



2016 Citizen Satisfaction Survey

Final Report

Prepared for The City of Calgary by:

Contact:

Jamie Duncan
Vice President
Ipsos
587.952.4863
jamie.duncan@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Sheela Das
Director
Ipsos
587.952.4874
sheela.das@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8



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- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 18th and September 6th, 2016.
 - Both landline (70%) and cell phone (30%) sample were used.
 - The average interview length was 31 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 2011 Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,500 is ± 2.0 percentage points, 19 times out of 20.
 - The margin of error by quadrant is as follows:
 - Northeast: n=438 (MOE ± 4.7)
 - Northwest: n=744 (MOE ± 3.6)
 - Southeast: n=601 (MOE ± 4.0)
 - Southwest: n=717 (MOE ± 3.7)
 - The sample size per ward ranged from n=171 (MOE ± 7.5) to n=190 (MOE ± 7.2).
- ❖ Research Note on Tracking
 - Where possible, results are compared to previous iterations of the Citizen Satisfaction survey.
 - ↑ indicates number is significantly higher than 2015
 - ↓ indicates number is significantly lower than 2015



2016 Highlights



- ❖ The last twelve months have proven to be difficult for our city, with the impacts of a slowed economy being felt more acutely than in 2015. With Calgary's unemployment rate climbing from 6.8% in 2015 to 8.6% in 2016, downtown office vacancy rates at near record levels, and the value of building permits forecasted to be significantly lower than 2015, speculation continues about whether we will see an upswing as we move into 2017.
- ❖ Despite facing challenging times, Calgarians as a whole remain resilient. A number of surveys, including this one, report that people have a generally optimistic view about the future, and perceptions of their overall quality of life is still quite strong.
- ❖ Our research suggests that Calgarians are looking to government – Federal, Provincial, and Municipal – for leadership and sound investment to strengthen and diversify our economy moving forward. However, Calgarians are also looking to government to be more watchful and aware of how their tax dollars are being spent.
- ❖ This year's Citizen Satisfaction Survey presents a narrative that highlights some **shifts in perceptions that can likely be attributed to the economic downturn**. It is an important editorial note for those reviewing this year's survey.

- ① Perceptions about the quality of life in Calgary remain strong. That being said, several quality of life metrics have declined significantly, including perceptions about the changes in quality of life and Calgary being a great city to make a living.
- ② “*Infrastructure, traffic and roads*” remains in the top position on the 2016 issue agenda – though it is decreasing in prominence – while “*transit*” continues to hold second place, and “*crime, safety and policing*” is a solid third. Though considerably lower, the “*economy*” now emerges as an important issue.
- ③ Overall satisfaction with the level and quality of City services and programs remains high.
- ④ Affordable housing and transportation continue to surface as desired areas for increased investment.
- ⑤ The perceived value of property tax dollars remains steady, however, the tolerance for tax increases is down markedly.
- ⑥ The City of Calgary continues to perform well on the environmental front and sees a number of significant gains from 2015.
- ⑦ Perceptions about The City’s customer service delivery holds strong.
- ⑧ Overall satisfaction with City communications is up significantly, while perceptions of the amount of information received from The City is steady but leaves room for improvement.

Key Findings: Quality of Life

Perceptions about the quality of life in Calgary remain strong. That being said, several quality of life metrics have declined significantly.

- ❖ In 2016, just over eight-in-ten (83%) Calgarians say the quality of life in Calgary today is ‘good.’ While this remains strong, it is a statistically significant 3 percentage point decrease from 2015 (86%).
- ❖ Moreover, 37% of Calgarians say the quality of life in Calgary has ‘worsened’ in the past three years – a statistically significant 12 percentage point increase from 2015 (25%) and a 17 point increase over the past two years (20% in 2014).
 - And, for the first time in six years, fewer than two-in-ten (18%) Calgarians say the quality of life has ‘improved’ in the past three years, a statistically significant 8 percentage point decrease from 2015 (25%). This is the third consecutive year a decrease is seen, with a 17 point drop from a tracking high of 35% in 2013.
- ❖ Agreement that ‘Calgary is a great place to make a living’ is down markedly from 80% in 2015 to 65% in 2016, and has fallen 25 percentage points over the past three years (90% in 2013).
 - Furthermore, ratings of 10-completely agree (on a 10-point scale), have also dropped 20 percentage points over the same time period (from 35% in 2013 to 15% in 2016).
- ❖ While agreement remains very high (86%) that ‘Calgary is on the right track to being a better city 10 years from now,’ it is notable that ‘*strongly agree*’ ratings have seen a statistically significant 11 percentage point decline over the past three years (from 41% in 2013 to 30% in 2016).
- ❖ When asked on an open-ended basis what The City could do to improve the quality of life, the top two mentions are “*improve job creation/employment*” (13%, up from 2% in 2014) and “*reduce taxes*” (9%, up from 4% in 2014).

Key Findings: Issue Agenda

“Infrastructure, traffic and roads” remains in the top position on the 2016 issue agenda – though it is decreasing in prominence – while “transit” continues to hold second place, and “crime, safety and policing” is a solid third. Though considerably lower, the “economy” now emerges as an important issue.

- ❖ In 2016, 35% of Calgarians cite “*infrastructure, traffic and roads*” as an important issue – consistent with 2015 (36%) but down 11 percentage points from 2014 (46%). One-quarter (25%) say it is the most important issue, also consistent with 2015 (26%) but down 10 points from 2014 (35%).
 - Moreover, satisfaction with a number of issues related to “*infrastructure, traffic and roads*” continue to rise:
 - Spring road cleaning (94% very or somewhat satisfied, up 3 percentage points from 2015 and 6 points from 2014);
 - Road maintenance including pothole repairs (78% very or somewhat satisfied, up 4 percentage points from 2015 and 8 points from 2014);
 - Snow removal (79% very or somewhat satisfied, statistically unchanged from 2015 but up 10 points from 2014); and,
 - Traffic flow management (69% very or somewhat satisfied, statistically unchanged from 2015 but up 8 points from 2014).
- ❖ One-in-five (21%) Calgarians cite “*transit*” as an important issue, unchanged from 2015, while 14% say it is the most important issue (also consistent with 2015).
- ❖ “*Crime, safety and policing*” is now a solid third with 15% of Calgarians (up a statistically significant 3 percentage points from 2015) citing it as an important issue. One-in-ten (10%) say it is the most important issue, up 2 percentage points from 2015.
- ❖ Though considerably lower, just under one-in-ten (9%) Calgarians now say the “*economy*” is an important issue – a statistically significant 6 percentage point increase from 2015.

Key Findings: City Services and Programs

Overall satisfaction with the level and quality of City services and programs remains high.

- ❖ Eight-in-ten (79%) Calgarians continue to say they are satisfied with the overall level and quality of services and programs provided by The City, consistent with 2015 (80%).
- ❖ Two-thirds (65%) or more Calgarians are satisfied with each of the 34 services and programs assessed, with satisfaction 90% or higher for 17 services and programs, and 80% or higher for another ten.
- ❖ Satisfaction with 'property tax assessment' sees a marked drop.
 - Though still solid with 73% of Calgarians saying they are satisfied, this represents a statistically significant 10 percentage point decrease from 2015 (83%).

Affordable housing and transportation continue to surface as desired areas for increased investment.

- ❖ When asked if The City should invest more, less or the same amount in specific services and programs, the top area for investment is 'affordable housing for low-income families' (65% invest more).
 - It is also notable that satisfaction ratings for affordable housing are in the bottom tier, with 70% satisfied and only 14% 'very satisfied.'
- ❖ While transportation related services and programs represent six of the top eight areas for investment, 'invest more' ratings are down significantly from 2015.
 - Calgary Transit (63% invest more, down 6 percentage points from 2015); traffic flow management (58% invest more, down 4 percentage points from 2015 and 8 points from 2014); transportation planning (56% invest more, down 6 percentage points from 2015); road maintenance (52% invest more, down 4 percentage points from 2015 and 10 points from 2014); City operated roads and infrastructure (51% invest more, down 5 percentage points from 2015); and, snow removal (49% invest more, down 5 percentage points from 2015 and 15 points from 2014).
 - Rounding out the top areas for increased investment is 'social services for individuals' (58% invest more).

Key Findings: Taxation and the Environment

The perceived value of property tax dollars remains steady; however, the tolerance for tax increases is down markedly.

- ❖ More than six-in-ten (63%, consistent with 2015) Calgarians give The City a 'good value' rating for the value of their property tax dollars.
- ❖ However, just one-half (49%) support tax increases to maintain or expand services – a statistically significant 10 percentage point drop from 59% in 2015 – while 46% support cutting services to maintain or reduce taxes (a corresponding 10 percentage point increase from 36% in 2015).
 - More specifically, when asked which of four options they would most like The City to pursue, 32% (up 7 percentage points from 2015) select 'cut services to maintain the current tax level,' 14% 'cut services to reduce taxes), 31% (down 3 percentage points from 2015) 'increase taxes to maintain services' and 19% (down 6 percentage points from 2015) 'increase taxes to expand services.'
- ❖ Also, as previously noted, satisfaction with 'property tax assessment' is down significantly in 2016.

The City of Calgary continues to perform well on the environmental front and sees a number of statistically significant gains from 2015.

- ❖ Perceptions about the overall state of the environment in Calgary today are extremely positive with 97% (up 3 percentage points from 2015) saying it is 'good' and close to one-half (48%) offering a 'very good' rating – up a statistically significant 7 percentage points from 41% in 2015 and 17 points from five years ago (31% in 2011).
- ❖ Satisfaction with The City's environmental performance remains high at 91% (consistent with the last three years), with 'very satisfied' ratings (36%) seeing a statistically significant 4 percentage point increase.
- ❖ Likewise, satisfaction with The City's environmental programs and services aimed at helping Calgarians reduce their environmental impact continues to be strong at 86%, with 'very satisfied' ratings (28%) up a statistically significant 3 percentage points from 2015.

Key Findings: Customer Service and Communications

Perceptions about The City's customer service delivery holds strong.

- ❖ Among those who contacted or dealt with The City in the past 12 months, eight-in-ten (80%) are satisfied with the overall level and quality of customer service received, and 86% are satisfied with their most recent contact (both measures on par with the past two years).
 - Further, agreement that 'City staff are easy to get a hold of when I need them' sees a statistically significant 3 percentage point increase from 78% in 2015 to 81% in 2016.
- ❖ After a decrease in 2015, calling 311 as a means of contact has rebounded to 2014 levels (53% in 2016 vs. 46% in 2015 and 55% in 2014).
- ❖ Contacting The City via the internet has been increasing steadily over the past four years and now stands at 20% (up 3 percentage points from 17% in 2015, and 5 points from 13% in 2012).
 - Though still low, it is notable that 5% say their most recent contact was using the 311 website and 2% using the 311 mobile app.

Overall satisfaction with the quality of City information and communications is up significantly, while perceptions of the amount of information received from The City is steady but leaves room for improvement.

- ❖ In 2016, 85% of Calgarians are satisfied with the overall quality of City information and communications, up 3 percentage points from 82% in 2015.
 - It is notable, however, that 'very satisfied' ratings have been decreasing steadily over the past few years with a 10 percentage point drop since 2013 (30% in 2013 vs. 20% in 2016).
- ❖ Currently, 54% of Calgarians say they receive 'just the right amount' of information from The City, while 44% say they receive 'too little' information (both consistent with 2015).
 - When asked to cite the top areas they would like The City to provide more information, "*taxes/ government spending*" tops the list – 35% among those who say 'too little' and 23% among those who say 'just the right amount' of information.
 - This aligns with the finding that just 63% agree that 'The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services.'



Detailed Findings





Issue Agenda



Issue Agenda

Multiple Responses

■ First Mention ■ Other Mentions

Change
2015 – 2016

INFRASTRUCTURE, TRAFFIC & ROADS (NET)	25%	10%	35%	-1
Traffic congestion	8%	3	11%	-
Road conditions	6%	3	9%	+2
Infrastructure maintenance/ improvement/ development	4%		6%	-3↓
Bicycle/ pedestrian lanes	3%		5%	+2↑
TRANSIT (NET)	14%	7%	21%	-
Public Transportation [incl. buses/ C-train/ poor service]	9%		11%	-1
Transportation (unspecified)	5%	3	8%	-
CRIME, SAFETY & POLICING (NET)	10%	5%	15%	+3↑
Crime [incl. Breaking and entering/ gangs/ drug dealers, etc.]	5%	3	8%	+2↑
Public safety	4%		6%	+1
ECONOMY (NET)	7%		9%	+6↑
Unemployment/ job creation	5%		6%	+4↑
RECREATION (NET)	5%	4%	9%	+1
TAXES (NET)	6%		8%	+2↑
Education [incl. lack of teachers/ funding/ schools/local schools]	4%	3	7%	-5↓
ENVIRONMENT & WASTE MANAGEMENT (NET)	3	3	6%	+1
HOMELESSNESS, POVERTY & AFFORDABLE HOUSING (NET)	3		4%	-
GROWTH AND PLANNING (NET)	3		4%	-
BUDGET AND SPENDING (NET)			4%	-
Other			22%	
None			15%	

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

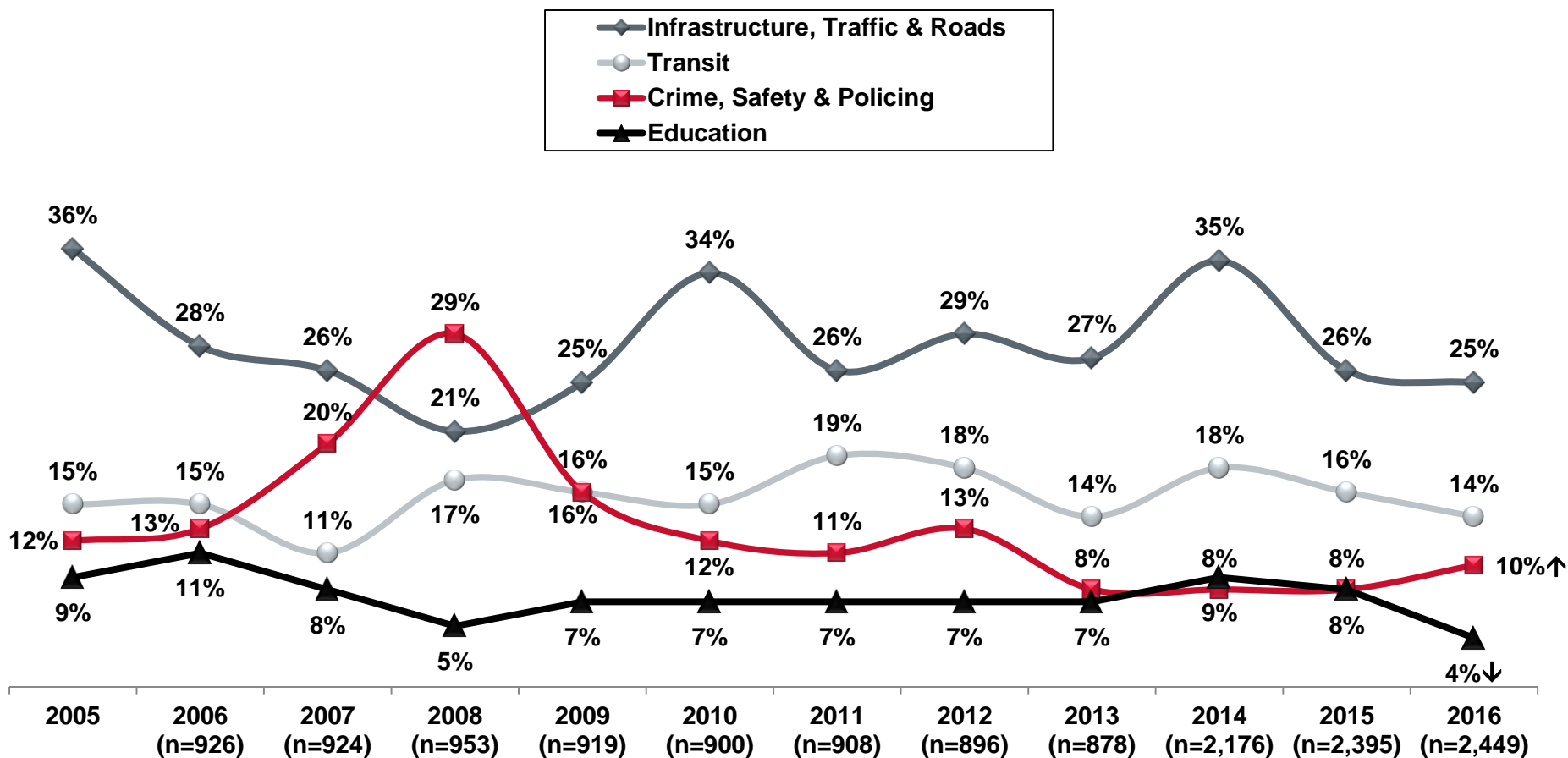
Total mentions <4% are not shown

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 (n=2,452)

Tracking Most Important Issues Facing Calgary

First Mention Only



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?

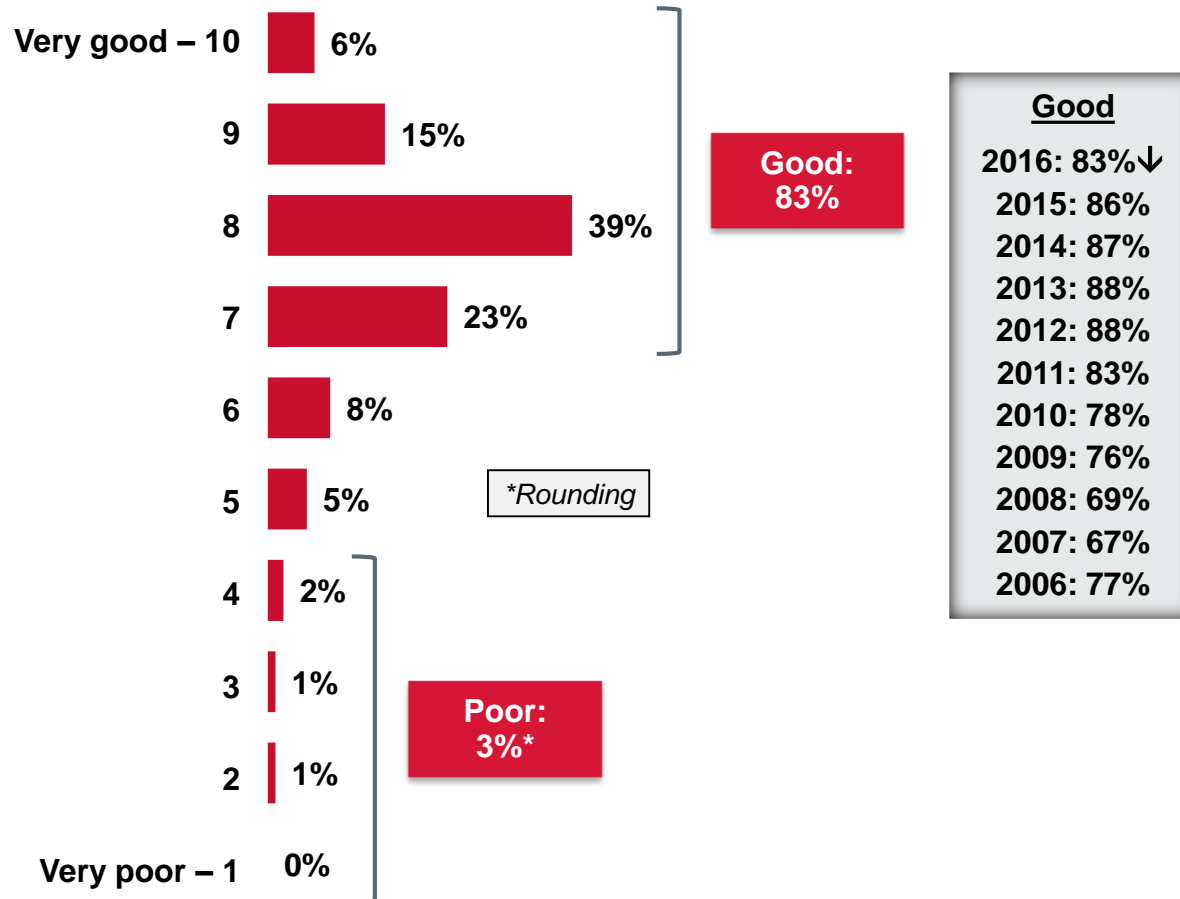
Base: Valid respondents



Quality of Life



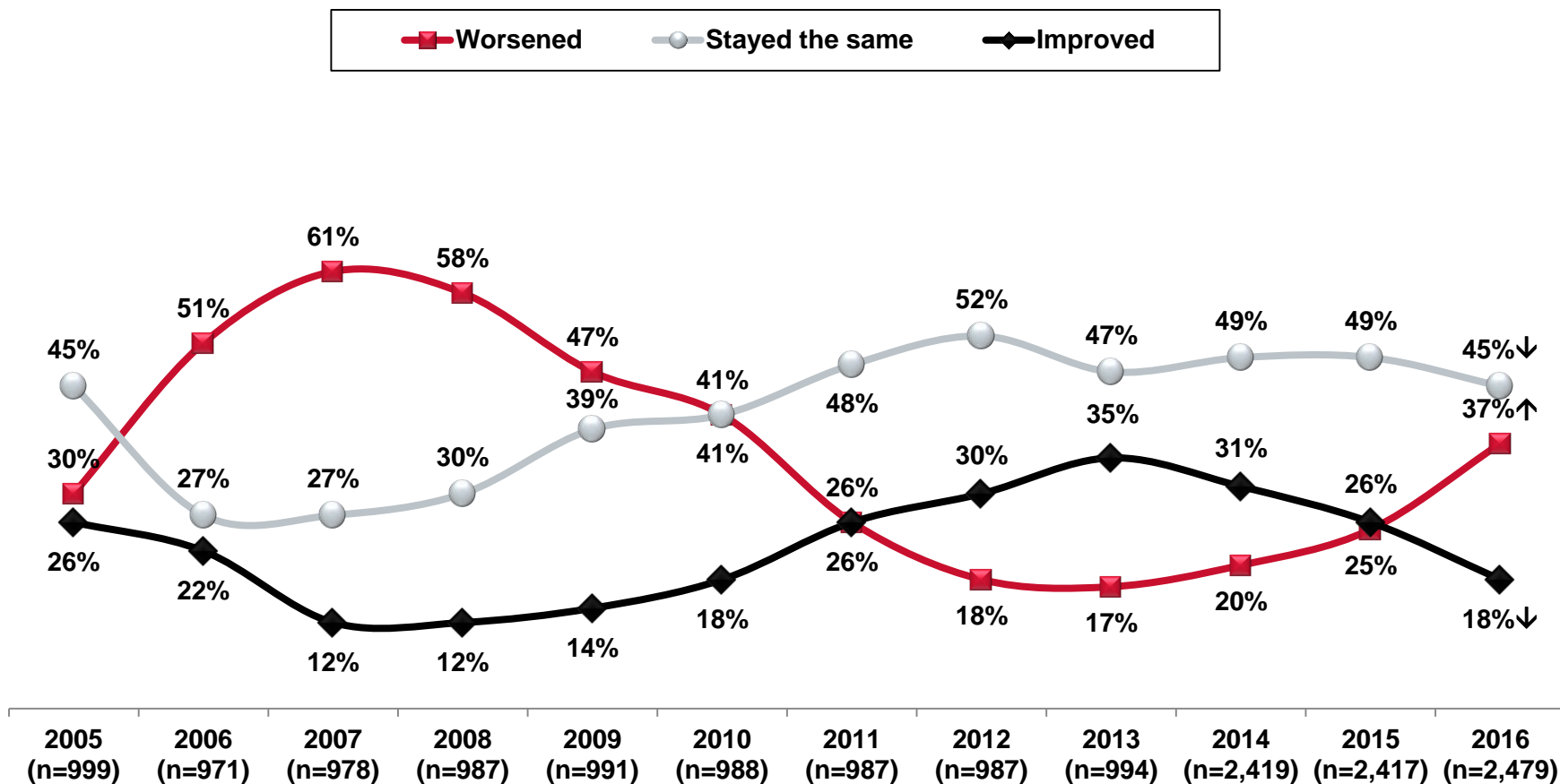
Overall Quality of Life in Calgary



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 (n=2,497)

Perceived Change in the Quality of Life in Calgary



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

Base: Valid respondents

Actions to Improve the Quality of Life

Multiple Responses

Change
2015 – 2016

Transportation (NET)	25%	-5↓
Better traffic management	7%	-3↓
Improvement/ maintenance of existing roads	6%	-5↓
Infrastructure (unspecified)	3%	-1↓
Employment, Cost of Living & Homelessness (NET)	23%	+7↑
Improve job creation/ employment	13%	+9↑
Expand affordable housing/ rent	4%	-1↓
Government (NET)	21%	+8↑
Reduce taxes	9%	+4↑
Tax spending/ city budget	5%	+1↑
Recreation & Community Services (NET)	18%	1
Parks/ green-space improvement	5%	-
Building of community centres/ recreation facilities	4%	-2↓
Transit (NET)	17%	-5↓
Improve public transportation (unspecified)	6%	-10↓
Improve bus/ train schedule/ service	5%	+3↑
Crime, Safety & Policing (NET)	9%	-
Control crime and safety	5%	1
More policing/ patrolling	4%	1
Growth & Planning (NET)	5%	-
Education (NET)	3%	-1↓
Environment (NET)	3%	-1
Health (NET)	3%	-
Other	8%	-
Nothing	17%	-

Total mentions <3%
are not shown

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

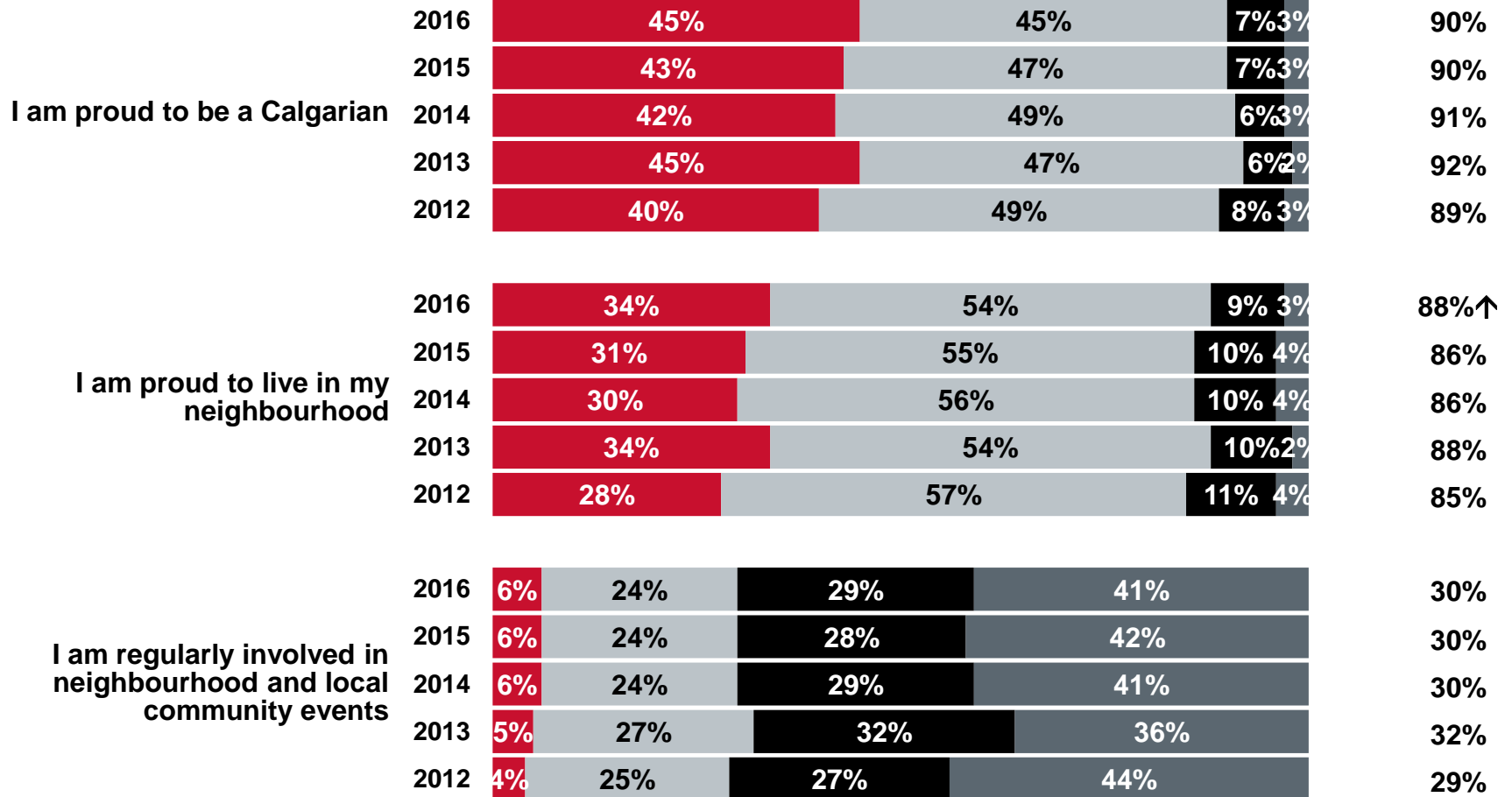
Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?

