



# 2016 Citizen Satisfaction Survey

## Ward 14 Final Report

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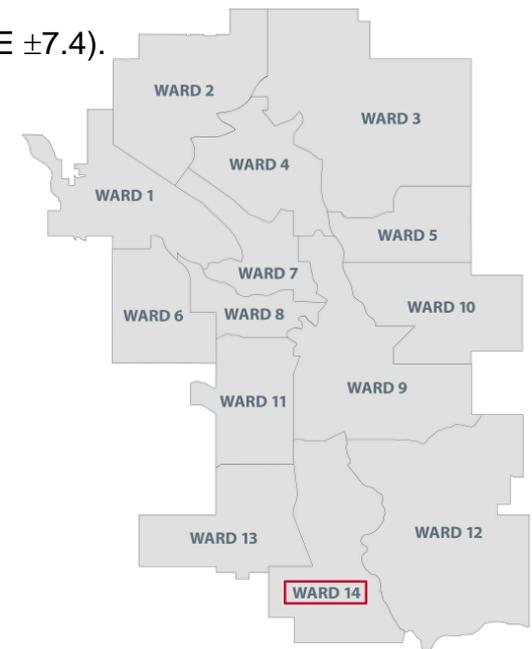
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- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 18th and September 6th, 2016.
  - Both landline (70%) and cell phone (30%) sample were used.
  - The average interview length was 31 minutes.
- ❖ Final data were weighted to ensure the overall sample's quadrant, ward and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2011 Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,500 is  $\pm 2.0$  percentage points, 19 times out of 20.
  - A total of 175 interviews were conducted with residents of Ward 14 (MOE  $\pm 7.4$ ).
- ❖ Research Note on significant differences:
  - Throughout, City Wide results are compared to results from Ward 14.
    - $\uparrow$  indicates a number is significantly higher than City Wide.
    - $\downarrow$  indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2016 results for Ward 14 are compared to those from 2015.
  - Only significant differences are shown.





## Summary of Key Findings





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

## Key Findings: Quality of Life

**For Ward 14 residents, perceptions about the current quality of life in Calgary are strong, though several metrics are lower than City Wide and have declined from 2015.**

- ❖ Eight-in-ten (81%) Ward 14 residents say the quality of life in Calgary is ‘good,’ consistent with City Wide (83%), but 9 percentage points lower than 2015 (90%).
- ❖ As with City Wide, in 2016 more Ward 14 residents say the quality of life in Calgary has ‘worsened’ in the past three years (43% vs. 29% in 2015 and 18% in 2014) and fewer say it has ‘improved’ (14% vs. 23% in 2015 vs. 23% in 2014).
- ❖ Also consistent with City Wide, agreement that ‘Calgary is a great place to make a living’ is down significantly among Ward 14 residents – from 82% in 2015 to 61% in 2016.
- ❖ In keeping with these sentiments, when asked what The City could do to improve the quality of life, 13% of Ward 14 residents say “*improve job creation/ employment,*” up 8 percentage points from 2015 (5%).
- ❖ Other notable differences include agreement with:
  - ‘I am proud to live in my neighborhood’ (97% Ward 14 vs. 88% City Wide and up from 89% in 2015);
  - ‘I am regularly involved in neighbourhood and local community events (38% Ward 14 vs. 30% City Wide); and,
  - ‘I am proud to be a Calgarian’ (96% Ward 14 vs. 90% City Wide, and up from 90% in 2015).



# Key Findings: Issue Agenda and Satisfaction with City and Programs and Services

## The Ward 14 issue agenda is similar to City Wide results.

- ❖ “*Infrastructure, traffic and roads*” (35%) holds the top position on the Ward 14 issue agenda (consistent with 35% City Wide).
- ❖ Second on the Ward 14 issues agenda is “*transit*” (23%), and “*crime, safety, and policing*” (16%) is third.
- ❖ It is important to note that mentions from Ward 14 residents about the ‘economy’ are up significantly this year, from 4% in 2015 to 12% in 2016.

## Overall satisfaction with the level and quality of City services remains high and mirrors City Wide results.

- ❖ Eight-in-ten (82%) Ward 14 residents say they are satisfied with the overall level and quality of services and programs provided by The City.
- ❖ Among Ward 14 residents, satisfaction with three programs and services varies from City Wide or has decreased from 2015 levels:
  - Development and building inspections and permits (95% ‘satisfied’ vs. 89% City Wide);
  - Calgary Transit (23% ‘very satisfied’ vs. 31% City Wide); and,
  - Property tax assessment (72% ‘satisfied,’ down from 90% in 2015).
- ❖ Also noteworthy is that in the importance versus satisfaction grid analysis, Bylaw Services emerges as a Secondary Strength for Ward 14 residents, while it is a Secondary Weakness City Wide. Spring Road Cleaning emerges as a Secondary Strength for Ward 14 residents, while it is a Primary Strength City Wide.
- ❖ Desired investment in City programs and services mirrors City Wide results, with the exception of two areas:
  - Spring road cleaning (9% ‘invest more’ vs. 20% City Wide, and down from 23% in 2015); and,
  - Bylaw services (13% ‘invest more’ vs. 19% City Wide).

# Key Findings

## **Among Ward 14 residents satisfaction with City contact has increased notably.**

- ❖ Nearly nine-in-ten (87%) Ward 14 residents are satisfied with their most recent contact with The City, on par with City Wide (86%).
  - However, the proportion of Ward 14 residents who are 'very satisfied' (70%) with their most recent experience is up a significant 16 percentage points from 54% in 2015.

**There are no noteworthy differences between Ward 14 residents and the broader Calgary public – or notable changes from 2015 – with regard to the environment, taxation or City communications.**



## Detailed Findings





## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 14

■ First Mention ■ Other Mentions

Issue Category	City Wide (First)	City Wide (Other)	City Wide (NET)	Ward 14
<b>INFRASTRUCTURE, TRAFFIC &amp; ROADS (NET)</b>	25%	10%	35%	35%
Traffic congestion	8%	3	11%	12%
Road conditions	6%	3	9%	6%
Infrastructure maintenance/ improvement/ development	4%		6%	6%
Bicycle/ pedestrian lanes	3		5%	3%
<b>TRANSIT (NET)</b>	14%	7%	21%	23%
Public Transportation [incl. buses/ C-train/ poor service]	9%		11%	9%
Transportation (unspecified)	5%	3	8%	9%
<b>CRIME, SAFETY &amp; POLICING (NET)</b>	10%	5%	15%	16%
Crime [incl. Breaking and entering/ gangs/ drug dealers, etc.]	5%	3	8%	9%
Public safety	4%		6%	7%
<b>ECONOMY (NET)</b>	7%		9%	12% <span style="border: 1px dashed gray; padding: 2px;">4%</span>
Unemployment/ job creation	5%		6%	7% <span style="border: 1px dashed gray; padding: 2px;">2%</span>
<b>RECREATION (NET)</b>	5%	4%	9%	10%
<b>TAXES (NET)</b>	6%		8%	12%
Education [incl. lack of teachers/ funding/ schools/local schools]	4%	3	7%	10%
<b>ENVIRONMENT &amp; WASTE MANAGEMENT (NET)</b>	3	3	6%	8%
<b>HOMELESSNESS, POVERTY &amp; AFFORDABLE HOUSING (NET)</b>	3		4%	2%
<b>GROWTH AND PLANNING (NET)</b>	3		4%	1%↓
<b>BUDGET AND SPENDING (NET)</b>			4%	5%
Other			22%	35%
None			15%	8%↓

Total mentions <4% are not shown

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

Ward 14 2015

In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?  
 Base: Valid respondents (City Wide: n=2,452 / Ward 14: n=173)

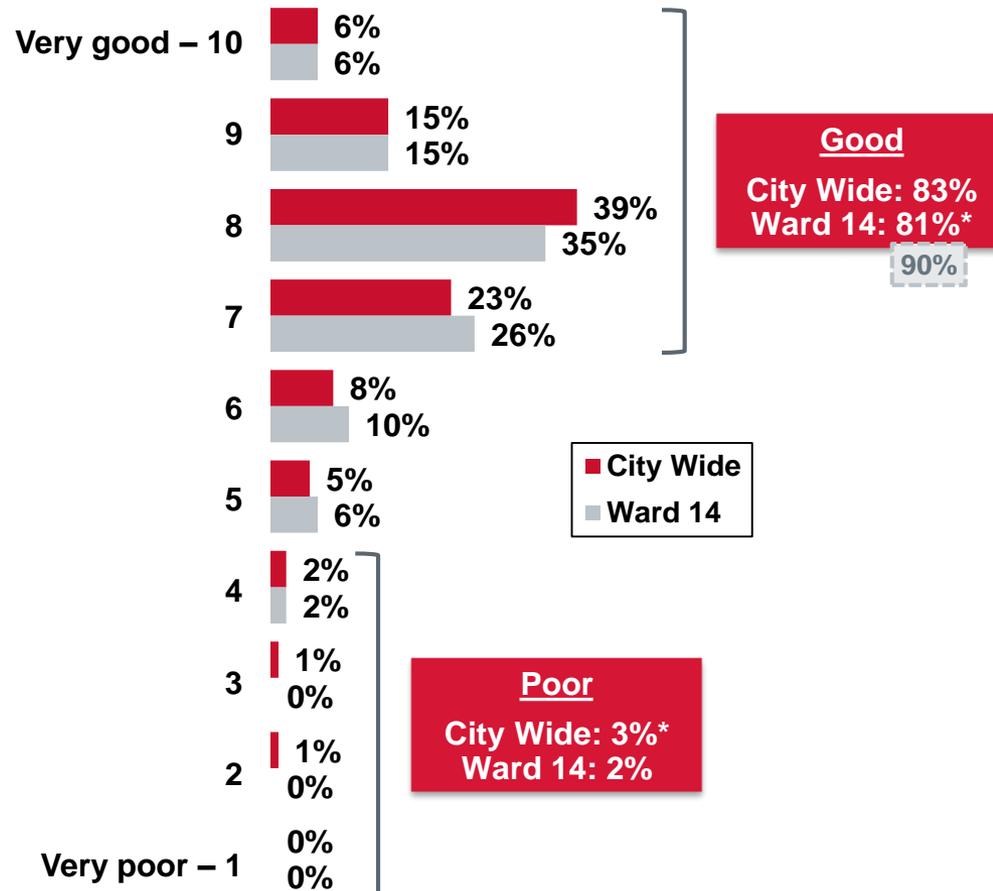


## Quality of Life





# Overall Quality of Life in Calgary



Ward 14 2015

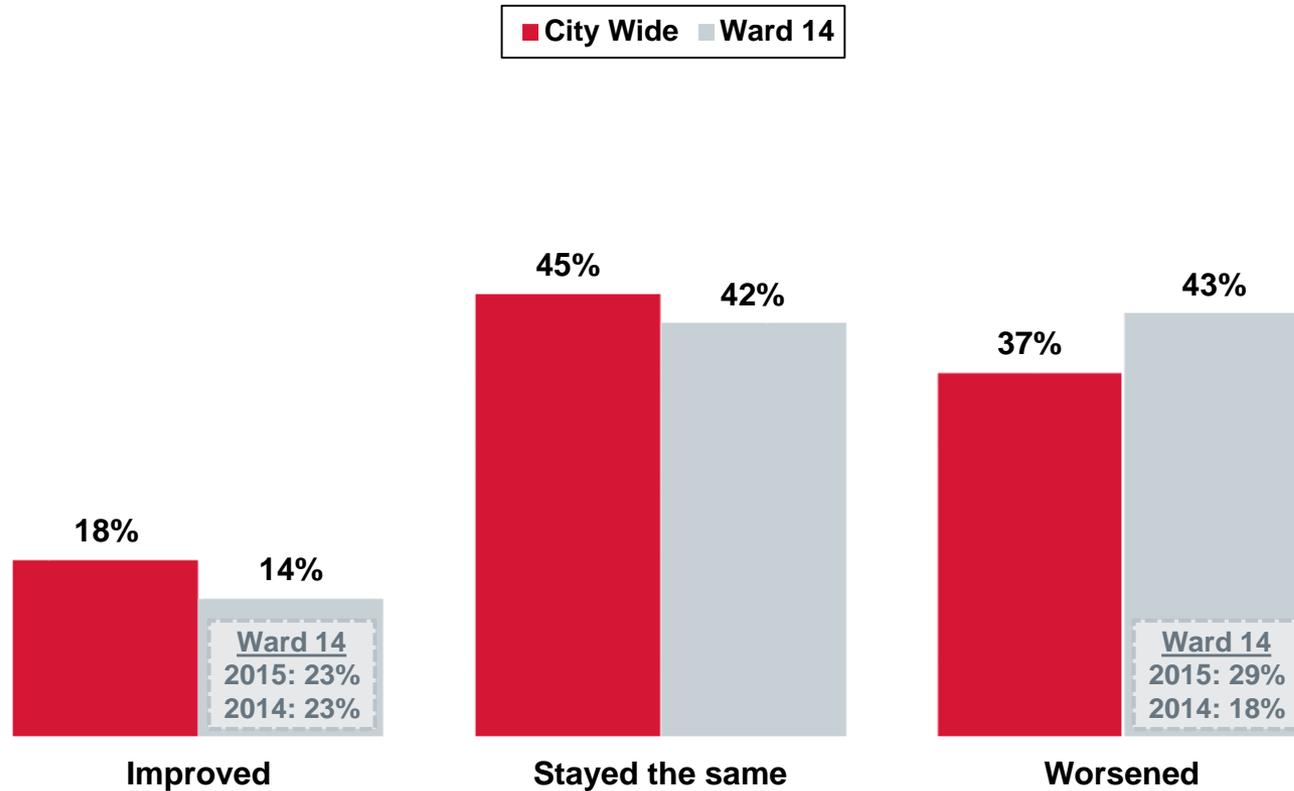
\*Rounding

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

Base: Valid respondents (City Wide: n=2,497 / Ward 14: n=175)



# Perceived Change in the Quality of Life in Calgary



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

Base: Valid respondents (City Wide: n=2,469 / Ward 14: n=174)



# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 14

	City Wide	Ward 14
<b>Transportation (NET)</b>	<b>25%</b>	<b>30%</b>
Better traffic management	7%	8%
Improvement/ maintenance of existing roads	6%	8%
Infrastructure (unspecified)	3%	3%
<b>Employment, Cost of Living &amp; Homelessness (NET)</b>	<b>23%</b>	<b>24%</b>
Improve job creation/ employment	13%	13% <span style="border: 1px dashed gray; padding: 2px;">5%</span>
Expand affordable housing/ rent	4%	6%
<b>Government (NET)</b>	<b>21%</b>	<b>19%</b>
Reduce taxes	9%	7%
Tax spending/ city budget	5%	4%
<b>Recreation &amp; Community Services (NET)</b>	<b>18%</b>	<b>14%</b>
Parks/ green-space improvement	5%	4%
Building of community centres/ recreation facilities	4%	1%
<b>Transit (NET)</b>	<b>17%</b>	<b>21%</b>
Improve public transportation (unspecified)	6%	8%
Improve bus/ train schedule/ service	5%	6% <span style="border: 1px dashed gray; padding: 2px;">1%</span>
<b>Crime, Safety &amp; Policing (NET)</b>	<b>9%</b>	<b>10%</b>
Control crime and safety	5%	7%
More policing/ patrolling	4%	3%
<b>Growth &amp; Planning (NET)</b>	<b>5%</b>	<b>3%</b>
Education (NET)	3%	3%
Environment (NET)	3%	2%
Health (NET)	3%	3%
Other	8%	8%
Nothing	17%	14%

*Total mentions <3% are not shown*

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

Ward 14 2015

Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?

