

Calgary



2017 Quality of Life and Citizen Satisfaction Survey

Ward 9 Report

Prepared for The City of Calgary by:

Contact:

Jamie Duncan
Vice President
Ipsos
587.952.4863

jamie.duncan@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Sheela Das
Director
Ipsos
587.952.4874

sheela.das@ipsos.com
700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8





Table of Contents

03

Methodology

04

Summary of Key Findings

09

Quality of Life

17

Issue Agenda

19

City Programs and Services

37

Environmental Performance

41

Taxation

47

Contact with The City

53

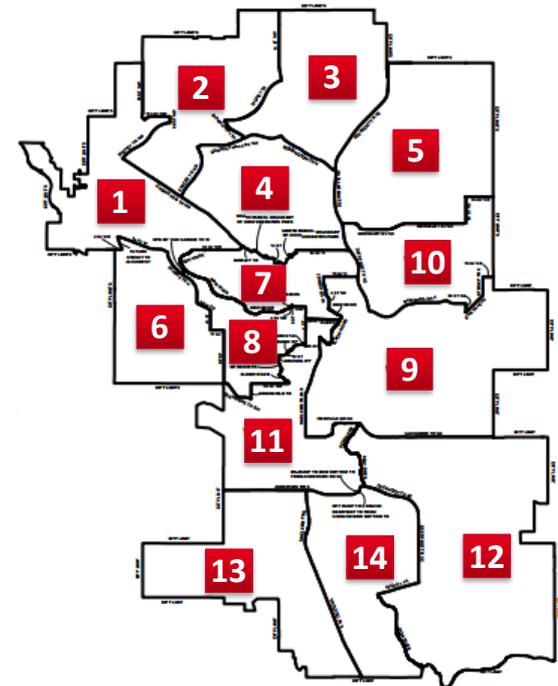
City Communications

57

Demographics

Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 16th and September 10th, 2017.
 - 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 2016 Municipal and Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,500 is ± 2.0 percentage points, 19 times out of 20.
 - A total of 174 interviews were conducted with residents of Ward 9 (MOE ± 7.5).
- ❖ Research Note on significant differences.
 - Throughout, City Wide results are compared to results from Ward 9.
 - \uparrow indicates a number is significantly higher than City Wide.
 - \downarrow indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2017 results for Ward 9 are compared to those from 2016.
 - Only significant differences are shown.





Summary of Key Findings





Key Findings: Quality of Life, Issue Agenda, and Level and Quality of Programs and Services

For Ward 9 residents, perceptions about the quality of life in Calgary are generally solid, though a few metrics are statistically lower than City Wide.

- ❖ Roughly three-quarters (77%) of Ward 9 residents say the quality of life in Calgary today is ‘good,’ 8 percentage points lower than 85% City Wide.
- ❖ The plurality (43%) of Ward 9 residents say the quality of life in Calgary has stayed the same over the past three years (consistent with 45% City Wide), while 21% say it has improved (on par with 20% City Wide). Though a sizeable minority (37%) feel it has worsened, this is also on par with City Wide (35%).
- ❖ Three metrics where Ward 9 residents differ from City Wide are pride in being Calgarian, neighborhood pride, and perceived safety.
 - More than one-half (54%) of Ward 9 residents ‘completely’ agree that they are ‘proud to be a Calgarian, 11 percentage points higher than City Wide (43%). However, just 69% of Ward 9 residents agree that they are ‘proud to live in their neighborhood,’ 16 percentage points lower than City Wide (85%).
 - Further, just six-in-ten (62%) Ward 9 residents say they would feel safe walking in their neighbourhood after dark – 19 percentage points lower than City Wide (81%), and only one-quarter (25%) say they would feel ‘very safe’ (vs. 40% City Wide).

The Ward 9 issue agenda generally aligns with City Wide results.

- ❖ “*Infrastructure, traffic and roads*” (27%) holds the top position (though 8 percentage points lower than 35% City Wide), followed by “*crime, safety and policing*” (18%, in third place City Wide at 13% but statistically consistent) and “*transit*” (15%, statistically consistent with 19% City Wide).

Satisfaction with the overall level and quality of City programs and services is solid and consistent with City Wide.

- ❖ Three-quarters (75%) of Ward 9 residents say they are satisfied with the overall level and quality of services and programs provided by The City – on par with City Wide (79%).



Ward 9 residents differ from the broader Calgary public on a number of programs and services.

❖ Community Services

- Social services – 85% ‘very important’ vs. 77% City Wide; 69% invest ‘more’ vs. 60% City Wide; and, emerges as a primary weakness in the action grid analysis vs. a primary strength City Wide.
- Community services – 50% ‘very important’ vs. 41% City Wide; and, 43% invest ‘more’ vs. 30% City Wide.
- Affordable housing – 74% invest ‘more’ vs. 64% City Wide; and, 28% (vs. 18% City Wide) cite improving “*homelessness, poverty and affordable housing*” as way to improve quality of life.
- Animal control services – 58% ‘very important’ vs. 40% City Wide; and, 31% invest ‘more’ vs. 18% City Wide.

❖ Public Safety

- Calgary Police Service – 50% ‘very satisfied,’ down from 64% in 2016.
- Calgary Fire Department – 46% invest ‘more’ vs. 38% City Wide.
- 9-1-1 – 44% invest ‘more’ vs. 35% City Wide.
- Disaster planning and response – 44% invest ‘more’ vs. 32% City Wide.

❖ Planning and Development

- Business licenses and inspection – 56% ‘very important’ vs. 47% City Wide; and, 27% invest ‘more’ vs. 20% City Wide.
- Development and building inspections and permits – 32% invest ‘more’ vs. 22% City Wide.

❖ Also of note is higher desired investment in Calgary Transit and Waste and Recycling services.

- Calgary Transit – 70% invest ‘more,’ up from 59% in 2016 and higher than 61% City Wide.
- Waste and Recycling services: Green Cart collection had not yet started in most of Ward 9 during interviewing for this survey. As Green Cart collection was not specifically assessed, ratings for Blue Cart and residential garbage collection may have been used as proxies.
 - Residential Blue Cart recycling – 56% ‘very satisfied’ vs. 64% City Wide; and, 21% invest ‘more’ vs. 13% City Wide.
 - Residential garbage collection – 28% invest ‘more’ vs. 17% City Wide.



Ward 9 residents' perceptions of The City's performance on the environmental front are lower than City Wide findings.

- ❖ Perceptions about the overall state of the environment in Calgary today are very positive with 91% of Ward 9 residents saying it is 'good or very good' (on par with 94% City Wide).
- ❖ While perceptions of The City's environmental performance is strong with 86% of Ward 9 residents saying they are satisfied, this is a statistically significant 5 percentage points lower than City Wide (91%).
- ❖ Though overall satisfaction with The City's environmental programs and services aimed at helping Calgarians reduce their environmental impact is identical to City Wide at 89%, just 27% of Ward 9 residents are 'very satisfied' – 8 percentage points lower than 35% City Wide.
 - Again, this may be reflective of the fact that Green Cart collection had yet to begin for most of Ward 9.

Ward 9 residents' views on taxation differ from City Wide results on several metrics.

- ❖ One-half (50%) Ward 9 residents give The City a good value rating for the value of their property tax dollars, down from 63% in 2016 and 10 percentage points lower than 60% City Wide.
- ❖ While just over one-half of Ward 9 residents (54%, on par with 50% City Wide) support tax increases to maintain or expand services, support for specifically increasing taxes to expand services (30%) is 9 percentage points higher than City Wide (21%).
 - It is also notable that among Ward 9 residents, the preference for cutting services to maintain the current tax level is down from 37% in 2016 to 24% in 2017.
- ❖ When presented with three options for increasing City revenue, 39% of Ward 9 residents opt for expanding user fees – down from 52% in 2016 and 10 percentage points lower than City Wide (49%).
 - Conversely, 21% opt for increasing property taxes, 6 percentage points higher than City Wide (15%).



Key Findings: Service Delivery and Communications

Among Ward 9 residents, satisfaction with service delivery is generally consistent with the broader Calgary public, though somewhat more positive with regard to citizen input.

- ❖ Among Ward 2 residents who contacted or dealt with The City in the past 12 months, 78% (identical to City Wide) are satisfied with the overall level and quality of customer service received.
- ❖ Perceptions of The City's customer service delivery and transparency are on par with City Wide findings, though more positive with regard to citizen input into decision-making.
 - *Strongly* agree ratings are statistically higher among Ward 9 residents for: 'The City uses input from Calgarians in decision-making' (25% vs. 17% City Wide); and, 'The City allows citizens to have meaningful input into decision-making' (25% vs. 16% City Wide).

Overall perceptions of City communications are consistent with City Wide results, however, more Ward 9 residents feel they receive too little information from The City.

- ❖ Satisfaction with the overall quality of City information and communications is solid (81%) and consistent with City Wide (84%).
- ❖ More than one-half (53%) of Ward 9 residents say they receive 'too little' information from The City, up 12 percentage points from 2016 (41%), and 6 points higher than City Wide (47%).
 - Conversely, 43% of Ward 9 residents say they receive 'just the right amount' of information – down 15 percentage points from 2016 (58%) and 8 points lower than City Wide (51%).

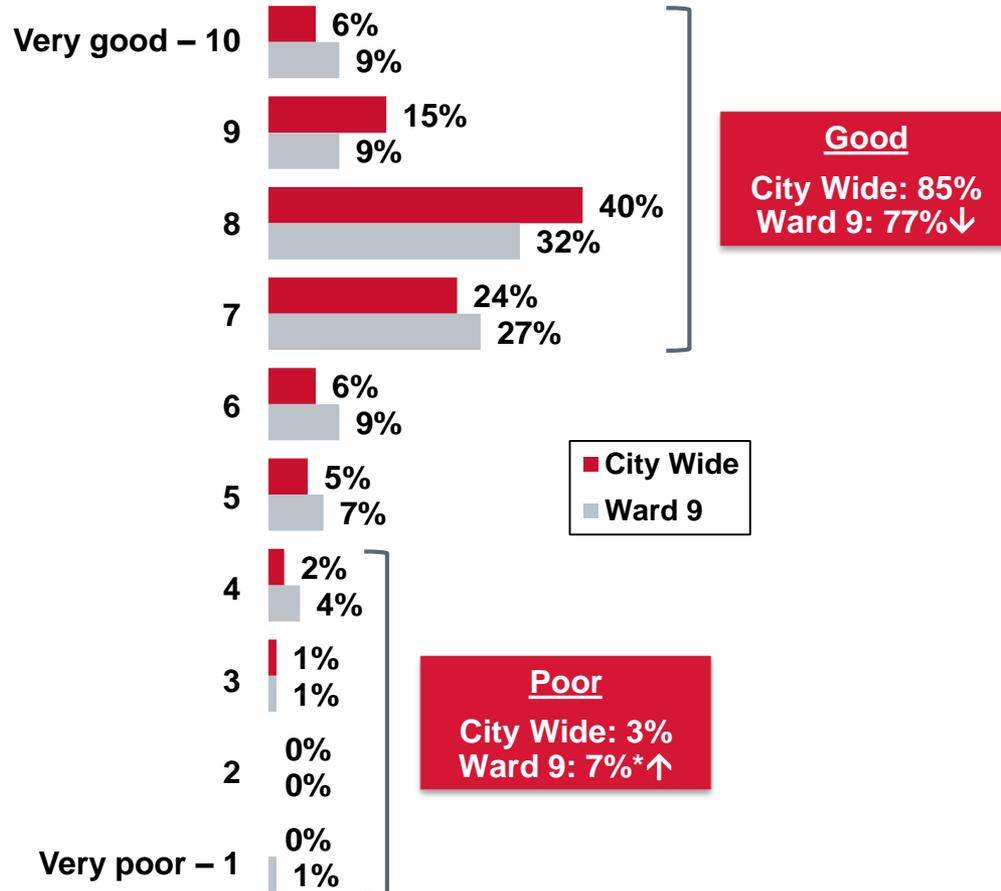


Quality of Life





Overall Quality of Life in Calgary



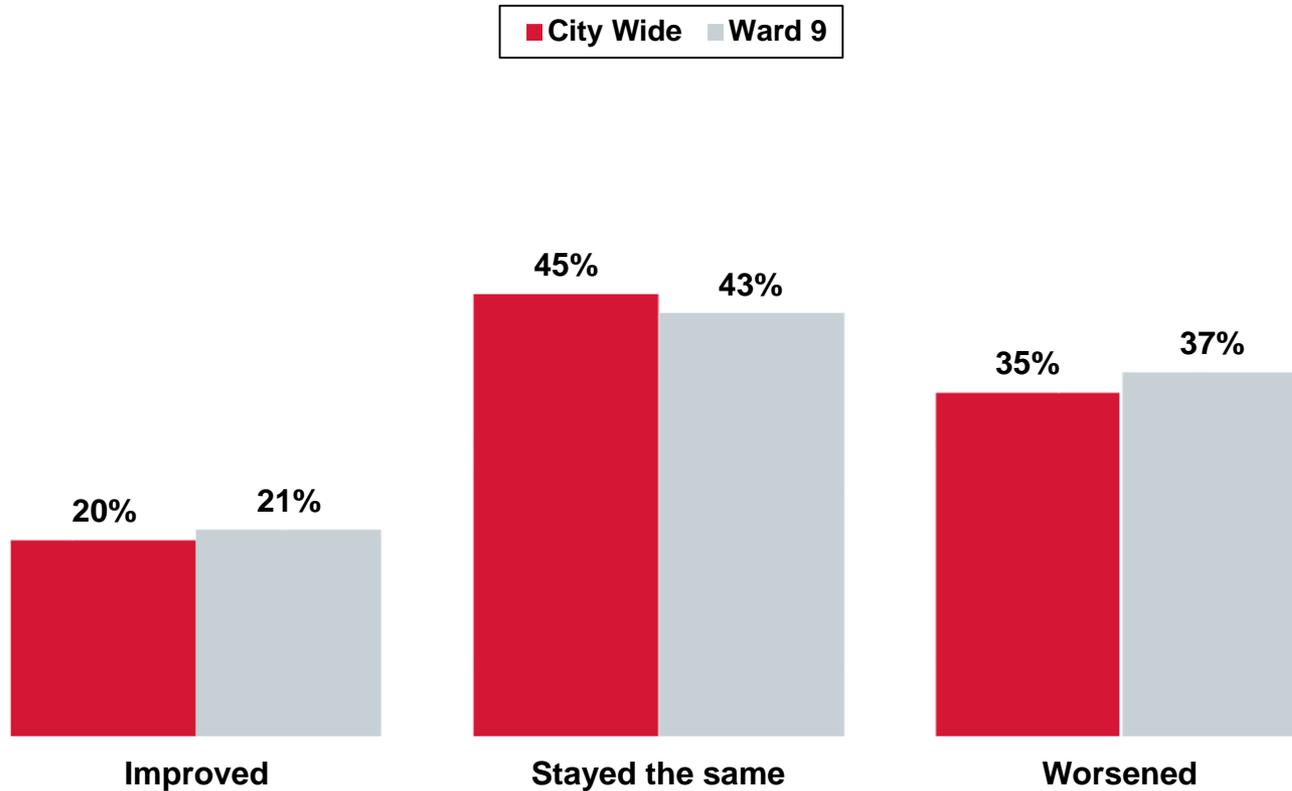
*Rounding

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=2,499 / Ward 9: 173)



Perceived Change in the Quality of Life



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=2,484 / Ward 9: n=170)



Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 9

Category	City Wide	Ward 9
Transportation (NET)	24%	16%↓
Improvement/ maintenance of existing roads	8%	3%↓
Better traffic management	7%	5%
Infrastructure (unspecified)	3%	3%
Government (NET)	21%	19%
Reduce taxes	8%	5%
Tax spending/ City budget	7%	4%
Listen to/ more support for taxpayers/ citizens	3%	4%
Recreation & Community Services (NET)	20%	20%
Parks/ green-space improvement	5%	2%
Building of community centres/ recreation facilities	3%	2%
Engage in community events/ activities	3%	3%
Availability of (free) programs/ activities	3%	2%
Homelessness, Poverty & Affordable Housing (NET)	18%	26%↑
Improve job creation/ employment	8%	10%
Expand affordable housing/ rent	4%	7%
Reduce the (high) cost of living	3%	4%
Address homelessness	3%	4%
Transit (NET)	16%	10%
Improve public transportation (unspecified)	9%	7%
More access to buses/ transit/ trains	4%	2%
Crime, Safety & Policing (NET)	11%	12%
Control crime and safety	6%	6%
More policing/ patrolling	5%	6%
Health (NET)	4%	4%
Growth & Planning (NET)	3%	2%
Education (NET)	4%	4%
Environment (NET)	4%	1%
Other	10%	11%
Nothing	18%	27%

Total mentions <3% are not shown

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

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=2,359 / Ward 9: n=163)



Sustainability: Connectedness and Inclusivity

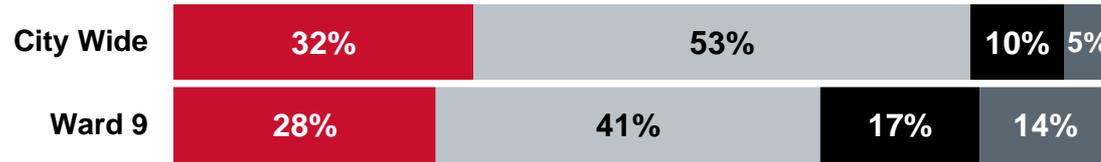
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

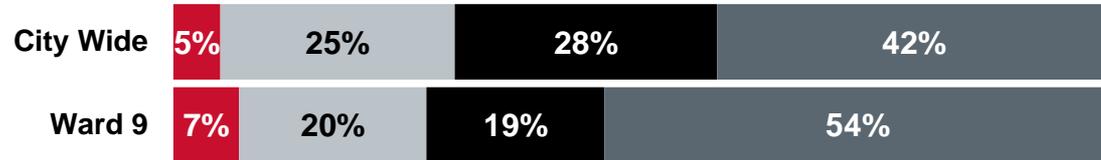
I am proud to be a Calgarian



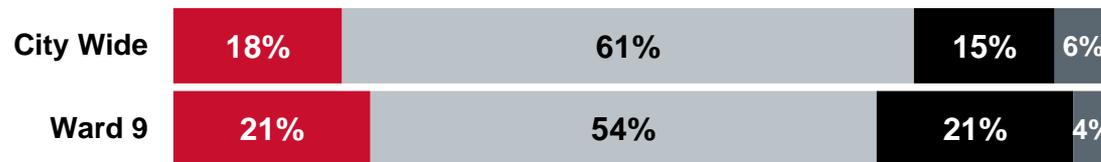
I am proud to live in my neighbourhood



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



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."

