

Calgary



2019 Quality of Life and Citizen Satisfaction Survey

Ward 3 Report

November 2019

Prepared for The City of Calgary by:

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Respondent Profile



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

- Both landline (60%) and cell phone (40%) sample were used.
- The average interview length was 32 minutes.



Final data were weighted to ensure the overall sample's quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2018 Municipal and 2016 Federal Census data.



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

- A total of 147 interviews were conducted with residents of Ward 3 (MOE $\pm 8.1\%$).

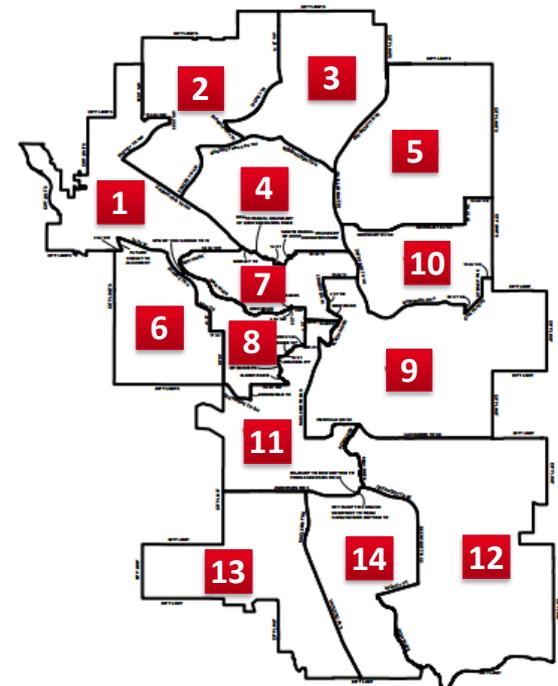


Results for Ward 3 are compared to results City Wide.

- \uparrow indicates a number is significantly higher than City Wide.
- \downarrow indicates a number is significantly lower than City Wide.

Where possible, 2019 results for Ward 3 are compared to those from 2018.

- Only significant differences are shown. Ward 3 2018





Summary of Key Findings





Key Findings:

Quality of Life and Issue Agenda

Ward 3 residents have consistent positive impressions of the quality of life in Calgary.

The issue agenda in Ward 3 focuses on “transit” as the top item (higher than City Wide), followed by roads and infrastructure (although notably lower than City Wide).

- ❖ A sizeable majority (87%) of Ward 3 residents rate the overall quality of life in Calgary today as ‘good’ (statistically on par with 83% City Wide).
- ❖ Results for Ward 3 are consistent with City Wide results for ‘improved’ quality of life (14% vs. 16% City Wide) and ‘worsened’ quality of life (40%, identical to 40% City Wide) and are similar for quality of life remaining the ‘same’ (46% vs. 44% City Wide).
- ❖ A significantly higher proportion of Ward 3 residents feel safe walking alone in their neighbourhood after dark in comparison to City Wide measures (91% vs. 82% City Wide).
- ❖ The top issues in Ward 3 are “transit” (30%, notably higher than 17% City Wide) and “infrastructure, traffic and roads” (26%, statistically lower than 35% City Wide).
 - “Transit” has significantly increased as a priority issue in Ward 3, now topping the issue agenda (30% vs. 13% in 2018).
- ❖ Ward 3 residents are more likely to mention “education” (20%, 12 points higher than City Wide), although outside of the scope of The City’s programs and services.
- ❖ Mentions of “budget and spending” are also notably higher among Ward 3 residents since last year (6%, vs. 1% in 2018).



Key Findings:

Importance of City Programs and Services

Ward 3 residents are fairly consistent with City Wide for importance ratings.

The main differences with Ward 3 residents include higher importance ratings for spring road cleaning and support for arts and culture.

- ❖ Ward 3 residents express similar views as City Wide for the importance of most programs and services, with the exception of:
 - Spring road cleaning (81%, lower than 92% City Wide); and,
 - Support for arts and culture (66%, lower than 80% City Wide).
- ❖ There have been some notable shifts in the importance of municipal services and programs within Ward 3 compared to last year for:
 - Traffic flow management (68% 'very' important, down from 84% in 2018);
 - Spring road cleaning (81%, down from 98% in 2018);
 - Residential Blue Cart recycling (86%, down from 95% in 2018);
 - 311 services (67% 'very' important, up from 47% in 2018);
 - Community services (75%, down from 91% in 2018); and,
 - Downtown revitalization (46% 'very' important, up from 28% in 2018).

Key Findings:

Satisfaction with City Programs and Services

Overall satisfaction with municipal programs and services is quite consistent in Ward 3 with City Wide measures. However, Ward 3 residents are less satisfied with Calgary Transit, transportation planning and support for arts and culture.

- ❖ Two-thirds (67%) of Ward 3 residents are satisfied with the overall level and quality of municipal services and programs, statistically similar to 74% City Wide.
- ❖ Satisfaction with programs and services in Ward 3 differs from City Wide for:
 - Support for arts and culture (73%, lower than 85% City Wide);
 - Transportation planning (65%, lower than 77% City Wide); and,
 - Calgary Transit (62%, lower than 79% City Wide);
- ❖ Significant differences in satisfaction in Ward 3 since 2018 emerge for:
 - Calgary Transit (62%, lower than 77% in 2018); and,
 - Snow removal (78%, higher than 62% in 2018).
- ❖ Ward 3 residents consider recreational facilities to be a ‘primary weakness’, whereas it is a ‘primary strength’ City Wide.
- ❖ Ward 3 residents consider roads and infrastructure to be a ‘primary strength’, while it is a ‘primary weakness’ City Wide.
- ❖ City Wide, spring road cleaning, Blue Cart recycling and community services are considered to be ‘primary strengths’, whereas in Ward 3, these services are neither considered to be ‘primary strengths’ nor ‘primary weaknesses’.
- ❖ Ward 3 residents deem building inspections and permits as a ‘primary strength’, while City Wide, this service is neither considered a ‘primary strength’ nor ‘primary weakness’.



Key Findings: Investment in City Programs and Services

Ward 3 residents are more likely than City Wide to want *more* investment in Calgary Transit and transportation planning.

Ward 3 residents are more likely to desire *less* investment in community services and support for arts and culture.

- ❖ Ward 3 residents are more likely than City Wide to want to see *more* investment in several programs and services, specifically for:
 - Calgary Transit (73% invest *more*, 17 points higher than City Wide);
 - Transportation planning (67% invest *more*, 17 points higher than City Wide);
 - Calgary 9-1-1 (47% invest *more*, 13 points higher than City Wide); and,
 - Disaster planning and response (35% invest *more*, 12 points higher than City Wide).
- ❖ Ward 3 residents are more likely to want *less* investment in:
 - Community services (25% invest *less* vs. 10% City Wide); and,
 - Support for arts and culture (40% invest *less* vs. 24% City Wide).
- ❖ The biggest shifts in Ward 3 residents' desire for *more* investment compared to 2018 are as follows:
 - Calgary Police Service (44% invest *more*, down from 66% in 2018); and,
 - Spring road cleaning (16% invest *more*, down from 37% in 2018).
- ❖ The biggest shifts in Ward 3 residents' desire for *less* investment compared to 2018 include:
 - Social services (6% invest *less*, up from 1% in 2018);
 - Community services (25% invest *less*, up from 9% in 2018); and,
 - Support for arts and culture (40% invest *less*, up from 24% in 2018).



Key Findings: Taxation

Ward 3 residents are more likely to express 'good value' ratings for the value of their property tax dollars compared to City Wide.

- ❖ More than one-half (53%) of Ward 3 residents give The City a 'good value' rating for the value of their property tax dollars, on par with 54% City Wide.
- ❖ Ward 3 residents' knowledge of how tax dollars are spent is consistent with City Wide (60% vs. 57% City Wide).
- ❖ In order for The City to maintain or expand services, Ward 3 residents have a slightly stronger preference for cutting services (52%, similar to 50% City Wide) over increasing taxes (41%, on par with 44% City Wide).
 - In Ward 3, the propensity to prefer cutting services has notably risen (52%, up from 38% in 2018) and the preference to increase taxes has declined (41%, down from 57% in 2018).
- ❖ The vast majority of Ward 3 residents are interested in knowing how their property tax dollars are invested in various City services (97%, consistent with 94% City Wide).
- ❖ Slightly more than one-half (57%) of Ward 3 residents agrees that The City does a good job of providing citizens with information about how their property tax dollars are spent, similar to 55% City Wide.



Key Findings:

Customer Service and Communications

Ward 3 residents' incidence of contact with The City is consistent with City Wide measures.

Ward 3 residents also show similar views as City Wide with respect to The City's positive performance in communicating with citizens.

- ❖ Just over six-in-ten Ward 3 residents contacted The City within the past year (62%, identical to 62% City Wide).
- ❖ Seven-in-ten (70%) Ward 3 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service they experienced (statistically on par with 74% City Wide).
- ❖ Ward 3 residents are contacting The City via similar channels as City Wide.
- ❖ Three-quarters of Ward 3 residents (77%) are satisfied with the overall quality of City information and communications, consistent with 75% City Wide.
- ❖ More than three-quarters of Ward 3 residents rate The City of Calgary as doing a 'good' or 'very good' job communicating with citizens about its services, programs, policies and plans (77%, on par with 72% City Wide).
- ❖ Almost six-in-ten (58%) Ward 3 residents feel they have access to 'just the right amount' of information from The City, consistent with 54% City Wide.
 - Four-in-ten (40%) Ward 3 residents state they have access to 'too little' information, similar to 44% City Wide.

Key Findings: City Reputation and Performance

Overall favourable impressions of The City have declined in Ward 3 over the past year, yet remain consistent with City Wide measures.

- ❖ Just over one-half (55%) of Ward 3 residents have a favourable impression of The City of Calgary. This is on par with 50% City Wide, but notably down from 72% in 2018.
 - Ward 3 residents are notably less likely to have a ‘very’ favourable impression of The City in comparison to 2018 (9% vs. 27% last year)..
- ❖ One-half (49%) of Ward 3 residents state they trust The City of Calgary, on par with 52% City Wide, yet lower than 65% in Ward 3 in 2018.
 - ‘Strong’ trust in The City has decreased among Ward 3 residents since last year (22%, down from 35% in 2018).
- ❖ Ward 3 residents express similar satisfaction levels compared to City Wide for each of the following:
 - City Council (62% satisfied, consistent with 55% City Wide);
 - City of Calgary, including Council and Administration (73% satisfied, on par with 70% City Wide); and,
 - City Administration (82% satisfied, similar to 79% City Wide).
- ❖ Two-thirds of Ward 3 residents (65%) believe that City Council and City Administration work collaboratively, similar to 66% City Wide.

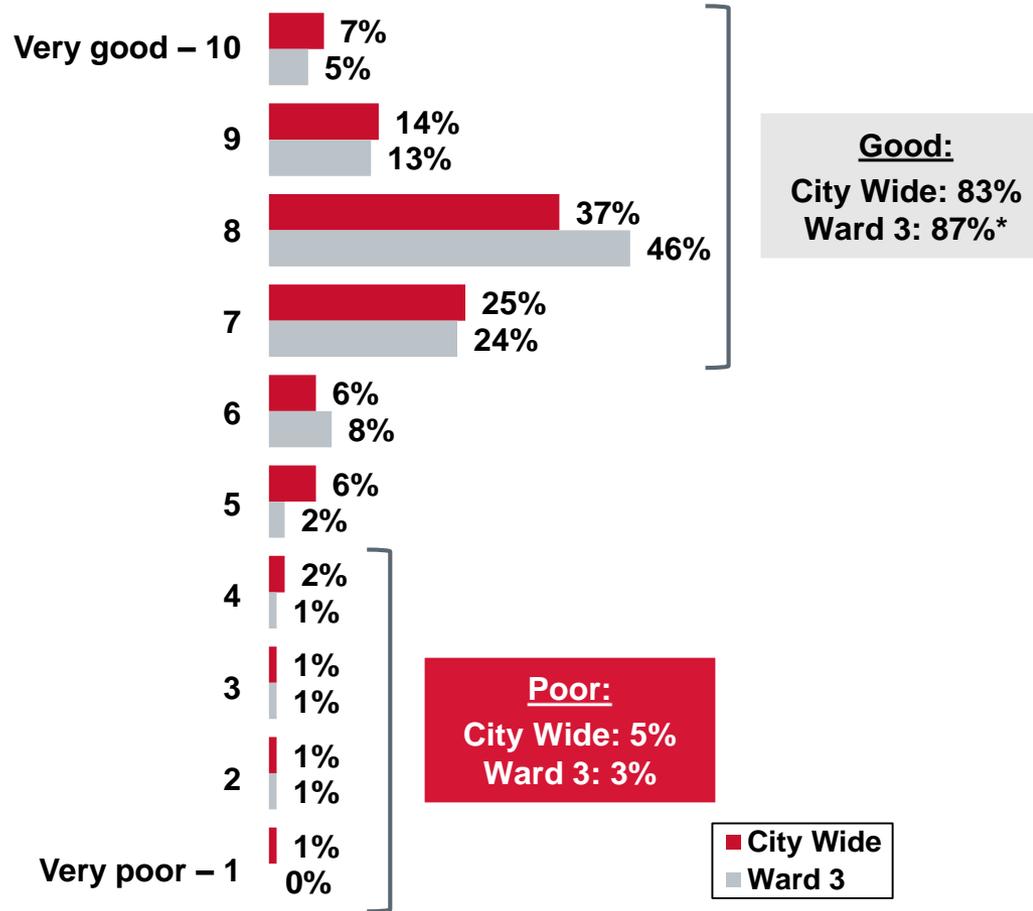


Quality of Life





Overall Quality of Life in Calgary



*Rounding

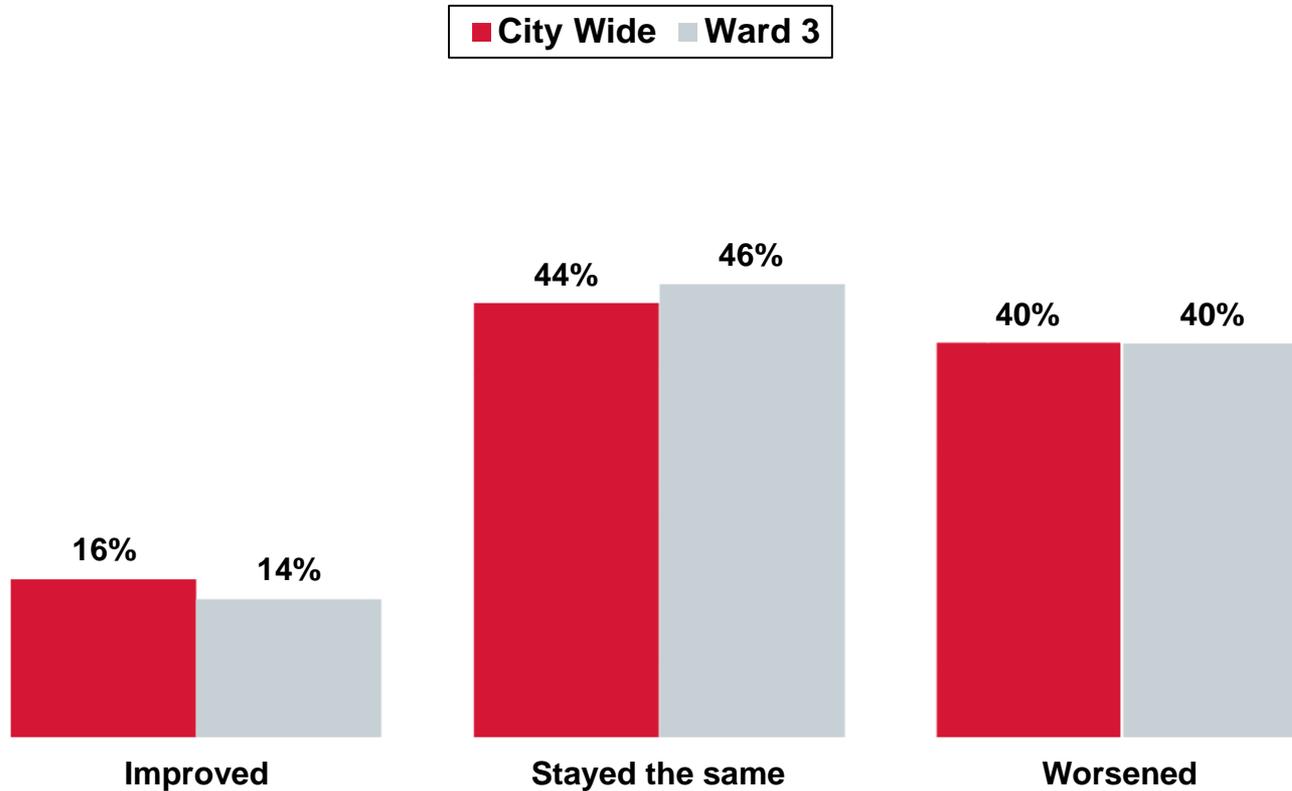
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,498 / Ward 3: n=147)

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



Perceived Change in the Quality of Life



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

And, do you feel that the quality of life in the city of Calgary in the past three years has ...?
 Base: Valid respondents (City Wide: n=2,483 / Ward 3: n=143)



Actions to Improve the Quality of Life

Multiple responses

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

	City Wide	Ward 3
Government [NET]	26%	19%
Reduce taxes	9%	8%
Tax spending/ City budget	9%	4%↓
Listen to/ more support for taxpayers	3%	2%
Transportation [NET]	22%	20%
Improvement/ maintenance of existing roads	6%	5%
Better traffic management	4%	5%
Less/ improve/ warning on construction	3%	5%
Homelessness, Poverty and Affordable Housing	17%	23%
Improve job creation/ employment	8%	19%↑ 8%
Expand affordable housing/ rent	3%	1%
Recreation and Community Services [NET]	15%	11%
Building of community centres/ recreation facilities	4%	2%
Parks/ green space improvement	3%	3%
Availability of (free) programs/ activities/ services	3%	2%
Transit [NET]	12%	19%↑
Improve public transportation (unspecified)	6%	8%
More access to buses/ transit/ trains	3%	7%↑
Crime, Safety and Policing [NET]	7%	8%
Control crime and safety	3%	2%
More policing/ patrolling	3%	2%
Health [NET]	3%	3%
Environment [NET]	3%	0%
Education [NET]	3%	4%
Growth & Planning [NET]	2%	1%
Nothing	16%	19%

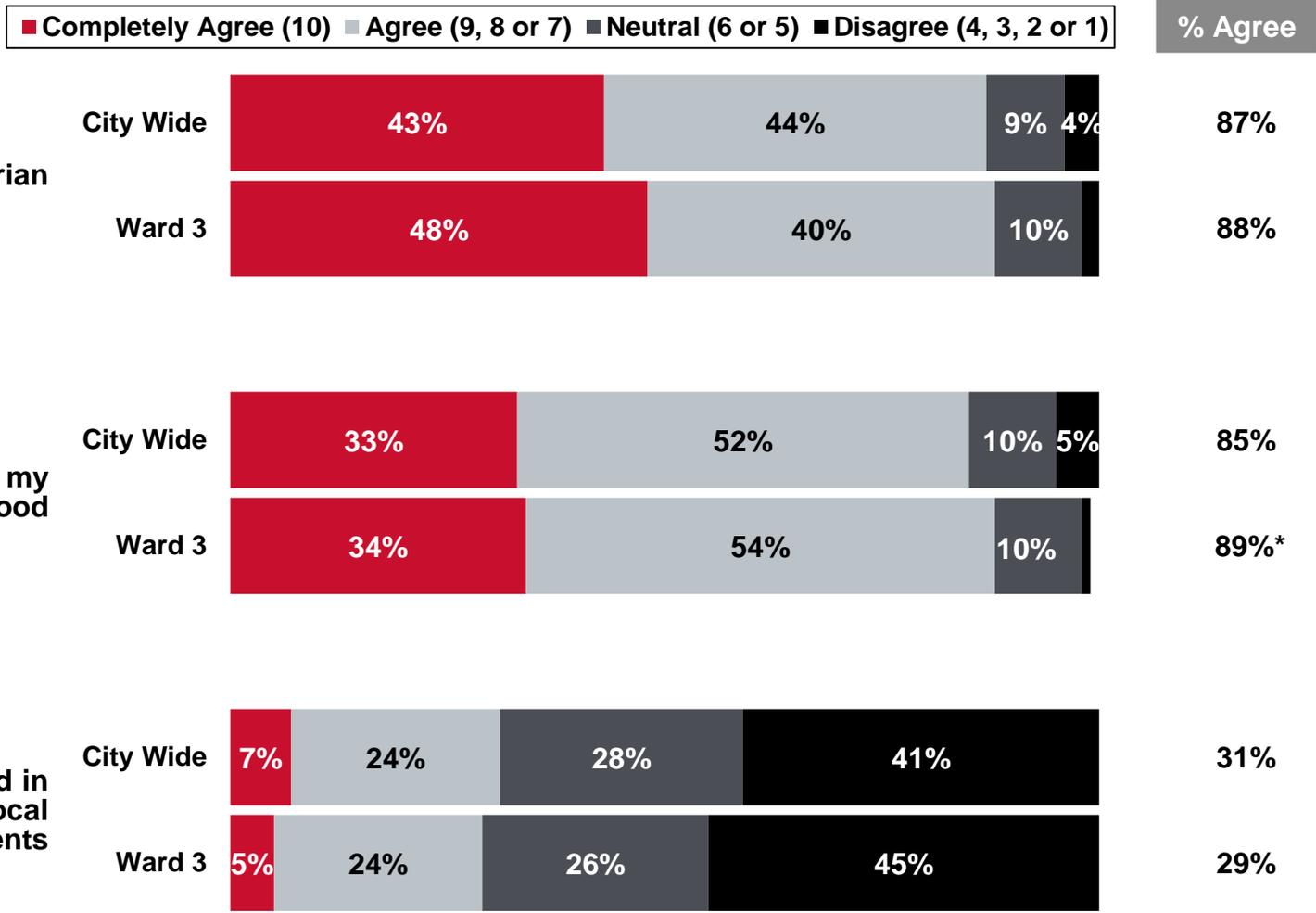
Ward 3 2018

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

Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?
 Base: Valid respondents (City Wide: n=2,331 / Ward 3: n=138)