Base: Valid respondents (City Wide: n=2,409 / Ward 14: n=169)



# Sustainability Metrics: 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



90%

96%↑  
90%

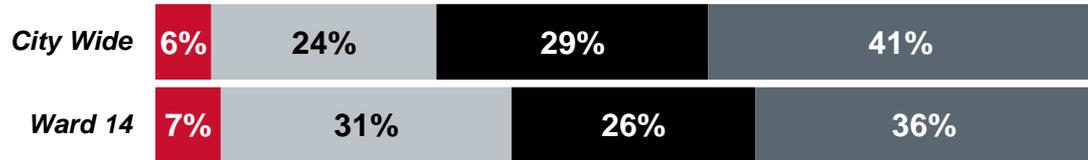
I am proud to live in my neighbourhood



88%

97%↑  
89%

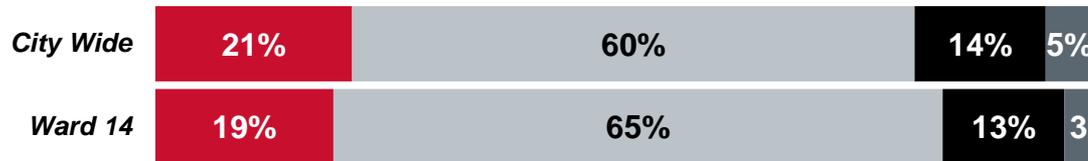
I am regularly involved in neighbourhood and local community events



30%

38%↑

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



81%

84%

Ward 14 2015

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

Base: Valid respondents (Bases vary)

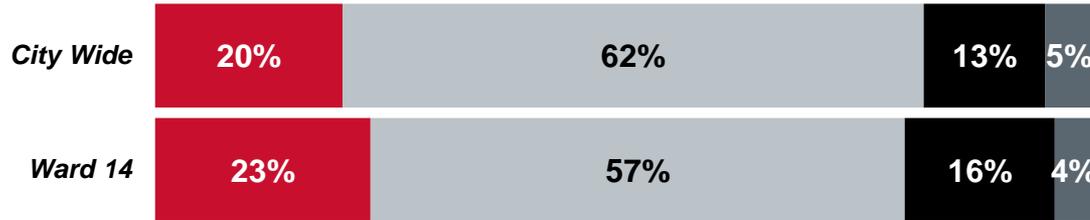


# Sustainability: Making a Life, Making a Living and Direction for the Future

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

% Agree

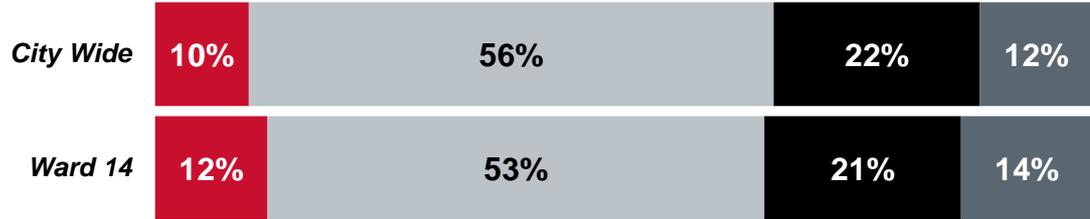
Calgary is a great place to make a life



Calgary is a great place to make a living



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



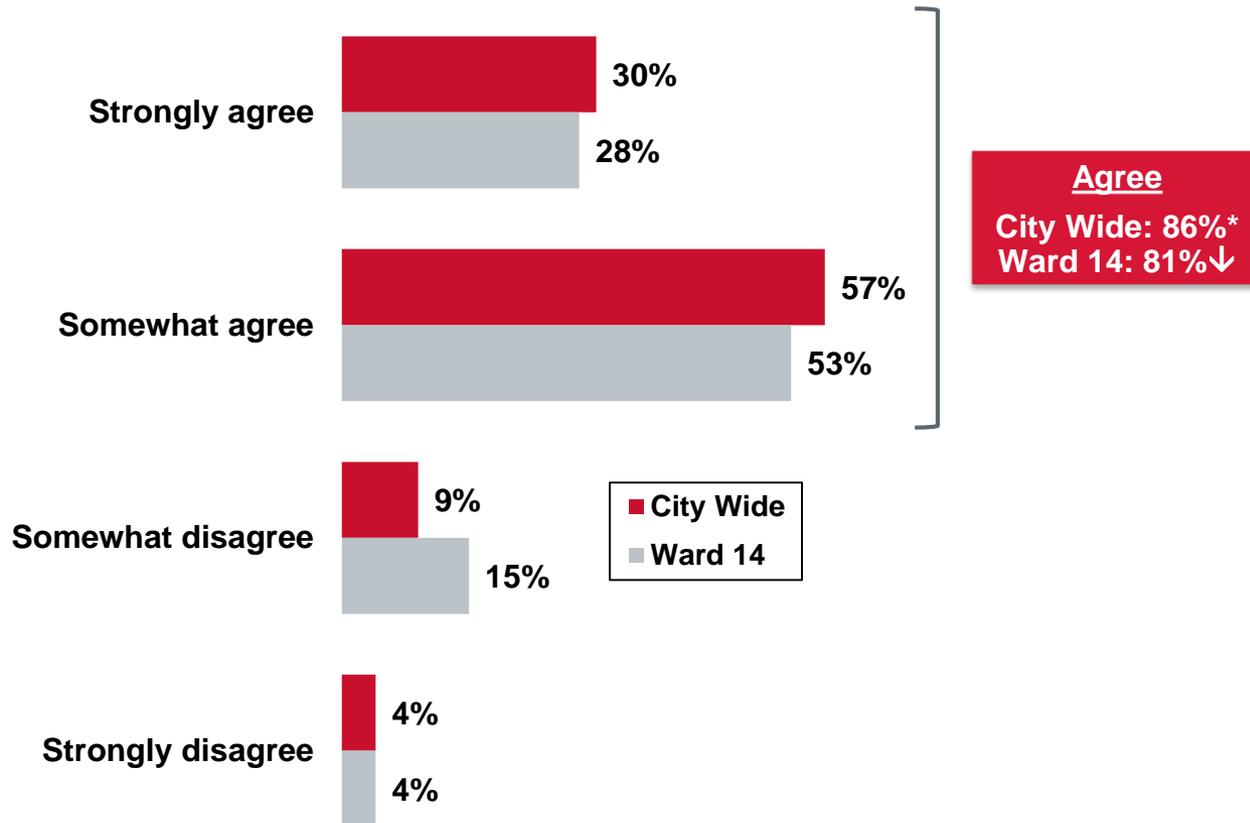
Ward 14 2015

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

Base: Valid respondents (Bases vary)



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



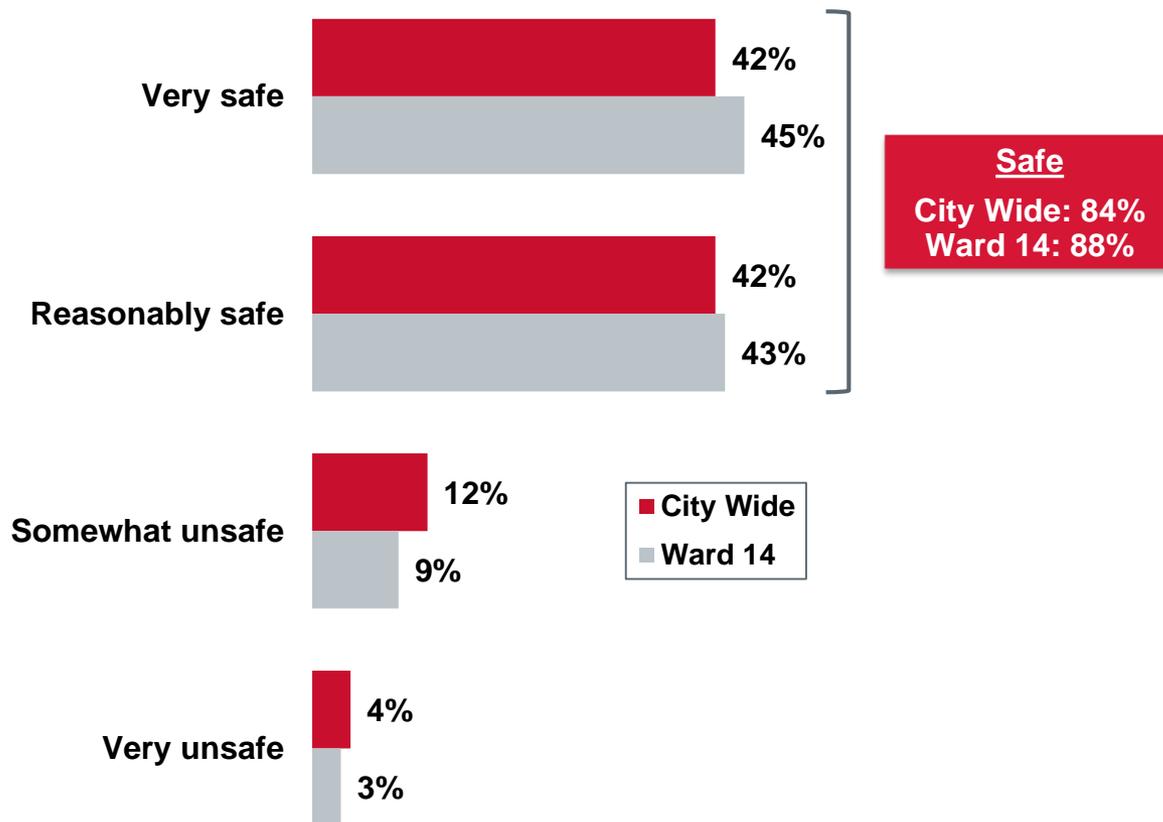
\*Rounding

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

Base: Valid respondents (City Wide: n=2,485 / Ward 14: n=175)



# Perceived Safety in Own Neighbourhood



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

Base: Valid respondents (City Wide: n=2,494 / Ward 14: n=175)



## City Programs and Services



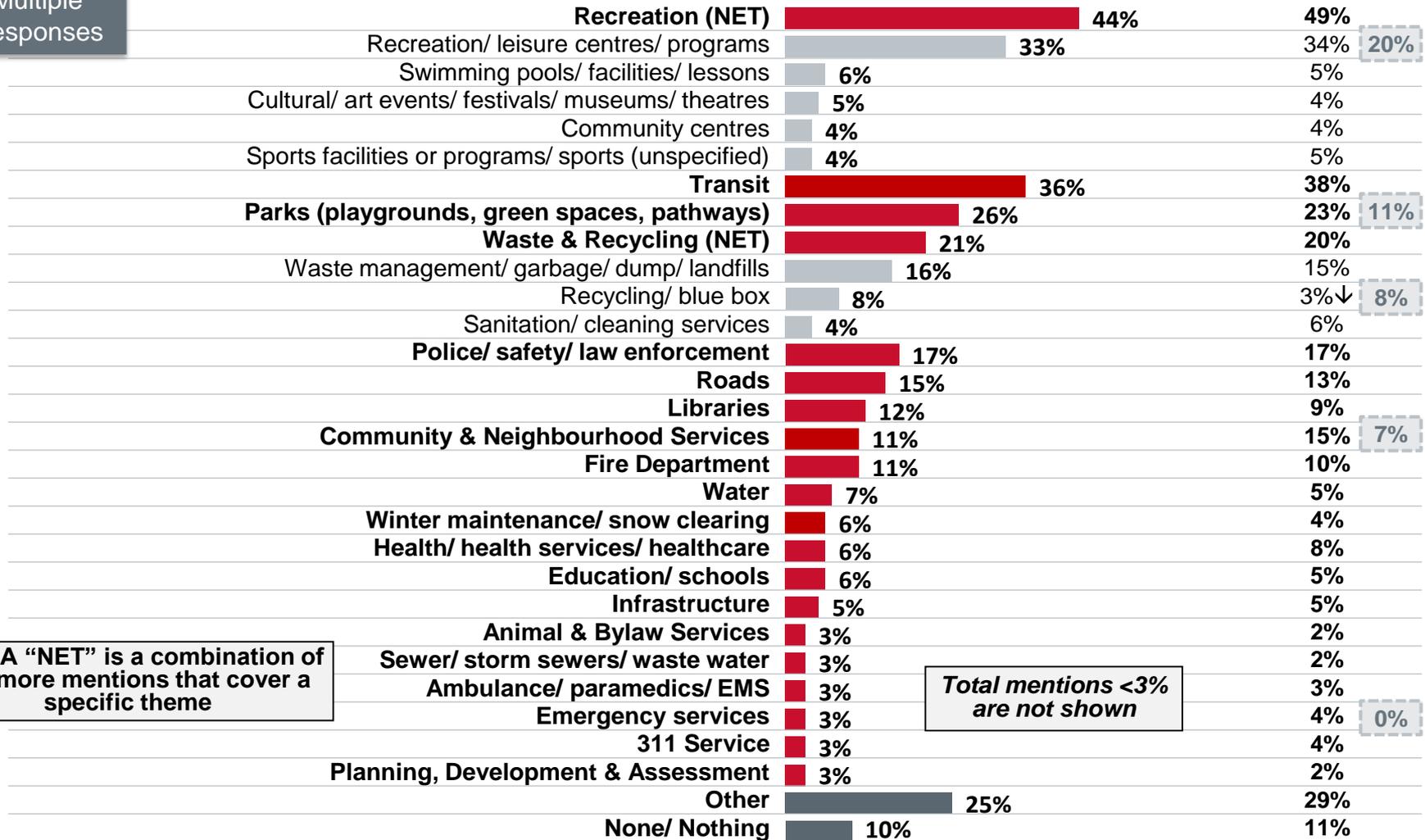


# Top-of-Mind Programs and Services

Multiple Responses

City Wide

Ward 14



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

Total mentions <3% are not shown

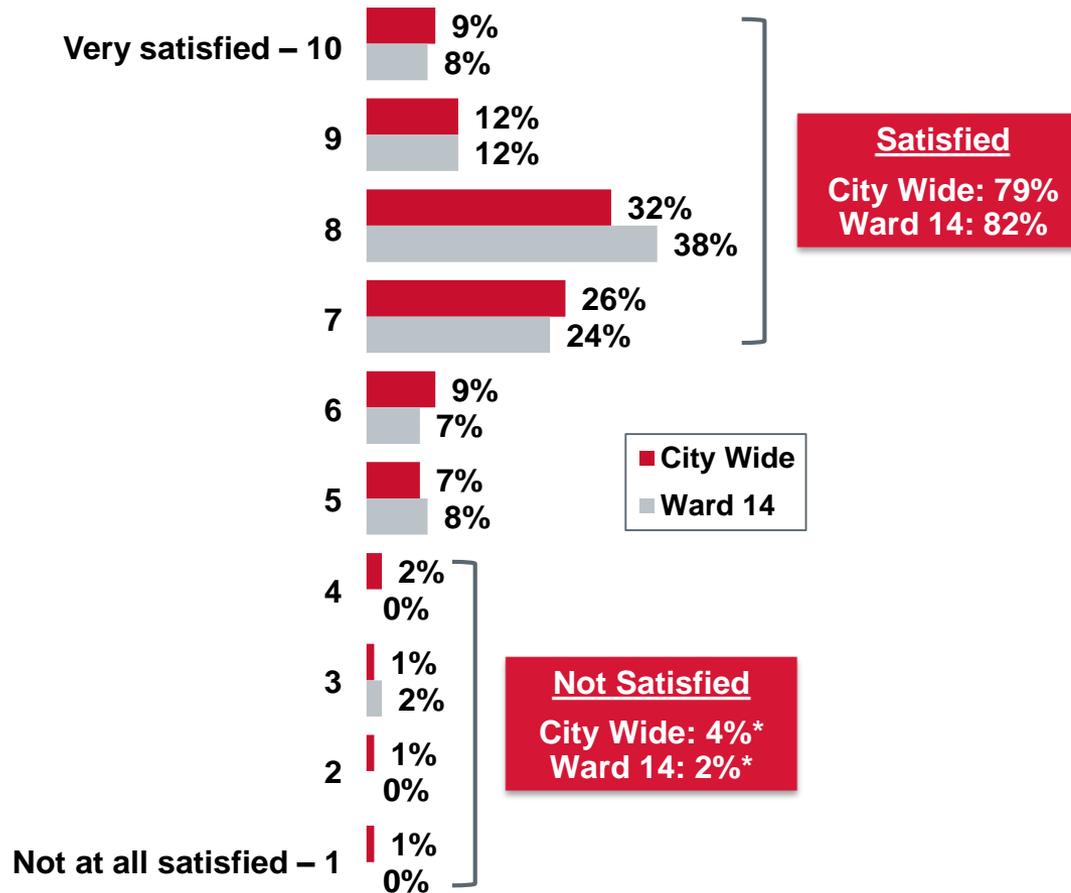
Ward 14 2015

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

Base: Valid respondents (City Wide: n=2,381 / Ward 14: n=172)



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



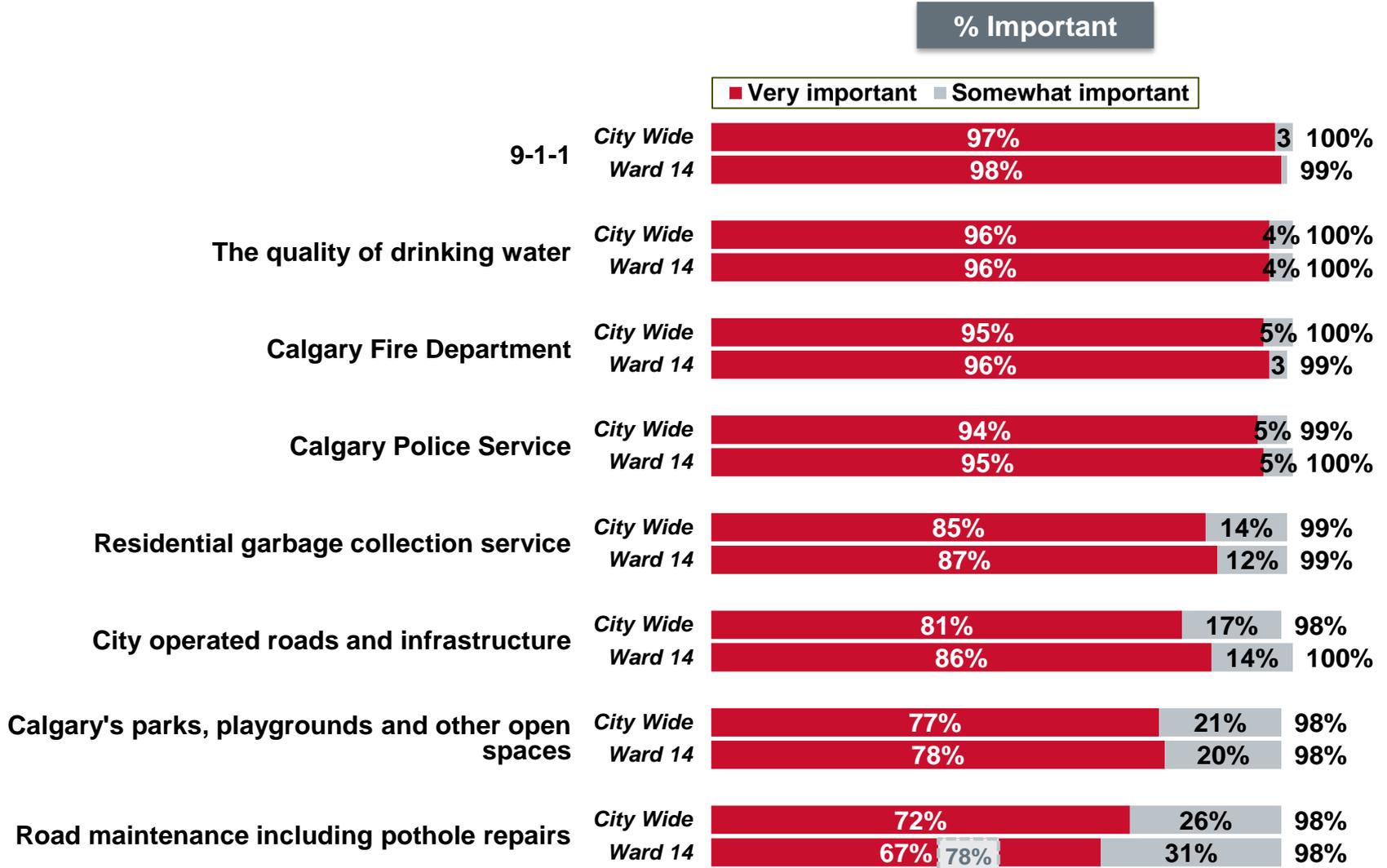
\*Rounding

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

Base: Valid respondents (City Wide: n=2,479 / Ward 14: n=173)



