



# Ipsos Reid Public Affairs



THE CITY OF  
**CALGARY**

## The City of Calgary 2008 Citizen Satisfaction Survey

### Key Findings



## Methodology

- ◆ Telephone survey conducted with a randomly selected sample of Calgarians aged 18 years and older.
- ◆ Survey was fielded between September 2<sup>nd</sup> and September 10<sup>th</sup>, 2008.
- ◆ Sample size: 1001, 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=290 (MOE  $\pm 5.8\%$ )
  - Southeast n=210 (MOE  $\pm 6.8\%$ )
  - Southwest n=300 (MOE  $\pm 5.7\%$ )
- ◆ 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 2006 Census.
- ◆ Research Note on Tracking
  - Where possible, results for areas of citizen satisfaction are compared to Fall 2007, 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 40,100 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 10,100 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.



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## Key Findings



## Key Findings: Quality of Life

- ◆ The downward momentum surrounding perceptions about overall quality of life has leveled off this year.
  - In 2008, 69% of Calgarians consider the overall quality of life in the city of Calgary to be “good”, while 67% reported a good rating in 2007. This is a good news story given the nine percentage-point drop in perceptions around quality of life between 2006 and 2007.
- ◆ However, a strong majority of Calgarians (58%) say that the quality of life in the city has worsened over the past three years.
  - This does represent a 3% decrease compared to 2007, where 61% of Calgarians said that quality of life in the city has “worsened.”
- ◆ Increased crime, speed of growth, transportation issues (traffic congestion/ poor infrastructure), cost of living and cost of housing continue to be contributing factors to Calgarians’ perceptions of a deteriorated quality of life.
- ◆ Still, it is important to note that only a small minority of Calgarians (7%) consider the overall quality of life in Calgary to be “poor.”



## Key Findings: Issue Agenda

- ◆ For the first time in eight years, crime/safety/policing tops the issue agenda among Calgarians (42%).
  - The top six mentions for this year's issue agenda are:
    - Crime/safety/policing (42%)
    - Infrastructure/traffic/roads (34%)
    - Transit (28%)
    - Healthcare/hospitals (12%)
    - Education (12%)
    - Homelessness/ affordable housing/unemployment/welfare (10%)
- ◆ The issue agenda as a whole has seen some notable shifts for 2008.
  - Infrastructure/traffic/roads mentions have decreased by 7% (34% 2008 vs. 41% 2007);
  - Transit mentions have increased by 9% (28% 2008 vs. 19% 2007); and,
  - Homelessness/ affordable housing/unemployment/welfare mentions have decreased by 8%, placing it in 6<sup>th</sup> spot on the agenda this year.



## Key Findings: The City Overall

- ◆ Despite the less than favourable perceptions of quality of life, overall, The City of Calgary continues to perform very well.
  - The vast majority of Calgarians (88%) give The City a “good” rating for overall performance.
  - Further, 89% say the overall quality of services provided by The City is “good.”
  - Eighty-one percent of citizens contacted The City in the last 12 months are “satisfied” with the contact – in fact, fully one-half (52%) are “very satisfied.”
  - The City’s efforts to protect the environment receive positive ratings (“good”) from 75% of Citizens.
- ◆ Satisfaction with the overall level and quality of services and programs has leveled-off this year, with 64% of Calgarians who say that they are satisfied (64% “satisfied” in 2007 vs. 68% in 2006 and 73% in 2005). Nevertheless, just 7% of citizens are “dissatisfied.”



## Key Findings: City Programs and Services

- ◆ Overall, The City of Calgary maintains citizen satisfaction with virtually all programs and services.
  - There are two statistically significant shifts in satisfaction worthy of noting:
    - An *increase* in satisfaction with the quality of drinking water (64% in 2008 vs. 57% in 2007); and,
    - A *decrease* in satisfaction with City operated traffic flow (7% in 2008 vs. 10% in 2007).
  - There are also three statistically significant shifts in importance worthy of noting:
    - An *increase* in importance for EMS (97% in 2008 vs. 95% in 2007);
    - A *decrease* in importance for Social services for individuals (57% in 2008 vs. 62% in 2007); and,
    - A *decrease* in importance for Animal Control Services (35% in 2008 vs. 39% in 2007).
  - Fire, garbage collection, parks & other open-spaces, EMS, quality of the drinking water, and Calgary Police continue to be “primary strengths” of The City’s service delivery.



## Key Findings: Other Significant Changes

- ◆ Calgarians have a slightly more positive view about the state of the city's environment today.
  - 88% of Calgarians say that the overall state of Calgary's environment is good compared to 85% in 2007.
- ◆ Notably more Calgarians report having had contact with The City in 2008 and more citizens report using 3-1-1.
  - 69% of Calgarians report having contacted or dealt with The City in 2008 (compared to 65% in 2007); and,
  - Just under half (49%) of those who made contact with The City did so using 3-1-1 (compared to 43% in 2007).
- ◆ Fewer Calgarians feel "safe" walking in their neighbourhood after dark (70% in 2008 vs. 74% in 2007).



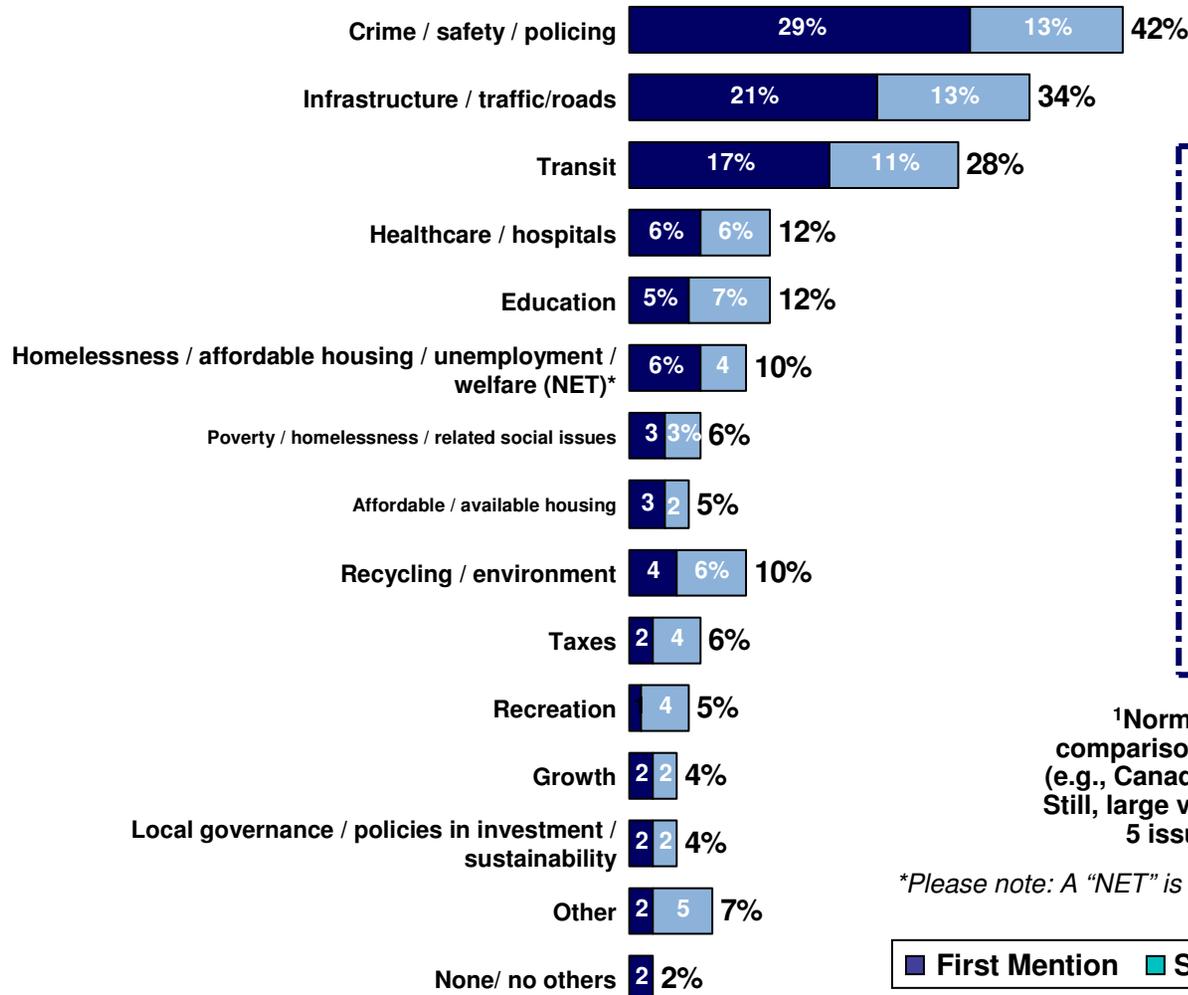
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## Detailed Findings



# 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 <sup>1</sup>	
	Canada
Transportation	29%
Crime	15%
Growth	15%
Social	14%
Education	8%
Taxation/Spending	10%
Environment	7%

<sup>1</sup>Norms 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.

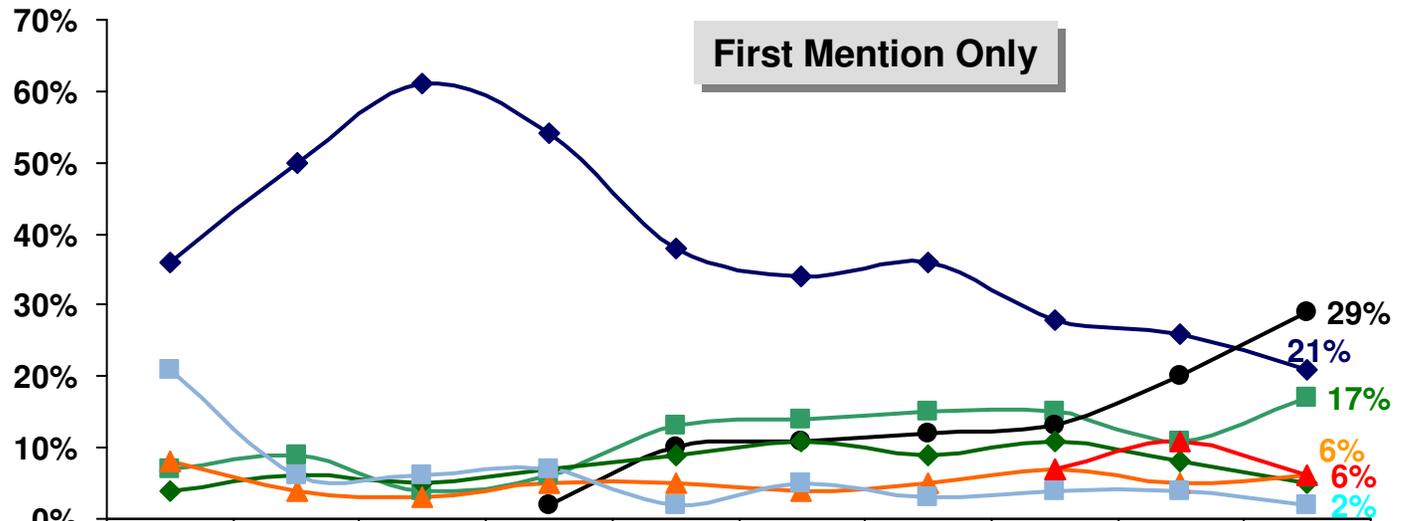
*\*Please note: A "NET" is a combination of 2 or more mentions that cover a specific theme.*

■ 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?)*



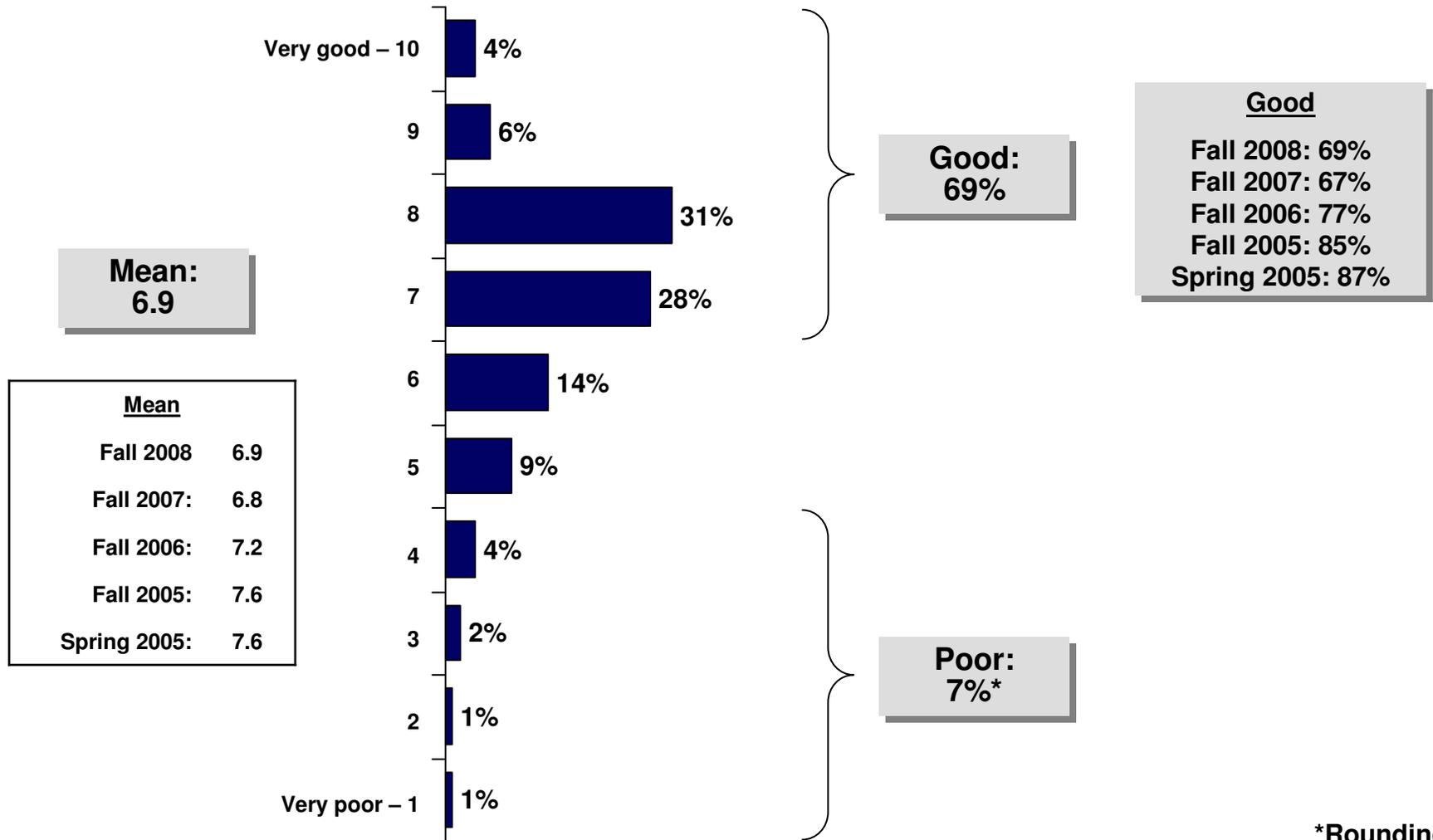
★ Denotes statistically significant change

	2000	2001	2002	2003	2004	Spring 2005 (n=462)	Fall 2005 (n=925)	Fall 2006 (n=926)	Fall 2007 (n=924)	Fall 2008 (n=953)
◆ Infrastructure / traffic & roads	36%	50%	61%	54%	38%	34%	36%	28%	26%	21%★
■ Transit	7%	9%	4%	6%	13%	14%	15%	15%	11%	17%★
● Crime / safety	-	-	-	2%	10%	11%	12%	13%	20%	29%★
◆ Education	4%	6%	5%	7%	9%	11%	9%	11%	8%	5%★
▲ Healthcare / hospitals	8%	4%	3%	5%	5%	4%	5%	7%	5%	6%
■ Growth	21%	6%	6%	7%	2%	5%	3%	4%	4%	2%
▲ Homelessness / affordable housing / unemployment / welfare	-	-	-	-	-	-	-	7%	11%	6%★



