

Citizen Expectations and Perceptions

Report – January 2018

Prepared for The City of Calgary by:



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Context

- The Community Services Department (CS) manages parks, pathways and recreation facilities, contributes to festivals and events, offers special summer programs, and works to keep citizens safe.
- CS is comprised of the following seven business units:
 - Calgary 911
 - Calgary Emergency Management Agency
 - Calgary Fire Department
 - Calgary Neighbourhoods
 - Calgary Parks
 - Calgary Recreation
 - Calgary Housing
- Since 2010, annual research studies have been conducted to uncover attitudes, perceptions, and expectations of Calgarians regarding CS program and service offerings.

Objectives

- This survey was designed to uncover topics that include:
 - Perceptions of importance to quality of life of programs and services
 - Perceptions of quality of delivery of programs and services
 - Perceptions of value for tax dollars of programs and services
 - Utilization of programs and services
 - Attitudes related to specific programs and services
 - General demographic characteristics of respondents



Data Collection

- Telephone interviews were conducted with n=502 Calgarians between November 28 and December 20, 2017.
- Interviews were conducted using 43% landline and 57% cell phone sample.
- Average length of the interview was 24 minutes.
- Leger deployed a survey instrument that was used in previous waves of the research (supplied by The City of Calgary).

Target Audience

- Residents of Calgary, 18 years of age or older

Analysis

- Data were weighted by age, gender and quadrant based on the latest City census.
- The margin of error for the study is $\pm 4.4\%$, 19 times out of 20.
- Tracking data are shown where possible, and are sourced from previous reports (supplied by The City of Calgary).
- Throughout the report, ↓ denotes a significant decrease from previous wave and ↑ denotes a significant increase from the previous wave.



Overall

- Usage of City programs and services is highest for parks, attractions and the pathway system, which three-quarters or more Calgarians are using.
- The services considered to be most important to quality of life are the Fire Department, 911, and Calgary Parks, which are considered important by at least nine-in-ten citizens. These three areas, together with Public libraries and Emergency preparedness, are key strengths for the CS Department; perceived quality and value are above-average and also among the most important to citizens.
- The services delivering the highest quality according to Calgarians are the Fire Department, City Attractions, Calgary Parks, and 911.
- The services delivering the most value for tax dollars according to Calgarians are the Fire Department and 911, followed by Calgary Parks, Public libraries, City attractions, Emergency preparedness, and Recreation facilities.

City Recreation Services

- Most Calgarians (67%) have used recreation facilities in the last 12 months; and nearly one-third (30%) have used recreation programs.
- The majority of Calgarians find the recreation facilities (84%), programs (78%), and partner centres (80%) important to the quality of life in Calgary.
- Most Calgarians consider the quality of recreation facilities (75%), partner centres (75%), and recreation programs (67%) to be good.
- The majority of Calgarians feel they receive good value for their tax dollars for recreation facilities (66%); recreation programs (60%); and partner centres (60%).
- Almost all Calgarians believe it is important for The City to provide recreation services to citizens.
- Most Calgarians think that The City should invest the same amount or more in recreation services over the next ten years.

Interaction with CFD

- One-in-five (19%) Calgarians interacted with or used the Fire Department in the past 12 months, and over half (55%) interacted with the Fire Department in the last two years. The most common interactions include visits to a fire station, emergency situations, and crews checking their smoke alarms at home.

Importance, Quality, Value

- Most Calgarians consider the Fire Department to be important (98%) and to be of good quality (92%); and feel that they receive good value of their tax dollars (86%) for this service.

Expectations

- Above all else, Calgarians expect their local community fire station to respond to fire emergencies. Beyond that, citizens would like to see prevention efforts and public education.
- On average, Calgarians expect CFD to respond to an emergency within 8 minutes or so. The majority want a response within 10 minutes, whether or not the community has automated sprinklers.
- Most (92%) Calgarians feel that it is important for CFD to continue responding to medical incidents, including 70% who say it is very important.

Perceptions

- General opinions about the Fire Department are positive and are consistent with 2016.
- The majority of Calgarians who interacted with the Fire Department feel positive about the CFD, particularly that the CFD is trustworthy; knowledgeable; courteous and professional; and caring and helpful.

Desired Investment

- Half (52%) of Calgarians think the City should invest more in CFD.

Insurance Rates & Sprinklers

- Just under one-third of Calgarians are aware that residential insurance rates are tied to The City's performance in fire suppression.
- Three-quarters (74%) of Calgarians say they will ask about installing residential fire sprinklers next time they build a new home or renovate. A lower proportion (58%) think that residential sprinklers should be required in new home construction.

Advertising

- Support for advertising on fire trucks is divided, with equal proportions of citizens rating this as acceptable (43%) and unacceptable (42%).
- Support for community message boards being supported by advertising tends to be favourable, with just over half (56%) rating this as acceptable, and one-quarter (23%) saying it is not acceptable.



Overall Measures



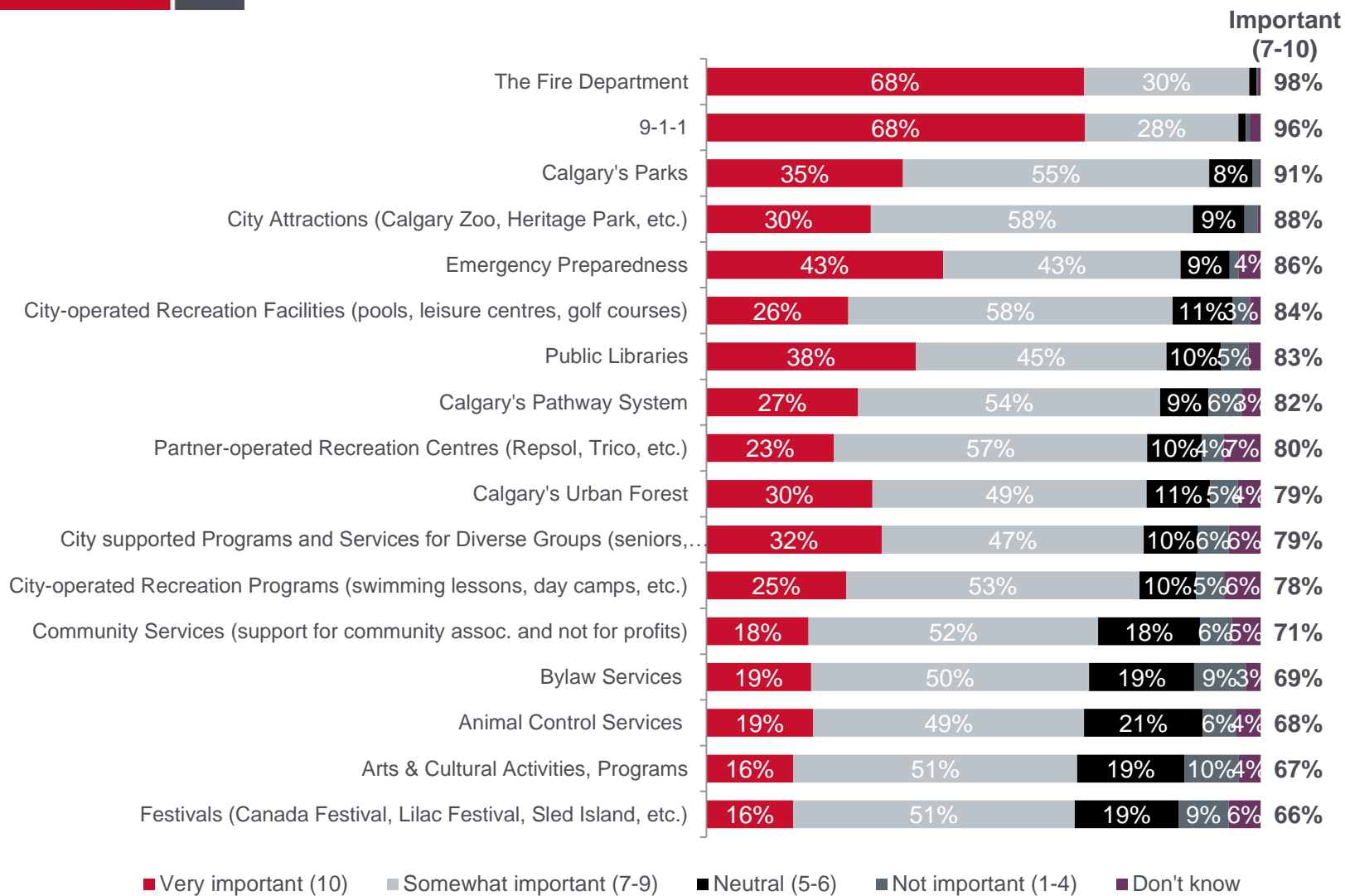
Usage of Products and Services 2017



Base: Calgarians (n=502)

B4. Next, I'm going to read you a list of programs and services available to citizens in Calgary. For each, I would like you to tell me if you or your household has interacted or used the service in the past 12 months.

Importance to Quality of Life 2017

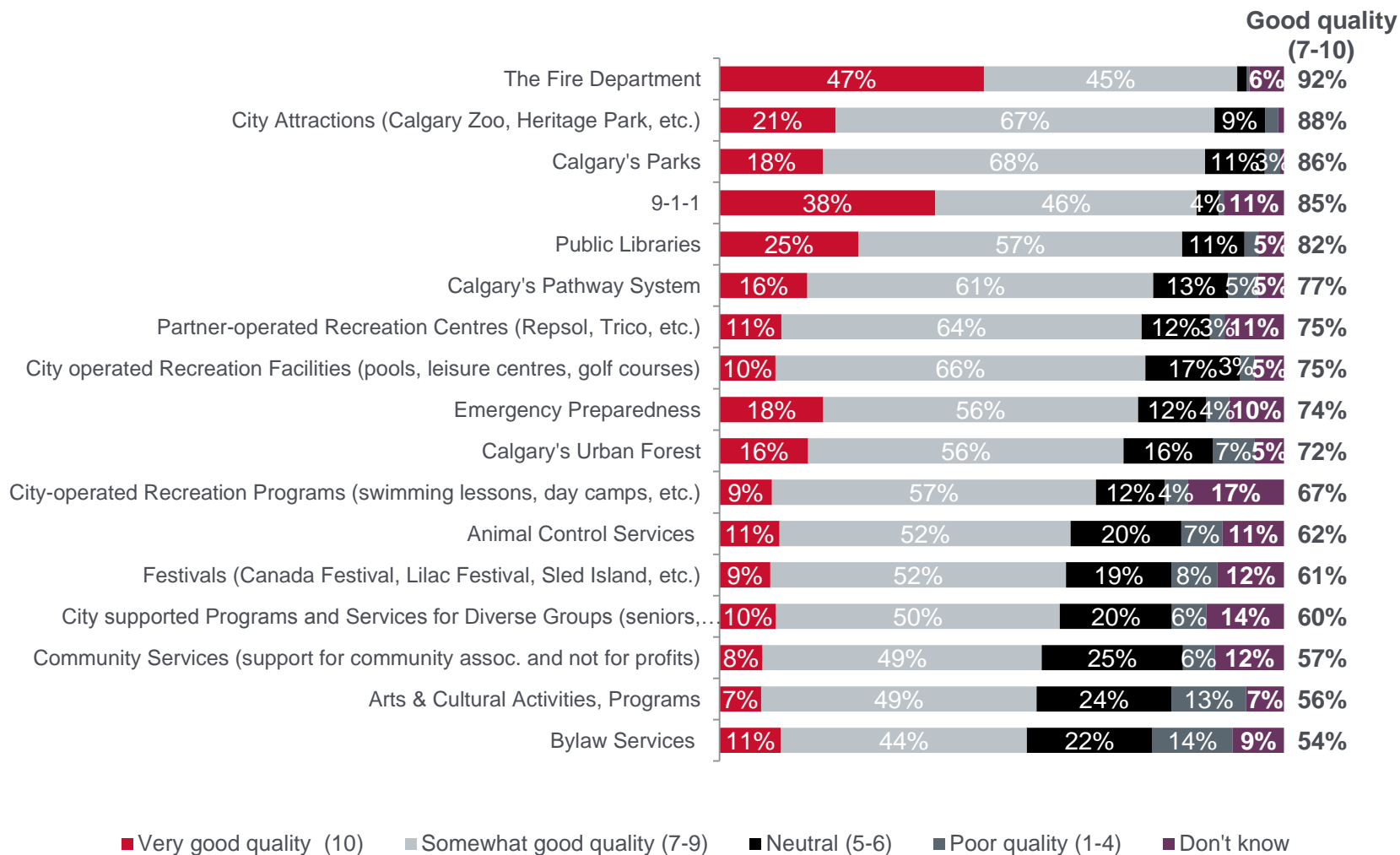


Base: Calgarians (n=502)

Note: Percentages 2% or less are not labelled

B1. Next, I'm going to read you a list of programs and services available to citizens in Calgary. I'd like you to rate each using a scale of 1 to 10 where 1 represents "not at all important to quality of life in Calgary" and 10 represents "very important to quality of life in Calgary."

