

2019 Quality of Life and Citizen Satisfaction Survey

Ward 1 Report

November 2019

Prepared for The City of Calgary by:

Contact:

Erin Roulston
Vice President
Ipsos
403.919.5609
erin.roulston@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Jessica Weber
Account Manager
Ipsos
403.612.7353
Jessica.weber@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8



Table of Contents

03

Methodology

04

Summary of Key Findings

12

Quality of Life

20

Issue Agenda

22

City Programs and Services

39

Taxation

48

Contact with The City and
Customer Service

54

City Communications

58

City Reputation and Performance

66

Respondent Profile

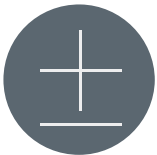


Telephone survey conducted with a randomly selected sample of 2,502 Calgarians aged 18 years and older between August 19th and September 16th, 2019.

- 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 ± 2.0 percentage points, 19 times out of 20.

- A total of 185 interviews were conducted with residents of Ward 1 (MOE $\pm 7.3\%$).

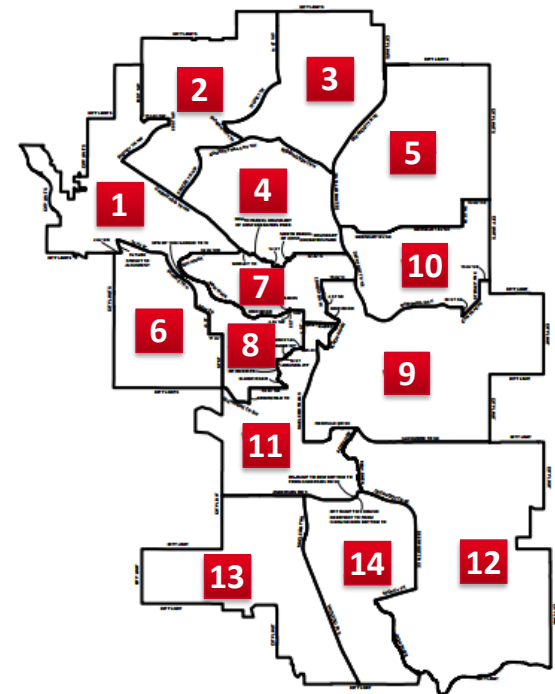


Results for Ward 1 are compared to results City Wide.

- ↑ indicates a number is significantly higher than City Wide.
- ↓ indicates a number is significantly lower than City Wide.

Where possible, 2019 results for Ward 1 are compared to those from 2018.

- Only significant differences are shown.





Summary of Key Findings



Key Findings:

Quality of Life and Issue Agenda

Ward 1 have generally positive impressions of the quality of life in Calgary.

They lead other Calgarians in terms of pride and a feeling of safety in their neighbourhood.

- ❖ More than eight-in-ten (85%) Ward 1 residents rate the overall quality of life in Calgary today as 'good' (on par with 83% City Wide).
- ❖ Results for Ward 1 are on par with City Wide results for 'improved' quality of life (17% vs. 16% City Wide), 'worsened' quality of life (42% vs. 40% City Wide) and for quality of life remaining the 'same' (41% vs. 44% City Wide).
- ❖ Ward 1 residents are more likely than City Wide to agree they are proud to live in their neighbourhood (91%, 6 points higher than City Wide) and to say they feel very/reasonably safe in their neighbourhood after dark (91%, 9 points higher than City Wide).
- ❖ Compared to 2018, Ward 1 residents are less likely to agree Calgary is a great place to make a life (74%, down 12 points from 2018) and that Calgary is a great place to make a living (58%, down 11 points from 2018).

The issues agenda for Ward 1 residents aligns with City Wide results.

- ❖ The top issues in Ward 1 are "*infrastructure, traffic and roads*" (31%, on par with 35% City Wide) and "*transit*" (15%, on par with 17% City Wide).
- ❖ Ward 1 residents are less likely to mention "*breaking and entering/gangs/drugs*" (4%, 5 points lower than City Wide).
- ❖ Mentions of "*budget and spending*" have increased this year (12%, up 9 points from 2018), while mentions of "*education*" have decreased (8%, down 8 points from 2018).

Key Findings:

Importance of City Programs and Services

Ward 1 residents are on par with City Wide for most overall importance ratings of programs and services.

In Ward 1, higher 'very' important ratings emerge for two programs and services in comparison to last year, and lower 'very' important ratings for one service.

- ❖ Ward 1 residents differ from City Wide residents most on the importance placed on the following programs and services:
 - Affordable housing (52% very important, 16 points lower than City Wide).
 - Calgary's parks, playgrounds and other open spaces (64% very important, 14 point lower than City Wide).
 - City growth management (73% very important, 13 points higher than City Wide).
- ❖ There have been some shifts within Ward 1 compared to last year, most notably:
 - City of Calgary website (50% very important, up 23 points from 2018).
 - Road maintenance (55% very important, down 23 points from 2018).
 - Property tax assessment (78% very important, up 20 points from 2018).

Key Findings:

Satisfaction with City Programs and Services

The majority of Ward 1 residents are satisfied with the overall level and quality of municipal programs and services, consistent with City Wide results.

In Ward 1, notable increases in satisfaction emerge for two services, and declines for two services in comparison to 2018.

- ❖ Roughly three-quarters (74%) of Ward 1 residents say they are satisfied with the overall level and quality of services and programs provided by The City, identical with 74% City Wide.
- ❖ Satisfaction has increased over the past year with two City programs and services.
 - Road maintenance (77% satisfied, up 18 points from 2018).
 - Snow removal (80% satisfied, up 14 points from 2018).
- ❖ Satisfaction has declined over the past year with two City programs and services.
 - City growth management (70% satisfied, down 14 points from 2018).
 - Property tax assessment (64% satisfied, down 14 points from 2018).
- ❖ Ward 1 residents consider Calgary Transit to be a 'secondary weakness', whereas Calgary Transit is a 'primary weakness' City Wide.

Key Findings:

Investment in City Programs and Services

Ward 1 residents are less likely than City Wide residents to want *more* investment in several programs and services.

In comparison to 2018, Ward 1 residents are less likely to prefer to see *more* investment in five areas, and *more* investment for 311 service.

- ❖ Ward 1 residents are less likely than City Wide to want to see more investment in several programs and services, especially:
 - Snow removal (37% invest more, 15 points lower City Wide).
 - The quality of drinking water (14% invest more, 13 points lower than City Wide).
 - City operated recreation facilities (30% invest more, 12 points lower than City Wide).
 - Affordable housing (51% invest more, 12 points lower than City Wide).
 - Calgary transit (44% invest more, 12 points lower than City Wide).
 - Road maintenance (43% invest more, 11 points lower than City Wide).
- ❖ The biggest shifts in Ward 1 compared to 2018 are as follows:
 - Snow removal (37% invest more, 24 points lower than in 2018).
 - Traffic flow management (41% invest more, 18 points lower than in 2018).
 - Road maintenance (43% invest more, 17 points lower than in 2018).
 - The quality of drinking water (14% invest more, 16 points lower than in 2018).
 - Spring road cleaning (10%, 13 points lower than in 2018).
 - 311 service (23%, 11 points higher than in 2018).

Key Findings: Taxation

Ward 1 views on taxation are mostly consistent with City Wide results.

Similar to City Wide results, Ward 1 residents are also more likely to prefer cutting services over increasing taxes.

Ward 1 views on taxation are mostly consistent with City Wide results.

- ❖ Six-in-ten (58%) Ward 1 residents give The City a 'good value' rating for the value of their property tax dollars (on par with 54% City Wide).
- ❖ In order for The City to maintain or expand services, Ward 1 residents have a slight preference for cutting services (51%, on par with 50% City Wide) over increasing taxes (41%, on par with 44% City Wide).
- ❖ Should The City need to increase revenue for new services, Ward 1 residents would prefer The City expand existing user fees (52%, on par with 48% City Wide) or introduce new service fees (37%, on par with 39% City Wide) instead of increasing property taxes (11%, on par with 12% City Wide).

Key Findings:

Customer Service and Communications

Ward 1 residents provide similar measures related to customer service as are seen City Wide.

Overall satisfaction with information received from The City is on par with City Wide.

- ❖ Just over six-in-ten Ward 1 residents (63%, on par with 62% City Wide) contacted The City within the past year.
- ❖ Eight-in-ten (81%) Ward 1 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).
- ❖ Ward 1 residents are more likely than City Wide to contact the City by calling a number other than 311 (19%, 9 points higher than City Wide).
- ❖ Three-quarters of Ward 1 residents (77%, on par with 75% City Wide) are satisfied with the overall quality of City information and communications.
- ❖ Seven-in-ten Ward 1 residents (72%, same as 72% City Wide) rate City of Calgary as good or very good for communicating about its services, programs, policies and plans in the past 6 months.

Key Findings: City Reputation and Performance

Overall favourable impressions of The City are on par with City Wide in Ward 1; however, views have declined since 2018.

Ward 1 residents' satisfaction with City governance are on par with City Wide results, and are lower than last year.

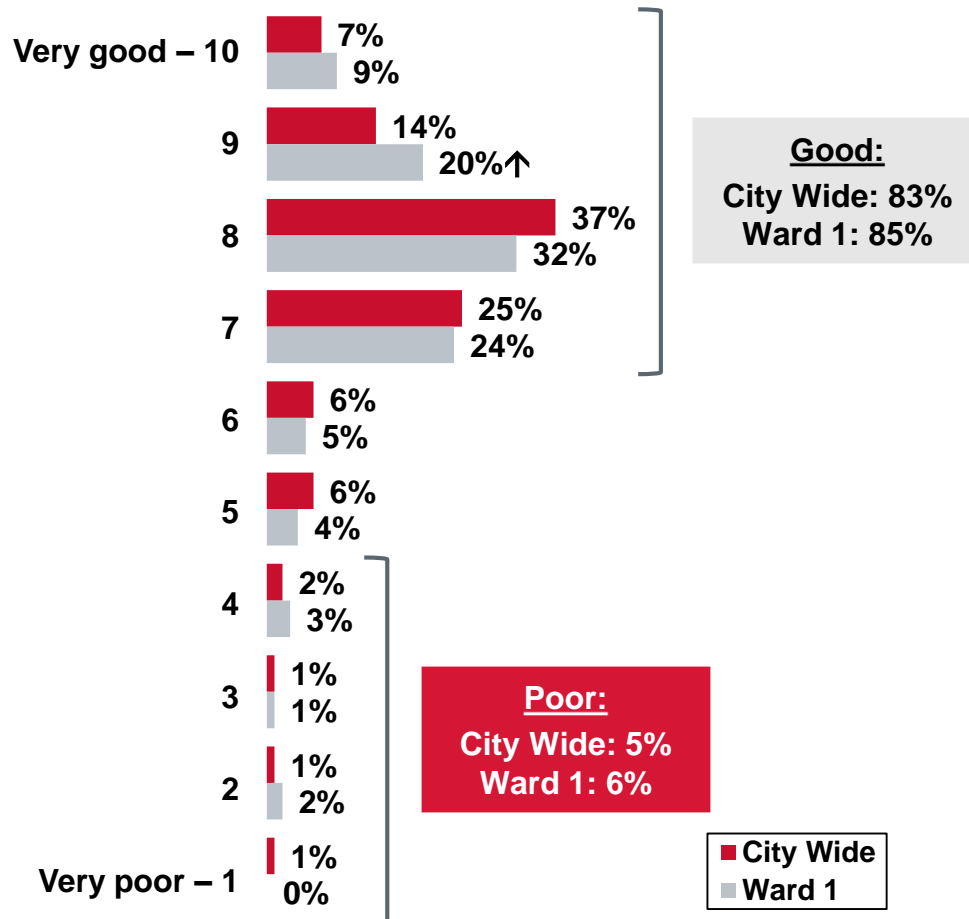
- ❖ Nearly half (48%) of Ward 1 residents have a favourable impression of The City of Calgary. This is on par with 50% City Wide, but down 16 percentage points from 64% in 2018.
- ❖ Ward 1 residents are also less satisfied with each of the following compared to last year, though on par with City Wide results.
 - City Council (53% satisfied, down 12 points from 2018).
 - City of Calgary, including Council and Administration (66% satisfied, down 11 points from 2018).
 - City Administration (76% satisfied, down 10 points from 2018).
- ❖ Ward 1 residents' trust in The City of Calgary (52%) is on par with trust City Wide (53%).
- ❖ The level of advocacy for The City among Ward 1 residents (24%) is also consistent with City Wide results (25%).
- ❖ More than one-in-six (62%) of Ward 1 residents believe that City Council and City Administration work collaboratively, on par with 66% City Wide.
- ❖ Ward 1 residents are on par with results City Wide with respect to sentiments towards transparency and citizen input.



Quality of Life



Overall Quality of Life in Calgary

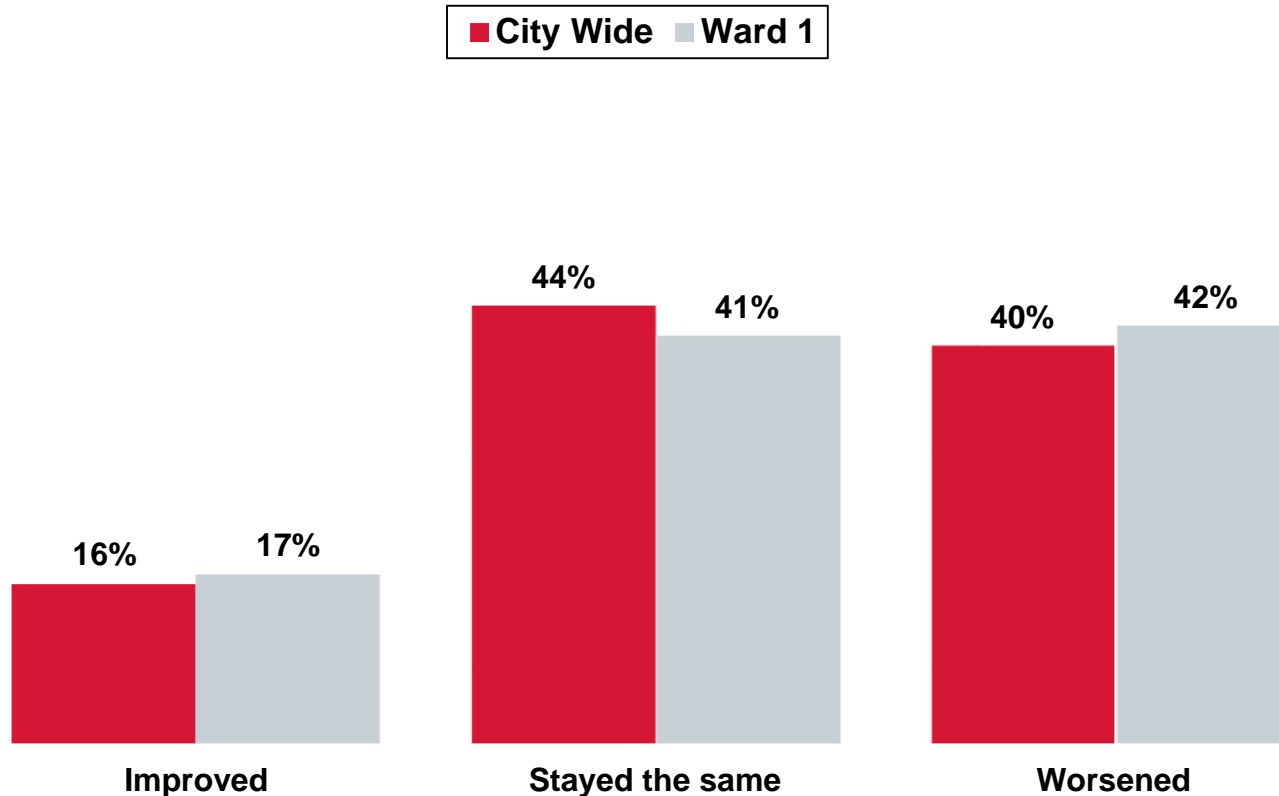


On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,498 / Ward 1: n=185)

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

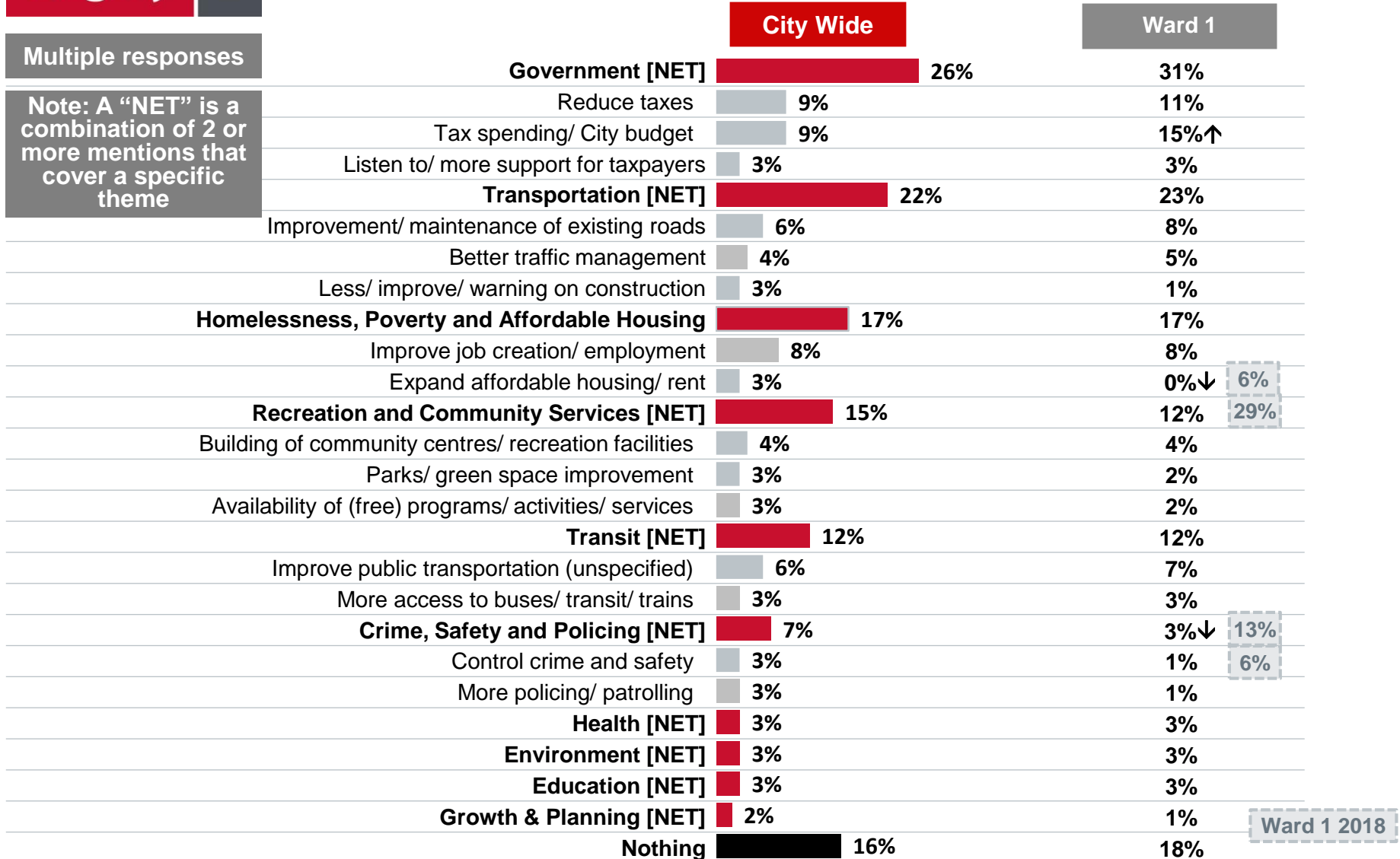
Perceived Change in the Quality of Life



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 1: n=185)

Actions to Improve the Quality of Life



Ward 1 2018

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

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 1: n=168)

Sustainability: Connectedness

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

% Agree

I am proud to be a Calgarian



87%

86%

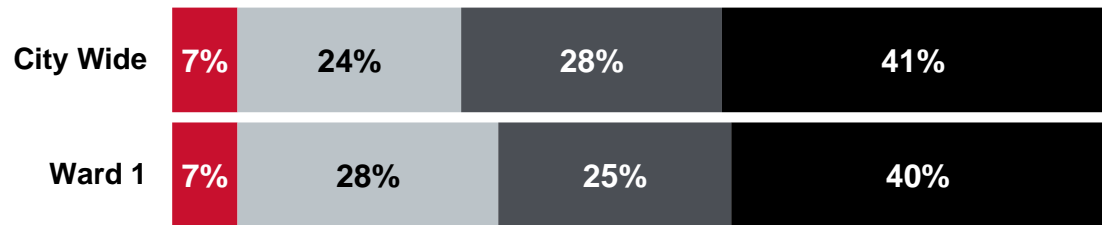
I am proud to live in my neighbourhood



85%

91%*↑

I am regularly involved in neighbourhood and local community events



31%

35%

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)

