

2018 Quality of Life and Citizen Satisfaction Survey

Ward 7 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



Table of Contents

03

Methodology

04

Summary of Key Findings

10

Quality of Life

18

Issue Agenda

20

City Programs and Services

37

Taxation

43

Contact with The City and
Customer Service

49

City Communications

52

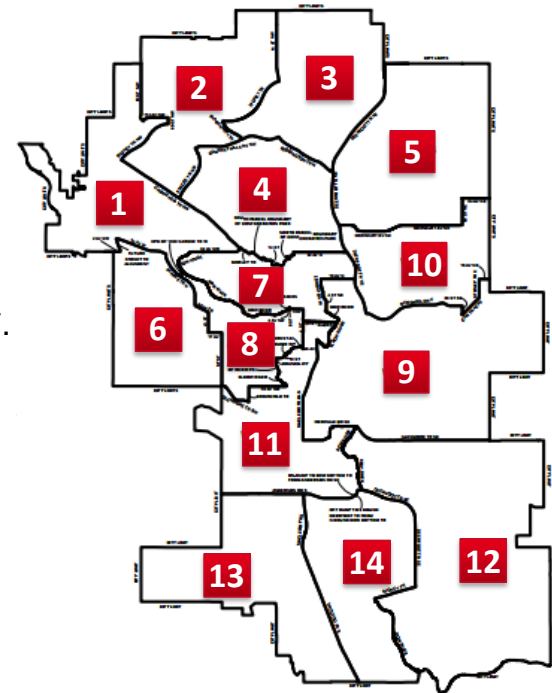
City Reputation and Performance

62

Respondent Profile

Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 15th and September 12th, 2018.
 - Both landline (60%) and cell phone (40%) sample were used.
 - The average interview length was 32 minutes.
- ❖ Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2016 Municipal and 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.
 - A total of 163 interviews were conducted with residents of Ward 7 (MOE ± 7.7).
- ❖ Research Note on significant differences.
 - Throughout, City Wide results are compared to results from Ward 7.
 - \uparrow indicates a number is significantly higher than City Wide.
 - \downarrow indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2018 results for Ward 7 are compared to those from 2017.
 - Only significant differences are shown.





Summary of Key Findings



Key Findings: Quality of Life

Ward 7 residents' perceptions about the quality of life in Calgary are generally favourable and on par with City Wide although the percentage rating the overall quality of life as 'poor' has increased this year.

- ❖ Nearly nine-in-ten (88%) Ward 7 residents say the quality of life in Calgary today is 'good,' statistically consistent with 86% City Wide.
 - While low, 6% of Ward 7 residents this year say the quality of life is 'poor', up 5 percentage points from 1% in 2017.
- ❖ A plurality (44%) say the quality of life in Calgary has stayed the same over the past three years (consistent with 49% City Wide), while 26% say it has improved (on par with 22% City Wide), and 30% say it has worsened (on par with 29% City Wide).
- ❖ While overall perceptions of sustainability (connectedness, making a life and living, inclusivity, and direction for the future) are all on par with City Wide, the intensity of agreement in Ward 7 is notably lower for two key metrics.
 - I am proud to be a Calgarian: 31% 'completely agree' in Ward 7 vs. 43% City Wide.
 - Calgary is moving in the right direction to ensure a high quality of life for future generations: 5% 'completely agree' in Ward 7 vs. 11% City Wide.
 - Ward 7 residents' agreement with the statement I am regularly involved in neighbourhood and local community events has dropped this year (32% in 2018 vs. 44% in 2017). However, this year's results are still on par with City Wide (30%).
- ❖ Overall, 84% of Ward 7 residents agree that Calgary is on the right track to being a better city (identical to City Wide).
- ❖ Nearly eight-in-ten (78%) Ward 7 residents say they do or would feel safe walking alone in their neighbourhood after dark, on par with 82% City Wide.

Key Findings: Issue Agenda and Level and Quality of Services and Programs

The Ward 7 issue agenda aligns closely with City Wide results although a greater emphasis is placed on “homelessness, poverty & affordable housing” in Ward 7.

- ❖ “Infrastructure, traffic & roads” dominates the issue agenda in Ward 7 (33%), statistically consistent with 40% City Wide.
- ❖ All other issues are deemed a distant second in priority. While the order of issues may vary slightly from City Wide, these differences are not statistically significant with the exception of “homelessness, poverty & affordable housing”, which is higher in Ward 7.
 - In Ward 7, the next most important issues are “transit” (16%), “crime, safety & policing” (15%), “taxes” (11%), and “homelessness, poverty & affordable housing” (11%).
 - City Wide, the next most important issues are “transit” (16%) and “crime, safety & policing” (14%), followed by “recreation” (9%) and “taxes” (8%). Only 5% mention “homeless, poverty & affordable housing”.

Overall satisfaction with the level and quality of City services is consistent with City Wide results.

- ❖ Just over three-quarters (76%) of Ward 7 residents say they are satisfied with the overall level and quality of services and programs provided by The City, on par with 77% City Wide.

Key Findings: City Programs and Services

Ward 7 residents differ from the broader Calgary public on a number of programs and services, including demonstrating greater fiscal prudence in a multitude of areas. Notable exceptions are City land use planning, support for arts and culture, and on-street bikeways.

- ❖ Ward 7 residents are statistically less likely to want *more* investment in:
 - Snow removal (42% vs. 64% City Wide)
 - Social services for individuals such as seniors or youth (50% vs. 60% City Wide)
 - City operated roads and infrastructure (44% vs. 56% City Wide)
 - Calgary Police Service (38% vs. 56% City Wide)
 - Transportation planning (46% vs. 55% City Wide)
 - Calgary Fire Department (30% vs. 43% City Wide)
 - The quality of drinking water (21% vs. 33% City Wide)
 - City operated recreation programs such as swimming lessons (18% vs. 30% City Wide)
 - Community services such as support for community associations and not for profit groups (21% vs. 30% City Wide)
 - Animal control services for stray animals and pet licensing (6% vs. 16% City Wide)
- ❖ However, Ward 7 residents are statistically more likely to want *more* investment in:
 - City land use planning (38% vs. 28% City Wide) – satisfaction is notably lower in Ward 7 (75%) as compared to City Wide (84%)
 - Support for arts and culture including festivals (37% vs. 25% City Wide)
 - On-street bikeways (31% vs. 21% City Wide)
- ❖ While Ward 7 residents' desired investment in road maintenance including pothole repairs is on par with City Wide, it is up 15 percentage points from last year (56% invest *more* in 2018 vs. 41% in 2017) – satisfaction is down 13 points (68% in 2018 vs. 81% in 2017).

Key Findings: Taxation and Customer Service

Ward 7 residents' views on taxation are generally consistent with City Wide.

- ❖ Nearly two-thirds (65%) of Ward 7 residents say they are knowledgeable about how City tax dollars are spent, statistically consistent with City Wide (60%).
 - Significantly more Ward 7 residents say 'very knowledgeable' (17% versus 9% City Wide).
- ❖ Nearly two-thirds (65%) of Ward 7 residents give The City a 'good value' rating for the value of their property tax dollars, on par with 59% City Wide.
- ❖ The majority (55%) of Ward 7 residents support tax increases to maintain or expand services, while 40% support cutting services to maintain or reduce taxes.
 - While Ward 7 metrics are statistically consistent with City Wide (52% increase taxes and 43% cut services), the preference for tax increases is greater (a 15 point gap versus a 9 point gap).
- ❖ To increase revenue for new or emerging services, Ward 7 residents prefer to expand existing user fees (54%, on par with 49% City Wide) over introducing new types of service fees (31%, on par with 38% City Wide) or increasing property taxes (15%, on par with 13% City Wide).
 - Compared to 2017, the percentage saying expand existing user fees has increased 13 points while the percentage saying introduce new has dropped 12 points.

Ward 7 residents are more likely than City Wide to have contacted The City. Perceptions of The City's customer service are high and on par with the broader Calgary public.

- ❖ Nearly eight-in-ten (78%) Ward 7 residents say they contacted The City or one of its employees in the last 12 months, a significant 13 percentage points higher than 65% City Wide.
- ❖ Three-quarters (75%) of Ward 7 residents who contacted or dealt with The City say they are satisfied with the overall level and quality of customer service, on par with 78% City Wide.
- ❖ Ward 7 residents' agreement with all tested customer service metrics is on par with City Wide.

Key Findings: Communications, City Reputation and Performance

Overall perceptions of City information and communications are consistent with the City Wide results. However, satisfaction in Ward 7 has declined over the past year.

- ❖ Three-quarters (75%) of Ward 7 residents say they are satisfied with the quality of City information and communications, on par with 80% City Wide.
 - Ward 7 satisfaction is down 12 percentage points from 87% in 2017.
- ❖ Nearly six-in-ten (57%) say they have access to ‘just the right amount’ of information from The City, identical to City Wide.

Measures of The City’s reputation are generally on par with City Wide although familiarity and understanding are particularly strong in Ward 7.

- ❖ Familiarity (100% Ward 7 and 99% City Wide), favourability (71% Ward 7 and 68% City Wide), trust (66% Ward 7 and 60% City Wide), and advocacy (37% Ward 3 and 34% City Wide) are all statistically consistent with City Wide.
 - While the overall measure of familiarity is consistent, more Ward 7 residents say they know The City ‘very well’ (35% versus 26% City Wide).
 - Ward 7 residents are also more likely to say they ‘strongly agree’ with the statement: I understand the roles and responsibilities of City Council compared to those of City Administration (34% vs. 25% City Wide).

Perceptions of City performance are also generally consistent with City Wide.

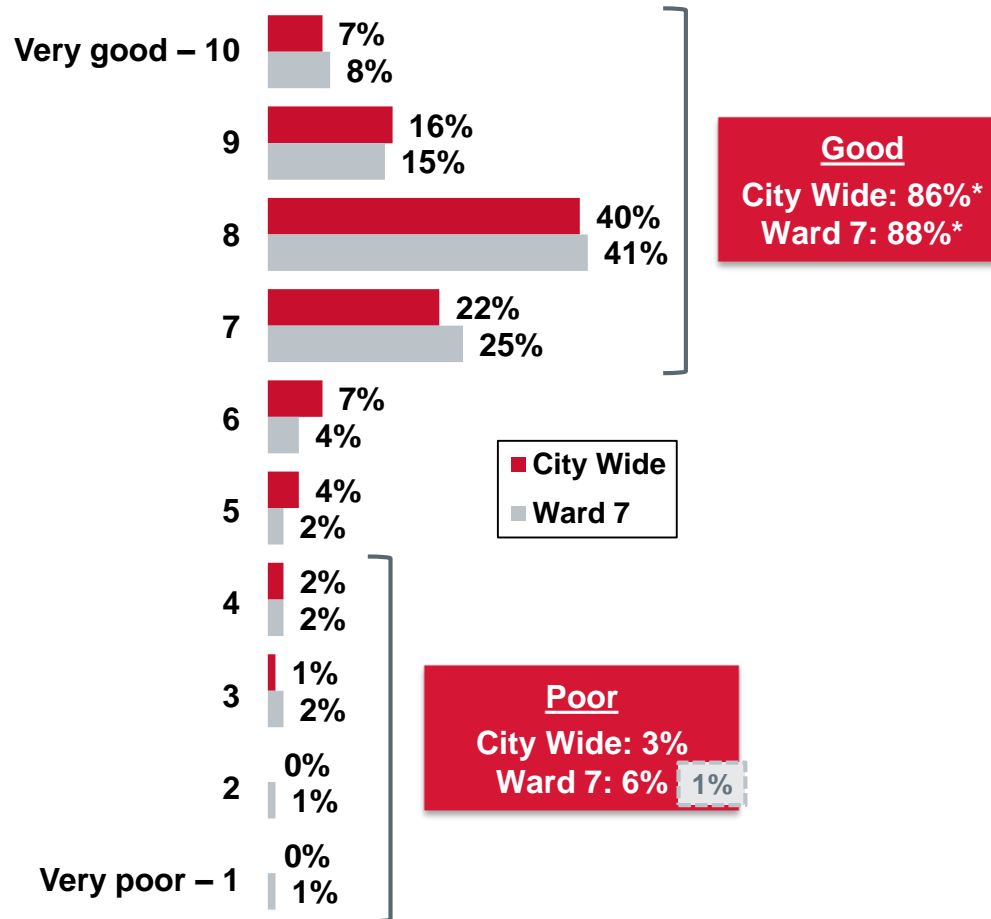
- ❖ Eight-in-ten (80%) Ward 7 residents say they are satisfied with the way The City of Calgary, including Council and Administration, is going about running the City, on par with 79% City Wide.
- ❖ Overall perceptions of transparency and citizen input are all consistent with City Wide although Ward 7 residents are less likely to ‘strongly agree’ that they are confident that The City is working to improve how it includes citizen input into important decisions (14% vs. 24% City Wide).



Quality of Life



Overall Quality of Life in Calgary



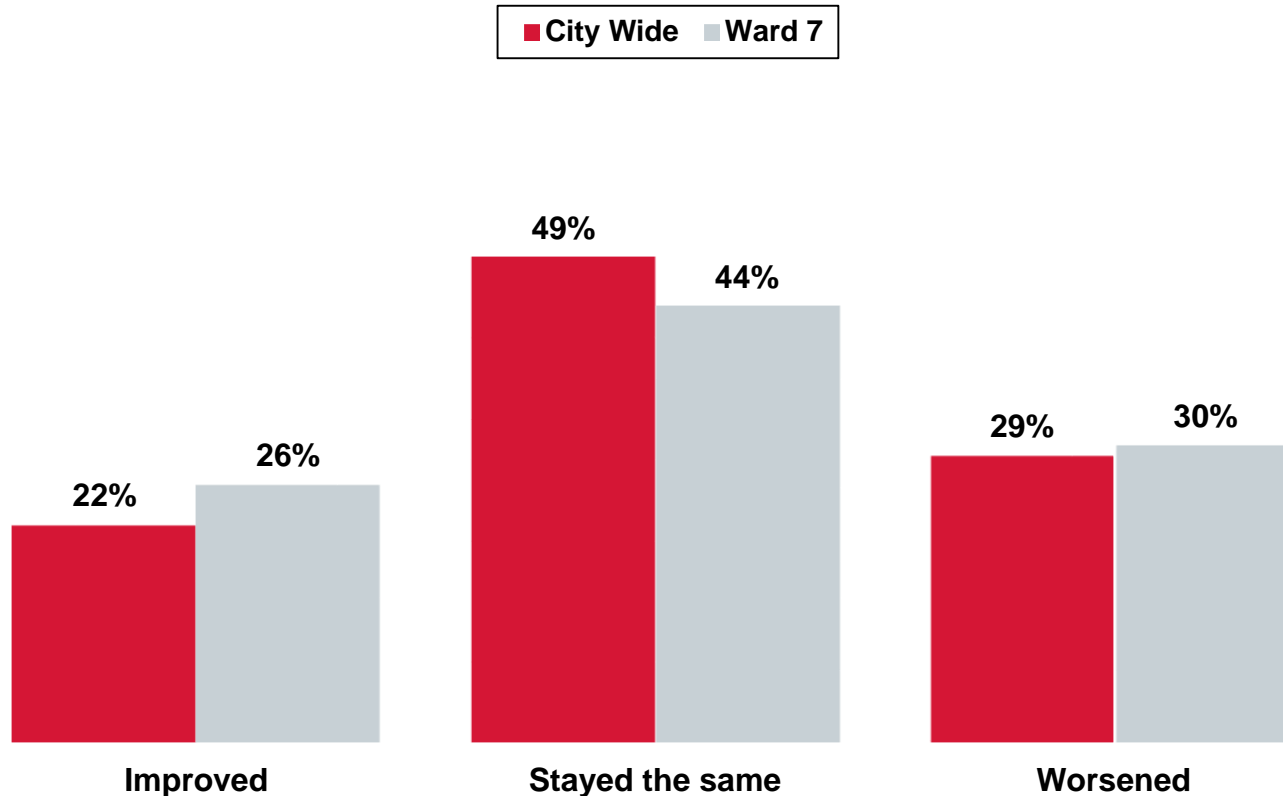
Ward 7 2018

*Rounding

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

Base: Valid respondents (City Wide: n=2,497 / Ward 7: n=162)

Perceived Change in the Quality of Life



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

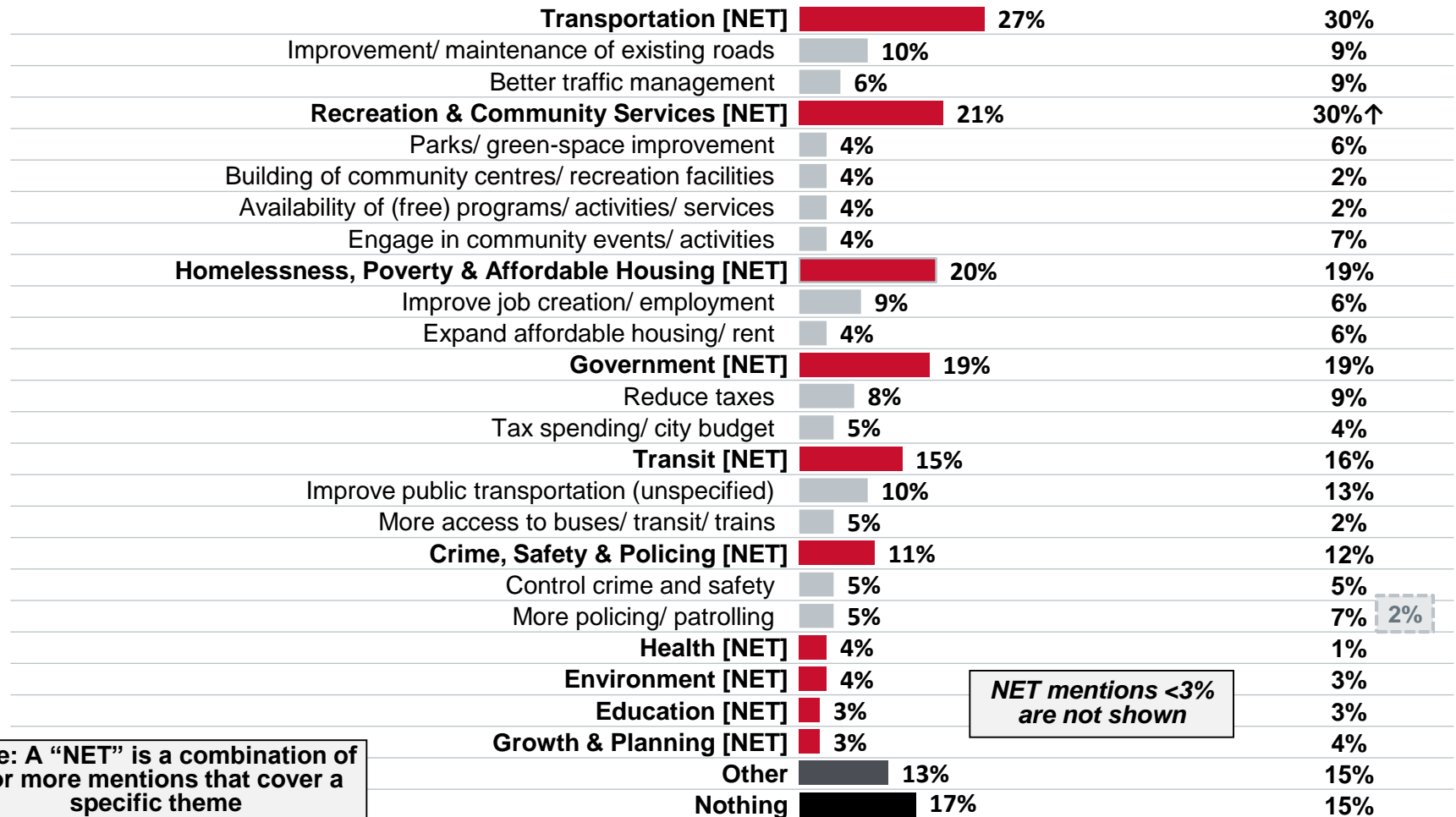
Base: Valid respondents (City Wide: n=2,482 / Ward 7: n=160)

Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 7



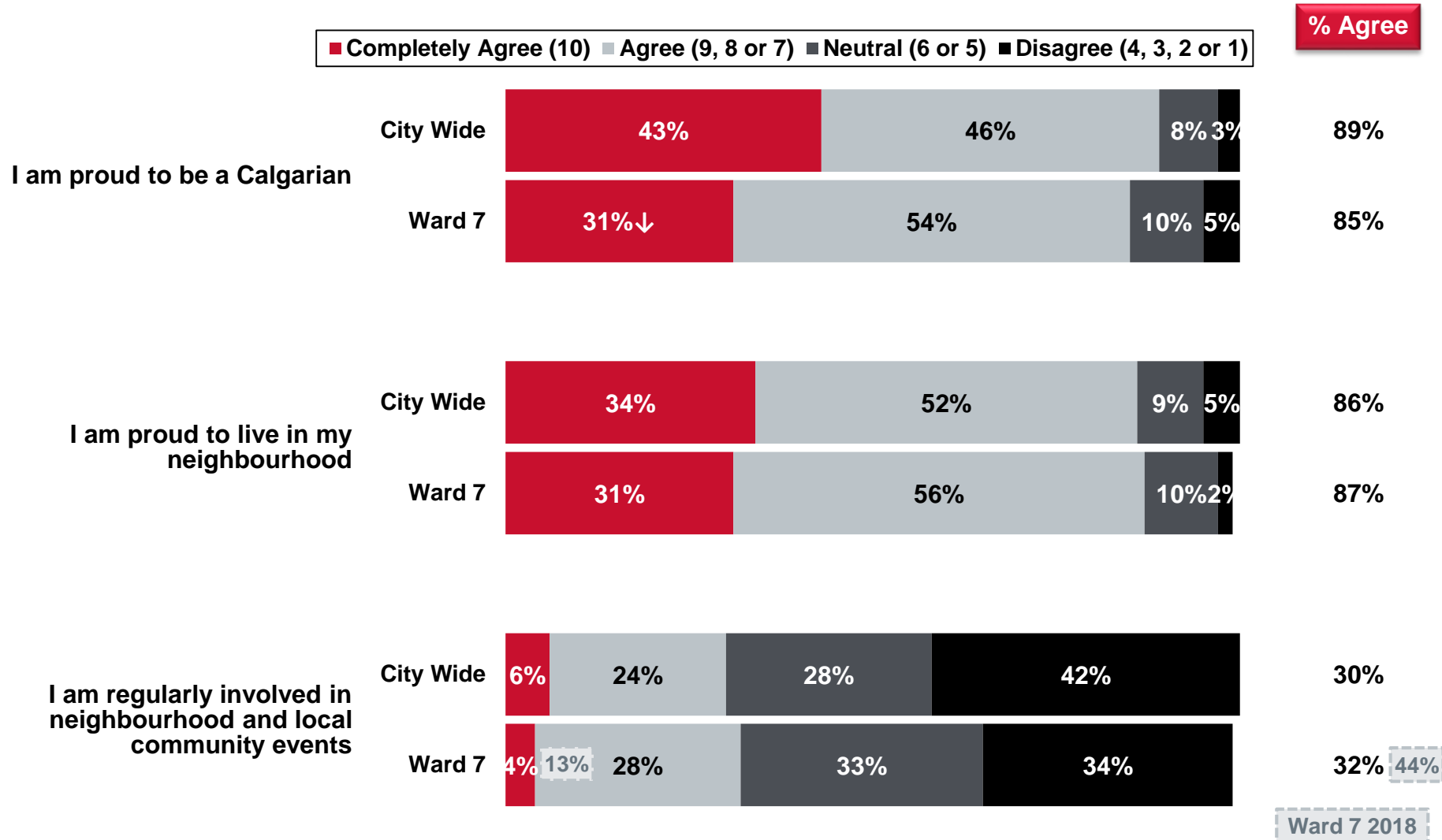
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

Ward 7 2018

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

Base: Valid respondents (City Wide: n=2,391 / Ward 7: n=160)

Sustainability: Connectedness



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 Living, Inclusivity and Direction for the Future

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

% Agree

Calgary is a great place to make a life

City Wide

23%

60%

13%

4%

83%

Ward 7

17%

64%

14%

5%

81%

Calgary is a great place to make a living

City Wide

18%

53%

20%

9%

71%

Ward 7

15%

52%

25%

8%

67%

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

City Wide

19%

60%

15%

6%

79%

Ward 7

14%

67%

12%

8%

81%

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

City Wide

11%

54%

23%

12%

65%

Ward 7

5%↓

61%

21%

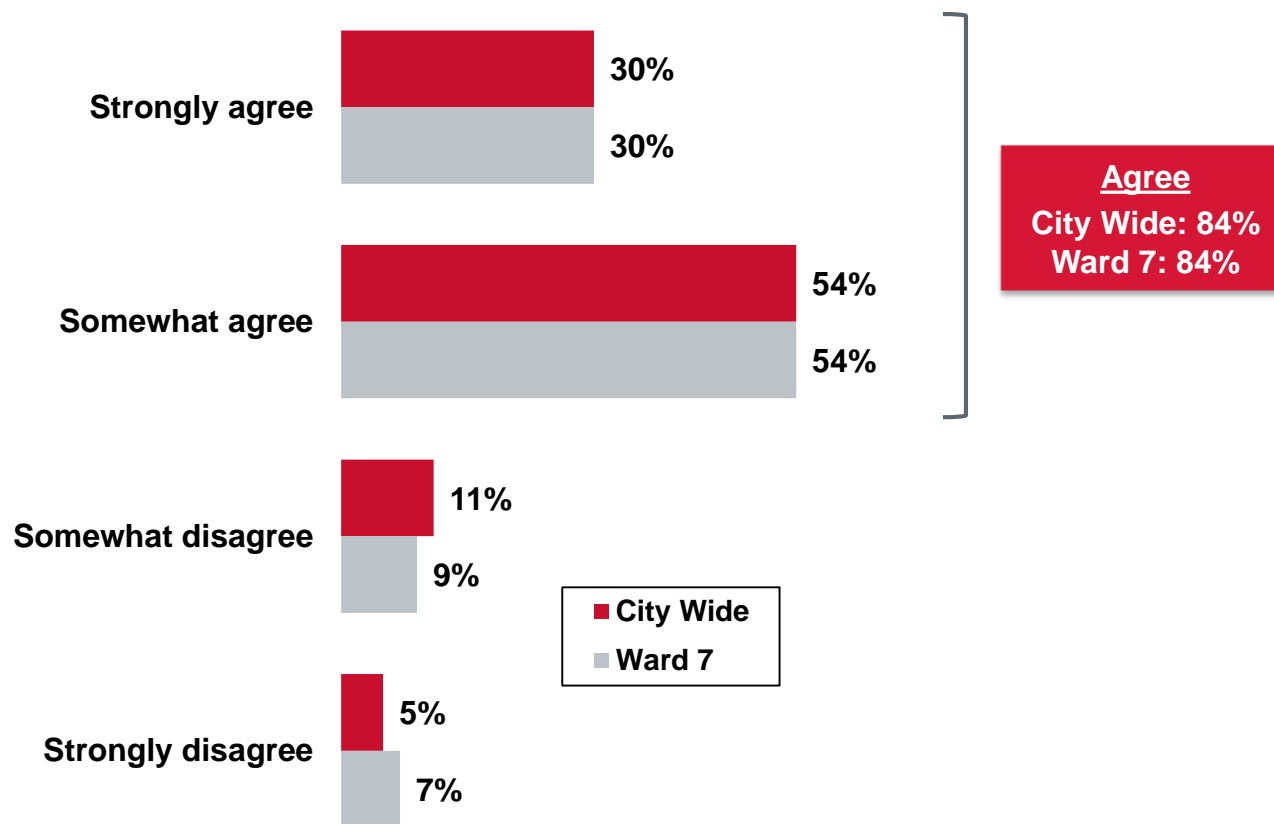
13%

66%

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

Base: Valid respondents (Bases vary)

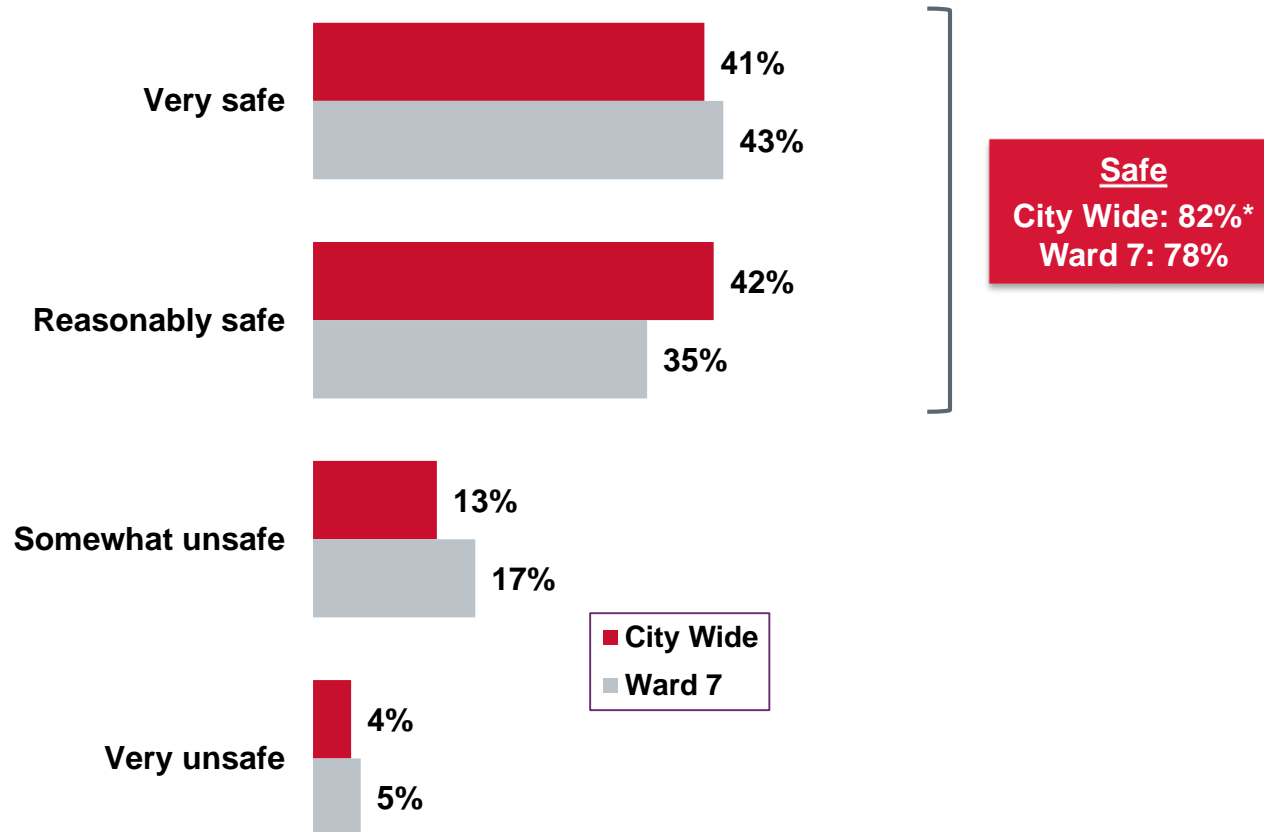
Calgary: On the Right Track to Being a Better City?



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

Base: Valid respondents (City Wide: n=2,485 / Ward 7: n=162)

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 (City Wide: n=2,496 / Ward 7: n=163)



Issue Agenda



Issue Agenda

Multiple Responses

City Wide

Ward 7

■ First Mention

■ Other Mentions

Infrastructure, Traffic & Roads [NET]	29%	11%	40%	33%
Traffic congestion	7%	9%		9%
(Lack of) snow removal	5%	3	8%	3%↓
Roads (unspecified)	6%	8%		6%
Road conditions	3	3	6%	5%
Transit [NET]	12%	4%	16%	16%
Transportation (unspecified)	7%	9%		8%
Public Transportation (incl. buses/ C-train/ poor service)	5%	7%		8%
Crime, Safety & Policing [NET]	9%	5%	14%	15%
Recreation [NET]	5%	4%	9%	7%
Taxes [NET]	5%	3	8%	11%
Environment & Waste Management [NET]	3	4%	7%	8%
Education [NET]	4%	3	7%	5%
Economy [NET]	4%	5%		6%
Homelessness, Poverty & Affordable Housing [NET]	3	5%		11%↑
Budget & Spending [NET]	2	4%		6%
Growth & Planning [NET]	3	4%		7%
Olympics [NET]	2	4%		4%
Other			18%	27%
None			16%	14%

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

NET mentions <4% are not shown

Ward 7 2018

In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?

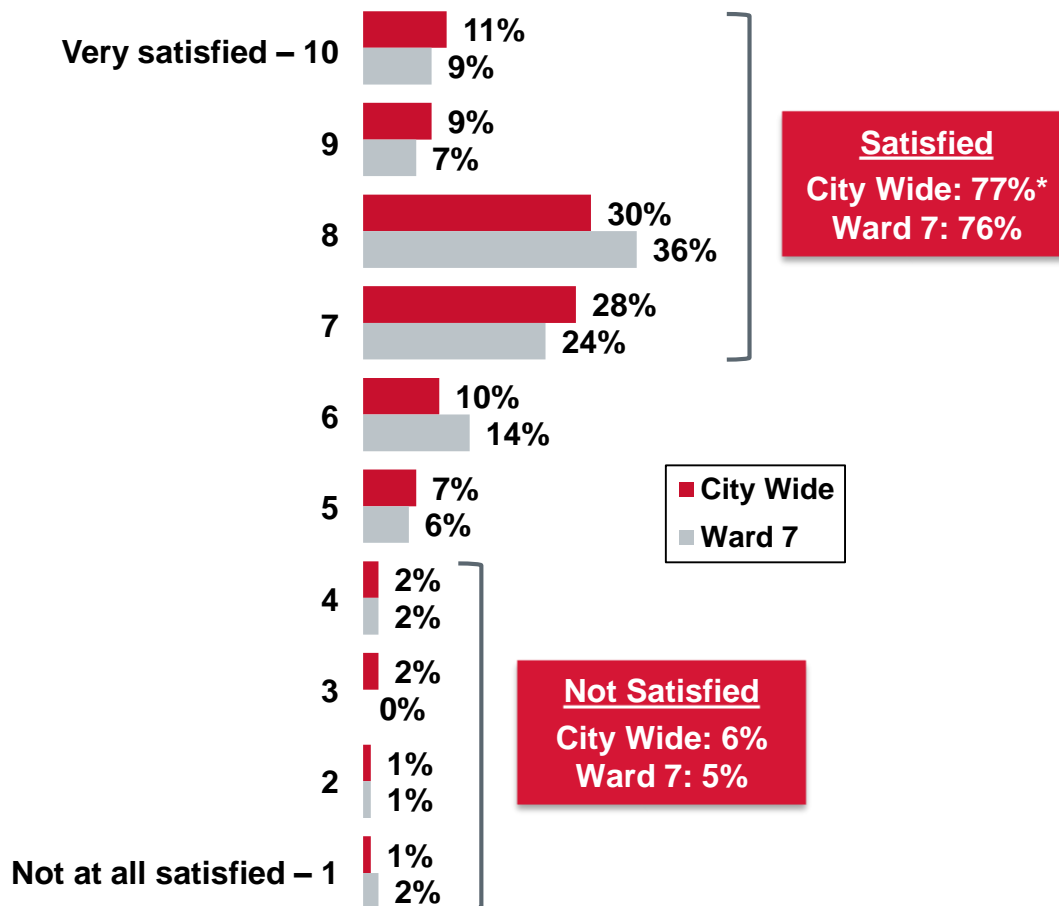
Base: Valid respondents (City Wide: n=2,454 / Ward 7: 163)



City Programs and Services



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



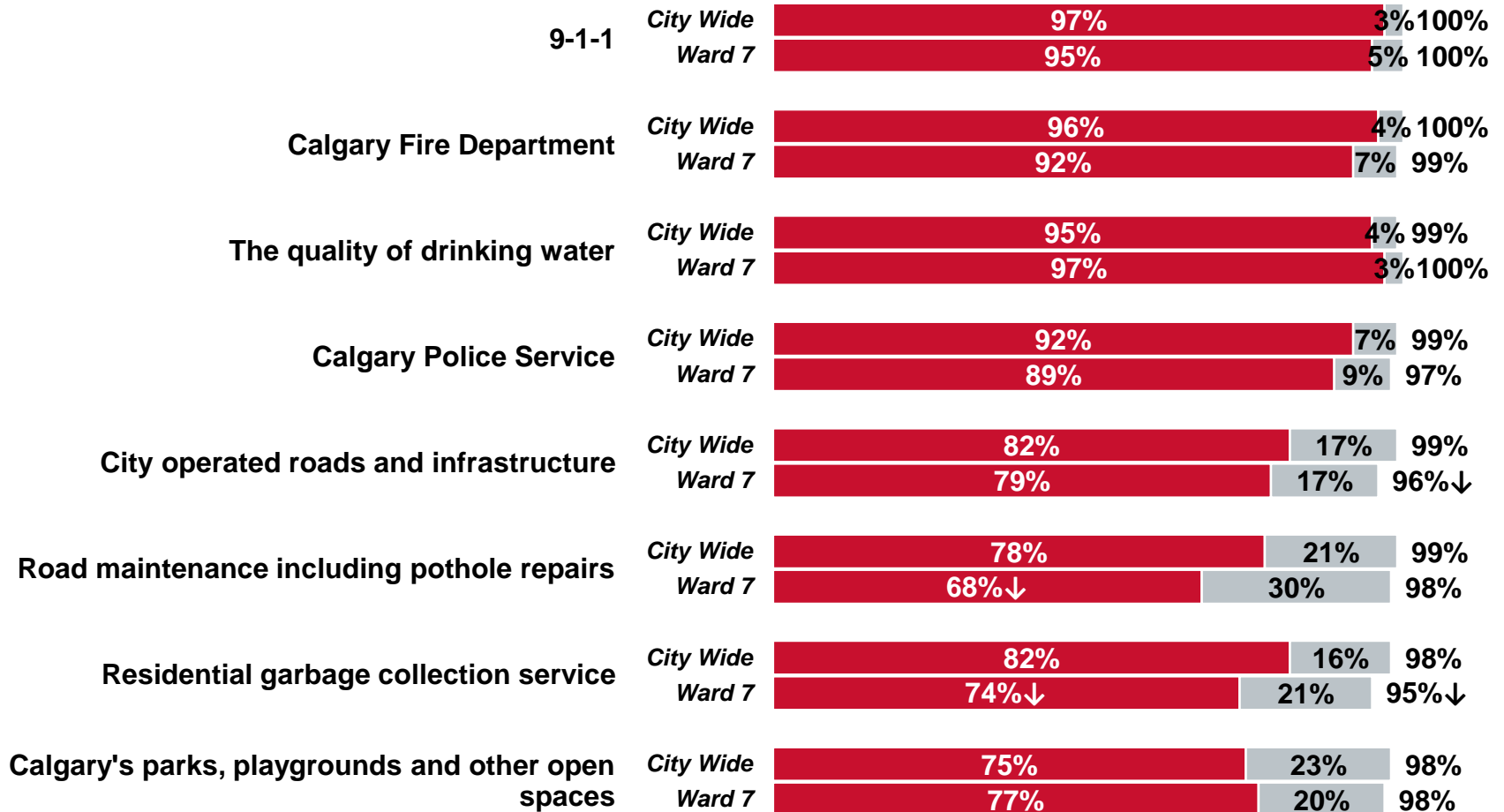
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 7: n=162)

