



2011 Citizen Satisfaction Survey Report





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- ◆ Telephone survey conducted with a randomly selected sample of 1,000 Calgarians aged 18 years and older between August 25th and September 1st, 2011.
- ◆ The margin of error for the total sample of 1,000 is ± 3.1 percentage points, 19 times out of 20.

- ❖ The margin of error by quadrant is as follows:

- Northeast: n=200 (MOE $\pm 7.0\%$)
- Northwest: n=280 (MOE $\pm 5.9\%$)
- Southeast: n=210 (MOE $\pm 6.8\%$)
- Southwest: n=310 (MOE $\pm 5.7\%$)



- ◆ Final data were weighted to ensure the overall sample's quadrant and age/gender composition reflects that of the actual Calgary population aged 18 or older according to Municipal Census data.
- ◆ Research Note on Tracking
 - ❖ Where possible, results for areas of citizen satisfaction are compared to Fall 2010, Fall 2009, Fall 2008, Fall 2007, Fall 2006, Fall and Spring 2005, and Spring 2004.



2011 Highlights



- ① Perceptions of the quality of life in Calgary show significant positive momentum.
- ② The City of Calgary has realized significant increases in performance ratings.
- ③ The perceived value of property taxes is up significantly in 2011, and citizens' perceptions of taxation continue to shift.
- ④ Though *"infrastructure, traffic and roads"* remains in the top position on the 2011 issue agenda, significant gains are seen from one year ago.
- ⑤ *"Transit"* is gaining prominence as a key issue facing Calgary.

Perceptions of the quality of life in Calgary show significant positive momentum.

- ◆ 2011 sees a significant 5 percentage point increase in the proportion of Calgarians who say the quality of life in Calgary is ‘good’ (from 78% in 2010 to 83% in 2011).
- ◆ Further, in 2011, one-quarter (26%) of Calgarians feel the quality of life has ‘improved’ (up 8 percentage points from 18% in 2010), while just under half (48%) feel it has ‘stayed the same’ (up 7 percentage points from 41% in 2010).
- ◆ In addition to these gains, 2011 marks the third consecutive year of a significant decline in the percentage of citizens who feel the quality of life has ‘worsened’ – from 58% in 2008 to 47% in 2009 to 41% in 2010 to 26% in 2011.
 - ❖ This represents a 15 percentage point decrease from just one year ago, and a remarkable 32 percentage point drop since 2008.

The City of Calgary has realized significant increases in performance ratings.

- ◆ More than nine-in-ten (92%) Calgarians give The City a ‘good’ rating for overall performance – a significant 3 percentage point increase from 2010 (89%) continuing the upwards trend from 2009 (84%).
- ◆ Satisfaction with The City’s environmental performance also sees a significant 3 percentage point gain (from 82% in 2010 to 85% in 2011). Similarly, the percentage of citizens ‘very satisfied’ with The City’s programs and services aimed at helping Calgarians reduce their environmental impact is up a significant 5 percentage points (from 19% in 2010 to 24% in 2011).
- ◆ Attitudes regarding City service delivery and transparency are decidedly positive and up significantly from 2010.
 - ❖ Most notably, agreement that ‘The City of Calgary practices open and accessible government’ sees a marked 15 percentage point jump (from 65% in 2010 to 80% in 2011).
 - ❖ Also up is agreement that ‘City staff are easy to get a hold of when I need them’ (79%), ‘The quality of service from The City is consistently high’ (79%), and ‘The City responds quickly to requests and concerns’ (73%) – all three metrics see a significant 5 percentage point increase from one year ago.
- ◆ Perceptions of City communications are also improved.
 - ❖ In 2011, two-thirds (65%) of Calgarians feel they receive ‘just the right amount’ of information from The City – up 8 percentage points from 2010 (57%), while one-third (33%) feel they receive ‘too little’ (down 6 percentage points from 39% in 2010).
 - ❖ Further, overall satisfaction with the quality of City information and communications now stands at 83%, a significant 8 percentage point increase from 2010 (75%).

The perceived value of property taxes is up significantly in 2011, and citizens' perceptions of taxation continue to shift.

- ◆ Just under six-in-ten (58%) citizens give The City a 'good value' rating for the value of their property taxes – up 7 percentage points from 2010 (51%).
- ◆ Further, the percentage of 'poor value' ratings has decreased 4 percentage points (from 13% in 2010 to 9% in 2011).
- ◆ Citizens' attitudes towards tax increases continue to shift.
 - ❖ Overall, 61% say The City should increase taxes (to expand or maintain services) – a significant 6 percentage point increase from 2010 (55%). This follows a significant 7 percentage point increase from 2009 (48%) to 2010.

Though *“infrastructure, traffic and roads”* remains in the top position on the 2011 issue agenda, significant gains are seen from one year ago.

- ◆ In 2011, 42% of Calgarians cite *“infrastructure/traffic/roads”* as an important issue, while 26% say it is the most important issue.
 - ❖ Though still leading the issue agenda, mentions are down significantly from 2010 – overall, 5 percentage points lower, and down 8 percentage points as the most important issue.

***“Transit”* is gaining prominence as a key issue facing Calgary.**

- ◆ In 2011, 30% of Calgarians cite *“Transit”* as an important issue (up 6 percentage points from 2010), while 19% say it is the most important issue (up 4 percentage points from 2010).
- ◆ The percentage of Calgarians (89%) who give Calgary Transit an ‘important’ rating with regards to programs and services, also sees a significant 3 percentage point increase from 2010.
- ◆ On a positive front, among citizens who feel the quality of life has improved in Calgary, the most frequent reason given for the improvement is *“improvements to public transportation”* (23%, up 7 percentage points from 2010).



Detailed Findings



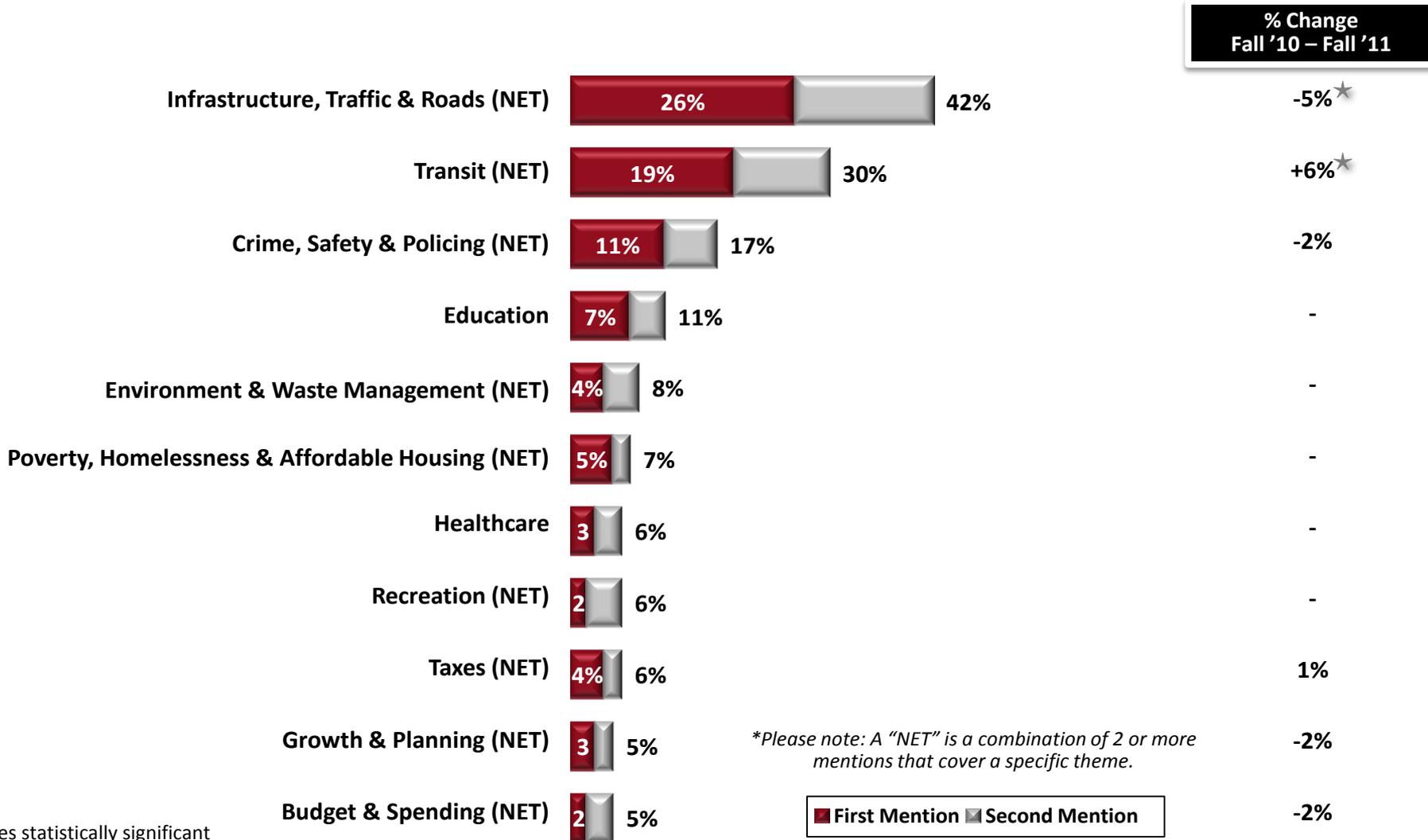


Detailed Findings Issue Agenda



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? Are there any other important local issues? (Multiple Mentions Accepted)

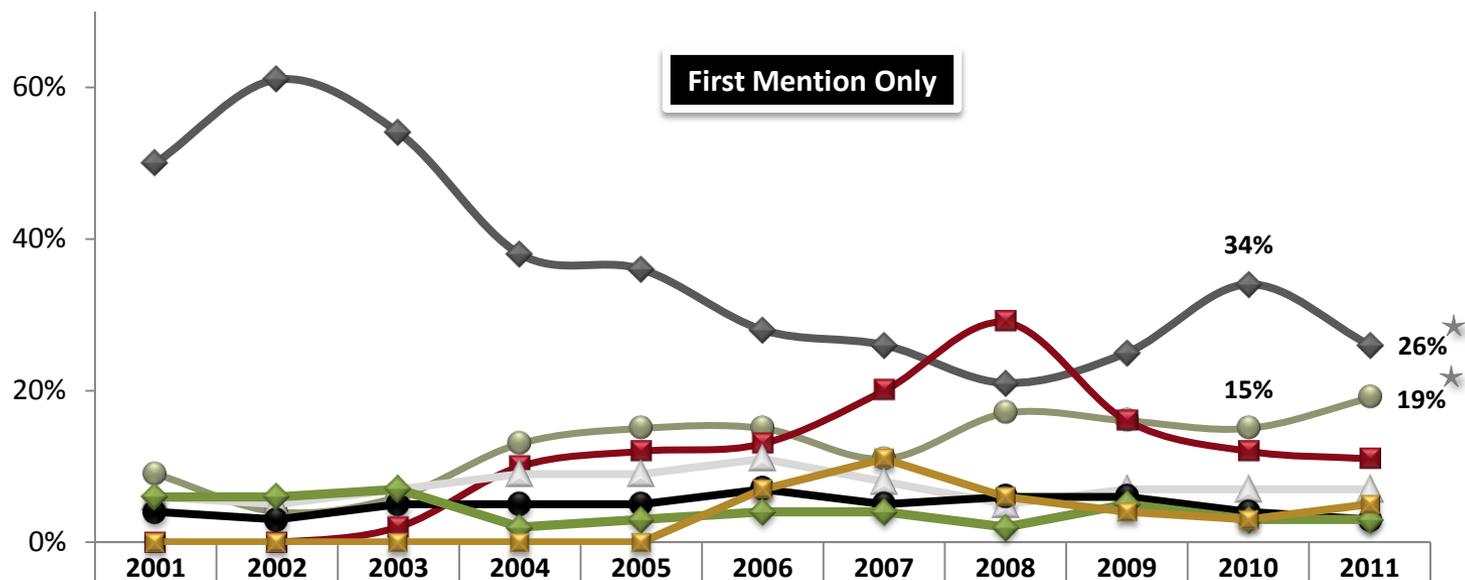


**% Change
Fall '10 – Fall '11**

*Denotes statistically significant change 2010 to 2011

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?)



	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
◆ Infrastructure, Traffic & Roads	50%	61%	54%	38%	36%	28%	26%	21%	25%	34%	26%★
● Transit	9%	4%	6%	13%	15%	15%	11%	17%	16%	15%	19%★
■ Crime, Safety & Policing	0%	0%	2%	10%	12%	13%	20%	29%	16%	12%	11%
▲ Education	6%	5%	7%	9%	9%	11%	8%	5%	7%	7%	7%
● Healthcare	4%	3%	5%	5%	5%	7%	5%	6%	6%	4%	3%
◆ Growth & Planning	6%	6%	7%	2%	3%	4%	4%	2%	5%	3%	3%
■ Poverty, Homelessness & Affordable Housing	0%	0%	0%	0%	0%	7%	11%	6%	4%	3%	5%

★ Denotes statistically significant change 2010 to 2011



Detailed Findings

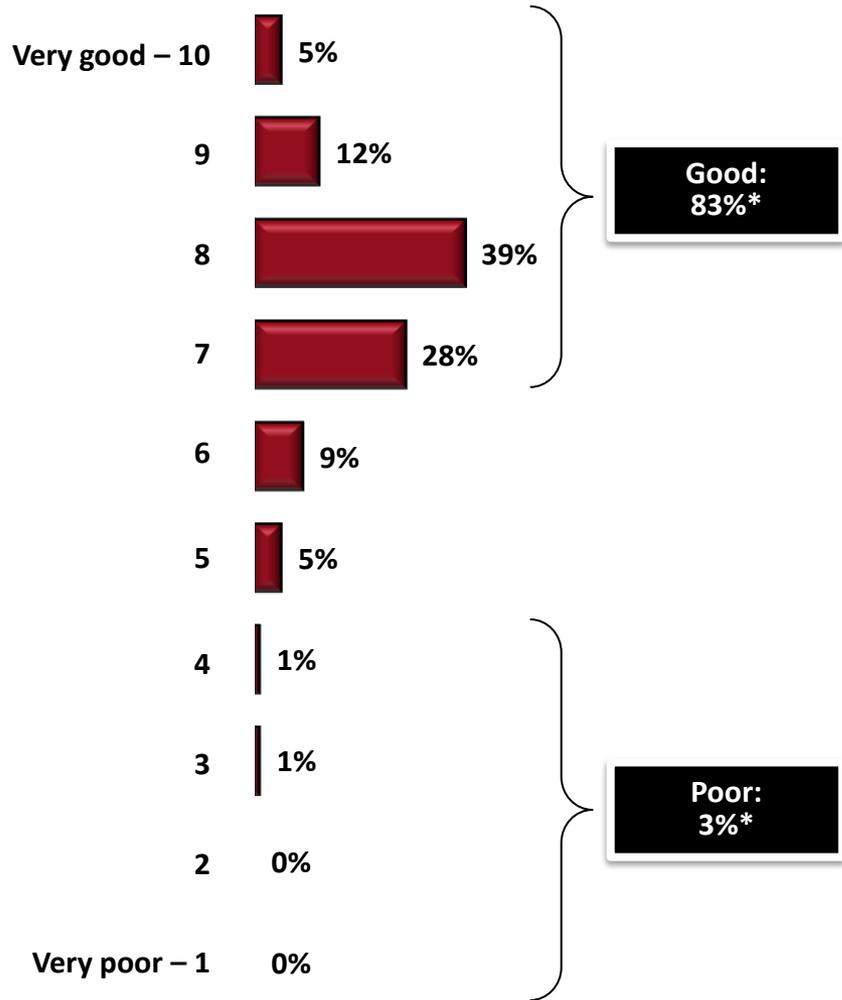
Quality of Life





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?



**Mean:
7.5**

<u>Good</u>	
Fall 2011:	83%*
Fall 2010:	78%
Fall 2009:	76%
Fall 2008:	69%
Fall 2007:	67%
Fall 2006:	77%
Fall 2005:	85%
Spring 2005:	87%

<u>Mean</u>	
Fall 2010:	7.3
Fall 2009:	7.1
Fall 2008:	6.9
Fall 2007:	6.8
Fall 2006:	7.2
Fall 2005:	7.6
Spring 2005:	7.6

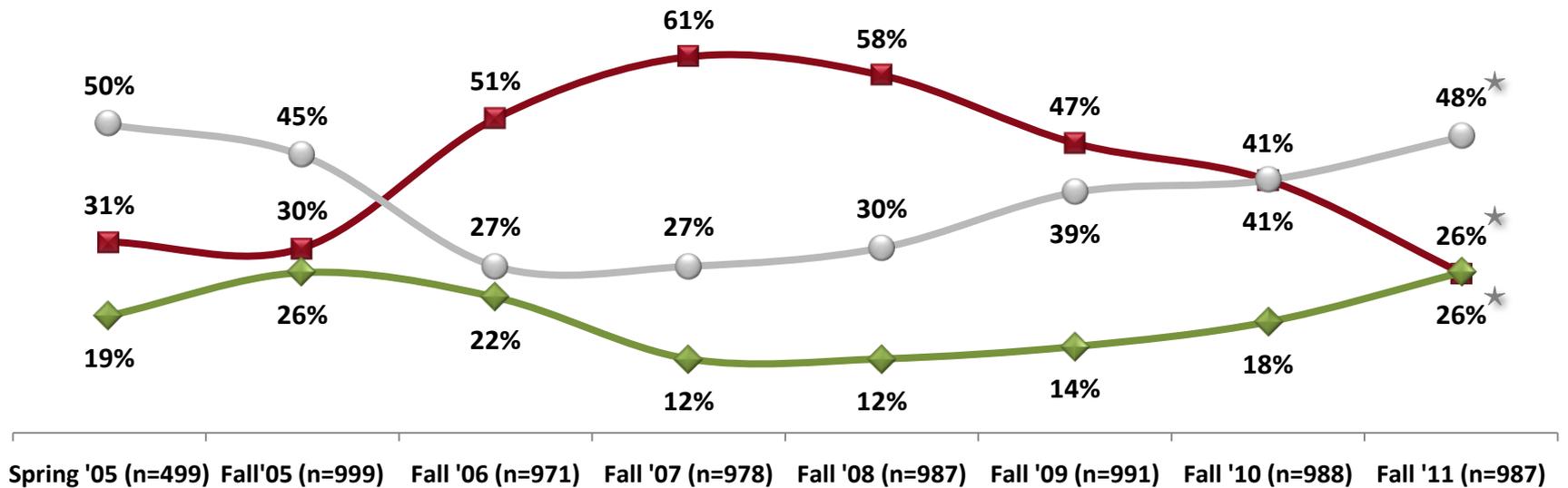
★ Denotes statistically significant change 2010 to 2011

*Rounding

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 ...?

■ Worsened
● Stayed the same
◆ Improved



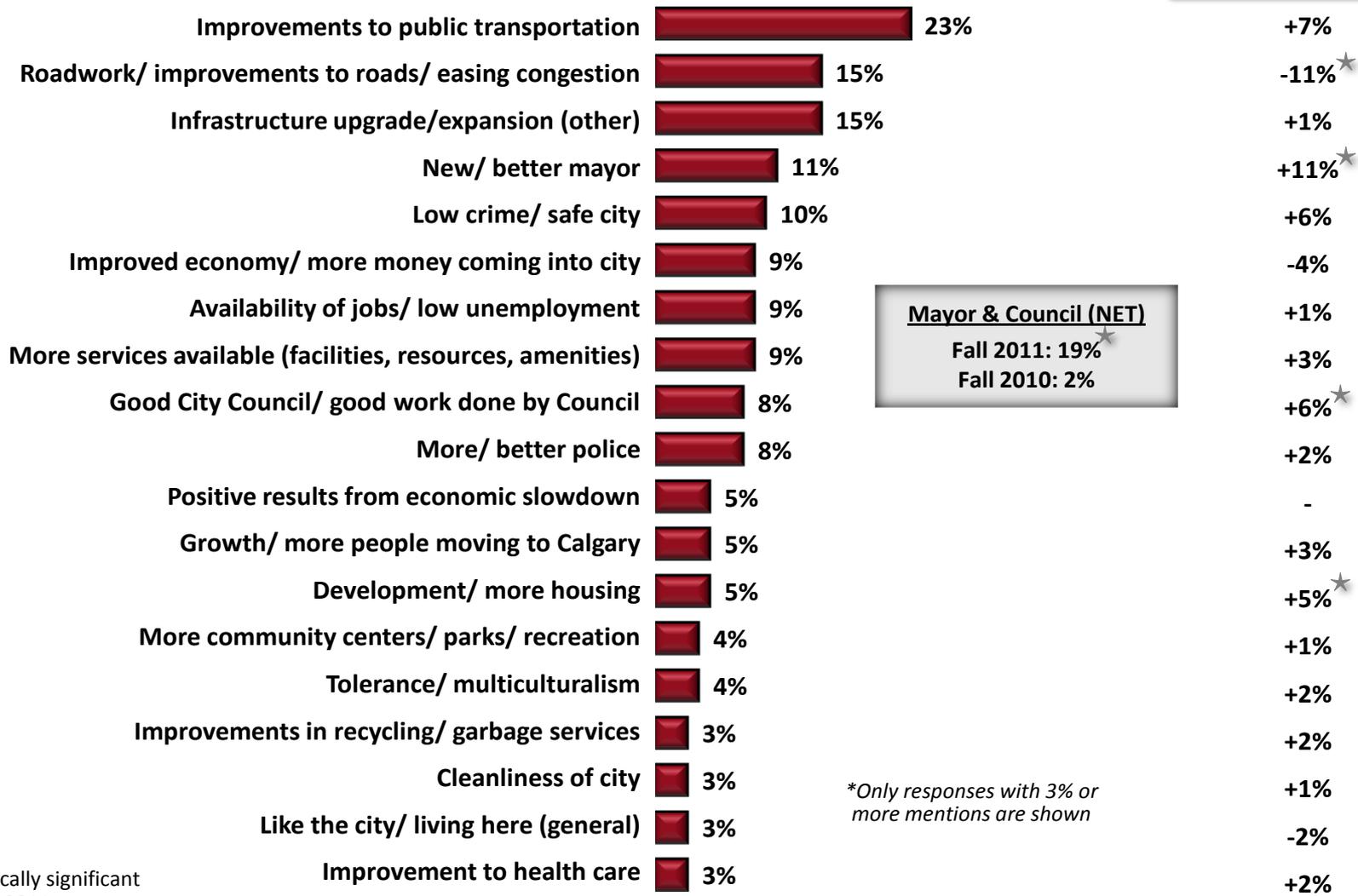
★ Denotes statistically significant change 2010 to 2011

