

2019 Quality of Life and Citizen Satisfaction Survey

Ward 12 Report

November 2019

Prepared for The City of Calgary by:

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Respondent Profile

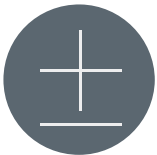


Telephone survey conducted with a randomly selected sample of 2,502 Calgarians aged 18 years and older between August 19th and September 16th, 2019.

- 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 184 interviews were conducted with residents of Ward 12 (MOE $\pm 7.3\%$).

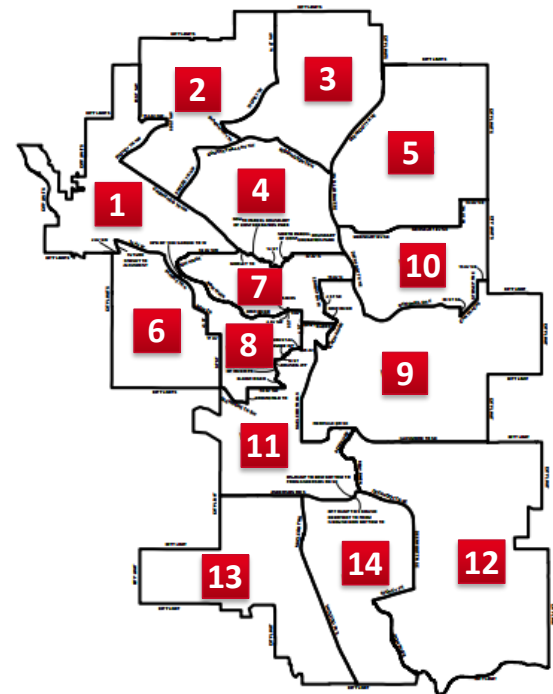


Results for Ward 12 are compared to results City Wide.

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

Where possible, 2019 results for Ward 12 are compared to those from 2018.

- Only significant differences are shown.





Summary of Key Findings



Key Findings:

Quality of Life and Issue Agenda

Ward 12 residents provide strong overall quality of life ratings, higher than City Wide measures.

The issue agenda in Ward 12 is similar for the top items “infrastructure, traffic & roads” and “transit”, although “transit” is mentioned by notably more Ward 12 residents in comparison to City Wide.

- ❖ Nine-in-ten (90%) Ward 12 residents rate the overall quality of life in Calgary today as ‘good’ (higher than 83% City Wide).
- ❖ A smaller proportion of Ward 12 perceive that their quality of life has ‘improved’ (8%, lower than 16% City Wide). The proportion of those who perceive their quality of life has remained the ‘same’ is greater than City Wide results (55%, higher than 44% City Wide). The proportion of those who perceive their quality of life has ‘worsened’ are on par with City Wide results (38% vs. 40% City Wide).
 - Ward 12 residents are less likely to think their quality of life has ‘improved’ than last year (8%, down 12 points since 2018).
- ❖ Ward 12 residents are more likely to agree that *“The City of Calgary municipal government fosters a city that is inclusive and accepting of all”* (83%, higher than 75% City Wide).
- ❖ Ward 12 residents are less likely this year than last year to agree that *“Calgary is moving in the right direction to ensure a high quality of life for future generations”* (52% agree, down from 67% in 2018).
- ❖ Ward 12 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”* (74%, vs. 76% City Wide), and Ward 12 residents are also aligned with City Wide results feeling safe walking alone in their neighbourhood after dark (88% feel safe, vs. 82% City Wide).
 - A smaller proportion of Ward 12 residents feel safe walking alone in their neighbourhood after dark in comparison to last year (88%, lower than 95% in 2018).
- ❖ The top issues in Ward 4 are *“infrastructure, traffic and roads”* (37%, vs. 35% City Wide) and *“transit”* (32%, higher than 17% City Wide).

Key Findings:

Importance of City Programs and Services

Ward 12 residents are on par with City Wide for nearly all importance ratings of programs and services.

The importance of two programs and services has decreased since 2018 in Ward 12, while downtown revitalization has increased in terms of 'very' important measures.

- ❖ Ward 12 residents express similar views as City Wide for the importance of almost all services and programs assessed in 2019, except for:
 - Snow removal (85% 'very' important, higher than 75% City Wide).
- ❖ There have been some notable changes in the importance of municipal services and programs within Ward 12 compared to last year for:
 - Spring road cleaning (89%, lower than 96% in 2018);
 - Road maintenance (69% 'very' important, lower than 81% in 2018); and,
 - Downtown revitalization (42% 'very' important, higher than 28% in 2018).

Key Findings:

Satisfaction with City Programs and Services

The majority of Ward 12 residents are satisfied with the overall level and quality of municipal programs and services, consistent with City Wide results.

In Ward 12, notable declines in satisfaction emerge for two programs and services and increases in satisfaction emerge for Calgary Police Service and Community services.

- ❖ Just over seven-in-ten (73%) Ward 12 residents are satisfied with the overall level and quality of municipal services and programs, similar to 74% City Wide.
- ❖ Satisfaction with programs and services in Ward 12 differs from City Wide for:
 - Community services (97%, higher than 89% City Wide);
 - Calgary Transit (69%, lower than 79% City Wide);
 - The quality of drinking water (62% 'very' satisfied, lower than 73% City Wide);
 - Calgary Police Service (69% 'very' satisfied, higher than 57% City Wide);
- ❖ Significant differences in satisfaction in Ward 12 since 2018 emerge for:
 - Calgary Fire Department (96%, down 4 points from 2018);
 - Road maintenance (79%, up from 64% in 2018); and,
 - City-operated roads and infrastructure (27% 'very' satisfied, higher than 15% in 2018).
- ❖ Ward 12 residents consider land use planning to be a 'primary strength', whereas it is a 'primary weakness' City Wide.
- ❖ Ward 12 residents consider Recreation Programs a 'primary strength'; however, it is neither a 'primary strength' nor 'primary weakness' City Wide.
- ❖ Spring road cleaning and Blue Cart Recycling are considered to be 'primary strengths' City Wide, yet are neither 'primary strengths' nor 'primary weaknesses' in Ward 12.
- ❖ Calgary Transit is a 'primary weakness' City Wide; however, it is neither a 'primary strength' nor 'primary weakness' in Ward 12.

Key Findings: Investment in City Programs and Services

Ward 12 residents are more likely to want *more* investment in transportation planning and City-operated recreation programs in comparison to City Wide results.

- ❖ Ward 12 residents are more likely than City Wide to want to see *more* investment in:
 - Transportation planning (63% invest *more*, higher than 50% City Wide); and,
 - City-operated recreation programs (52% invest *more*, higher than 37% City Wide).
- ❖ The biggest shifts in Ward 12 residents' desire for *more* investment compared to 2018 are as follows:
 - Road maintenance (53% invest *more*, down from 68% in 2018);
 - Snow removal (54% invest *more*, down from 69% in 2018);
 - City-operated recreation programs (52% invest *more*, up from 31% in 2018);
 - Property tax assessment (33% invest *more*, up from 16% in 2018);
 - City of Calgary website (24% invest *more*, up from 11% in 2018);
 - Protection from river flooding (18% invest *more*, lower than 32% in 2018); and,
 - Spring road cleaning (17% invest *more*, down from 38% in 2018).

Key Findings: Taxation

Ward 12 residents express similar views on taxation in comparison to City Wide.

- ❖ More than five-in-ten (54%) Ward 12 residents give The City a 'good value' rating for the value of their property tax dollars, identical to 54% City Wide.
- ❖ Ward 12 residents' knowledge of how tax dollars are spent is consistent with City Wide (62%, on par with 57% City Wide).
- ❖ In order for The City to maintain or expand services, Ward 12 residents are split with respect to their preference for cutting services (49%, on par with 50% City Wide) or increasing taxes (44%, identical to 44% City Wide).
- ❖ The vast majority of Ward 12 residents are interested in knowing how their property tax dollars are invested in various City services (93%, consistent with 94% City Wide).
- ❖ Six-in-ten (60%) Ward 12 residents agree that The City does a good job of providing citizens with information about how their property tax dollars are spent, similar to 55% City Wide.

Key Findings:

Customer Service and Communications

Ward 12 residents provide similar measures related to customer service as are seen City Wide.

In Ward 12, overall satisfaction with information received from The City is also consistent with City Wide measures.

- ❖ Six-in-ten (60%) Ward 12 residents contacted The City within the past year (similar to 62% City Wide).
- ❖ Three-quarters (74%) of Ward 12 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service (identical with 74% City Wide).
- ❖ Ward 12 residents are less likely in 2019 to agree that The City responds quickly to requests or concerns (72%, down from 84% in 2018).
- ❖ Ward 12 residents are less likely in 2019 to 'strongly' agree that City staff are courteous, helpful, and knowledgeable (42%, down from 54% in 2018).
- ❖ Seven-in-ten (71%) of Ward 12 residents are satisfied with the overall quality of City information and communications, consistent with 75% City Wide, but down from 83% last year.
- ❖ Seven-in-ten (69%) Ward 12 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).
- ❖ One-half (51%) of Ward 12 residents feel they have access to 'just the right amount' of information from The City, consistent with 54% City Wide.
 - Slightly less than one-half (48%) of Ward 12 residents state they have access to 'too little' information from The City, similar to 44% City Wide.

Key Findings: City Reputation and Performance

Overall favourable impressions of The City have declined in Ward 12 since 2018, yet remain consistent with 2019 City Wide measures.

Ward 12 residents display similar satisfaction with City governance as seen City Wide, but satisfaction has declined since last year.

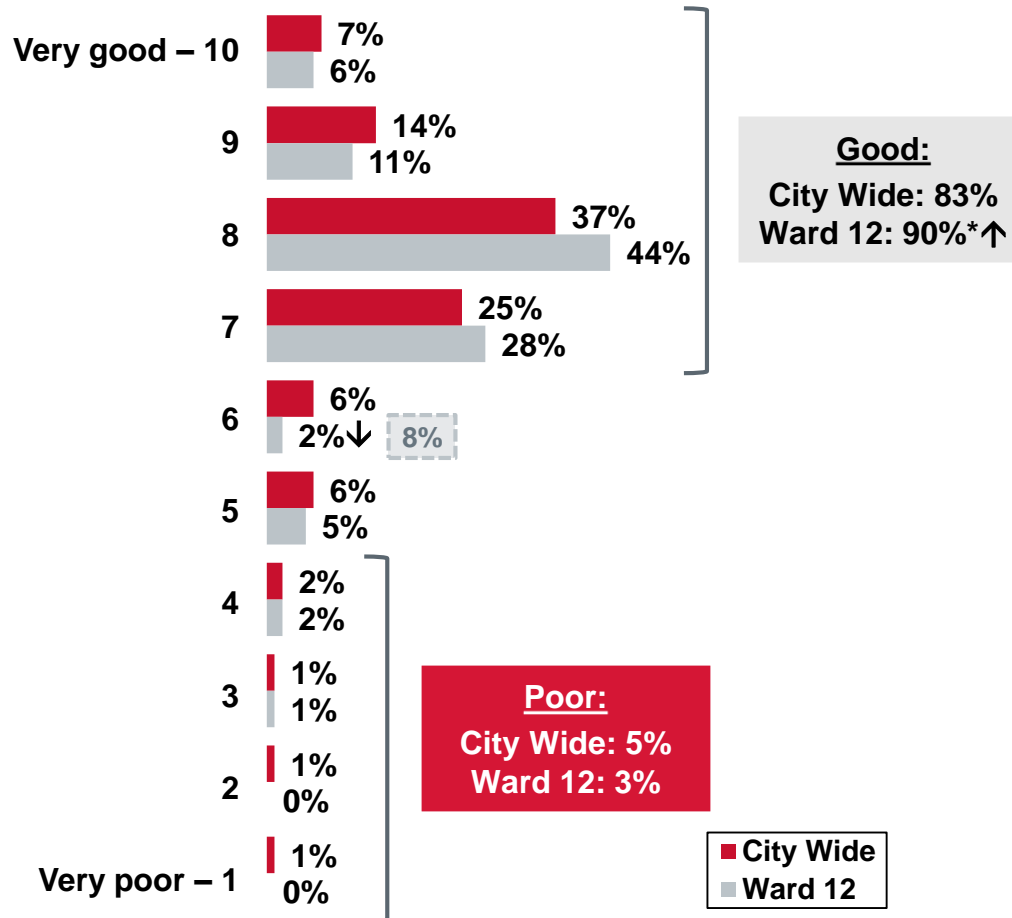
- ❖ More than one-half (53%) of Ward 12 residents have a favourable impression of The City of Calgary. This is on par with 50% City Wide, but down 17 percentage points from 70% in 2018.
 - Ward 12 residents are notably less likely to have a ‘very’ favourable impression of The City in comparison to 2018 (14% vs. 26% last year), and a higher proportion of Ward 12 residents provide ‘unfavourable’ ratings in 2019 (14%, up from 4% last year).
- ❖ One-half (51%) of Ward 12 residents state they *trust* The City of Calgary, on par with 52% City Wide, and 20% of Ward 12 residents say they *distrust* The City, similar to 23% City Wide.
 - *Distrust* in The City has increased among Ward12 residents since last year (20%, up from 9% in 2018).
- ❖ Ward 12 residents express similar satisfaction levels compared to City Wide for each of the following:
 - City Council (57% satisfied, consistent with 55% City Wide, yet down from 71% in 2018);
 - City of Calgary, including Council and Administration (74% satisfied, on par with 70% City Wide, yet ‘very’ satisfied ratings have declined 7%, down from 19% in 2018); and,
 - City Administration (82% satisfied, similar to 79% City Wide, although ‘very’ satisfied measures have declined from 24% in 2018 to 14% in 2019).
- ❖ Two-thirds (66%) of Ward 12 residents believe that City Council and City Administration work collaboratively, identical to 66% City Wide.
- ❖ Ward 12 residents are more likely to ‘strongly’ agree that “*The City of Calgary practices open and accessible government*” (28%) compared to City Wide (20%).
- ❖ Compared to 2018, Ward 12 residents are less likely to agree that “*The City uses input from Calgarians in decision-making*” (58%, down from 71% in 2018).



Quality of Life



Overall Quality of Life in Calgary



*Rounding

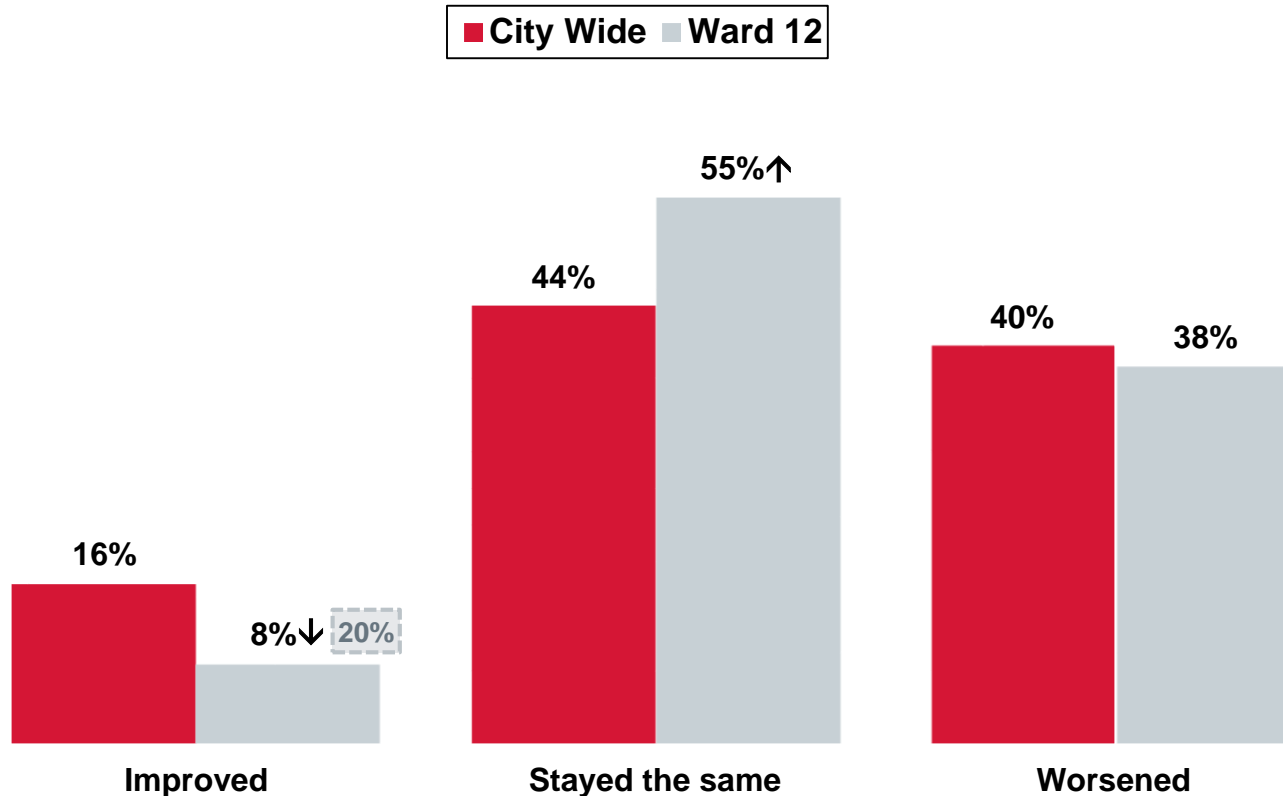
Ward 12 2018

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 12: n=170)

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

Perceived Change in the Quality of Life



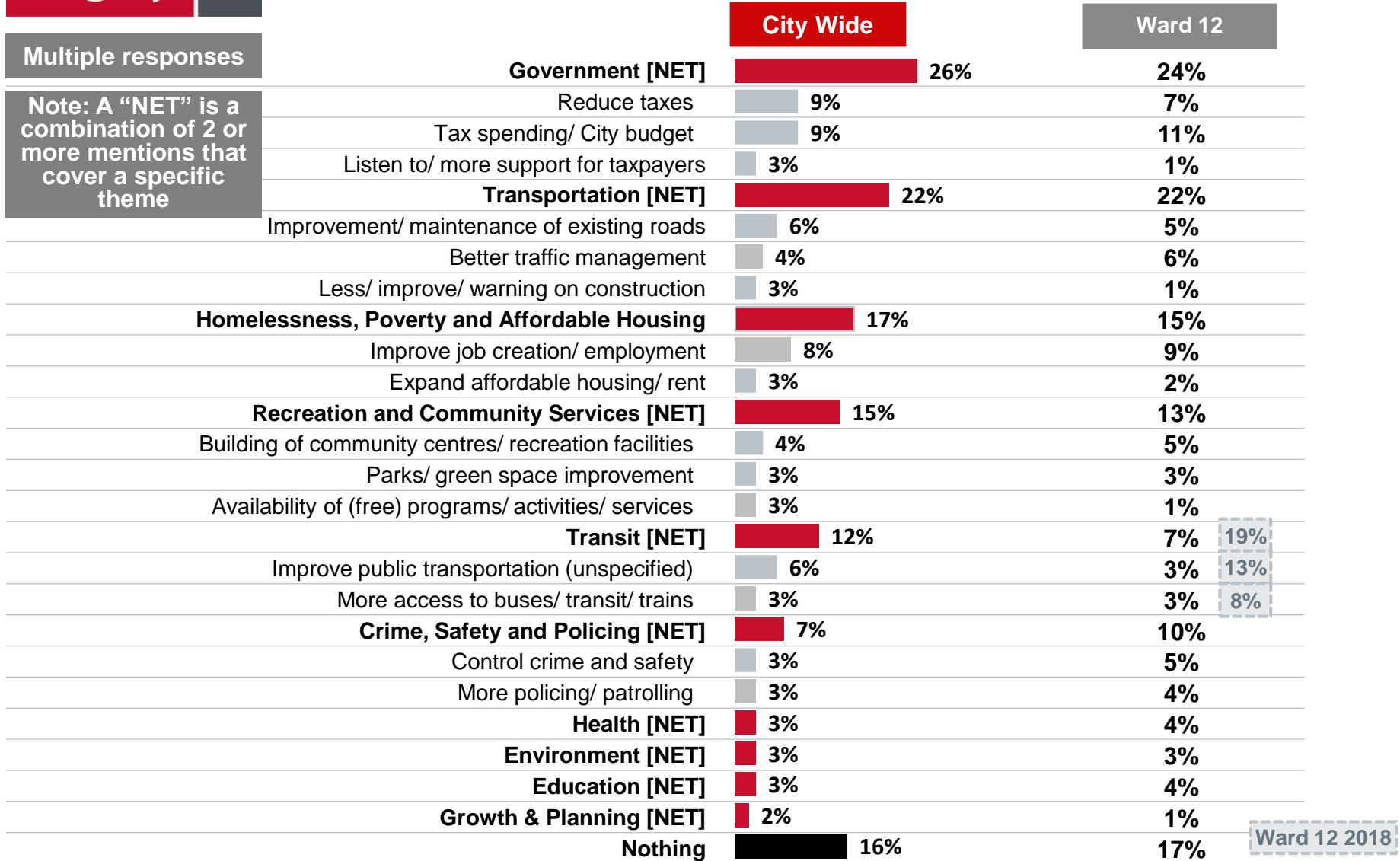
Ward 12 2018

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

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 12: n=170)

Actions to Improve the Quality of Life



Ward 12 2018

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 12: n=164)

NET mentions of <2% are not shown

Sustainability: Connectedness

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

% Agree

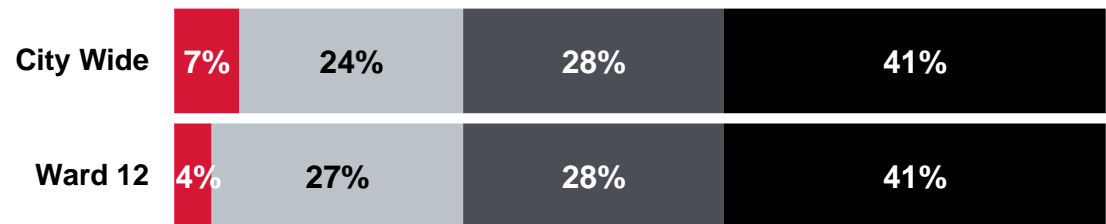
I am proud to be a Calgarian



I am proud to live in my neighbourhood



I am regularly involved in neighbourhood and local community events



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."

