



Ipsos  Reid



The City of Calgary Citizen Satisfaction Survey

Key Findings – Final Report
- November 2005 -



Methodology

- ◆ Telephone survey conducted with a randomly selected sample of Calgarians aged 18 years and older.
- ◆ Survey was fielded between September 21st and October 9th, 2005.
- ◆ Sample size: 1000, margin of error $\pm 3.1\%$, 19 times out of 20
- ◆ Quadrant quotas were set as follows:
 - Northeast n=200 (MOE $\pm 6.9\%$)
 - Northwest n=280 (MOE $\pm 5.9\%$)
 - Southeast n=240 (MOE $\pm 6.3\%$)
 - Southwest n=280 (MOE $\pm 5.9\%$)
- ◆ Results are weighted to reflect the relative size of each quadrant and to ensure the age, and gender distribution reflects that of the actual population according to the 2001 Census.



Methodology (continued)

- ◆ Ipsos-Reid municipal norms are included where available. These norms are derived from work conducted in other municipalities across Canada and are based on up to 25,800 observations conducted in 26 different municipalities.
- ◆ Municipal norms allow The City of Calgary to compare how it is performing compared to other municipalities in Canada on similar issues.

◆ Research Note on Word Scales

- Over the past few years, improvements have been made to the response scales for some questions. Previously, some word scales had been skewed to positive responses and efforts have since been made to provide a more balanced scale.
 - e.g. Response options for some word scales were “Very Good”, “Good”, “Fair” and “Poor”. These response options have been changed to “Very Good”, “Good”, “Poor” and “Very Poor”.
- Accordingly, the response options for Citizens providing positive evaluations of The City has been narrowed and therefore, in some cases, there have been increases in “topbox” scores. Readers should therefore interpret these ‘improvements’ with caution. Affected questions are noted throughout this report.



Methodology (continued)

◆ Research Note on Numeric Scales

- Changes in scales have also been made to some questions that comprise the independent variables of the Performance Index. These response scales are no longer 4-point word scales and are now 10-point numeric scales. This allows for more variability in the data and a more robust Performance Index.
- The Spring 2005 study was a transitional wave for the 3 questions affected by this change and at that time, respondents rated both versions of the questions (i.e. on the 4-point word scale and the 10-point numeric scale). Therefore, it was possible to compare and analyze Citizens' responses to these questions and map the scales together.



Methodology (continued)

◆ Research Note on Numeric Scales (continued)

– The results of this analysis revealed that:

- Responses of “Very Good”/”Very Satisfied”/”Very Good Value” corresponded to numeric responses of 9 or 10.
- Responses of “Good”/”Satisfied”/”Good Value” correspond to numeric responses of 7 or 8.
- Responses of “Poor”/”Not Very Satisfied”/”Fair Value” correspond to numeric responses of 3 or 4.
- Responses of “Very Poor”/”Not at all Satisfied”/”Poor Value” correspond to numeric responses of 1 or 2.
- Numeric responses of 5 or 6 provide a neutral category that was not available in the old word-based scales.



Methodology (continued)

◆ Research Note on Tracking

- Where possible, results for areas of Citizen Satisfaction will be compared to Spring 2005. However, given that some performance areas were not measured in the Spring, the next most recent tracking measurement (Fall 2004) will be the basis for comparison.



Key Findings

- ◆ Despite continuing concerns over transportation issues such as roads, infrastructure and public transit, Calgarians provide record-high evaluations for The City's performance overall as well as the quality of services provided by The City.
- ◆ Citizens maintain high levels of satisfaction with the quality of life in Calgary and compared to results obtained last spring and fall, more Calgarians feel that the quality of life in The City has improved.
- ◆ Overall, The City performs comparable to municipal norms in most areas of Citizen Satisfaction.



Ipsos Reid

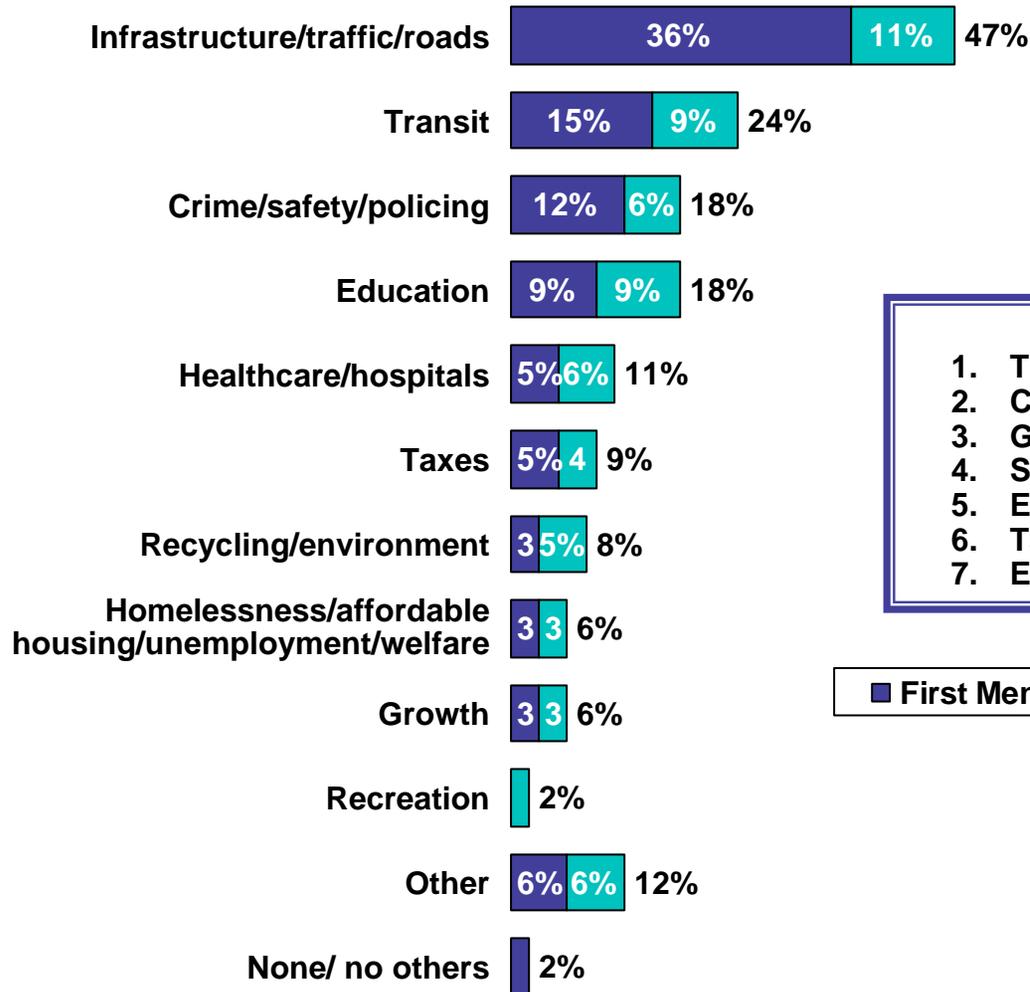


Detailed Findings



Issue Agenda

In your view, as a resident of The City of Calgary, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders? Any others?



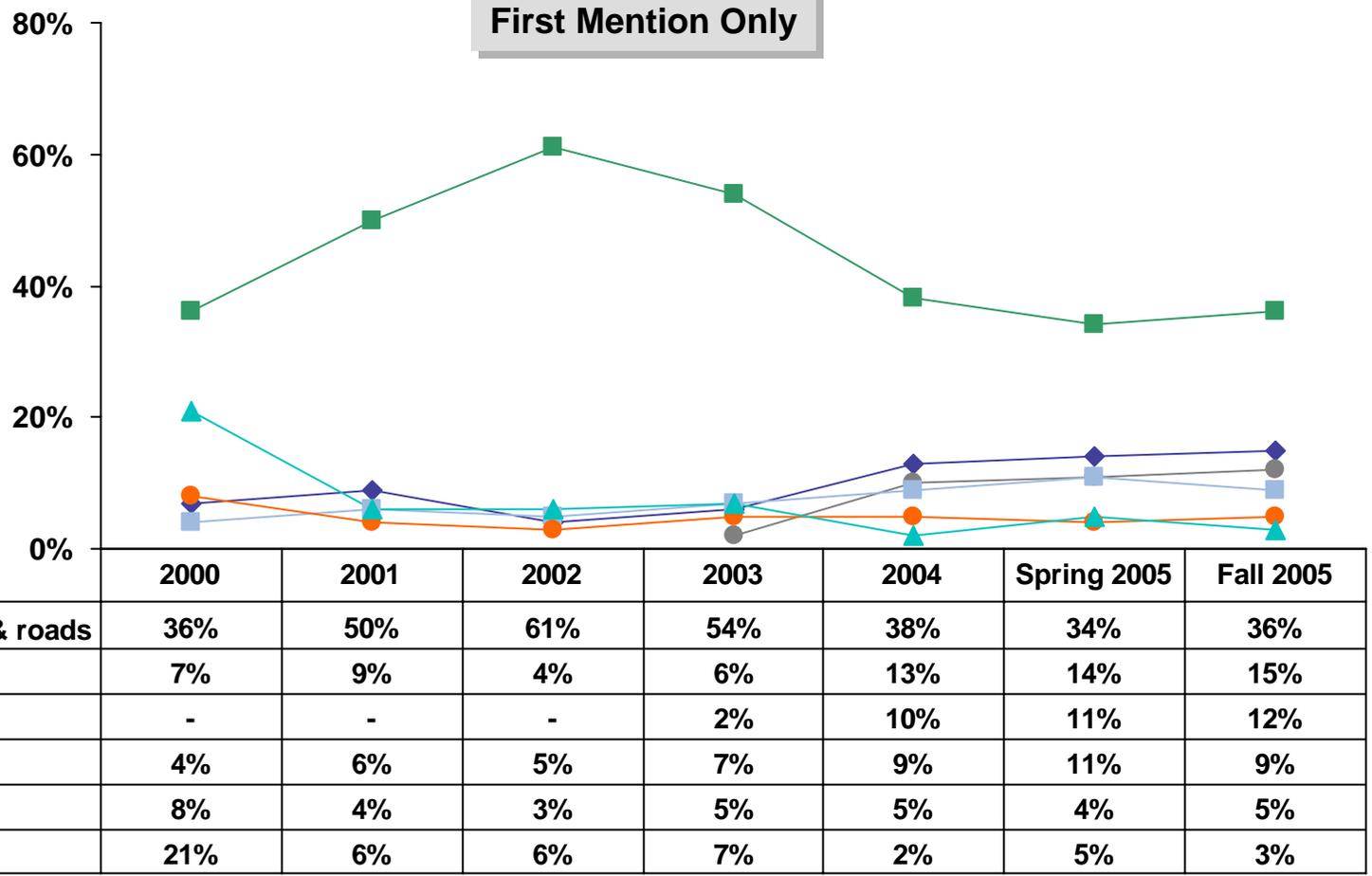
- Municipal Norms**
1. Transportation: 31%
 2. Crime: 17%
 3. Growth: 13%
 4. Social: 10%
 5. Education: 10%
 6. Taxation/ Spending: 9%
 7. Environment: 8%

