



Ipsos Reid



THE CITY OF
CALGARY

2012 Citizen Satisfaction Survey Report



October 2012

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- Telephone survey conducted with a randomly selected sample of 1,000 Calgarians aged 18 years and older between August 22nd and September 6th, 2012.
- The margin of error for the total sample of 1,000 is ± 3.1 percentage points, 19 times out of 20.
 - ⇒ The margin of error by quadrant is as follows:
 - Northeast: n=200 (MOE $\pm 6.9\%$)
 - Northwest: n=280 (MOE $\pm 5.9\%$)
 - Southeast: n=210 (MOE $\pm 6.8\%$)
 - Southwest: n=310 (MOE $\pm 5.6\%$)
- Final data were weighted to ensure the overall sample's quadrant and age/gender composition reflects that of the actual Calgary population aged 18 or older according to the 2011 Federal Census data.
- Research Note on Tracking
 - ⇒ Where possible, results for areas of citizen satisfaction are compared to Fall 2011, Fall 2010, Fall 2009, Fall 2008, Fall 2007, Fall 2006, Fall and Spring 2005, and Spring 2004.



2012 HIGHLIGHTS



- ① Perceptions about quality of life in Calgary show significant positive momentum.**
- ② Increased Community Pride. An Inclusive City. A City Moving in the Right Direction.**
- ③ The City of Calgary has realized significant increases in performance ratings.**
- ④ Satisfaction with five key City services see significant increases.**
- ⑤ The perceived value of property taxes continues to see gains, and citizens' perceptions of taxation options hold in 2012.**
- ⑥ *"Infrastructure, traffic and roads"* remains in the top position on the 2012 issue agenda compared to one year ago.**
- ⑦ *"Traffic congestion"* is gaining prominence as a key issue facing Calgary.**
- ⑧ Residential Blue Cart becomes a primary strength and Bylaw Services receives increases in both importance and satisfaction ratings.**

Perceptions about quality of life in Calgary continue to be positive.

- ◆ 2012 sees a significant 5 percentage point increase in the proportion of Calgarians who say the quality of life in Calgary is ‘good’ (from 83% in 2011 to 88% in 2012).
- ◆ Further, in 2012, three-in-ten (30%) Calgarians say that quality of life has ‘improved’, while just over half (52%) say that it has ‘stayed the same’.
- ◆ In addition to these gains, 2012 marks the fourth consecutive year of a significant decline in the percentage of citizens who feel the quality of life has ‘worsened’ – from 58% in 2008 to 47% in 2009 to 41% in 2010 to 26% in 2011, to 18% in 2012.
 - ❖ This represents a 8 percentage point decrease from just one year ago, and a remarkable 40 percentage point drop since 2008.

Increased Community Pride. An Inclusive City. A City Moving in the Right Direction.

- ◆ Results highlight a stronger sense of community pride among residents in 2012; we note a significant increase in the percentage of residents who agree that they are “Proud to be a Calgarian” (89% vs. 84% in 2011).
- ◆ Significantly more Calgarians agree this year with two key sustainability indicators:
 - ❖ “The City of Calgary municipal government fosters a city that is inclusive and accepting of all” (81% vs. 74% in 2011).
 - ❖ “Calgary is moving in the right direction to ensure a high quality of life for future generations” (74% vs. 68% in 2011).

The City of Calgary has realized significant increases in performance ratings.

- ◆ More than nine-in-ten (95%) Calgarians give The City a 'good' rating for overall performance – a significant 3 percentage point increase from 2011 (92%), continuing the upward trend from 2009 (84%).
 - ❖ Results also show a significant 9 percentage point increase in 'very good' ratings compared to 2011 (from 24% in 2011 to 33% in 2012).
- ◆ Satisfaction with The City's environmental performance continues to hold strong (88%). Similarly, over eight-in-ten (83%) citizens are 'satisfied' with The City's programs and services aimed at helping Calgarians reduce their environmental impact .
- ◆ Attitudes regarding City service delivery and transparency continue to show positive momentum in 2012.
 - ❖ Most notably, agreement that 'The City responds quickly to requests and concerns' sees a significant 4 percentage point jump (from 73% in 2011 to 77% in 2012).
 - ❖ Also showing continued positive momentum is agreement that 'The City of Calgary practices open and accessible government' (80% in 2011 to 84% in 2012 – though not statistically significant) and 'The quality of service from The City is consistently high' (79% in 2011 to 83% in 2012).
- ◆ Perceptions of City communications hold strong in 2012.
 - ❖ In 2012, two-thirds (65%) of Calgarians say that they receive 'just the right amount' of information from The City – on par with results from 2011 (65%), while one-third (33%) say that they receive 'too little' (on par with 33% in 2011).
 - ❖ While overall satisfaction with the quality of City information and communications remains unchanged compared to 2011 (84% vs. 83%) this represents a significant 9 percentage point increase from 2010 (75%).

Five key City services see significant increases in satisfaction.

- ◆ Specific services that see significant increases (very/somewhat satisfied) include:
 - ❖ **City Operated Roads & Infrastructure** –an 8 percentage point increase (63% in 2011 to 71% in 2012)
 - ❖ **City Operated Control of Traffic Flow** –a 7 percentage point increase (56% in 2011 to 63% in 2012)
 - ❖ **City Land Use Planning** –a 6 percentage point increase (71% in 2011 to 77% in 2012)
 - ❖ **Residential Blue Cart Recycling** –a 6 percentage point increase (84% in 2011 to 90% in 2012)
 - ❖ **Calgary's Pathway System** –a 3 percentage point increase (91% in 2011 to 94% in 2012)

The perceived value of property taxes continues to see gains, and citizens' perceptions of taxation hold in 2012.

- ◆ Just over six-in-ten (62%) citizens give The City a 'good value' rating for the value of their property taxes – with a significant 7 percentage point increase among those who provide a 8, 9 or 10 rating (28% in 2011 to 35% in 2012).
- ◆ Further, the percentage of 'poor value' ratings holds at less than one-in-ten (9% in 2011 and 8% in 2012).
- ◆ Citizens' attitudes towards tax increases are consistent with results from 2011.
 - ❖ Overall, 59% say The City should increase taxes (to expand or maintain services) – with 24% who support 'increase taxes to expand services' and 34% who support 'increase taxes – to maintain service levels.'

“Infrastructure, traffic and roads” remains in the top position on the 2012 issue agenda compared to one year ago.

- ◆ In 2012, 38% of Calgarians cite “*infrastructure/traffic/roads*” as an important issue, while 29% say it is the most important issue.
 - ❖ Mentions of other key issues are generally on par with 2011.

“Traffic congestion” is gaining prominence as a key issue facing Calgary.

- ◆ In 2012, 17% of Calgarians cite “traffic congestion” as an important issue (up 4 percentage points from 2011).
 - ❖ This is driven primarily by residents living in the South (21%) compared to those living in the North (12%).

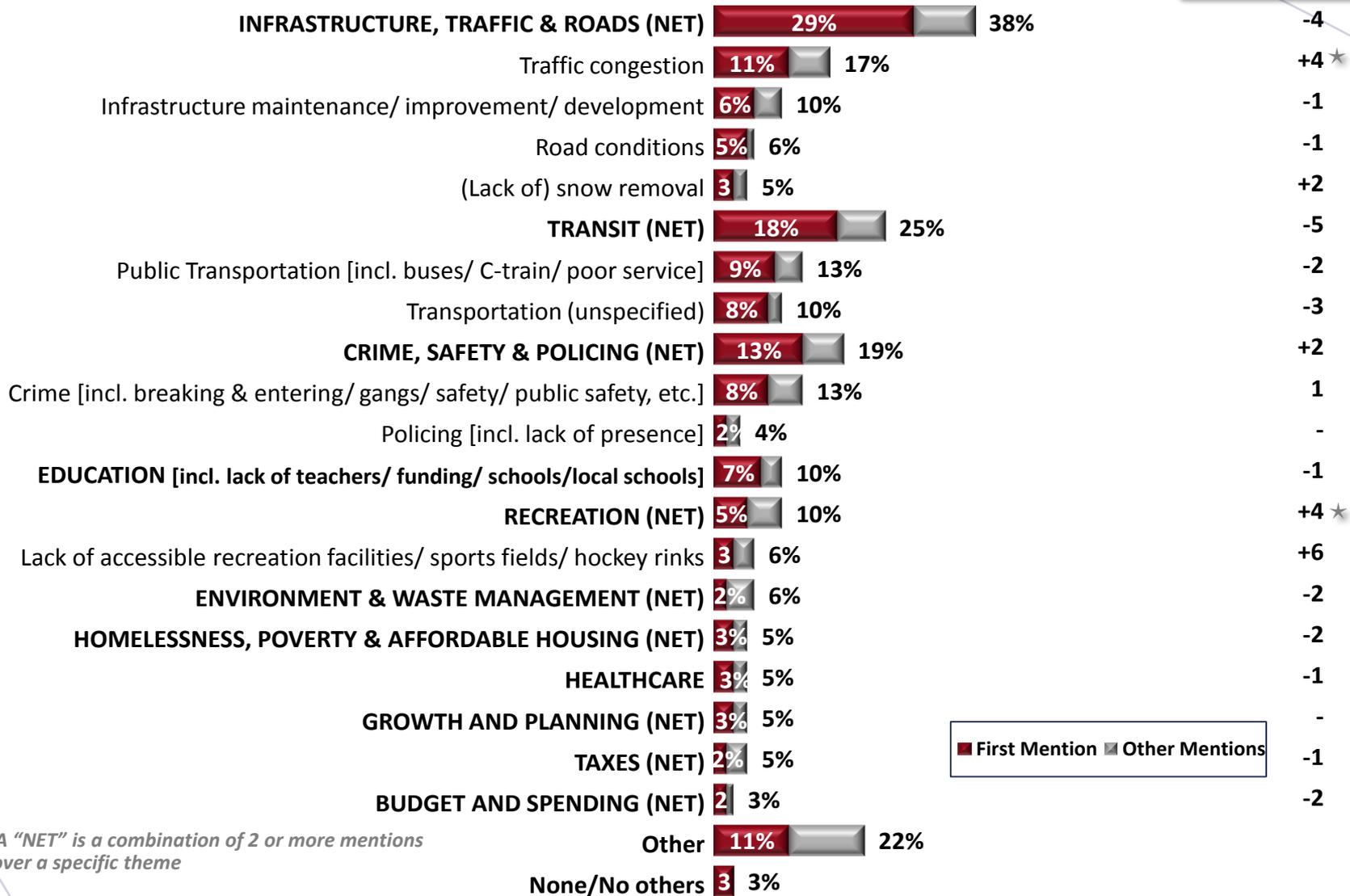
Residential Blue Cart becomes a primary strength and Bylaw Services receives increases in both importance and satisfaction ratings.

- ◆ Residential Blue Cart sees significant increases in both importance ratings (from 92% in 2011 to 95% in 2012) and satisfaction ratings (from 84% in 2011 to 90% in 2012), resulting in the service moving into the primary strength quadrant.
- ◆ Bylaw Services sees a significant 5 percentage point increase among those who say that it is ‘very important’ and a 5 percentage point increase in ‘very satisfied’ ratings (from 24% in 2011 to 29% in 2012).

DETAILED FINDINGS

DETAILED FINDINGS

ISSUE AGENDA



■ First Mention ■ Other Mentions

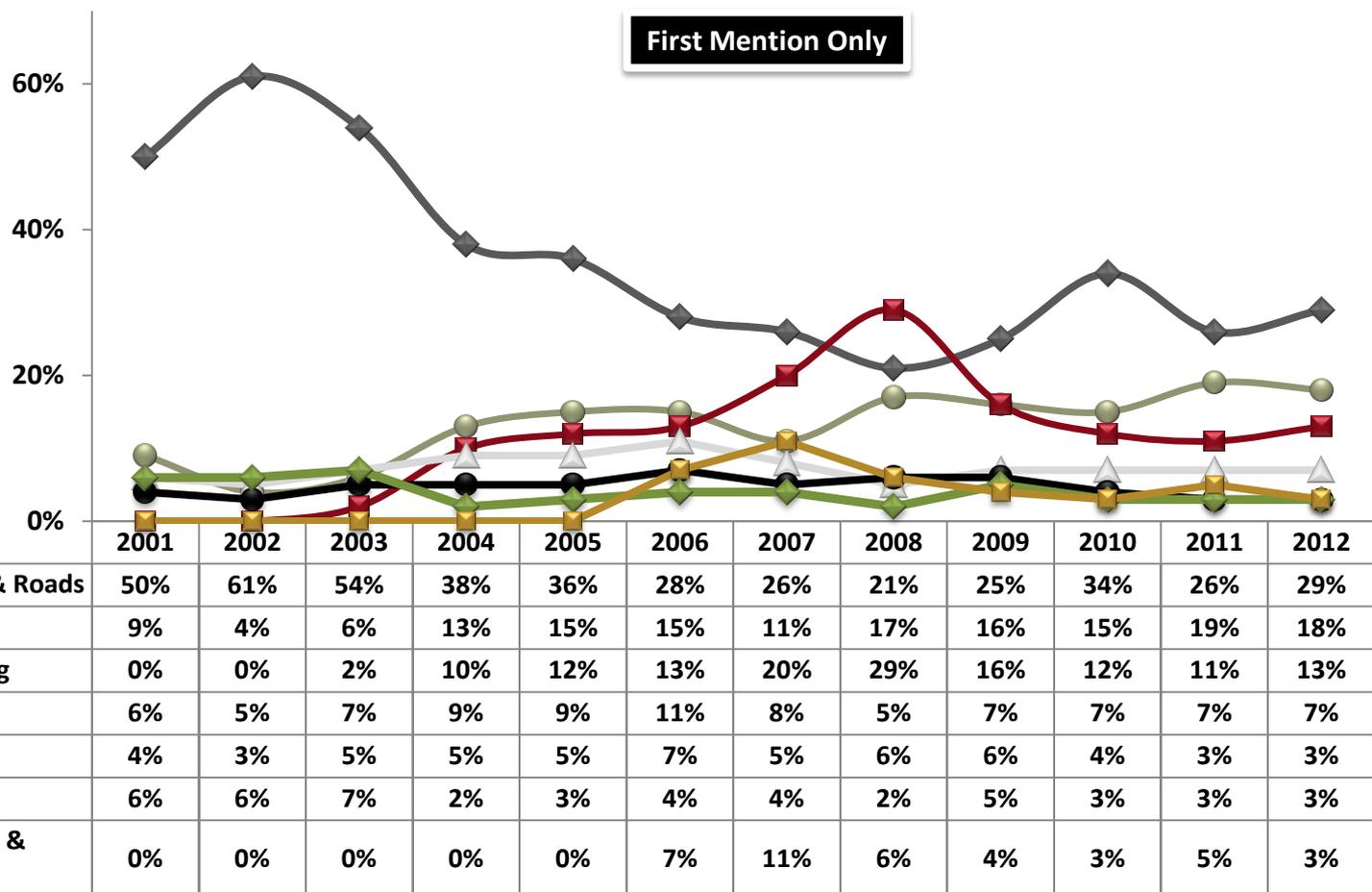
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Note: Mentions smaller than 3% are not shown

★Denotes statistically significant change 2011 to 2012

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? (Multiple mentions accepted)

Tracking Most Important Issues Facing Calgary



First Mention Only

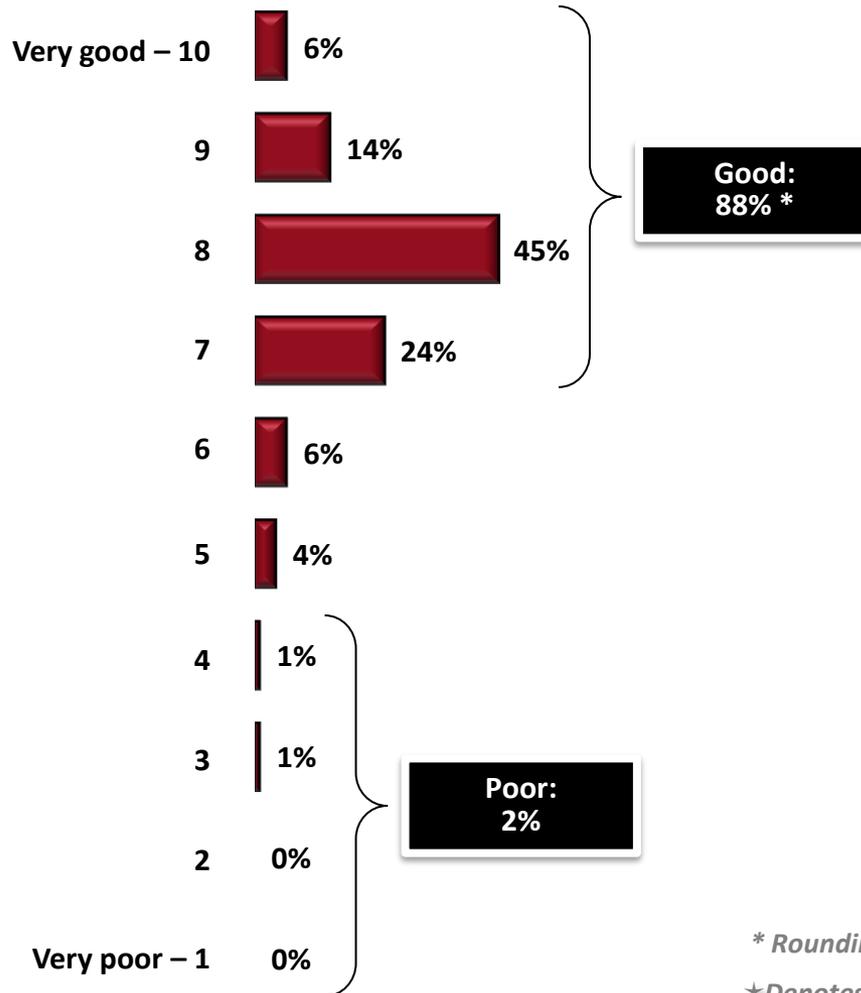
In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? (Prior to 2004: What, in your opinion is the most important issue facing city of Calgary today?)

Base: Valid respondents

DETAILED FINDINGS

QUALITY OF LIFE

Overall Quality of Life in Calgary



<u>Good</u>
Fall 2012: 88%**
Fall 2011: 83%
Fall 2010: 78%
Fall 2009: 76%
Fall 2008: 69%
Fall 2007: 67%
Fall 2006: 77%
Fall 2005: 85%
Spring 2005: 87%

**Mean:
7.7**

<u>Mean</u>	
Fall 2011:	7.5
Fall 2010:	7.3
Fall 2009:	7.1
Fall 2008:	6.9
Fall 2007:	6.8
Fall 2006:	7.2
Fall 2005:	7.6
Spring 2005:	7.6

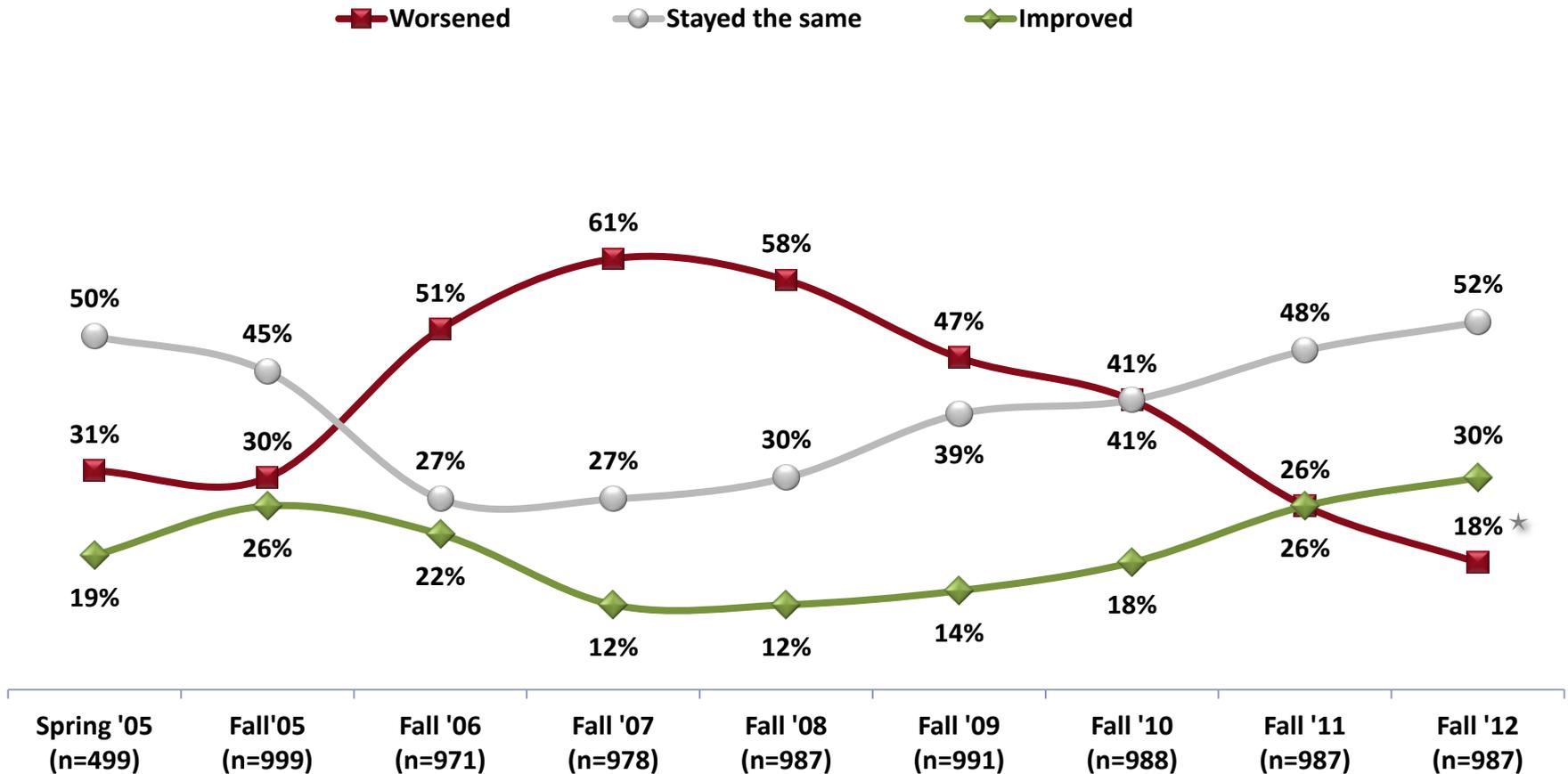
* Rounding

★ Denotes statistically significant change 2011 to 2012

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=987

Perceived Change in the Quality of Life in Calgary



*Denotes statistically significant change 2011 to 2012

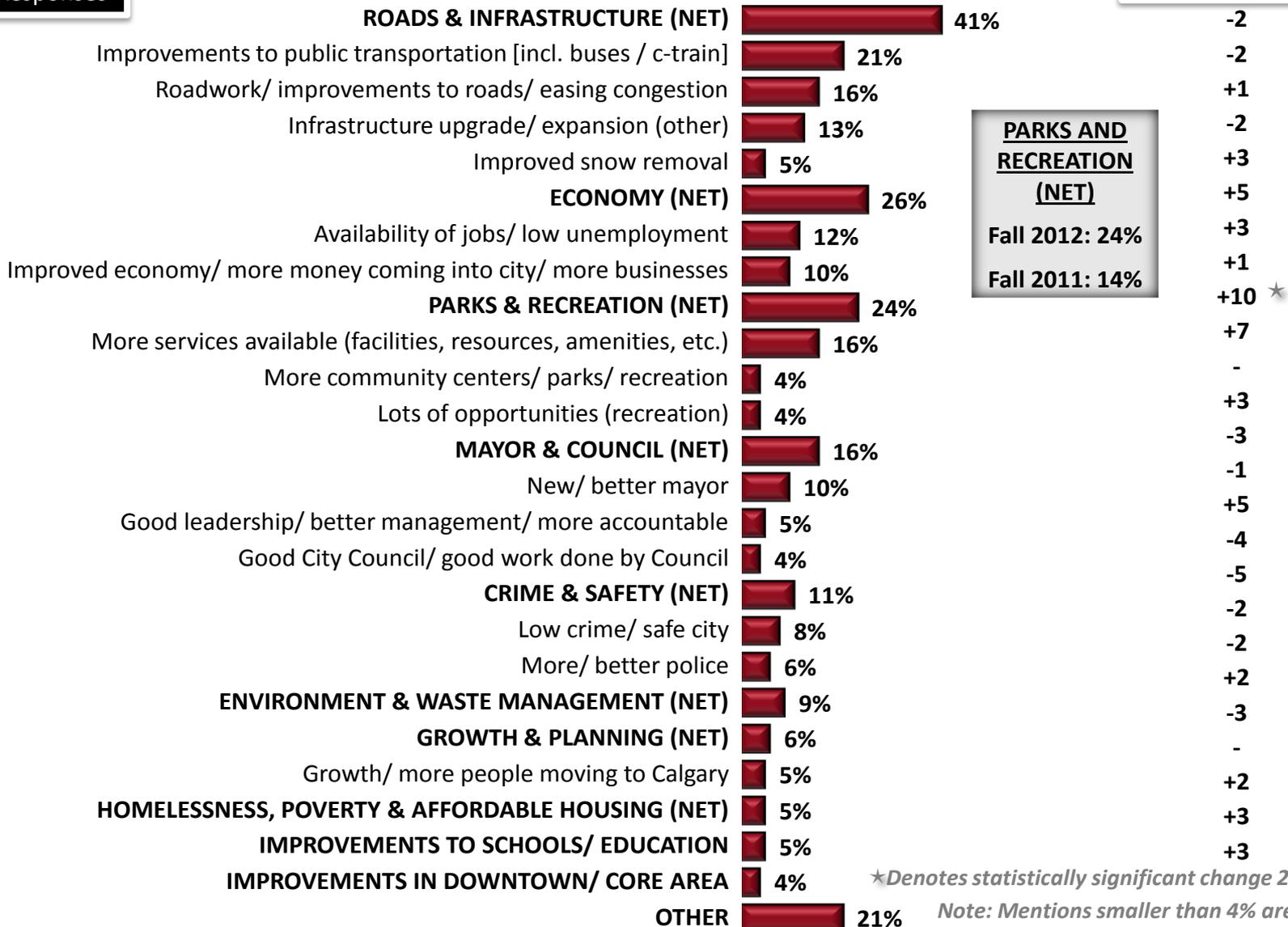
And, do you feel that the quality of life in The City of Calgary in the past three years has ...?

