



Citizen Expectations and Perceptions

Report – September 2018

Prepared for The City of Calgary by:

Contact:



THE RESEARCH INTELLIGENCE GROUP



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Context

- The Community Services Department (CS) manages parks, pathways and Recreation facilities, contributes to festivals and events, offers special summer programs, and works to keep citizens safe.
- CS is comprised of the following seven business units:
 - Calgary 911
 - Calgary Emergency Management Agency
 - Calgary Fire Department
 - Calgary Neighbourhoods
 - Calgary Parks
 - Calgary Recreation
 - Calgary Housing
- Since 2010, annual research studies have been conducted to uncover attitudes, perceptions, and expectations of Calgarians regarding CS program and service offerings.

Objectives

- This survey was designed to uncover topics that include:
 - Perceptions of importance to quality of life of programs and services
 - Perceptions of quality of delivery of programs and services
 - Perceptions of value for tax dollars of programs and services
 - Utilization of programs and services
 - Attitudes related to specific programs and services
 - General demographic characteristics of respondents



Data Collection

- Telephone interviews were conducted with n=502 Calgarians between August 2 and August 22, 2018.
- Interviews were conducted using 43% landline and 57% cell phone sample.
- Average length of the interview was 33 minutes.
- The survey instrument used in the previous waves of research was revised in collaboration with The City of Calgary.

Target Audience

- Residents of Calgary, 18 years of age or older.

Analysis

- Data were weighted by age, gender and quadrant based on the latest City census.
- The margin of error for the study is $\pm 4.4\%$, 19 times out of 20.
- Tracking data are shown where possible, and are sourced from previous reports (supplied by The City of Calgary).
- Throughout the report, ↓ denotes a significant decrease from previous wave and ↑ denotes a significant increase from the previous wave.



Report Highlights

Overall

- Among all of the programs and services offered through Community Service, the most commonly used are City parks, attractions, the pathway system, and libraries. These services are used by at least seven in ten Calgarians.
- The less commonly used programs and services are various emergency services (Calgary Fire Department, Emergency social services, Emergency preparedness programs, etc.)
- Although usage is low, emergency services are among the most important to quality of life. Calgary Fire Department, 911, and Fire and Emergency Response are considered very important by at least half of citizens. Less important to citizens are festivals, Arts and Culture, bylaw services and emergency preparedness for businesses.
- The programs and services delivering the highest quality according to Calgarians are the Fire Department, Fire and Emergency Response, Public Libraries, and 911.
- The service delivering the most value for tax dollars according to Calgarians is the Fire Department followed by Fire and Emergency Response, 911, and Public Libraries.

More than half of Calgarians use Recreation facilities; about one-quarter access Recreation programs

- Most Calgarians (66%) have used Recreation facilities in the last 12 months; and over one quarter (28%) have used Recreation programs. Nearly three-in-five (57%) have used partner operated facilities.
- Almost all Calgarians believe it is important for The City to provide Recreation services to citizens, and most find the Recreation facilities (83%), Recreation programs (79%), and partner centres (81%) important to the quality of life in Calgary.
- Most Calgarians consider the quality of Recreation facilities and partner centres (76% each), and Recreation programs (69%) to be good.
- The majority of Calgarians feel they receive good value for their tax dollars for Recreation facilities (65%), partner centres (65%); and Recreation programs (60%).

Calgarians believe that Recreation services offer better quality of life, stronger sense of community

- Opinions about Recreation services are generally positive, with more than nine-in-ten Calgarians agreeing that The City's Recreation services provide access to a wide variety and quality of products, services and amenities.
- When asked about the benefits that Calgary receives from Recreation services, top mentions include increased quality of life and stronger sense of community.

Most citizens agree that Arts and Culture opportunities make a city more attractive to newcomers

- Opinions on Arts and Culture are generally positive, with three-quarters or more Calgarians agreeing to each of the statements.
- When asked about benefits that Calgary receives from Arts and Culture opportunities, more than four-in-five indicate that these opportunities make a city more attractive to newcomers.

Calgarians are divided on whether investment in Recreation should increase or decrease

- Opinions are divided on whether The City should invest more or less in Recreation services. Half of Calgarians believe The City should invest more; and half think The City should invest less.

Trends Over Time

- Public libraries, festivals, Arts, Cultural activities and programs saw a significant increase in the perceived quality of programs and services year over year.
- Calgary's pathway system saw a significant increase in the perceived value from taxes year over year.

Interaction with CFD is low; but importance to citizens continues to be very high

- One-in-six (16%) Calgarians interacted with or used the Fire Department in the past 12 months. The most common interactions include visits to a fire station, crews checking their smoke alarms at home, and interacting at emergency situations.
- Most Calgarians consider the Fire Department to be an important aspect to the quality of life (98%) and of good quality (93%); and feel that they receive good value of their tax dollars (88%) for this service.

Perceptions about CFD continue to be positive

- General opinions about the Fire Department are positive and remain consistent with 2017 results.
- The majority of Calgarians who interacted with the Fire Department feel positive about the CFD, particularly that the CFD has the skills to do their job and are professional and courteous.

Calgarians want CFD to continue responding to medical events

- On average, Calgarians expect the Fire Department to respond to an emergency within 7.5 minutes.
- Most (94%) Calgarians feel that it is important for the Calgary Fire Department to continue responding to medical incidents, including 75% who feel it is very important.

Calgarians tend to favour more investment in CFD, specifically in Fire and Emergency response

- Over half (55%) of Calgarians think the City should invest more in CFD.
- Over half (55%) of Calgarians think the City should specifically invest more in Fire and Emergency response, as well as fire safety education (51%).

Advertising on community message boards is more acceptable than branded fire trucks

- Over half of Calgarians feel that it is acceptable for Fire Stations to carry community message boards supported by advertising, while more than two-in-five feel branded fire trucks by sponsor organizations and advertising is unacceptable.

Calgarians are not concerned about firefighters with tattoos, piercings or un-businesslike hairstyles

- The majority of Calgarians indicate that visible tattoos, visible piercings, un-business like hair colour, and/or un-business like hairstyles make no difference on their level of comfort in approaching Firefighters.

Trends Over Time

- Results are consistent with previous studies.

Report Highlights – Calgary Emergency Management Agency

Trends Over Time

- Emergency preparedness saw a significant decrease in the perceived importance of quality of life.
- *It is important to note that in 2018 emergency preparedness was separated into emergency preparedness for citizens and emergency preparedness for businesses.*

Calgarians believe they are aware of disaster-related risks in the city

- Over three-quarters of Calgarians (78%) agree that they are aware of the various disaster-related risks in Calgary.

Citizens believe in reducing disaster risk and feel confident that The City is prepared

- The vast majority of Calgarians agree that it is important for The City of Calgary to invest in preventing and mitigating hazards from occurring in order to reduce disaster risk, and are confident that The City is prepared to manage a major disaster.

Most Calgarians say they are prepared for a major emergency or disaster in the city

- Seven-in-ten Calgarians are prepared for a major emergency or disaster in Calgary.
- Those who are not prepared indicate not knowing how to prepare (18%) or not knowing the risks (15%).

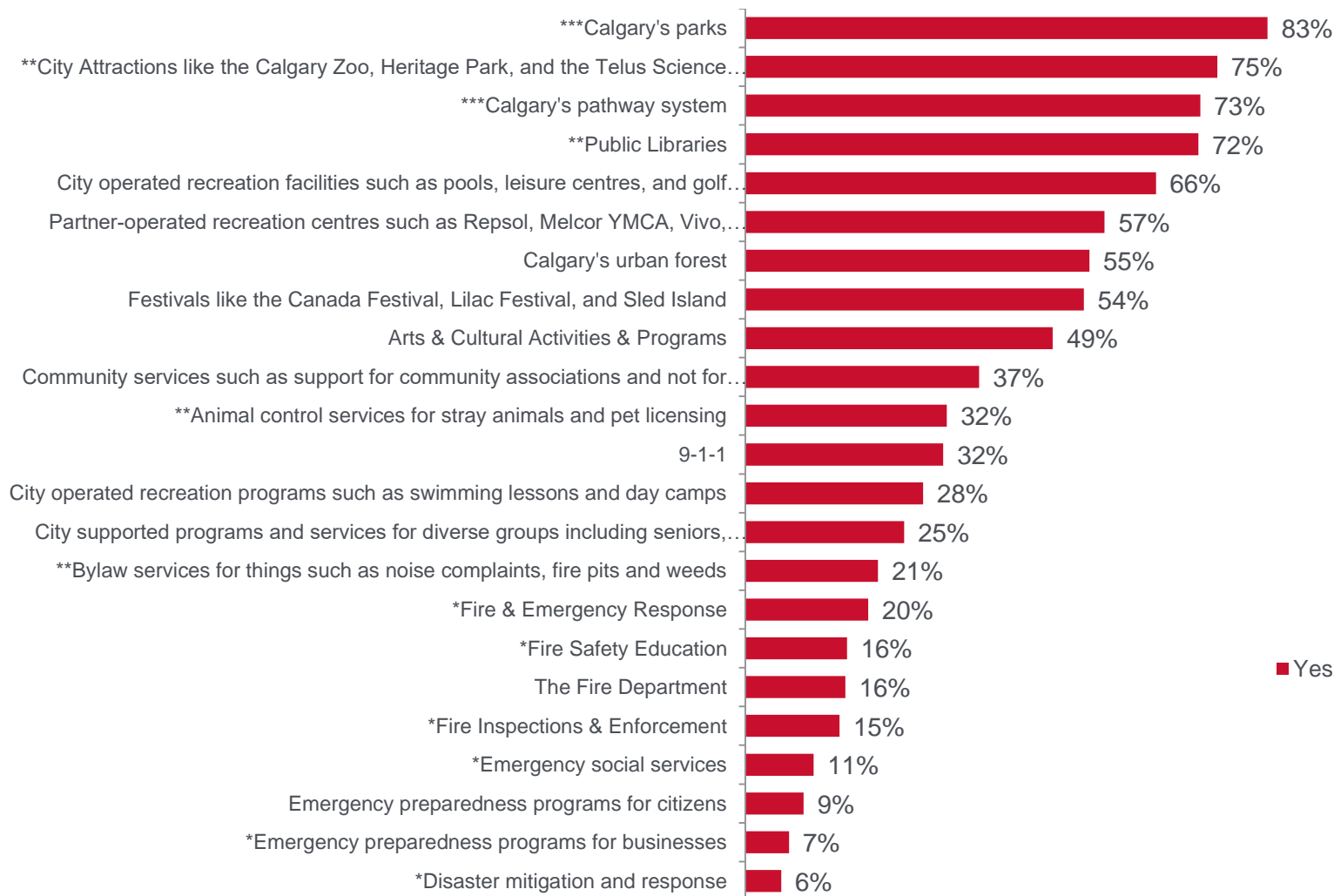
The City Website and social media are the most important sources of information for citizens

- The majority of Calgarians are likely to access information about emergency preparedness on the City of Calgary website (78%) and/or through information shared via social media (75%), they are least likely to access information from focused workshops (47%).
- The greatest majority of Calgarians would be interested in learning about how to prepare themselves, their home and their family (85%) as well as their community (76%).



Overall Measures

Usage of Products and Services 2018



Base: Calgarians (n=502)

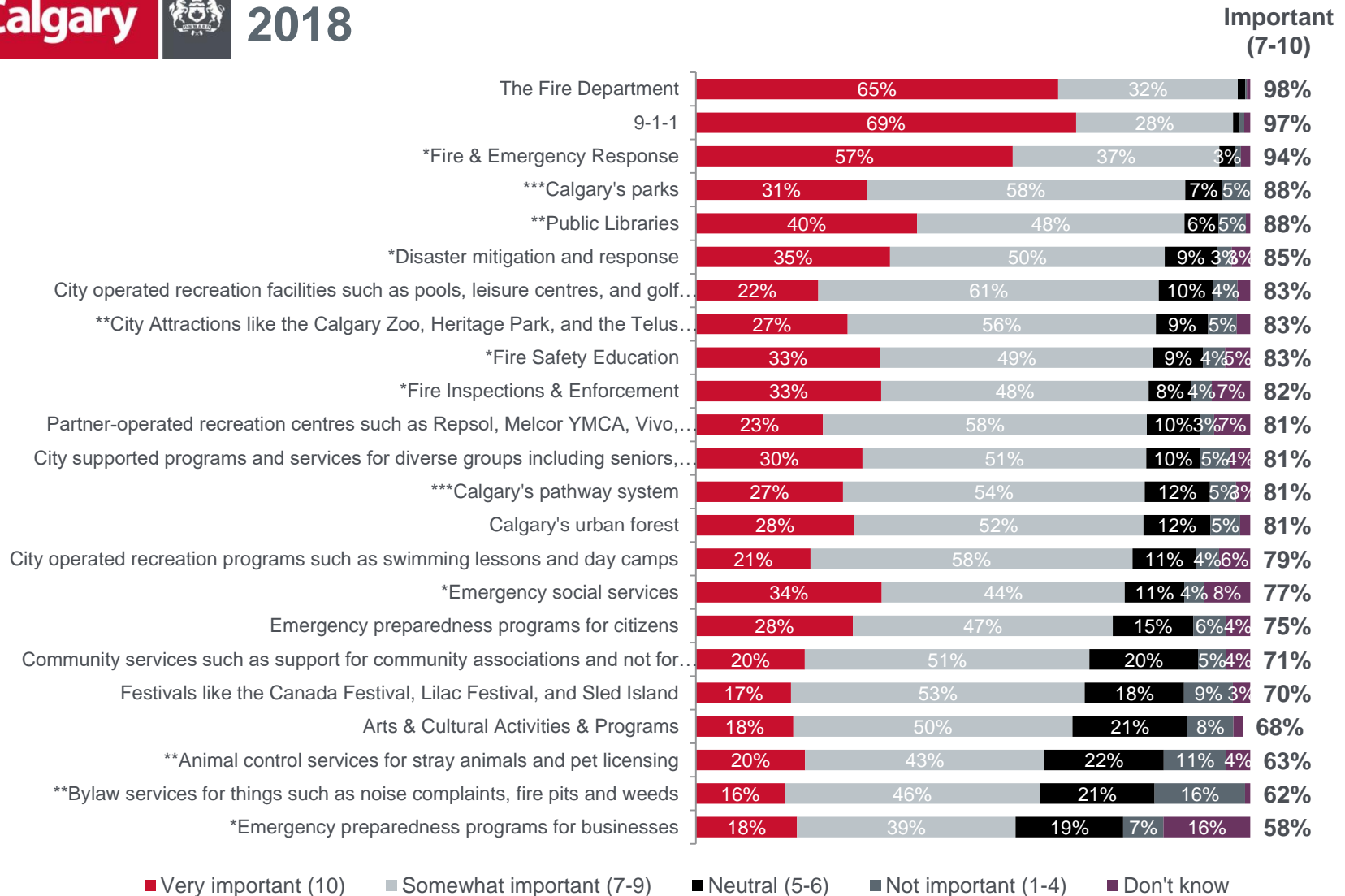
*New programs and services asked in 2018

Program and services removed after pre-test (Base: **n=93, ***n=94)

B4. Next, I'm going to read you a list of programs and services available to citizens in Calgary. For each, I would like you to tell me if you or your household has interacted or used the service in the past 12 months.



Importance to Quality of Life 2018



Base: Calgarians (n=502)

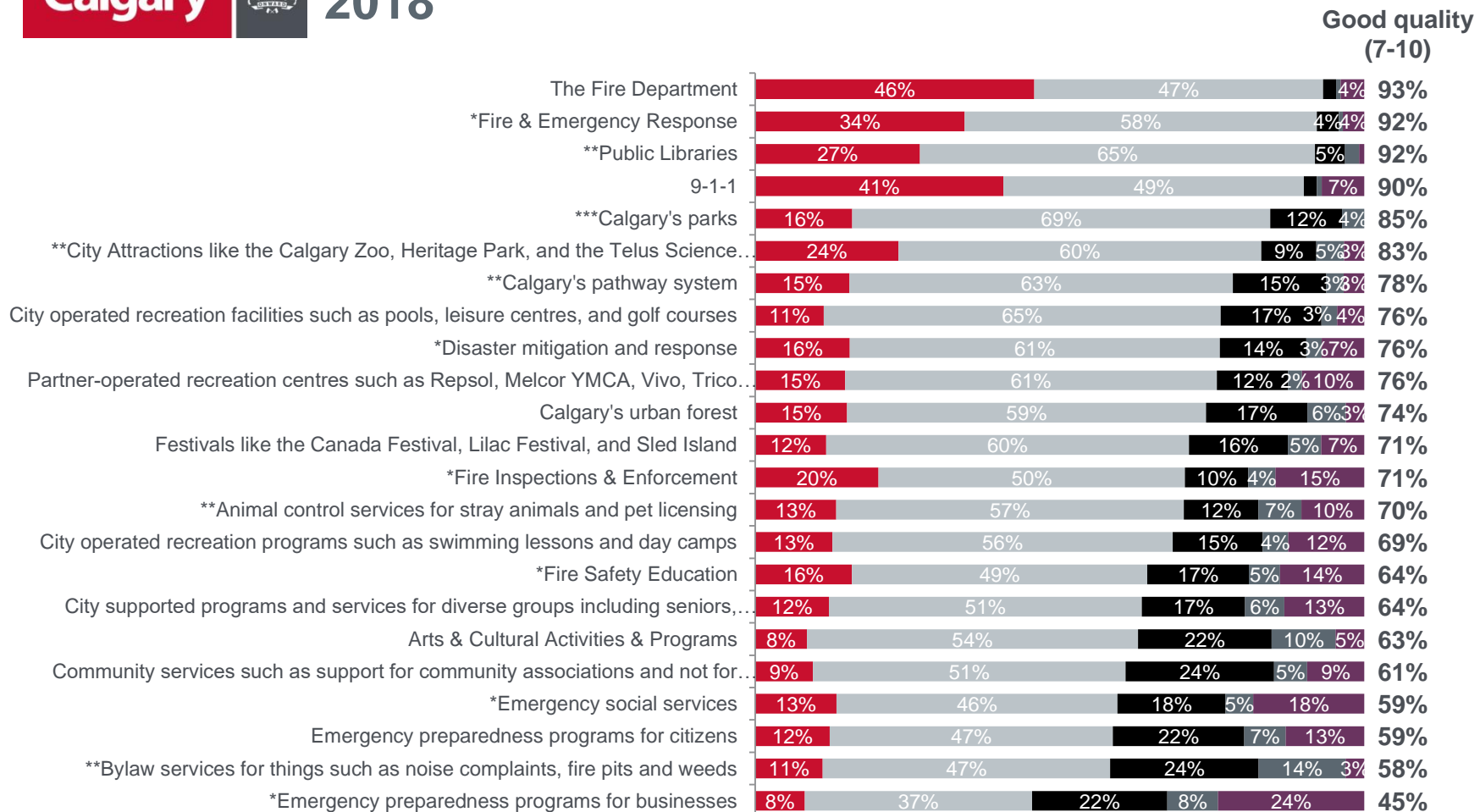
Note: Percentages 2% or less are not labelled

*New programs and services asked in 2018

Program and services removed after pre-test (Base: **n=93, ***n=94)

B1. Next, I'm going to read you a list of programs and services available to citizens in Calgary. I'd like you to rate each using a scale of 1 to 10 where 1 represents "not at all important to quality of life in Calgary" and 10 represents "very important to quality of life in Calgary."

Perceived Quality of Programs and Services 2018



■ Very good quality (10) ■ Somewhat good quality (7-9) ■ Neutral (5-6) ■ Poor quality (1-4) ■ Don't know

Base: Calgarians (n=502)

Note: Percentages 2% or less are not labelled

*New programs and services asked in 2018

Program and services removed after pre-test (Base: **n=93, ***n=94)

B2. Still thinking about [INSERT ITEM] and using a scale of 1 to 10, where 1 means "very poor quality" and 10 means "Very good quality", please rate the overall quality of each program or service provided by The City of Calgary.