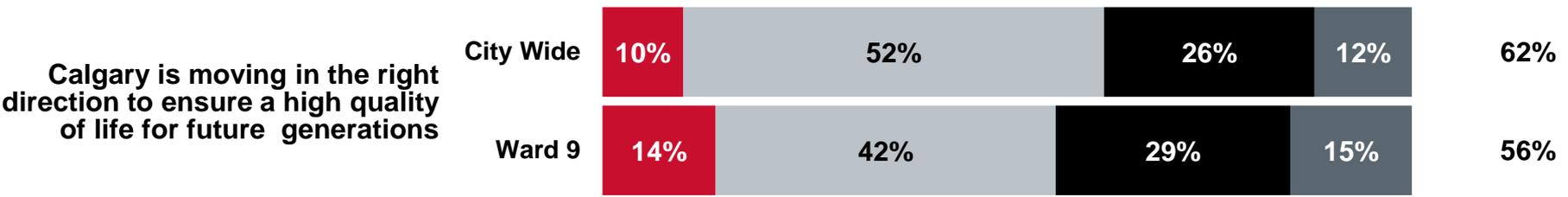
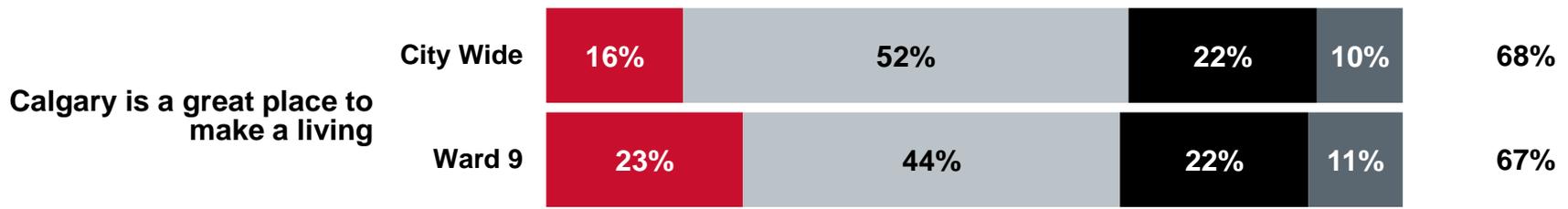
Base: Valid respondents (Bases vary)



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

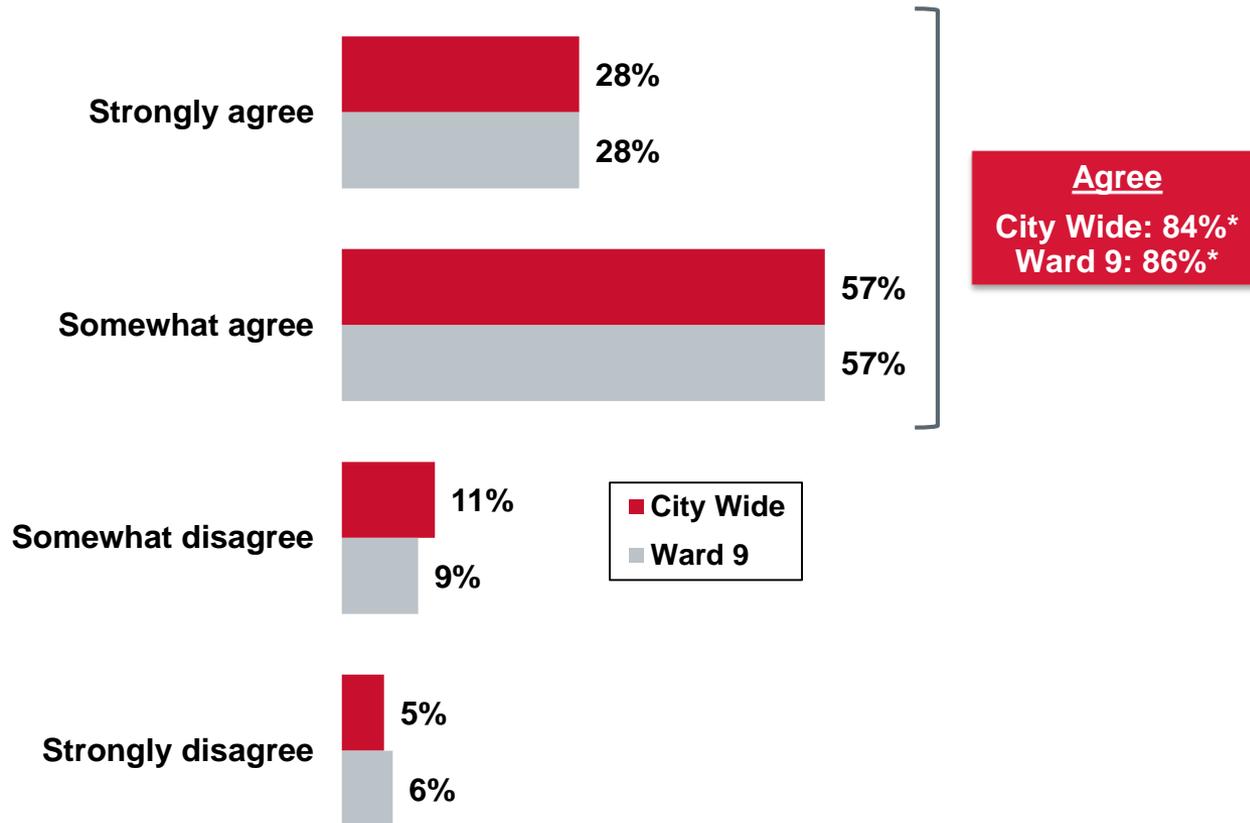


Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents (Bases vary)



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



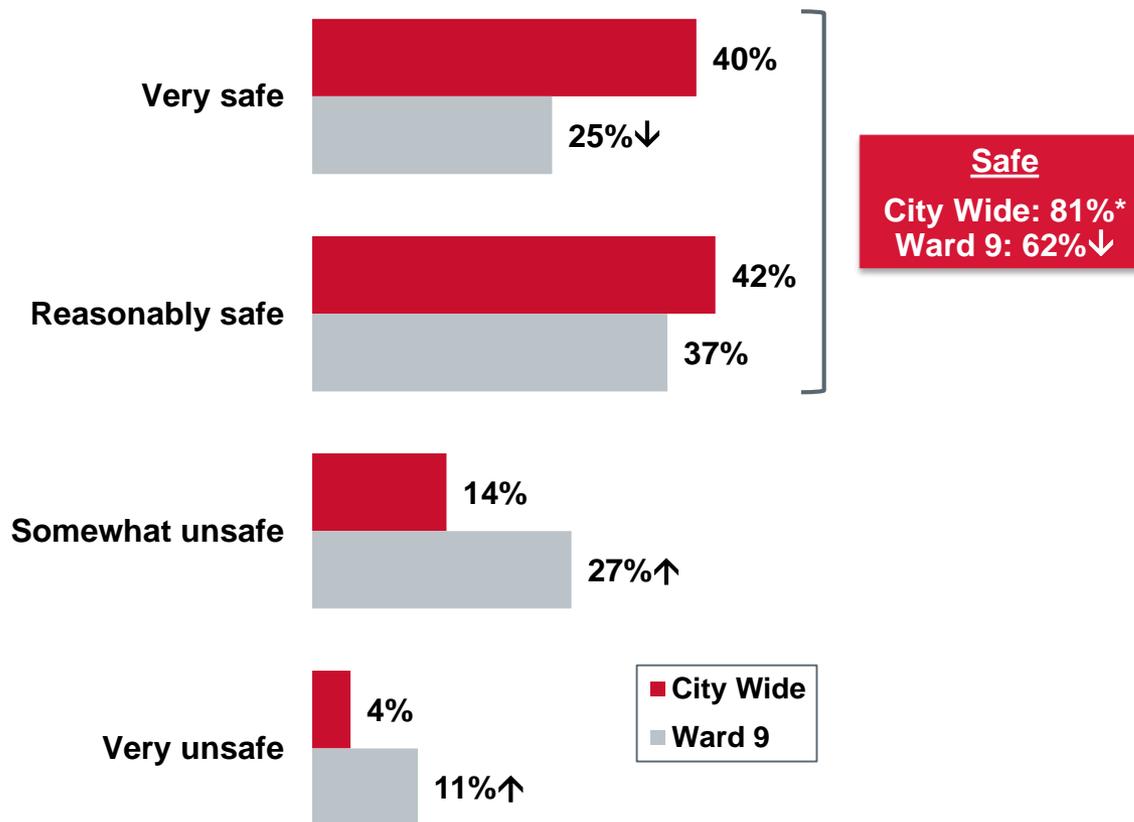
*Rounding

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=2,489 / Ward 9: n=171)



Perceived Safety in Own Neighbourhood



*Rounding

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

Base: Valid respondents (City Wide: n=2,495 / Ward 9: n=173)



Issue Agenda





Issue Agenda

Multiple Responses

City Wide

Ward 9

■ First Mention ■ Other Mentions

	City Wide	Ward 9
Infrastructure, Traffic & Roads (NET)	26% 9% 35%	27%↓
Traffic congestion	7% 3 10%	6%
Infrastructure maintenance/ improvement/ development	4% 5%	3%
Road conditions	4% 3 7%	8%
(Lack of) snow removal	3 4%	1%↓
Transit (NET)	13% 6% 19%	15%
Public Transportation [incl. buses/ C-train/ poor service]	8% 3 11%	8%
Transportation (unspecified)	4% 3 7%	6%
Crime, Safety & Policing (NET)	9% 4% 13%	18%
Crime [incl. breaking and entering/ gangs/ drug dealers, etc.]	5% 7%	11%
Public safety	4% 6%	5%
Taxes (NET)	6% 8%	3%↓
Recreation (NET)	4% 3 7%	7%
Environment & Waste Management (NET)	4% 3 7%	9%
Economy (NET)	4% 6%	7%
Budget & Spending (NET)	4% 6%	3%
Education (NET)	4% 6%	3%
Homelessness, Poverty & Affordable Housing (NET)	3 5%	5%
Growth & Planning (NET)	3 4%	2%
Other	25%	21%
None	15%	25%

Total mentions <4% are not shown

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

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=2,441 / Ward 9: n=167)

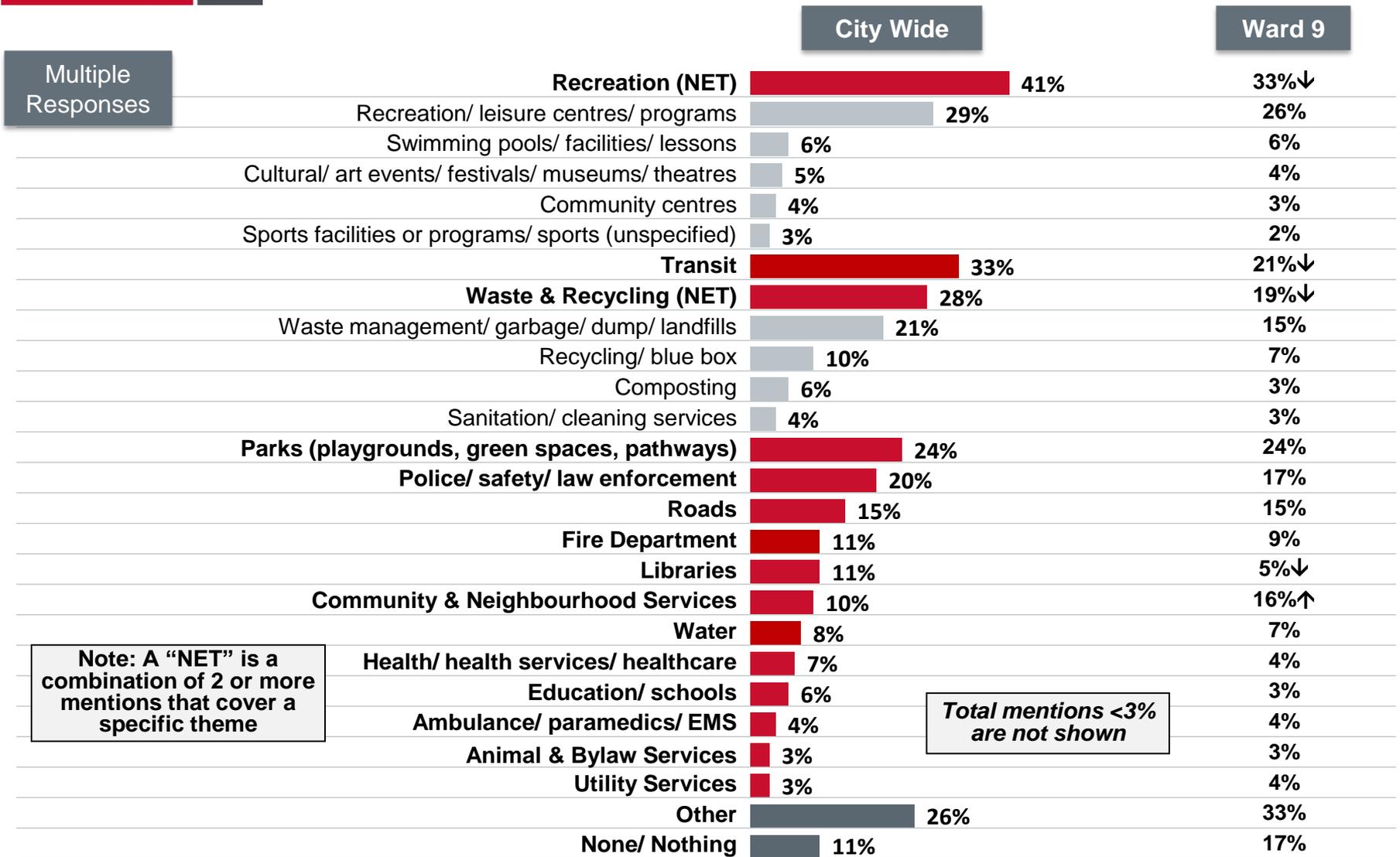


City Programs and Services





Top-of-Mind Programs and Services



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

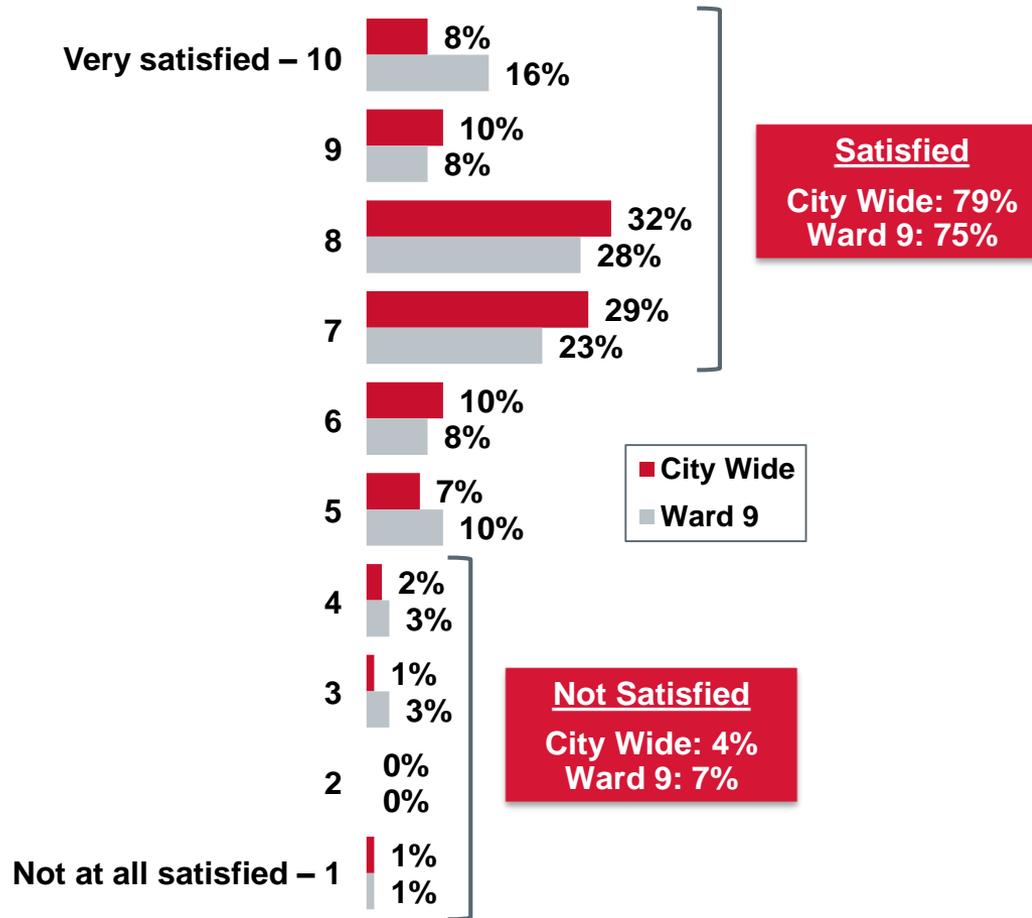
Total mentions <3% are not shown

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=2,436 / Ward 9: n=166)



