



# 2016 Citizen Satisfaction Survey

## Ward 10 Final Report

### Prepared for The City of Calgary by:

Contact:

Jamie Duncan  
Vice President  
Ipsos  
587.952.4863

[jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

Sheela Das  
Director  
Ipsos  
587.952.4874

[sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

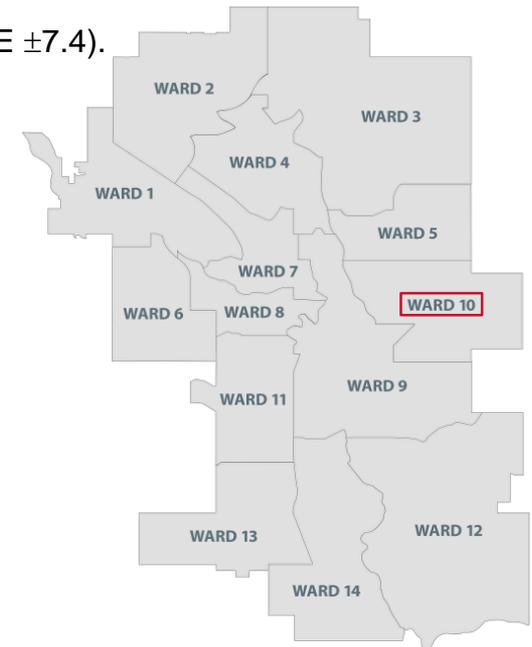




<b>I. Methodology</b>	<b>3</b>
<b>II. Summary of Key Findings</b>	<b>4</b>
<b>III. Detailed Findings</b>	<b>10</b>
Issue Agenda	11
Quality of Life	13
City Programs and Services	21
Environmental Performance	39
Taxation	43
Contact with The City	49
City Communications	55
<b>IV. Demographics</b>	<b>59</b>



- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 18th and September 6th, 2016.
  - Both landline (70%) and cell phone (30%) sample were used.
  - The average interview length was 31 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 2011 Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,500 is  $\pm 2.0$  percentage points, 19 times out of 20.
  - A total of 180 interviews were conducted with residents of Ward 10 (MOE  $\pm 7.4$ ).
- ❖ Research Note on significant differences:
  - Throughout, City Wide results are compared to results from Ward 10.
    - $\uparrow$  indicates a number is significantly higher than City Wide.
    - $\downarrow$  indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2016 results for Ward 10 are compared to those from 2015.
  - Only significant differences are shown.





## Summary of Key Findings



- ❖ The last twelve months have proven to be difficult for our city, with the impacts of a slowed economy being felt more acutely than in 2015. With Calgary's unemployment rate climbing from 6.8% in 2015 to 8.6% in 2016, downtown office vacancy rates at near record levels, and the value of building permits forecasted to be significantly lower than 2015, speculation continues about whether we will see an upswing as we move into 2017.
- ❖ Despite facing challenging times, many Calgarians as a whole remain resilient. A number of surveys, including this one, report that people have a generally optimistic view about the future, and perceptions of their overall quality of life is still quite strong.
- ❖ Our research suggests that Calgarians are looking to government – Federal, Provincial, and Municipal – for leadership and sound investment to strengthen and diversify our economy moving forward. However, Calgarians are also looking to government to be more watchful and aware of how their tax dollars are being spent.
- ❖ This year's Citizen Satisfaction Survey presents a narrative that highlights some **shifts in perceptions that can likely be attributed to the economic downturn**. It is an important editorial note for those reviewing this year's survey.

# Key Findings

## Crime is a bigger issue in Ward 10 than City Wide.

- ❖ The top three issues of importance to Ward 10 residents are “*infrastructure, traffic and roads*” (28%), “*crime, safety and policing*” (27%) and “*transit*” (17%). “*Crime, safety and policing*” is mentioned much more often in Ward 10 than City Wide (27% vs. 15% City Wide).
- ❖ The emphasis on crime is also reflected in the finding that one-third (33%) of Ward 10 residents say they would feel unsafe (‘very’ or ‘somewhat’) walking alone in their neighbourhood after dark. This is 17 points higher than City Wide (16%). However, the figure is improved by 12 points from 2015 (was 45%).

## Quality of life in Ward 10 trails City Wide and is worsening.

- ❖ Seven-in-ten (72%) Ward 10 residents say the overall quality of life is ‘good’ in the city of Calgary today, which is 11 percentage points below the City Wide result (83%). Ward 10 residents are also less likely to ‘agree’ with the statement ‘I am proud to live in my neighbourhood’ (77% vs. 88% City Wide).
- ❖ Four-in-ten (41%) residents say they feel that quality of life has ‘worsened’ in the past three years. This is a 14 percentage point jump in ‘worsened’ impressions from 2015 (was 27%) and a 17 percentage point jump from 2014 (was 24%). And compared to last year, fewer Ward 10 residents ‘agree’ that ‘Calgary is a great place to make a living’ (62% vs. 74% in 2015).
- ❖ Suggestions for actions The City of Calgary could take to improve the quality of life have shifted from 2015. There are now more mentions of both “*employment, cost of living and homelessness*” (32% vs. 20% in 2015) and “*government*” actions” (20% vs. 11% in 2015).
- ❖ Compared to City Wide, Ward 10 residents are more likely to mention “*employment, cost of living and homelessness*” (32% vs. 23% City Wide) and “*crime, safety and policing*” (16% vs. 9% City Wide). They are less likely to mention “*transit*” (8% vs. 17% City Wide).



# Key Findings

## **Ward 10 residents place more importance than City Wide residents on animal control services and business licenses and inspections.**

- ❖ Compared to City Wide, Ward 10 residents place more personal importance ('very' or 'somewhat') on 'animal control services for stray animals and pet licensing' (91% vs. 82% City Wide), 'business licenses and inspections' (91% vs. 85% City Wide) and 'spring road cleaning' (97% vs. 92% City Wide).
- ❖ Compared to City Wide, Ward 10 residents place less personal importance on 'support for arts and culture including festivals' (71% vs. 81% City Wide), 'downtown revitalization' (65% vs. 75% City Wide), 'on-street bikeways' (48% vs. 56% City Wide), 'Calgary's pathway system' (85% vs. 92% City Wide), 'protection from river flooding' (81% vs. 87% City Wide) and 'residential Blue Cart recycling' (89% vs. 93% City Wide).
- ❖ The importance of 'support for arts and culture including festivals' has declined from 2015 (71% vs. 82% in 2015).

# Key Findings

## Ward 10 residents trail City Wide residents in their satisfaction with City programs and services.

- ❖ Seven-in-ten (71%) Ward 10 resident say they are 'satisfied' with the overall level and quality of services and programs provided by The City of Calgary. This figure is 8 points lower than City Wide satisfaction (79%).
- ❖ Ward 10 residents are more satisfied ('very' or 'somewhat') than City Wide residents with 'Calgary Transit including bus and CTrain service' (88% vs. 82% City Wide). However, Ward 10 residents are less satisfied than City Wide residents with several City programs and services including 'support for arts and culture including festivals' (80% vs. 89% City Wide), "downtown revitalization" (81% vs. 88% City Wide), 'residential garbage collection service' (89% vs. 96% City Wide), 'community services such as support for community associations and not for profit groups' (86% vs. 92% City Wide), 'animal control services for stray animals and pet licensing' (88% vs. 93% City Wide) and 'Calgary Police Service' (90% vs. 94% City Wide).
- ❖ Satisfaction has increased for a few City programs and services since 2015 including 'protection from river flooding' (91% vs. 84% in 2015), 'disaster planning and response' (97% vs. 90% in 2015) and 'spring road cleaning' (95% vs. 89% in 2015).
- ❖ Satisfaction has also decreased for a few City programs and services since 2015 including 'property tax assessment' (73% vs. 84% in 2015), 'community services such as support for community associations and not for profit groups' (86% vs. 97% in 2015) and 'residential garbage collection service' (89% vs. 95% in 2015).

# Key Findings

## **Ward 10 residents are more supportive of increased investment in many programs and services including Fire, Police and 9-1-1.**

- ❖ Ward 10 residents are more likely than City Wide residents to want to see increased City investment in many programs and services. The biggest differences between Ward 10 residents and City Wide are for 'Calgary Fire Department' (57% vs. 37% City Wide), '9-1-1' (50% vs. 35% City Wide), 'bylaw services for things such as noise complaints, fire pits and weeds' (33% vs. 19% City Wide), 'the quality of drinking water' (45% vs. 31% City Wide), 'Calgary Police Service' (65% vs. 52% City Wide) and 'snow removal' (62% vs. 49% City Wide)
- ❖ Compared to 2015, Ward 10 residents are less likely to say they want The City to increase investment in 'protection from river flooding' (40% vs 52% in 2015).

## **Ward 10 residents are consistent with City Wide and 2015 responses in terms of environmental performance, taxation, contact with The City and City communications.**



## Detailed Findings





## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 10

■ First Mention ■ Other Mentions

Issue Category	First Mention (%)	Other Mentions (%)	NET (%)	Ward 10 (%)
<b>INFRASTRUCTURE, TRAFFIC &amp; ROADS (NET)</b>	25%	10%	35%	28%
Traffic congestion	8%	3%	11%	8%
Road conditions	6%	3%	9%	7%
Infrastructure maintenance/ improvement/ development	4%		6%	3%
Bicycle/ pedestrian lanes	3%		5%	3%
<b>TRANSIT (NET)</b>	14%	7%	21%	17%
Public Transportation [incl. buses/ C-train/ poor service]	9%		11%	10%
Transportation (unspecified)	5%	3%	8%	6%
<b>CRIME, SAFETY &amp; POLICING (NET)</b>	10%	5%	15%	27%↑
Crime [incl. Breaking and entering/ gangs/ drug dealers, etc.]	5%	3%	8%	17%↑
Public safety	4%		6%	8%
<b>ECONOMY (NET)</b>	7%		9%	6%
Unemployment/ job creation	5%		6%	5%
<b>RECREATION (NET)</b>	5%	4%	9%	8%
<b>TAXES (NET)</b>	6%		8%	6%
Education [incl. lack of teachers/ funding/ schools/local schools]	4%	3%	7%	5%
<b>ENVIRONMENT &amp; WASTE MANAGEMENT (NET)</b>	3%	3%	6%	10%
<b>HOMELESSNESS, POVERTY &amp; AFFORDABLE HOUSING (NET)</b>	3%		4%	5%
<b>GROWTH AND PLANNING (NET)</b>	3%		4%	2%
<b>BUDGET AND SPENDING (NET)</b>			4%	5%
Other				22%
None				15%

Total mentions <4% are not shown

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

Ward 10 2015

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=2,452 / Ward 10: n=177)

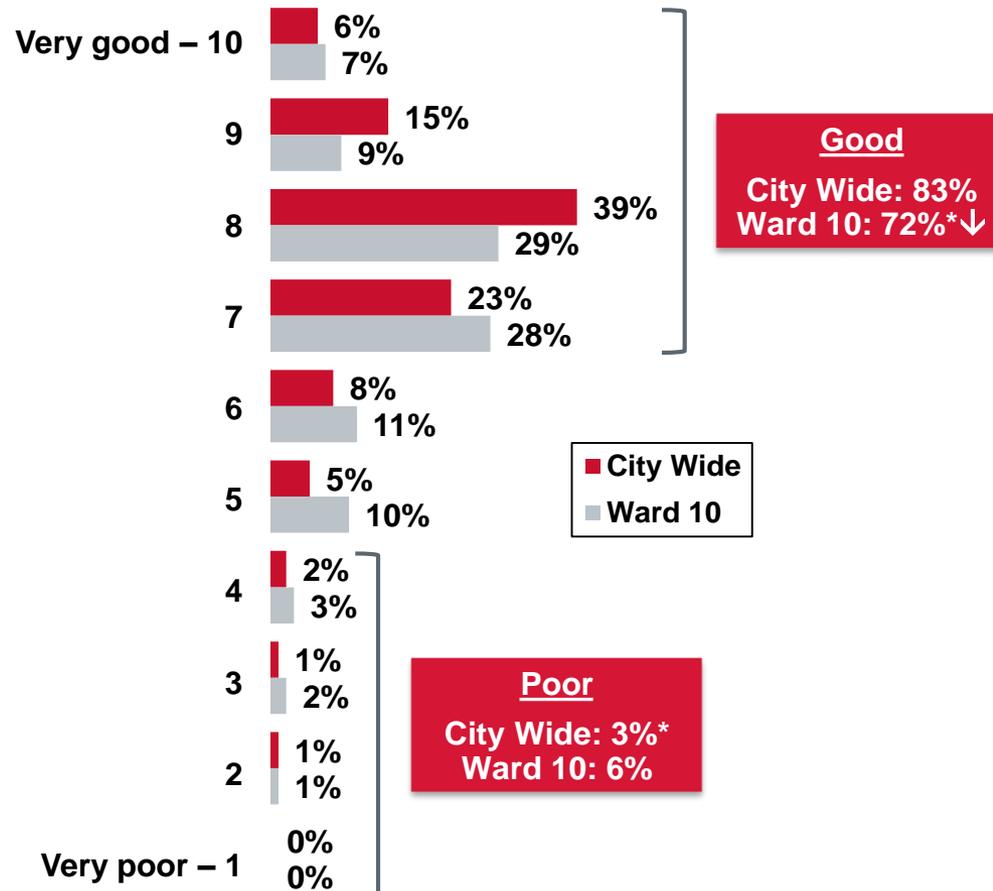


## Quality of Life





# Overall Quality of Life in Calgary



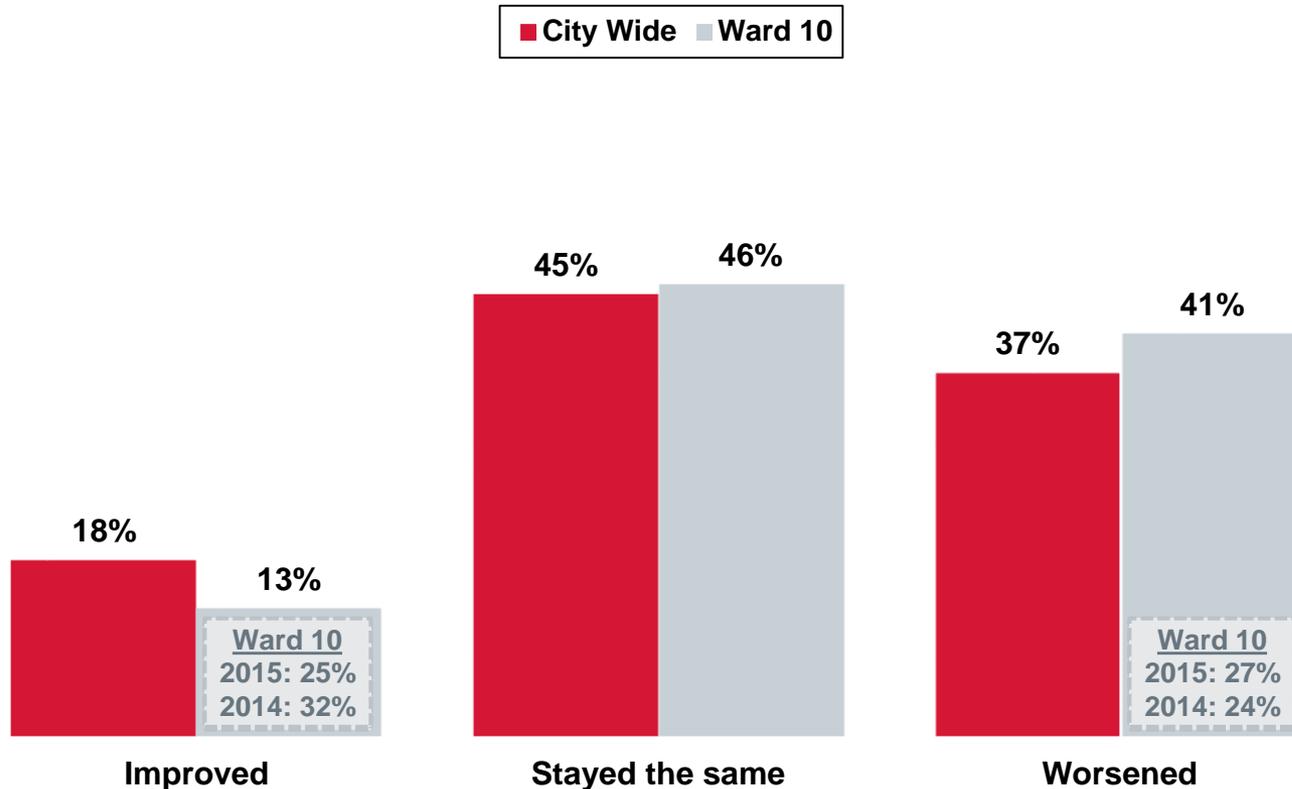
\*Rounding

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=2,497 / Ward 10: n=178)



# Perceived Change in the Quality of Life in Calgary



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

Base: Valid respondents (City Wide: n=2,469 / Ward 10: n=177)



# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 10

	City Wide	Ward 10
<b>Transportation (NET)</b>	25%	19%
Better traffic management	7%	6%
Improvement/ maintenance of existing roads	6%	4%
Infrastructure (unspecified)	3%	2%
<b>Employment, Cost of Living &amp; Homelessness (NET)</b>	23%	32%↑
Improve job creation/ employment	13%	17%
Expand affordable housing/ rent	4%	8%↑
<b>Government (NET)</b>	21%	20%
Reduce taxes	9%	10%
Tax spending/ city budget	5%	2%
<b>Recreation &amp; Community Services (NET)</b>	18%	16%
Parks/ green-space improvement	5%	4%
Building of community centres/ recreation facilities	4%	5%
<b>Transit (NET)</b>	17%	8%↓
Improve public transportation (unspecified)	6%	3%
Improve bus/ train schedule/ service	5%	4%
<b>Crime, Safety &amp; Policing (NET)</b>	9%	16%↑
Control crime and safety	5%	8%
More policing/ patrolling	4%	5%
<b>Growth &amp; Planning (NET)</b>	5%	4%
<b>Education (NET)</b>	3%	4%
<b>Environment (NET)</b>	3%	3%
<b>Health (NET)</b>	3%	1%
<b>Other</b>	8%	10%
<b>Nothing</b>	17%	14%

10%

20%

4%

11%

Total mentions <3% are not shown

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

Ward 10 2015

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=2,409 / Ward 10: n=172)



