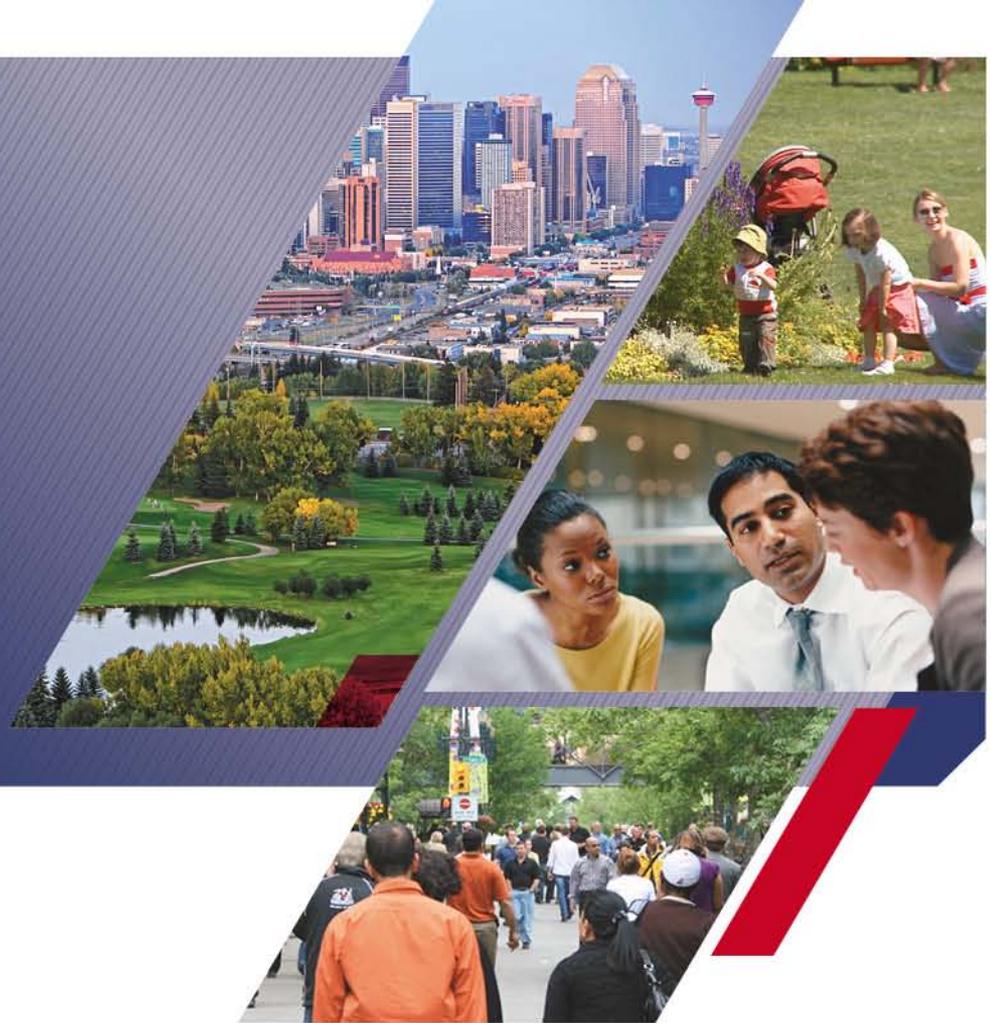


November 2014

2014 Citizen Satisfaction Survey

Final Report



Prepared for The City of Calgary by:



Ipsos Reid

Contact:

Jamie Duncan
Vice President
Ipsos Reid
587.952.4863
jamie.duncan@ipsos.com

700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

Sheela Das
Director
Ipsos Reid
587.952.4874
sheela.das@ipsos.com

700 6th Ave SW, Suite 1950
Calgary, AB T2P 0T8

calgary.ca | contact 311



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Methodology

- ◆ Telephone survey conducted with a randomly selected sample of 2,450 Calgarians aged 18 years and older between August 27th and October 1st, 2014.
 - ❖ Both landline and cell phone sample were used.
 - ❖ The average interview length was 29 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 for the total sample of 2,450 is ± 2.0 percentage points, 19 times out of 20.
 - ❖ The margin of error by quadrant is as follows:
 - Northeast: n=454 (MOE $\pm 4.6\%$)
 - Northwest: n=687 (MOE $\pm 3.7\%$)
 - Southeast: n=569 (MOE $\pm 4.1\%$)
 - Southwest: n=740 (MOE $\pm 3.6\%$)
 - ❖ The sample size per ward ranged from n=165 (MOE $\pm 7.7\%$) to n=180 (MOE $\pm 7.3\%$).
- ◆ Research Note on Tracking
 - ❖ Where possible, results are compared to previous iterations of the Citizen Satisfaction survey.



2014 Highlights

2014 HIGHLIGHTS

- ➊ Perceptions about quality of life in Calgary remain strong. On the whole, quality of life metrics are less positive than one year ago, but on par with 2012.
- ➋ The City of Calgary continues to receive solid performance ratings.
- ➌ *“Infrastructure, traffic and roads”* remains in the top position on the 2014 issue agenda and is gaining in prominence, while *“Transit”* continues to hold second place.
- ➍ Transportation emerges as a desired area for increased investment – this includes, traffic flow management, snow removal, road maintenance, transportation planning, Transit, and roads and infrastructure
- ➎ While satisfaction with six City services sees significant increases, overall satisfaction with the level and quality of City services and programs sees a significant decrease.
- ➏ Assessment of City communications is less positive than one year ago, with a significant increase in the percentage of citizens looking for more information.

Summary of Key Findings

Perceptions about the quality of life in Calgary remains strong. On the whole quality of life metrics are less positive than one year ago, but on par with 2012.

- ◆ **For the third consecutive year, just under nine-in-ten (87%) Calgarians say the quality of life is ‘good’.**
- ◆ **However, 2014 sees a significant 4 percentage point decrease in the proportion of Calgarians who say that quality of life has ‘improved in the past three years’ (from 35% in 2013 to 31% in 2014).**
 - ❖ That being said, ‘improved’ ratings are consistent with 2012 (30%), and just one-in-five (20%) Calgarians say the quality of life has ‘worsened’, statistically unchanged from 2013 (17%) and 2012 (18%).
- ◆ **Ratings for four sustainability metrics are also down significantly from 2013, though it should be noted ratings remain quite high:**
 - ❖ ‘Calgary is a great place to make a living’ (86% agree in 2014 vs. 90% in 2013).
 - ❖ ‘Calgary is a great place to make a life’ (85% agree in 2014 vs. 89% in 2013).
 - ❖ ‘Calgary is moving in the right direction to ensure a high quality of life for future generations’ (71% agree in 2014 vs. 78% in 2013).
 - ❖ ‘Calgary is on the right track to being a better city ten years from now’ – while 89% of Calgarians agree with the statement (consistent with 90% in 2013), the percentage who ‘*strongly* agree’ has declined 6 percentage points (from 41% in 2013 to 35% in 2014).

Summary of Key Findings

***“Infrastructure, traffic and roads”* remains in the top position on the 2014 issue agenda and is gaining in prominence, while *“Transit”* continues to hold second place.**

- ◆ In 2014, 46% of Calgarians cite ***“infrastructure/traffic/roads”*** as an important issue – up a significant 10 percentage points from 2013 (36%), while 35% say it is the **most** important issue – up 8 percentage points from 2013 (27%).
- ◆ While one-quarter (25%) of Calgarians cite ***“transit”*** as an important issue (statistically unchanged from 22% in 2013), 18% say it is the **most** important issue – a significant 4 percentage point increase from 2013 (14%).

Transportation clearly emerges as a desired area for increased investment.

- ◆ In addition to being atop the issue agenda, 30% of Calgarians cite improving ‘transportation’ and 21% cite improving ‘transit’ as specific actions The City could take to improve the quality of life.
- ◆ Further, when asked if The City should invest more, less or the same amount in specific programs and services, six of the top seven areas for investment are transportation related:
 - ❖ Calgary Transit (67% invest *more*), traffic flow management (66% invest *more*), snow removal (64% invest *more*), road maintenance (62% invest *more*), transportation planning (62% invest *more*) and City operated roads and infrastructure (57% invest *more*).
 - Additionally, these six areas are flagged as ‘priority areas for improvement’ in the action grid analysis.
 - ❖ It is also notable that another transportation issue – bike lanes on streets – by far receives the most ‘invest *less*’ ratings at 39%.

Summary of Key Findings

Social services for individuals is increasing in importance for Calgarians.

- ◆ In 2014, 75% of Calgarians say social services for individuals is a ‘*very important*’ issue – a significant 14 percentage point increase from 2013 (61%), and a tracking high.
- ◆ Additionally, 57% of citizens say The City should ‘invest *more*’ in social services for individuals, the only non-transportation related program or service in the top seven areas for investment.

The perceived value of property taxes holds steady, while attitudes regarding service cuts are changed, and the vast majority are interested in knowing how their property tax dollars are invested.

- ◆ Close to two-thirds of citizens (65%, unchanged from 2013) give The City a ‘good value’ rating for the value of their property tax dollars.
- ◆ In 2014, significantly fewer Calgarians think The City should ‘cut services to maintain the tax level’ – 23%, versus 28% in 2013.
- ◆ Asked for the first time in 2014, more than nine-in-ten (93%) citizens agree ‘I am interested in knowing how my property tax dollars are invested in various City services’, with fully half (50%) saying they ‘*strongly agree*’.
 - ❖ Just two-thirds (67%), however, agree that ‘The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services’ (14% ‘*strongly agree*’).

Summary of Key Findings

While six City services see significant increases in satisfaction, overall satisfaction with the level and quality of City services and programs is down significantly.

- ◆ **Though still strong, overall satisfaction with the level and quality of services and programs provided by The City sees a significant 5 percentage point decrease (79% in 2014 vs. 84% in 2013).**
- ◆ **Services that see significant increases in satisfaction are:**
 - ❖ City land use planning – a 7 percentage point increase in ‘very or somewhat satisfied’ ratings (77% in 2013 to 84% in 2014) and a 6 percentage point gain in ‘very satisfied’ ratings (from 13% in 2013 to 19% in 2014).
 - ❖ City operated roads and infrastructure – an 8 percentage point increase in ‘very or somewhat satisfied’ ratings (73% in 2013 to 81% in 2014) and a 6 percentage point gain in ‘very satisfied’ ratings (from 14% in 2013 to 20% in 2014).
 - ❖ Calgary’s pathways system – a 4 percentage point increase in ‘very or somewhat satisfied’ ratings (92% in 2013 to 96% in 2014) as well as ‘very satisfied’ ratings (46% in 2013 to 50% in 2014).
 - ❖ Bylaw services – a 4 percentage point increase in ‘very or somewhat satisfied’ ratings (83% in 2013 to 87% in 2014).
 - ❖ Animal control services – a 3 percentage point increase in ‘very or somewhat satisfied’ ratings (89% in 2013 to 92% in 2014).
 - ❖ Community services – a 2 percentage point increase in ‘very or somewhat satisfied’ ratings (90% in 2013 to 92% in 2014).