■ First Mention ■ Second Mention



Tracking Most Important Issues Facing Calgary

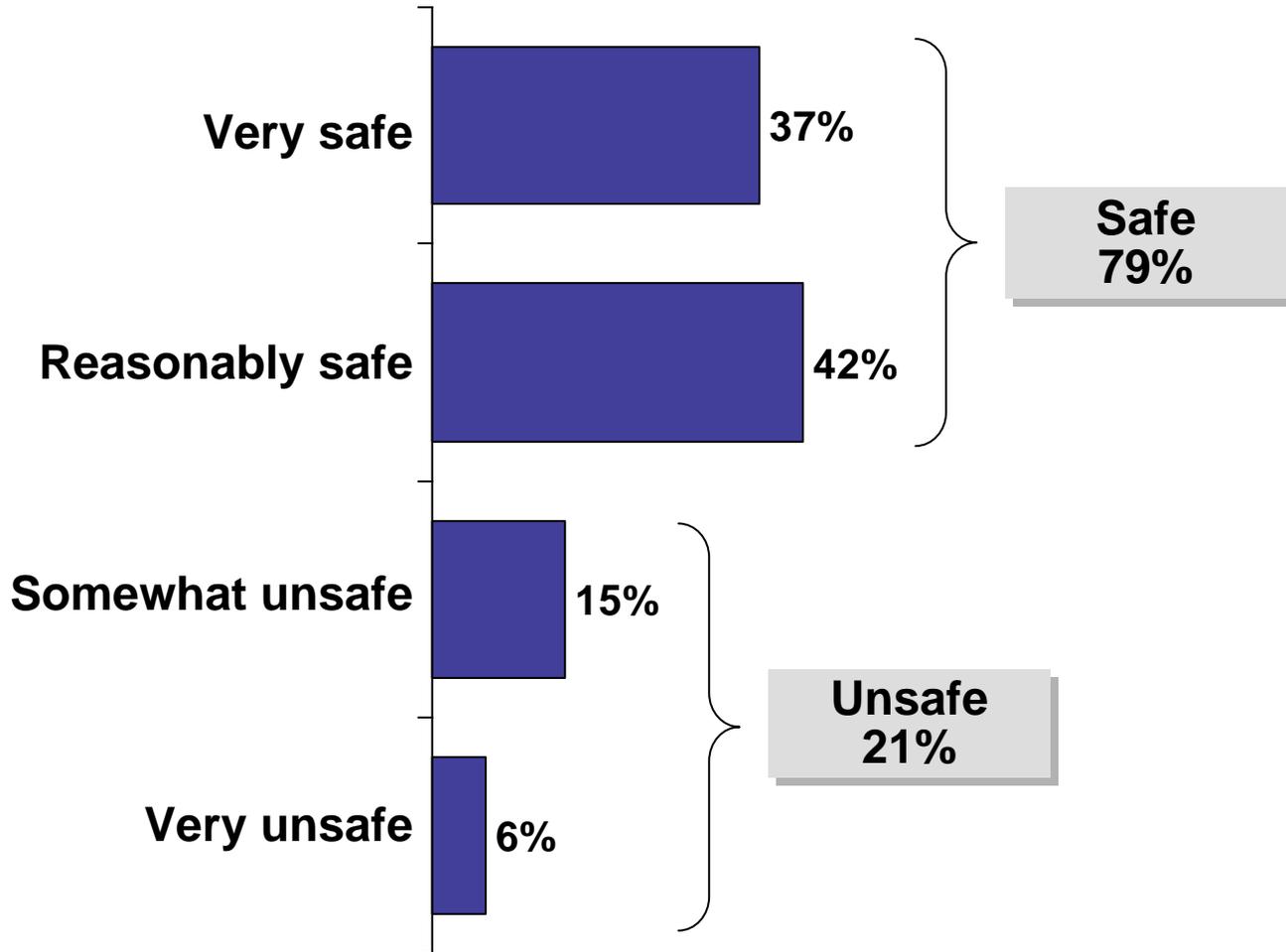
*In your view, as a resident of The City of Calgary, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?
(Previously asked as: What, in your opinion, is the most important issue facing The City of Calgary today?)*





Safety in Own Neighbourhoods

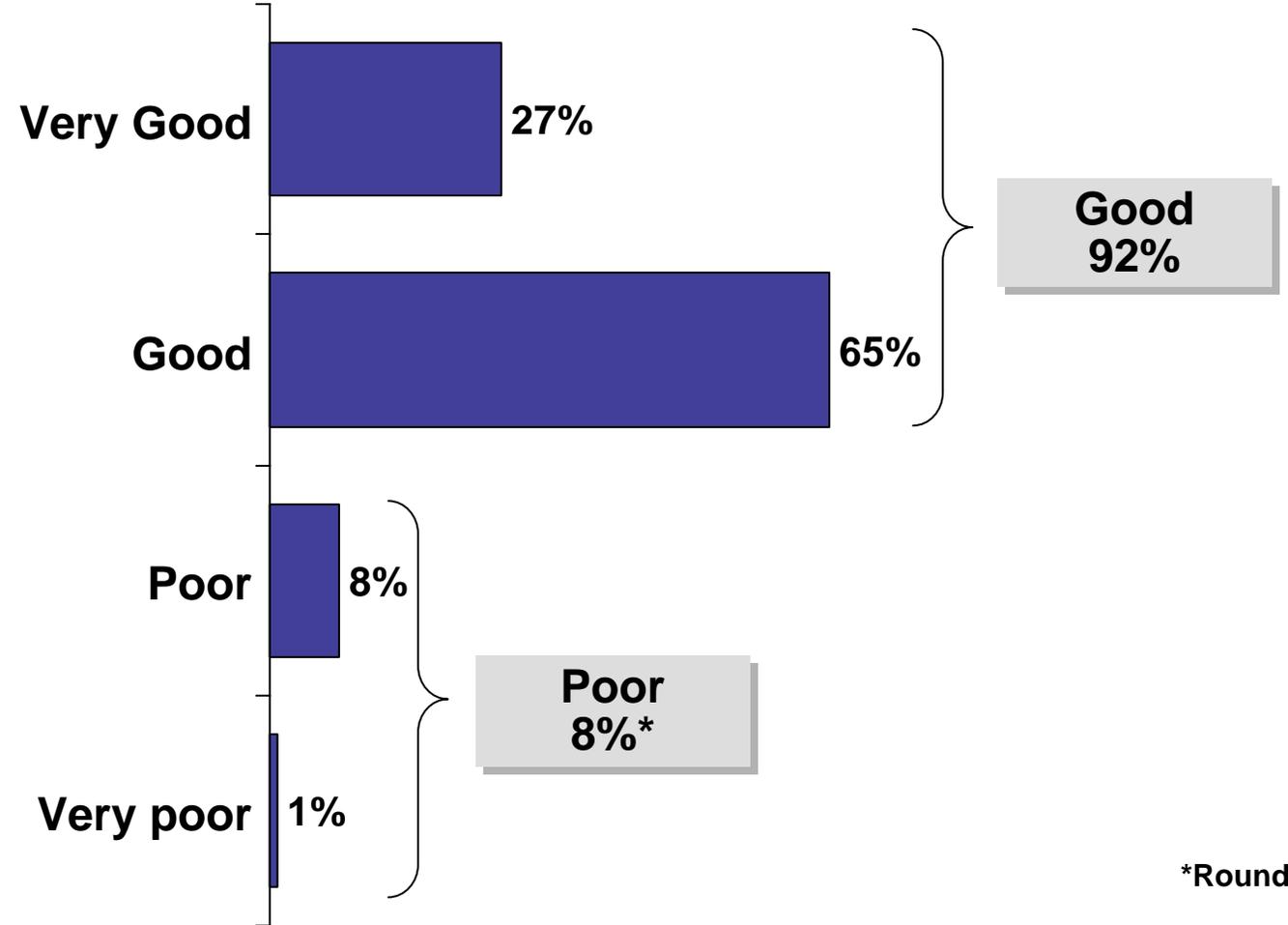
How safe do you feel or would you feel walking alone in your neighbourhood after dark?





Overall State of Calgary's Environment

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



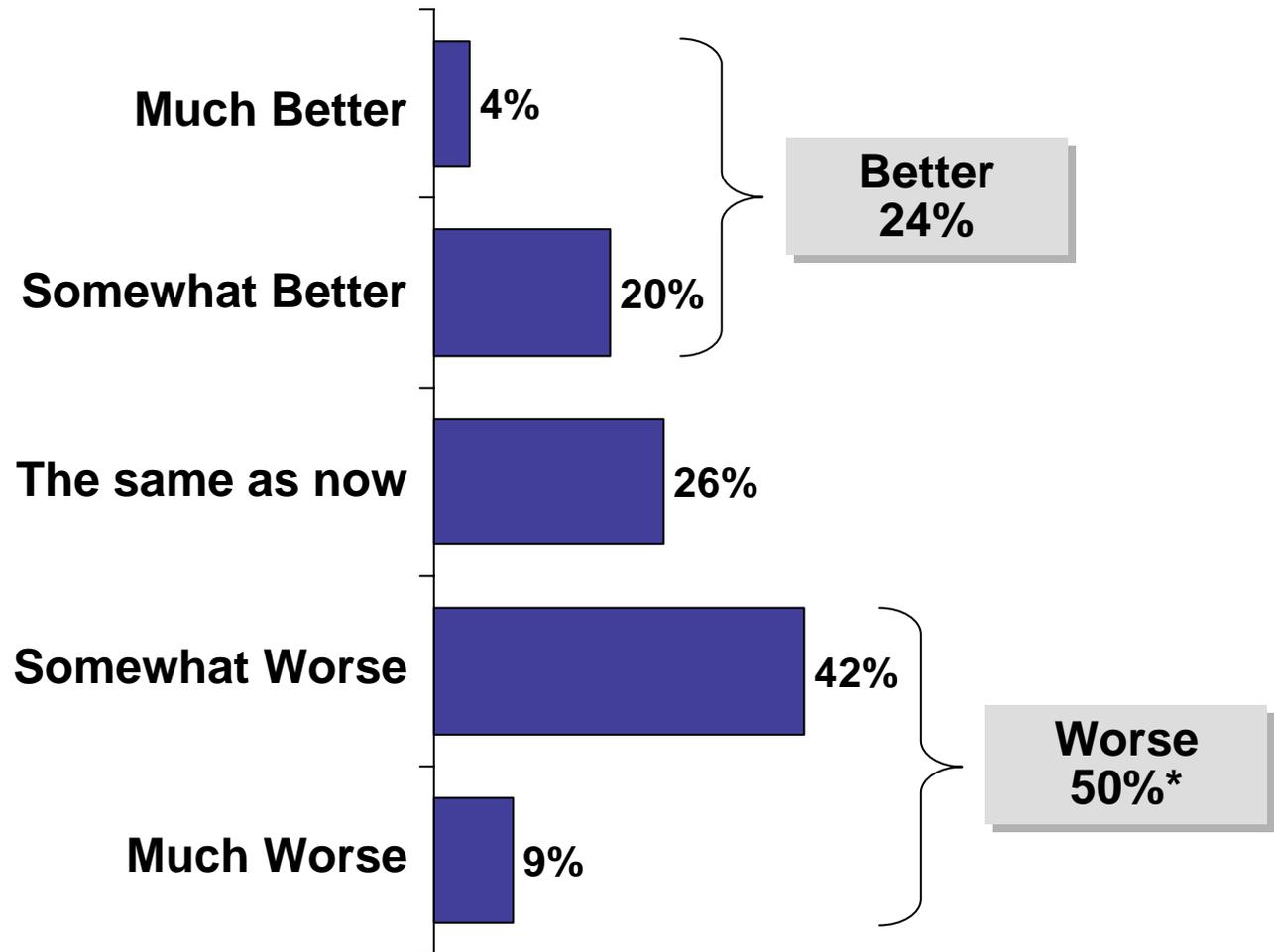
*Rounding

**Wording of Scale has changed. Readers should refer to notes in methodology and interpret findings with caution.



Outlook for Calgary's Environment

Now, thinking into the future ten years from now, let's say the year 2015, do you think the overall state of the environment in Calgary will be ...?



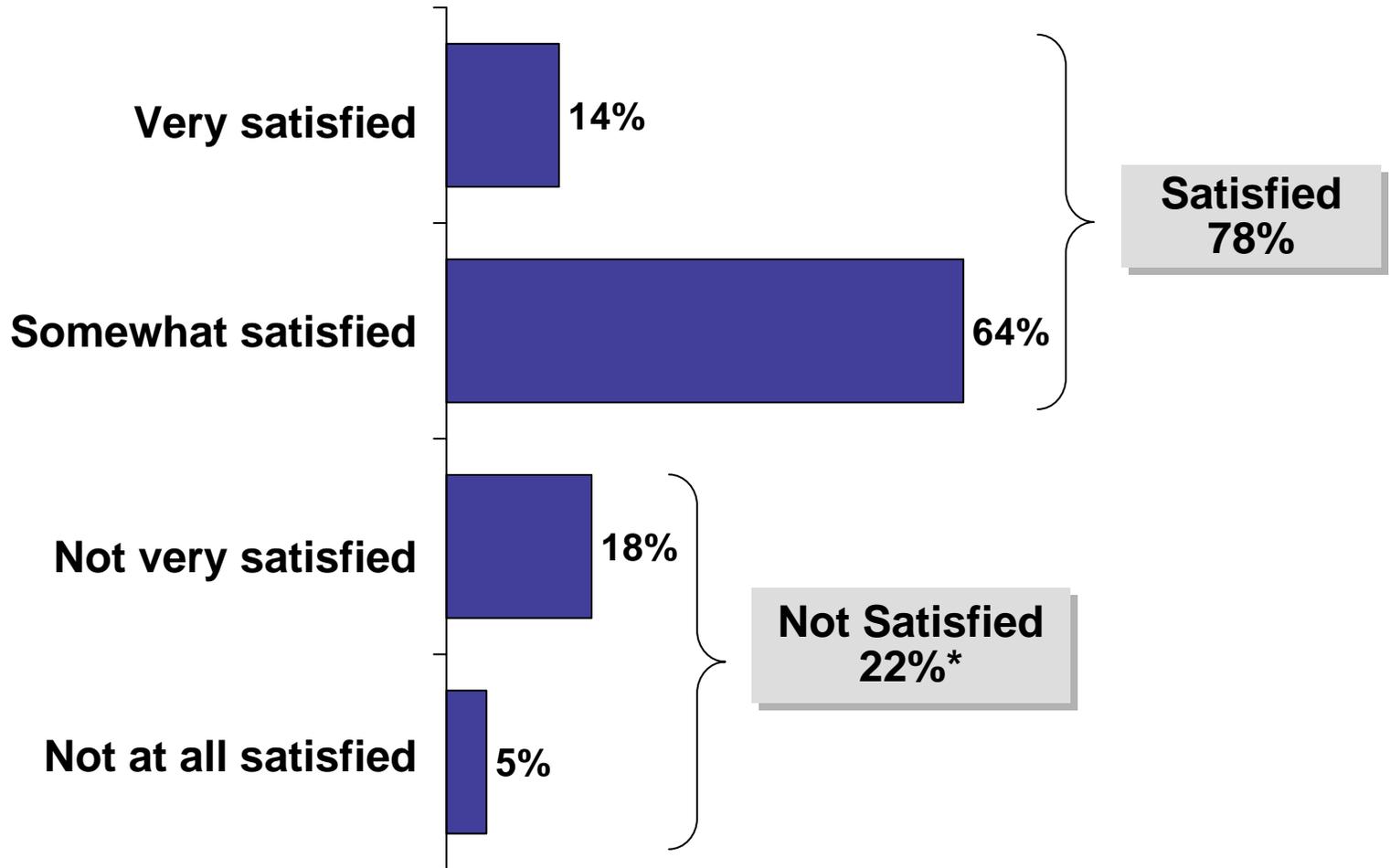
*Rounding

Base: Valid respondents (n=993)



Satisfaction with City's Environmental Performance

And, how satisfied are you with the job The City of Calgary is currently doing when it comes to dealing with the environment?