Data labels of <3% not shown

*Rounding

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

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

20%

59%

14%

7%

79%

Ward 1

22%

51%

21%

6%

74%*

86%

Calgary is a great place to make a living

City Wide

14%

49%

24%

13%

63%

Ward 1

15%

43%

28%

14%

58%

69%

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

City Wide

20%

55%

16%

9%

75%

Ward 1

21%

48%

20%

11%

70%*

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

City Wide

8%

45%

29%

18%

53%

Ward 1

8%

47%

26%

19%

55%

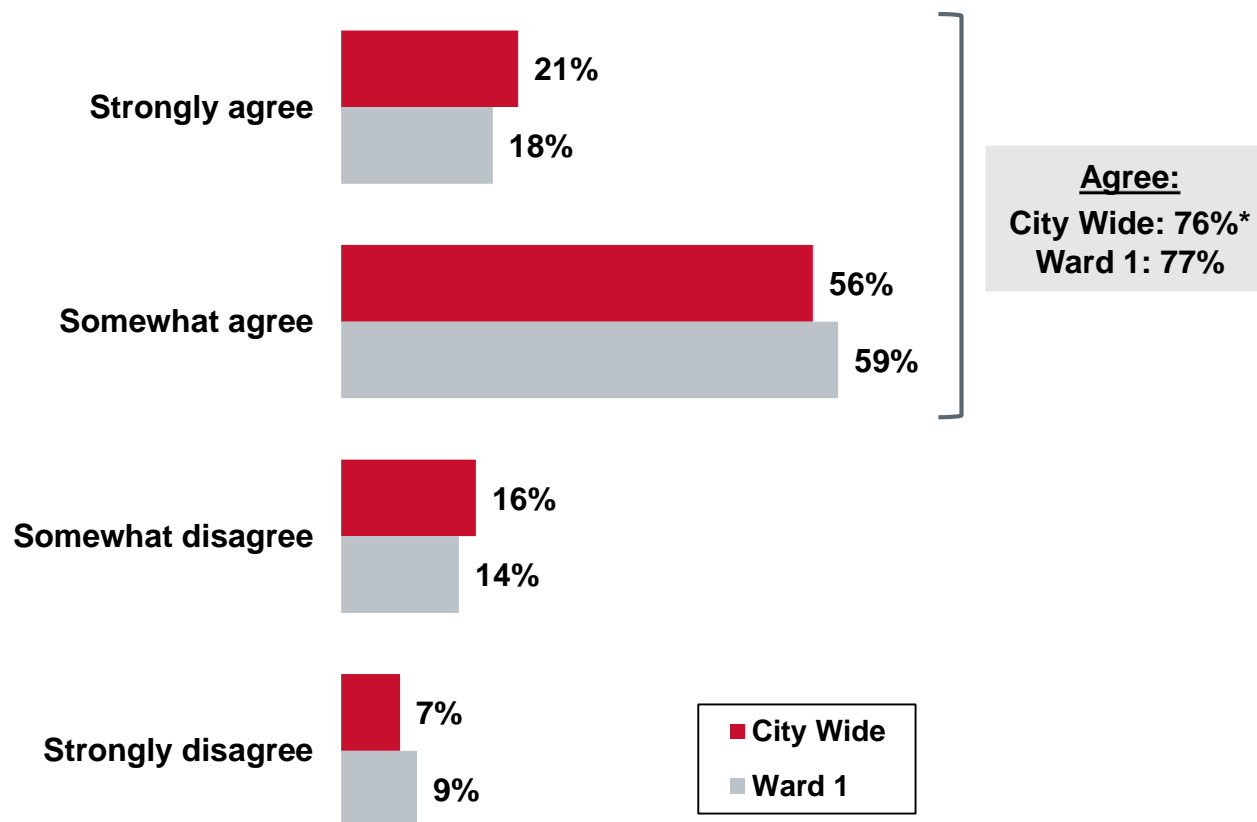
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)

*Rounding

Ward 1 2018

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

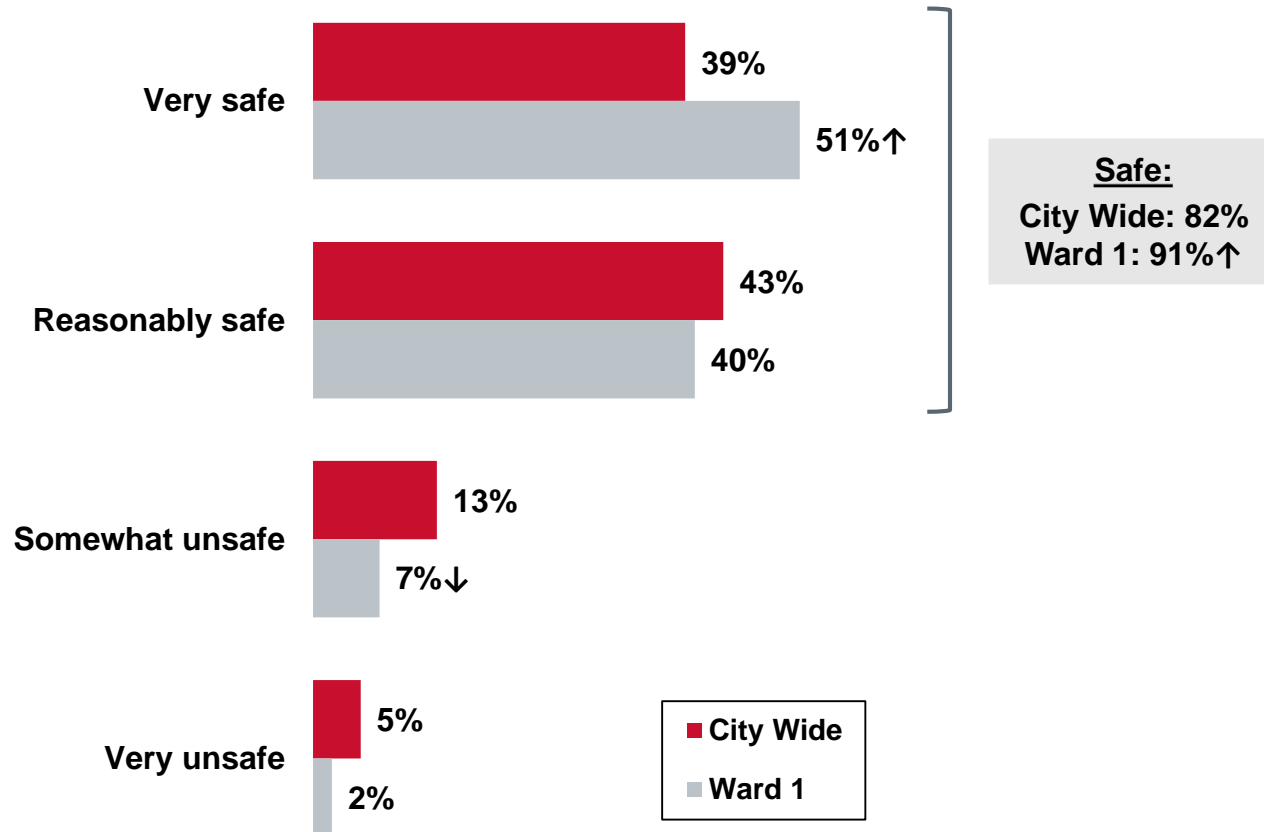


There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (City Wide: n=2,485 / Ward 1: n=182)

*Rounding

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 1: n=185)

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



Issue Agenda



Issue Agenda

City Wide

Ward 1

Multiple responses

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

■ First Mention ■ Other Mentions

Infrastructure, Traffic & Roads [NET]	24%	11%	35%	31%
Traffic congestion	5%	7%		5%
Road conditions	4%	7%		5%
Infrastructure maintenance	5%	6%		9%
(Lack of) snow removal	4%	5%		4%
Roads (unspecified)	4%	5%		7%
Too much/poorly planned/delayed road construction	3%	5%		2%
Transit [NET]	12%	5%	17%	15%
Public Transportation (incl. buses/ C-train/ poor service)	6%	8%		7%
Transportation (unspecified)	4%	6%		5%
Transit system improvements	4%	6%		6% 0%
Crime, Safety & Policing [NET]	10%	5%	15%	11%
Breaking and entering/gangs/drugs	6%	9%		4%↓
Public safety	4%	6%		6%
Budget & Spending [NET]	8%	11%		12% 3%
Taxes [NET]	8%	11%		12%
Economy [NET]	6%	8%		10%
Education [NET]	5%	8%		8% 16%
Recreation [NET]	4%	7%		10%
Environment and Waste Management [NET]	4%	7%		3%
Growth and Planning [NET]		5%		5%
Homelessness, Poverty & Affordable Housing [NET]		4%		2%
Healthcare [NET]		4%		5%
None			11%	14%

↑Statistically higher than City Wide

↓Statistically lower than City Wide

NET mentions of <4% are not shown

Ward 1 2018

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?

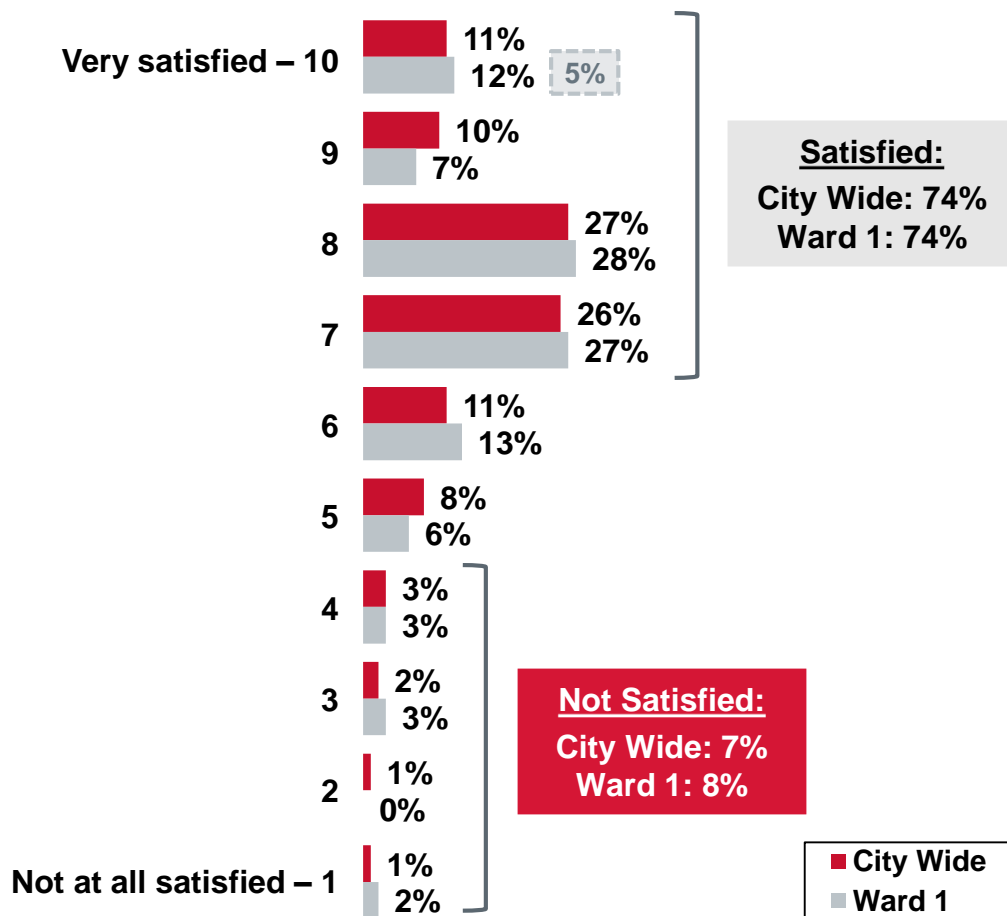
Base: Valid respondents (City Wide: n=2,422 / Ward 1: n=181)



City Programs and Services



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

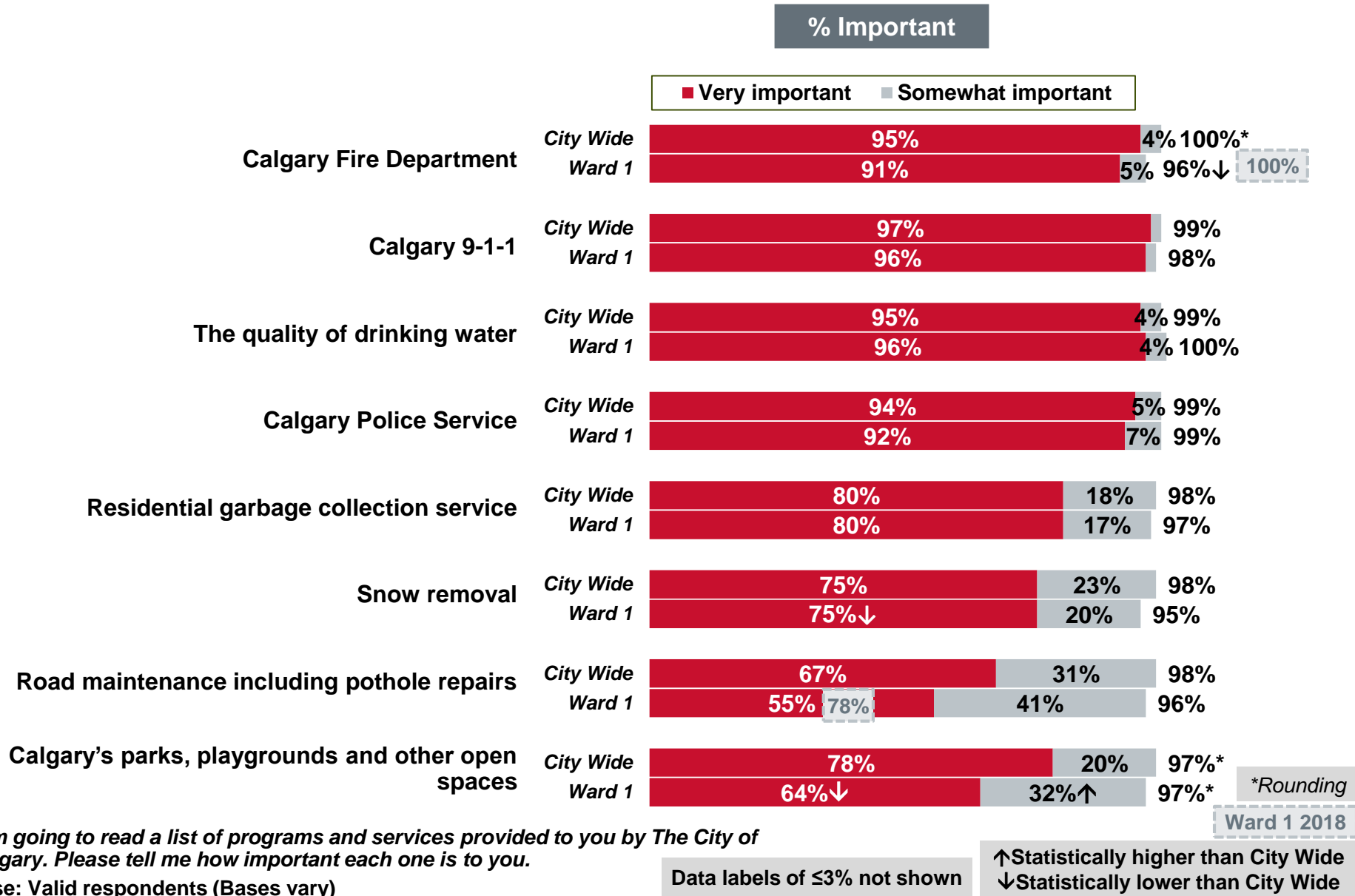


Ward 1 2018

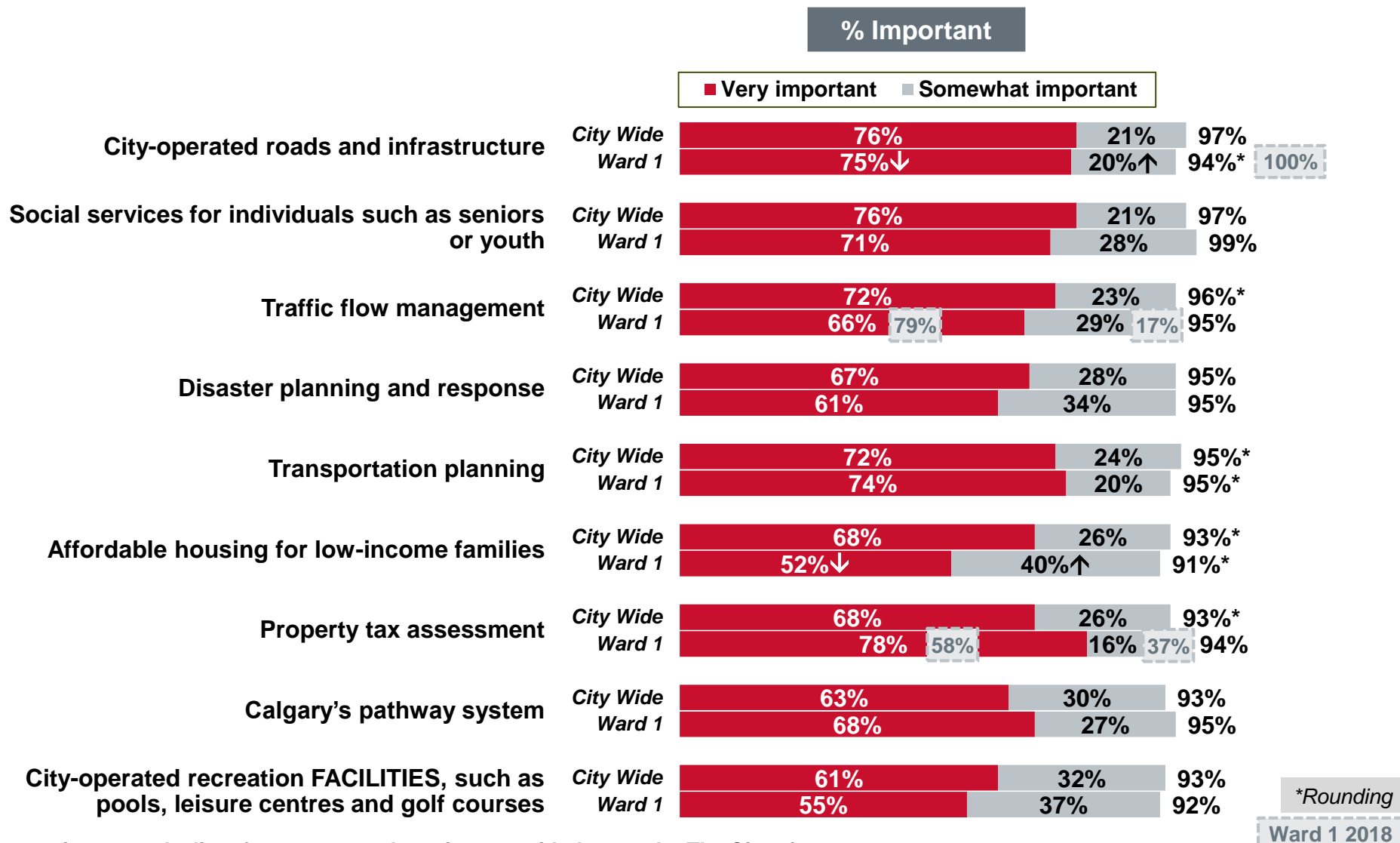
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 1: n=185)

Importance of City Programs and Services



Importance of City Programs and Services (continued)