*Rounding

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

20%

59%

14%

7%

79%

Ward 12

22%

64%

13%

86%

Calgary is a great place to make a living

City Wide

14%

49%

24%

13%

63%

Ward 12

15%

56%

22%

7%↓

70%*

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

City Wide

20%

55%

16%

9%

75%

Ward 12

22%

62%

10%

6%

83%*↑

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 12

6%

46%

34%

15%

52%

67%

*Rounding

Ward 12 2018

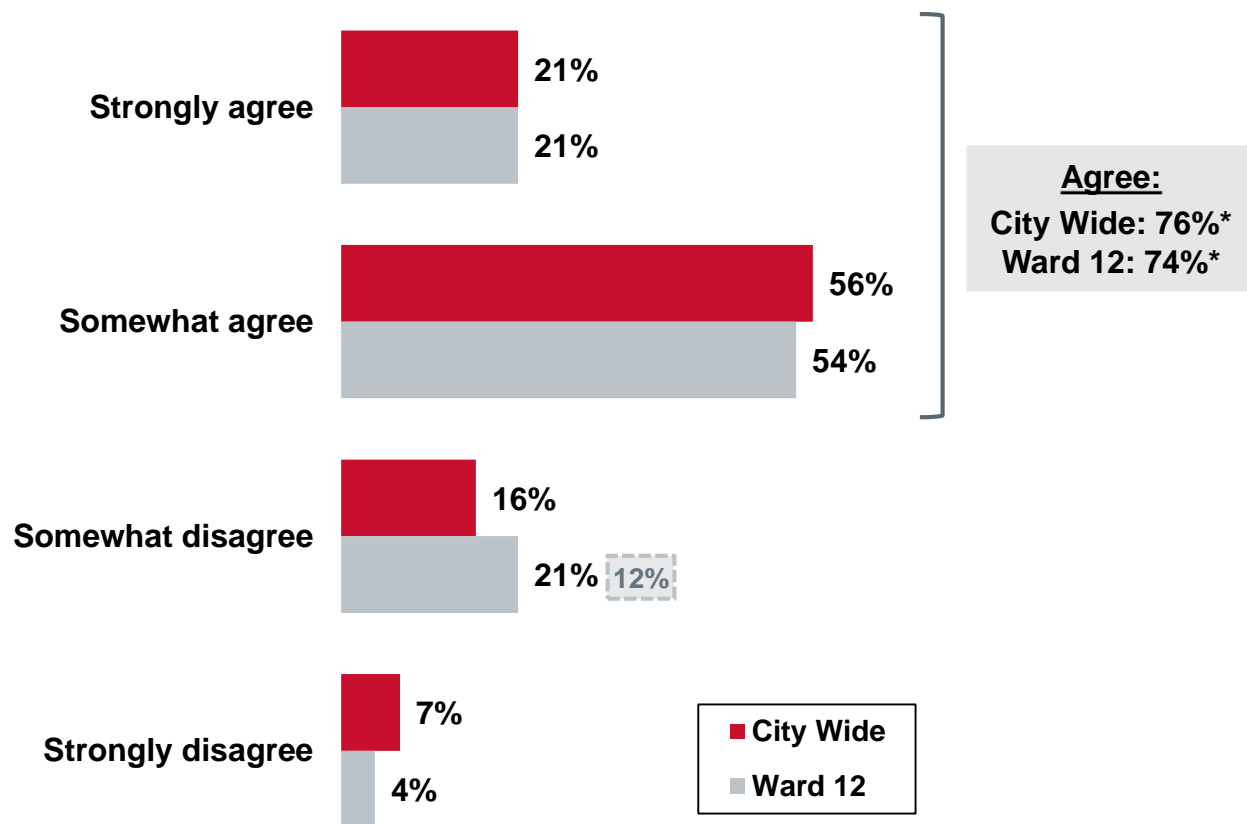
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)

Data labels of <3% not shown

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

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



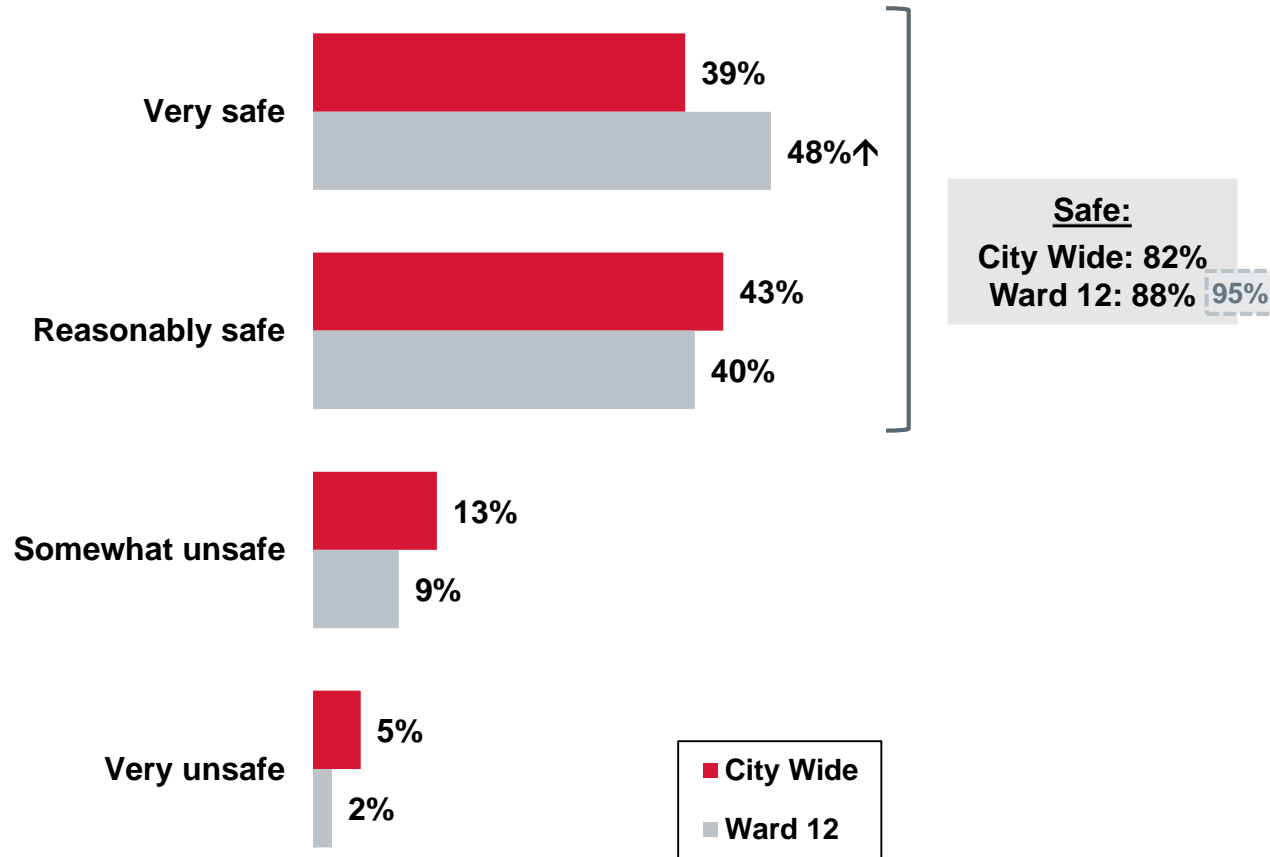
There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (City Wide: n=2,485 / Ward 12: n=171)

*Rounding

Ward 12 2018

Perceived Safety in Own Neighbourhood



Ward 12 2018

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 12: n=171)

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



Issue Agenda



Issue Agenda

City Wide

Ward 12

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%	37%
Traffic congestion	5%	7%		8%
Road conditions	4%	7%		7%
Infrastructure maintenance	5%	6%		4%
(Lack of) snow removal	4%	5%		9%↑
Roads (unspecified)	4%	5%		4%
Too much/poorly planned/delayed road construction	3%	5%		2%
Transit [NET]	12%	5%	17%	32%↑
Public Transportation (incl. buses/ C-train/ poor service)	6%	8%		20%↑ 11%
Transportation (unspecified)	4%	6%		11%↑
Transit system improvements	4%	6%		8% 0%
Crime, Safety & Policing [NET]	10%	5%	15%	12%
Breaking and entering/gangs/drugs	6%	9%		9%
Public safety	4%	6%		2%
Budget & Spending [NET]	8%	11%		10%
Taxes [NET]	8%	11%		7%
Economy [NET]	6%	8%		6%
Education [NET]	5%	8%		12%↑
Recreation [NET]	4%	7%		8%
Environment and Waste Management [NET]	4%	7%		6%
Growth and Planning [NET]	5%	5%		3%
Homelessness, Poverty & Affordable Housing [NET]	4%	4%		5% 0%
Healthcare [NET]	4%	4%		5%
None	11%			11%

↑Statistically higher than City Wide

↓Statistically lower than City Wide

NET mentions of <4% are not shown

Ward 12 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?

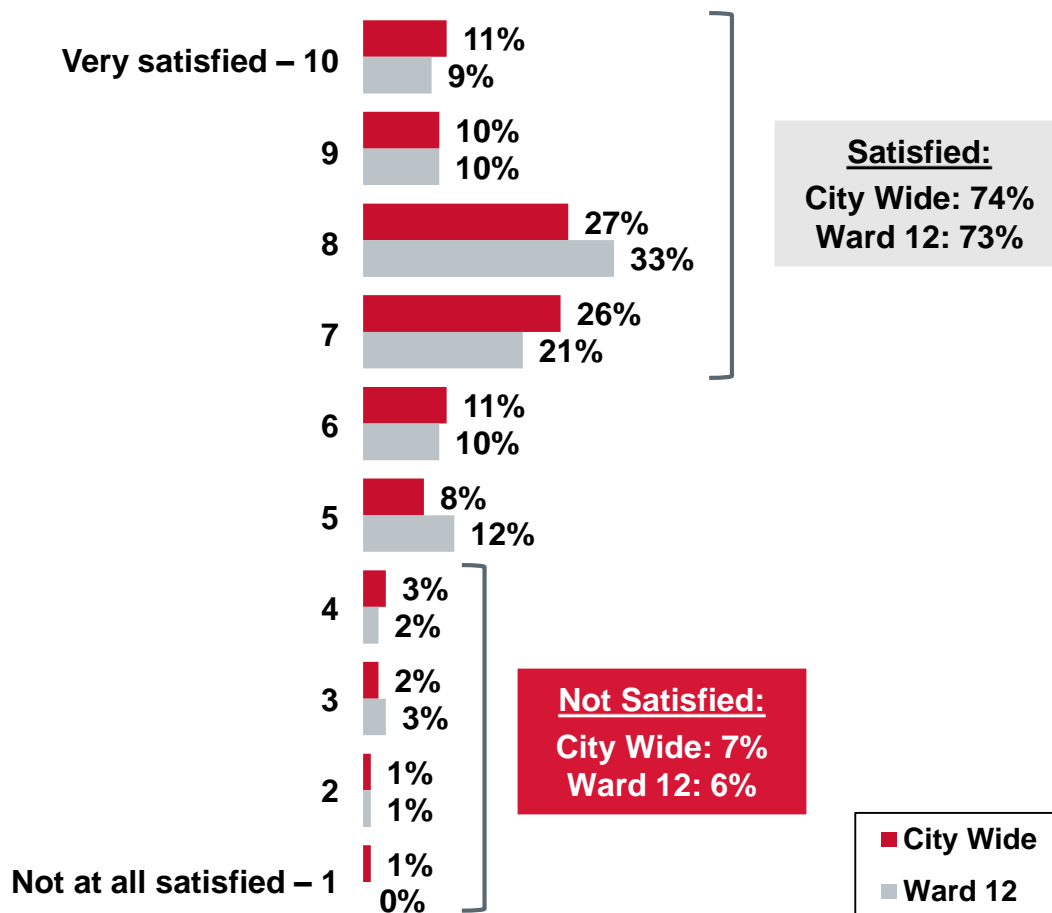
Base: Valid respondents (City Wide: n=2,422 / Ward 12: n=160)



City Programs and Services



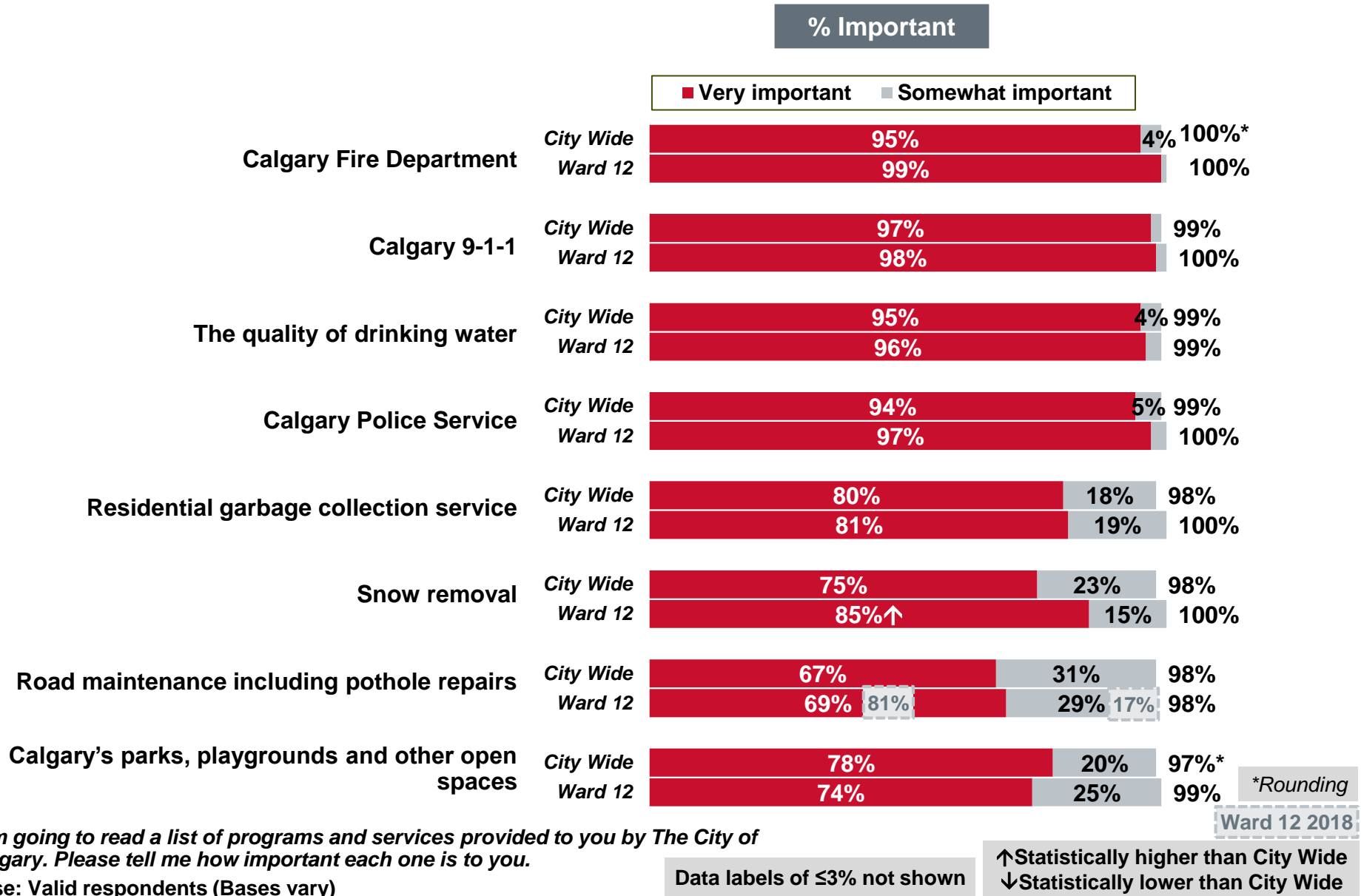
Satisfaction with the Overall Level and Quality of City Services and Programs



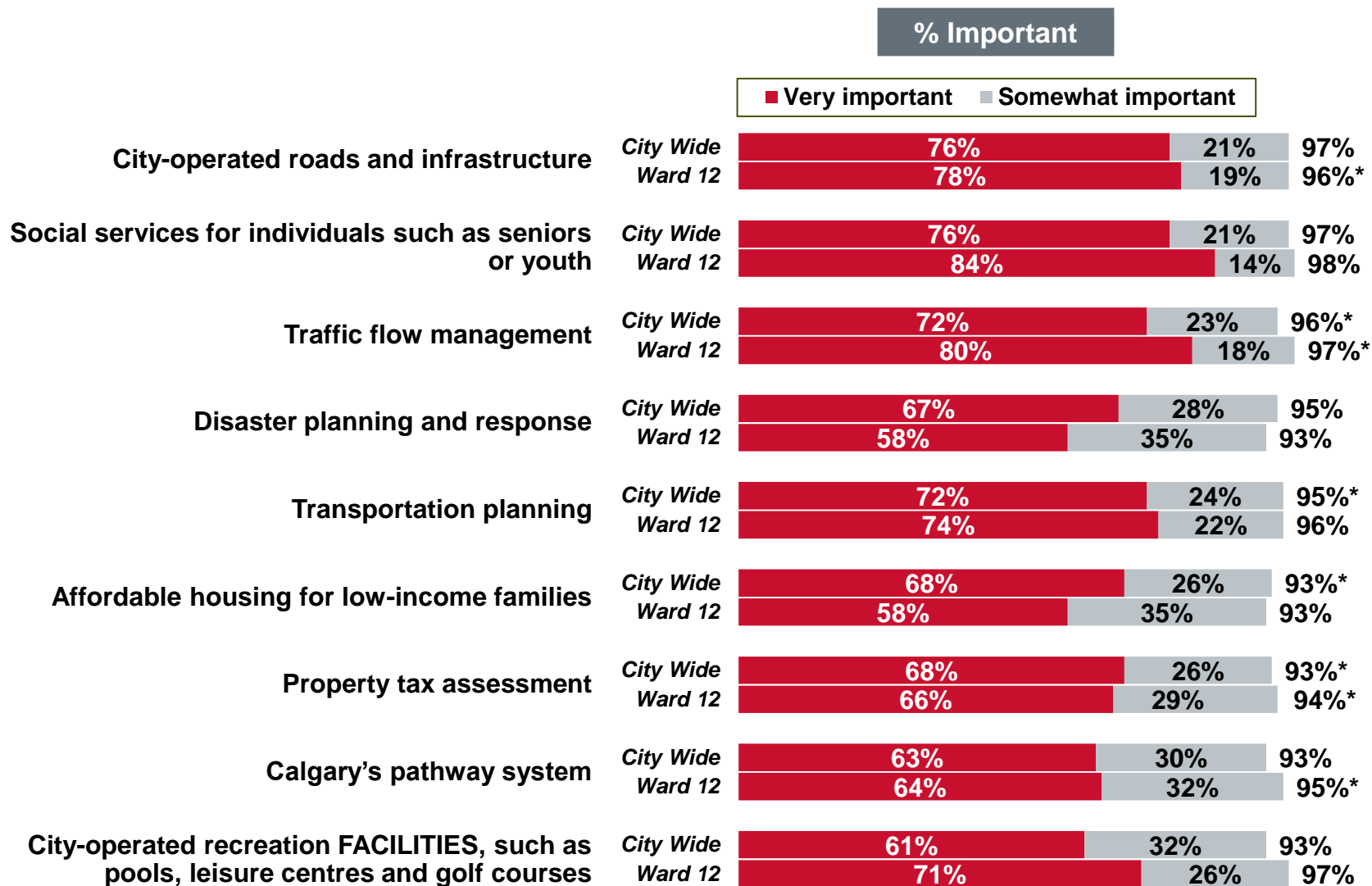
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 12: n=171)