Base: Valid respondents

Reasons for Improved Quality of Life

Multiple Responses

% Change
Fall '11 – Fall '12



PARKS AND RECREATION (NET)
Fall 2012: 24%
Fall 2011: 14%

*Denotes statistically significant change 2011 to 2012

Note: Mentions smaller than 4% are not shown

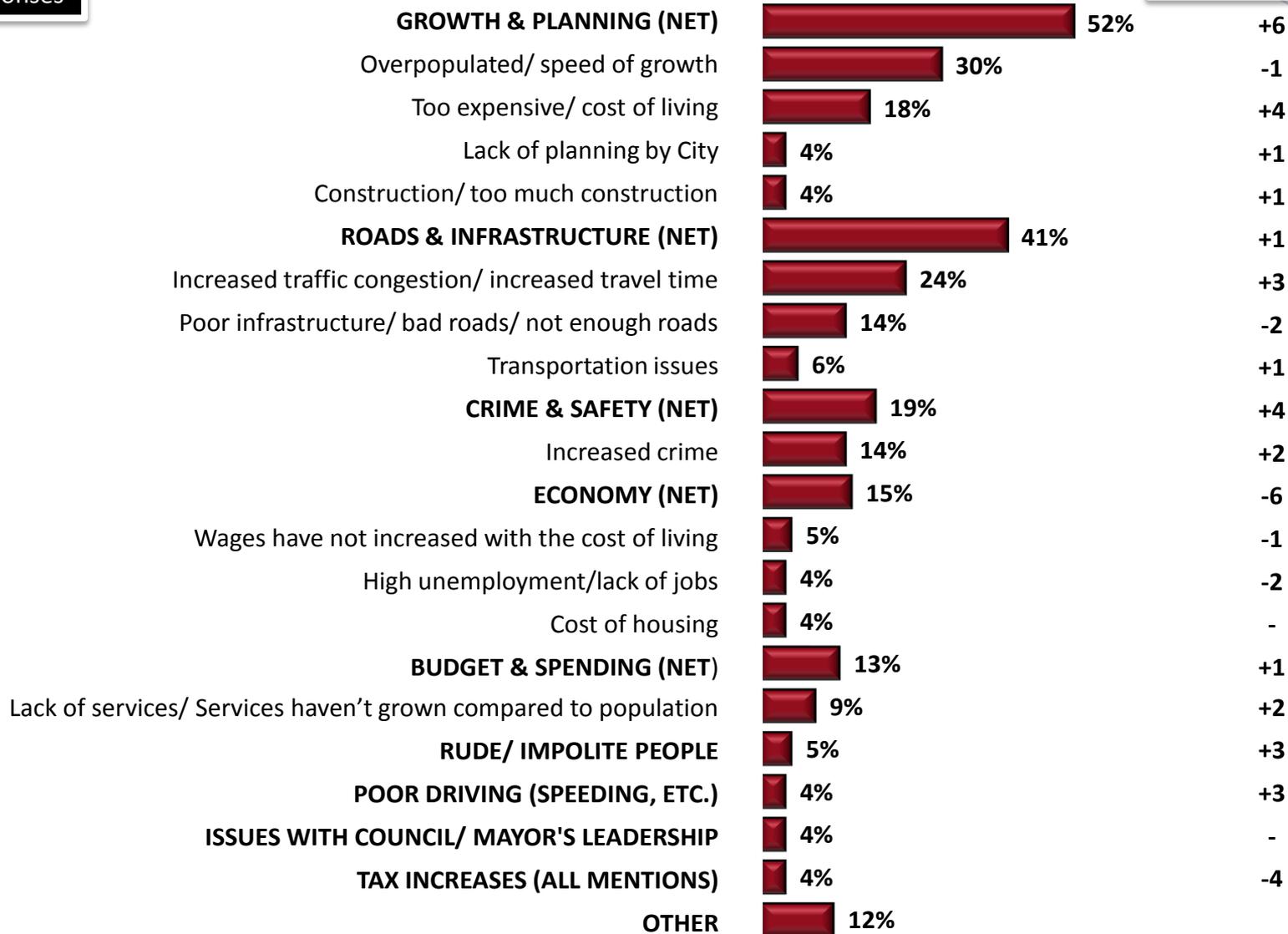
Why do you think the quality of life in Calgary has improved?

Base: Valid respondents who feel quality of life has improved n=280

Reasons for Deteriorated Quality of Life

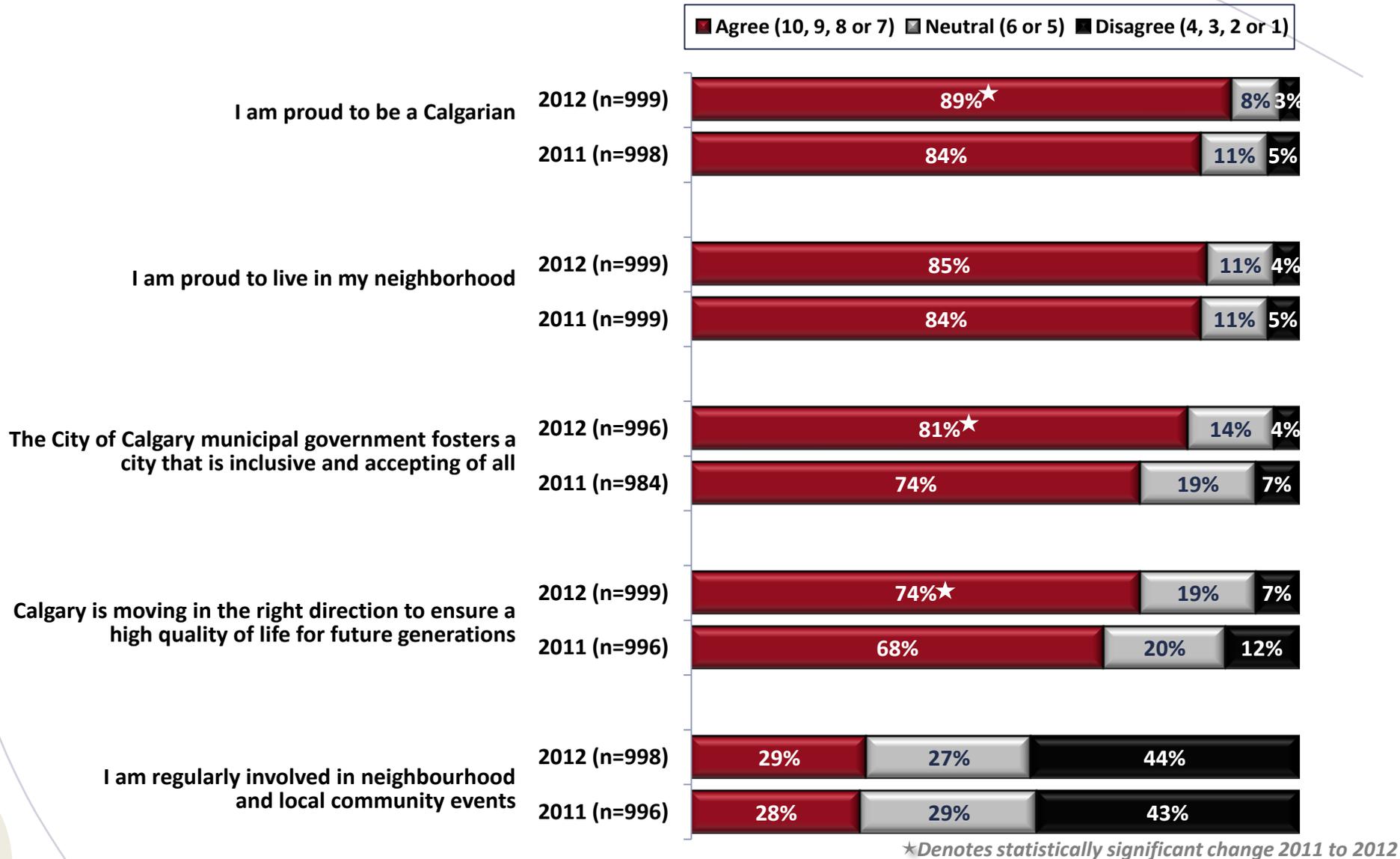
Multiple Responses

**% Change
Fall '11 – Fall '12**



Note: Mentions smaller than 4% are not shown

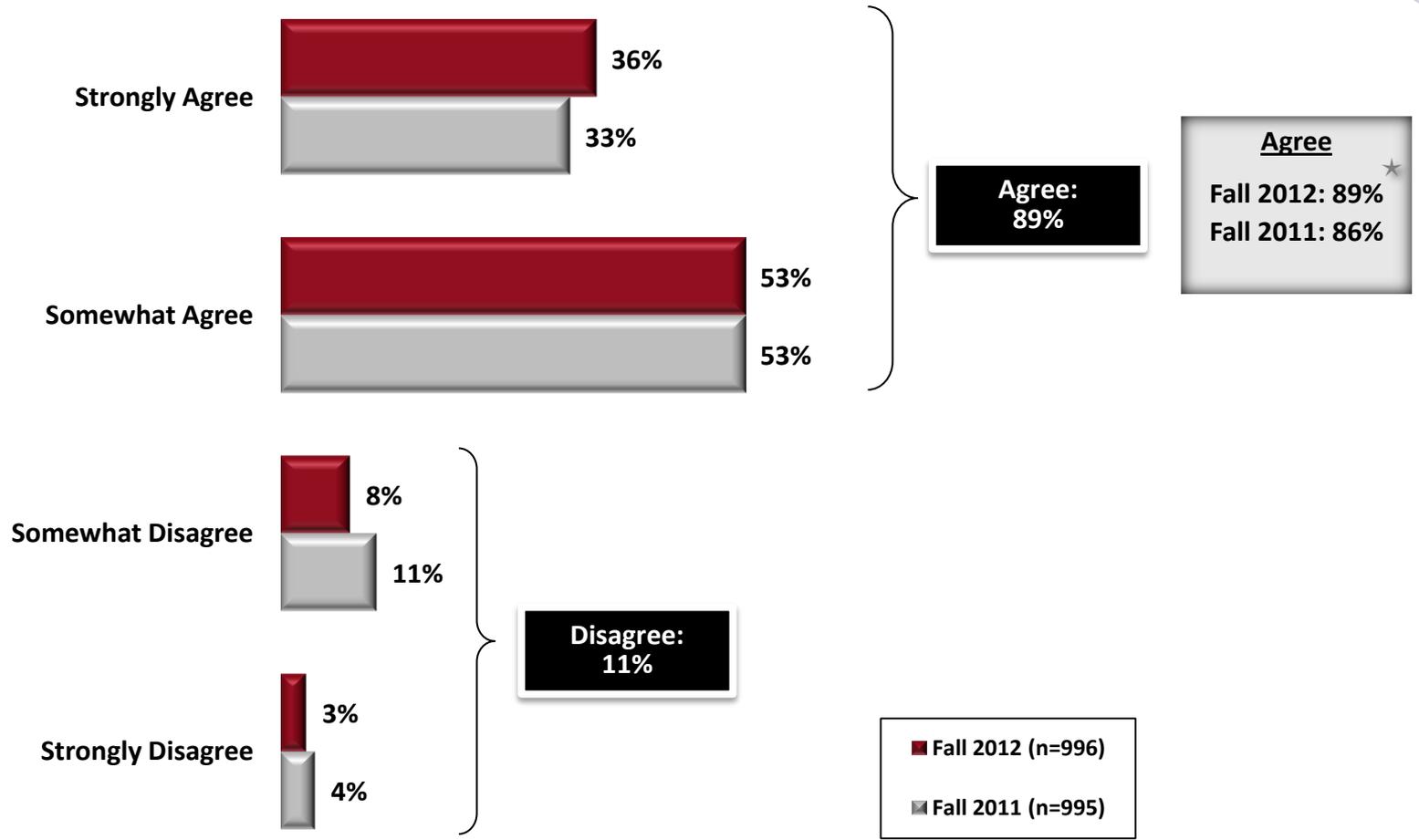
Sustainability Metrics



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

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



★Denotes statistically significant change 2011 to 2012

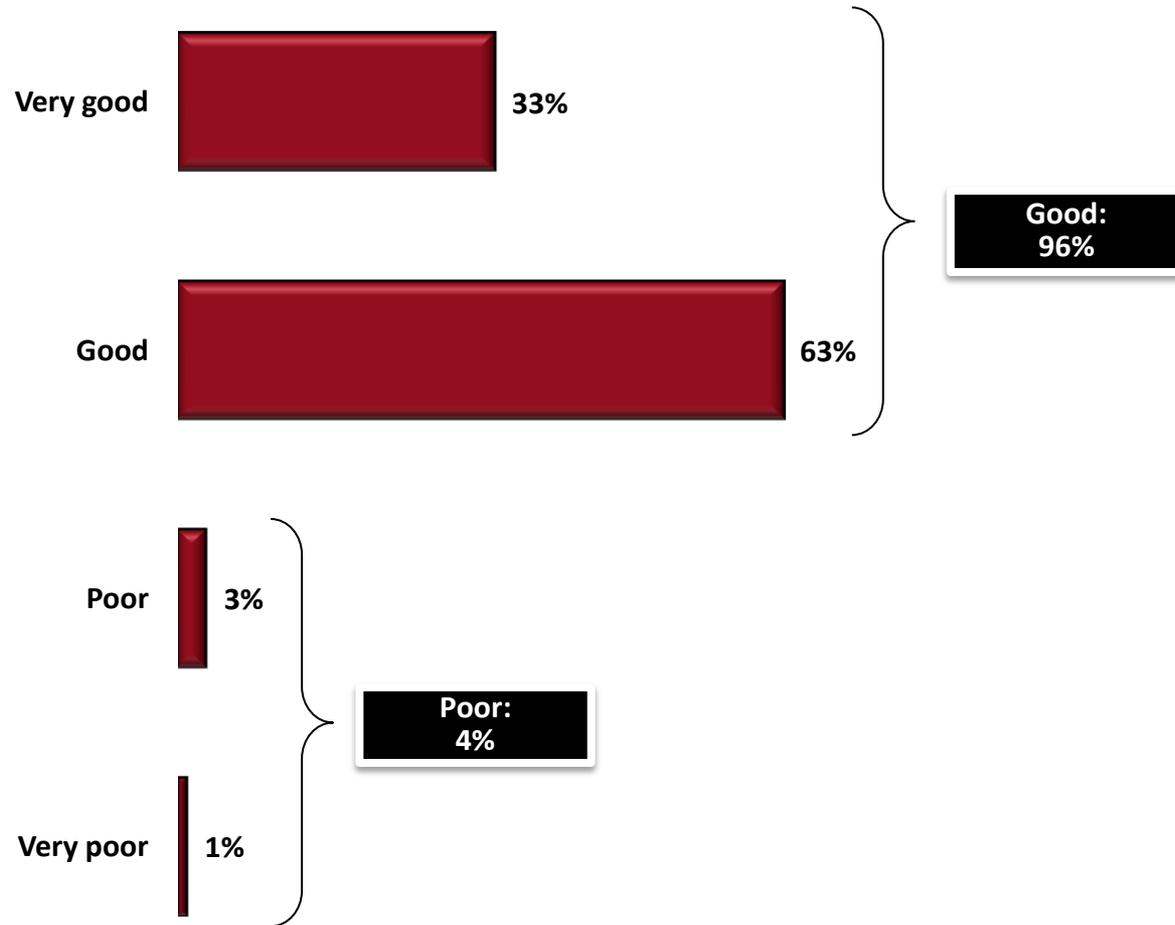
There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future : Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents

DETAILED FINDINGS

CITY PROGRAMS AND SERVICES

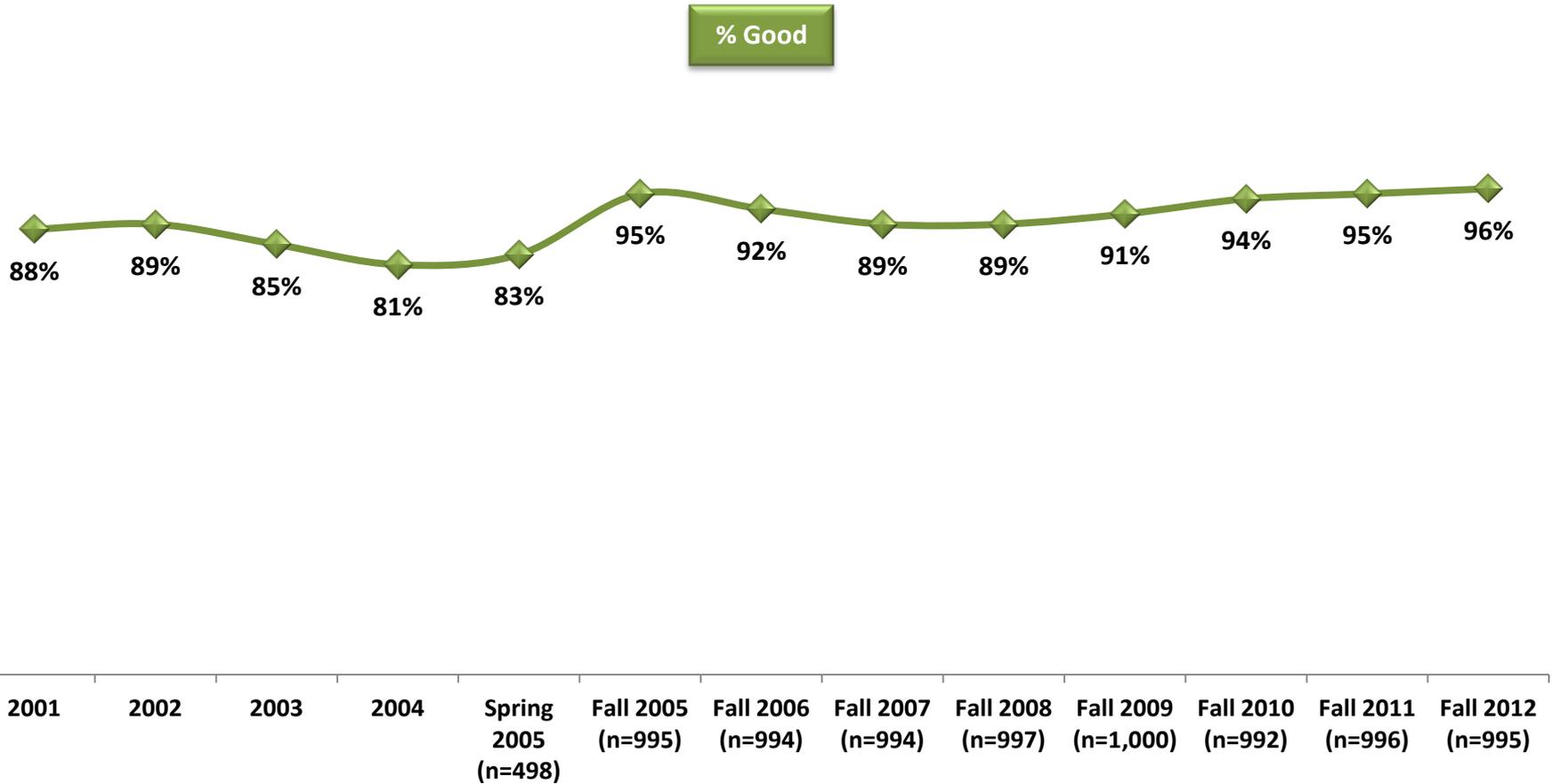
Overall Quality of City Services in Calgary