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

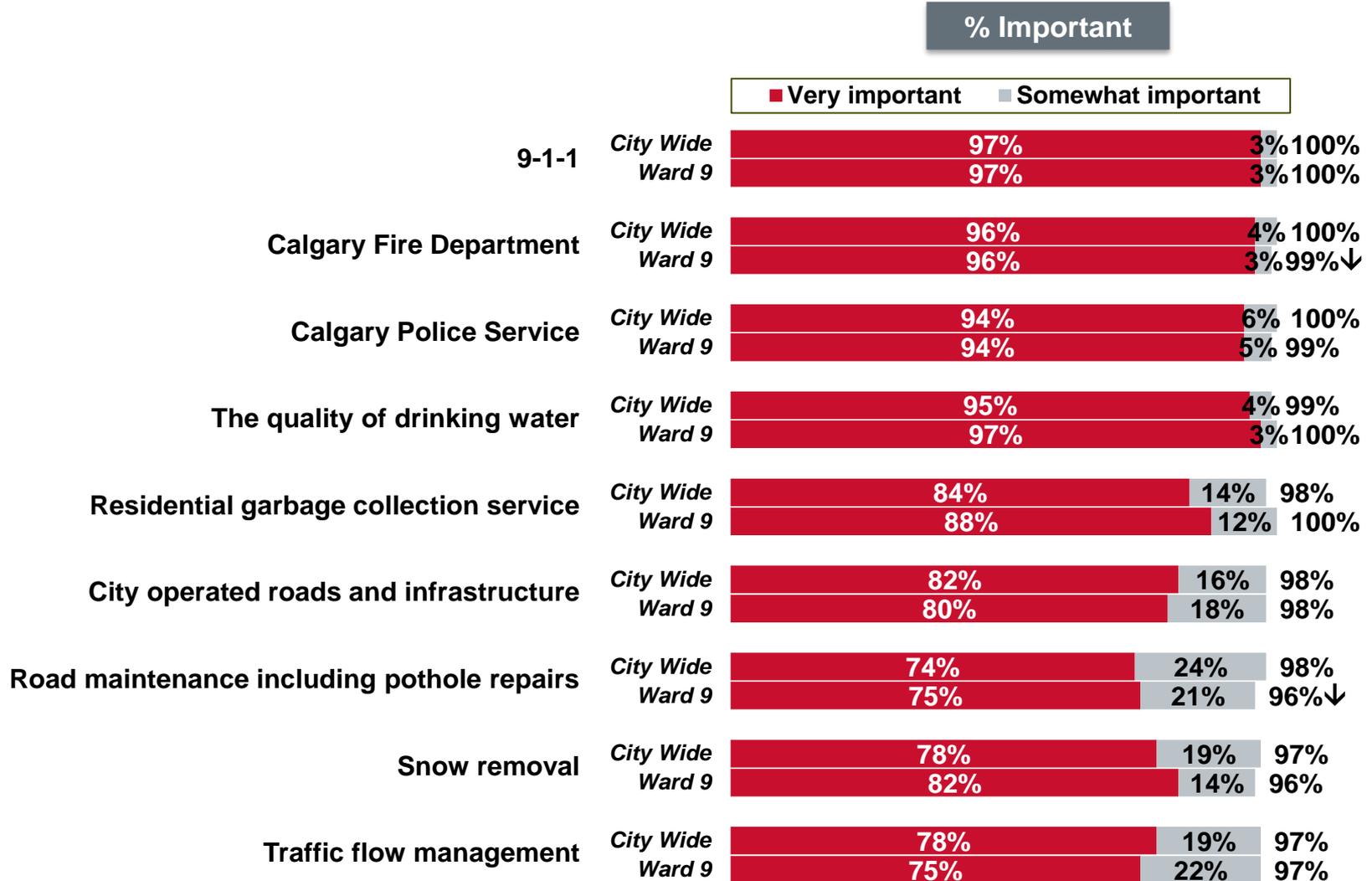


On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,486 / Ward 9: n=170)



Importance of City Programs and Services

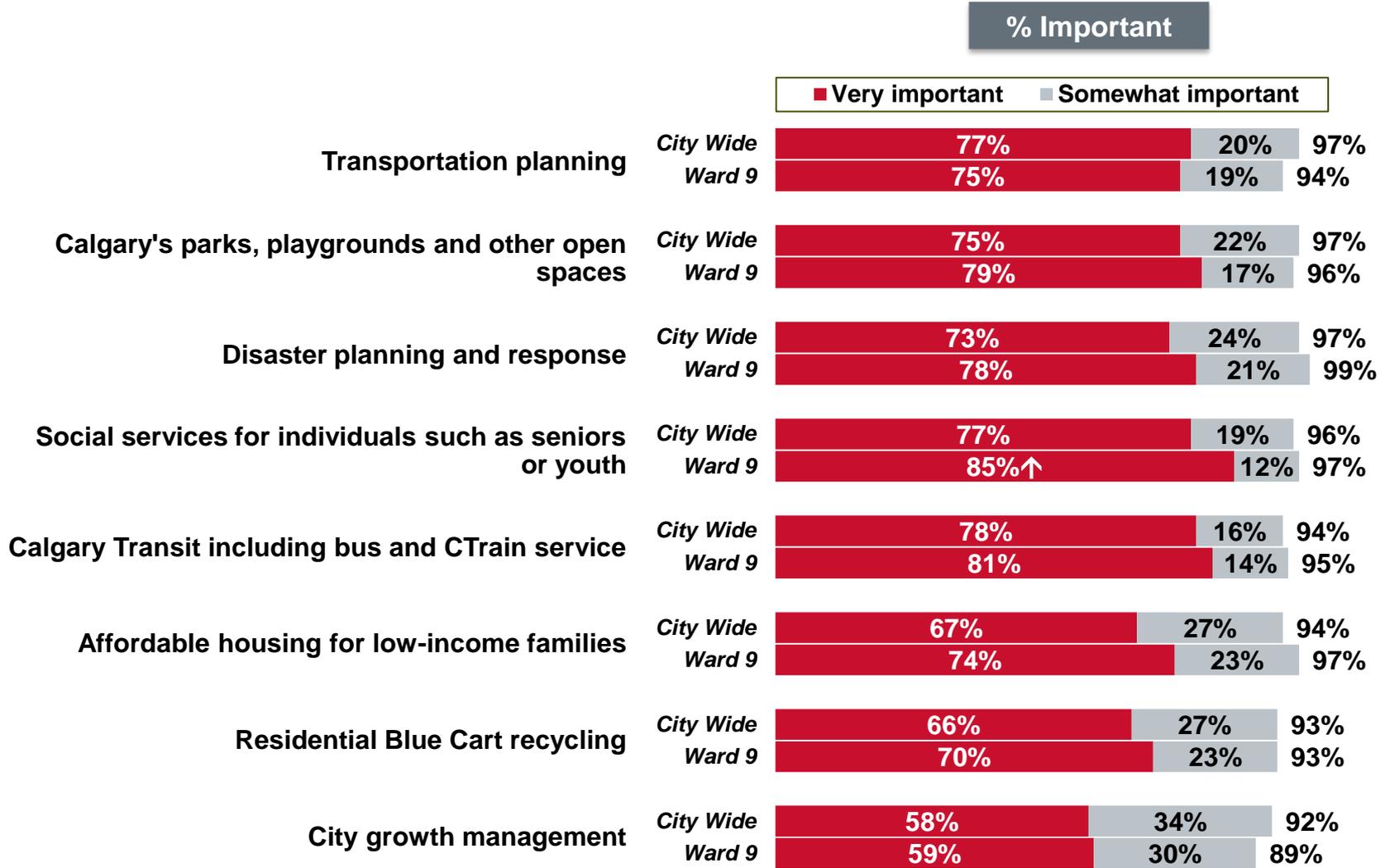


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)



Importance of City Programs and Services (continued)



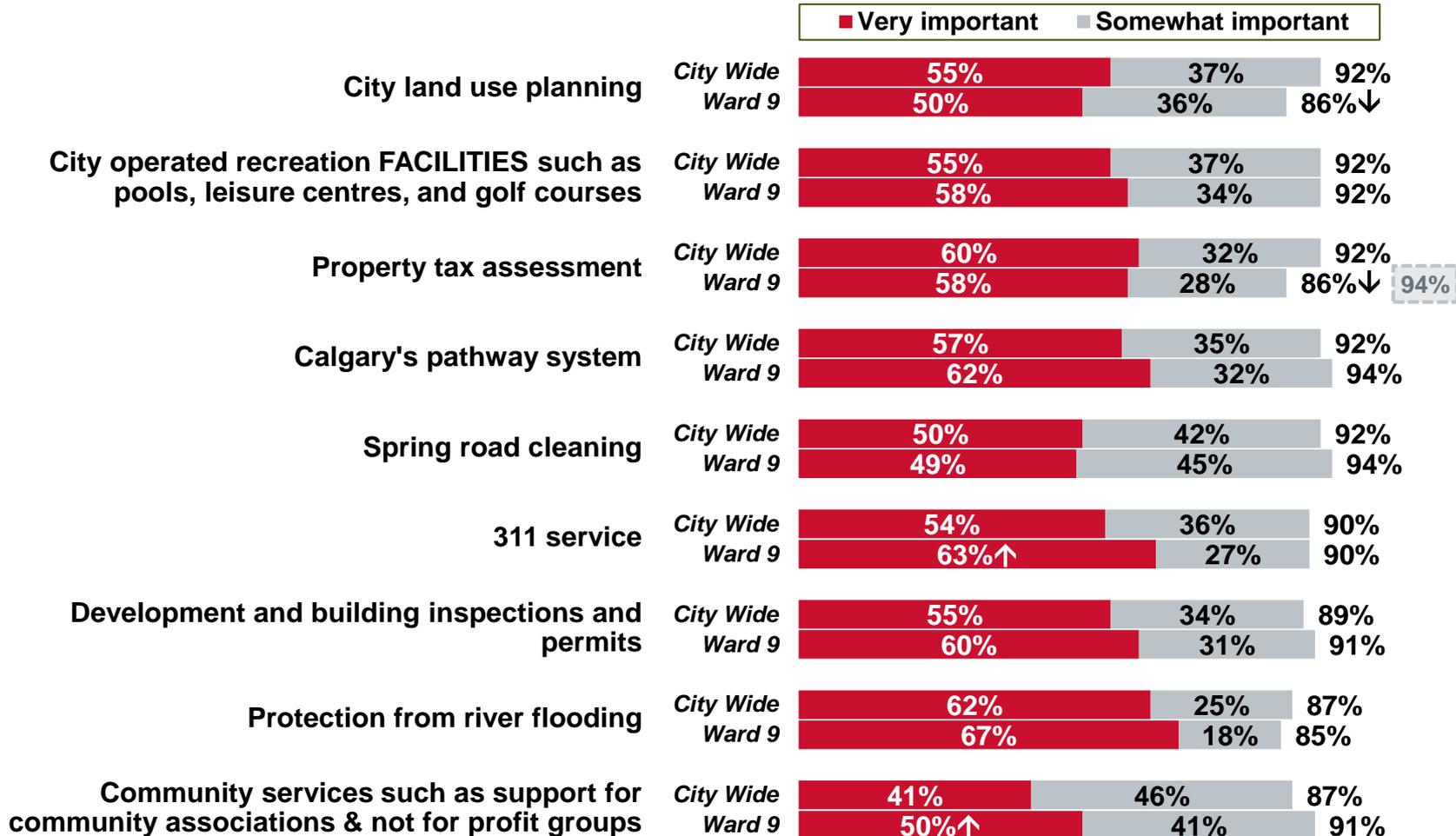
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)



Importance of City Programs and Services (continued)

% Important



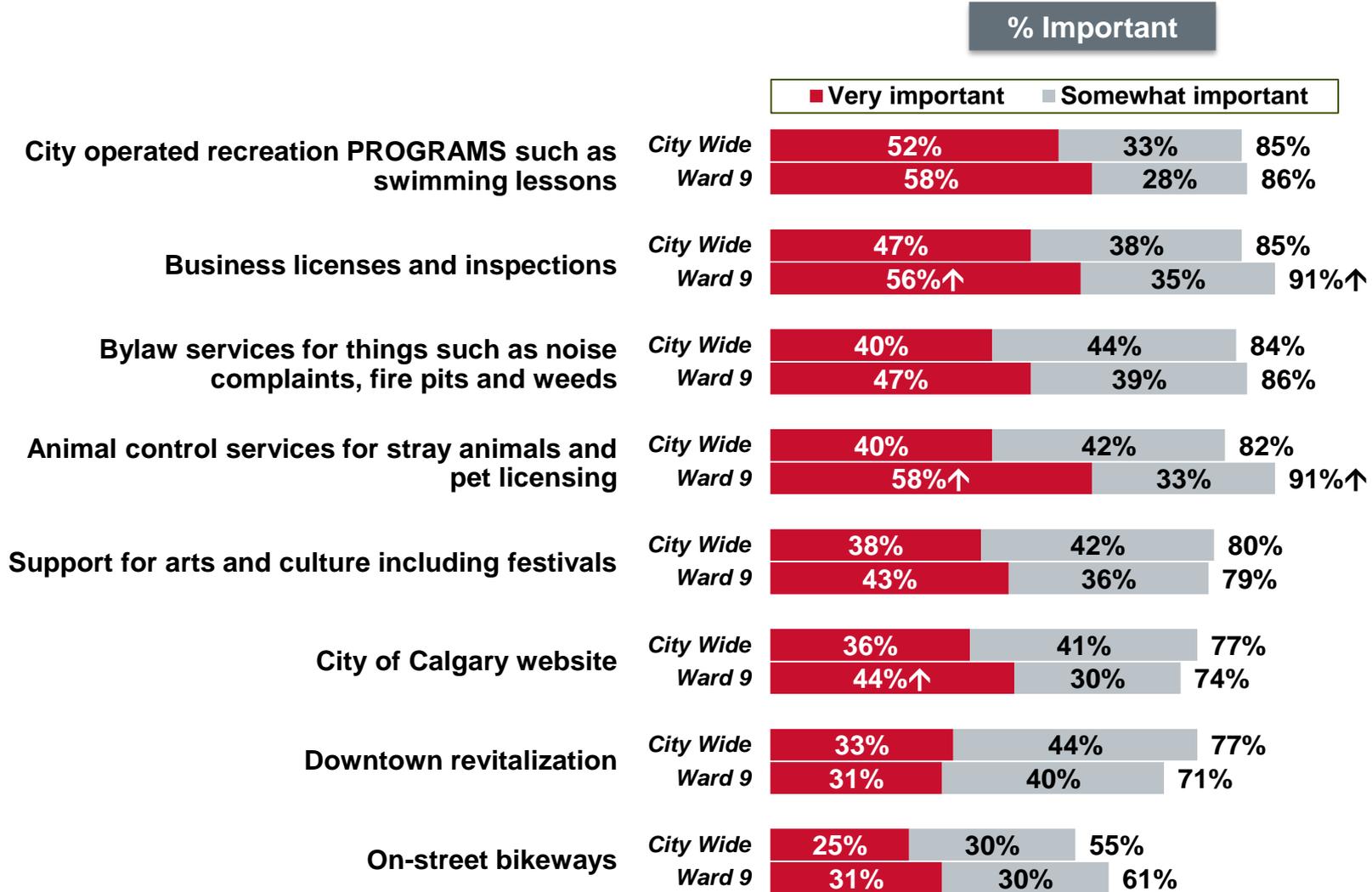
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

Ward 9 2016



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.

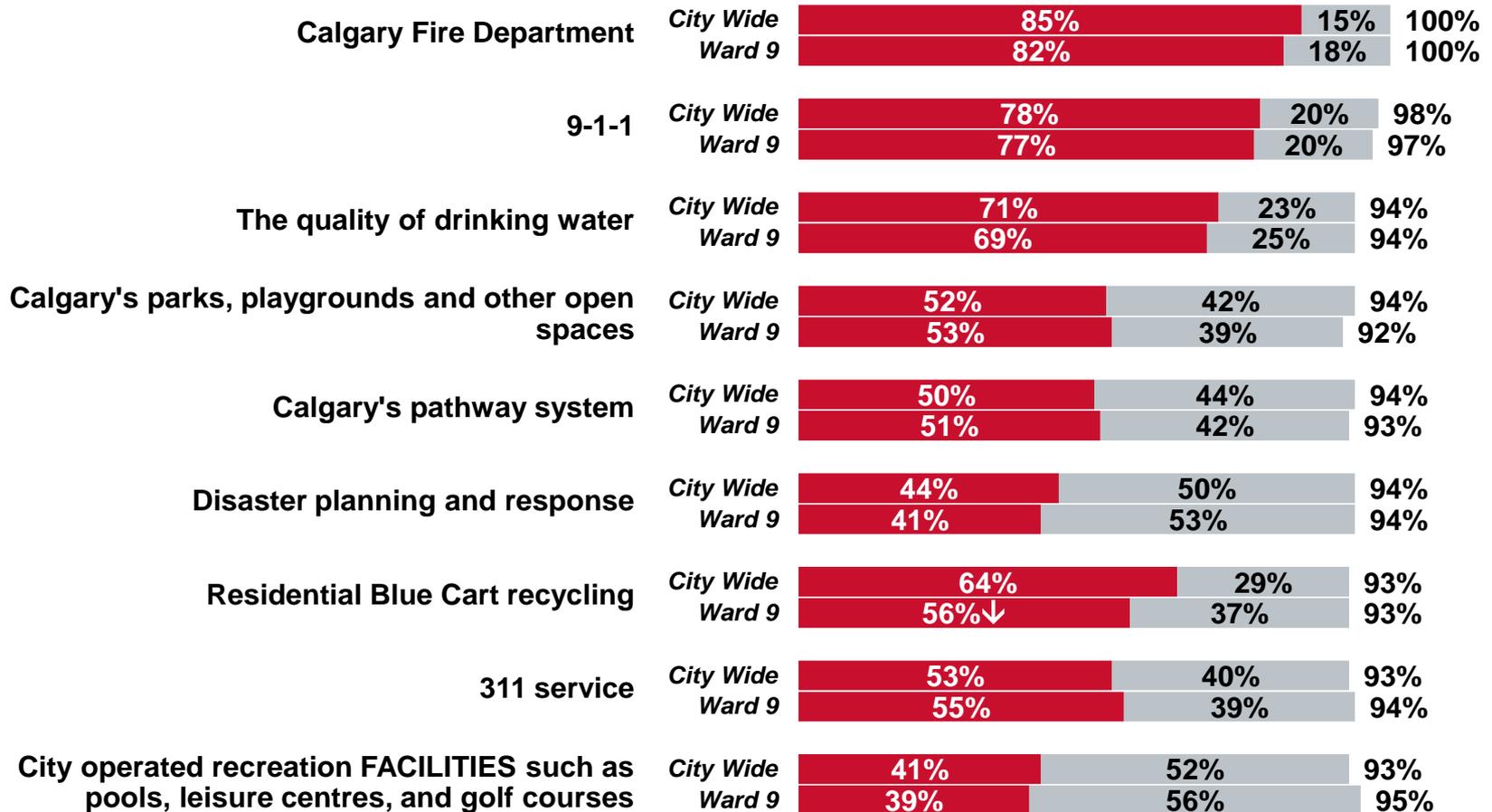
Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services