# Importance of City Programs and Services



Ward 14 2015

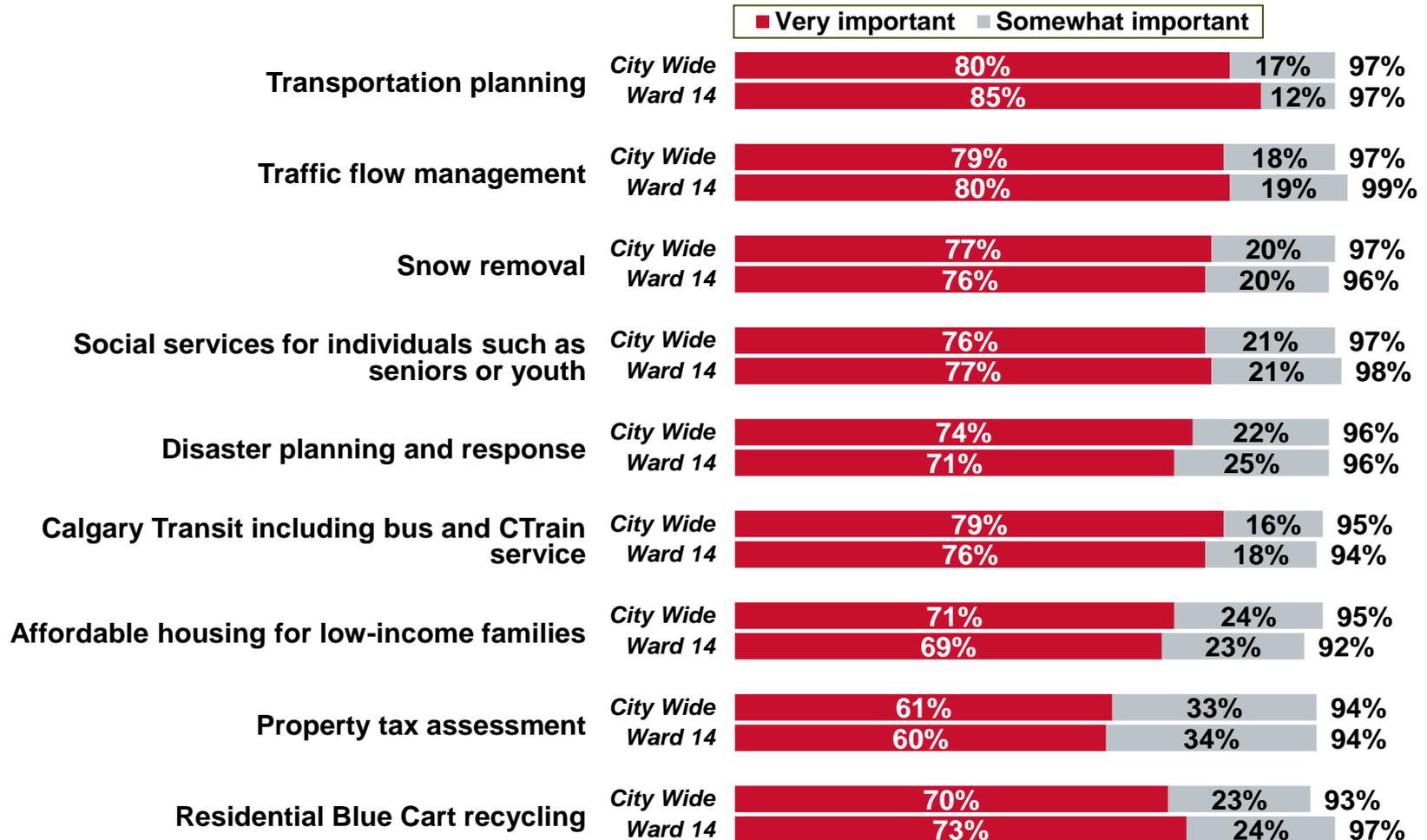
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

% Important

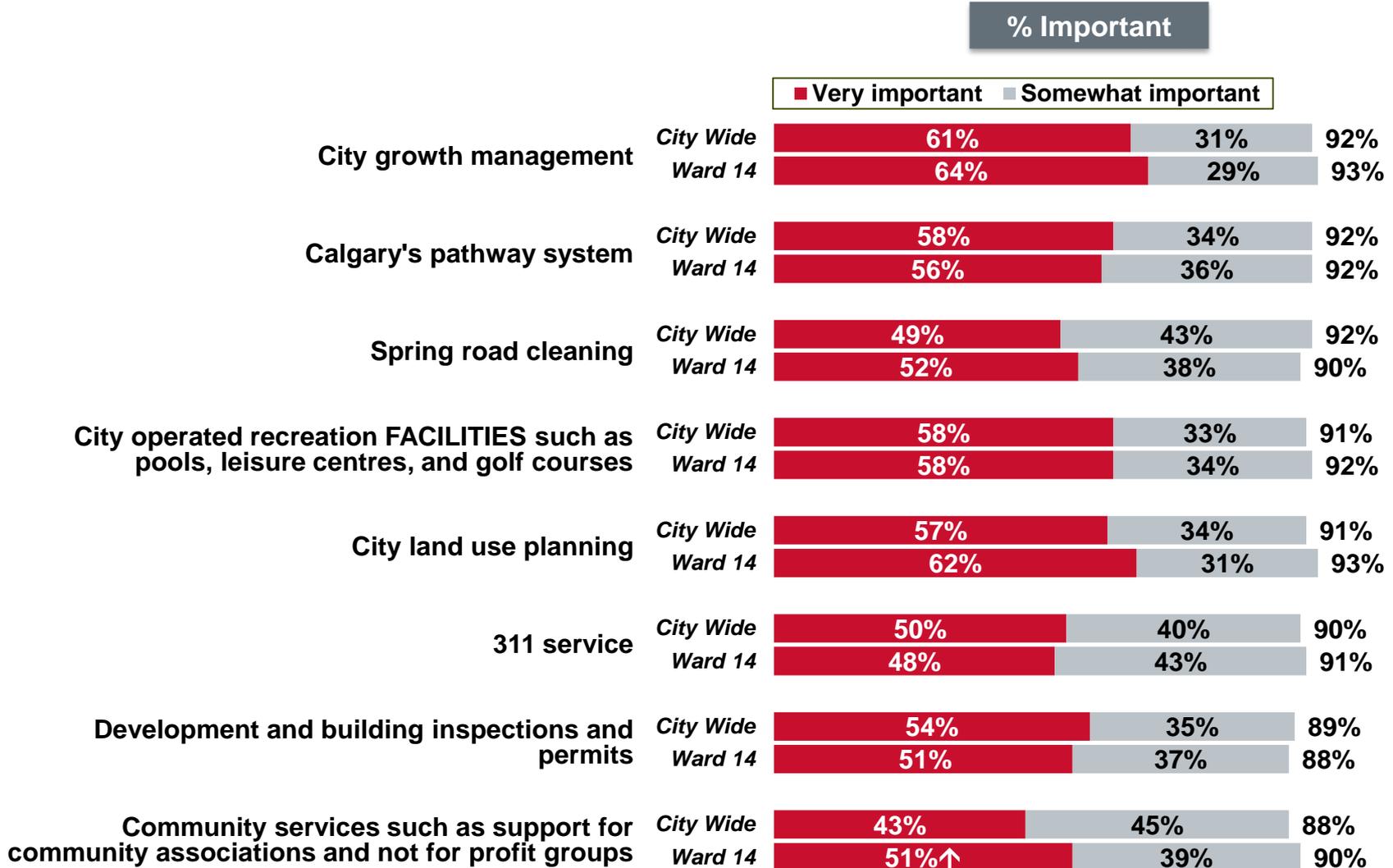


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

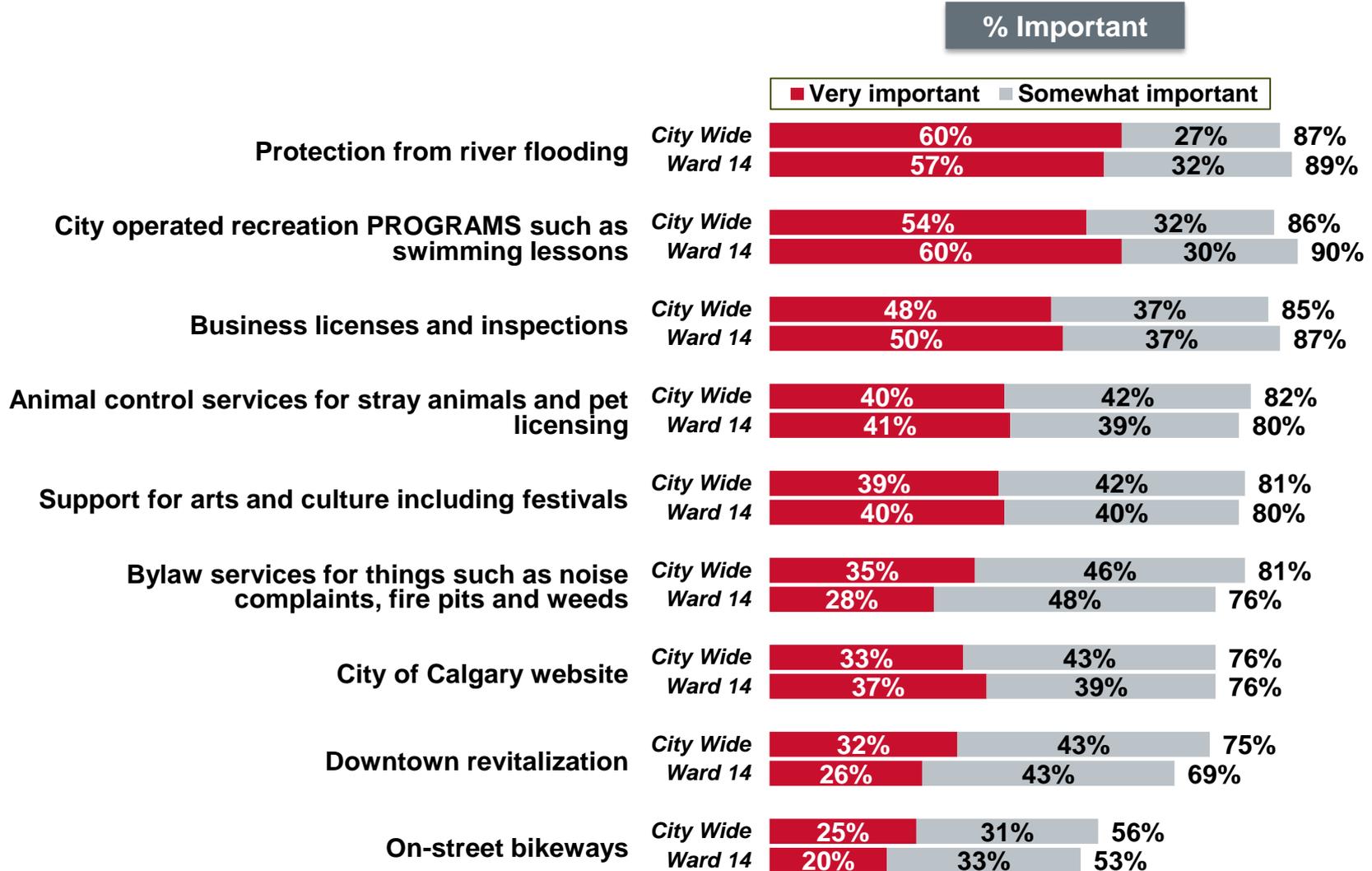


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

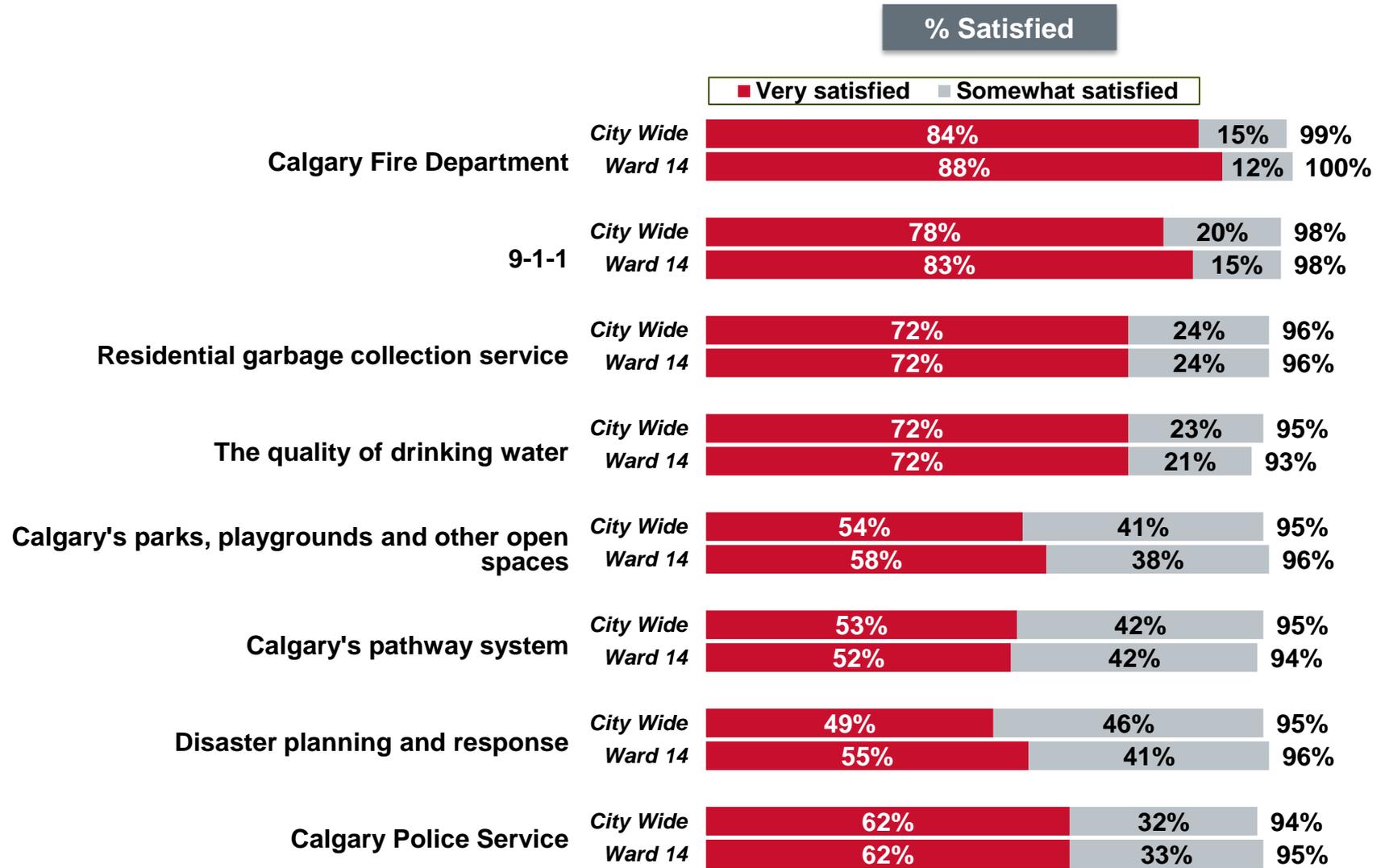


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



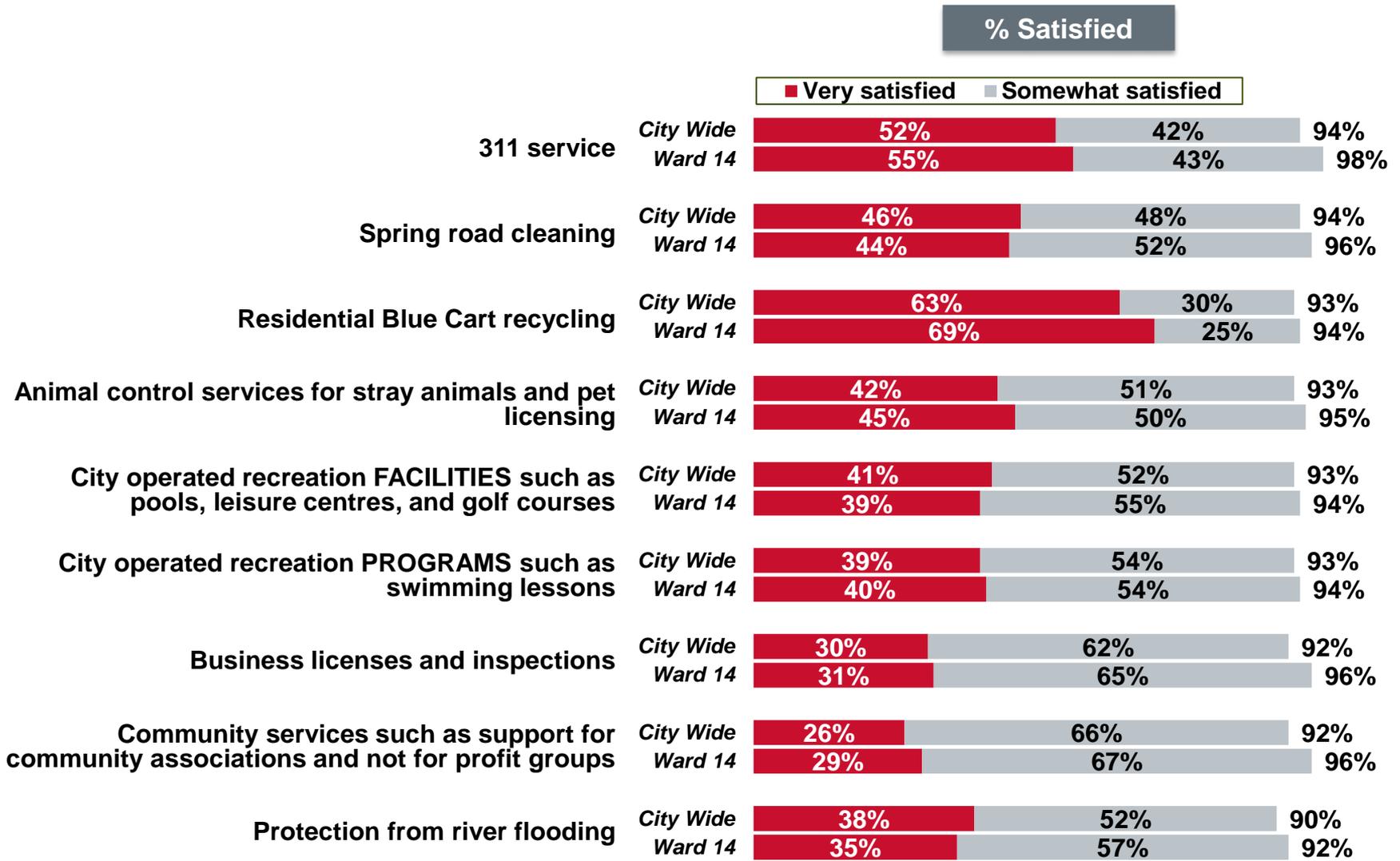
# Satisfaction with City Programs and Services



