

Calgary



# 2019 Quality of Life and Citizen Satisfaction Survey

Ward 5 Report

November 2019

Prepared for The City of Calgary by:

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Respondent Profile



**Telephone survey conducted** with a randomly selected sample of 2,502 Calgarians aged 18 years and older between August 19<sup>th</sup> and September 16<sup>th</sup>, 2019.

- Both landline (60%) and cell phone (40%) sample were used.
- The average interview length was 32 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 2018 Municipal and 2016 Federal Census data.



The **margin of error** (MOE) for the total City Wide sample of 2,502 is  $\pm 2.0$  percentage points, 19 times out of 20.

- A total of 153 interviews were conducted with residents of Ward 5 (MOE  $\pm 7.9\%$ ).

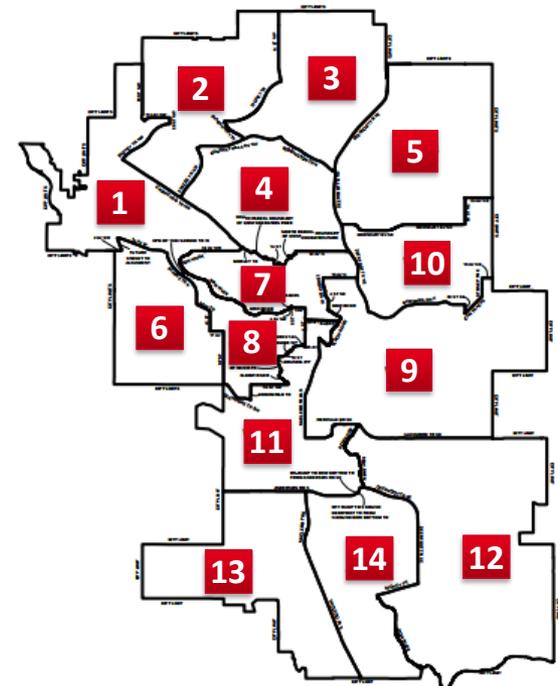


**Results for Ward 5 are compared to results City Wide.**

- ↑ indicates a number is significantly higher than City Wide.
- ↓ indicates a number is significantly lower than City Wide.

**Where possible, 2019 results for Ward 5 are compared to those from 2018.**

- Only significant differences are shown. Ward 5 2018





## Summary of Key Findings





# Key Findings:

## Quality of Life and Issue Agenda

Compared to City Wide measures, Ward 5 residents are more likely to feel that the quality of life has ‘improved’, yet are less likely to feel ‘safe’ in their neighbourhood.

The issue agenda in Ward 5 shares the top mention of “*infrastructure, traffic and roads*”, but “*crime*” ranks second in Ward 5 ahead of “*transit*” which is second City Wide.

- ❖ Eight-in-ten (80%) Ward 5 residents rate the overall quality of life in Calgary today as ‘good’ (on par with 83% City Wide).
- ❖ Results for Ward 5 are consistent with City Wide results for quality of life remaining the ‘same’ (41%, on par with 44% City Wide), are higher for ‘improved’ quality of life (29% vs. 16% City Wide) and are lower for ‘worsened’ quality of life (30% vs. 40% City Wide).
- ❖ Ward 5 residents are notably less likely than City Wide to agree they are proud to live in their neighbourhood (73% agree vs. 85% City Wide).
- ❖ Results in Ward 5 are lower than City Wide for the perceived safety of walking alone in their neighbourhood after dark (70% feel safe vs. 82% City Wide).
- ❖ In comparison to 2018, Ward 5 residents are less likely to agree that “*Calgary is moving in the right direction to ensure a better quality of life for future generations*” (56% vs. 70% in 2018) and are also less likely to ‘strongly’ agree that Calgary is on track to be a better city 10 years from now (25% ‘strongly’ agree vs. 41% in 2018).
- ❖ The top issues in Ward 5 are “*infrastructure, traffic and roads*” (38%, on par with 35% City Wide) and “*crime*” (21%, consistent with 15% City Wide).
  - In Ward 5 however, residents are less likely to mention “*transit*” (8%, lower than 17% City Wide) and “*taxes*” (5%, lower than 11% City Wide).
- ❖ Mentions of “*environment and waste management*” are notably higher among Ward 5 residents (20%) than City Wide (7%) and Ward 5 mentions of “*homeless, poverty and affordable housing*” have increased (5%, up from 0% in 2018).



# Key Findings:

## Importance of City Programs and Services

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**The level of importance that Ward 5 residents places on an array of programs and services is higher than City Wide.**

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- ❖ Ward 5 residents express higher importance ratings in comparison to City Wide for:
  - Residential Green Cart service (92%, higher than 82% City Wide);
  - The City of Calgary's website (91%, higher than 79% City Wide);
  - Bylaw services (94%, higher than 79% City Wide); and,
  - Animal control services (93%, higher than 77% City Wide).
- ❖ When looking at 'very' important ratings, Ward 5 residents place significantly higher ratings on 16 programs and services, whereas notable lower 'very' important ratings are not identified for any program or service assessed.
- ❖ In comparison to last year, Ward 5 residents show a notable increase in the importance of The City of Calgary's website (91%, up from 77% in 2018).
- ❖ Ward 5 residents show shifts in 'very' important ratings since last year for:
  - City-operated roads and infrastructure (72% 'very' important, lower than 89% in 2018);
  - Traffic flow management (67% 'very' important, lower than 83% in 2018);
  - Road maintenance (78% 'very' important, lower than 90% in 2018);
  - Residential Blue Cart recycling (82% 'very' important, higher than 68% in 2018);
  - Land use planning (71% 'very' important, higher than 54% in 2018);
  - Development and building inspections and permits (73% 'very' important, higher than 57% in 2018).
  - Business licenses and inspections (77% 'very' important, higher than 59% in 2018).



# Key Findings:

## Satisfaction with City Programs and Services

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**Overall satisfaction with City programs and services in Ward 5 is consistent with City Wide measures.**

**Ward 5 satisfaction with many specific programs and services; however, is higher than City Wide.**

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- ❖ Almost three-quarters (73%) of Ward 5 residents are satisfied with the overall level and quality of municipal services and programs, similar to 74% City Wide.
- ❖ Satisfaction with programs and services in Ward 5 differs from City Wide for:
  - 311 service (84%, lower than 93% City Wide);
  - Snow removal (62%, lower than 75% City Wide);
  - Traffic flow management (86%, higher than 69% City Wide), including 'very' satisfied ratings (37%, higher than 17% City Wide);
  - On-street bikeways (73%, higher than 60% City Wide), including 34% 'very' satisfied, higher than 19% City Wide;
  - Residential Blue Cart recycling (77% 'very' satisfied, higher than 60% City Wide);
  - Support for arts and culture (45% 'very' satisfied, higher than 29% City Wide);
  - Business licenses and inspections (47% 'very' satisfied, higher than 24% City Wide);
  - Roads and infrastructure (38% 'very' satisfied, higher than 23% City Wide);
  - Development and building inspections and permits (42% 'very' satisfied, higher than 22% City Wide);
  - Social services (35% 'very' satisfied, higher than 19% City Wide);
  - Transportation planning (29% 'very' satisfied, higher than 18% City Wide);
  - Land use planning (29% 'very' satisfied, higher than 17% City Wide); and,
  - Traffic flow management (37% 'very' satisfied, higher than 17% City Wide).
- ❖ Significant differences in satisfaction in Ward 5 since 2018 emerge for:
  - 311 service (84%, lower than 94% in 2018);
  - Calgary Police Service (94%, higher than 83% in 2018);
  - Residential Blue Cart recycling (77% 'very' satisfied, higher than 59% in 2018); and,
  - City growth management (17% 'very' satisfied, lower than 34% in 2018).

# Key Findings:

## Investment in Programs and Services

**A significantly higher proportion of Ward 5 residents want 'more' investment in numerous City programs and services in comparison to City Wide measures.**

- ❖ Ward 5 residents are more likely than City Wide to want to see The City invest *more* in:
  - Calgary Transit (71%, higher than 56% City Wide);
  - Road maintenance (68%, higher than 54% City Wide);
  - Snow removal (73%, higher than 52% City Wide);
  - Calgary's parks, playgrounds and open spaces (58%, higher than 41% City Wide);
  - City growth management (56%, higher than 40% City Wide);
  - Community services (48%, higher than 35% City Wide);
  - Calgary 9-1-1 (51%, higher than 34% City Wide);
  - Protection from river flooding (38%, higher than 27% City Wide);
  - Property tax assessment (46%, higher than 27% City Wide);
  - Development and building inspections and permits (39%, higher than 26% City Wide);
  - 311 service (42%, higher than 21% City Wide);
  - Residential garbage collection (35%, higher than 19% City Wide);
  - City of Calgary website (31%, higher than 19% City Wide);
  - Spring road cleaning (34%, higher than 18% City Wide);
  - Bylaw services (29%, higher than 16% City Wide); and,
  - Animal control services (23%, higher than 13% City Wide).
- ❖ In comparison to last year, Ward 5 residents are less likely to want *more* investment in:
  - Traffic flow management (43%, down from 62% in 2018);
  - City-operated roads and infrastructure (35%, down from 67% in 2018); and,
  - Disaster planning and response (32%, down from 51% in 2018).
- ❖ In 2019, a higher proportion of Ward 5 residents would like *more* investment in property tax assessment (46%, up from 28% in 2018).



## Key Findings: Primary Strengths and Weaknesses

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**Primary strengths and weaknesses with programs and services are quite consistent with City Wide results.**

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- ❖ Community Services and 311 service are considered 'primary strengths' City Wide but are neither 'primary strengths' nor 'primary weaknesses' in Ward 5.
- ❖ City Wide, Calgary Transit is identified as a 'primary weakness', but in Ward 5, Calgary Transit is neither a 'primary strength' nor a 'primary weakness'.

## Key Findings: Taxation

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**Ward 5 residents' views on taxation are largely consistent with City Wide results.**

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- ❖ Slightly more than one-half (53%) of Ward 5 residents give The City a 'good value' rating for the value of their property tax dollars (on par with 54% City Wide).
- ❖ In Ward 5, 56% of residents say they are knowledgeable about how City tax dollars are spent (similar to 57% City Wide).
- ❖ In order for The City to maintain or expand services, Ward 5 residents' preference skews to cutting services (51%, on par with 50% City Wide) over increasing taxes (40%, on par with 44% City Wide).
- ❖ Should The City need to increase revenue for new services, Ward 5 residents would prefer The City expand existing user fees (52%, on par with 48% City Wide) or introduce new service fees (43%, on par with 39% City Wide) instead of increasing property taxes (6%, notably lower than 12% City Wide).
- ❖ More than nine-in-ten (92%) Ward 5 residents are interested in knowing how their property tax dollars are invested in City services (similar to 94% City Wide).
- ❖ More than six-in-ten (62%) Ward 5 residents feel The City does a good job of providing citizens with information about how their property tax dollars are spent (on par with 55% City Wide).

# Key Findings: Customer Service and Communications

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**Ward 5 residents tend to have more positive customer service experiences than City Wide.**

**Ward 5 residents also express more positive views regarding City communications in comparison to City Wide results.**

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- ❖ Just over six-in-ten Ward 5 residents (63%, on par with 62% City Wide) contacted The City within the past year.
- ❖ Three-quarters (75%) of Ward 5 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service (on par with 74% City Wide).
- ❖ Ward 5 residents are more likely than City Wide to contact the City through The City's Twitter account (4%, 3 points higher than City Wide).
- ❖ Ward 5 residents provide significantly higher 'strongly' agree ratings for City customer service experiences for five metrics assessed.
- ❖ Satisfaction with the overall quality of City information and communications is significantly higher in Ward 5 (83%) vs. City Wide (75%).
- ❖ Positive ratings for how The City communicates with citizens about its services, programs, policies and plans is also notably higher in Ward 5 (83% say 'very good' or 'good') vs. City Wide (72%).
  - 'Very good' ratings are also statistically higher in Ward 5 (22%) vs. City Wide (13%).
- ❖ Six-in-ten (60%) Ward 5 residents indicate they have access to 'just the right amount' from The City (similar to 54% City Wide), yet are less likely to feel they have access to 'too little' information (35%, lower than 44% City Wide) and are more likely to say they have access to 'too much' information (5% vs. 2% City Wide).



# Key Findings: City Reputation and Performance

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**Trust in The City is notably higher among Ward 5 residents in comparison to City Wide measures.**

**Perceptions of transparency and citizen input are also significantly higher in Ward 5 than City Wide.**

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- ❖ One-half (51%) of Ward 5 residents have a favourable impression of The City of Calgary (on par with 50% City Wide).
- ❖ Trust in The City is significantly higher among Ward 5 residents (65% vs. 52% City Wide), including Ward 5 residents trusting The City ‘a great deal’ (29%, higher than 20% City Wide).
- ❖ Ward 5 residents are more satisfied with two of the three government performance areas evaluated:
  - City Council (73% satisfied, higher than 55% City Wide);
  - City of Calgary, including Council and Administration (82% satisfied, higher than 70% City Wide); and,
  - City Administration (82% satisfied, consistent with 79% City Wide).
- ❖ Ward 5 residents are more likely to agree that City Council and Administration work collaboratively (79%, higher than 66% City Wide).
- ❖ Perceptions of transparency and citizen input are notably higher in Ward 5 in comparison to City Wide measures:
  - Eight-in-ten (80%) Ward 5 residents agrees that “*The City practices open and accessible government*” (higher than 71% City Wide);
  - More than three-quarters (77%) of Ward 5 residents feel that “*The City is working to improve how it includes citizen input into decisions*” (higher than 68% City Wide);
  - More than three-quarters (77%) of Ward 5 residents also agree that “*The City uses citizen input in decision-making*” (higher than 65% City Wide); and,
  - Three-quarters (75%) of Ward 5 residents agree that “*The City allows citizens to have meaningful input into decision-making*” (higher than 60% City Wide).

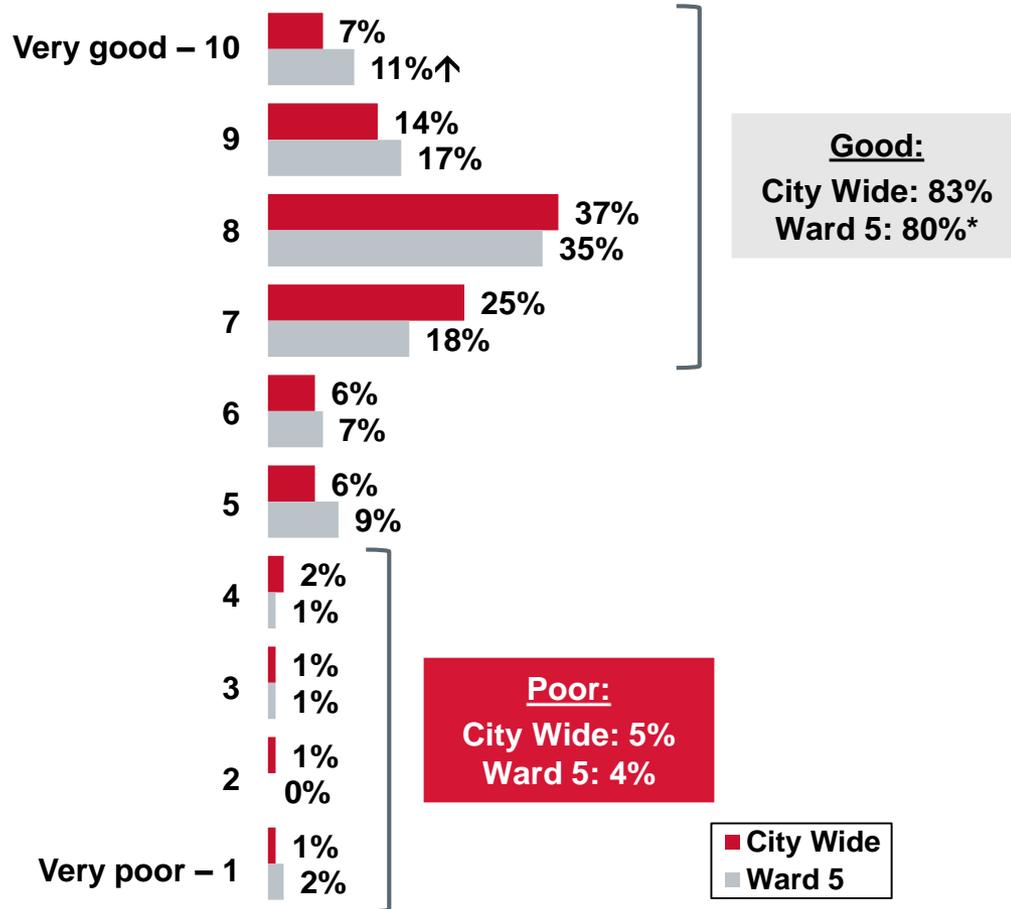


## Quality of Life





# Overall Quality of Life in Calgary



\*Rounding

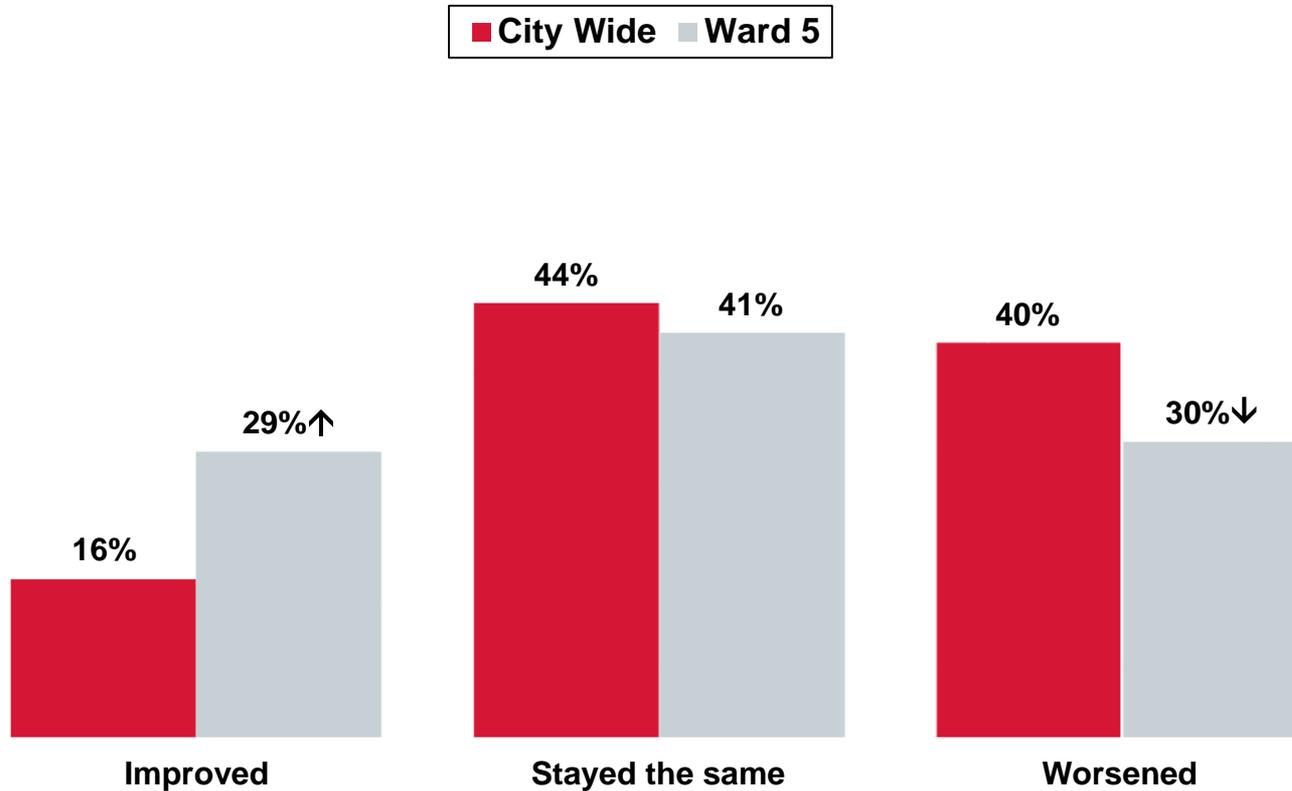
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

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

Base: Valid respondents (City Wide: n=2,498 / Ward 5: n=152)



# Perceived Change in the Quality of Life



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

Base: Valid respondents (City Wide: n=2,483 / Ward 5: n=152)