*Rounding

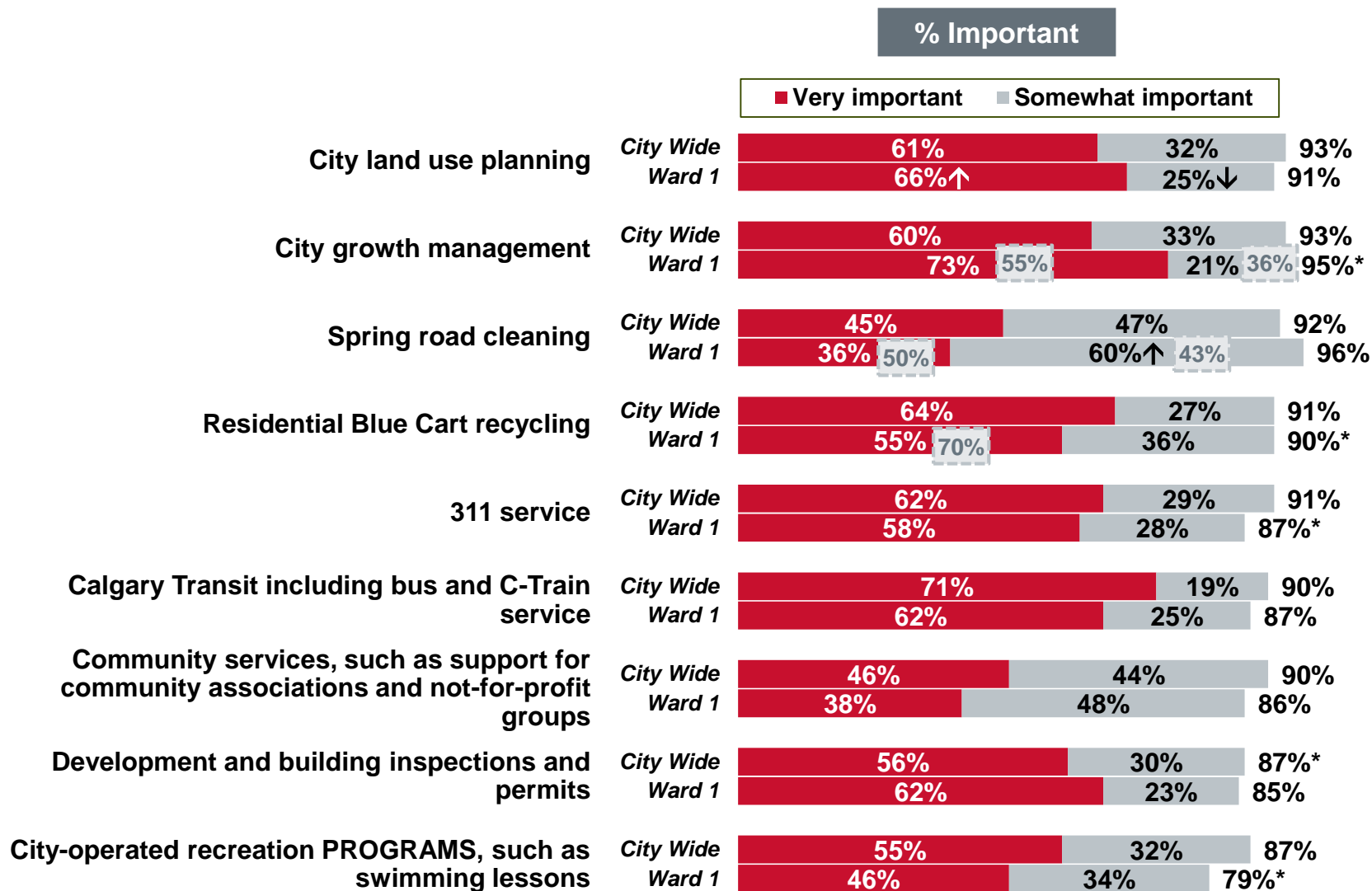
Ward 1 2018

↑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)



*Rounding

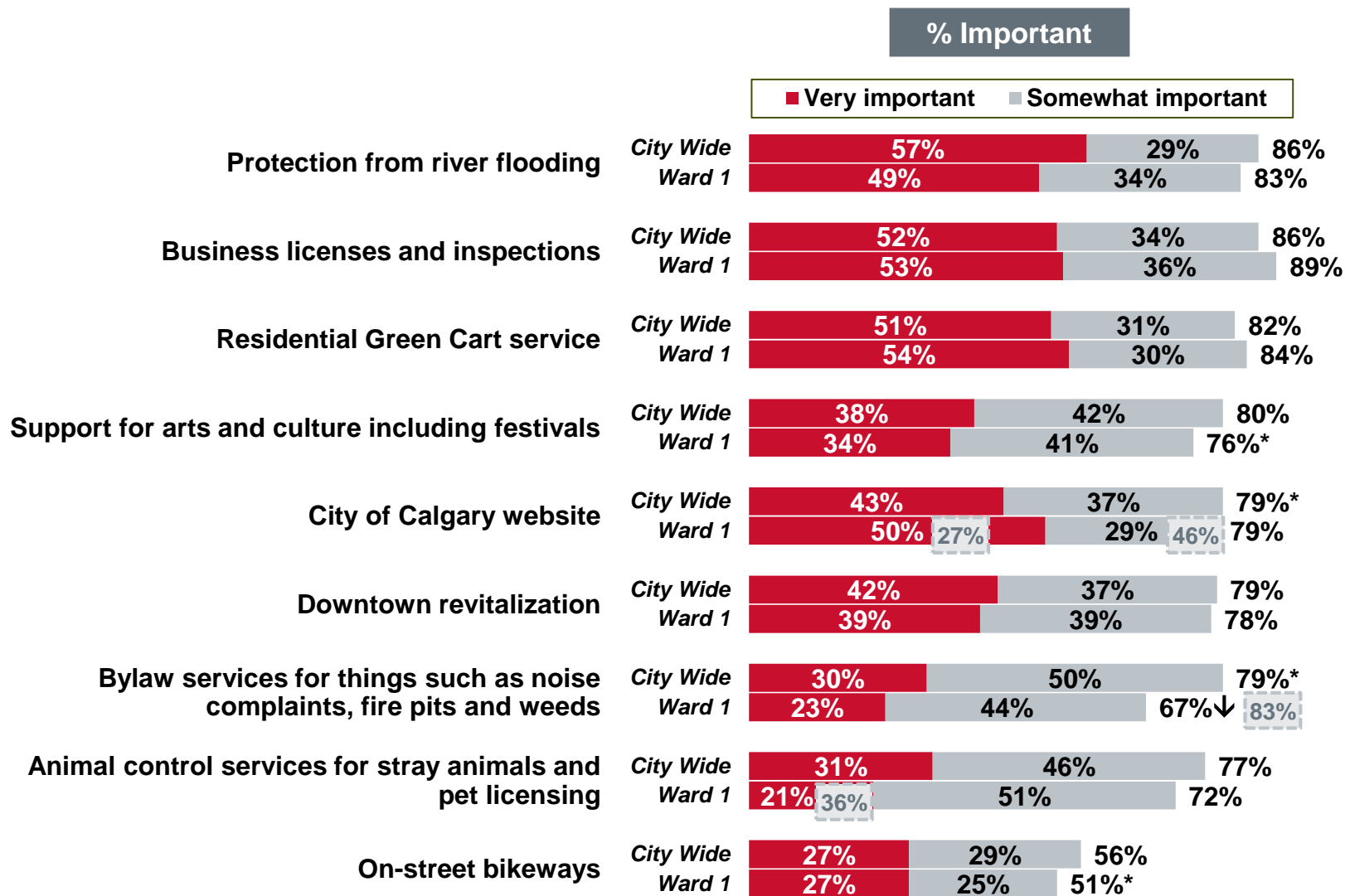
Ward 1 2018

↑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)



*Rounding

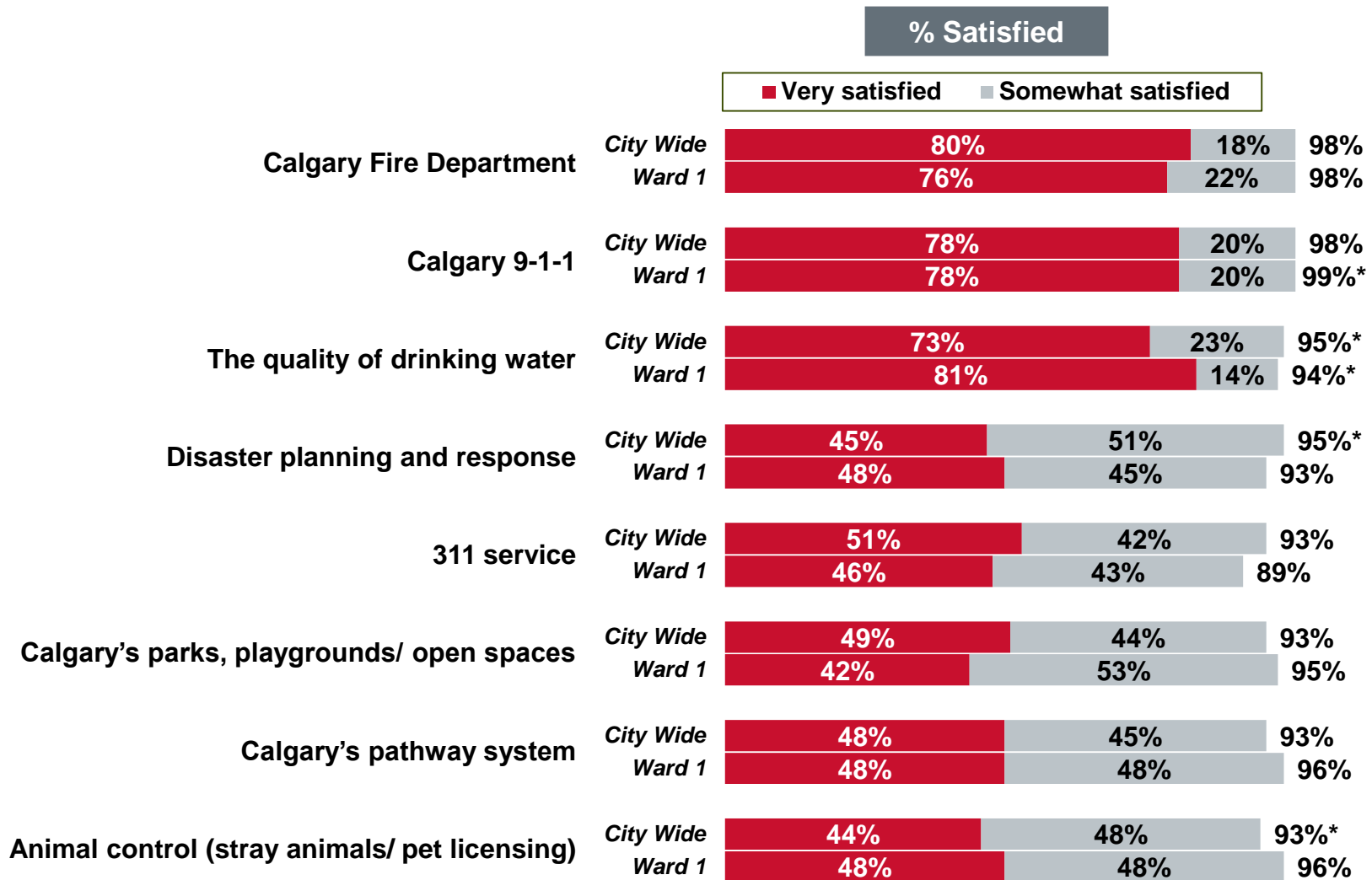
Ward 1 2018

↑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)

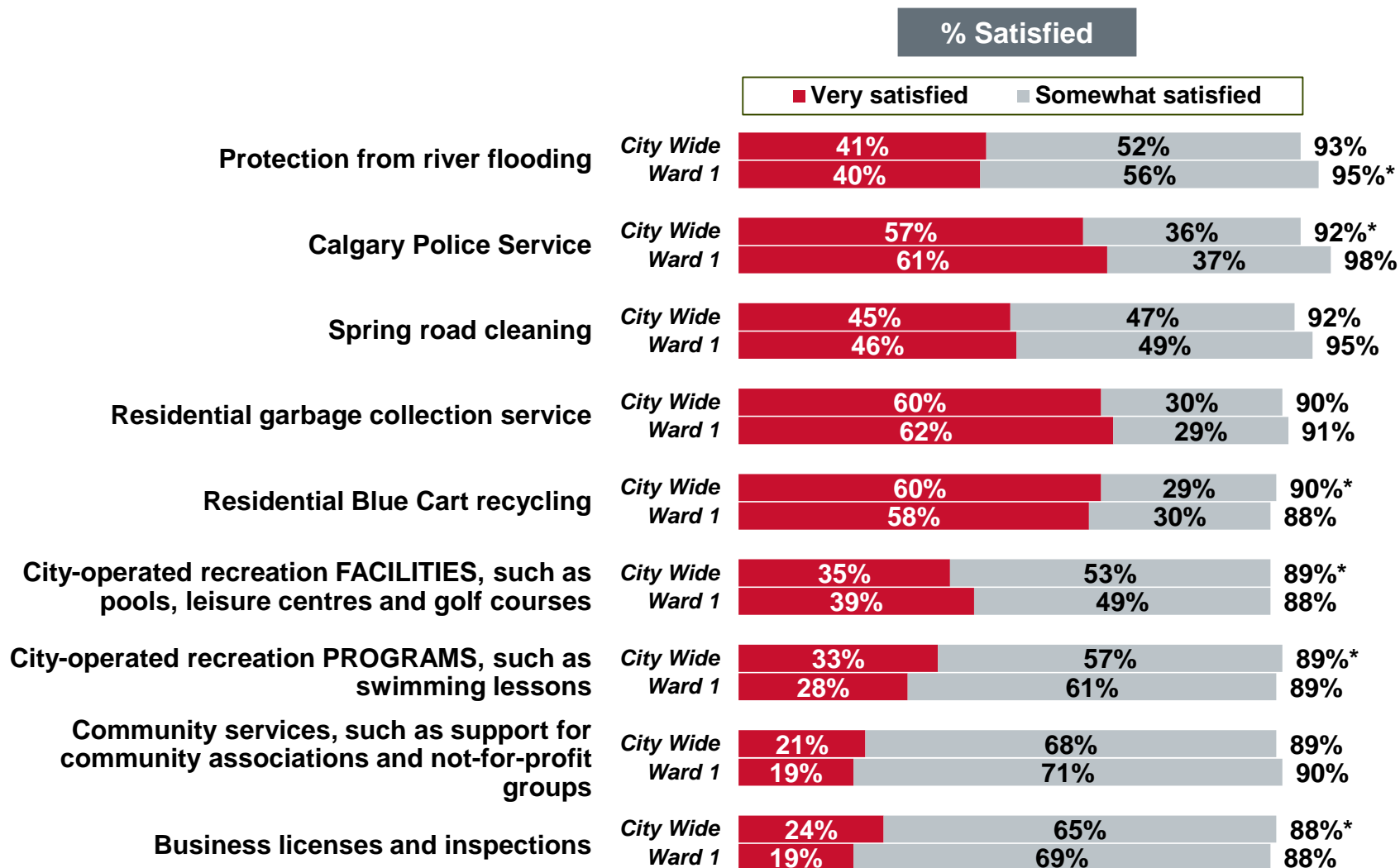
Satisfaction with City Programs and Services



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)

*Rounding

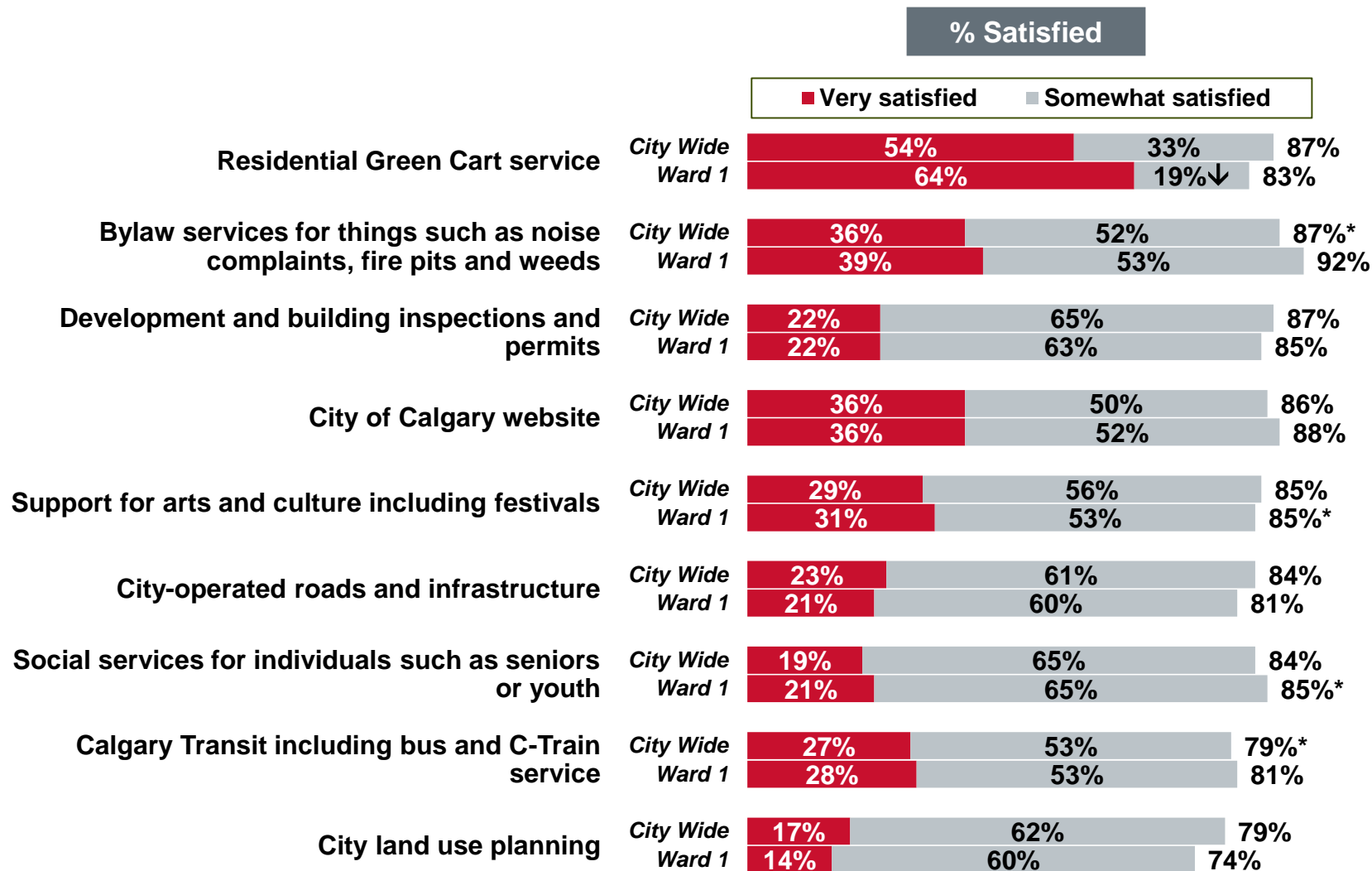
Satisfaction with City Programs and Services (continued)



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)

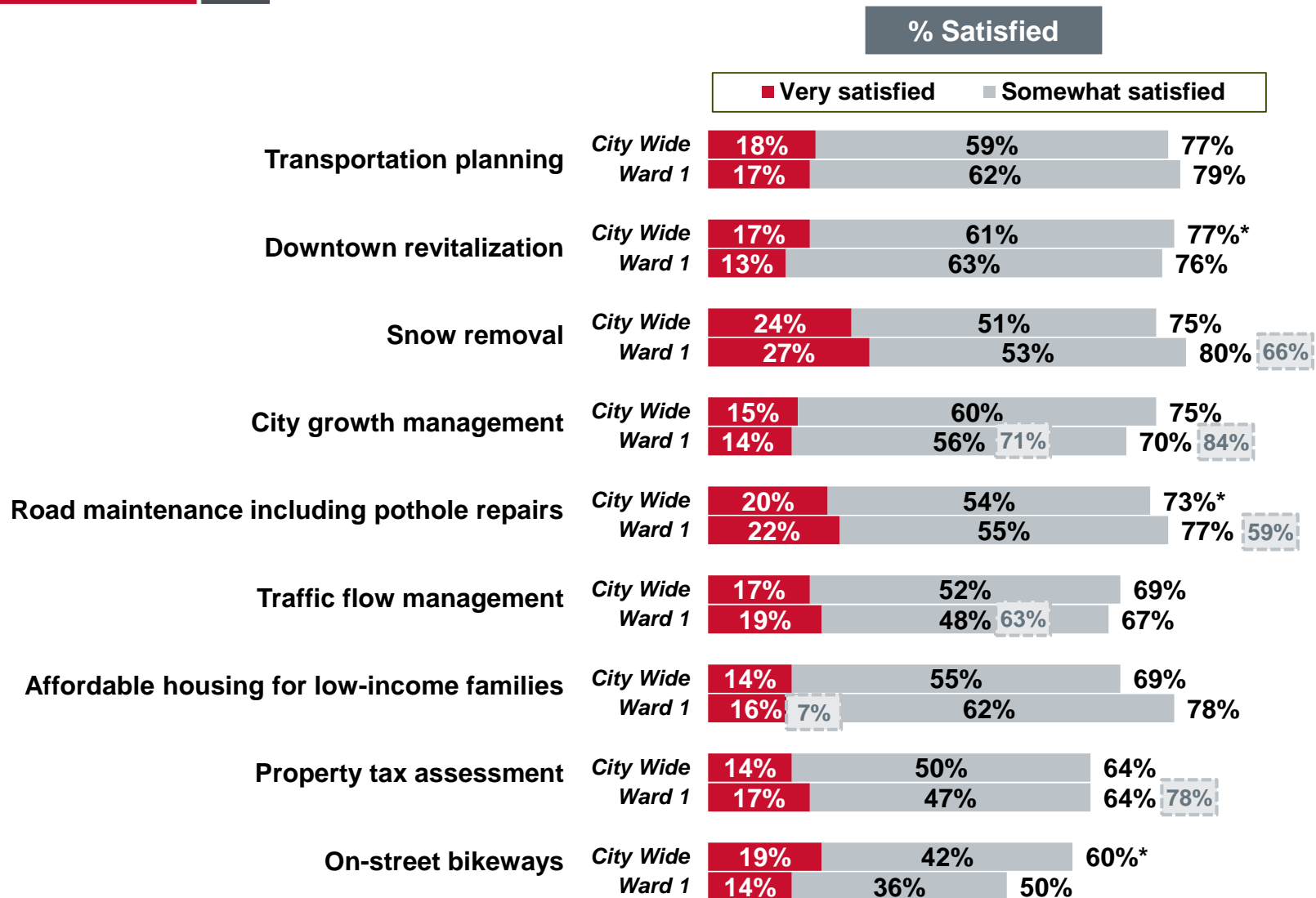


*Rounding

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)

