

**Calgary**



# 2015 Citizen Satisfaction Survey

## Ward 7 Report



**Ipsos Public Affairs**

### Prepared for The City of Calgary by:

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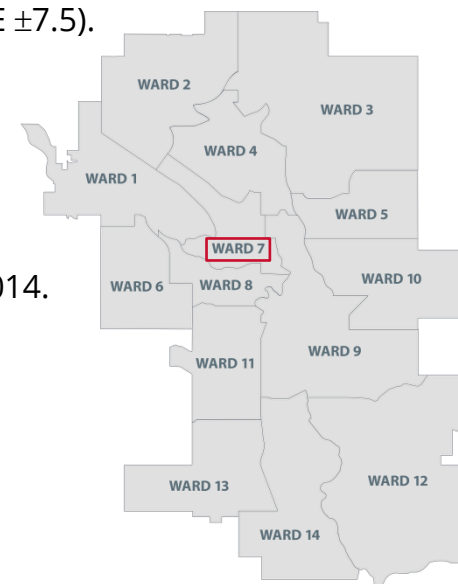
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- ◆ Telephone survey conducted with a randomly selected sample of 2,452 Calgarians aged 18 years and older between August 20th and September 10th, 2015.
  - ❖ Both landline (70%) and cell phone (30%) sample were used.
  - ❖ The average interview length was 30 minutes.
- ◆ Final data were weighted to ensure the overall sample's quadrant, ward and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2011 Federal Census data.
- ◆ The margin of error (MOE) for the total sample of 2,452 is  $\pm 2.0$  percentage points, 19 times out of 20.
  - ❖ A total of 172 interviews were conducted with residents of Ward 7 (MOE  $\pm 7.5$ ).
- ◆ Research note on significant differences.
  - ❖ Throughout, City Wide results are compared to results from Ward 7.
    - ↑ indicates number is significantly higher than City Wide.
    - ↓ indicates number is significantly lower than City Wide.
  - ❖ Where possible, 2015 results for Ward 7 are compared to those from 2014.
    - Only significant differences are shown.







## Summary of Key Findings



## Summary of Key Findings

**Ward 7 residents continue to express positive views of the quality of life in Calgary. While perceptions of overall quality of life are on par with City wide results, Ward 7 residents differ from the broader Calgary public on several sustainability metrics.**

- ◆ In line with City wide results (86%), 85% of Ward 7 residents say the quality of life in Calgary is good.
- ◆ However, Ward 7 residents are significantly less likely to agree with the statements 'I am proud to be a Calgarian' (85% vs. 90% City wide) and 'The City of Calgary municipal government fosters a city that is inclusive and accepting of all' (72% vs. 80%).
- ◆ Conversely, Ward 7 residents are significantly more likely to say they *completely* agree with the statement 'I am proud to live in my neighbourhood' (41% vs. 31%).
- ◆ Compared to 2014, there has been a 14 percentage point decrease in Ward 7 residents' agreement with the statement 'Calgary is a great place to make a living' (76% in 2015 vs. 90% in 2014).

## Summary of Key Findings

**Consistent with City Wide results, *"infrastructure, traffic and roads"* is in the top position on the 2015 Ward 7 issue agenda, though gains are seen, particularly in the area of snow removal.**

- ◆ Four-in-ten (39%) Ward 7 residents say *"infrastructure, traffic and roads"* is an important issue. This is on par with City wide results (36%).
  - ❖ Within this broader category, mentions of *"infrastructure maintenance/improvement/development"* are significantly higher than City wide (14% vs. 9%).
  - ❖ However, compared to one year ago, significantly fewer Ward 7 residents this year mention *"road conditions/roads"* (6% vs. 12% 2014) and *"lack of snow removal"* (1% vs. 8% 2014).
- ◆ It is also notable that significantly fewer Ward 7 residents cite improvements to *"transportation"* as an action The City could take to improve the quality of life (25% in 2015 vs. 36% in 2014).
- ◆ Further, *very satisfied* ratings are significantly higher than both current City wide and 2014 Ward 7 results for:
  - ❖ Snow removal – 40% versus 27% City wide, and up from 28% in 2014; and,
  - ❖ Road maintenance – 30% versus 23% City wide, and up from 20% in 2014.
- ◆ Also of note, invest *more* ratings for snow removal are significantly lower among Ward 7 residents (39% vs. 54% City wide), and down from 2014 (53%).
- ◆ Finally, City operated roads and infrastructure emerges as a 'primary strength' in the Ward 7 importance versus satisfaction analysis (whereas it is a 'primary weakness' City wide).

## Summary of Key Findings

**As with City wide “transit” continues to hold second place on the Ward 7 issue agenda – there are, however, some notable differences from City wide findings.**

- ◆ While 12% of City wide residents mention “education”, only 5% of Ward 7 residents raise this as an important issue.
  - ❖ “Education” mentions among Ward 7 residents have dropped significantly this year as compared to 2014 (5% vs. 14%).
- ◆ However, Ward 7 residents are more likely than the broader Calgary public to mention both “growth and planning” (11% vs. 4%) and “budget and spending” (7% vs. 4%).

**Downtown revitalization is a more prominent issue for Ward 7 residents compared to the broader Calgary public.**

- ◆ Four-in-ten (40%) Ward 7 residents say downtown revitalization is *very* important, significantly higher than 32% City wide.
- ◆ Further, invest *more* ratings are significantly higher (32% vs. 25% City wide).
- ◆ And, one-third (33%) are *very* satisfied, higher than City wide (25%), and up 15 percentage points from 2014 (18%).

# Summary of Key Findings

**Among Ward 7 residents, a number of notable differences and changes are seen with regard to recreation and community services.**

- ◆ More than two-in-ten (22%) Ward 7 residents cite improvements to *"recreation and community services"* as an action The City could take to improve the quality of life. While this is on par with City wide (17%), it represents an 11 percentage point increase from 2014 (11%).
  - ❖ Mentions of *"building of community centres/recreation facilities"* is also up (9% vs. 1% in 2014).
  - ❖ It is interesting then that invest *more* ratings for City operated recreation facilities is significantly lower among Ward 7 residents (29%) than City wide (38%).
- ◆ The importance of social services for individuals such as seniors and youth is also up from one year ago (99% vs. 89% important, and 80% vs. 67% *very* important).
- ◆ Components of recreation where Ward 7 residents differ from the broader Calgary public are:
  - ❖ Calgary's pathway system – *Very* important ratings are significantly higher than City wide (69% vs. 58%), as are satisfaction ratings (60% vs. 50% *very* satisfied).
  - ❖ Bike lanes on streets – More than six-in-ten (61%) Ward 7 residents rate this as important (vs. 53% City wide), with 36% saying bike lanes are *very* important (vs. 25% City wide).
  - ❖ Calgary's parks, playgrounds and other open spaces – Close to two thirds (64%) of Ward 7 residents are *very* satisfied compared to 54% City wide.



## Summary of Key Findings

### Ward 7 residents are comparatively less satisfied with The City's environmental performance.

- ◆ More than eight-in-ten (85%) Ward 7 residents say they are satisfied with the job The City is doing to protect the environment – while still very high, this is significantly lower than City wide (91%).
- ◆ Also, although the vast majority (95%) of Ward 7 residents rate the overall state of Calgary's environment as good, this is down significantly from 99% in 2014.

### Ward 7 residents' appetite for tax increases has dropped significantly this year.

- ◆ When asked to choose between increasing taxes to expand or maintain service levels, or cut services to maintain or reduce taxes, just 54% of Ward 7 residents opt for tax increases – down 16 percentage points from 2014 (70%).
  - ❖ Conversely, 41% of Ward 7 residents would opt for cutting services, significantly higher than 2014 (24%).
- ◆ Ward 7 residents are significantly less likely than the broader Calgary public to agree with the statement 'I am interested in knowing how my property tax dollars are invested in various City services' (85% vs. 93%).
  - ❖ At the same time, a greater proportion of Ward 7 residents say they *strongly* agree with the statement 'The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services' (19% vs. 13%).

## Summary of Key Findings

### **Fewer Ward 7 residents report contacting The City this year as compared to 2014.**

- ◆ Two-thirds (67%) of Ward 7 residents say they have contacted or dealt with The City in the last 12 months, down 11 percentage points from 2014 (78%).

**There are no other noteworthy differences between Ward 7 residents and the broader Calgary public with regard to City Communications.**



## **DETAILED FINDINGS**







## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 7

■ First Mention ■ Other Mentions

| INFRASTRUCTURE, TRAFFIC & ROADS (NET)                                 |           | 36%  | 39%     |
|---|-----------|------|---------|
| Traffic congestion  | 8% 3% 11% | 15%  |         |
| Road conditions/ roads  | 7% 4% 11% | 6%   | 12%     |
| Infrastructure maintenance/ improvement/ development                  | 6% 3% 9%  | 14%↑ |         |
| (Lack of) snow removal  | 3% 4%     | 1%   | 8%      |
| TRANSIT (NET)   |           | 21%  | 20%     |
| Public Transportation [incl. buses/ C-train/ poor service]            | 9% 3% 12% | 14%  |         |
| Transportation (unspecified)  | 6% 8%     | 5%   | 13%     |
| EDUCATION [incl. lack of teachers/ funding/ schools/local schools]    |           | 12%  | 5%↓ 14% |
| CRIME, SAFETY & POLICING (NET)  |           | 12%  | 9%      |
| Crime [incl. breaking & entering/ gangs/ safety/ public safety, etc.] | 4% 6%     | 4%   |         |
| Public safety   | 4% 5%     | 5%   |         |
| RECREATION (NET)  |           | 8%   | 6%      |
| TAXES (NET)   |           | 6%   | 9%      |
| ENVIRONMENT & WASTE MANAGEMENT (NET)                                  |           | 5%   | 3%      |
| HOMELESSNESS, POVERTY & AFFORDABLE HOUSING (NET)                      |           | 4%   | 6%      |
| GROWTH AND PLANNING (NET)   |           | 4%   | 11%↑    |
| BUDGET AND SPENDING (NET)   |           | 4%   | 7%↑     |
| HEALTHCARE  |           | 3%   | 1%      |
| Other   | 21%       | 26%  |         |
| None  | 14%       | 19%  |         |

Total mentions <3%  
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=2,398 / Ward 7: n=168)

Ward 7 2014



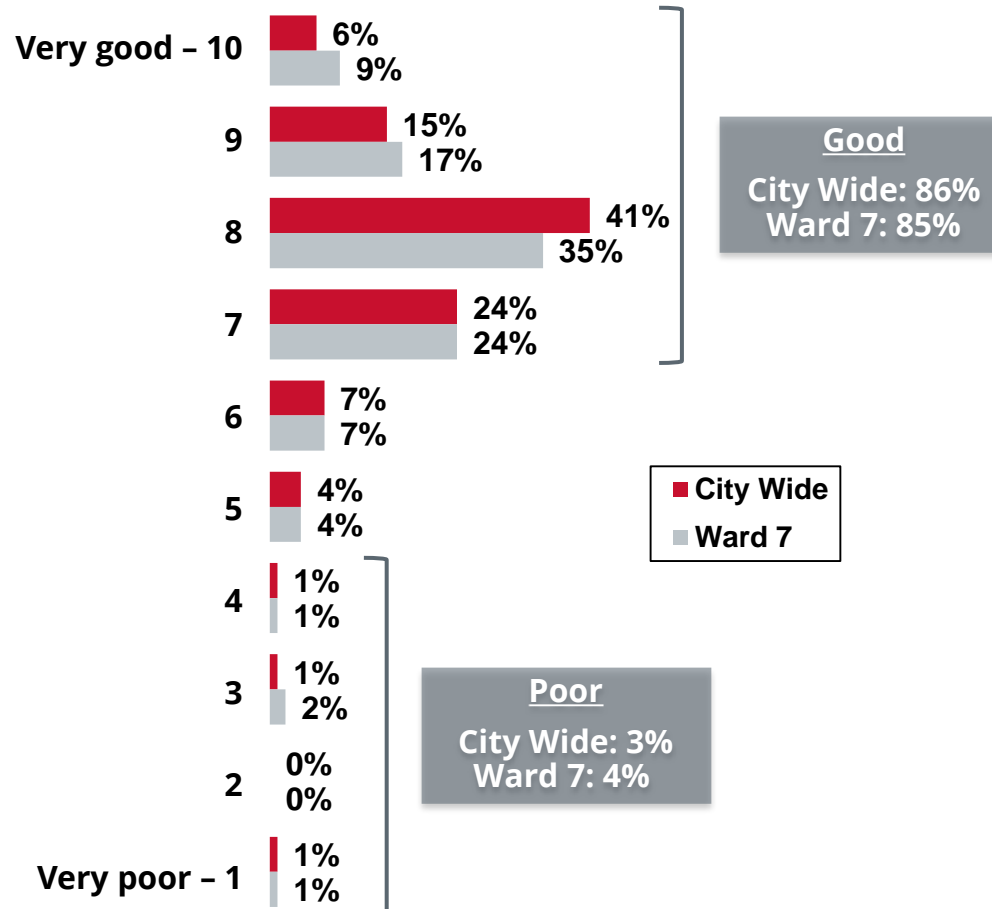


## Quality of Life





# Overall Quality of Life in Calgary

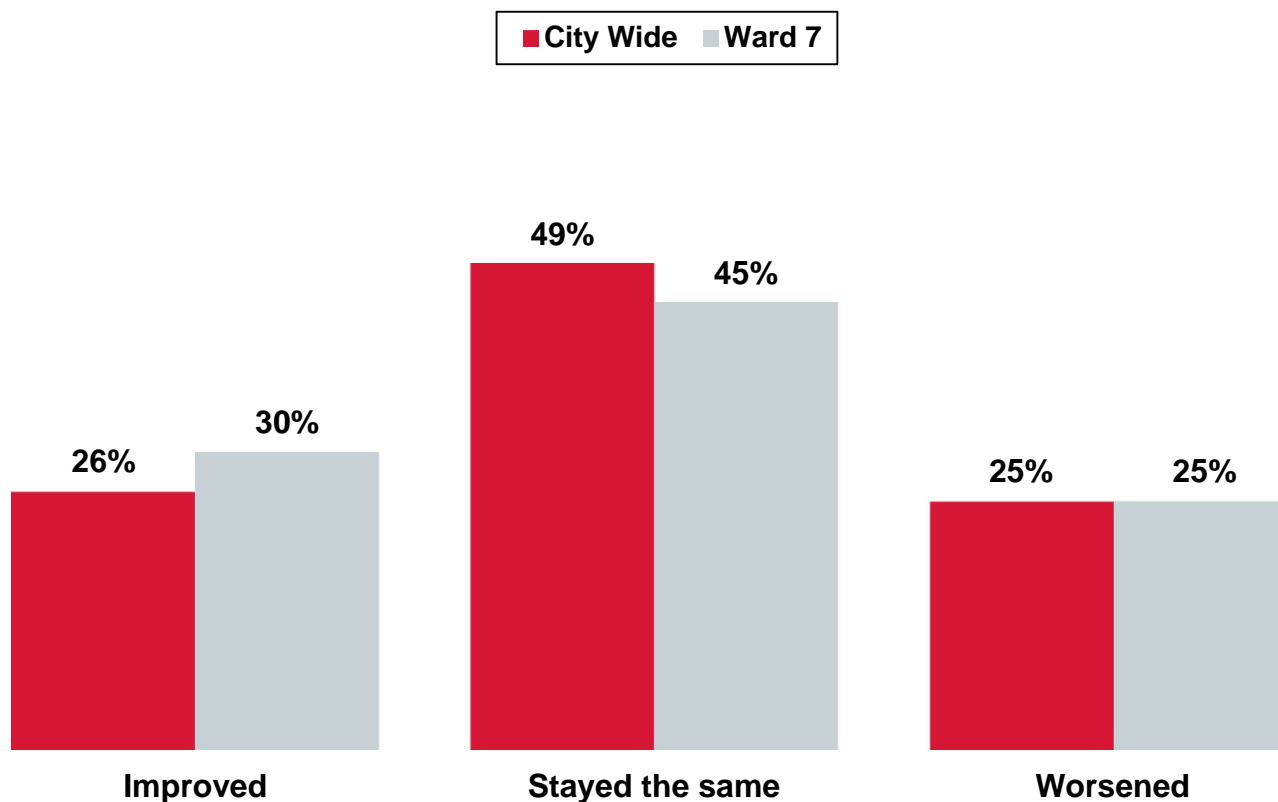


*On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good" how would you rate the overall quality of life in the city of Calgary today?*

Base: Valid respondents (City Wide: n=2,450 / Ward 7: n=172)



# Perceived Change in the Quality of Life in Calgary



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

Base: Valid respondents (City Wide: n=2,417 / Ward 7: n=170)



# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 7

|   |     |      |     |
|---|-----|------|-----|
| <b>Transportation (NET)</b>                                 | 30% | 25%  | 36% |
| Improvement/ maintenance of existing roads                  | 11% | 6%   |     |
| Better traffic management                                   | 10% | 7%   |     |
| Infrastructure  | 4%  | 4%   |     |
| <b>Transit (NET)</b>  | 22% | 32%↑ |     |
| Improve public transportation                               | 16% | 20%  |     |
| <b>Recreation &amp; Community Services (NET)</b>            | 17% | 22%  | 11% |
| Building of community centres/ recreation facilities        | 6%  | 9%   | 1%  |
| Parks/ green-space improvement                              | 5%  | 5%   |     |
| <b>Homelessness, Poverty &amp; Affordable Housing (NET)</b> | 16% | 19%  |     |
| Expand affordable housing/ rent                             | 5%  | 6%   |     |
| Improve job creation/ employment                            | 4%  | 5%   |     |
| <b>Government (NET)</b>                                     | 13% | 15%  |     |
| Reduce taxes  | 5%  | 7%   |     |
| Tax spending/ City budget                                   | 4%  | 5%   |     |
| <b>Crime, Safety &amp; Policing (NET)</b>                   | 9%  | 13%  |     |
| Control crime and safety                                    | 4%  | 6%   |     |
| <b>Growth &amp; Planning (NET)</b>                          | 5%  | 6%   |     |
| <b>Education (NET)</b>                                      | 4%  | 1%   |     |
| Better education/ more schools                              | 4%  | 1%   |     |
| <b>Environment (NET)</b>                                    | 4%  | 4%   |     |
| <b>Other</b>  | 10% | 10%  |     |
| <b>Nothing</b>  | 17% | 14%  |     |

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=2,452 / Ward 7: n=162)