Importance vs. Perceived Quality 2018

Strengths

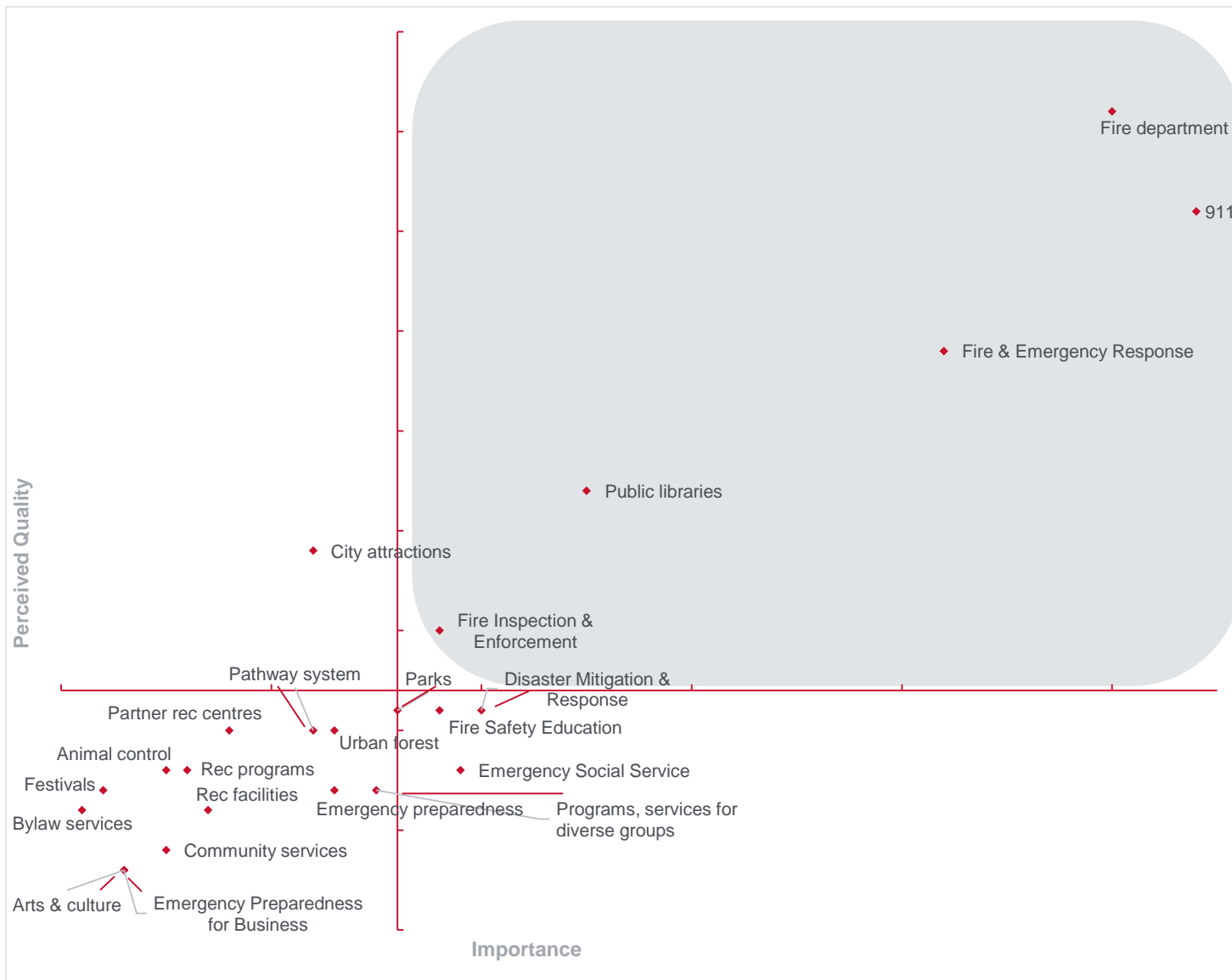
(Important, and above-average quality*):

- Fire Department
- 9-1-1
- Fire & Emergency Response
- Public libraries
- Fire Inspection & Enforcement

Areas for Improvement

(Important, and below-average quality*):

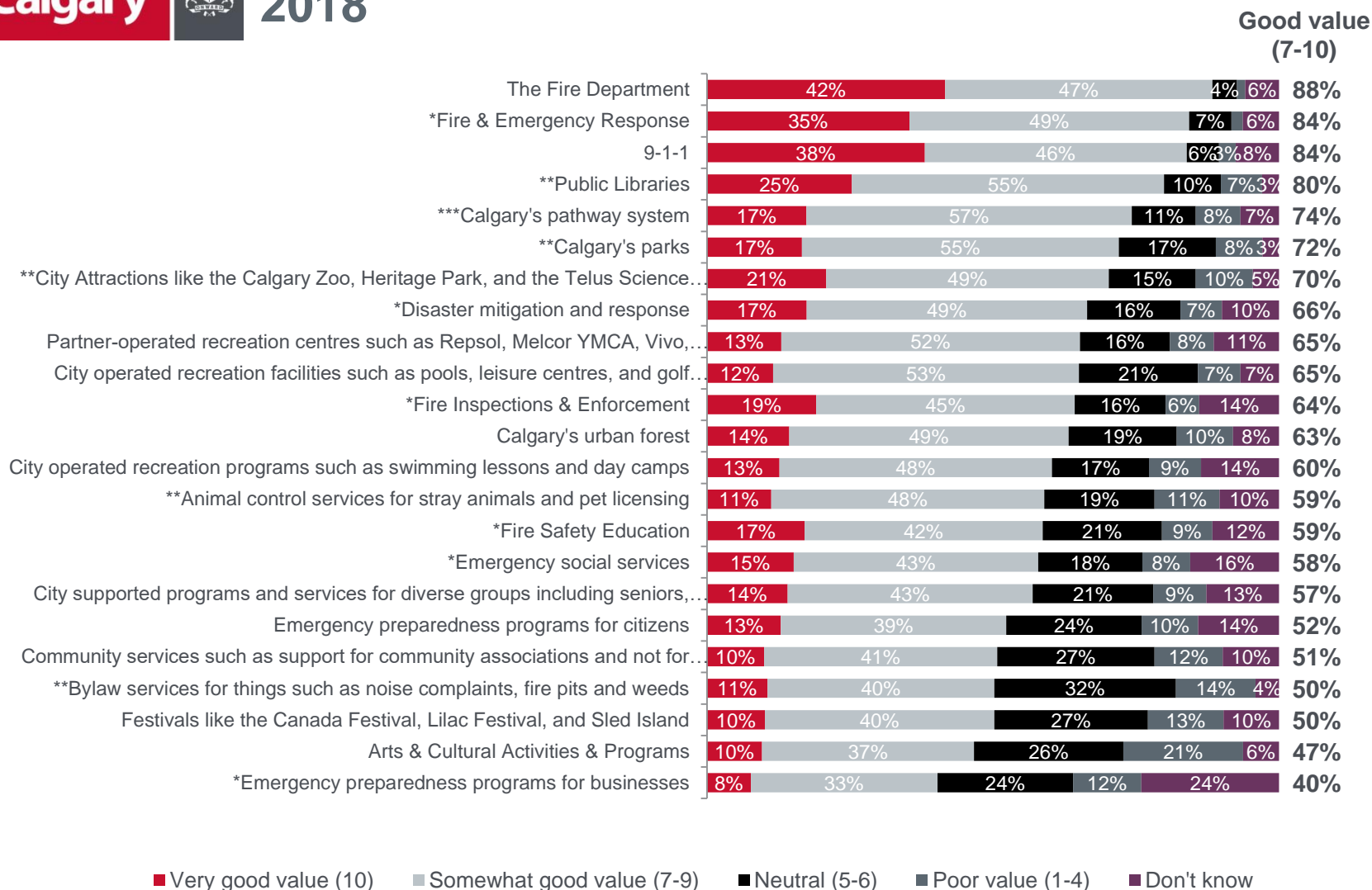
- Disaster Mitigation and Response
- Fire Safety Education
- Emergency Social Services



*Based on % ratings of "10" on a scale from 1 to 10



Perceived Value from Taxes 2018



Base: Calgarians (n=502)

Note: Percentages 2% or less are not labelled

*New programs and services asked in 2018

Program and services removed after pre-test (Base: **n=93, ***n=94)

B3. 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" for each program/service for...



Importance vs. Perceived Value 2018

Strengths

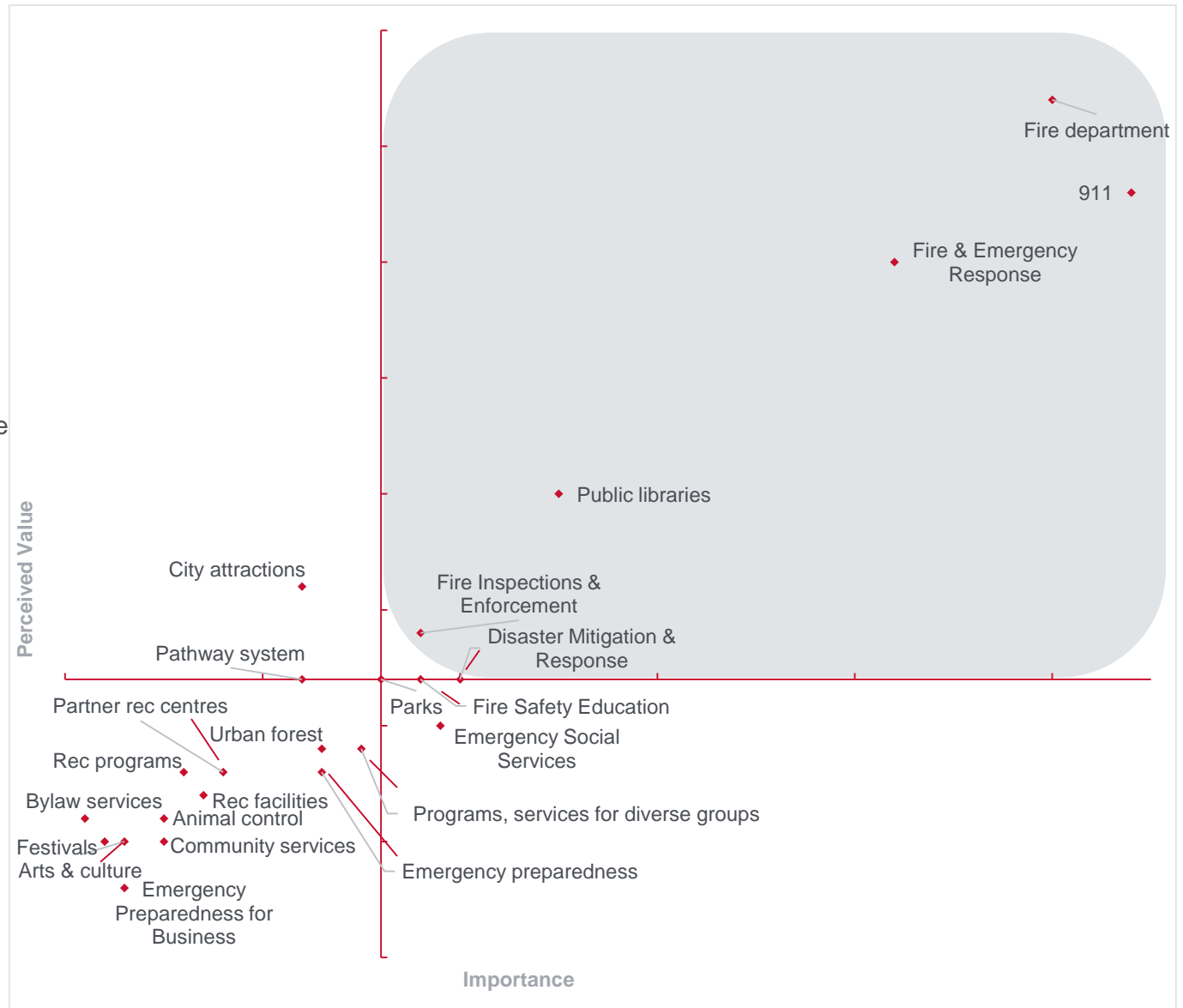
(Important, and above-average value*):

- Fire Department
- 9-1-1
- Fire & Emergency Response
- Public Libraries
- Fire Inspections and Enforcement

Areas of Improvement

(Important, and below-average value*):

- Emergency Social Services



*Based on % ratings of "10" on a scale from 1 to 10

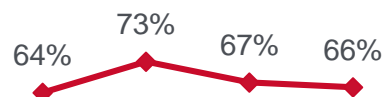
Recreation Services

Usage of Products and Services Trends Over Time

Within the past 12 months, two-thirds (66%) of Calgarians have used Recreation facilities, while over a quarter (28%) have used Recreation programs and nearly three-in-five (57%) have used partner centres.

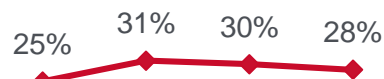
Recreation facilities

◆ % Yes



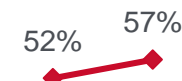
Recreation programs

◆ % Yes



Partner recreation centres

◆ % Yes



In 2018, usage for Recreation facilities is higher among Calgarians –

- 18-54 years of age
- With children in their household
- Who have lived in Calgary for 11-20 years
- With an annual household income of \$75,000 or less

In 2018, usage for Recreation programs is higher among Calgarians –

- 18-54 years of age
- With children in their household
- Who have lived in Calgary for 10 years or less
- With a college/university education

In 2018, usage for partner centres is higher among Calgarians –

- 18-54 years of age
- With children in their household
- With an annual household income of \$75,000 or more
- With a college/university education

Base: Calgarians (2014, n=800; 2015, n=801; 2016, n=500; 2017, n=502; 2018, n=502)

Usage was asked differently prior to 2015

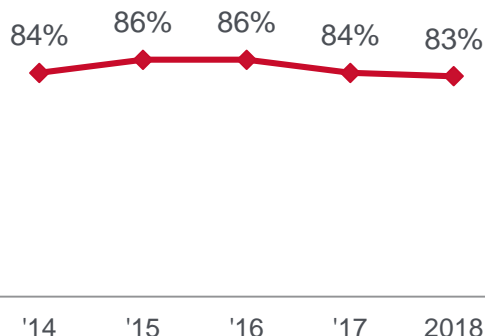
B4. Next, I'm going to read you a list of programs and services available to citizens in Calgary. For each, I would like you to tell me if you or your household has interacted or used the service in the past 12 months.

Importance to Quality of Life Trends Over Time

The majority of Calgarians find the Recreation facilities (83%), Recreation programs (79%), and partner centres (81%) important to the quality of life in Calgary.

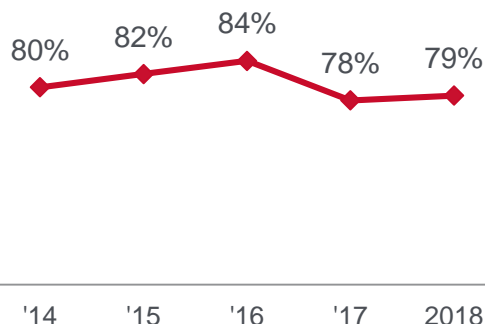
Recreation facilities

◆ % Important (7-10)



Recreation programs

◆ % Important (7-10)



Partner recreation centres

◆ % Important (7-10)



In 2018, importance ratings for Recreation facilities are higher among Calgarians –

- Who think that it is important for the City to provide recreation services
- With some university or college education
- With an annual household salary between \$105,000 and \$149,000

In 2018, importance ratings for Recreation programs are higher among Calgarians –

- Who identify as females
- Between 18 and 34 years of age
- With children in their household

In 2018, importance ratings for partner centres are higher among Calgarians –

- With some university or college education
- With children in their household under 18 years of age
- With an annual household salary between \$105,000 and \$149,000
- Who think that it is important for the City to provide recreation services

Base: Calgarians (2014, n=800; 2015, n=801; 2016, n=500; 2017, n=502; 2018, n=502)

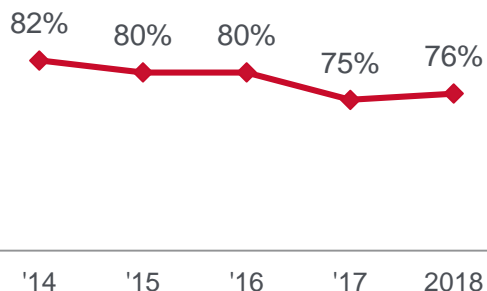
B1. Next, I'm going to read you a list of programs and services available to citizens in Calgary. I'd like you to rate each using a scale of 1 to 10 where 1 represents "not at all important to quality of life in Calgary" and 10 represents "very important to quality of life in Calgary."

Perceived Quality of Programs and Services Trends Over Time

At least two-thirds of Calgarians find the quality of Recreation facilities (76%), Recreation programs (69%), partner centres (76%) to be good.

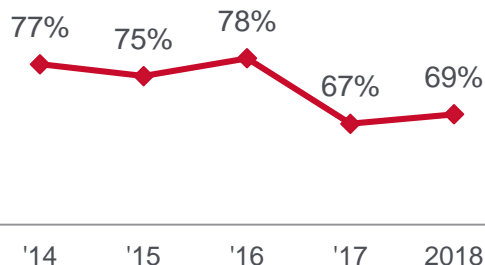
Recreation facilities

◆ % Good quality (7-10)



Recreation programs

◆ % Good quality (7-10)



Partner recreation centres

◆ % Good quality (7-10)



Good ratings for the quality of Recreation facilities are higher among Calgarians –

- Who live in the SE quadrant of the city
- Who identify themselves as female
- With a post-graduate education
- With an annual household income between \$45,000 and \$74,000

Good ratings for the quality of Recreation programs are higher among Calgarians –

- Who identify themselves as female
- With children under 18 in their household
- With an annual household income between \$45,000 and \$74,000

Good ratings for the quality of partner centres are higher among Calgarians –

- Who live in the SE quadrant of the city
- With children under 18 in their household
- With an annual household income between \$105,000 and \$149,000

Base: Calgarians (2014, n=800; 2015, n=801; 2016, n=500; 2017, n=502; 2018, n=502)

B2. Still thinking about [INSERT ITEM] and using a scale of 1 to 10, where 1 means “very poor quality” and 10 means “Very good quality”, please rate the overall quality of each program or service provided by The City of Calgary.

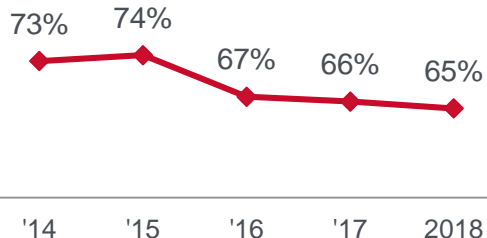
Perceived Value from Taxes

Trends Over Time

The majority of Calgarians feel that they receive good value for their tax dollars for Recreation facilities (65%), Recreation programs (60%), and partner centres (65%).

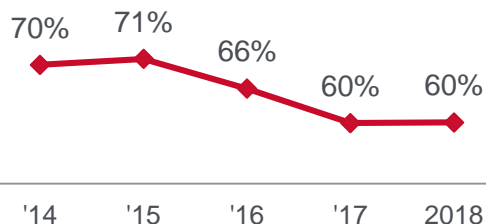
Recreation facilities

◆ % Good value (7-10)



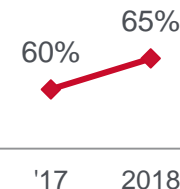
Recreation programs

◆ % Good value (7-10)



Partner recreation centres

◆ % Good value (7-10)



Good ratings for Recreation facilities are higher among Calgarians –

- In SE
- With a post-graduate education

Good ratings for Recreation programs are higher among Calgarians –

- Who identify themselves as female
- With some university or college education

Base: Calgarians (2014, n=800; 2015, n=801; 2016, n=500; 2017, n=502; 2018, n=502)

B3. 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” for each program/service for...



Importance of Recreation Services 2018

Nearly all Calgarians think that it is important for The City of Calgary to provide Recreation services to citizens.