% Satisfied

■ Very satisfied ■ Somewhat satisfied



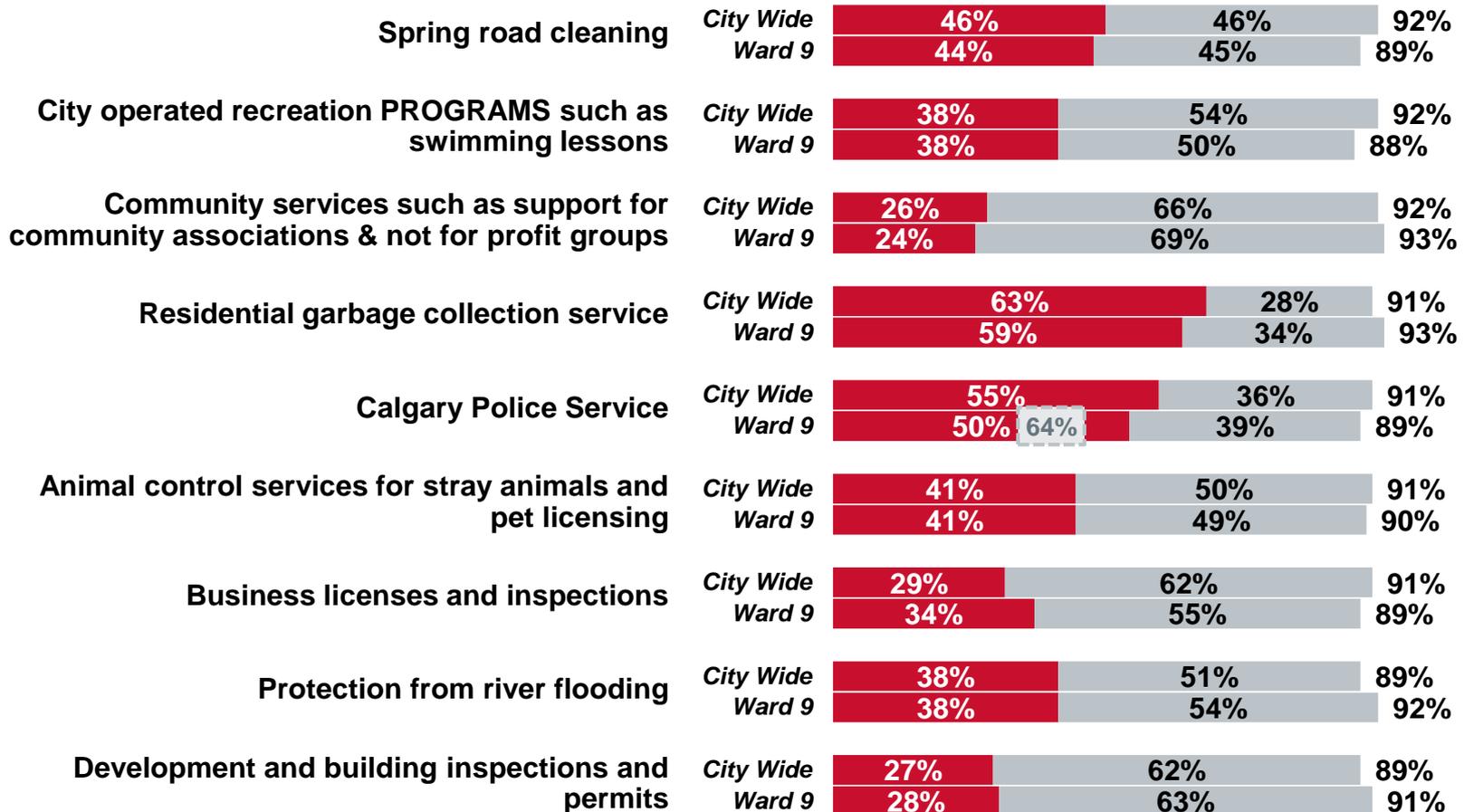
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
 Base: Valid respondents (Bases vary)



Satisfaction with City Programs and Services (continued)

% Satisfied

■ Very satisfied ■ Somewhat satisfied



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)

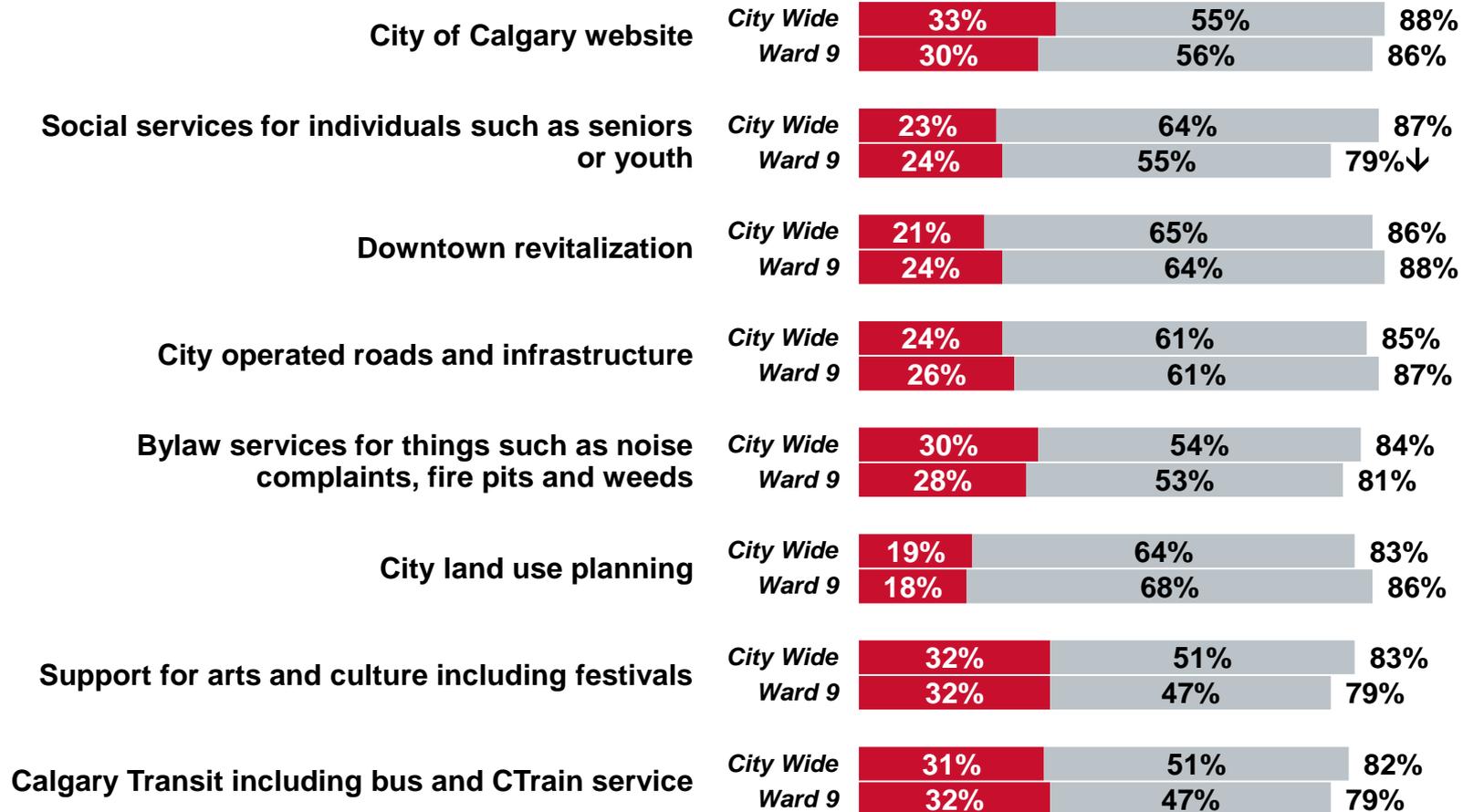
Ward 9 2016



Satisfaction with City Programs and Services (continued)

% Satisfied

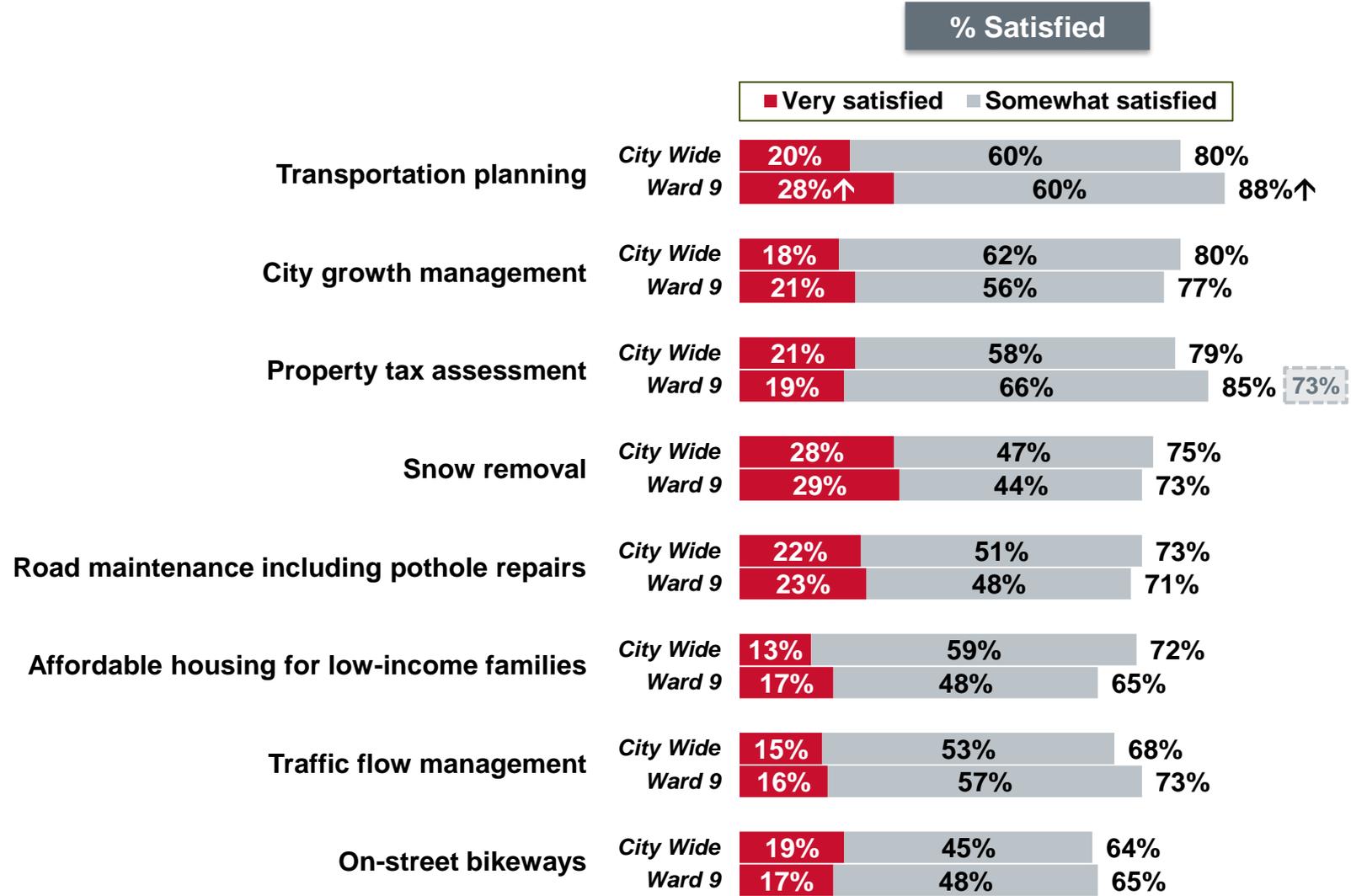
■ Very satisfied ■ Somewhat satisfied



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)

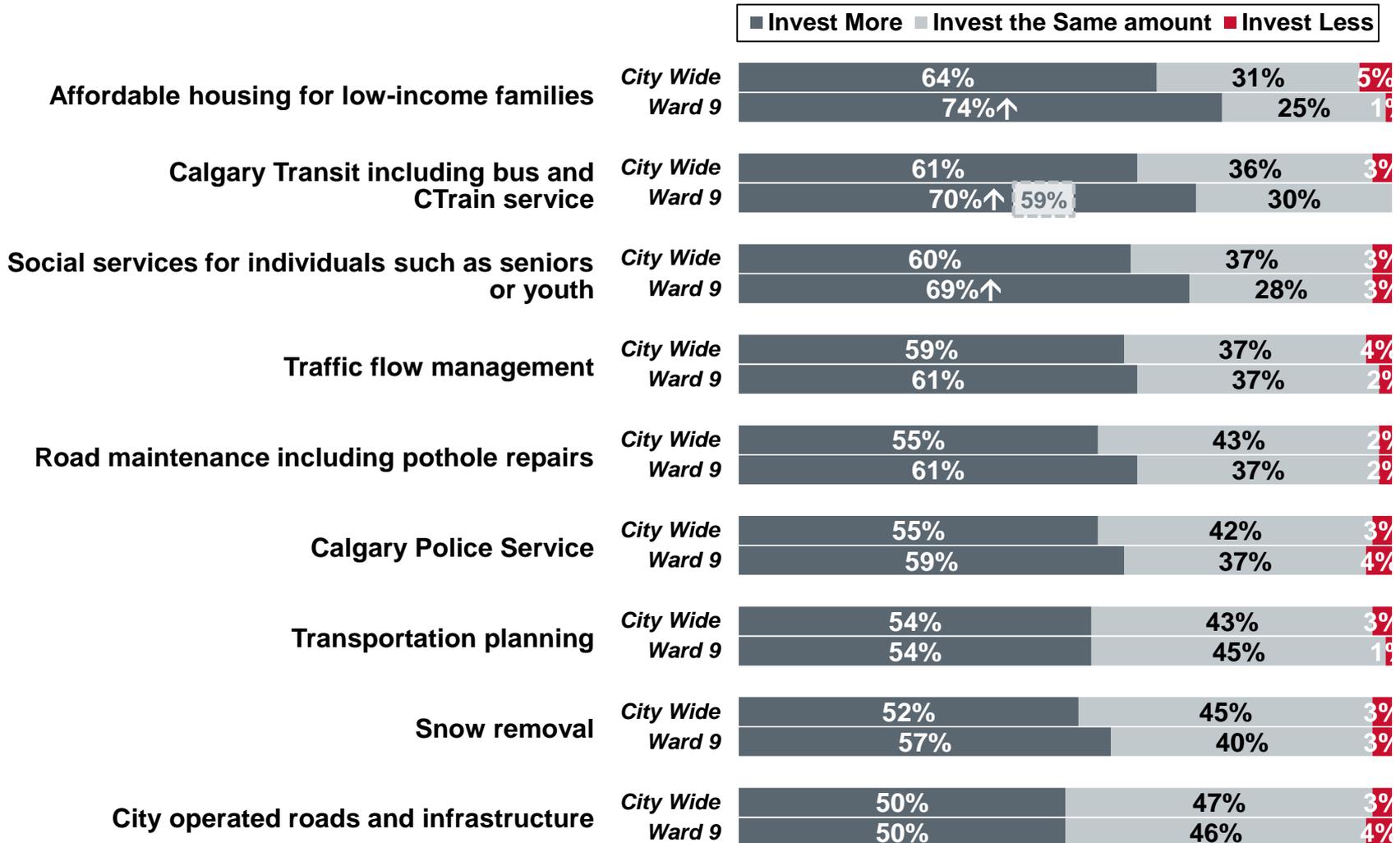


Ward 9 2016

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

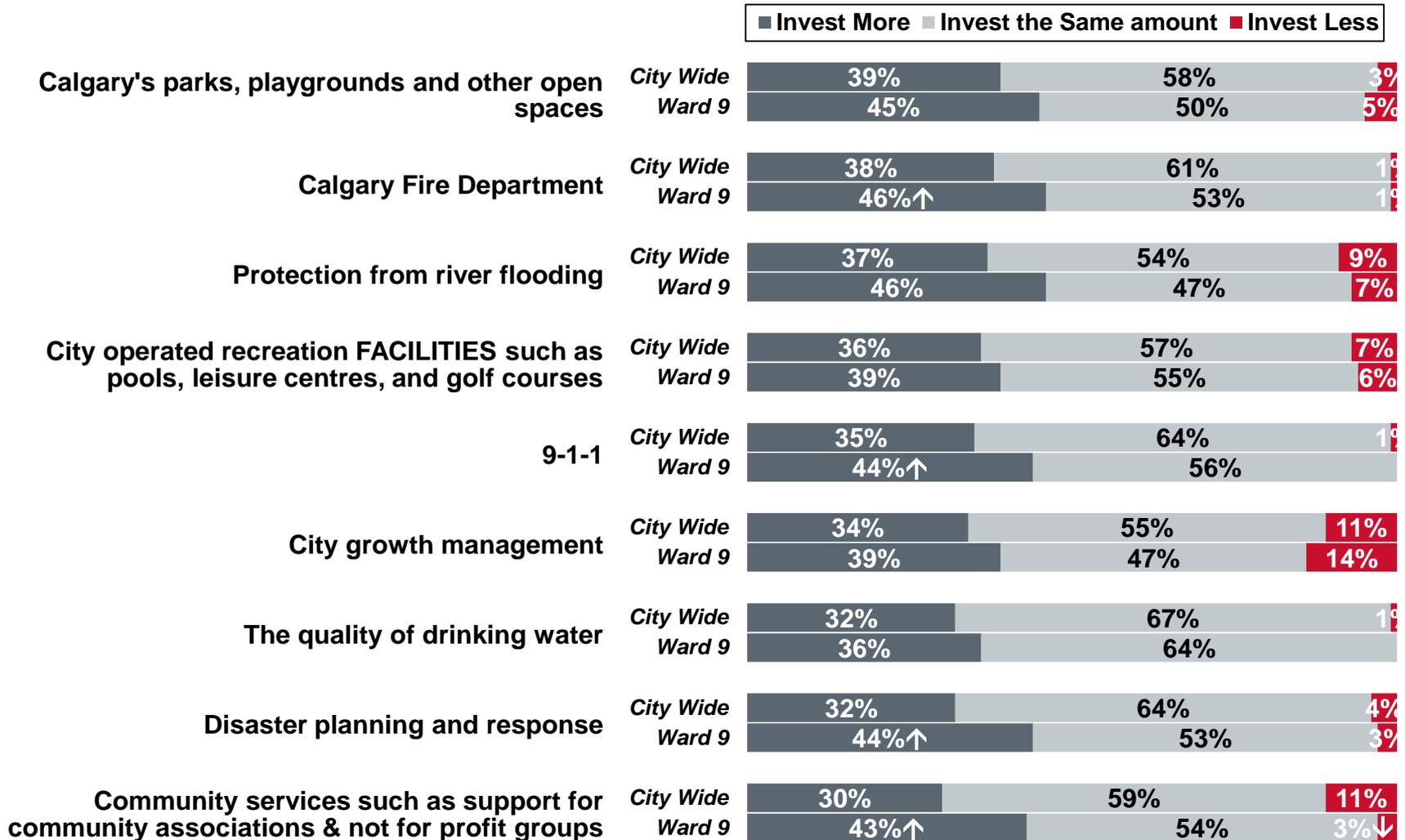


Ward 9 2016

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)