# 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?



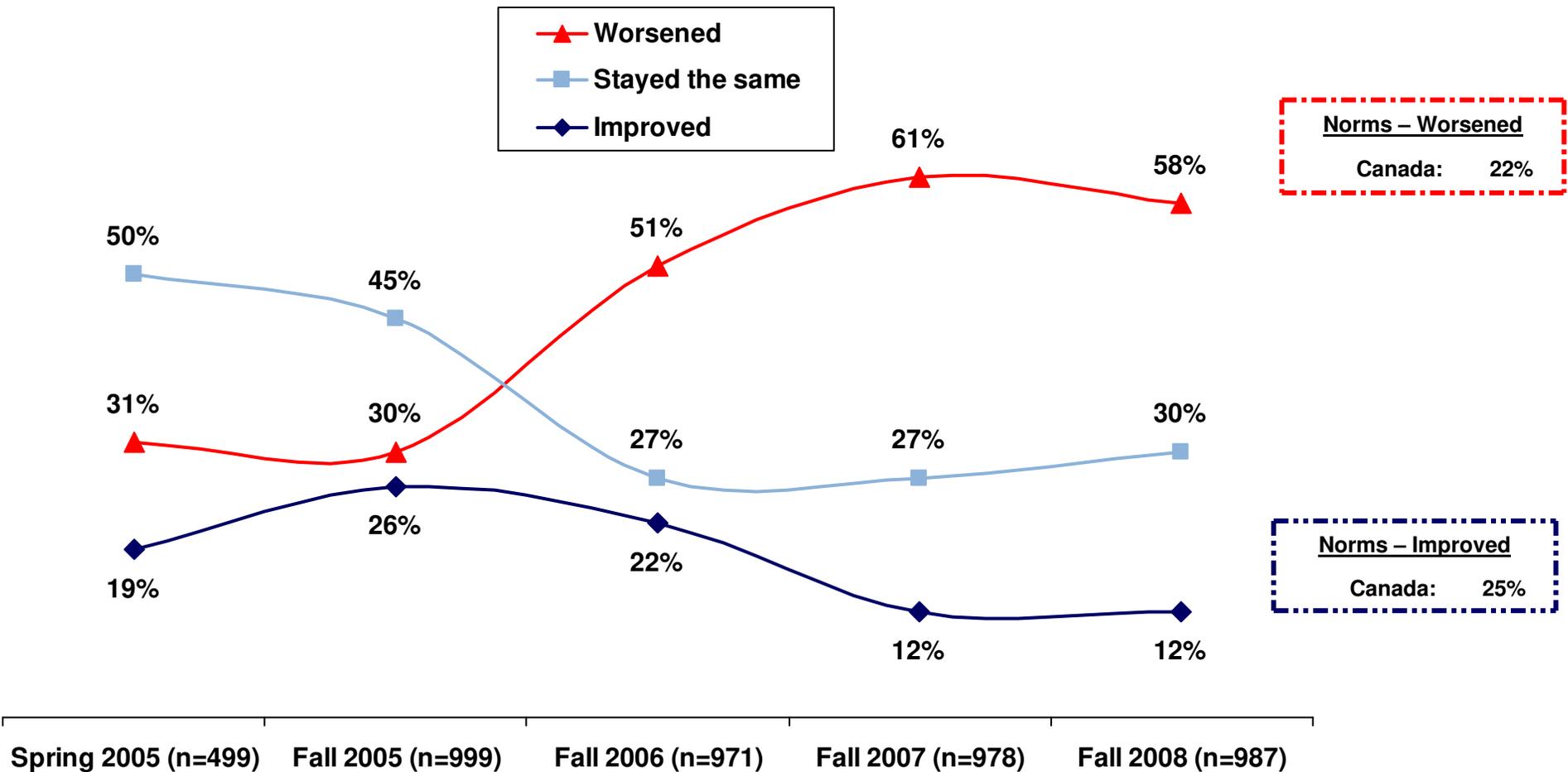
\*Rounding

Base: Valid Respondents (n=999)



# 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 ...?



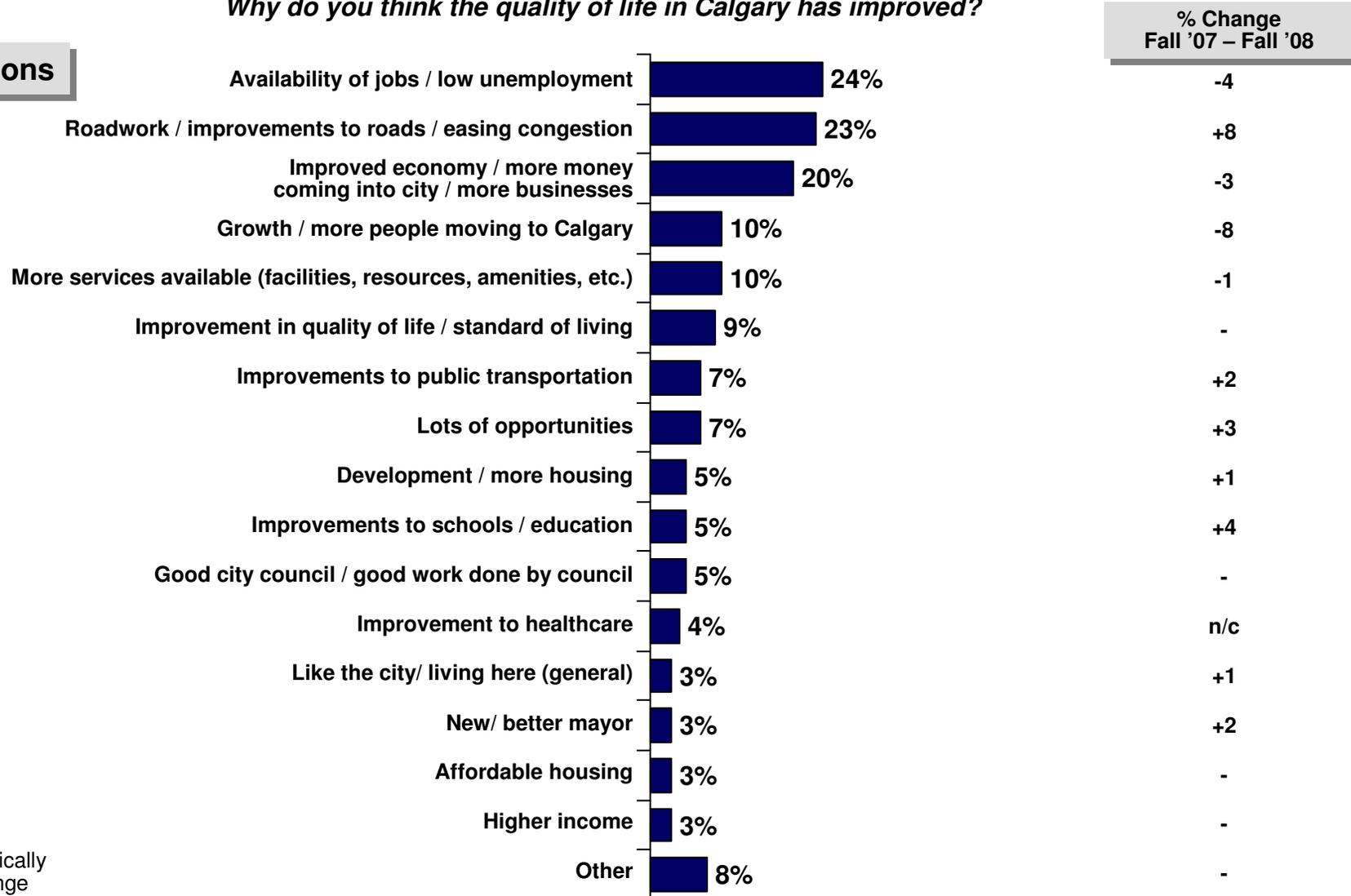
Base: Valid Respondents



# Reasons for Improved Quality of Life

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

All Mentions



\*Denotes statistically significant change

Base: Those who feel quality of life has improved  
Valid Respondents (n=108)

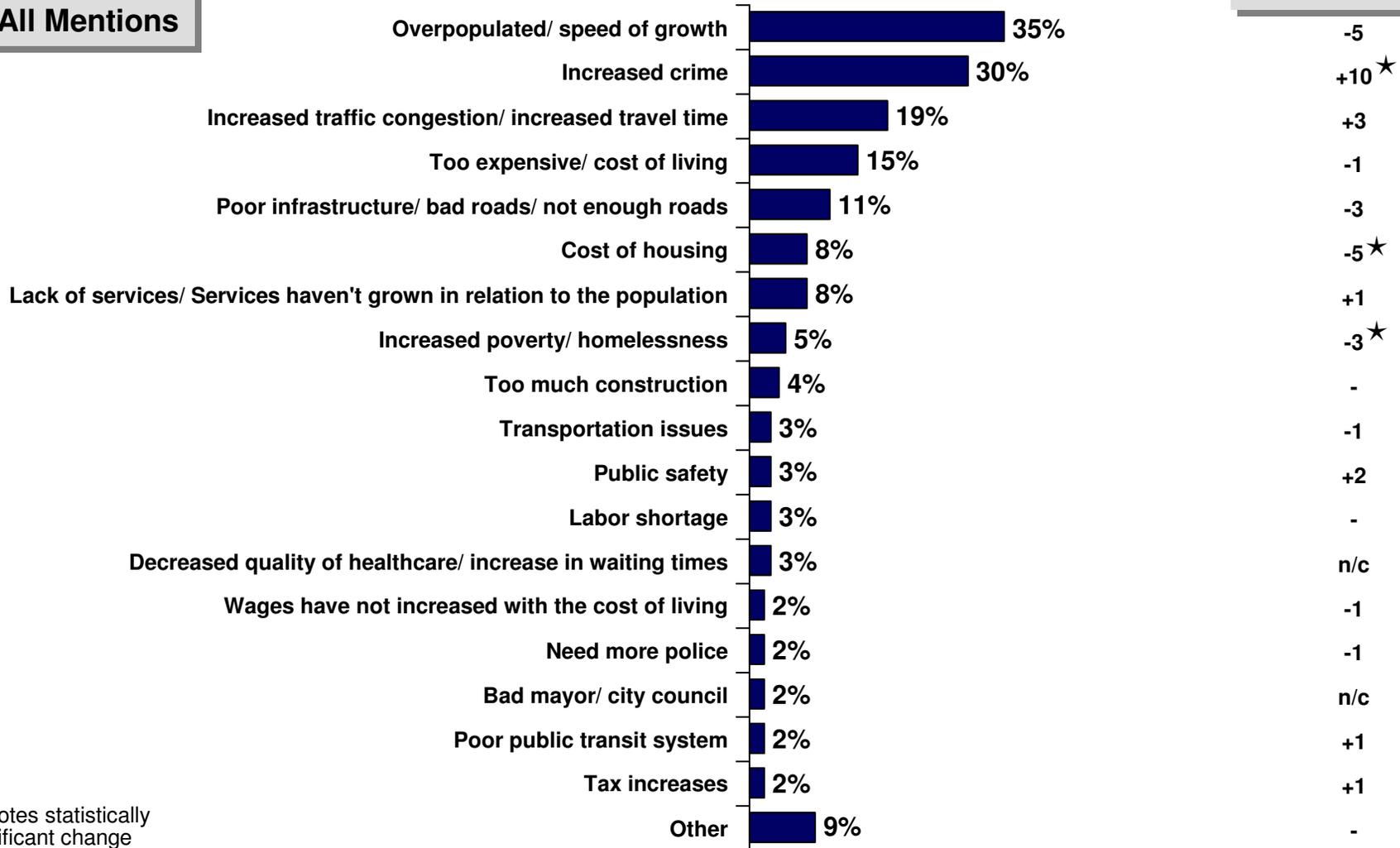


# Reasons for Deteriorated Quality of Life

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

## All Mentions

% Change  
Fall '07 – Fall '08



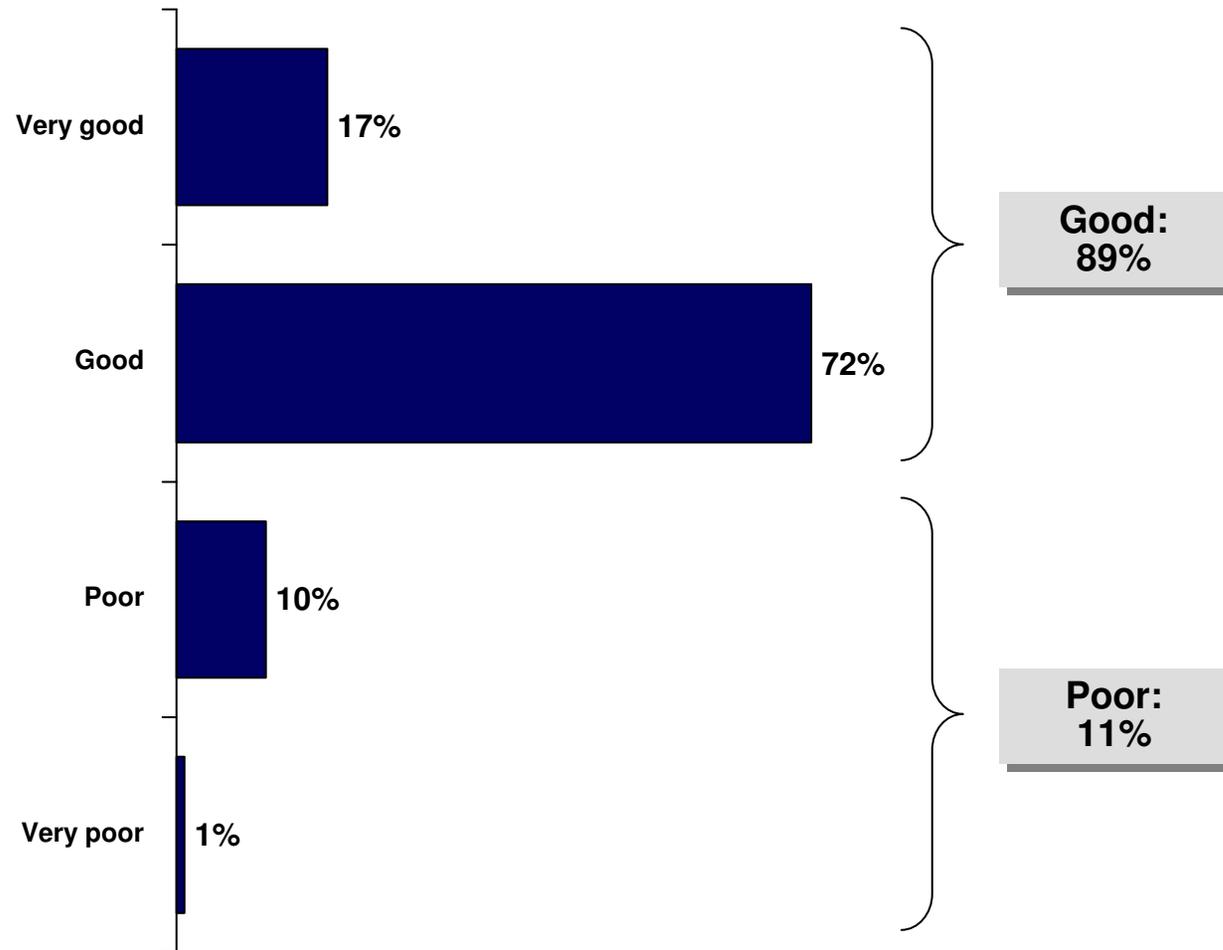
\* Denotes statistically significant change

Base: Those who feel quality of life has worsened  
Valid Respondents (n=595)



# 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 ...?*

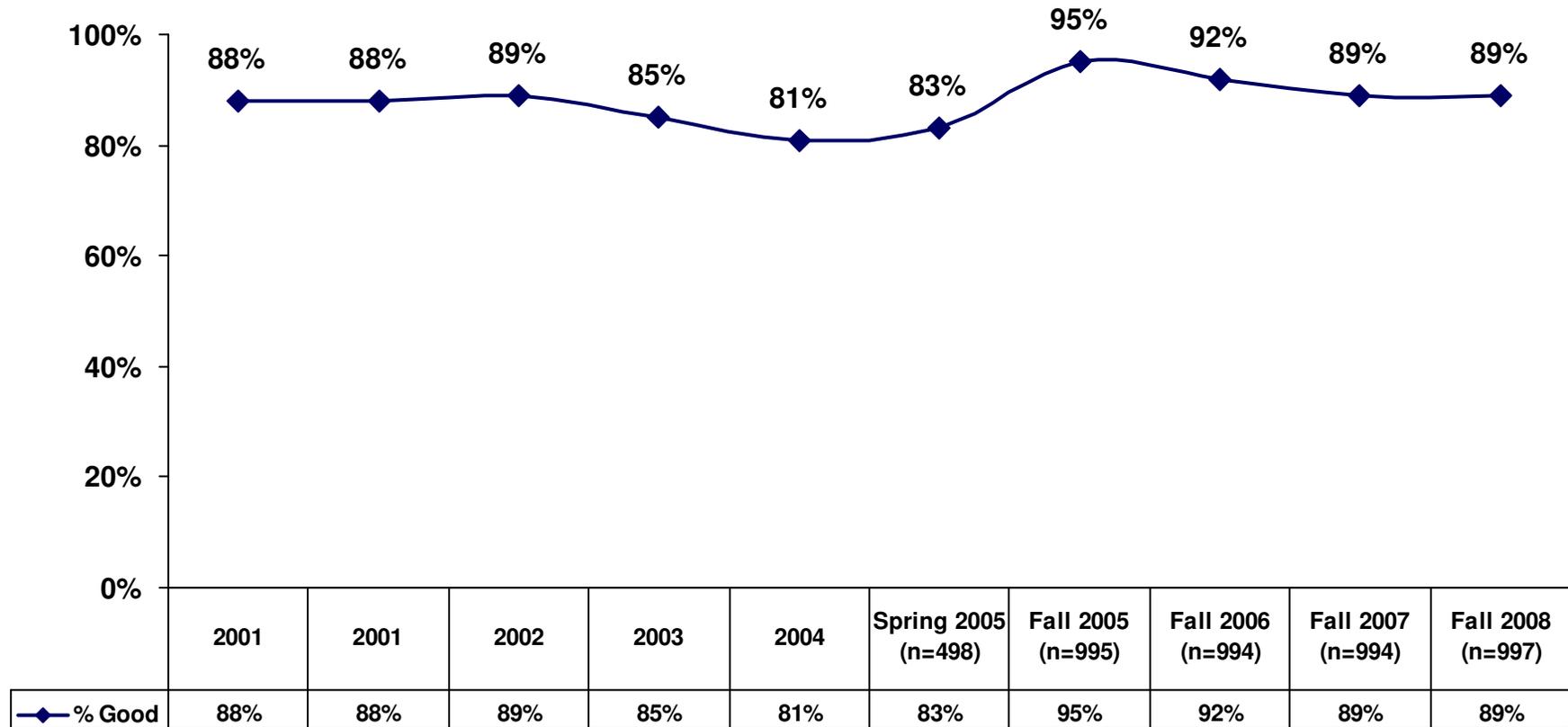


Base: Valid Respondents (n=997)



