

**Calgary**



# 2015 Citizen Satisfaction Survey

Final Report



**Ipsos Public Affairs**

## Prepared for The City of Calgary by:

### Contact:

Jamie Duncan  
Vice President  
Ipsos  
587.952.4863  
[jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

Sheela Das  
Director  
Ipsos  
587.952.4874  
[sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

## Table of Contents

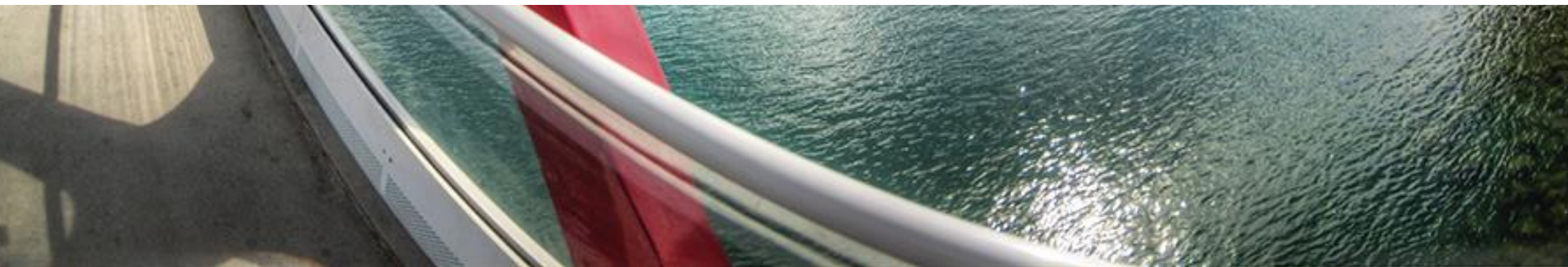
<b>I. Methodology</b>	<b>3</b>
<b>II. 2015 Highlights</b>	<b>4</b>
<b>III. Detailed Findings</b>	<b>11</b>
Issue Agenda	12
Quality of Life	15
City Programs and Services	24
Environmental Performance	51
Taxation	56
Contact with The City	65
City Communications	74
<b>IV. Demographics</b>	<b>77</b>

- ◆ 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.
  - ❖ The margin of error by quadrant is as follows:
    - Northeast: n=460 (MOE  $\pm 4.6$ )
    - Northwest: n=682 (MOE  $\pm 3.8$ )
    - Southeast: n=568 (MOE  $\pm 4.1$ )
    - Southwest: n=742 (MOE  $\pm 3.6$ )
  - ❖ The sample size per ward ranged from n=169 (MOE  $\pm 7.6$ ) to n=185 (MOE  $\pm 7.2$ ).
- ◆ Research Note on Tracking
  - ❖ Where possible, results are compared to previous iterations of the Citizen Satisfaction survey.
    - ↑ indicates number is significantly higher than 2014
    - ↓ indicates number is significantly lower than 2014





## 2015 Highlights



- ① Perceptions about the quality of life in Calgary remain strong. That being said, opinions regarding life in Calgary have declined over the past two years – that is, more Calgarians feel quality of life has worsened.
- ② The City of Calgary continues to receive solid performance ratings.
- ③ Overall satisfaction with the level and quality of services and programs remains high, as do perceptions of The City's customer service.
- ④ *"Infrastructure, traffic and roads"* remains in the top position on the 2015 issue agenda, while *"transit"* continues to hold second place. Still, satisfaction with a number of issues related to *"infrastructure, traffic and roads"* has increased significantly from 2014.
- ⑤ Transportation-related issues continue to be a desired area for increased investment. This includes Calgary Transit, traffic flow management, transportation planning, road maintenance, roads and infrastructure, and snow removal.
- ⑥ Affordable housing (assessed for the first time in 2015) emerges as a key area for investment and improvement.
- ⑦ Perceptions of City communications are strong, though more than four-in-ten citizens feel they receive 'too little' information.

# Summary of Key Findings

**Perceptions about the quality of life in Calgary remain strong. That being said, opinions regarding life in Calgary have declined over the past two years.**

- ◆ For the fourth consecutive year, just under nine-in-ten (86%) Calgarians say the quality of life is 'good'.
- ◆ However, 2015 sees a significant 5 percentage point decrease in the proportion of Calgarians who say the quality of life has 'improved' in the past three years (from 31% in 2014 to 26% in 2015).
  - ❖ This is the second consecutive year a decrease is seen, with a 9 percentage point drop from 2013 (35%).
- ◆ Further, one-quarter (25%) of Calgarians say the quality of life has 'worsened' in the past three years – up a significant 5 percentage points from 2014 (20%) and 8 points from 2013 (17%).
- ◆ Ratings for two sustainability metrics are also down for the second straight year:
  - ❖ 'Calgary is moving in the right direction to ensure a high quality of life for future generations' – down 12 percentage points over the past two years (66% agree in 2015 vs. 71% in 2014 and 78% in 2013).
  - ❖ 'Calgary is a great place to make a living' – down 10 percentage points over the past two years (80% agree in 2015 vs. 86% in 2014 and 90% in 2013).
- ◆ Still, nine-in-ten (88%) continue to agree 'Calgary is on the right track to being a better city ten years from now'.
- ◆ While not addressed in this survey, it is likely that job losses coupled with the economic downturn and resource slump, which many expect to persist until the end of the decade, has contributed to the change in perceptions about quality of life in Calgary.

# Summary of Key Findings

***"Infrastructure, traffic and roads" remains in the top position on the 2015 issue agenda, while "transit" continues to hold second place. Mentions of both, however, have dropped back to 2013 levels.***

- ◆ In 2015, 36% of Calgarians cite *"infrastructure, traffic or roads"* as an important issue – down a significant 10 percentage points from 2014 (46%) and identical to 2013.
  - ❖ Just over one-quarter (26%) say it is the most important issue, down 9 percentage points from 2014 (35%) and on par with 2013 (27%).
- ◆ Moreover, satisfaction with a number of issues related to *"infrastructure, traffic or roads"* has increased significantly from 2014:
  - ❖ Spring road cleaning (91% very or somewhat satisfied, up 3 percentage points);
  - ❖ Snow removal (77% very or somewhat satisfied, up 8 percentage points);
  - ❖ Road maintenance including pothole repairs (74% very or somewhat satisfied, up 4 percentage points); and,
  - ❖ Traffic flow management (66% very or somewhat satisfied, up 5 percentage points).
- ◆ One-in-five (21%) Calgarians cite *"transit"* as an important issue – down 4 percentage points from 2014 (25%), while 16% say it is the most important issue – a significant 2 point decrease from 2014 (18%).

# Summary of Key Findings

## **Still, Transportation continues to surface as a desired area for increased investment.**

- ◆ When asked if The City should invest more, less or the same amount in specific programs and services, six of the top eight areas for investment are transportation related:
  - ❖ Calgary Transit (69% invest more), traffic flow management (62% invest more), transportation planning (62% invest more), road maintenance (56% invest more), City operated roads and infrastructure (56% invest more) and snow removal (54% invest more).
  - Additionally, these six areas continue to be flagged as 'priority areas for improvement' in the action grid analysis.

## **Affordable housing for low-income families (assessed for the first time in 2015) emerges as a key area for investment and improvement.**

- ◆ Affordable housing is just second to Transit as an area for investment – 64% invest more.
- ◆ It is also flagged as a 'priority area for improvement' in the action grid analysis.
- ◆ Satisfaction ratings for affordable housing are in the bottom three (of 34 programs and services) – 69% satisfied, with only 13% very satisfied.

## **Overall satisfaction with the level and quality of services and programs remains high.**

- ◆ Eight-in-ten (80%) continue to say they are satisfied with the overall level and quality of services and programs provided by The City.
- ◆ Of the 34 programs and services assessed, satisfaction is 90% or higher for 17 programs and services, and 80% or higher for another 11 programs and services.
  - ❖ Just three receive satisfaction ratings below the 70% mark: affordable housing (69%), traffic flow management (66%) and bike lanes on streets (61%).



# Summary of Key Findings

## **The perceived value of property tax dollars remains steady, while self-reported knowledge regarding City taxes sees a decline.**

- ◆ Close to two-thirds (64%, consistent with the last two years) of citizens give The City a 'good value' rating for the value of their property tax dollars.
- ◆ In 2015, significantly fewer Calgarians say they are 'knowledgeable' about tax dollar spending (57% vs. 61% in 2014).
- ◆ As in 2014, just two-thirds (65%) agree that 'The City does a good job of providing citizens with information about how their property taxes are invested in various City services'.

## **The City of Calgary continues to perform well on the environmental front.**

- ◆ Satisfaction with The City's environmental performance remains high (91%) and consistent with the past two years, as does satisfaction with The City's environmental programs and services (85%).
  - ❖ Perceptions of the overall state of Calgary's environment remains extremely high with 94% of Calgarians rating it 'good', though it is a 3 percentage point decrease from 2014 (97%).

# Summary of Key Findings

## **Perceptions about The City's customer service delivery holds strong.**

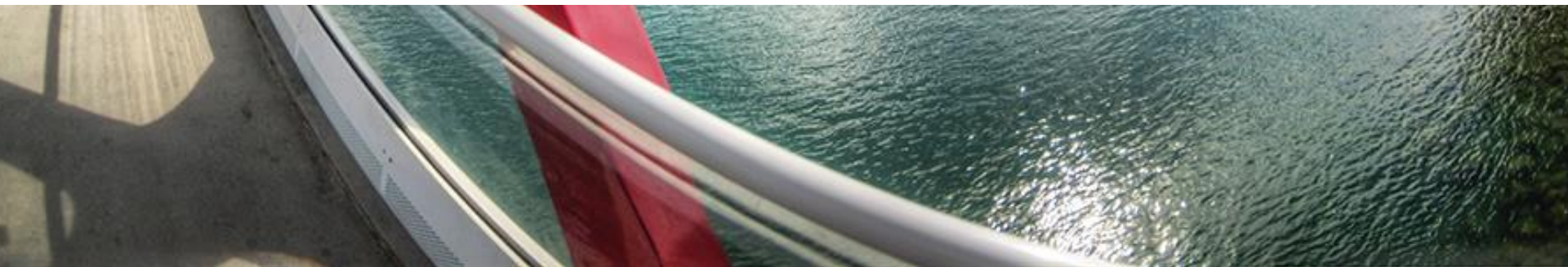
- ◆ Among those who contacted or dealt with The City in the past 12 months, eight-in-ten (80%, consistent with 2014) are satisfied with the overall level and quality of customer service received, and 85% (unchanged from 2014) are satisfied with their most recent contact with The City.
- ◆ Calling 311 as a means of contact continues to decrease significantly – from 65% in 2013 to 55% in 2014 to 46% in 2015.
- ◆ Meanwhile, in the past year, in-person contact (at a City office or in-home) and contact by digital means (social media or Internet) have increased.

## **Overall satisfaction with City communications continues to be strong, though perceptions of the amount of information received from The City leaves room for improvement.**

- ◆ In 2015, 82% of Calgarians are satisfied with the overall quality of City information and communications (consistent with 83% in 2014).
- ◆ However, just 55% say they receive 'just the right amount' of information from The City – consistent with 2014 (57%) but down 14 percentage points from 2013 (69%).
- ◆ Further, more than four-in-ten (43%) say they receive 'too little' information, again consistent with 2014 (41%) but up 13 percentage points from 2013 (30%), and the highest level seen over the past 11 years.



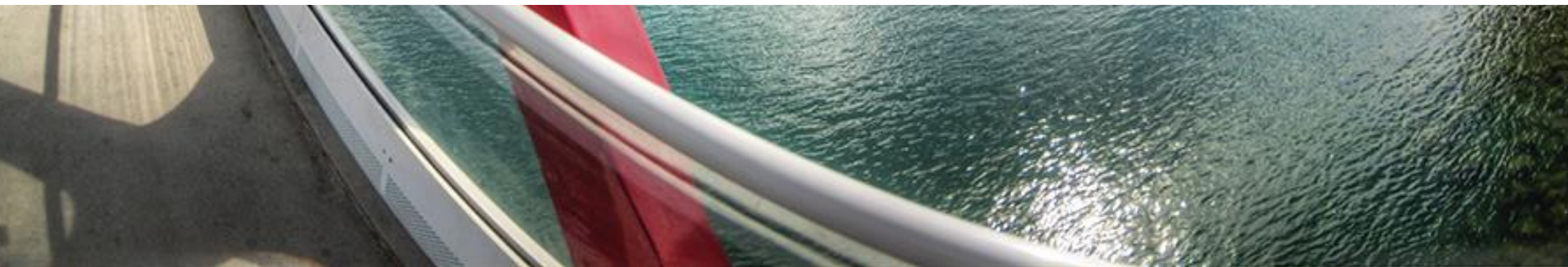
## **DETAILED FINDINGS**







## Issue Agenda





Multiple Responses

Change  
2014 – 2015

■ First Mention ■ Other Mentions

<b>INFRASTRUCTURE, TRAFFIC &amp; ROADS (NET)</b>	<b>26%</b>	<b>10%</b>	<b>36%</b>	<b>-10↓</b>
Traffic congestion	<b>8%</b>	<b>3</b>	<b>11%</b>	<b>-5↓</b>
Road conditions/ roads	<b>7%</b>	<b>4%</b>	<b>11%</b>	<b>-3↓</b>
Infrastructure maintenance/ improvement/ development	<b>6%</b>	<b>3</b>	<b>9%</b>	<b>-</b>
(Lack of) snow removal	<b>3</b>	<b>4%</b>		<b>-7↓</b>
<b>TRANSIT (NET)</b>	<b>16%</b>	<b>5%</b>	<b>21%</b>	<b>-4↓</b>
Public Transportation [incl. buses/ C-train/ poor service]	<b>9%</b>	<b>3</b>	<b>12%</b>	<b>+4↑</b>
Transportation (unspecified)	<b>6%</b>	<b>2</b>	<b>8%</b>	<b>-2</b>
<b>EDUCATION [incl. lack of teachers/ funding/ schools/local schools]</b>	<b>8%</b>	<b>4%</b>	<b>12%</b>	<b>-2↓</b>
<b>CRIME, SAFETY &amp; POLICING (NET)</b>	<b>8%</b>	<b>4%</b>	<b>12%</b>	<b>+1</b>
Crime [incl. breaking & entering/ gangs/ safety/ public safety, etc.]	<b>4%</b>	<b>2</b>	<b>6%</b>	<b>+1</b>
Public safety	<b>4%</b>	<b>5%</b>		<b>-</b>
<b>RECREATION (NET)</b>	<b>3</b>	<b>5%</b>	<b>8%</b>	<b>-1</b>
<b>TAXES (NET)</b>	<b>4%</b>	<b>2</b>	<b>6%</b>	<b>+2↑</b>
<b>ENVIRONMENT &amp; WASTE MANAGEMENT (NET)</b>	<b>3</b>	<b>2</b>	<b>5%</b>	<b>-3↓</b>
<b>HOMELESSNESS, POVERTY &amp; AFFORDABLE HOUSING (NET)</b>	<b>3</b>	<b>4%</b>		<b>-3↓</b>
<b>GROWTH AND PLANNING (NET)</b>	<b>3</b>	<b>4%</b>		<b>-3↓</b>
<b>BUDGET AND SPENDING (NET)</b>	<b>2</b>	<b>4%</b>		<b>+1</b>
<b>HEALTHCARE</b>	<b>2</b>	<b>3%</b>		<b>-</b>
Other			<b>21%</b>	
None			<b>14%</b>	

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?*

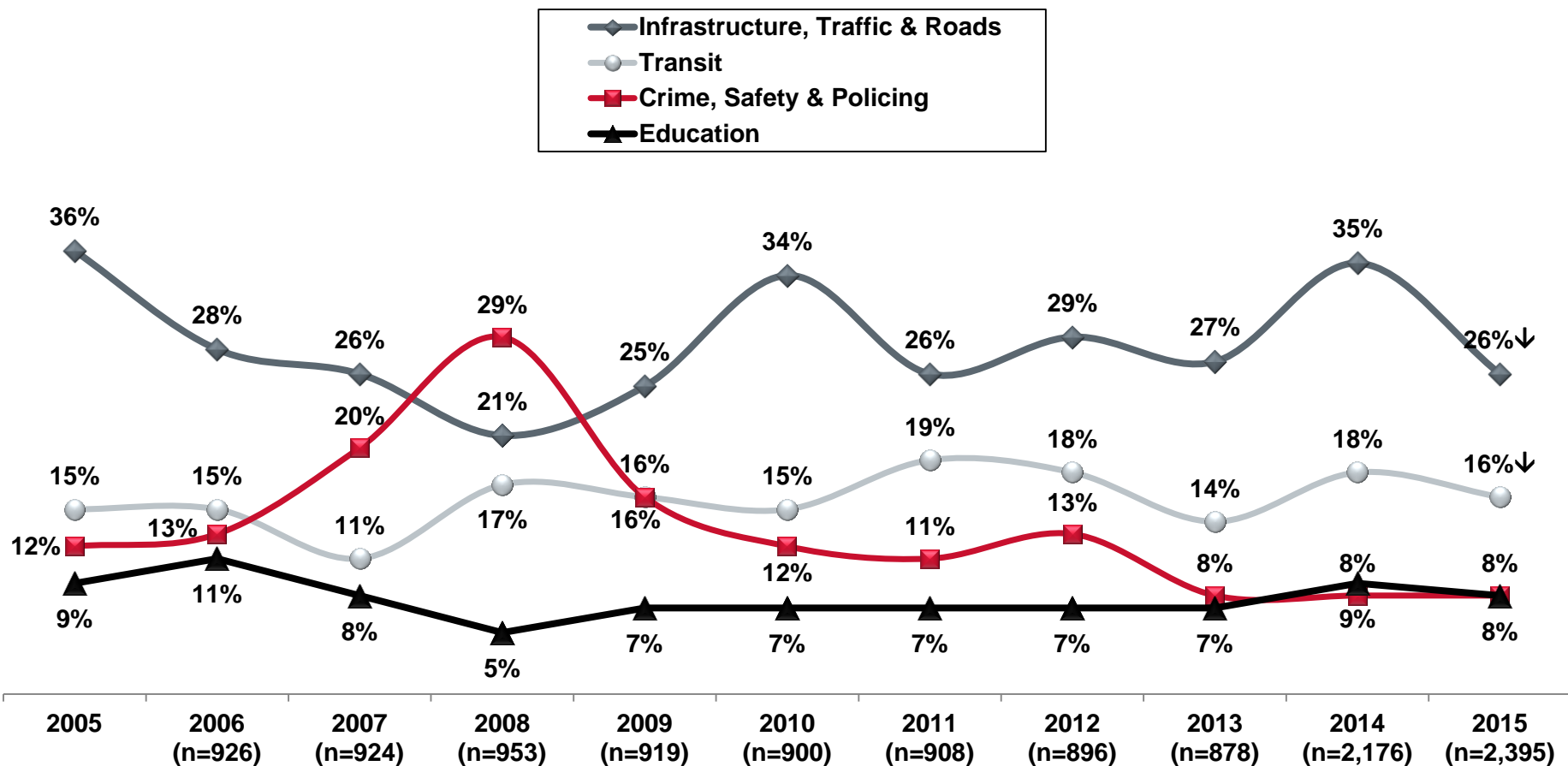
Base: Valid respondents (n=2,398)





# Tracking Most Important Issues Facing Calgary

First Mention Only



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

Base: Valid respondents

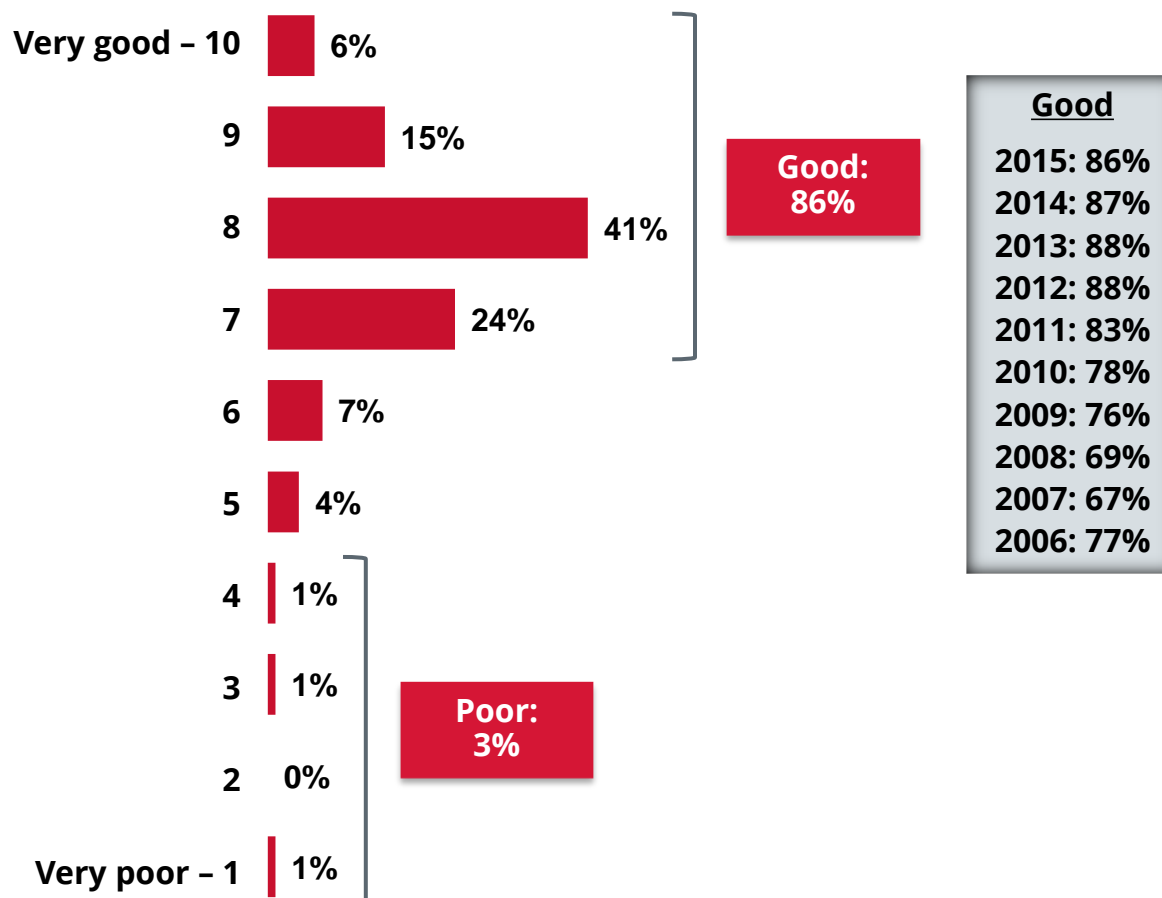


## Quality of Life





# Overall Quality of Life in Calgary

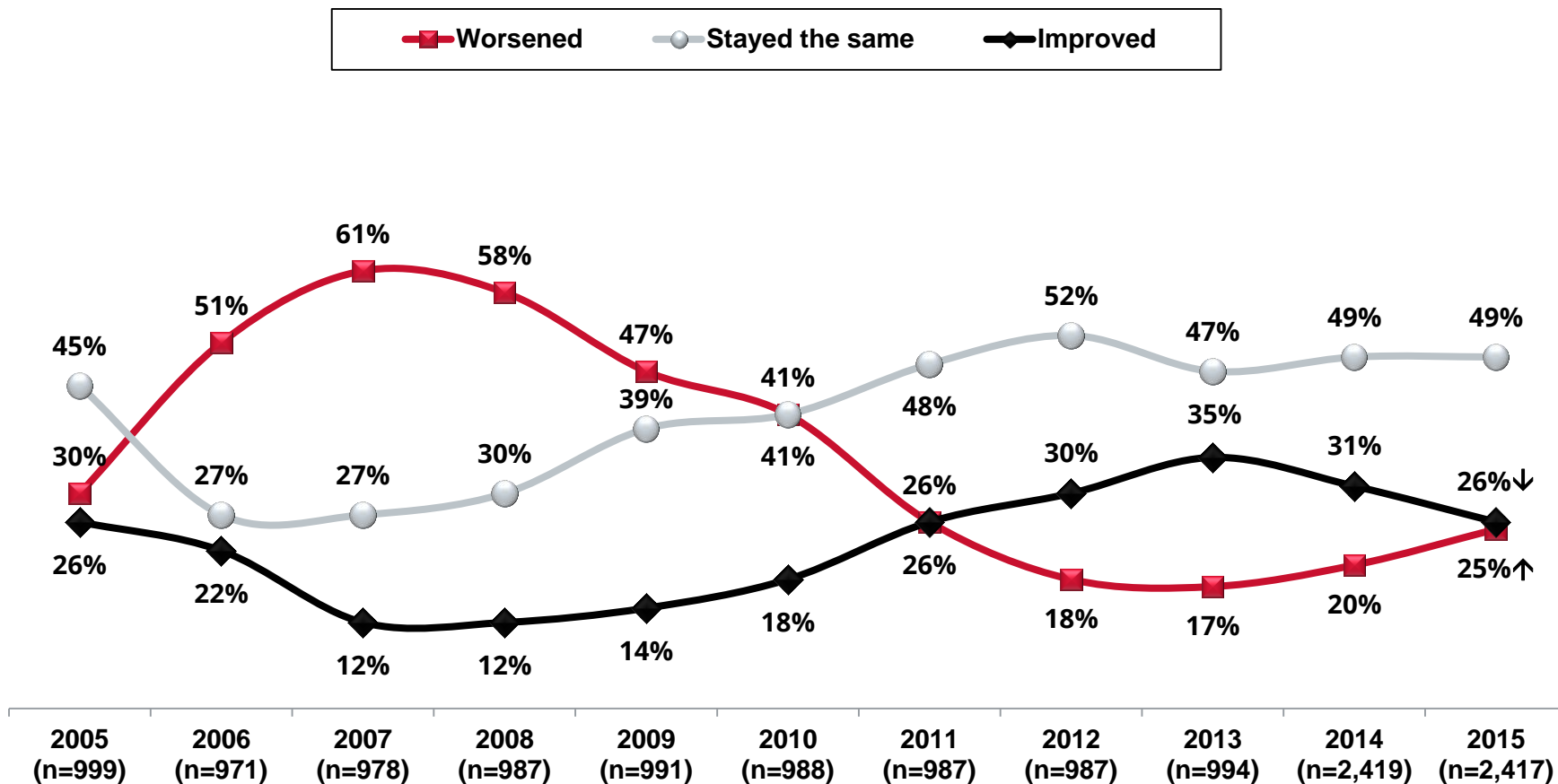


*On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good" how would you rate the overall quality of life in the city of Calgary today?*

Base: Valid respondents (n=2,450)



# 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



# Actions to Improve the Quality of Life

Change  
2014 – 2015

## Multiple Responses

<b>Transportation (NET)</b>	<b>30%</b>	-
Improvement/ maintenance of existing roads	11%	+1
Better traffic management	10%	-
Infrastructure	4%	-
<b>Transit (NET)</b>	<b>22%</b>	+1
Improve public transportation	16%	-
<b>Recreation &amp; Community Services (NET)</b>	<b>17%</b>	-
Building of community centres/ recreation facilities	6%	+1
Parks/ green-space improvement	5%	+1
<b>Homelessness, Poverty &amp; Affordable Housing (NET)</b>	<b>16%</b>	-
Expand affordable housing/ rent	5%	-1
Improve job creation/ employment	4%	+2↑
<b>Government (NET)</b>	<b>13%</b>	-
Reduce taxes	5%	+1↑
Tax spending/ City budget	4%	-
<b>Crime, Safety &amp; Policing (NET)</b>	<b>9%</b>	-
Control crime and safety	4%	-
<b>Growth &amp; Planning (NET)</b>	<b>5%</b>	-1
<b>Education (NET)</b>	<b>4%</b>	-1
Better education/ more schools	4%	-
<b>Environment (NET)</b>	<b>4%</b>	+2↑
<b>Other</b>	<b>10%</b>	
<b>Nothing</b>	<b>17%</b>	

Total mentions <4%  
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 (n=2,452)

