

Calgary



# 2017 Quality of Life and Citizen Satisfaction Survey

## Ward 7 Report

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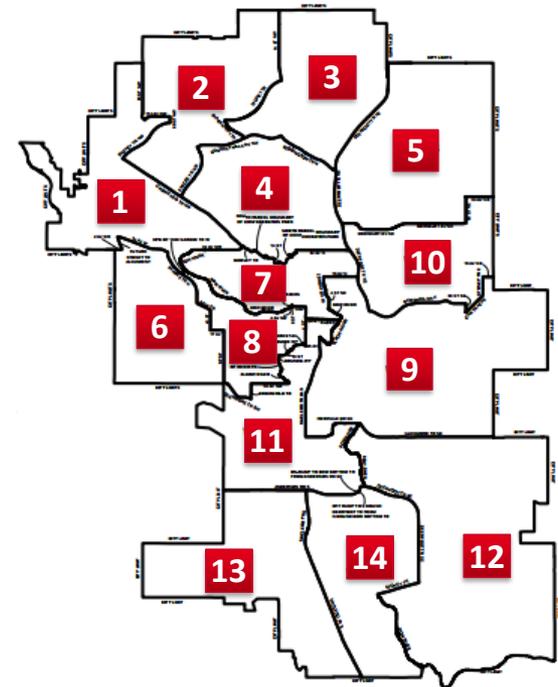
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Demographics



## Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 16<sup>th</sup> and September 10<sup>th</sup>, 2017.
  - Both landline (70%) and cell phone (30%) sample were used.
  - The average interview length was 31 minutes.
- ❖ Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2016 Municipal and Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,500 is  $\pm 2.0$  percentage points, 19 times out of 20.
  - A total of 167 interviews were conducted with residents of Ward 7 (MOE  $\pm 7.6$ ).
- ❖ 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, 2017 results for Ward 7 are compared to those from 2016.
  - Only significant differences are shown.





## Summary of Key Findings



# Key Findings: Quality of Life and Issue Agenda

## Ward 7 residents' perceptions of Calgary's quality of life are strong and on par or higher than City Wide. There have also been some notable improvements since 2016.

- ❖ Nine-in-ten (90%) Ward 7 residents say the quality of life in Calgary today is 'good', statistically consistent with 85% City Wide.
- ❖ Nearly one-half (48%) of Ward 7 residents say the quality of life in Calgary has stayed the same over the past three years, on par with 45% City Wide. The remainder is split over whether the quality of life has improved (26%, on par with 20% City Wide) or worsened (26%, significantly lower than 35% City Wide and a 14 percentage point drop from 40% in 2016).
- ❖ Ward 7 residents are significantly more likely than City Wide to agree with the statements 'I am proud to live in my neighbourhood' (93% vs. 85%), 'I am regularly involved in neighbourhood and local community events' (44% vs. 30%) and 'Calgary is a great place to make a life' (90% vs. 82%).
  - Agreement with the latter statement has increased significantly from 2016 (90% in 2017 vs. 81% in 2016).
  - There has also been a significant increase in agreement with the statement 'I am proud to be a Calgarian' (93% in 2017 vs. 85% in 2016).
- ❖ Perceptions of Calgary's future and neighbourhood safety are on par with the City Wide results.
  - 87% of Ward 7 residents agree Calgary is on the right track to being a better city (vs. 84% City Wide).
  - 86% say they would feel safe walking alone in their neighbourhood after dark (vs. 81% City Wide).

## The Ward 7 issue agenda aligns closely with City Wide results.

- ❖ Similar to City Wide, "*infrastructure, traffic & roads*" holds the top position in Ward 7 (35%), followed by "*transit*" (19%) and "*crime, safety & policing*" (13%).
  - Mentions of "*homelessness, poverty & affordable housing*" are higher in Ward 7 (8% vs. 5% City Wide).



# Key Findings: City Programs and Services

**Overall satisfaction with City services and programs remains high and in line with the broader Calgary public.**

- ❖ More than eight-in-ten (83%) Ward 7 residents say they are satisfied with the overall level and quality of municipal services and programs, on par with City Wide (79%).

**Compared to City Wide, Ward 7 residents are less likely to emphasize services related to roads but place a greater emphasis on active transportation such as walking and biking.**

❖ Roads:

- Road maintenance including pothole repairs – 64% ‘very important’ vs. 74% City Wide, 41% ‘invest more’ vs. 55% City Wide.
- Snow removal – 66% ‘very important’ vs. 78% City Wide, 36% ‘invest more’ vs. 52% City Wide.
- Spring road cleaning – 88% total important vs. 92% City Wide (also 41% ‘very important’ vs. 50% City Wide).
- City operated roads and infrastructure – 41% ‘invest more’ vs. 50% City Wide.

❖ Active transportation:

- Calgary’s pathway system – 67% ‘very important’ vs. 57% City Wide.
- On-street bikeways – 68% total important vs. 55% City Wide (also 35% ‘very important’ vs. 25% City Wide), 29% ‘invest more’ vs. 19% City Wide.

- ❖ Ward 7 residents are also more likely to emphasize downtown revitalization (87% total important vs. 77% City Wide, 33% ‘invest more’ vs. 26% City Wide).

**Ward 7 residents’ satisfaction with residential garbage collection has dropped this year.**

- ❖ While Ward 7 overall satisfaction is high (89%) and on par with City Wide (91%), it is down 8 percentage points from 2016 (97%).
  - Bi-weekly garbage collection for most Ward 7 residents started just prior to the start of interviewing.

# Key Findings: The Environment and Taxation

**Ward 7 residents' perceptions of The City's performance on the environmental front closely align with City Wide findings. Satisfaction with programs and services is up significantly from last year.**

- ❖ Perceptions about the overall state of the environment in Calgary today are very positive with 94% of Ward 7 residents saying it is 'good' or 'very good' (on par with 94% City Wide).
- ❖ Nearly nine-in-ten (88%) Ward 7 residents say they are satisfied with the job The City is doing to protect the environment, statistically consistent with 91% City Wide.
- ❖ Similarly, 91% of Ward 7 residents say they are satisfied with The City's programs and services aimed at helping Calgarians reduce their environmental impact – this represents a 9 percentage point increase from 82% in 2016, placing this year's results on par with City Wide (89%).
  - The percentage of Ward 7 residents saying they are 'very satisfied' has also increased significantly this year (36% in 2017 vs. 21% in 2016).

**Ward 7 residents demonstrate generally similar views on taxation, with one metric significantly higher than City Wide.**

- ❖ Two-thirds (66%) of Ward 7 residents say they receive good value from their municipal property taxes, statistically consistent with City Wide (60%).
- ❖ Nearly six-in-ten (58%) Ward 7 residents support tax increases to maintain or expand services, on par with City Wide (50%).
- ❖ Nearly seven-in-ten (69%) Ward 7 residents agree 'The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services' – this is 9 percentage points higher than City Wide (60%).



# Key Findings: Service Delivery and Communications

**While Ward 7 residents are more likely than the broader Calgary public to have contacted The City, service delivery satisfaction metrics are consistent across both groups.**

- ❖ Three-quarters (75%) of Ward 7 residents say they contacted or dealt with The City in the last 12 months – this is significantly higher than 66% City Wide.
- ❖ Among those who contacted The City, a strong majority (82%) are satisfied with the overall level and quality of customer service received, on par with 78% City Wide.
- ❖ Perceptions of The City’s customer service delivery, transparency, and citizen-input into decision making are generally on par with City Wide findings. One notable exception is regarding how quickly The City responds to requests and concerns – here, 32% of Ward 7 residents say they strongly agree with this statement, compared to only 24% City Wide. Overall satisfaction with this metric, however, is similar (84% Ward 7 vs. 77% City Wide).

**Ward 7 residents’ perceptions of City communications are also consistent with City Wide results.**

- ❖ Satisfaction with the overall quality of City information and communications is solid (87%) and on par with City Wide (84%).
- ❖ Overall, 44% of Ward 7 residents say they receive ‘too little’ information from The City, consistent with 47% City Wide.
- ❖ Similar to City Wide, Ward 7 residents’ top information need relates to “*budget & spending*” (36%), followed by “*infrastructure, traffic & roads*” (26%) and “*planning & development*” (22%).

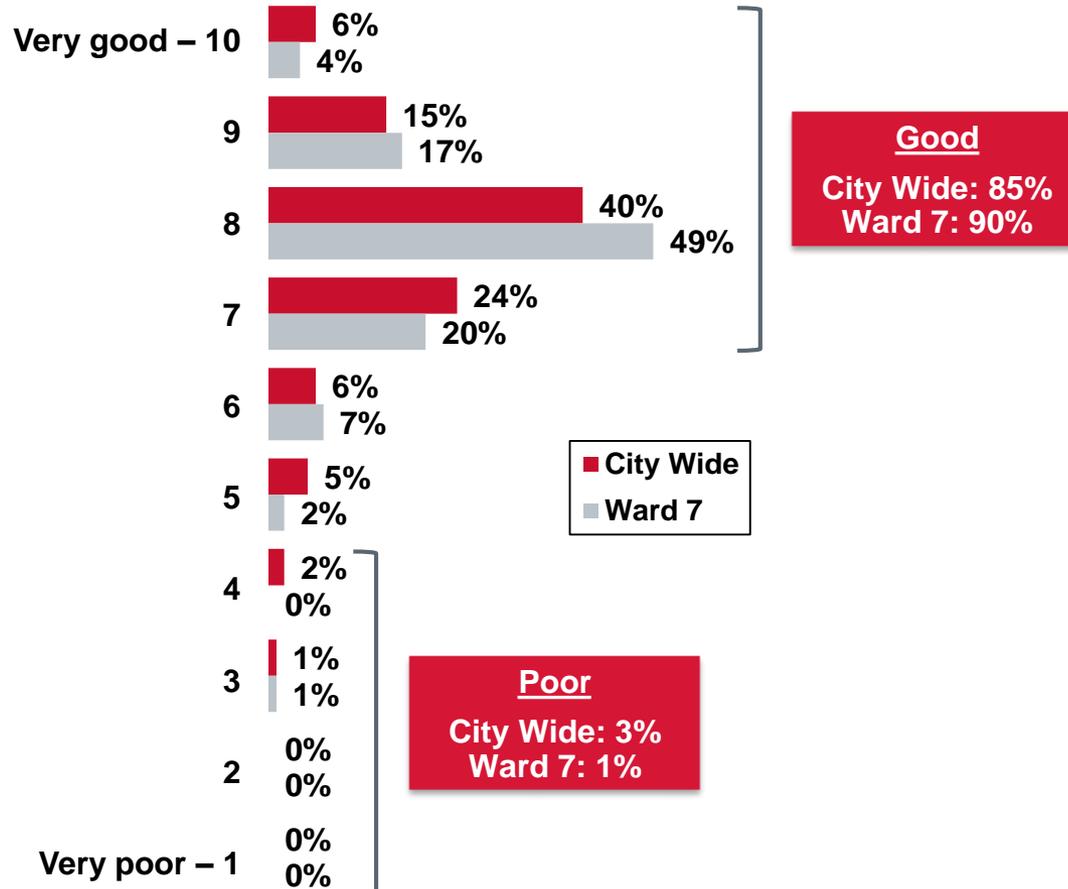


## Quality of Life





# Overall Quality of Life in Calgary

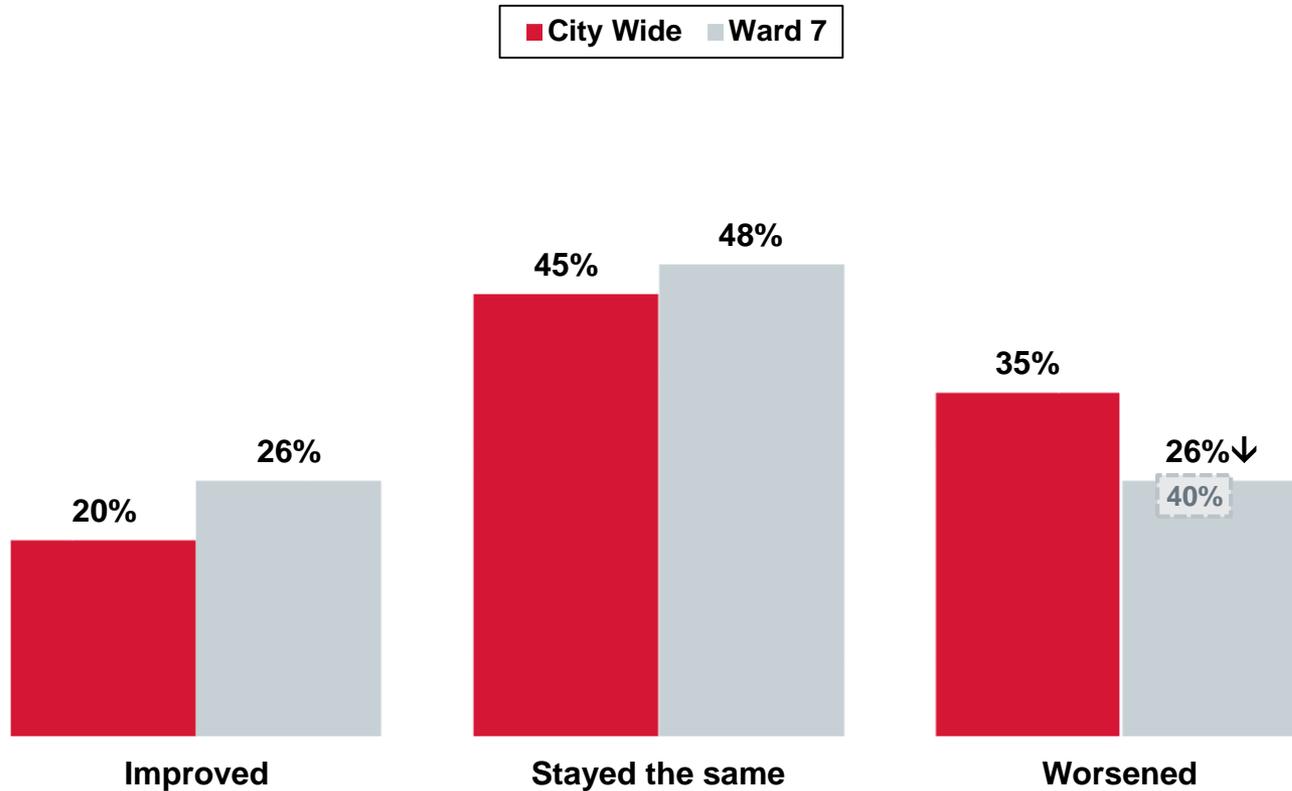


On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,499 / Ward 7: n=167)



# Perceived Change in the Quality of Life



Ward 7 2016

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=2,484 / Ward 7: n=165)



# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 7

	City Wide	Ward 7
<b>Transportation (NET)</b>	<b>24%</b>	<b>27%</b>
Improvement/ maintenance of existing roads	8%	10%
Better traffic management	7%	6%
Infrastructure (unspecified)	3%	1%
<b>Government (NET)</b>	<b>21%</b>	<b>18%</b>
Reduce taxes	8%	8%
Tax spending/ City budget	7%	4%
Listen to/ more support for taxpayers/ citizens	3%	3%
<b>Recreation &amp; Community Services (NET)</b>	<b>20%</b>	<b>26%</b>
Parks/ green-space improvement	5%	8%↑
Building of community centres/ recreation facilities	3%	6%
Engage in community events/ activities	3%	2%
Availability of (free) programs/ activities	3%	2%
<b>Homelessness, Poverty &amp; Affordable Housing (NET)</b>	<b>18%</b>	<b>19%</b>
Improve job creation/ employment	8%	3%↓
Expand affordable housing/ rent	4%	8%↑
Reduce the (high) cost of living	3%	2%
Address homelessness	3%	5%
<b>Transit (NET)</b>	<b>16%</b>	<b>22%</b>
Improve public transportation (unspecified)	9%	13%
More access to buses/ transit/ trains	4%	6%
<b>Crime, Safety &amp; Policing (NET)</b>	<b>11%</b>	<b>8%</b>
Control crime and safety	6%	5%
More policing/ patrolling	5%	2%
<b>Health (NET)</b>	<b>4%</b>	<b>4%</b>
<b>Growth &amp; Planning (NET)</b>	<b>3%</b>	<b>7%↑</b>
<b>Education (NET)</b>	<b>4%</b>	<b>2%</b>
<b>Environment (NET)</b>	<b>4%</b>	<b>8%↑</b>
<b>Other</b>	<b>10%</b>	<b>13%</b>
<b>Nothing</b>	<b>18%</b>	<b>15%</b>

Total mentions <3% are not shown

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

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

Base: Valid respondents (City Wide: n=2,359 / Ward 7: n=153)



# Sustainability: Connectedness and Inclusivity

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

% Agree

I am proud to be a Calgarian



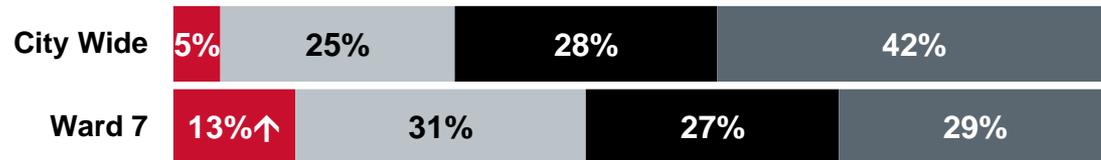
85%

I am proud to live in my neighbourhood



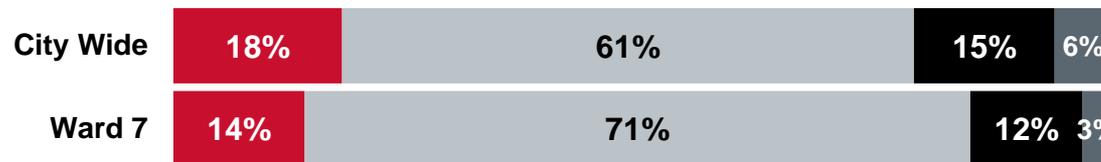
93%↑

I am regularly involved in neighbourhood and local community events



44%↑

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



85%

Ward 7 2016

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."