# Tracking Overall Quality of City Services in Calgary

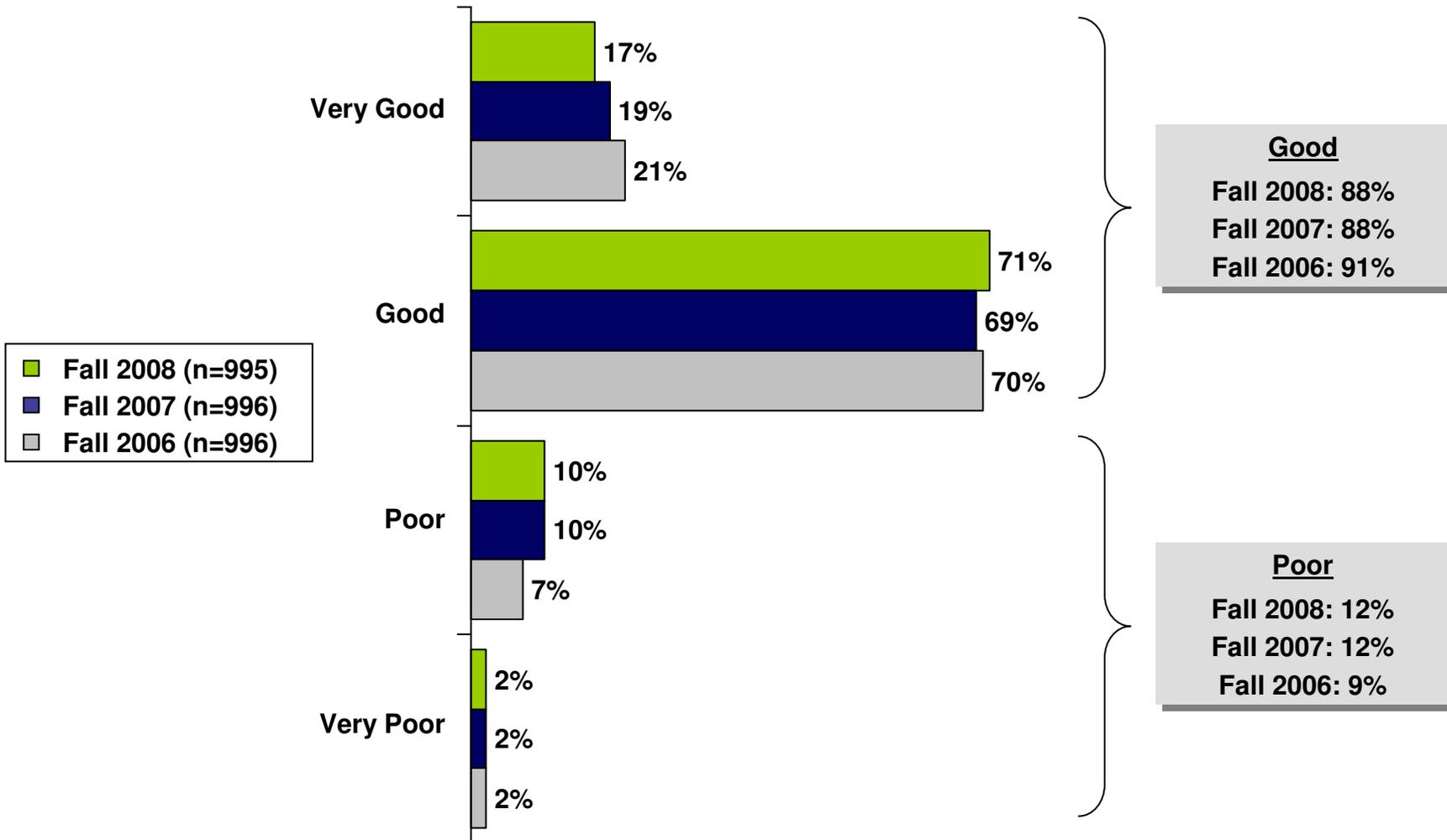
*Overall, thinking of all the services that The City of Calgary provides, would you say that the quality of services provided is ...?*





# Overall Performance of The City of Calgary

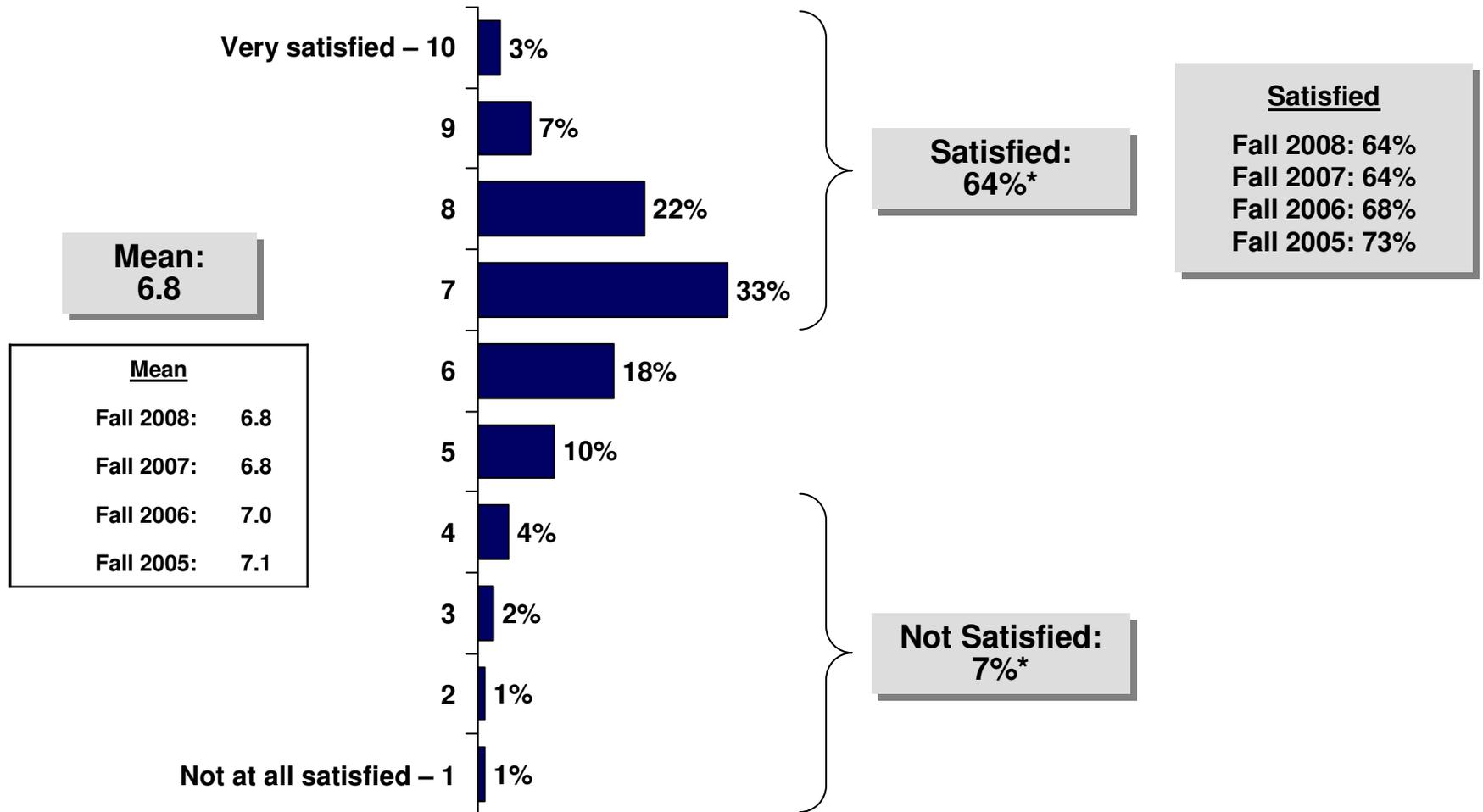
Now, overall, how would you rate the performance of The City of Calgary?





# 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?



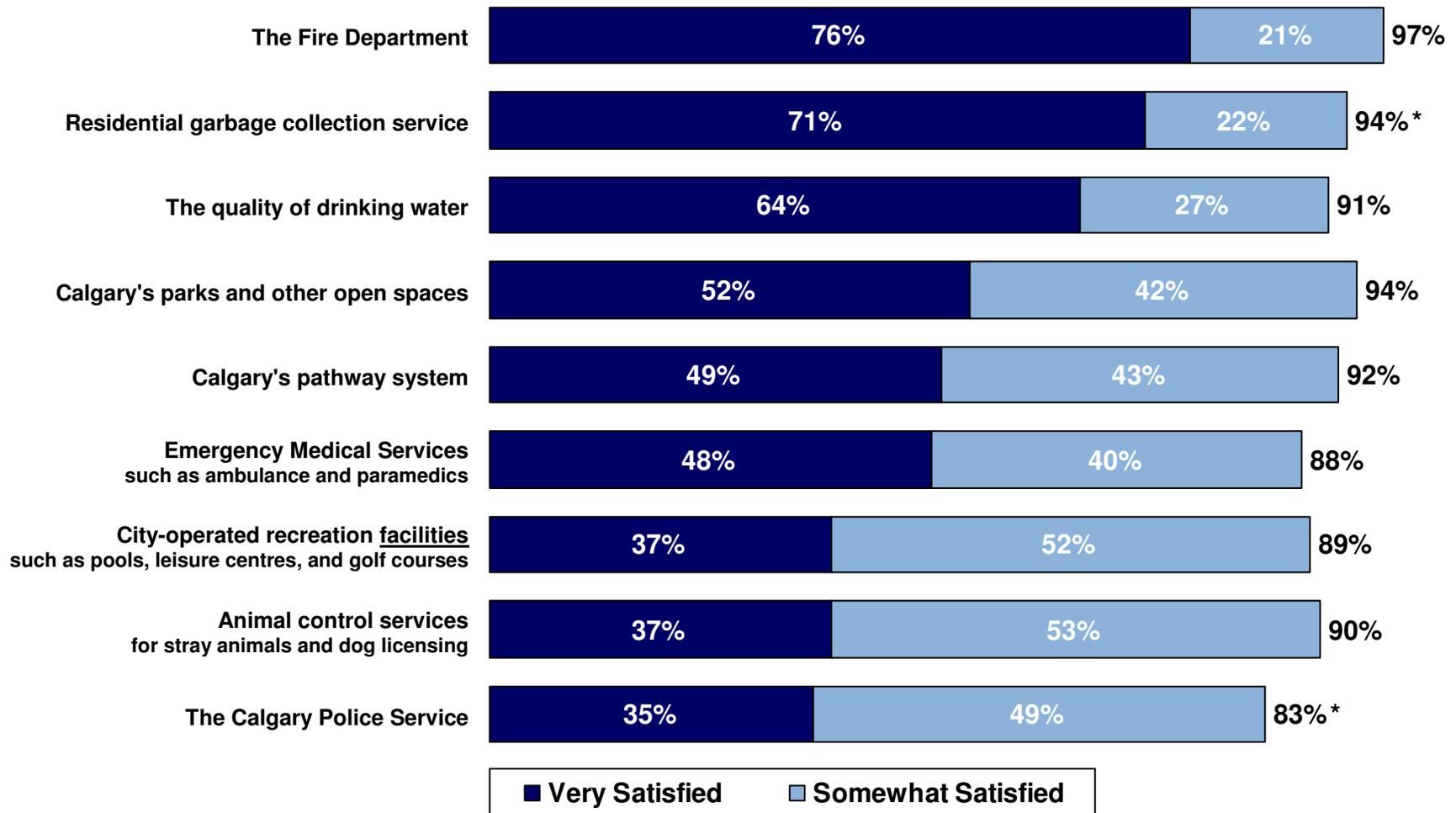
\*Rounding

Base: Valid Respondents (n=992)