Base: Valid respondents (n=2,409)

Sustainability: Connectedness

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

% Agree



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

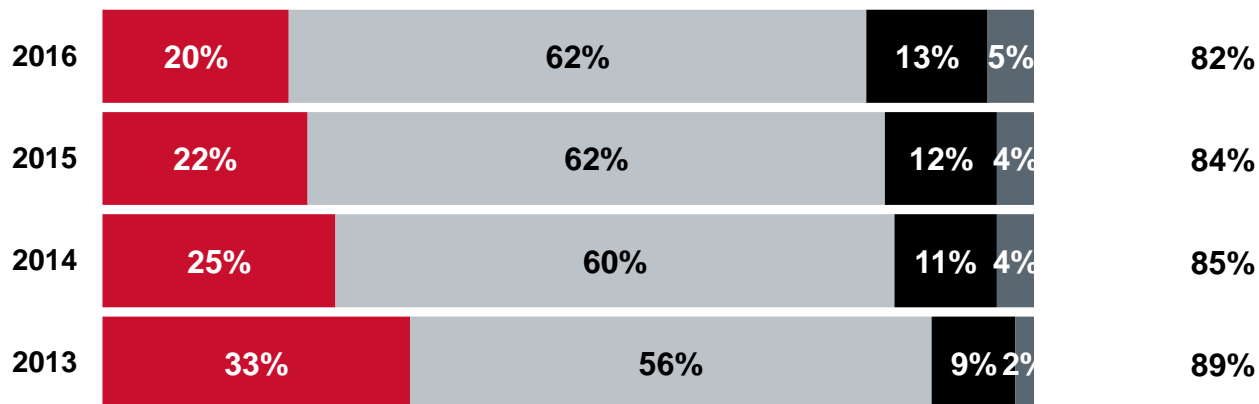
Base: Valid respondents (Bases vary)

Sustainability: Making a Life and Making a Living

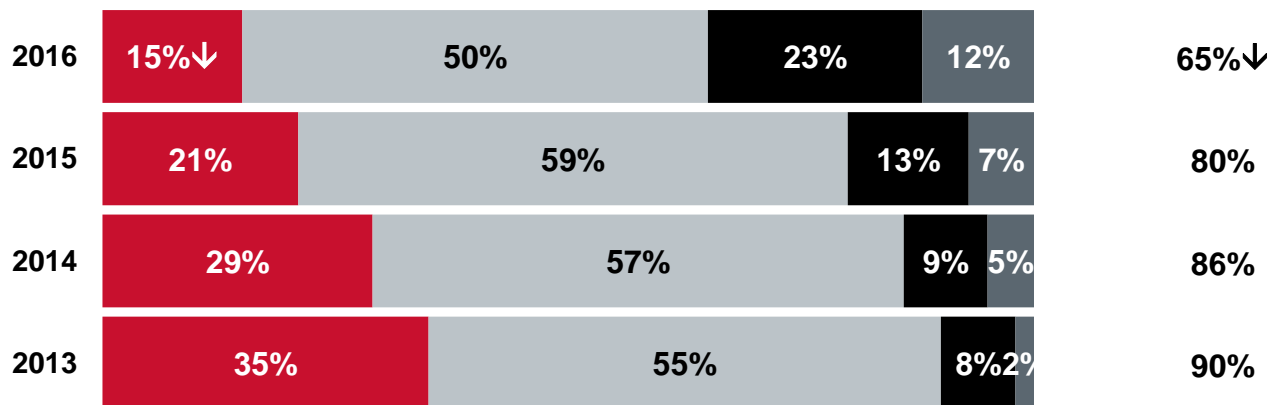
% Agree

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

Calgary is a great place to make a life



Calgary is a great place to make a living



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

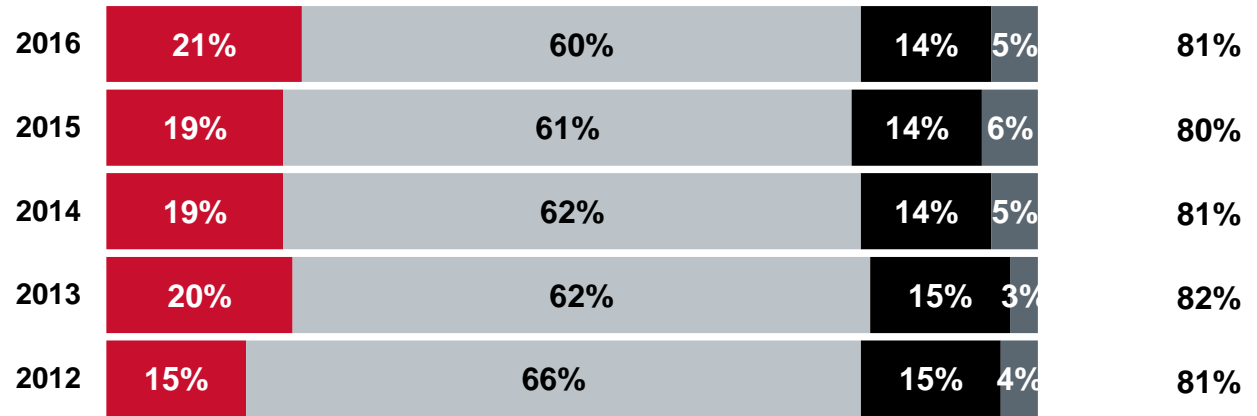
Base: Valid respondents (Bases vary)

Sustainability: Inclusivity and Direction for the Future

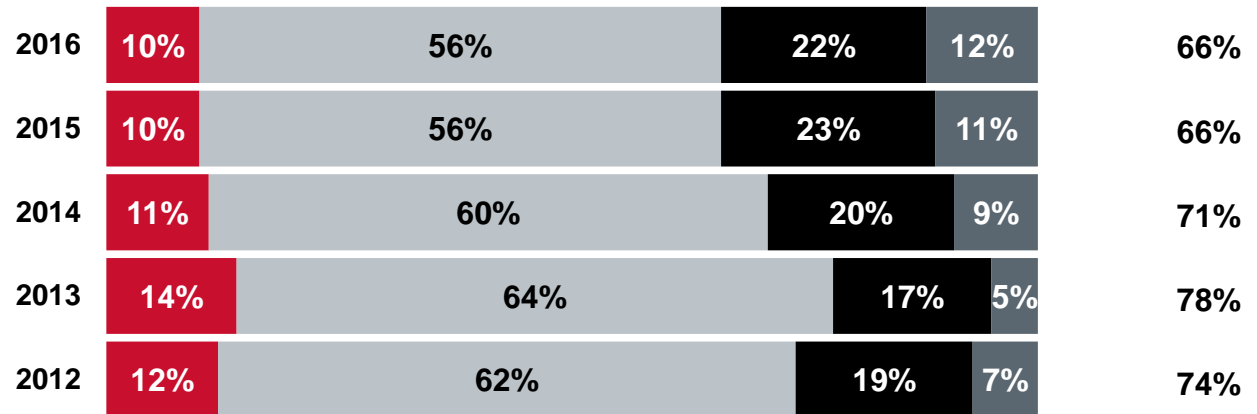
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

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



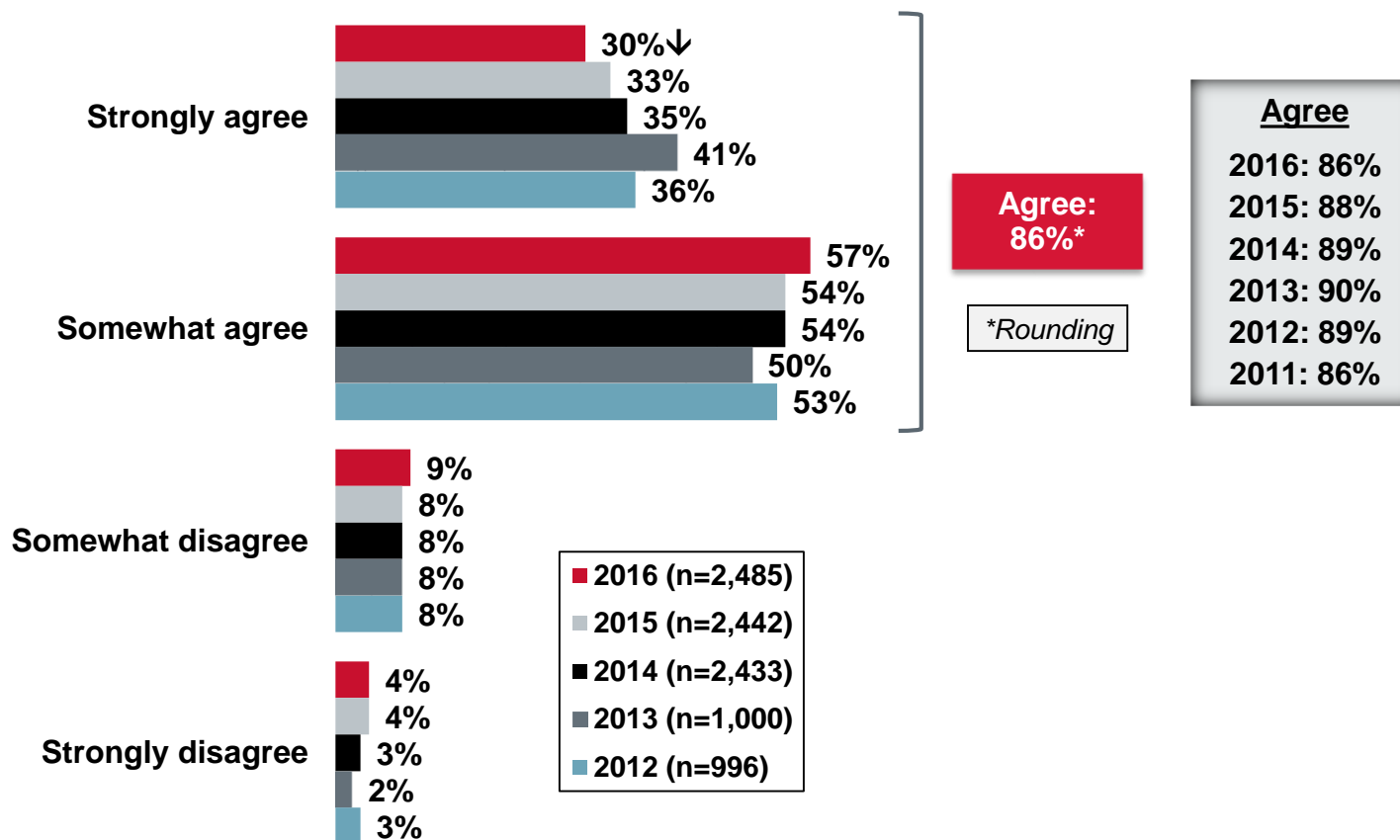
Calgary is moving in the right direction to ensure a high quality of life for future generations



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)

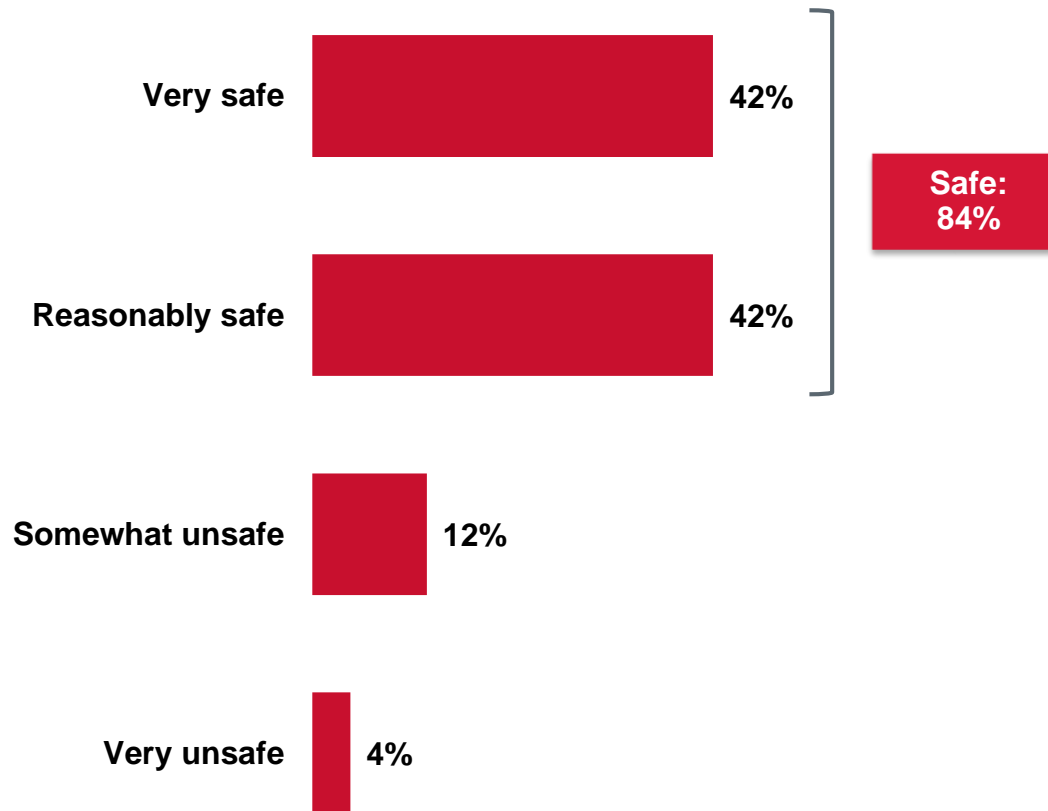
Calgary: On the Right Track to Being a Better City?



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

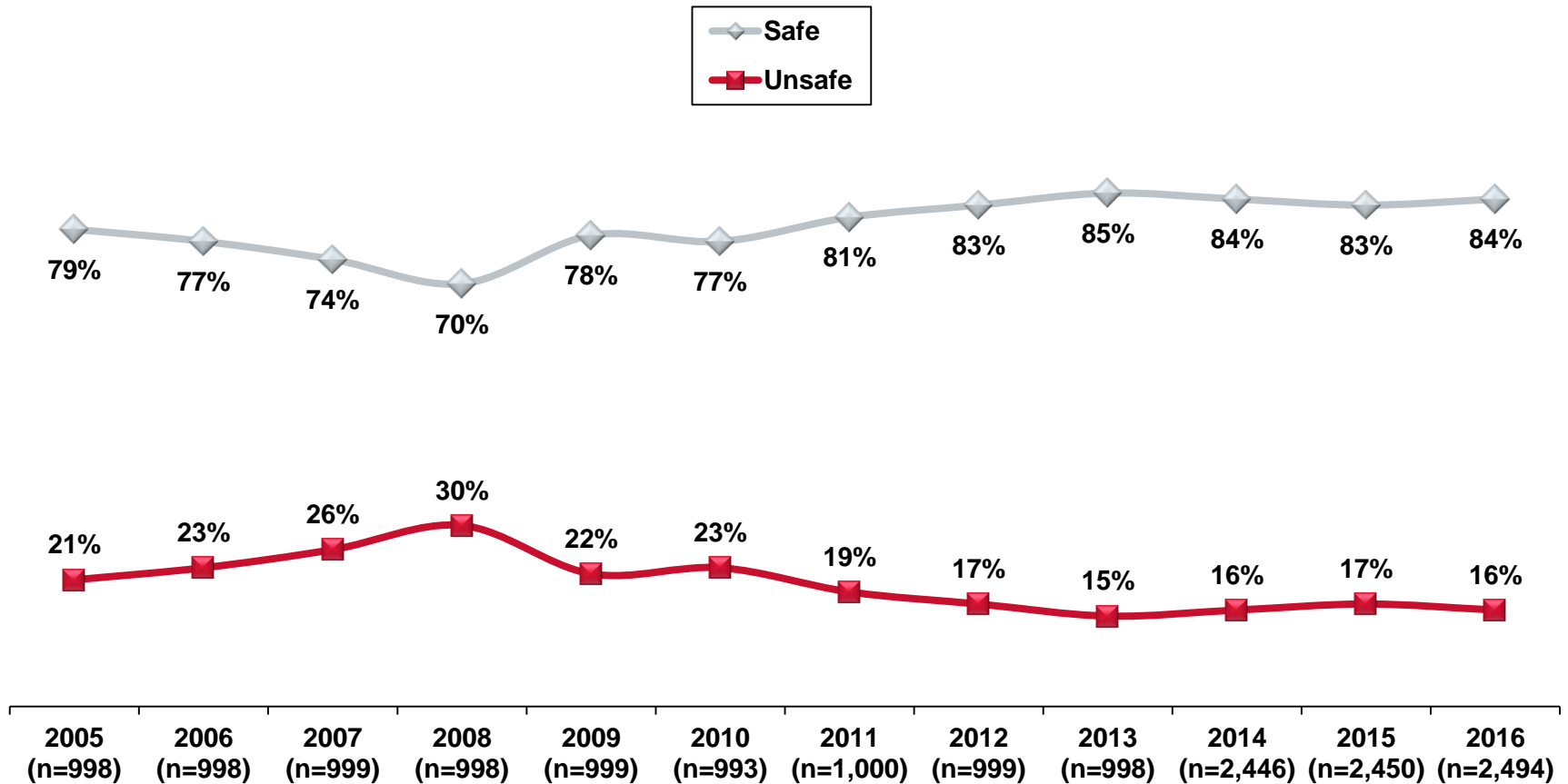
Perceived Safety in Own Neighbourhood



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

Base: Valid respondents (n=2,494)

Tracking Perceived Safety in Own Neighbourhood



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

Base: Valid respondents



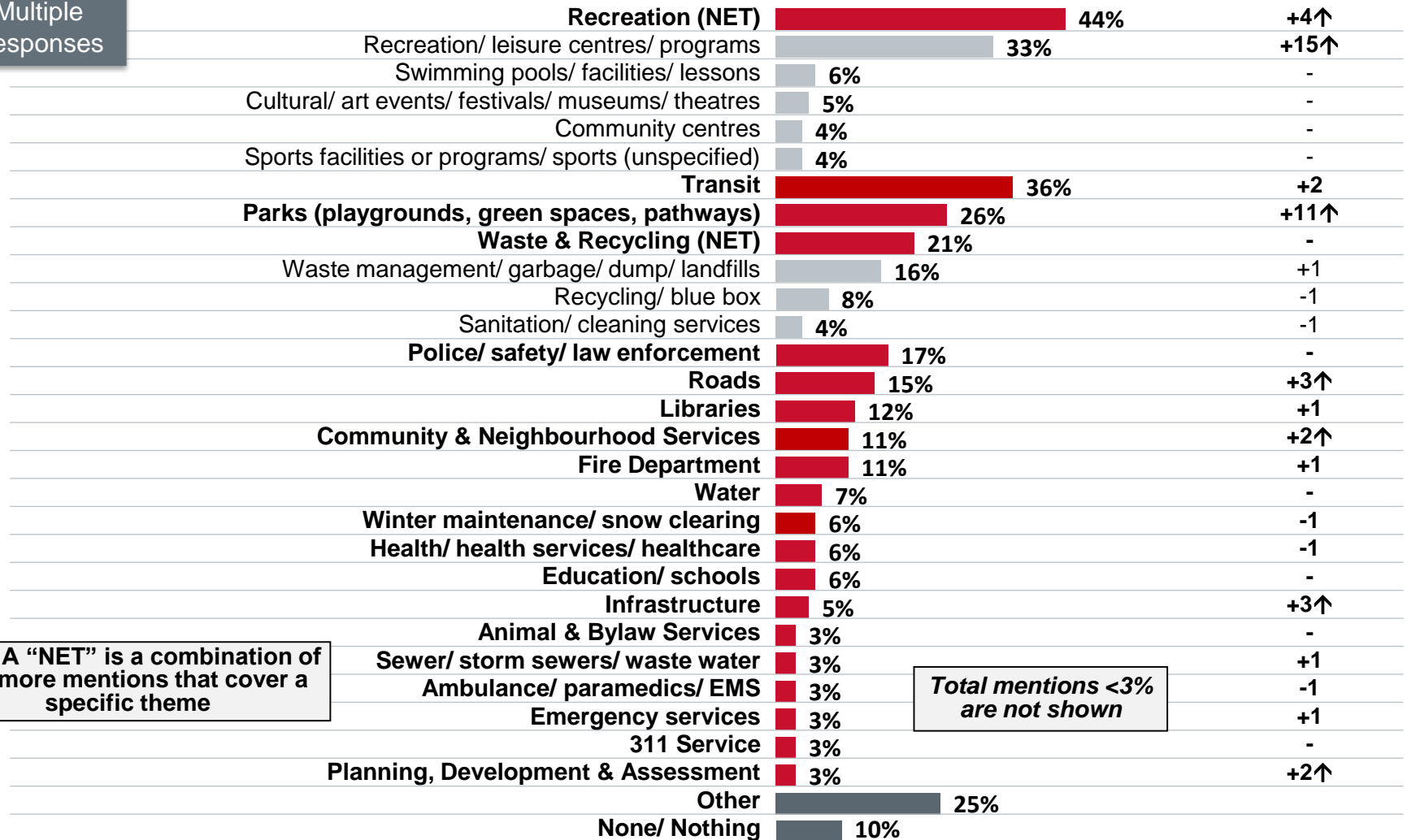
City Programs and Services



Top-of-Mind Programs and Services

Change
2015 – 2016

Multiple
Responses



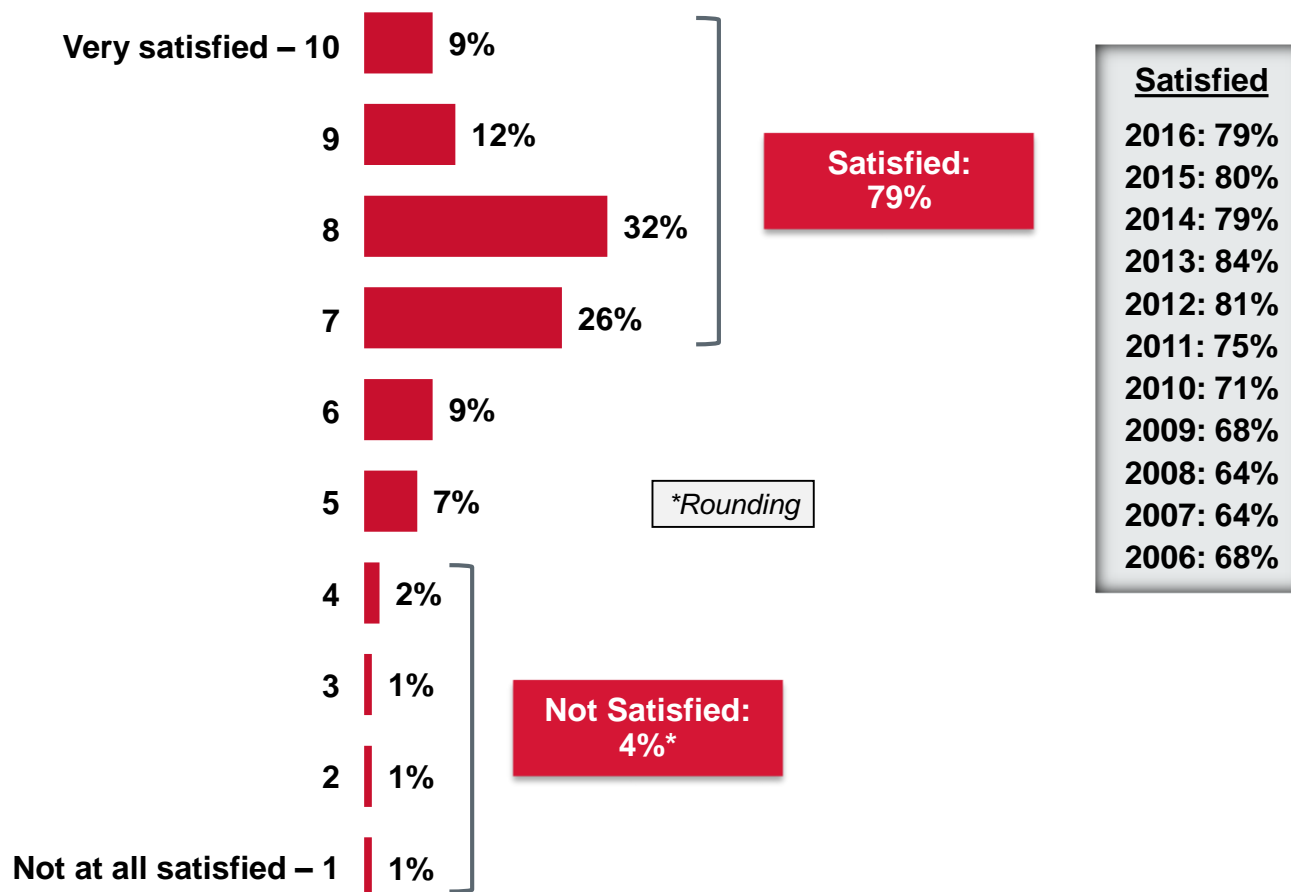
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Total mentions <3% are not shown

Thinking about all of the services and programs provided by The City of Calgary, what services come to mind?