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

Base: Valid respondents n=995

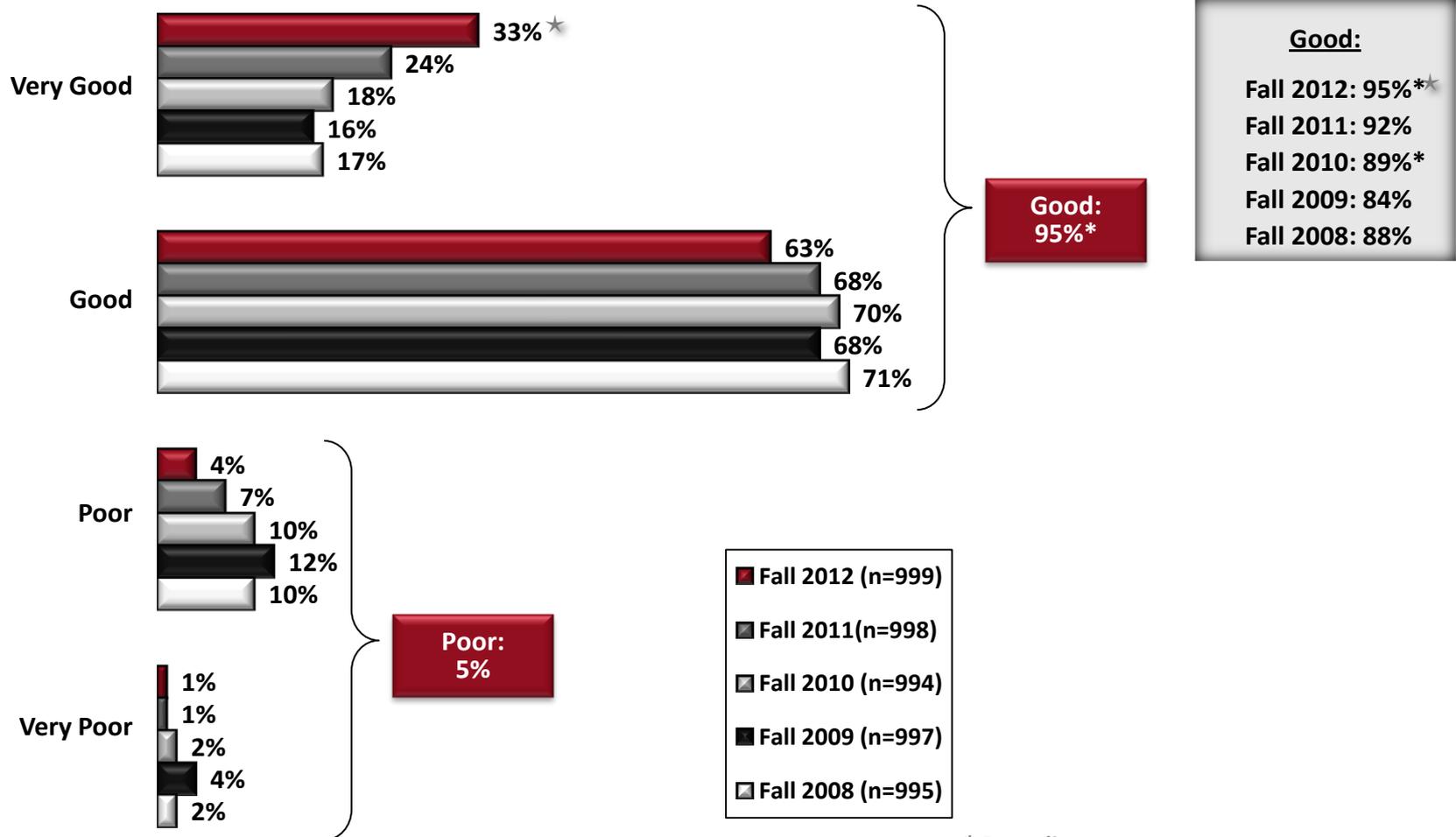
Tracking Overall Quality of City Services in Calgary



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

Base: Valid respondents

Overall Performance of The City of Calgary



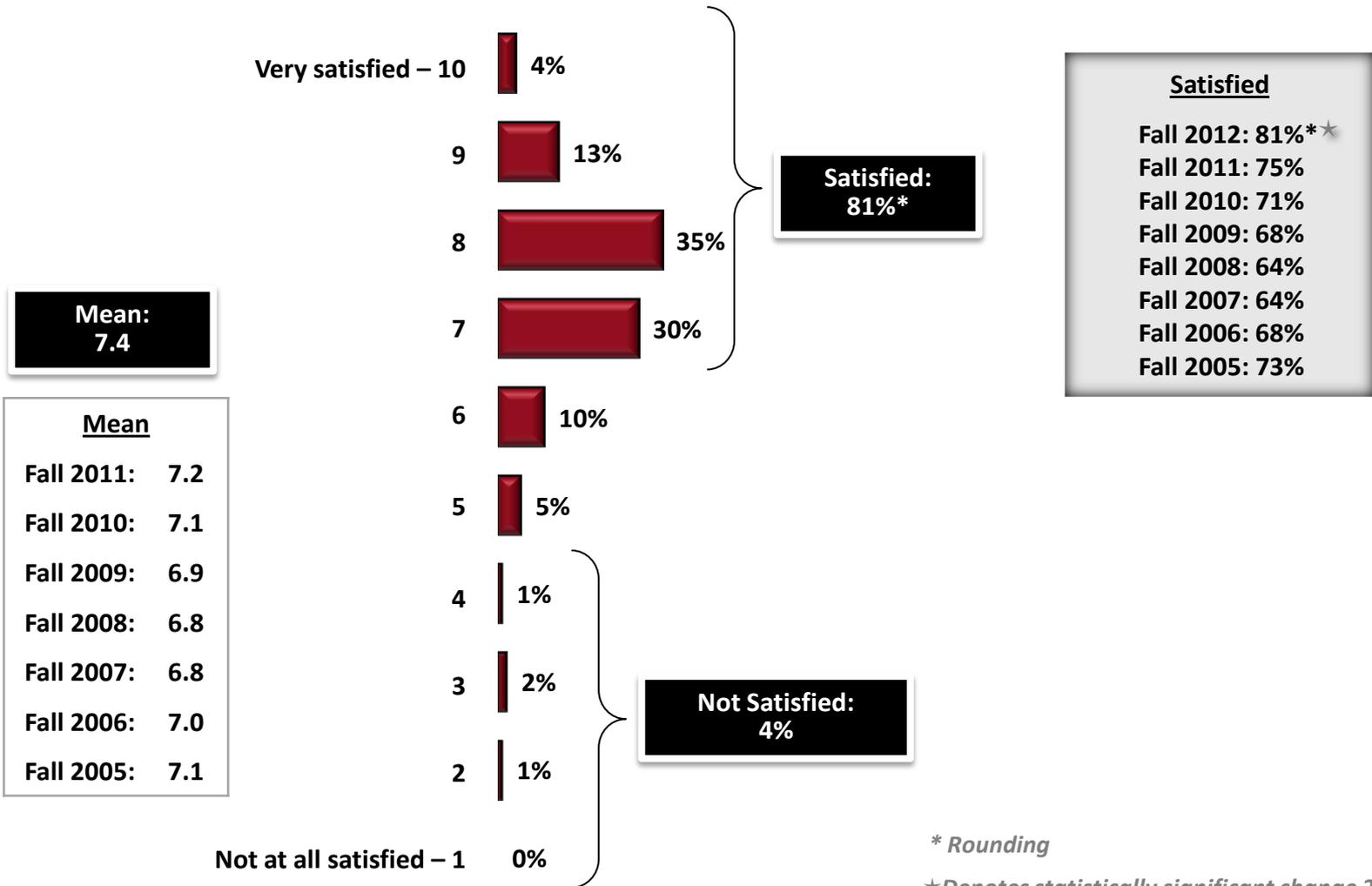
* Rounding

** Denotes statistically significant change 2011 to 2012

Now, overall how would you rate the performance of The City of Calgary? Would you say that it is...?

Base: Valid respondents

Overall Satisfaction with City Programs and Services



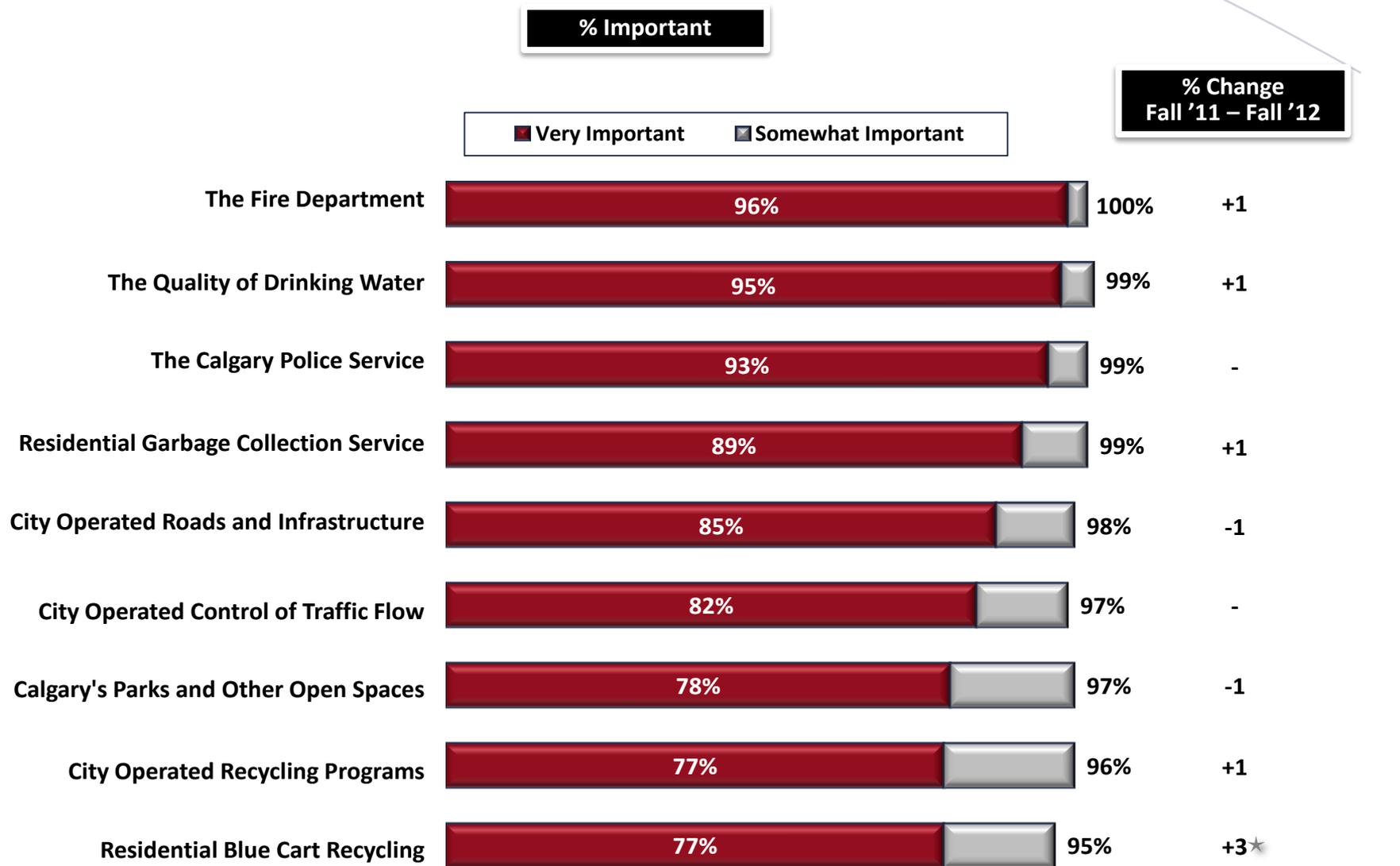
* Rounding

★Denotes statistically significant change 2011 to 2012

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=997

Importance of City Programs and Services

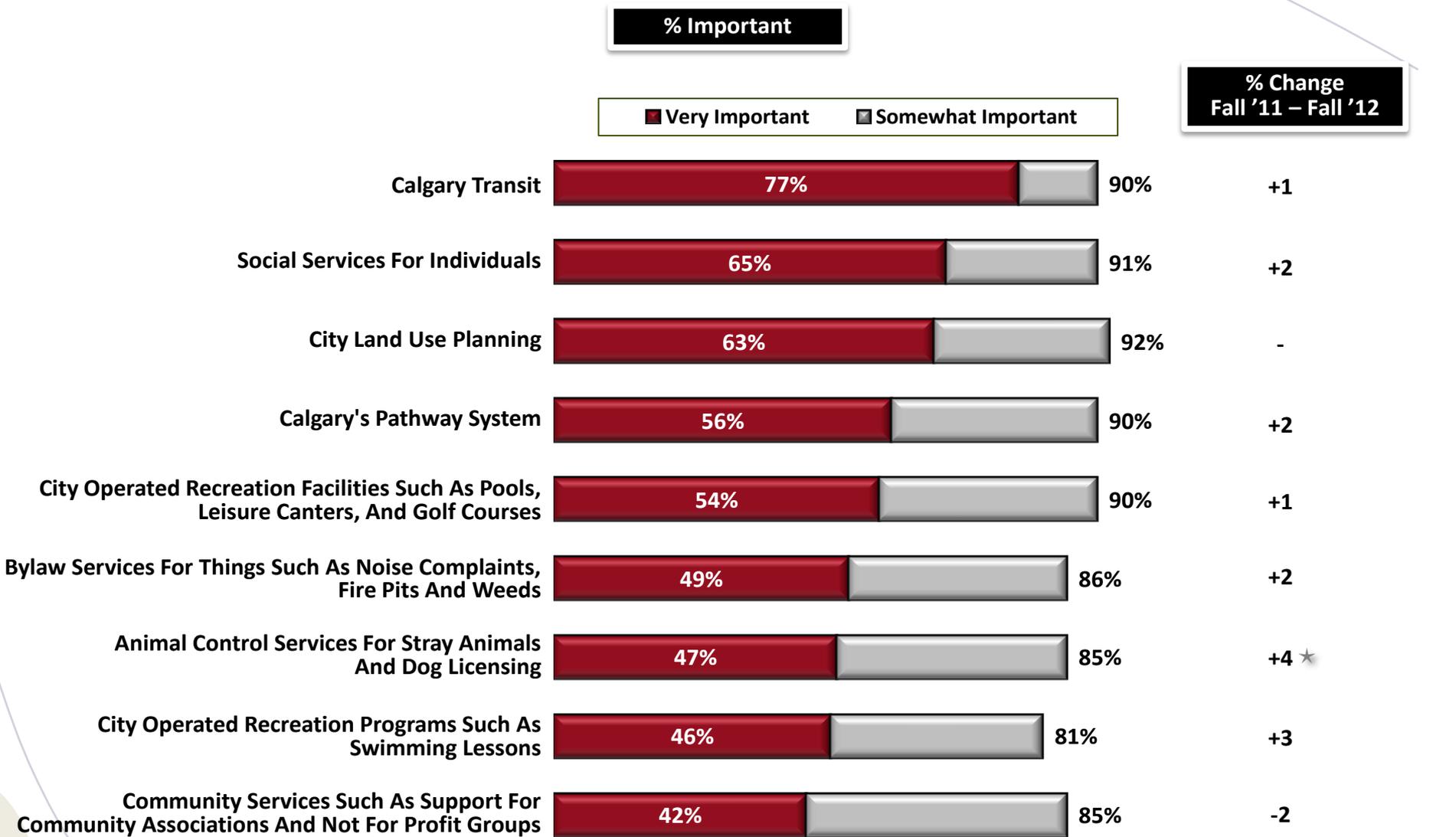


★Denotes statistically significant change 2011 to 2012

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 with the job The City is doing in providing that program or service.

Base: Valid respondents

Importance of City Programs and Services (continued)



★Denotes statistically significant change 2011 to 2012

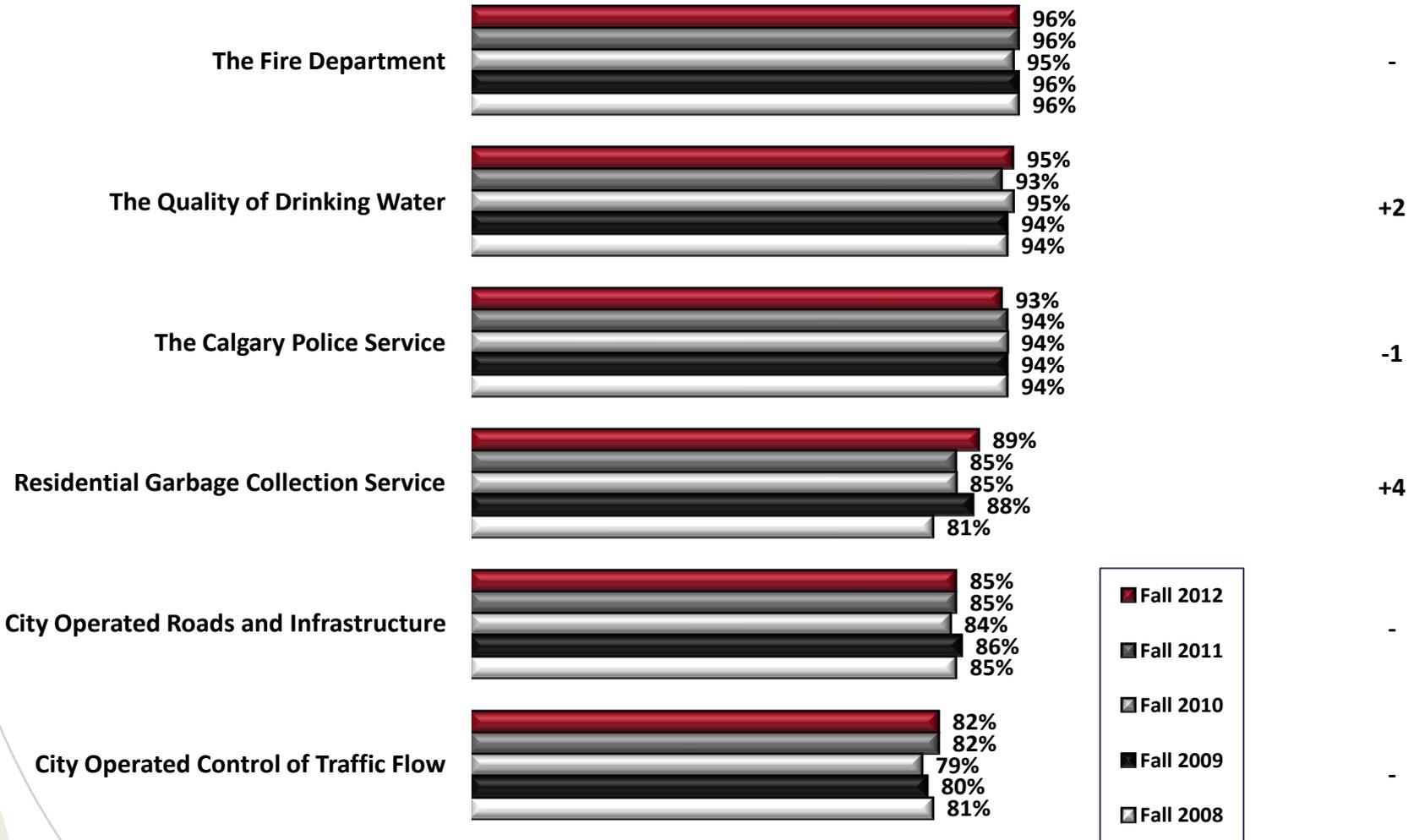
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you with the job The City is doing in providing that program or service.

Base: Valid respondents

Tracking Importance of City Programs and Services

% Very Important

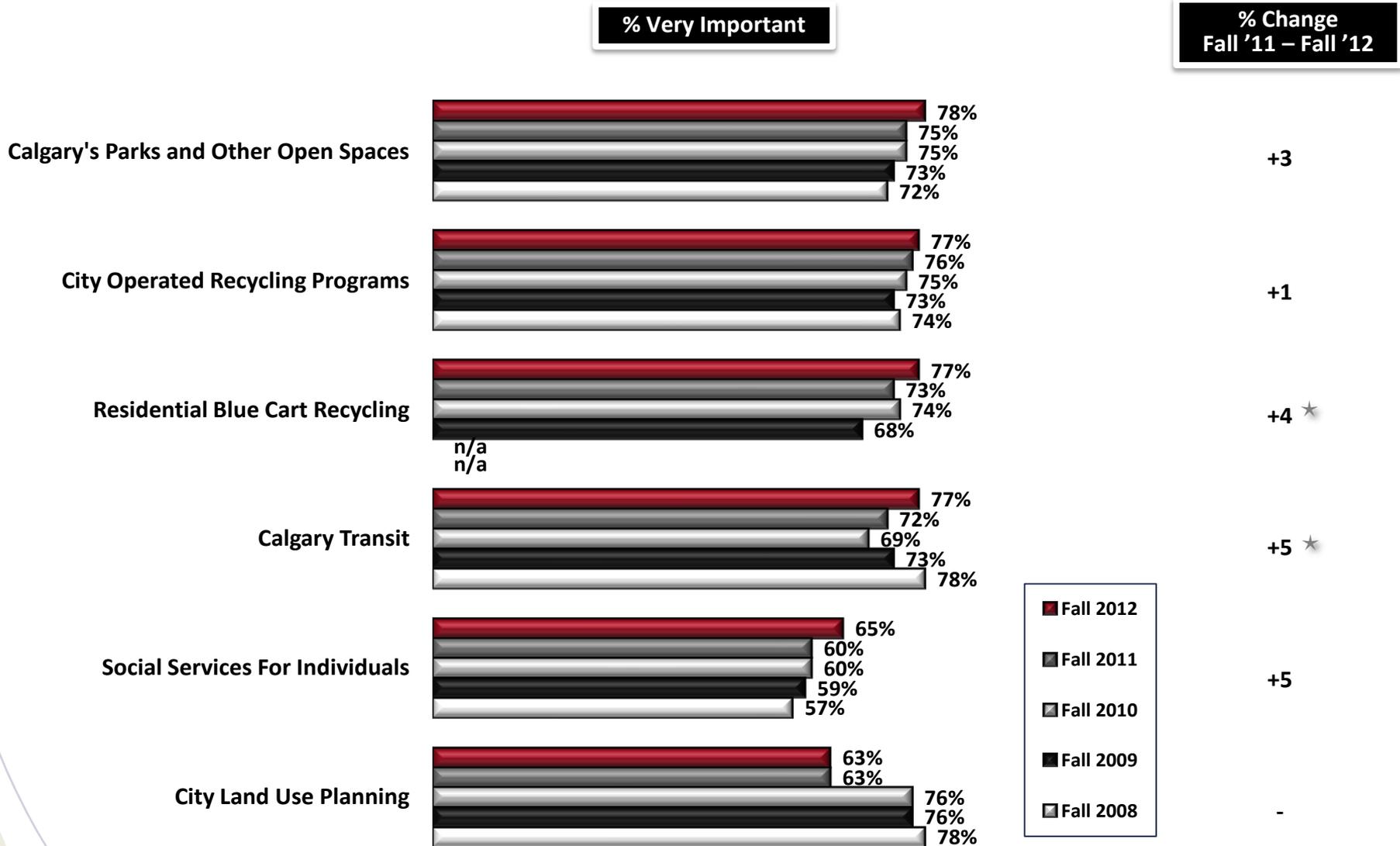
**% Change
Fall '11 – Fall '12**



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 with the job The City is doing in providing that program or service.