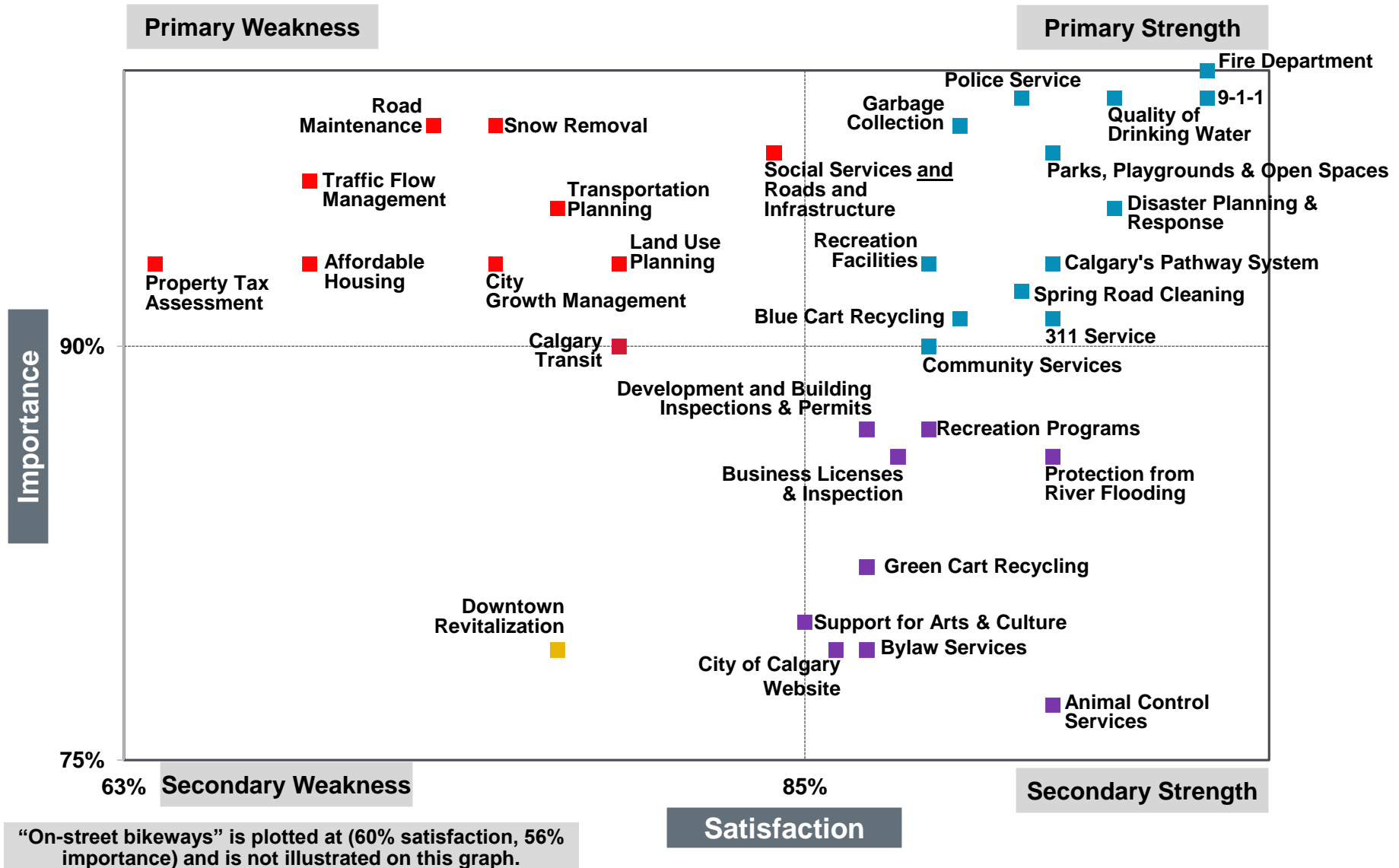


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

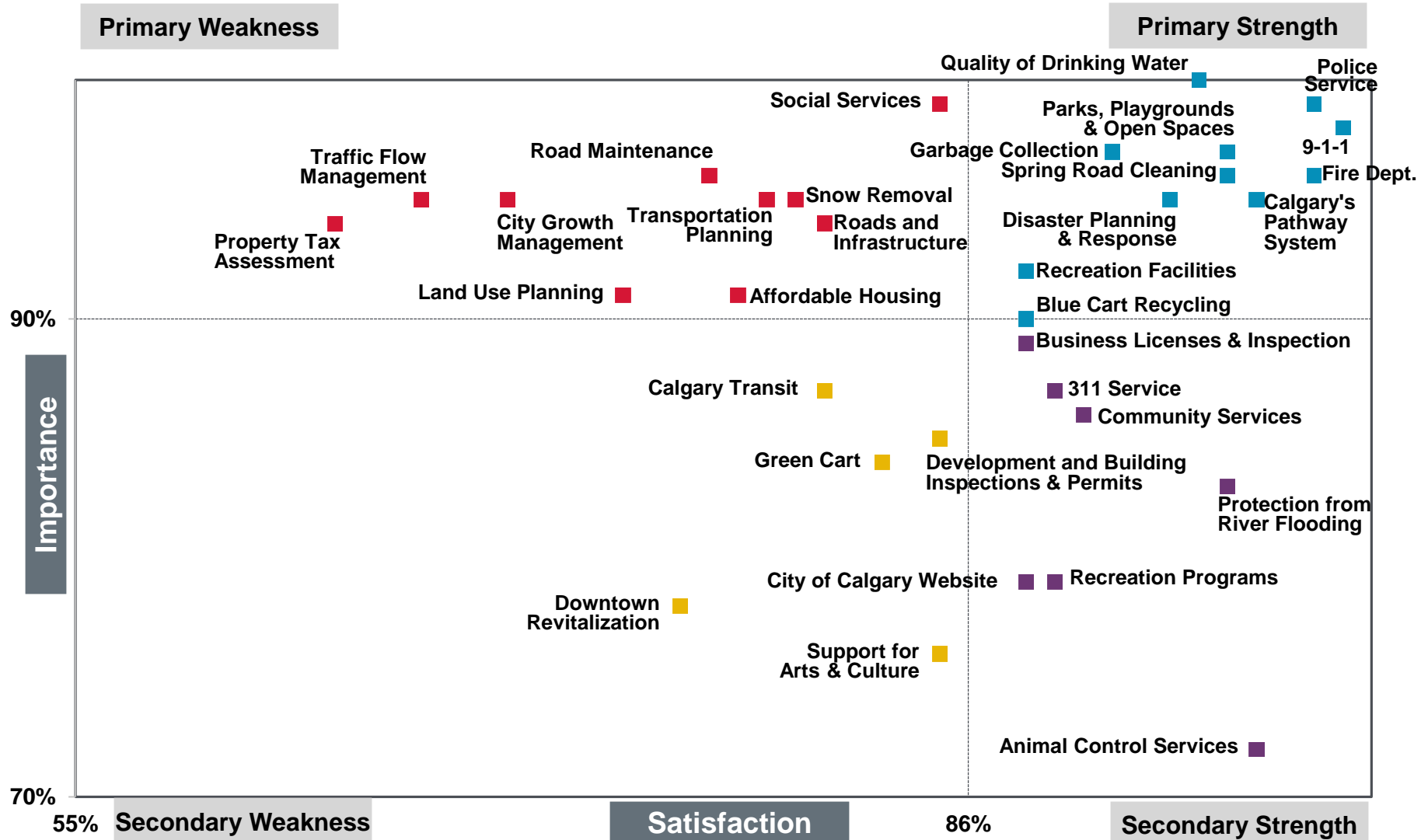
*Rounding

Ward 1 2018

Importance vs. Satisfaction Grid: City Wide



Importance vs. Satisfaction Grid: Ward 1



“On-street bikeways” (50% satisfaction, 51% importance) and “Bylaw Services” (92% satisfaction, 67% importance) are not illustrated on this graph.

Primary Strengths and Weaknesses: City Wide versus Ward 1

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

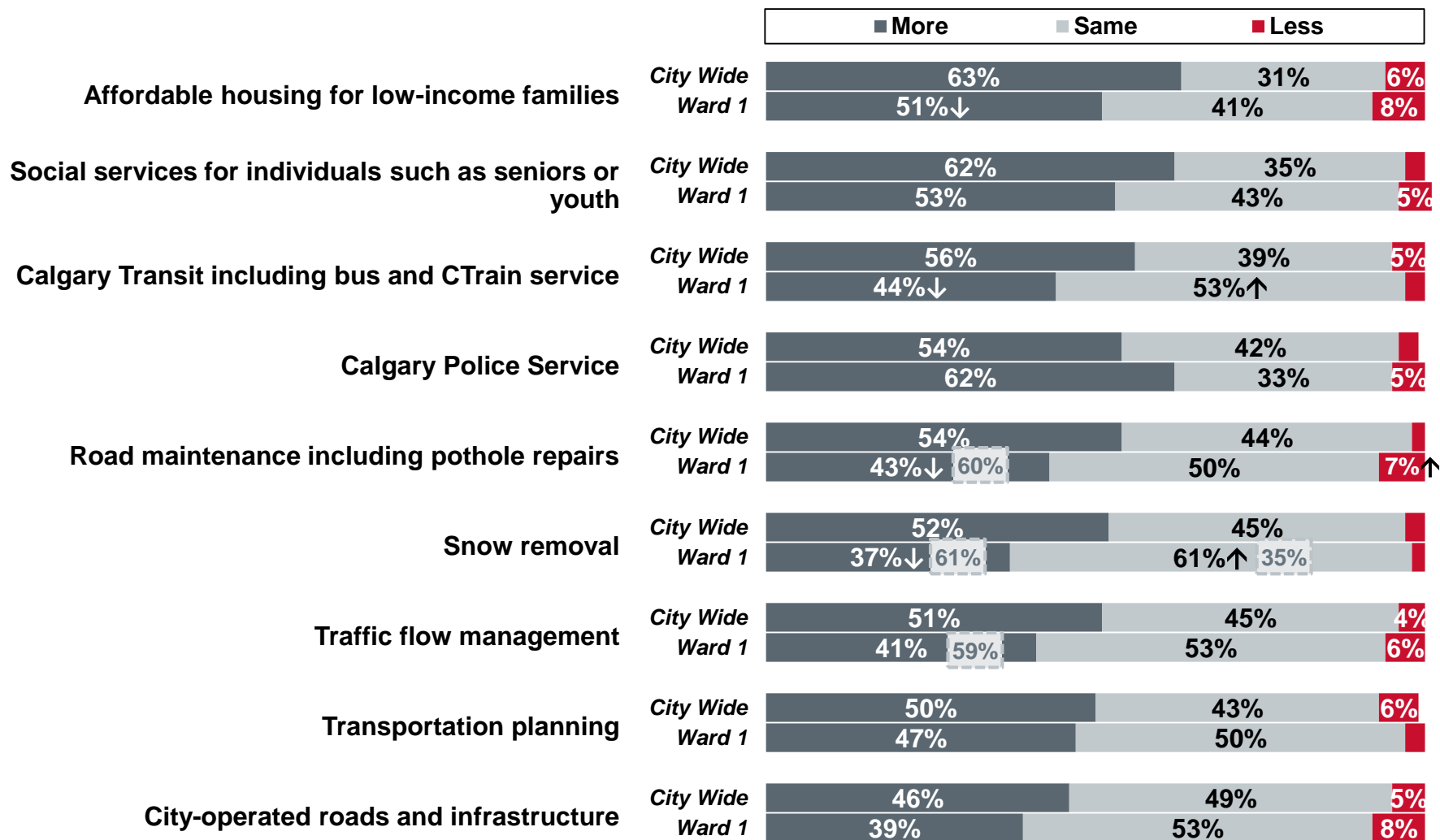
Primary Strength

Primary Weakness

Neither (in another quadrant)

	City Wide	Ward 1
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		
Recreation Facilities		
311 service		
Community Services		
Social Services		
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



Data labels of ≤3% not shown

↑Statistically higher than City Wide

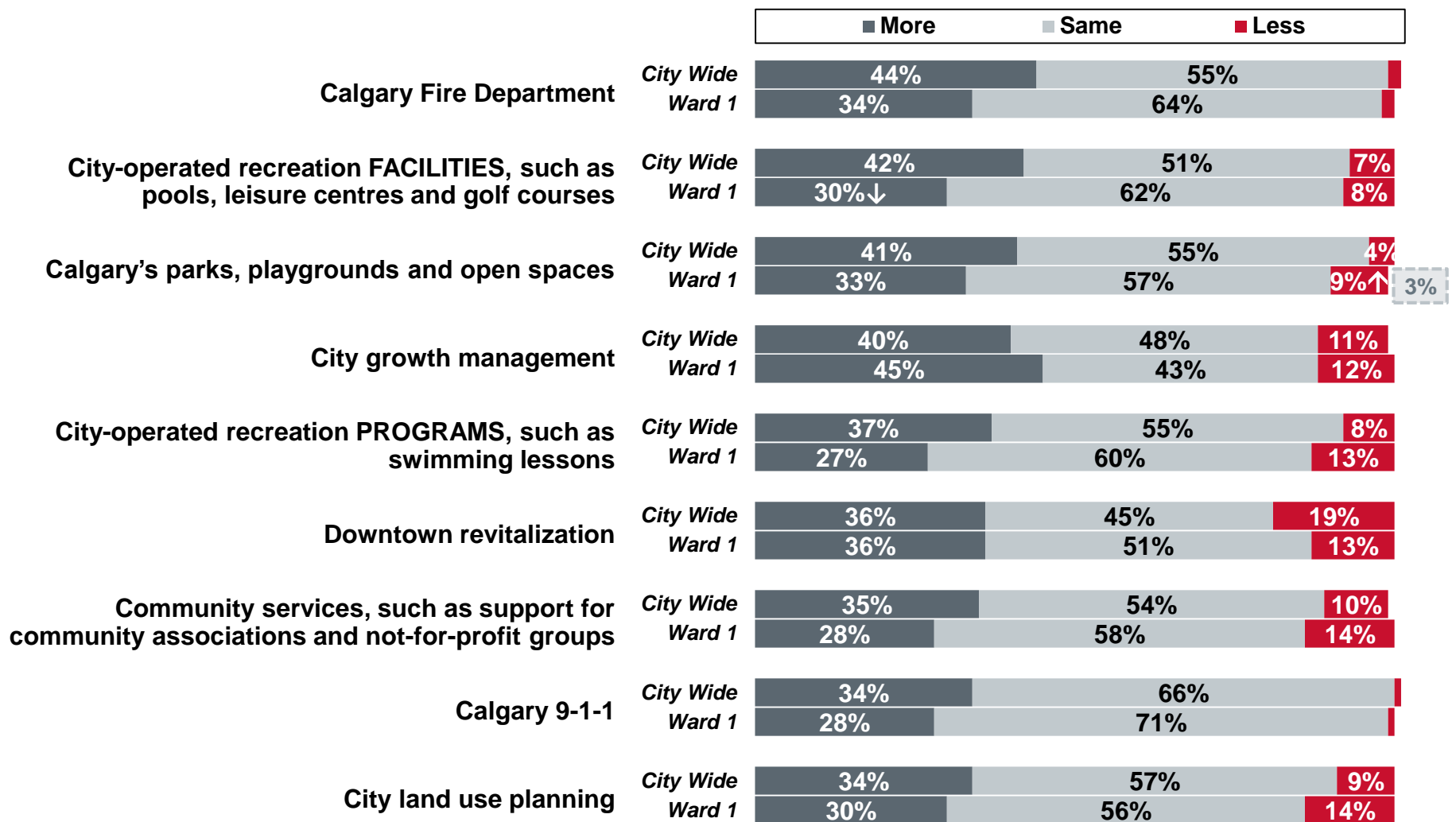
↓Statistically lower than City Wide

Ward 1 2018

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)



Data labels of ≤3% not shown

↑Statistically higher than City Wide

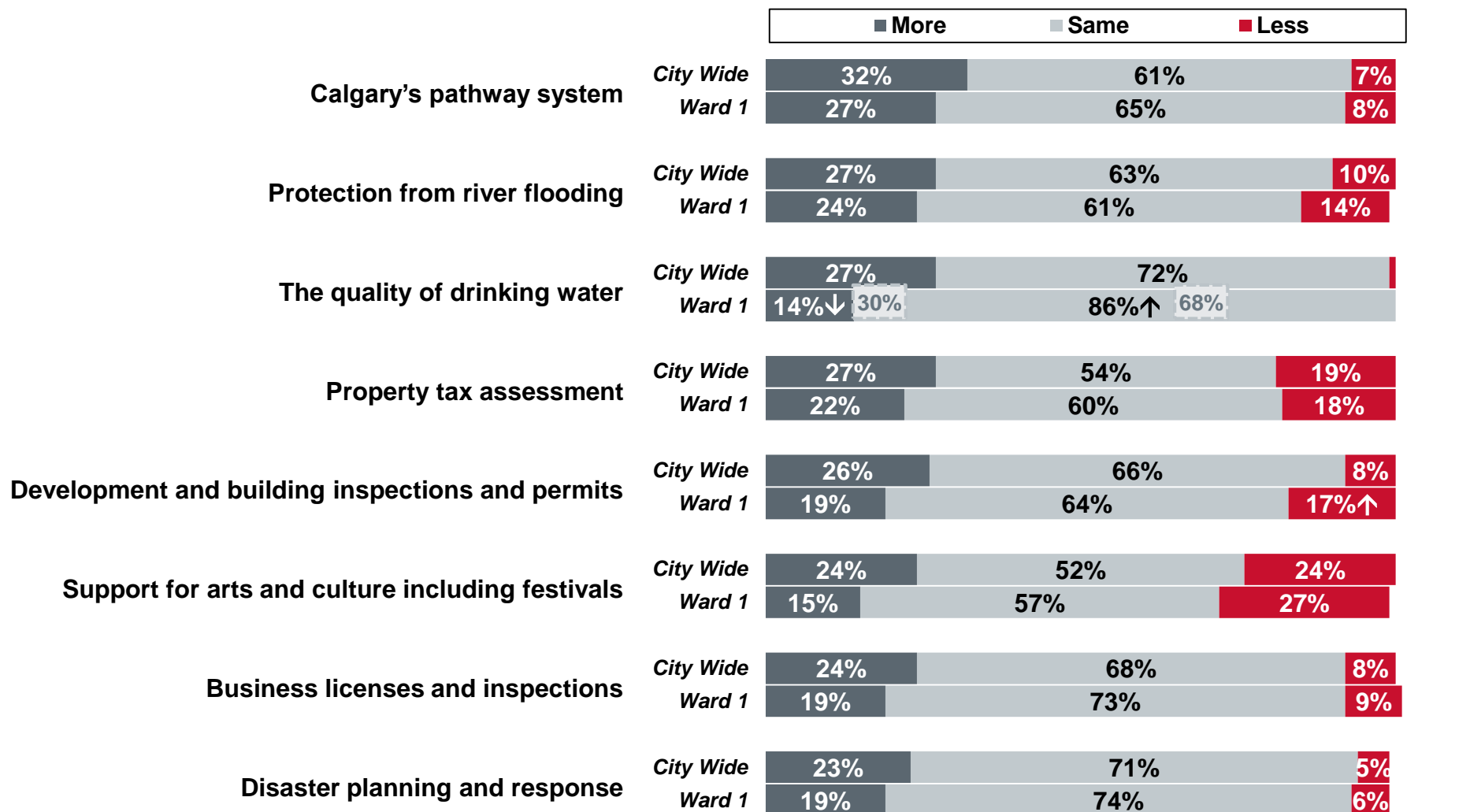
↓Statistically lower than City Wide

Ward 1 2018

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)