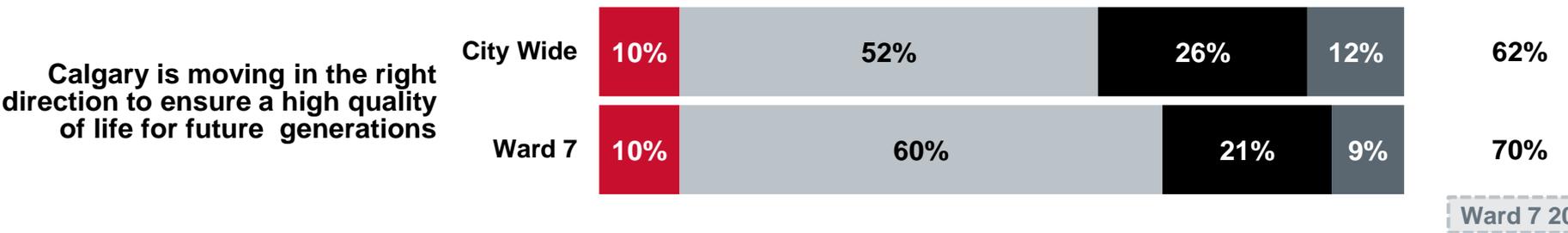
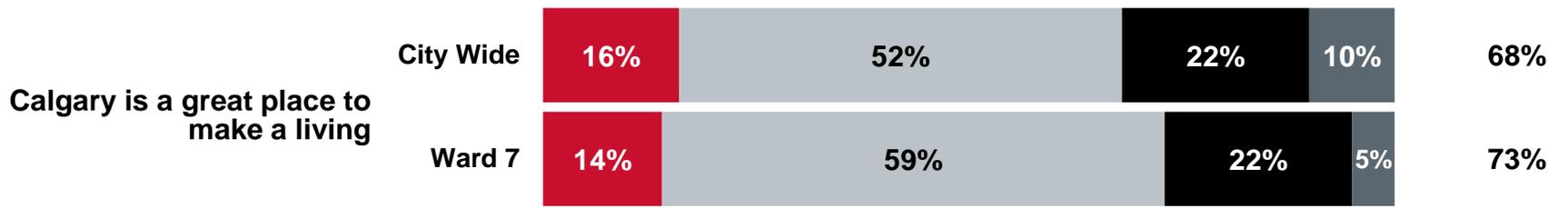
Base: Valid respondents (Bases vary)



# Sustainability: Making a Life, Making a Living and Direction for the Future

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

**% Agree**



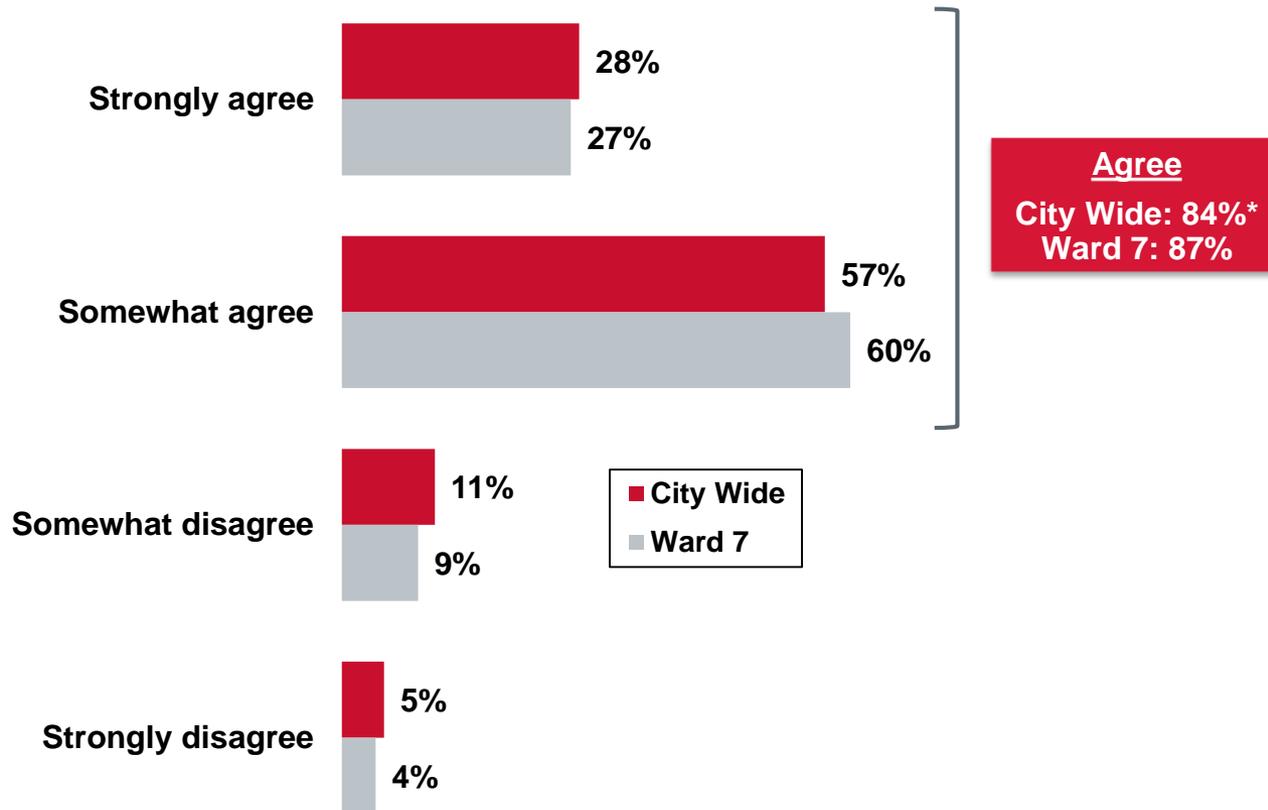
Ward 7 2016

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?



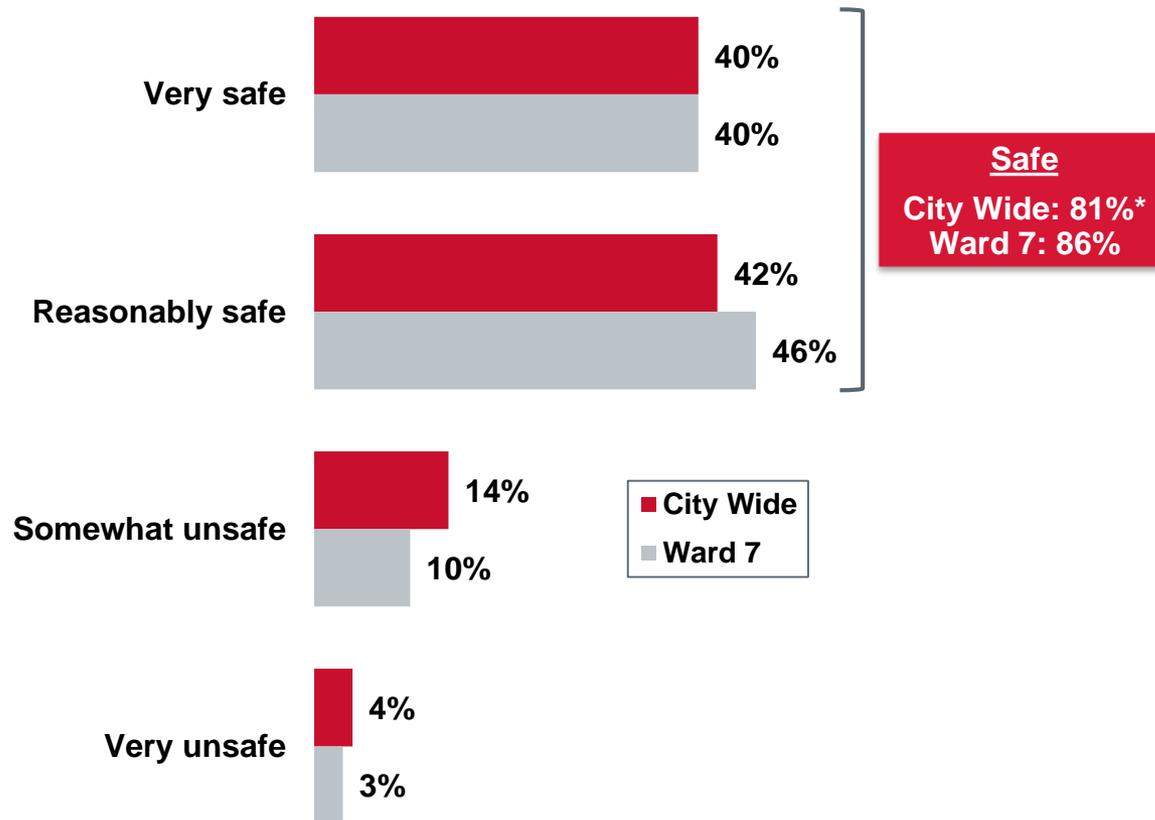
\*Rounding

*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=2,489 / Ward 7: n=166)



# 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=2,495 / Ward 7: n=165)



## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 7

■ First Mention ■ Other Mentions

	City Wide	Ward 7
<b>Infrastructure, Traffic &amp; Roads (NET)</b>	<b>26%</b> 9%	<b>35%</b>
Traffic congestion	7% 3 10%	11%
Infrastructure maintenance/ improvement/ development	4% 5%	9%
Road conditions	4% 3 7%	8%
(Lack of) snow removal	3 4%	-
<b>Transit (NET)</b>	<b>13%</b> 6% 19%	<b>19%</b>
Public Transportation [incl. buses/ C-train/ poor service]	8% 3 11%	10%
Transportation (unspecified)	4% 3 7%	7%
<b>Crime, Safety &amp; Policing (NET)</b>	<b>9%</b> 4% 13%	<b>13%</b>
Crime [incl. breaking and entering/ gangs/ drug dealers, etc.]	5% 7%	6%
Public safety	4% 6%	7%
<b>Taxes (NET)</b>	<b>6%</b> 8%	<b>10%</b>
<b>Recreation (NET)</b>	<b>4%</b> 3 7%	<b>5%</b>
<b>Environment &amp; Waste Management (NET)</b>	<b>4%</b> 3 7%	<b>6%</b>
<b>Economy (NET)</b>	<b>4%</b> 6%	<b>4%</b>
<b>Budget &amp; Spending (NET)</b>	<b>4%</b> 6%	<b>5%</b>
<b>Education (NET)</b>	<b>4%</b> 6%	<b>4%</b>
<b>Homelessness, Poverty &amp; Affordable Housing (NET)</b>	<b>3</b> 5%	<b>8%↑</b>
<b>Growth &amp; Planning (NET)</b>	<b>3</b> 4%	<b>7%</b>
Other	25%	25%
None	15%	15%

Total mentions <4% are not shown

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

*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=2,441 / Ward 7: n=166)

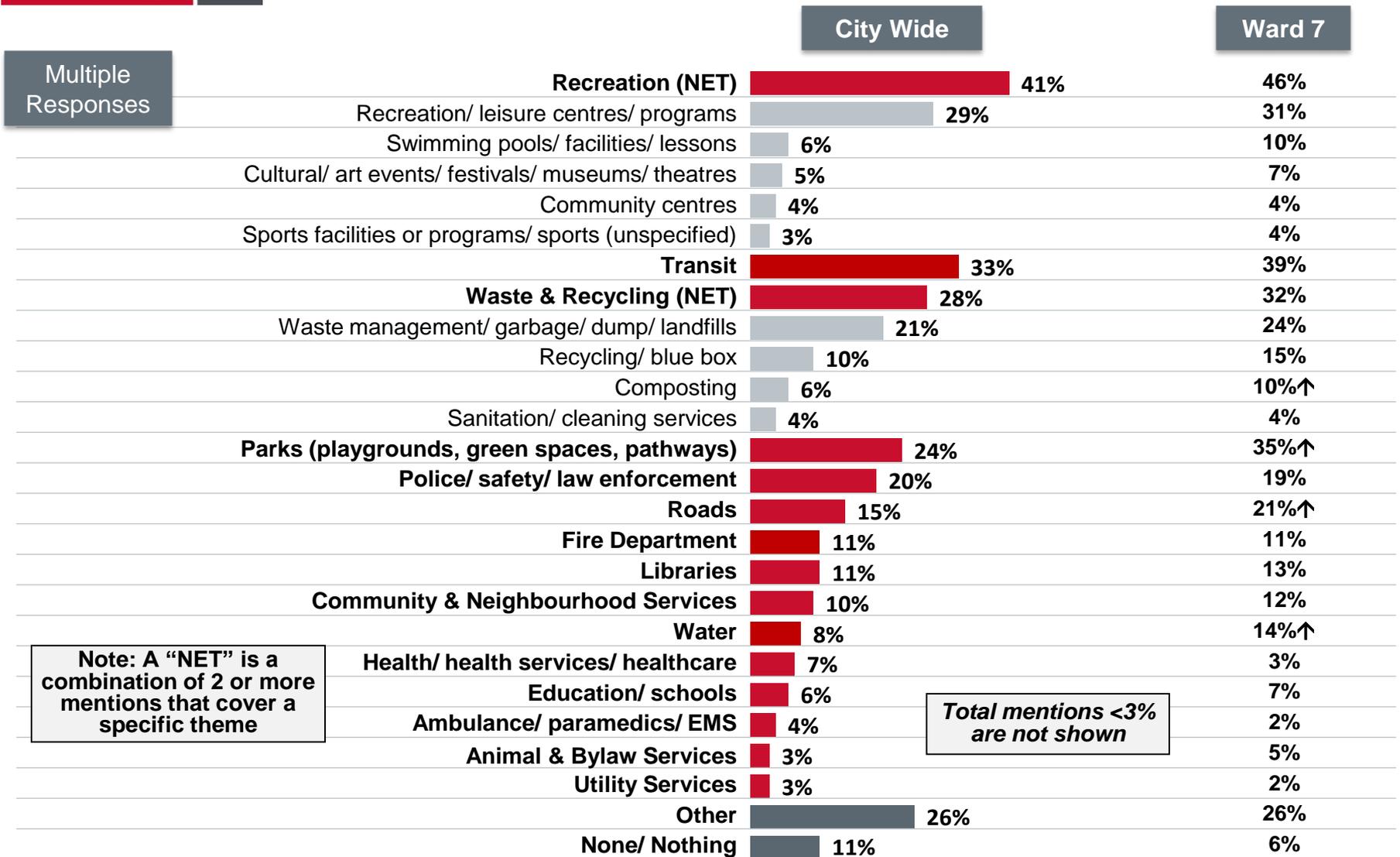


## City Programs and Services





# Top-of-Mind Programs and Services



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

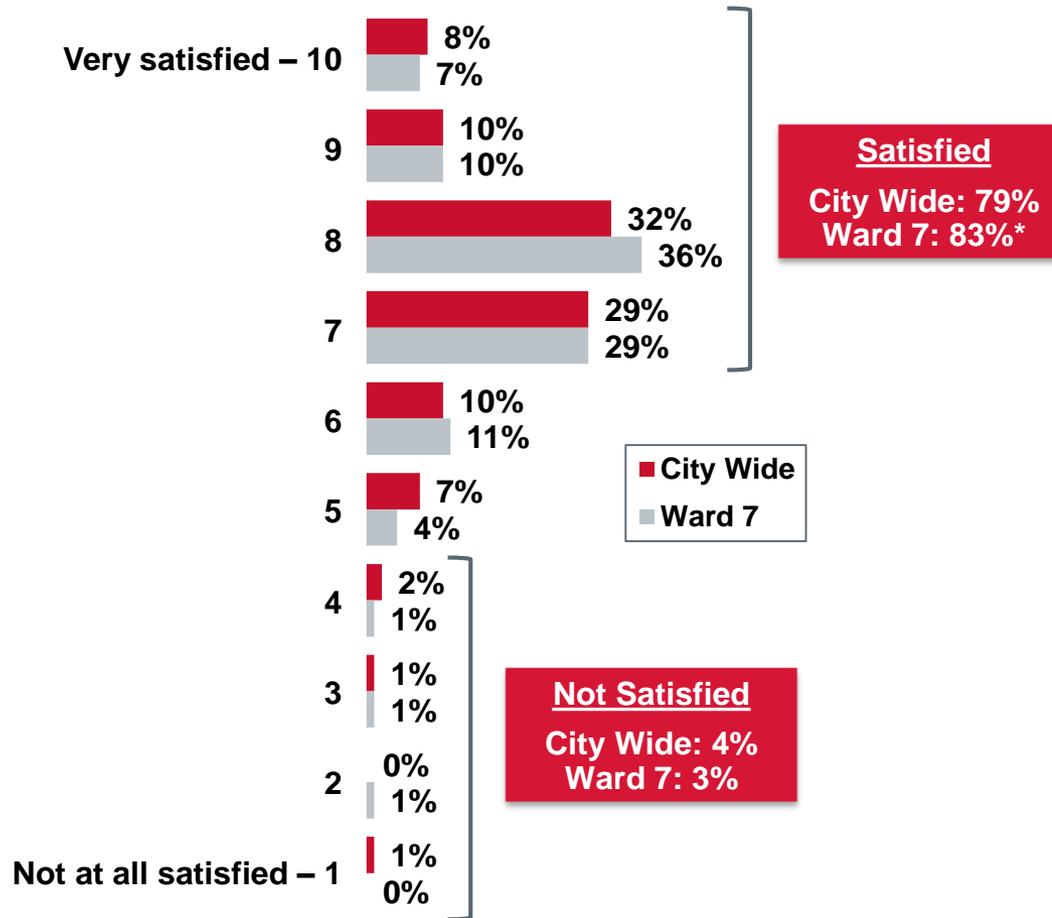
Total mentions <3% are not shown

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

Base: Valid respondents (City Wide: n=2,436 / Ward 7: n=165)