# Sustainability: Connectedness and Inclusivity

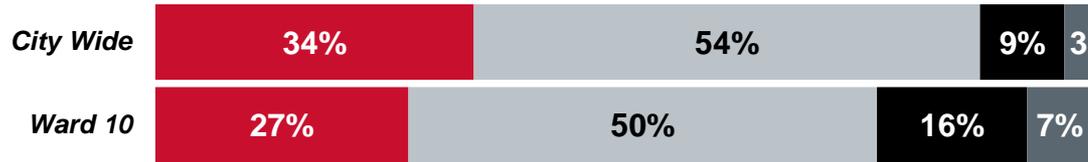
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

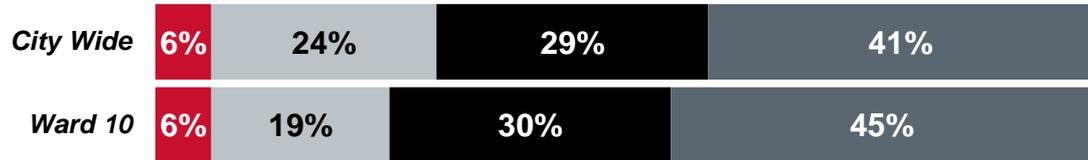
I am proud to be a Calgarian



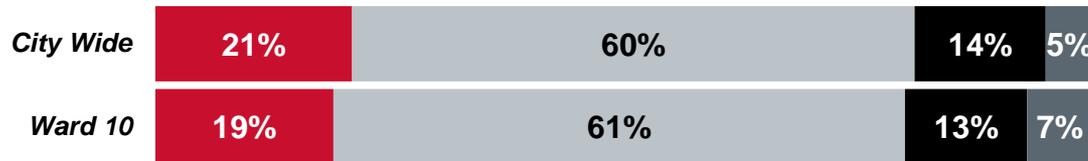
I am proud to live in my neighbourhood



I am regularly involved in neighbourhood and local community events



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



Ward 10 2015

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)

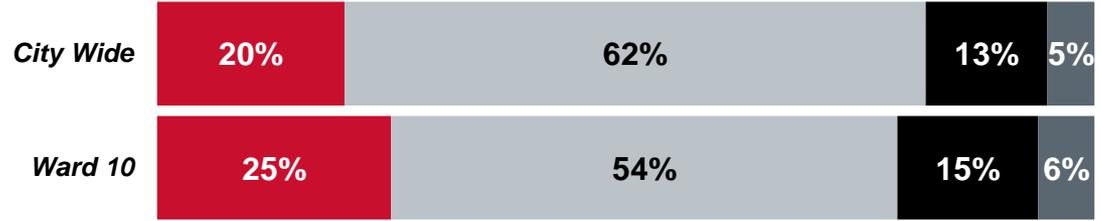


# Sustainability: Making a Life, Making a Living and Direction for the Future

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

% Agree

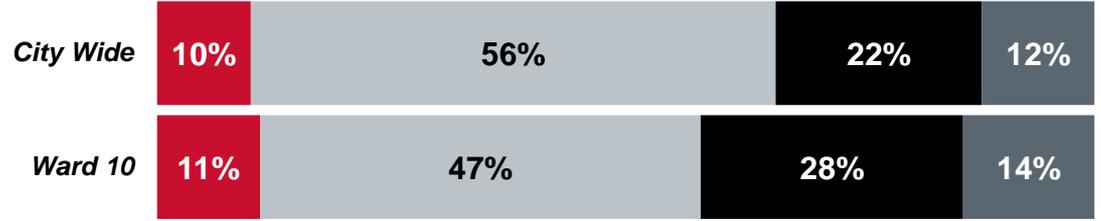
Calgary is a great place to make a life



Calgary is a great place to make a living



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



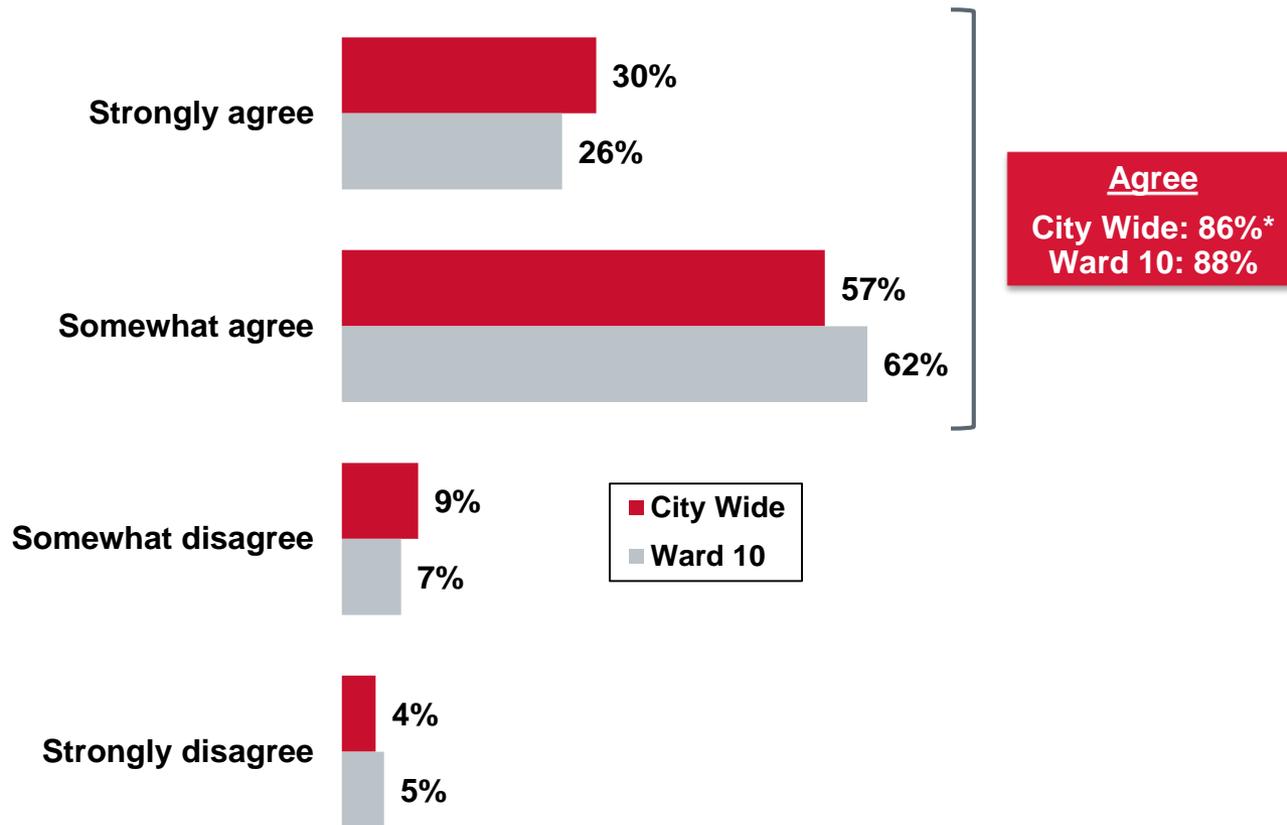
Ward 10 2015

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?



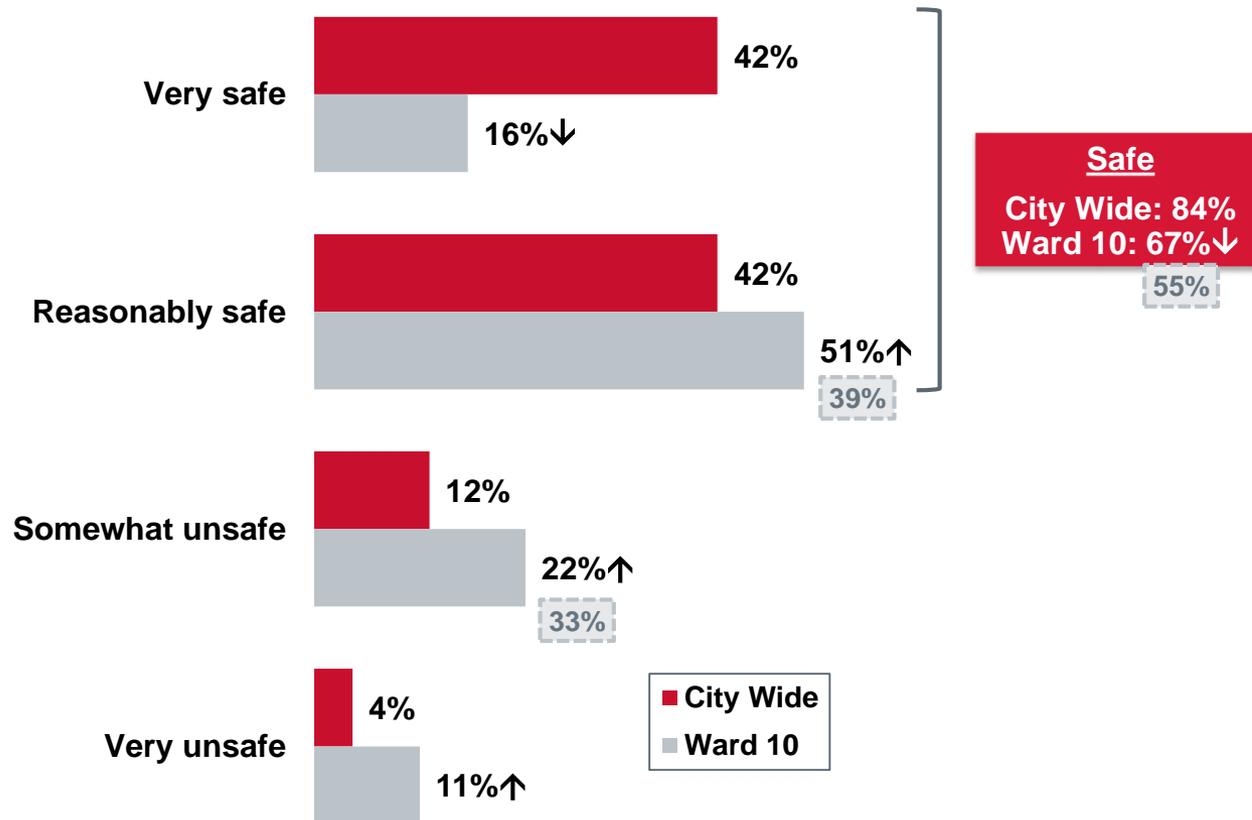
\*Rounding

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 10: n=180)



# Perceived Safety in Own Neighbourhood



Ward 10 2015

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

Base: Valid respondents (City Wide: n=2,494 / Ward 10: n=180)



## City Programs and Services



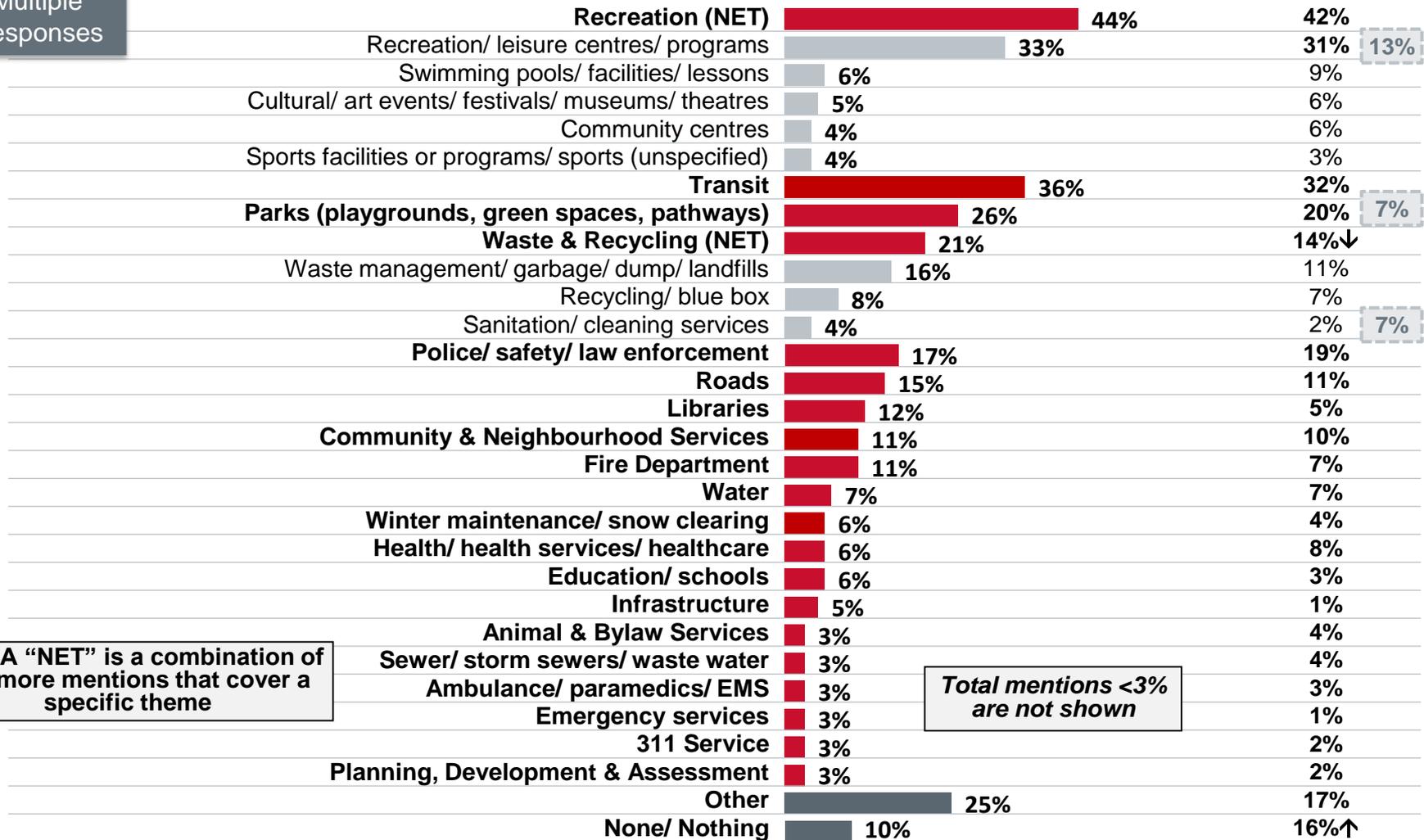


# Top-of-Mind Programs and Services

Multiple Responses

City Wide

Ward 10



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

Total mentions <3% are not shown

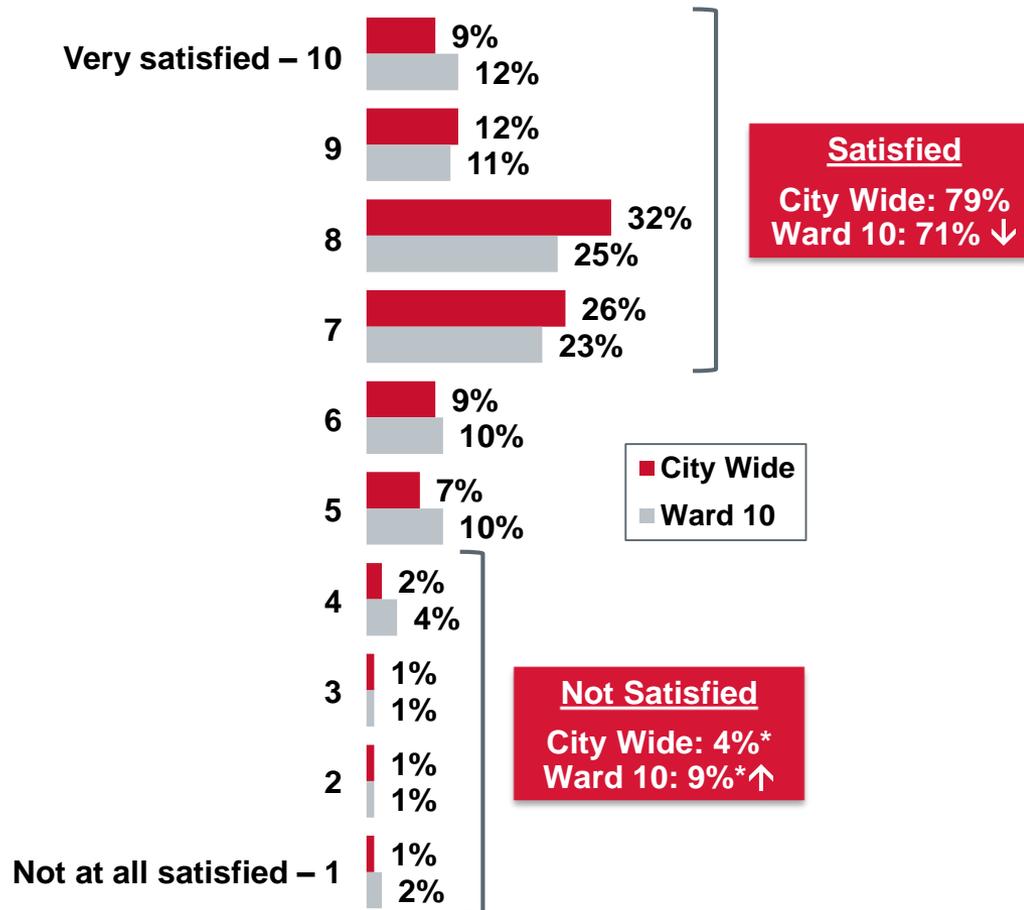
Thinking about all of the services and programs provided by The City of Calgary, what services come to mind?