Base: Valid respondents

Tracking Importance of City Programs and Services (continued)

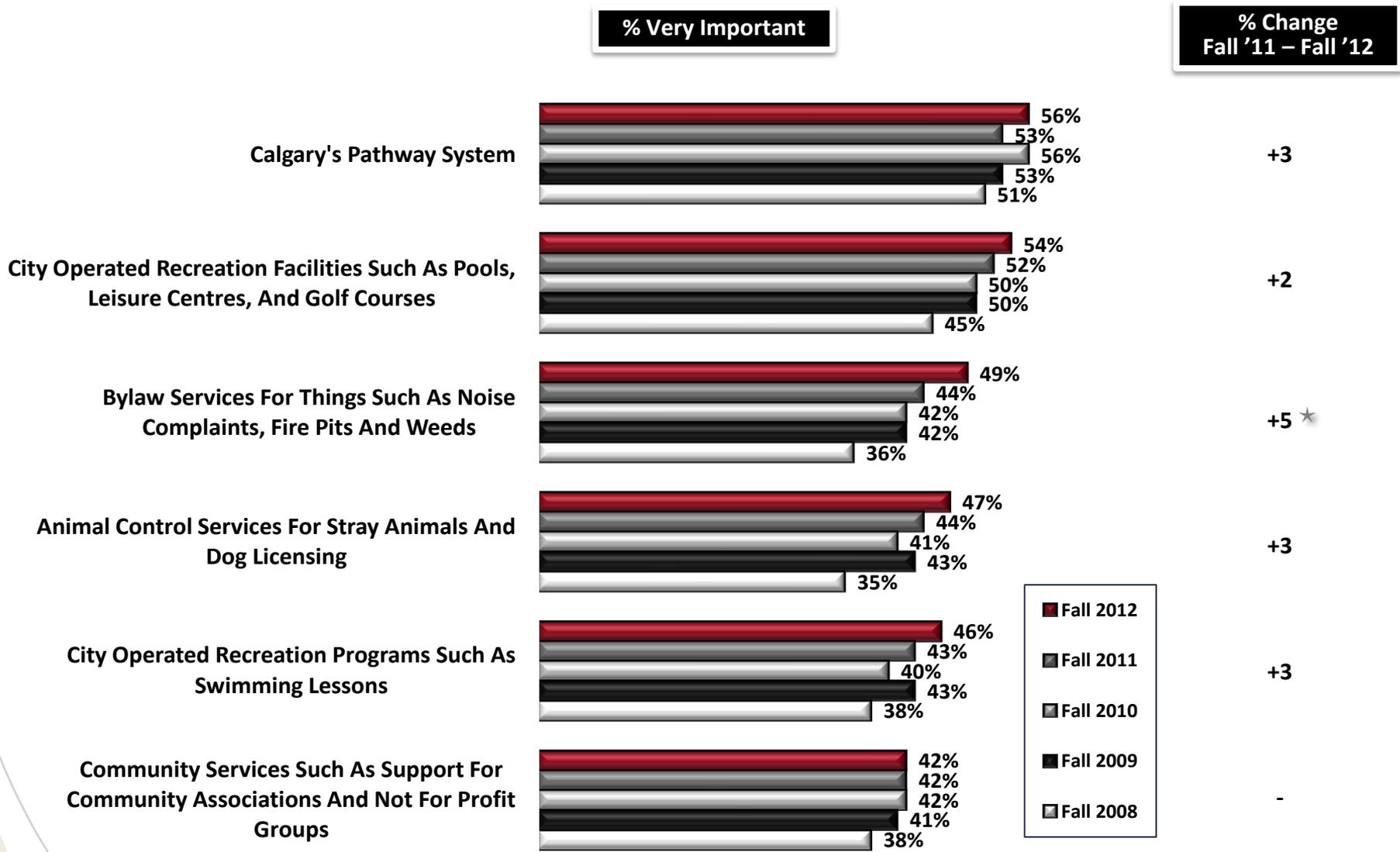


*Denotes statistically significant change 2011 to 2012

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 with the job The City is doing in providing that program or service.

Base: Valid respondents

Tracking Importance of City Programs and Services (continued)

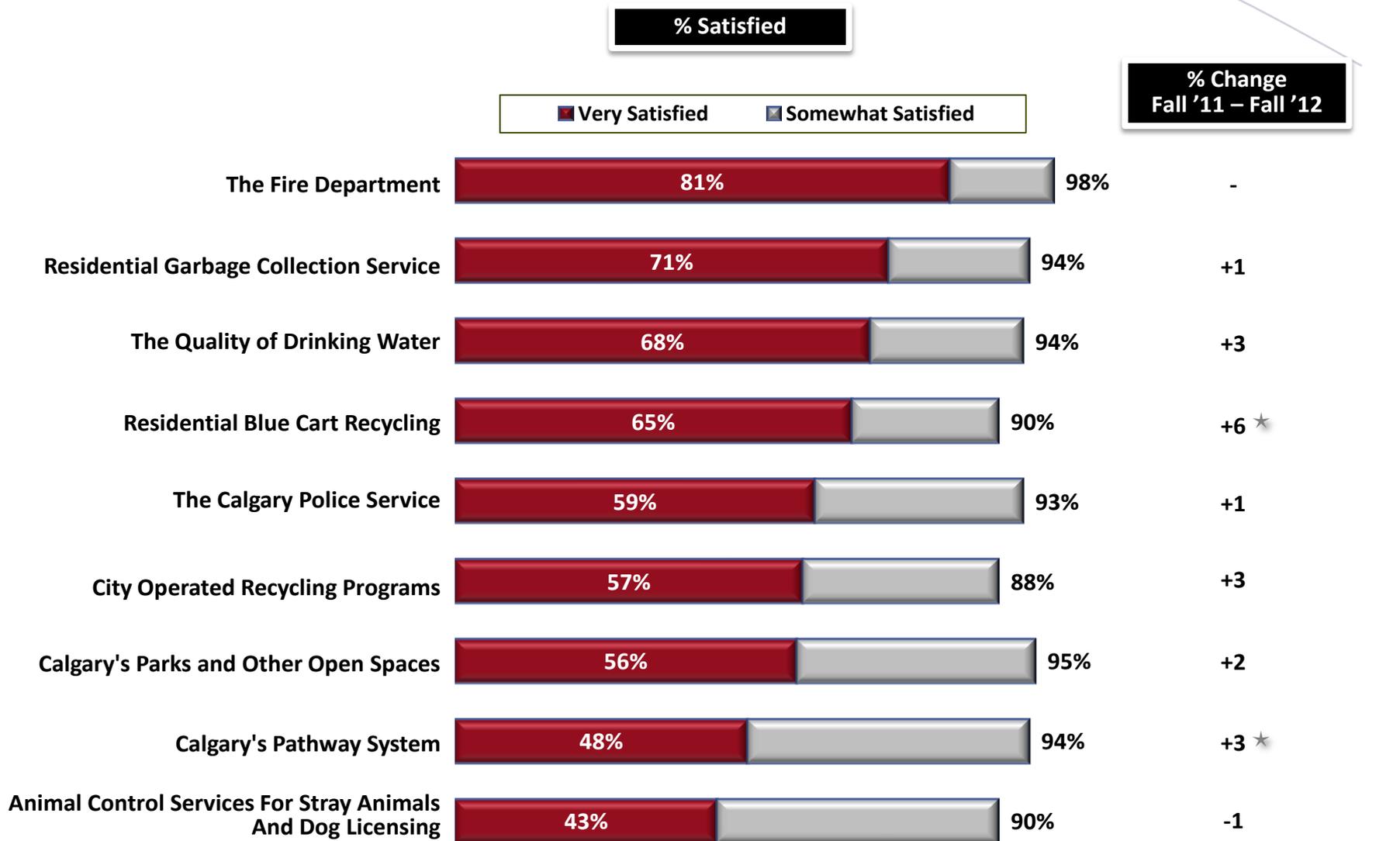


*Denotes statistically significant change 2011 to 2012

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 with the job The City is doing in providing that program or service.

Base: Valid respondents

Satisfaction with City Programs and Services

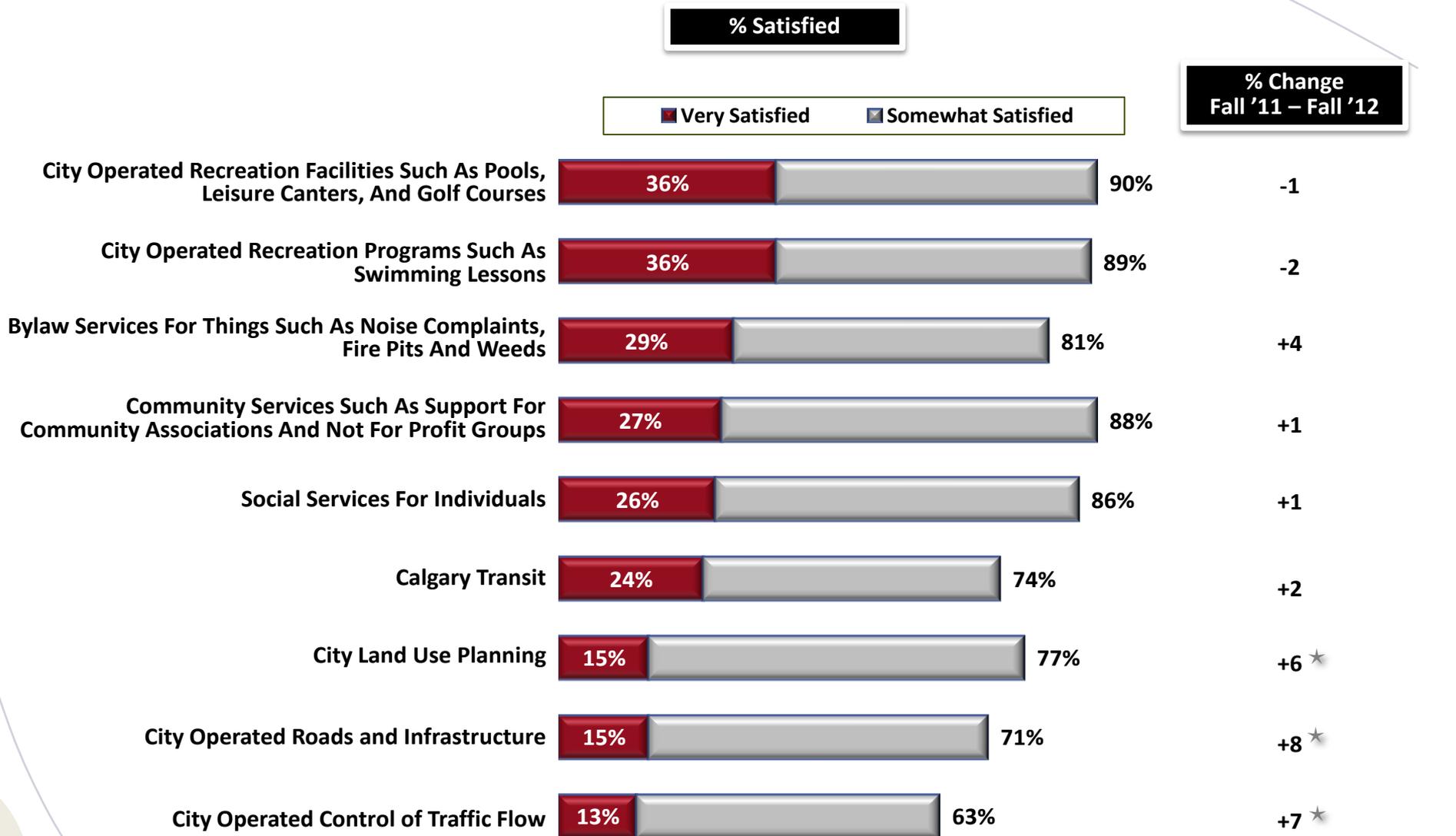


*Denotes statistically significant change 2011 to 2012

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

Satisfaction with City Programs and Services (continued)

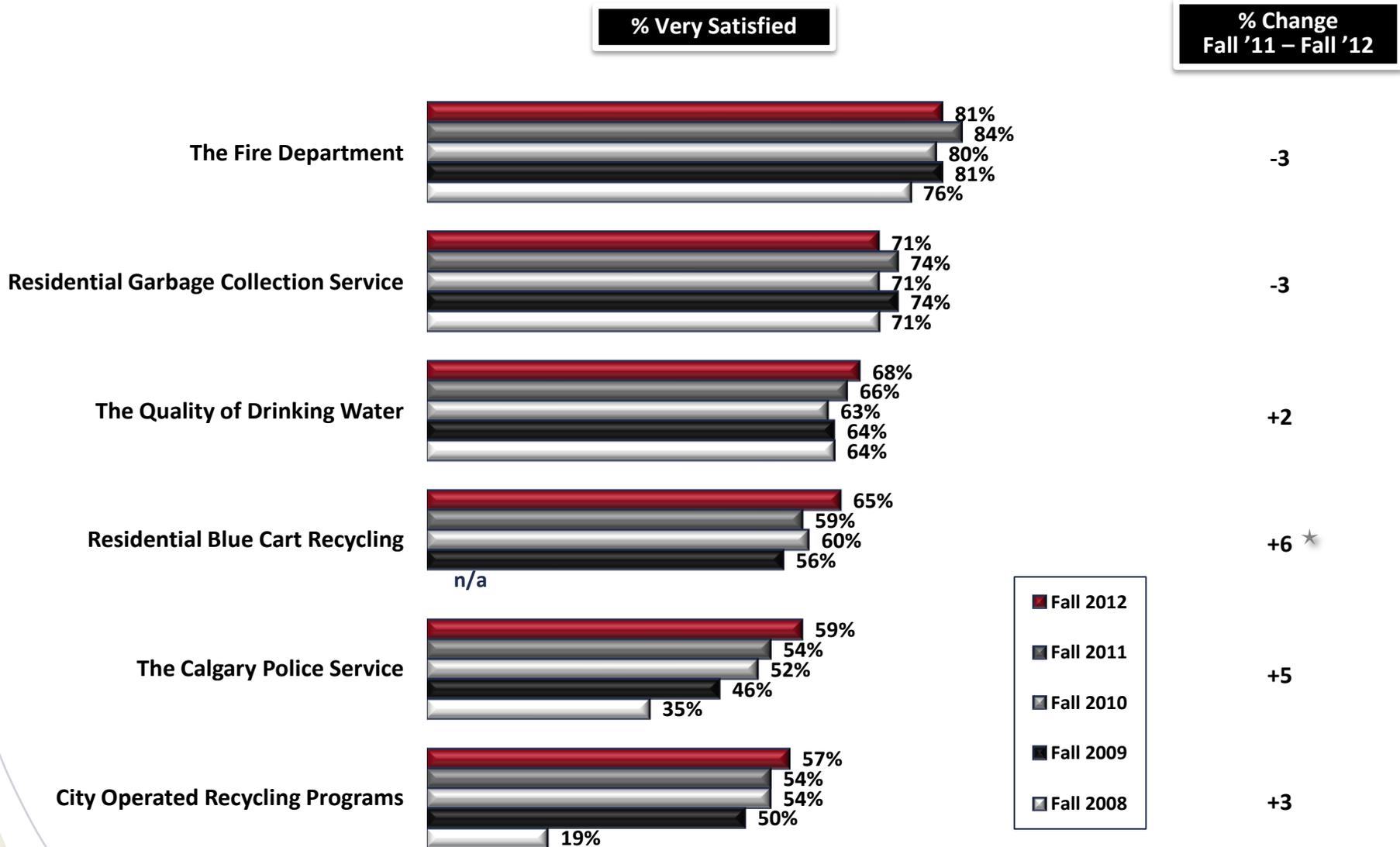


*Denotes statistically significant change 2011 to 2012

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

Tracking Satisfaction with City Programs and Services

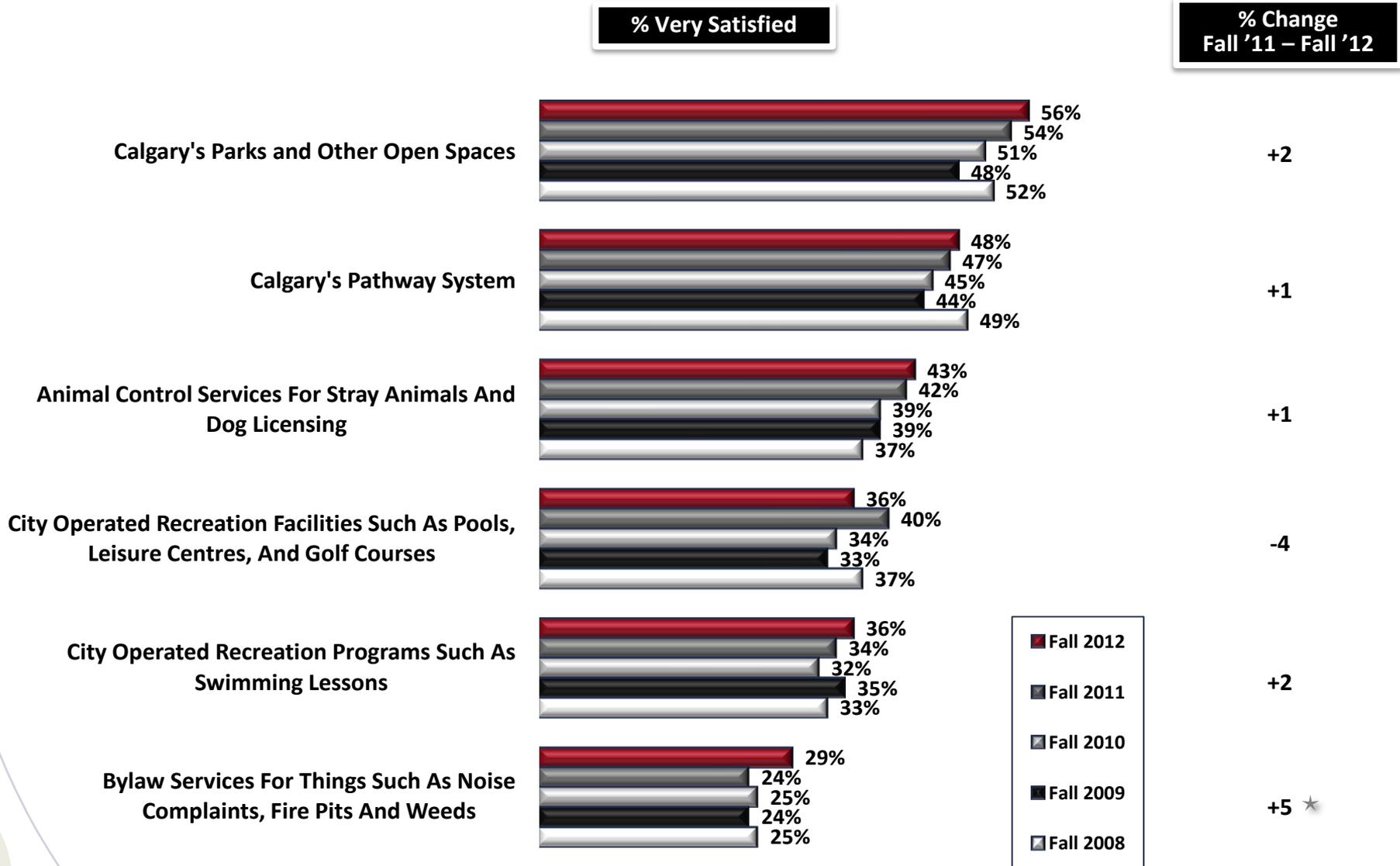


*Denotes statistically significant change 2011 to 2012

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

Base: Valid respondents

Tracking Satisfaction with City Programs and Services (continued)

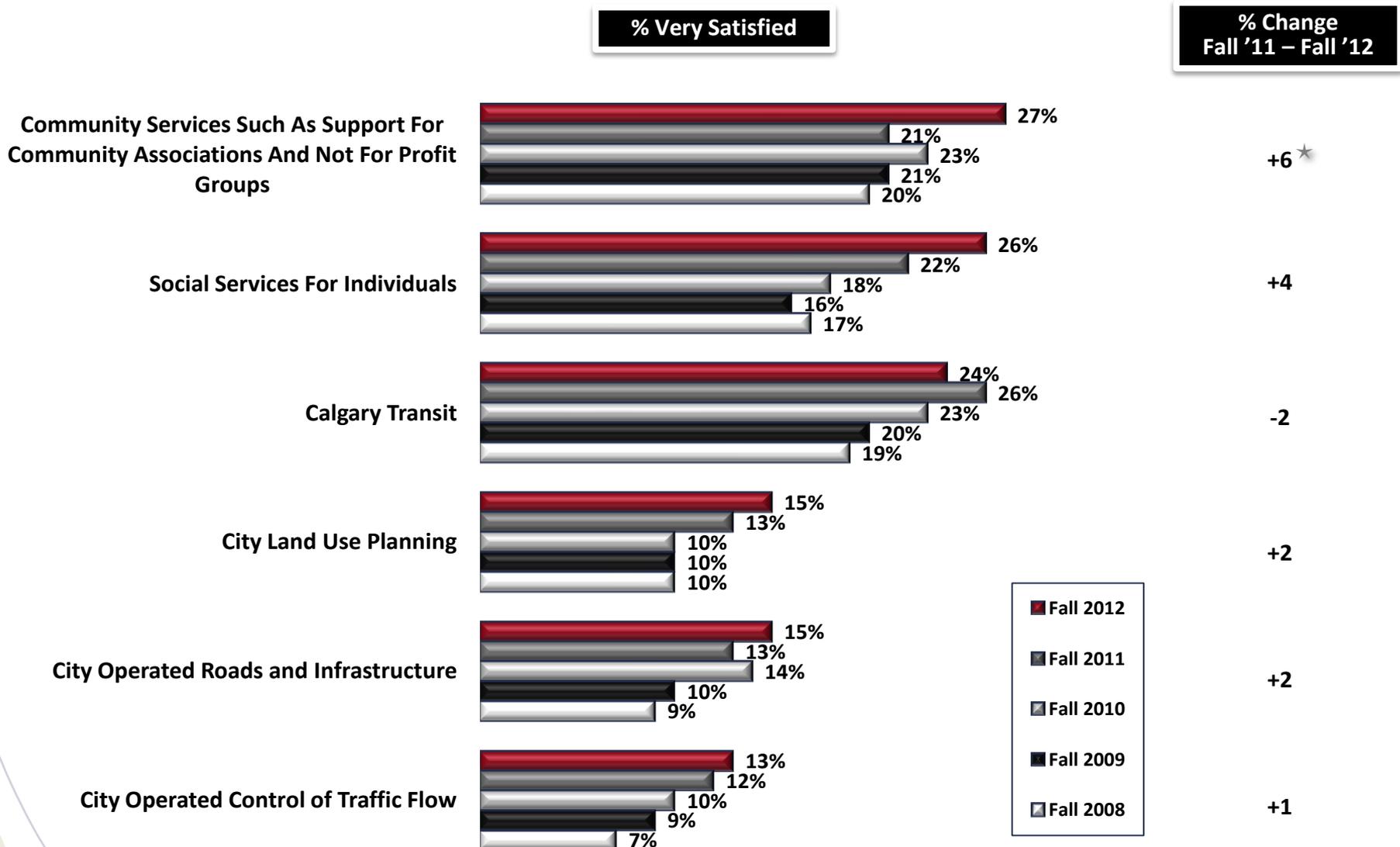


★ Denotes statistically significant change 2011 to 2012

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

Base: Valid respondents

Tracking Satisfaction with City Programs and Services (continued)