Base: Valid respondents (n=2,381)

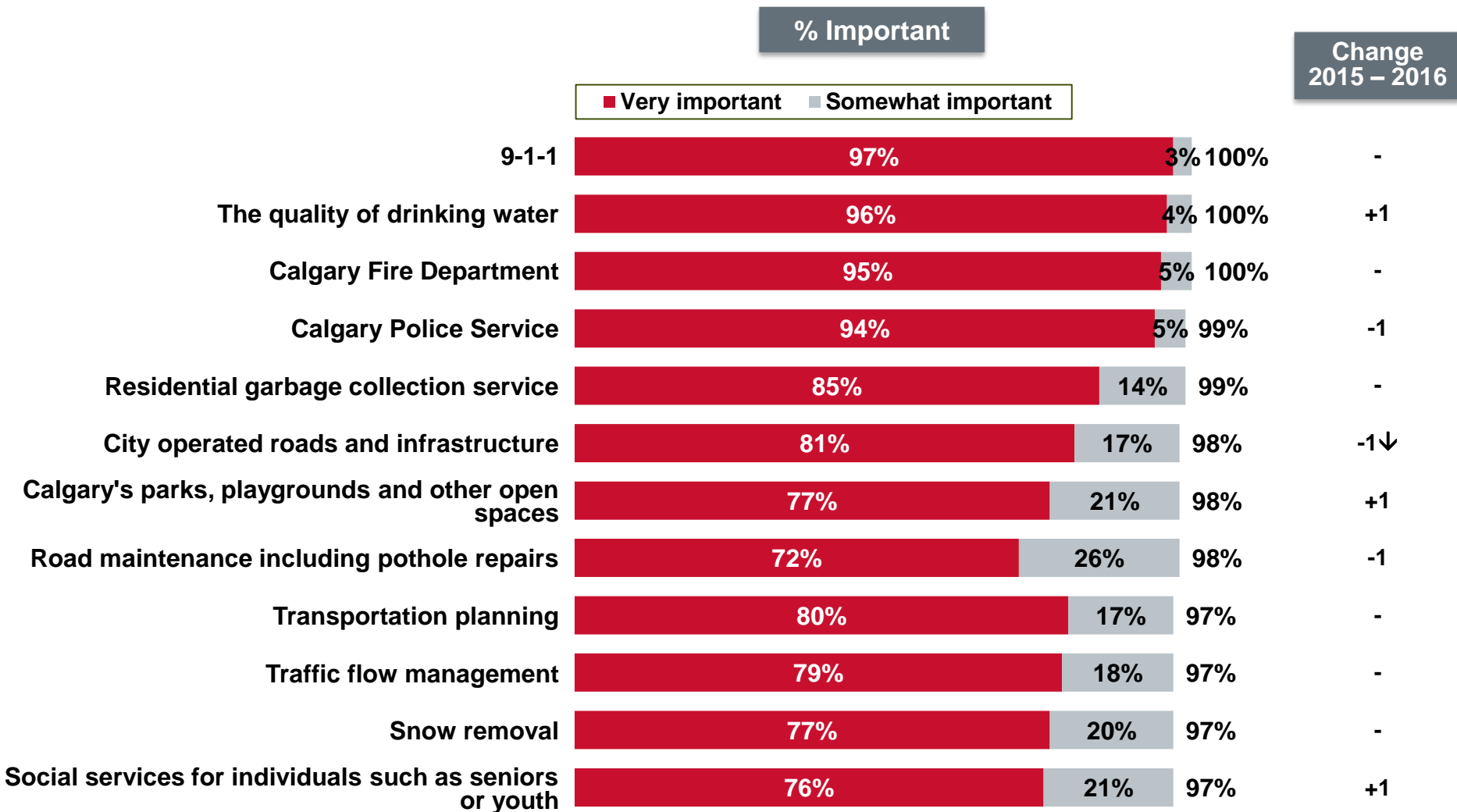
Overall Satisfaction with the Level and Quality of City Services and Programs



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 (n=2,479)

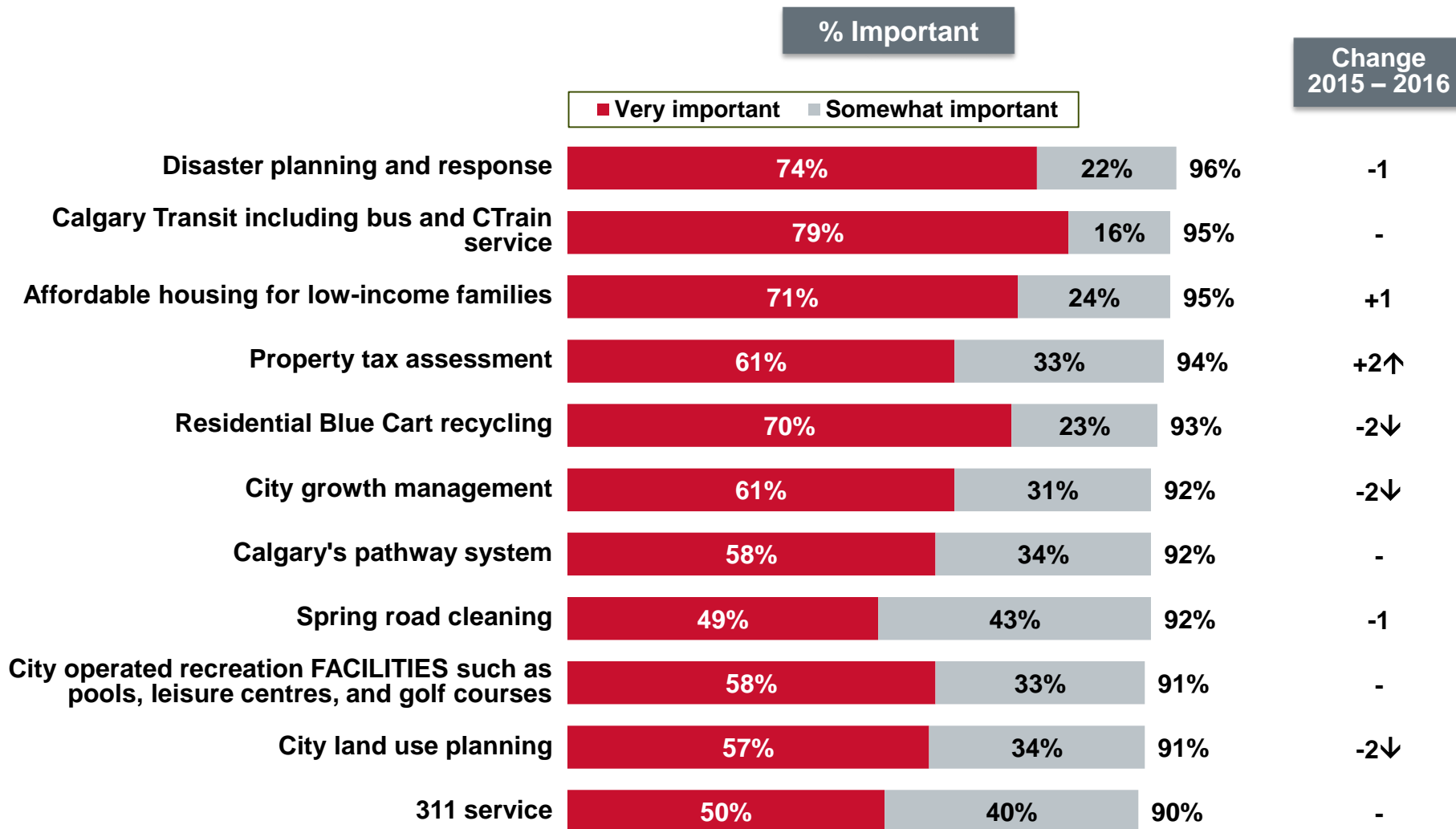
Importance of City Programs and Services



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.

Base: Valid respondents (Bases vary)

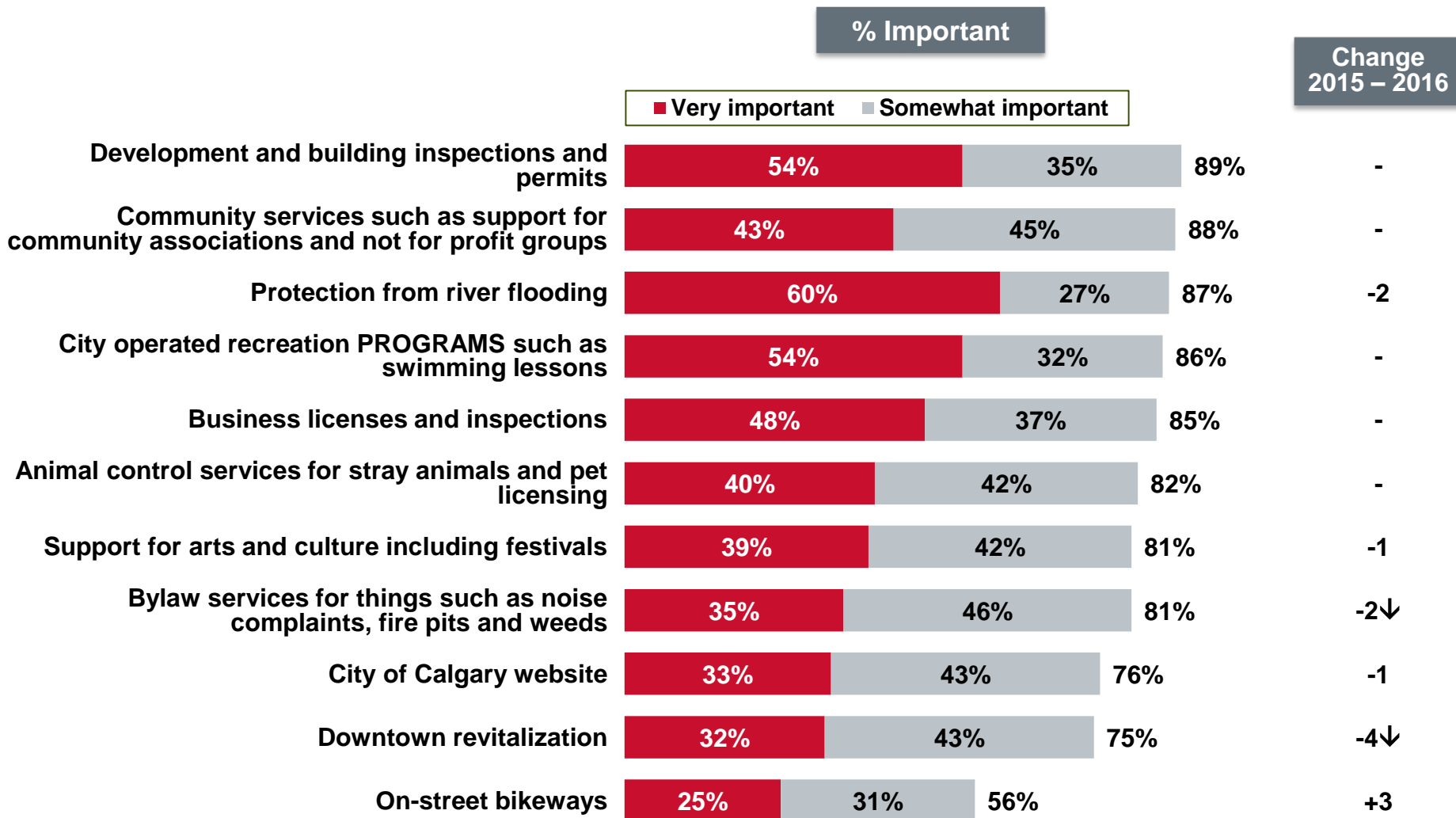
Importance of City Programs and Services (continued)



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

Base: Valid respondents (Bases vary)

Importance of City Programs and Services (continued)



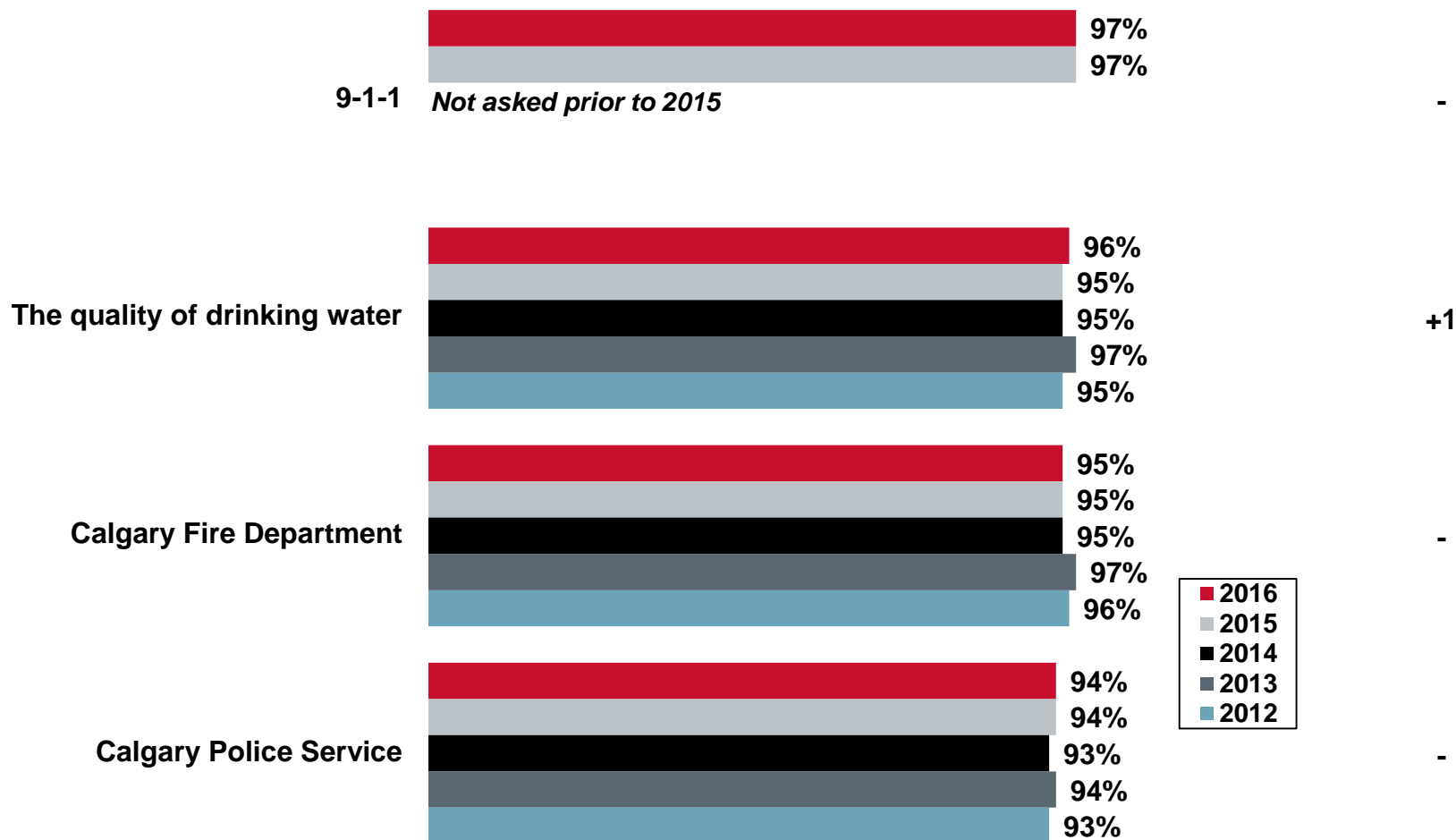
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Tracking Importance of City Programs and Services

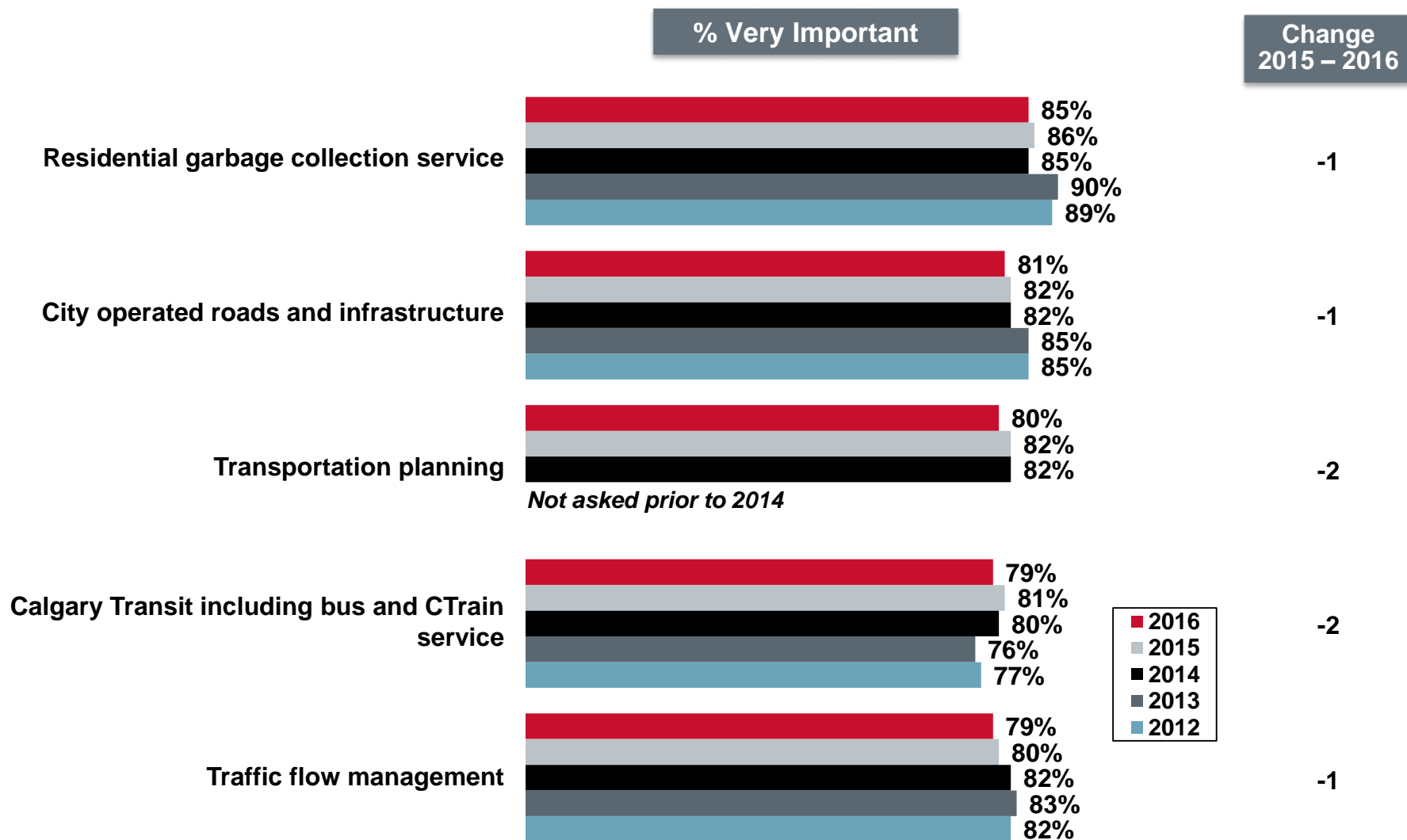
% Very Important

Change
2015 – 2016



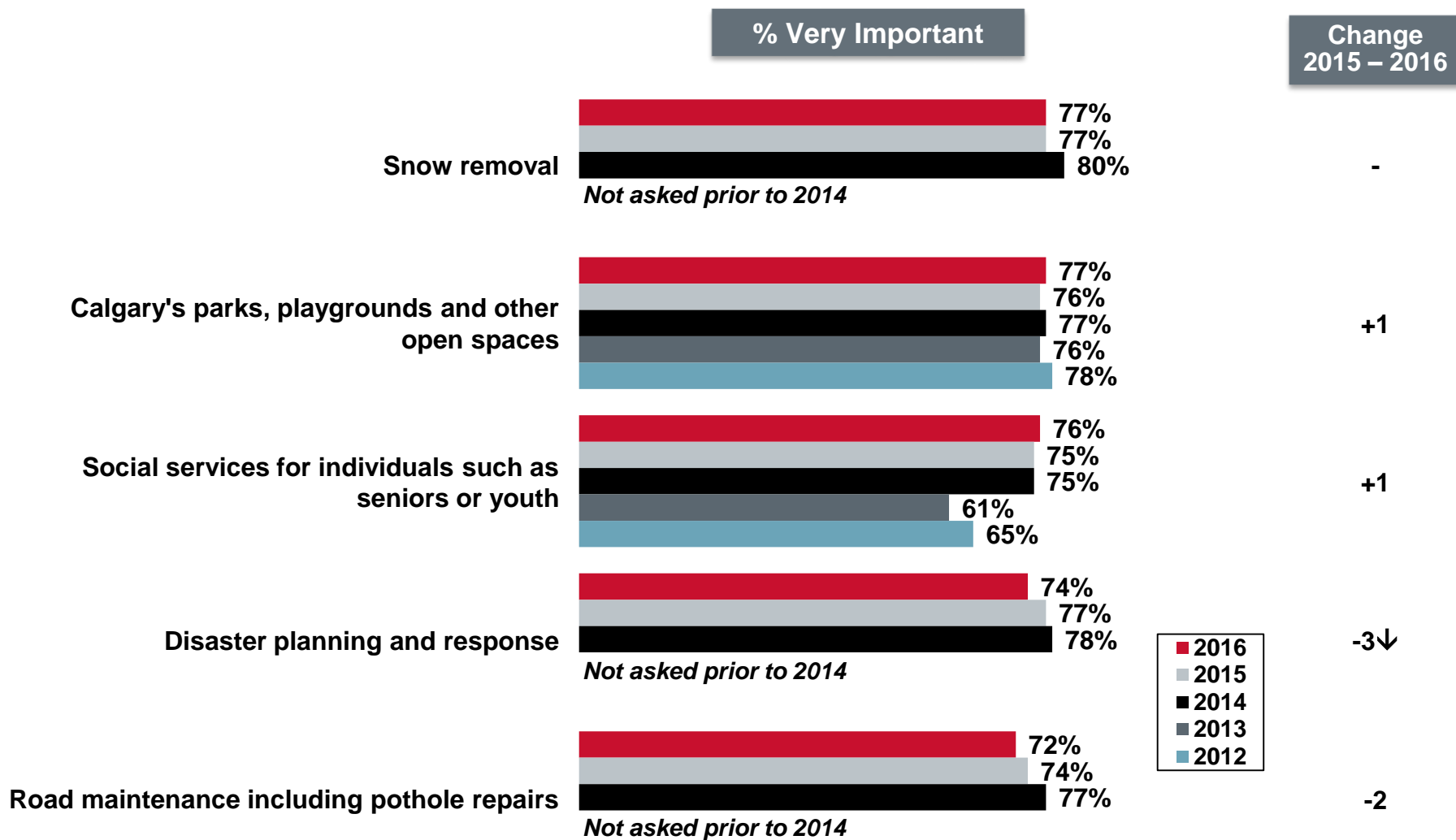
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)

Tracking Importance of City Programs and Services (continued)



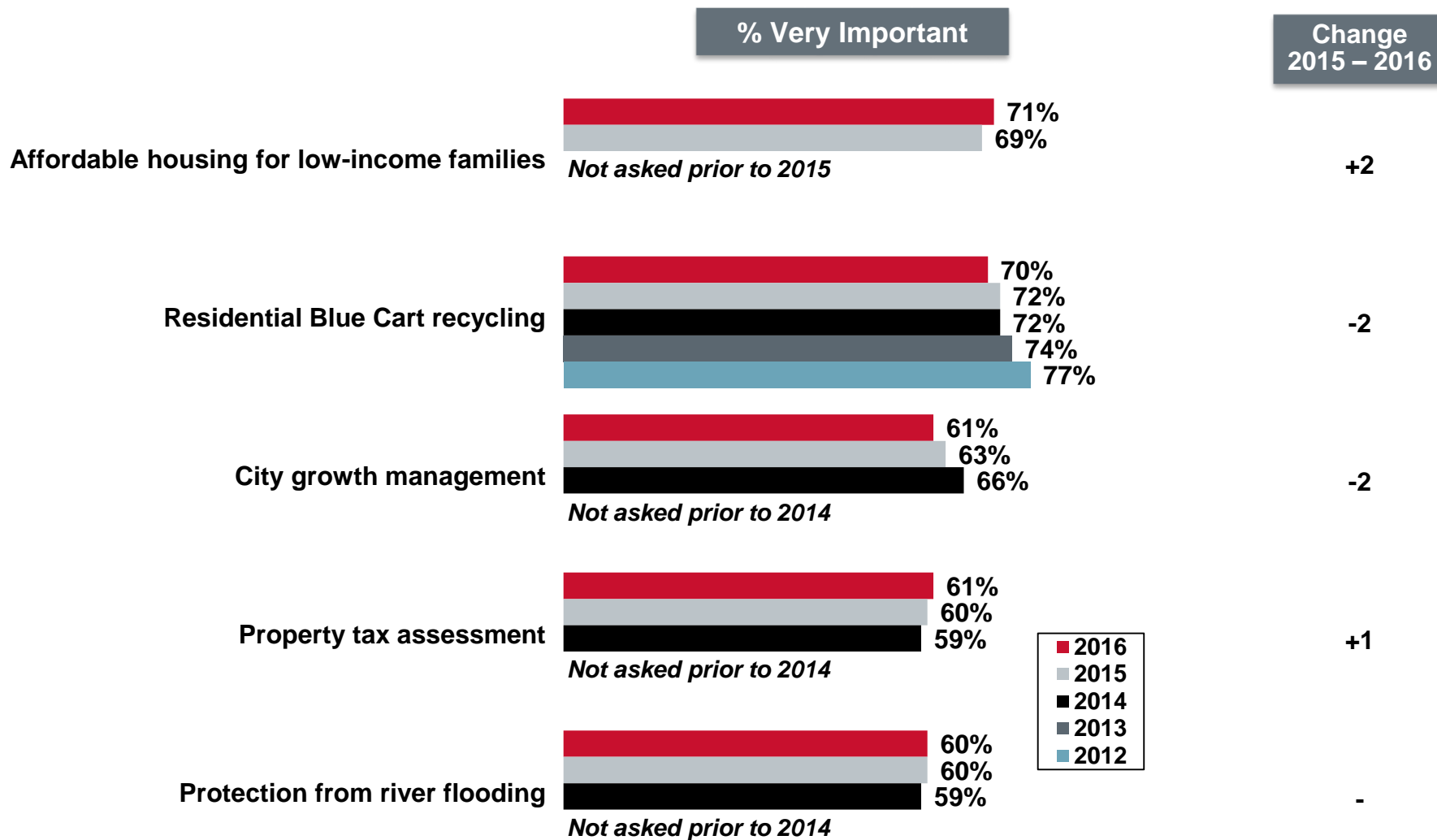
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
 Base: Valid respondents (Bases vary)

Tracking Importance of City Programs and Services (continued)



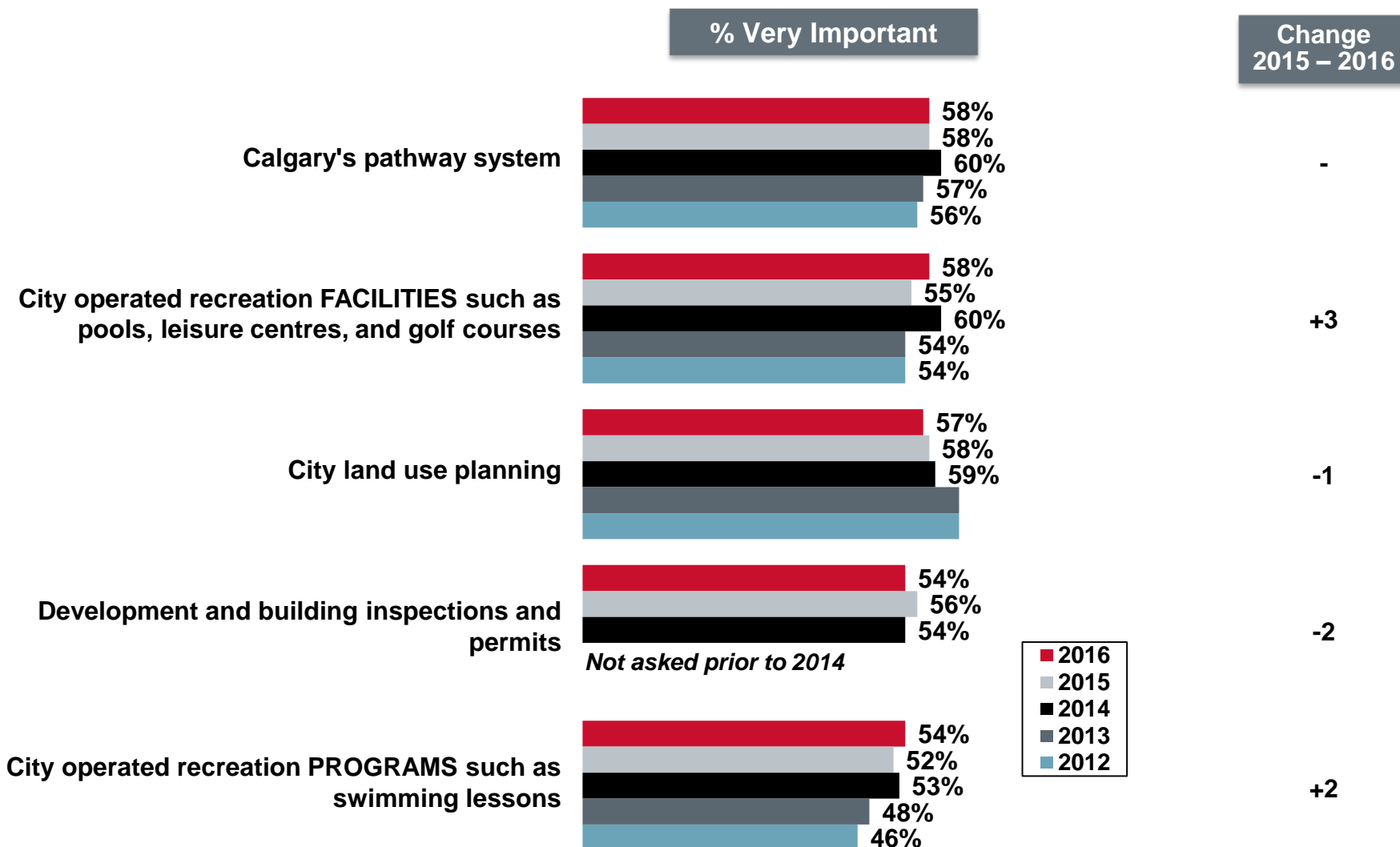
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)

Tracking Importance of City Programs and Services (continued)



