

# 2019 Quality of Life and Citizen Satisfaction Survey

Ward 11 Report

November 2019

**Prepared for The City of Calgary by:**

Contact:

Erin Roulston  
Vice President  
Ipsos  
403.919.5609  
[erin.roulston@ipsos.com](mailto:erin.roulston@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

Jessica Weber  
Account Manager  
Ipsos  
403.612.7353  
[Jessica.weber@ipsos.com](mailto:Jessica.weber@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8



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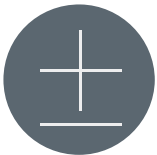


**Telephone survey conducted** with a randomly selected sample of 2,502 Calgarians aged 18 years and older between August 19<sup>th</sup> and September 16<sup>th</sup>, 2019.

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



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



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

- A total of 214 interviews were conducted with residents of Ward 11 (MOE  $\pm 6.7\%$ ).

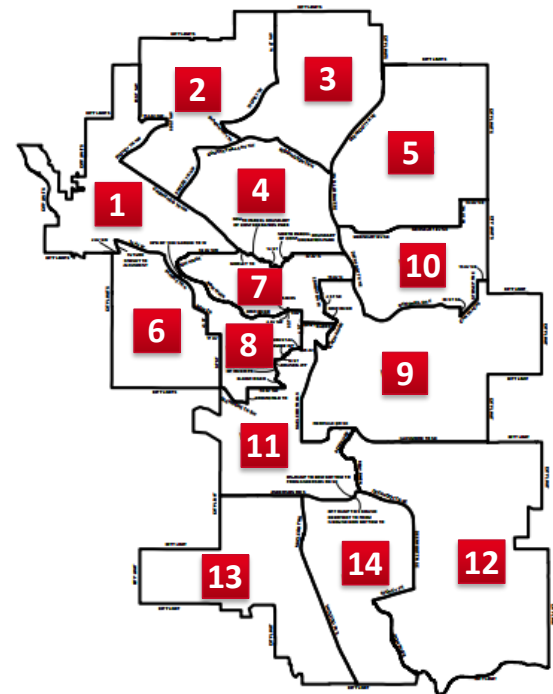


**Results for Ward 11 are compared to results City Wide.**

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

**Where possible, 2019 results for Ward 11 are compared to those from 2018.**

- Only significant differences are shown. **Ward 11 2018**





## Summary of Key Findings





# Key Findings:

## Quality of Life and Issue Agenda

**Ward 11 residents provide strong overall quality of life ratings, consistent with City Wide measures.**

**The issue agenda in Ward 11 is similar for the top items (*roads and transit*), yet Ward 11 residents are more likely to mention *“too much/ poorly planned/ delayed road construction”* in comparison to City Wide.**

- More than eight-in-ten (85%) Ward 11 residents rate the overall quality of life in Calgary today as ‘good’ (on par with 83% City Wide).
- Results for Ward 11 are consistent with City Wide results for ‘improved’ quality of life (12%, on par with 16% City Wide), ‘worsened’ quality of life (38%, on par with 40% City Wide) and for quality of life remaining the ‘same’ (50%, on par with 44% City Wide).
- Ward 11 residents are less likely to agree that *“The City of Calgary municipal government fosters a city that is inclusive and accepting of all”* in comparison to last year (73% vs. 86% in 2018).
- Ward 11 residents are less likely than City Wide to ‘completely’ agree that *“Calgary is a great place to make a living”* (7%, lower than 14% City Wide), and the proportion of Ward 11 residents ‘completely’ agreeing with this notion has declined since 2018 (7%, down from 17% last year).
- Similarly, Ward 11 residents are less likely than City Wide to ‘completely’ agree that *“Calgary is moving in the right direction to ensure a high quality of life for future generations”* (3%, lower than 8% City Wide).
- The top issues in Ward 11 are *“infrastructure, traffic and roads”* (42%, on par with 35% City Wide) and *“transit”* (17%, identical to 17% City Wide).
  - More specifically, Ward 11 residents are more likely than City Wide to point to *“too much/poorly planned/delayed road construction”* (20% vs. 5% City Wide).
  - Ward 11 residents are more likely to mention *“budget and spending”* in 2019 (16%, increased from 4% in 2018).
  - Mentions of *“homelessness, poverty & affordable housing”* are also notably higher among Ward 11 residents (7%) than City Wide (4%).

# Key Findings:

## Importance of City Programs and Services

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**Ward 11 residents are on par with City Wide for most importance ratings of programs and services.**

**The importance of 3 programs and services has decreased since 2018 in Ward 11 (Blue Cart, Calgary Transit and The City's website).**

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- ❖ Ward 11 residents express lower importance ratings in comparison to City Wide for:
  - City growth management (87%, lower than 93% City Wide);
  - City-operated recreation programs (78%, lower than 87% City Wide);
  - Support for arts and culture including festivals (70%, lower than 80% City Wide);
  - City of Calgary website (65%, lower than 79% City Wide); and,
  - Bylaw services (70%, lower than 79% City Wide).
- ❖ There have been some notable declines in the importance of municipal services and programs within Ward 11 compared to last year for:
  - Residential Blue Cart recycling (87%, down 8 points from 2018), as well as declines in 'very' important ratings (73%, down 15 points from 2018);
  - Calgary Transit (86%, down 9 points from 2018); and,
  - City of Calgary website (65%, down 13 points from 2018);
- ❖ Ward 11 residents show shifts in 'very' important ratings since last year for:
  - The quality of drinking water (98% 'very' important, up 9 points from 2018);
  - Property tax assessment (77% 'very' important, up 26 points from 2018);
  - Business licenses and inspections (57% 'very' important, up 20 points from 2018); and,
  - On-street bikeways (9% 'very' important, down 14 points from 2018).

# Key Findings:

## Satisfaction with City Programs and Services

**The majority of Ward 11 residents are satisfied with the overall level and quality of municipal programs and services, consistent with City Wide results.**

**In Ward 11, overall satisfaction scores for all programs and services are consistent with City Wide results; however, 'very' satisfied ratings are lower than City Wide in six areas.**

- ❖ Nearly eight-in-ten (78%) Ward 11 residents are satisfied with the overall level and quality of municipal services and programs, similar to 74% City Wide.
- ❖ While overall satisfaction with all programs and services are on par with City Wide results, Ward 11 differs from City Wide results in terms of 'very' satisfied ratings for the following:
  - The quality of drinking water (87% 'very' satisfied, higher than 73% City Wide);
  - Protection from river flooding (29% 'very' satisfied, lower than 41% City Wide);
  - City-operated recreation facilities (24% 'very' satisfied, lower than 35% City Wide);
  - Social services (10% 'very' satisfied, lower than 19% City Wide);
  - City land use planning (8% 'very' satisfied, lower than 17% City Wide);
  - Transportation planning (9% 'very' satisfied, lower than 18% City Wide); and,
  - Downtown revitalization (7% 'very' satisfied, lower than 17% City Wide).
- ❖ Significant differences in satisfaction in Ward 11 since 2018 emerge for:
  - Calgary's parks, playgrounds/ open spaces (93%, lower than 100% in 2018);
  - Development and building inspections and permits (82%, lower than 92% in 2018);
  - Downtown revitalization (69%, lower than 84% in 2018, including 7% 'very' satisfied, lower than 18% in 2018);
  - Snow removal (81%, higher than 67% in 2018);
  - Property tax assessment (56%, lower than 84% in 2018, including 7% 'very' satisfied, lower than 18% in 2018);
  - The quality of drinking water (87% 'very' satisfied, higher than 70% in 2018);
  - City-operated recreation facilities (24% 'very' satisfied, lower than 40% in 2018);
  - Community services (12% 'very' satisfied, lower than 30% in 2018);
  - Social services (10% 'very' satisfied, lower than 21% in 2018); and,
  - City land use planning (8% 'very' satisfied, lower than 18% in 2018).
- ❖ Ward 11 residents consider social services and land use planning to be 'primary strengths', whereas they are 'primary weaknesses' City Wide.
- ❖ Blue Cart recycling is considered to be a 'primary strength' City Wide, and Calgary Transit and City growth management are considered to be 'primary weaknesses' City Wide, yet these are neither 'primary strengths' nor 'primary weaknesses' in Ward 11.

## Key Findings:

# Investment in City Programs and Services

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**Ward 11 residents are more likely to want *more* investment in protection from river flooding in comparison to City Wide results.**

**Ward 11 residents are less likely to want *more* investment in Calgary 9-1-1 and on-street bikeways vs. City Wide.**

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- ❖ Ward 11 residents are more likely than City Wide to want to see *more* investment in protection from river flooding (37% invest more, 10 points higher than City Wide).
- ❖ Ward 11 residents are less likely than City Wide to want to see *more* investment in Calgary 9-1-1 (22%, lower than 34% City Wide) and on-street bikeways (10%, lower than 23% City Wide).
- ❖ The biggest shifts in Ward 11 residents' desire for *more* investment compared to 2018 are as follows:
  - City-operated recreational programs (41%, up from 20% in 2018);
  - Snow removal (45%, down from 65% in 2018);
  - Transportation planning (42%, down from 60% in 2018);
  - City-operated roads and infrastructure (39%, down from 54% in 2018);
  - Property tax assessment (28%, up from 13% in 2018);
  - Business licenses and inspections (32%, up from 19% in 2018);
  - Disaster planning and response (18%, down from 34% in 2018); and,
  - On-street bikeways (10%, down from 24% in 2018).



# Key Findings:

## Taxation

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**Ward 11 residents express similar views on taxation in comparison to City Wide, although overall 'good value' ratings for their tax dollars has declined since 2018.**

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- ❖ One-half (51%) of Ward 11 residents give The City a 'good value' rating for the value of their property tax dollars, similar to 54% City Wide, yet lower than 66% in 2018.
- ❖ Ward 11 residents' knowledge of how tax dollars are spent is consistent with City Wide (55% vs. 57% City Wide).
  - Significantly more Ward 11 residents consider themselves to be 'very knowledgeable' about how City tax dollars are spent compared to City Wide (13% vs. 7% City Wide).
- ❖ In order for The City to maintain or expand services, Ward 11 residents' preference skews to increasing taxes (50%, on par with 44% City Wide) over cutting services (42%, similar to 50% City Wide).
  - In Ward 11, the propensity to specifically prefer increasing taxes cutting services to maintain the current service levels is higher than the City average (33%, higher than 26% City Wide).
- ❖ The vast majority (95%) of Ward 11 residents are interested in knowing how their property tax dollars are invested in various City services (consistent with 94% City Wide).
- ❖ One-half (49%) of Ward 11 residents agrees 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.
  - Notably, those who 'strongly' agree The City does a good job of providing information has decreased 7 percentage points since 2018 (6% vs. 13% in 2018).

# Key Findings:

## Customer Service and Communications

**Ward 11 residents provide similar measures related to customer service as are seen City Wide.**

**Compared to 2018, Ward 11 residents' customer service experiences are less positive.**

**In Ward 11, overall satisfaction with information received from The City is consistent with City Wide measures.**

- ❖ Nearly six-in-ten (58%) Ward 11 residents contacted The City within the past year (similar to 62% City Wide).
- ❖ Over seven-in-ten (73%) Ward 11 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service (statistically on par with 74% City Wide).
  - Those who are 'very satisfied' have increased 13 percentage points (29%, vs. 16% in 2018).
  - Those in Ward 11 are more likely to be "not at all satisfied" than City Wide (8% vs. 4% City Wide).
- ❖ Ward 11 residents are more likely than City Wide to contact The City through phoning The City at a number other than 311 (18%, 8 points higher than City Wide, and increased from 4% in 2018).
- ❖ Ward 11 residents differ from the City average in terms of their preferred method of contact:
  - By calling 311 (43%, 15 points lower than City Wide);
  - Phoning The City at another number (16%, 10 points higher than City Wide); and,
  - Using the 311 website (15%, 7 points higher than City Wide).
- ❖ Ward 11 residents provide lower metrics in 2019 for the following customer service experiences compared with 2018:
  - "The quality of customer service from The City is consistently high" (78%, down 10 points from 2018);
  - "The City of Calgary makes customer service a priority" (74%, down 10 points from 2018); and,
  - "The City responds quickly to requests or concerns" (66%, down 14 points from 2018).
- ❖ Seven-in-ten (70%) Ward 11 residents are satisfied with the overall quality of City information and communications, consistent with 75% City Wide.
- ❖ Nearly seven-in-ten (69%) Ward 11 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 (50%) of Ward 11 residents feel they have access to 'just the right amount' of information from The City, consistent with 54% City Wide.
  - One-half (50%) of Ward 11 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 11 since 2018, yet remain consistent with 2019 City Wide measures.**

**Ward 11 residents display similar satisfaction with City governance as seen City Wide, but declines in satisfaction with City Council and City Administration have declined since last year.**

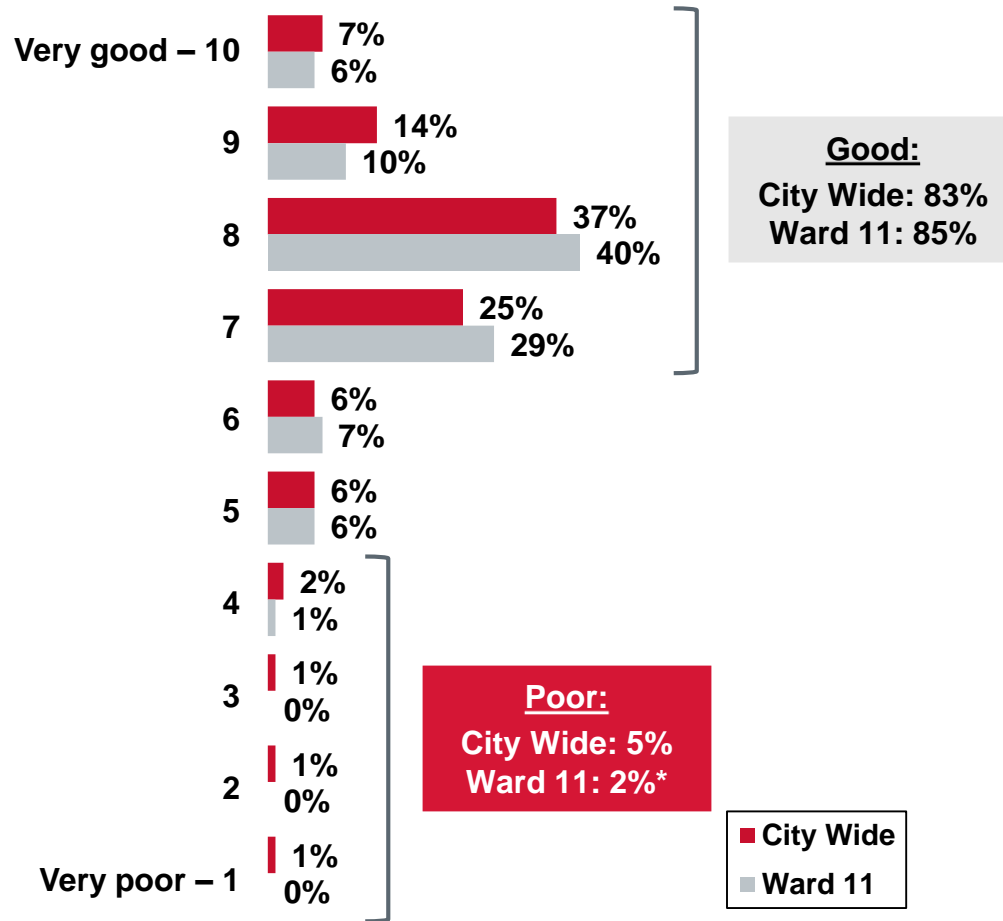
- ❖ Nearly one-half (46%) of Ward 11 residents have a favourable impression of The City, on par with 50% City Wide, but down 26 percentage points from 72% in 2018.
  - Ward 11 residents are notably less likely to have a 'very' favourable impression of The City in comparison to 2018 (11% vs. 25% last year).
- ❖ Nearly one-half (48%) of Ward 11 residents state they *trust* The City of Calgary, on par with 52% City Wide, and 25% of Ward 11 residents say they *distrust* The City, similar to 23% City Wide, yet higher than 15% last year.
- ❖ One-in-five (19%) Ward 11 residents are advocates of The City, similar to 24% City Wide, although significantly decreased from 44% in 2018.
- ❖ Ward 11 residents express similar satisfaction levels compared to City Wide for each of the following:
  - City Council (47% satisfied, consistent with 55% City Wide, yet down from 72% in 2018);
  - City of Calgary, including Council and Administration (70% satisfied, identical to 70% City Wide); and,
  - City Administration (75% satisfied, similar to 79% City Wide, but down from 86% in 2018).
- ❖ Nearly two-thirds of Ward 11 residents (65%) believe that City Council and City Administration work collaboratively, similar to 66% City Wide.
- ❖ Two-thirds (65%) of Ward 11 residents believe "The City practices open and accessible government" (consistent with 71% City Wide, but down from 79% in 2018).
  - Similarly, 65% of Ward 11 residents agree that "*The City is working to improve how it includes citizen input into decisions*" (on par with 68% City Wide, but lower than 76% in 2018).
  - More than one-half (56%) of Ward 11 residents agree that "*The City allows citizens to have meaningful input into decision-making*" (similar to 60% City Wide, but lower than 71% last year).



## Quality of Life



# Overall Quality of Life in Calgary



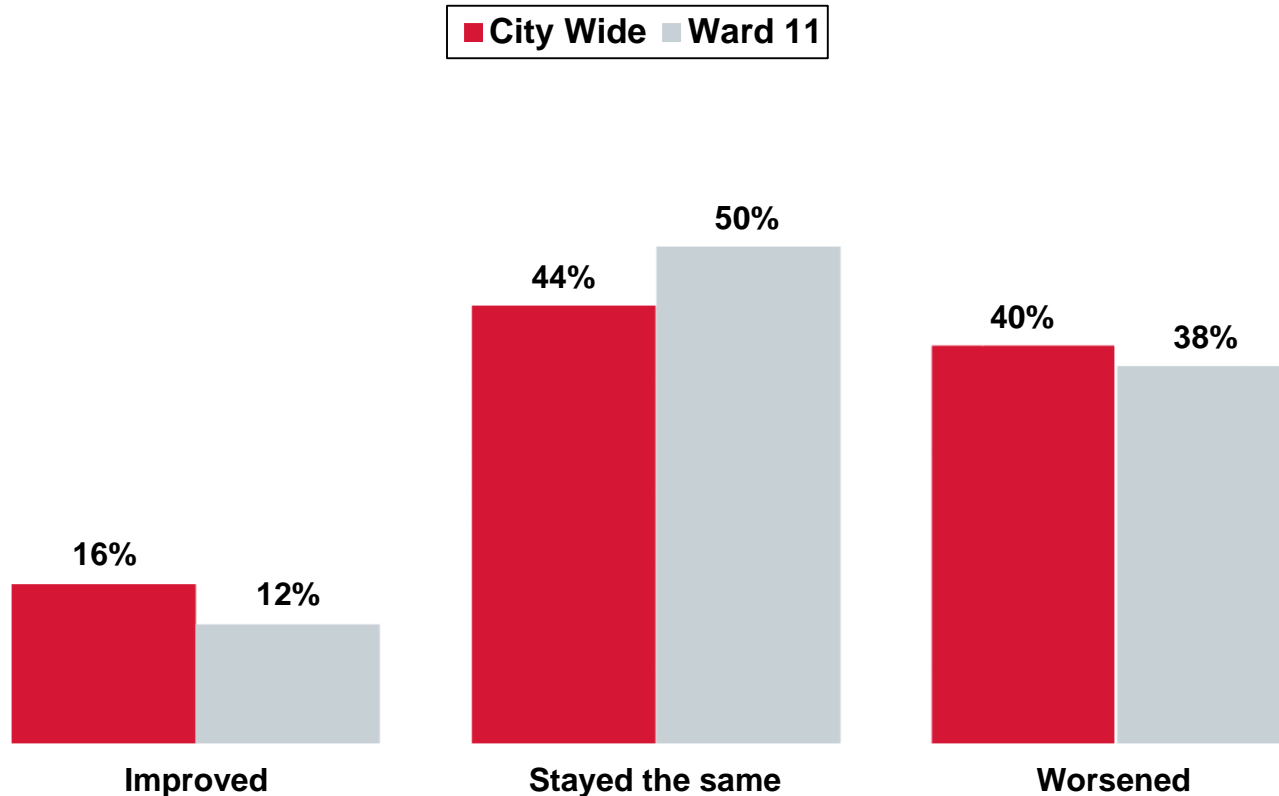
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,498 / Ward 11: n=214)