Among those who mention that it is important for The City to provide Recreation services	n=488
To be healthy	14%
People need to have something to do	14%
To keep people active	12%
Community engagement (socialize, meet new people, etc.)	11%
More affordable	10%
For good quality of life	9%
Accessible to all citizens	8%
It's important (unspecified)	4%
It provides options for people	3%
Keeps youth out of trouble	3%
For good mental health	3%
It's the right thing to do / Civic responsibility	2%
Not the responsibility of the City	1%
It's important but not a priority	1%
Other	1%
None / Nothing	3%
Don't know / Refused	2%

Verbatim Comments

(among those who say it is not important for The City to provide Recreation services; n=14)(No comment n=3)

"There's a lot of things people want to do and they will build things that reflect their own interests more than the interests of the public."

"The main reason is people should take care of their own recreational pleasures."

"The Entertainment industry provides those places already."

"The City can spend that money on some other important thing, for example pathways and parks, put more flowers there."

"For things like that, it should be private money, they do a better job of handling it, and they lower the costs as well as not having money to be wasted."

"Business can do it just as well, so I don't see the point in wasting tax dollars"

"Because it's not [The City's] job to provide us entertainment."

"People can do what they like."

"Let people provide their own activities."

"I simply don't use them."

"There is not much to offer."

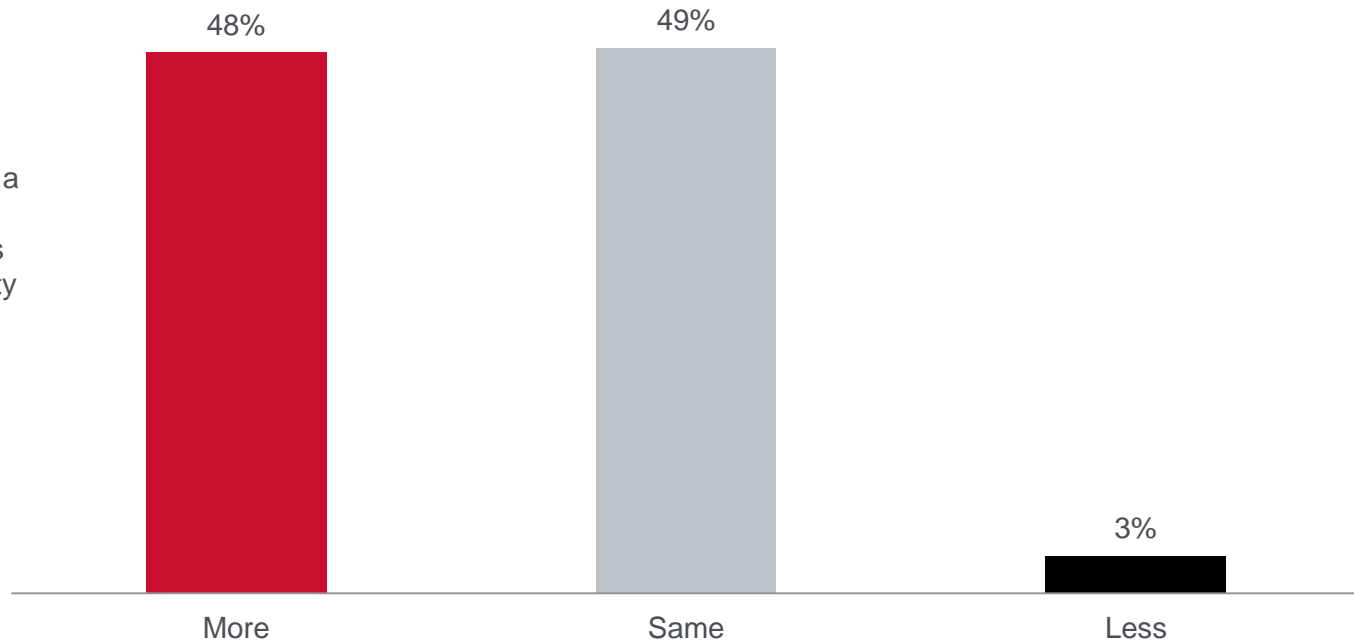
Base: Calgarians (n=502)

Mentions less than 2% are not labelled.

RA1. In your view, how important is it for The City of Calgary to provide recreation services to citizens? Is it...RA2. What is the main reason that you think it is <<RECALL RATING @RA1>> for The City to provide recreation services to citizens?

Desired Investment in Recreation Services 2018

Calgarians are divided in their opinions on whether the City should invest more or the same amount in Recreation services.



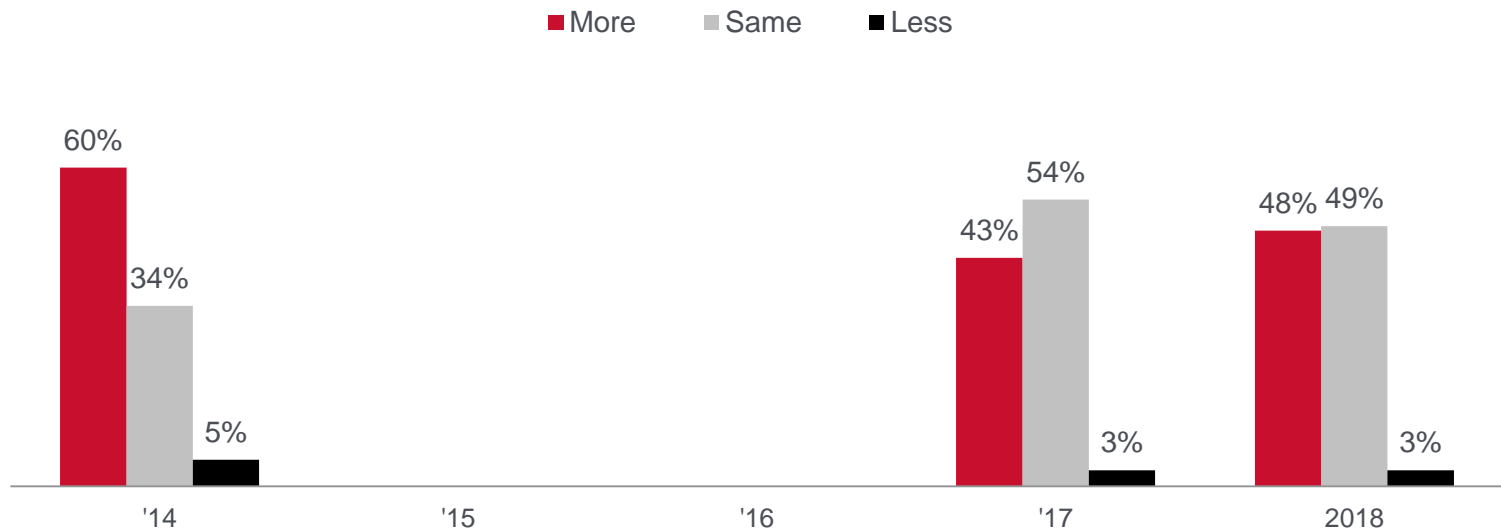
Investing more in Recreation services is a more desirable option for younger Calgarians (18-54), with desirability decreasing with age.

Base: Calgarians (n=502)

RA3. Thinking about Calgary over the next ten years, would you say that the City should invest more, less or the same amount in recreation services?

Desired Investment in Recreation Services Trends Over Time

The desired investment opinions are consistent with 2017.



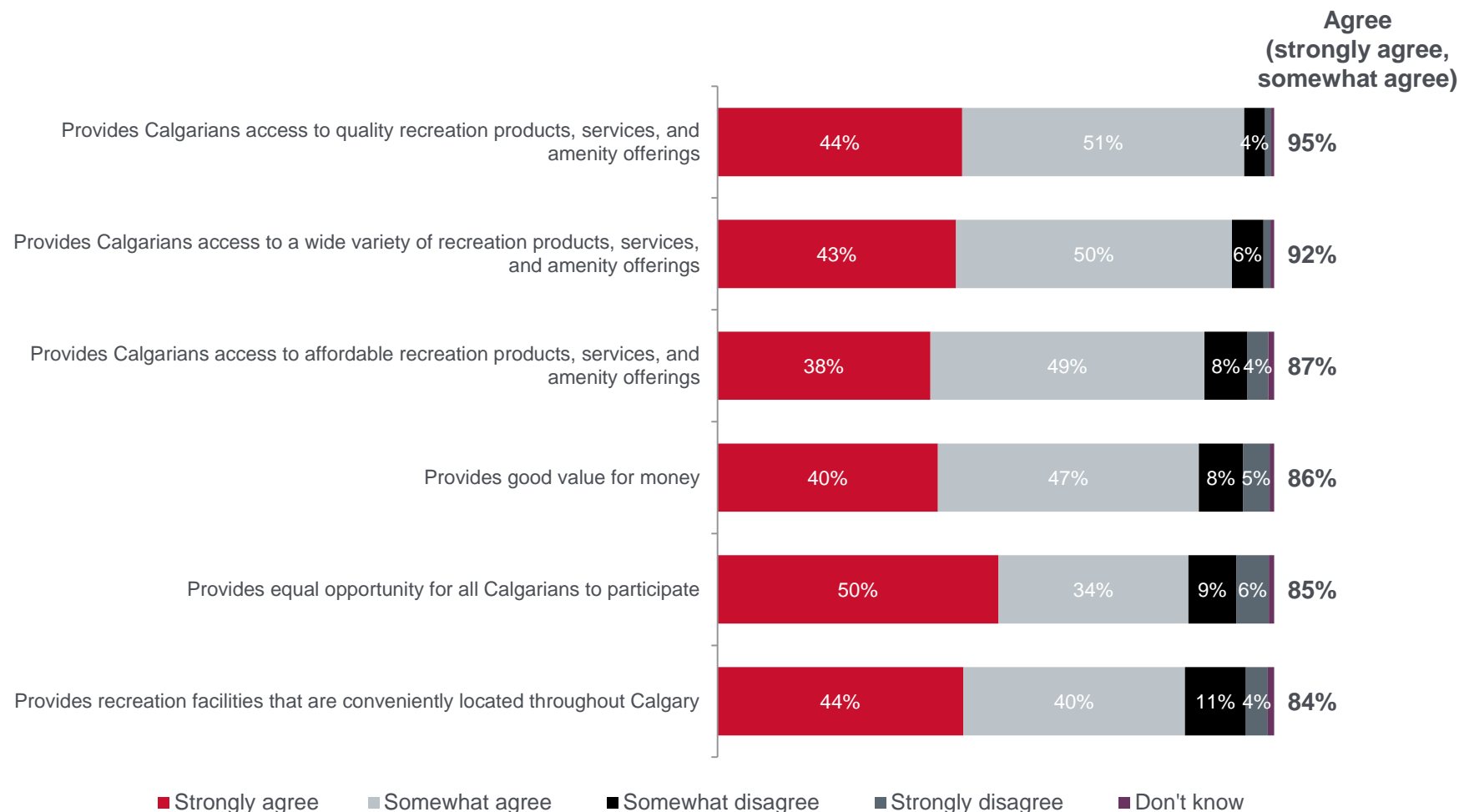
Base: Calgarians (n=502)

Change in question wording in 2017 from “invest in recreation service development and delivery”

RA3. Thinking about Calgary over the next ten years, would you say that the City should invest more, less or the same amount in recreation services?

Opinions on Recreation Services 2018

Four-in-five or more Calgarians have a positive opinion about The City of Calgary's Recreation services.



Base: Calgarians (n=502)

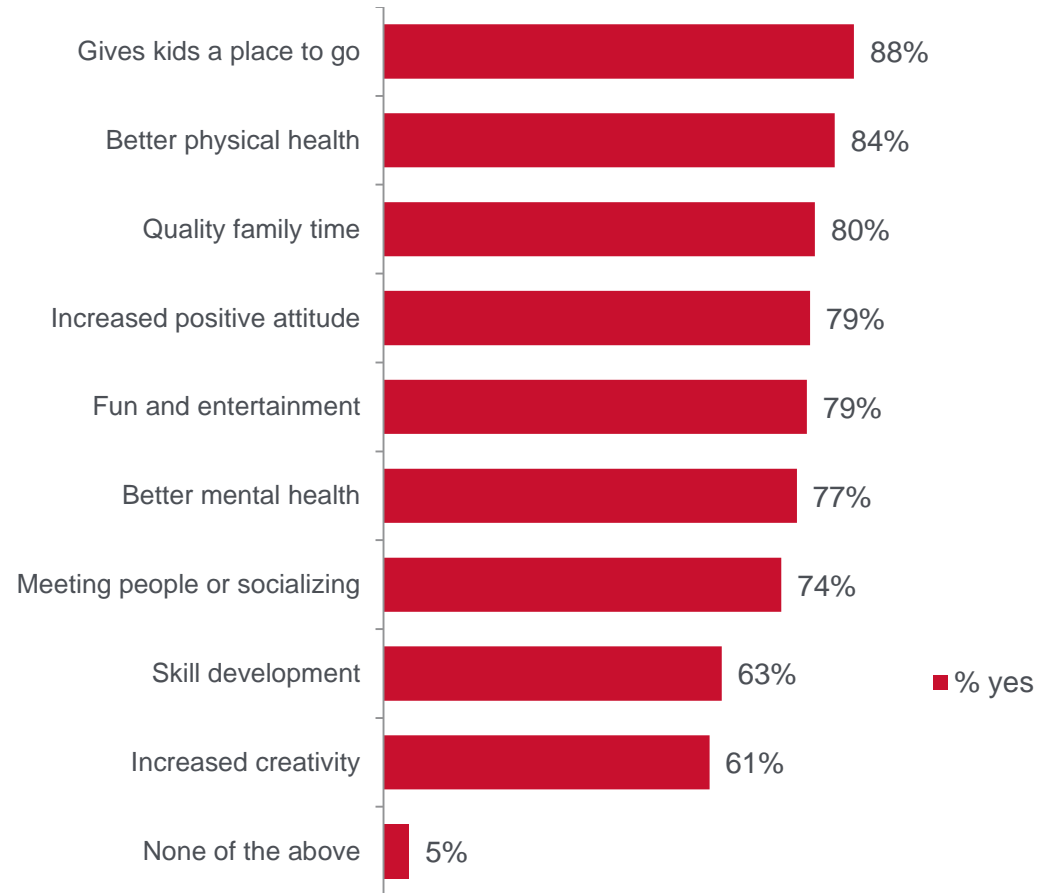
Note: Percentages 2% or less are not labelled

New question asked in 2018

RA4. How much do you agree or disagree that The City of Calgary's recreation services...?

Personal Benefits of Recreation Services 2018

Top most personal benefits for Calgarians from City's Recreation opportunities are that it gives kids a place to go and better physical health.



Base: Calgarians (n=91)

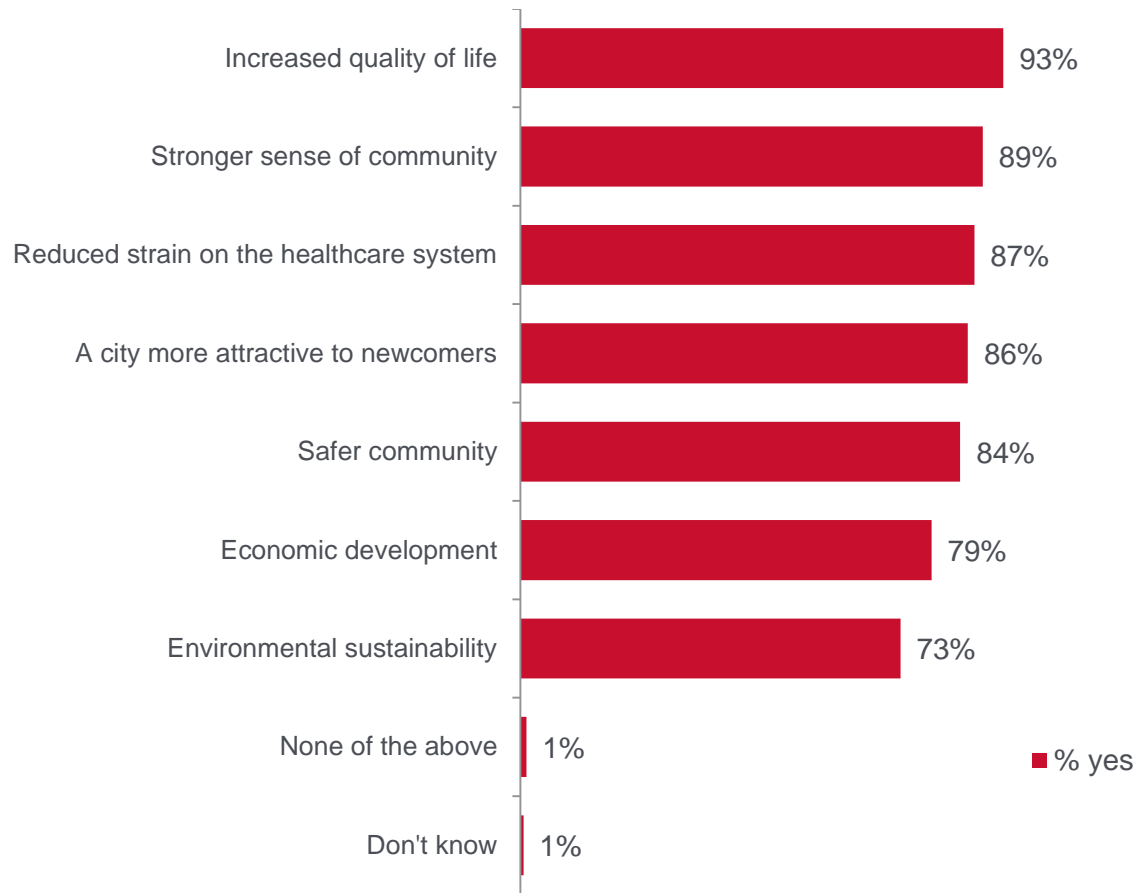
New question asked in 2018

Question removed after pre-test

RA6. Which of the following benefits, if any, do you or someone in your household get from the recreation and/or arts and culture opportunities provided by City of Calgary, in your opinion?

Benefits of Recreation Services 2018

Top most benefits for Calgary as a whole from City's Recreation opportunities are increased quality of life and stronger sense of community.