↑ Statistically higher than City Wide

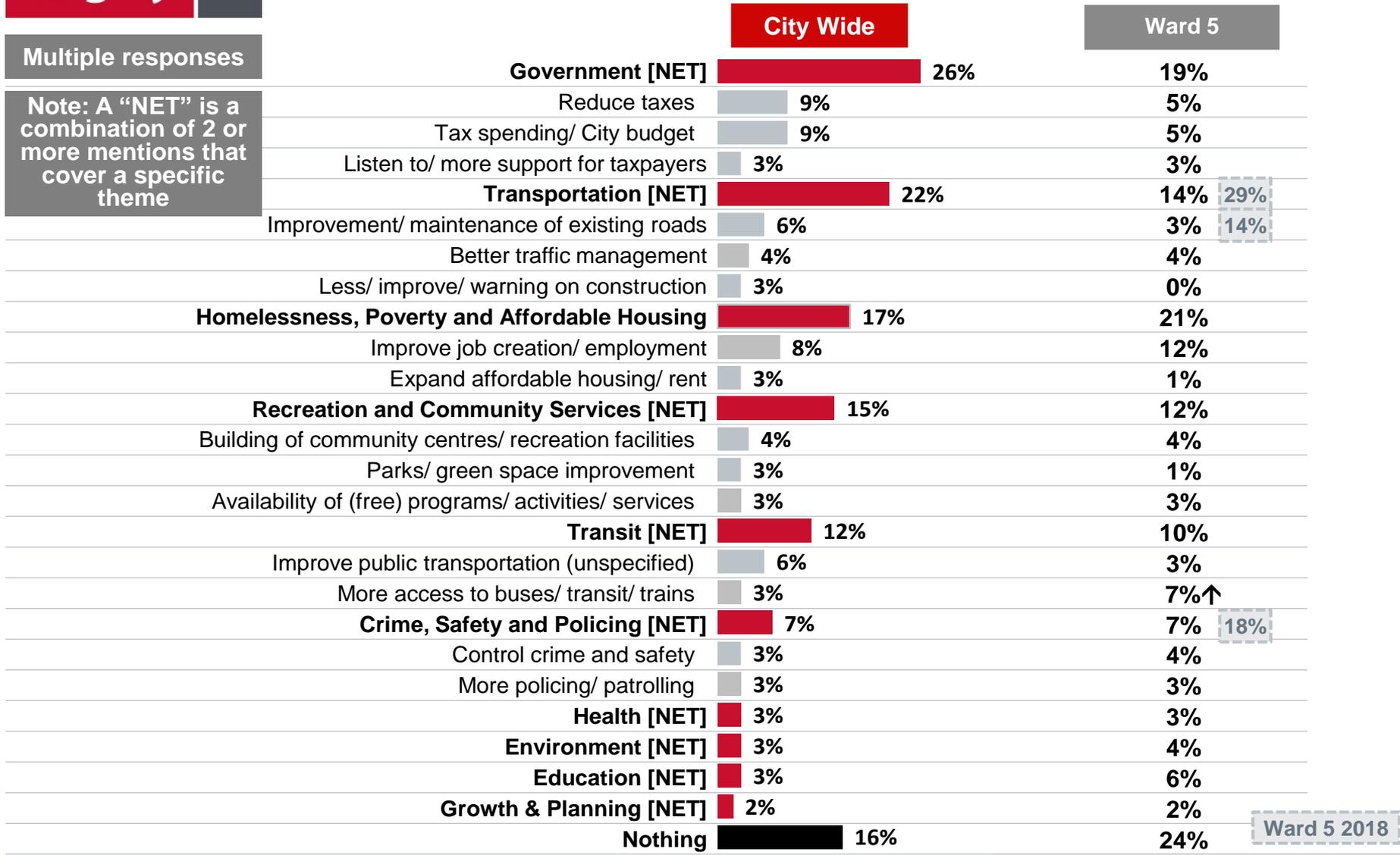
↓ Statistically lower than City Wide



# Actions to Improve the Quality of Life

Multiple responses

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



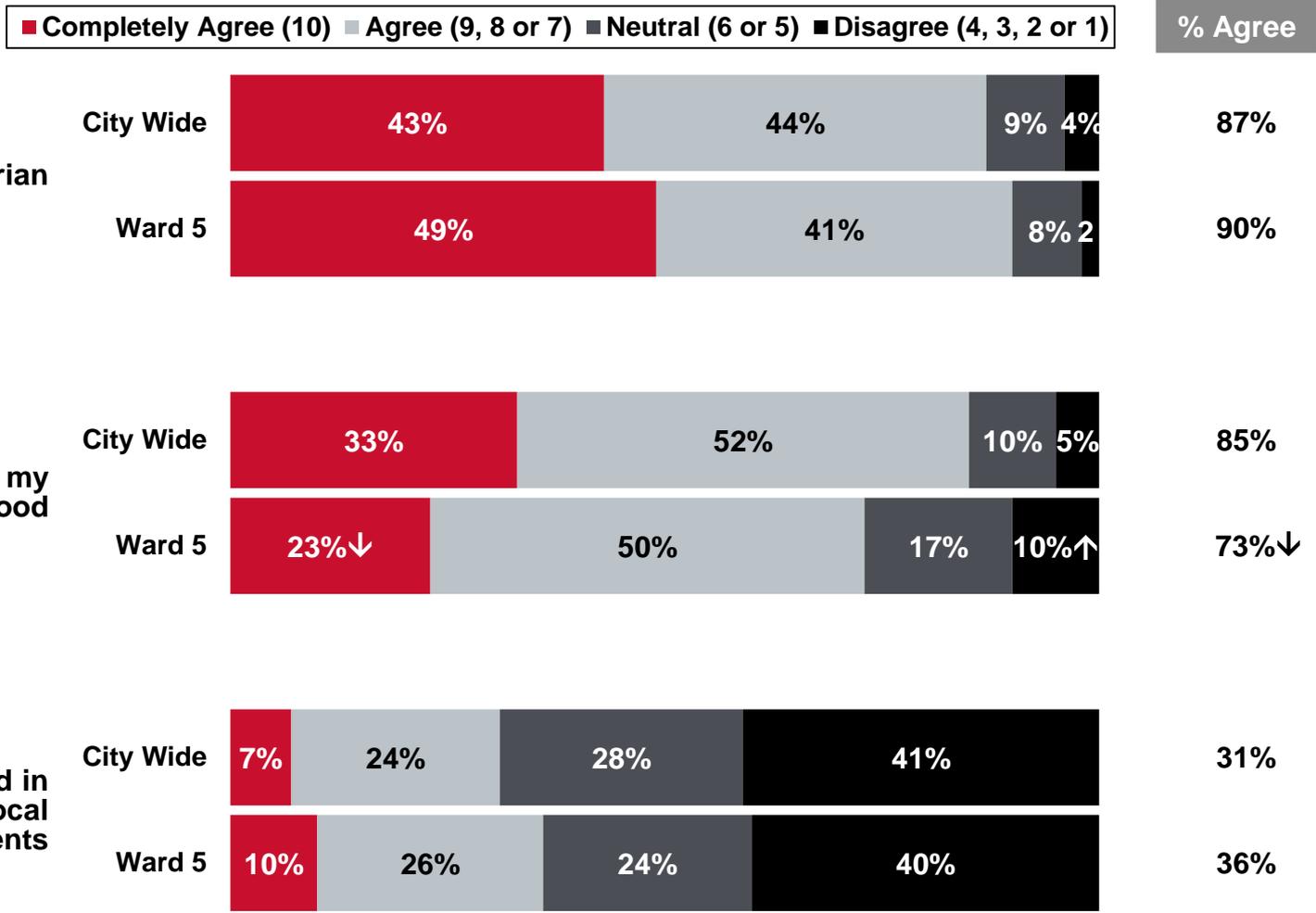
Ward 5 2018

↑Statistically higher than City Wide  
 ↓Statistically lower than City Wide  
 NET mentions of <2% are not shown

Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?  
 Base: Valid respondents (City Wide: n=2,331 / Ward 5: n=146)



# Sustainability: Connectedness



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)

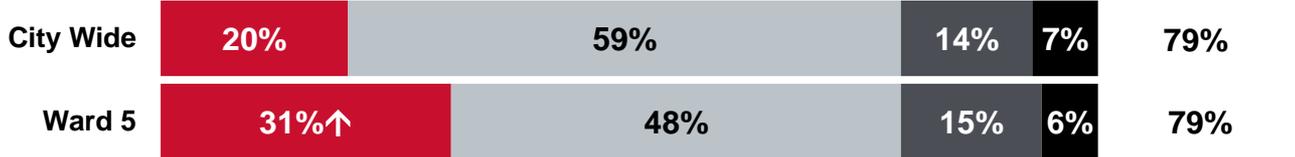
↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide



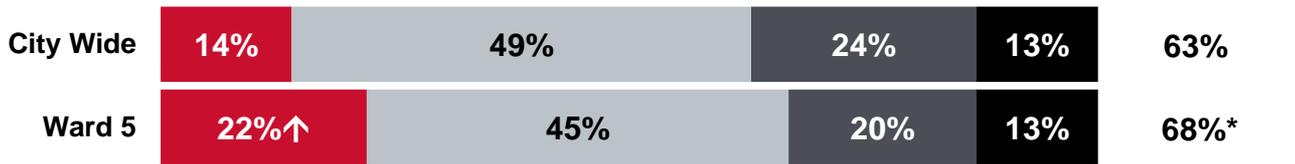
# Sustainability: Making a Life and Living, Inclusivity and Direction for the Future

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

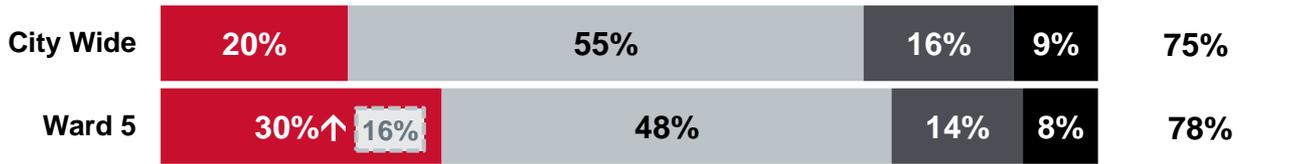
Calgary is a great place to make a life



Calgary is a great place to make a living



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



Calgary is moving in the right direction to ensure a high quality of life for future generations



\*Rounding

Ward 5 2018

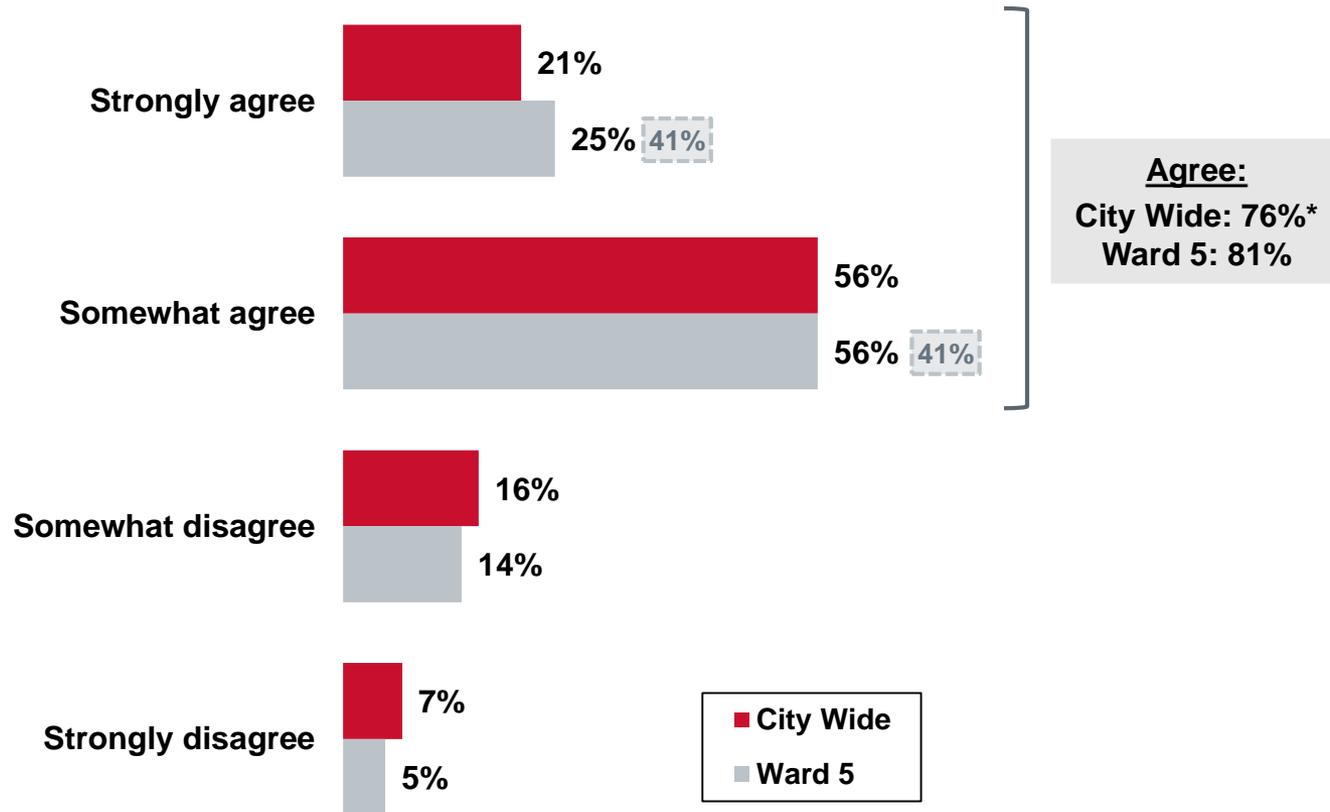
<sup>↑</sup> Statistically higher than City Wide  
<sup>↓</sup> Statistically lower than City Wide

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

Base: Valid respondents (Bases vary)



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



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

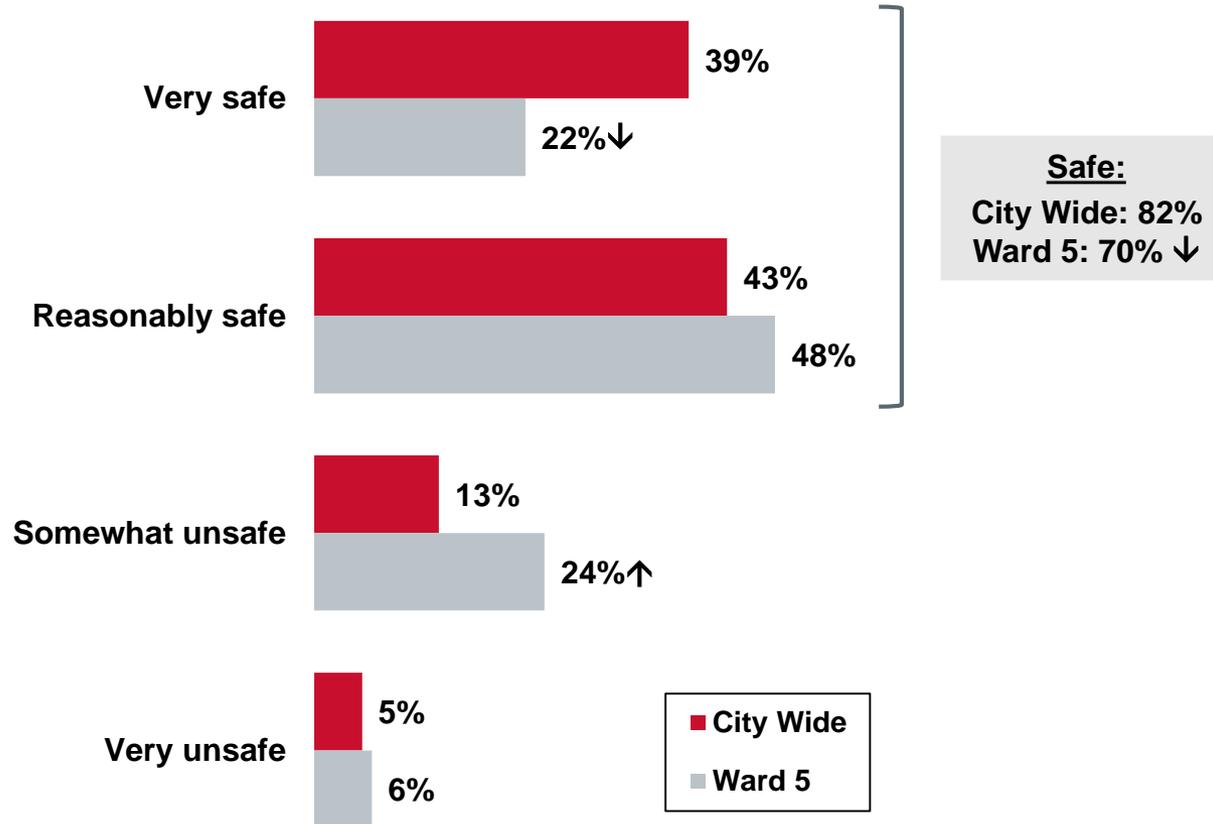
Base: Valid respondents (City Wide: n=2,485 / Ward 5: n=152)

\*Rounding

Ward 5 2018



# Perceived Safety in Own Neighbourhood



*How safe do you feel or would you feel walking alone in your neighbourhood after dark?*  
 Base: Valid respondents (City Wide: n=2,497 / Ward 5: n=153)

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



## Issue Agenda





# Issue Agenda

City Wide

Ward 5

■ First Mention ■ Other Mentions

Multiple responses

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

Issue	City Wide (First)	City Wide (Other)	City Wide (NET)	Ward 5
<b>Infrastructure, Traffic &amp; Roads [NET]</b>	<b>24%</b>	<b>11%</b>	<b>35%</b>	<b>38%</b>
Traffic congestion	5%	7%		6%
Road conditions	4%	7%		8%
Infrastructure maintenance	5%	6%		4%
(Lack of) snow removal	4%	5%		12%↑
Roads (unspecified)	4%	5%		6%
Too much/poorly planned/delayed road construction	3%	5%		1% 7%
<b>Transit [NET]</b>	<b>12%</b>	<b>5%</b>	<b>17%</b>	<b>8%↓</b>
Public Transportation (incl. buses/ C-train/ poor service)	6%	8%		5%
Transportation (unspecified)	4%	6%		2%
Transit system improvements	4%	6%		4% 0%
<b>Crime, Safety &amp; Policing [NET]</b>	<b>10%</b>	<b>5%</b>	<b>15%</b>	<b>21%</b>
Breaking and entering/gangs/drugs	6%	9%		14%
Public safety	4%	6%		8%
<b>Budget &amp; Spending [NET]</b>	<b>8%</b>	<b>11%</b>		<b>7%</b>
<b>Taxes [NET]</b>	<b>8%</b>	<b>11%</b>		<b>5%↓</b>
<b>Economy [NET]</b>	<b>6%</b>	<b>8%</b>		<b>9%</b>
<b>Education [NET]</b>	<b>5%</b>	<b>8%</b>		<b>7%</b>
<b>Recreation [NET]</b>	<b>4%</b>	<b>7%</b>		<b>4%</b>
<b>Environment and Waste Management [NET]</b>	<b>4%</b>	<b>7%</b>		<b>20%↑</b>
<b>Growth and Planning [NET]</b>	<b>5%</b>	<b>5%</b>		<b>3%</b>
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>	<b>4%</b>	<b>4%</b>		<b>5% 0%</b>
<b>Healthcare [NET]</b>	<b>4%</b>	<b>4%</b>		<b>2%</b>
<b>None</b>	<b>11%</b>			<b>8% 19%</b>

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

Ward 5 2018

NET mentions of <4% are not shown

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

Base: Valid respondents (City Wide: n=2,422 / Ward 5: n=150)

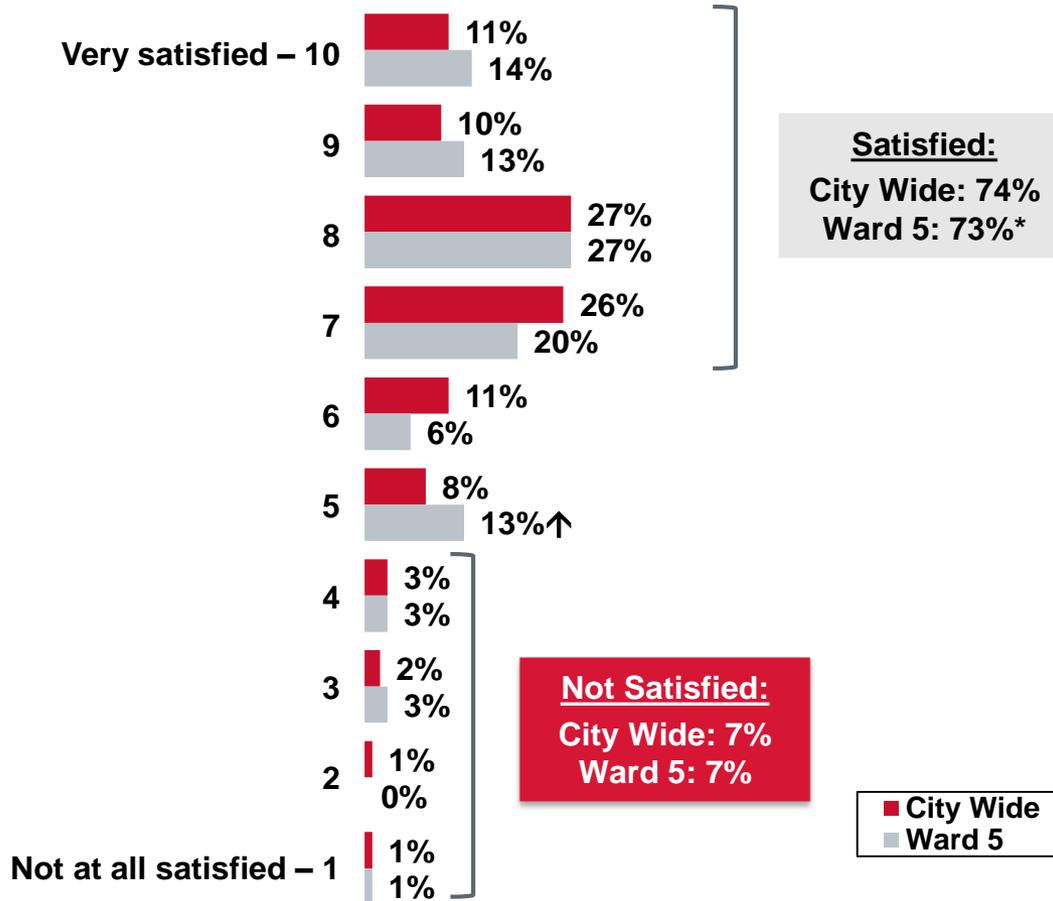


## City Programs and Services





# Satisfaction with the Overall 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?

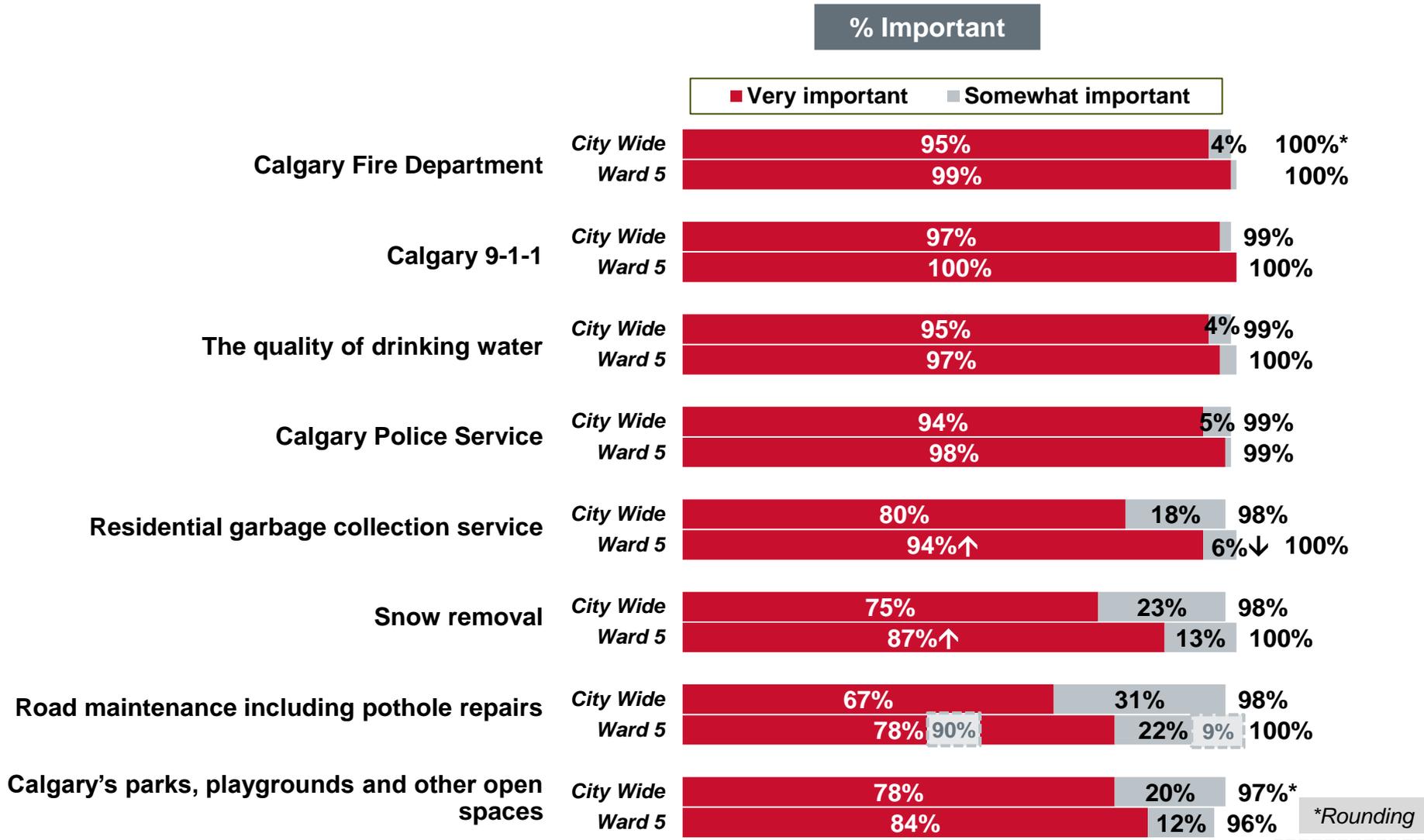
\*Rounding

Base: Valid respondents (City Wide: n=2,487 / Ward 5: n=153)

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide



# Importance of City Programs and Services



Ward 5 2018

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.

