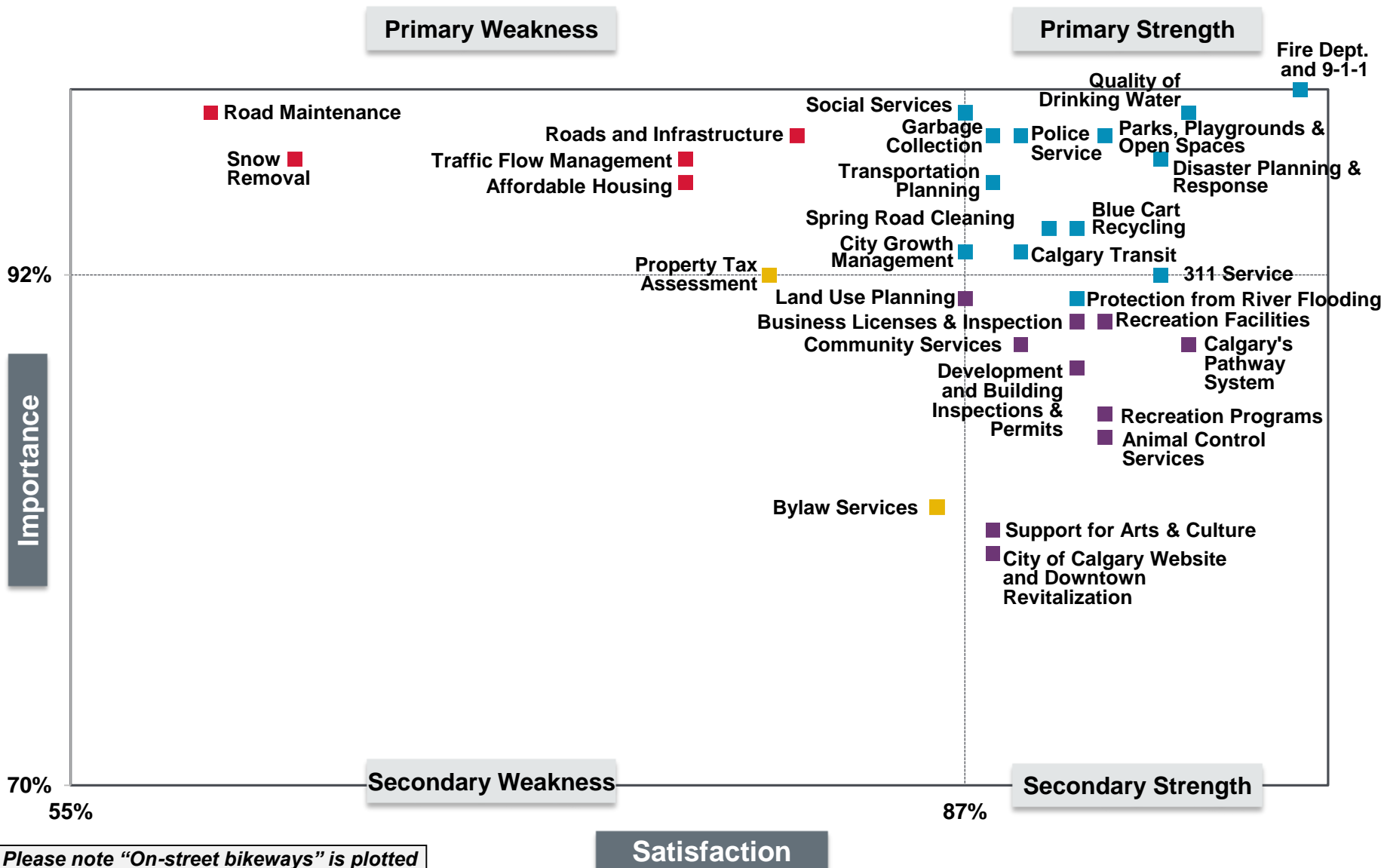
I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me how satisfied you are with the job The City is doing in providing that program or service.  
Base: Valid respondents (Bases vary)

# 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 10



Please note "On-street bikeways" is plotted at (73% satisfaction, 59% importance) and not illustrated on this graph.

# Primary Strengths and Weaknesses: City Wide versus Ward 10

*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**

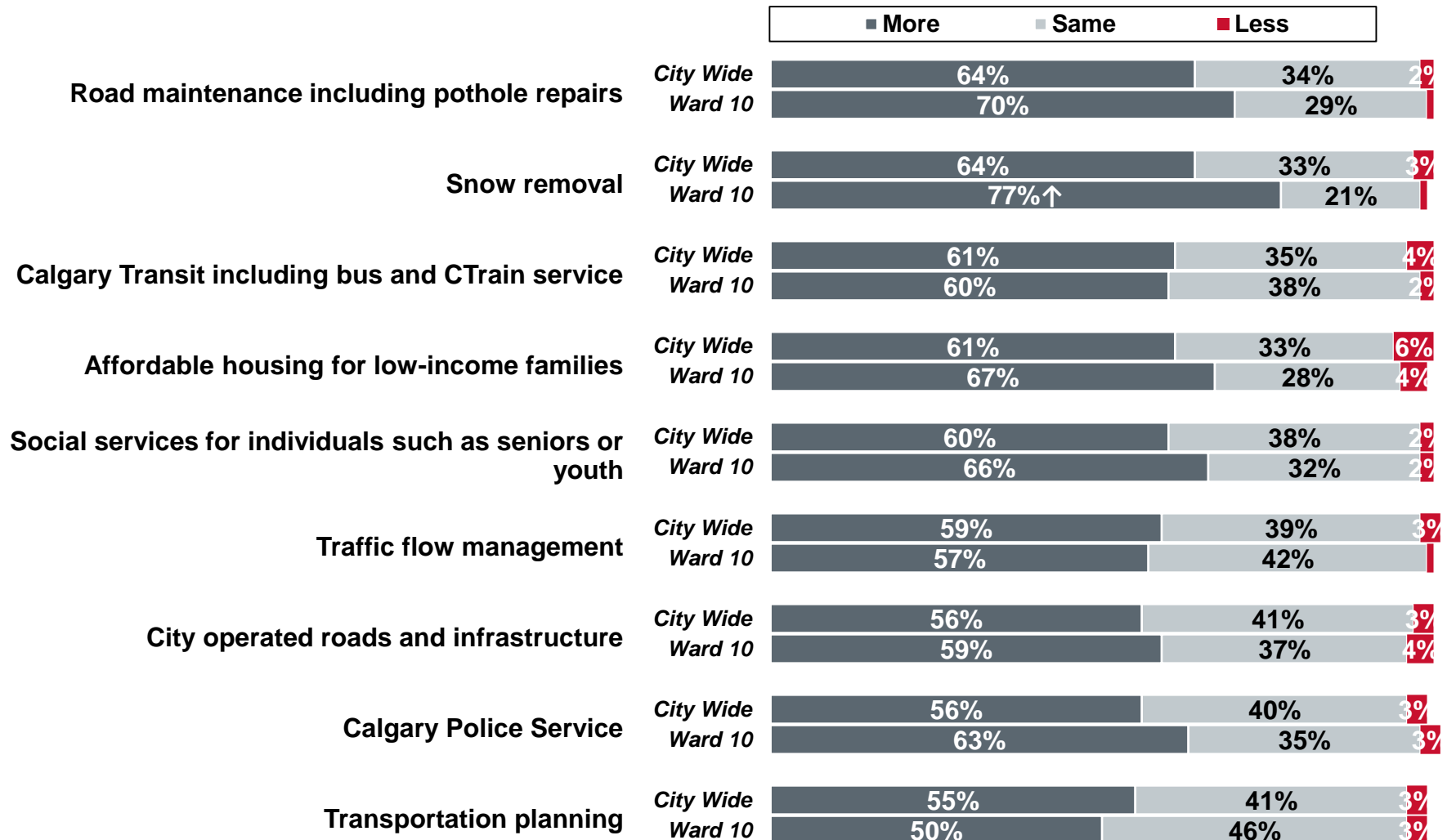
**Primary Weakness**

**Neither (in another quadrant)**

	City Wide	Ward 10
Fire Department		
9-1-1		
Quality of Drinking Water		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Police Service		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Residential Garbage Collection		
Social Services		
Recreation Facilities		
Protection from River Flooding		
311 Service		
Road Maintenance		
Snow Removal		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Transportation Planning		
Roads and Infrastructure		
Calgary Transit		
City Growth Management		
Land Use Planning		