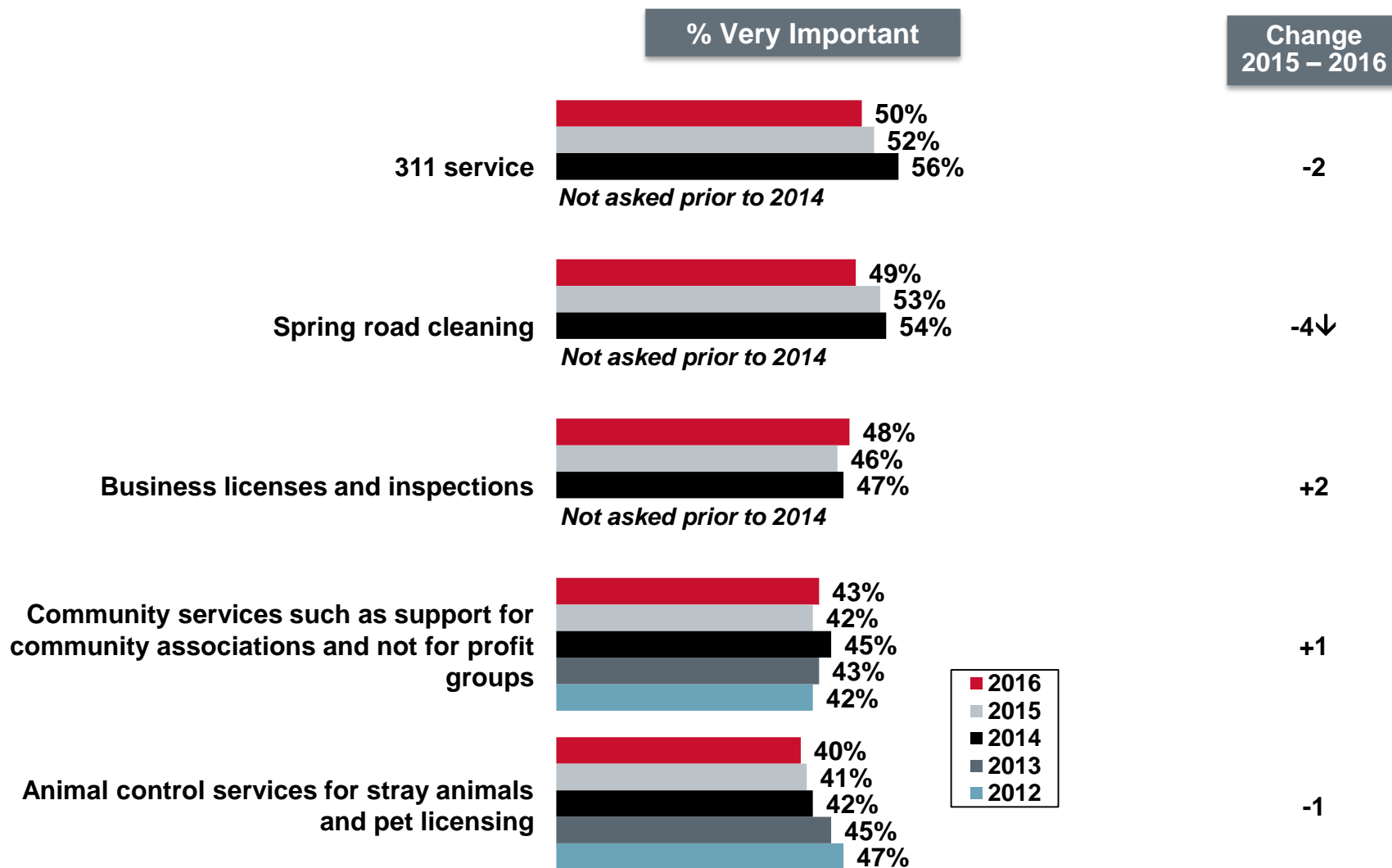
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
 Base: Valid respondents (Bases vary)

Tracking Importance of City Programs and Services (continued)



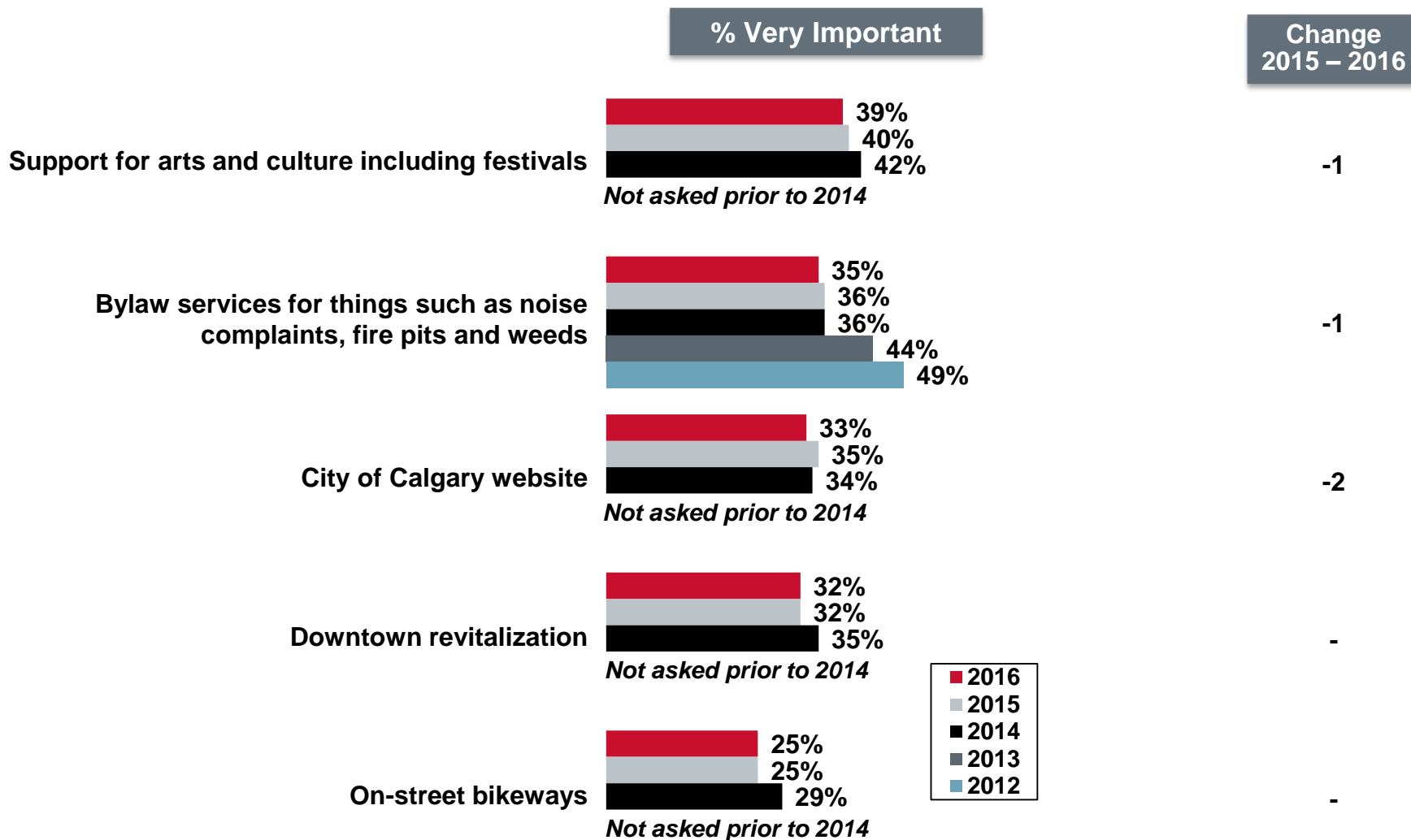
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
 Base: Valid respondents (Bases vary)

Tracking Importance of City Programs and Services (continued)



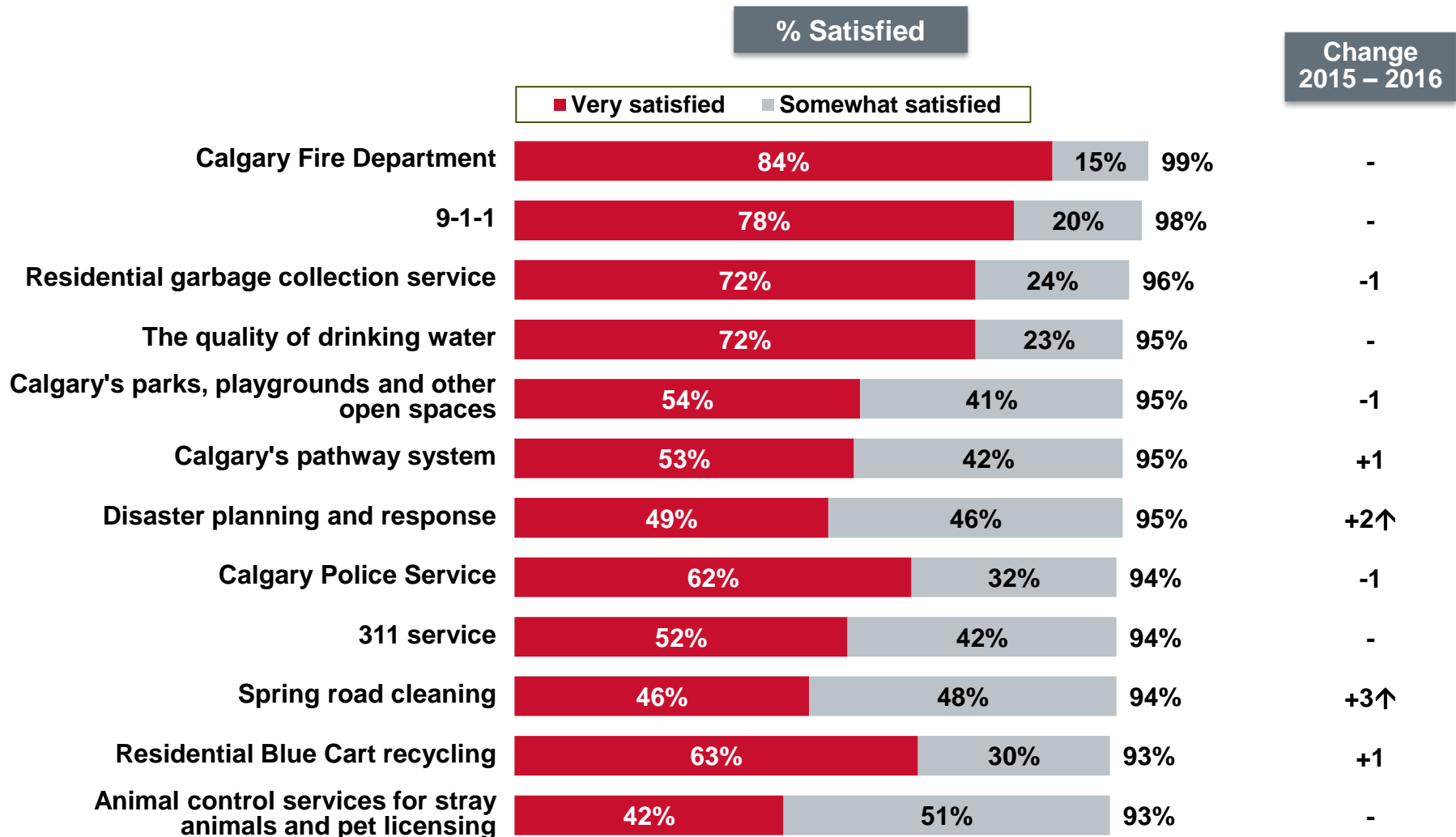
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
 Base: Valid respondents (Bases vary)

Tracking Importance of City Programs and Services (continued)



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
 Base: Valid respondents (Bases vary)

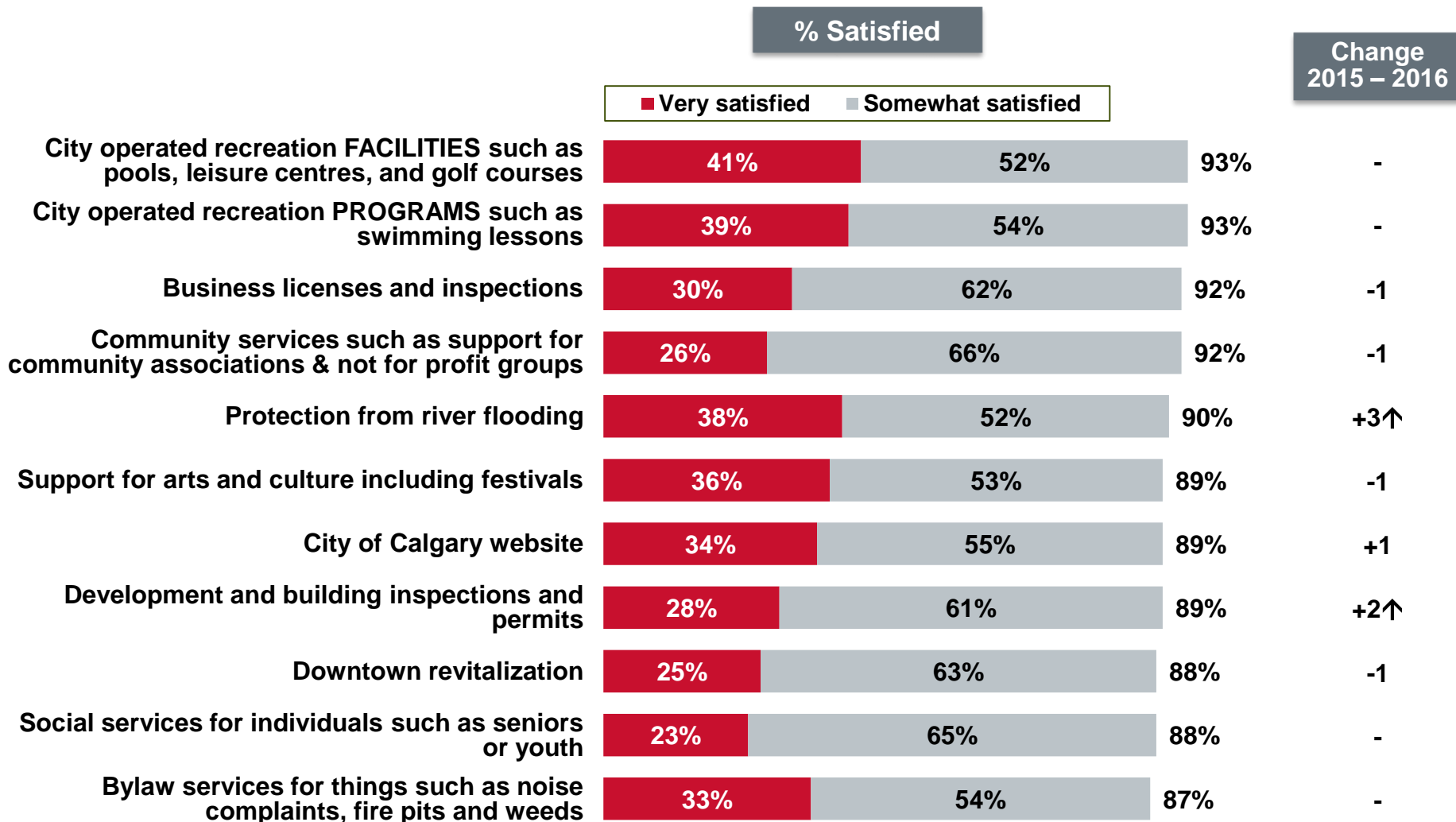
Satisfaction with City Programs and Services



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

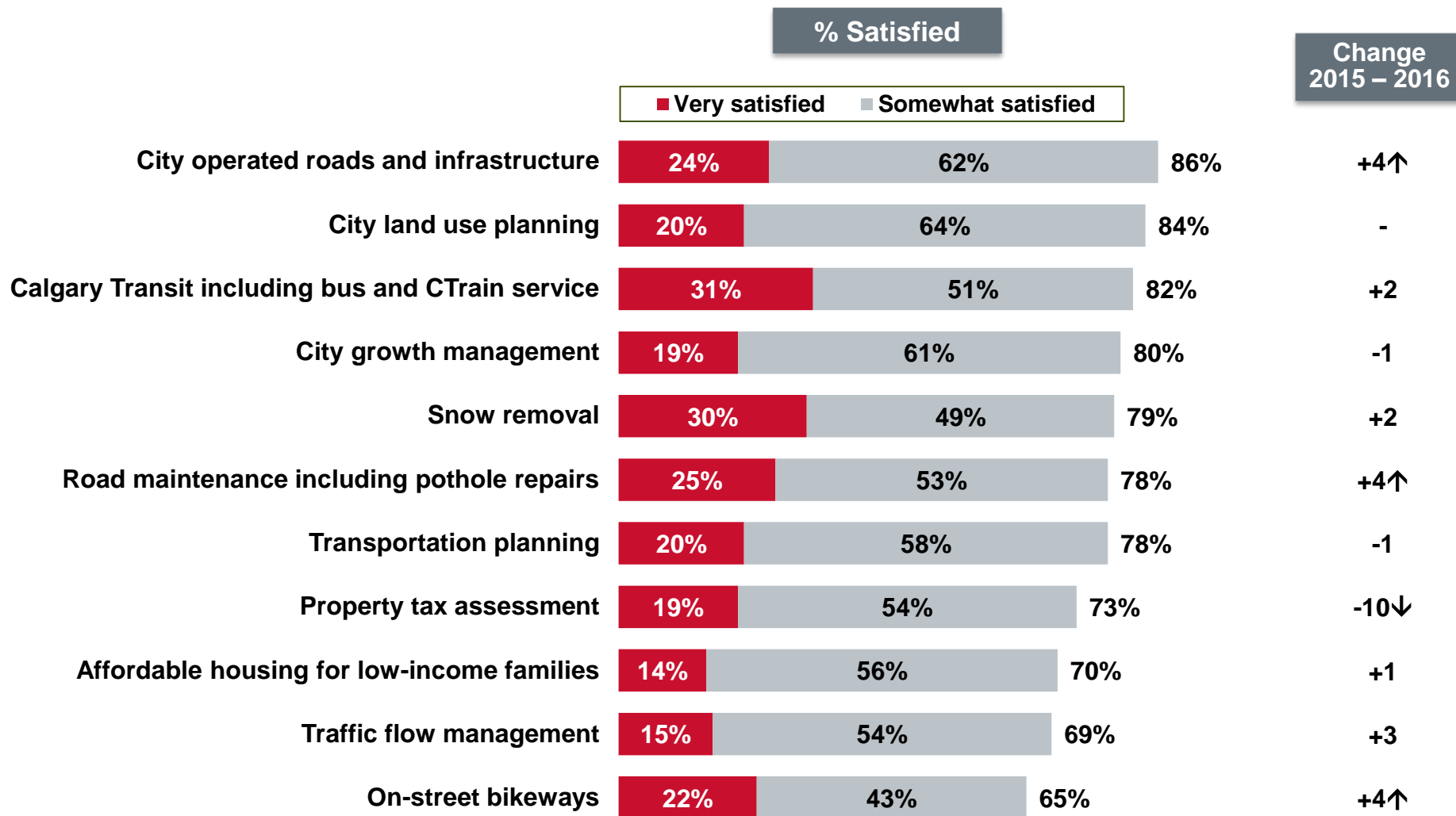
Satisfaction with City Programs and Services

(continued)



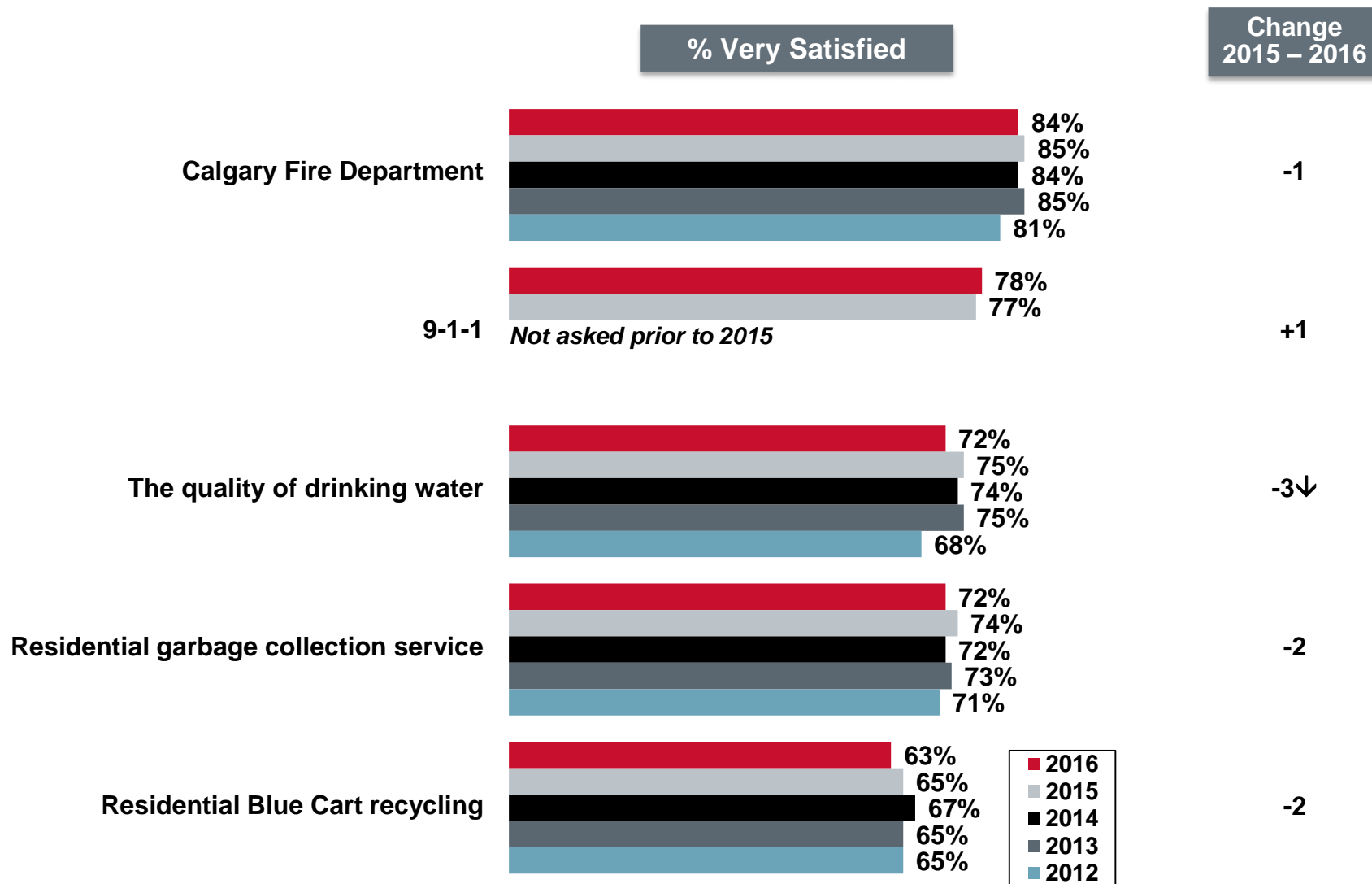
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.*
Base: Valid respondents (Bases vary)

Satisfaction with City Programs and Services (continued)



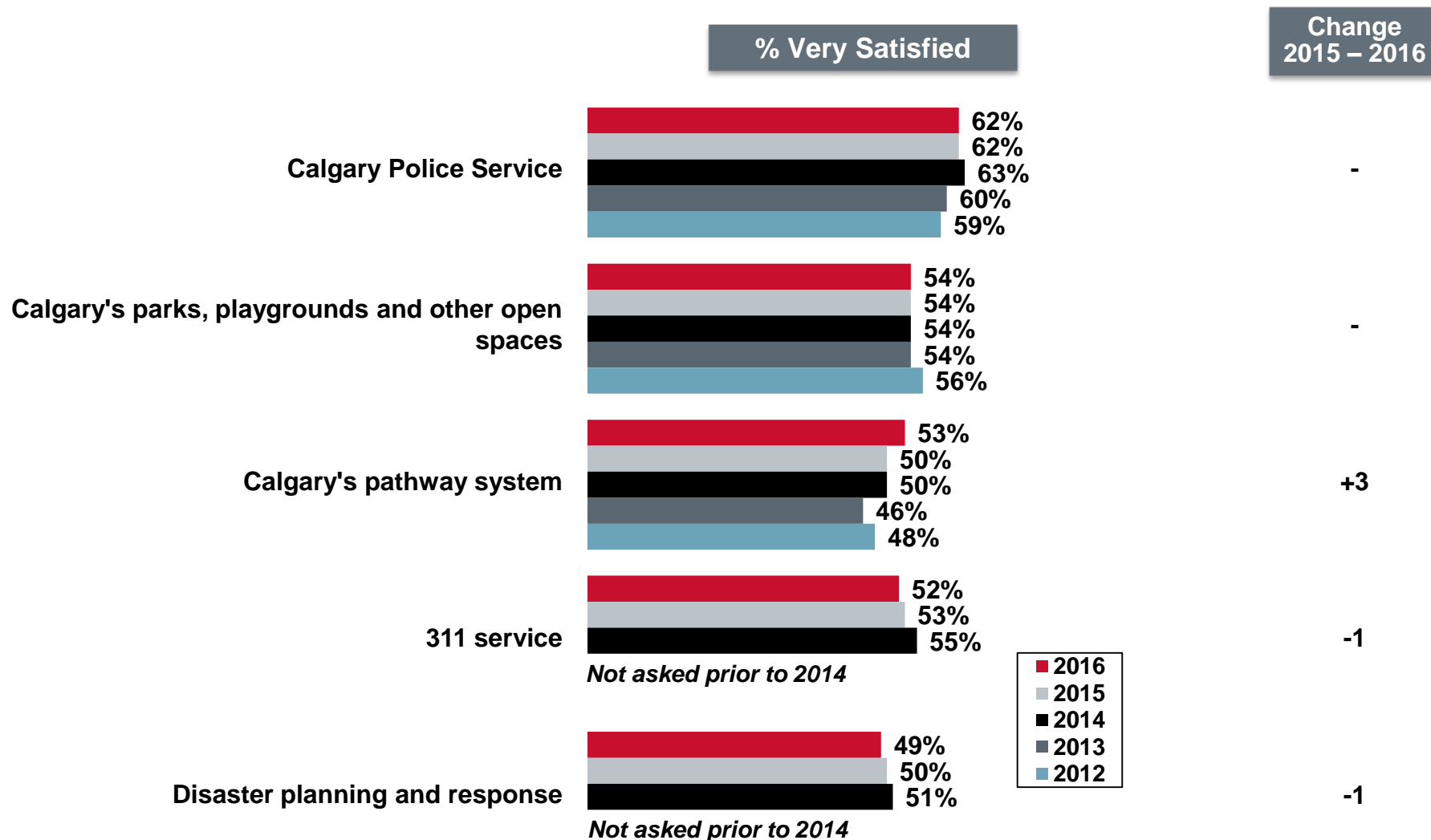
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.*
Base: Valid respondents (Bases vary)

Tracking 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)

Tracking Satisfaction with City Programs and Services (continued)

