



Ipsos Reid Public Affairs



City of Calgary 2007 Citizen Satisfaction Survey Key Findings

October 2007

- ❖ Telephone survey conducted with a randomly selected sample of Calgarians aged 18 years and older.
- ❖ Survey was fielded between August 20th and September 12th, 2007.
- ❖ Sample size: 1000, margin of error $\pm 3.1\%$, 19 times out of 20
- ❖ Quadrant quotas were set as follows:
 - ◆ Northeast n=200 (MOE $\pm 6.9\%$)
 - ◆ Northwest n=280 (MOE $\pm 5.9\%$)
 - ◆ Southeast n=240 (MOE $\pm 6.3\%$)
 - ◆ Southwest n=280 (MOE $\pm 5.9\%$)
- ❖ Results are weighted to reflect the relative size of each quadrant and to ensure the age, and gender distribution reflects that of the actual population according to the 2001 Census.
- ❖ Research Note on Tracking
 - ◆ Where possible, results for areas of Citizen Satisfaction are compared to Fall 2006, Fall & Spring 2005 and Spring 2004.



Methodology

Continued

- ❖ Ipsos Reid municipal norms are included where available.
 - ◆ Canada norms are derived from work conducted in other municipalities across Canada and are based on up to 35,800 observations conducted in more than 35 different municipalities.
 - ◆ Alberta norms are derived from work conducted in more than 5 different municipalities across Alberta and are based on up to 8,600 observations.
- ❖ Municipal norms allow The City of Calgary to compare how it is performing compared to other municipalities in Canada and/or Alberta on similar issues.

Key Findings

- ❖ The City of Calgary continued to experience tremendous growth in 2007 – capping a population increase of 13.4% over the past five years.
- ❖ Overall, citizens continue to express high levels of satisfaction with City services and programs ranging from residential garbage collection to City operated recreational facilities
- ❖ Citizens highly rate the overall performance of The City of Calgary, with the vast majority of Calgarians indicating that the overall performance of The City is good or very good.
- ❖ Infrastructure, Traffic and Roads continue to be top of mind on the Citizens' Issue agenda, however, Crime, Safety and Policing are increasing concerns.
- ❖ While the majority of Citizens continue to indicate that the quality of life in Calgary is good, most also feel the quality of life in The City has worsened over the past three years – primarily due to the speed of growth.



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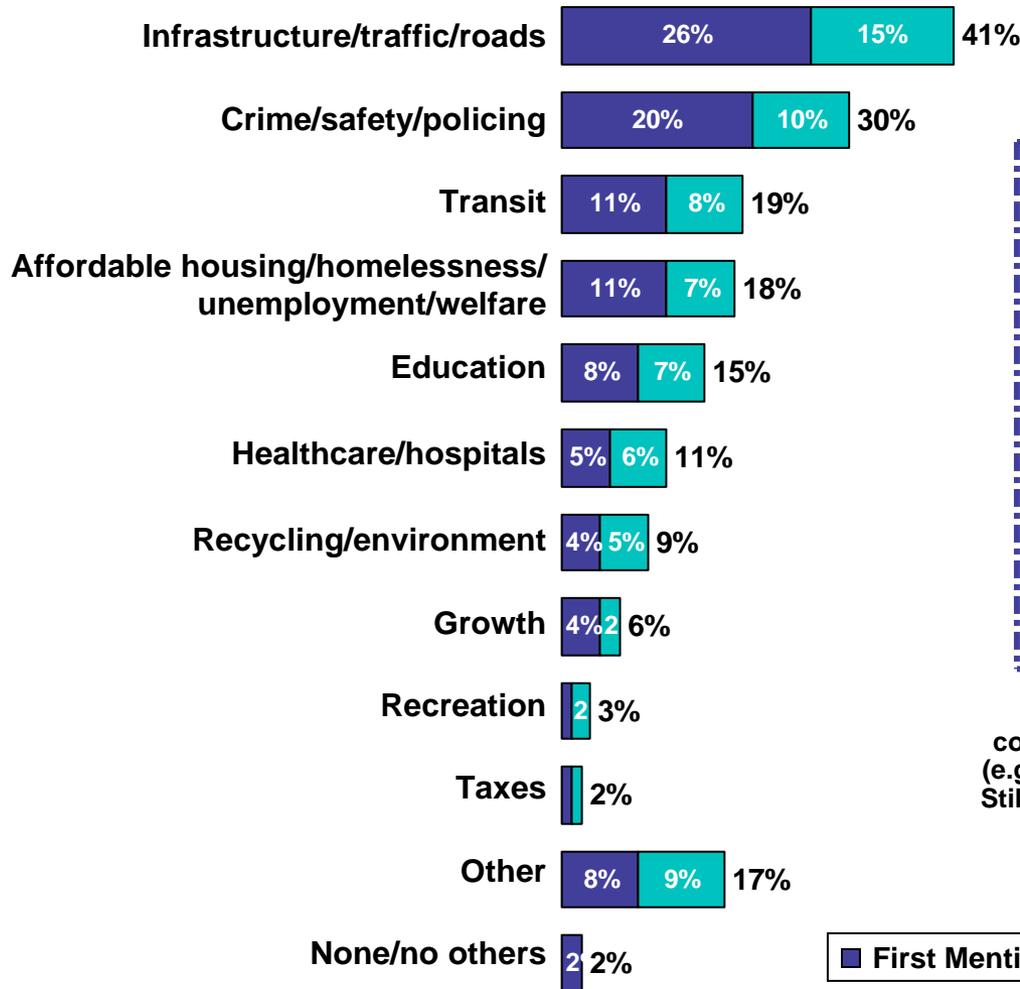


Detailed Findings



Issue Agenda

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? Any others?



	Norms ¹	
	Canada	Alberta
Transportation	30%	44%
Crime	16%	16%
Growth	14%	10%
Social	14%	11%
Education	9%	13%
Taxation/Spending	9%	9%
Environment	6%	3%

¹Norms for this question do not allow for direct comparisons as coding of open-ended responses varies (e.g., Canada transportation norms include public transit). Still, large variances are notable and differences in the top 5 issues provides an interesting comparison.

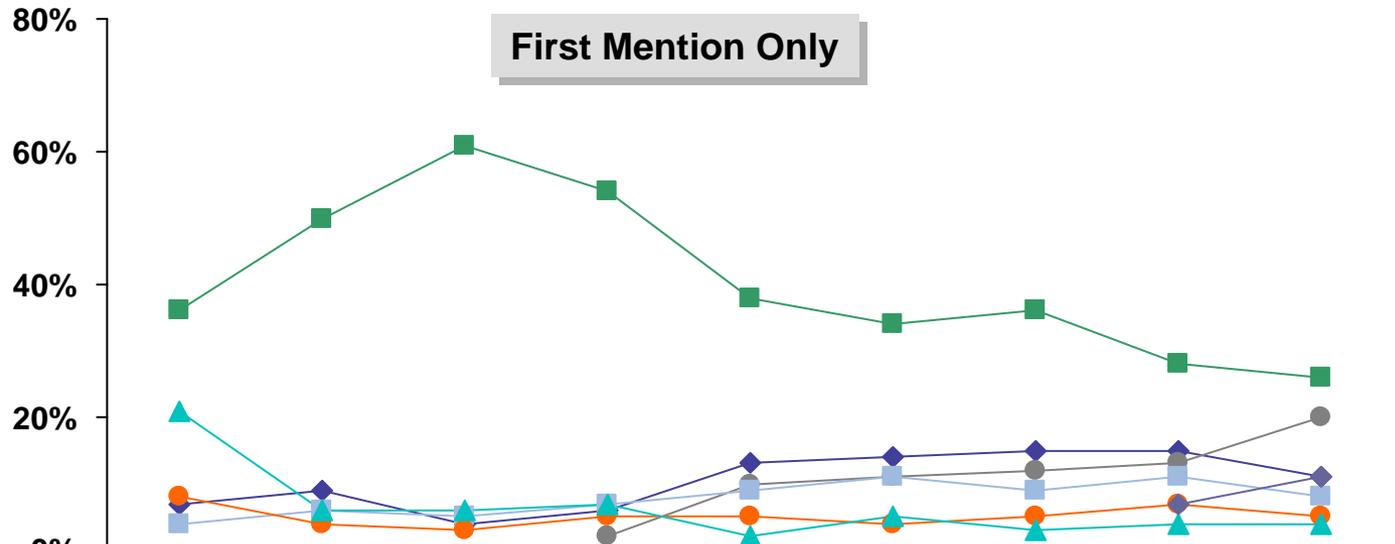
■ First Mention ■ Second Mention



Tracking Most Important Issues Facing Calgary

*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?
(Prior to 2004: What, in your opinion, is the most important issue facing The City of Calgary today?)*

80%
60%
40%
20%
0%
First Mention Only



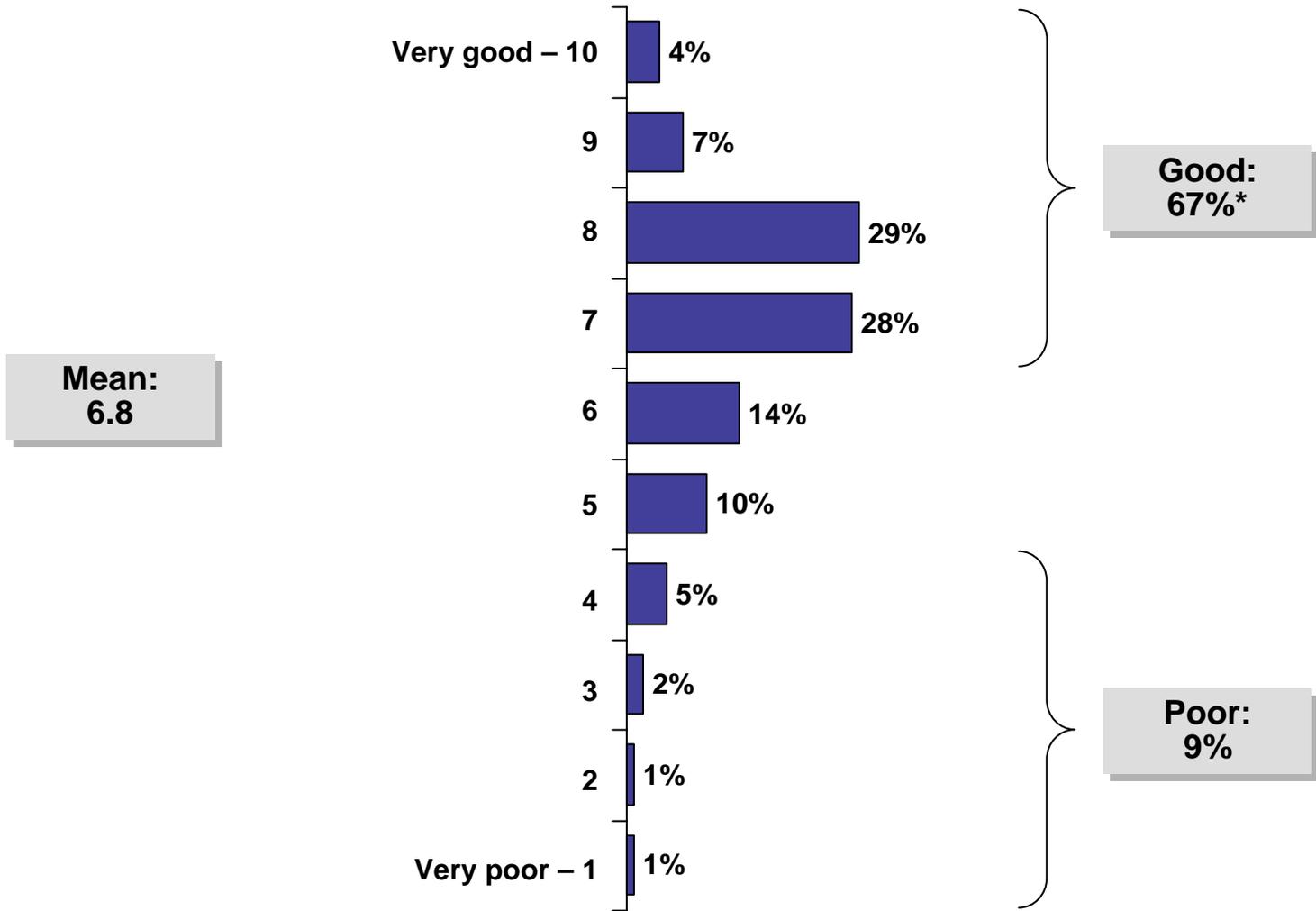
* Denotes statistically significant change

	2000	2001	2002	2003	2004	Spring 2005	Fall 2005	Fall 2006	Fall 2007
—■— Infrastructure/traffic & roads	36%	50%	61%	54%	38%	34%	36%	28%	26%
—◆— Transit	7%	9%	4%	6%	13%	14%	15%	15%	11%*
—●— Crime/safety	-	-	-	2%	10%	11%	12%	13%	20%*
—■— Education	4%	6%	5%	7%	9%	11%	9%	11%	8%*
—●— Healthcare/hospitals	8%	4%	3%	5%	5%	4%	5%	7%	5%
—▲— Growth	21%	6%	6%	7%	2%	5%	3%	4%	4%
—◆— Affordable housing/homelessness/unemployment/welfare	-	-	-	-	-	-	-	7%	11%*



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?