Importance of City Programs and Services



Importance of City Programs and Services (continued)

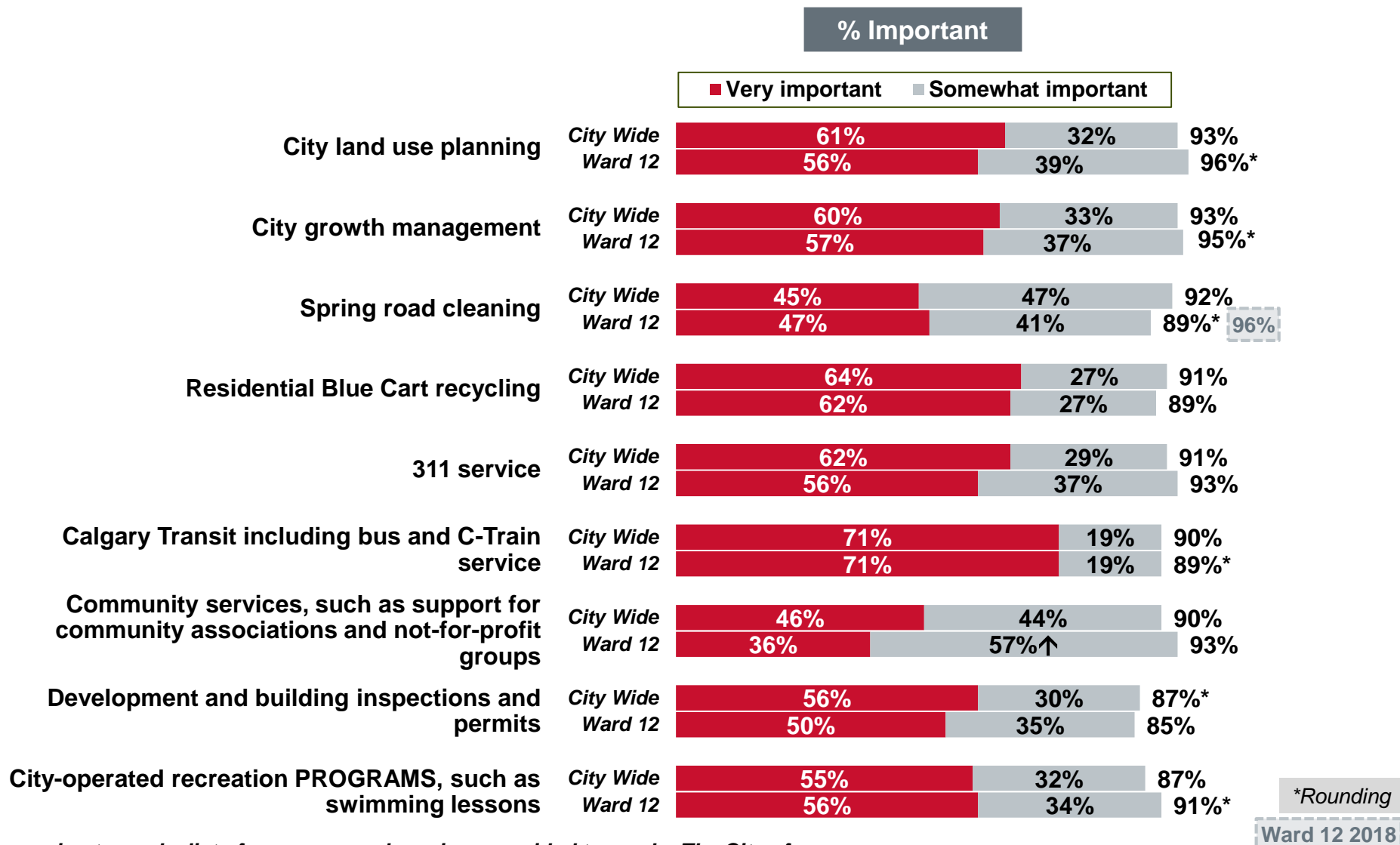


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

*Rounding

Importance of City Programs and Services (continued)

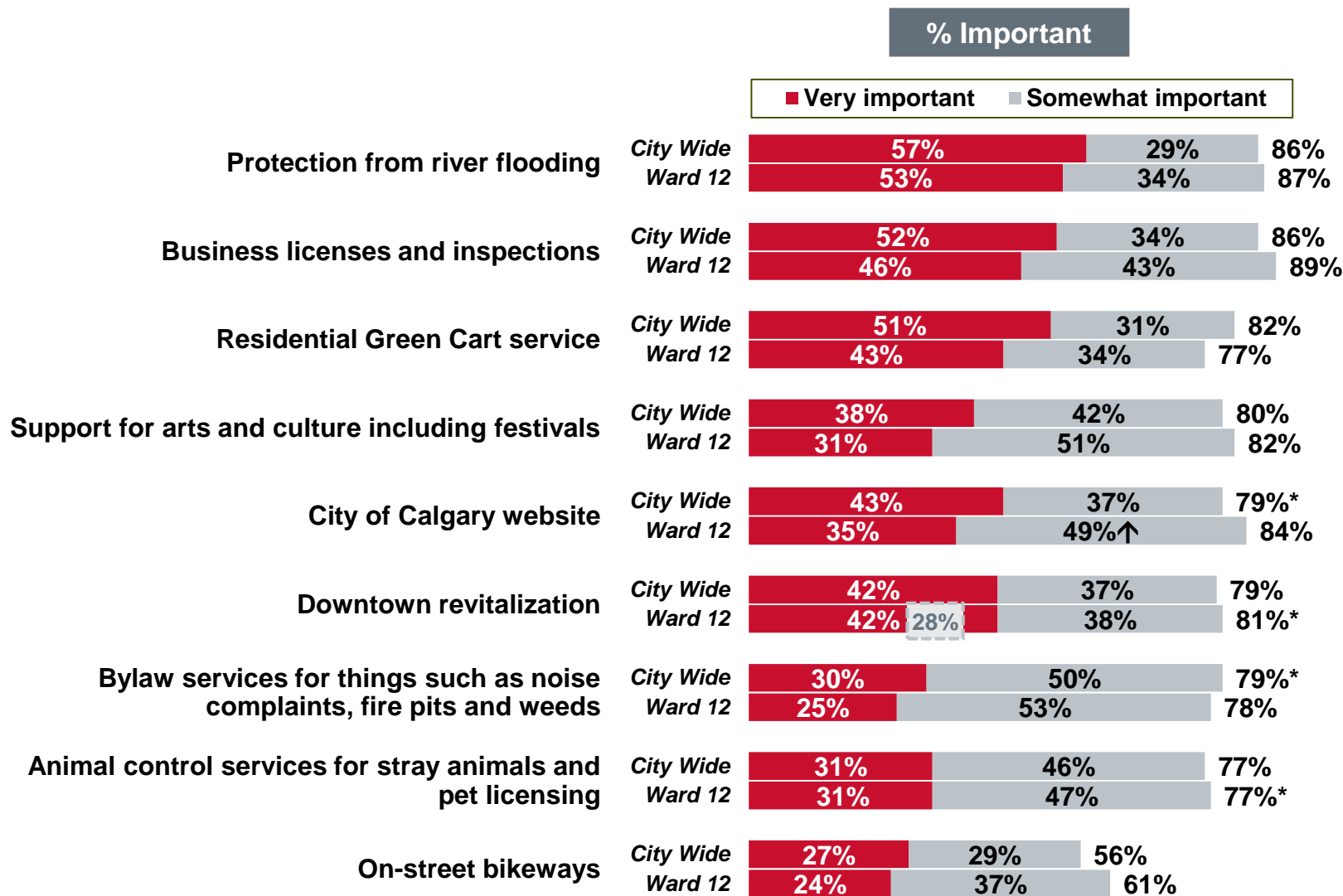


↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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

Base: Valid respondents (Bases vary)

Importance of City Programs and Services (continued)



*Rounding

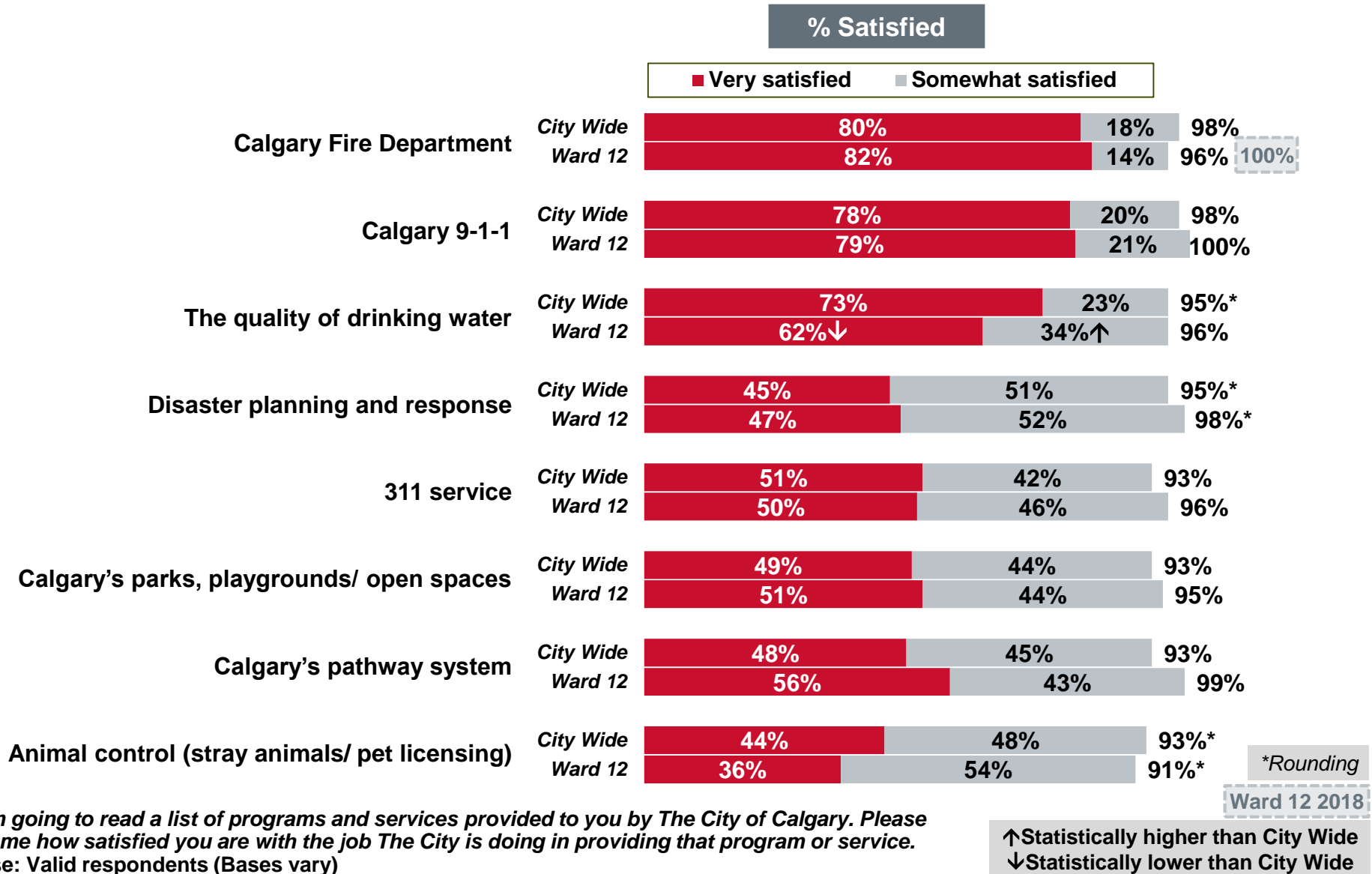
Ward 12 2018

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

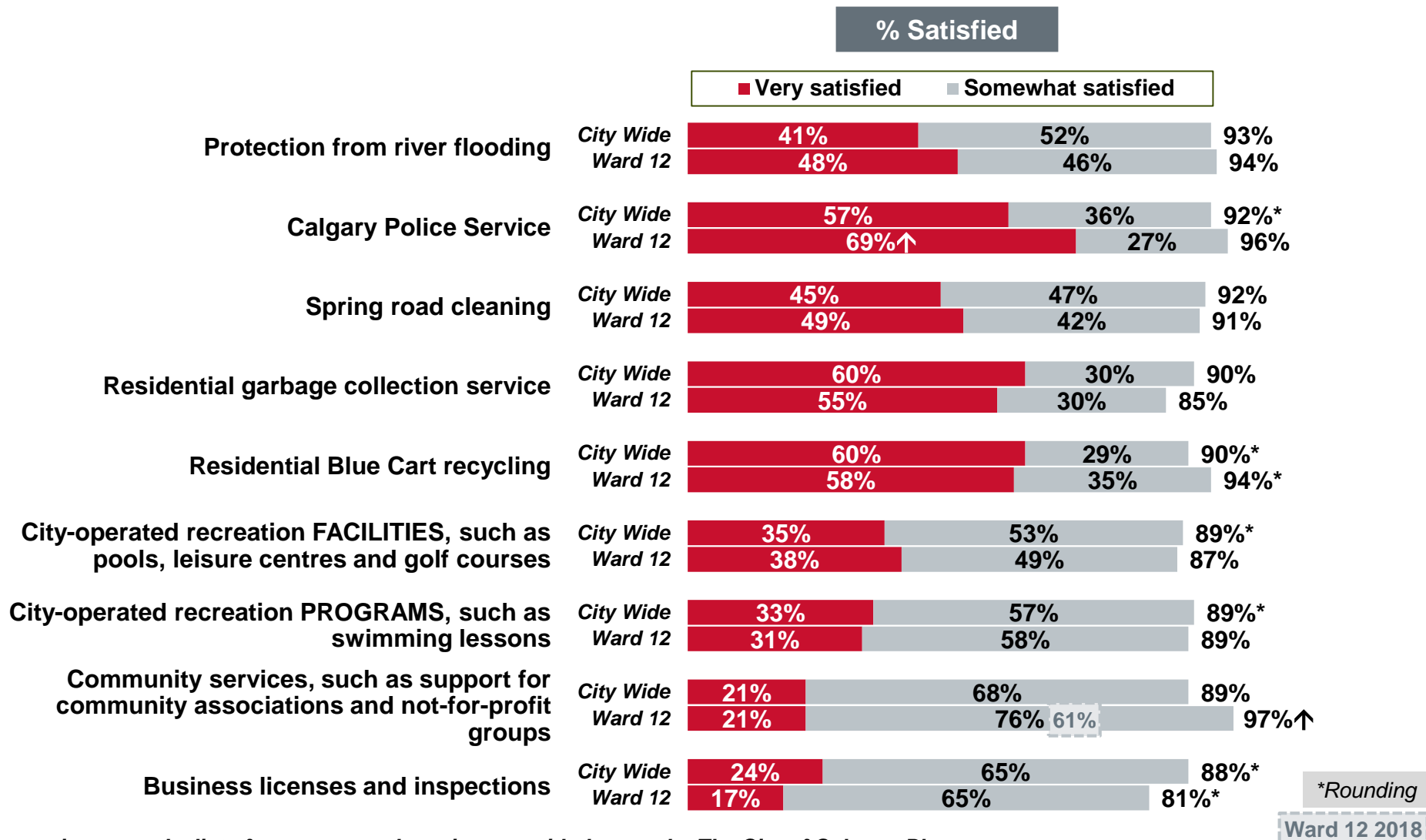
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Satisfaction with City Programs and Services

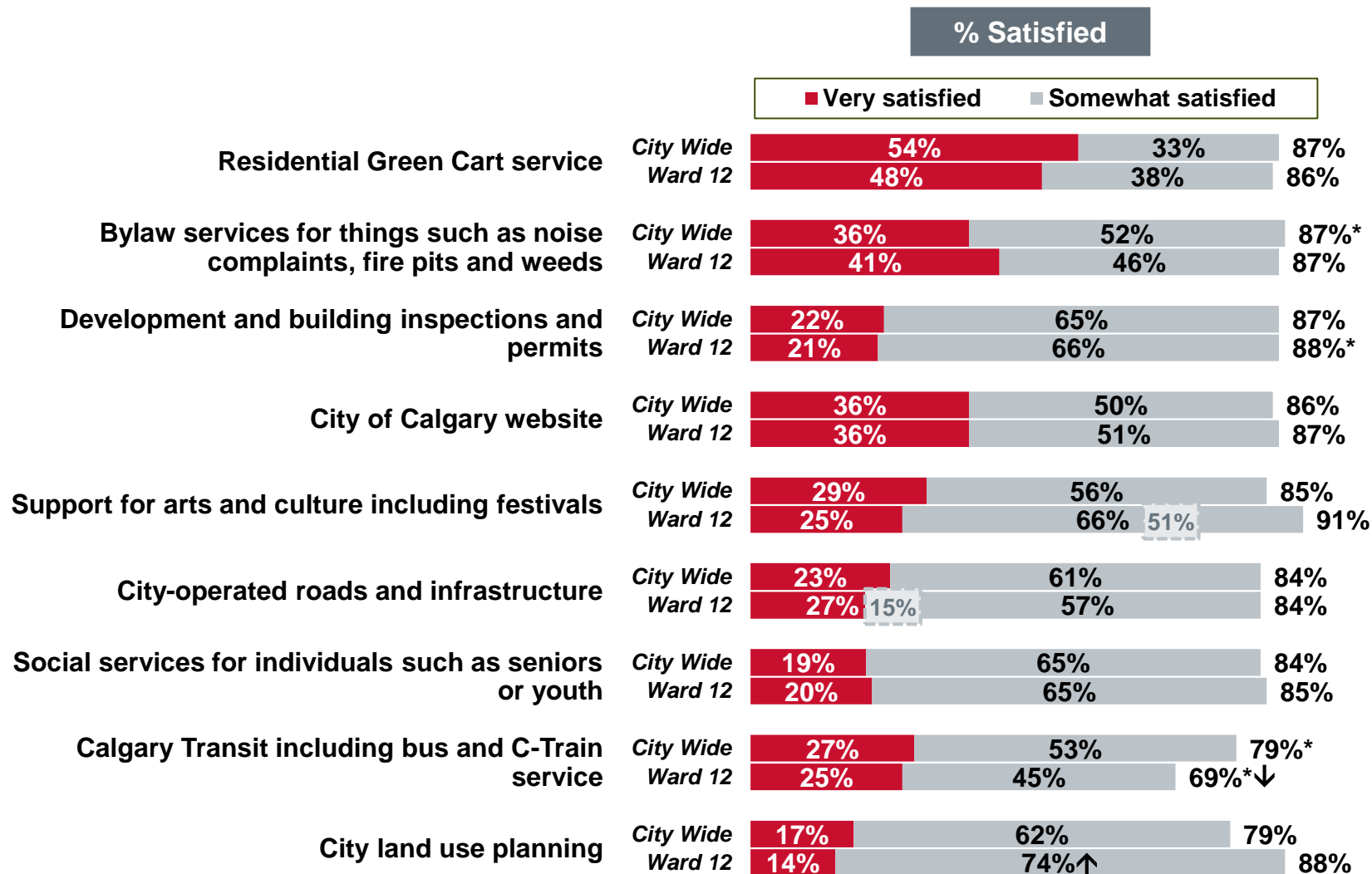


Satisfaction with City Programs and Services (continued)



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

Satisfaction with City Programs and Services (continued)