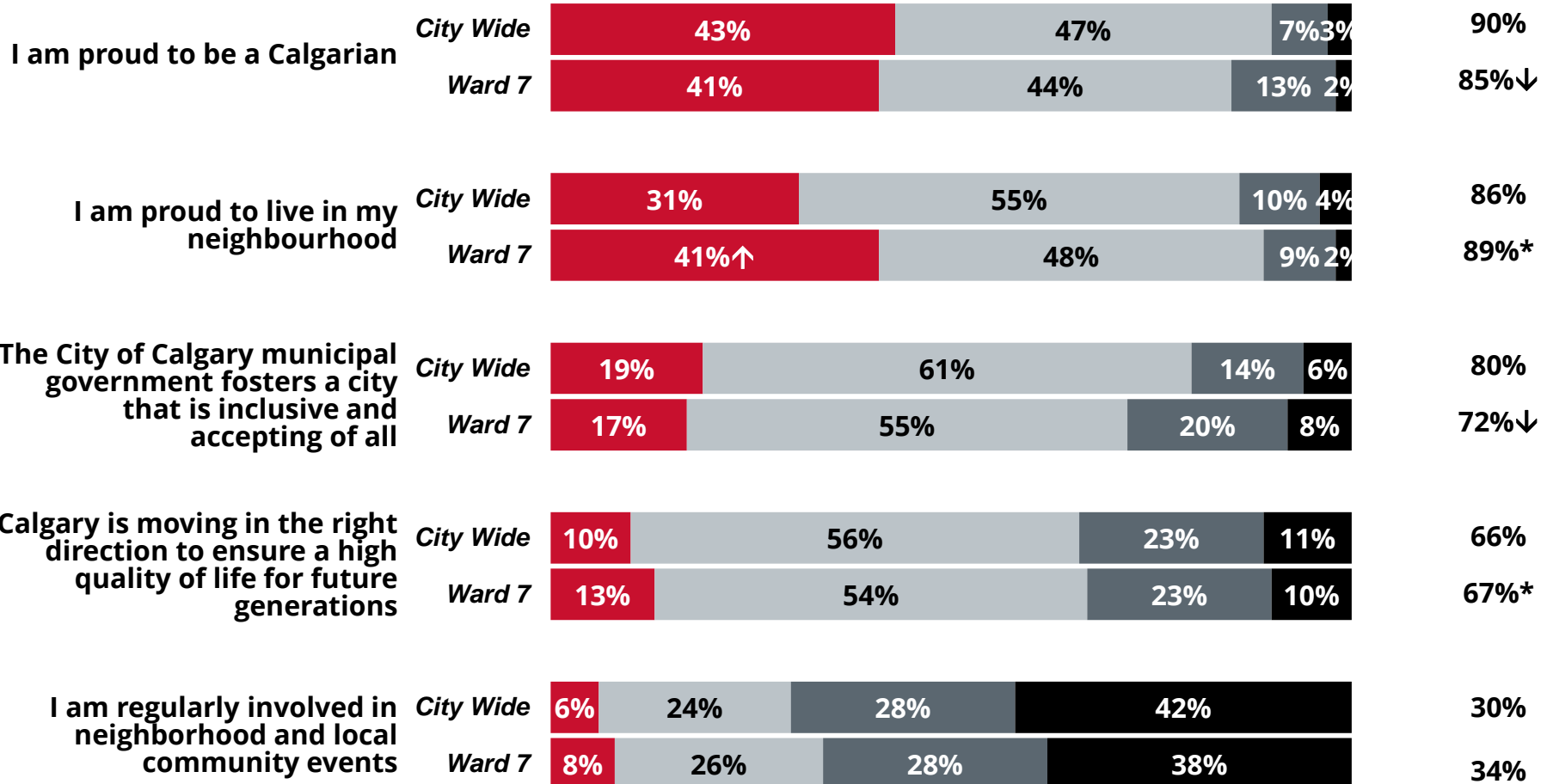
Ward 7 2014



# Sustainability Metrics

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

% Agree



\*Rounding

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

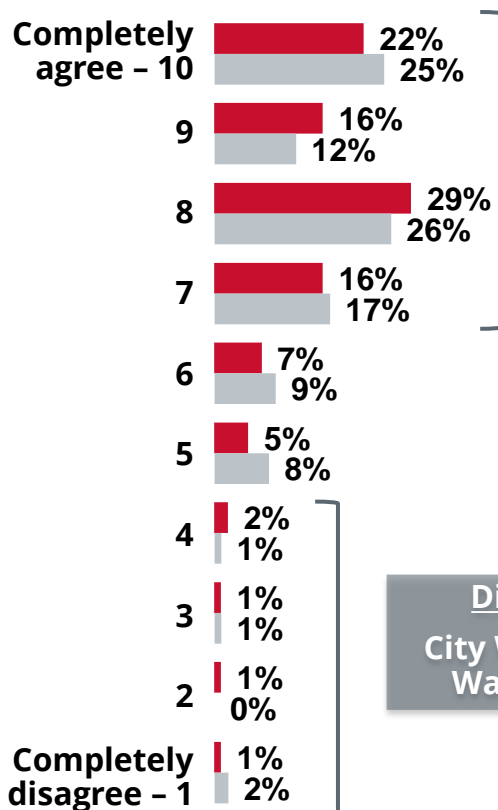
Base: Valid respondents (Bases vary)





# Sustainability: Making a Life and Making a Living

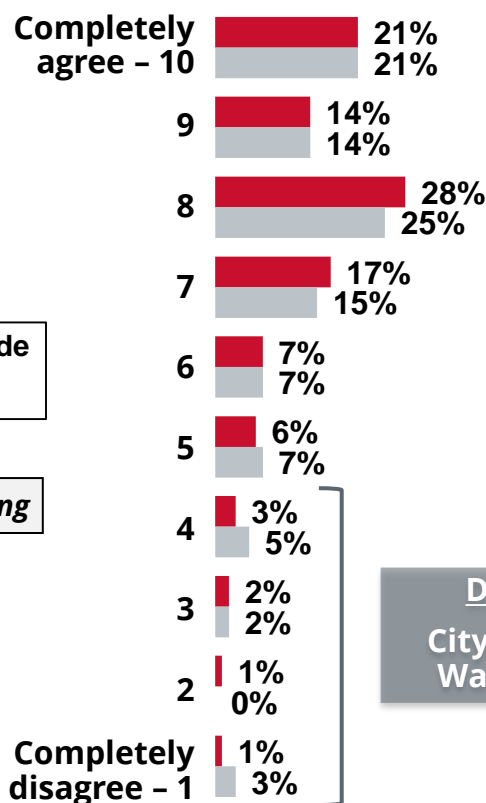
## Calgary is a Great Place to Make a Life



Agree  
City Wide: 84%\*  
Ward 7: 80%

Disagree  
City Wide: 4%\*  
Ward 7: 4%

## Calgary is a Great Place to Make a Living



Agree  
City Wide: 80%  
Ward 7: 76%\*

Ward 7 2014: 90%

Disagree  
City Wide: 7%  
Ward 7: 10%

■ City Wide  
■ Ward 7

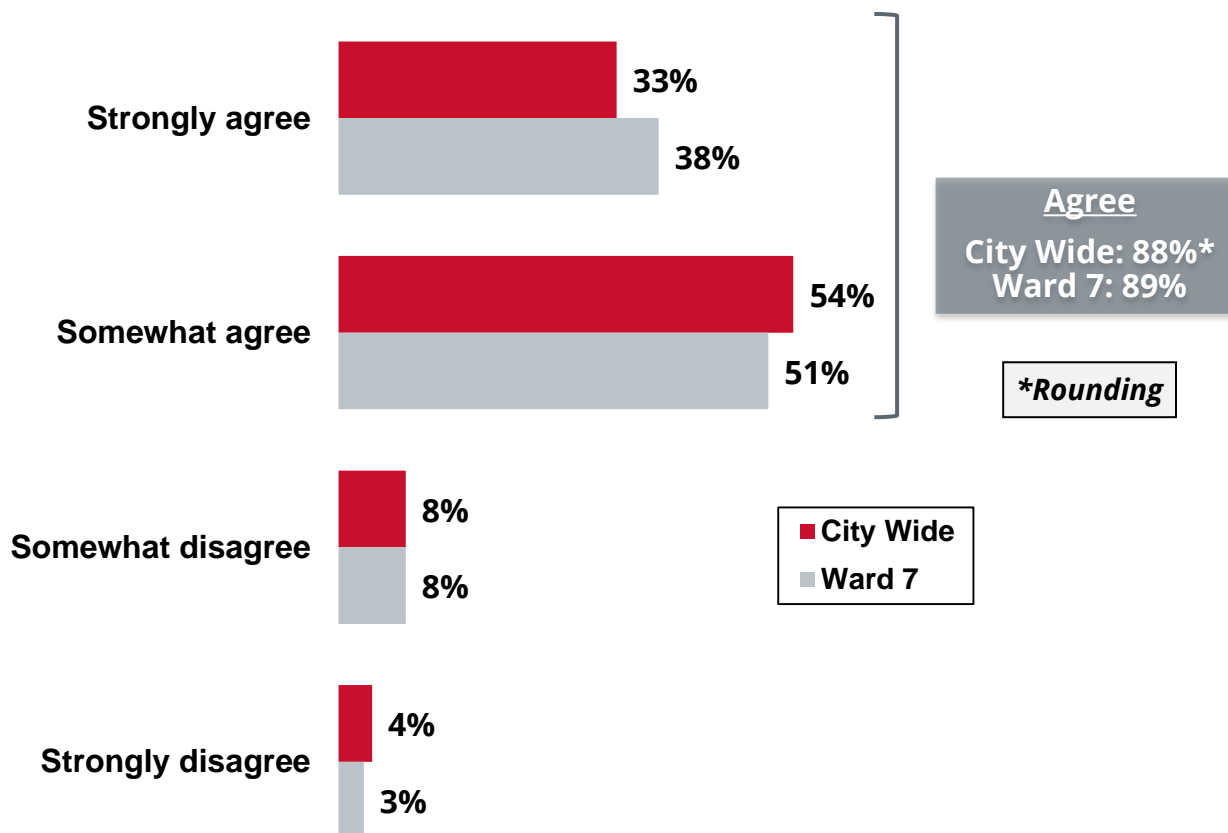
\*Rounding

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?

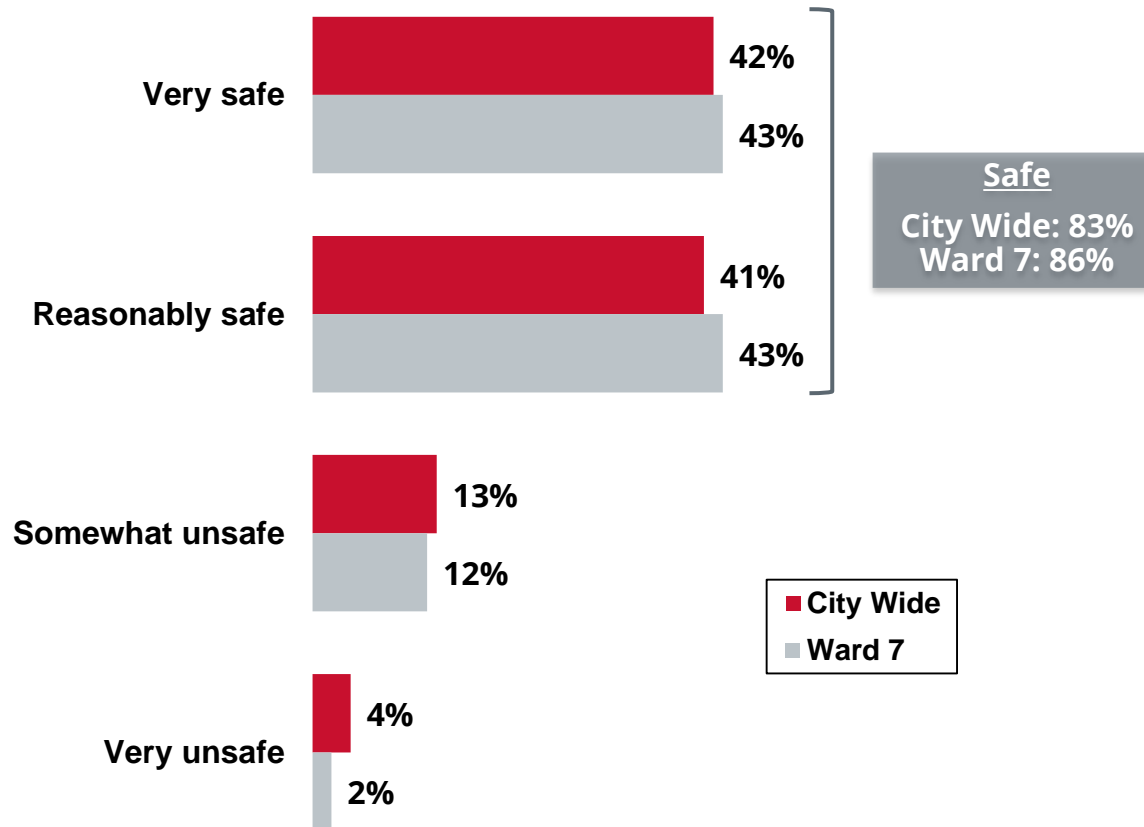


*There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.*

Base: Valid respondents (City Wide: n=2,442 / Ward 7: n=171)



# Perceived Safety in Own Neighbourhood



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

Base: Valid respondents (City Wide: n=2,450 / Ward 7: n=172)



## City Programs and Services



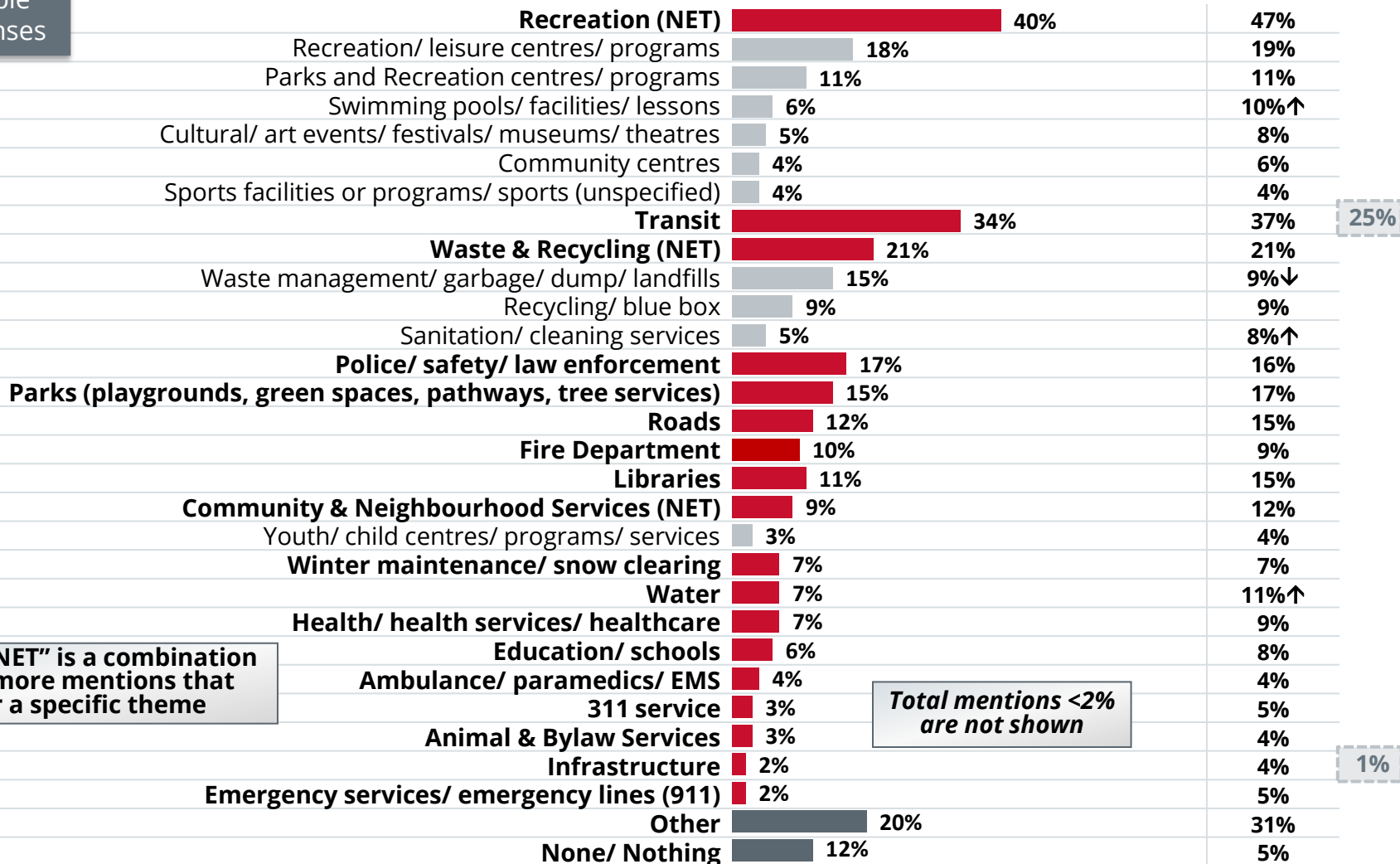


# Top-of-Mind Programs and Services

Multiple Responses

City Wide

Ward 7



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

Total mentions <2% are not shown

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

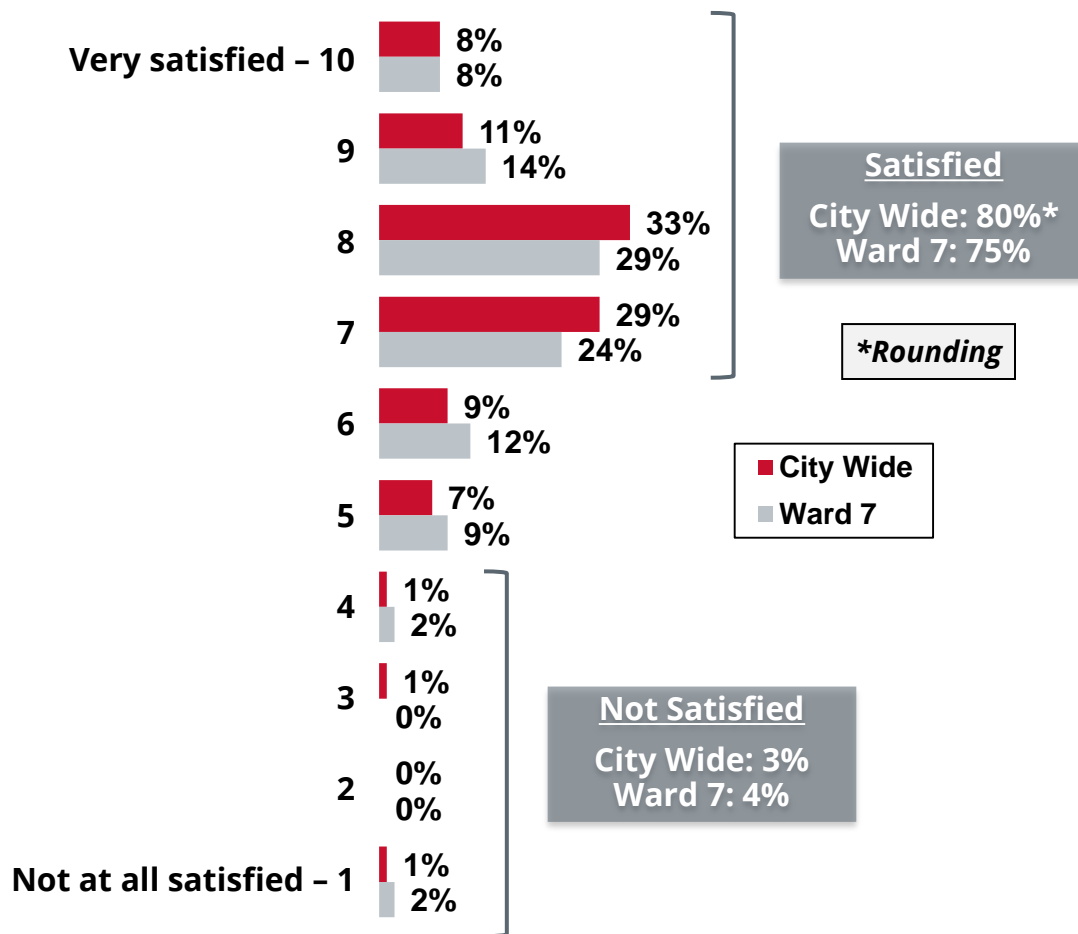
Base: Valid respondents (City Wide: n=2,381 / Ward 7: n=165)