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



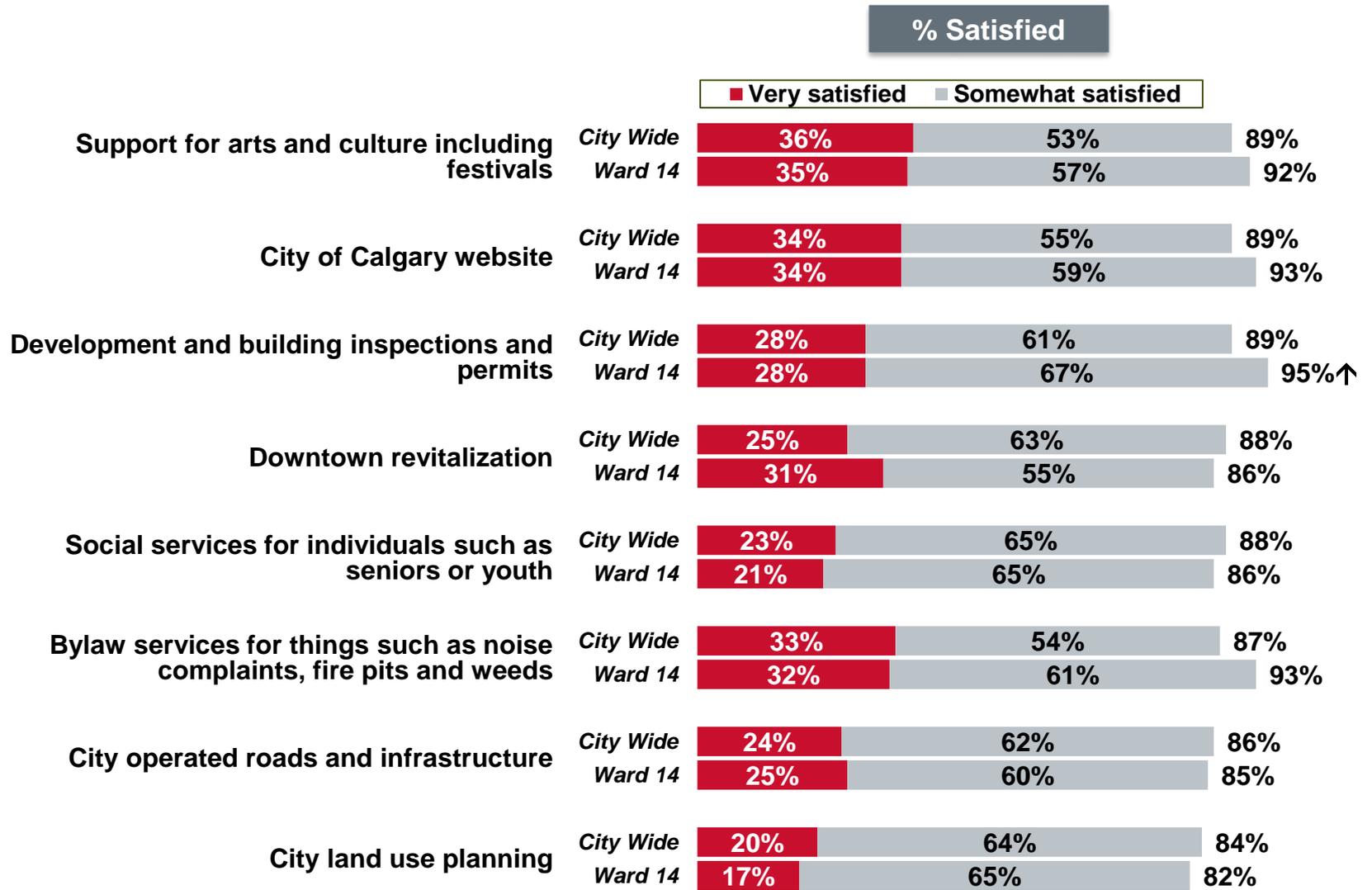
# Satisfaction with City Programs and Services (continued)



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



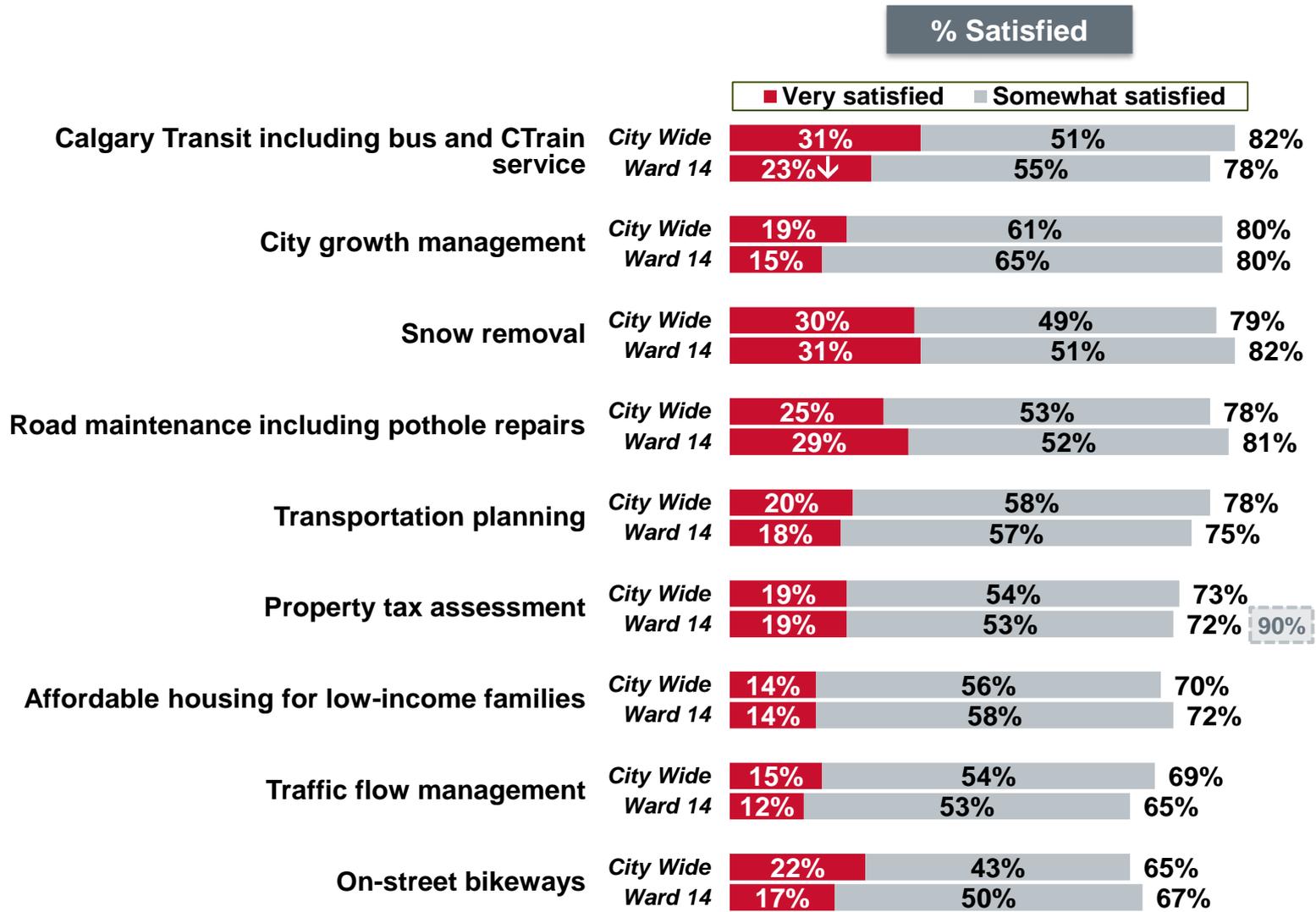
# Satisfaction with City Programs and Services (continued)



*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)

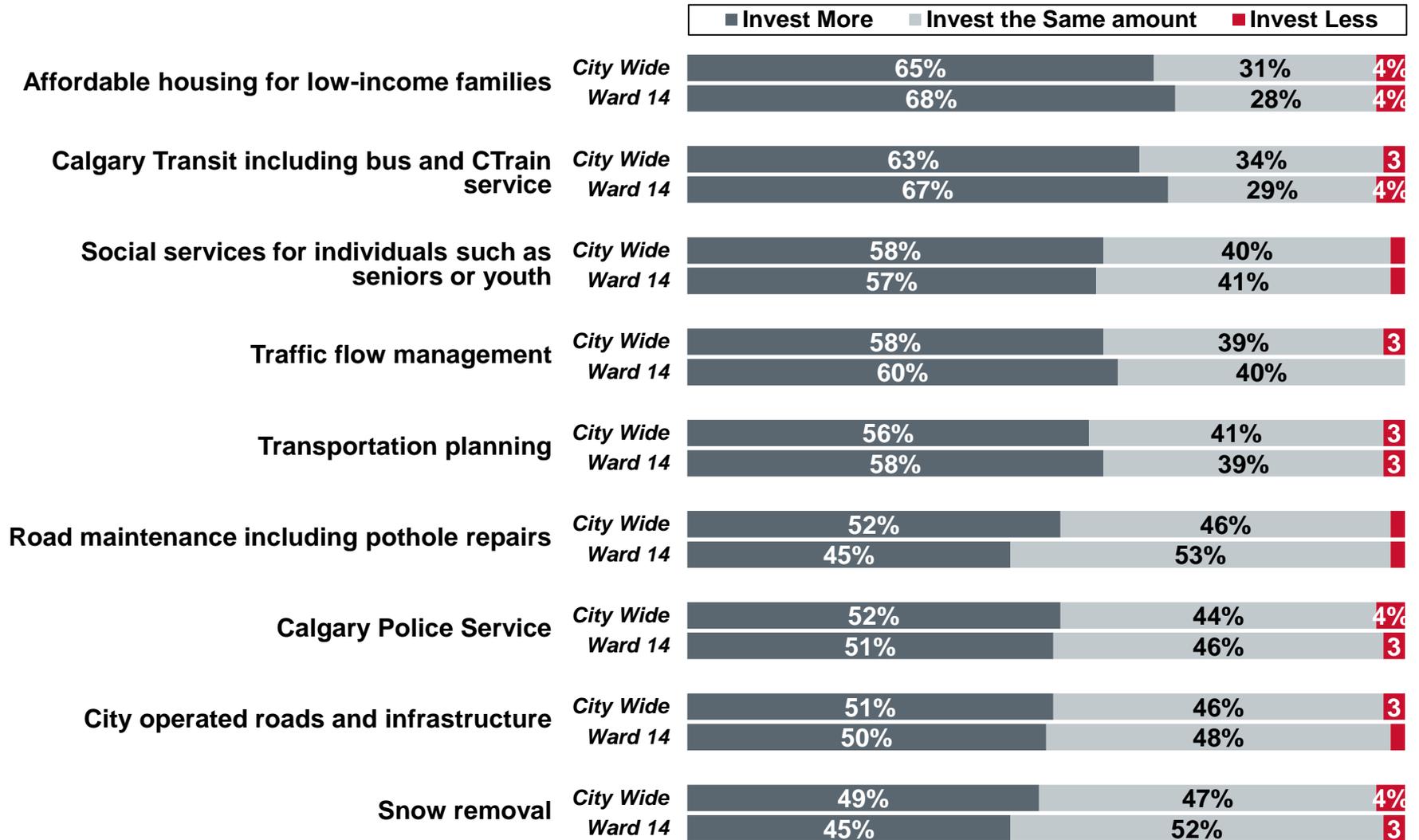


Ward 14 2015

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



# Investment in City Programs and Services

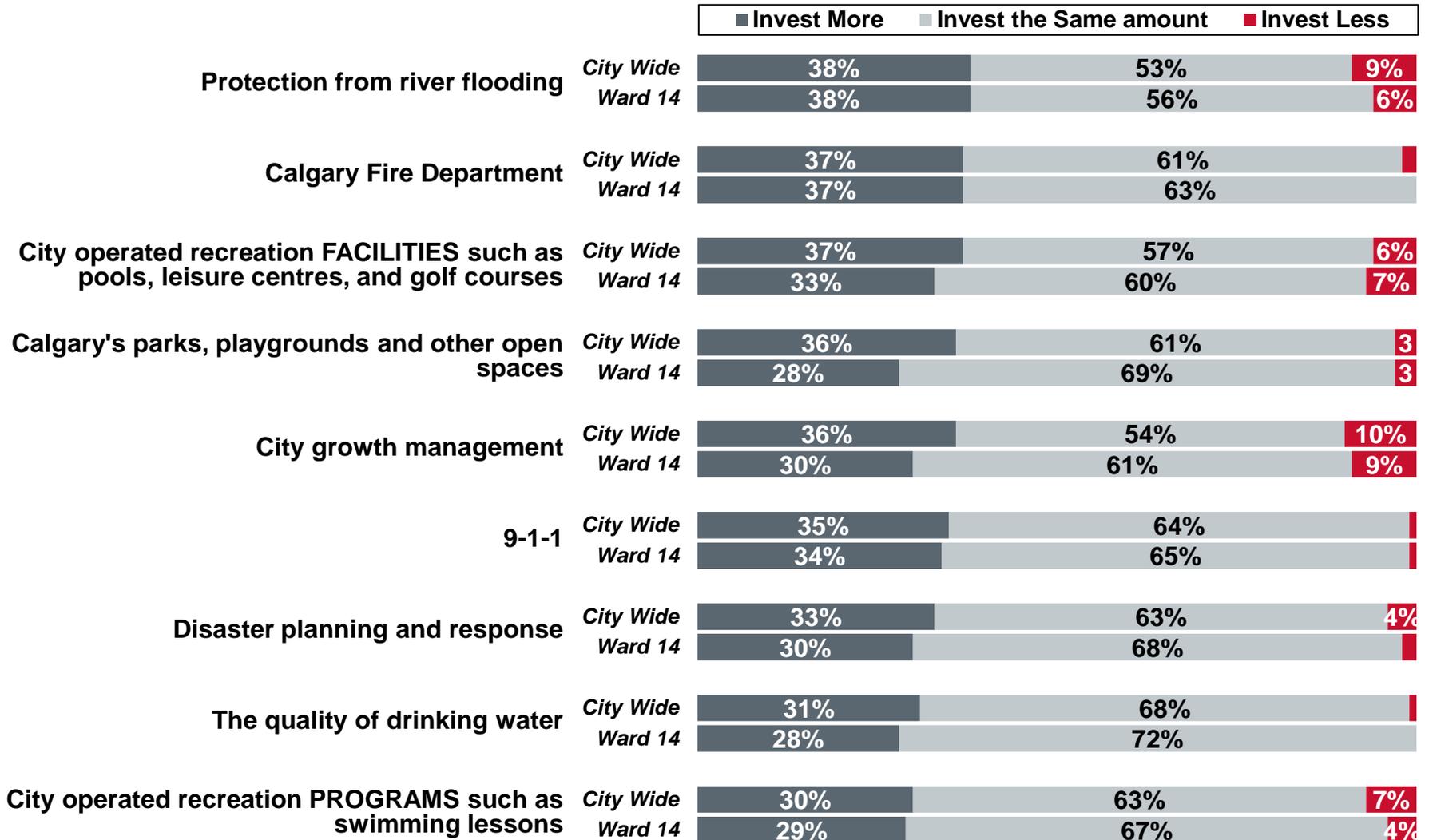


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.  
 Base: Valid respondents (Bases vary)



# Investment in City Programs and Services

(continued)