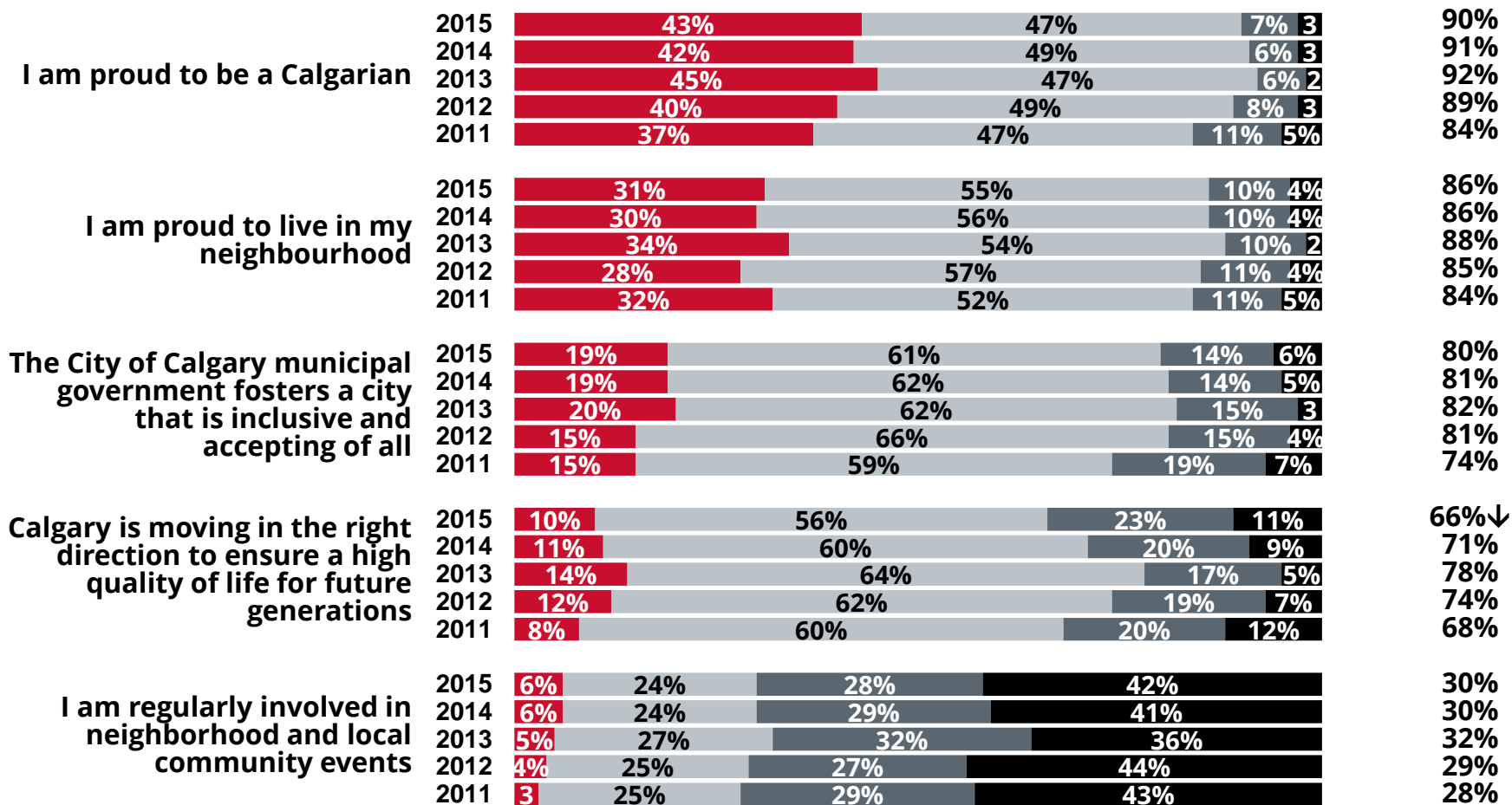




# Sustainability Metrics

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

% Agree



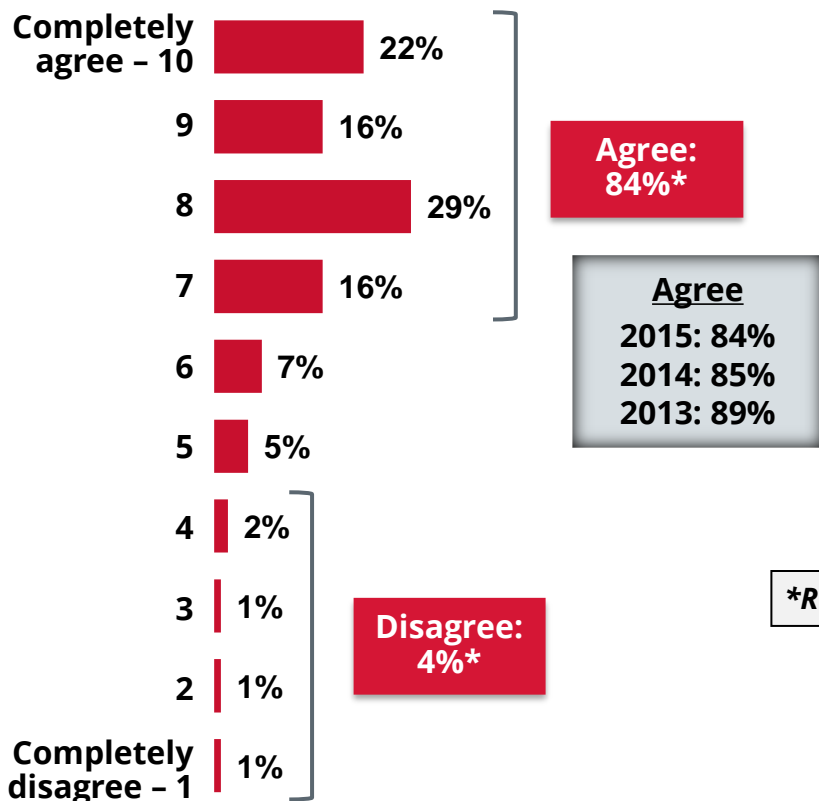
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree".

Base: Valid respondents (Bases vary)

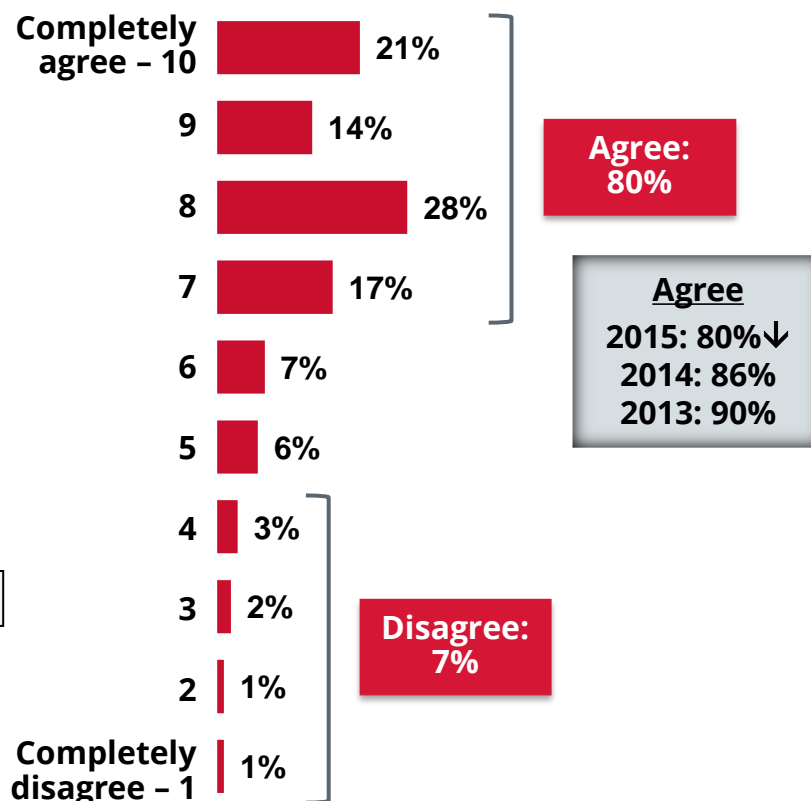


# Sustainability: Making a Life and Making a Living

## Calgary is a Great Place to Make a Life



## Calgary is a Great Place to Make a Living

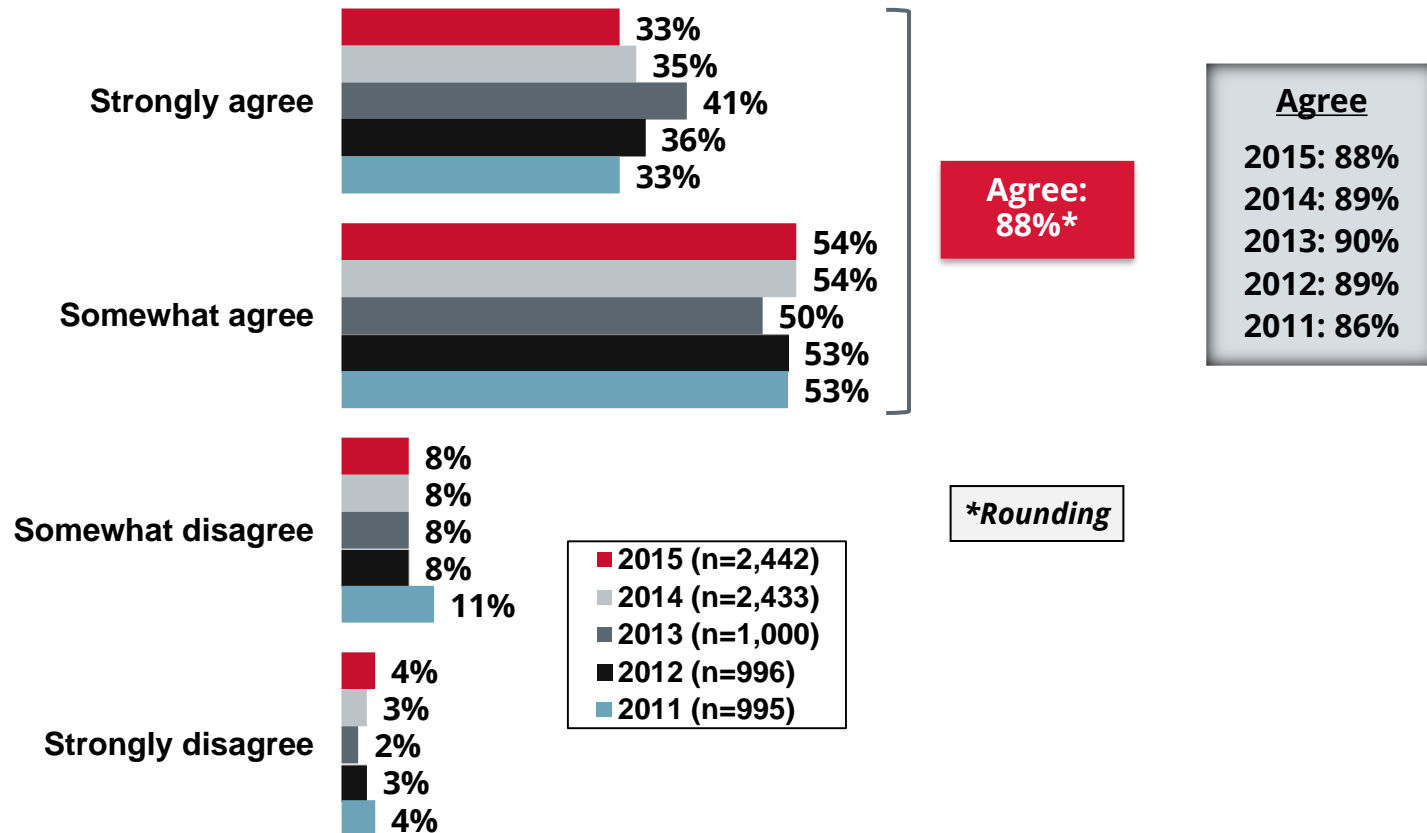


Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree".

Base: Valid respondents (Bases vary)



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

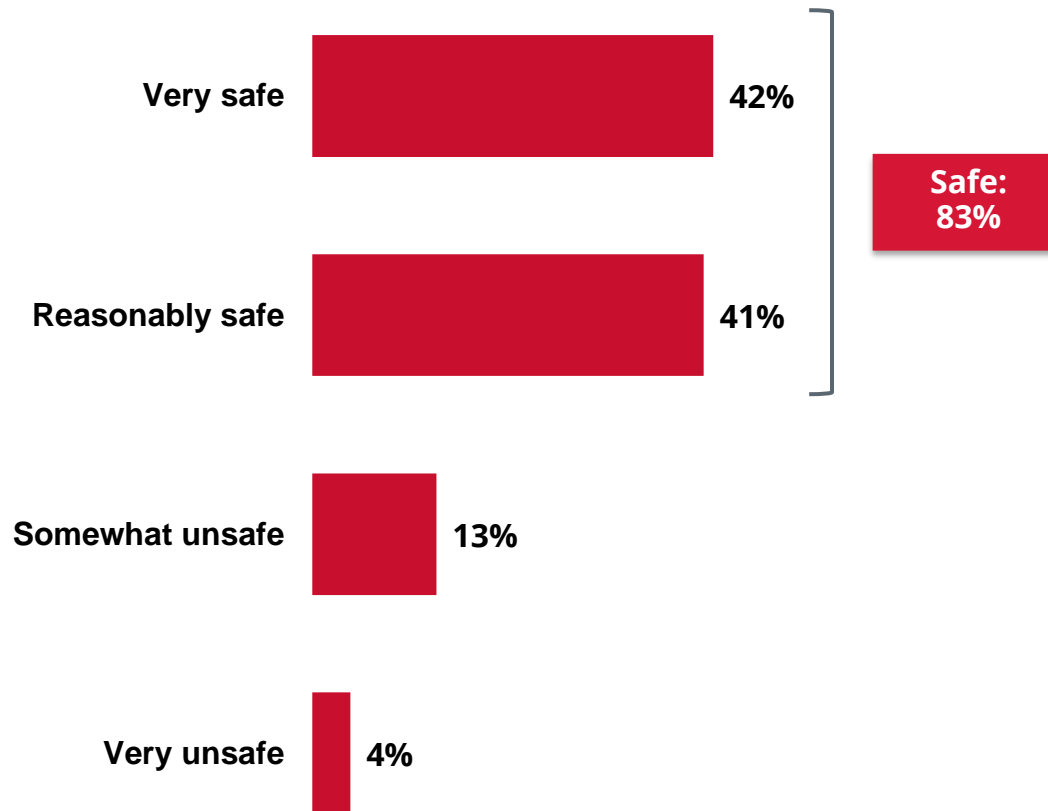


*There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.*

Base: Valid respondents



# Perceived Safety in Own Neighbourhood

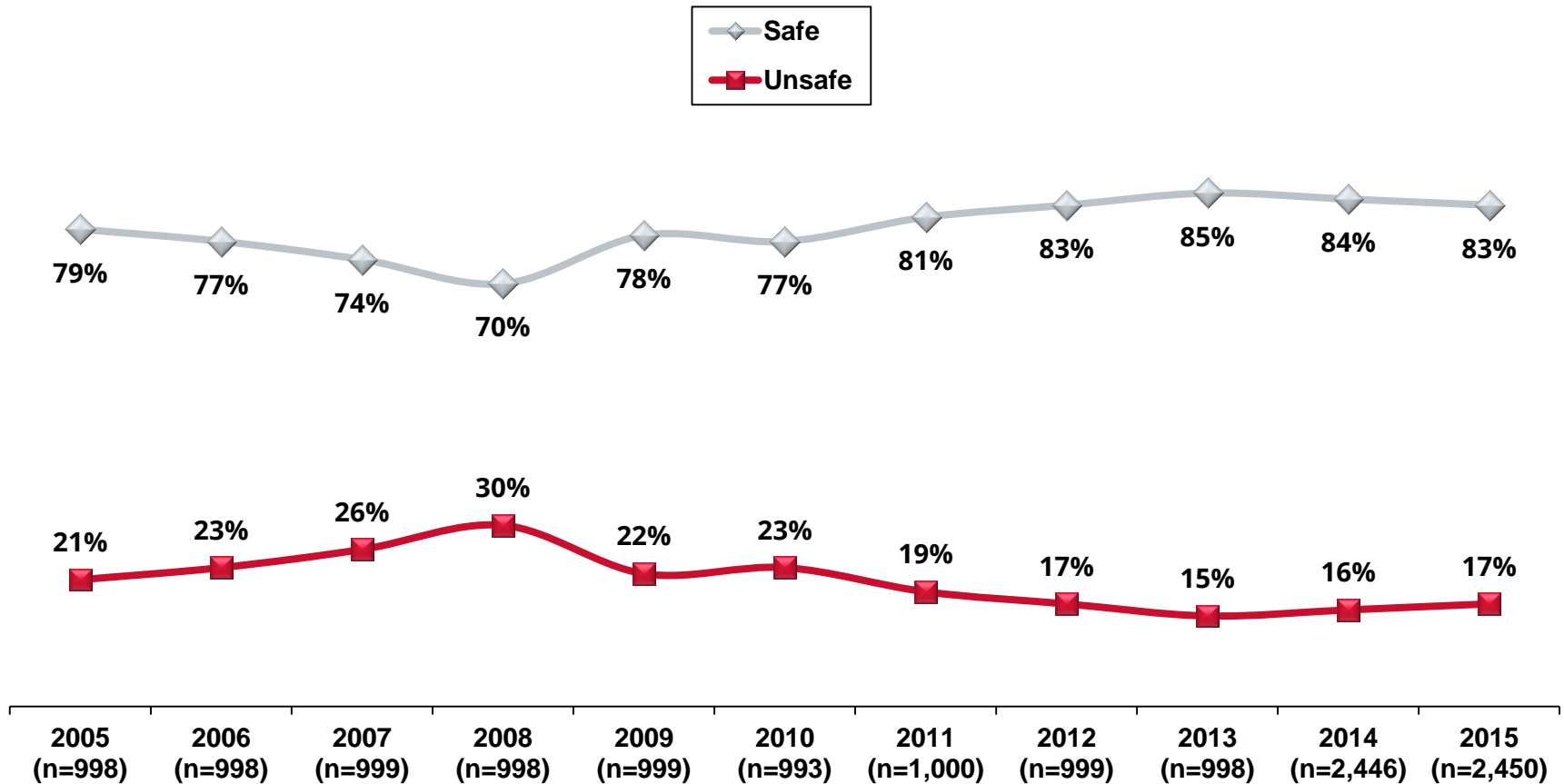


*How safe do you feel or would you feel walking alone in your neighbourhood after dark?*

Base: Valid respondents (n=2,450)



# Tracking Perceived Safety in Own Neighbourhood



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

Base: Valid respondents





## City Programs and Services





# Top-of-Mind Programs and Services

Change  
2014 - 2015

Multiple  
Responses

<b>Recreation (NET)</b>	40%	-
Recreation/ leisure centres/ programs	18%	-1
Parks and Recreation centres/ programs	11%	+2↑
Swimming pools/ facilities/ lessons	6%	1
Cultural/ art events/ festivals/ museums/ theatres	5%	-1
Community centres	4%	-
Sports facilities or programs/ sports (unspecified)	4%	+1
<b>Transit</b>	34%	+10↑
<b>Waste &amp; Recycling (NET)</b>	21%	+6↑
Waste management/ garbage/ dump/ landfills	15%	+5↑
Recycling/ blue box	9%	+2↑
Sanitation/ cleaning services	5%	+2↑
<b>Police/ safety/ law enforcement</b>	17%	+5↑
<b>Parks (playgrounds, green spaces, pathways, tree services)</b>	15%	+4↑
<b>Roads</b>	12%	+2↑
<b>Fire Department</b>	10%	+3↑
<b>Libraries</b>	11%	+1↑
<b>Community &amp; Neighbourhood Services (NET)</b>	9%	-1
Youth/ child centres/ programs/ services	3%	-3↓
<b>Winter maintenance/ snow clearing</b>	7%	+2↑
<b>Water</b>	7%	+3↑
<b>Health/ health services/ healthcare</b>	7%	+3↑
<b>Education/ schools</b>	6%	+1
<b>Ambulance/ paramedics/ EMS</b>	4%	+1
<b>311 service</b>	3%	+1↑
<b>Animal &amp; Bylaw Services</b>	3%	+2↑
<b>Infrastructure</b>	2%	-4↓
<b>Emergency services/ emergency lines (911)</b>	2%	-
<b>Other</b>	20%	
<b>None/ Nothing</b>	12%	

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

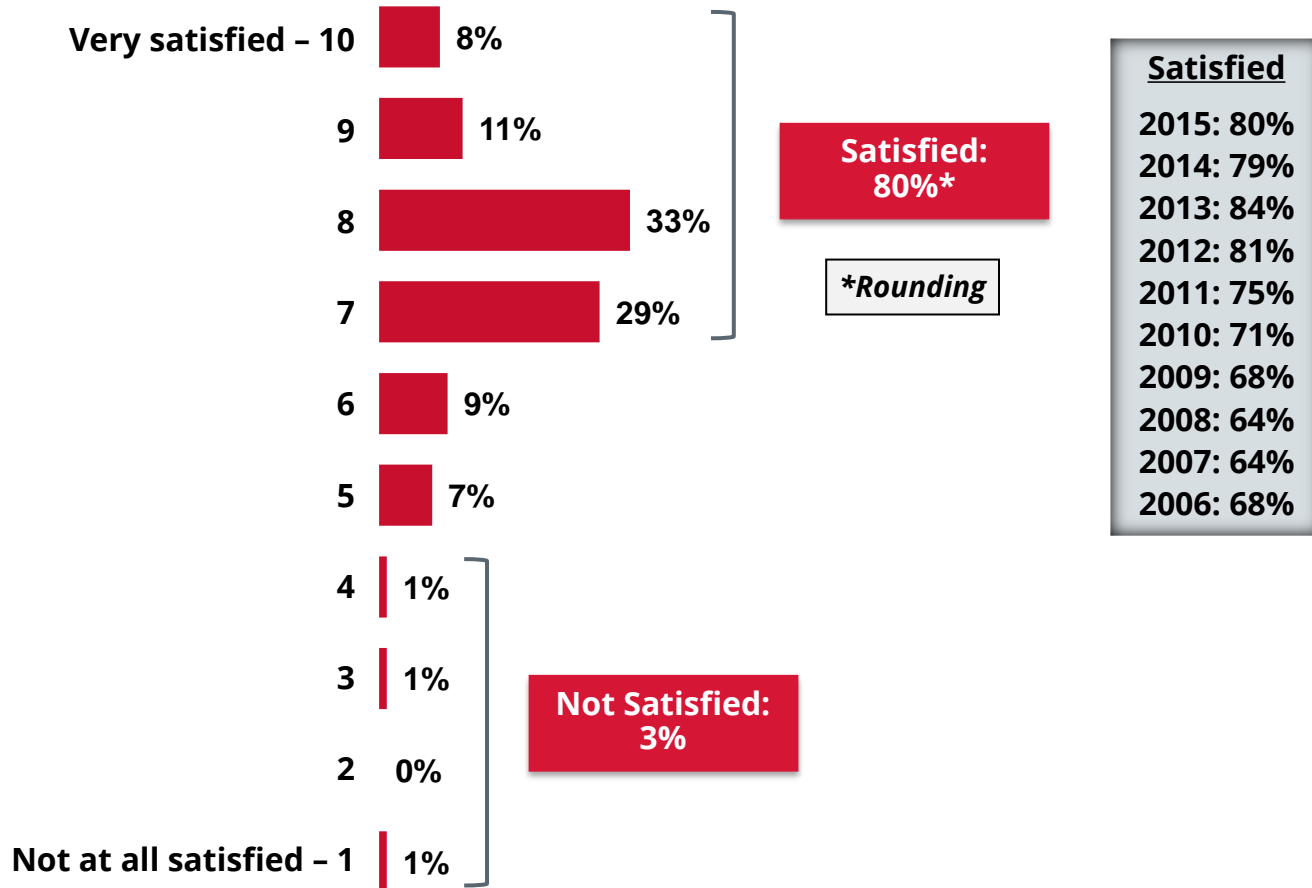
Total mentions <2%  
are not shown

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

Base: Valid respondents (n=2,381)



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

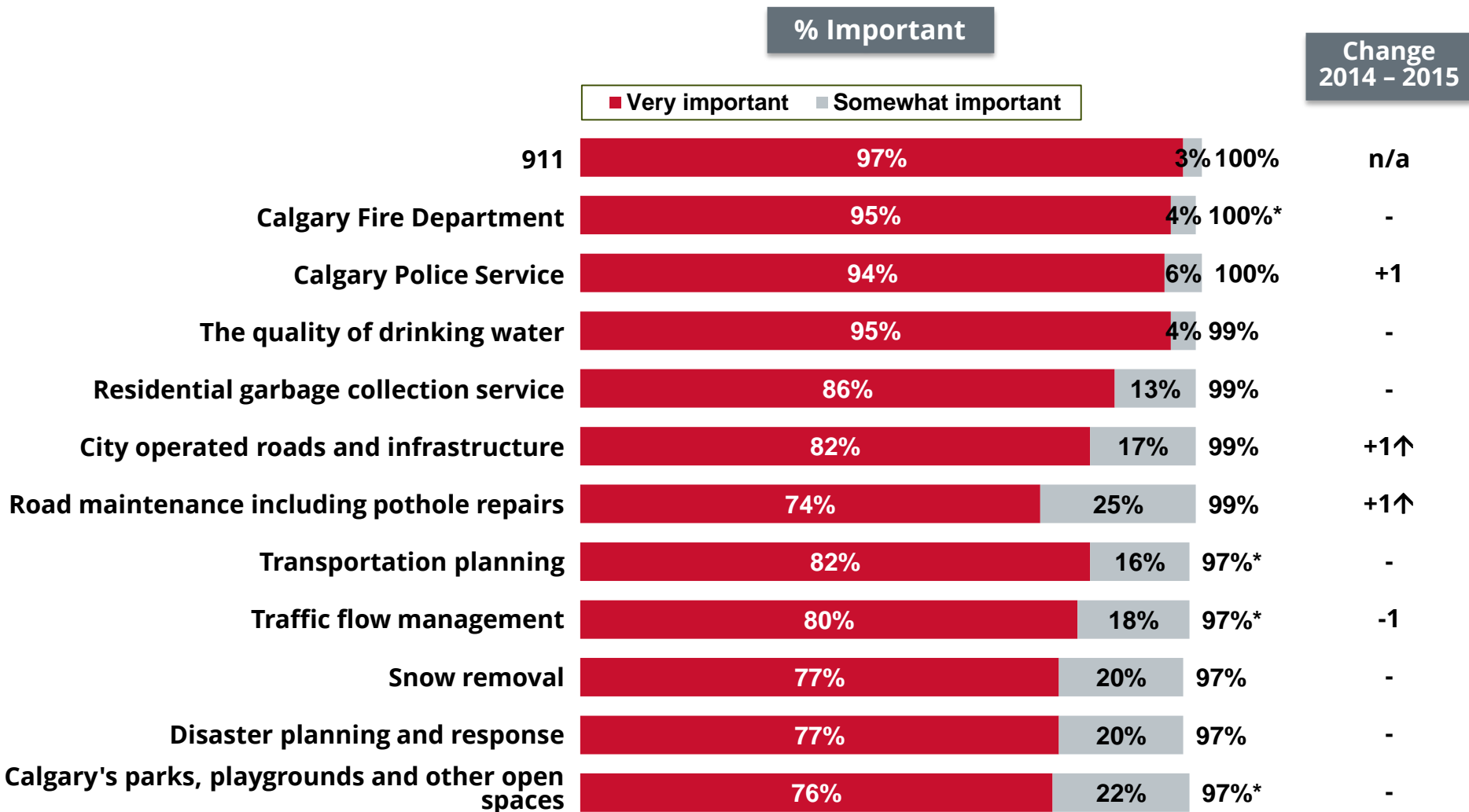


*On a scale from "1" to "10" where "1" represents "not at all satisfied" and "10" represents "very satisfied" how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?*

Base: Valid respondents (n=2,446)