Perceived Quality of Programs and Services 2017



Base: Calgarians (n=502)

Note: Percentages 2% or less are not labelled

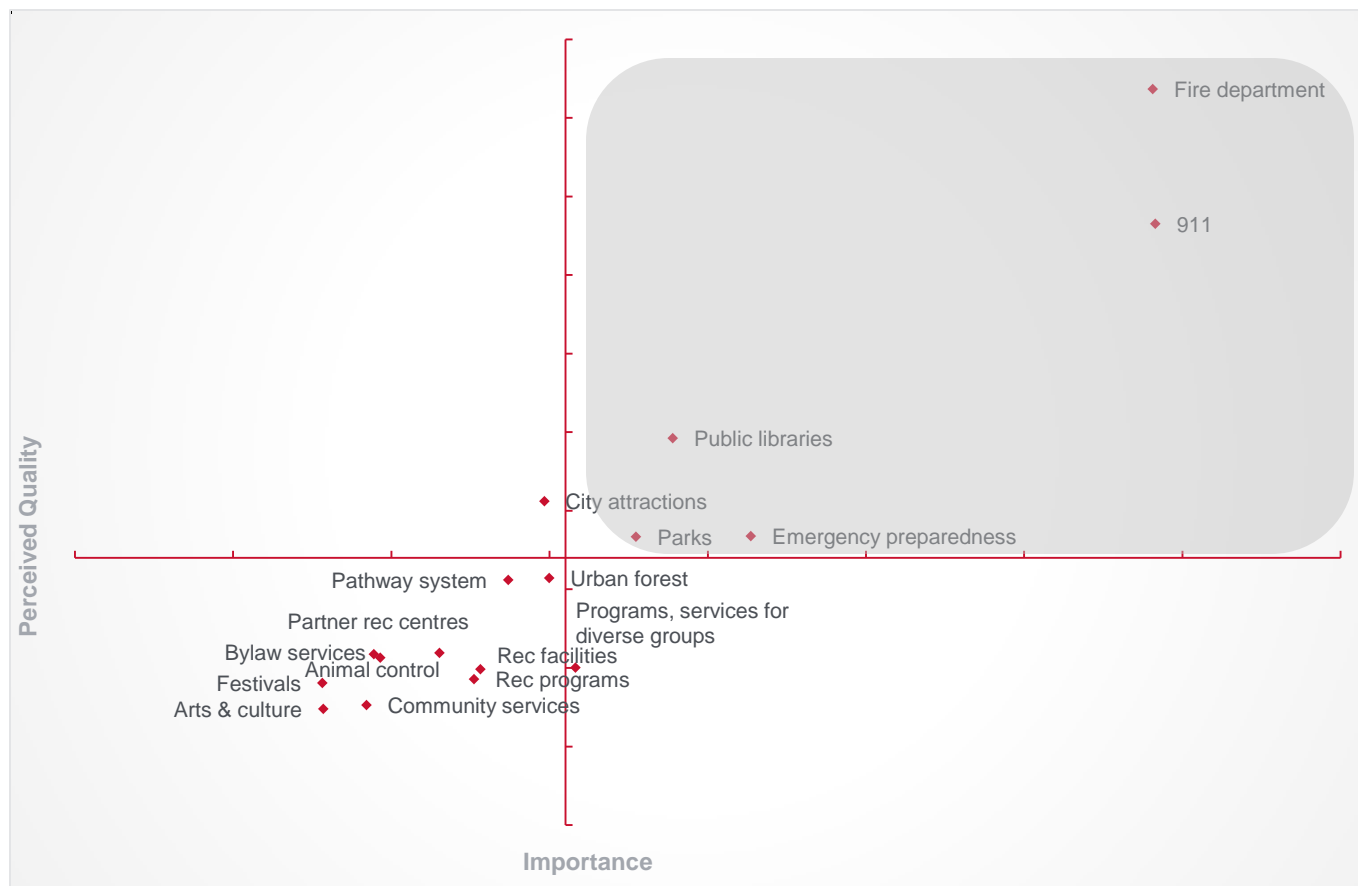
B2. Still thinking about [INSERT ITEM] and using a scale of 1 to 10, where 1 means “very poor quality” and 10 means “Very good quality”, please rate the overall quality of each program or service provided by The City of Calgary.

Importance vs. Perceived Quality 2017

Strengths

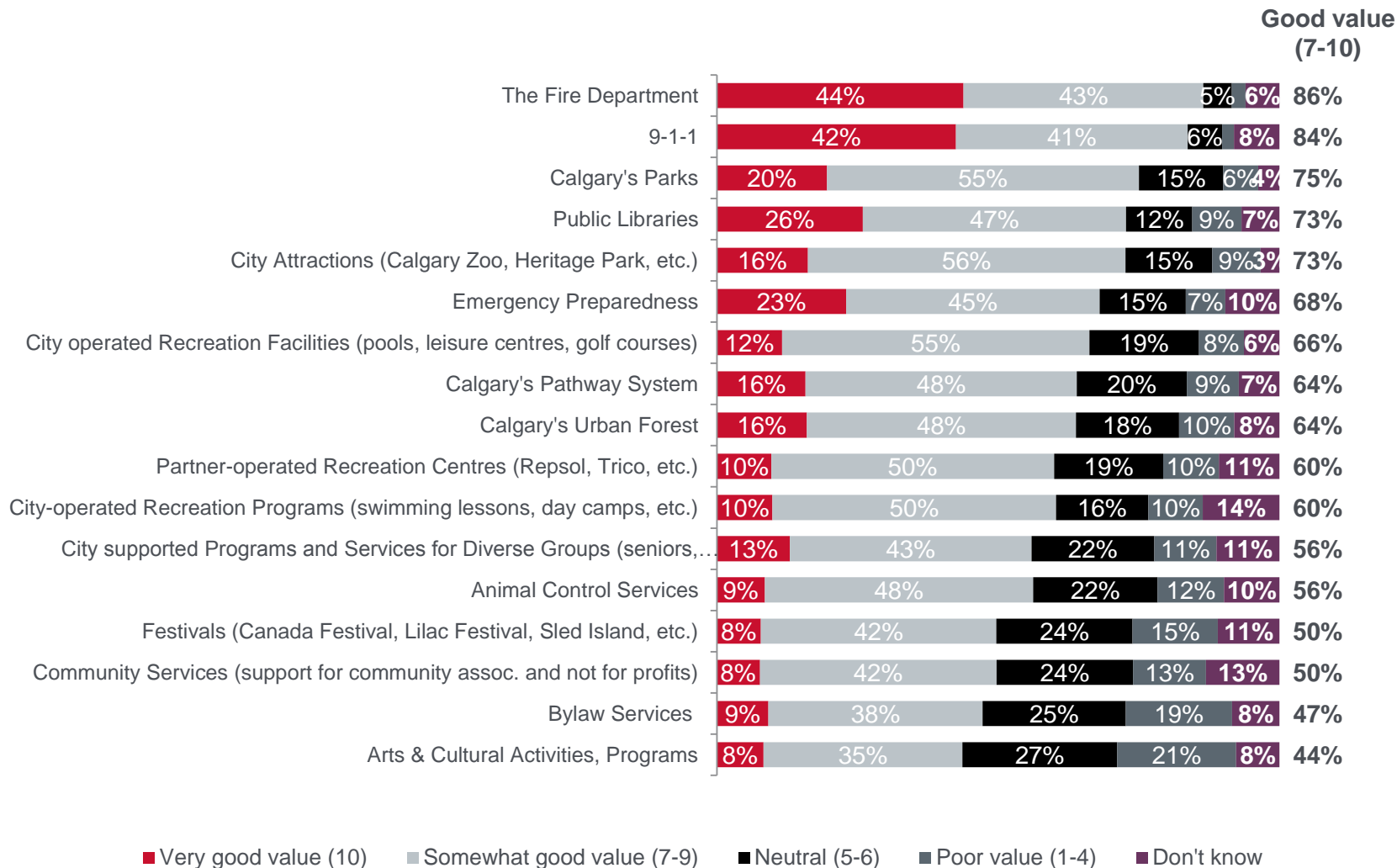
(Important, and above-average quality*):

- Fire Department
- 9-1-1
- Public libraries
- Emergency preparedness
- Parks



*Based on % ratings of "10" on a scale from 1 to 10

Perceived Value from Taxes 2017



Base: Calgarians (n=502)

Note: Percentages 2% or less are not labelled

B3. 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" for each program/service for...