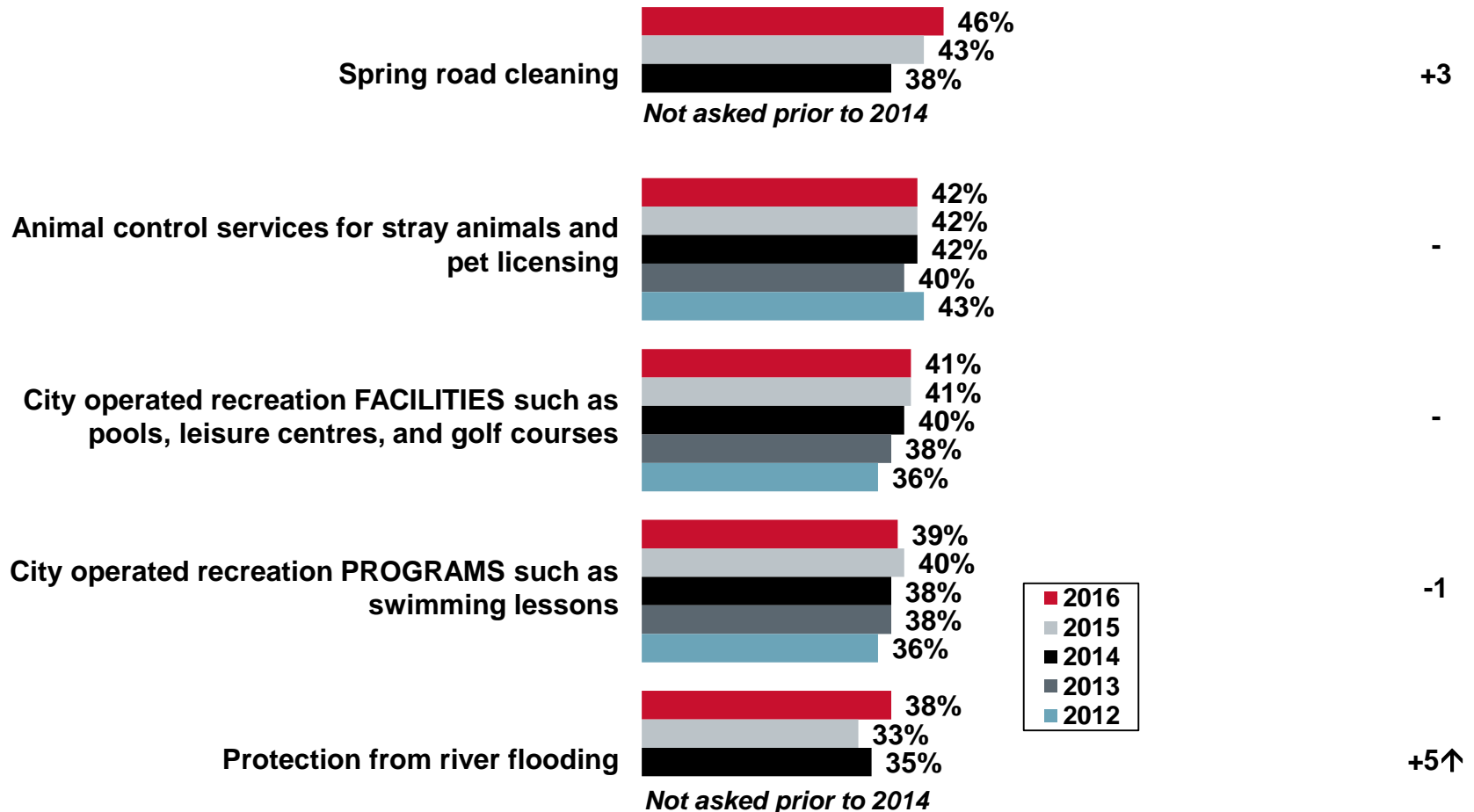


*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.*
Base: Valid respondents (Bases vary)

Tracking Satisfaction with City Programs and Services (continued)

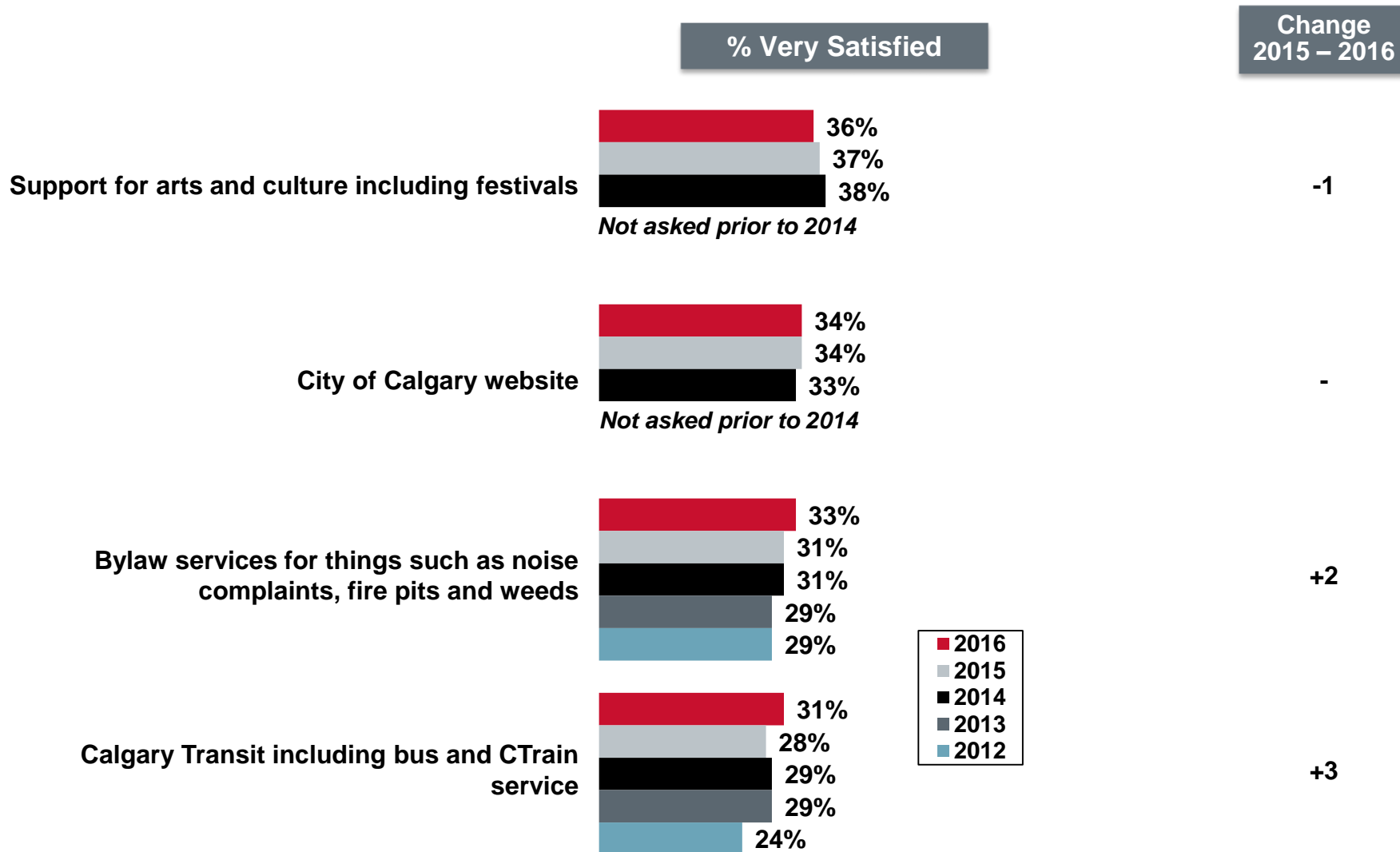
% Very Satisfied

Change
2015 – 2016



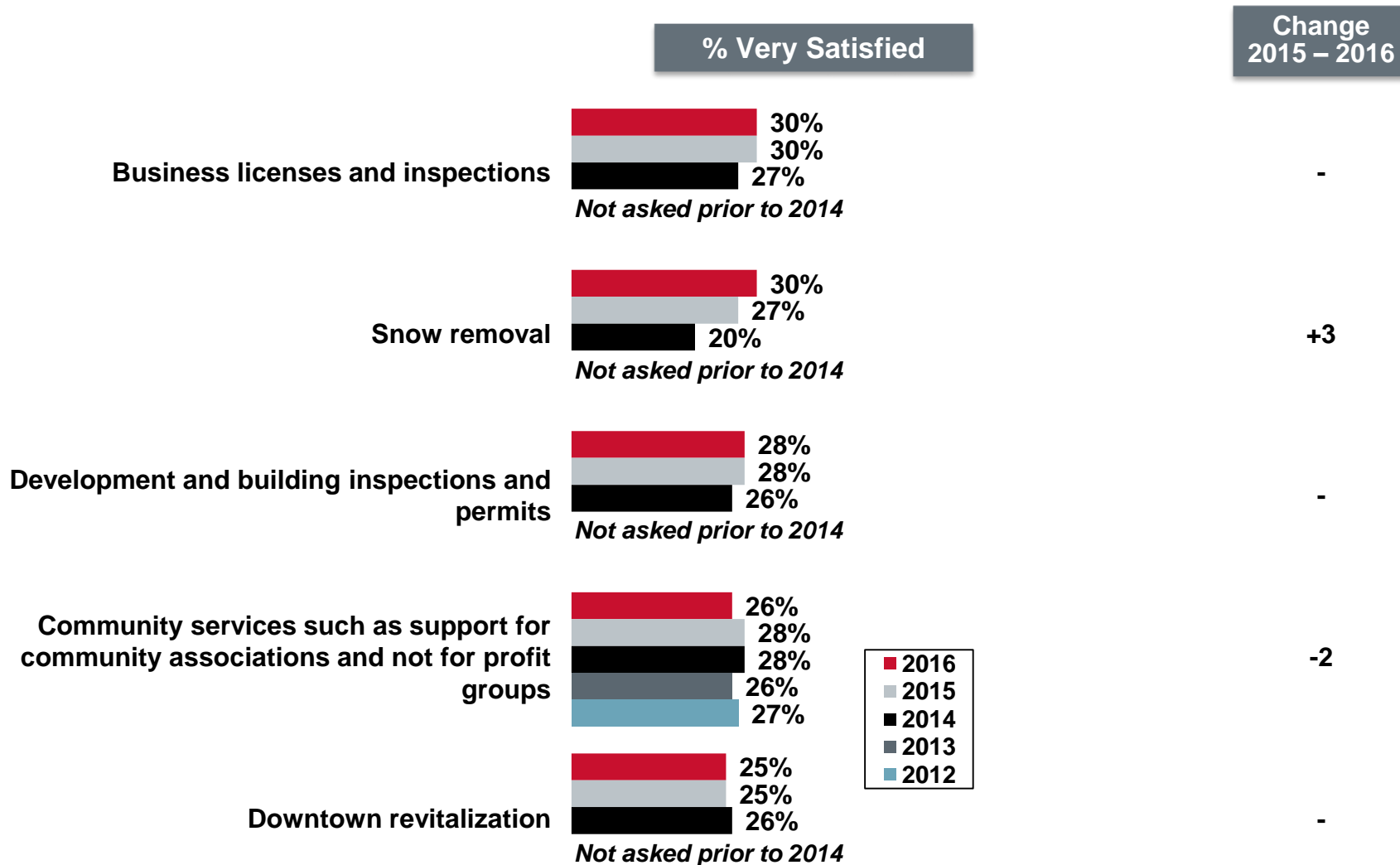
I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

Tracking 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)

Tracking Satisfaction with City Programs and Services (continued)



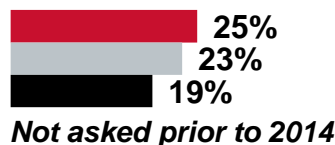
I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

Tracking Satisfaction with City Programs and Services (continued)

% Very Satisfied

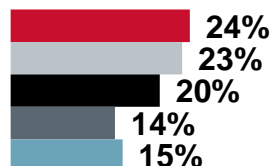
Change
2015 – 2016

Road maintenance including pothole repairs



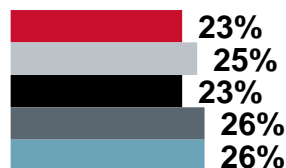
+2

City operated roads and infrastructure



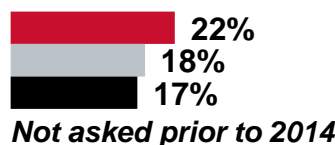
+1

Social services for individuals such as seniors or youth



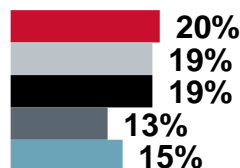
-2

On-street bikeways

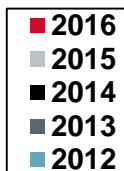


+4↑

City land use planning

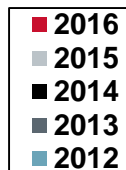
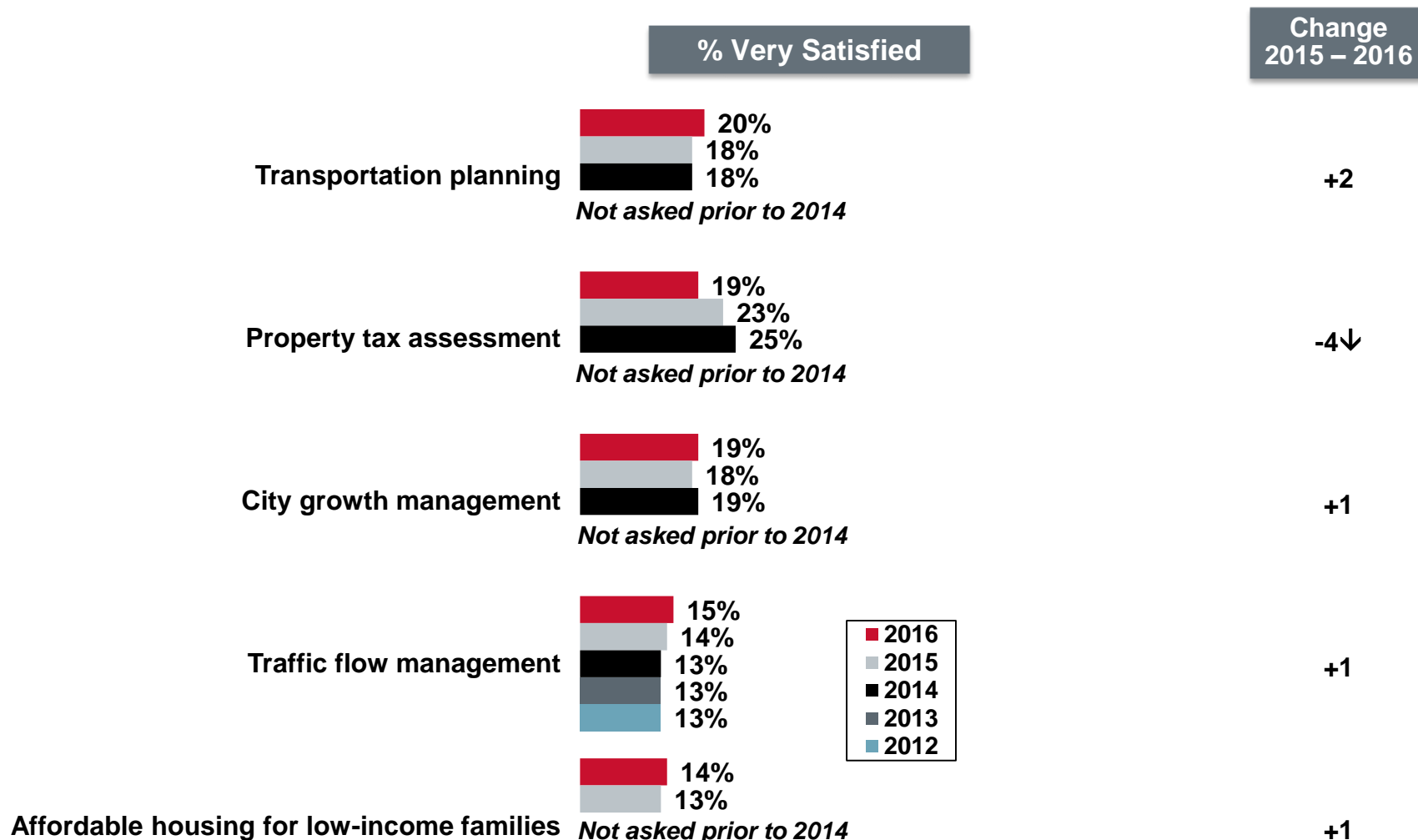


+1



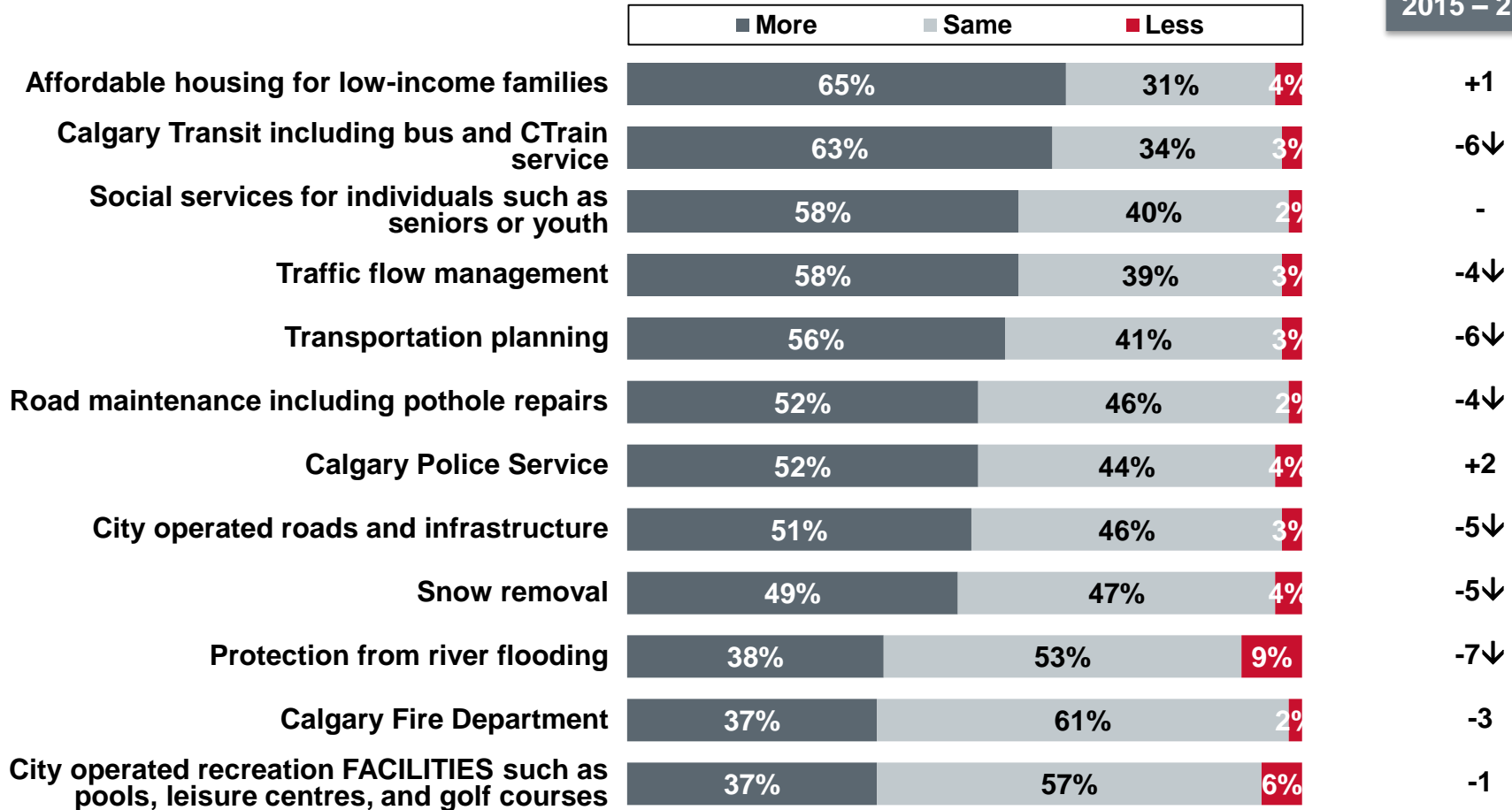
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

Tracking 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)*

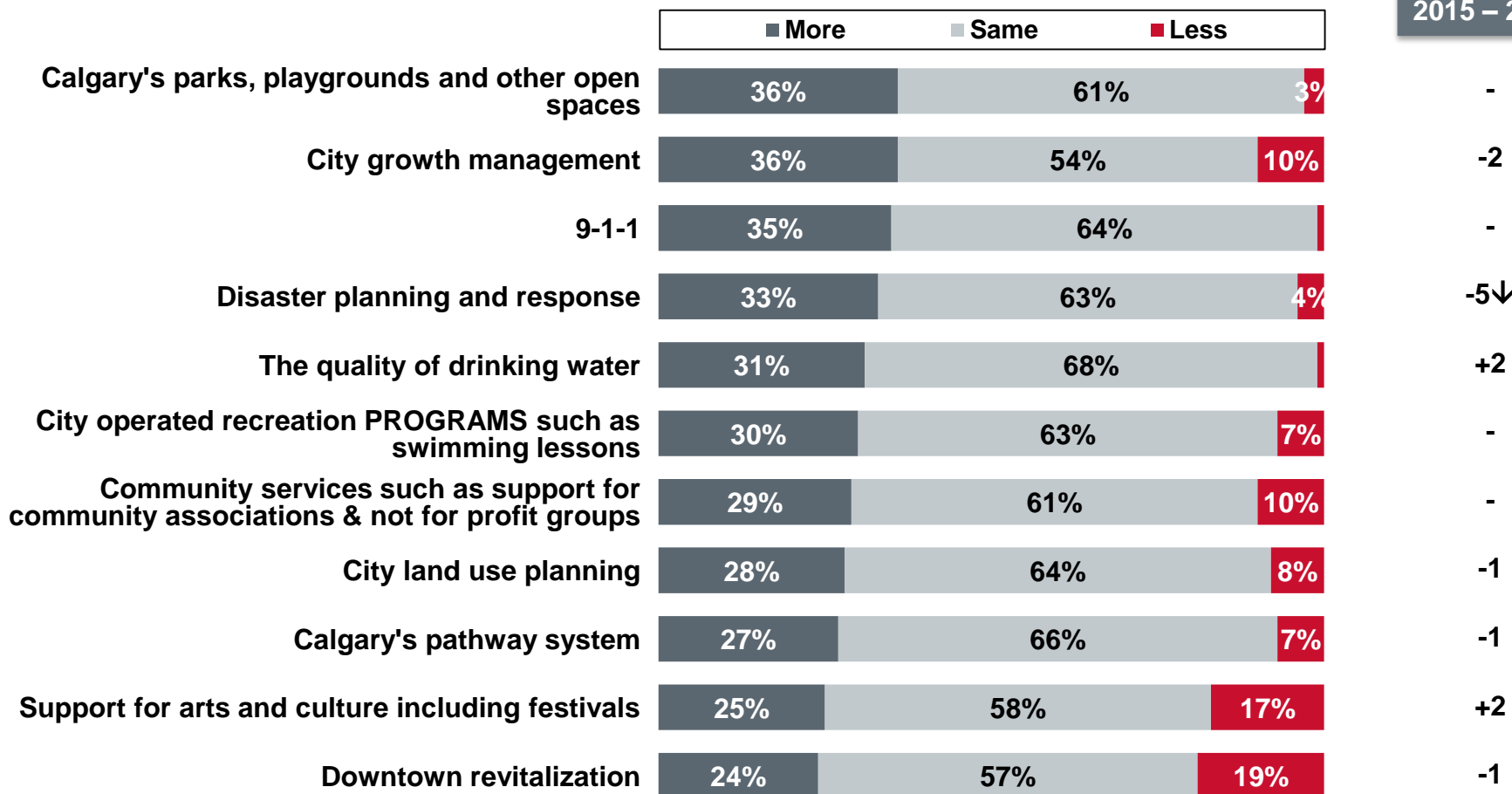
Investment in City Programs and Services

Invest More
**Change
2015 – 2016**


*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

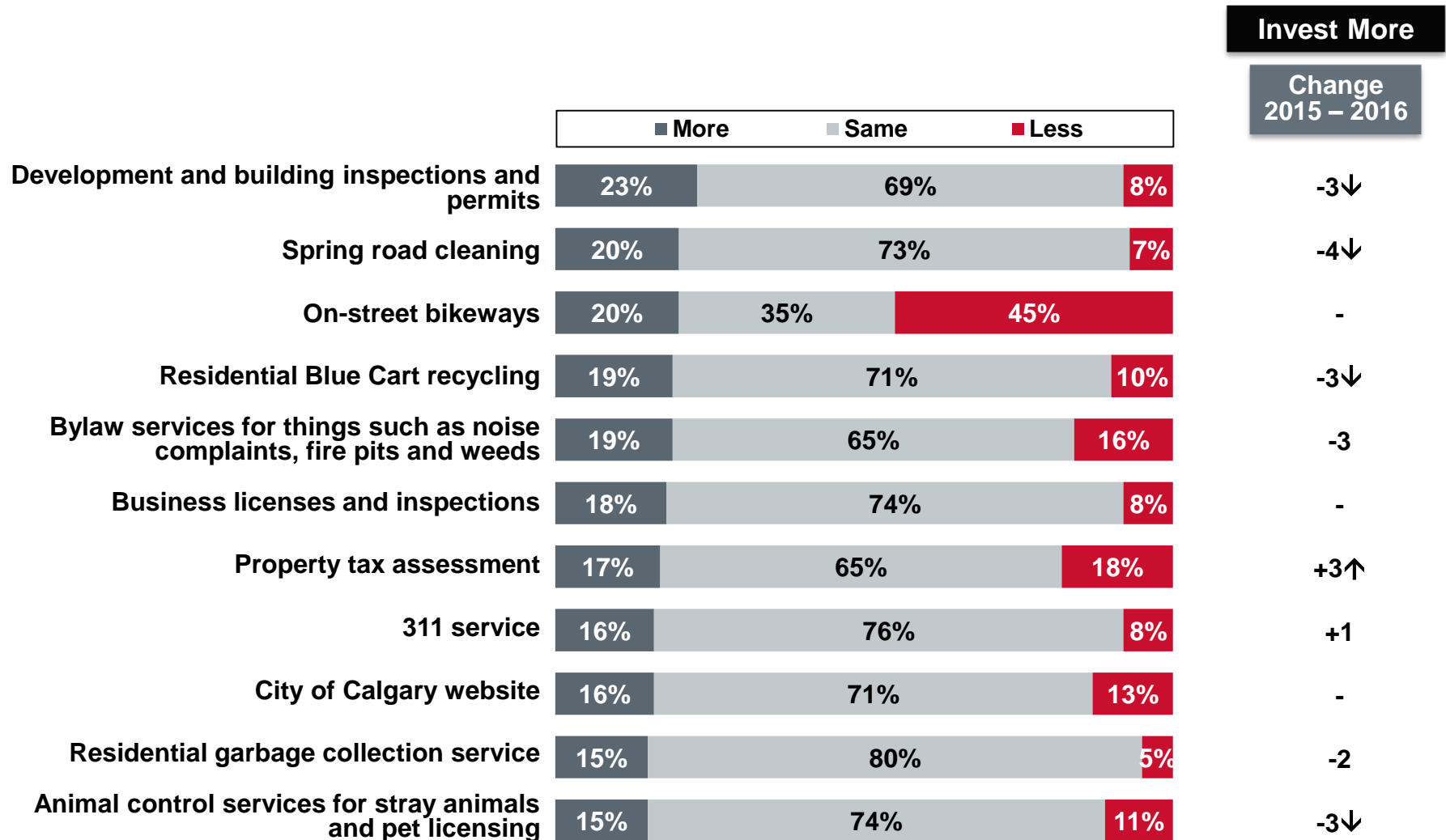
(continued)