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



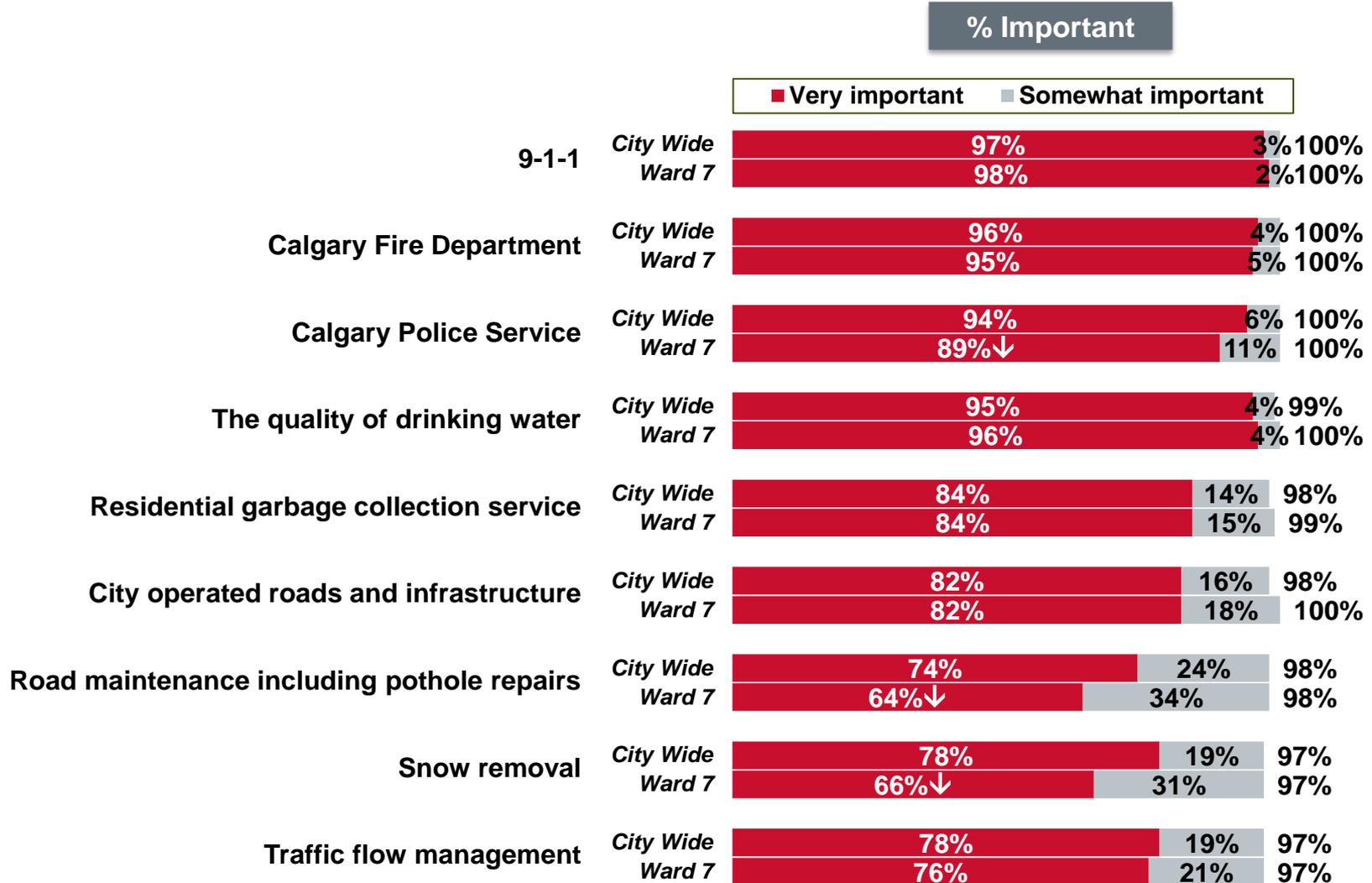
\*Rounding

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=2,486 / Ward 7: n=166)



# Importance of City Programs and Services

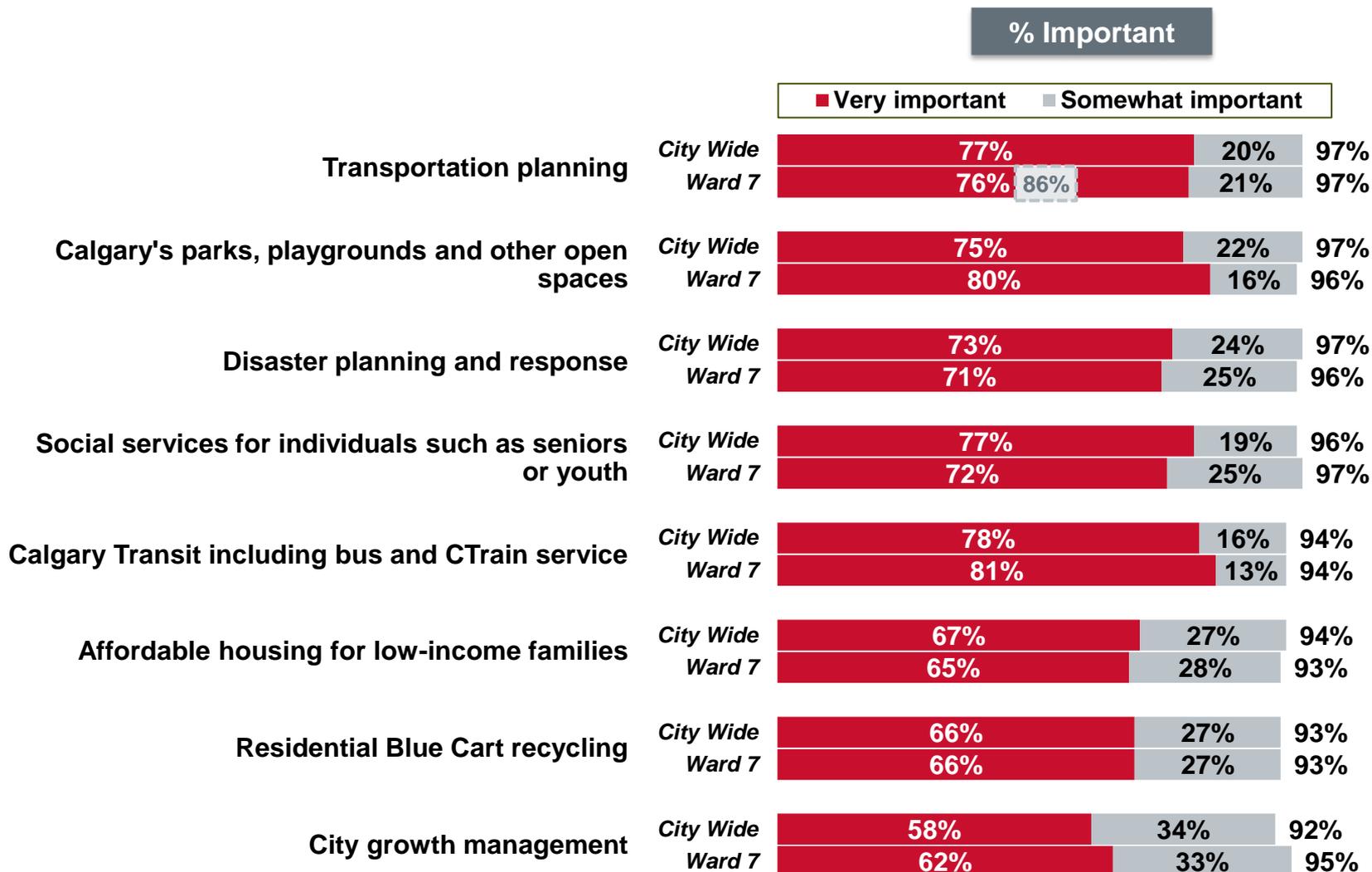


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)



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

Ward 7 2016

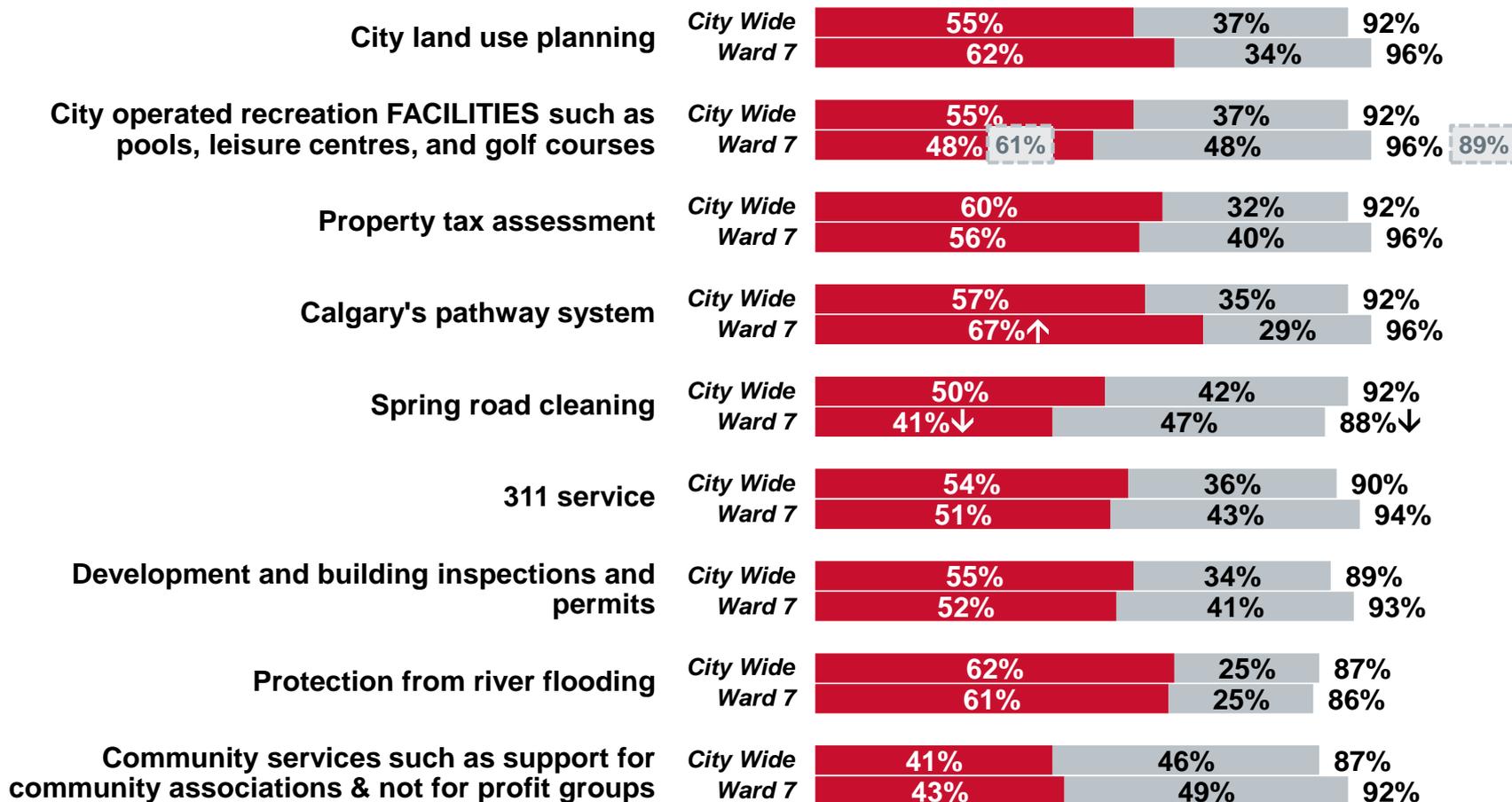
Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



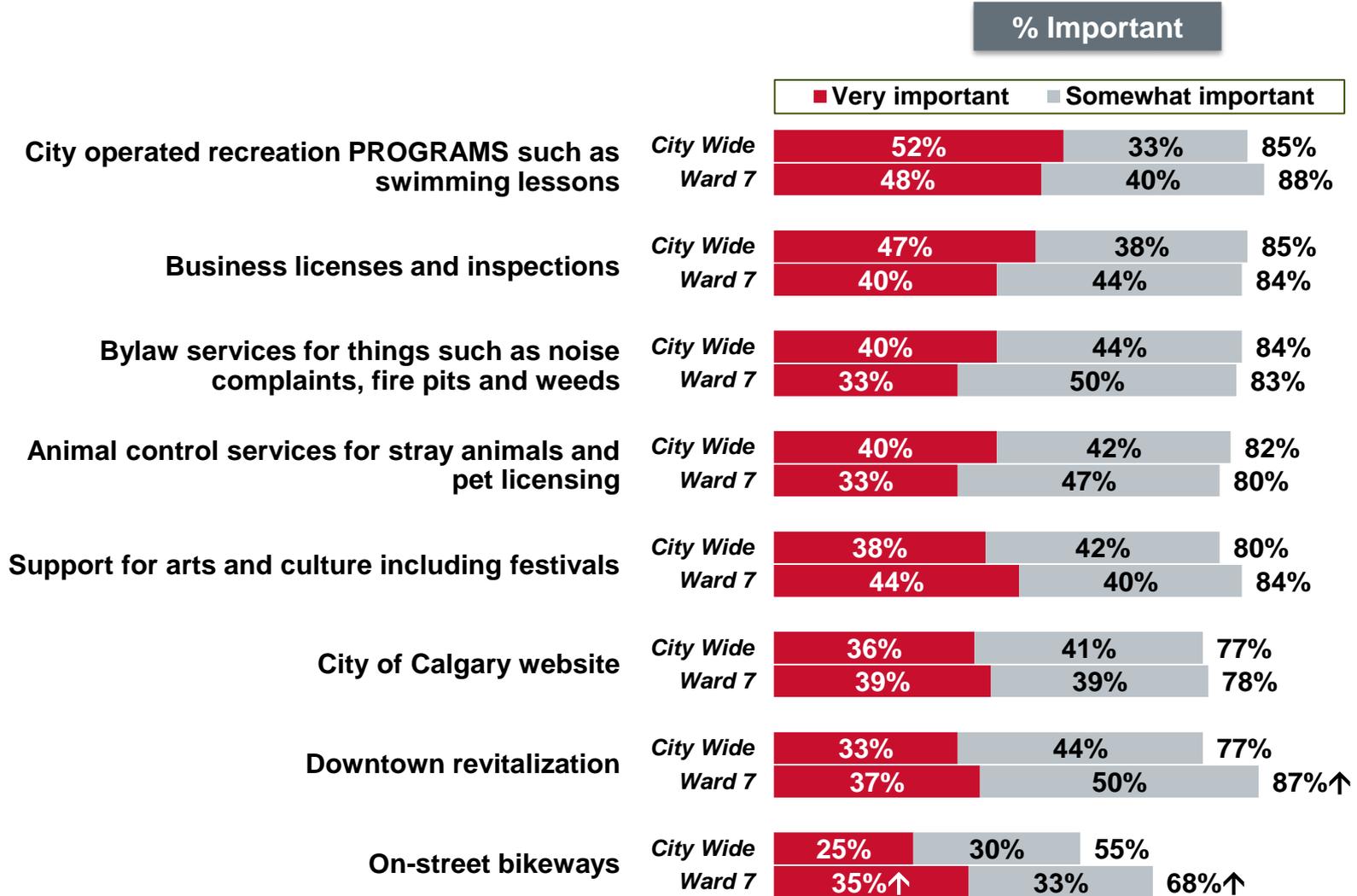
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Ward 7 2016

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.*

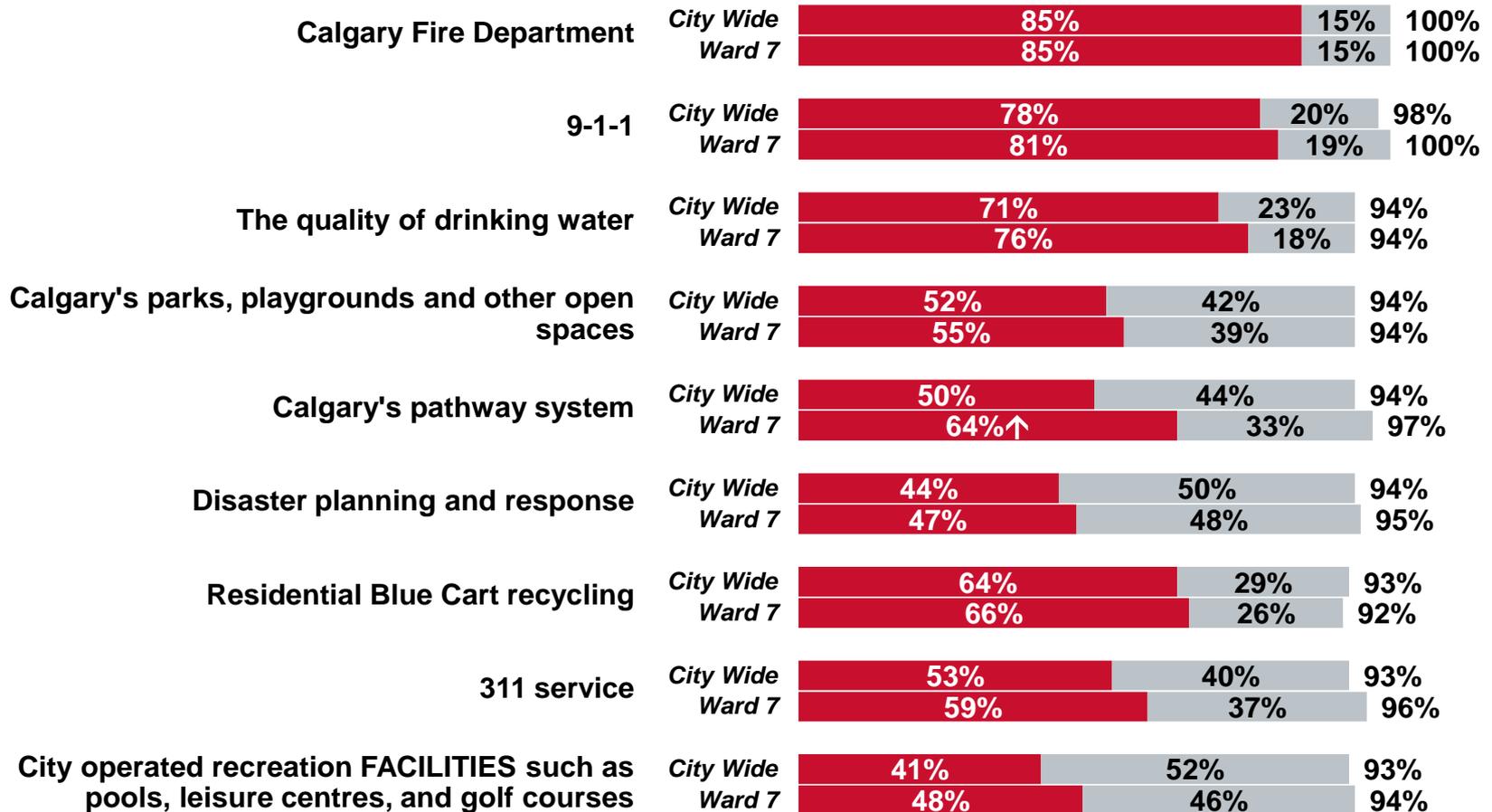
Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services