Importance of City Programs and Services

% Important

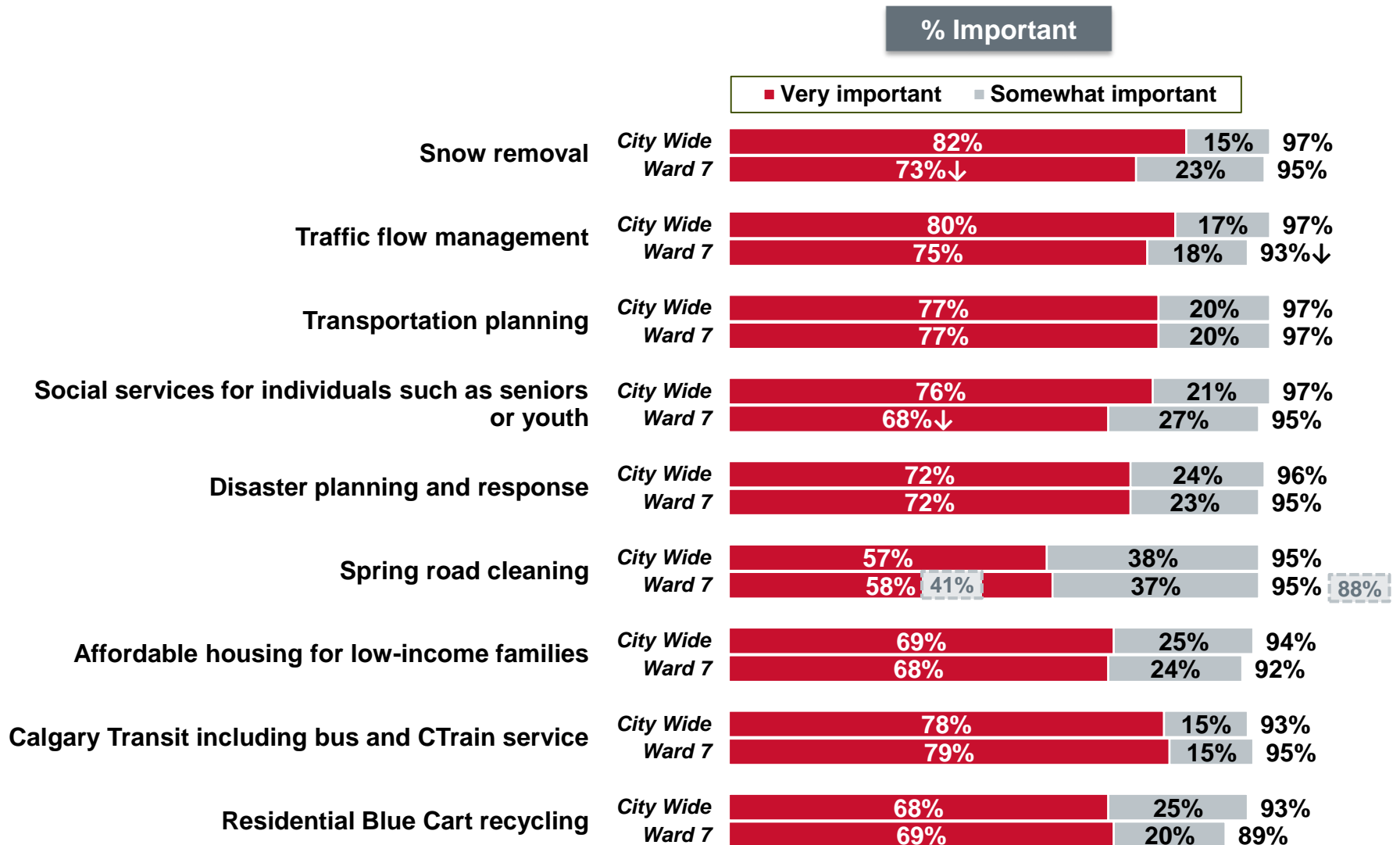
■ Very important ■ Somewhat important



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.*

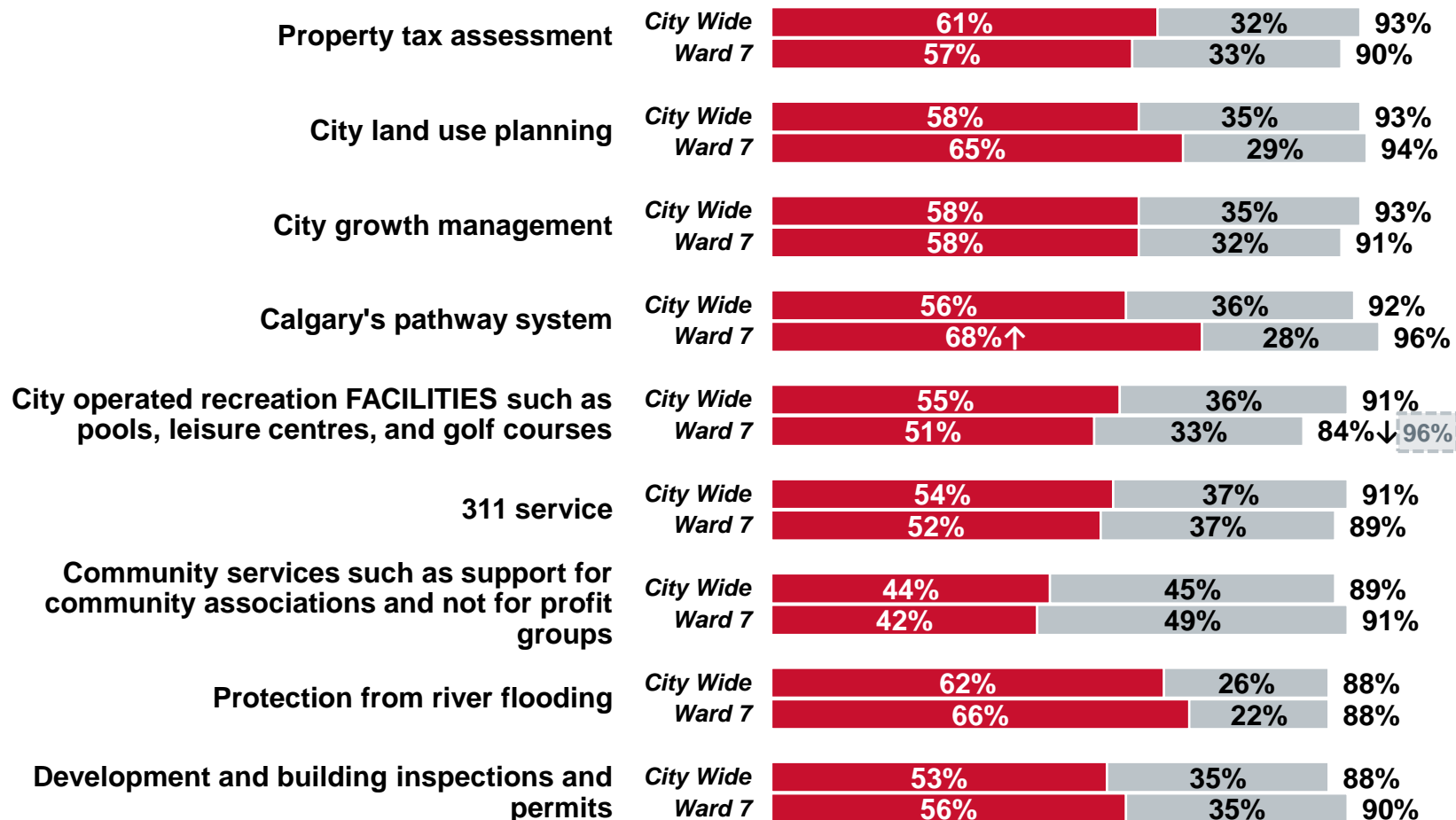
Base: Valid respondents (Bases vary)

Ward 7 2018

Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important

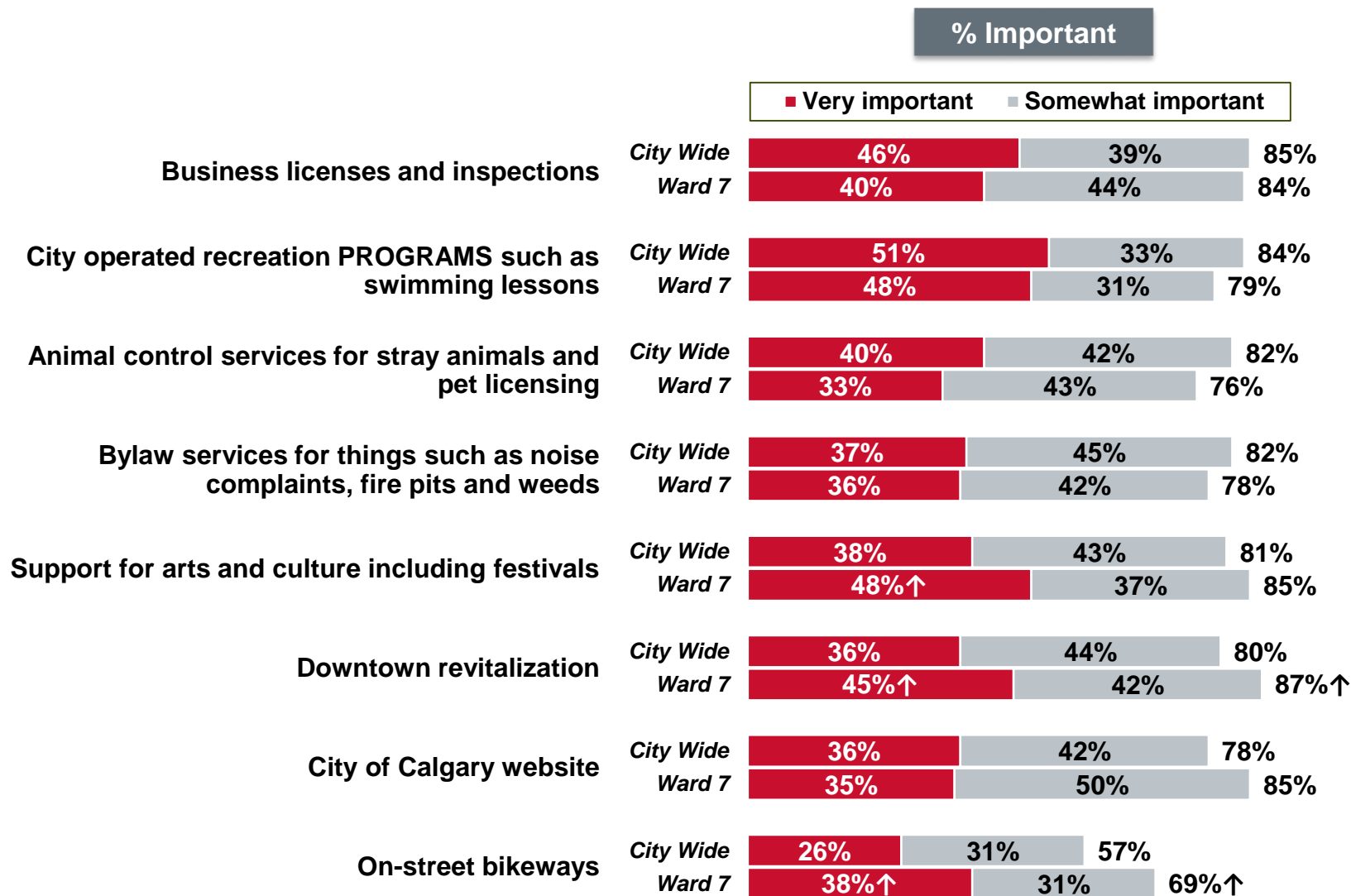


I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Ward 7 2018

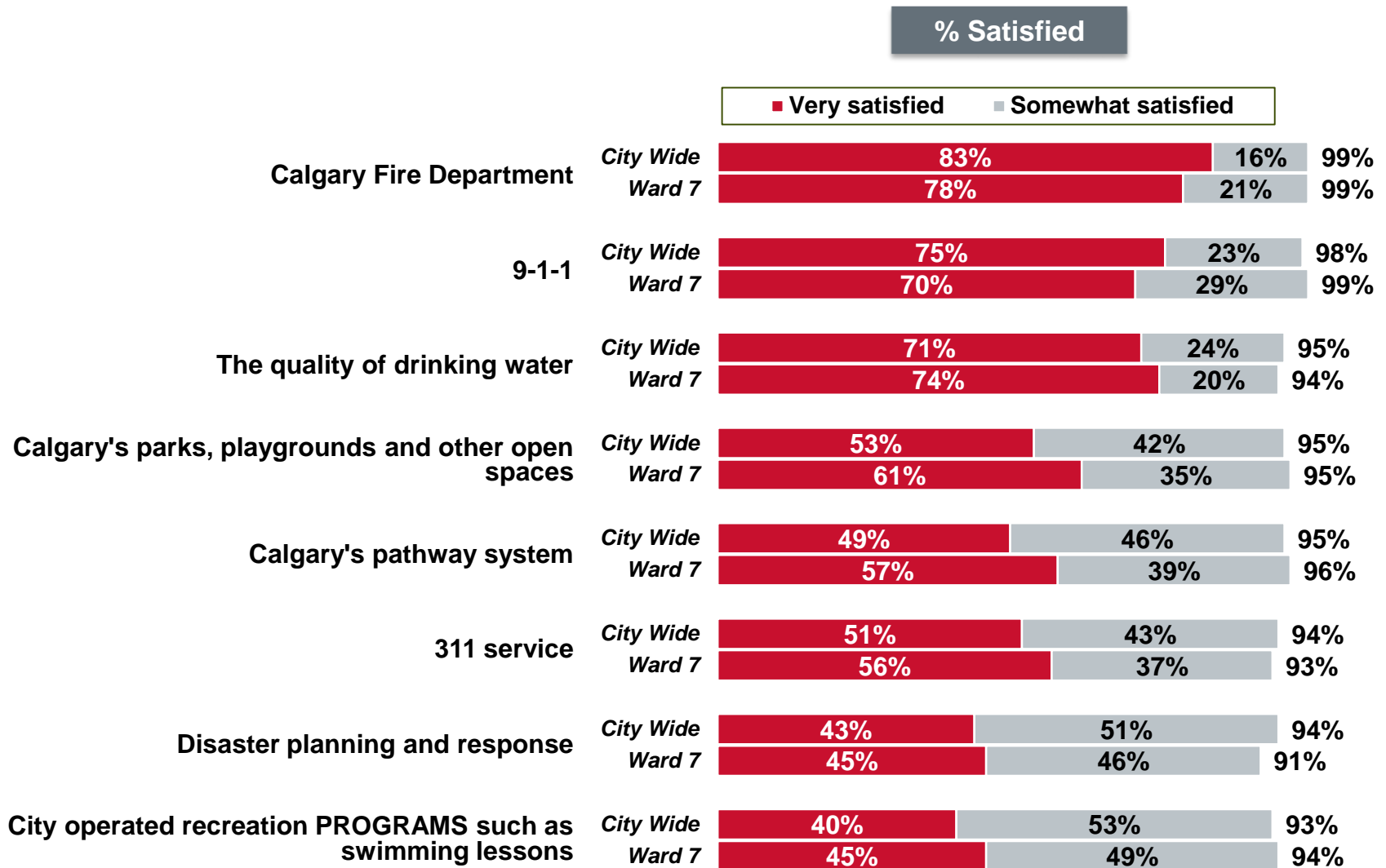
Importance of City Programs and Services (continued)



*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.*

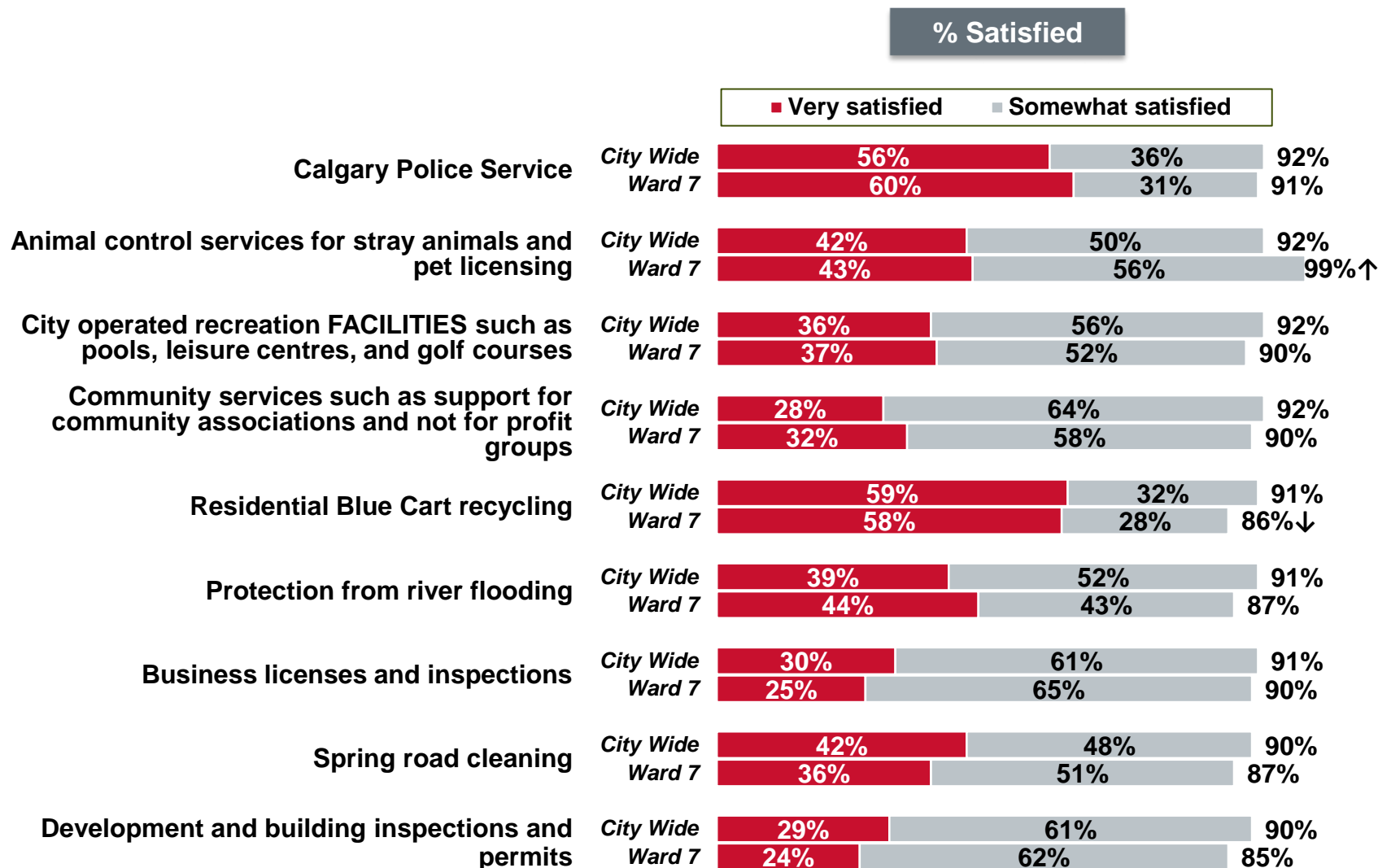
Base: Valid respondents (Bases vary)

Satisfaction with City Programs and Services



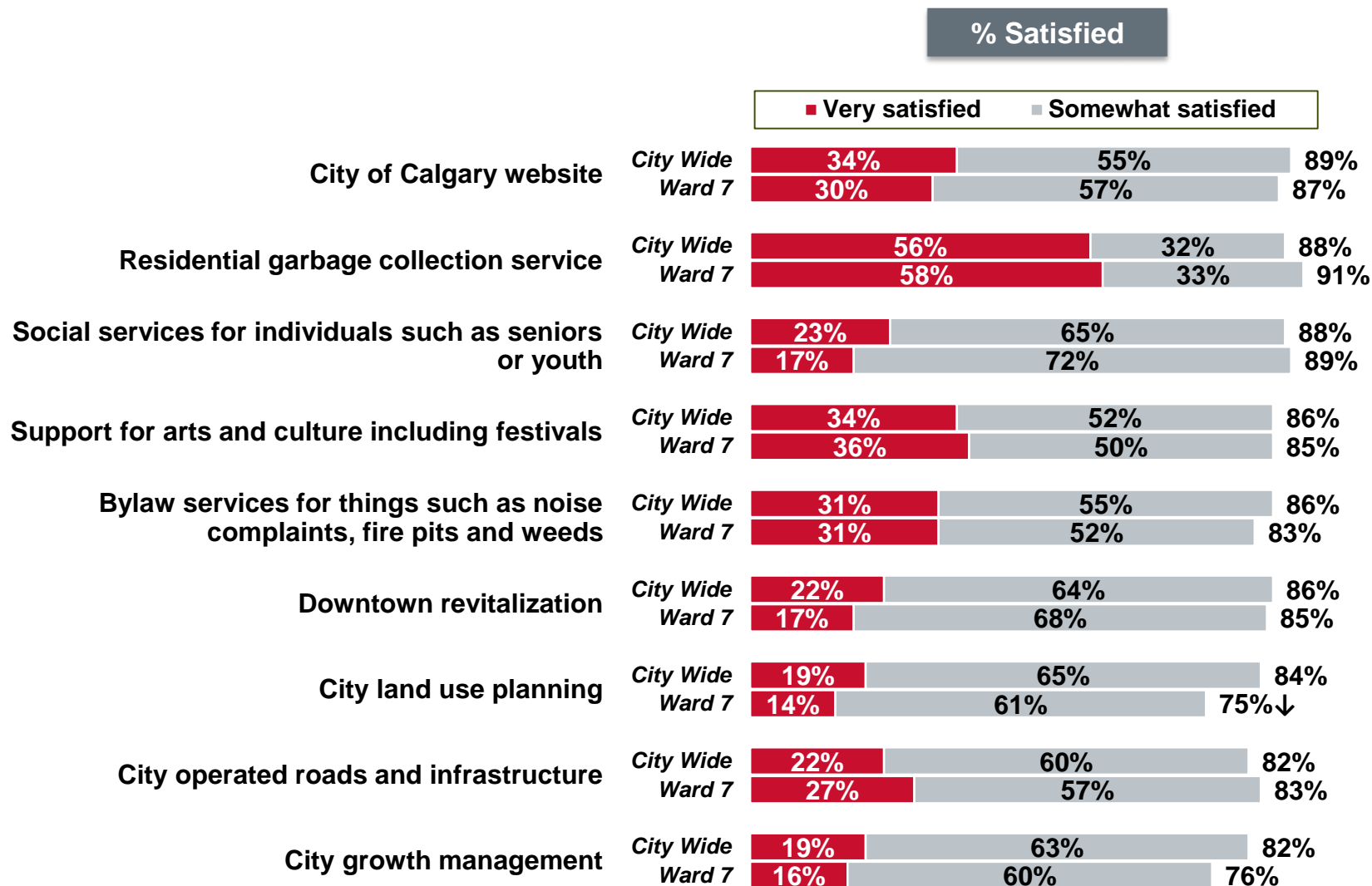
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.*
Base: Valid respondents (Bases vary)