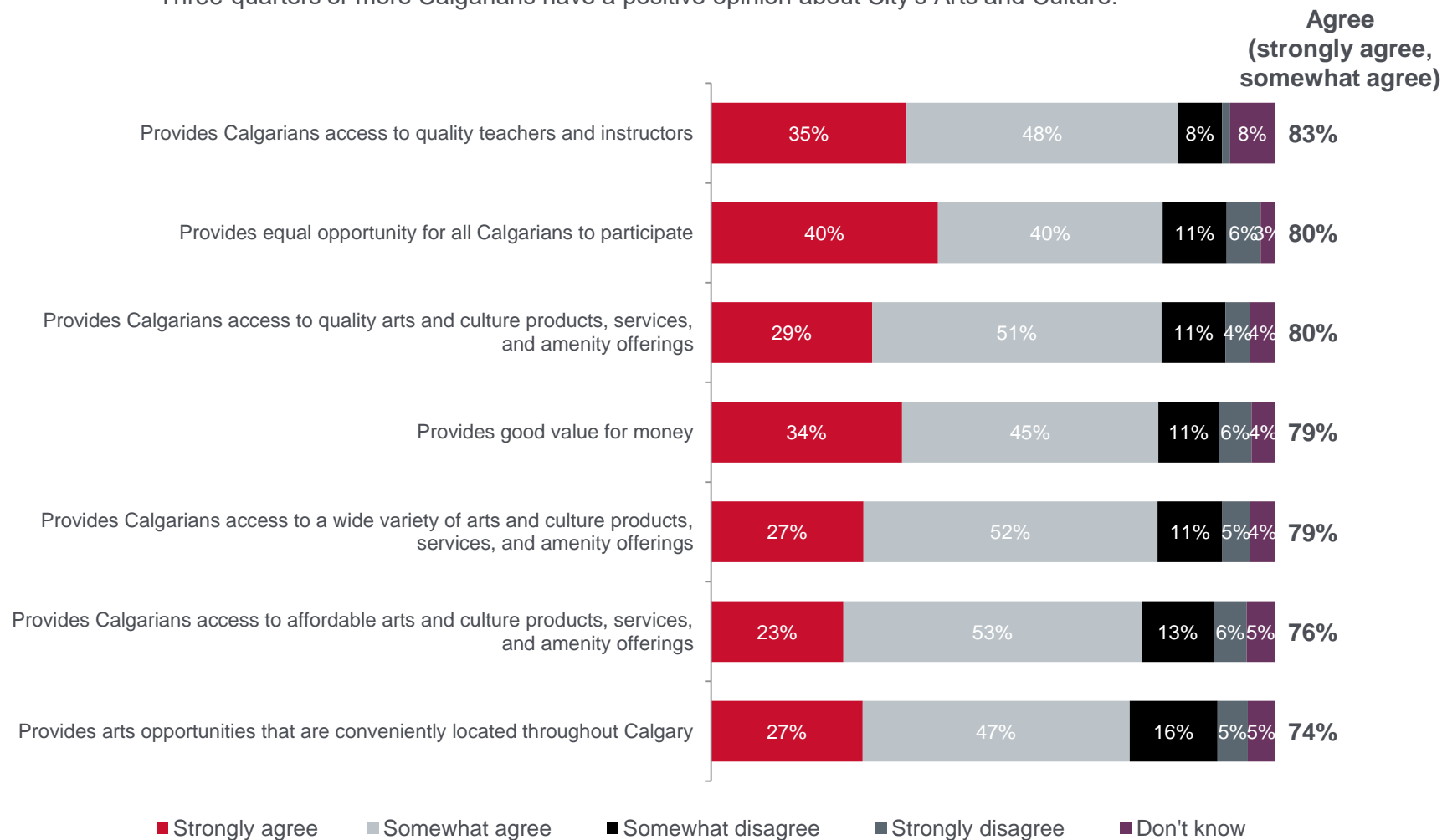


Base: Calgarians (n=502)

New question asked in 2018

RA7. Which of the following benefits, if any, does Calgary as a whole get from the recreation and/or arts and culture opportunities provided by City of Calgary, in your opinion?

Three-quarters or more Calgarians have a positive opinion about City's Arts and Culture.



Base: Calgarians (n=502)

Note: Percentages 2% or less are not labelled

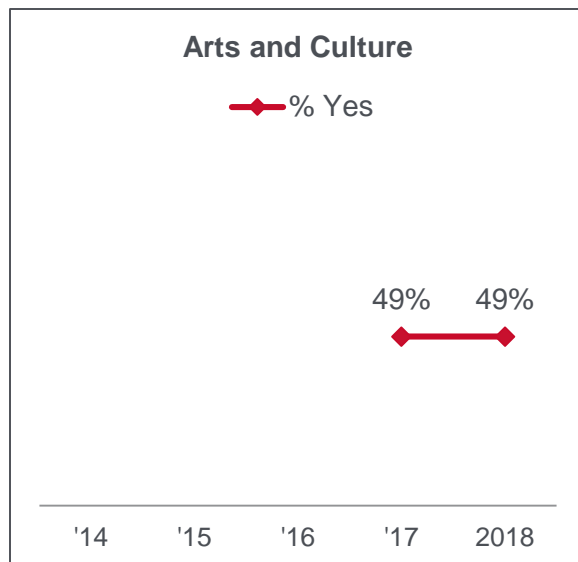
New question asked in 2018

RA5. How much do you agree or disagree that The City of Calgary's Arts and Culture...?

Usage of Products and Services - Arts and Culture

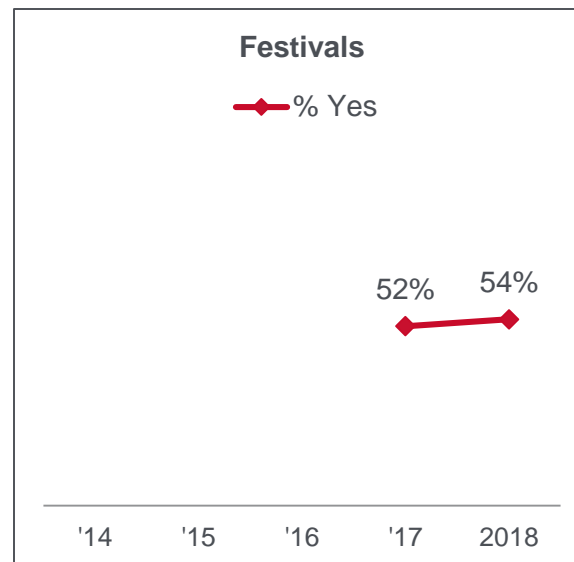
Trends Over Time

Within the past 12 months, half (49%) of Calgarians have participated in Arts and Culture activities and programs, and slightly more than half (54%) have attended festivals in Calgary.



In 2018, usage for Arts, Cultural activities and programs is higher among Calgarians –

- Who identify as female
- Under 54 years of age
- Who have lived in Calgary for less than 10 years
- With a college/university education



In 2018, usage for festivals is higher among Calgarians –

- Who live in the SW quadrant
- Under 54 years of age
- With children under the age of 18 in their household
- Who have lived in Calgary for 10 years or less
- With a college/university education

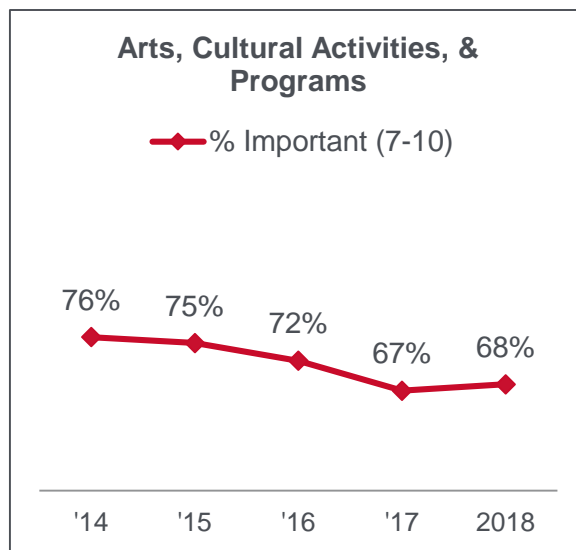
Base: Calgarians (2017, n=502; 2018, n=502)

B4. Next, I'm going to read you a list of programs and services available to citizens in Calgary. For each, I would like you to tell me if you or your household has interacted or used the service in the past 12 months.

Importance to Quality of Life – Arts and Culture Trends Over Time

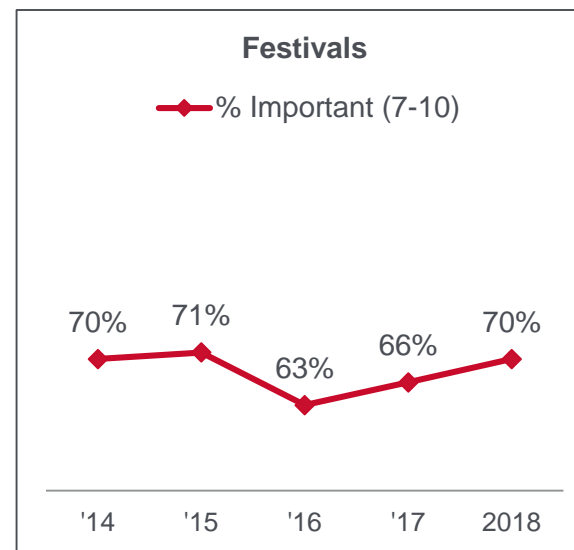
The majority of Calgarians find the Arts, Cultural activities and programs (68%) important to the quality of life in Calgary. The importance ratings are consistent with 2017, after forming a downward trend since 2014.

Seven-in-ten (70%) Calgarians find festivals important to the quality of life in Calgary, forming an upward trend since 2016.



In 2018, importance ratings for Arts, Cultural activities and programs are higher among Calgarians –

- Who identify as female
- With a college/university education



In 2018, importance ratings for festivals are higher among Calgarians –

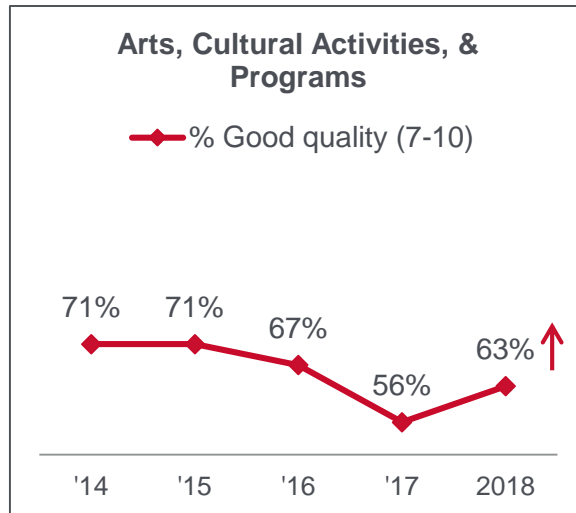
- Who identify as female
- Who reside in the SE or SW quadrant of the city
- Who are under 54 years of age
- Who have lived in Calgary for less than 10 years

Base: Calgarians (2014, n=800; 2015, n=801; 2016, n=500; 2017, n=502; 2018, n=502)

B1. Next, I'm going to read you a list of programs and services available to citizens in Calgary. I'd like you to rate each using a scale of 1 to 10 where 1 represents "not at all important to quality of life in Calgary" and 10 represents "very important to quality of life in Calgary."

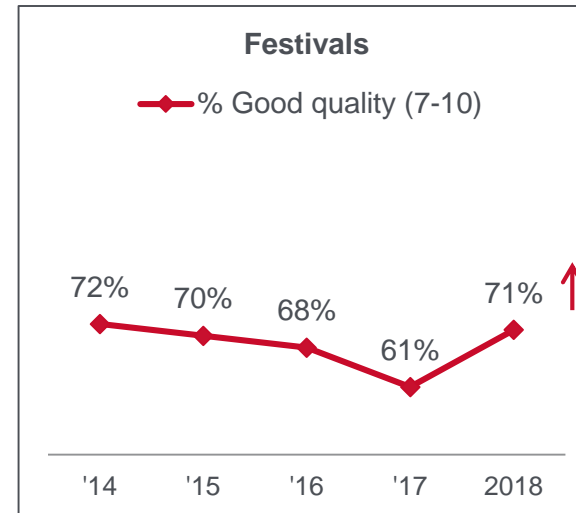
Perceived Quality – Arts and Culture Trends Over Time

Two-thirds of Calgarians find the quality of Arts, Cultural activities and programs (63%) and festivals (71%) to be good quality, an increase from 2017.



In 2018, quality ratings for Arts, Cultural activities and programs are higher among Calgarians –

- Who identify as female
- With children under the age of 18 in their household
- With a post-graduate education



In 2018, quality ratings for festivals are higher among Calgarians –

- Who identify as female
- Who live in the SE quadrant of the city
- Who are under 54 years of age
- With some college/university education

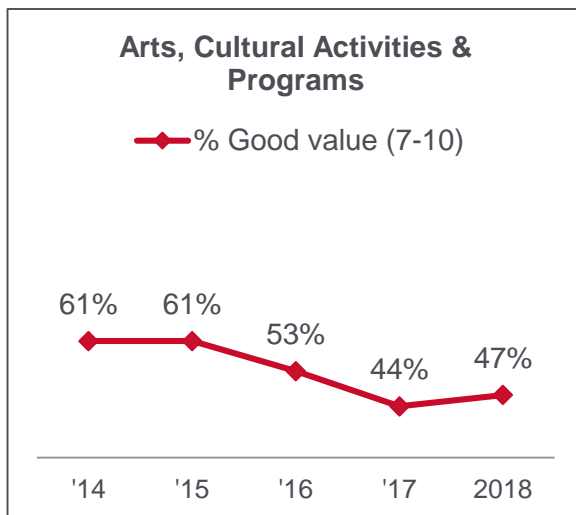
Base: Calgarians (2014, n=800; 2015, n=801 ; 2016, n=500 ; 2017, n=502; 2018, n=502)

B2. Still thinking about [INSERT ITEM] and using a scale of 1 to 10, where 1 means “very poor quality” and 10 means “Very good quality”, please rate the overall quality of each program or service provided by The City of Calgary.

Perceived Value from Taxes – Arts and Culture

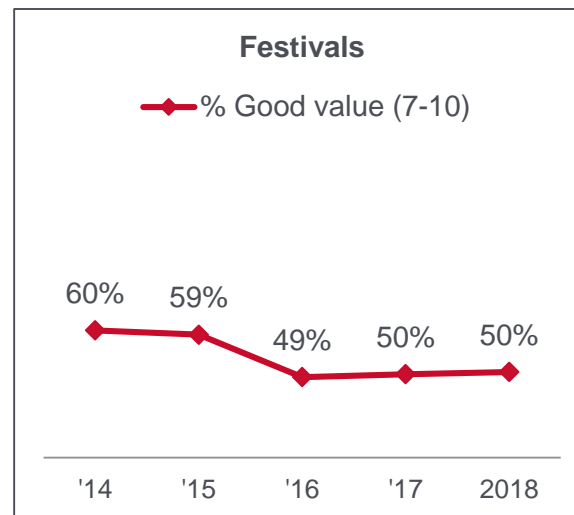
Trends Over Time

Half of Calgarians feel that they receive good value for their tax dollars for Arts, Cultural activities and programs (47%) and festivals (50%).



In 2018, value ratings for Arts, Cultural activities and programs are higher among Calgarians –

- Who identify as female
- With 2 or more individuals in their household



In 2018, value ratings for festivals are higher among Calgarians –

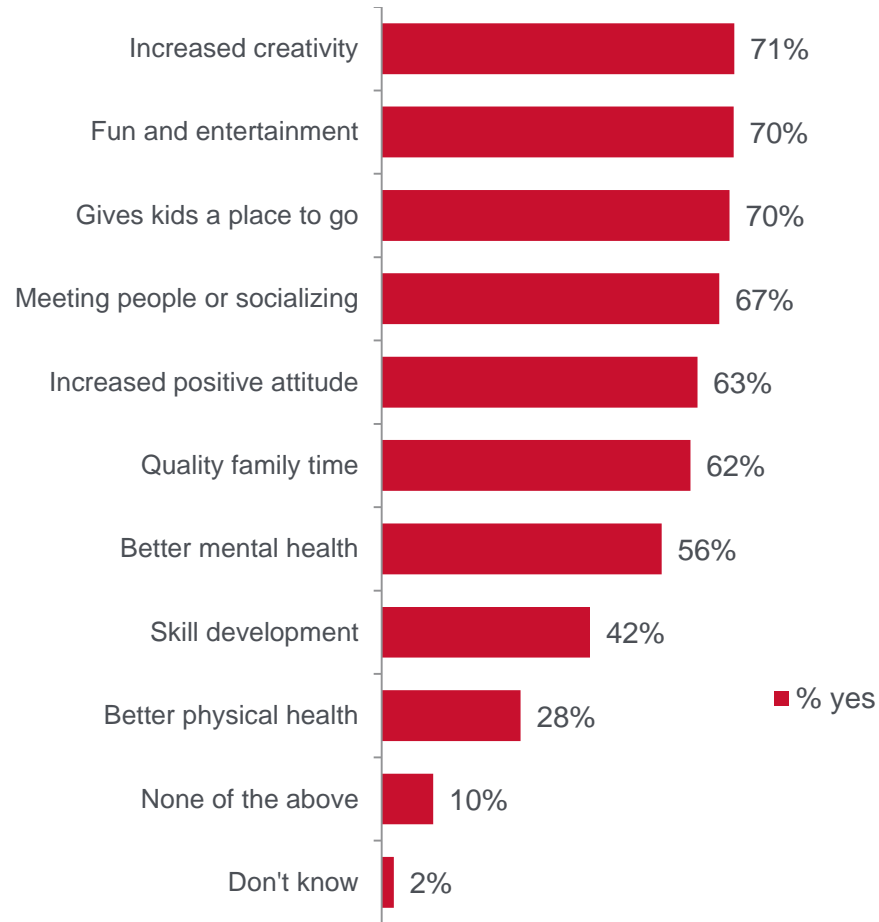
- With some college/university education

Base: Calgarians (2014, n=800; 2015, n=801 ; 2016, n=500 ; 2017, n=502; 2018, n=502)

B3. 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” for each program/service for...

Personal Benefits of Arts and Culture 2018

Top most personal benefits for Calgarians from City's Arts and Culture opportunities are increased creativity, fun and entertainment and giving kids a place to go.



Base: Calgarians (n=91)

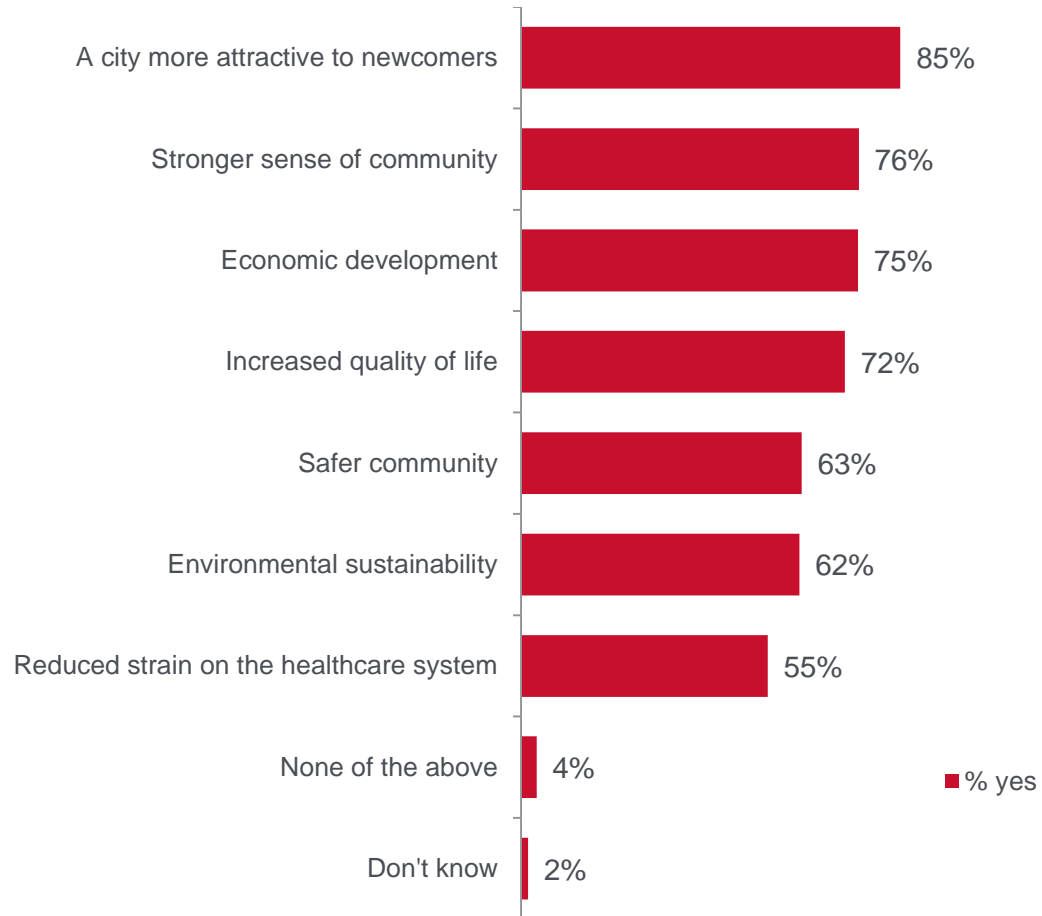
New question asked in 2018

Question removed after pre-test

RA6. Which of the following benefits, if any, do you or someone in your household get from the recreation and/or arts and culture opportunities provided by City of Calgary, in your opinion?