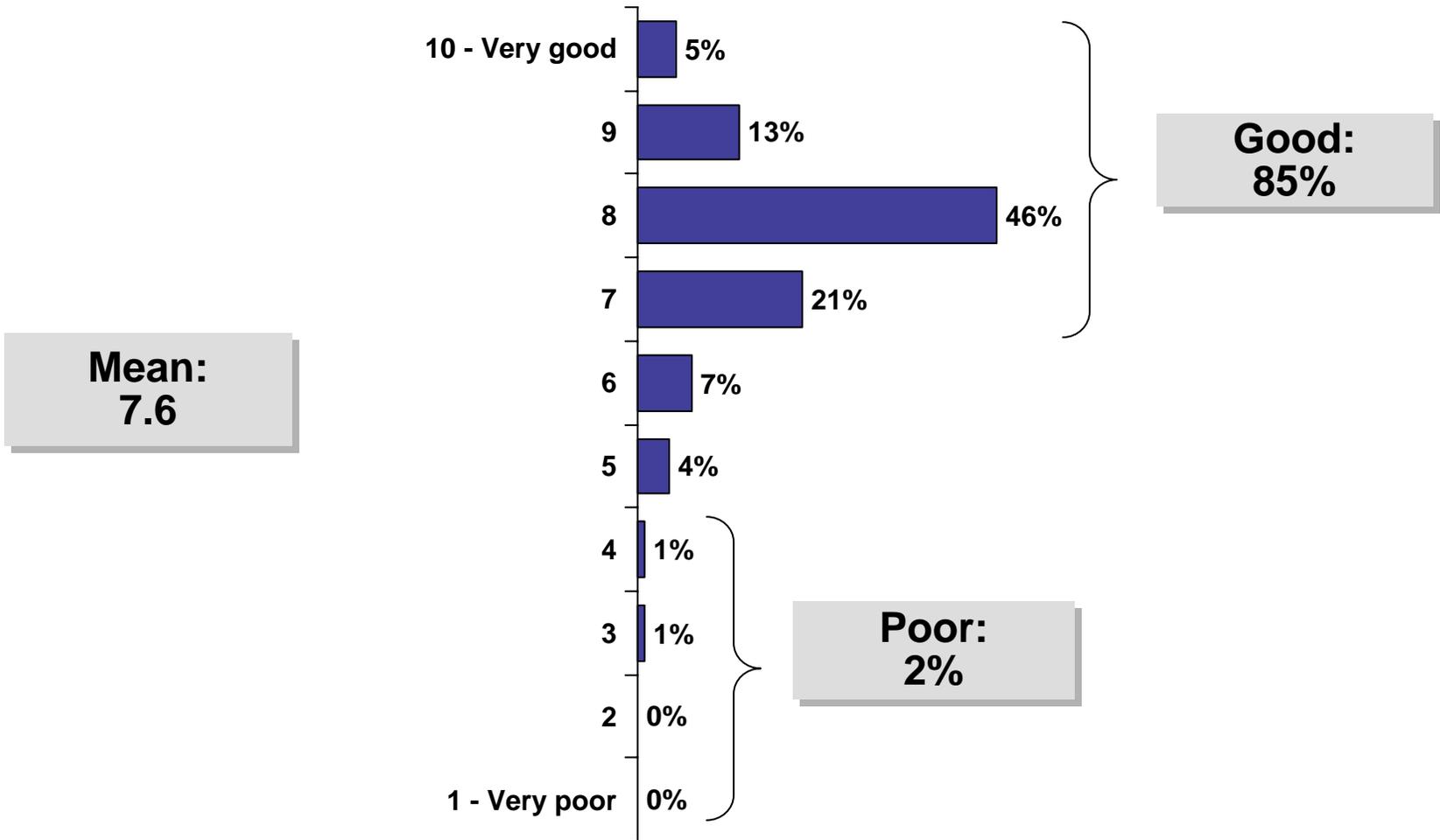
*Rounding

Base: Valid respondents (n=992)



Overall Quality of Life in Calgary

On a scale of '1' to '10' where 1 represents 'very poor' and '10' represents 'very good' how would you rate the overall quality of life in The City of Calgary today?

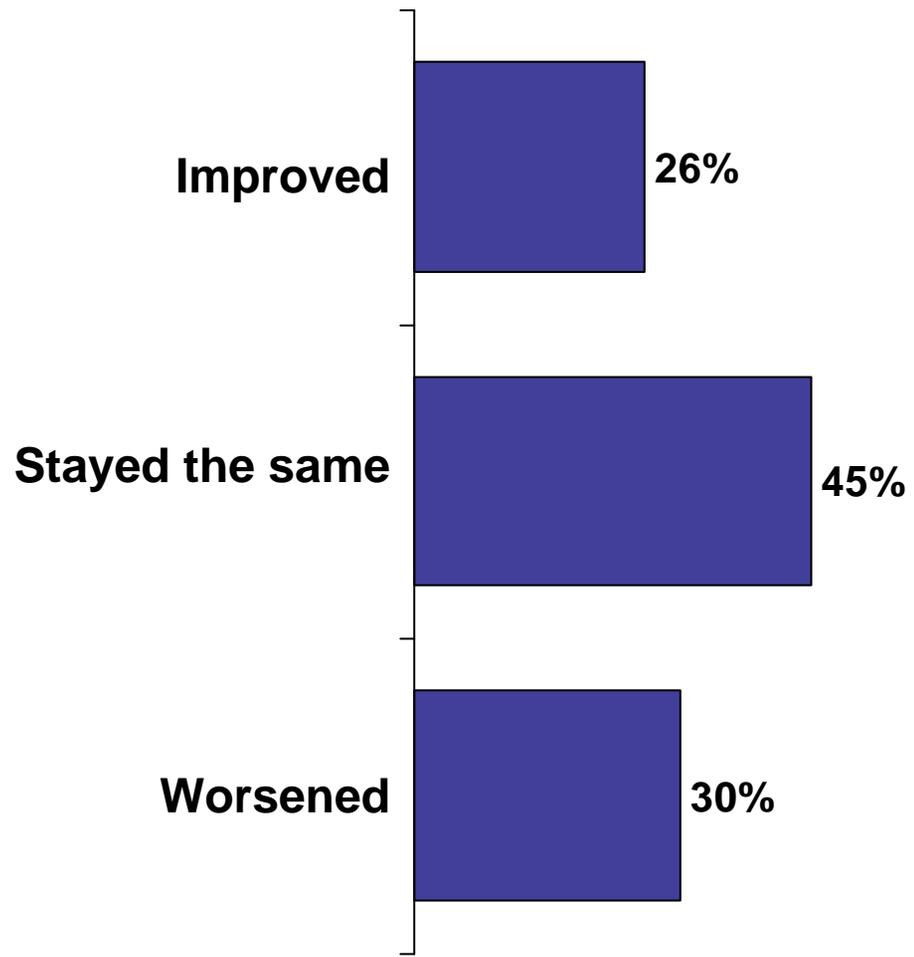


*Rounding



Quality of Life Changes in Past Three Years

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



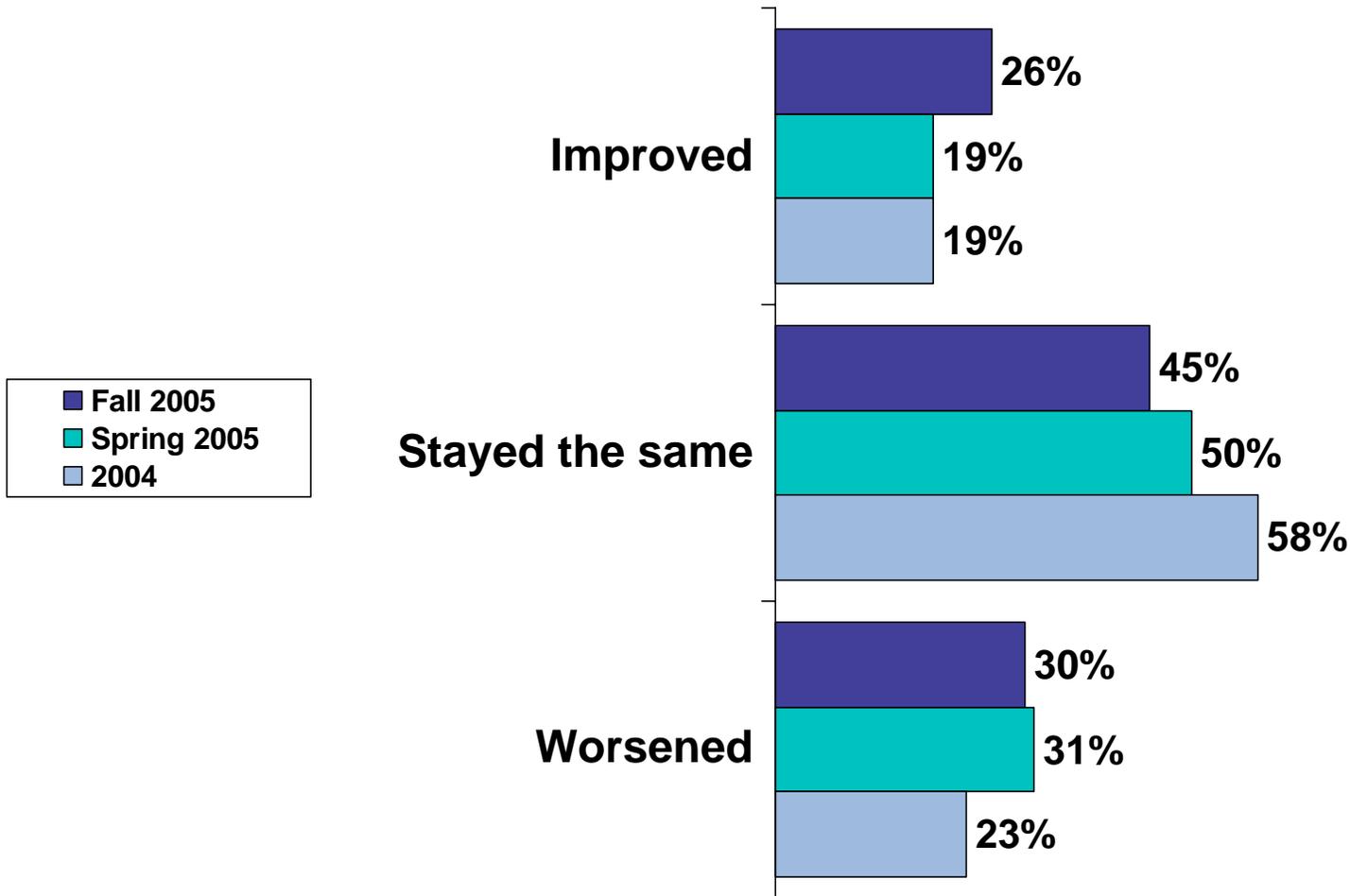
Municipal Norms - Improved
Overall: 25%
Alberta: 22%