Data labels of <3% not shown

↑Statistically higher than City Wide

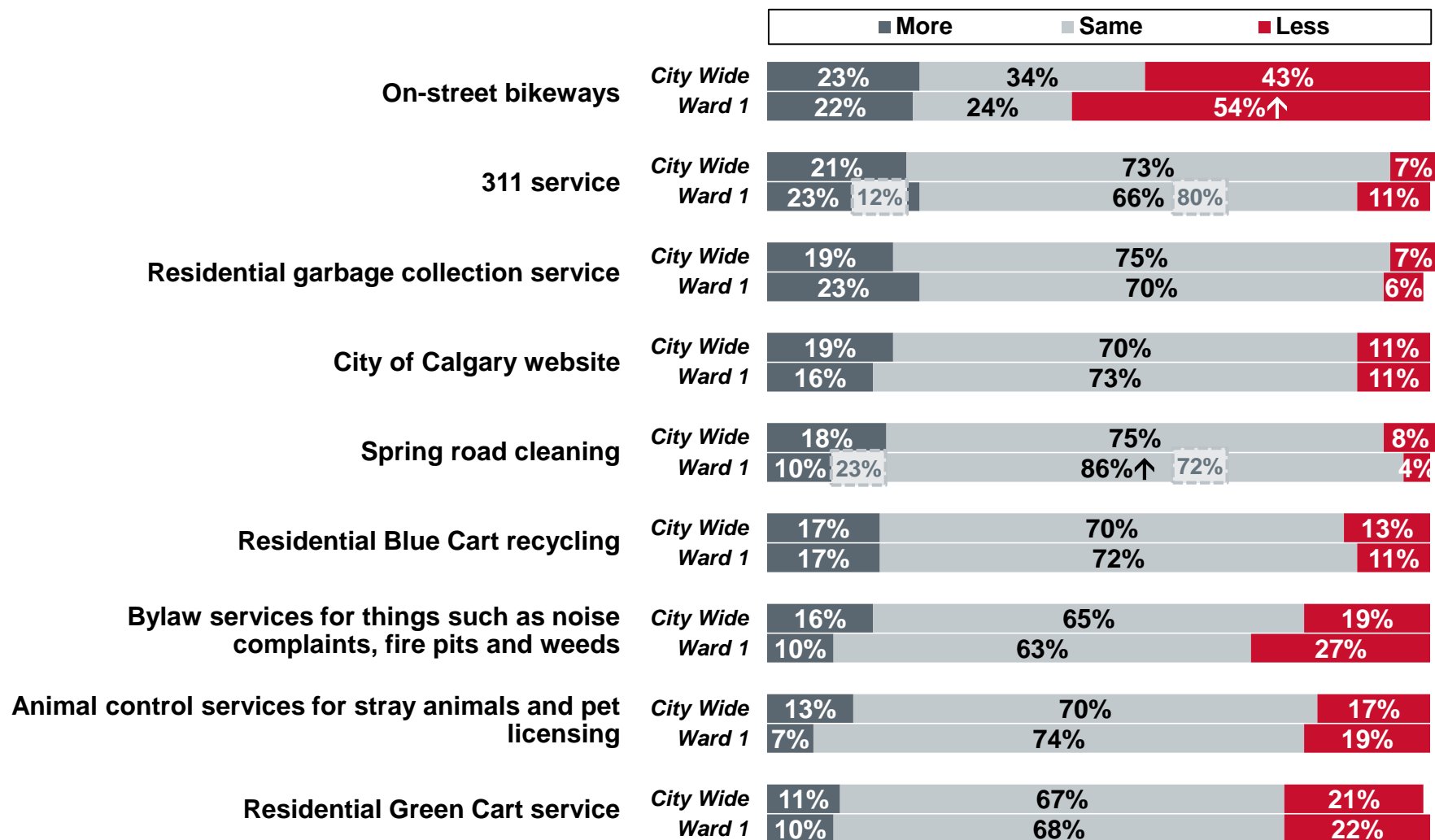
↓Statistically lower than City Wide

Ward 1 2018

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)

Ward 1 2018

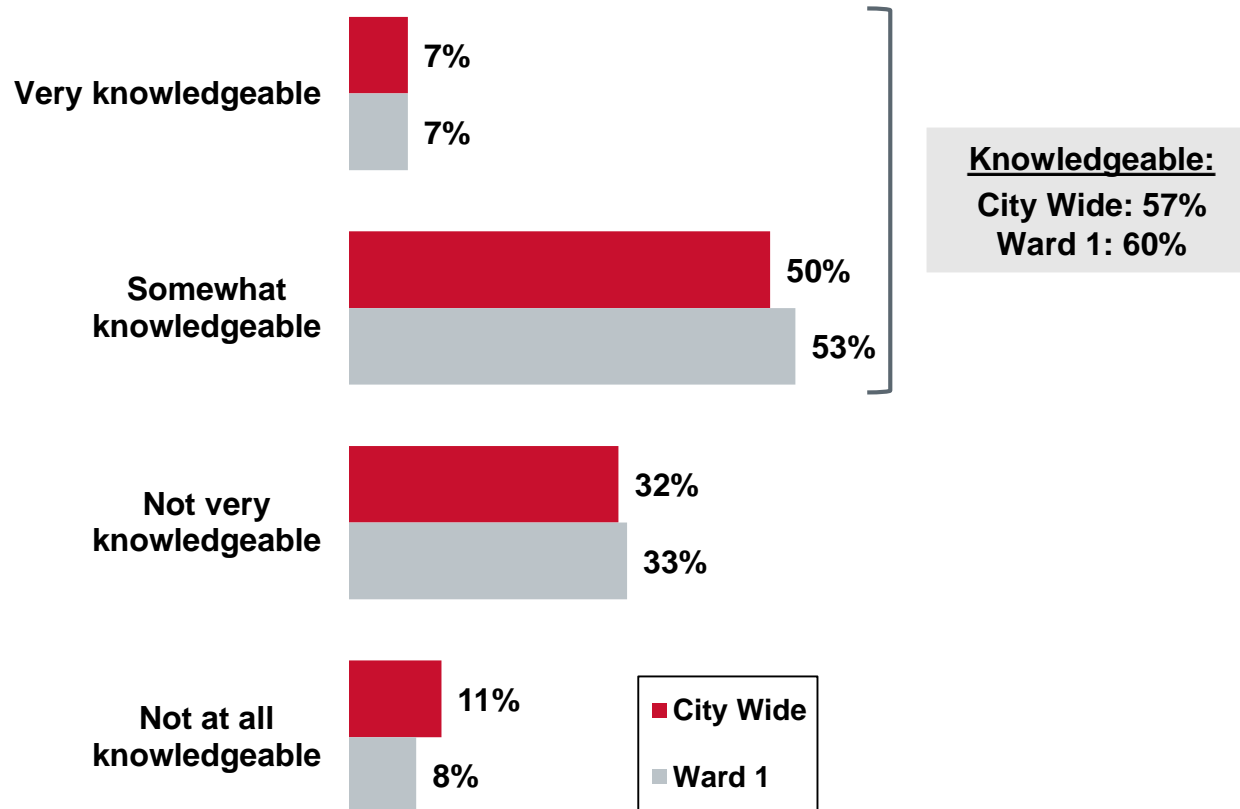
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Taxation



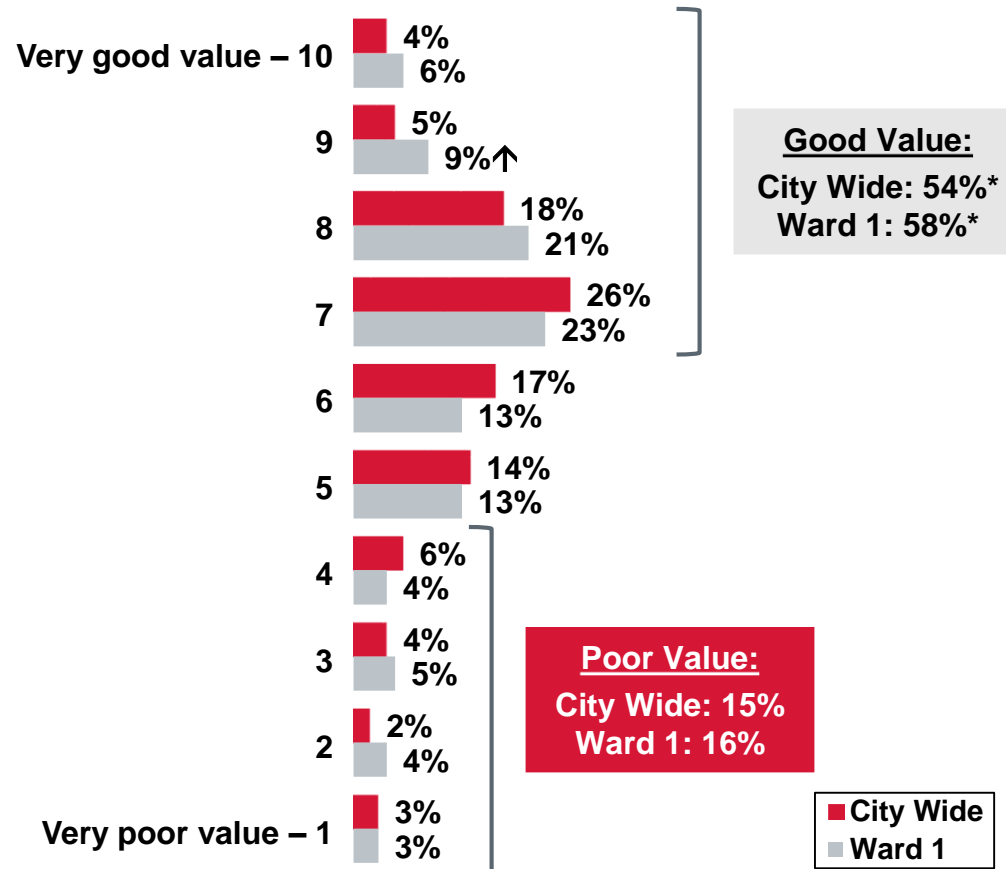
Knowledge Levels of Tax Dollar Spending



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 1: n=185)

Perceived Value of Property Taxes



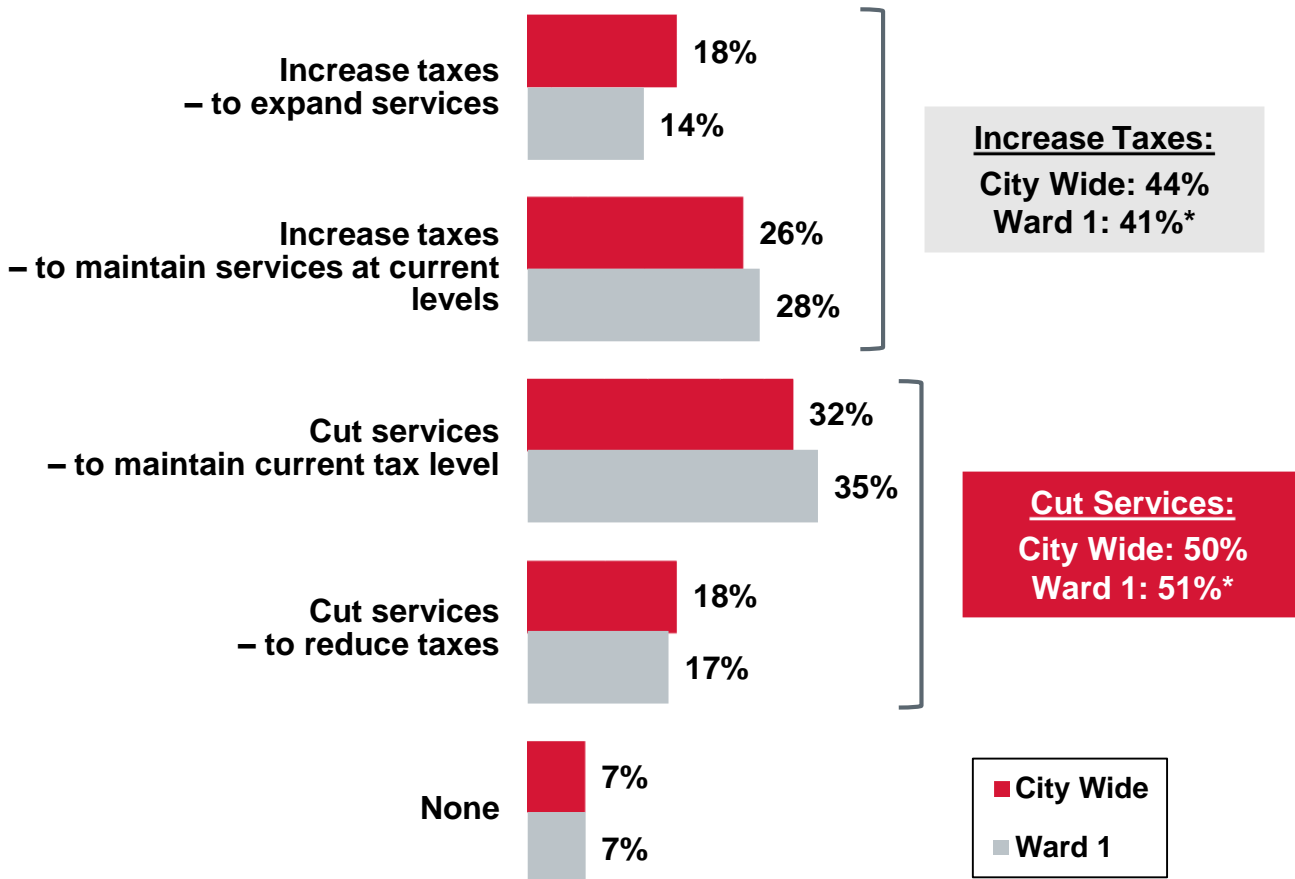
Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars 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 1: n=181)

*Rounding

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

Balancing Taxation and Service Delivery Levels

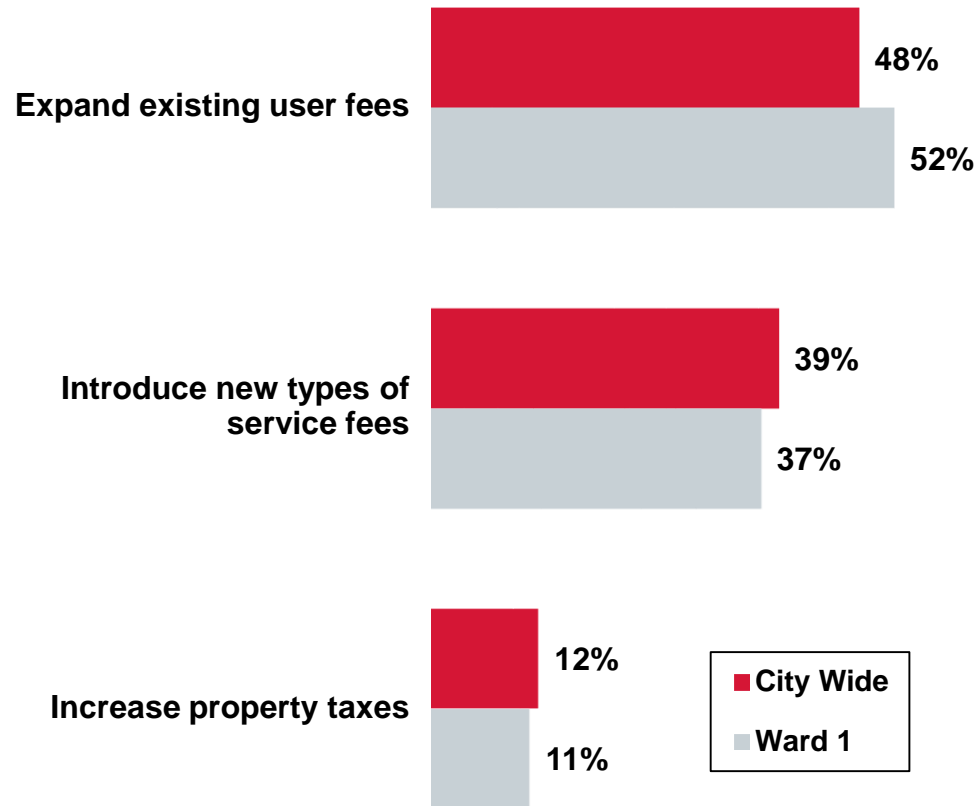


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents (City Wide: n=2,452 / Ward 1: n=180)

*Rounding

Options for Increasing City Revenue

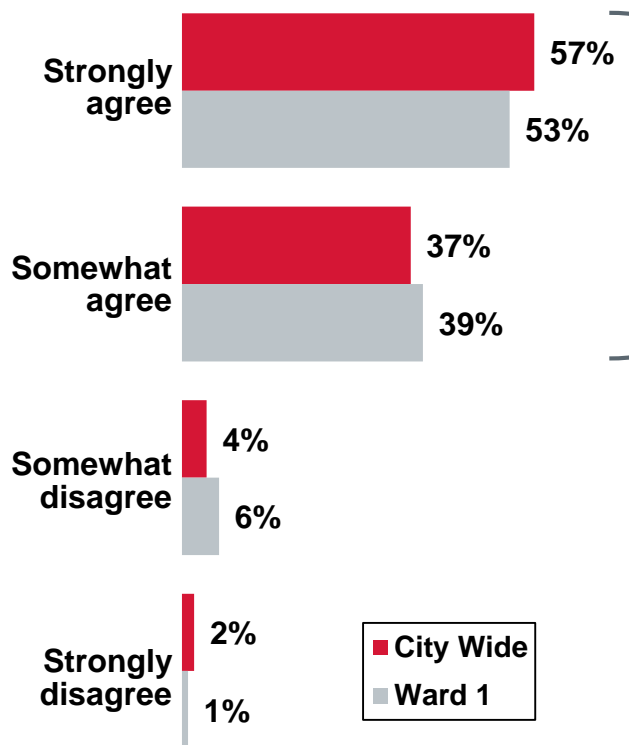


Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?

Base: Valid respondents (City Wide: n=2,297 / Ward 1: n=173)

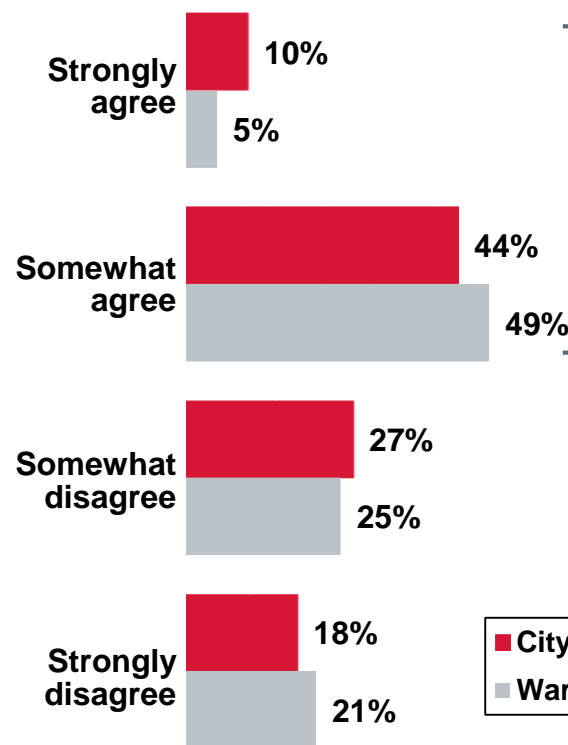
Property Tax Dollar Investment

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



Agree:
City Wide: 94%
Ward 1: 92%

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: 55%*
Ward 1: 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 1: n=185)

Base: Valid respondents (City Wide: n=2,465 / Ward 1: n=181)

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 1
Good Quality of Services [NET]	51%	51%
Good/ quality services	17%	19%
Meets every need	12%	11%
Satisfied/ happy with services	9%	5%
Quick/ prompt/ fast service	8%	7%
Effective/ works well	4%	4%
Complete/ all-inclusive service	3%	1%
Appropriate Spending [NET]	49%	53%
Low cost/ affordable	14%	18%
You get what you pay for	14%	11%
Appropriate spending of taxes	13%	14%
Job is being done efficiently	11%	12%
Good value (unspecified)	4%	3%
Getting reasonable return on investment	3%	2%
Good Customer Service [NET]	12%	9%
Helpful	3%	2%
Accessible/ Convenient Services [NET]	10%	11%
Accessible/ available services	8%	6%
Convenient/ easy to use	3%	5%↑
Provision of Specific Services [NET]	9%	13%
Transparency [NET]	3%	0%
Value is in what's important to people	3%	3%
Don't Know	6%	6%