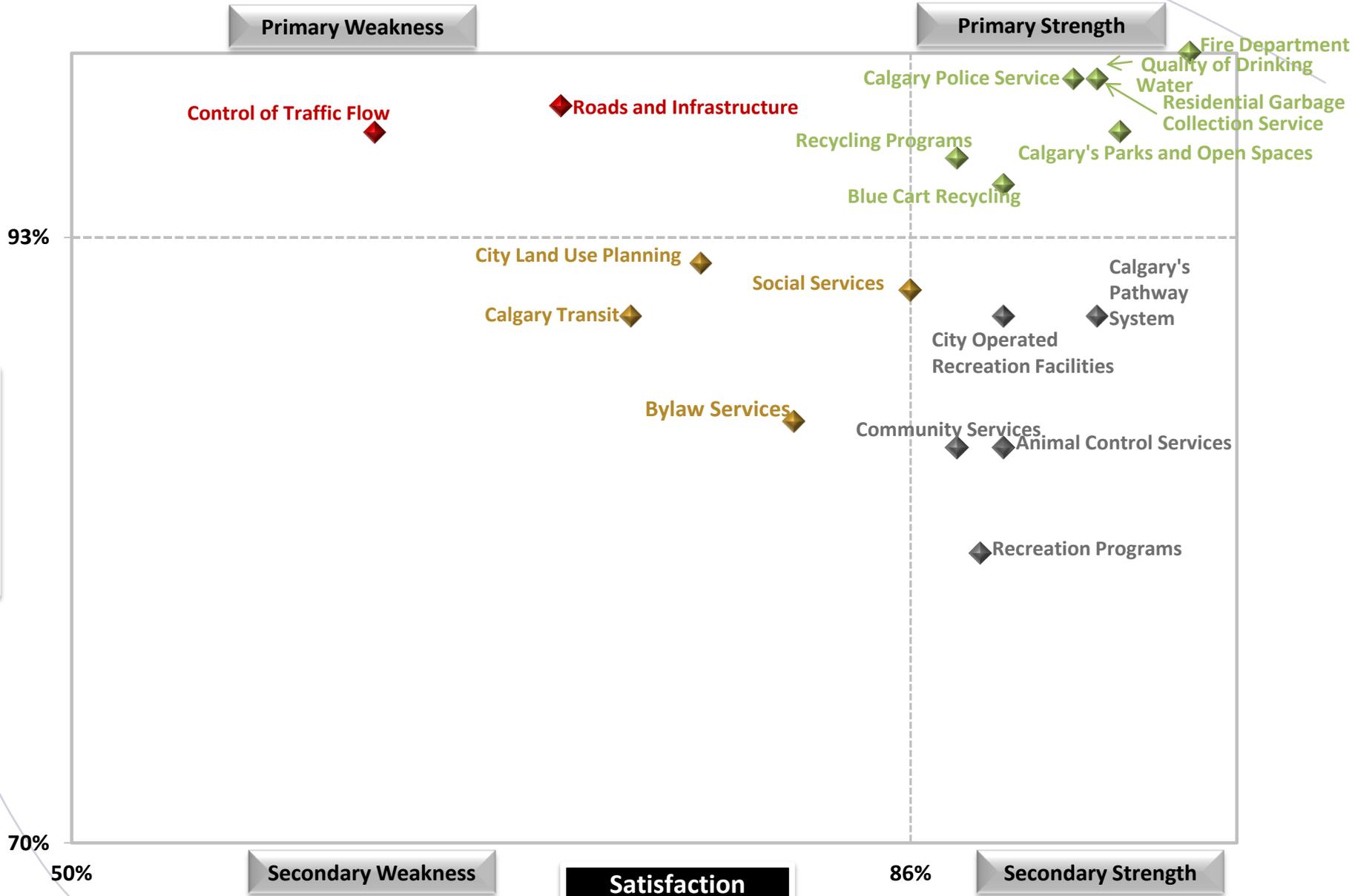


*Denotes statistically significant change 2011 to 2012

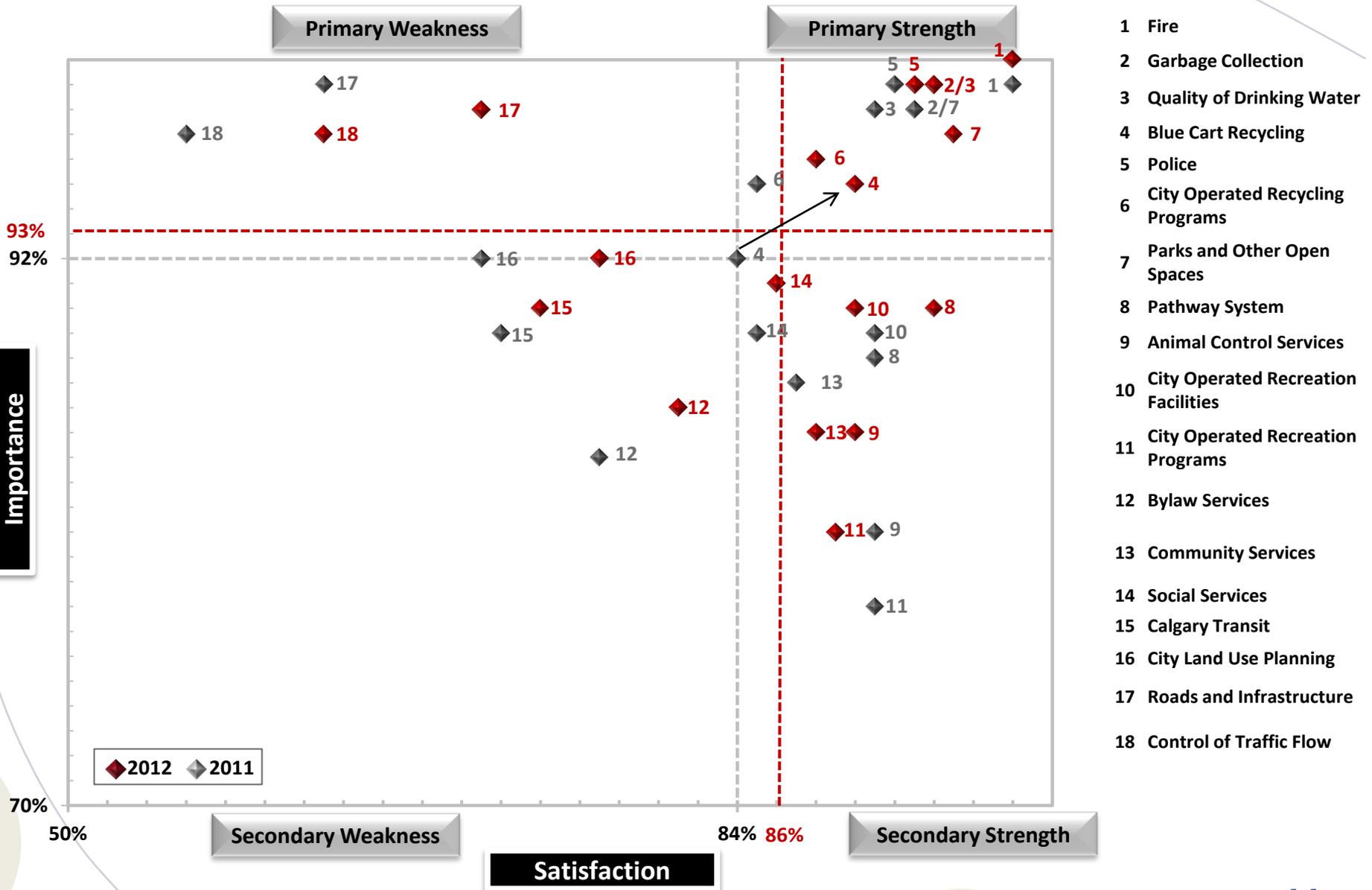
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied each one is to you with the job The City is doing in providing that program or service.

Base: Valid respondents

Importance vs. Satisfaction Grid



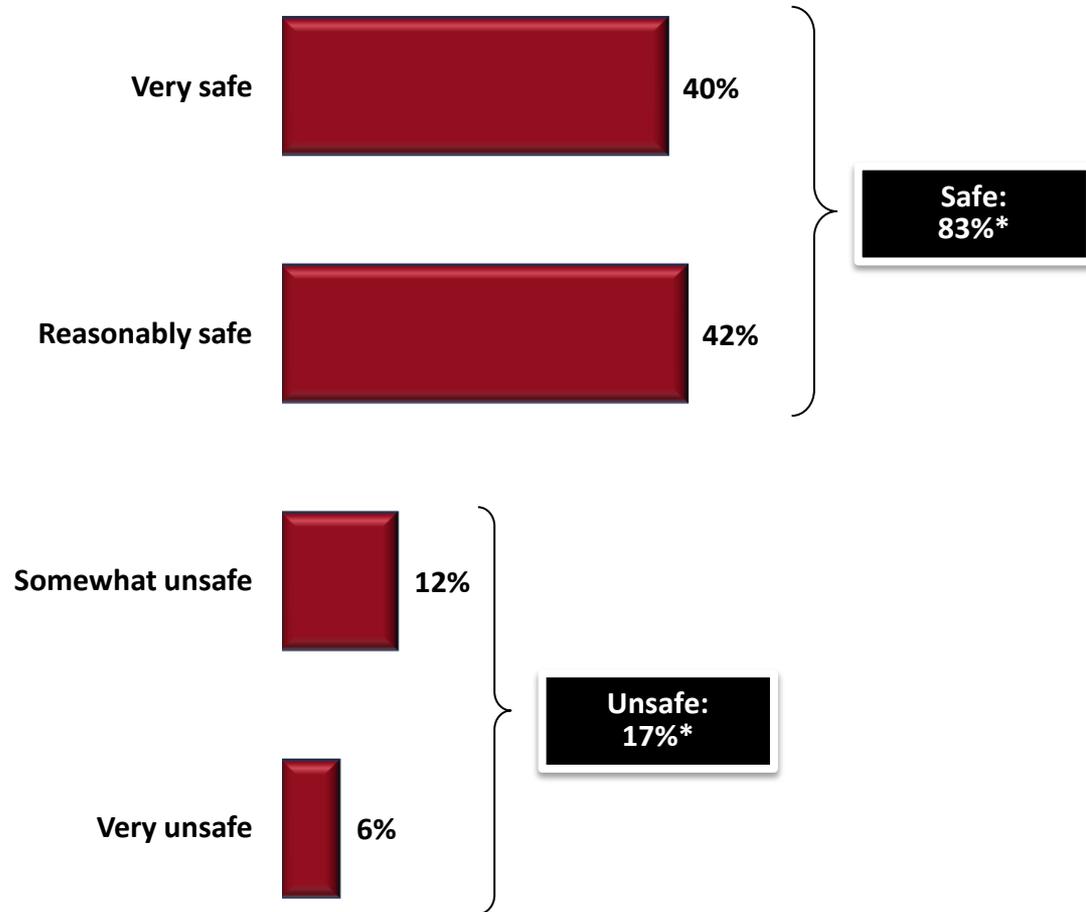
2012 vs. 2011 Importance vs. Satisfaction Action Grid



DETAILED FINDINGS

PERCEPTIONS ABOUT PUBLIC SAFETY

Perceived Safety in Own Neighbourhood

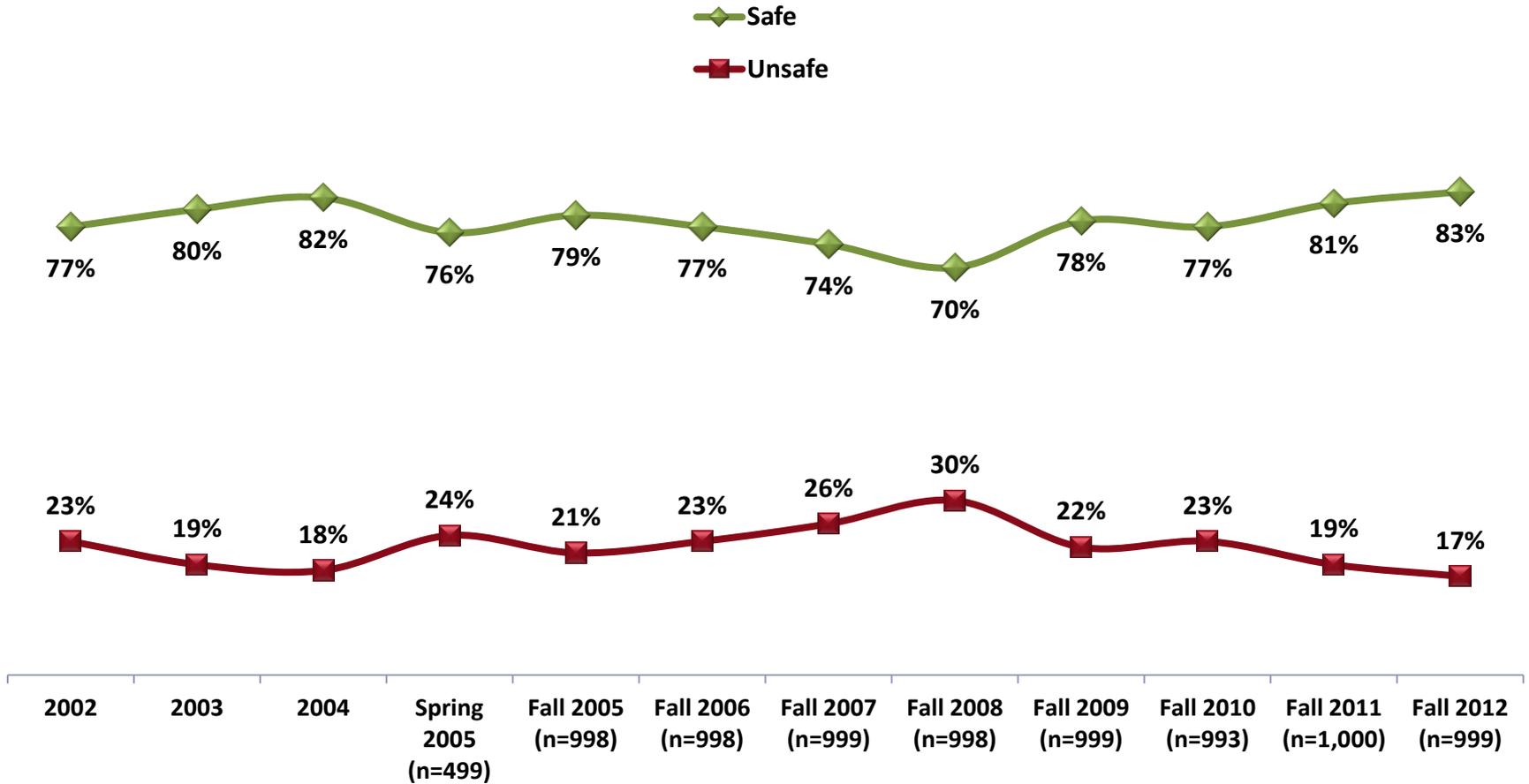


** Rounding*

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

Base: Valid respondents n=999

Tracking Perceived Safety in Own Neighbourhood



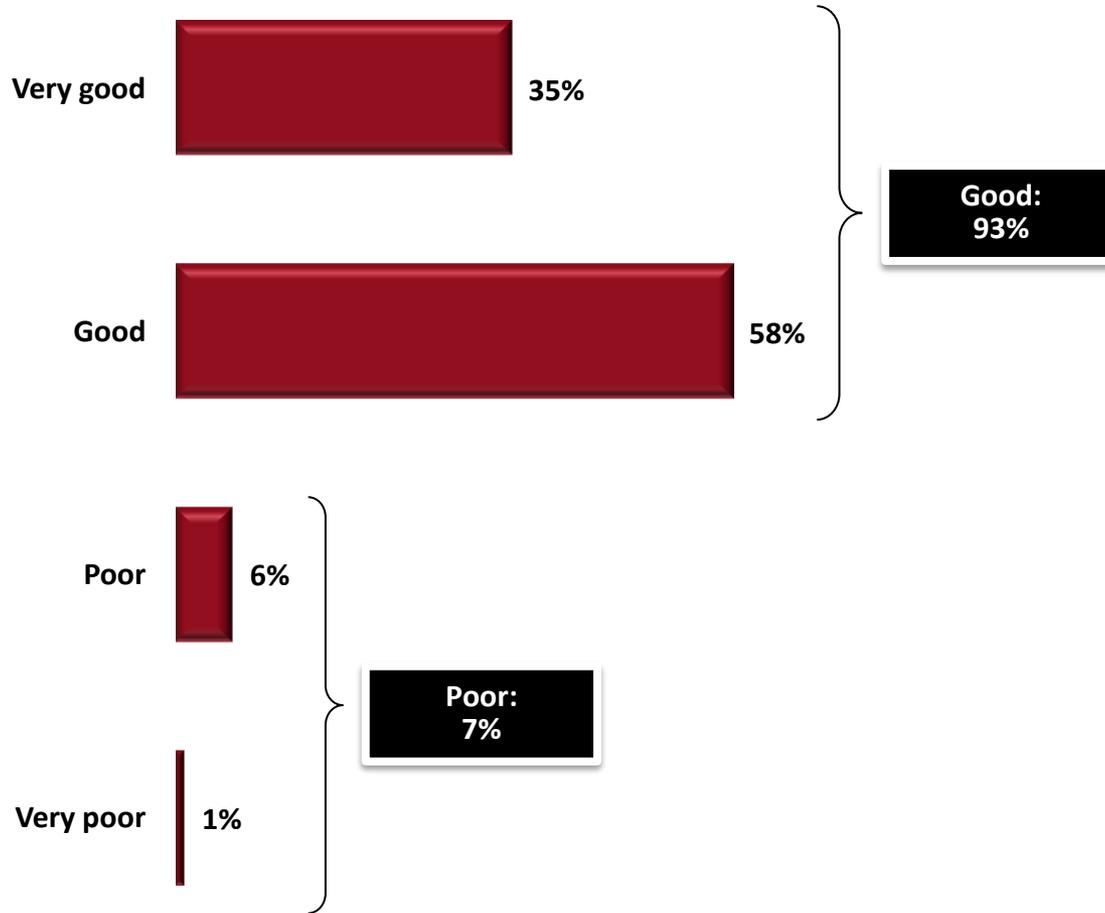
How safe do you feel or would you feel walking alone in your neighbourhood after dark?

Base: Valid respondents

DETAILED FINDINGS

ENVIRONMENTAL PERFORMANCE

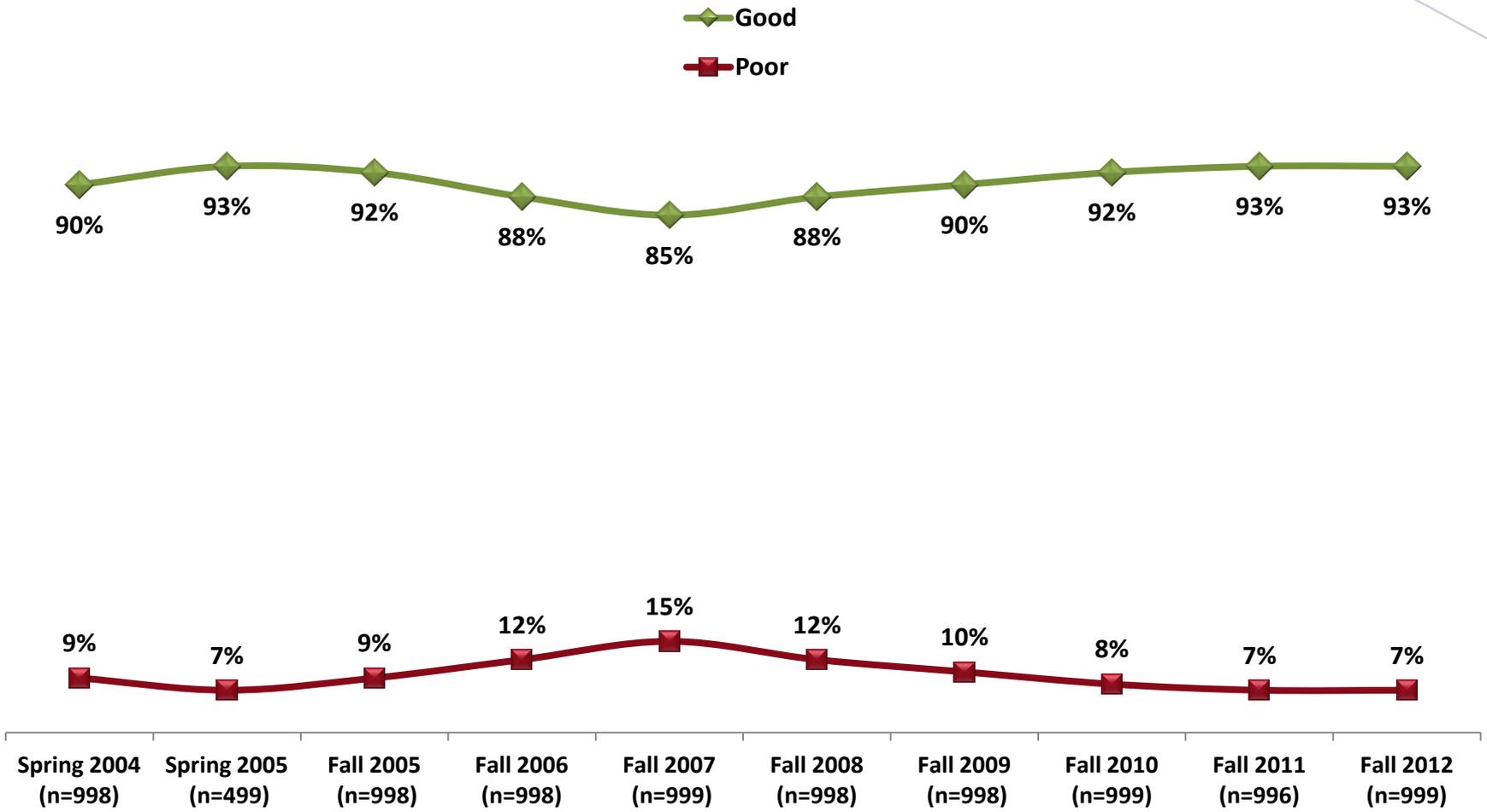
Perceptions About Overall State of Calgary's Environment



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? Would you say that it is...?