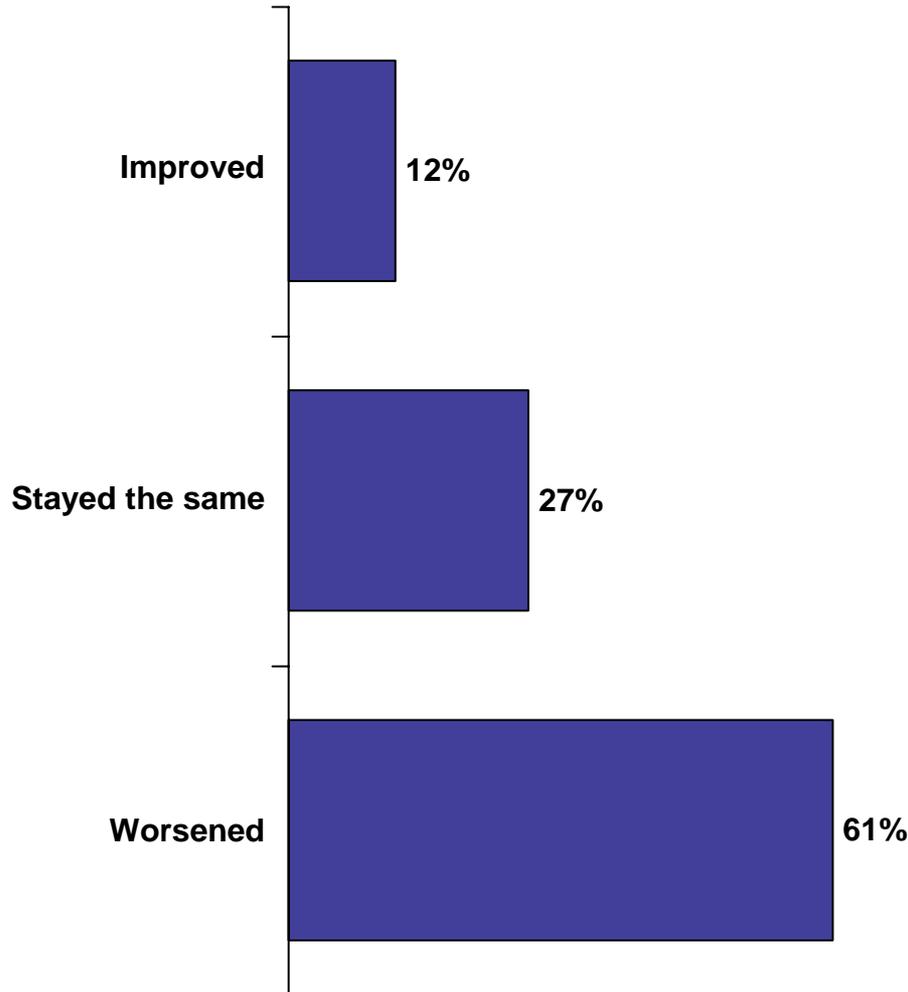


*Rounding



Quality of Life: Changes in Past Three Years

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



Norms – Improved

Canada: 25%

Alberta: 22%

Norms – Worsened

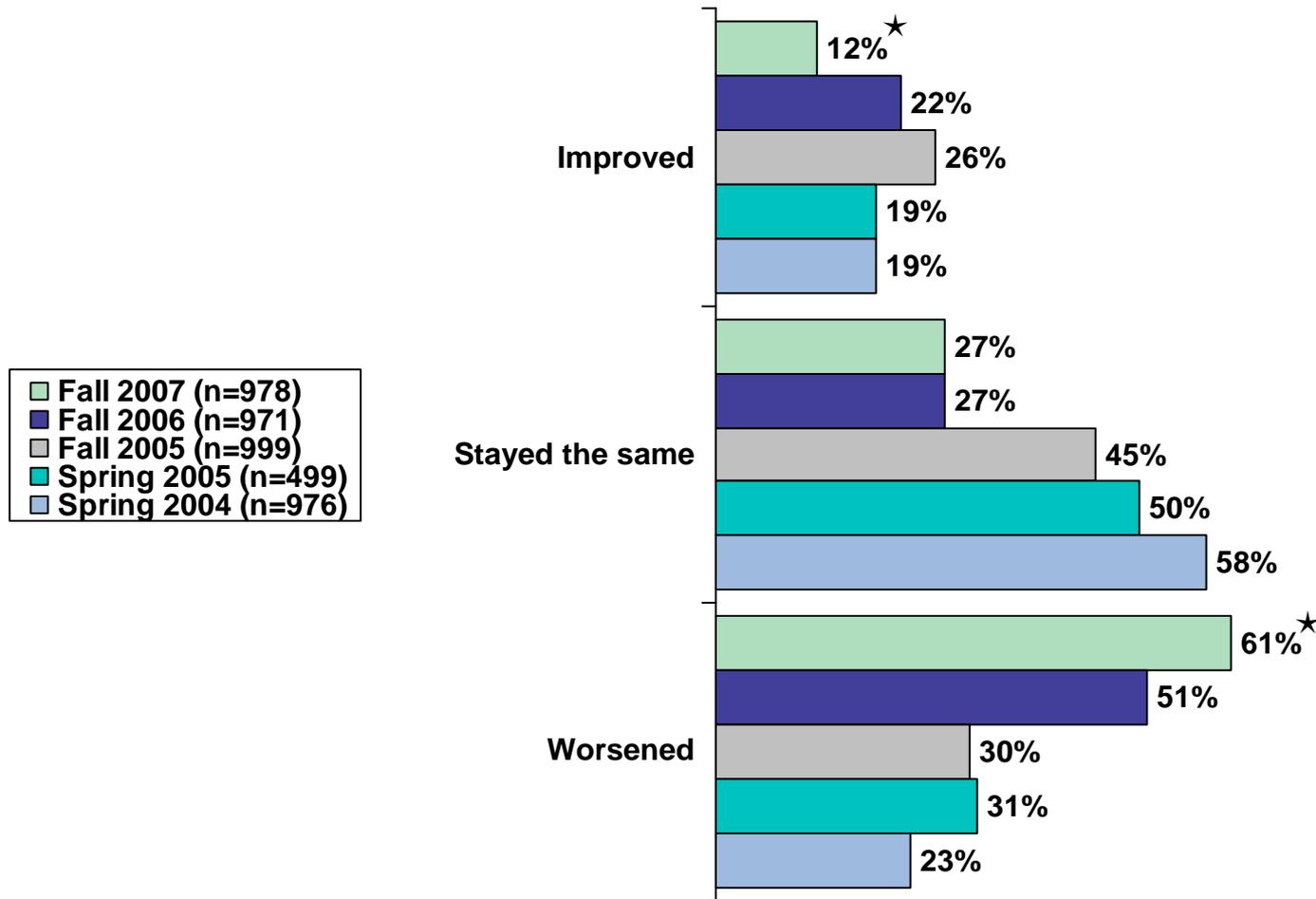
Canada: 23%

Alberta: 32%



Tracking Quality of Life: Changes in Past Three Years

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



- Fall 2007 (n=978)
- Fall 2006 (n=971)
- Fall 2005 (n=999)
- Spring 2005 (n=499)
- Spring 2004 (n=976)

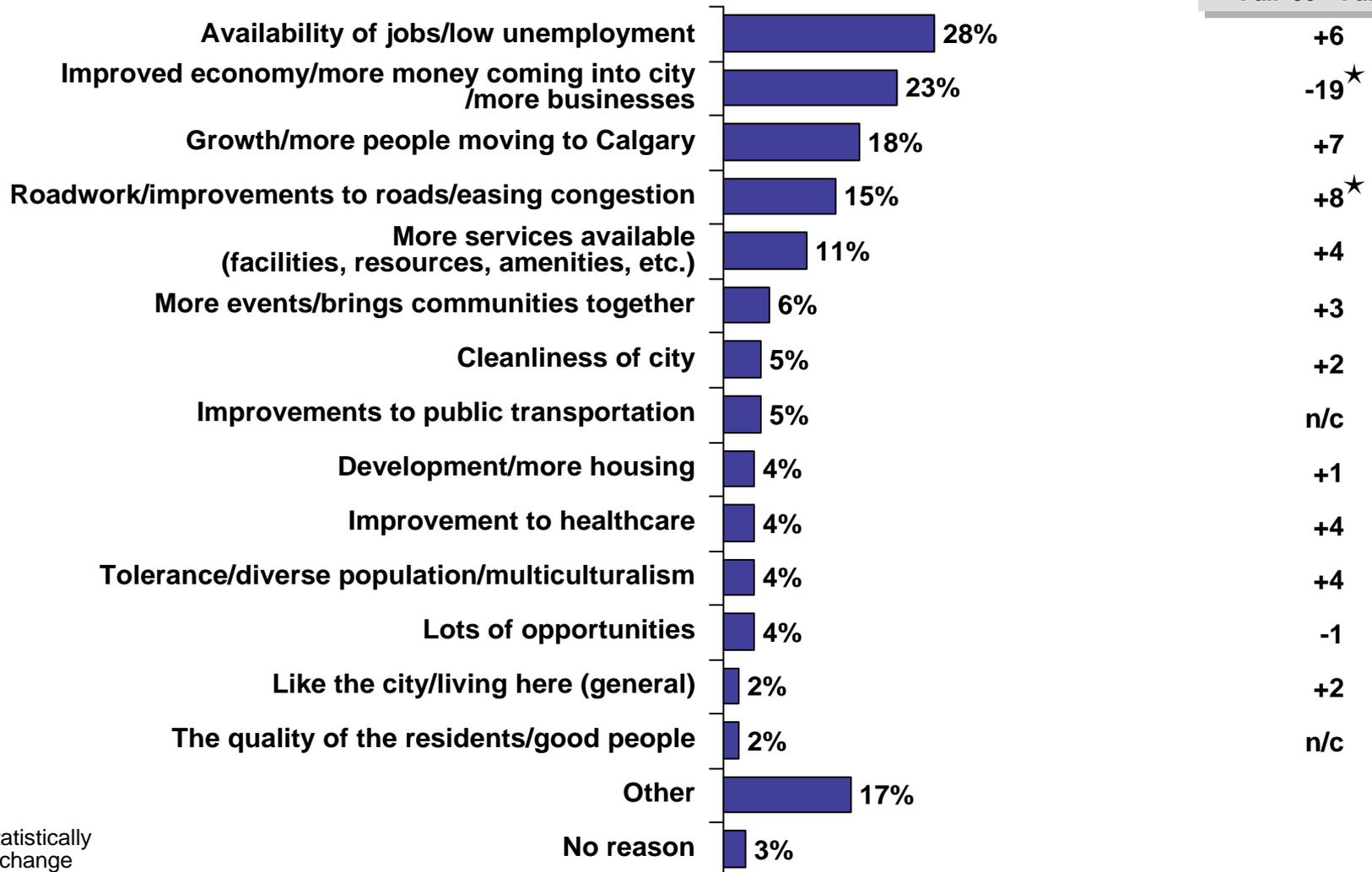
* Denotes statistically significant change



Reasons for Improved Quality of Life

Why do you think the quality of life in Calgary has improved?