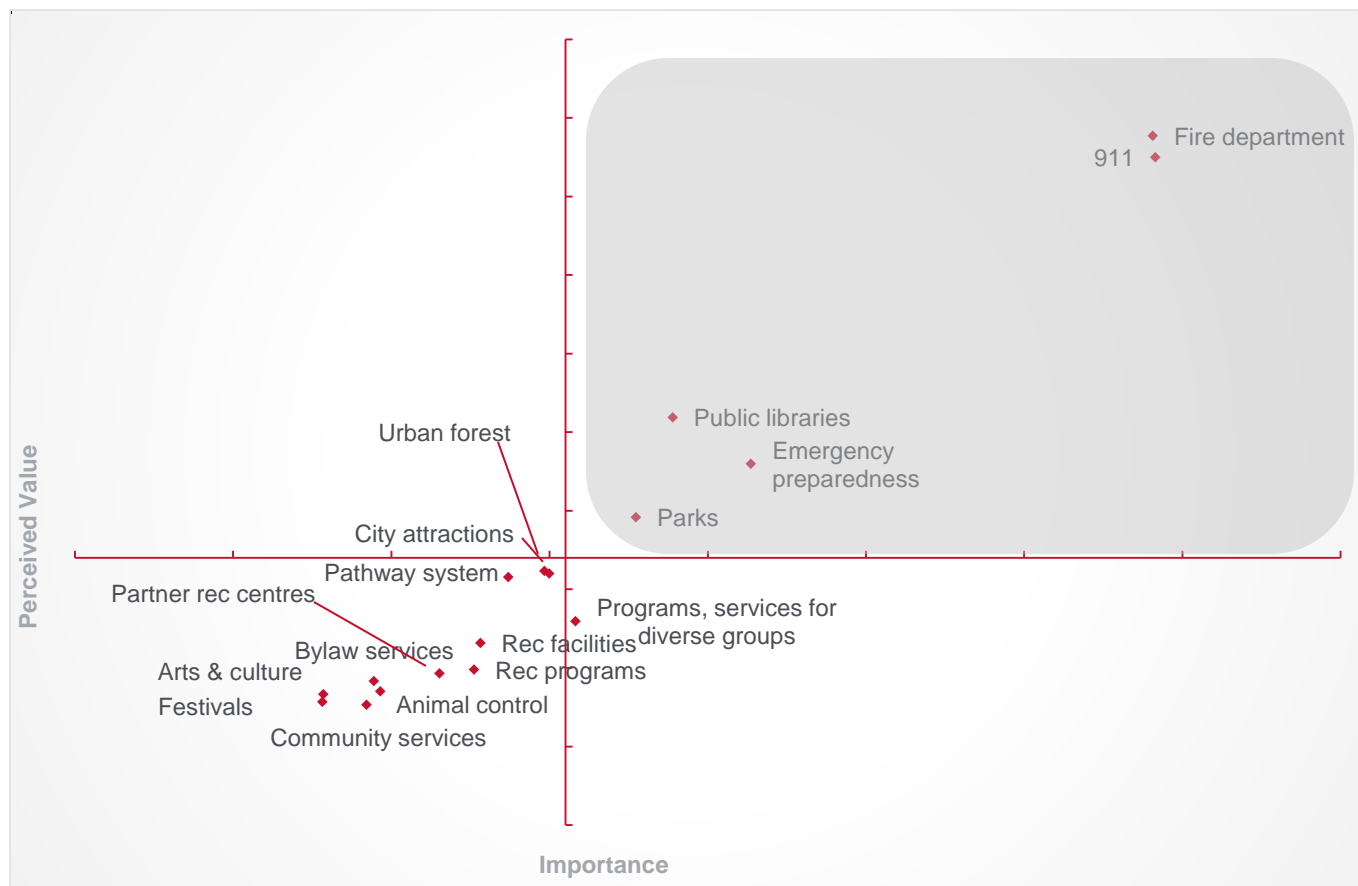


Importance vs. Perceived Value 2017

Strengths

(Important, and above-average value*):

- Fire Department
- 9-1-1
- Public libraries
- Emergency preparedness
- Parks



*Based on % ratings of "10" on a scale from 1 to 10

Recreation Services

Importance of Recreation Services 2017

Almost all Calgarians think that it is important for The City of Calgary to provide recreation services to citizens.



Among those who mention that it is important for The City to provide recreation services

n=491

To be healthy	14%
More affordable	12%
To keep people active	11%
Community engagement (socialize, meet new people, etc.)	10%
People need to have something to do	10%
For good quality of life	10%
Keeps youth out of trouble	5%
It's the right thing to do / Civic responsibility	5%
Accessible to all citizens	4%
For good mental health	4%
It's important (unspecified)	2%
It provides options for people	2%
It's important but not a priority	2%
Not the responsibility of the City	1%
Other	4%
None / Nothing	1%
Don't know / Refused	4%

Verbatim Comments

(among those who say it is not important for The City to provide recreation services; n=10)

"I don't think it's the role of the government. Other people & organizations can provide these services."

"Because they are recreational."

"Because private enterprises provide these services. The City should be spending money on providing better services."

"Citizens should be responsible themselves to find recreation."

"Personal option that you make yourself; The City shouldn't have to decide. As soon as The City gets in somebody has to pay."

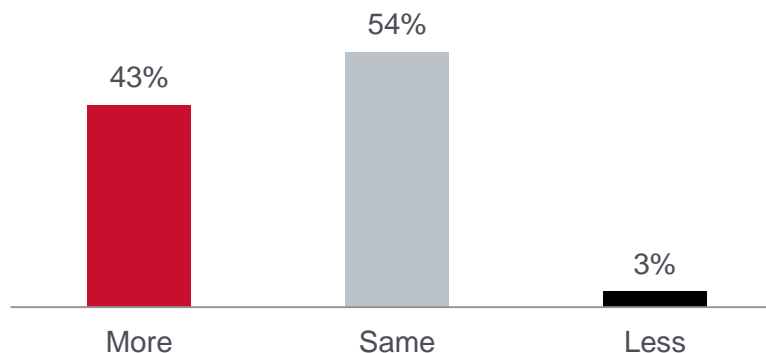
Base: Calgarians (n=502)

RA1. In your view, how important is it for The City of Calgary to provide recreation services to citizens? Is it...RA2. What is the main reason that you think it is <<RECALL RATING @RA1>> for The City to provide recreation services to citizens?

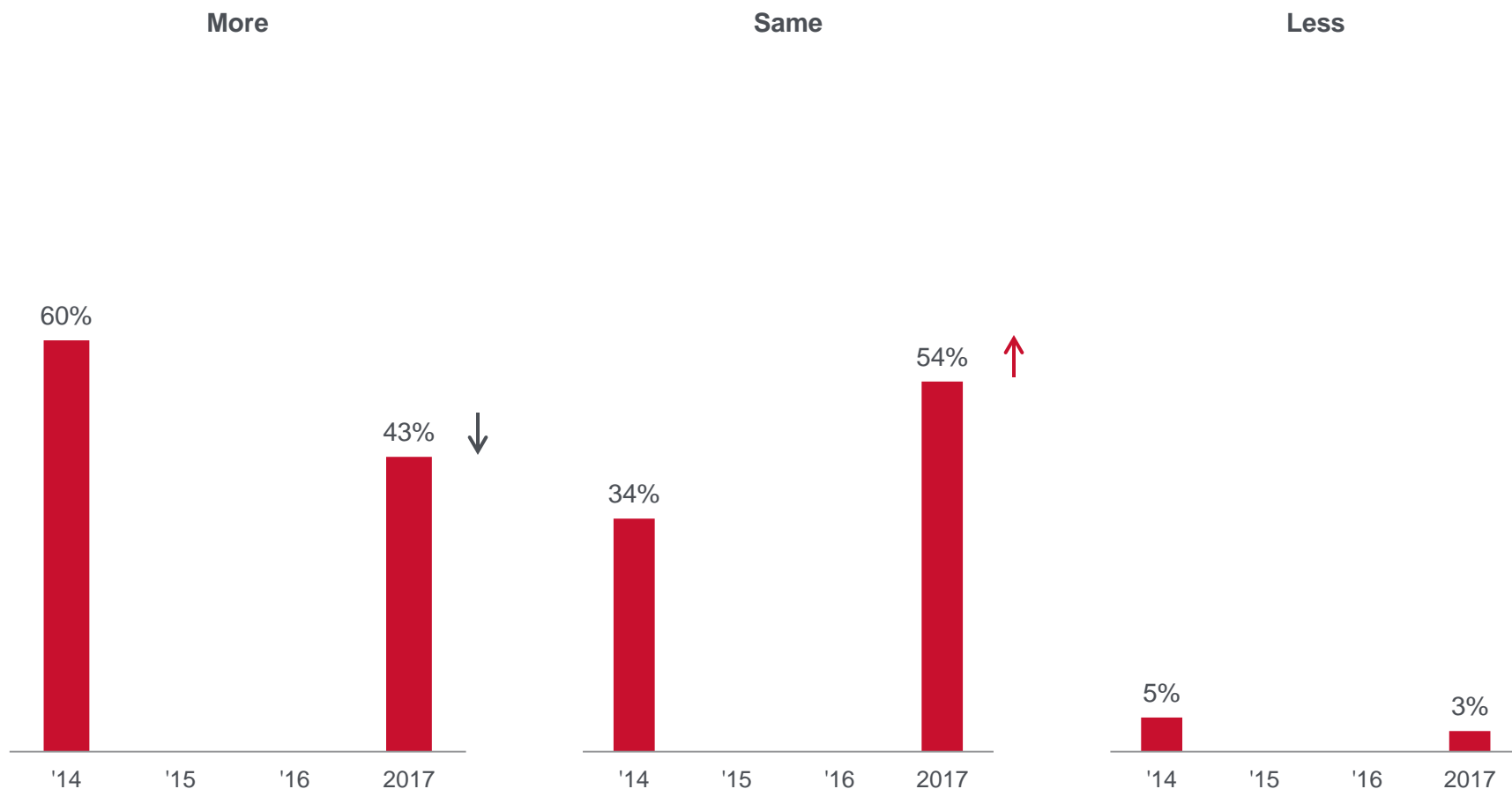
Desired Investment in Recreation Services 2017

Most Calgarians think that The City should invest the same amount or more in recreation services over the next ten years.

Calgarians with a disability (self or family member) are more likely to say that the City should invest more and those without disability (self or family member) are more likely to say that the City should invest the same amount.



Desired Investment in Recreation Services Trends Over Time



Base: Calgarians (n=502)

Change in question wording in 2017 from “invest in recreation service development and delivery”

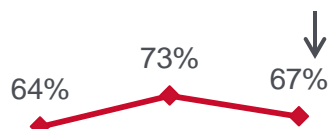
RA3. Thinking about Calgary over the next ten years, would you say that the City should invest more, less or the same amount in recreation services?

Usage of Products and Services Trends Over Time

The majority of Calgarians (67%) have used recreation facilities in the last 12 months; one-half (52%) have used partner centres; and one-third (30%) have used recreation programs.

Recreation Facilities

◆ % Yes



'14 '15 '16 2017

In 2017, usage for recreation facilities is higher among Calgarians –

- 18-54 years of age
- With children in their household
- Who have lived in Calgary for 11-40 years or less
- With an annual household income of \$75,000+

Recreation Programs

◆ % Yes



'14 '15 '16 2017

In 2017, usage for recreation programs is higher among Calgarians –

- 18-54 years of age
- With children in their household
- Who have lived in Calgary for 20 years or less
- With an annual household income of \$150,000+

Partner Recreation Centres*

◆ % Yes



'14 '15 '16 2017

In 2017, usage for partner centres is higher among Calgarians –

- Who identify themselves as males
- 18-54 years of age
- With children in their household
- Who identify themselves as a visible minority
- Who have lived in Calgary for 40 years or less
- With an annual household income of \$75,000+

Base: Calgarians (2014, n=800; 2015, n=801 ; 2016, n=500 ; 2017, n=502)

Usage was asked differently prior to 2015/*New in 2017

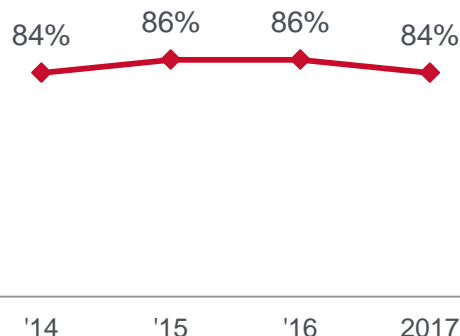
B4. Next, I'm going to read you a list of programs and services available to citizens in Calgary. For each, I would like you to tell me if you or your household has interacted or used the service in the past 12 months.

Importance to Quality of Life Trends Over Time

The majority of Calgarians find the recreation facilities (84%), recreation programs (78%), and partner centres (80%) important to the quality of life in Calgary.

