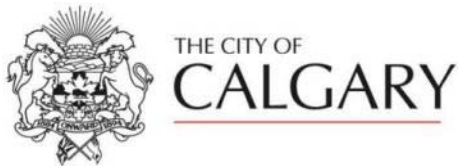




Ipsos Reid



The City of Calgary 2009 Citizen Satisfaction Survey



- Telephone survey conducted with a randomly selected sample of Calgarians aged 18 years and older.
- Survey was fielded between August 31st and September 6th, 2009.
- Sample size: 1,000, margin of error 3.1%, 19 times out of 20
- Quadrant quotas were set as follows:



- Northeast – n=199 (MOE $\pm 6.9\%$)
 - Northwest - n=281 (MOE $\pm 5.8\%$)
 - Southeast - n=211 (MOE $\pm 6.8\%$)
 - Southwest - n=310 (MOE $\pm 5.7\%$)
- Results are weighted to reflect the relative size of each quadrant and to ensure the age, and gender distribution reflects that of the actual population according to the 2006 Census.
 - Research Note on Tracking
 - Where possible, results for areas of citizen satisfaction are compared to the Fall 2008, Fall 2007, Fall 2006, Fall & Spring 2005 and Spring 2004.

Quality of Life

- **For the first time in three years, positive momentum is noted in attitudes related to quality of life in Calgary.**
 - In 2009, 76% of Calgarians consider the overall quality of life in the city of Calgary to be “good” to “very good”, compared to 69% in 2008.
- **Factors contributing to Calgarians’ perceptions of an improved quality of life include:**
 - Roadwork/improvements/easing congestion;
 - Improvements to public transportation, infrastructure upgrade/expansion; and,
 - Improvements in recycling/garbage services.

Performance

- **Overall, The City of Calgary continues to perform very well.**
 - The majority of Calgarians (84%) give The City a “good” to “very good” rating for overall performance.
 - Further, 91% say the overall quality of services provided by The City is “good ‘ to very good.”
 - Almost eight-in-ten (78%) citizens who have had contact in the past 12 months with The City are “satisfied” with the contact – in fact, fully 48% are “very satisfied.”

Satisfaction

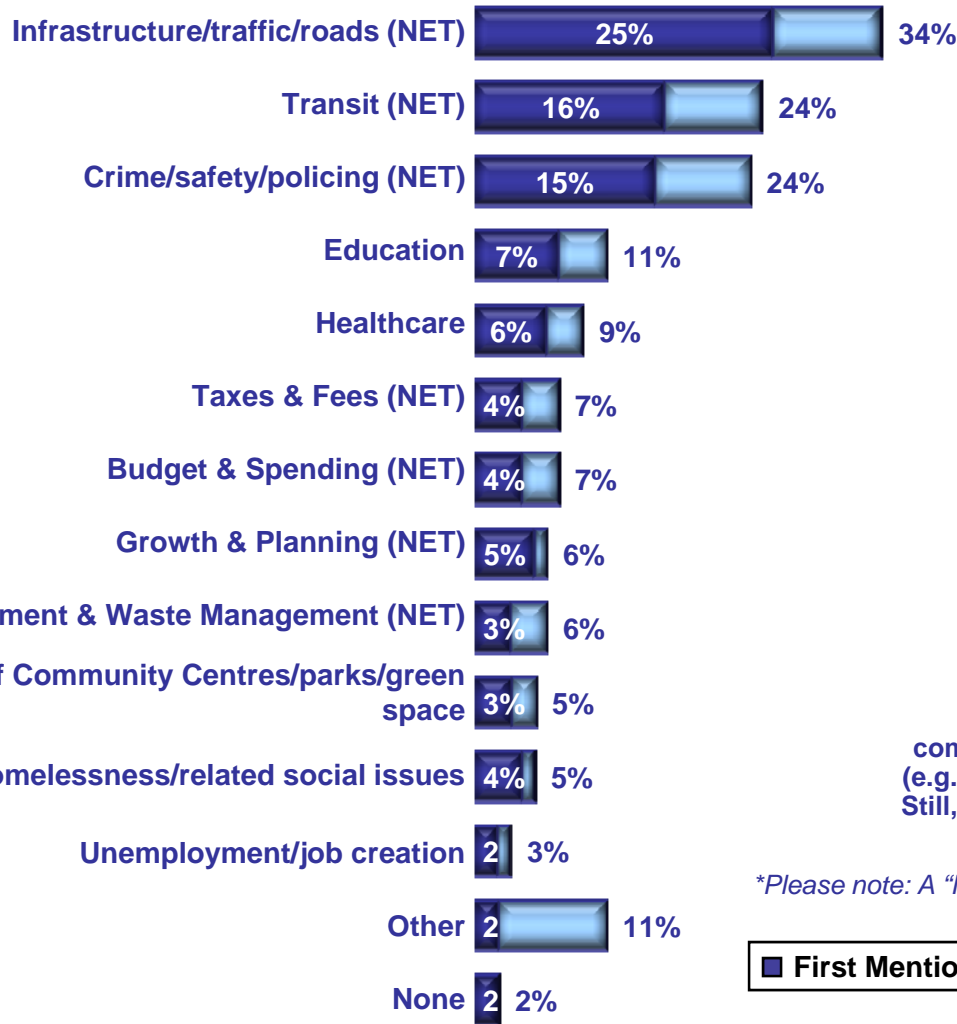
- **Satisfaction with the overall level and quality of services and programs increased this year. 68% of Calgarians say they are satisfied compared to 64% in both 2008 and 2007. Seven percent of citizens indicate they are “dissatisfied”, which has not changed significantly since 2007.**
 - Several City services see significant increases in top box satisfaction this year compared to results from 2008, including City-Operated Recycling Programs (+31%), the Calgary Police Service (+11%), and the Fire Department (+5%).

Taxation

- **Perceptions about the value for property taxes has remained relatively unchanged over the last five years, with 70% of Calgarians in 2009 providing a perceived value rating of six or higher on a ten-point scale.**
 - When asked for their views about taxation and service delivery levels:
 - 13% of Calgarians say that they would prefer to cut services to reduce taxes,
 - 27% say cut services to maintain the current tax level, and
 - 48% say increase taxes to either maintain or expand services.

Issue Agenda

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? (Multiple Mentions Accepted)



Norms ¹	
	Canada
Transportation	29%
Crime	15%
Growth	15%
Social	14%
Education	8%
Taxation/Spending	10%
Environment	7%

¹Norms for this question do not allow for direct comparisons as coding of open-ended responses varies (e.g., Canada transportation norms include public transit). Still, large variances are notable and differences in the top 5 issues provides an interesting comparison.

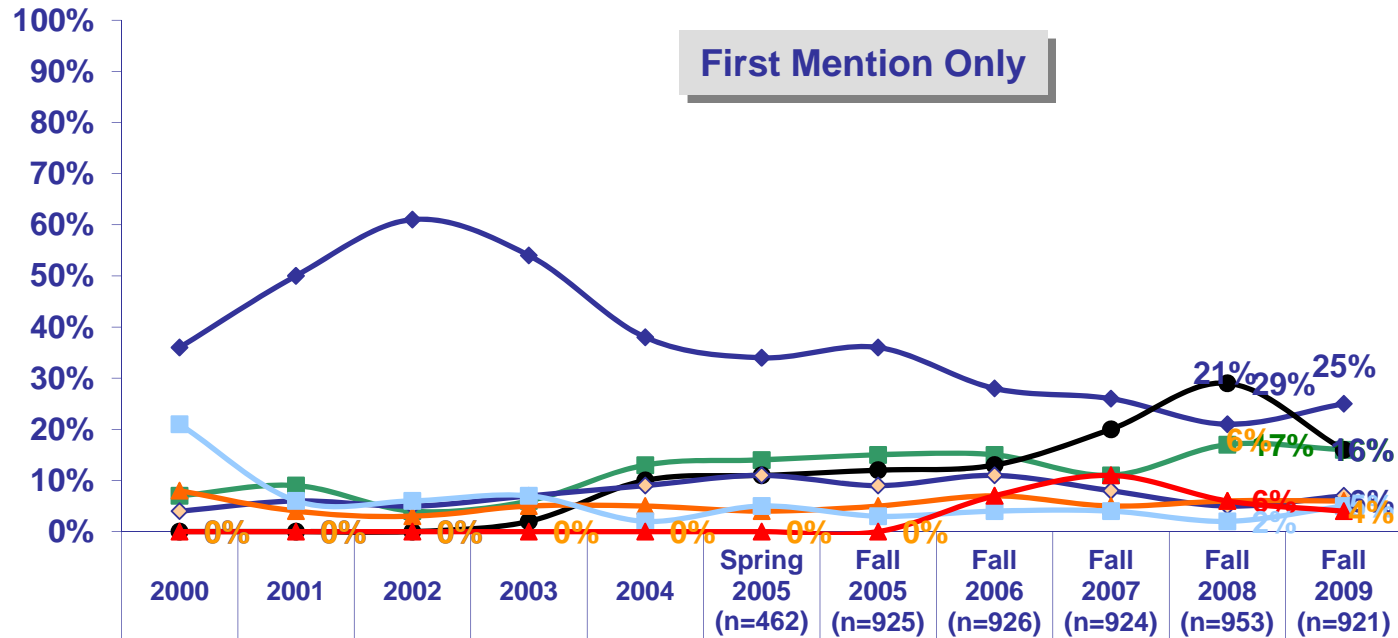
**Please note: A "NET" is a combination of 2 or more mentions that cover a specific theme.*

■ First Mention ■ Second Mention

Tracking Most Important Issues Facing Calgary

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?

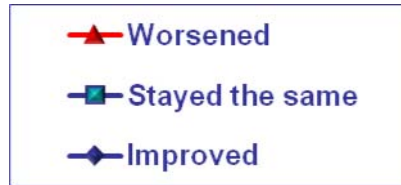
(Prior to 2004: What, in your opinion, is the most important issue facing the city of Calgary today?)



Infrastructure / traffic & roads	36%	50%	61%	54%	38%	34%	36%	28%	26%	21%	25%
Transit	7%	9%	4%	6%	13%	14%	15%	15%	11%	17%	16%
Crime / safety / policing	0%	0%	0%	2%	10%	11%	12%	13%	20%	29%	16%
Education	4%	6%	5%	7%	9%	11%	9%	11%	8%	5%	7%
Healthcare / hospitals	8%	4%	3%	5%	5%	4%	5%	7%	5%	6%	6%
Growth / Planning	21%	6%	6%	7%	2%	5%	3%	4%	4%	2%	5%
Poverty/homelessness/related social issues	0%	0%	0%	0%	0%	0%	0%	7%	11%	6%	4%

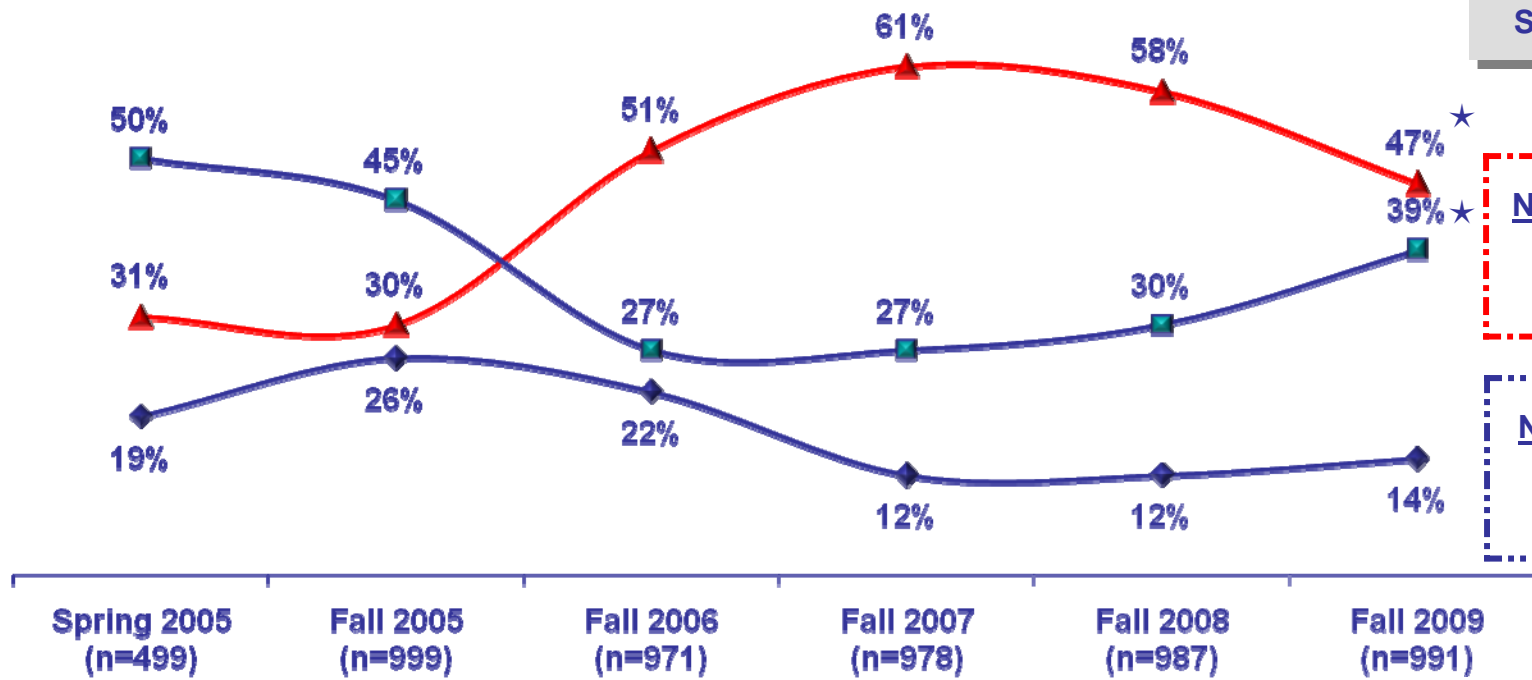
Quality of Life: Changes in Past Three Years

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



Percentage of
Calgarians who rate
quality of life as
Good to Very Good

Fall 2009: 76%*
Fall 2008: 69%
Fall 2007: 67%
Fall 2006: 77%
Fall 2005: 85%
Spring 2005: 87%



Norms – Worsened

Canada: 22%

Norms – Improved

Canada: 25%

Reasons for Improved Quality of Life

Why do you think the quality of life in Calgary has improved? Anything else?