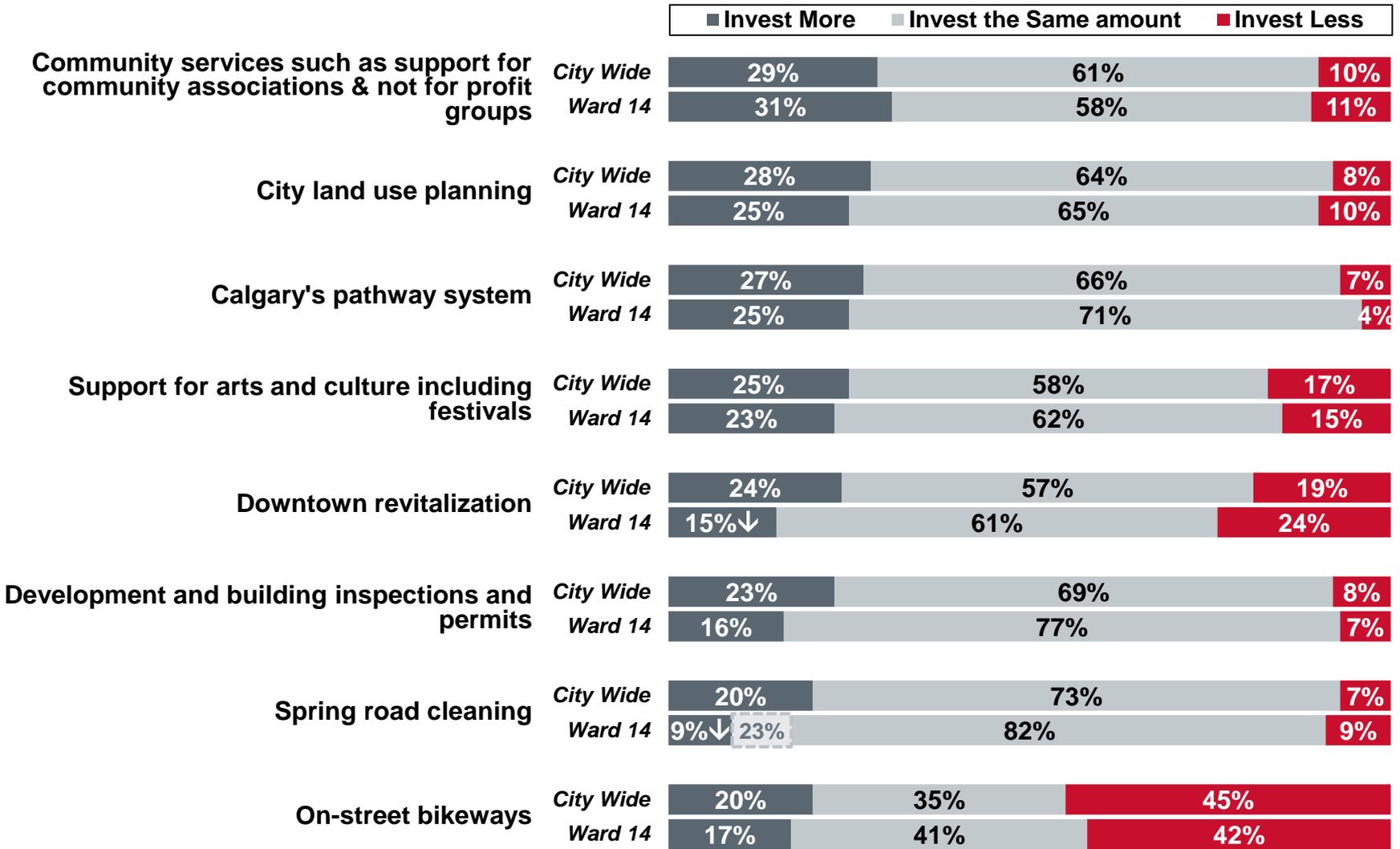


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.  
 Base: Valid respondents (Bases vary)



# Investment in City Programs and Services

(continued)



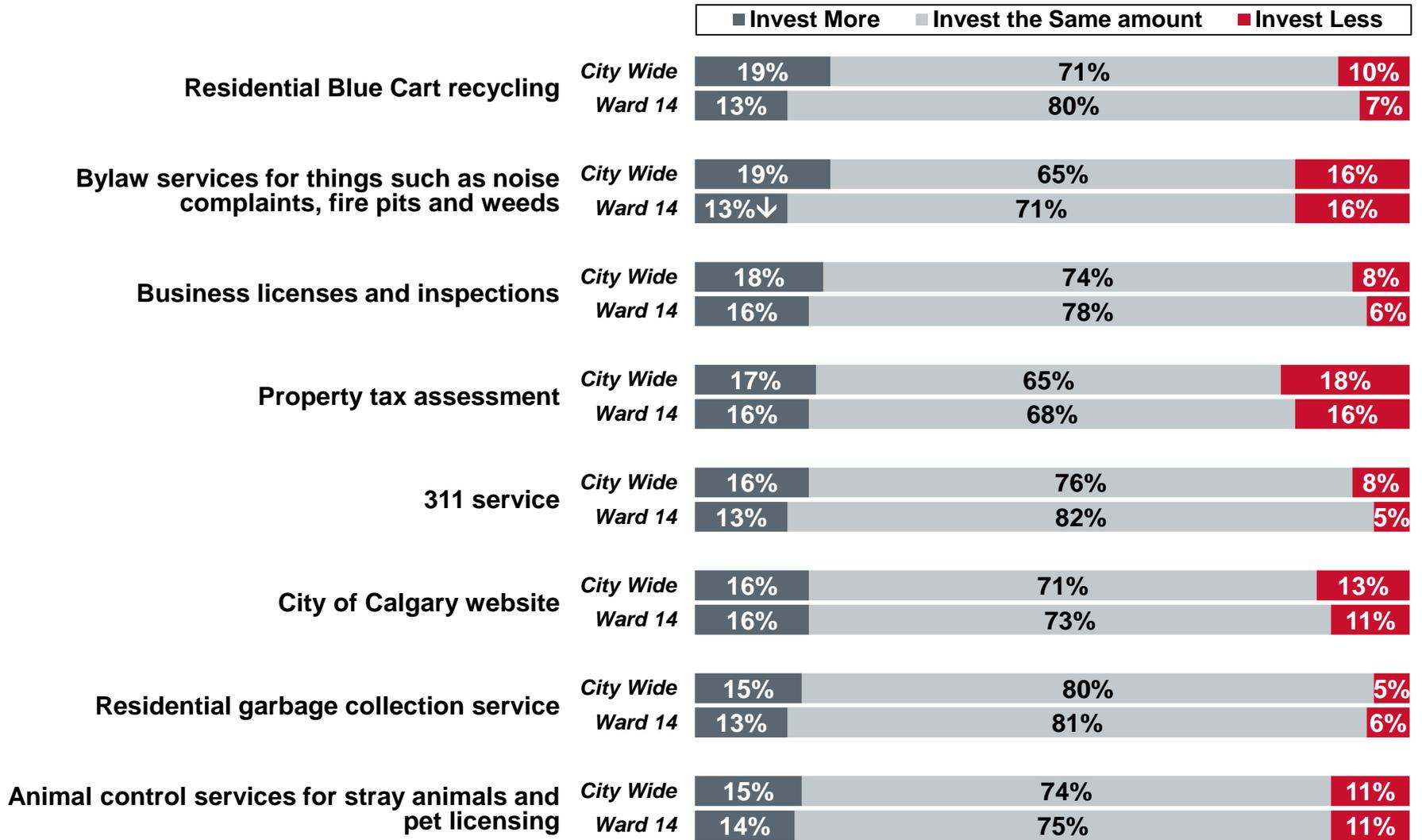
Ward 14 2015

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



# Investment in City Programs and Services

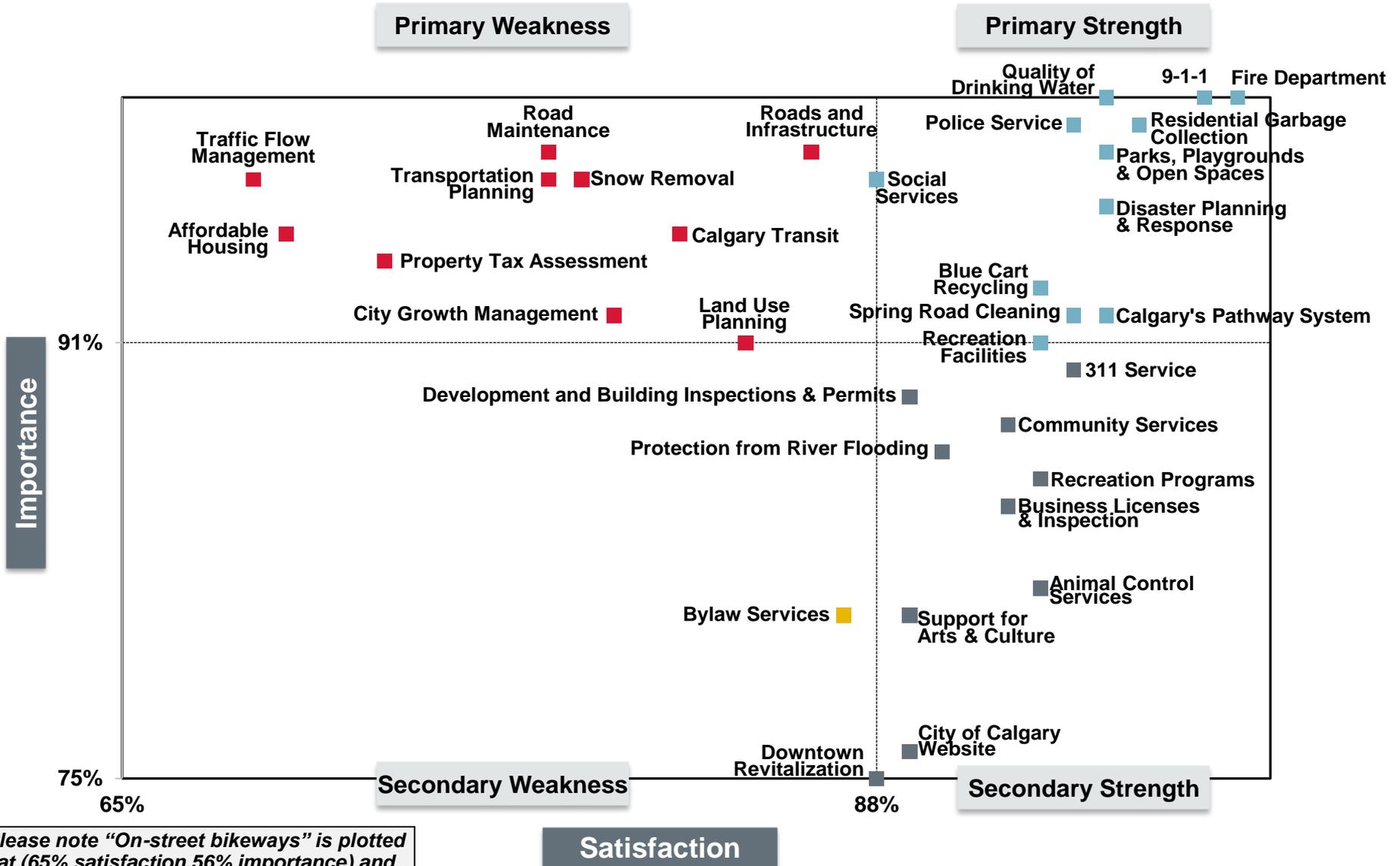
(continued)



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



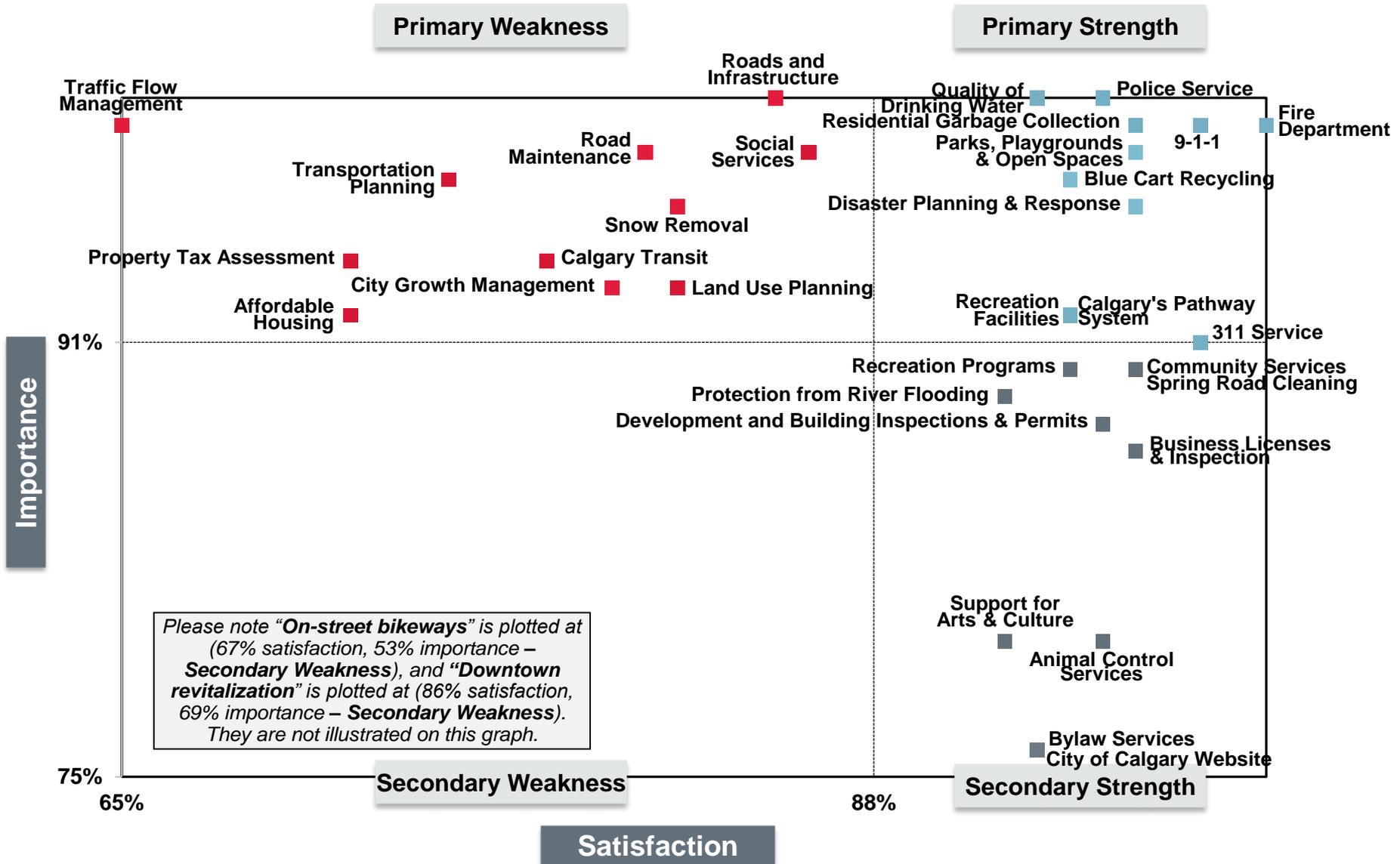
# Importance vs. Satisfaction Grid: City Wide



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



# Importance vs. Satisfaction Grid: Ward 14





# Primary Strengths and Weaknesses: City Wide versus Ward 14

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

<b>Primary Strength</b>
<b>Primary Weakness</b>
<b>Neither (in another quadrant)</b>

	City Wide	Ward 14
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		
311 Service		
Social Services		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Road Maintenance		
Transportation Planning		
Snow Removal		
City Growth Management		
Calgary Transit		
Roads and Infrastructure		
Land Use Planning		