\*Rounding



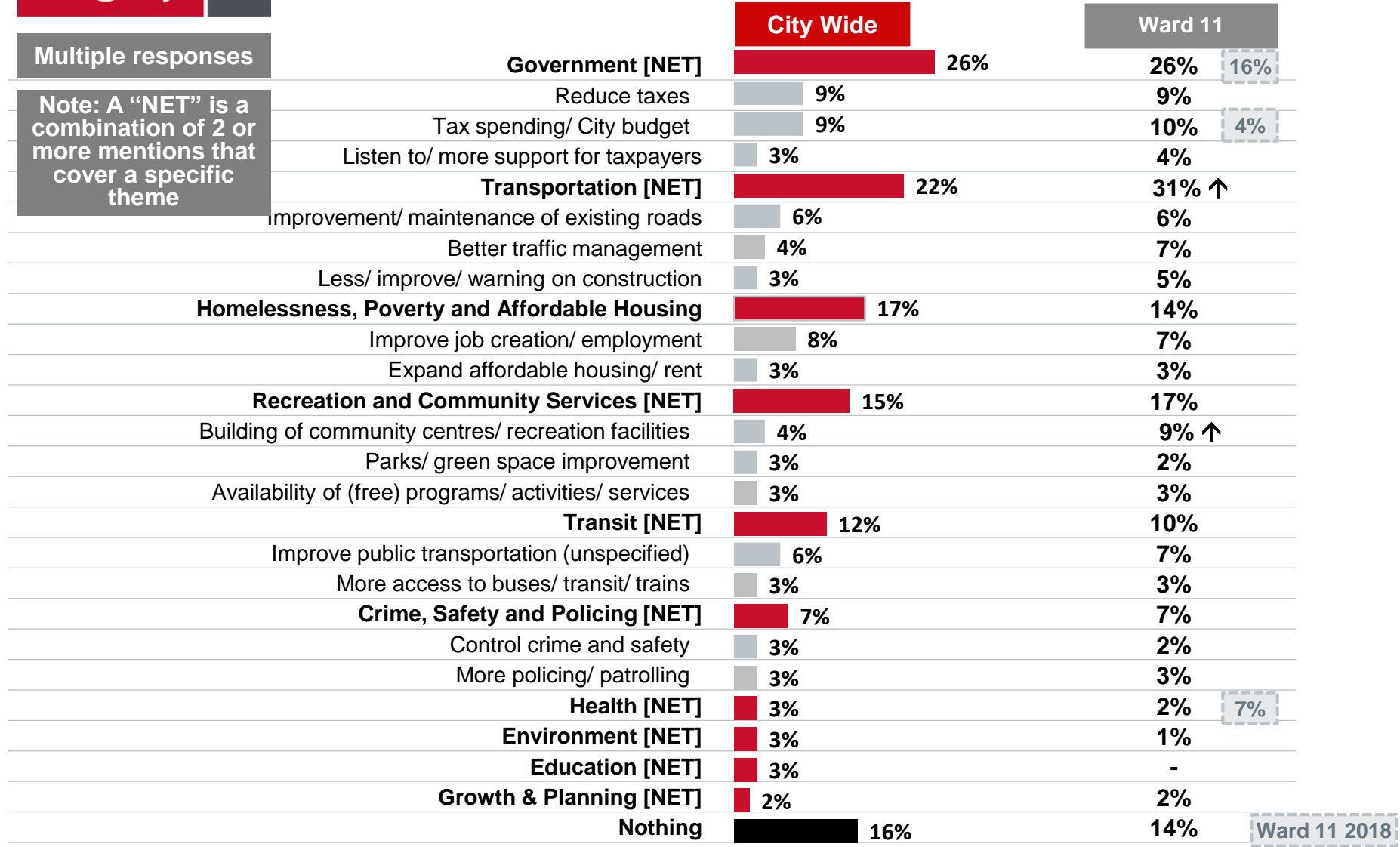
# Perceived Change in the Quality of Life



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

Base: Valid respondents (City Wide: n=2,483 / Ward 11: n=212)

# Actions to Improve the Quality of Life



Ward 11 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 11: n=203)

# Sustainability: Connectedness

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

% Agree

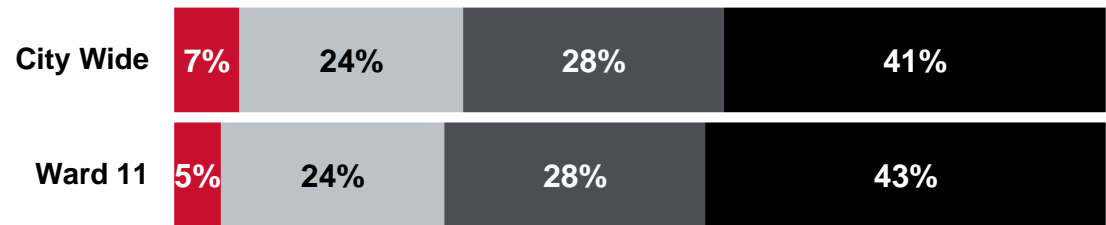
I am proud to be a Calgarian



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."

Base: Valid respondents (Bases vary)

\*Rounding

Data labels of <3% not shown

# 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 11

18%

66%

11%

5%

83%\*

Calgary is a great place to make a living

City Wide

14%

49%

24%

13%

63%

Ward 11

7%↓

17%

61%

21%

11%

68%

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

City Wide

20%

55%

16%

9%

75%

Ward 11

14%

58%

16%

12%

73%\*

86%

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 11

3%↓

49%

30%

18%

52%

\*Rounding

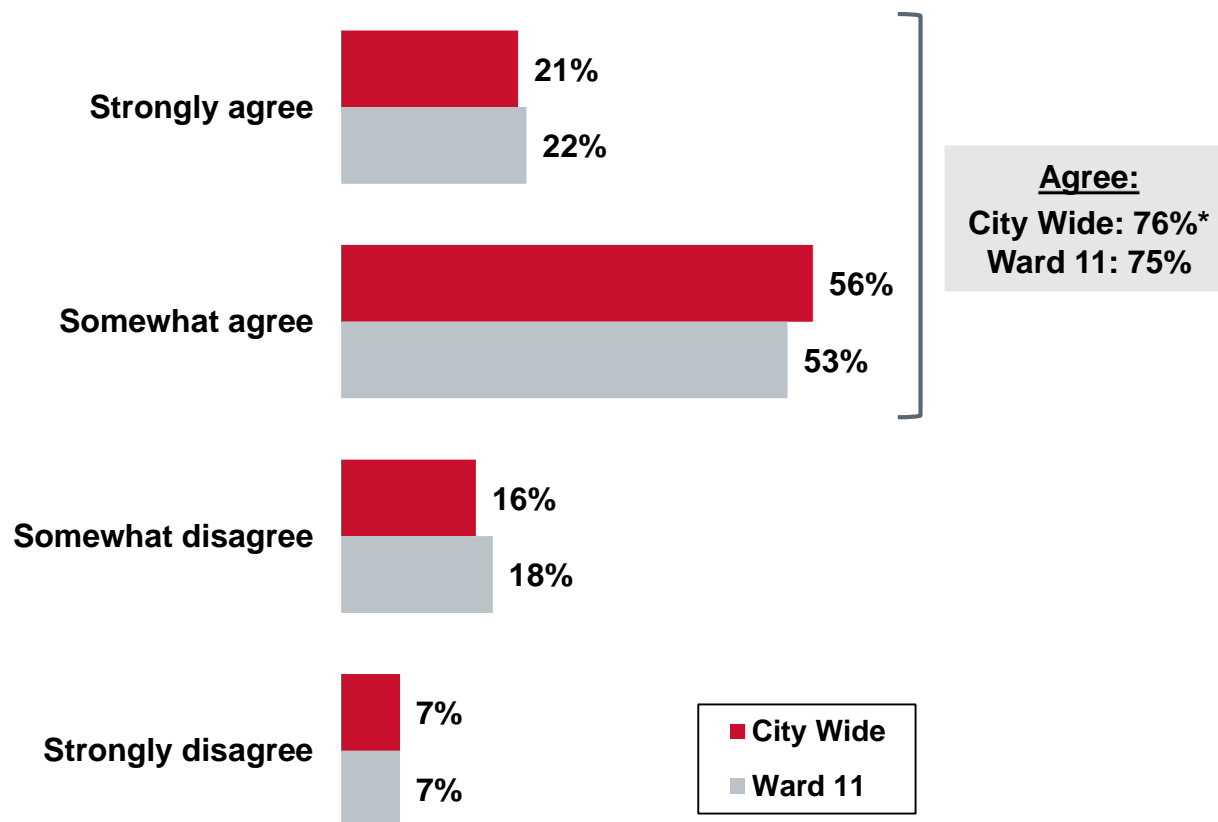
Ward 11 2018

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

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

Base: Valid respondents (Bases vary)

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



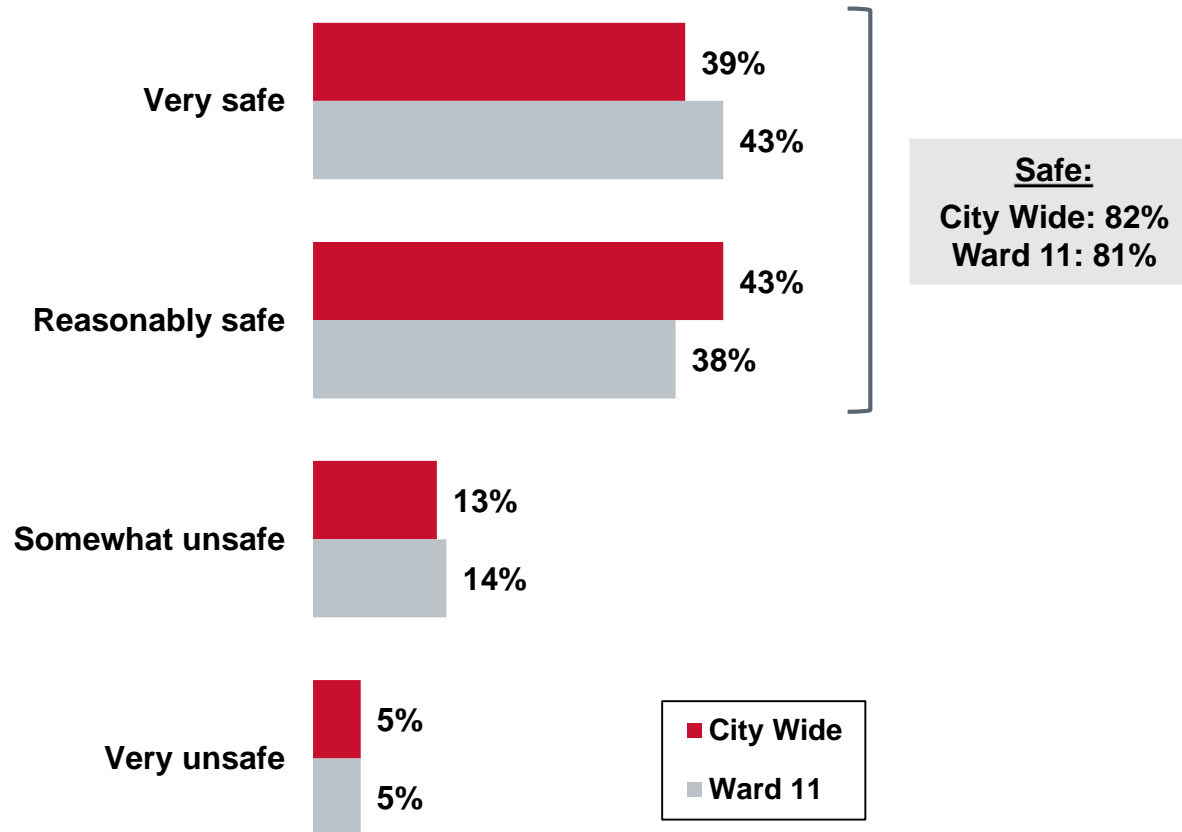
*There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.*

Base: Valid respondents (City Wide: n=2,485 / Ward 11: n=213)

\*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 11: n=214)



## Issue Agenda



# Issue Agenda

## City Wide

## Ward 11

### Multiple responses

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

■ First Mention ■ Other Mentions

<b>Infrastructure, Traffic &amp; Roads [NET]</b>	<b>24%</b>	<b>11%</b>	<b>35%</b>	<b>42%</b>
Traffic congestion	5%	7%		11%
Road conditions	4%	7%		6%
Infrastructure maintenance	5%	6%		6%
(Lack of) snow removal	4%	5%		4%
Roads (unspecified)	4%	5%		4%
Too much/poorly planned/delayed road construction	3%	5%		20% ↑
<b>Transit [NET]</b>	<b>12%</b>	<b>5%</b>	<b>17%</b>	<b>17%</b>
Public Transportation (incl. buses/ C-train/ poor service)	6%	8%		5%
Transportation (unspecified)	4%	6%		9%
Transit system improvements	4%	6%		7% 0%
<b>Crime, Safety &amp; Policing [NET]</b>	<b>10%</b>	<b>5%</b>	<b>15%</b>	<b>14%</b>
Breaking and entering/gangs/drugs	6%	9%		9%
Public safety	4%	6%		6%
<b>Budget &amp; Spending [NET]</b>	<b>8%</b>	<b>11%</b>		<b>16%</b> 4%
<b>Taxes [NET]</b>	<b>8%</b>	<b>11%</b>		<b>14%</b>
<b>Economy [NET]</b>	<b>6%</b>	<b>8%</b>		<b>9%</b>
<b>Education [NET]</b>	<b>5%</b>	<b>8%</b>		<b>6%</b>
<b>Recreation [NET]</b>	<b>4%</b>	<b>7%</b>		<b>5%</b>
<b>Environment and Waste Management [NET]</b>	<b>4%</b>	<b>7%</b>		<b>4%</b>
<b>Growth and Planning [NET]</b>		<b>5%</b>		<b>1%</b>
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>		<b>4%</b>		<b>7%</b> ↑
<b>Healthcare [NET]</b>		<b>4%</b>		<b>5%</b>
<b>None</b>			<b>11%</b>	<b>10%</b>

*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 11: n=210)

Ward 11 2018

↑ Statistically higher than City Wide

↓ Statistically lower than City Wide

NET mentions of <4% are not shown

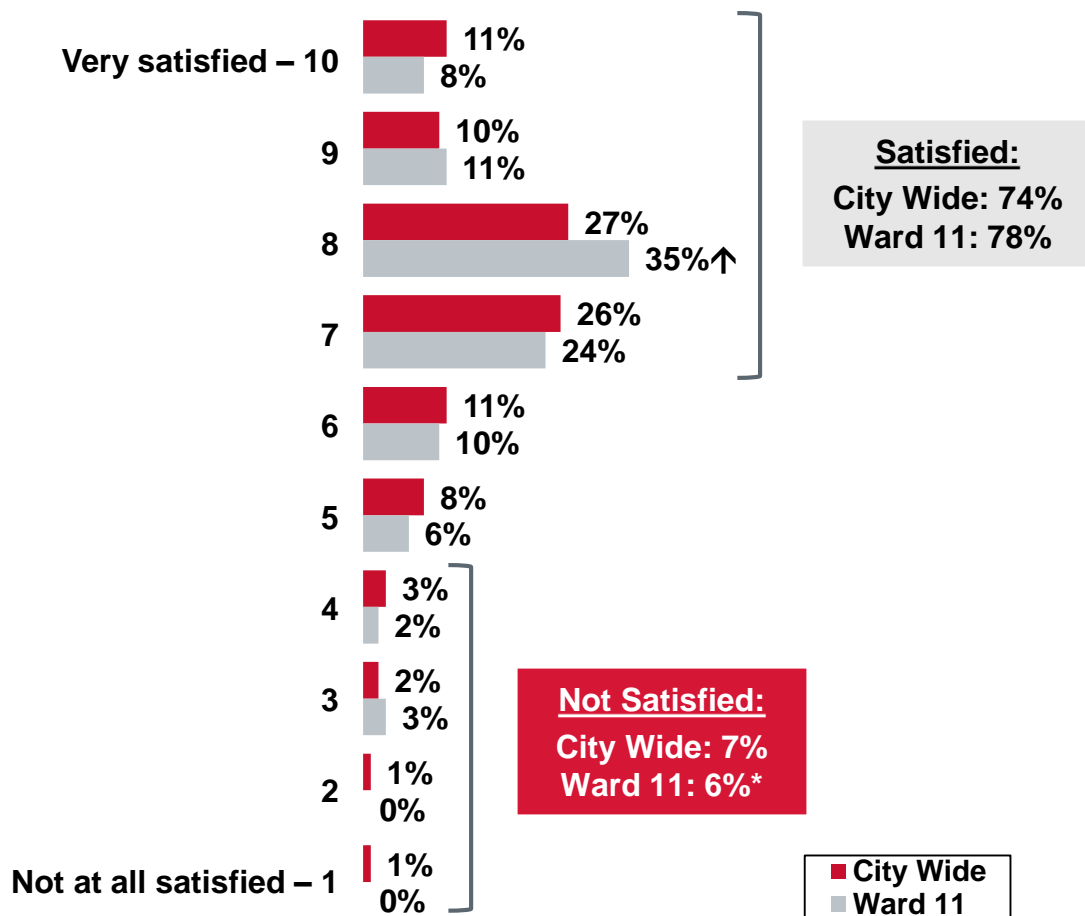




## City Programs and Services



# 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 11: n=213)

\*Rounding

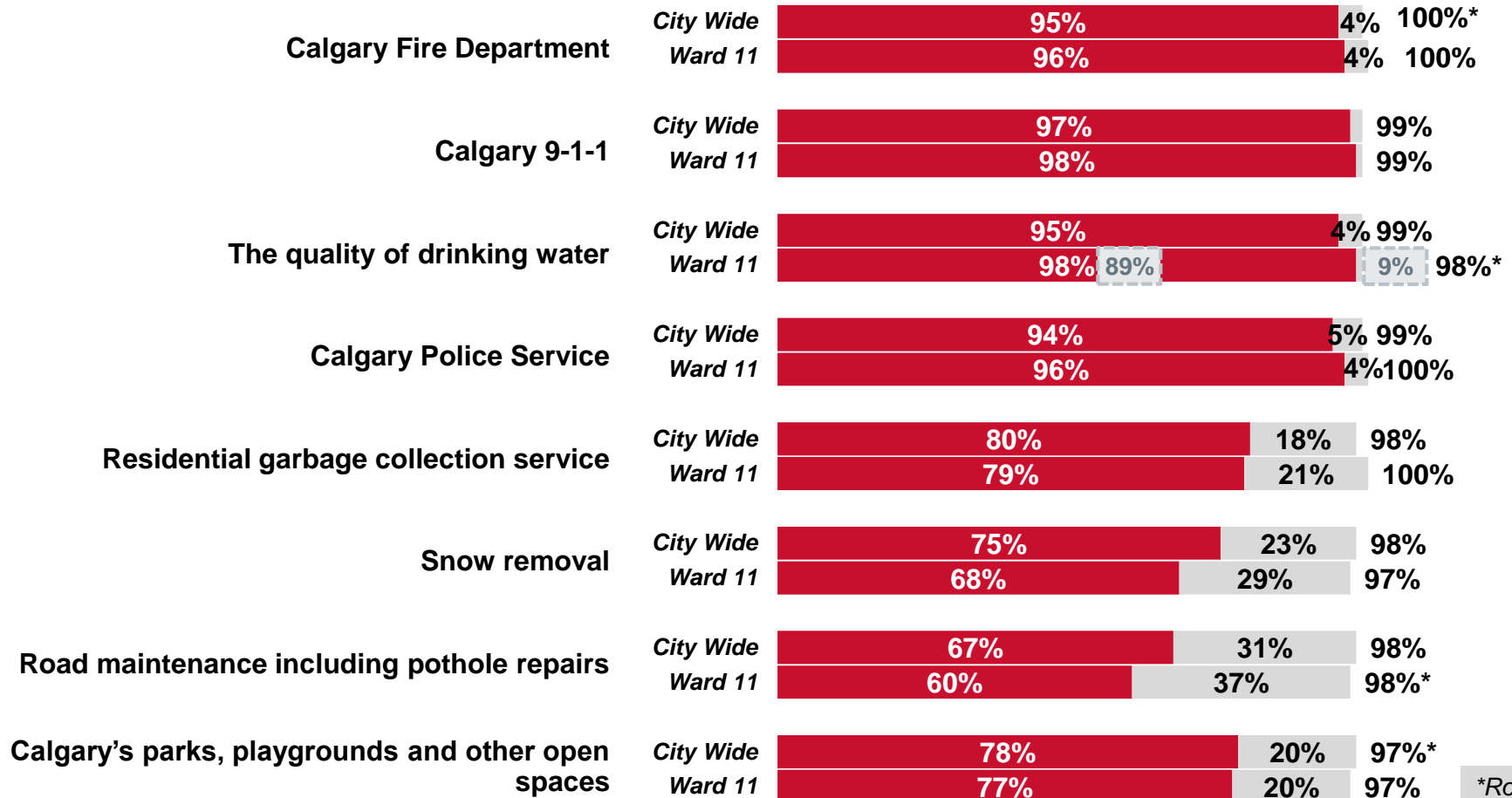
↑Statistically higher than City Wide  
↓Statistically lower than City Wide



# Importance of City Programs and Services

% Important

■ Very important ■ Somewhat important



\*Rounding

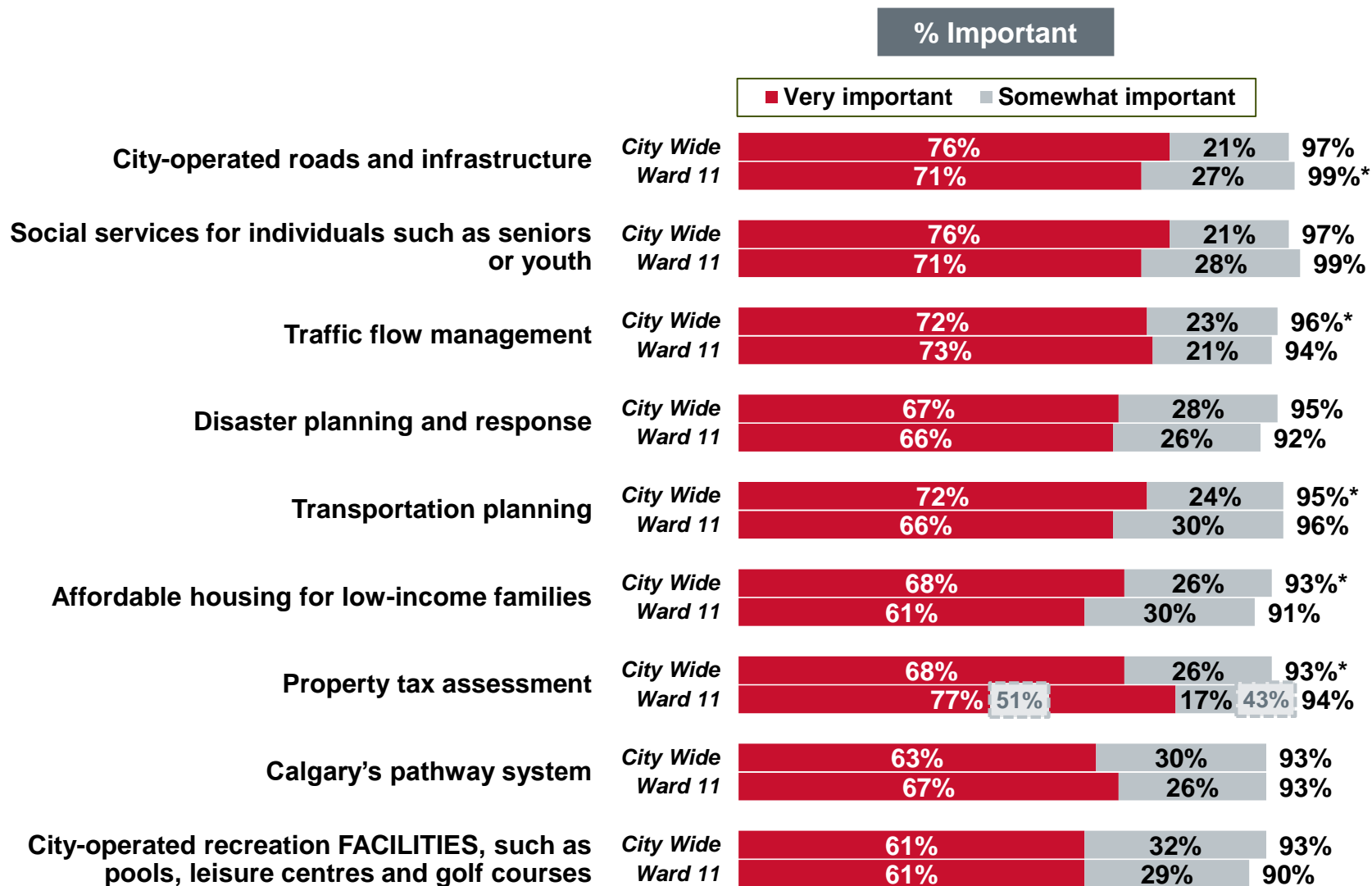
Ward 11 2018

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 how important each one is to you.