Base: Valid respondents (City Wide: n=2,381 / Ward 10: n=171)

Ward 10 2015



# Overall Satisfaction with the Level and Quality of City Services and Programs



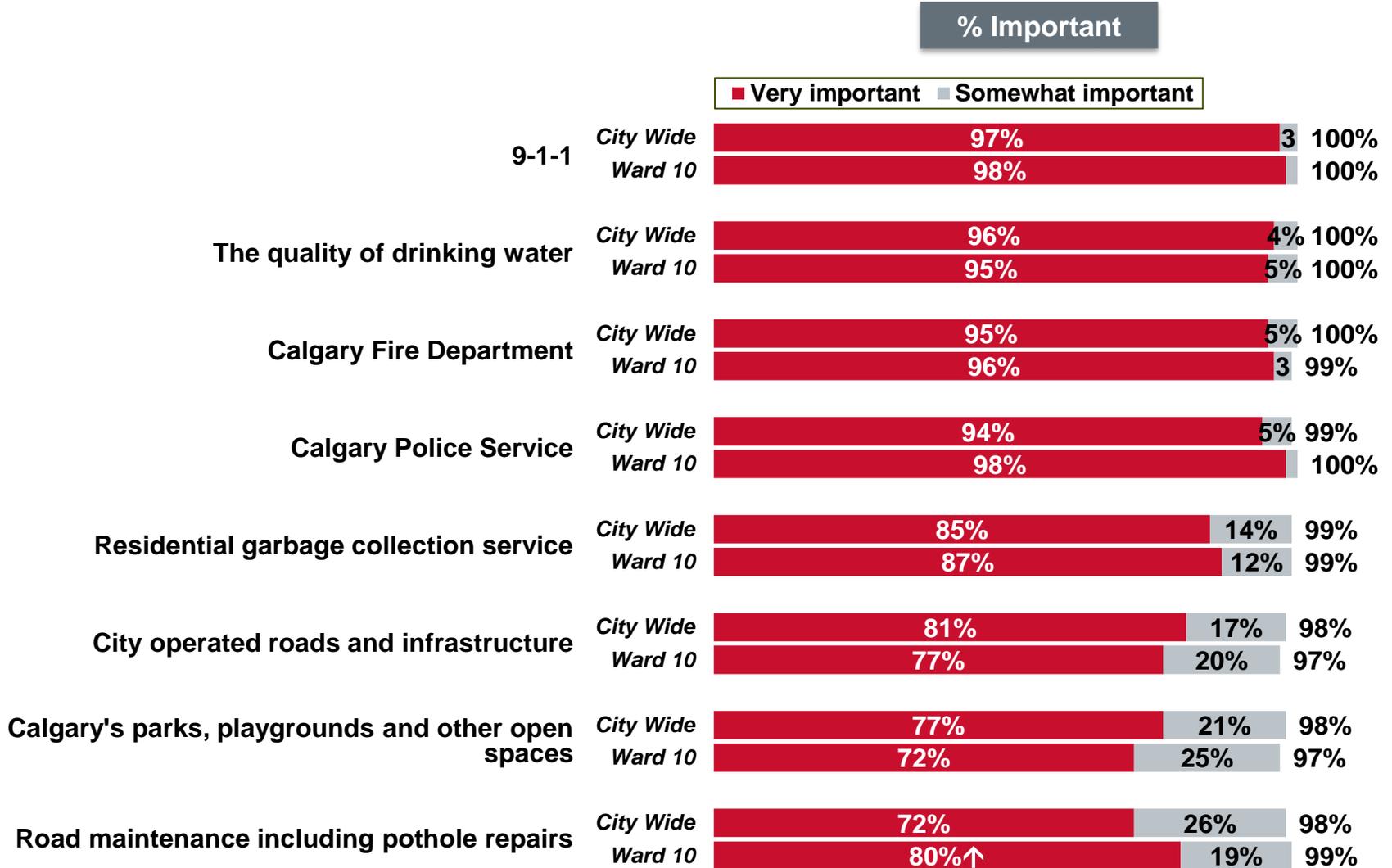
\*Rounding

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?

Base: Valid respondents (City Wide: n=2,479 / Ward 10: n=179)



# Importance of City Programs and Services



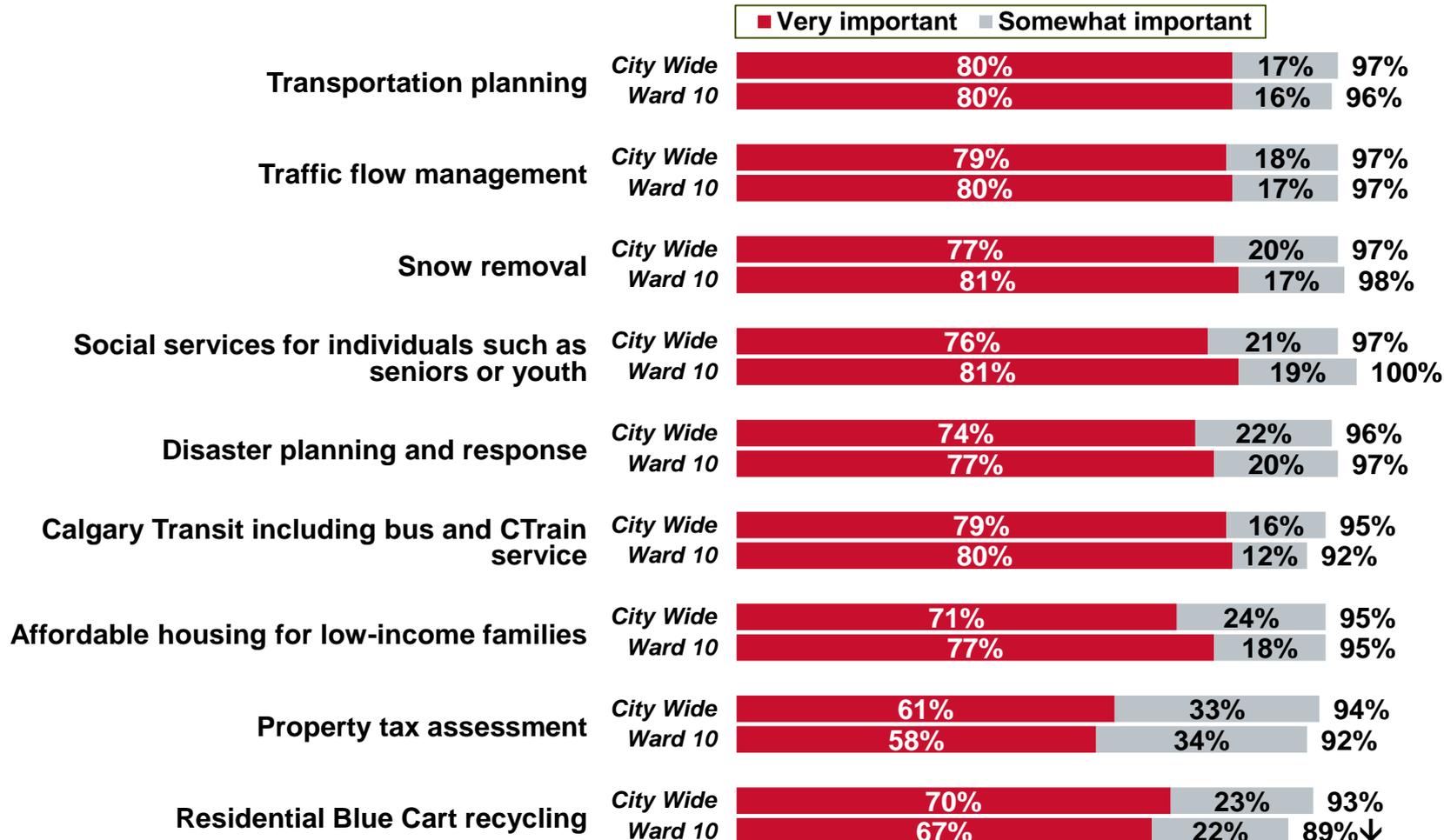
*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

% Important

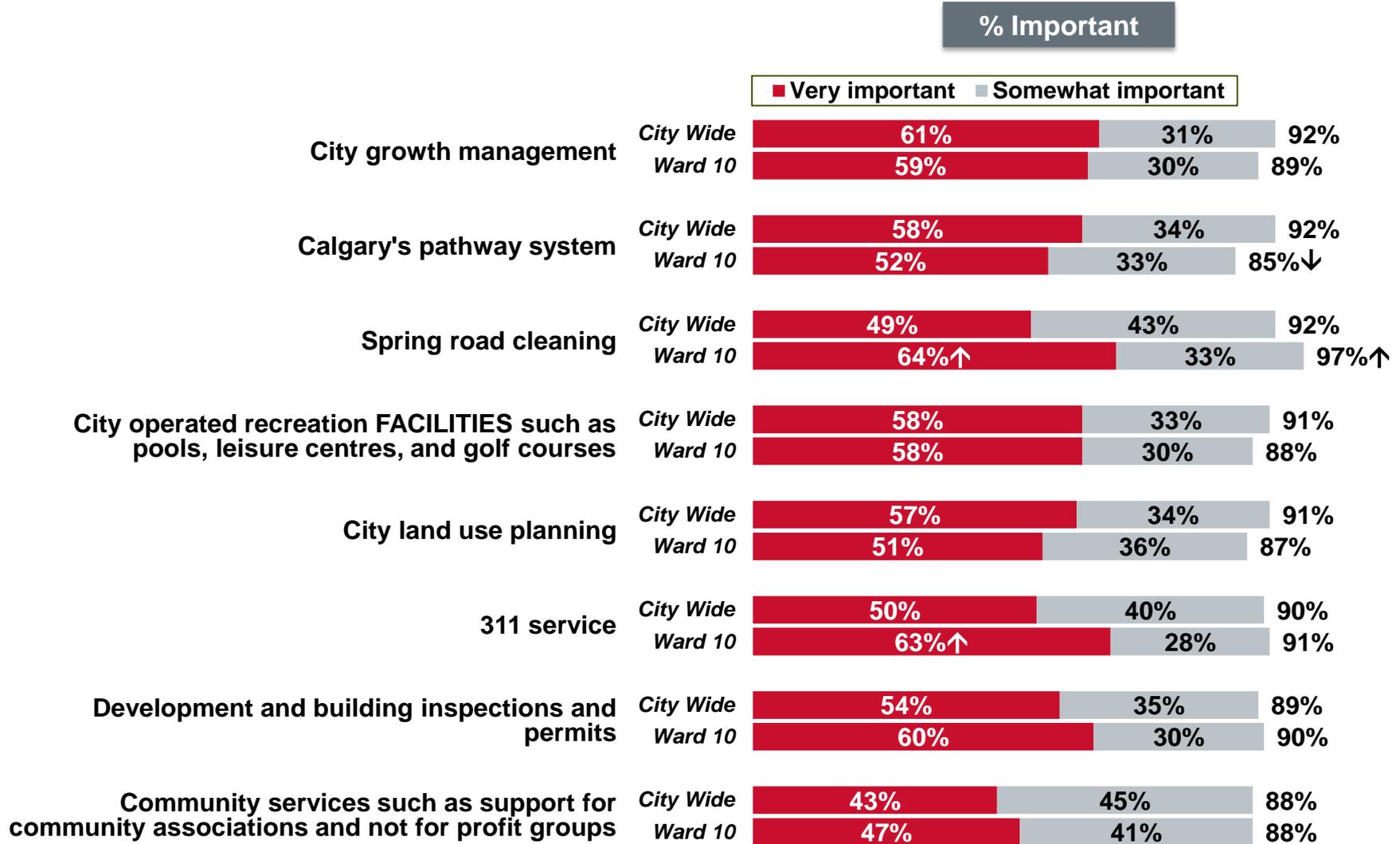


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

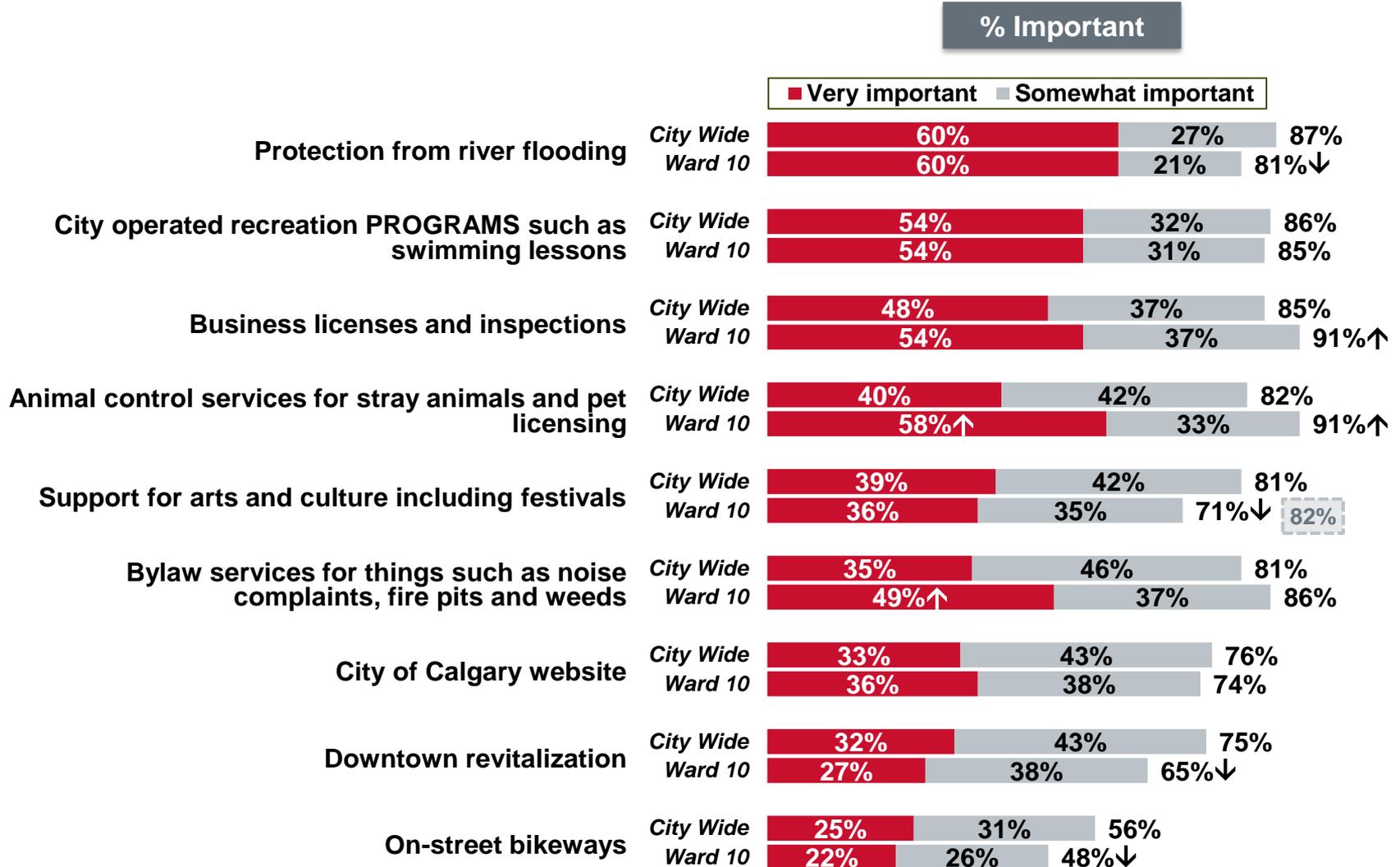


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)