Benefits of Arts and Culture 2018

Top most benefit for Calgary as a whole from City's Arts and Culture opportunities is making the city more attractive to newcomers.



Base: Calgarians (n=502)

New question asked in 2018

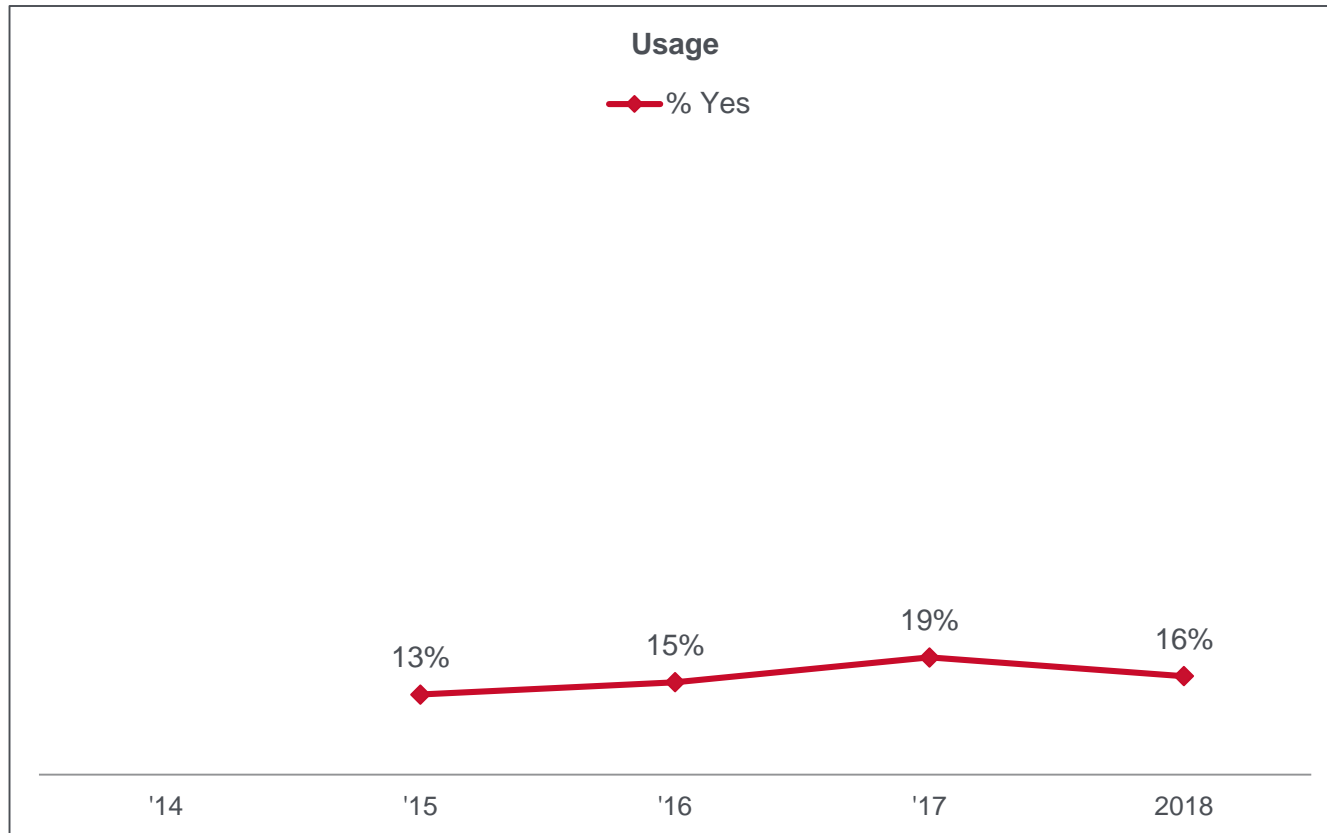
RA7. Which of the following benefits, if any, does Calgary as a whole get from the recreation and/or arts and culture opportunities provided by City of Calgary, in your opinion?

Fire Department

Usage of Fire Department – Last 12 Months

Trends Over Time

One-in-six (16%) Calgarians have interacted with or used the Fire Department in the past 12 months.



Base: Calgarians (2015, n=801 ; 2016, n=500 ; 2017, n=502 ; 2018, n=502)

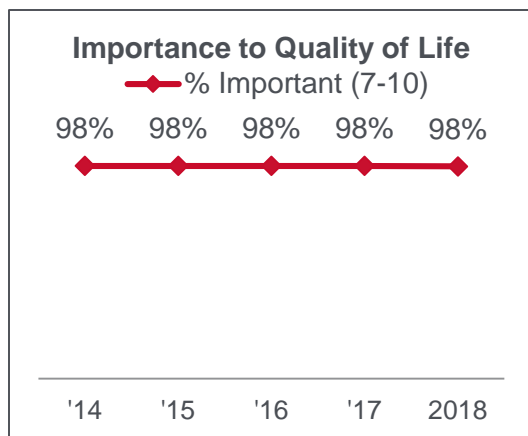
*Additional fire department programs and services were asked in 2018

B4. Next, I'm going to read you a list of programs and services available to citizens in Calgary. For each, I would like you to tell me if you or your household has interacted or used the service in the past 12 months.

Overall Measures – Fire Department

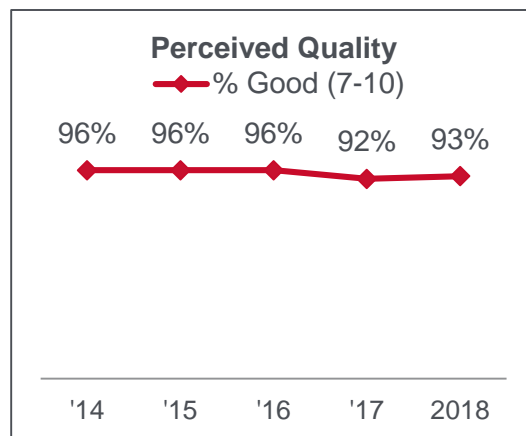
Trends Over Time

Most Calgarians consider the Fire Department to be important (98%) and of good quality (93%), as well as feel they receive good value for their tax dollars (88%).



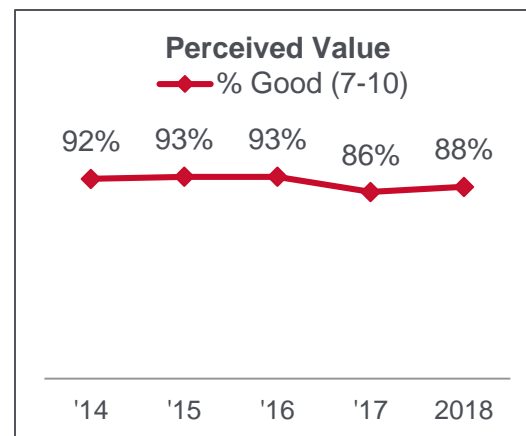
Importance ratings are higher among Calgarians who -

- Rent their home



Good ratings for perceived quality are higher among Calgarians –

- Who have lived in Calgary for 11 - 20 years



Good ratings for perceived value are higher among Calgarians–

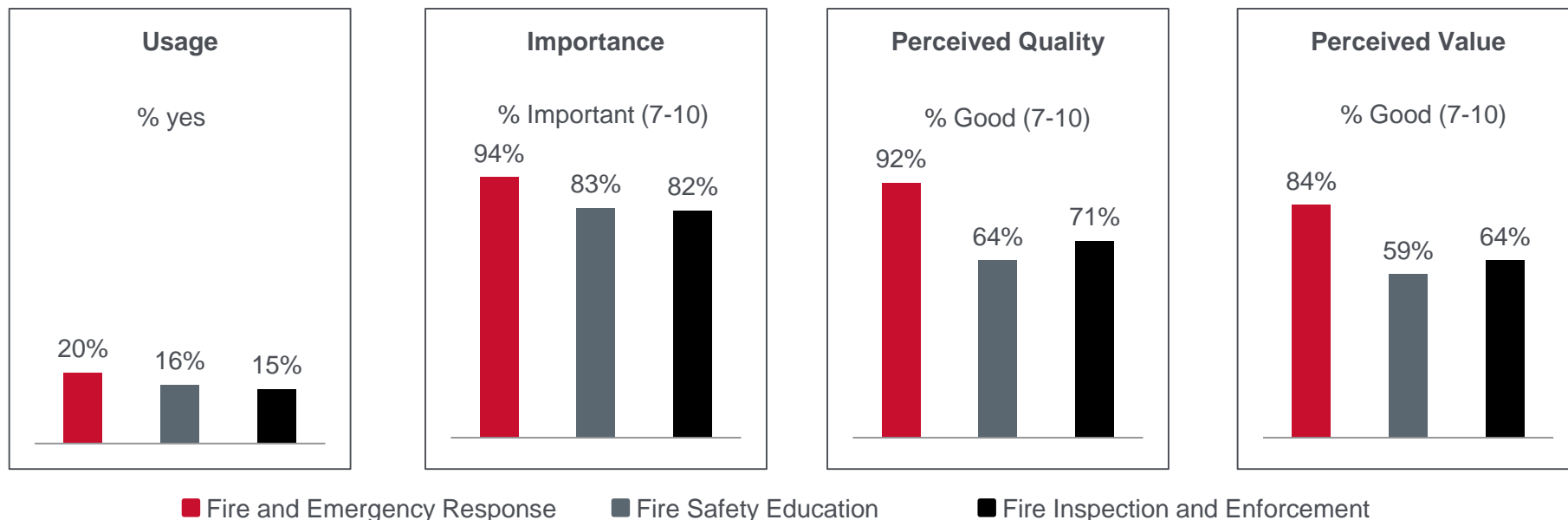
- With children under 18 years of age in their household
- With a high school education
- Who are aware of various disaster related risks

Base: Calgarians (2014, n=800; 2015, n=801; 2016, n=500; 2017, n=502; 2018, n=502)

B1. Next, I'm going to read you a list of programs and services available to citizens in Calgary. I'd like you to rate each using a scale of 1 to 10 where 1 represents "not at all important to quality of life in Calgary" and 10 represents "very important to quality of life in Calgary." B2. Still thinking about [INSERT ITEM] and using a scale of 1 to 10, where 1 means "very poor quality" and 10 means "Very good quality", please rate the overall quality of each program or service provided by The City of Calgary. B3. 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" for each program/service for...

Overall Measures of Fire Department Services and Programs

In regards to the Calgary Fire Department - Fire and Emergency Response, Fire Safety Education and Fire Inspections and Enforcement - the majority of Calgarians feel these are important aspects of the Calgary Fire Department and are of good quality and value.



Base: Calgarians (n=502)

New question in 2018

B4. Next, I'm going to read you a list of programs and services available to citizens in Calgary. For each, I would like you to tell me if you or your household has interacted or used the service in the past 12 months. B1. Next, I'm going to read you a list of programs and services available to citizens in Calgary. I'd like you to rate each using a scale of 1 to 10 where 1 represents "not at all important to quality of life in Calgary" and 10 represents "very important to quality of life in Calgary." B2. Still thinking about [INSERT ITEM] and using a scale of 1 to 10, where 1 means "very poor quality" and 10 means "Very good quality", please rate the overall quality of each program or service provided by The City of Calgary. B3. 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" for each program/service for...

Expectations from Local Community Fire Station

2018

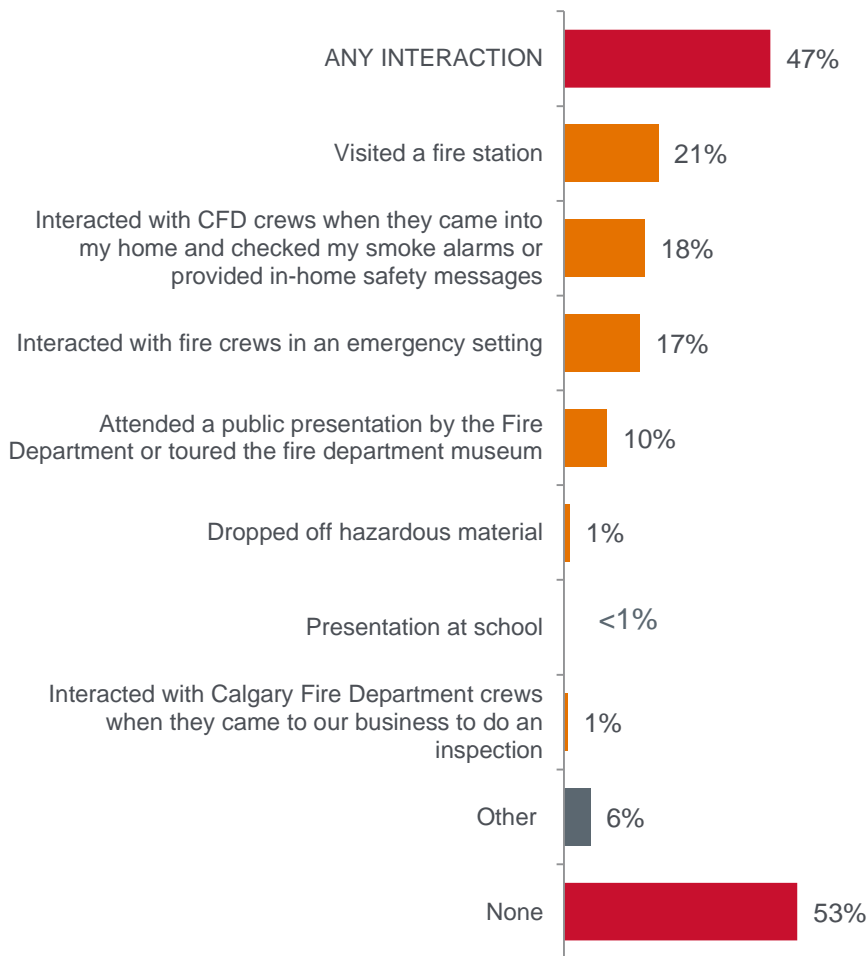
Calgarians expect their local community fire station to provide fire prevention and safety awareness education, emergency response, fast response and fire protection.

Services Expected...	
Fire prevention / Safety awareness / Education	22%
Emergency response (unspecified)	20%
Fast response	19%
Fire protection (unspecified)	17%
Emergency response - Fire	13%
Checking smoke alarms / fire alarms	11%
Be available / Be there when needed	10%
Hazardous material disposal	6%
Community events / Public awareness events	6%
First responder	5%
Professionalism	5%
Rescue	4%
Emergency response - Traffic accidents	4%
Communication	2%
Emergency response - Health	2%
Knowledgeable	2%
Respond to weather related situations (downed trees, debris in roads, flooding, etc.)	1%
Respond to hazardous materials emergencies	1%
Other	4%
None / Nothing	1%
Don't know / Refused	10%

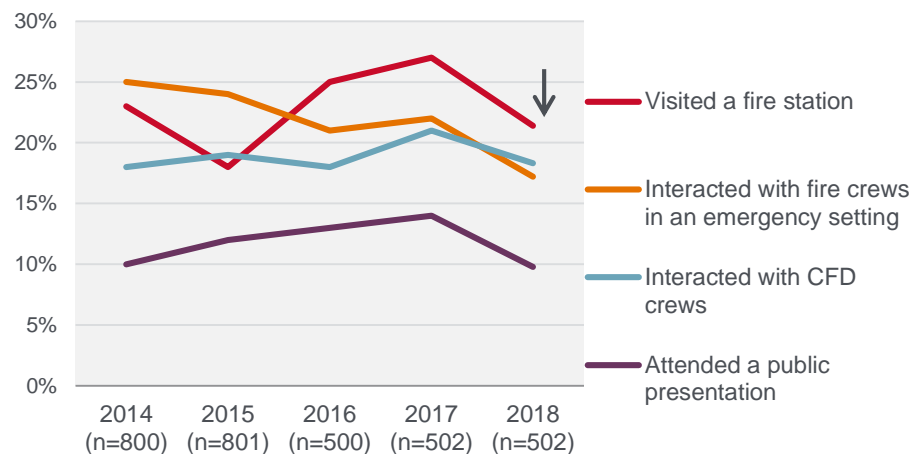
Base: Calgarians (n=502)

FA5. Thinking about what you currently know about the Calgary Fire Department, what you may have read, seen or heard, and on your thoughts, what services do you expect from your LOCAL COMMUNITY FIRE STATION?

Interaction with Calgary Fire Department



Trends Over Time



Less than half (47%) of Calgarians have interacted with the Fire Department in the last two years. Among those who have, fire station visits, emergency setting interactions, and/or home interactions (checking smoke alarms, in-home safety measures) were the top sources of interaction.

Interaction with the Fire Department is higher among Calgarians:

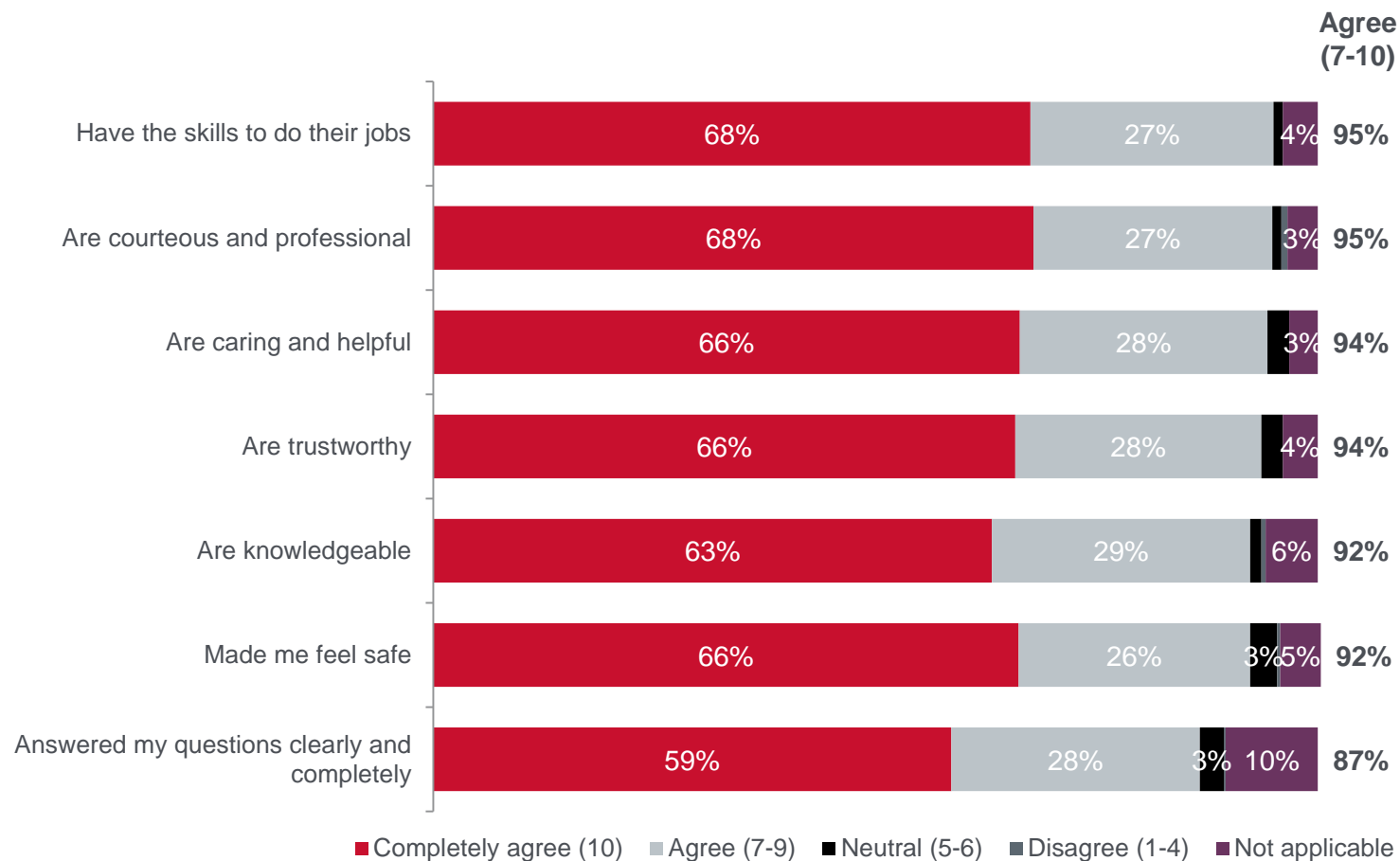
- With children in their household
- Who have lived in Calgary for 21 to 40 years.