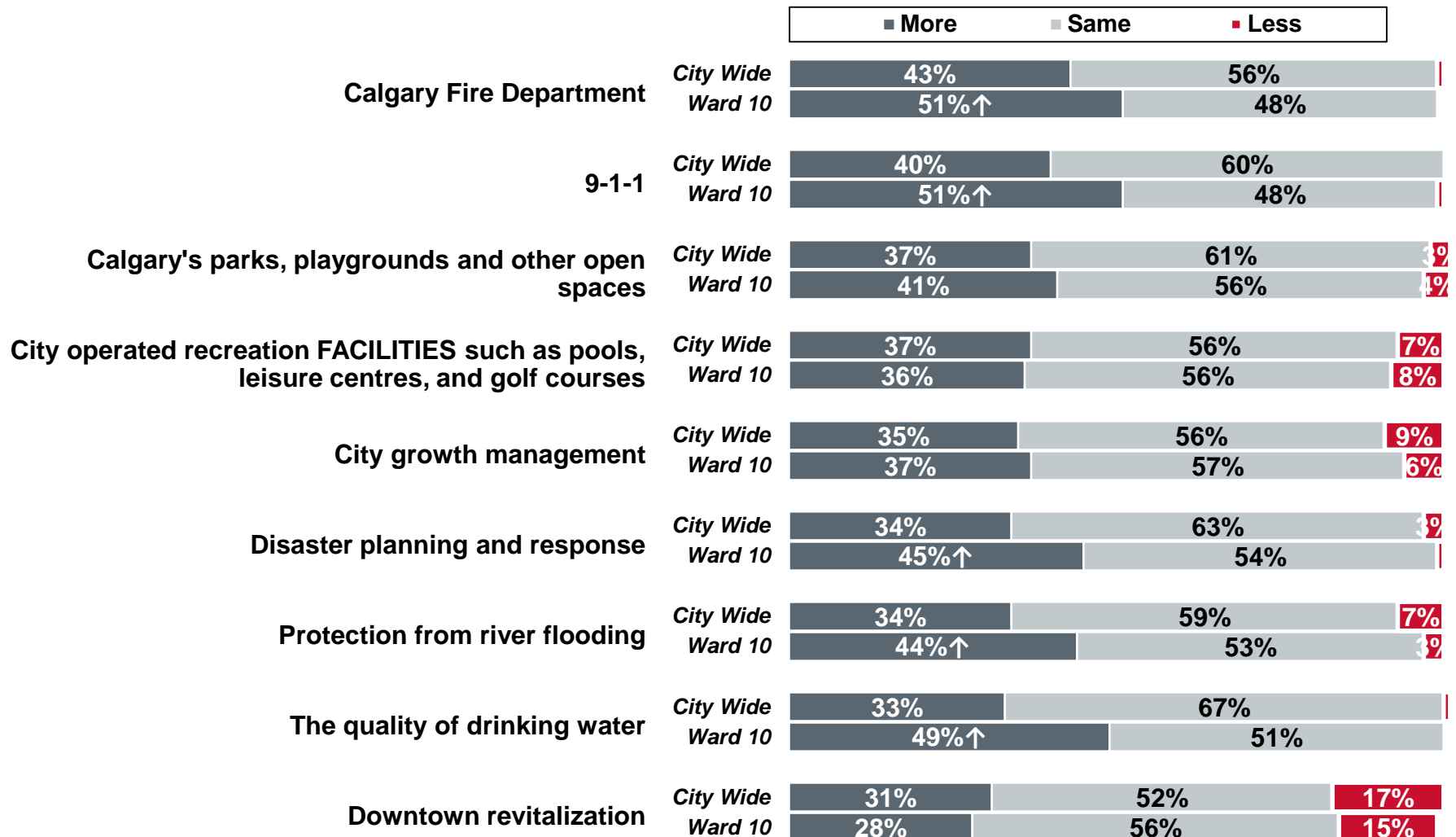


# Investment in City Programs and Services



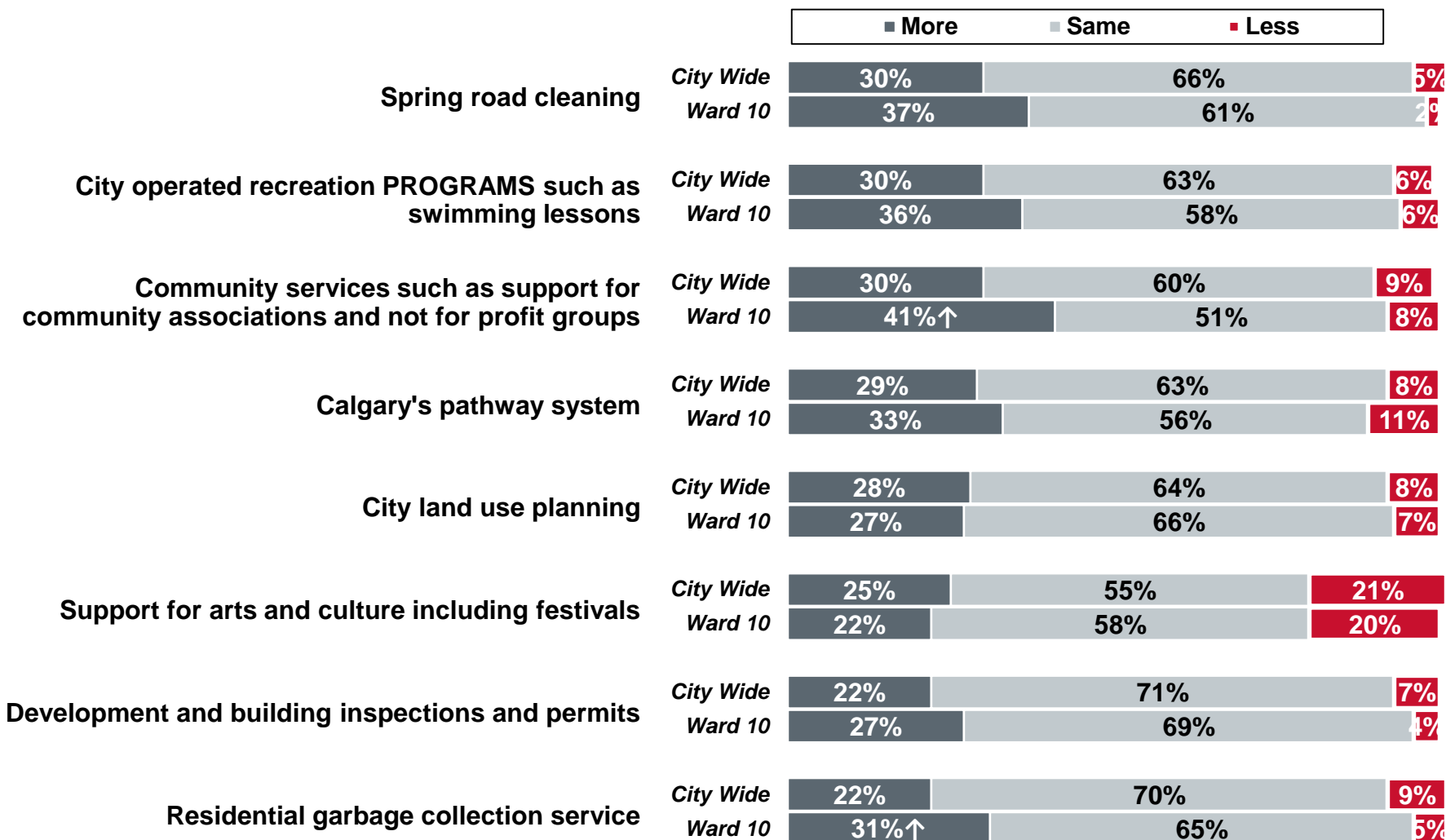
*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me if you think The City should invest more, less or the same amount on the program or service.*  
Base: Valid respondents (Bases vary)

# Investment in City Programs and Services (continued)



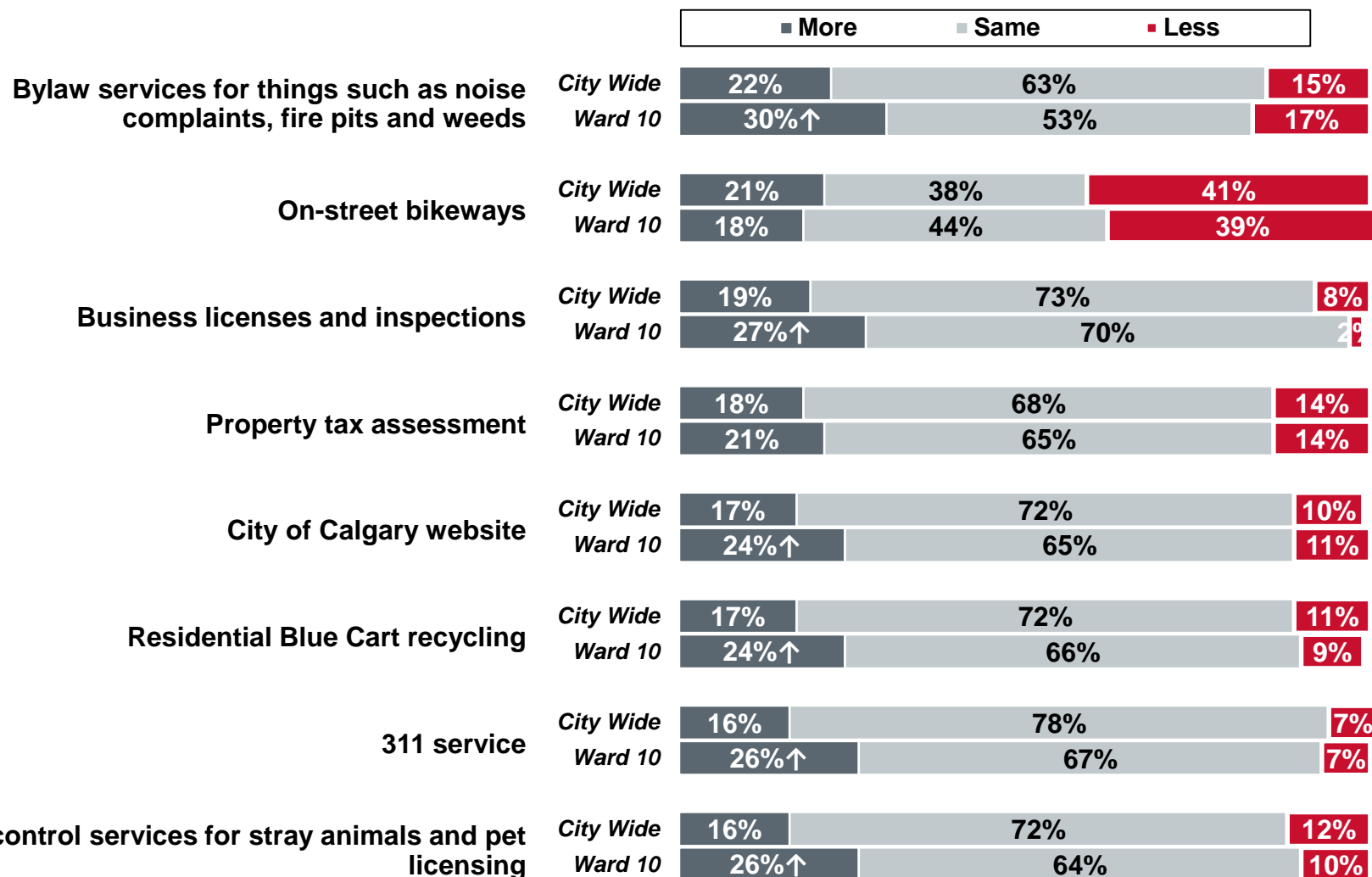
*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me if you think The City should invest more, less or the same amount on the program or service.*  
Base: Valid respondents (Bases vary)