Satisfaction with City Programs and Services (continued)



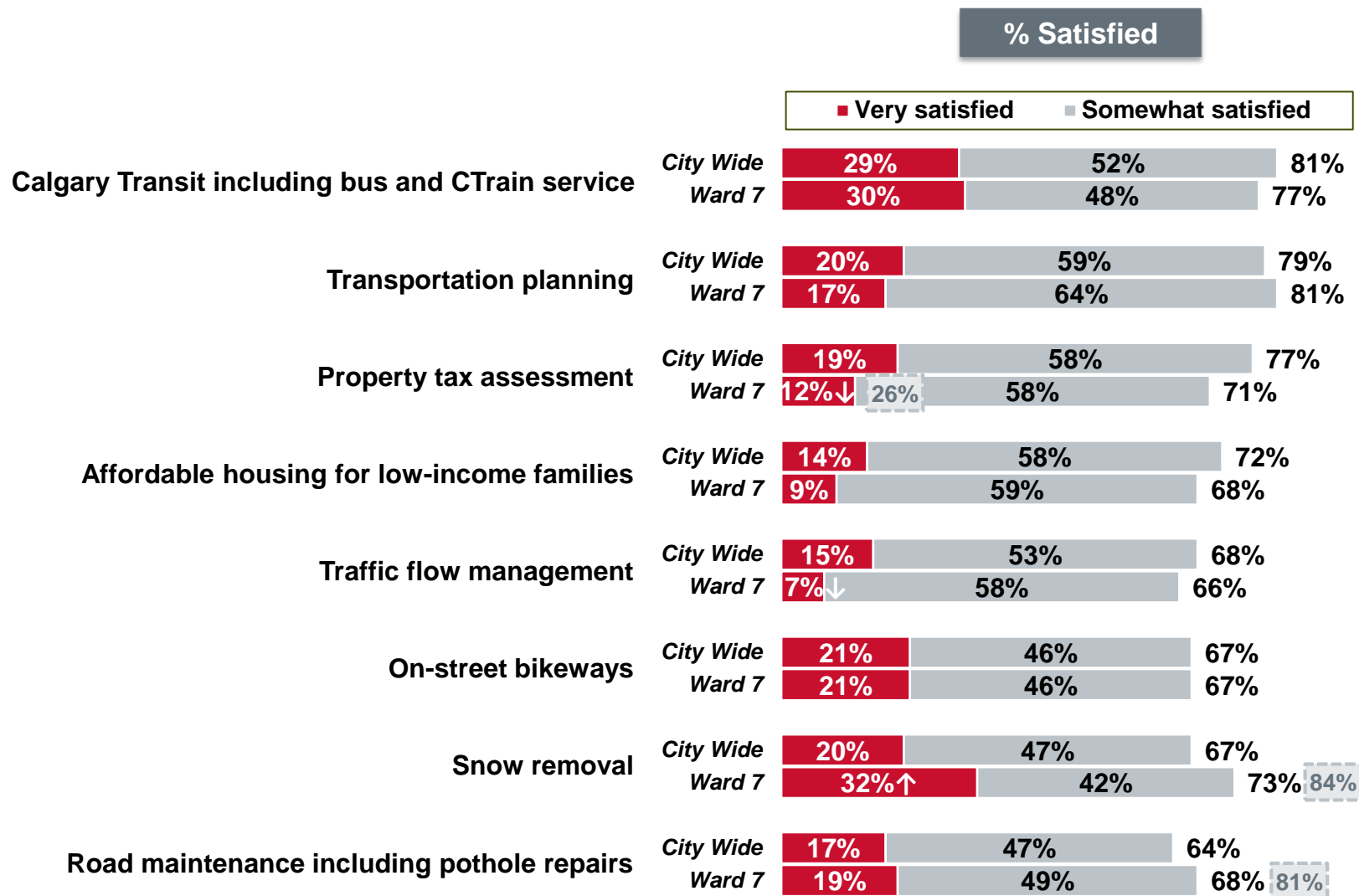
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me how satisfied you are with the job The City is doing in providing that program or service.*
Base: Valid respondents (Bases vary)

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)

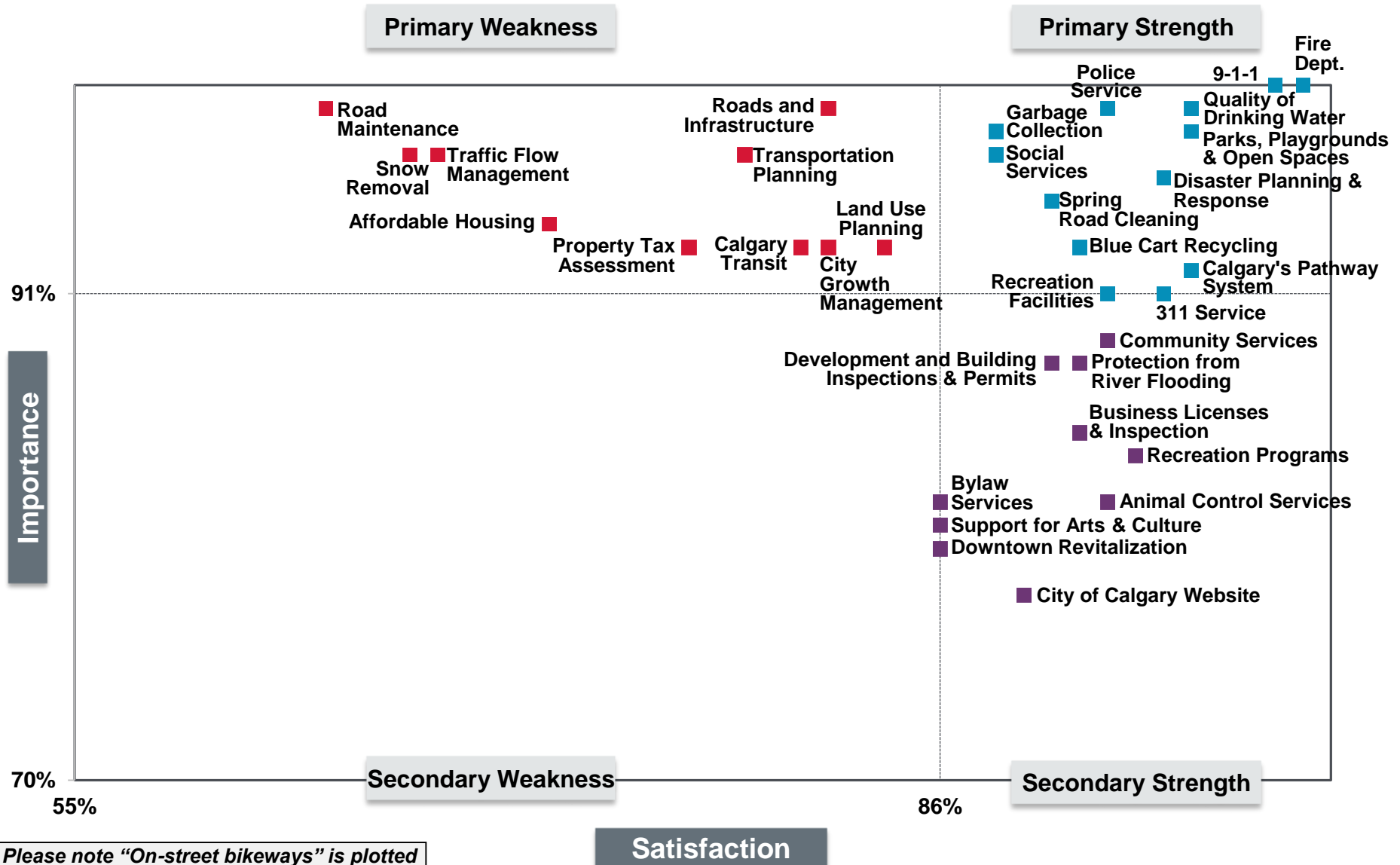
Satisfaction with City Programs and Services (continued)



*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)

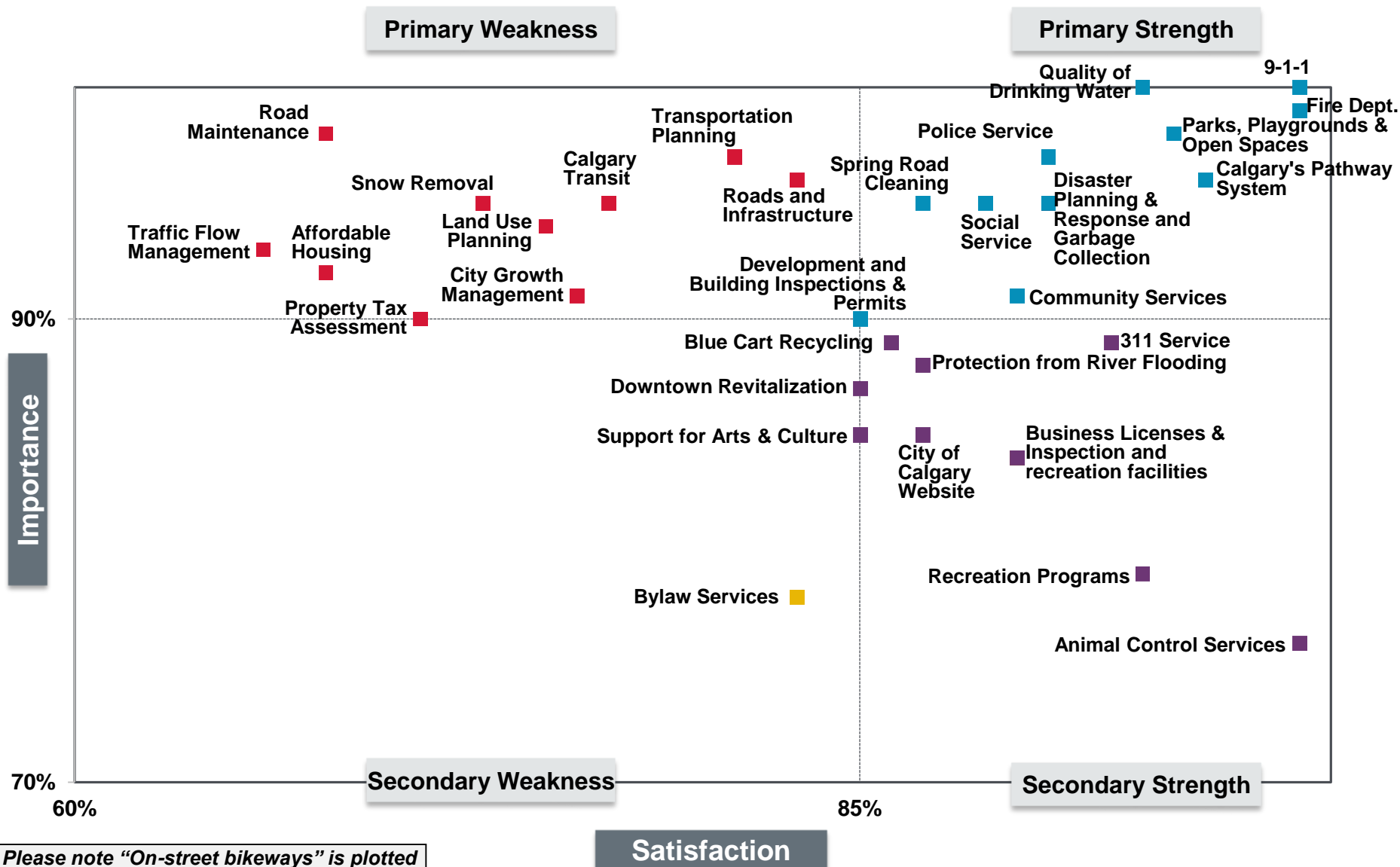
Ward 7 2018

Importance vs. Satisfaction Grid: City Wide



Please note "On-street bikeways" is plotted at (67% satisfaction, 57% importance) and not illustrated on this graph.

Importance vs. Satisfaction Grid: Ward 7



Please note "On-street bikeways" is plotted at (67% satisfaction, 69% importance) and not illustrated on this graph.

Primary Strengths and Weaknesses: City Wide versus Ward 7

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

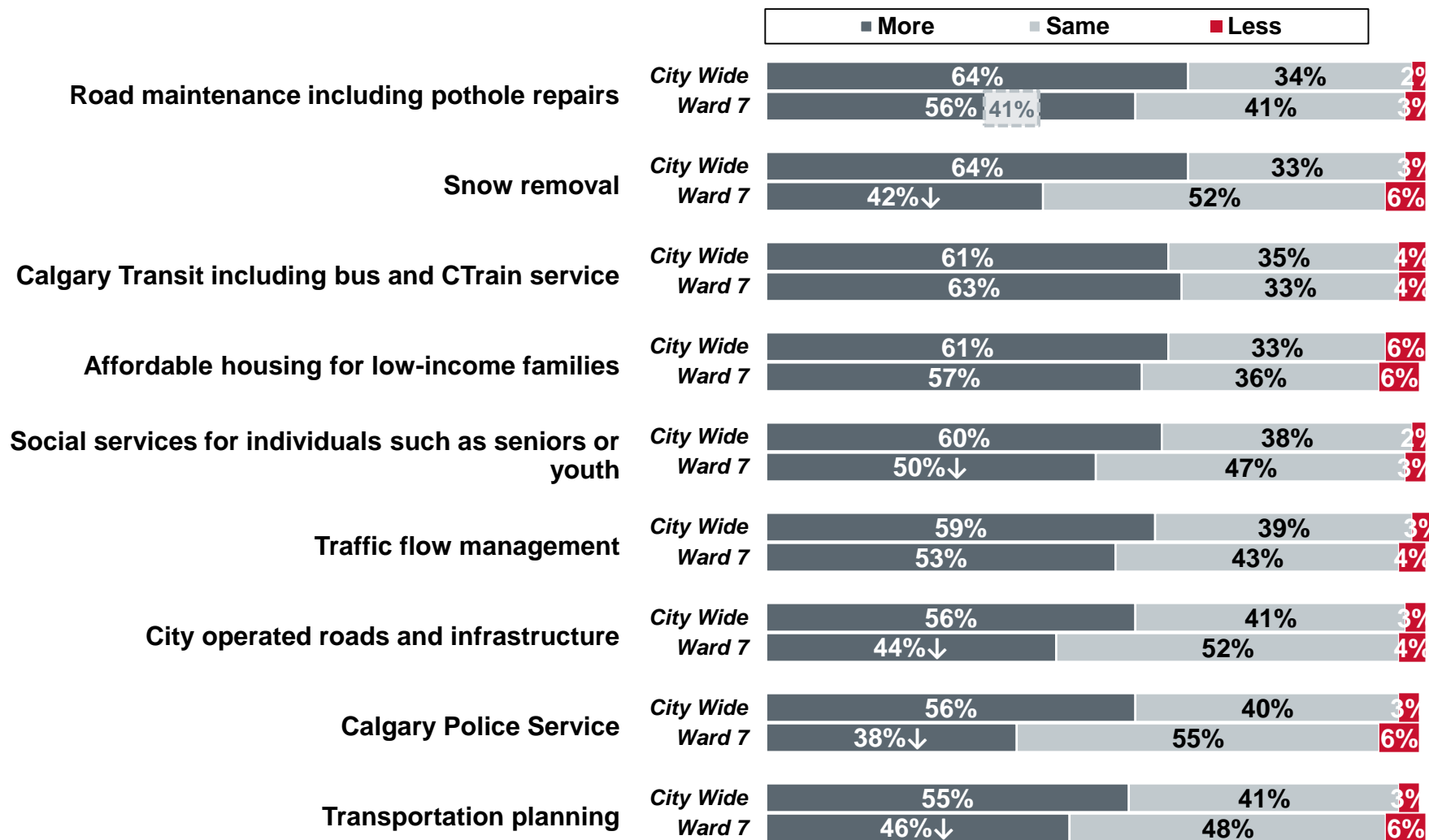
Primary Strength

Primary Weakness

Neither (in another quadrant)

	City Wide	Ward 7
Fire Department		
9-1-1		
Quality of Drinking Water		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Police Service		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Residential Garbage Collection		
Social Services		
Recreation Facilities		
311 service		
Community services		
Road Maintenance		
Snow Removal		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Transportation Planning		
Roads and Infrastructure		
Calgary Transit		
City Growth Management		
Land Use Planning		
Development and Building Inspections & Permits		

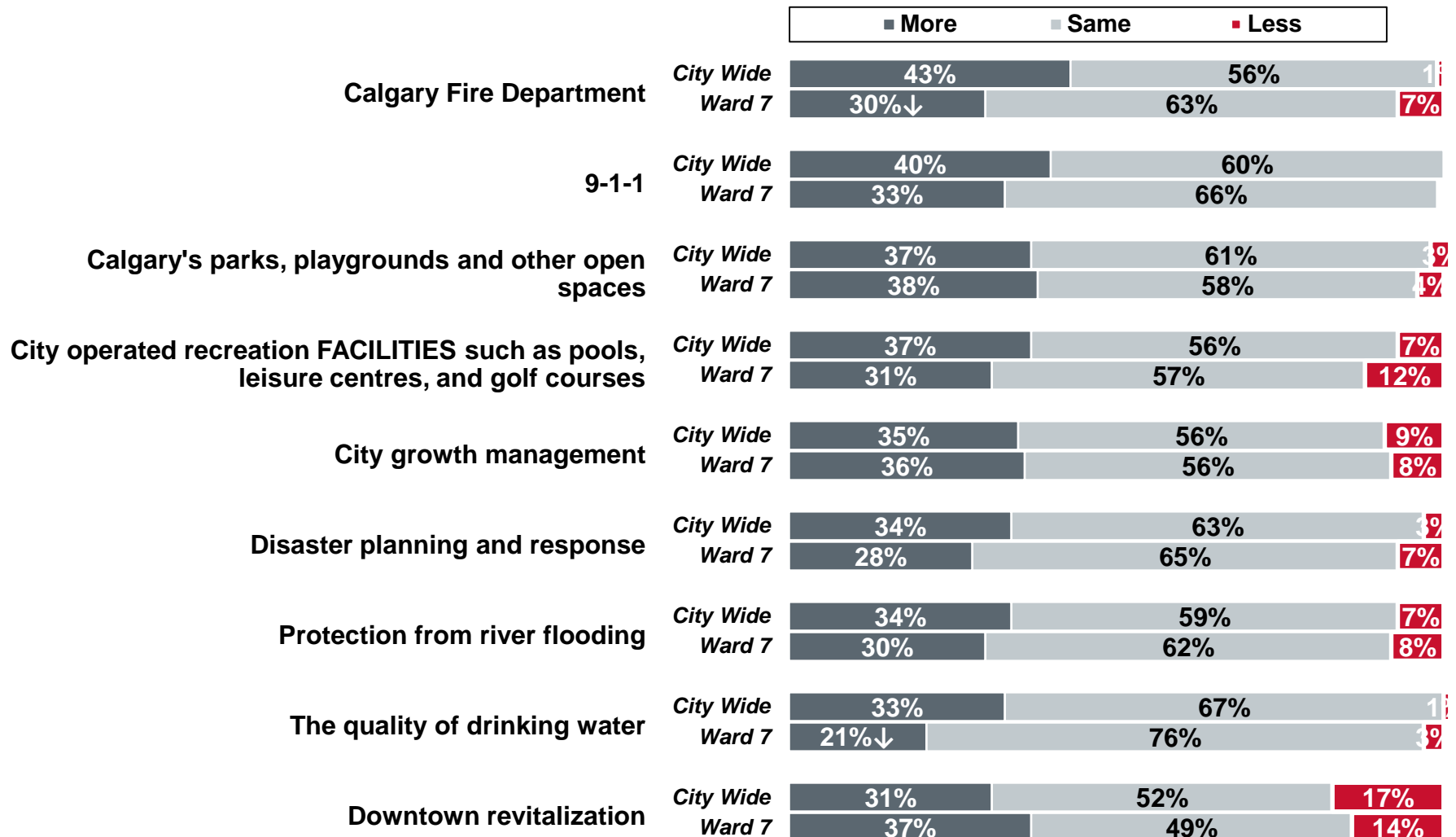
Investment in City Programs and Services