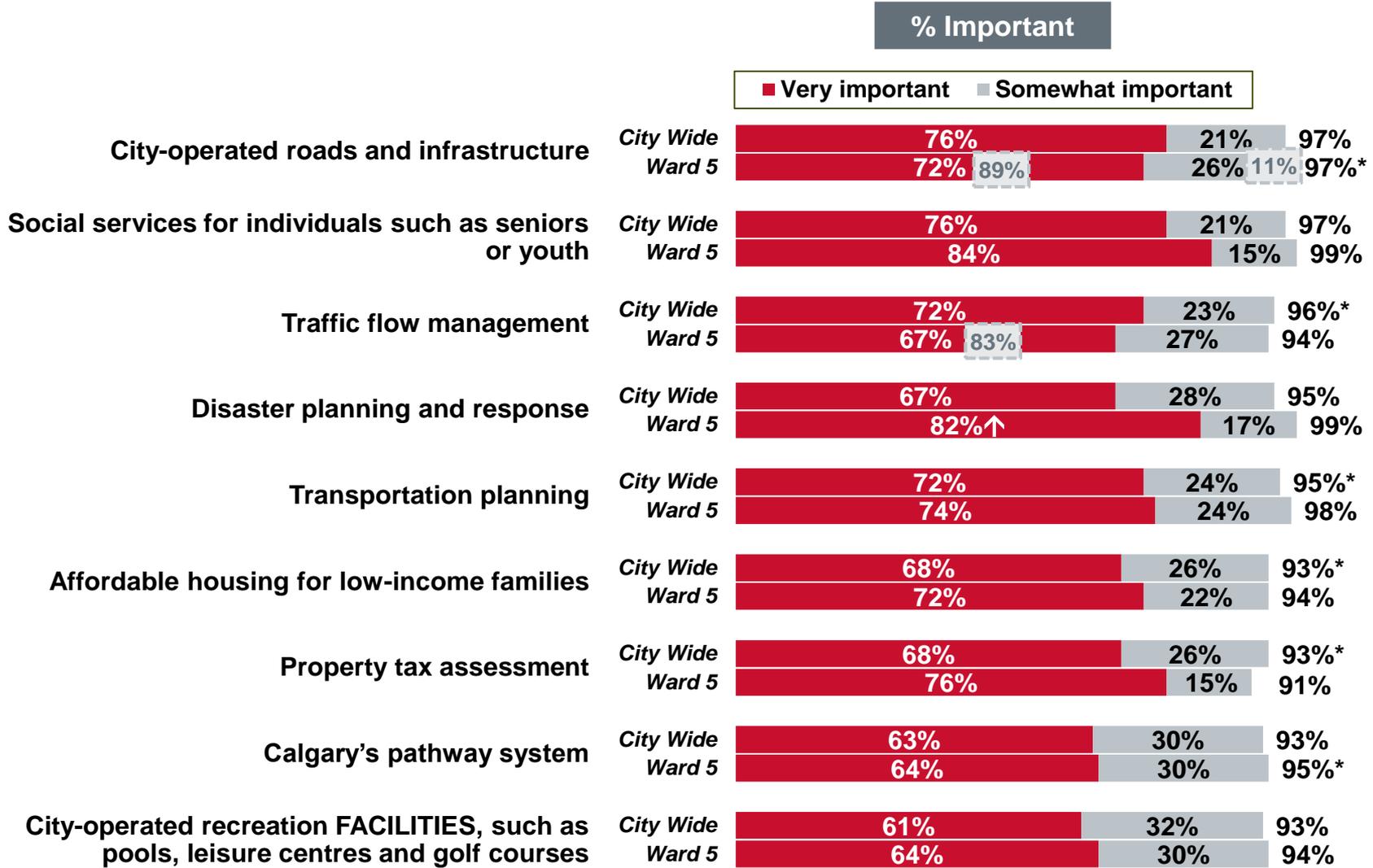
Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

↑Statistically higher than City Wide  
↓Statistically lower than City Wide



# Importance of City Programs and Services (continued)



\*Rounding

Ward 5 2018

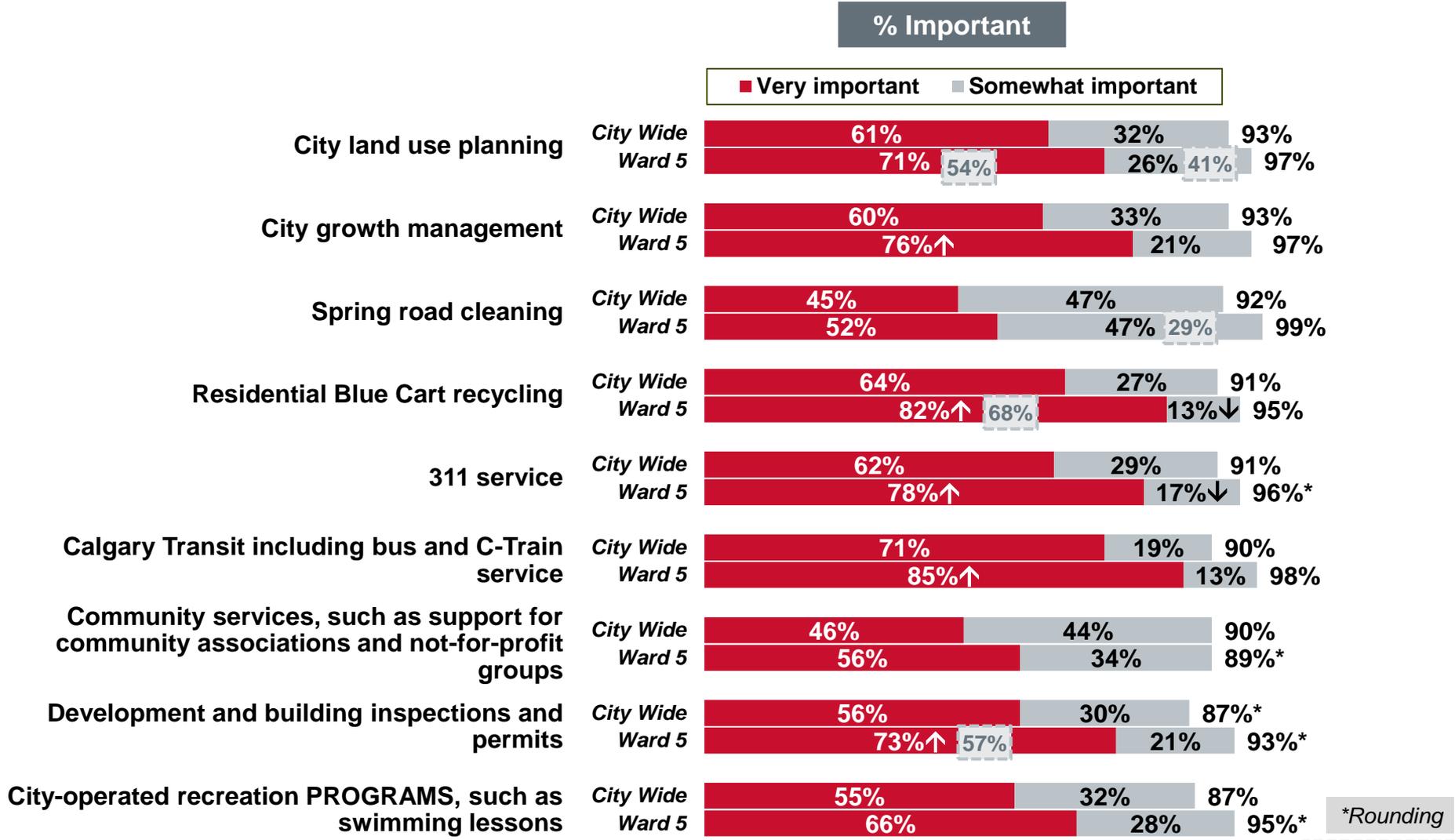
↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

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

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)



↑Statistically higher than City Wide  
↓Statistically lower than City Wide

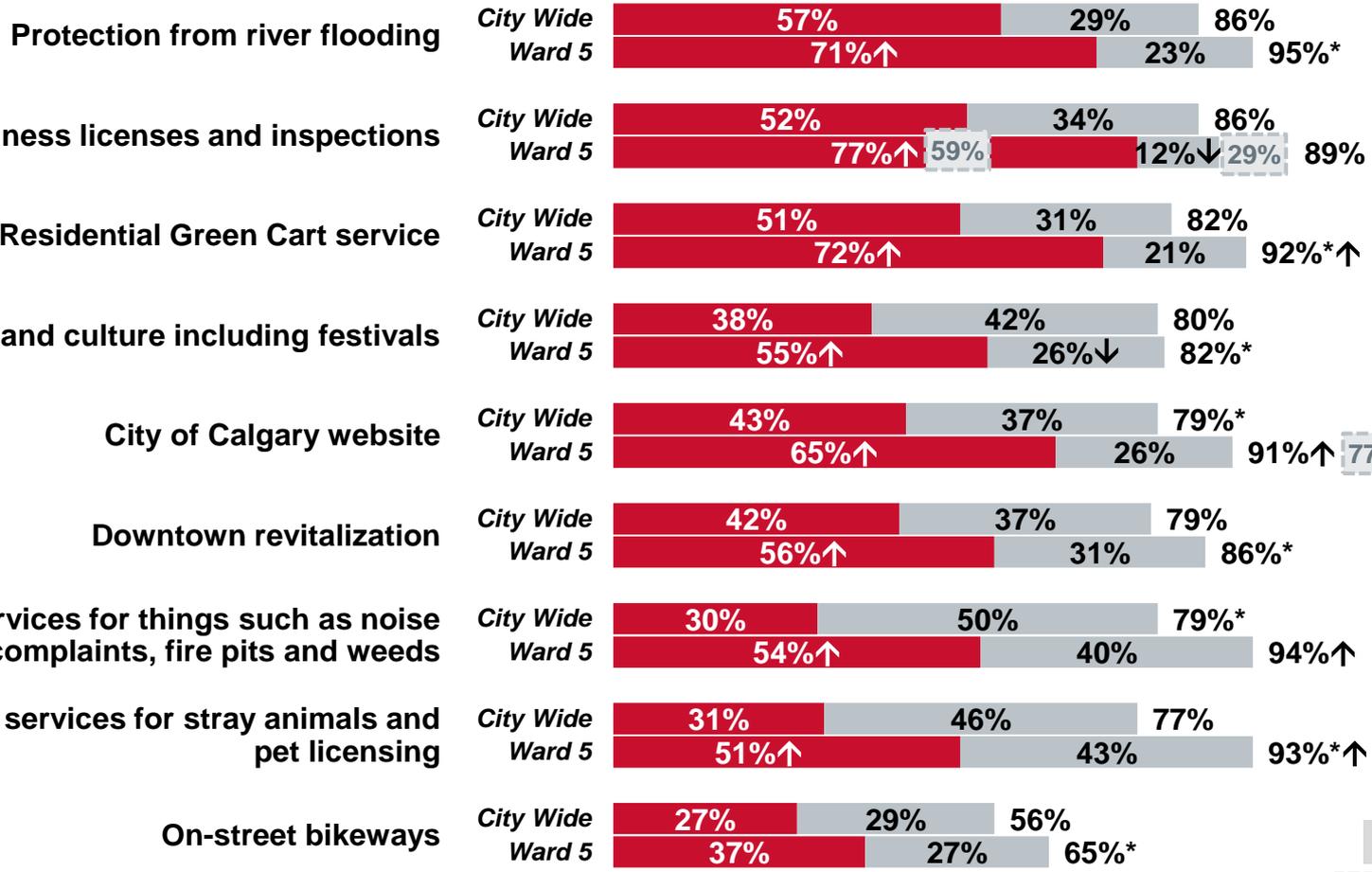
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.  
Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