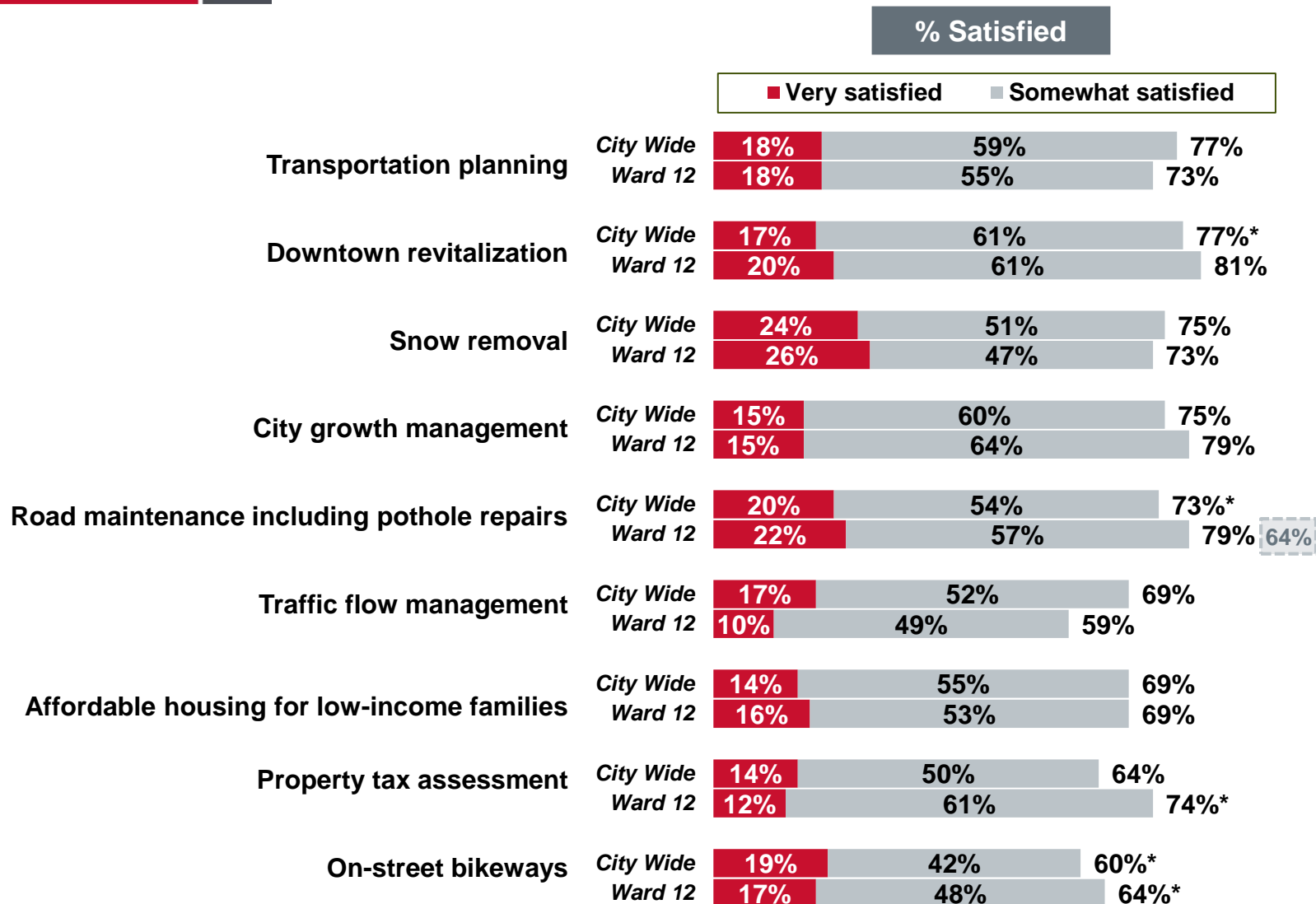
*Rounding

Ward 12 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)

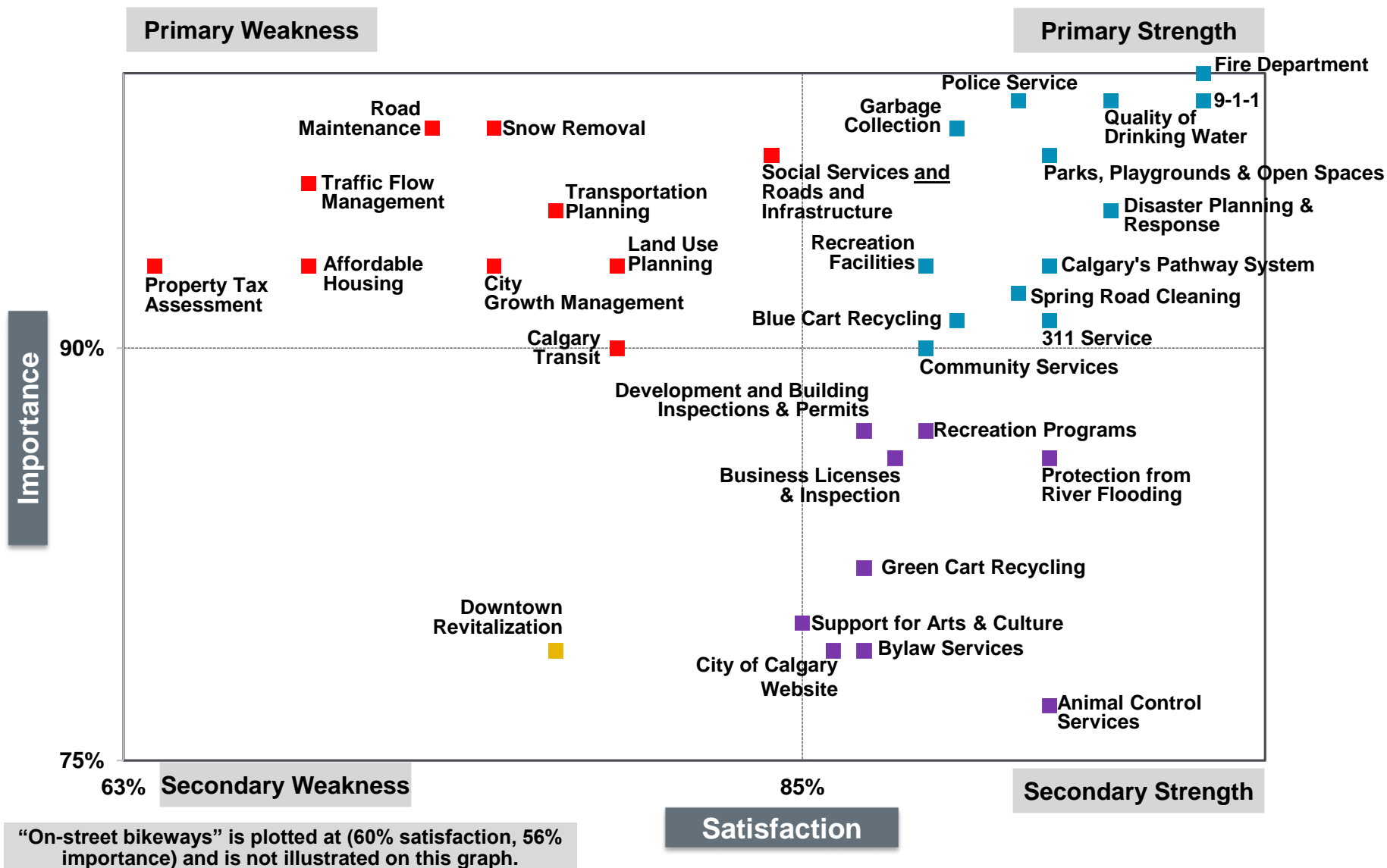


*Rounding

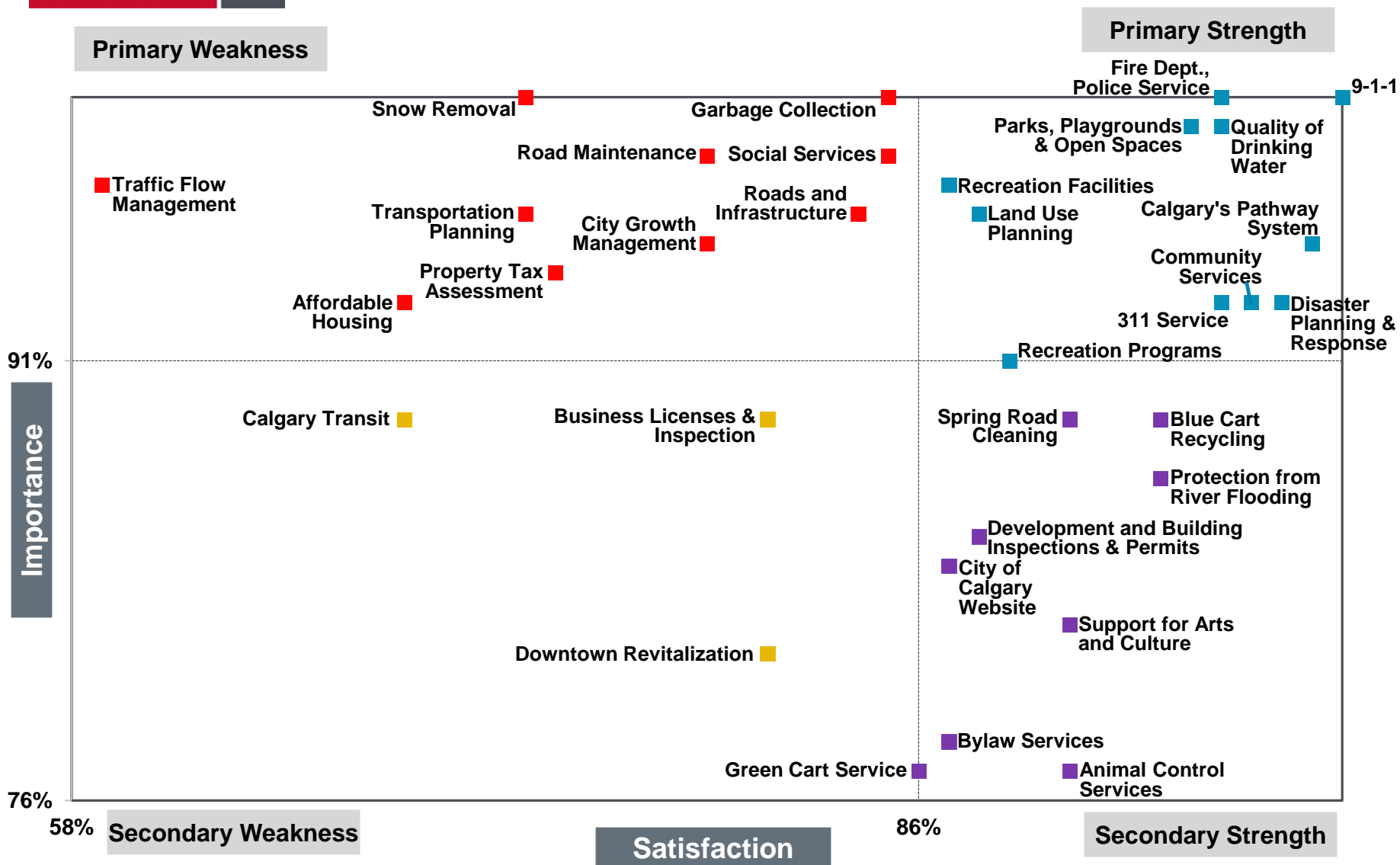
Ward 12 2018

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



Importance vs. Satisfaction Grid: Ward 12



"On-street bikeways" (64% satisfaction, 61% importance) is not illustrated on this graph.

Primary Strengths and Weaknesses: City Wide versus Ward 12

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

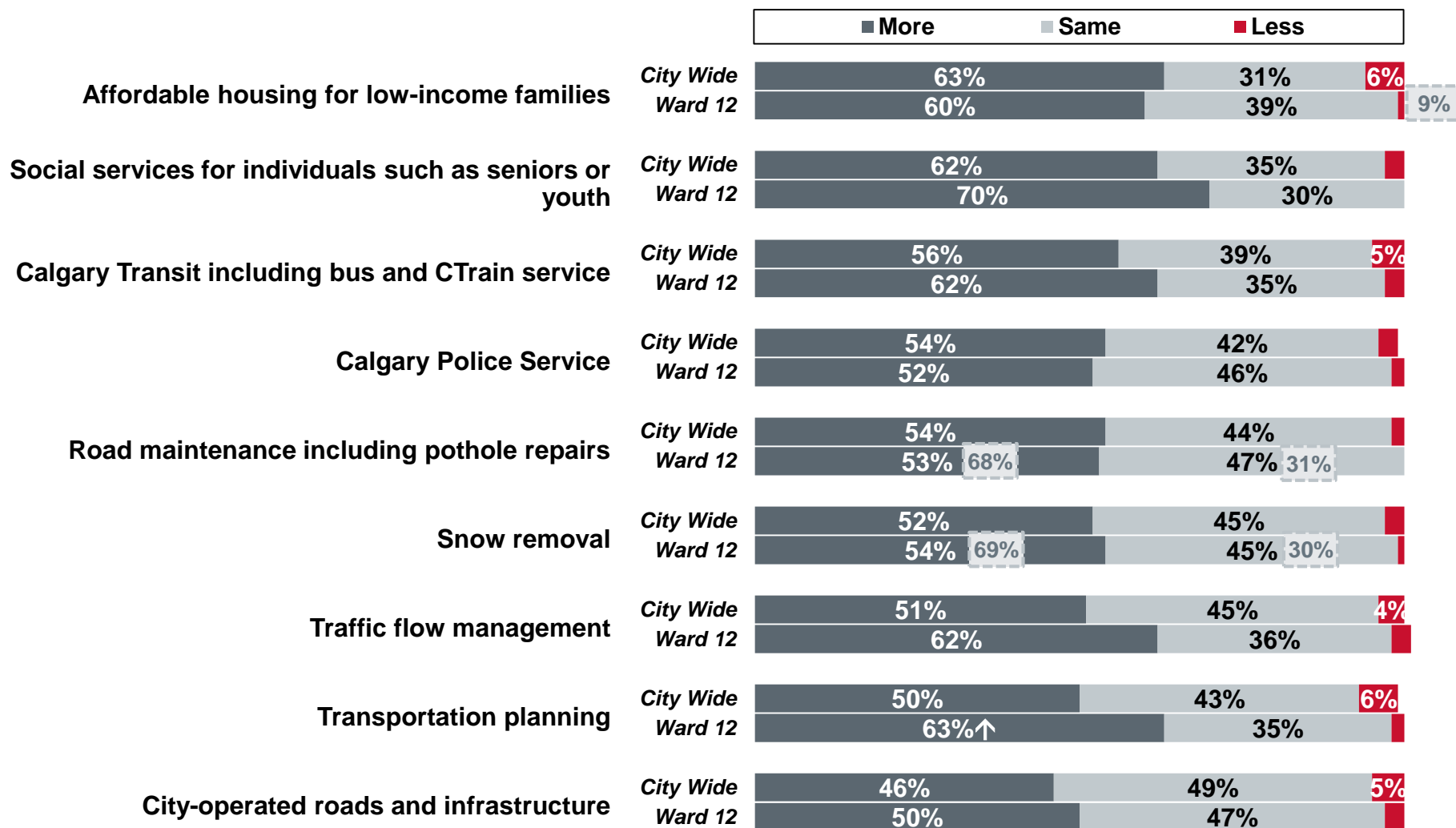
Primary Strength

Primary Weakness

Neither (in another quadrant)

	City Wide	Ward 12
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		
Recreation Programs		

Investment in City Programs and Services



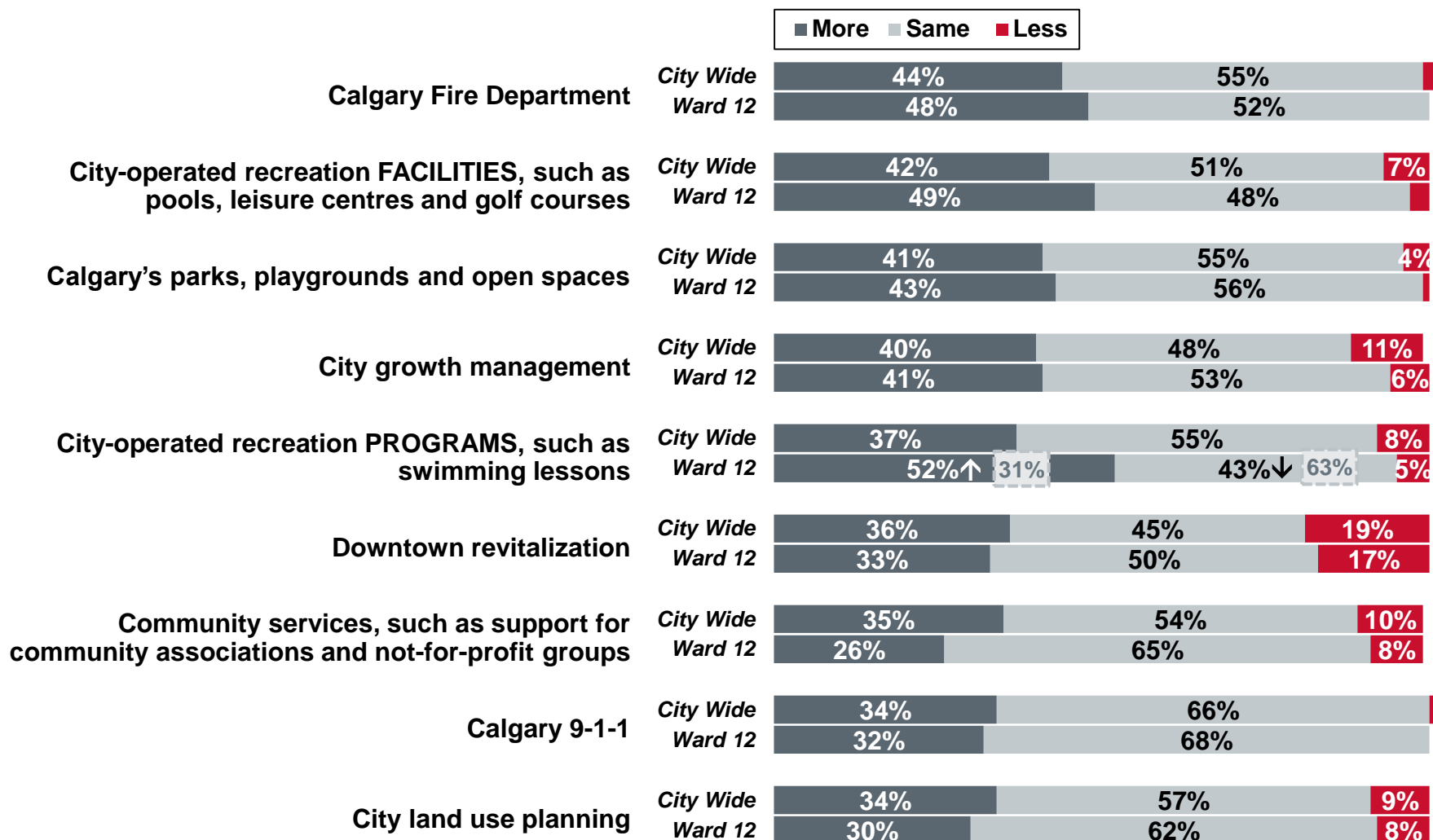
Data labels of ≤3% not shown

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

Ward 12 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)



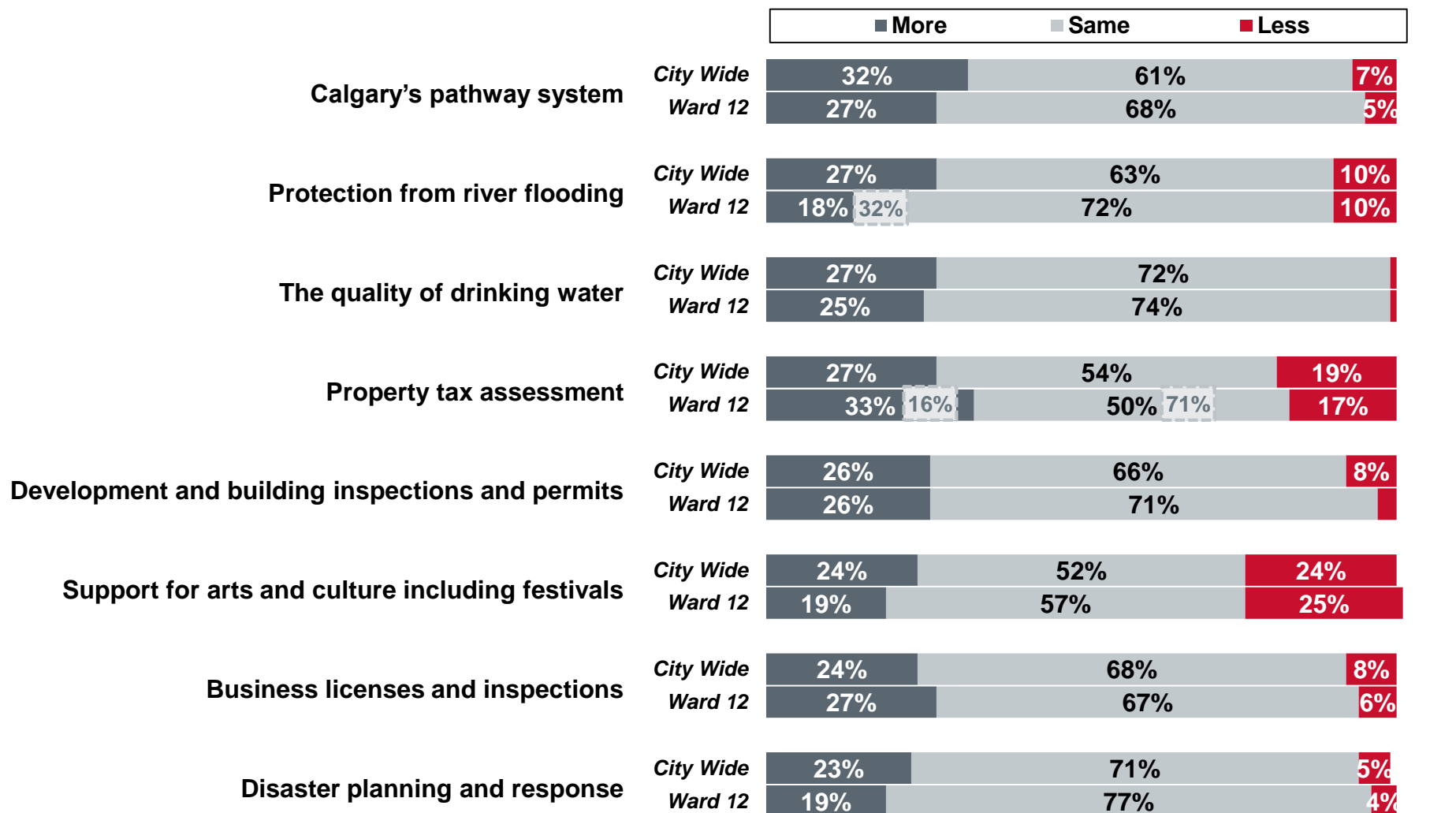
Data labels of ≤3% not shown

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

Ward 12 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)