Base: Valid respondents (Bases vary)

# Importance of City Programs and Services (continued)



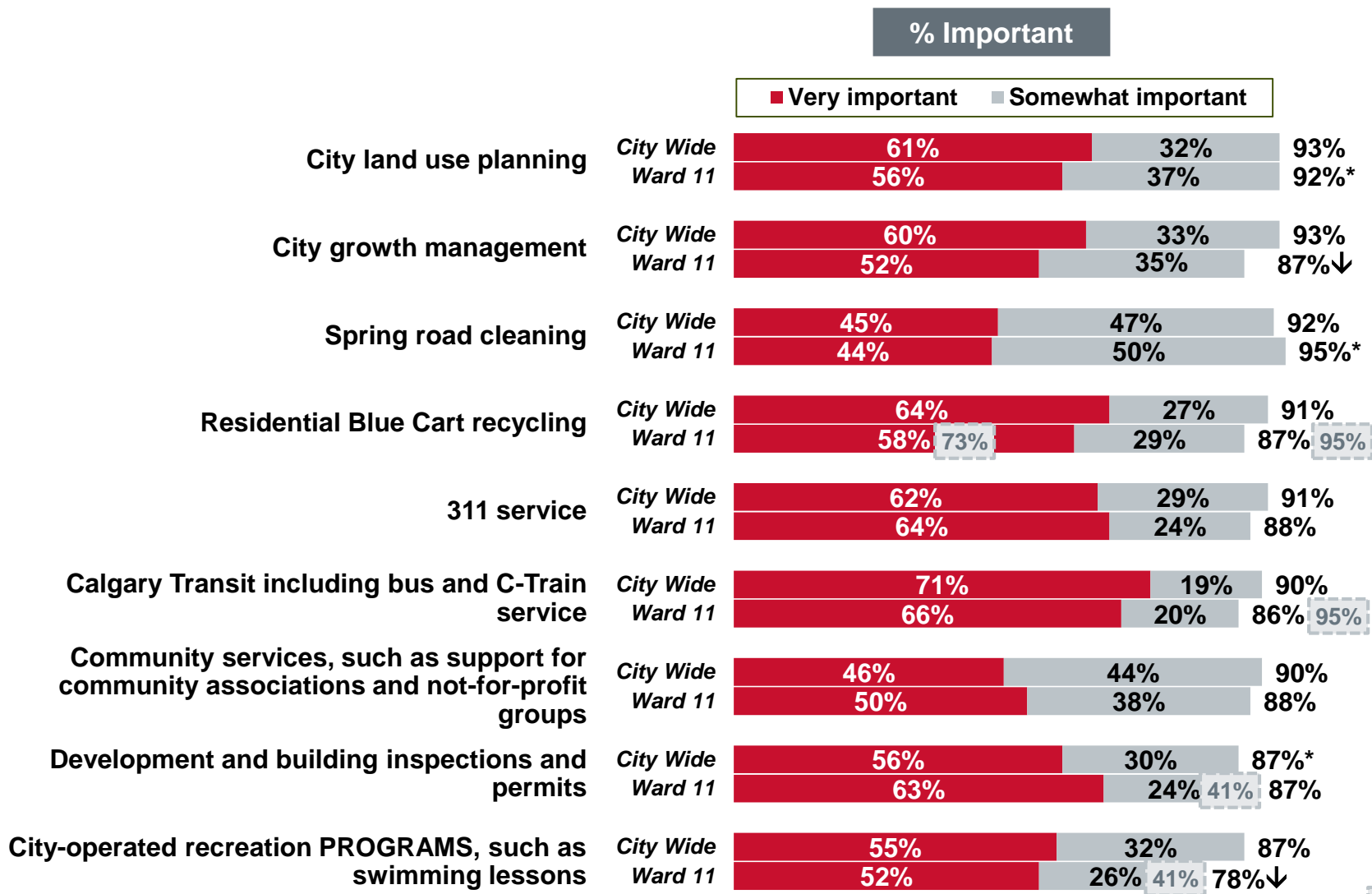
*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

\*Rounding

Ward 11 2018

# Importance of City Programs and Services (continued)



\*Rounding

Ward 11 2018

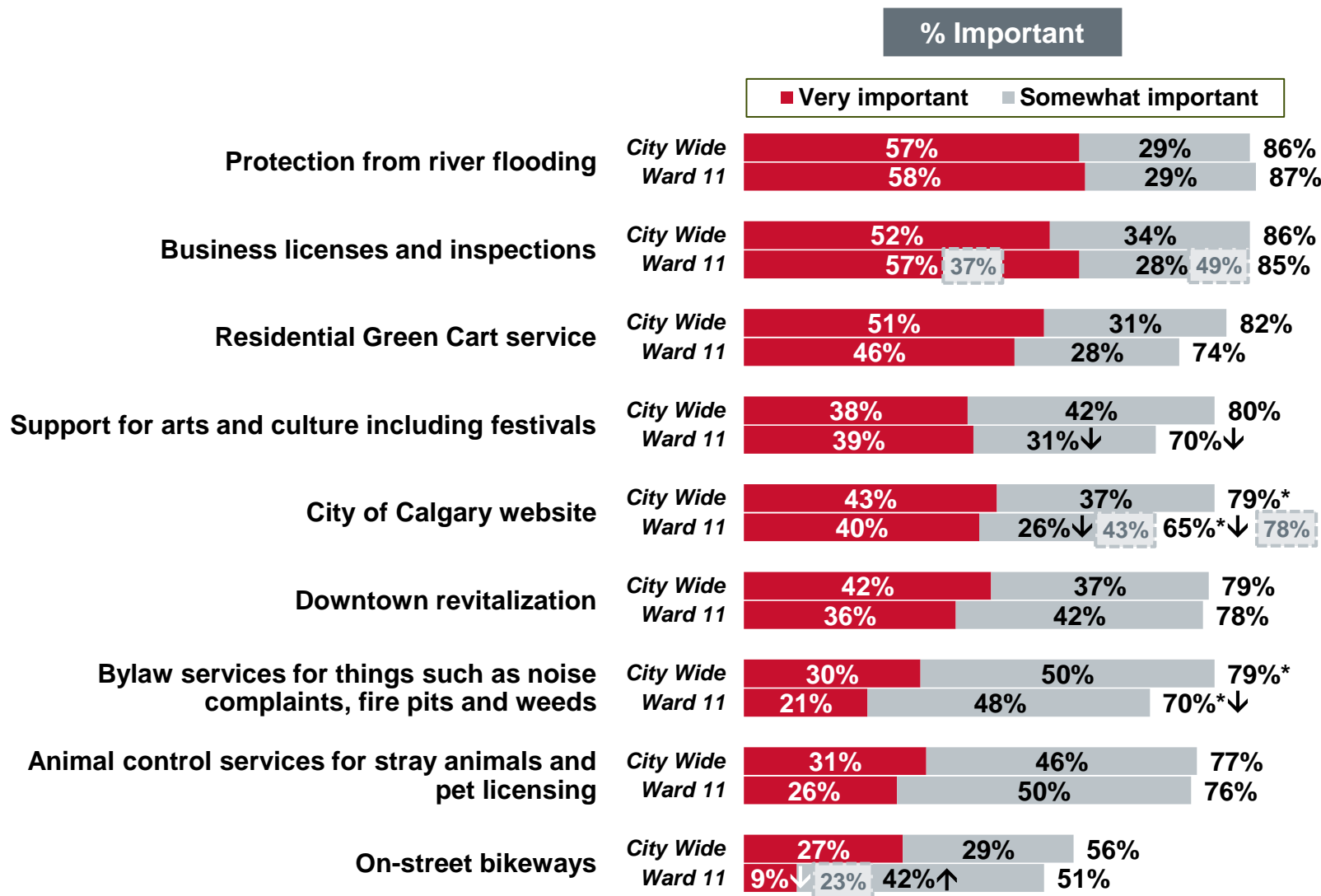
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

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 11 2018

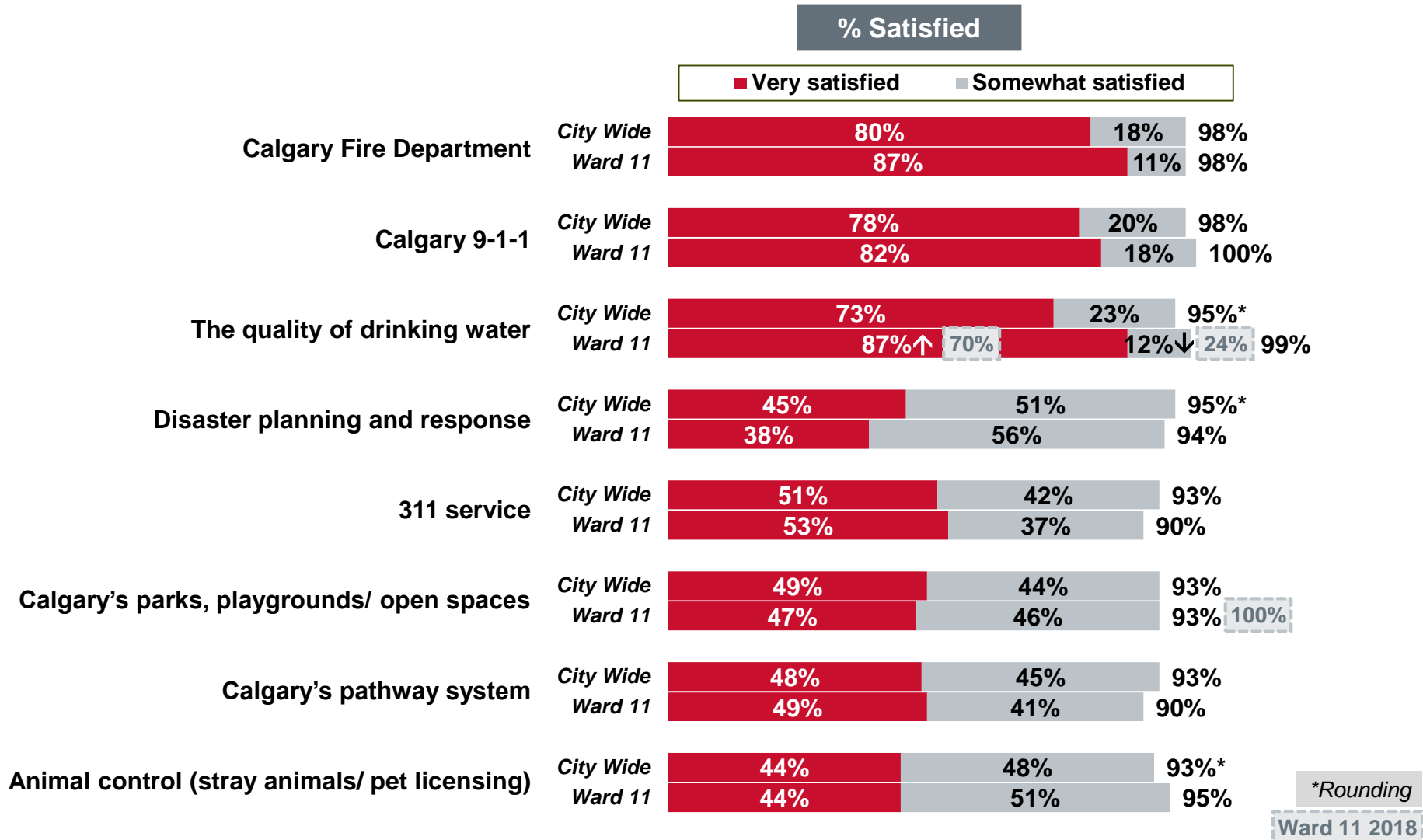
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

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)

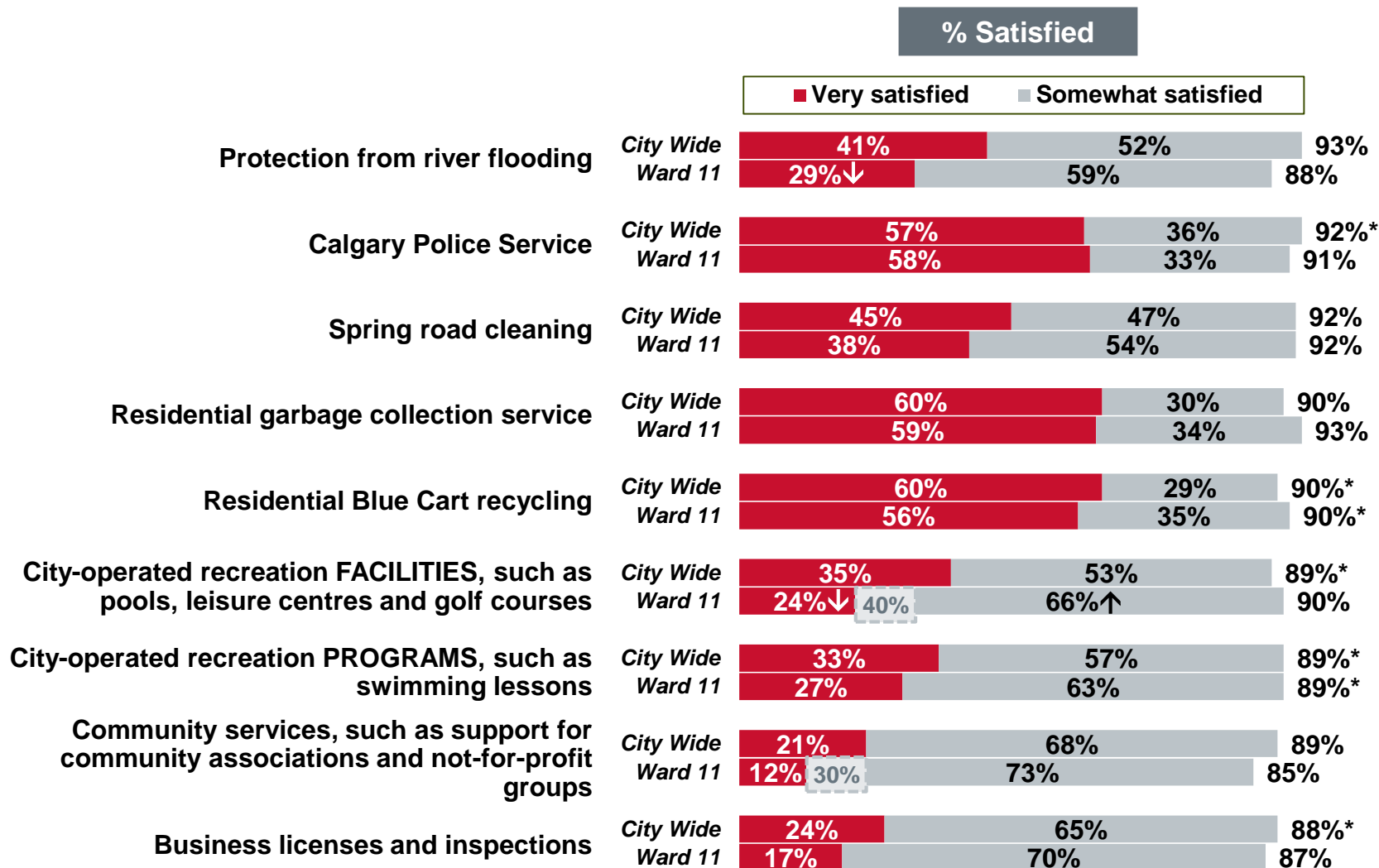
# Satisfaction with City Programs and Services



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)



# Satisfaction with City Programs and Services (continued)



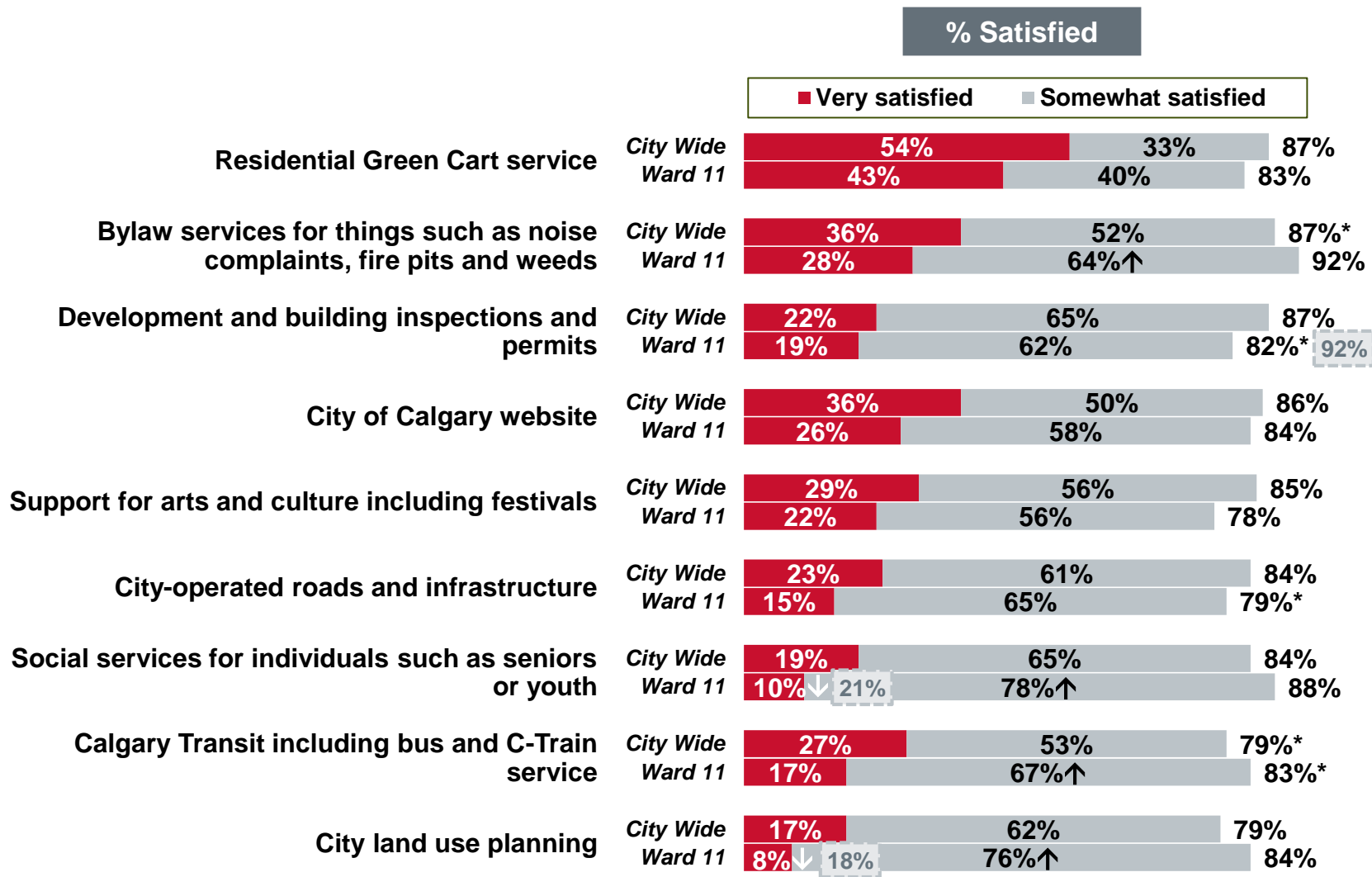
\*Rounding

Ward 11 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)