# 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)

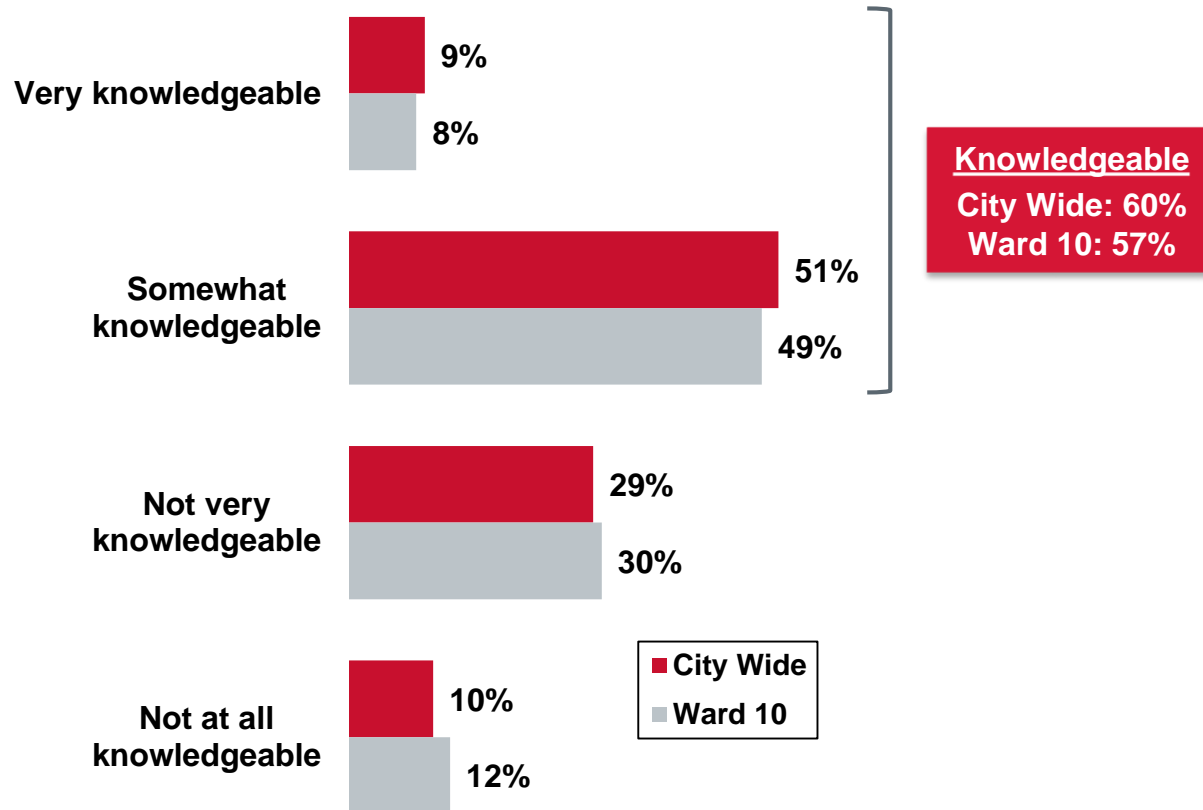


## Taxation





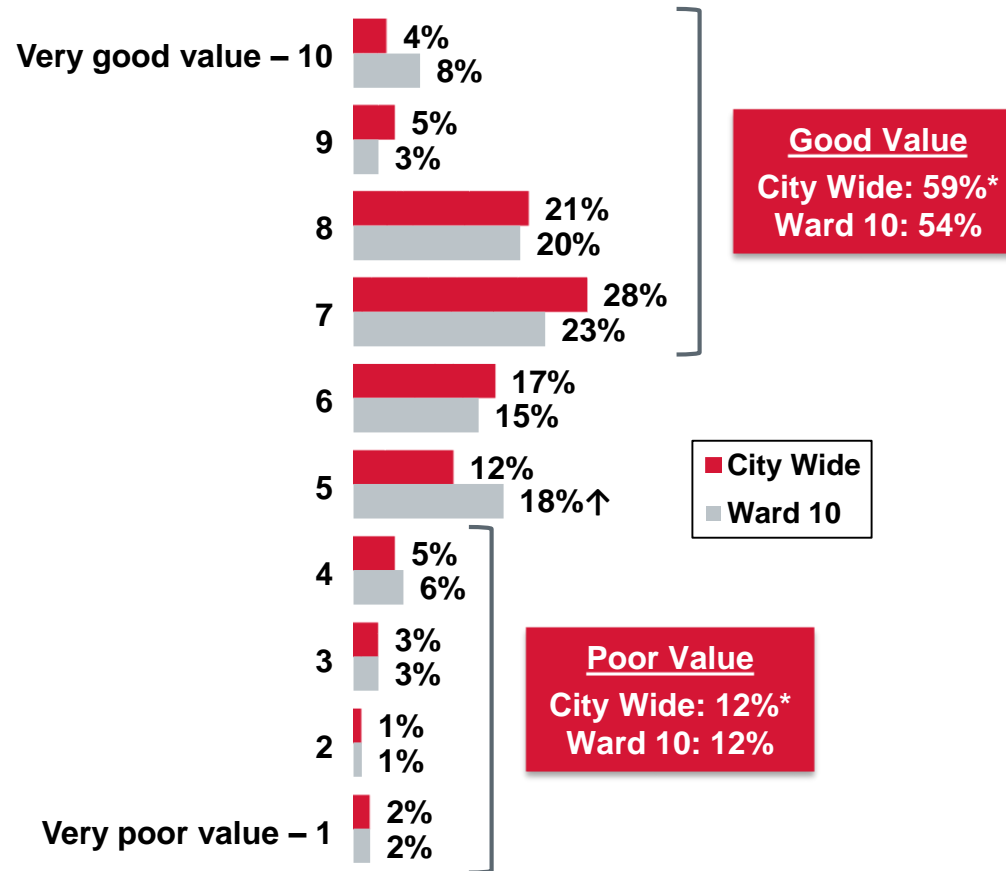
# Knowledge Levels of Tax Dollar Spending



*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 10: n=184)

# Perceived Value of Property Taxes

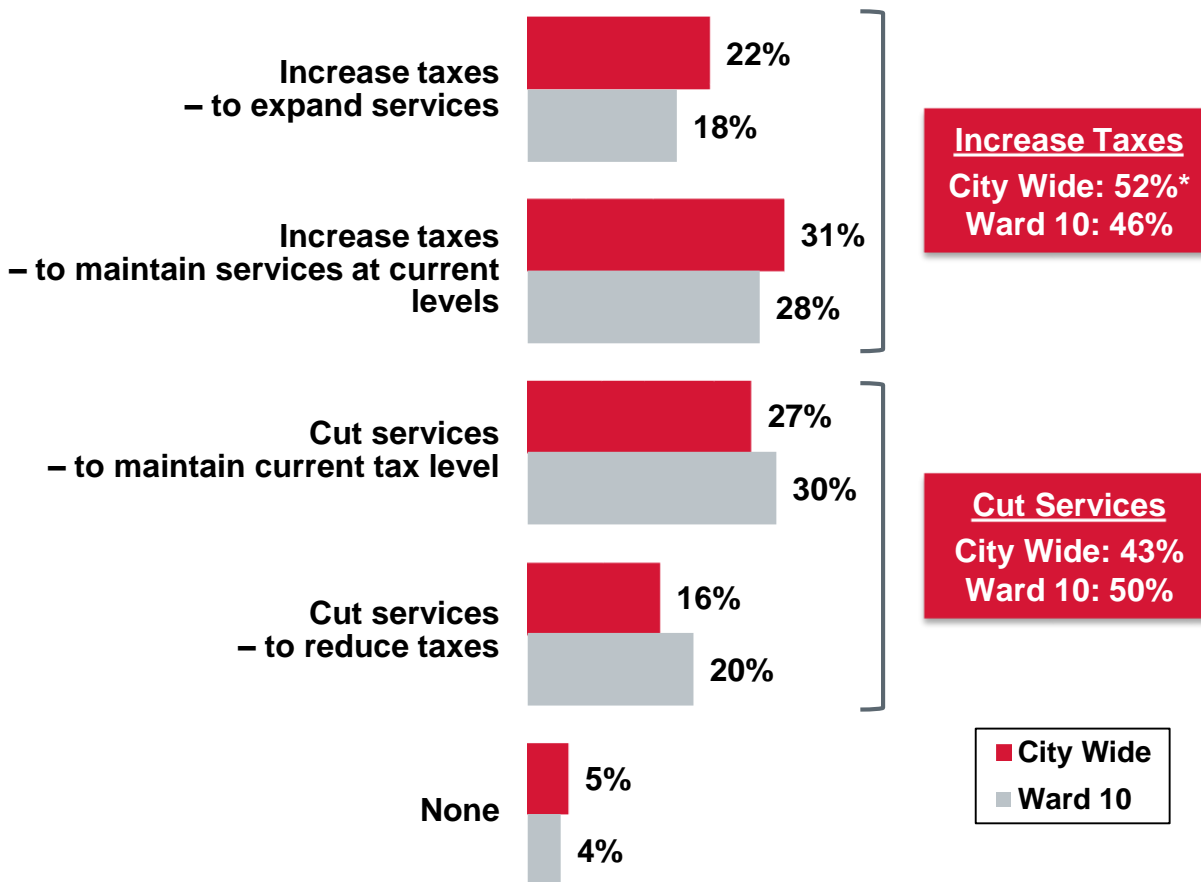


\*Rounding

*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 10: n=182)

# Balancing Taxation and Service Delivery Levels

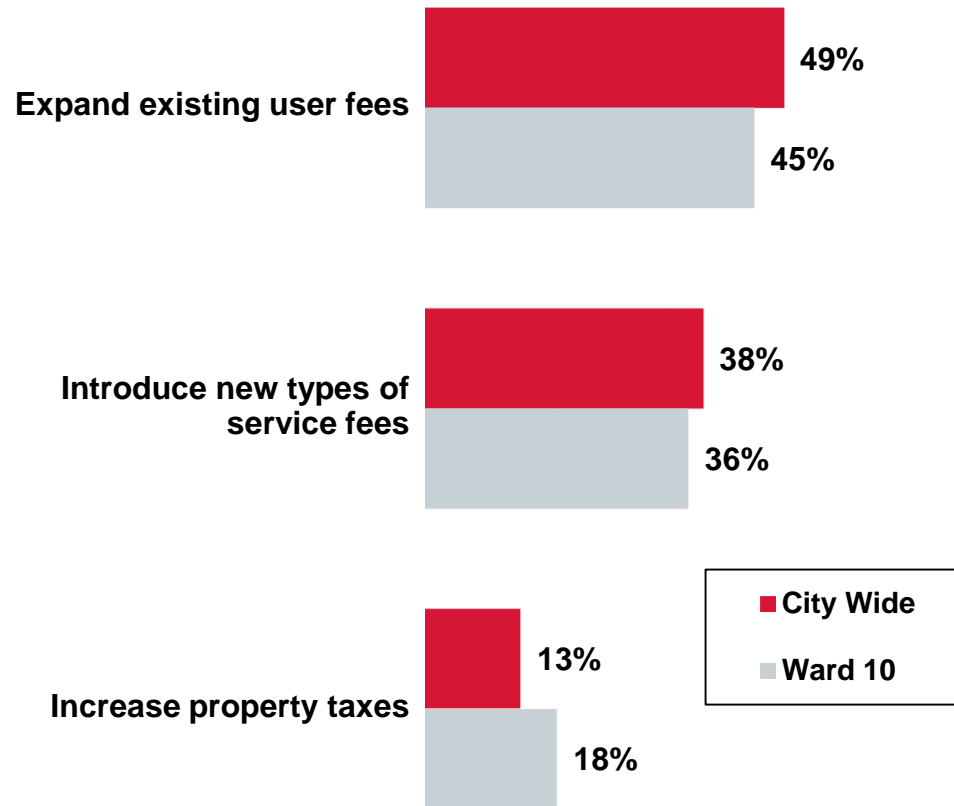


\*Rounding

*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=2,460 / Ward 10: n=180)

# Options for Increasing City Revenue

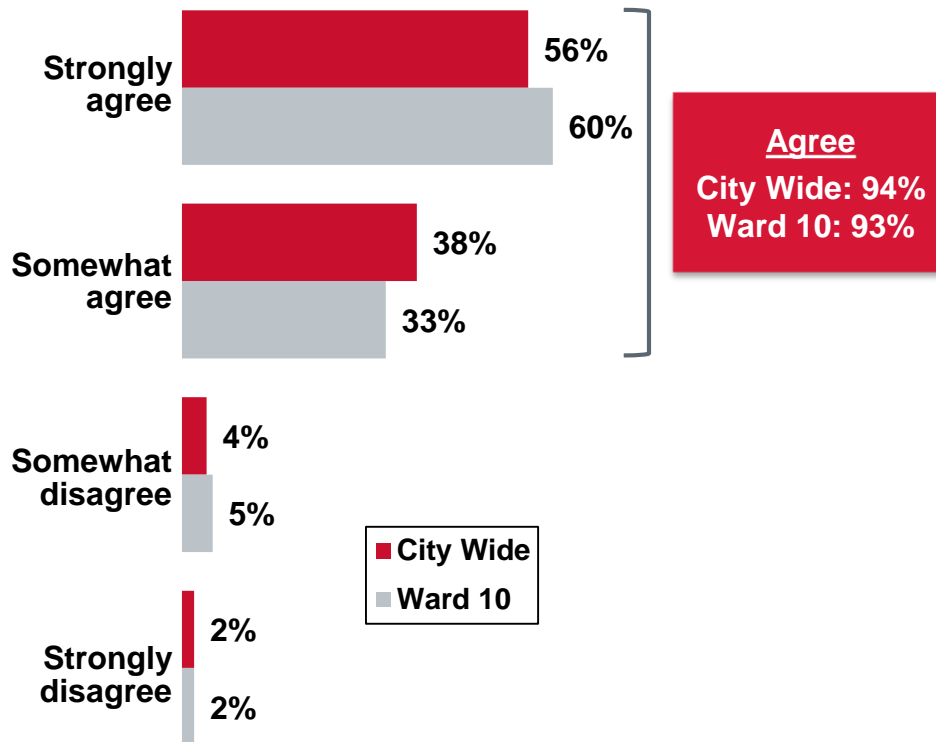


*Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?*

Base: Valid respondents (City Wide: n=2,352 / Ward 10: n=171)