% Satisfied

■ Very satisfied ■ Somewhat satisfied



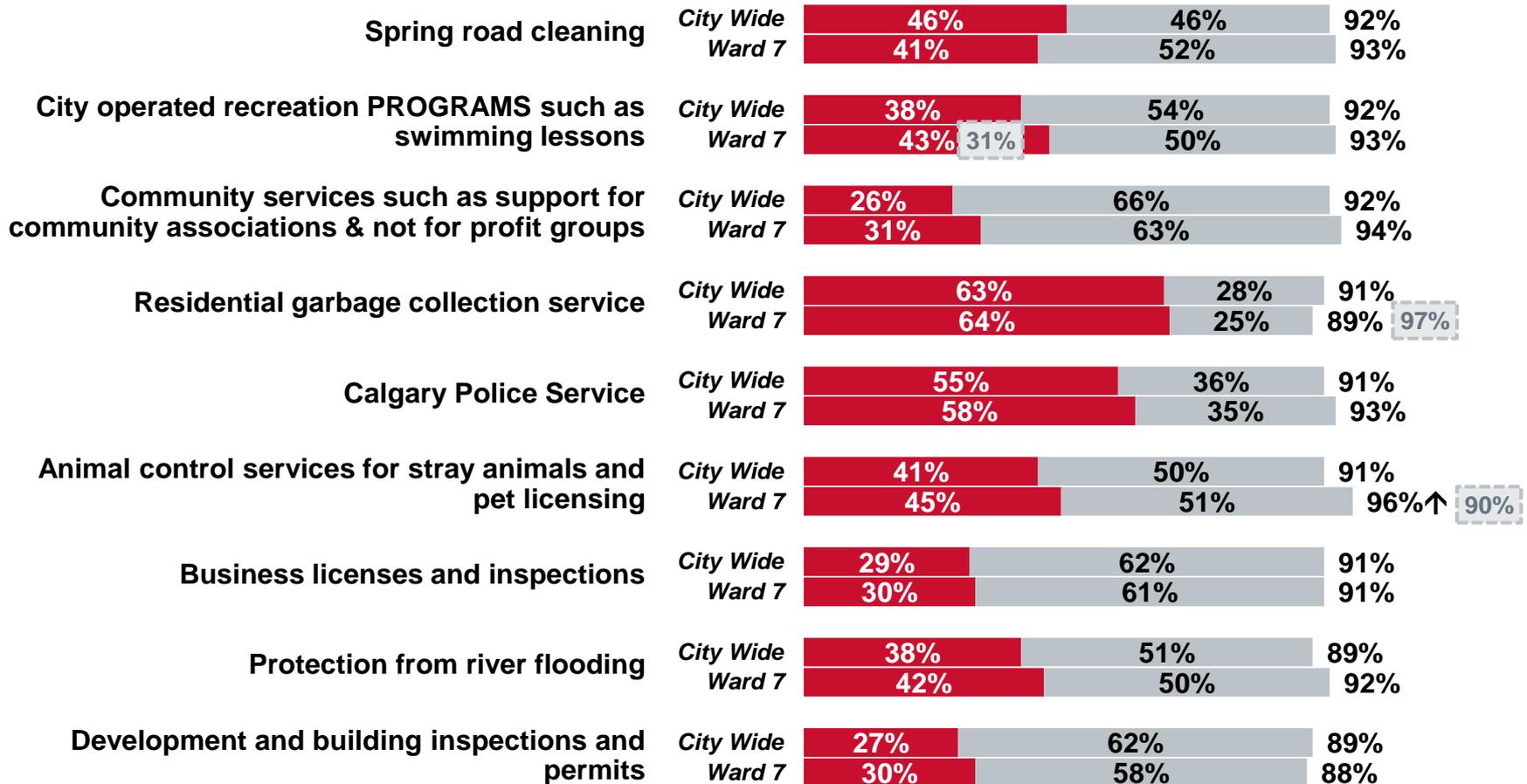
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*  
 Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied



Ward 7 2016

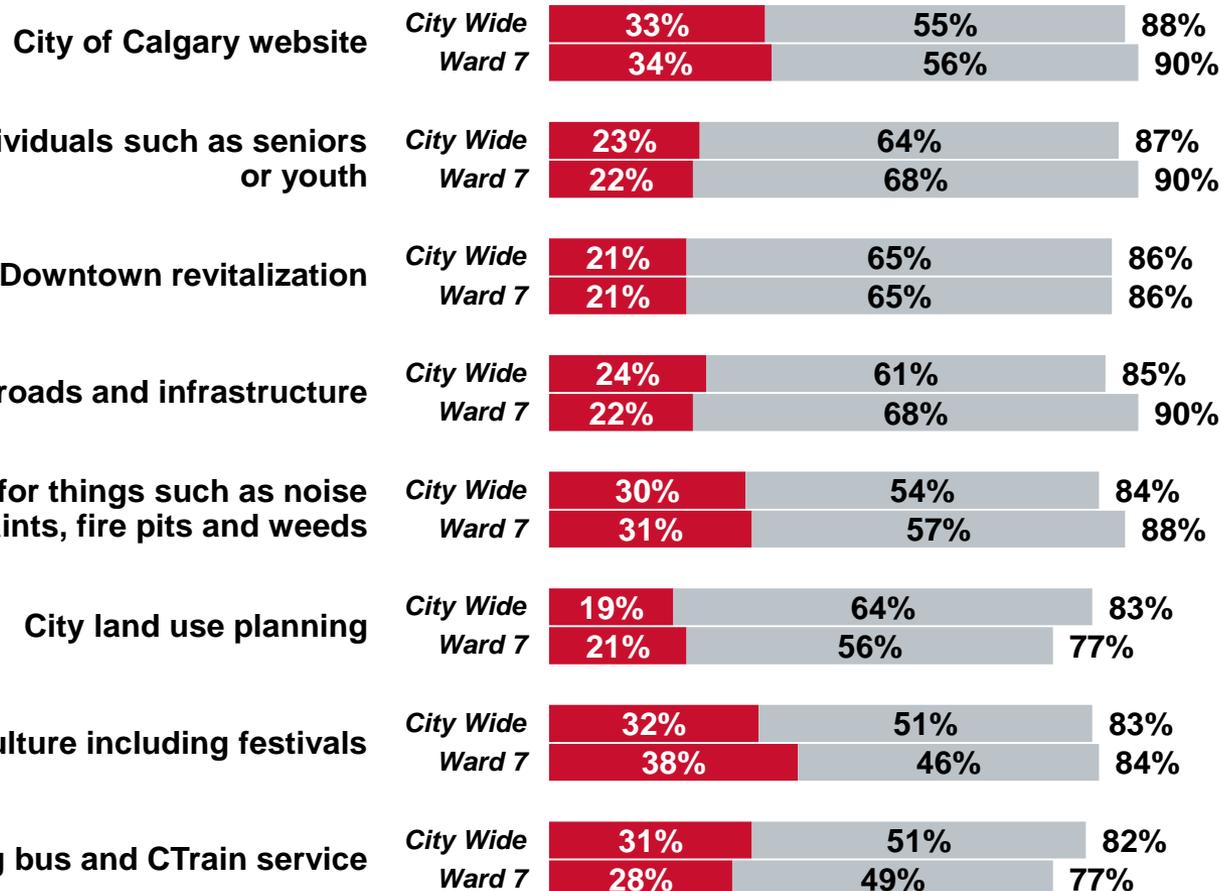
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)

% Satisfied

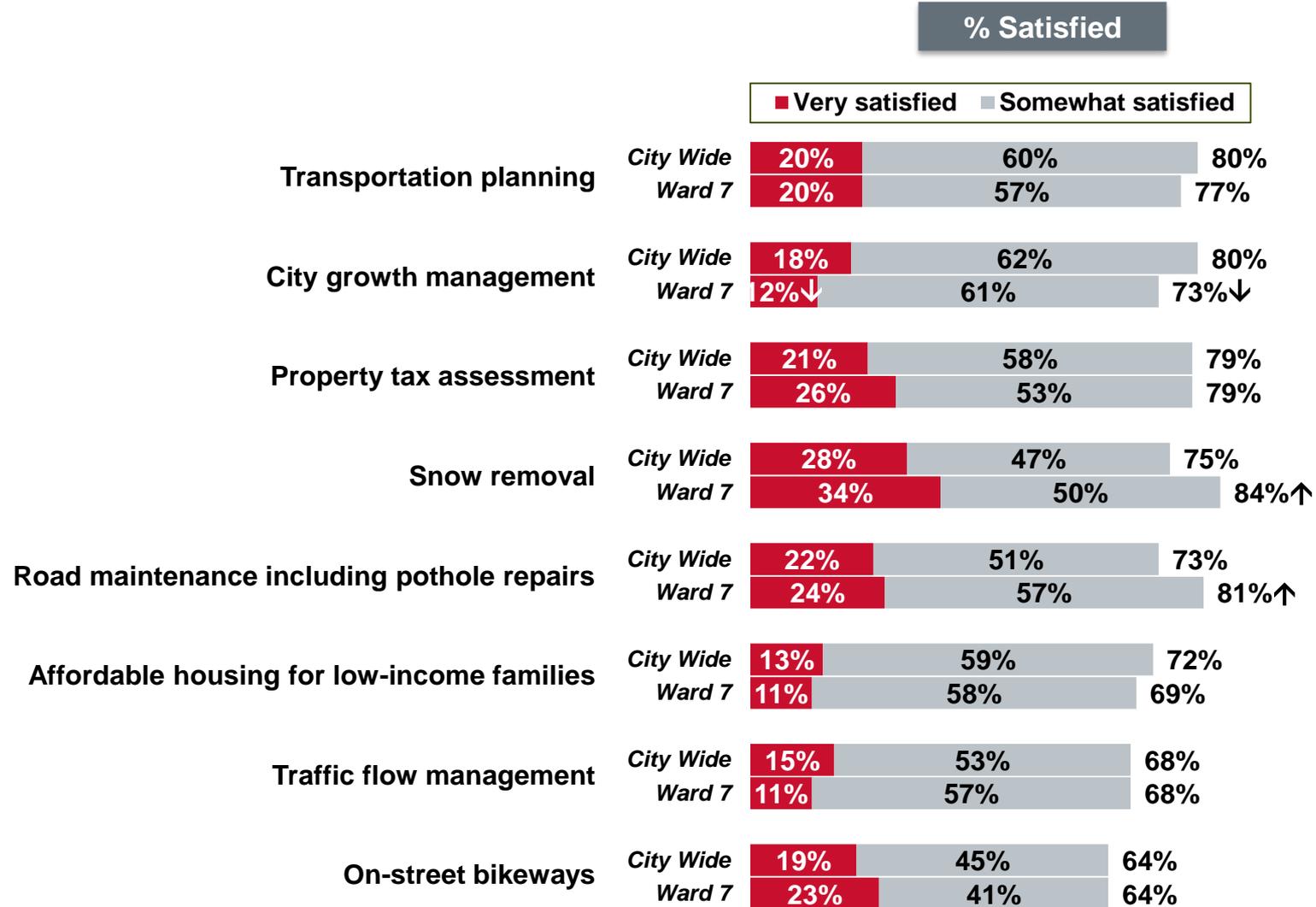
■ Very satisfied ■ Somewhat satisfied



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)



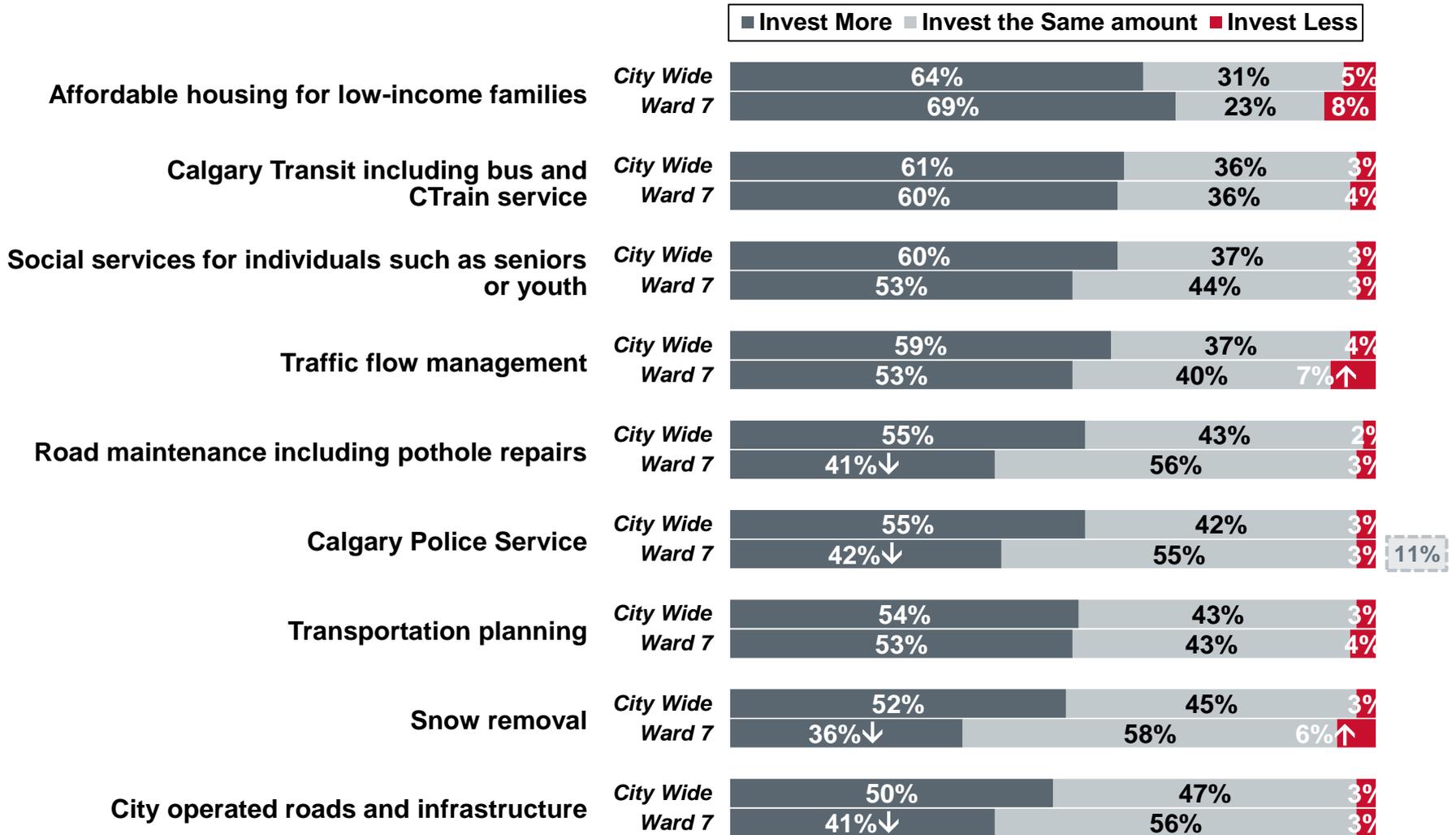
# Satisfaction with City Programs and Services (continued)



*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)