Reasons for Improved Quality of Life

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

Multiple Responses

% Change
Fall '10 – Fall '11



Mayor & Council (NET)
Fall 2011: 19%*
Fall 2010: 2%

*Only responses with 3% or more mentions are shown

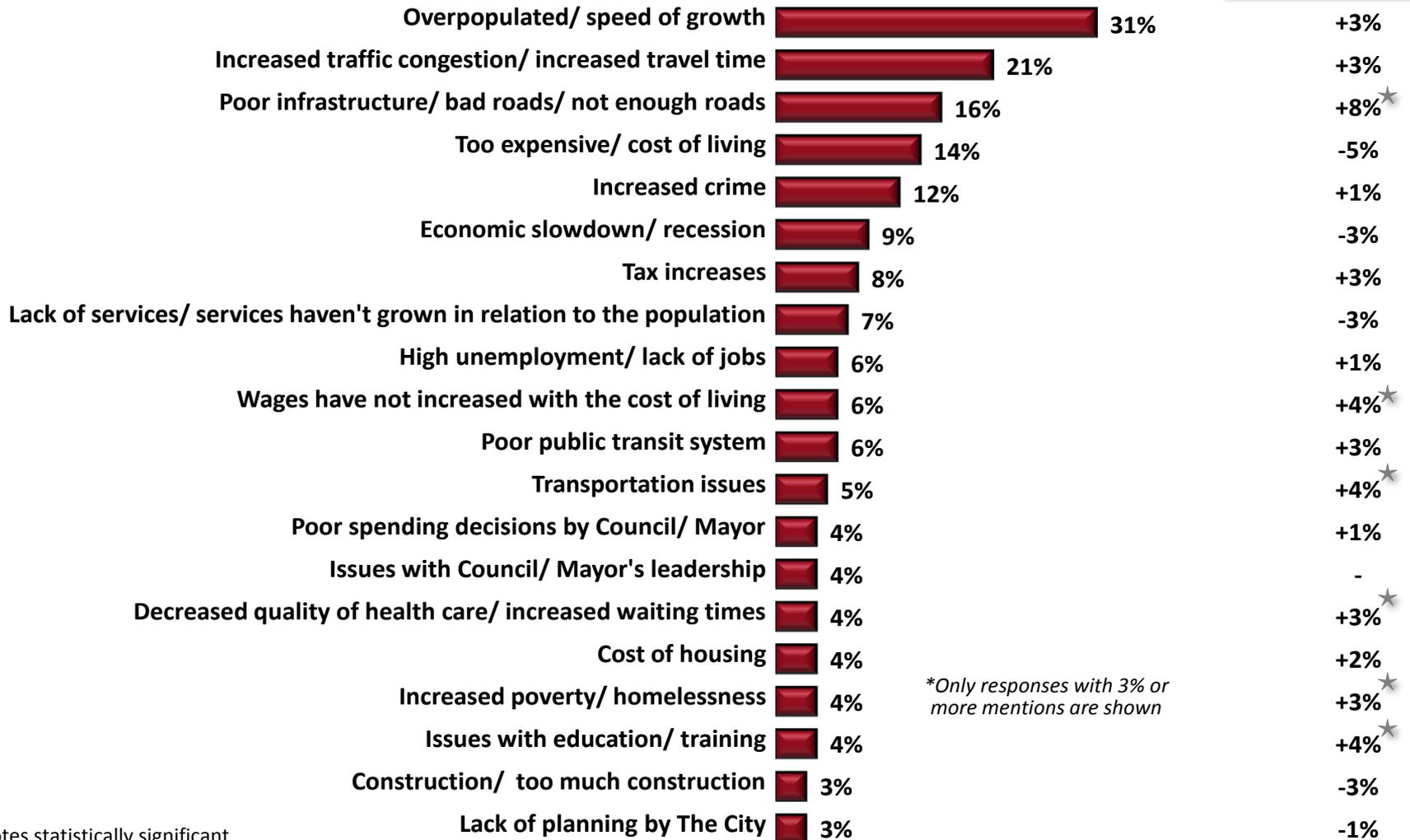
*Denotes statistically significant change 2010 to 2011

Reasons for Deteriorated Quality of Life

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

Multiple Responses

% Change
Fall '10 – Fall '11



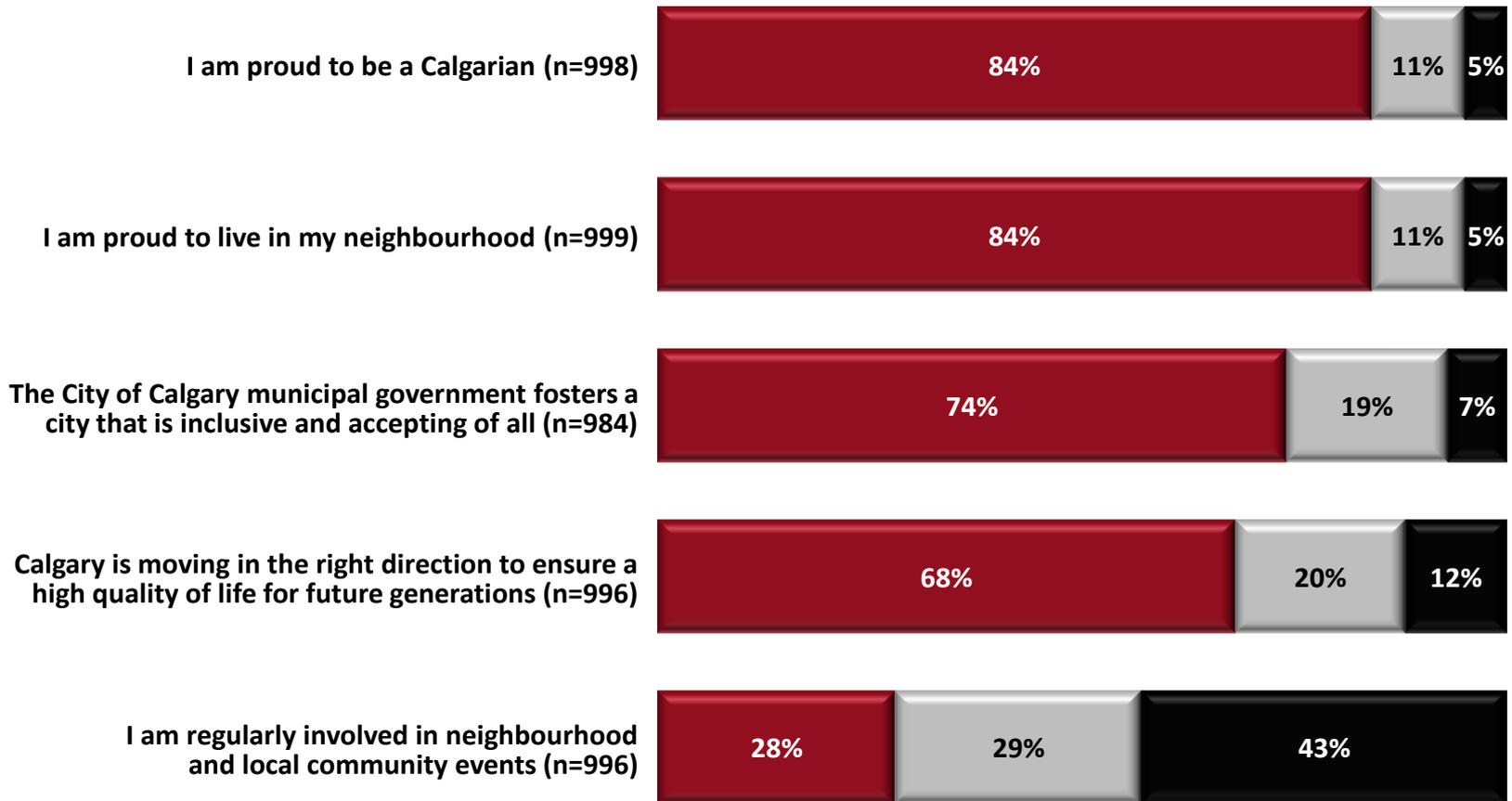
*Only responses with 3% or more mentions are shown

*Denotes statistically significant change 2010 to 2011

Sustainability Metrics

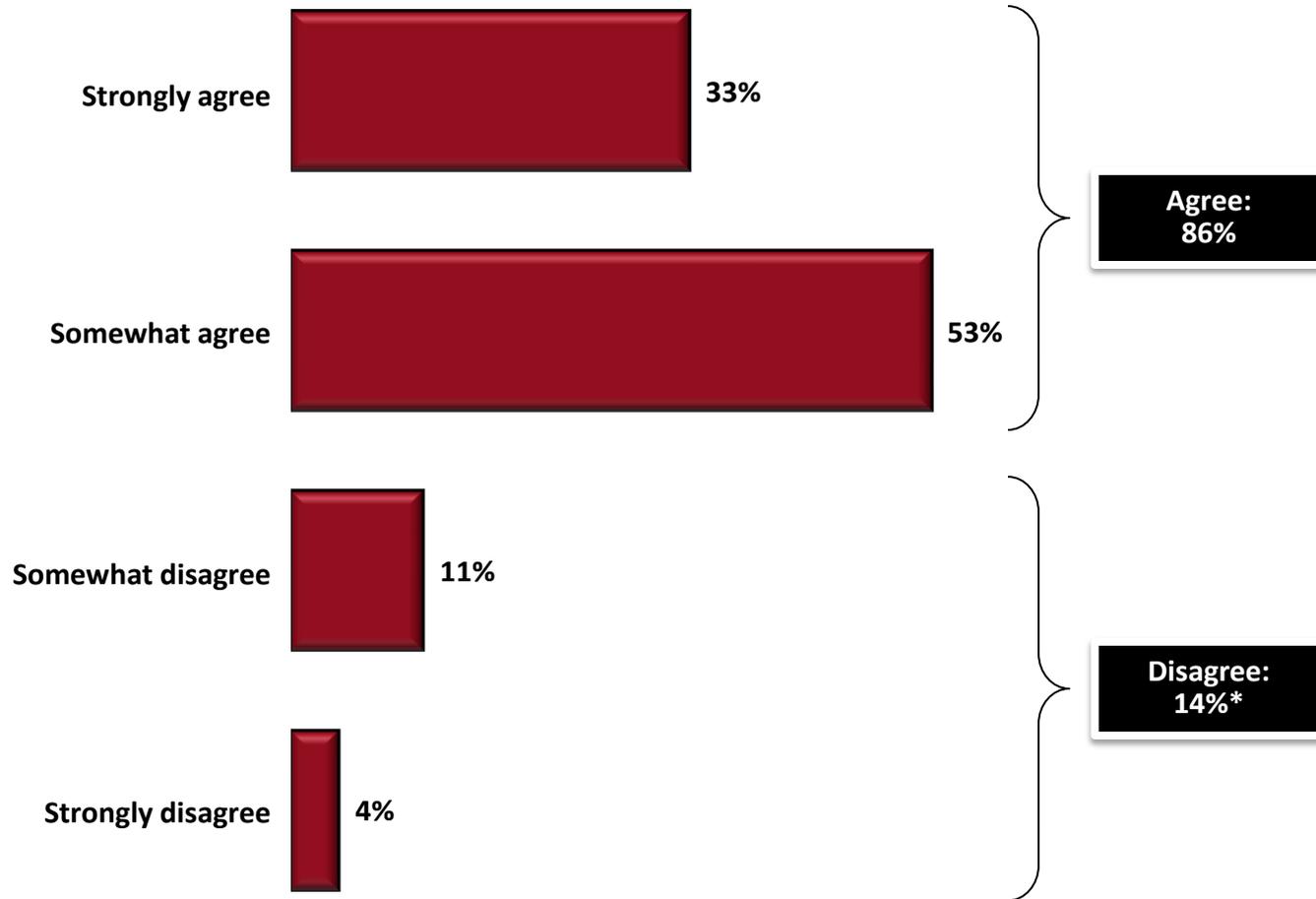
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where 1 is 'completely disagree' and 10 is 'completely agree'.

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



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.**



*Rounding



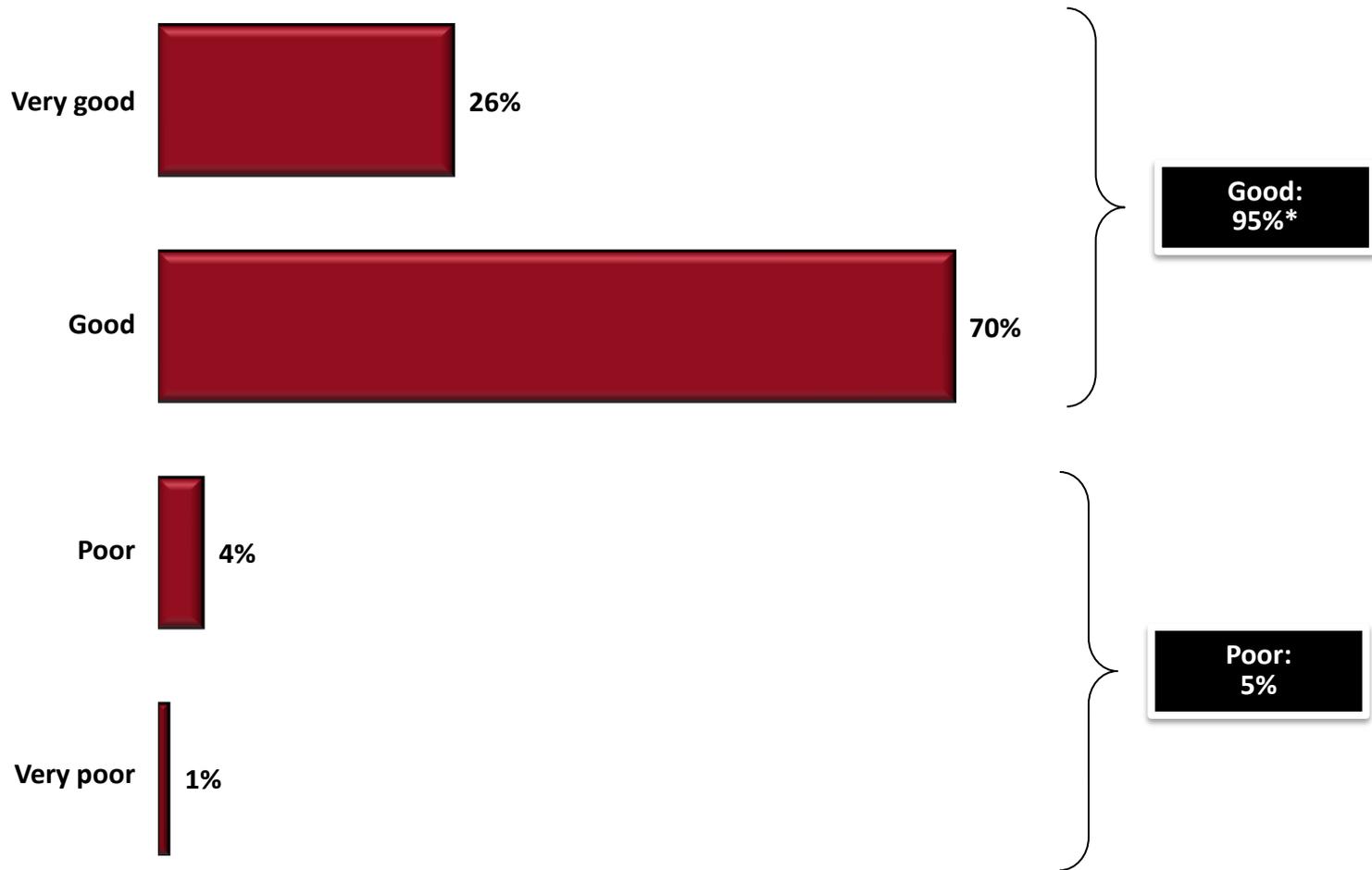
Detailed Findings

City Programs and Services



Overall Quality of City Services in Calgary

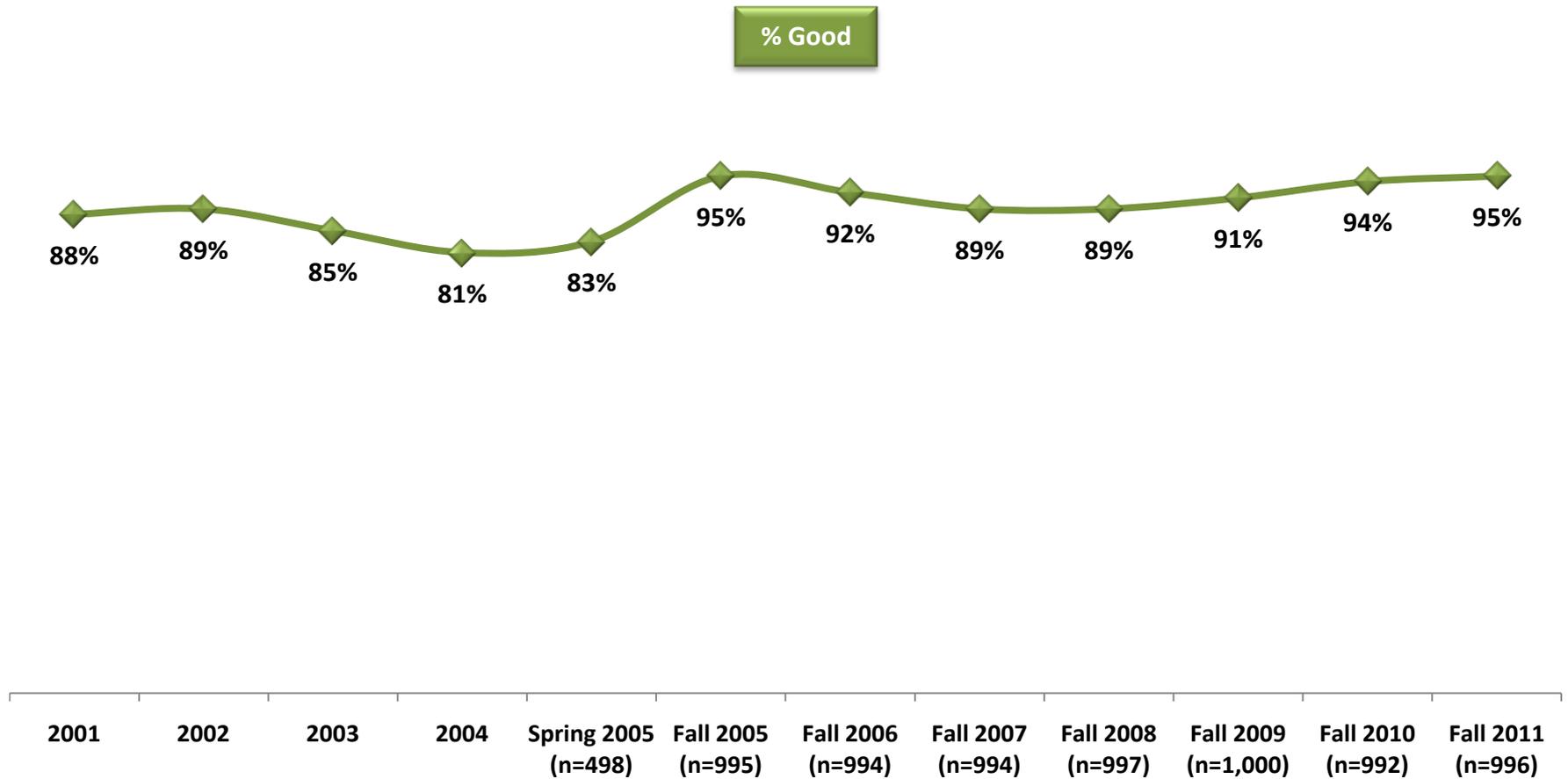
Overall, thinking of all the services that The City of Calgary provides, would you say that the quality of services provided is ...?



*Rounding

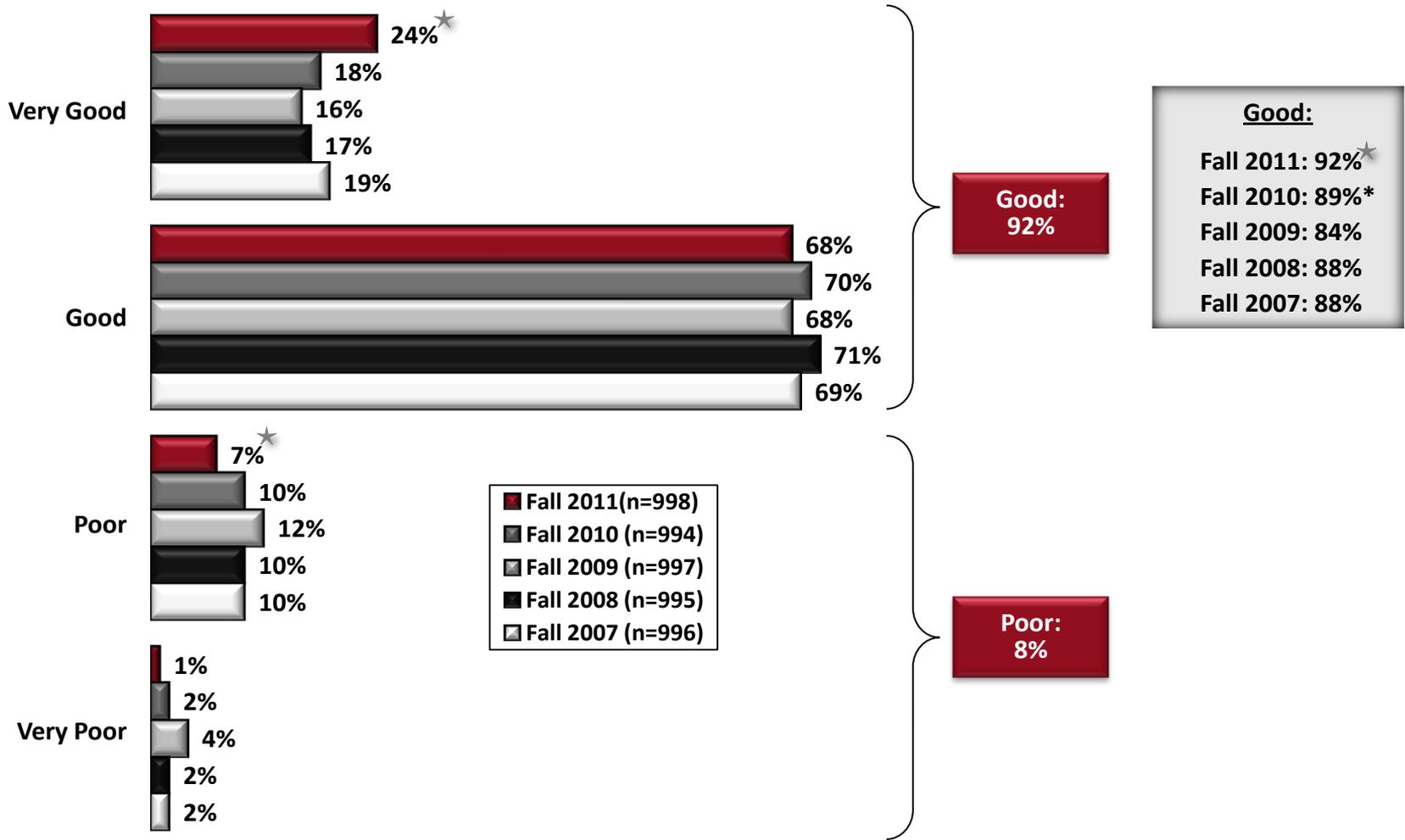
Tracking Overall Quality of City Services in Calgary

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?