% Change
Fall '06 – Fall '07

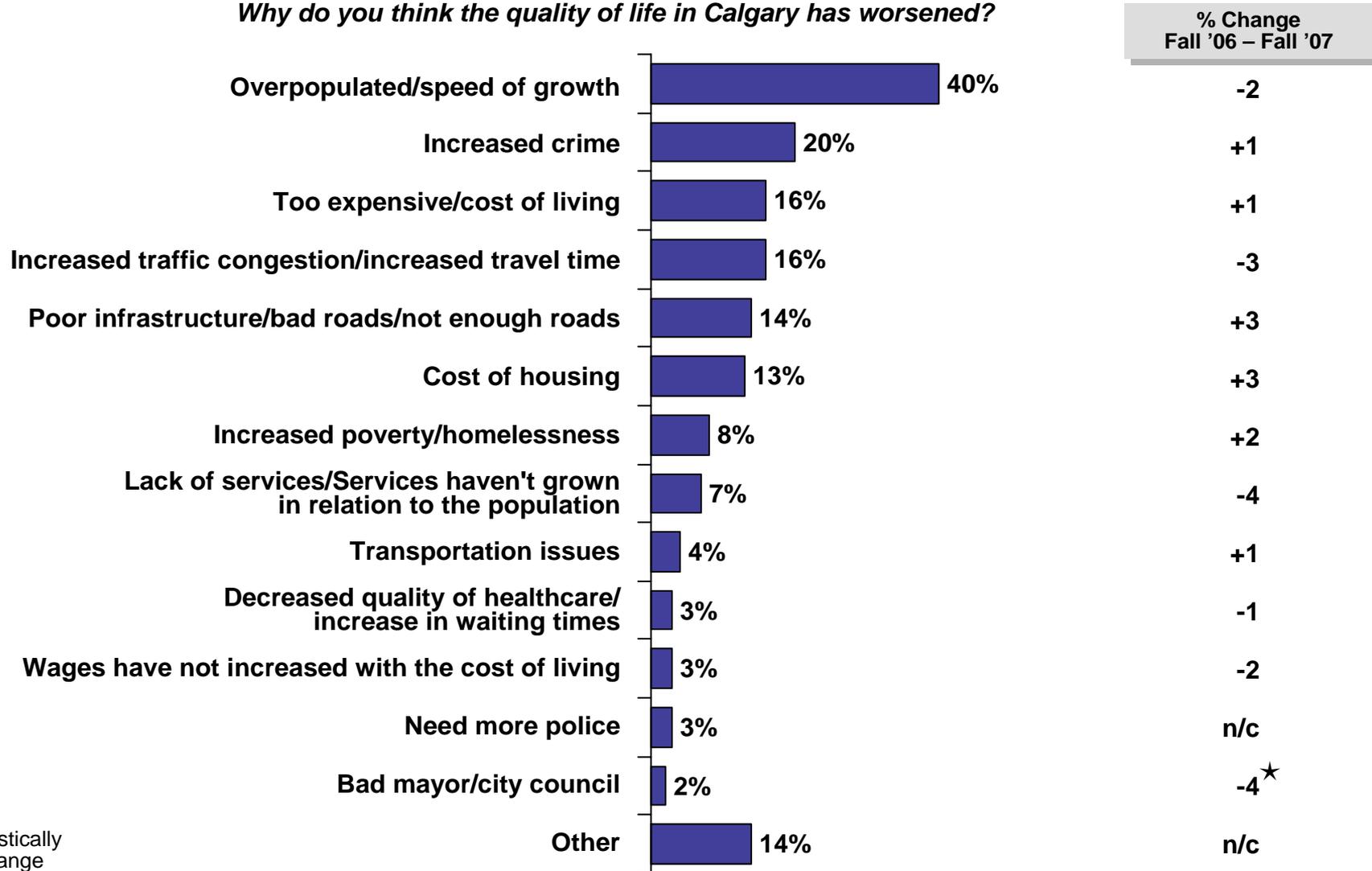


* Denotes statistically significant change

Base: Those who feel quality of life has improved
Valid Respondents (n=98)

Reasons for Deteriorated Quality of Life

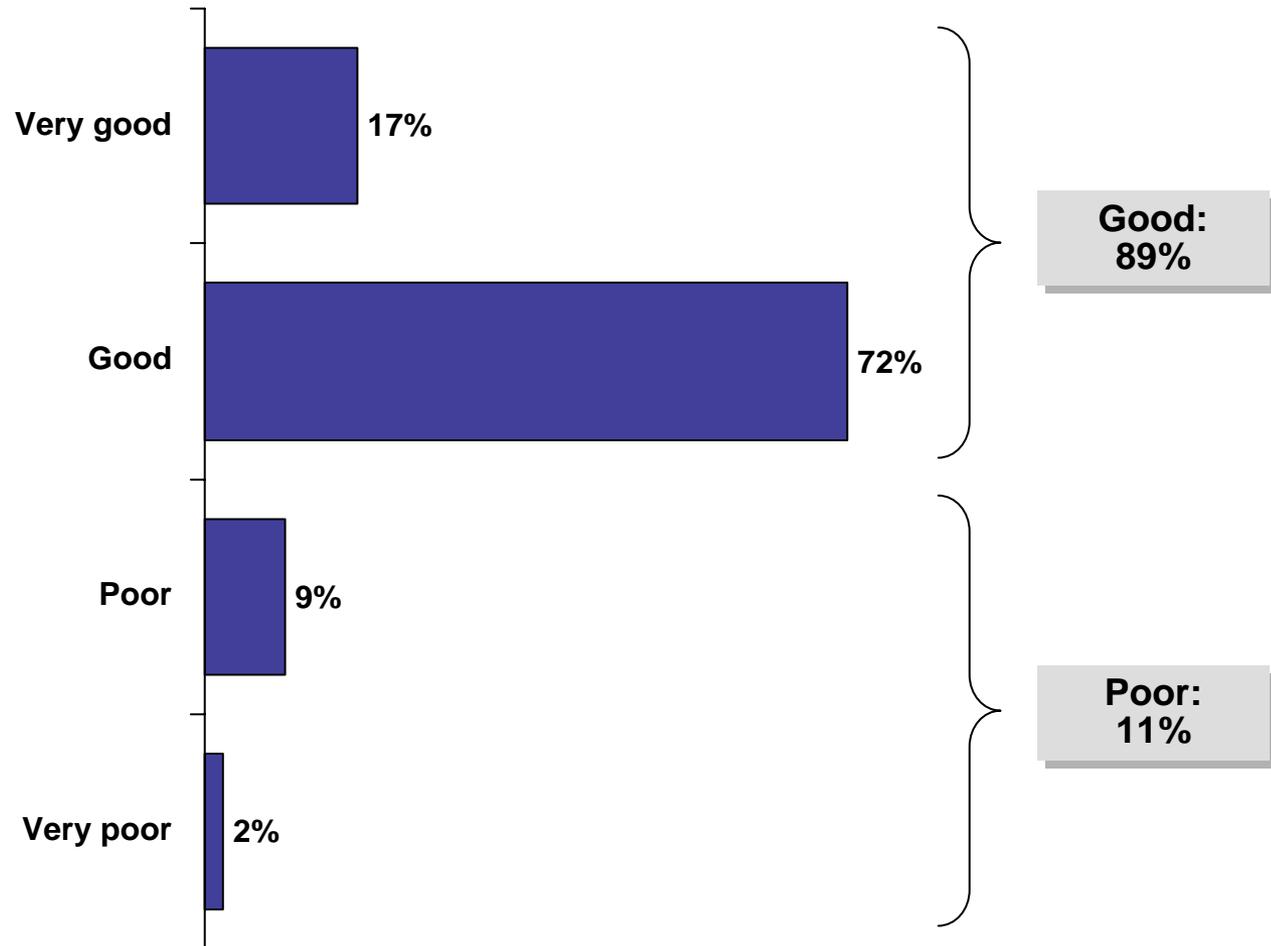
Why do you think the quality of life in Calgary has worsened?



^{*} Denotes statistically significant change

Overall Quality of Services in Calgary

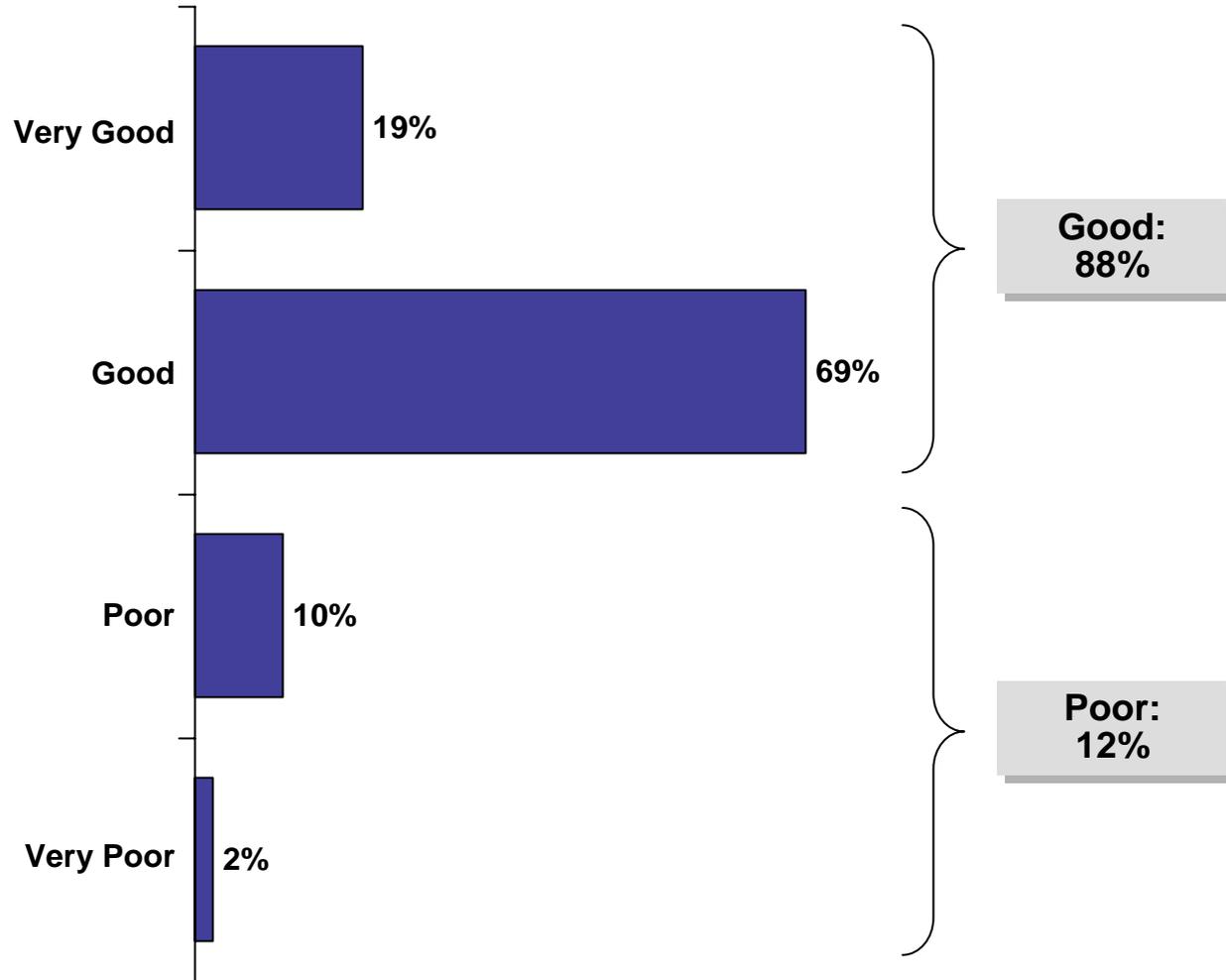
Overall, thinking of all the services that The City of Calgary provides, would you say that the quality of services provided is ...?