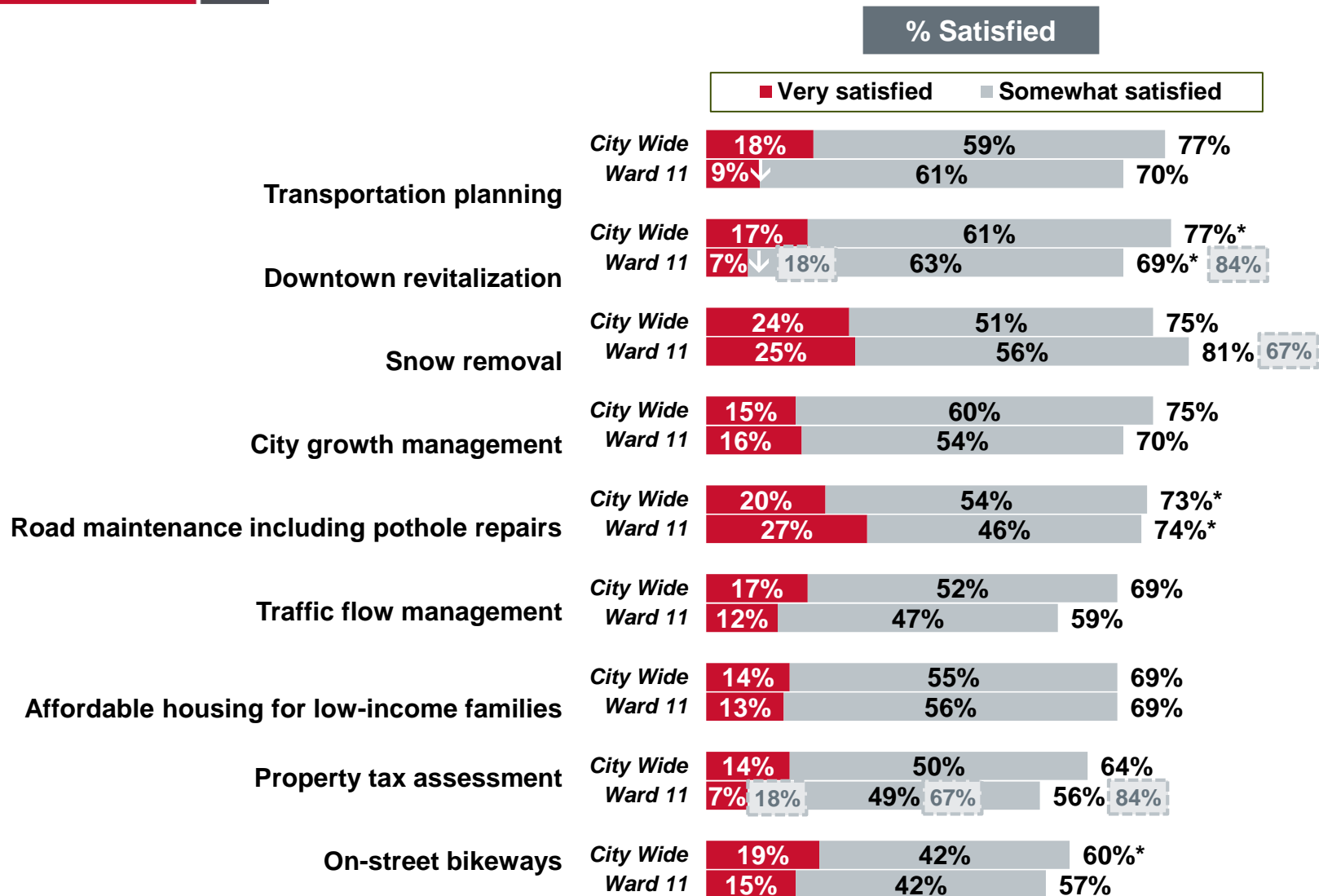
\*Rounding

Ward 11 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)

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

# Satisfaction with City Programs and Services (continued)



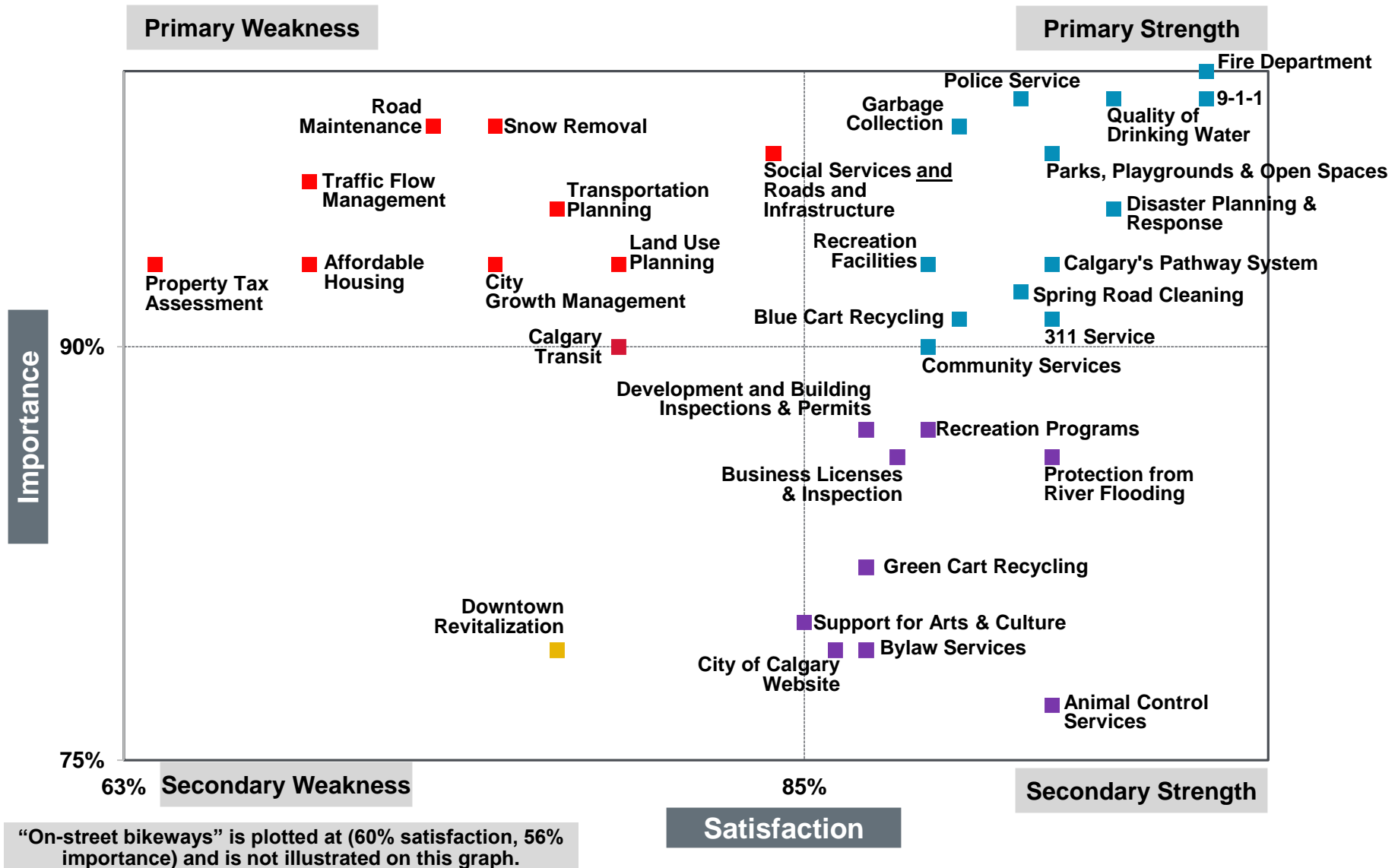
\*Rounding

Ward 11 2018

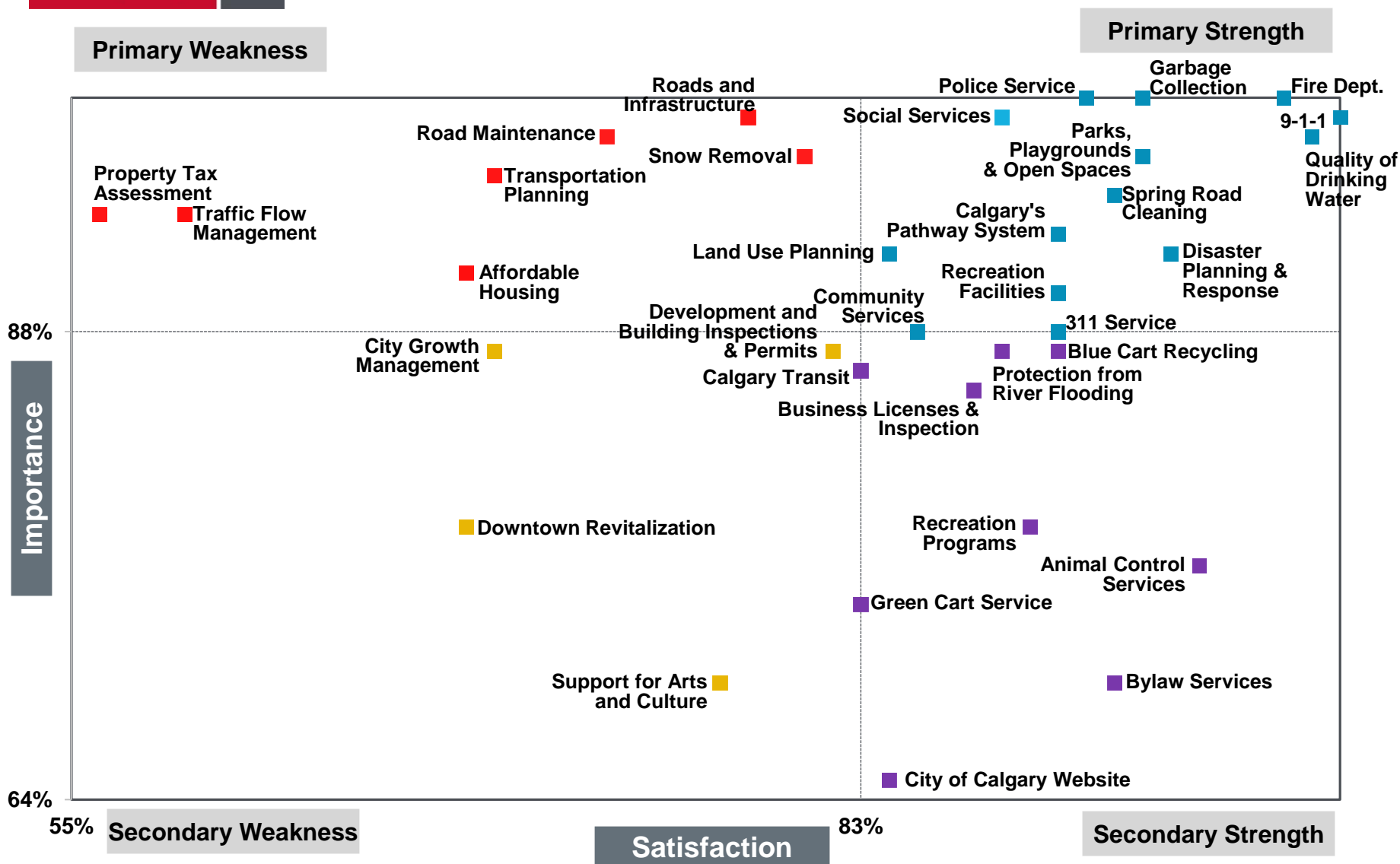
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

*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)

# Importance vs. Satisfaction Grid: City Wide



# Importance vs. Satisfaction Grid: Ward 11



"On-street bikeways" (57% satisfaction, 51% importance) is not illustrated on this graph.



# Primary Strengths and Weaknesses: City Wide versus Ward 11

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

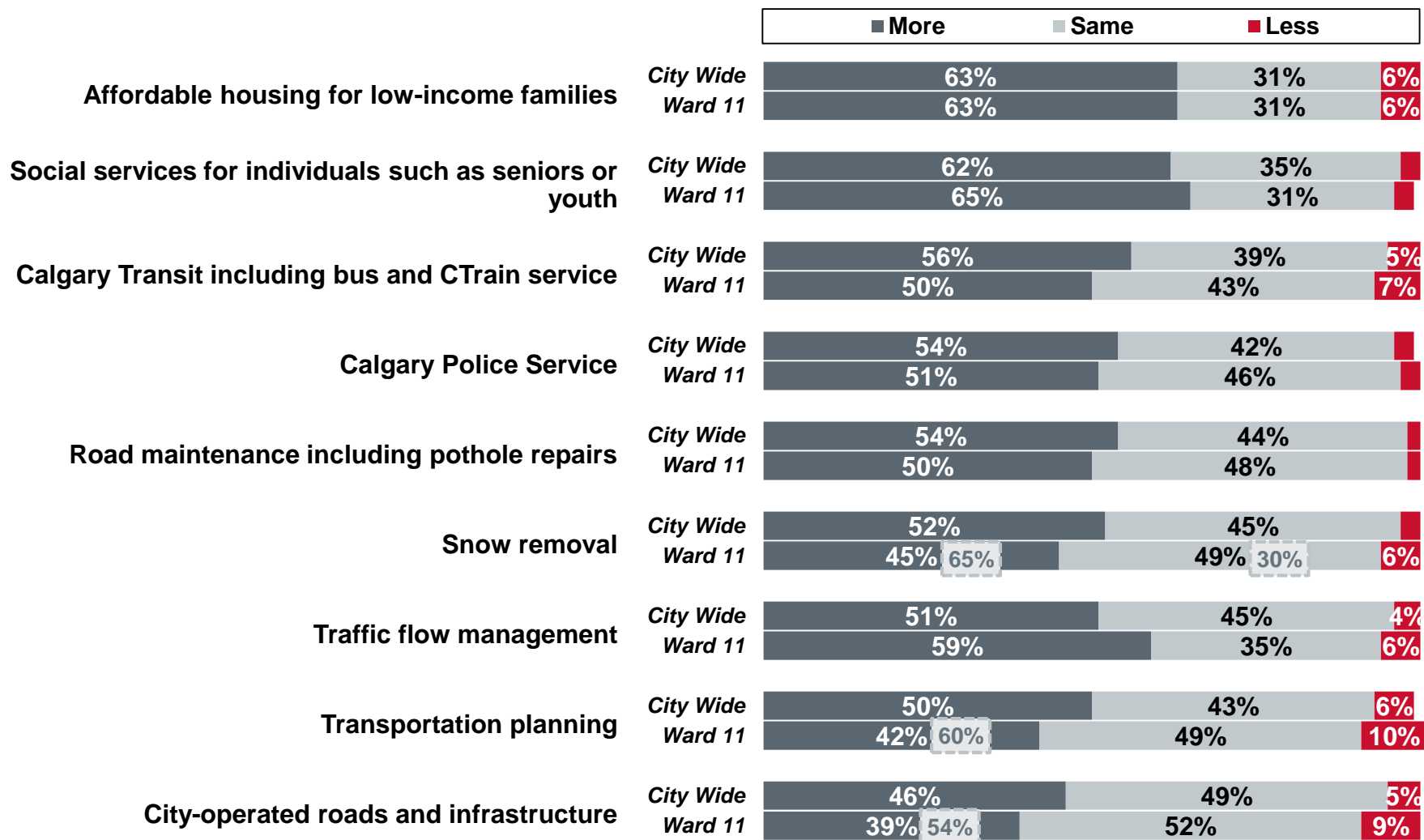
**Primary Strength**

**Primary Weakness**

**Neither (in another quadrant)**

	City Wide	Ward 11
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



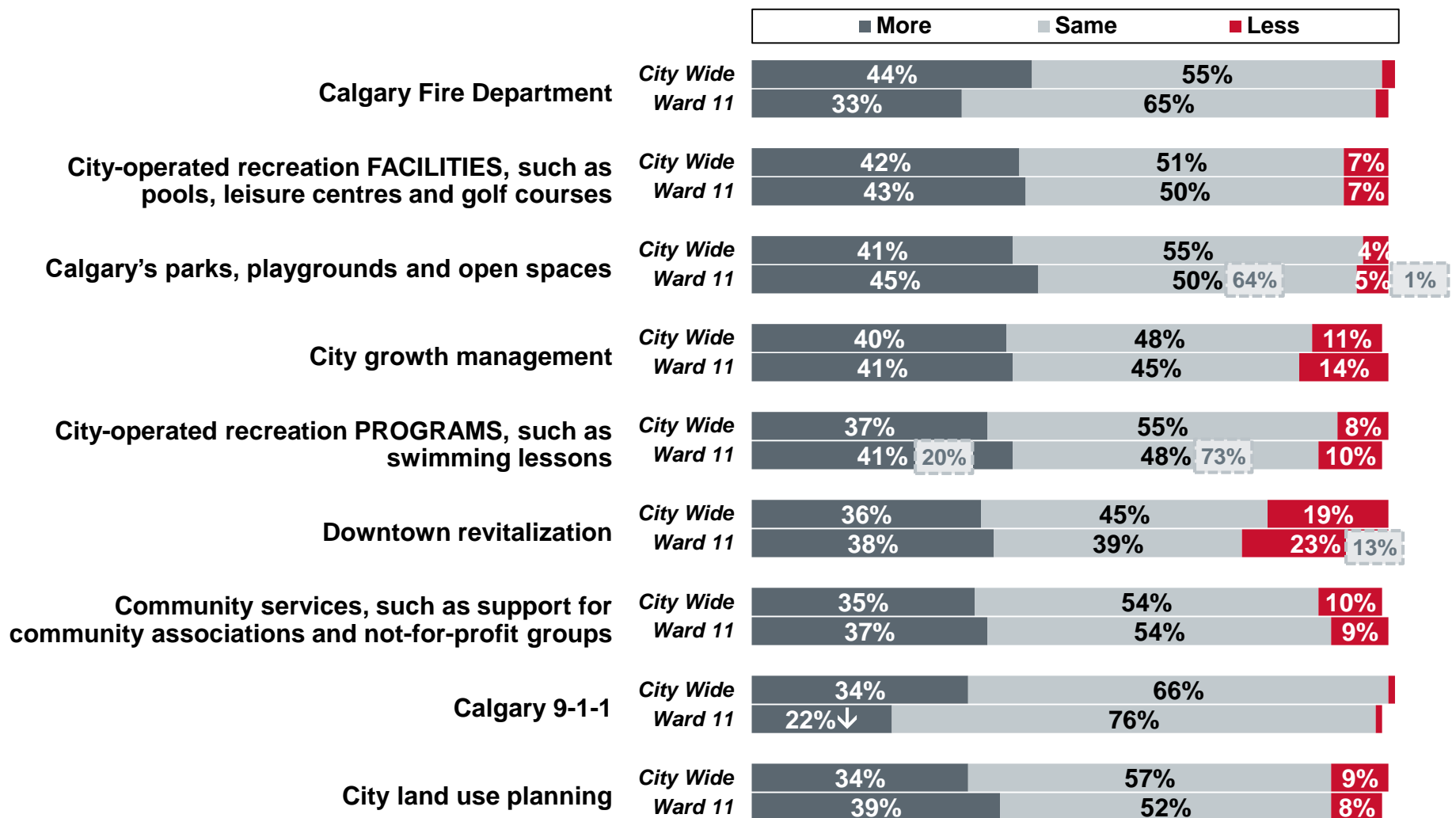
Ward 11 2018

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 11 2018

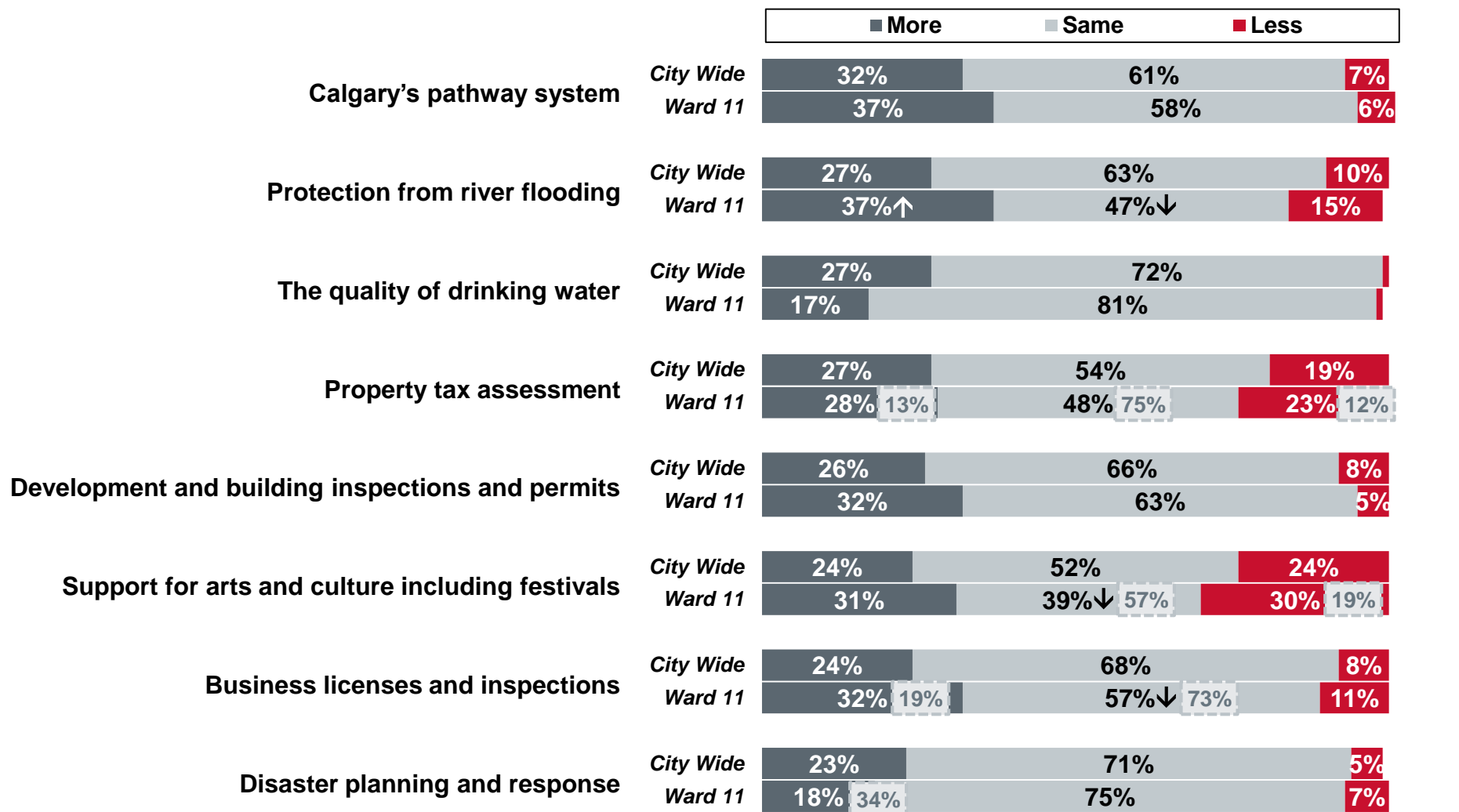
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Data labels of <3% not shown