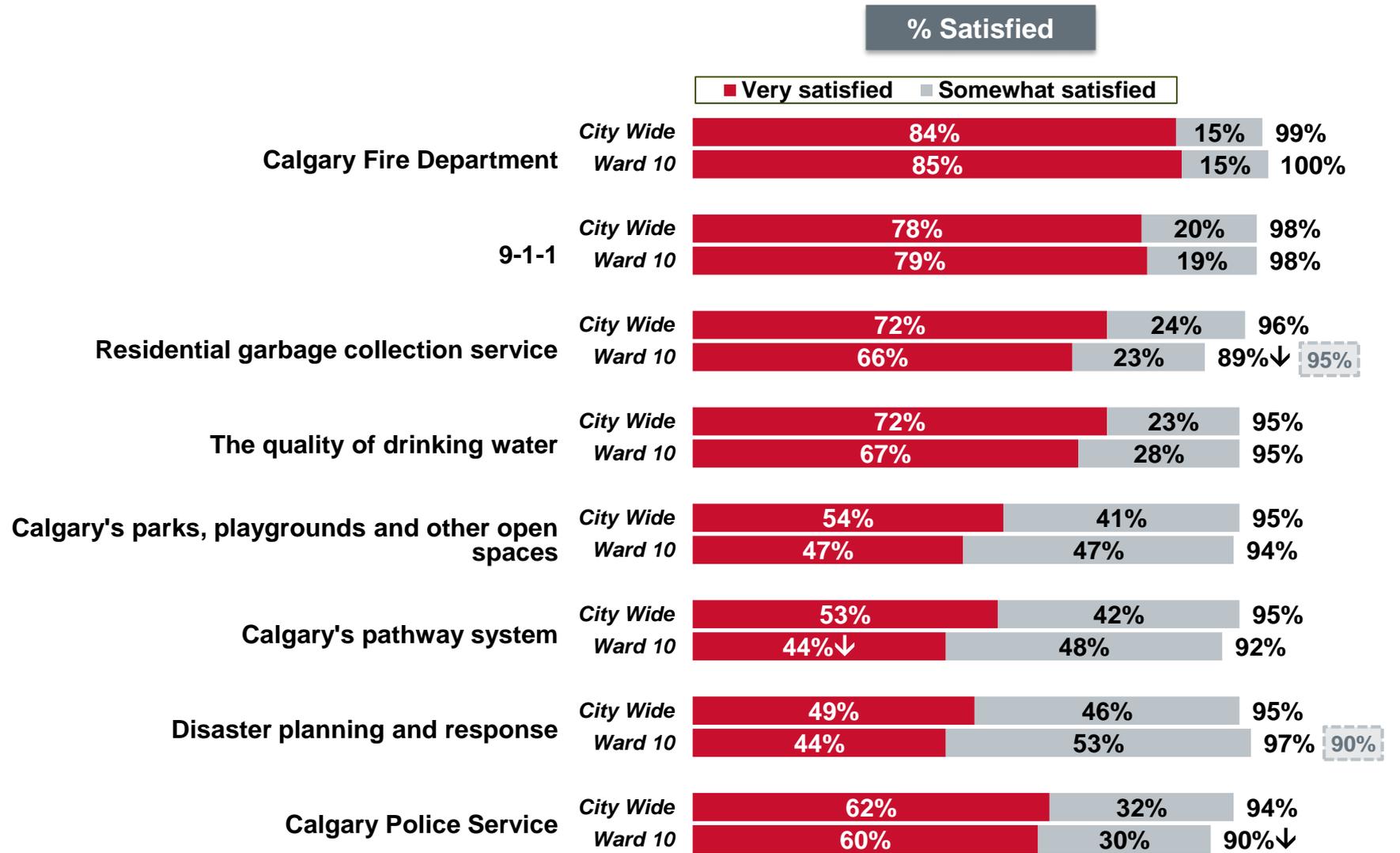
Ward 10 2015

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

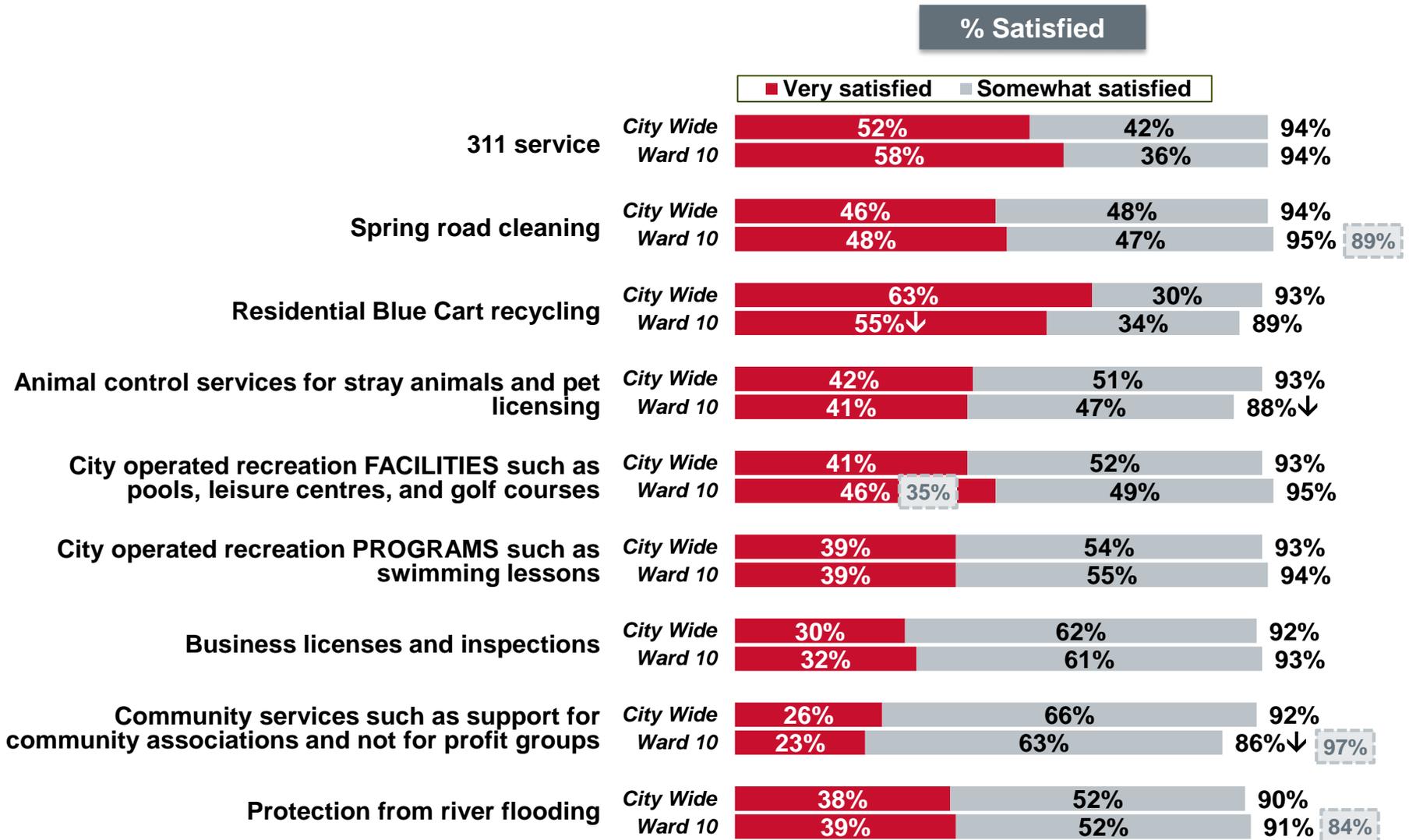


Ward 10 2015

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)

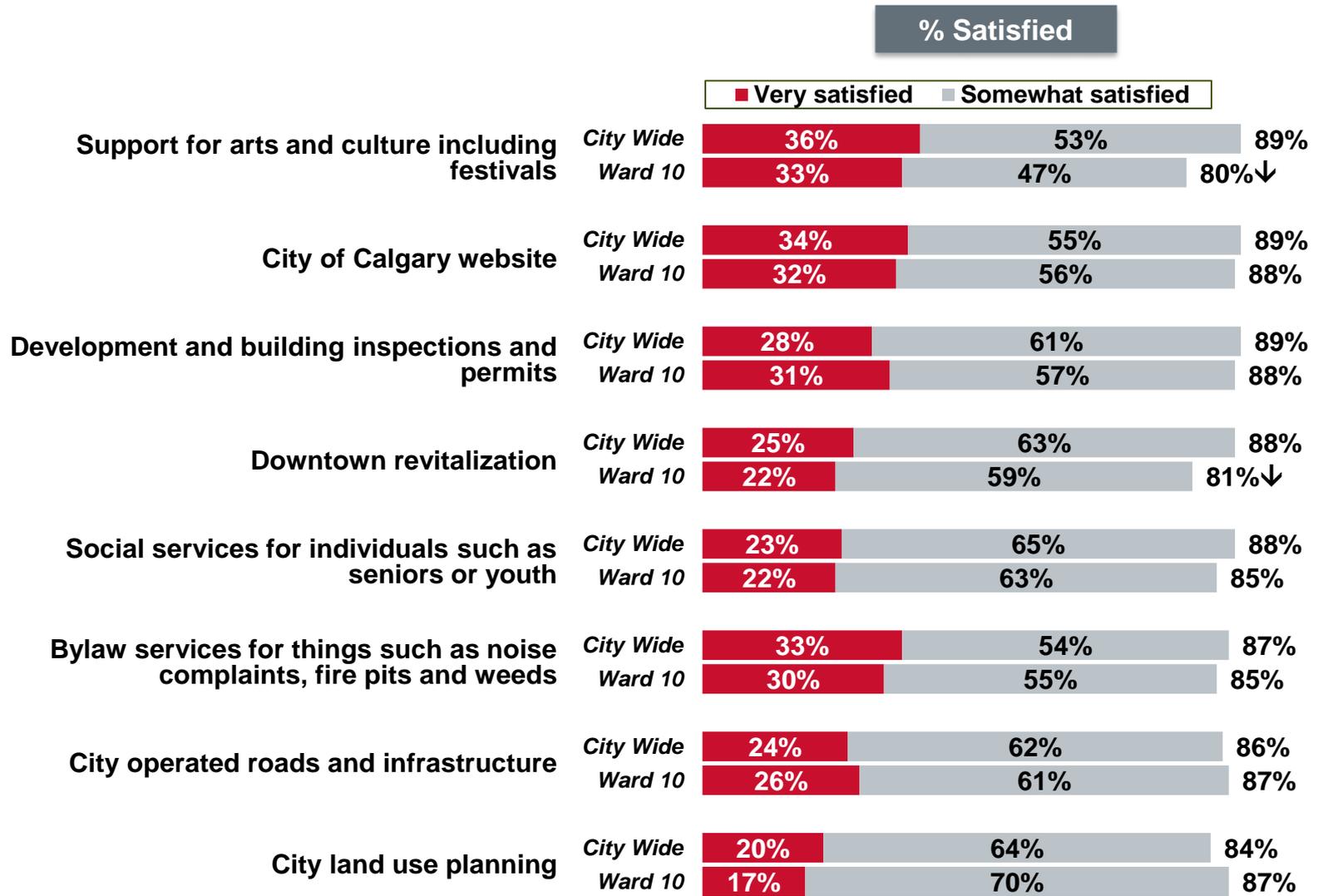


Ward 10 2015

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)



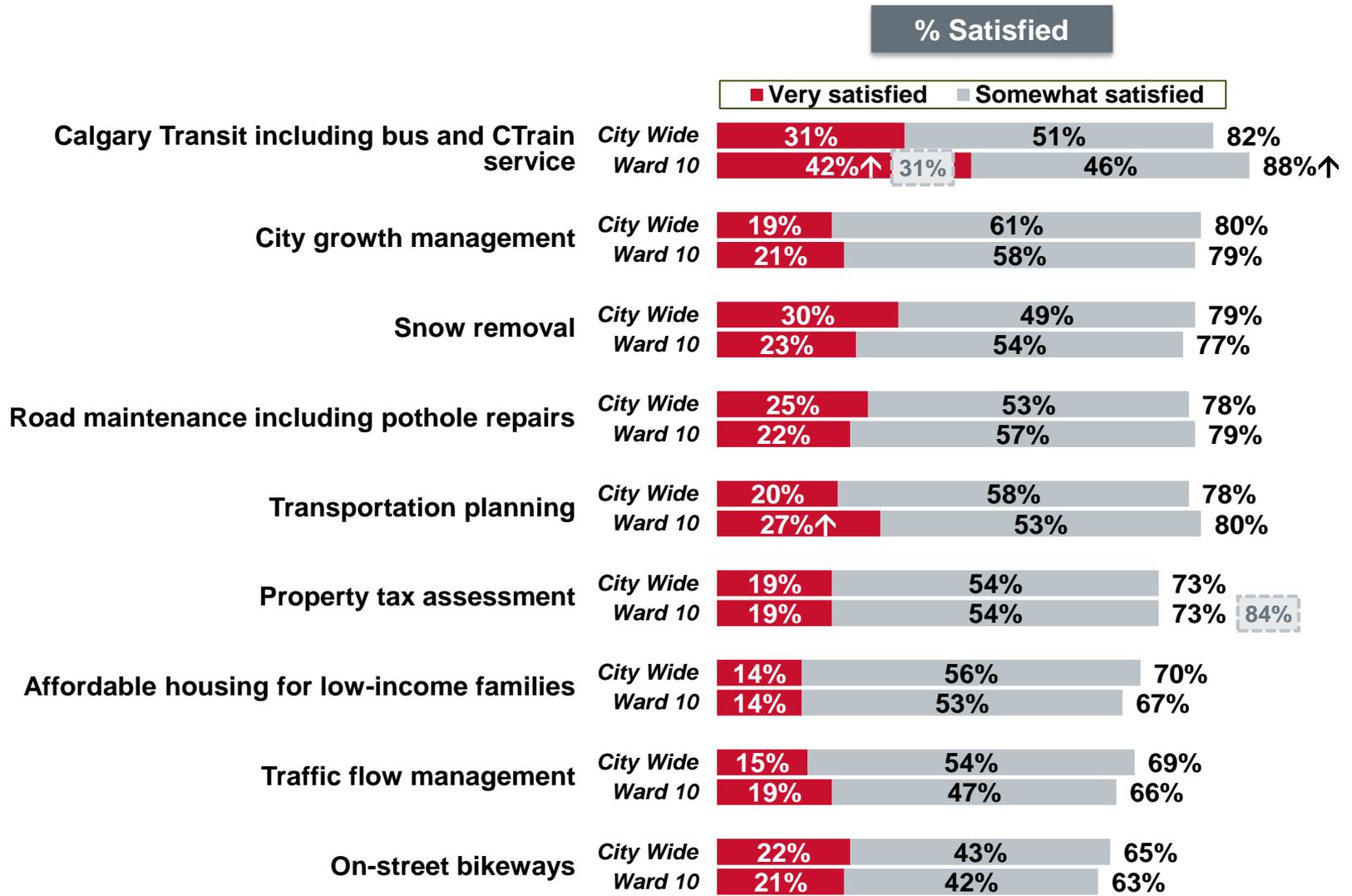
# Satisfaction with City Programs and Services (continued)



*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)



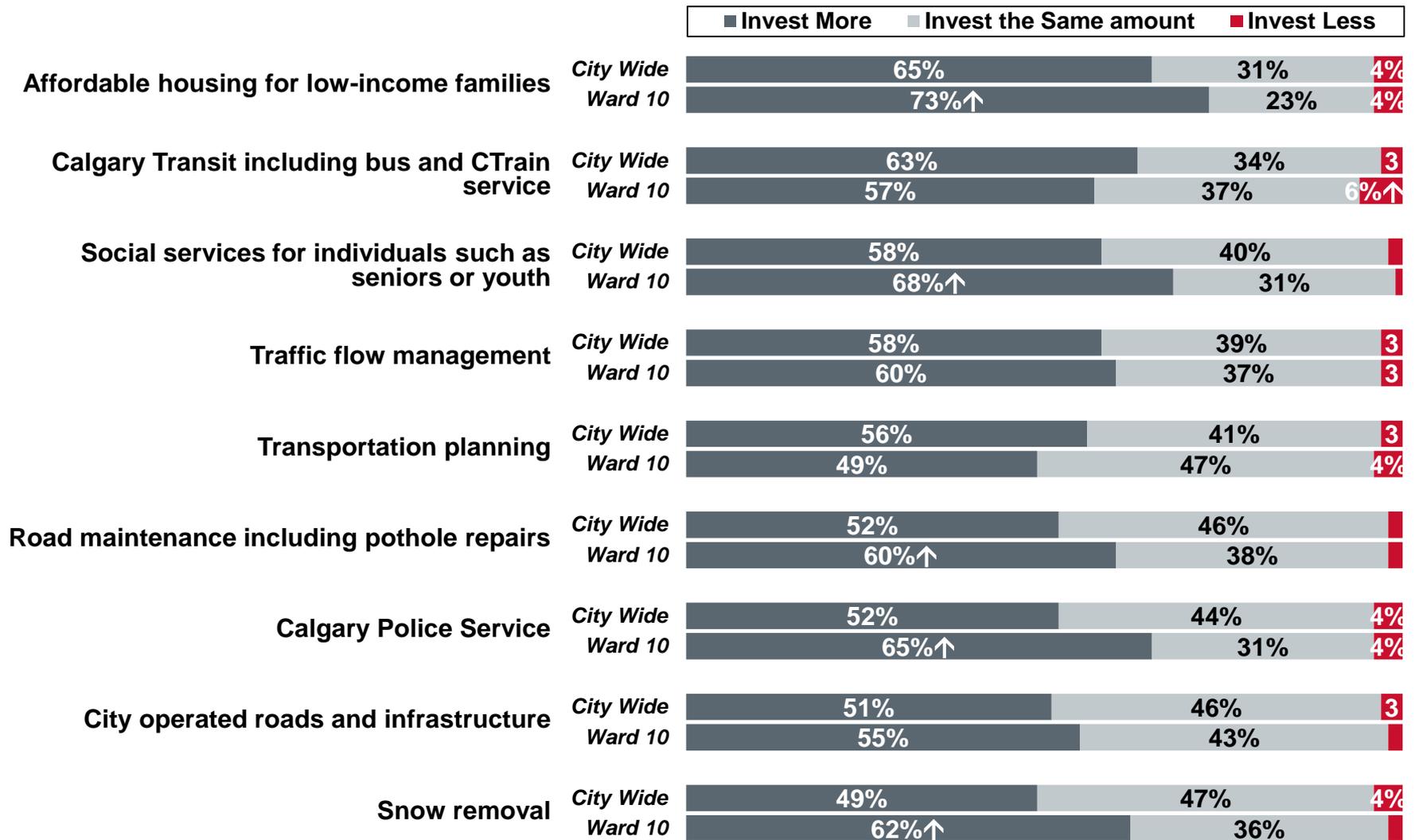
84%

Ward 10 2015

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)



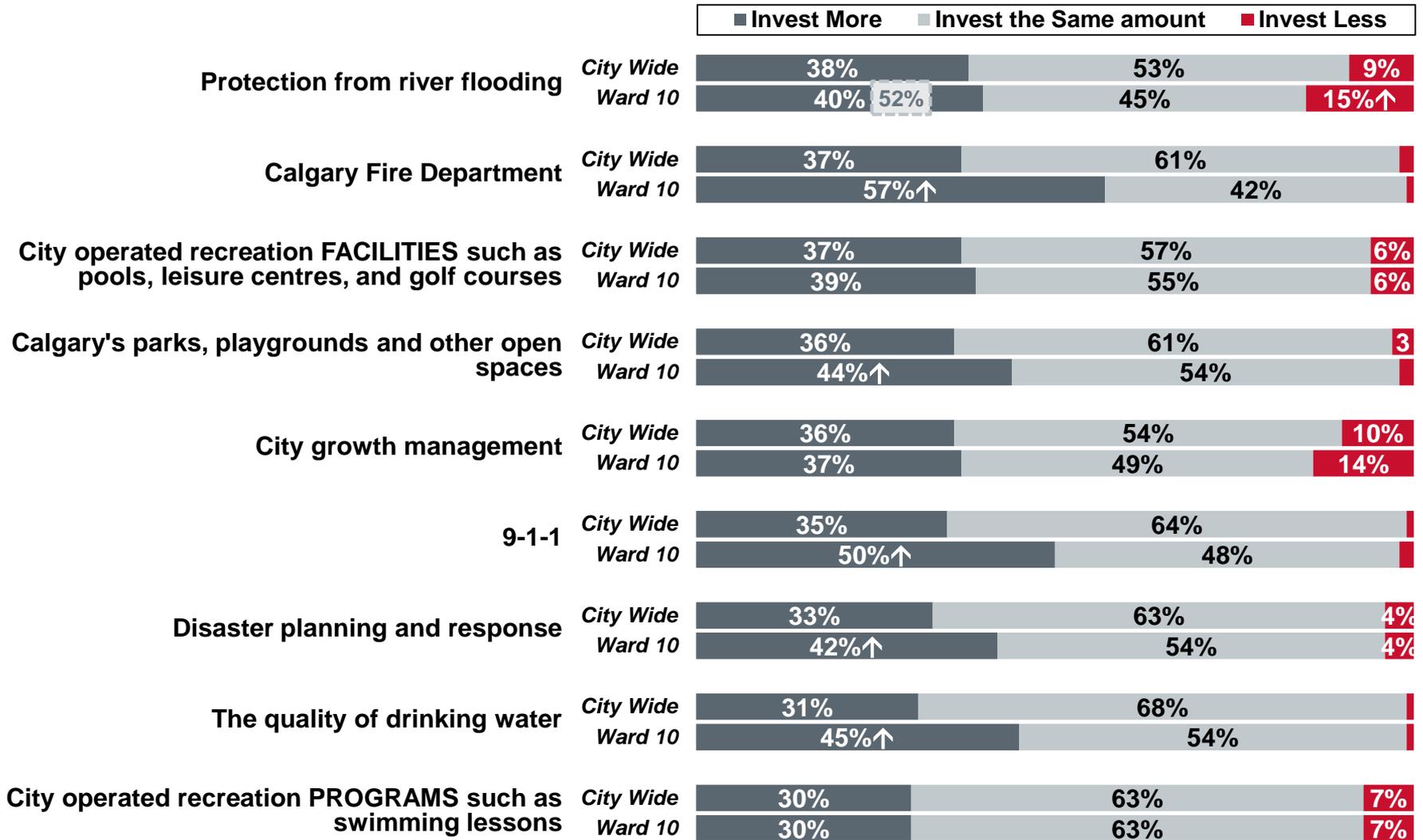
# Investment in City Programs and Services