Base: Calgarians (n=502)

FA2. I'll read a list of ways that citizens could interact with the Calgary Fire Department. Please tell me, yes or no, if you or anyone in your household has done any of these in the last 24 months.

Perceptions of CFD based on Interaction 2018

The majority of Calgarians who have interacted with the Fire Department have positive perceptions overall.



Base: Calgarians who interacted with the Fire Department in the last 24 months (n=232)

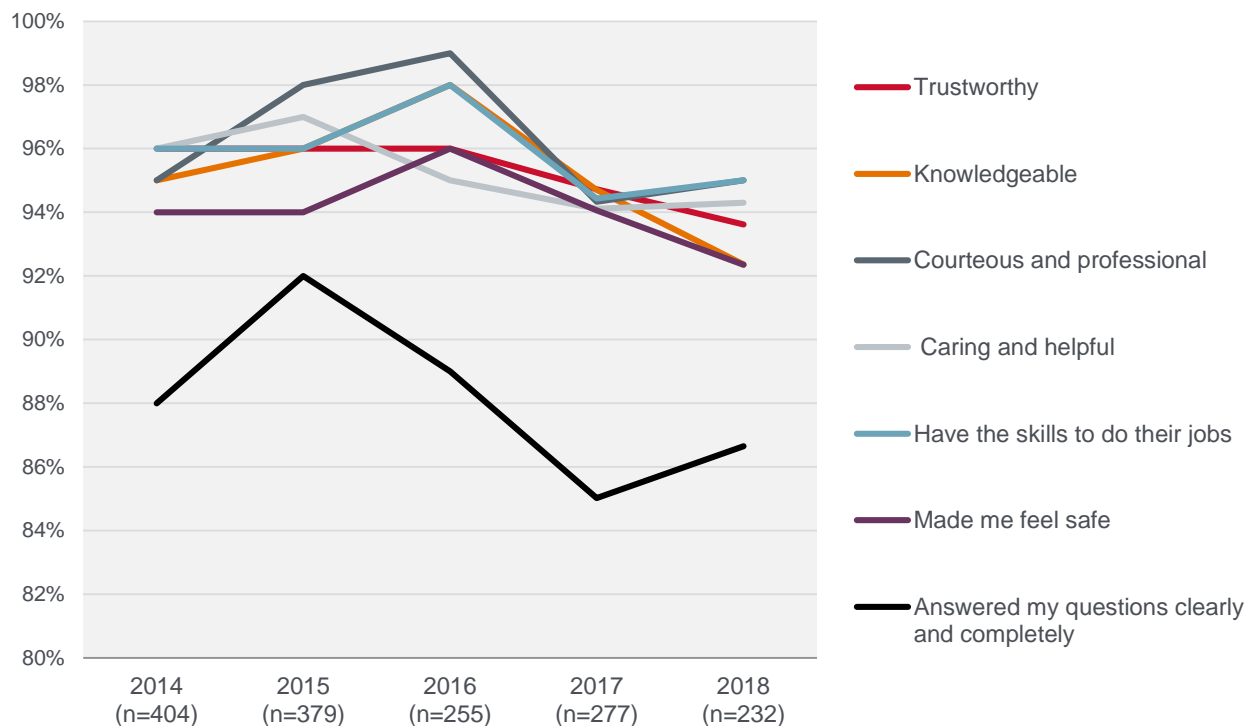
Note: Percentages 2% or less are not labelled

FA3. Thinking about your most recent contact with the Calgary Fire Department, please tell me whether you agree or disagree with each of the following statements

Satisfaction with Interaction Trends Over Time

Overall agreement ratings remain consistent with 2017 ratings for all attributes regarding interactions with the Calgary Fire Department.

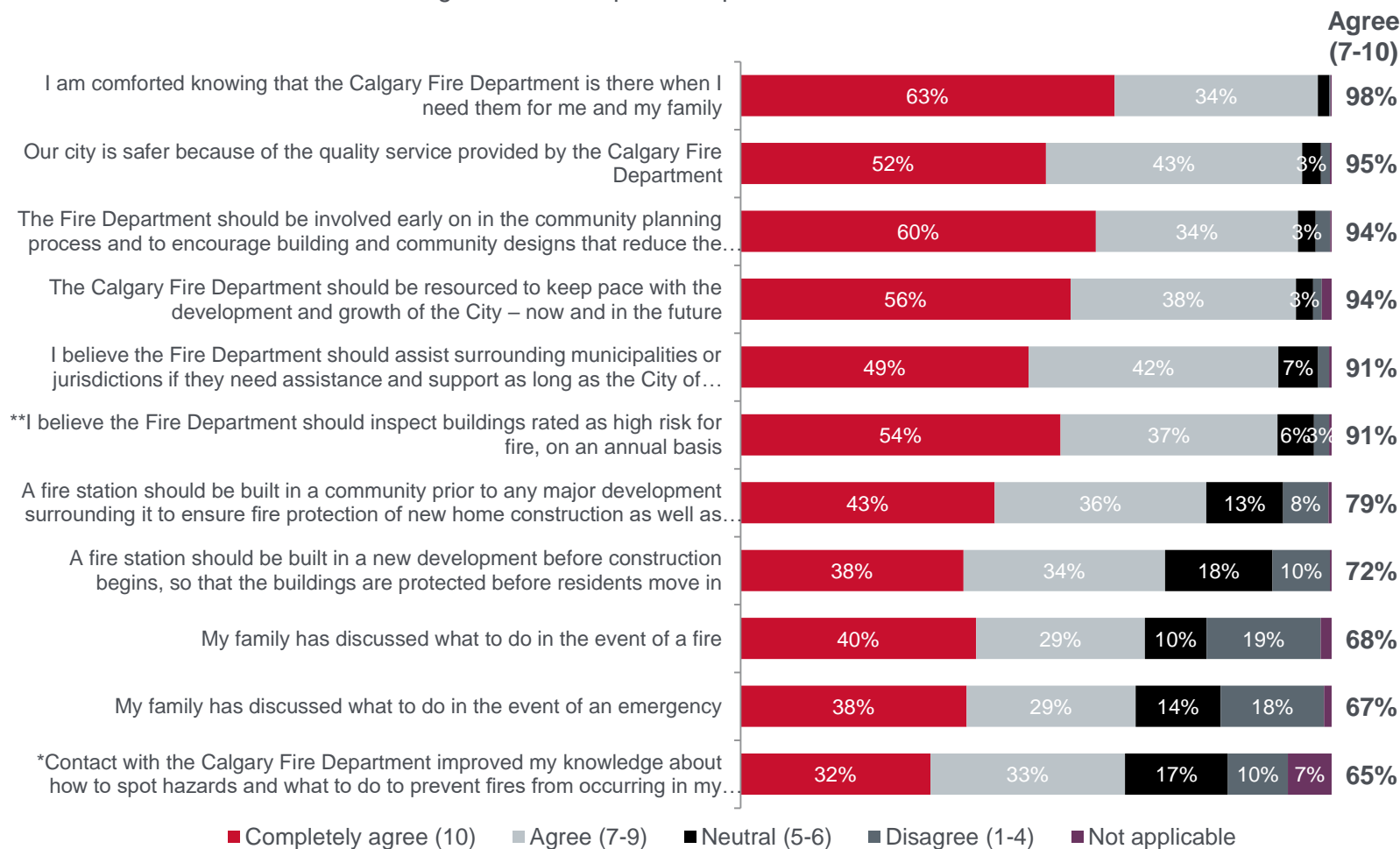
Trends (% Agree 7-10 ratings)



Base: Calgarians who interacted with the Fire department in the last 24 months

FA3. Thinking about your most recent contact with the Calgary Fire Department, please tell me whether you agree or disagree with each of the following statements

Two-thirds or more Calgarians have a positive opinion about CFD.



Base: Calgarians (n=502)/*Among those who interacted with the Fire department in the last 24 months (n=232)

Note: Percentages 2% or less are not labelled

**New question asked in 2018

FA1. Next, I'll read a series of statements that some people have used to describe their own personal views. For each one, please tell me how much you agree or disagree, using a scale from 1 to 10 where 1 means you completely disagree and 10 means you completely agree.

Opinions about CFD

Trends Over Time

Opinions about the Fire Department are positive and consistent with 2017.

%Agree (7-10 ratings)	2012	2014 (n=800)	2015 (n=801)	2016 (n=500)	2017 (n=502)	2018 (n=502)
I am comforted knowing that the Calgary Fire Department is there when I need them for me and my family	-	-	-	96%	97%	98%
Our city is safer because of the quality service provided by the Calgary Fire Department	-	-	-	95%	95%	95%
The Fire Department should be involved early on in the community planning process and to encourage building and community designs that reduce the likelihood and impact of fire	-	-	-	-	91%	94%
The Calgary Fire Department should be resourced to keep pace with the development and growth of the City – now and in the future	91%	90%	90%	97%	94%	94%
I believe the Fire Department should assist surrounding municipalities or jurisdictions if they need assistance and support as long as the City of Calgary's needs are met first	-	-	-	-	91%	91%
**I believe the Fire Department should inspect buildings rated as high risk for fire, on an annual basis	-	-	-	-	-	91%
A fire station should be built in a community prior to any major development surrounding it to ensure fire protection of new home construction as well as future residents	-	74%	74%	75%	75%	79%
A fire station should be built in a new development before construction begins, so that the buildings are protected before residents move in	-	-	-	-	69%	72%
My family has discussed what to do in the event of a fire	-	67%	68%	73%	71%	68%
My family has discussed what to do in the event of an emergency	-	67%	67%	74%	69%	67%
*Contact with the Calgary Fire Department improved my knowledge about how to spot hazards and what to do to prevent fires from occurring in my home	-	57%	58%	65%	65%	65%

Base: Calgarians (n=502)/**Among those who interacted with the Fire department in the last 24 months (n=232)

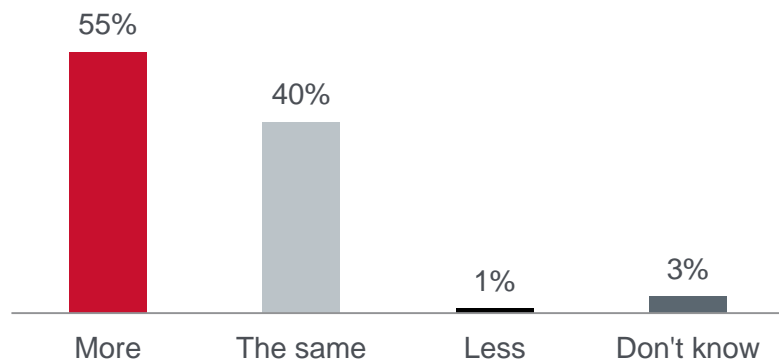
**New question asked in 2018

Base for 2012 is not available

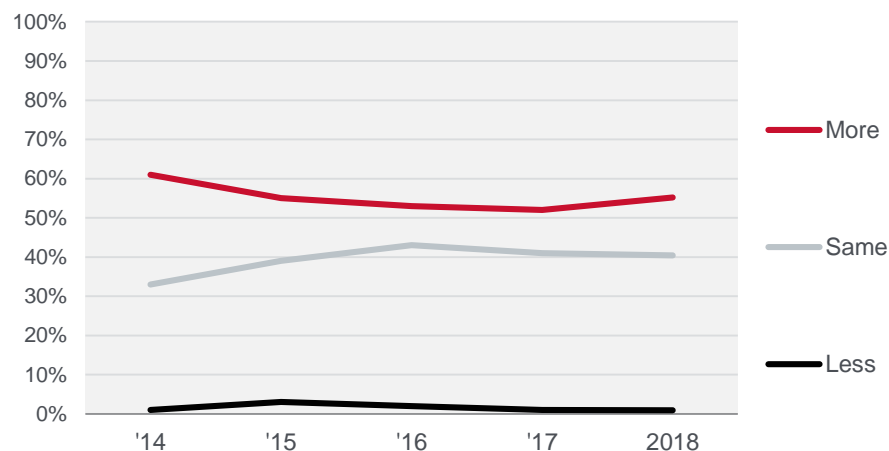
FA1. Next, I'll read a series of statements that some people have used to describe their own personal views. For each one, please tell me how much you agree or disagree, using a scale from 1 to 10 where 1 means you completely disagree and 10 means you completely agree.

Desired Investment in Fire Department

Over half (55%) of Calgarians feel the City should invest more in supporting the Calgary Fire Department.



Trends Over Time

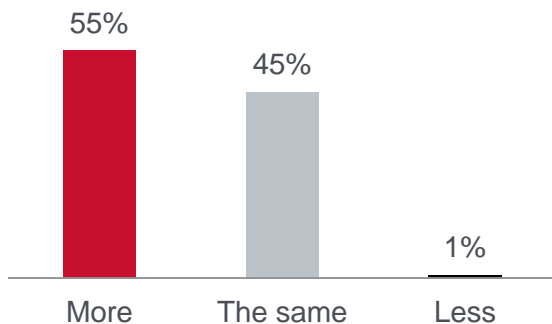


Those who identify as females, those living in NE, who rent their home and/or those with a household income of \$45,000 or less are more likely to mention that the City should invest more.

Specific Investment in the Fire Department

At least half of Calgarians think the City should invest more in Fire and Emergency Response and Fire Safety Education.

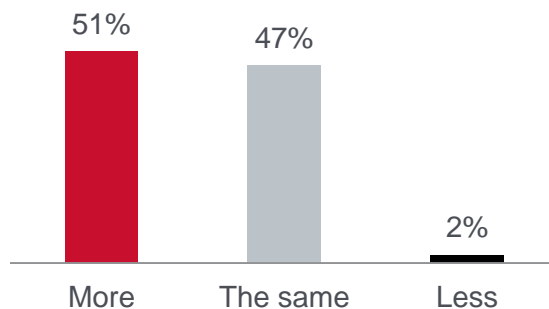
Fire & Emergency Response



Calgarians more likely to say Fire and Emergency Response should receive more investment are:

- In the NE quadrant of the city
- With a annual household income of \$45,000 or less

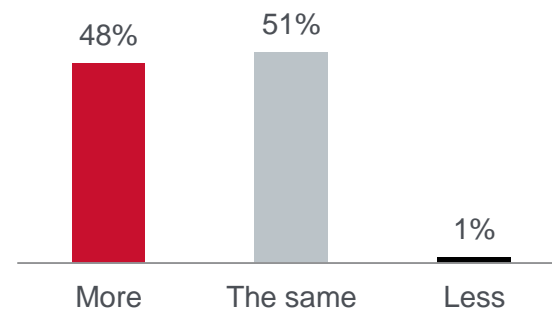
Fire Safety Education



Calgarians more likely to say Fire Safety Education should receive more investment are:

- In the NE quadrant of the city
- Who rent their home
- Who consider themselves a visible minority
- Who has a disability (self or family member)
- Whose annual household income is less than \$75,000
- Who disagree they are aware of the various disaster-related risks in Calgary

Fire Inspections & Enforcement



Base: Calgarians (n=502)

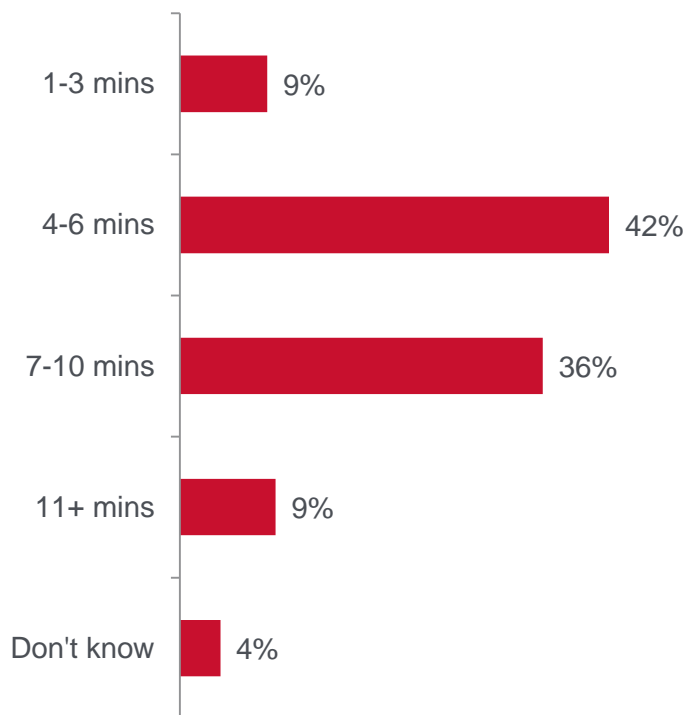
New question in 2018

FA6_a. Now, thinking more specifically about what the Fire Department does in the community, do you believe the City should invest more, less, or the same amount in supporting...?

Reasonable Time for Fire Department to Respond 2018

On average, Calgarians expect the Fire Department to respond to an emergency within 7.5 minutes.

Reasonable Time To Respond To A Scene of Emergency



2018 Average time: 7.5 minutes

2017 Average time: 7.6 minutes

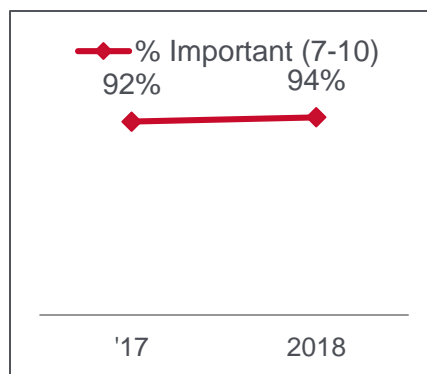


Importance of Responding to Medical Incidents 2018

Most (94%) Calgarians feel that it is important for the Calgary Fire Department to continue responding to medical incidents, including 75% who feel it is very important.



Importance ratings are higher among Calgarians who have lived in Calgary for 11-20 years, and/or have a trades/technical education.