Summary of Key Findings

The City of Calgary continues to perform well on the environmental front.

- ◆ **Satisfaction with The City's environmental performance remains high (91%) and consistent with 2013 (91%) as does satisfaction with The City's environmental programs and services (87% in 2014 and 86% in 2013).**
 - ❖ Further, up significantly is the perception of the overall state of Calgary's environment – 97% rated the environment as 'good' in 2014 versus 95% in 2013.

Perceptions of The City's customer service holds strong.

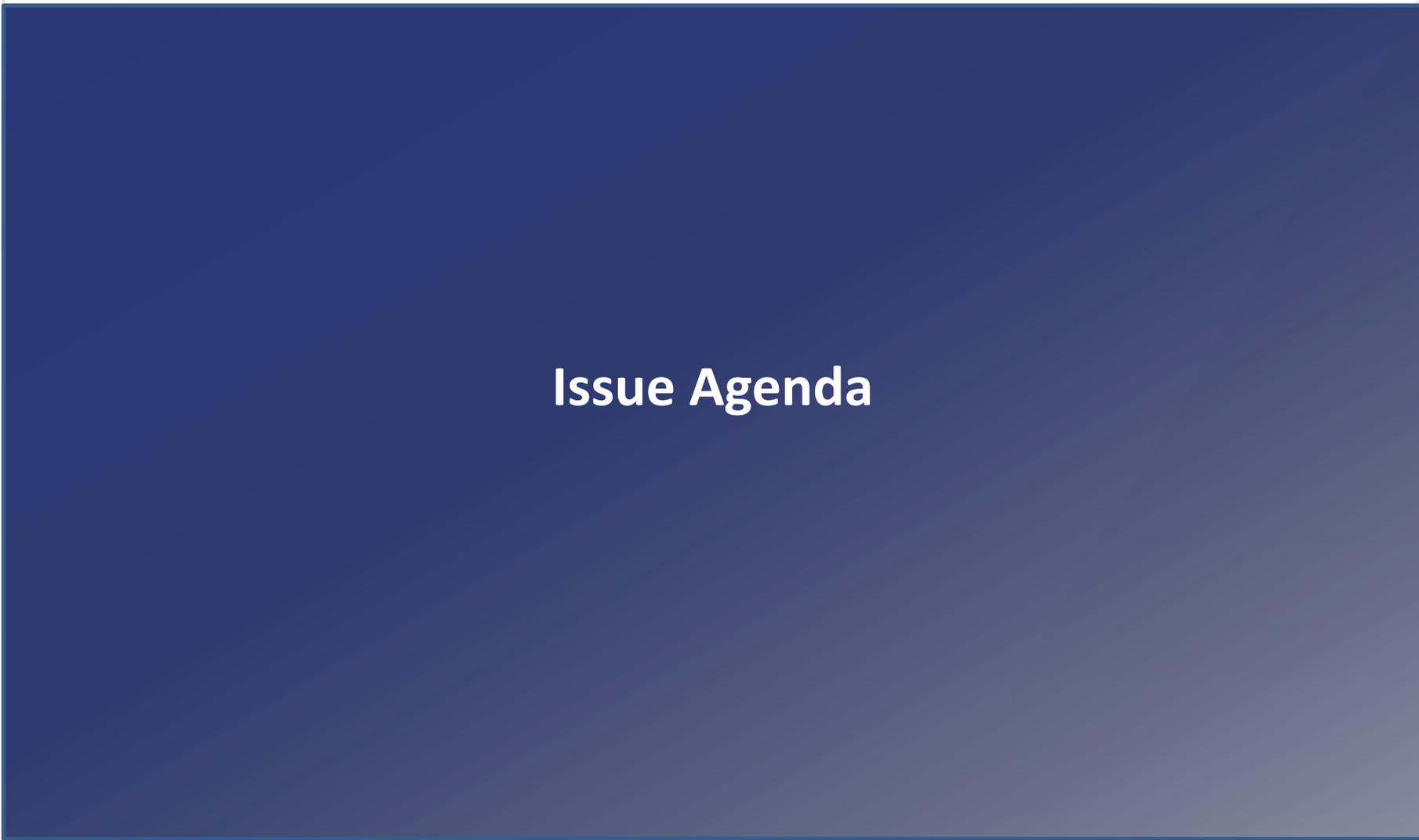
- ◆ **Among those who contacted The City in the past 12 months, roughly eight-in-ten (78%) are satisfied with the overall quality and level of customer services (a new metric asked for the first time in 2014), and 85% are satisfied with their most recent contact with The City (consistent with 83% in 2013).**

Assessment of City communications, however, is less positive than one year ago.

- ◆ **In 2014, fewer than six-in-ten (57%) Calgarians say that they receive 'just the right amount' of information from The City – a 12 percentage point decline from 2013 (69%). Further, there is a corresponding 11 percentage point increase in those who say they receive 'too little' information (30% in 2013 vs. 41% in 2014). Both measures are now on par with 2010 levels.**
- ◆ **Additionally, overall satisfaction with the quality of City information and communications sees a significant 4 percentage point drop from 87% in 2013 to 83% in 2014, and the percentage of Calgarians who are 'very satisfied' is down 6 percentage points (from 30% in 2013 to 24% in 2014).**



DETAILED FINDINGS



Issue Agenda

Issue Agenda

Change
2013 – 2014

Multiple Responses

INFRASTRUCTURE, TRAFFIC & ROADS (NET)	35% 46%	+10★
Traffic congestion	12% 16%	+2
Road conditions	9% 14%	-
(Lack of) snow removal	8% 11%	+8★
Infrastructure maintenance/ improvement/ development	6% 9%	+5★
TRANSIT (NET)	18% 25%	+3
Transportation (unspecified)	8% 10%	+3
Public Transportation [incl. buses/ C-train/ poor service]	6% 8%	-5★
Transit system improvements	5% 8%	+5★
EDUCATION [incl. lack of teachers/ funding/ schools/local schools]	9% 14%	-
CRIME, SAFETY & POLICING (NET)	8% 11%	-1
Crime [incl. breaking & entering/ gangs/ safety/ public safety, etc.]	3% 5%	-5★
Public safety	3% 5%	+5★
RECREATION (NET)	4% 9%	+1
Lack of accessible recreation facilities/ sports fields/ hockey rinks	2% 4%	-1
ENVIRONMENT & WASTE MANAGEMENT (NET)	4% 8%	+4★
Cleaning up the city/ communities/ parks	2% 5%	+4★
HOMELESSNESS, POVERTY & AFFORDABLE HOUSING (NET)	5% 7%	+2
GROWTH AND PLANNING (NET)	4% 7%	-
TAXES (NET)	3% 4%	-2
HEALTHCARE	2% 3%	-3★
BUDGET AND SPENDING (NET)	1% 3%	+1
Other	19%	
None	2%	

■ First Mention ■ Other Mentions

Total mentions <3% are not shown

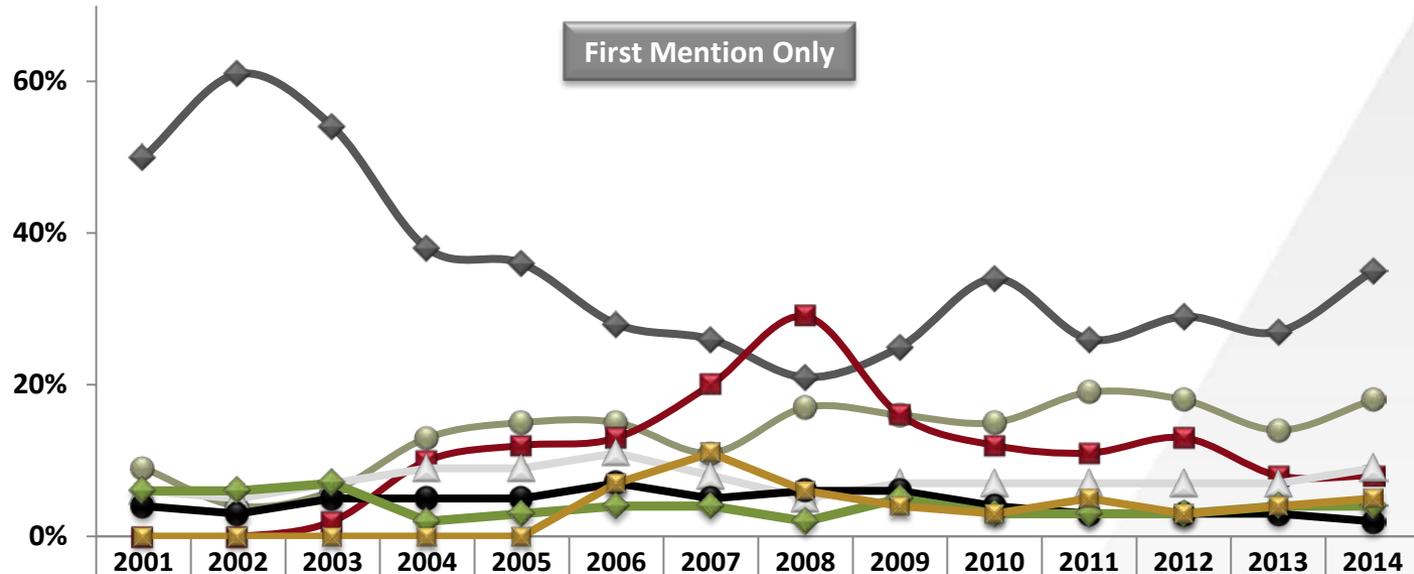
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

★ Denotes statistically significant change from 2013 to 2014

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 (n=2,176)

Tracking Most Important Issues Facing Calgary



	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
◆ Infrastructure, Traffic & Roads	50%	61%	54%	38%	36%	28%	26%	21%	25%	34%	26%	29%	27%	35%★
● Transit	9%	4%	6%	13%	15%	15%	11%	17%	16%	15%	19%	18%	14%	18%
■ Crime, Safety & Policing	0%	0%	2%	10%	12%	13%	20%	29%	16%	12%	11%	13%	8%	8%
▲ Education	6%	5%	7%	9%	9%	11%	8%	5%	7%	7%	7%	7%	7%	9%★
● Healthcare	4%	3%	5%	5%	5%	7%	5%	6%	6%	4%	3%	3%	3%	2%
◆ Growth & Planning	6%	6%	7%	2%	3%	4%	4%	2%	5%	3%	3%	3%	4%	4%
■ Poverty, Homelessness & Affordable Housing	0%	0%	0%	0%	0%	7%	11%	6%	4%	3%	5%	3%	4%	5%

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?