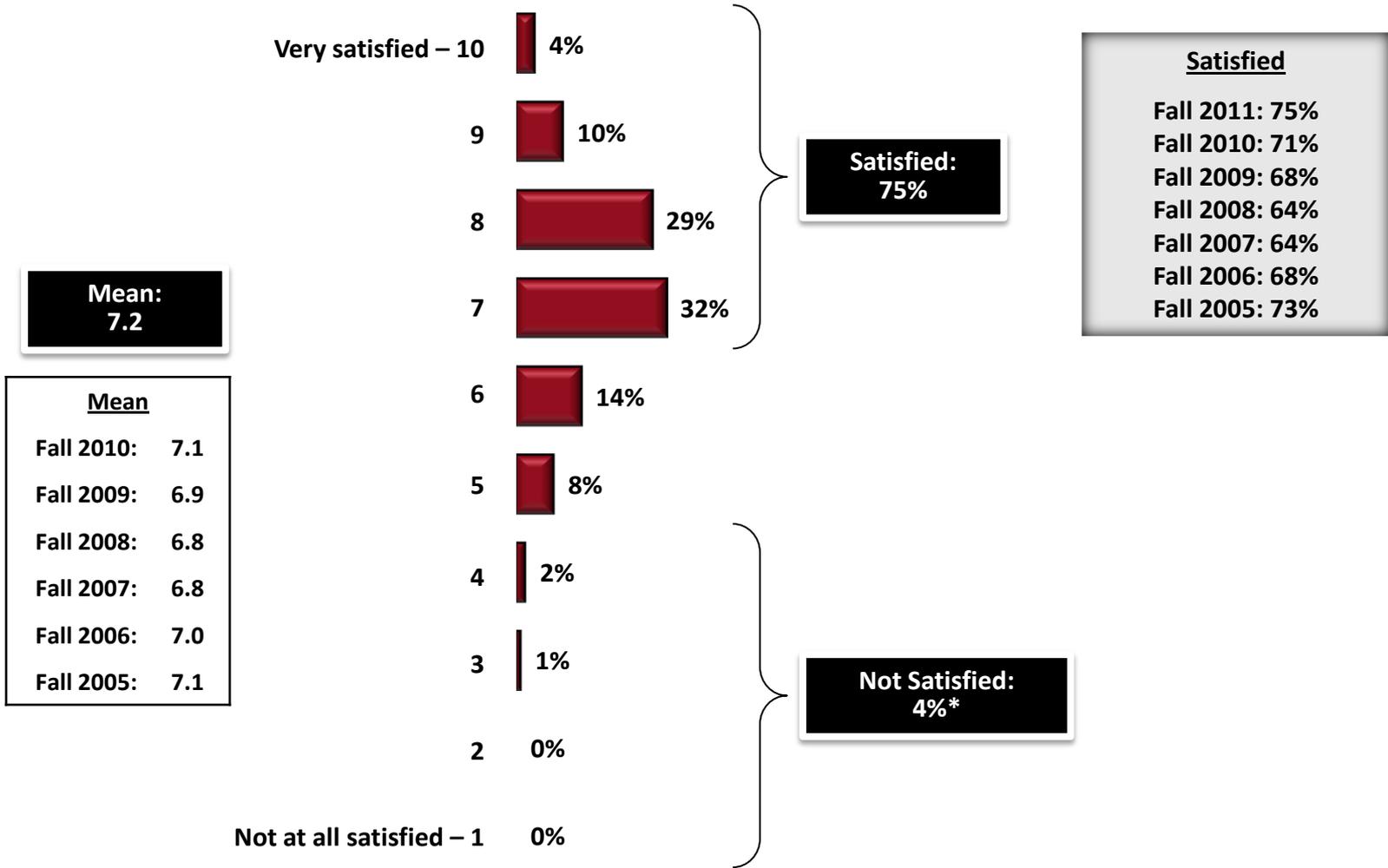


*Denotes statistically significant change 2010 to 2011

*Rounding

Overall Satisfaction with City 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?



*Rounding

Importance of City Programs and Services

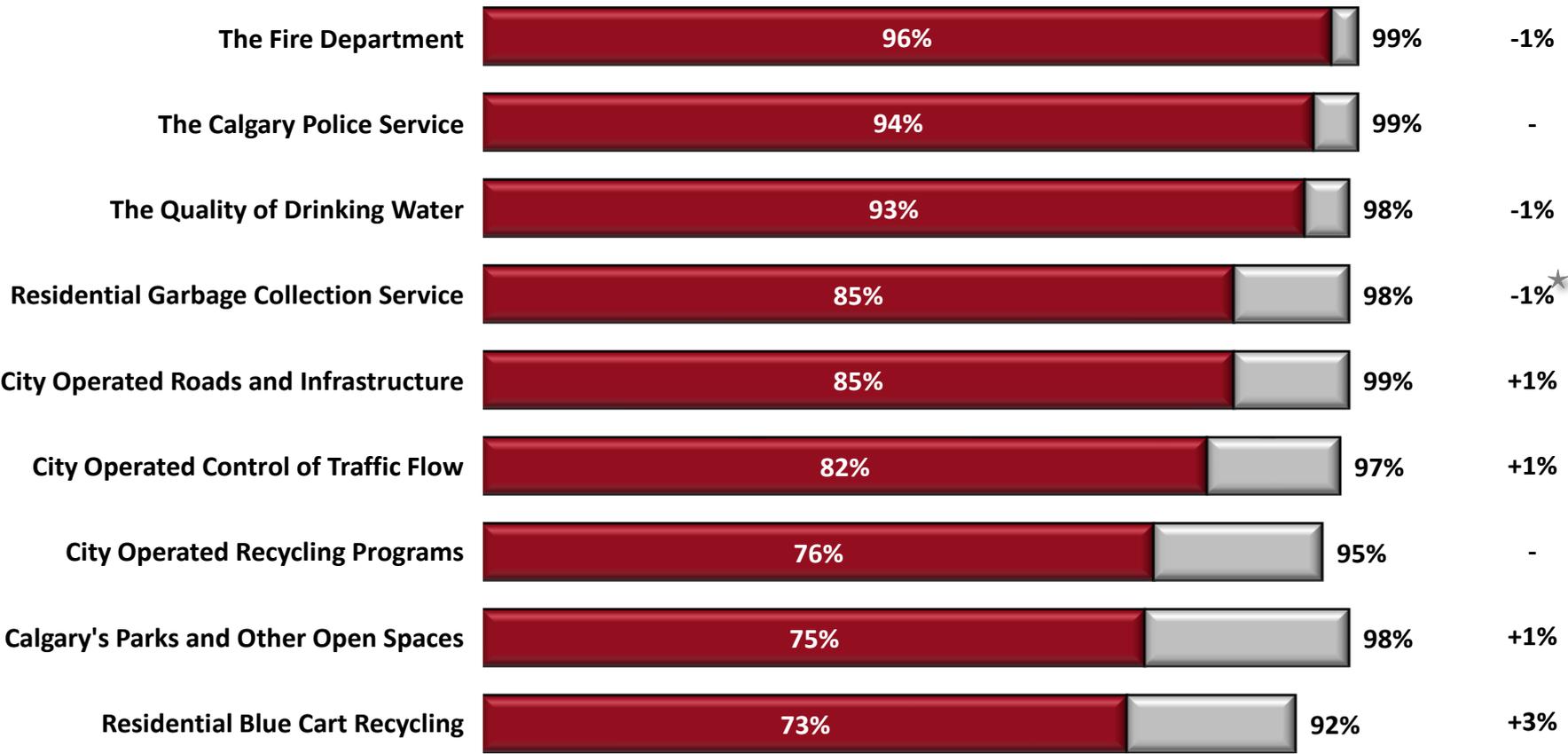
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you and how satisfied you are with the job The City is doing in providing that program or service.

★ Denotes statistically significant change 2010 to 2011

% Important

■ Very Important ■ Somewhat Important

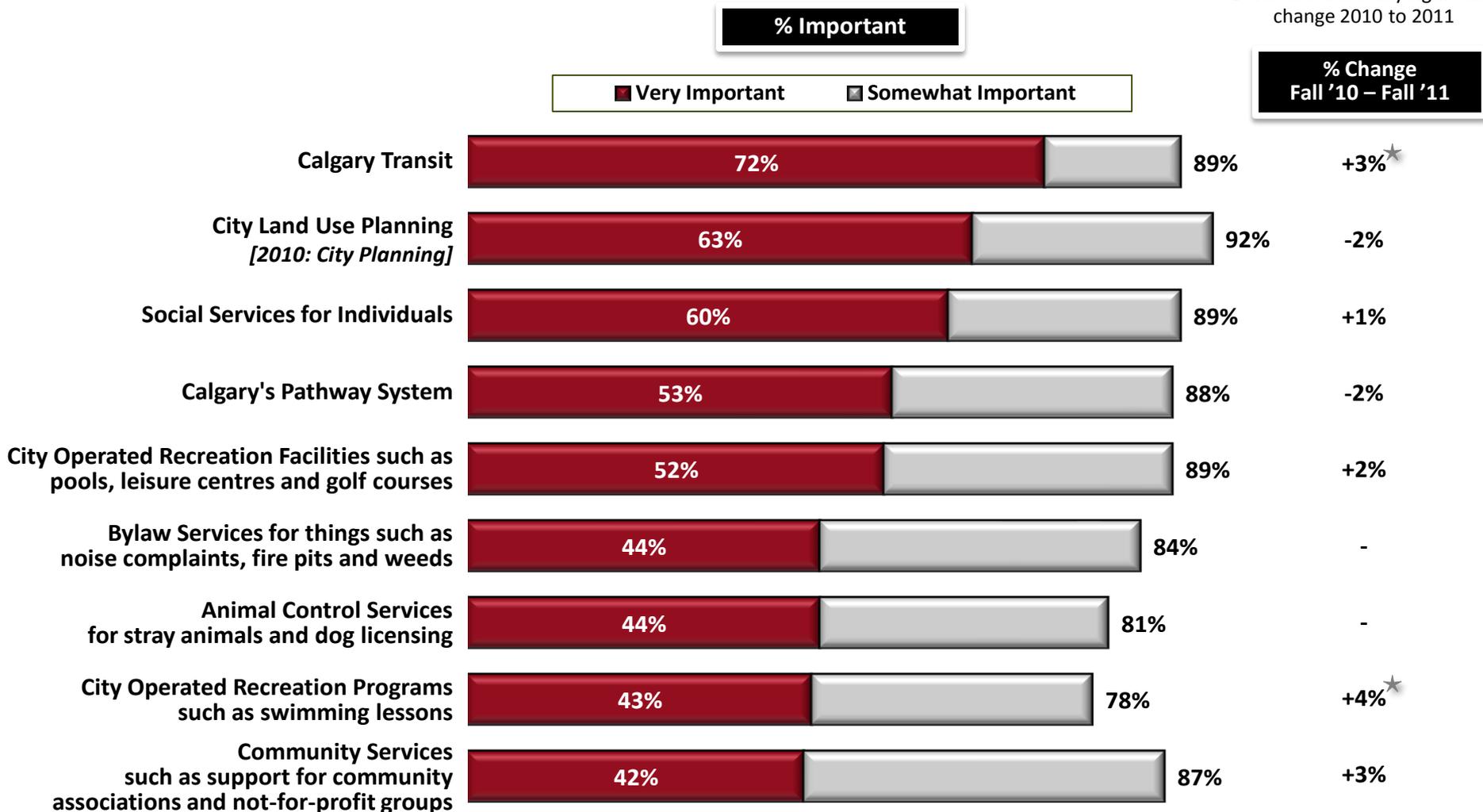
**% Change
Fall '10 – Fall '11**



Importance of City Programs and Services

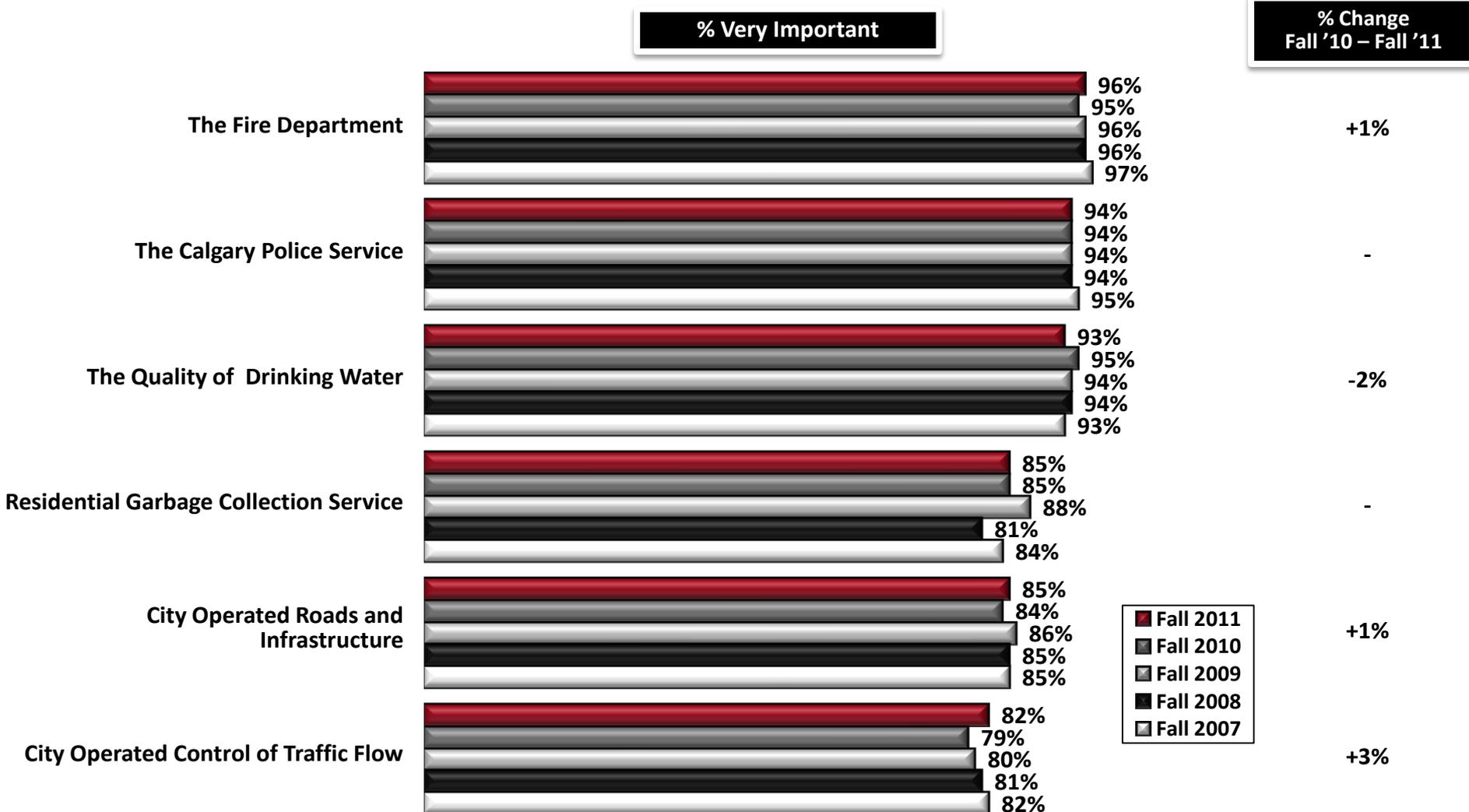
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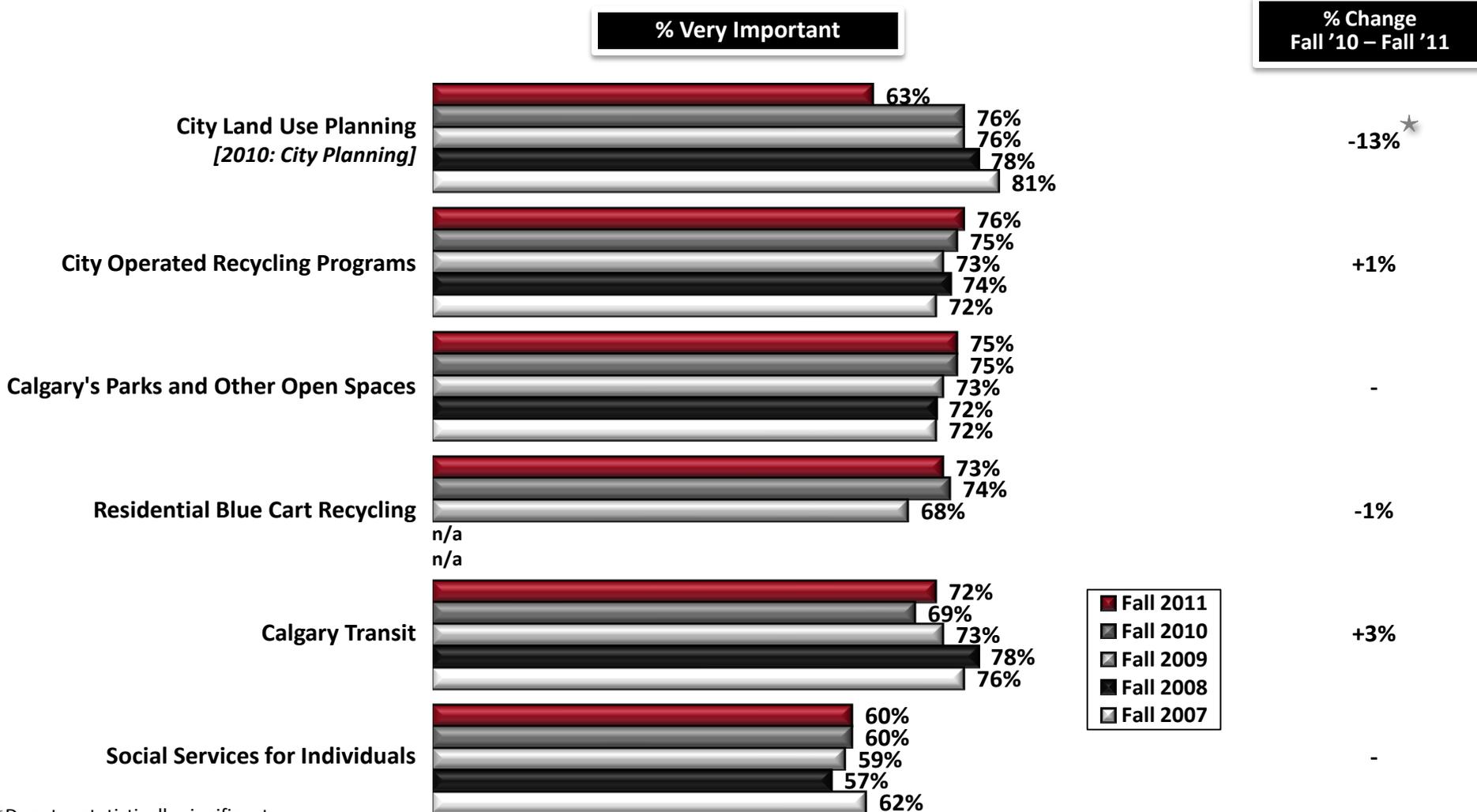
Tracking Importance of City Programs and Services

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Tracking Importance of City Programs and Services