Overall Performance of The City of Calgary

Now, overall, how would you rate the performance of The City of Calgary?

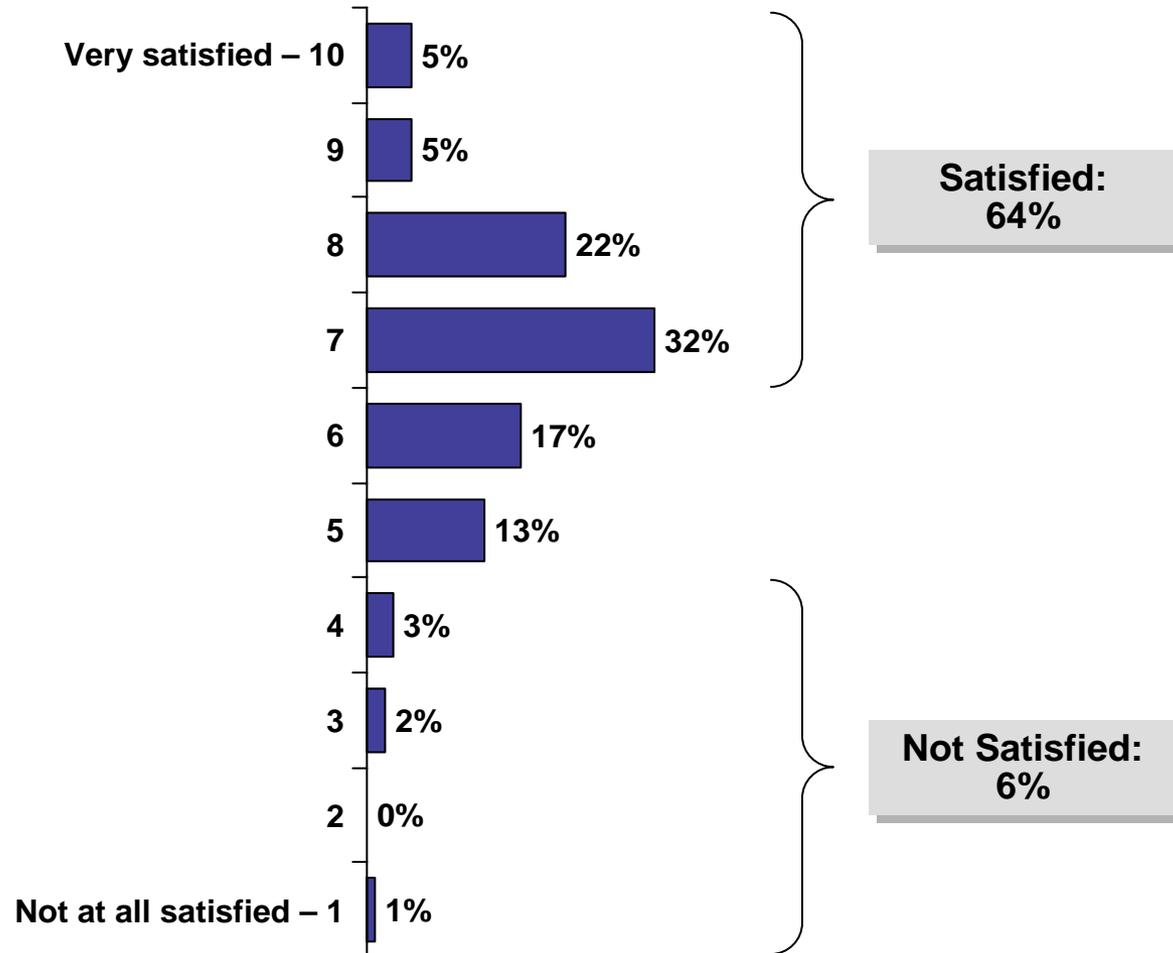




Overall Satisfaction with Programs and Services

Using 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?

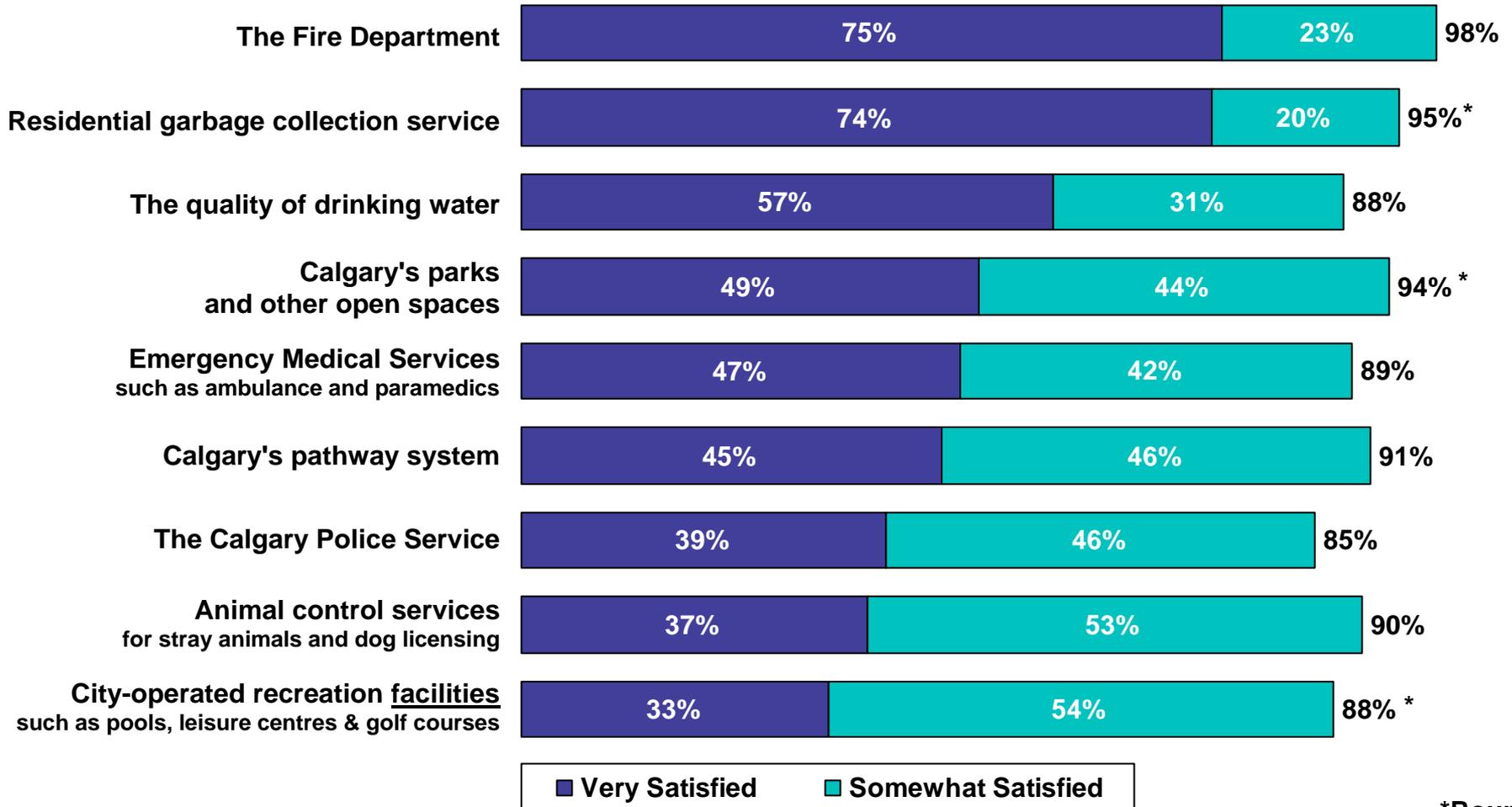
**Mean:
6.8**





Satisfaction with Programs and Services

And how satisfied are you with the job The City is doing in providing this program or service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied or not at all satisfied.



*Rounding

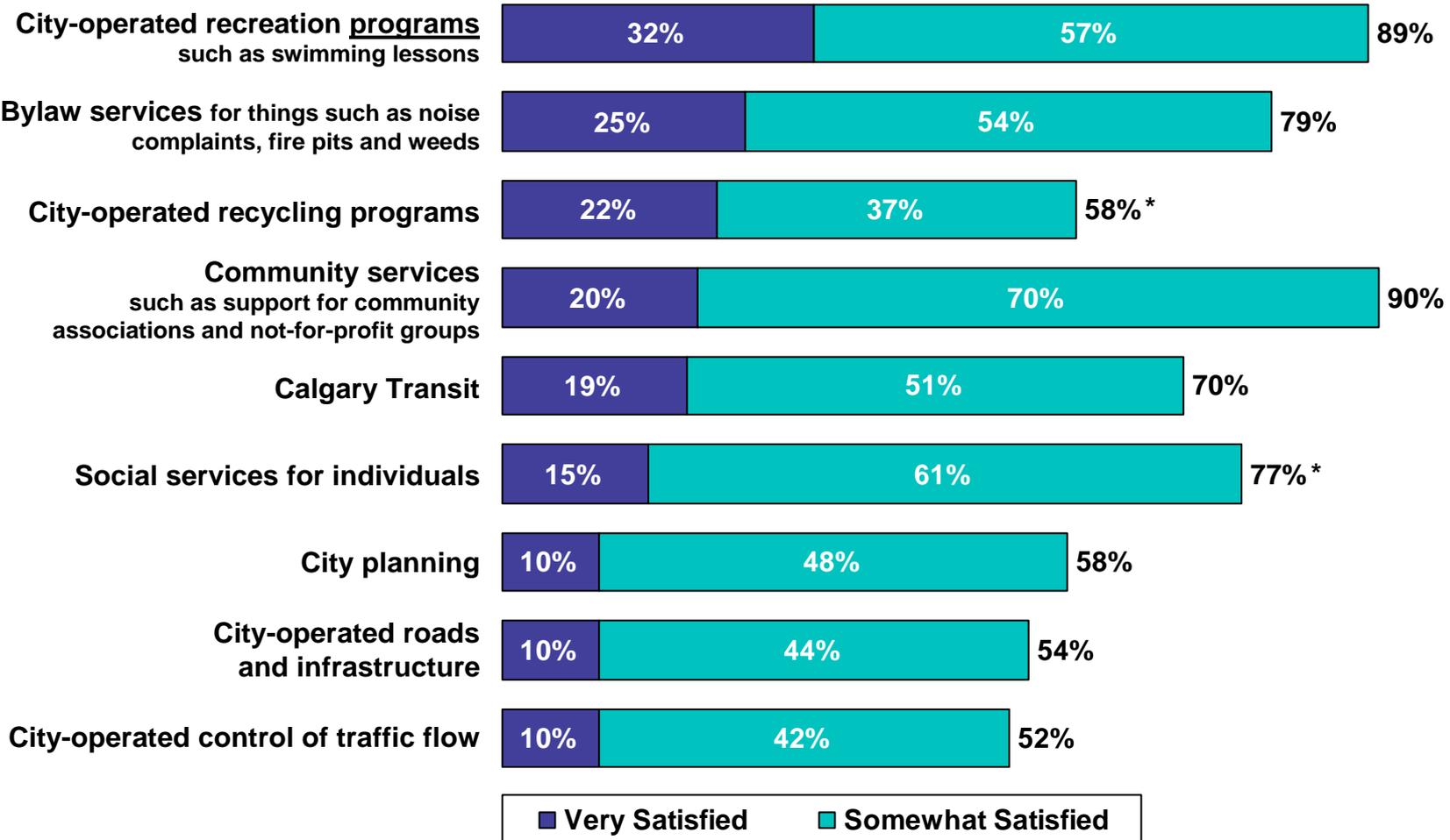
Base: Valid Respondents



Satisfaction with Programs and Services

Continued

And how satisfied are you with the job The City is doing in providing this program or service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied or not at all satisfied.