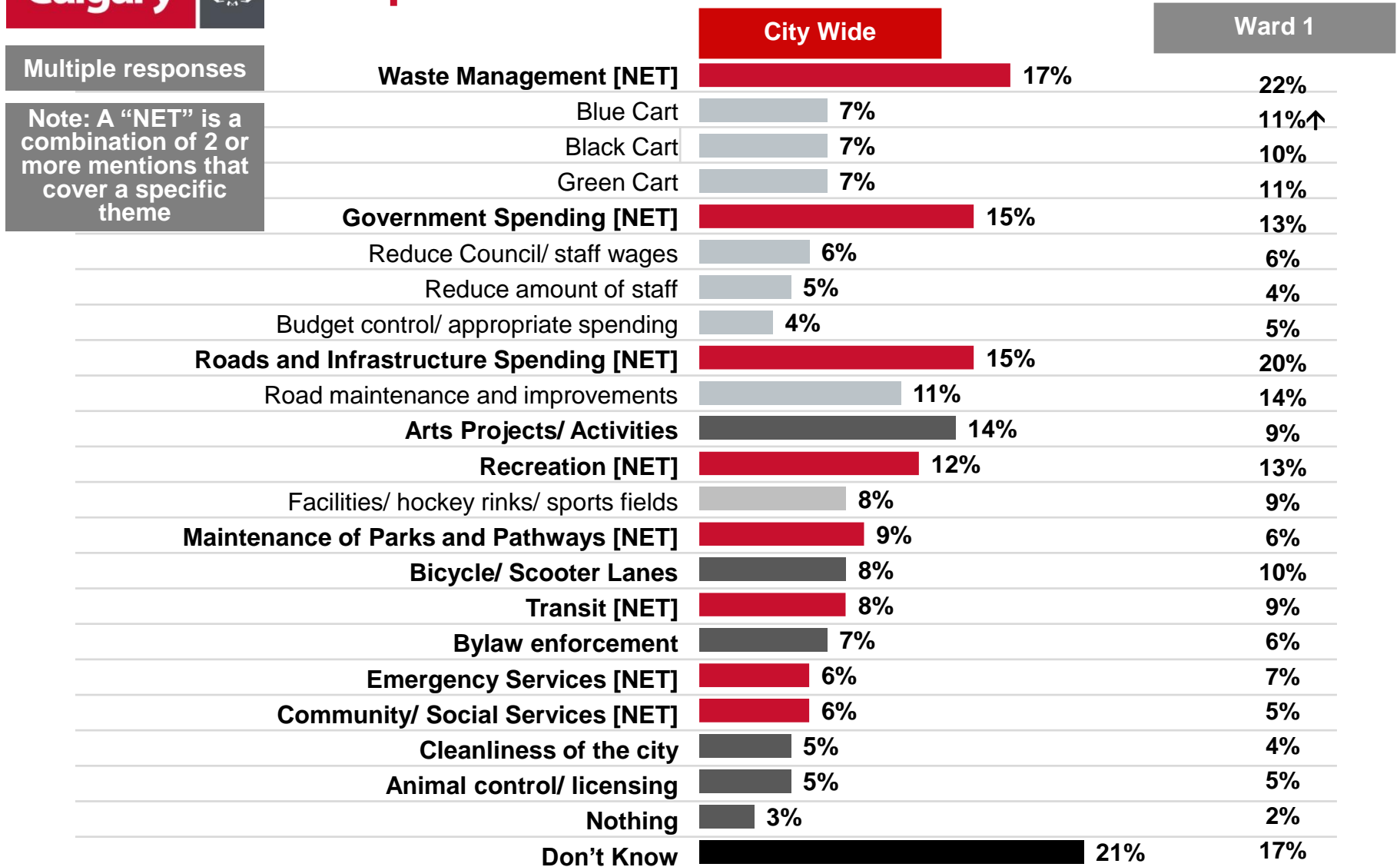
New Question in Fall 2019: When it comes to the services The City of Calgary provides, what does 'value' mean to you? In other words, if you say you're 'getting good value' for a service, what does that mean? Base: Valid respondents (City Wide: n=2,502 / Ward 1: n=185)

↑Statistically higher than City Wide

↓Statistically lower than City Wide

NET mentions of <3% are not shown

Proposed Service Reductions



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

NET mentions of <5% are not shown

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 1: n=185)

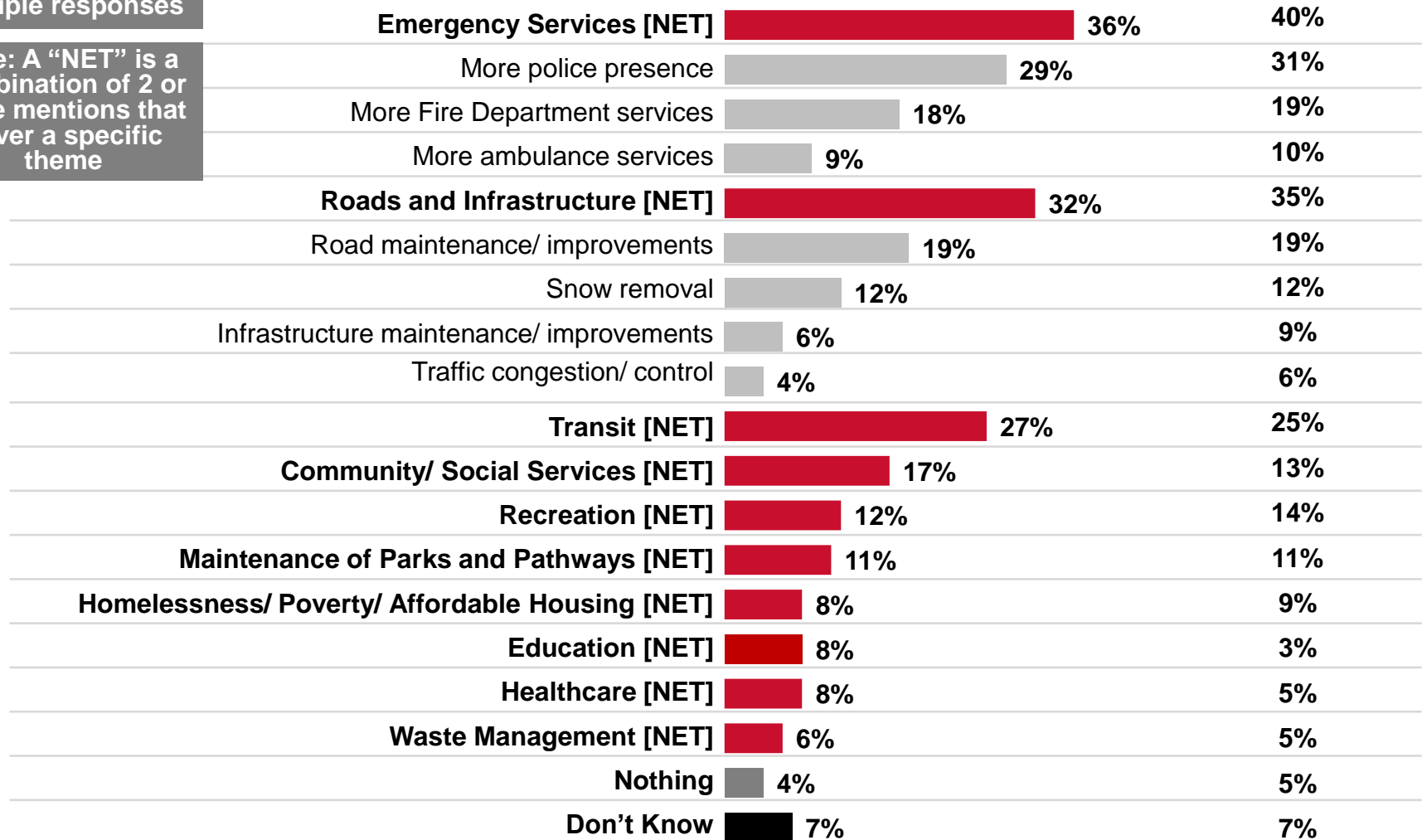
Proposed Service Increases

Multiple responses

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

City Wide

Ward 1



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 1: n=185)

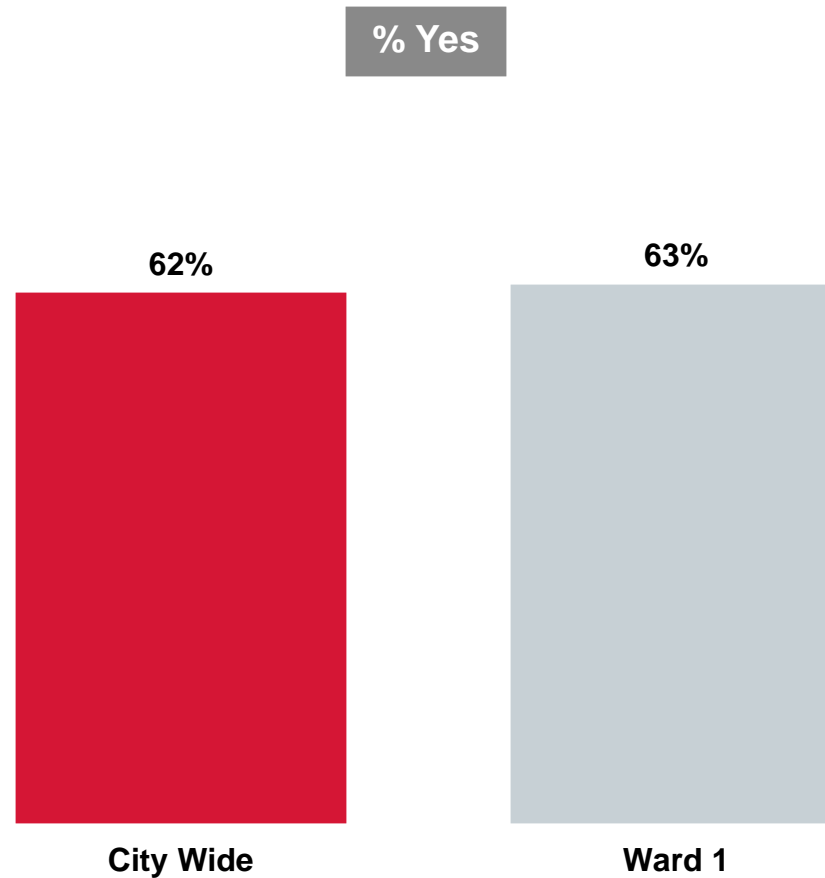
NET mentions of ≤5% are not shown



Contact with The City and Customer Service



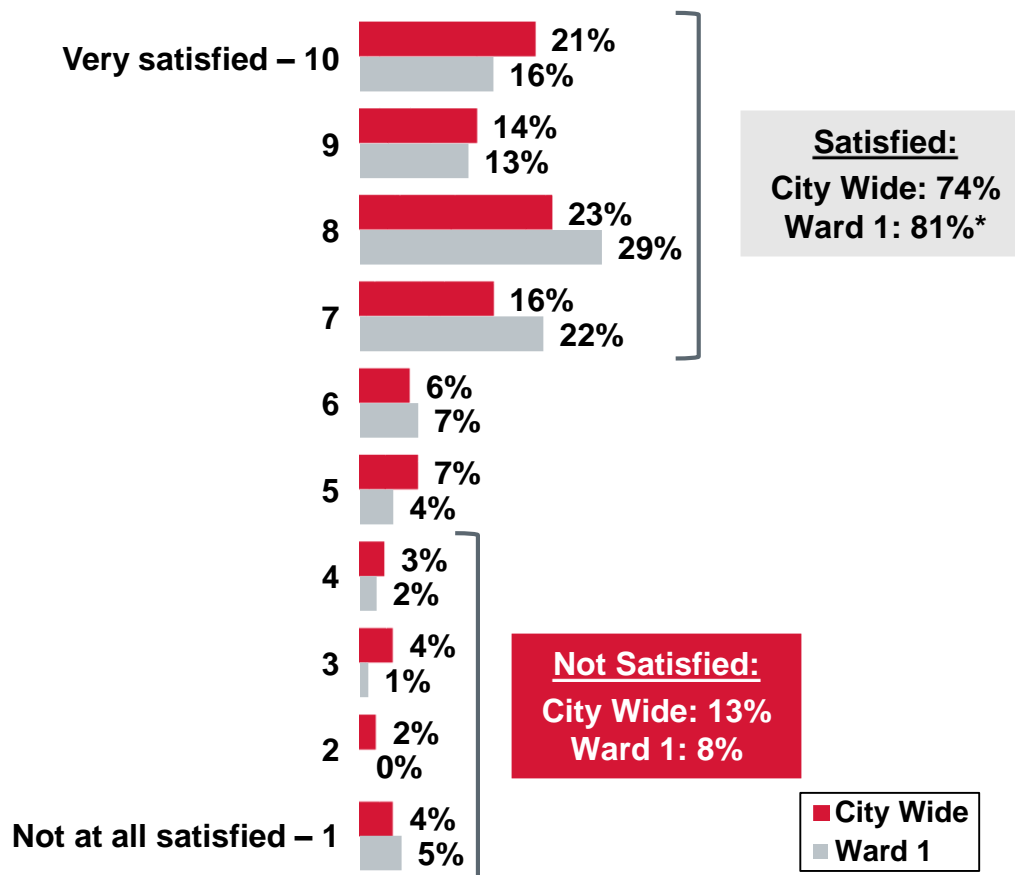
Past 12 Months Contact with The City of Calgary



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=2,483 / Ward 1: n=184)

Satisfaction with the Overall Level and Quality of Customer Service



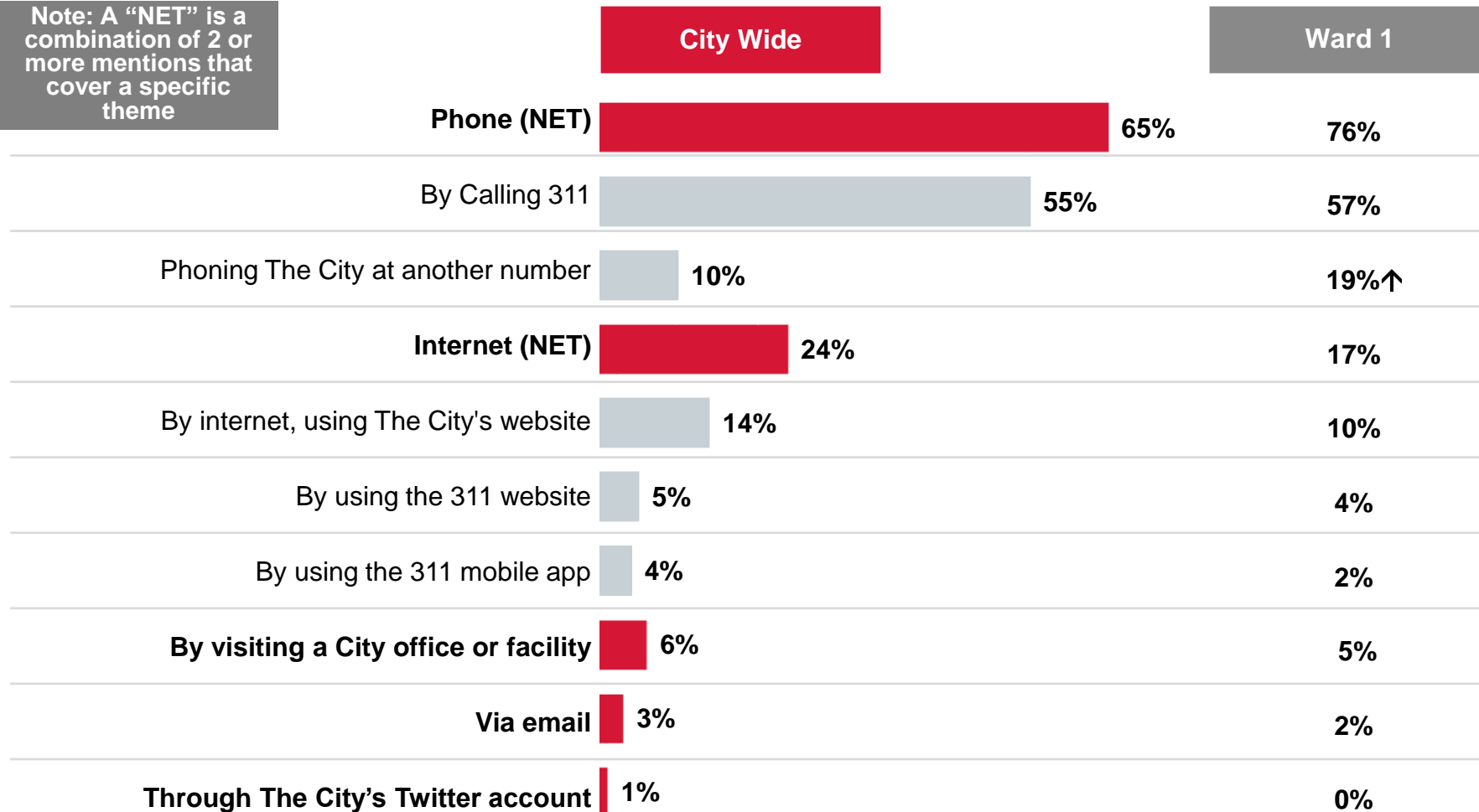
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,581 / Ward 1: n=114)

*Rounding

Type of Contact

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

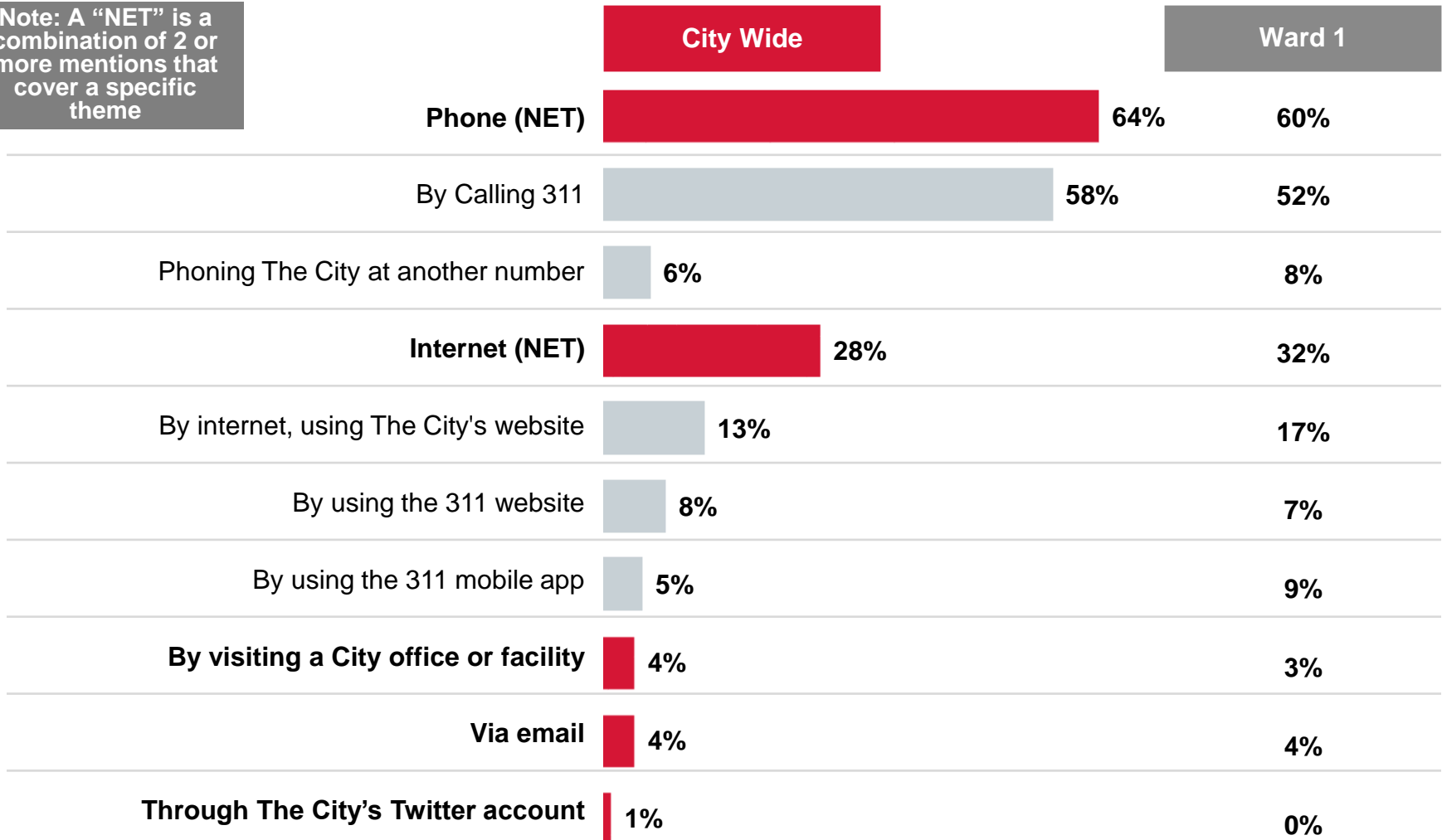
Mentions of <1% are not shown

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 1: n=75)

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?