# Importance of City Programs and Services



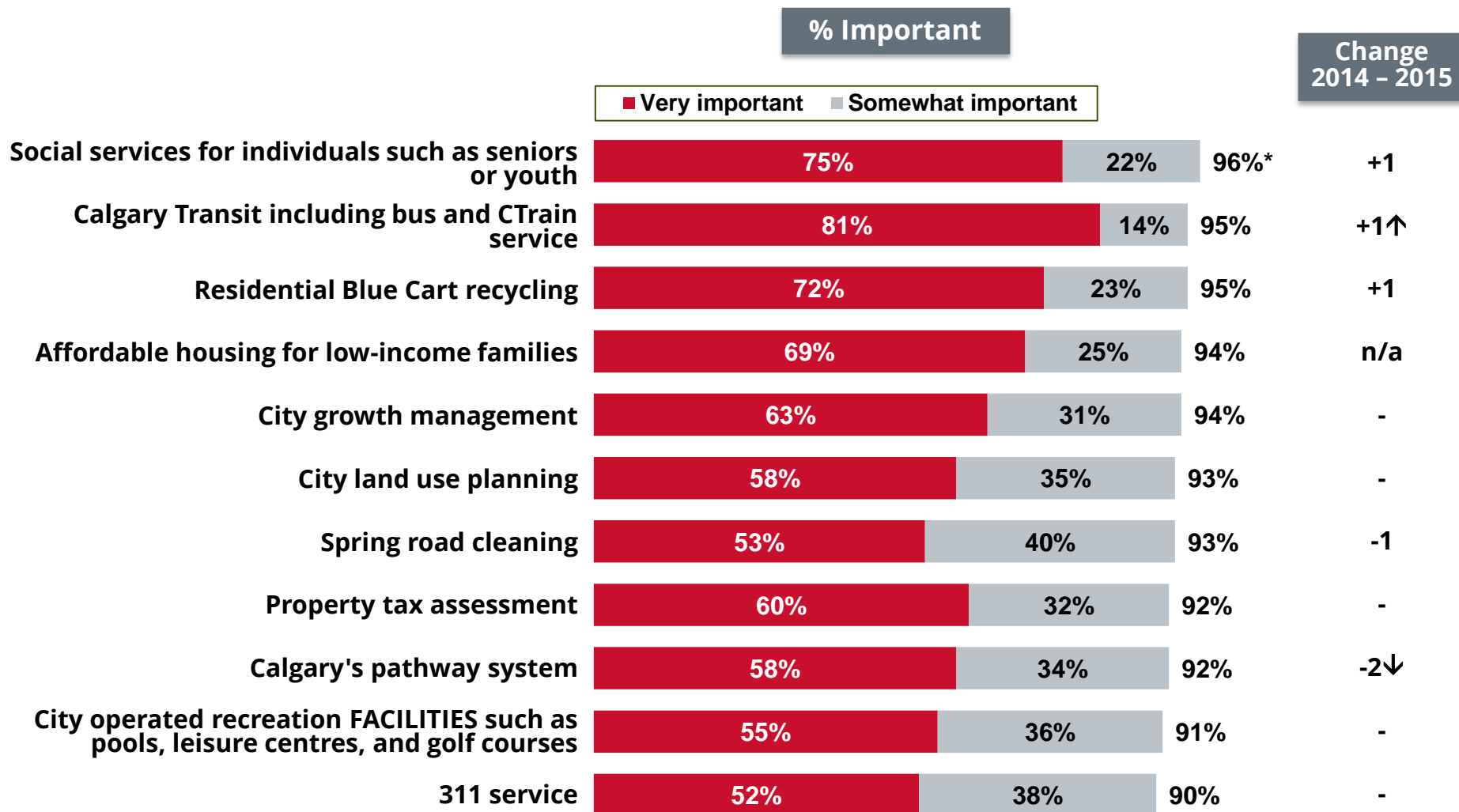
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

**\*Rounding**



# Importance of City Programs and Services (continued)



*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**



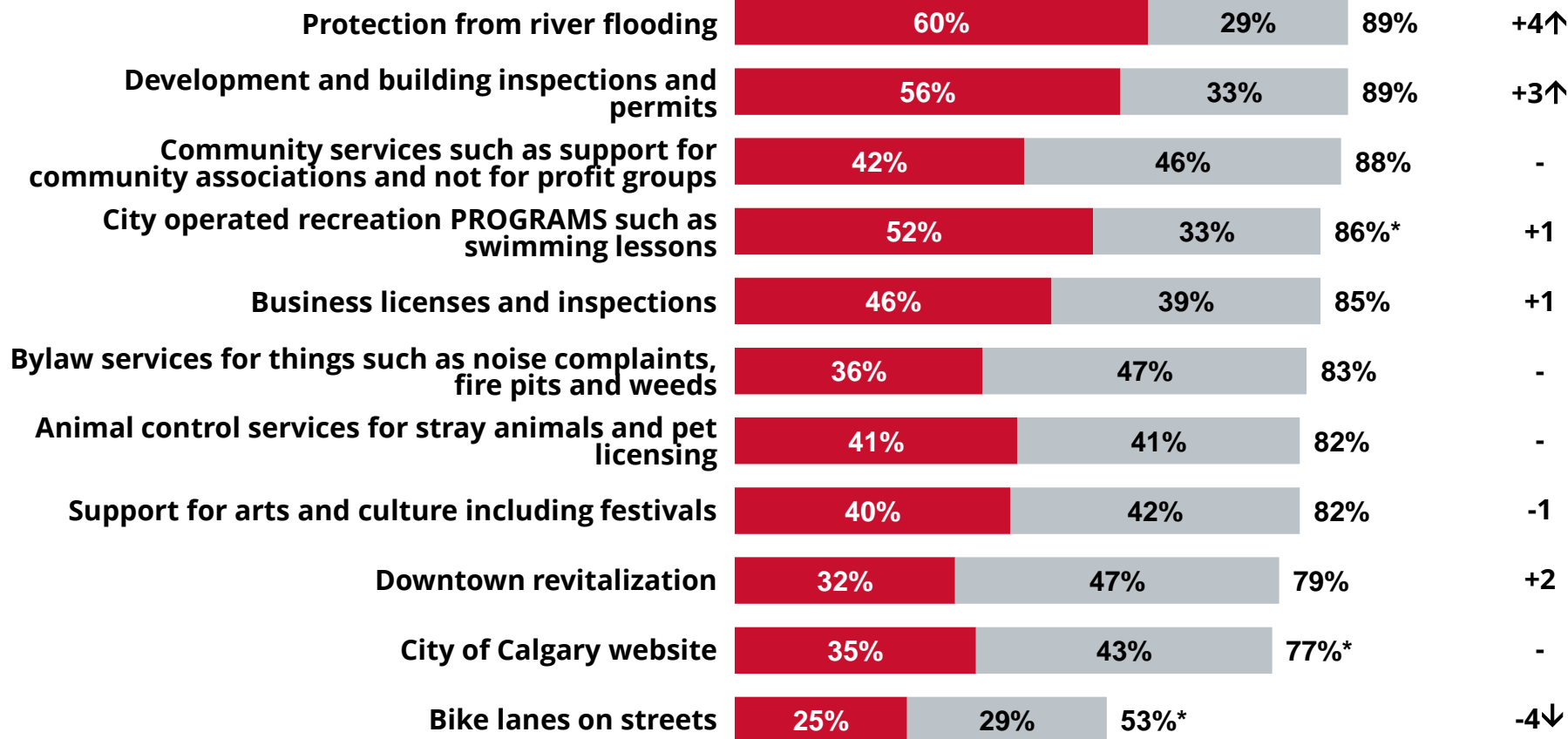


# Importance of City Programs and Services (continued)

## % Important

Change  
2014 – 2015

■ Very important ■ Somewhat important



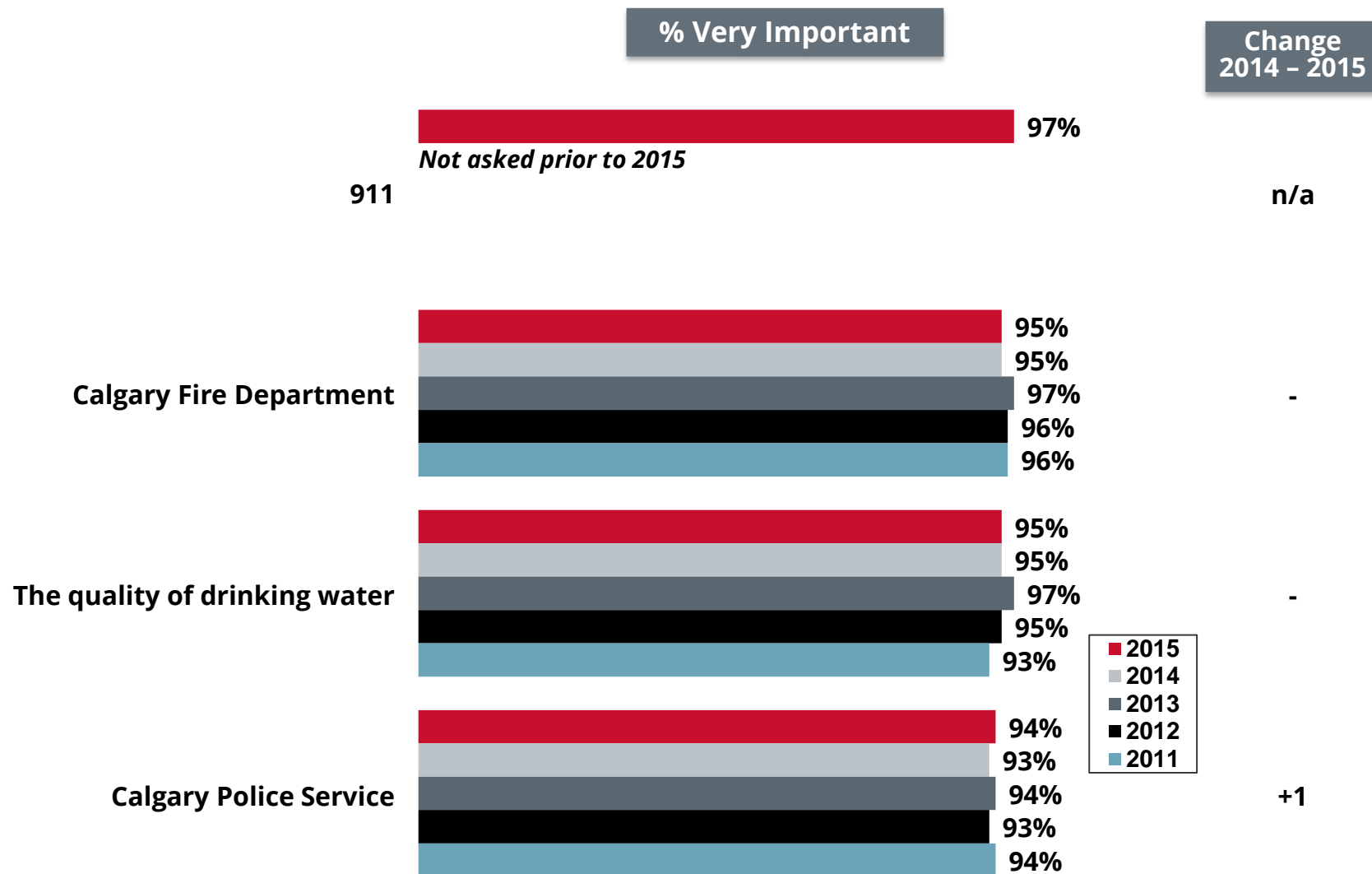
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

**\*Rounding**



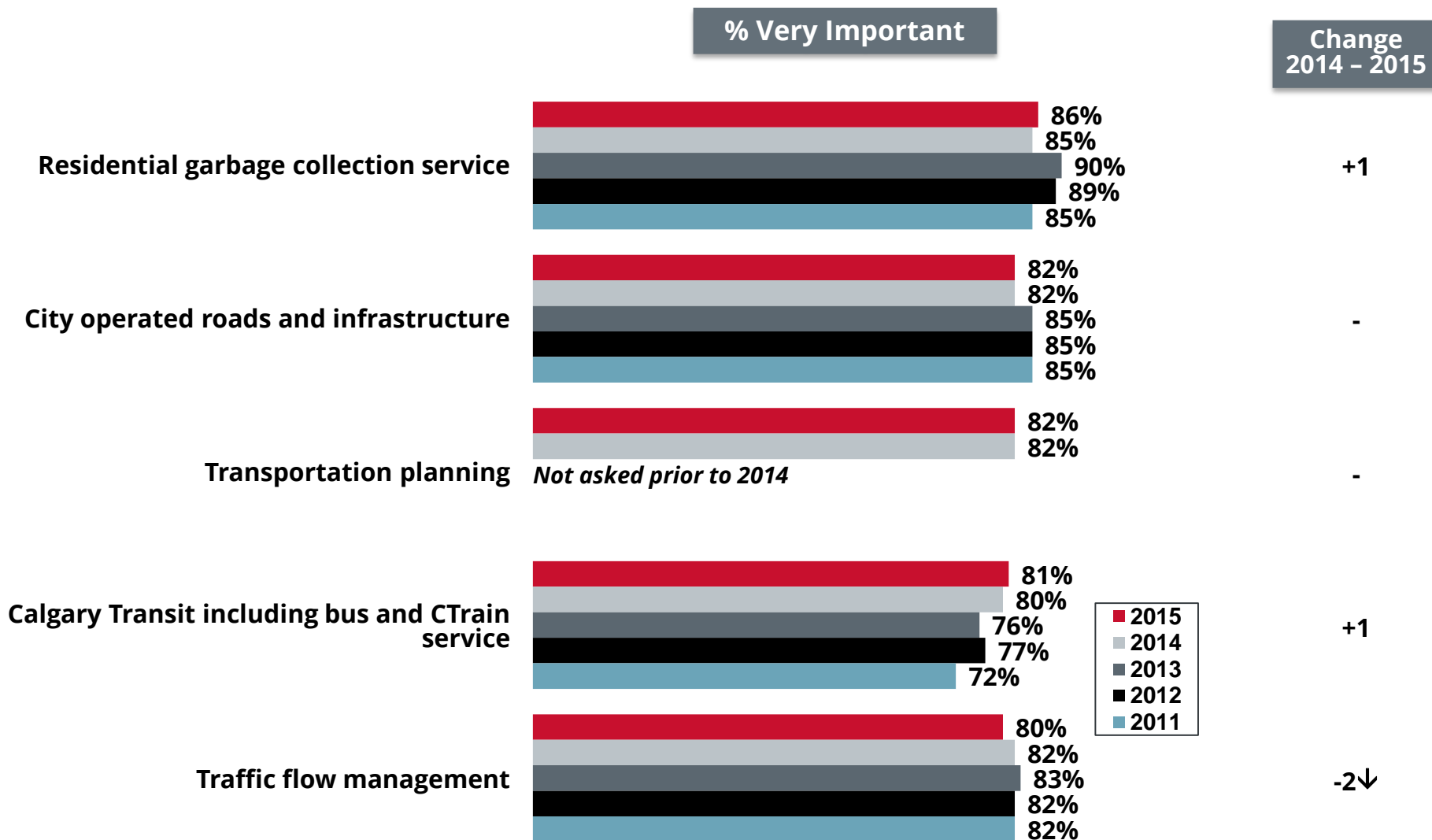
# Tracking Importance of City Programs and Services



*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)



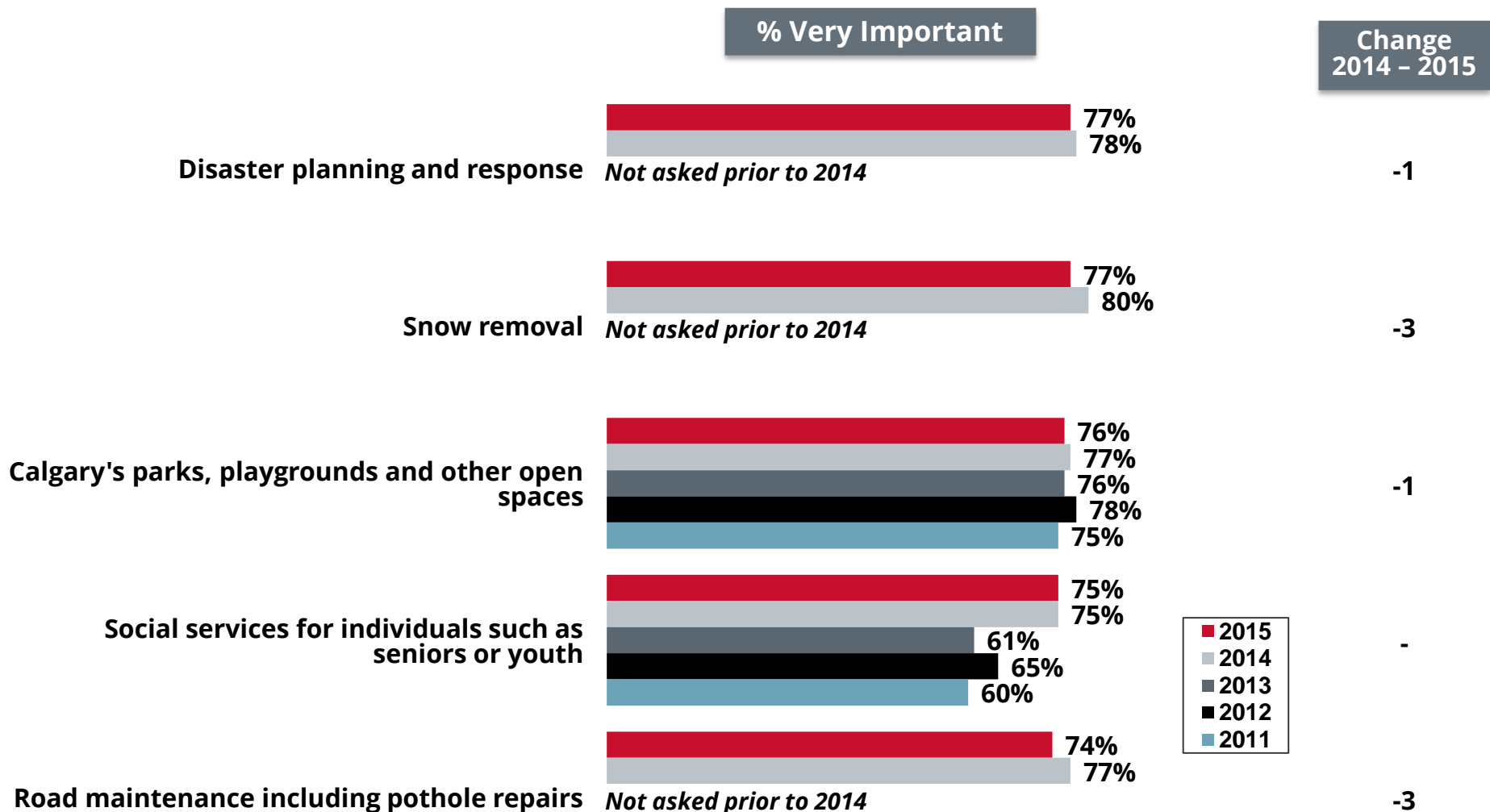
# Tracking Importance of City Programs and Services (continued)



*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)



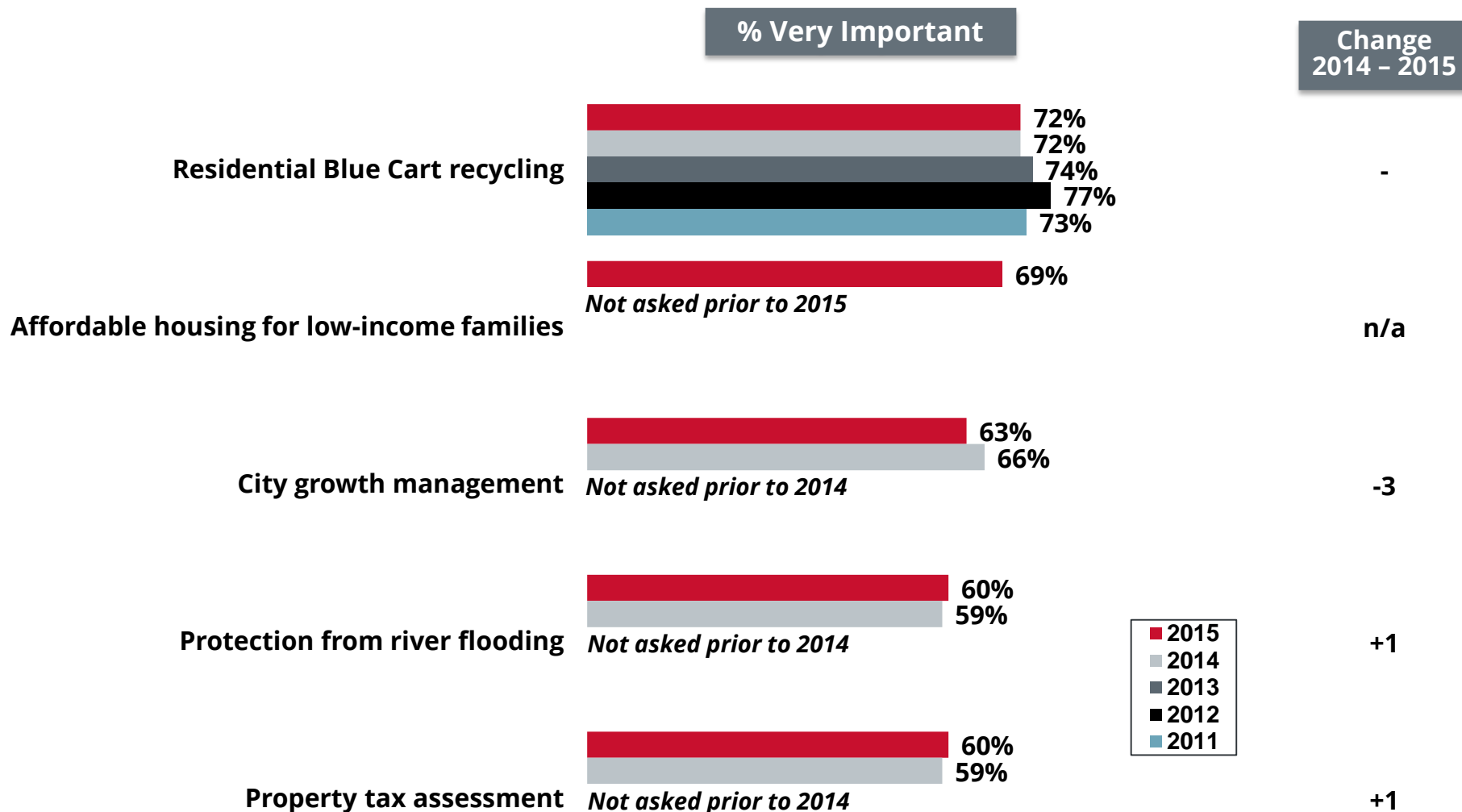
# Tracking Importance of City Programs and Services (continued)



*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)



# Tracking Importance of City Programs and Services (continued)

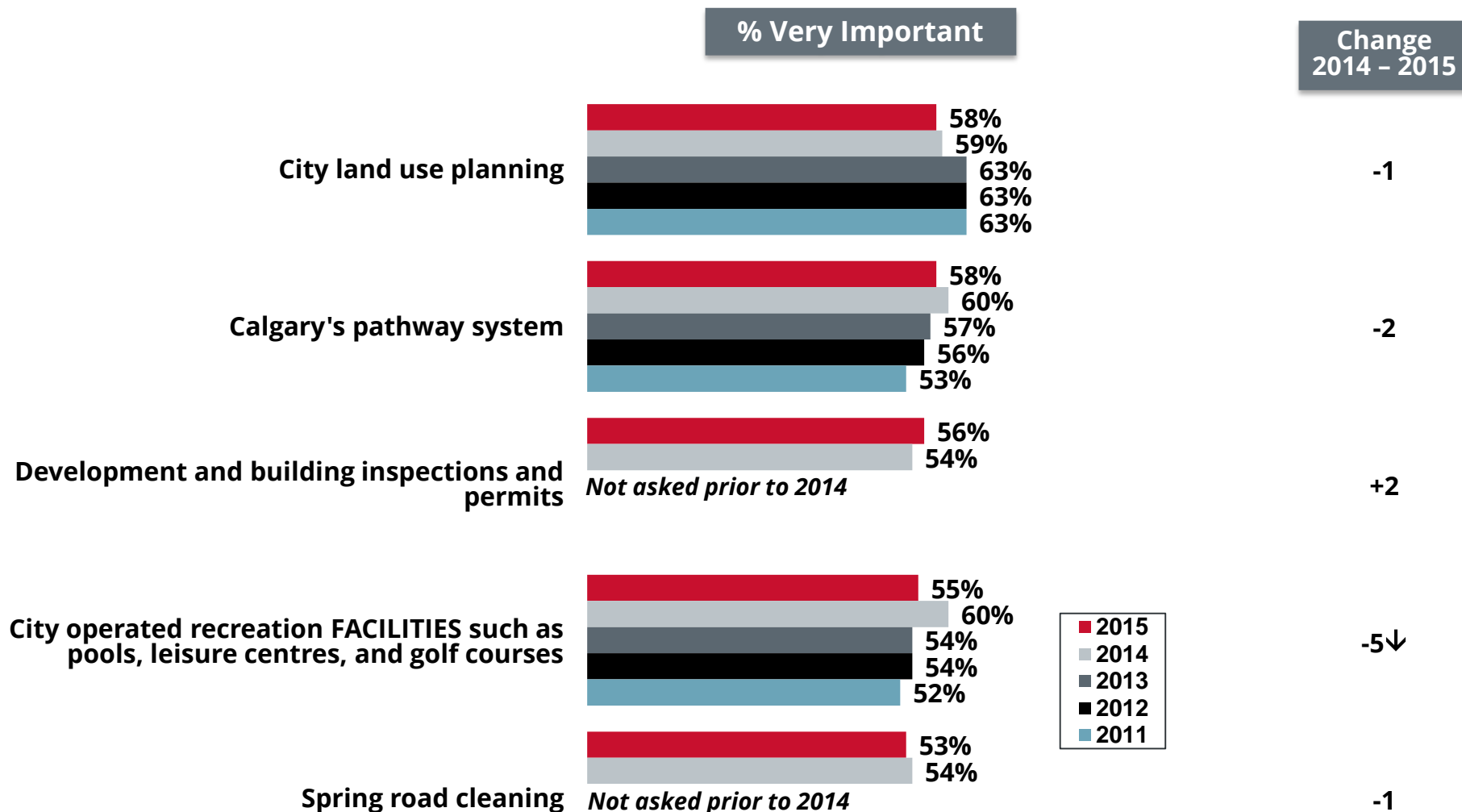


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*  
Base: Valid respondents (Bases vary)





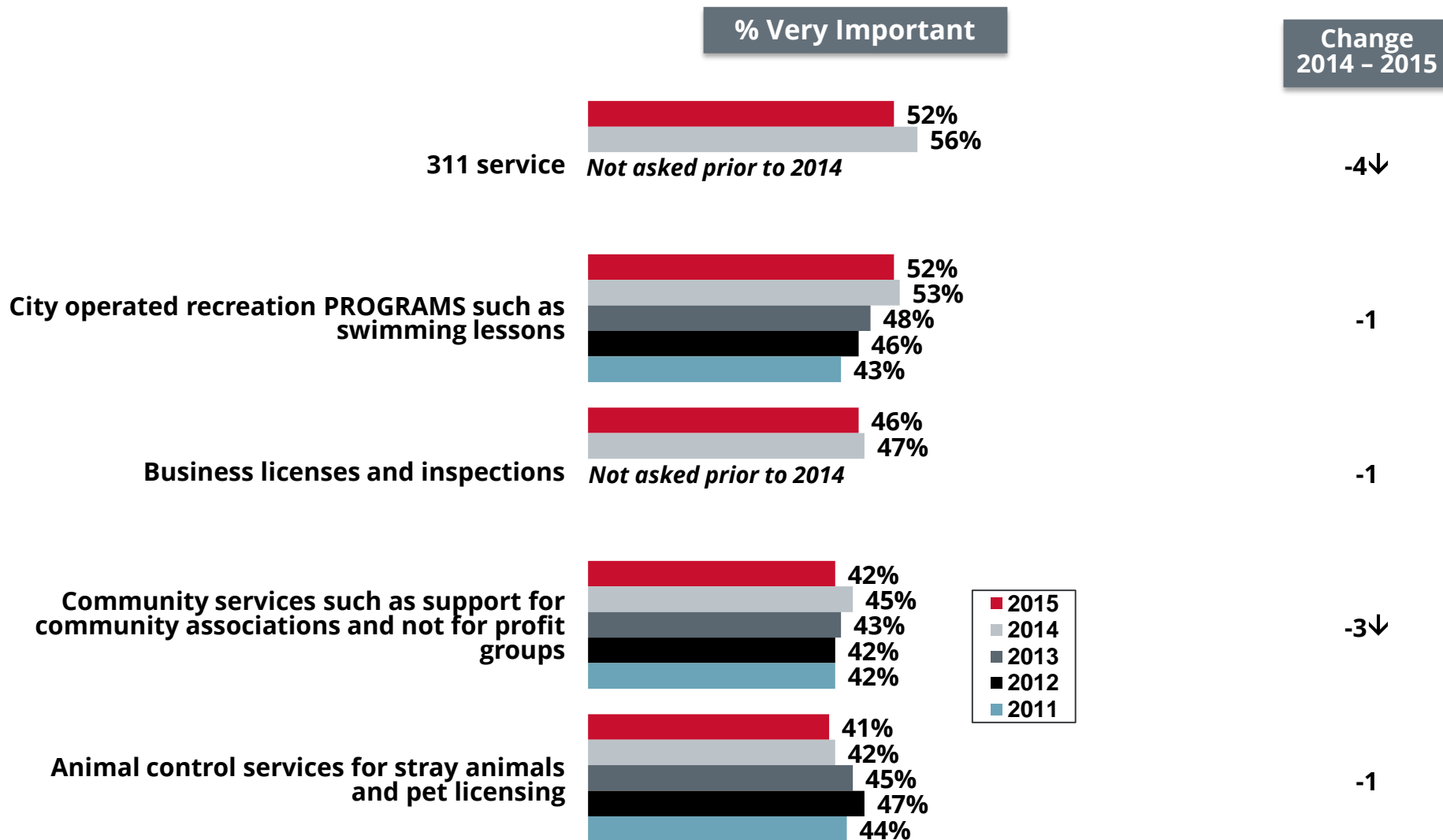
# Tracking Importance of City Programs and Services (continued)