Sustainability: Connectedness



*Rounding

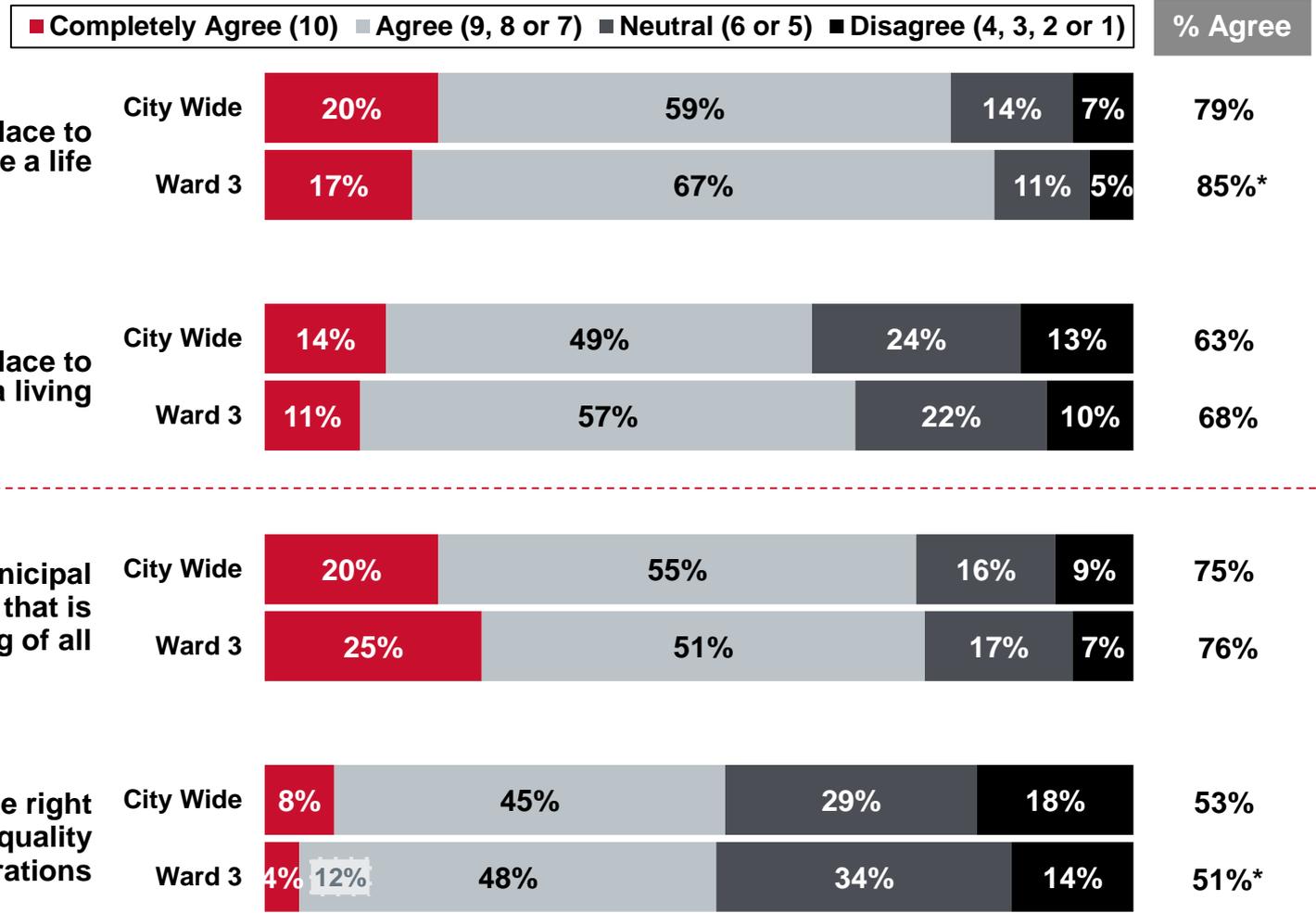
Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)

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



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



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."

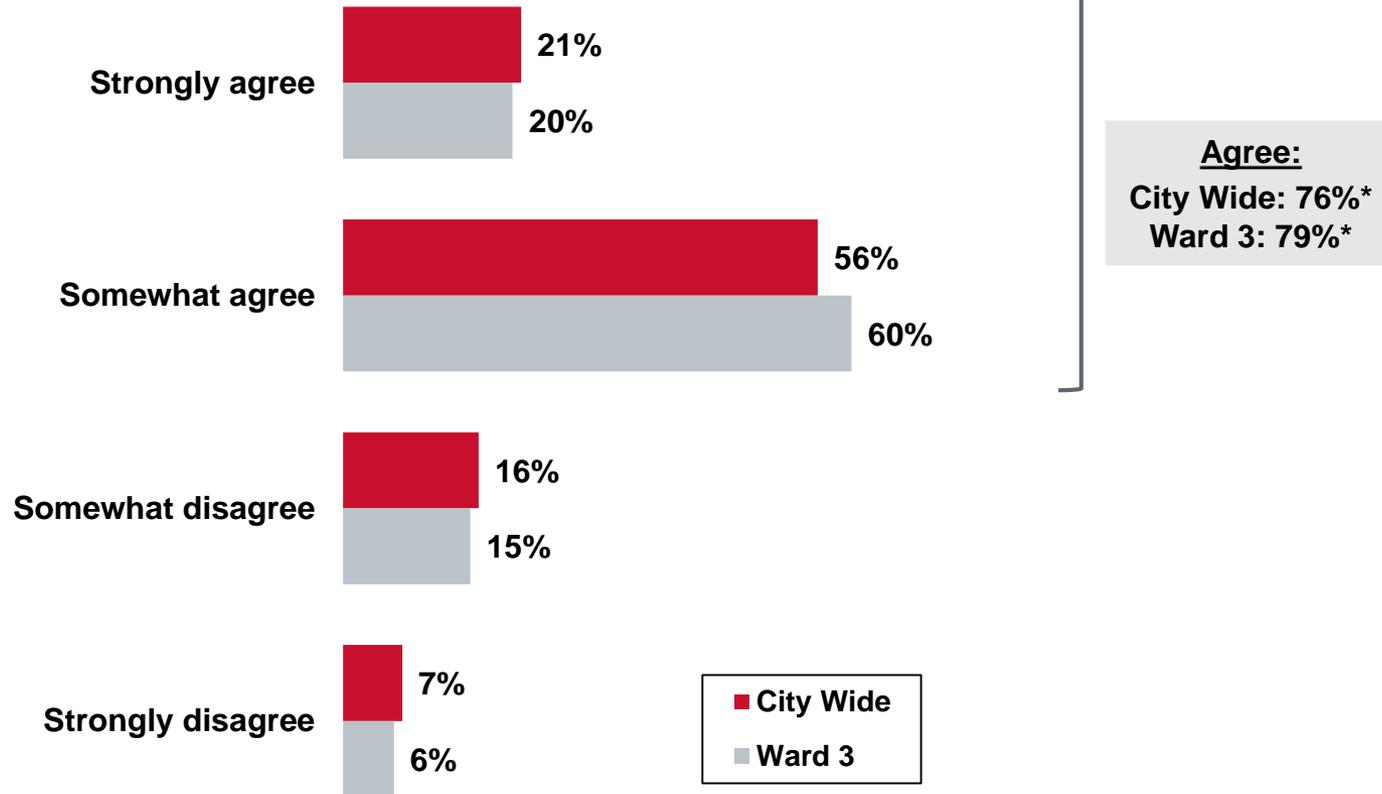
Base: Valid respondents (Bases vary)

Ward 3 2018 *Rounding

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



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



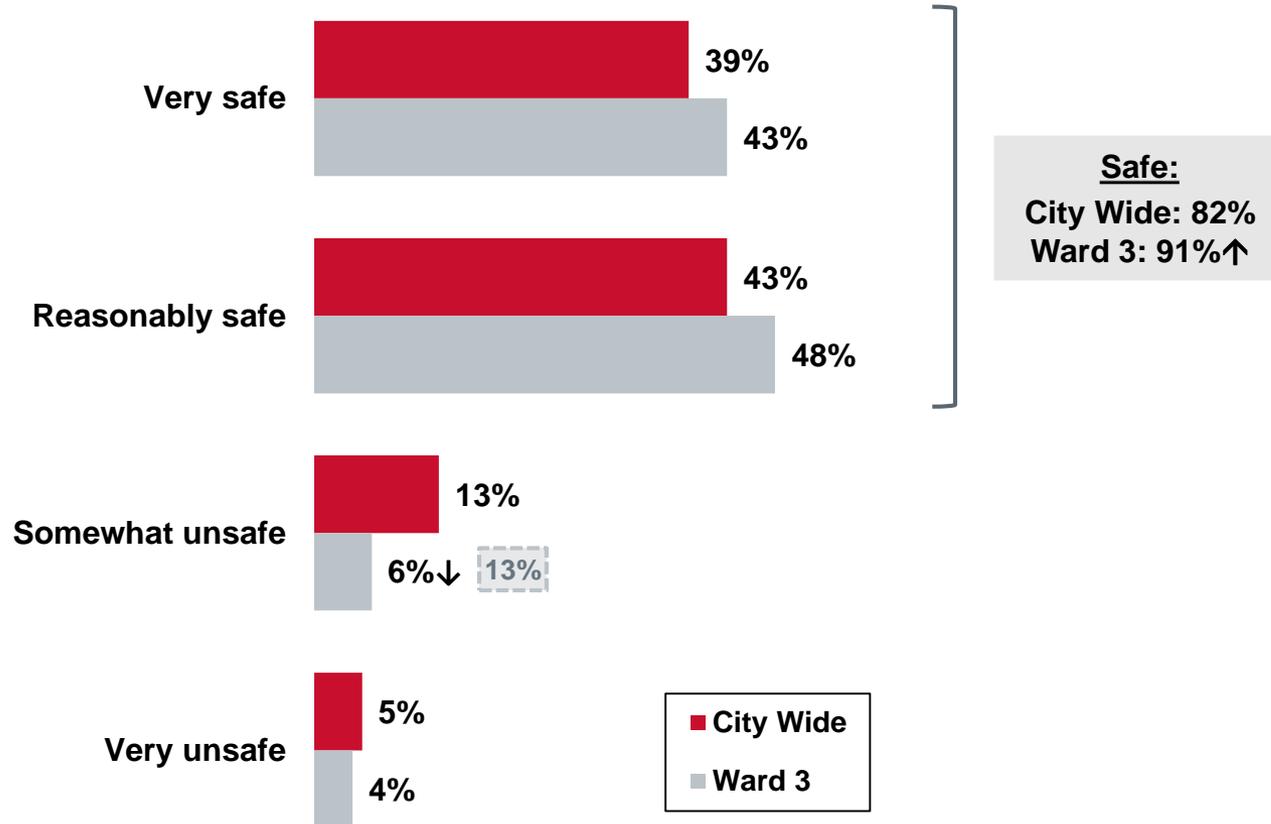
There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (City Wide: n=2,485 / Ward 3: n=146)

*Rounding



Perceived Safety in Own Neighbourhood



Ward 3 2018

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

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

Base: Valid respondents (City Wide: n=2,497 / Ward 3: n=147)



Issue Agenda





Issue Agenda

City Wide

Ward 3

Multiple responses

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

■ First Mention ■ Other Mentions

Issue	City Wide	Ward 3
Infrastructure, Traffic & Roads [NET]	24% (First) 11% (Other) = 35%	26% ↓
Traffic congestion	5% (First) 7% (Other)	4%
Road conditions	4% (First) 7% (Other)	5%
Infrastructure maintenance	5% (First) 6% (Other)	3%
(Lack of) snow removal	4% (First) 5% (Other)	3%
Roads (unspecified)	4% (First) 5% (Other)	3%
Too much/poorly planned/delayed road construction	3% (First) 5% (Other)	3%
Transit [NET]	12% (First) 5% (Other) = 17%	30% ↑ 13%
Public Transportation (incl. buses/ C-train/ poor service)	6% (First) 8% (Other)	20% ↑ 9%
Transportation (unspecified)	4% (First) 6% (Other)	8%
Transit system improvements	4% (First) 6% (Other)	8%
Crime, Safety & Policing [NET]	10% (First) 5% (Other) = 15%	9% 17%
Breaking and entering/gangs/drugs	6% (First) 9% (Other)	2% ↓
Public safety	4% (First) 6% (Other)	4%
Budget & Spending [NET]	8% (First) = 11%	6% 1%
Taxes [NET]	8% (First) = 11%	10%
Economy [NET]	6% (First) = 8%	7%
Education [NET]	5% (First) = 8%	20% ↑
Recreation [NET]	4% (First) = 7%	8%
Environment and Waste Management [NET]	4% (First) = 7%	2%
Growth and Planning [NET]	5% (First) = 5%	6%
Homelessness, Poverty & Affordable Housing [NET]	4% (First) = 4%	1%
Healthcare [NET]	4% (First) = 4%	7%
None	11%	15%

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

Ward 3 2018

NET mentions of <4% are not shown

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

Base: Valid respondents (City Wide: n=2,421 / Ward 3: n=142)

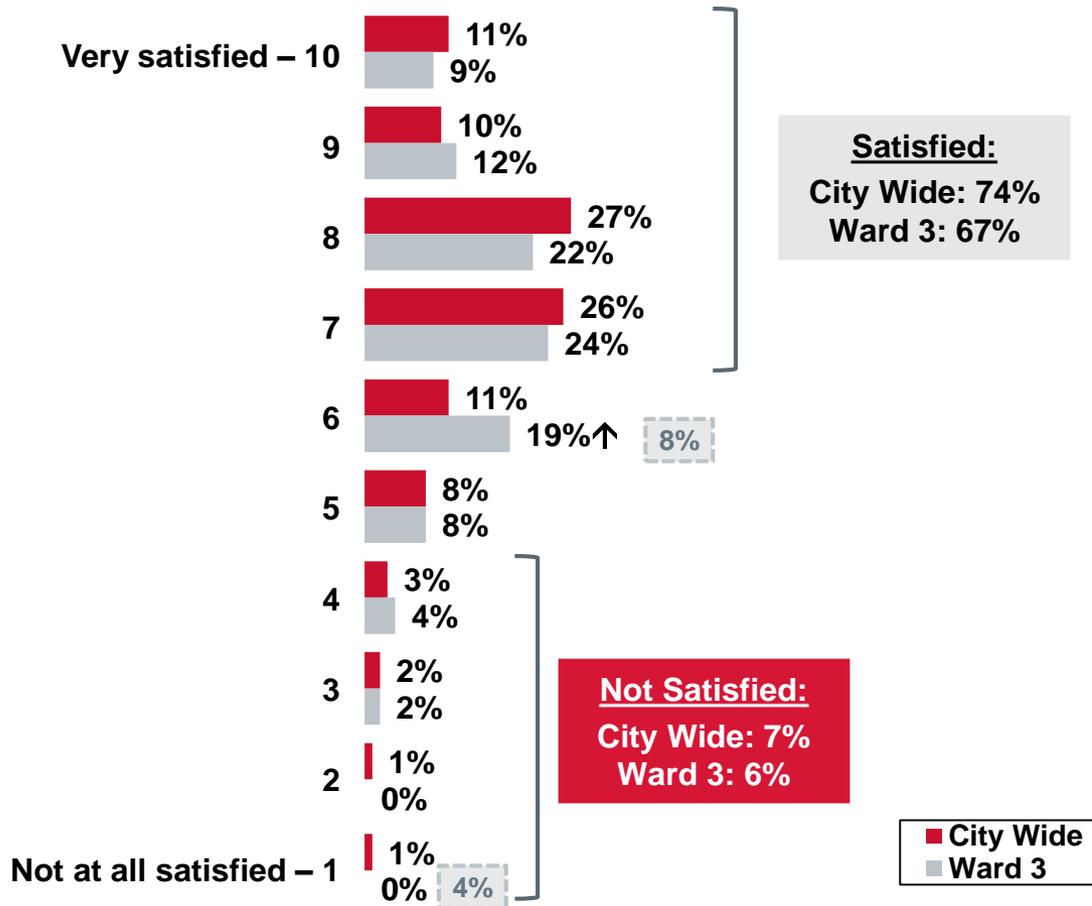


City Programs and Services





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



Ward 3 2018

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

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=2,487 / Ward 3: n=147)



Importance of City Programs and Services

% 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.