# Investment in City Programs and Services

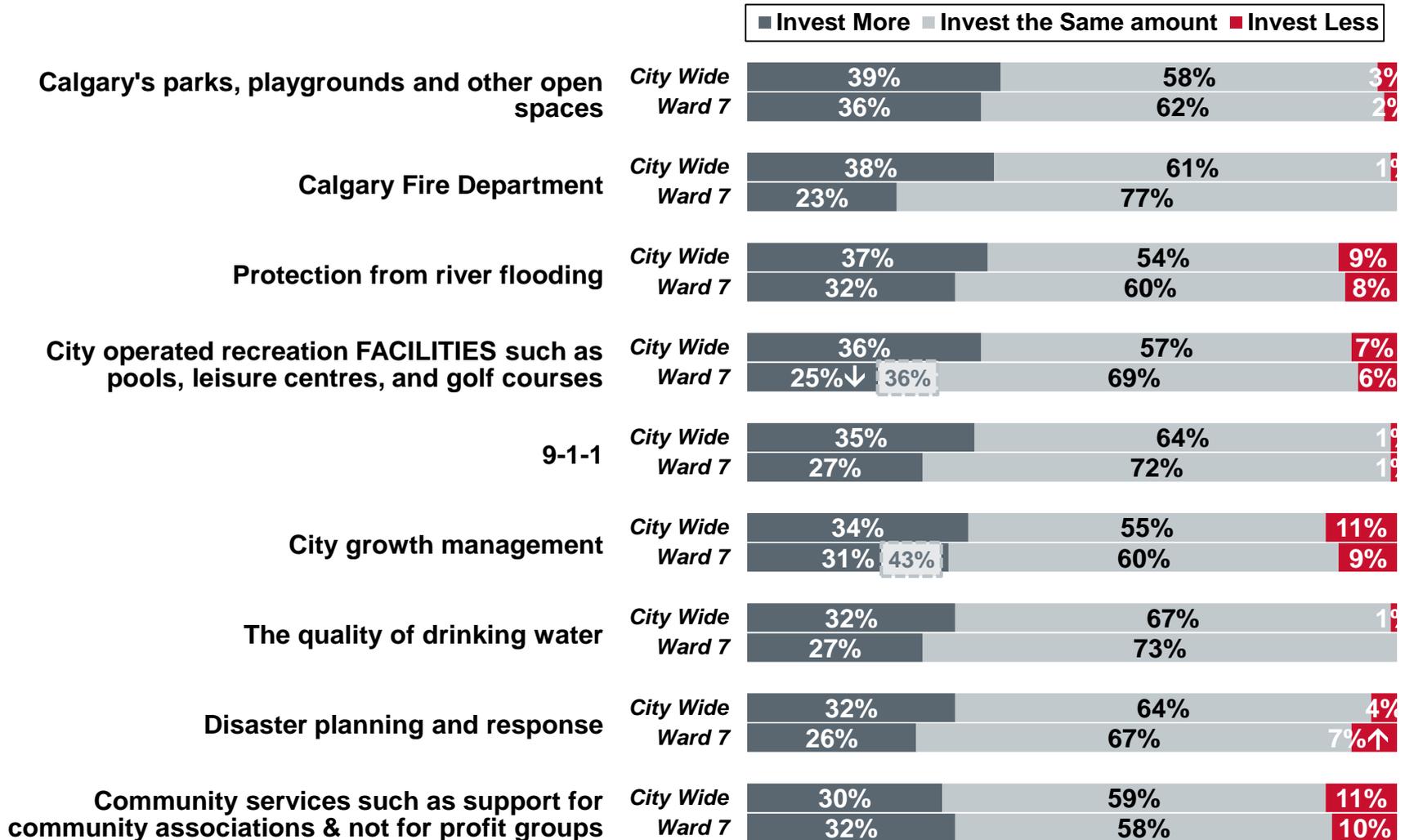


Ward 7 2016

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



# Investment in City Programs and Services (continued)



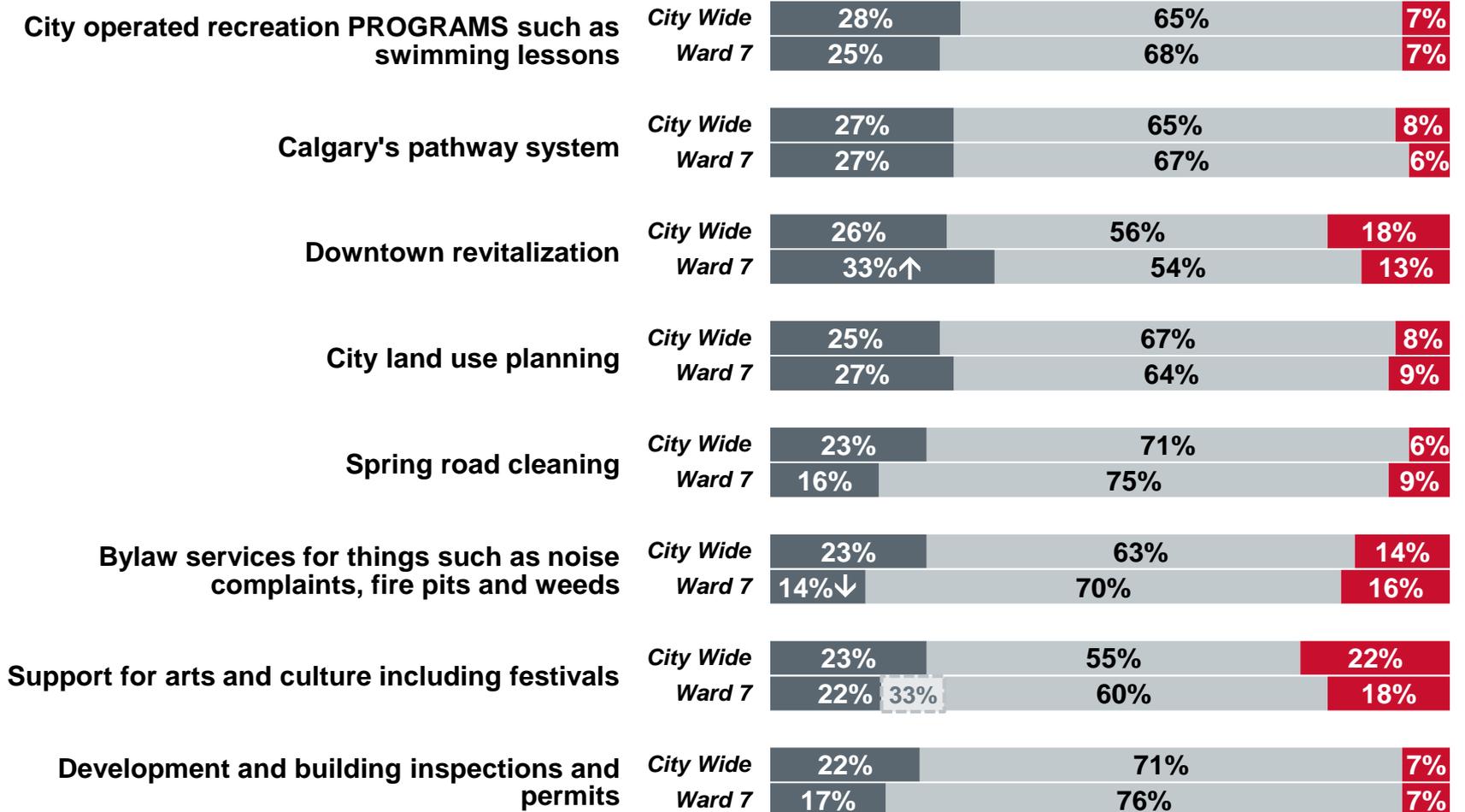
Ward 7 2016

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



# Investment in City Programs and Services (continued)

■ Invest More ■ Invest the Same amount ■ Invest Less



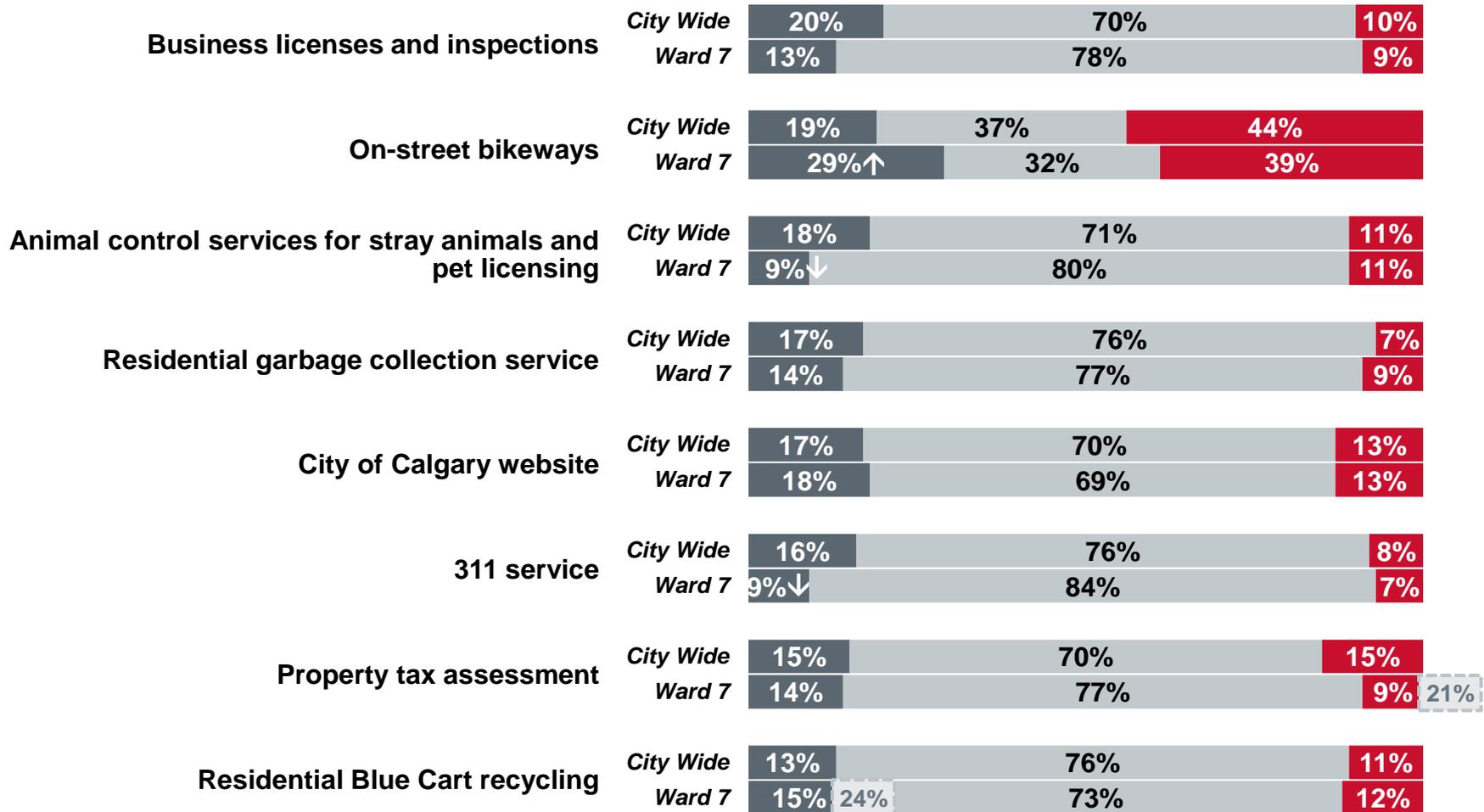
Ward 7 2016

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



# Investment in City Programs and Services (continued)

■ Invest More ■ Invest the Same amount ■ Invest Less

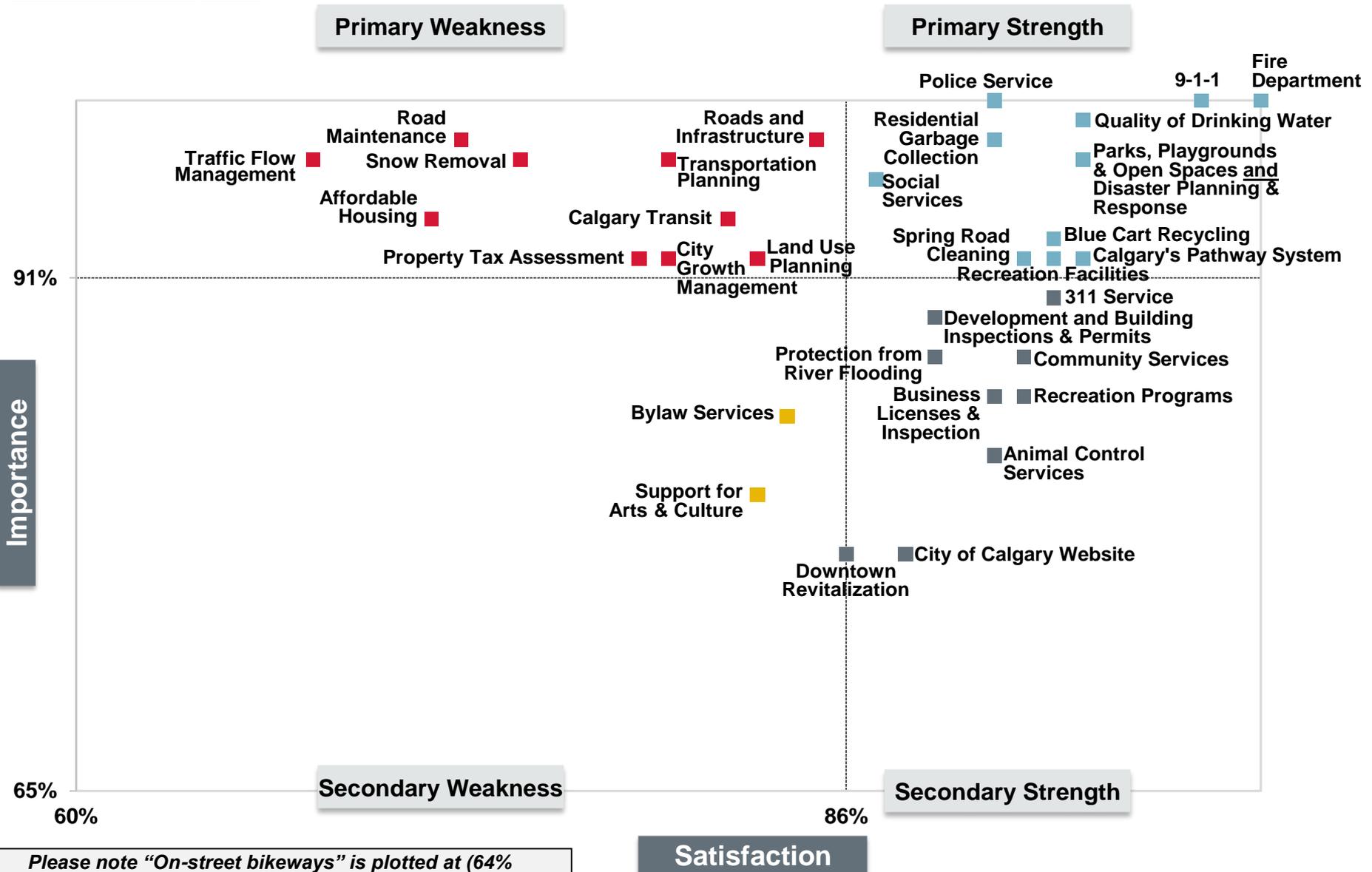


Ward 7 2016

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



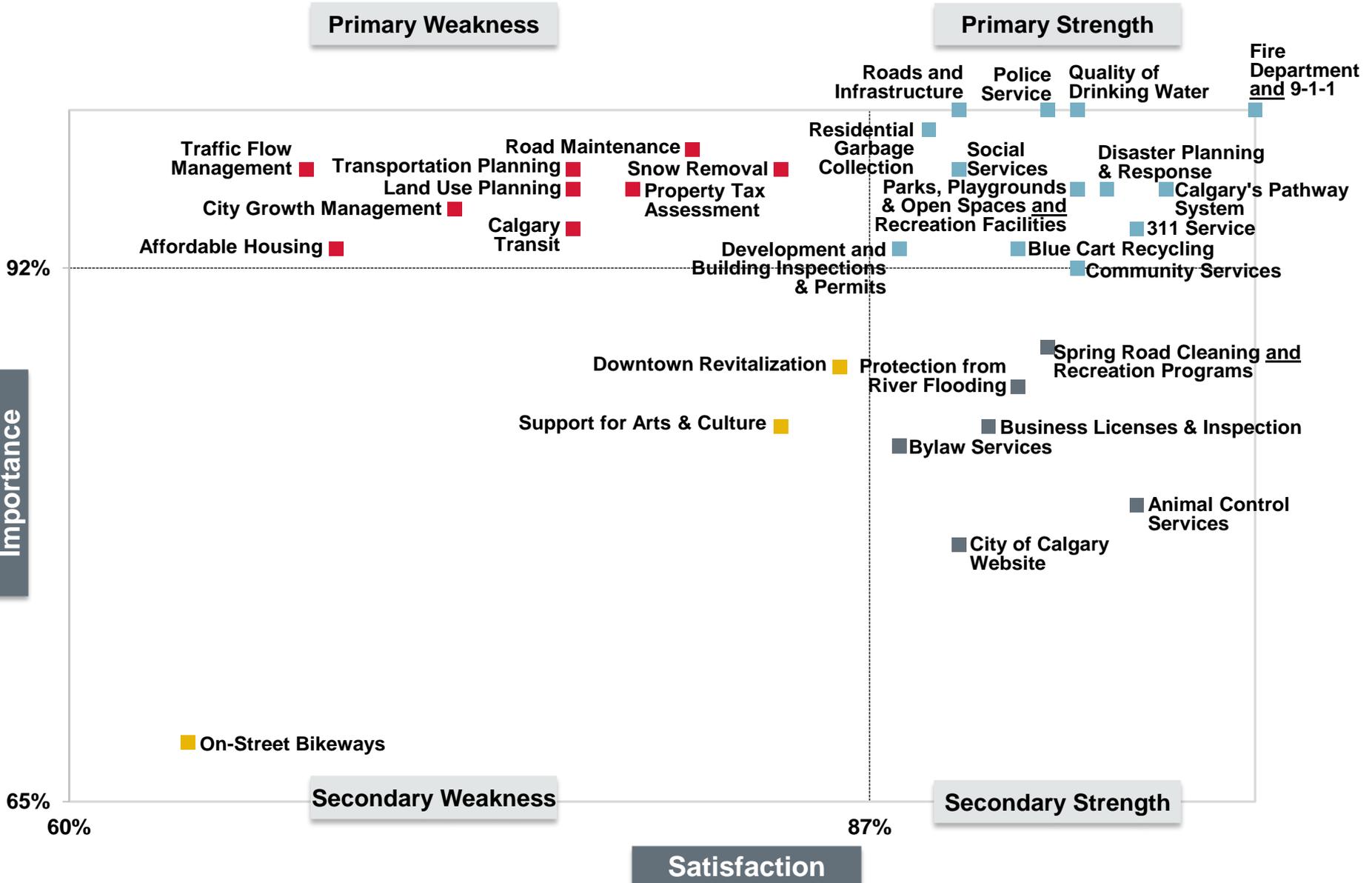
# Importance vs. Satisfaction Grid: City Wide



Please note "On-street bikeways" is plotted at (64% satisfaction, 55% importance) and not illustrated on this graph.