*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)



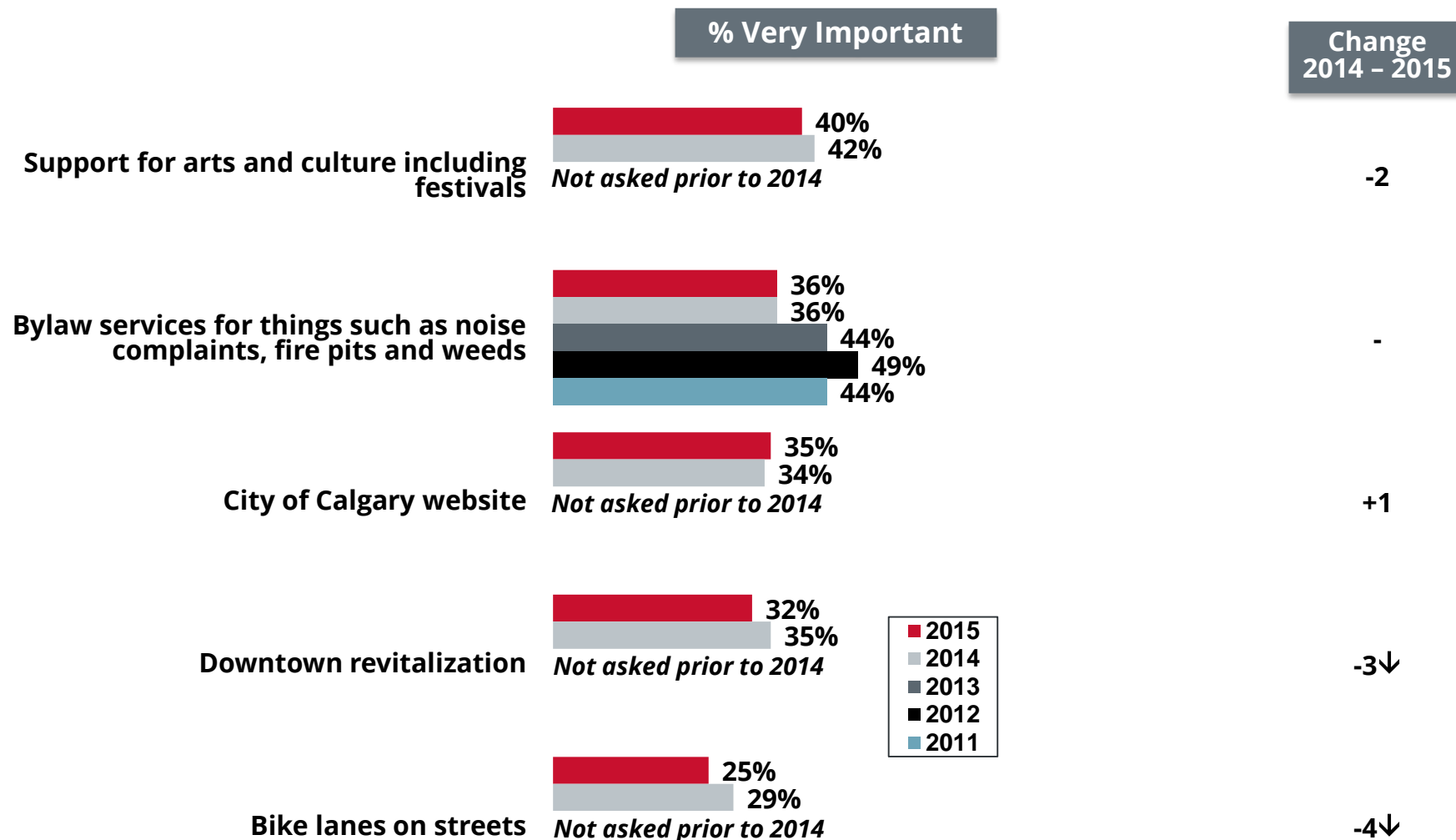
# Tracking Importance of City Programs and Services (continued)



*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)



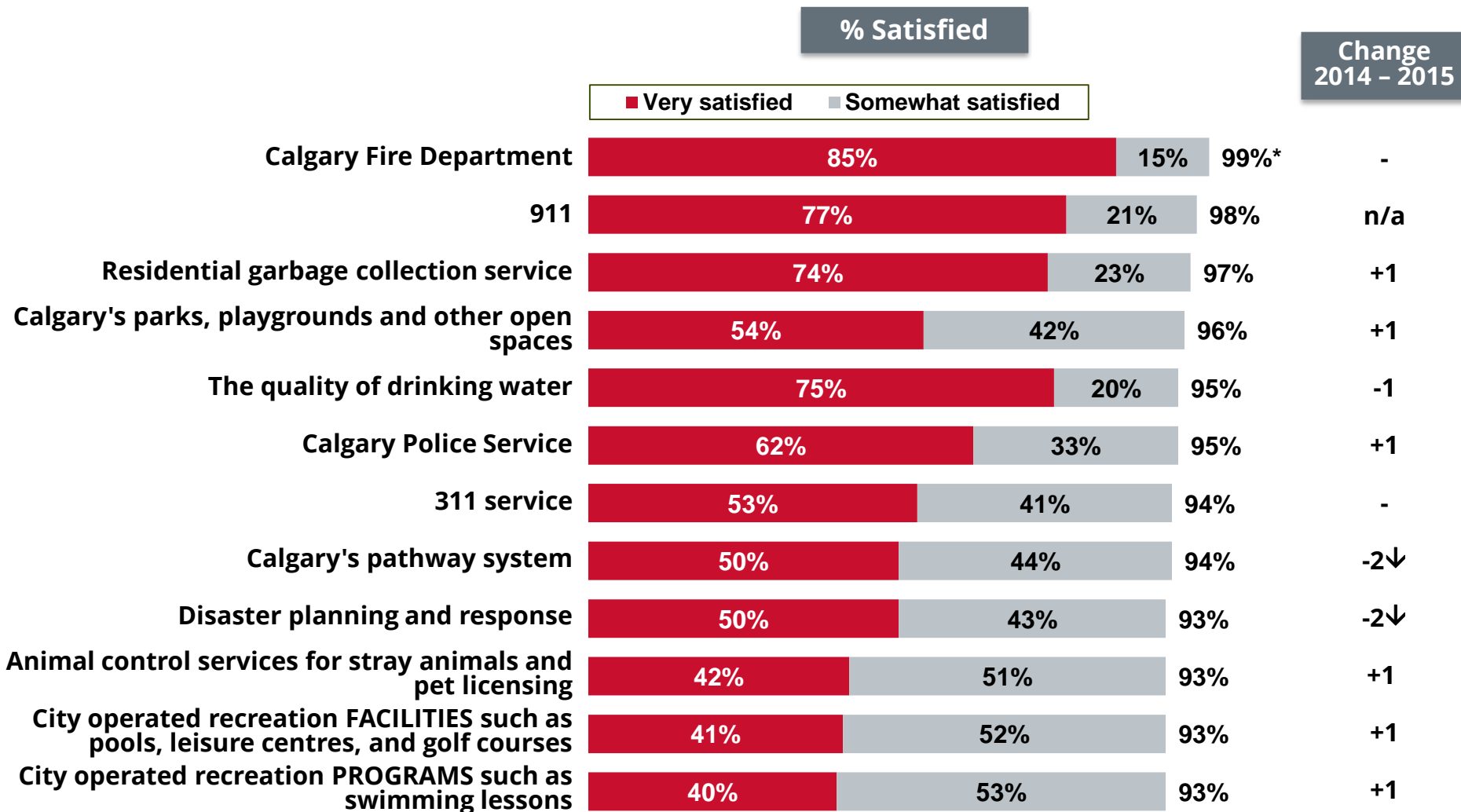
# Tracking Importance of City Programs and Services (continued)



*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*  
Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services



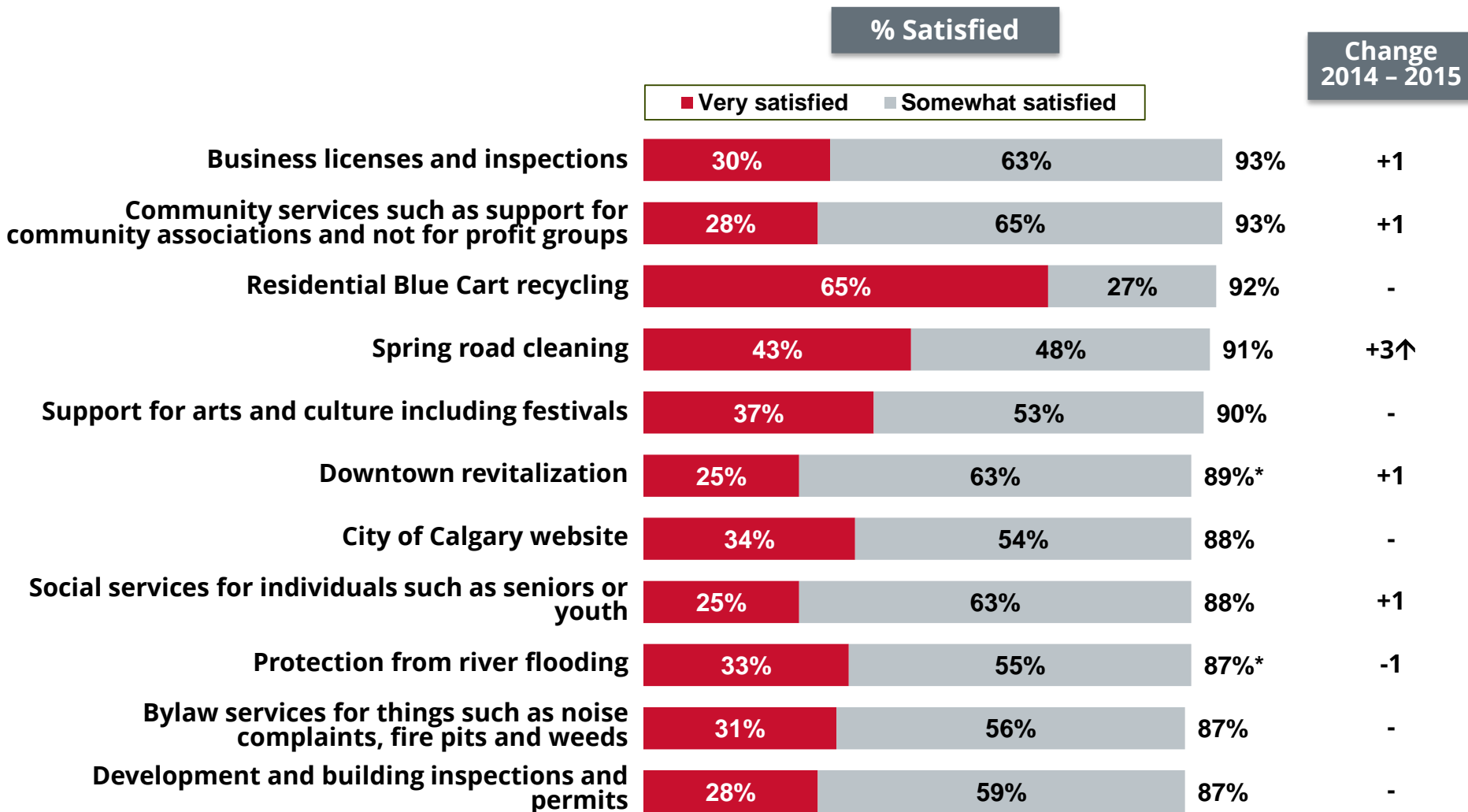
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

Base: Valid respondents (Bases vary)

**\*Rounding**



# Satisfaction with City Programs and Services (continued)



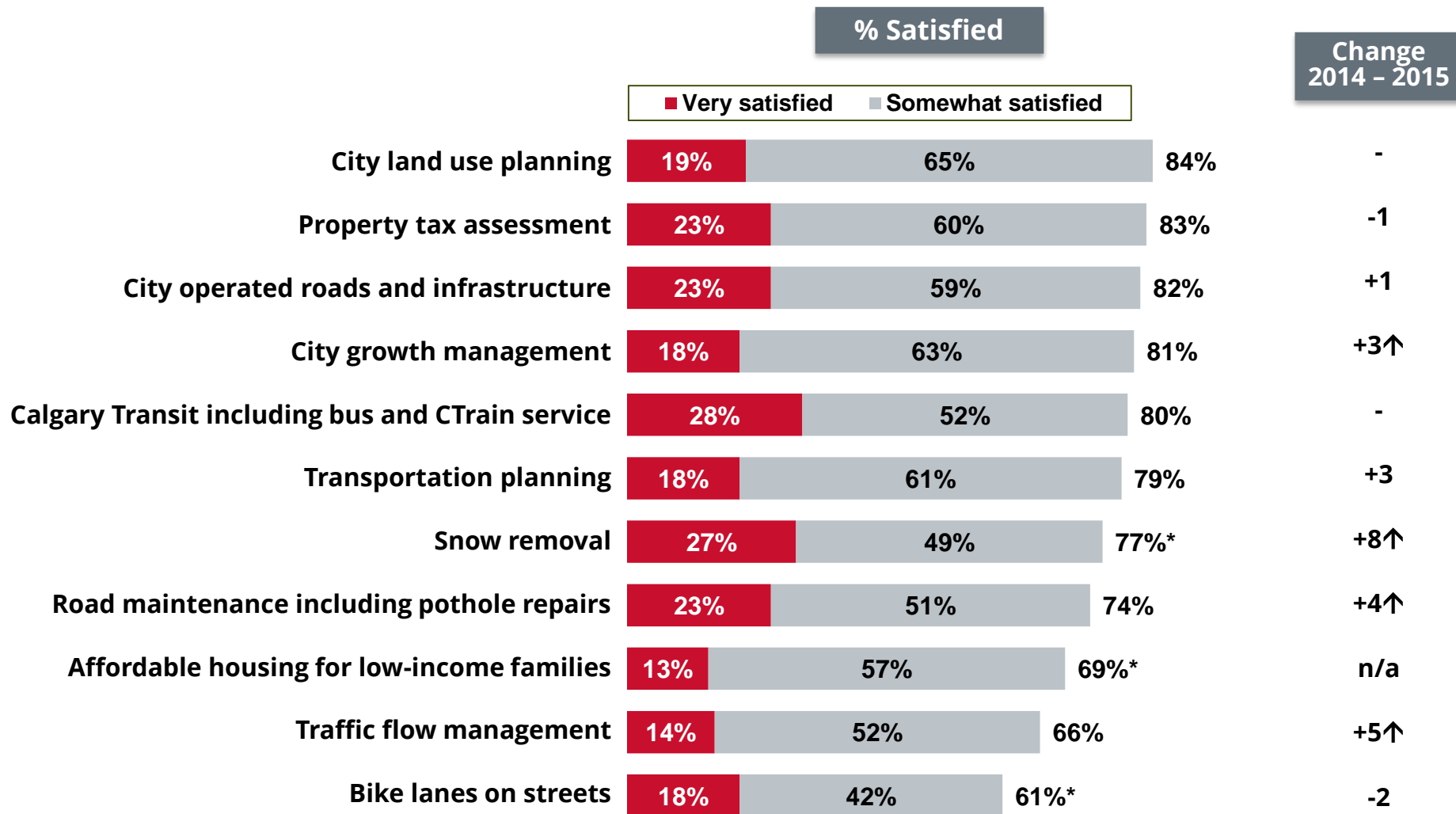
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*  
 Base: Valid respondents (Bases vary)

**\*Rounding**





# Satisfaction with City Programs and Services (continued)

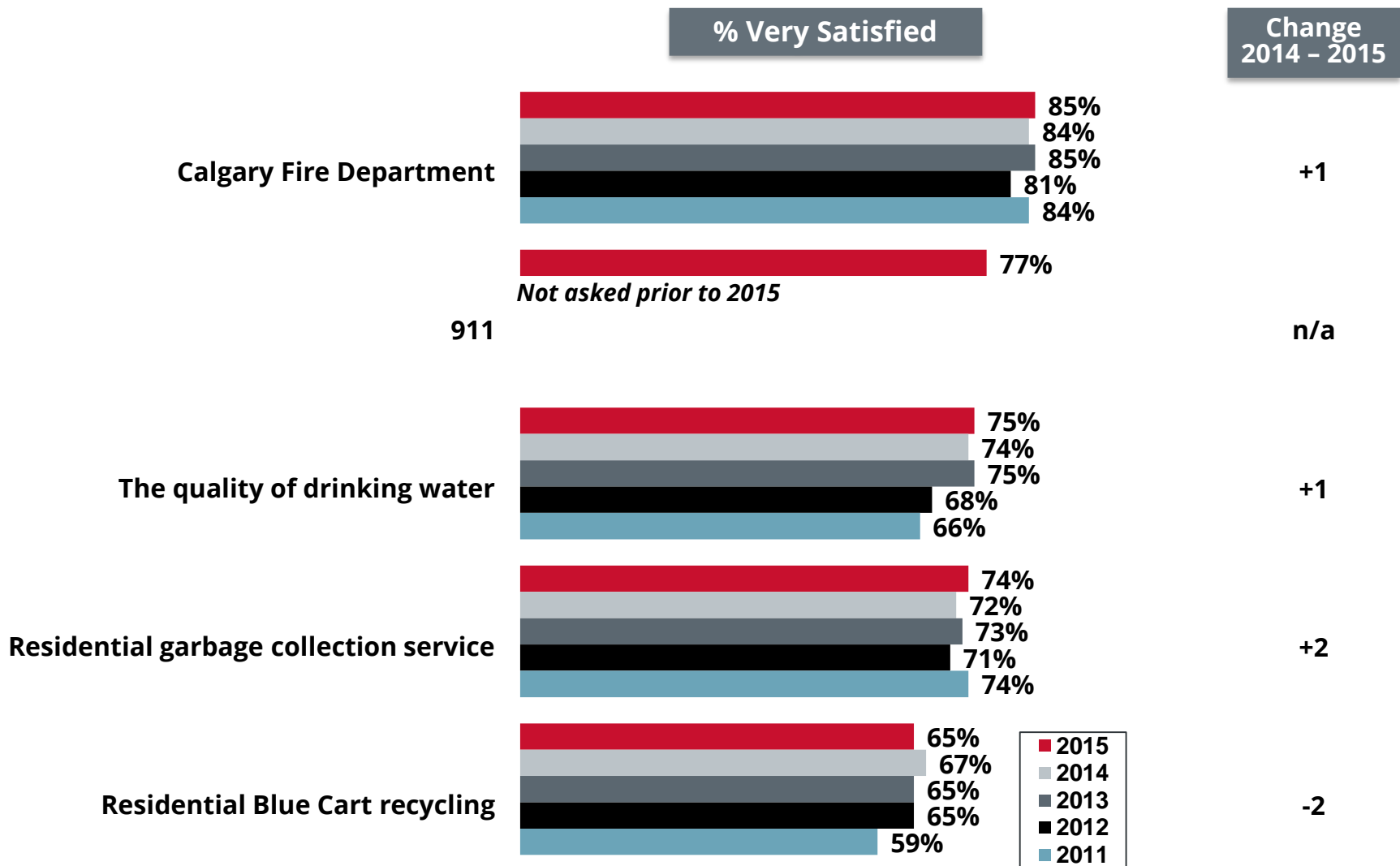


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*  
 Base: Valid respondents (Bases vary)

**\*Rounding**



# Tracking Satisfaction with City Programs and Services

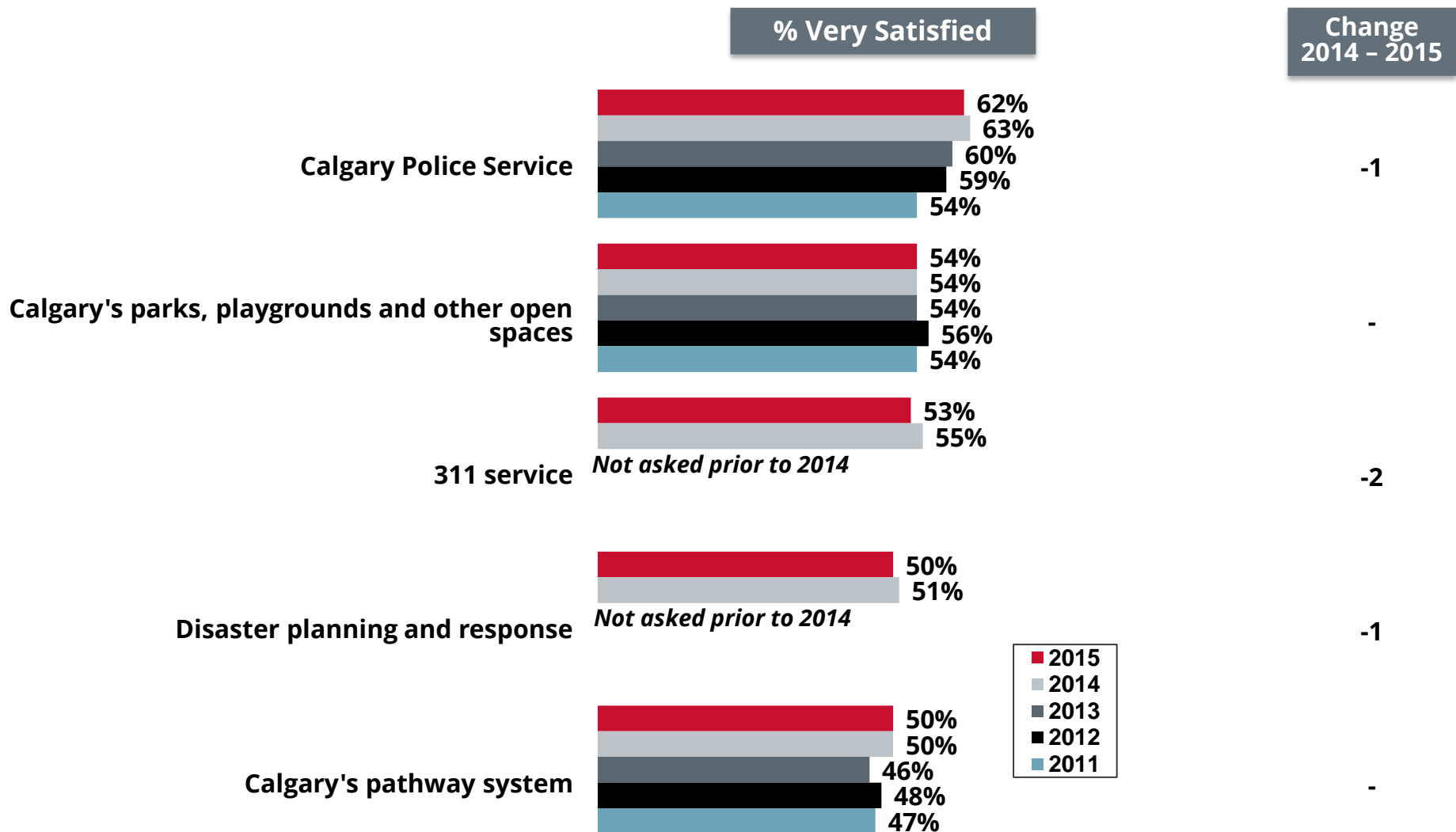


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

Base: Valid respondents (Bases vary)



# Tracking 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.*

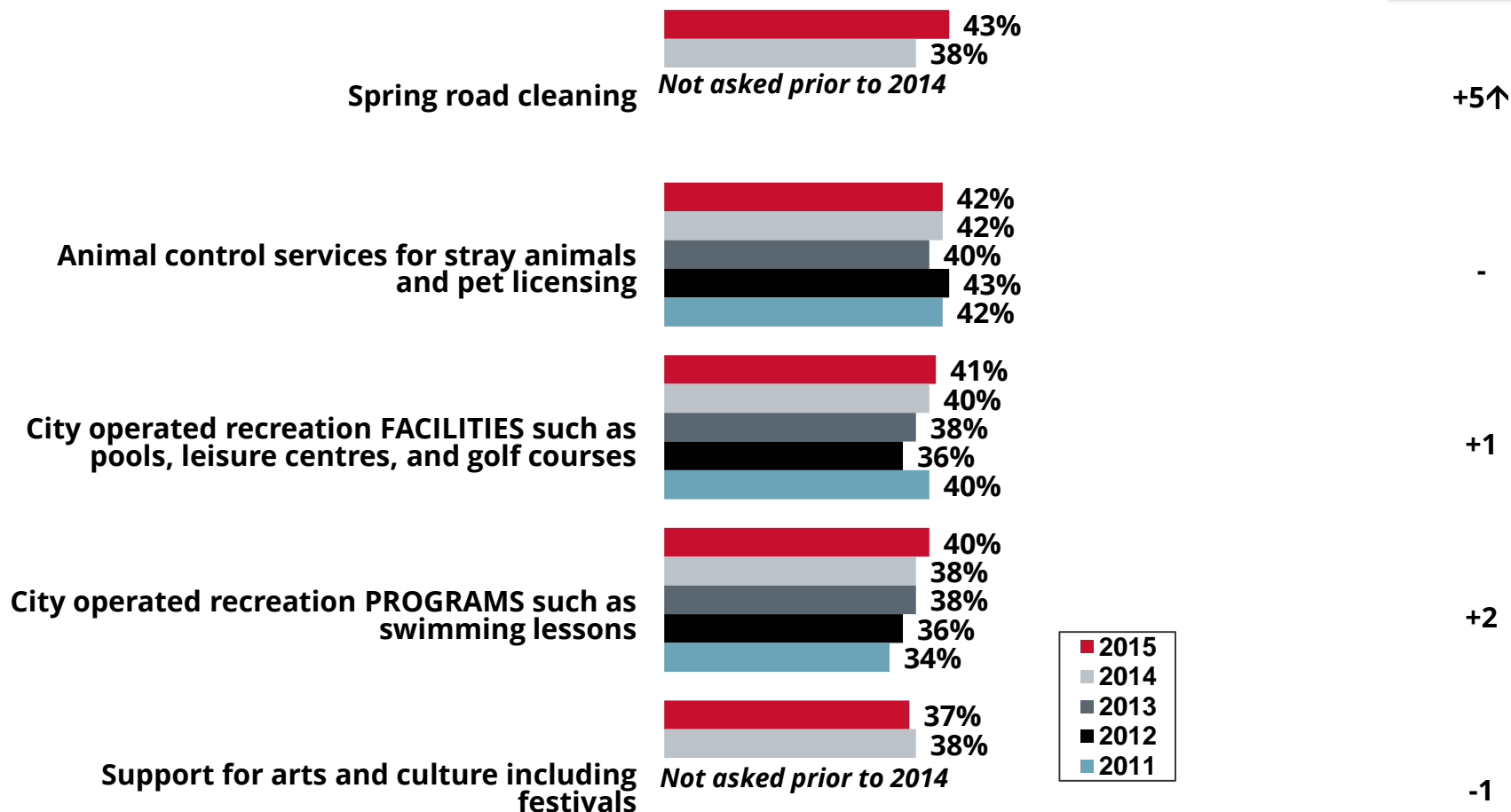
Base: Valid respondents (Bases vary)