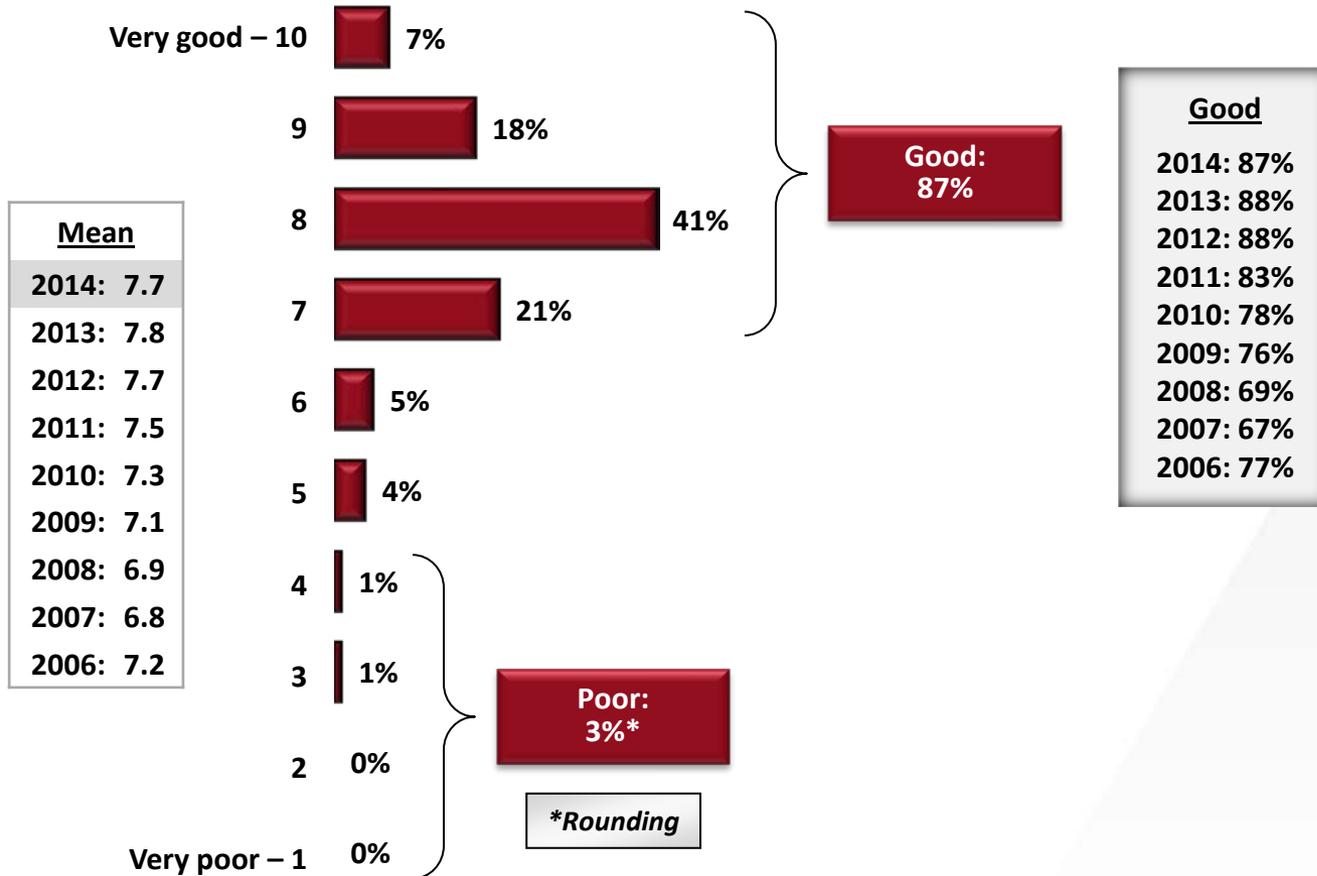
Base: Valid respondents

★ Denotes statistically significant change from 2013 to 2014



Quality of Life

Overall Quality of Life in Calgary



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

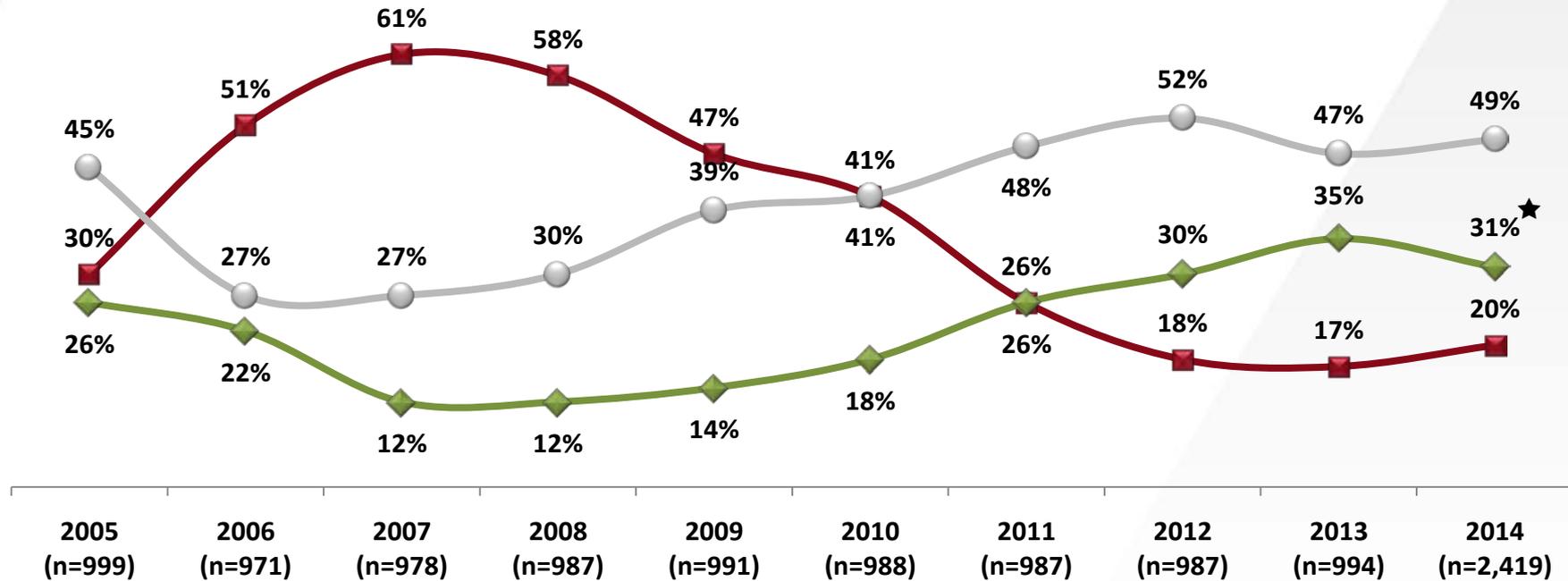
Base: Valid respondents (n=2,447)

Perceived Change in the Quality of Life in Calgary



NET	-4%	-29%	-49%	-46%	-33%	-23%	0%	12%	18%	11%★
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*NET = Improved - Worsened



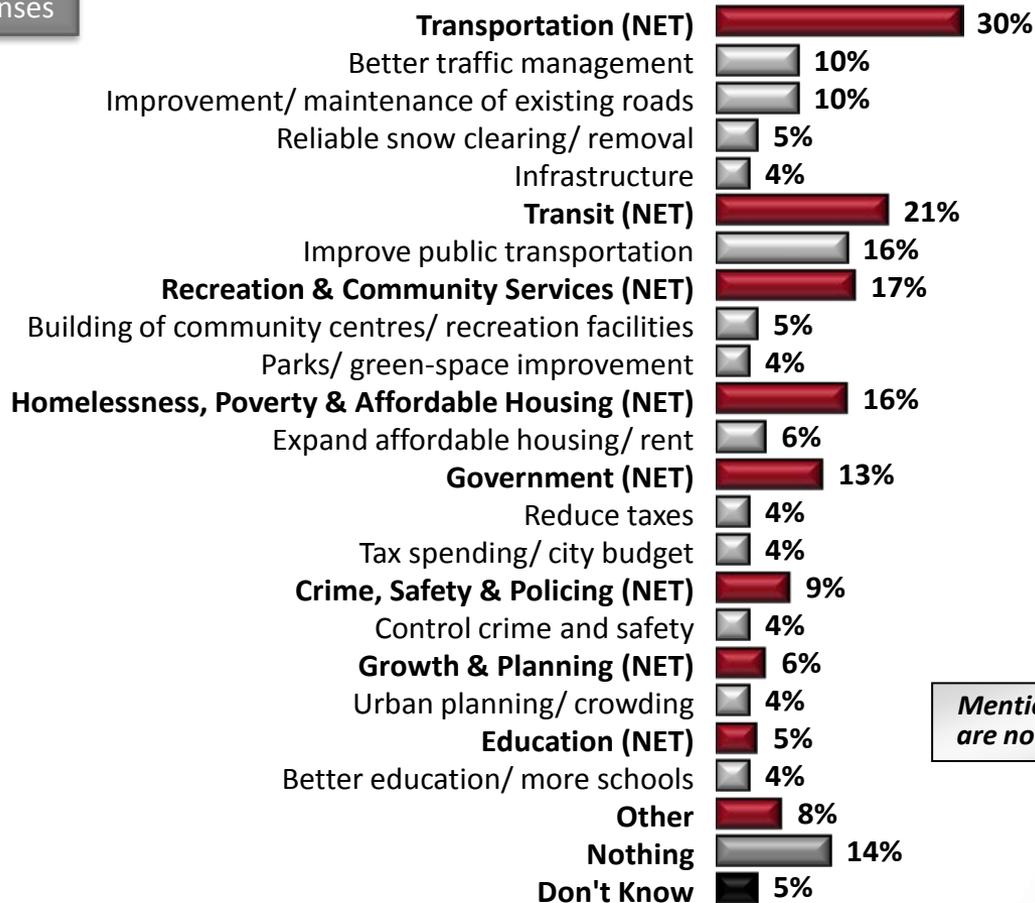
And, do you feel that the quality of life in the city of Calgary in the past three years has ...?