Municipal Norms - Worsened
Overall: 21%
Alberta: 26%



Tracking Quality of Life Changes in Past Three Years

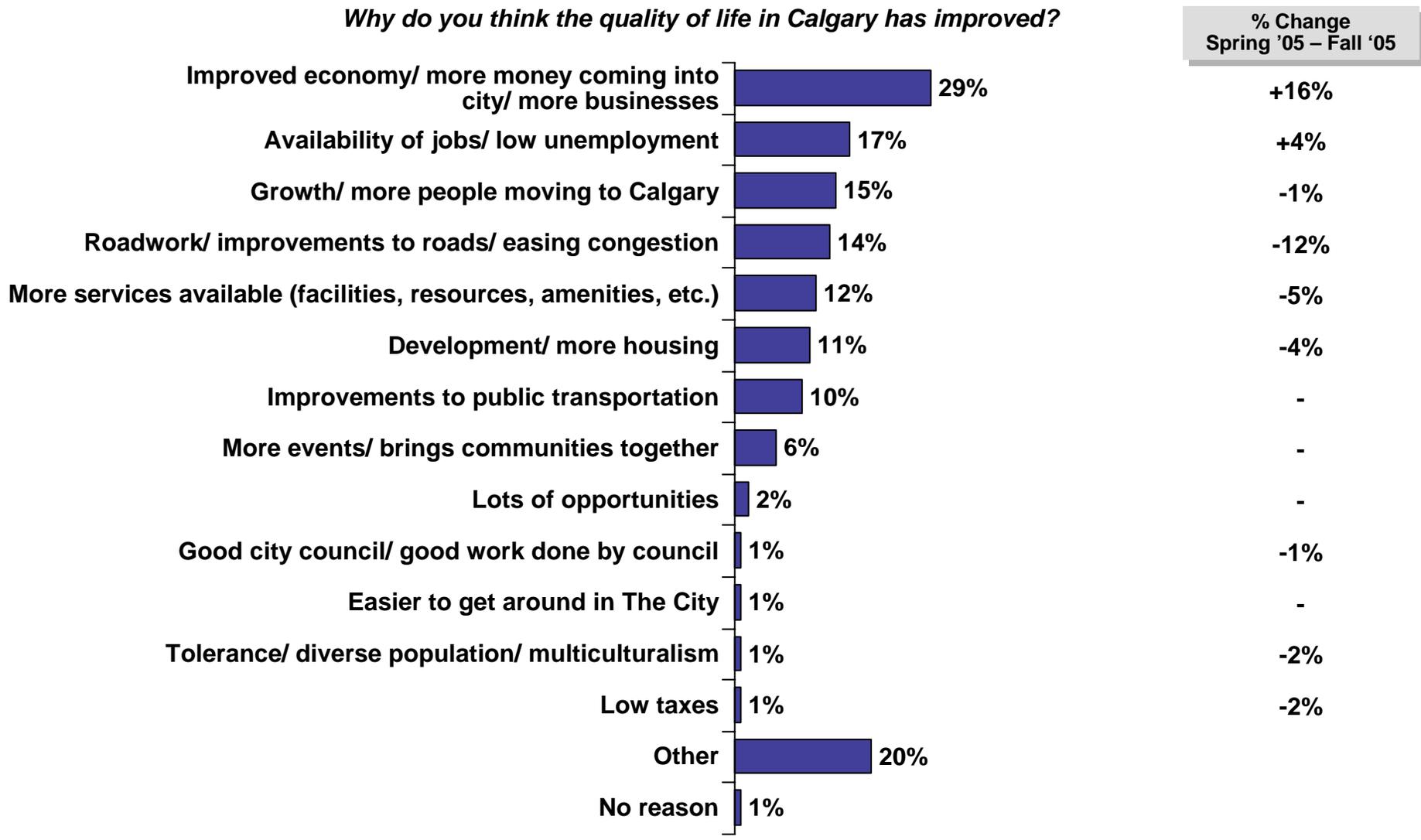
And, do you feel that the quality of life in The City of Calgary in the past three years has ...?





Reasons for Improved Quality of Life

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



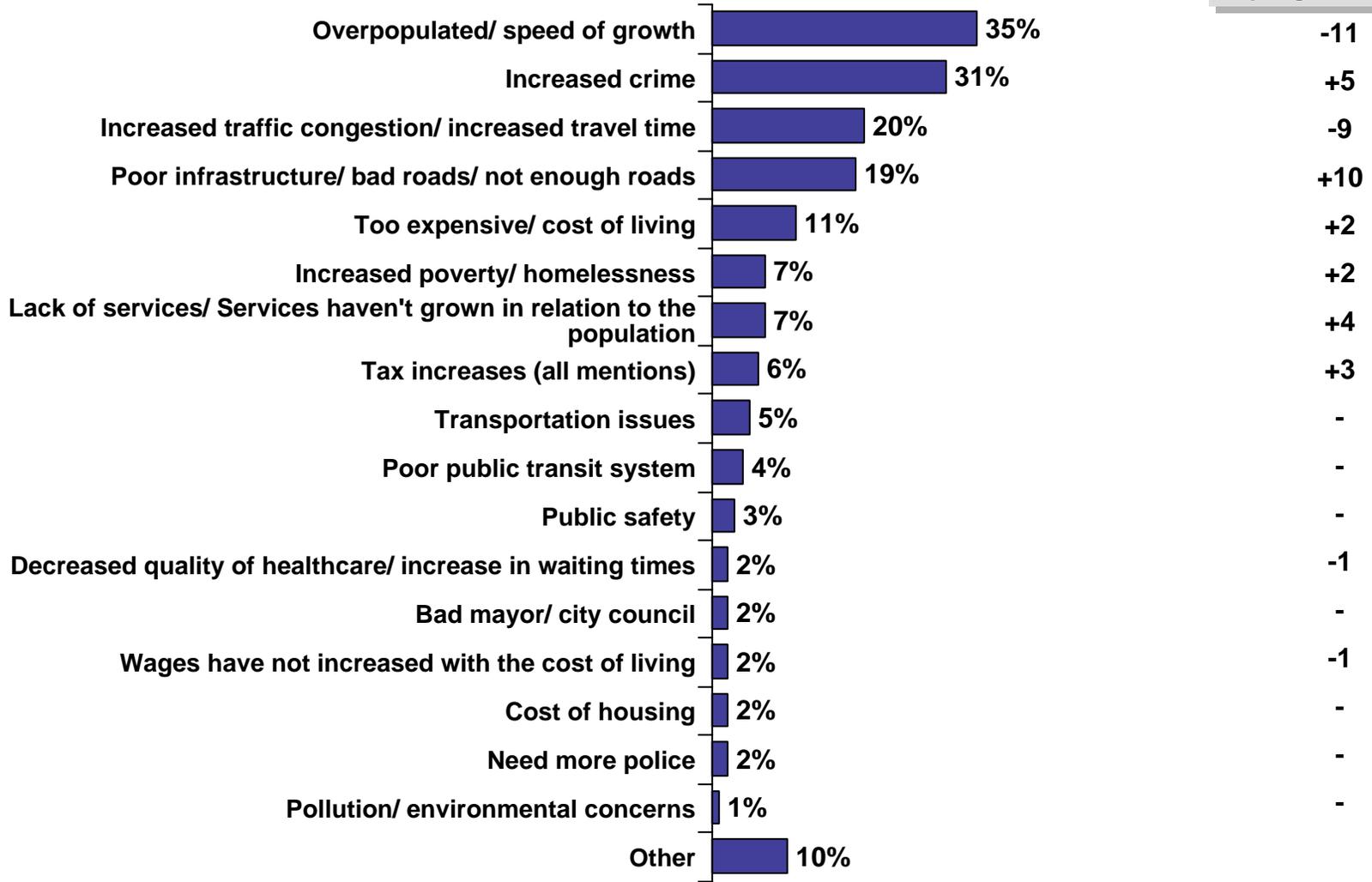
Base: Those who feel quality of life has improved - Valid Respondents (n=232)



Reasons for Deteriorated Quality of Life

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

**% Change
Spring '05 – Fall '05**

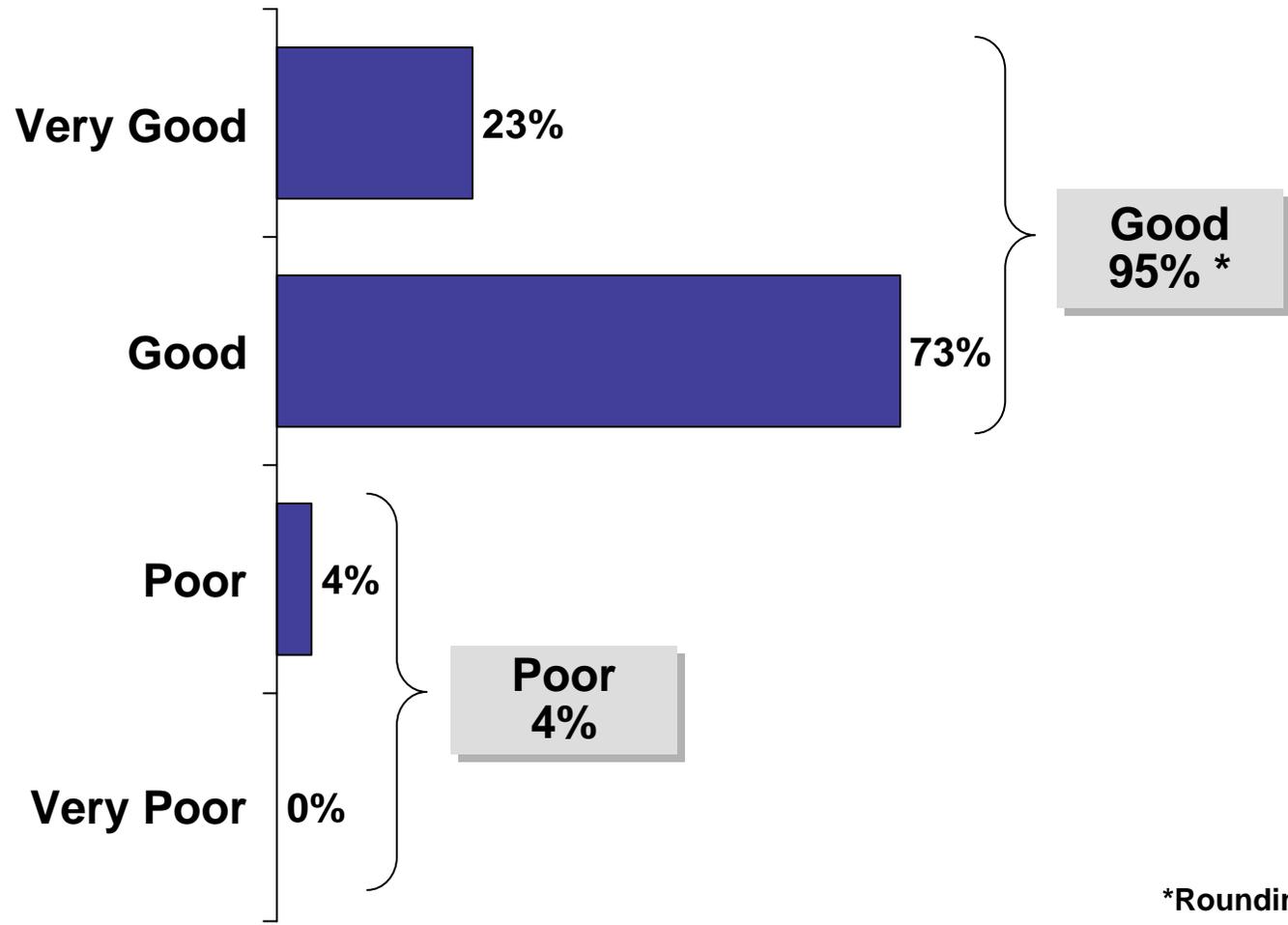


Base: Those who feel quality of life has worsened - Valid Respondents (n=301)