# Tracking Satisfaction with City Programs and Services (continued)

% Very Satisfied

Change  
2014 - 2015

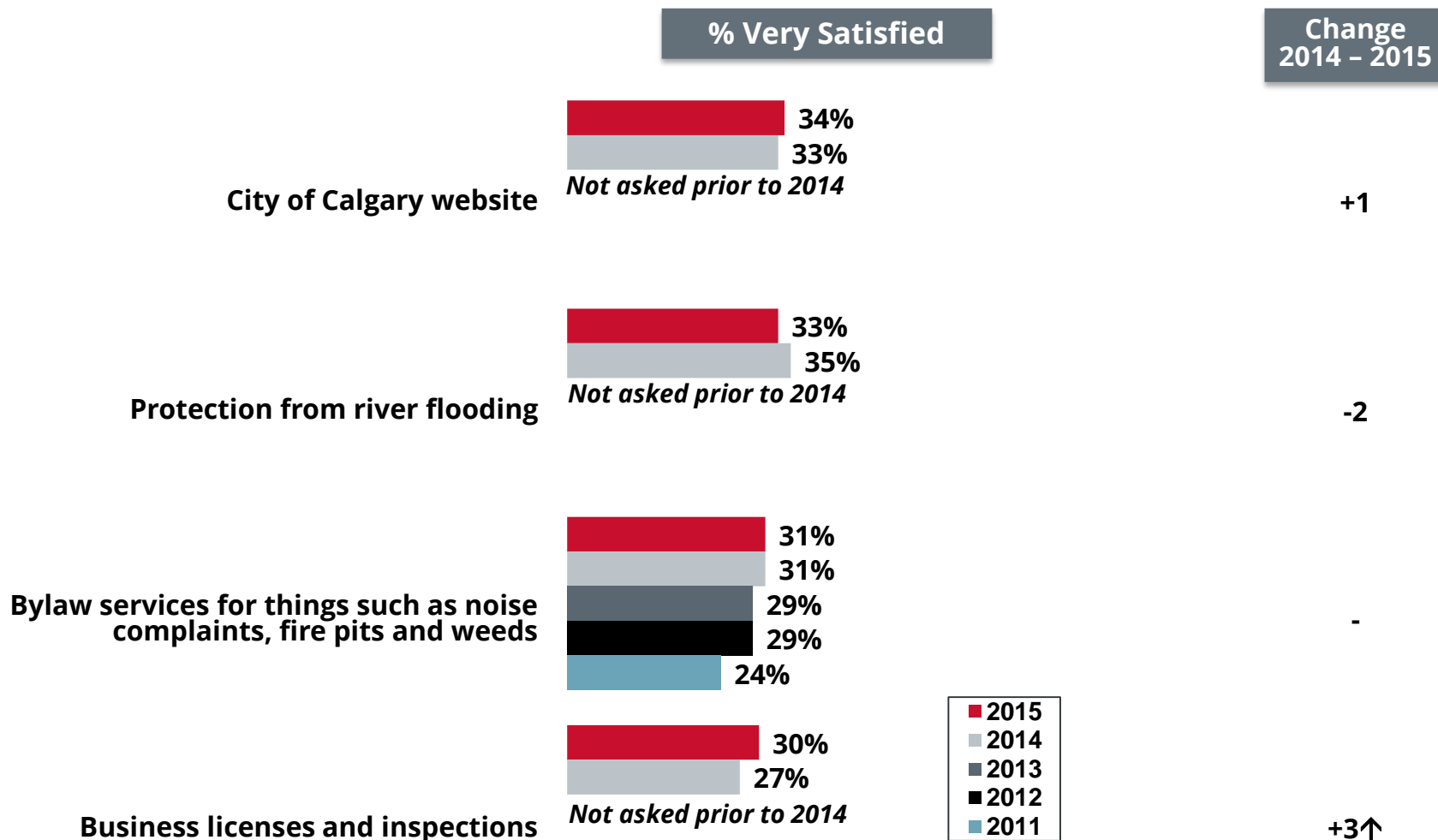


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

Base: Valid respondents (Bases vary)



# Tracking Satisfaction with City Programs and Services (continued)

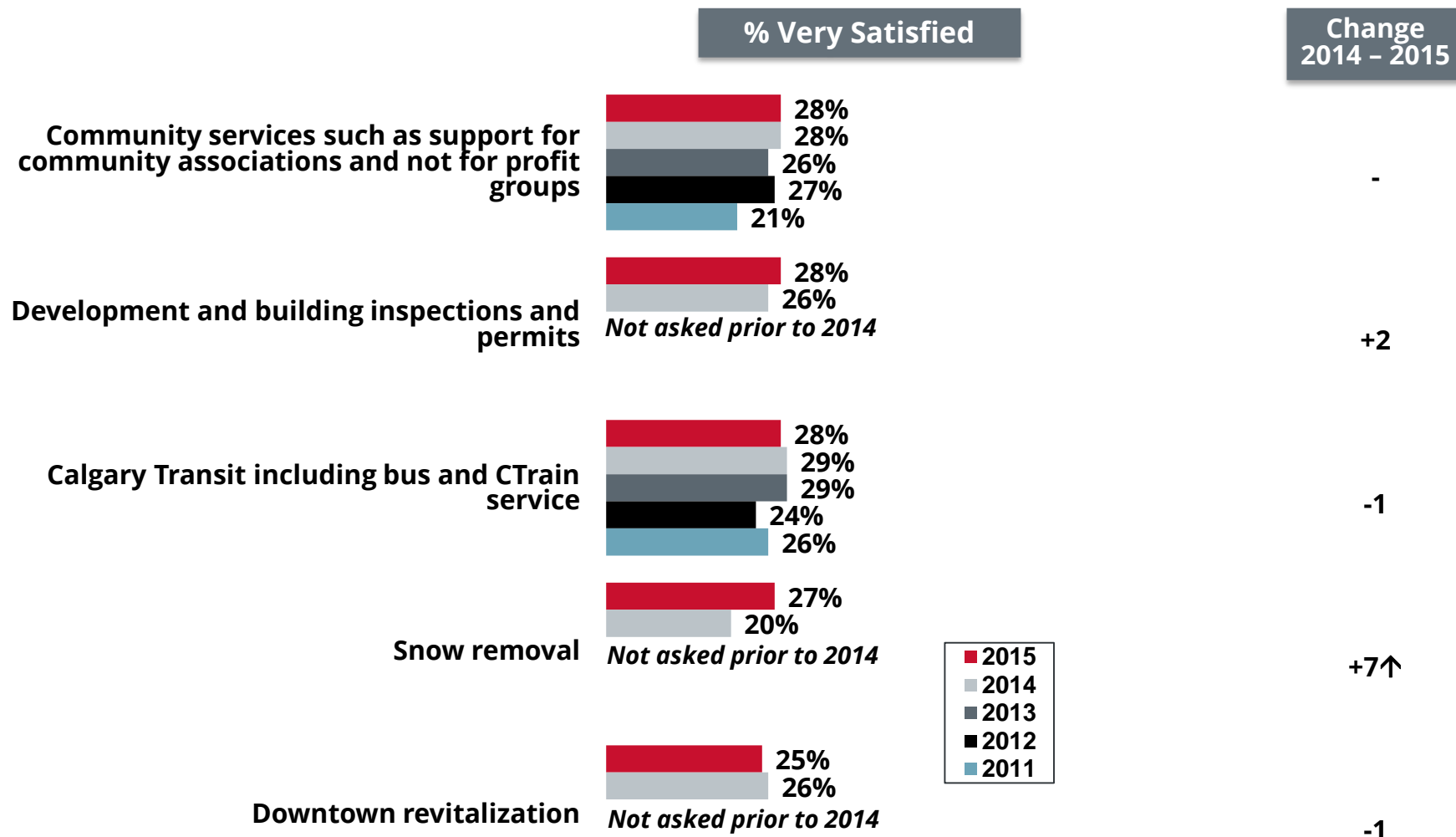


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

Base: Valid respondents (Bases vary)



# Tracking Satisfaction with City Programs and Services (continued)



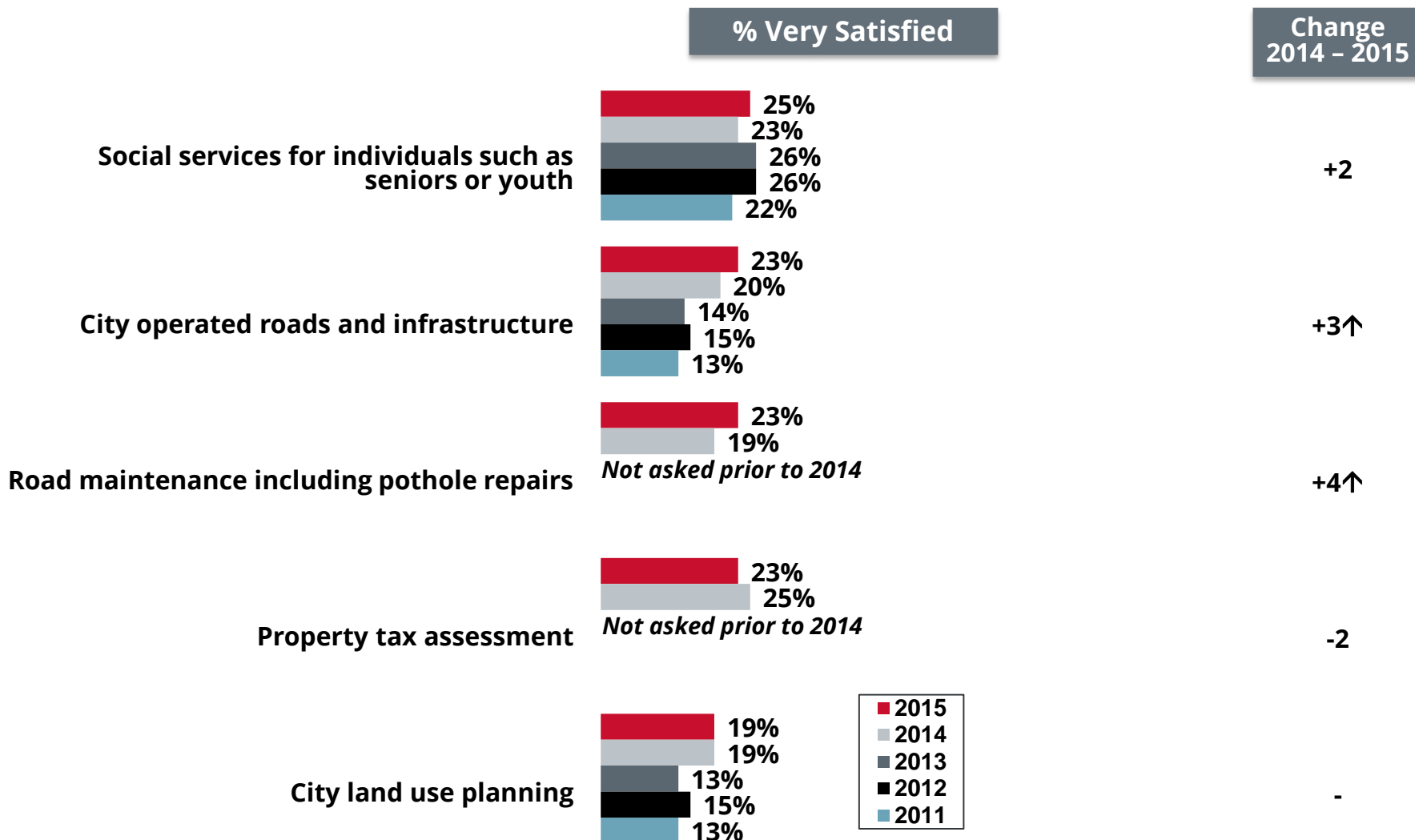
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

Base: Valid respondents (Bases vary)





# Tracking Satisfaction with City Programs and Services (continued)

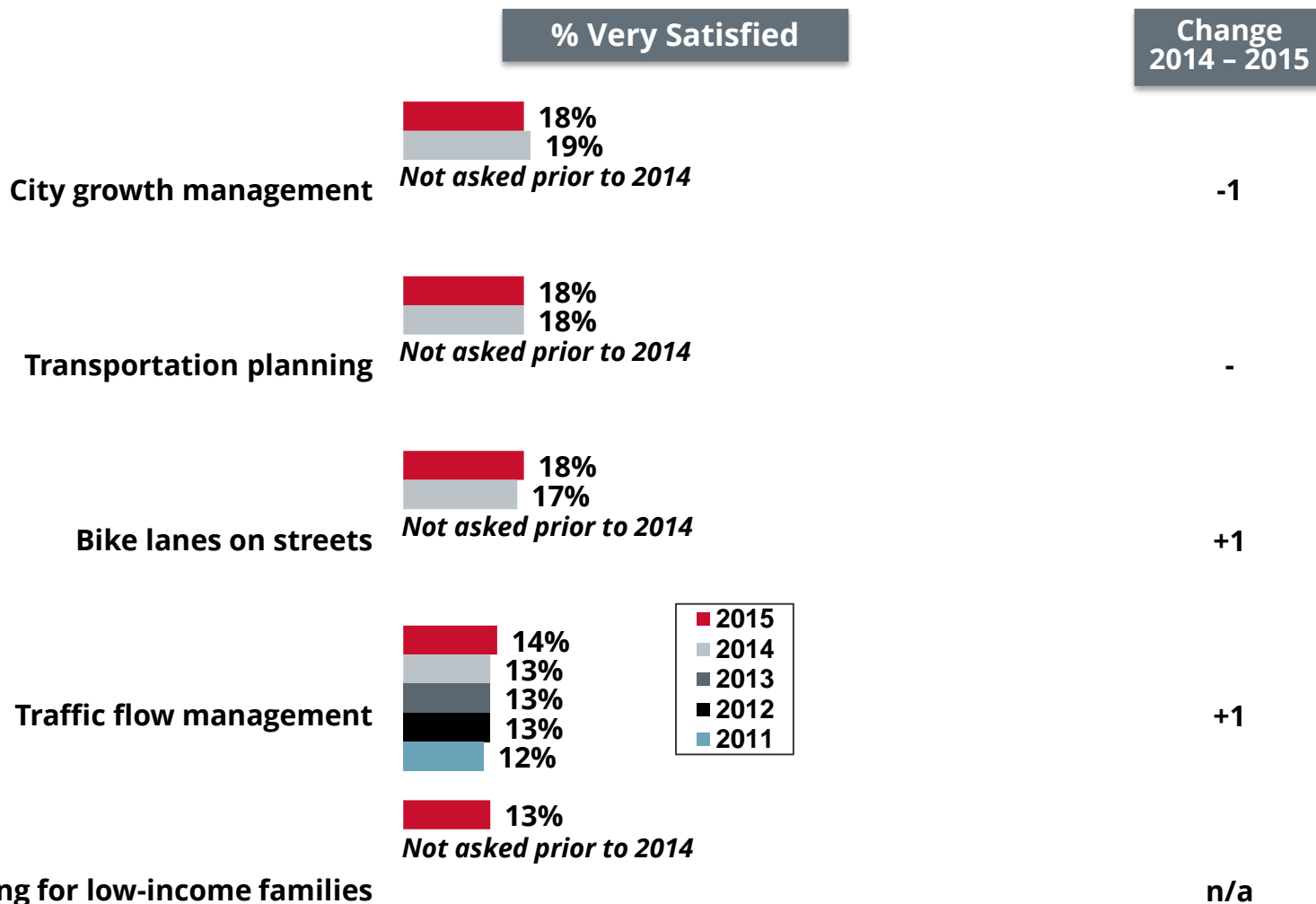


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

Base: Valid respondents (Bases vary)



# Tracking Satisfaction with City Programs and Services (continued)

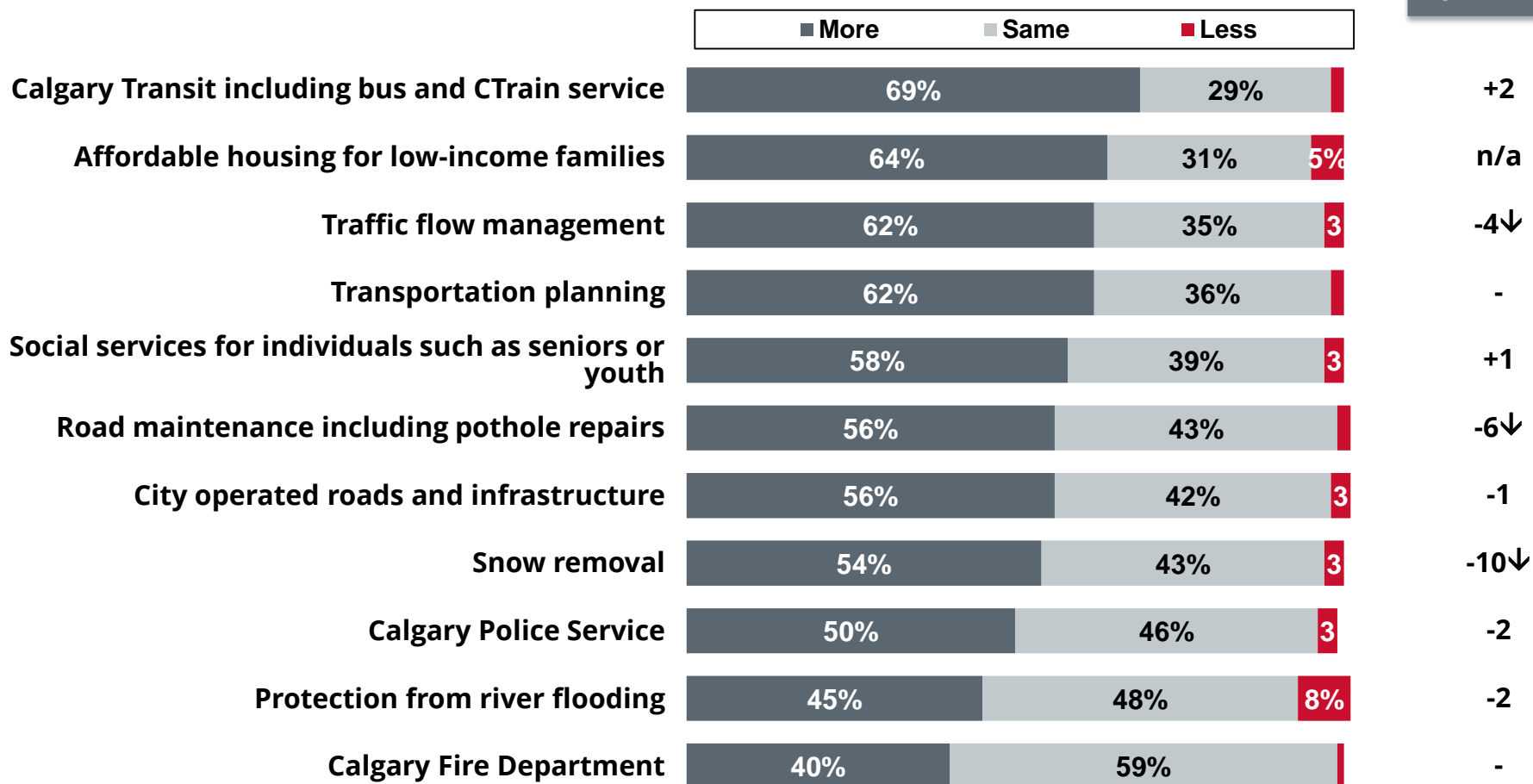


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.*

Base: Valid respondents (Bases vary)



# Investment in City Programs and Services

**Invest More**
**Change  
2014 – 2015**


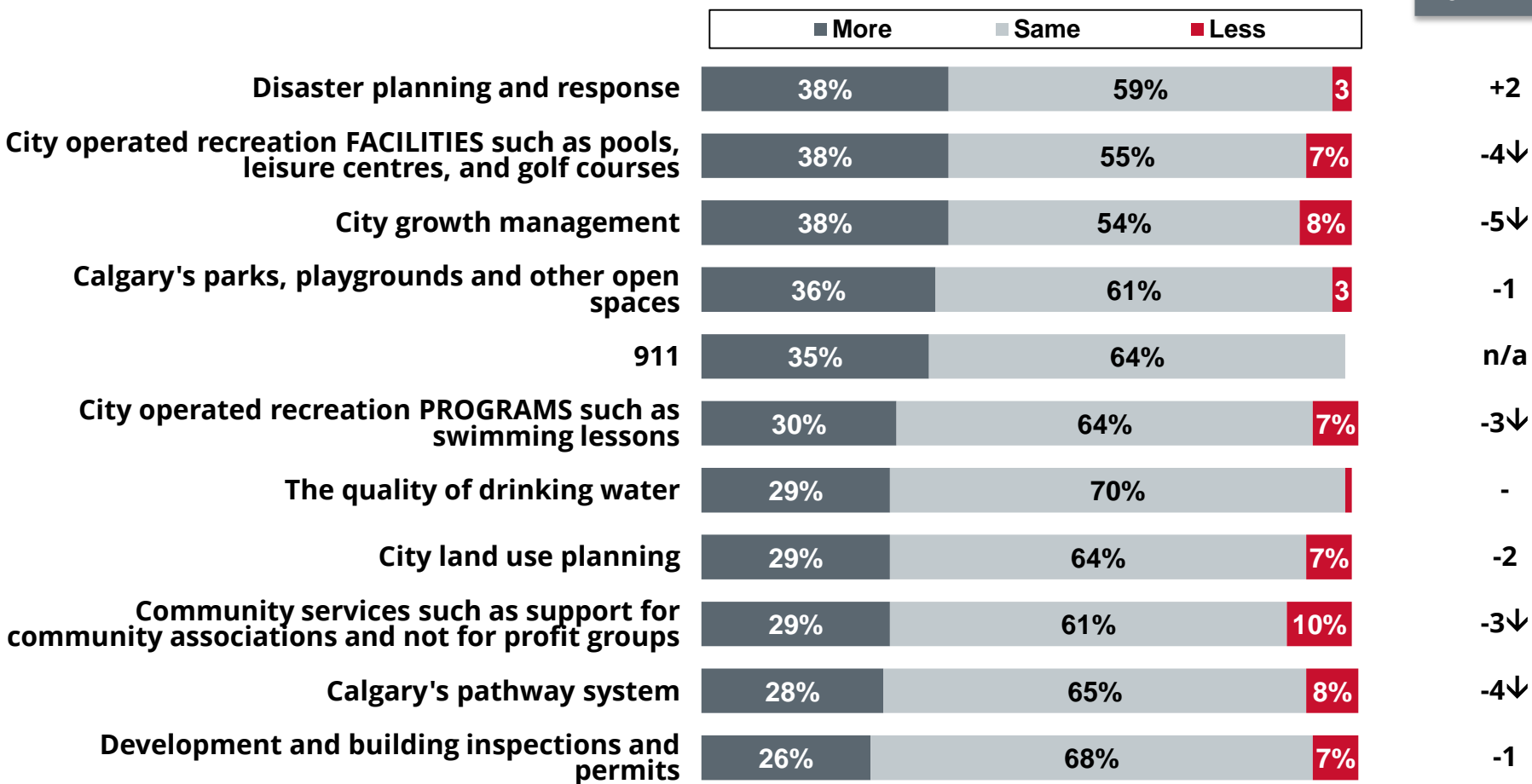
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*

Base: Valid respondents (Bases vary)



# Investment in City Programs and Services (continued)

Invest More

Change  
2014 – 2015


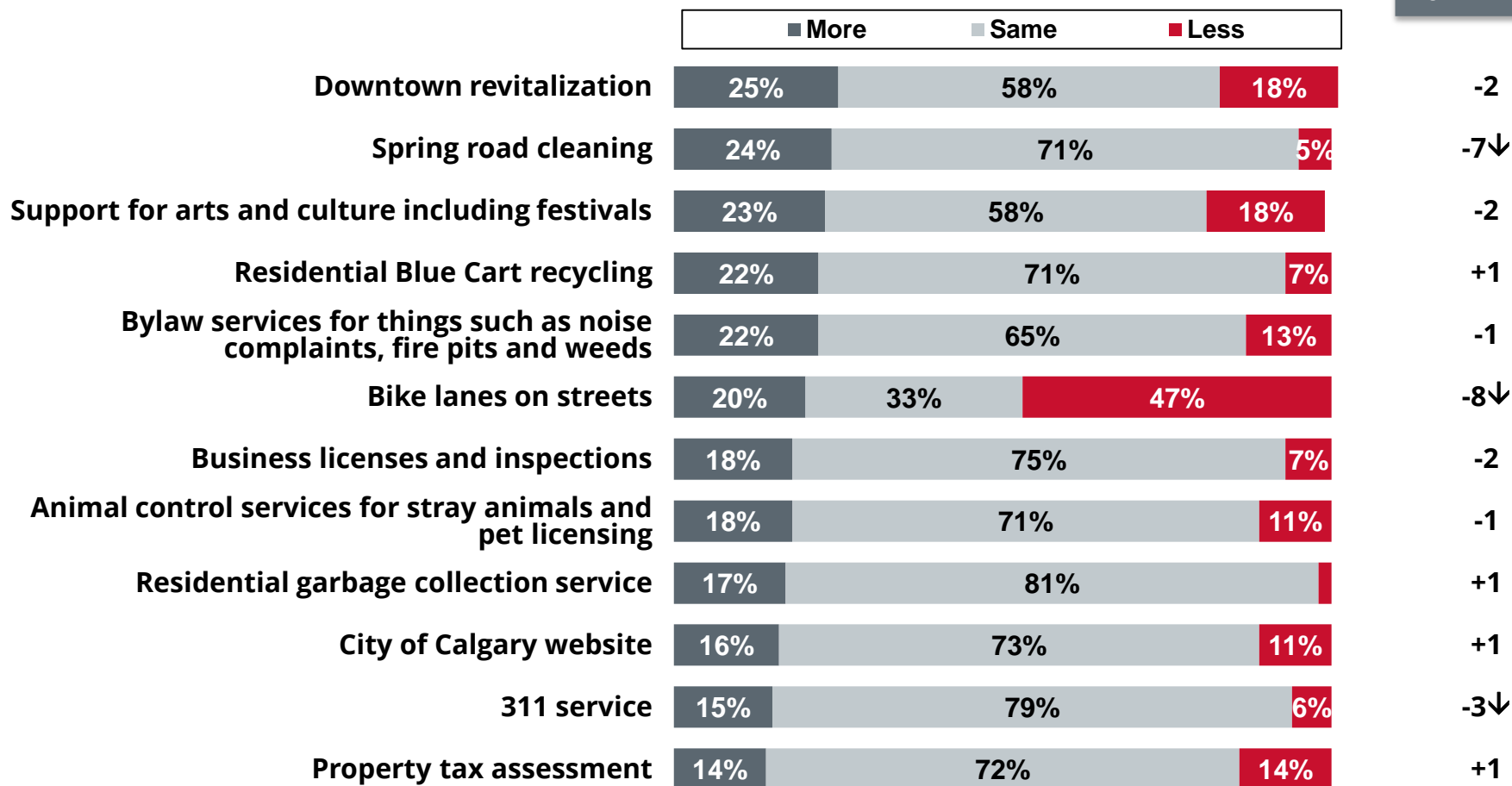
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.*

Base: Valid respondents (Bases vary)