# 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

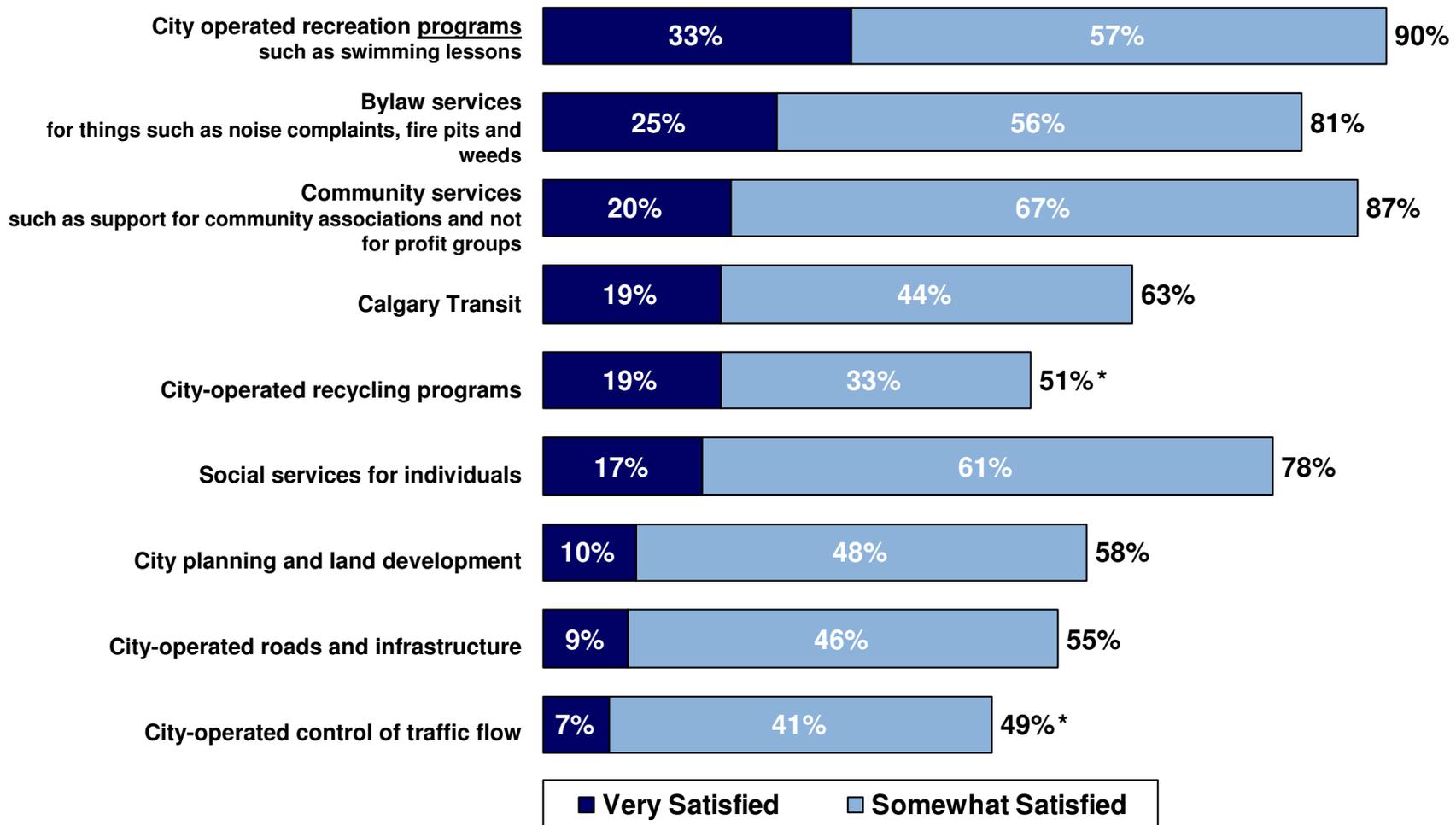
Base: Valid Respondents



# 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

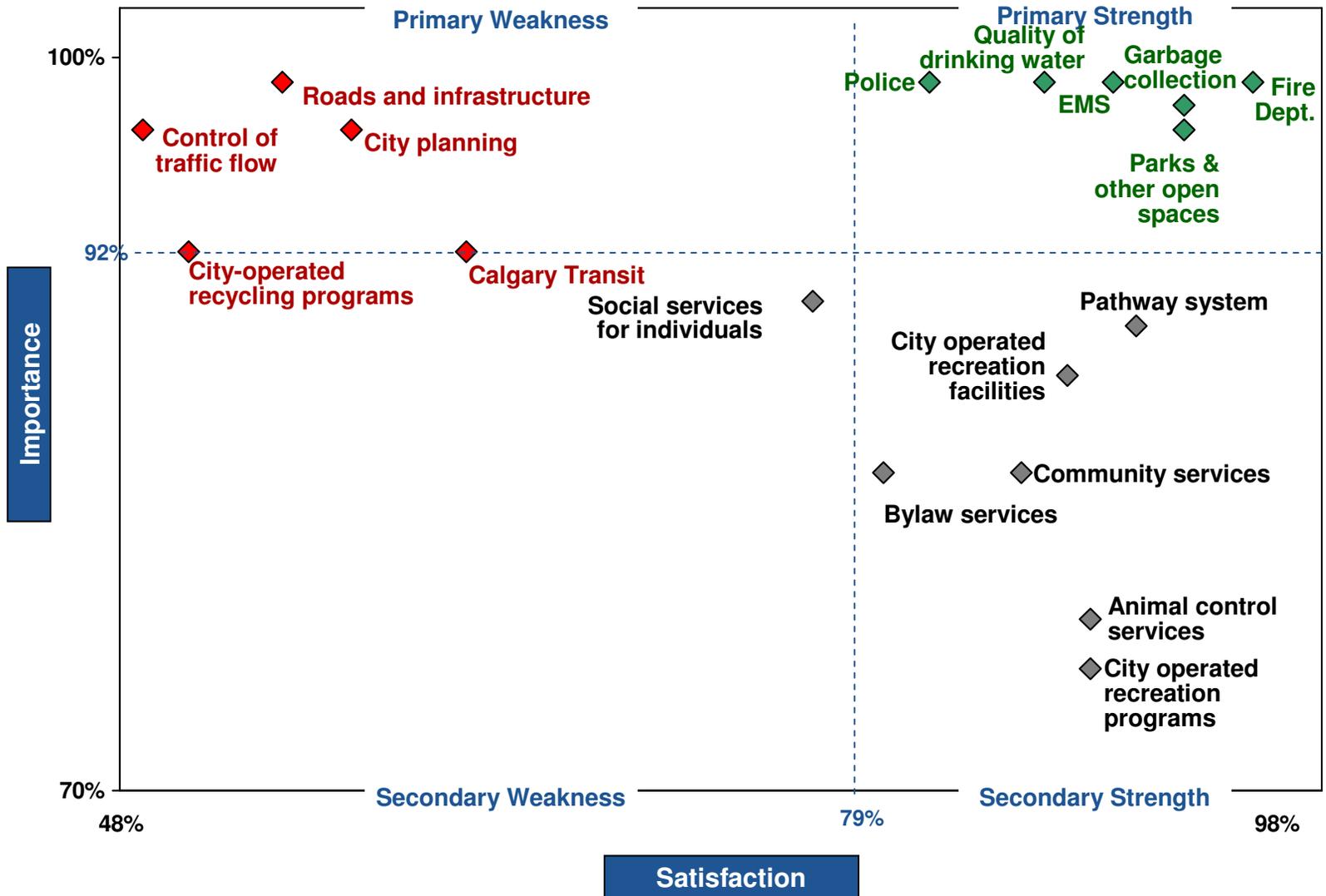


## Research Note on Action Grid

- ◆ 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

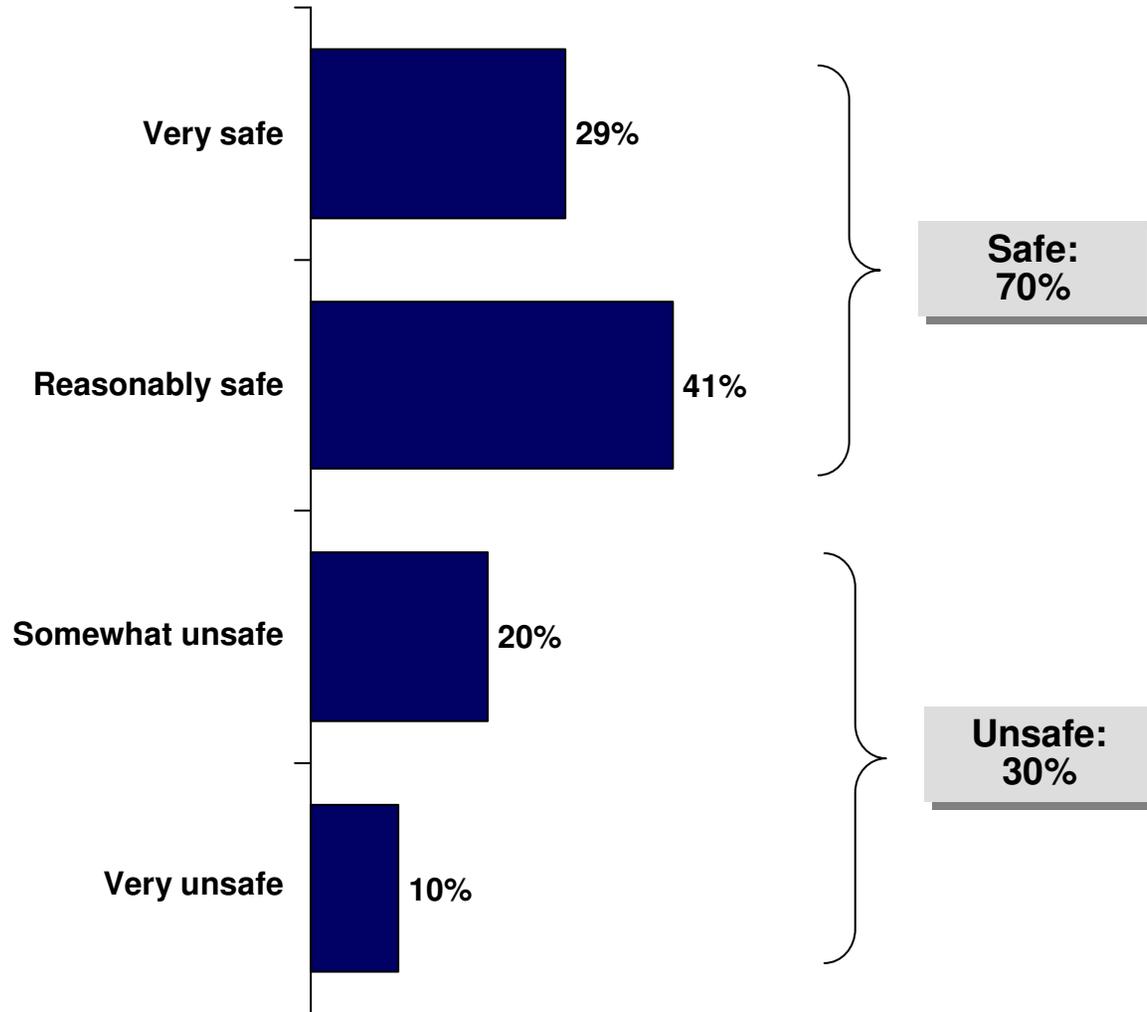


Base: Valid Respondents



# Safety in Own Neighbourhoods

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

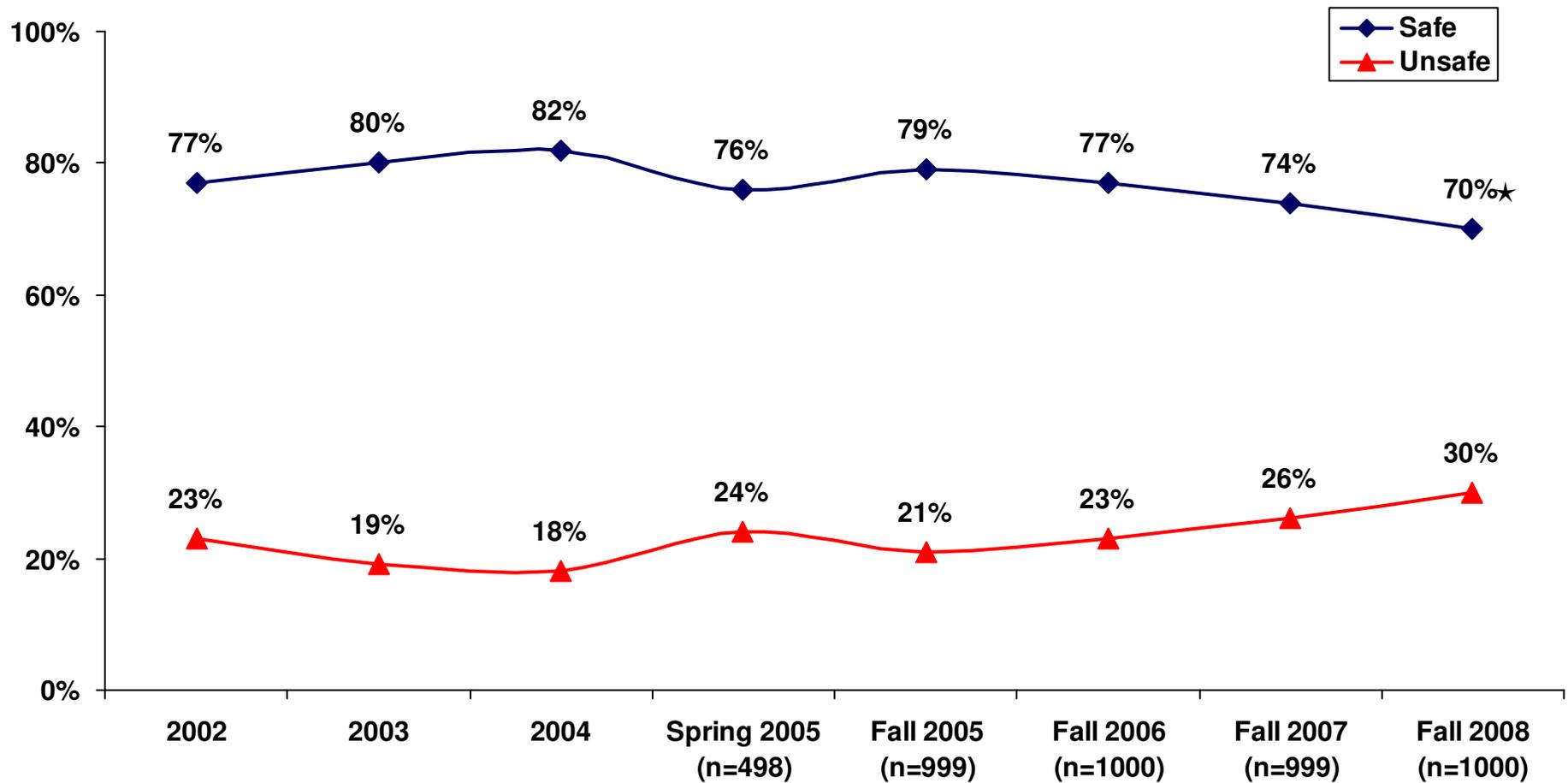


Base: Valid Respondents (n=1000)



# Tracking Safety in Neighbourhoods

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

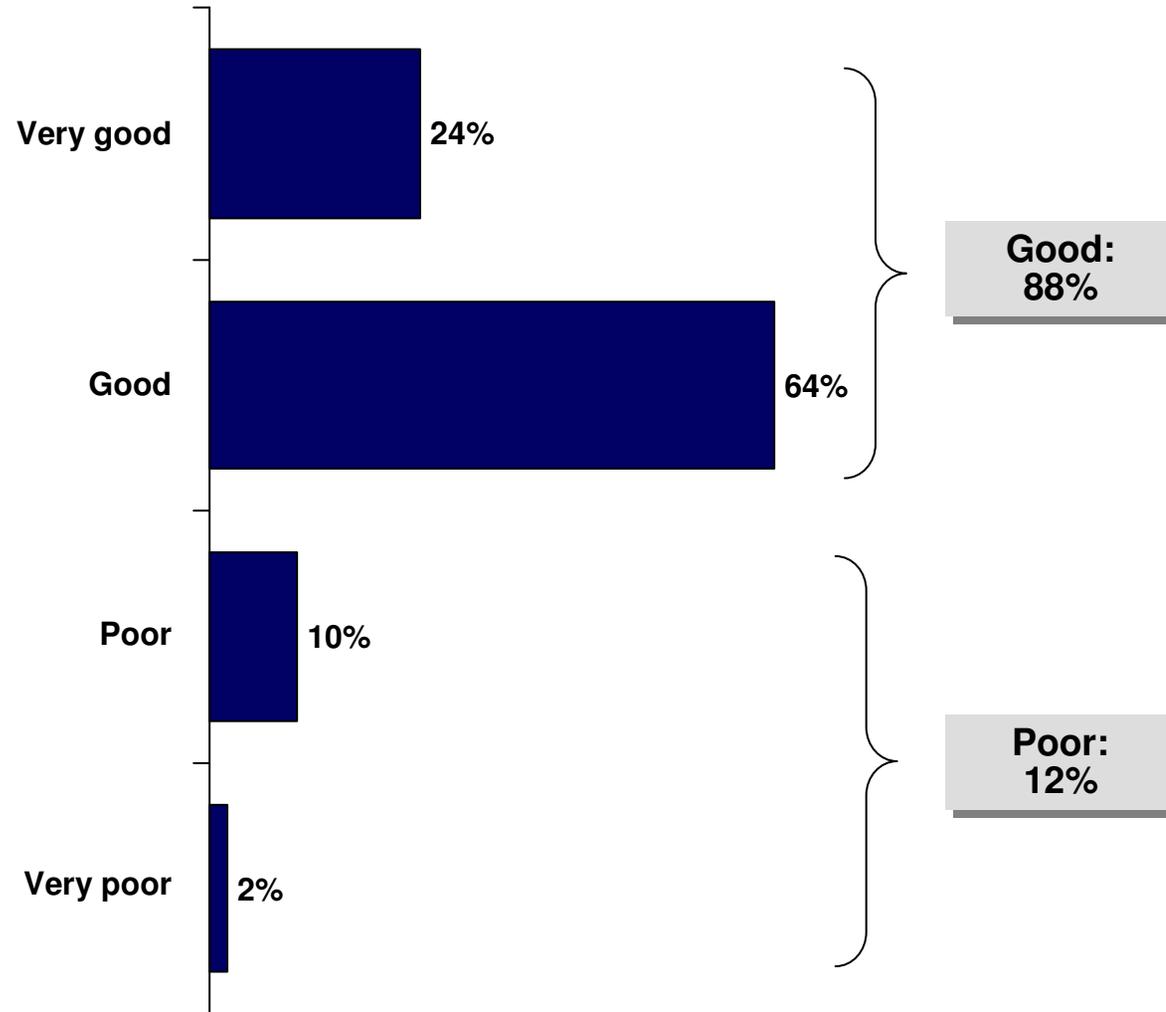


\* Denotes statistically significant change



# Overall State of Calgary's Environment

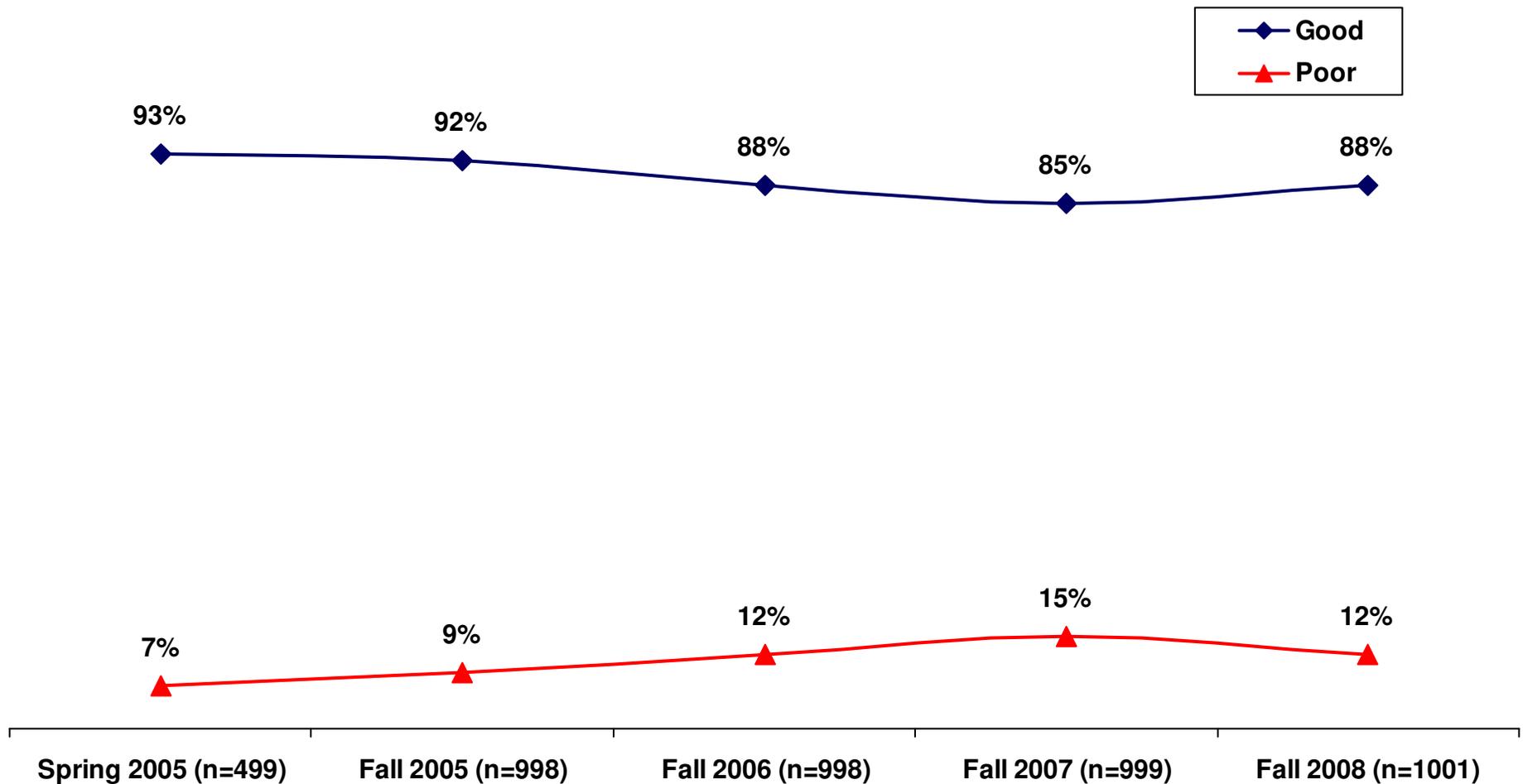
*Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?*