## % Important

■ Very important ■ Somewhat important



\*Rounding

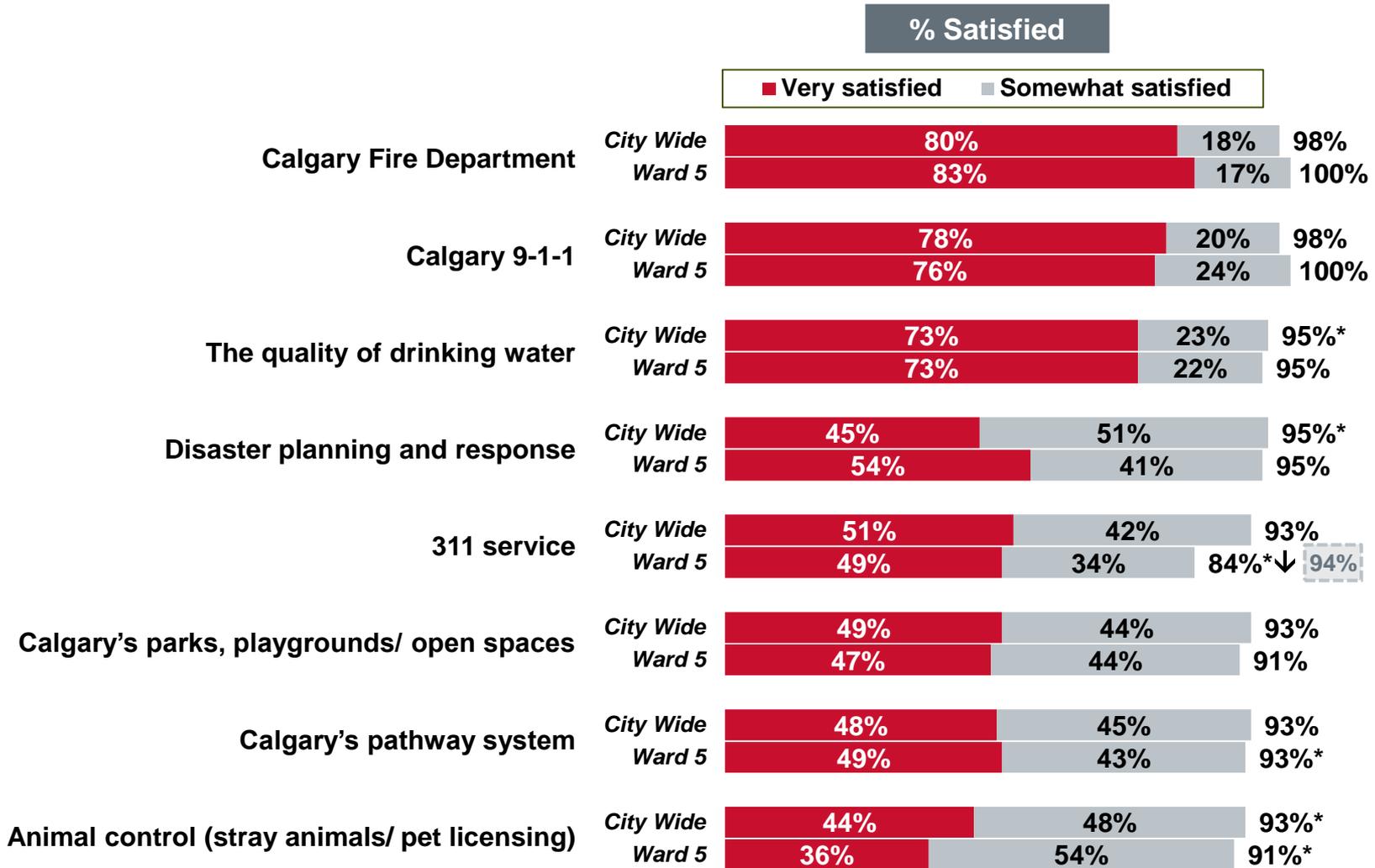
Ward 5 2018

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

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



\*Rounding

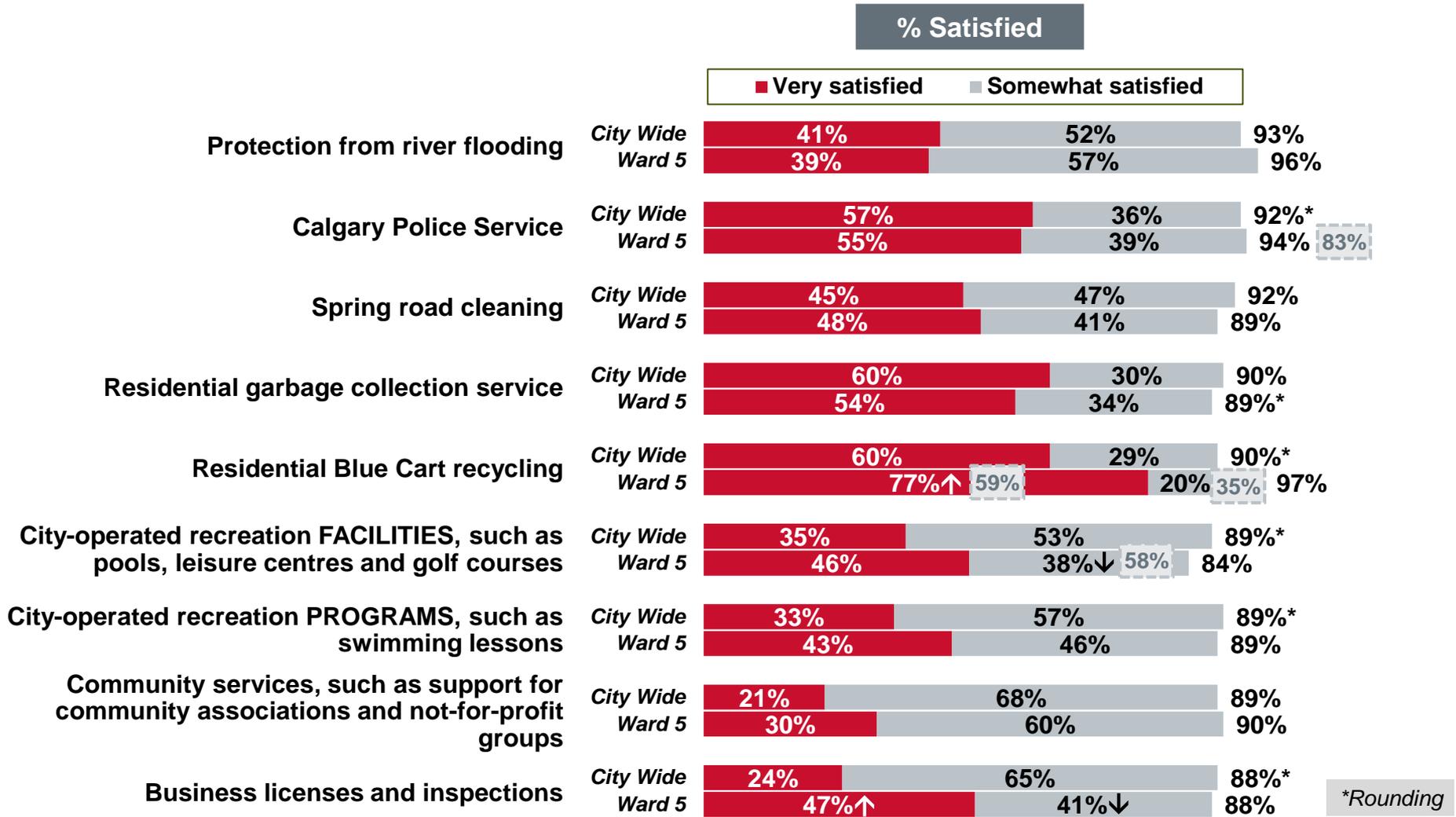
Ward 5 2018

↑Statistically higher than City Wide  
 ↓Statistically lower than City Wide

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



# Satisfaction with City Programs and Services (continued)

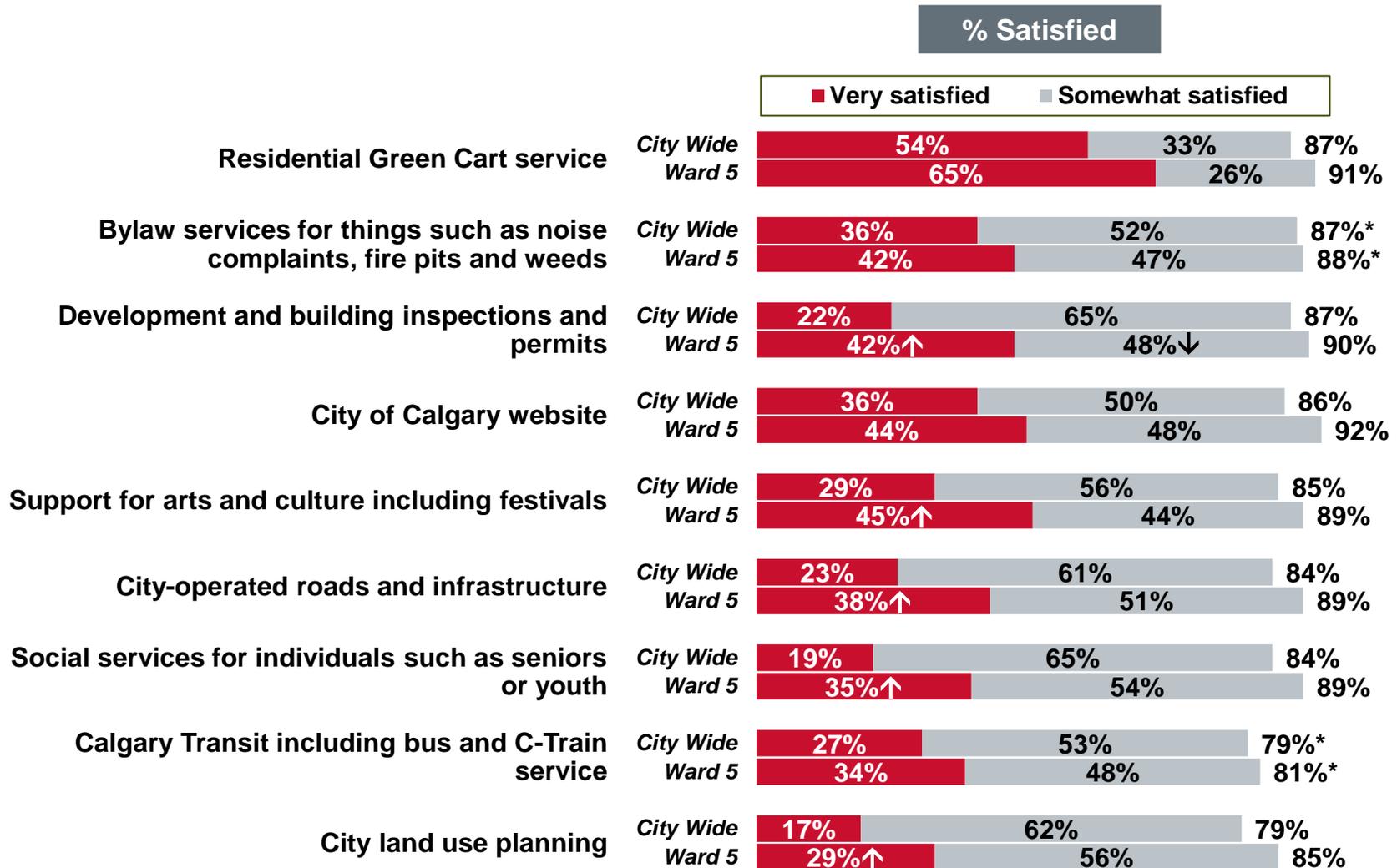


↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

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



# Satisfaction with City Programs and Services (continued)



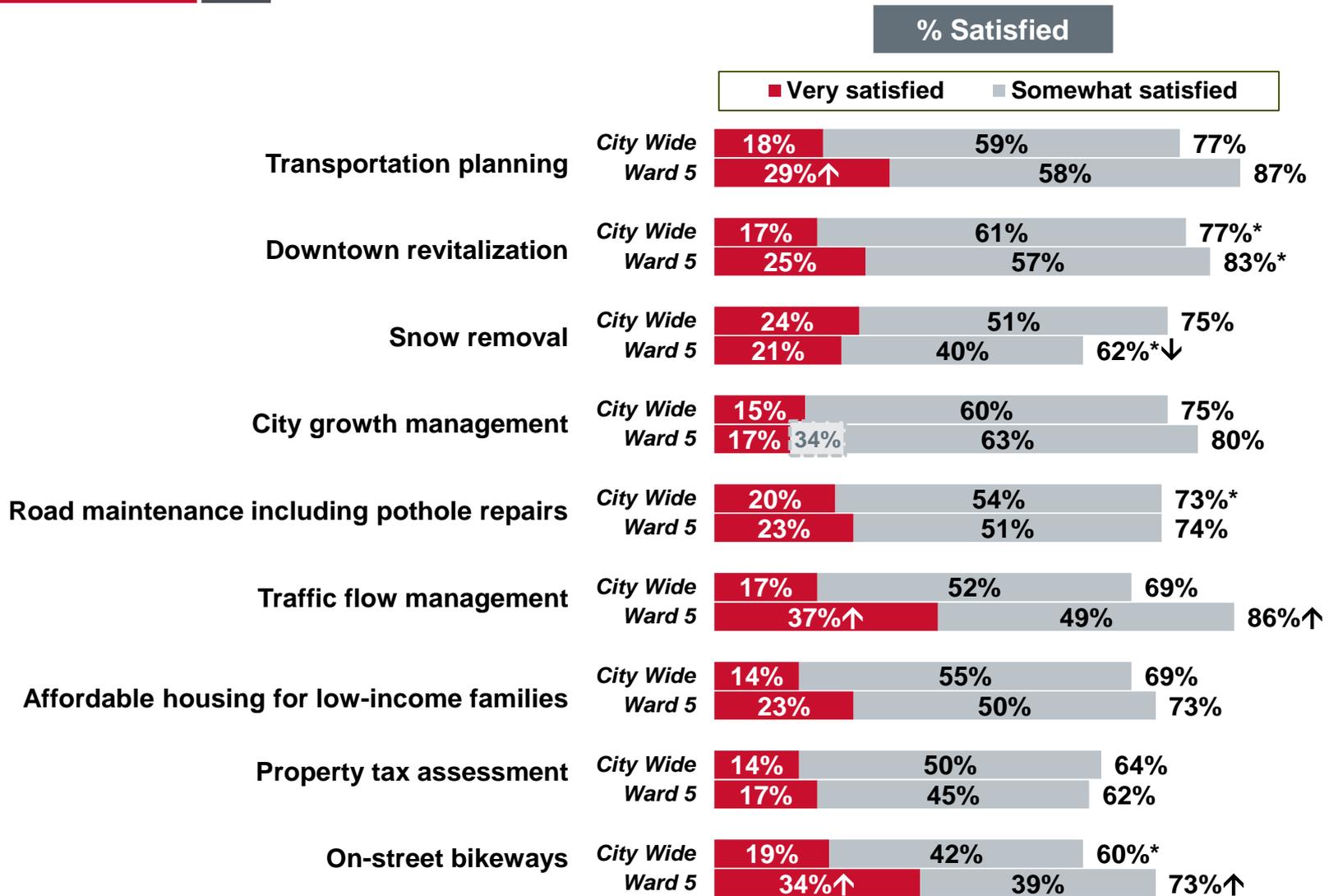
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 Base: Valid respondents (Bases vary)

\*Rounding

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# Satisfaction with City Programs and Services (continued)



\*Rounding

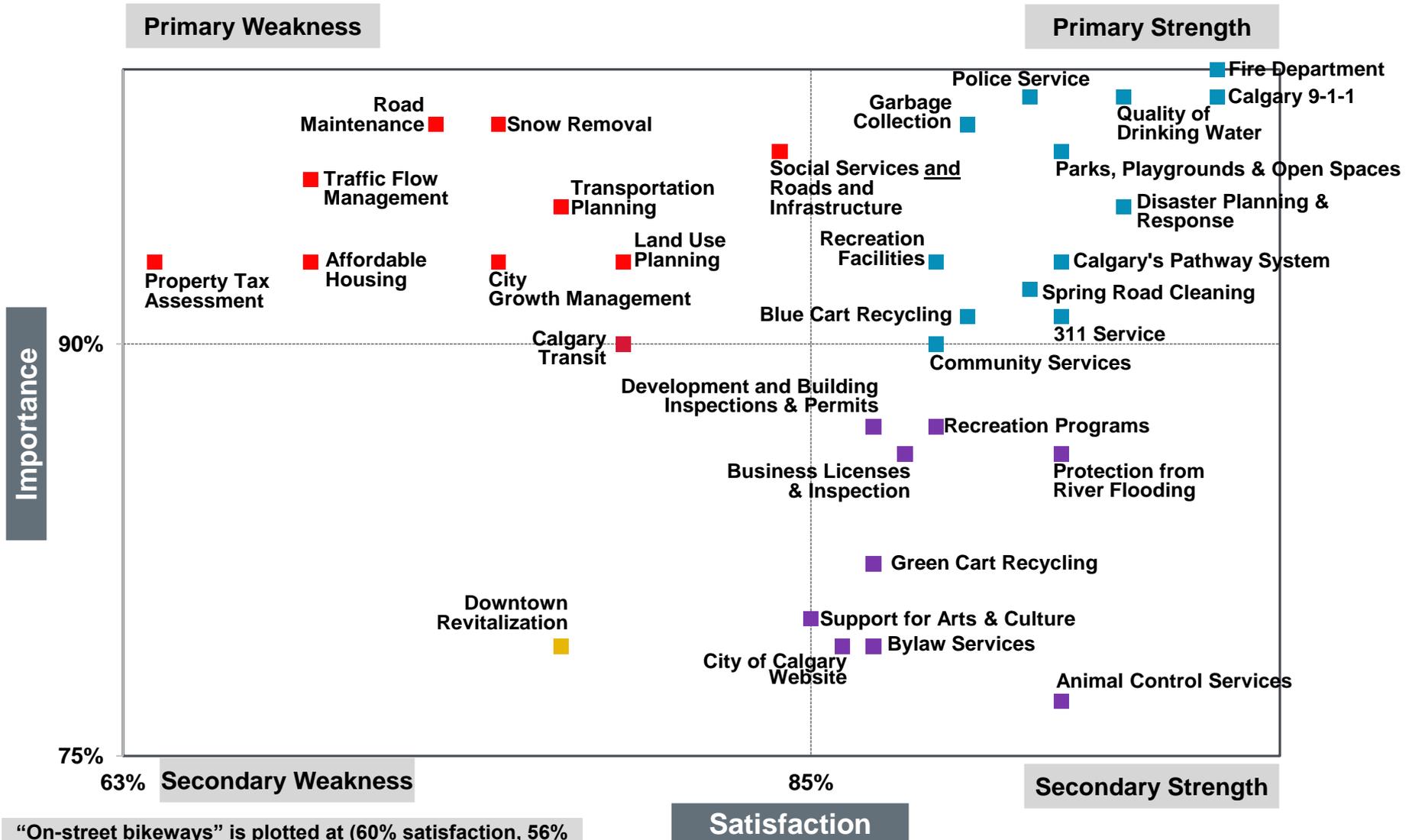
Ward 5 2018

↑Statistically higher than City Wide  
↓Statistically lower than City Wide

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)



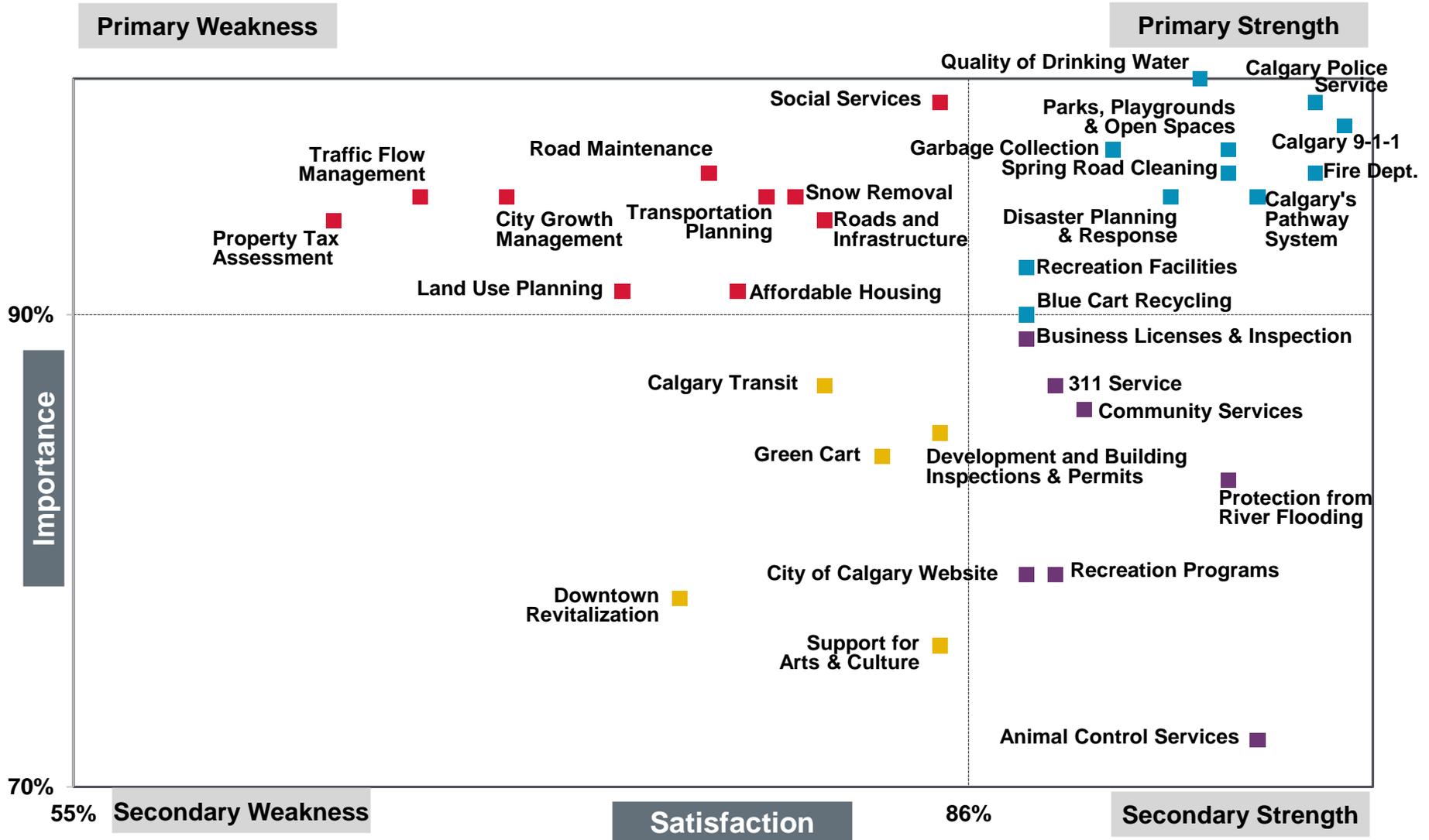
# Importance vs. Satisfaction Grid: City Wide



“On-street bikeways” is plotted at (60% satisfaction, 56% importance) and is not illustrated on this graph.



# Importance vs. Satisfaction Grid: Ward 5



“On-street bikeways” (50% satisfaction, 51% importance) and “Bylaw Services” (92% satisfaction, 67% importance) are not illustrated on this graph.



# Primary Strengths and Weaknesses: City Wide versus Ward 5

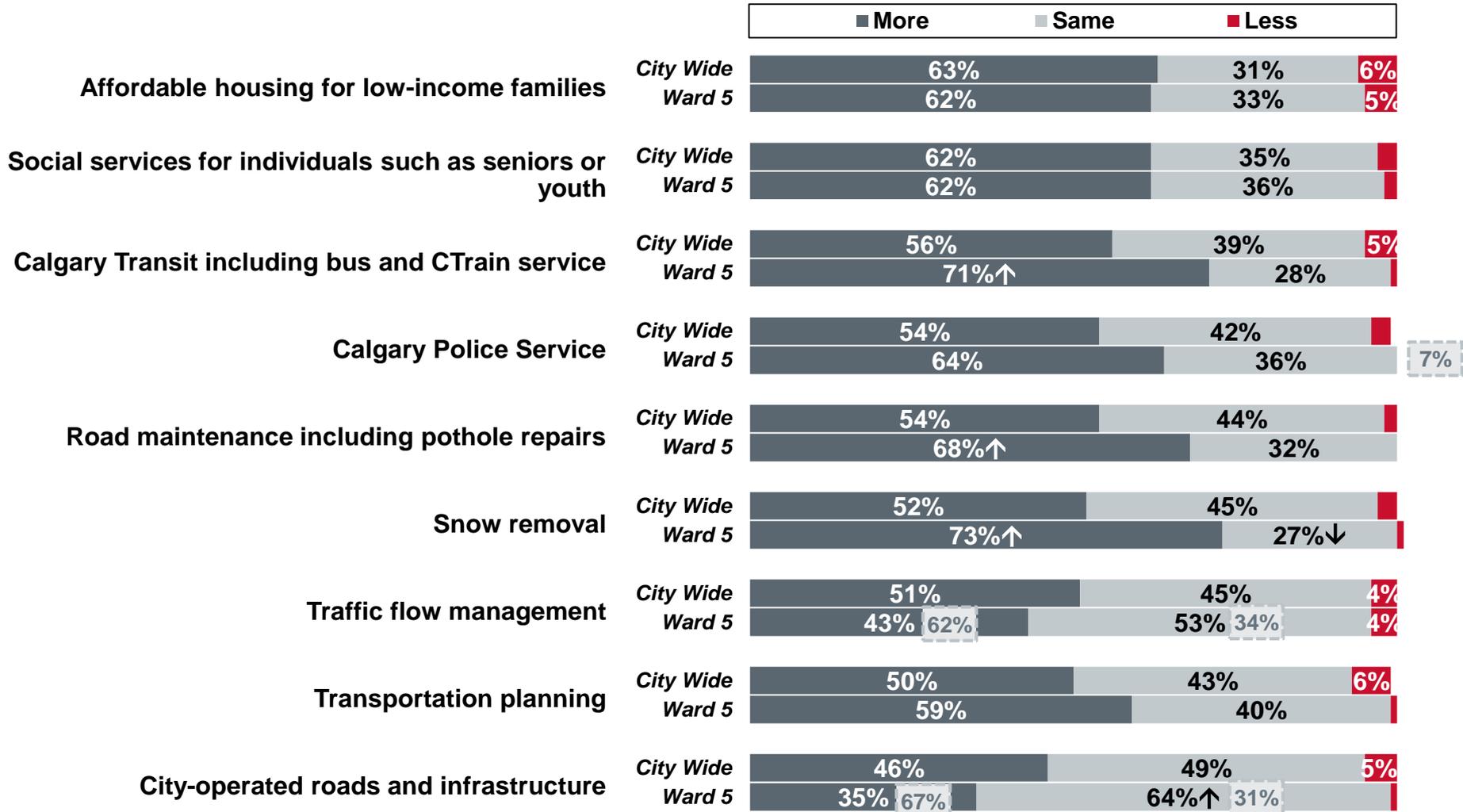
Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.

<b>Primary Strength</b>
<b>Primary Weakness</b>
<b>Neither (in another quadrant)</b>

	City Wide	Ward 5
Fire Department	Blue	Blue
9-1-1	Blue	Blue
Quality of Drinking Water	Blue	Blue
Parks, Playgrounds and Open Spaces	Blue	Blue
Disaster Planning and response	Blue	Blue
Police Service	Blue	Blue
Calgary's Pathway System	Blue	Blue
Spring Road Cleaning	Blue	Blue
Blue Cart Recycling	Blue	Blue
Residential Garbage Collection	Blue	Blue
Recreation Facilities	Blue	Blue
311 service	Blue	White
Community Services	Blue	White
Social Services	Red	Red
Road Maintenance	Red	Red
Snow Removal	Red	Red
Traffic Flow Management	Red	Red
Affordable Housing	Red	Red
Property Tax Assessment	Red	Red
Transportation Planning	Red	Red
Roads and Infrastructure	Red	Red
Calgary Transit	Red	White
City Growth Management	Red	Red
Land Use Planning	Red	Red



# Investment in City Programs and Services



Ward 5 2018

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.