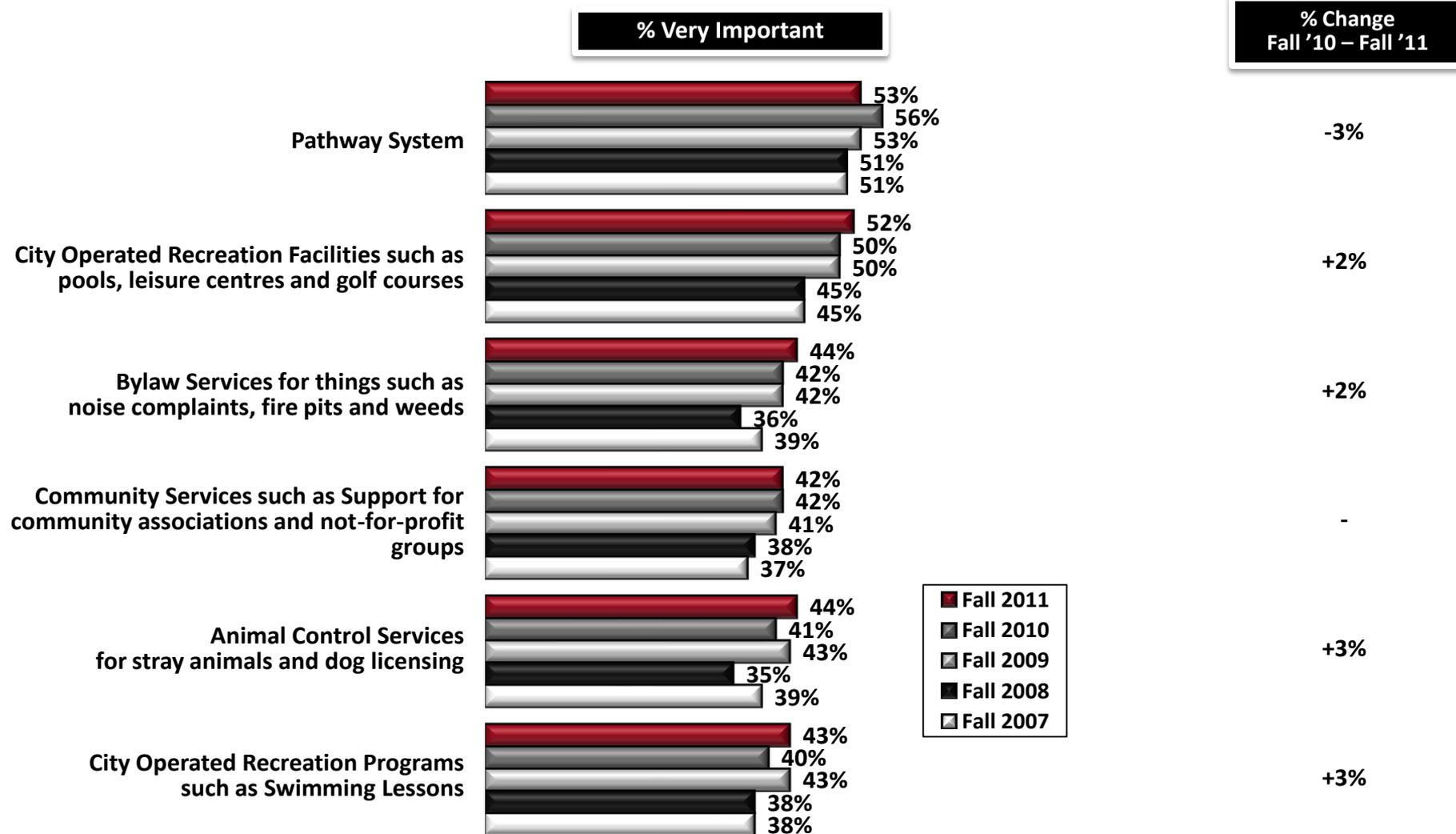
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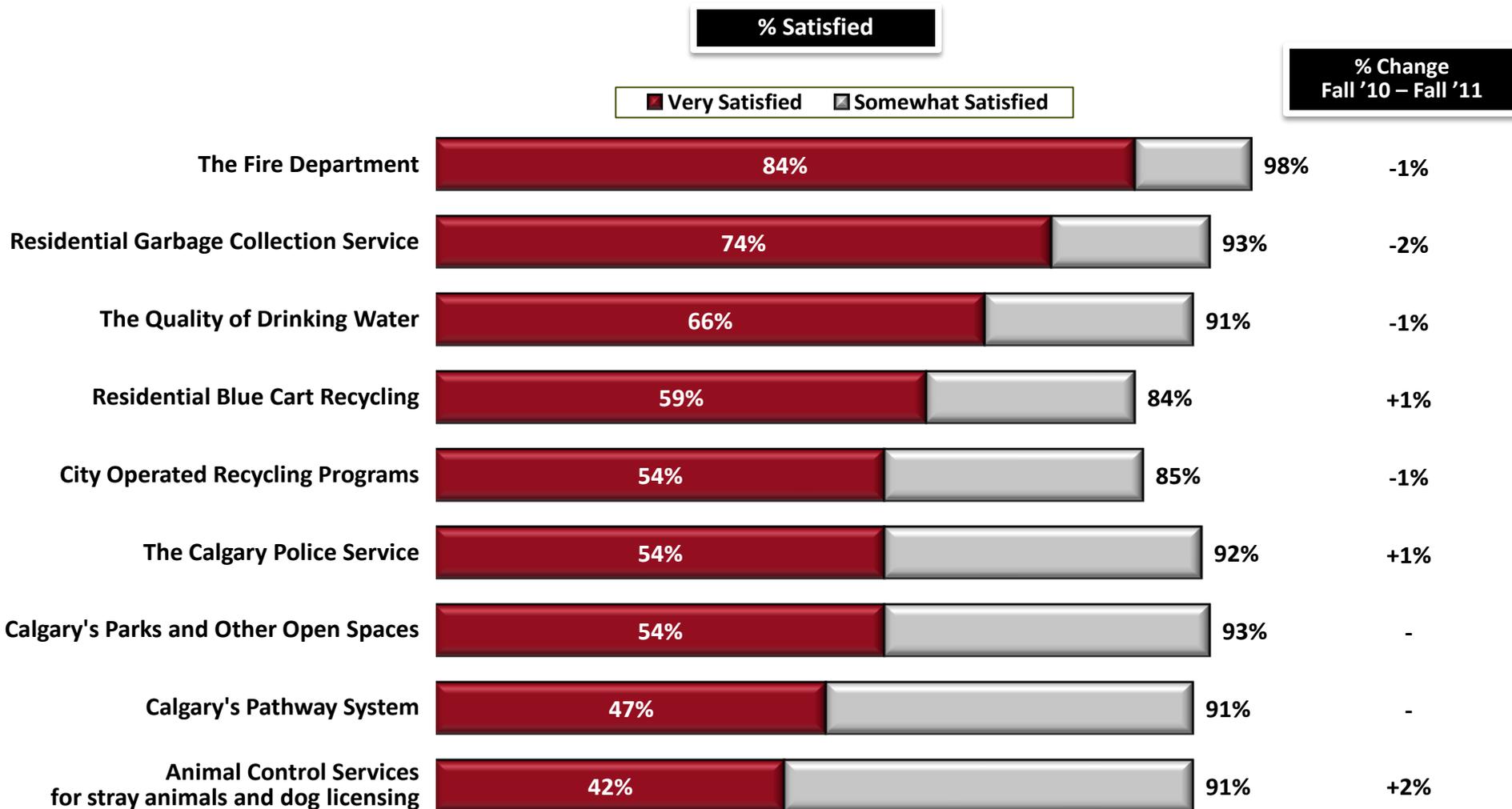
Tracking Importance of City Programs and Services

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 and how satisfied you are with the job The City is doing in providing that program or service.



Satisfaction with City Programs and Services

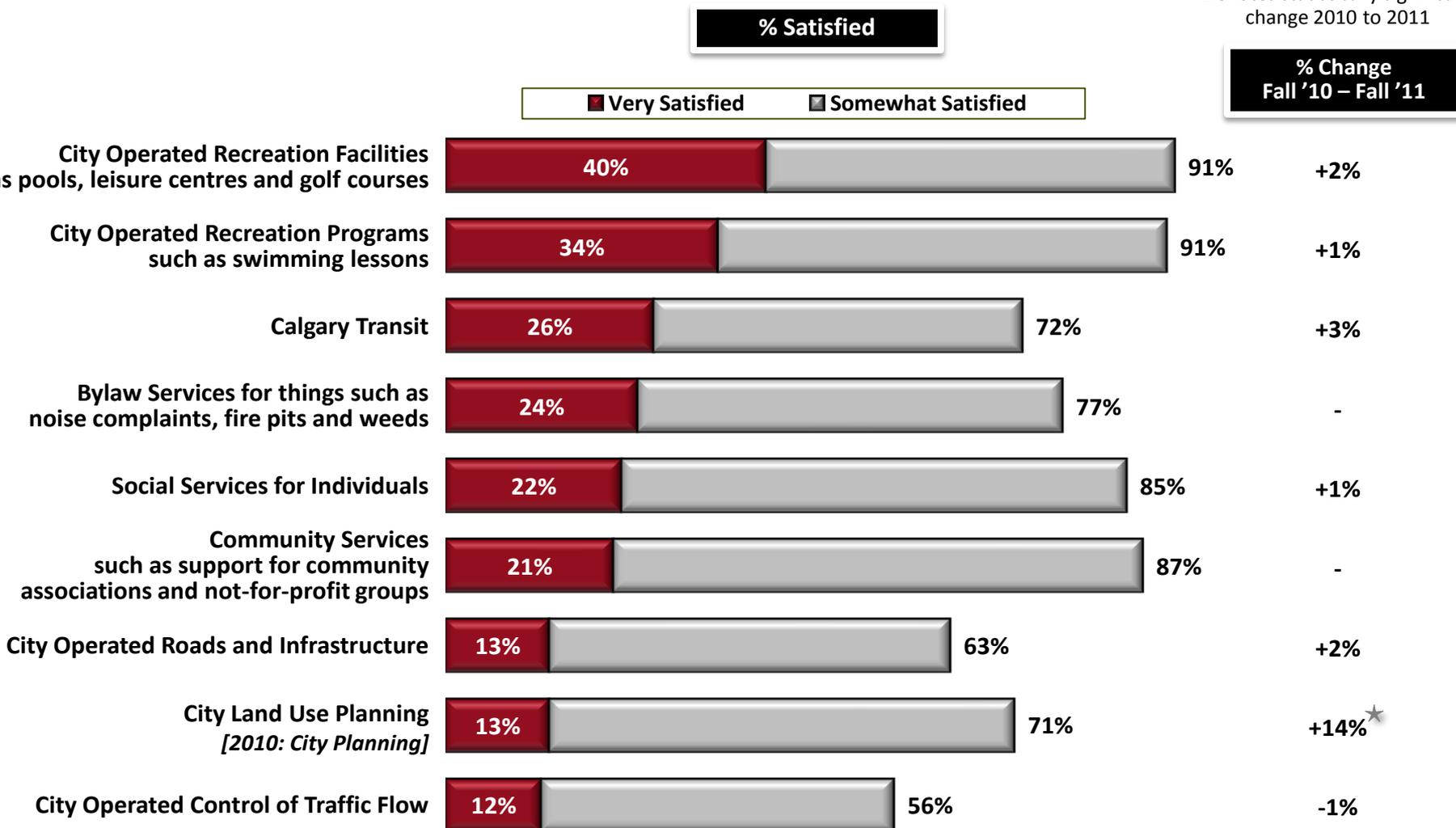
And how satisfied are you with the job The City is doing in providing this program or service? This time, our scale is very satisfied, somewhat satisfied, not very satisfied or not at all satisfied.



Satisfaction with City Programs and Services

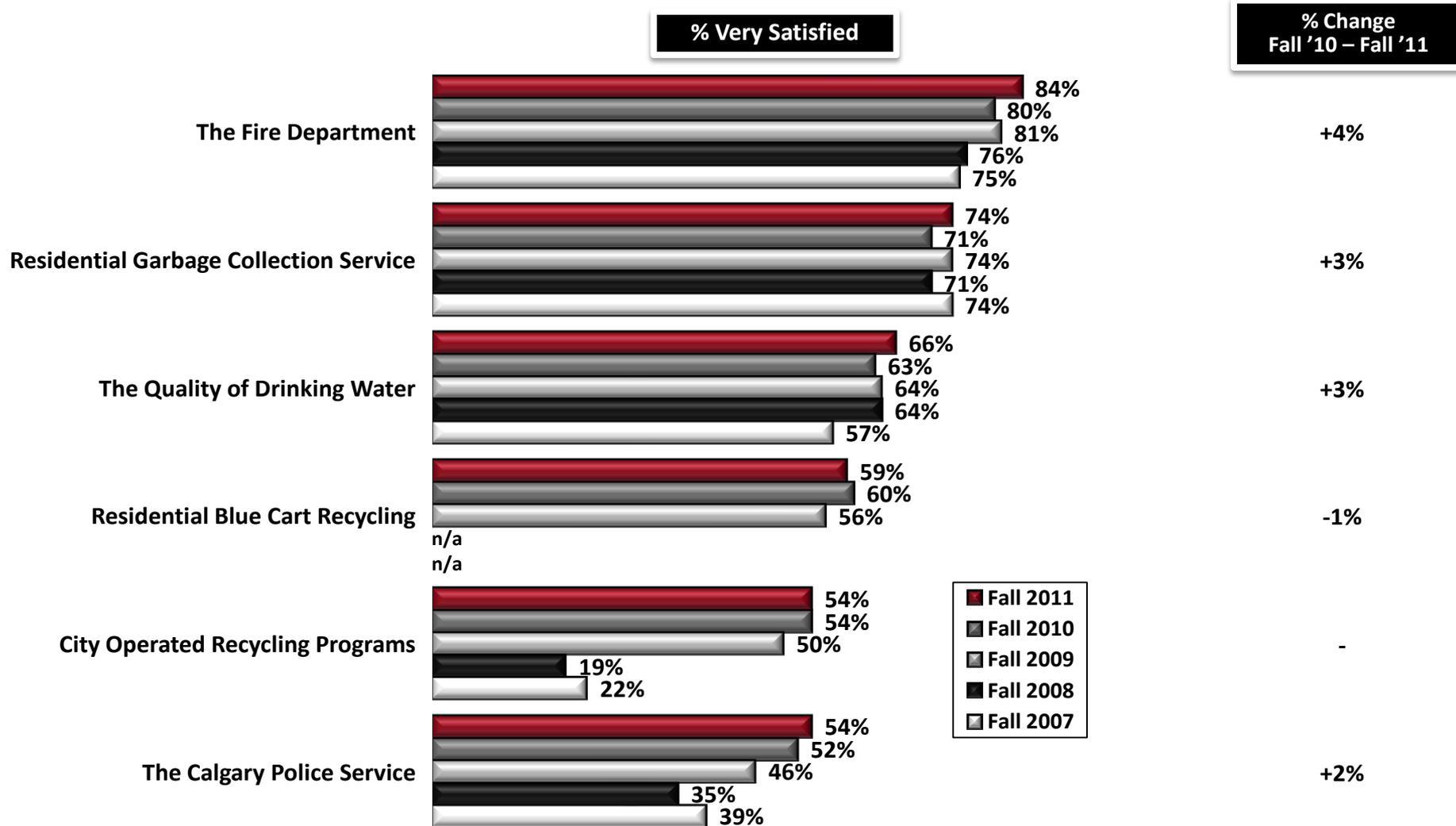
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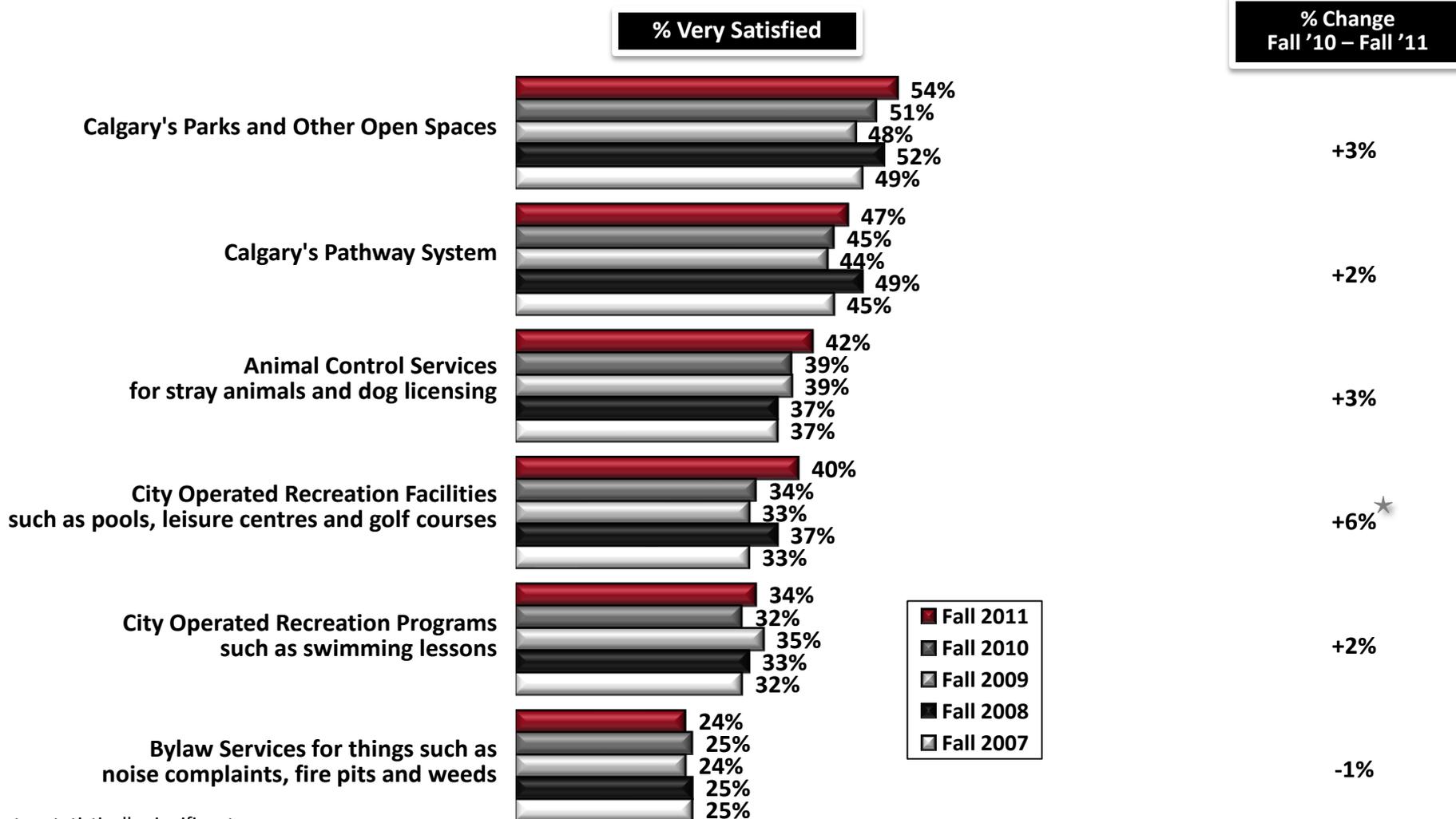
Tracking Satisfaction with City Programs and Services

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.



Tracking Satisfaction with City Programs and Services

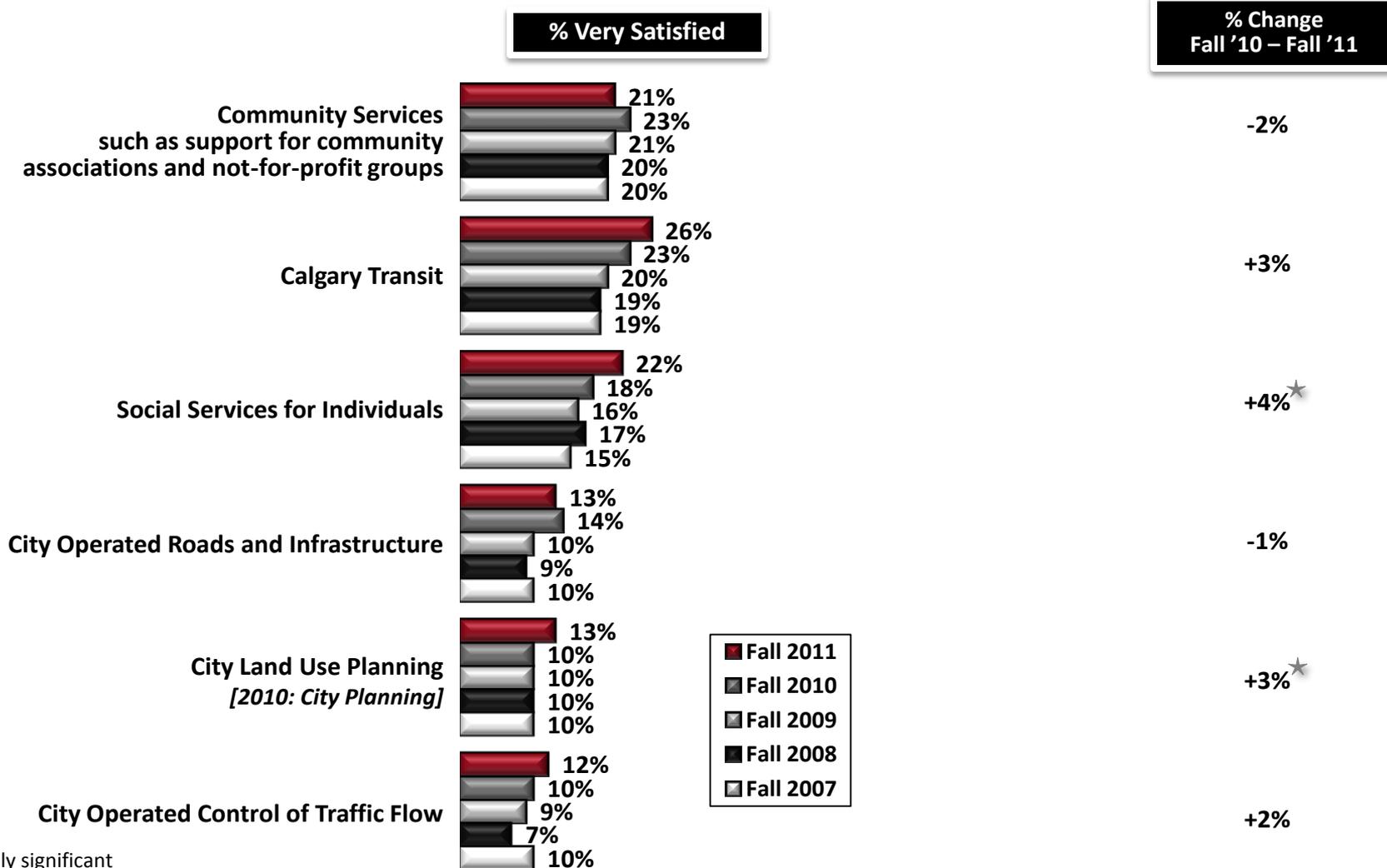
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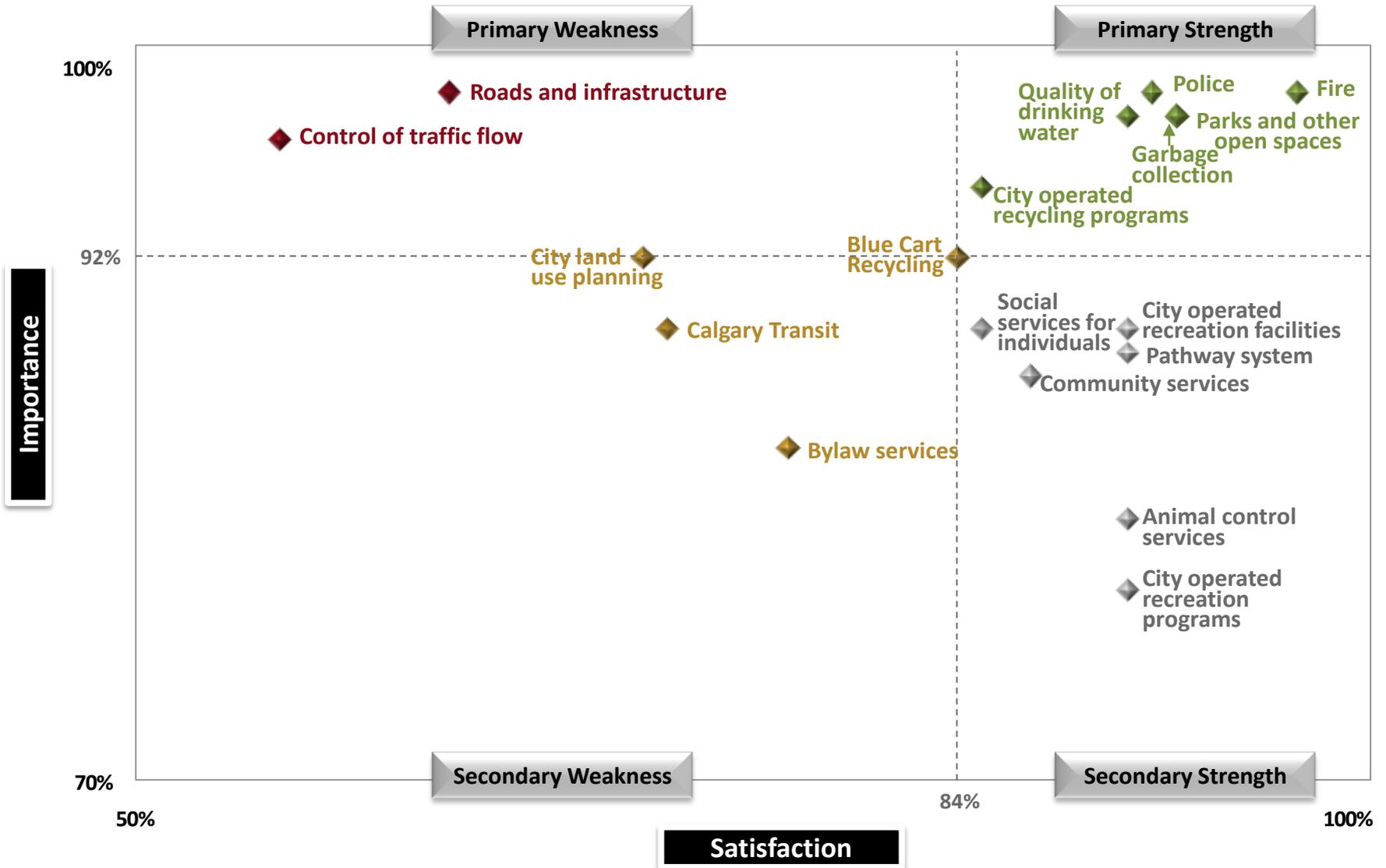
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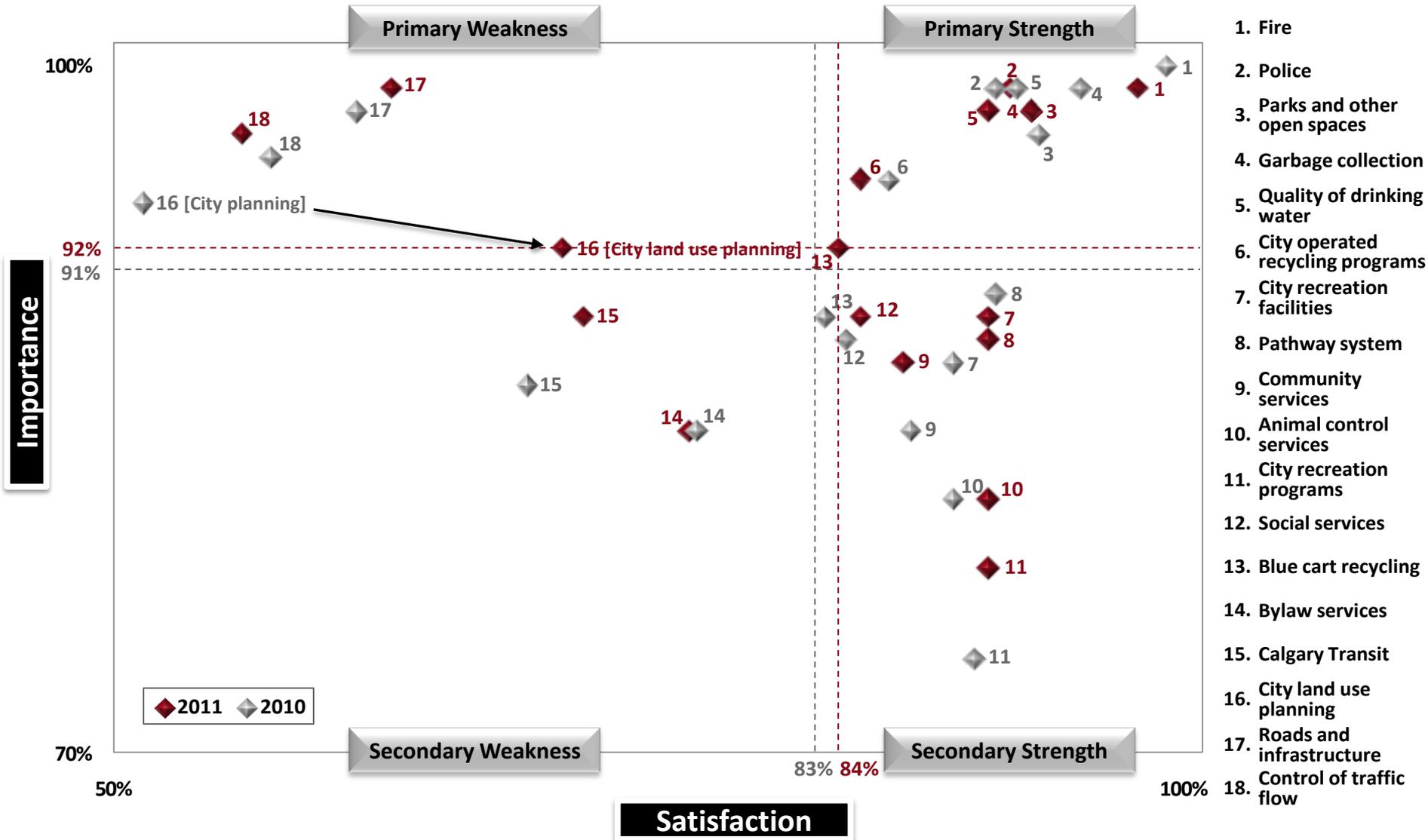