Base: Valid respondents n=999

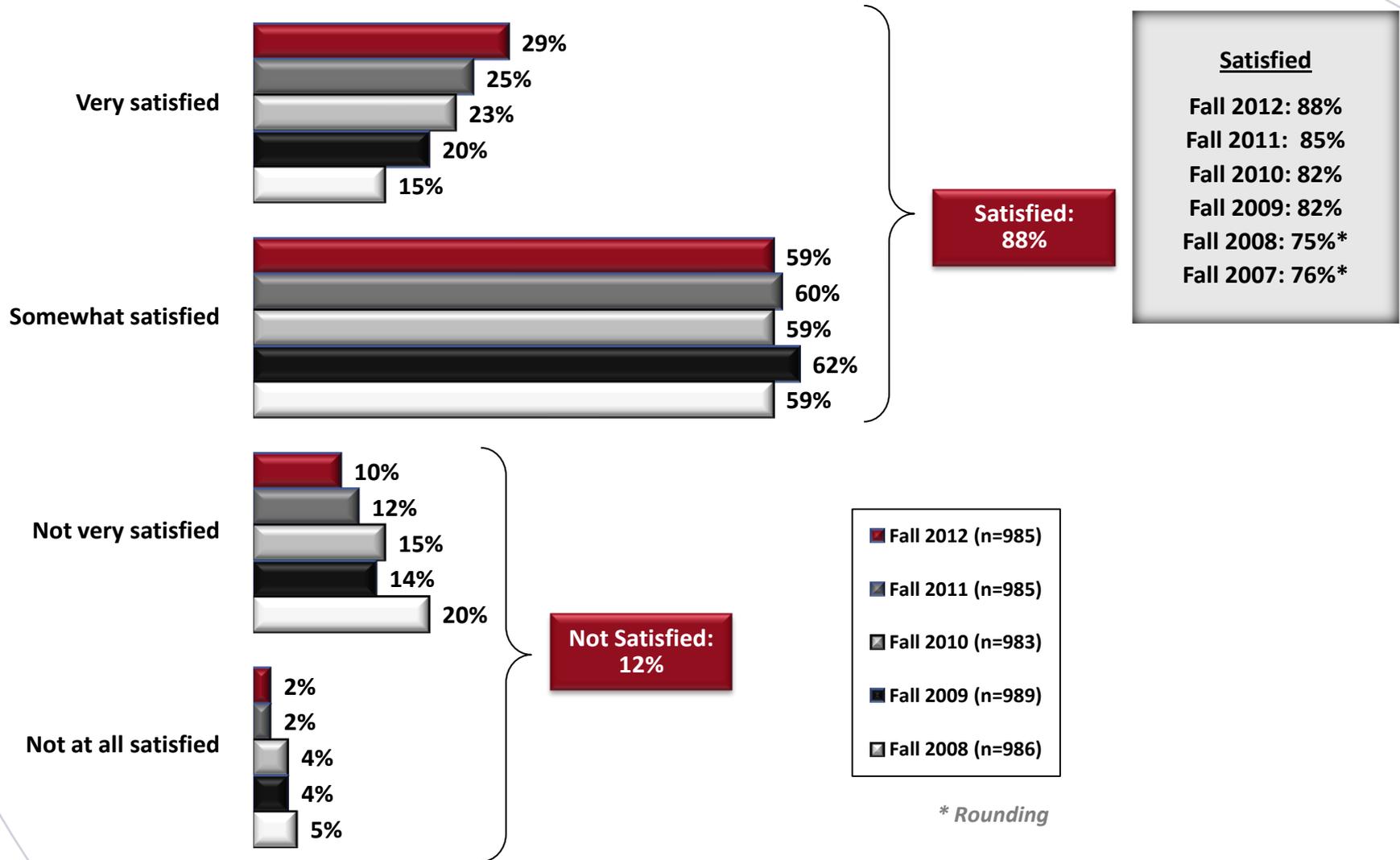
Tracking Perceptions About Overall State of Calgary's Environment



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? Would you say that it is...?

Base: Valid respondents

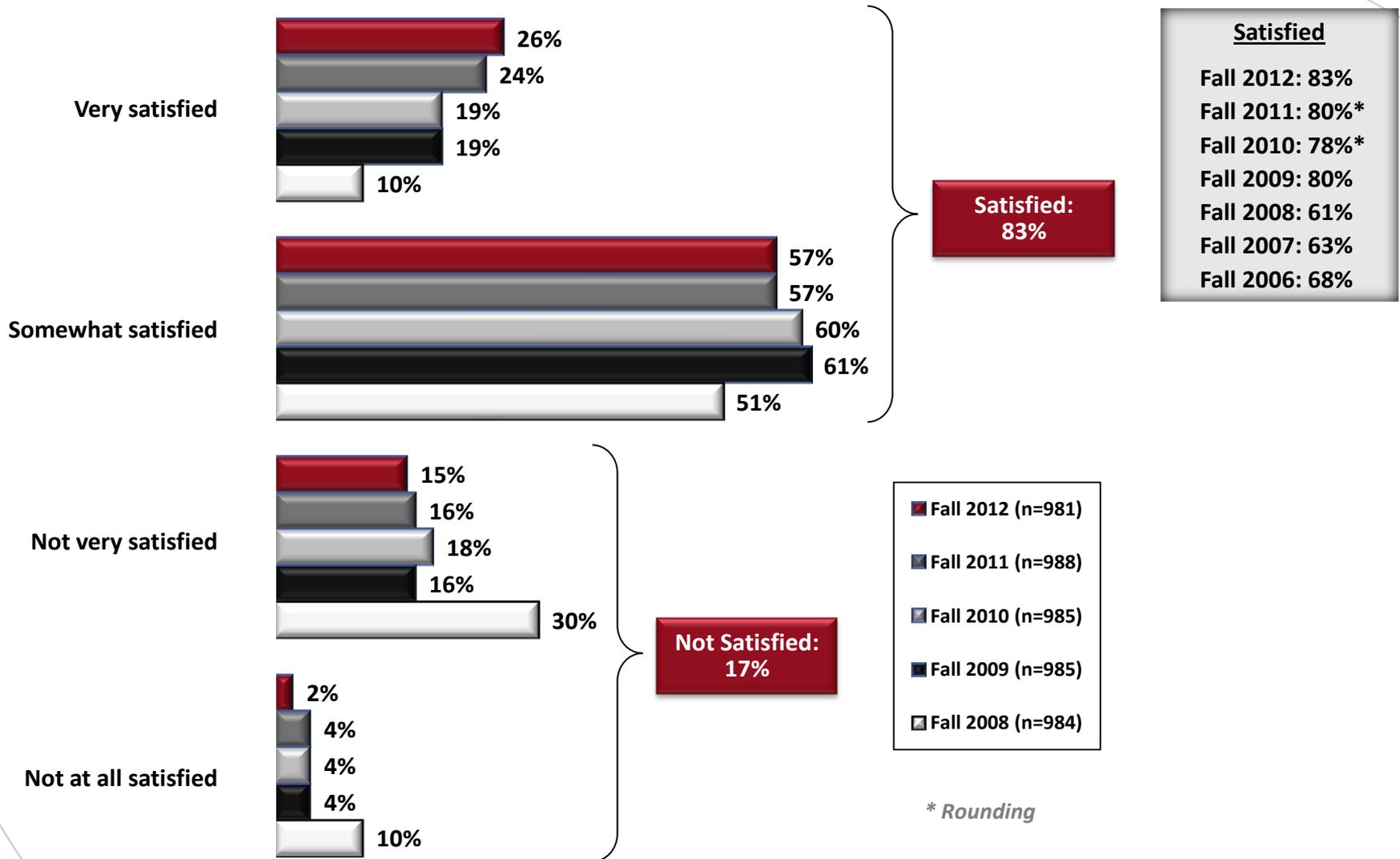
Satisfaction with The City's Environmental Performance



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

Base: Valid respondents

Satisfaction with The City's Environmental Programs and Services



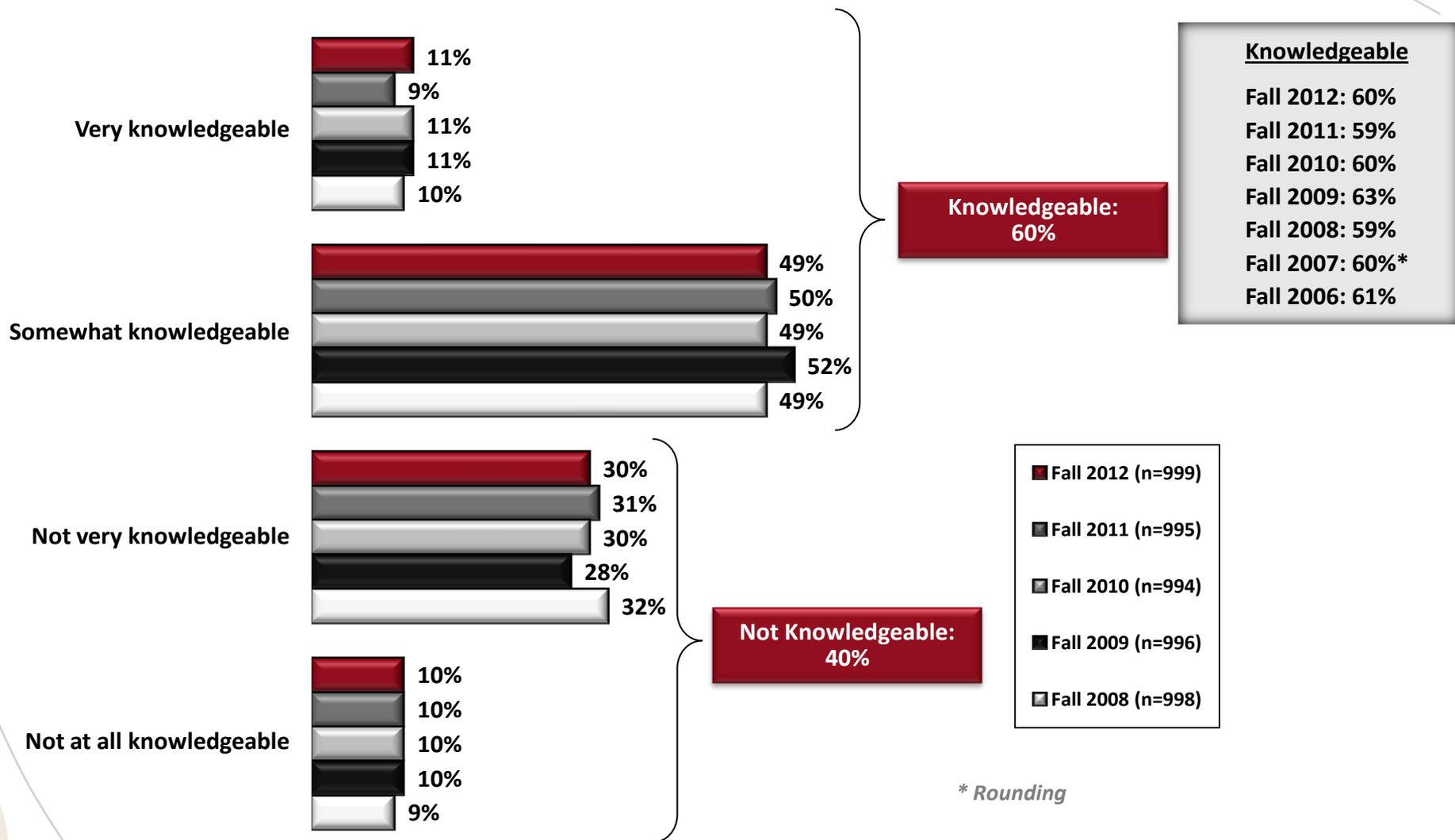
How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact? Are you...?

Base: Valid respondents

DETAILED FINDINGS

TAXATION

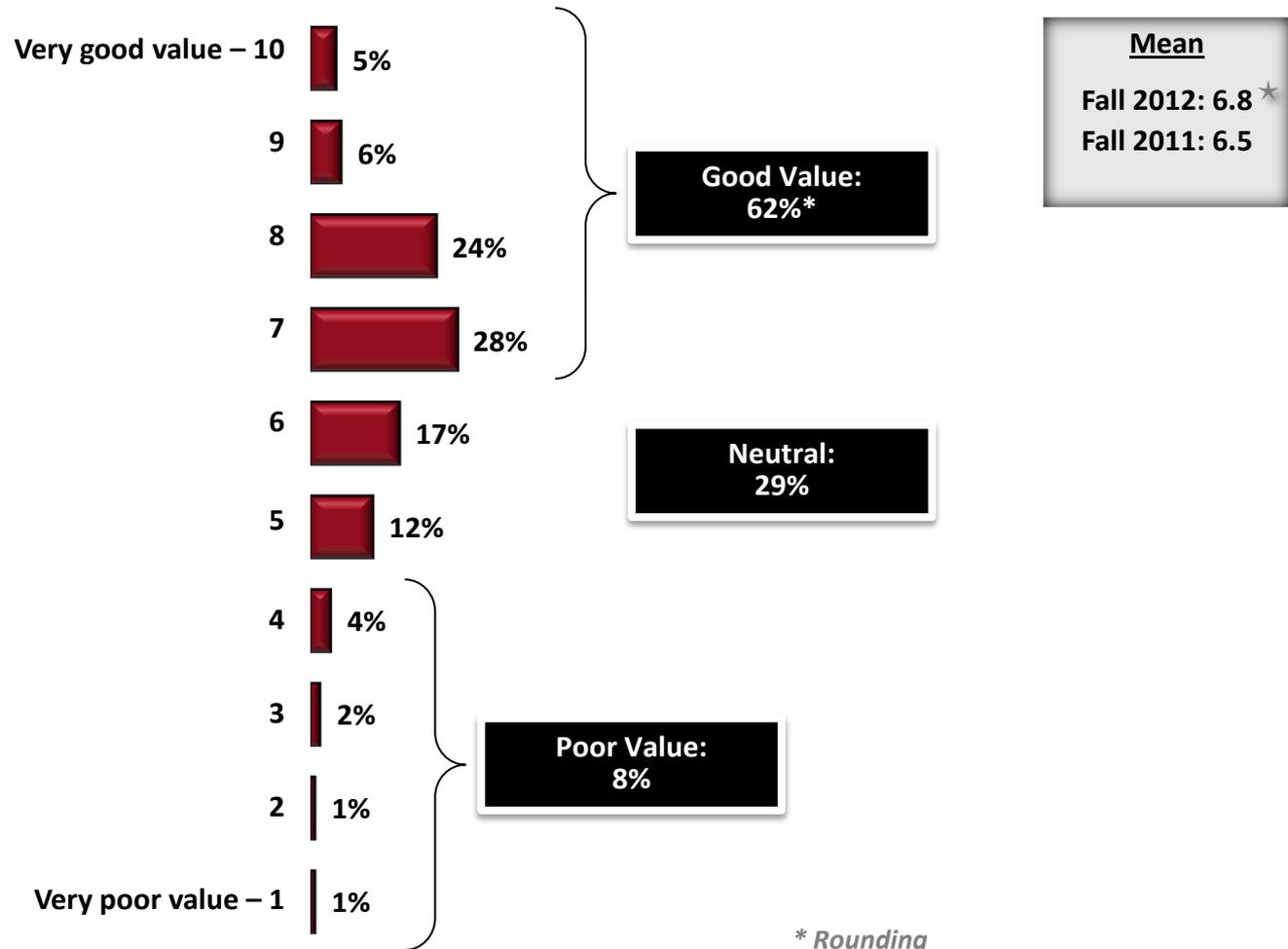
Knowledge Levels of Tax Dollar Spending



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

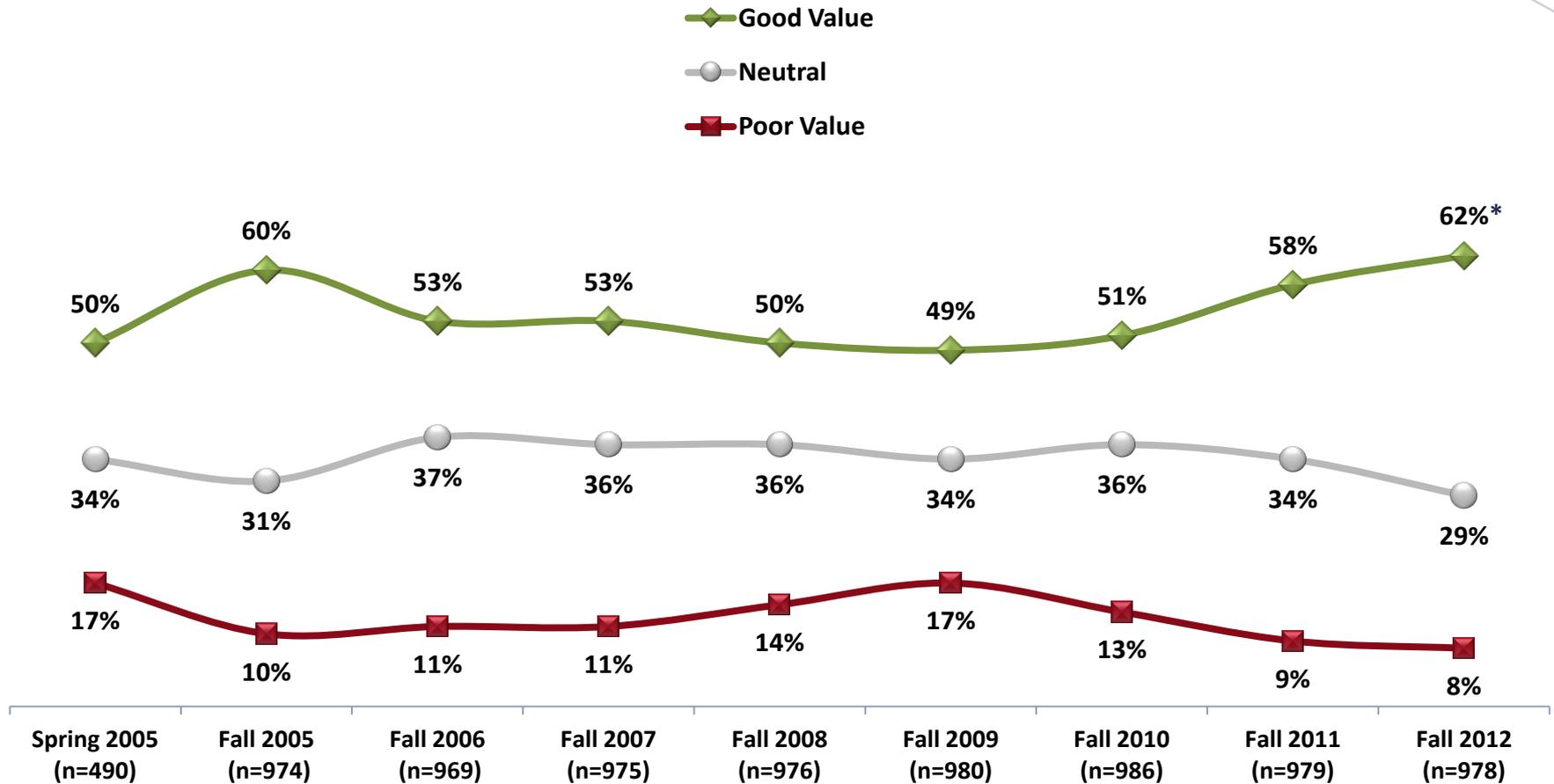


* Rounding

*Denotes statistically significant change 2011 to 2012

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”.

Tracking Perceived Value of Property Taxes

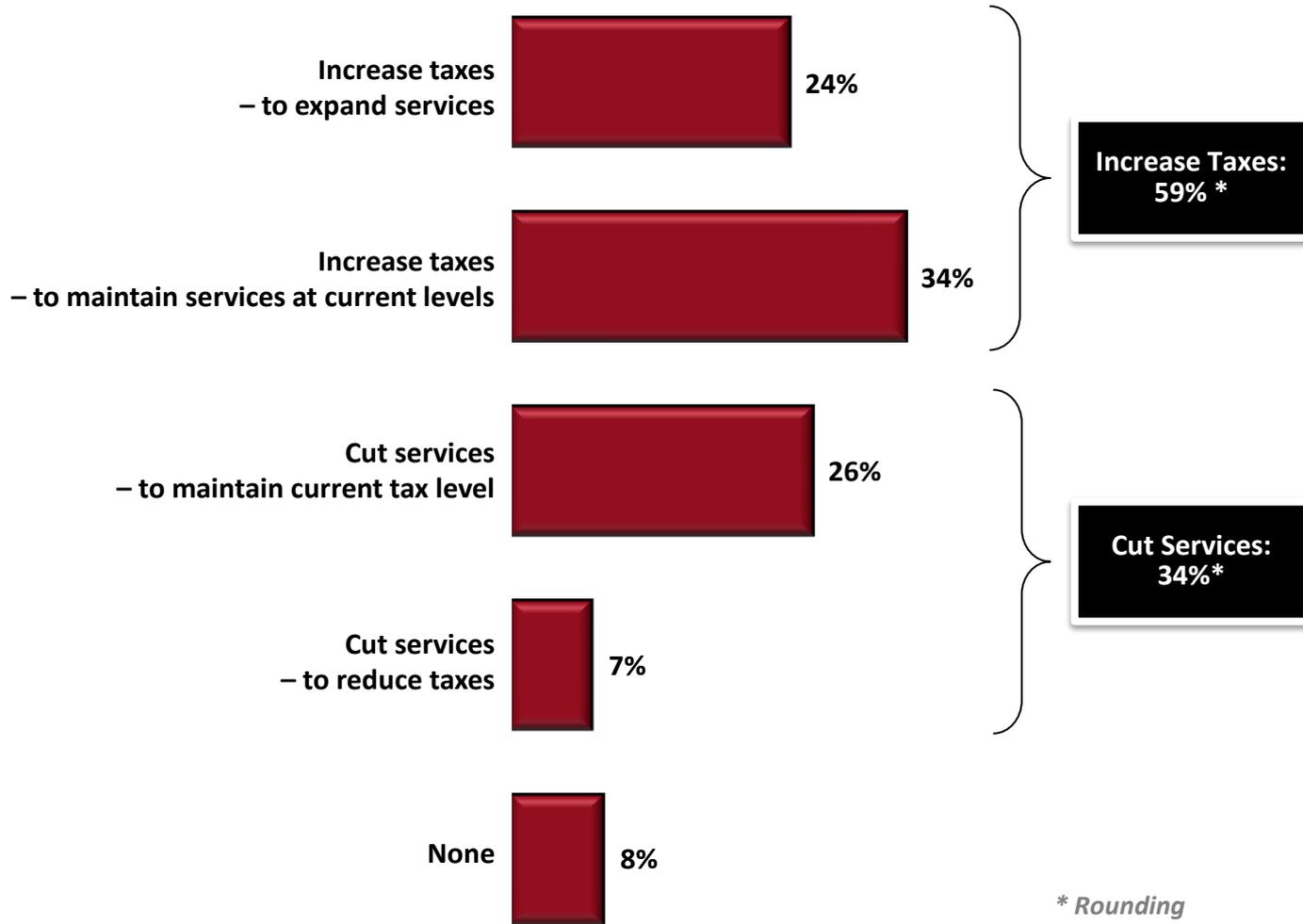


* Rounding

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

Base: Valid respondents

Balancing Taxation and Service Delivery Levels



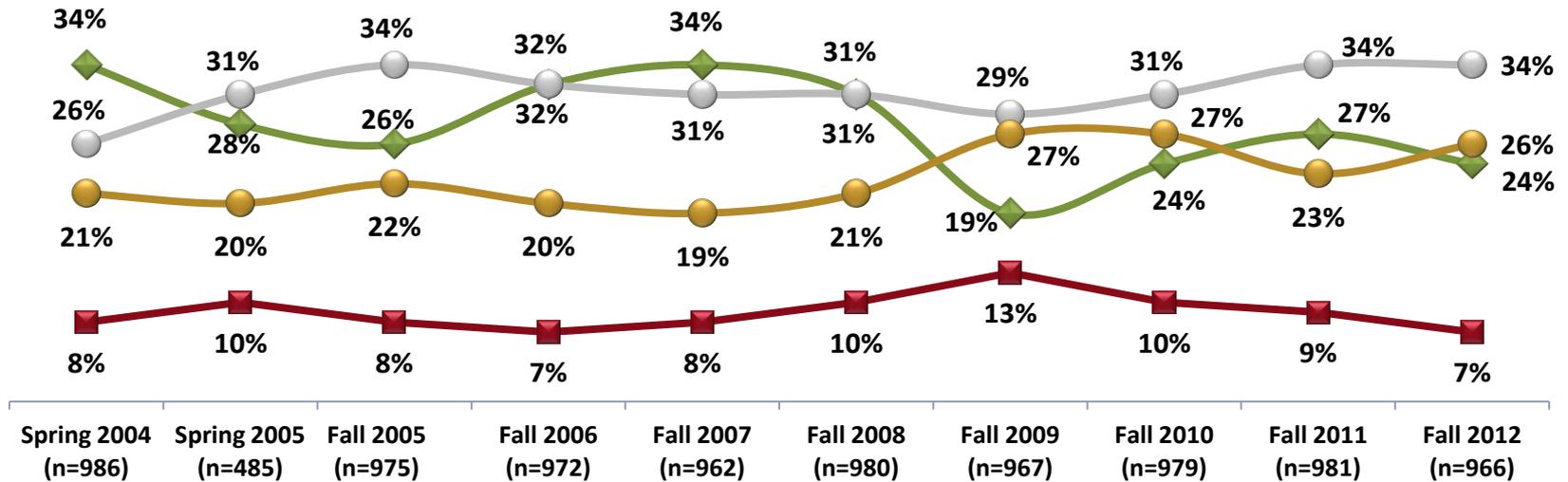
Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents n=978