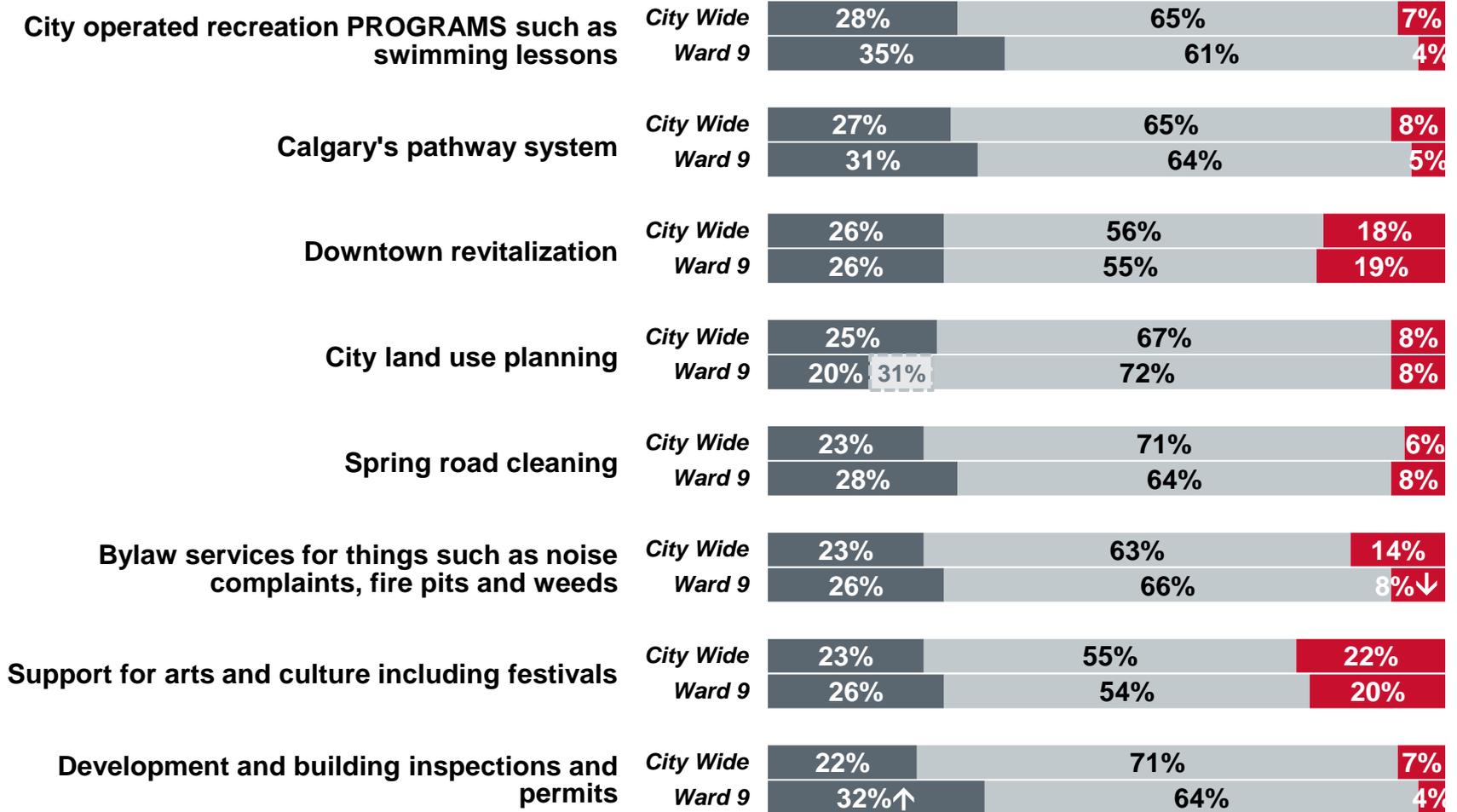


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.
Base: Valid respondents (Bases vary)



Investment in City Programs and Services (continued)

■ Invest More ■ Invest the Same amount ■ Invest Less



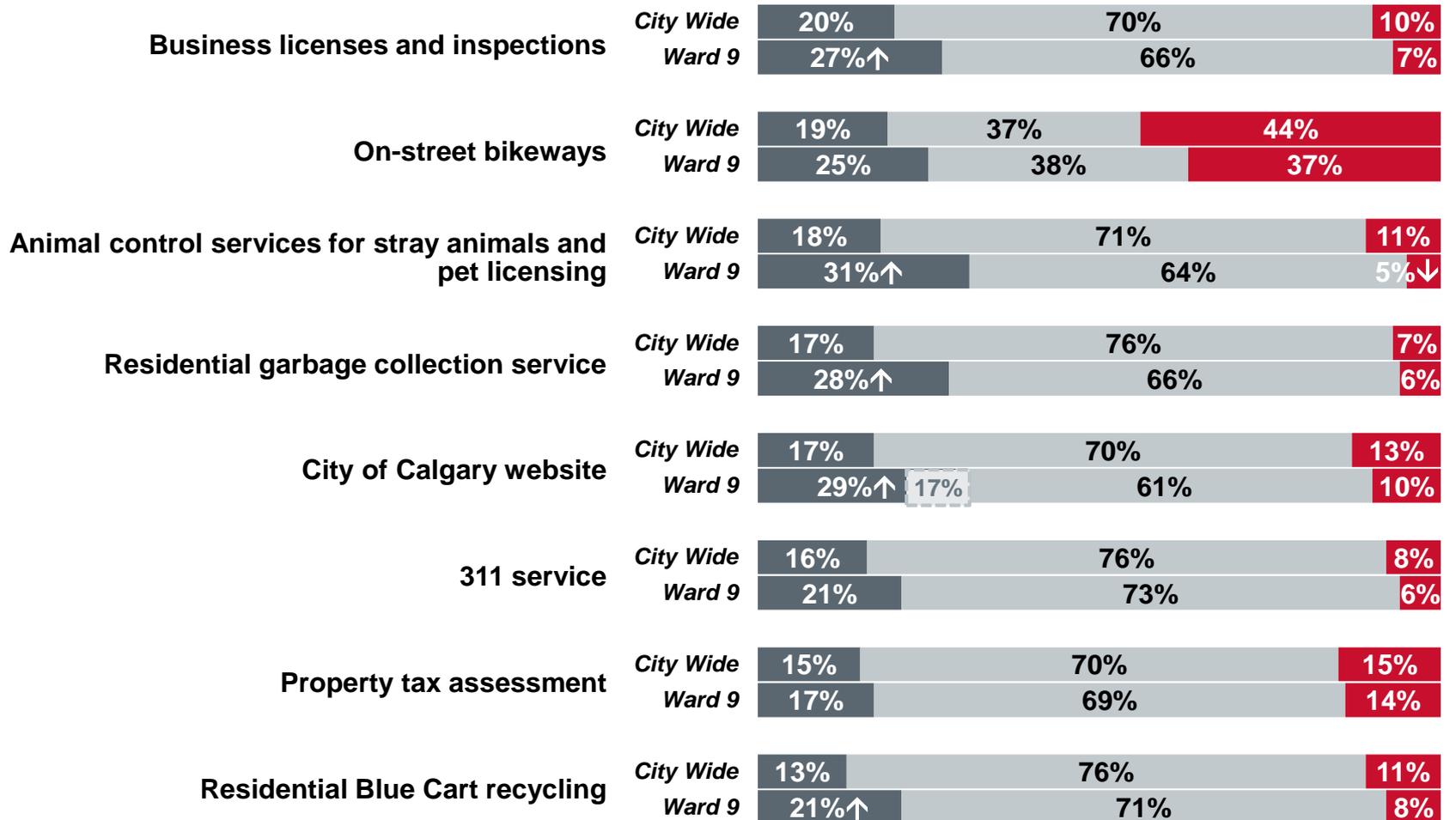
Ward 9 2016

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)

■ Invest More ■ Invest the Same amount ■ Invest Less

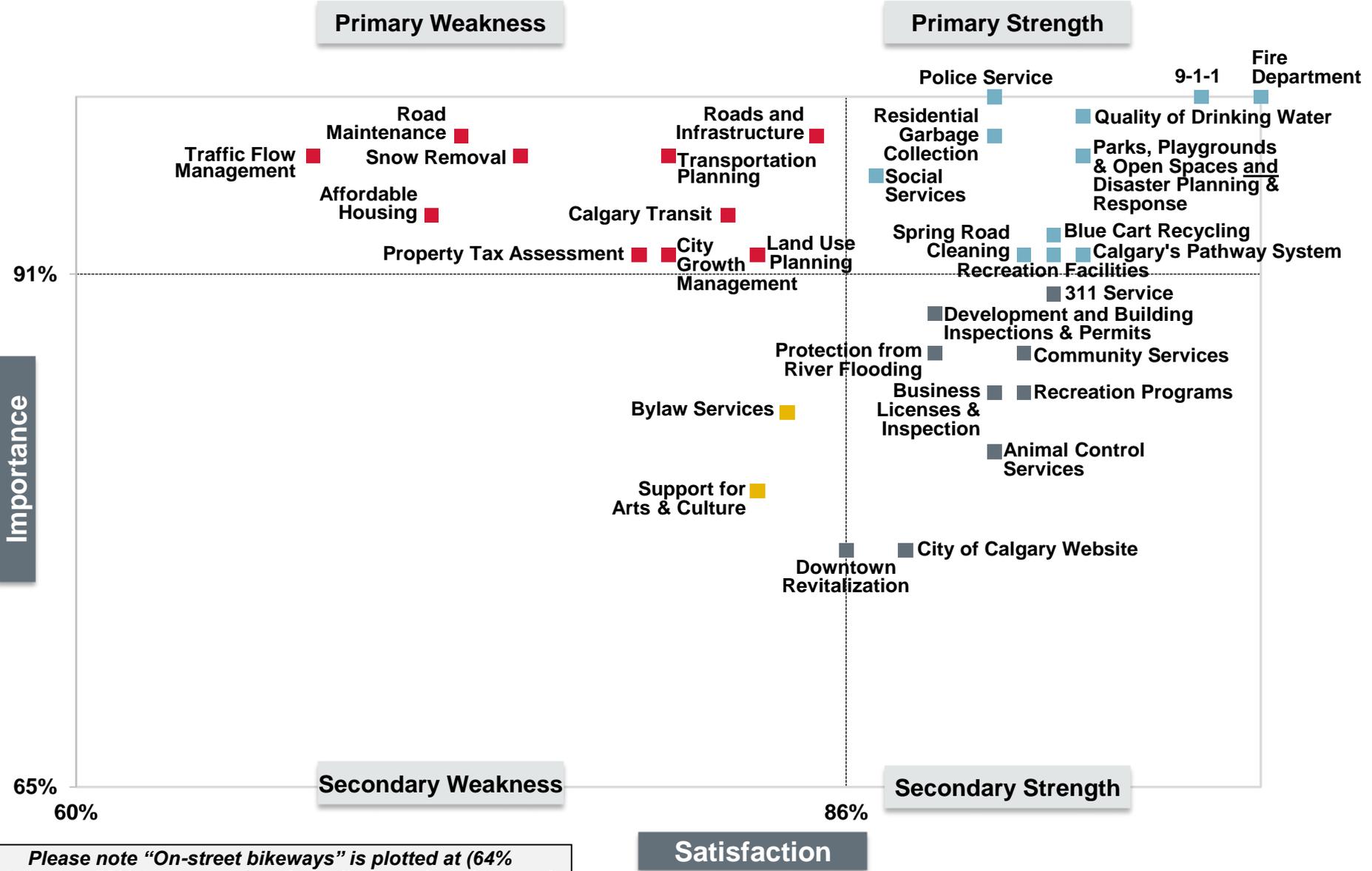


Ward 9 2016

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)



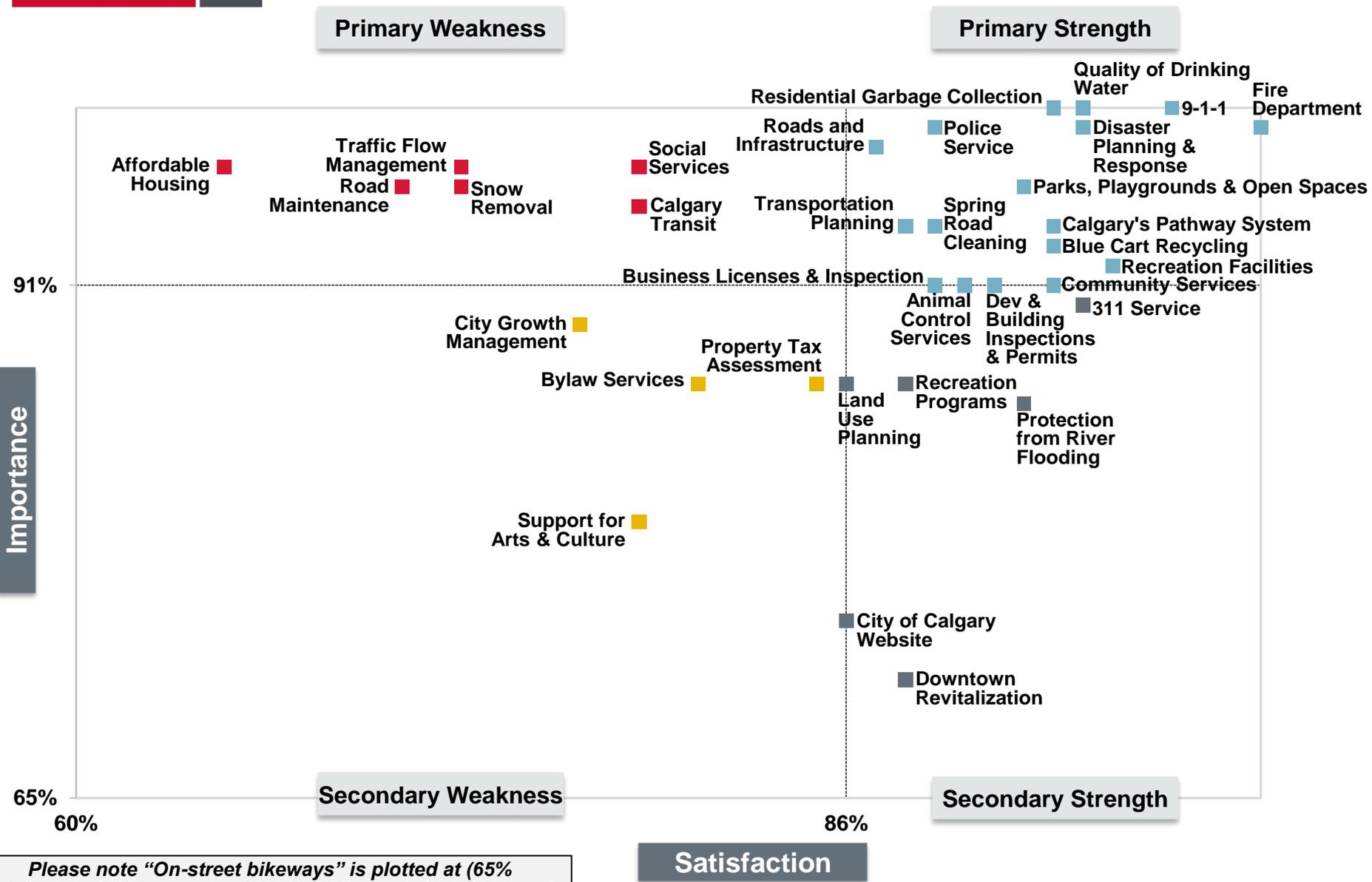
Importance vs. Satisfaction Grid: City Wide



Please note "On-street bikeways" is plotted at (64% satisfaction, 55% importance) and not illustrated on this graph.



Importance vs. Satisfaction Grid: Ward 9



Please note "On-street bikeways" is plotted at (65% satisfaction, 61% importance) and not illustrated on this graph.