All Mentions



★ Denotes statistically significant change

Base: Those who feel quality of life has improved Valid Respondents (n=120)

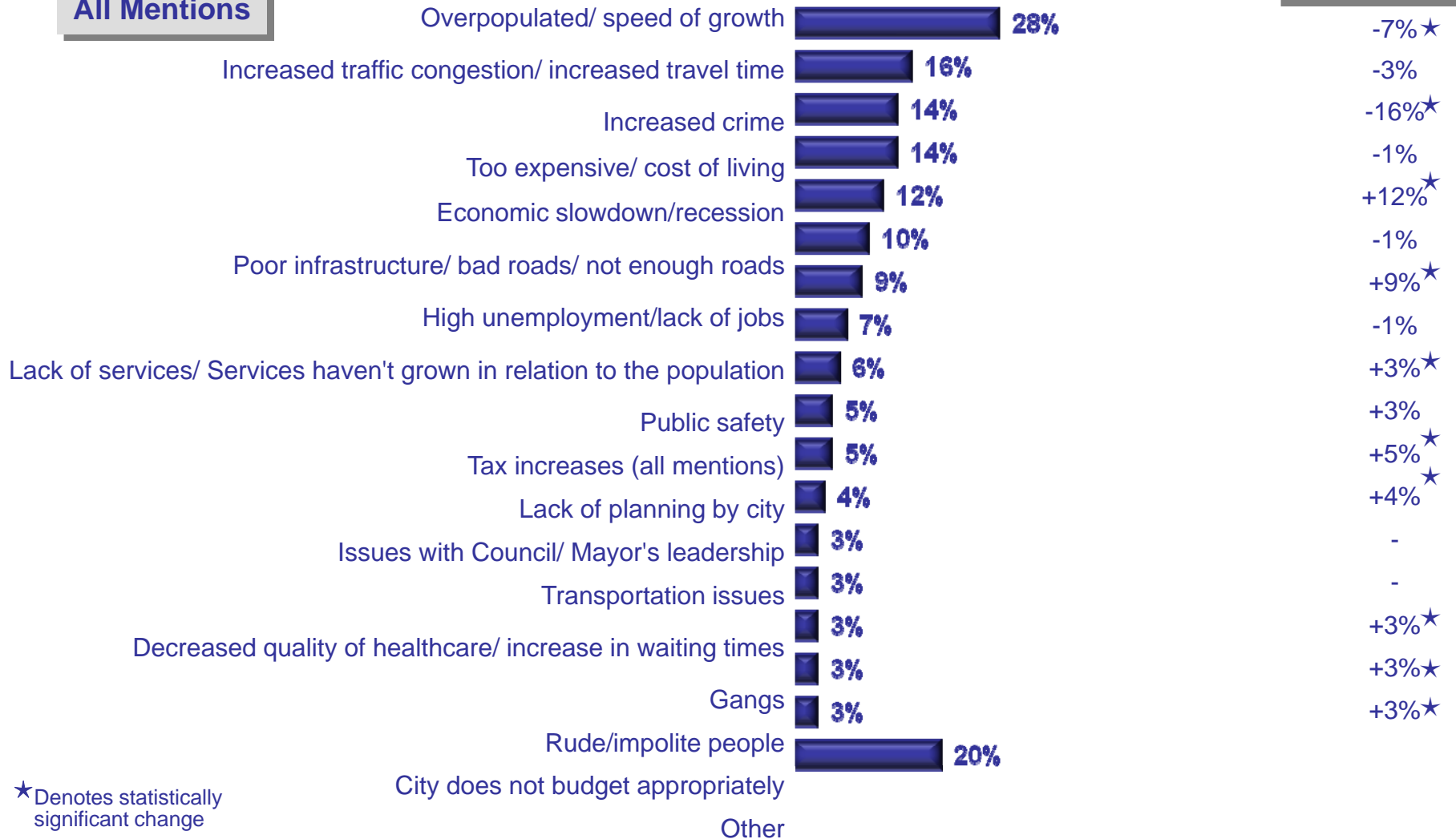
Other

Reasons for Deteriorated Quality of Life

Why do you think the quality of life in Calgary has worsened? Anything else?

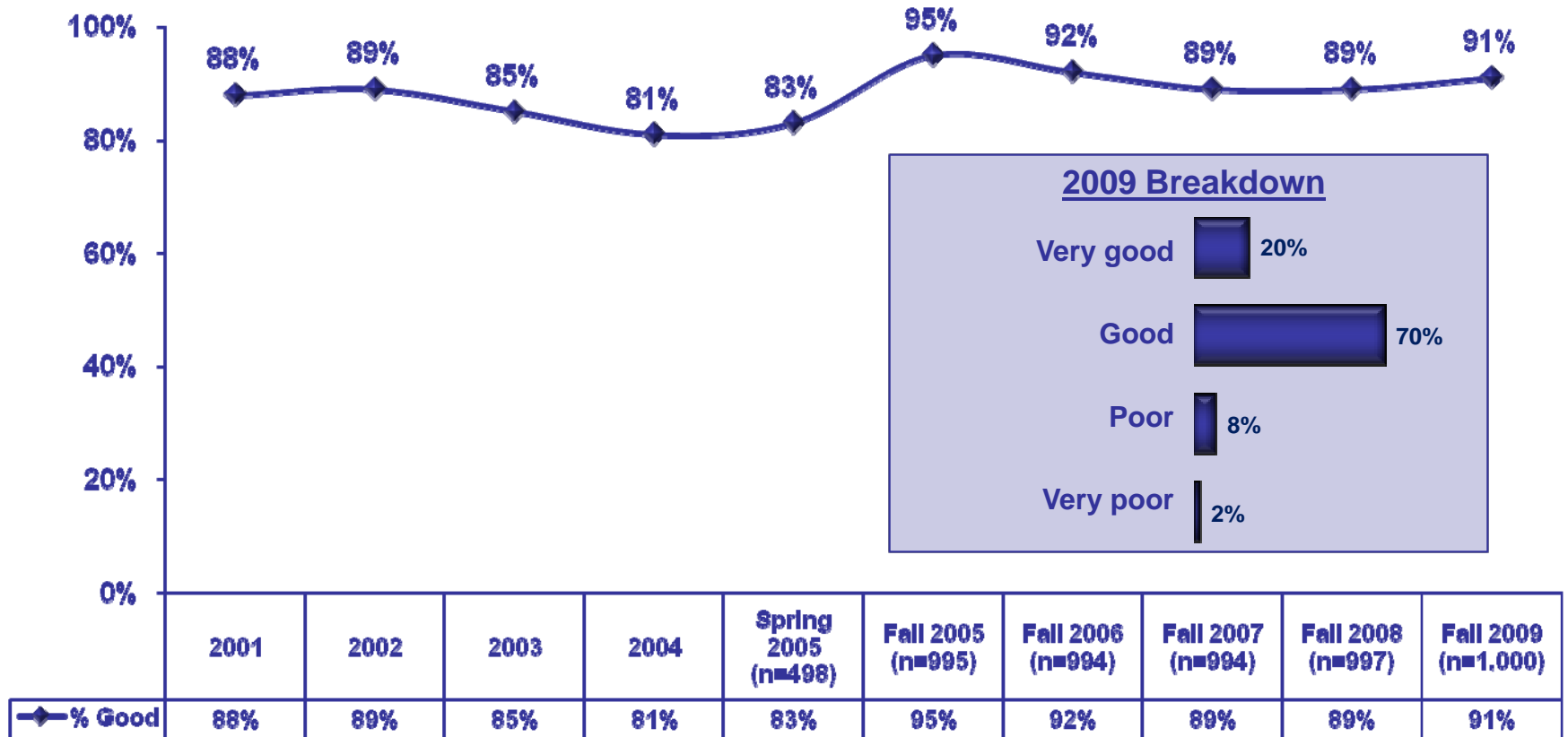
All Mentions

% Change
Fall '08 – Fall '09



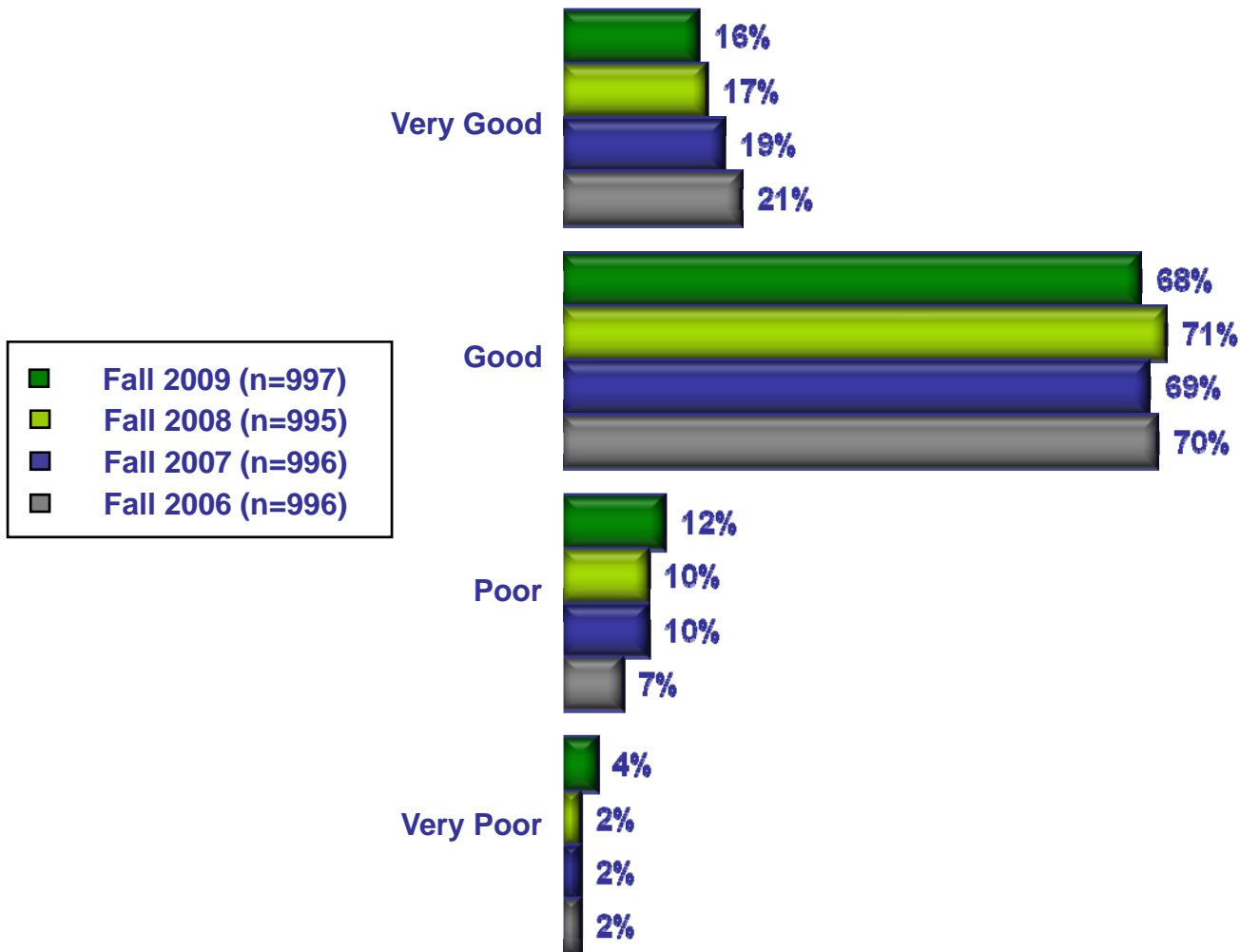
Tracking Overall Quality of City Services in Calgary

Overall, thinking of all the services that The City of Calgary provides, would you say that the quality of services provided is ...?



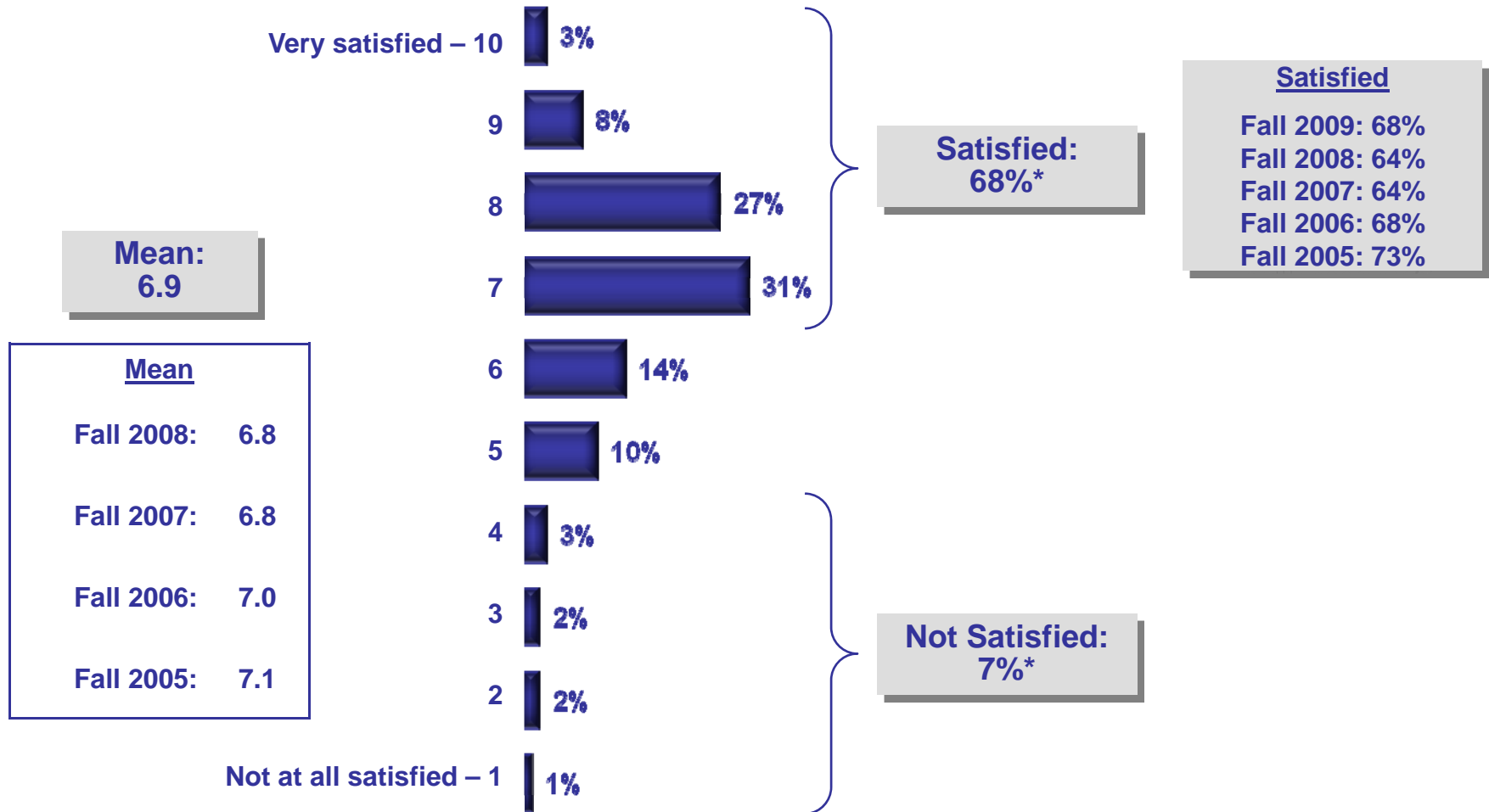
Overall Performance of The City of Calgary

Now, overall, how would you rate the performance of The City of Calgary?