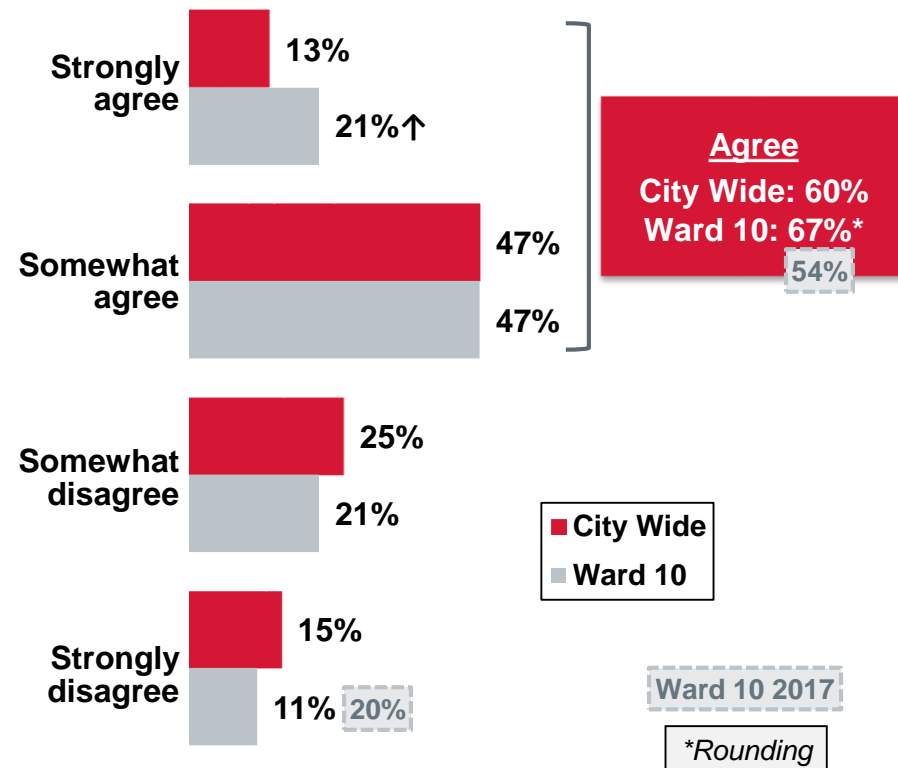
# Property Tax Dollar Investment

*I am interested in knowing how my property tax dollars are invested in various City services*



Base: Valid respondents (City Wide: n=2,487 / Ward 10: n=185)

*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=2,463 / Ward 10: n=180)

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

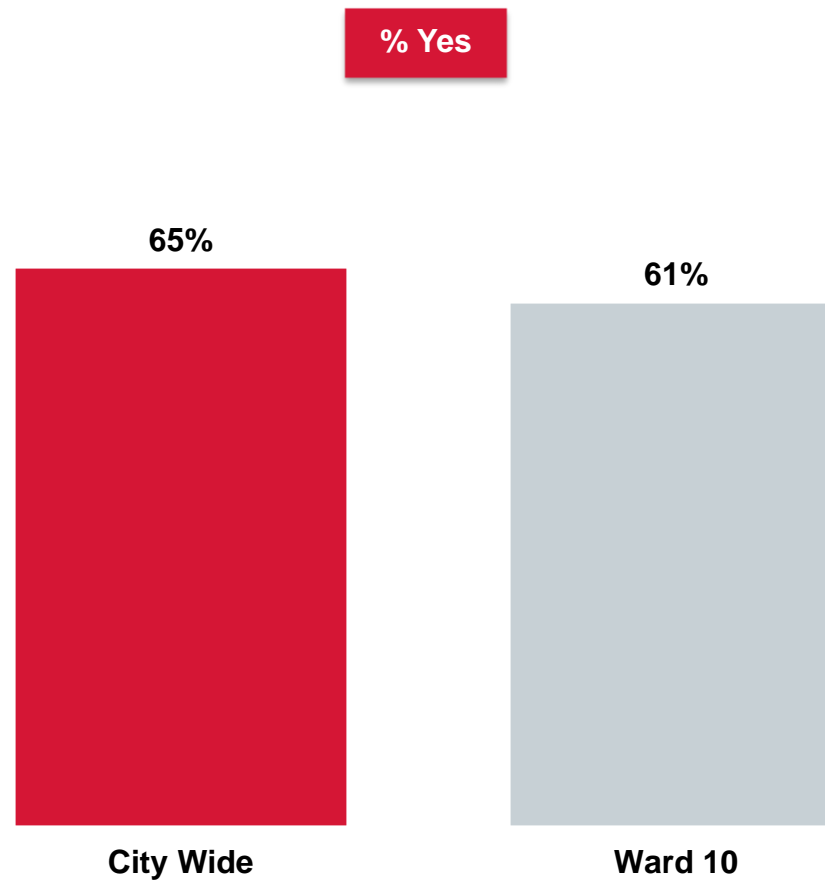




## Contact with The City and Customer Service



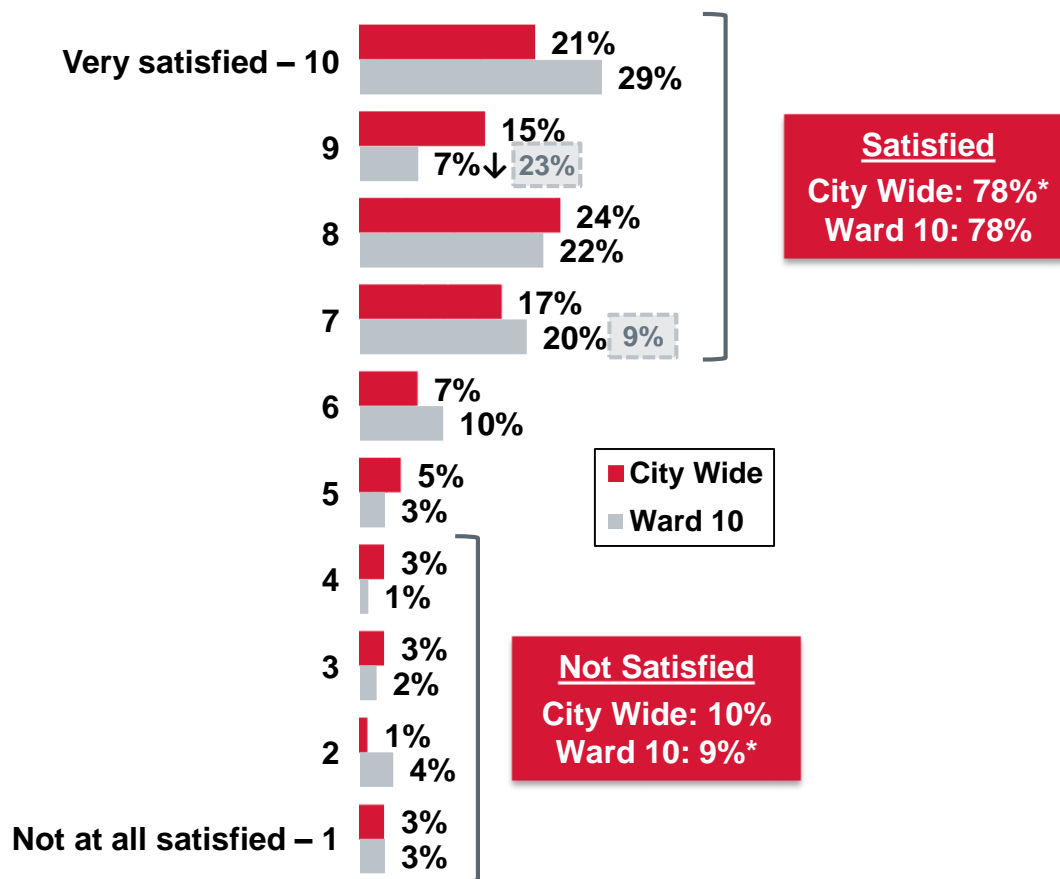
# Past 12 Months Contact with The City of Calgary



*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 10: n=185)

# Satisfaction with the Overall Level and Quality of Customer Service



Ward 10 2017

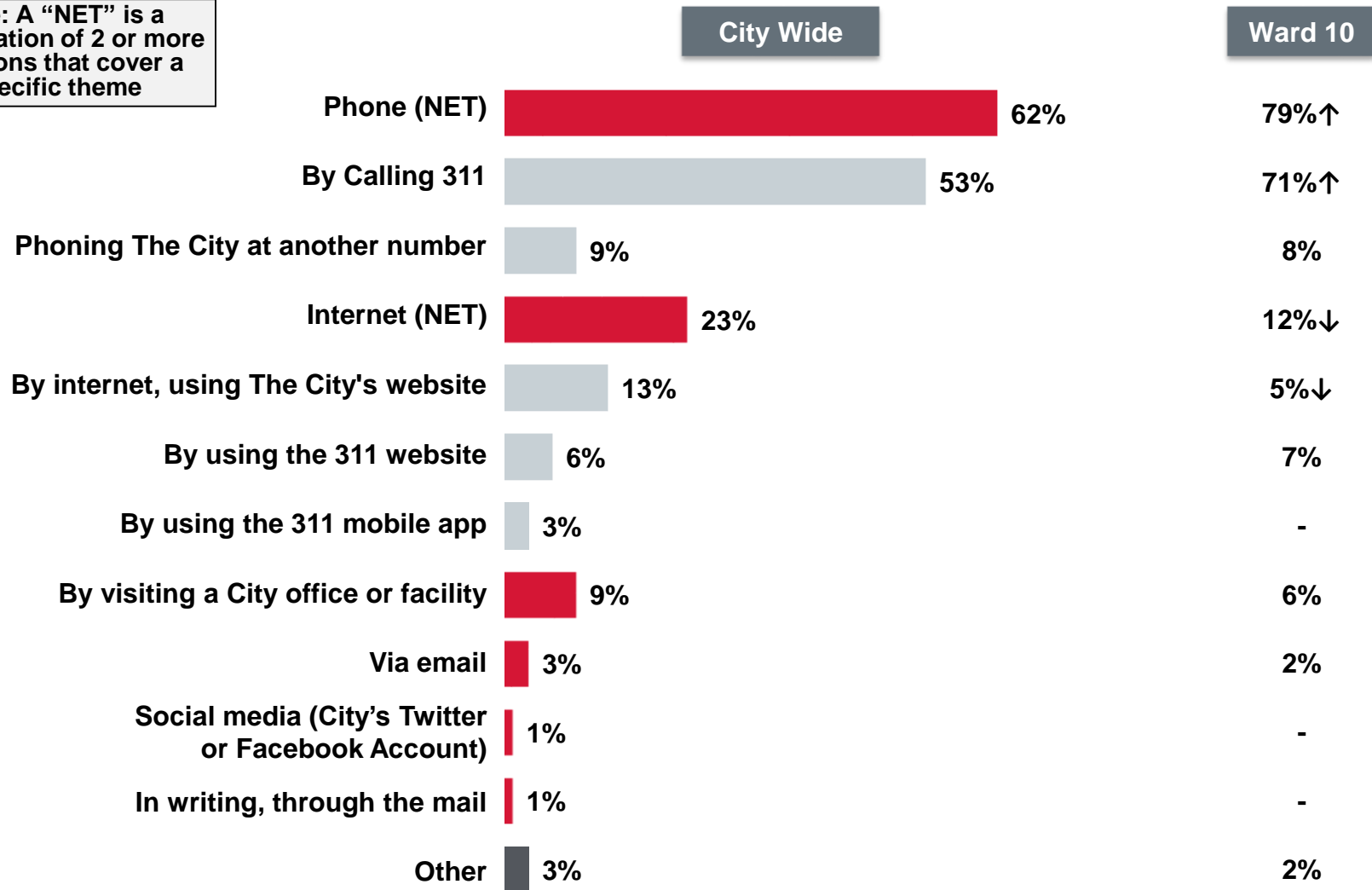
\*Rounding

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=1,651 / Ward 10: n=116)