Primary Strengths and Weaknesses: City Wide versus Ward 9

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 9
Fire Department		
9-1-1		
Residential Garbage Collection		
Quality of Drinking Water		
Police Service		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
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		

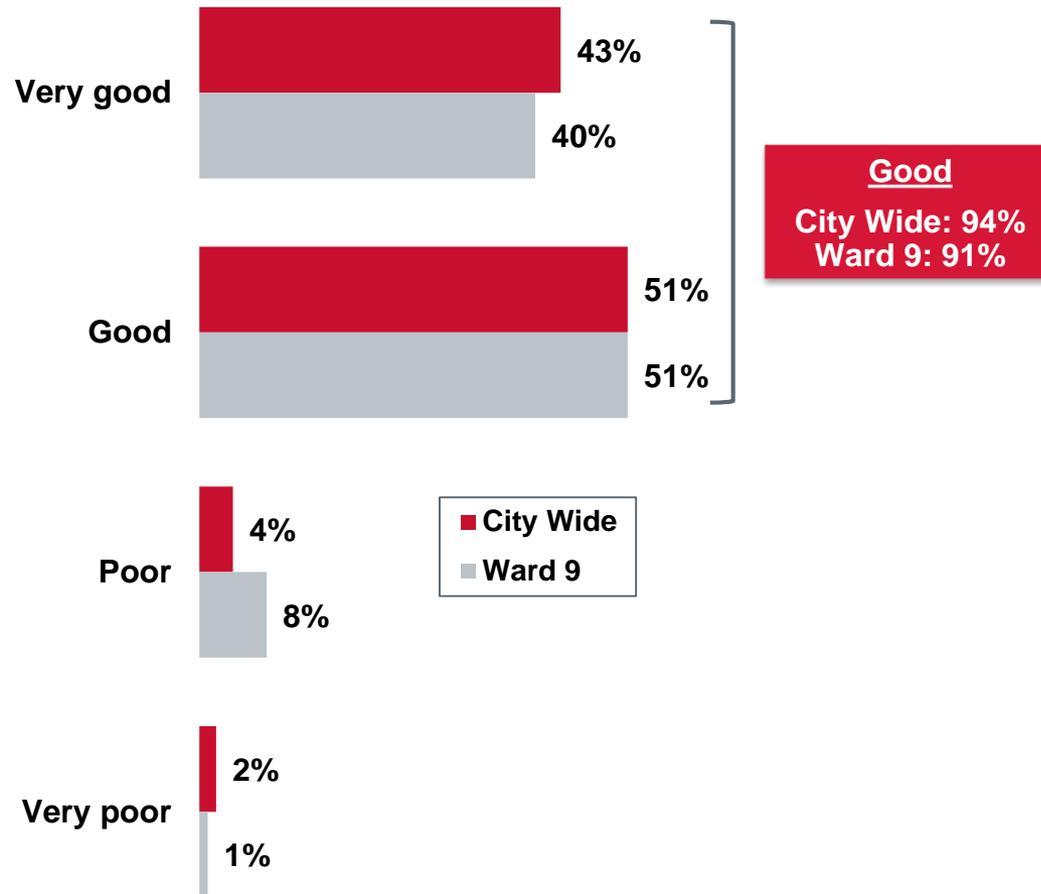


Environmental Performance





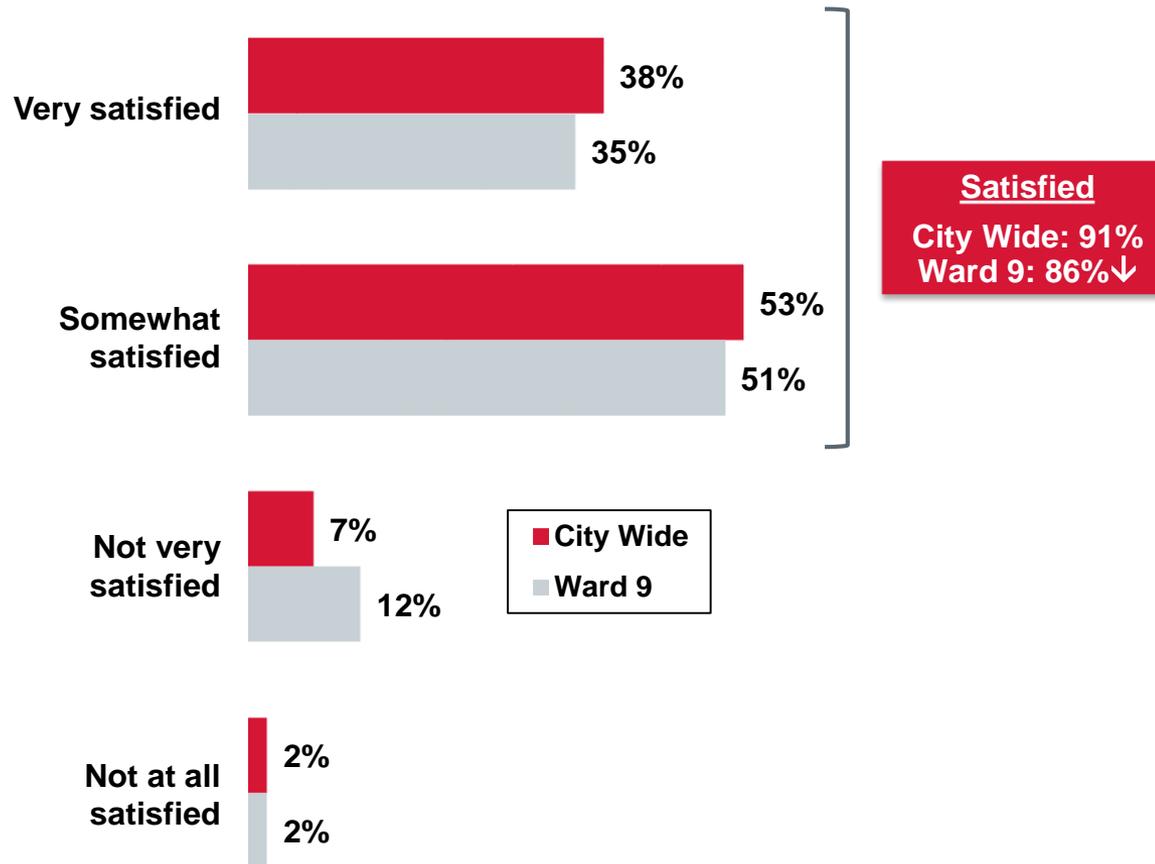
Perceptions About Overall State of Calgary's Environment



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=2,492 / Ward 9: n=173)



Satisfaction with The City's Environmental Performance

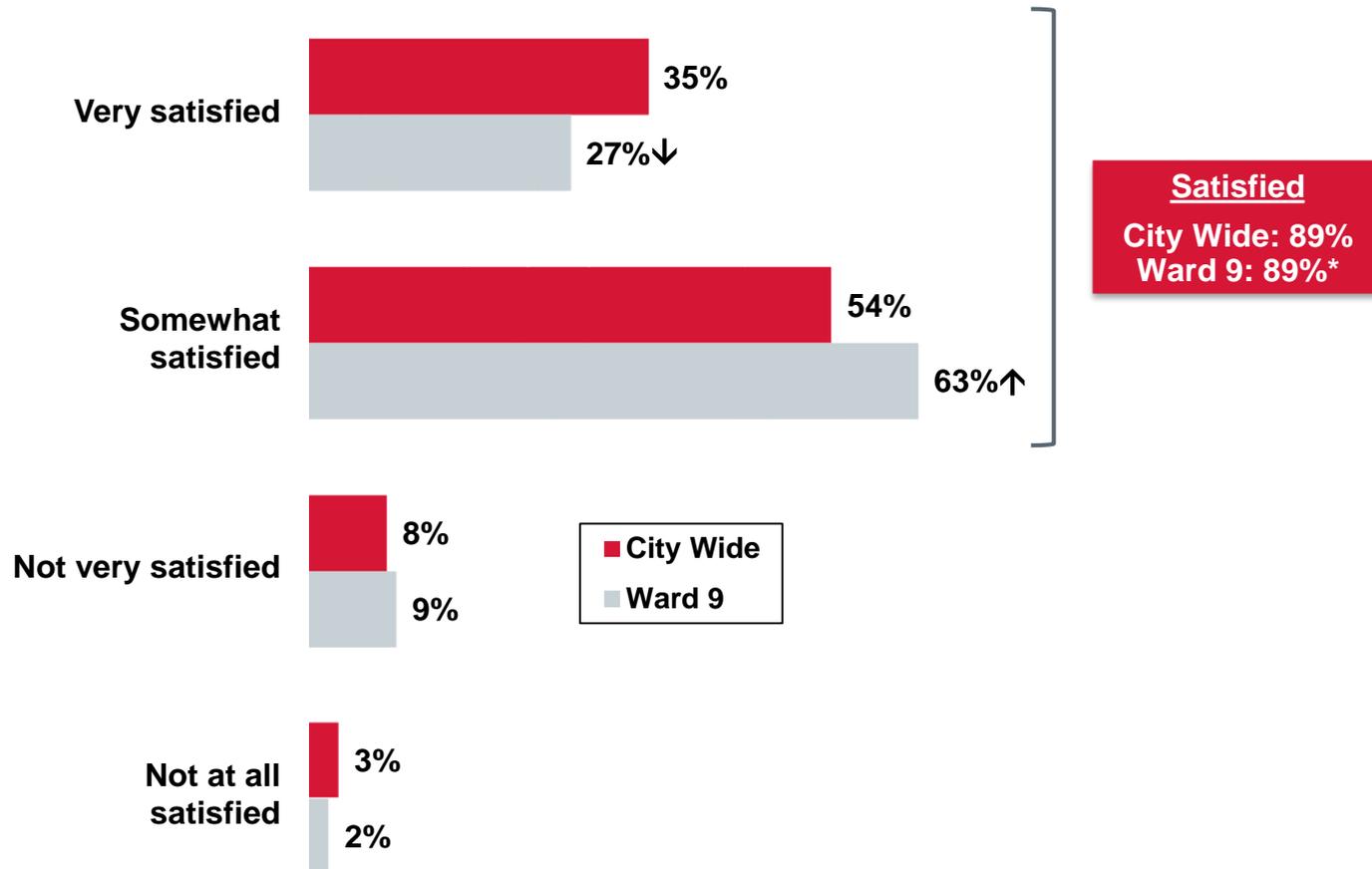


How satisfied are you with the job The City of Calgary is currently doing to protect the environment?

Base: Valid respondents (City Wide: n=2,484 / Ward 9: n=172)



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=2,478 / Ward 9: n=172)

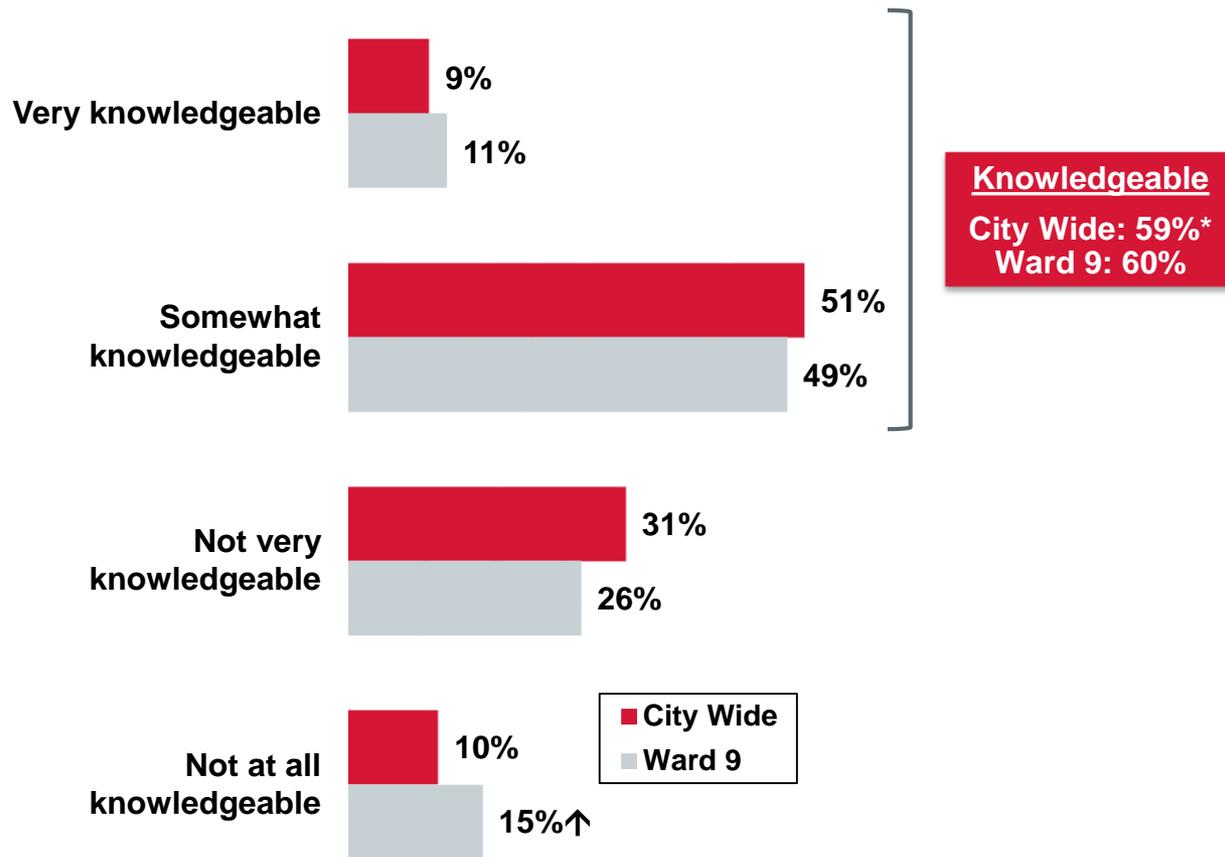


Taxation





Knowledge Levels of Tax Dollar Spending



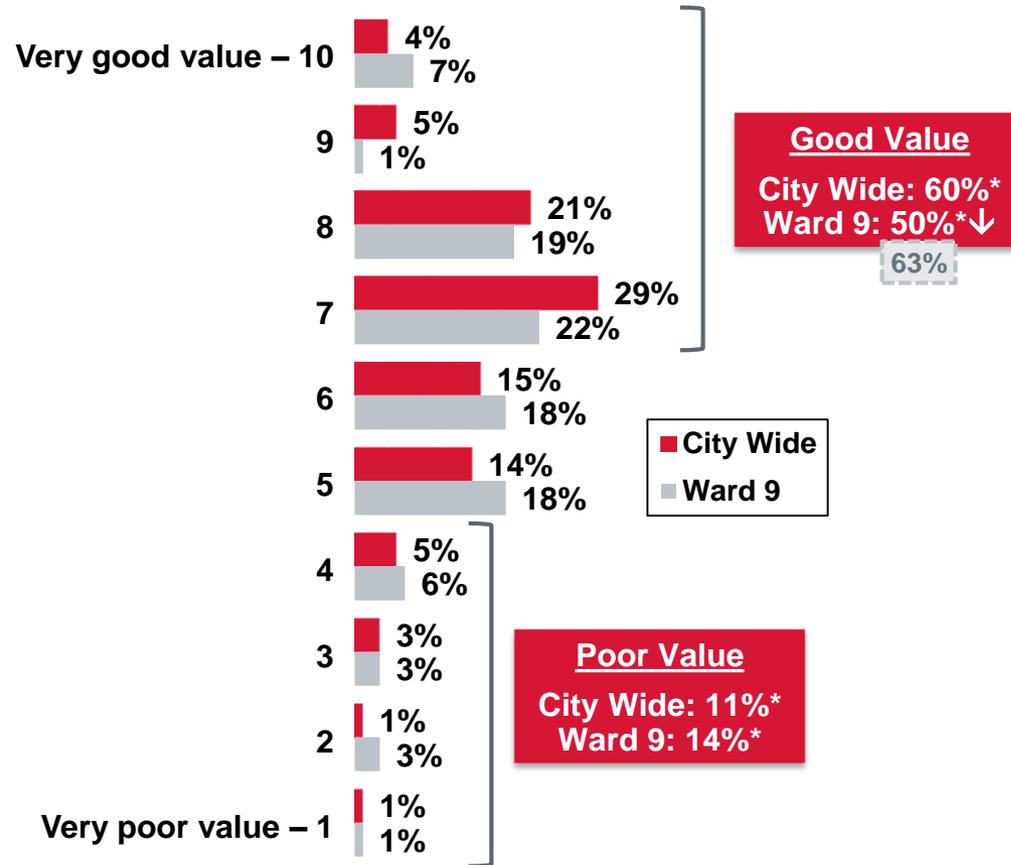
*Rounding

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 9: n=174)



Perceived Value of Property Taxes



Ward 9 2016

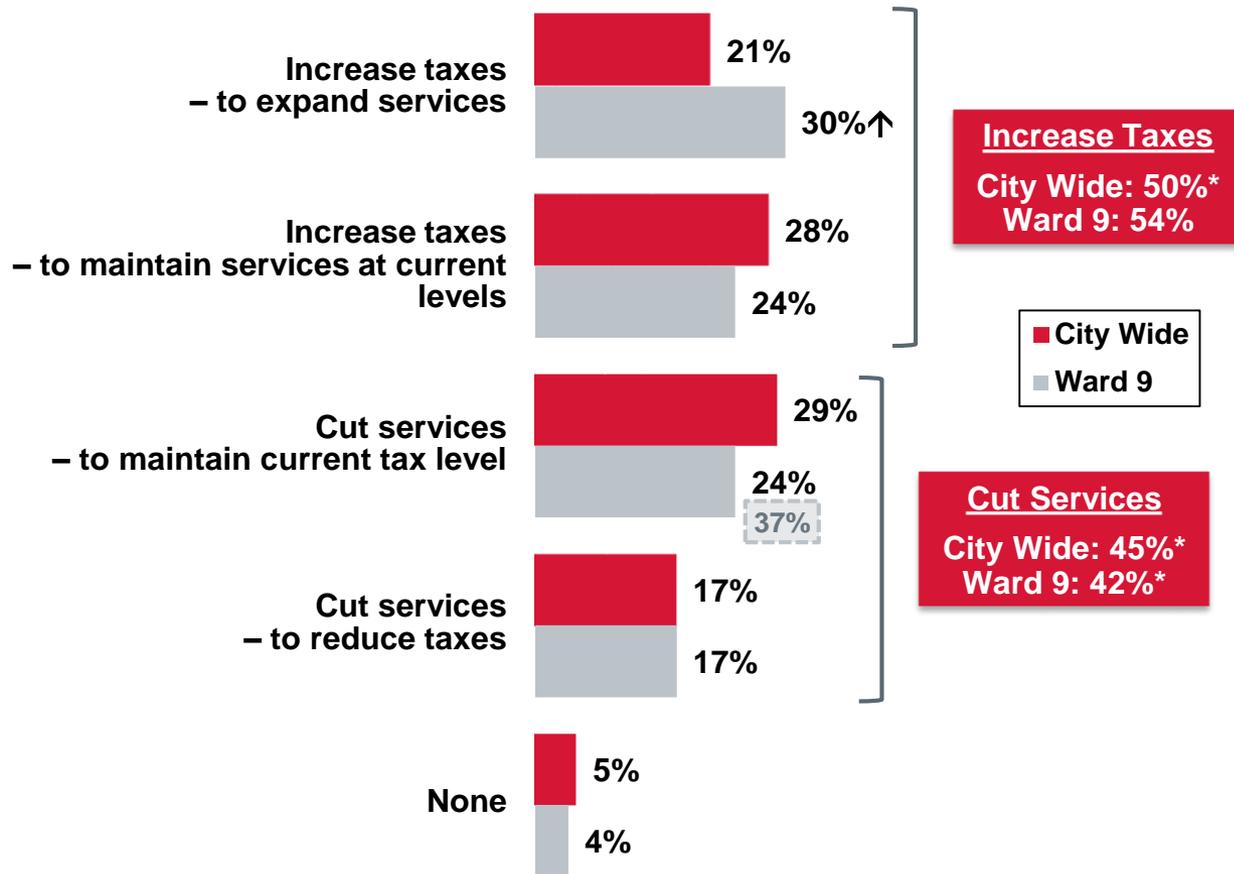
*Rounding

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=2,467 / Ward 9: n=168)