Tracking Balancing Taxation and Service Delivery Levels

- ◆ Increase taxes to expand services
- Increase taxes to maintain services
- Cut services to maintain tax level
- Cut services to reduce taxes

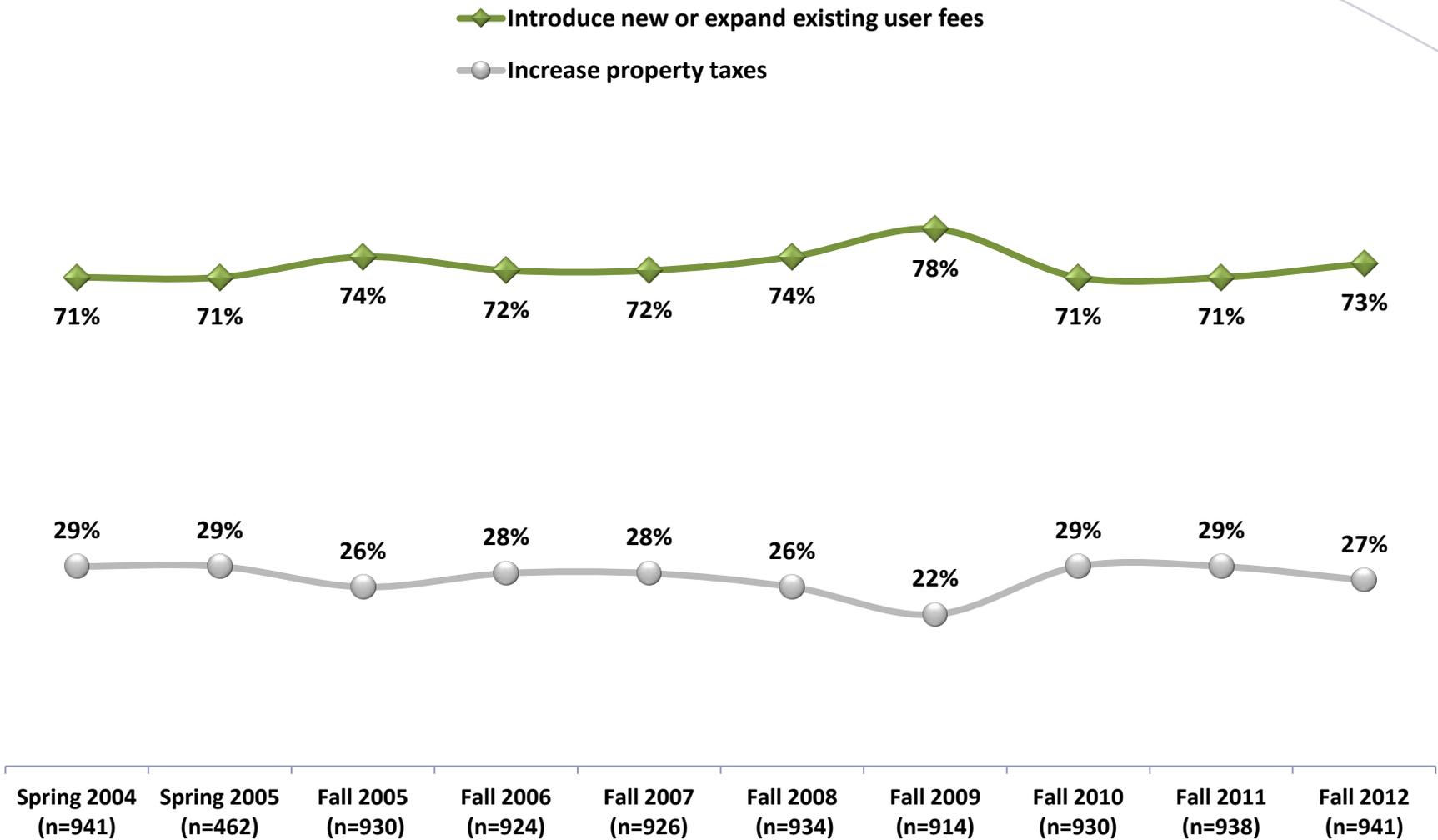
Increase Taxes (NET)
 Fall 2012: 59%
 Fall 2011: 61%
 Fall 2010: 55%
 Fall 2009: 48%



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

Options for Increasing City Revenue



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

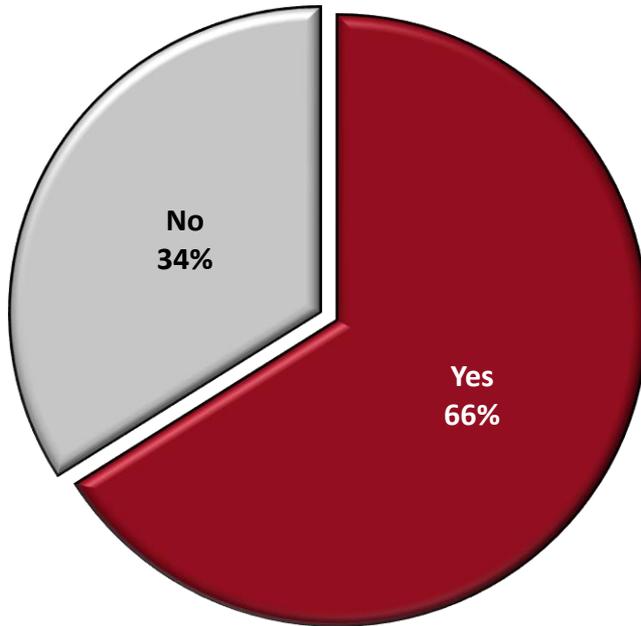
Base: Valid respondents

DETAILED FINDINGS

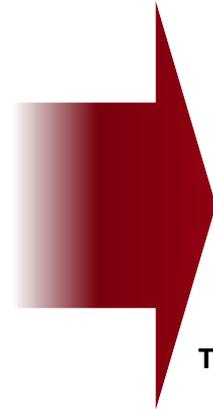
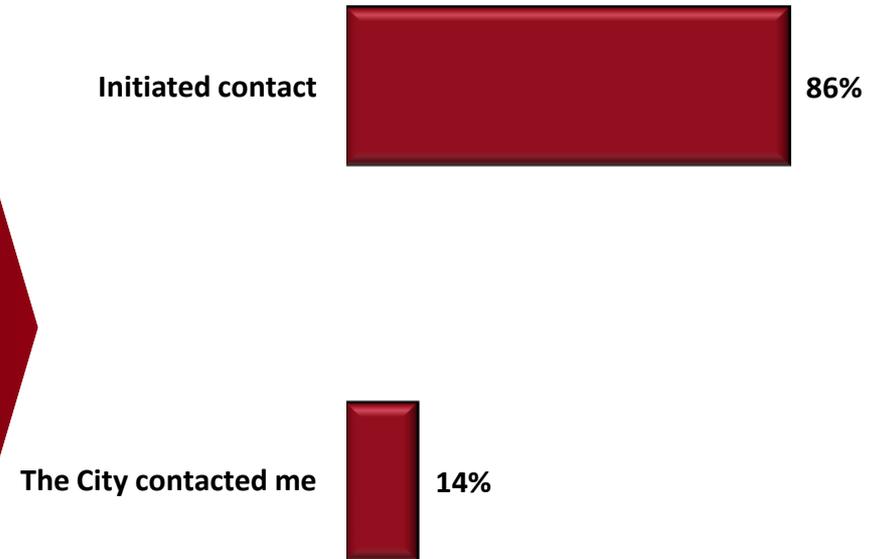
CONTACT WITH THE CITY

Contact with The City of Calgary

Contacted City in Last Twelve Months



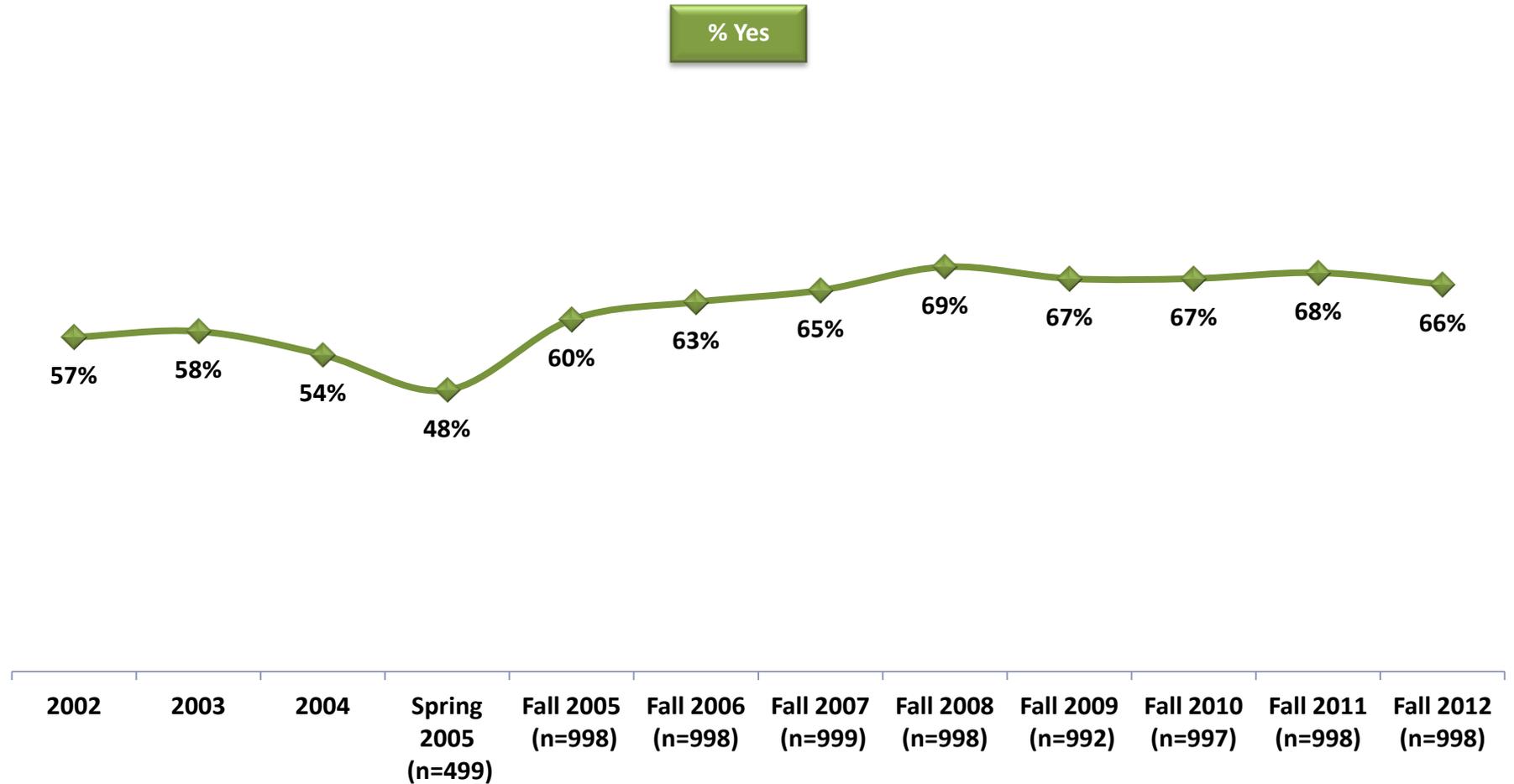
Who Initiated Contact?



Have you contacted or dealt with The City of Calgary or one of its employees in the last twelve months? Base: Valid respondents n=998

Thinking of the most recent time you had contact with The City, did you initiate this contact, or did The City contact you? Base: Valid respondents who contacted or dealt with The City of Calgary in past year n=657

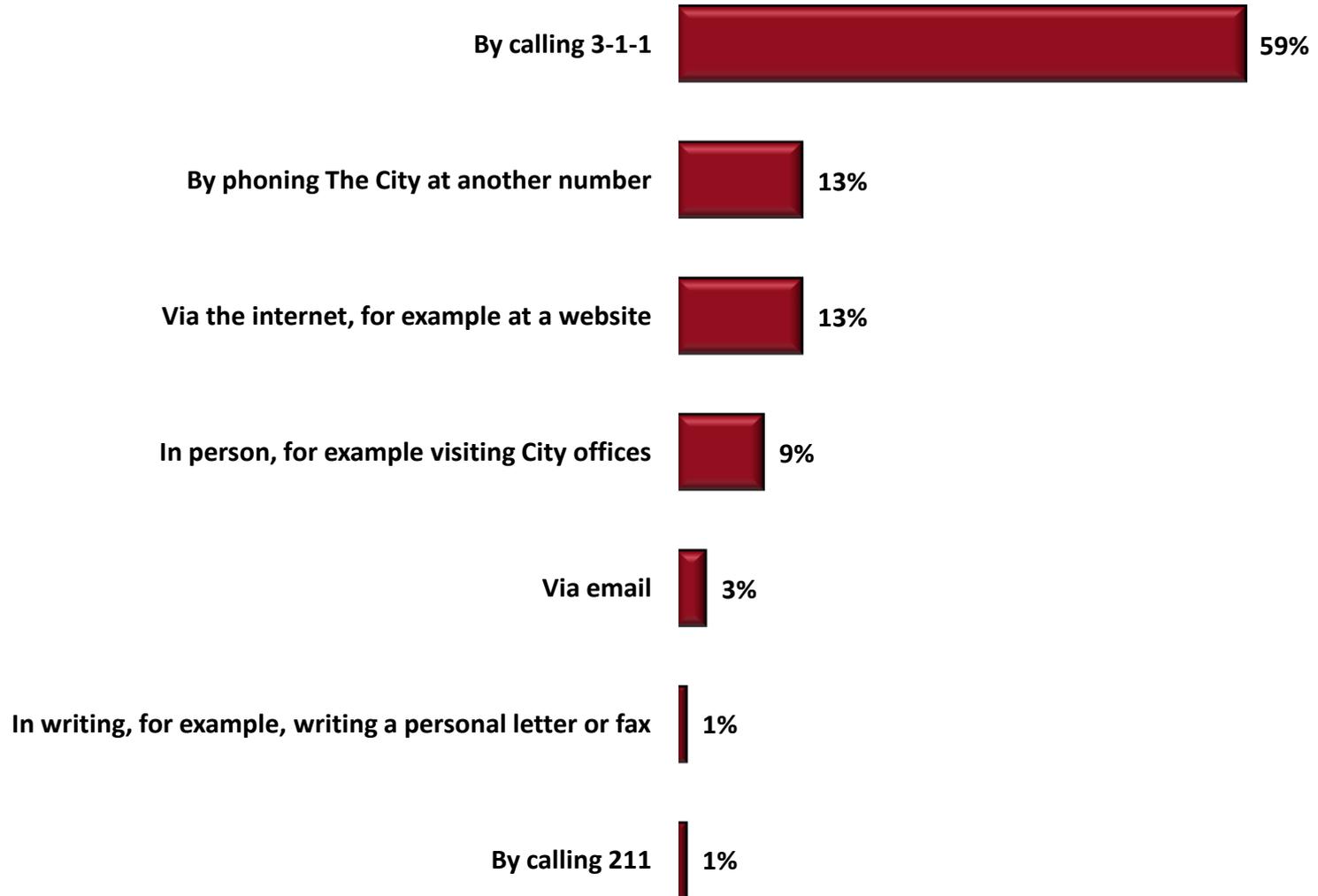
Tracking Past 12 Months Contact with The City of Calgary



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

Base: Valid respondents

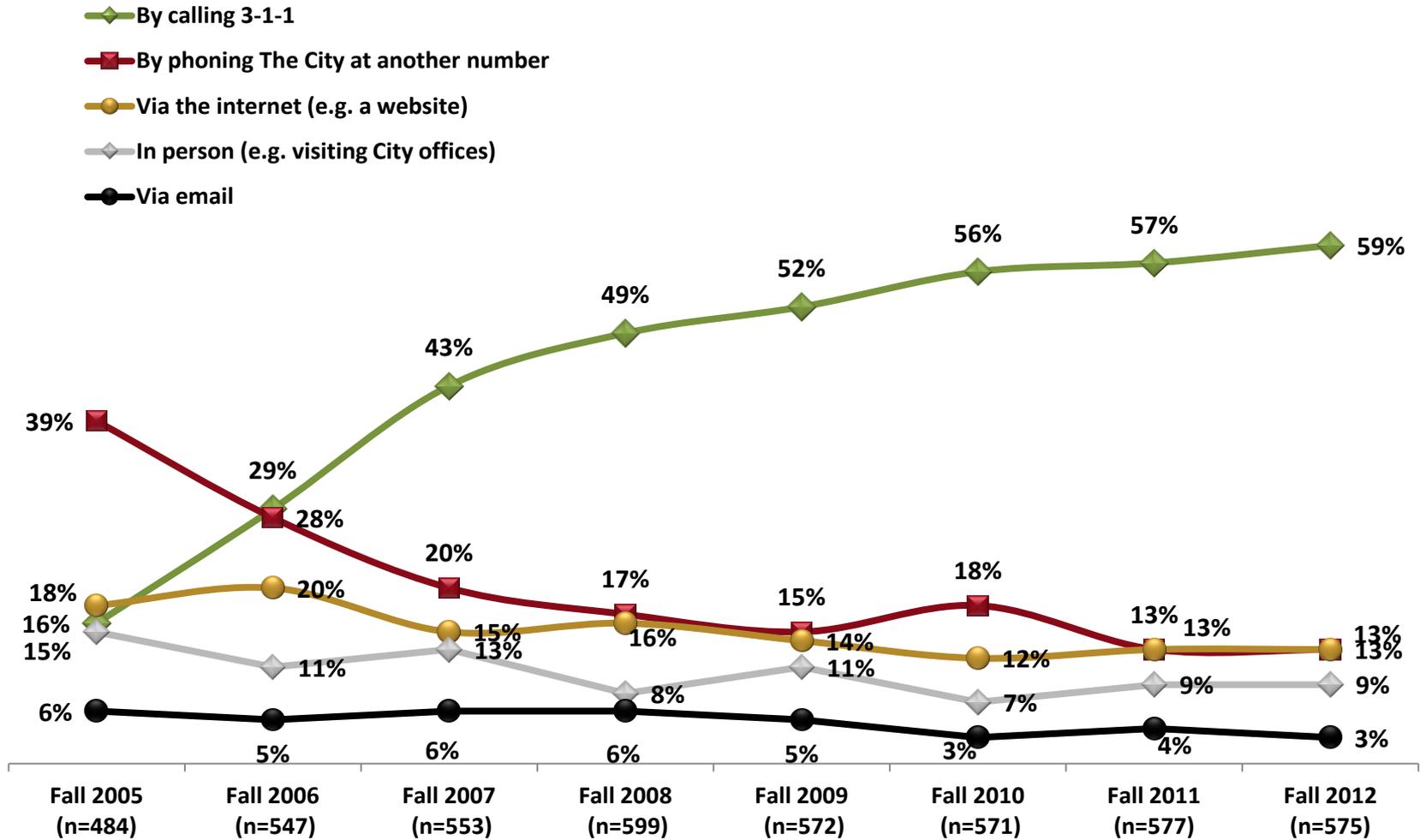
Type of Citizen-Initiated Contact



When you contacted The City was it... ?

Base: Valid respondents who initiated contact n=575

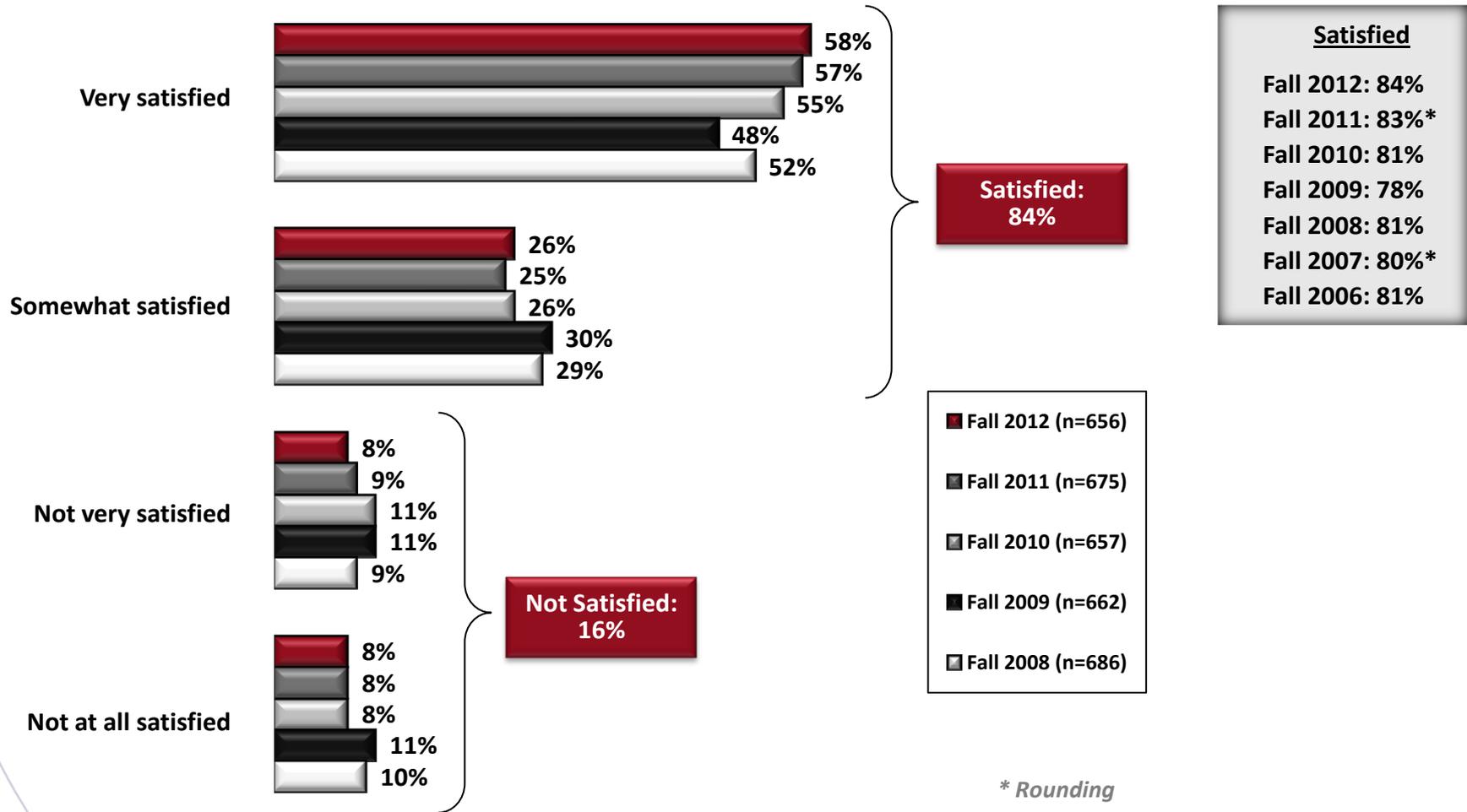
Tracking Type of Citizen-Initiated Contact



When you contacted The City was it... ?