# Importance vs. Satisfaction Grid: Ward 7





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

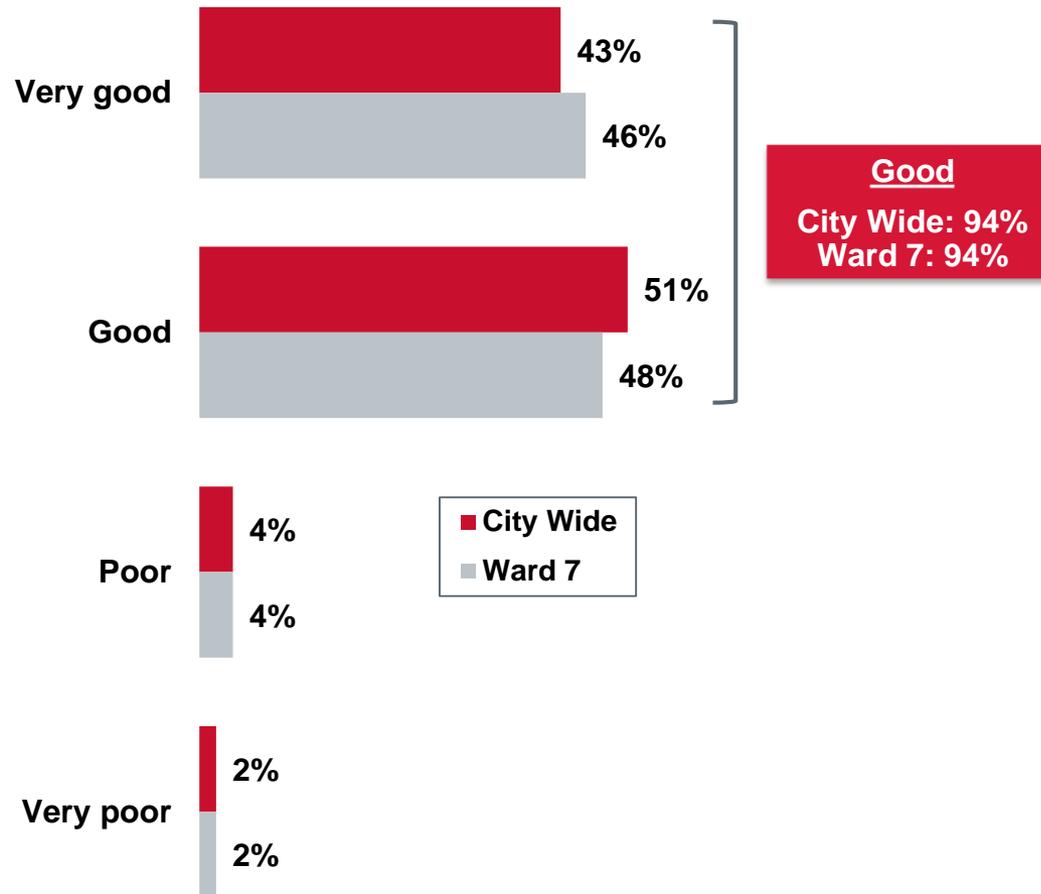


## Environmental Performance





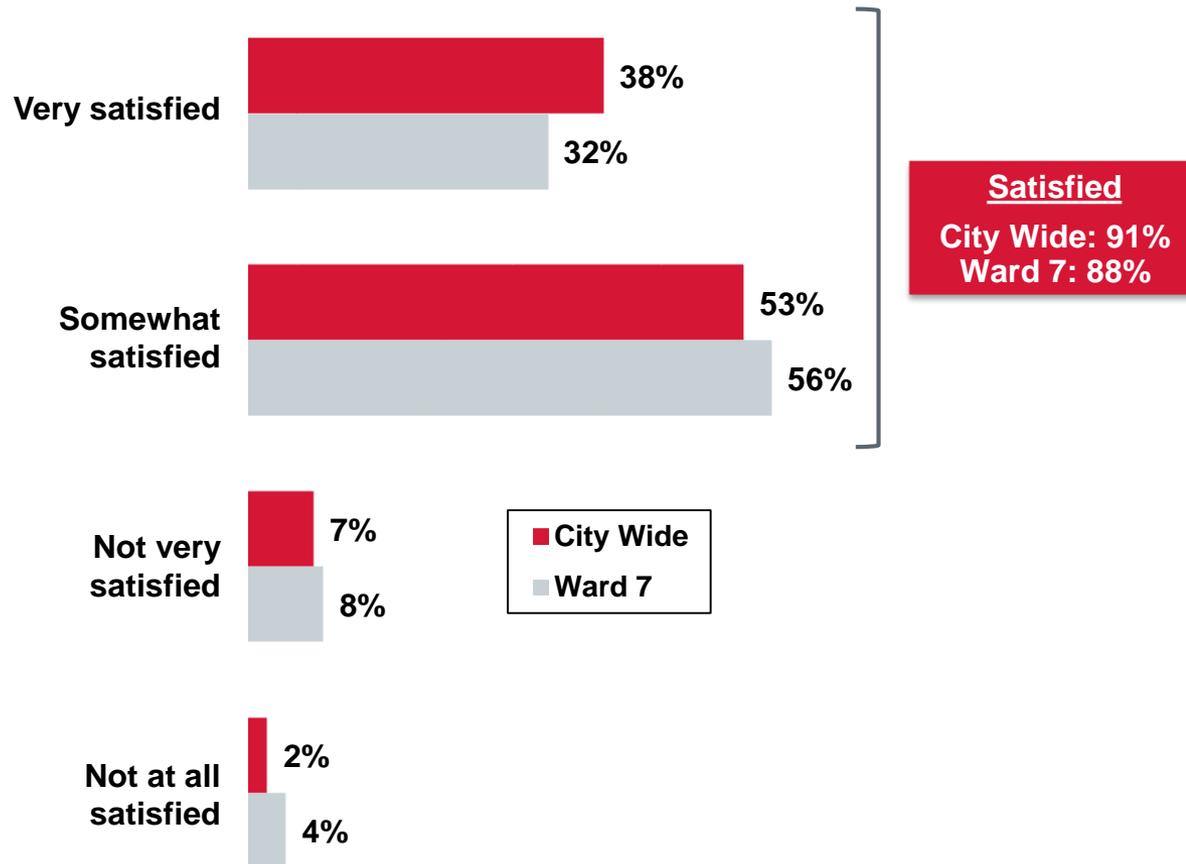
# Perceptions About Overall State of Calgary's Environment



*Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?*  
 Base: Valid respondents (City Wide: n=2,492 / Ward 7: n=166)



# Satisfaction with The City's Environmental Performance

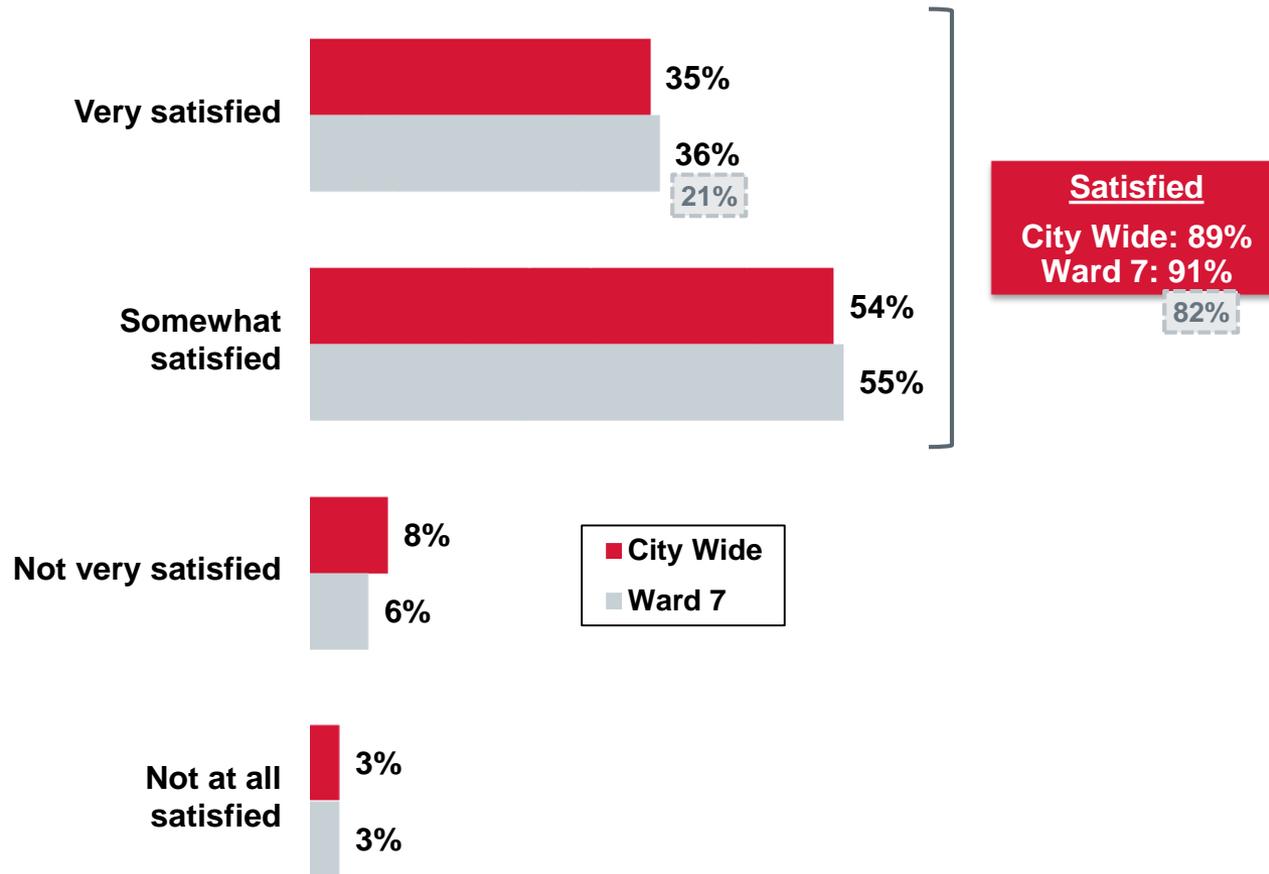


*How satisfied are you with the job The City of Calgary is currently doing to protect the environment?*

Base: Valid respondents (City Wide: n=2,484 / Ward 7: n=165)



# Satisfaction with The City's Environmental Programs and Services



Ward 7 2016

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

Base: Valid respondents (City Wide: n=2,478 / Ward 7: n=165)

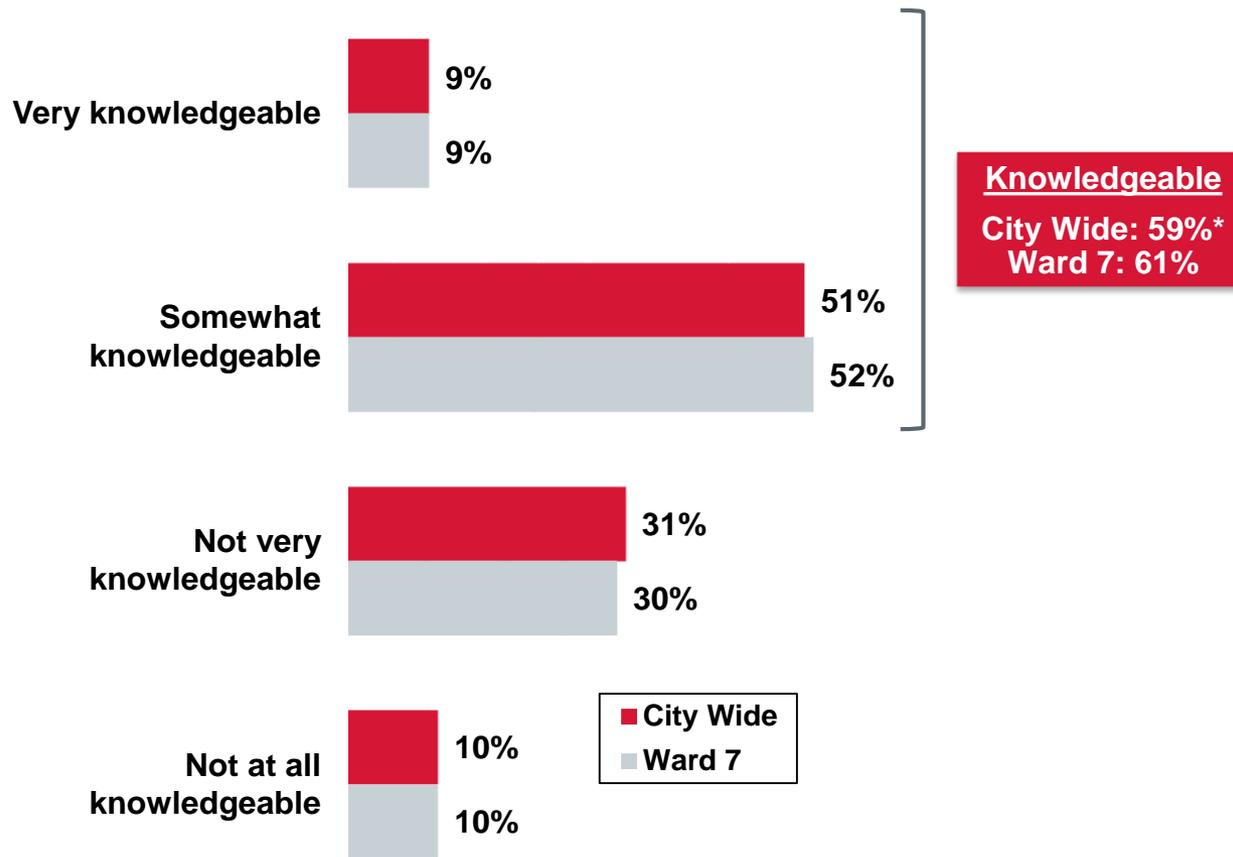


# Taxation





# Knowledge Levels of Tax Dollar Spending



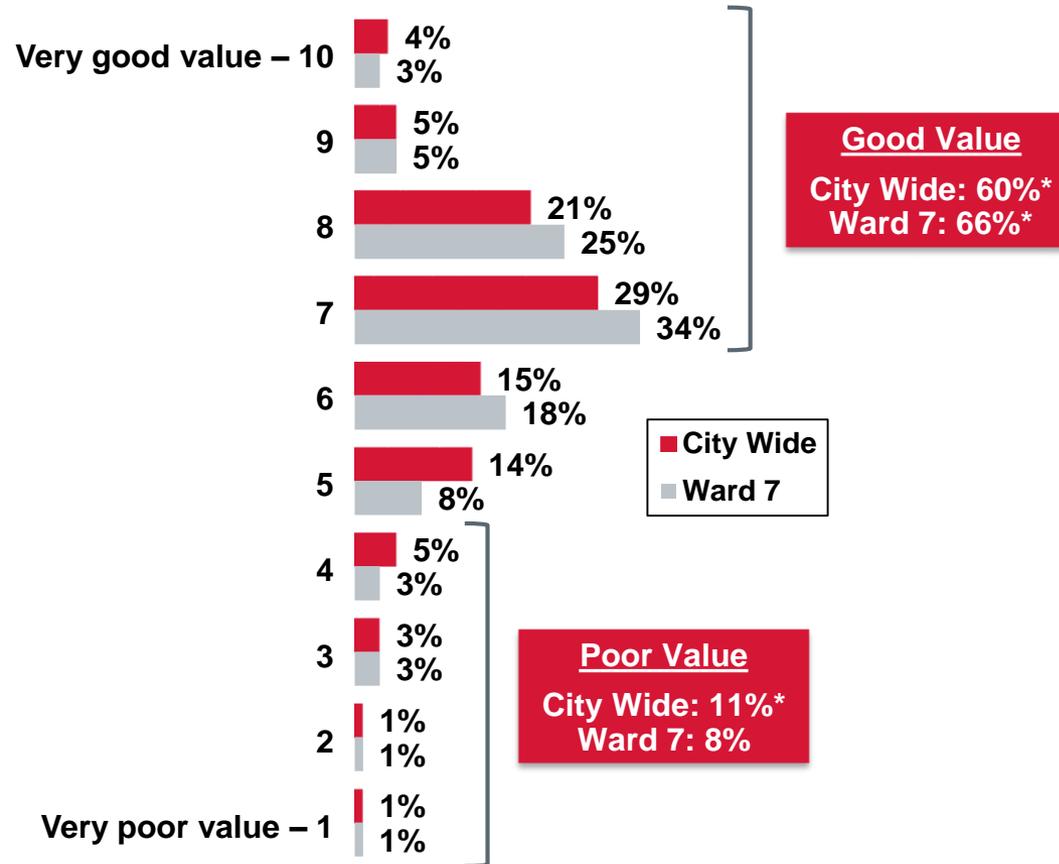
\*Rounding

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=2,494 / Ward 7: n=166)



# Perceived Value of Property Taxes



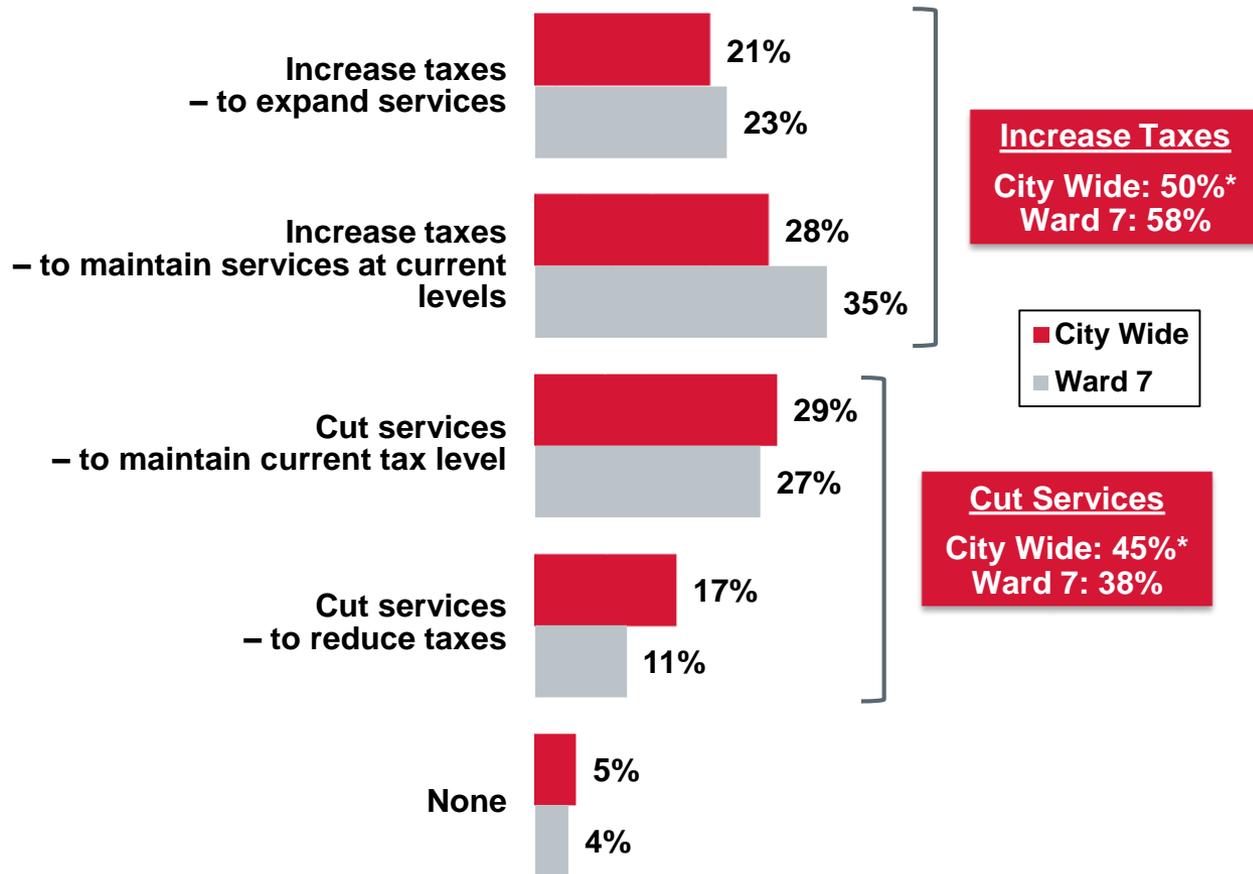
\*Rounding

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=2,467 / Ward 7: n=164)