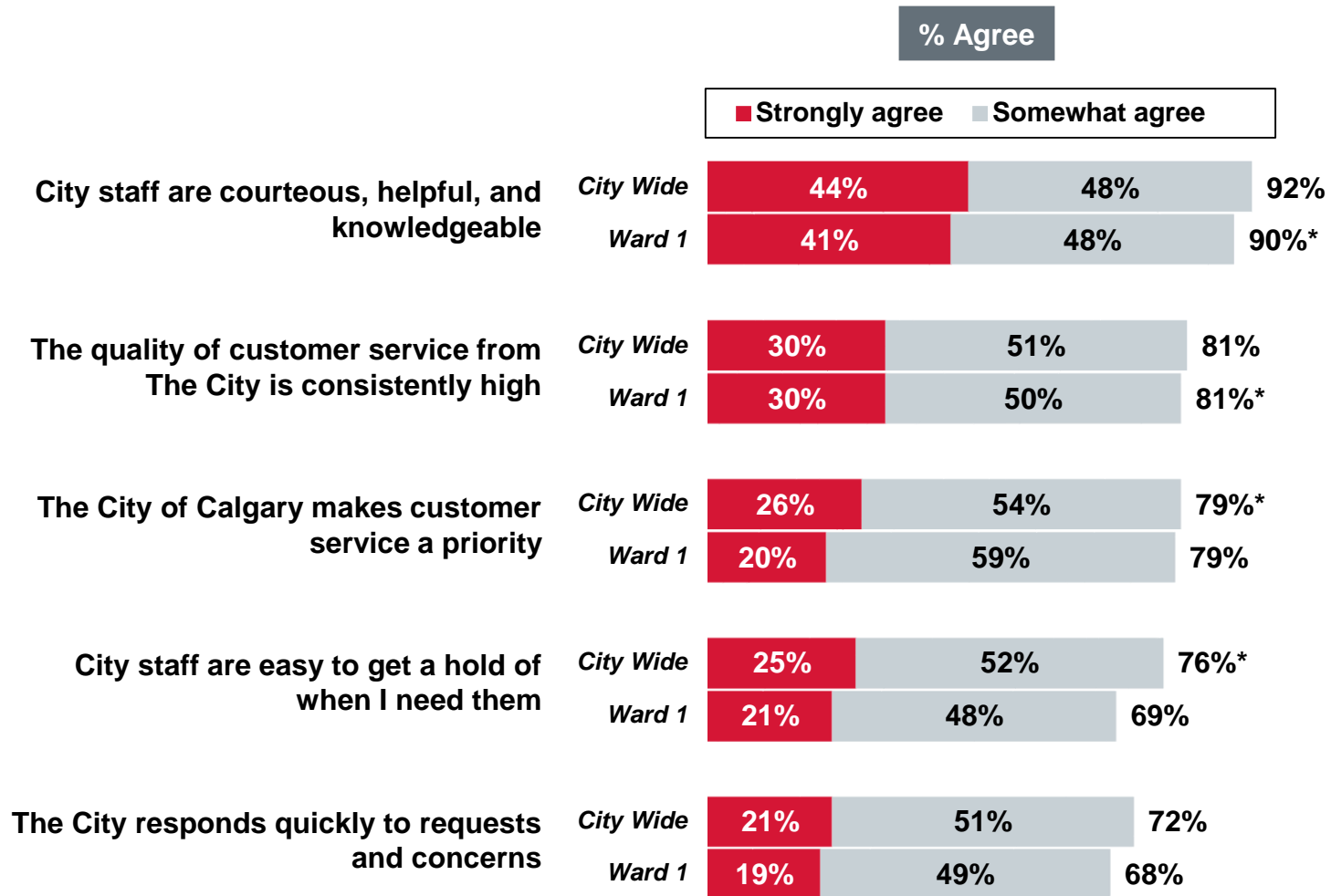
Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,076 / Ward 1: n=75)

↑ Statistically higher than City Wide

↓ Statistically lower than City Wide

Mentions of <1% are not shown

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)

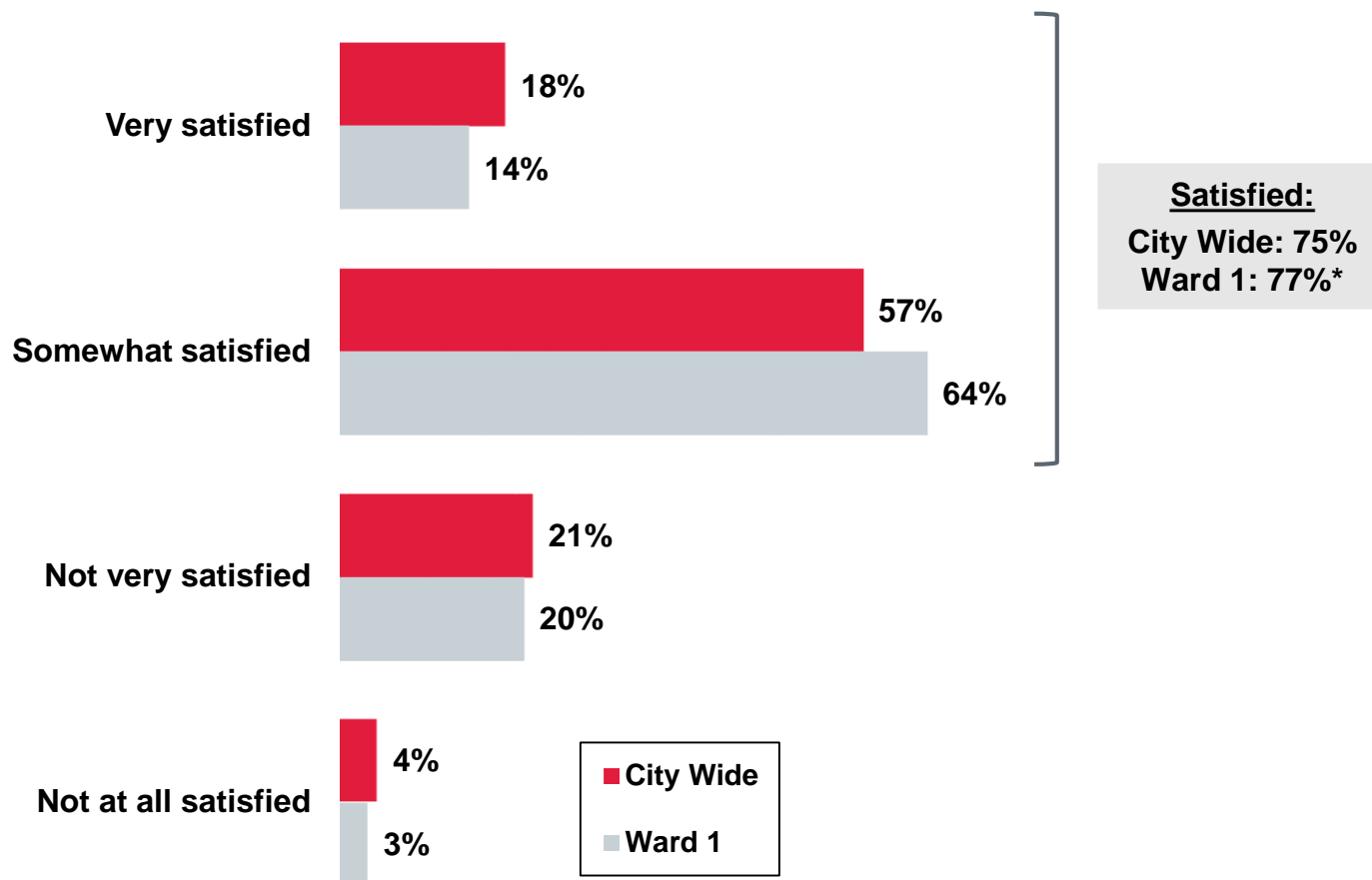
*Rounding



City Communications



Satisfaction with the Overall Quality of City Information and Communications

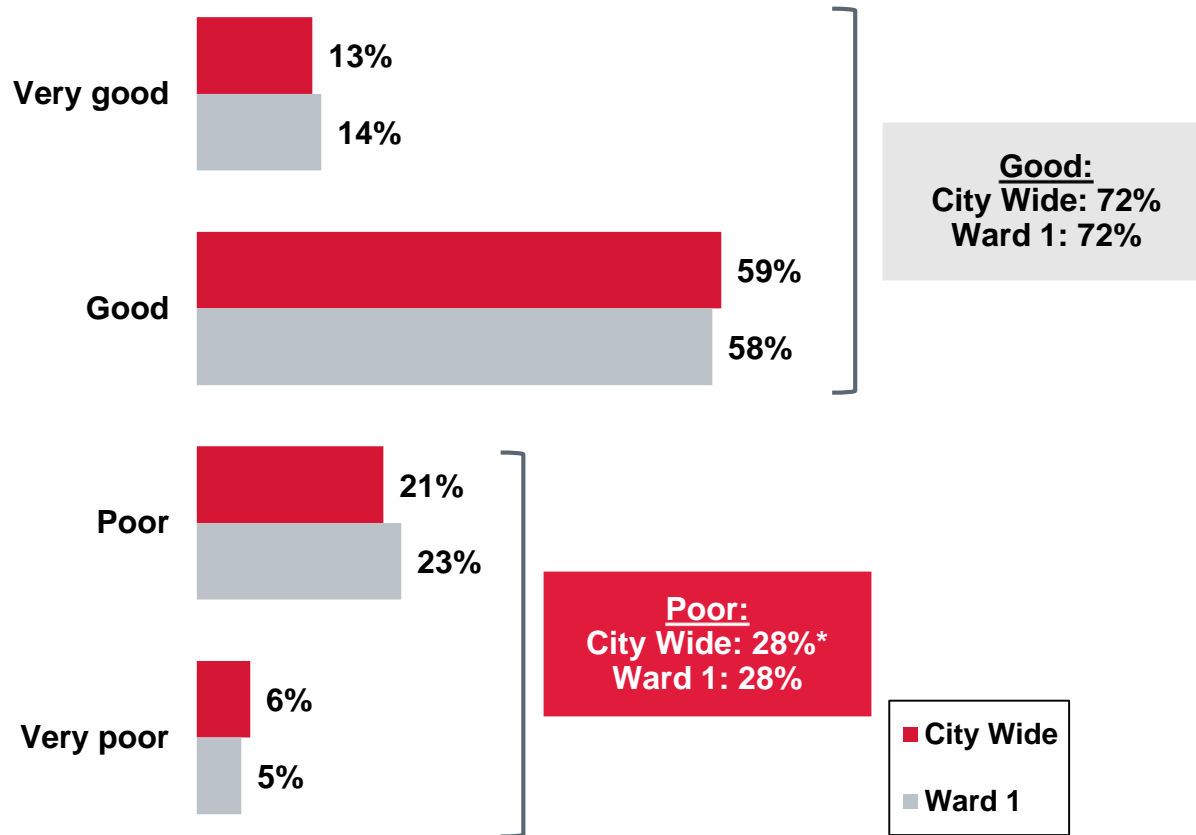


And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents (City Wide: n=2,492 / Ward 1: n=185)

*Rounding

Overall Communications from The City

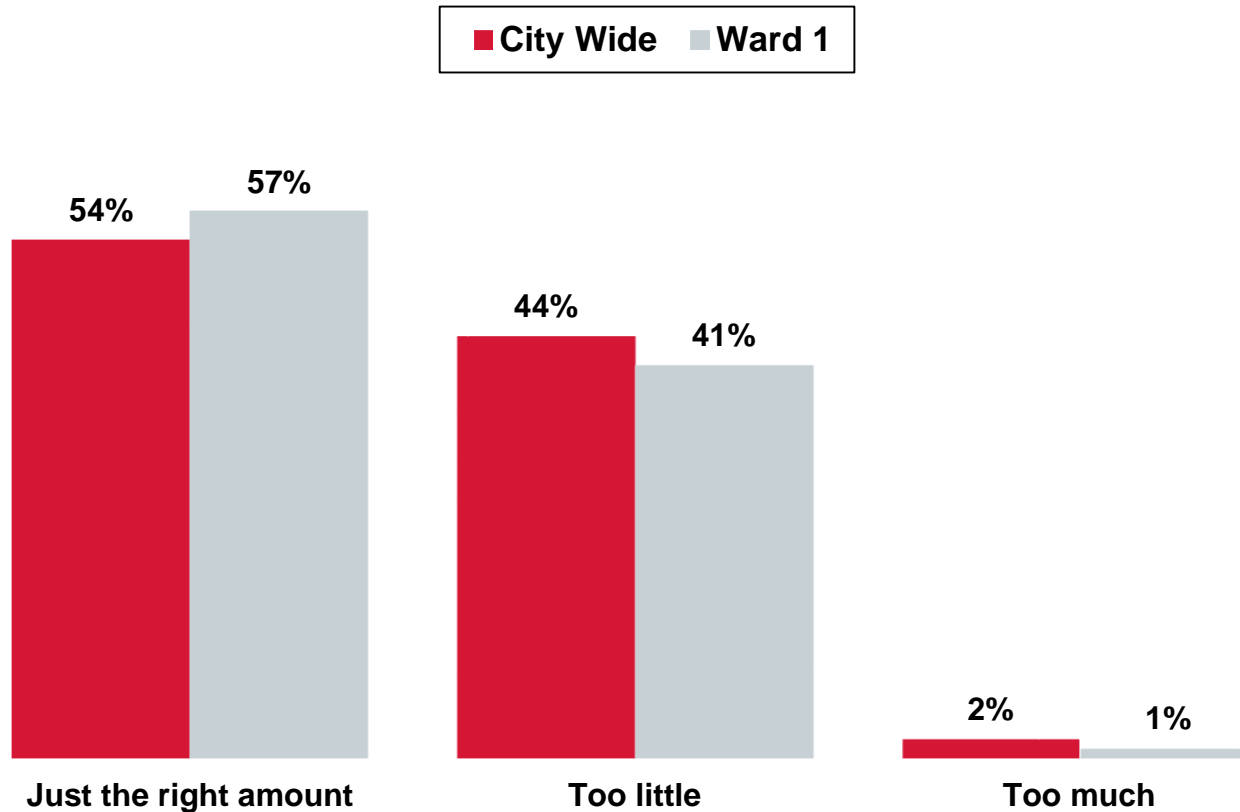


Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?

Base: Valid respondents, (City wide: n=2,486 / Ward 1: n=185)

*Rounding

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?

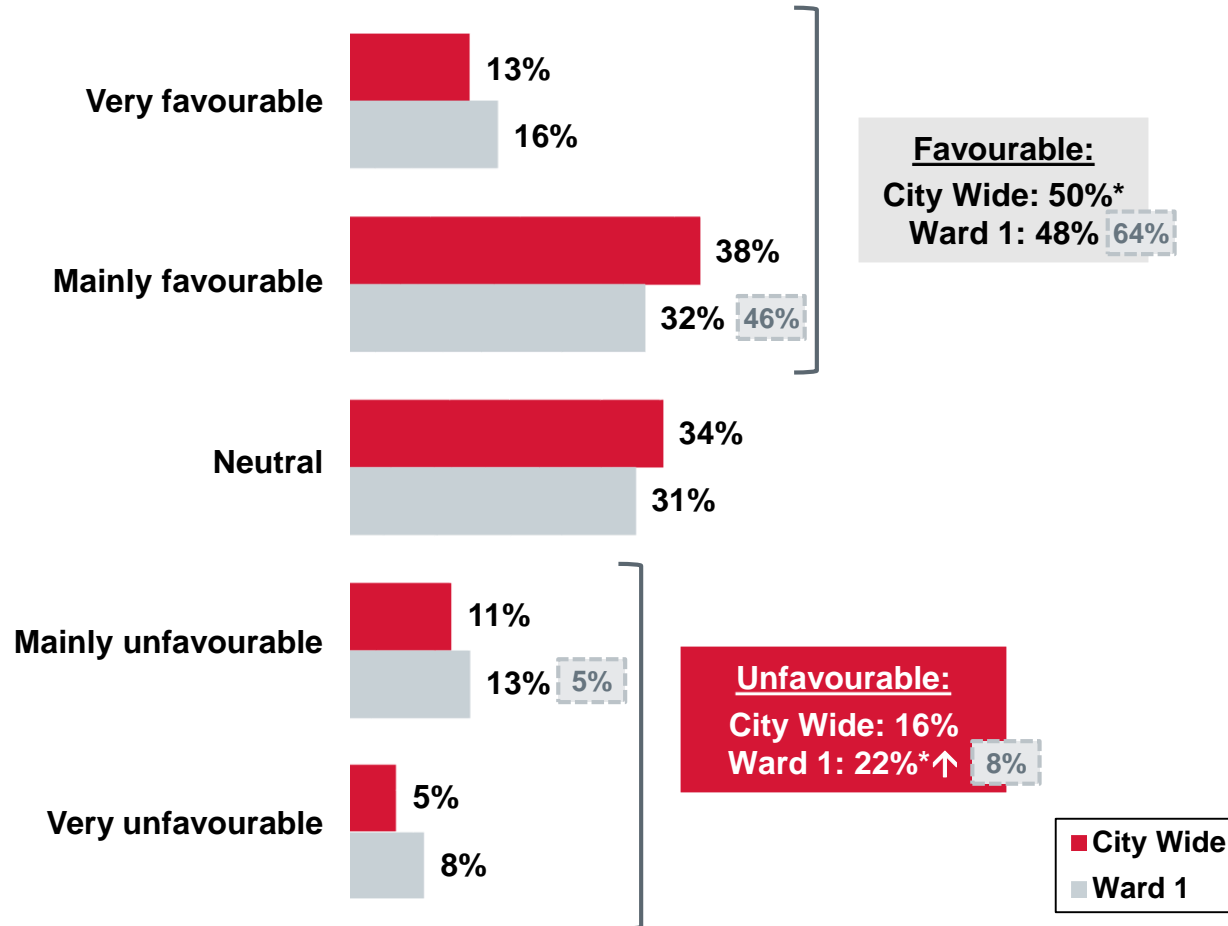
Base: Valid respondents (City Wide: n=2,470 / Ward 1: n=182)