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Importance vs. Satisfaction Action Grid



2010 vs. 2011 Importance vs. Satisfaction Action Grid





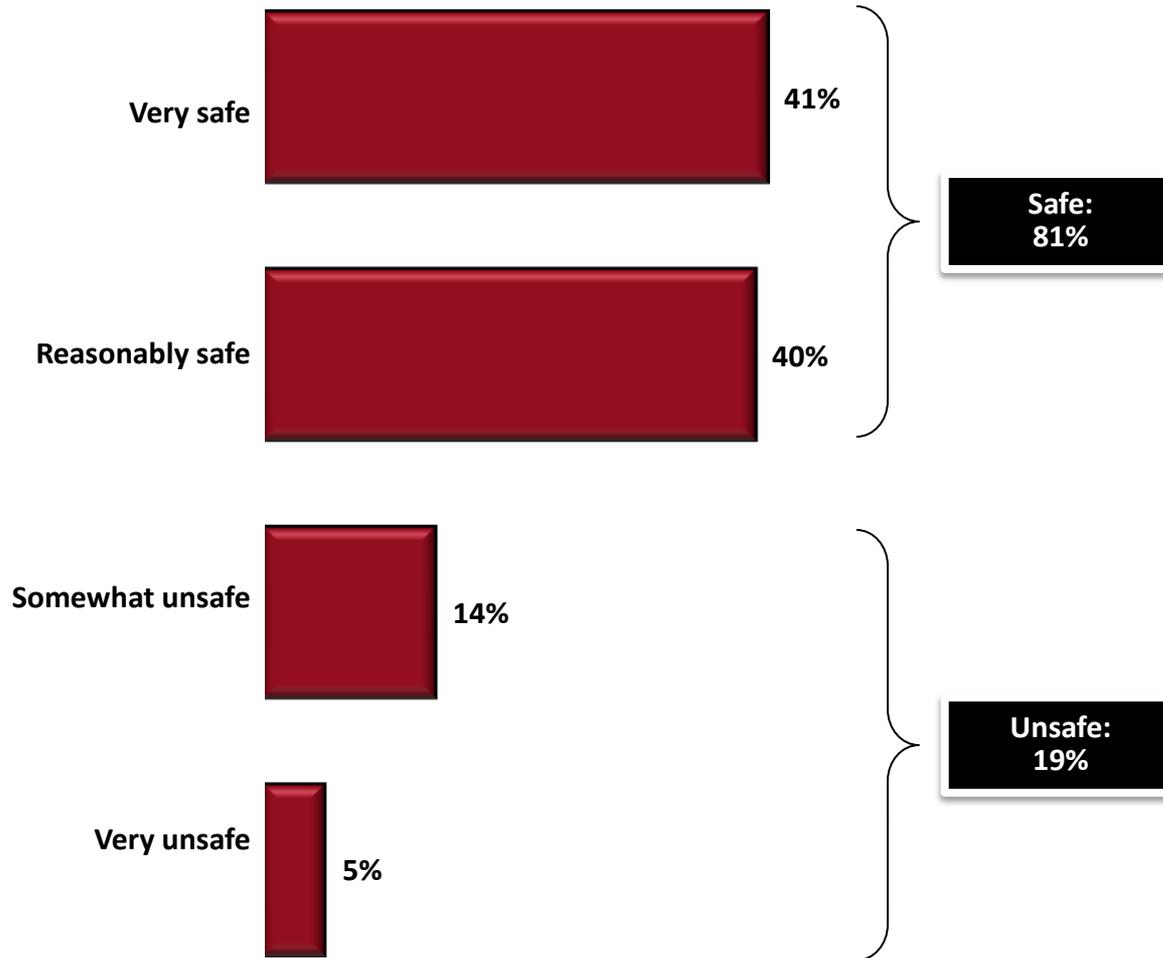
Detailed Findings

Perceptions about Public Safety



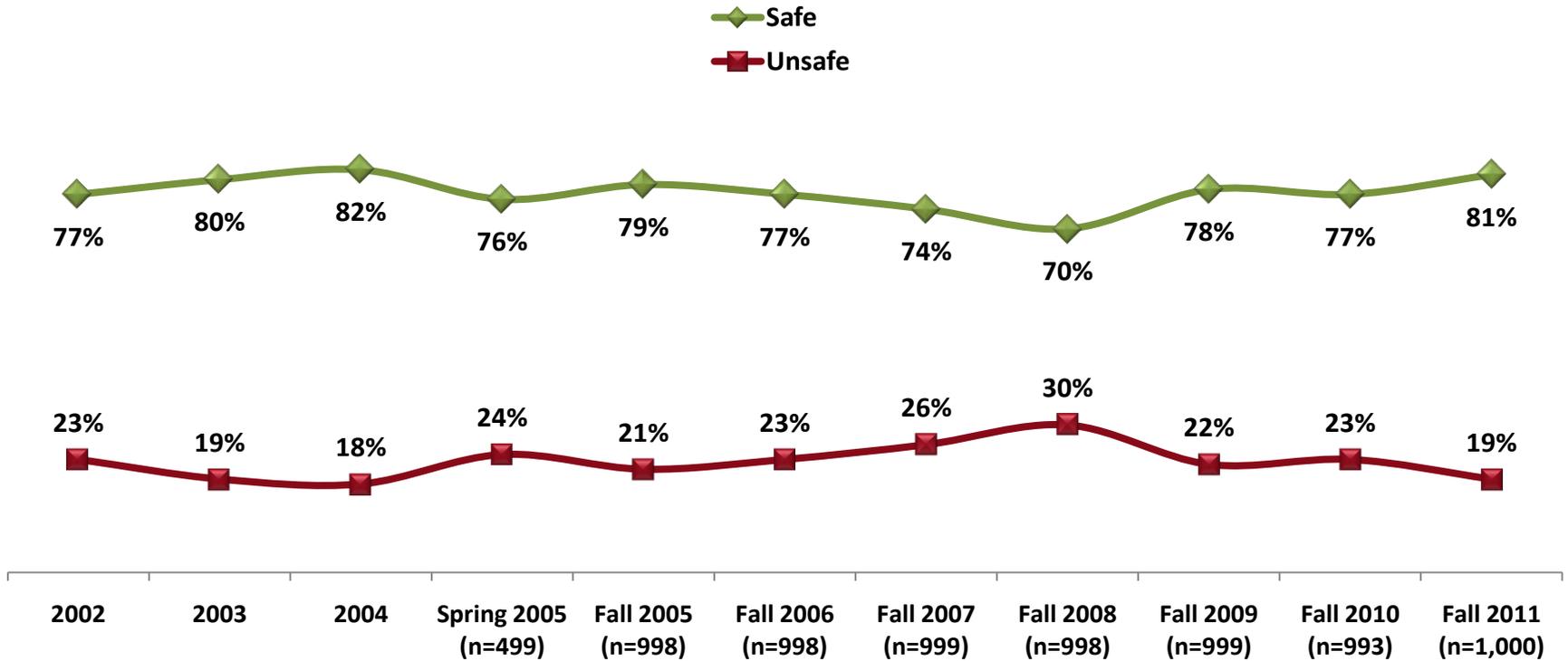
Perceived Safety in Own Neighbourhood

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



Tracking Perceived Safety in Own Neighbourhood

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





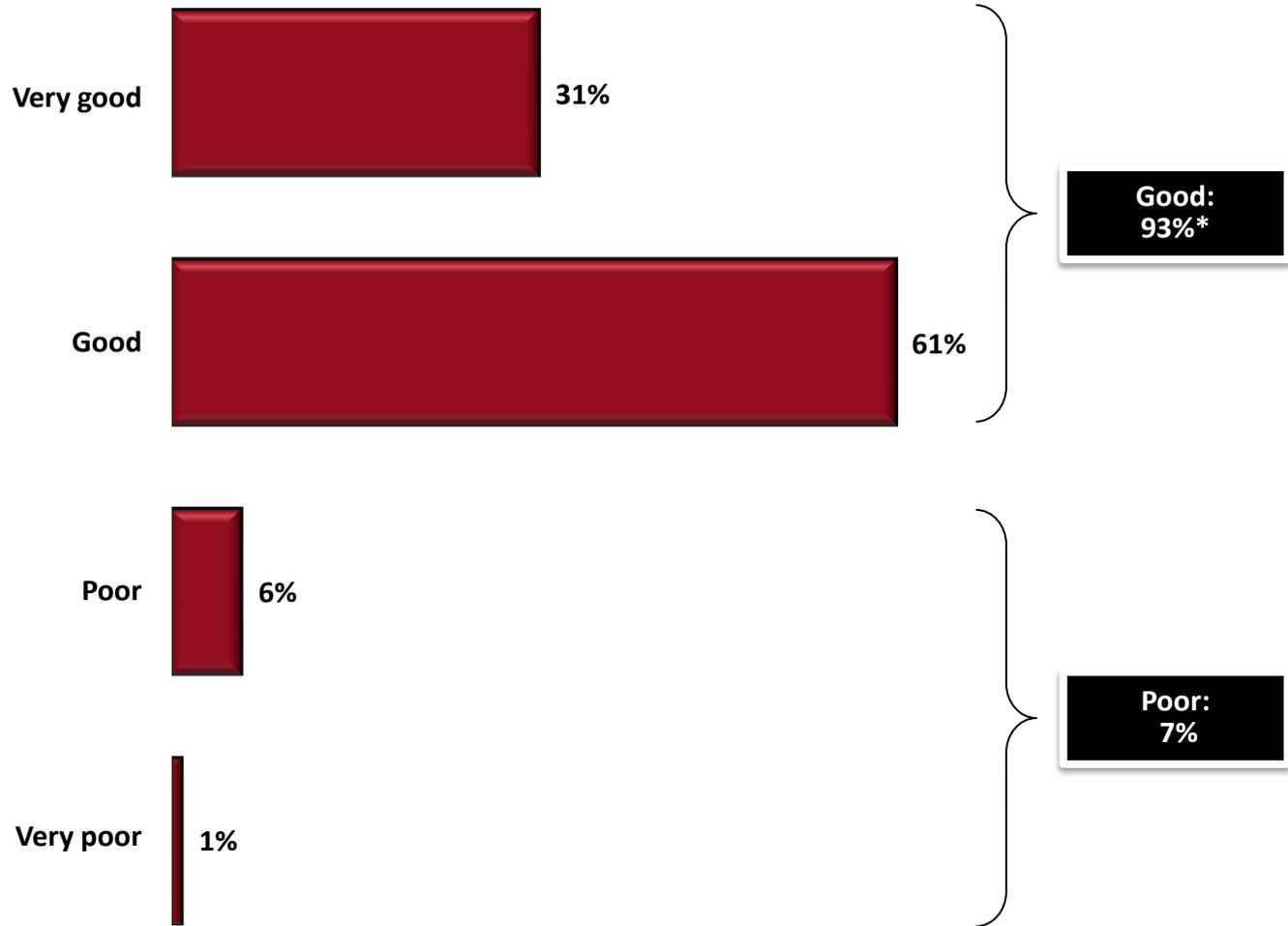
Detailed Findings

Environmental Performance



Perceptions About Overall State of Calgary's Environment

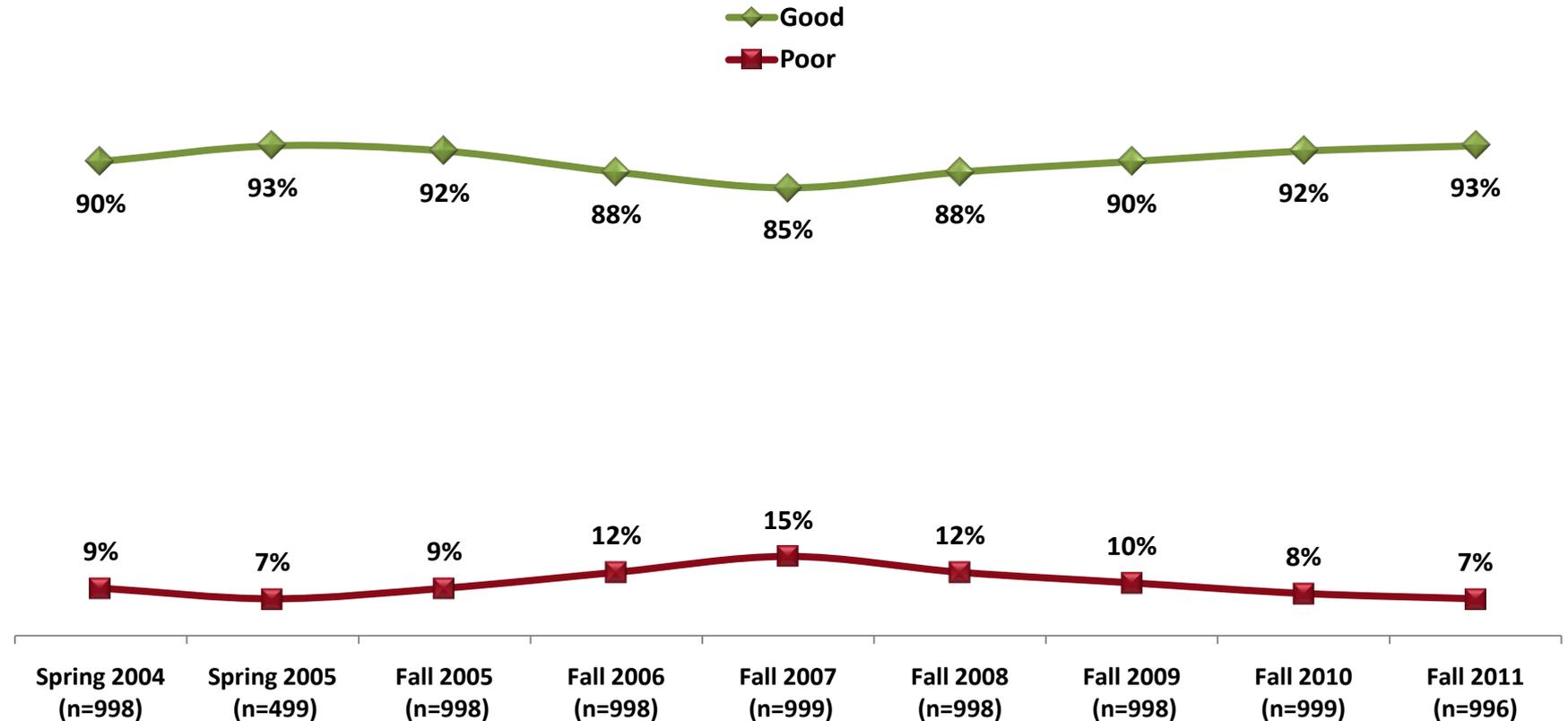
Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today? Would you say that it is...?



*Rounding

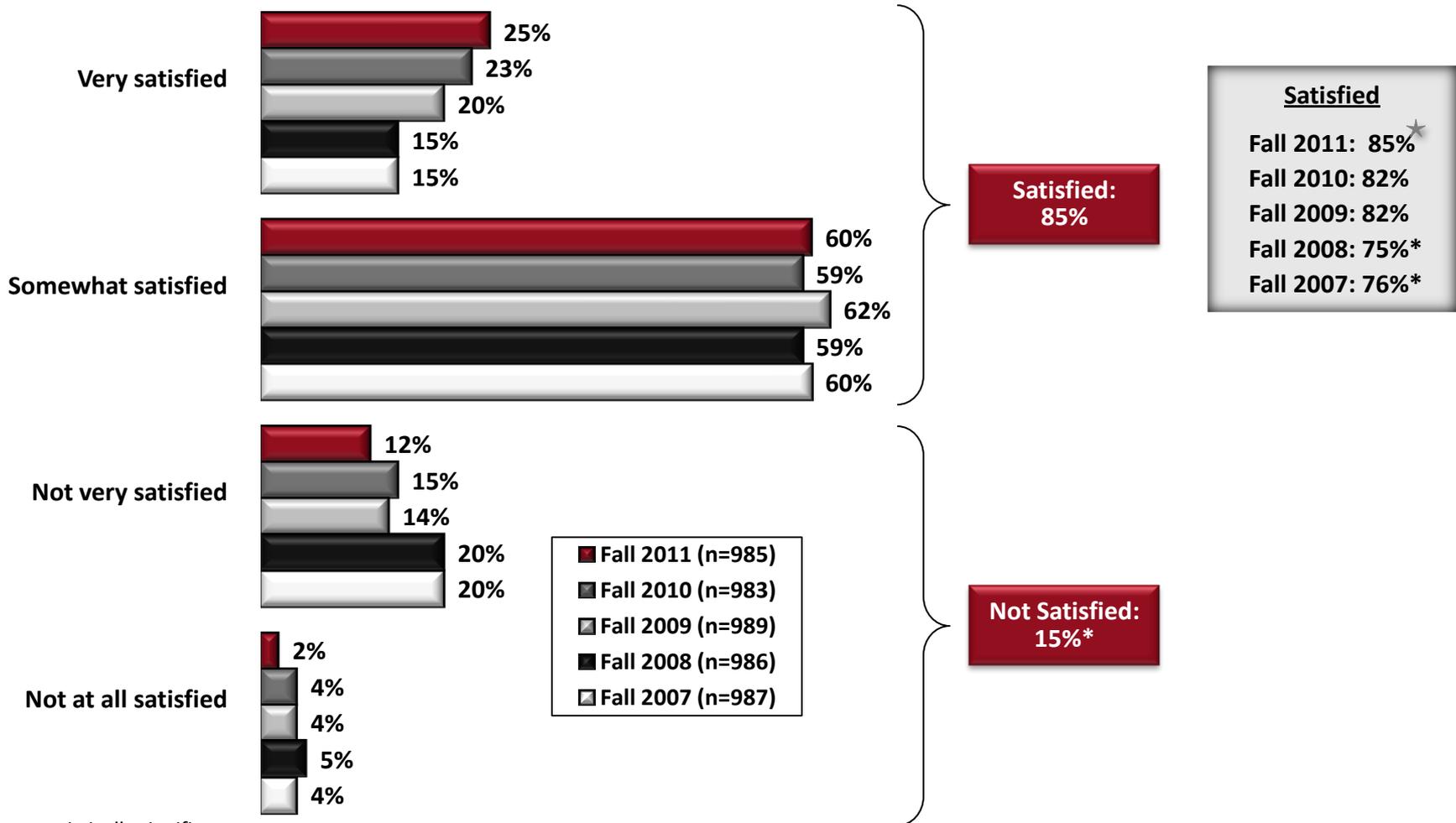
Tracking Perceptions About Overall State of Calgary's Environment

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? Would you say that it is...?



Satisfaction with The City's Environmental Performance

And, how satisfied are you with the job The City of Calgary is currently doing to protect the environment? Are you...?