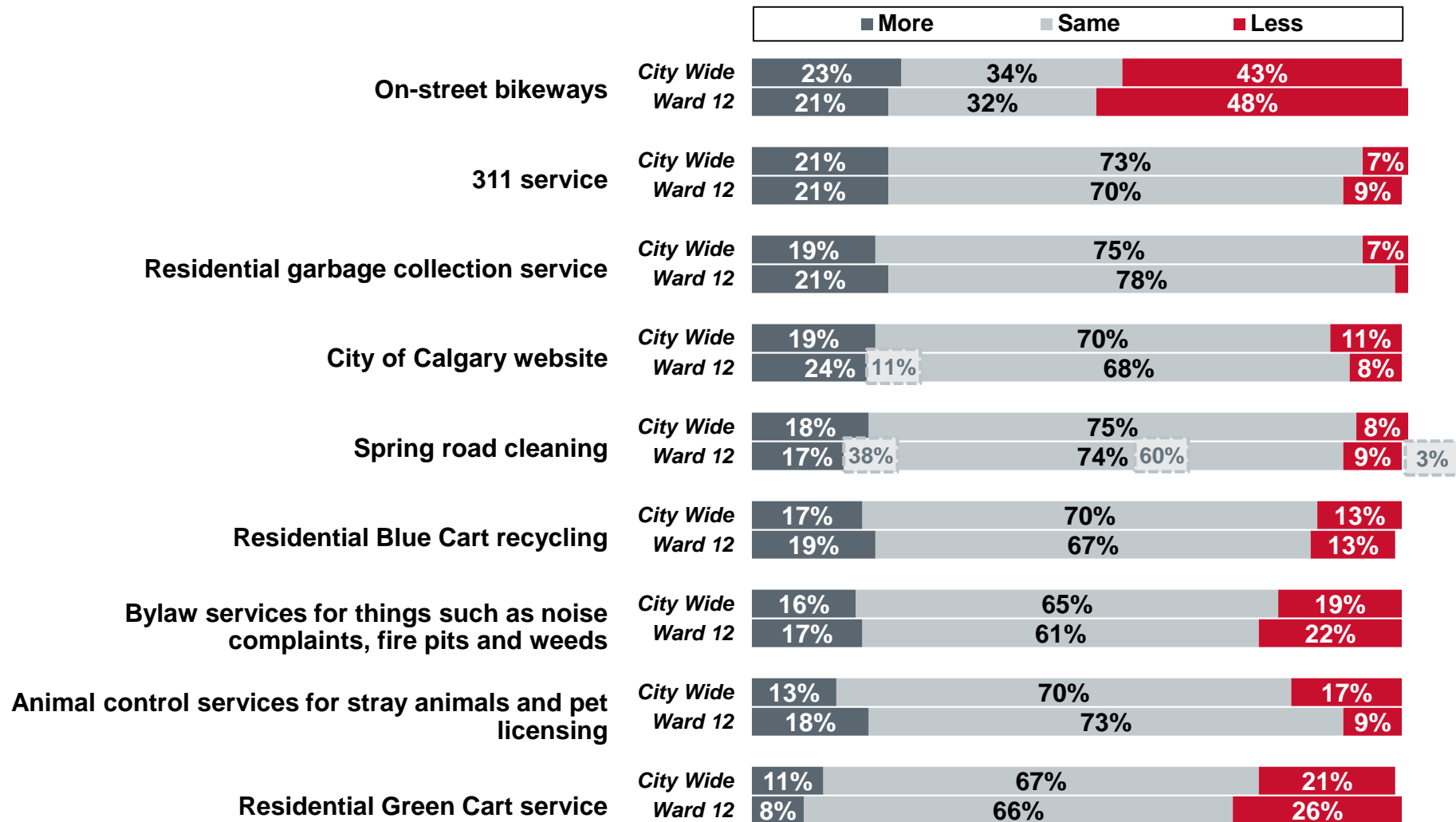
Ward 12 2018

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 12 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.

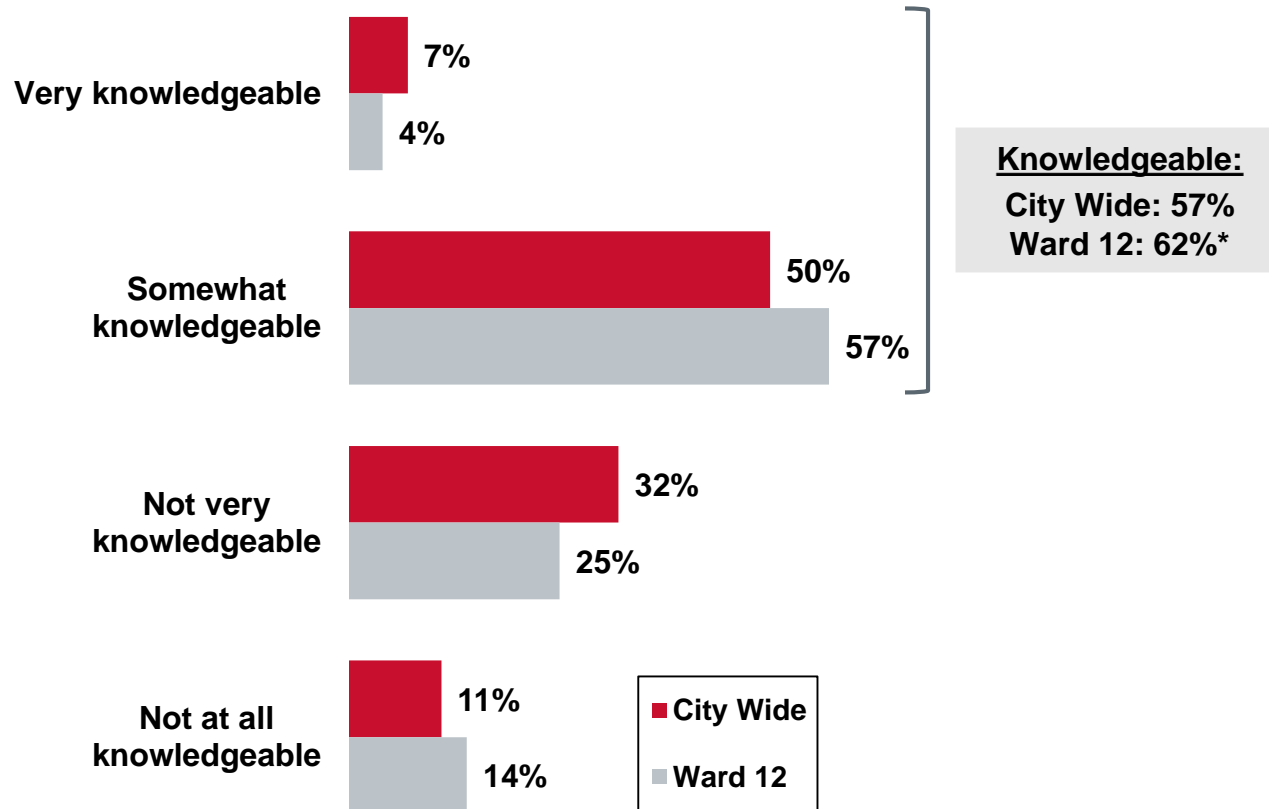
Base: Valid respondents (Bases vary)



Taxation



Knowledge Levels of Tax Dollar Spending

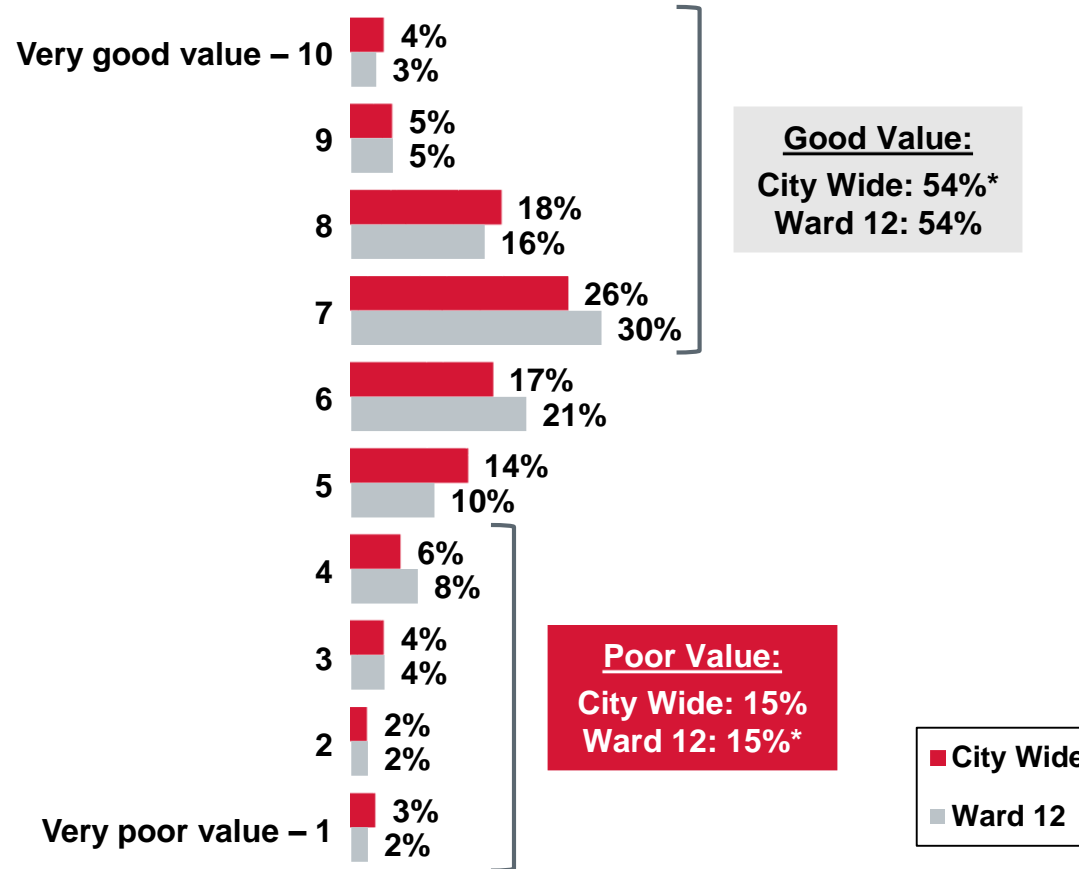


Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,490 / Ward 12: n=171)

*Rounding

Perceived Value of Property Taxes

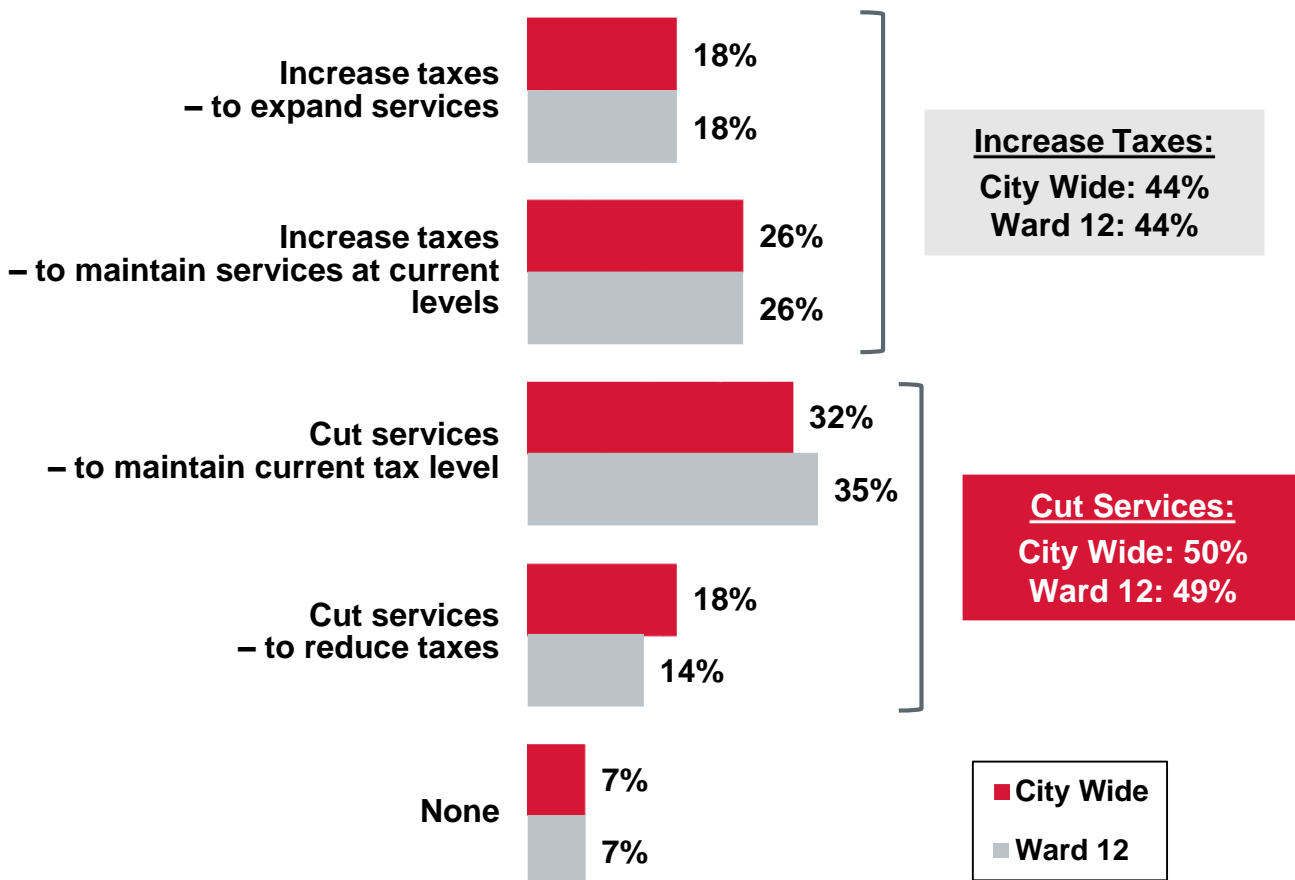


*Rounding

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=2,450 / Ward 12: n=169)

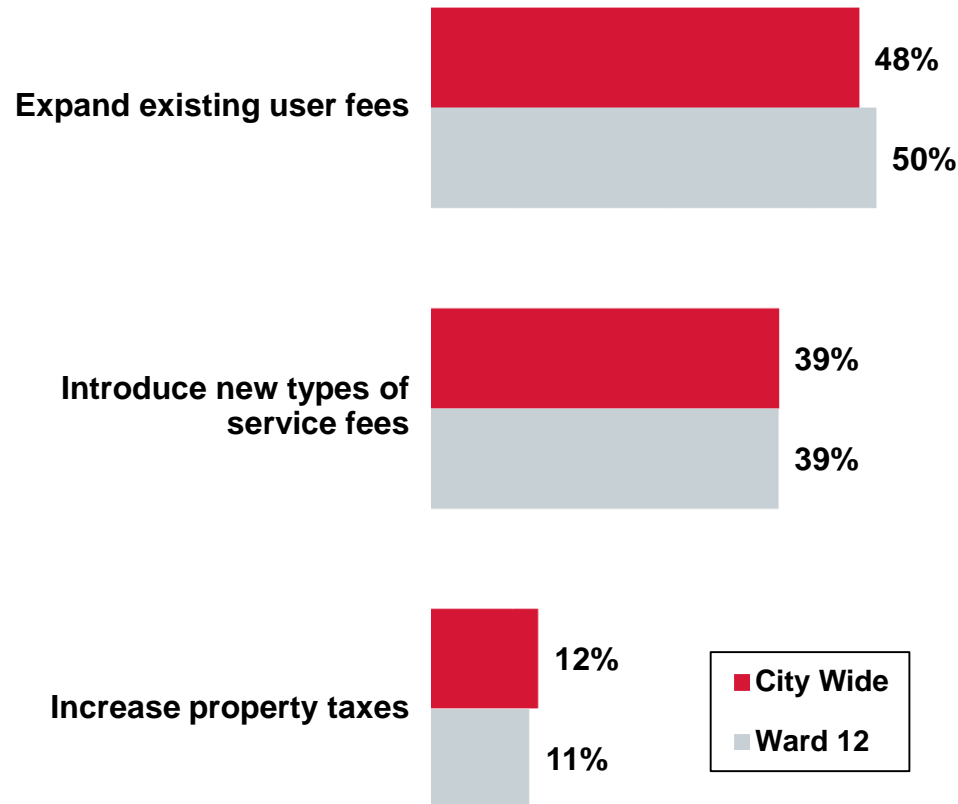
Balancing Taxation and Service Delivery Levels



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 12: n=169)

Options for Increasing City Revenue

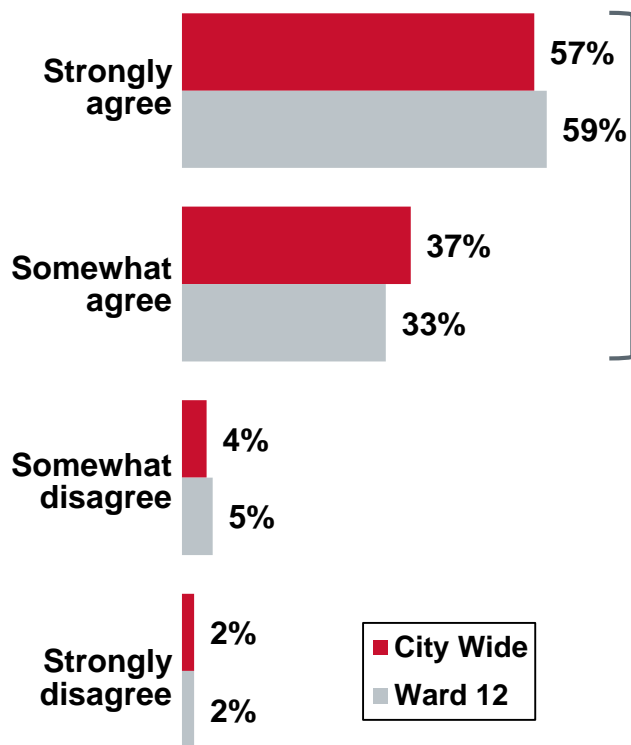


Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?