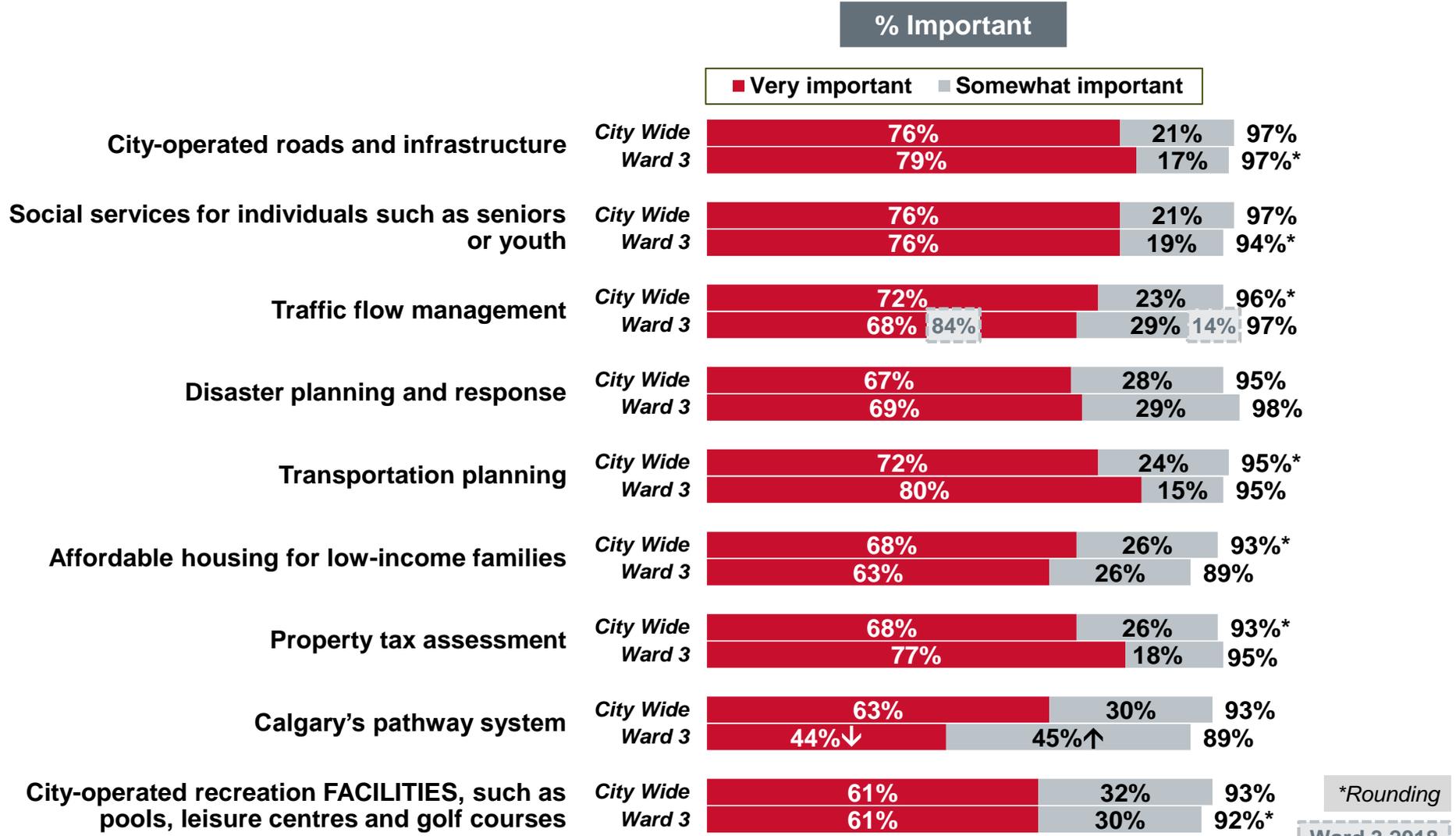
Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

*Rounding



Importance of City Programs and Services (continued)



*Rounding

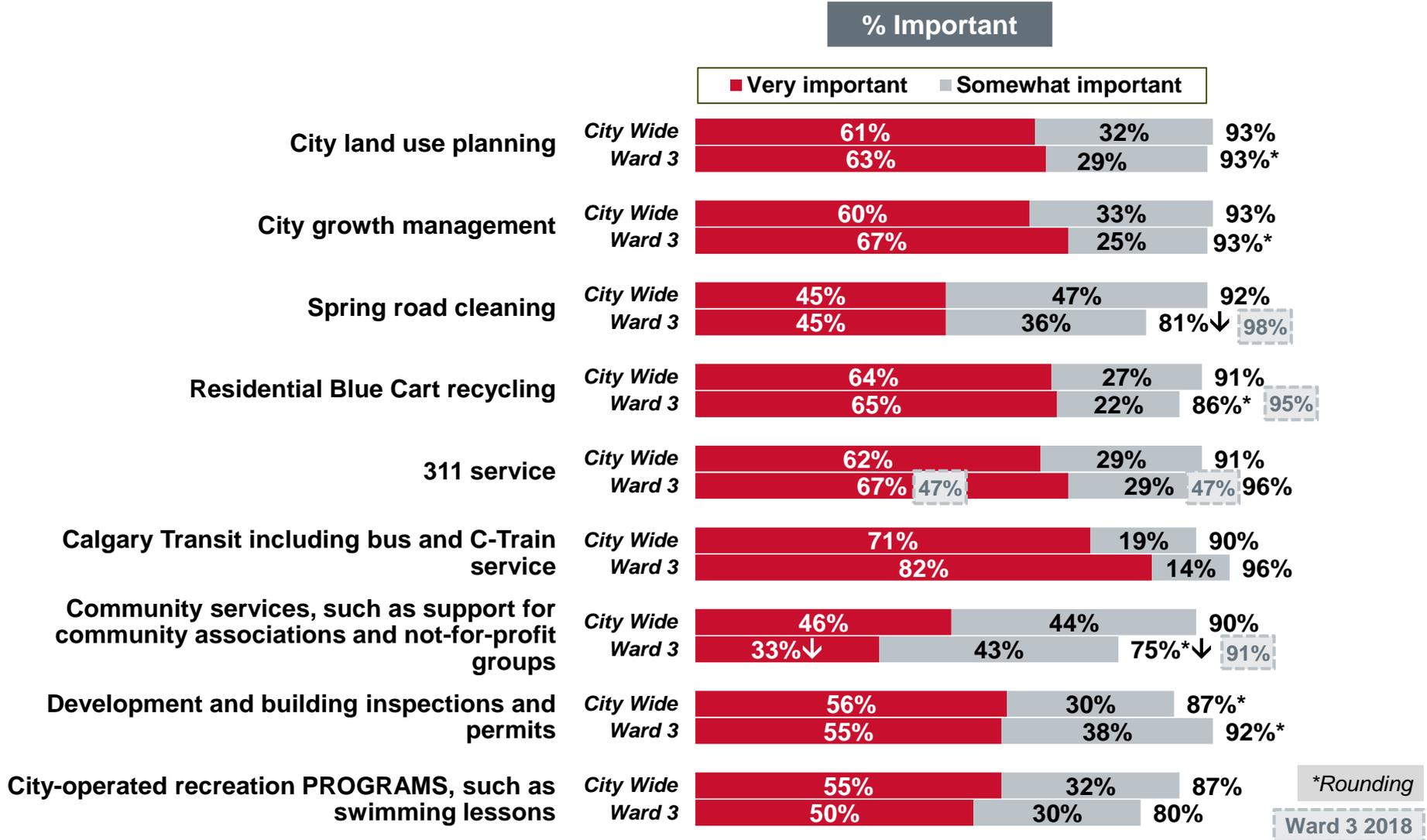
Ward 3 2018

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

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



Importance of City Programs and Services (continued)



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

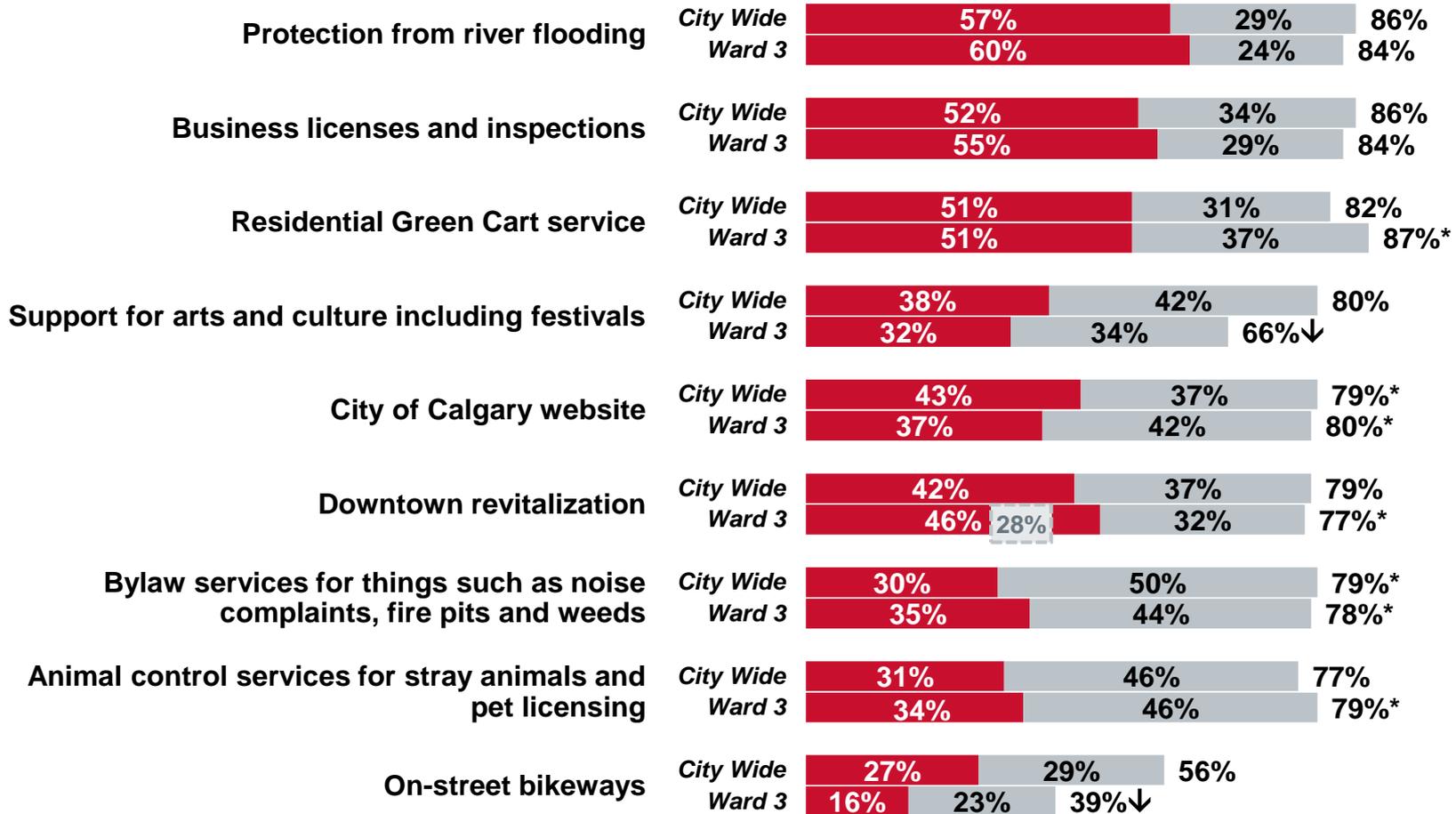
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)



Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



*Rounding

Ward 3 2018

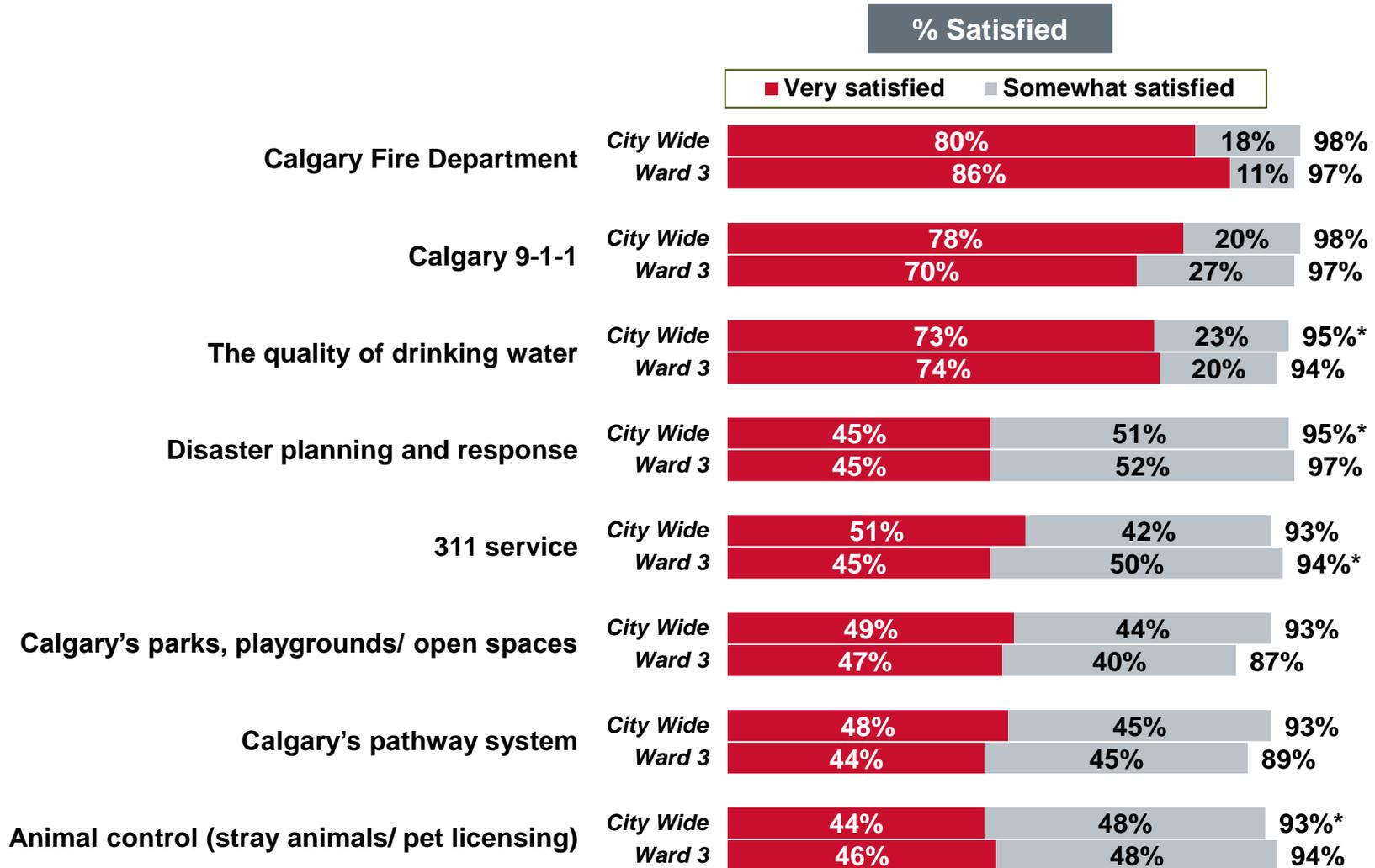
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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

Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services

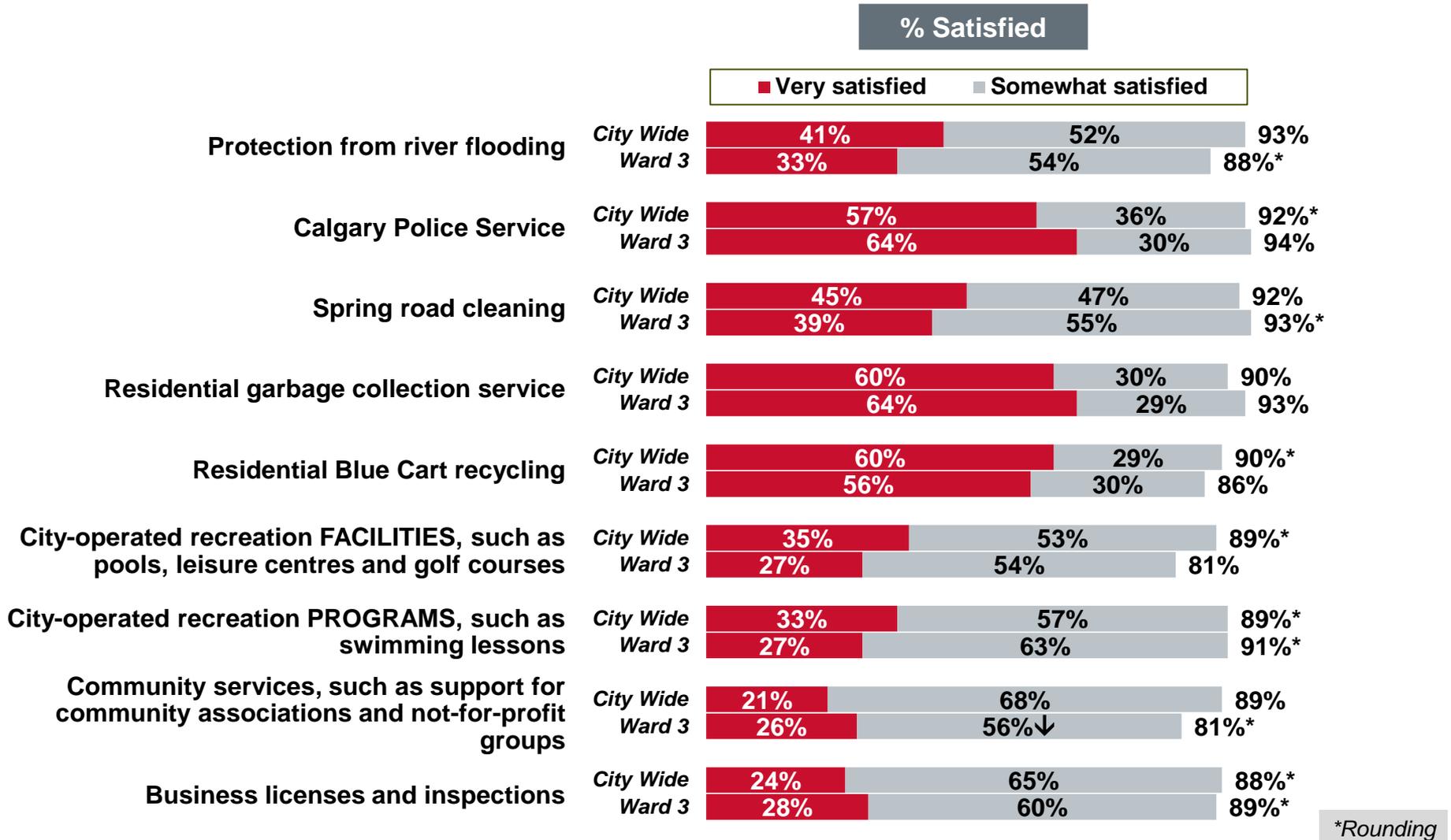


*Rounding

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)



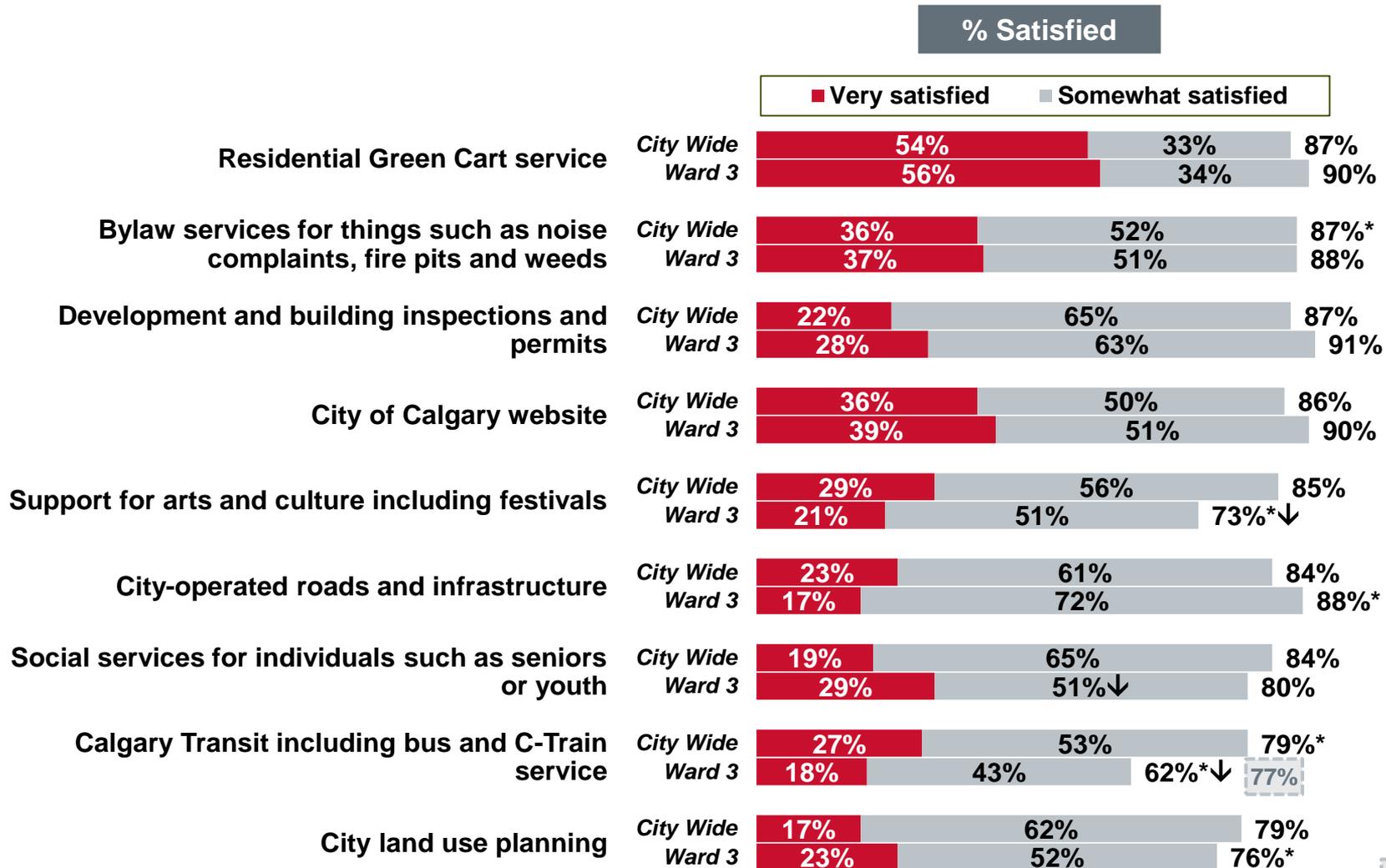
*Rounding

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

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



Satisfaction with City Programs and Services (continued)