Overall Satisfaction with City Programs and Services

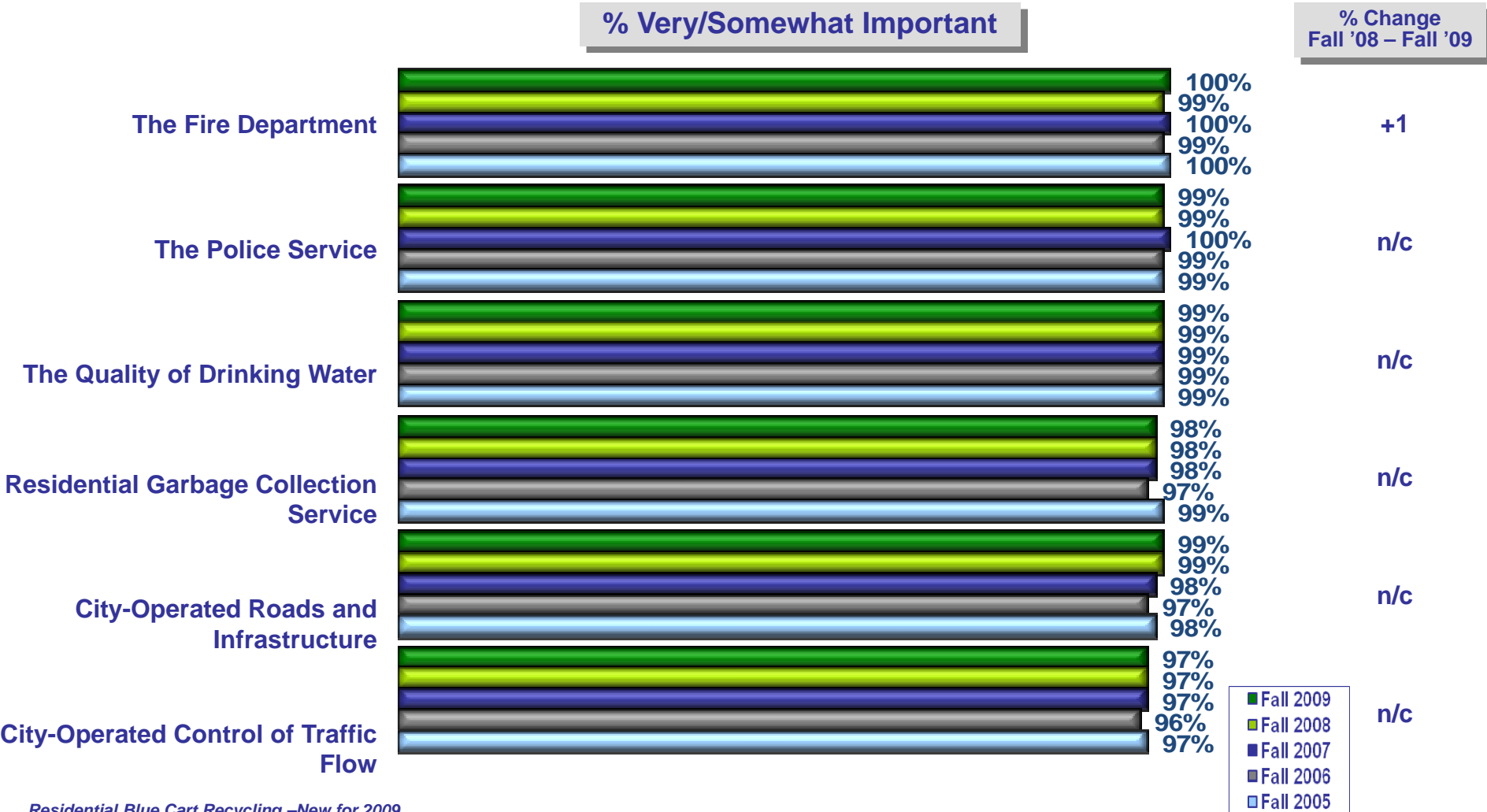
Using a scale from '1' to '10' where '1' represents not at all satisfied and '10' represents 'very satisfied', how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?



*Rounding

Tracking Importance of City Programs and Services

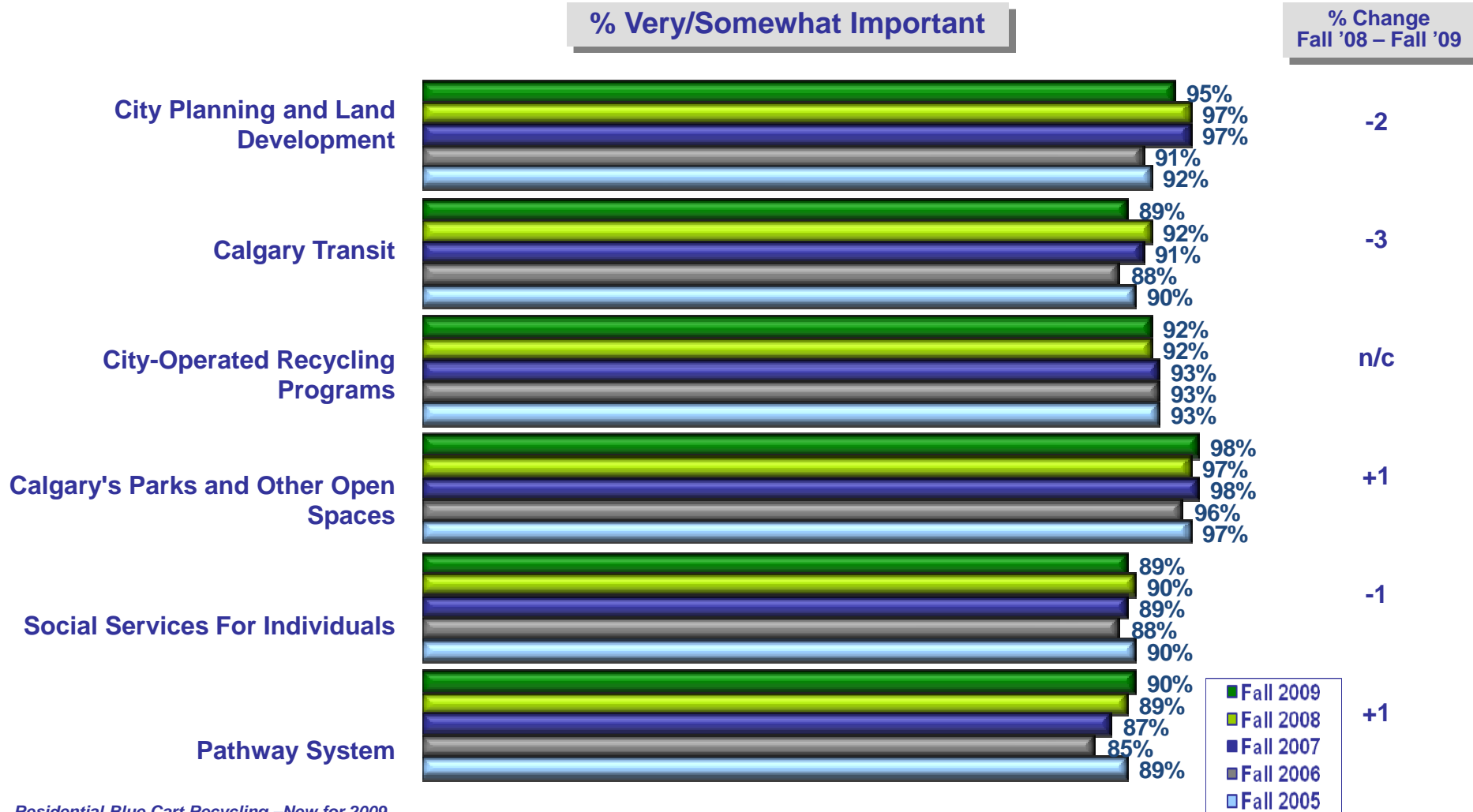
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you and how satisfied you are with the job The City is doing in providing that program or service.



Residential Blue Cart Recycling –New for 2009 and therefore not tracked

Tracking Importance of City Programs and Services

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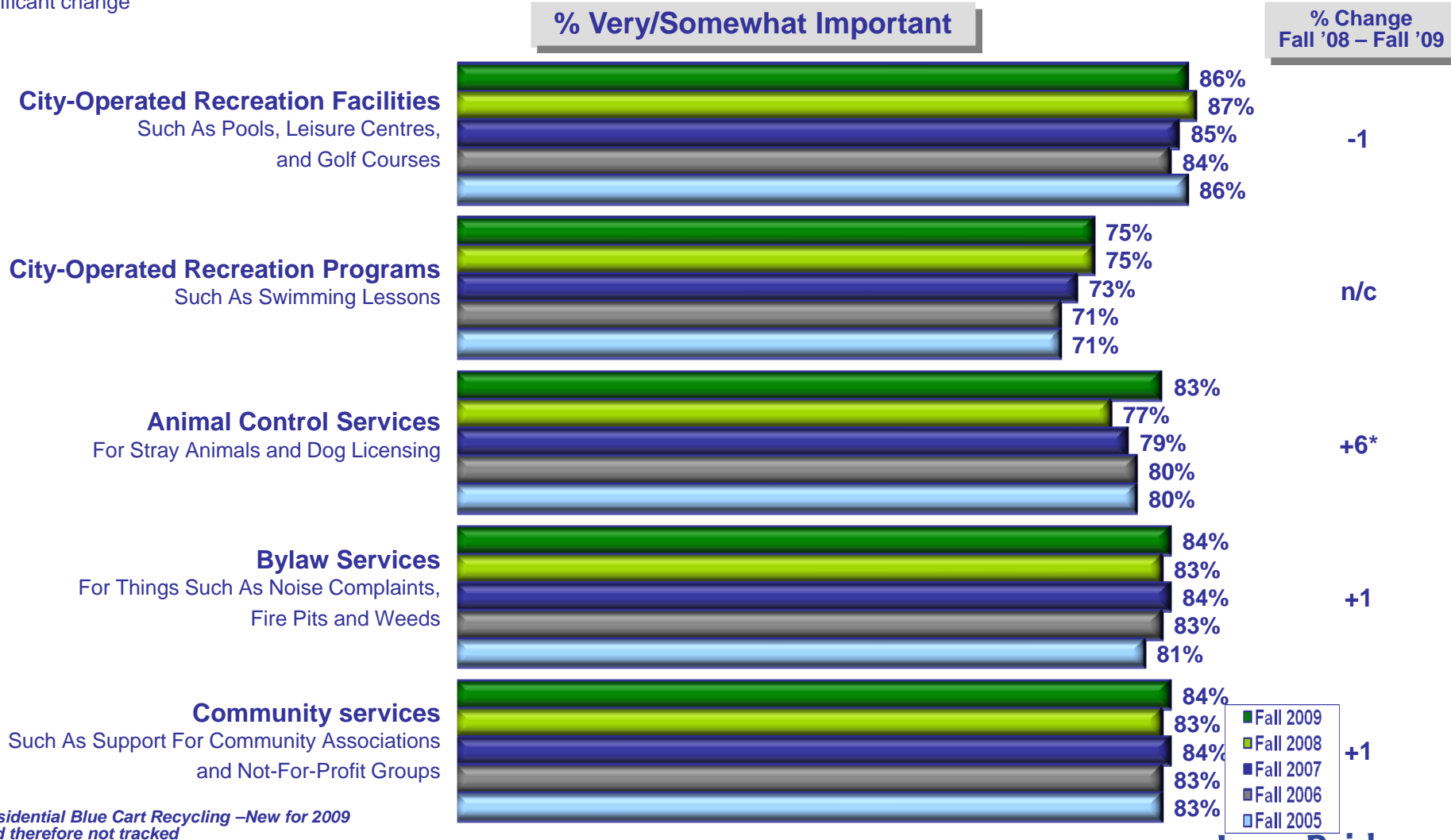