I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me 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)



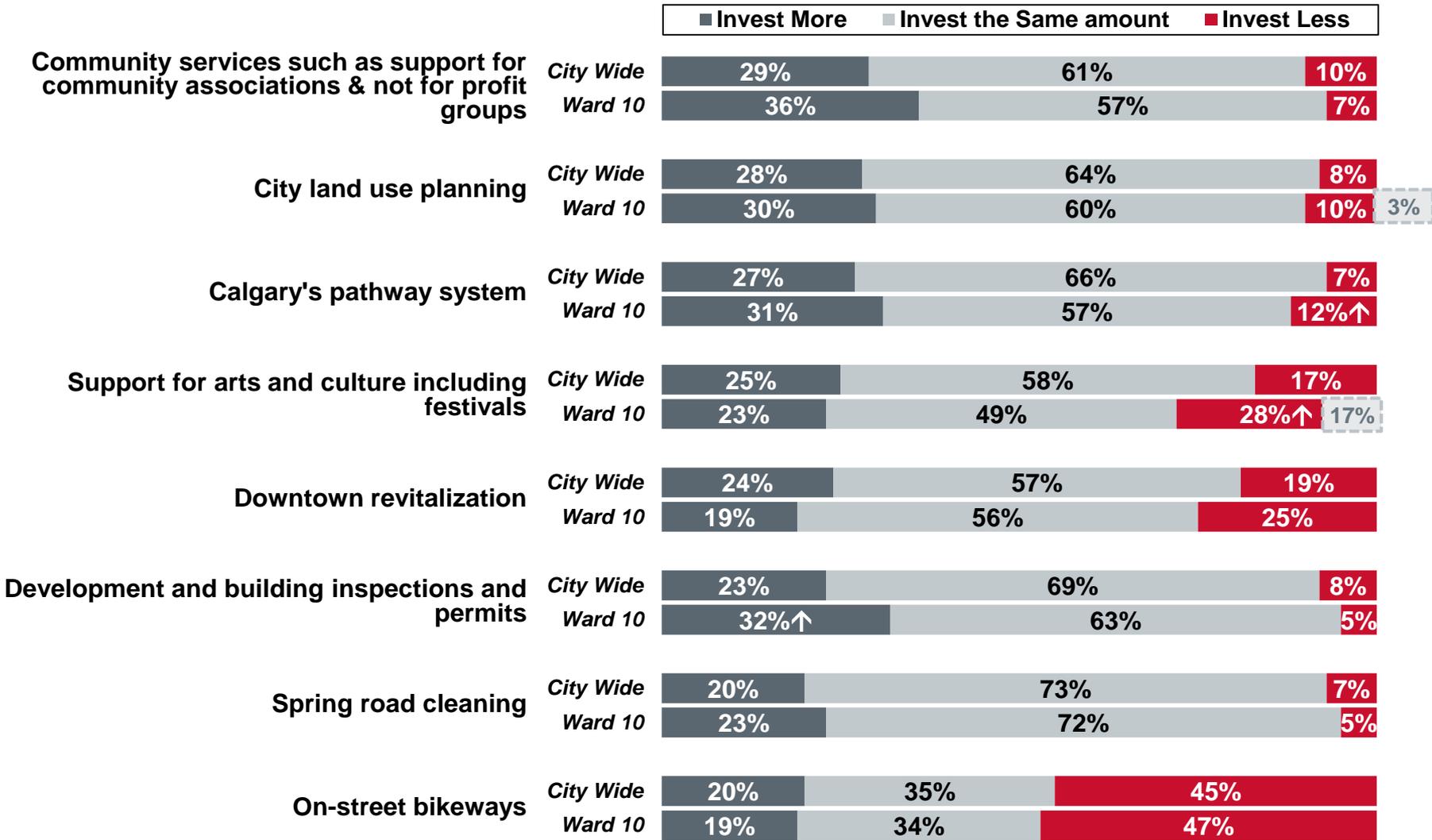
Ward 10 2015

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)



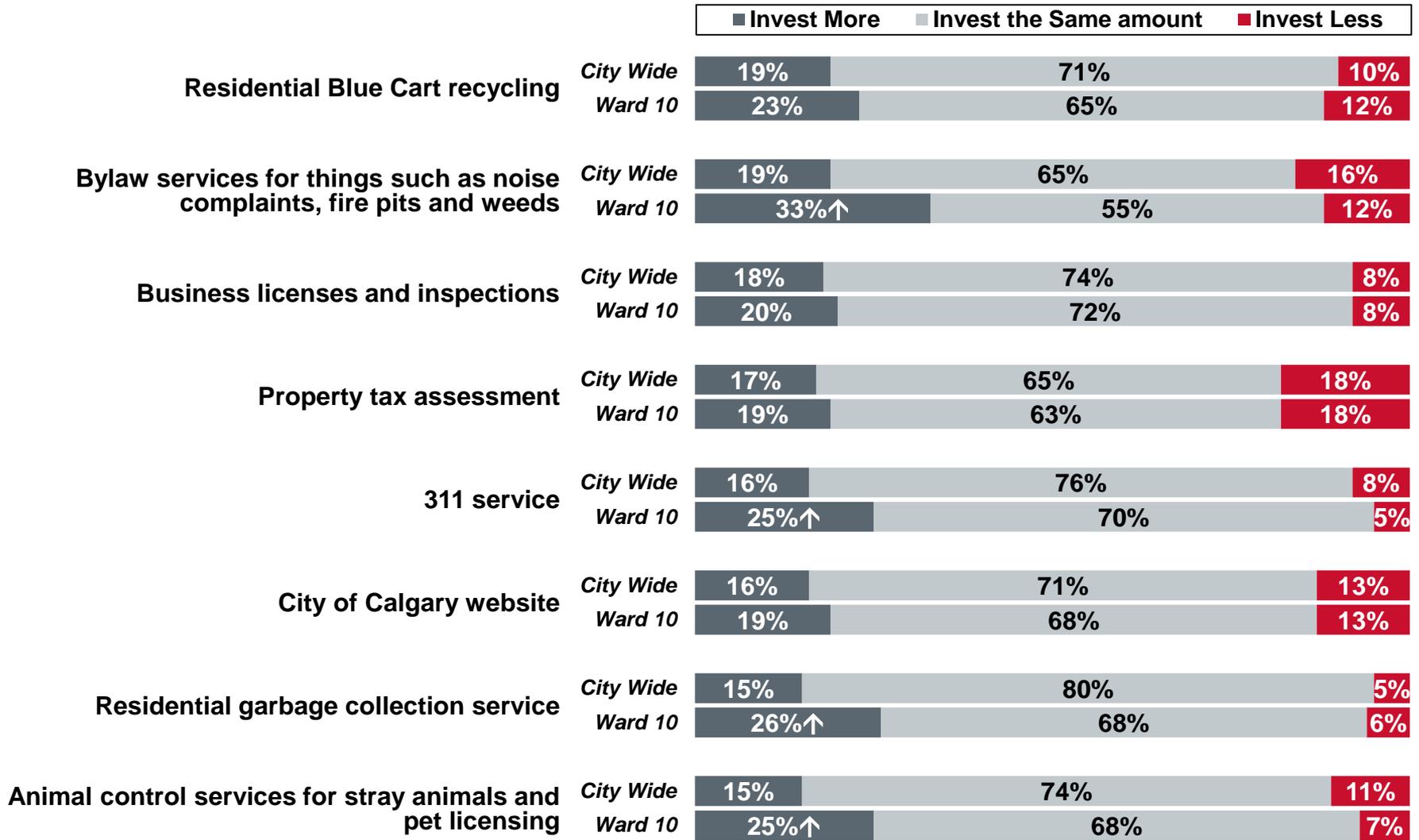
Ward 10 2015

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

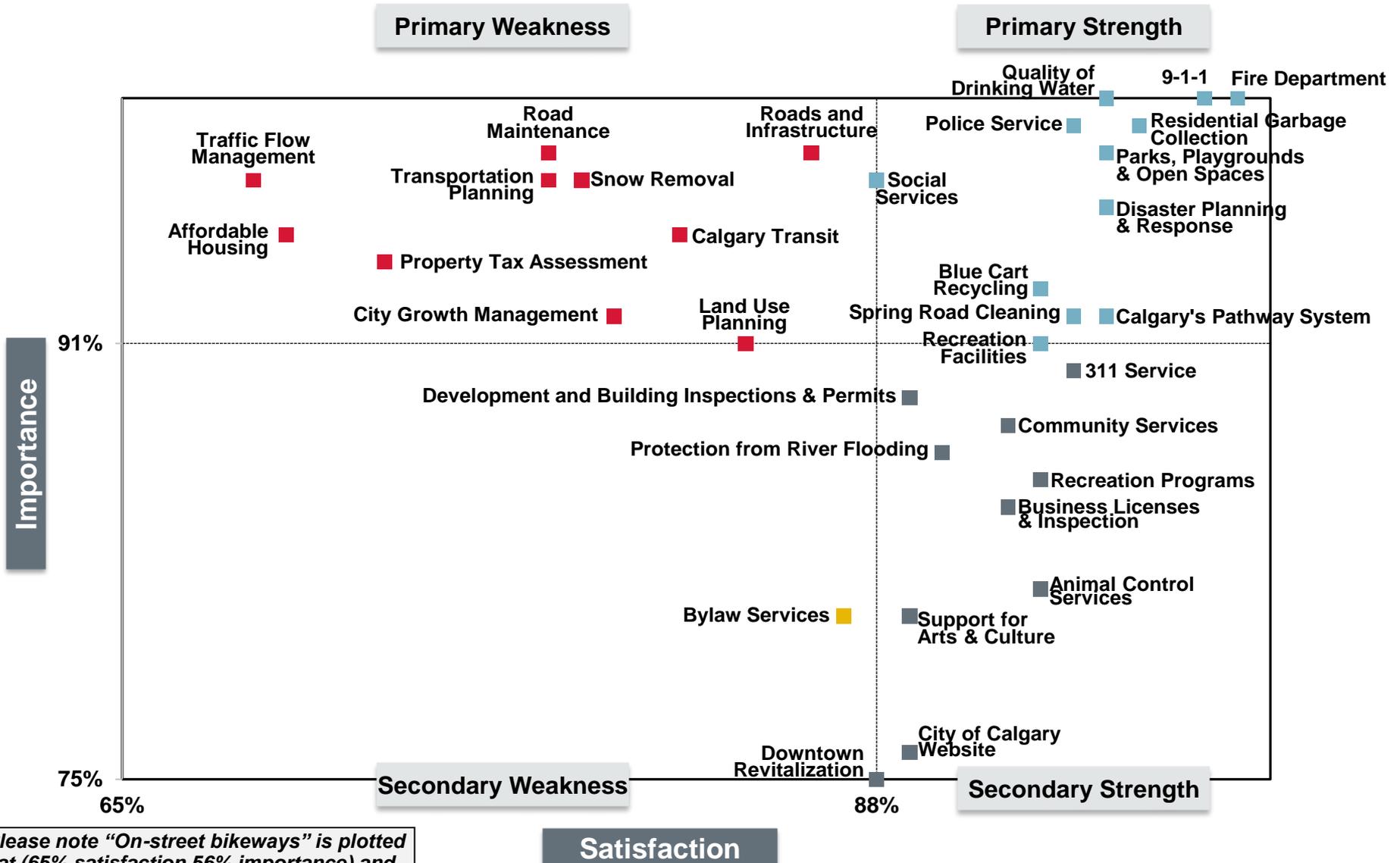
(continued)



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)



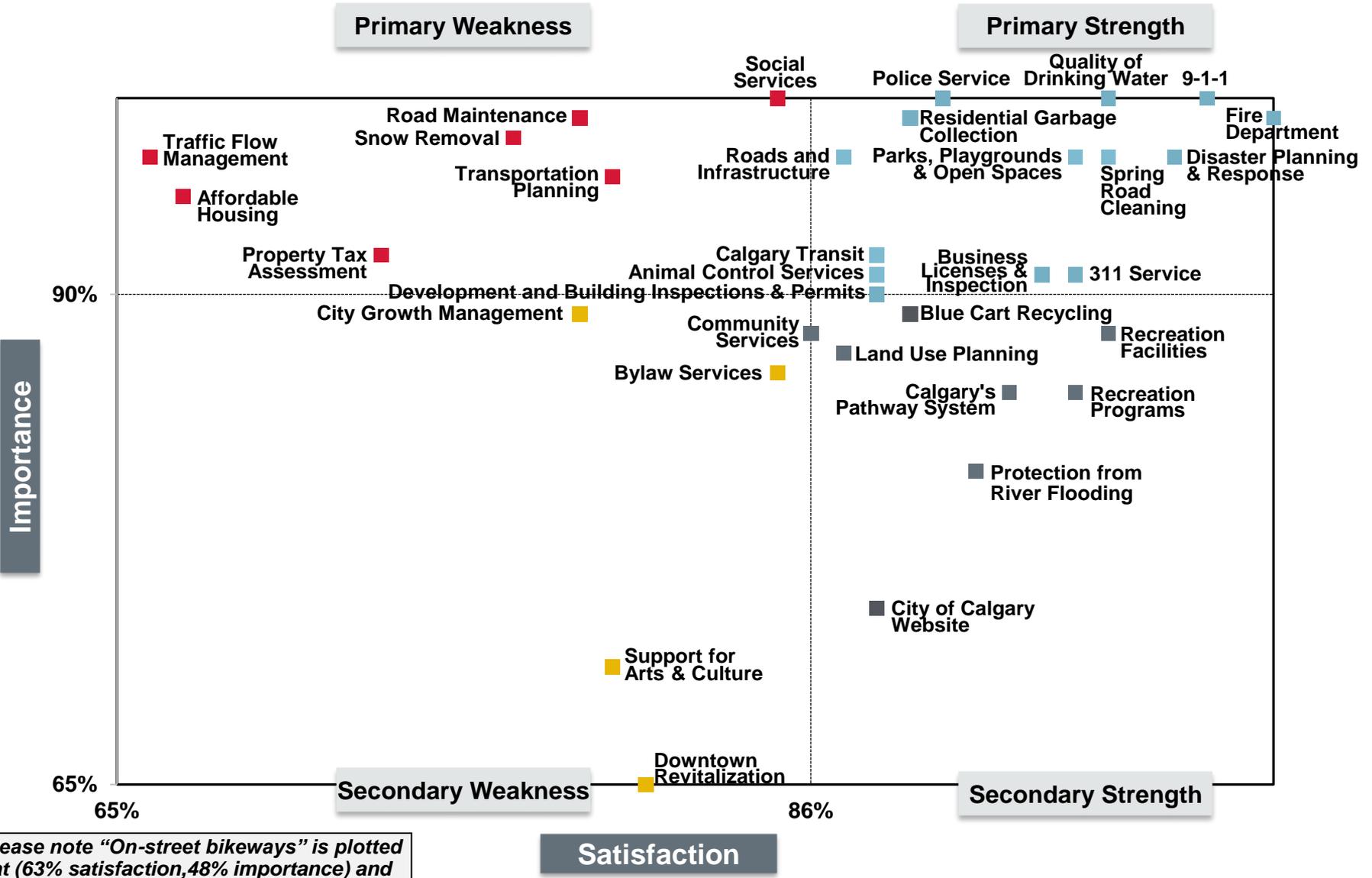
# Importance vs. Satisfaction Grid: City Wide



Please note "On-street bikeways" is plotted at (65% satisfaction, 56% importance) and not illustrated on this graph.