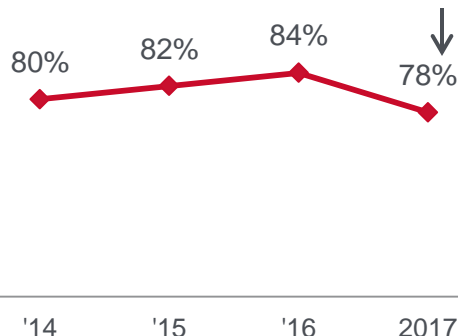
Recreation Facilities

◆ % Important (7-10)



Recreation Programs

◆ % Important (7-10)



Partner Recreation Centres*

◆ % Important (7-10)



In 2017, importance ratings for recreation facilities are higher among Calgarians –

- With children in their household
- Who think that it is important for the City to provide recreation services

In 2017, importance ratings for recreation programs are higher among Calgarians –

- 35-54 years of age
- With children in their household
- Who identify themselves as a visible minority
- Who think that it is important for the City to provide recreation services

In 2017, importance ratings for partner centres are higher among Calgarians –

- 18-54 years of age
- In SE, NE, NW
- With children in their household
- Who have been in Calgary for 40 years or less
- Who think that it is important for the City to provide recreation services

Base: : Calgarians (2014, n=800; 2015, n=801 ; 2016, n=500 ; 2017, n=502)

*New in 2017

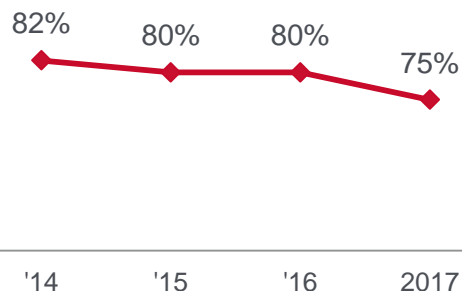
B1. Next, I'm going to read you a list of programs and services available to citizens in Calgary. I'd like you to rate each using a scale of 1 to 10 where 1 represents "not at all important to quality of life in Calgary" and 10 represents "very important to quality of life in Calgary."

Perceived Quality of Programs and Services Trends Over Time

Two-thirds to three-quarters of Calgarians find the quality of recreation facilities (75%), partner centres (75%) , and recreation programs (67%) to be good.

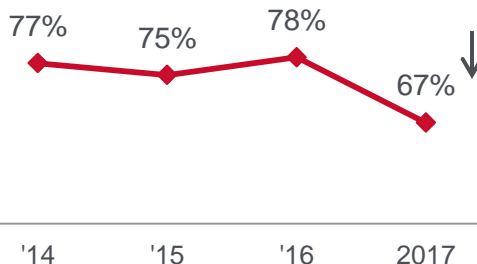
Recreation Facilities

◆ % Good quality (7-10)



Recreation Programs

◆ % Good quality (7-10)



Partner Recreation Centres*

◆ % Good quality (7-10)



Good ratings for the quality of recreation facilities are higher among Calgarians –

- In SE, NE, NW
- Who think that it is important for the City to provide recreation services

Good ratings for the quality of recreation programs are higher among Calgarians –

- In NW
- 35-54 years of age
- With children in their household
- Who think that it is important for the City to provide recreation services

Good ratings for the quality of partner centres are higher among Calgarians –

- In SE, NW
- 18-54 years of age
- With children in their household

Base: Calgarians (2014, n=800; 2015, n=801 ; 2016, n=500 ; 2017, n=502)

*New in 2017

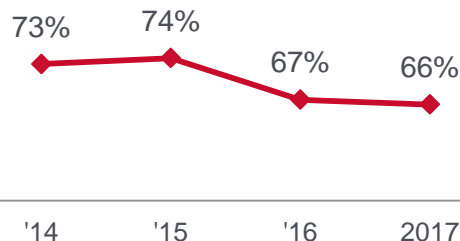
B2. Still thinking about [INSERT ITEM] and using a scale of 1 to 10, where 1 means “very poor quality” and 10 means “Very good quality”, please rate the overall quality of each program or service provided by The City of Calgary.

Perceived Value from Taxes Trends Over Time

The majority of Calgarians feel that they receive good value for their tax dollars for recreation facilities (66%); recreation programs (60%); and partner centres (60%).

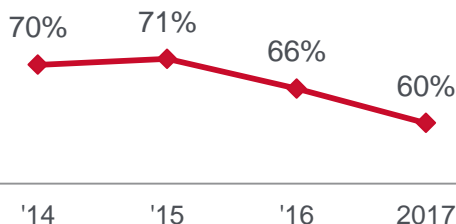
Recreation Facilities

◆ % Good value (7-10)



Recreation Programs

◆ % Good value (7-10)



Partner Recreation Centres*

◆ % Good value (7-10)



Good ratings for recreation facilities are higher among Calgarians –

- 35-54 years of age
- Who think that it is important for the City to provide recreation services
- Without a disability (self or family member)

Good ratings for recreation programs are higher among Calgarians –

- With children in their household
- Who think that it is important for the City to provide recreation services

Good ratings for partner centres are higher among Calgarians –

- In SE, NE, NW
- 18-34 years of age
- With children in their household
- Who have lived in Calgary for 10 years or less
- Who think that it is important for the City to provide recreation services
- With an annual household income of \$45,000 or less

Base: Calgarians (2014, n=800; 2015, n=801 ; 2016, n=500 ; 2017, n=502))

*New in 2017

B3. 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” for each program/service for...

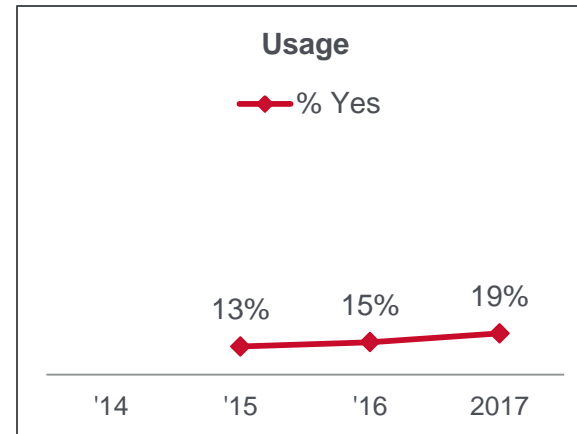
A close-up photograph of several orange and yellow tulips in bloom, with green leaves visible in the foreground. The background is slightly blurred, showing more flowers.

Fire Department

Usage of Fire Department – Last 12 Months

Trends Over Time

One-in-five (19%) Calgarians interacted with or used the Fire Department in the past 12 months.



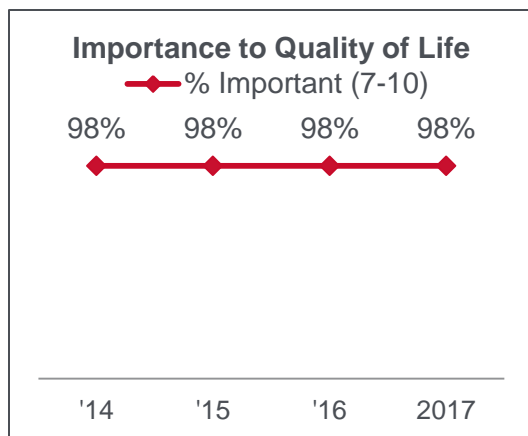
Base: Calgarians (2015, n=801 ; 2016, n=500 ; 2017, n=502)

B4. Next, I'm going to read you a list of programs and services available to citizens in Calgary. For each, I would like you to tell me if you or your household has interacted or used the service in the past 12 months.

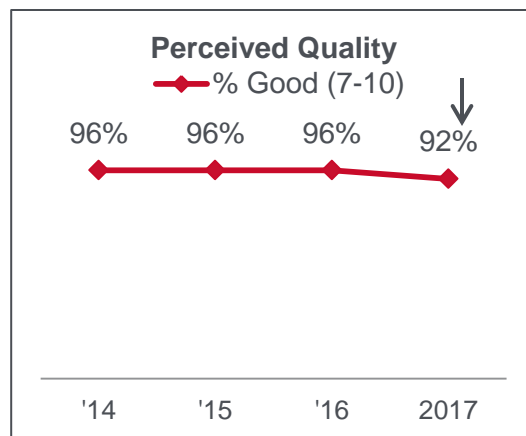
Overall Measures – Fire Department

Trends Over Time

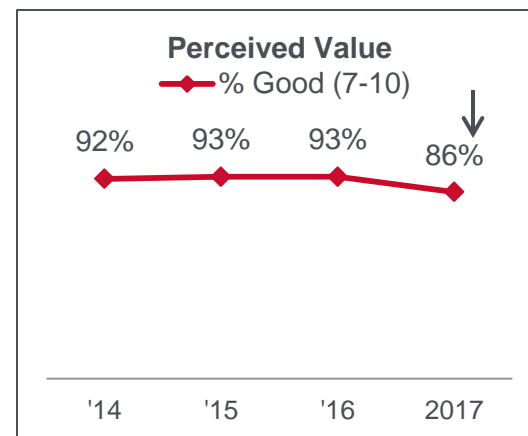
Most Calgarians consider the Fire Department to be important (98%) and to be of good quality (92%); and feel that they receive good value of their tax dollars (86%) for this service.



- Importance ratings are higher among Calgarians –
- In SE and NE
 - 55+ years of age
 - Living alone
 - Who have a disability (self or family member)
 - Who have lived in Calgary 21+ years



- Good ratings for perceived quality are higher among Calgarians –
- In SE and NE
 - 55+ years of age
 - Who have lived in Calgary 41+ years
 - Who identify themselves as males



- Good ratings for perceived value are higher among Calgarians–
- In NE
 - Who have lived in Calgary 41+ years

Base: Calgarians (2014, n=800; 2015, n=801; 2016, n=500; 2017, n=502)

B1. Next, I'm going to read you a list of programs and services available to citizens in Calgary. I'd like you to rate each using a scale of 1 to 10 where 1 represents "not at all important to quality of life in Calgary" and 10 represents "very important to quality of life in Calgary." B2. Still thinking about [INSERT ITEM] and using a scale of 1 to 10, where 1 means "very poor quality" and 10 means "Very good quality", please rate the overall quality of each program or service provided by The City of Calgary.

B3. 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" for each program/service for...

Expectations from Local Community Fire Station

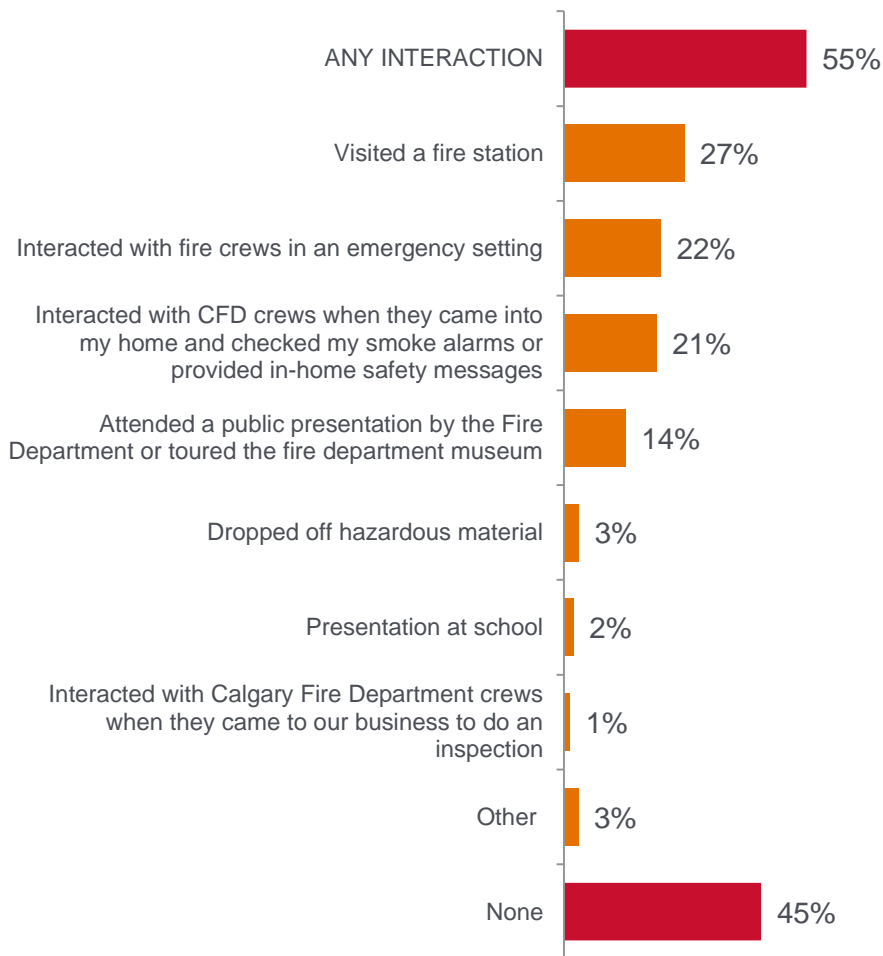
2017

Above all else, Calgarians expect their local community fire station to respond to fire emergencies. Beyond that, Calgarians want prevention and education.