*Rounding

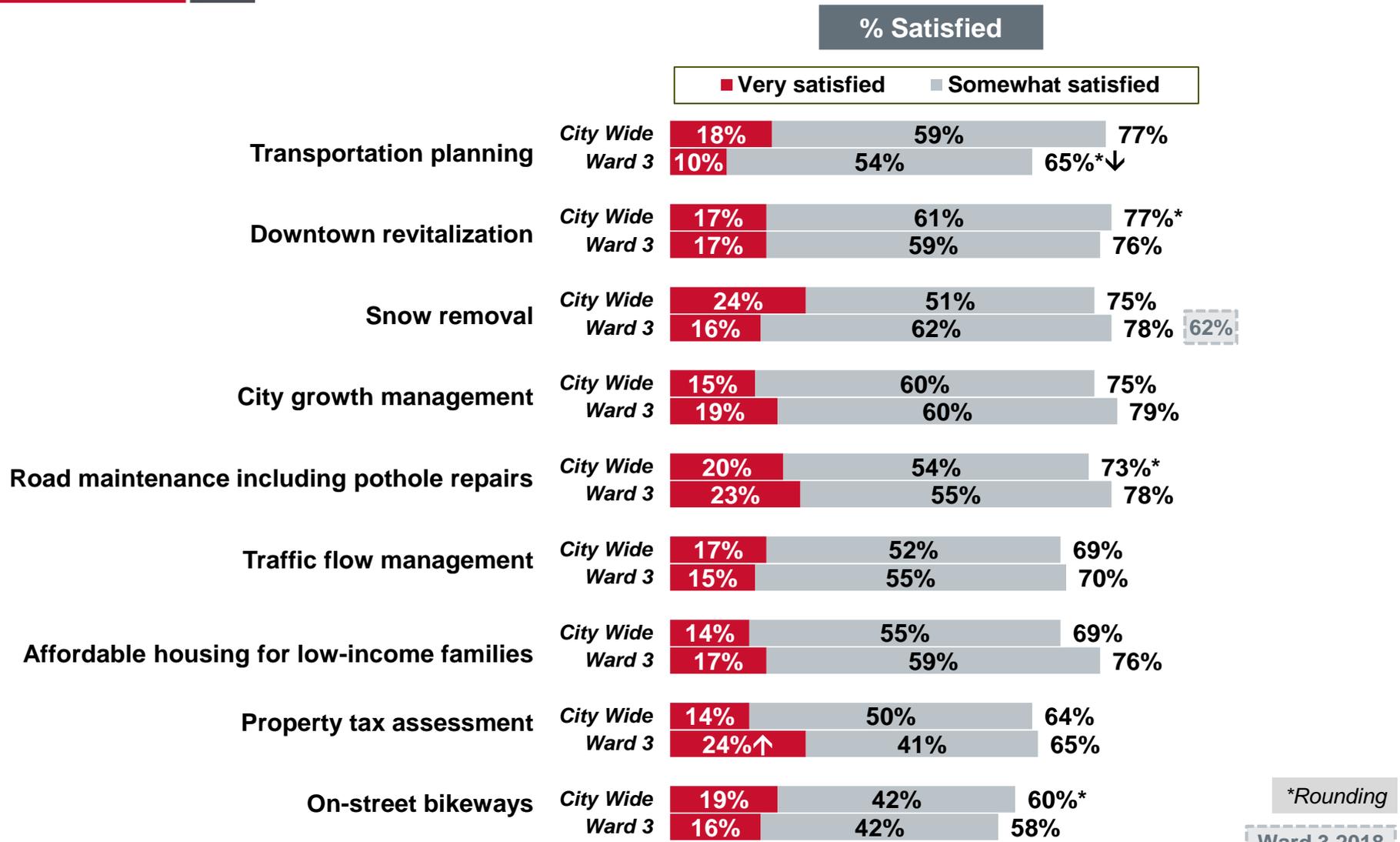
Ward 3 2018

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

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



Satisfaction with City Programs and Services (continued)



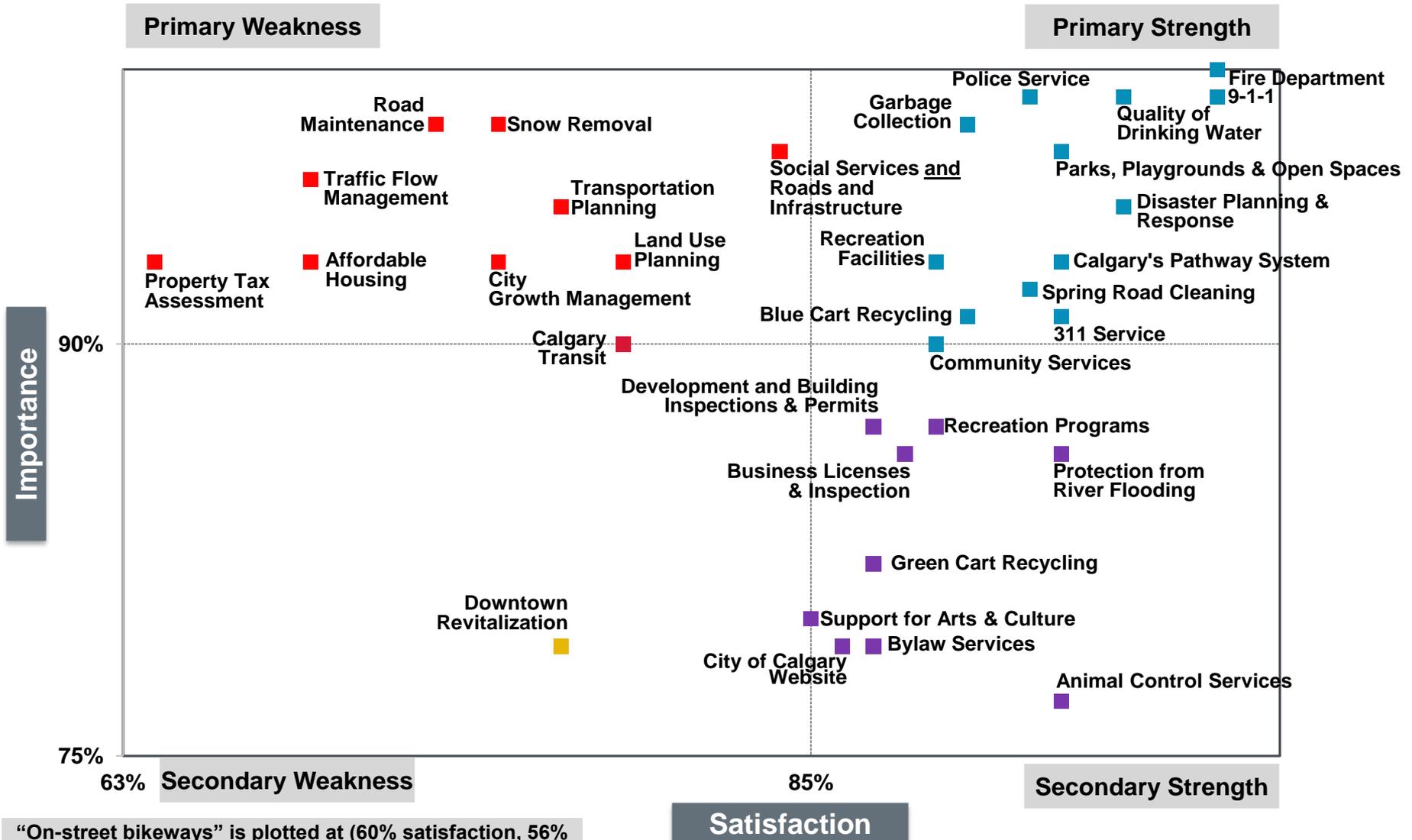
↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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

Base: Valid respondents (Bases vary)



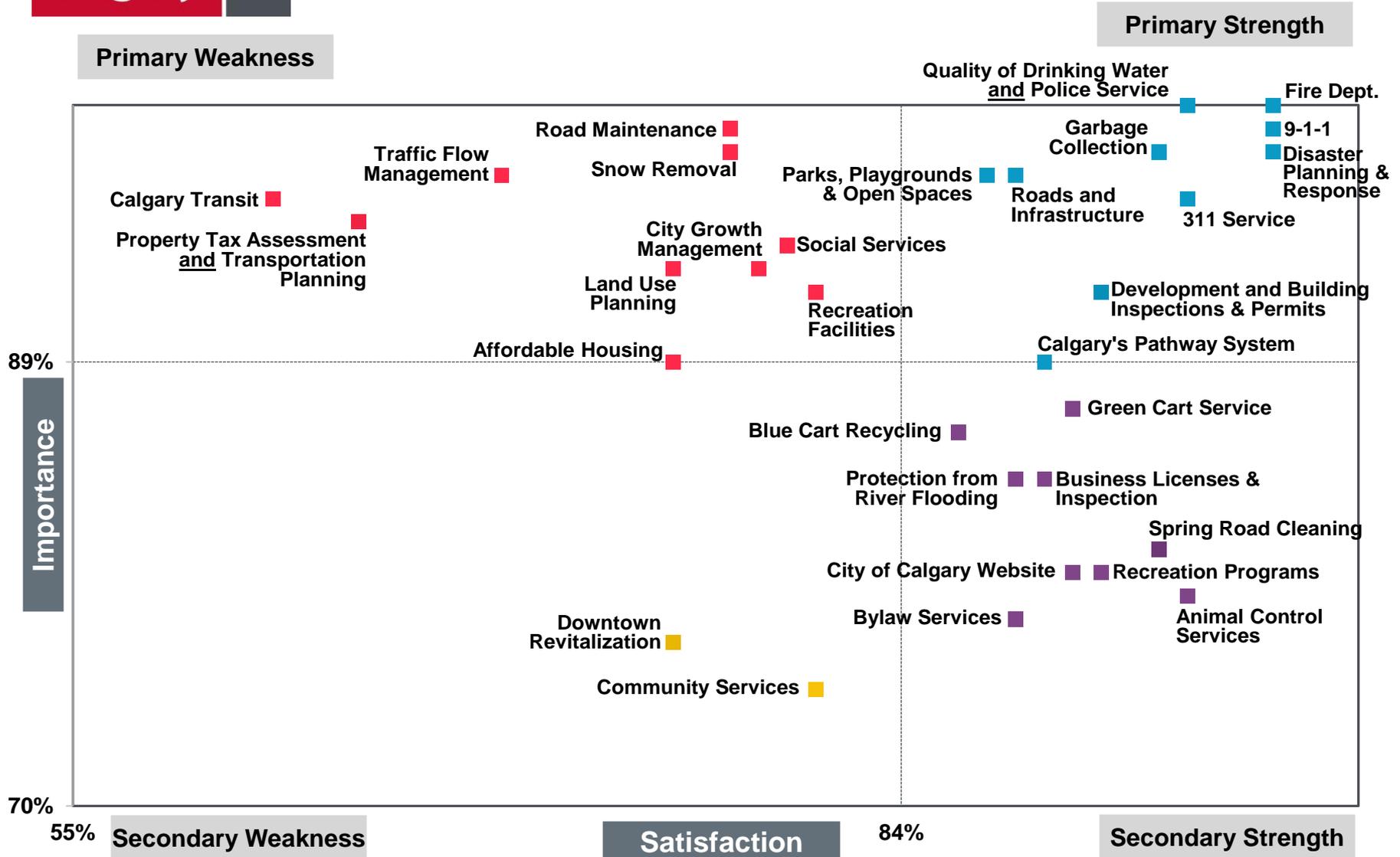
Importance vs. Satisfaction Grid: City Wide



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



Importance vs. Satisfaction Grid: Ward 3



“On-street bikeways” (58% satisfaction, 39% importance) and “Support for arts and culture” (73% satisfaction, 66% importance) are not illustrated on this graph.



Primary Strengths and Weaknesses: City Wide versus Ward 3

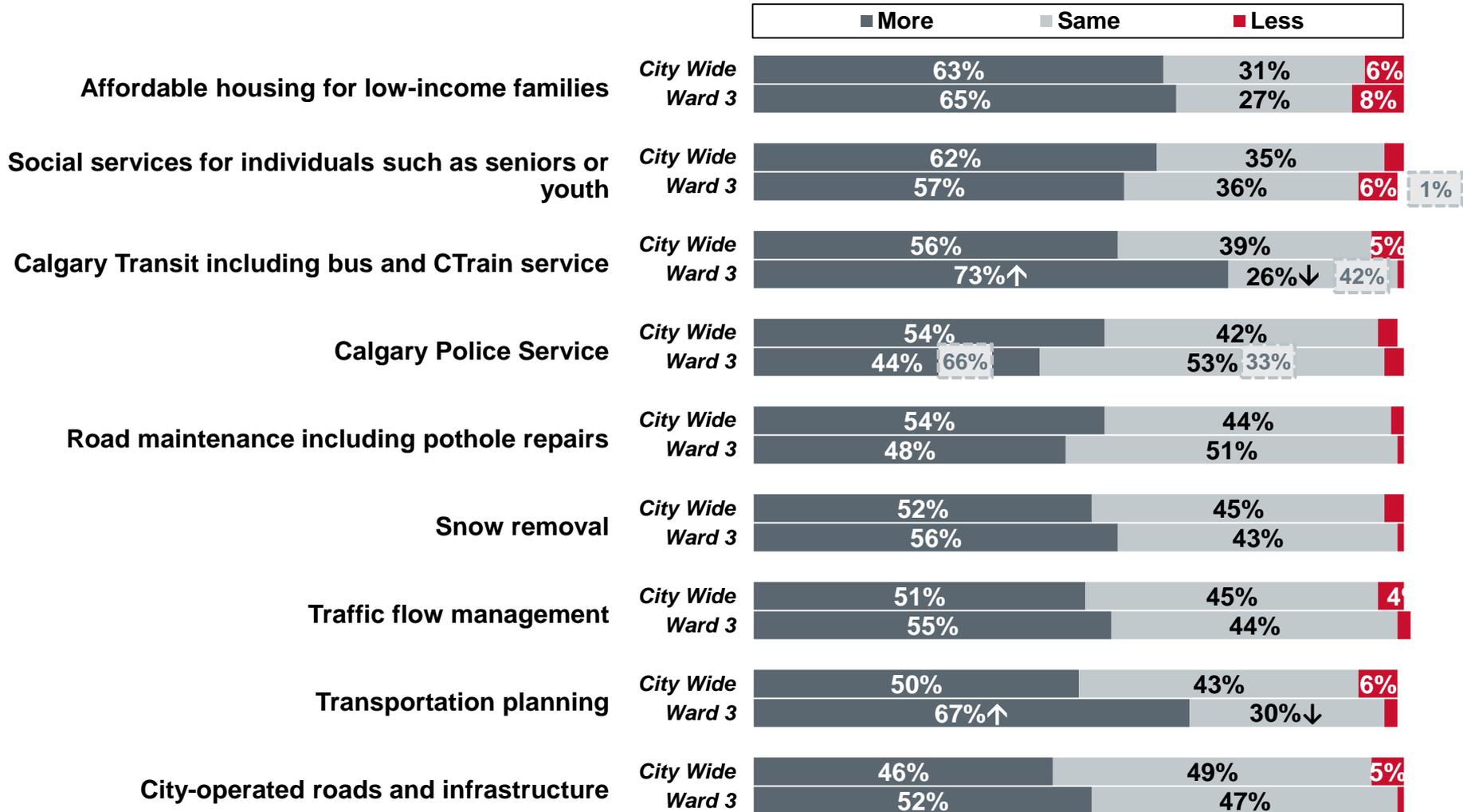
Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.

Primary Strength
Primary Weakness
Neither (in another quadrant)

	City Wide	Ward 3
Fire Department	Blue	Blue
9-1-1	Blue	Blue
Quality of Drinking Water	Blue	Blue
Parks, Playgrounds and Open Spaces	Blue	Blue
Disaster Planning and response	Blue	Blue
Police Service	Blue	Blue
Calgary's Pathway System	Blue	Blue
Spring Road Cleaning	Blue	White
Blue Cart Recycling	Blue	Blue
Residential Garbage Collection	Blue	Blue
Recreation Facilities	Blue	Red
311 service	Blue	Blue
Community Services	Blue	White
Social Services	Red	Red
Road Maintenance	Red	Red
Snow Removal	Red	Red
Traffic Flow Management	Red	Red
Affordable Housing	Red	Red
Property Tax Assessment	Red	Red
Transportation Planning	Red	Red
Roads and Infrastructure	Red	Blue
Calgary Transit	Red	Red
City Growth Management	Red	Red
Land Use Planning	Red	Red
Development and Building Inspections & Permits	White	Blue



Investment in City Programs and Services



Ward 3 2018

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

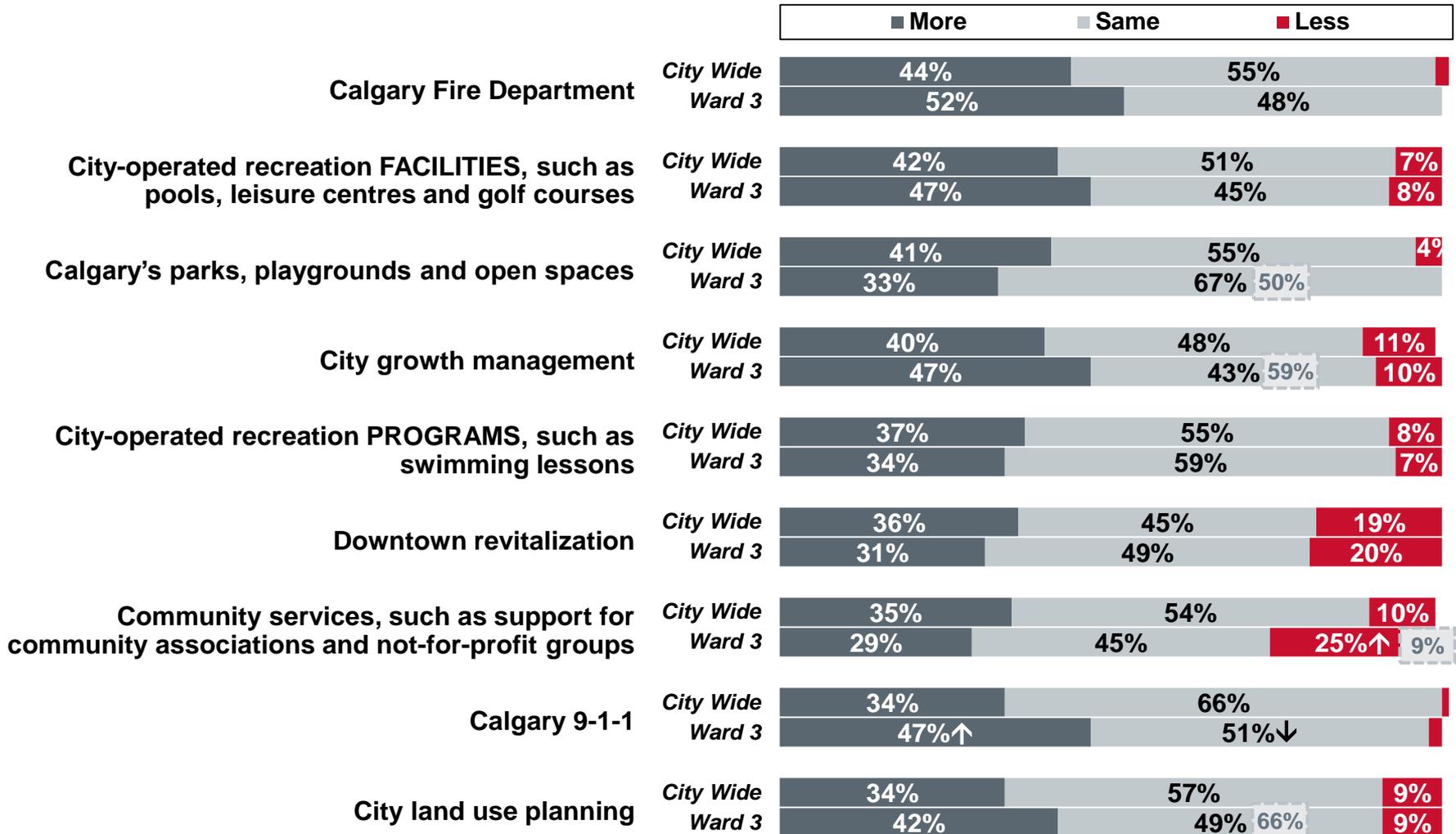
Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