Ward 7 2017

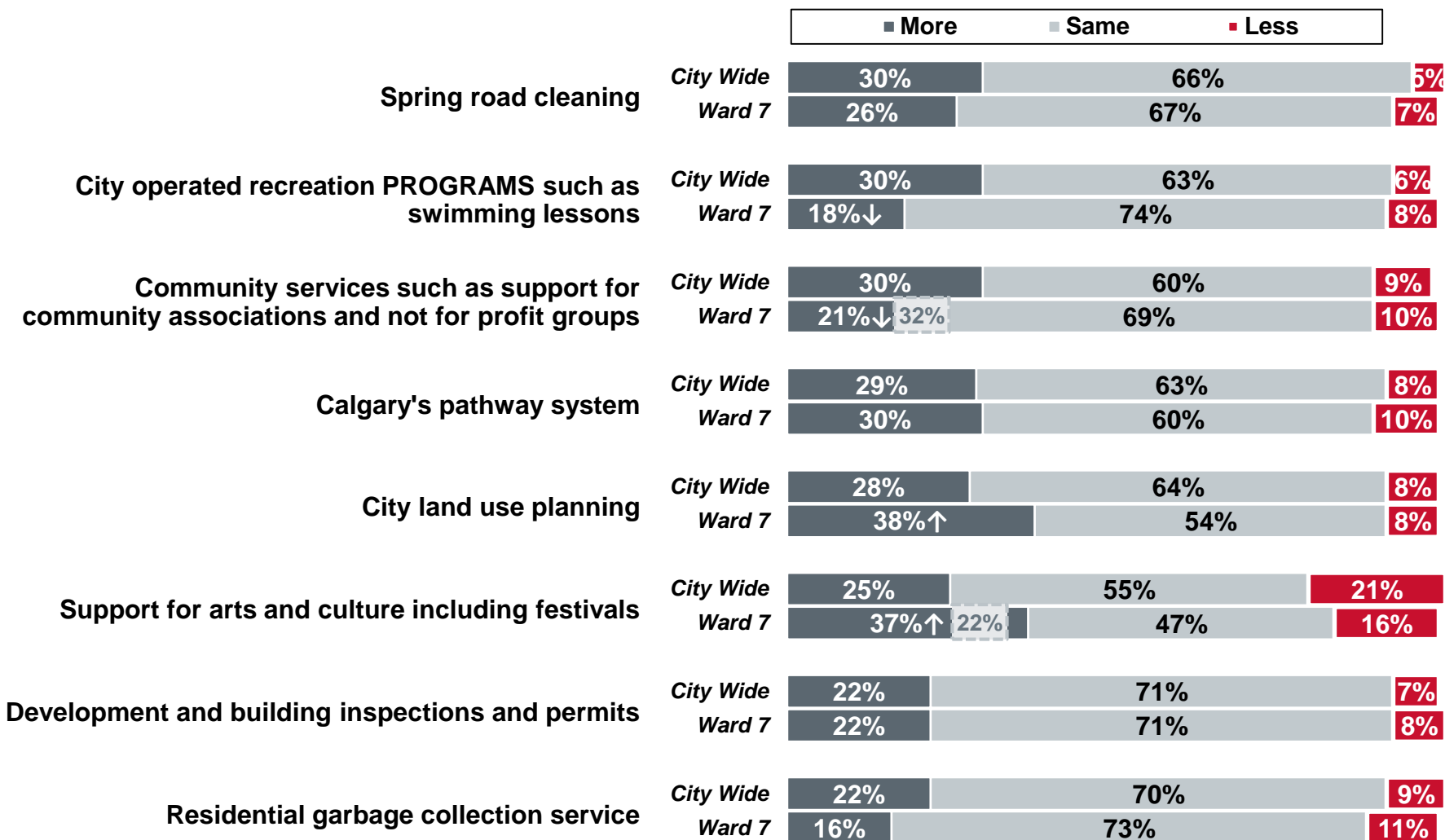
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me if you think The City should invest more, less or the same amount on the program or service.
Base: Valid respondents (Bases vary)*

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)

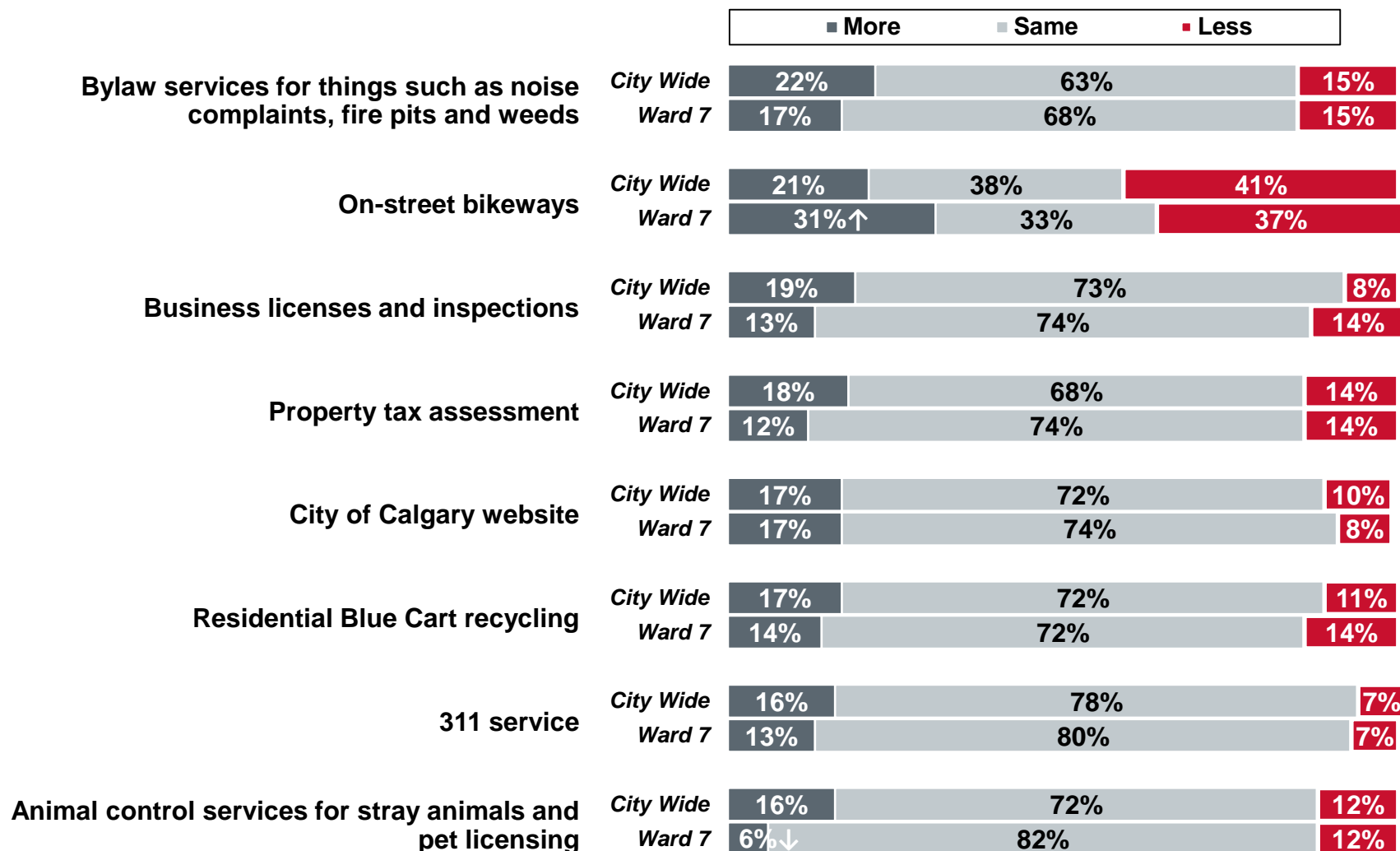
Investment in City Programs and Services (continued)



Ward 7 2017

*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)



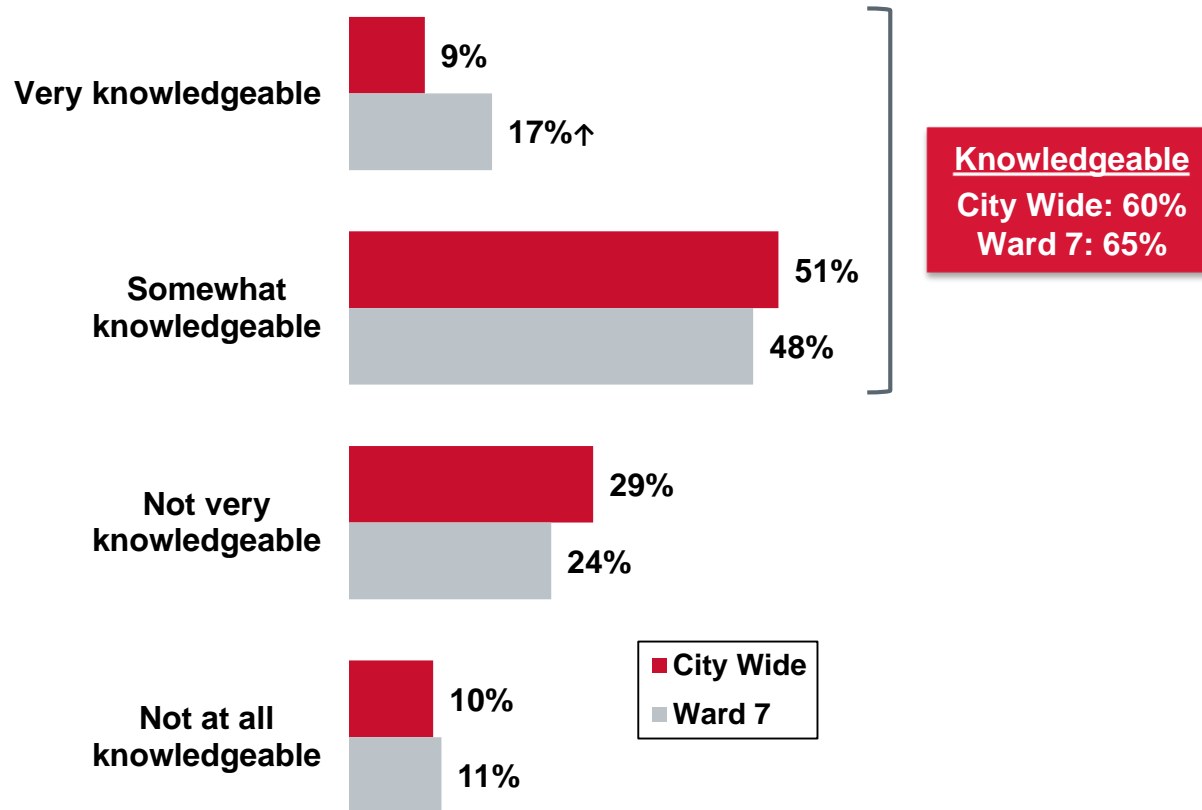
*I am going to read a list of programs and services provided to you by The City of Calgary.
Please tell me if you think The City should invest more, less or the same amount on the program or service.*
Base: Valid respondents (Bases vary)



Taxation



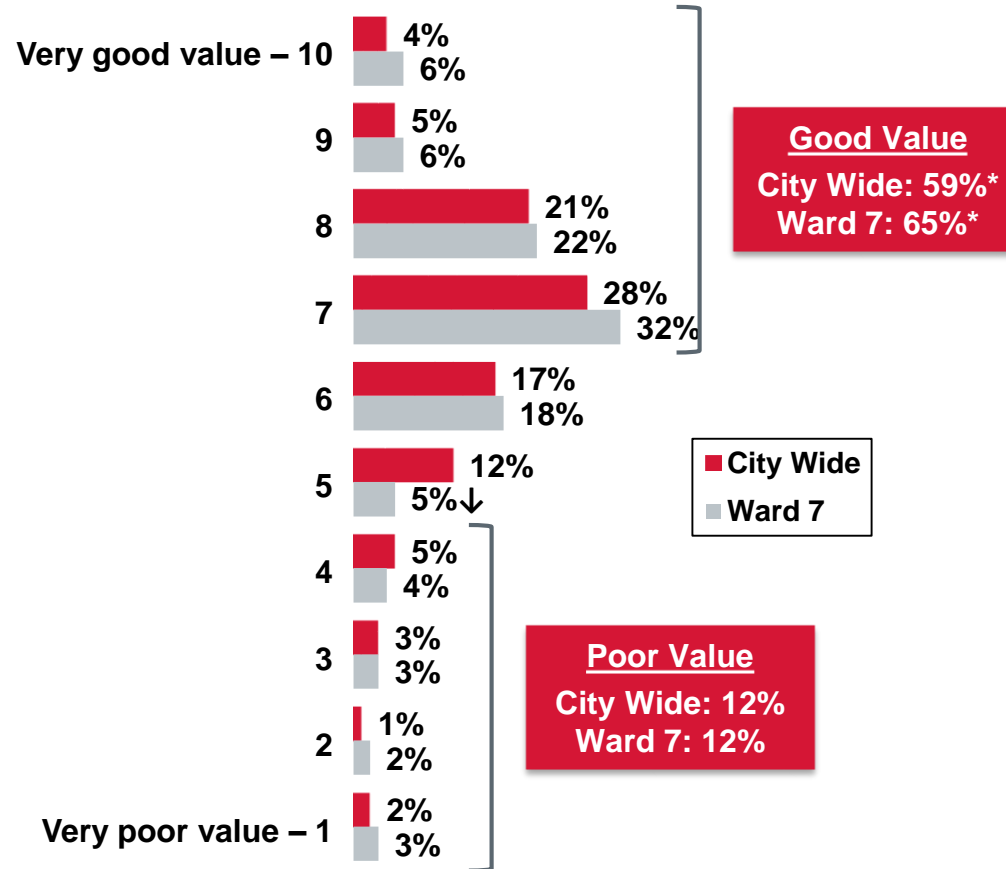
Knowledge Levels of Tax Dollar Spending



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

Base: Valid respondents (City Wide: n=2,492 / Ward 7: n=163)

Perceived Value of Property Taxes

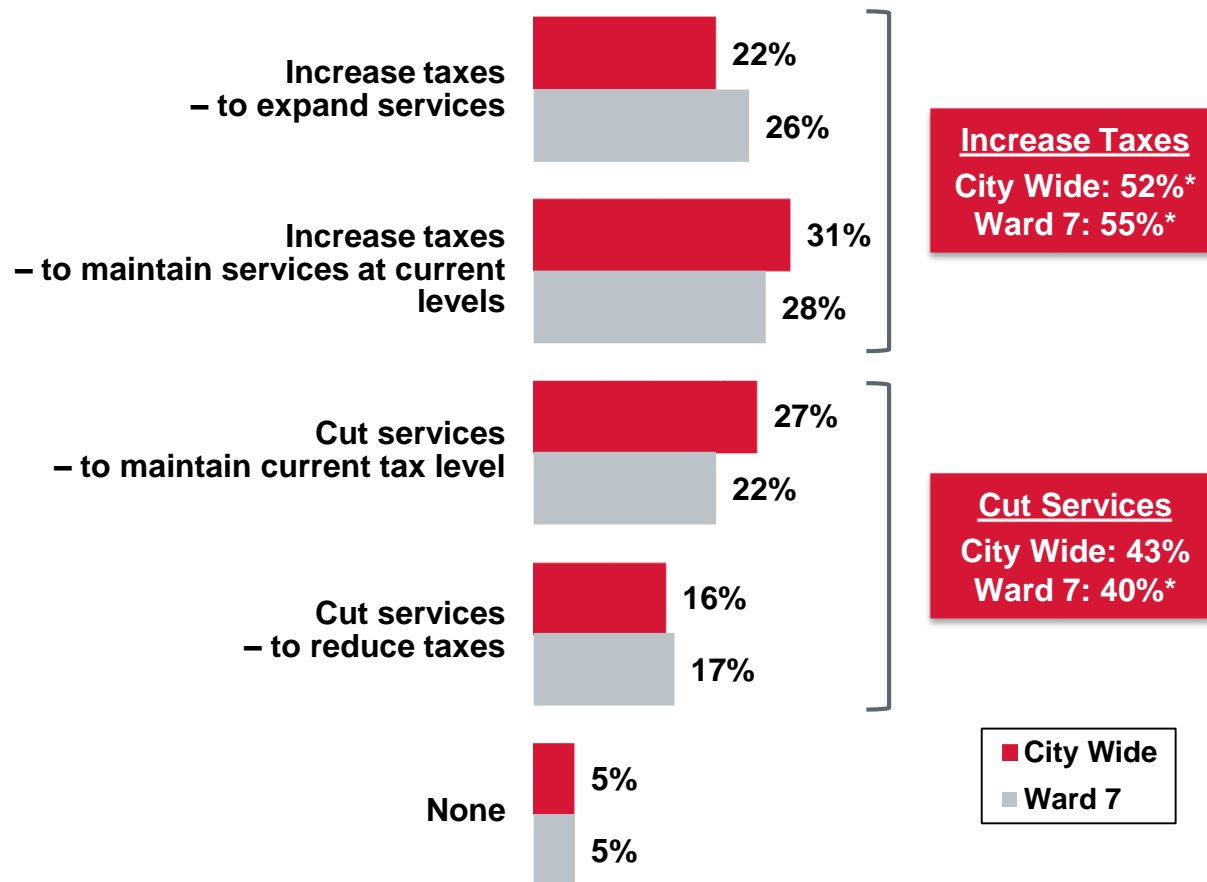


*Rounding

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

Base: Valid respondents (City Wide: n=2,477 / Ward 7: n=161)

Balancing Taxation and Service Delivery Levels

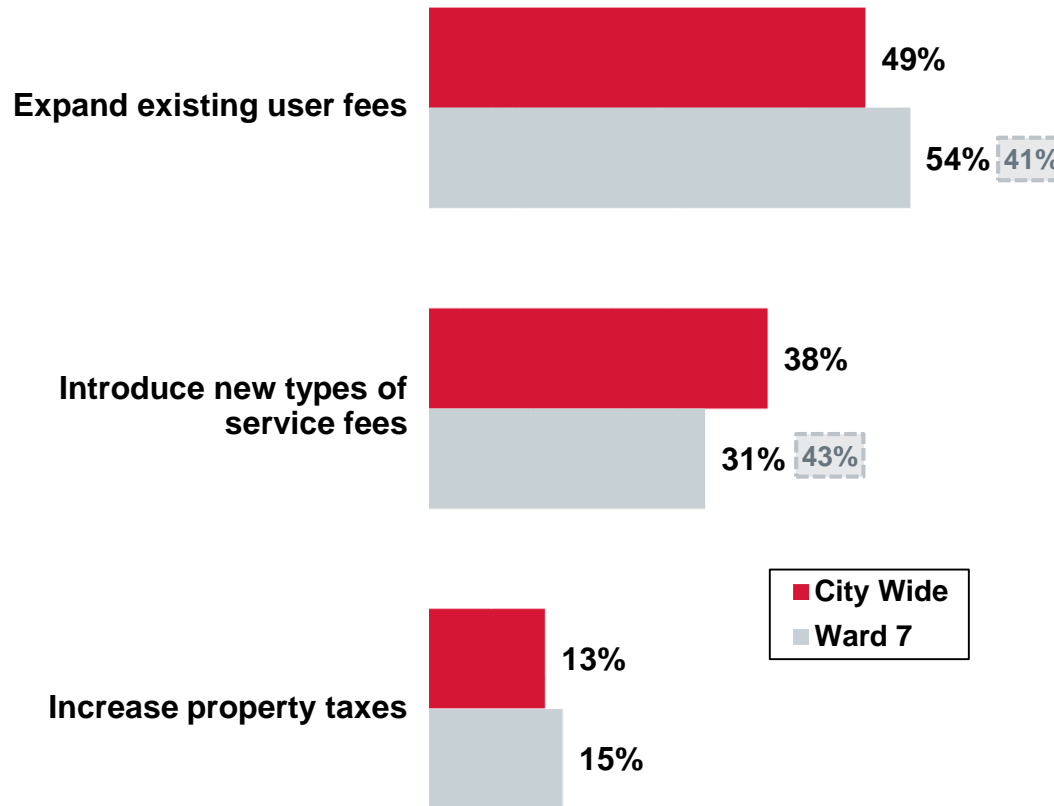


*Rounding

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

Base: Valid respondents (City Wide: n=2,460 / Ward 7: n=159)