# Tracking Overall State of Calgary's Environment

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

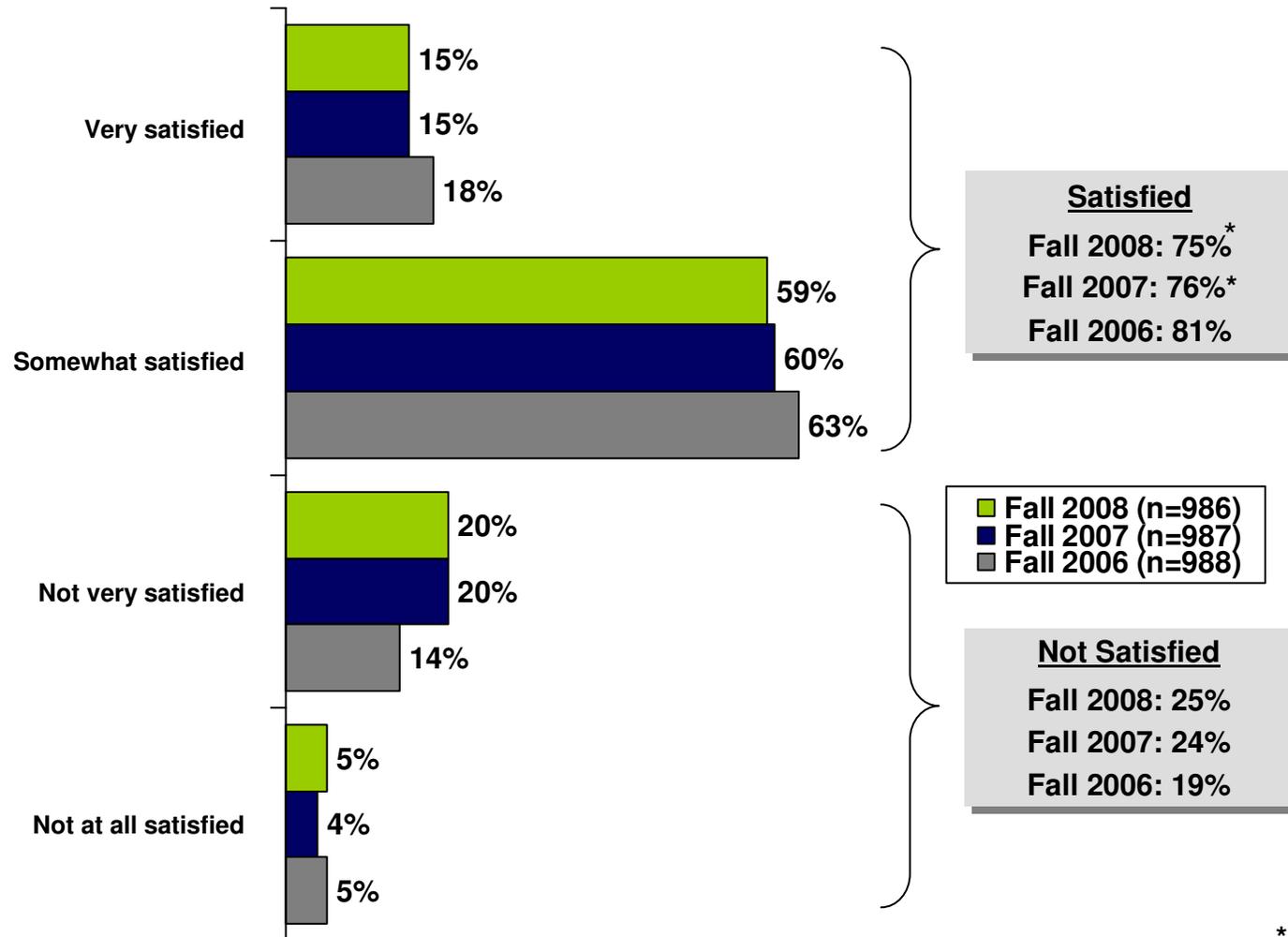


Base: Valid Respondents



# Satisfaction with The City's Environmental Performance

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



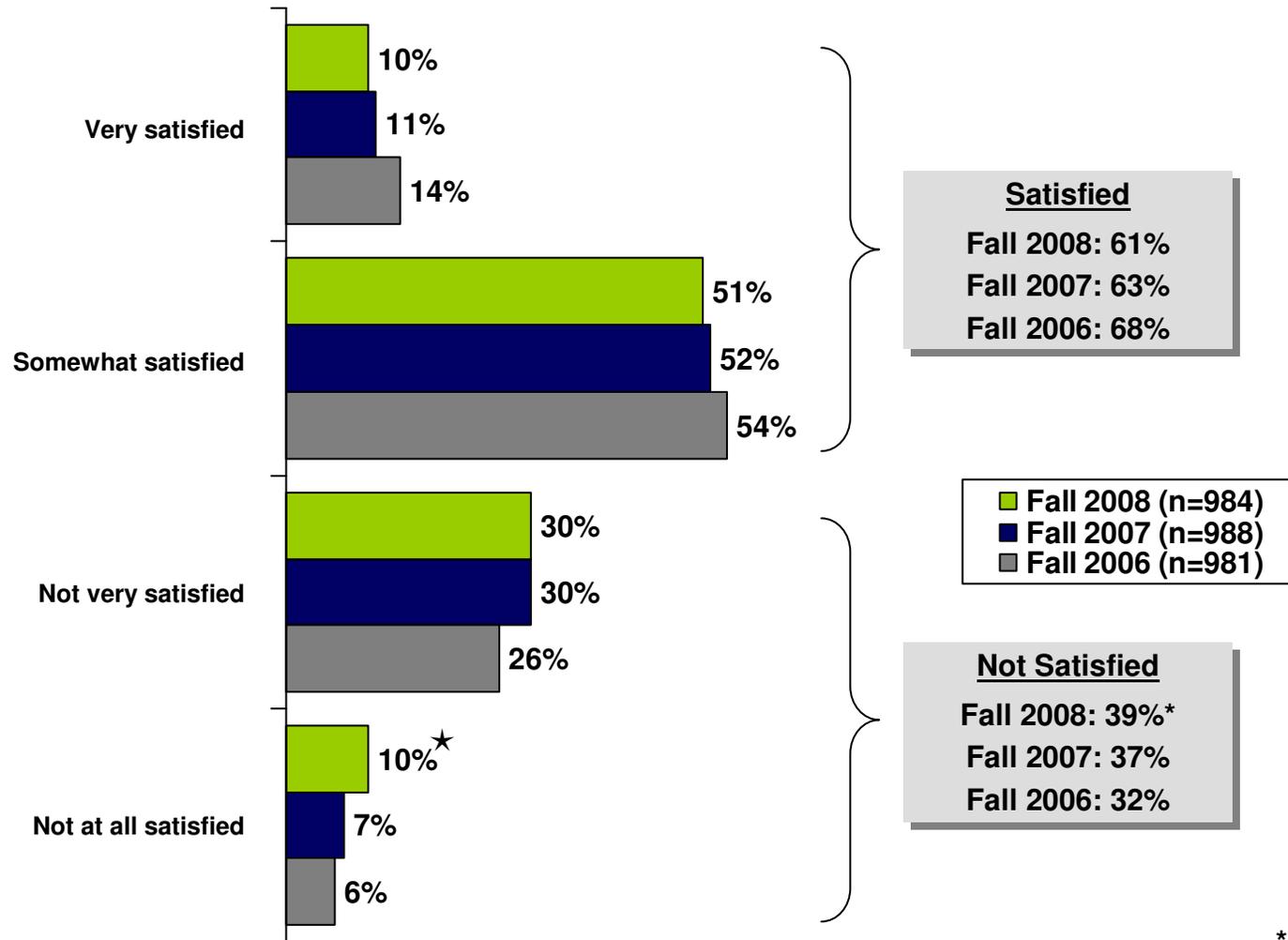
\*Rounding

Base: Valid Respondents



# Satisfaction with The City's Environmental Programs and Services

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



\*Denotes statistically significant change

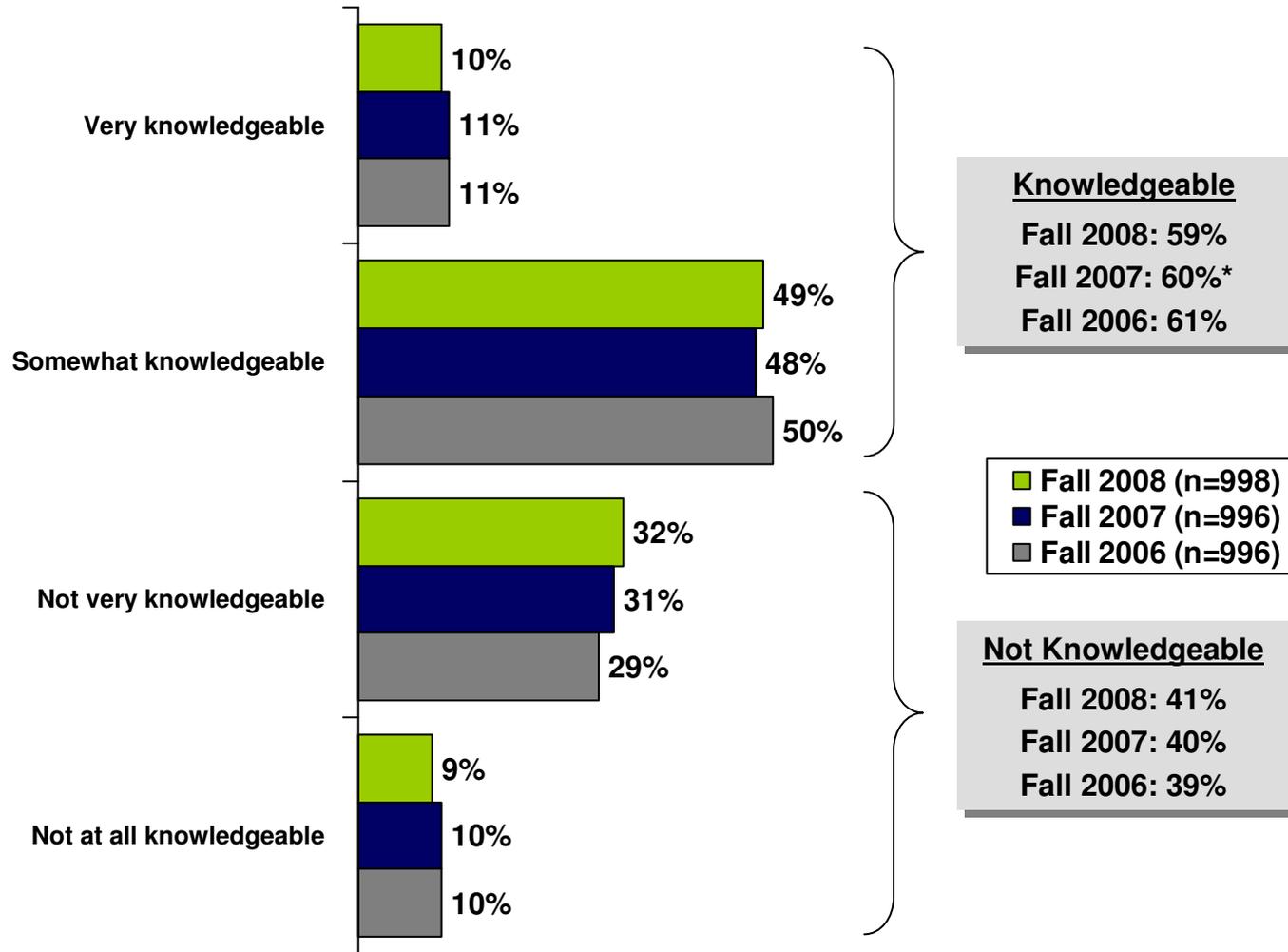
\*Rounding

Base: Valid Respondents