# Balancing Taxation and Service Delivery Levels



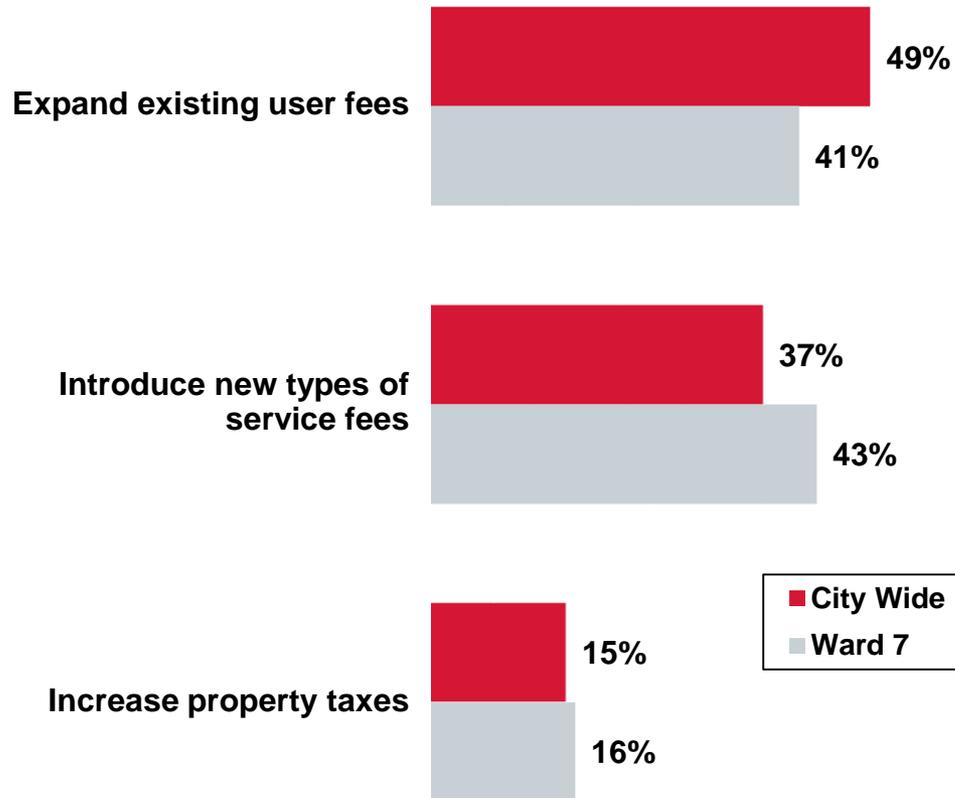
\*Rounding

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=2,459 / Ward 7: n=165)



# Options for Increasing City Revenue



■ City Wide  
■ Ward 7

*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 ...?*

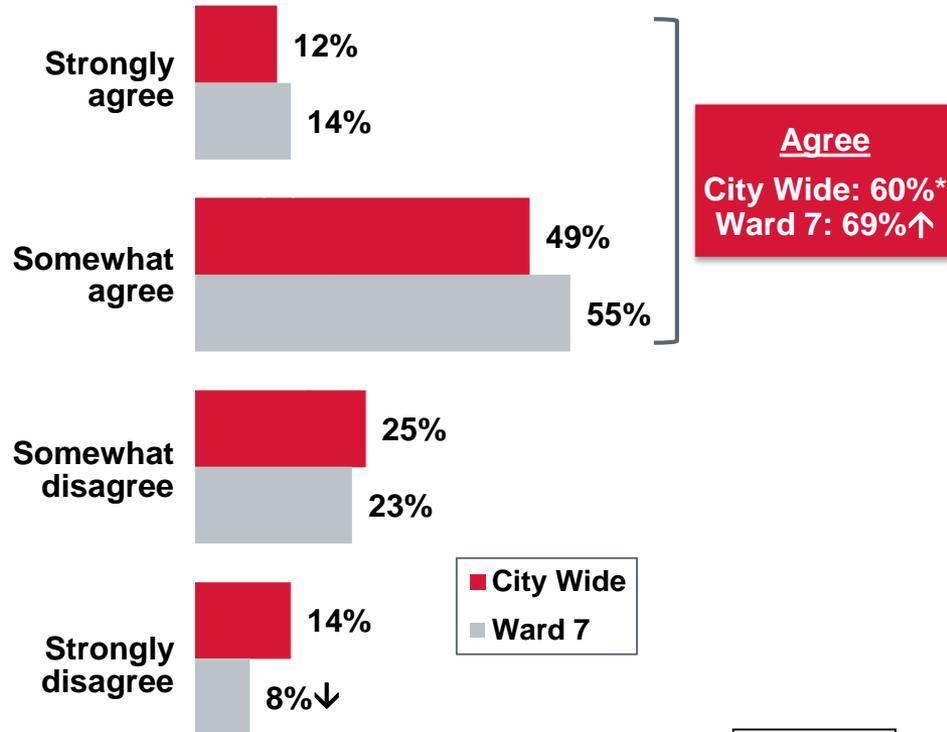
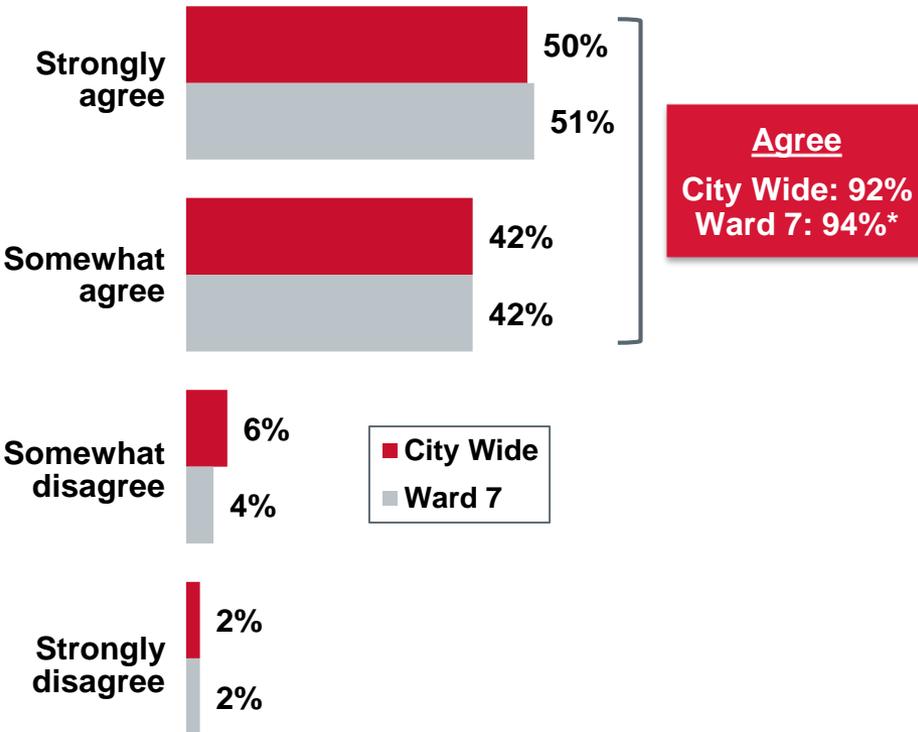
Base: Valid respondents (City Wide: n=2,365 / Ward 7: n=156)



# Property Tax Dollar Investment

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

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



\*Rounding

Base: Valid respondents (City Wide: n=2,488 / Ward 7: n=166)

Base: Valid respondents (City Wide: n=2,464 / Ward 7: n=163)

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

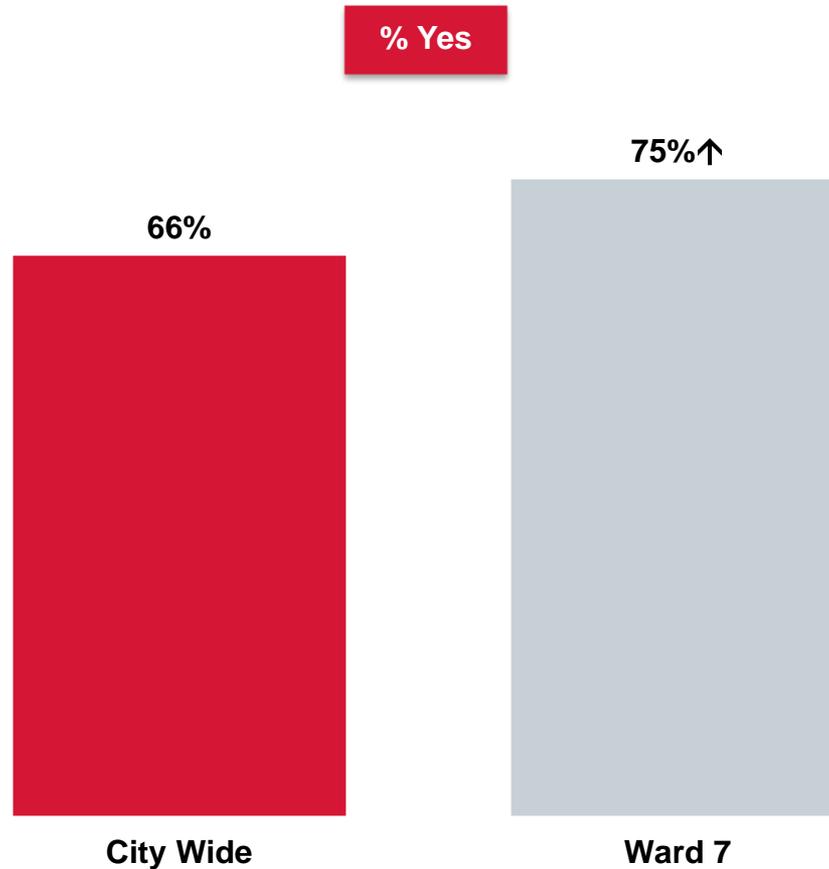


## Contact with The City





# Past 12 Months Contact with The City of Calgary

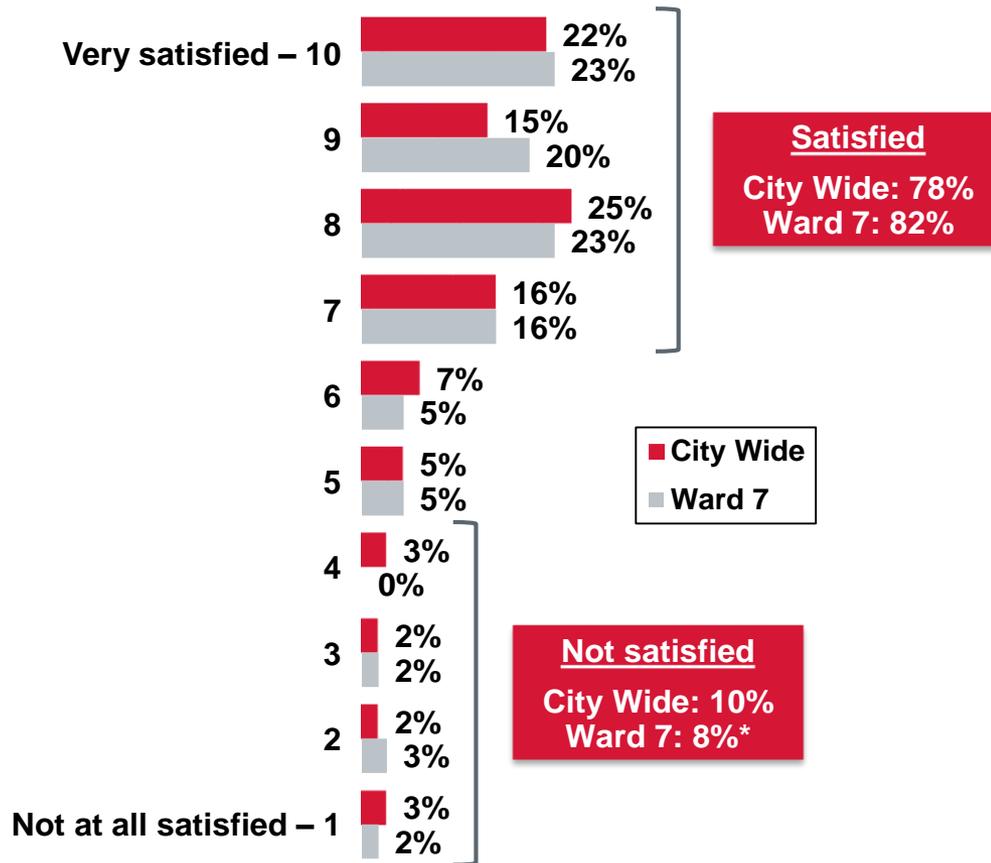


*Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?*

Base: Valid respondents (City Wide: n=2,494 / Ward 7: n=167)



# Satisfaction with the Overall Level and Quality of Customer Service



\*Rounding

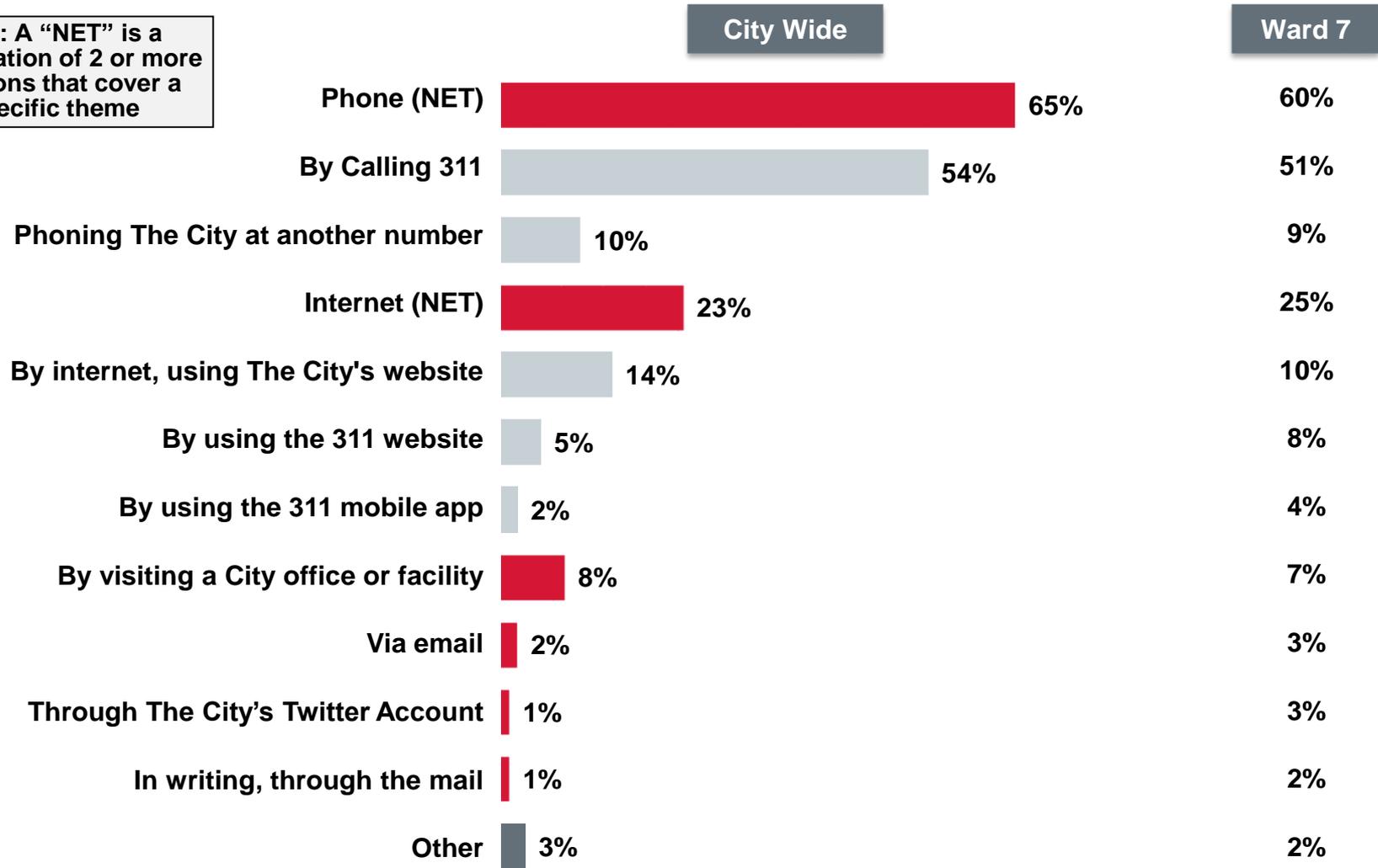
On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,649 / Ward 7: n=126)