Ward 7 2014





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

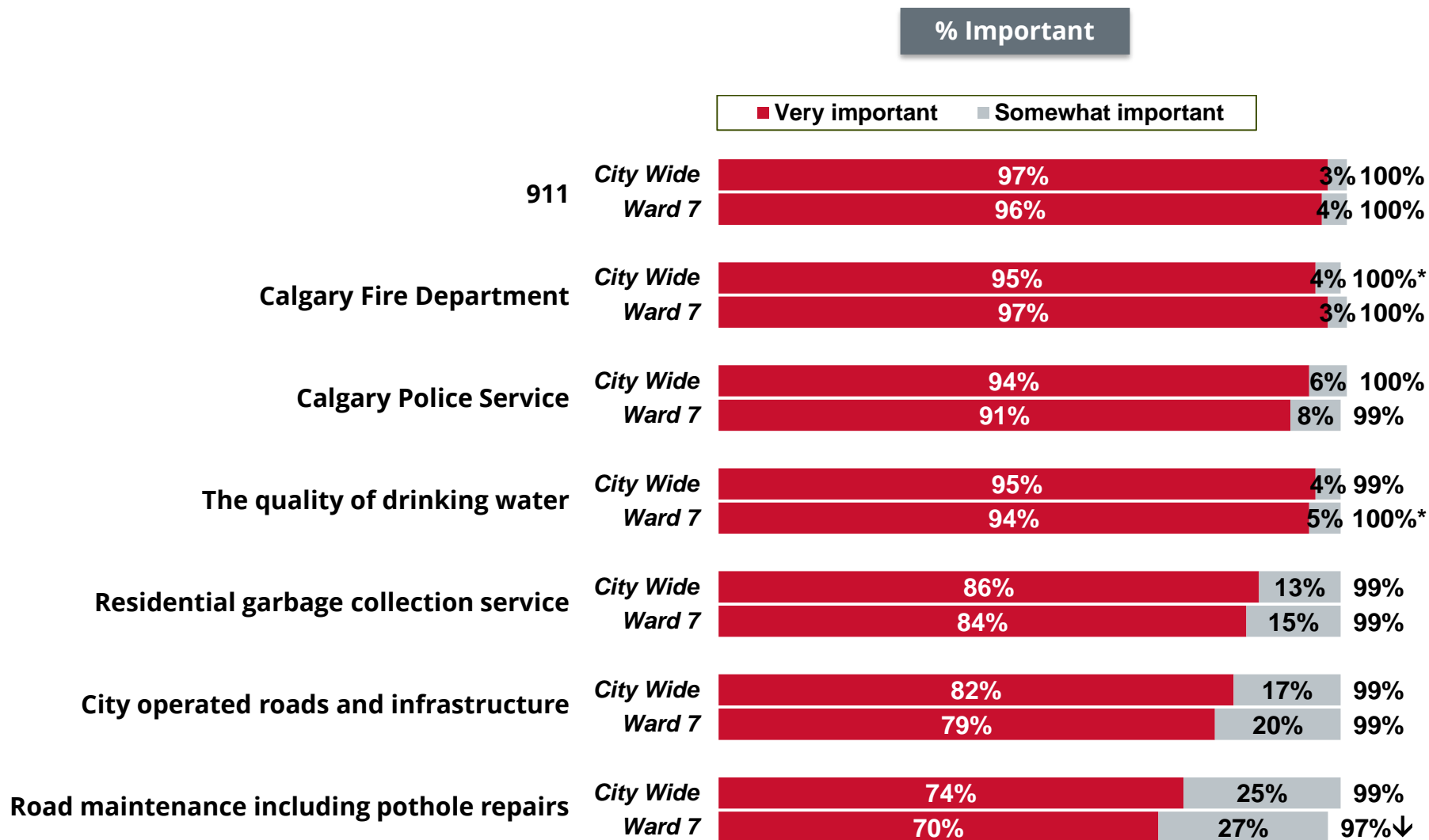


On a scale from "1" to "10" where "1" represents "not at all satisfied" and "10" represents "very satisfied" how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,446 / Ward 7: n=172)



# 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)

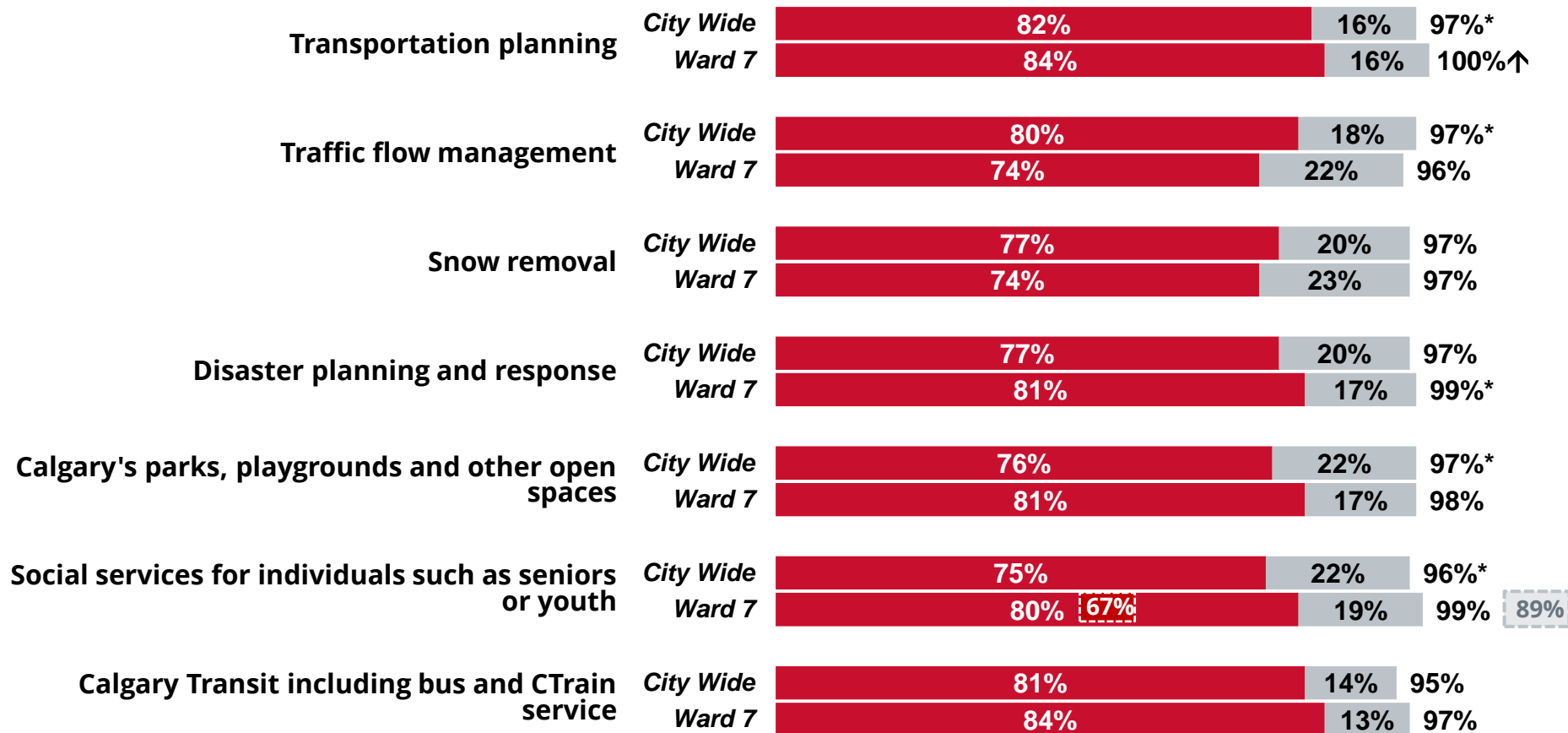
**\*Rounding**



# 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.*

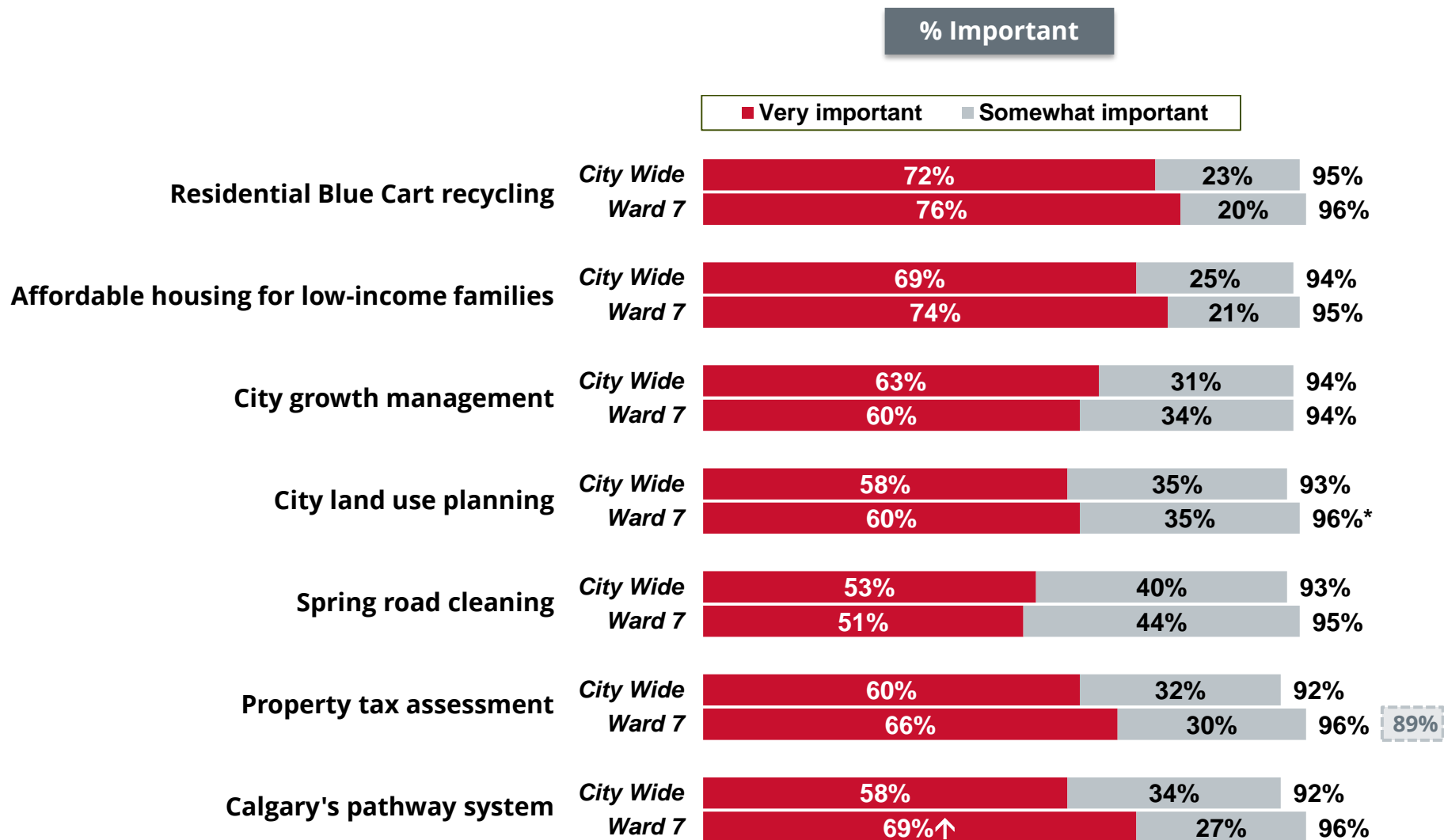
Base: Valid respondents (Bases vary)

Ward 7 2014

\*Rounding



# 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.  
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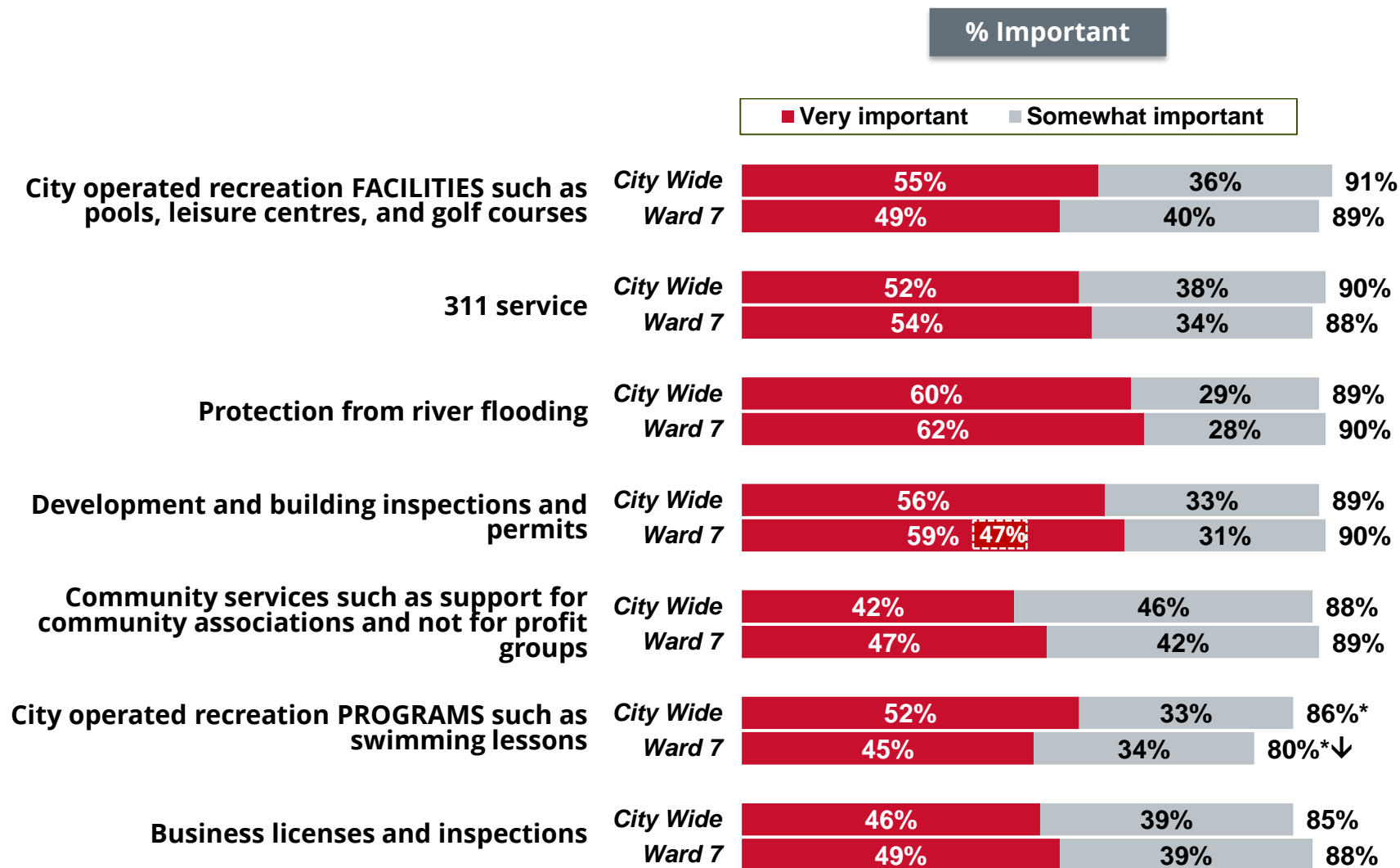
Base: Valid respondents (Bases vary)

Ward 7 2014

\*Rounding



# 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 2014

\*Rounding

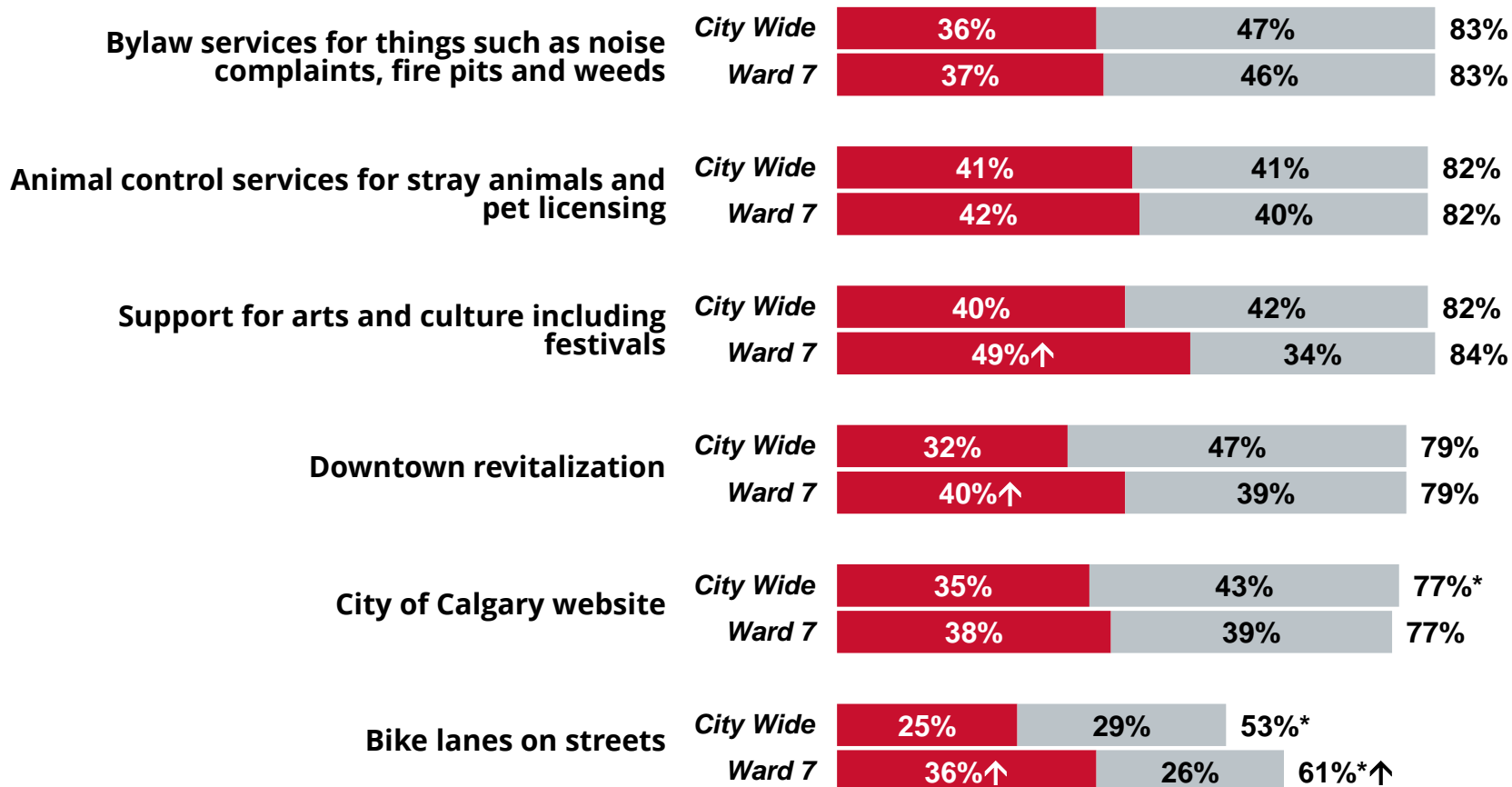




# Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



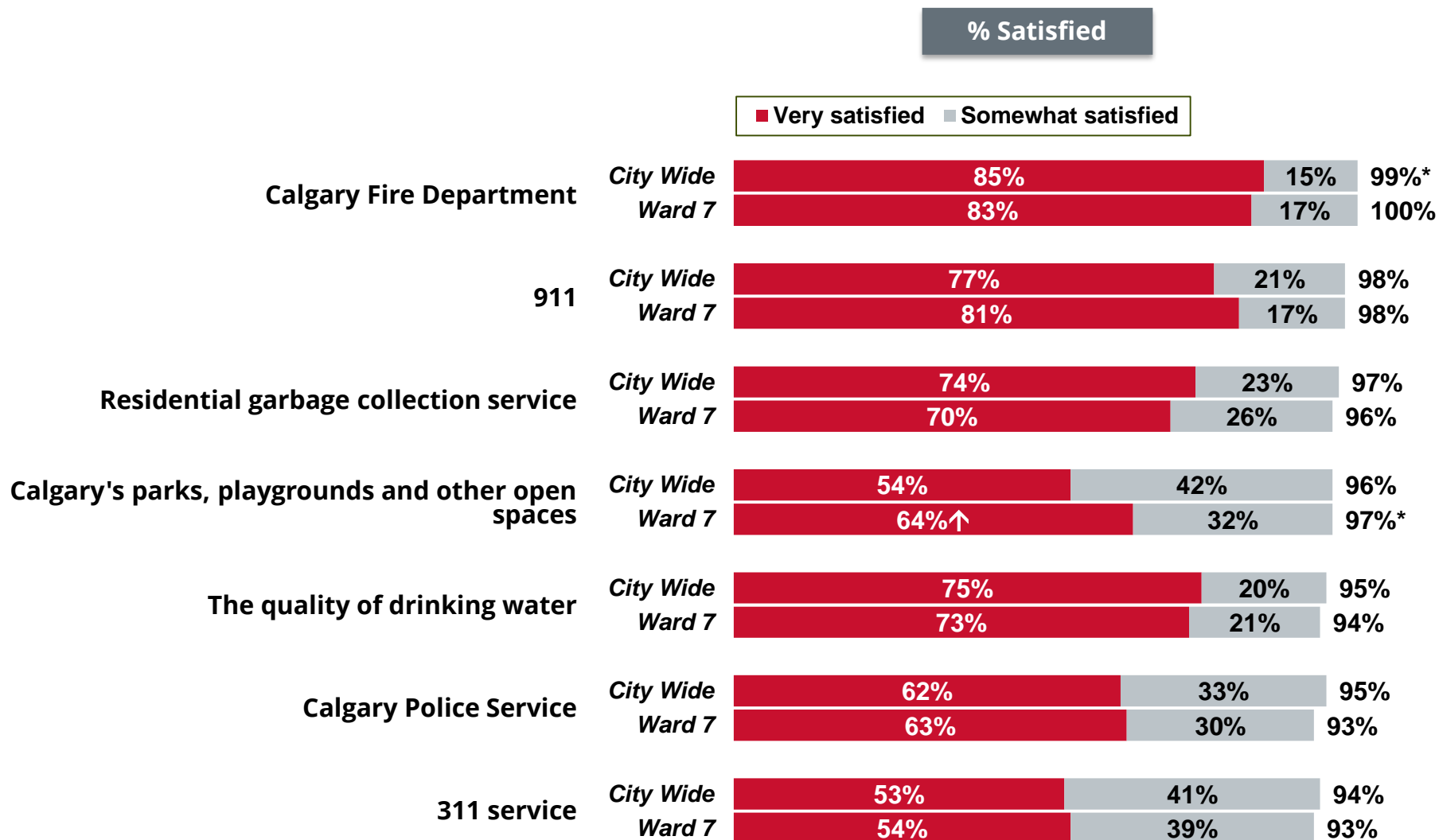
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