Invest More
**Change
2015 – 2016**


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

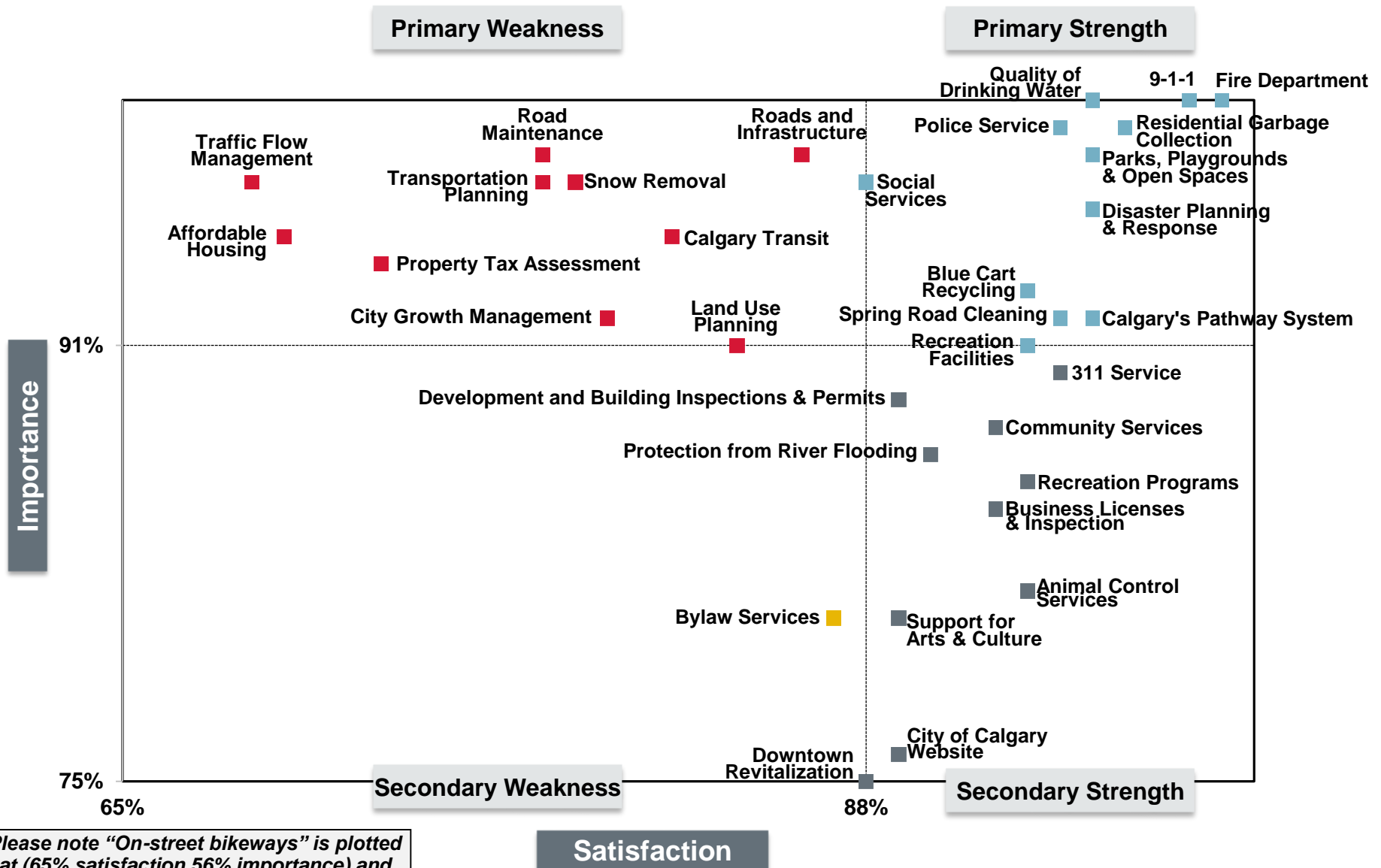
Investment in City Programs and Services

(continued)



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

Importance vs. Satisfaction Grid

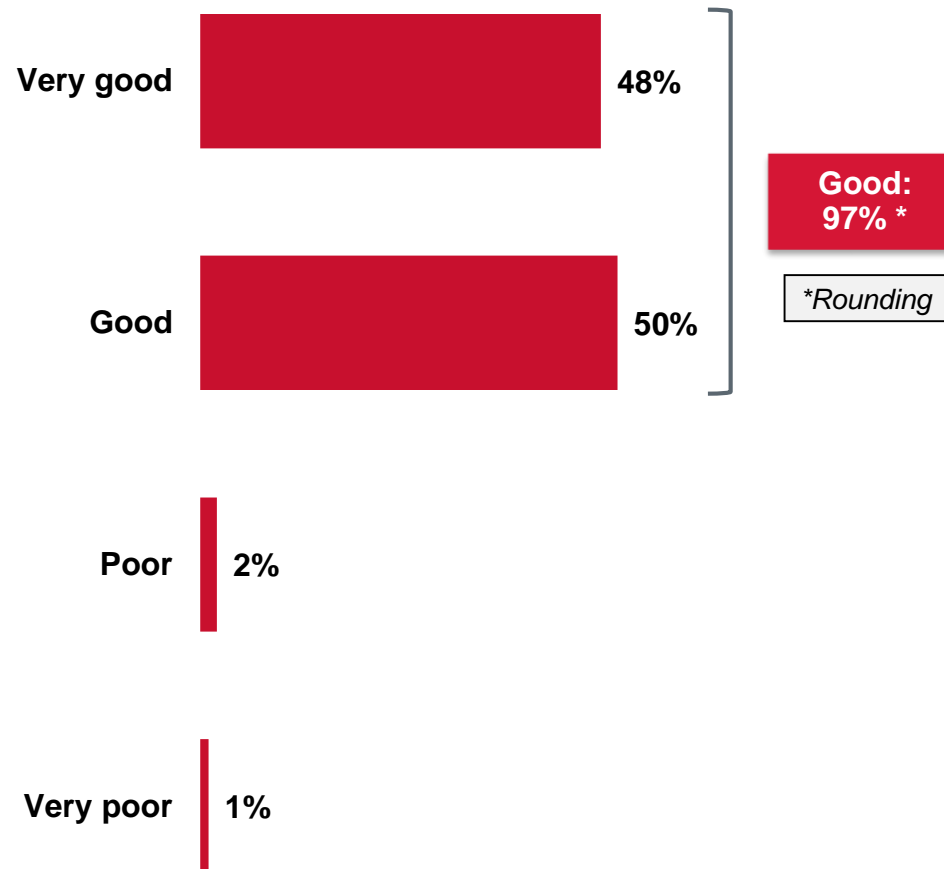




Environmental Performance

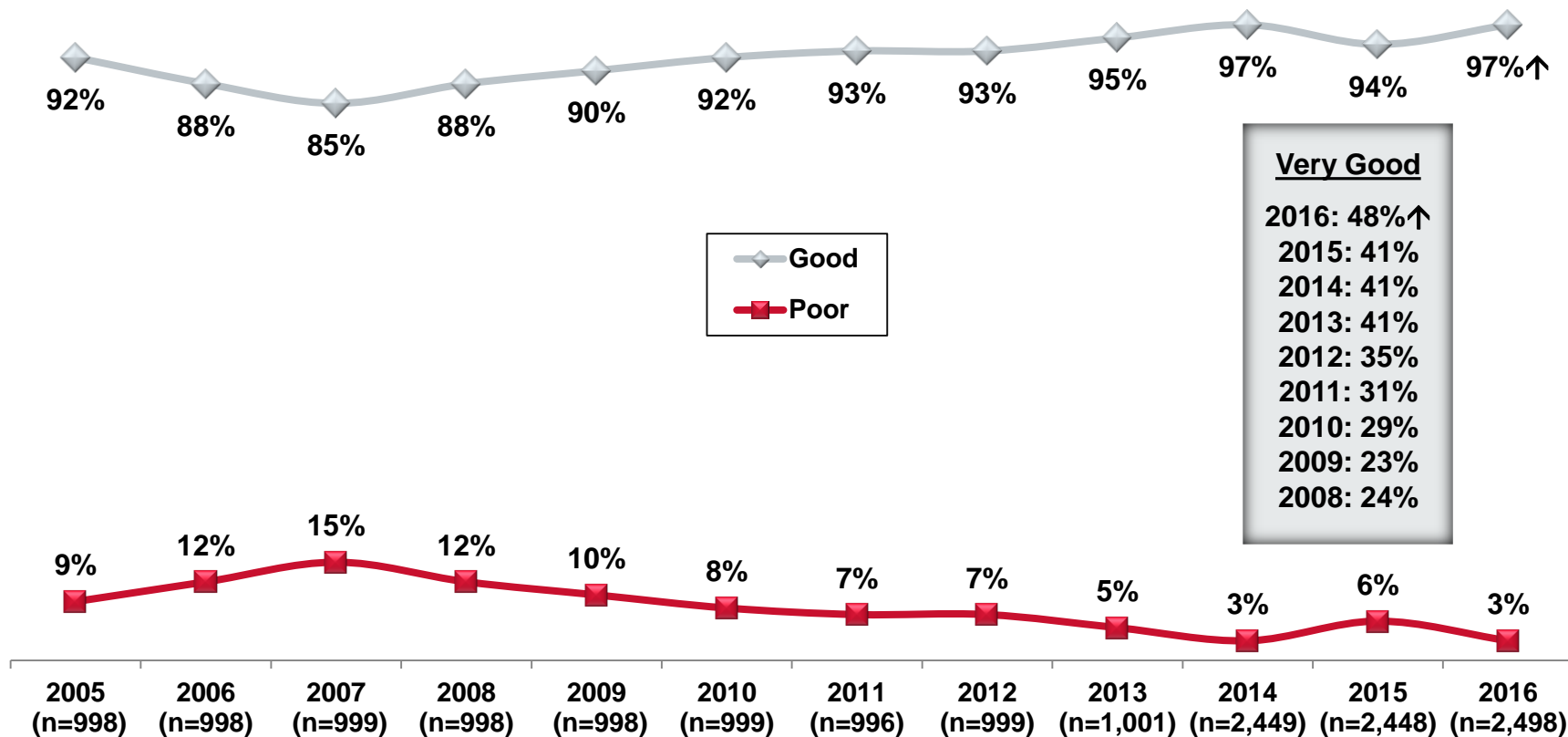


Perceptions About Overall State of Calgary's Environment



Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?
 Base: Valid respondents (n=2,498)

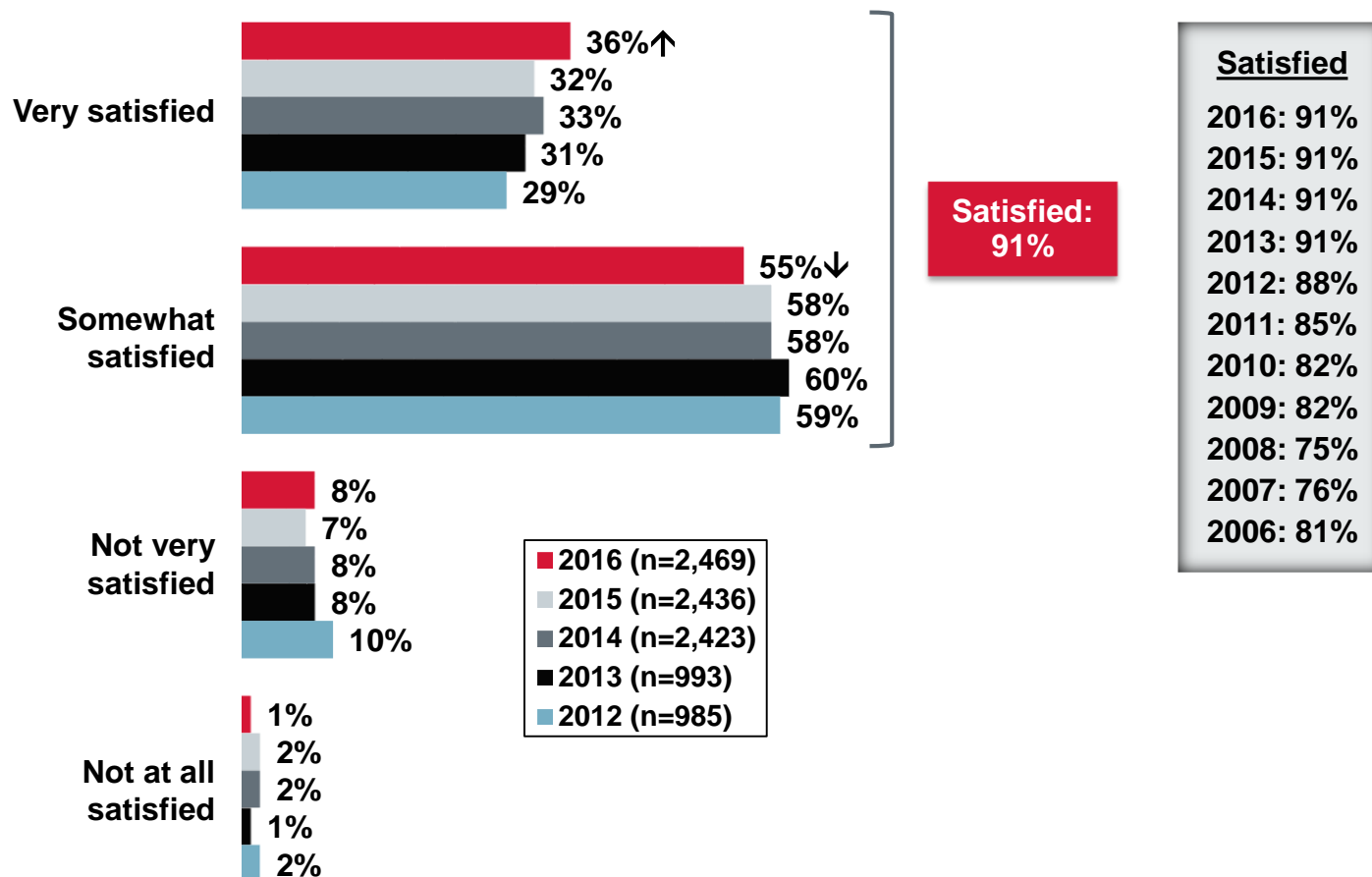
Tracking Perceptions About Overall State of Calgary's Environment



Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?

Base: Valid respondents

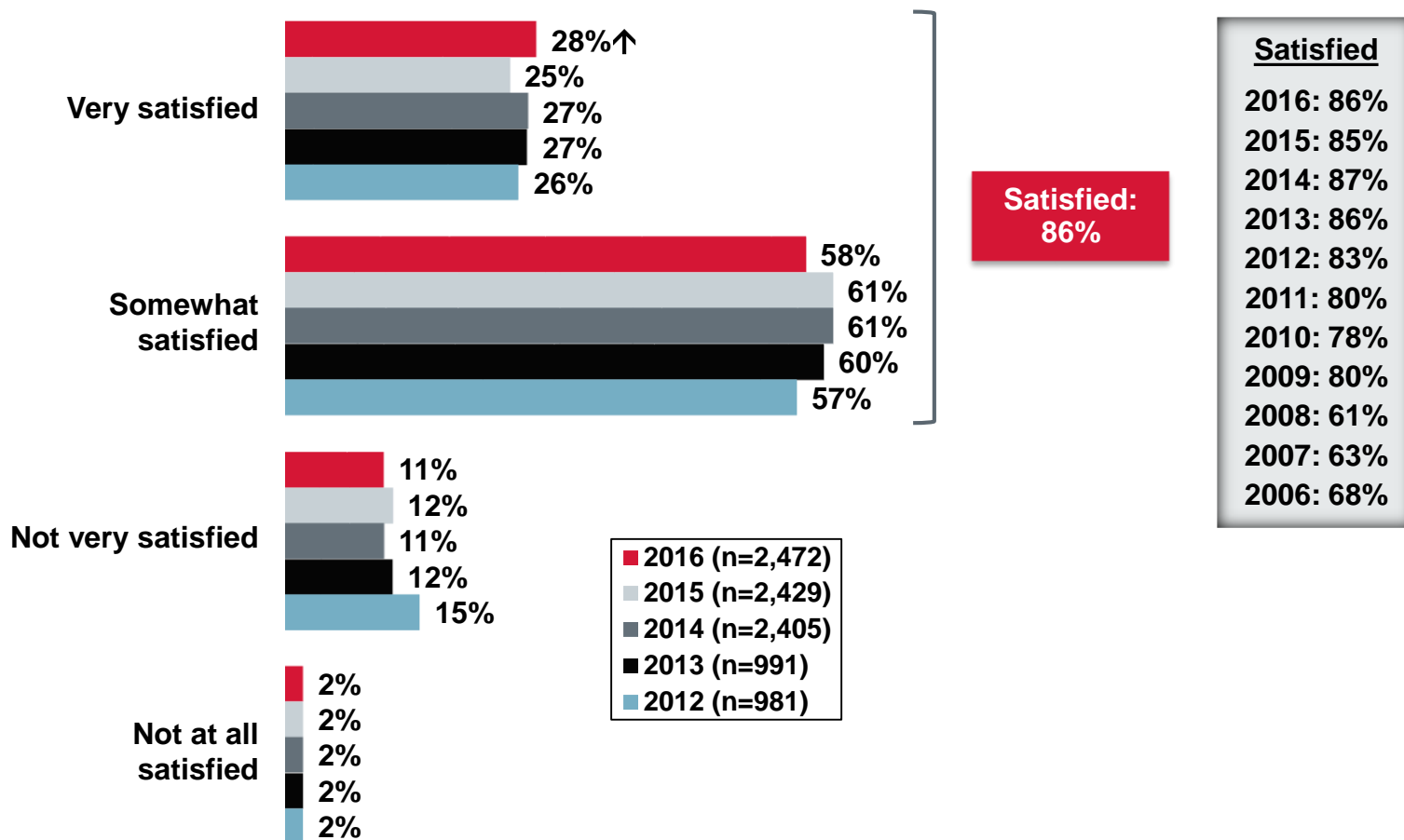
Satisfaction with The City's Environmental Performance



How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: Valid respondents

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?

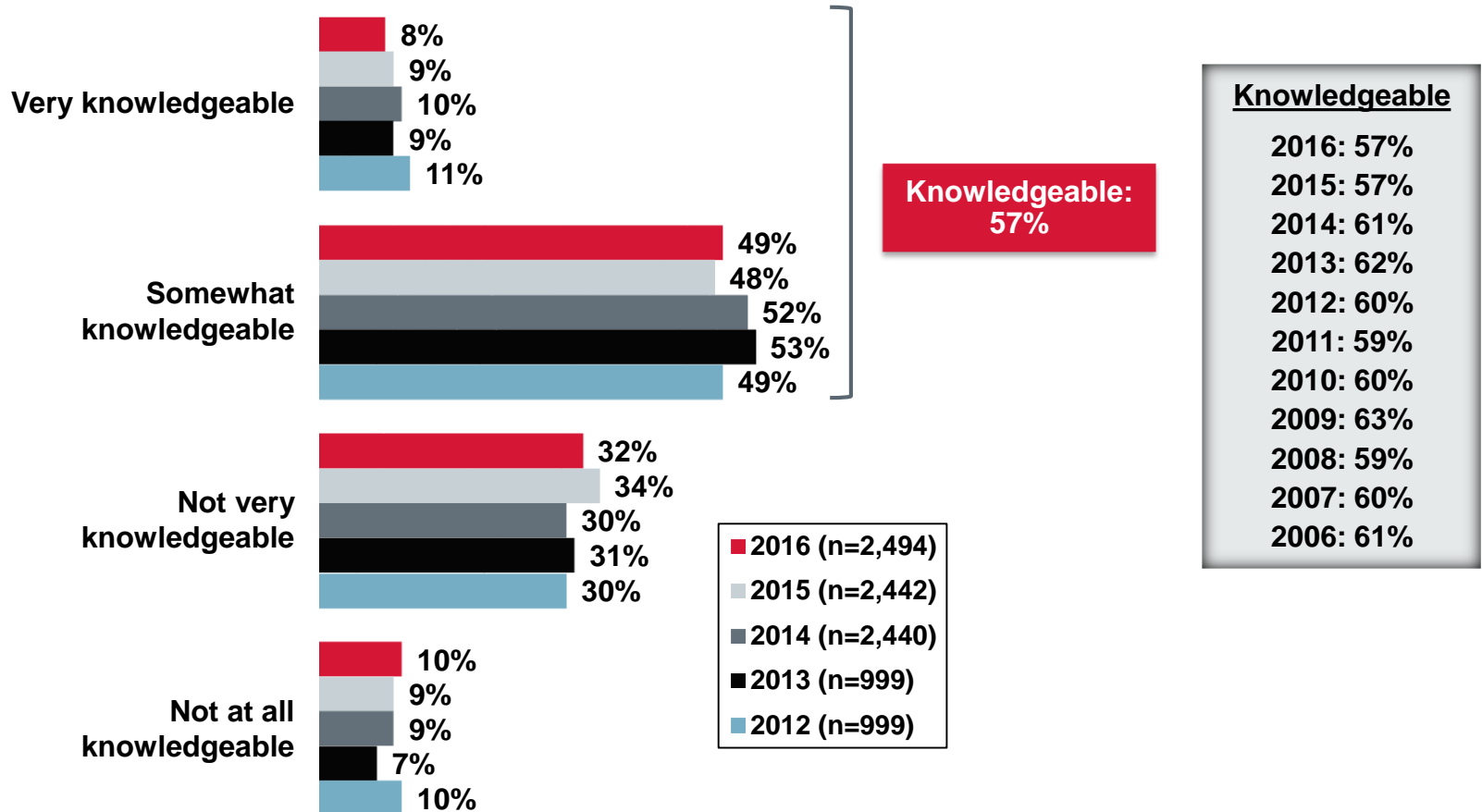
Base: Valid respondents



Taxation



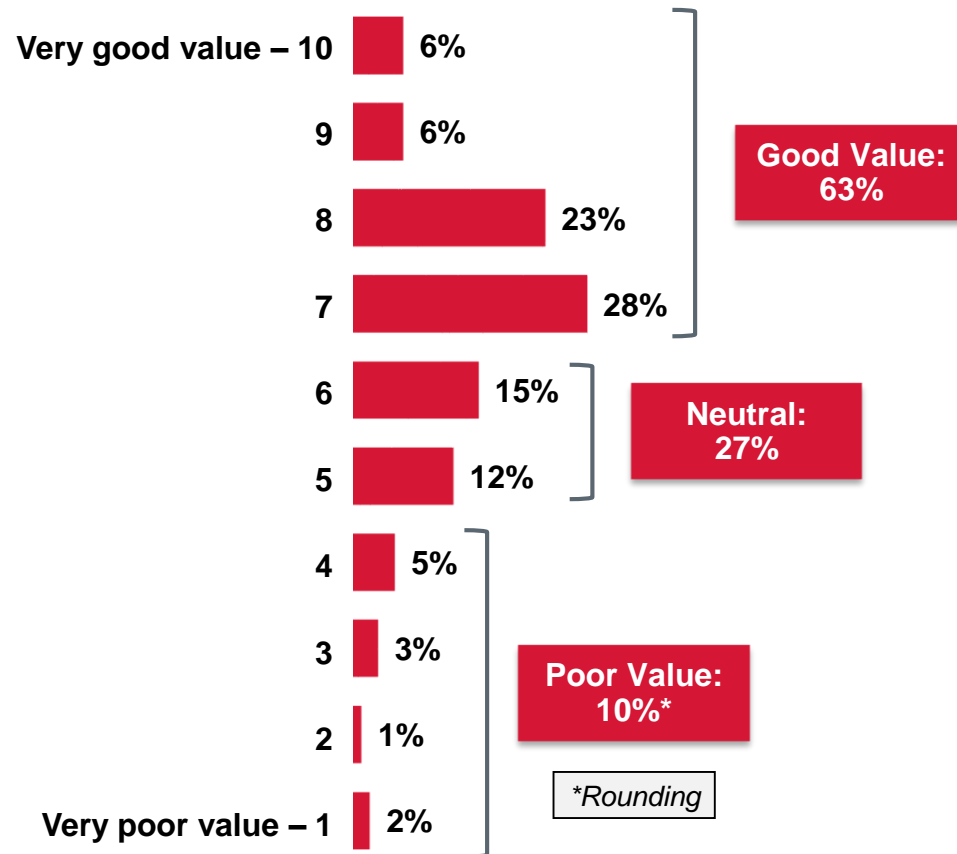
Knowledge Levels of Tax Dollar Spending



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

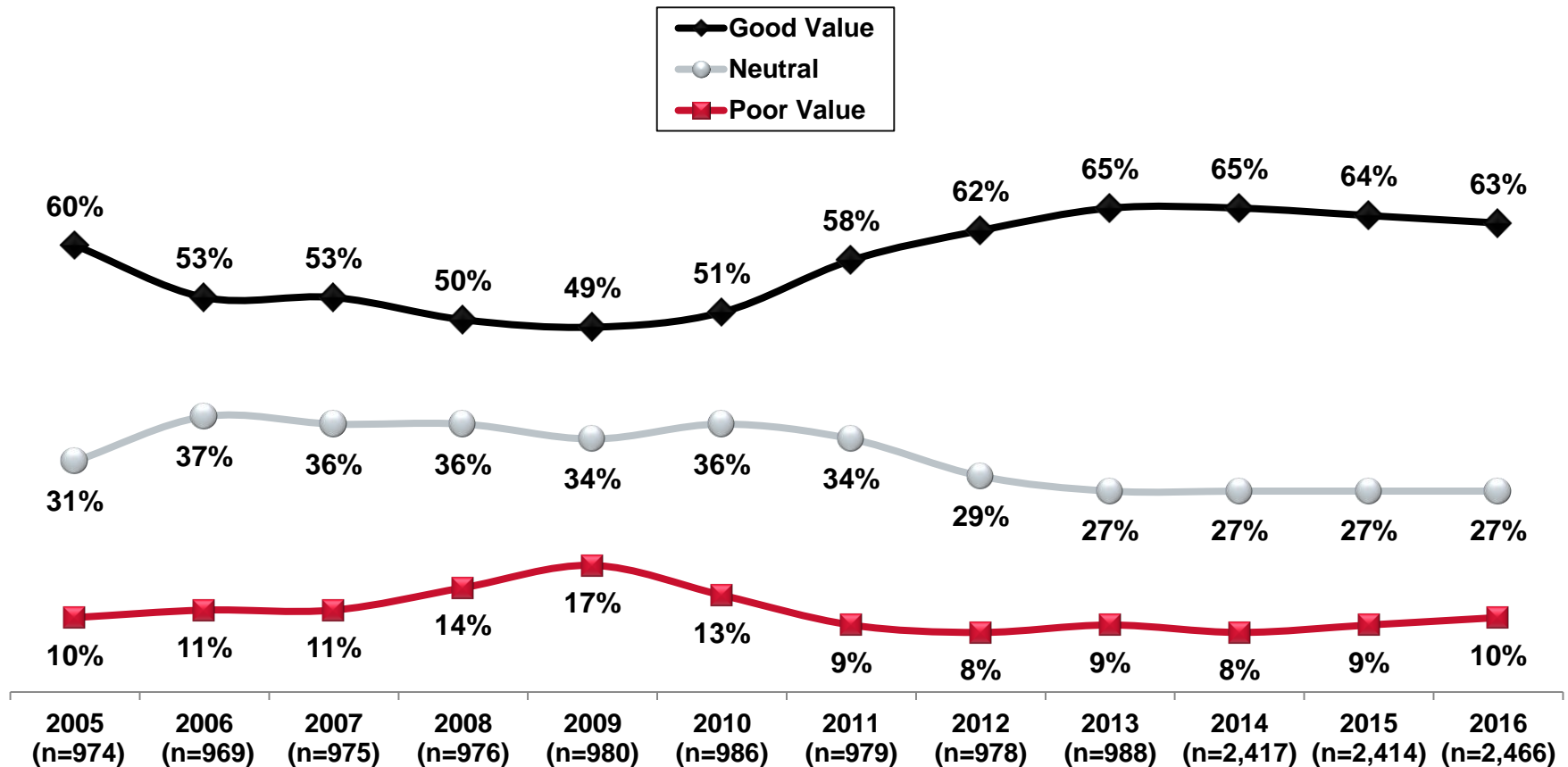
Perceived Value of Property Taxes



Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” represents “very poor value” and “10” represents “very good value”.

Base: Valid respondents (n=2,466)

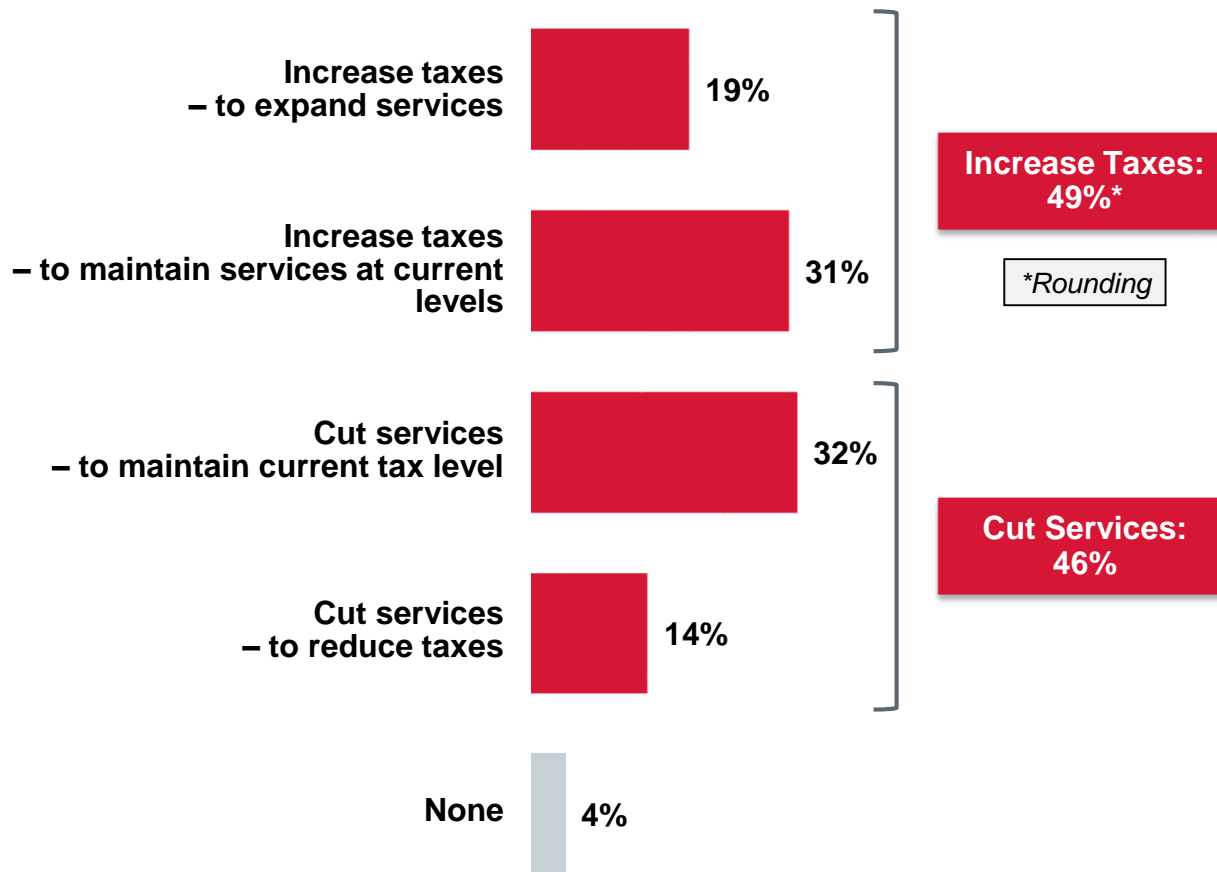
Tracking Perceived Value of Property Taxes



Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” represents “very poor value” and “10” represents “very good value”.