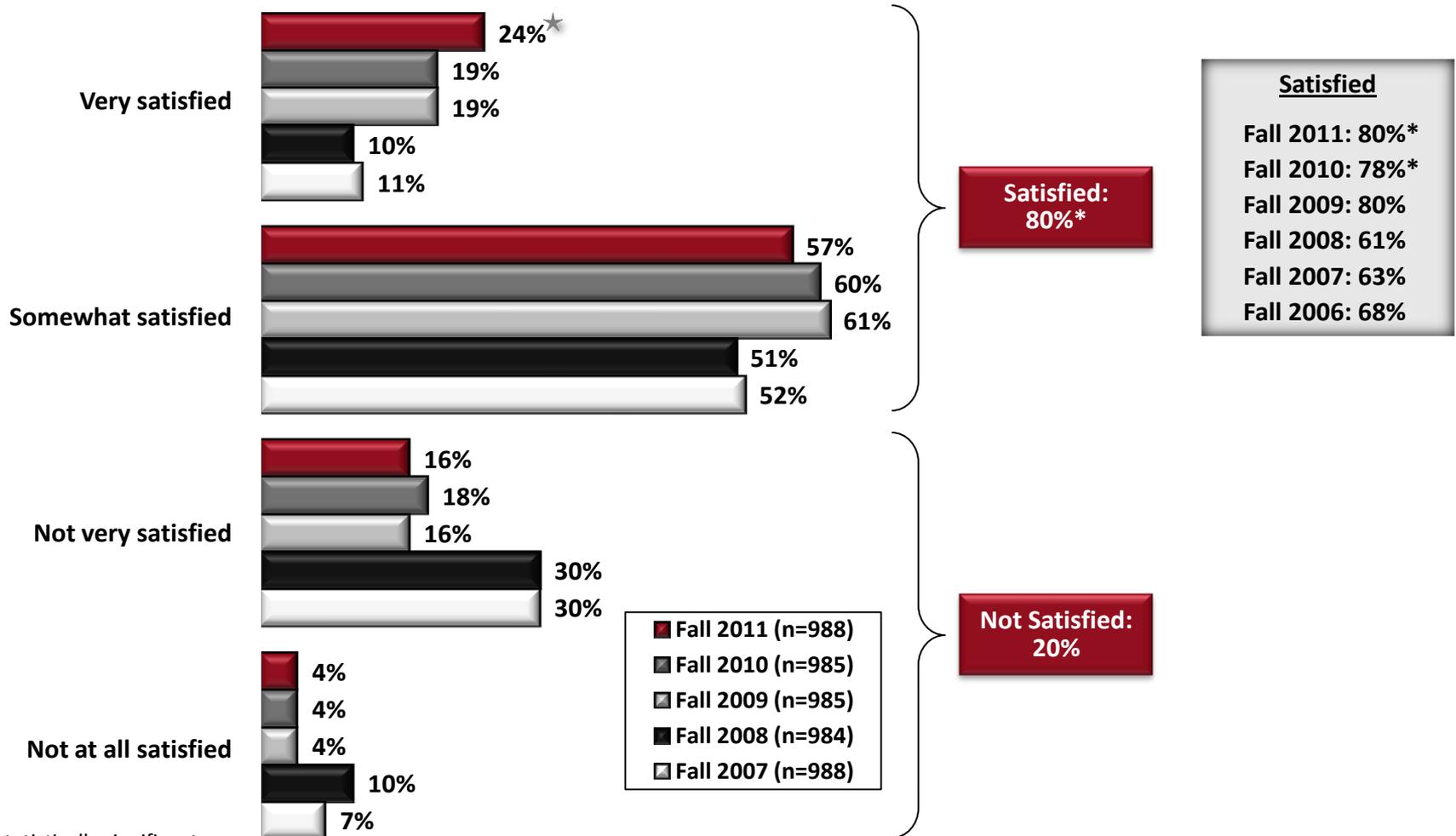


*Denotes statistically significant change 2010 to 2011

*Rounding

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? Are you...?



*Denotes statistically significant change 2010 to 2011

*Rounding



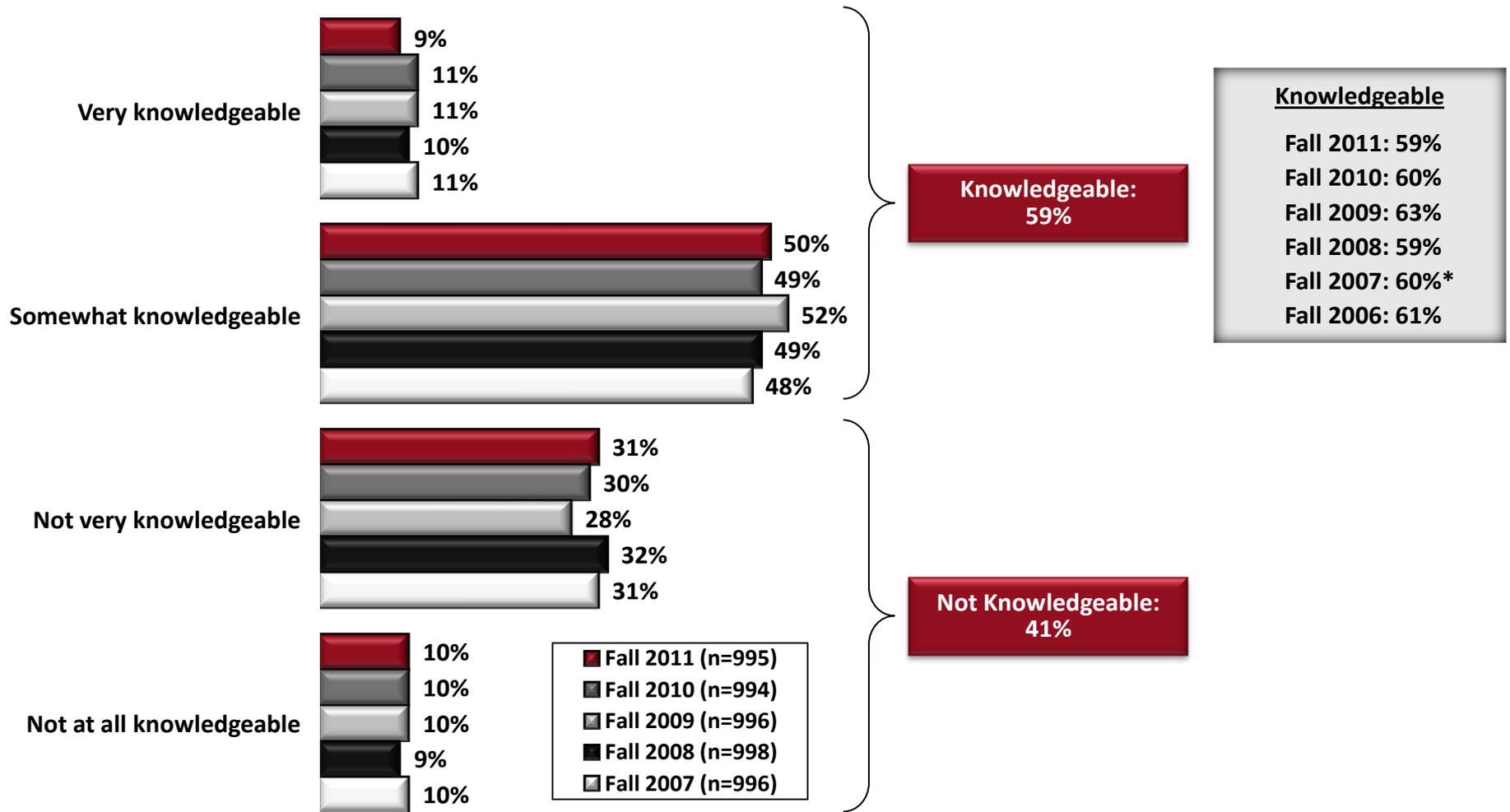
Detailed Findings

Taxation



Knowledge Levels of Tax Dollar Spending

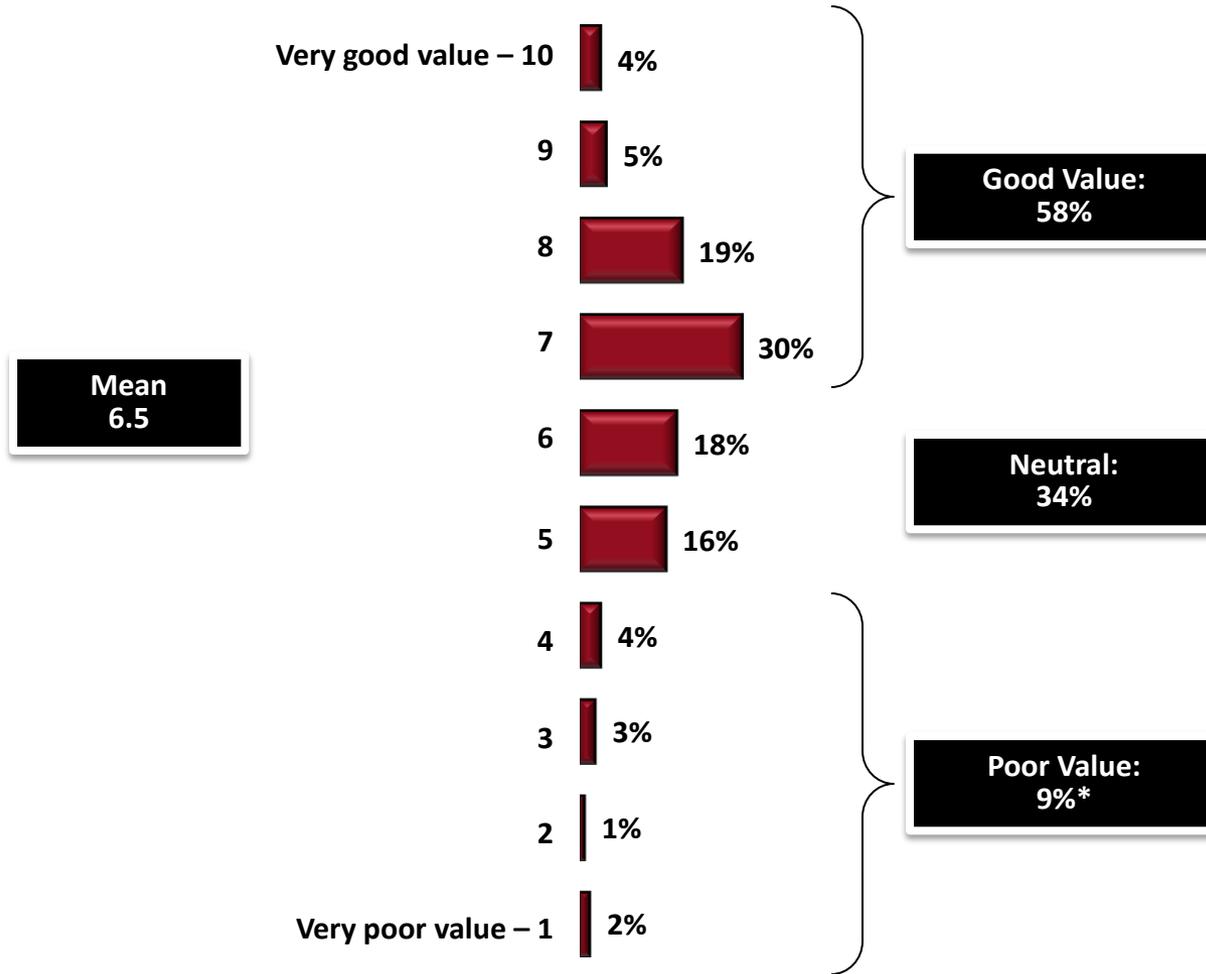
Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very or not at all knowledgeable about how City tax dollars are spent?



*Rounding

Perceived Value of Property Taxes

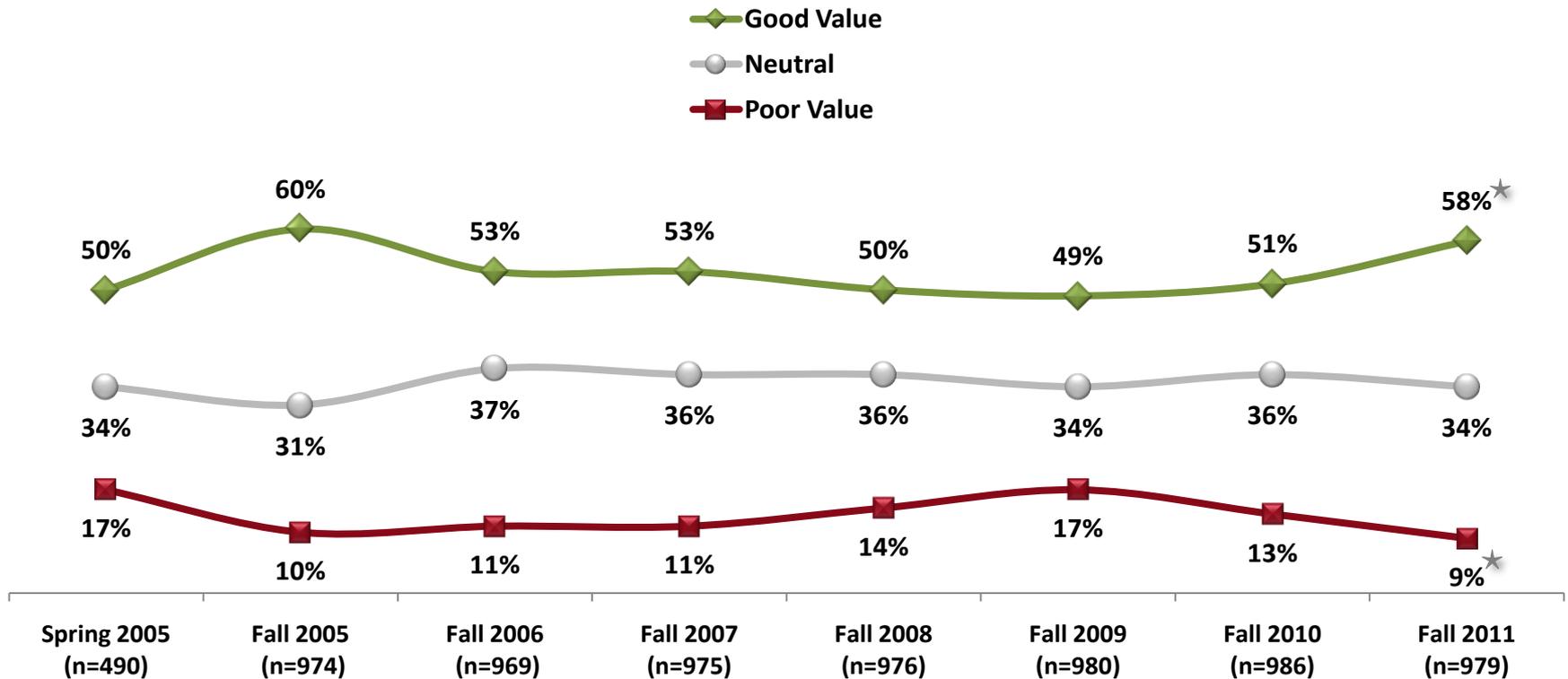
Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars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



*Rounding

Tracking Perceived Value of Property Taxes

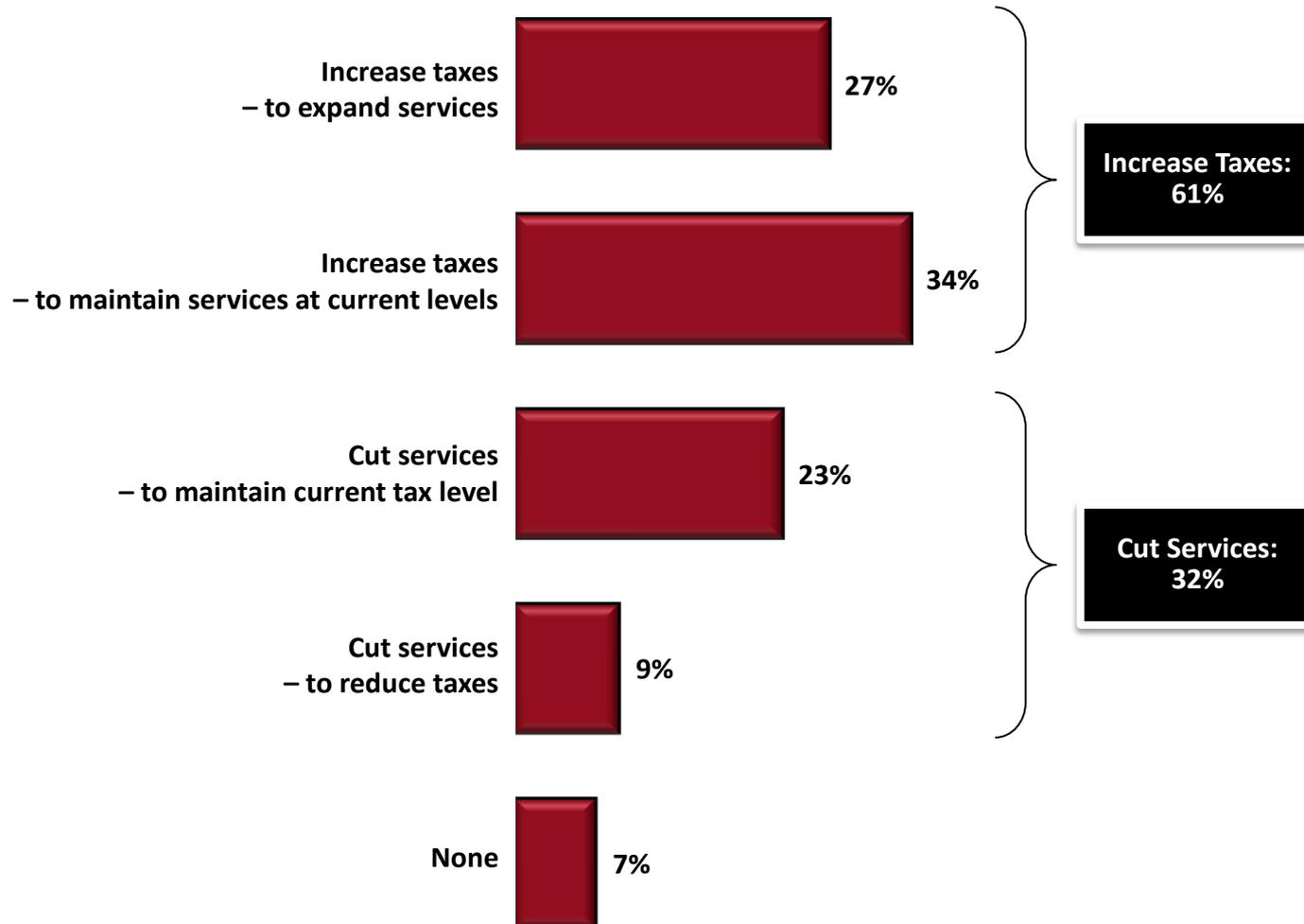
Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your property tax dollars using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



* Denotes statistically significant change 2010 to 2011

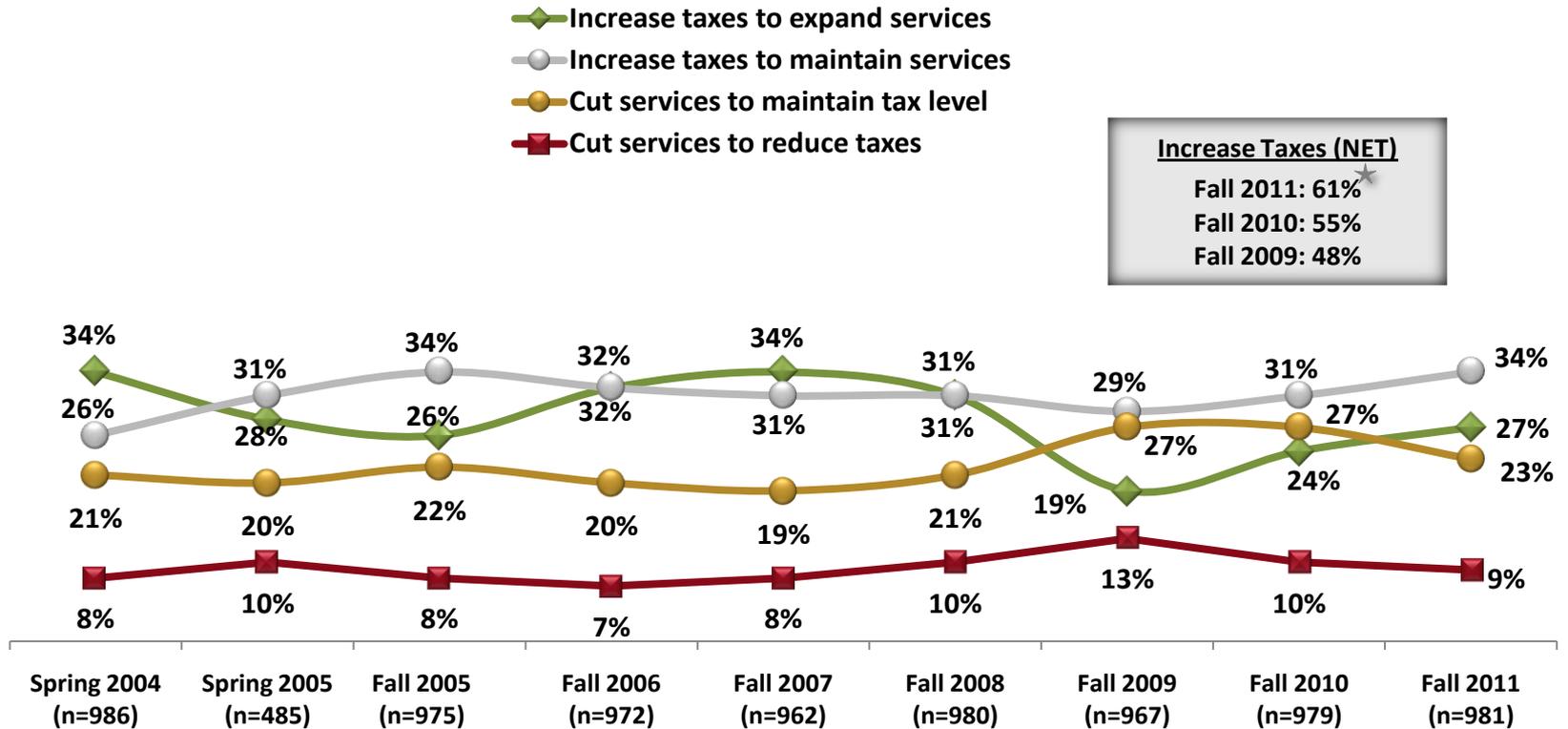
Balancing Taxation and Service Delivery Levels

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?