# Importance vs. Satisfaction Grid: Ward 10





# Primary Strengths and Weaknesses: City Wide versus Ward 10

*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 10
Fire Department		
9-1-1		
Residential Garbage Collection		
Quality of Drinking Water		
Police Service		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
311 Service		
Business licenses and inspections		
Animal Control services		
Development and building inspections and permits		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Recreation Facilities		
Social Services		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Road Maintenance		
Transportation Planning		
Snow Removal		
City Growth Management		
Calgary Transit		
Roads and Infrastructure		
Land Use Planning		

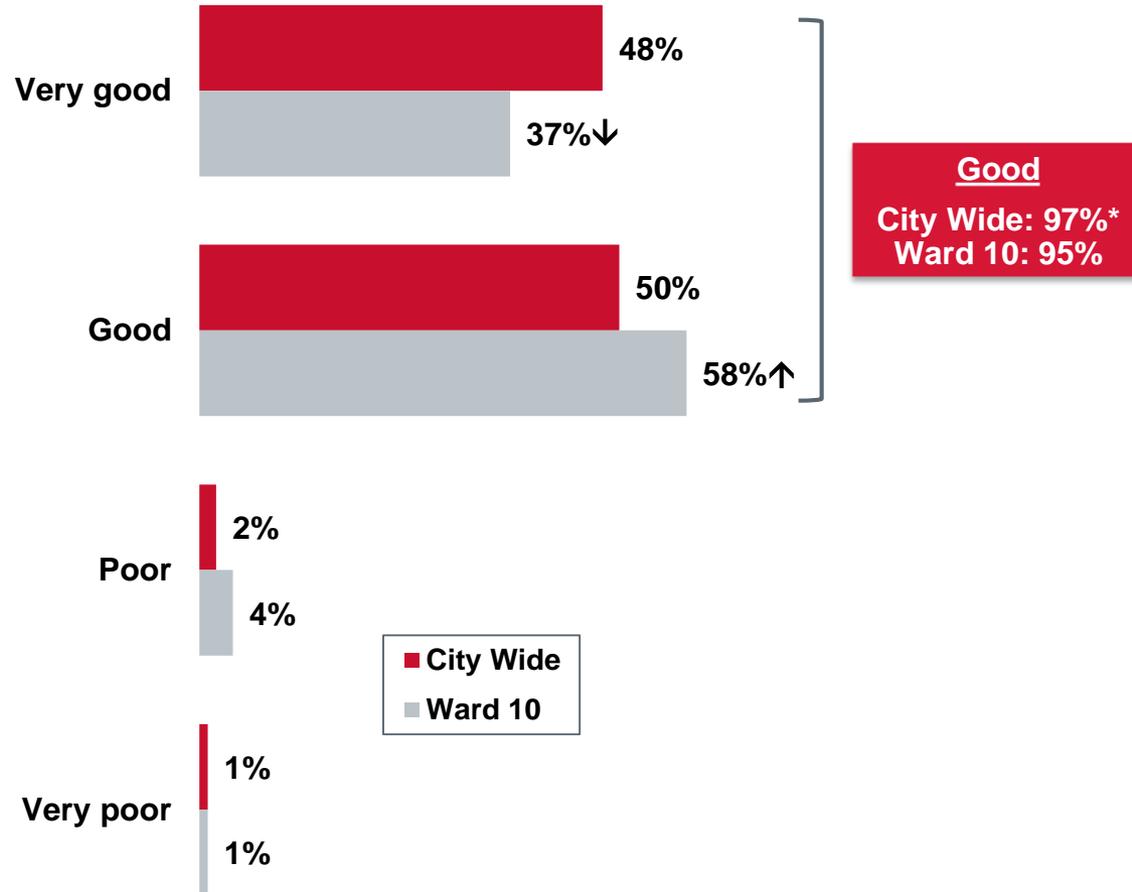


## Environmental Performance





# Perceptions About Overall State of Calgary's Environment



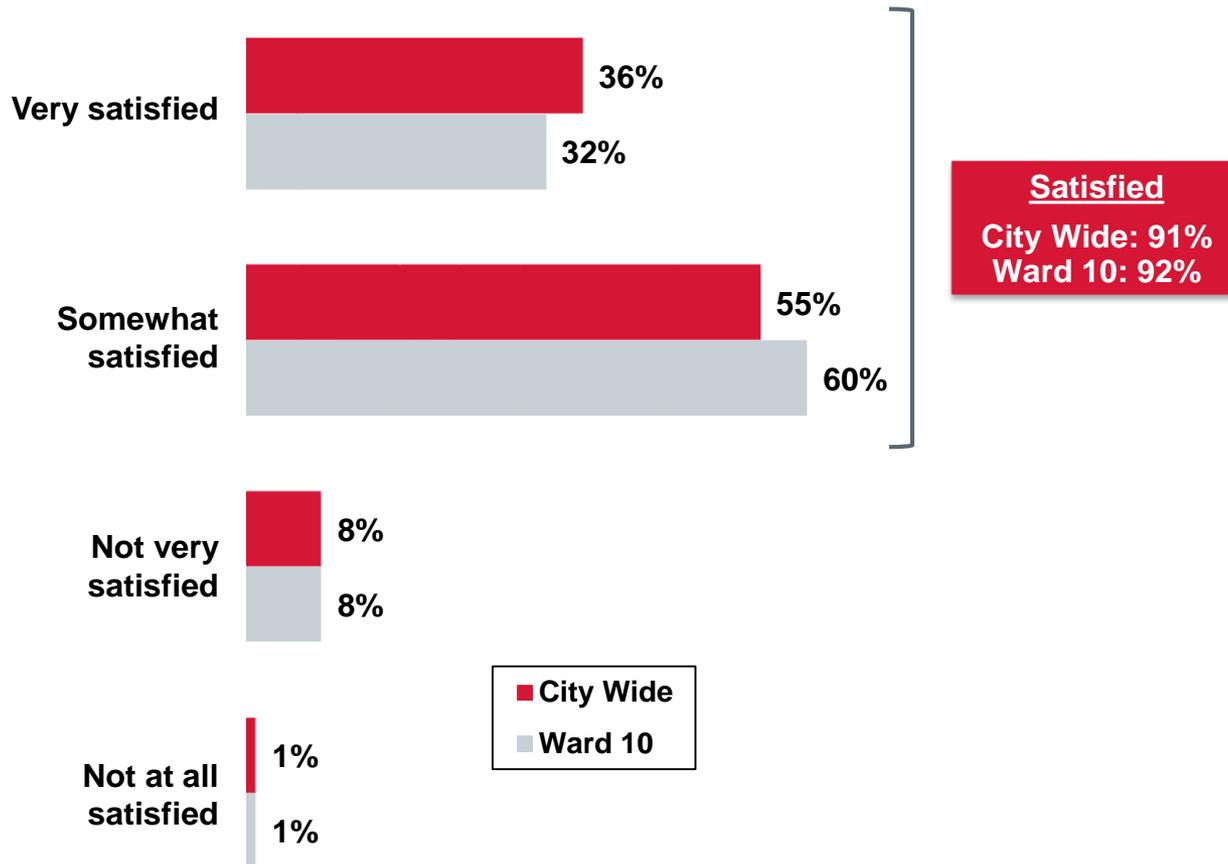
\*Rounding

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 (City Wide: n=2,498 / Ward 10: n=179)



# Satisfaction with The City's Environmental Performance

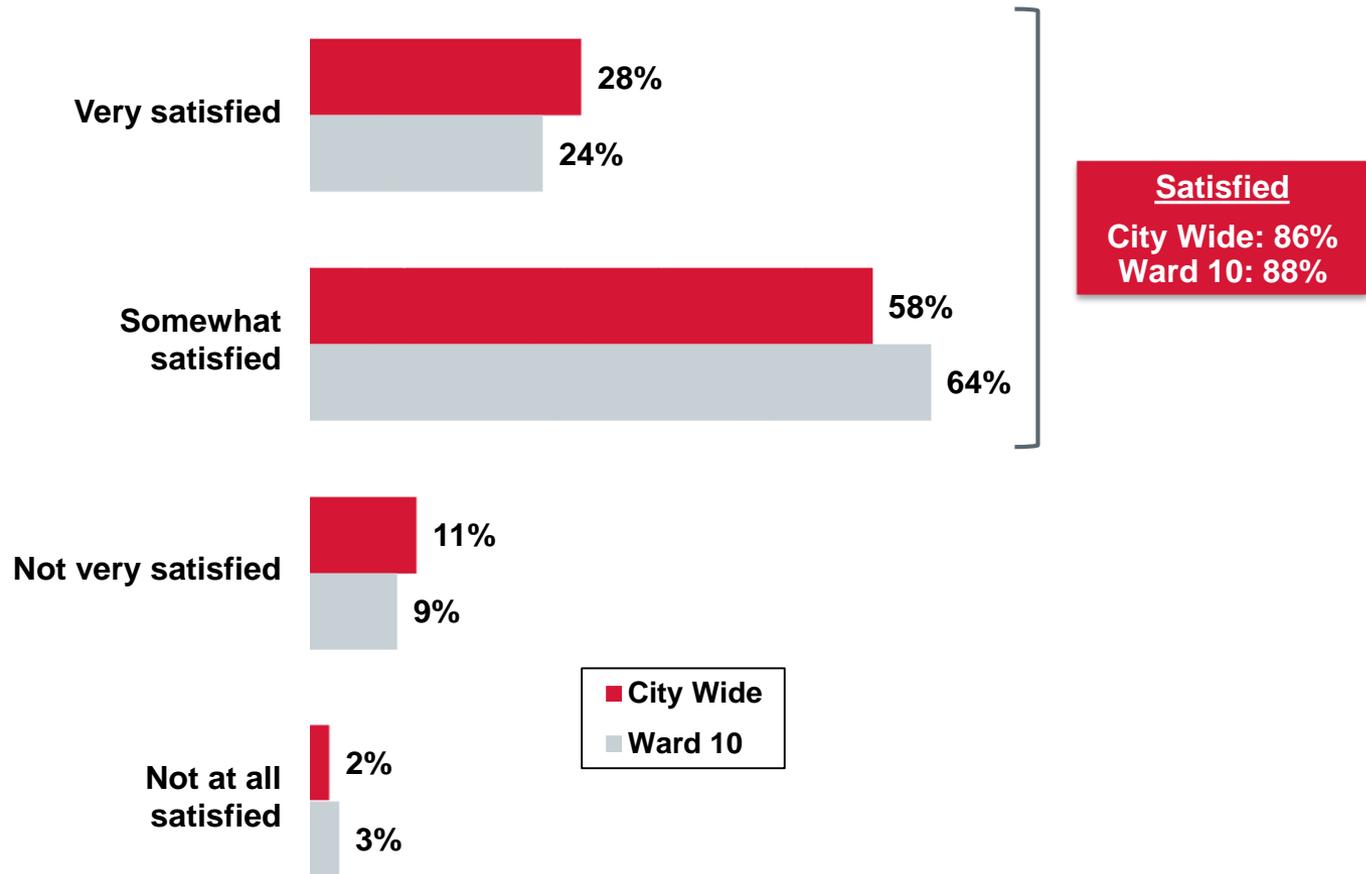


*How satisfied are you with the job The City of Calgary is currently doing to protect the environment?*

Base: Valid respondents (City Wide: n=2,469 / Ward 10: n=177)



# 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?*

Base: Valid respondents (City Wide: n=2,472 / Ward 10: n=178)

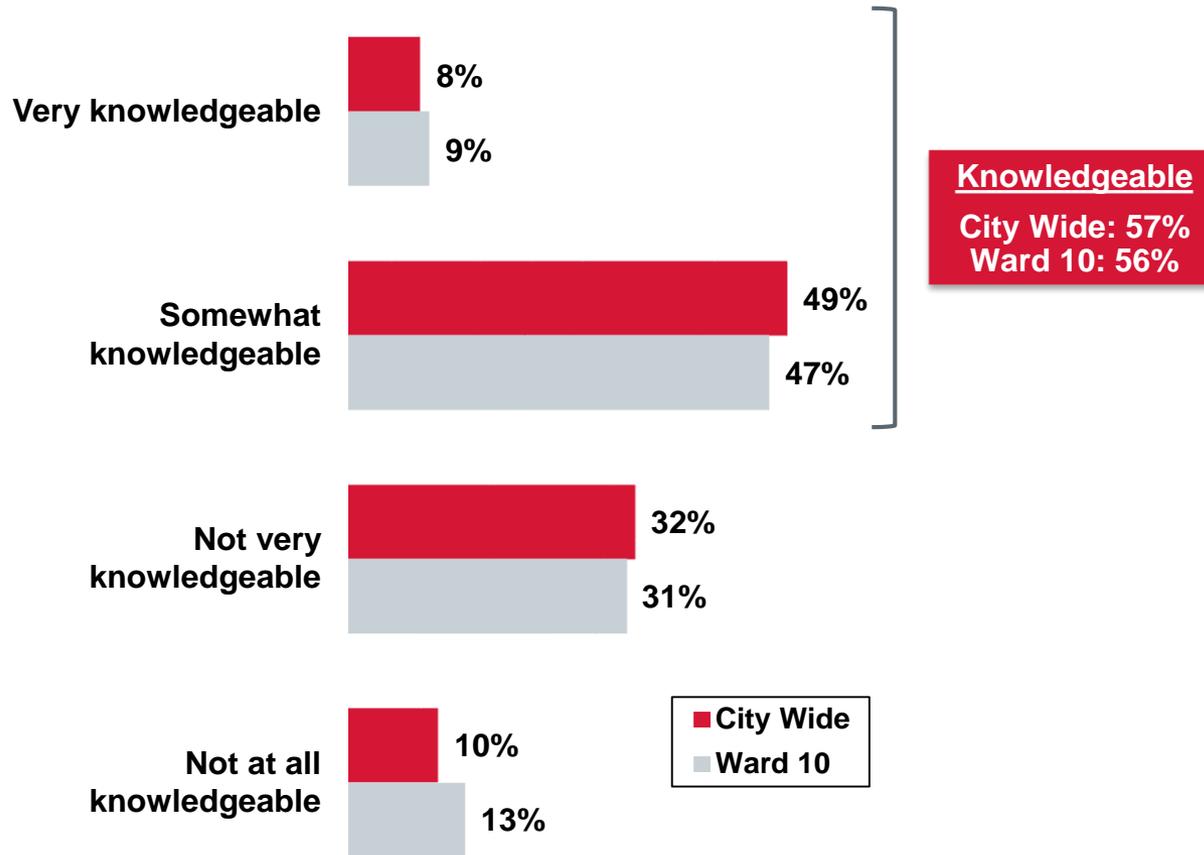


## Taxation





# Knowledge Levels of Tax Dollar Spending

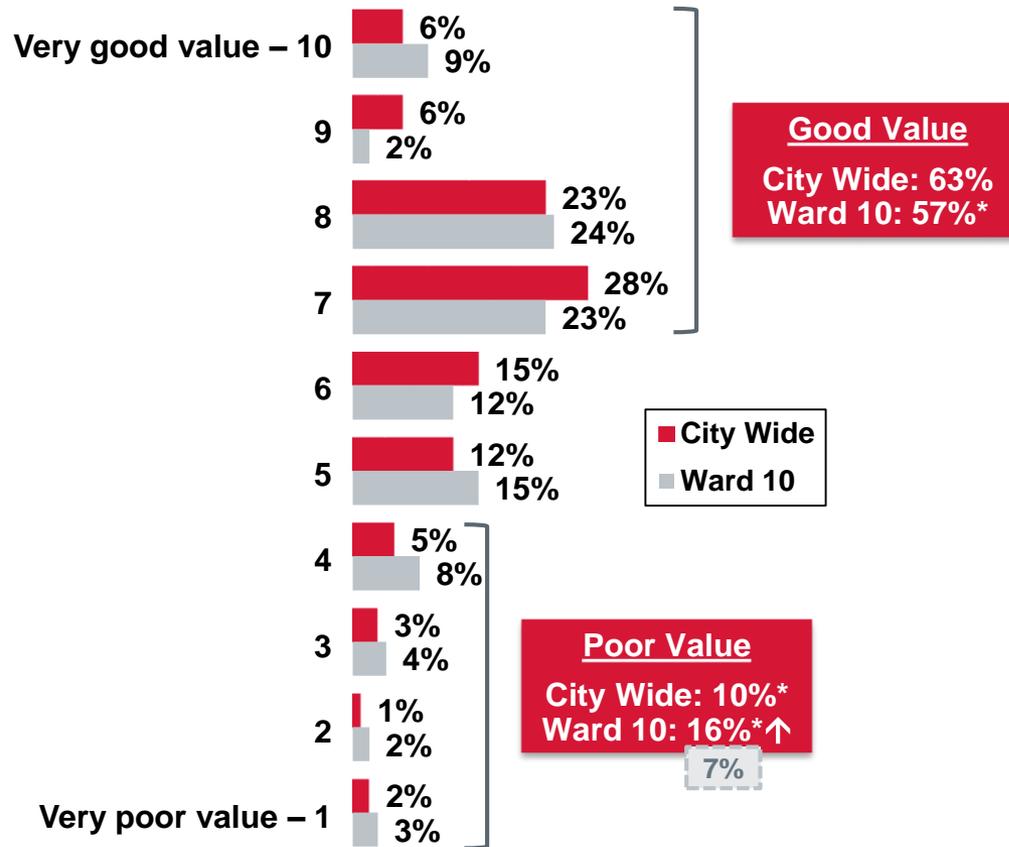


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,494 / Ward 10: n=178)



# Perceived Value of Property Taxes



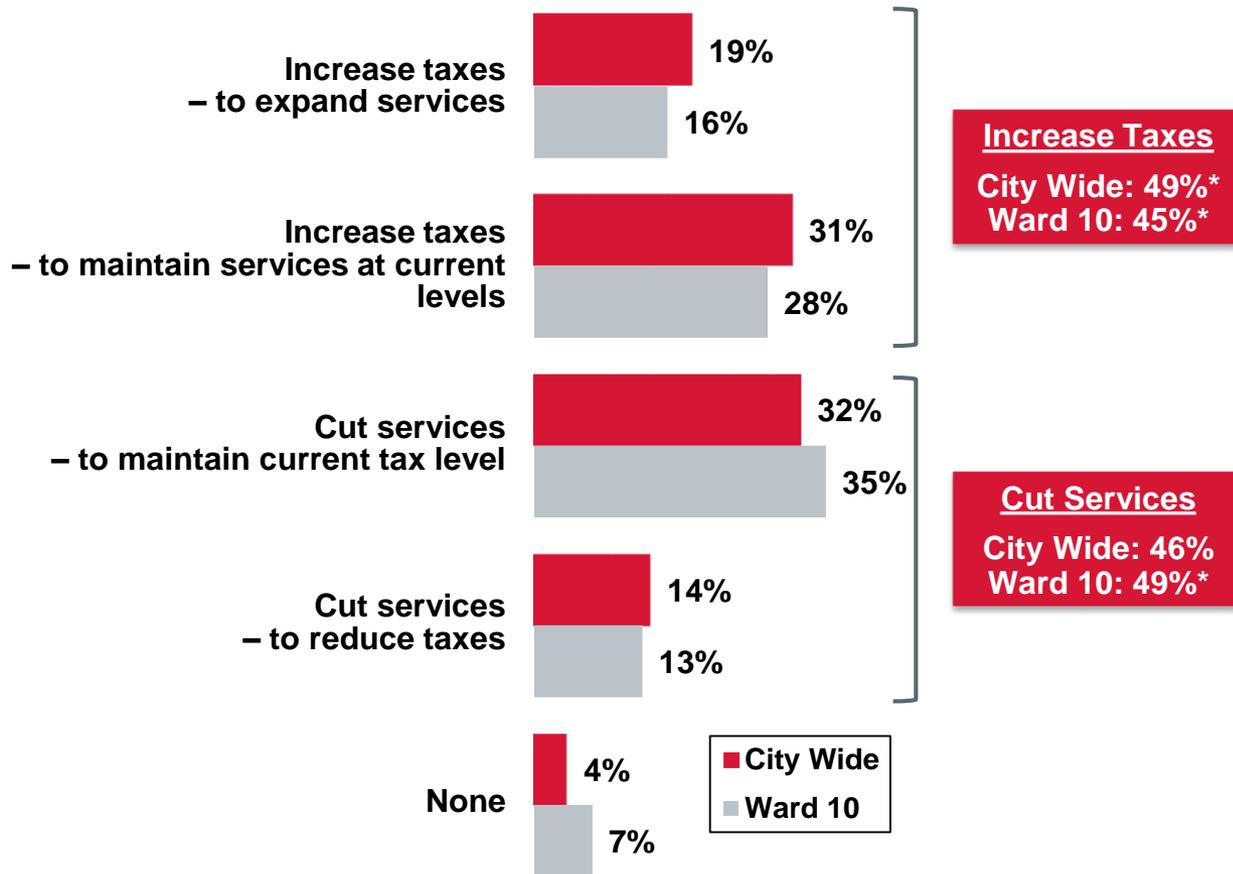
Ward 10 2015 \*Rounding

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=2,466 / Ward 10: n=179)