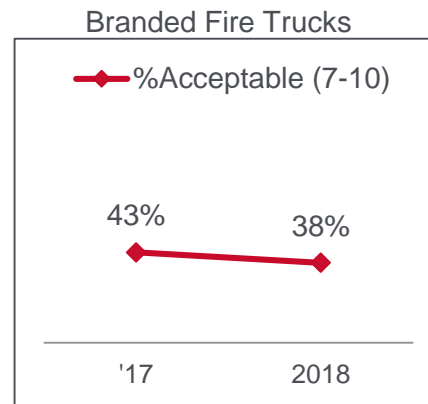
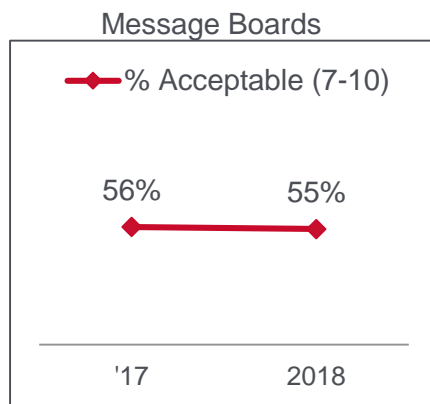
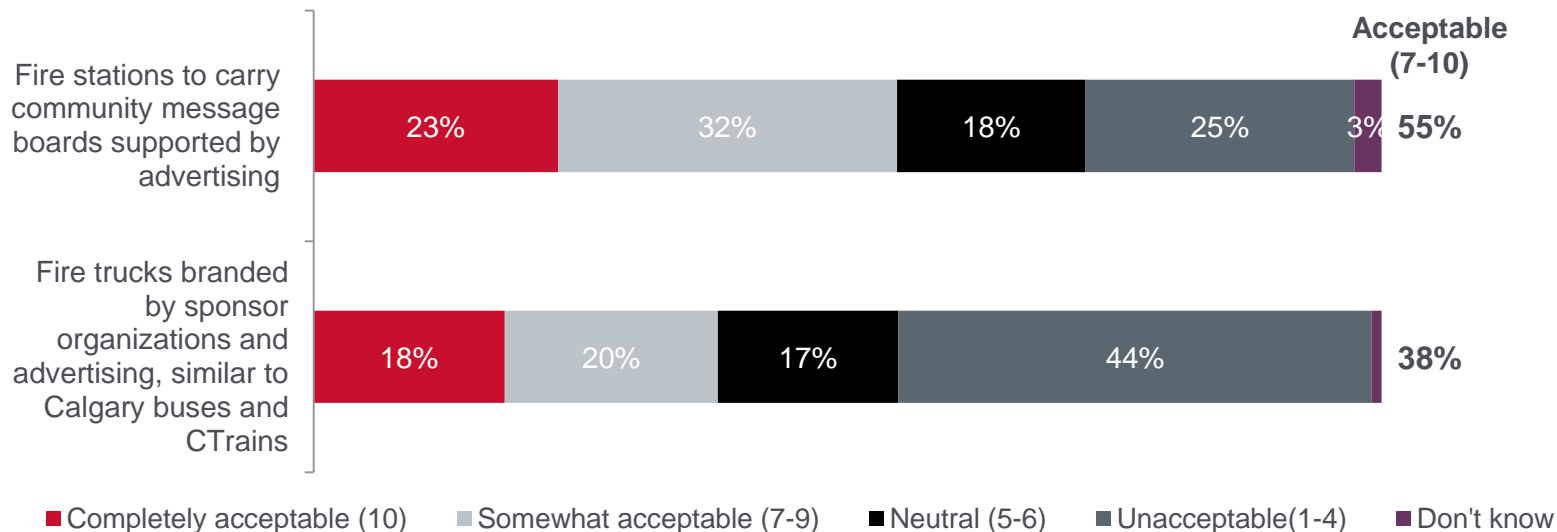
Base: Calgarians (n=502)

Note: Percentages 2% or less are not labelled

FA8. Currently, the Calgary Fire Department is trained and equipped to provide life support at serious medical incidents, such as cardiac arrests, breathing issues and traumatic injuries. The fire department typically arrives before Alberta Health Services at over half of these incidents. Knowing this, how important is it for CFD to continue responding to these types of medical incidents?

Support for Advertising 2018

Over half of Calgarians feel that it is acceptable for Fire Stations to carry community message boards supported by advertising, while more than two-in-five feel branded fire trucks by sponsor organizations and advertising are unacceptable.



Base: Calgarians (n=502)

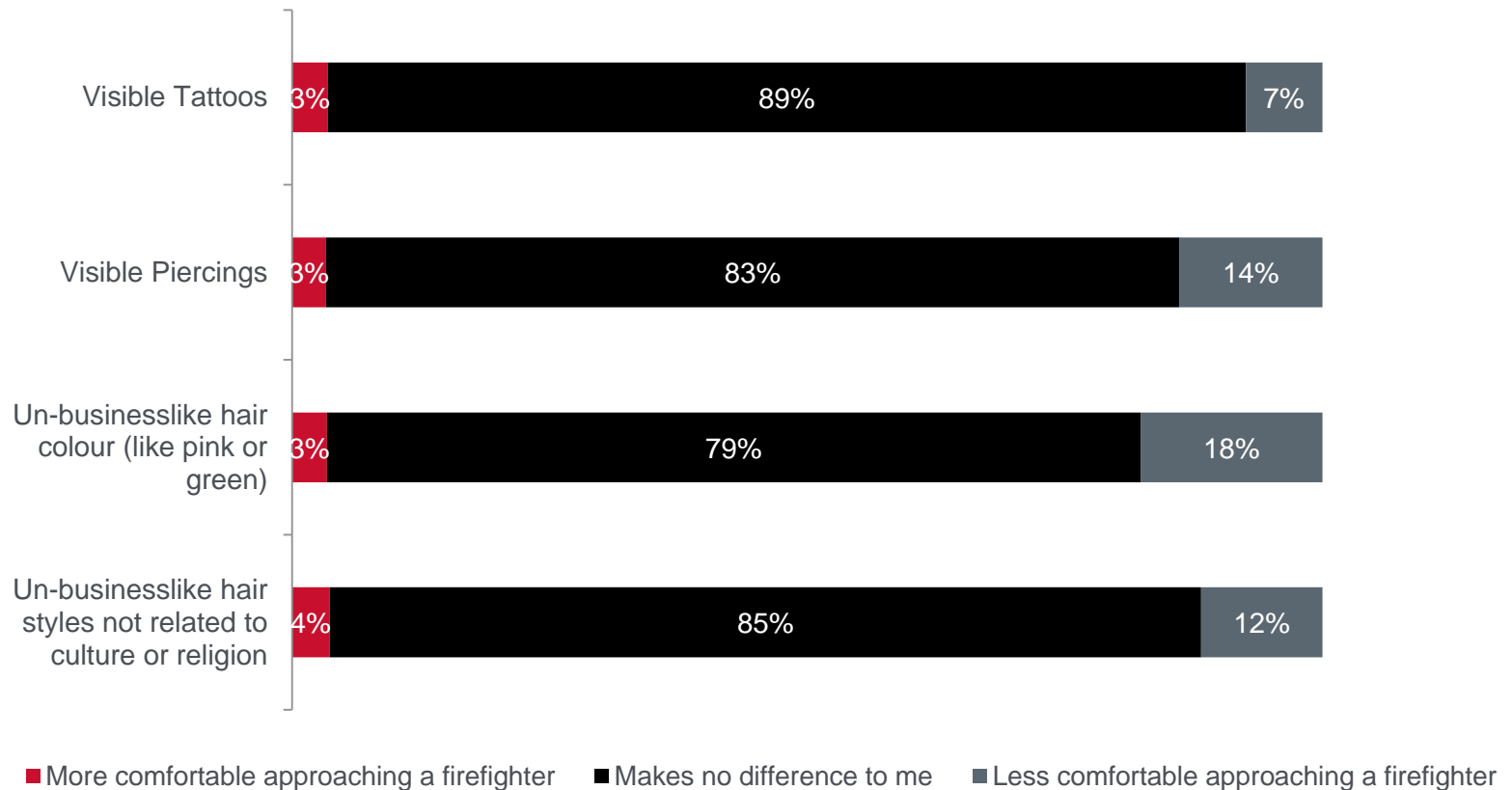
Mentions 1% or less are not labelled.

FA12. In your opinion, how acceptable or unacceptable would it be for Calgary Fire Department to have...?

Appearance of Firefighters

2018

The majority of Calgarians indicate that visible tattoos, visible piercings, un-business like hair colour, and/or un-business like hairstyles make no difference on their level of comfort in approaching Firefighters.



Base: Calgarians (n=502)

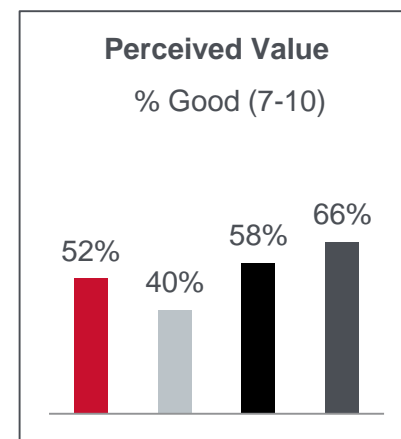
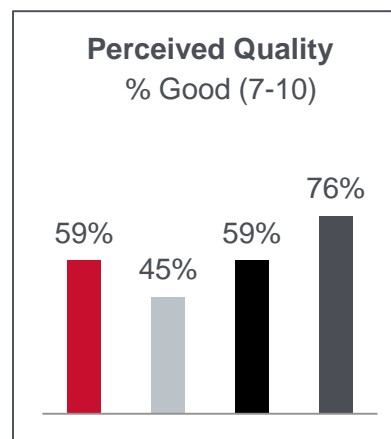
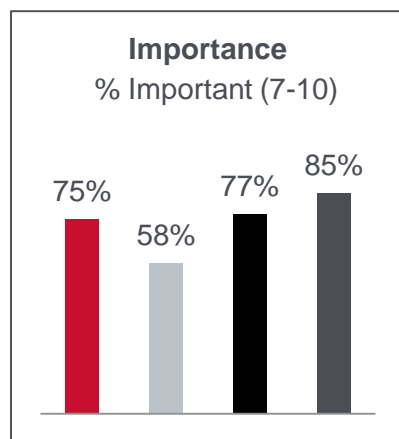
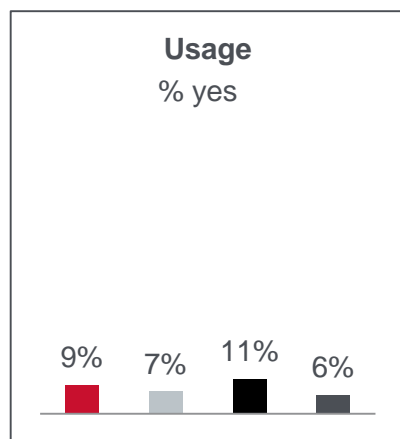
New question in 2018

FA13. Please tell me for each of the following, if it would make you more comfortable approaching a firefighter, less comfortable approaching a firefighters or makes no difference?

Calgary Emergency Management Agency

Usage of Calgary Emergency Management Agency Programs and Services – Last 12 Months

The majority of Calgarians feel that all aspects of Calgary's Emergency Management Agency are important. They generally have positive perceptions of their quality and value, excluding emergency preparedness programs for business where less than half provide good (7-10) ratings.



■ Emergency preparedness programs for citizens

■ Emergency preparedness programs for business

■ Emergency social services

■ Disaster Mitigation and Response

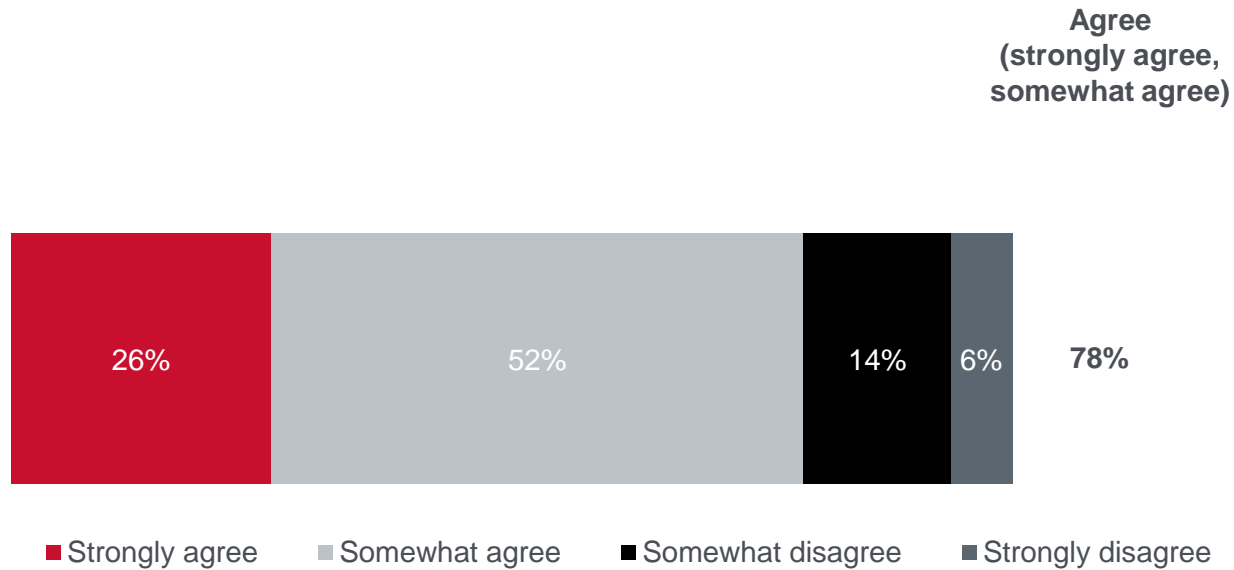
Base: Calgarians (n=502)

New in 2018

B4. Next, I'm going to read you a list of programs and services available to citizens in Calgary. For each, I would like you to tell me if you or your household has interacted or used the service in the past 12 months. B1. Next, I'm going to read you a list of programs and services available to citizens in Calgary. I'd like you to rate each using a scale of 1 to 10 where 1 represents "not at all important to quality of life in Calgary" and 10 represents "very important to quality of life in Calgary." B2. Still thinking about [INSERT ITEM] and using a scale of 1 to 10, where 1 means "very poor quality" and 10 means "Very good quality", please rate the overall quality of each program or service provided by The City of Calgary. B3. 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" for each program/service for...

Awareness of Disaster-related Risks 2018

Over three quarters of Calgarians (78%) agree that they are aware of the various disaster-related risks in Calgary.



Base: Calgarians (n=502)

Don't know mentions are not shown.

New question in 2018

C1: To what extent would you agree or disagree that you are aware of the various disaster-related risks in Calgary?

Major Emergency or Disaster Preparedness 2018

Seven-in-ten Calgarians are prepared for a major emergency or disaster in Calgary.



Calgarians who are prepared for a disaster or emergency in Calgary are more likely to be those:

- Who identify as male
- 55 years of age or older
- Who have lived in Calgary 41 years or more
- Who have a technical/trades, or a university/college education
- Who are aware of the various disaster-related risks in Calgary

Among those who mention that they are not completely prepared for a disaster or emergency in Calgary	n=422
Don't know how to prepare / Lack of knowledge on how to prepare	18%
Don't know the risks / Lack of understanding about the risks in Calgary and need to prepare	15%
No information / Limited access to preparedness information	11%
No reason to prepare / No risk expected	11%
Don't have supplies ready	9%
No time / Limited free time to prepare	8%
Haven't thought of it (in general)	7%
Complacency (in general)	7%
No money for this / Limited financial resources	2%
Other	3%
Don't know	7%

Base: Calgarians (n=502)

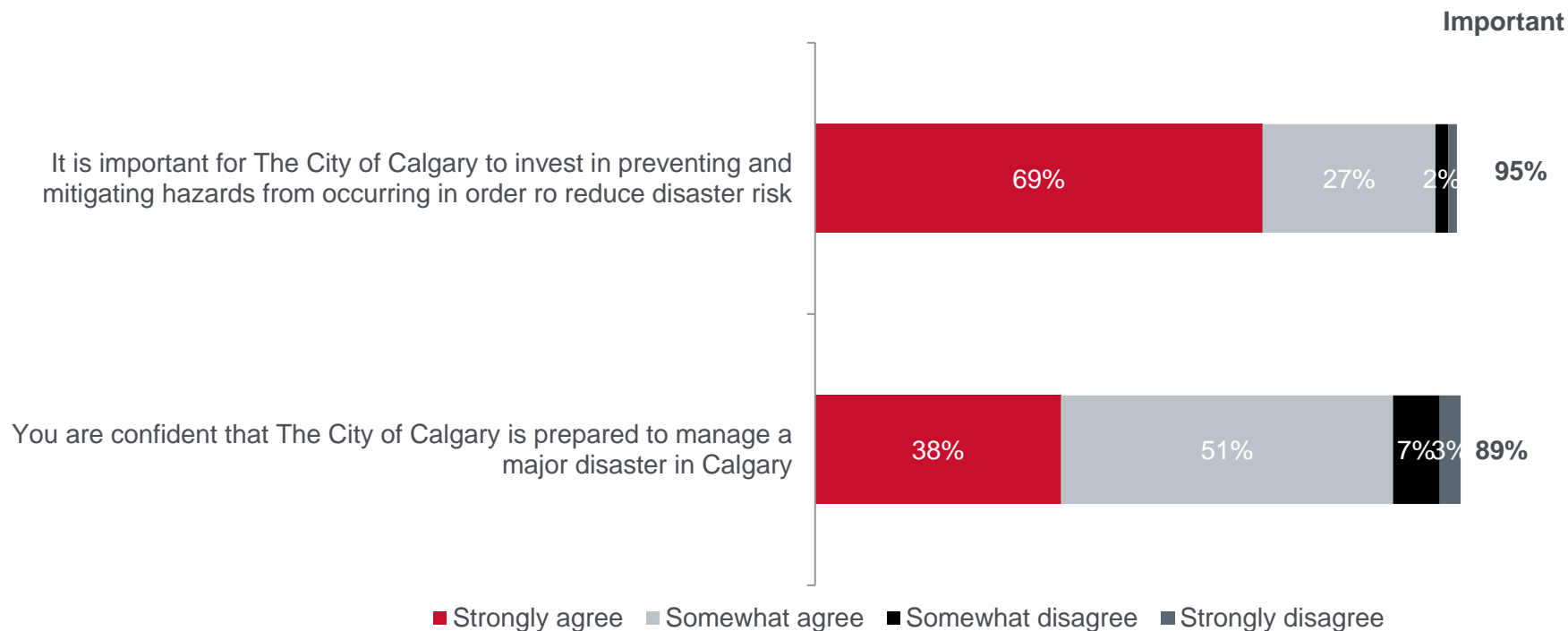
New question added in 2018

Don't know mentions are not shown.

C2. If a major emergency or disaster occurred in Calgary, would you say that you and other members of your household are...? C3. What would you say is the main reason that your household is not very prepared for a disaster or emergency in Calgary?

Importance of Investing in Disaster Prevention 2018

The vast majority of Calgarians agree that it is important for The City of Calgary to invest in preventing and mitigating hazards from occurring in order to reduce disaster risk, and are confident that the City is prepared to manage a major disaster.



Base: Calgarians (n=502)

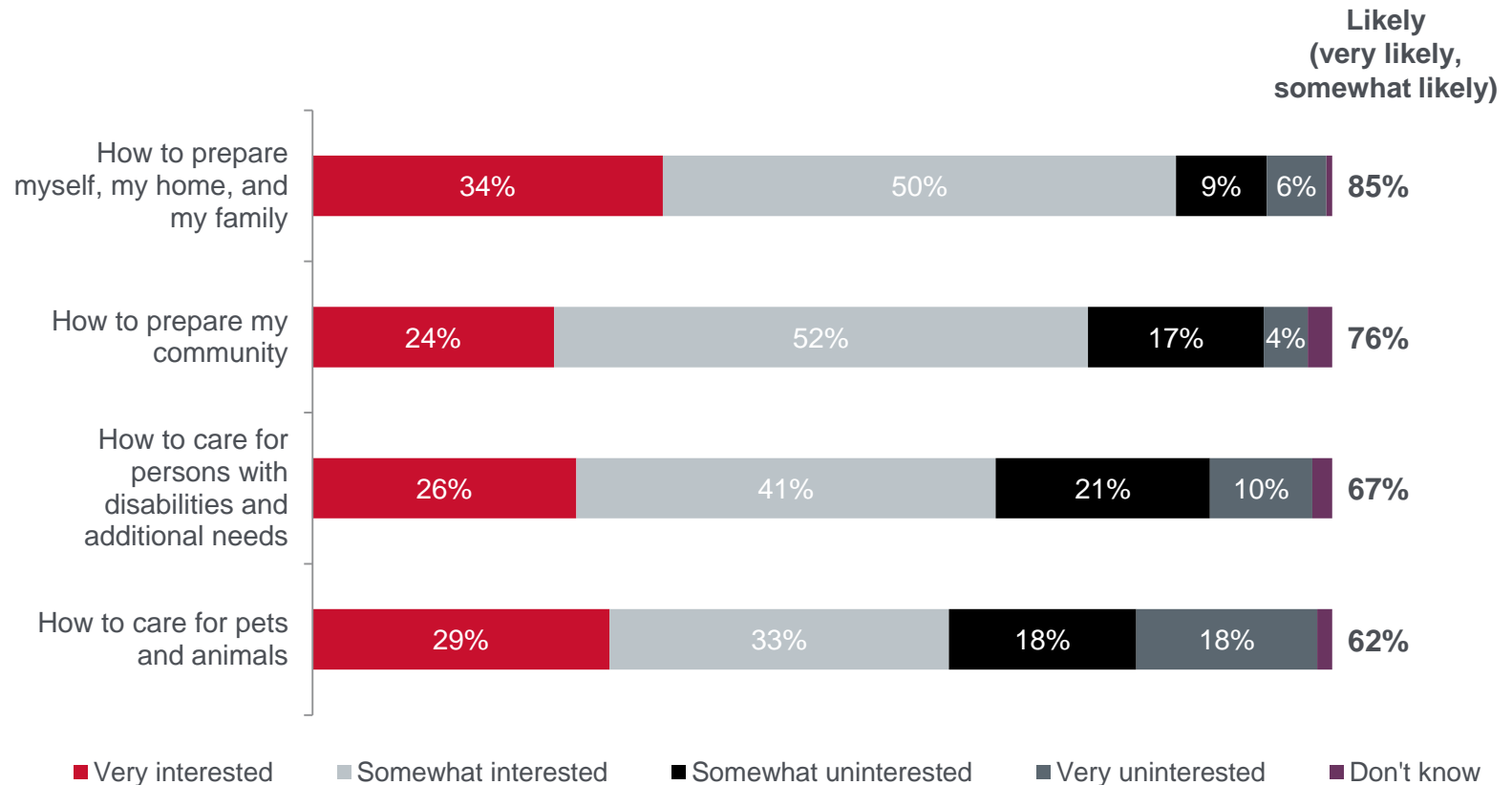
Don't know mentions are not shown.