Options for Increasing City Revenue



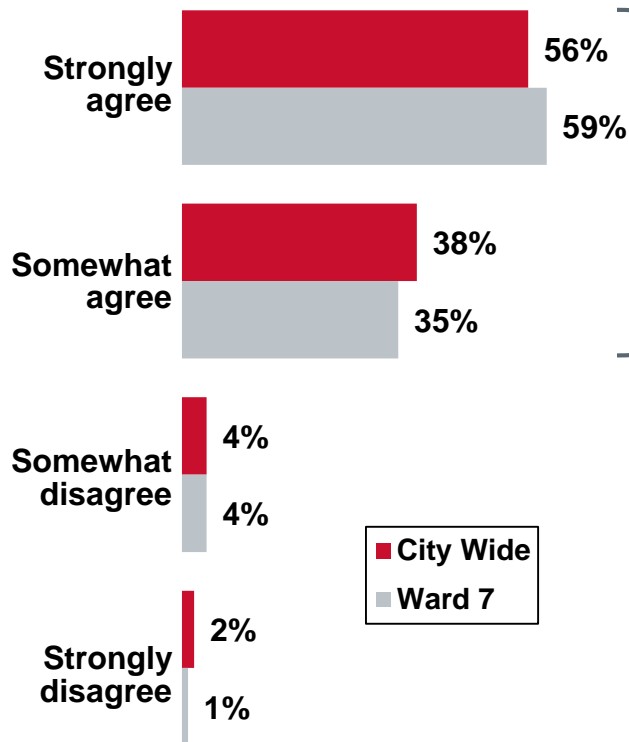
Ward 7 2018

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

Base: Valid respondents (City Wide: n=2,352 / Ward 7: n=149)

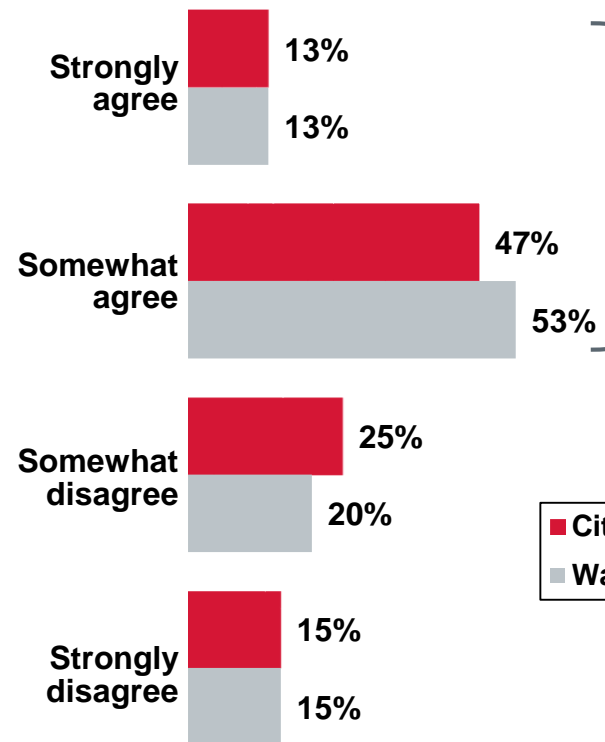
Property Tax Dollar Investment

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



Agree
City Wide: 94%
Ward 7: 95%*

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



Agree
City Wide: 60%
Ward 7: 66%

■ City Wide
■ Ward 7

*Rounding

Base: Valid respondents (City Wide: n=2,487 / Ward 7: n=162)

Base: Valid respondents (City Wide: n=2,463 / Ward 7: n=160)

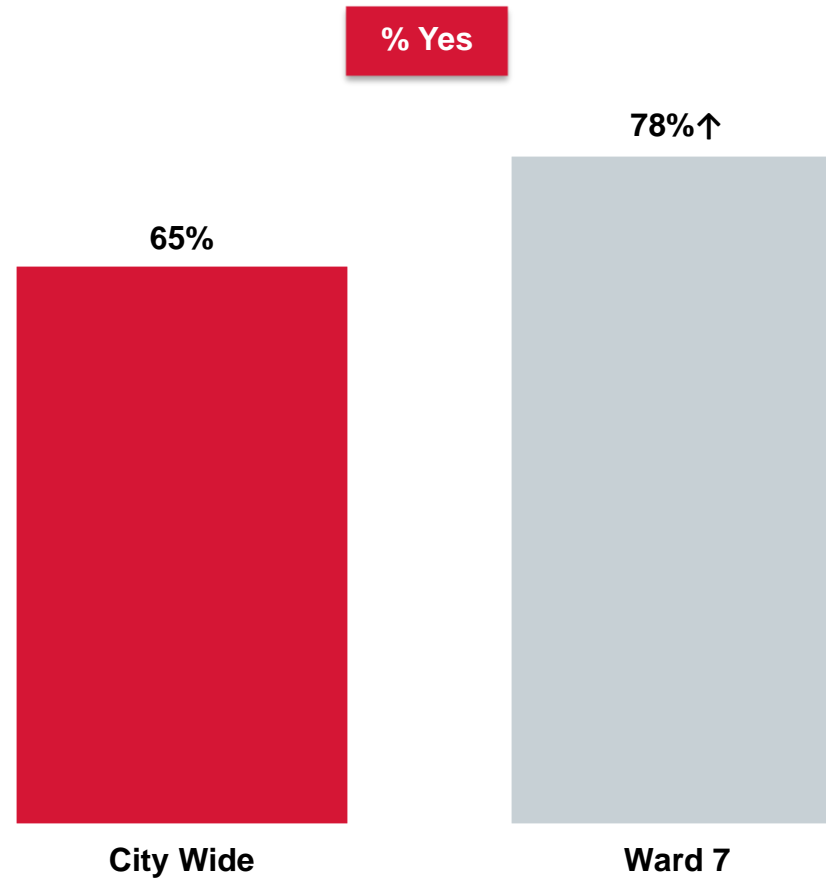
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



Contact with The City and Customer Service



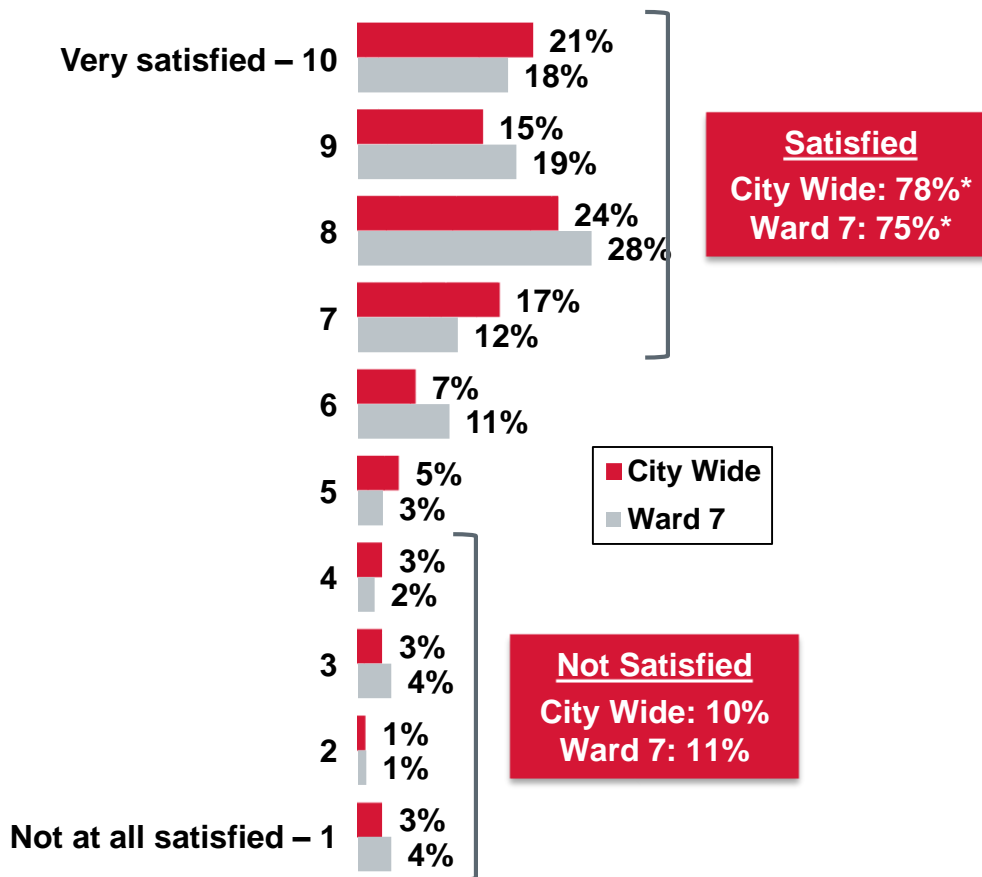
Past 12 Months Contact with The City of Calgary



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

Base: Valid respondents (City Wide: n=2,488 / Ward 7: n=163)

Satisfaction with the Overall Level and Quality of Customer Service



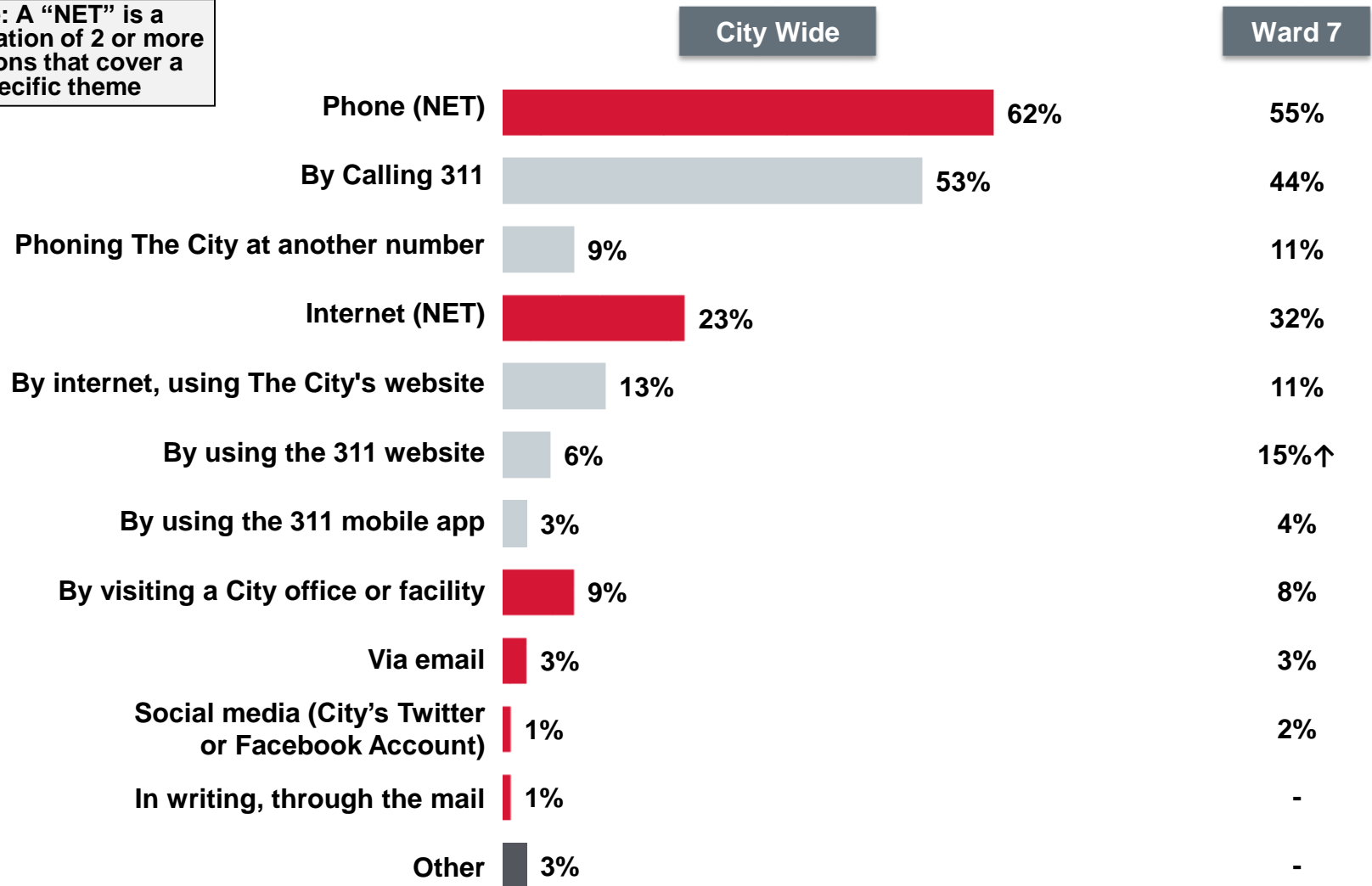
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

*Rounding

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,651 / Ward 7: n=124)

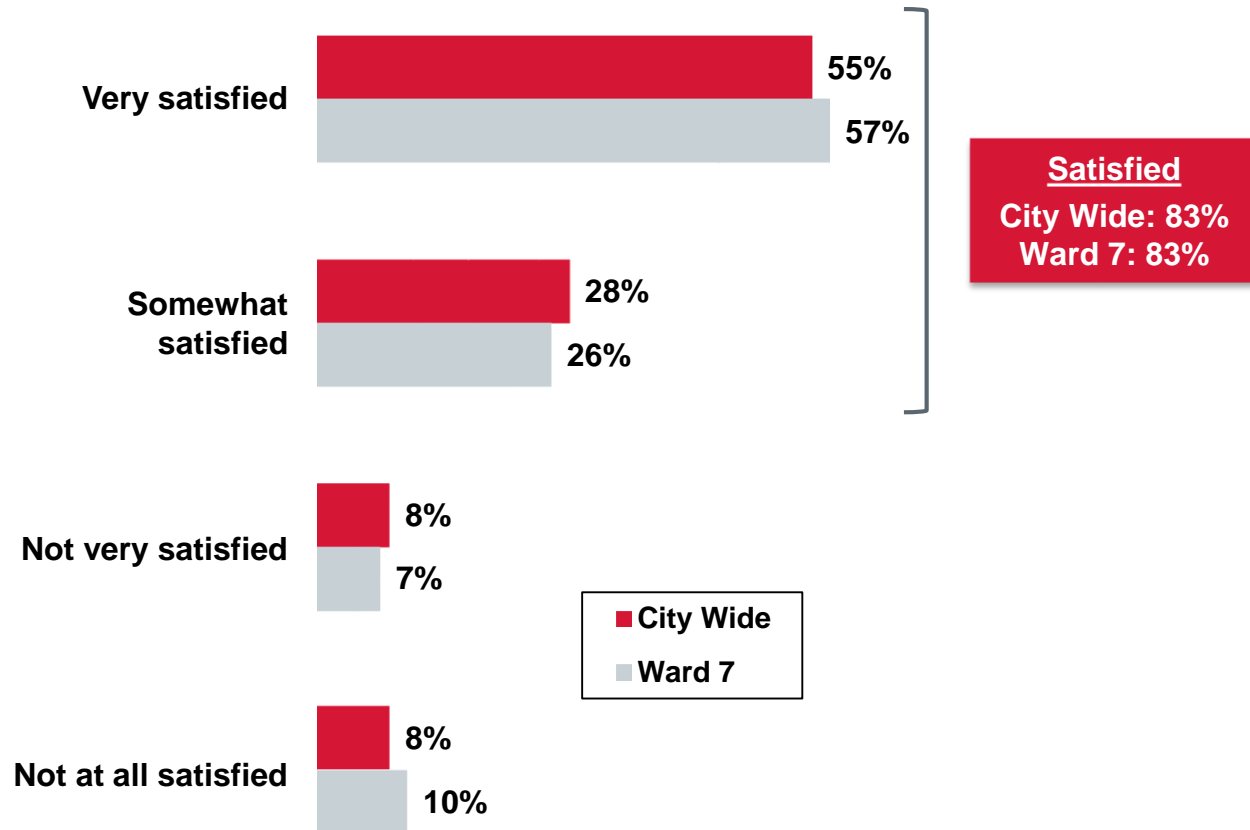
Type of Contact

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



When you contacted The City was it... ?
 Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,126 / Ward 7: n=97)

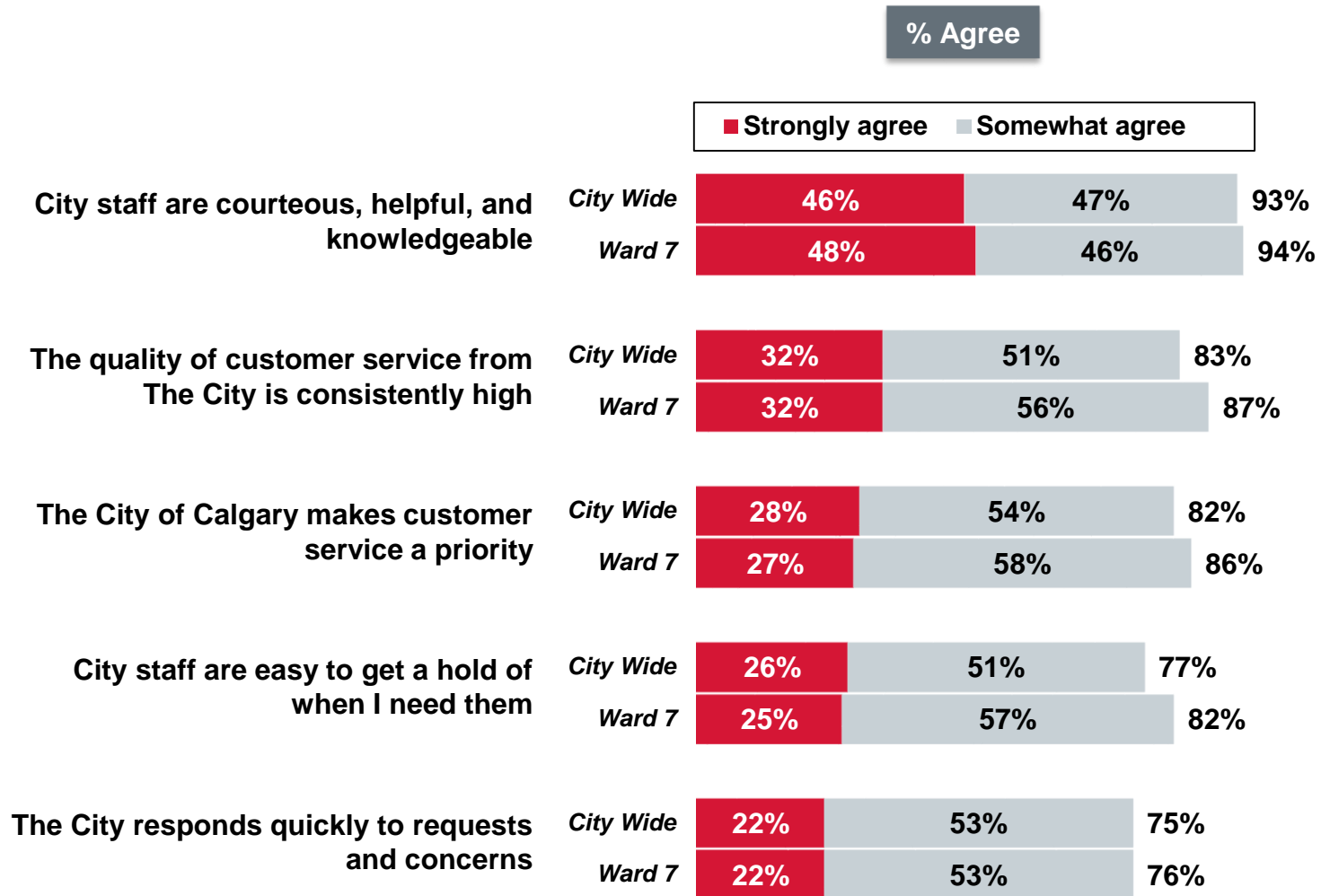
Satisfaction with Most Recent City Contact