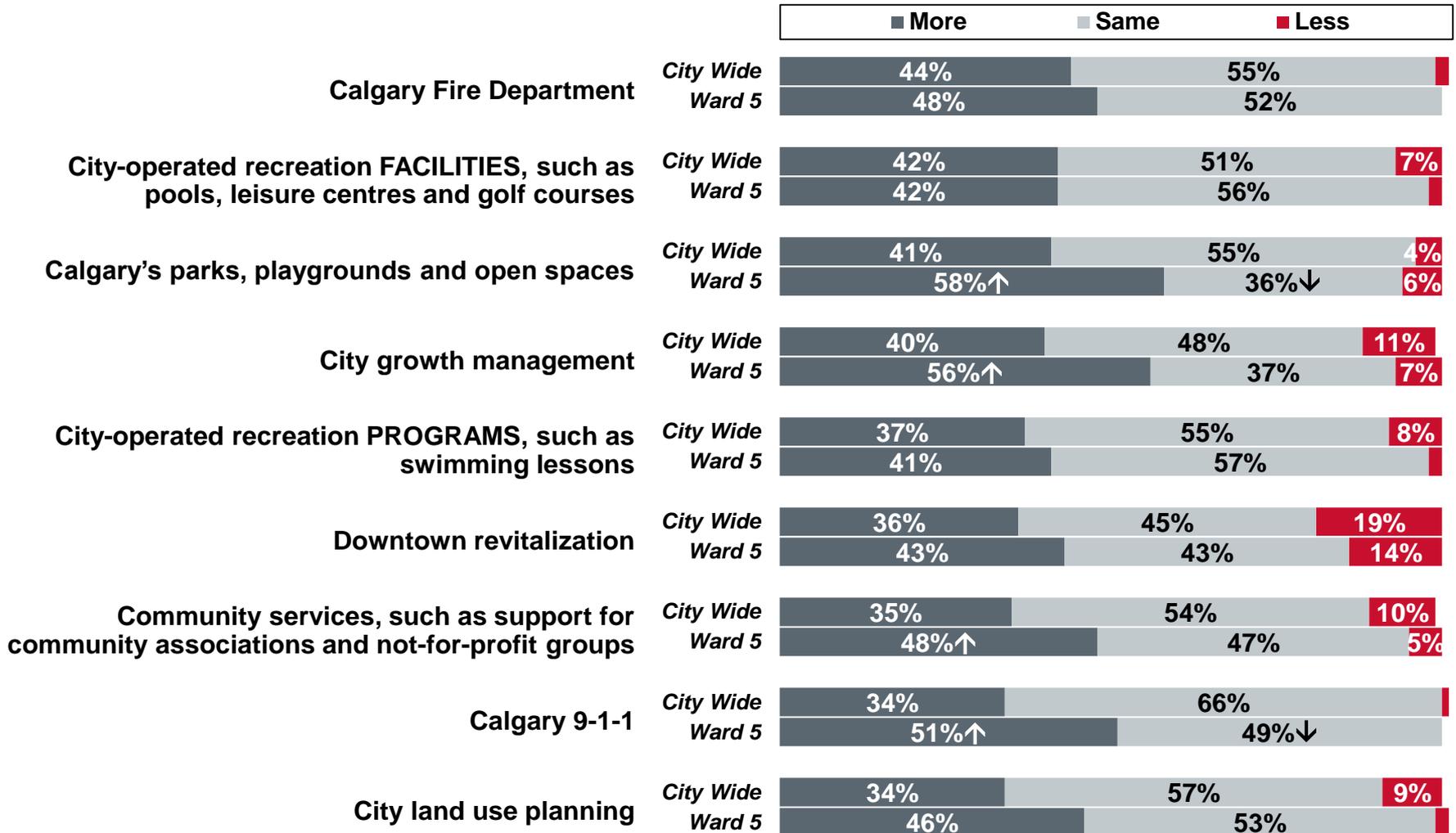
Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

↑Statistically higher than City Wide  
↓Statistically lower than City Wide



# Investment in City Programs and Services (continued)



Data labels of ≤3% not shown

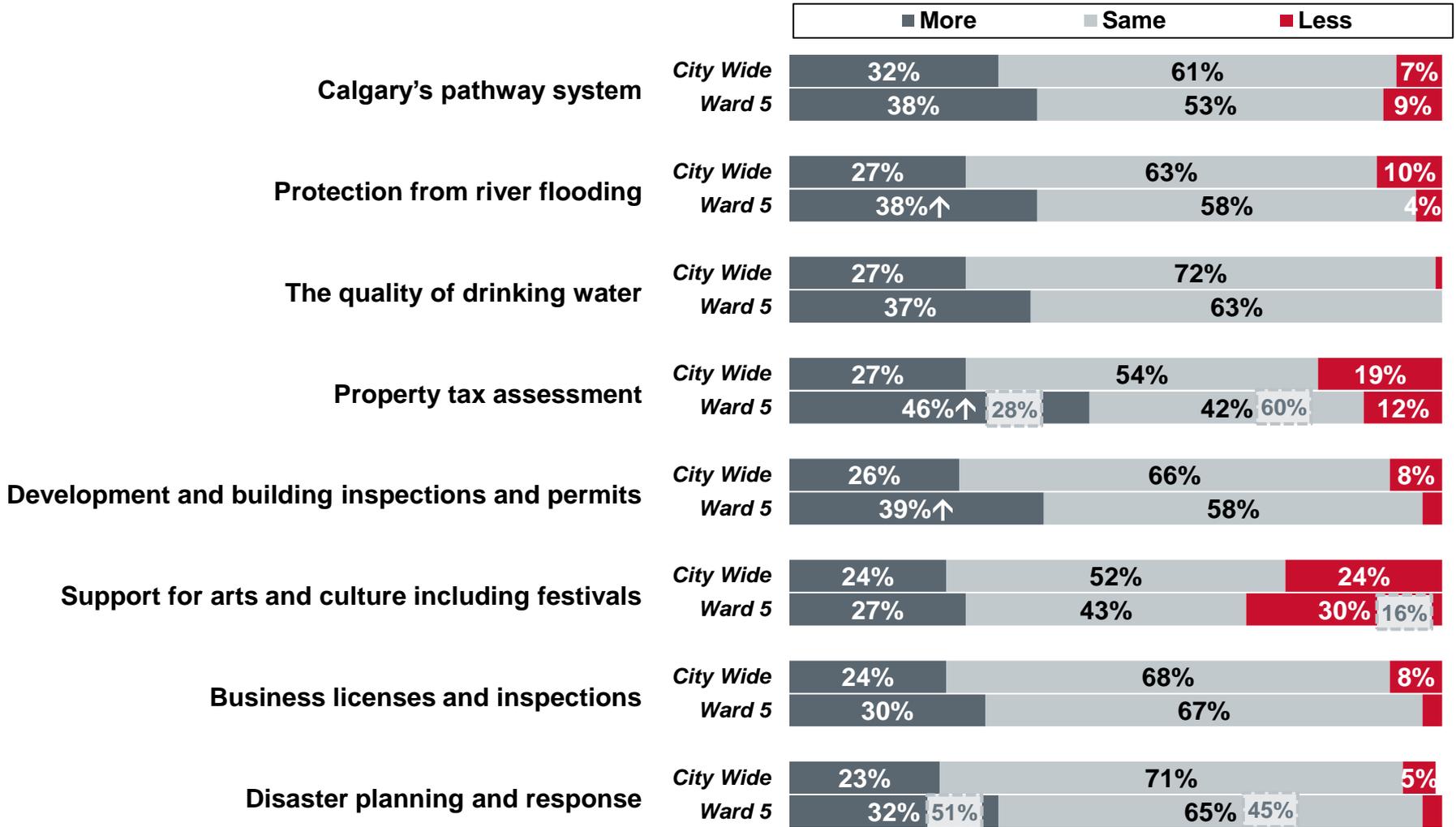
↑Statistically higher than City Wide

↓Statistically lower than City Wide

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



# Investment in City Programs and Services (continued)



Ward 5 2018

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.

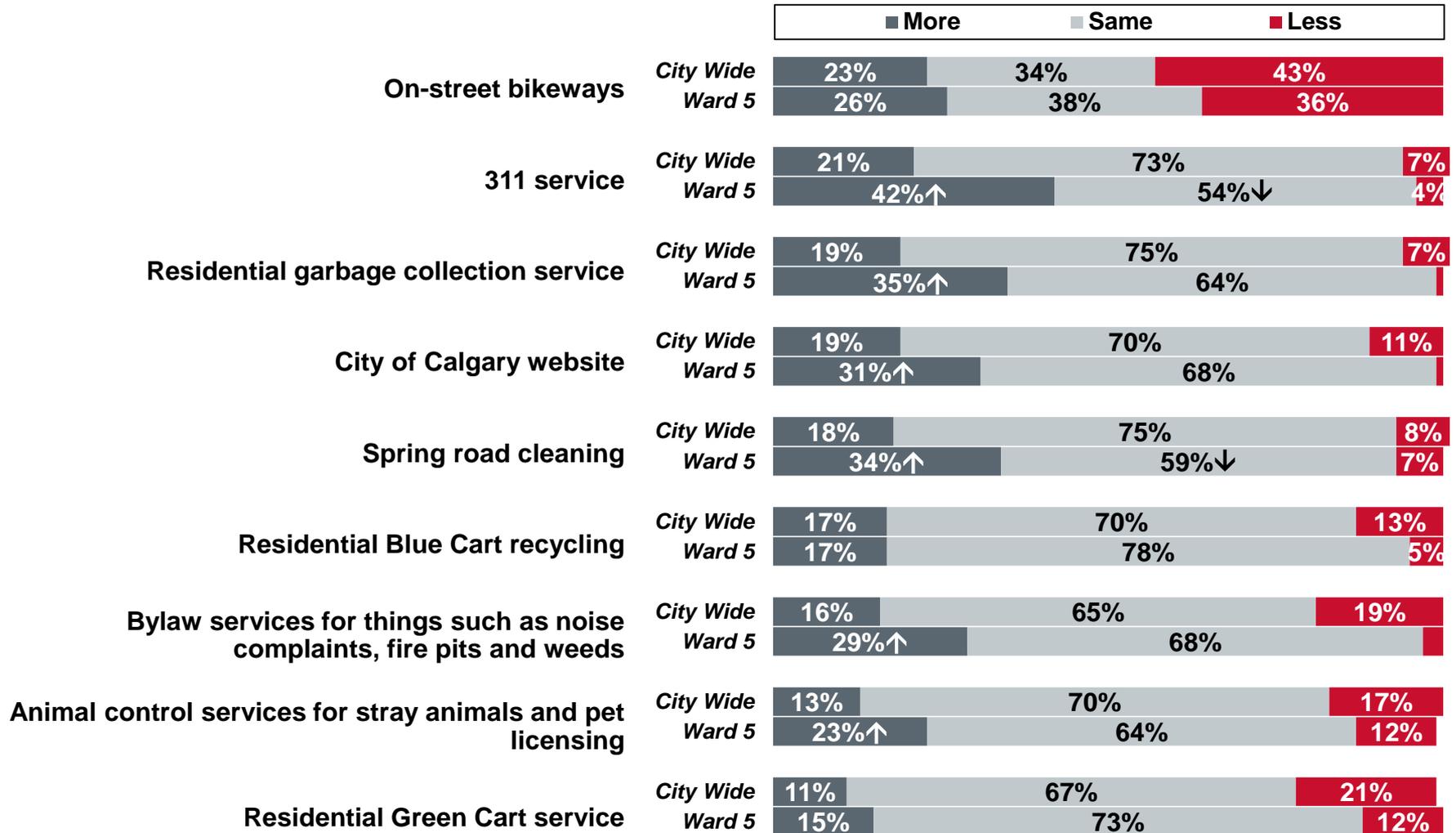
Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

↑Statistically higher than City Wide  
↓Statistically lower than City Wide



# Investment in City Programs and Services (continued)



Data labels of ≤3% not shown

↑Statistically higher than City Wide  
↓Statistically lower than City Wide

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)

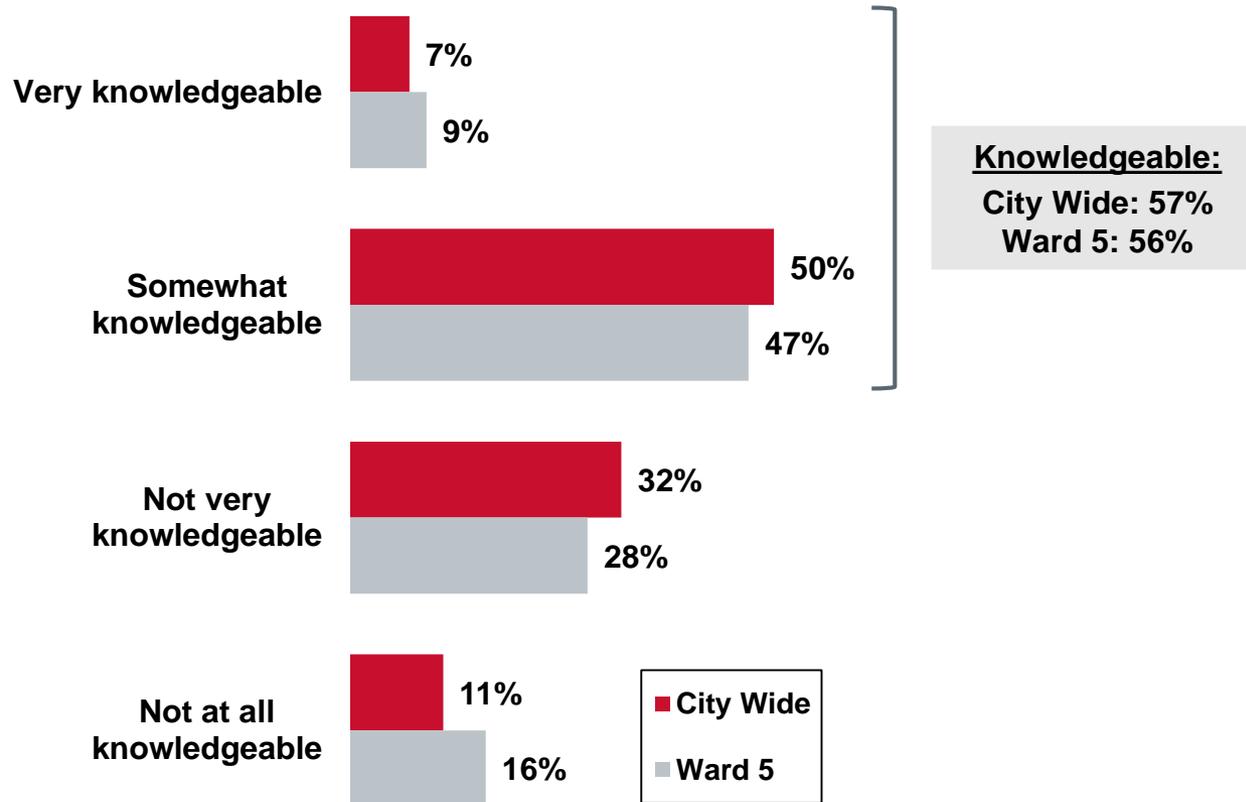


# Taxation





# Knowledge Levels of Tax Dollar Spending

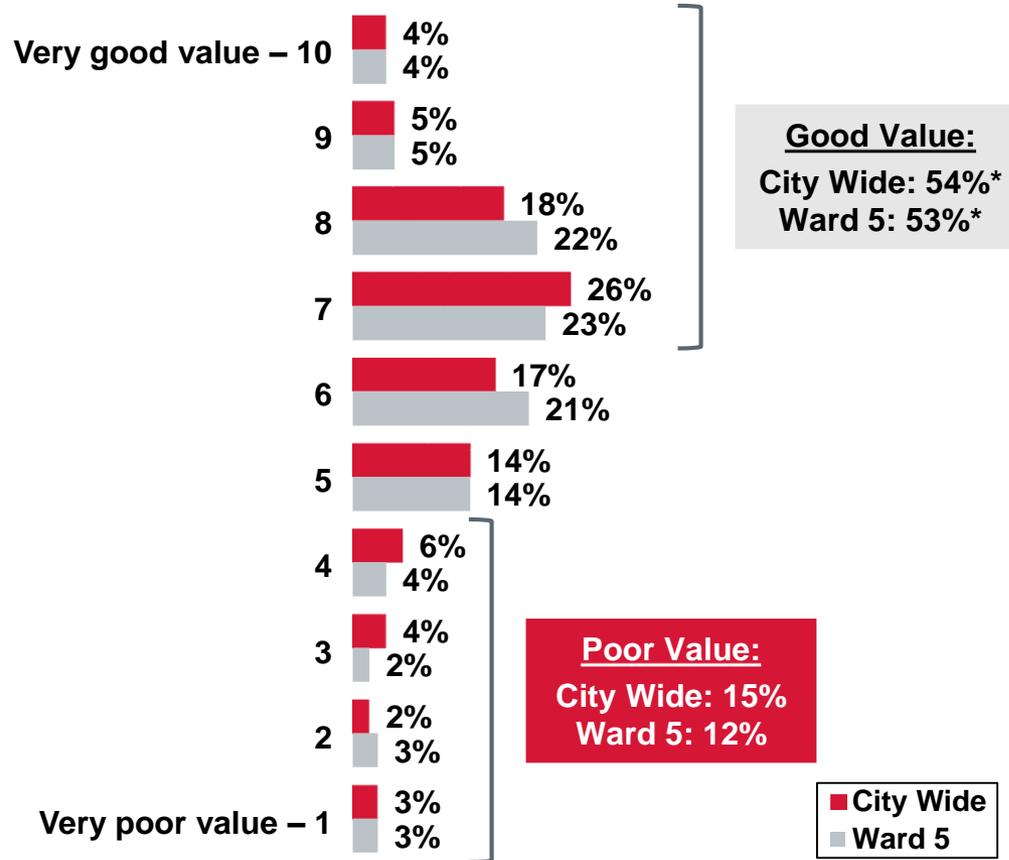


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,490 / Ward 5: n=151)



# Perceived Value of Property Taxes



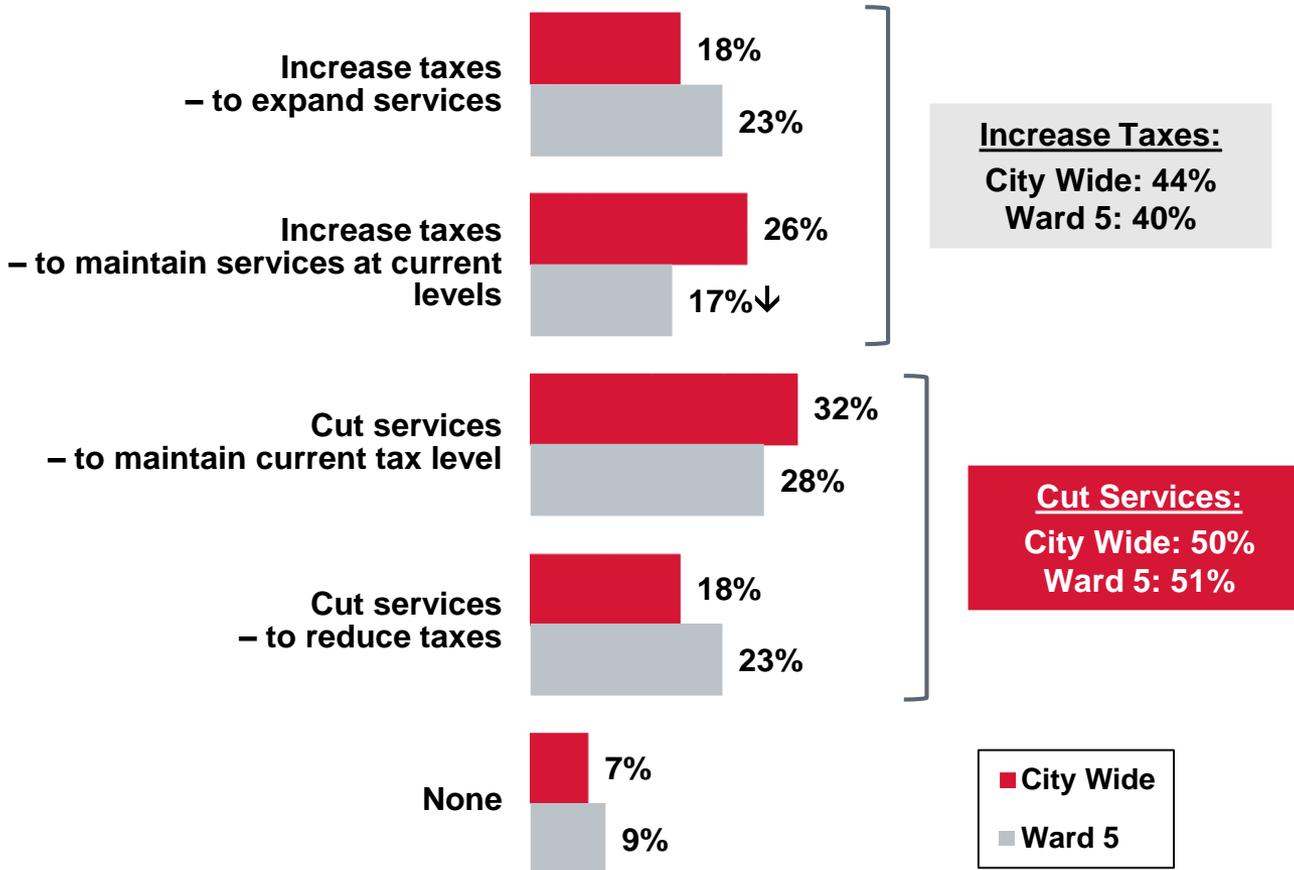
Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars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

Base: Valid respondents (City Wide: n=2,450 / Ward 5: n=150)

\*Rounding



# Balancing Taxation and Service Delivery Levels



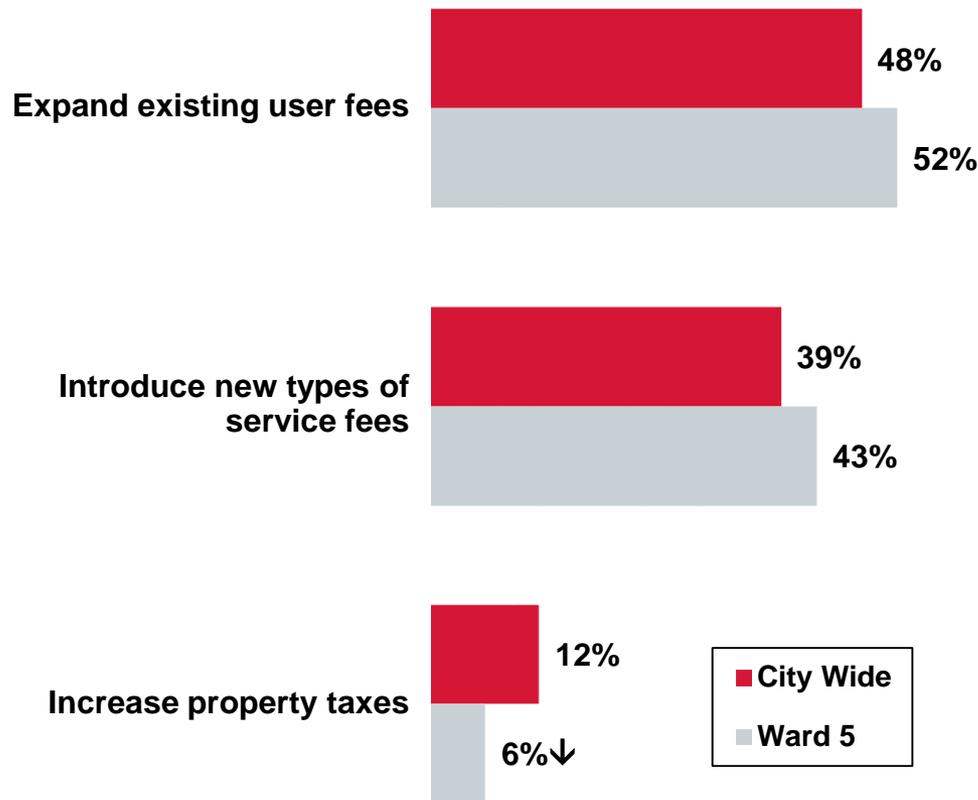
*Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents (City Wide: n=2,452 / Ward 5: n=150)

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# Options for Increasing City Revenue



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

Base: Valid respondents (City Wide: n=2,297 / Ward 5: n=147)