*Rounding

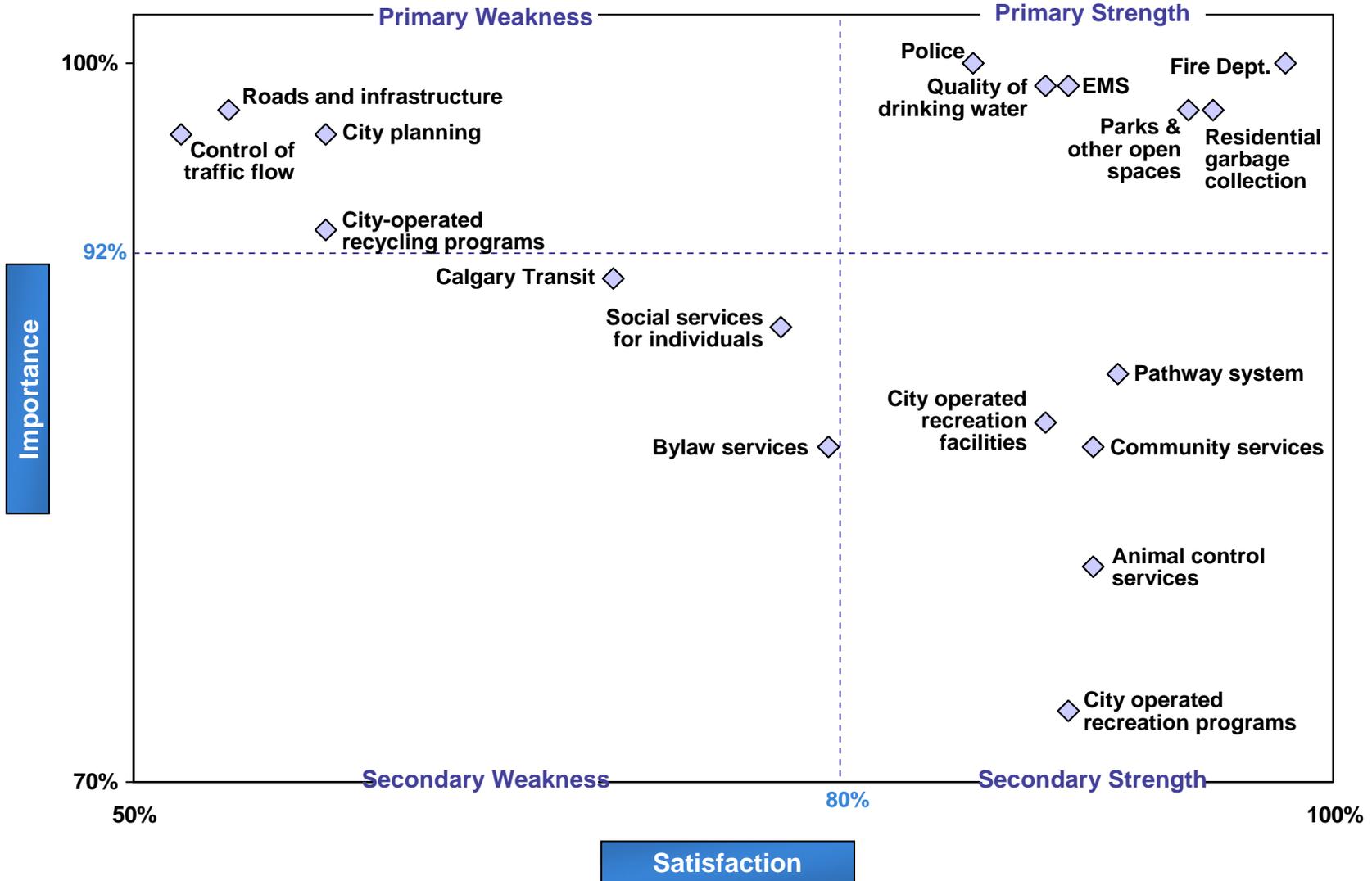
Base: Valid Respondents

Research Note on Action Grid

- ❖ An action grid is a two-dimensional graph that allows us to map out a range of issues, taking into account both importance and performance.
- ❖ Service areas may be located in one of four quadrants: Primary Strengths, Secondary Strengths, Primary Weakness and Secondary Weakness.
- ❖ In previous years, the line of delineation between more important vs. less important services (and similarly, between those which Calgarians are more satisfied with vs. less satisfied) was set at a consistent level (70% for importance ratings and 60% for satisfaction ratings).
- ❖ Beginning in Spring 2005, however, the line of delineation is more accurate and is calculated by taking the average of the “Top2Box” scores for both importance and satisfaction.

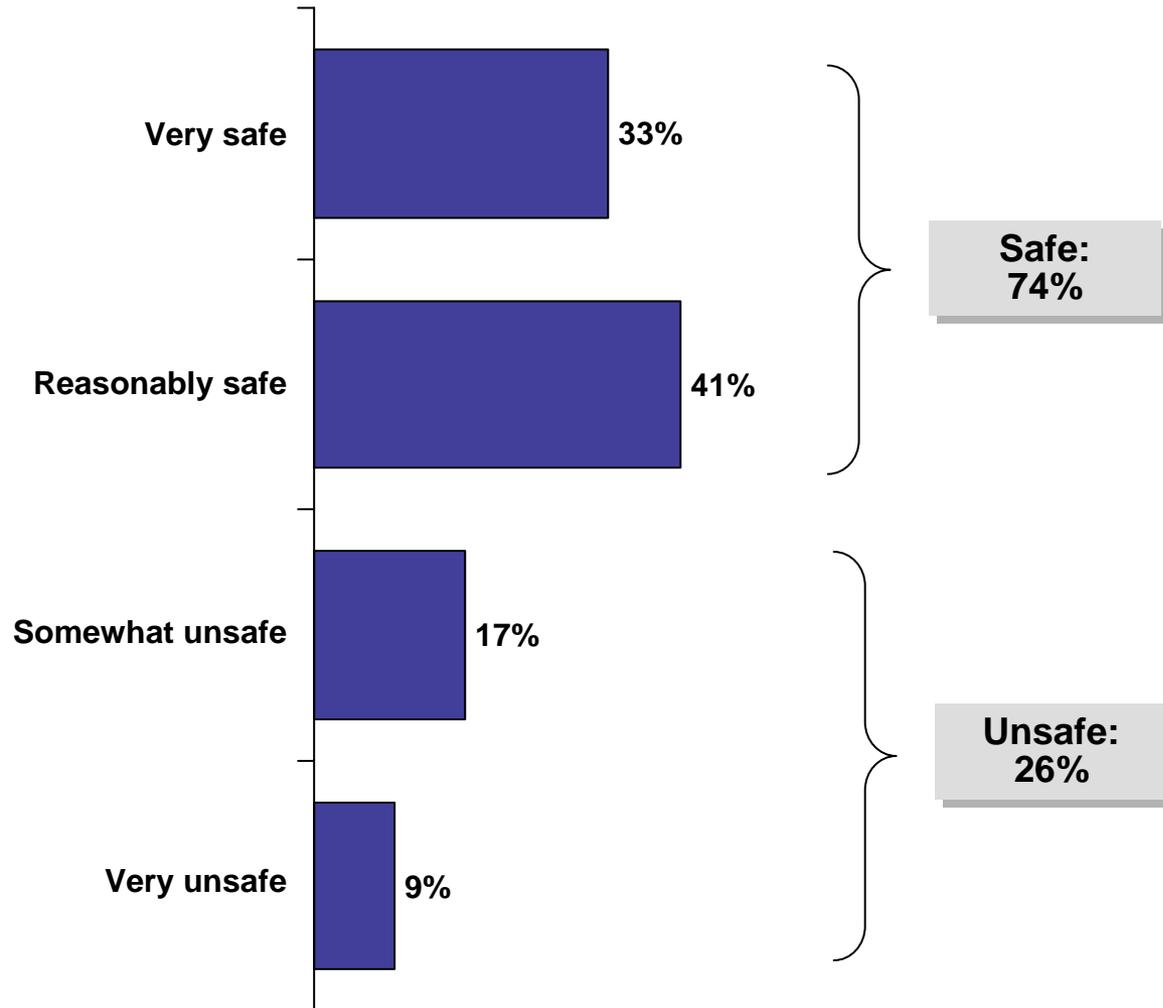


Importance vs. Satisfaction Action Grid



Safety in Own Neighbourhoods

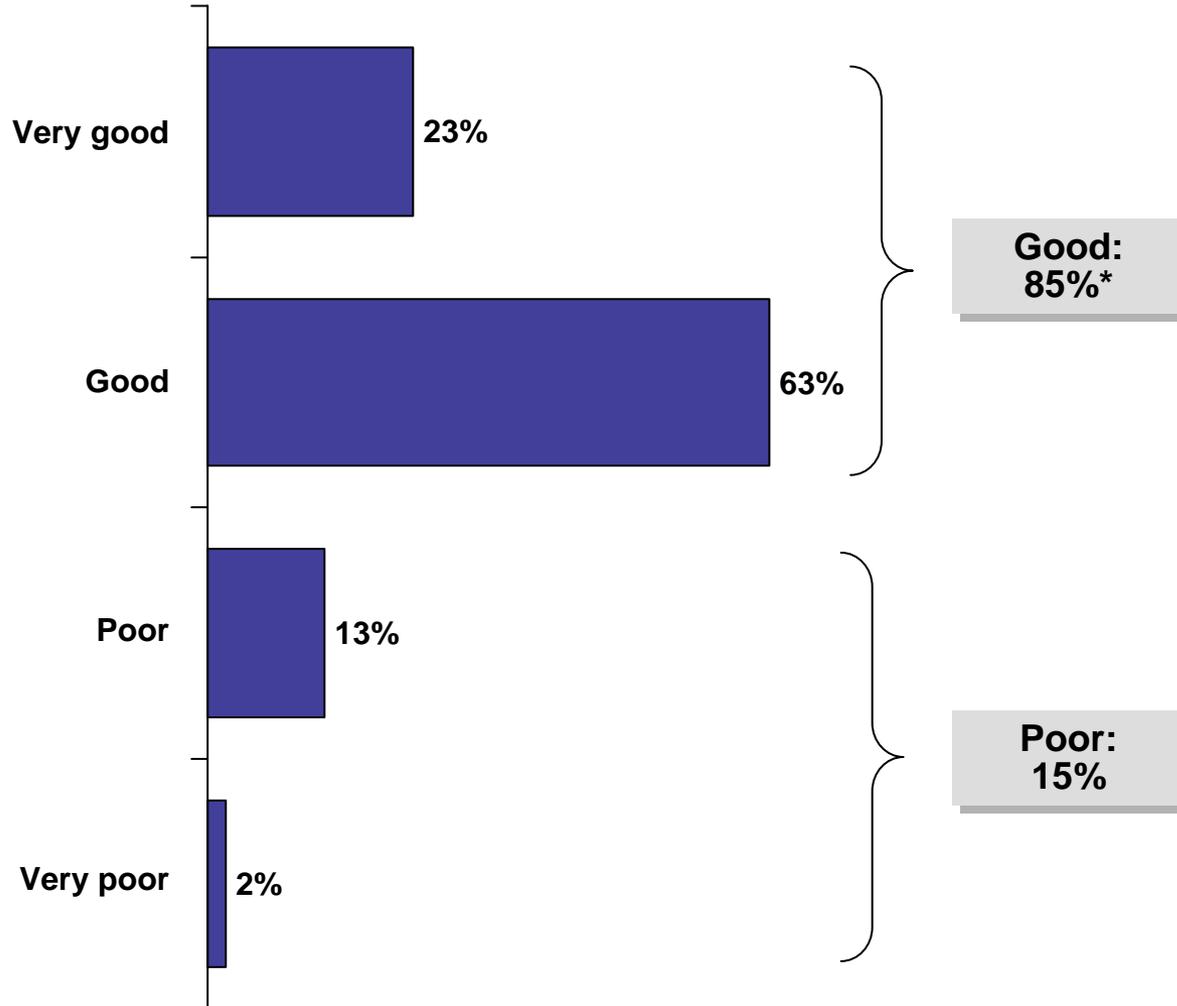
How safe do you feel or would you feel walking alone in your neighbourhood after dark?