City Reputation and Performance



Favourability



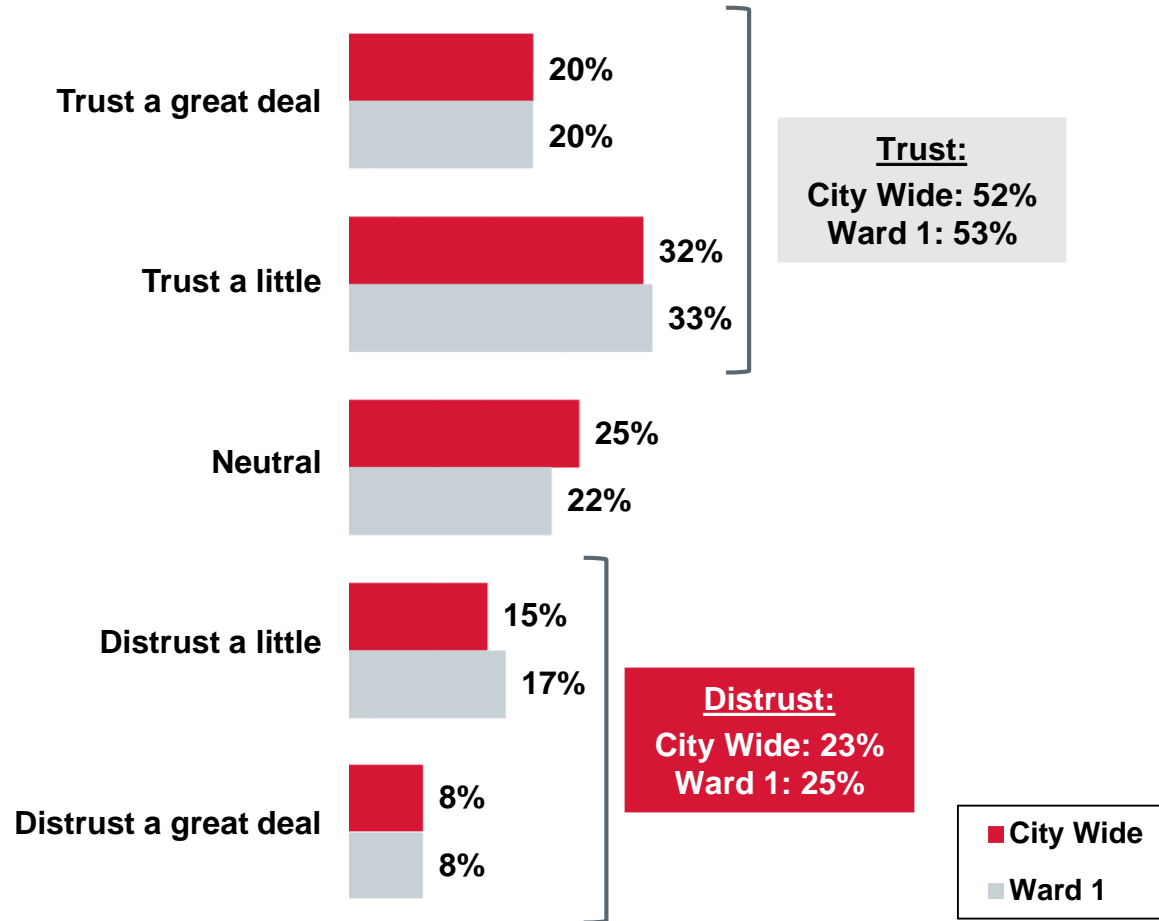
*Rounding

Ward 1 2018

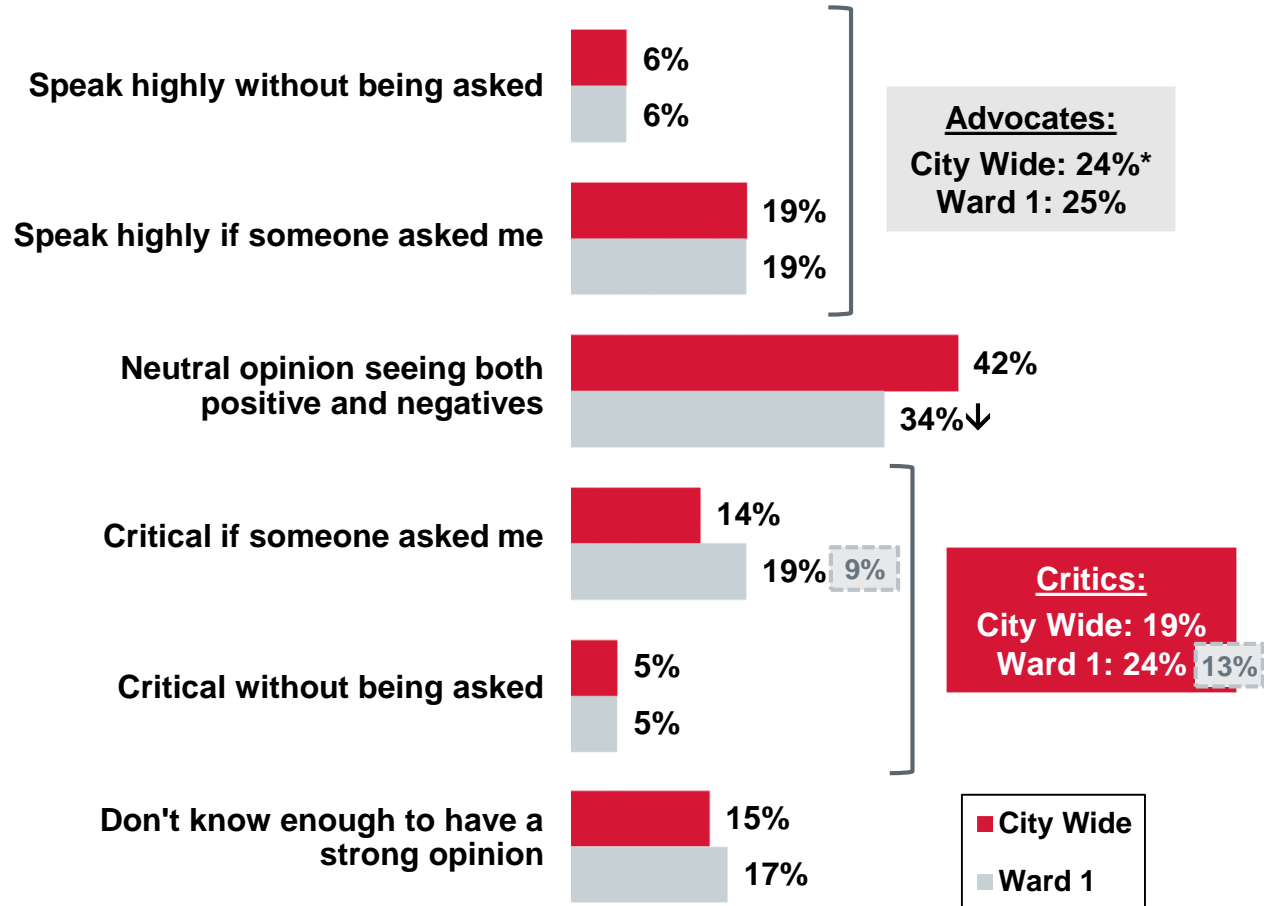
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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 1: n=184)



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 1: n=185)



*Rounding

Ward 1 2018

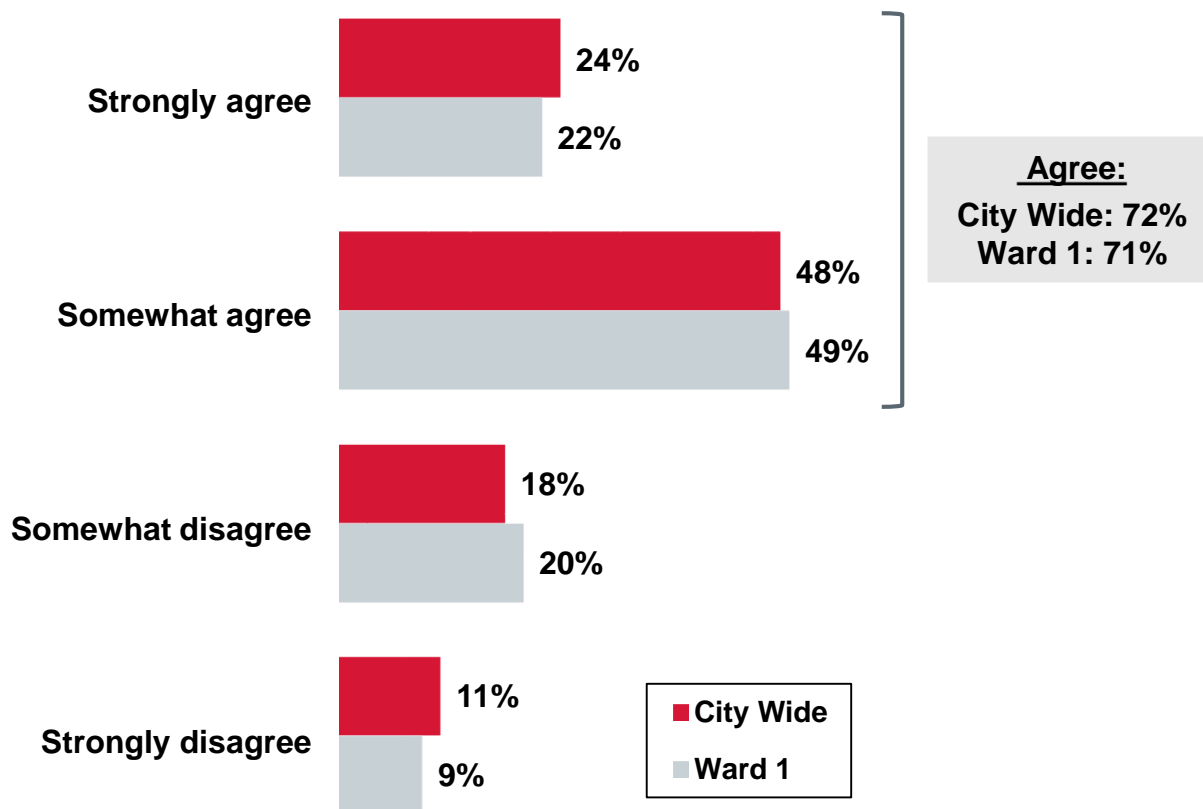
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 1: n=184)

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

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

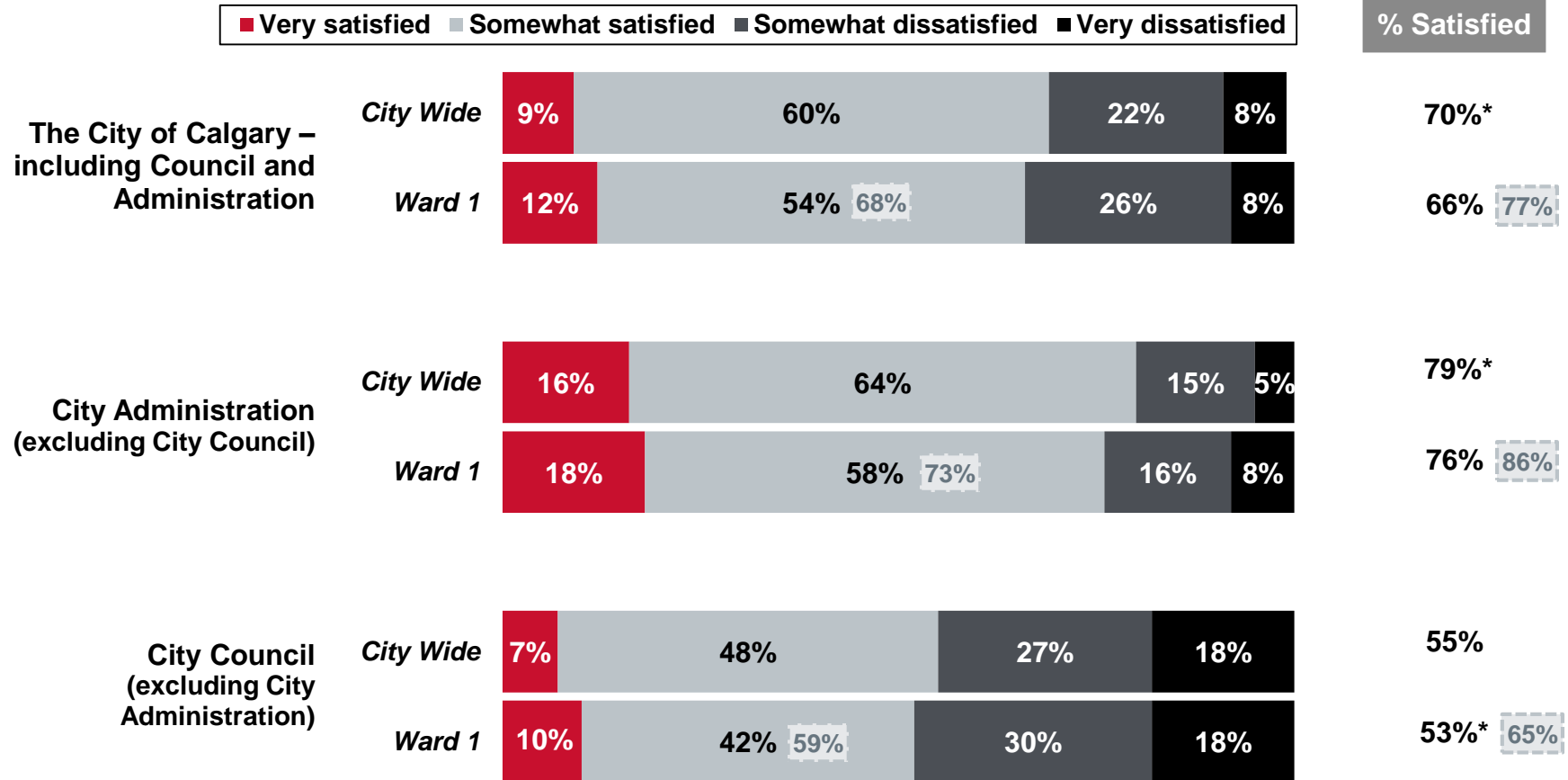


Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

Base: Valid respondents (City Wide: n=2,458 / Ward 1: n=179)

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

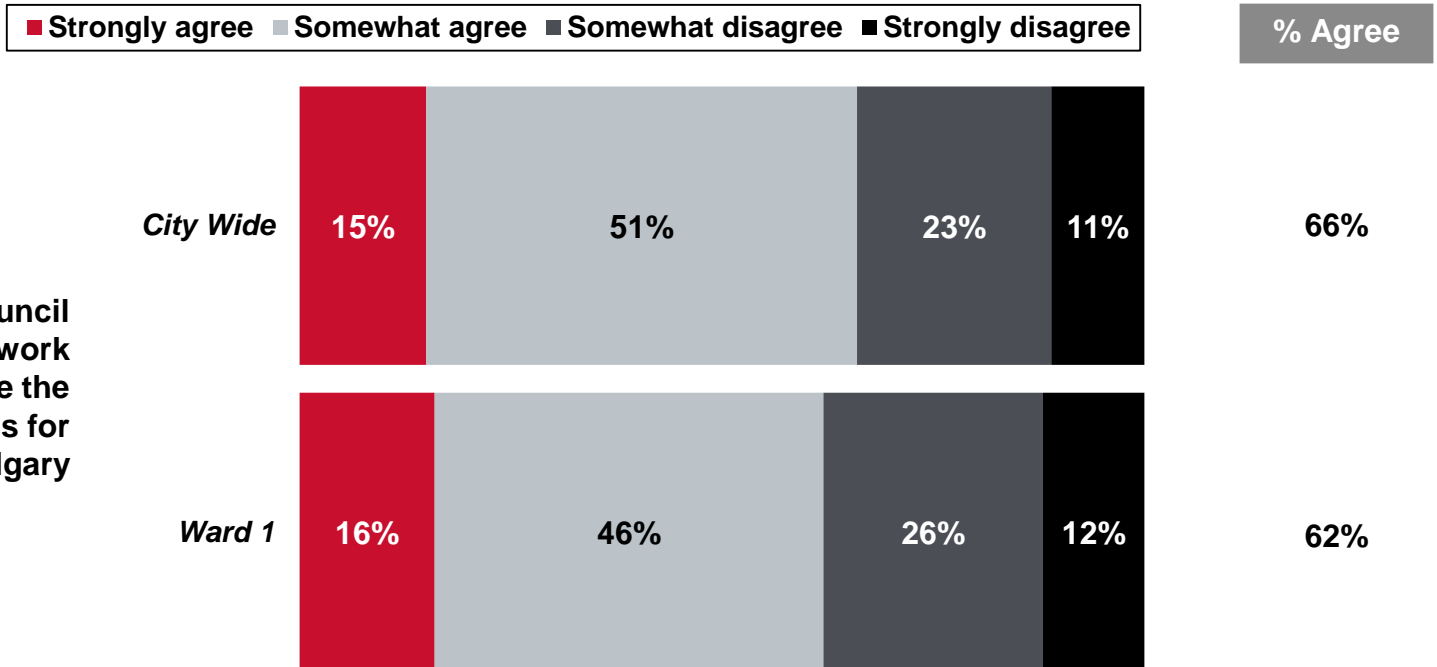
Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

Base: Valid respondents (Bases vary)

Ward 1 2018

Attitudes Regarding Collaboration

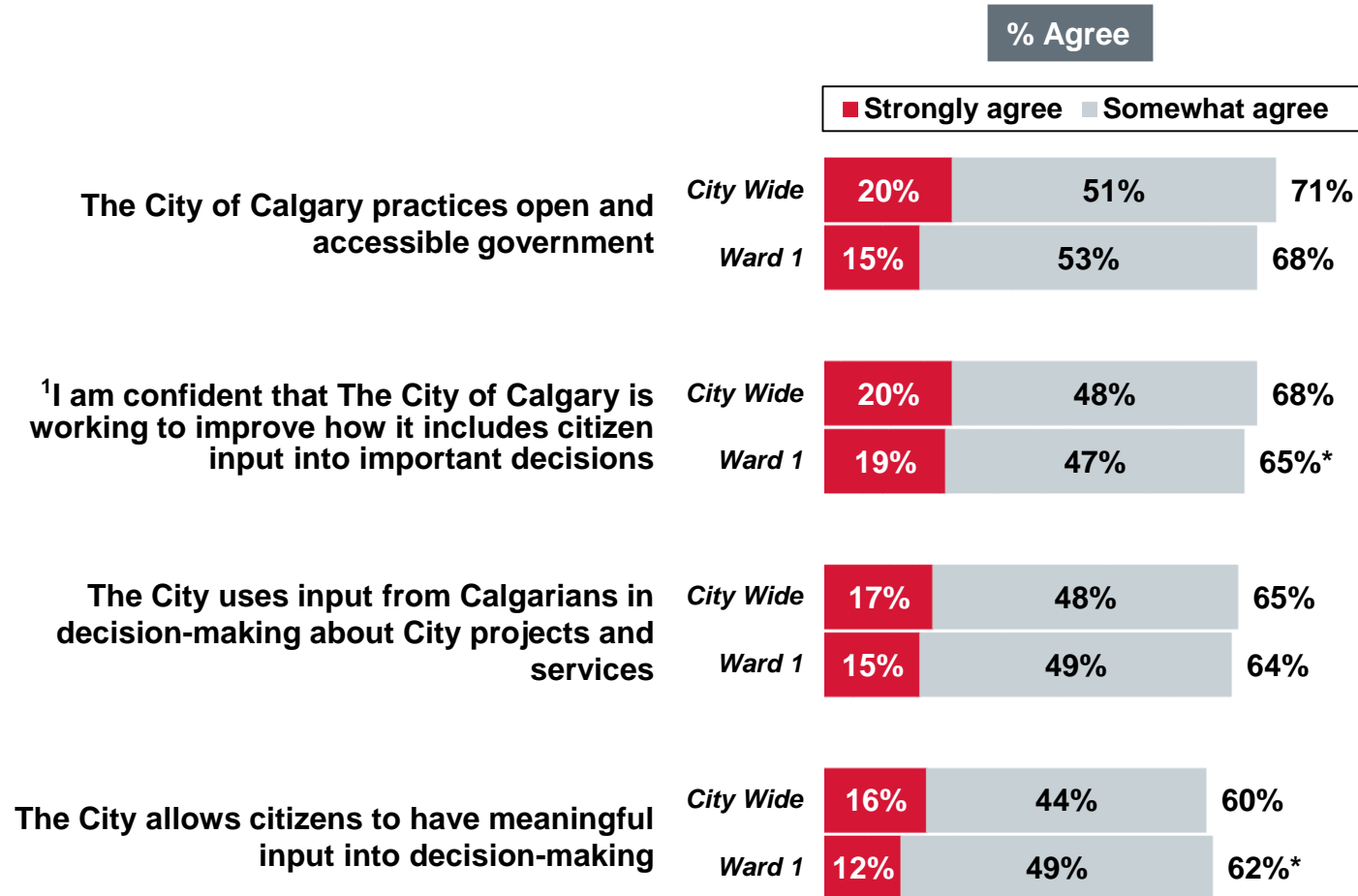
I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary



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

Base: Valid respondents (City Wide: n=2,463 / Ward 1: n=183)

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?

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

Base: Valid respondents (Bases vary)

*Rounding



Respondent Profile



Age

	City Wide	Ward 1
18 to 24	13%	8%
25 to 34	21%	17%
35 to 44	17%	19%
45 to 54	19%	24%
55 to 64	14%	14%
65 or older	16%	18%
<i>Mean</i>	<i>45</i>	<i>48</i>

Income

	City Wide	Ward 1
Less than \$30,000	6%	2%
\$30,000 to <\$45,000	9%	6%
\$45,000 to <\$60,000	11%	10%
\$60,000 to <\$75,000	8%	3%
\$75,000 to <\$90,000	8%	6%
\$90,000 to <\$105,000	11%	15%
\$105,000 to <\$120,000	11%	7%
\$120,000 to <\$150,000	13%	18%
\$150,000 or more	23%	33%

Education

	City Wide	Ward 1
Completed high school or less	16%	12%
Some post secondary or completed a college diploma	35%	29%
Completed university degree or post-grad degree	49%	59%

Gender

	City Wide	Ward 1
Male	50%	52%
Female	50%	48%
Other	0%	0%

Base: Valid respondents (Bases vary)

Household Characteristics

Type of Home

	City Wide	Ward 1
Single-detached house	70%	79%
Apartment or apartment-style condominium	12%	8%
Duplex, triplex or fourplex	8%	6%
Townhouse or rowhouse	8%	7%
Another type of multi-dwelling unit	1%	0%

Children and Seniors in Household

	City Wide	Ward 1
Yes - Children	34%	43%
Yes - Seniors	18%	14%

Household Size

	City Wide	Ward 1
1	14%	13%
2	30%	30%
3	19%	13%
4	22%	30%
5 or more	15%	13%
Mean	3.0	3.0

Responsible for Property Taxes

	City Wide	Ward 1
Yes	84%	90%
No	16%	10%

Own or Rent

	City Wide	Ward 1
Own	76%	84%
Rent	19%	10%
Other	6%	6%

Tenure in Calgary

	City Wide	Ward 1
Less than 5 years	6%	3%
5 to less than 10 years	9%	7%
10 to less than 15 years	10%	8%
15 to less than 20 years	11%	10%
20 to less than 30 years	23%	26%
30 to less than 40 years	16%	21%
40 or more	25%	25%
Mean	28	29

Base: Valid respondents (Bases vary)

Respondent Characteristics

Born in Canada

	City Wide	Ward 1
Yes	74%	74%
No	26%	26%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=600)	Ward 1 (n=45)
Less than 12	29%	33%
12 to 17	15%	11%
18 or older	56%	56%
No response	1%	-

Ethnic Background

	City Wide	Ward 1
Caucasian/ White	26%	34%
British	18%	18%
Canadian/ French Canadian	17%	14%
Northern or Western European	12%	8%
East or Southeast Asian	9%	9%
Southern or Eastern European	7%	11%
South Asian	7%	2%
Central/ South American or Caribbean	3%	3%
West Asian or Middle Eastern	3%	4%
African	3%	1%
Aboriginal/ First Nations/ Metis	2%	1%

Disability

	City Wide	Ward 1
Yes	17%	9%
No	83%	91%

Visible Minority

	City Wide	Ward 1
Yes	24%	11%
No	76%	89%

Base: Valid respondents (Bases vary)

Contact

Krista Ring
Manager, Customer Experience, Strategy, and Research
The City of Calgary
403-268-9963 | 403-988-9425
Krista.Ring@Calgary.ca