# Investment in City Programs and Services (continued)

Invest More

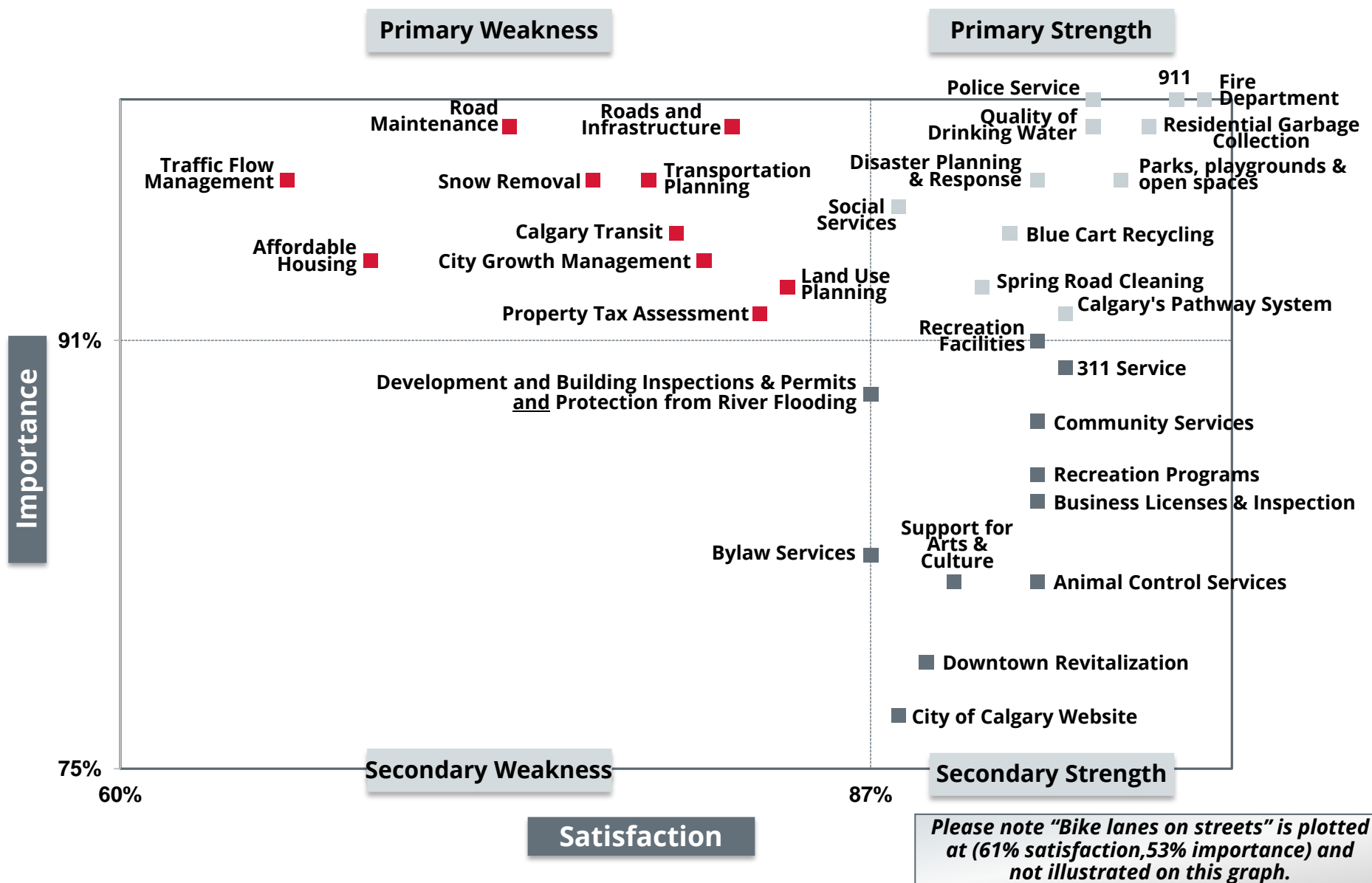
Change  
2014 – 2015


*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





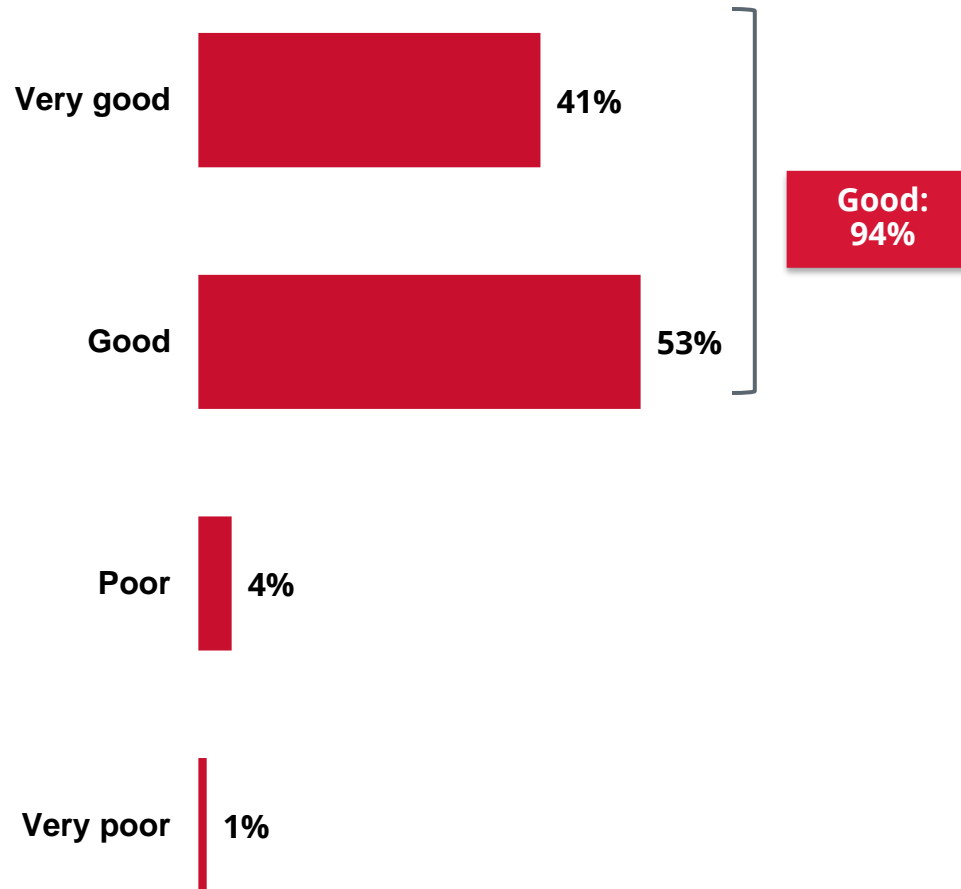


## **Environmental Performance**





# Perceptions About Overall State of Calgary's Environment

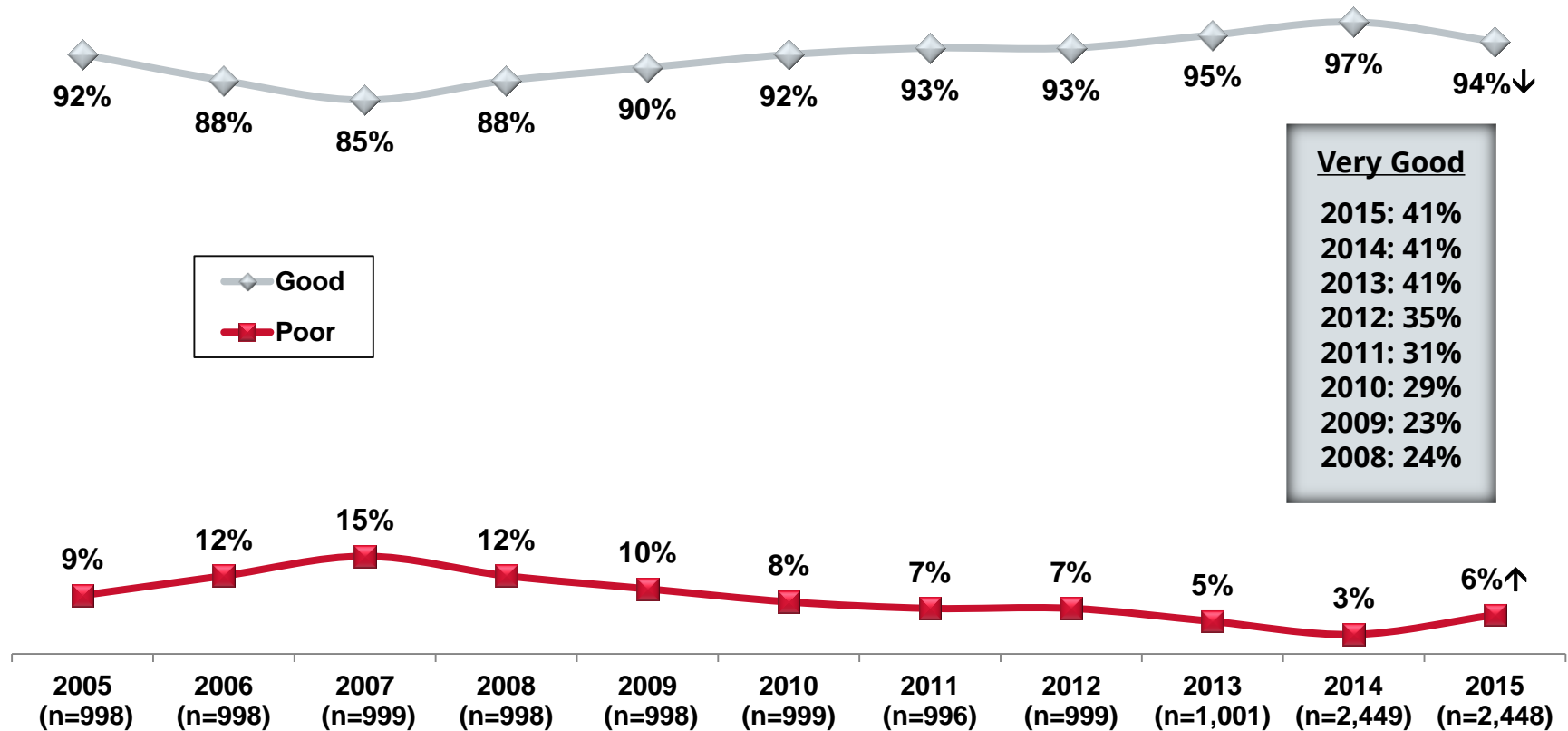


*Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?*

Base: Valid respondents (n=2,448)



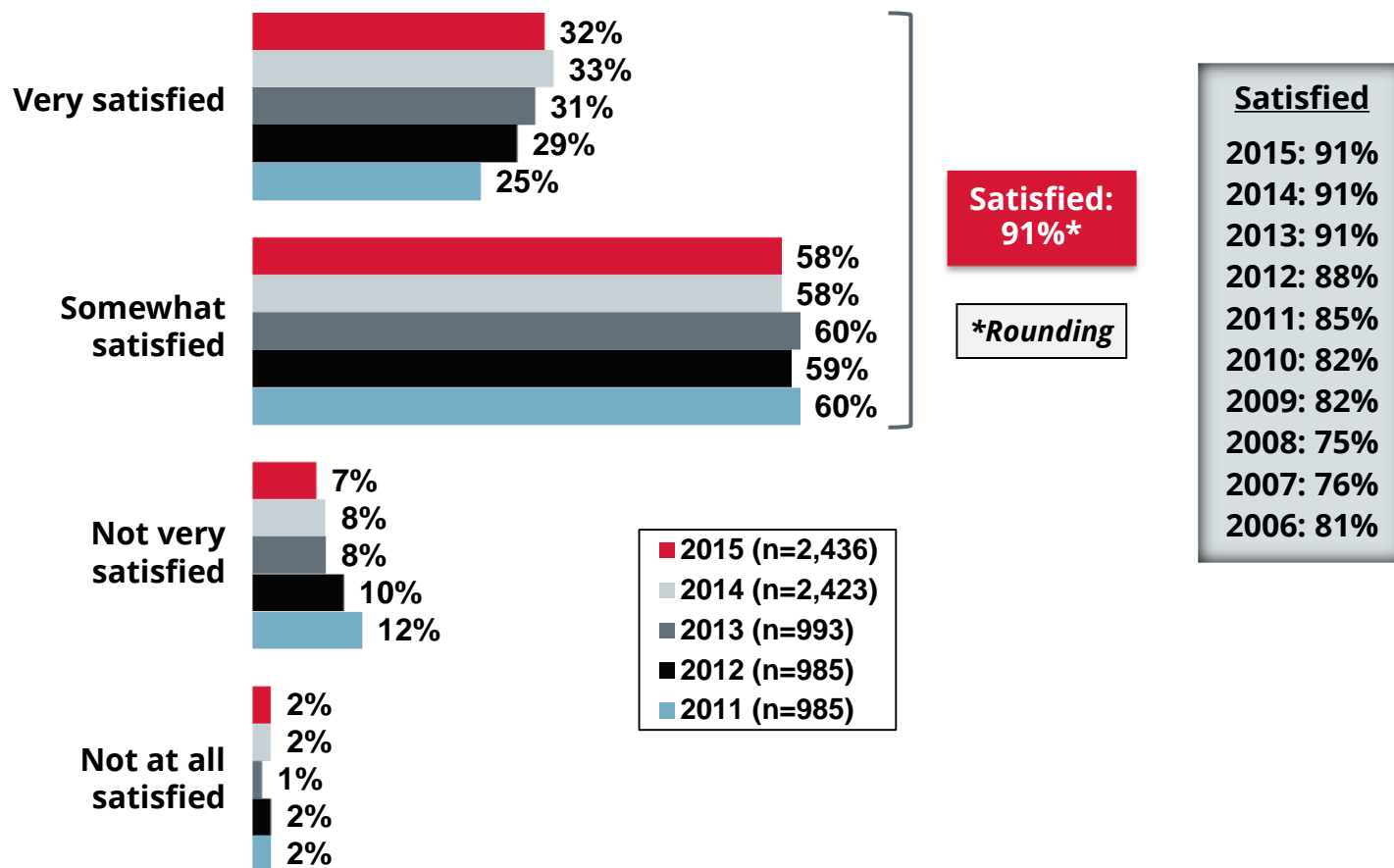
# Tracking Perceptions About Overall State of Calgary's Environment



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



# Satisfaction with The City's Environmental Performance

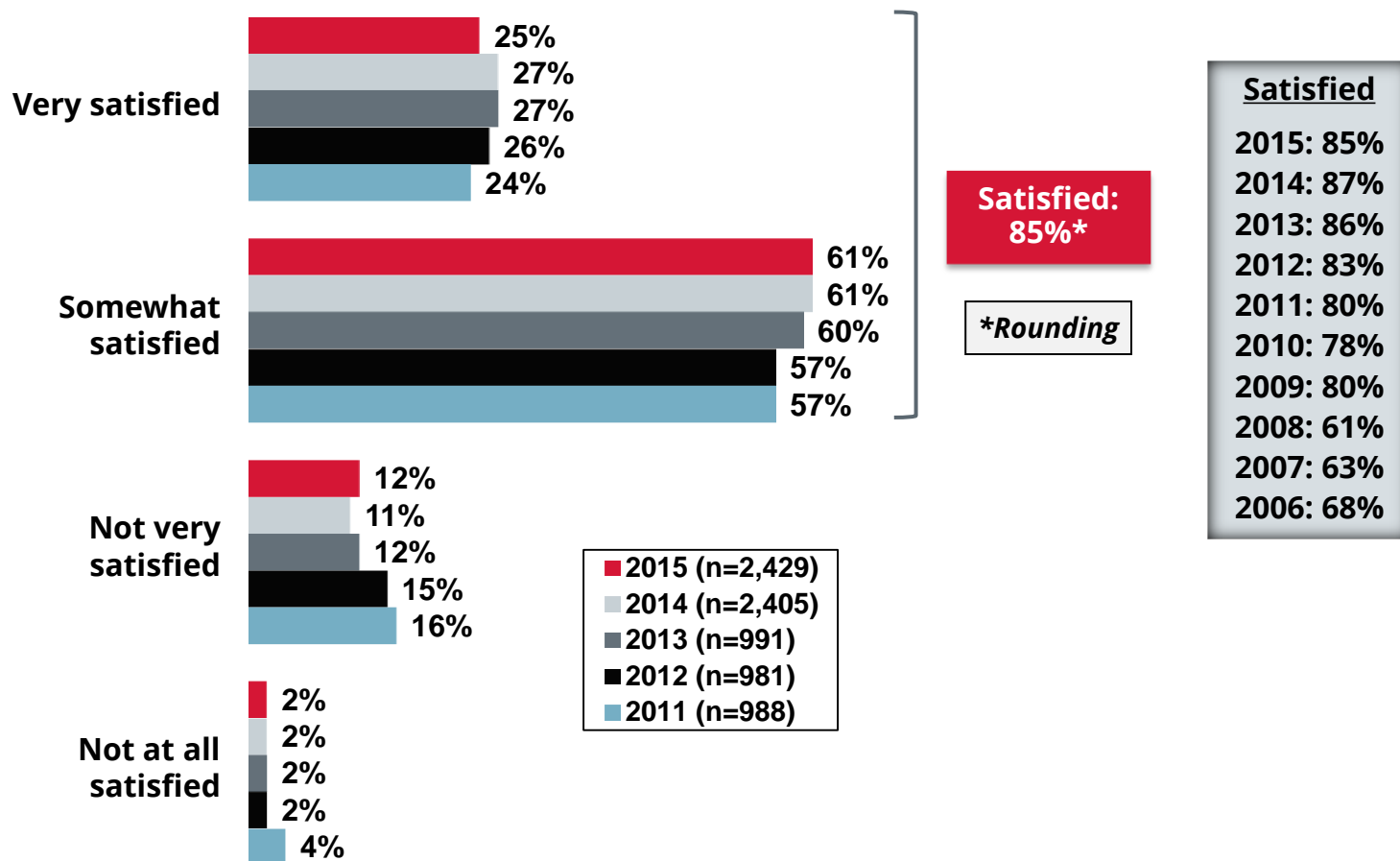


How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: Valid respondents



# Satisfaction with The City's Environmental Programs and Services



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

Base: Valid respondents





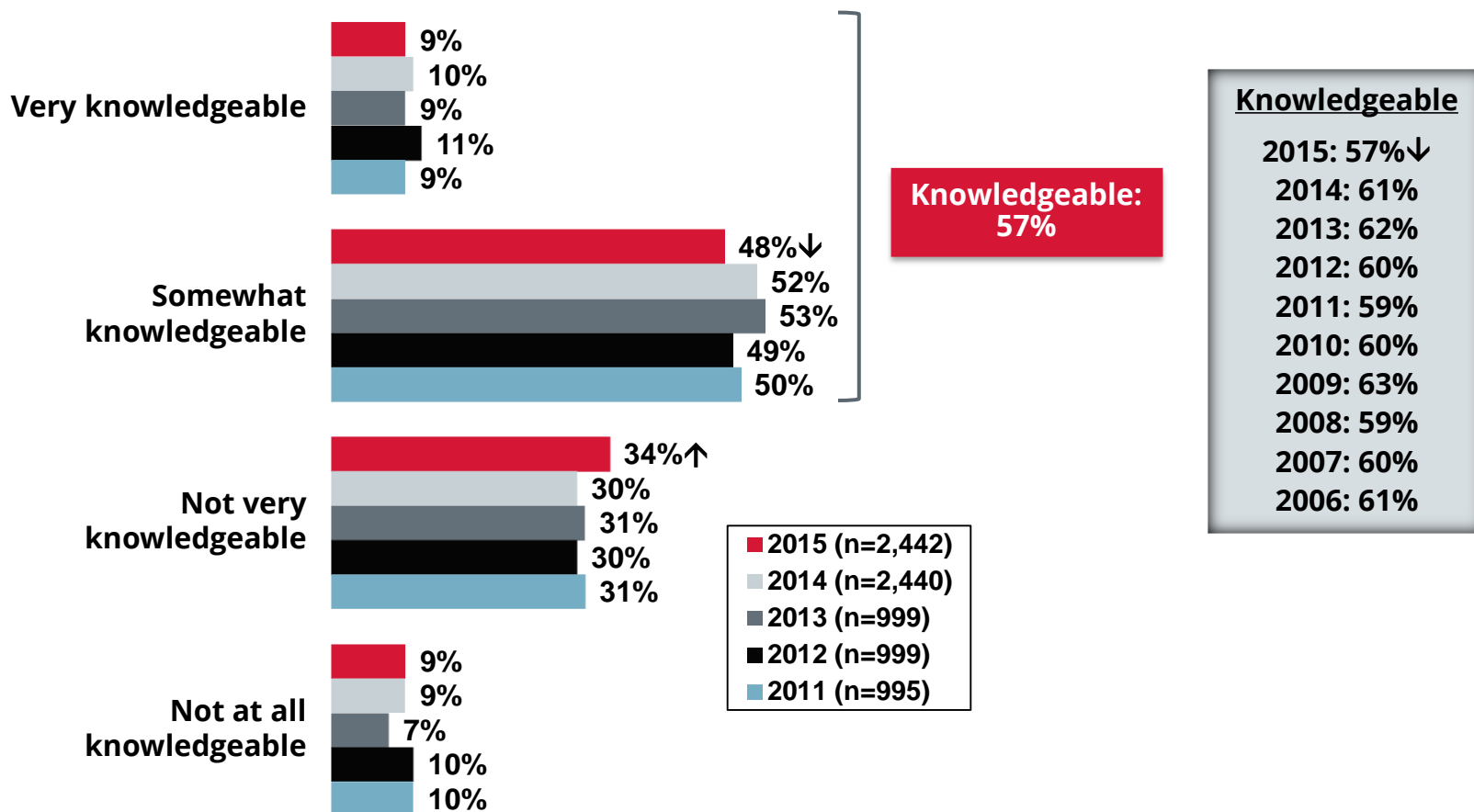
## Taxation







# Knowledge Levels of Tax Dollar Spending

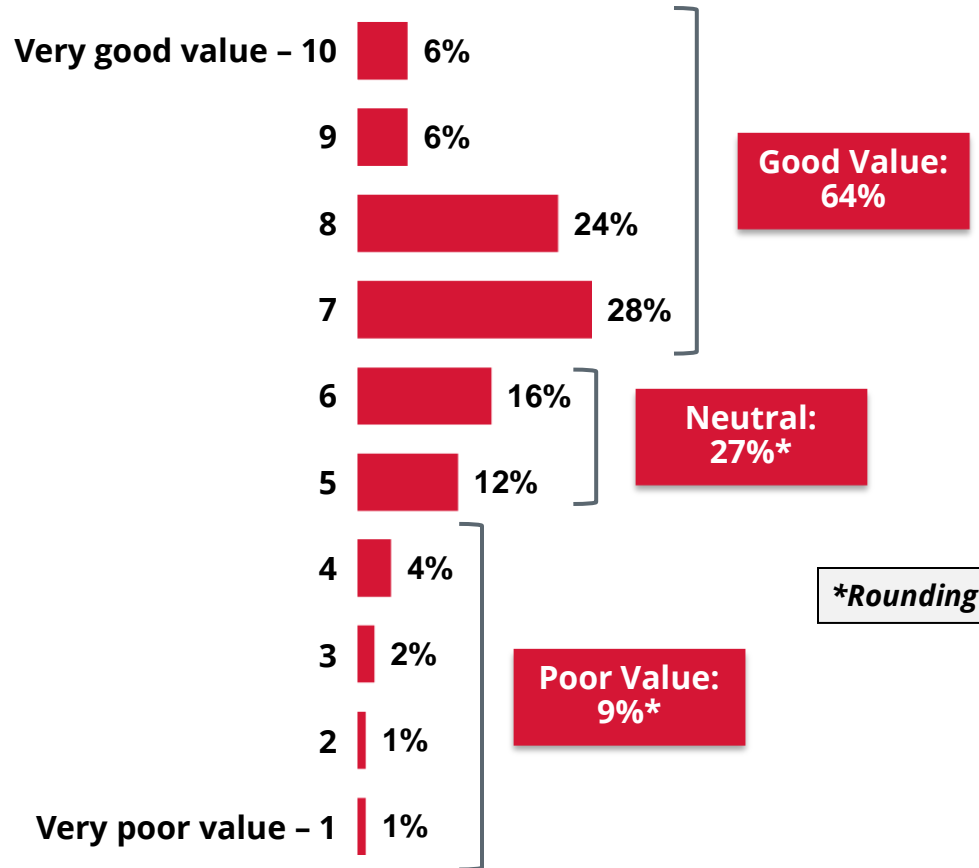


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents



# Perceived Value of Property Taxes

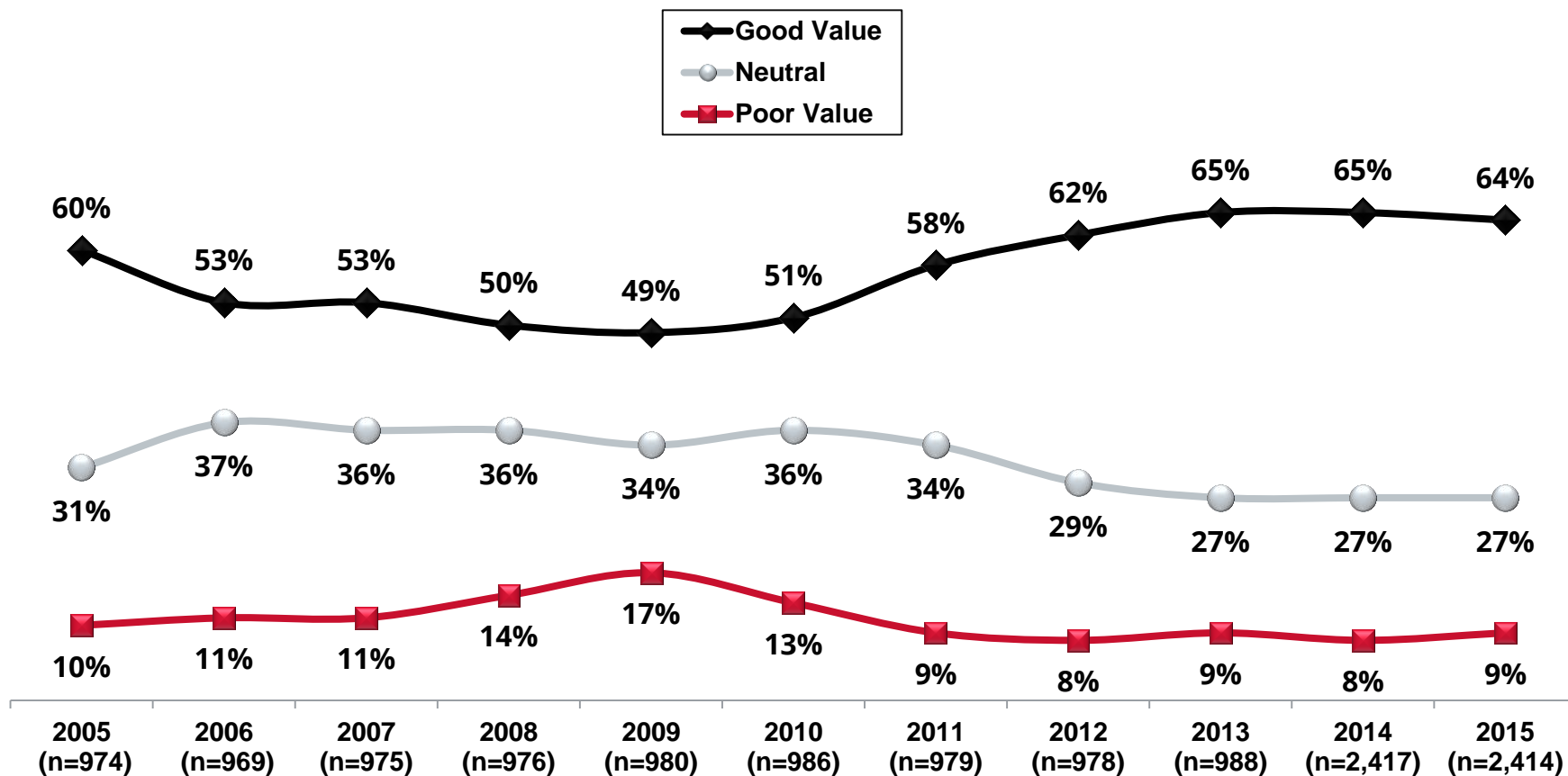


*Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars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

Base: Valid respondents (n=2,414)