Residential Blue Cart Recycling –New for 2009 and therefore not tracked

Tracking Importance of City Programs and Services

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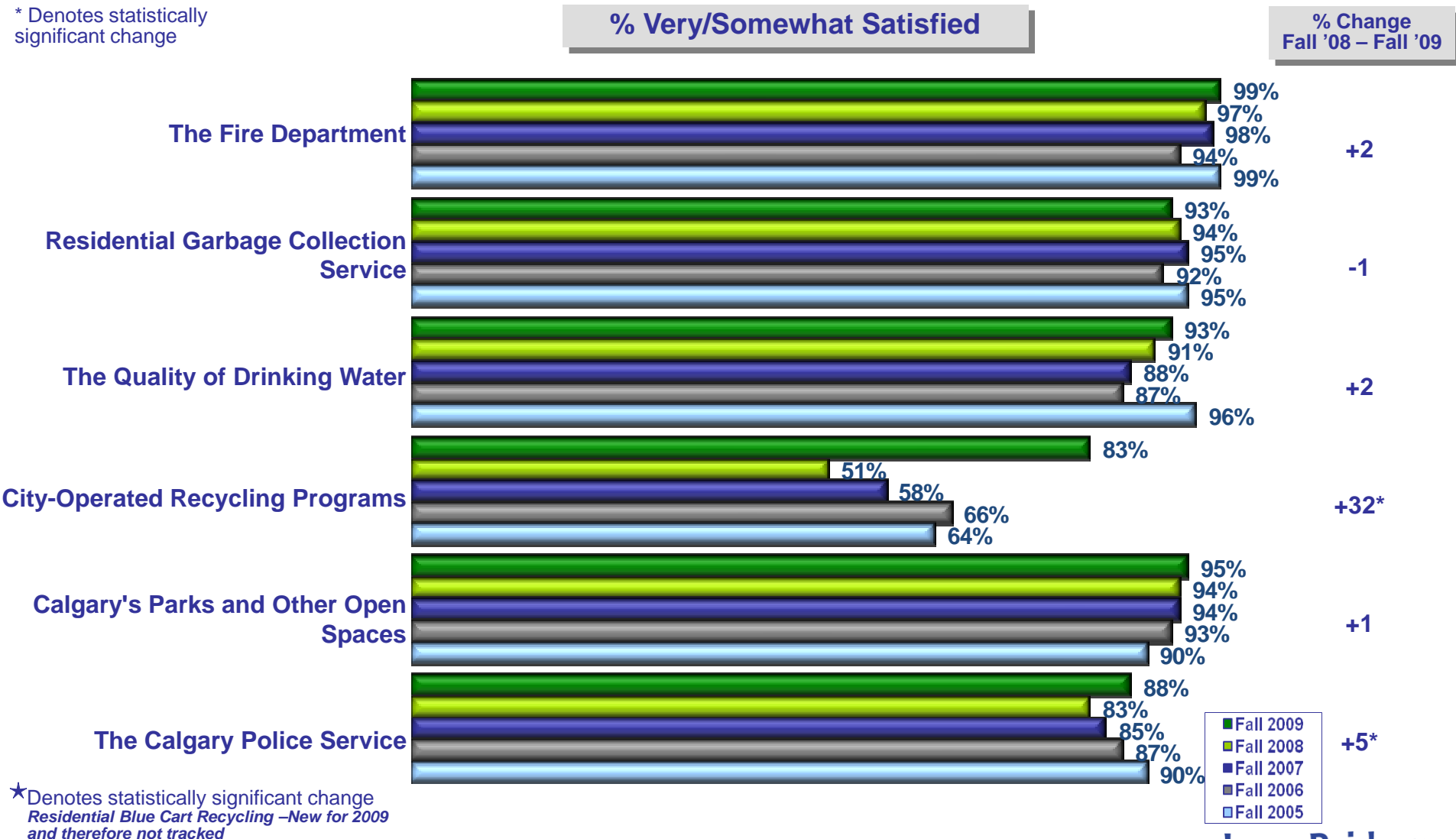
* Denotes statistically significant change



Tracking Satisfaction with City Programs and Services

And how satisfied are you with the job The City is doing in providing this program or service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied or not at all satisfied.

* Denotes statistically significant change



Base: Valid Respondents

Tracking Satisfaction with City Programs and Services

And how satisfied are you with the job The City is doing in providing this program or service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied or not at all satisfied.

* Denotes statistically significant change

% Very/Somewhat Satisfied

% Change Fall '08 – Fall '09

Calgary's Pathway System



+1

Animal Control Services

For Stray Animals and Dog Licensing



-2

City-Operated Recreation Programs

Such As Swimming Lessons



-3

City-Operated Recreation Facilities

Such as Pools, Leisure Centres, and Golf Courses



-2

Bylaw Services

Such As Noise Complaints, Fire Pits and Weeds



-2

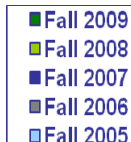
Community Services

Such As Support For Community Associations and Not For Profit Groups



-1

* Denotes statistically significant change
Residential Blue Cart Recycling –New for 2009
and therefore not tracked

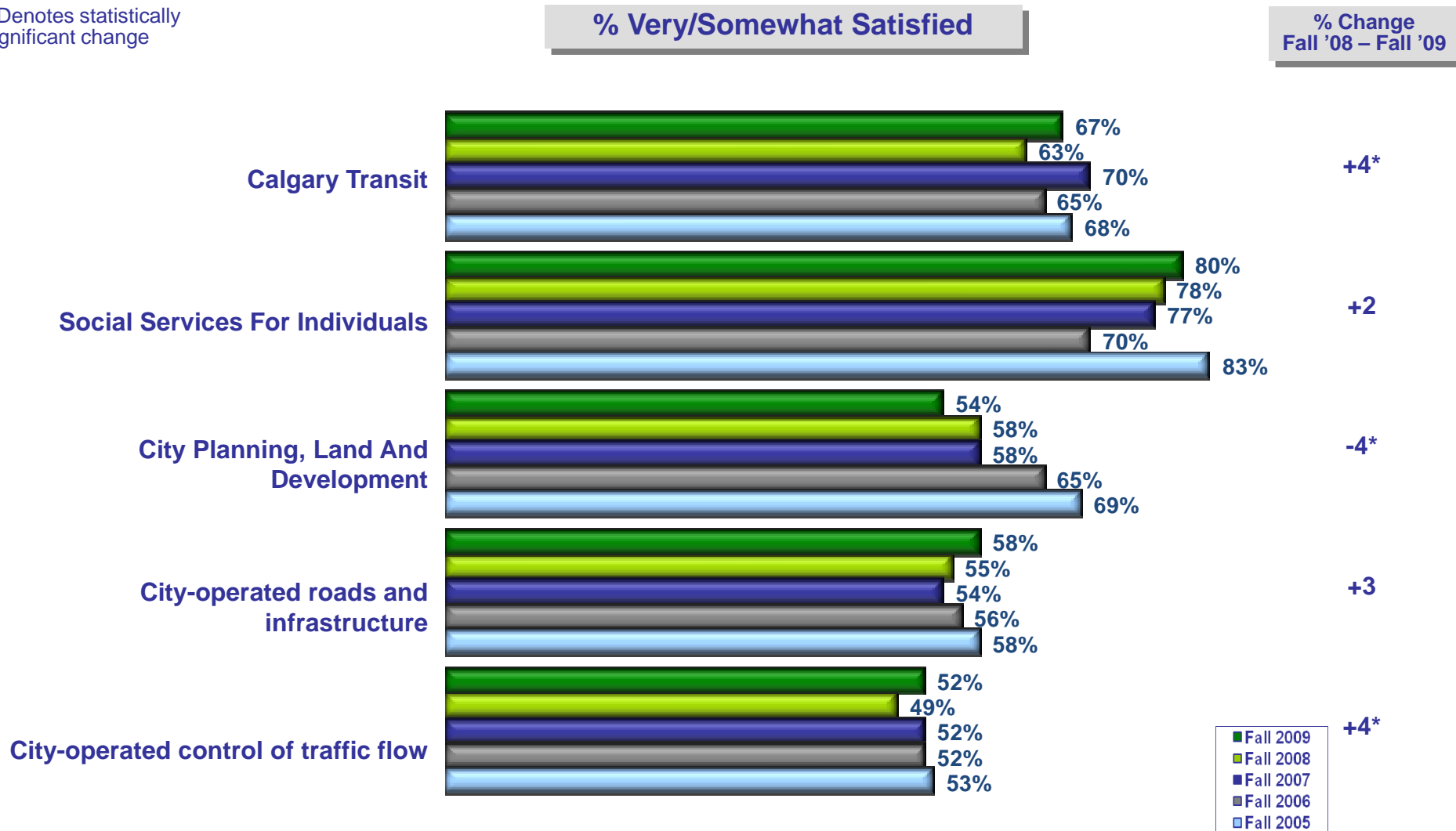


Base: Valid Respondents

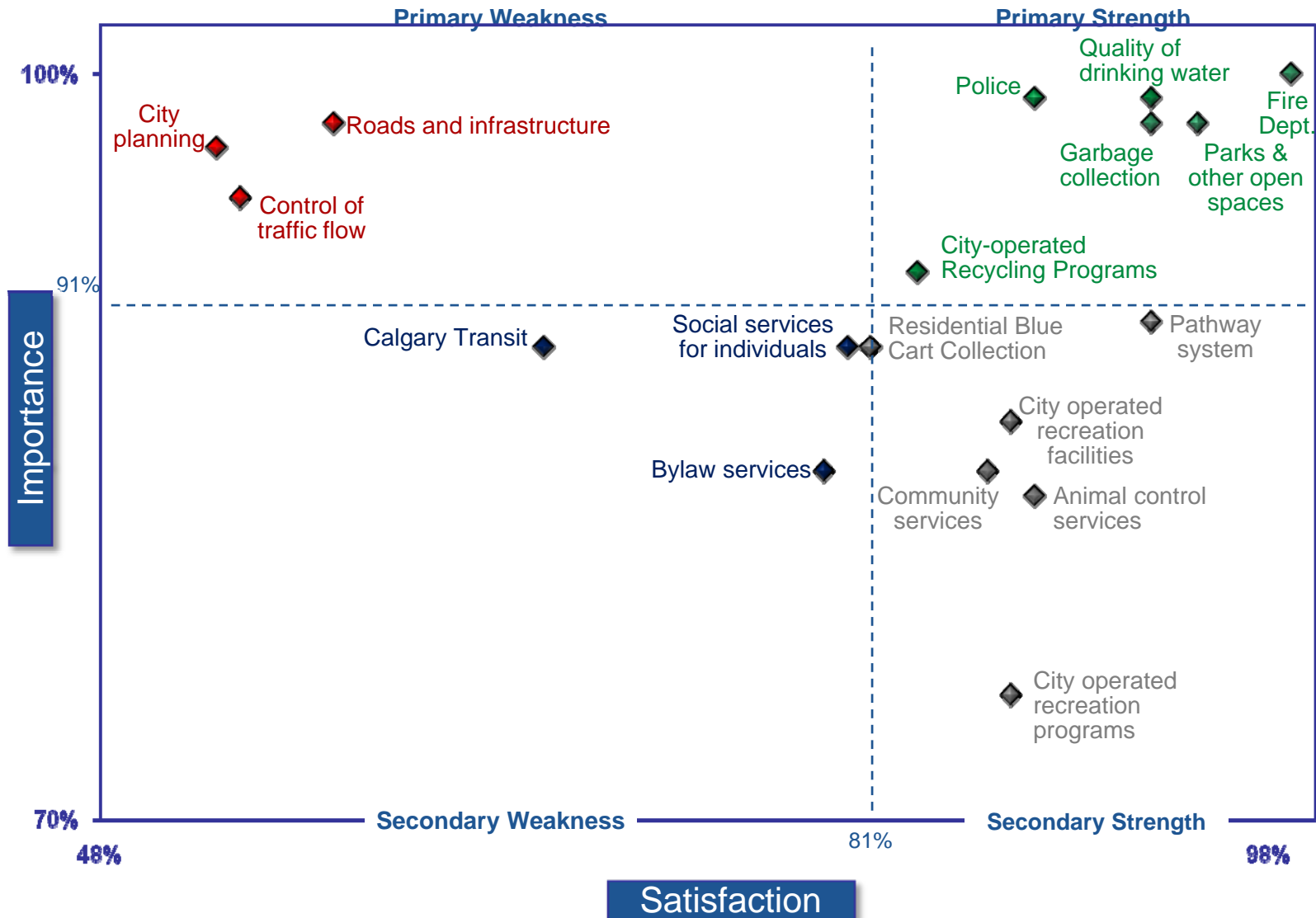
Tracking Satisfaction with City Programs and Services

And how satisfied are you with the job The City is doing in providing this program or service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied or not at all satisfied.

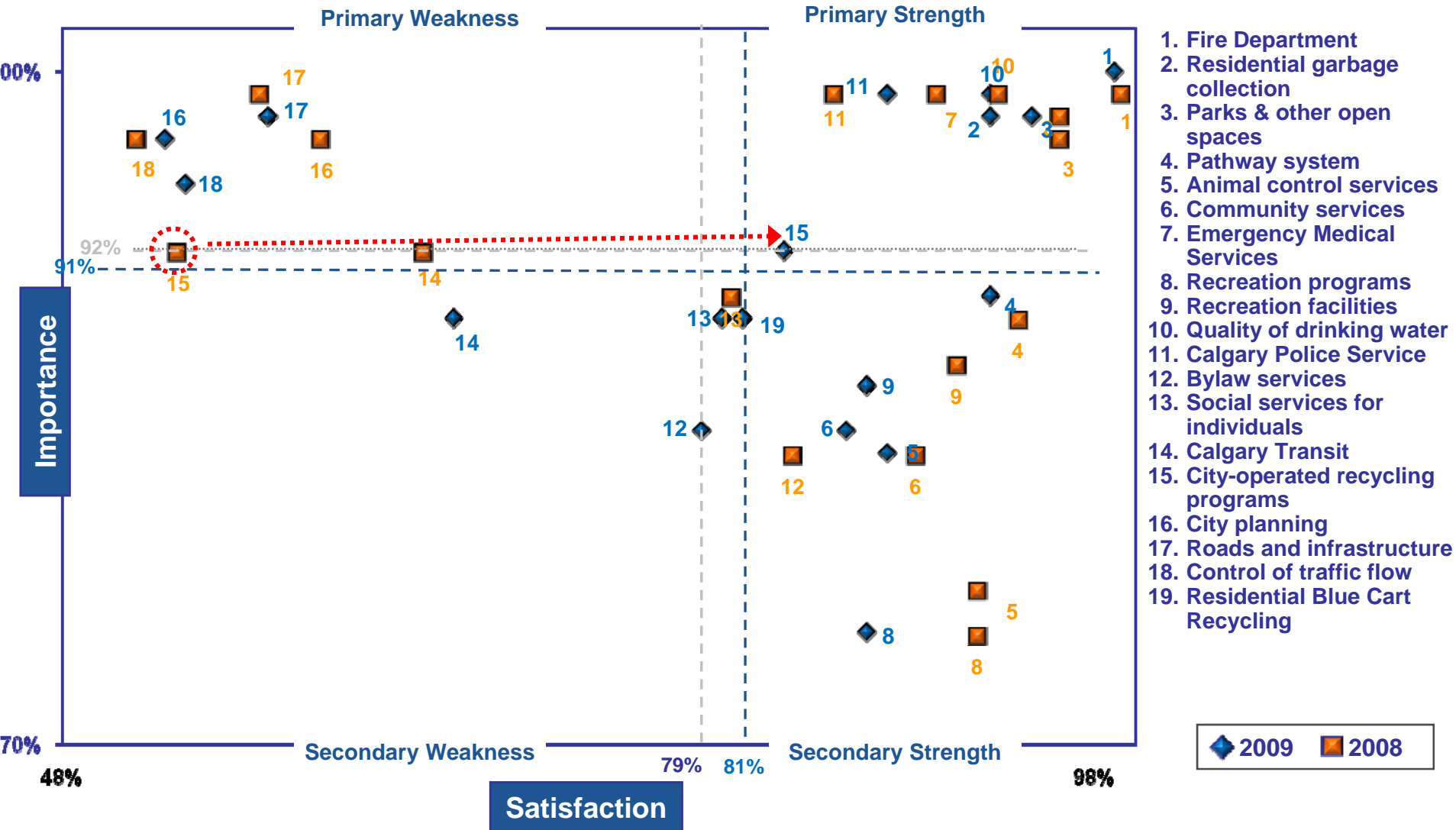
* Denotes statistically significant change