**\*Rounding**



# 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.*

**\*Rounding**

Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied

## Calgary's pathway system



## Disaster planning and response



## Animal control services for stray animals and pet licensing



## City operated recreation FACILITIES such as pools, leisure centres, and golf courses



## City operated recreation PROGRAMS such as swimming lessons



## Business licenses and inspections



## Community services such as support for community associations and not for profit groups



*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.*

Ward 7 2014

\*Rounding

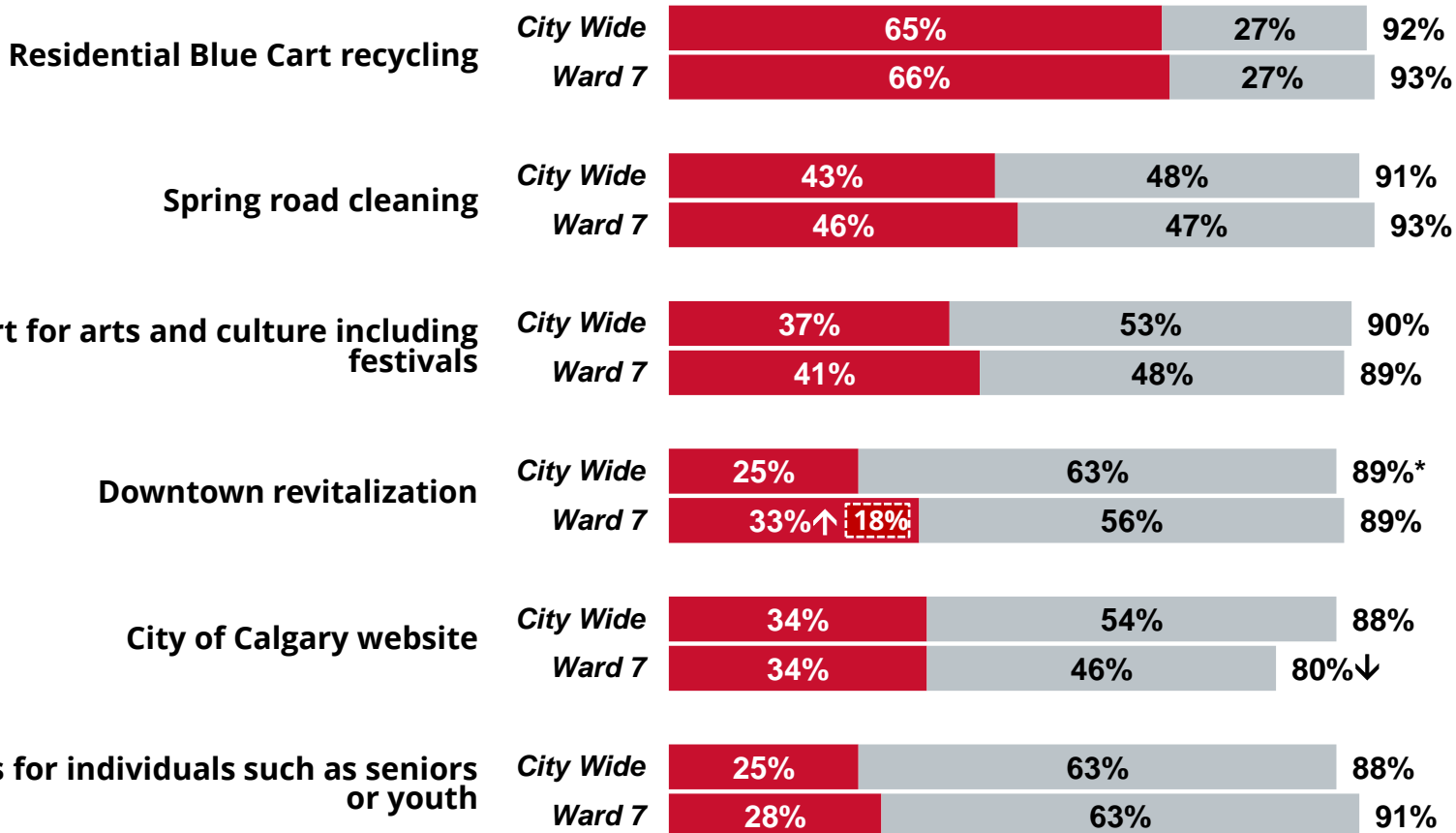
Base: Valid respondents (Bases vary)



# 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.*

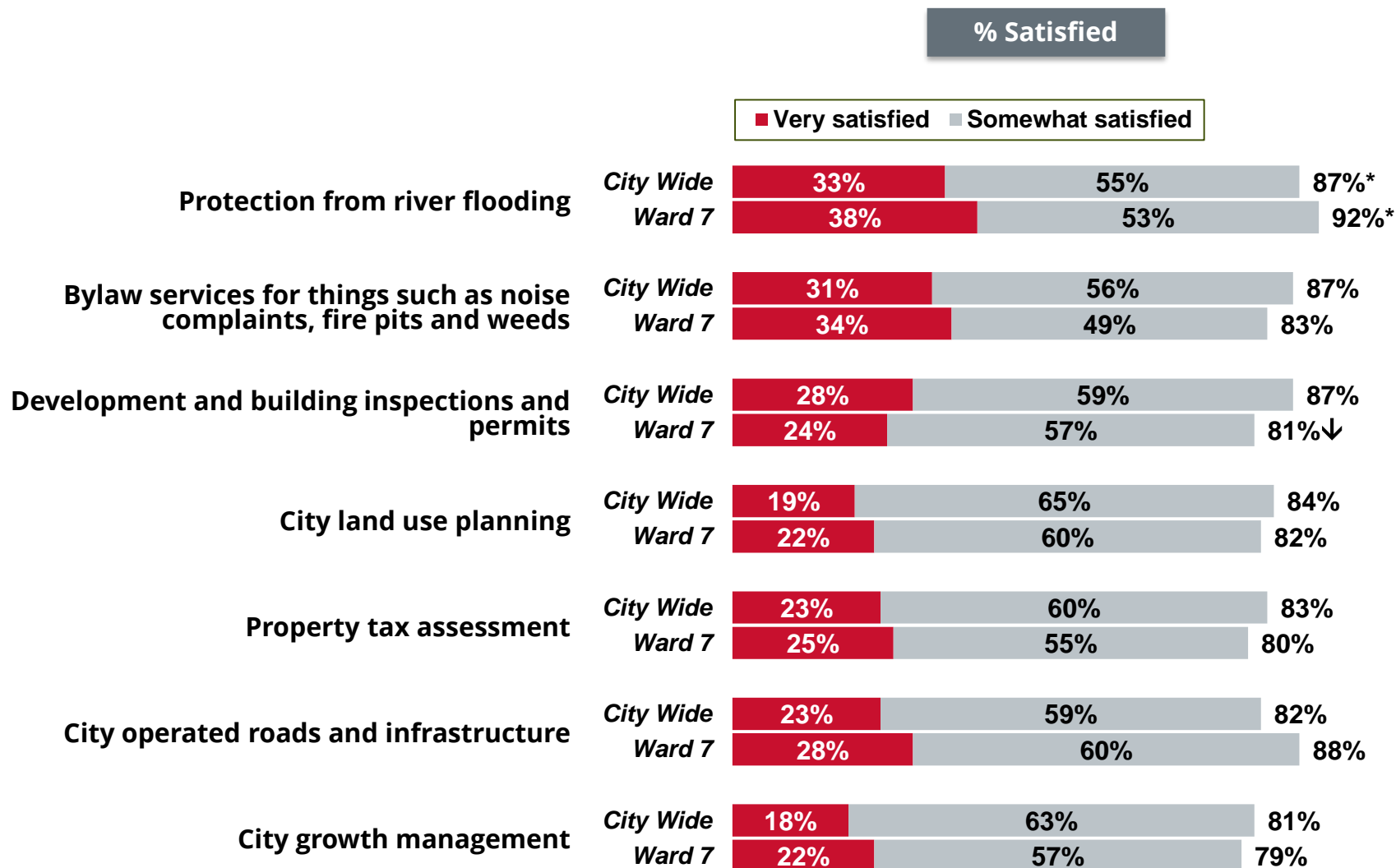
Base: Valid respondents (Bases vary)

Ward 7 2014

\*Rounding



# 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.*

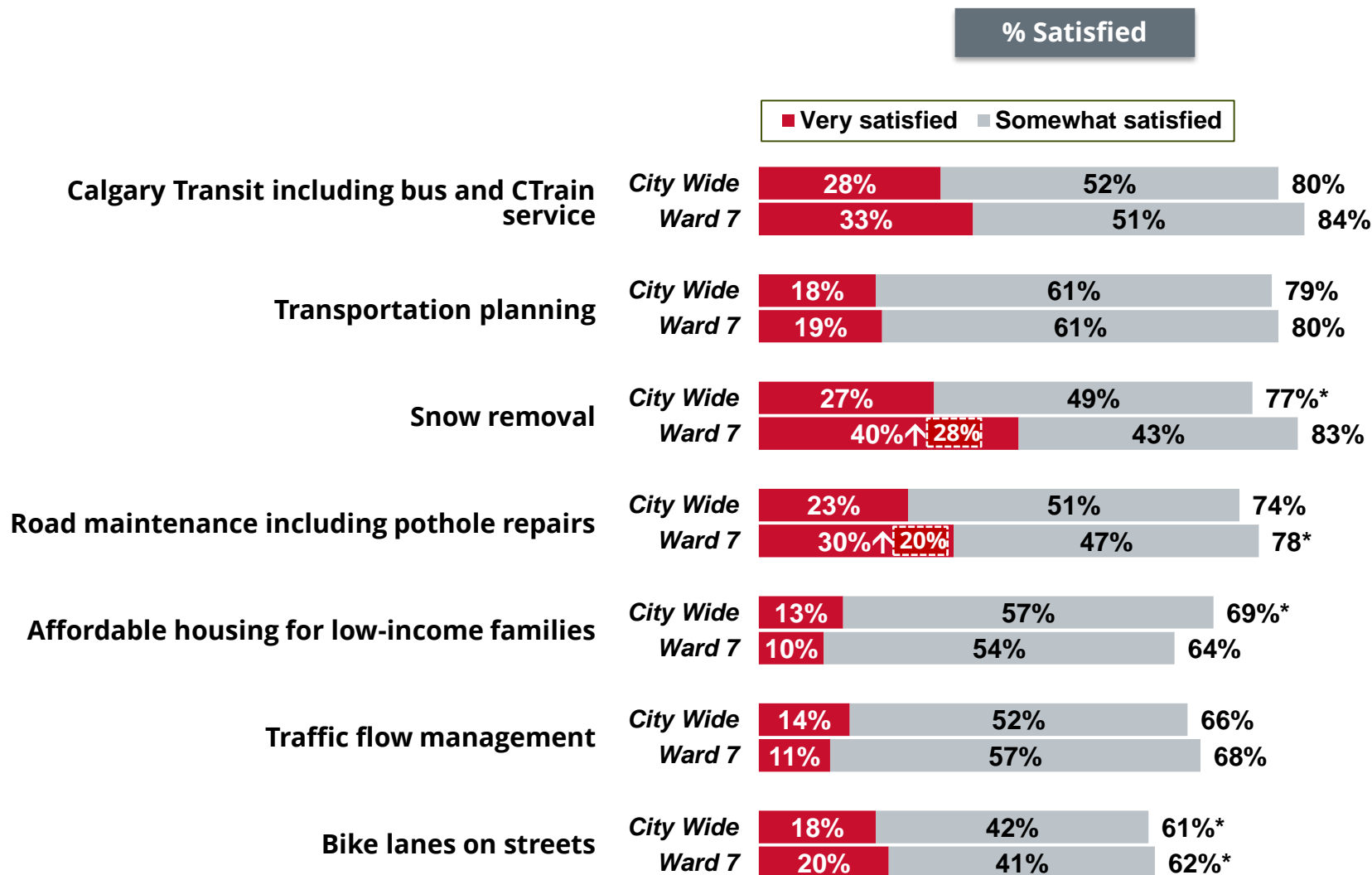
**\*Rounding**

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.*

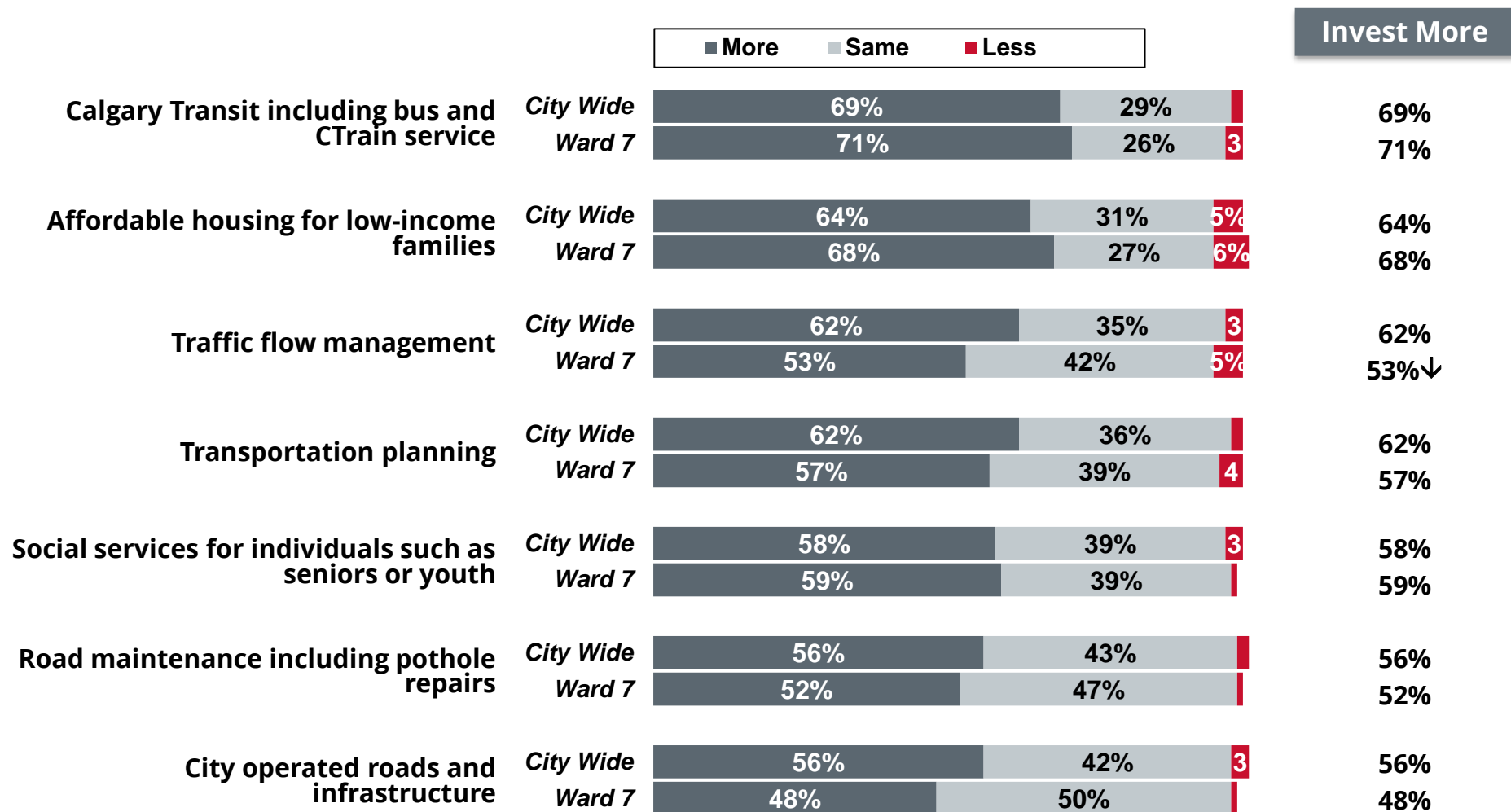
Base: Valid respondents (Bases vary)