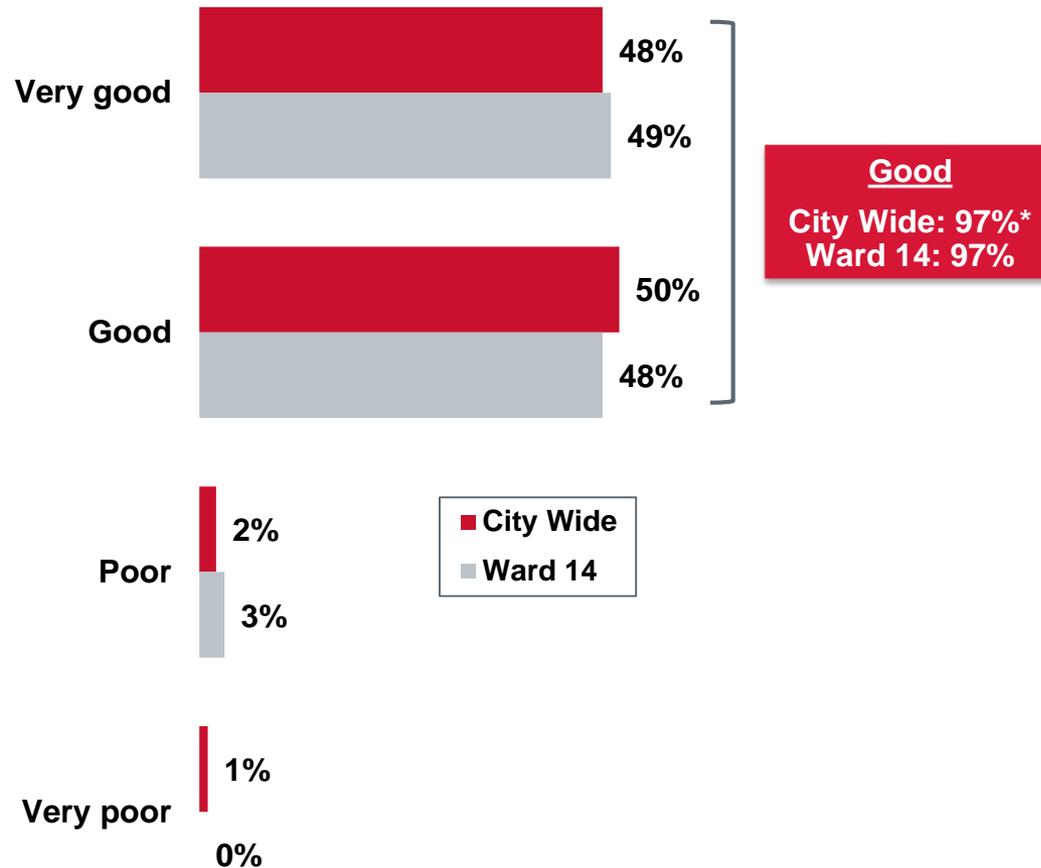


## Environmental Performance





# Perceptions About Overall State of Calgary's Environment

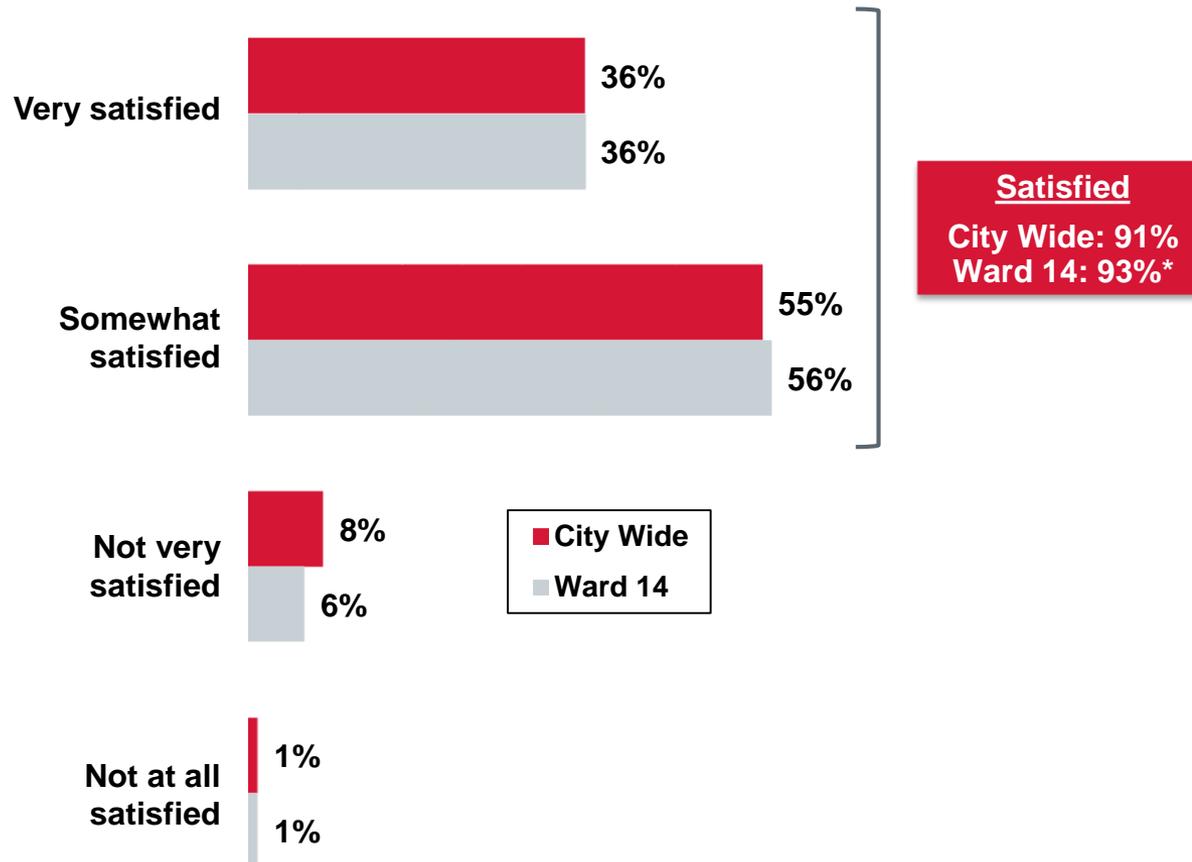


\*Rounding

*Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?*  
 Base: Valid respondents (City Wide: n=2,498 / Ward 14: n=175)



# Satisfaction with The City's Environmental Performance



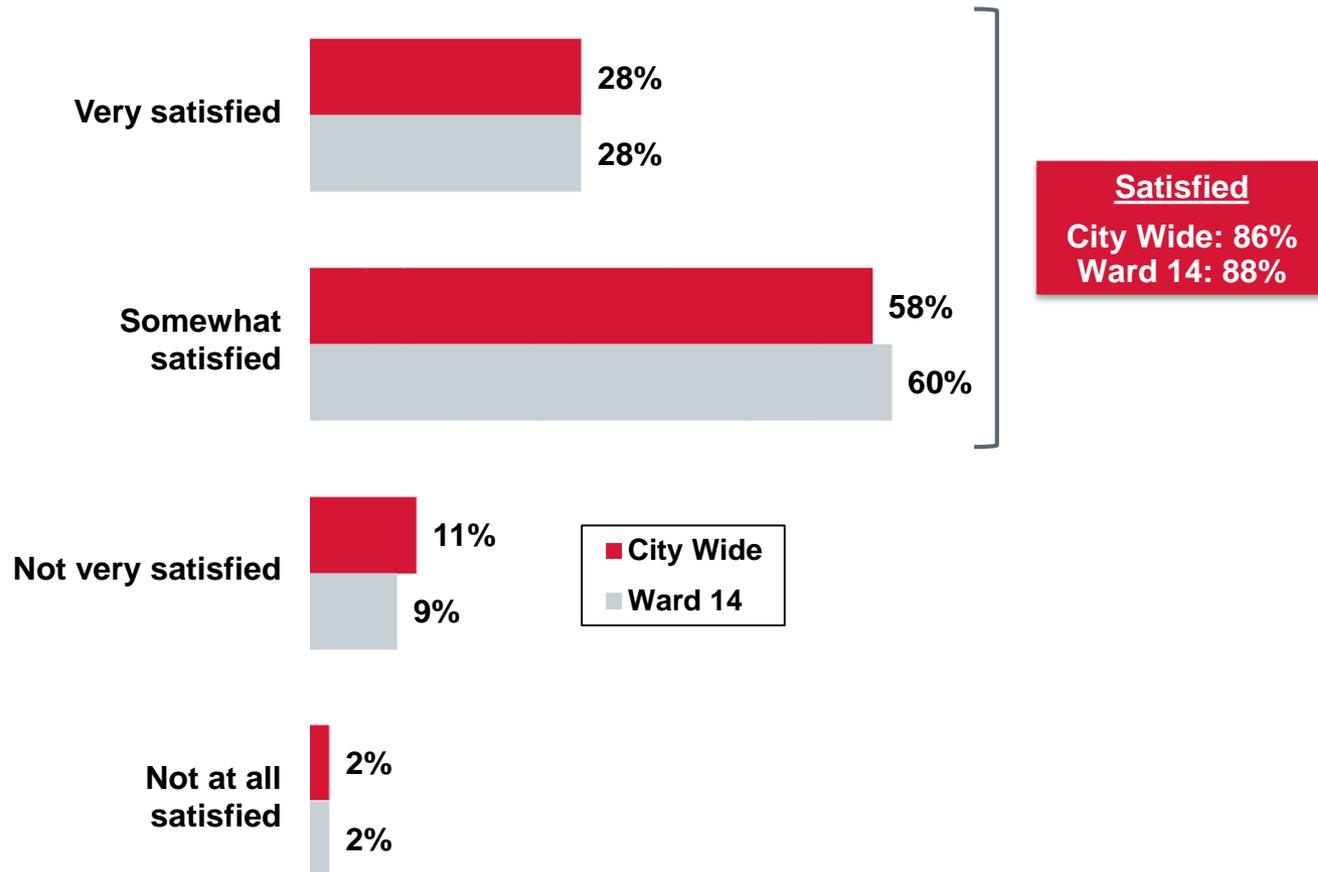
\*Rounding

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

Base: Valid respondents (City Wide: n=2,469 / Ward 14: n=171)



# Satisfaction with The City's Environmental Programs and Services



*How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?*

Base: Valid respondents (City Wide: n=2,472 / Ward 14: n=173)

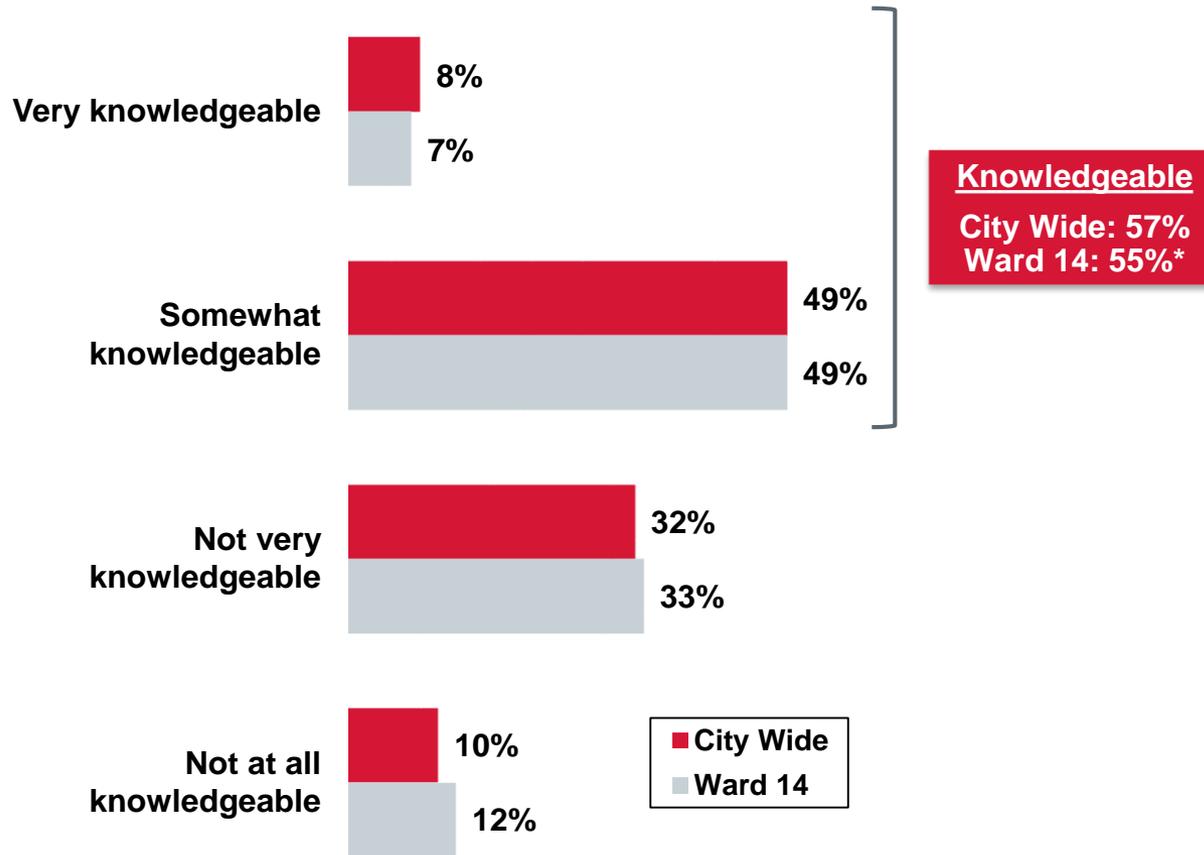


## Taxation





# Knowledge Levels of Tax Dollar Spending



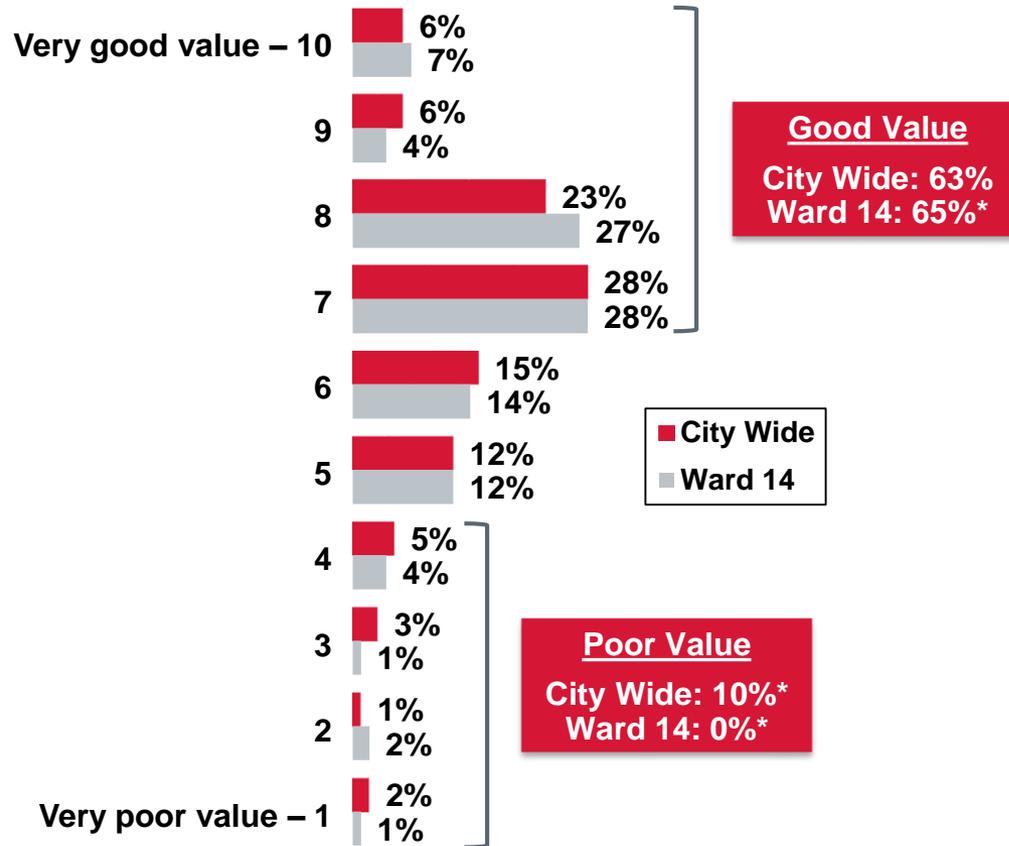
\*Rounding

*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 14: n=175)



# Perceived Value of Property Taxes



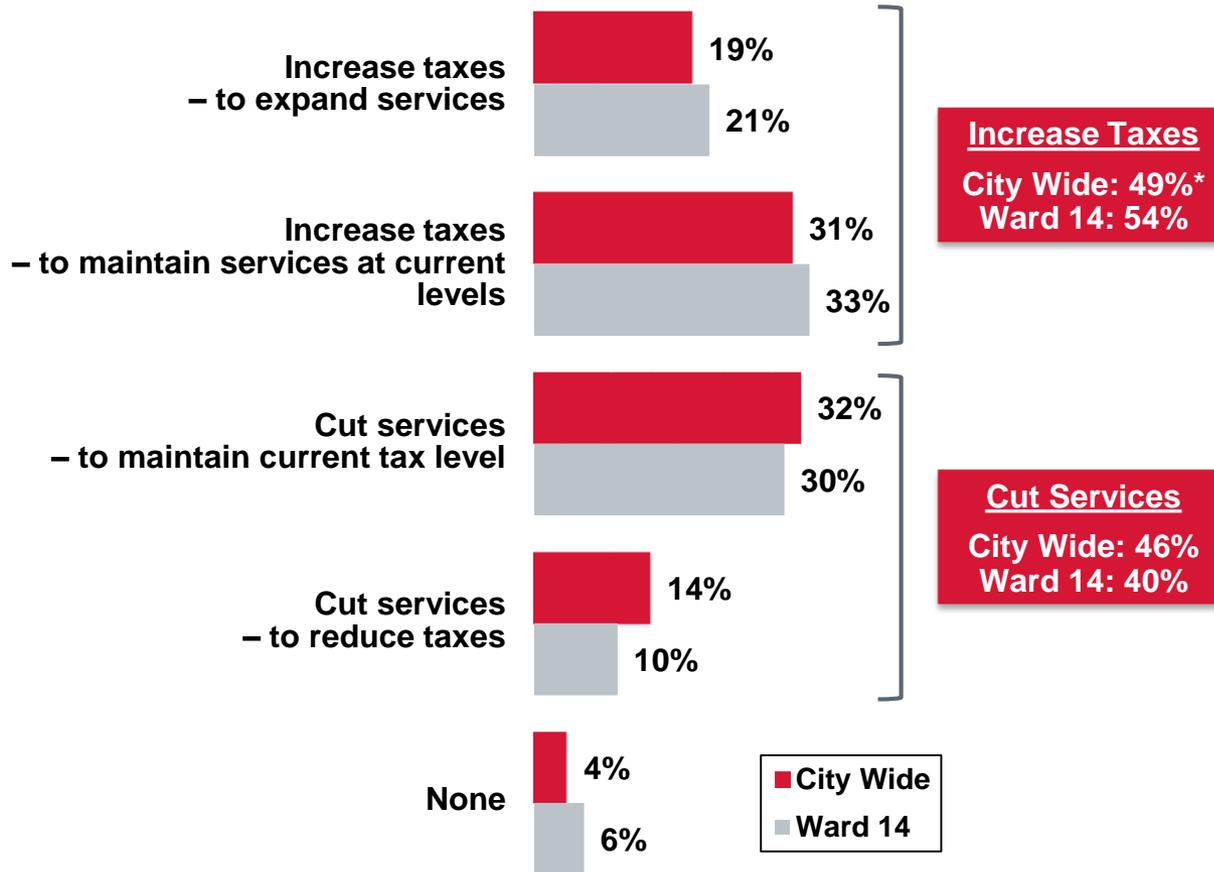
\*Rounding

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

Base: Valid respondents (City Wide: n=2,466 / Ward 14: n=171)