Importance vs. Satisfaction Action Grid

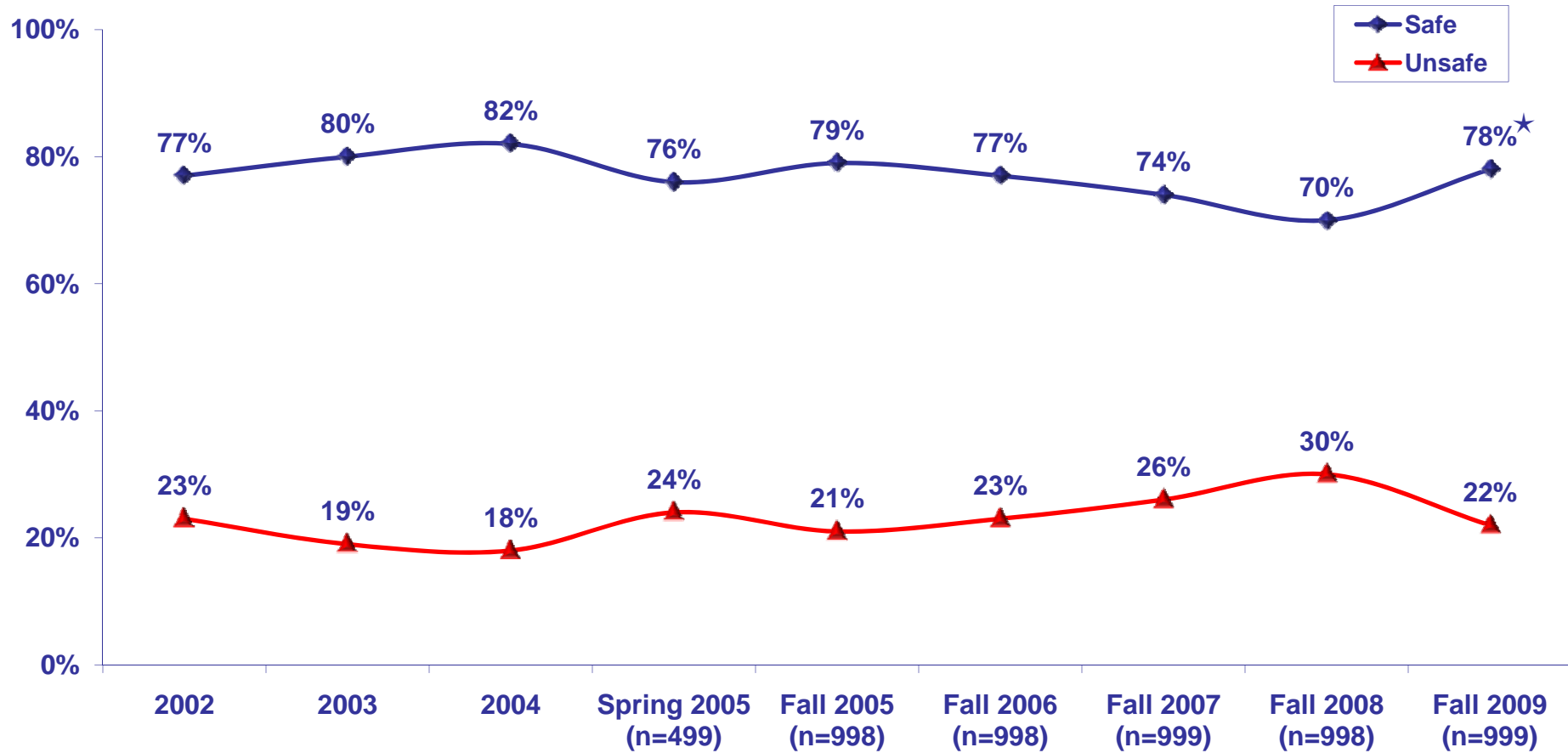


2008 vs. 2009 Importance vs. Satisfaction Action Grid



Tracking Perceived Safety in Neighbourhoods

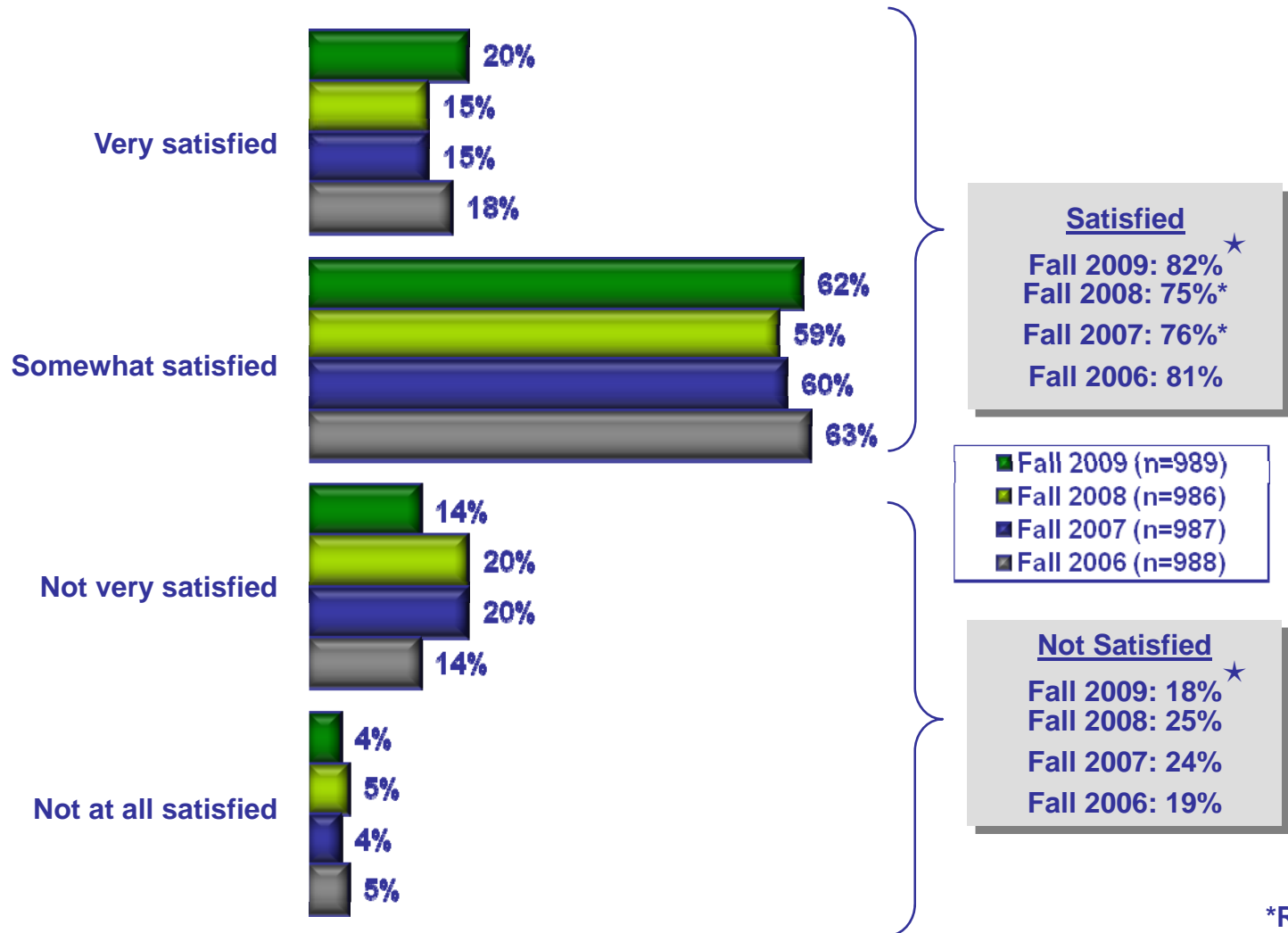
How safe do you feel or would you feel walking alone in your neighbourhood after dark? Do you or would you feel...



★ Denotes statistically significant change

Satisfaction with The City's Environmental Performance

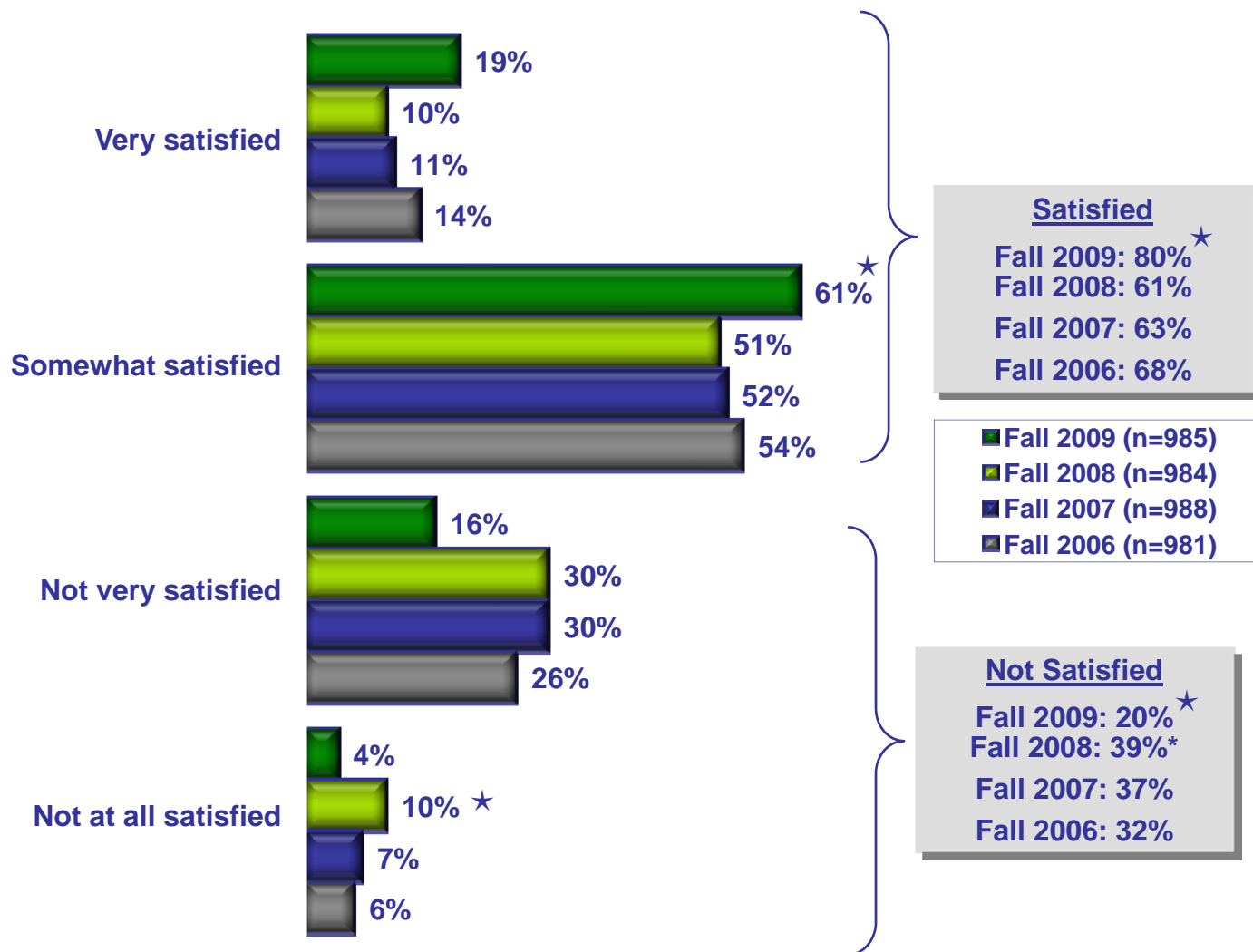
And, how satisfied are you with the job The City of Calgary is currently doing to protect the environment? Are you...