# Tracking Perceived Value of Property Taxes

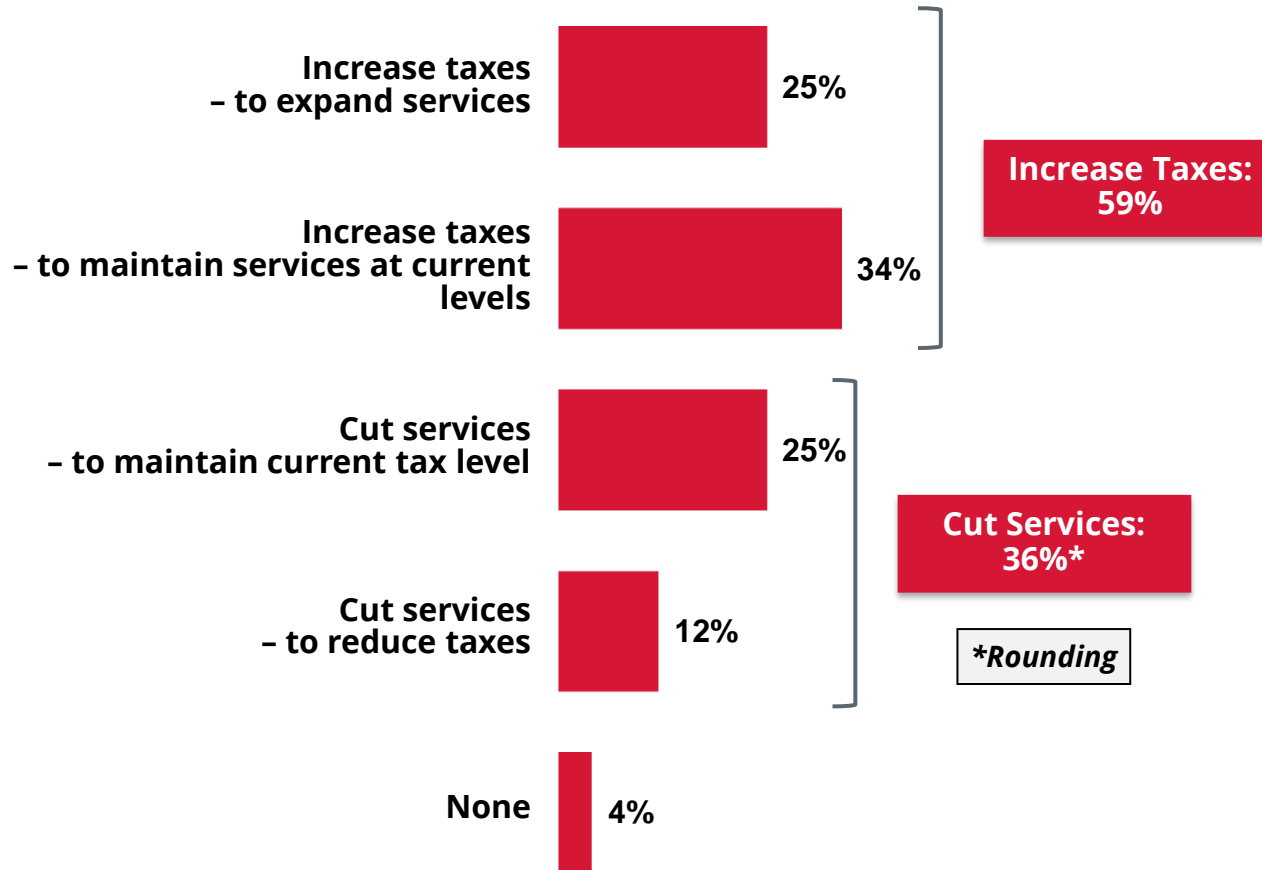


*Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars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

Base: Valid respondents



# Balancing Taxation and Service Delivery Levels



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

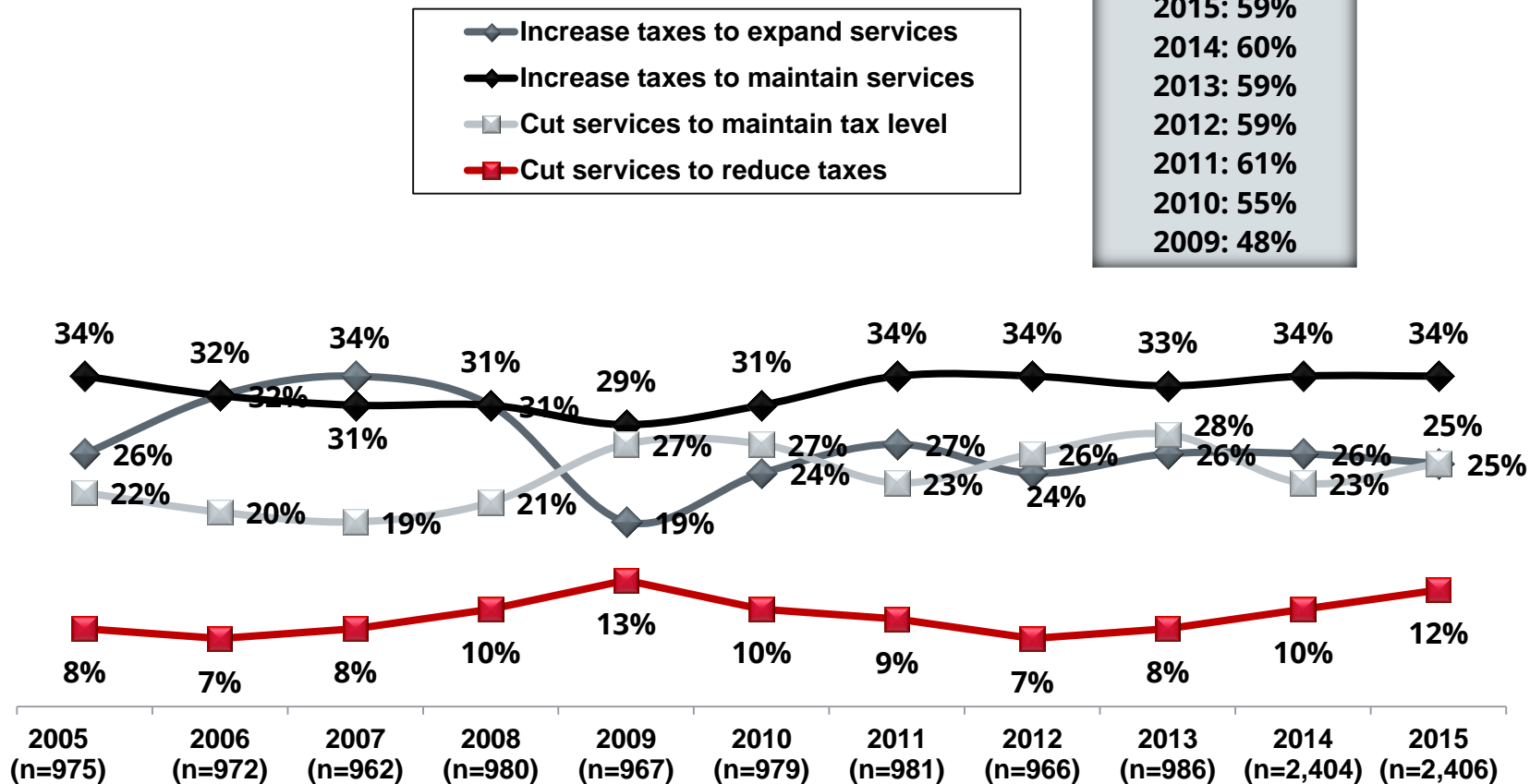
Base: Valid respondents (n=2,406)



# Tracking Balancing Taxation and Service Delivery Levels

## Increase Taxes (NET)

2015: 59%  
2014: 60%  
2013: 59%  
2012: 59%  
2011: 61%  
2010: 55%  
2009: 48%



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

Base: Valid respondents



## Options for Increasing City Revenue

Expand existing user fees



47%

Introduce new types of service fees



35%

Increase property taxes



17%

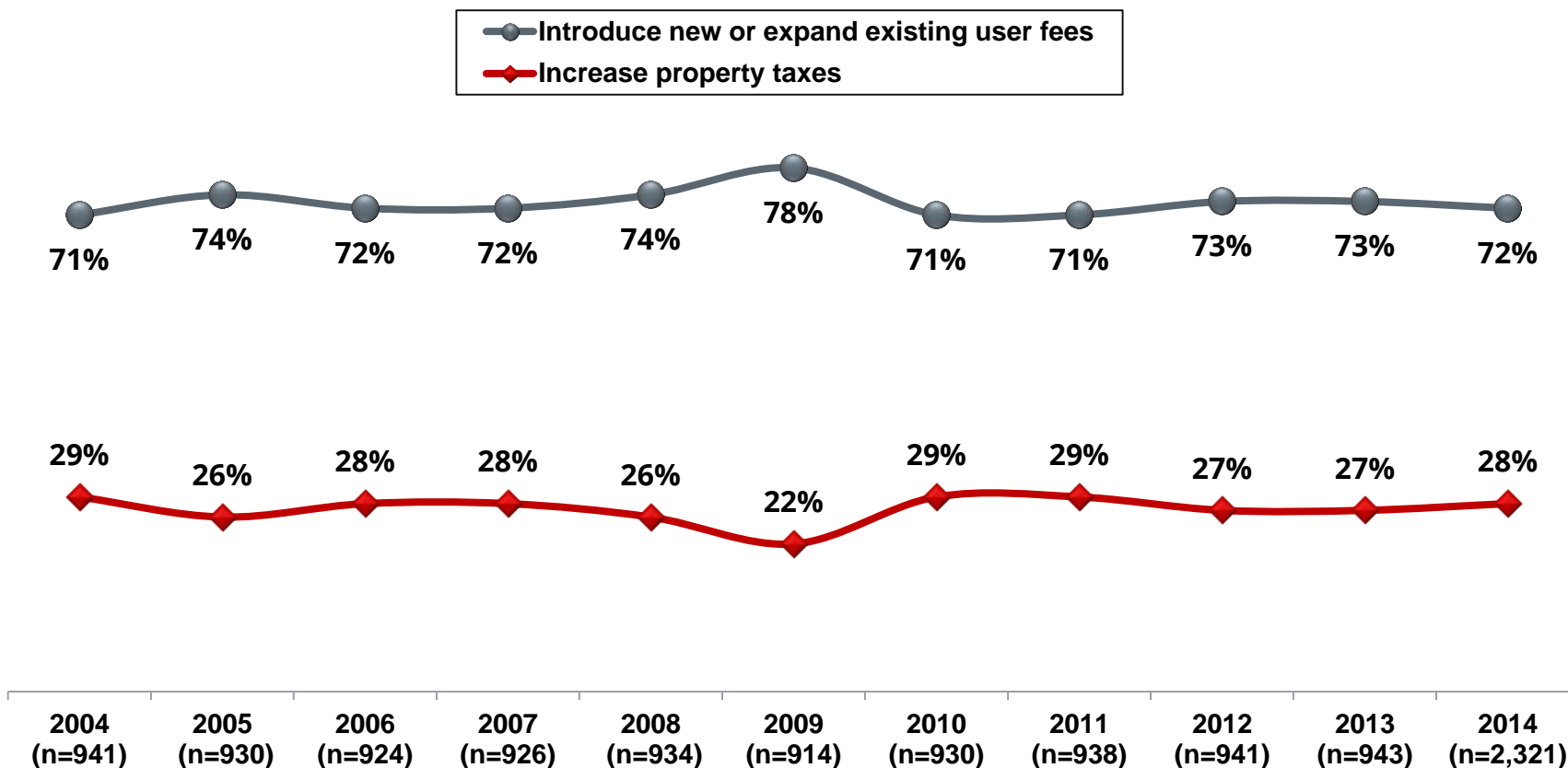
*Should The City need to increase the amount of revenue it collects from citizens for new or emerging services, would you prefer The City to ...?*

Base: Valid respondents (n=2,295)



# Options for Increasing City Revenue: Historical Data

The response options were revised in 2015, therefore, it is not possible to directly compare data from previous years to 2015.



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

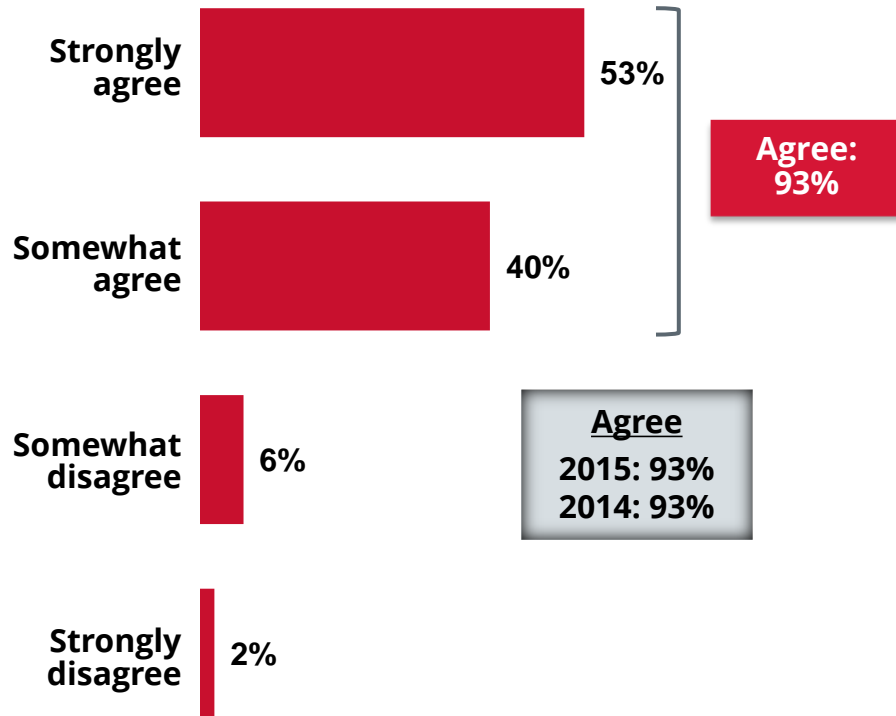
Base: Valid respondents



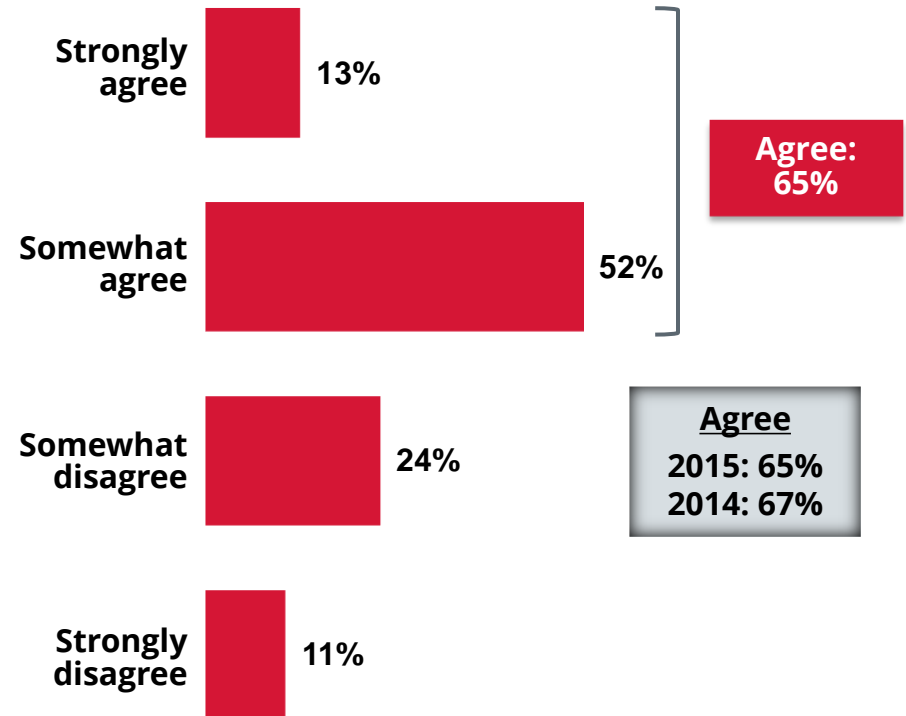


# Property Tax Dollar Investment

*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*



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

Base: Valid respondents (n=2,438 / n=2,423)



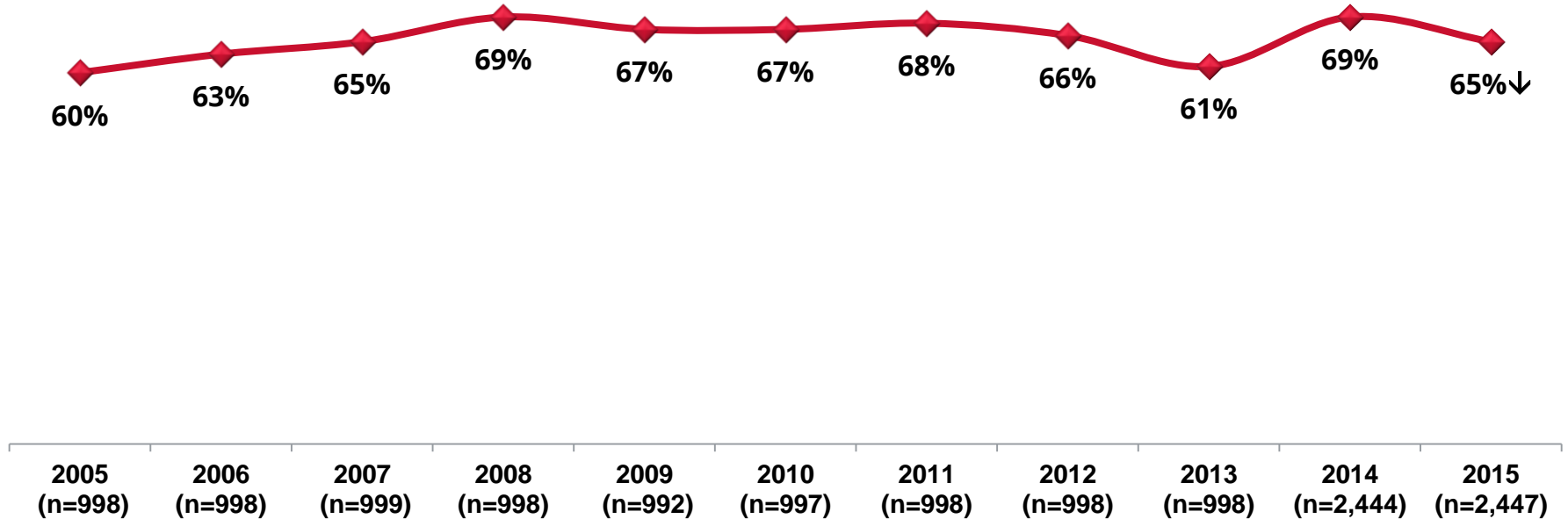
## Contact with The City





# Past 12 Months Contact with The City of Calgary

% Yes

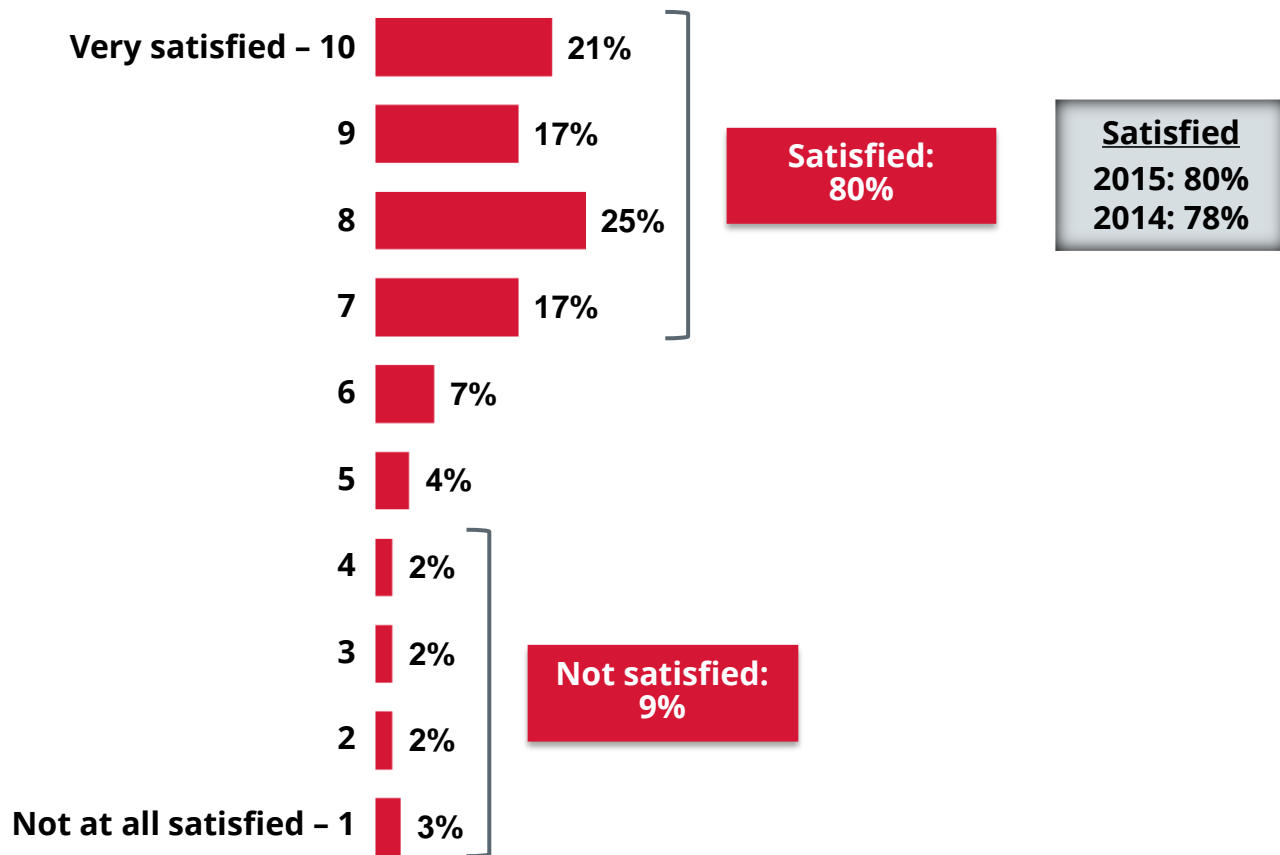


*Have you contacted or dealt with The City of Calgary or one of its employees in the last twelve months?*

Base: Valid respondents



# Satisfaction with the Overall Level and Quality of Customer Service



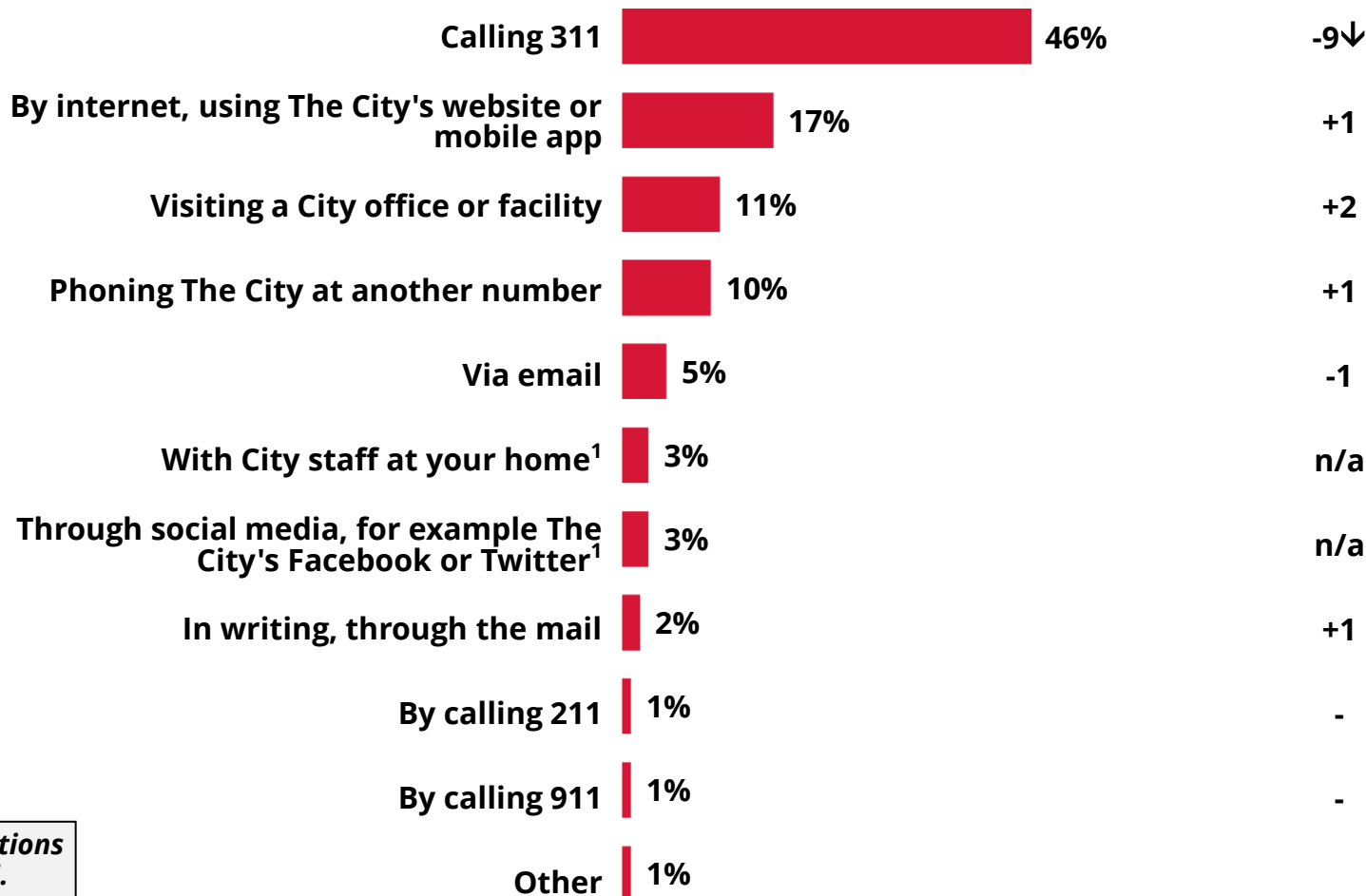
*On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?*

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



# Type of Contact

Change  
2014 – 2015



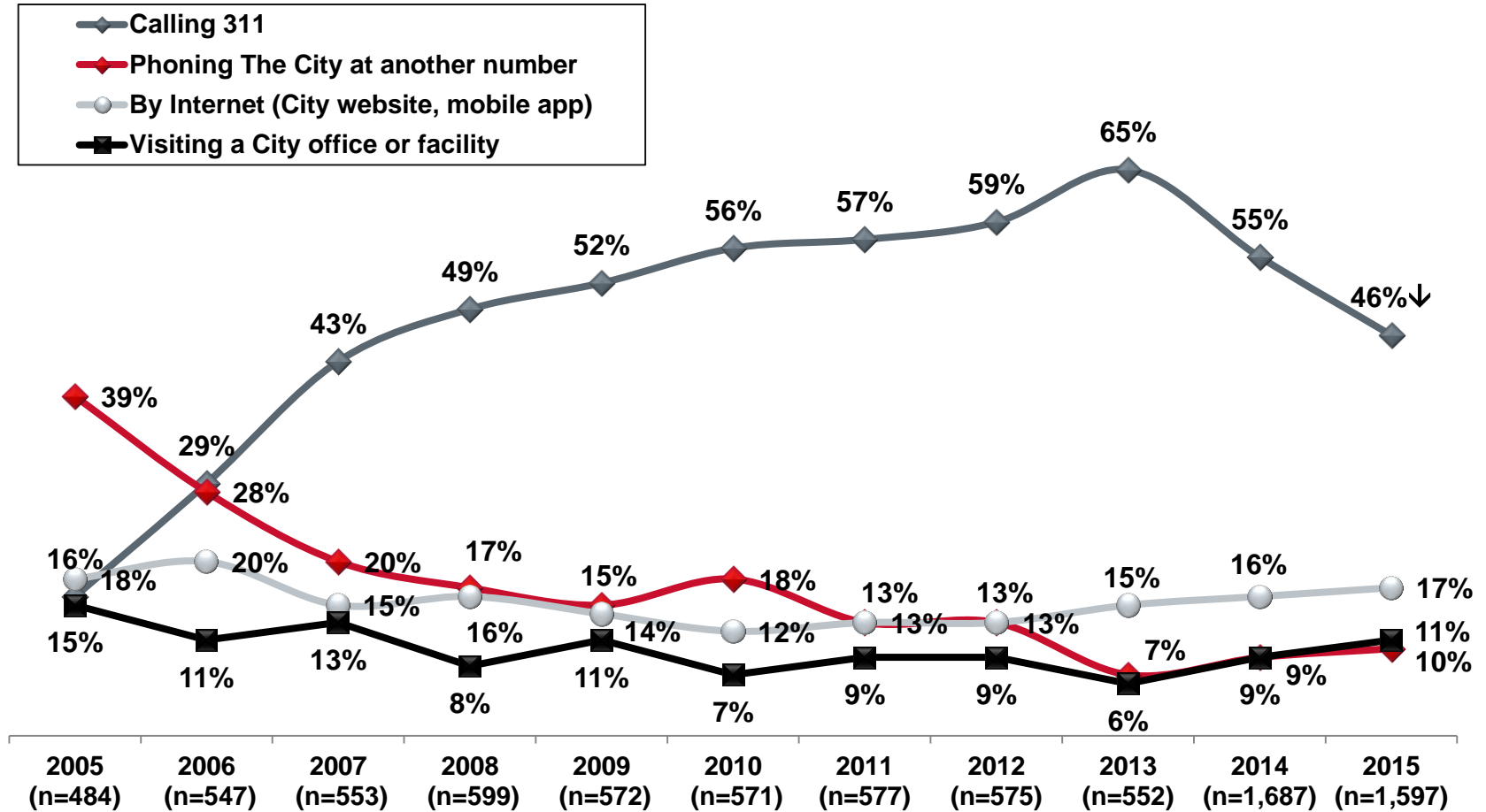
<sup>1</sup>New response options added in 2015.

When you contacted The City was it... ?