Base: Valid respondents

★ Denotes statistically significant change from 2013 to 2014

Actions to Improve the Quality of Life

Multiple Responses



Mentions <4%
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 (n=2,322)

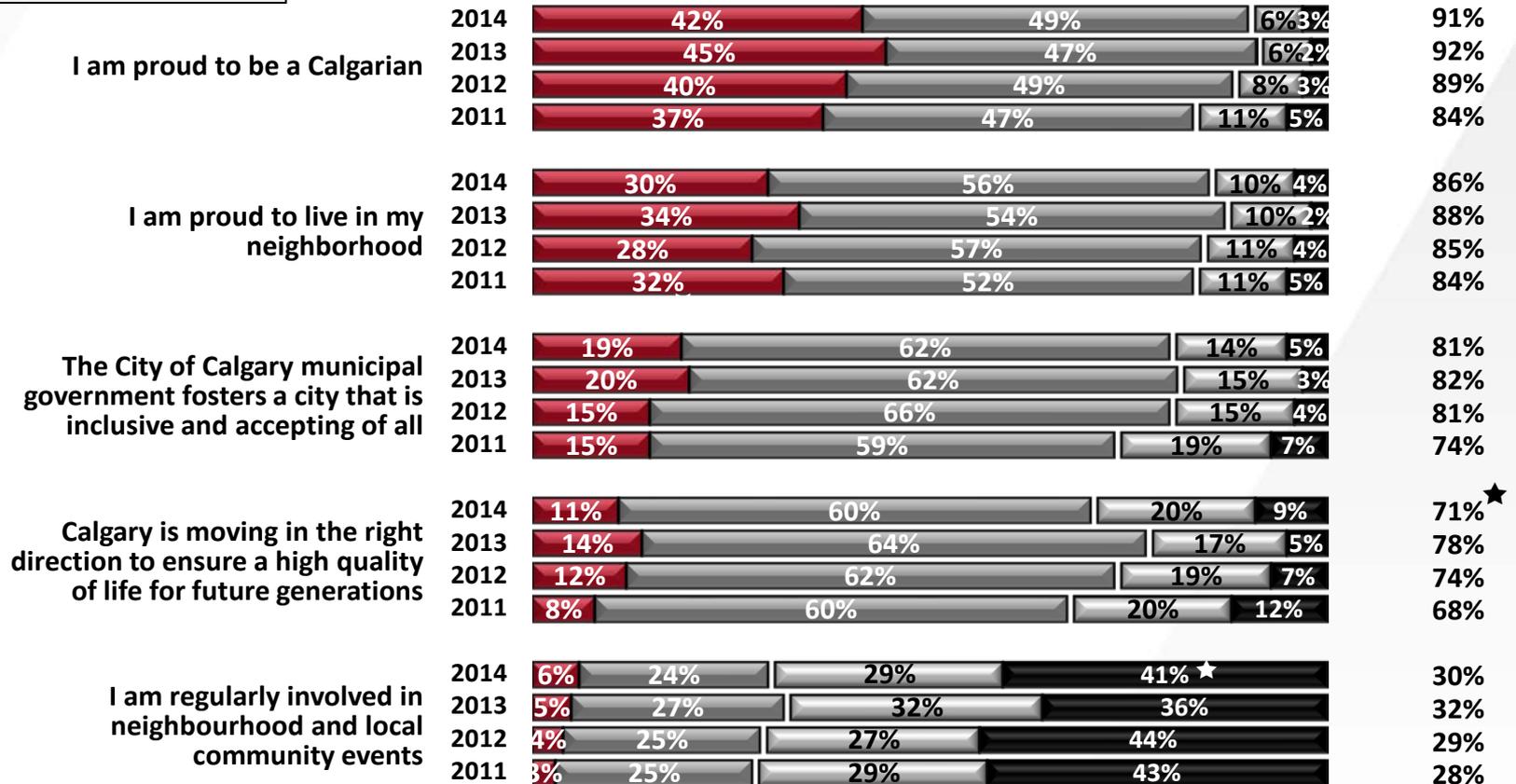
New question
in 2014

Sustainability Metrics

★ Denotes statistically significant change from 2013 to 2014

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

% Agree

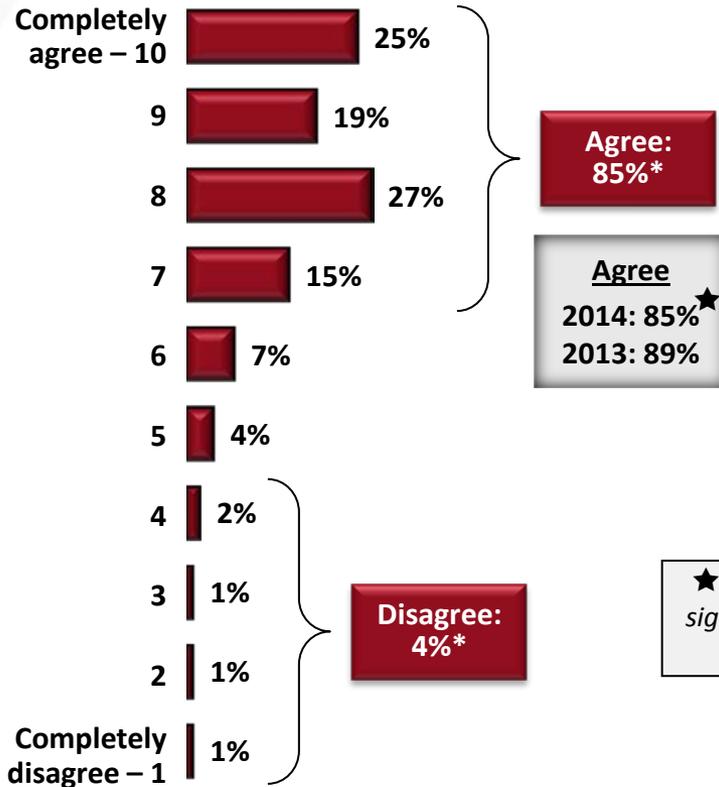


Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree".

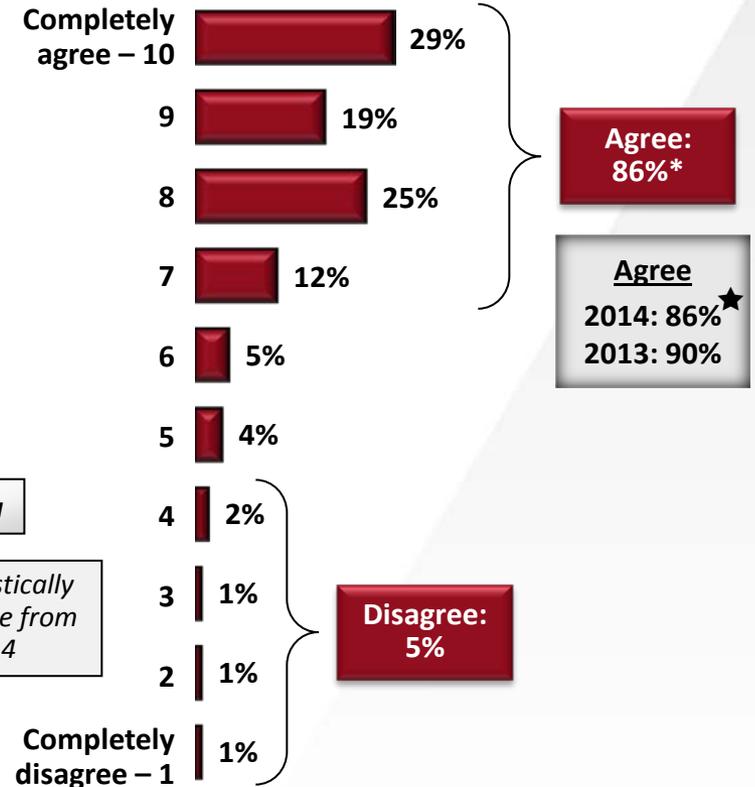
Base: Valid respondents (Bases vary)

Sustainability: Making a Life and Making a Living

Calgary is a Great Place to Make a Life



Calgary is a Great Place to Make a Living



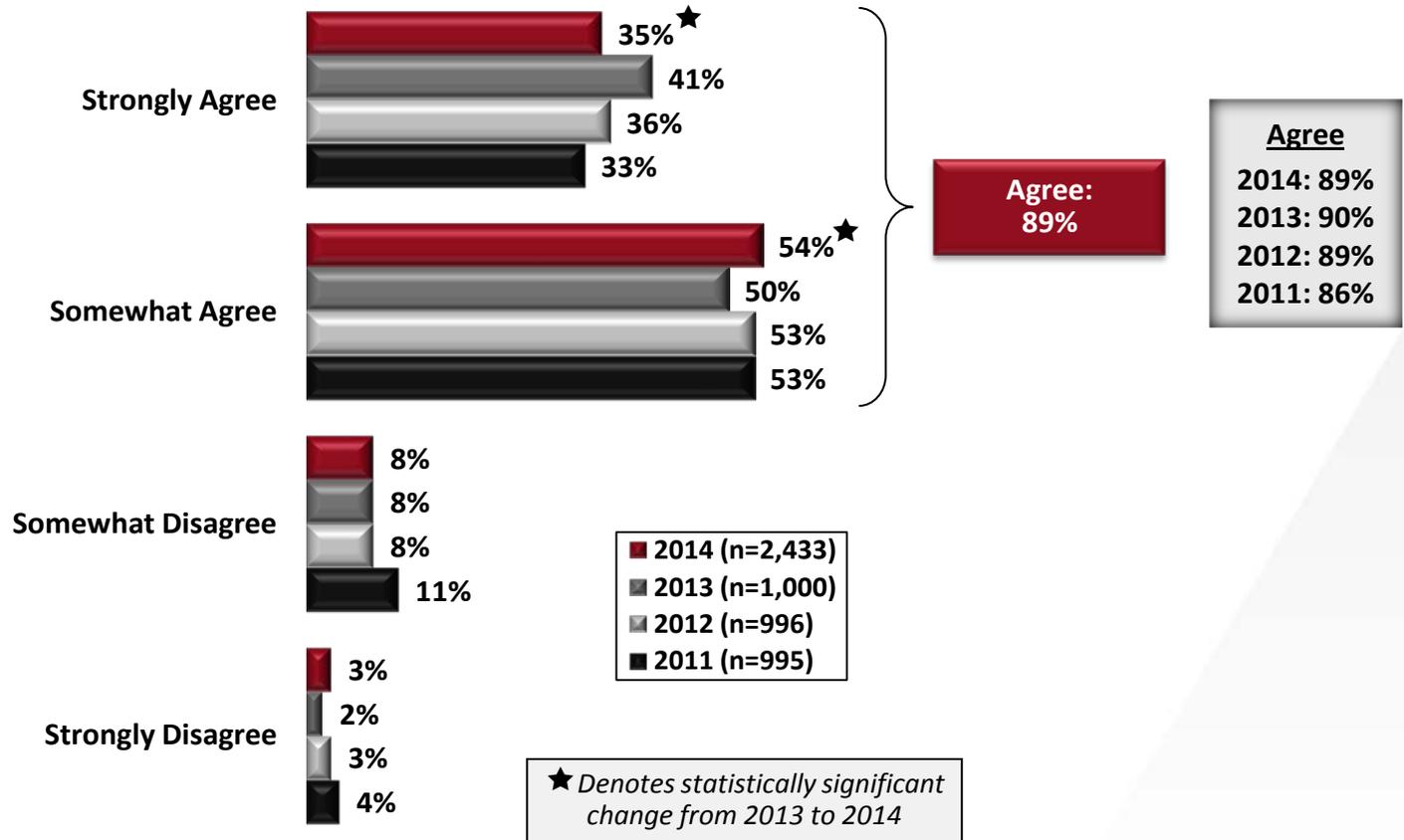
*Rounding

★ Denotes statistically significant change from 2013 to 2014

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)