*Rounding

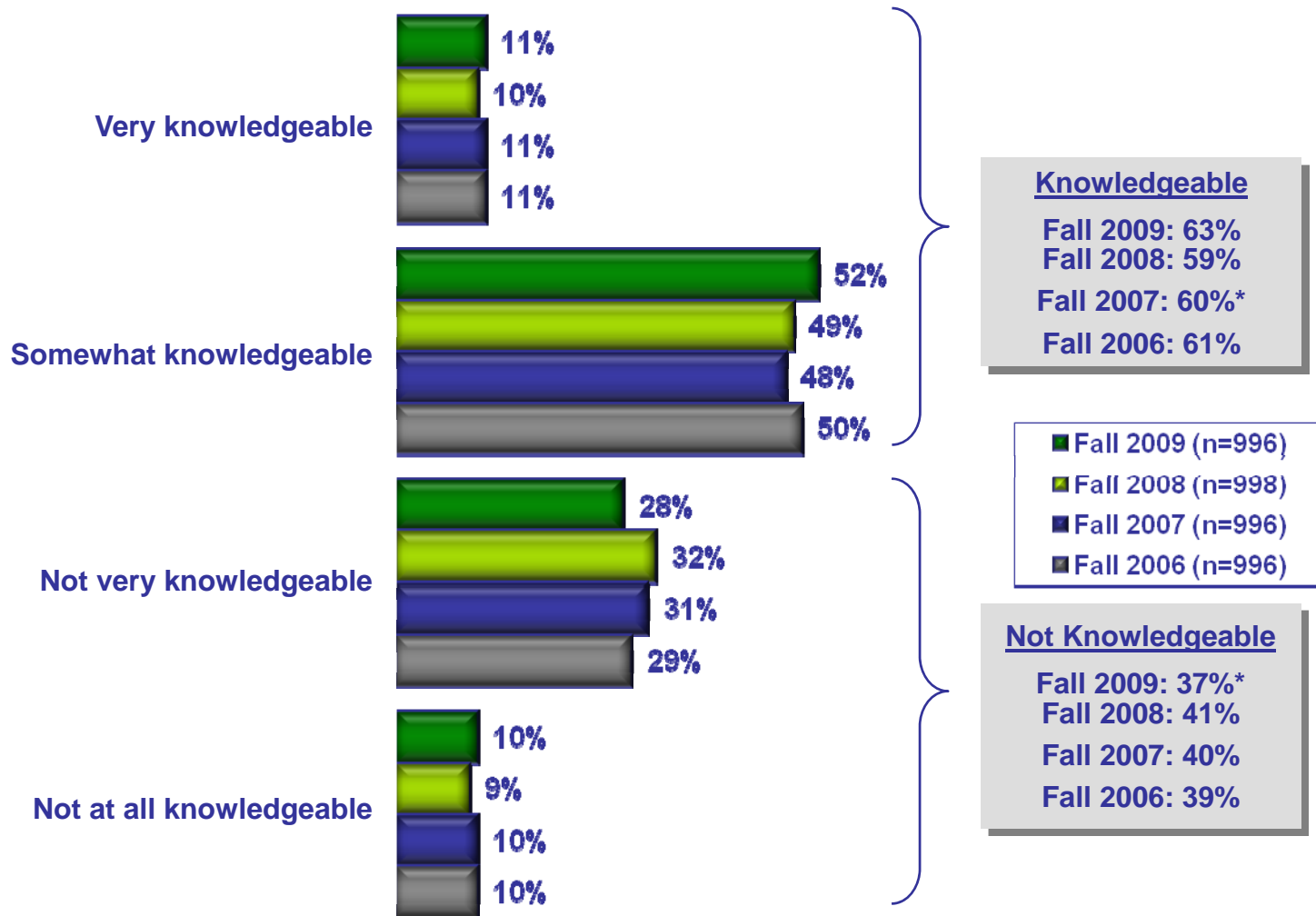
Satisfaction with The City's Environmental Programs and Services

How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact? Are you...?



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?

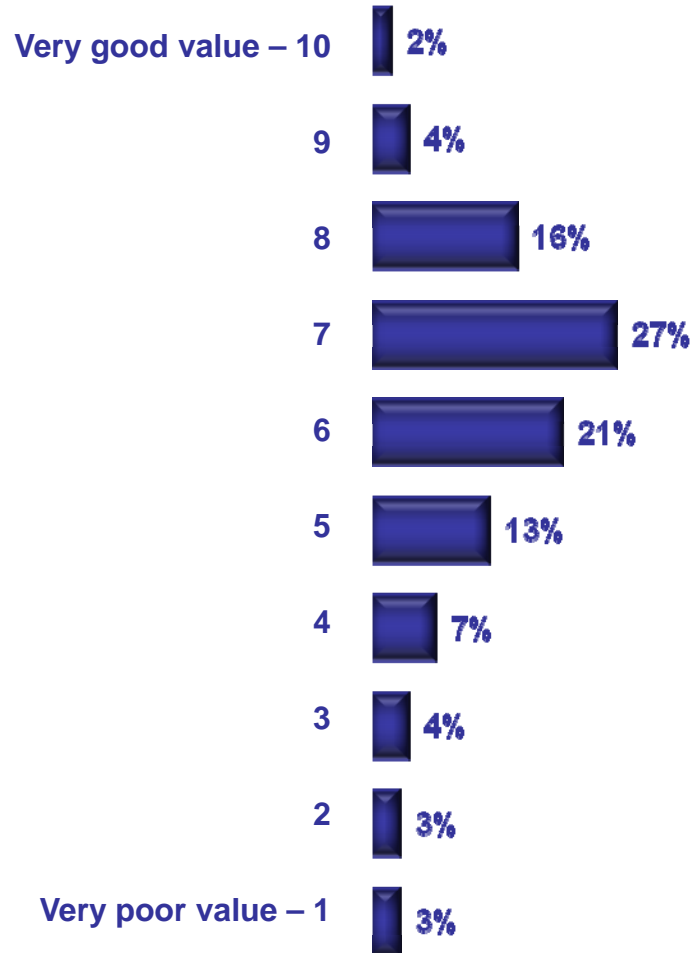


★ Denotes statistically significant change

*Rounding

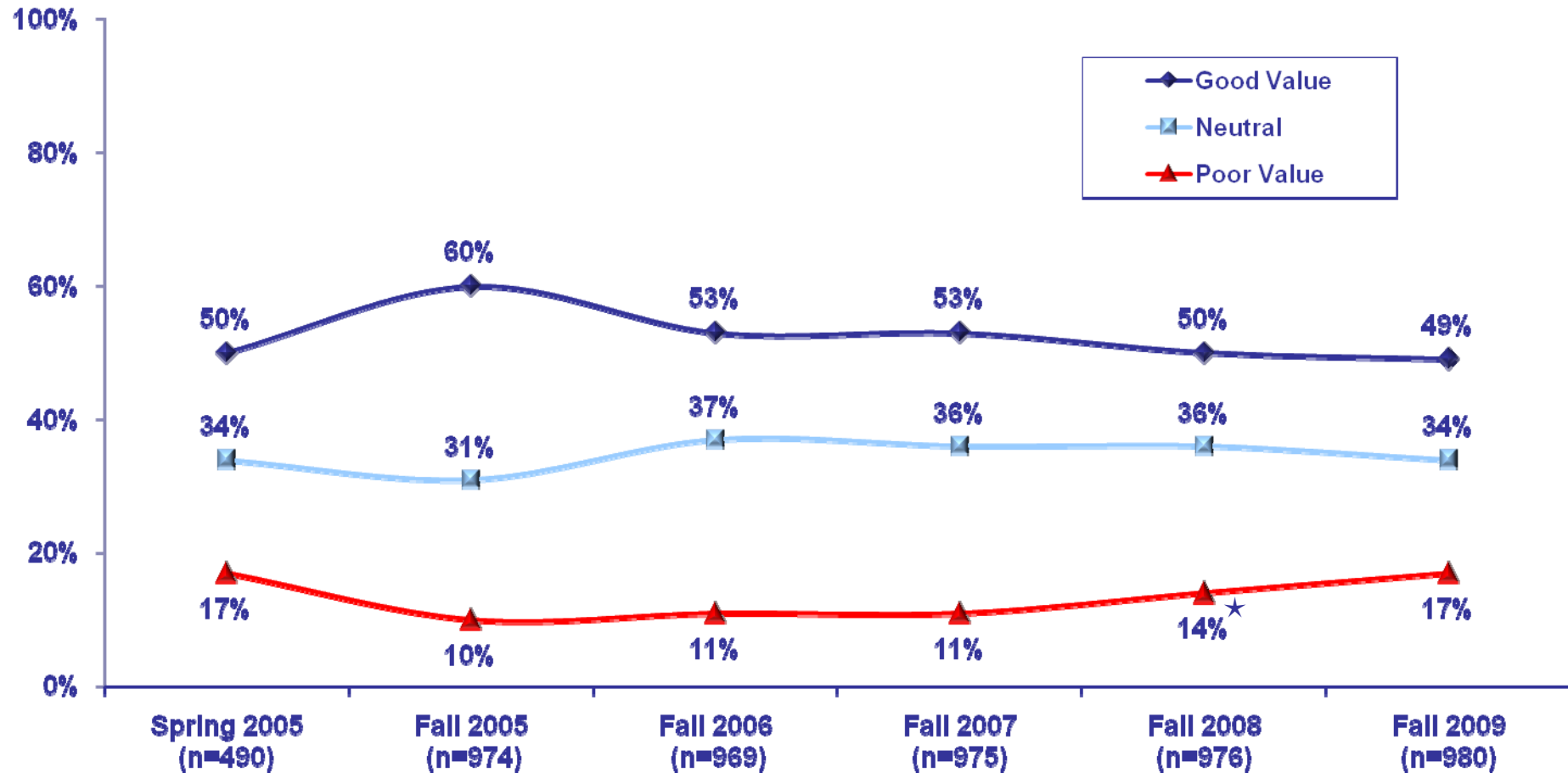
Perceived Value of Property Taxes

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 property tax dollars using a scale of '1' to '10' where '1' represents 'very poor value' and 10 represents 'very good value'.



Tracking Value of Property Taxes

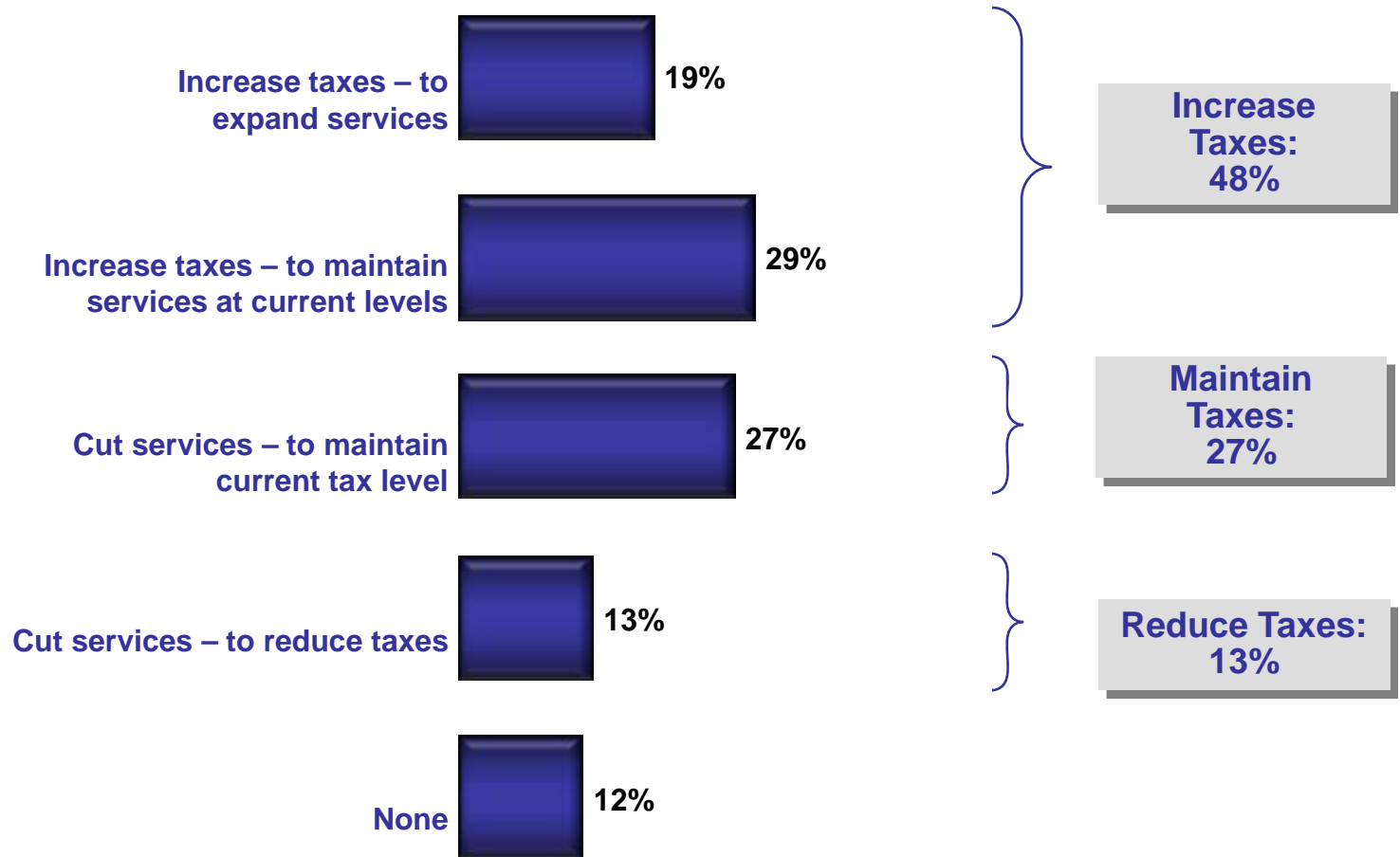
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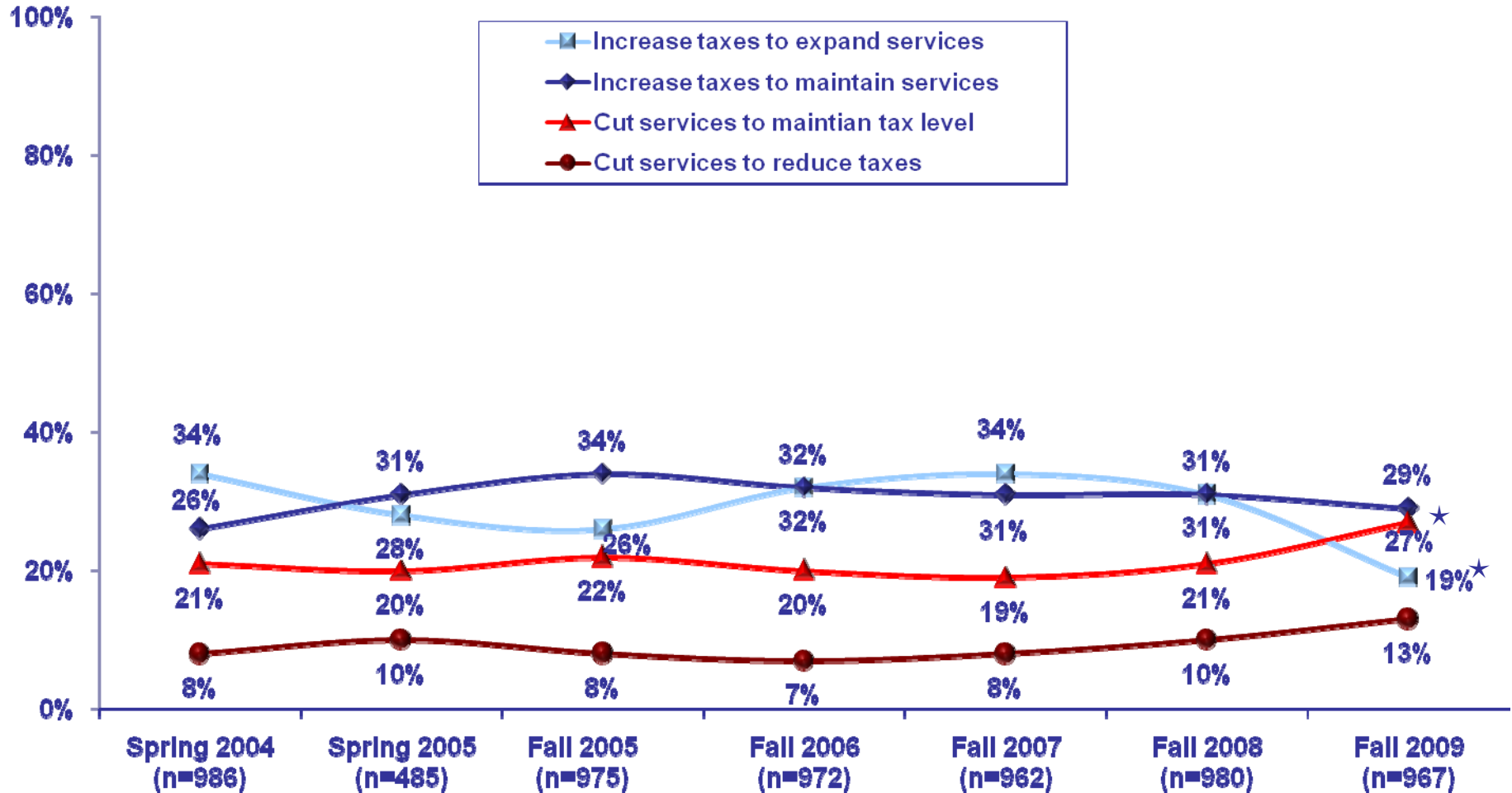
Balancing Taxation and Service Delivery Levels

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?