# Balancing Taxation and Service Delivery Levels



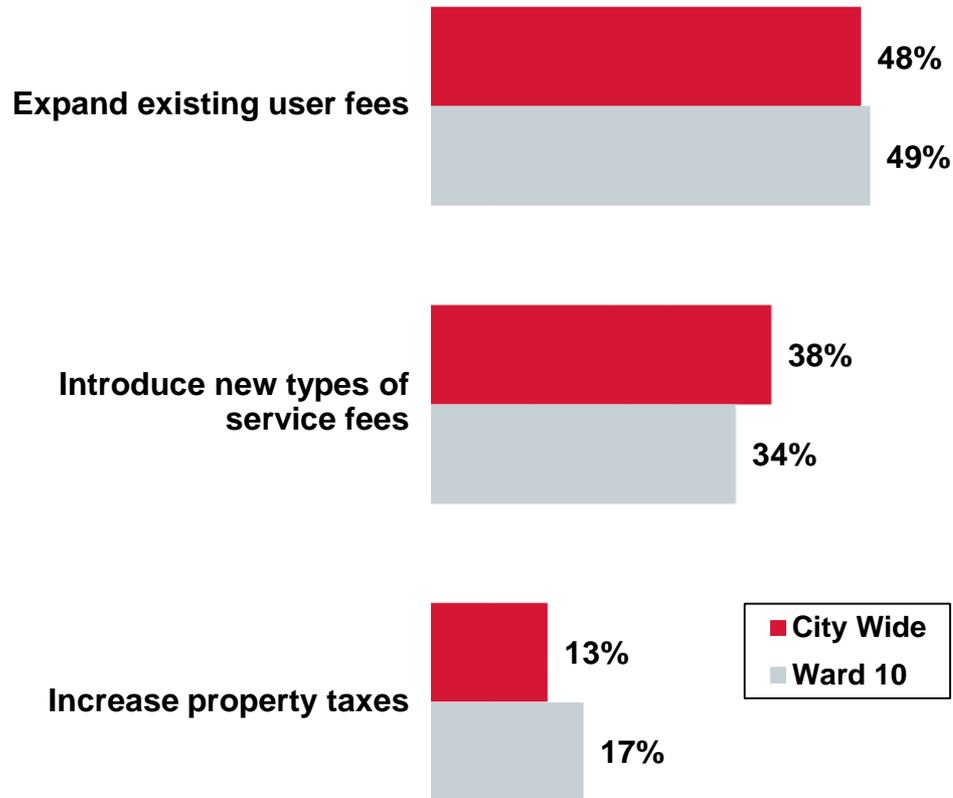
\*Rounding

*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=2,457 / Ward 10: n=177)



# 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 ...?*

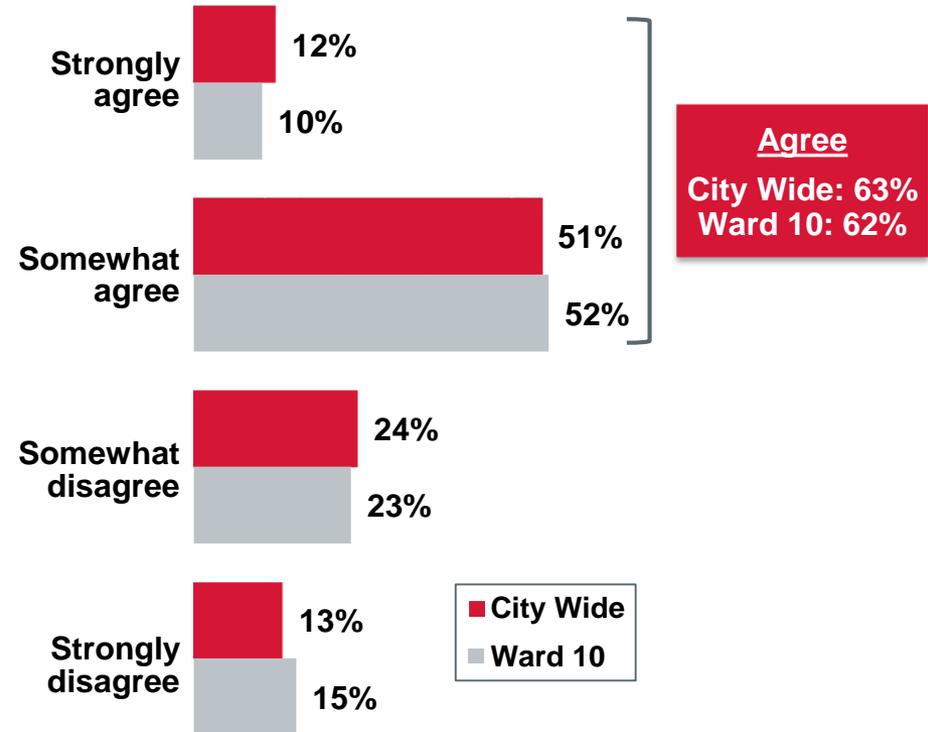
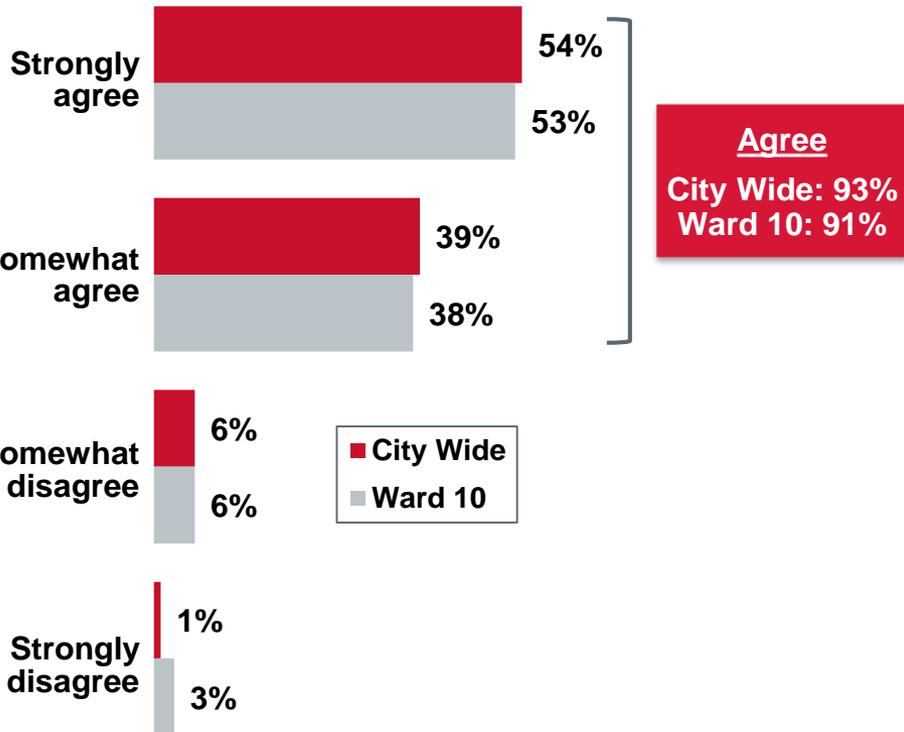
Base: Valid respondents (City Wide: n=2,331 / Ward 10: n=164)



# 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*



Base: Valid respondents (City Wide: n=2,490 / Ward 10: n=180)

Base: Valid respondents (City Wide: n=2,475 / Ward 10: n=178)

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



## Contact with The City



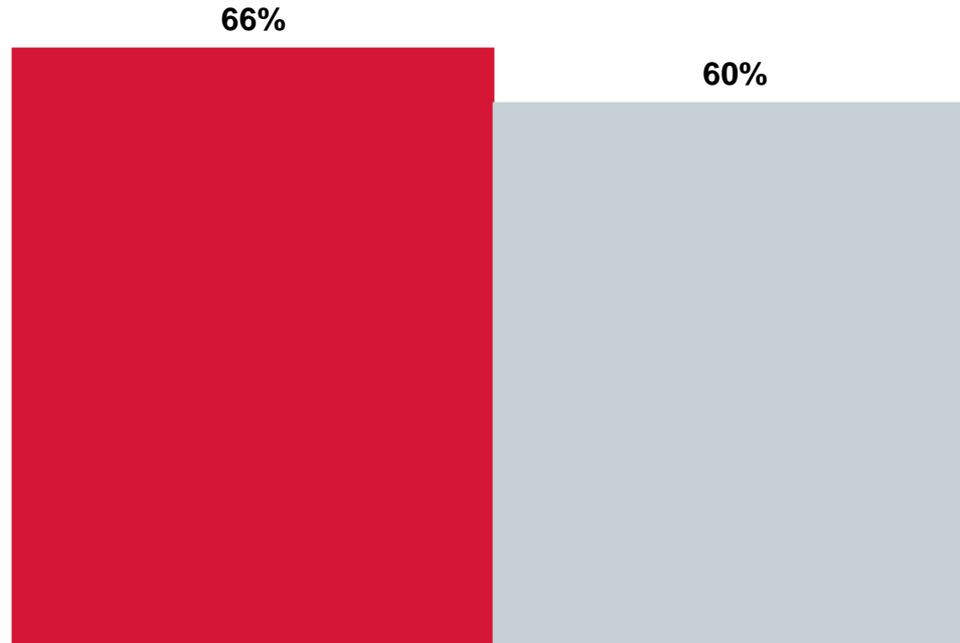


# Past 12 Months Contact with The City of Calgary

% Yes

■ City Wide

■ Ward 10



66%

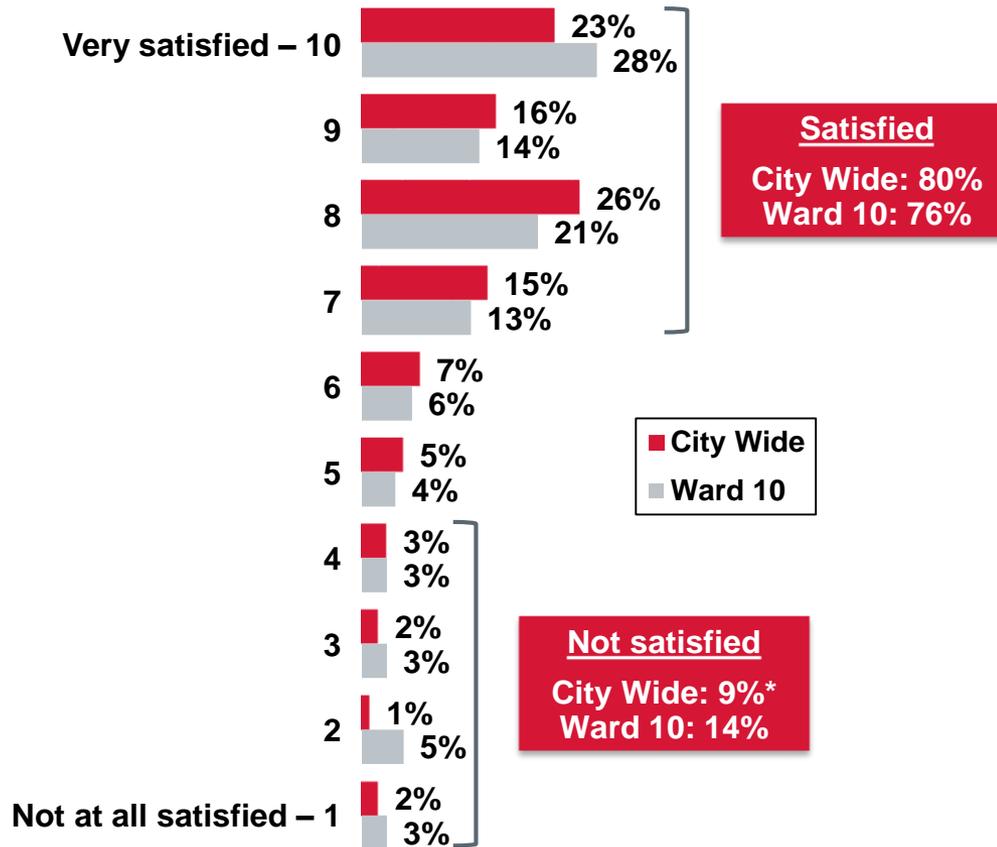
60%

*Have you contacted or dealt with 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=2,486 / Ward 10: n=179)



# Satisfaction with the Overall Level and Quality of Customer Service



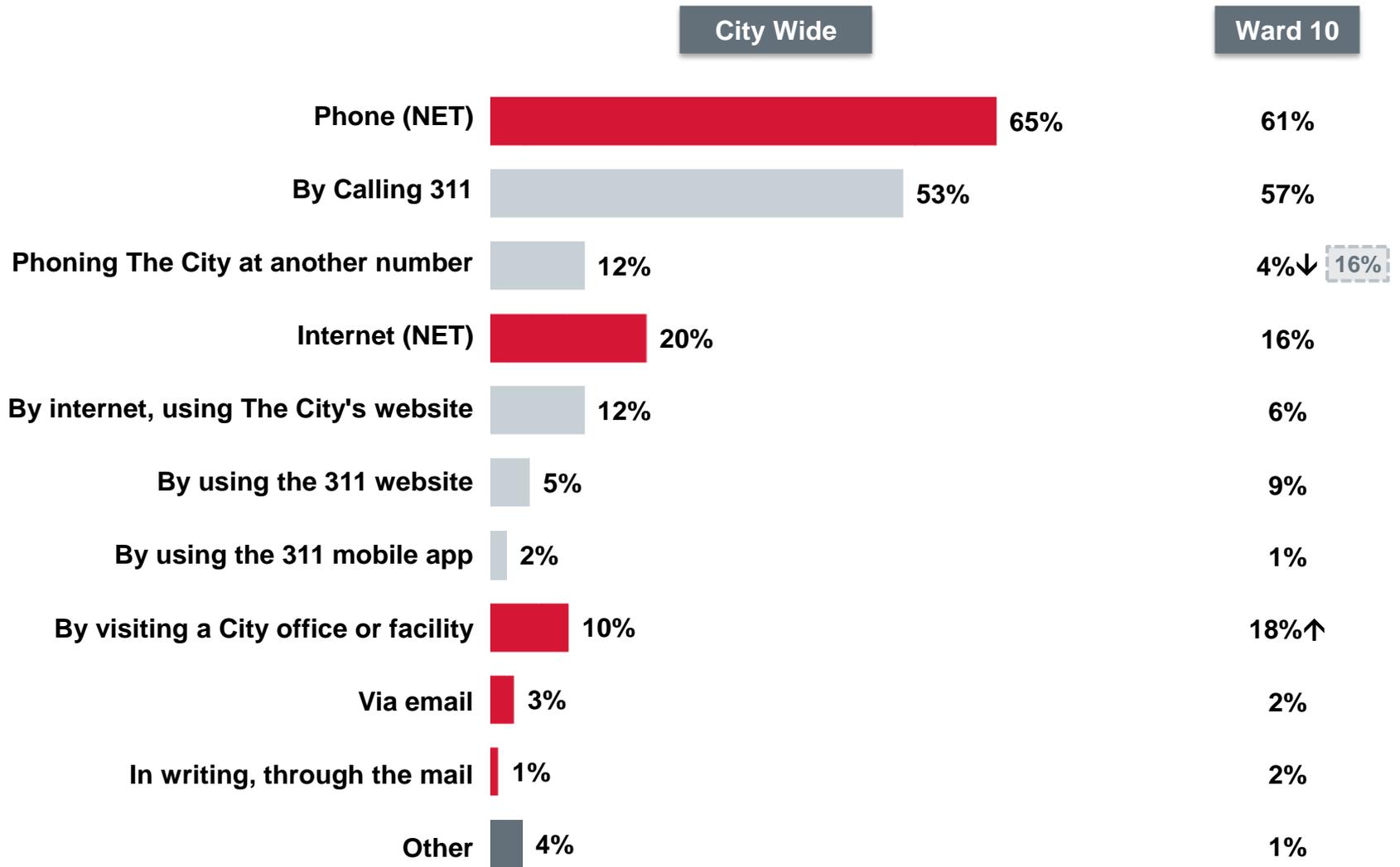
\*Rounding

On a scale of 1 – 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=1,630 / Ward 10: n=109)



# Type of Contact



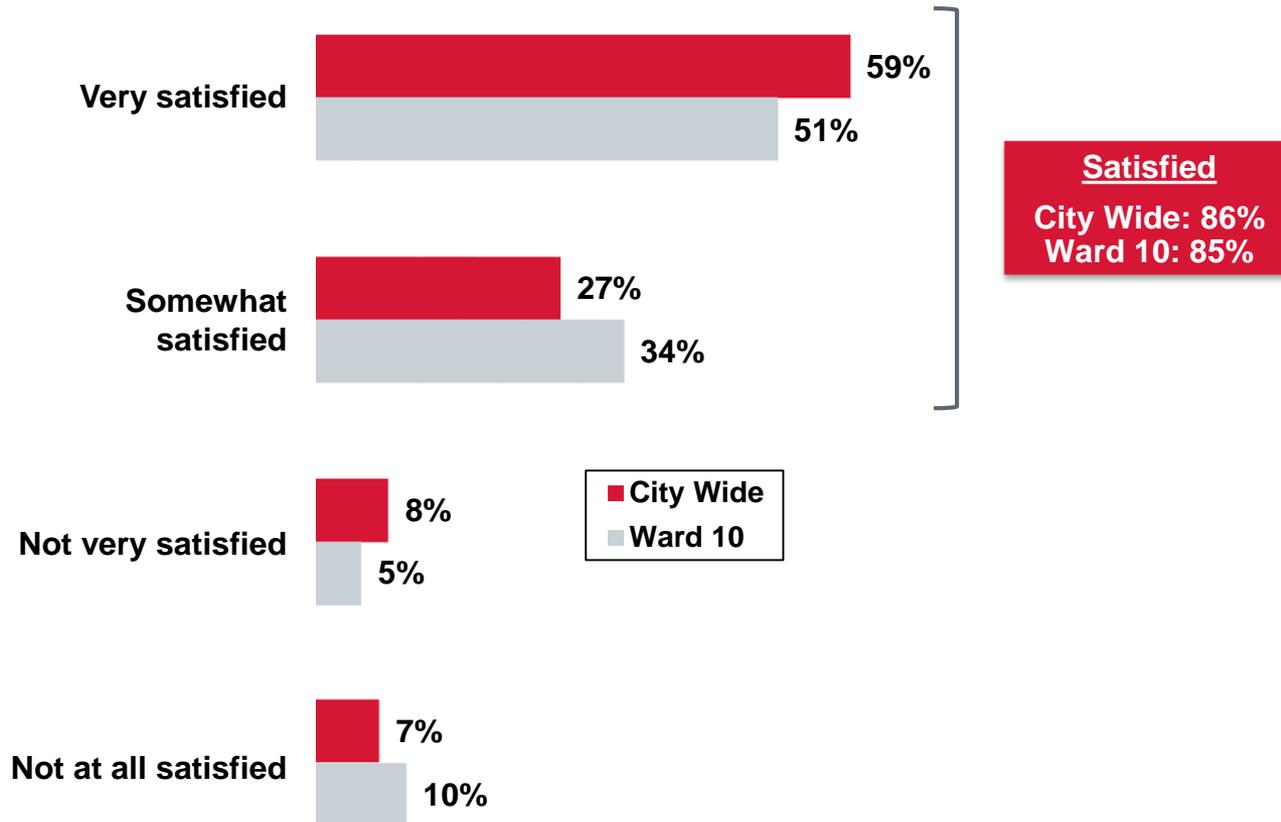
Ward 10 2015

When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,080 / Ward 10: n=75)