Ward 7 2014

\*Rounding



# Investment in City Programs and Services

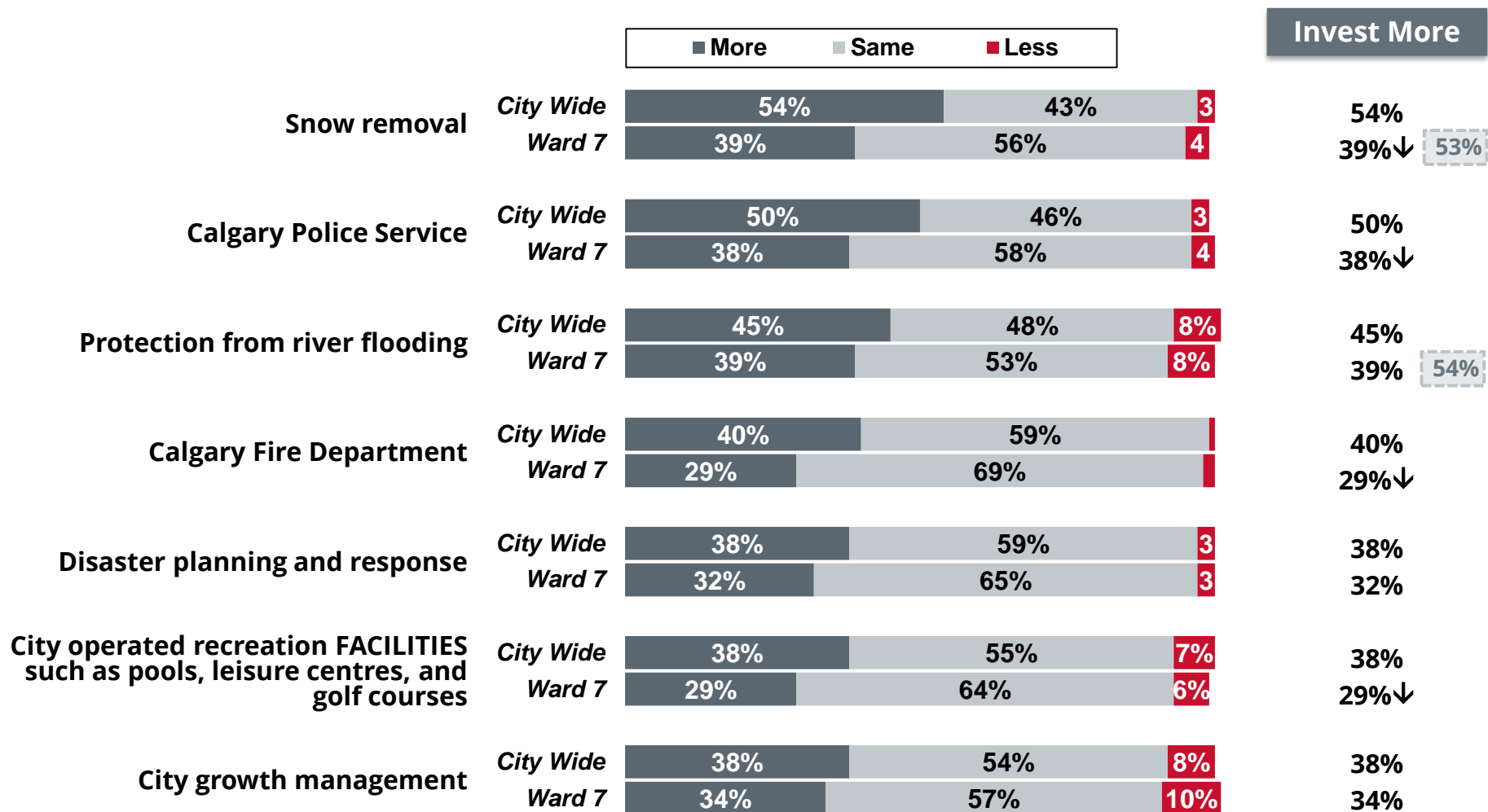


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*

Base: Valid respondents (Bases vary)



# Investment in City Programs and Services (continued)



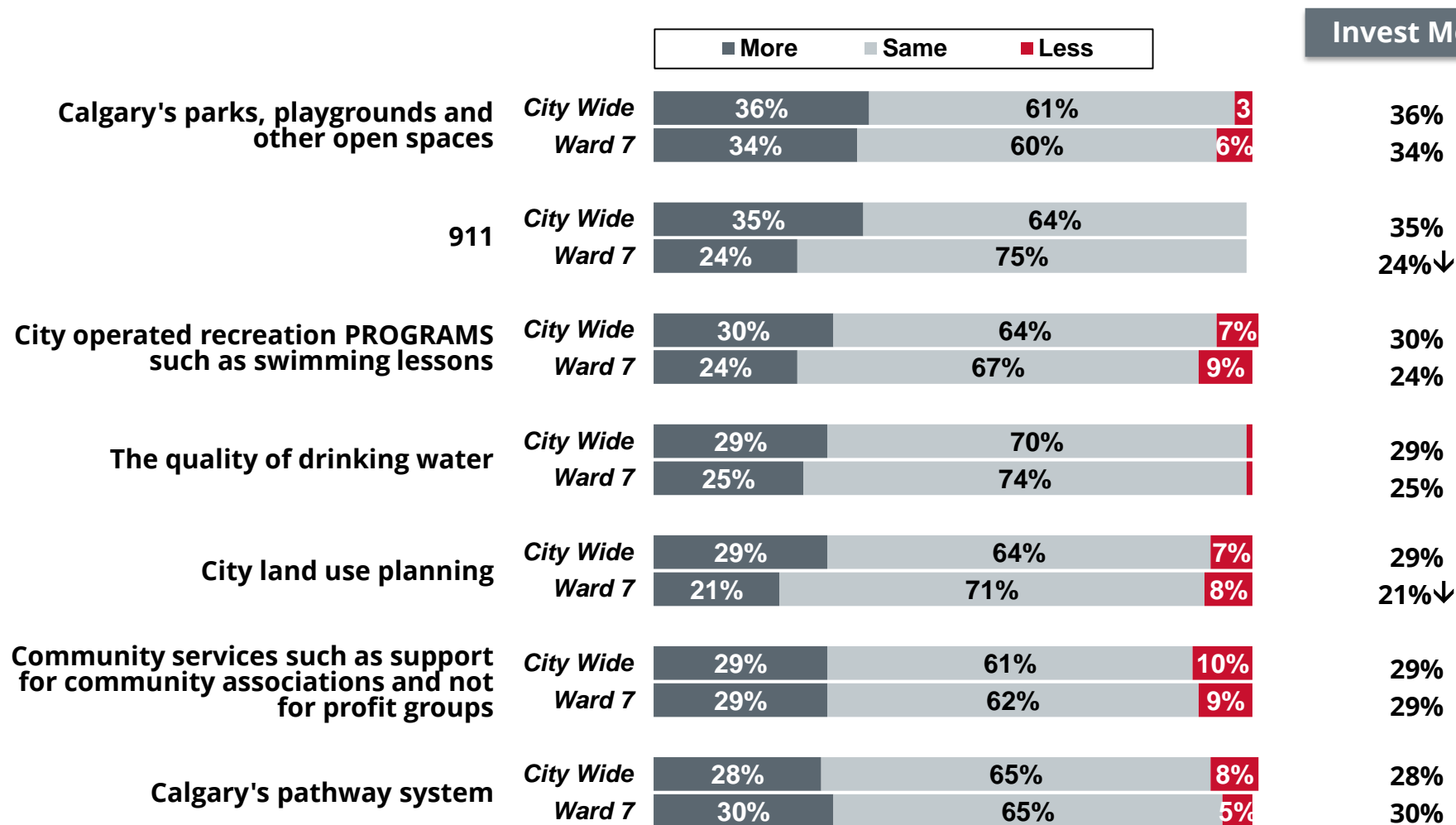
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*

Base: Valid respondents (Bases vary)

Ward 7 2014



# Investment in City Programs and Services (continued)

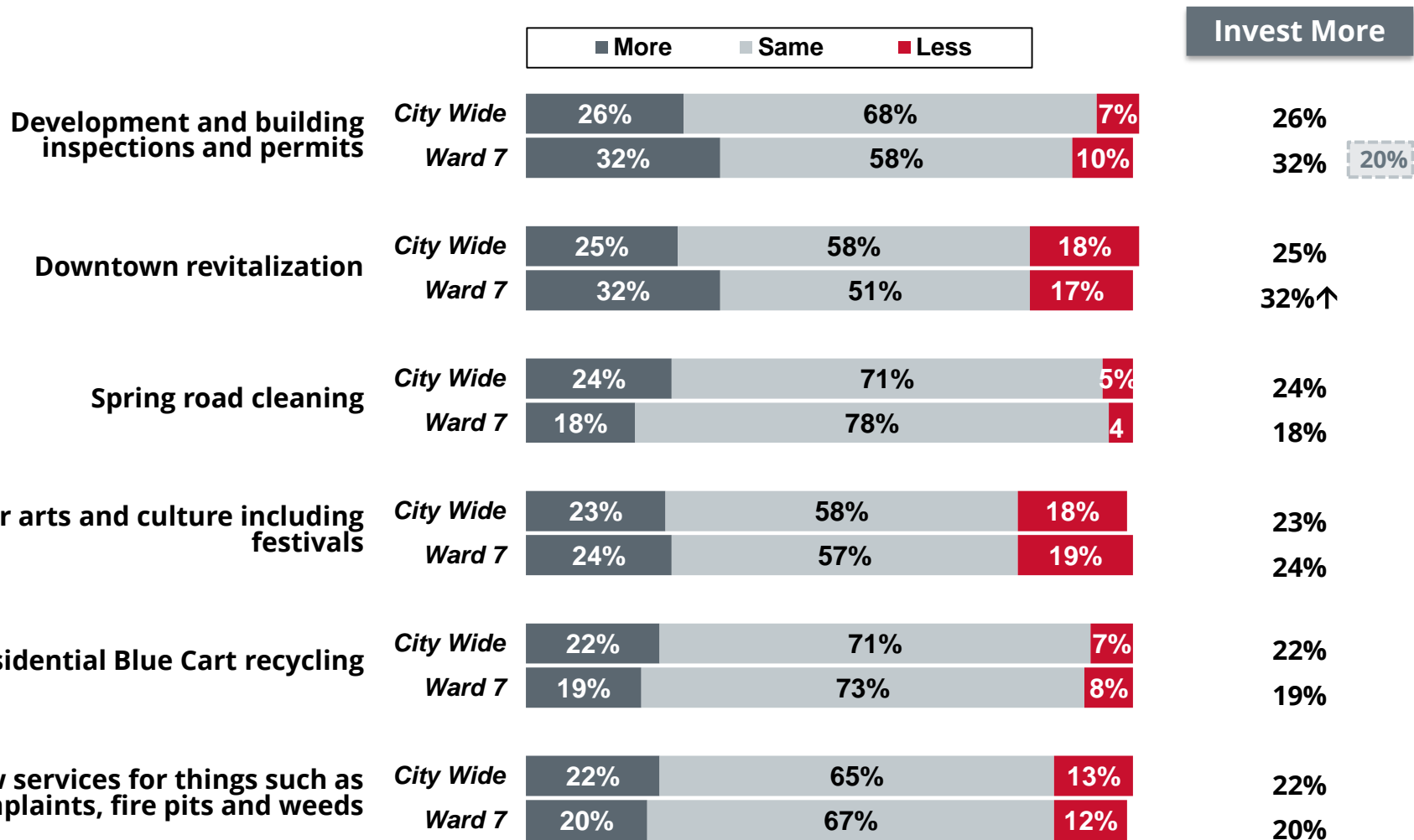


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*

Base: Valid respondents (Bases vary)



# Investment in City Programs and Services (continued)



*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.*

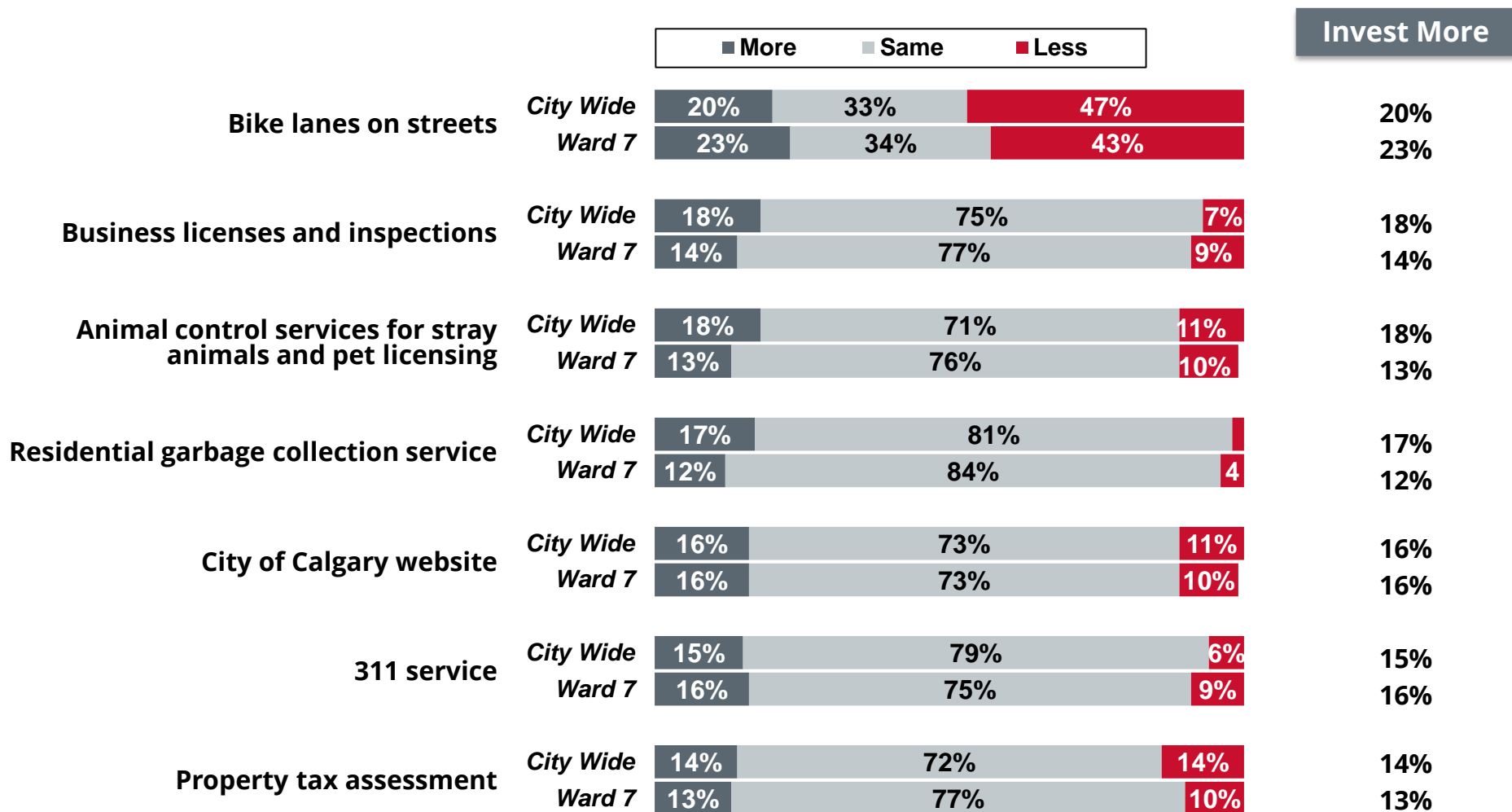
Base: Valid respondents (Bases vary)

Ward 7 2014





# Investment in City Programs and Services (continued)

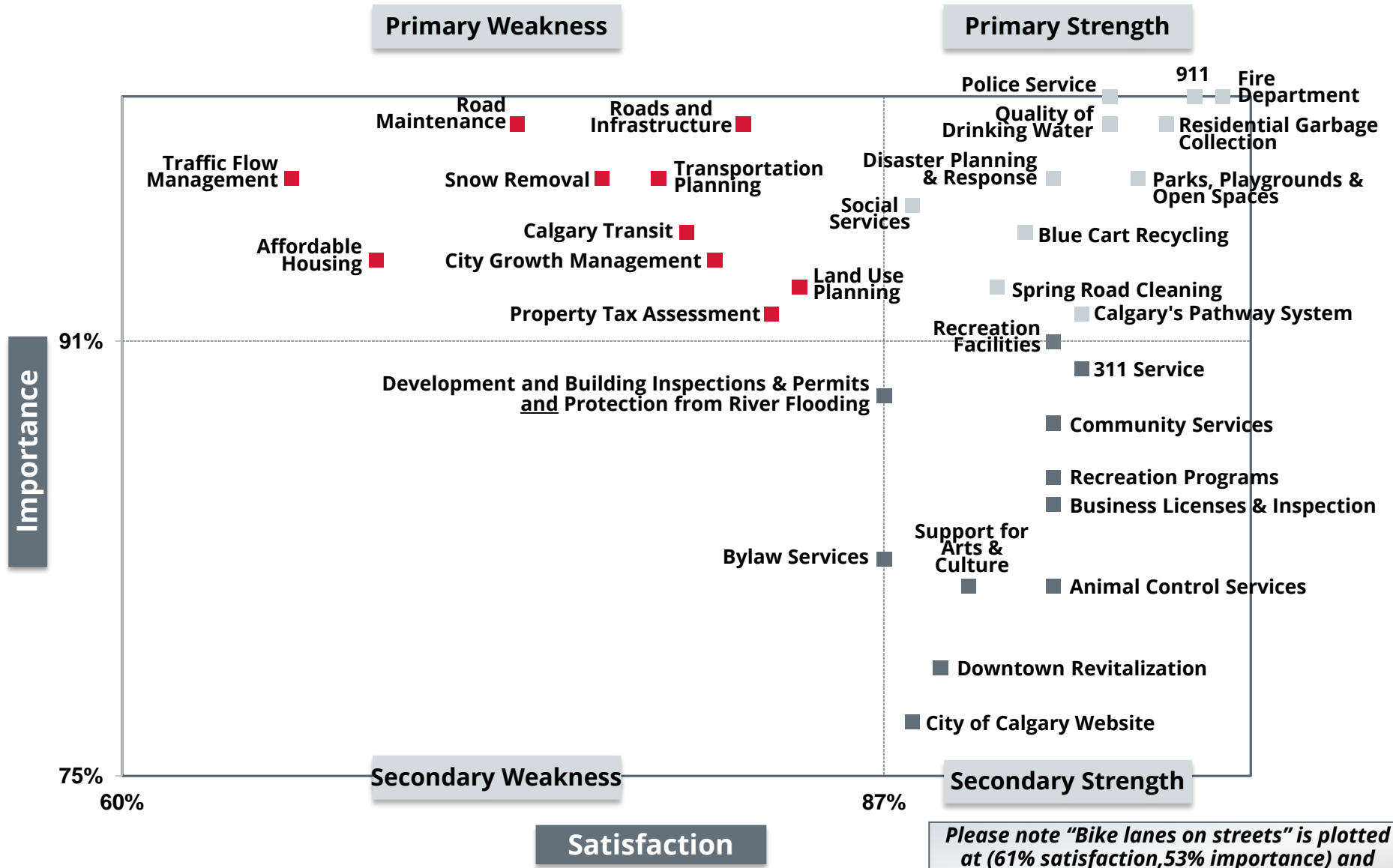


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*

Base: Valid respondents (Bases vary)