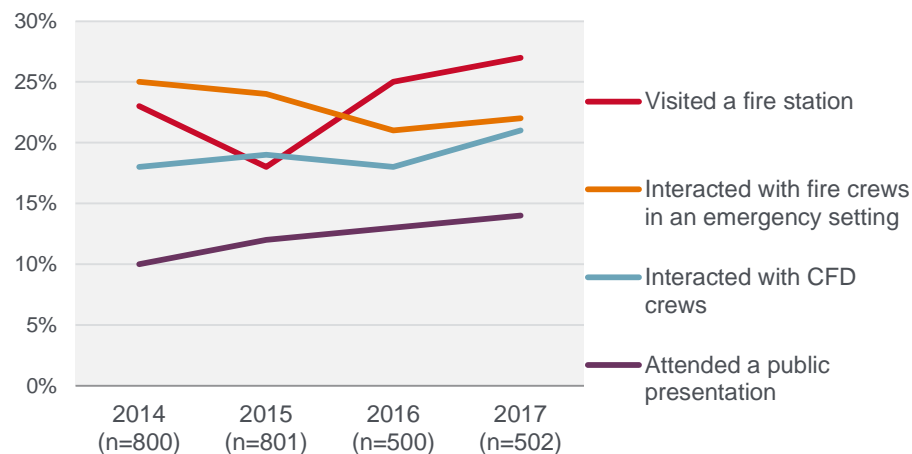
Emergency response - Fire	34%
Fire prevention / Safety awareness / Education	21%
Fast response	20%
Emergency response (unspecified)	16%
Community events / Public awareness events	13%
Be available / Be there when needed	10%
Checking smoke alarms / fire alarms	9%
Emergency response - Health	8%
Hazardous material disposal	7%
Fire protection (unspecified)	6%
Emergency response - Traffic accidents	5%
Knowledgeable	3%
Rescue	3%
Respond to hazardous materials emergencies	2%
First responder	2%
Communication	2%
Professionalism	2%
Respond to weather related situations (downed trees, debris in roads, flooding, etc.)	1%
Other	8%
None / Nothing	4%
Don't know / Refused	6%

Base: Calgarians (n=502)

FA5. Thinking about what you currently know about the Calgary Fire Department, what you may have read, seen or heard, and on your thoughts, what services do you expect from your LOCAL COMMUNITY FIRE STATION?



Trends Over Time



Over half (55%) of Calgarians interacted with the Fire Department in the last two years, most commonly by visiting a fire station, at an emergency, or when crews checked their smoke alarms.

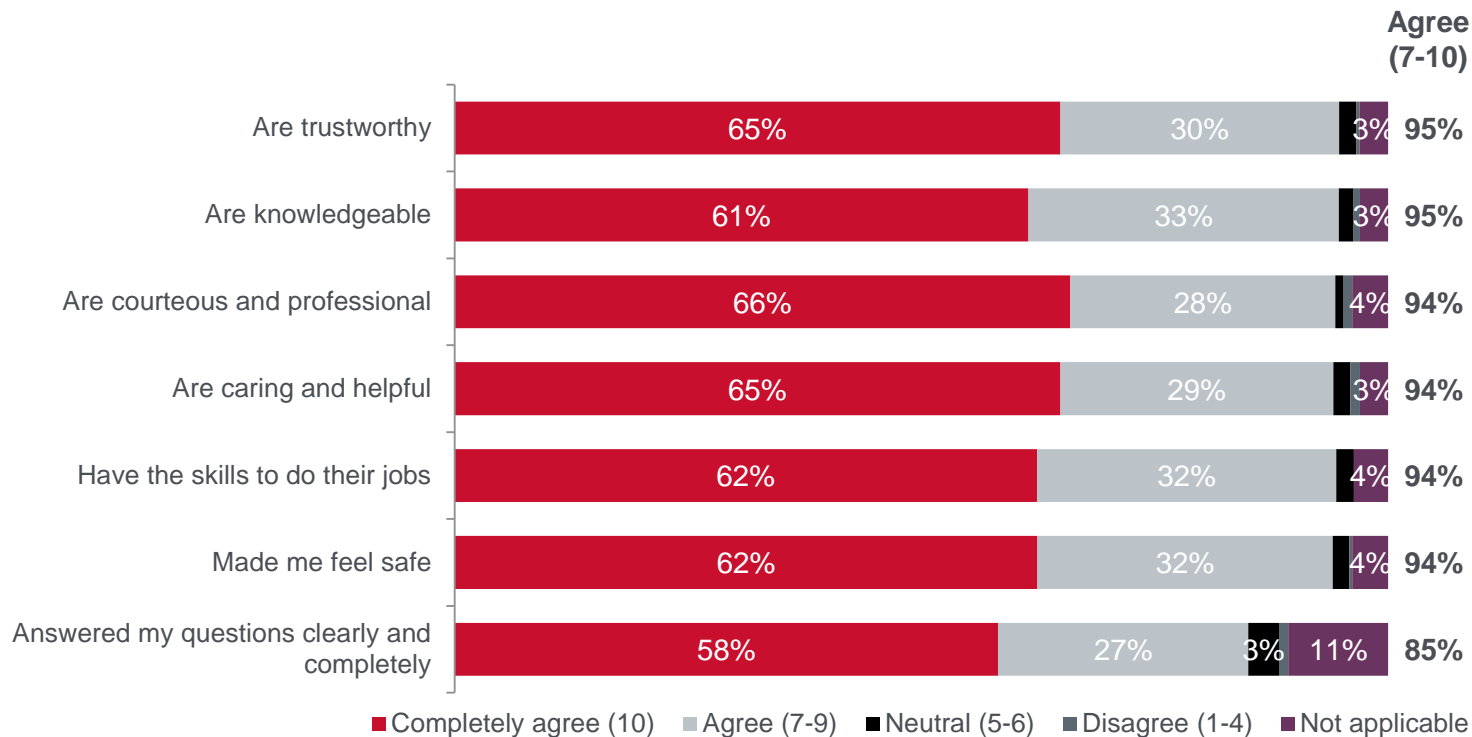
Interaction with the Fire Department is higher among Calgarians:

- In SE
- 35-54 years of age
- With children in their household
- Who identify themselves as males
- With a disability (self or family member)
- With an annual household income of \$150,000+
- Who are aware that residential insurance rates are tied to the City's performance in fire suppression

Base: Calgarians (n=502)

FA2. I'll read a list of ways that citizens could interact with the Calgary Fire Department. Please tell me, yes or no, if you or anyone in your household has done any of these in the last 24 months.

Perceptions of CFD based on Interaction 2017



The majority of Calgarians who interacted with the Fire Department feel positive about the Fire Department.

Base: Calgarians who interacted with the Fire Department in the last 24 months (n=277)

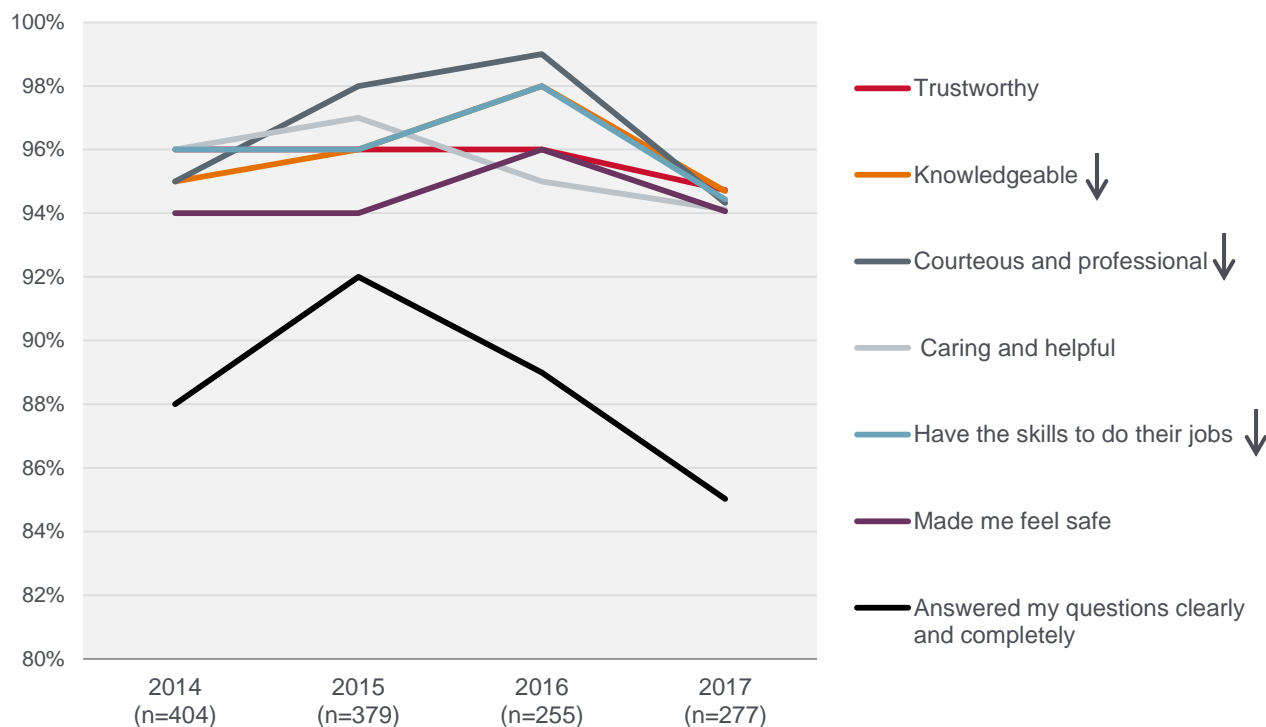
Note: Percentages 2% or less are not labelled

FA3. Thinking about your most recent contact with the Calgary Fire Department, please tell me whether you agree or disagree with each of the following statements