Base: Valid respondents (City Wide: n=2,297 / Ward 12: n=158)

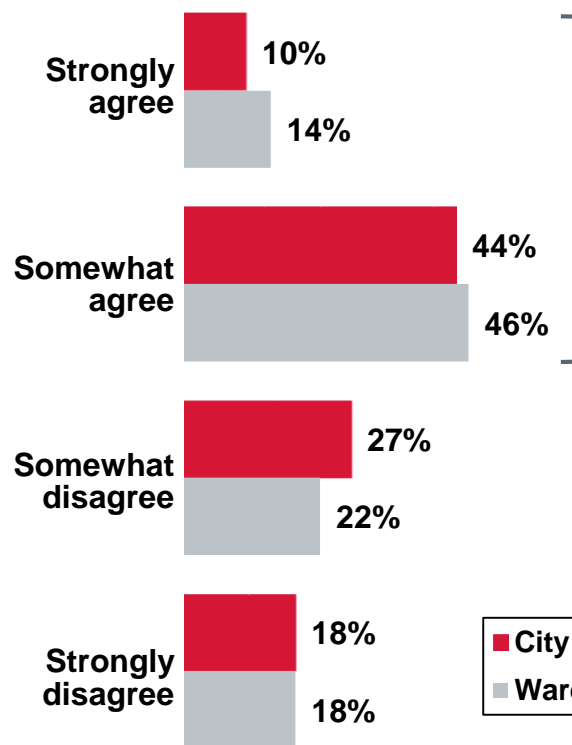
Property Tax Dollar Investment

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



Agree:
City Wide: 94%
Ward 12: 93%*

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 12: 60%

*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 12: n=169)

Base: Valid respondents (City Wide: n=2,465 / Ward 12: n=165)

Definition of 'Value for Taxpayer Dollars'

Multiple responses

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

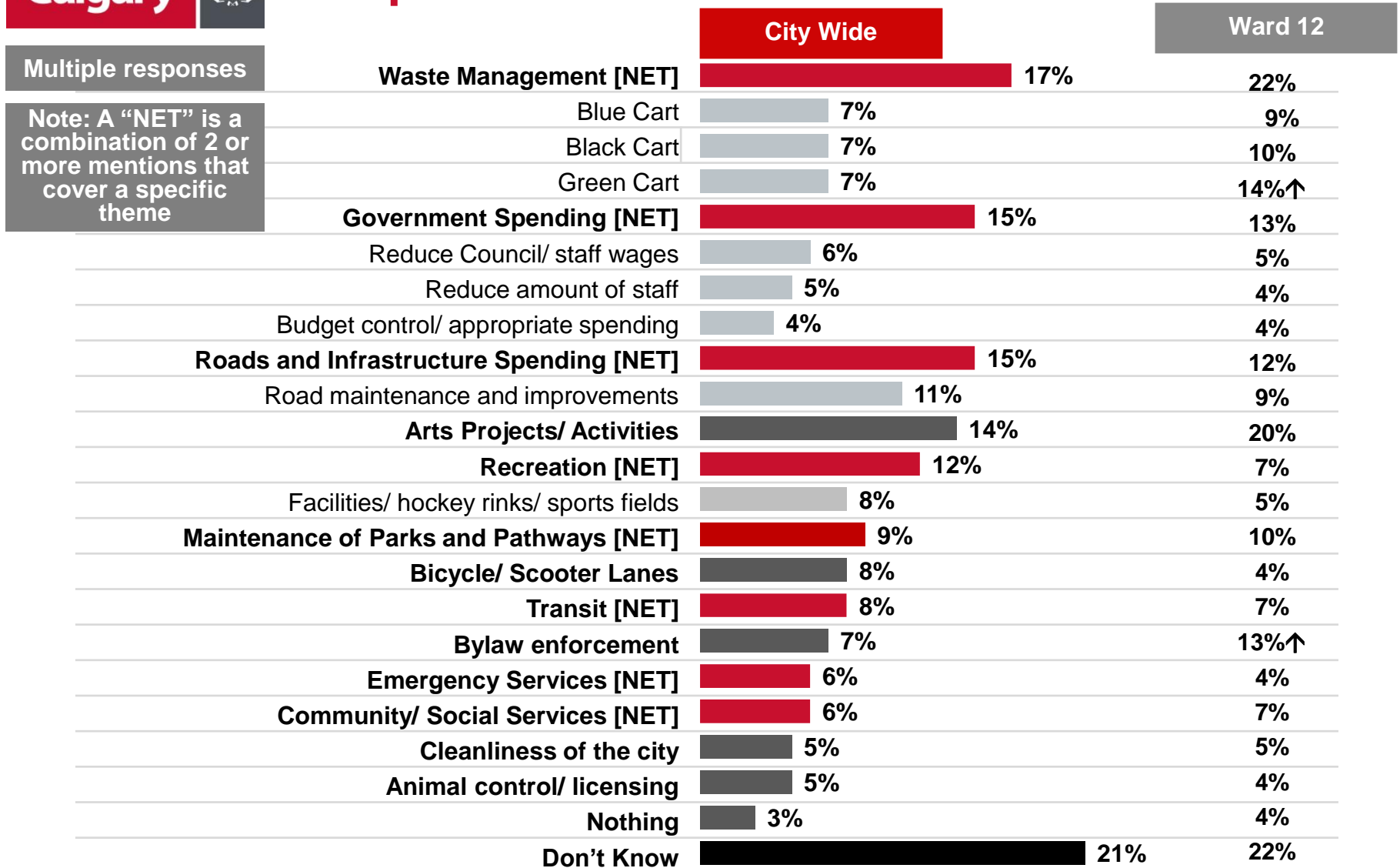
	City Wide	Ward 12
Good Quality of Services [NET]	51%	45%
Good/ quality services	17%	15%
Meets every need	12%	7%
Satisfied/ happy with services	9%	13%
Quick/ prompt/ fast service	8%	7%
Effective/ works well	4%	1%
Complete/ all-inclusive service	3%	-
Appropriate Spending [NET]	49%	54%
Low cost/ affordable	14%	15%
You get what you pay for	14%	15%
Appropriate spending of taxes	13%	17%
Job is being done efficiently	11%	14%
Good value (unspecified)	4%	4%
Getting reasonable return on investment	3%	5% ↑
Good Customer Service [NET]	12%	12%
Helpful	3%	-
Accessible/ Convenient Services [NET]	10%	7%
Accessible/ available services	8%	6%
Convenient/ easy to use	3%	1%
Provision of Specific Services [NET]	9%	8%
Transparency [NET]	3%	5%
Value is in what's important to people	3%	3%
Don't Know	6%	7%

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 12: n=171)

↑ 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

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 12: n=171)

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

NET mentions of <5% are not shown

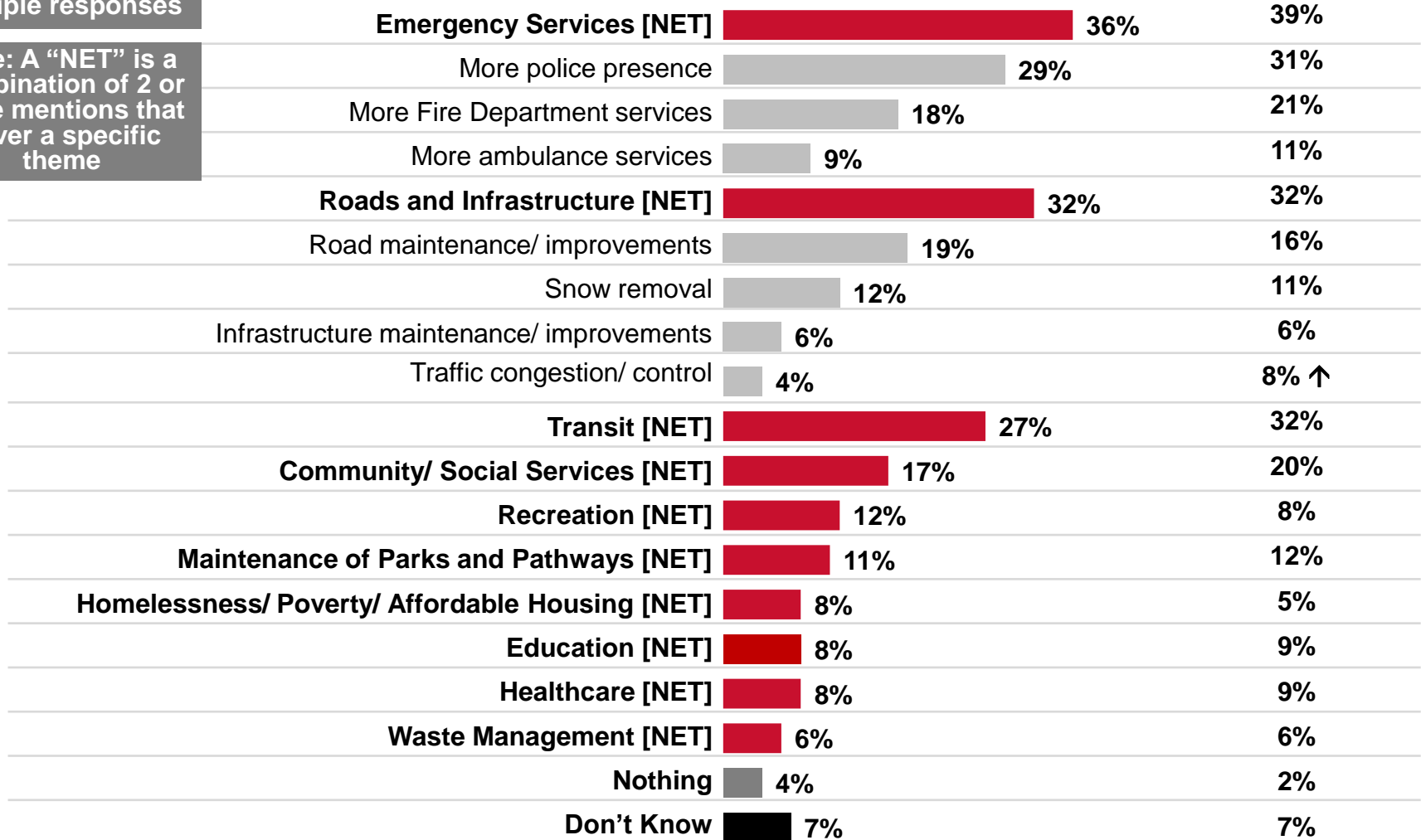
Proposed Service Increases

Multiple responses

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

City Wide

Ward 12



↑ 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 12: n=171)

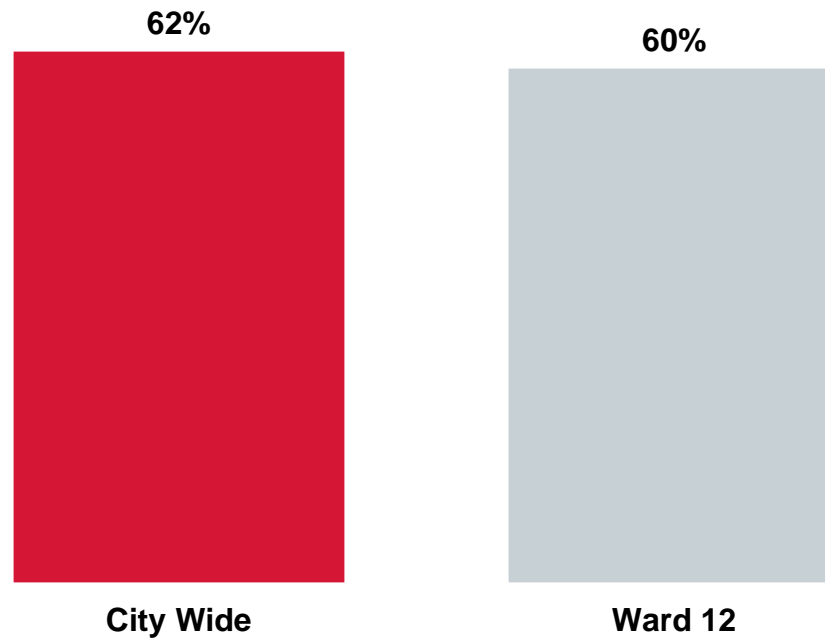


Contact with The City and Customer Service



Past 12 Months Contact with The City of Calgary

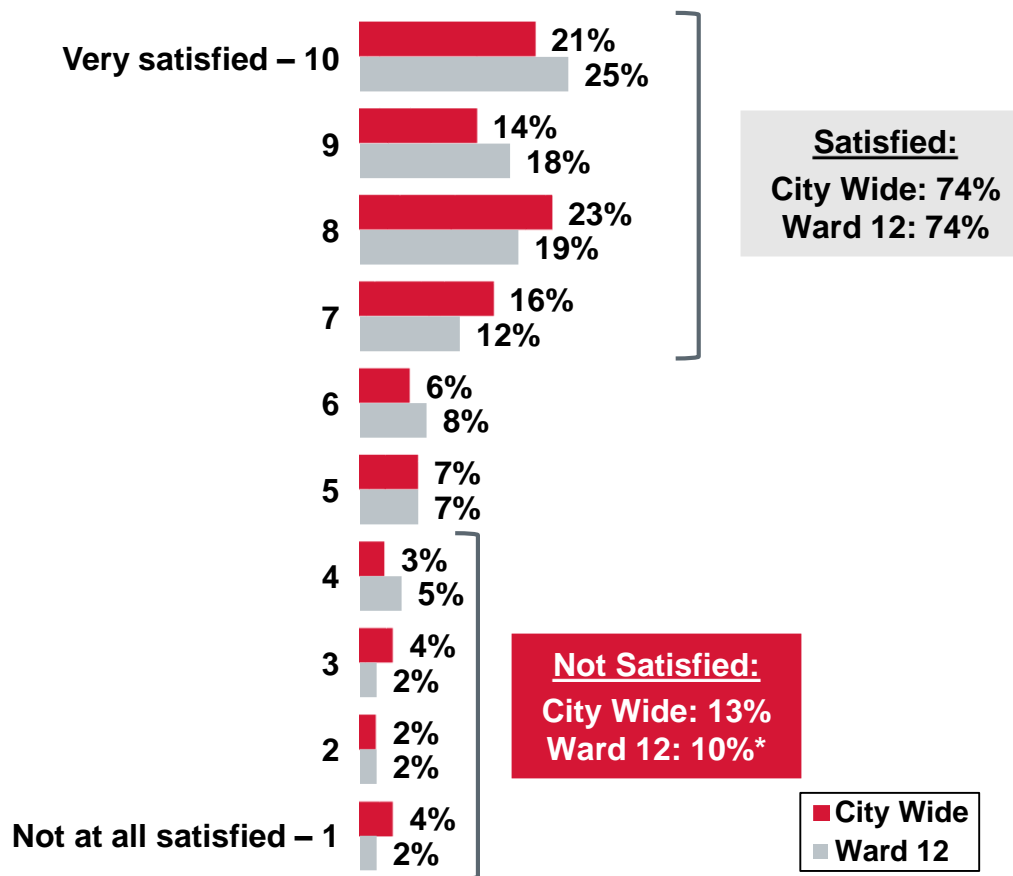
% Yes



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 12: n=171)

Satisfaction with the Overall Level and Quality of Customer Service

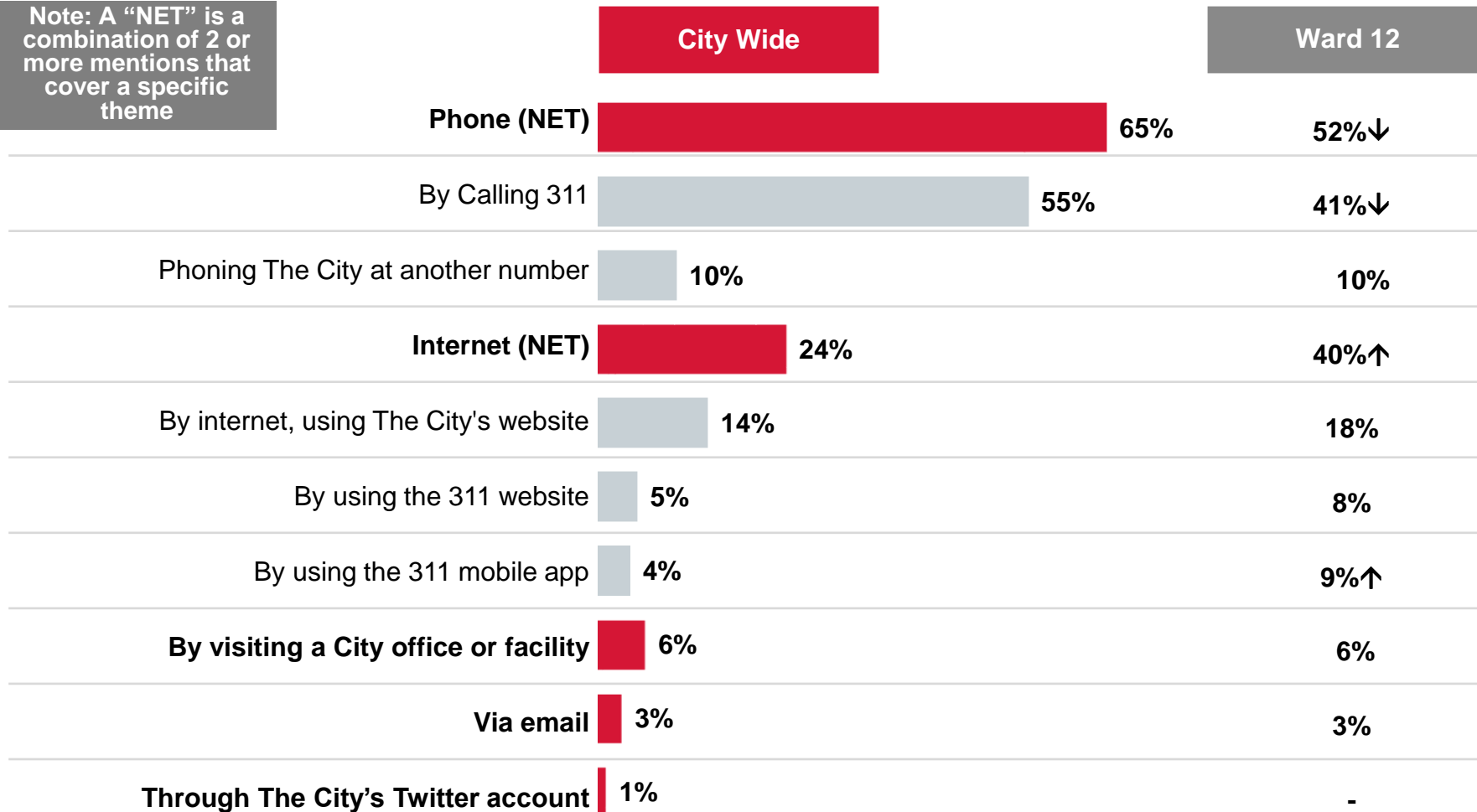


On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,581 / Ward 12: n=104)

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

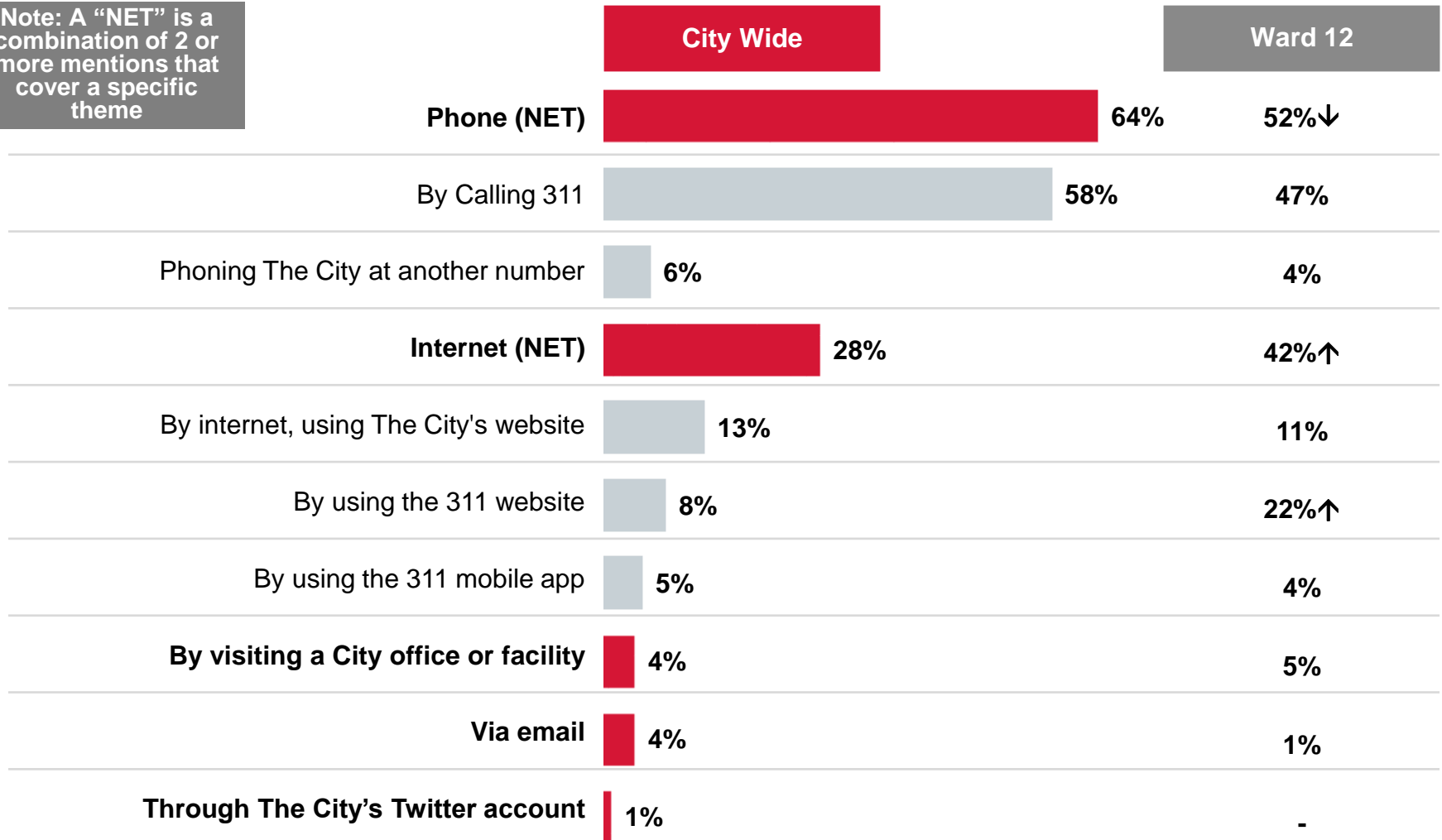
Mentions of <1% are not shown

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 12: n=72)