Base: Valid respondents

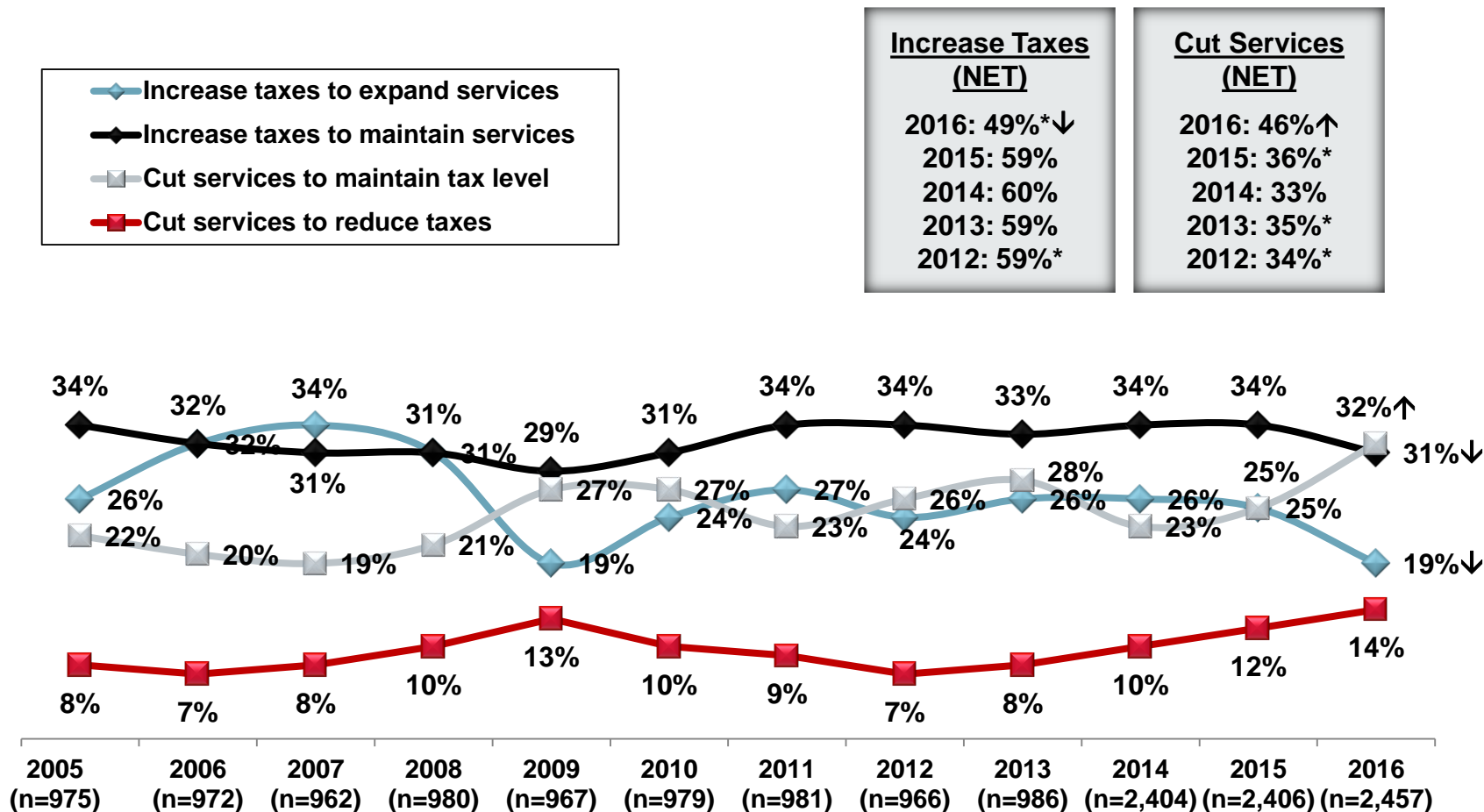
Balancing Taxation and Service Delivery Levels



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 (n=2,457)

Tracking Balancing Taxation and Service Delivery Levels



Increase Taxes (NET)

2016: 49%*↓
2015: 59%
2014: 60%
2013: 59%
2012: 59%*

Cut Services (NET)

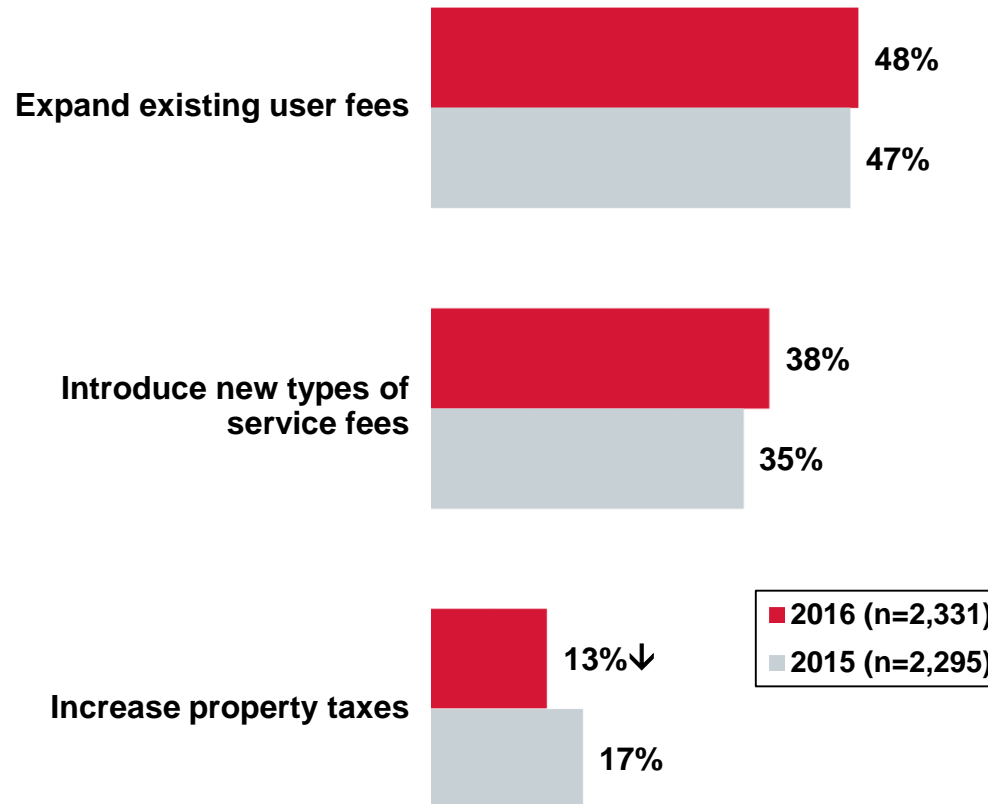
2016: 46%↑
2015: 36%*
2014: 33%
2013: 35%*
2012: 34%*

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?

*Rounding

Base: Valid respondents

Options for Increasing City Revenue

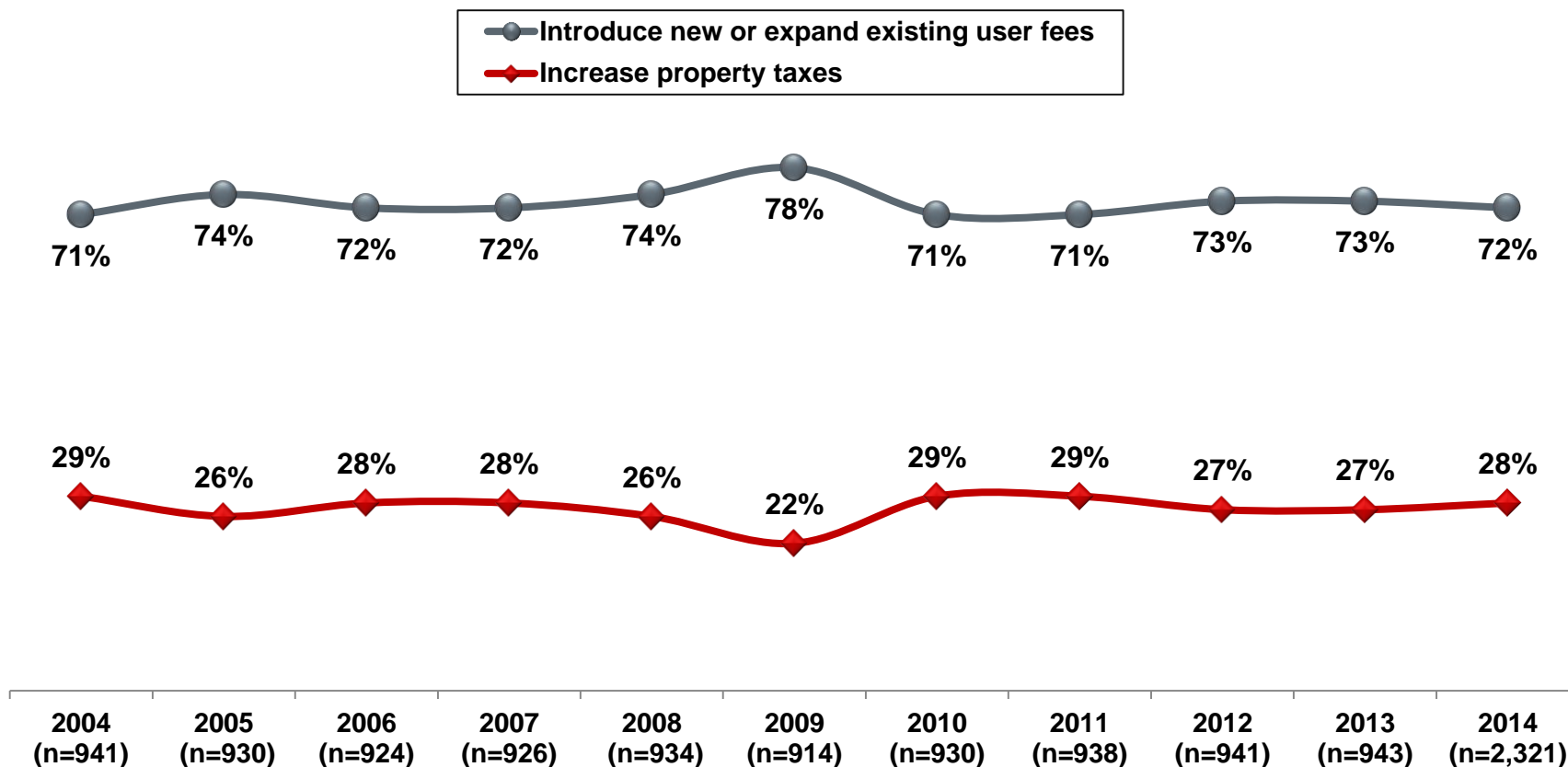


Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?

Base: Valid respondents

Options for Increasing City Revenue: Historical Data

The response options were revised in 2015, therefore, it is not possible to directly compare data from previous years to 2015 or 2016.

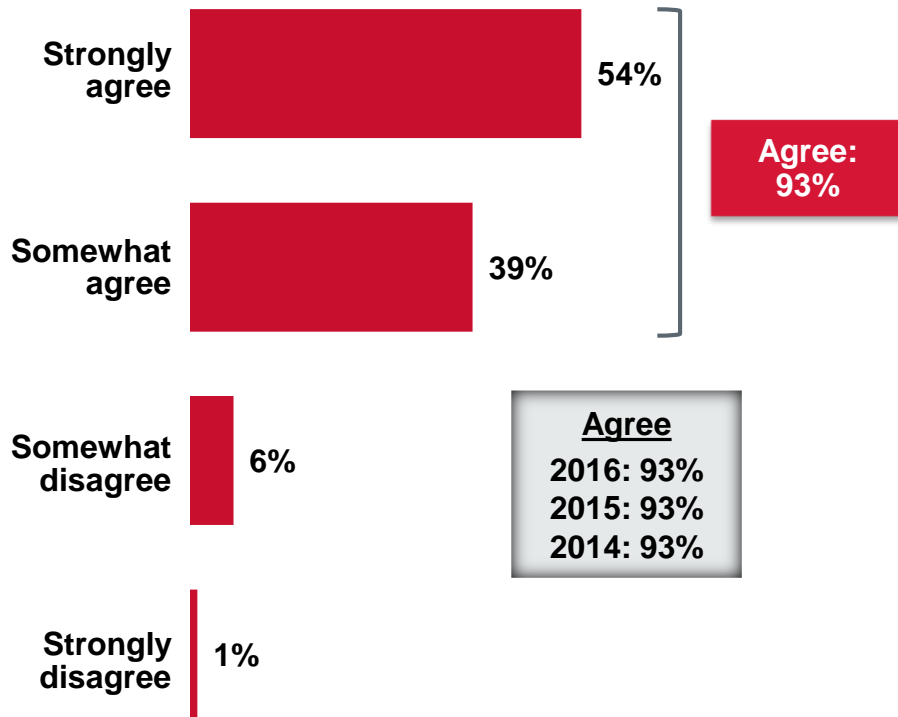


Assuming The City needs to increase the amount of revenue it collects from citizens, would you prefer The City to ...?

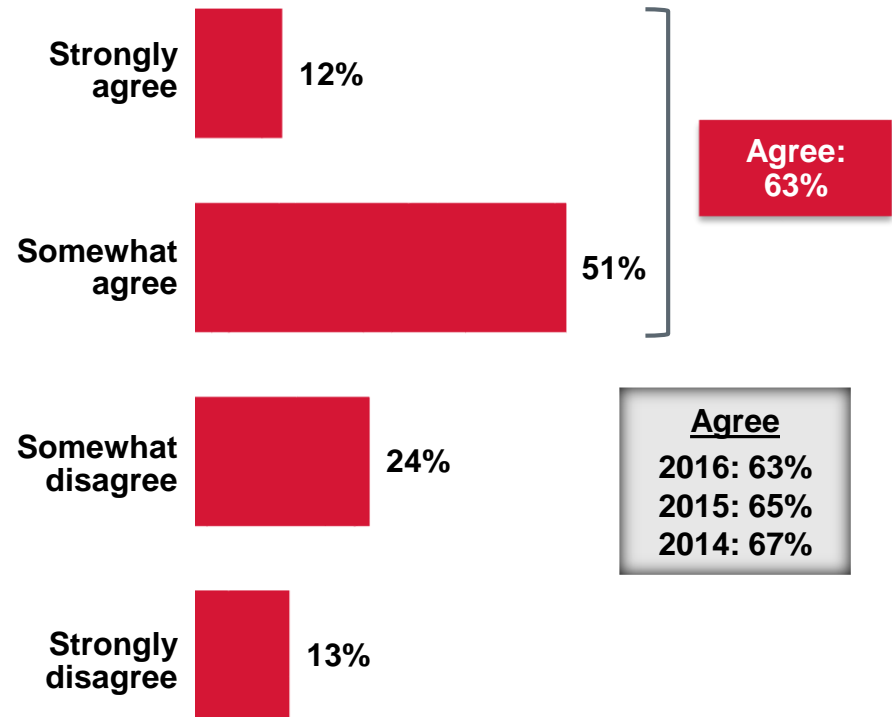
Base: Valid respondents

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



Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.
Base: Valid respondents (n=2,490 / n=2,475)

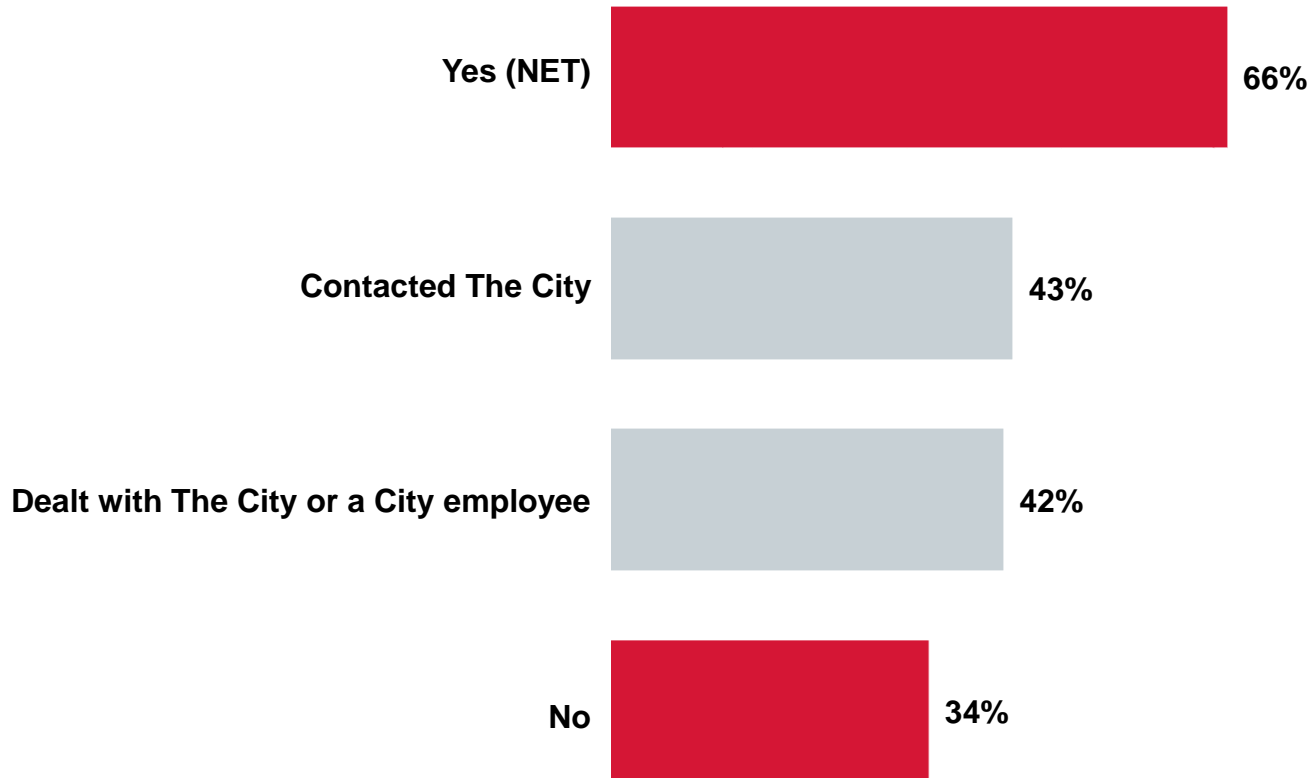


Contact with The City



Past 12 Months Contact with The City of Calgary

Multiple Responses



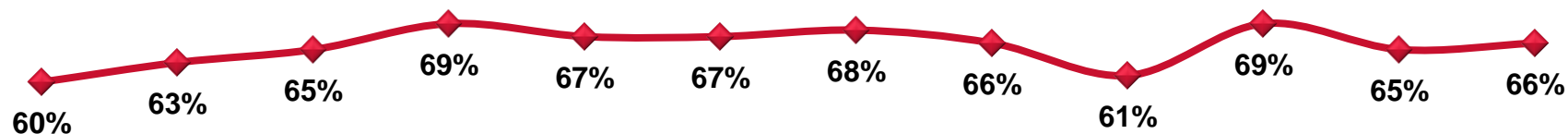
Note: 'Yes' was split into two categories in 2016

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

Base: Valid respondents (n=2,486)

Tracking Past 12 Months Contact with The City of Calgary

% Yes

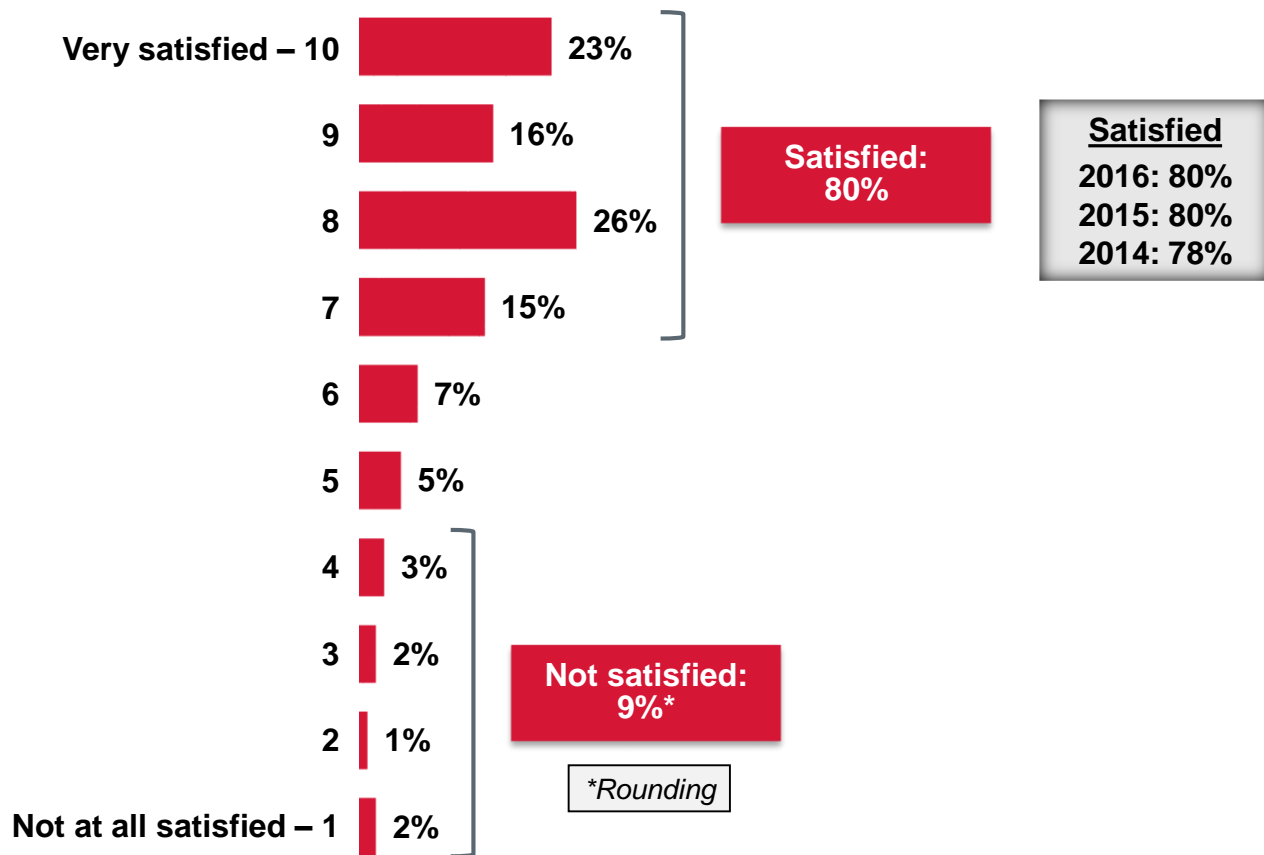


Year	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
n	(n=998)	(n=998)	(n=999)	(n=998)	(n=992)	(n=997)	(n=998)	(n=998)	(n=998)	(n=2,444)	(n=2,447)	(n=2,486)

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

Base: Valid respondents

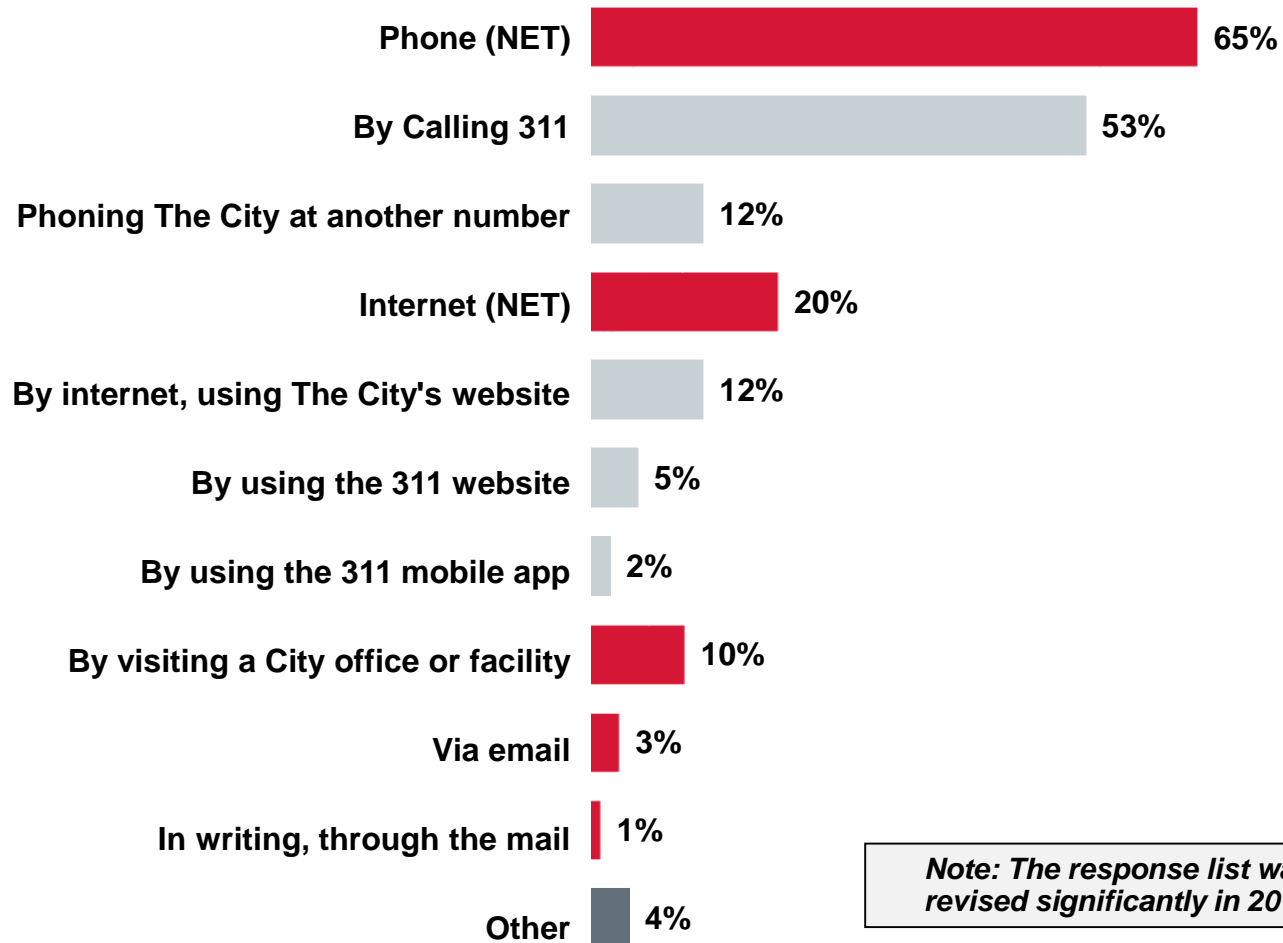
Satisfaction with the Overall Level and Quality of Customer Service