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?

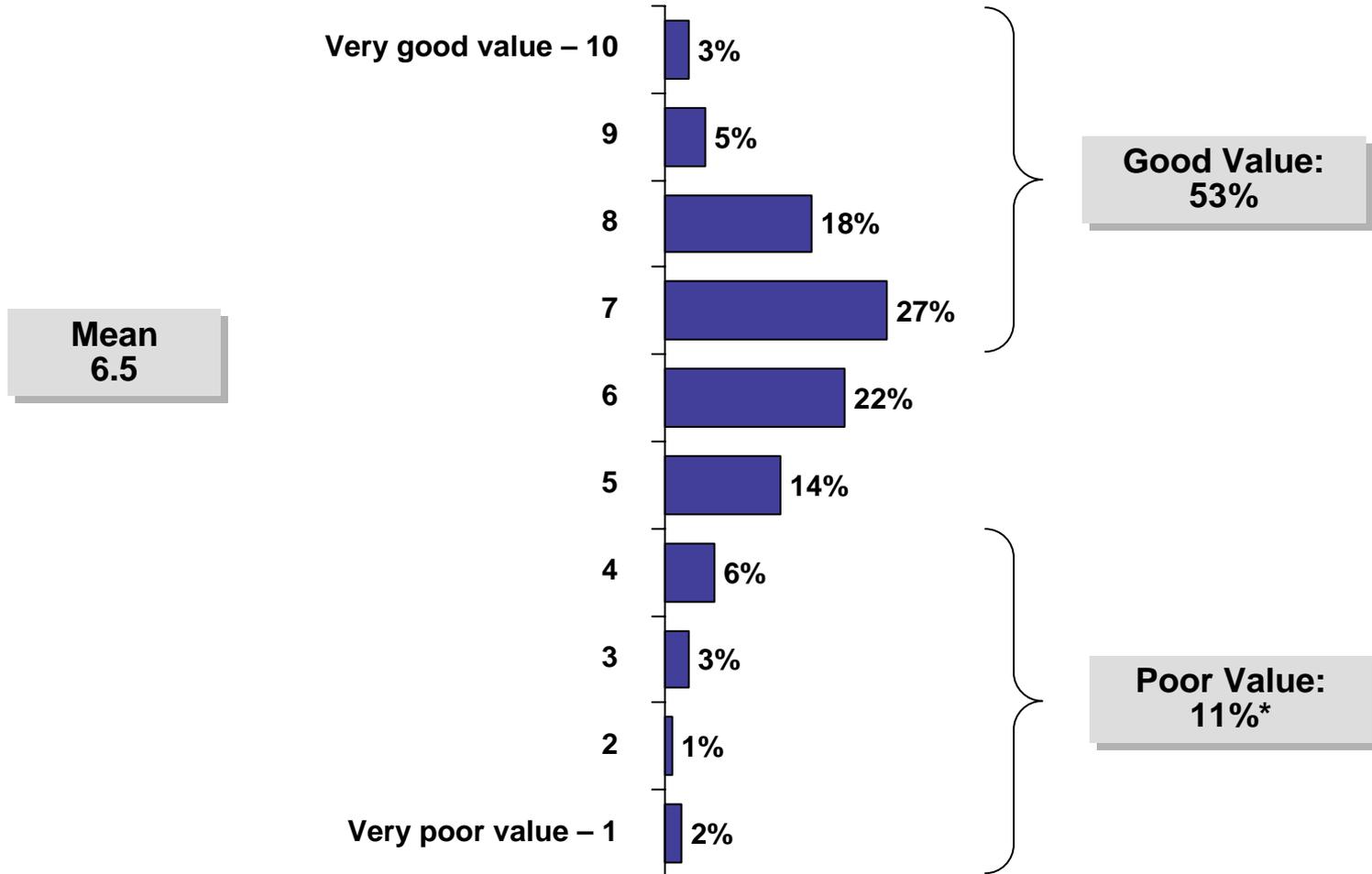


*Rounding



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 property tax dollars using a scale of '1' to '10' where '1' represents 'very poor value' and 10 represents 'very good value'.

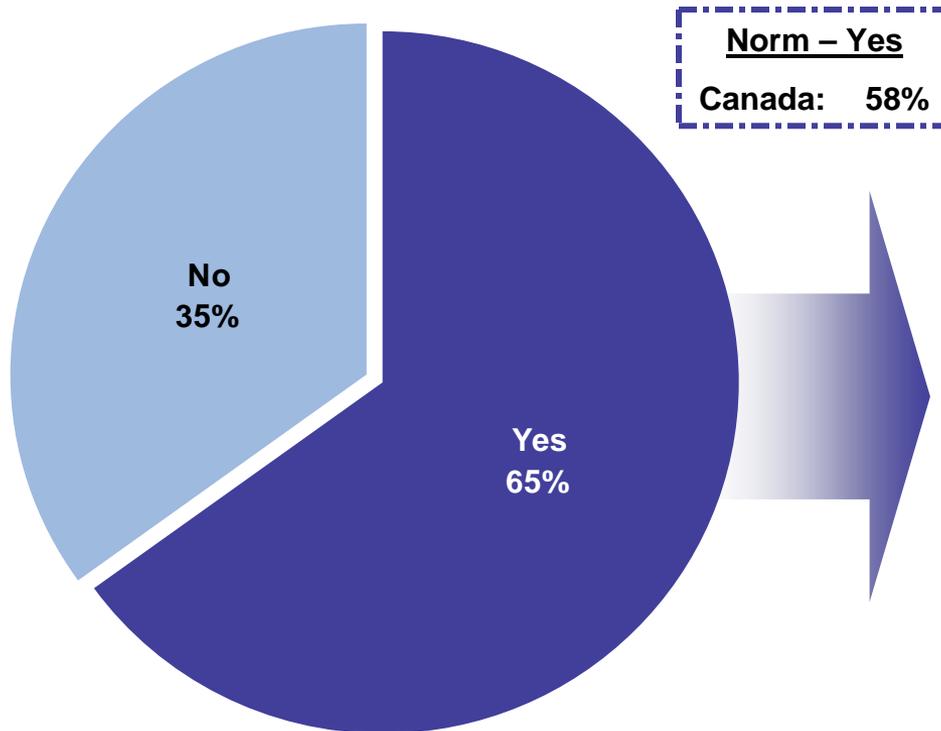


*Rounding



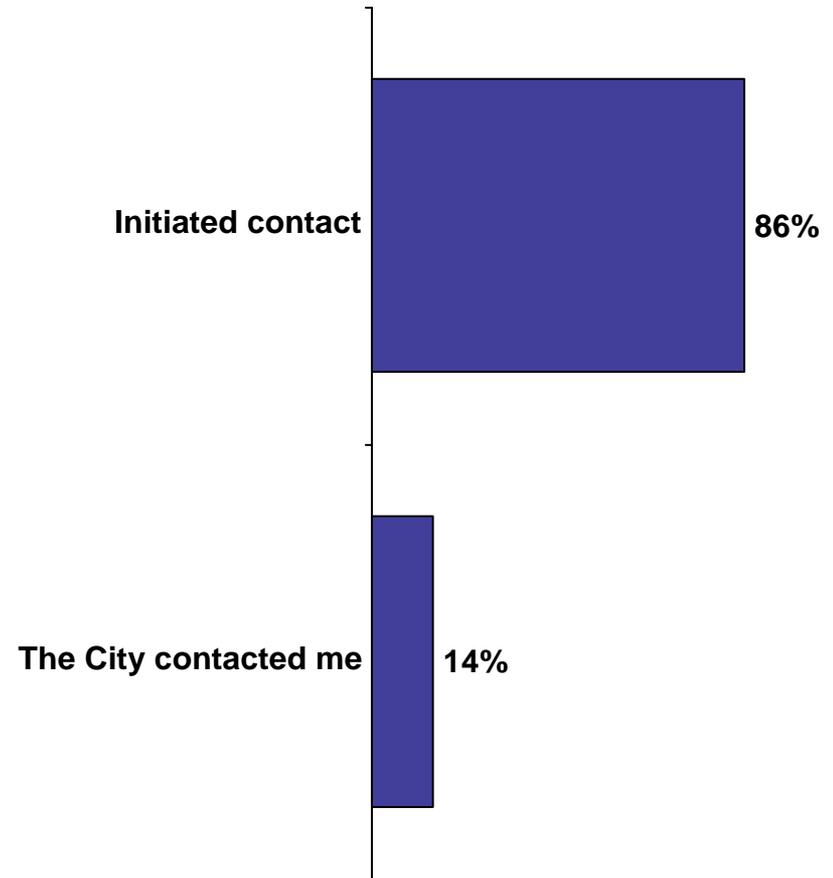
Contact with The City of Calgary

*Have you contacted or dealt with The City of Calgary or one of its employees in the last 12 months?**



Base: Valid Respondents (n=1000)

Thinking of the most recent time you had contact with The City, did you initiate this contact, or did The City contact you?

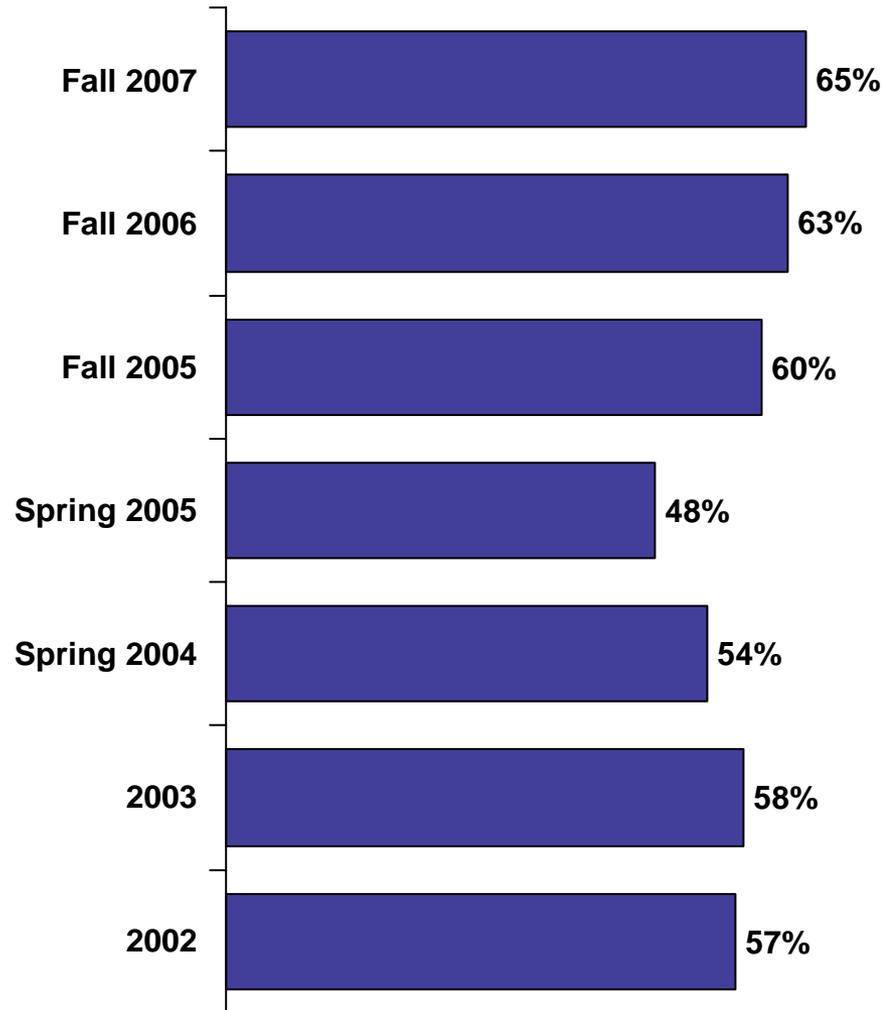


Base: Those who contacted or dealt with the City of Calgary in past year – Valid Respondents (n=640)



Tracking Contact with The City of Calgary

Have you contacted or dealt with The City of Calgary or one of its employees in the last 12 months?