Preferred Method of Contact

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

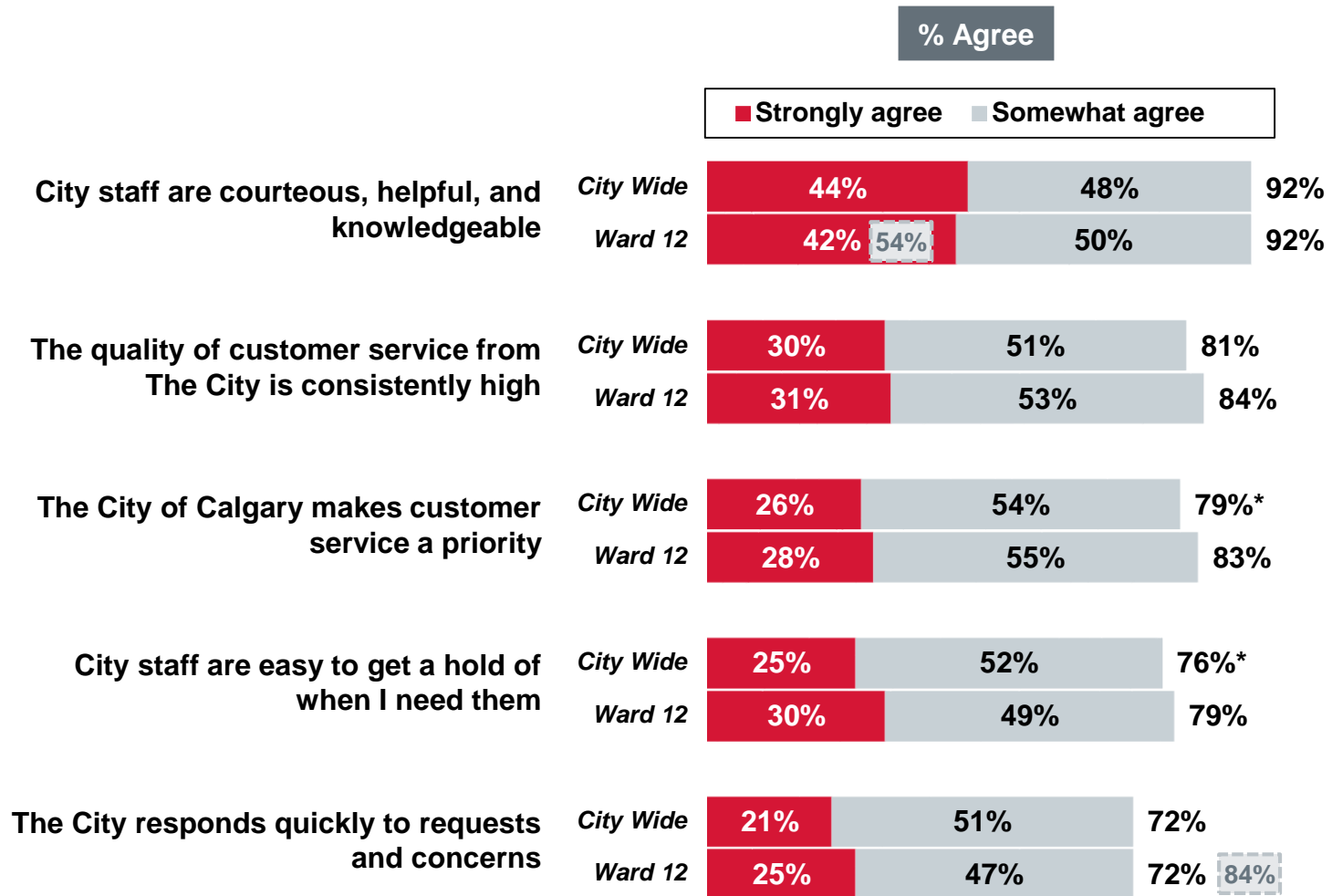


New Question in Fall 2019: What is your preferred way of contacting The City?
 Base: Valid respondents who contacted The City in the last twelve months
 (City Wide: n=1,076 / Ward 12: n=72)

↑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

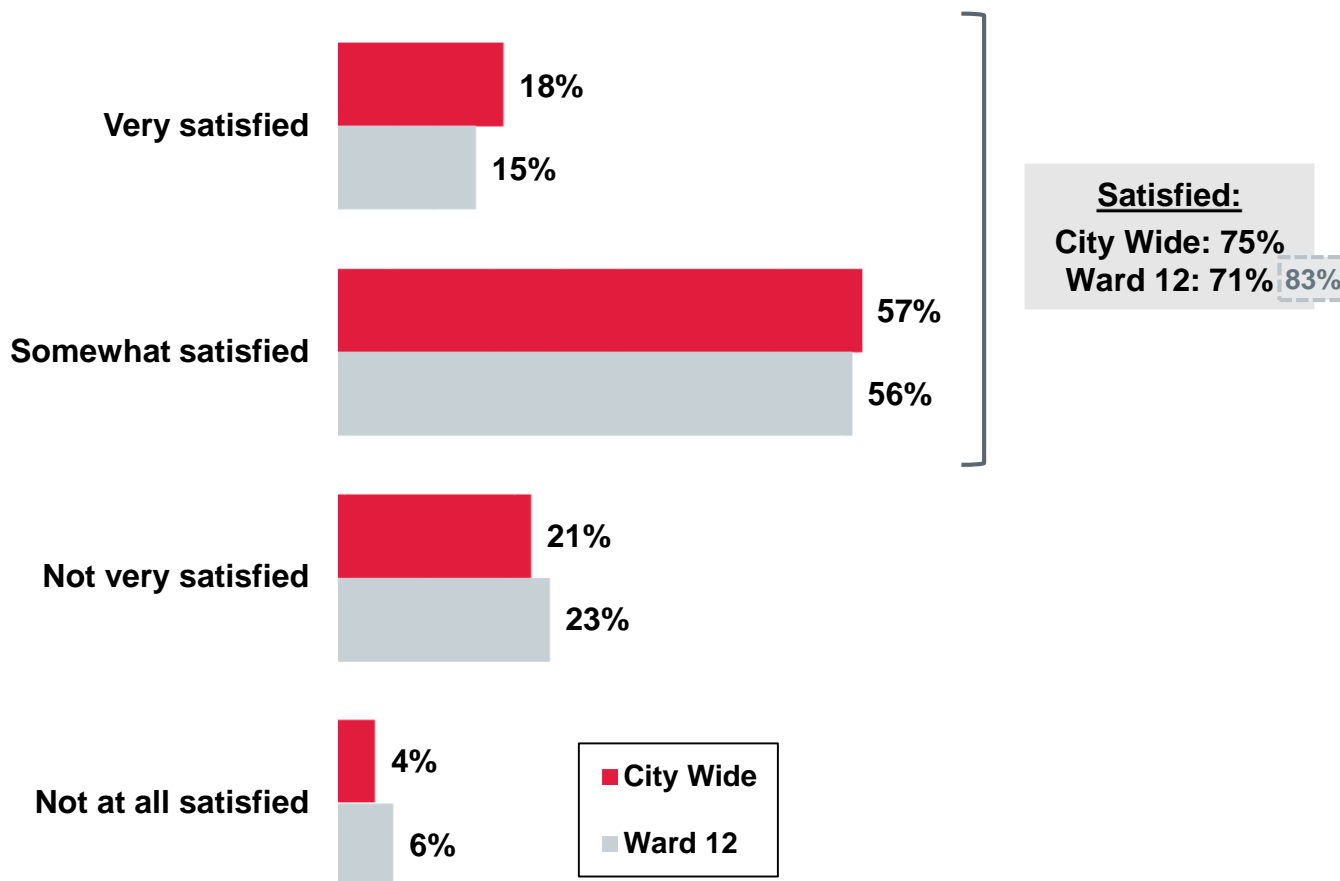
Ward 12 2018



City Communications



Satisfaction with the Overall Quality of City Information and Communications

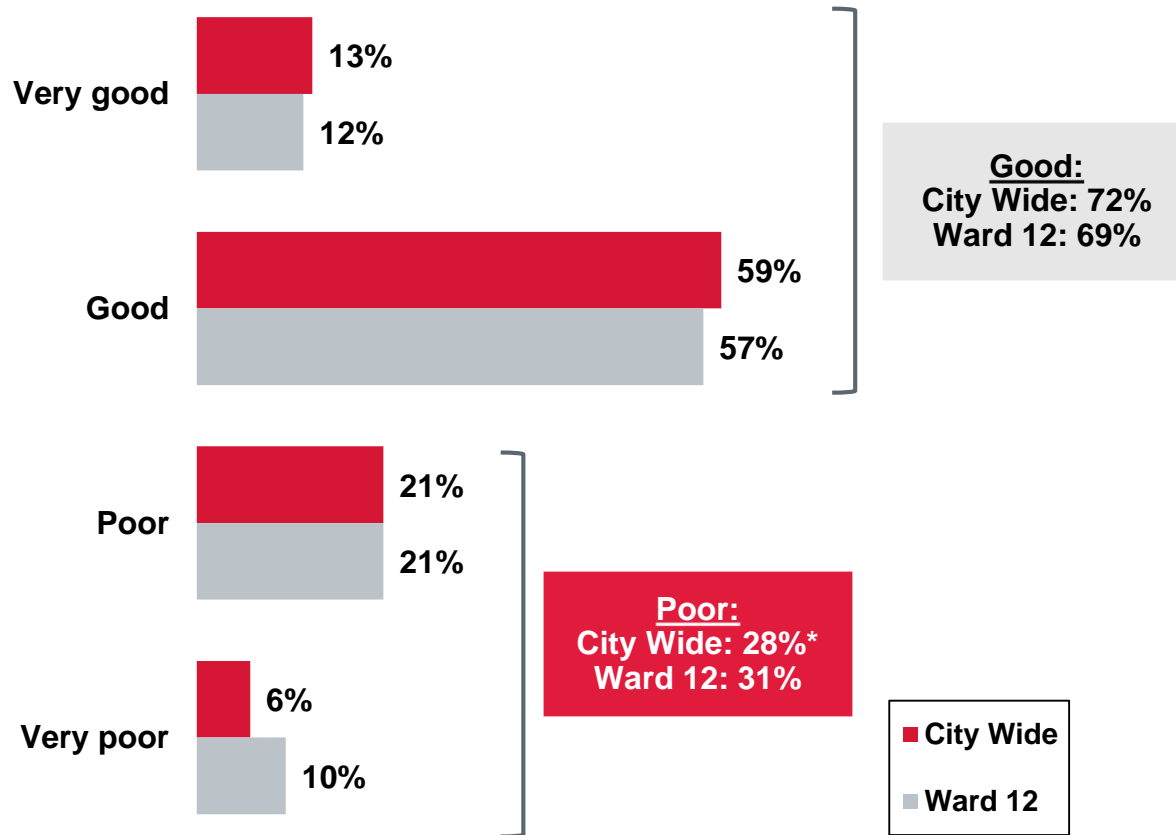


And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents (City Wide: n=2,492 / Ward 12: n=171)

Ward 12 2018

Overall Communications from The City

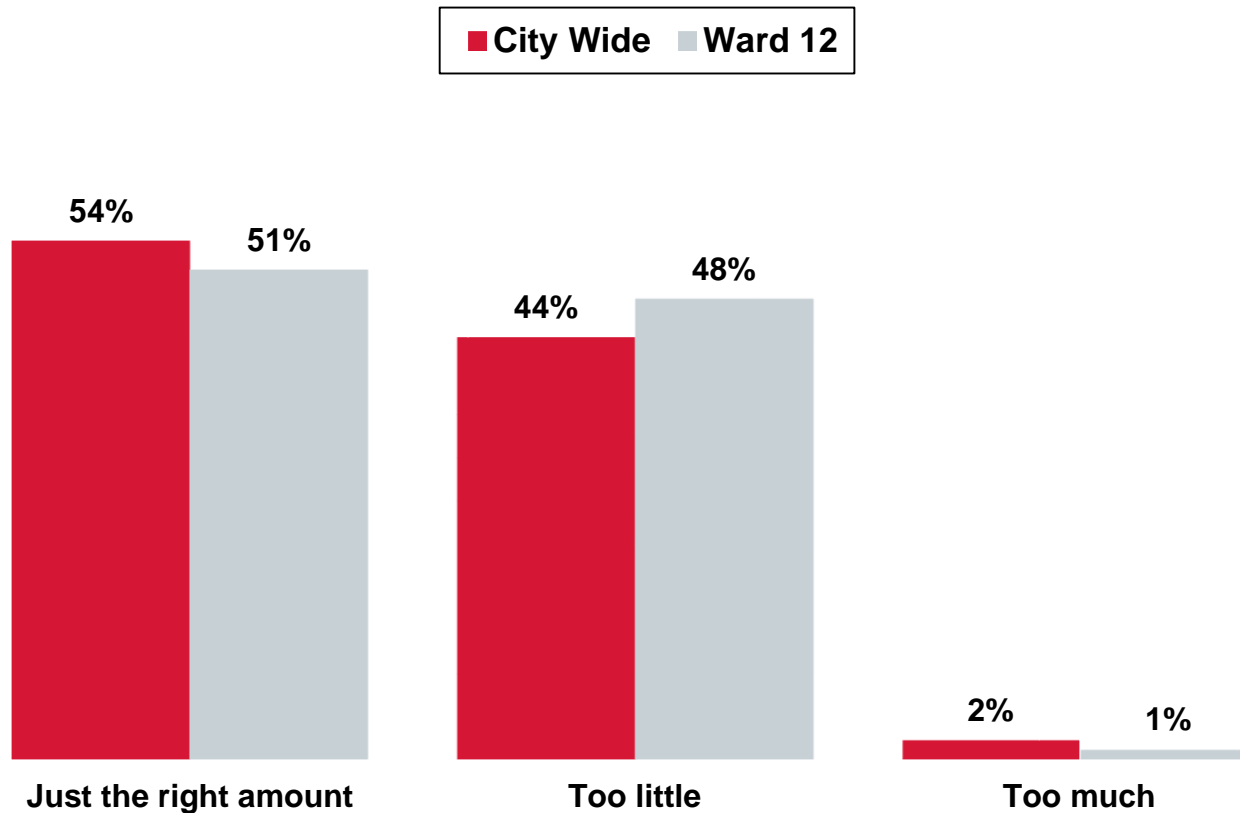


Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?

Base: Valid respondents, (City wide: n=2,486 / Ward 12: n=170)

*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?

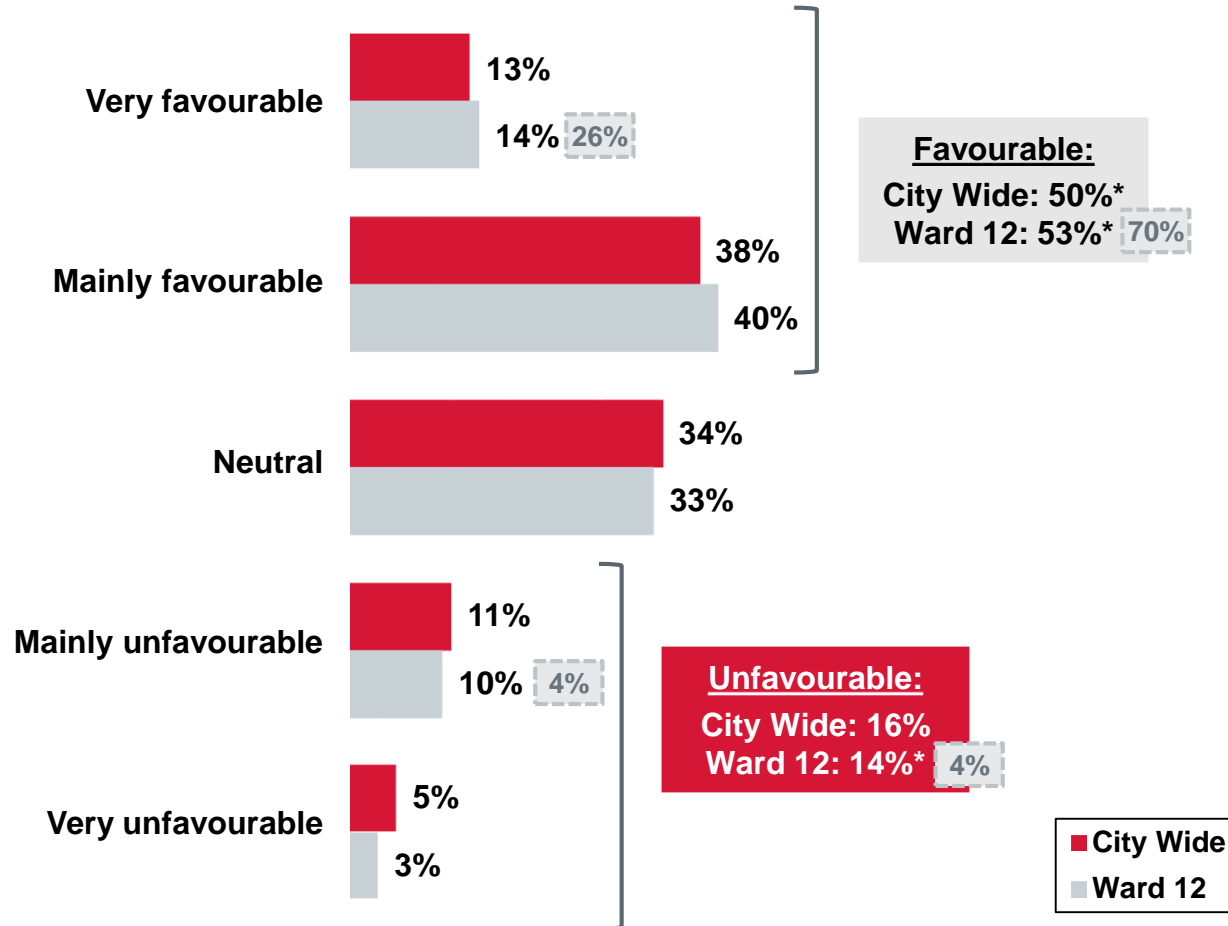
Base: Valid respondents (City Wide: n=2,470 / Ward 12: n=170)



City Reputation and Performance



Favourability

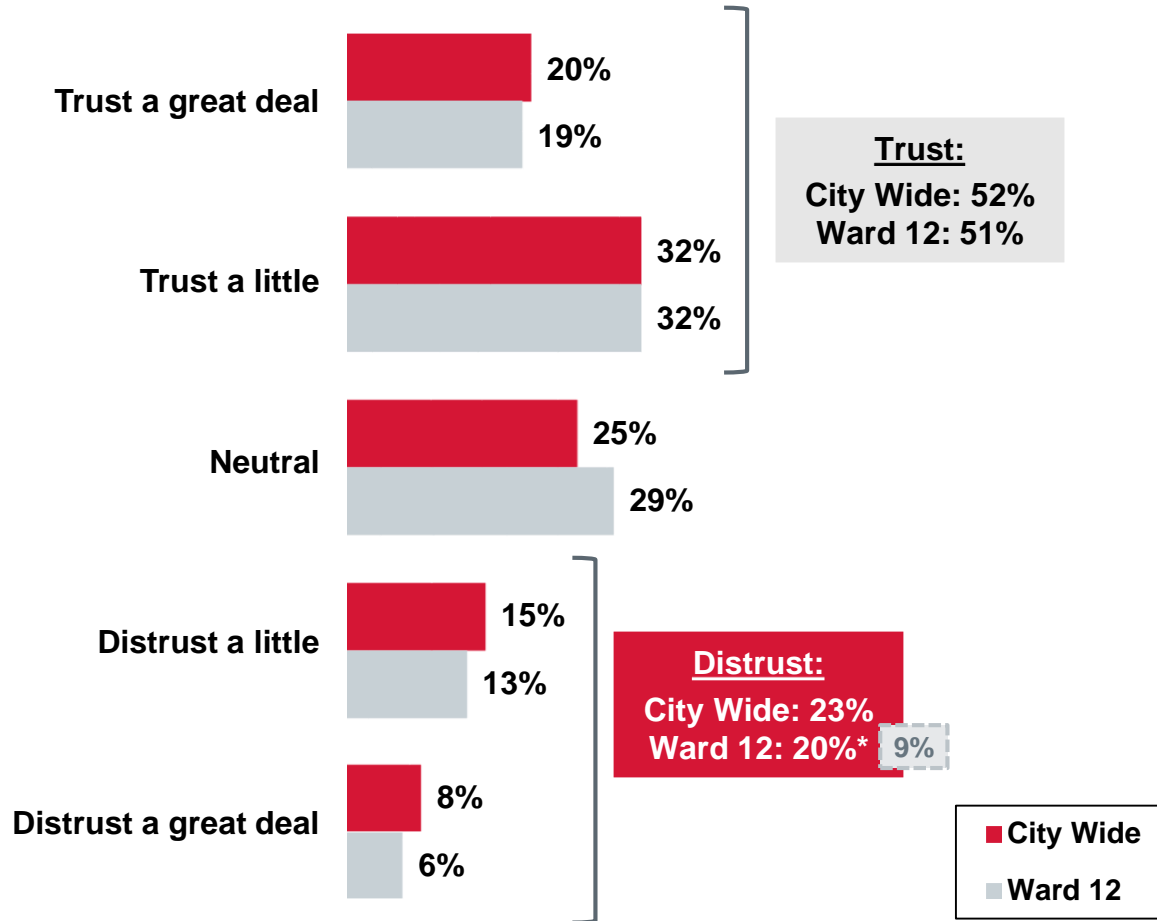


*Rounding

Ward 12 2018

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 12: n=171)