Satisfaction with Interaction

Trends Over Time

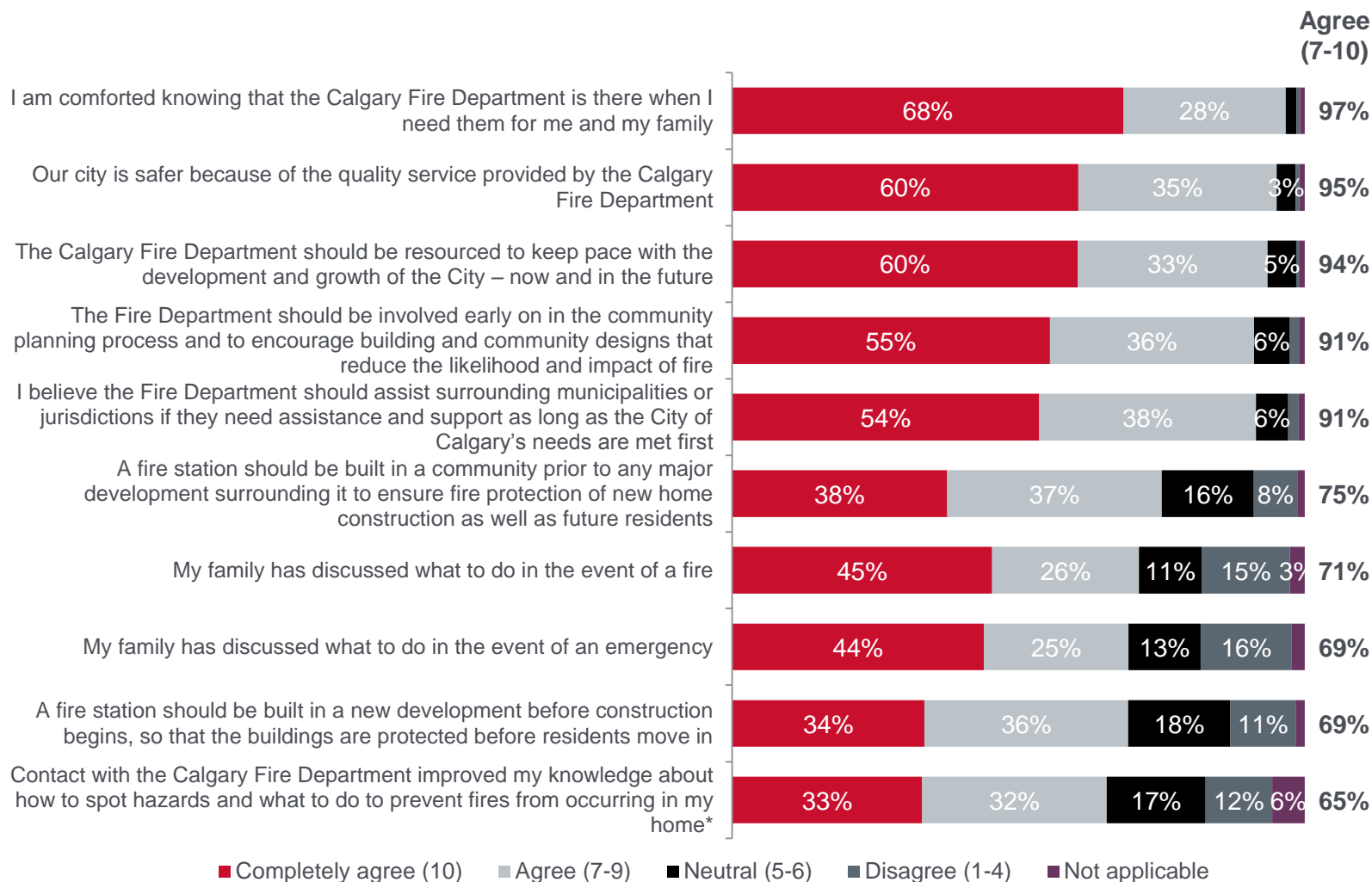
Trends (% Agree 7-10 ratings)



Agreement ratings have dipped since 2016 for all parameters, with some significant drops.

Opinions about CFD based on Interaction

2017



Base: Calgarians (n=502)/ *Among those who interacted with the Fire department in the last 24 months (n=277)

Note: Percentages 2% or less are not labelled

FA1. Next, I'll read a series of statements that some people have used to describe their own personal views. For each one, please tell me how much you agree or disagree, using a scale from 1 to 10 where 1 means you completely disagree and 10 means you completely agree.



General Opinions about Calgary Fire Department Trends Over Time

%Agree (7-10 ratings)	2012	2014 (n=800)	2015 (n=801)	2016 (n=500)	2017 (n=502)
I am comforted knowing that the Calgary Fire Department is there when I need them for me and my family	-	-	-	96%	97%
Our city is safer because of the quality service provided by the Calgary Fire Department	-	-	-	95%	95%
The Calgary Fire Department should be resourced to keep pace with the development and growth of the City – now and in the future	91%	90%	90%	97%	94% ↓
The Fire Department should be involved early on in the community planning process and to encourage building and community designs that reduce the likelihood and impact of fire**	-	-	-	-	91%
I believe the Fire Department should assist surrounding municipalities or jurisdictions if they need assistance and support as long as the City of Calgary's needs are met first**	-	-	-	-	91%
A fire station should be built in a community prior to any major development surrounding it to ensure fire protection of new home construction as well as future residents	-	74%	74%	75%	75%
My family has discussed what to do in the event of a fire	-	67%	68%	73%	71%
My family has discussed what to do in the event of an emergency	-	67%	67%	74%	69%
A fire station should be built in a new development before construction begins, so that the buildings are protected before residents move in**	-	-	-	-	69%
Contact with the Calgary Fire Department improved my knowledge about how to spot hazards and what to do to prevent fires from occurring in my home*	-	57%	58%	65%	65%

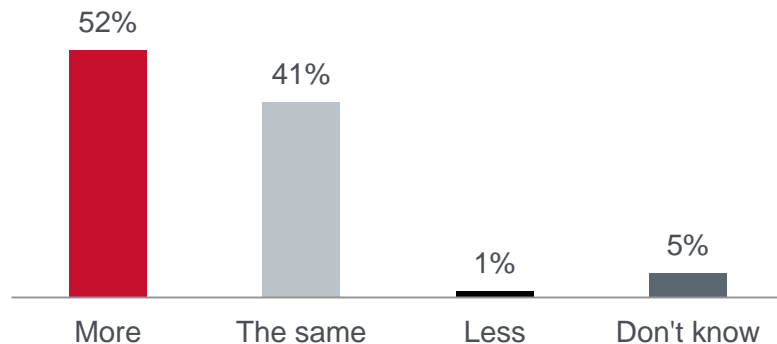
Opinions about the Fire Department are positive and consistent with 2016.

Base: Calgarians/*Among those who interacted with the Fire department in the last 24 months/**New in 2017

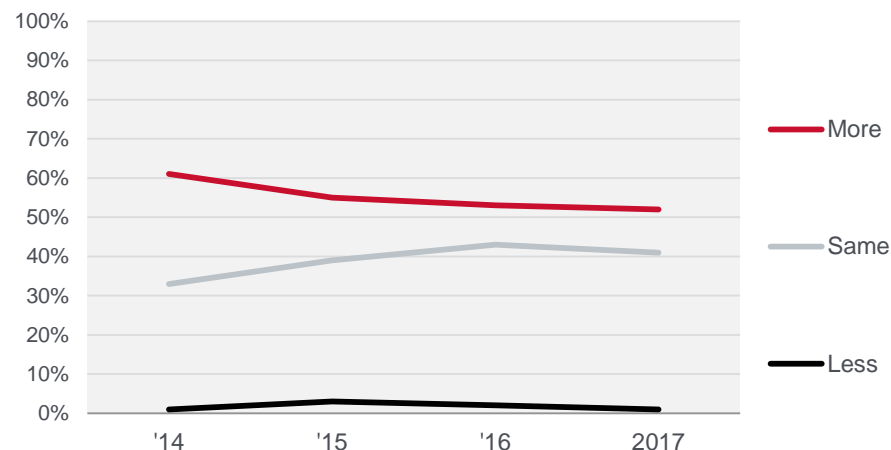
Base for 2012 is not available

FA1. Next, I'll read a series of statements that some people have used to describe their own personal views. For each one, please tell me how much you agree or disagree, using a scale from 1 to 10 where 1 means you completely disagree and 10 means you completely agree.

Desired Investment in Fire Department



Trends Over Time



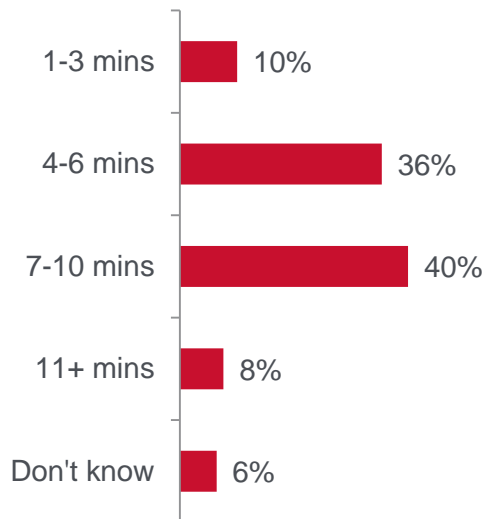
Half (52%) of Calgarians think the City should invest more, and two-in-five (41%) mention that the City should invest the same in supporting the Fire Department.

Those who identify as females, those living in SE, 55+ year olds, Calgarians with a disability (self or family member) and/or those with a household income of \$149,000 or less are more likely to mention that the City should invest more.

Those who identify as males, those living in SW, 35-54 year olds, Calgarians without a disability (self or family member), and/or those with a household income of \$150,000 or more are more likely to mention that the City should invest the same amount in supporting the Fire Department.

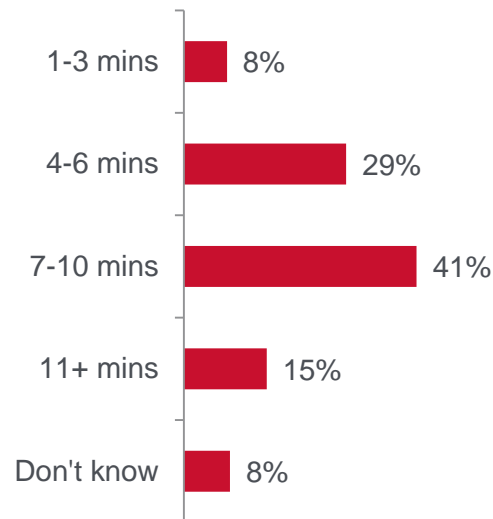
Reasonable Time for Fire Department to Respond 2017

Reasonable time to respond to a scene of emergency



Average time: 7.6 minutes

Reasonable time to respond to a scene of emergency – community with automatic fire sprinklers



Average time: 8.5 minutes

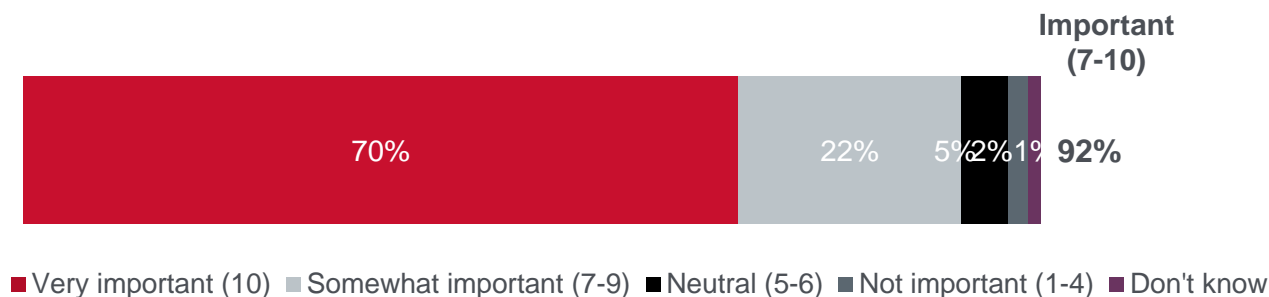
On average, Calgarians expect the Fire Department to respond to an emergency within 8 minutes or so – 7.6 minutes in general, and 8.5 minutes in communities fully developed with automatic fire sprinklers. The majority expect a response within 10 minutes.

Base: Calgarians (n=502)

FA7a. How much time do you think is reasonable for the Calgary Fire Department to respond to the scene of an emergency such as a fire or medical emergency?

FA7b. And how much time is reasonable for the fire department to respond on scene to a fire in a community that was fully developed with automatic fire sprinklers?