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



Investment in City Programs and Services (continued)



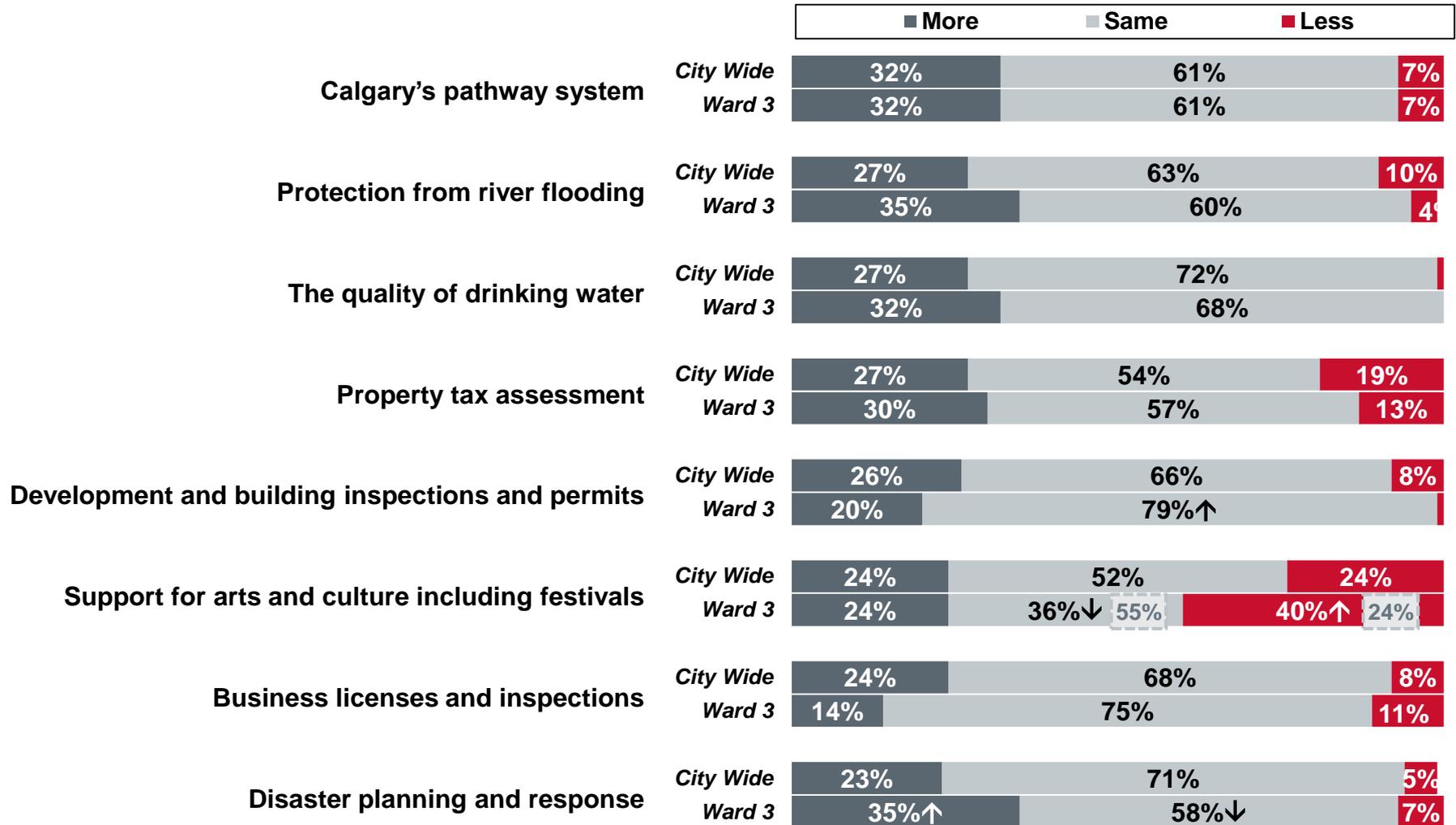
Ward 3 2018

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

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



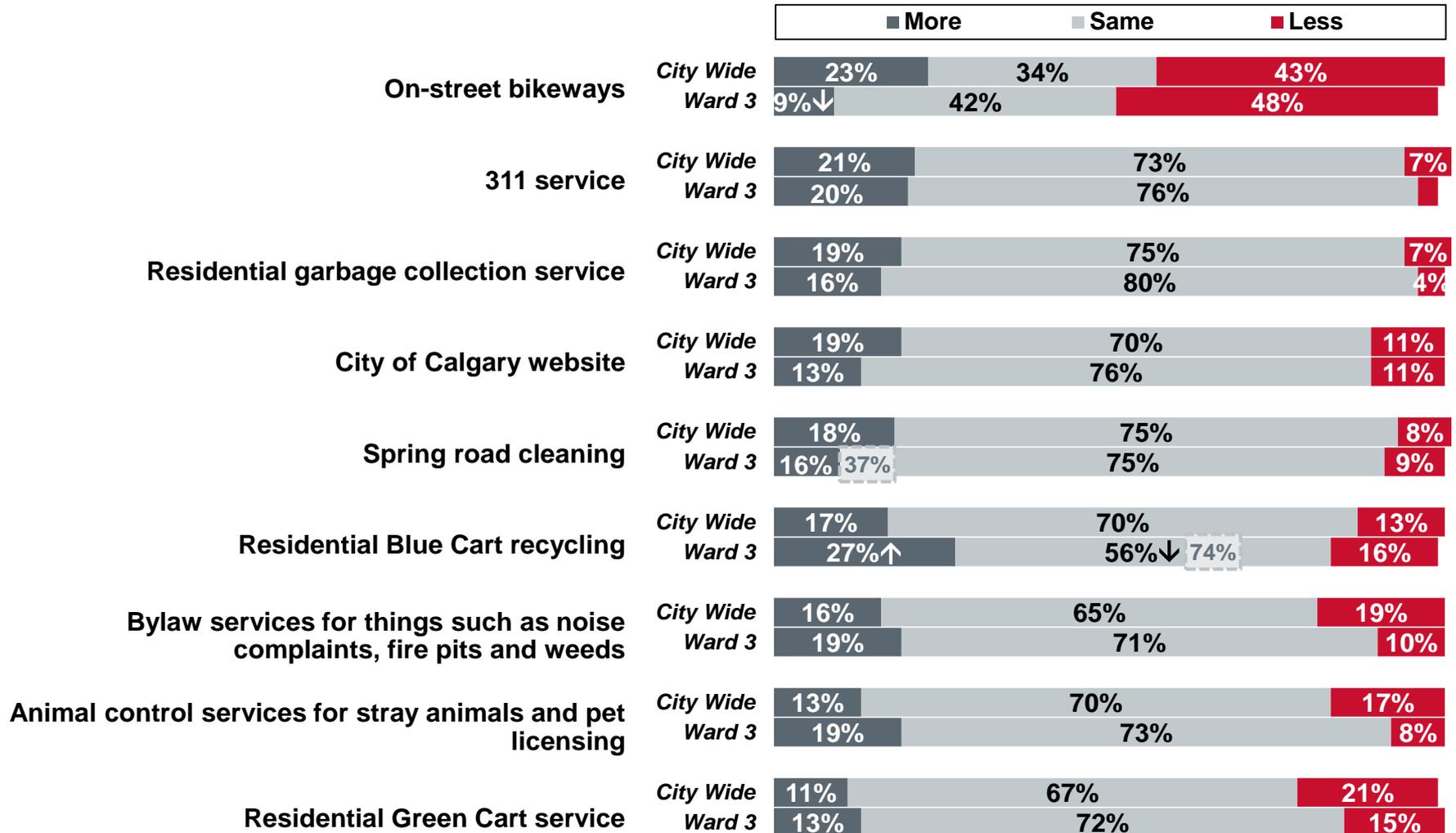
Ward 3 2018

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

I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me 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 3 2018

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

Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

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

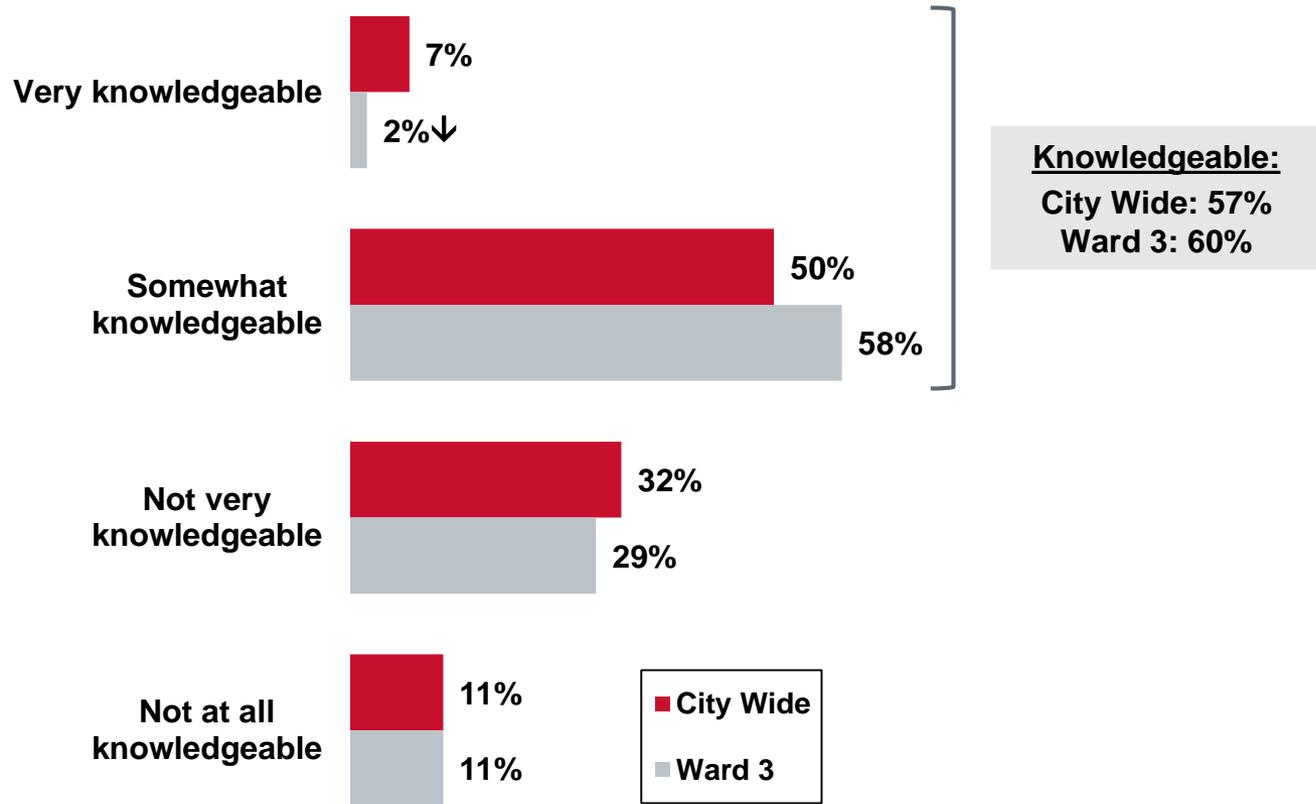


Taxation





Knowledge Levels of Tax Dollar Spending



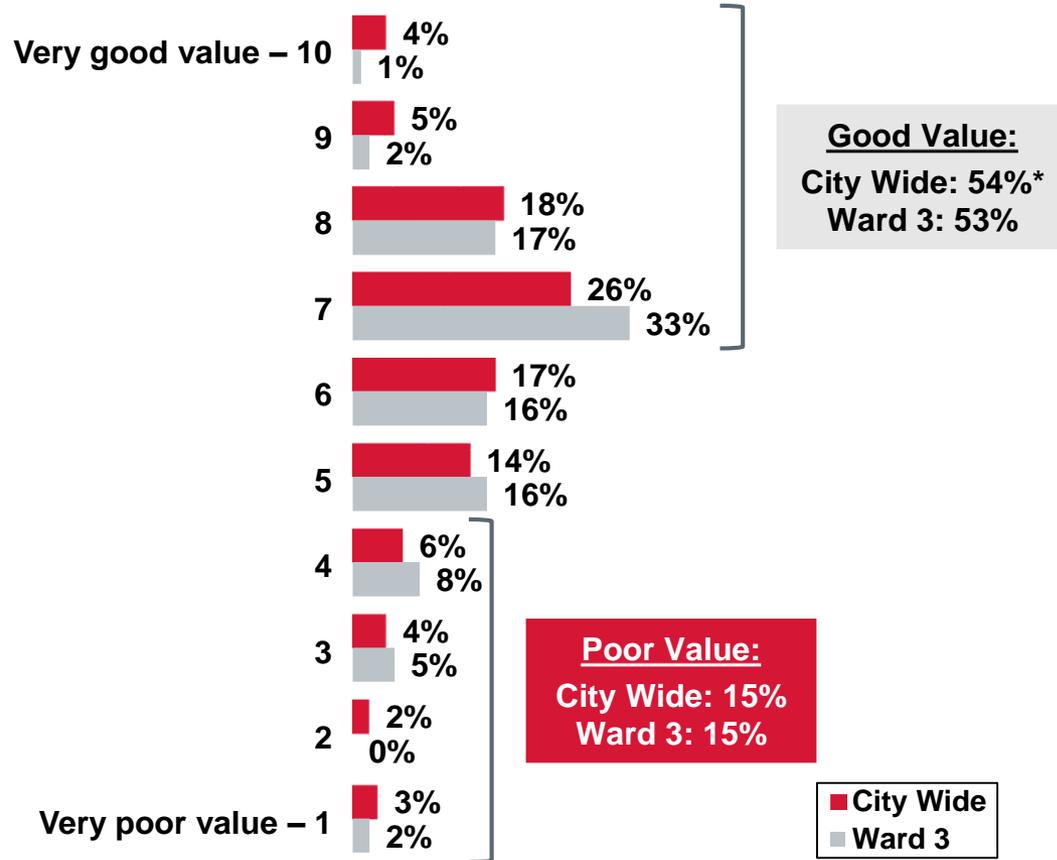
Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,490 / Ward 3: n=146)

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



Perceived Value of Property Taxes



*Rounding

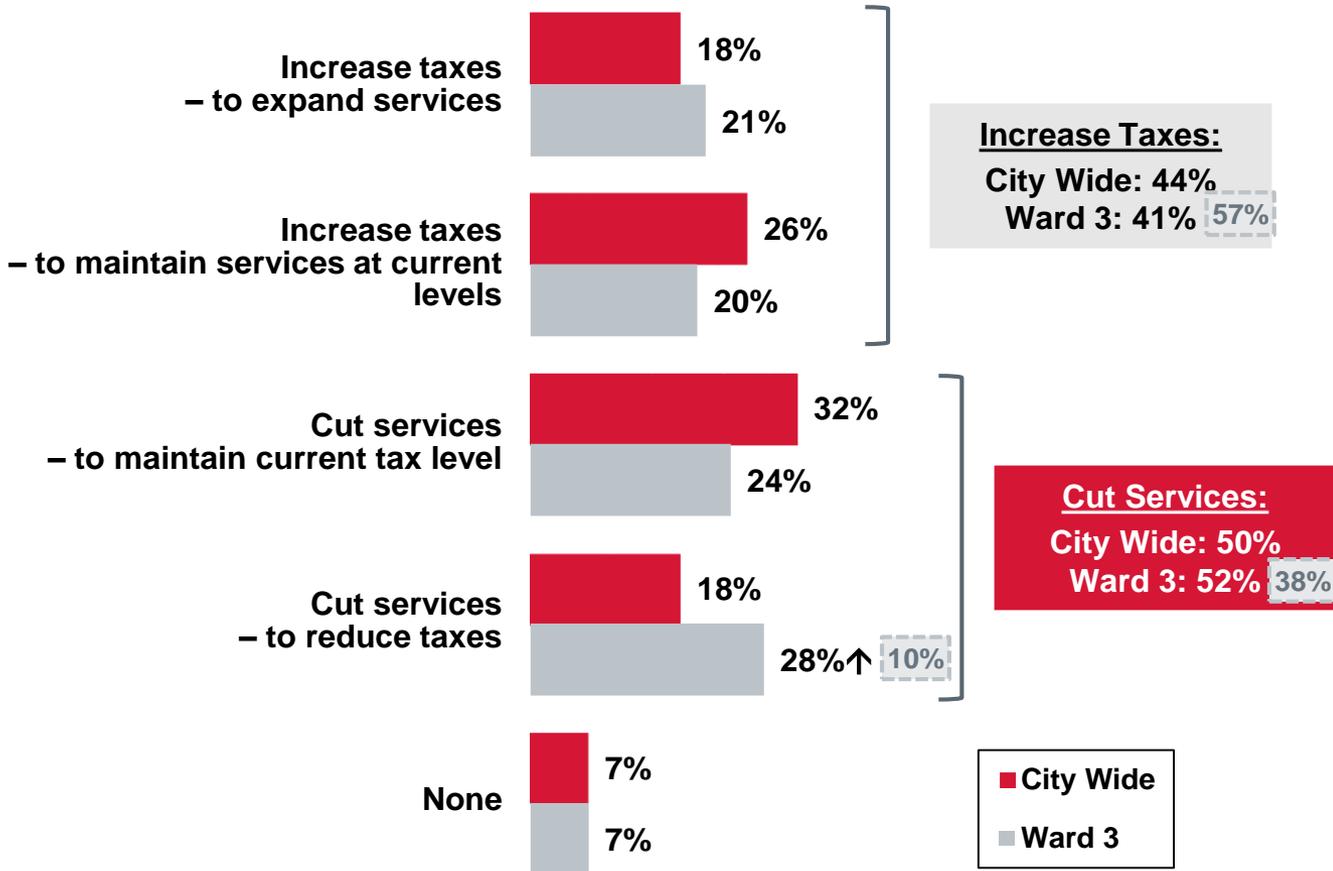
↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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

Base: Valid respondents (City Wide: n=2,450 / Ward 3: n=143)



Balancing Taxation and Service Delivery Levels



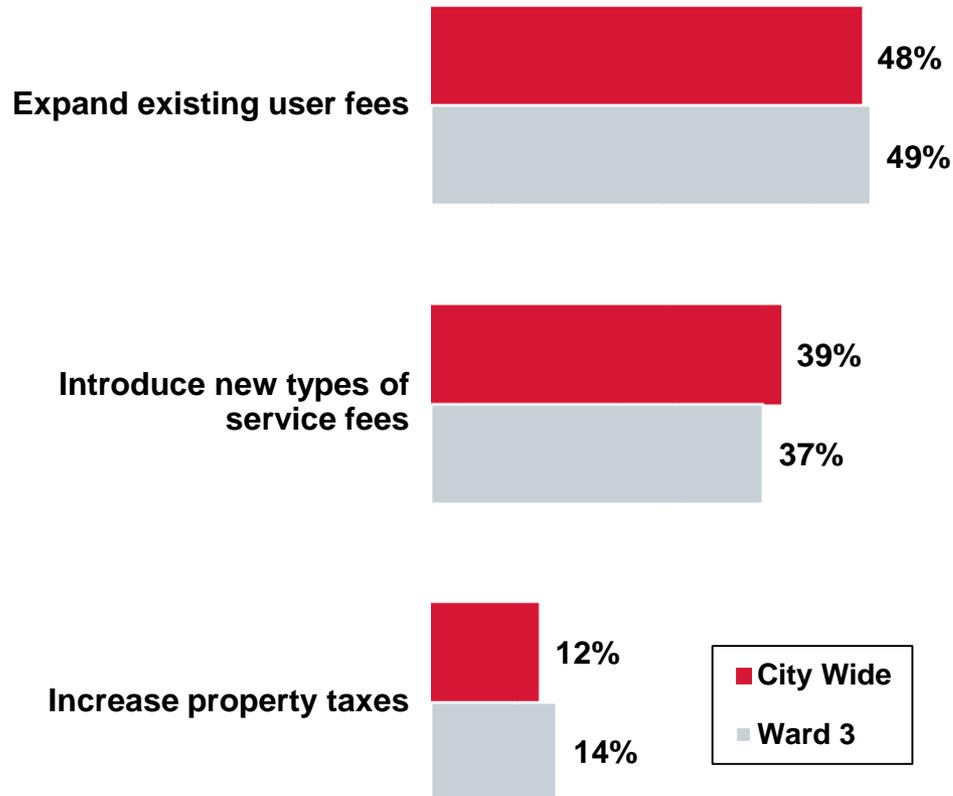
Ward 3 2018

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

Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue? Base: Valid respondents (City Wide: n=2,452 / Ward 3: n=146)