New question in 2018

C4: To what extent do you agree or disagree with the following statements...?

Interest in Emergency Topics 2018

The greatest majority of Calgarians would be interested in learning about how to prepare themselves, their home and their family (85%) as well as their community (76%).



Base: Calgarians (n=502)

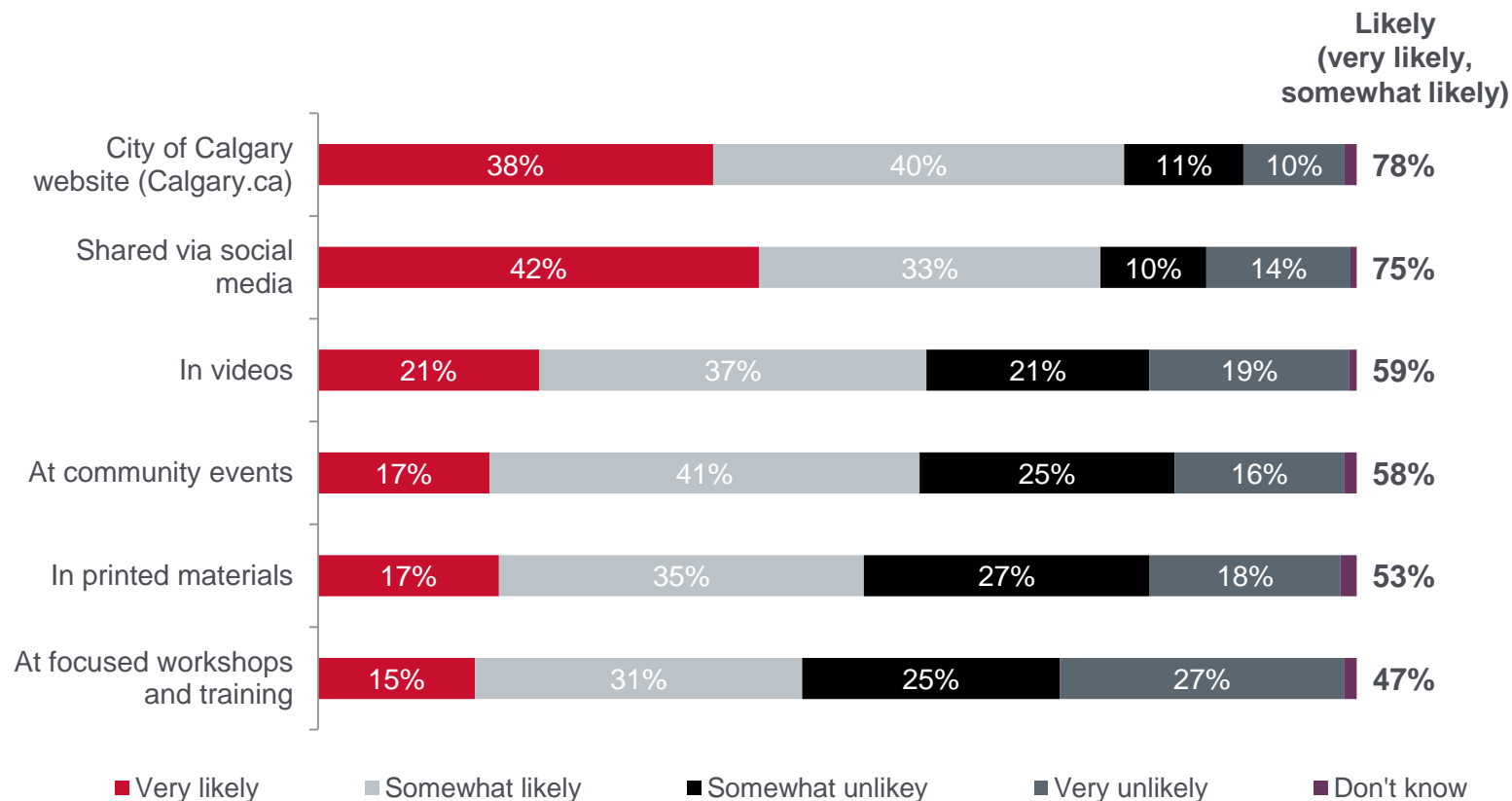
Note: Percentages 2% or less are not labelled

New question asked in 2018

C6. How interested are you in learning about the following topics?

Information Sources Likely to Access about Emergency Preparedness 2018

The majority of Calgarians are likely to access information about emergency preparedness on the City of Calgary website (78%) and/or through information shared via social media (75%), they are least likely to access information from focused workshops (47%).



Base: Calgarians (n=502)

Note: Percentages 2% or less are not labelled

New question asked in 2018

C5. Which of the following ways are you likely to access information about emergency preparedness?



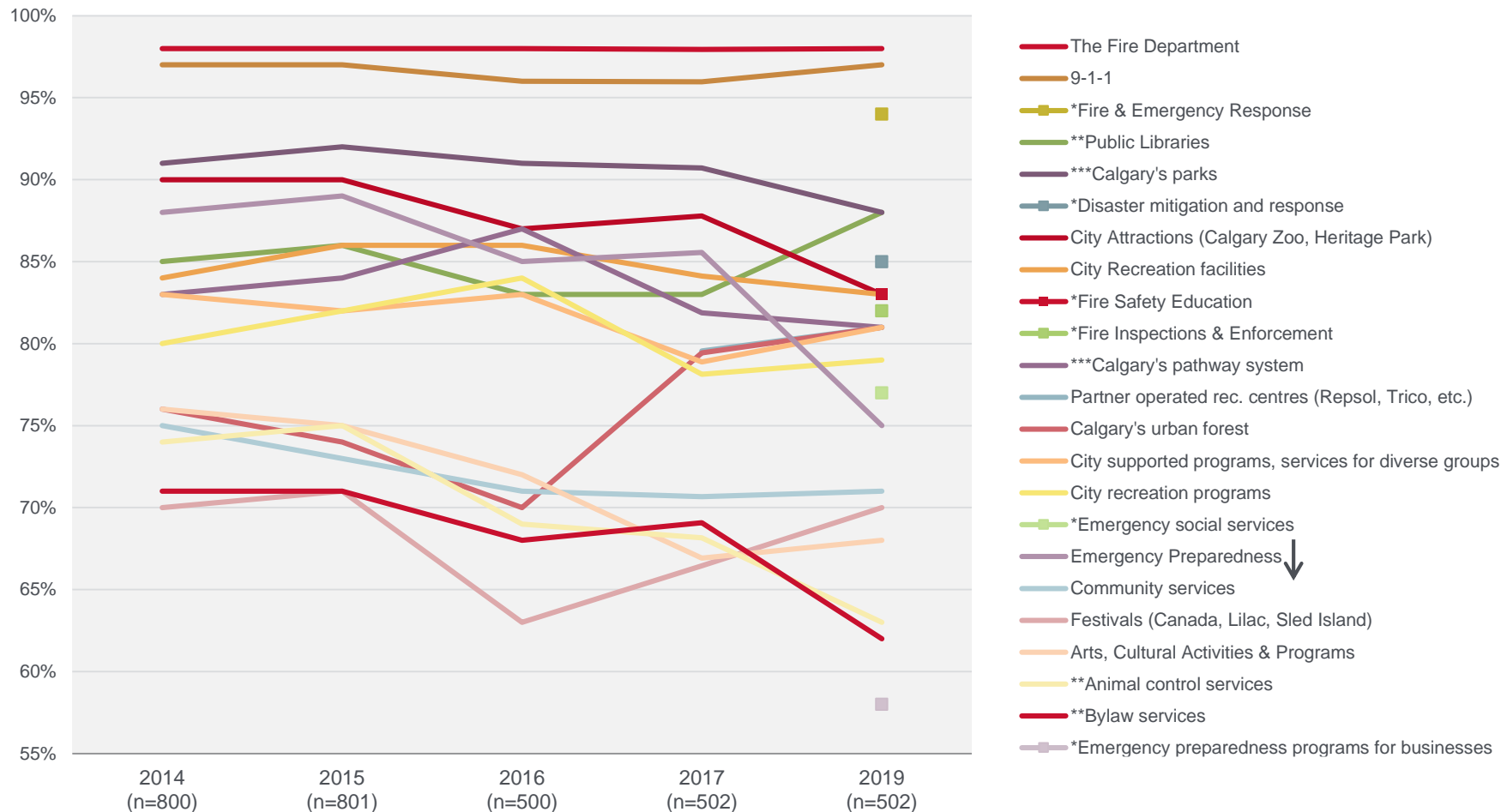
	Calgarians (n=502)
Gender	
Male	49%
Female	51%
Age	
18-34	33%
35-54	38%
55+	29%
City Quadrant	
Southwest	30%
Southeast	26%
Northwest	24%
Northeast	20%
Tenure in Calgary	
10 or less	24%
11-20	21%
21-30	21%
31-40	16%
Over 40	19%
Residence	
Own	71%
Rent	26%
Other	4%
Responsible for Property Taxes/Rent	
Yes	87%
No	13%
People in Household	
1	15%
2-3	52%
4+	33%

	Calgarians (n=502)
Visible Minority	
Yes	22%
No	78%
Disability (self or someone in household)	
Yes	19%
No	81%
Children in Household	
Yes	47%
<i>Yes – children under the age of 18 years</i>	33%
<i>Yes – children over the age of 18 years</i>	10%
<i>Yes – both</i>	4%
No	53%
Education	
Less than high school	2%
Completed high school	14%
Technical/vocational school above high school level	5%
Trades certificate or diploma	6%
Some college or university	11%
College or university degree/diploma (Bachelor's)	47%
Post-graduate degree (Masters, Doctors, or equivalent)	14%
Income	
Less than \$30,000	7%
\$30,000 to just under \$45,000	9%
\$45,000 to just under \$60,000	8%
\$60,000 to just under \$75,000	8%
\$75,000 to just under \$90,000	10%
\$90,000 to just under \$105,000	9%
\$105,000 to just under \$120,000	6%
\$120,000 to just under \$135,000	5%
\$135,000 to just under \$150,000	5%
\$150,000 and over	18%
Don't know / Refuse	15%



Importance to Quality of Life Trends Over Time

Trends (% Important 7-10 ratings)



Base: Calgarians

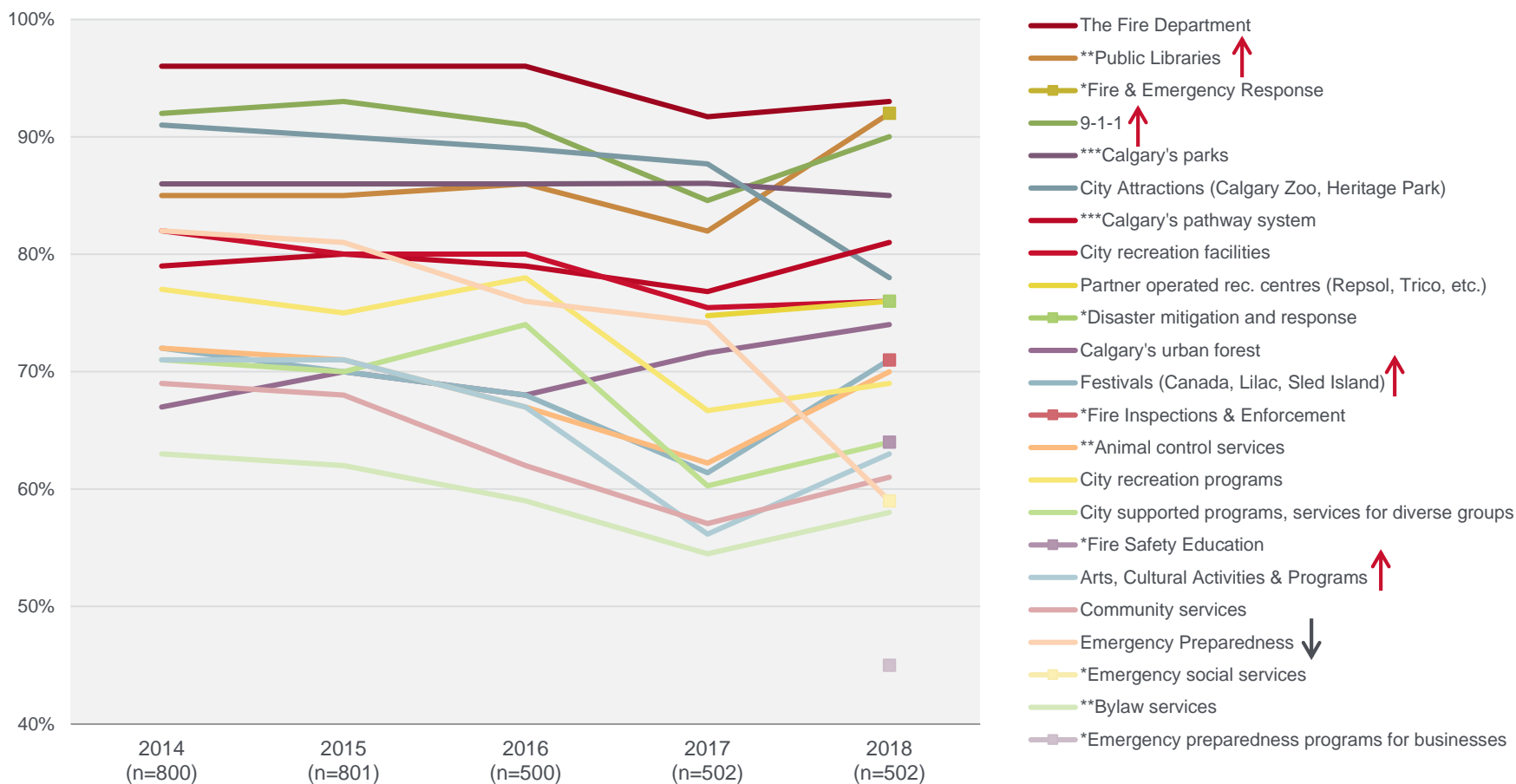
*New programs and services asked in 2018

Program and services removed after pre-test (Base: **n=93, ***n=94)

B1. Next, I'm going to read you a list of programs and services available to citizens in Calgary. I'd like you to rate each using a scale of 1 to 10 where 1 represents "not at all important to quality of life in Calgary" and 10 represents "very important to quality of life in Calgary."

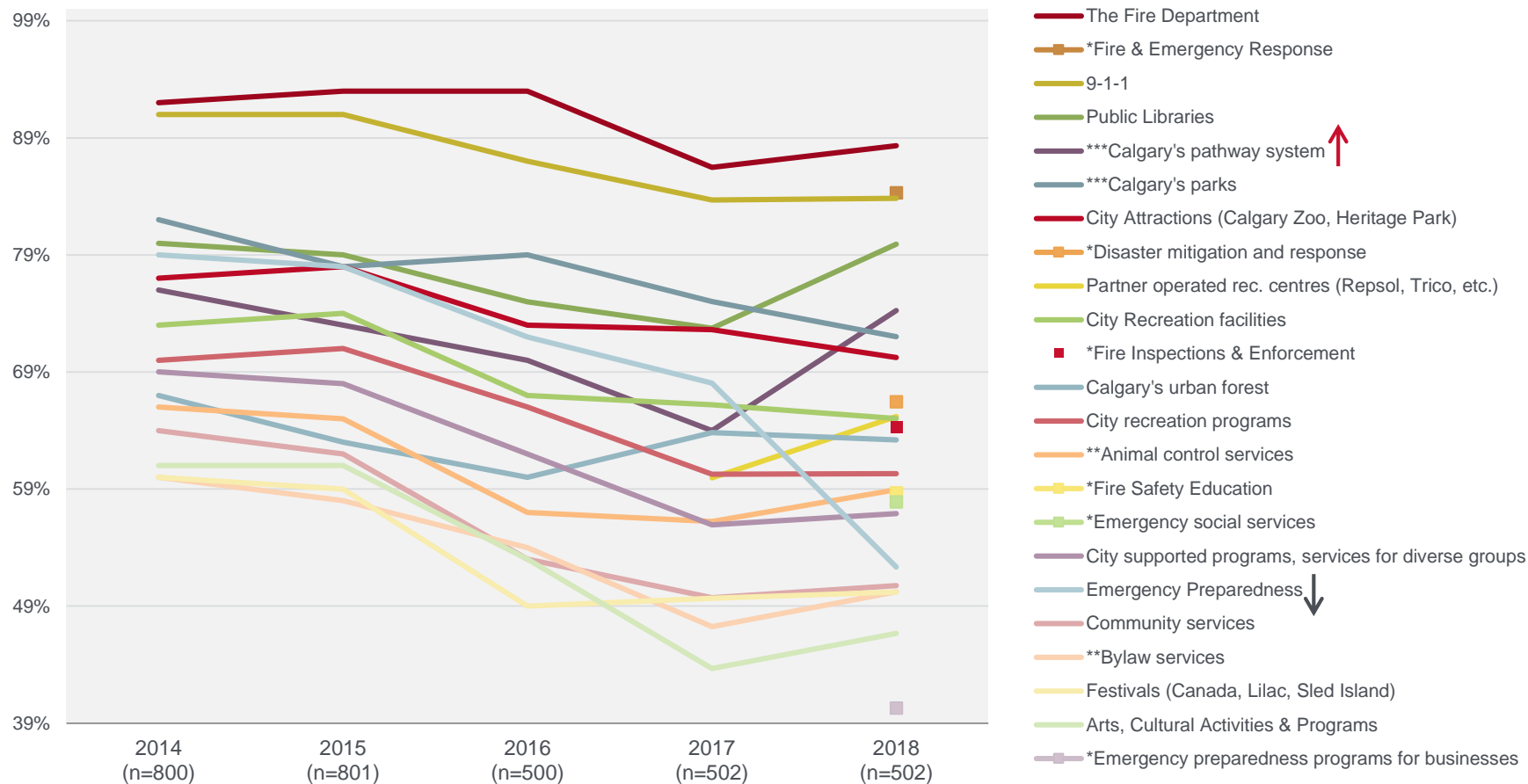
Perceived Quality of Programs and Services Trends Over Time

Trends (% Good Quality 7-10 ratings)



Perceived Value from Taxes Trends Over Time

Trends (% Good Value 7-10 ratings)



Base: Calgarians

*New programs and services asked in 2018

Program and services removed after pre-test (Base: **n=93, ***n=94)

B3. 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" for each program/service for...