# 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?

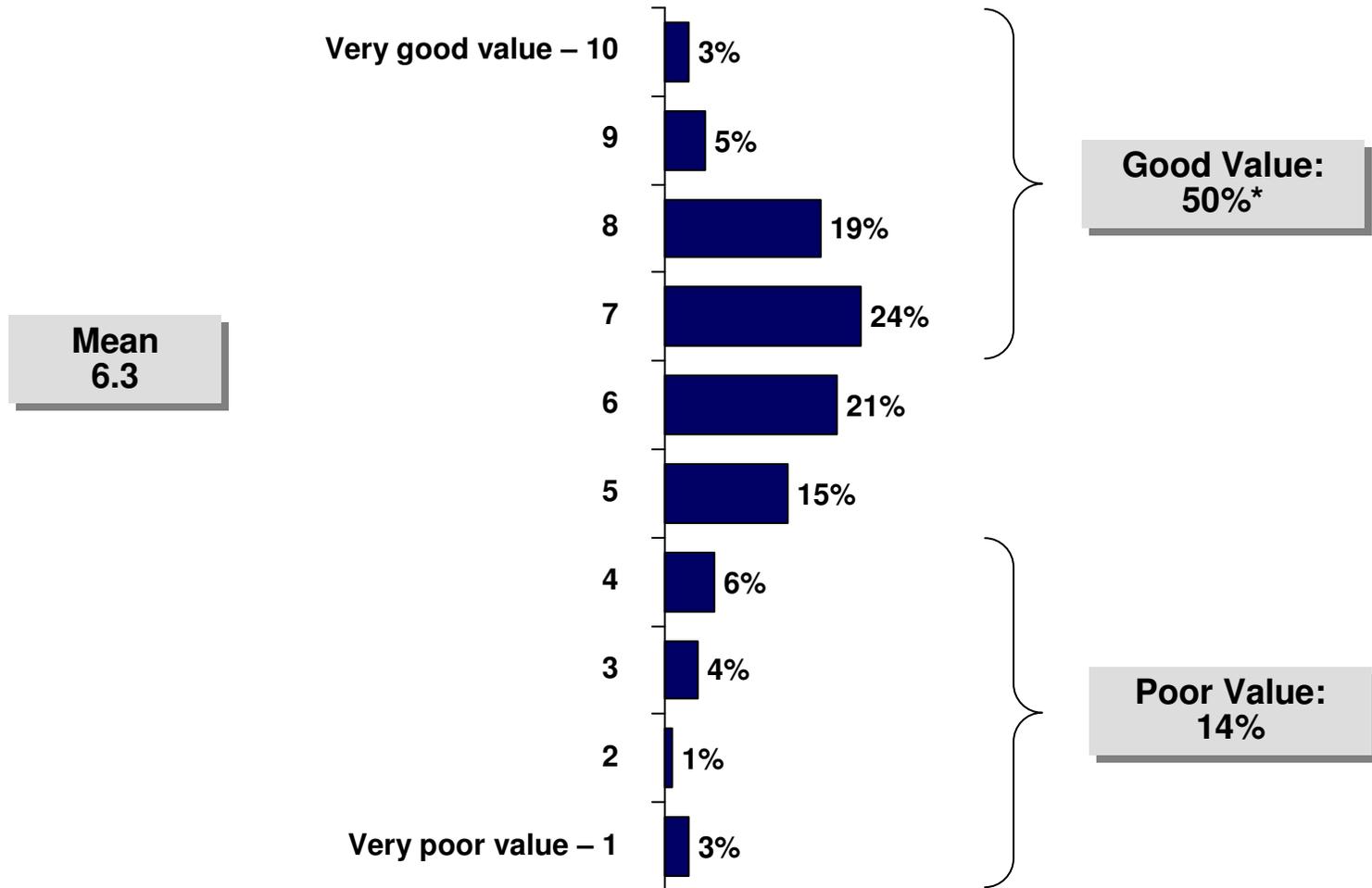


\*Rounding



# 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'.*



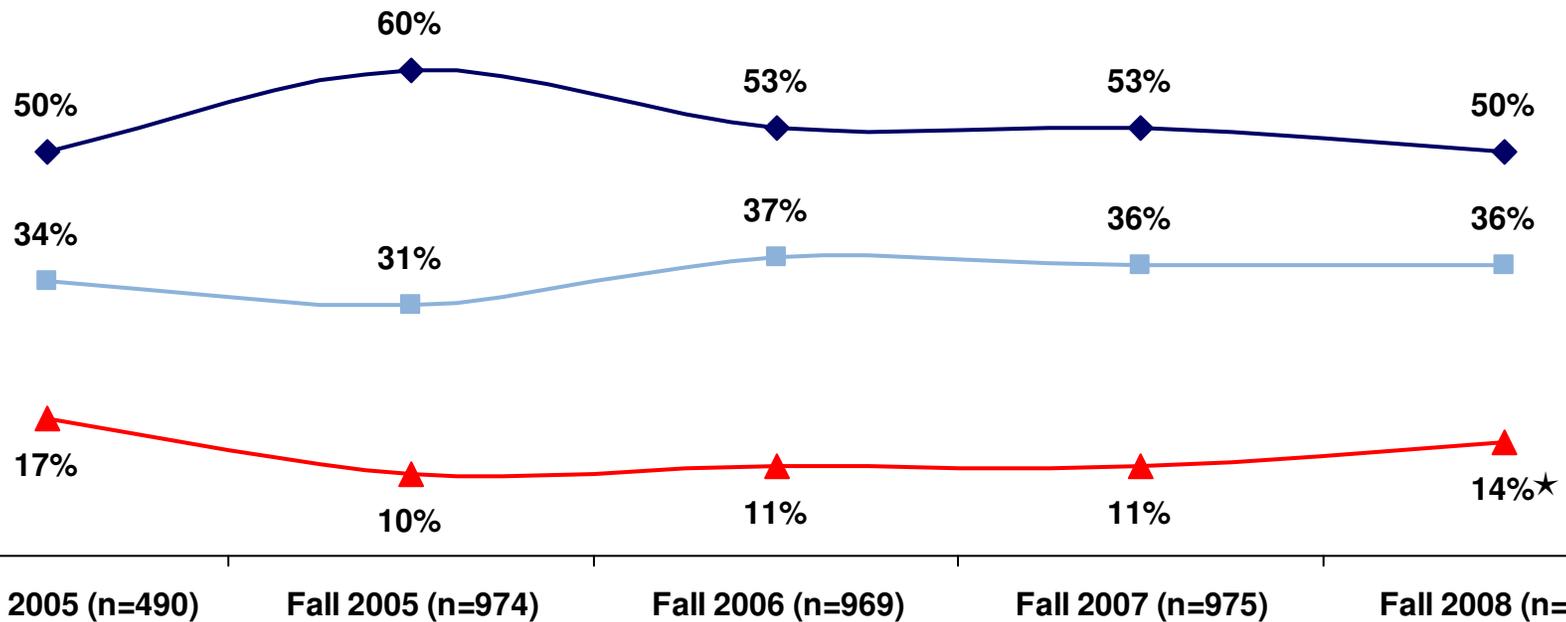
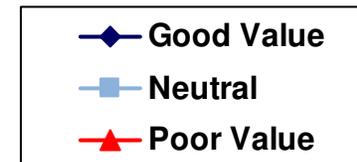
\*Rounding

Base: Valid Respondents (n=976)



# Tracking 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'.

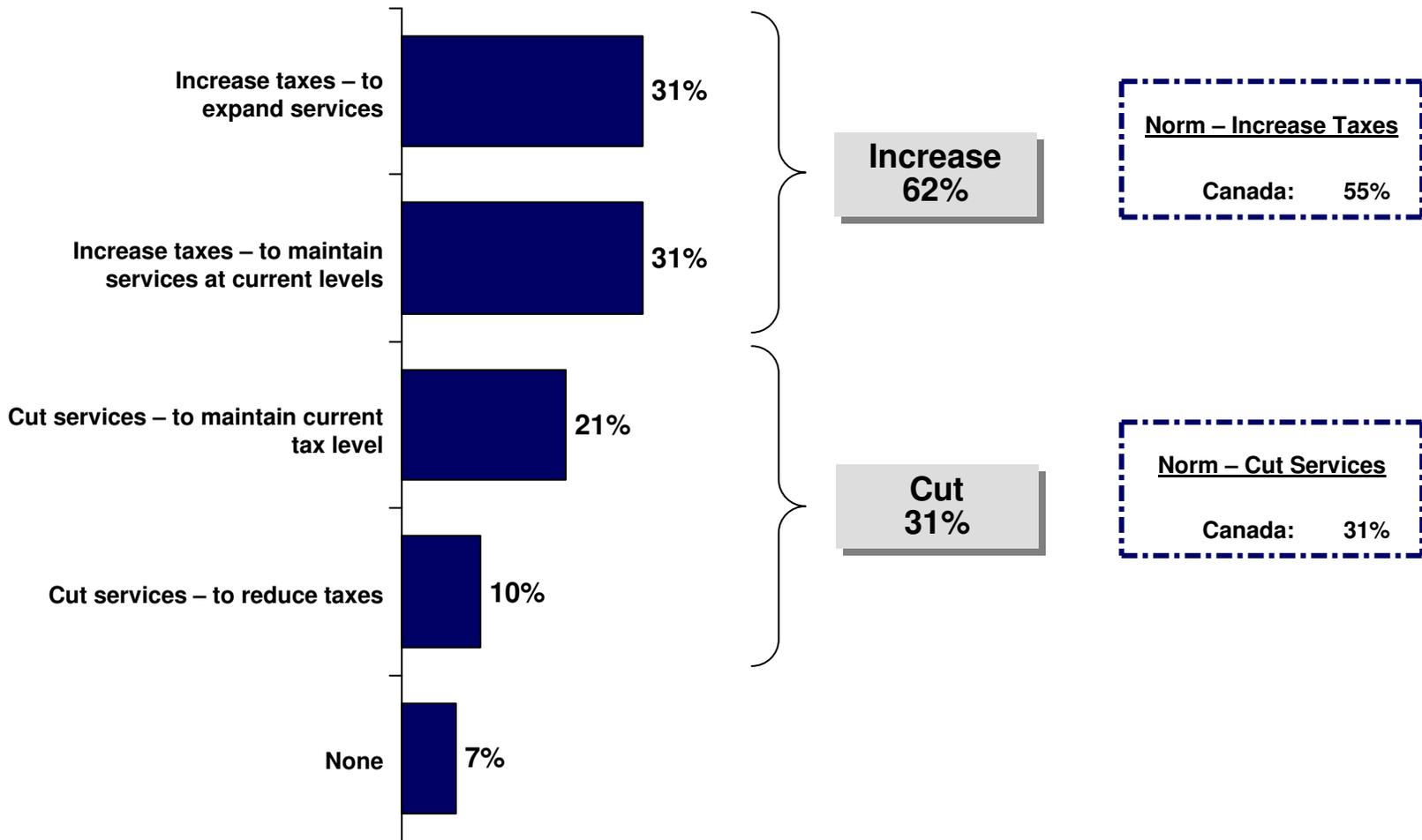


\*Denotes statistically significant change



# Balancing Taxation and Service Delivery Levels

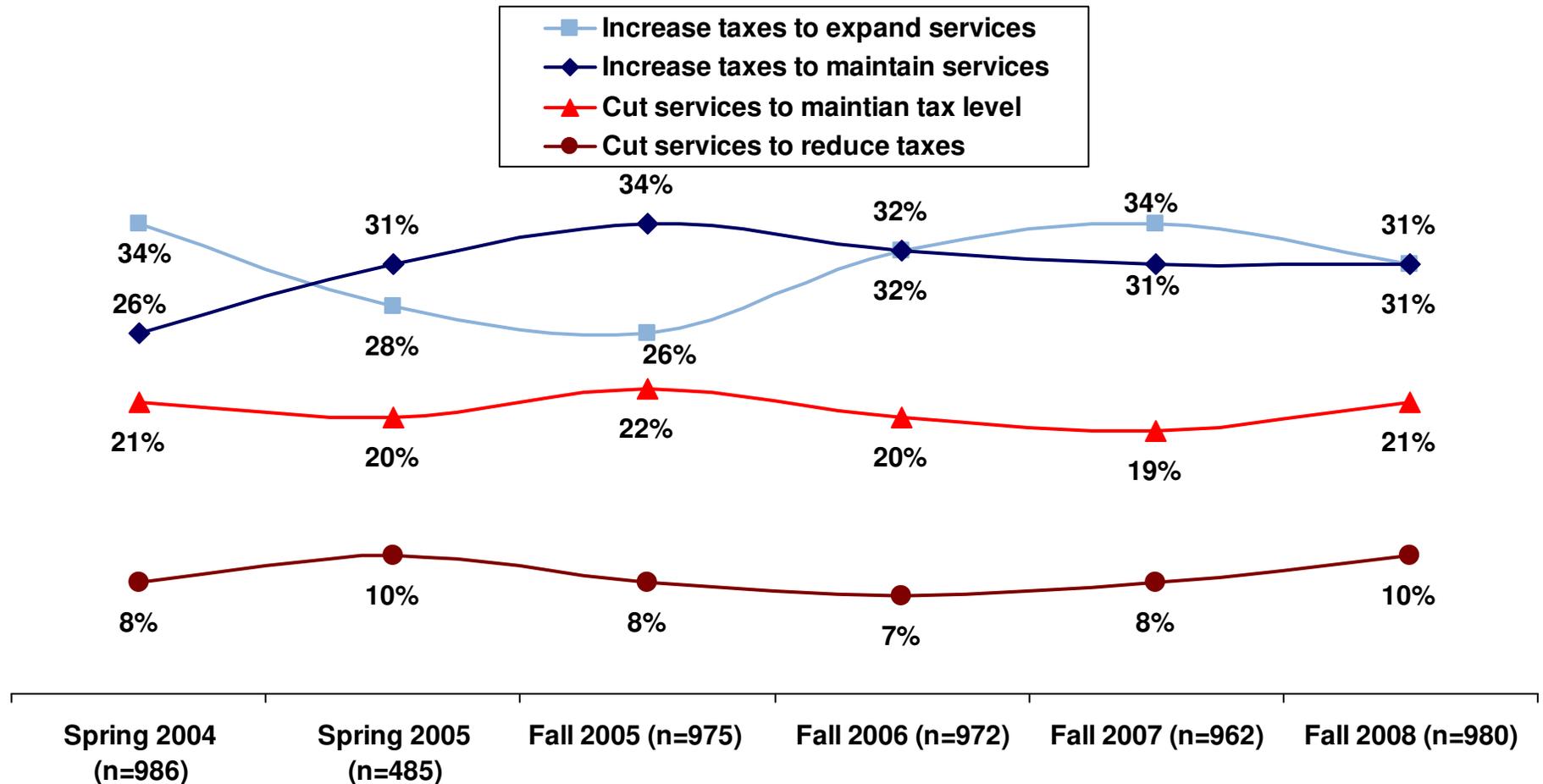
*Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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