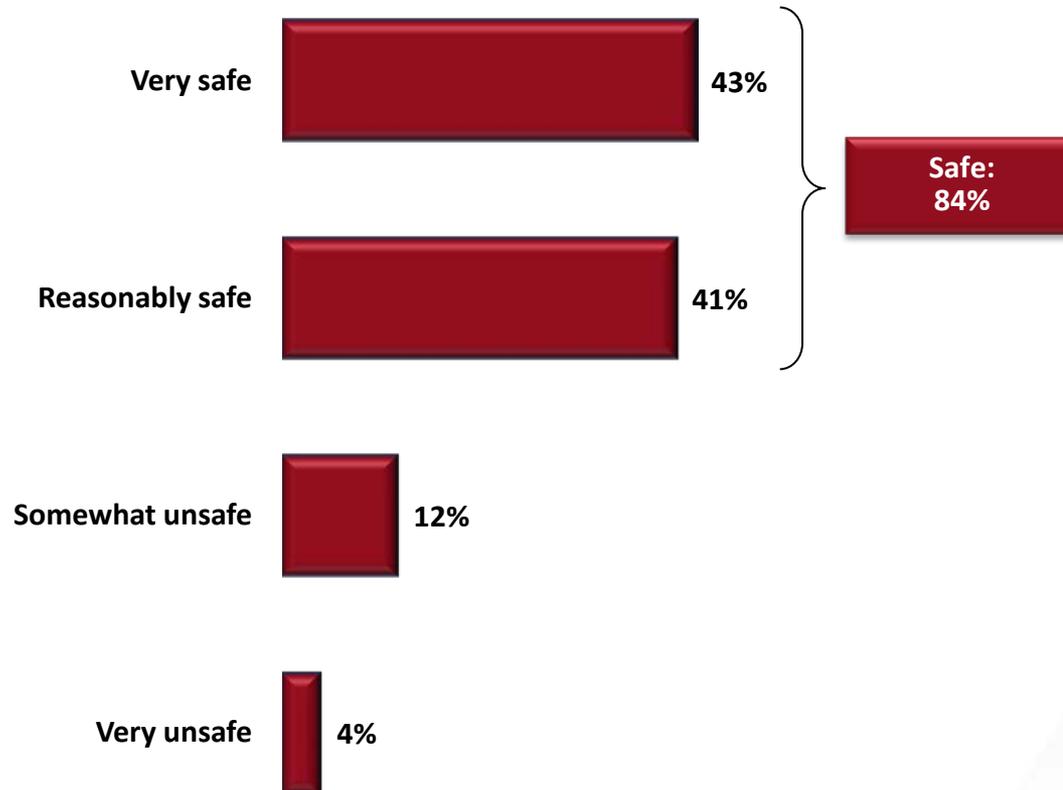
Calgary: On the Right Track to Being a Better City?



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

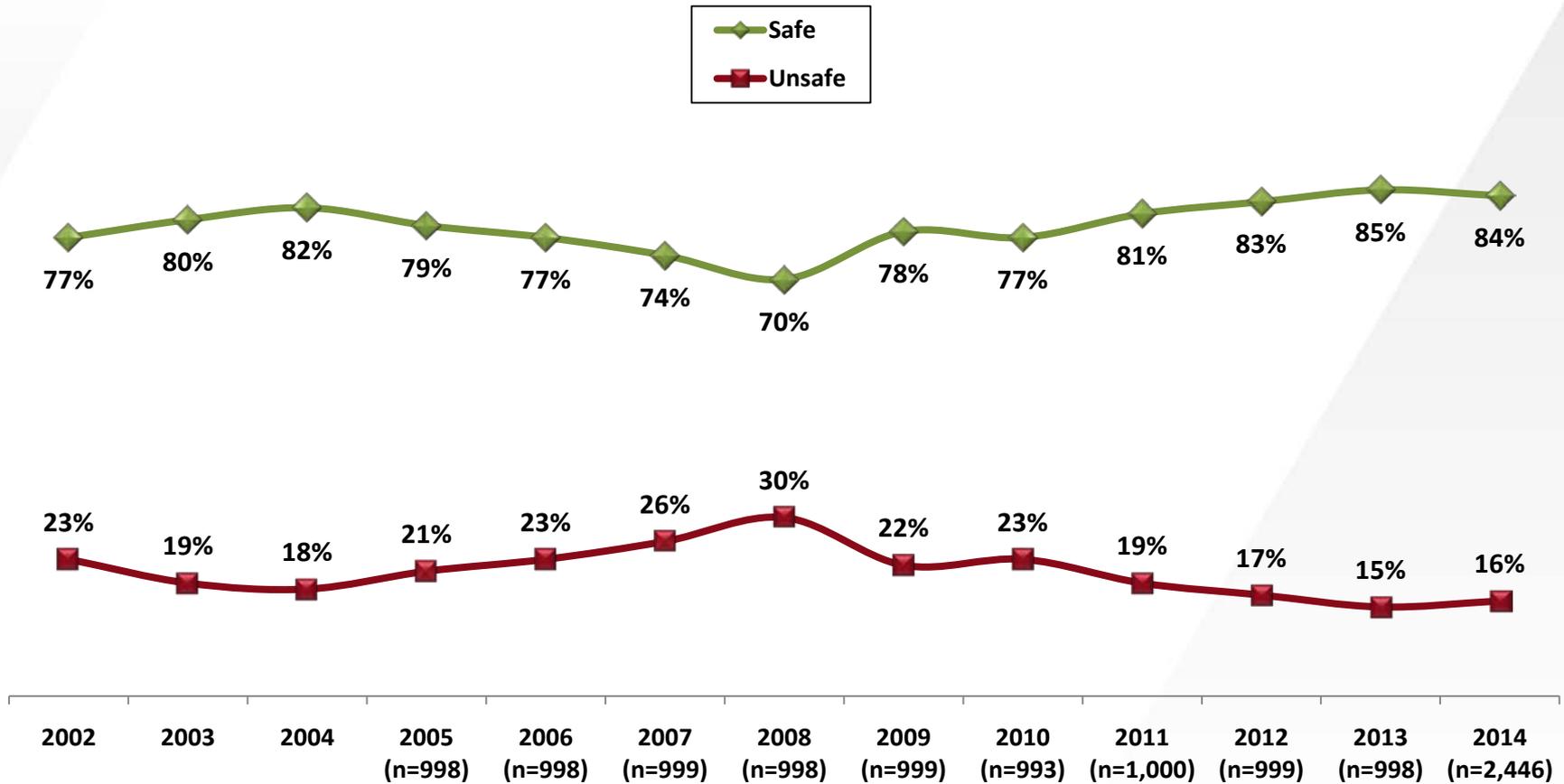
Perceived Safety in Own Neighbourhood



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

Base: Valid respondents (n=2,446)