Options for Increasing City Revenue



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

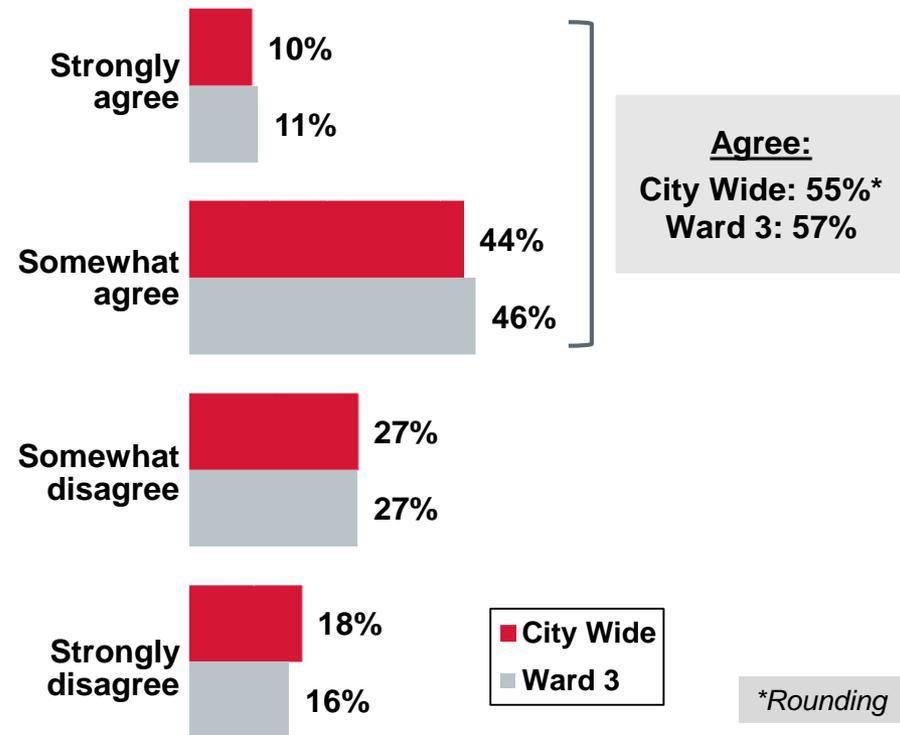
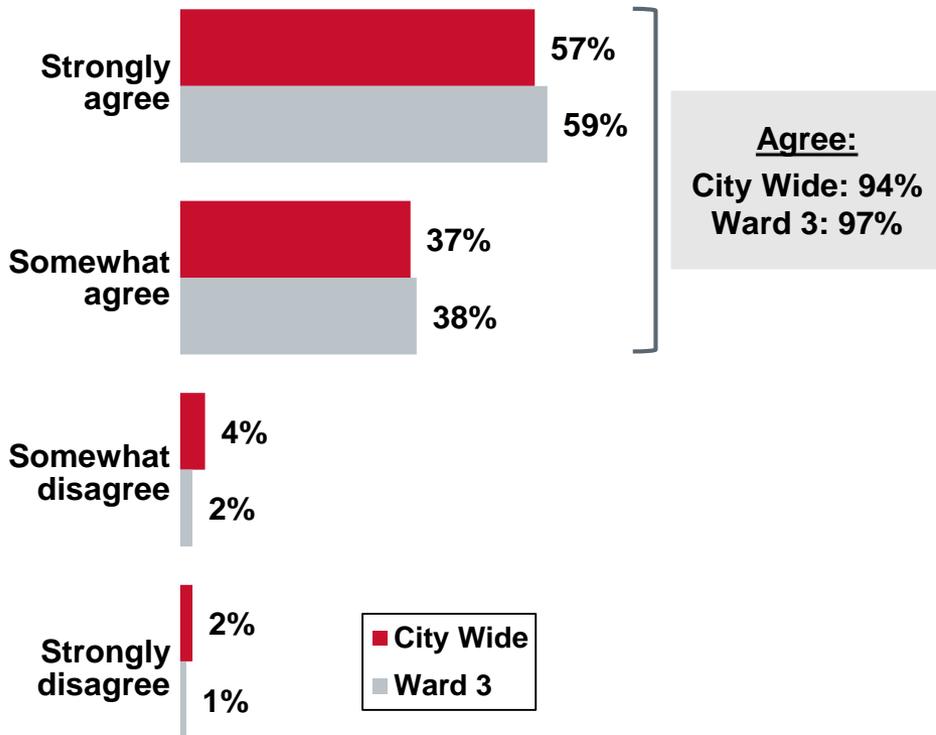
Base: Valid respondents (City Wide: n=2,297 / Ward 3: n=135)



Property Tax Dollar Investment

I am interested in knowing how my property tax dollars are invested in various City services

The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services



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

*Rounding

Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.
 Base: Valid respondents (City Wide: n=2,487 / Ward 3: n=145) Base: Valid respondents (City Wide: n=2,465 / Ward 3: n=145)



Definition of 'Value for Taxpayer Dollars'

Multiple responses

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

	City Wide	Ward 3
Good Quality of Services [NET]	51%	55%
Good/ quality services	17%	15%
Meets every need	12%	15%
Satisfied/ happy with services	9%	10%
Quick/ prompt/ fast service	8%	14%↑
Effective/ works well	4%	5%
Complete/ all-inclusive service	3%	6%↑
Appropriate Spending [NET]	49%	55%
Low cost/ affordable	14%	13%
You get what you pay for	14%	13%
Appropriate spending of taxes	13%	12%
Job is being done efficiently	11%	14%
Good value (unspecified)	4%	5%
Getting reasonable return on investment	3%	5%
Good Customer Service [NET]	12%	13%
Helpful	3%	2%
Accessible/ Convenient Services [NET]	10%	18%↑
Accessible/ available services	8%	15%↑
Convenient/ easy to use	3%	3%
Provision of Specific Services [NET]	9%	7%
Transparency [NET]	3%	1%
Value is in what's important to people	3%	1%
Don't Know	6%	9%

New Question in Fall 2019: When it comes to the services The City of Calgary provides, what does 'value' mean to you? In other words, if you say you're 'getting good value' for a service, what does that mean? Base: Valid respondents (City Wide: n=2,502 / Ward 3: n=147)

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

NET mentions of <3% are not shown



Proposed Service Reductions

Multiple responses

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

	City Wide	Ward 3
Waste Management [NET]	17%	21%
Blue Cart	7%	13%↑
Black Cart	7%	7%
Green Cart	7%	10%
Government Spending [NET]	15%	11%
Reduce Council/ staff wages	6%	5%
Reduce amount of staff	5%	3%
Budget control/ appropriate spending	4%	2%
Roads and Infrastructure Spending [NET]	15%	13%
Road maintenance and improvements	11%	11%
Arts Projects/ Activities	14%	13%
Recreation [NET]	12%	11%
Facilities/ hockey rinks/ sports fields	8%	10%
Maintenance of Parks and Pathways [NET]	9%	8%
Bicycle/ Scooter Lanes	8%	10%
Transit [NET]	8%	7%
Bylaw enforcement	7%	3%
Emergency Services [NET]	6%	5%
Community/ Social Services [NET]	6%	9%
Cleanliness of the city	5%	7%
Animal control/ licensing	5%	4%
Nothing	3%	2%
Don't Know	21%	30%

New Question in Fall 2019: Of all the services you know of that are provided by The City of Calgary, name up to three services that you would propose to have a service reduction in order to save costs. Base: Valid respondents (City Wide: n=2,502 / Ward 3: n=147)

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



Proposed Service Increases

Multiple responses

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

	City Wide	Ward 3
Emergency Services [NET]	36%	35%
More police presence	29%	28%
More Fire Department services	18%	16%
More ambulance services	9%	11%
Roads and Infrastructure [NET]	32%	35%
Road maintenance/ improvements	19%	21%
Snow removal	12%	16%
Infrastructure maintenance/ improvements	6%	6%
Traffic congestion/ control	4%	1%
Transit [NET]	27%	45%↑
Community/ Social Services [NET]	17%	16%
Recreation [NET]	12%	13%
Maintenance of Parks and Pathways [NET]	11%	5%
Homelessness/ Poverty/ Affordable Housing [NET]	8%	3%
Education [NET]	8%	12%
Healthcare [NET]	8%	5%
Waste Management [NET]	6%	6%
Nothing	4%	2%
Don't Know	7%	7%

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

NET mentions of ≤5% are not shown

New Question in Fall 2019: Again, considering all the services that you know The City of Calgary provides, name up to three services that you would propose to spend more on to receive an increase in service. Base: Valid respondents (City Wide: n=2,502 / Ward 3: n=147)

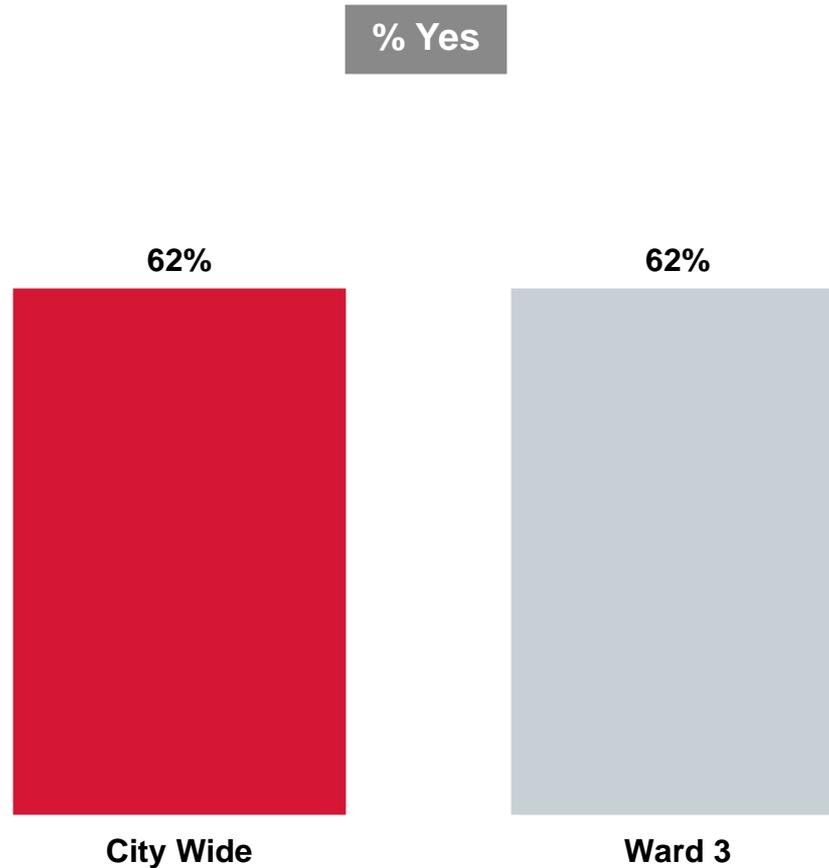


Contact with The City and Customer Service





Past 12 Months Contact with The City of Calgary



% Yes

62%

62%

City Wide

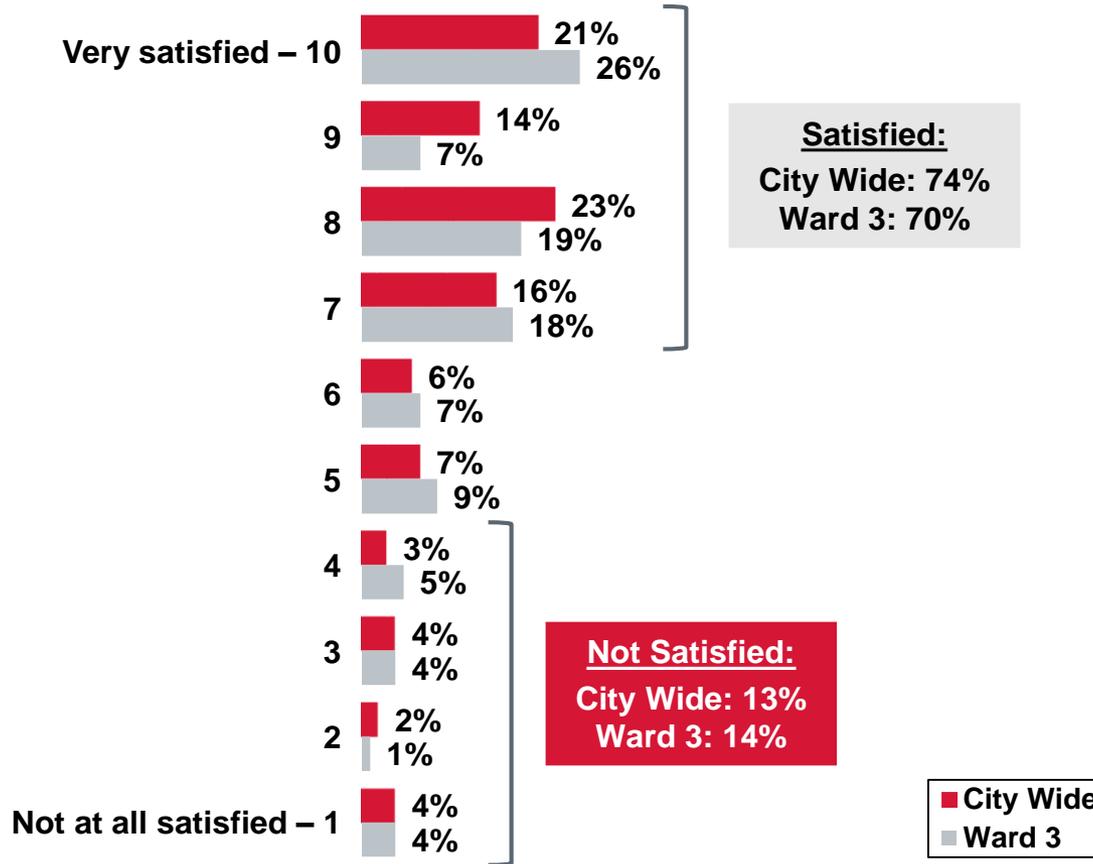
Ward 3

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

Base: Valid respondents (City Wide: n=2,483 / Ward 3: n=146)



Satisfaction with the Overall Level and Quality of Customer Service



*Rounding

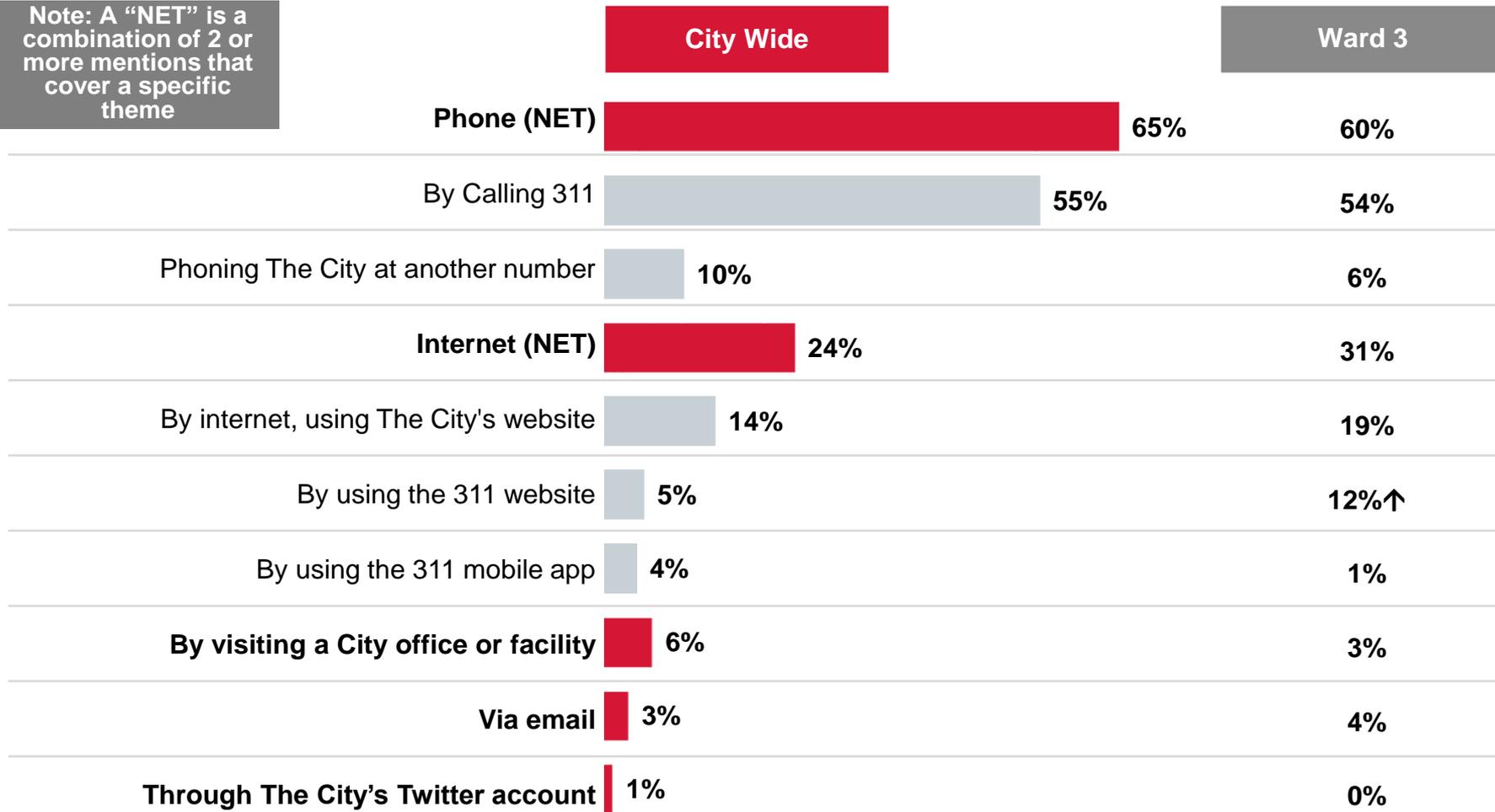
↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary? Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,581 / Ward 3: n=93)



Type of Contact

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



↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide
 Mentions of <1% are not shown

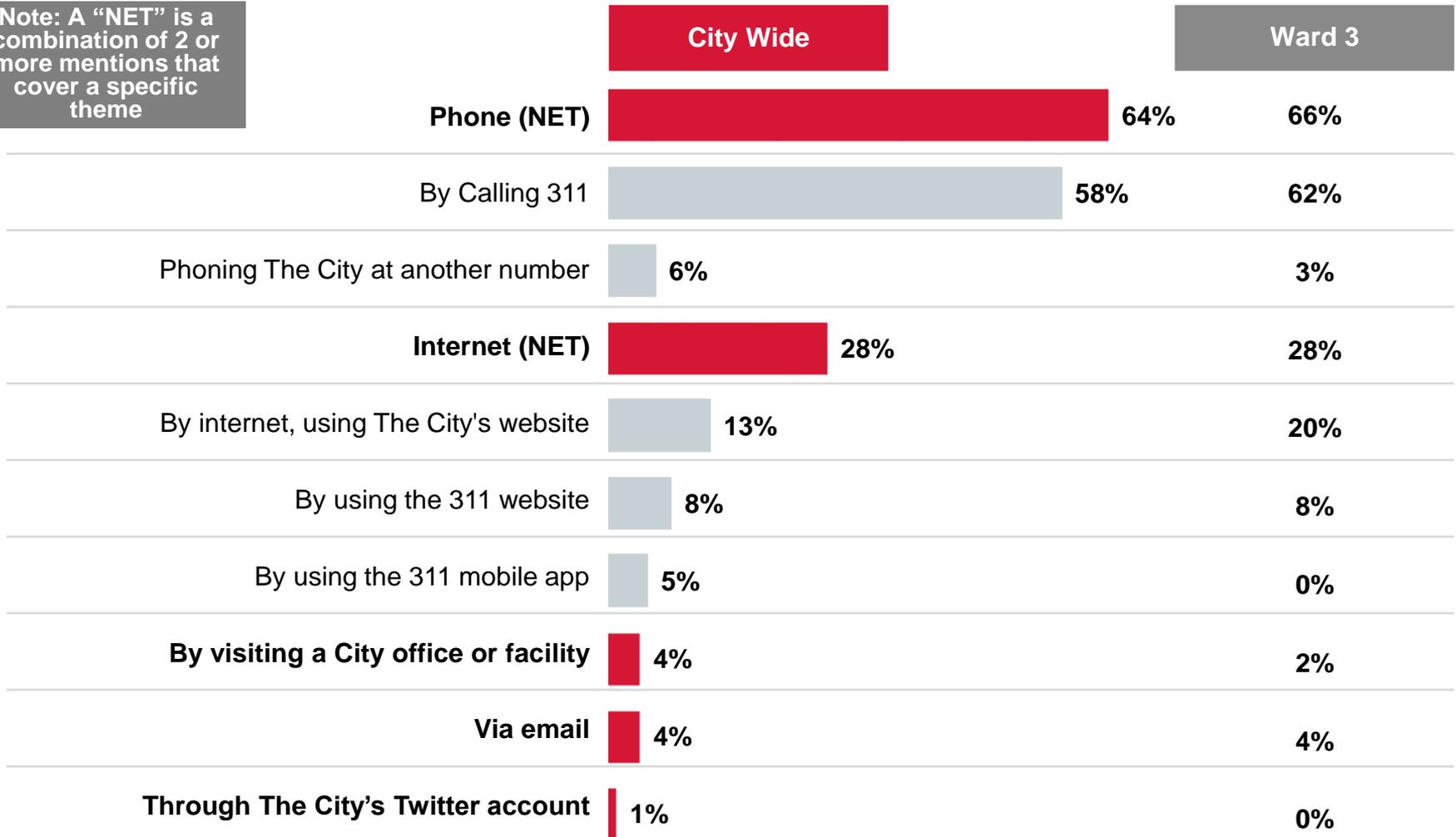
When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,075 / Ward 3: n=60)