# Type of Contact

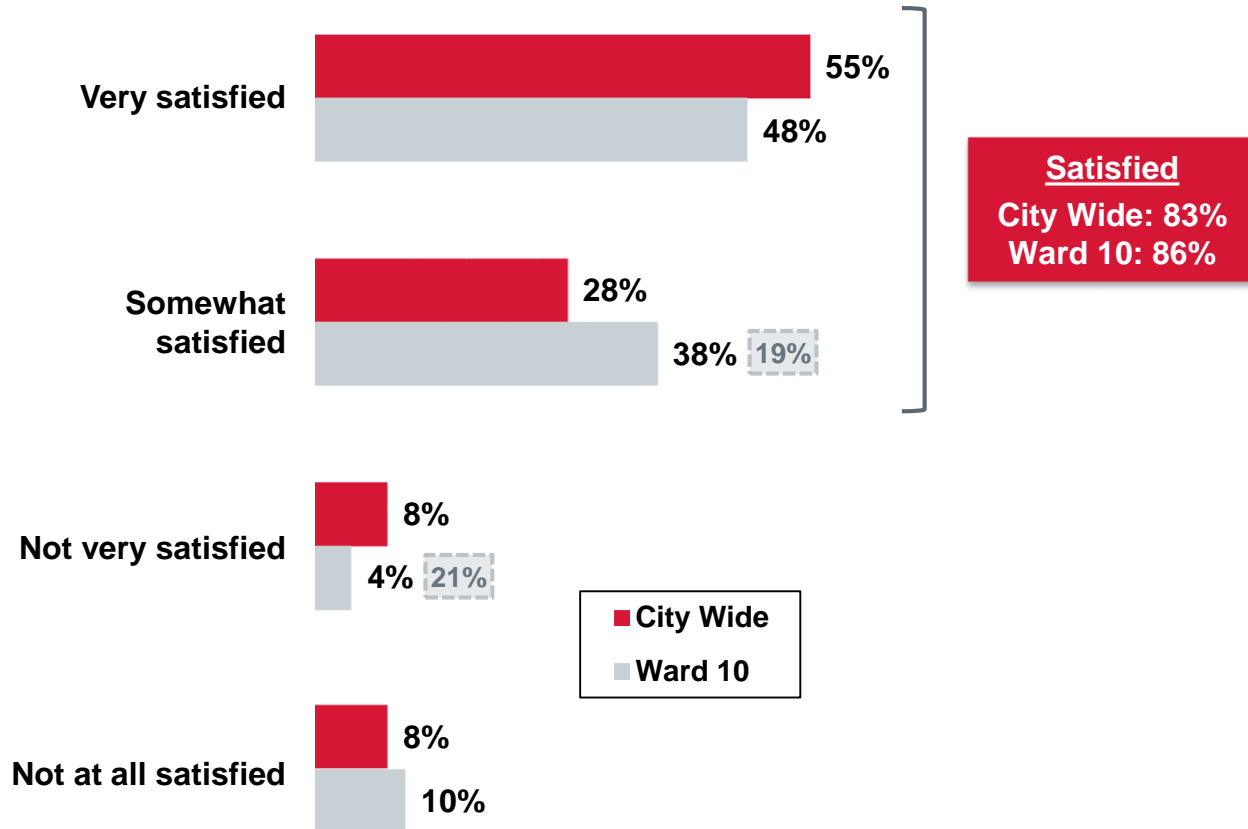
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



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 10: n=85)

# Satisfaction with Most Recent City Contact

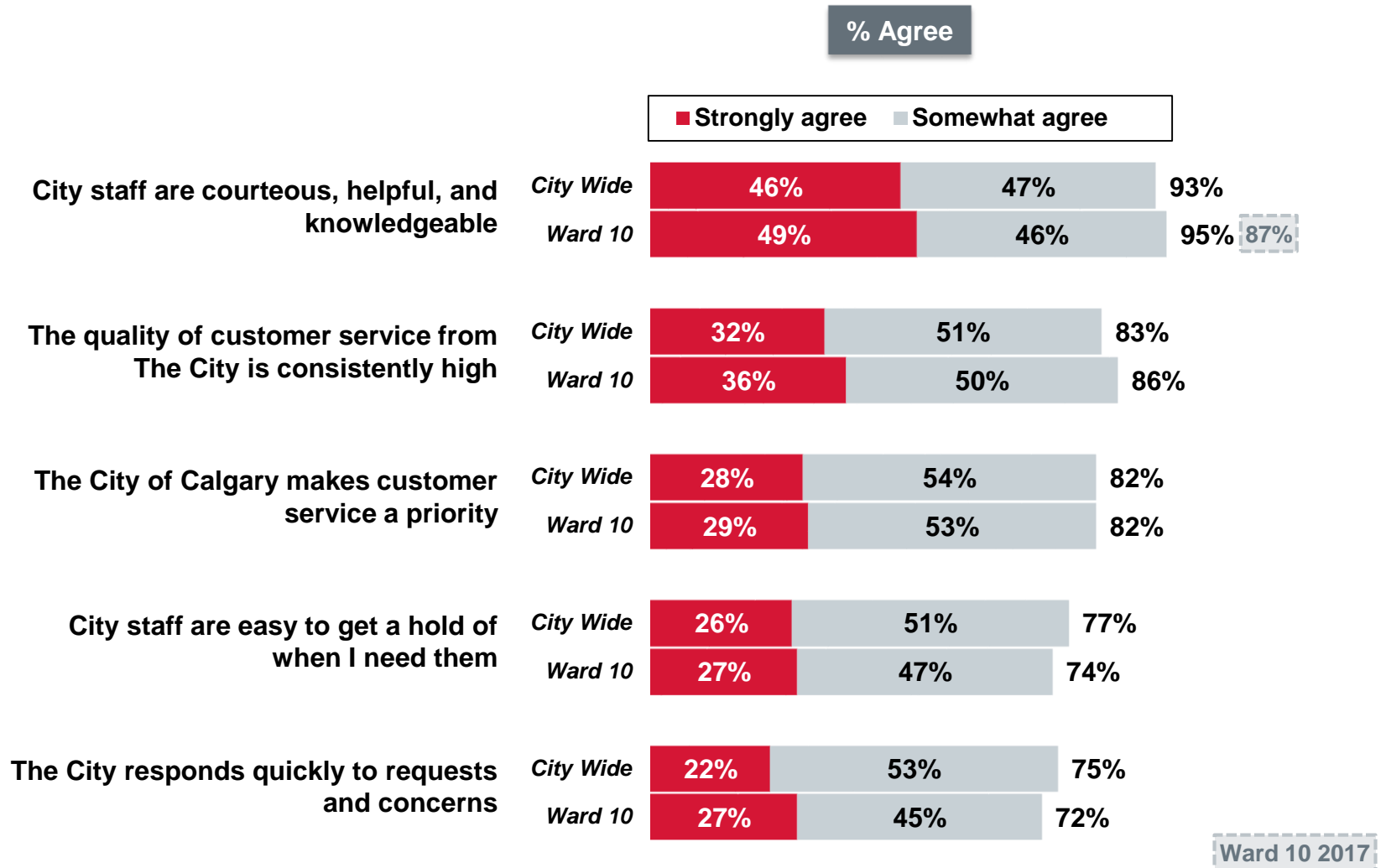


Ward 10 2017

*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 10: n=85)