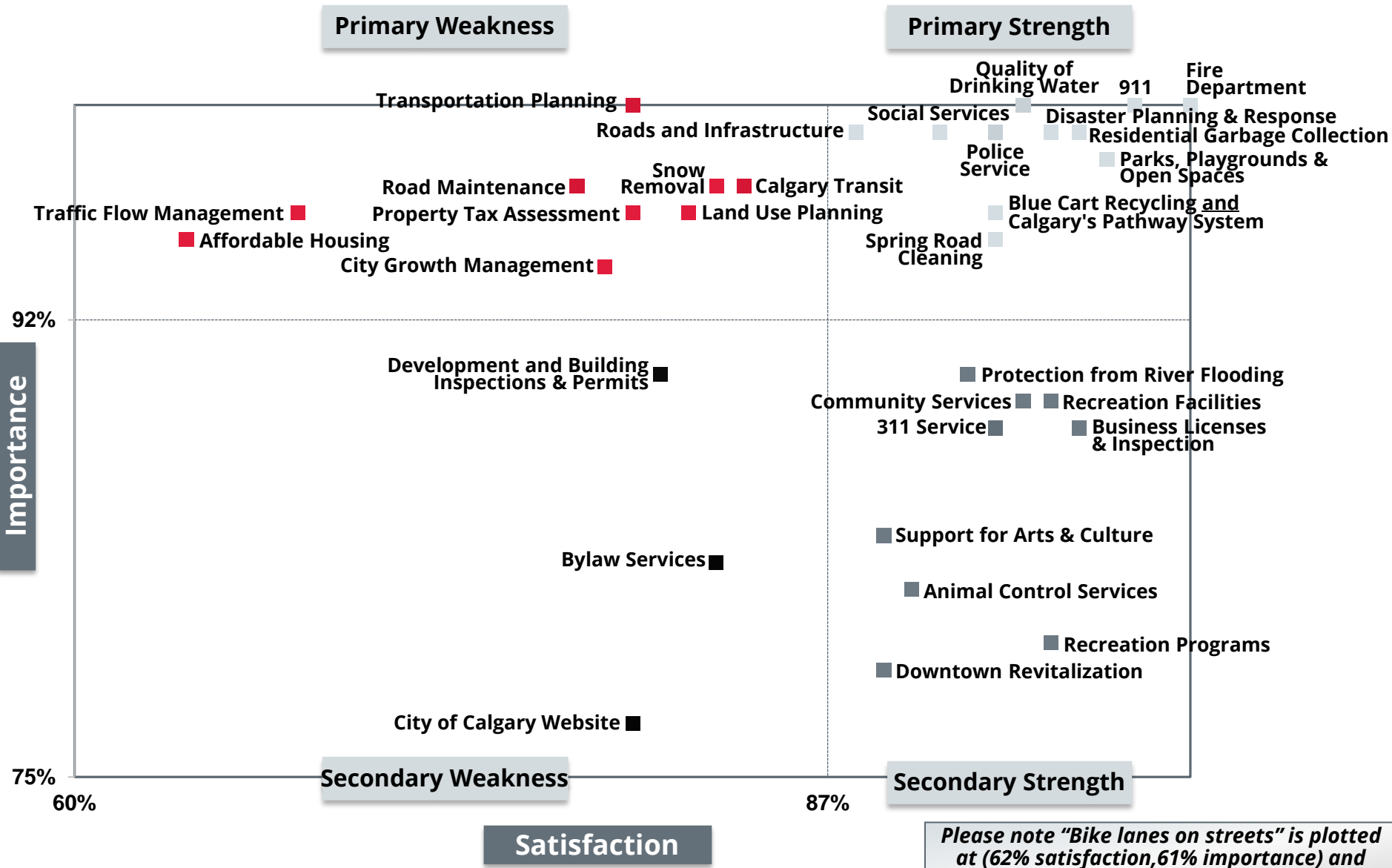


# Importance vs. Satisfaction Grid: City Wide





# 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                    |           |        |
| 911                                |           |        |
| Residential Garbage Collection     |           |        |
| Police Service                     |           |        |
| Quality of Drinking Water          |           |        |
| Parks, Playgrounds and Open Spaces |           |        |
| Disaster Planning and response     |           |        |
| Blue Cart Recycling                |           |        |
| Calgary's Pathway System           |           |        |
| Spring Road Cleaning               |           |        |
| Social Services                    |           |        |
| Traffic Flow Management            |           |        |
| Affordable Housing                 |           |        |
| Road Maintenance                   |           |        |
| Snow Removal                       |           |        |
| Transportation Planning            |           |        |
| Roads and Infrastructure           |           |        |
| Calgary Transit                    |           |        |
| City Growth Management             |           |        |
| Property Tax Assessment            |           |        |
| Land Use Planning                  |           |        |



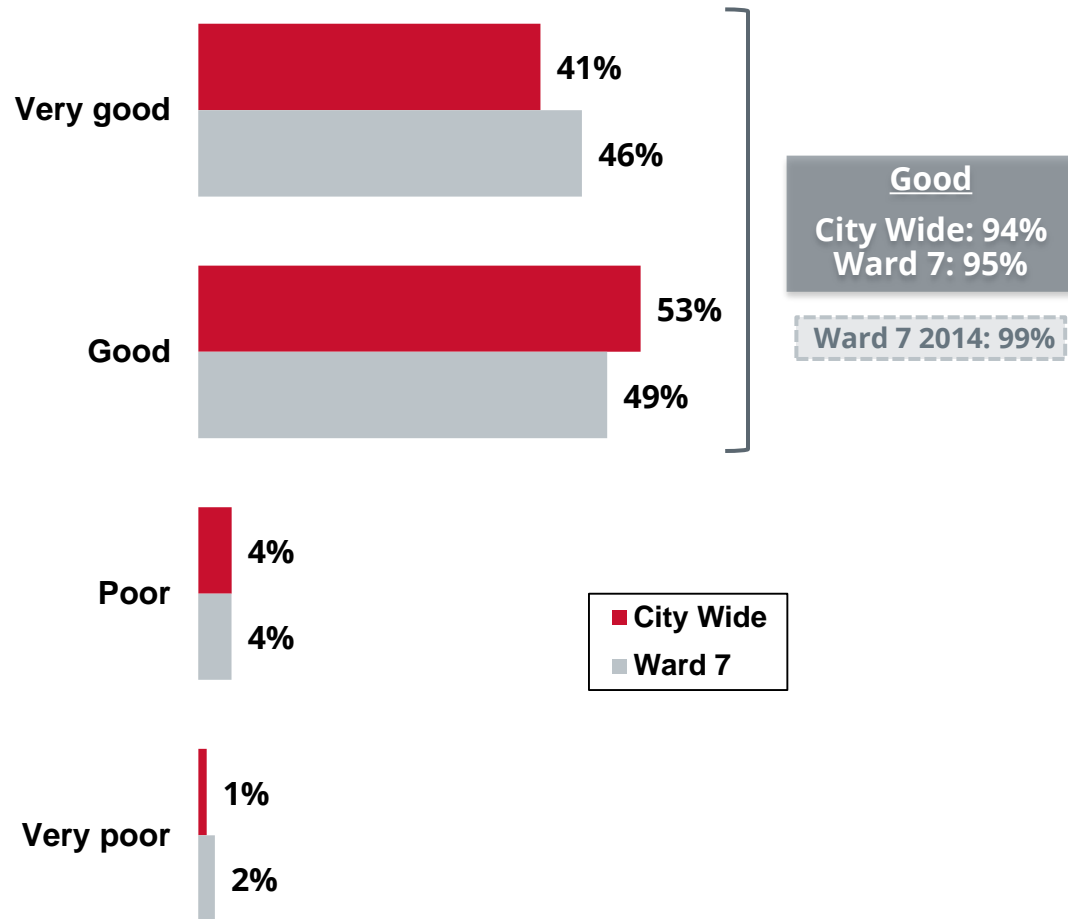
## Environmental Performance







# Perceptions About Overall State of Calgary's Environment

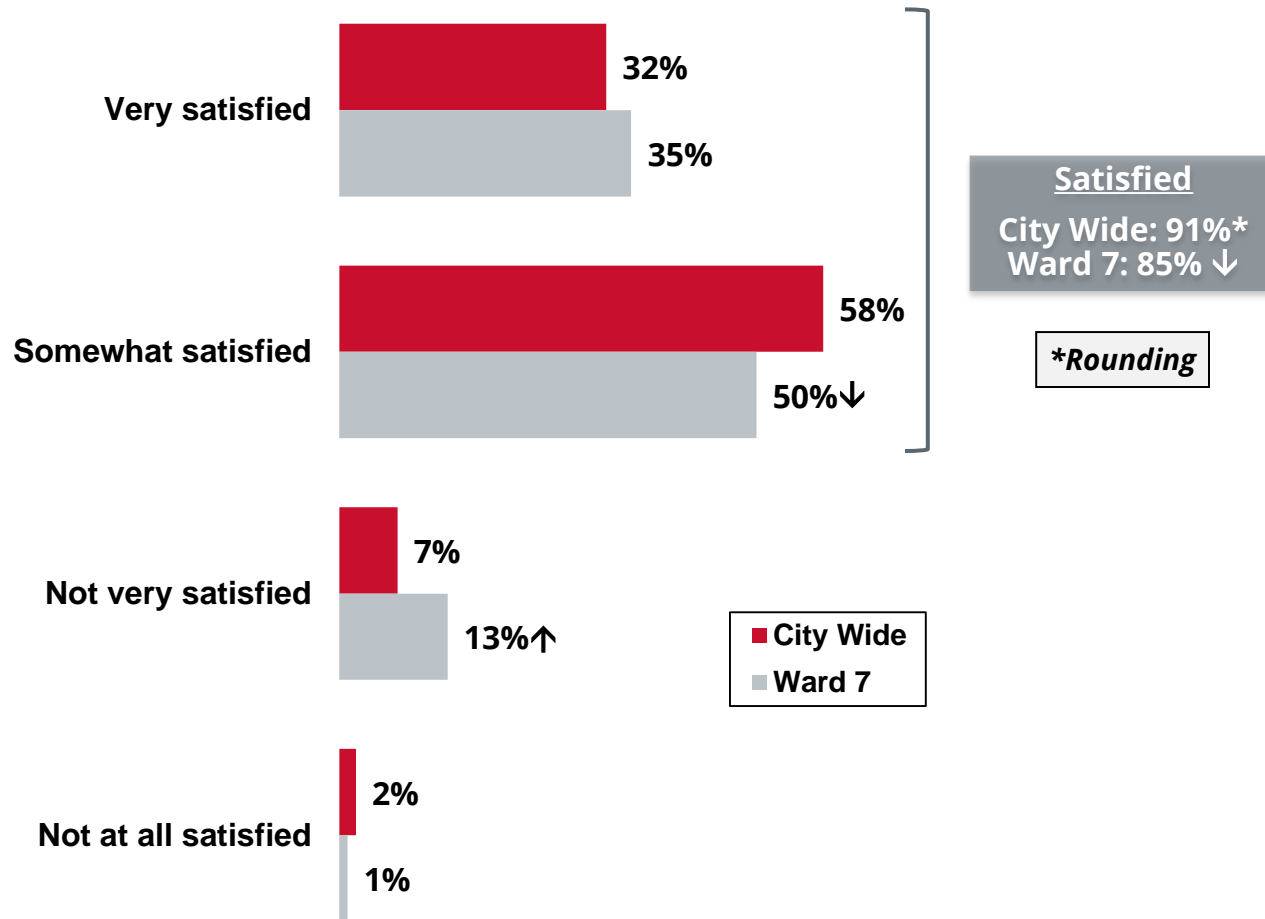


*Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?*

Base: Valid respondents (City Wide: n=2,448 / Ward 7: n=172)



# Satisfaction with The City's Environmental Performance

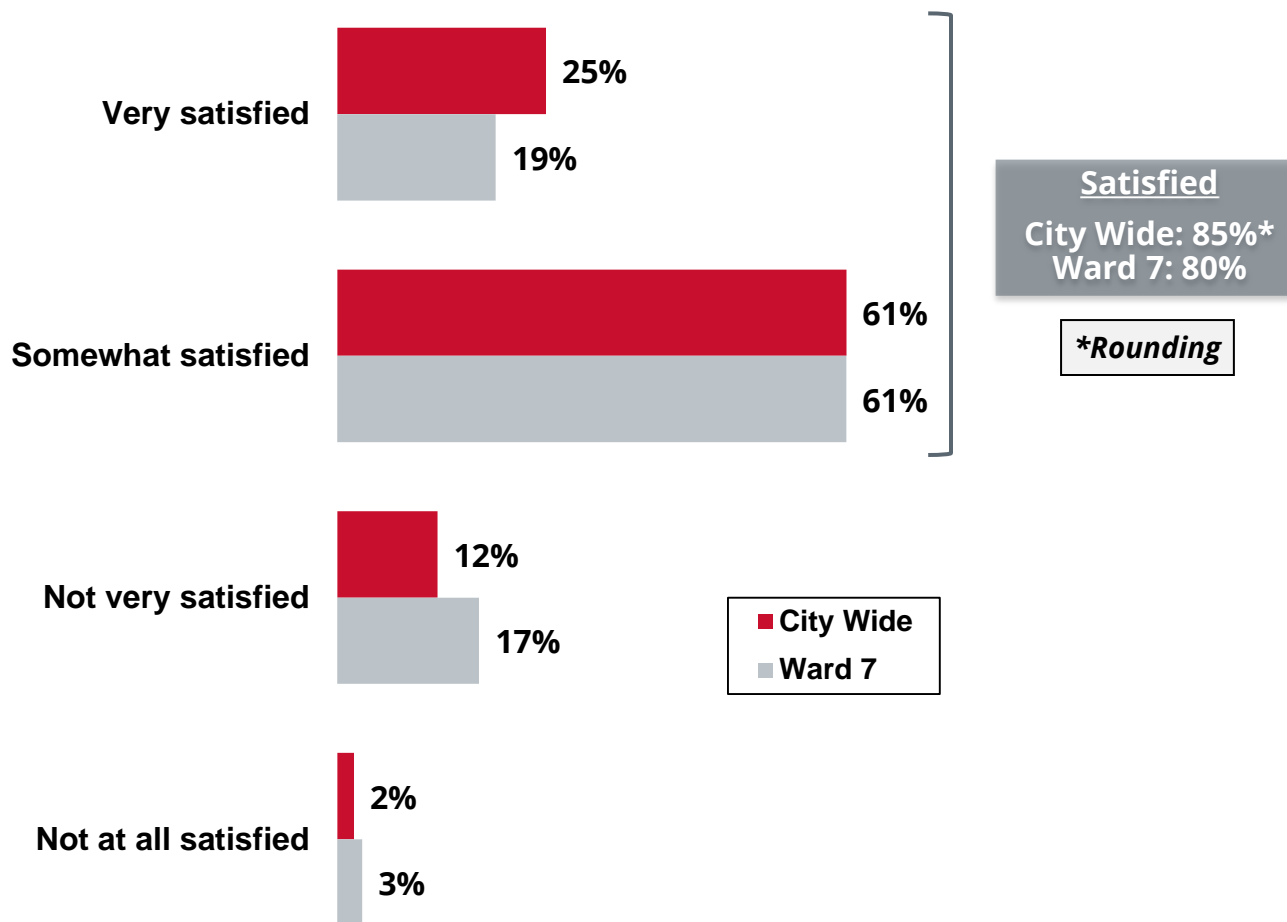


*How satisfied are you with the job The City of Calgary is currently doing to protect the environment?*

Base: Valid respondents (City Wide: n=2,436 / Ward 7: n=171)



# Satisfaction with The City's Environmental Programs and Services



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

Base: Valid respondents (City Wide: n=2,429 / Ward 7: n=170)

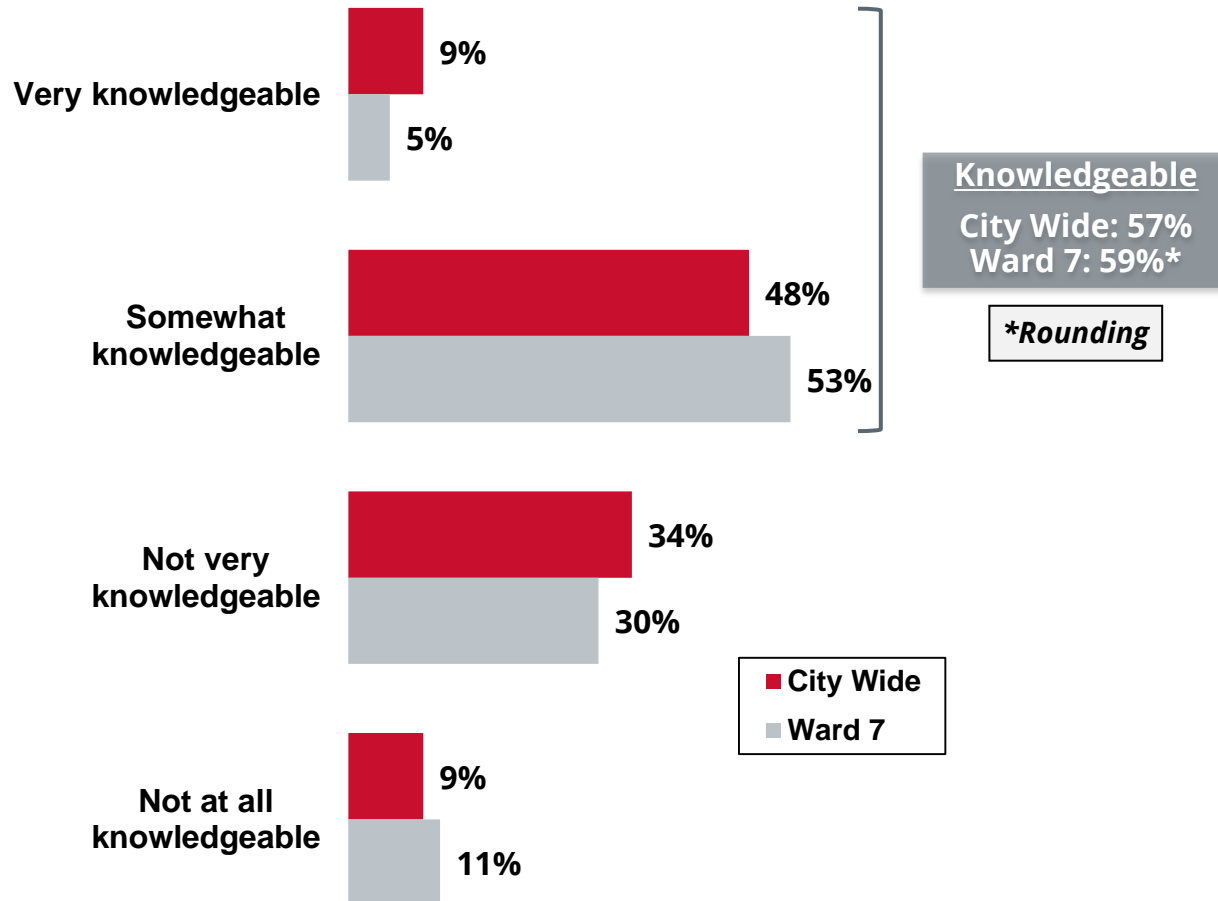


## Taxation





# Knowledge Levels of Tax Dollar Spending



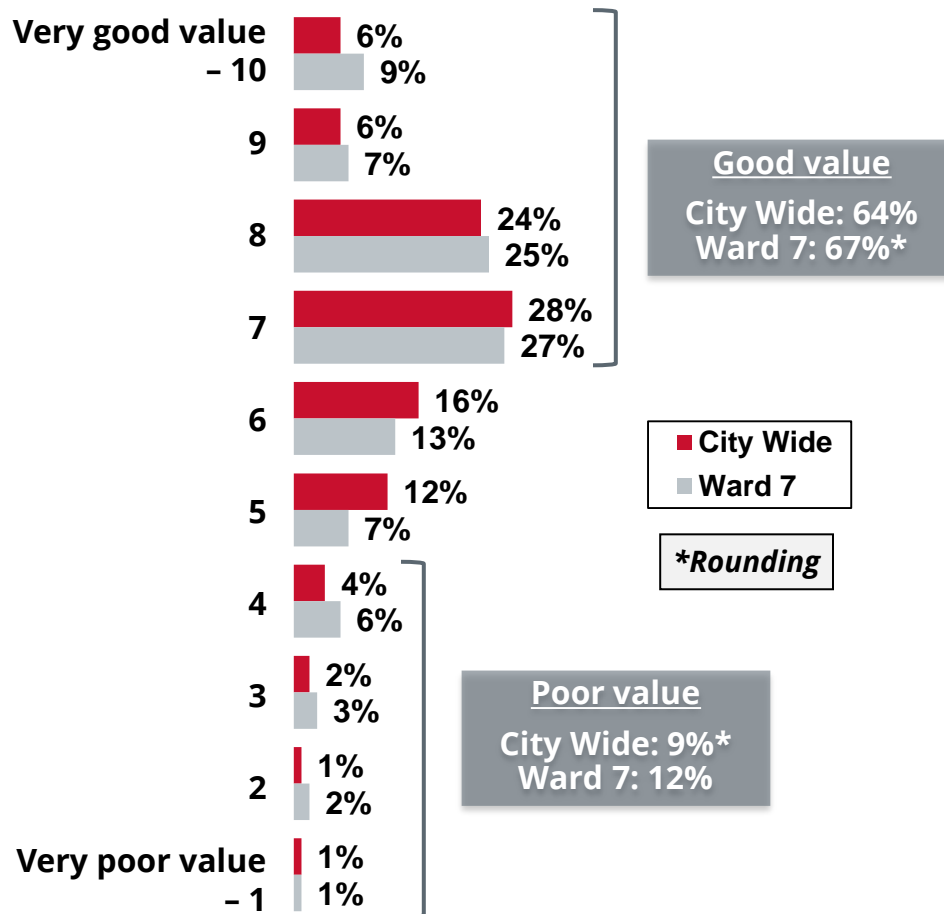
*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,442 / Ward 7: n=172)