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

# Investment in City Programs and Services (continued)



Ward 11 2018

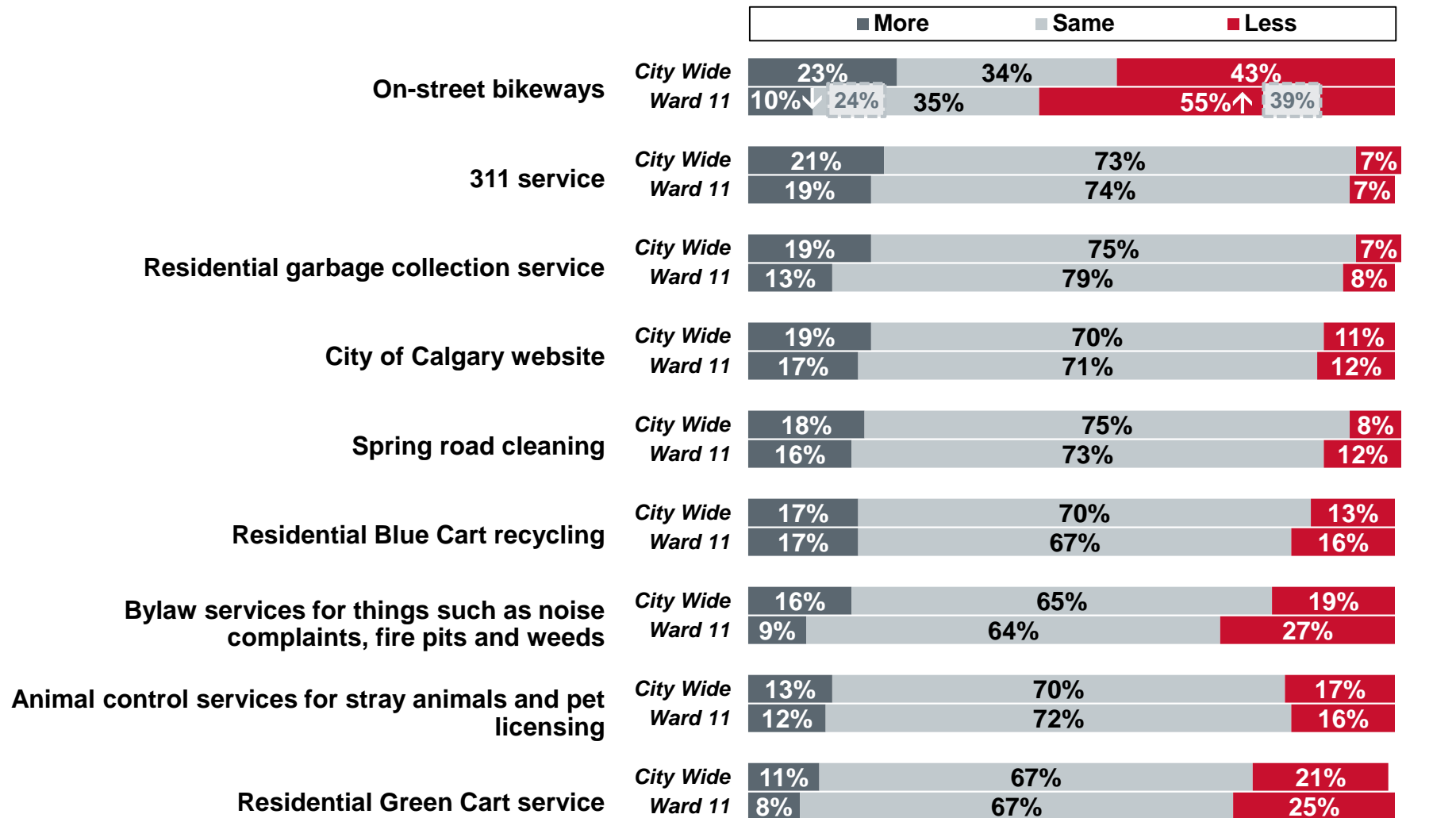
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Data labels of <3% not shown

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

# Investment in City Programs and Services (continued)



Ward 11 2018

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

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

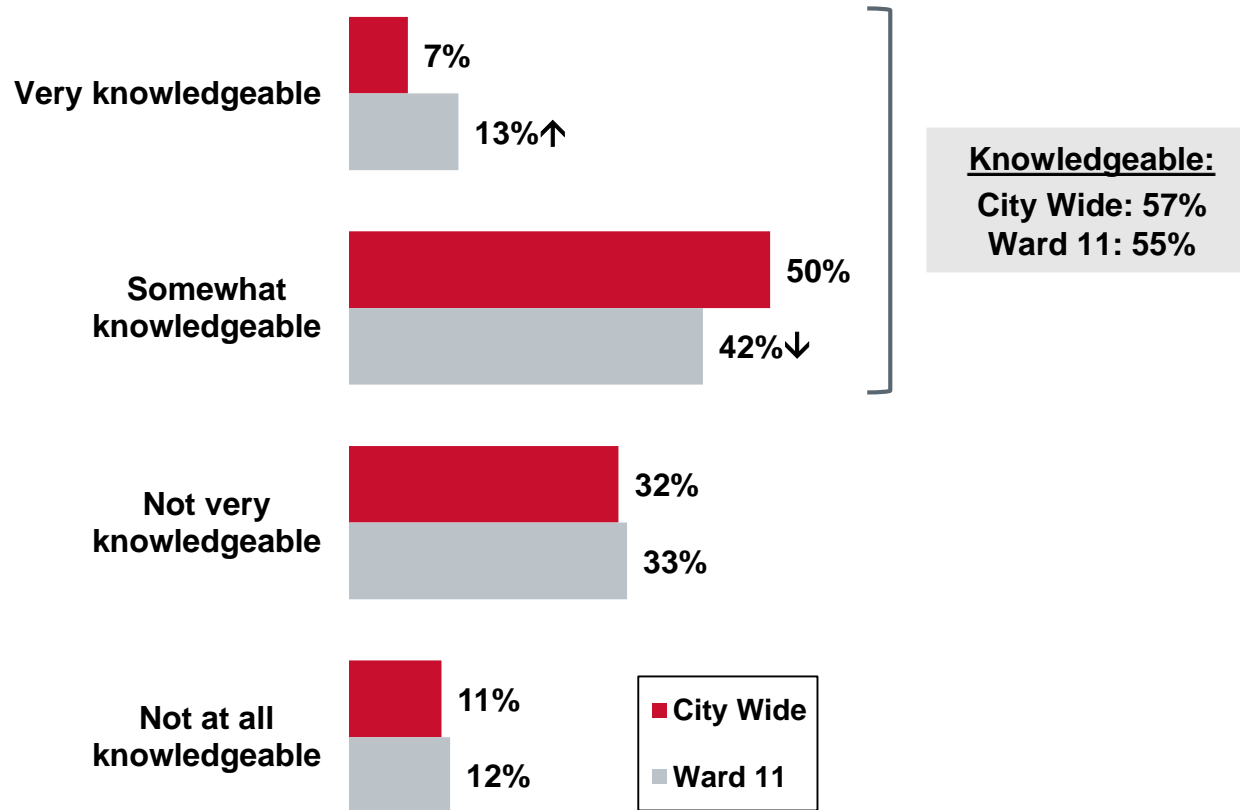




# Taxation



# Knowledge Levels of Tax Dollar Spending

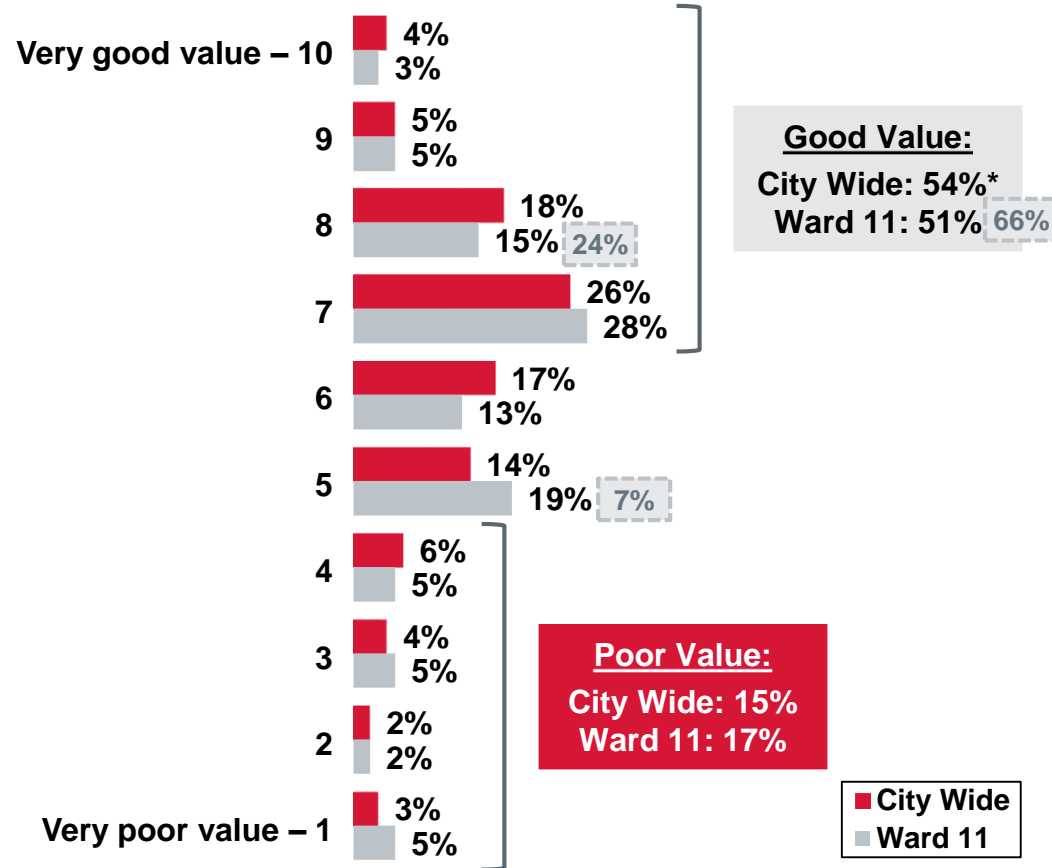


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,490 / Ward 11: n=214)

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

# Perceived Value of Property Taxes



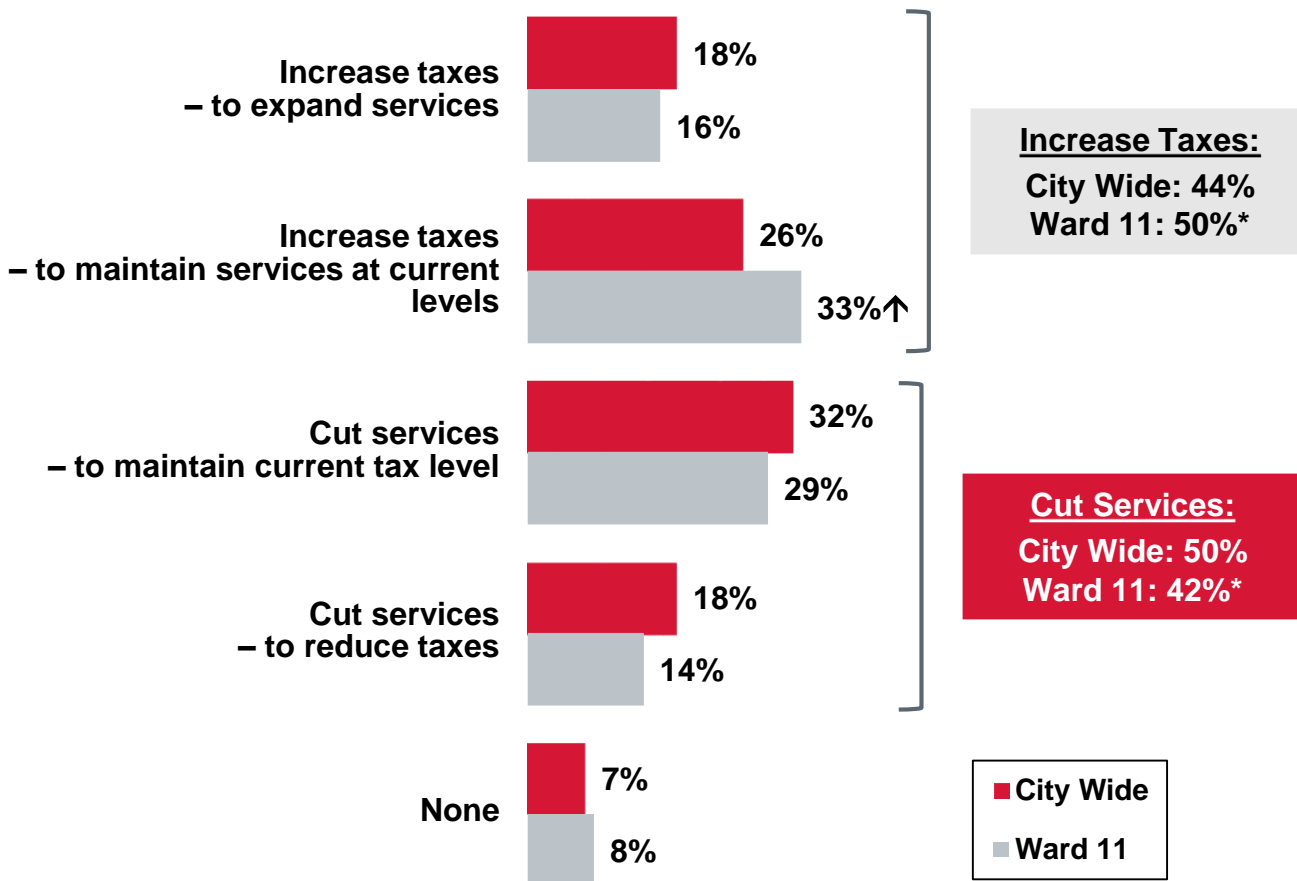
\*Rounding

Ward 11 2018

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 11: n=213)

# Balancing Taxation and Service Delivery Levels



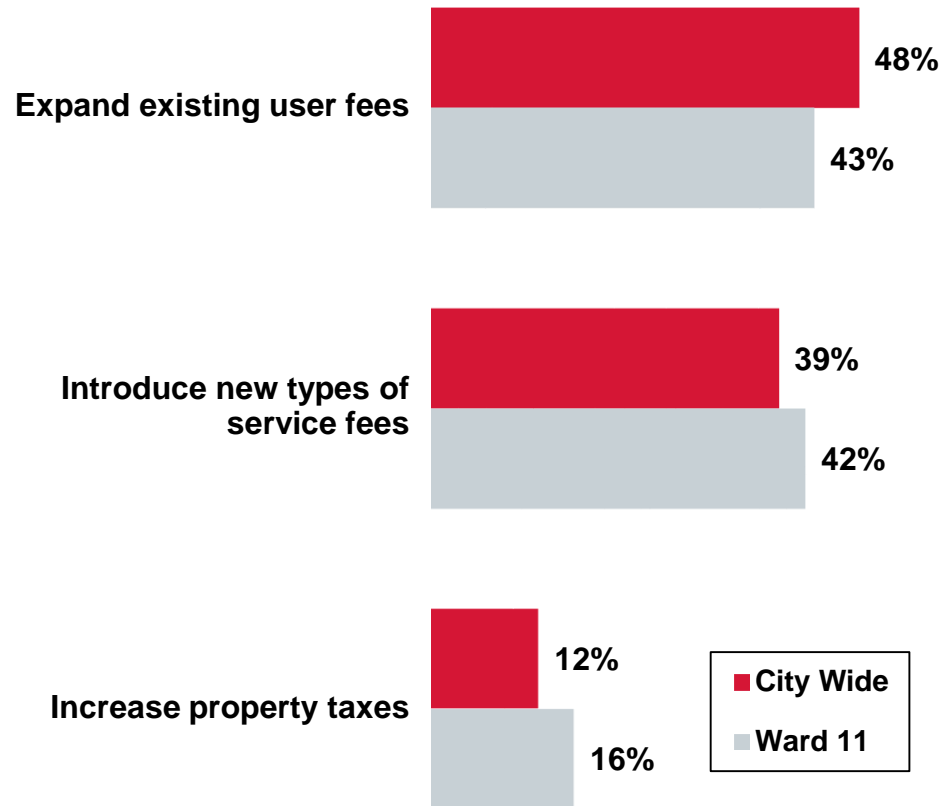
*Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents (City Wide: n=2,452 / Ward 11: n=207)

\*Rounding

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

# Options for Increasing City Revenue

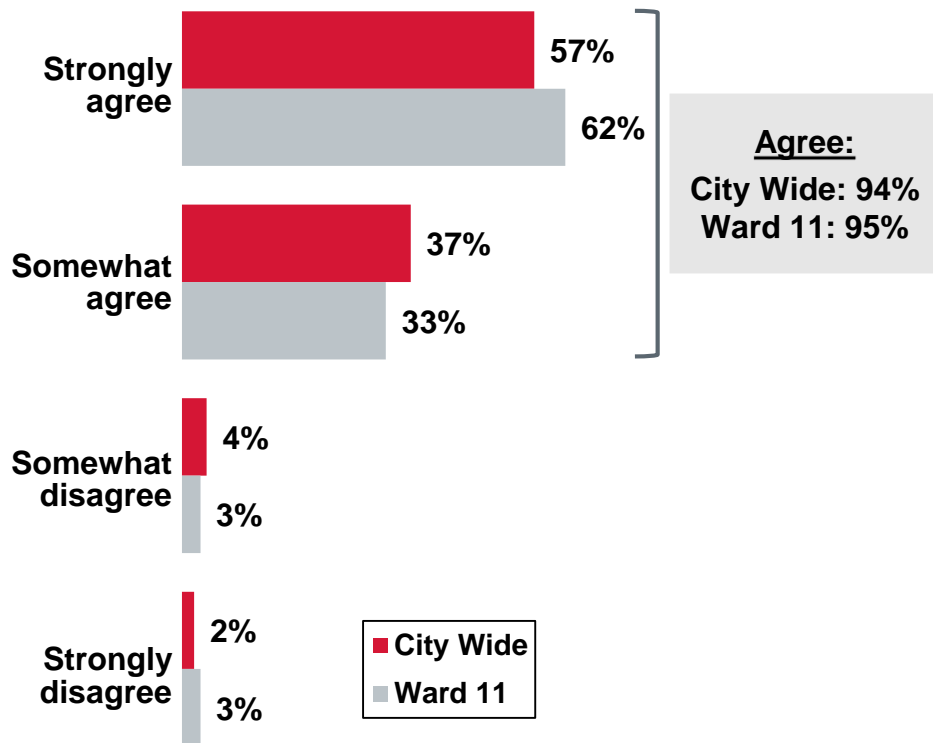


*Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?*

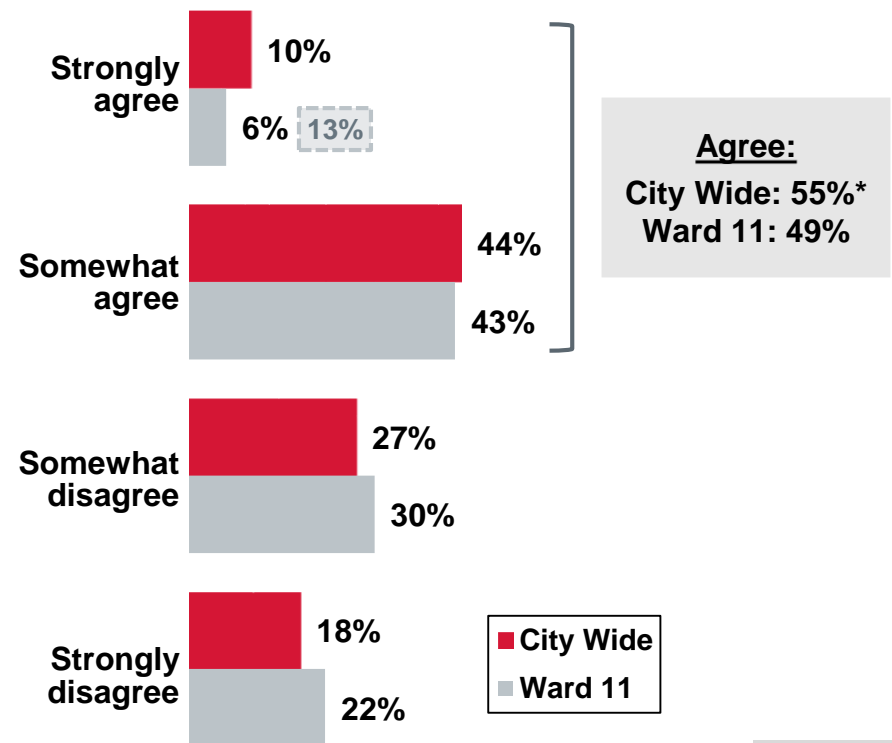
Base: Valid respondents (City Wide: n=2,297 / Ward 11: n=198)