# 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)

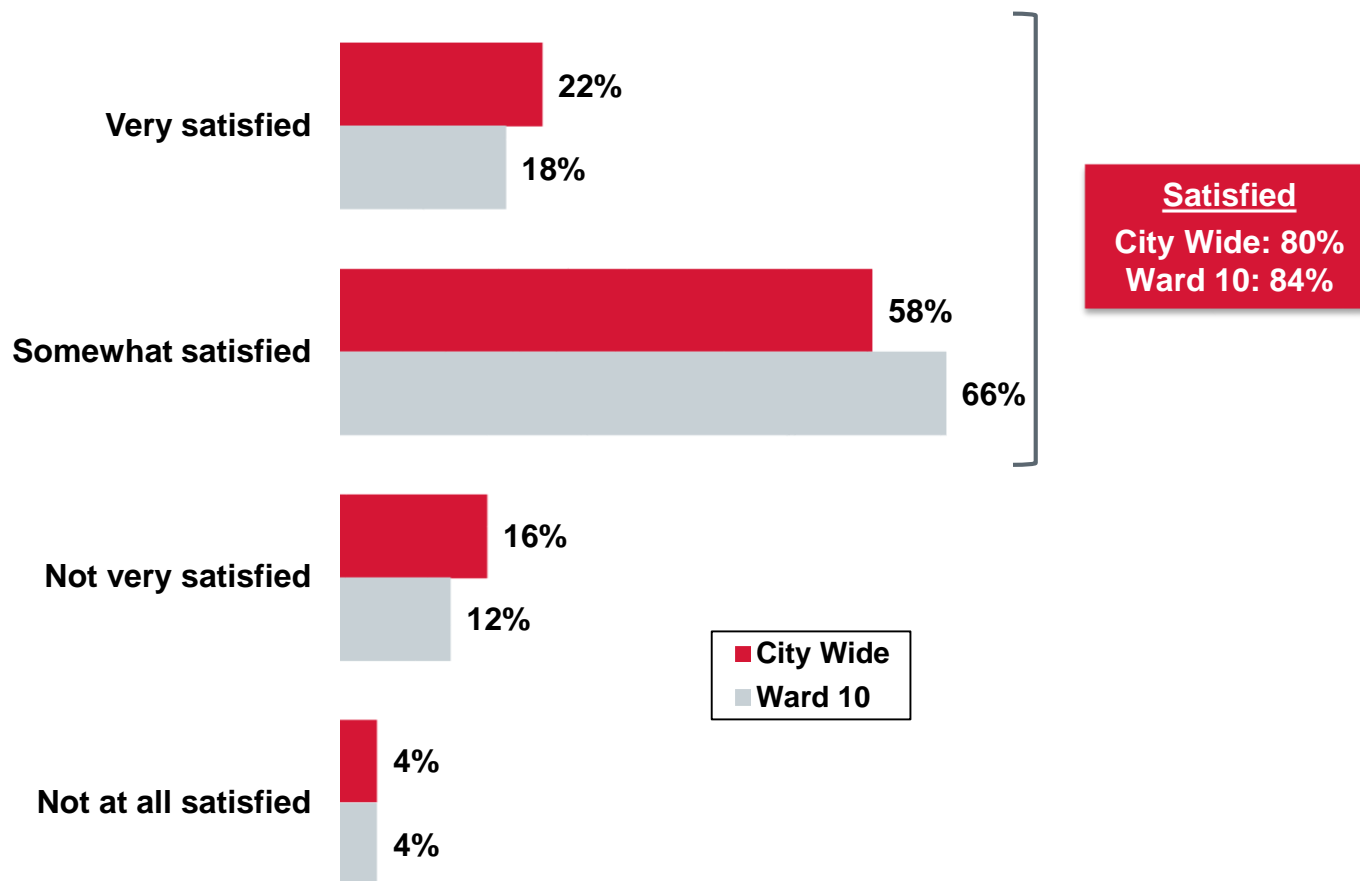




## City Communications



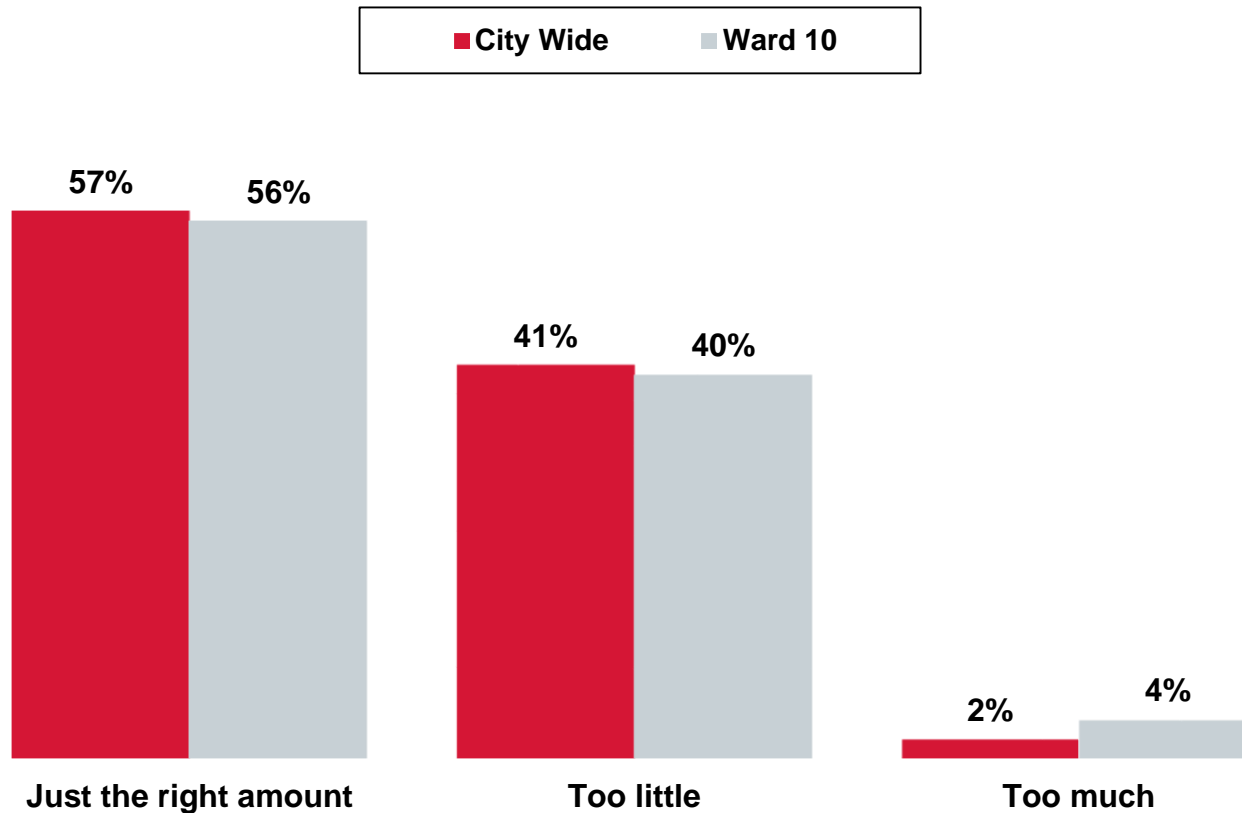
# Satisfaction with the Overall Quality of City Information and Communications



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

Base: Valid respondents (City Wide: n=2,490 / Ward 10: n=185)

# 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 10: n=179)





## City Reputation and Performance

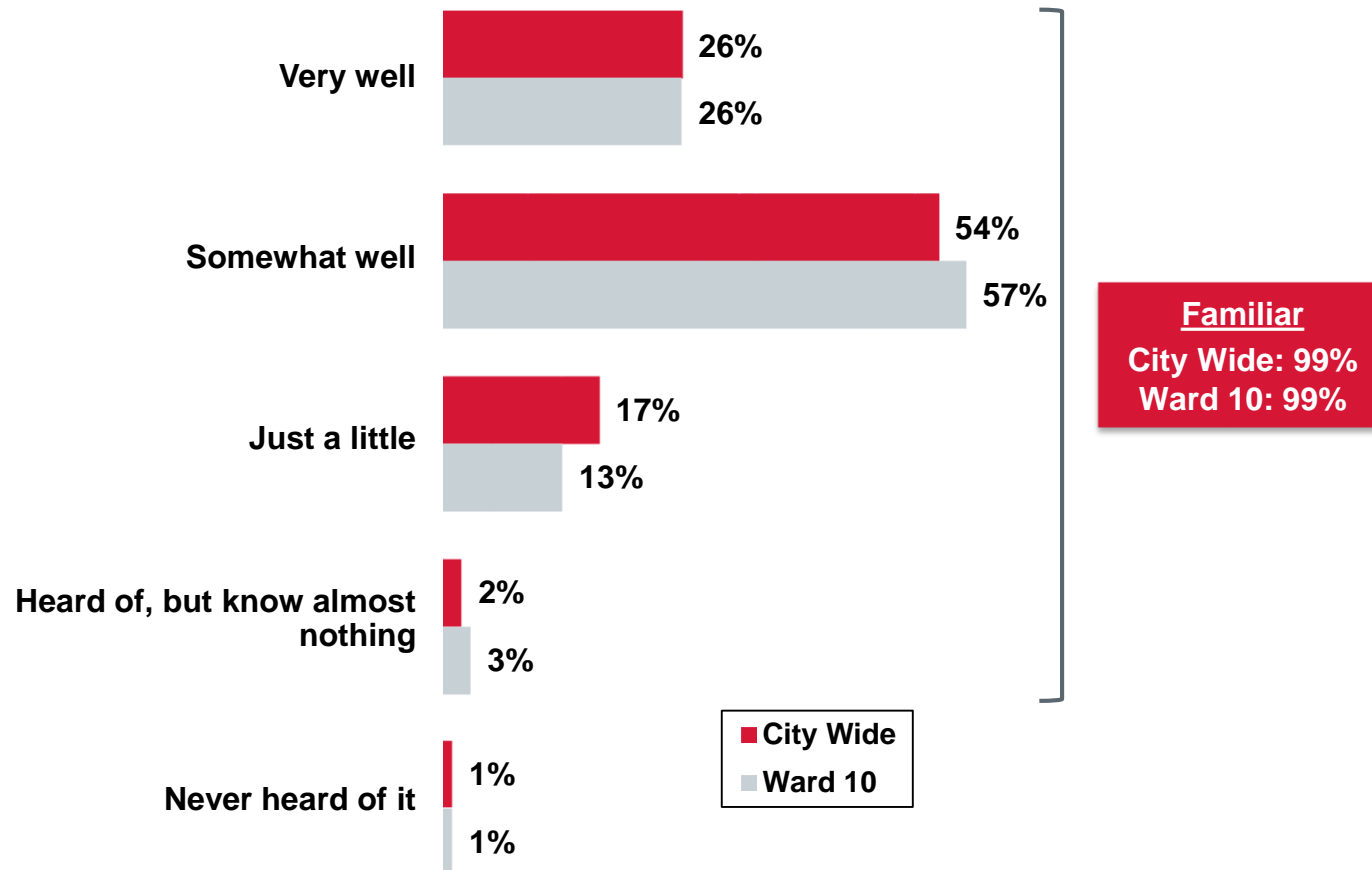




## A Model of Reputation



# Familiarity

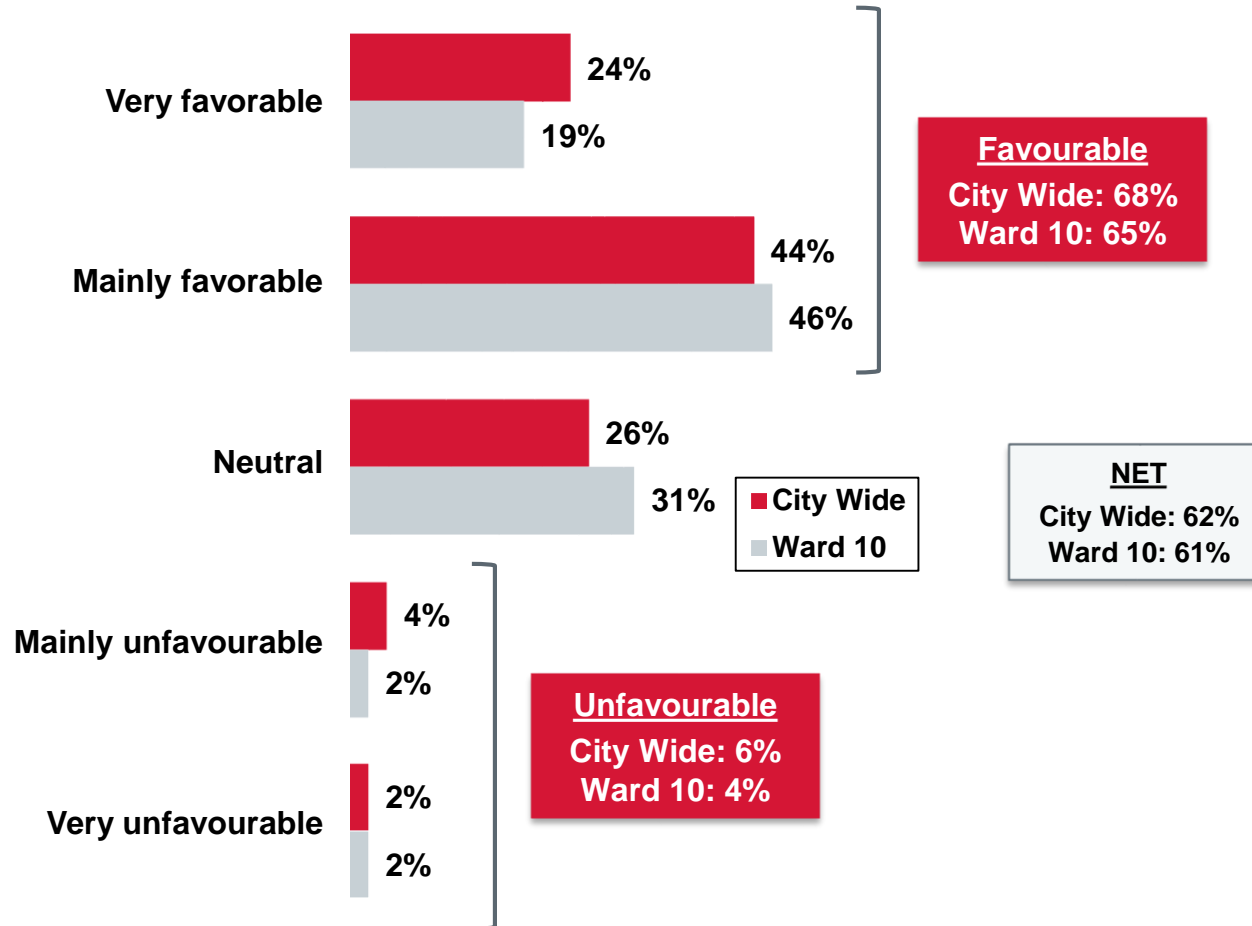


*Taking into account all the ways you have learned about or had contact with The City of Calgary, how well do you feel you know The City?*

Base: Valid respondents (City Wide: n=2,496 / Ward 10: n=184)