Overall Quality of Services in Calgary

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



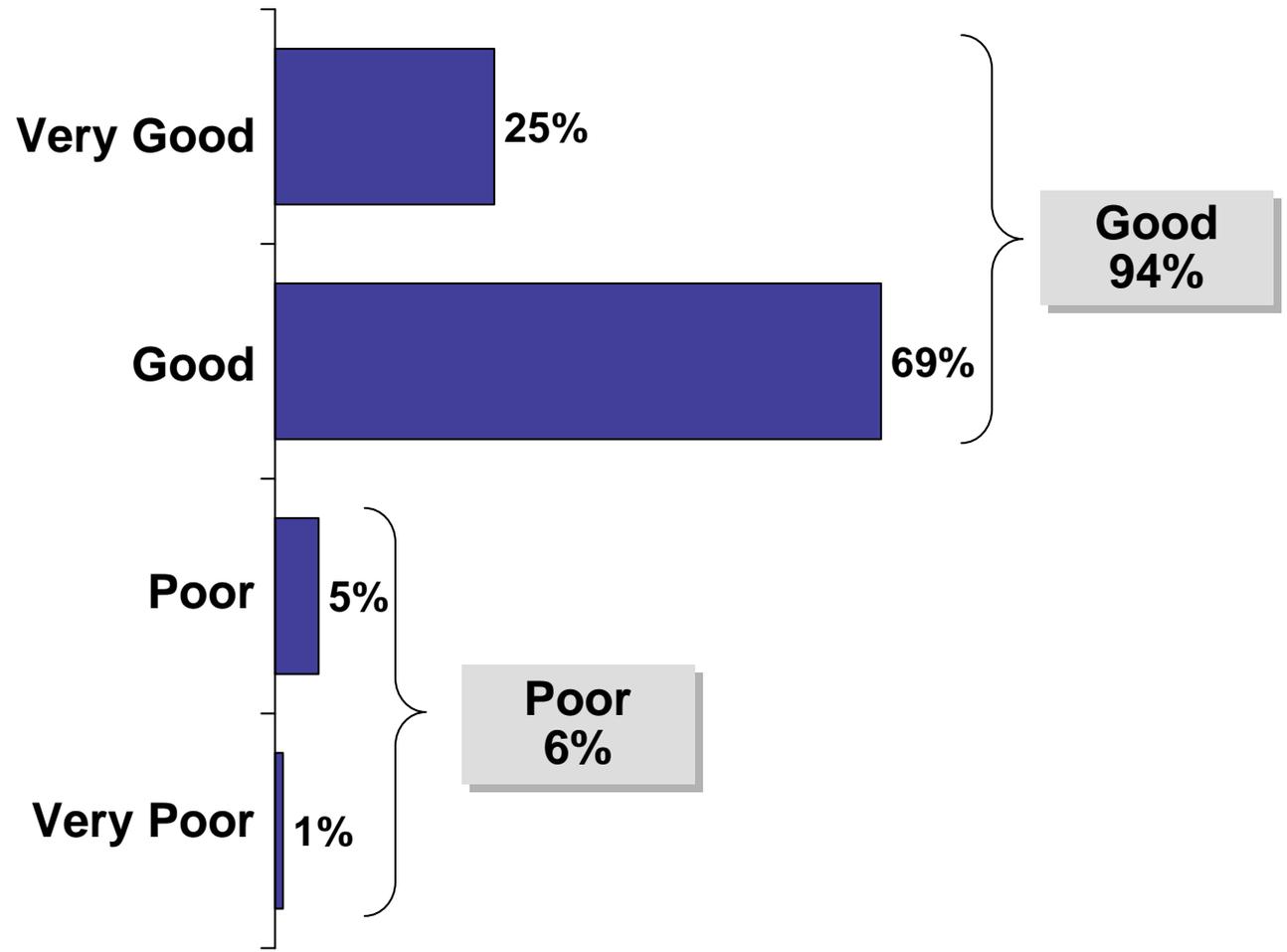
*Rounding

**Wording of Scale has changed. Readers should refer to notes in methodology and interpret findings with caution.



Overall Performance of The City of Calgary

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



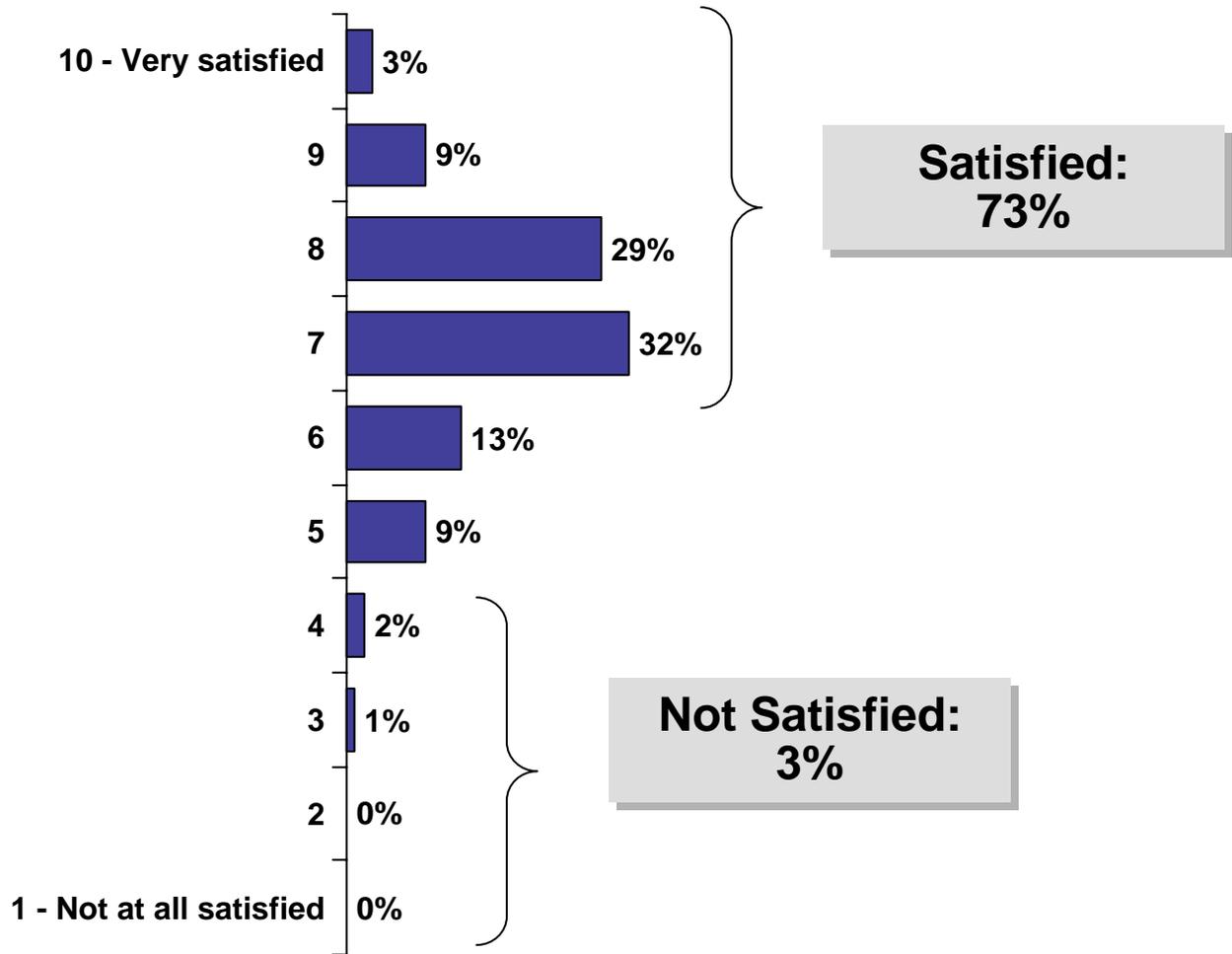
**Wording of Scale has changed. Readers should refer to notes in methodology and interpret findings with caution.



Overall Satisfaction with Programs and Services

Using a scale from '1' to '10' where '1' represents 'not at all satisfied' and '10' represents 'very satisfied' how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary.