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

Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,125 / Ward 7: n=97)

Attitudes Regarding Customer Service



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

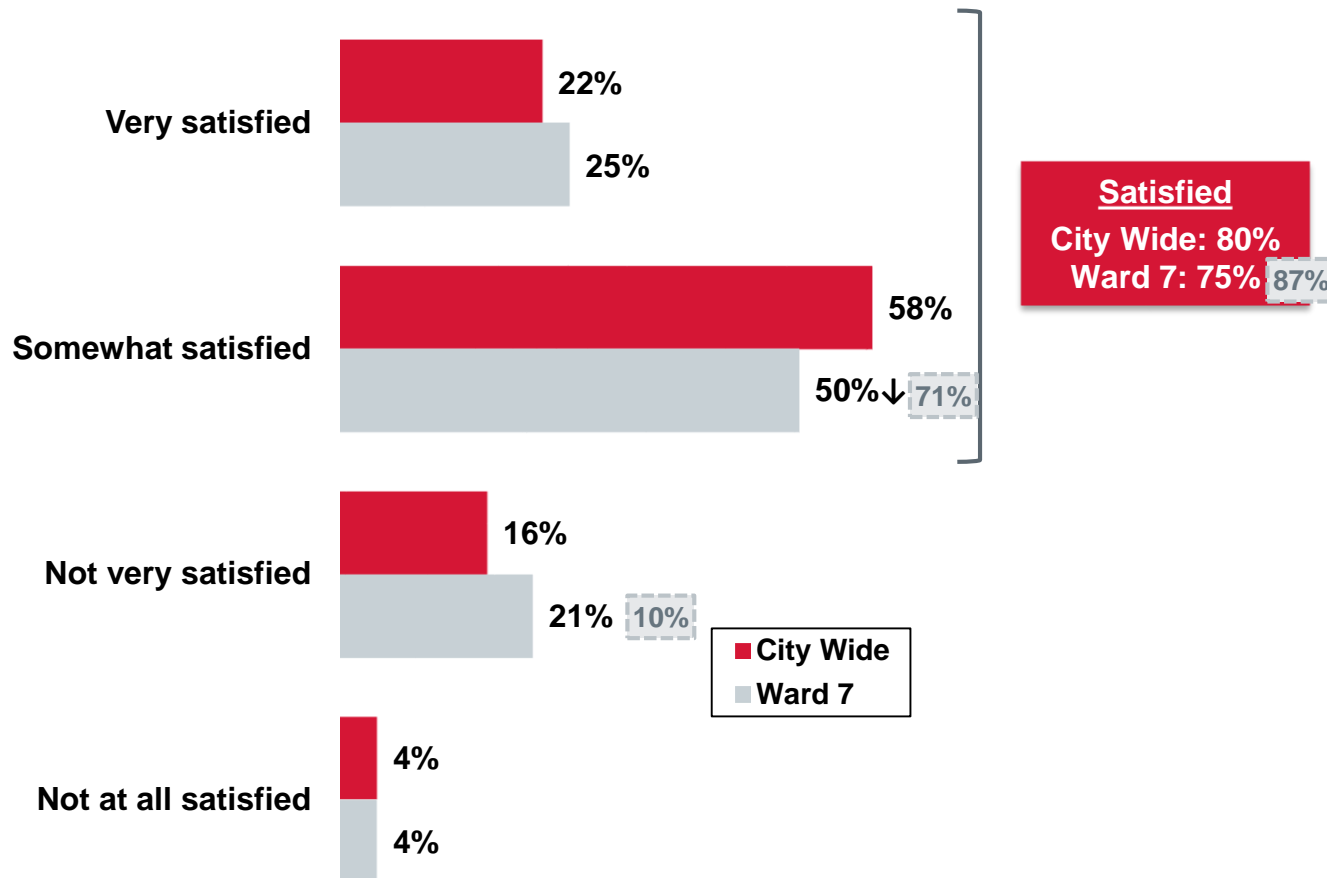
Base: Valid respondents (Bases vary)



City Communications



Satisfaction with the Overall Quality of City Information and Communications

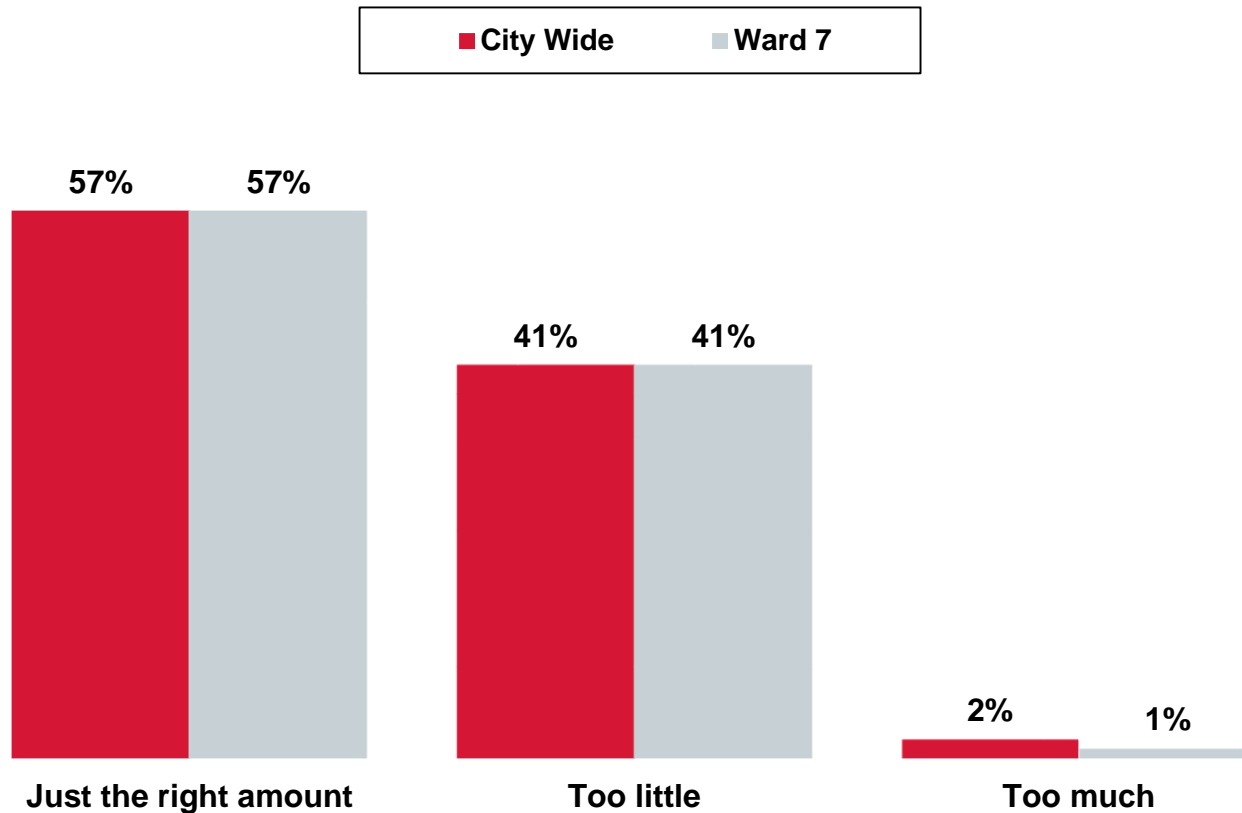


Ward 7 2018

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

Base: Valid respondents (City Wide: n=2,490 / Ward 7: n=163)

The Amount of Information Accessible



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

Base: Valid respondents (City Wide: n=2,470 / Ward 7: n=163)



City Reputation and Performance

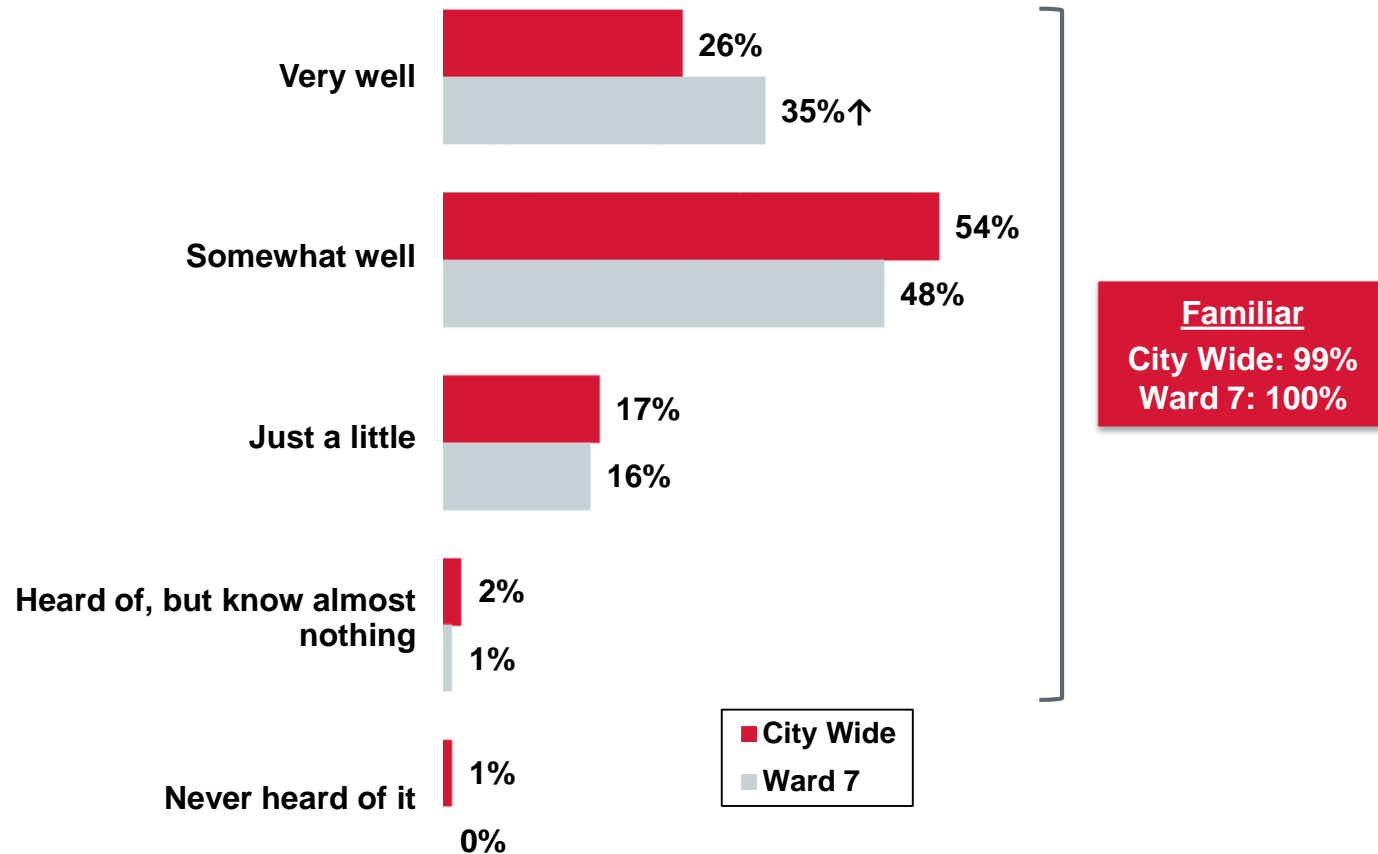




A Model of Reputation



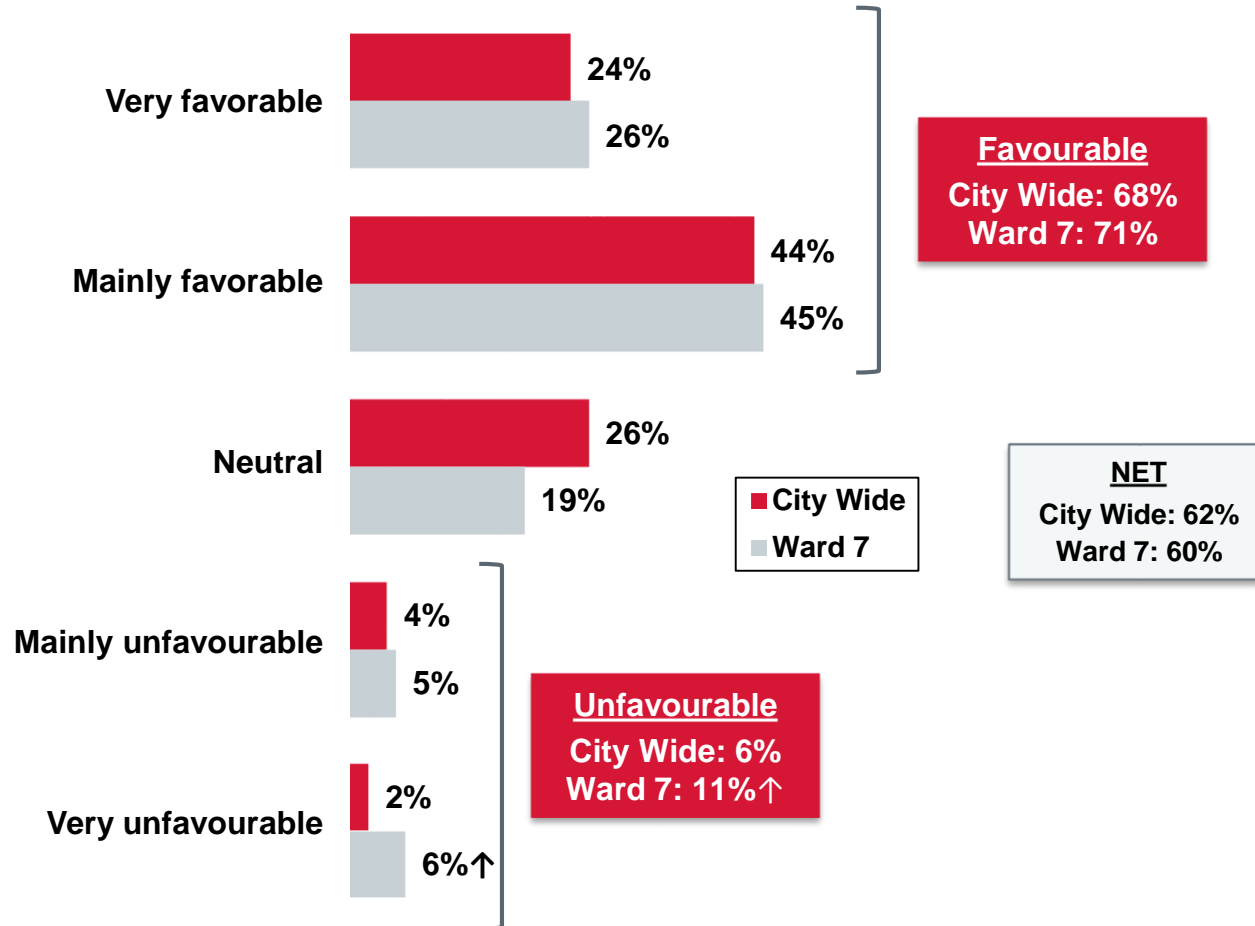
Familiarity



Taking into account all the ways you have learned about or had contact with The City of Calgary, how well do you feel you know The City?

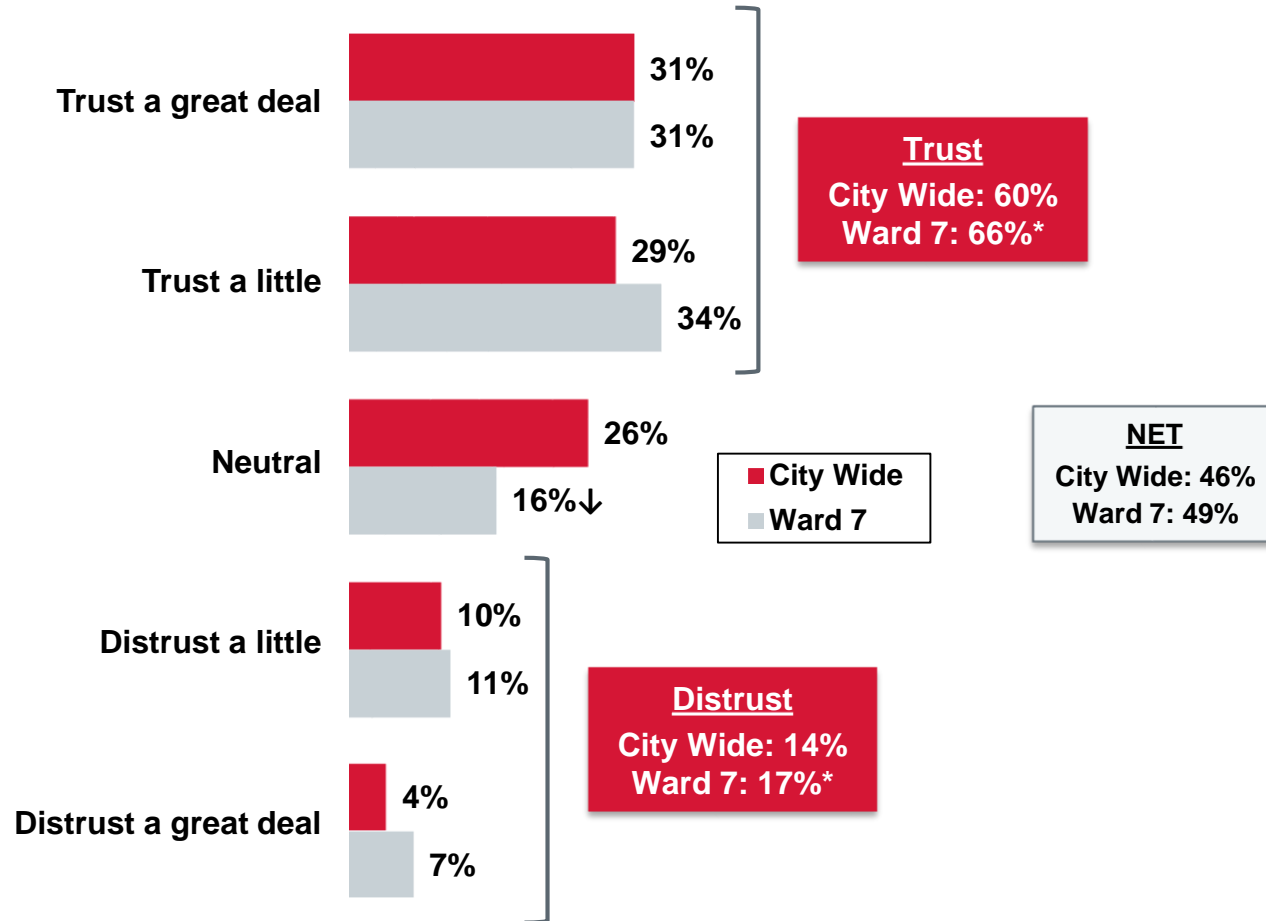
Base: Valid respondents (City Wide: n=2,496 / Ward 7: n=163)