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



# Tracking Type of Contact

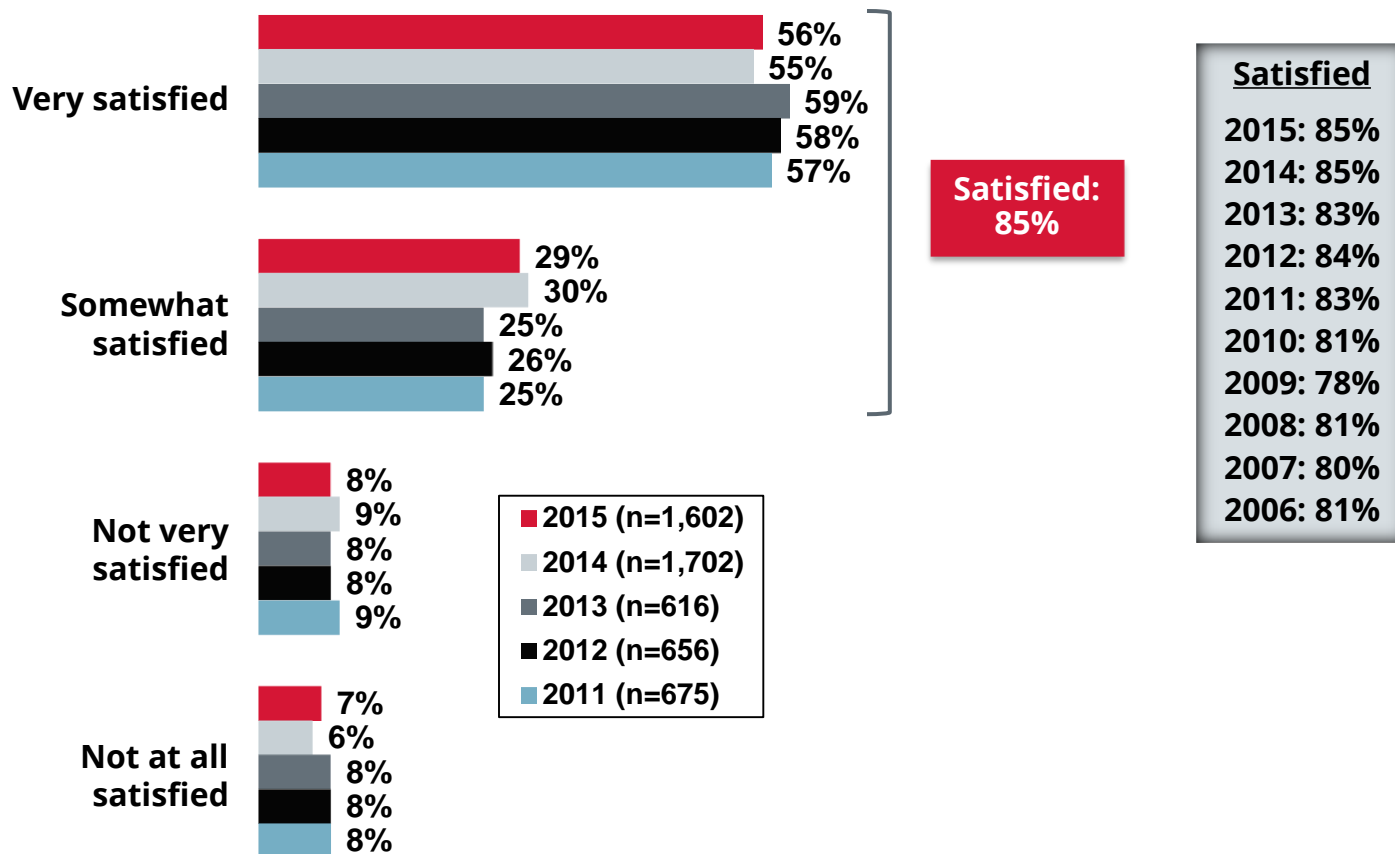


When you contacted The City was it... ?

Base: Valid respondents who contacted or dealt with The City in the last twelve months



# 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

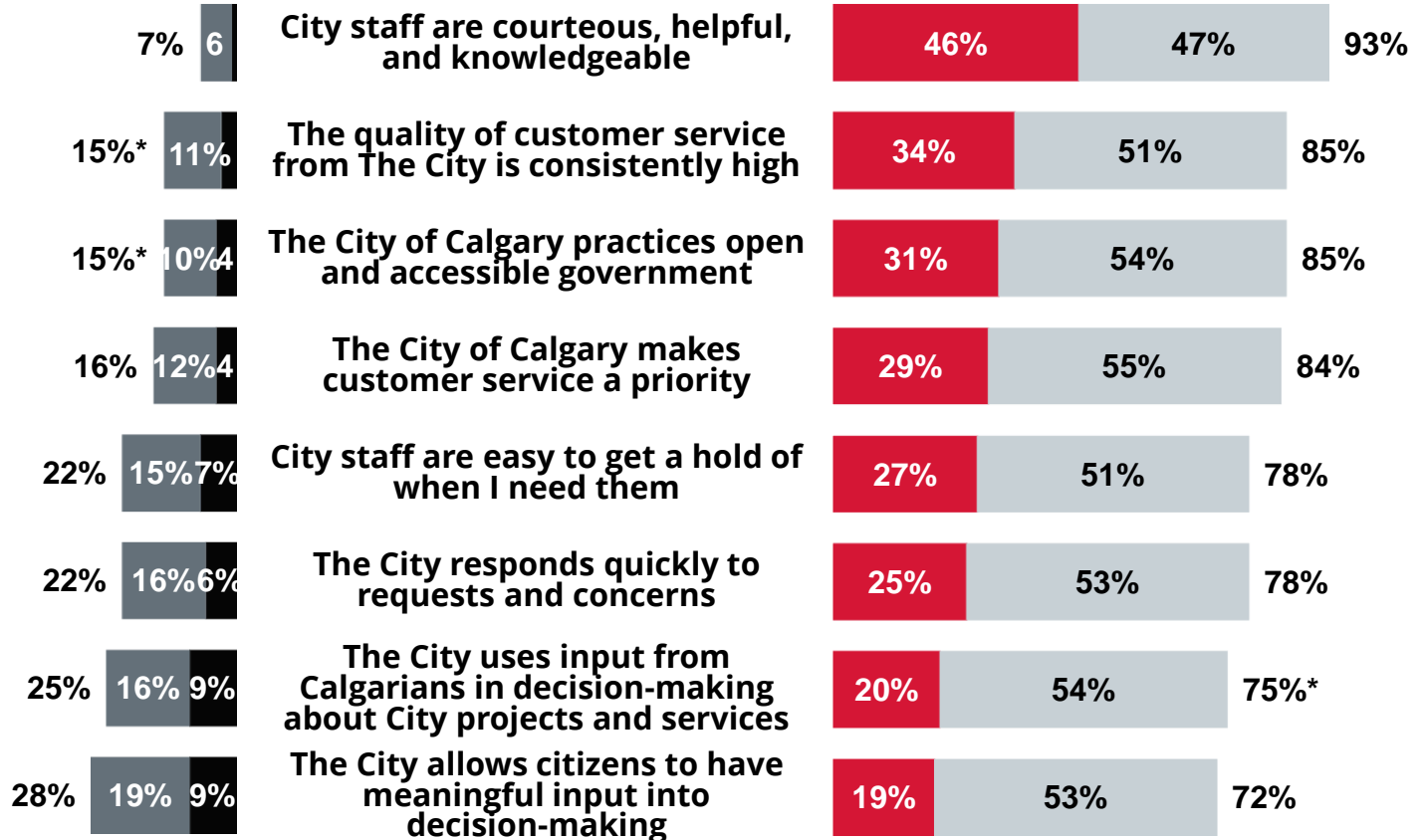




# Attitudes Regarding City Service Delivery and Transparency

% Disagree

% Agree



Somewhat disagree ■ Strongly disagree ■

■ Strongly agree ■ Somewhat agree

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

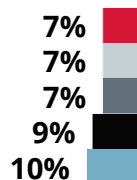
Base: Valid respondents (Bases vary)

**\*Rounding**

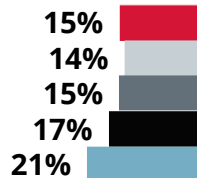


# Tracking Attitudes Regarding City Service Delivery and Transparency

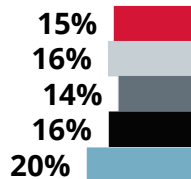
## % Disagree



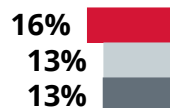
City staff are courteous, helpful, and knowledgeable



The quality of customer service from The City is consistently high



The City of Calgary practices open and accessible government



The City of Calgary makes customer service a priority<sup>1</sup>

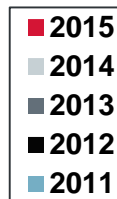
Not asked prior to 2013

<sup>1</sup>Prior to 2015: The City of Calgary makes customer service an important priority

## % Agree



Not asked prior to 2013

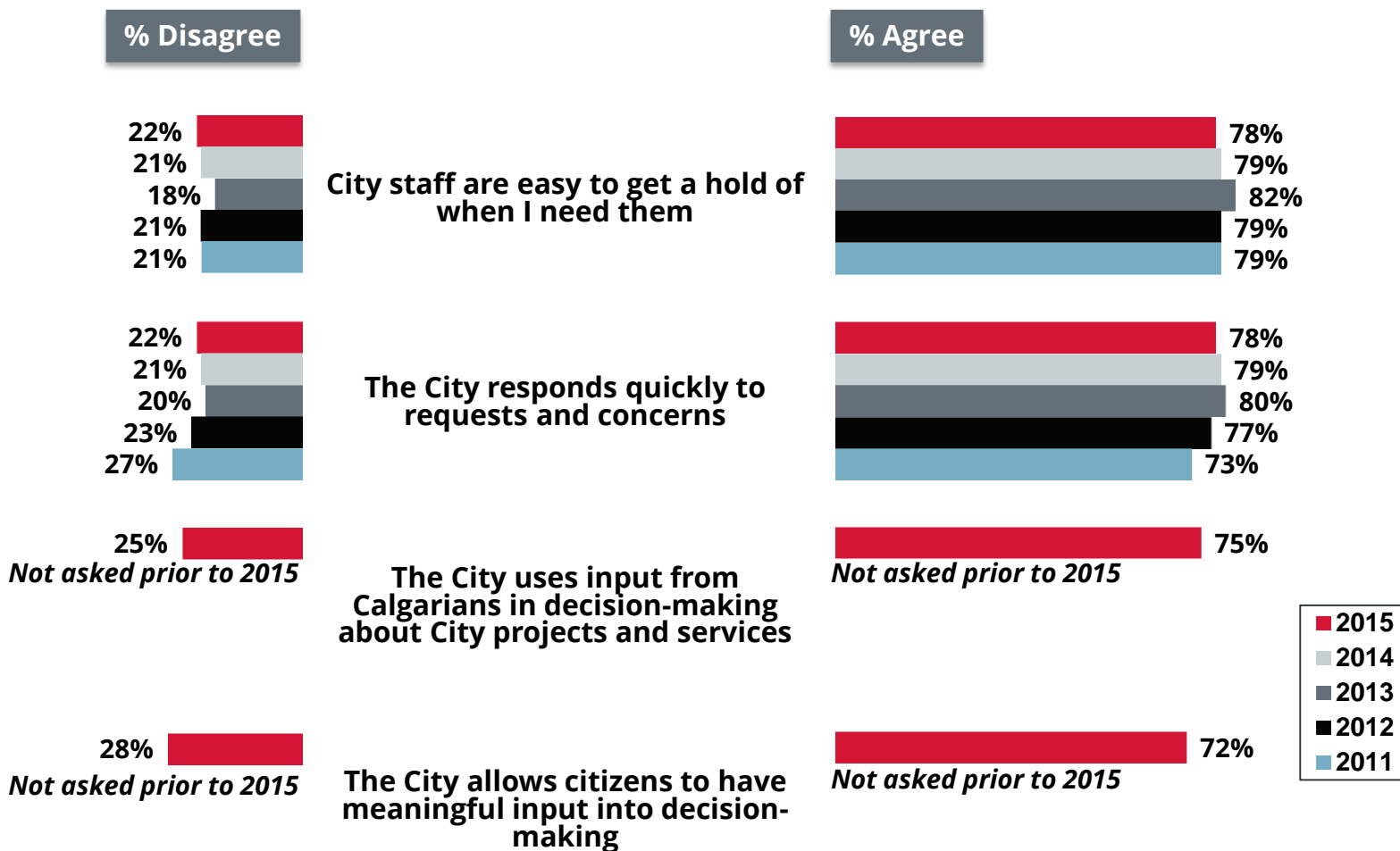


Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents (Bases vary)



# Tracking Attitudes Regarding City Service Delivery and Transparency (continued)



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)

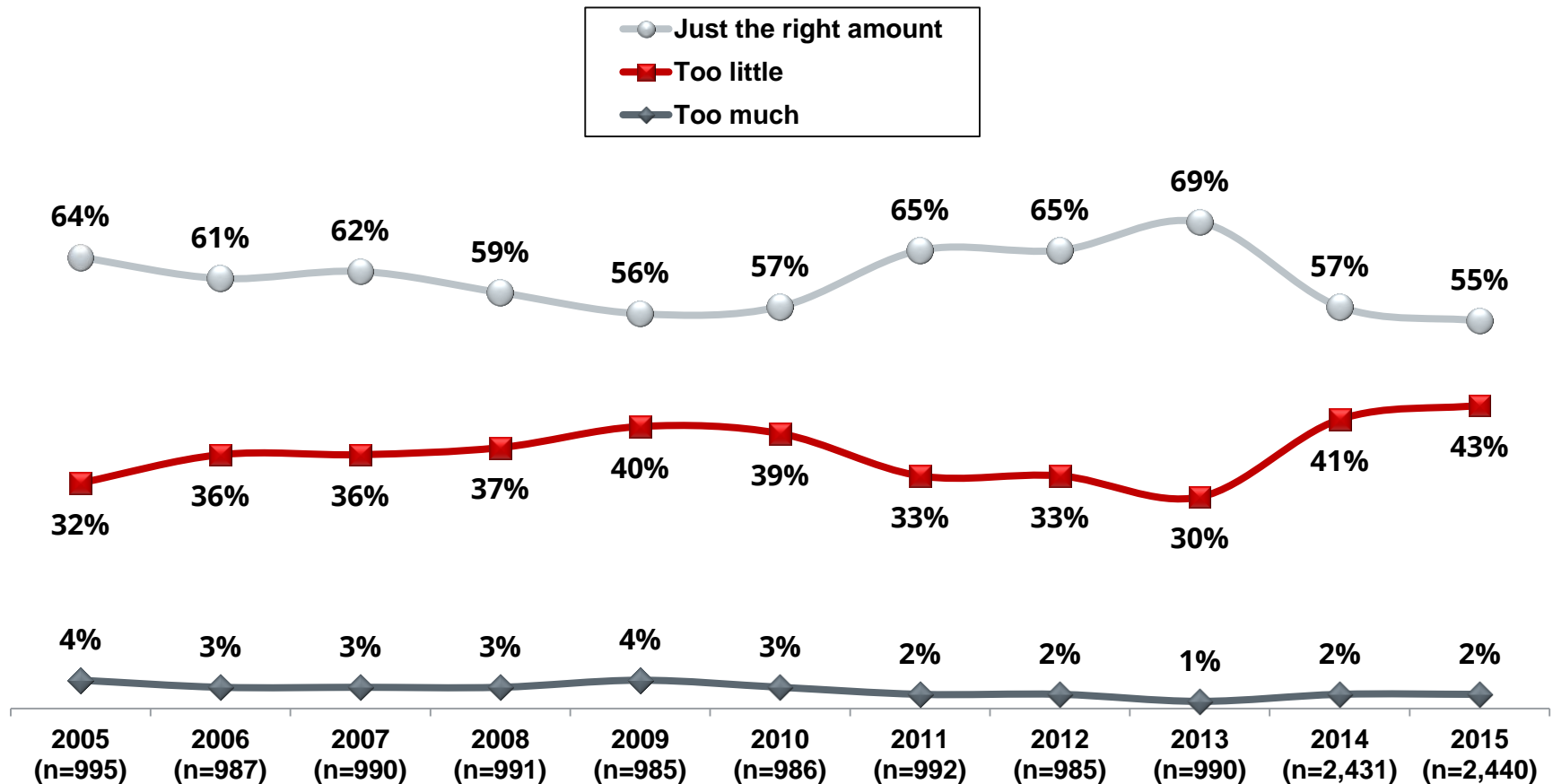


## City Communications





# The Extent of Information Received

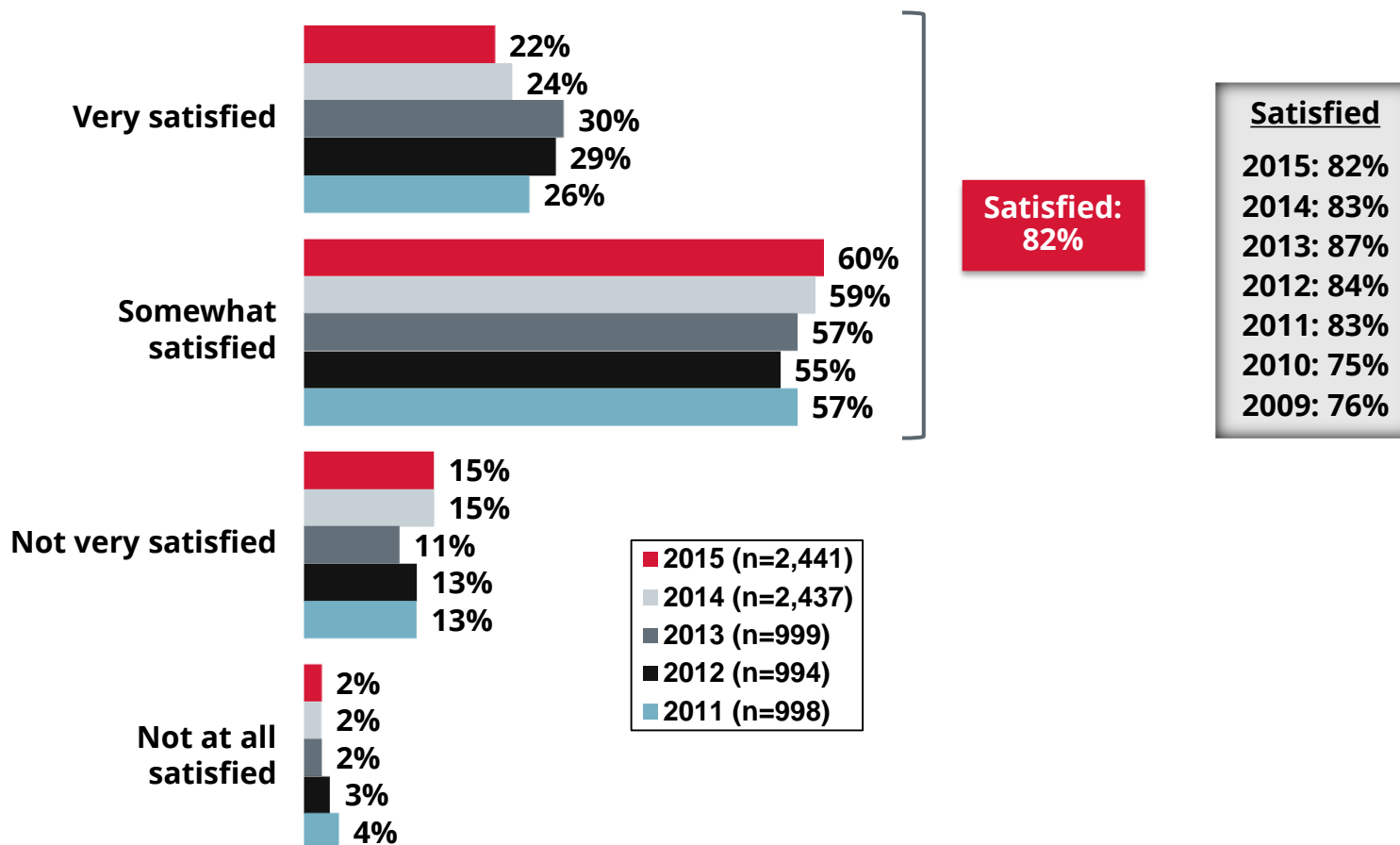


*In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?*

Base: Valid respondents



# Overall Satisfaction with Quality of City Information and Communications



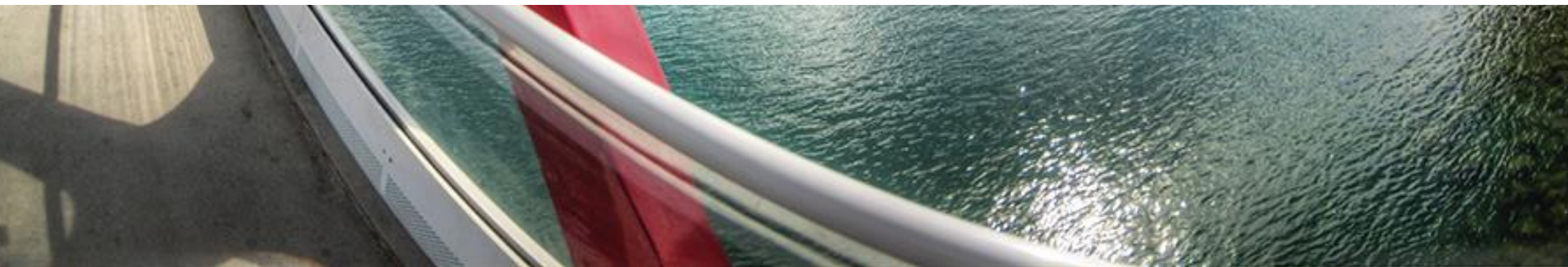
And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents





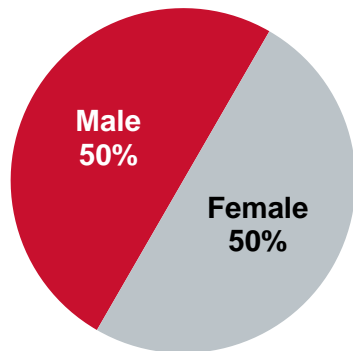
## Demographics







## Gender



## Age

18 to 24	14%
25 to 34	20%
35 to 44	19%
45 to 54	20%
55 to 64	14%
65 or more	13%
Mean	44 years

## Education

Completed high school or less	18%
Some post secondary or college diploma	37%
Completed university degree or post-grad degree	45%

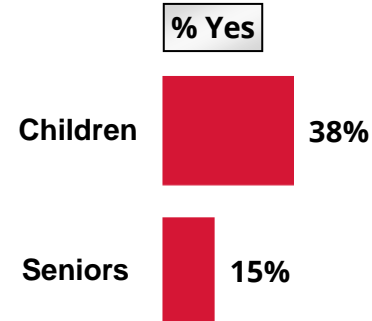
## Income

Less than \$30,000	6%
\$30,000 to <\$45,000	9%
\$45,000 to <\$60,000	11%
\$60,000 to <\$75,000	8%
\$75,000 to <\$90,000	8%
\$90,000 to <\$105,000	10%
\$105,000 to <\$120,000	8%
\$120,000 to <\$150,000	14%
\$150,000 or more	24%

## Number of People In Household

1	14%
2	29%
3	19%
4	23%
5	10%
6 or more	6%

## Children and Seniors in Household



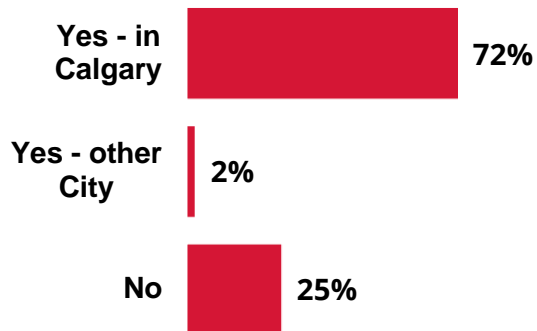
Valid respondents



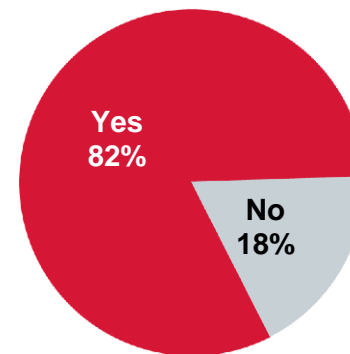
## Tenure in Calgary

Less than 5 years	12%
5 to less than 10 years	10%
10 to less than 15 years	11%
15 to less than 20 years	13%
20 to less than 30 years	19%
30 to less than 40 years	16%
40 or more	20%
Mean	24 years

## Voted in Last Municipal Election



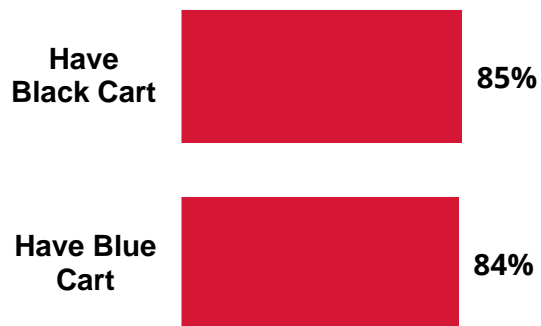
## Responsible for Property Taxes



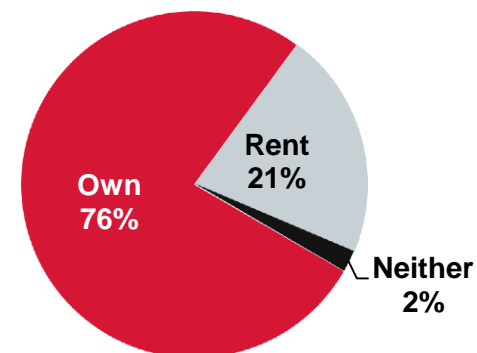
## Type of Home

Single-detached house	70%
Duplex-attached house	7%
Townhouse	6%
Condominium	7%
Apartment	6%
Another type of multi-dwelling unit	3%

## Waste and Recycling Services



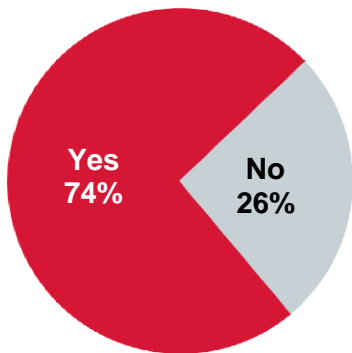
## Own or Rent



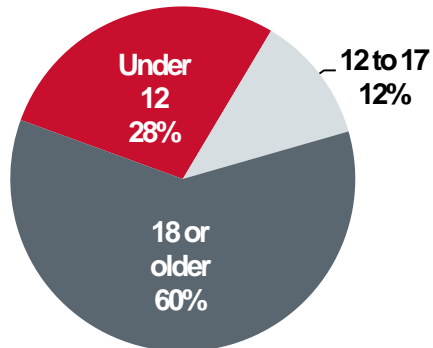
Valid respondents



**Born in Canada**



**Age Left Country of Birth**

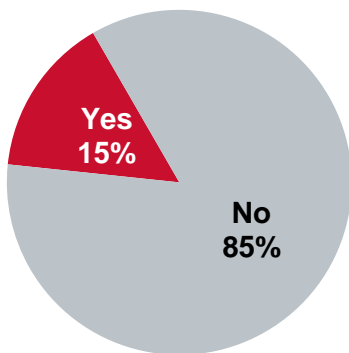


Base: Not born in Canada (n=601)

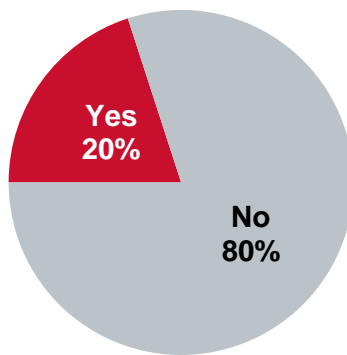
**Ethnic Background**

Caucasian/ white	24%
British	19%
Canadian/ French Canadian	17%
Western European	12%
East or Southeast Asian	11%
Southern or Eastern European	9%
South Asian	6%
Central/ South American or Caribbean	2%
West Asian or Middle Eastern	2%
African	2%
Aboriginal/ First Nations/ Metis	2%
Other	1%

**Disability**



**Visible Minority**



Valid respondents

## Contact



**Jamie Duncan**

Vice President

Ipsos

587.952.4863

email: [jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)

**Sheela Das**

Director

Ipsos

587.952.4874

email: [sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)