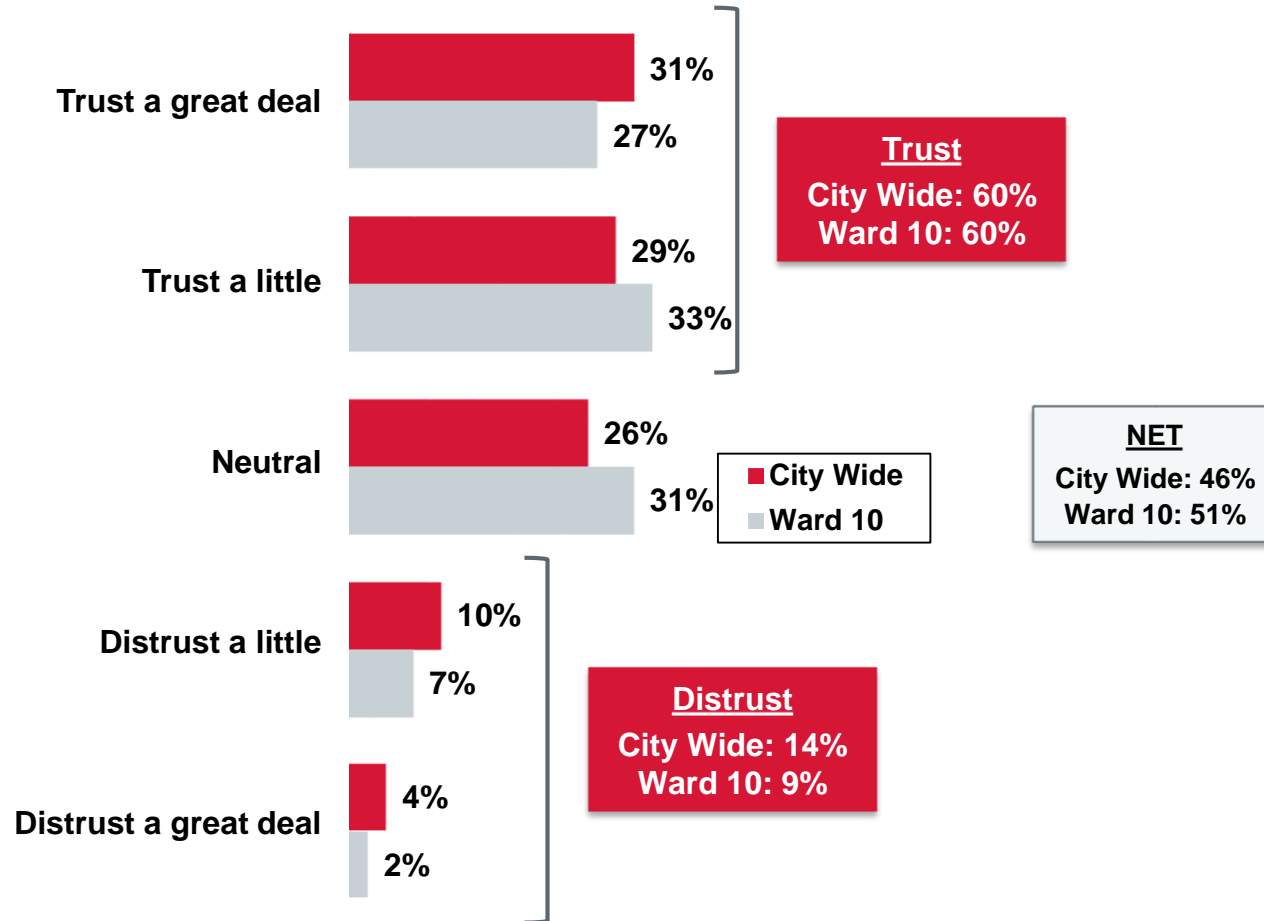


# Favourability

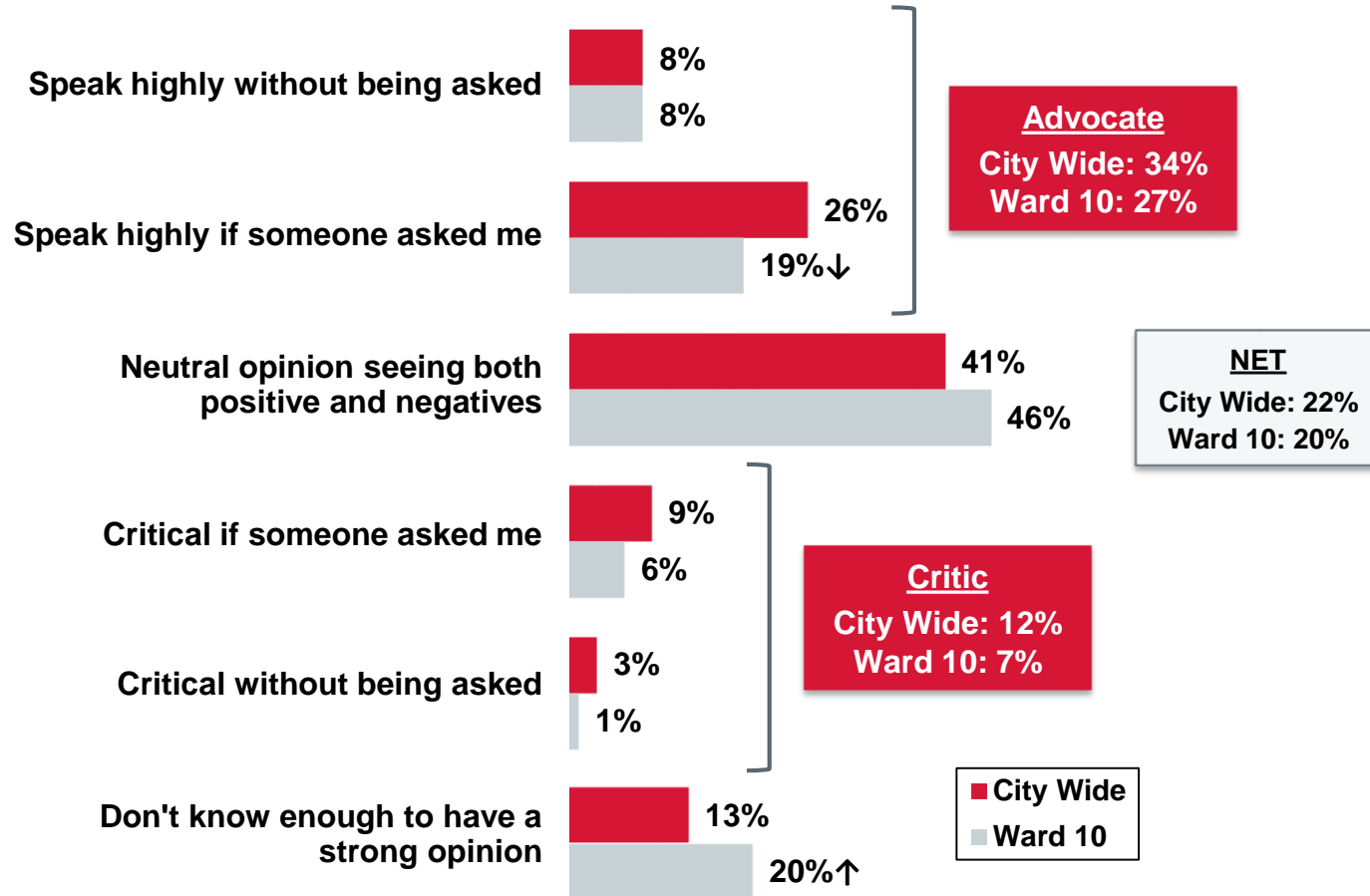


*Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?*

Base: Valid respondents (City Wide: n=2,496 / Ward 10: n=183)



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 10: n=184)

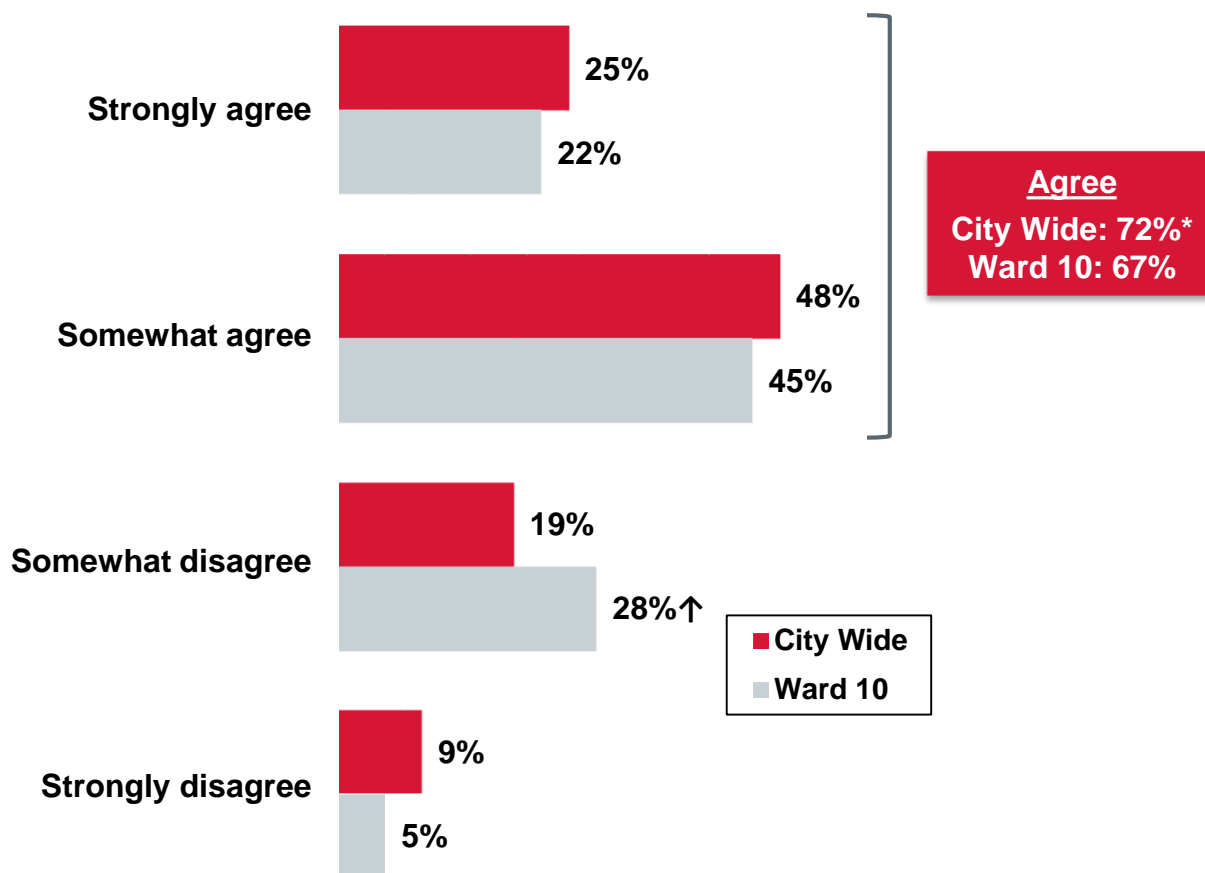


*Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?*

Base: Valid respondents (City Wide: n=2,488 / Ward 10: n=183)

# 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*



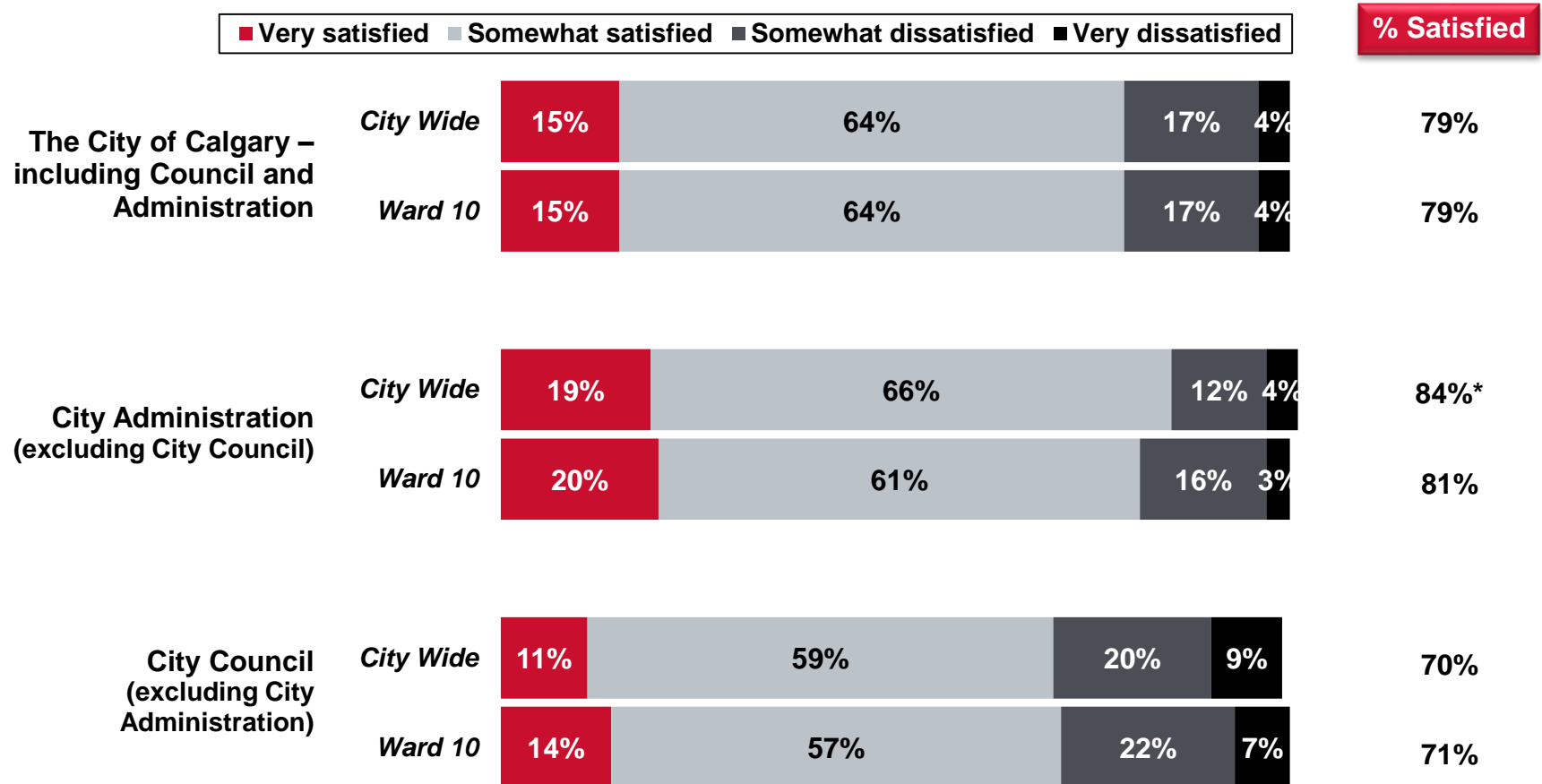
\*Rounding

*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 10: n=181)