Importance of Responding to Medical Incidents 2017



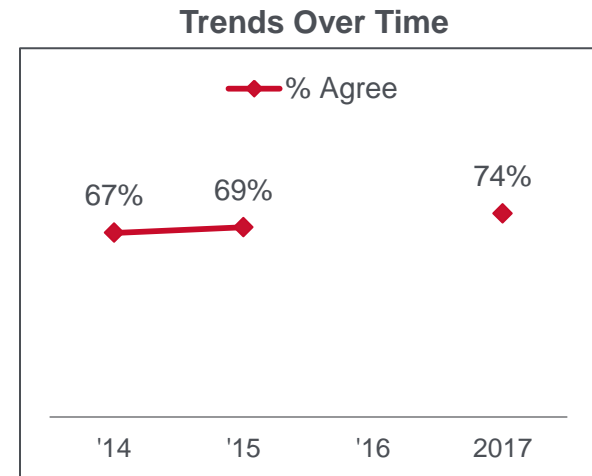
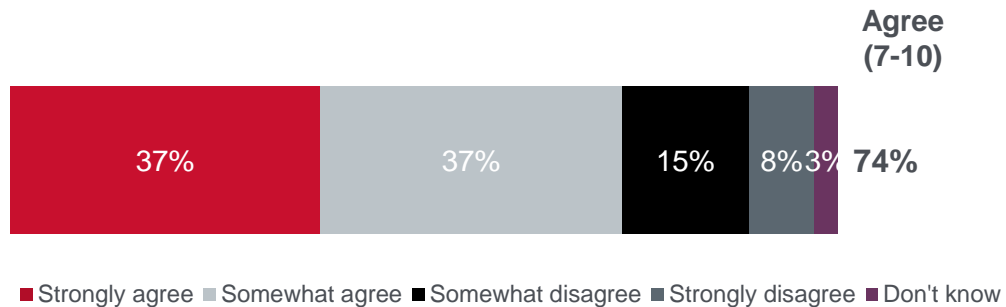
Most (92%) Calgarians feel that it is important for CFD to continue responding to medical incidents, including 70% who say it is very important.

Importance ratings are higher among Calgarians living in SE and NE.

Base: Calgarians (n=502)

FA8. Currently, the Calgary Fire Department is trained and equipped to provide life support at serious medical incidents, such as cardiac arrests, breathing issues and traumatic injuries. The fire department typically arrives before Alberta Health Services at over half of these incidents. Knowing this, how important is it for CFD to continue responding to these types of medical incidents?

The next time I build a new home or renovate my existing home, I will ask about installing residential fire sprinklers



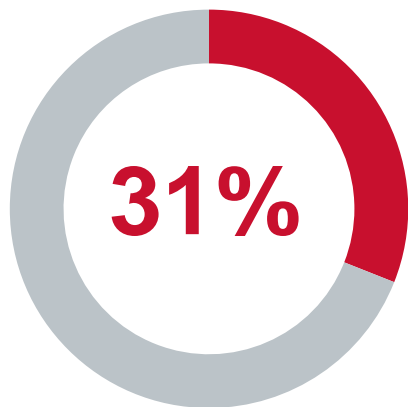
Three-quarters (74%) of Calgarians agree that they will ask about installing residential fire sprinklers next time they build a new home or renovate. Agreement is higher among Calgarians:

- In NE
- 18-34 years of age
- Who identify themselves as a visible minority
- Who rent their place of residence
- Who have lived in Calgary for 20 years or less
- With an annual household income of \$45,000 or less

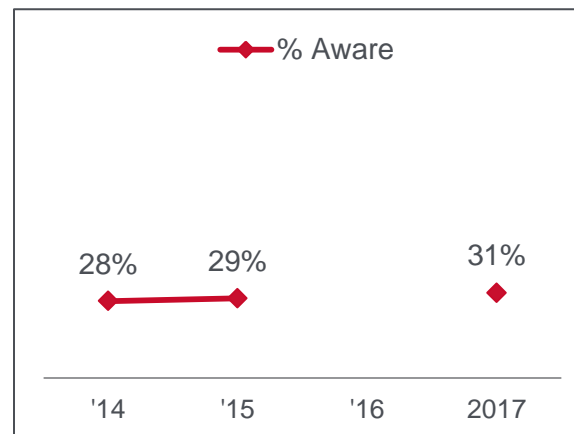
Base: Calgarians (n=502)

FA9. Please tell me whether you agree or disagree with the following statement: The next time I build a new home or renovate my existing home, I will ask about installing residential fire sprinklers.

Awareness of Relationship between Insurance Rates and Fire Suppression Performance



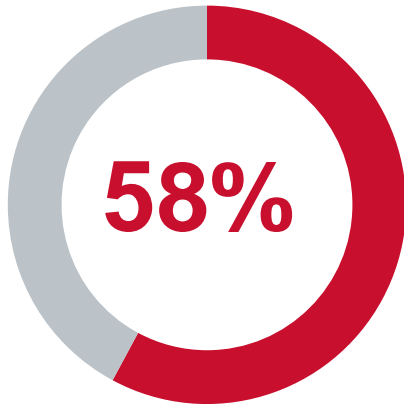
Trends Over Time



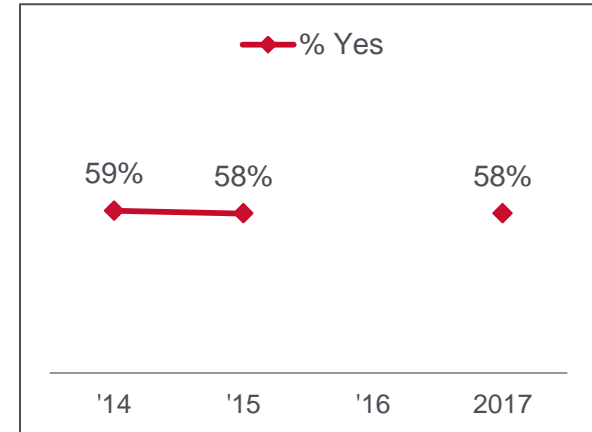
Just under one-third of Calgarians are aware that residential insurance rates are tied to The City's performance in fire suppression. Awareness is higher among:

- Calgarians 35 years of age or older
- Those who interacted with the fire department in the last 24 months.

Requirement of Residential Fire Sprinklers in New Home Construction



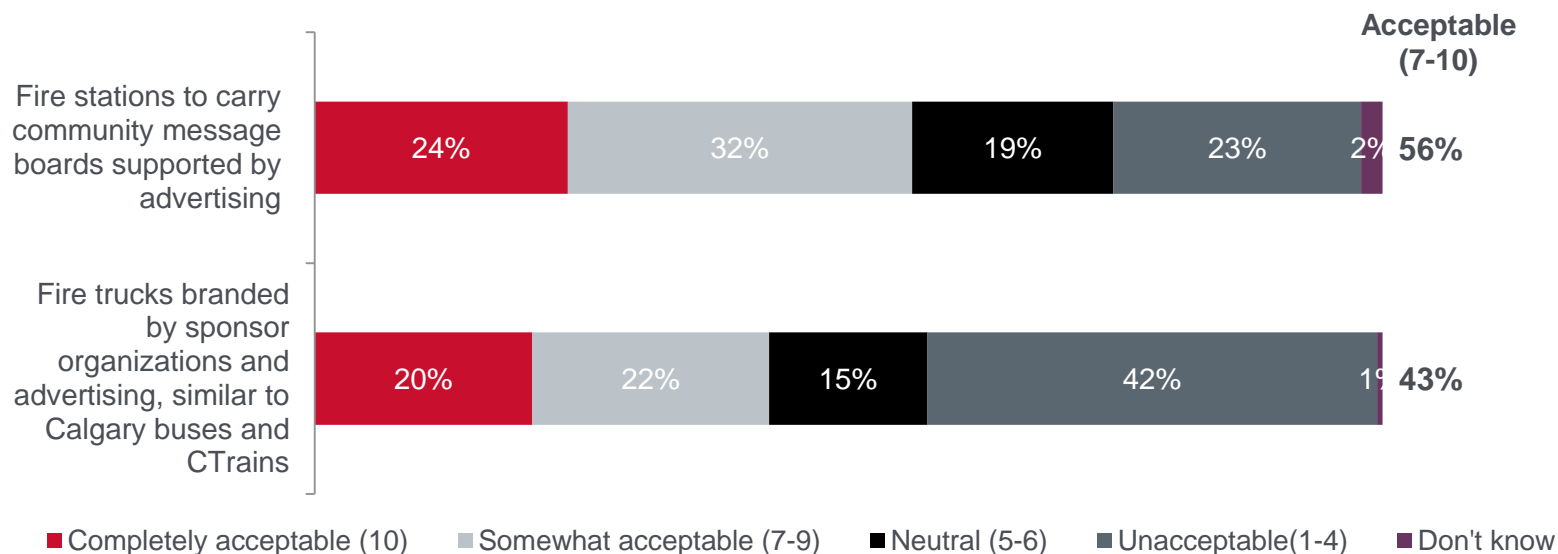
Trends Over Time



Three-in-five (58%) think that residential sprinklers should be required in new home construction. Those more likely to indicate residential sprinklers should be required are Calgarians :

- In NE
- Who identify themselves as females
- 18-34 and 55+ years of age
- Living alone
- Who have a disability (self or family member)
- Who have lived in Calgary for 11-20 years
- With an annual household income of \$74,000 or less

Support for Advertising 2017



Support for advertising on fire trucks is divided, with equal proportions of citizens rating this as acceptable (43%) and unacceptable (42%). Support for community message boards being supported by advertising tends to be favourable, with just over half (56%) rating this as acceptable, and one-quarter (23%) saying it is not acceptable.