# Balancing Taxation and Service Delivery Levels



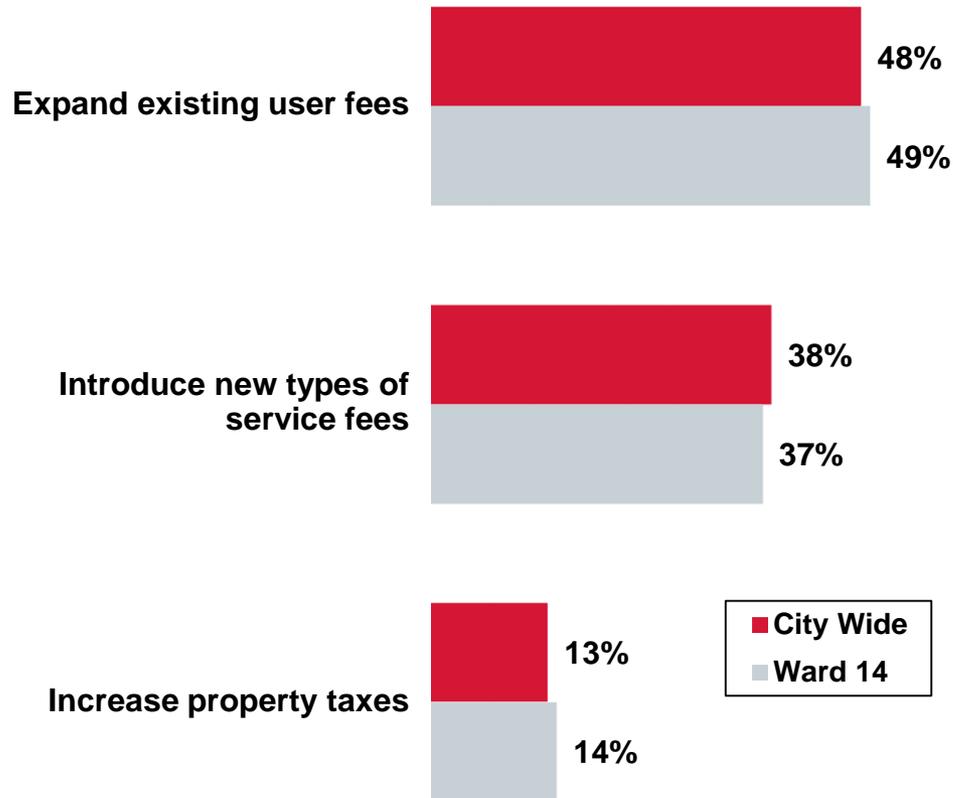
\*Rounding

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

Base: Valid respondents (City Wide: n=2,457 / Ward 14: n=170)



# Options for Increasing City Revenue



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

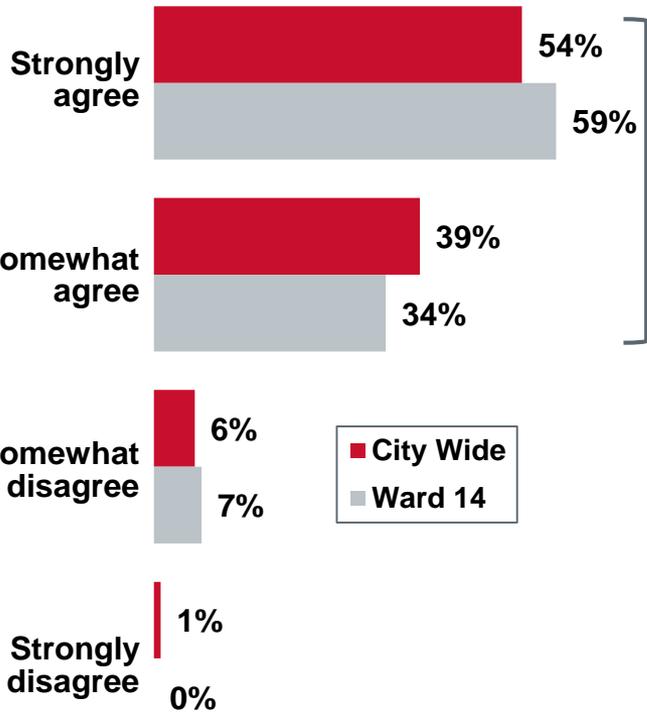
Base: Valid respondents (City Wide: n=2,331 / Ward 14: n=162)



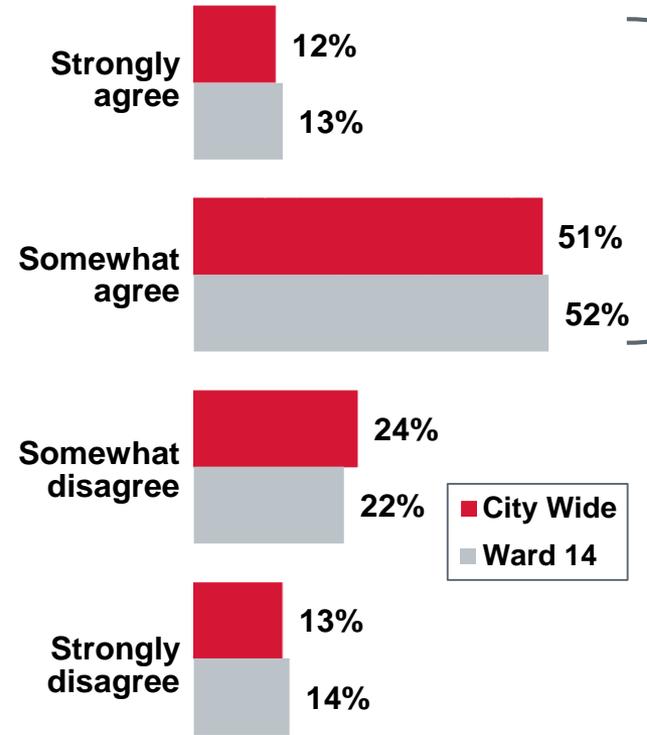
# Property Tax Dollar Investment

*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*



**Agree**  
City Wide: 93%  
Ward 14: 93%



**Agree**  
City Wide: 63%  
Ward 14: 65%

Base: Valid respondents (City Wide: n=2,490 / Ward 14: n=173)

Base: Valid respondents (City Wide: n=2,475 / Ward 14: n=173)

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

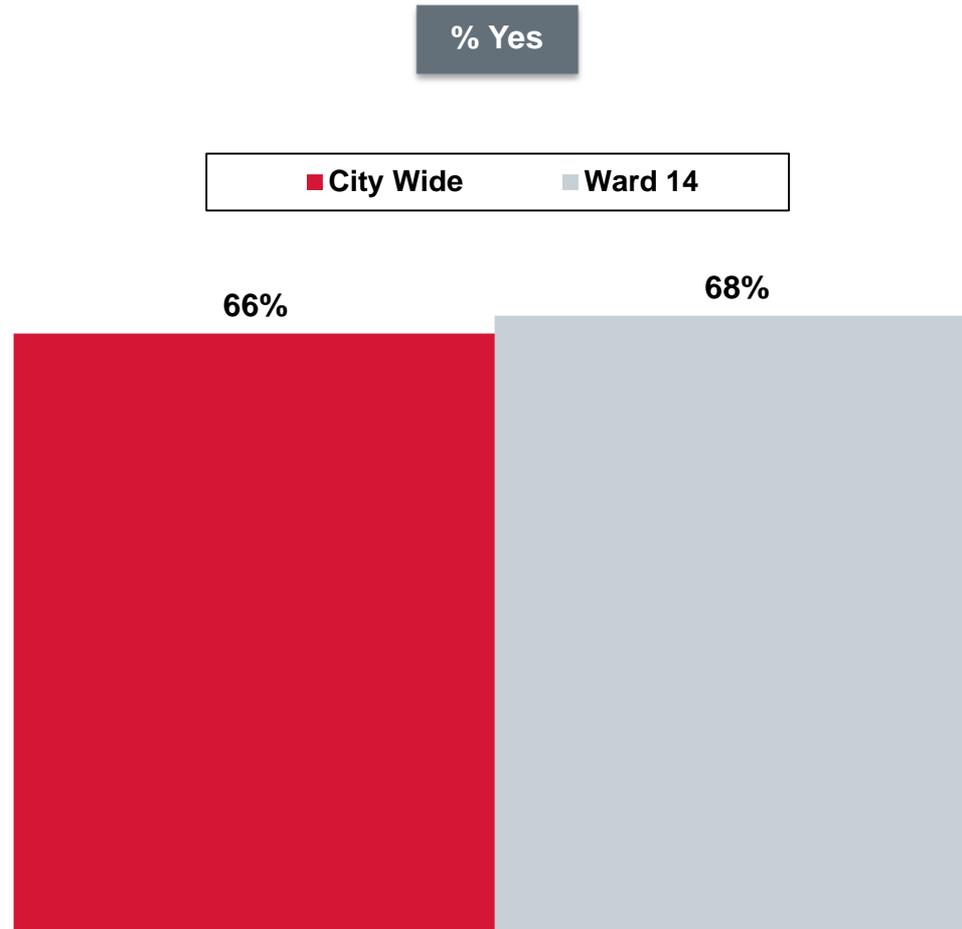


## Contact with The City





# Past 12 Months Contact with The City of Calgary

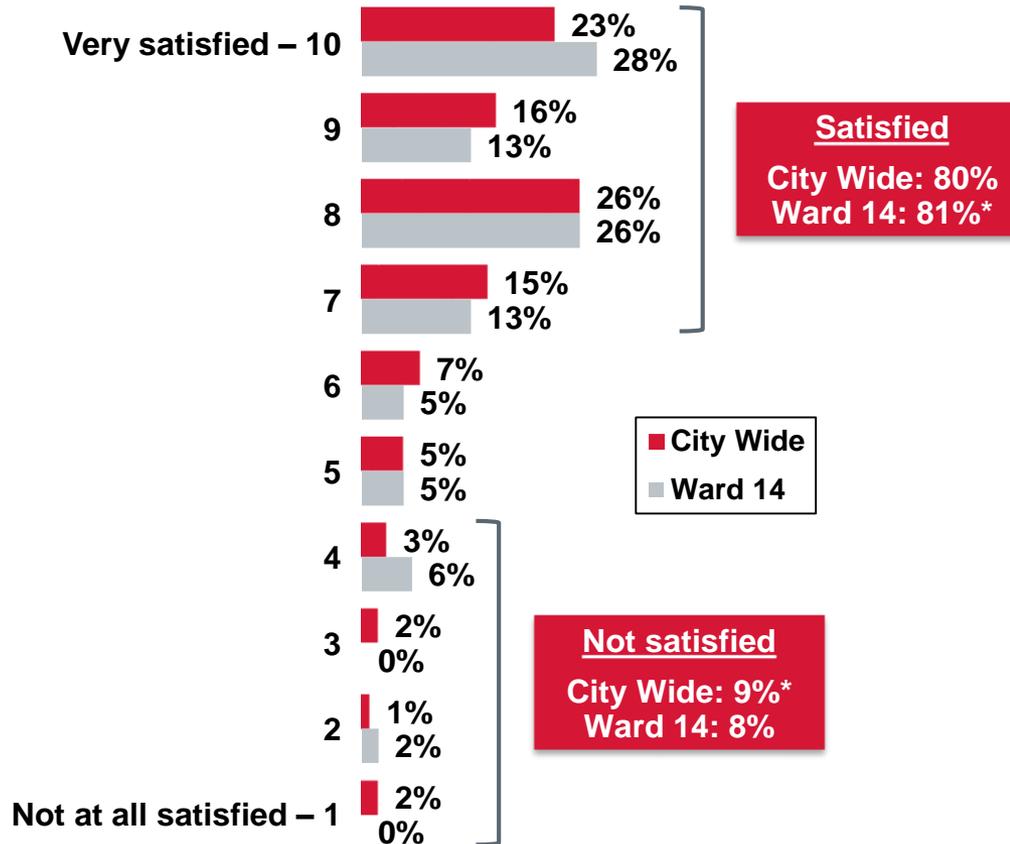


*Have you contacted or dealt with The City of Calgary or dealt with The City or one of its employees in the last twelve months?*

Base: Valid respondents (City Wide: n=2,486 / Ward 14: n=174)



# Satisfaction with the Overall Level and Quality of Customer Service



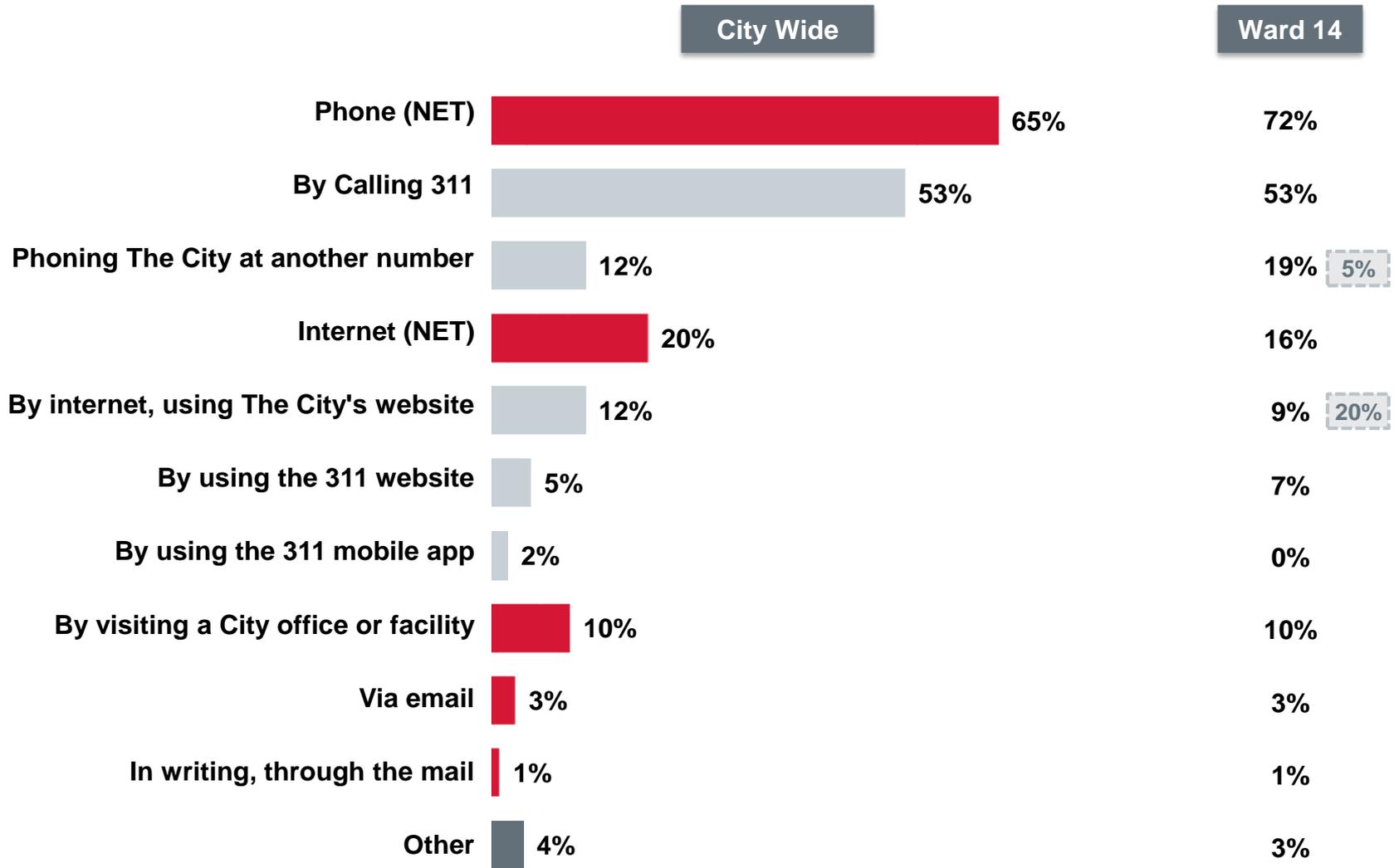
\*Rounding

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

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,630 / Ward 14: n=113)



# Type of Contact



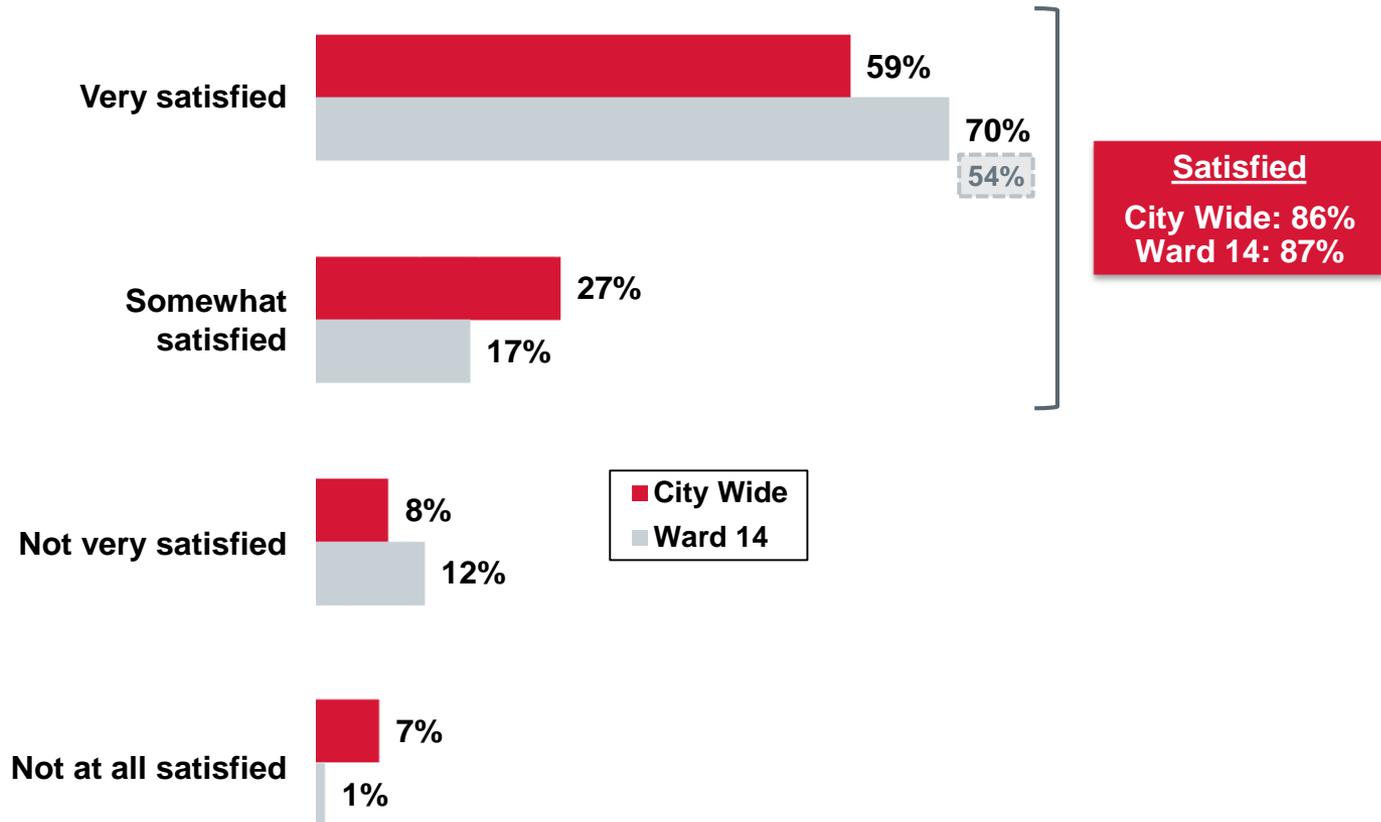
Ward 14 2015

When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,080 / Ward 14: n=82)