Tracking Perceived Safety in Own Neighbourhood



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

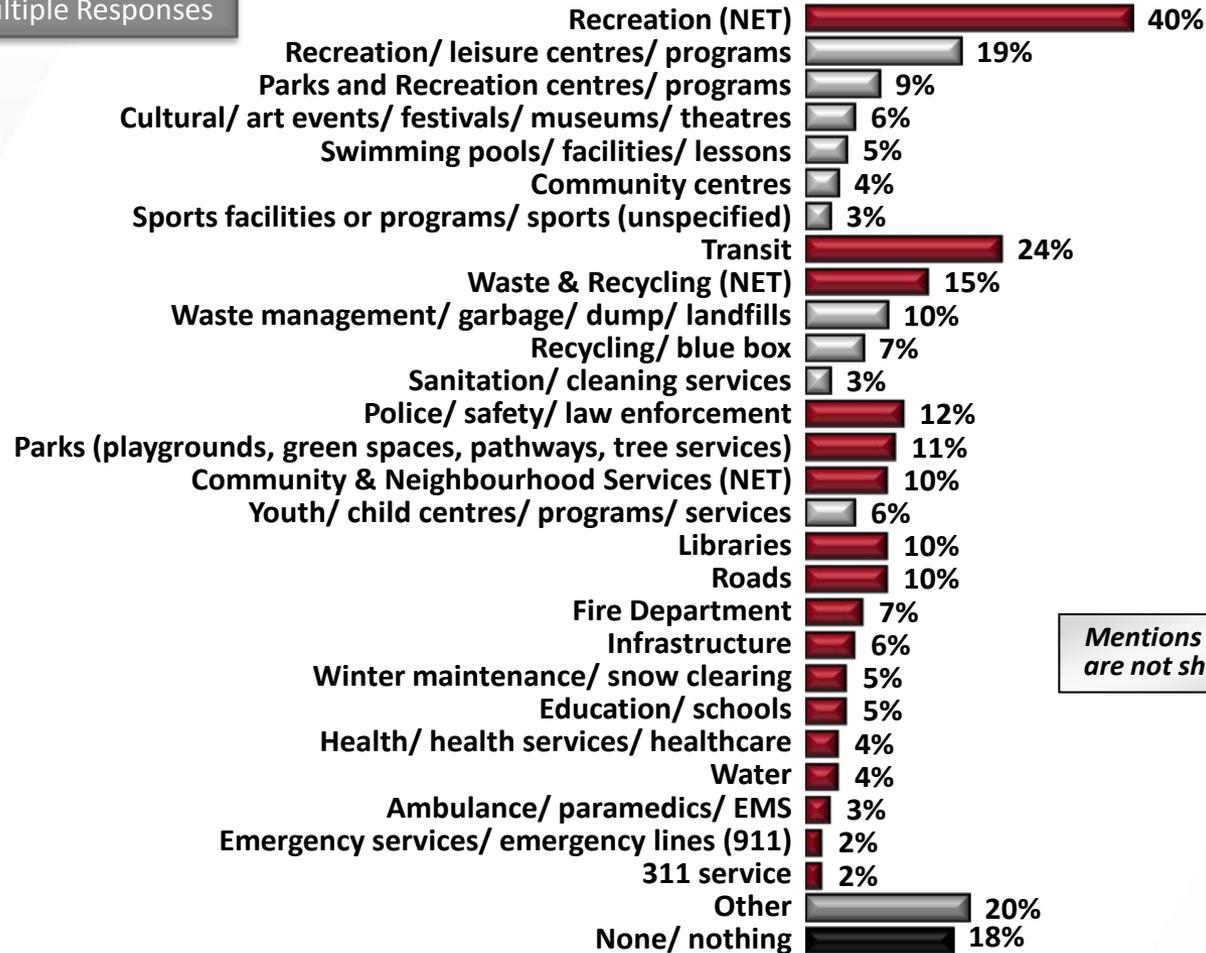
Base: Valid respondents



City Programs and Services

Top-of-Mind Programs and Services

Multiple Responses



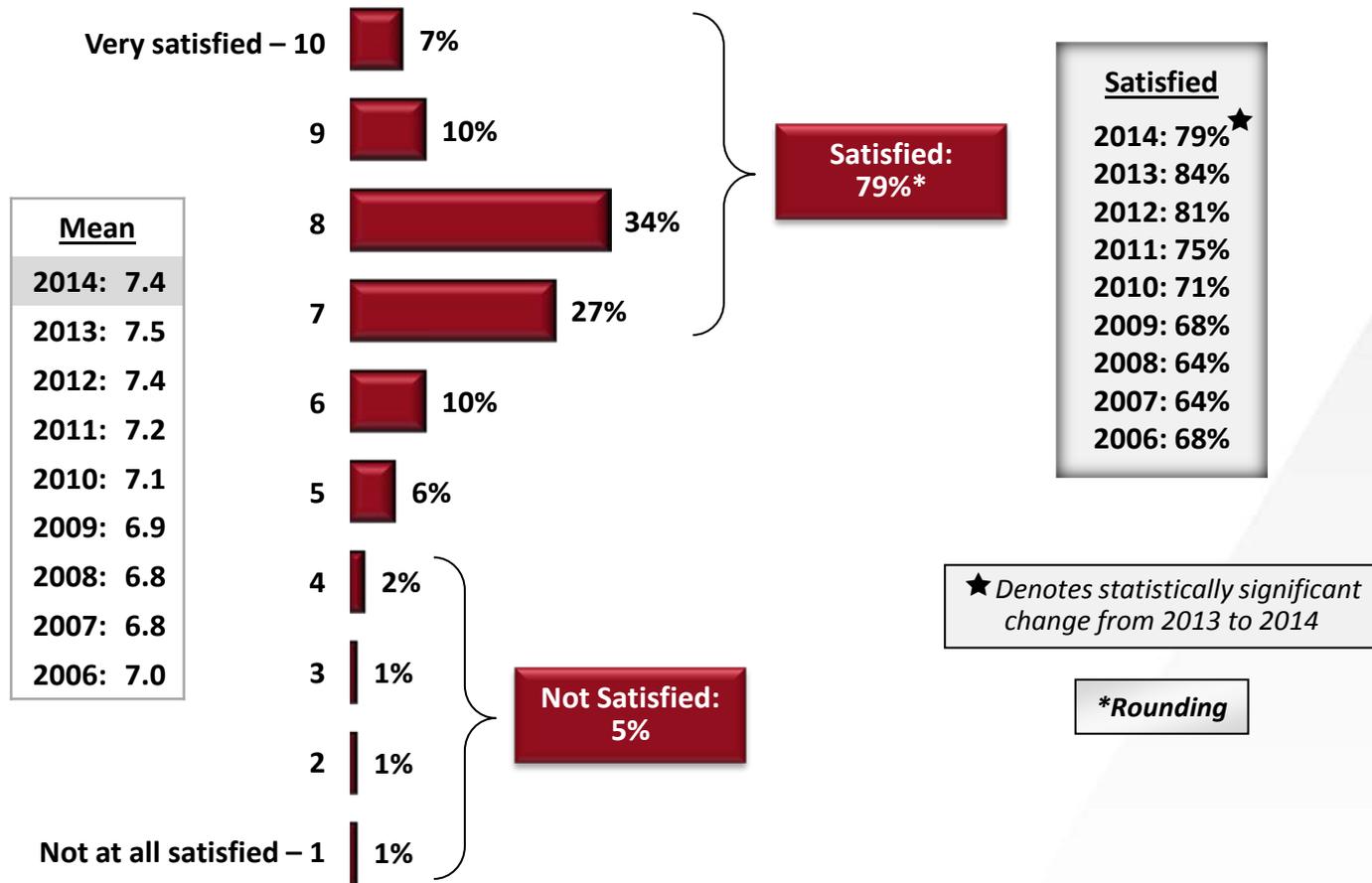
Mentions <2% are not shown

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

Base: Valid respondents (n=2,356)

New question in 2014

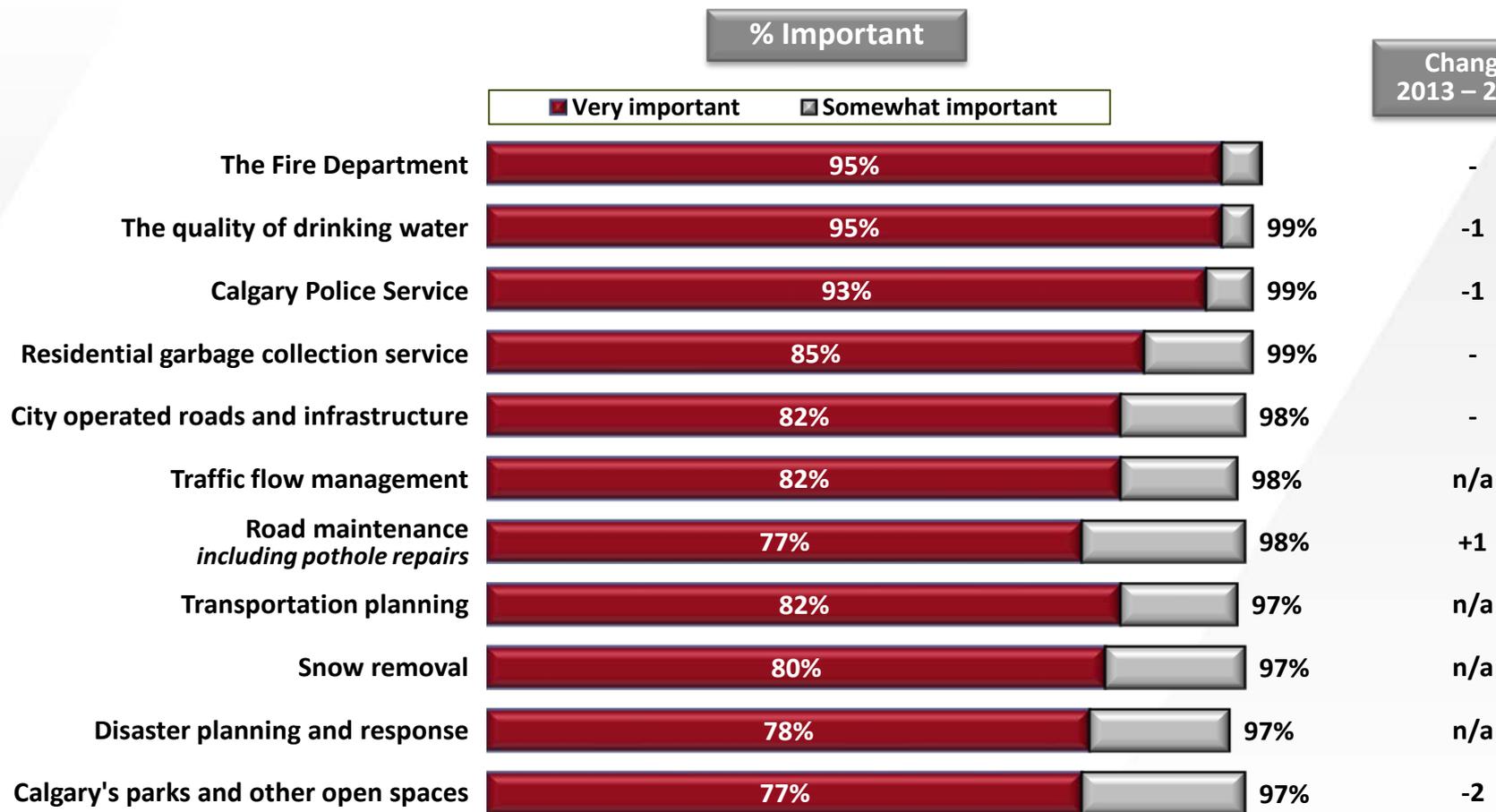
Overall Satisfaction with the Level and Quality of City Services and Programs



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 (n=2,432)

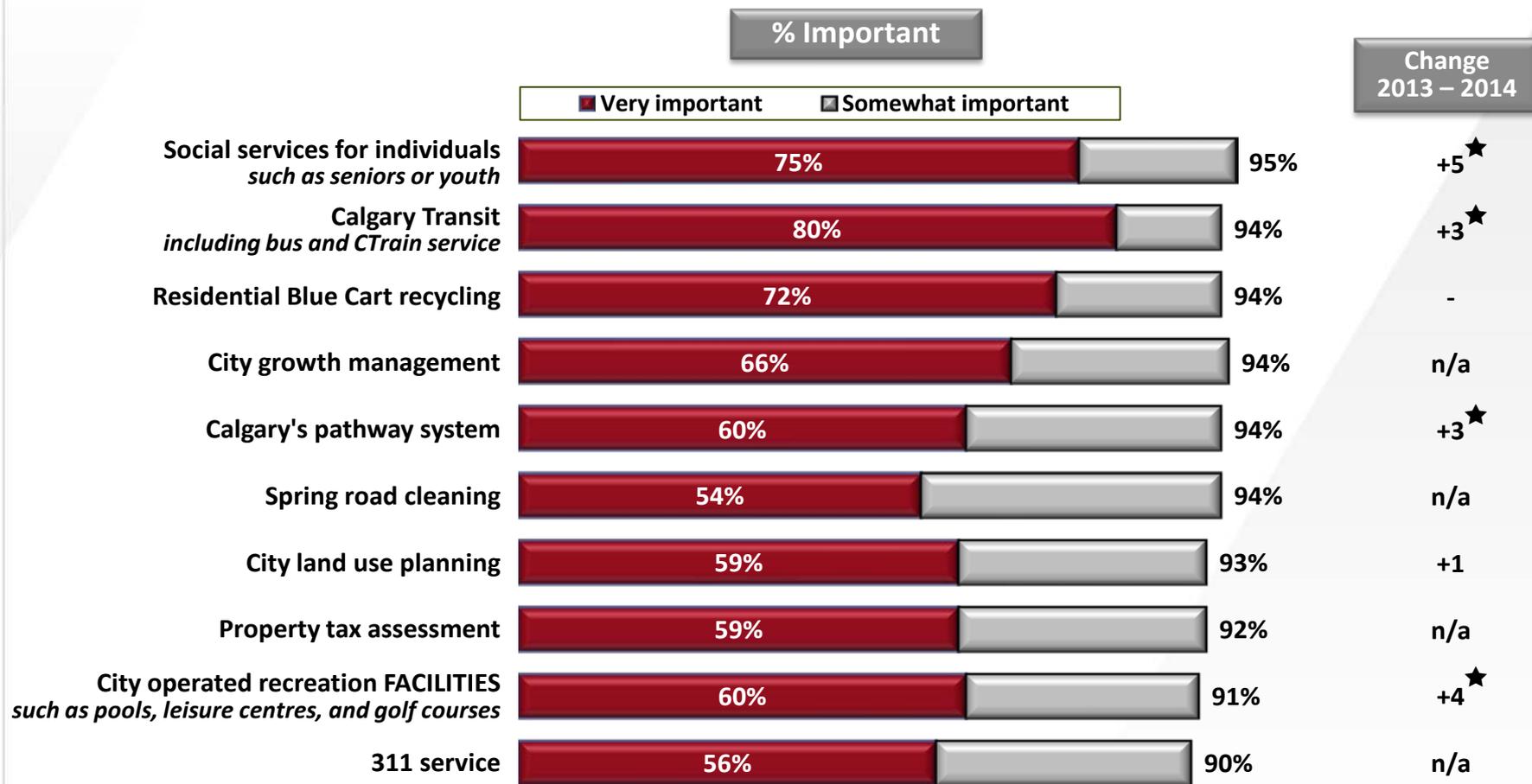
Importance of City Programs and Services