Tracking Balancing Taxation & Service Delivery Levels

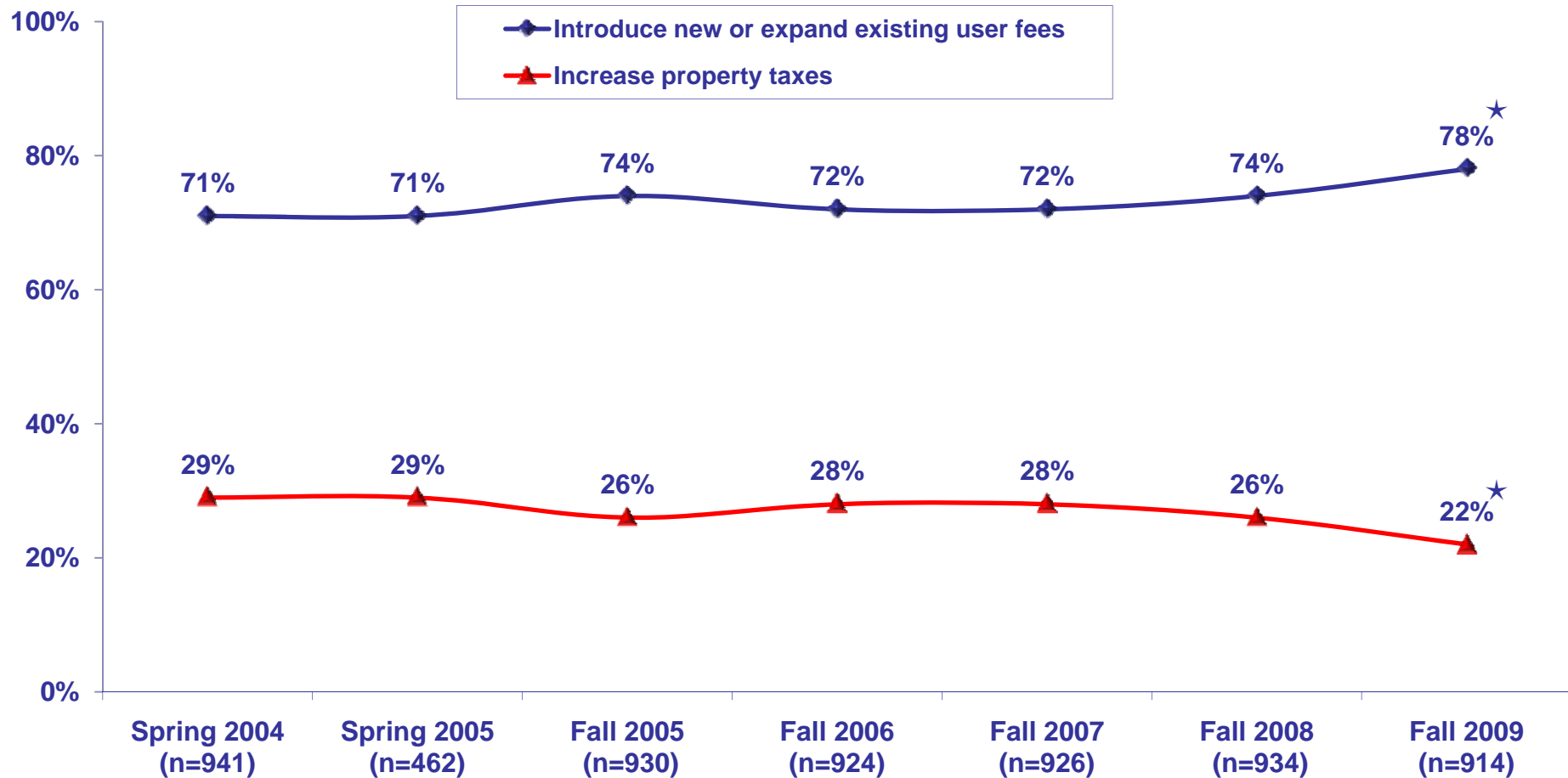
Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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



*Denotes statistically significant change

Options for Increasing City Revenue

Assuming The City needs to increase the amount of revenue it collects from citizens, would you prefer The City to ...?

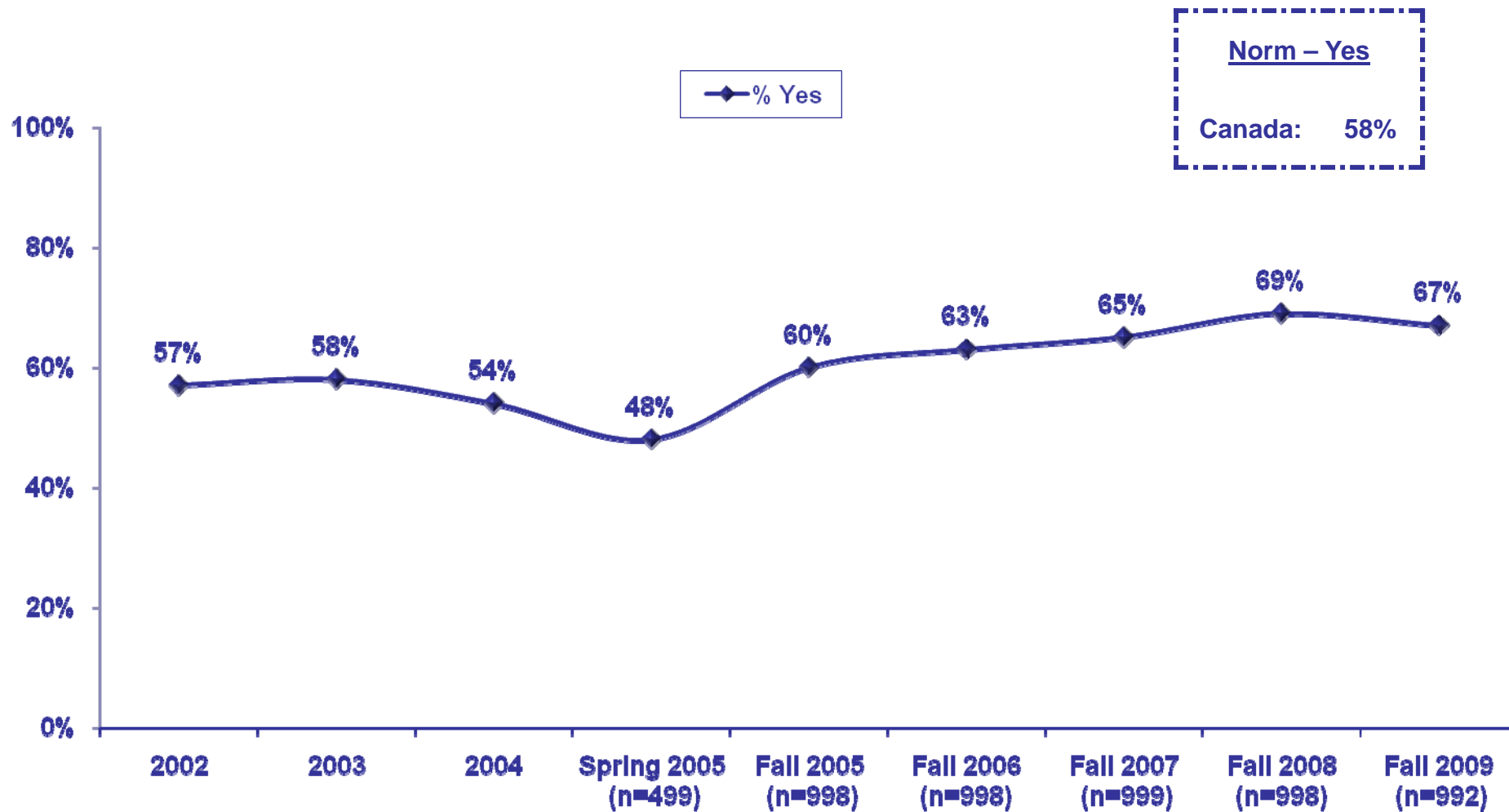


*Denotes statistically significant change

Base: Valid Respondents

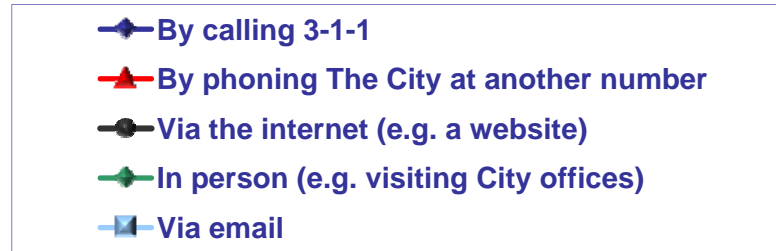
Tracking Contact with The City of Calgary

Have you contacted or dealt with The City of Calgary or one of its employees in the last 12 months?

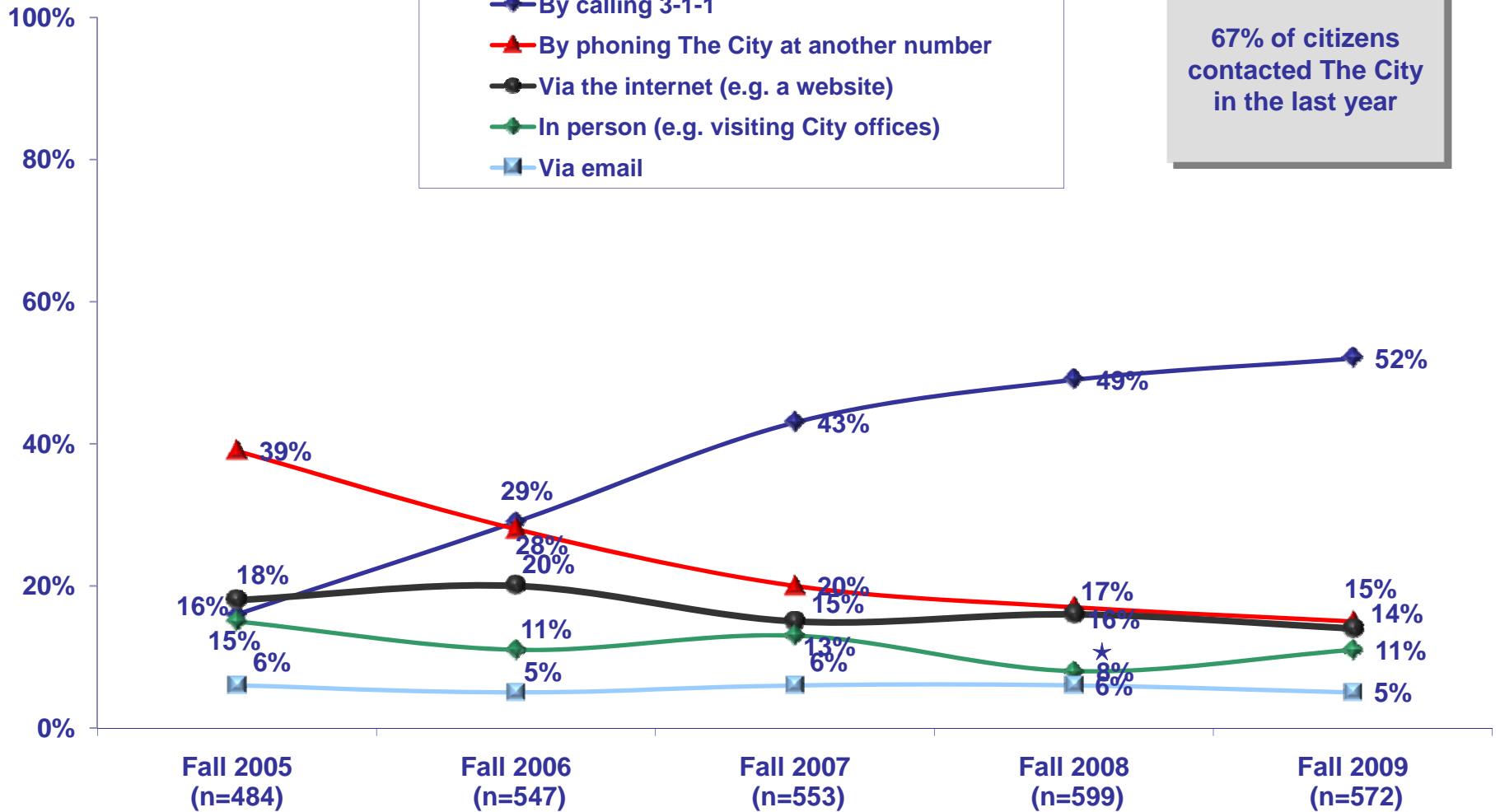


Tracking Type of Citizen-Initiated Contact

When you contacted The City, was it ...?