# Tracking Balancing Taxation & 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?*

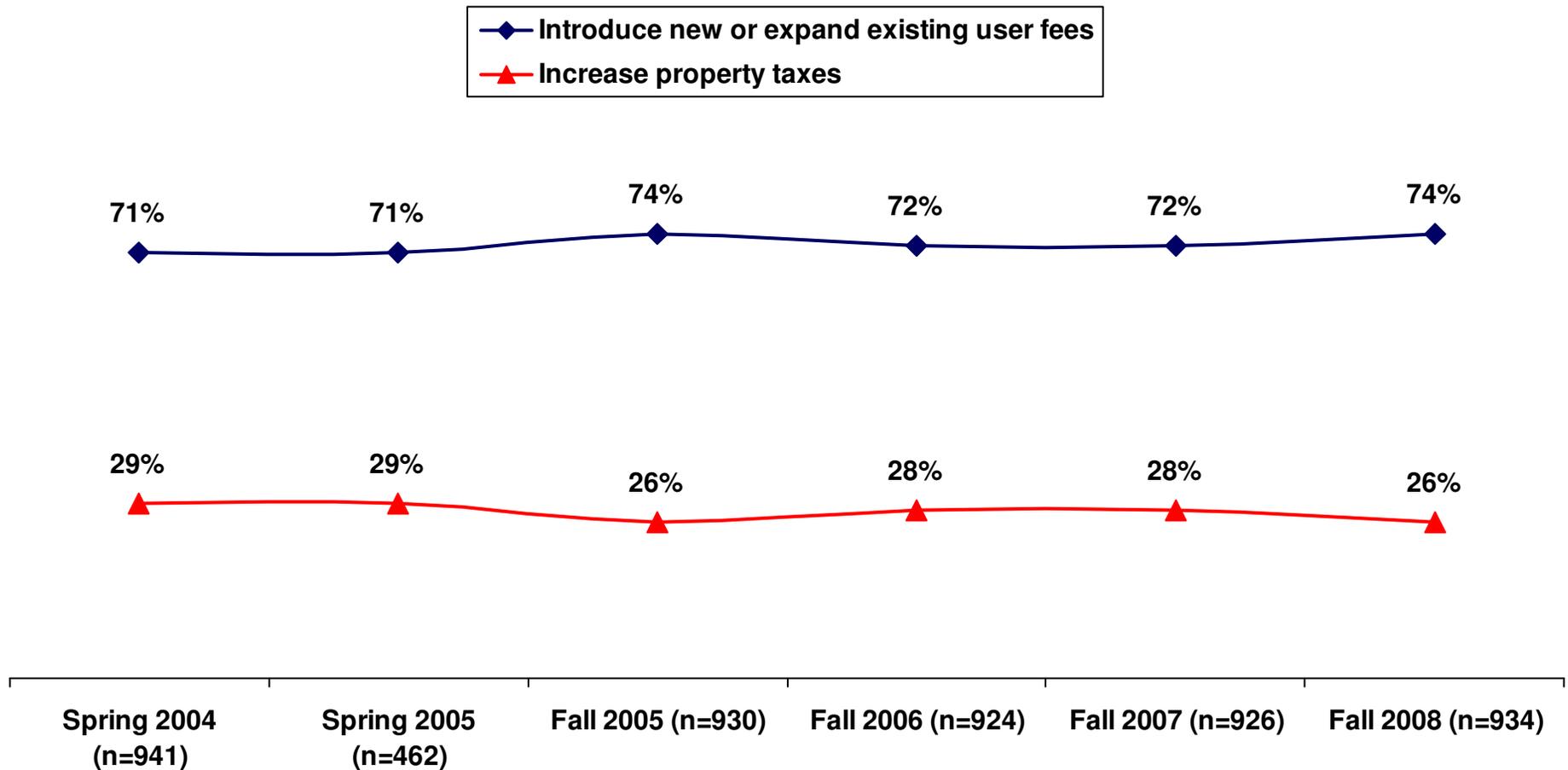


Base: Valid Respondents



# 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 ...?



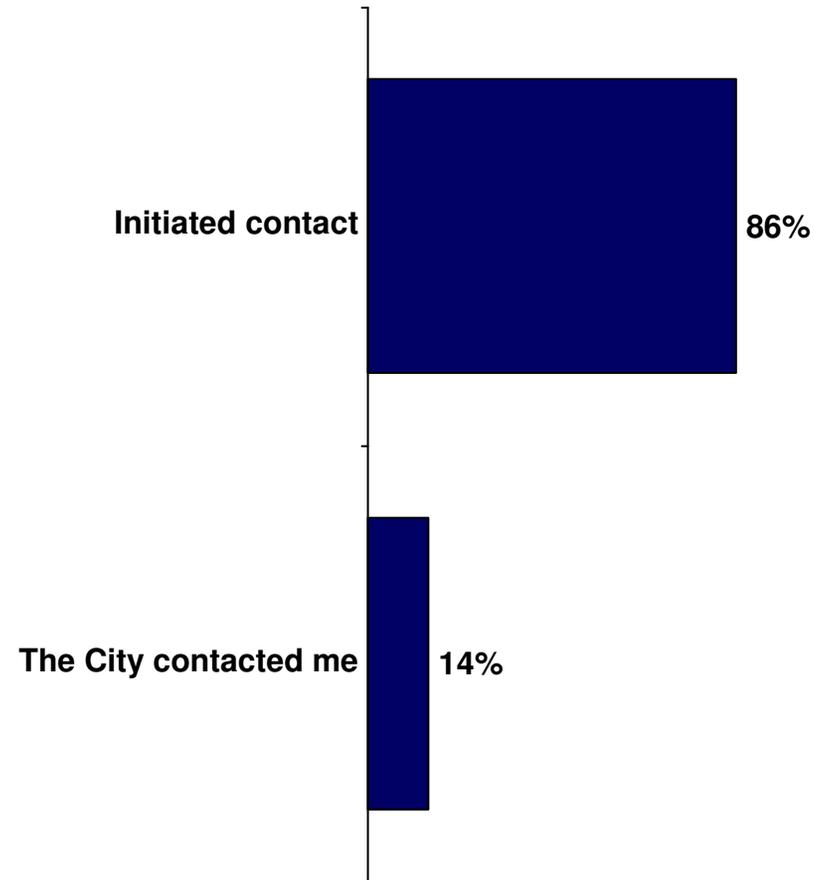
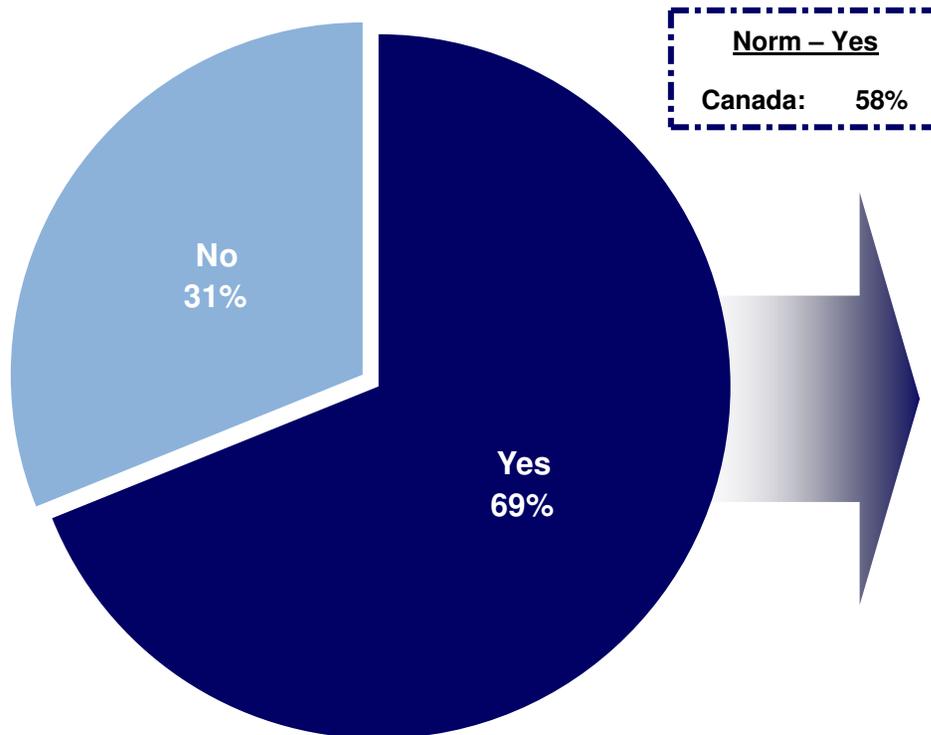
Base: Valid Respondents



# 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?\*

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



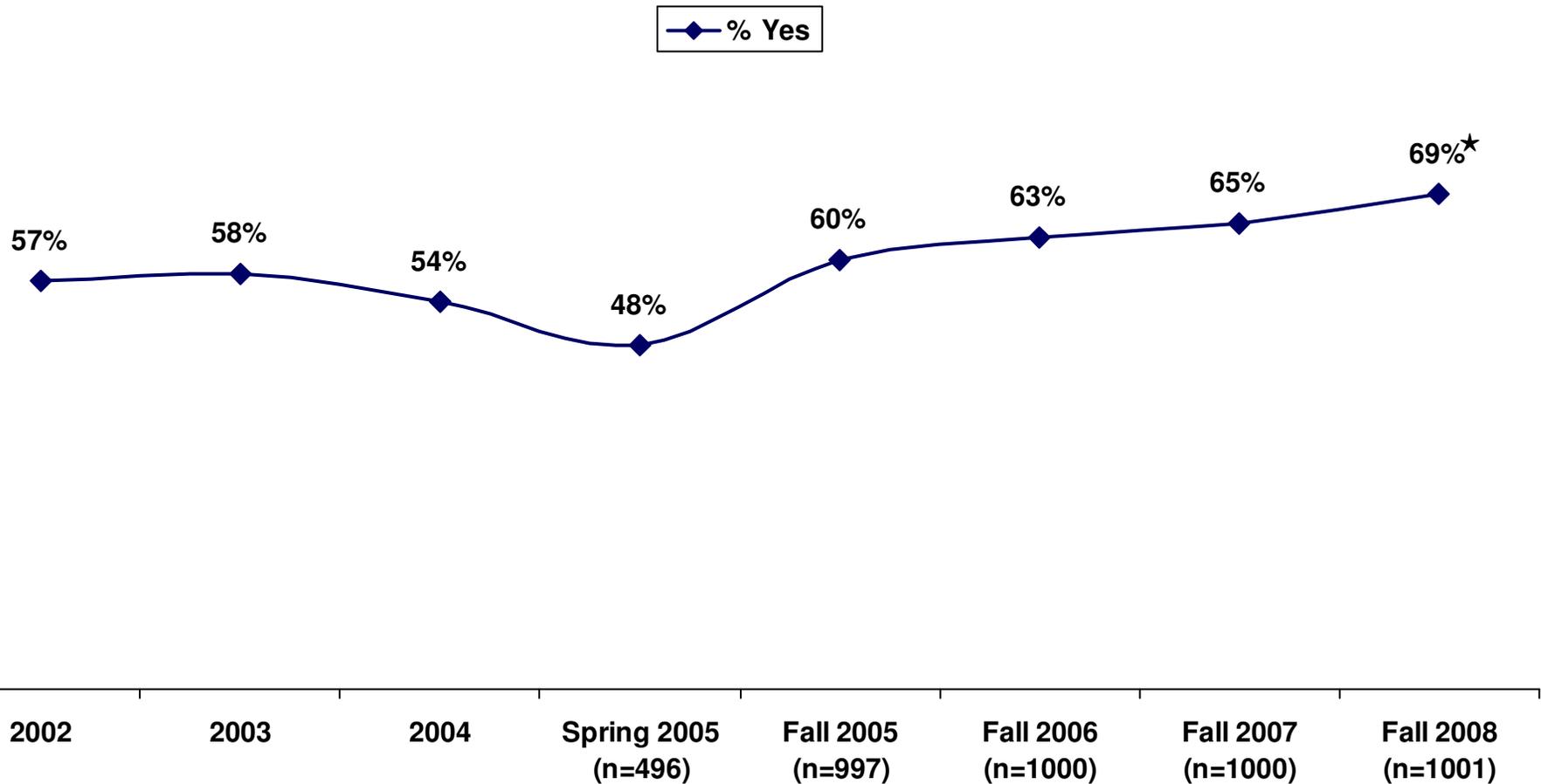
Base: Valid Respondents (n=1001)

Base: Those who contacted or dealt with The City of Calgary in past year – Valid Respondents (n=688)



# 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?

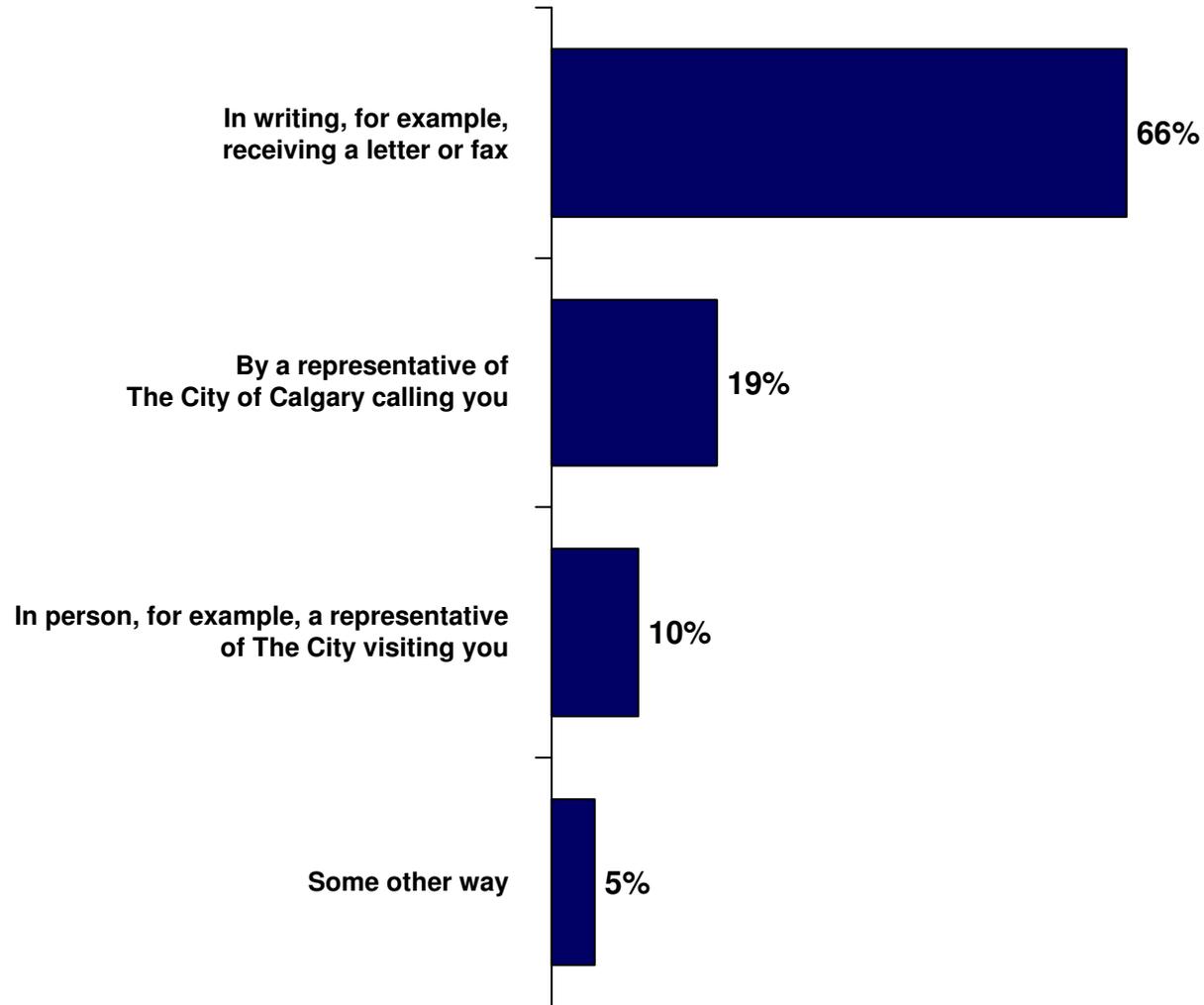


\*Denotes statistically significant change



# Type of City-Initiated Contact

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

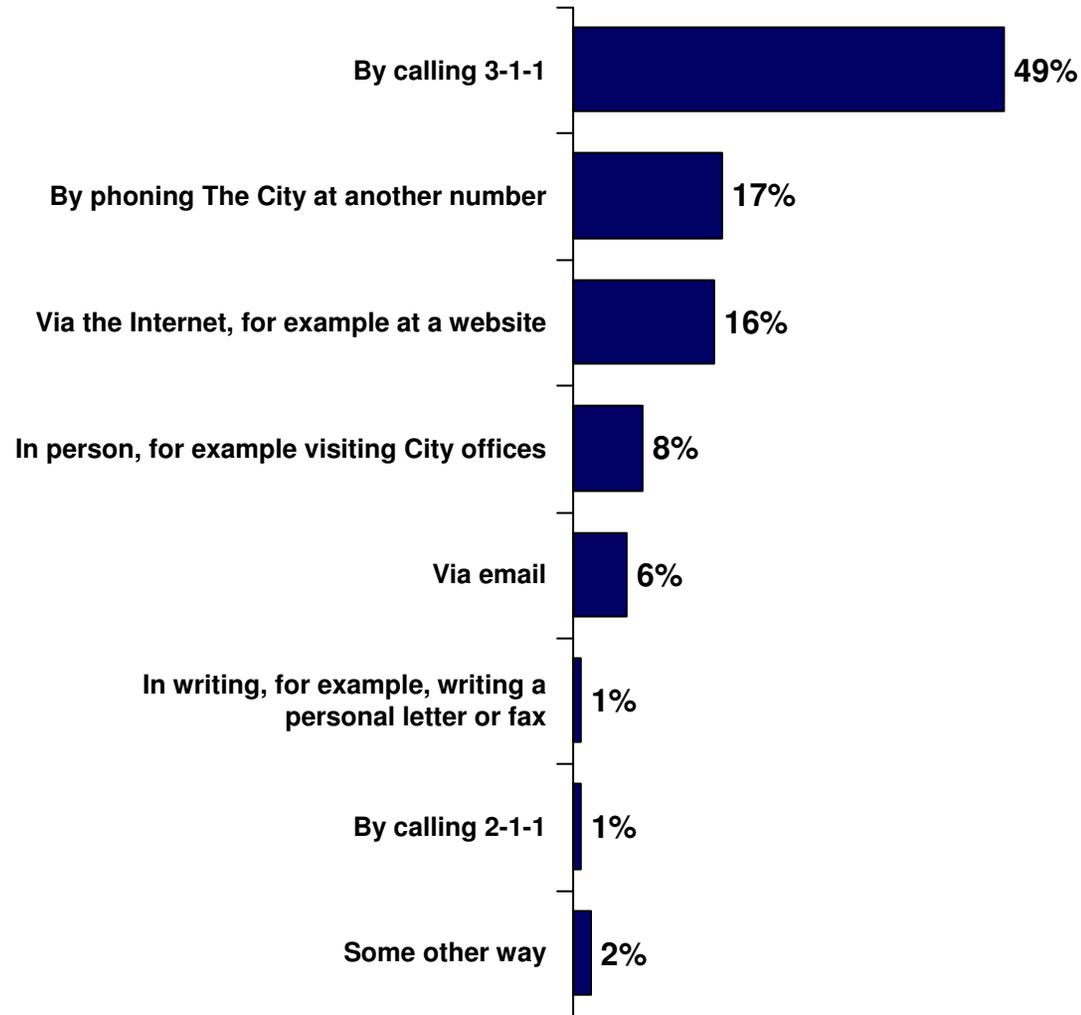


Base: Those contacted by The City  
Valid Respondents (n=84)



# Type of Citizen-Initiated Contact

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

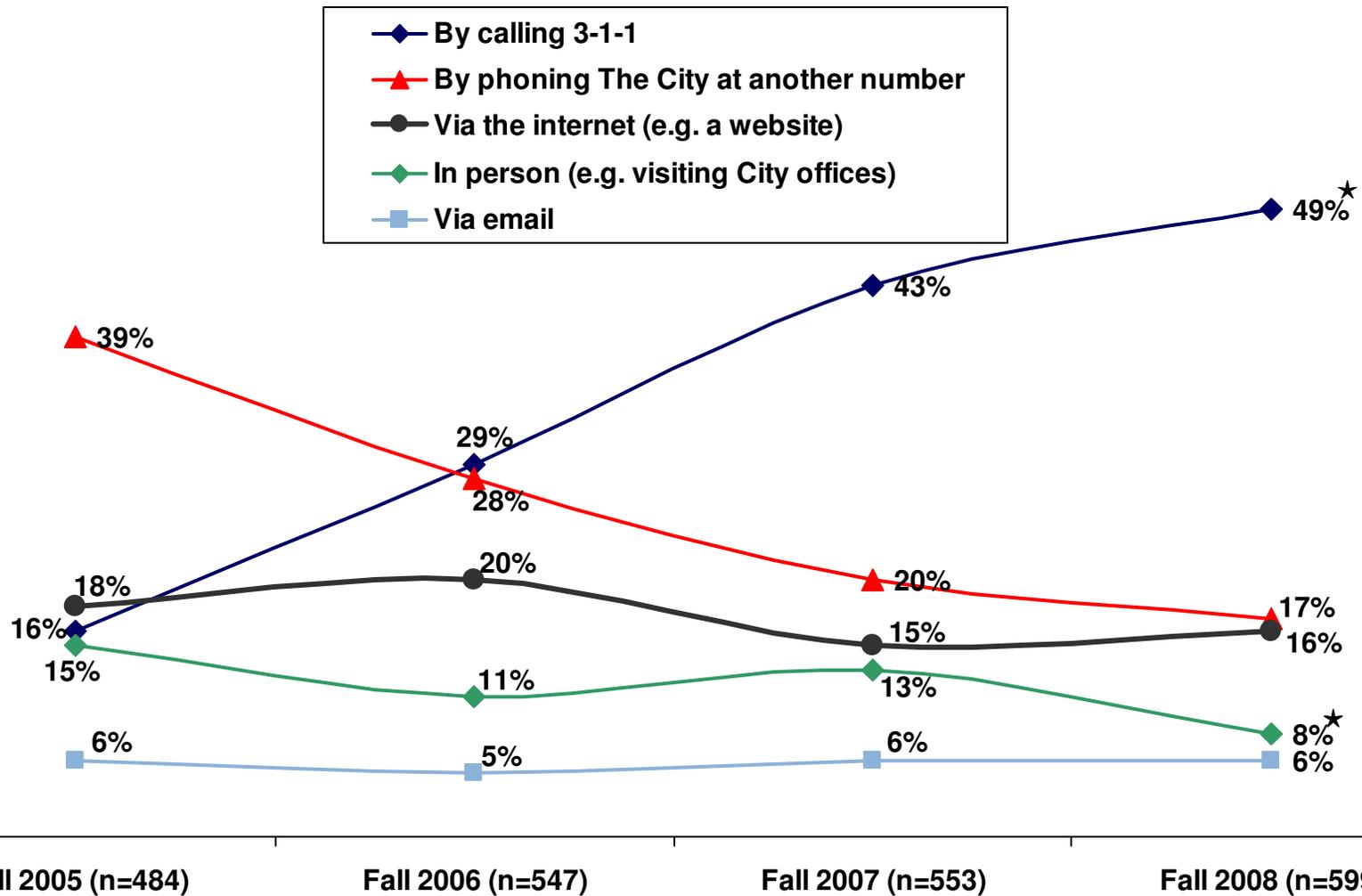


Base: Those who initiated contact  
Valid Respondents (n=599)