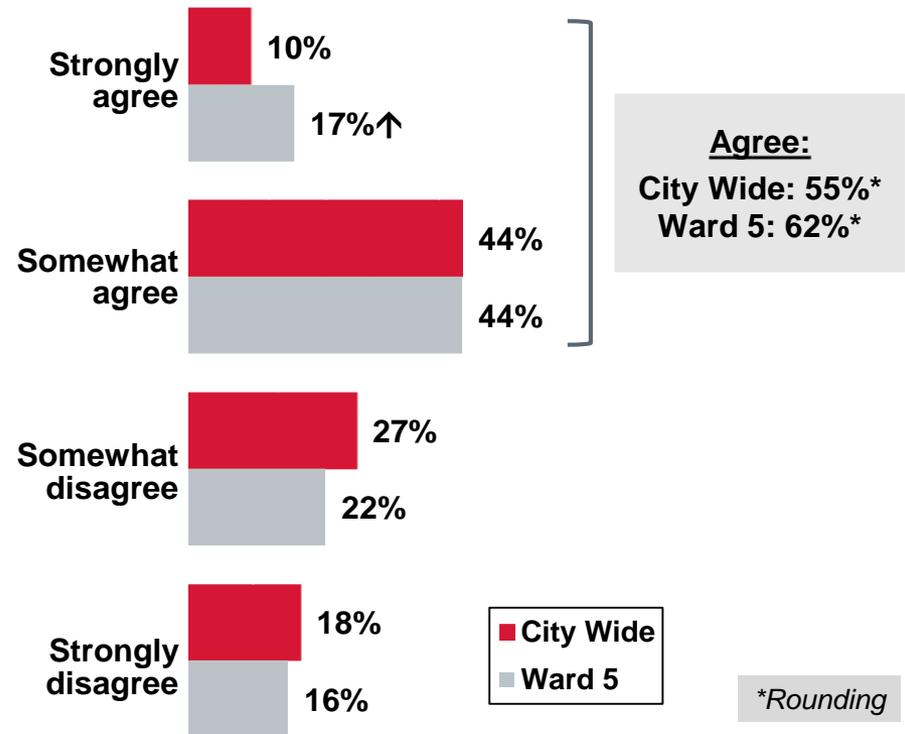
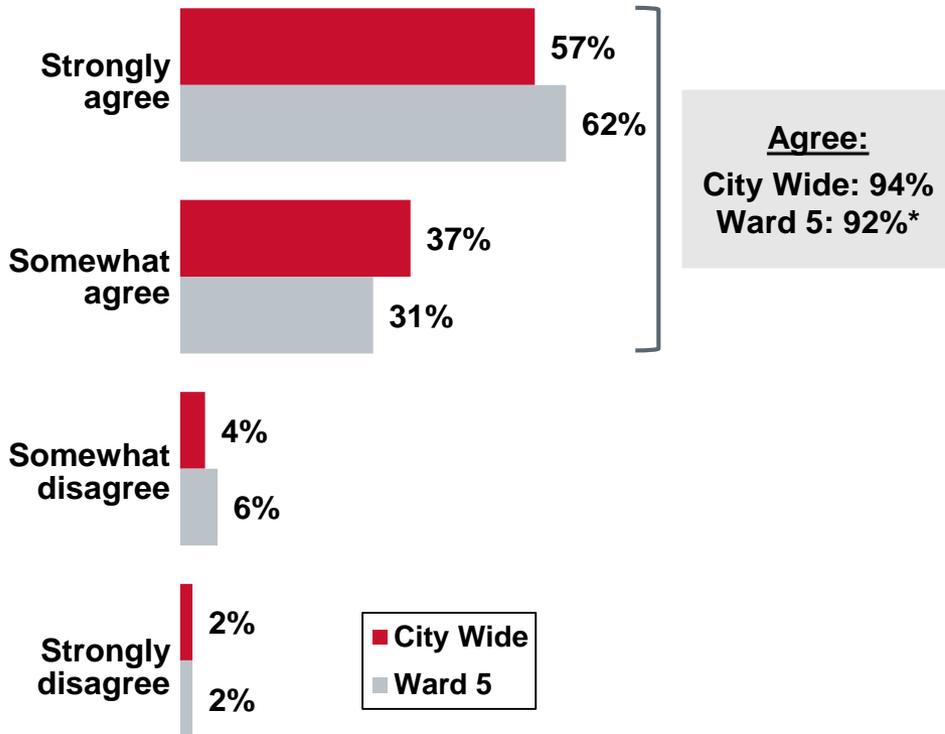
↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# 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*



↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

\*Rounding

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

Base: Valid respondents (City Wide: n=2,487 / Ward 5: n=151)

Base: Valid respondents (City Wide: n=2,465 / Ward 5: n=153)



# Definition of 'Value for Taxpayer Dollars'

Multiple responses

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

	City Wide	Ward 5
<b>Good Quality of Services [NET]</b>	<b>51%</b>	<b>55%</b>
Good/ quality services	17%	22%
Meets every need	12%	14%
Satisfied/ happy with services	9%	10%
Quick/ prompt/ fast service	8%	9%
Effective/ works well	4%	4%
Complete/ all-inclusive service	3%	1%
<b>Appropriate Spending [NET]</b>	<b>49%</b>	<b>38%↓</b>
Low cost/ affordable	14%	8%
You get what you pay for	14%	7%↓
Appropriate spending of taxes	13%	7%↓
Job is being done efficiently	11%	11%
Good value (unspecified)	4%	4%
Getting reasonable return on investment	3%	4%
<b>Good Customer Service [NET]</b>	<b>12%</b>	<b>12%</b>
Helpful	3%	2%
<b>Accessible/ Convenient Services [NET]</b>	<b>10%</b>	<b>9%</b>
Accessible/ available services	8%	5%
Convenient/ easy to use	3%	3%
<b>Provision of Specific Services [NET]</b>	<b>9%</b>	<b>6%</b>
<b>Transparency [NET]</b>	<b>3%</b>	<b>1%</b>
<b>Value is in what's important to people</b>	<b>3%</b>	<b>6%↑</b>
<b>Don't Know</b>	<b>6%</b>	<b>11%</b>

*New Question in Fall 2019: When it comes to the services The City of Calgary provides, what does 'value' mean to you? In other words, if you say you're 'getting good value' for a service, what does that mean?* Base: Valid respondents (City Wide: n=2,502 / Ward 5: n=153)

↑Statistically higher than City Wide  
↓Statistically lower than City Wide

NET mentions of <3% are not shown



# Proposed Service Reductions

Multiple responses

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

	City Wide	Ward 5
<b>Waste Management [NET]</b>	17%	15%
Blue Cart	7%	3%
Black Cart	7%	8%
Green Cart	7%	5%
<b>Government Spending [NET]</b>	15%	11%
Reduce Council/ staff wages	6%	7%
Reduce amount of staff	5%	2%
Budget control/ appropriate spending	4%	3%
<b>Roads and Infrastructure Spending [NET]</b>	15%	10%
Road maintenance and improvements	11%	6%
<b>Arts Projects/ Activities</b>	14%	12%
<b>Recreation [NET]</b>	12%	14%
Facilities/ hockey rinks/ sports fields	8%	9%
<b>Maintenance of Parks and Pathways [NET]</b>	9%	8%
Bicycle/ Scooter Lanes	8%	4%
Transit [NET]	8%	9%
Bylaw enforcement	7%	5%
Emergency Services [NET]	6%	4%
Community/ Social Services [NET]	6%	6%
Cleanliness of the city	5%	6%
Animal control/ licensing	5%	6%
Nothing	3%	3%
<b>Don't Know</b>	21%	29%↑

*New Question in Fall 2019: Of all the services you know of that are provided by The City of Calgary, name up to three services that you would propose to have a service reduction in order to save costs.* Base: Valid respondents (City Wide: n=2,502 / Ward 5: n=153)

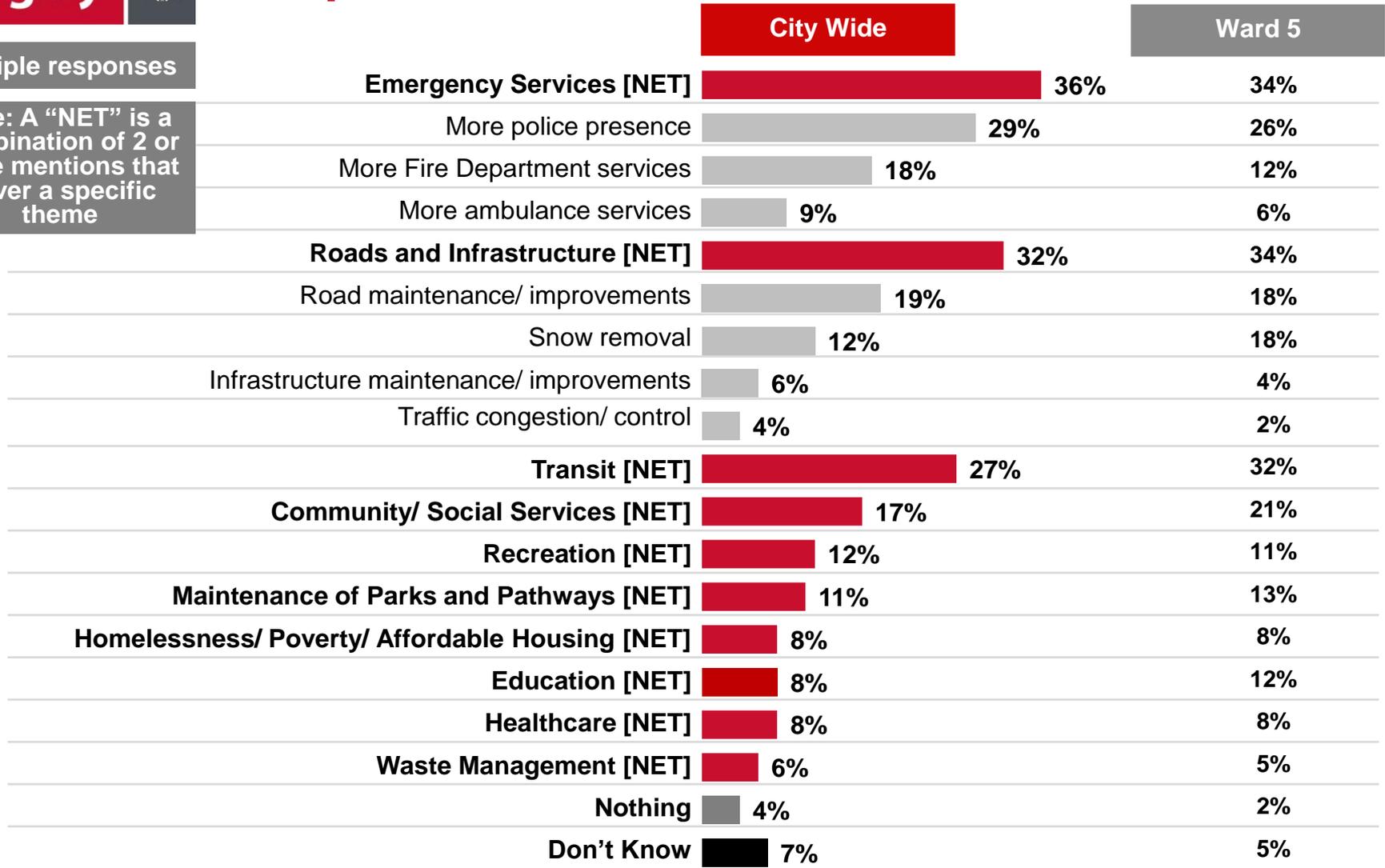
↑Statistically higher than City Wide  
 ↓Statistically lower than City Wide  
 NET mentions of <5% are not shown



# Proposed Service Increases

Multiple responses

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



NET mentions of <5% are not shown

*New Question in Fall 2019: Again, considering all the services that you know The City of Calgary provides, name up to three services that you would propose to spend more on to receive an increase in service. Base: Valid respondents (City Wide: n=2,502 / Ward 5: n=153)*

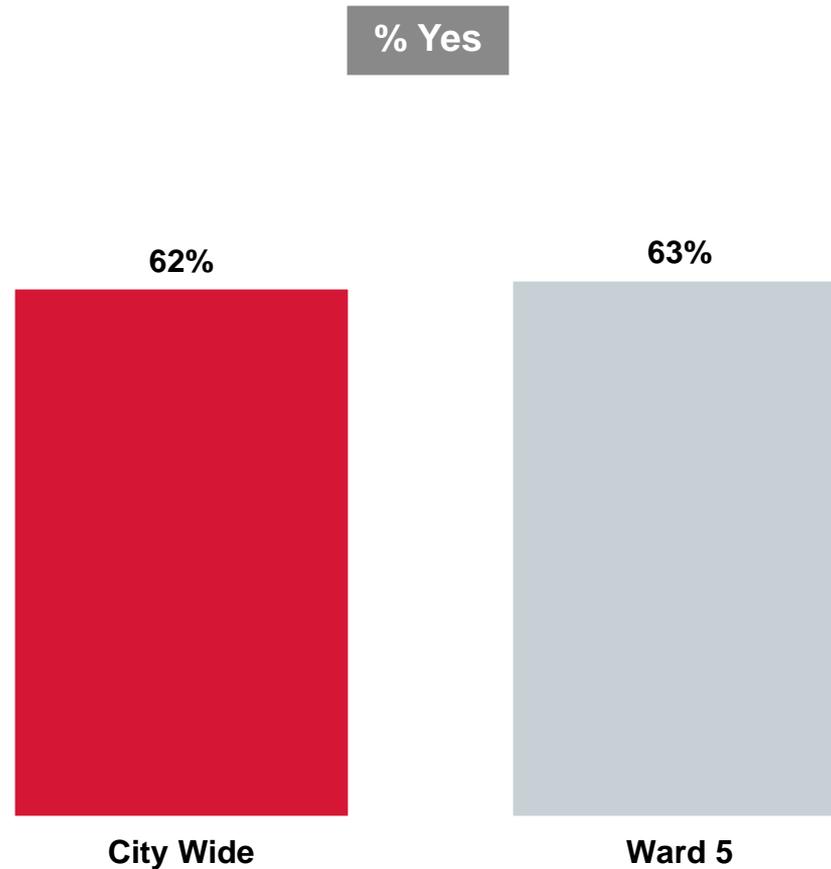


## **Contact with The City and Customer Service**





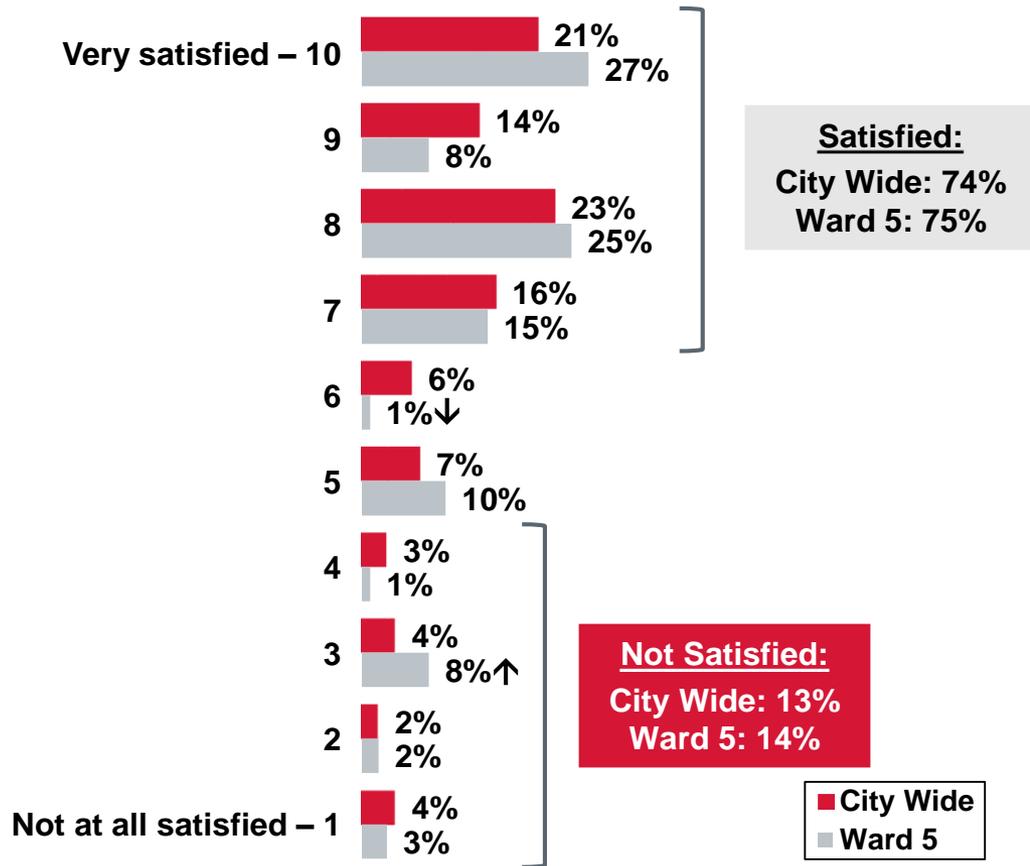
# Past 12 Months Contact with The City of Calgary



*Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?*  
Base: Valid respondents (City Wide: n=2,483 / Ward 5: n=153)



# Satisfaction with the Overall Level and Quality of Customer Service



↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide

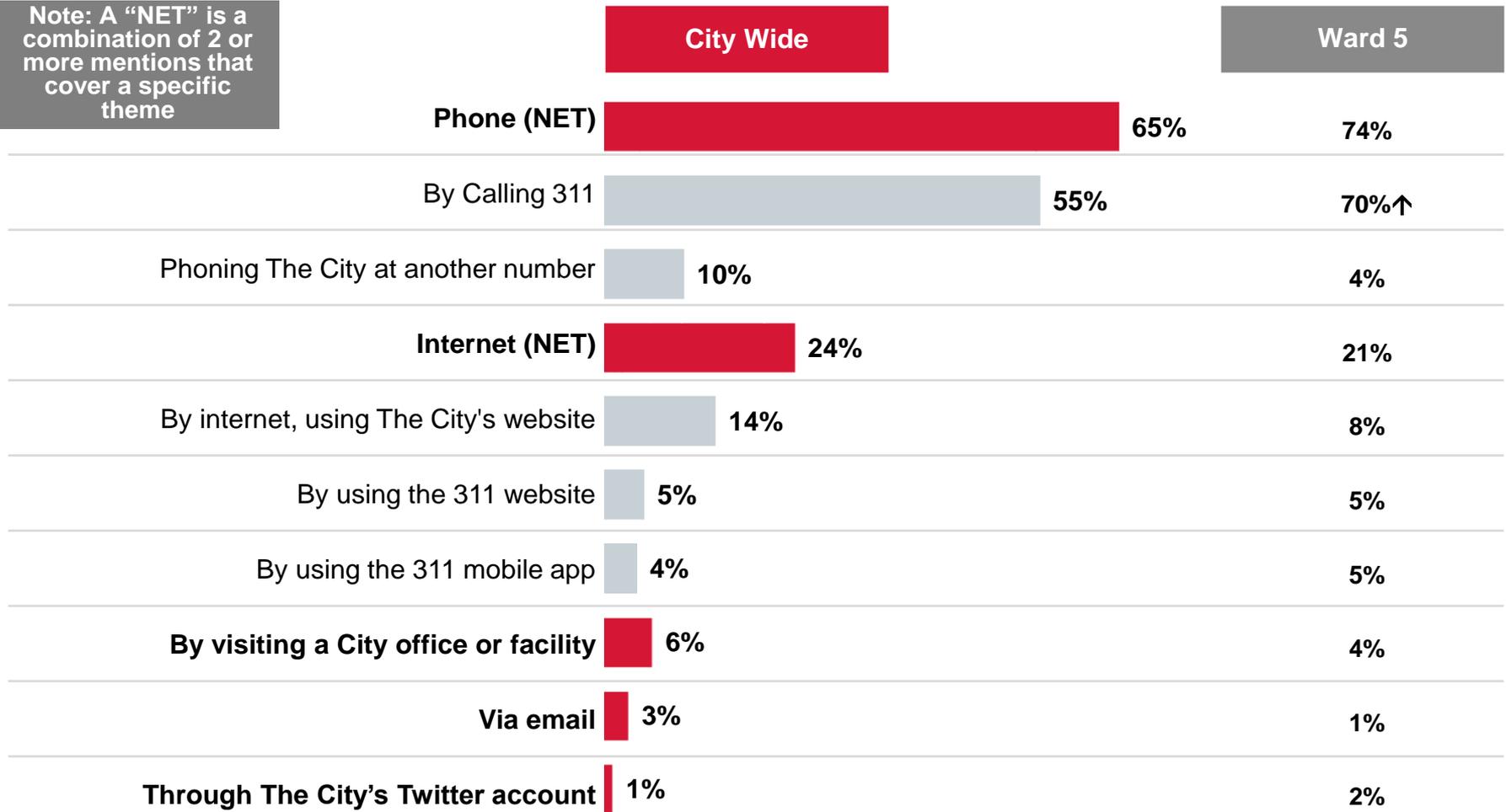
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,581 / Ward 5: n=98)



# Type of Contact

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



↑Statistically higher than City Wide  
 ↓Statistically lower than City Wide

Mentions of <1% are not shown

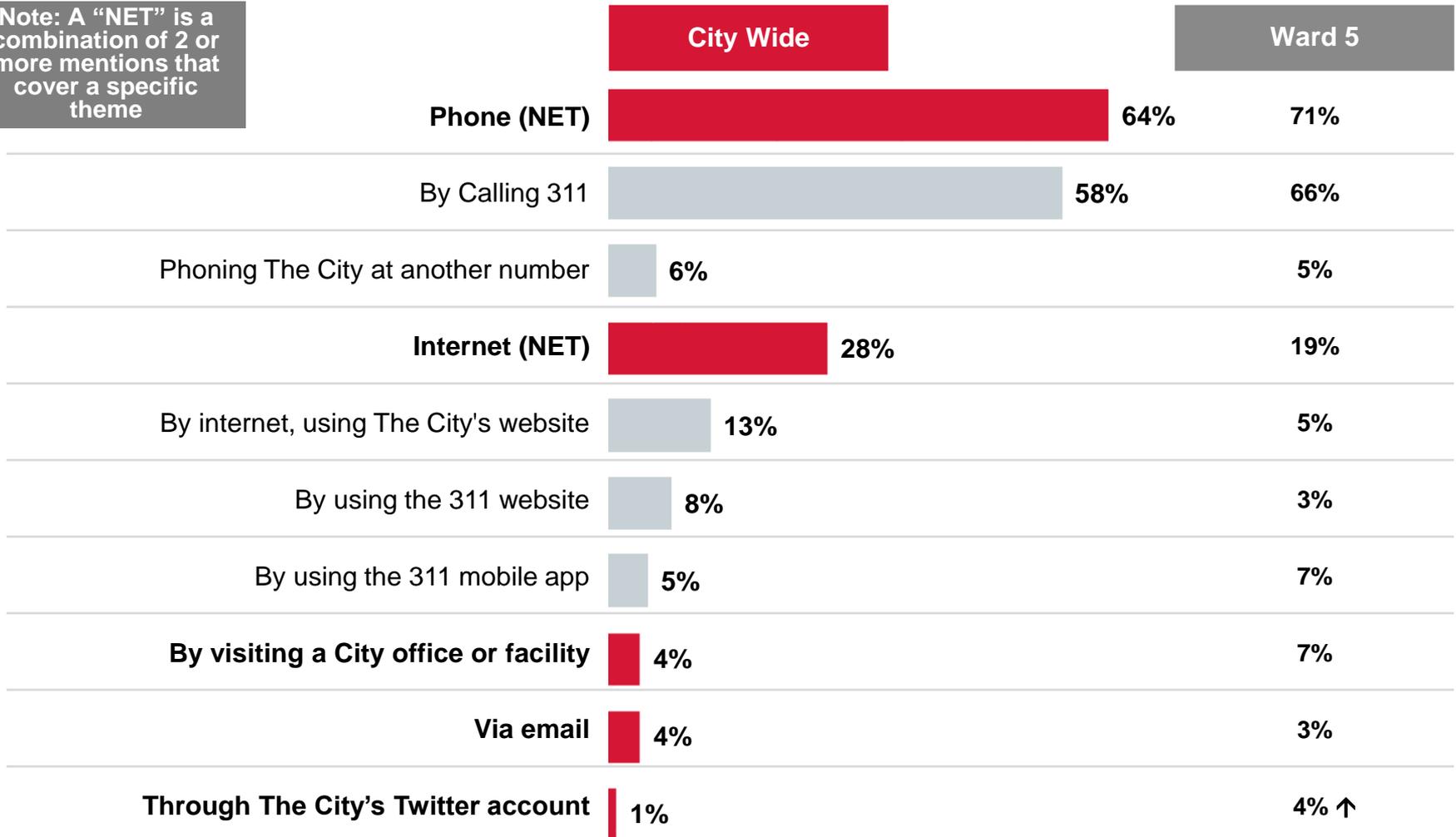
When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,075 / Ward 5: n=73)



# Preferred Method of Contact

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



New Question in Fall 2019: What is your preferred way of contacting The City?