# Property Tax Dollar Investment

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



*The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services*



\*Rounding

Ward 11 2018

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 11: n=214)

Base: Valid respondents (City Wide: n=2,465 / Ward 11: n=213)



# Definition of 'Value for Taxpayer Dollars'

## Multiple responses

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

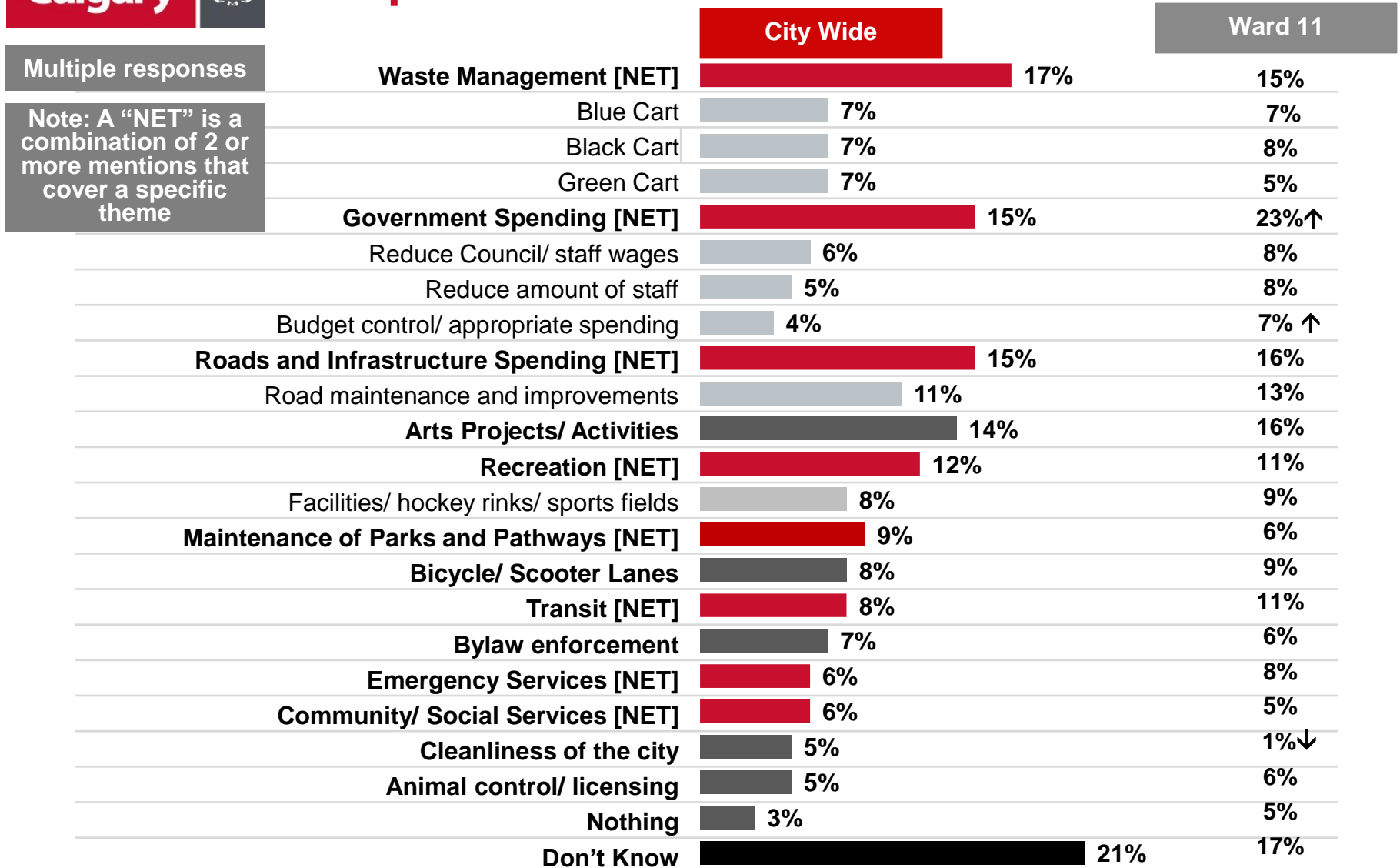
	City Wide	Ward 11
<b>Good Quality of Services [NET]</b>	<b>51%</b>	<b>47%</b>
Good/ quality services	17%	13%
Meets every need	12%	12%
Satisfied/ happy with services	9%	7%
Quick/ prompt/ fast service	8%	10%
Effective/ works well	4%	8%↑
Complete/ all-inclusive service	3%	2%
<b>Appropriate Spending [NET]</b>	<b>49%</b>	<b>57%</b>
Low cost/ affordable	14%	10%
You get what you pay for	14%	14%
Appropriate spending of taxes	13%	14%
Job is being done efficiently	11%	20%↑
Good value (unspecified)	4%	4%
Getting reasonable return on investment	3%	1%
<b>Good Customer Service [NET]</b>	<b>12%</b>	<b>12%</b>
Helpful	3%	2%
<b>Accessible/ Convenient Services [NET]</b>	<b>10%</b>	<b>9%</b>
Accessible/ available services	8%	6%
Convenient/ easy to use	3%	3%
<b>Provision of Specific Services [NET]</b>	<b>9%</b>	<b>11%</b>
<b>Transparency [NET]</b>	<b>3%</b>	<b>1%</b>
<b>Value is in what's important to people</b>	<b>3%</b>	<b>2%</b>
<b>Don't Know</b>	<b>6%</b>	<b>3%↓</b>

*New Question in Fall 2019: When it comes to the services The City of Calgary provides, what does 'value' mean to you? In other words, if you say you're 'getting good value' for a service, what does that mean?* Base: Valid respondents (City Wide: n=2,502 / Ward 11: n=214)

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

NET mentions of <3% are not shown

# Proposed Service Reductions



**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 11: n=214)

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

NET mentions of <5% are not shown

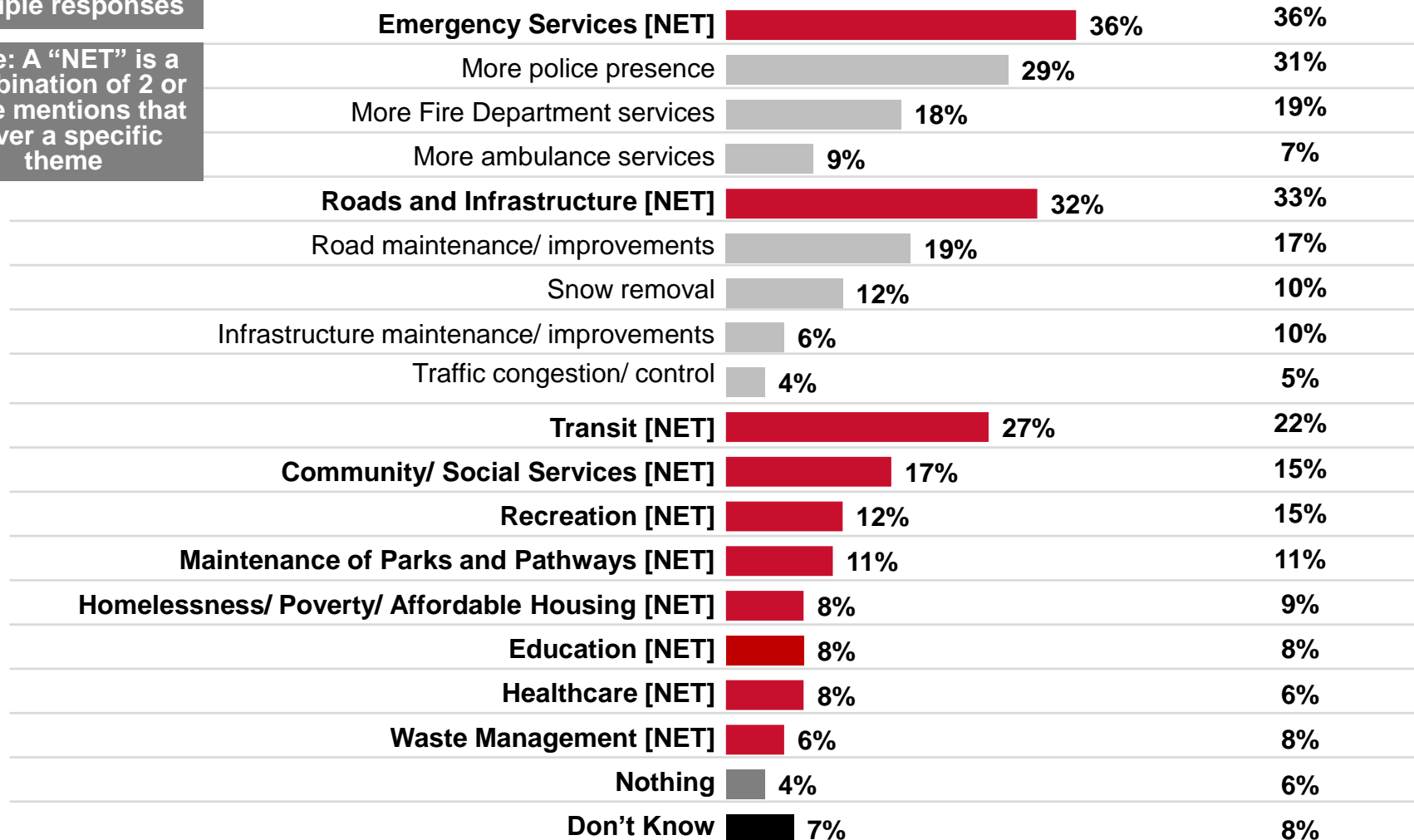
# Proposed Service Increases

Multiple responses

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

City Wide

Ward 11



*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 11: n=214)

NET mentions of ≤5% are not shown

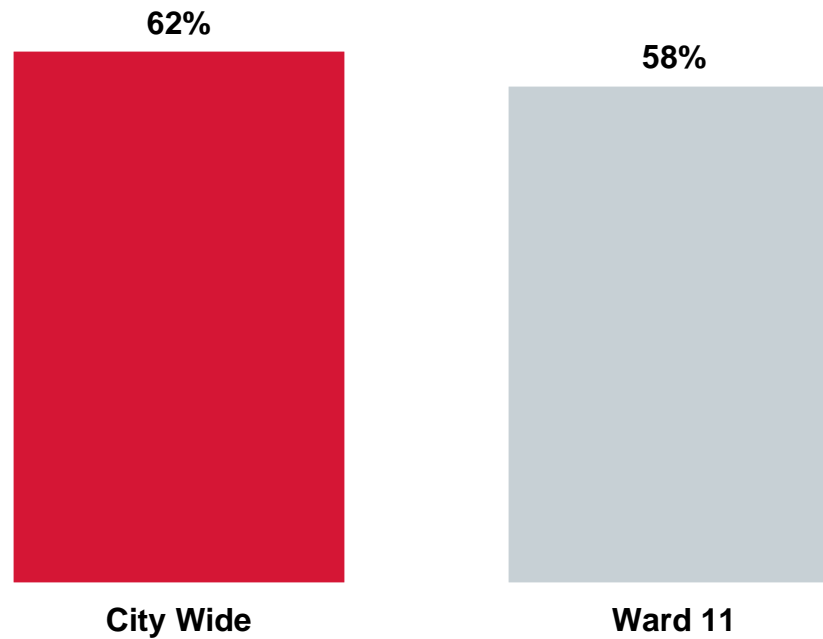


## **Contact with The City and Customer Service**



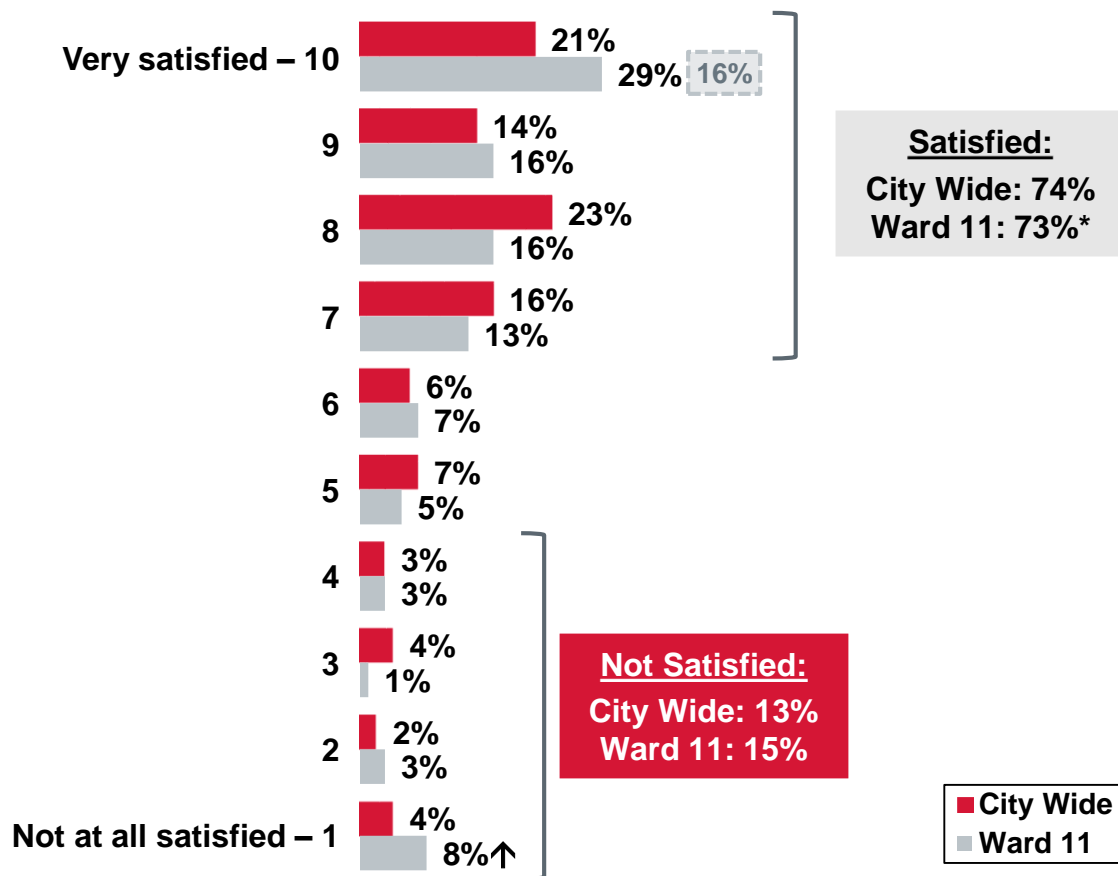
# Past 12 Months Contact with The City of Calgary

% 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 11: n=214)

# Satisfaction with the Overall Level and Quality of Customer Service



\*Rounding

Ward 11 2018

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?

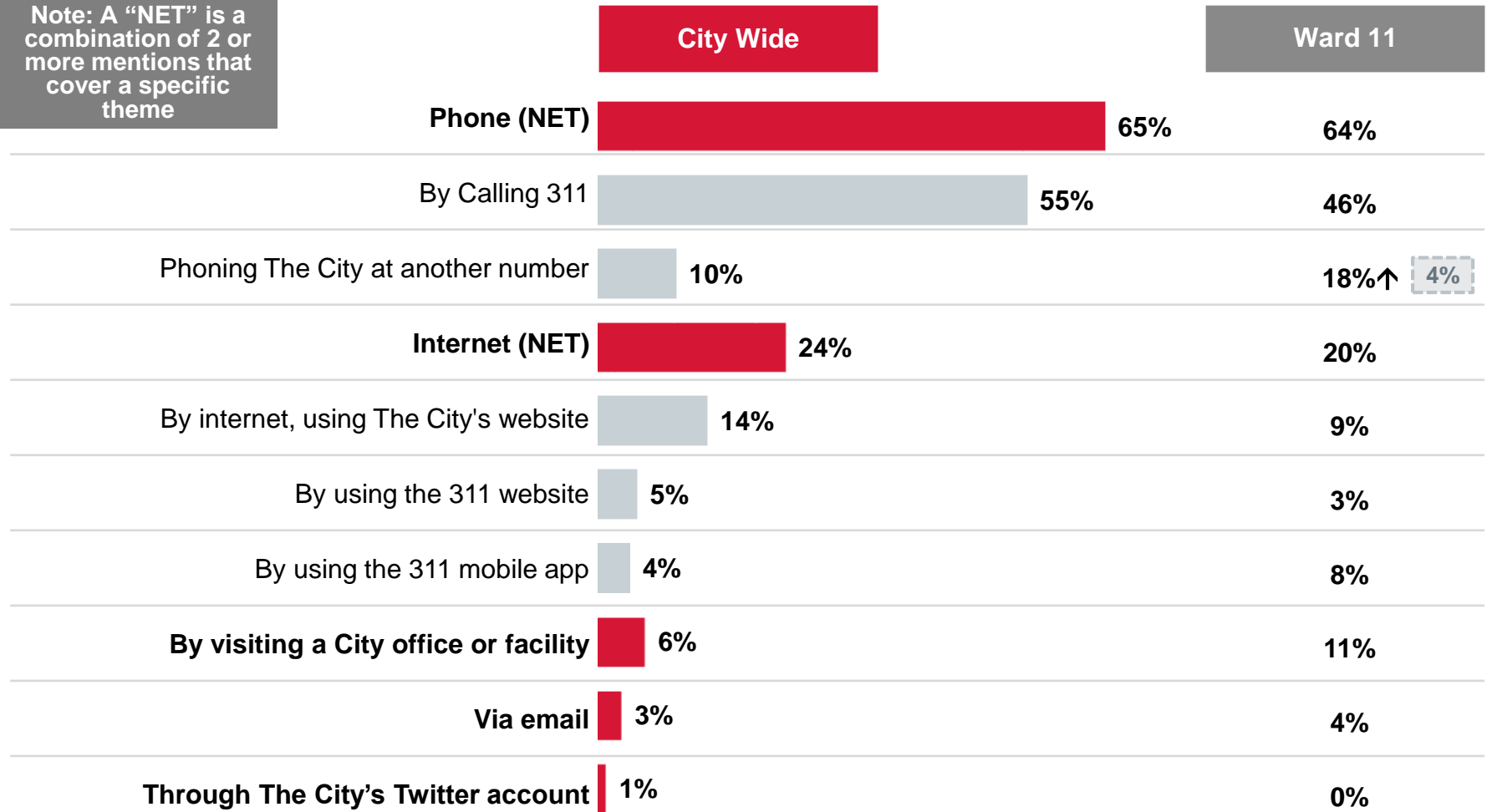
Base: Valid respondents who contacted or dealt with The City in the last twelve months  
(City Wide: n=1,581 / Ward 11: n=130)