**Mean:
7.1**

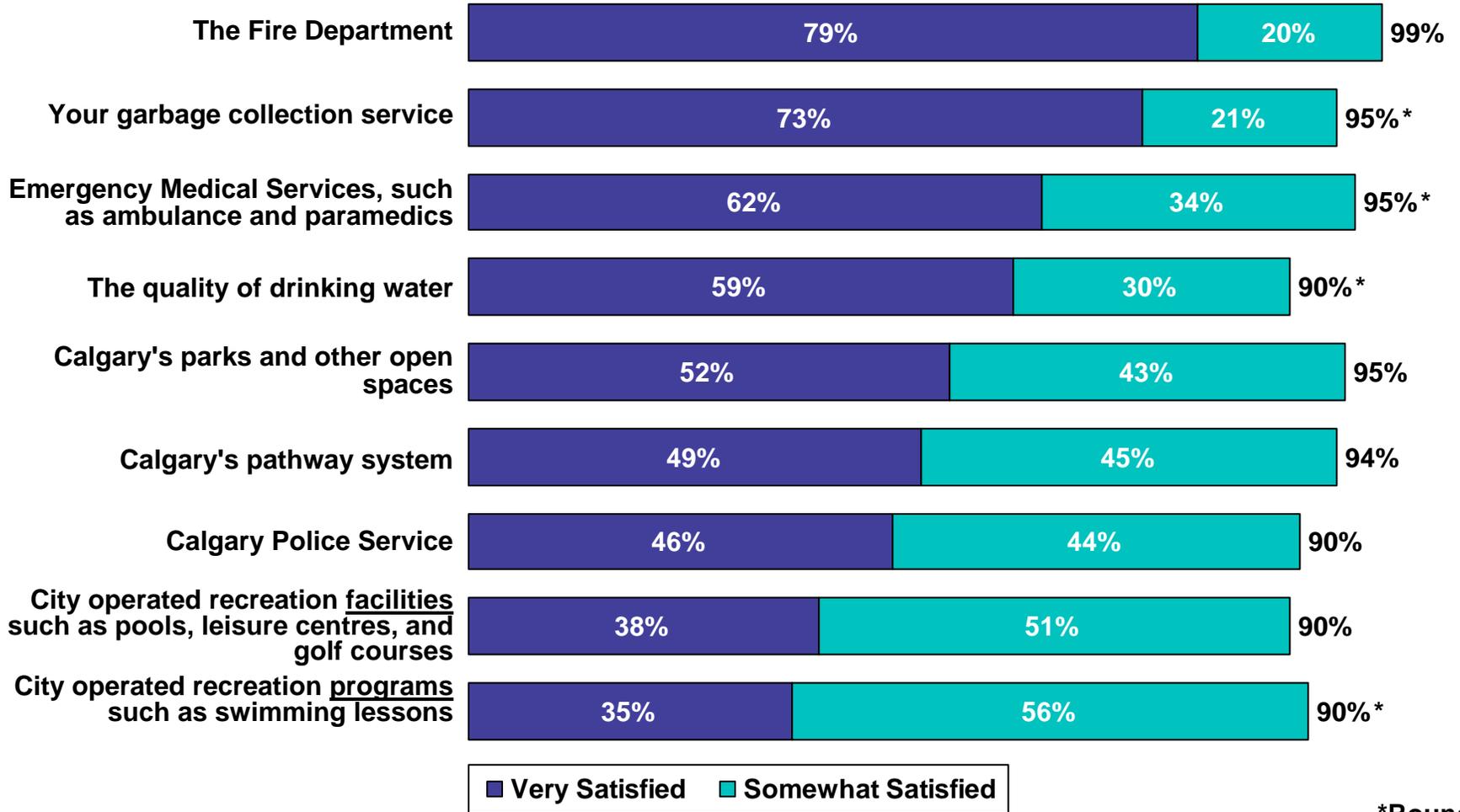


*Rounding



Satisfaction With Programs and Services

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



*Rounding

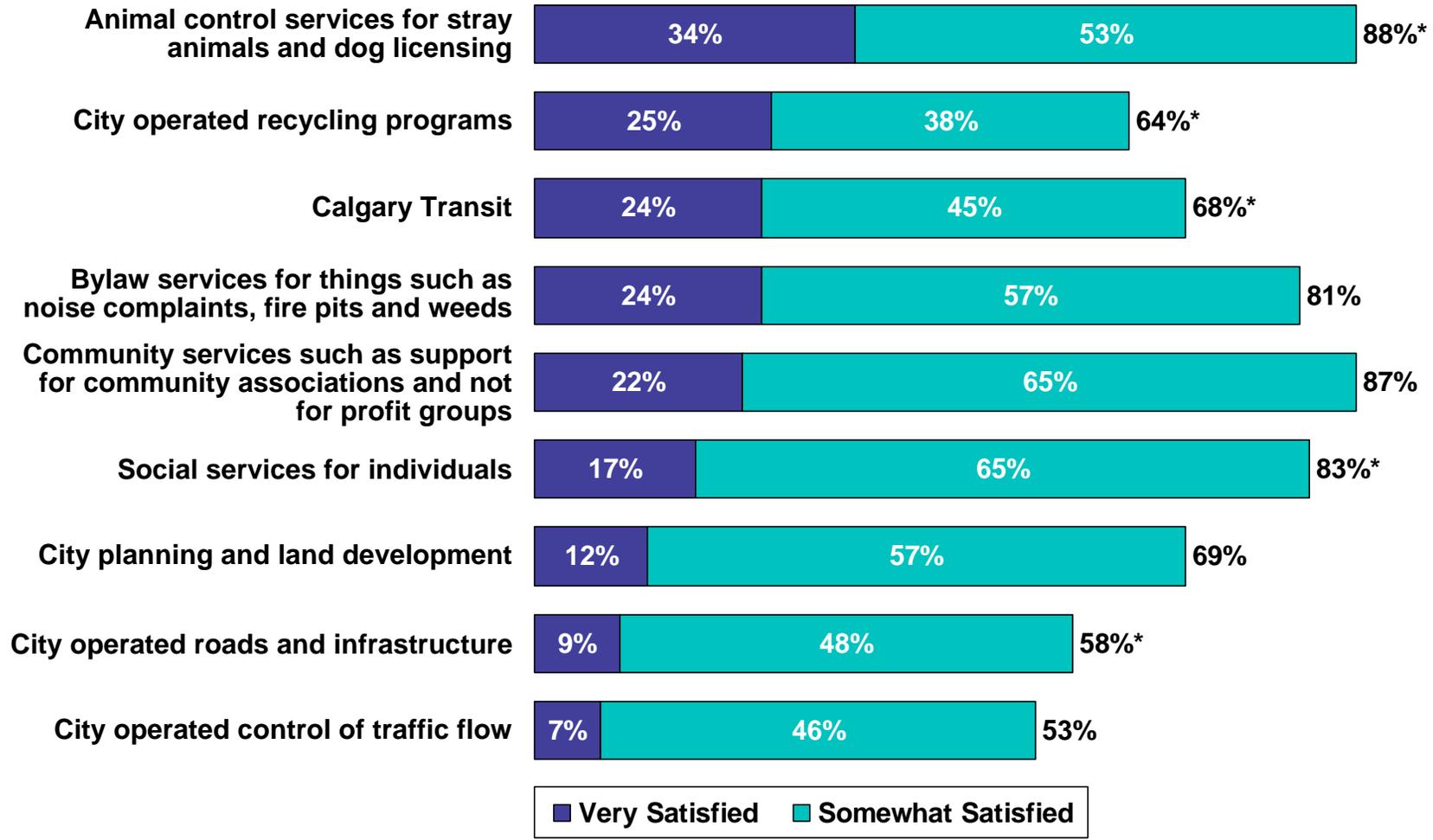
Base: Valid Respondents



Satisfaction With Programs and Services

Continued

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



*Rounding

Base: Valid Respondents

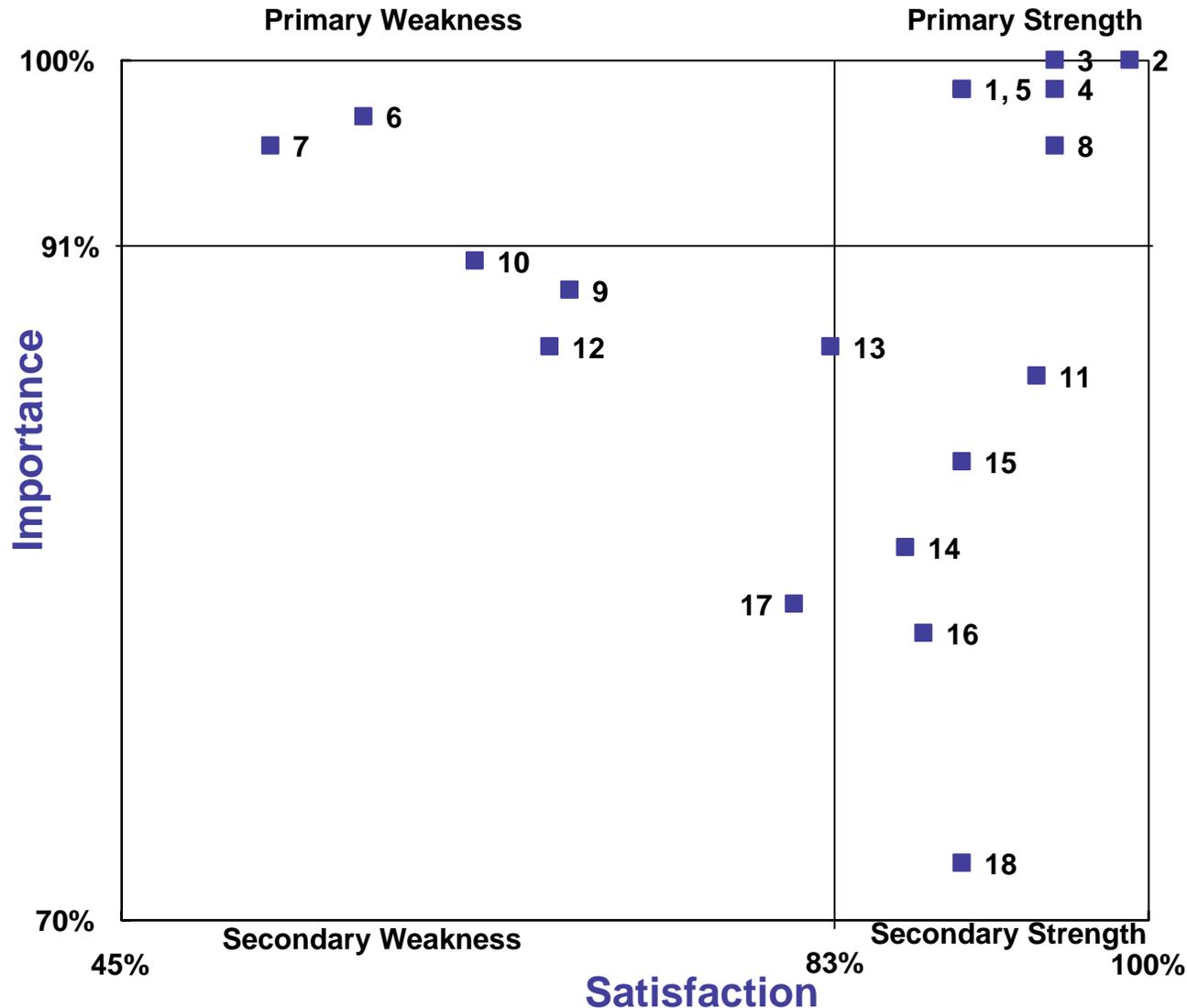


Research Note on Action Grid

- ◆ An action grid is a two-dimensional graph that allows us to map out a range of issues, taking into account both importance and performance.
- ◆ Service areas may be located in one of four quadrants: *Primary Strengths*, *Secondary Strengths*, *Primary Weakness* and *Secondary Weakness*.
- ◆ In previous years, the line of delineation between more important vs. less important services (and similarly, between those which Calgarians are more satisfied with vs. less satisfied) was set at a consistent level (70% for importance ratings and 60% for satisfaction ratings).
- ◆ Beginning in Spring 2005, however, the line of delineation is more accurate and is calculated by taking the average of the “topbox” scores for both importance and satisfaction. Hence, there will be notable differences between previous year’s ratings and those obtained in Spring and Fall 2005.



Importance vs. Satisfaction Action Grid



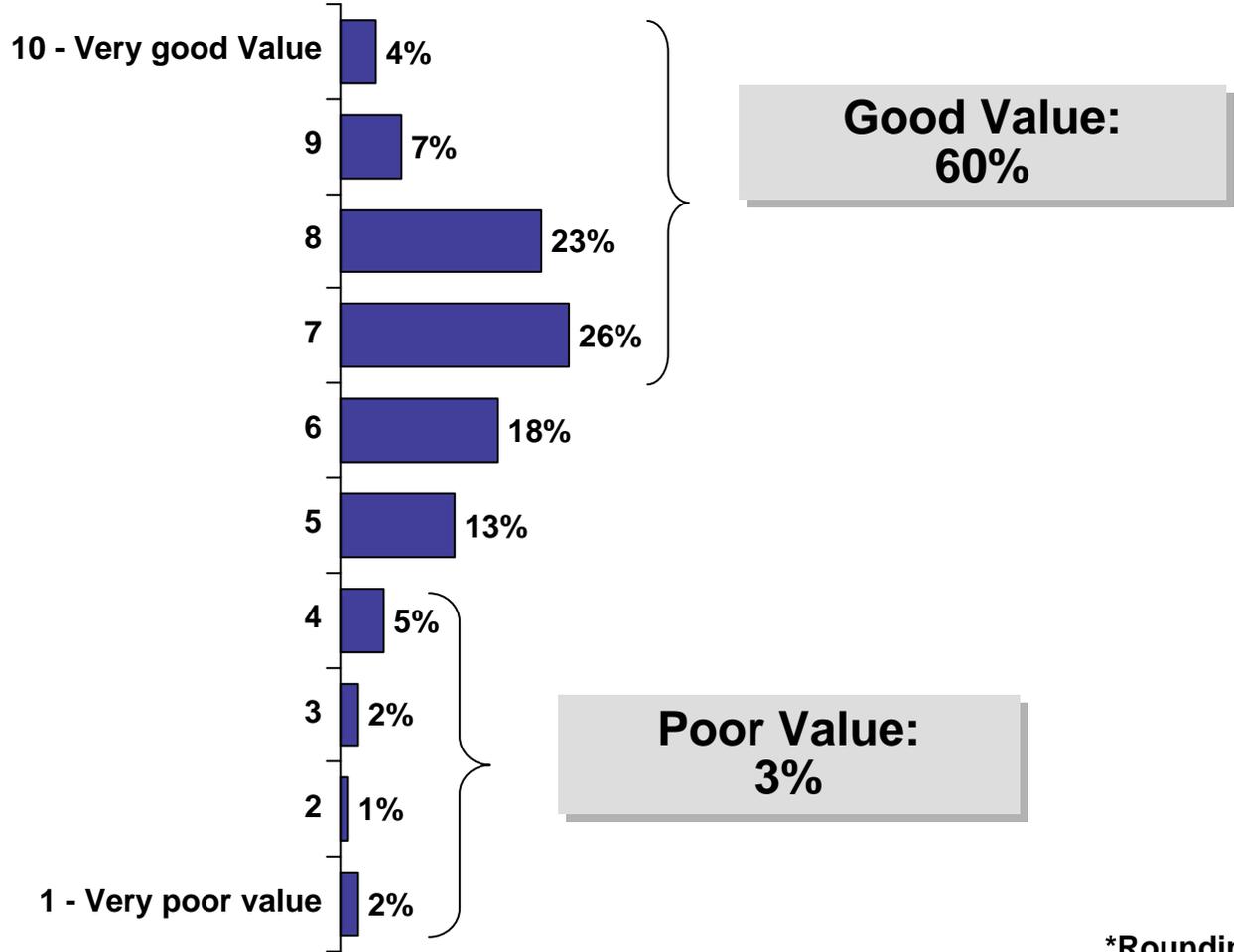
1. Calgary Police Service
2. The Fire Department
3. Emergency Medical Services, such as ambulance and paramedics
4. Your garbage collection service
5. The quality of drinking water
6. City operated roads and infrastructure
7. City operated control of traffic flow
8. Calgary's parks and other open spaces
9. City planning and land development
10. City-operated recycling programs
11. Calgary's pathway system
12. Calgary transit
13. Social services for individuals
14. Community services such as support for community associations and not for profit groups
15. City operated recreation facilities such as pools, leisure centres, and golf courses
16. Animal control services for stray animals and dog licensing
17. Bylaw services for things such as noise complaints, fire pits and weeds
18. City operated recreation programs such as swimming lessons