Balancing Taxation and Service Delivery Levels

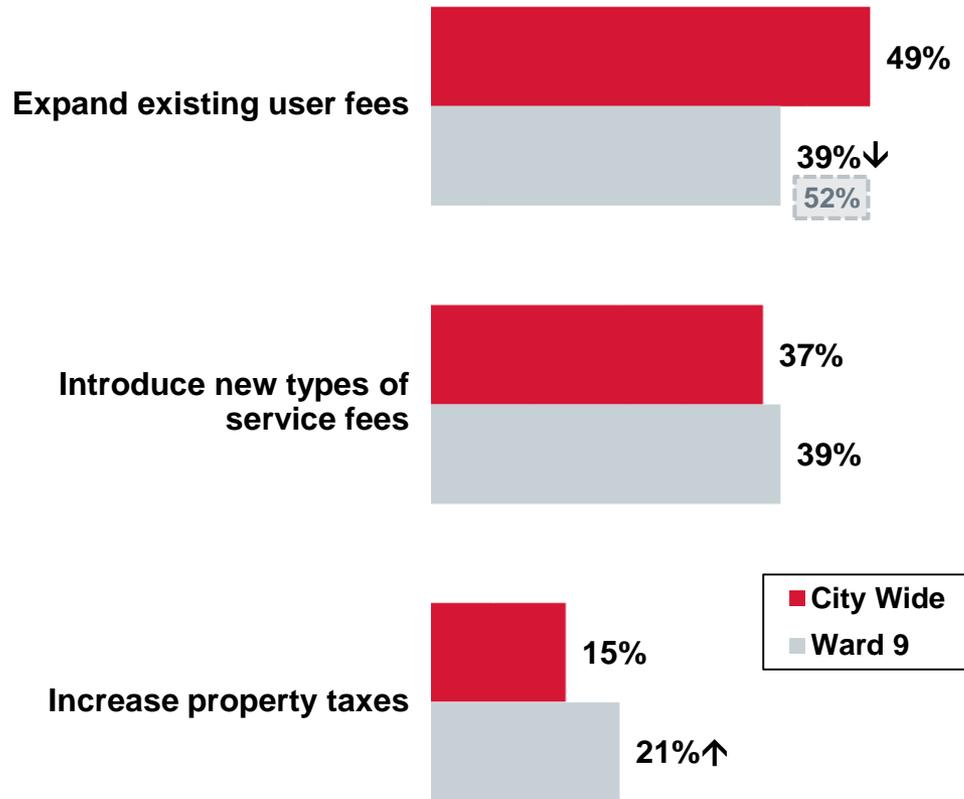


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents (City Wide: n=2,459 / Ward 9: n=166)



Options for Increasing City Revenue



Ward 9 2016

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 ...?

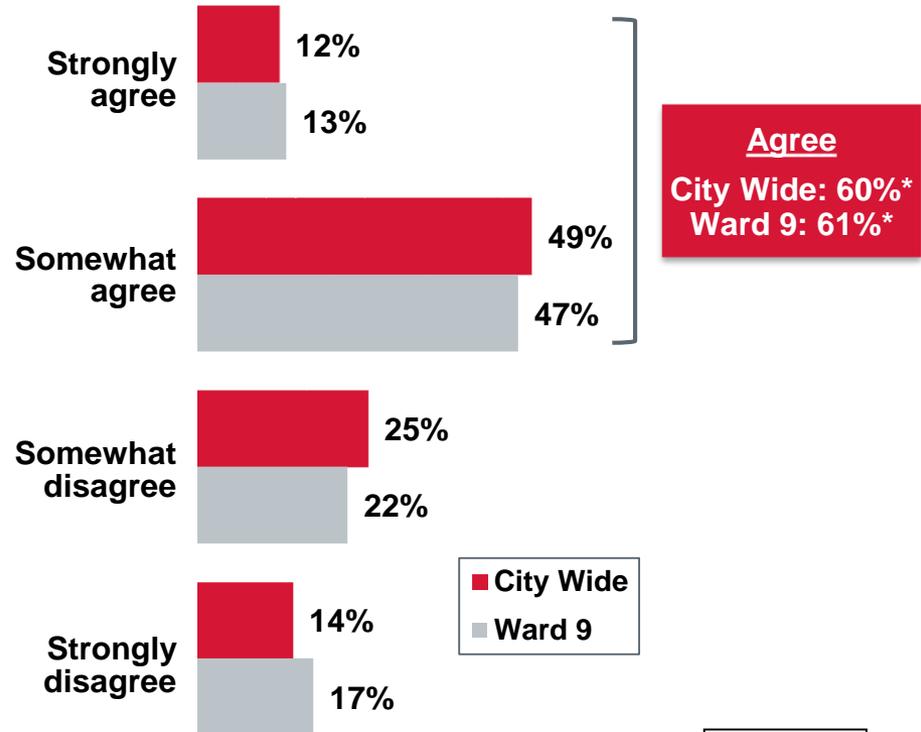
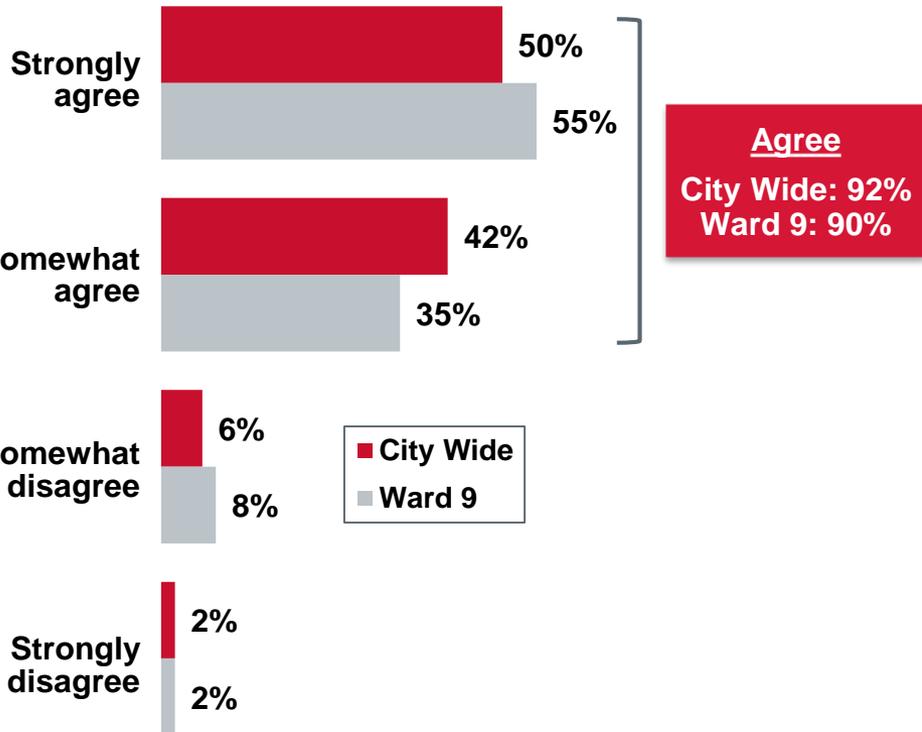
Base: Valid respondents (City Wide: n=2,365 / Ward 9: n=158)



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



*Rounding

Base: Valid respondents (City Wide: n=2,488 / Ward 9: n=172)

Base: Valid respondents (City Wide: n=2,464 / Ward 9: n=166)

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

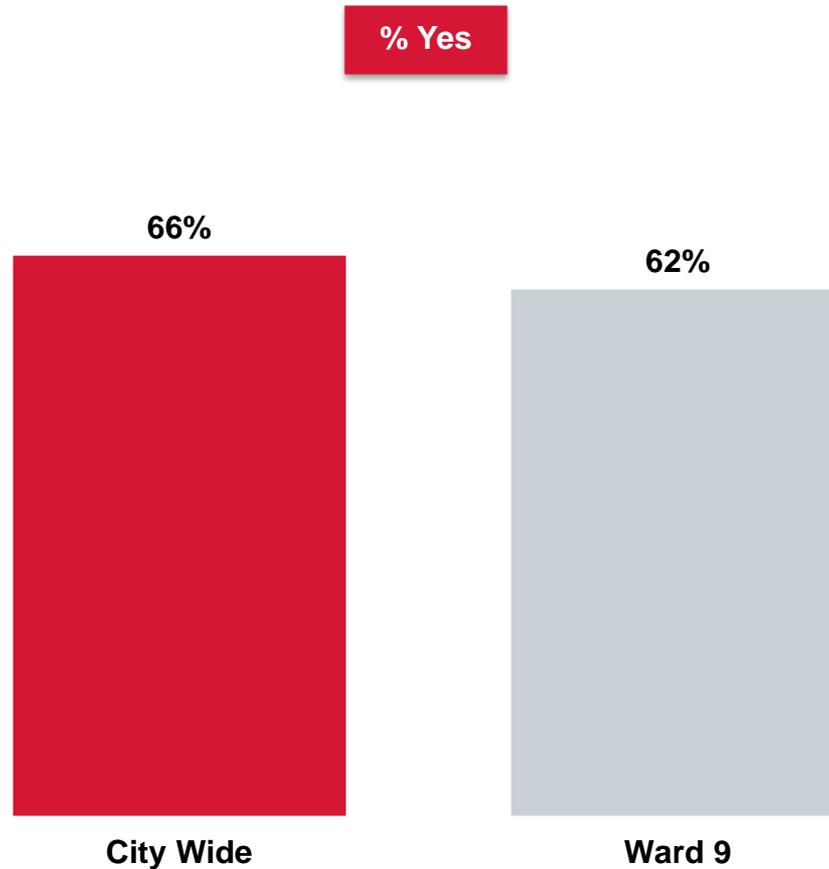


Contact with The City





Past 12 Months Contact with The City of Calgary

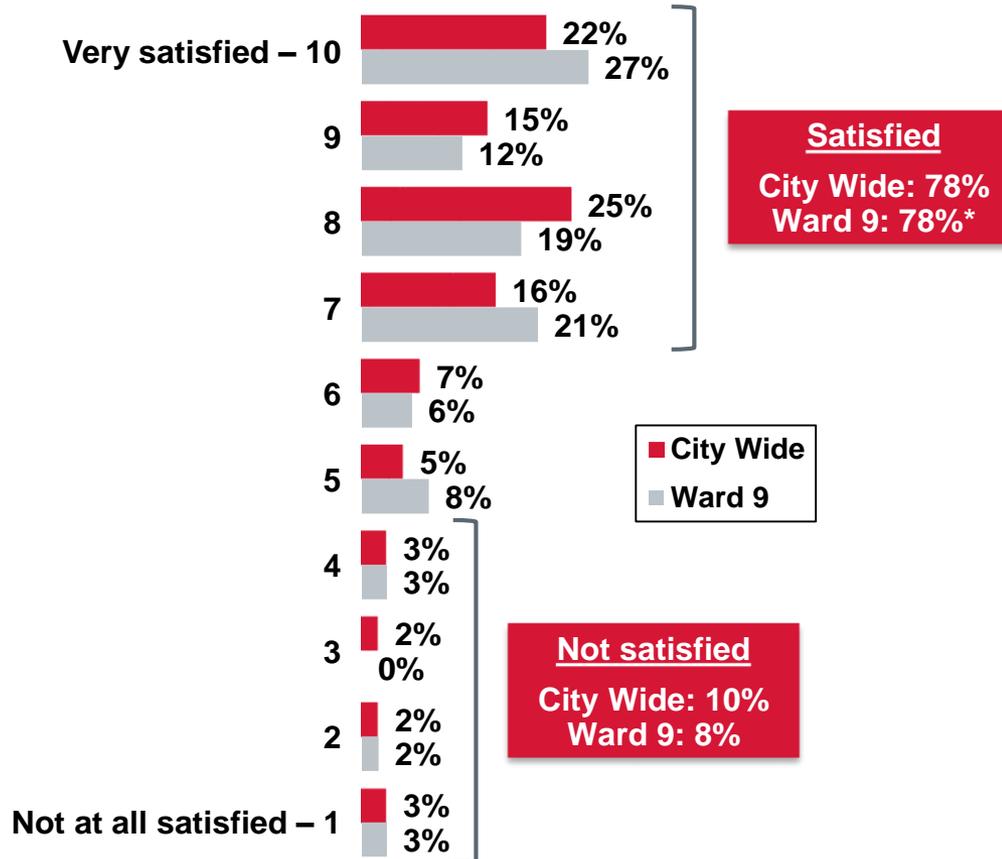


Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?

Base: Valid respondents (City Wide: n=2,494 / Ward 9: n=173)



Satisfaction with the Overall Level and Quality of Customer Service



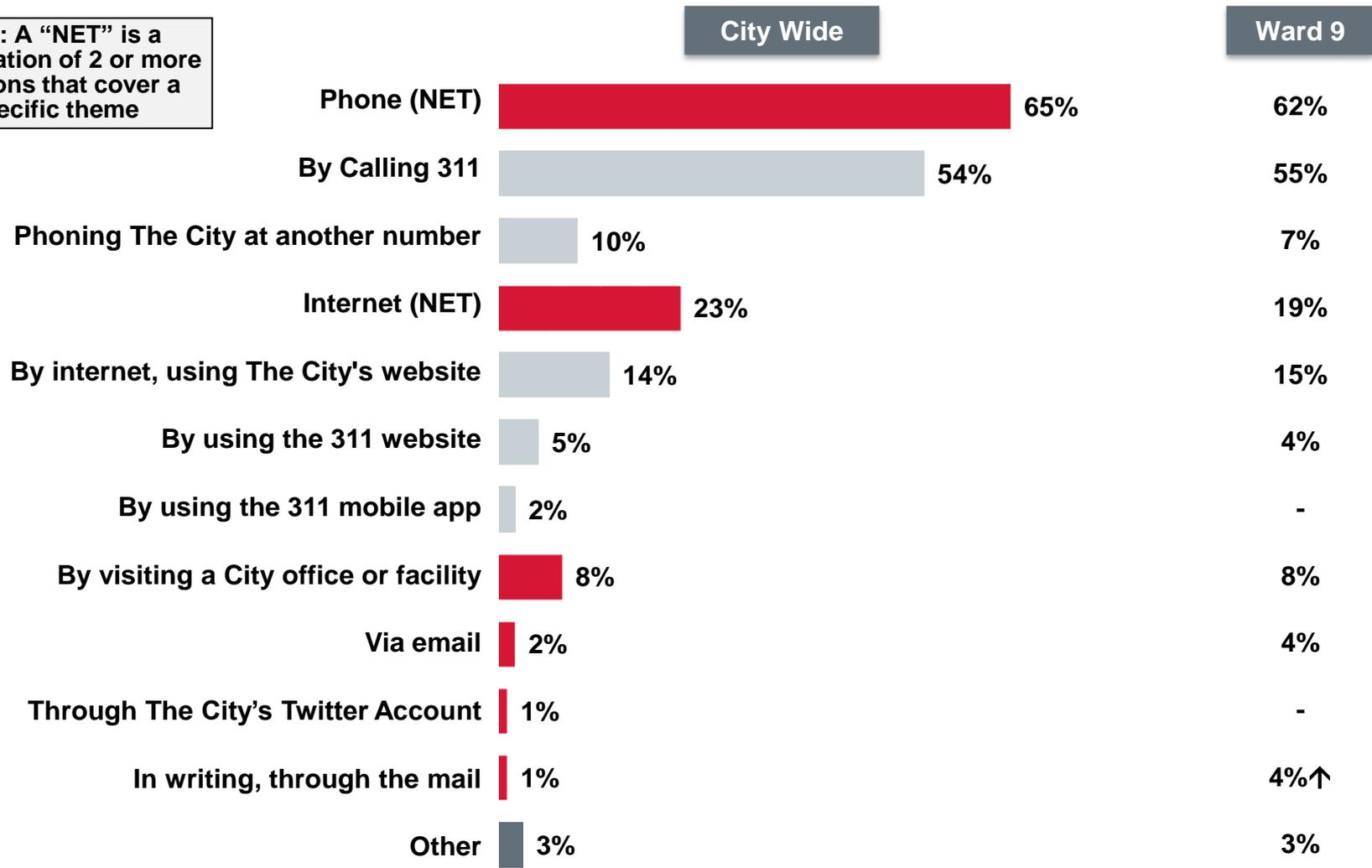
On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,649 / Ward 9: n=112)