Tracking Balancing Taxation and Service Delivery Levels

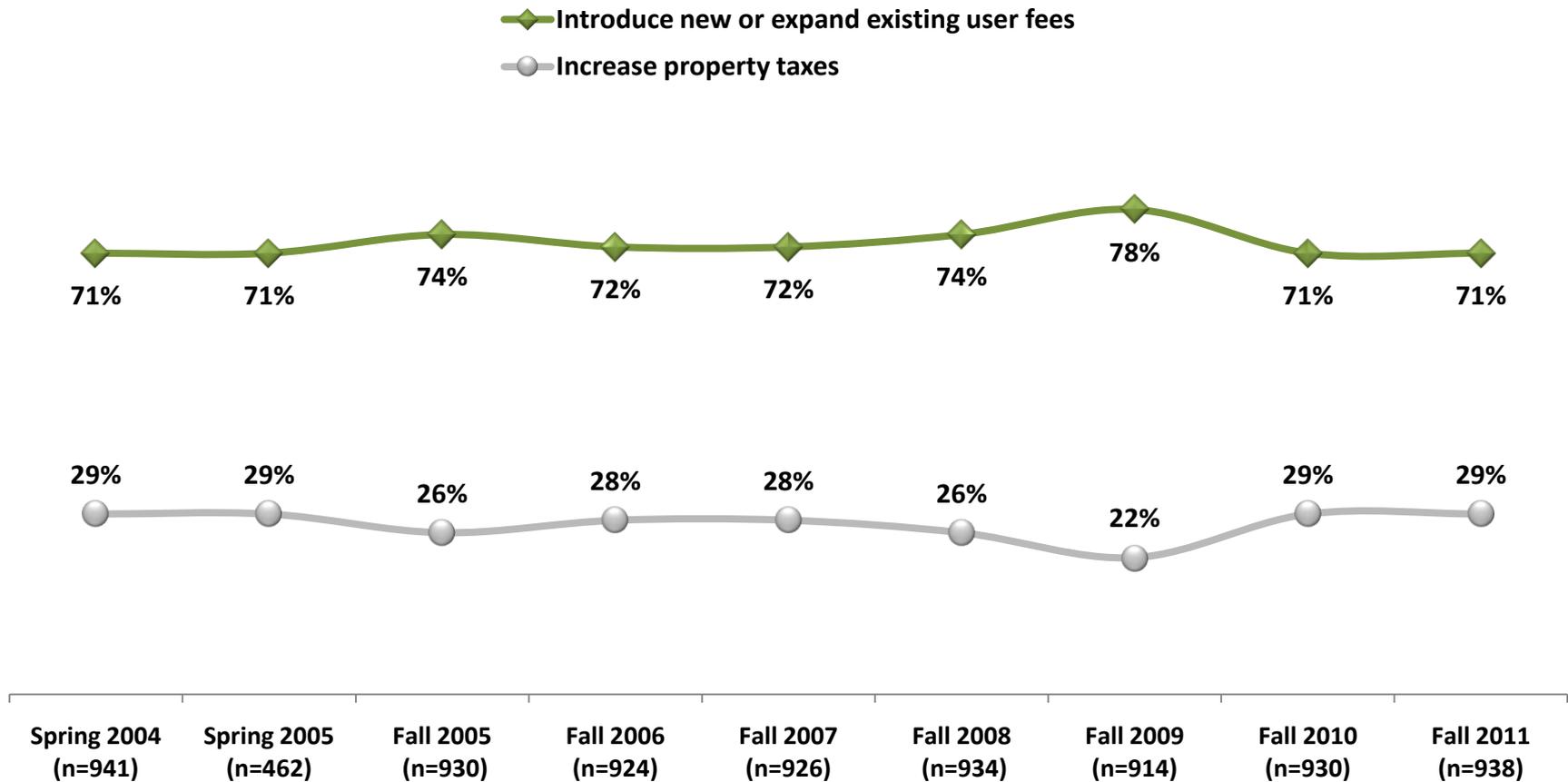
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*Denotes statistically significant change 2010 to 2011

Options for Increasing City Revenue

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





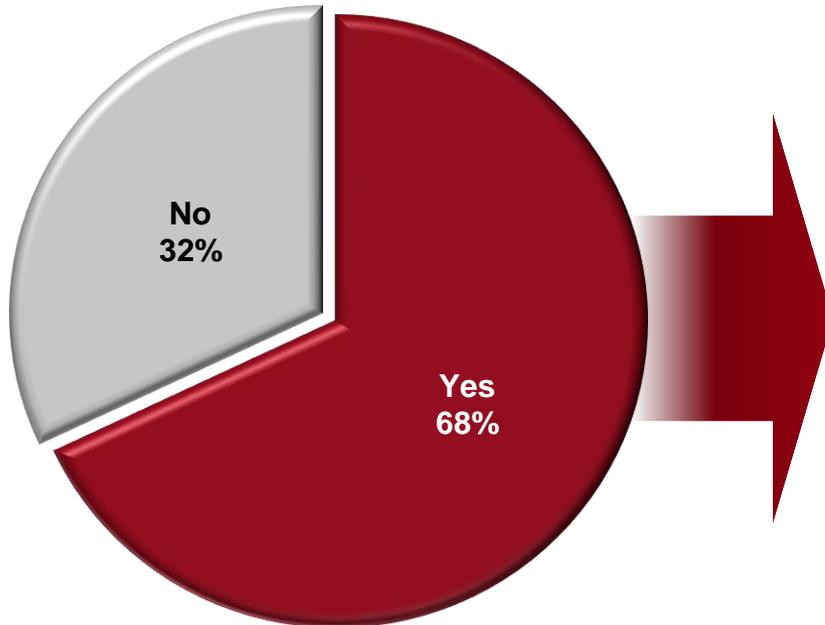
Detailed Findings

Contact with The City



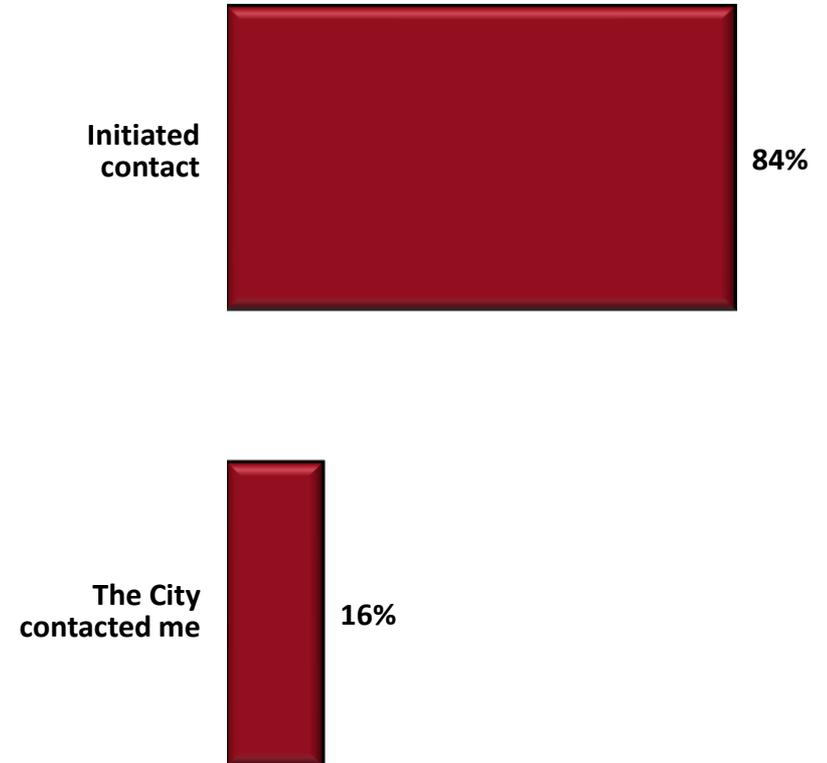
Contact with The City of Calgary

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



Base: Valid Respondents (n= 998)

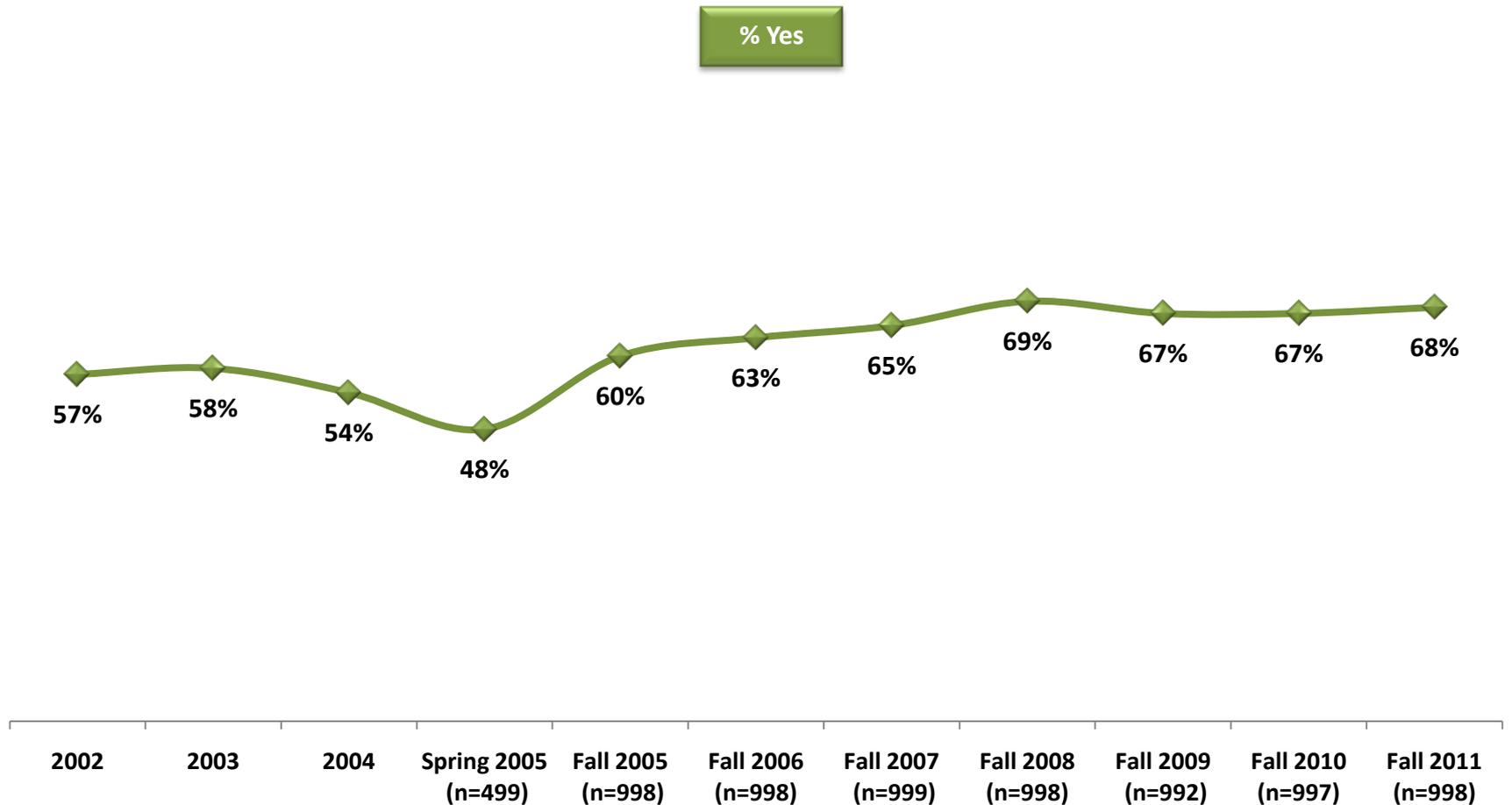
Thinking of the most recent time you had contact with The City, did you initiate this contact, or did The City contact you?



Base: Those who contacted or dealt with The City of Calgary in past year (Valid Respondents: n= 677)

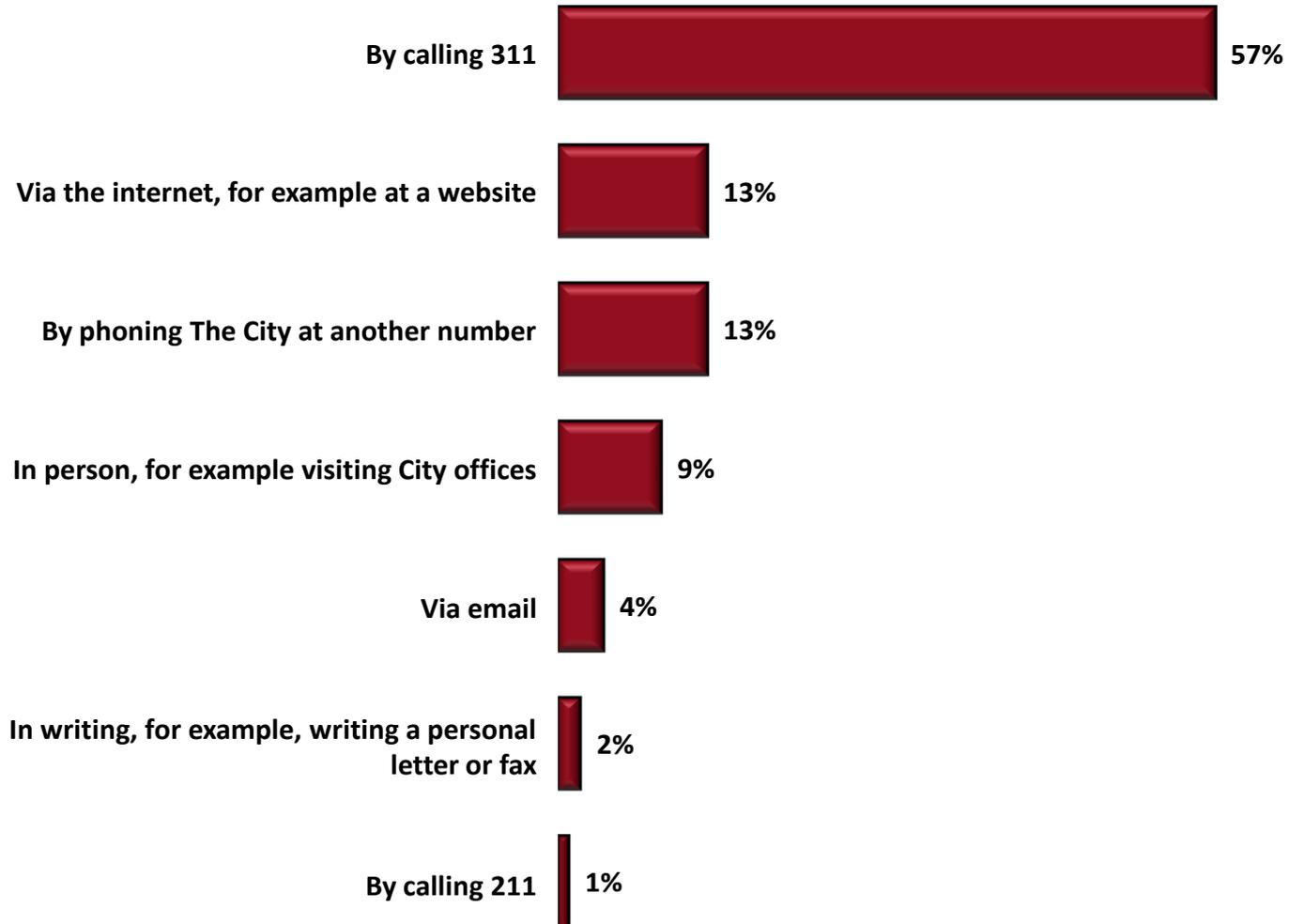
Tracking Past 12 Months Contact with The City of Calgary

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



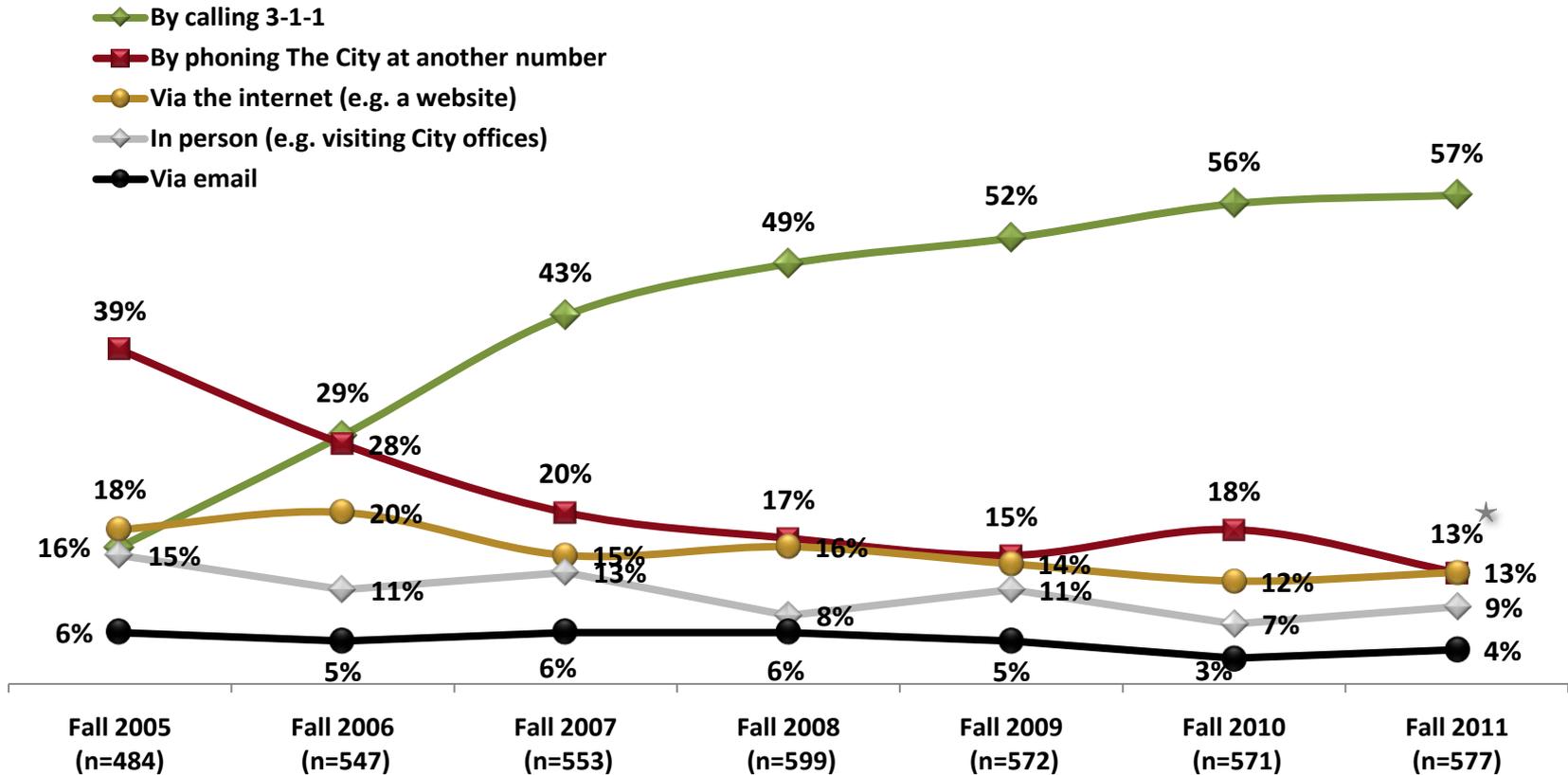
Type of Citizen-Initiated Contact

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



Tracking Type of Citizen-Initiated Contact

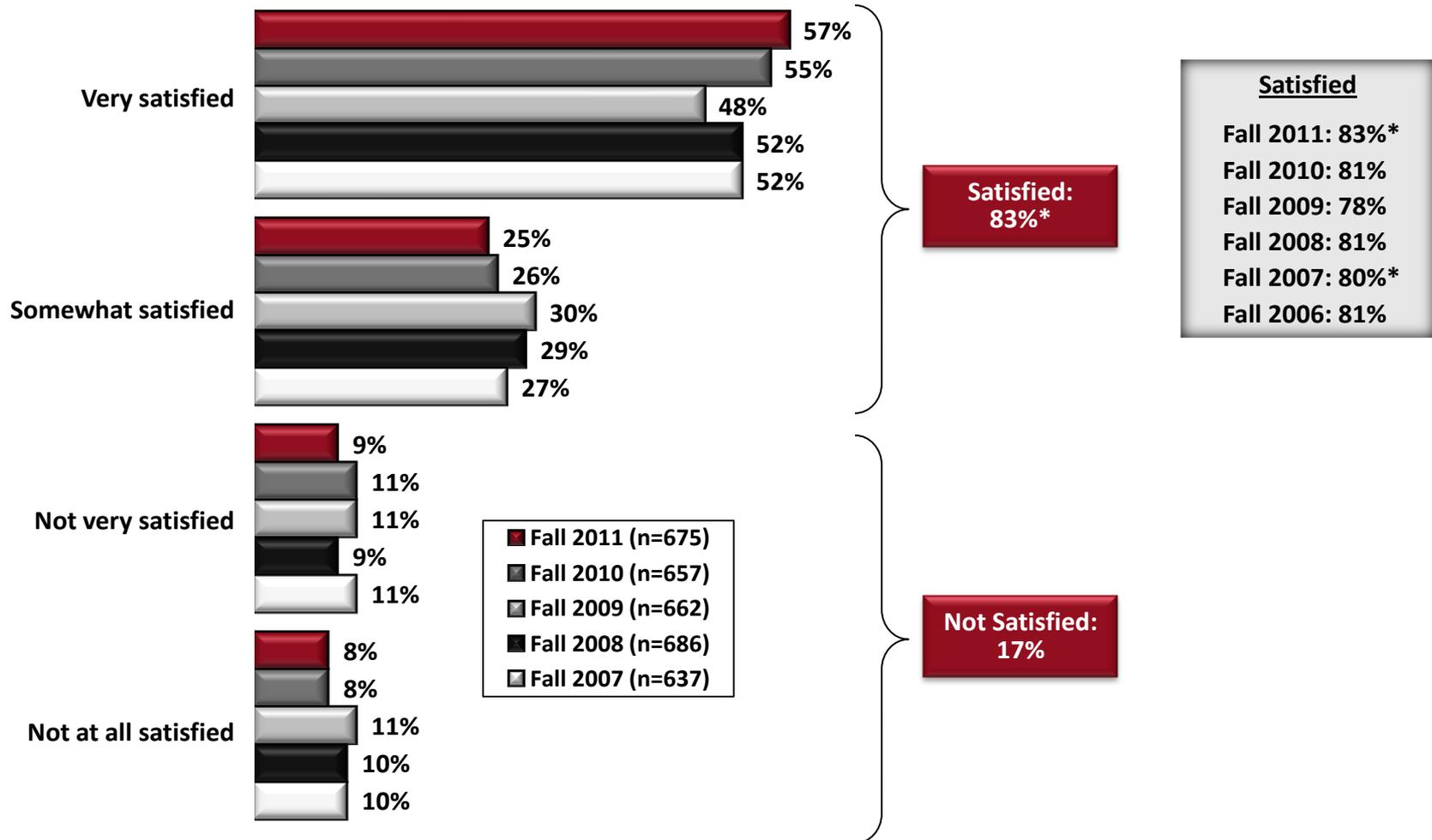
When you contacted The City, was it ...?