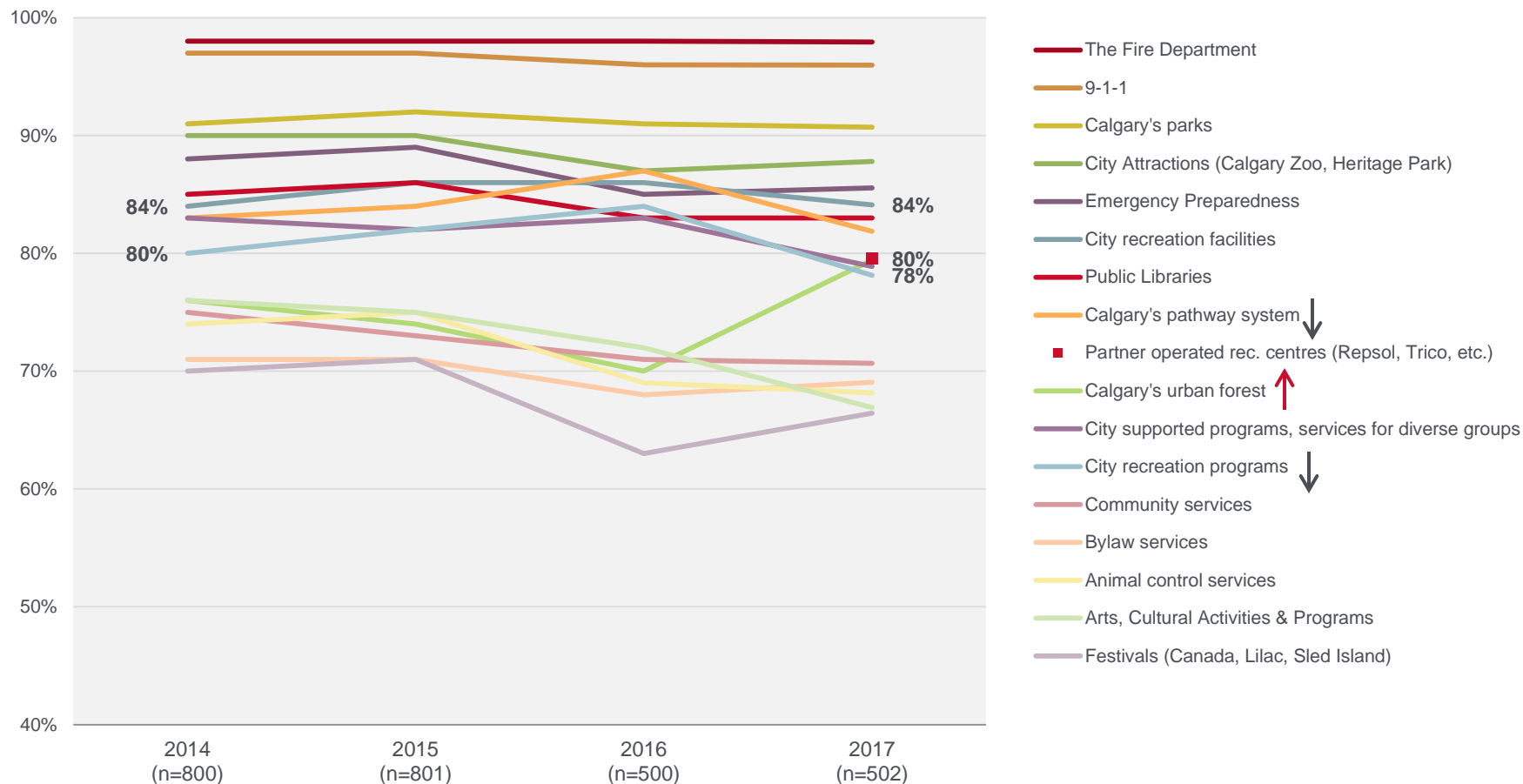
	Calgarians (n=502)
Gender	
Male	49%
Female	51%
Age	
18-34	33%
35-54	38%
55+	29%
City Quadrant	
Southwest	30%
Southeast	26%
Northwest	24%
Northeast	20%
Tenure in Calgary	
10 or less	25%
11-20	23%
21-30	16%
31-40	17%
Over 40	19%
Residence	
Own	76%
Rent	21%
Other	3%
Responsible for Property Taxes/Rent	
Yes	87%
No	13%
People in Household	
1-2	45%
3-4	39%
5+	16%
Don't know	1%

	Calgarians (n=502)
Visible Minority	
Yes	23%
No	77%
Disability (self or someone in household)	
Yes	13%
No	87%
Children in Household	
Yes	51%
Yes – children under the age of 18 years	38%
Yes – children over the age of 18 years	7%
Yes – both	6%
No	49%
Education	
Less than high school	3%
Completed high school	12%
Technical/vocational school above high school level	5%
Trades certificate or diploma	4%
Some college or university	15%
College or university degree/diploma (Bachelor's)	45%
Post-graduate degree (Masters, Doctors, or equivalent)	16%
Income	
Less than \$30,000	7%
\$30,000 to just under \$45,000	7%
\$45,000 to just under \$60,000	9%
\$60,000 to just under \$75,000	9%
\$75,000 to just under \$90,000	10%
\$90,000 to just under \$105,000	10%
\$105,000 to just under \$120,000	6%
\$120,000 to just under \$135,000	6%
\$135,000 to just under \$150,000	4%
\$150,000 and over	17%
Don't know / Refuse	16%



Importance to Quality of Life Trends Over Time

Trends (% Important 7-10 ratings)



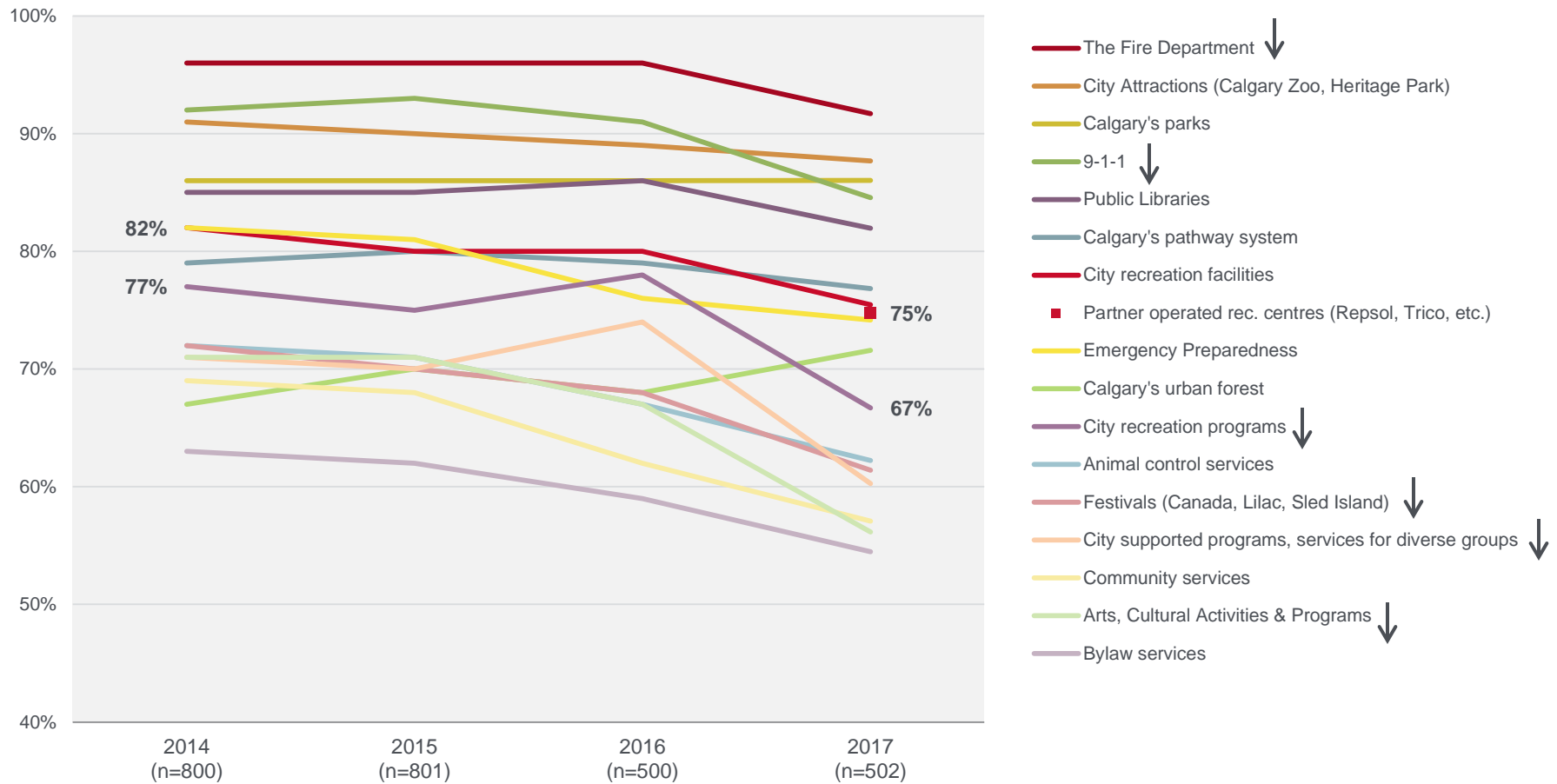
Base: Calgarians

B1. Next, I'm going to read you a list of programs and services available to citizens in Calgary. I'd like you to rate each using a scale of 1 to 10 where 1 represents "not at all important to quality of life in Calgary" and 10 represents "very important to quality of life in Calgary."



Perceived Quality of Programs and Services Trends Over Time

Trends (% Good Quality 7-10 ratings)

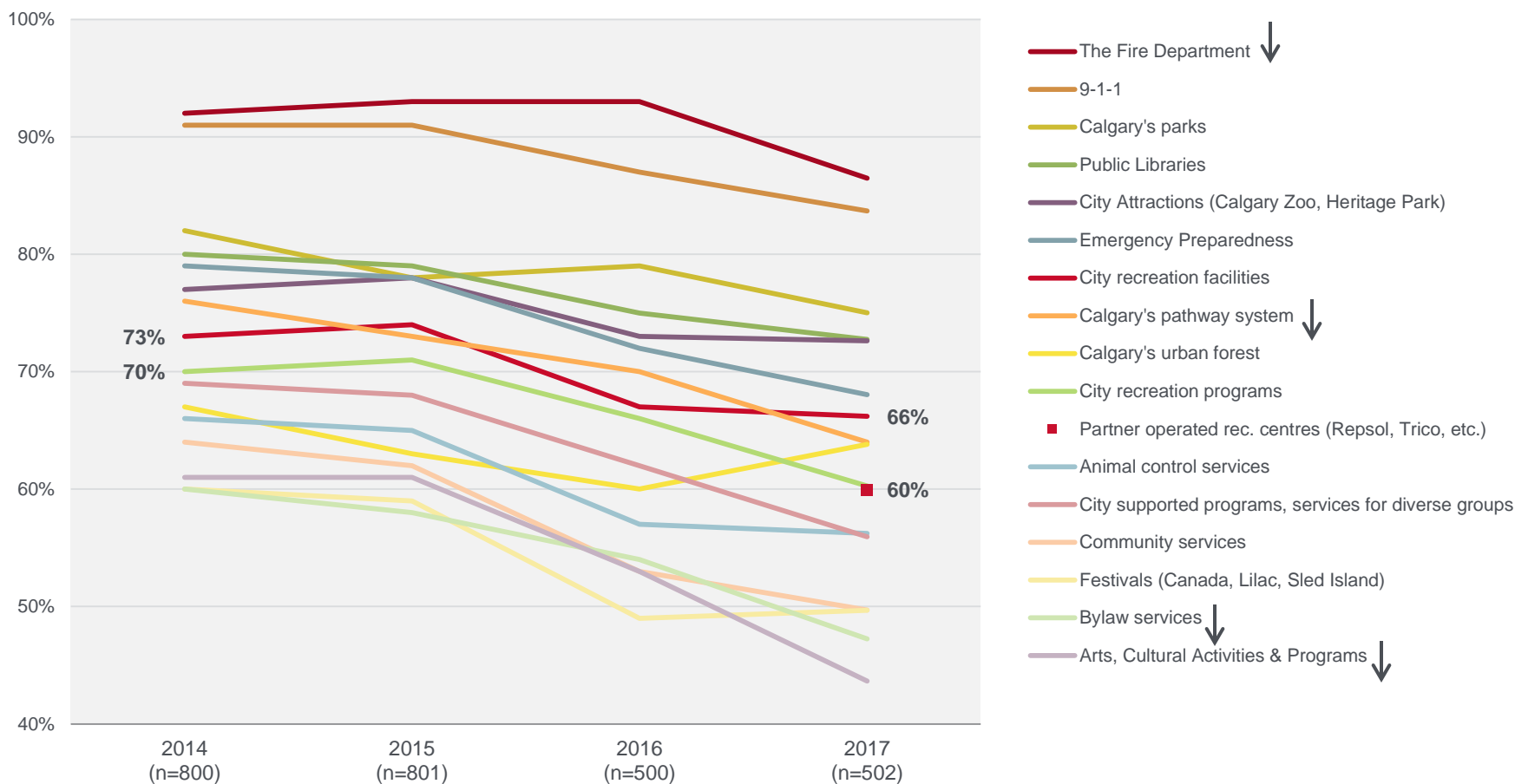


Base: Calgarians

B2. Still thinking about [INSERT ITEM] and using a scale of 1 to 10, where 1 means "very poor quality" and 10 means "Very good quality", please rate the overall quality of each program or service provided by The City of Calgary.

Perceived Value from Taxes Trends Over Time

Trends (% Good Value 7-10 ratings)



Base: Calgarians

B3. 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" for each program/service for...