# Type of Contact

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

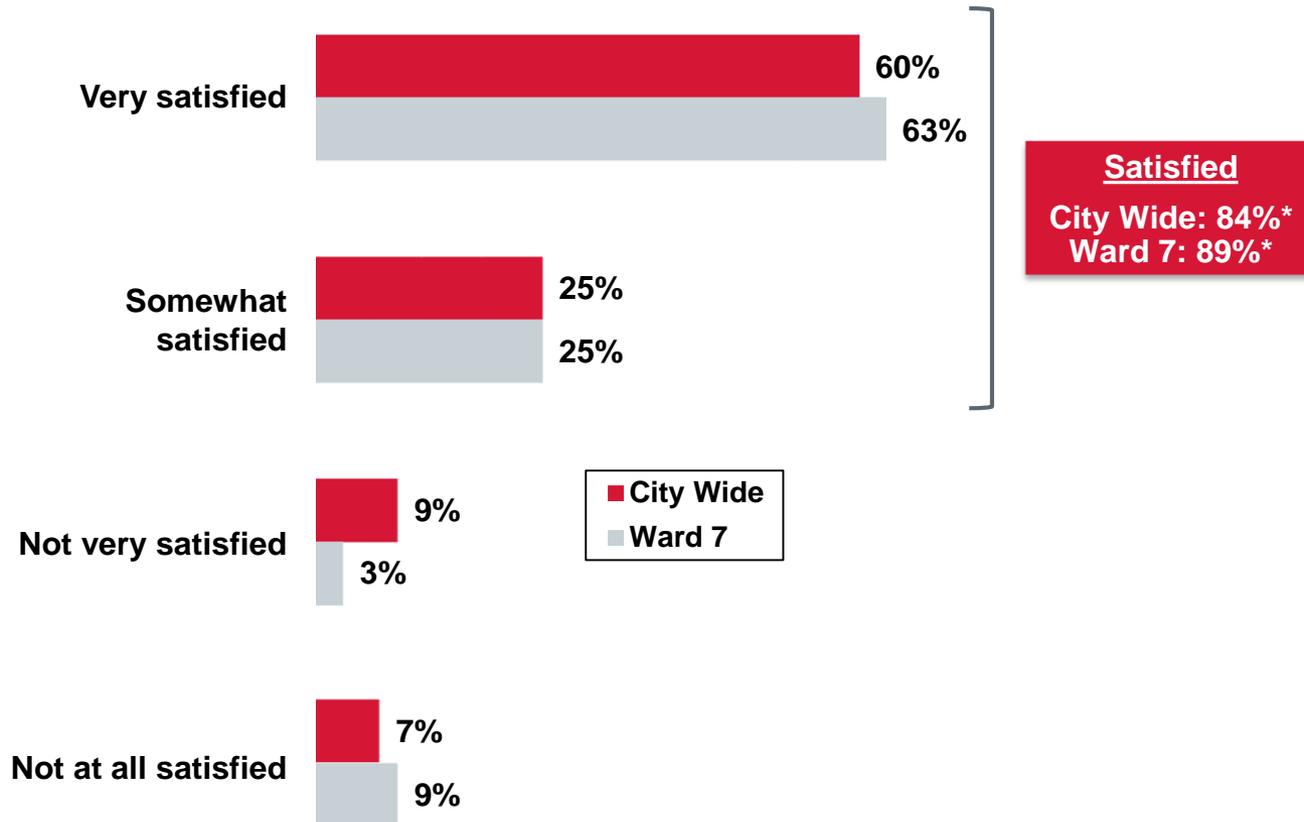


When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,084 / Ward 7: n=81)



# Satisfaction with Most Recent City Contact



\*Rounding

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

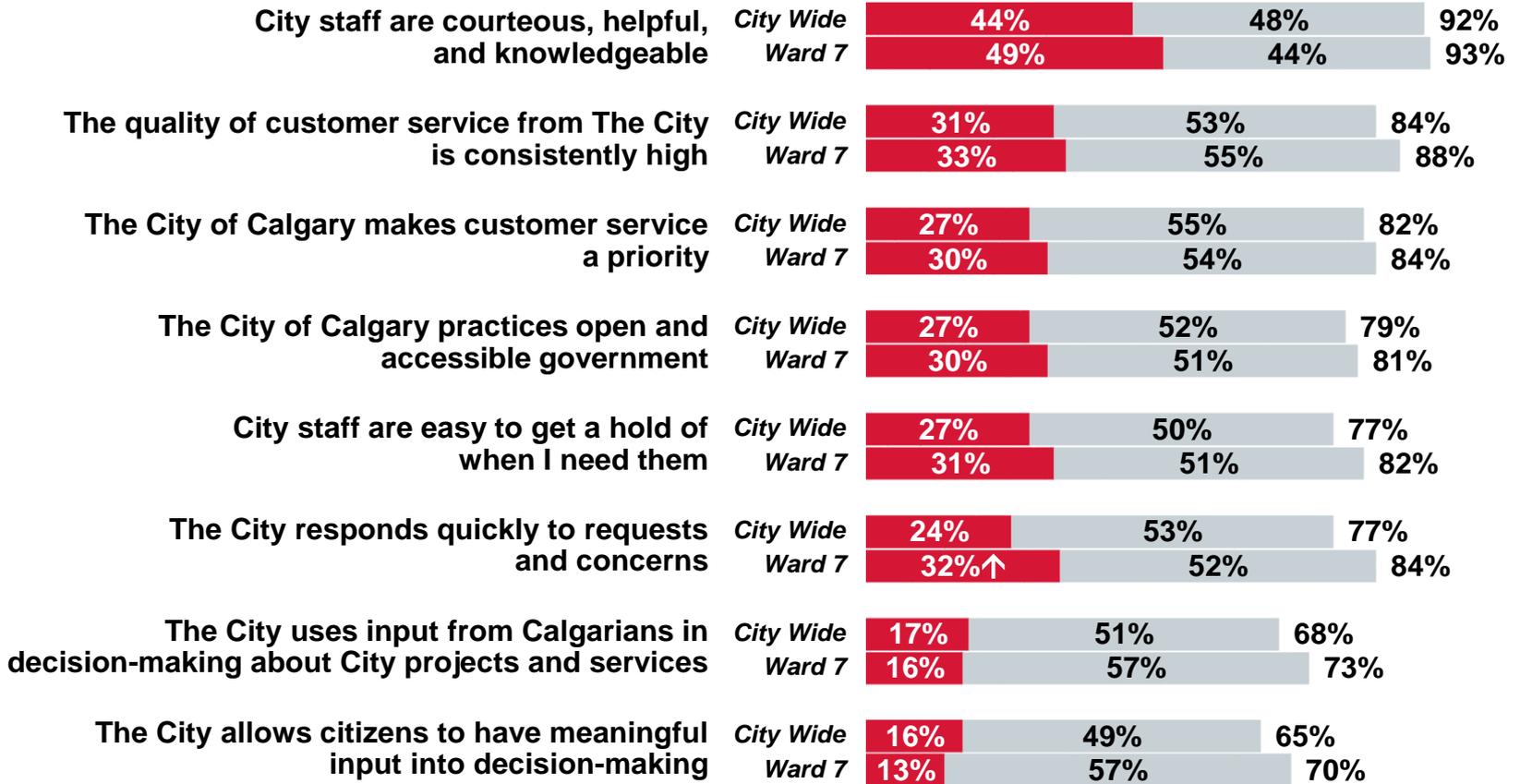
Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,085 / Ward 7: n=80)



# Attitudes Regarding City Service Delivery and Transparency

% Agree

■ 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 (Bases vary)

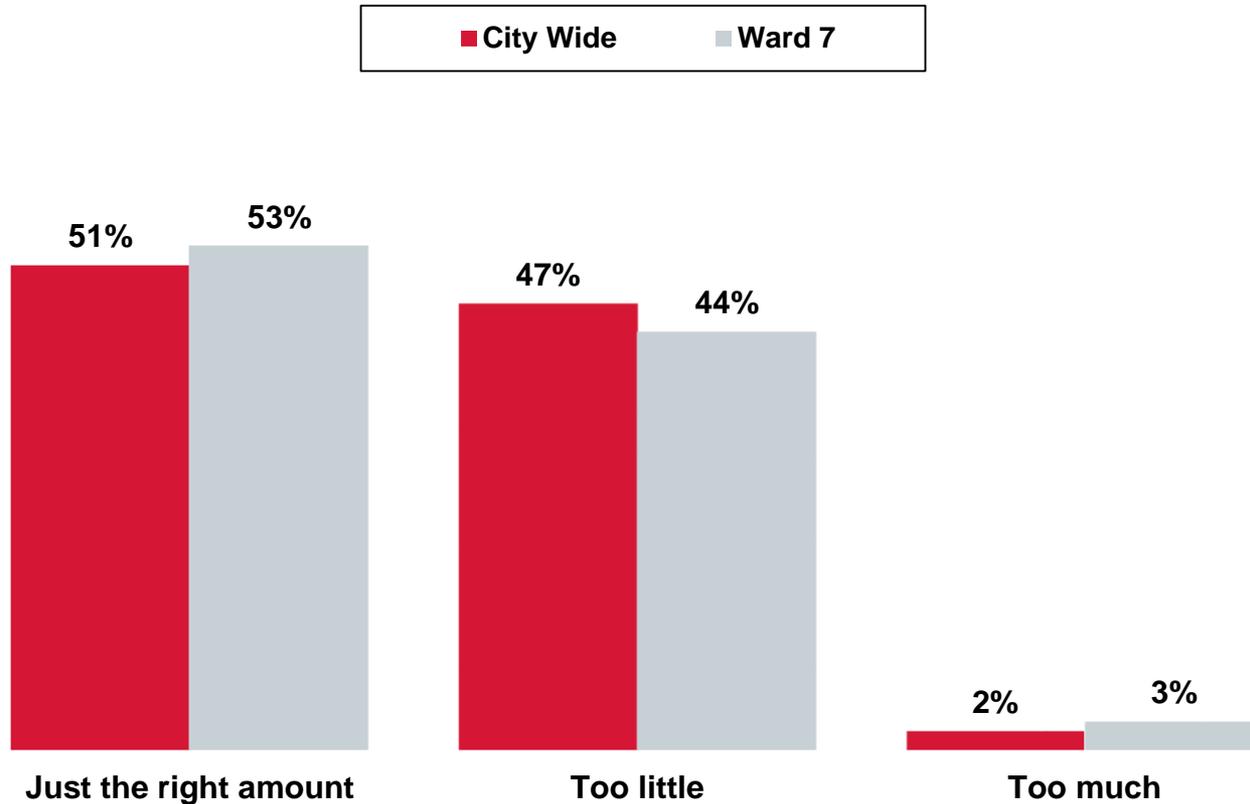


## City Communications





# The Amount of Information Received



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

Base: Valid respondents (City Wide: n=2,474 / Ward 7: n=164)



# Top Areas for Information from The City

Ward 7

Multiple Responses

<b>Budget &amp; Spending (NET)</b>	36%	36%
Taxes/ government spending	33%	32%
<b>Infrastructure, Traffic &amp; Roads (NET)</b>	32%	26%
Roads	13%	13%
Construction	6%	4%
Infrastructure (unspecified)	5%	3%
<b>Planning &amp; Development (NET)</b>	16%	22%
Planning/ future growth	9%	10%
Land use planning/ development	4%	8%↑
<b>Taxation (NET)</b>	16%	11%
Taxes/ taxation (unspecified)	10%	8%
Property taxes	5%	1%↓
<b>Transit (NET)</b>	15%	18%
Transit	7%	7%
Transportation (unspecified)	7%	11%
<b>Government (NET)</b>	12%	14%
<b>Recreation (NET)</b>	9%	9%
Recreation/ leisure centres/ programs	7%	7%
<b>Community &amp; Social Services (NET)</b>	9%	8%
City Services (NET)	8%	7%
Crime, Safety & Policing (NET)	8%	6%
Media (NET)	6%	8%
<b>Environment &amp; Waste Management (NET)</b>	5%	8%
City/ public art displays	5%	4%

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

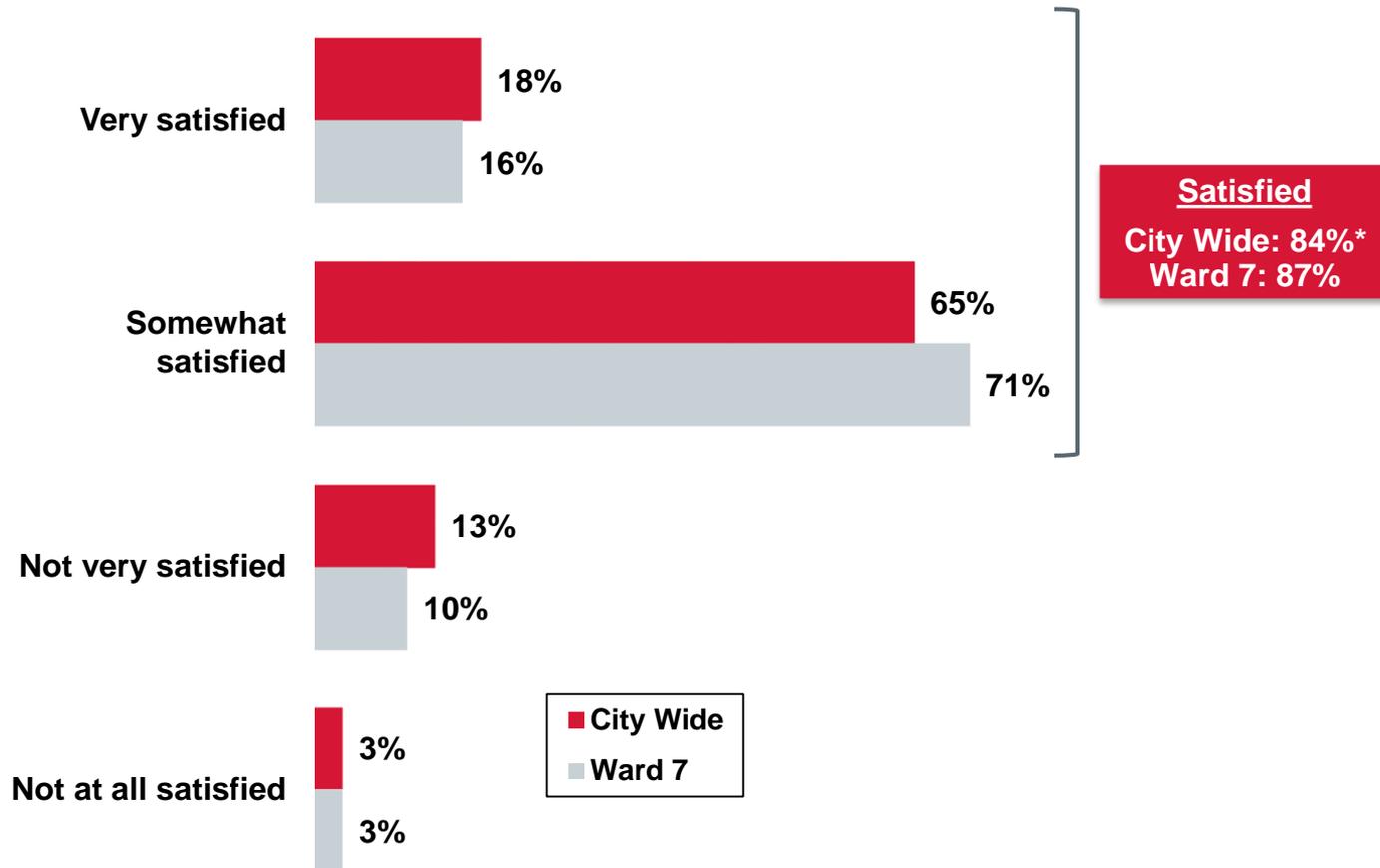
Total mentions <3% are not shown

What are the top three areas where you would like The City to provide more information?

Base: Valid respondents who say they receive too little or just the right amount of information (City Wide: n=2,172 / Ward 7: n=143)



# Satisfaction with the Overall Quality of City Information and Communications



\*Rounding

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

Base: Valid respondents (City Wide: n=2,484 / Ward 7: n=165)



## Demographics





## Gender

	City Wide	Ward 7
Male	49%	50%
Female	51%	50%

## Education

	City Wide	Ward 7
Completed high school or less	18%	13%
Some post secondary or completed a college diploma	35%	22%
Completed university degree or post-grad degree	47%	65%

## Age

	City Wide	Ward 7
18 to 24	13%	11%
25 to 34	20%	24%
35 to 44	17%	16%
45 to 54	20%	19%
55 to 64	14%	11%
65 or older	16%	20%
<i>Mean</i>	<i>45</i>	<i>46</i>

## Income

	City Wide	Ward 7
Less than \$30,000	7%	9%
\$30,000 to <\$45,000	9%	6%
\$45,000 to <\$60,000	11%	7%
\$60,000 to <\$75,000	8%	5%
\$75,000 to <\$90,000	9%	9%
\$90,000 to <\$105,000	10%	10%
\$105,000 to <\$120,000	10%	8%
\$120,000 to <\$150,000	14%	14%
\$150,000 or more	23%	32%

Base: Valid respondents (Bases vary)



## Tenure in Calgary

	City Wide	Ward 7
Less than 5 years	7%	7%
5 to less than 10 years	9%	9%
10 to less than 15 years	11%	12%
15 to less than 20 years	12%	12%
20 to less than 30 years	24%	20%
30 to less than 40 years	16%	16%
40 or more	21%	24%
<i>Mean</i>	26	27

## Household Size

	City Wide	Ward 7
1	13%	21%
2	31%	36%
3	19%	15%
4	22%	17%
5 or more	15%	11%
<i>Mean</i>	3.0	2.7

## Children and Seniors in Household

	City Wide	Ward 7
Yes - Children	36%	32%
Yes - Seniors	17%	14%

## Type of Home

	City Wide	Ward 7
Single-detached house	71%	53%
Apartment or apartment-style condominium	13%	19%
Duplex, triplex or fourplex	8%	20%
Townhouse or rowhouse	7%	6%
Another type of multi-dwelling unit	1%	3%

## Own or Rent

	City Wide	Ward 7
Own	76%	67%
Rent	21%	30%
Other	-	-
Neither	2%	3%

## Responsible for Property Taxes

	City Wide	Ward 7
Yes	84%	87%
No	16%	13%

Base: Valid respondents (Bases vary)



# Respondent Characteristics

## Born in Canada

	City Wide	Ward 7
Yes	74%	82%
No	26%	18%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=645)	Ward 7 (n=29*)
Less than 12	28%	38%
12 to 17	13%	3%
18 or older	59%	59%
No response	1%	-

## Ethnic Background

	City Wide	Ward 7
Caucasian/ White	24%	33%
British	20%	18%
Canadian/ French Canadian	17%	15%
Western European	12%	13%
Southern or Eastern European	9%	8%
East or Southeast Asian	9%	8%
South Asian	6%	3%
Central/ South American or Caribbean	2%	2%
West Asian or Middle Eastern	2%	1%
African	2%	2%
Aboriginal/ First Nations/ Metis	2%	2%

## Disability

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

## Visible Minority

	City Wide	Ward 7
Yes	23%	19%
No	77%	81%

Base: Valid respondents (Bases vary)



## Contact

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