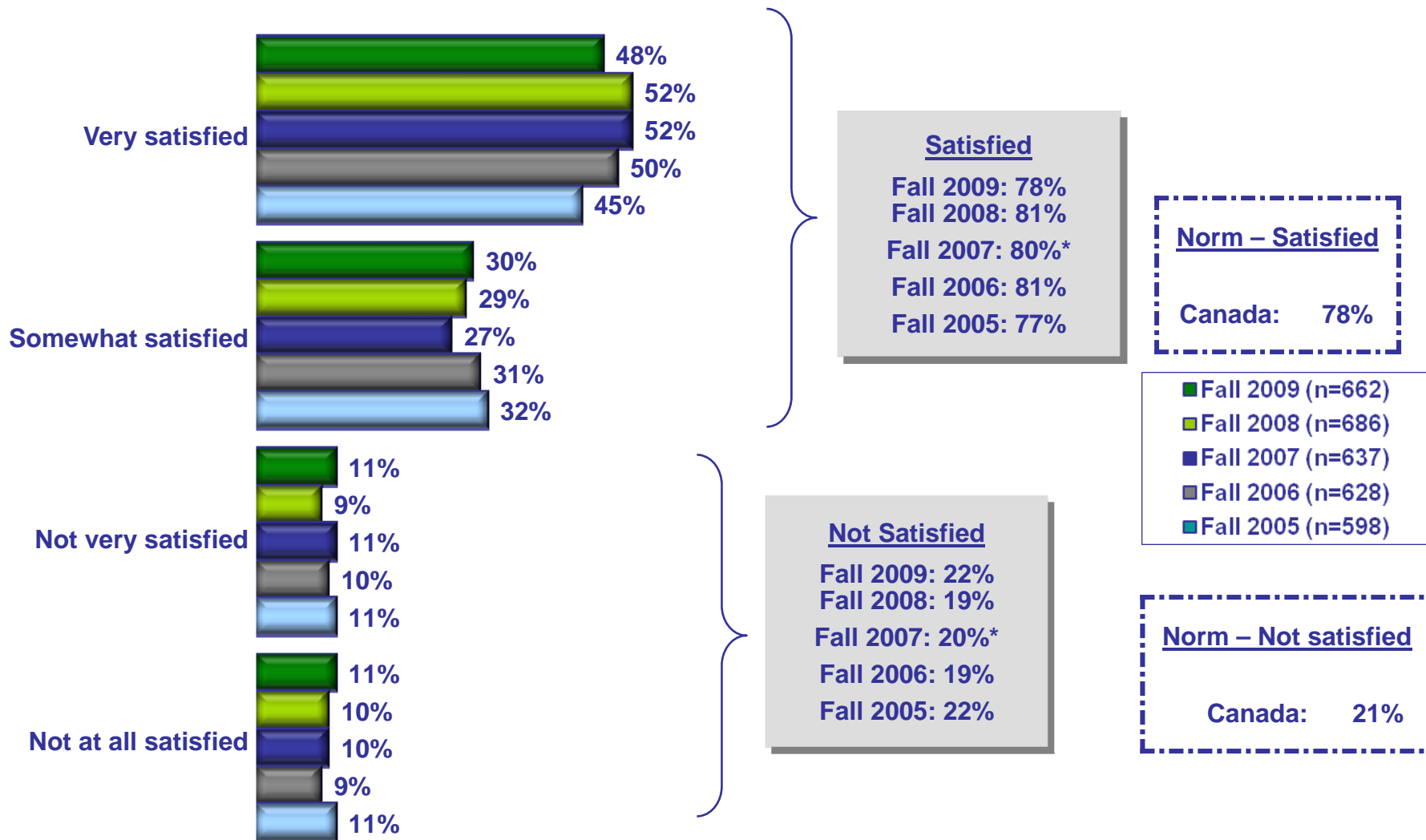
67% of citizens contacted The City in the last year



★

Satisfaction with City Contact

How satisfied were you with the most recent contact with The City? Were you...



*Rounding

Attitudes Regarding Customer Interaction

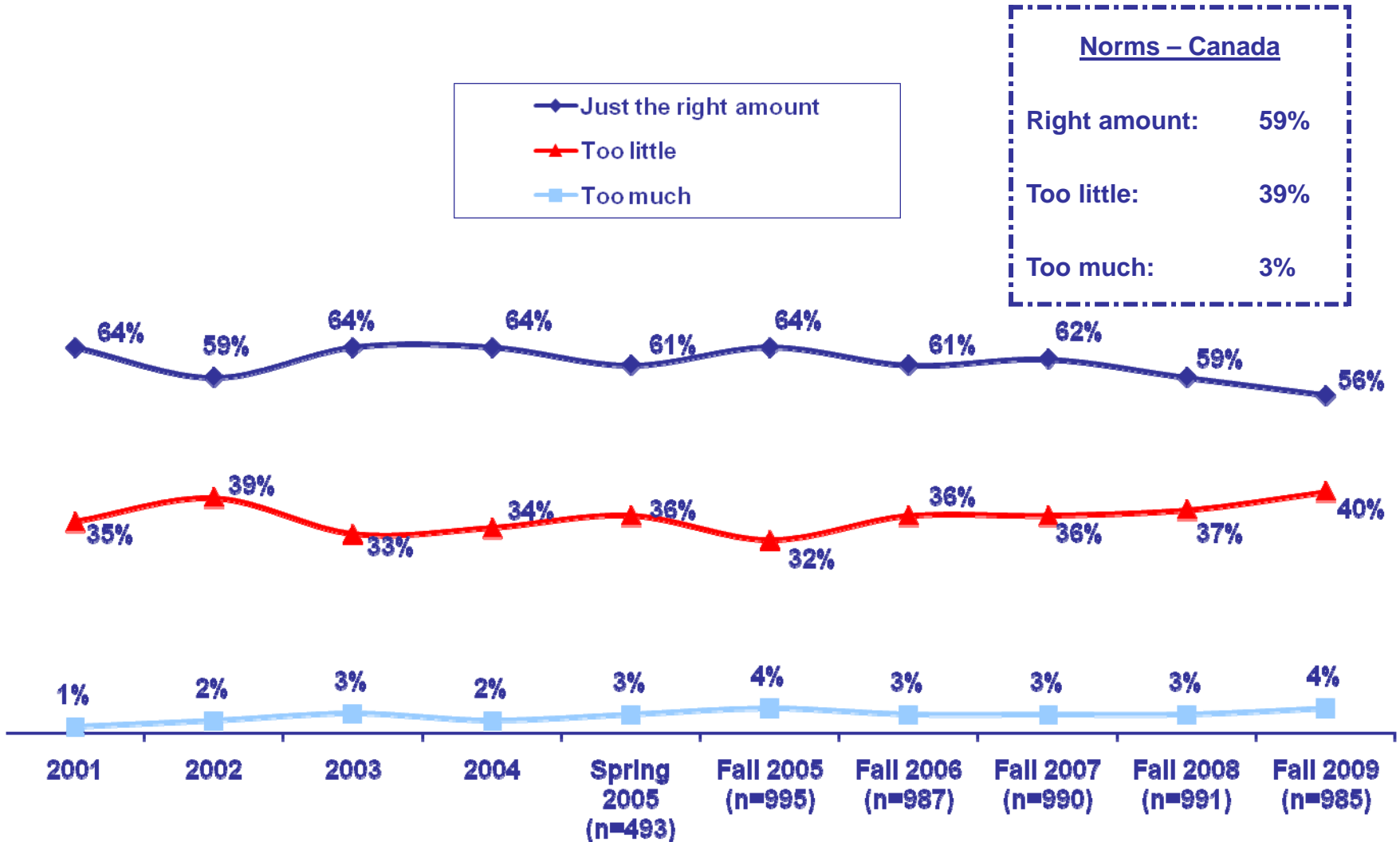
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City.



*Rounding

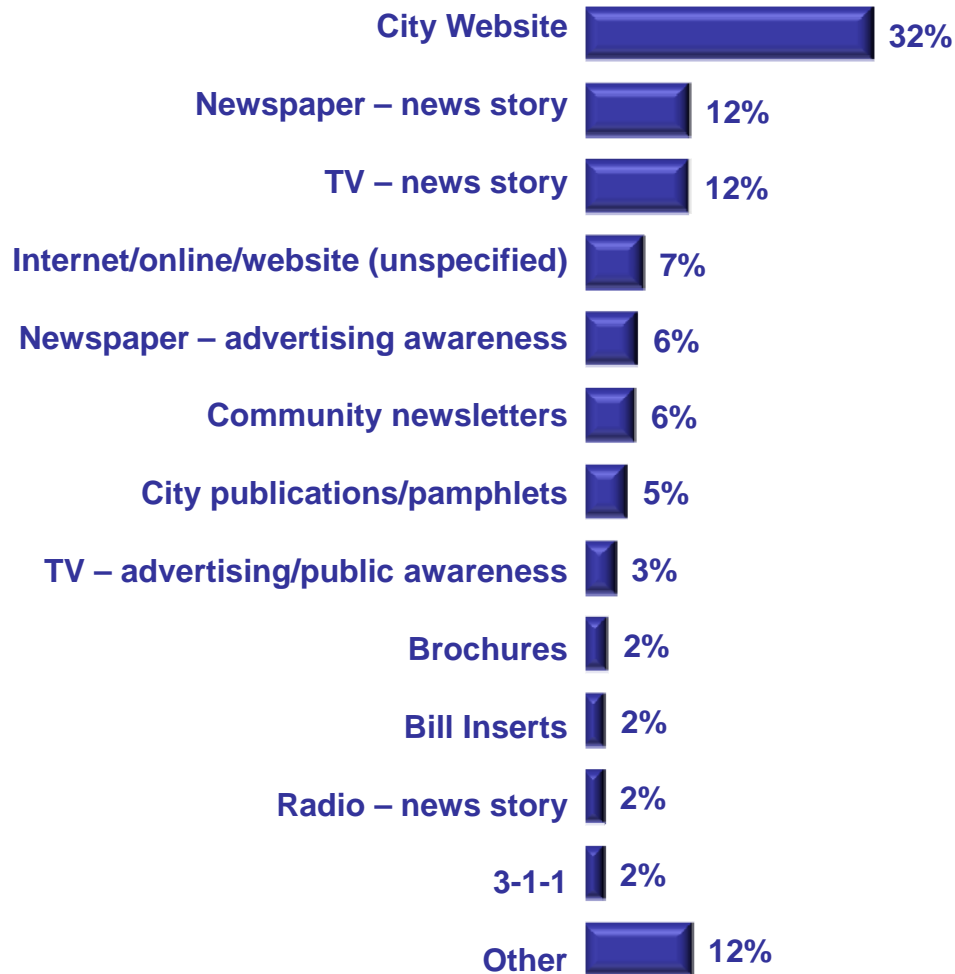
The Extent of Information Received

In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?



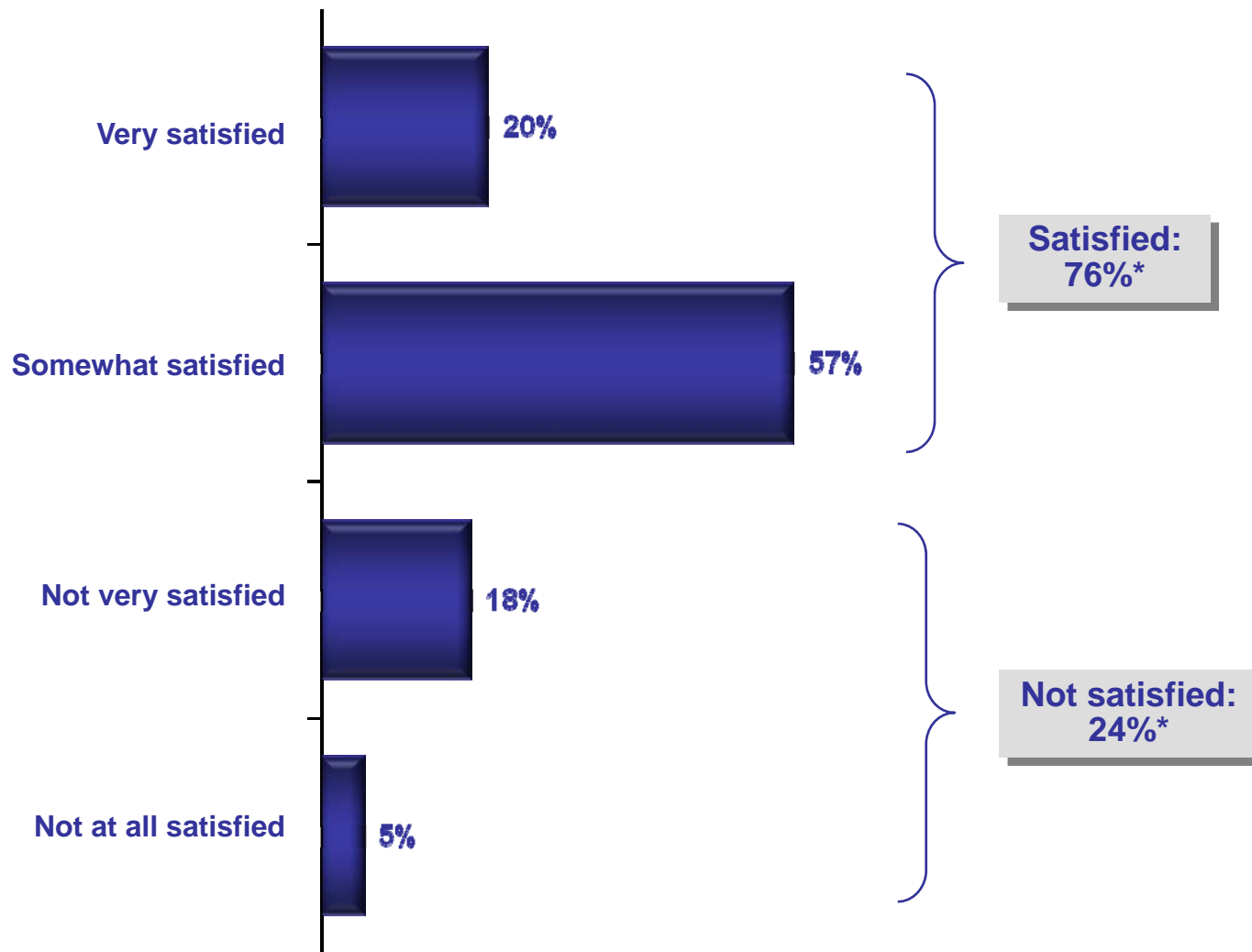
Main Source of Information about City Programs, Services, and Policies

Today, what would you say is your main source of information about The City's programs, services, and policies?



Overall Satisfaction with Quality of City Information and Communications

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



*Rounding



Ipsos Reid



Nobody's Unpredictable