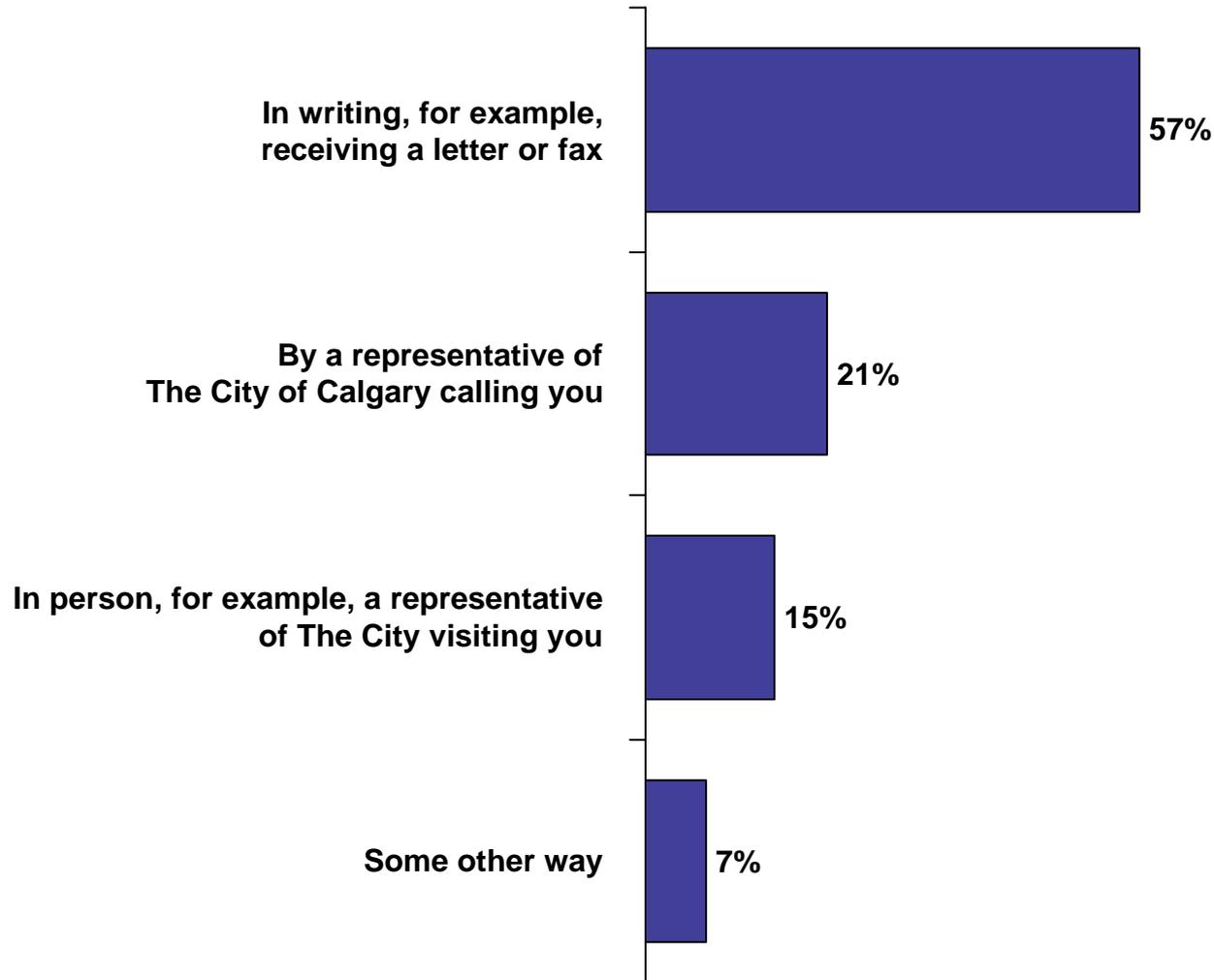


Base: Valid Respondents

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Type of City-Initiated Contact

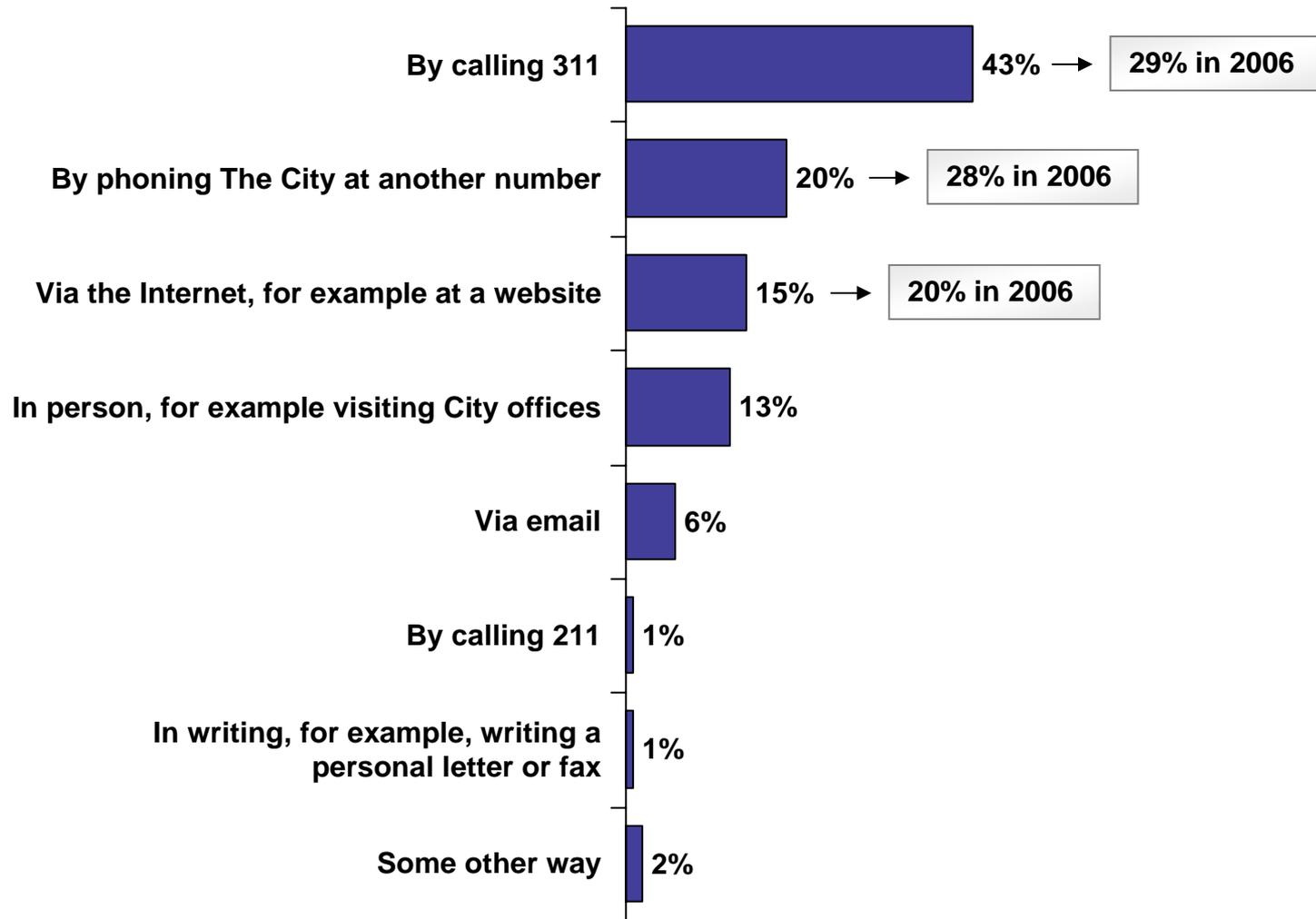
When The City of Calgary last contacted you, was it ...?



Base: Those contacted by The City
Valid Respondents (n=85)

Type of Citizen-Initiated Contact

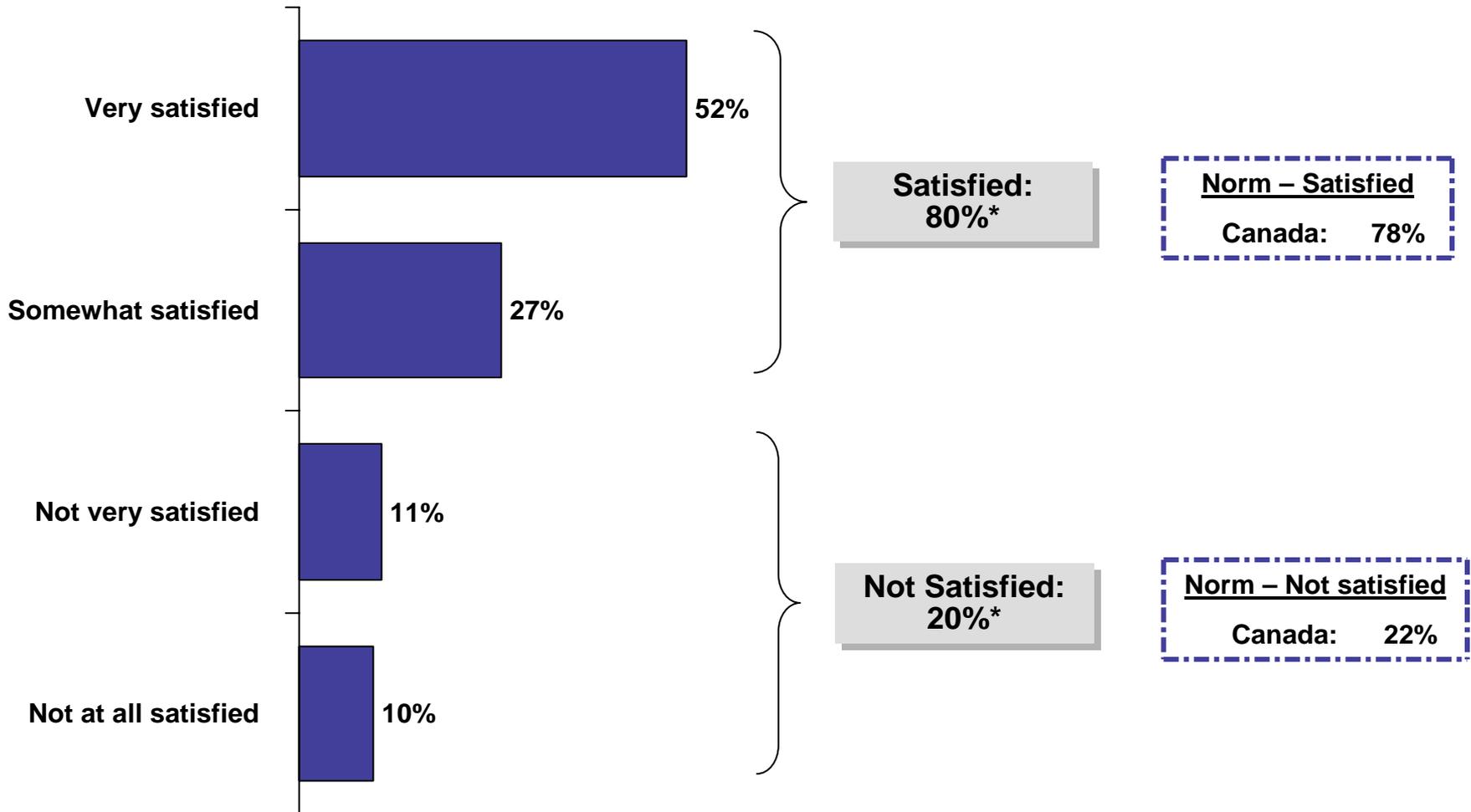
When you contacted The City, was it ...?