★ Denotes statistically significant change 2010 to 2011

Satisfaction with City Contact

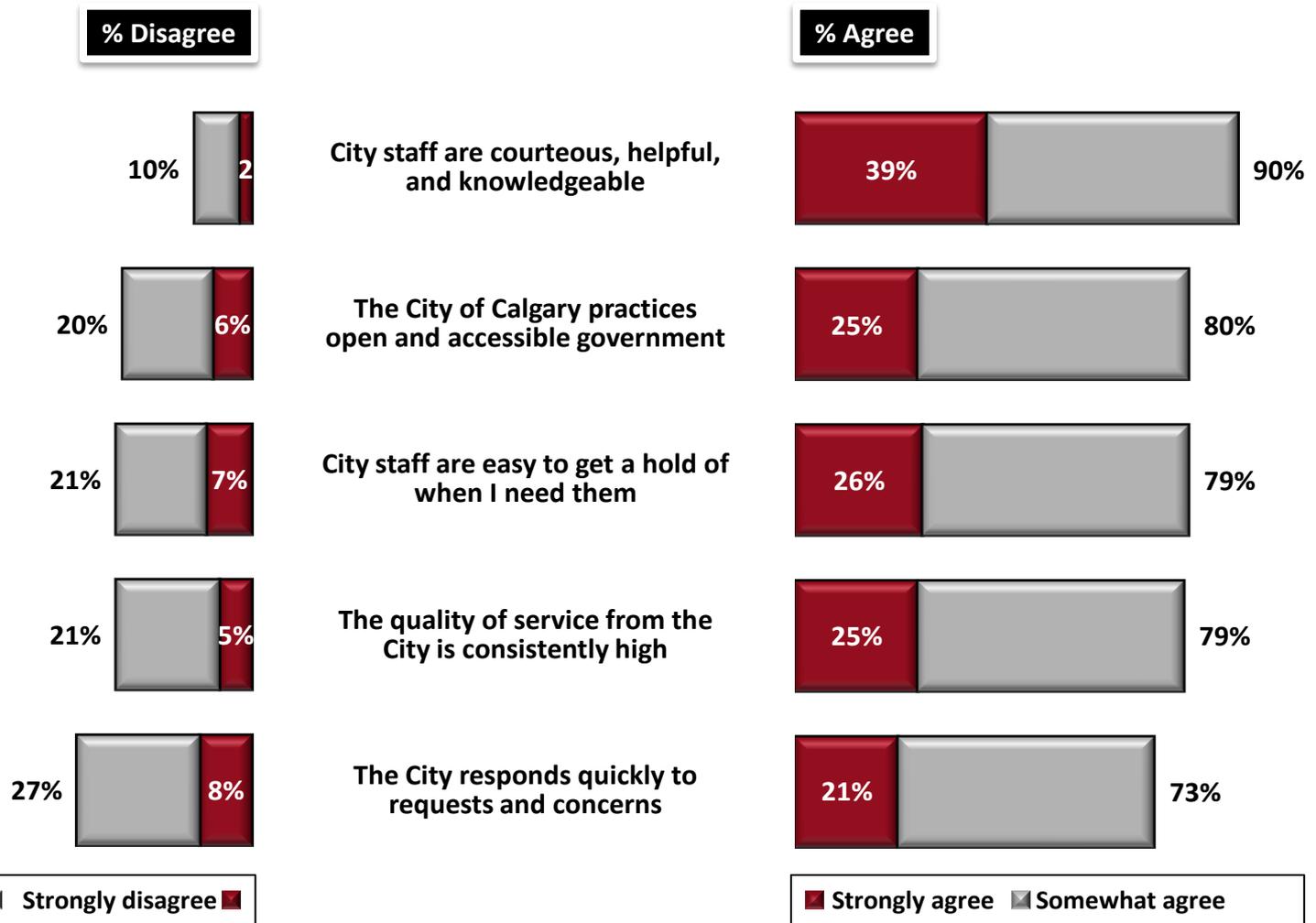
How satisfied were you with the most recent contact with The City?



*Rounding

Attitudes Regarding City Service Delivery and Transparency

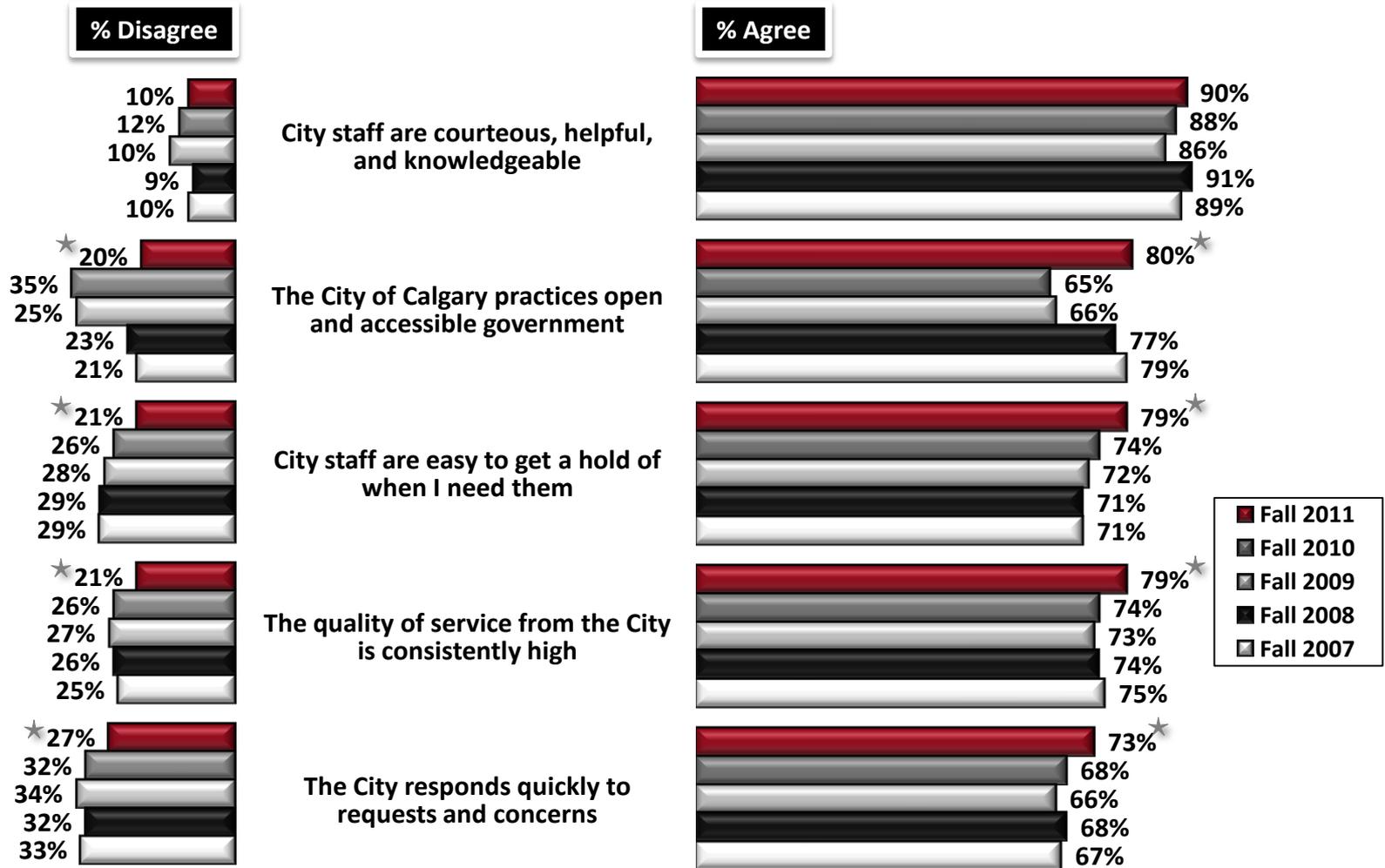
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City.





Tracking Attitudes Regarding City Service Delivery and Transparency

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.



* Denotes statistically significant change 2010 to 2011



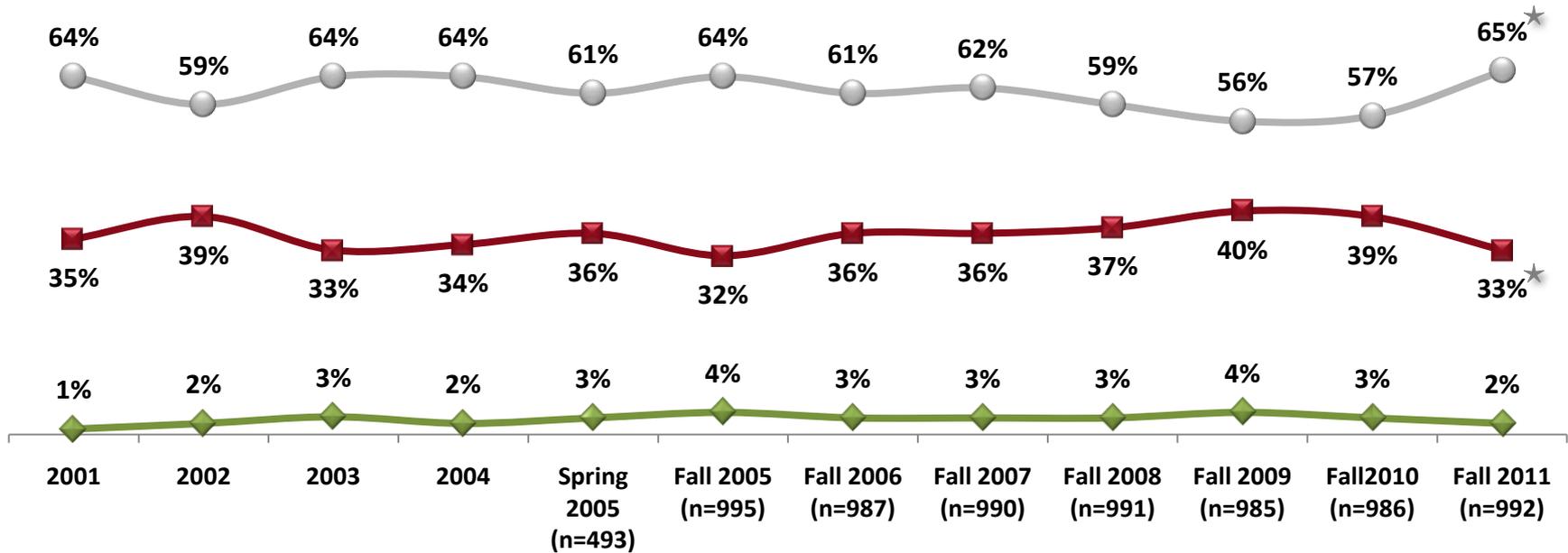
Detailed Findings City Communications



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?

● Just the right amount
 ■ Too little
 ◆ Too much

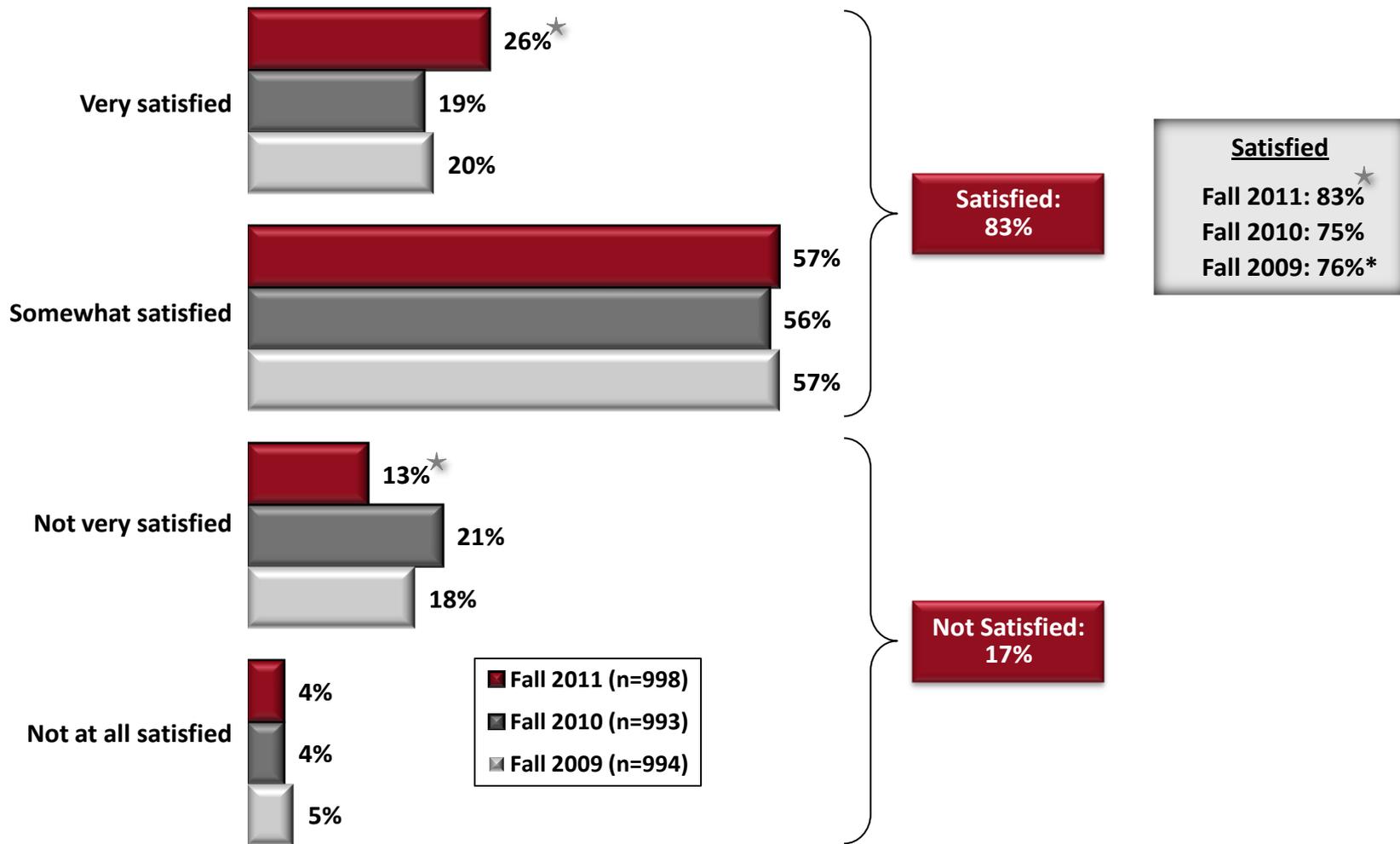


★ Denotes statistically significant change 2010 to 2011



Overall Satisfaction with Quality of City Information and Communications

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



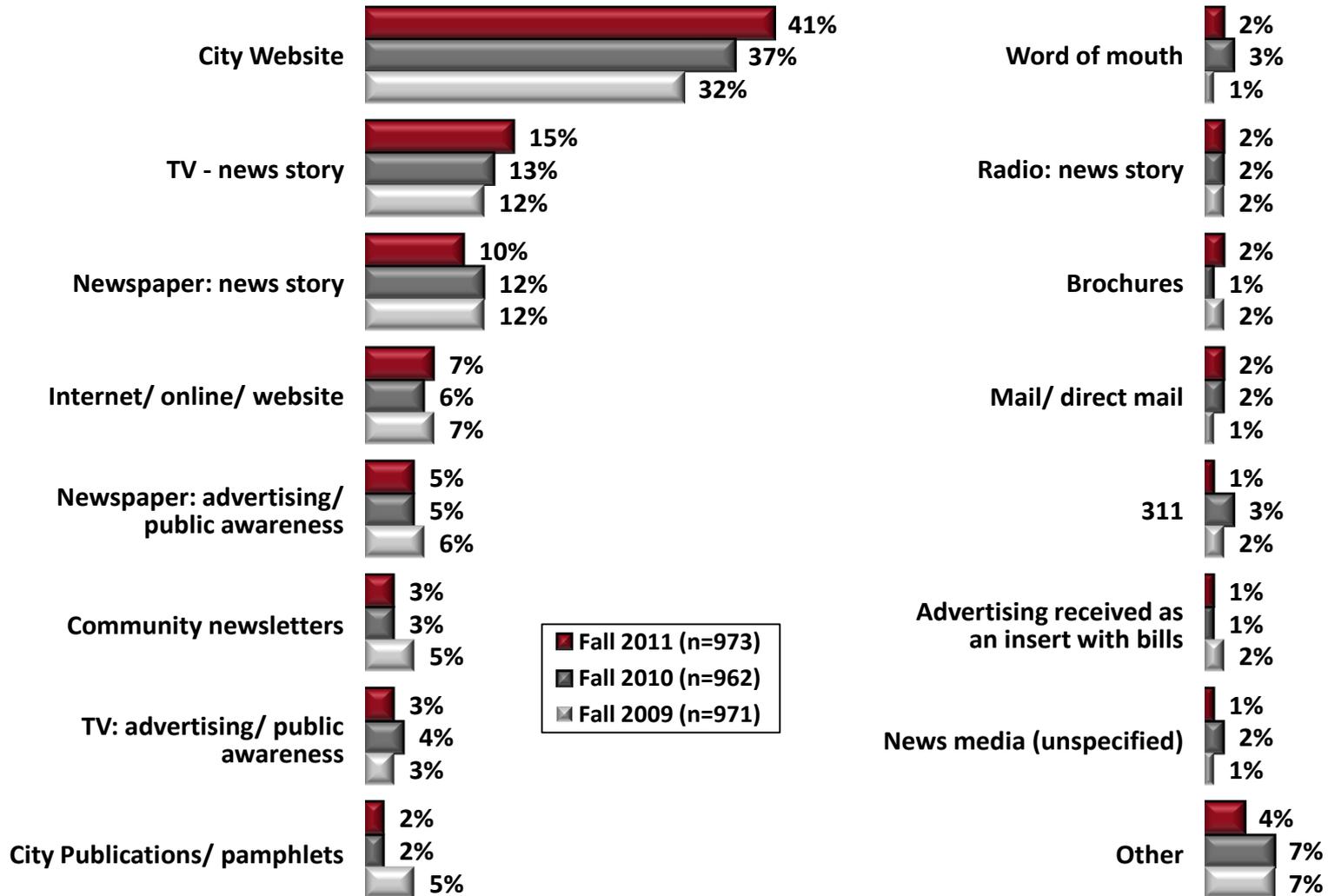
■ Fall 2011 (n=998)
■ Fall 2010 (n=993)
■ Fall 2009 (n=994)

*Denotes statistically significant change 2010 to 2011

*Rounding

Main Source of Information about City Programs, Services, and Policies

Today, what would you say is your main source of information about The City's programs, services, and policies?



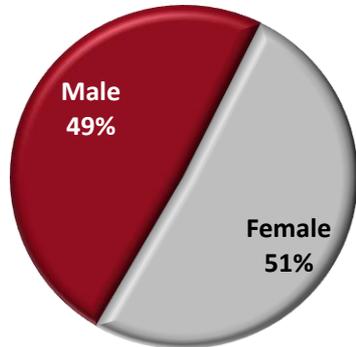
■ Fall 2011 (n=973)
■ Fall 2010 (n=962)
■ Fall 2009 (n=971)



Demographics



Gender



Age

Age Group	Percentage
18 to 24	6%
25 to 34	29%
35 to 44	22%
45 to 54	20%
55 to 64	11%
65 or more	11%
<i>Mean</i>	43.4

Education

Education Level	Percentage
Completed high school or less	16%
Some post secondary or college diploma	38%
Completed university degree or post-grad degree	46%

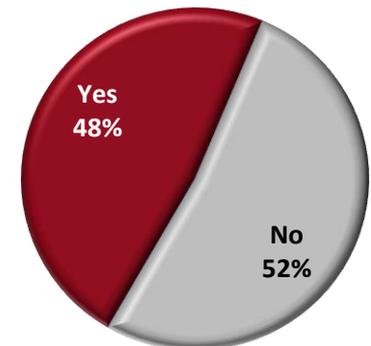
Income

Income Bracket	Percentage
Less than \$30,000	7%
\$30,000 to just under \$45,000	11%
\$45,000 to just under \$60,000	10%
\$60,000 to just under \$75,000	11%
\$75,000 to just under \$90,000	8%
\$90,000 to just under \$105,000	9%
\$105,000 to just under \$120,000	10%
\$120,000 and over (Net)	34%

Number of People In Household

Number of People	Percentage
1	17%
2	31%
3	22%
4	19%
5	7%
6+	4%

Children in Household

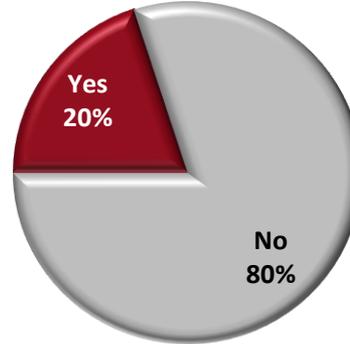


HH Size >1 (n=783)

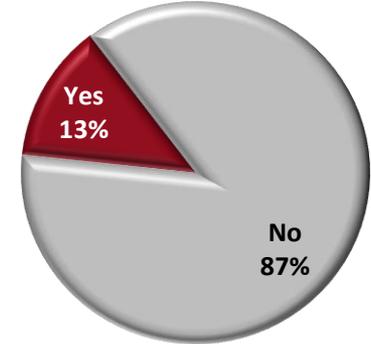
Tenure in Calgary

Less than 5 years	11%
5 to less than 10 years	15%
10 to less than 15 years	15%
15 to less than 20 years	8%
20 to less than 30 years	19%
30 to less than 40 years	17%
40 or more	15%
<i>Mean</i>	<i>22 years</i>

Visible Minority



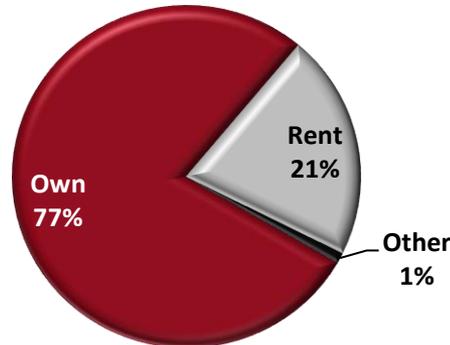
Disability



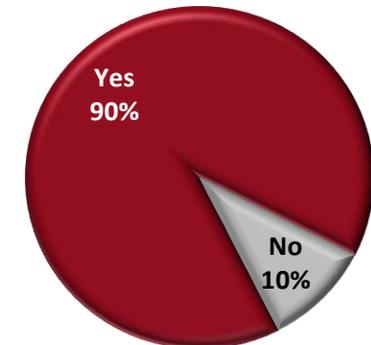
Type of Home

Apartment	8%
Townhouse	7%
Condominium	12%
Single-detached house	64%
Duplex-attached house	6%
Another type of multi-dwelling unit	3%

Own or Rent



Responsible for Property Taxes





Ipsos Reid

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THE CITY OF
CALGARY



Nobody's Unpredictable