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)

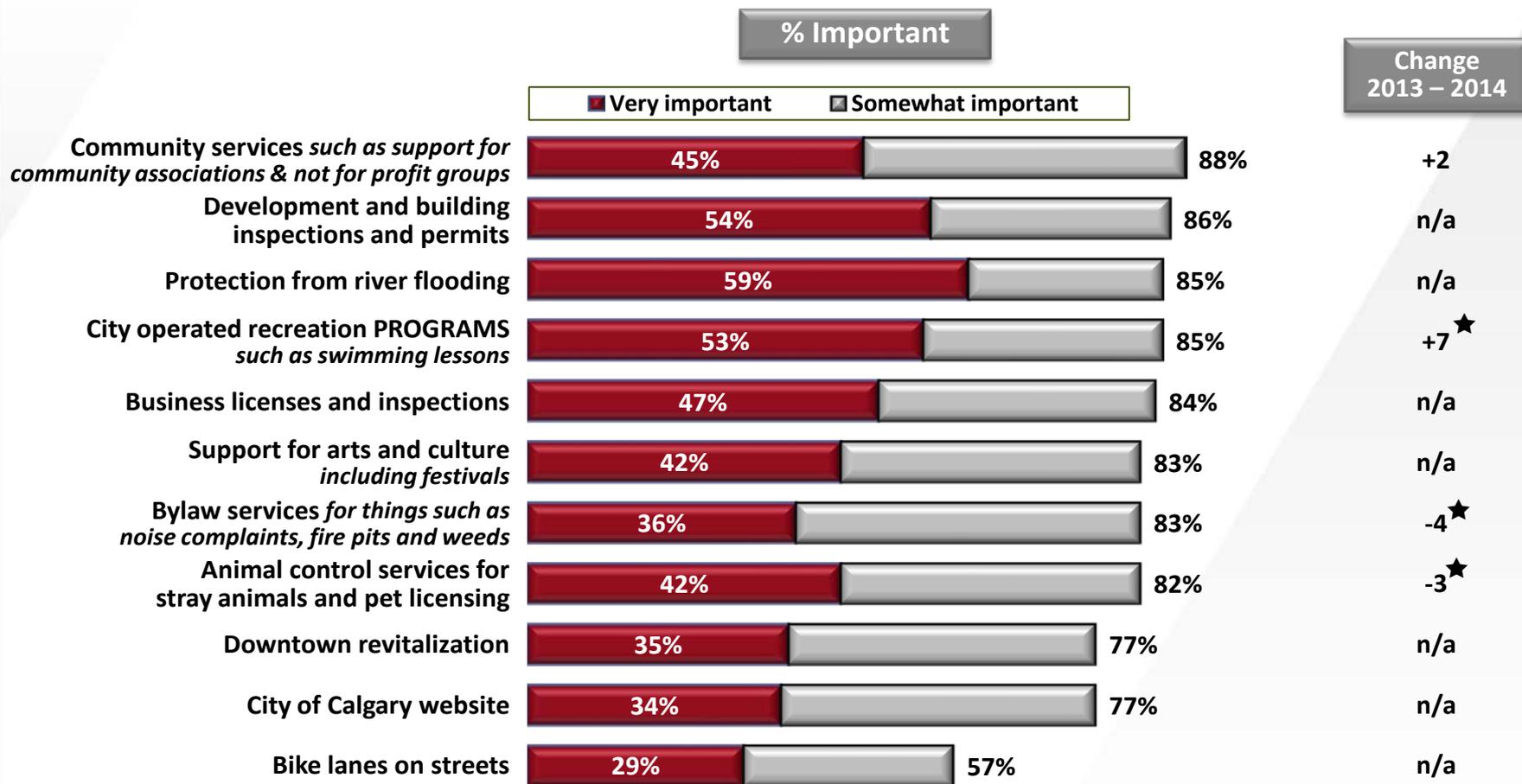


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

★ Denotes statistically significant change from 2013 to 2014

Importance of City Programs and Services (continued)