Value of Property Taxes

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

**Mean
6.6**

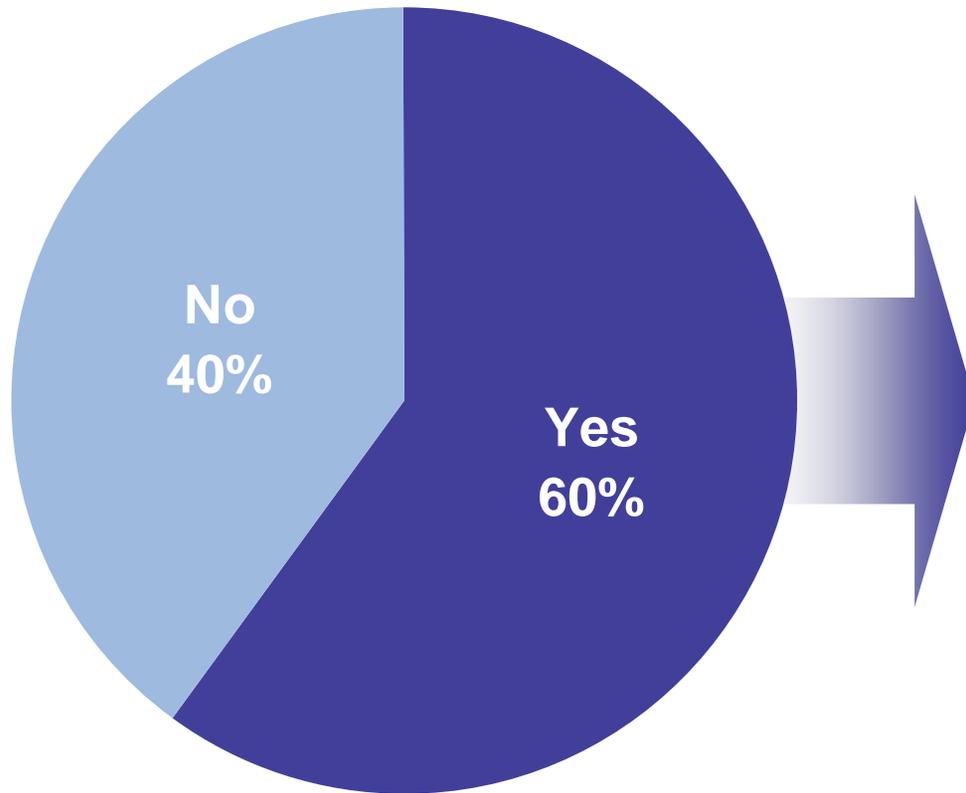


*Rounding



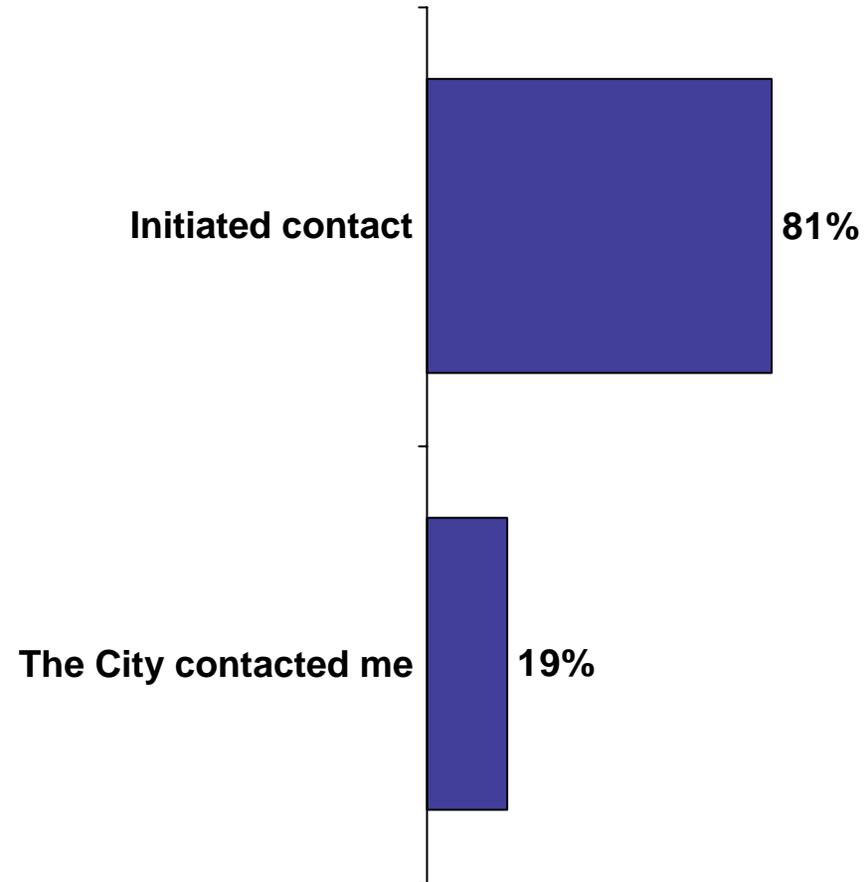
Contact with The City of Calgary

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



Base: Valid respondents (n=997)
*Question wording has changed.

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

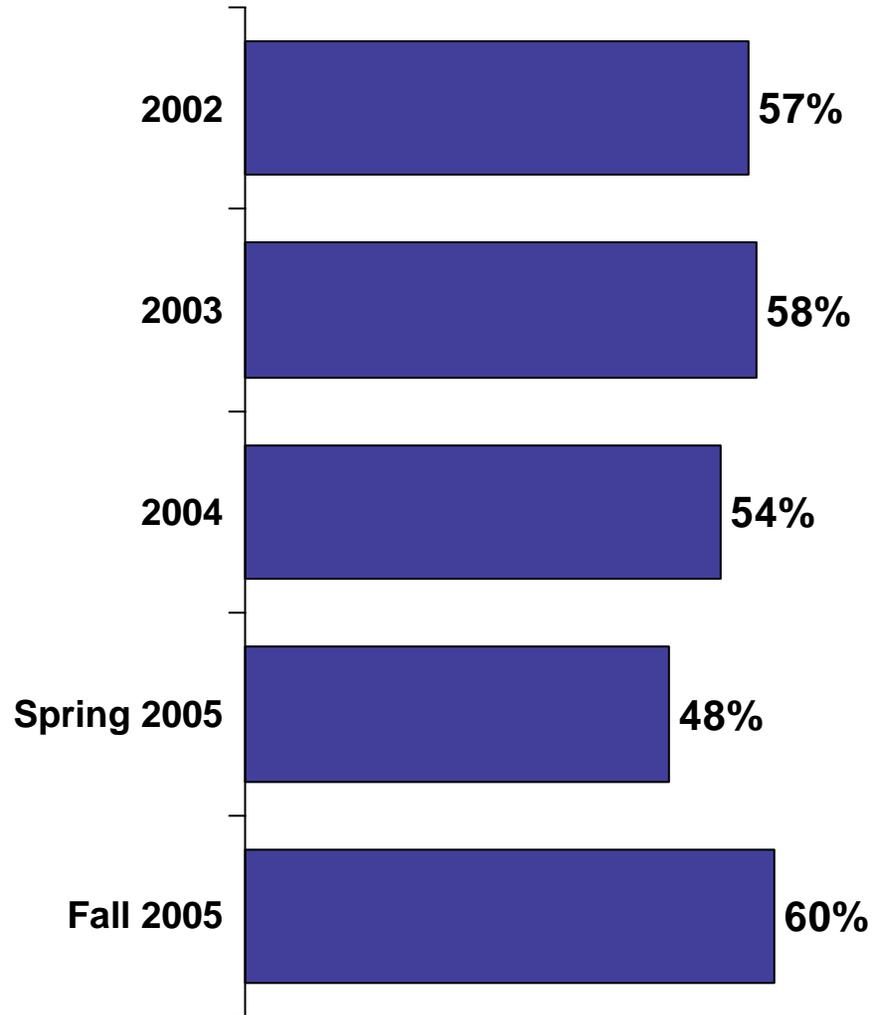


Base: Those who contacted or dealt with the City of Calgary in past year (n=596)



Tracking Contact with The City of Calgary

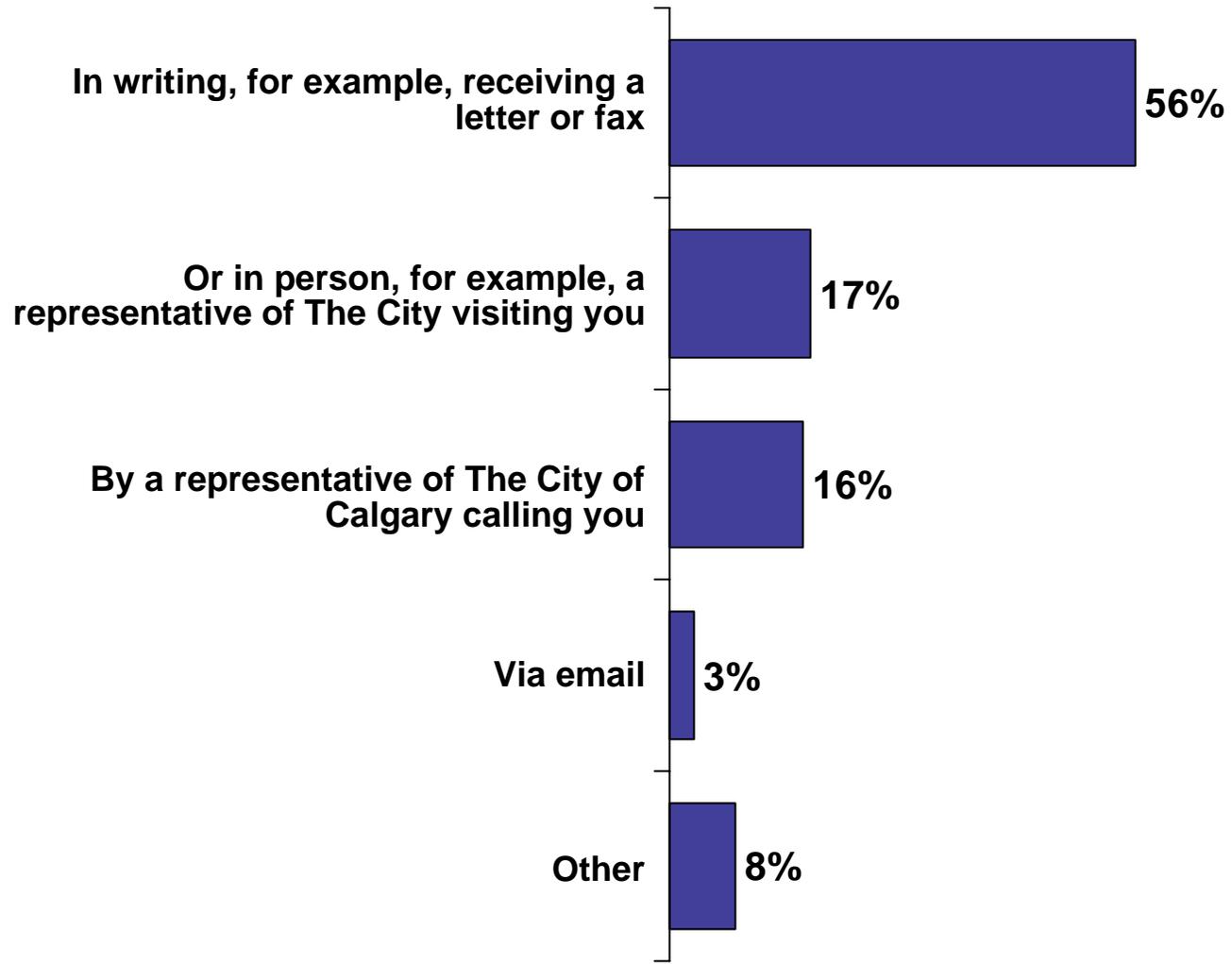
Have you contacted or dealt with The City of Calgary or one of its employees in the last 12 months?





Type of City-Initiated Contact

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

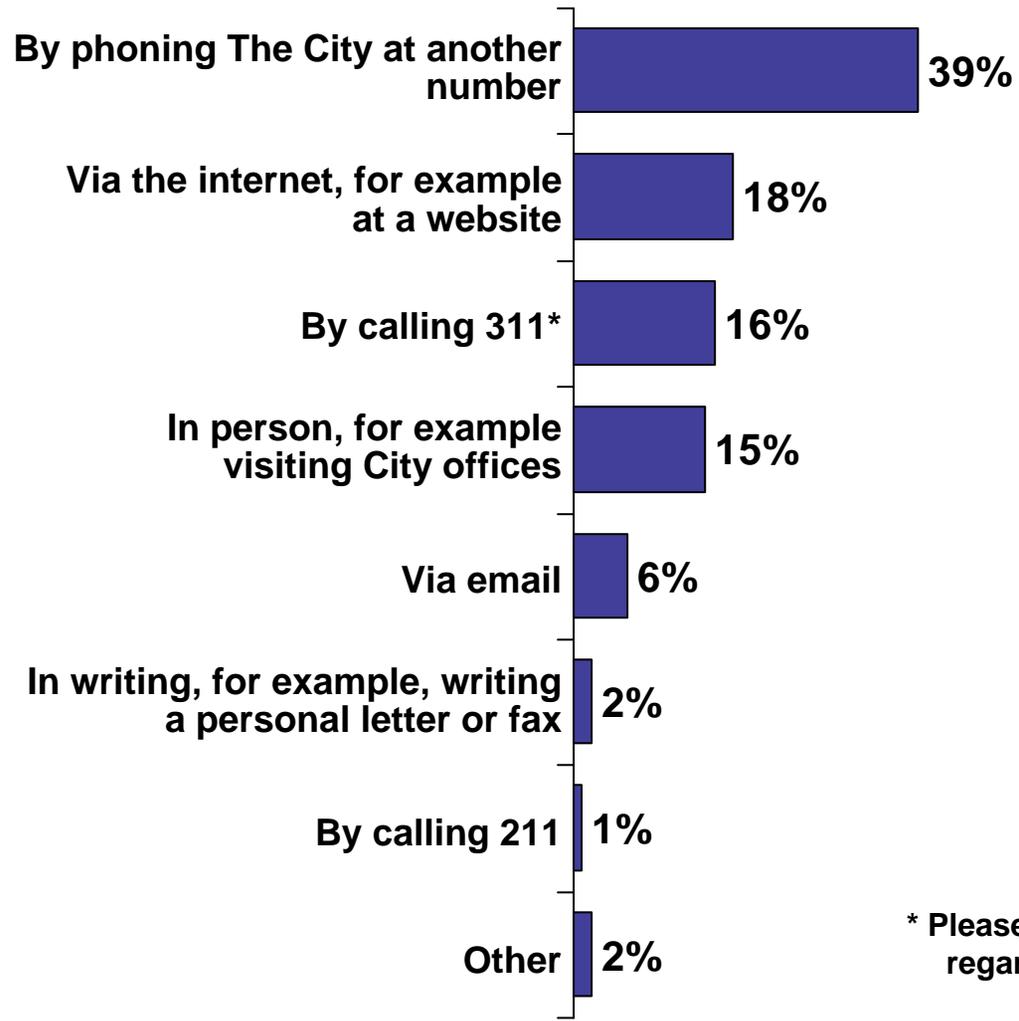


Base: Those who were contacted by The City (n=109)