# 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

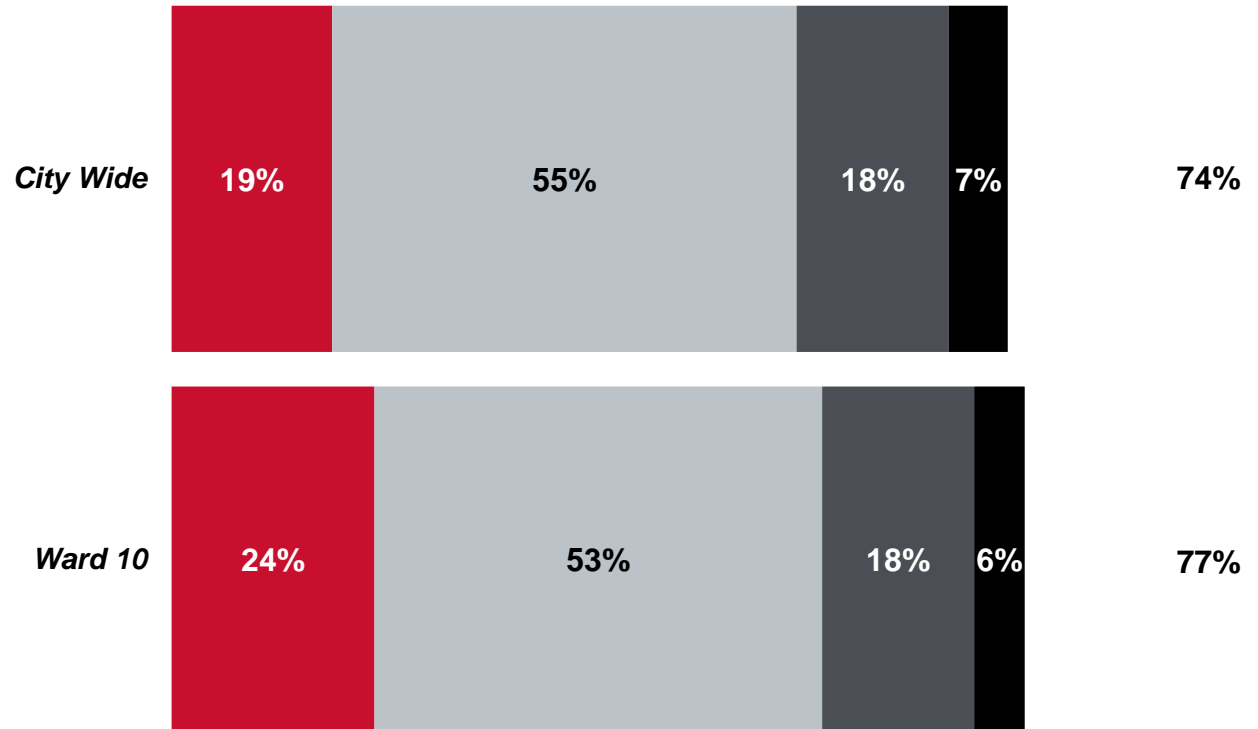
Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?  
Base: Valid respondents (Bases vary)

# 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

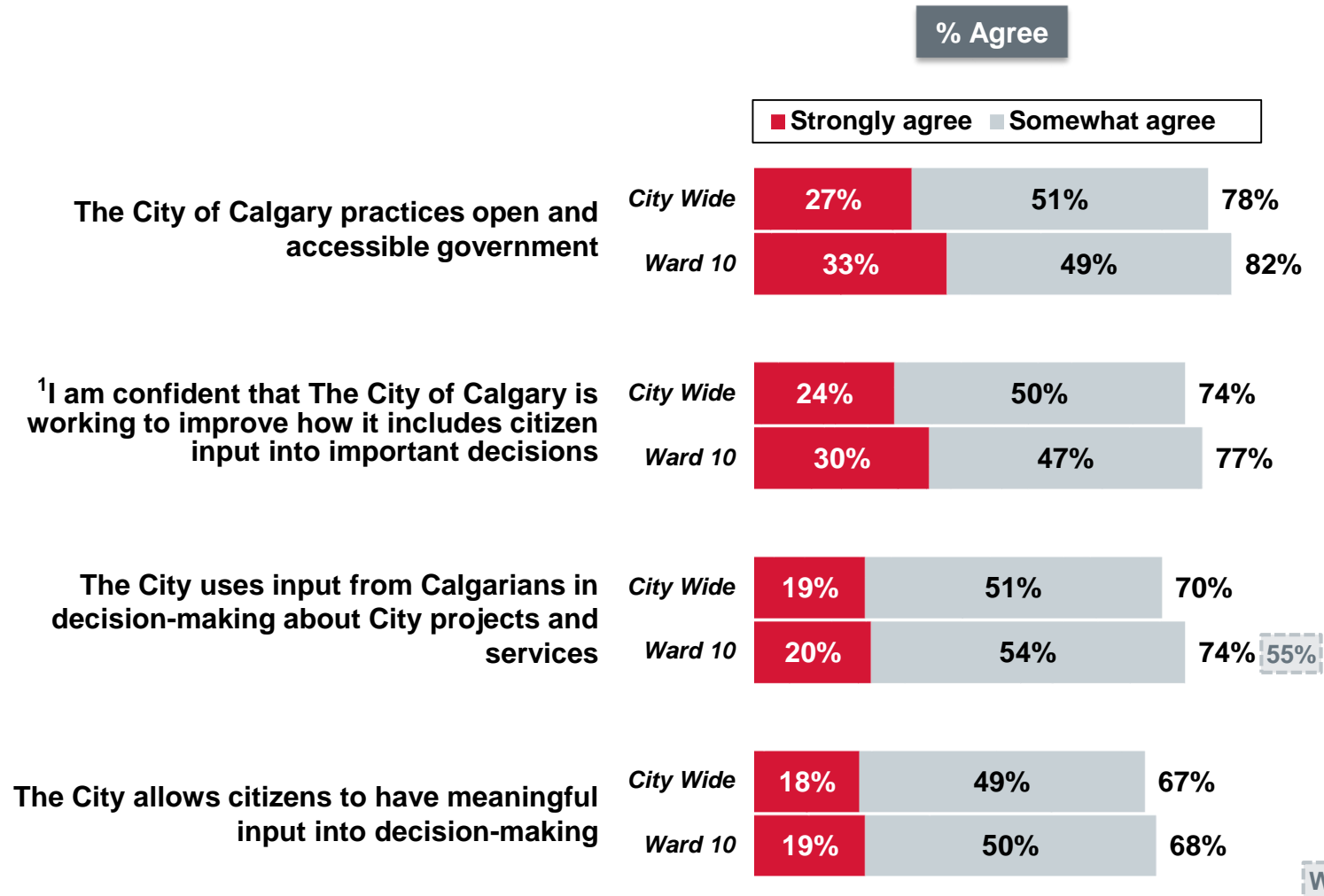


Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (City Wide: n=2,479 / Ward 10: n=185)



# Perceptions of Transparency and Citizen Input



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

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

Base: Valid respondents (Bases vary)



## Respondent Profile



## Age

	City Wide	Ward 10
18 to 24	12%	15%
25 to 34	21%	25%
35 to 44	17%	14%
45 to 54	19%	14%
55 to 64	13%	12%
65 or older	17%	21%
<i>Mean</i>	45	45

## Income

	City Wide	Ward 10
Less than \$30,000	7%	10%
\$30,000 to <\$45,000	8%	12%
\$45,000 to <\$60,000	12%	19%
\$60,000 to <\$75,000	9%	13%
\$75,000 to <\$90,000	8%	8%
\$90,000 to <\$105,000	11%	10%
\$105,000 to <\$120,000	11%	12%
\$120,000 to <\$150,000	12%	6%
\$150,000 or more	23%	9%

## Education

	City Wide	Ward 10
Completed high school or less	16%	30%
Some post secondary or completed a college diploma	38%	43%
Completed university degree or post-grad degree	46%	28%

Base: Valid respondents (Bases vary)

# Household Characteristics

## Type of Home

	City Wide	Ward 10
Single-detached house	69%	76%
Apartment or apartment-style condominium	13%	3%
Duplex, triplex or fourplex	9%	10%
Townhouse or rowhouse	8%	7%
Another type of multi-dwelling unit	1%	3%

## Children and Seniors in Household

	City Wide	Ward 10
Yes - Children	35%	34%
Yes - Seniors	17%	27%

## Household Size

	City Wide	Ward 10
1	14%	8%
2	32%	31%
3	18%	18%
4	22%	20%
5 or more	15%	24%
Mean	3.0	3.4

## Responsible for Property Taxes

	City Wide	Ward 10
Yes	84%	81%
No	16%	19%

## Own or Rent

	City Wide	Ward 10
Own	75%	70%
Rent	20%	25%
Other	1%	2%
Neither	4%	4%

## Tenure in Calgary

	City Wide	Ward 10
Less than 5 years	7%	6%
5 to less than 10 years	10%	6%
10 to less than 15 years	10%	12%
15 to less than 20 years	11%	5%
20 to less than 30 years	24%	27%
30 to less than 40 years	15%	17%
40 or more	24%	26%
Mean	26	28

Base: Valid respondents (Bases vary)

# Respondent Characteristics

## Born in Canada

	City Wide	Ward 10
Yes	73%	66%
No	27%	34%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=656)	Ward 10 (n=65)
Less than 12	28%	25%
12 to 17	12%	7%
18 or older	60%	67%
No response	-	-

## Ethnic Background

	City Wide	Ward 10
Caucasian/ White	23%	13%
British	20%	15%
Canadian/ French Canadian	16%	14%
Northern or Western European	12%	11%
Southern or Eastern European	11%	9%
East or Southeast Asian	11%	14%
South Asian	7%	13%
Central/ South American or Caribbean	3%	5%
West Asian or Middle Eastern	2%	7%
African	2%	6%
Aboriginal/ First Nations/ Metis	2%	2%

## Disability

	City Wide	Ward 10
Yes	16%	23%
No	84%	77%

## Visible Minority

	City Wide	Ward 10
Yes	25%	37%
No	75%	63%

Base: Valid respondents (Bases vary)



# Contact

## Jamie Duncan

Vice President

Ipsos Public Affairs

587.952.4863

email: [jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)

## Sheela Das

Director

Ipsos Public Affairs

587.952.4874

email: [sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)