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

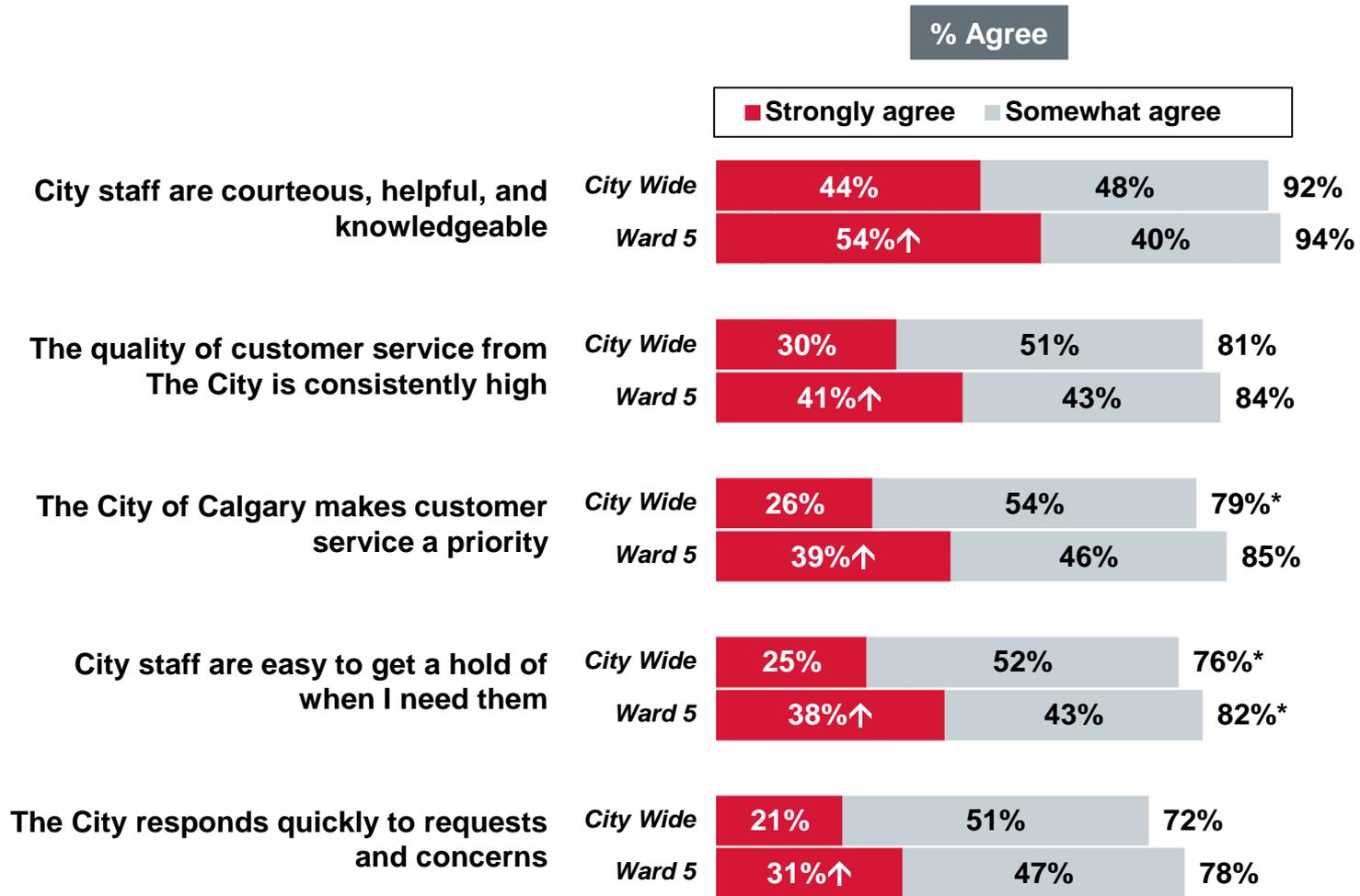
(City Wide: n=1,076 / Ward 5: n=73)

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

Mentions of <1% are not shown



# Attitudes Regarding Customer Service



*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

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

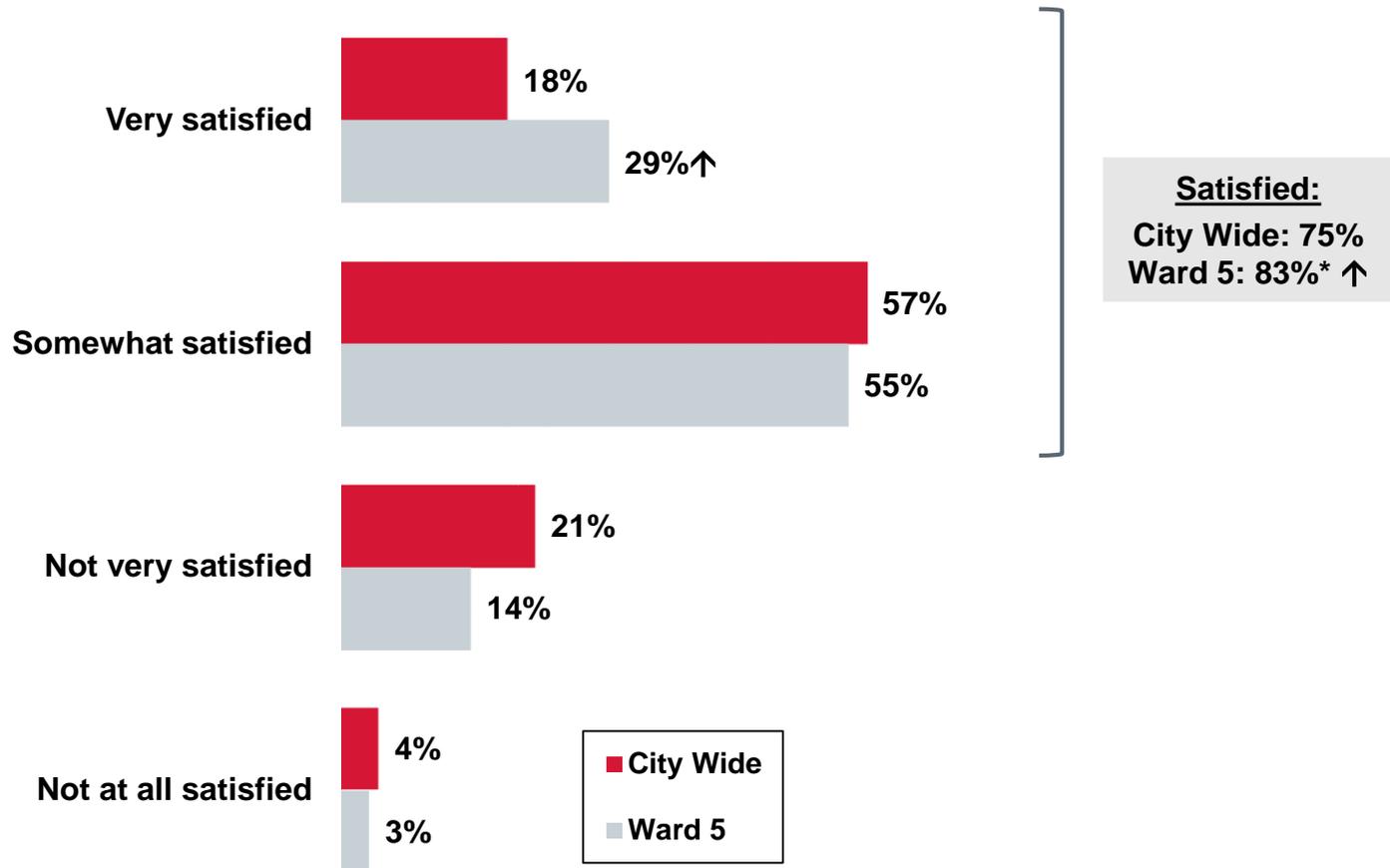


## City Communications





# Satisfaction with the Overall Quality of City Information and Communications



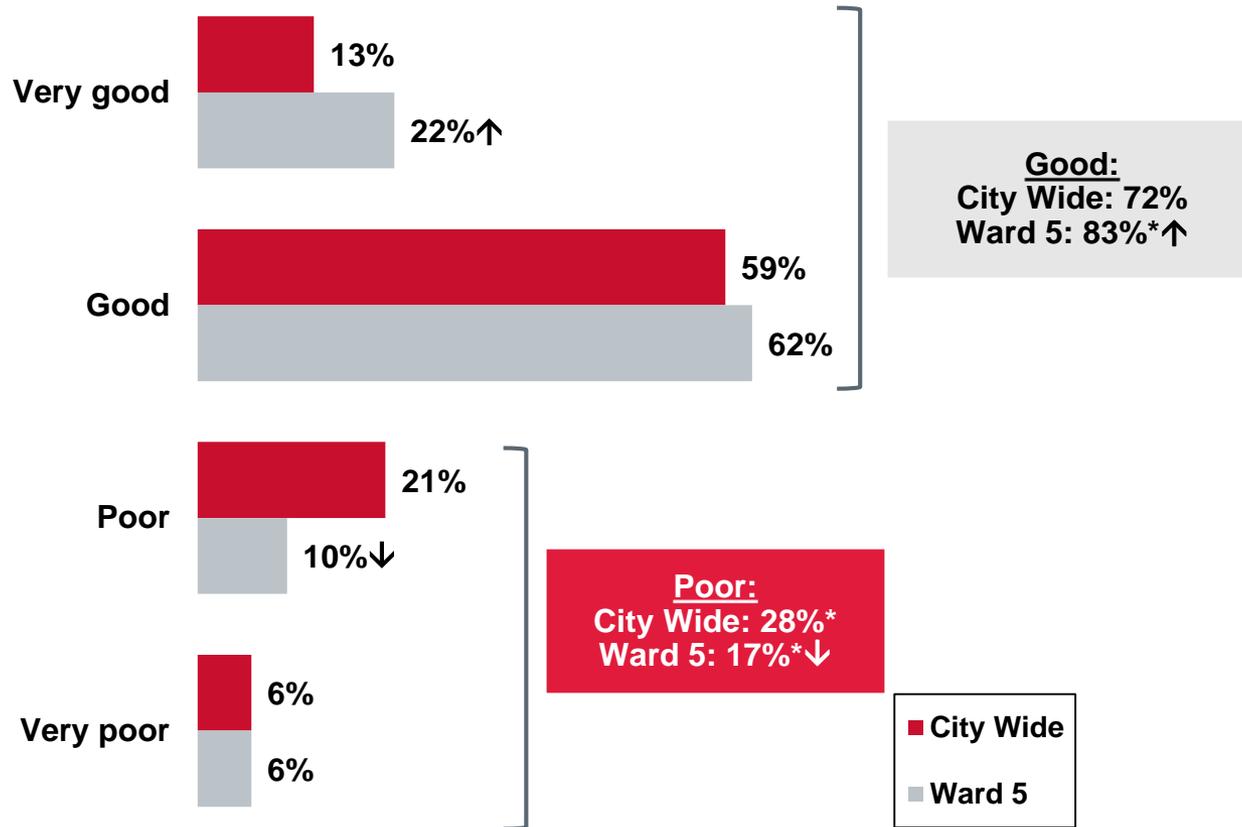
\*Rounding

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

And how satisfied are you with the overall quality of City information and communications?  
 Base: Valid respondents (City Wide: n=2,492 / Ward 5: n=153)



# Overall Communications from The City



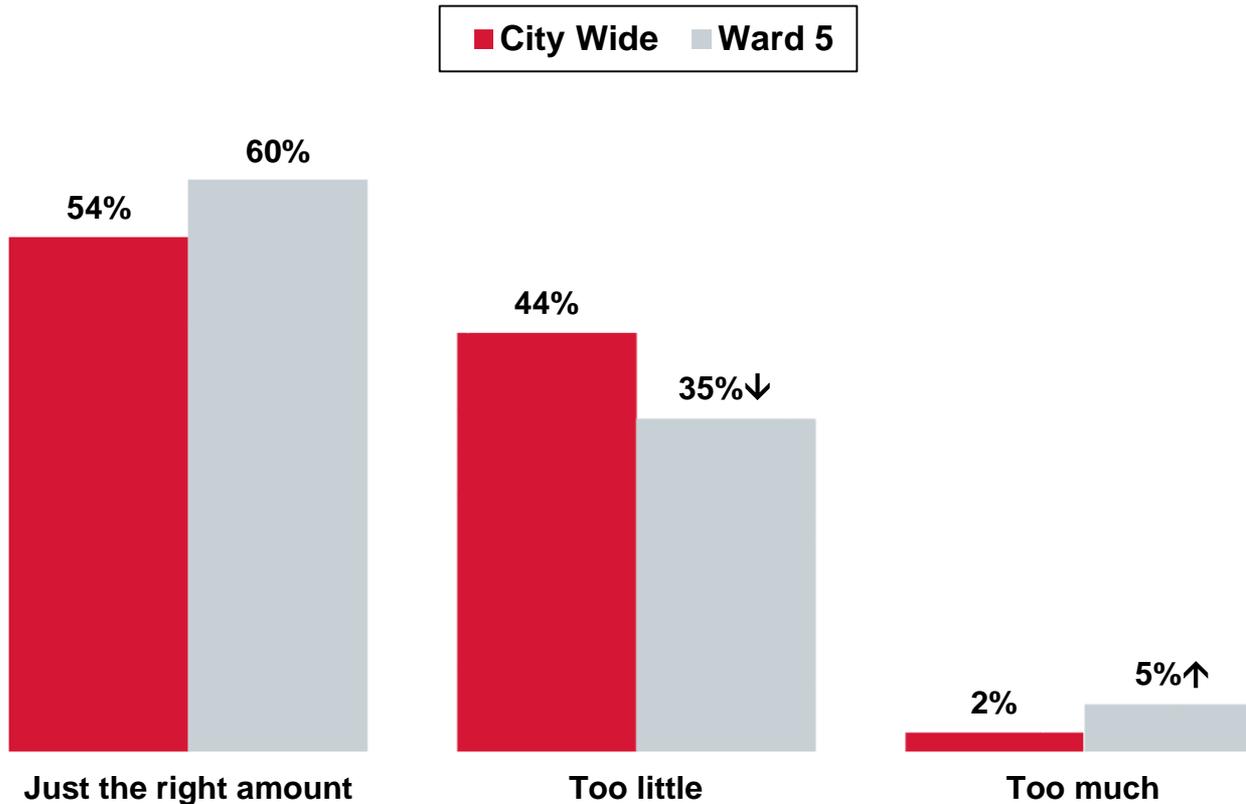
\*Rounding

↑Statistically higher than City Wide  
↓Statistically lower than City Wide

Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?  
Base: Valid respondents, (City wide: n=2,486 / Ward 5: n=151)



# The Amount of Information Accessible



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

Base: Valid respondents (City Wide: n=2,470 / Ward 5: n=153)

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

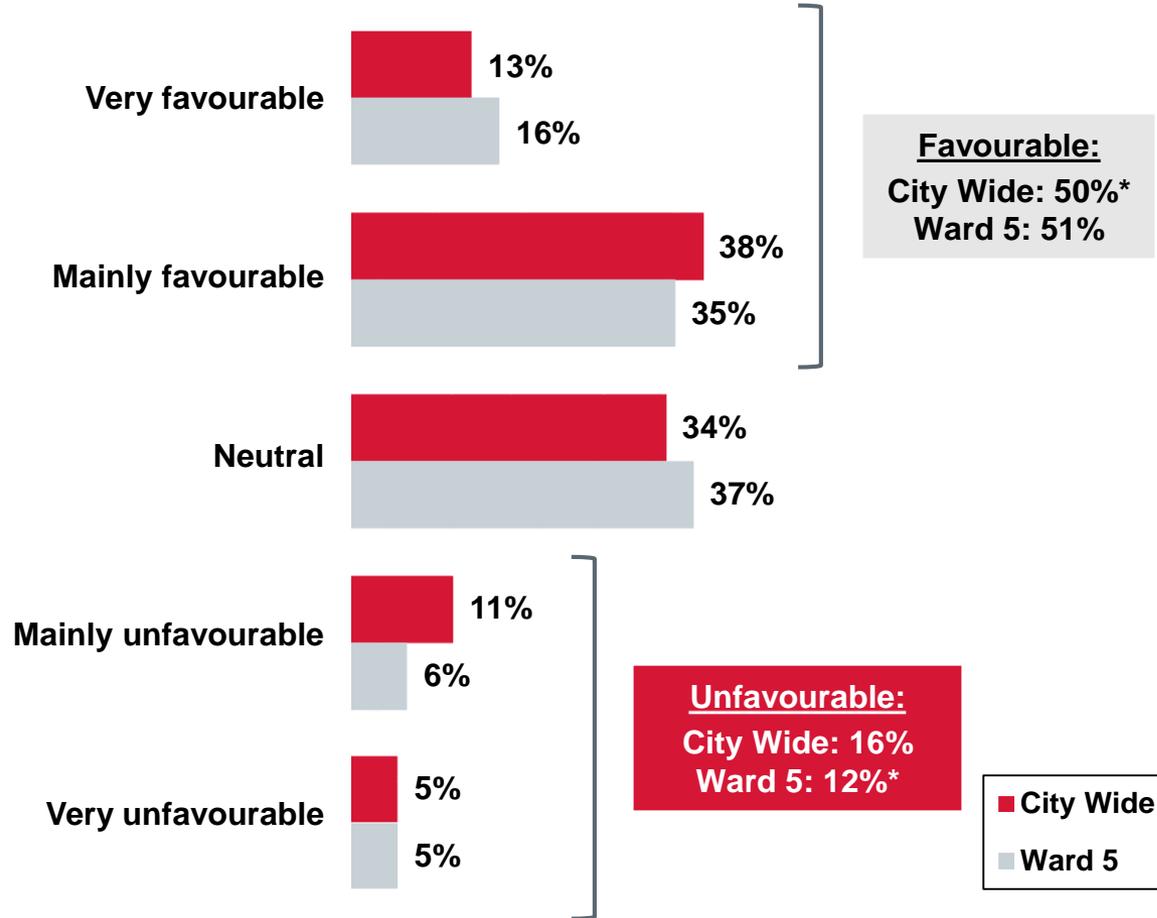


## City Reputation and Performance





# Favourability



\*Rounding

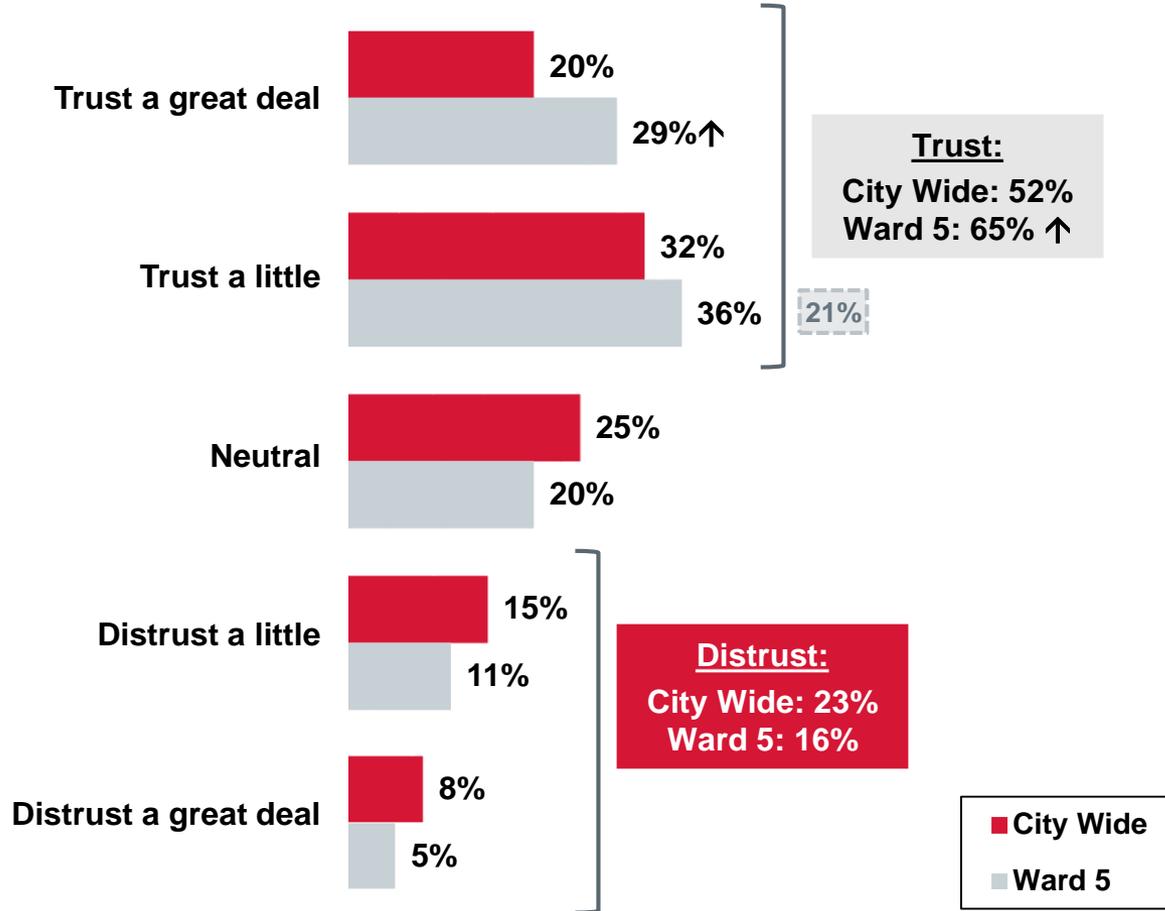
↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide

Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?