# Satisfaction with Most Recent City Contact



Ward 14 2015

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

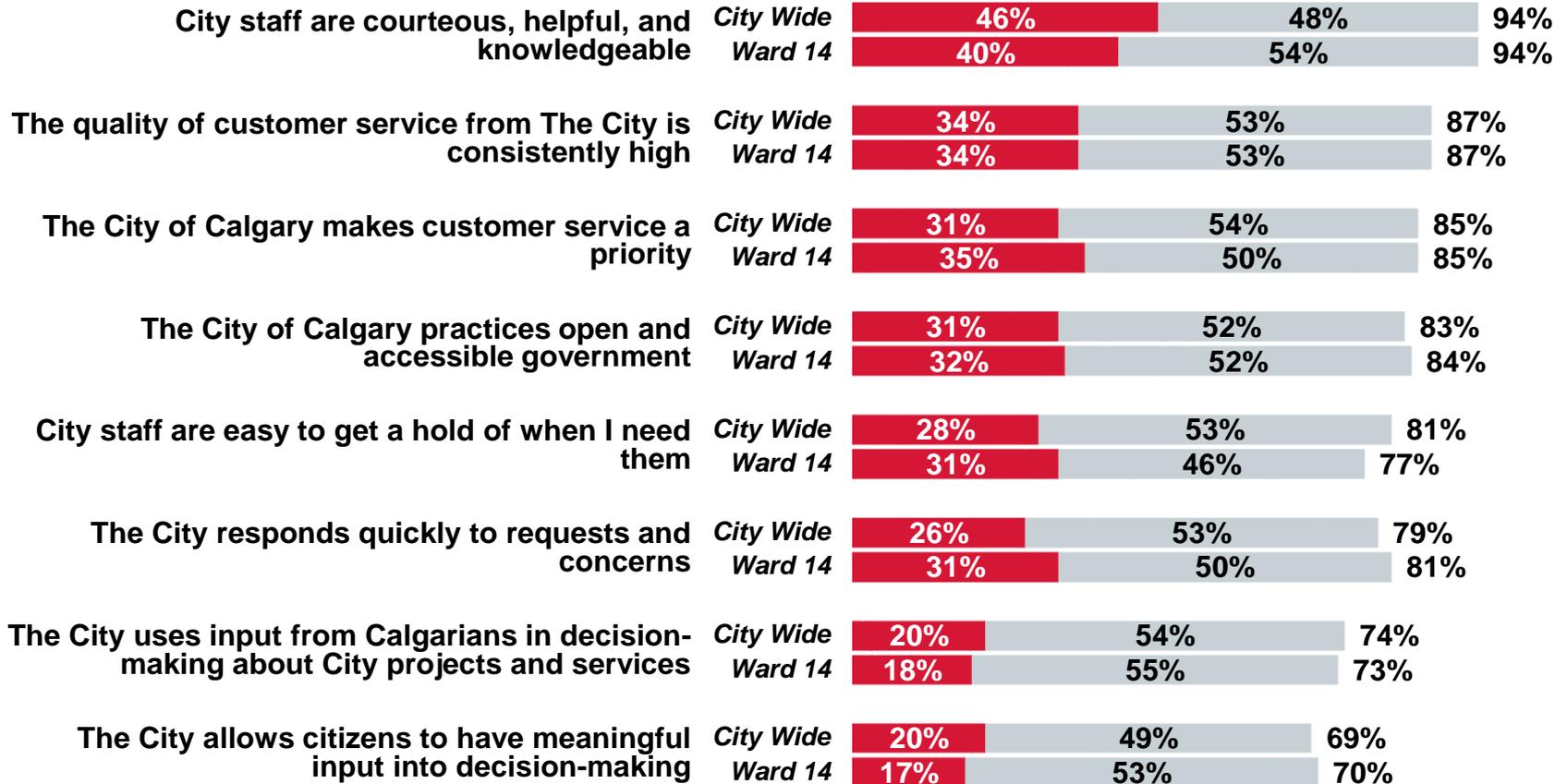
Base: 2016: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,081 / Ward 14: n=82)



# Attitudes Regarding City Service Delivery and Transparency

% Agree

■ Strongly agree ■ Somewhat agree



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

Base: Valid respondents (Bases vary)

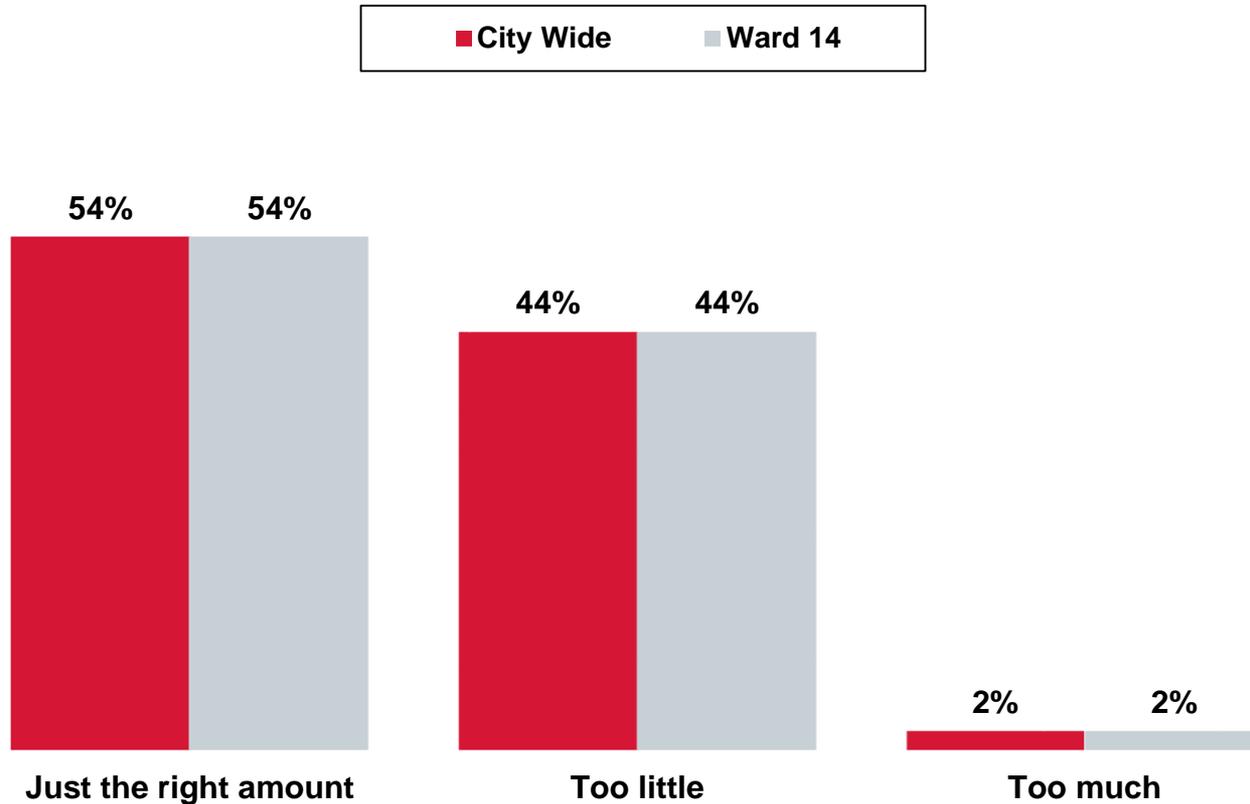


## City Communications





# The Extent of Information Received



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

Base: Valid respondents (City Wide: n=2,487 / Ward 14: n=175)



# Top Areas for Information from The City

Multiple Responses

City Wide

Ward 14

Area	City Wide	Ward 14
<b>Budget &amp; Spending (Net)</b>	<b>32%</b>	<b>32%</b>
Tax/ government money spending	28%	29%
Budgets	3%	1%
<b>Infrastructure, Traffic &amp; Roads (Net)</b>	<b>26%</b>	<b>25%</b>
Roads	9%	9%
Infrastructure (unspecified)	5%	3%
Transportation planning	3%	1%
<b>Planning &amp; Development (Net)</b>	<b>19%</b>	<b>14%</b>
Planning/ future growth	11%	9%
Land use planning/ development	6%	3%
<b>Taxation (Net)</b>	<b>18%</b>	<b>16%</b>
Taxes/ taxation (unspecified)	10%	10%
Property taxes	5%	5%
<b>Transportation (Net)</b>	<b>14%</b>	<b>11%</b>
Transportation (unspecified)	7%	5%
Transit	6%	5%
<b>Recreation (Net)</b>	<b>10%</b>	<b>9%</b>
Recreation/ leisure centres/ programs	6%	5%
Parks/ playgrounds/ community centers/ green-spaces	4%	4%
<b>City Services (Net)</b>	<b>8%</b>	<b>6%</b>
<b>Crime, Safety &amp; Policing (Net)</b>	<b>7%</b>	<b>7%</b>
<b>Government (political decisions, transparency) (Net)</b>	<b>6%</b>	<b>5%</b>
<b>Community &amp; Social Services (Net)</b>	<b>6%</b>	<b>6%</b>
<b>Media (Net)</b>	<b>5%</b>	<b>6%</b>
Website/ online	4%	4%
<b>Education</b>	<b>3%</b>	<b>4%</b>
<b>Environment &amp; Waste Management (Net)</b>	<b>3%</b>	<b>3%</b>
<b>Other</b>	<b>24%</b>	<b>22%</b>

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

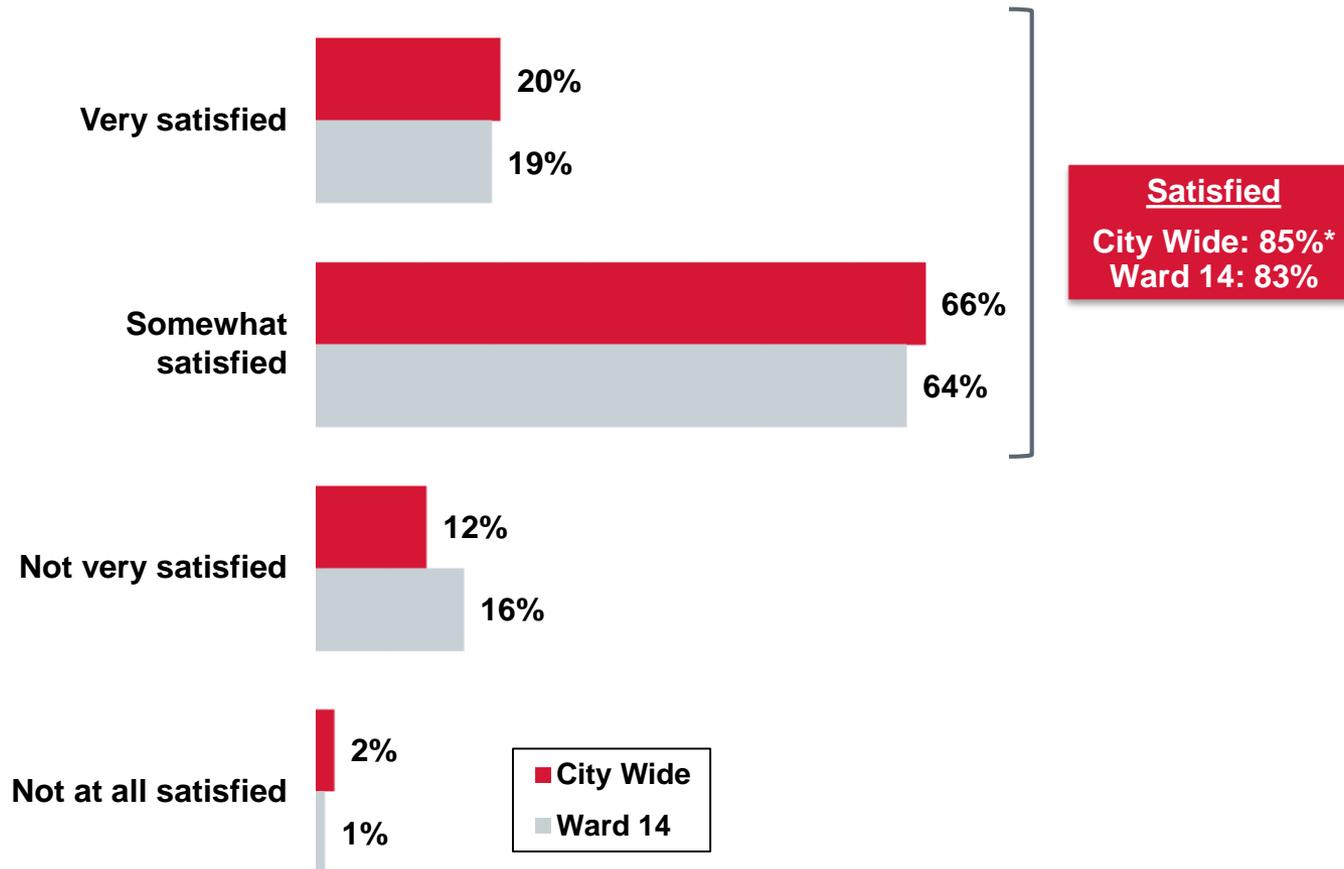
Total mentions <3% are not shown

Not asked prior to 2016

What are the top three areas where [too little; you would like The City to / right amount: The City should] provide more information?  
 Base: Valid respondents who say they receive too little or just the right amount of information (City Wide: n=990 / Ward 14: n=151)



# Overall Satisfaction with Quality of City Information and Communications



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

Base: Valid respondents (City Wide: n=2,489 / Ward 14: n=175)

\*Rounding



## Demographics





# Demographics

## Gender

	City Wide	Ward 14
Male	50%	38%↓
Female	50%	62%↑

## Education

	City Wide	Ward 14
Completed high school or less	18%	16%
Some post secondary or completed a college diploma	34%	43%↑
Completed university degree or post-grad degree	48%	41%

## Age

	City Wide	Ward 14
18 to 24	12%	12%
25 to 34	22%	25%
35 to 44	18%	18%
45 to 54	20%	17%
55 to 64	13%	13%
65 or older	14%	16%
<i>Mean</i>	44.5	44.4

## Income

	City Wide	Ward 14
Less than \$30,000	7%	3%
\$30,000 to <\$45,000	9%	4%
\$45,000 to <\$60,000	10%	11%
\$60,000 to <\$75,000	9%	5%
\$75,000 to <\$90,000	9%	9%
\$90,000 to <\$105,000	11%	15%
\$105,000 to <\$120,000	11%	14%
\$120,000 to <\$150,000	13%	13%
\$150,000 or more	23%	25%

Base: Valid respondents



# Household Characteristics

## Tenure in Calgary

	City Wide	Ward 14
Less than 5 years	9%	5%
5 to less than 10 years	10%	7%
10 to less than 15 years	12%	11%
15 to less than 20 years	14%	17%
20 to less than 30 years	19%	21%
30 to less than 40 years	15%	18%
40 or more	21%	20%
<i>Mean</i>	<i>25 years</i>	<i>25 years</i>

## Household Size

	City Wide	Ward 14
1	13%	6%↓
2	32%	31%
3	19%	24%
4	23%	24%
5 or more	13%	15%
<i>Mean</i>	<i>3</i>	<i>3.1</i>

## Children and Seniors in Household

	City Wide	Ward 14
Yes - Children	37%	40%
Yes - Seniors	16%	22%↑

## Type of Home

	City Wide	Ward 14
Single-detached house	72%	87%↑
Apartment or apartment-style condominium	12%	3%↓
Townhouse or rowhouse	7%	5%
Duplex, triplex or fourplex	8%	5%
Another type of multi-dwelling unit	1%	0%

## Own or Rent

	City Wide	Ward 14
Own	77%	82%
Rent	20%	12%↓
Other	1%	2%↑
Neither	2%	3%

## Responsible for Property Taxes

	City Wide	Ward 14
Yes	84%	85%
No	16%	15%

Base: Valid respondents



# Respondent Characteristics

## Born in Canada

	City Wide	Ward 14
Yes	72%	81%↑
No	28%	19%↓

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=626)	Ward 14 (n=35)
Under the age of 12	27%	29%
12 to 17	10%	5%
18 or older	62%	65%

## Ethnic Background

	City Wide	Ward 14
Caucasian/ white	22%	29%↑
British	20%	21%
Canadian/ French Canadian	18%	17%
Western European	11%	11%
Southern or Eastern European	11%	10%
East or Southeast Asian	10%	4%↓
South Asian	7%	3%↓
Central/ South American or Caribbean	3%	6%↑
West Asian or Middle Eastern	2%	1%
African	2%	2%
Aboriginal/ First Nations/ Metis	1%	1%

## Disability

	City Wide	Ward 14
Yes	13%	17%
No	87%	83%

## Visible Minority

	City Wide	Ward 14
Yes	22%	15%↓
No	78%	85%↑

Base: Valid respondents

## Contact

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