Satisfaction with City Contact

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



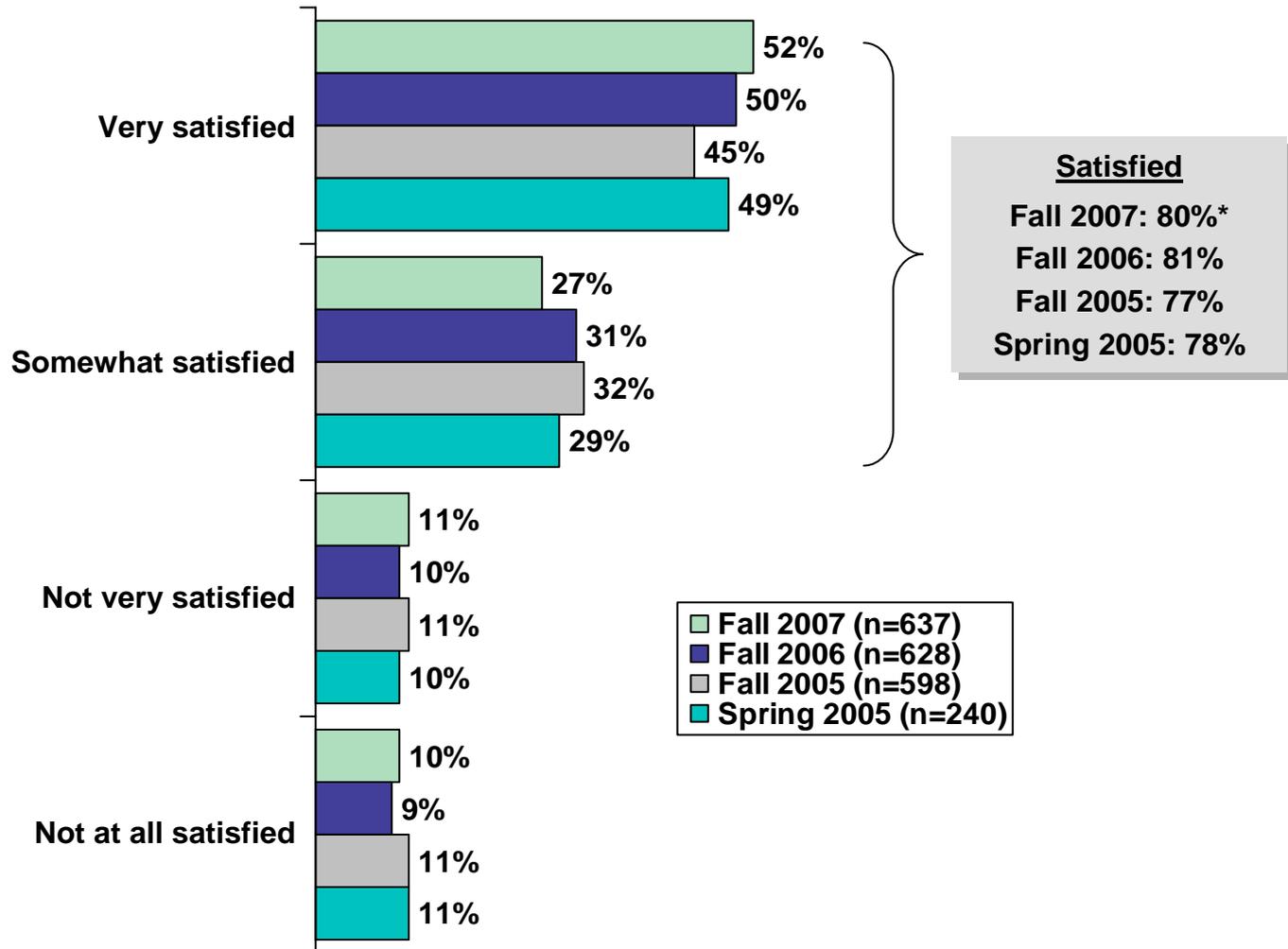
*Rounding

Base: Those who contacted or dealt with The City in past year – Valid Respondents (n=637)



Tracking Satisfaction with City Contact

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



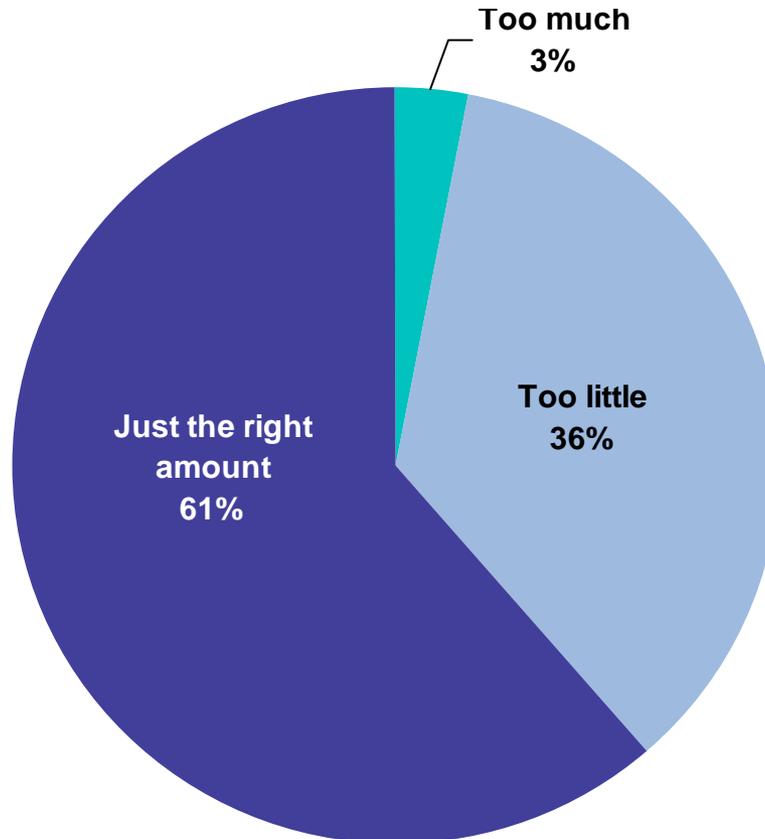
*Rounding

Base: Those who contacted or dealt with The City in past year – Valid Respondents



Extent of Information Received from The City

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

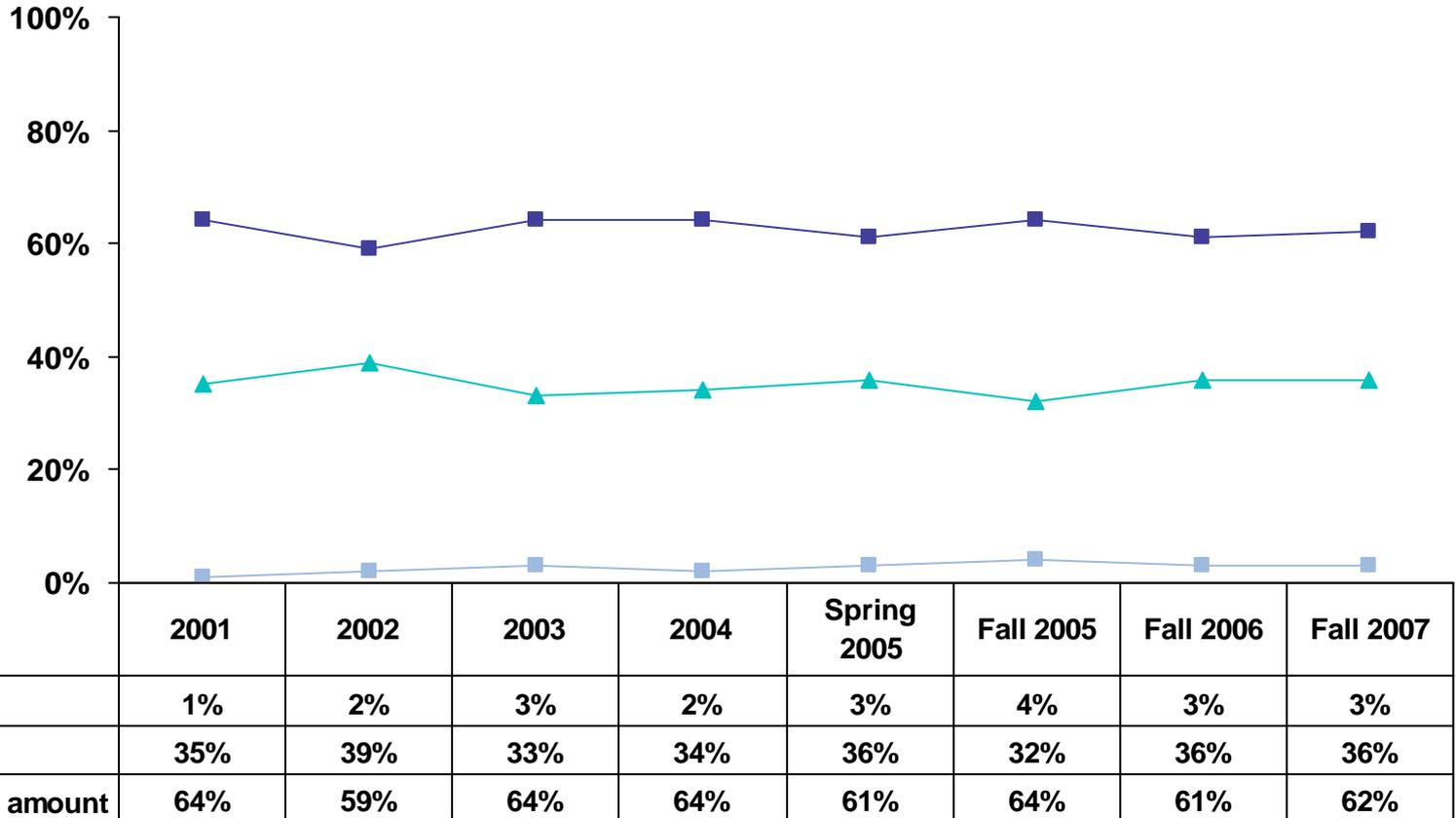


<u>Norms – Canada</u>	
Too much:	3%
Too little:	39%
Right amount:	58%



Tracking 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?





Attitudes Regarding City Operations

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.



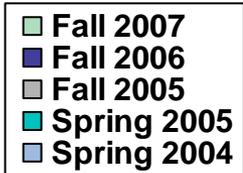


Tracking Attitudes Regarding City Operations

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.

% Disagree

% Agree



- ❖ **The City of Calgary continues to perform very well.**
 - ◆ The vast majority of Calgarians (88%) say The City's overall performance is good.
 - ◆ Further, 89% say the overall quality of services provided by The City is good.
 - ◆ And, 80% of Citizens who have had past 12 months contact with The City are satisfied with the contact – in fact, fully one-half (52%) are “very satisfied.”

- ❖ **The City's also continues to receive high marks for the provision of programs and services.**
 - ◆ Citizens continue to express satisfaction with key City Services.
 - Top 5 Areas with which Citizens are satisfied:
 - 98% The Fire Department
 - 95% Residential garbage collection
 - 94% Calgary's parks and other open spaces
 - 91% Calgary's pathway system
 - 90% Animal control services for stray animals and dog licensing
 - 90% Community services, such as support for community associations and not for profit groups
 - Two areas that see a notable decrease in satisfaction are:
 - City-operated recycling programs
 - City planning
 - ◆ Fewer Calgarians, however, are satisfied with the overall level and quality of services and programs (64%), and this has decreased from 2006 (68% satisfied).

- ❖ **Although satisfied with The City, Calgarians' perceptions regarding the overall quality of life have gone down.**
 - ◆ Perceptions regarding overall quality of life see a marked decrease for the third consecutive year.
 - In 2007, 67% of Calgarians consider the overall quality of life in The City of Calgary to be good – this is a significant decrease from 2006 (77% good) and 2005 levels (85% good).
 - ◆ Further, a solid majority of Citizens (61%) now say the quality of life in The City has worsened over the past three years.
 - This represents a significant increase from 2006 (51% worsened) and a dramatic shift from Citizens' outlook in 2005 (30% worsened).
 - ◆ Speed of growth, transportation issues (traffic congestion, poor infrastructure), cost of living and cost of housing, and increased crime are contributing factors to Calgarians' perceptions of a deteriorated quality of life.
 - ◆ Still, it is important to note, that only a small minority of Citizens (9%) consider the overall quality of life in The City to be poor.



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THE CITY OF
CALGARY