Preferred Method of Contact

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



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

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

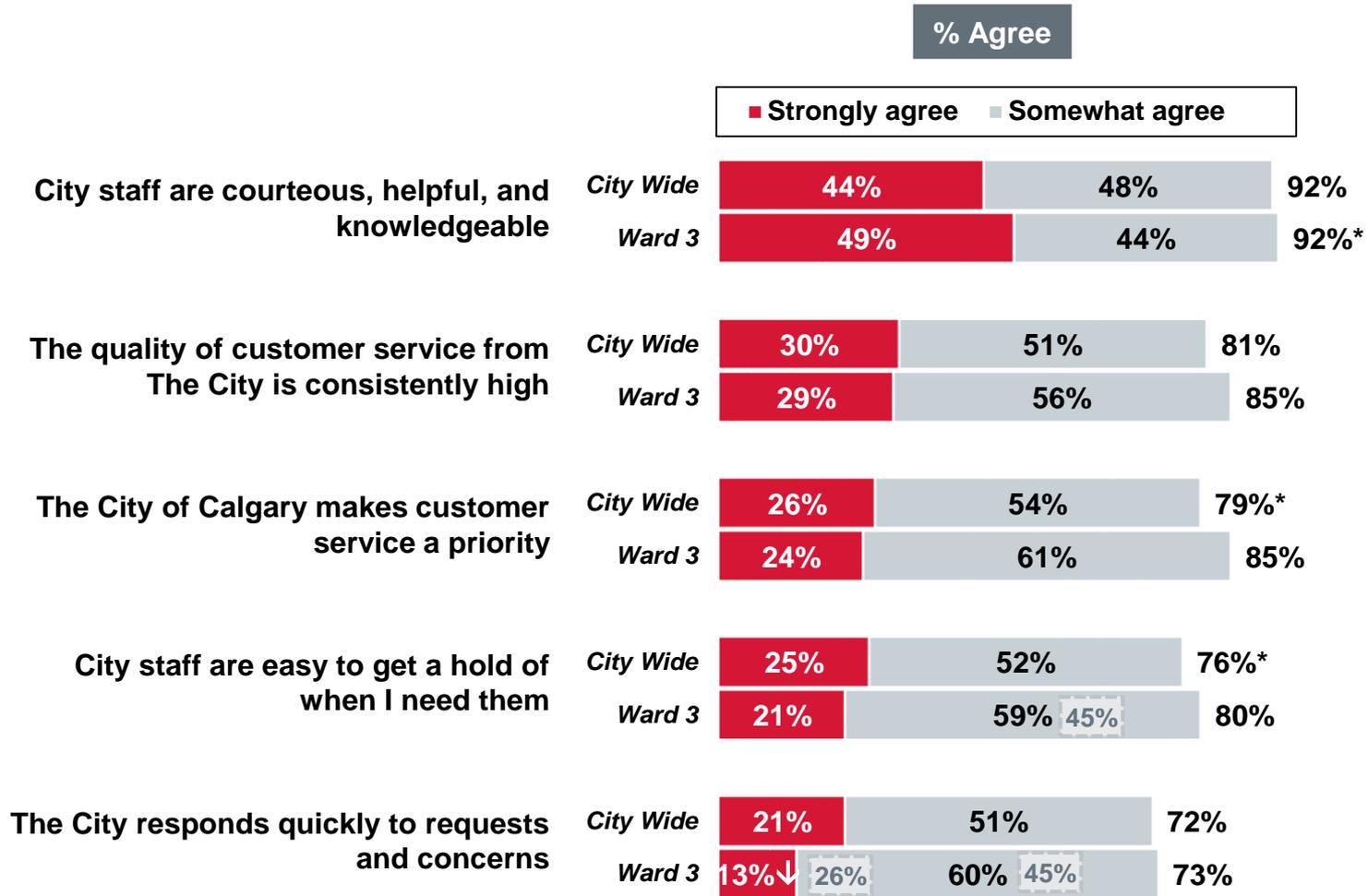
(City Wide: n=1,076 / Ward 3: n=60)

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

Mentions of <1% are not shown



Attitudes Regarding Customer Service



*Rounding

Ward 3 2018

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

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)

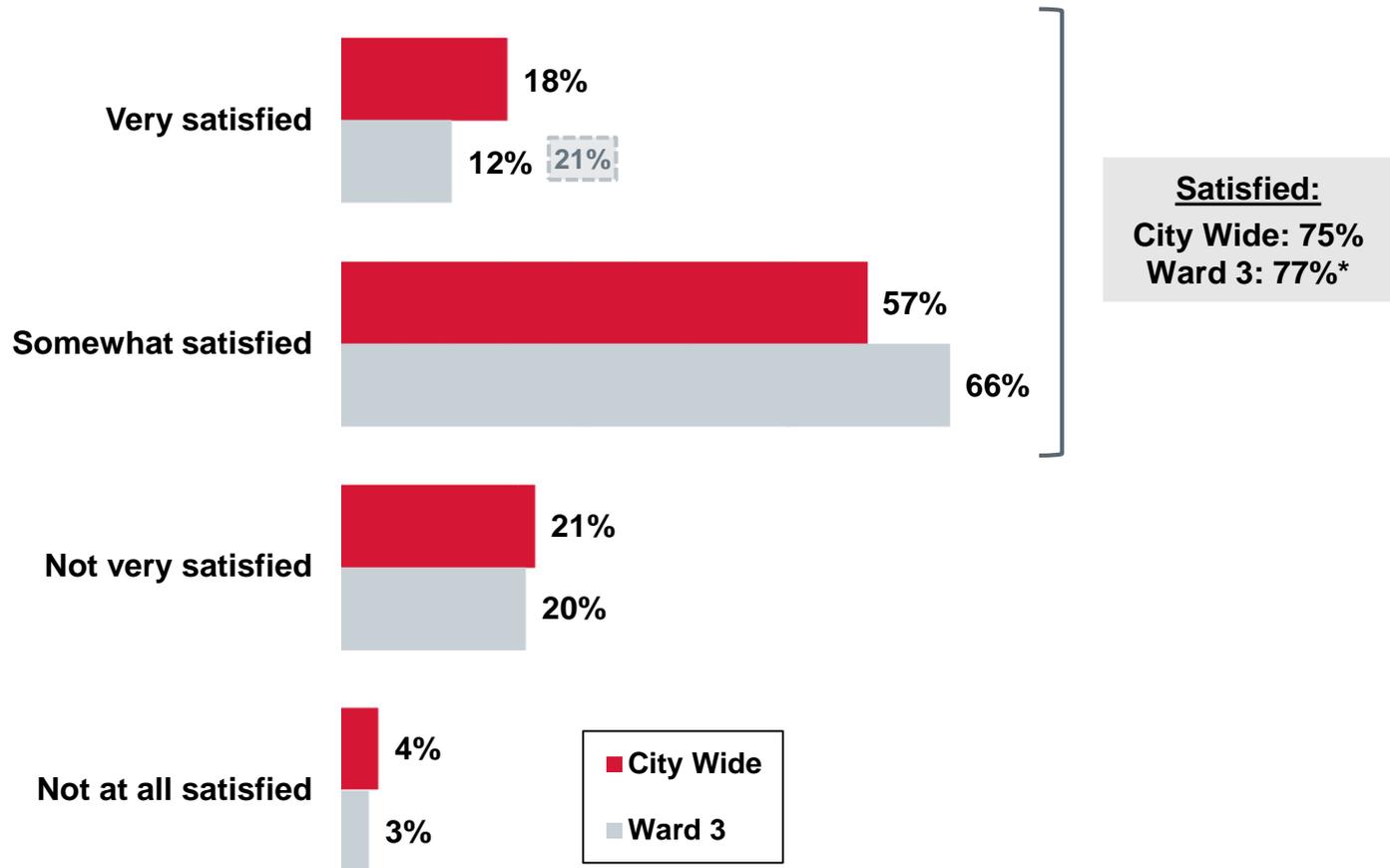


City Communications





Satisfaction with the Overall Quality of City Information and Communications



*Rounding

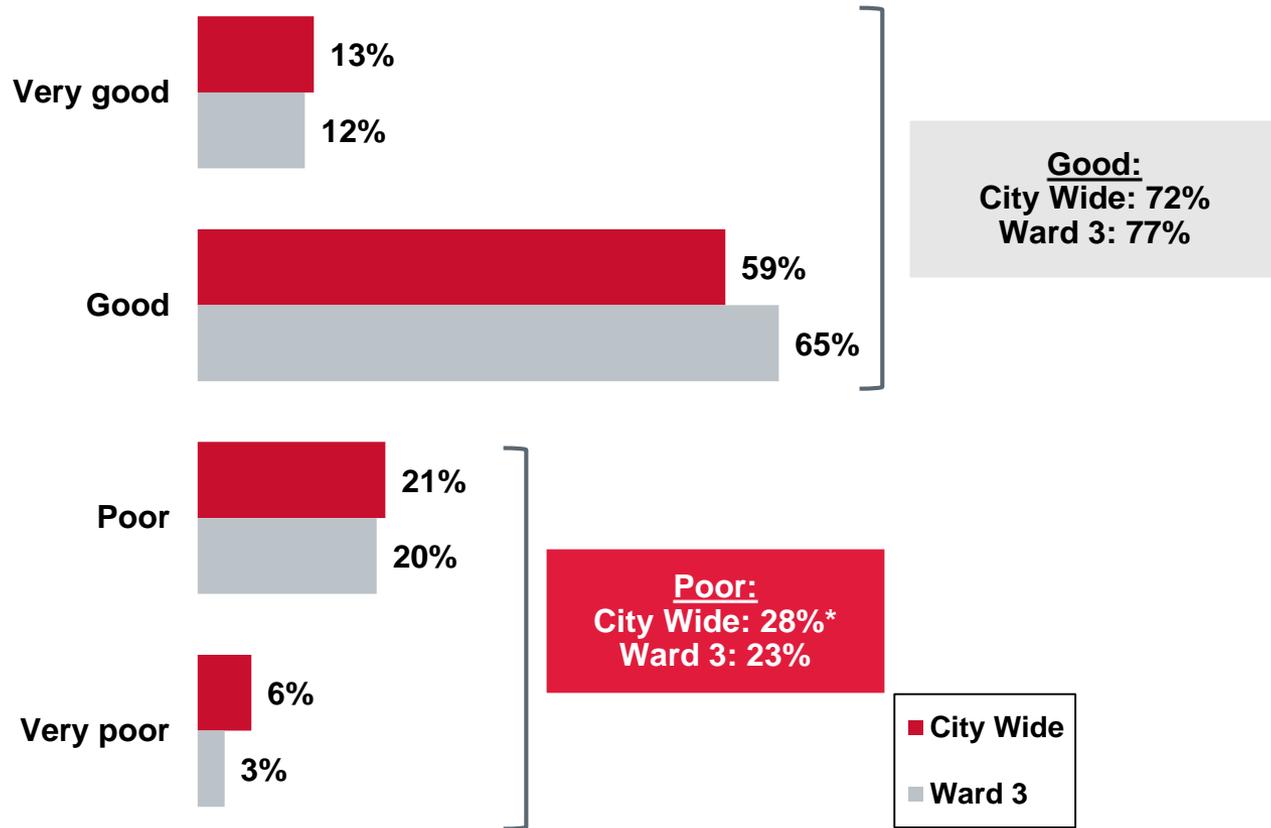
Ward 3 2018

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

Base: Valid respondents (City Wide: n=2,492 / Ward 3: n=146)



Overall Communications from The City



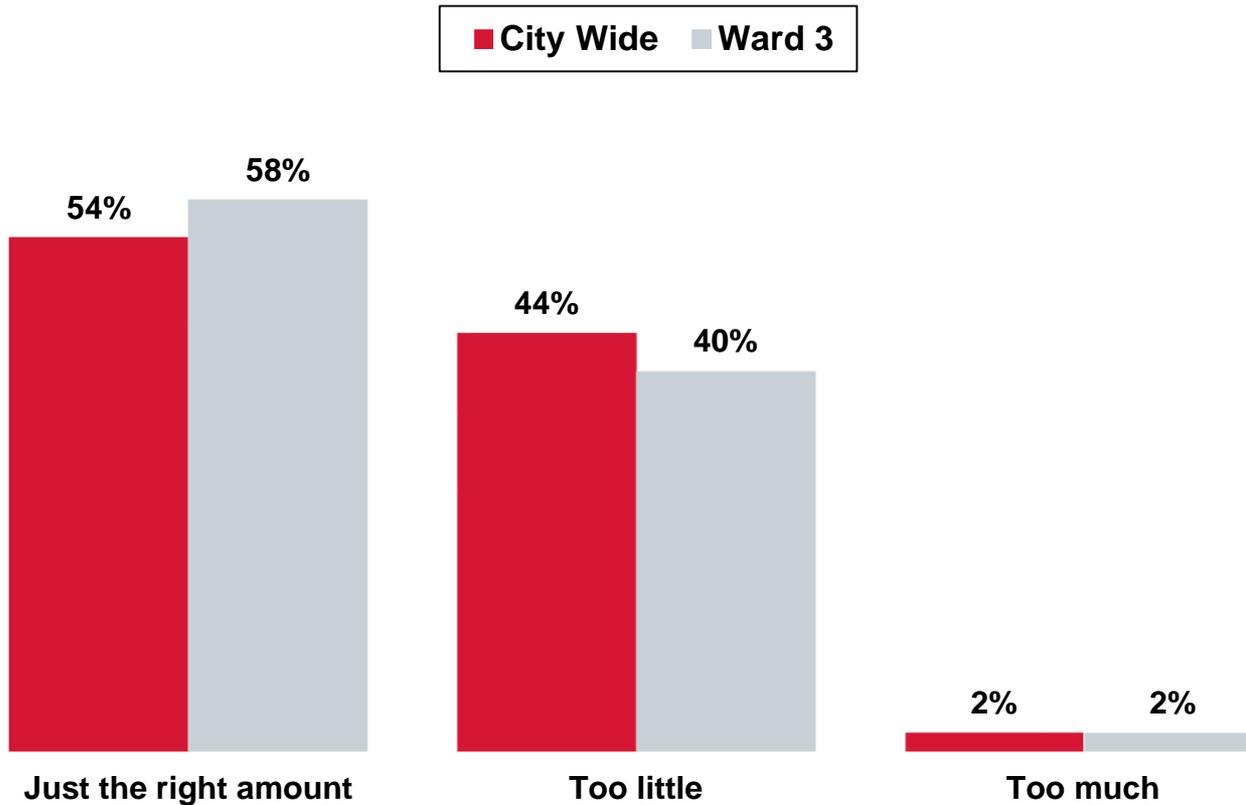
Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?

Base: Valid respondents, (City wide: n=2,486 / Ward 3: n=145)

*Rounding



The Amount of Information Accessible



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

Base: Valid respondents (City Wide: n=2,470 / Ward 3: n=143)

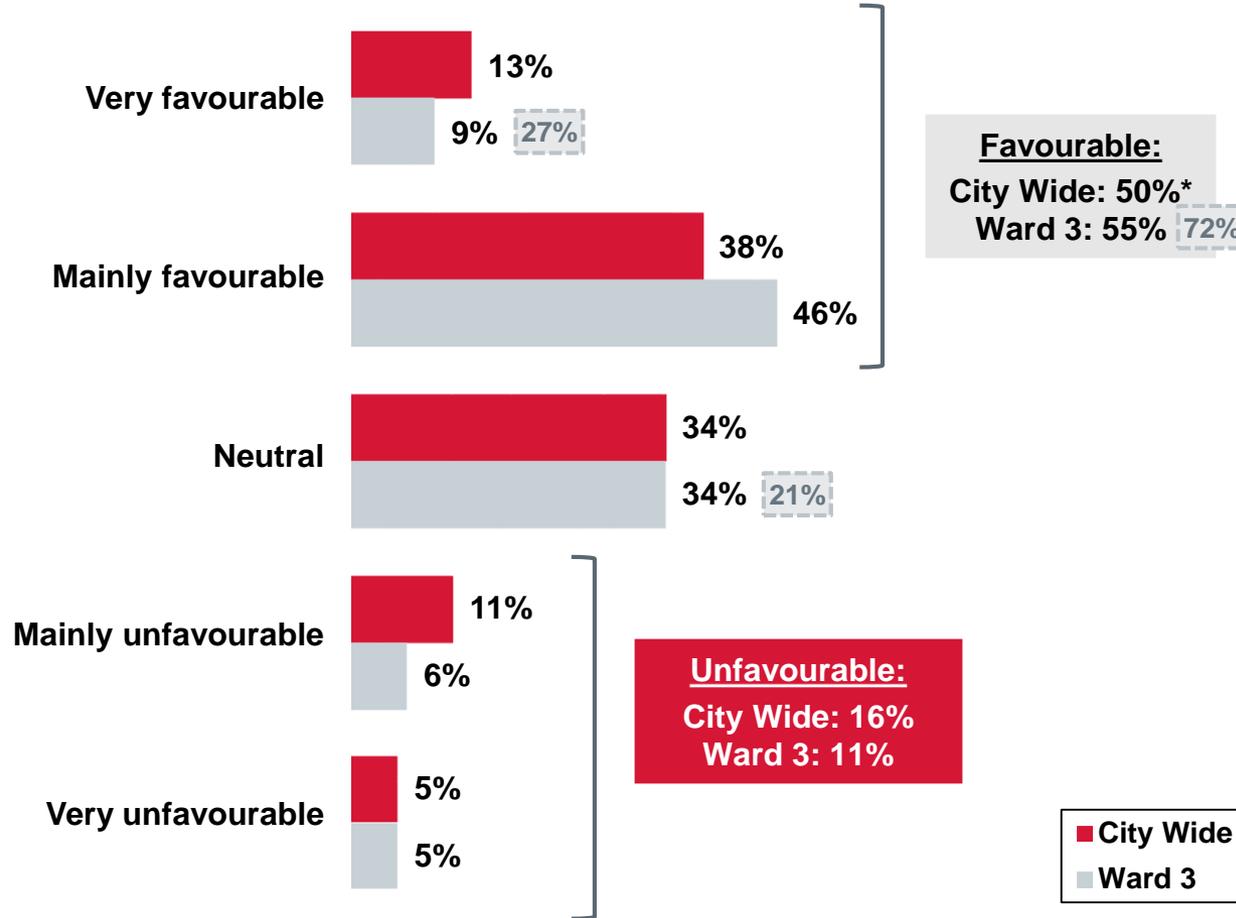


City Reputation and Performance





Favourability



■ City Wide
 ■ Ward 3

*Rounding

Ward 3 2018

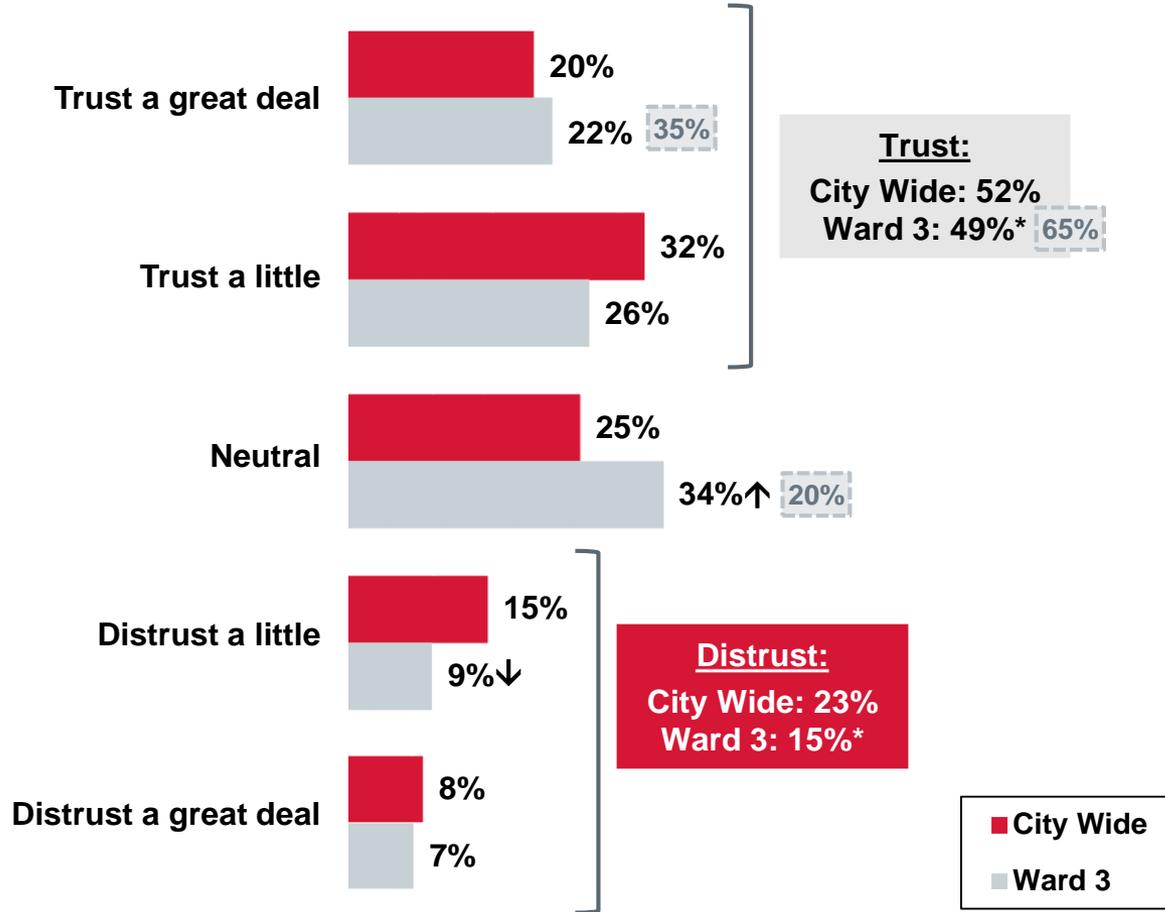
↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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