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



# Type of Contact

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



Ward 11 2018

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

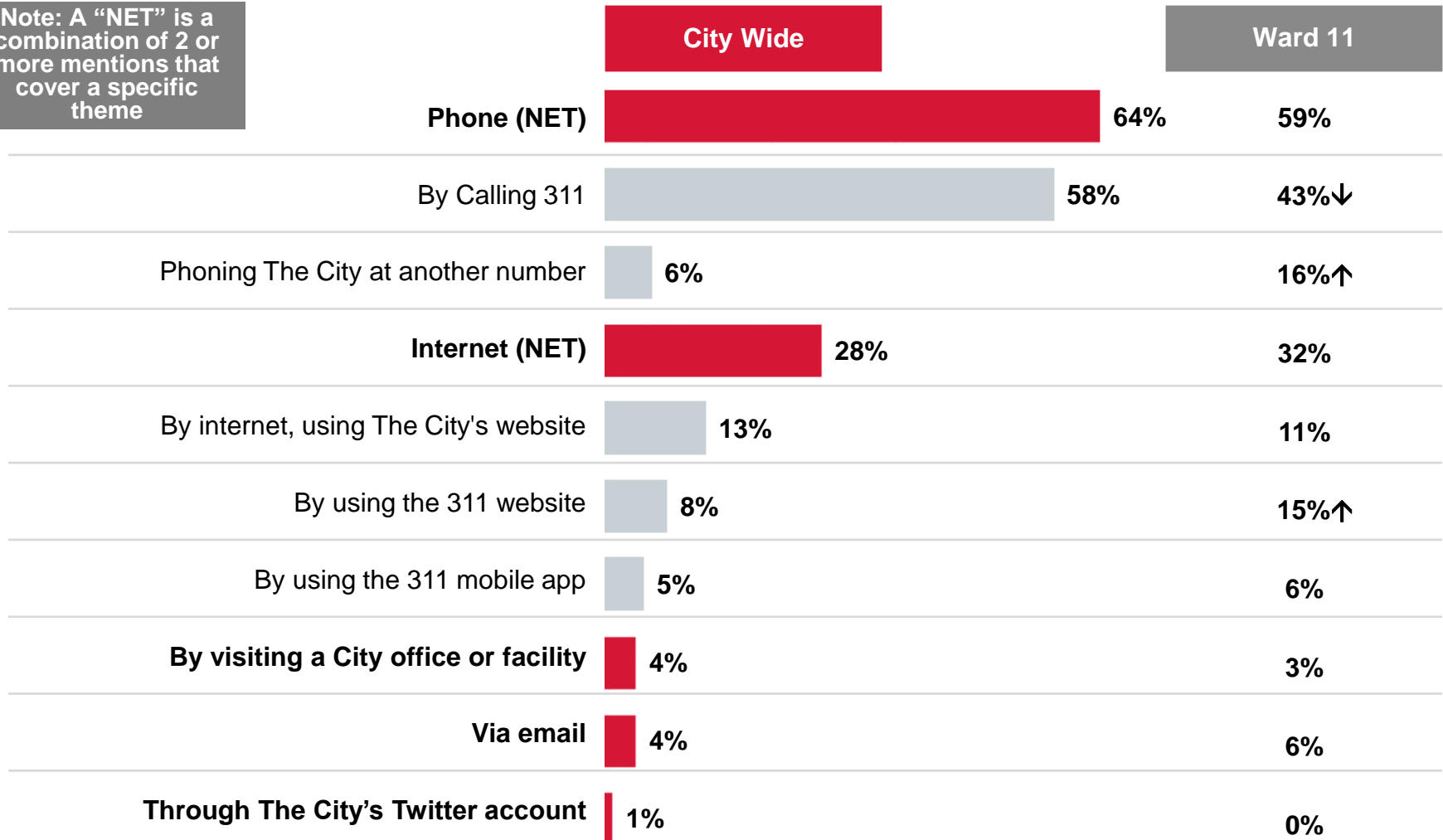
Mentions of <1% are not shown

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 11: n=88)

# Preferred Method of Contact

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



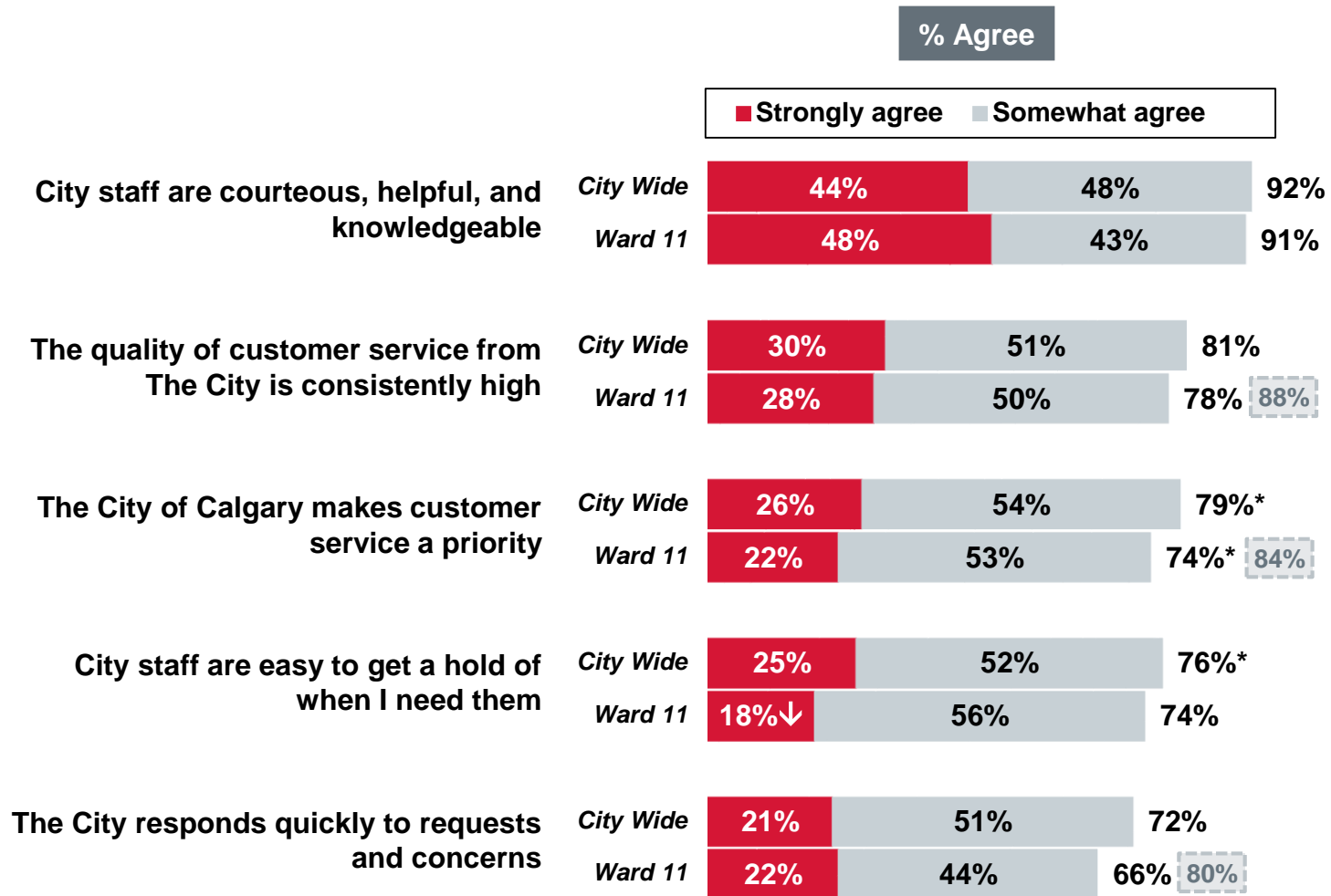
*New Question in Fall 2019: What is your preferred way of contacting The City?*

Base: Valid respondents who contacted The City in the last twelve months  
(City Wide: n=1,076 / Ward 11: n=90)

↑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

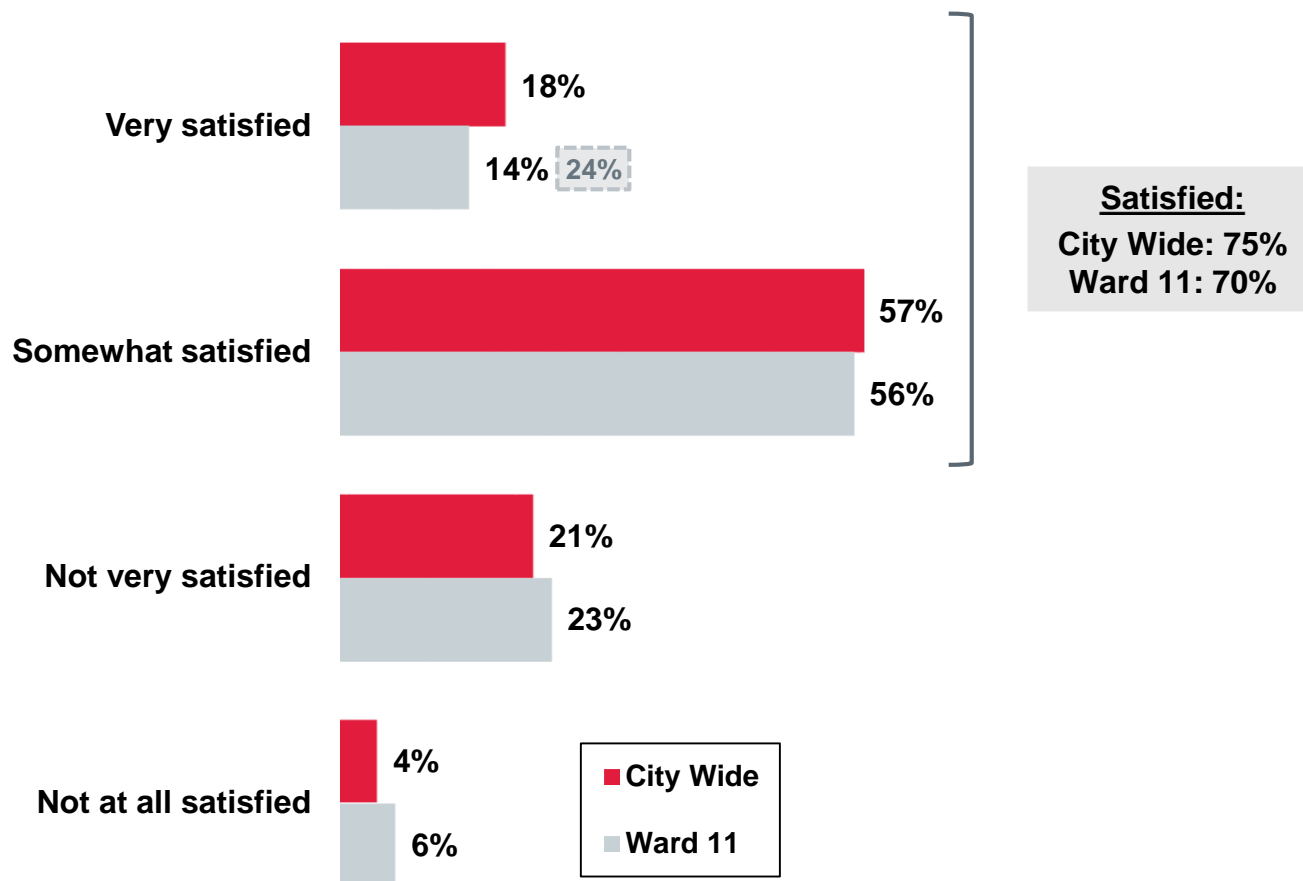
Ward 11 2018



## City Communications



# Satisfaction with the Overall Quality of City Information and Communications

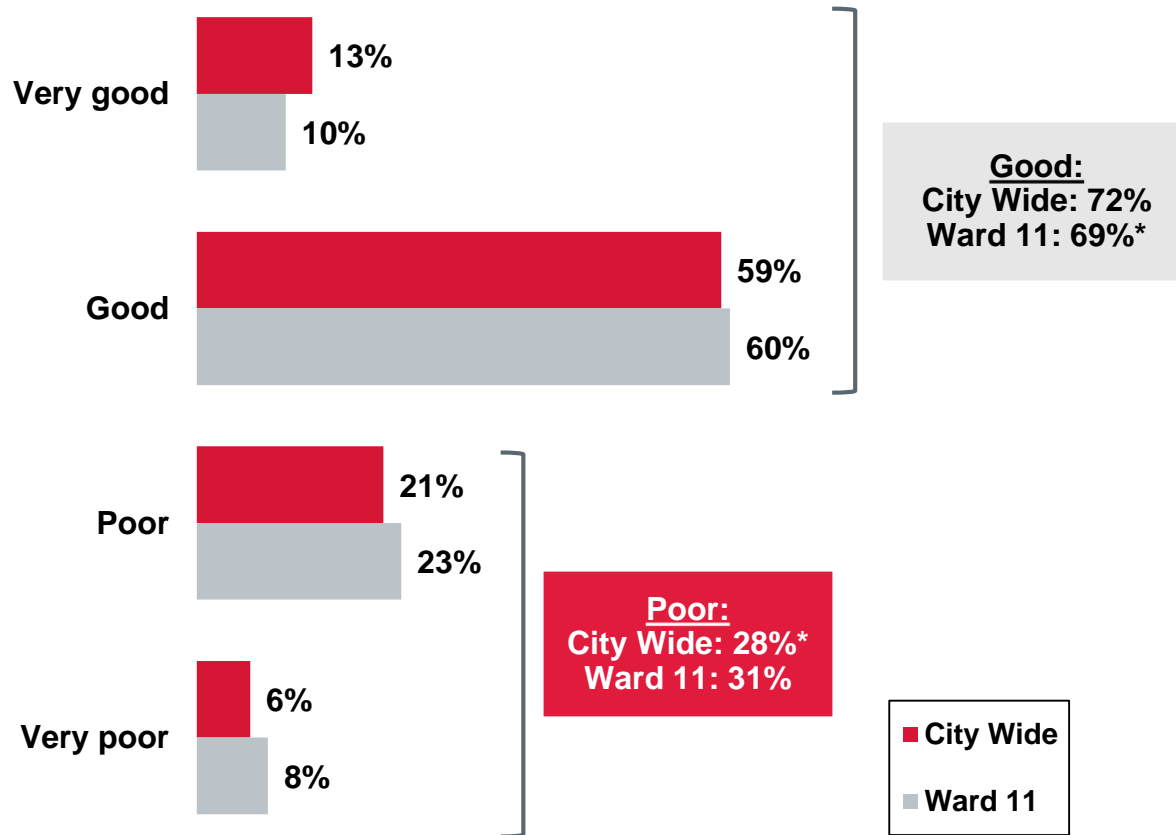


*And how satisfied are you with the overall quality of City information and communications?*

Base: Valid respondents (City Wide: n=2,492 / Ward 11: n=211)

Ward 11 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?*

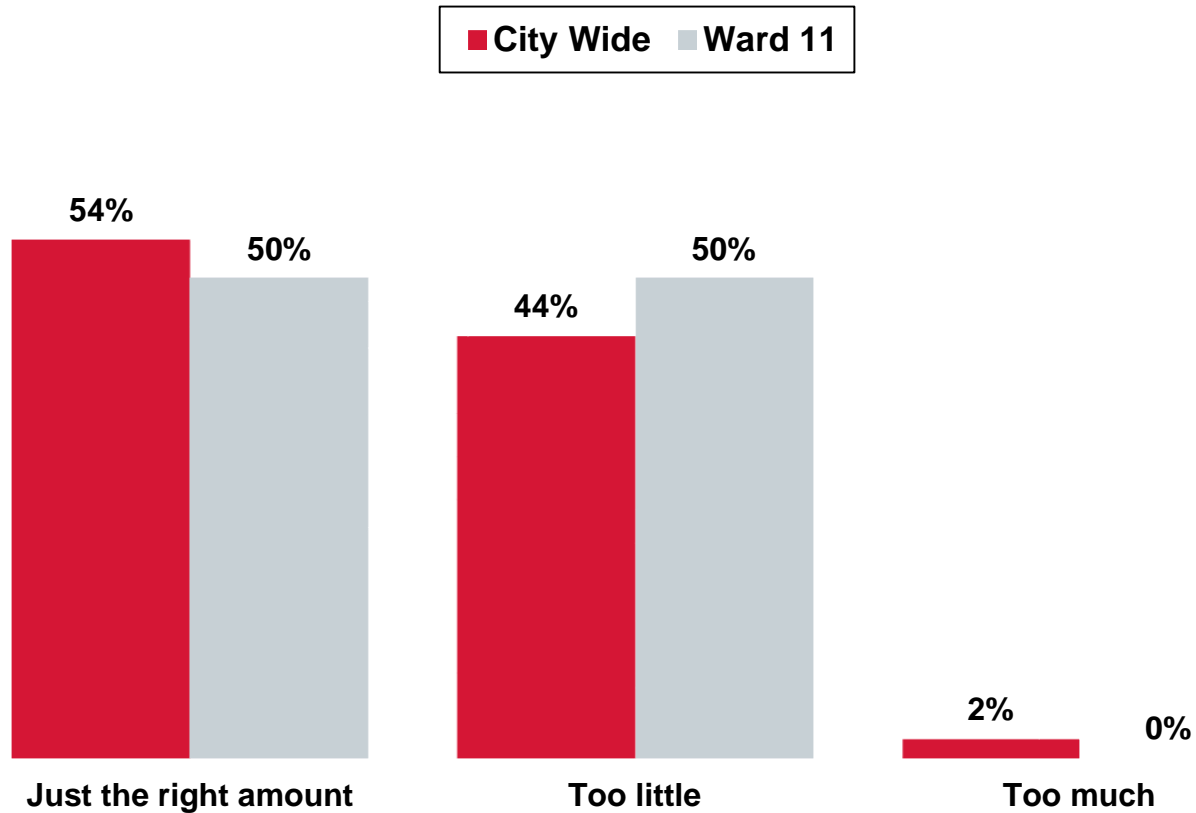
Base: Valid respondents, (City wide: n=2,486 / Ward 11: n=214)

\*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?*

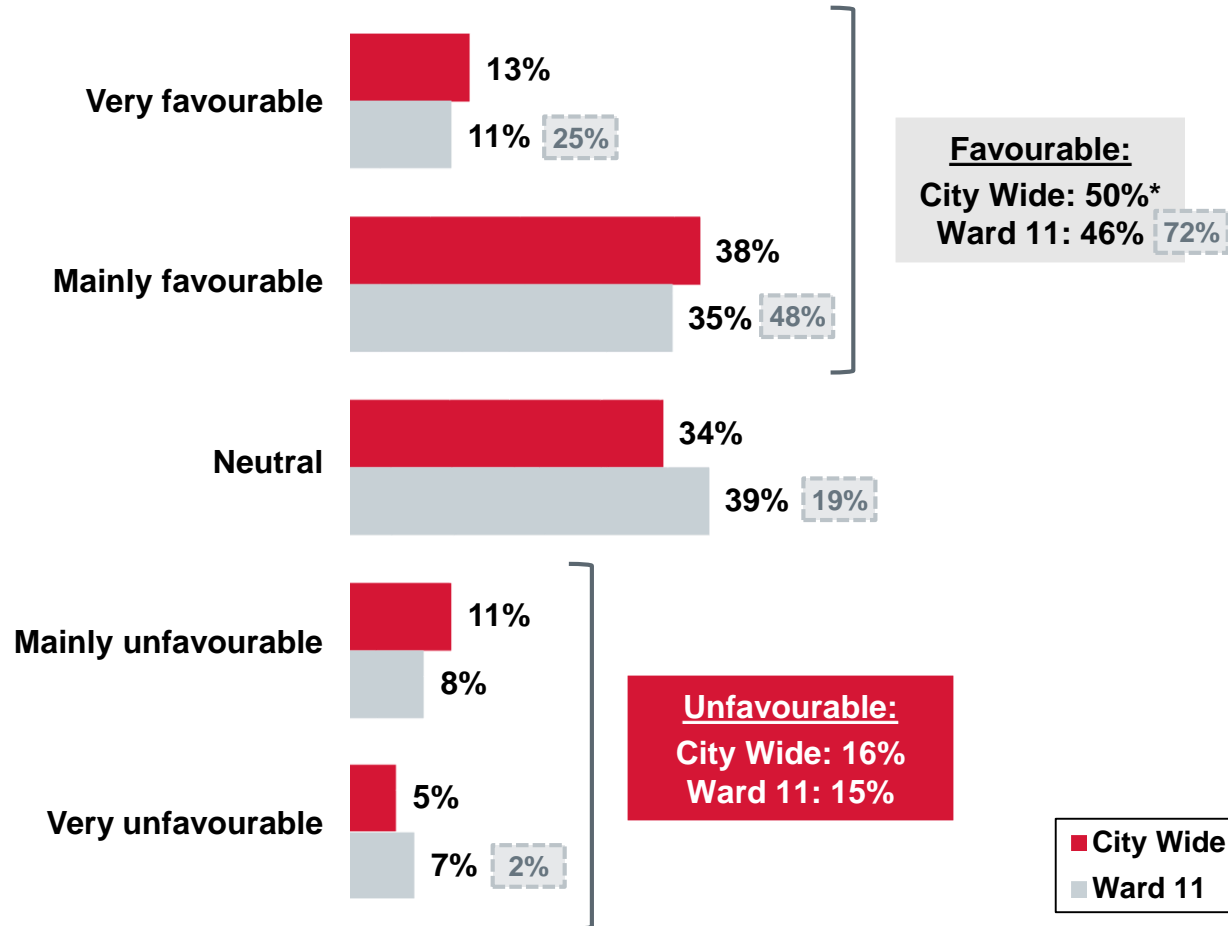
Base: Valid respondents (City Wide: n=2,470 / Ward 11: n=208)