Base: Valid respondents who initiated contact

Satisfaction with City Contact



* Rounding

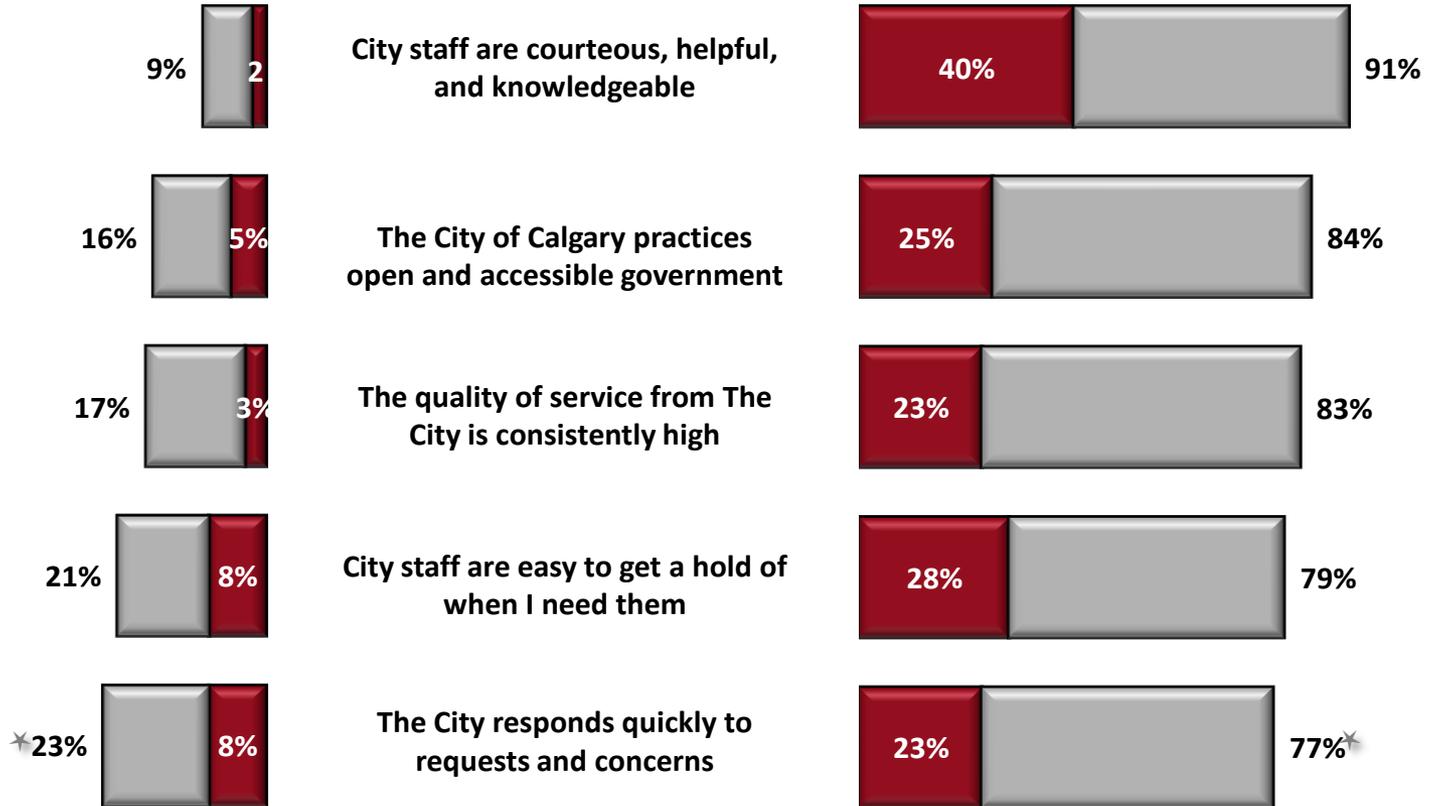
How satisfied were you with your most recent contact with The City?

Base: Valid respondents who contacted or dealt with The City of Calgary in past year

Attitudes Regarding City Service Delivery and Transparency

% Disagree

% Agree



Somewhat disagree ■ Strongly disagree ■

■ Strongly agree ■ Somewhat agree

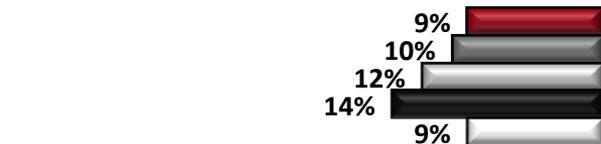
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents

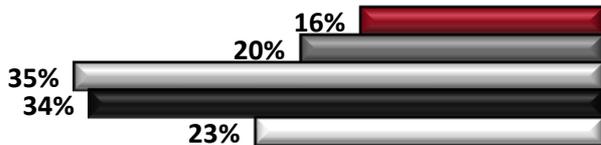
Tracking Attitudes Regarding City Service Delivery and Transparency

% Disagree

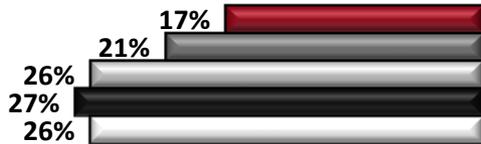
% Agree



City staff are courteous, helpful, and knowledgeable



The City of Calgary practices open and accessible government



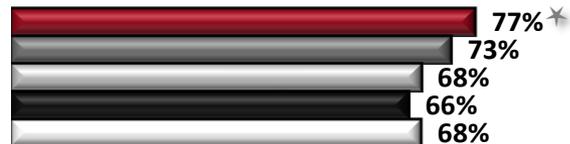
The quality of service from The City is consistently high



City staff are easy to get a hold of when I need them



The City responds quickly to requests and concerns



*Denotes statistically significant change 2011 to 2012

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?

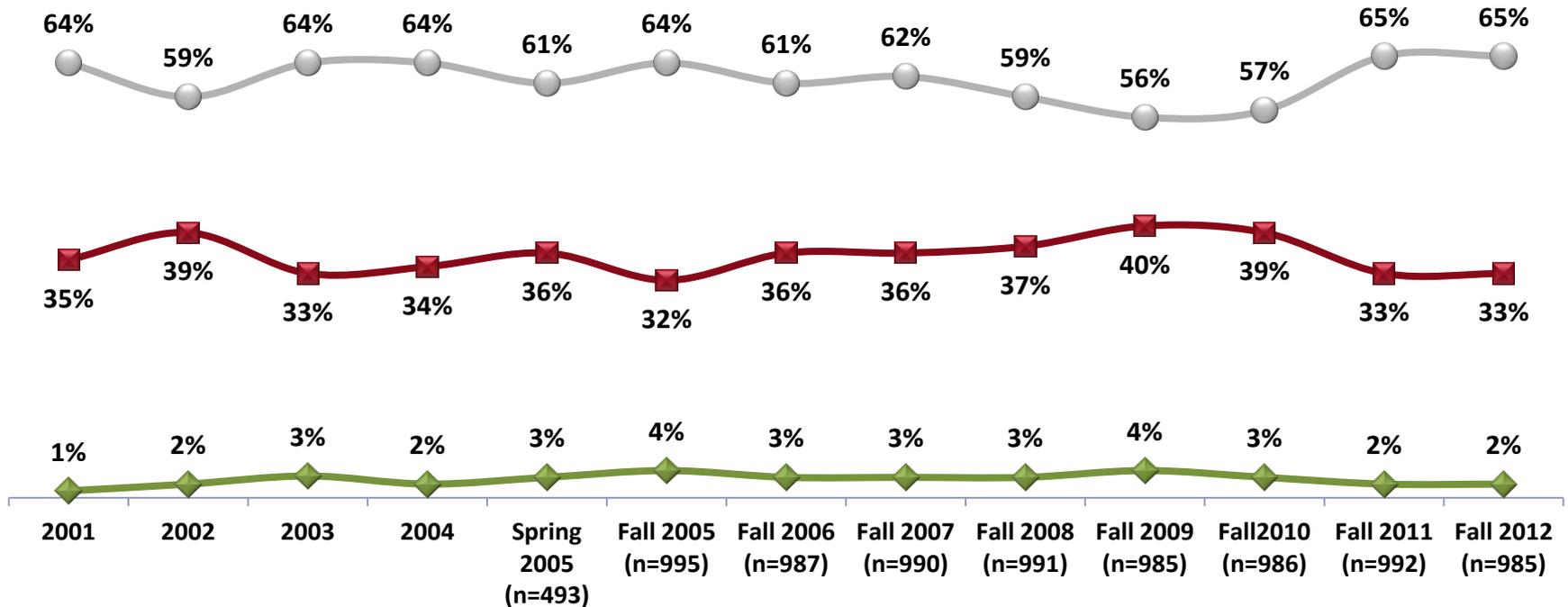
Base: Valid respondents

DETAILED FINDINGS

CITY COMMUNICATIONS

The Extent of Information Received

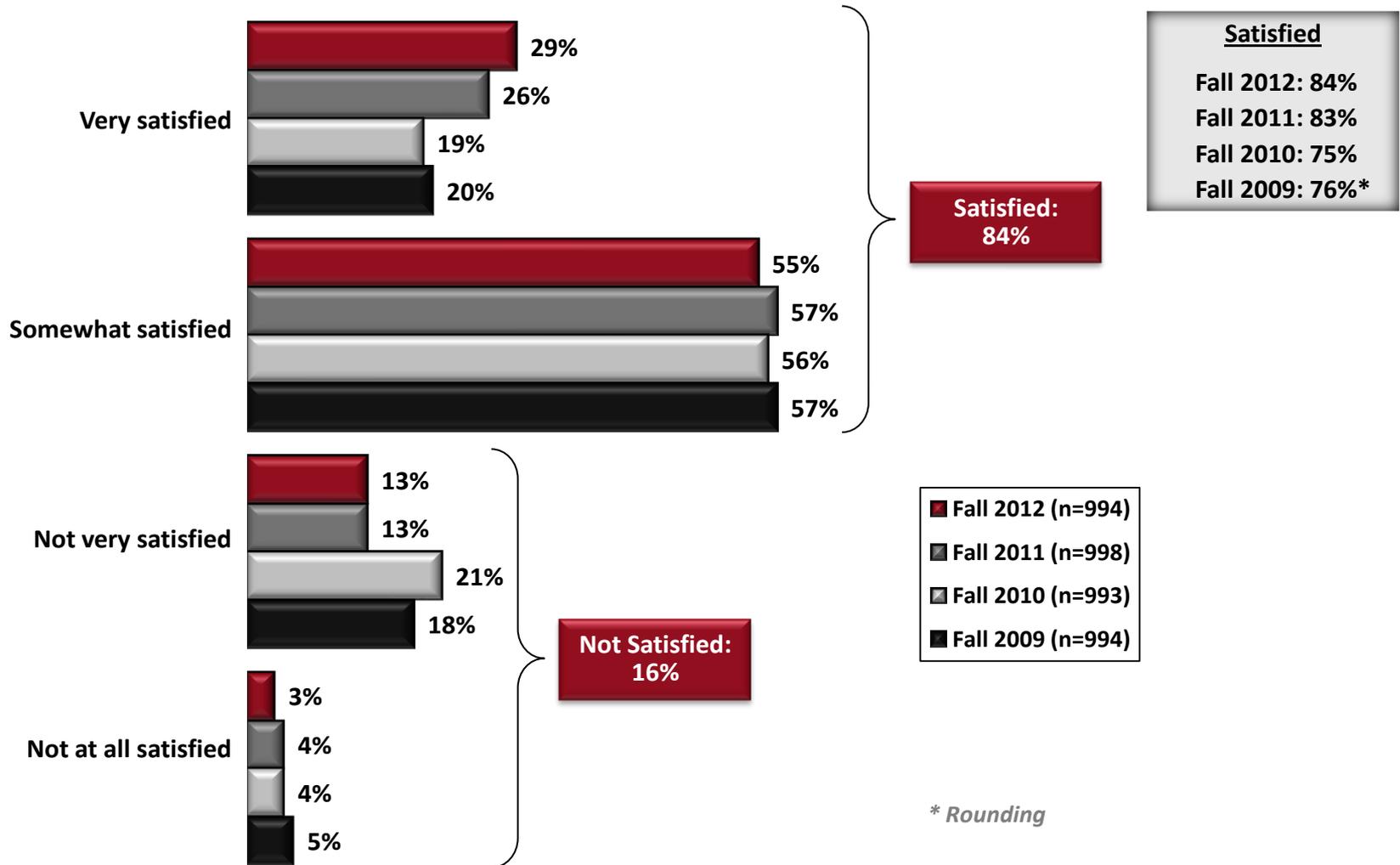
- Just the right amount
- Too little
- ◆ Too much



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

Base: Valid respondents

Overall Satisfaction with Quality of City Information and Communications

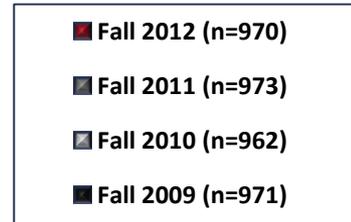
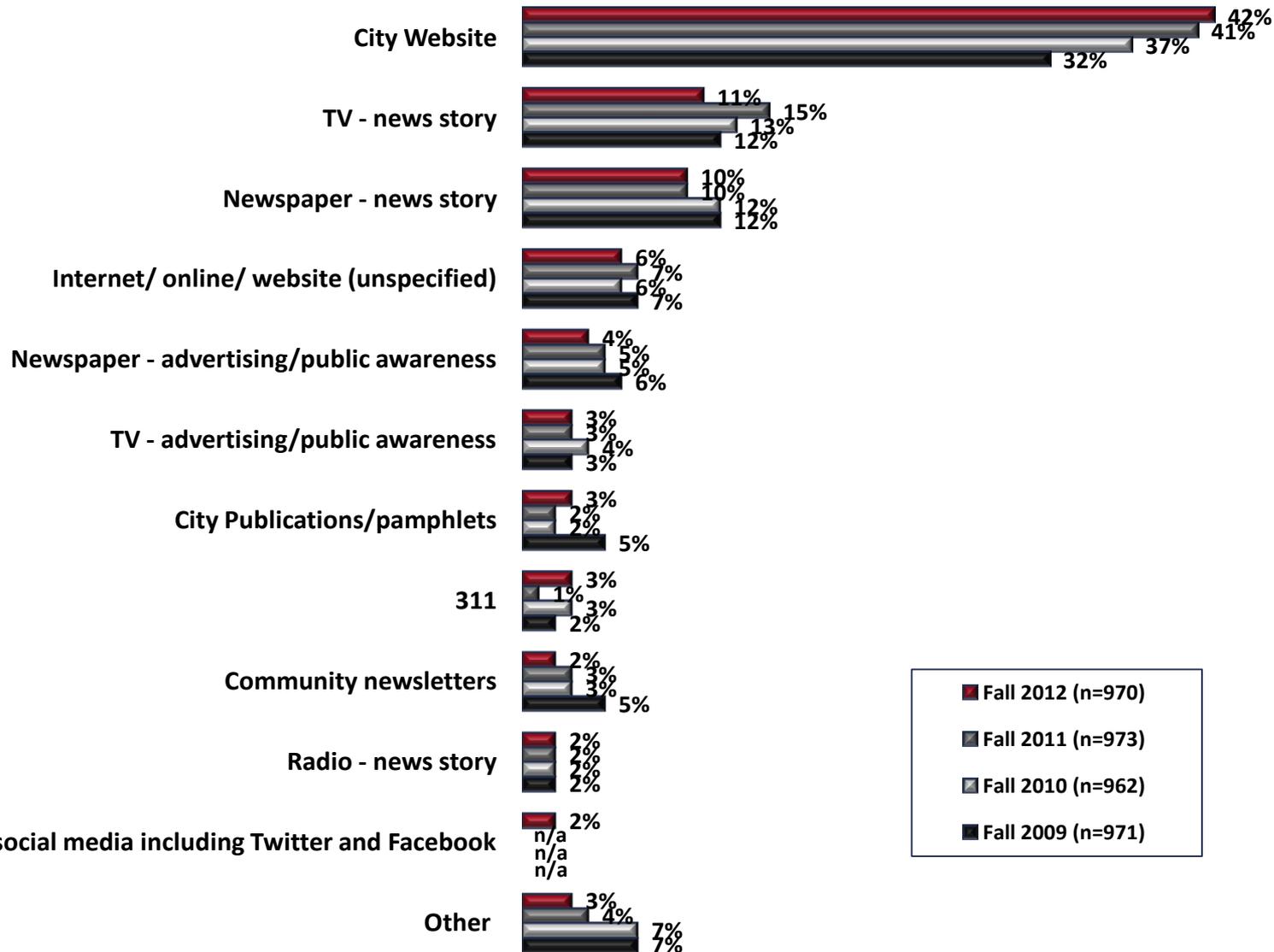


* Rounding

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

Base: Valid respondents

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

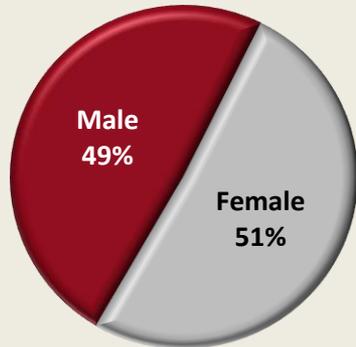


Today, what would you say is your main source of information about The City's programs, services, and policies?

Base: Valid respondents

DEMOGRAPHICS

Gender



Age

Age Group	Percentage
18 to 24	9%
25 to 34	27%
35 to 44	20%
45 to 54	23%
55 to 64	11%
65 or more	11%
<i>Mean</i>	43.6

Education

Education Level	Percentage
Completed high school or less	18%
Some post secondary or college diploma	38%
Completed university degree or post-grad degree	44%

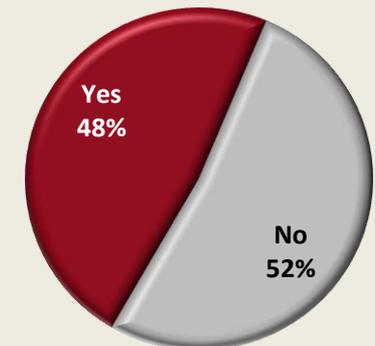
Income

Income Bracket	Percentage
Less than \$30,000	6%
\$30,000 to just under \$45,000	7%
\$45,000 to just under \$60,000	10%
\$60,000 to just under \$75,000	7%
\$75,000 to just under \$90,000	10%
\$90,000 to just under \$105,000	14%
\$105,000 to just under \$120,000	10%
\$120,000 and over (Net)	34%

Number of People In Household

Number of People	Percentage
1	15%
2	30%
3	18%
4	24%
5	9%
6 or more	4%

Children in Household



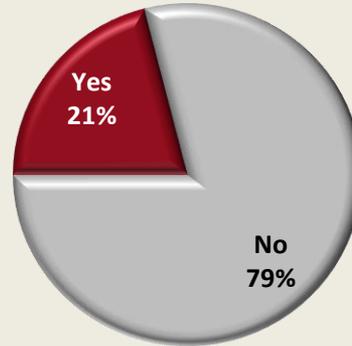
HH Size >1 (n=798)

Demographics

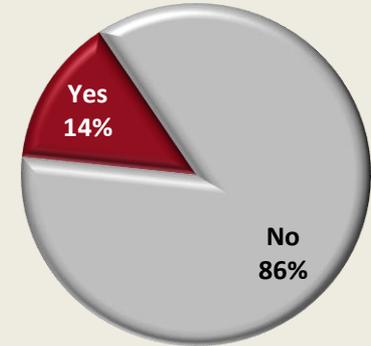
Tenure in Calgary

Less than 5 years	9%
5 to less than 10 years	16%
10 to less than 15 years	12%
15 to less than 20 years	9%
20 to less than 30 years	19%
30 to less than 40 years	17%
40 or more	18%
<i>Mean</i>	<i>23 years</i>

Visible Minority



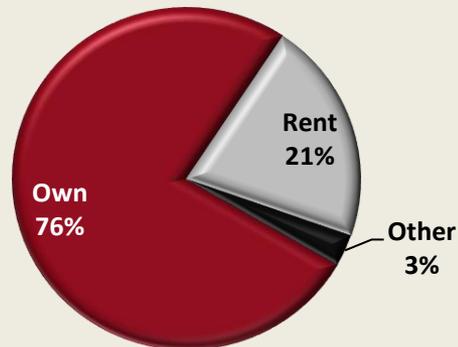
Disability



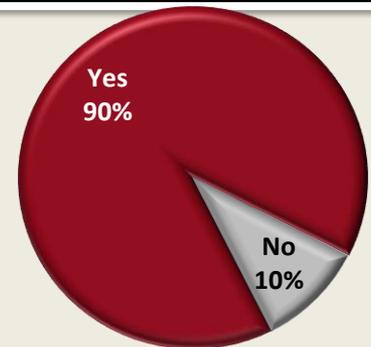
Type of Home

Apartment	6%
Townhouse	7%
Condominium	9%
Single-detached house	65%
Duplex-attached house	9%
Another type of multi-dwelling unit	3%

Own or Rent



Responsible for Property Taxes



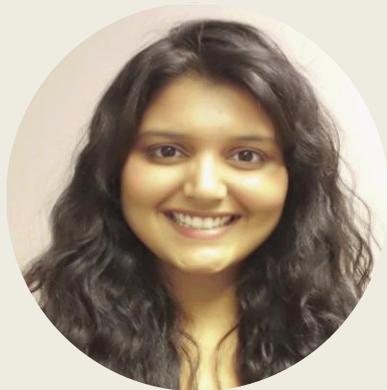


Jamie Duncan

Vice President, Public Affairs - Ipsos Reid

635 8 Avenue SW, Suite 600
Calgary, AB , Canada T2P 3M3

Phone: 403.294.7385
email: jamie.duncan@ipsos.com



Shrishma Davé

Research Associate, Public Affairs - Ipsos Reid

635 8 Avenue SW, Suite 600
Calgary, AB , Canada T2P 3M3

Phone: 403.294.7396
email: shrishma.dave@ipsos.com