Base: Valid respondents (City Wide: n=2,495 / Ward 3: n=147)



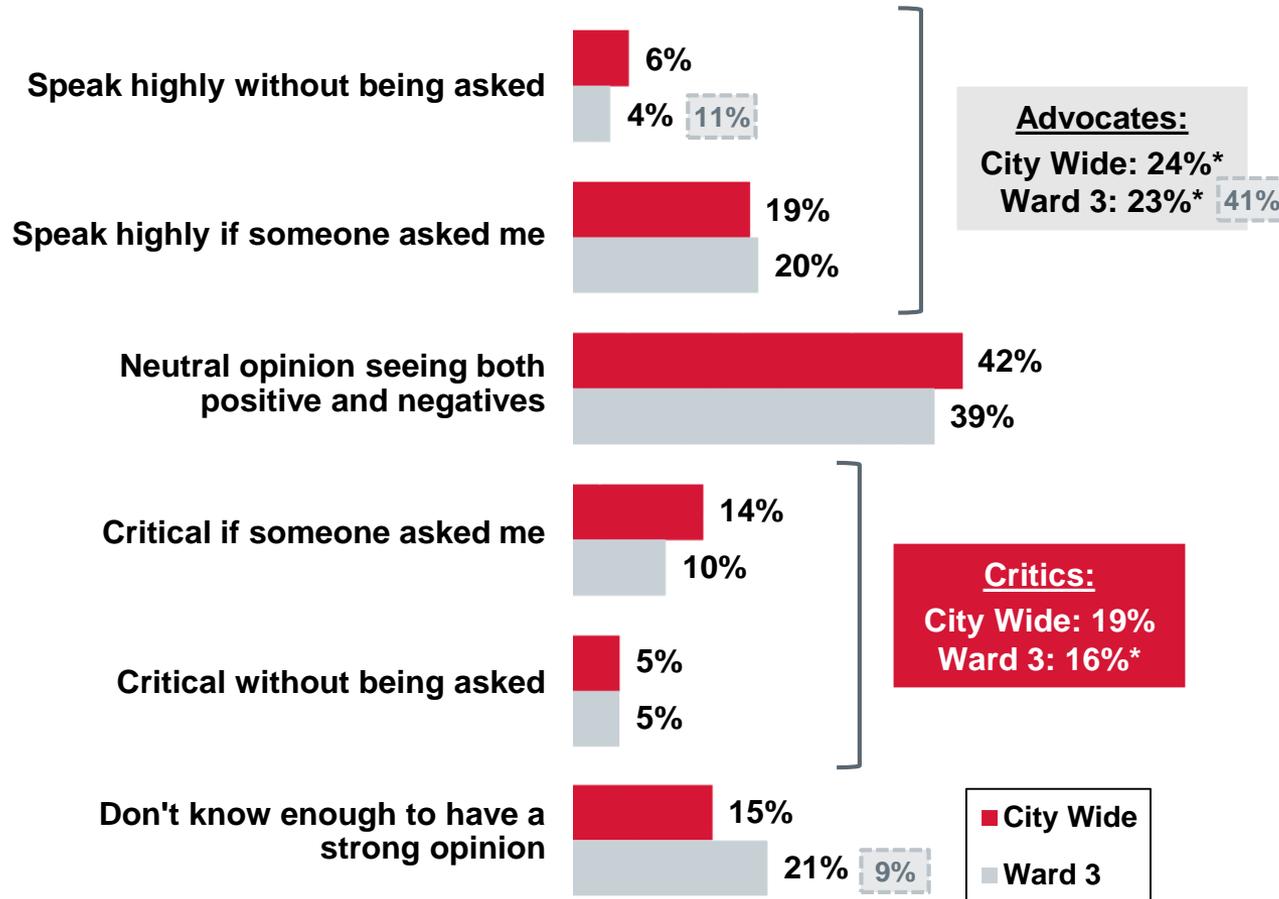
Trust



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

Base: Valid respondents (City Wide: n=2,495 / Ward 3: n=147)

Ward 3 2018



*Rounding

Ward 3 2018

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

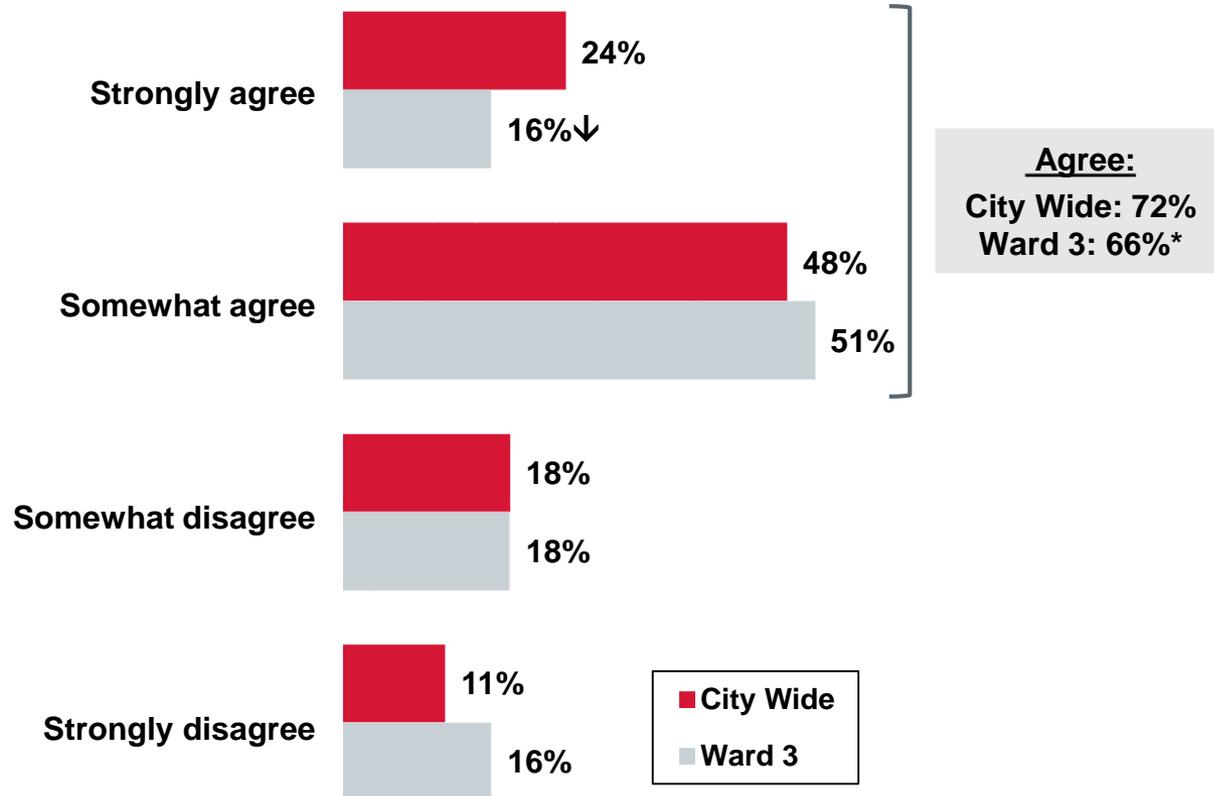
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 3: n=147)



Understanding of the Roles of City Council versus City Administration

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



*Rounding

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

Base: Valid respondents (City Wide: n=2,458 / Ward 3: n=145)

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



Perceptions About City Performance

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



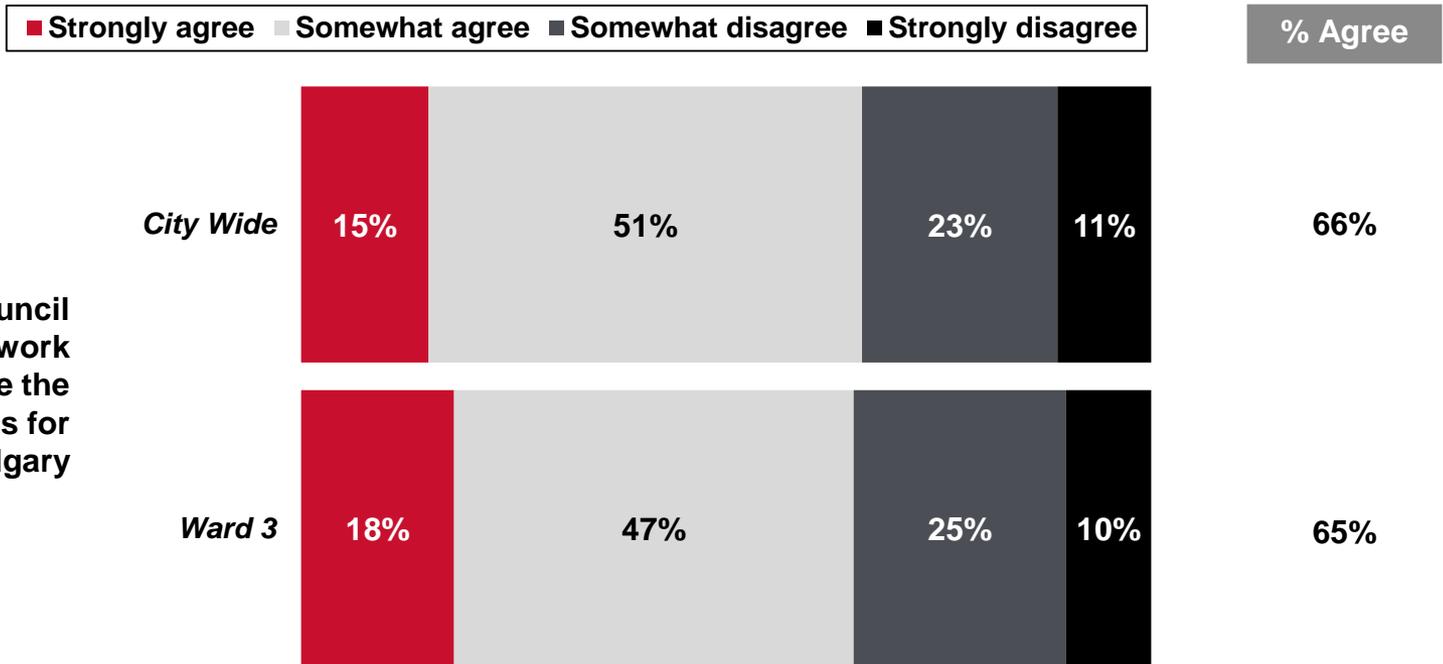
Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?
 Base: Valid respondents (Bases vary)

*Rounding



Attitudes Regarding Collaboration

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



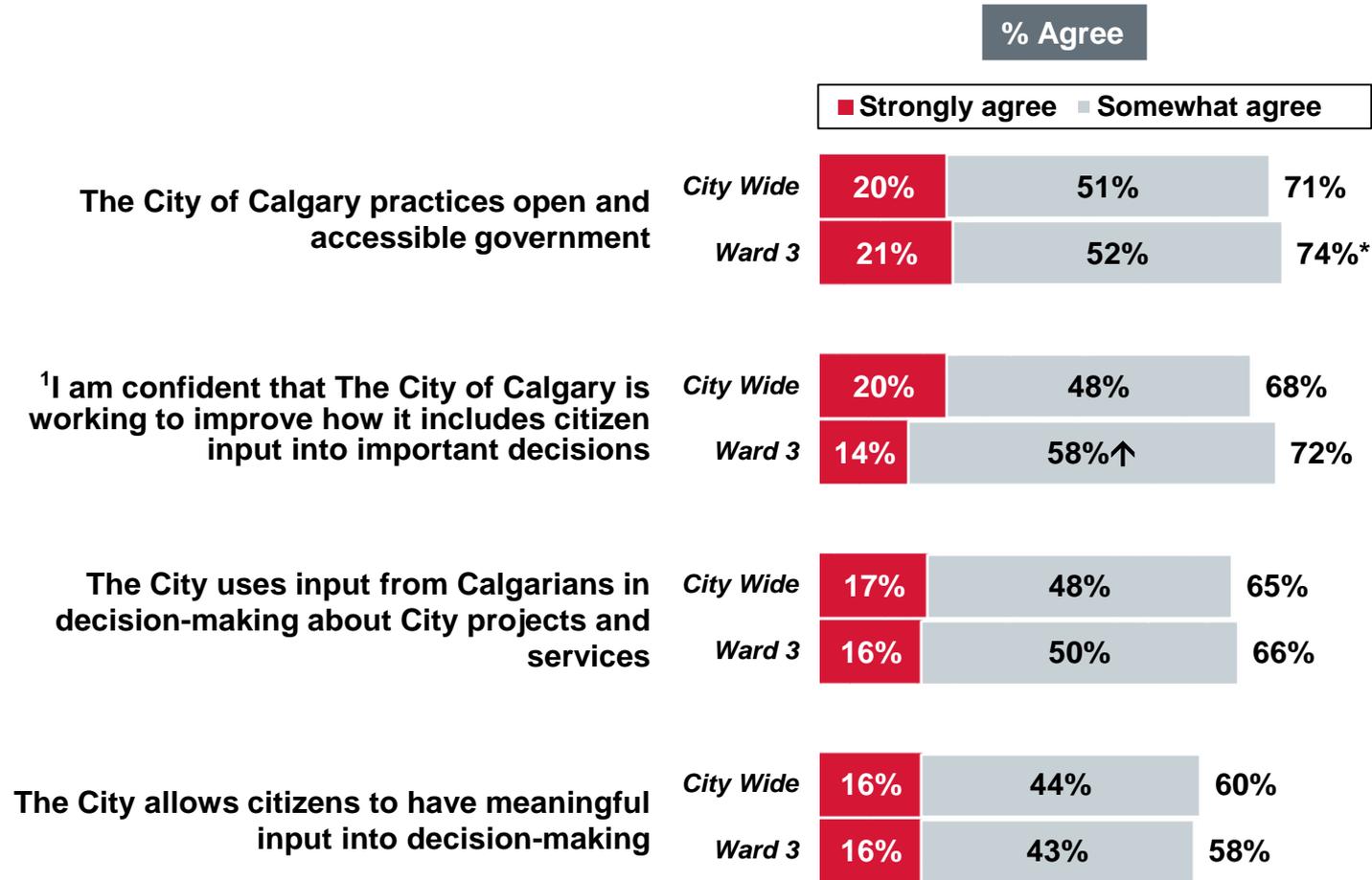
↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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

Base: Valid respondents (City Wide: n=2,463 / Ward 3: n=145)



Perceptions of Transparency and Citizen Input



*Rounding

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

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?

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

Base: Valid respondents (Bases vary)



Respondent Profile





Demographics

Age

	City Wide	Ward 3
18 to 24	13%	24%
25 to 34	21%	22%
35 to 44	17%	16%
45 to 54	19%	16%
55 to 64	14%	9%
65 or older	16%	12%
<i>Mean</i>	45	40

Income

	City Wide	Ward 3
Less than \$30,000	6%	5%
\$30,000 to <\$45,000	9%	9%
\$45,000 to <\$60,000	11%	11%
\$60,000 to <\$75,000	8%	13%
\$75,000 to <\$90,000	8%	9%
\$90,000 to <\$105,000	11%	10%
\$105,000 to <\$120,000	11%	18%
\$120,000 to <\$150,000	13%	10%
\$150,000 or more	23%	14%

Education

	City Wide	Ward 3
Completed high school or less	16%	17%
Some post secondary or completed a college diploma	35%	39%
Completed university degree or post-grad degree	49%	44%

Gender

	City Wide	Ward 3
Male	50%	44%
Female	50%	55%
Other	-	-

Base: Valid respondents (Bases vary)



Household Characteristics

Type of Home

	City Wide	Ward 3
Single-detached house	70%	81%
Apartment or apartment-style condominium	12%	6%
Duplex, triplex or fourplex	8%	5%
Townhouse or rowhouse	8%	7%
Another type of multi-dwelling unit	1%	2%

Children and Seniors in Household

	City Wide	Ward 3
Yes - Children	34%	38%
Yes - Seniors	18%	12%

Household Size

	City Wide	Ward 3
1	14%	9%
2	30%	16%
3	19%	26%
4	22%	26%
5 or more	15%	24%
<i>Mean</i>	3.0	3.5

Responsible for Property Taxes

	City Wide	Ward 3
Yes	84%	71%
No	16%	29%

Own or Rent

	City Wide	Ward 3
Own	76%	78%
Rent	19%	10%
Other	6%	11%

Tenure in Calgary

	City Wide	Ward 3
Less than 5 years	6%	7%
5 to less than 10 years	9%	3%
10 to less than 15 years	10%	11%
15 to less than 20 years	11%	21%
20 to less than 30 years	23%	28%
30 to less than 40 years	16%	13%
40 or more	25%	18%
<i>Mean</i>	28	25

Base: Valid respondents (Bases vary)



Respondent Characteristics

Born in Canada

	City Wide	Ward 3
Yes	74%	65%
No	26%	35%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=600)	Ward 3 (n=48)
Less than 12	29%	41%
12 to 17	15%	20%
18 or older	56%	39%
No response	1%	-

Ethnic Background

	City Wide	Ward 3
Caucasian/ White	26%	18%
British	18%	18%
Canadian/ French Canadian	17%	15%
Northern or Western European	12%	20%
East or Southeast Asian	9%	14%
Southern or Eastern European	7%	5%
South Asian	7%	10%
Central/ South American or Caribbean	3%	4%
West Asian or Middle Eastern	3%	2%
African	3%	6%
Aboriginal/ First Nations/ Metis	2%	2%

Disability

	City Wide	Ward 3
Yes	17%	18%
No	83%	82%

Visible Minority

	City Wide	Ward 3
Yes	24%	32%
No	76%	68%

Base: Valid respondents (Bases vary)

Contact

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