# Perceived Value of Property Taxes

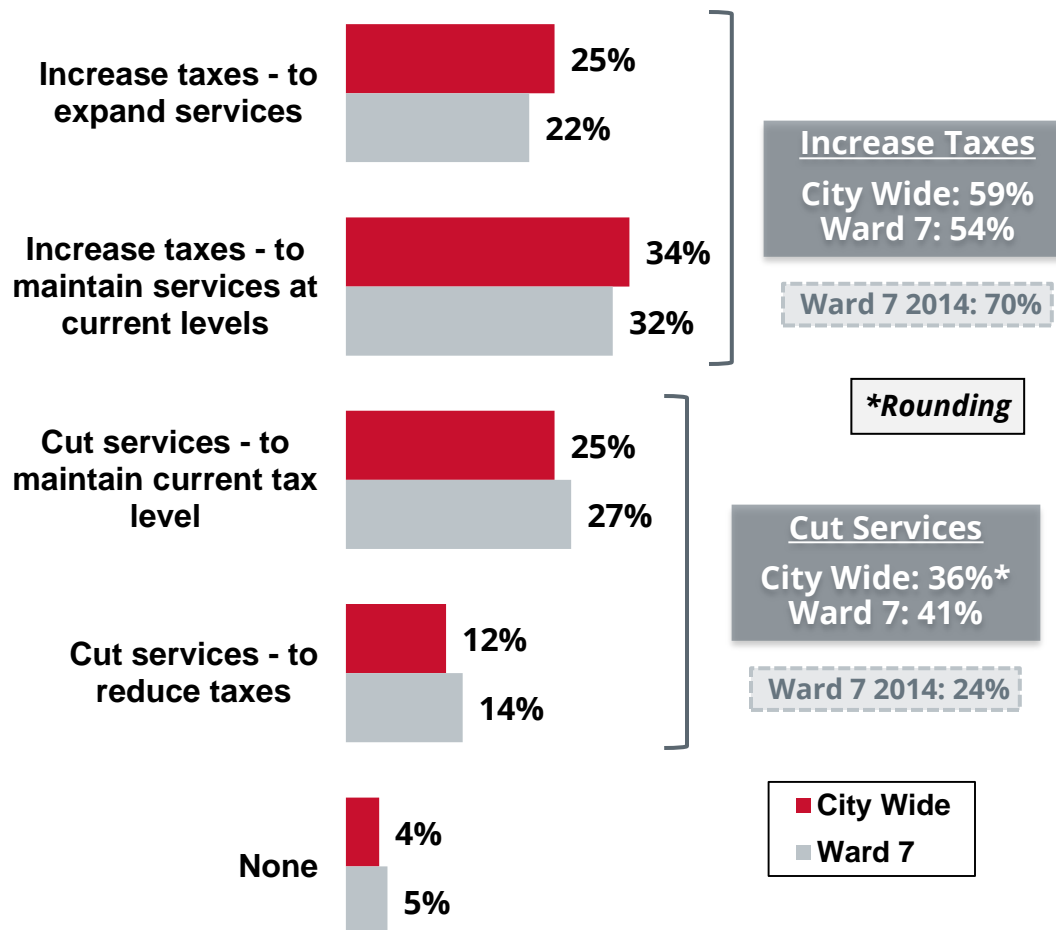


*Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars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

Base: Valid respondents (City Wide: n=2,414 / Ward 7: n=170)



# Balancing Taxation and Service Delivery Levels

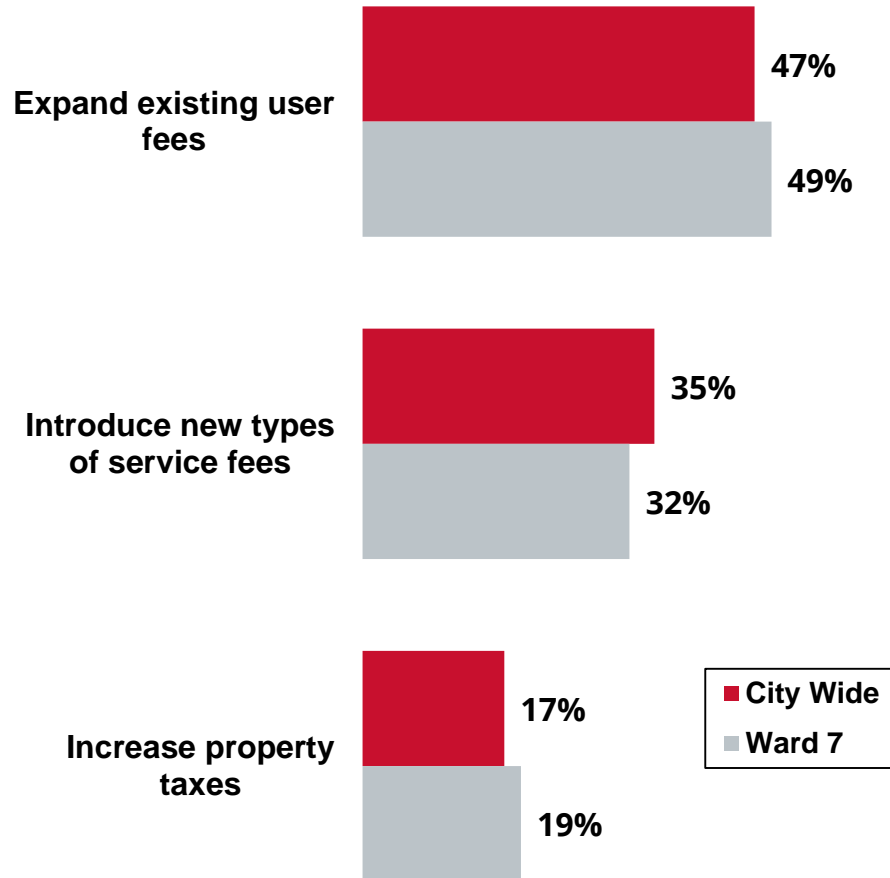


*Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents (City Wide: n=2,406 / Ward 7: n=169)



# Options for Increasing City Revenue



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

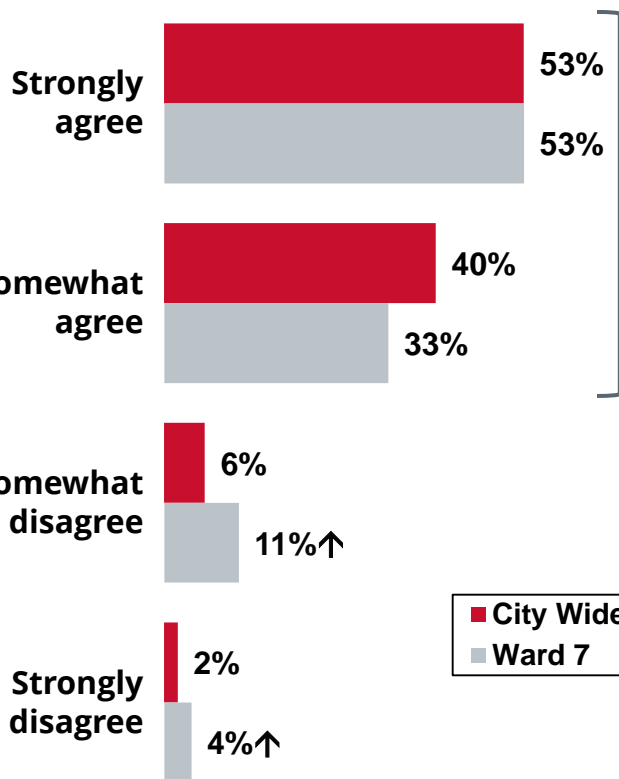
Base: Valid respondents (City Wide: n=2,295 / Ward 7: n=160)



# Property Tax Dollar Investment

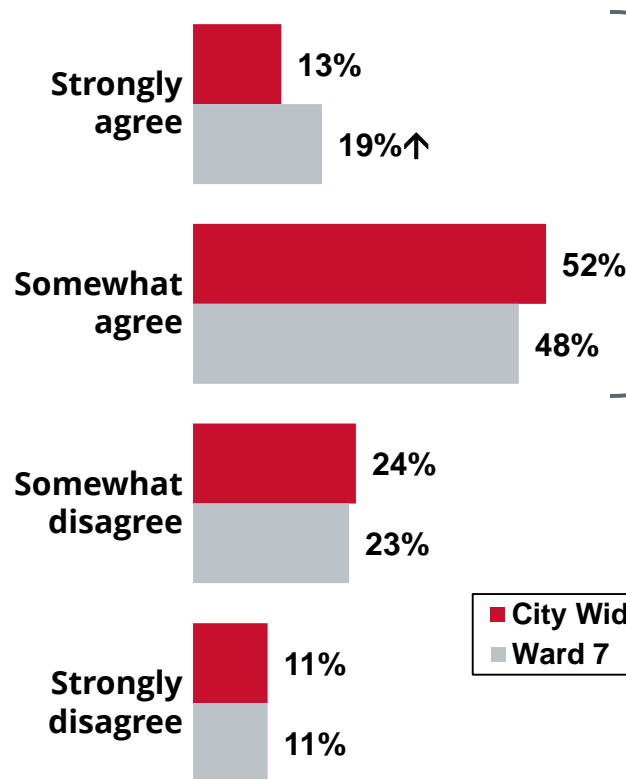
*I am interested in knowing how my property tax dollars are invested in various City services*

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



Agree  
City Wide: 93%  
Ward 7: 85%\*↓

*\*Rounding*



Agree  
City Wide: 65%  
Ward 7: 67%

Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.  
Base: Valid respondents (Bases vary)

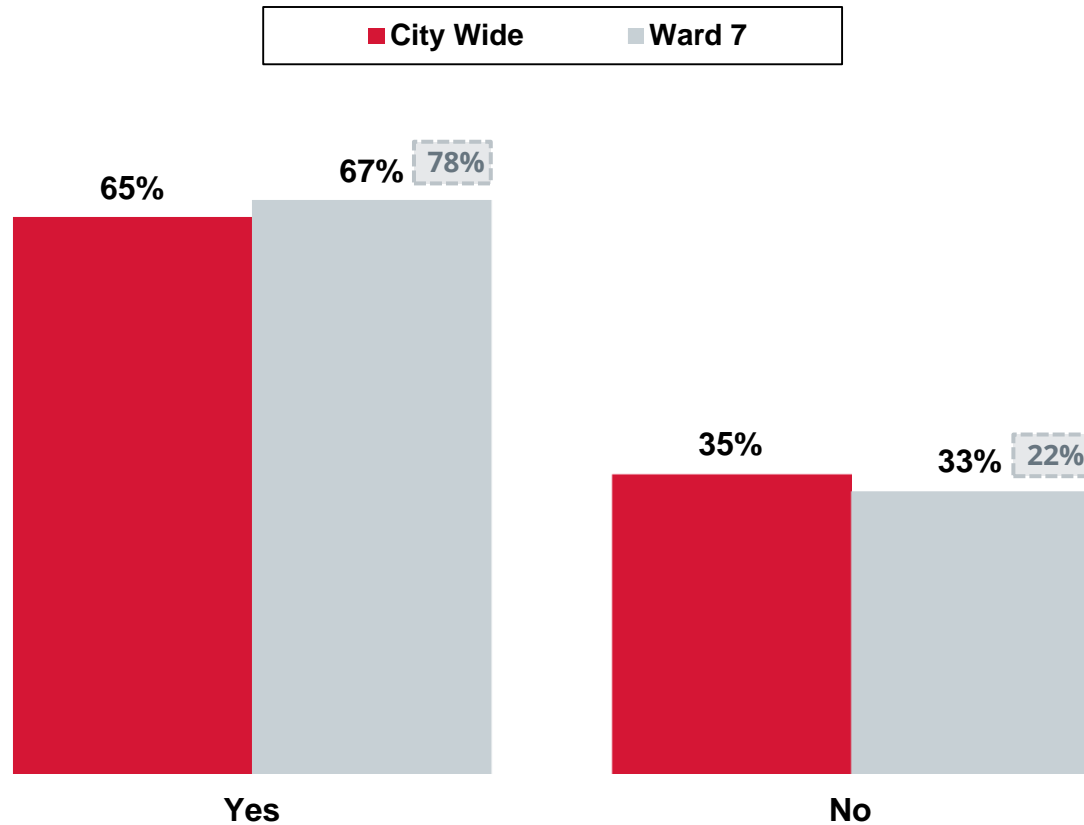


## Contact with The City





# Past 12 Months Contact with The City of Calgary



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

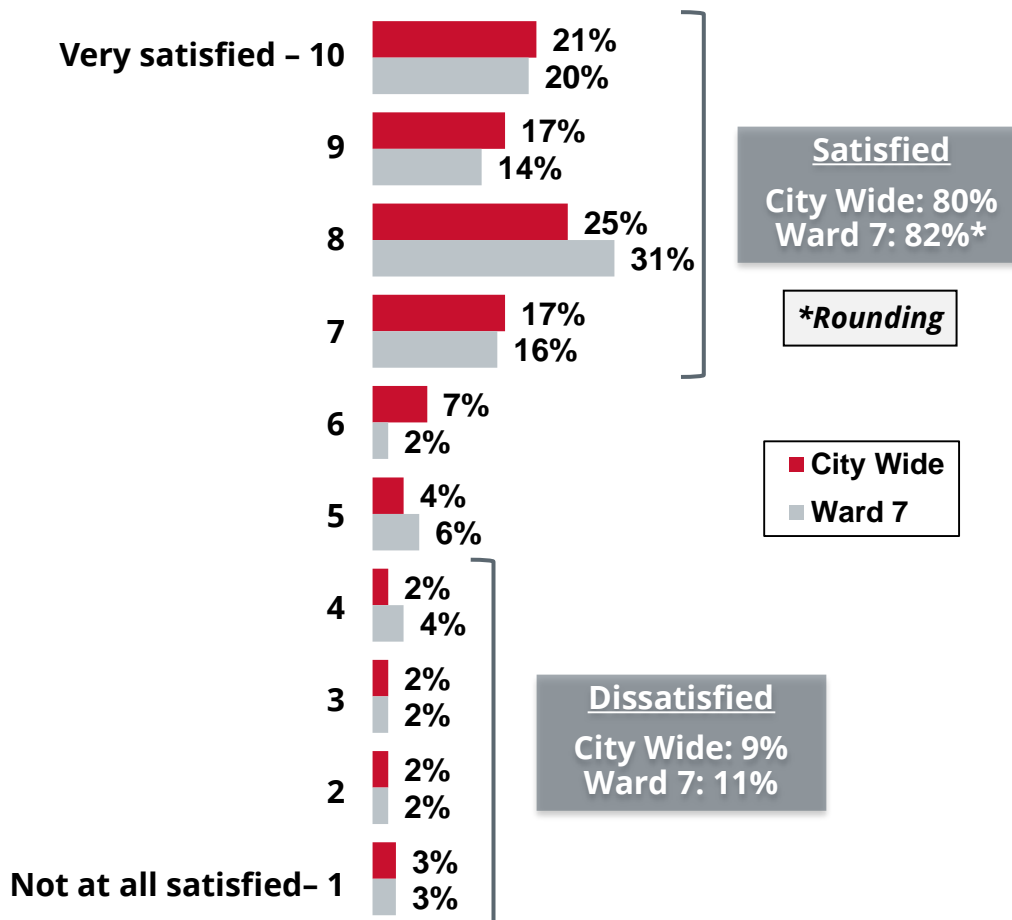
Base: Valid respondents (City Wide: n=2,447 / Ward 7: n=172)

Ward 7 2014





# Satisfaction with the Overall Level and Quality of Customer Service

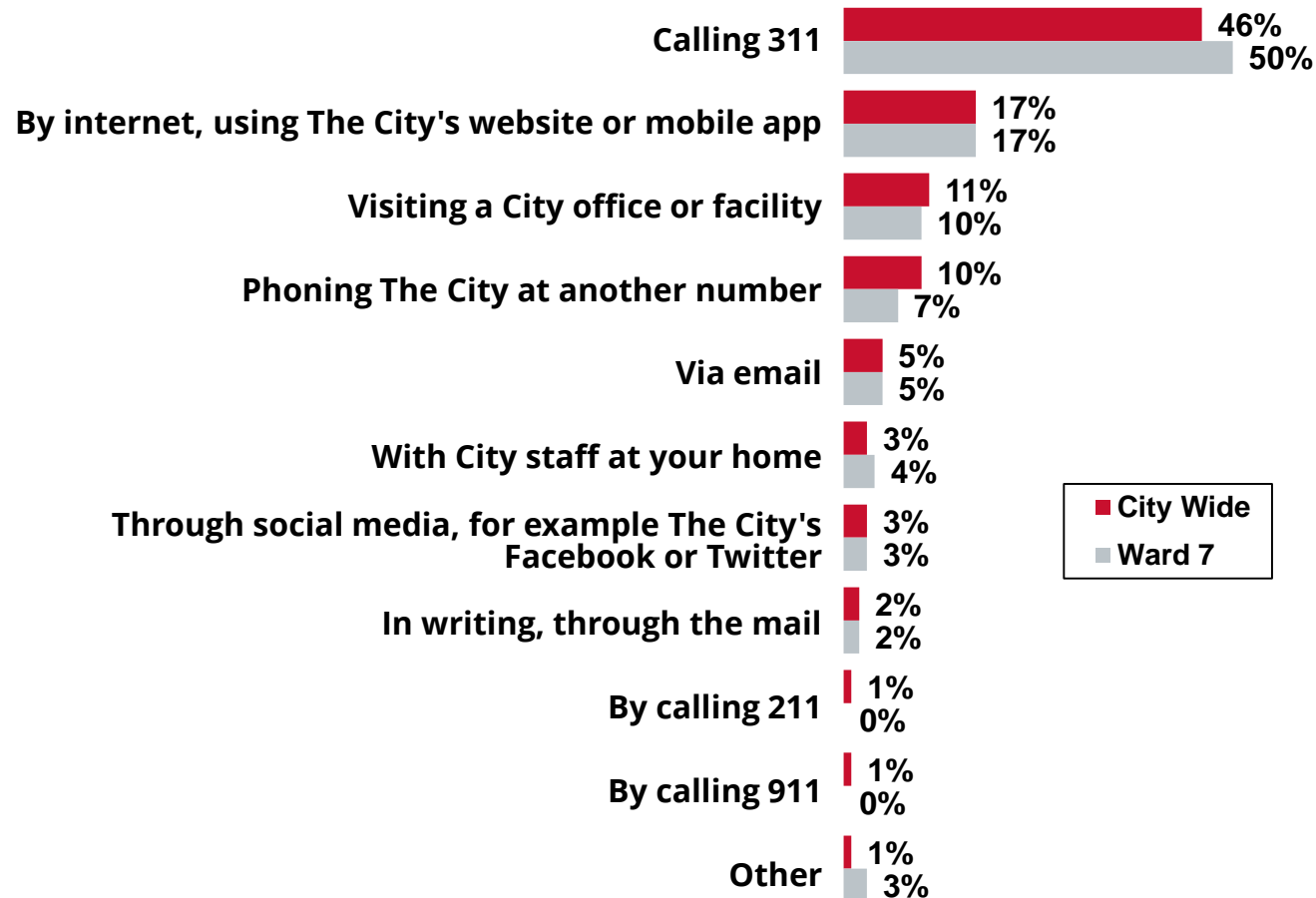


*On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?*

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,603 / Ward 7: n=121)