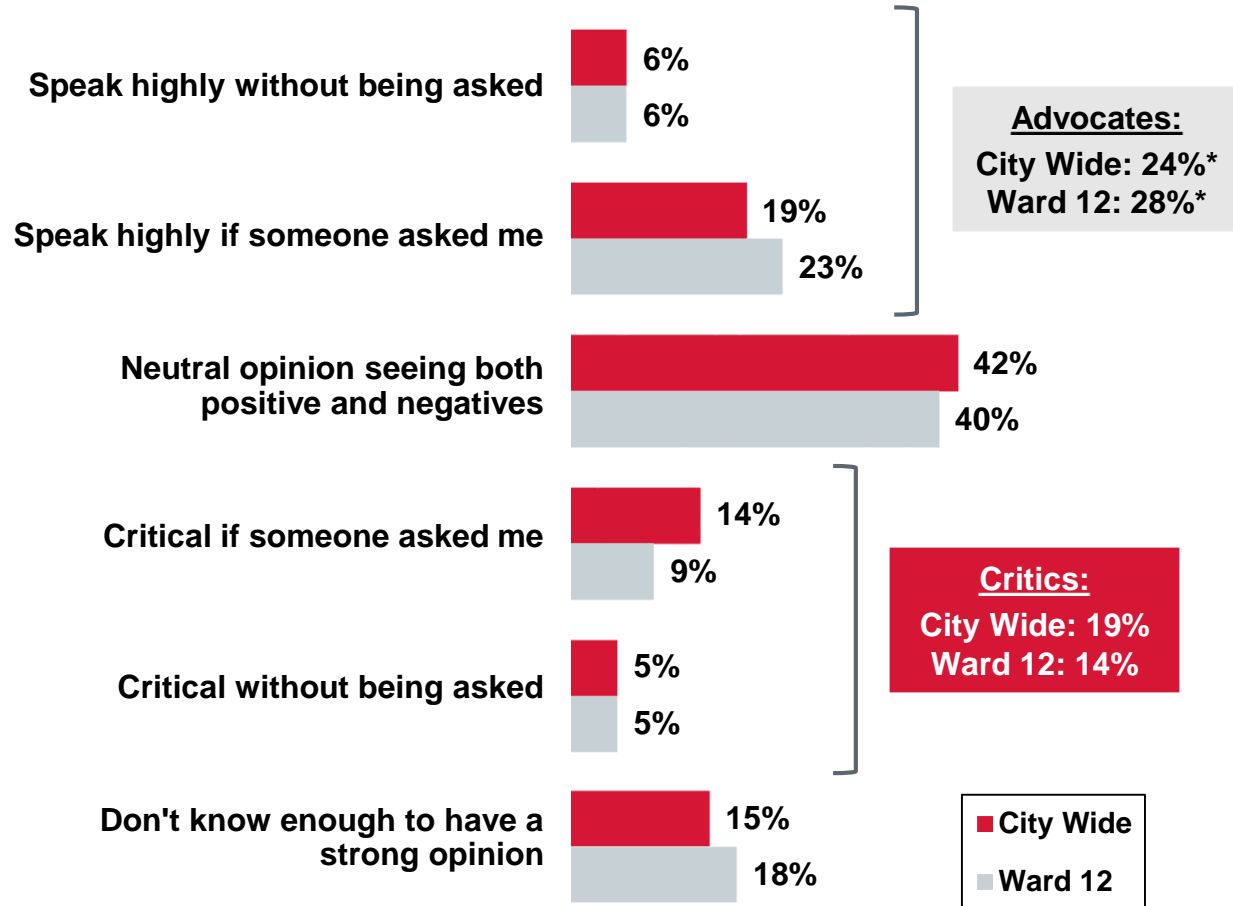


*Rounding

Ward 12 2018

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 12: n=171)

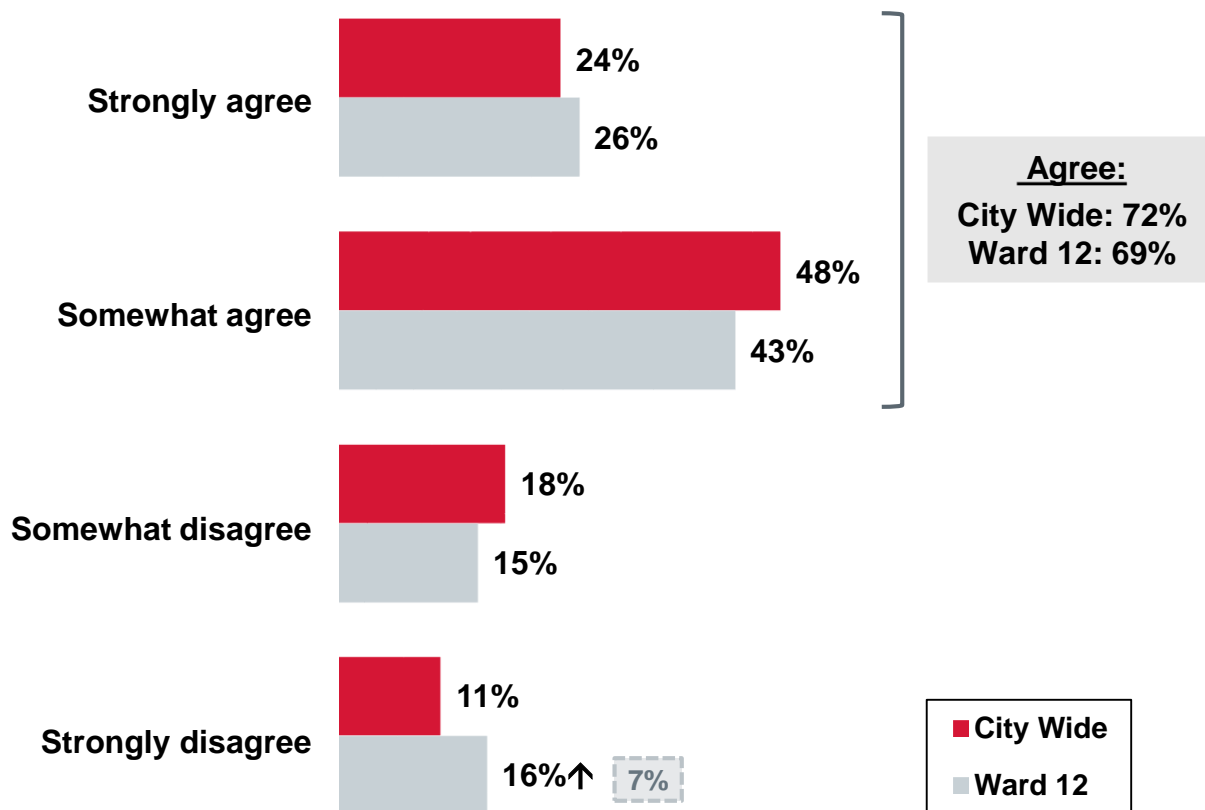


*Rounding

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 12: n=171)

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



Ward 12 2018

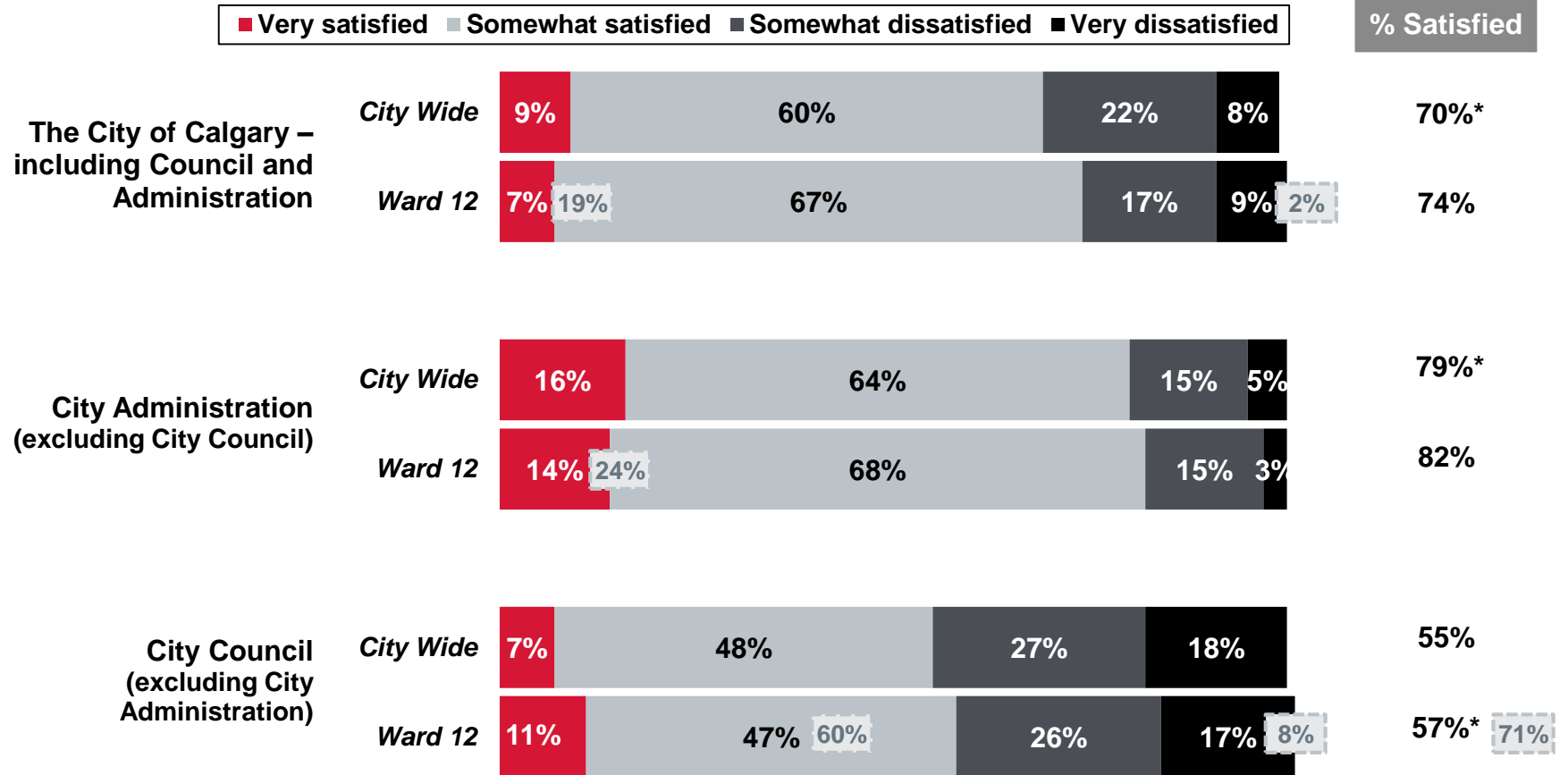
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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 12: n=169)

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 12 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)

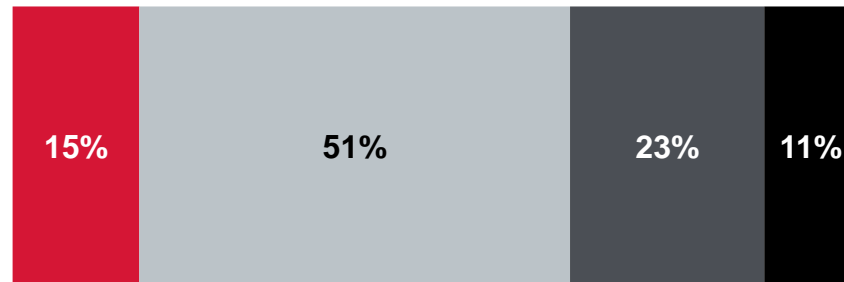
Attitudes Regarding Collaboration

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

% Agree

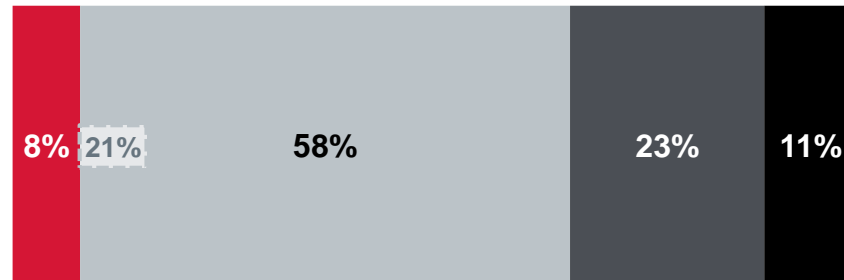
I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary

City Wide



66%

Ward 12



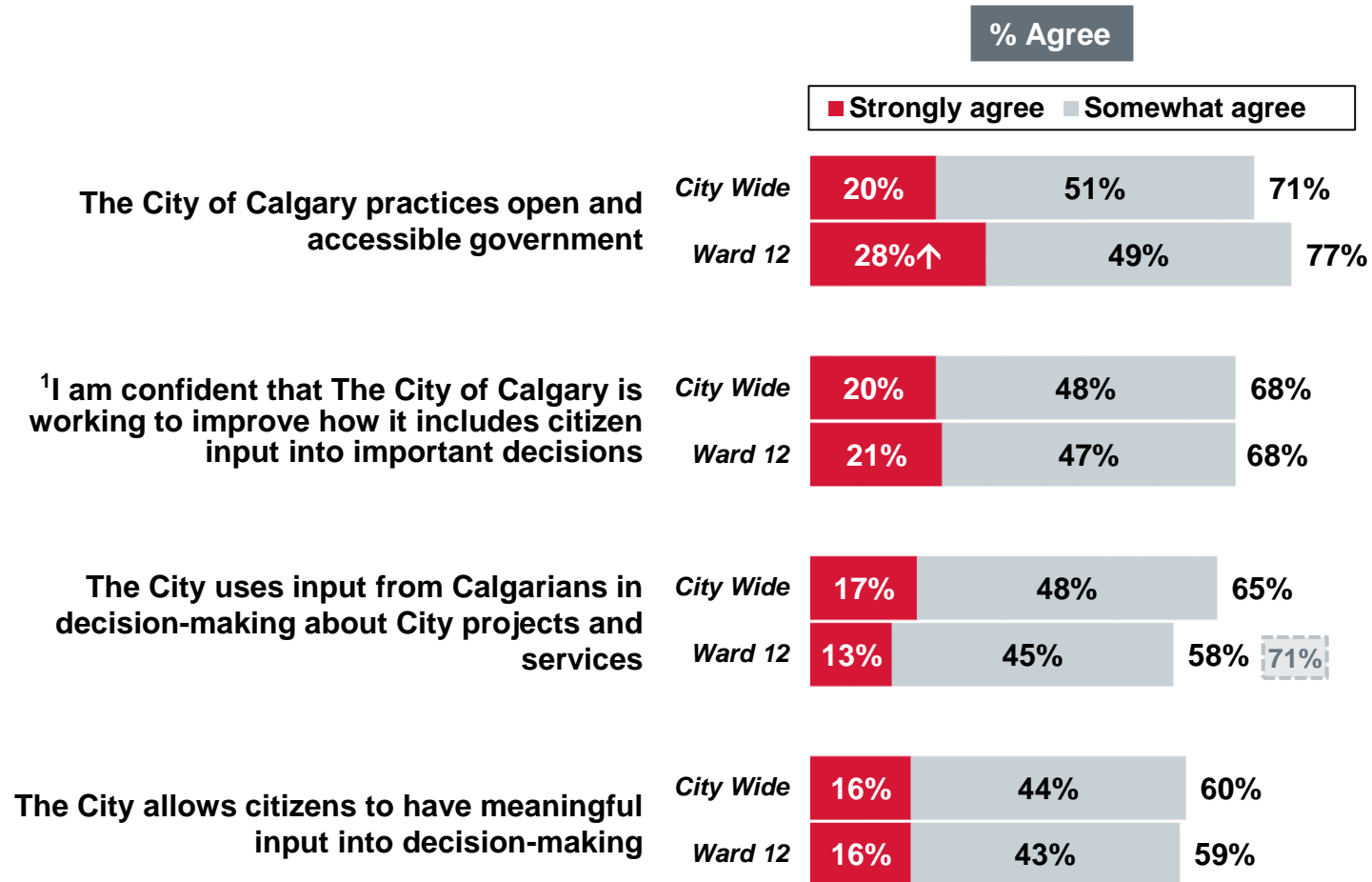
66%

Ward 12 2018

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

Base: Valid respondents (City Wide: n=2,463 / Ward 12: n=169)

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?

Ward 12 2018

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

Base: Valid respondents (Bases vary)

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



Respondent Profile



Age

	City Wide	Ward 12
18 to 24	13%	8%
25 to 34	21%	21%
35 to 44	17%	30%
45 to 54	19%	24%
55 to 64	14%	10%
65 or older	16%	8%
<i>Mean</i>	<i>45</i>	<i>43</i>

Income

	City Wide	Ward 12
Less than \$30,000	6%	6%
\$30,000 to <\$45,000	9%	4%
\$45,000 to <\$60,000	11%	6%
\$60,000 to <\$75,000	8%	8%
\$75,000 to <\$90,000	8%	6%
\$90,000 to <\$105,000	11%	7%
\$105,000 to <\$120,000	11%	14%
\$120,000 to <\$150,000	13%	17%
\$150,000 or more	23%	32%

Education

	City Wide	Ward 12
Completed high school or less	16%	15%
Some post secondary or completed a college diploma	35%	36%
Completed university degree or post-grad degree	49%	49%

Gender

	City Wide	Ward 12
Male	50%	50%
Female	50%	49%
Other	0%	0%

Base: Valid respondents (Bases vary)

Household Characteristics

Type of Home

	City Wide	Ward 12
Single-detached house	70%	71%
Apartment or apartment-style condominium	12%	7%
Duplex, triplex or fourplex	8%	6%
Townhouse or rowhouse	8%	15%
Another type of multi-dwelling unit	1%	1%

Children and Seniors in Household

	City Wide	Ward 12
Yes - Children	34%	43%
Yes - Seniors	18%	13%

Household Size

	City Wide	Ward 12
1	14%	12%
2	30%	27%
3	19%	21%
4	22%	31%
5 or more	15%	9%
Mean	3.0	3.0

Responsible for Property Taxes

	City Wide	Ward 12
Yes	84%	87%
No	16%	13%

Own or Rent

	City Wide	Ward 12
Own	76%	86%
Rent	19%	10%
Other	6%	4%

Tenure in Calgary

	City Wide	Ward 12
Less than 5 years	6%	5%
5 to less than 10 years	9%	15%
10 to less than 15 years	10%	15%
15 to less than 20 years	11%	14%
20 to less than 30 years	23%	16%
30 to less than 40 years	16%	18%
40 or more	25%	17%
Mean	28	24

Base: Valid respondents (Bases vary)

Respondent Characteristics

Born in Canada

	City Wide	Ward 12
Yes	74%	78%
No	26%	22%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=600)	Ward 12 (n=33)
Less than 12	29%	16%
12 to 17	15%	26%
18 or older	56%	59%
No response	1%	-

Ethnic Background

	City Wide	Ward 12
Caucasian/ White	26%	34%
British	18%	17%
Canadian/ French Canadian	17%	22%
Northern or Western European	12%	9%
East or Southeast Asian	9%	2%
Southern or Eastern European	7%	6%
South Asian	7%	5%
Central/ South American or Caribbean	3%	5%
West Asian or Middle Eastern	3%	3%
African	3%	2%
Aboriginal/ First Nations/ Metis	2%	1%

Disability

	City Wide	Ward 12
Yes	17%	12%
No	83%	88%

Visible Minority

	City Wide	Ward 12
Yes	24%	22%
No	76%	78%

Base: Valid respondents (Bases vary)

Contact

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