Base: Valid respondents (City Wide: n=2,495 / Ward 5: n=152)



# Trust

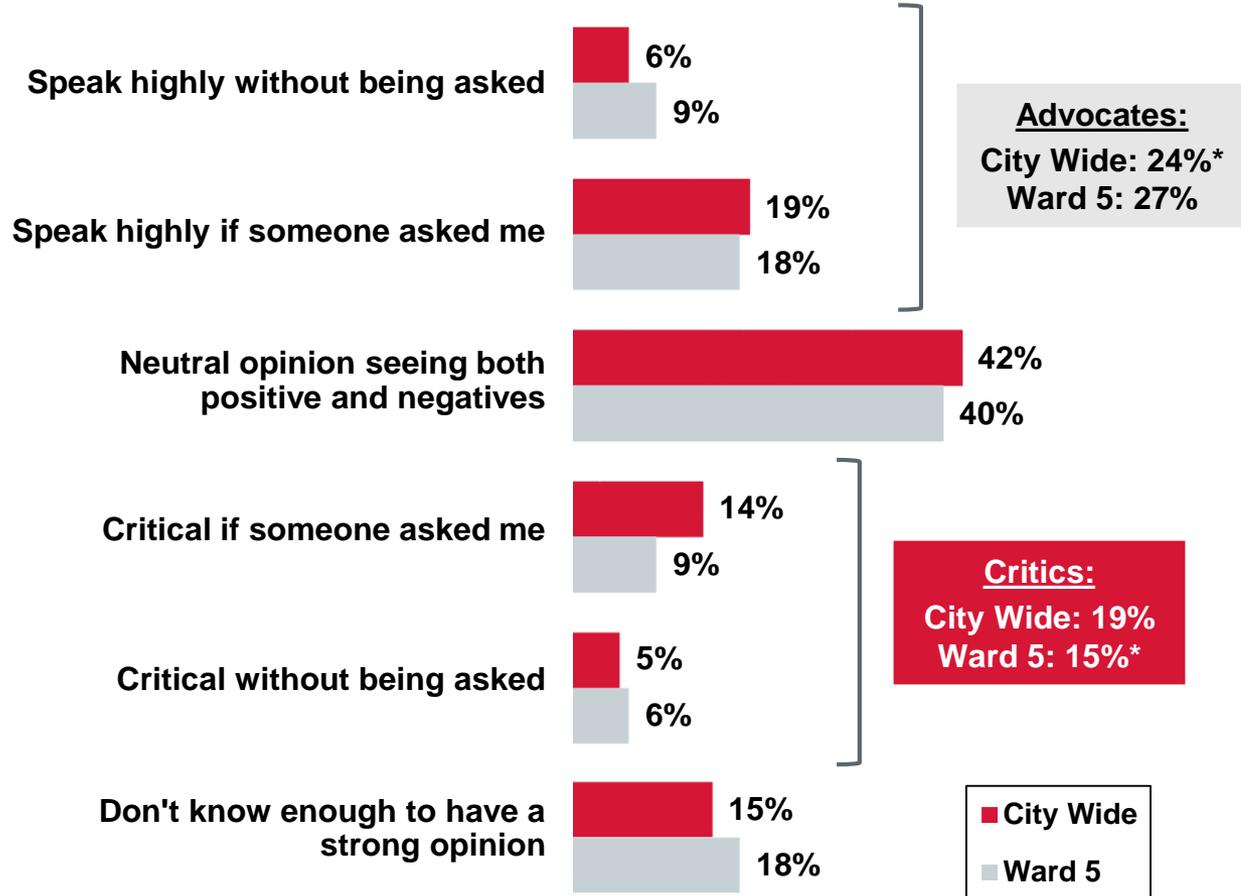


Ward 5 2018

Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents (City Wide: n=2,495 / Ward 5: n=153)

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 5: n=150)

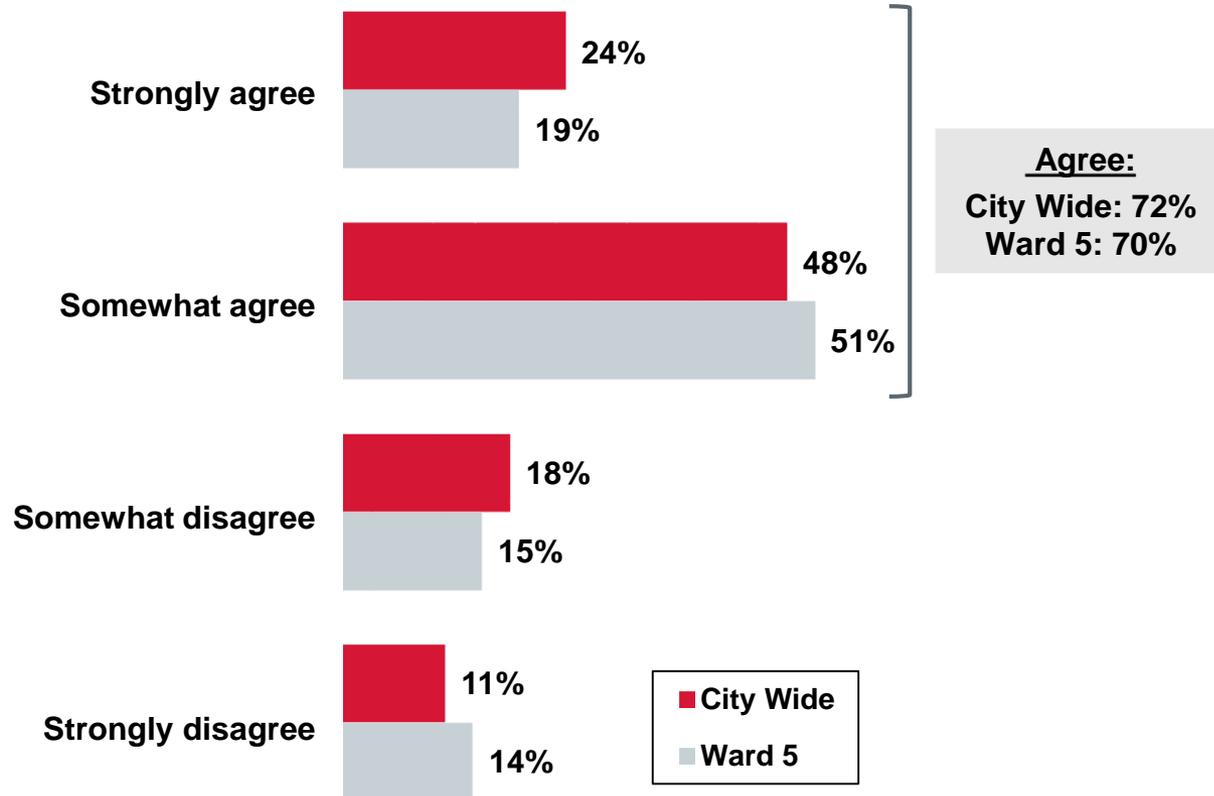
\*Rounding

↑ Statistically higher than City Wide  
 ↓ Statistically lower than City Wide



# Understanding of the Roles of City Council versus City Administration

*I understand the roles and responsibilities of City Council compared to those of City Administration*



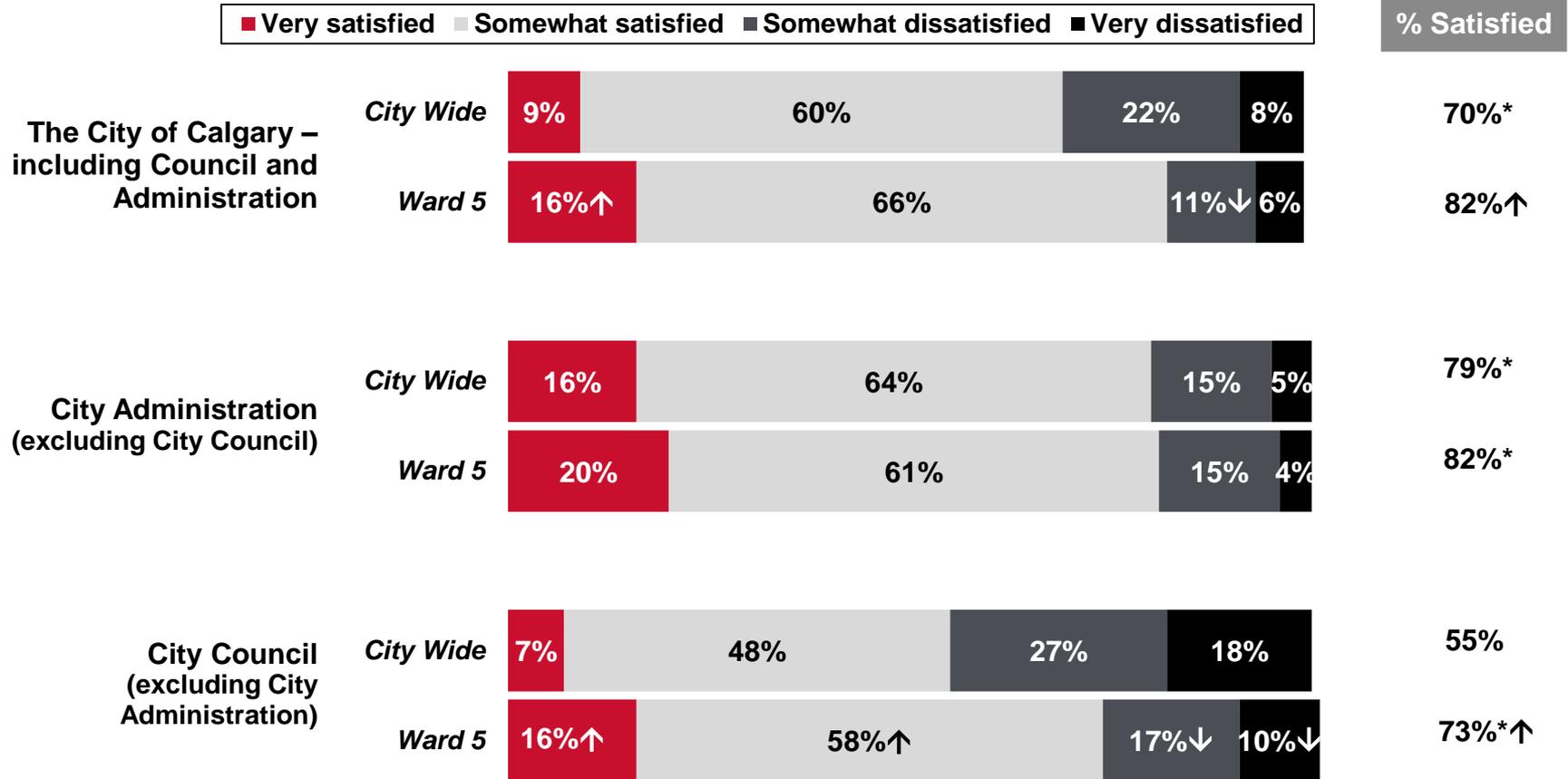
*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,458 / Ward 5: n=152)



# Perceptions About City Performance

As you may know, **City Council** is made up of elected officials who are the legislative body that govern The City. While **City Administration** is made up of non-elected employees at The City who are responsible for the management and running of local services. In other words, public servants who administer services, facilities, safety and infrastructure for communities.



\*Rounding

Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

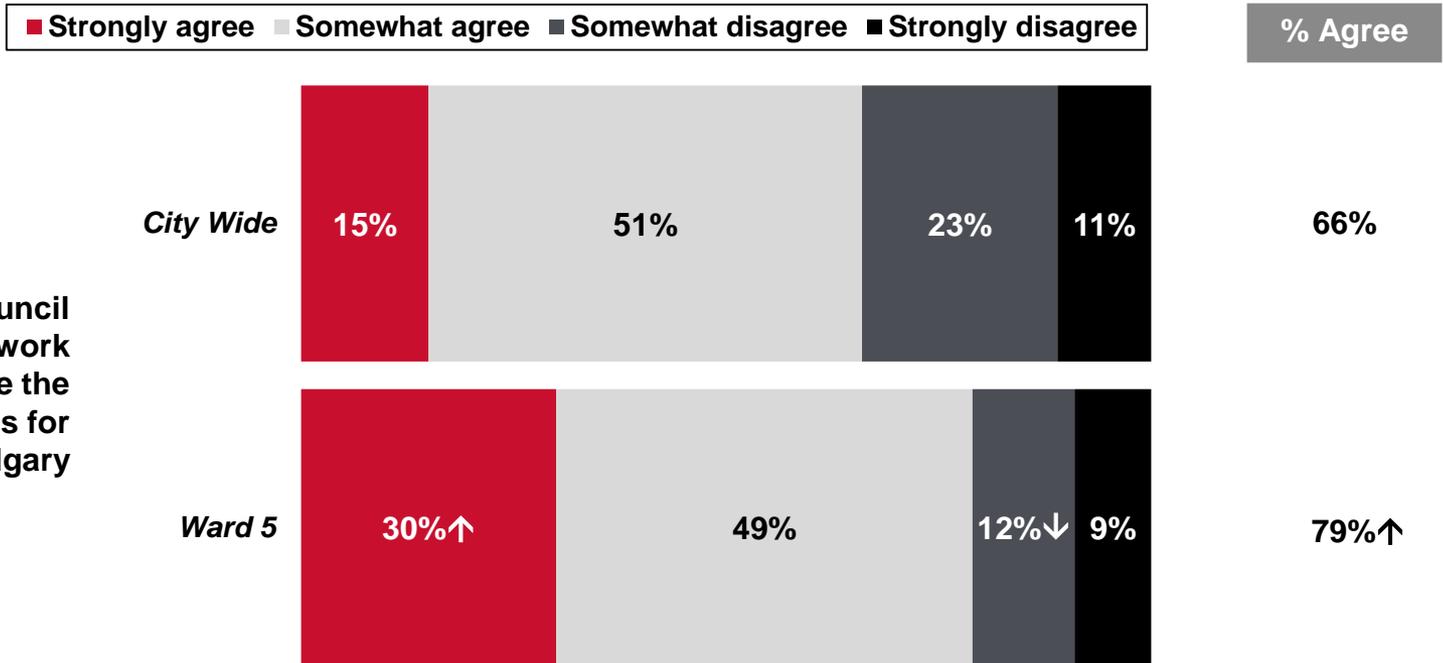
Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide



# Attitudes Regarding Collaboration

I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary



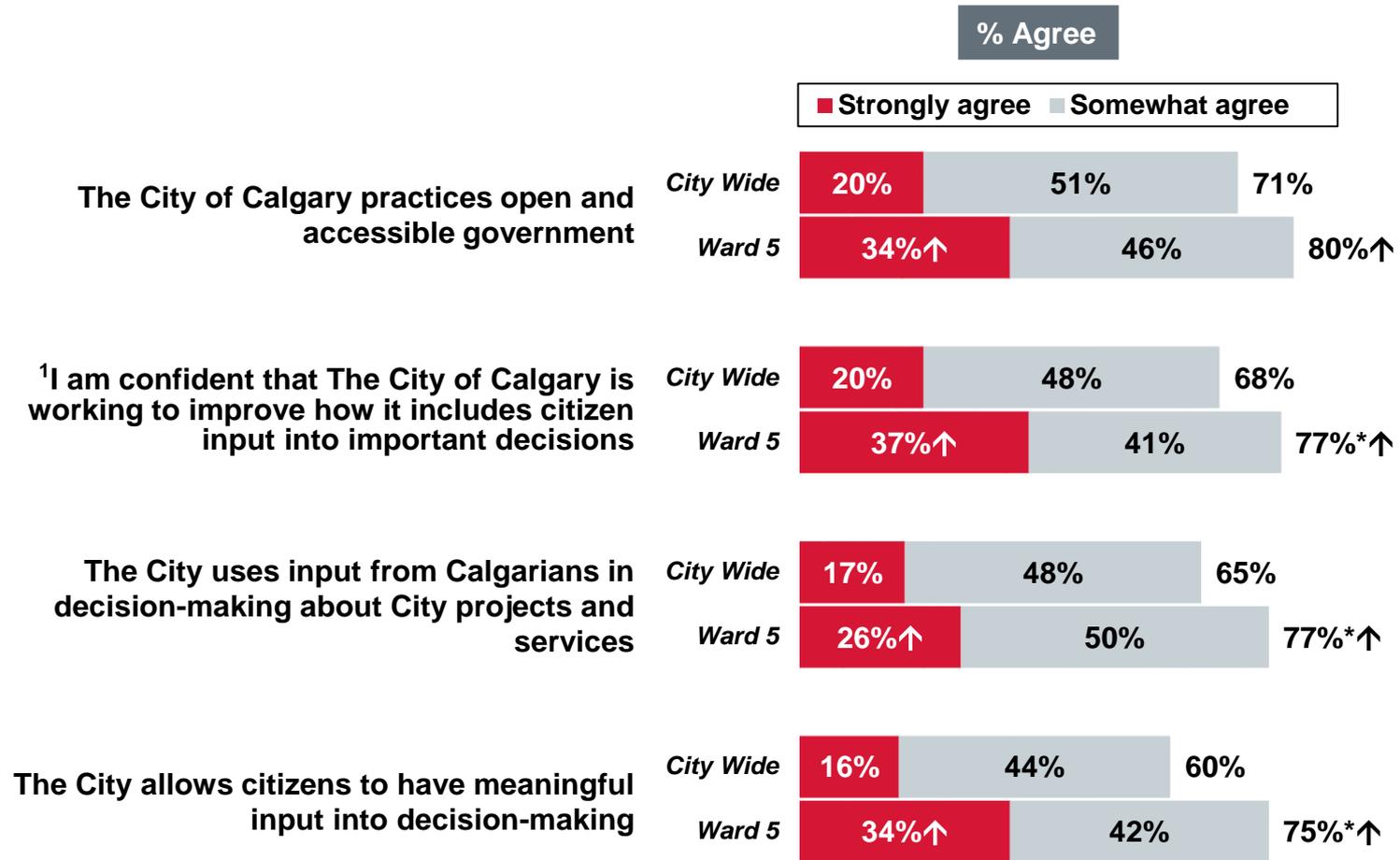
Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (City Wide: n=2,463 / Ward 5: n=151)

↑ Statistically higher than City Wide  
↓ Statistically lower than City Wide



# Perceptions of Transparency and Citizen Input



\*Rounding

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?

<sup>1</sup>Please tell me whether you agree or disagree with each of the following statements?

Base: Valid respondents (Bases vary)

<sup>↑</sup>Statistically higher than City Wide  
<sup>↓</sup>Statistically lower than City Wide



## **Respondent Profile**





## Age

	City Wide	Ward 5
18 to 24	13%	28%
25 to 34	21%	24%
35 to 44	17%	13%
45 to 54	19%	17%
55 to 64	14%	11%
65 or older	16%	8%
<i>Mean</i>	45	39

## Income

	City Wide	Ward 5
Less than \$30,000	6%	8%
\$30,000 to <\$45,000	9%	12%
\$45,000 to <\$60,000	11%	17%
\$60,000 to <\$75,000	8%	12%
\$75,000 to <\$90,000	8%	7%
\$90,000 to <\$105,000	11%	20%
\$105,000 to <\$120,000	11%	14%
\$120,000 to <\$150,000	13%	6%
\$150,000 or more	23%	4%

## Education

	City Wide	Ward 5
Completed high school or less	16%	23%
Some post secondary or completed a college diploma	35%	38%
Completed university degree or post-grad degree	49%	39%

## Gender

	City Wide	Ward 5
Male	50%	43%
Female	50%	56%
Other	0%	1%

Base: Valid respondents (Bases vary)



# Household Characteristics

## Type of Home

	City Wide	Ward 5
Single-detached house	70%	80%
Apartment or apartment-style condominium	12%	4%
Duplex, triplex or fourplex	8%	8%
Townhouse or rowhouse	8%	8%
Another type of multi-dwelling unit	1%	-

## Children and Seniors in Household

	City Wide	Ward 5
Yes - Children	34%	47%
Yes - Seniors	18%	21%

## Household Size

	City Wide	Ward 5
1	14%	7%
2	30%	16%
3	19%	18%
4	22%	29%
5 or more	15%	31%
<i>Mean</i>	3.0	3.8

## Responsible for Property Taxes

	City Wide	Ward 5
Yes	84%	75%
No	16%	25%

## Own or Rent

	City Wide	Ward 5
Own	76%	68%
Rent	19%	21%
Other	6%	10%

## Tenure in Calgary

	City Wide	Ward 5
Less than 5 years	6%	7%
5 to less than 10 years	9%	18%
10 to less than 15 years	10%	18%
15 to less than 20 years	11%	13%
20 to less than 30 years	23%	20%
30 to less than 40 years	16%	12%
40 or more	25%	14%
<i>Mean</i>	28	21

Base: Valid respondents (Bases vary)



# Respondent Characteristics

## Born in Canada

	City Wide	Ward 5
Yes	74%	49%
No	26%	51%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=600)	Ward 5 (n=71)
Less than 12	29%	27%
12 to 17	15%	19%
18 or older	56%	54%
No response	1%	-

## Ethnic Background

	City Wide	Ward 5
Caucasian/ White	26%	8%
British	18%	9%
Canadian/ French Canadian	17%	9%
Northern or Western European	12%	4%
East or Southeast Asian	9%	18%
Southern or Eastern European	7%	4%
South Asian	7%	33%
Central/ South American or Caribbean	3%	4%
West Asian or Middle Eastern	3%	5%
African	3%	4%
Aboriginal/ First Nations/ Metis	2%	5%

## Disability

	City Wide	Ward 5
Yes	17%	16%
No	83%	84%

## Visible Minority

	City Wide	Ward 5
Yes	24%	59%
No	76%	41%

Base: Valid respondents (Bases vary)



## Contact

**Krista Ring**  
Manager, Customer Experience, Strategy, and Research  
The City of Calgary  
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Krista.Ring@Calgary.ca