# Type of Contact

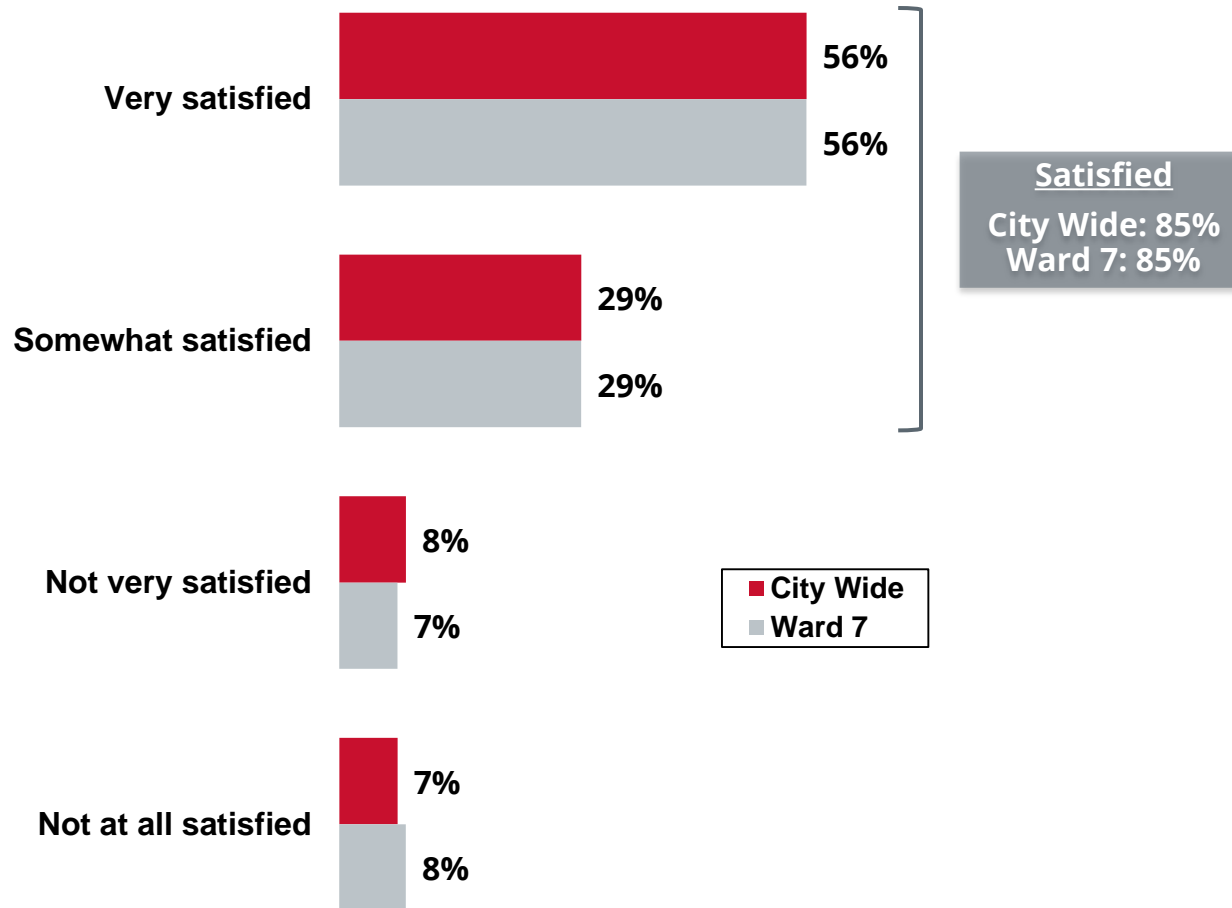


When you contacted The City was it... ?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,597 / Ward 7: n=121)



# Satisfaction with Most Recent City Contact



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

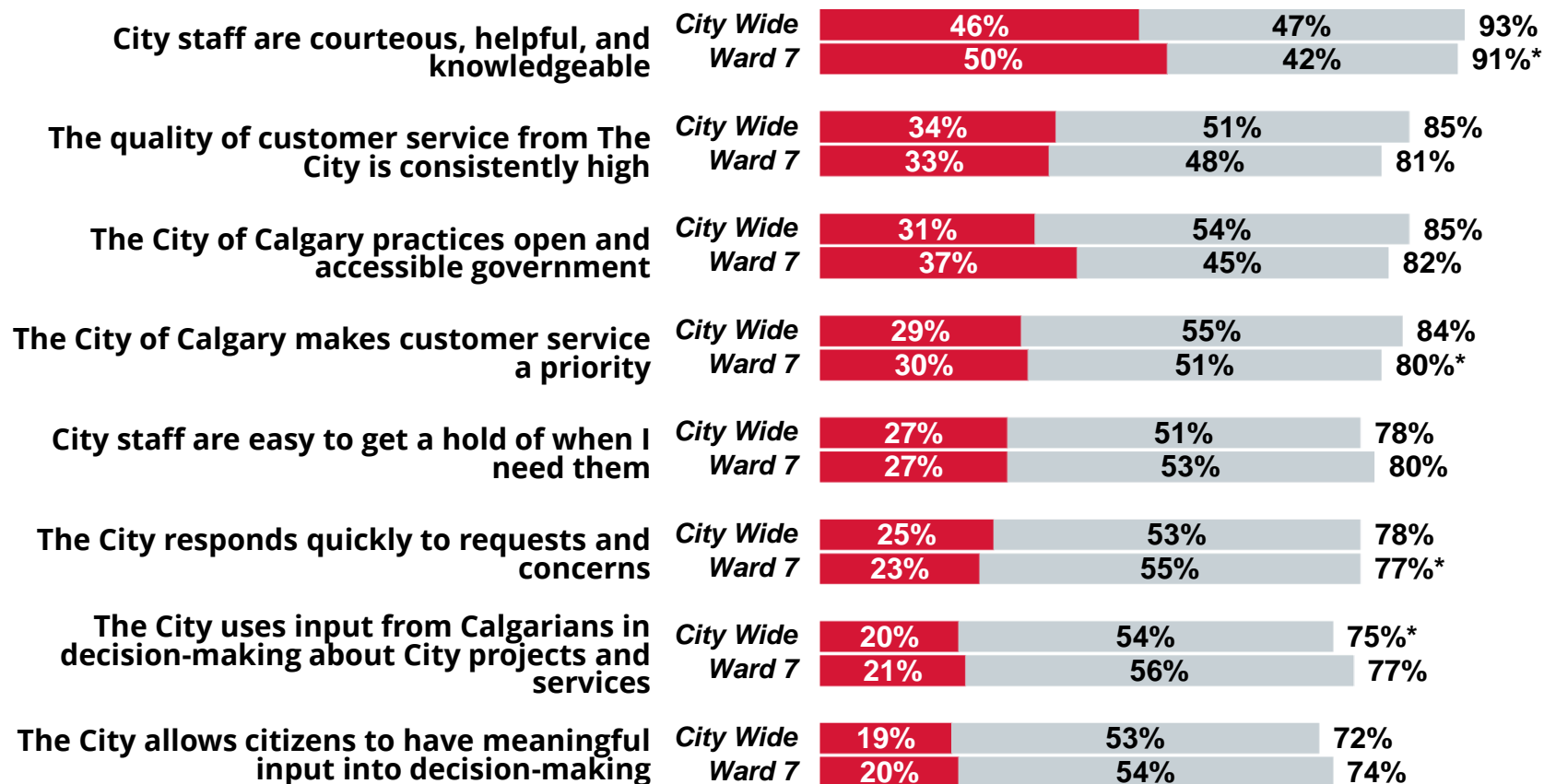
Base: Valid respondents who contacted or dealt with The City of Calgary in the last twelve months  
(City Wide: n=1,602 / Ward 7: n=121)



# 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)

**\*Rounding**

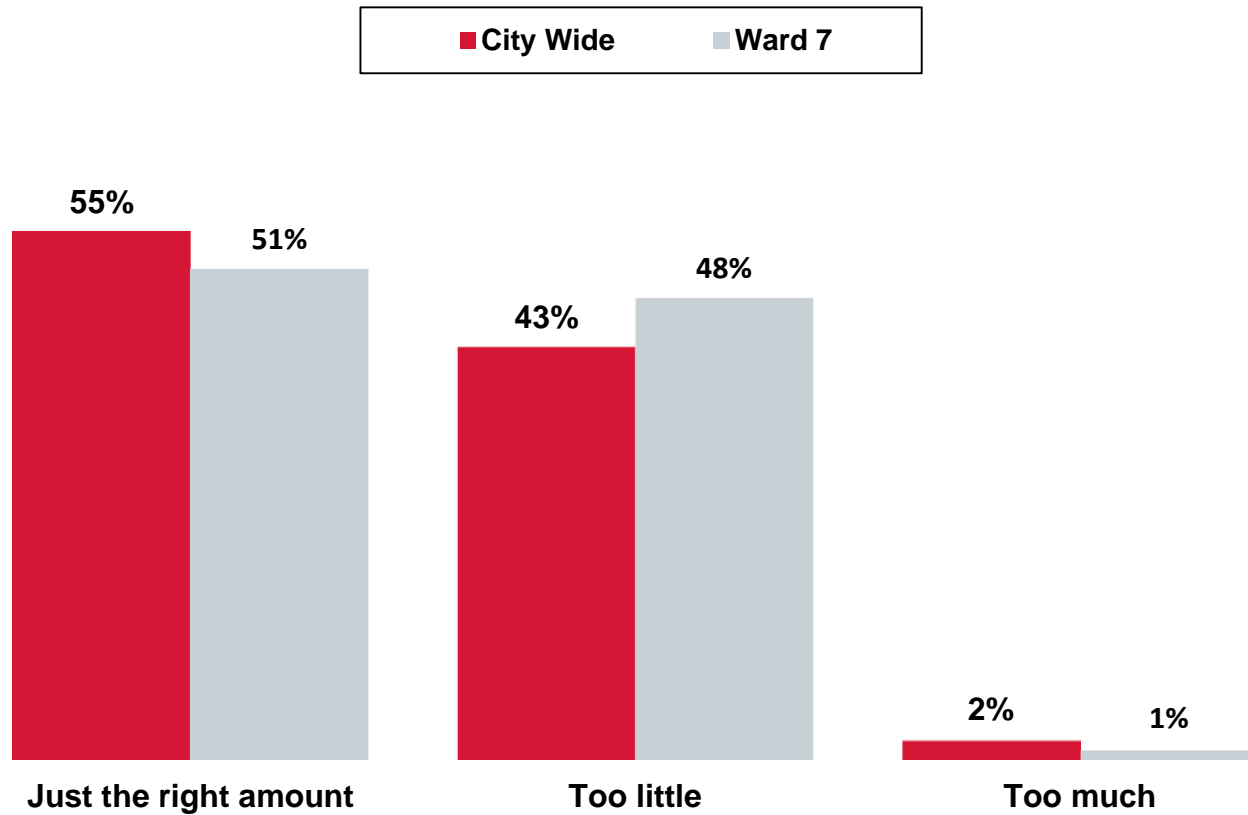


## City Communications





# The Extent of Information Received



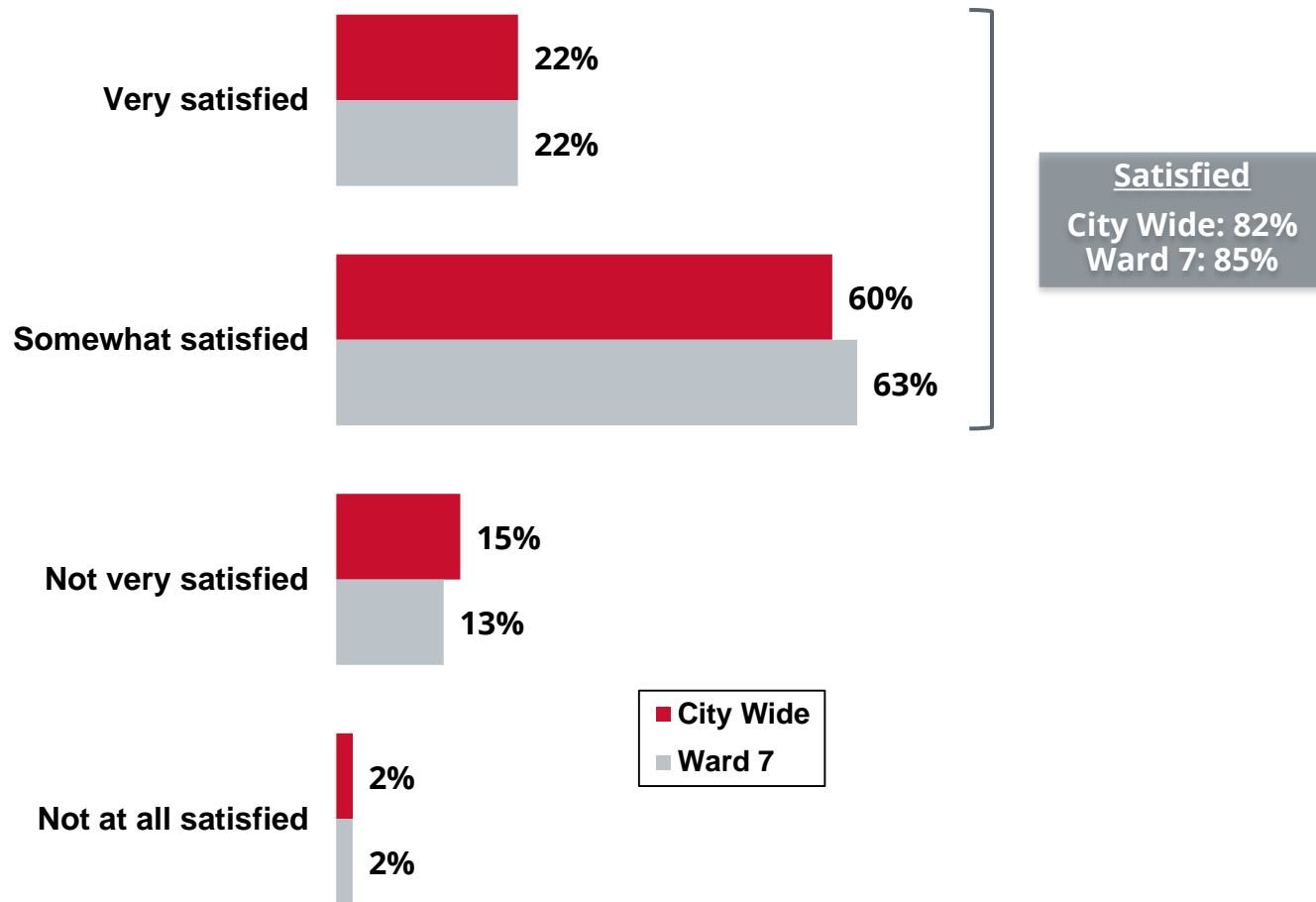
*In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?*

Base: Valid respondents (City Wide: n=2,440 / Ward 7: n=170)





# Overall Satisfaction with Quality of City Information and Communications



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

Base: Valid respondents (City Wide: n=2,441 / Ward 7: n=171)



## Demographics





## Gender

|        | City Wide | Ward 7 |
|--------|-----------|--------|
| Male   | 50%       | 48%    |
| Female | 50%       | 52%    |

## Age

|            | City Wide | Ward 7   |
|------------|-----------|----------|
| 18 to 24   | 14%       | 14%      |
| 25 to 34   | 20%       | 19%      |
| 35 to 44   | 19%       | 14%      |
| 45 to 54   | 20%       | 21%      |
| 55 to 64   | 14%       | 15%      |
| 65 or more | 13%       | 17%      |
| Mean       | 44 years  | 46 years |

## Education

|   | City Wide | Ward 7 |
|---|-----------|--------|
| Completed high school or less                   | 18%       | 12%    |
| Some post secondary or college diploma          | 37%       | 40%    |
| Completed university degree or post-grad degree | 45%       | 47%    |

## Income

|                   | City Wide | Ward 7 |
|-------------------|-----------|--------|
| Less than \$30K   | 6%        | 7%     |
| \$30K to <\$45K   | 9%        | 9%     |
| \$45K to <\$60K   | 11%       | 12%    |
| \$60K to <\$75K   | 8%        | 7%     |
| \$75K to <\$90K   | 8%        | 7%     |
| \$90K to <\$105K  | 10%       | 13%    |
| \$105K to <\$120K | 8%        | 11%    |
| \$120K to <\$150K | 14%       | 9%     |
| \$150K or more    | 24%       | 25%    |

## Number of People In Household

|           | City Wide | Ward 7 |
|-----------|-----------|--------|
| 1         | 14%       | 20%↑   |
| 2         | 29%       | 35%    |
| 3         | 19%       | 17%    |
| 4         | 23%       | 17%    |
| 5         | 10%       | 8%     |
| 6 or more | 6%        | 3%     |

## Children and Seniors in Household

### % Yes

|          | City Wide | Ward 7 |
|----------|-----------|--------|
| Children | 38%       | 24%↓   |
| Seniors  | 15%       | 18%    |

Valid respondents



## Tenure in Calgary

|                 | City Wide | Ward 7   |
|-----------------|-----------|----------|
| <5 years        | 12%       | 16%      |
| 5 to <10 years  | 10%       | 8%       |
| 10 to <15 years | 11%       | 13%      |
| 15 to <20 years | 13%       | 8%       |
| 20 to <30 years | 19%       | 17%      |
| 30 to <40 years | 16%       | 17%      |
| 40 or more      | 20%       | 23%      |
| Mean            | 24 years  | 25 years |

## Voted in Last Municipal Election

|                  | City Wide | Ward 7 |
|------------------|-----------|--------|
| Yes - in Calgary | 72%       | 74%    |
| Yes - other City | 2%        | 2%     |
| No               | 25%       | 24%    |

## Responsible for Property Taxes

|     | City Wide | Ward 7 |
|-----|-----------|--------|
| Yes | 82%       | 80%    |
| No  | 18%       | 20%    |

## Type of Home

|                             | City Wide | Ward 7 |
|-----------------------------|-----------|--------|
| Single-detached house       | 70%       | 71%    |
| Duplex-attached house       | 7%        | 6%     |
| Townhouse                   | 6%        | 4%     |
| Condominium                 | 7%        | 6%     |
| Apartment                   | 6%        | 10%↑   |
| Another multi-dwelling unit | 3%        | 2%     |

## Waste and Recycling Services

### % Yes

|                 | City Wide | Ward 7 |
|-----------------|-----------|--------|
| Have Black Cart | 85%       | 85%    |
| Have Blue Cart  | 84%       | 85%    |

## Own or Rent

|         | City Wide | Ward 7 |
|---------|-----------|--------|
| Own     | 76%       | 66%↓   |
| Rent    | 21%       | 30%↑   |
| Neither | 2%        | 4%     |

Valid respondents

## Born in Canada

|     | City Wide | Ward 7 |
|-----|-----------|--------|
| Yes | 74%       | 74%    |
| No  | 26%       | 26%    |

## Age Left Country of Birth

|             | City Wide | Ward 7 |
|-------------|-----------|--------|
| Under 12    | 28%       | 30%    |
| 12 to 17    | 12%       | 6%     |
| 18 or older | 60%       | 64%    |

Base: Not born in Canada

## Ethnic Background

|                                      | City Wide | Ward 7 |
|--------------------------------------|-----------|--------|
| Caucasian/ white                     | 24%       | 27%    |
| British                              | 19%       | 21%    |
| Canadian/ French Canadian            | 17%       | 17%    |
| Western European                     | 12%       | 9%     |
| East or Southeast Asian              | 11%       | 10%    |
| Southern or Eastern European         | 9%        | 11%    |
| South Asian                          | 6%        | 4%     |
| Central/ South American or Caribbean | 2%        | 3%     |
| West Asian or Middle Eastern         | 2%        | 2%     |
| African                              | 2%        | 1%     |
| Aboriginal/ First Nations/ Metis     | 2%        | 1%     |
| Other                                | 1%        | 2%     |

## Disability

|     | City Wide | Ward 7 |
|-----|-----------|--------|
| Yes | 15%       | 12%    |
| No  | 85%       | 88%    |

## Visible Minority

|     | City Wide | Ward 7 |
|-----|-----------|--------|
| Yes | 20%       | 13%↓   |
| No  | 80%       | 87%↑   |

Valid respondents



## Contact



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