Favourability



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

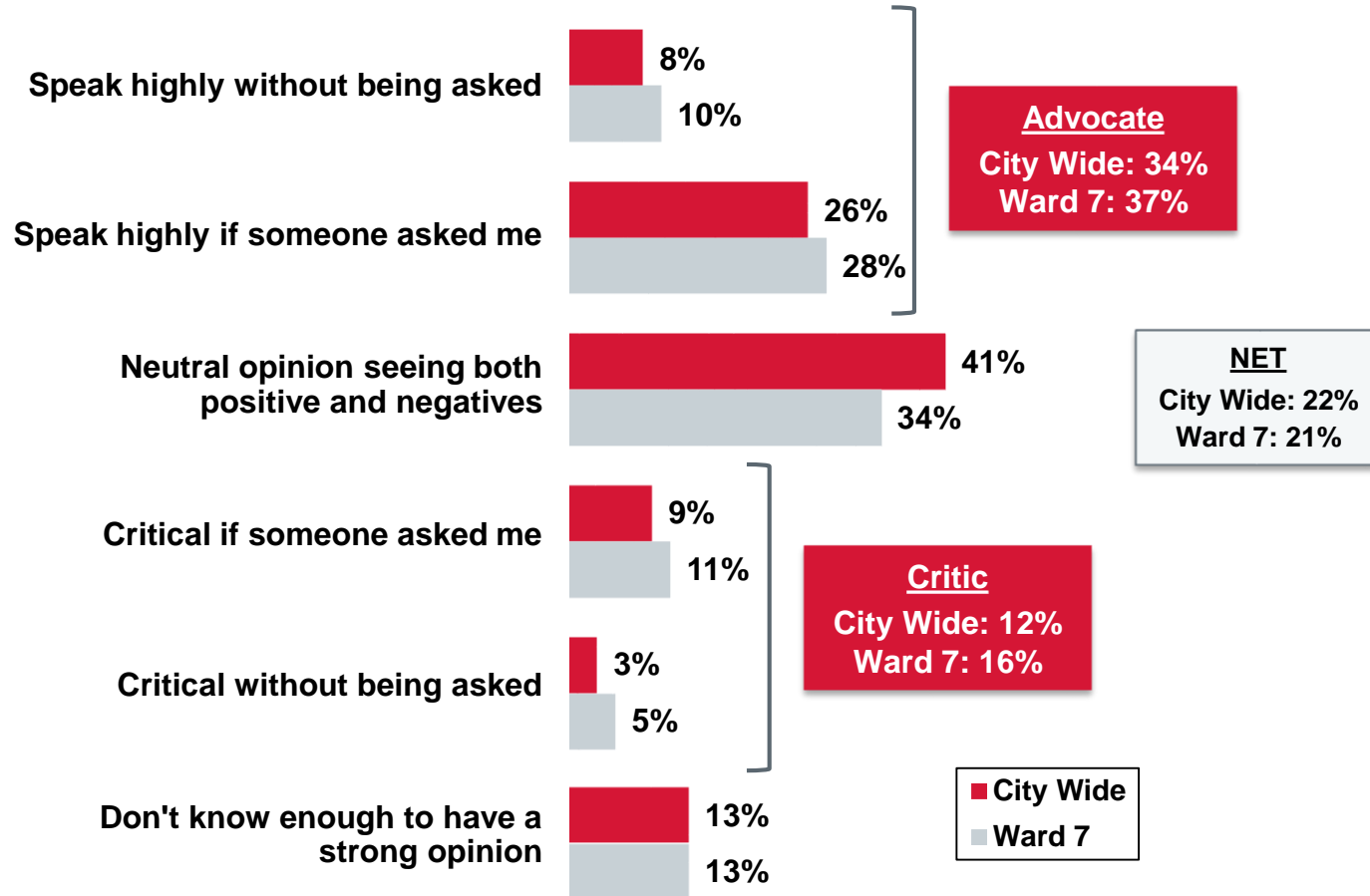
Base: Valid respondents (City Wide: n=2,496 / Ward 7: n=162)



*Rounding

Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents (City Wide: n=2,495 / Ward 7: n=163)

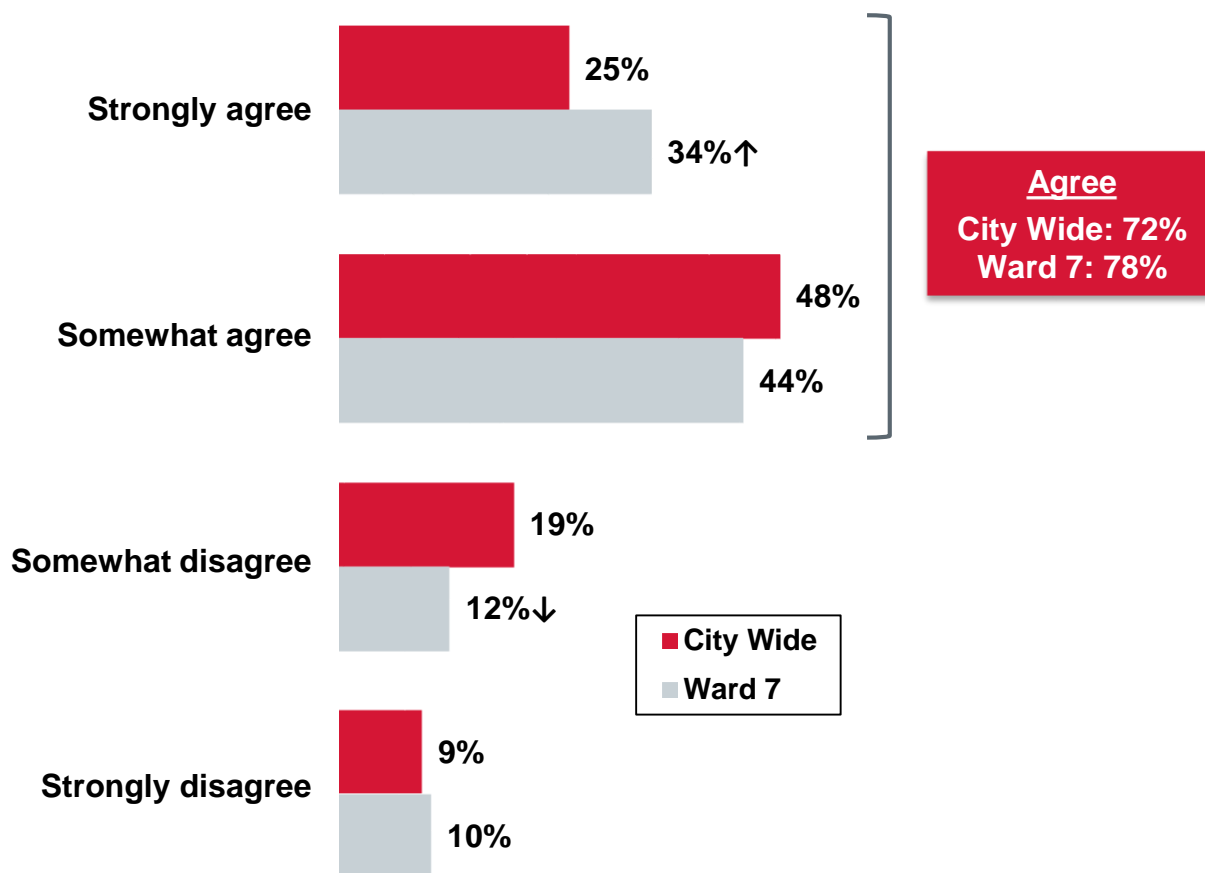


Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 7: n=163)

Understanding of the Roles of City Council versus City Administration

I understand the roles and responsibilities of City Council compared to those of City Administration

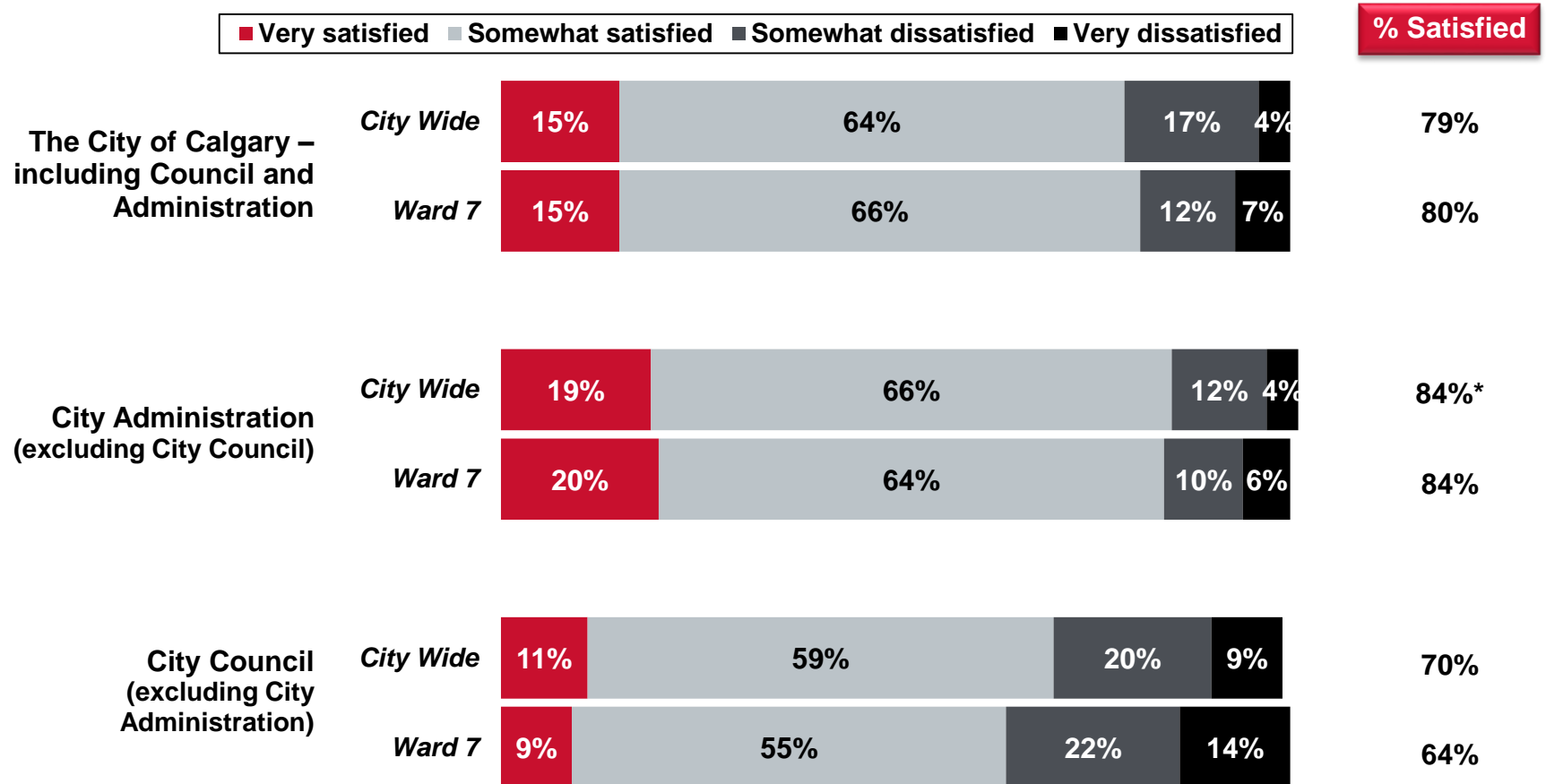


*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:
I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,480 / Ward 7: n=162)

Perceptions About City Performance

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



*Rounding

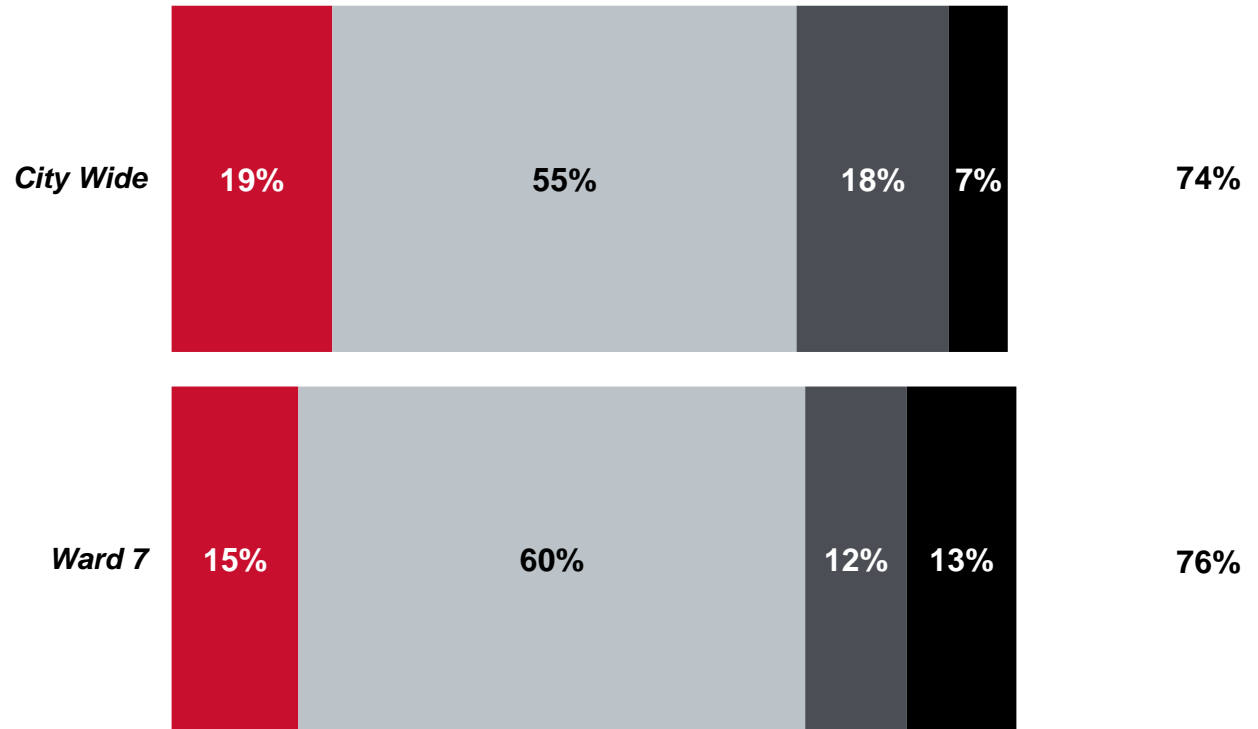
Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?
Base: Valid respondents (Bases vary)

Attitudes Regarding Collaboration

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

% Agree

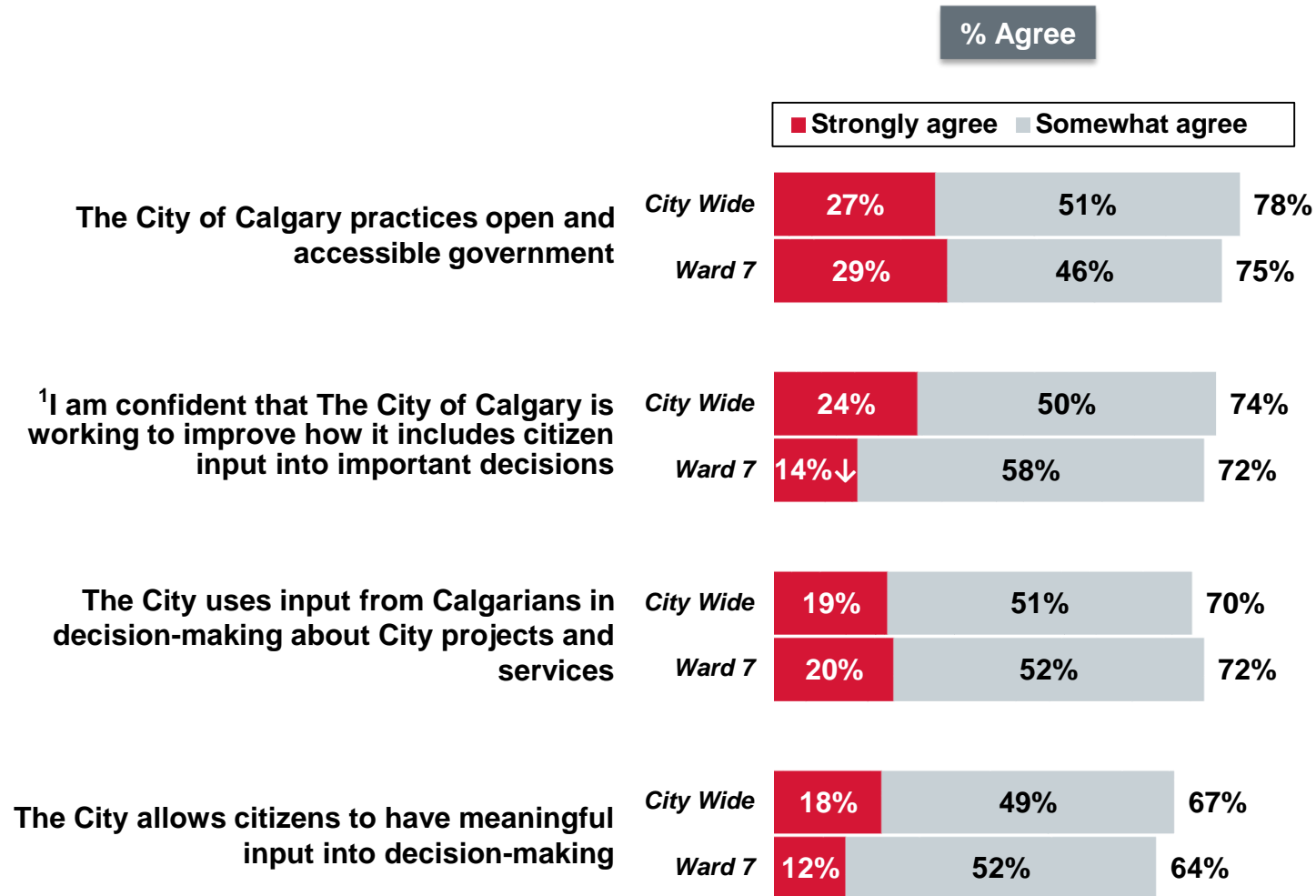
I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary



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

Base: Valid respondents (City Wide: n=2,479 / Ward 7: n=163)

Perceptions of Transparency and Citizen Input



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

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

Base: Valid respondents (Bases vary)



Respondent Profile



Age

	City Wide	Ward 7
18 to 24	12%	5%
25 to 34	21%	22%
35 to 44	17%	17%
45 to 54	19%	22%
55 to 64	13%	14%
65 or older	17%	20%
Mean	45	48

Income

	City Wide	Ward 7
Less than \$30,000	7%	11%
\$30,000 to <\$45,000	8%	6%
\$45,000 to <\$60,000	12%	12%
\$60,000 to <\$75,000	9%	4%
\$75,000 to <\$90,000	8%	4%
\$90,000 to <\$105,000	11%	13%
\$105,000 to <\$120,000	11%	5%
\$120,000 to <\$150,000	12%	8%
\$150,000 or more	23%	38%

Education

	City Wide	Ward 7
Completed high school or less	16%	10%
Some post secondary or completed a college diploma	38%	26%
Completed university degree or post-grad degree	46%	64%

Base: Valid respondents (Bases vary)

Household Characteristics

Type of Home

	City Wide	Ward 7
Single-detached house	69%	54%
Apartment or apartment-style condominium	13%	24%
Duplex, triplex or fourplex	9%	17%
Townhouse or rowhouse	8%	3%
Another type of multi-dwelling unit	1%	2%

Children and Seniors in Household

	City Wide	Ward 7
Yes - Children	35%	22%
Yes - Seniors	17%	17%

Household Size

	City Wide	Ward 7
1	14%	21%
2	32%	43%
3	18%	15%
4	22%	13%
5 or more	15%	7%
Mean	3.0	2.4

Responsible for Property Taxes

	City Wide	Ward 7
Yes	84%	94%
No	16%	6%

Own or Rent

	City Wide	Ward 7
Own	75%	71%
Rent	20%	28%
Other	1%	1%
Neither	4%	-

Tenure in Calgary

	City Wide	Ward 7
Less than 5 years	7%	4%
5 to less than 10 years	10%	11%
10 to less than 15 years	10%	8%
15 to less than 20 years	11%	12%
20 to less than 30 years	24%	21%
30 to less than 40 years	15%	18%
40 or more	24%	26%
Mean	26	29

Base: Valid respondents (Bases vary)

Respondent Characteristics

Born in Canada

	City Wide	Ward 7
Yes	73%	83%
No	27%	17%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=656)	Ward 7 (n=31)
Less than 12	28%	32%
12 to 17	12%	12%
18 or older	60%	56%
No response	-	-

Ethnic Background

	City Wide	Ward 7
Caucasian/ White	23%	33%
British	20%	30%
Canadian/ French Canadian	16%	12%
Northern or Western European	12%	15%
Southern or Eastern European	11%	15%
East or Southeast Asian	11%	5%
South Asian	7%	2%
Central/ South American or Caribbean	3%	-
West Asian or Middle Eastern	2%	1%
African	2%	1%
Aboriginal/ First Nations/ Metis	2%	1%

Disability

	City Wide	Ward 7
Yes	16%	14%
No	84%	86%

Visible Minority

	City Wide	Ward 7
Yes	25%	14%
No	75%	86%

Base: Valid respondents (Bases vary)

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