## City Reputation and Performance



# Favourability

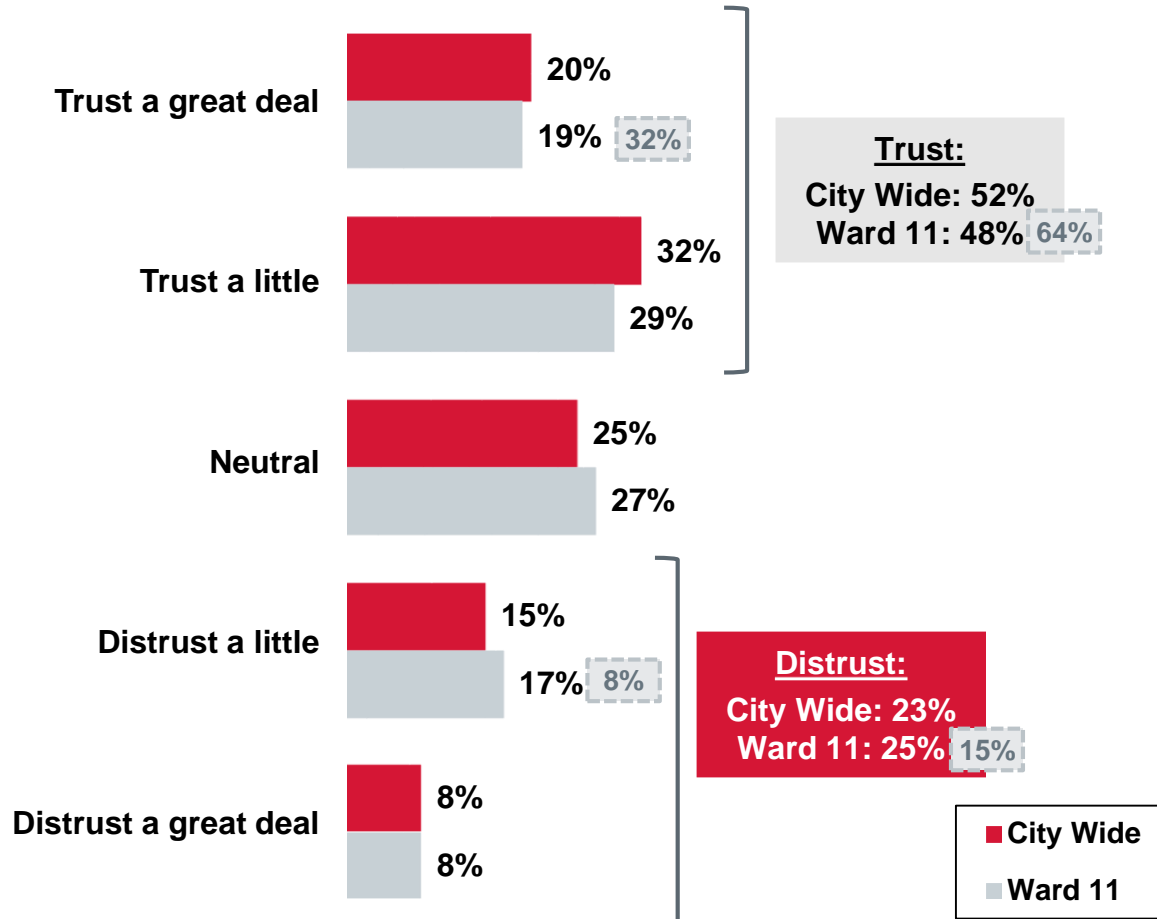


*Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?*

Base: Valid respondents (City Wide: n=2,495 / Ward 11: n=213)

\*Rounding

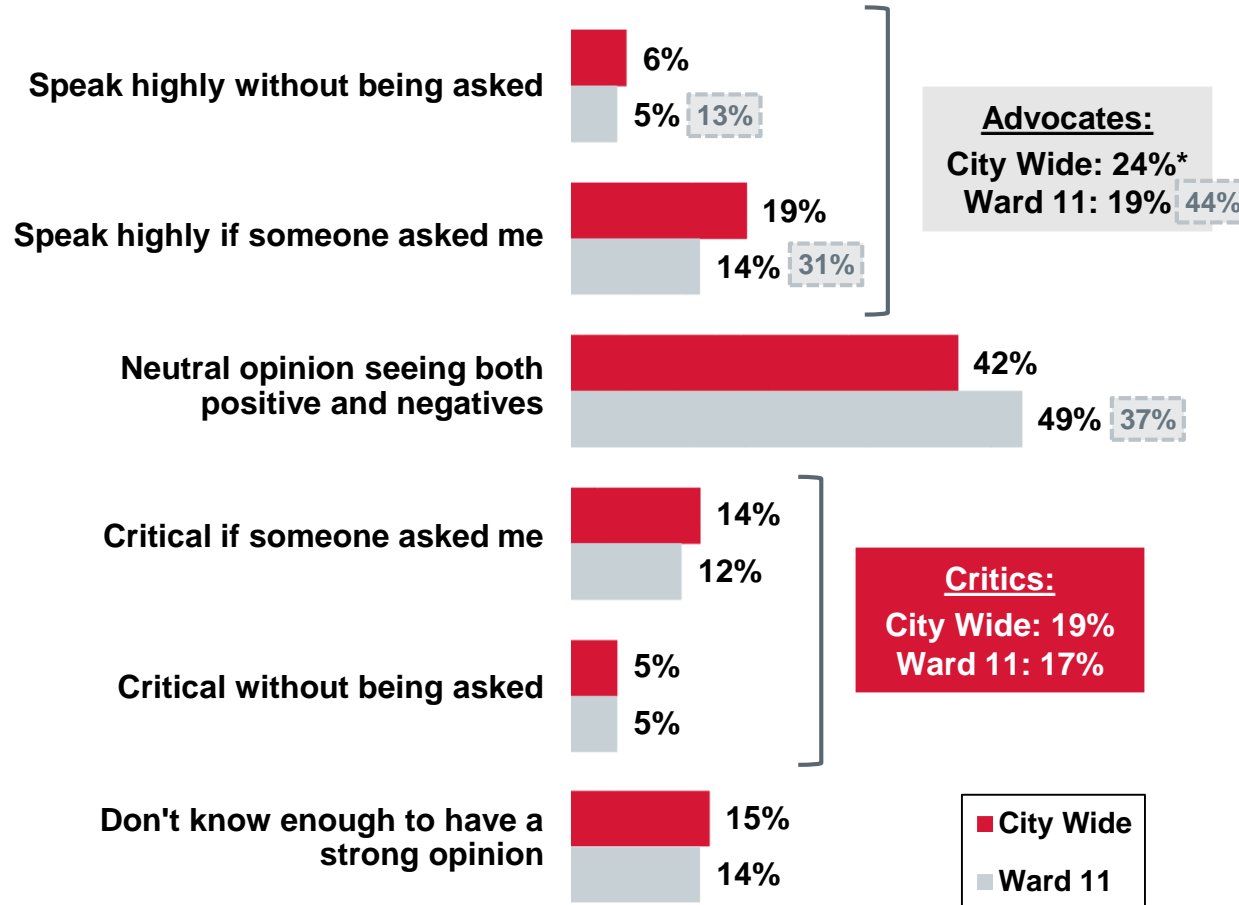
Ward 11 2018



Ward 11 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 11: n=213)



\*Rounding

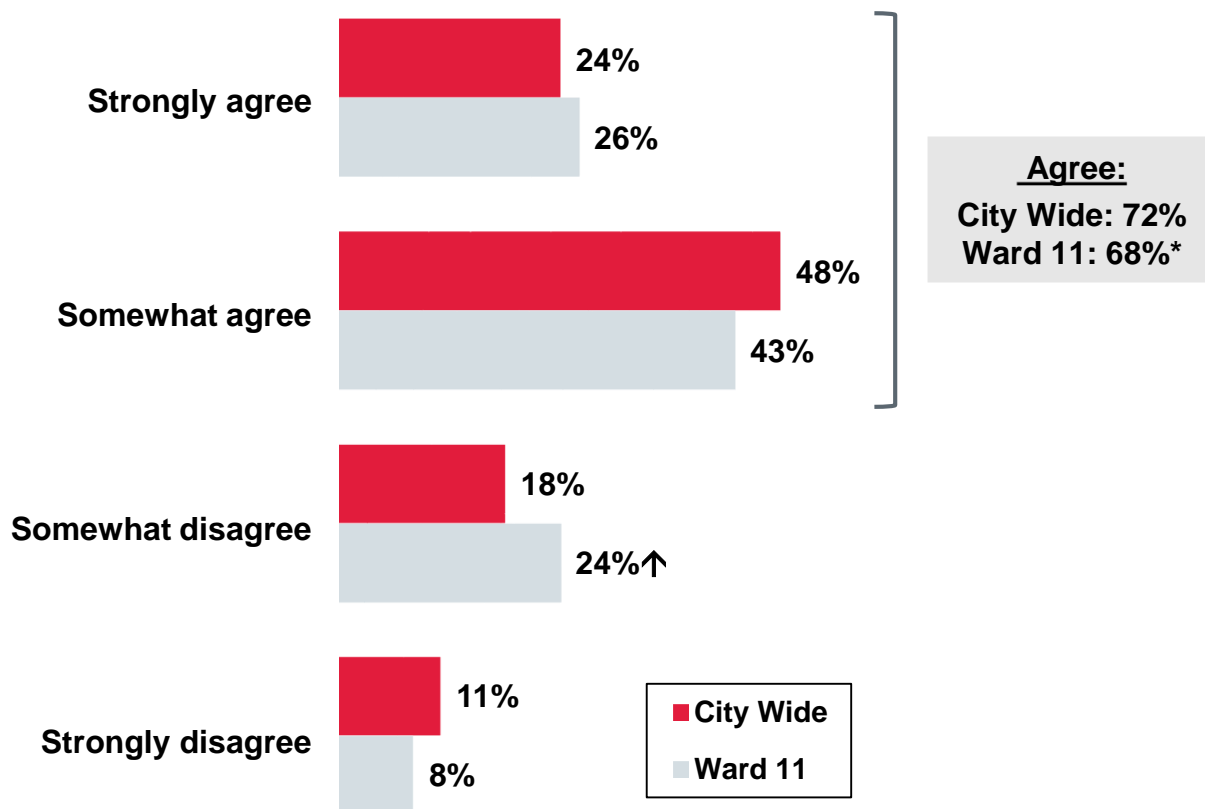
Ward 11 2018

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 11: n=212)

# 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 11: n=209)

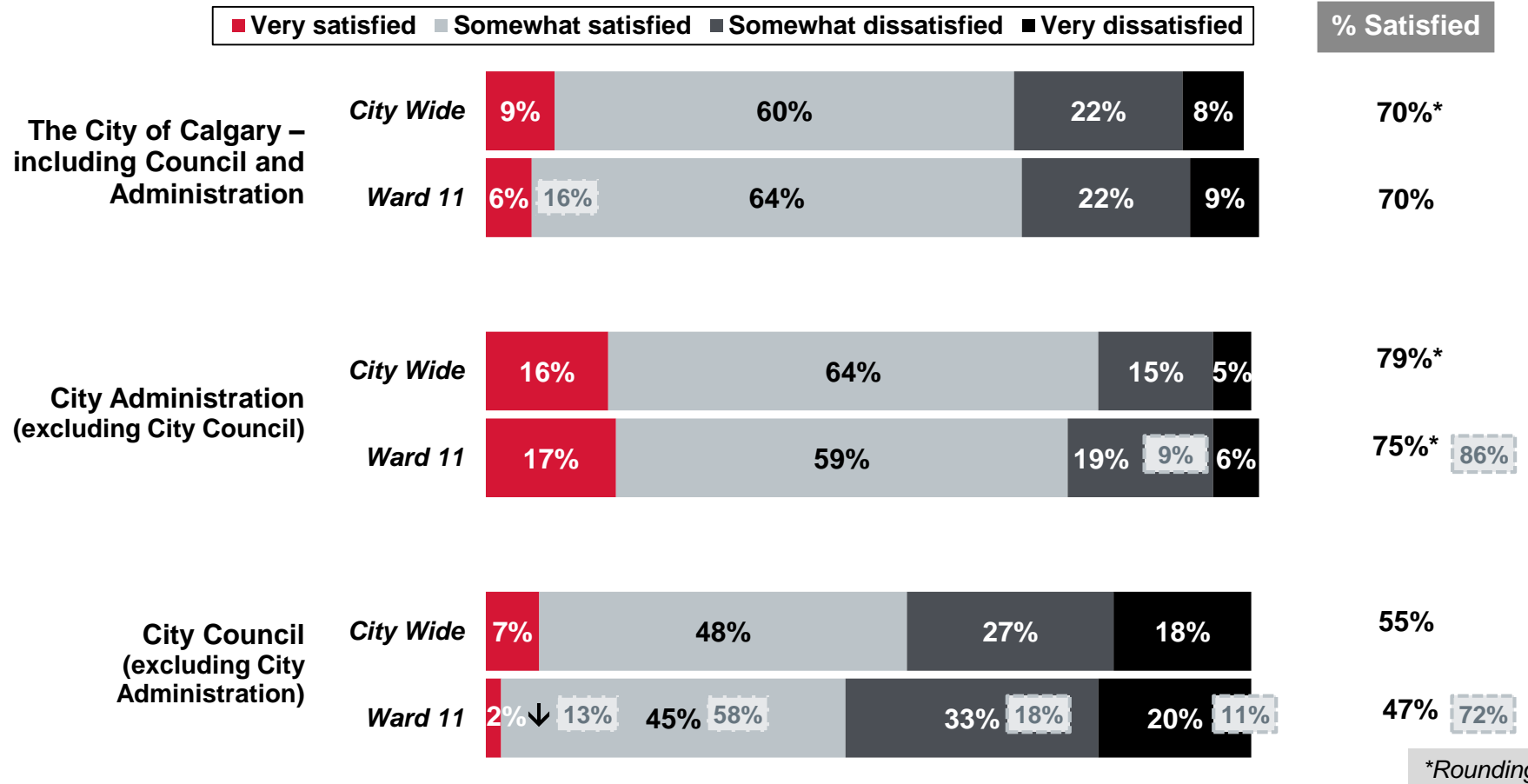
\*Rounding

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



# Perceptions About City Performance

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



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)

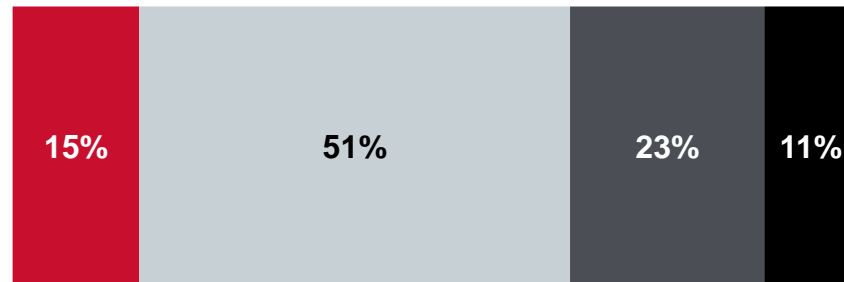
↑Statistically higher than City Wide  
↓Statistically lower than City Wide

# Attitudes Regarding Collaboration

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

% Agree

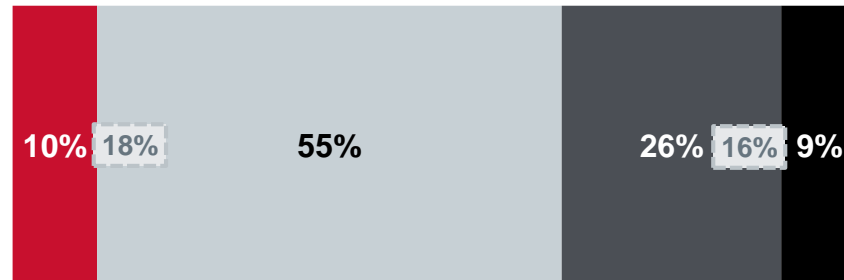
City Wide



66%

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

Ward 11



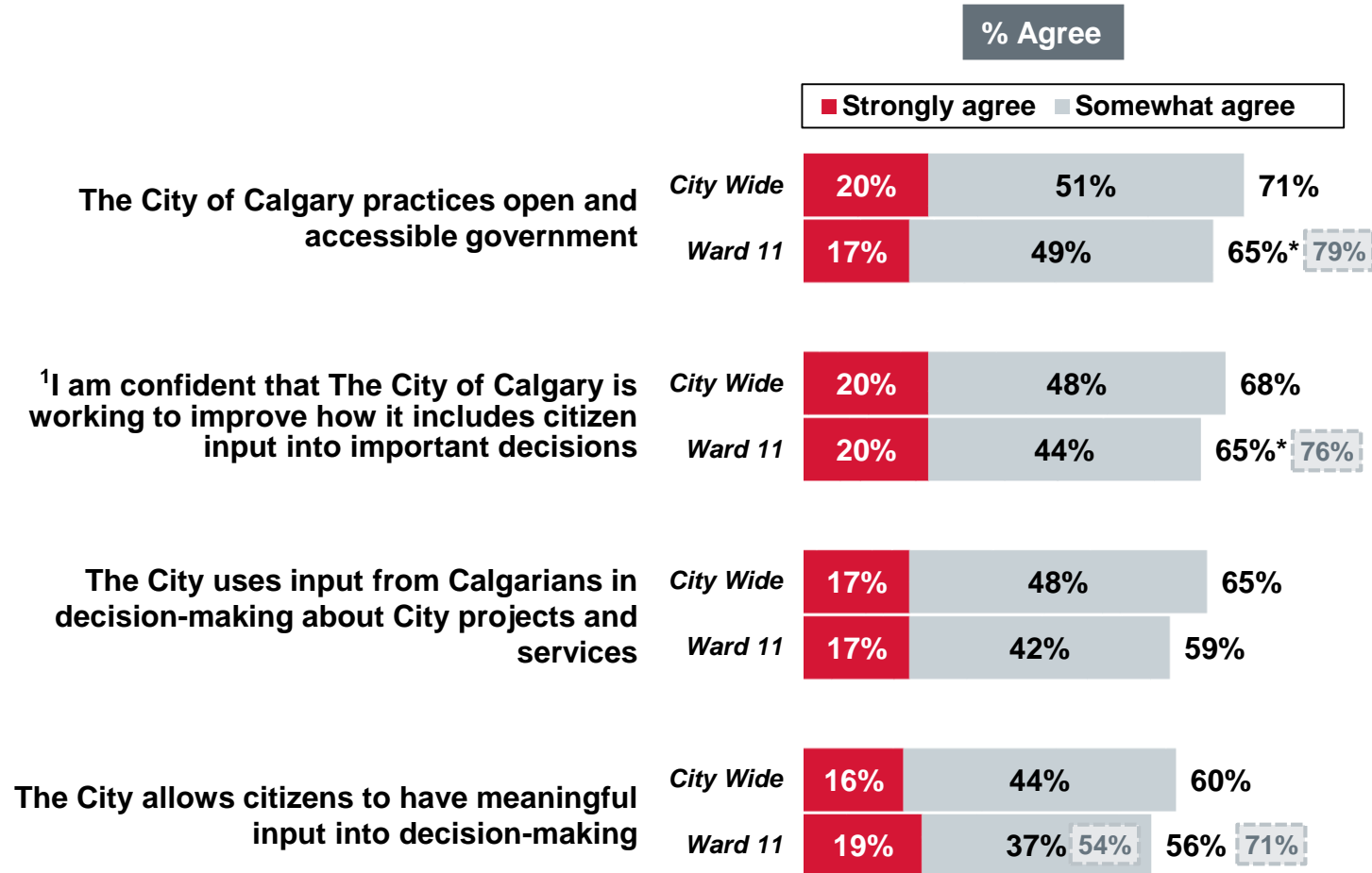
65%

Ward 11 2018

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

Base: Valid respondents (City Wide: n=2,463 / Ward 11: n=211)

# Perceptions of Transparency and Citizen Input



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

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

Base: Valid respondents (Bases vary)

\*Rounding

Ward 11 2018



## **Respondent Profile**



## Age

	City Wide	Ward 11
18 to 24	13%	12%
25 to 34	21%	22%
35 to 44	17%	13%
45 to 54	19%	16%
55 to 64	14%	17%
65 or older	16%	21%
<i>Mean</i>	<i>45</i>	<i>48</i>

## Income

	City Wide	Ward 11
Less than \$30,000	6%	4%
\$30,000 to <\$45,000	9%	7%
\$45,000 to <\$60,000	11%	15%
\$60,000 to <\$75,000	8%	8%
\$75,000 to <\$90,000	8%	7%
\$90,000 to <\$105,000	11%	13%
\$105,000 to <\$120,000	11%	12%
\$120,000 to <\$150,000	13%	11%
\$150,000 or more	23%	23%

## Education

	City Wide	Ward 11
Completed high school or less	16%	11%
Some post secondary or completed a college diploma	35%	37%
Completed university degree or post-grad degree	49%	52%

## Gender

	City Wide	Ward 11
Male	50%	51%
Female	50%	49%
Other	0%	0%

Base: Valid respondents (Bases vary)

# Household Characteristics

## Type of Home

	City Wide	Ward 11
Single-detached house	70%	63%
Apartment or apartment-style condominium	12%	23%
Duplex, triplex or fourplex	8%	4%
Townhouse or rowhouse	8%	7%
Another type of multi-dwelling unit	1%	2%

## Children and Seniors in Household

	City Wide	Ward 11
Yes - Children	34%	20%
Yes - Seniors	18%	16%

## Household Size

	City Wide	Ward 11
1	14%	22%
2	30%	41%
3	19%	12%
4	22%	16%
5 or more	15%	10%
Mean	3.0	2.5

## Responsible for Property Taxes

	City Wide	Ward 11
Yes	84%	87%
No	16%	13%

## Own or Rent

	City Wide	Ward 11
Own	76%	72%
Rent	19%	25%
Other	6%	4%

## Tenure in Calgary

	City Wide	Ward 11
Less than 5 years	6%	5%
5 to less than 10 years	9%	7%
10 to less than 15 years	10%	9%
15 to less than 20 years	11%	4%
20 to less than 30 years	23%	27%
30 to less than 40 years	16%	19%
40 or more	25%	29%
Mean	28	31

Base: Valid respondents (Bases vary)



# Respondent Characteristics

## Born in Canada

	City Wide	Ward 11
Yes	74%	83%
No	26%	17%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=600)	Ward 11 (n=36)
Less than 12	29%	30%
12 to 17	15%	6%
18 or older	56%	64%
No response	1%	-

## Ethnic Background

	City Wide	Ward 11
Caucasian/ White	26%	27%
British	18%	25%
Canadian/ French Canadian	17%	21%
Northern or Western European	12%	14%
East or Southeast Asian	9%	7%
Southern or Eastern European	7%	9%
South Asian	7%	0%
Central/ South American or Caribbean	3%	1%
West Asian or Middle Eastern	3%	2%
African	3%	3%
Aboriginal/ First Nations/ Metis	2%	0%

## Disability

	City Wide	Ward 11
Yes	17%	19%
No	83%	81%

## Visible Minority

	City Wide	Ward 11
Yes	24%	18%
No	76%	82%

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](mailto:Krista.Ring@Calgary.ca)**