Type of Citizen-Initiated Contact

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

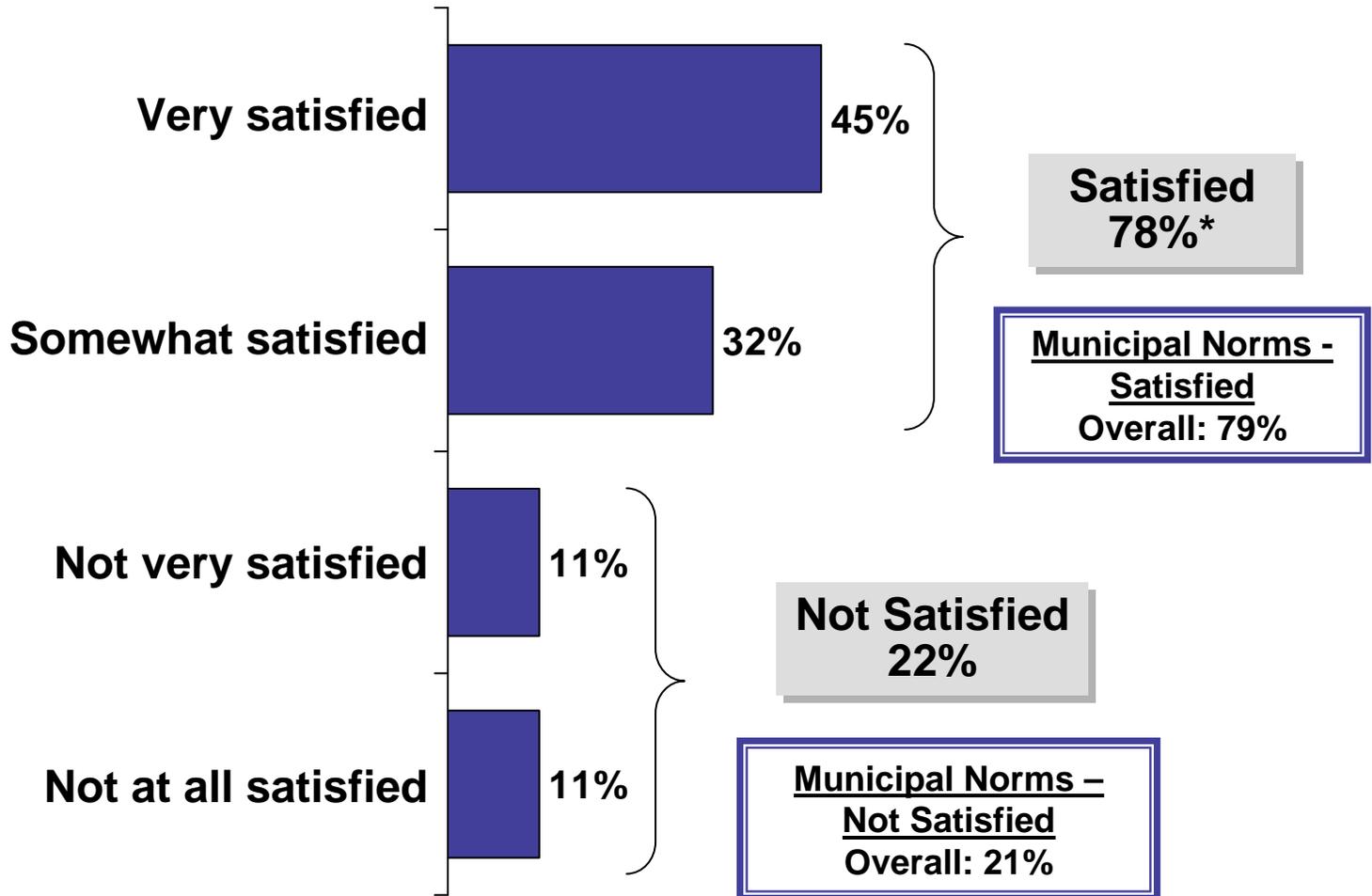


* Please refer to note on page 42 regarding contact with 311.



Satisfaction with City Contact

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



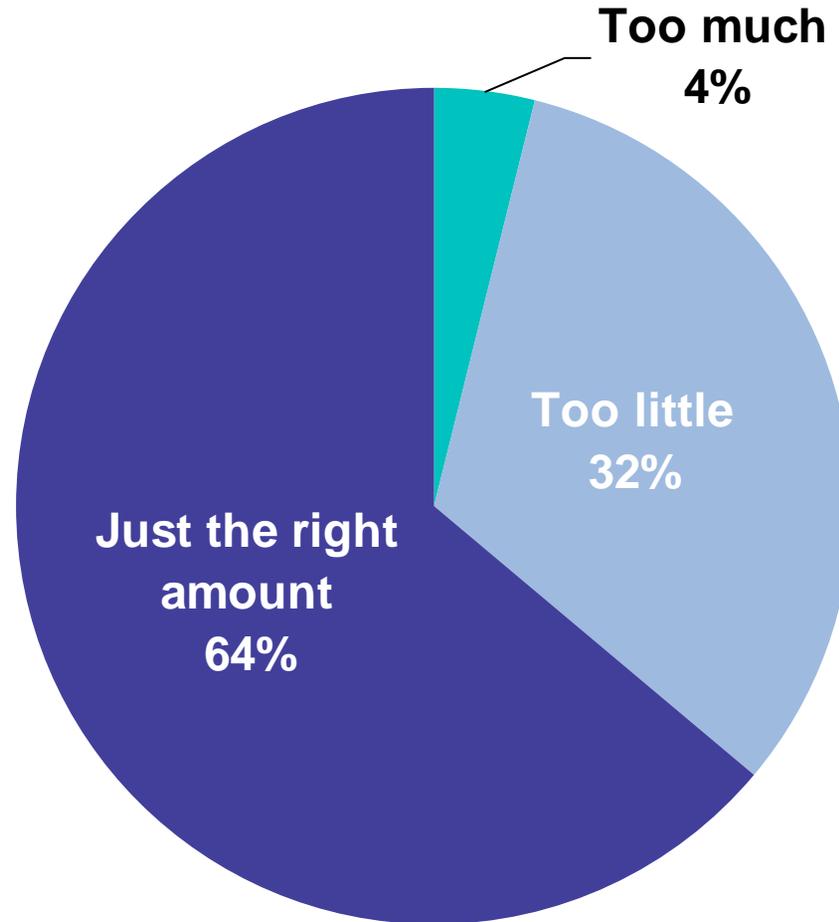
*Rounding

Base: Those who contacted or dealt with The City of Calgary in past year (n=598)



Extent of Information Received From The City

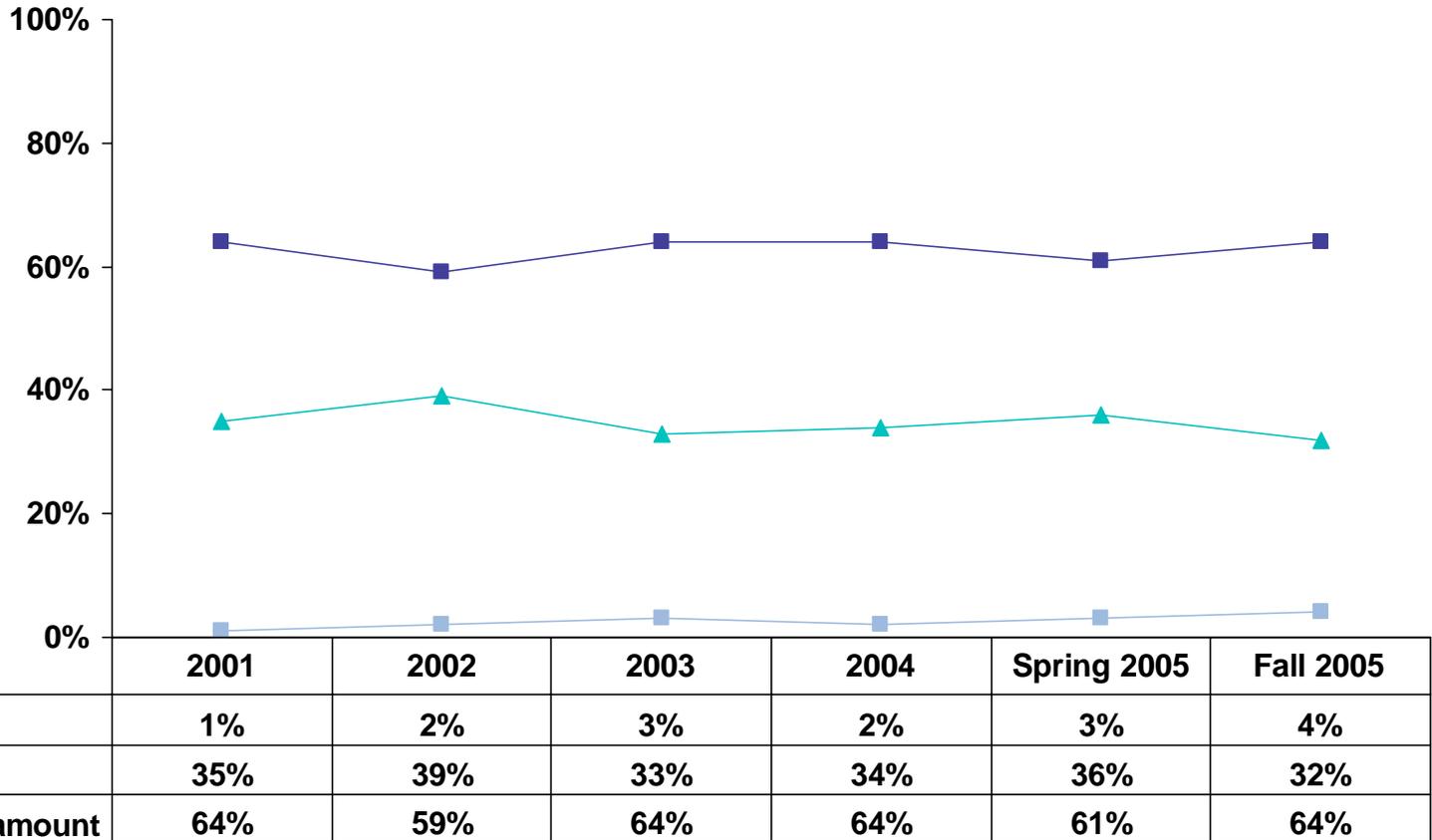
In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?





Tracking 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?





Attitudes Regarding City Operations

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

% Disagree

% Agree



■ Strongly ■ Somewhat



Tracking Attitudes Regarding City Operations

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

% Disagree

% Agree

■ Fall 2005
■ Spring 2005
■ 2004





Summary

- ◆ Calgarians continue to express very positive views of the quality of life in the city and compared to last spring, more Calgarians feel the quality of life in The City has improved.
- ◆ Compared to Spring results, more Calgarians are crediting the economy for the improvement in Calgary's quality of life. On the other hand, mentions of infrastructure and bad roads as reasons for a deteriorated quality of life have increased.
- ◆ This fall, Calgarians are feeling somewhat more safe in their neighbourhoods than they reported feeling last spring. Feelings of safety are still below those measured in spring 2004.
- ◆ A greater proportion of Calgarians rate the overall quality of services provided by the City positively compared to the past few years.



Summary (continued)

- ◆ Evaluations of The City's performance overall have improved this fall.
- ◆ While there are no significant shifts in civic issues, transportation issues such as infrastructure, traffic, roads and public transit continue to top the list of concerns among Calgarians.
- ◆ Calgarians' concern over transportation issues is reflected in their relatively low satisfaction with The City's performance in these areas as well as the reasons they provide for why they believe the quality of life in the city has deteriorated.



Summary (continued)

- ◆ While there are only minor increases in satisfaction for some service areas, primary strengths for The City are:
 - Fire department
 - Police
 - EMS
 - Garbage collection
 - Parks and other open spaces
- ◆ A number of service areas have dropped in satisfaction levels this fall, including:
 - Animal control services
 - City operated recycling programs
- ◆ There has also been a decline in satisfaction for parks and other open spaces. Although this service area is still a primary strength, it will be an area to monitor.



Summary (continued)

- ◆ Primary weaknesses for The City continue to be:
 - Traffic flow
 - Roads and infrastructure
- ◆ Calgarians continue to be split in opinion about the value of their property taxes. Compared to spring 2005 results, a similar proportion of citizens feel they are getting ‘very good value’ for their tax dollars.
- ◆ In the past year, fewer and fewer Calgarians have shown support for an increase in taxes to expand services, but more of them would choose to increase taxes for the purposes of maintaining current levels of service.



Summary (continued)

- ◆ Most of the contact Calgarians have had with The City has been initiated by citizens. Calgarians are overall quite satisfied with the interactions they have had.
- ◆ Those who have contacted The City have done so primarily via telephone. Secondary methods of contact include the Internet, The City's 311 line specifically, and in-person visits. (Given that 311 was launched recently (May 2005), and the new Calgary area phone books have a reduced blue pages section, it will be interesting to note the change in usage for this method of contact in Fall 2006.)
- ◆ City-initiated contact in 2005 was primarily via mail or fax correspondence.



Summary (continued)

- ◆ A majority of Calgarians feel they receive the right amount of information from The City, but a sizeable minority do not.
- ◆ Similar to spring 2005 findings, overall perceptions of City staff are positive but there are low levels of strong agreement for City staff being easy to get a hold of and responding quickly to requests.



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