# Tracking Type of Citizen-Initiated Contact

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



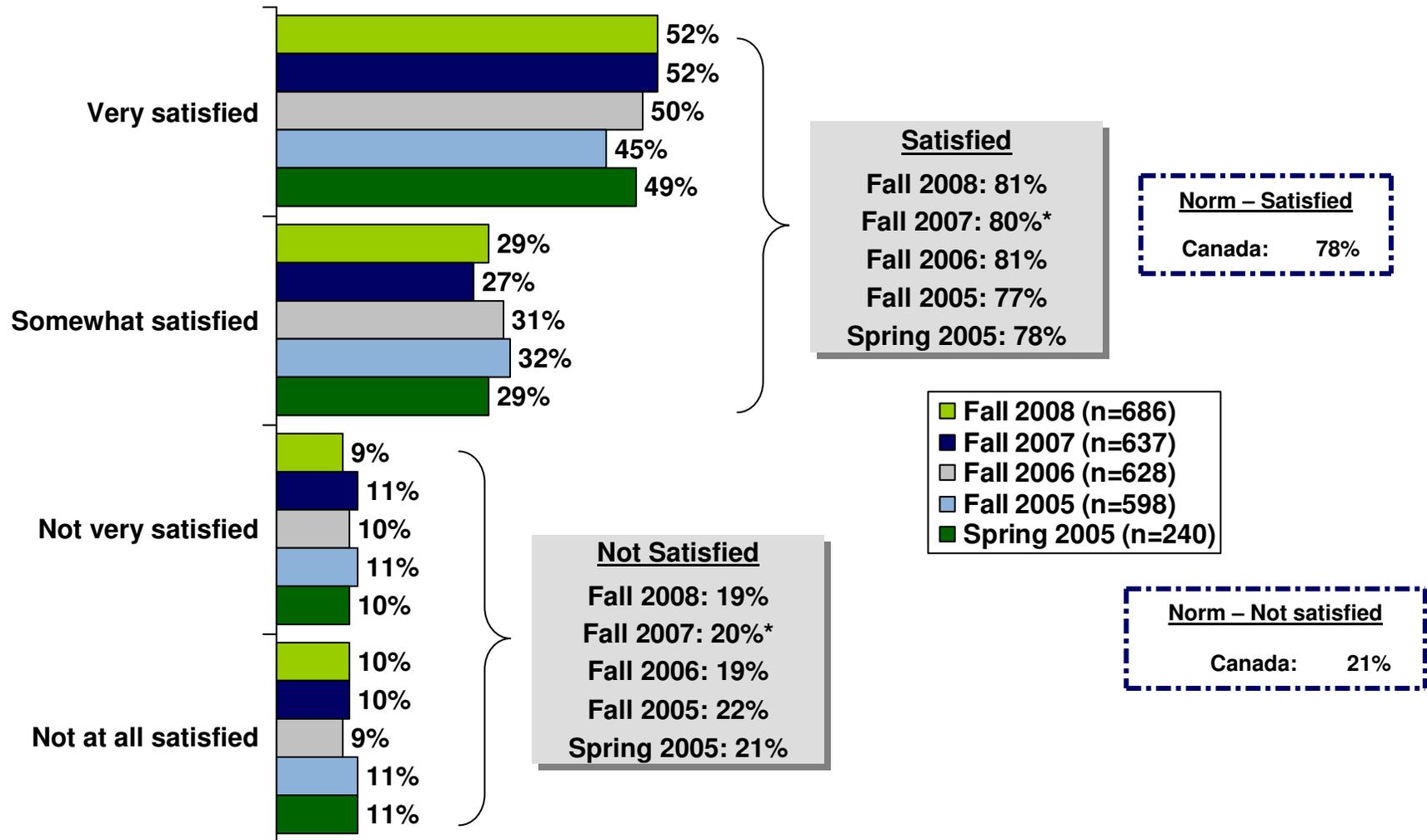
\* Denotes statistically significant change

Base: Those who initiated contact – Valid Respondents



# Satisfaction with City Contact

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



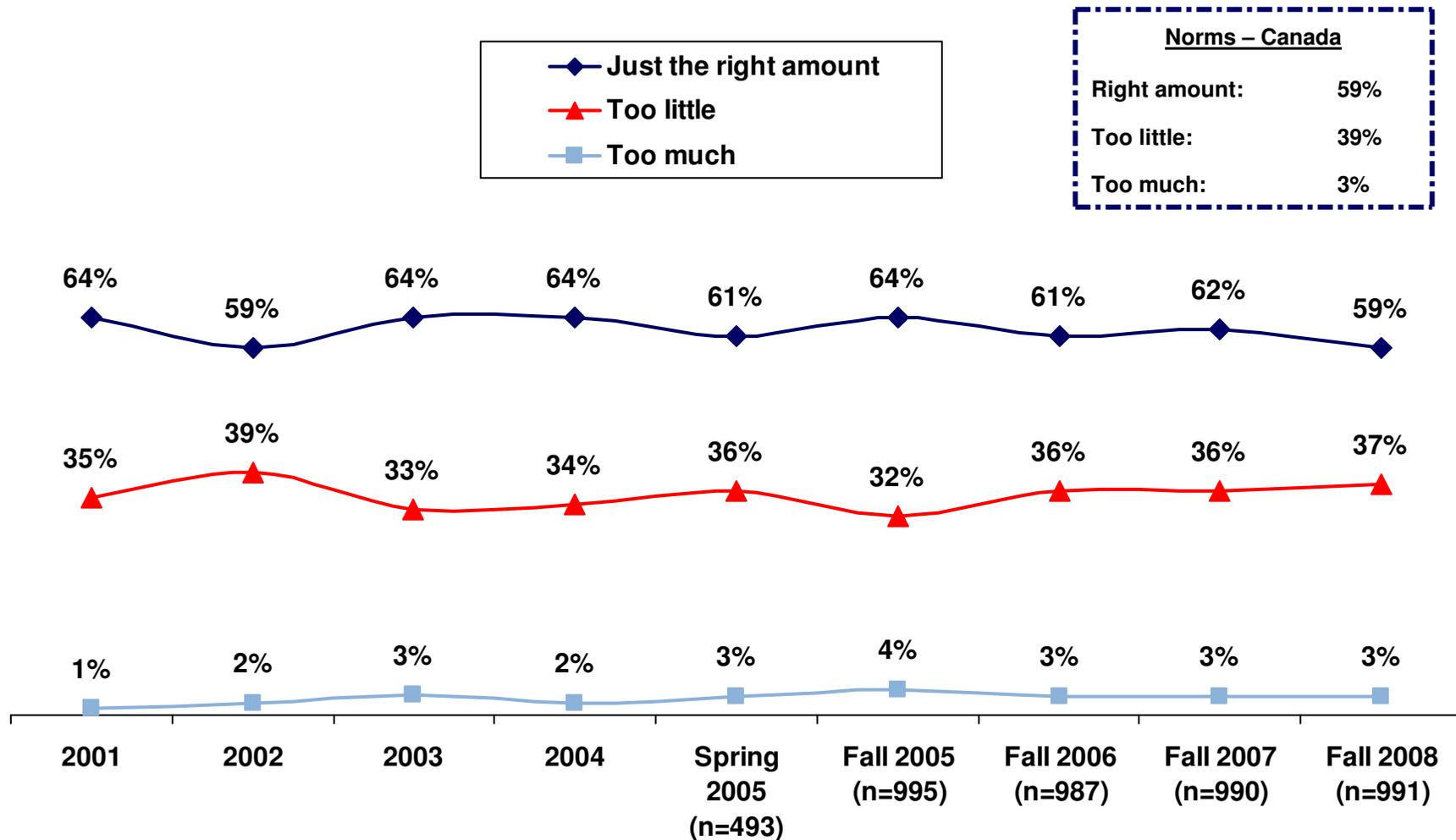
\*Rounding

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



# The Extent of Information Received

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

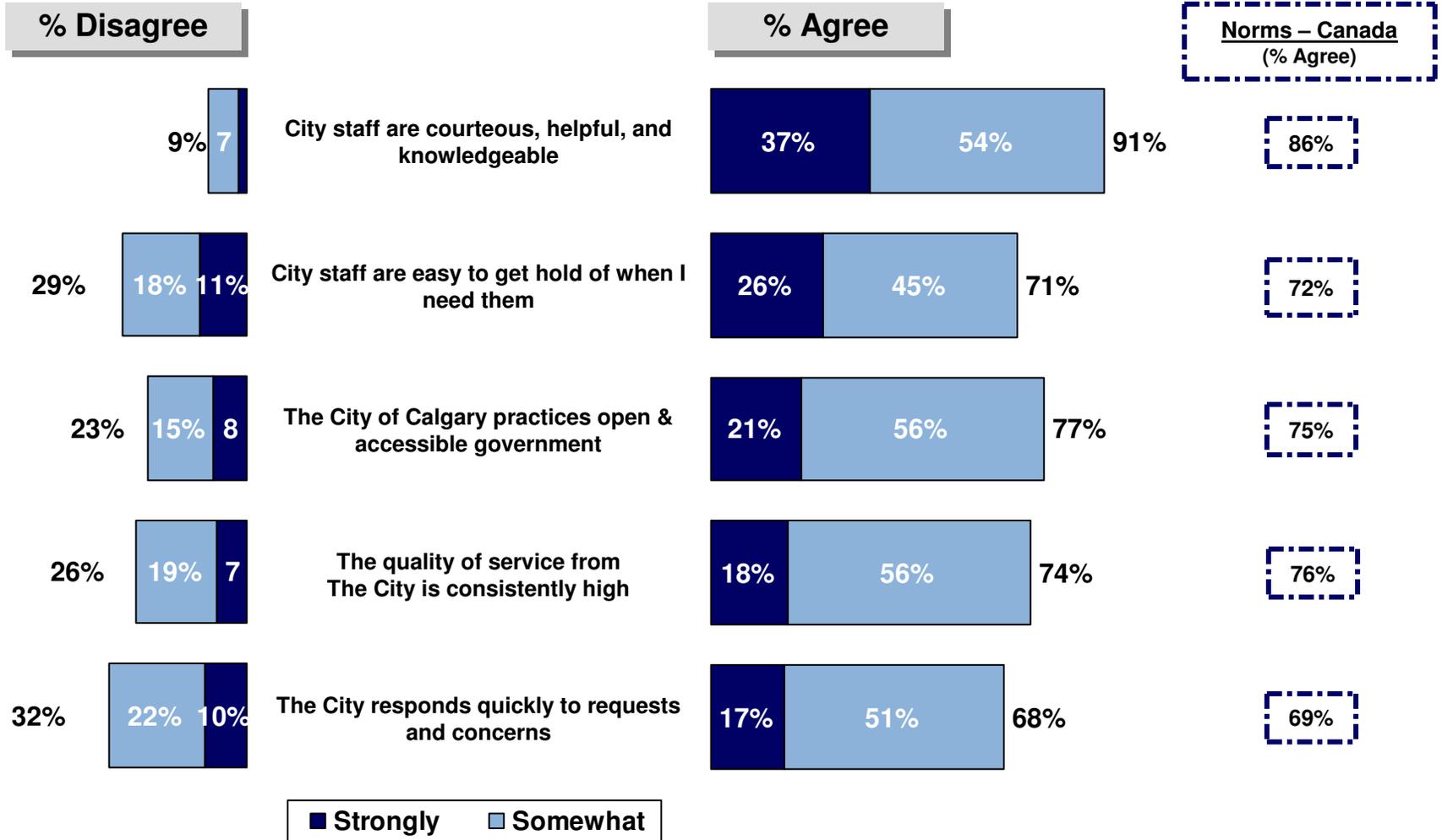


Base: Valid Respondents



# Attitudes Regarding City Operations

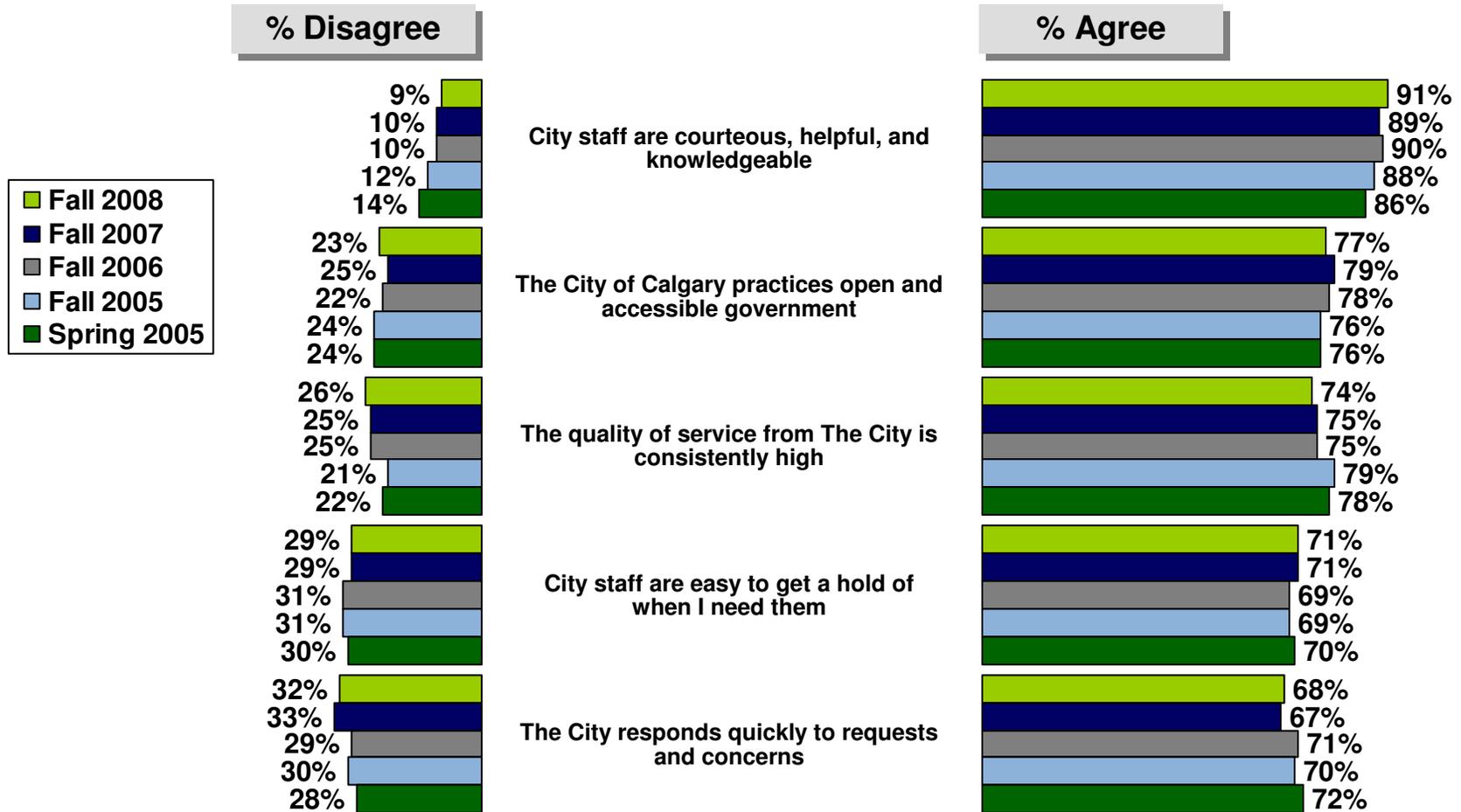
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City.





# 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.





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