Type of Contact

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

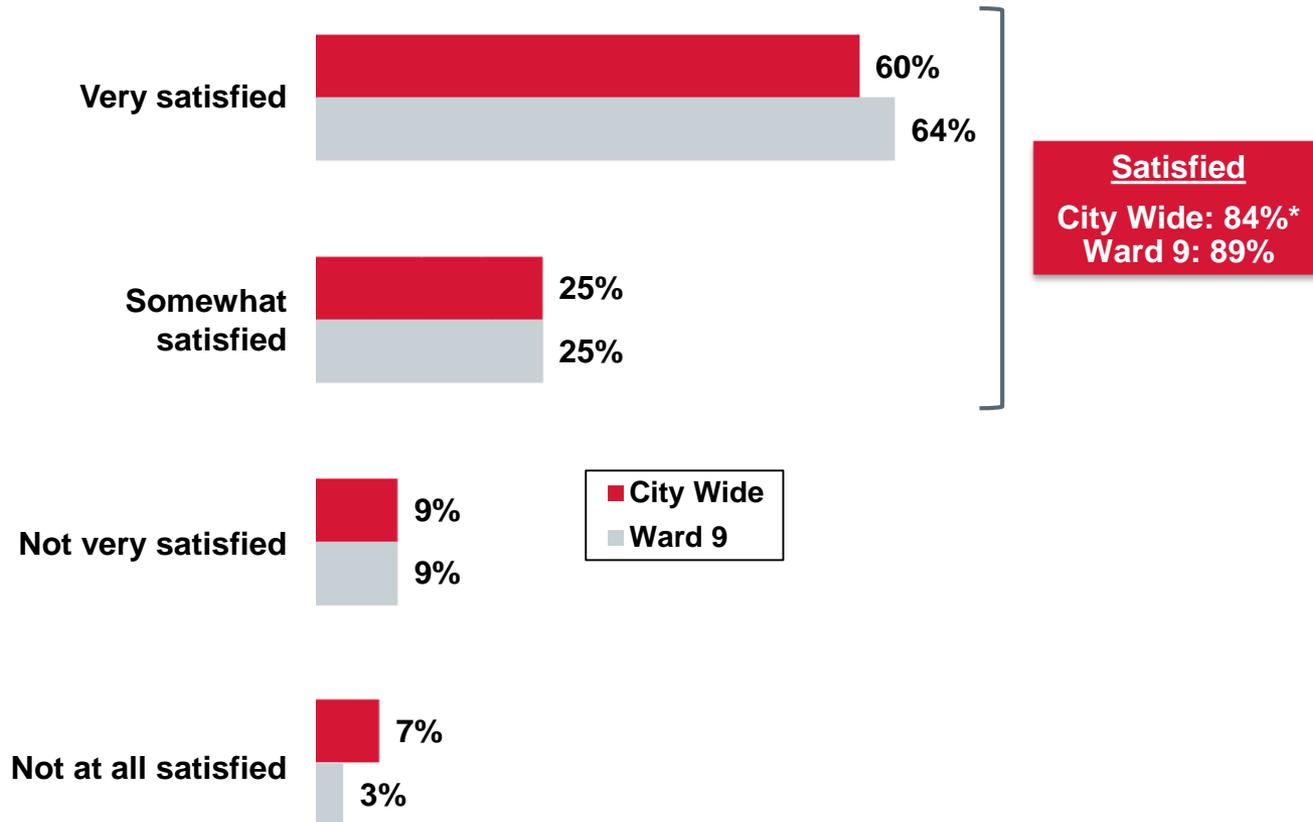


When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,084 / Ward 9: n=71)



Satisfaction with Most Recent City Contact



*Rounding

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

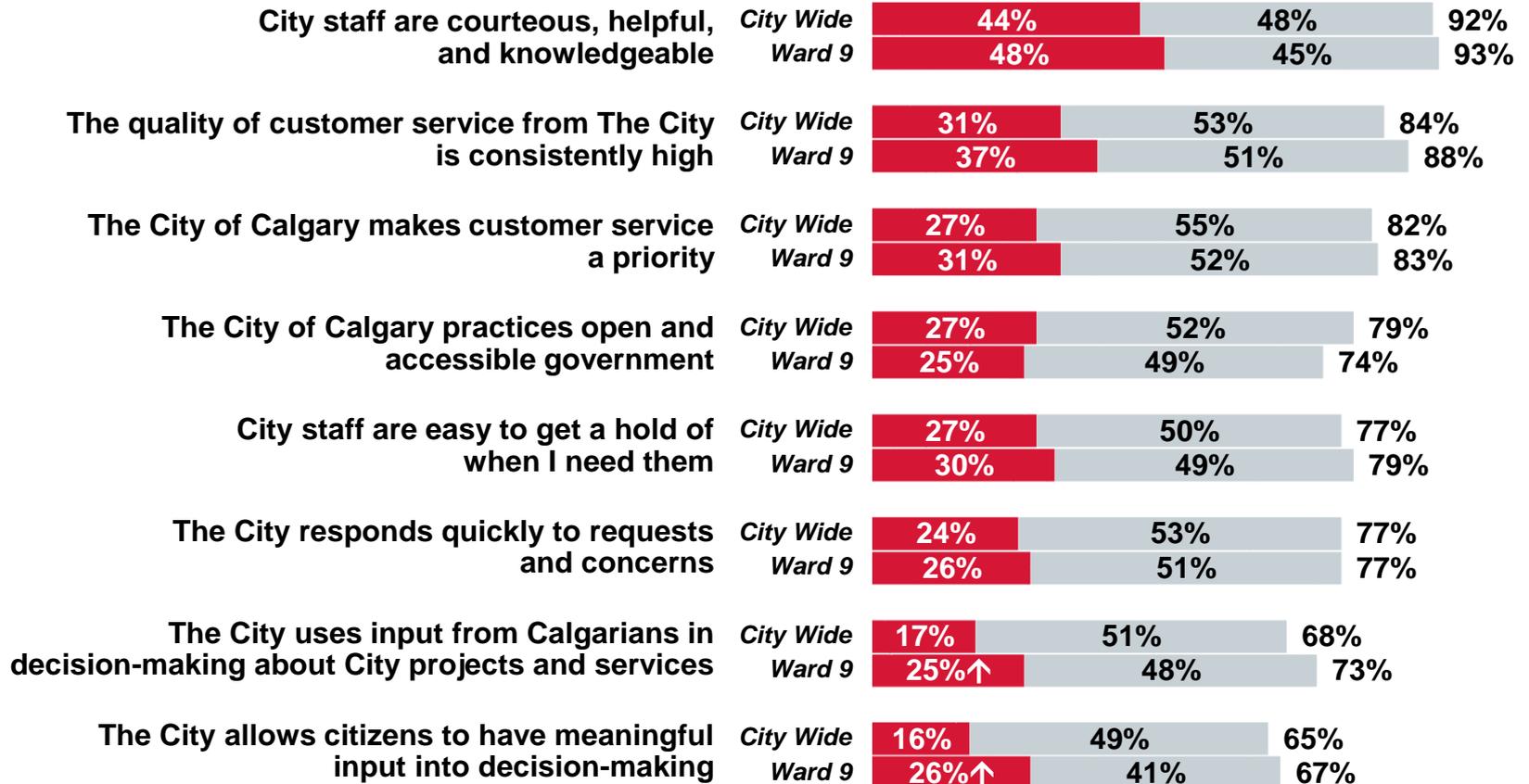
Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,085 / Ward 9: n=72)



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)

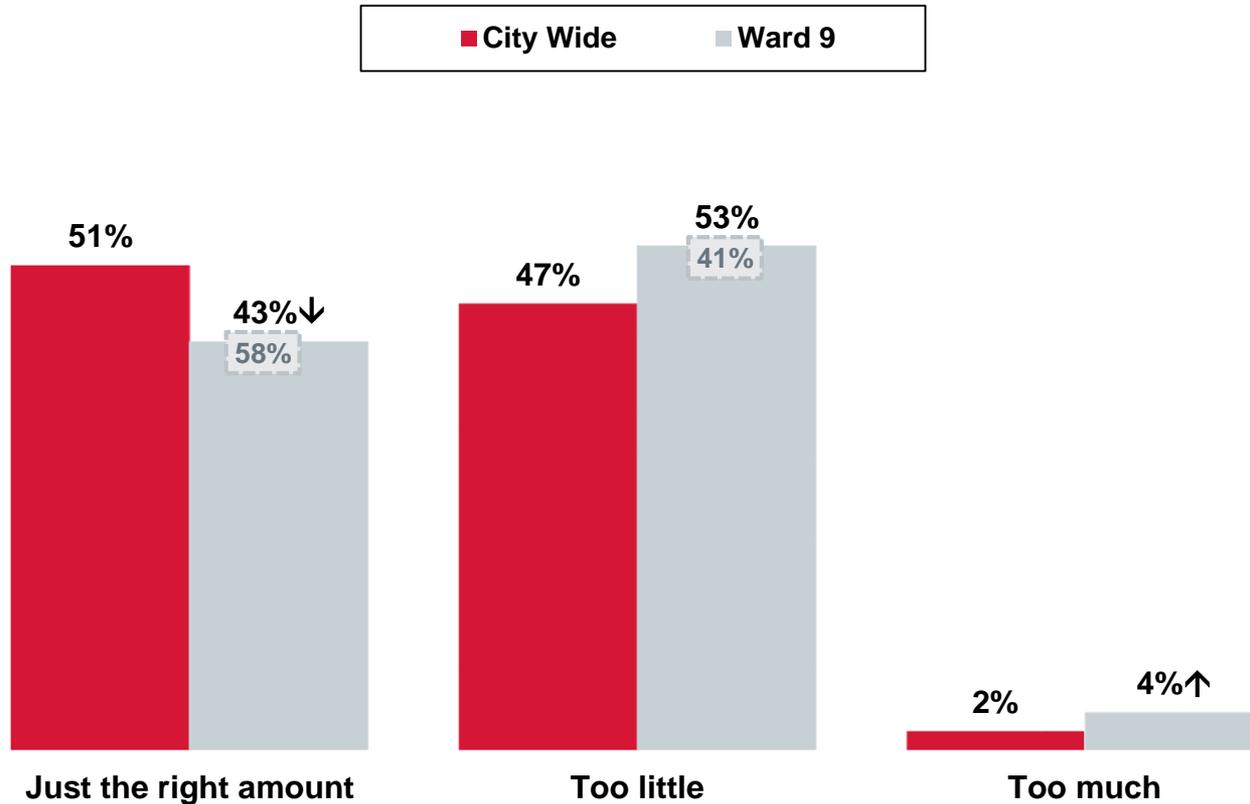


City Communications





The Amount 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=2,474 / Ward 9: n=172)

Ward 9 2016



Top Areas for Information from The City

Ward 9

Multiple Responses

Budget & Spending (NET)	36%	28%↓
Taxes/ government spending	33%	24%
Infrastructure, Traffic & Roads (NET)	32%	31%
Roads	13%	18%
Construction	6%	4%
Infrastructure (unspecified)	5%	5%
Planning & Development (NET)	16%	9%↓
Planning/ future growth	9%	3%↓
Land use planning/ development	4%	2%
Taxation (NET)	16%	9%
Taxes/ taxation (unspecified)	10%	5%
Property taxes	5%	4%
Transit (NET)	15%	11%
Transit	7%	7%
Transportation (unspecified)	7%	5%
Government (NET)	12%	14%
Recreation (NET)	9%	8%
Recreation/ leisure centres/ programs	7%	5%
Community & Social Services (NET)	9%	11%
City Services (NET)	8%	5%
Crime, Safety & Policing (NET)	8%	8%
Media (NET)	6%	9%
Environment & Waste Management (NET)	5%	3%
City/ public art displays	5%	6%

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

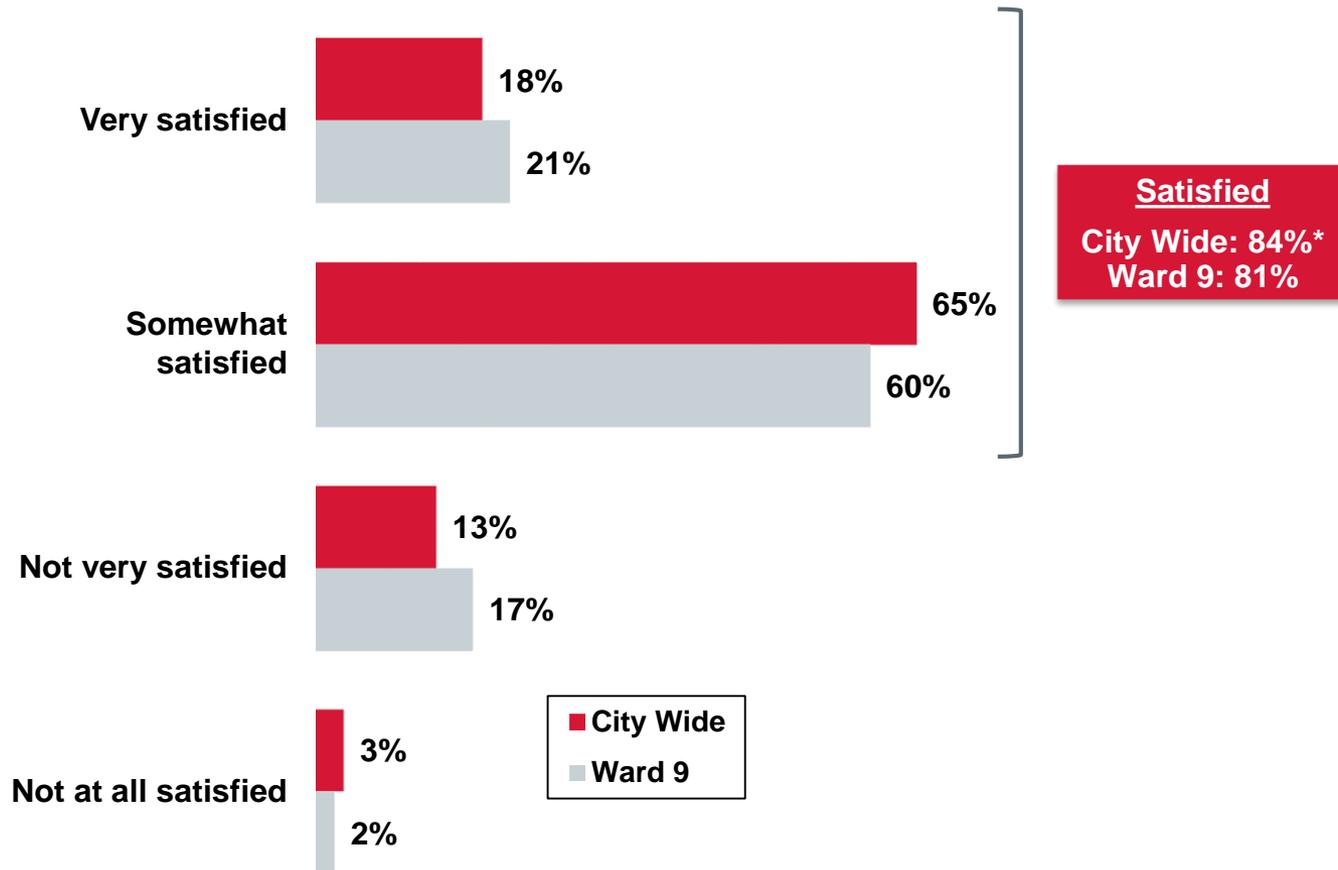
Total mentions <3% are not shown

What are the top three areas where you would like The City to provide more information?

Base: Valid respondents who say they receive too little or just the right amount of information (City Wide: n=2,172 / Ward 9: n=141)



Satisfaction with the Overall 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=2,484 / Ward 9: n=170)



Demographics





Demographics

Gender

	City Wide	Ward 9
Male	49%	47%
Female	51%	53%

Education

	City Wide	Ward 9
Completed high school or less	18%	34%
Some post secondary or completed a college diploma	35%	37%
Completed university degree or post-grad degree	47%	29%

Age

	City Wide	Ward 9
18 to 24	13%	20%
25 to 34	20%	17%
35 to 44	17%	18%
45 to 54	20%	17%
55 to 64	14%	12%
65 or older	16%	16%
<i>Mean</i>	<i>45</i>	<i>43</i>

Income

	City Wide	Ward 9
Less than \$30,000	7%	18%
\$30,000 to <\$45,000	9%	14%
\$45,000 to <\$60,000	11%	16%
\$60,000 to <\$75,000	8%	6%
\$75,000 to <\$90,000	9%	11%
\$90,000 to <\$105,000	10%	8%
\$105,000 to <\$120,000	10%	9%
\$120,000 to <\$150,000	14%	11%
\$150,000 or more	23%	9%

Base: Valid respondents (Bases vary)



Tenure in Calgary

	City Wide	Ward 9
Less than 5 years	7%	11%
5 to less than 10 years	9%	10%
10 to less than 15 years	11%	5%
15 to less than 20 years	12%	9%
20 to less than 30 years	24%	26%
30 to less than 40 years	16%	13%
40 or more	21%	27%
<i>Mean</i>	26	27

Household Size

	City Wide	Ward 9
1	13%	18%
2	31%	28%
3	19%	20%
4	22%	14%
5 or more	15%	20%
<i>Mean</i>	3.0	3.1

Children and Seniors in Household

	City Wide	Ward 9
Yes - Children	36%	30%
Yes - Seniors	17%	14%

Type of Home

	City Wide	Ward 9
Single-detached house	71%	65%
Apartment or apartment-style condominium	13%	12%
Duplex, triplex or fourplex	8%	14%
Townhouse or rowhouse	7%	4%
Another type of multi-dwelling unit	1%	2%

Own or Rent

	City Wide	Ward 9
Own	76%	59%
Rent	21%	40%
Other	-	-
Neither	2%	1%

Responsible for Property Taxes

	City Wide	Ward 9
Yes	84%	84%
No	16%	16%

Base: Valid respondents (Bases vary)



Respondent Characteristics

Born in Canada

	City Wide	Ward 9
Yes	74%	77%
No	26%	23%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=645)	Ward 9 (n=39)
Less than 12	28%	19%
12 to 17	13%	25%
18 or older	59%	53%
No response	1%	3%

Ethnic Background

	City Wide	Ward 9
Caucasian/ White	24%	24%
British	20%	22%
Canadian/ French Canadian	17%	22%
Western European	12%	14%
Southern or Eastern European	9%	7%
East or Southeast Asian	9%	5%
South Asian	6%	3%
Central/ South American or Caribbean	2%	3%
West Asian or Middle Eastern	2%	1%
African	2%	3%
Aboriginal/ First Nations/ Metis	2%	4%

Disability

	City Wide	Ward 9
Yes	16%	25%
No	84%	75%

Visible Minority

	City Wide	Ward 9
Yes	23%	27%
No	77%	73%

Base: Valid respondents (Bases vary)



Contact

Jamie Duncan

Vice President

Ipsos Public Affairs

587.952.4863

email: jamie.duncan@ipsos.com

Sheela Das

Director

Ipsos Public Affairs

587.952.4874

email: sheela.das@ipsos.com