On a scale of 1 – 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 (n=1,630)

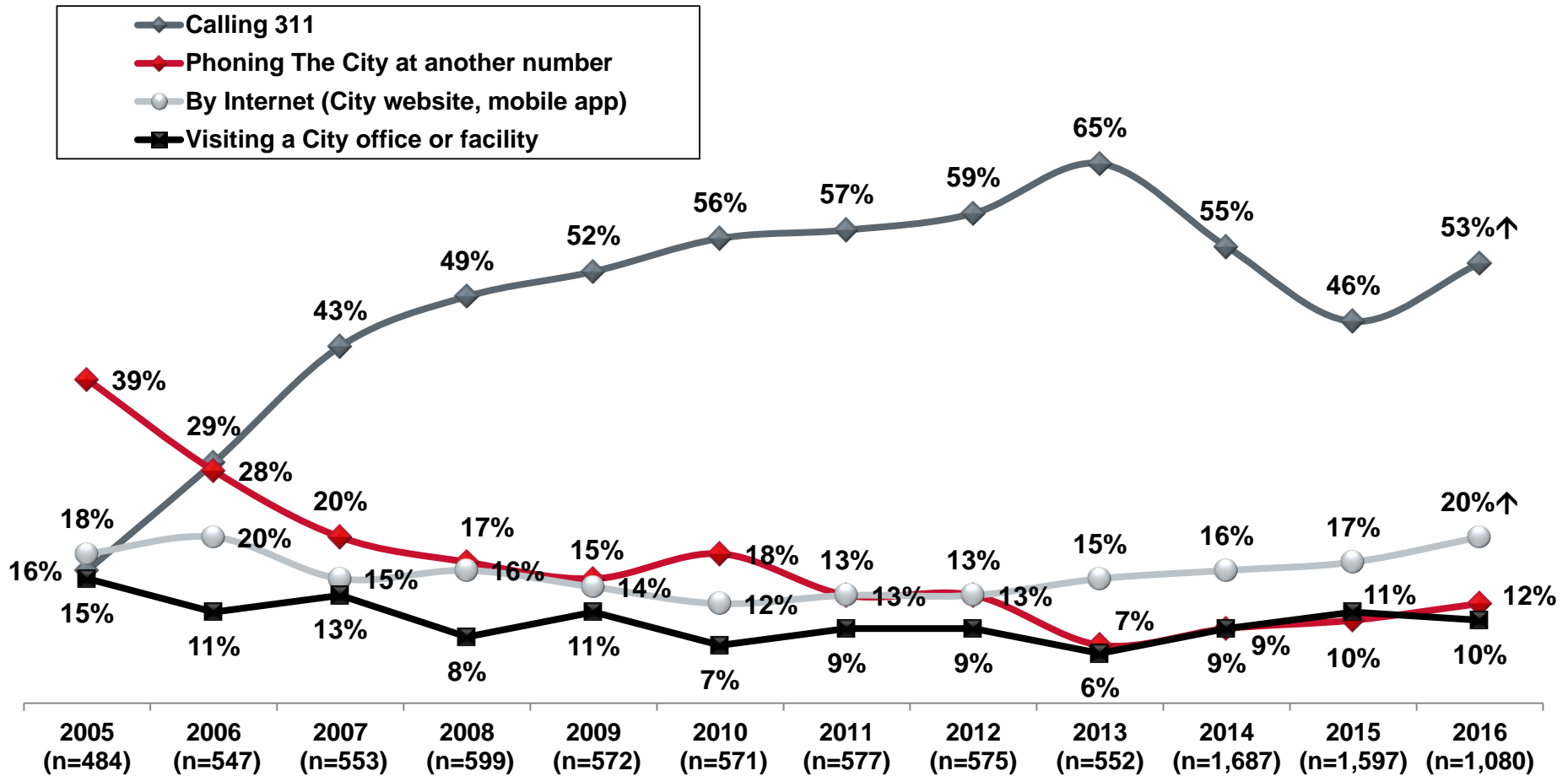
Type of Contact



When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (n=1,080)

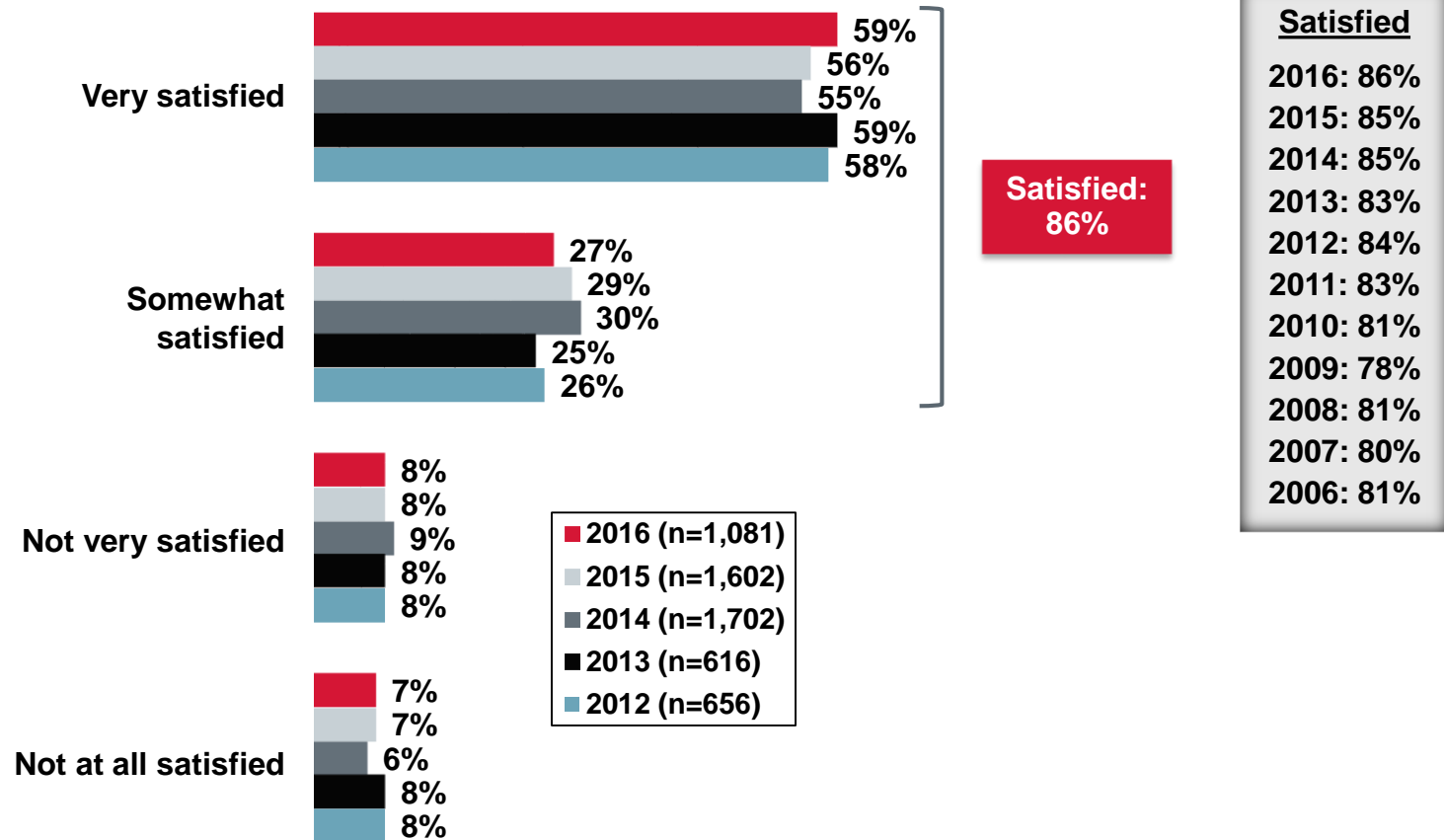
Tracking Type of Contact



When you contacted The City was it... ?

Base: 2016: Valid respondents who contacted The City of Calgary in the last twelve months / 2006 to 2015: Valid respondents who contacted or dealt with The City of Calgary in the last twelve months

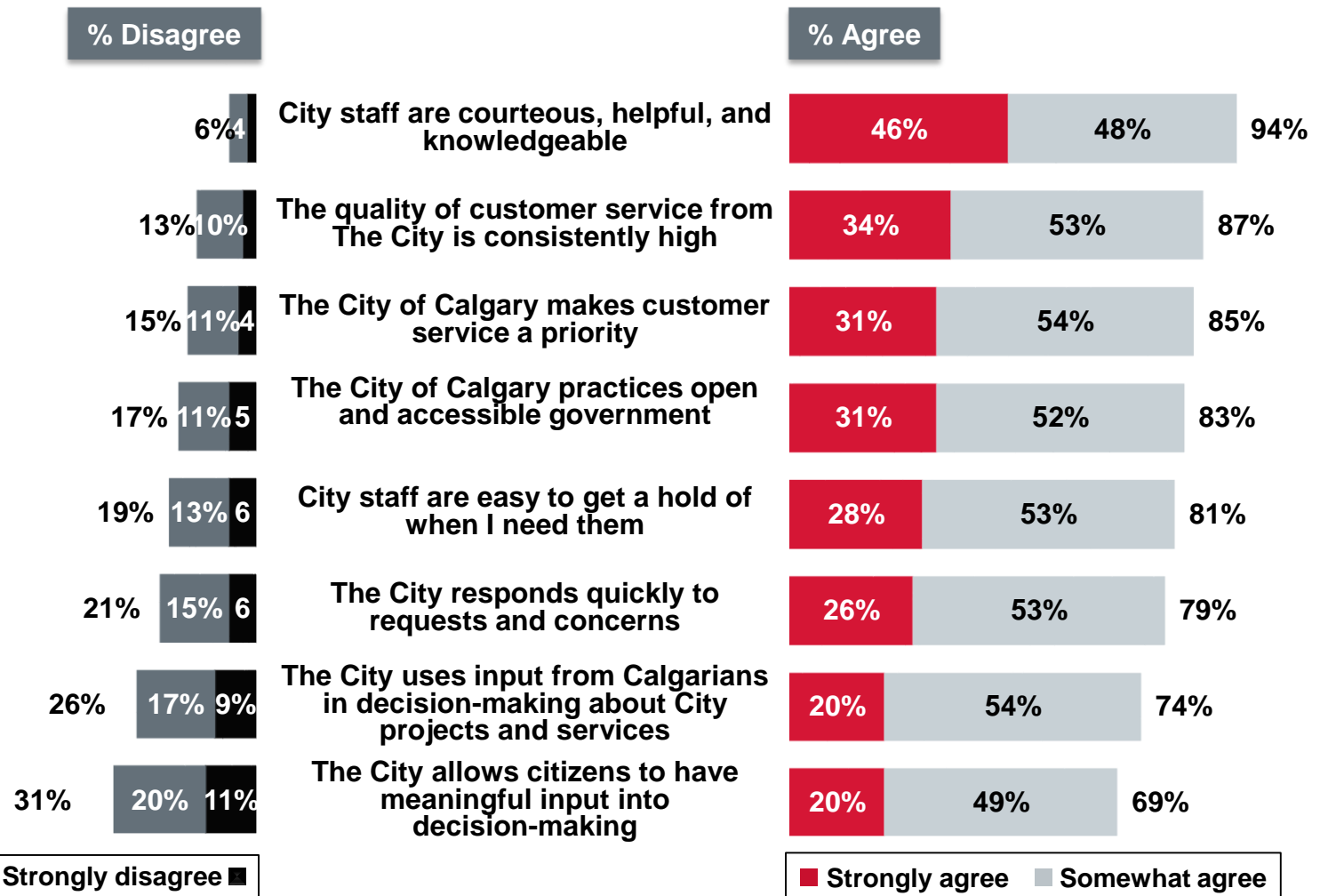
Satisfaction with Most Recent City Contact



How satisfied were you with your most recent contact with The City?

Base: 2016: Valid respondents who contacted The City of Calgary in the last twelve months / 2006 to 2015: Valid respondents who contacted or dealt with The City of Calgary in the last twelve months

Attitudes Regarding City Service Delivery and Transparency

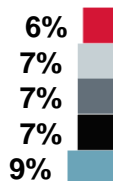


Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

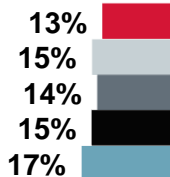
Base: Valid respondents (Bases vary)

Tracking Attitudes Regarding City Service Delivery and Transparency

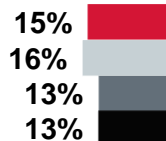
% Disagree



City staff are courteous, helpful, and knowledgeable



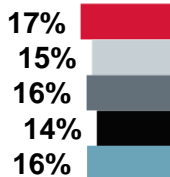
The quality of customer service from The City is consistently high



The City of Calgary makes customer service a priority¹

¹Prior to 2015: The City of Calgary makes customer service an important priority

Not asked prior to 2013

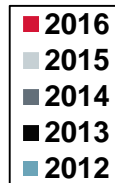


The City of Calgary practices open and accessible government

% Agree



Not asked prior to 2013



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)

Tracking Attitudes Regarding City Service Delivery and Transparency (continued)



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

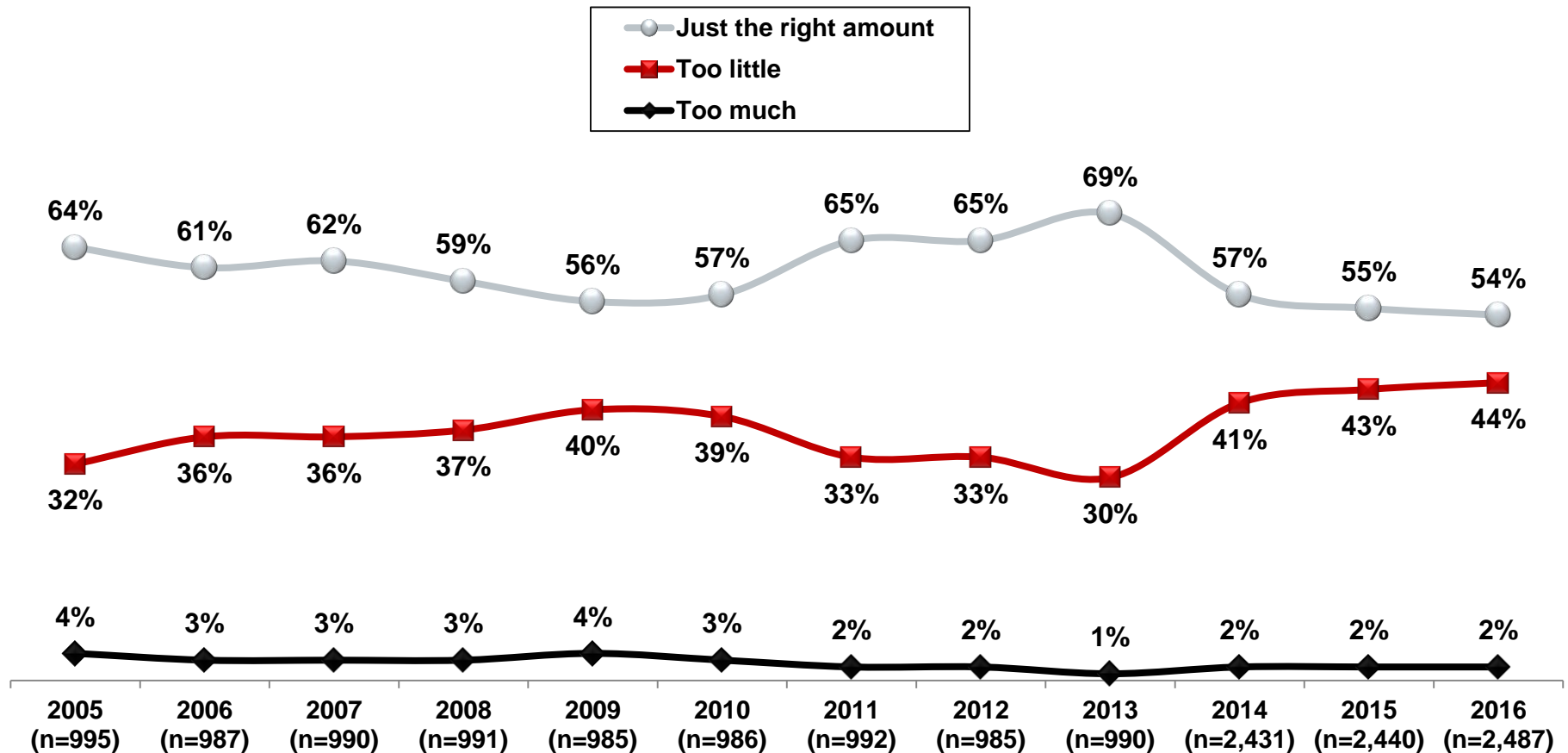
Base: Valid respondents (Bases vary)



City Communications



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?

Base: Valid respondents

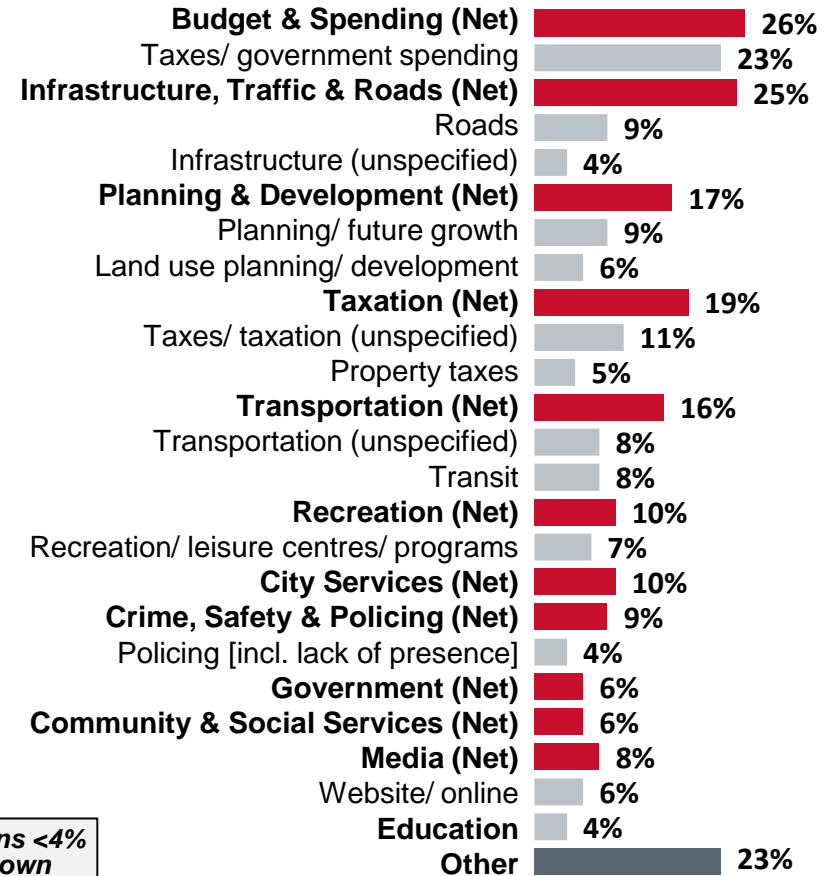
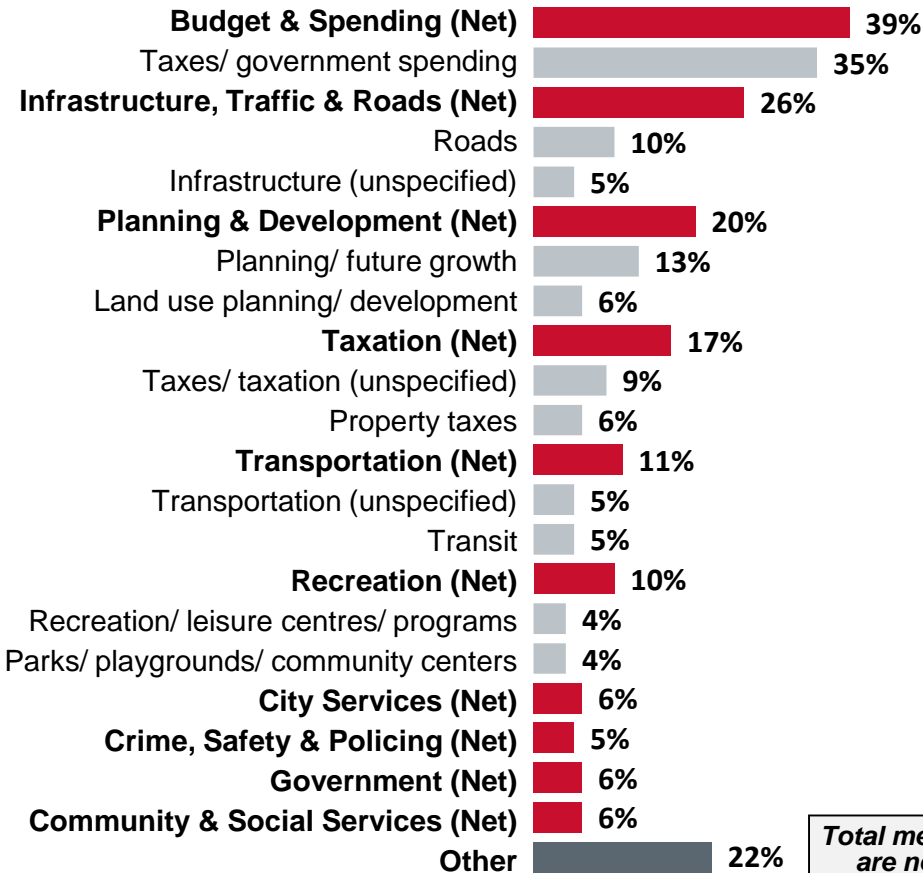
Top Areas for Information from The City

Not asked
prior to
2016

Receive Too Little
Information

Multiple Responses

Receive Just the Right
Amount of Information

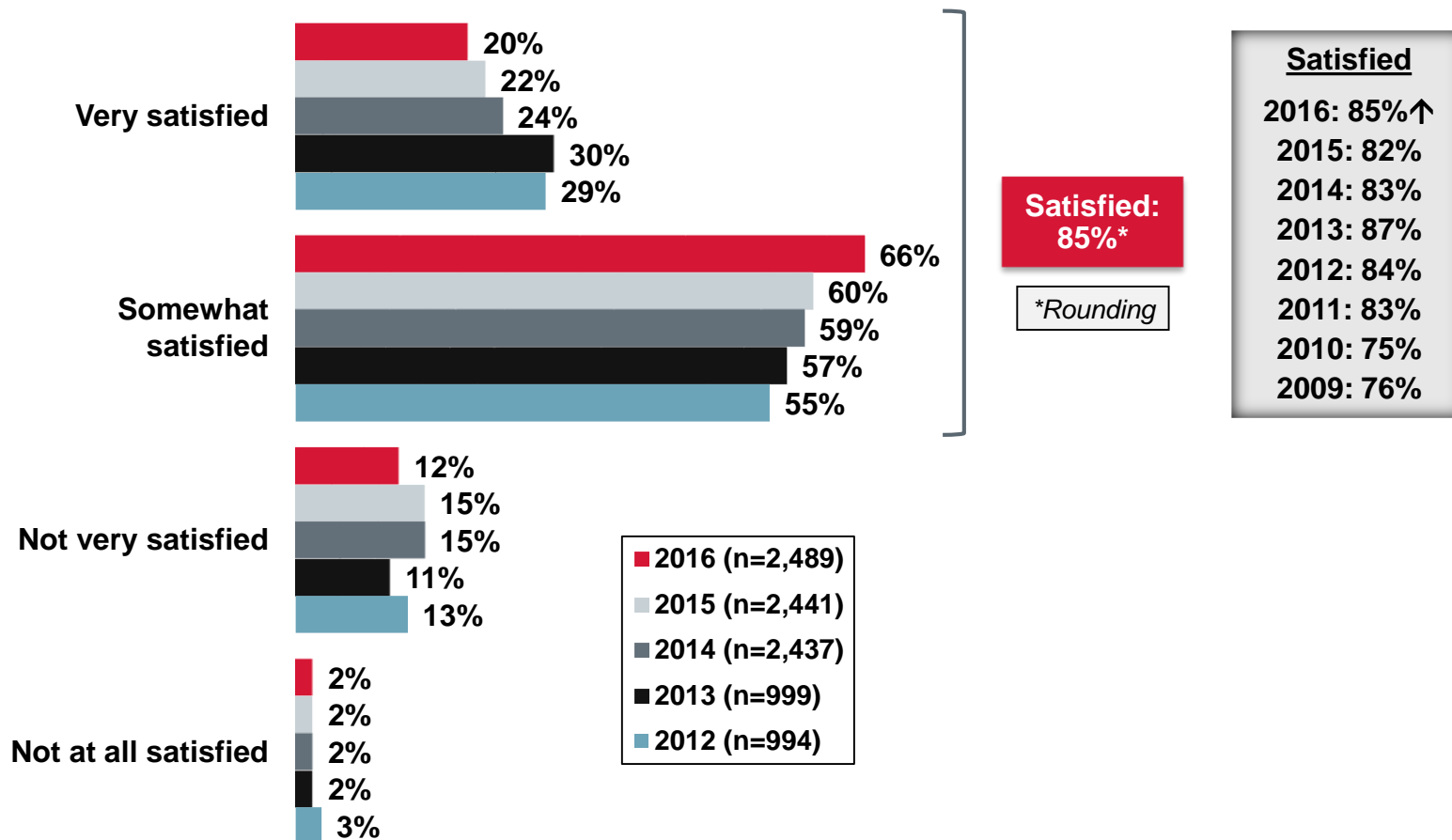


Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

What are the top three areas where you would like The City to provide more information? Base: Valid respondents who say they receive too little information (n=990)

What are the top three areas where The City should provide information? Base: Valid respondents who say they receive just the right amount of information (n=1,147)

Overall Satisfaction with Quality of City Information and Communications



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

Base: Valid respondents



Demographics



Demographics

Gender

Male	50%
Female	50%

Education

Completed high school or less	18%
Some post secondary or completed a college diploma	34%
Completed university degree or post-grad degree	48%

Age

18 to 24	12%
25 to 34	22%
35 to 44	18%
45 to 54	20%
55 to 64	13%
65 or older	14%
<i>Mean</i>	<i>44.5</i>

Income

Less than \$30,000	7%
\$30,000 to <\$45,000	9%
\$45,000 to <\$60,000	10%
\$60,000 to <\$75,000	9%
\$75,000 to <\$90,000	9%
\$90,000 to <\$105,000	11%
\$105,000 to <\$120,000	11%
\$120,000 to <\$150,000	13%
\$150,000 or more	23%

Base: Valid respondents

Household Characteristics

Tenure in Calgary

Less than 5 years	9%
5 to less than 10 years	10%
10 to less than 15 years	12%
15 to less than 20 years	14%
20 to less than 30 years	19%
30 to less than 40 years	15%
40 or more	21%
Mean	25 years

Type of Home

Single-detached house	72%
Apartment or apartment-style condominium	12%
Townhouse or rowhouse	7%
Duplex, triplex or fourplex	8%
Another type of multi-dwelling unit	1%

Own or Rent

Own	77%
Rent	20%
Other	1%
Neither	2%

Responsible for Property Taxes

Yes	84%
No	16%

Household Size

1	13%
2	32%
3	19%
4	23%
5 or more	13%
Mean	3

Children and Seniors in Household

Yes - Children	37%
Yes - Seniors	16%

Base: Valid respondents

Respondent Characteristics

Born in Canada

Yes	72%
No	28%

Age Left Country of Birth

Base: Not born in Canada (n=626)

Under the age of 12	27%
12 to 17	10%
18 or older	62%

Ethnic Background

Caucasian/ white	22%
British	20%
Canadian/ French Canadian	18%
Western European	11%
Southern or Eastern European	11%
East or Southeast Asian	10%
South Asian	7%
Central/ South American or Caribbean	3%
West Asian or Middle Eastern	2%
African	2%
Aboriginal/ First Nations/ Metis	1%

Disability

Yes	13%
No	87%

Visible Minority

Yes	22%
No	78%

Base: Valid respondents

Contact

Jamie Duncan

Vice President

Ipsos Public Affairs

587.952.4863

email: jamie.duncan@ipsos.com

Sheela Das

Director

Ipsos Public Affairs

587.952.4874

email: sheela.das@ipsos.com