# Satisfaction with Most Recent City Contact



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

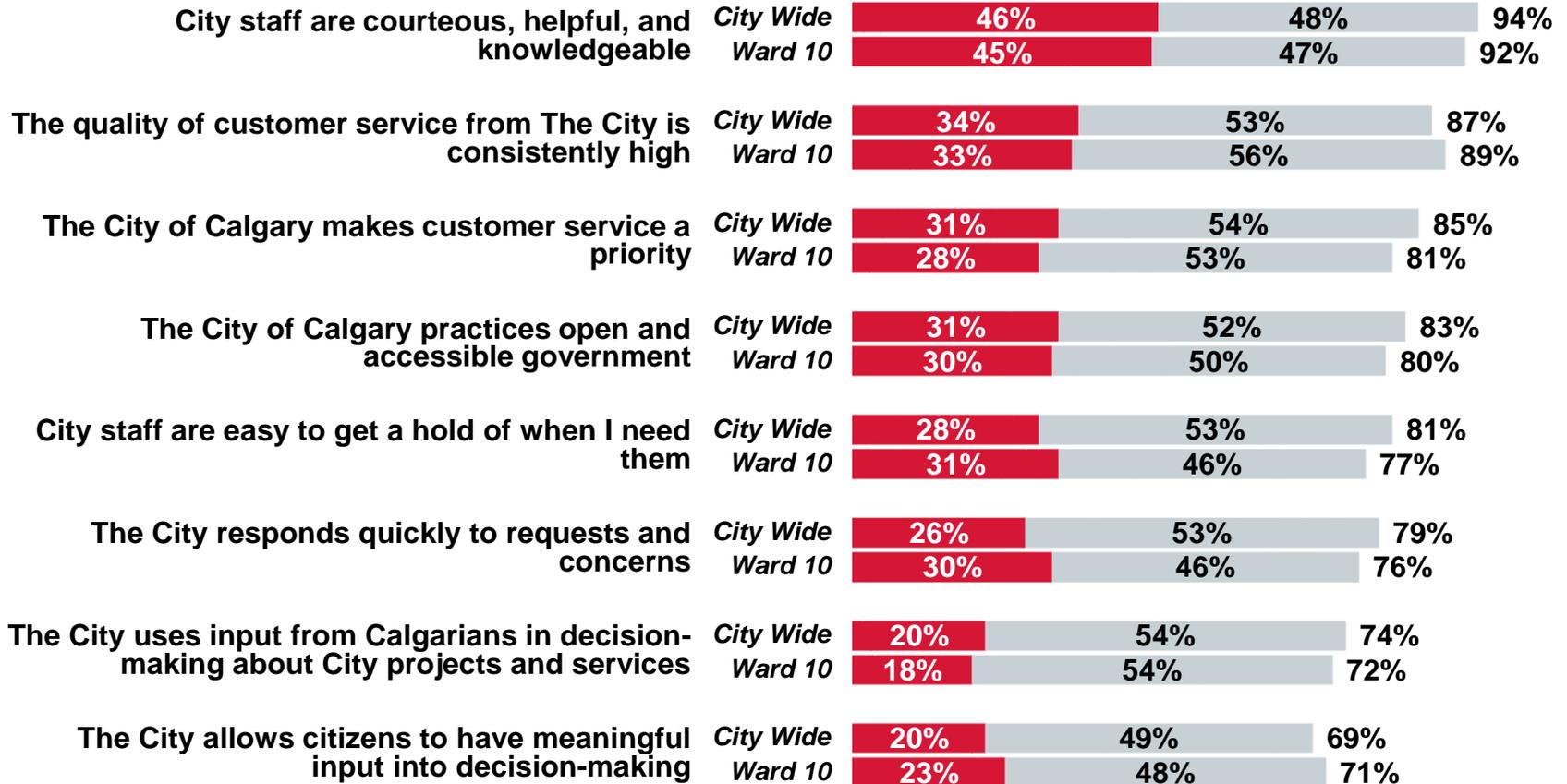
Base: 2016: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,081 / Ward 10: n=76)



# Attitudes Regarding City Service Delivery and Transparency

% Agree

■ Strongly agree ■ Somewhat agree



*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)

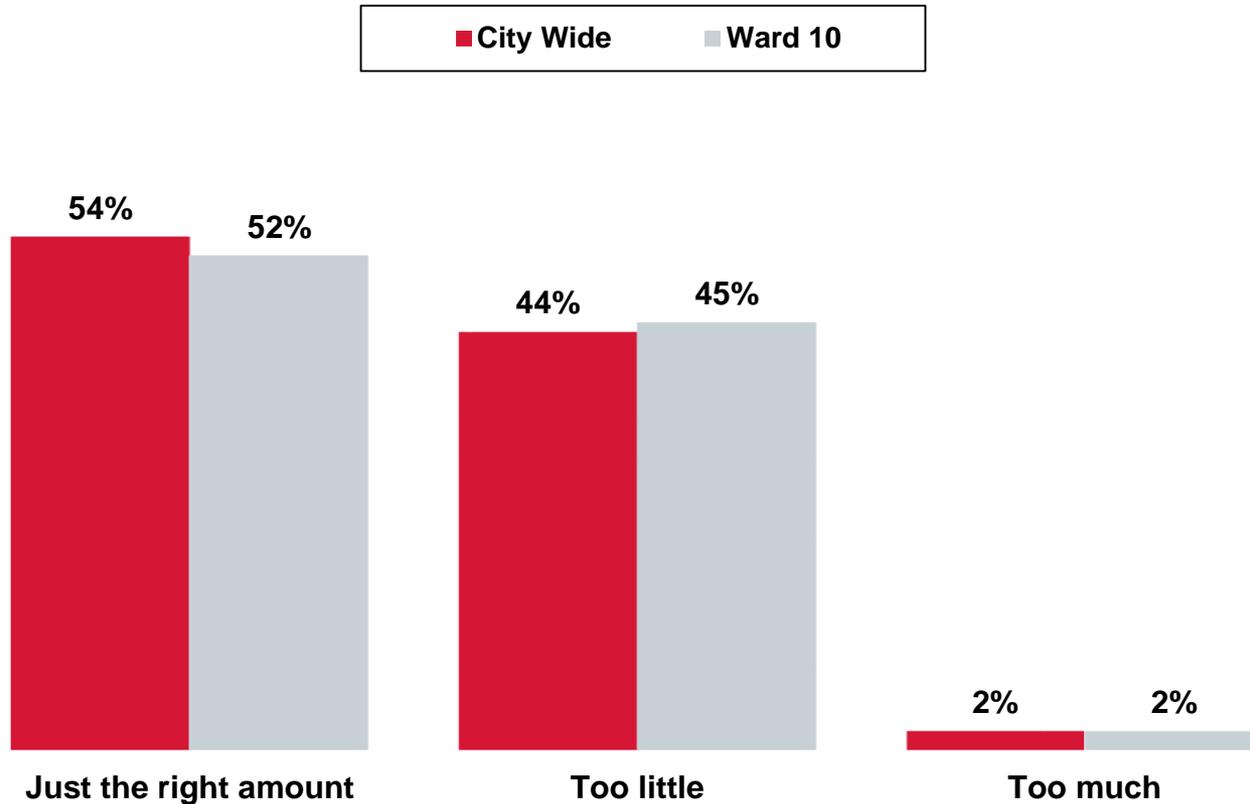


## City Communications





# The Extent of Information Received



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

Base: Valid respondents (City Wide: n=2,487 / Ward 10: n=177)



# Top Areas for Information from The City

Multiple Responses

City Wide

Ward 10

Area	City Wide	Ward 10
<b>Budget &amp; Spending (Net)</b>	<b>32%</b>	<b>26%</b>
Tax/ government money spending	28%	25%
Budgets	3%	0%
<b>Infrastructure, Traffic &amp; Roads (Net)</b>	<b>26%</b>	<b>23%</b>
Roads	9%	11%
Infrastructure (unspecified)	5%	2%
Transportation planning	3%	2%
<b>Planning &amp; Development (Net)</b>	<b>19%</b>	<b>12%</b>
Planning/ future growth	11%	6%
Land use planning/ development	6%	1%↓
<b>Taxation (Net)</b>	<b>18%</b>	<b>12%</b>
Taxes/ taxation (unspecified)	10%	8%
Property taxes	5%	2%
<b>Transportation (Net)</b>	<b>14%</b>	<b>17%</b>
Transportation (unspecified)	7%	8%
Transit	6%	8%
<b>Recreation (Net)</b>	<b>10%</b>	<b>13%</b>
Recreation/ leisure centres/ programs	6%	5%
Parks/ playgrounds/ community centers/ green-spaces	4%	5%
<b>City Services (Net)</b>	<b>8%</b>	<b>6%</b>
<b>Crime, Safety &amp; Policing (Net)</b>	<b>7%</b>	<b>18%↑</b>
<b>Government (political decisions, transparency) (Net)</b>	<b>6%</b>	<b>5%</b>
<b>Community &amp; Social Services (Net)</b>	<b>6%</b>	<b>5%</b>
<b>Media (Net)</b>	<b>5%</b>	<b>5%</b>
Website/ online	4%	5%
<b>Education</b>	<b>3%</b>	<b>0%↓</b>
<b>Environment &amp; Waste Management (Net)</b>	<b>3%</b>	<b>4%</b>
<b>Other</b>	<b>24%</b>	<b>27%</b>

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

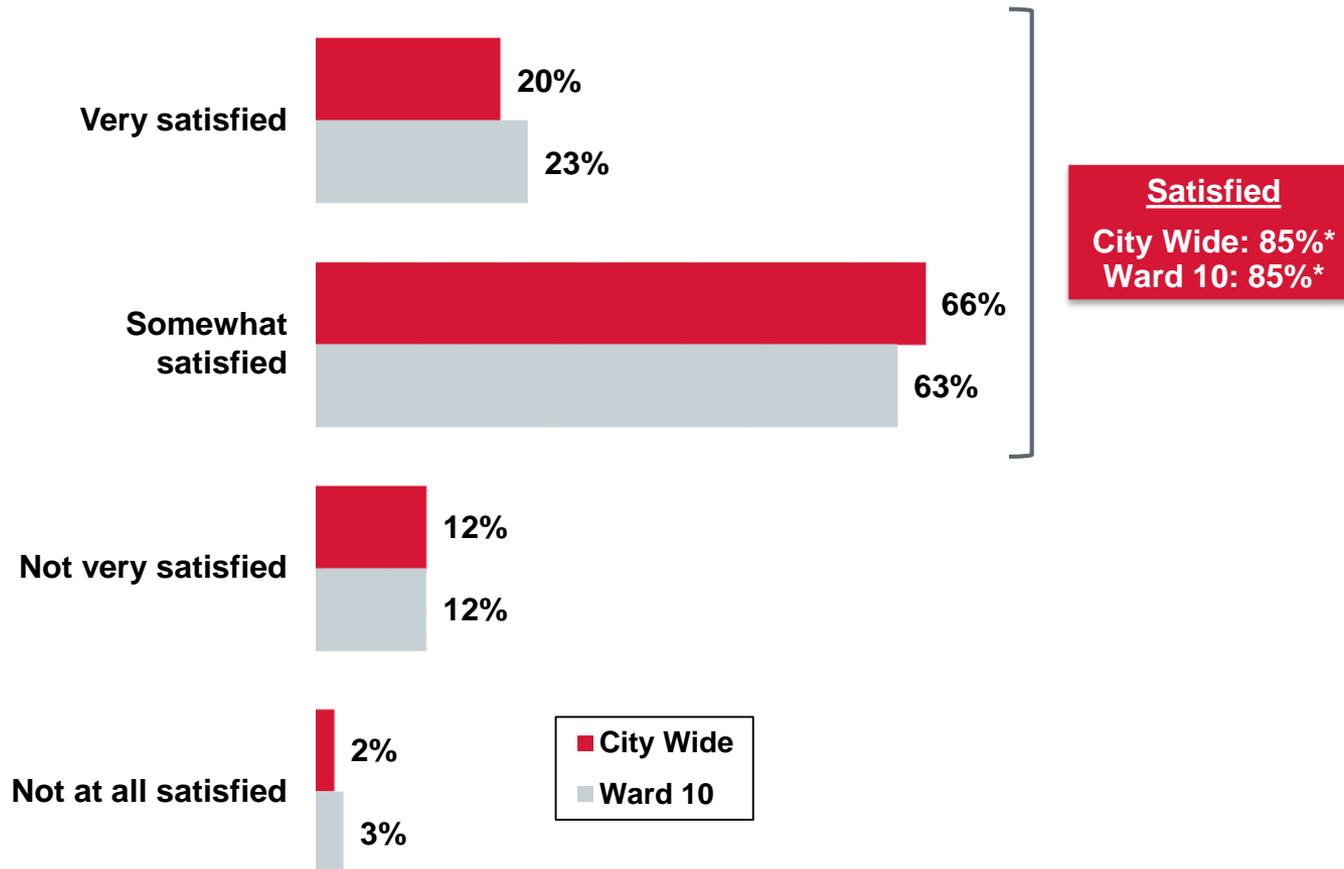
Total mentions <3% are not shown

Not asked prior to 2016

What are the top three areas where [too little; you would like The City to / right amount: The City should] provide more information?  
 Base: Valid respondents who say they receive too little or just the right amount of information (City Wide: n=990 / Ward 10: n=146)



# Overall Satisfaction with Quality of City Information and Communications



\*Rounding

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

Base: Valid respondents (City Wide: n=2,489 / Ward 10: n=178)



## Demographics





# Demographics

## Gender

	City Wide	Ward 10
Male	50%	53%
Female	50%	47%

## Education

	City Wide	Ward 10
Completed high school or less	18%	38%↑
Some post secondary or completed a college diploma	34%	42%↑
Completed university degree or post-grad degree	48%	19%↓

## Age

	City Wide	Ward 10
18 to 24	12%	12%
25 to 34	22%	16%
35 to 44	18%	19%
45 to 54	20%	21%
55 to 64	13%	15%
65 or older	14%	18%
<i>Mean</i>	44.5	46.7

## Income

	City Wide	Ward 10
Less than \$30,000	7%	11%↑
\$30,000 to <\$45,000	9%	20%↑
\$45,000 to <\$60,000	10%	12%
\$60,000 to <\$75,000	9%	15%↑
\$75,000 to <\$90,000	9%	11%
\$90,000 to <\$105,000	11%	7%
\$105,000 to <\$120,000	11%	9%
\$120,000 to <\$150,000	13%	7%↓
\$150,000 or more	23%	9%↓

Base: Valid respondents



# Household Characteristics

## Tenure in Calgary

	City Wide	Ward 10
Less than 5 years	9%	6%
5 to less than 10 years	10%	8%
10 to less than 15 years	12%	7%↓
15 to less than 20 years	14%	9%
20 to less than 30 years	19%	20%
30 to less than 40 years	15%	21%
40 or more	21%	30%
<i>Mean</i>	25 years	30↑ years

## Household Size

	City Wide	Ward 10
1	13%	12%
2	32%	32%
3	19%	22%
4	23%	18%
5 or more	13%	18%↑
<i>Mean</i>	3	3.1

## Children and Seniors in Household

	City Wide	Ward 10
Yes - Children	37%	35%
Yes - Seniors	16%	22%↑

## Type of Home

	City Wide	Ward 10
Single-detached house	72%	67%
Apartment or apartment-style condominium	12%	6%↓
Townhouse or rowhouse	7%	11%↑
Duplex, triplex or fourplex	8%	13%↑
Another type of multi-dwelling unit	1%	3%↑

## Own or Rent

	City Wide	Ward 10
Own	77%	72%
Rent	20%	26%↑
Other	1%	0%
Neither	2%	2%

## Responsible for Property Taxes

	City Wide	Ward 10
Yes	84%	87%
No	16%	13%

Base: Valid respondents



# Respondent Characteristics

## Born in Canada

	City Wide	Ward 10
Yes	72%	77%
No	28%	23%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=626)	Ward 10 (n=36)
Under the age of 12	27%	31%
12 to 17	10%	13%
18 or older	62%	56%

## Ethnic Background

	City Wide	Ward 10
Caucasian/ white	22%	20%
British	20%	18%
Canadian/ French Canadian	18%	21%
Western European	11%	11%
Southern or Eastern European	11%	8%
East or Southeast Asian	10%	15%
South Asian	7%	3%↓
Central/ South American or Caribbean	3%	1%
West Asian or Middle Eastern	2%	1%
African	2%	5%↑
Aboriginal/ First Nations/ Metis	1%	3%

## Disability

	City Wide	Ward 10
Yes	13%	18%
No	87%	82%

## Visible Minority

	City Wide	Ward 10
Yes	22%	30%↑
No	78%	70%↓

Base: Valid respondents

## Contact

### Jamie Duncan

Vice President

Ipsos Public Affairs

587.952.4863

email: [jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)

### Sheela Das

Director

Ipsos Public Affairs

587.952.4874

email: [sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)