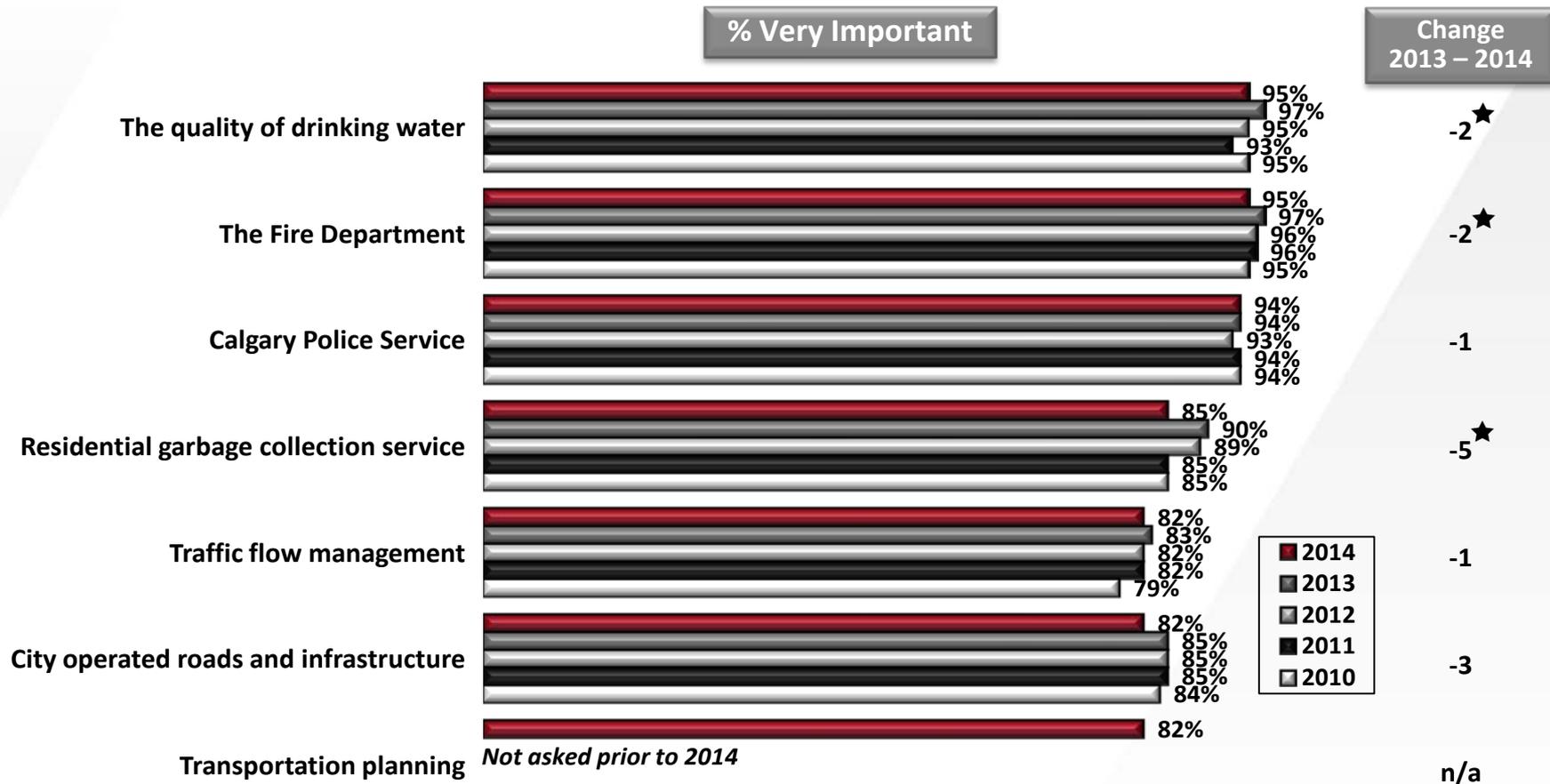


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

★ Denotes statistically significant change from 2013 to 2014

Tracking Importance of City Programs and Services

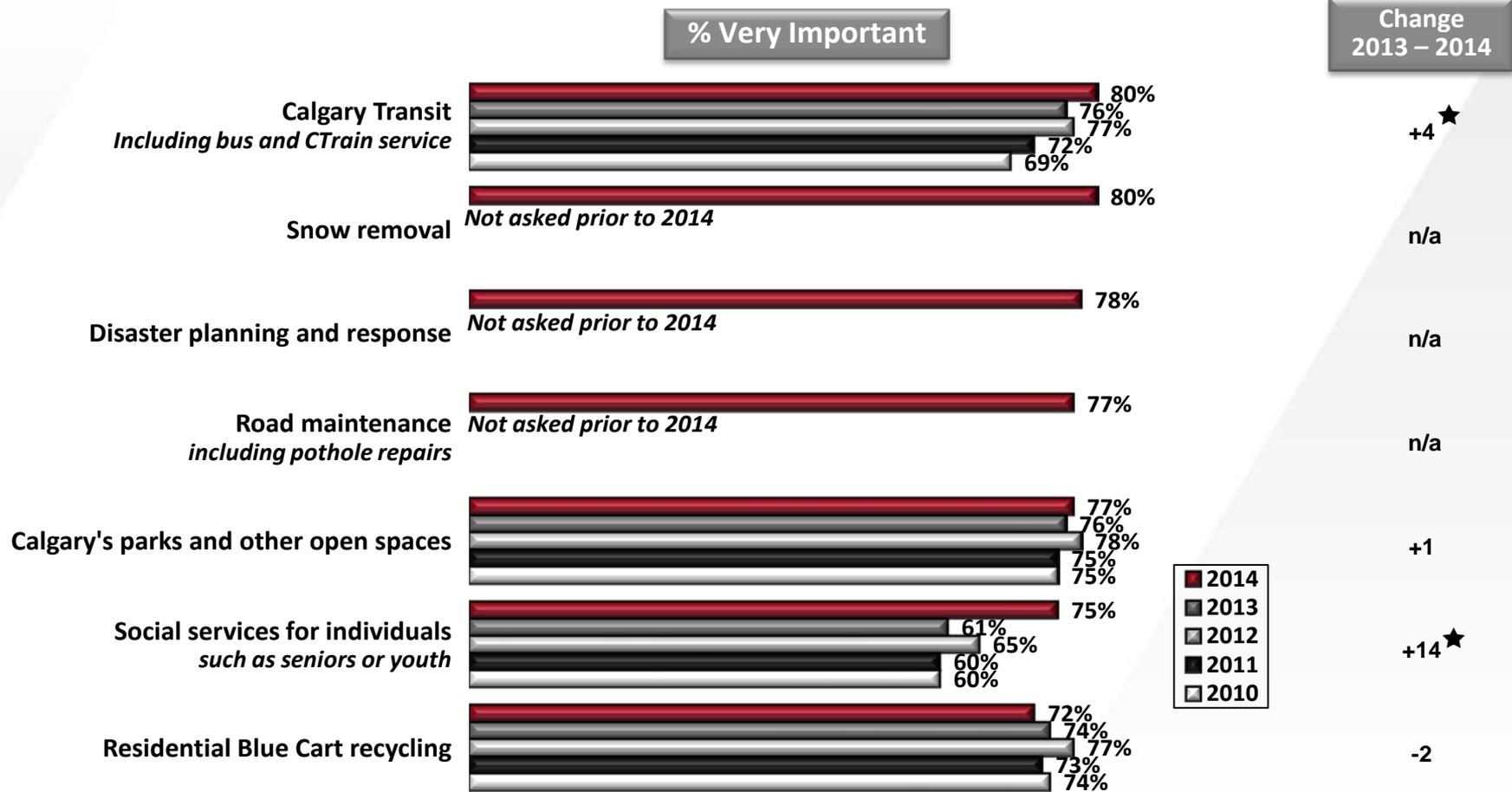


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

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Tracking Importance of City Programs and Services (continued)

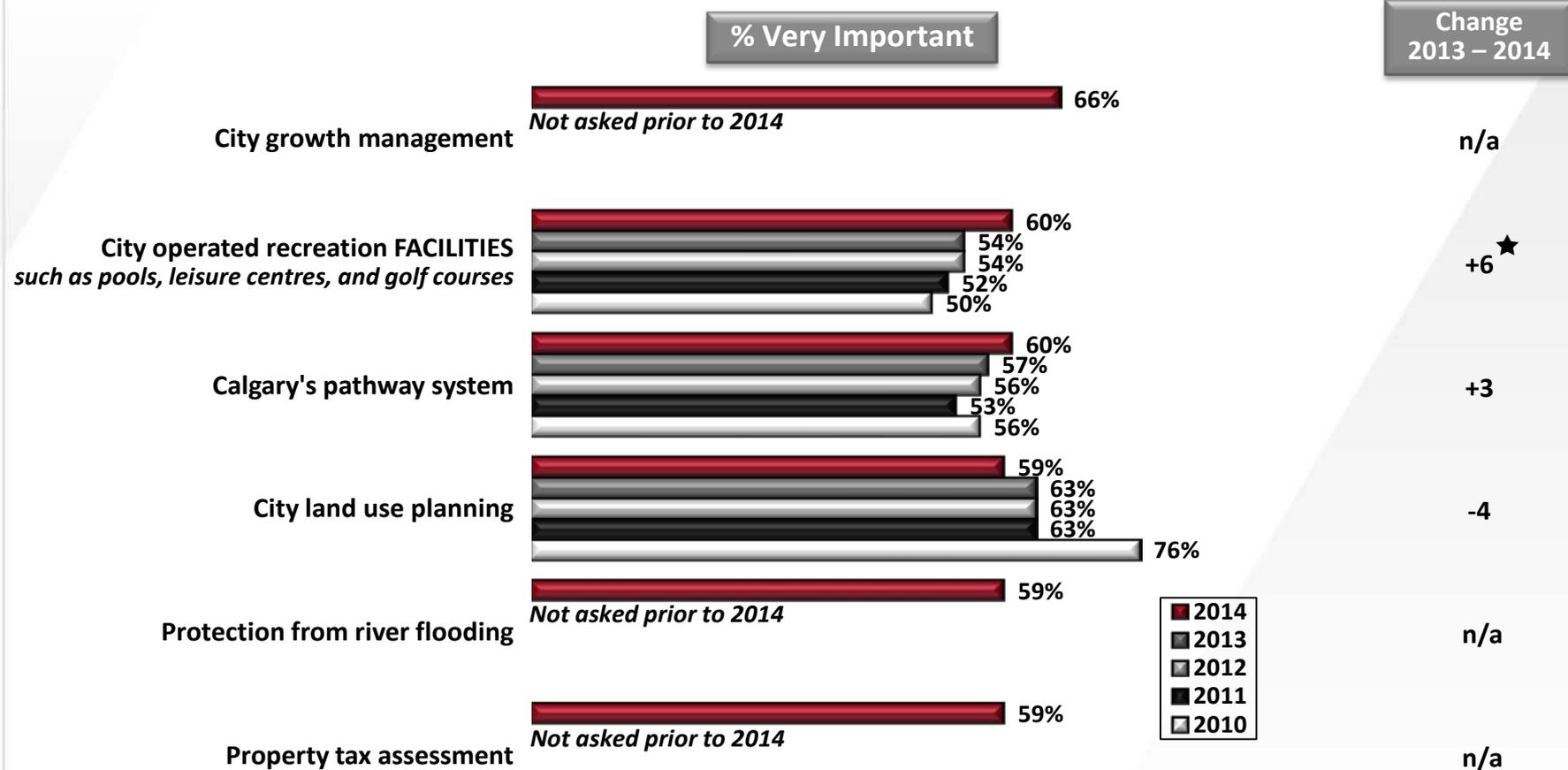


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Tracking Importance of City Programs and Services (continued)

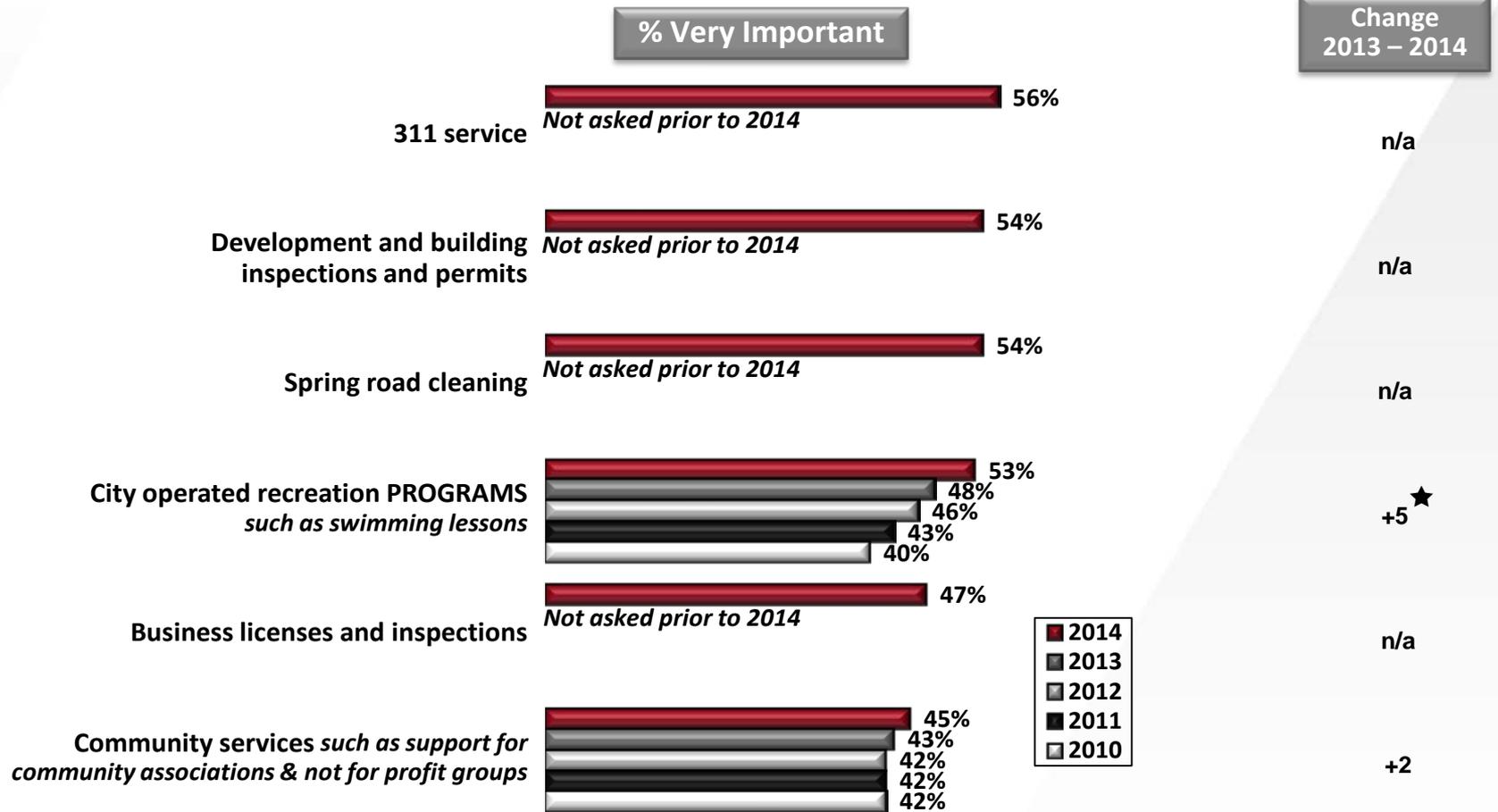


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

★ Denotes statistically significant change from 2013 to 2014

Tracking Importance of City Programs and Services (continued)

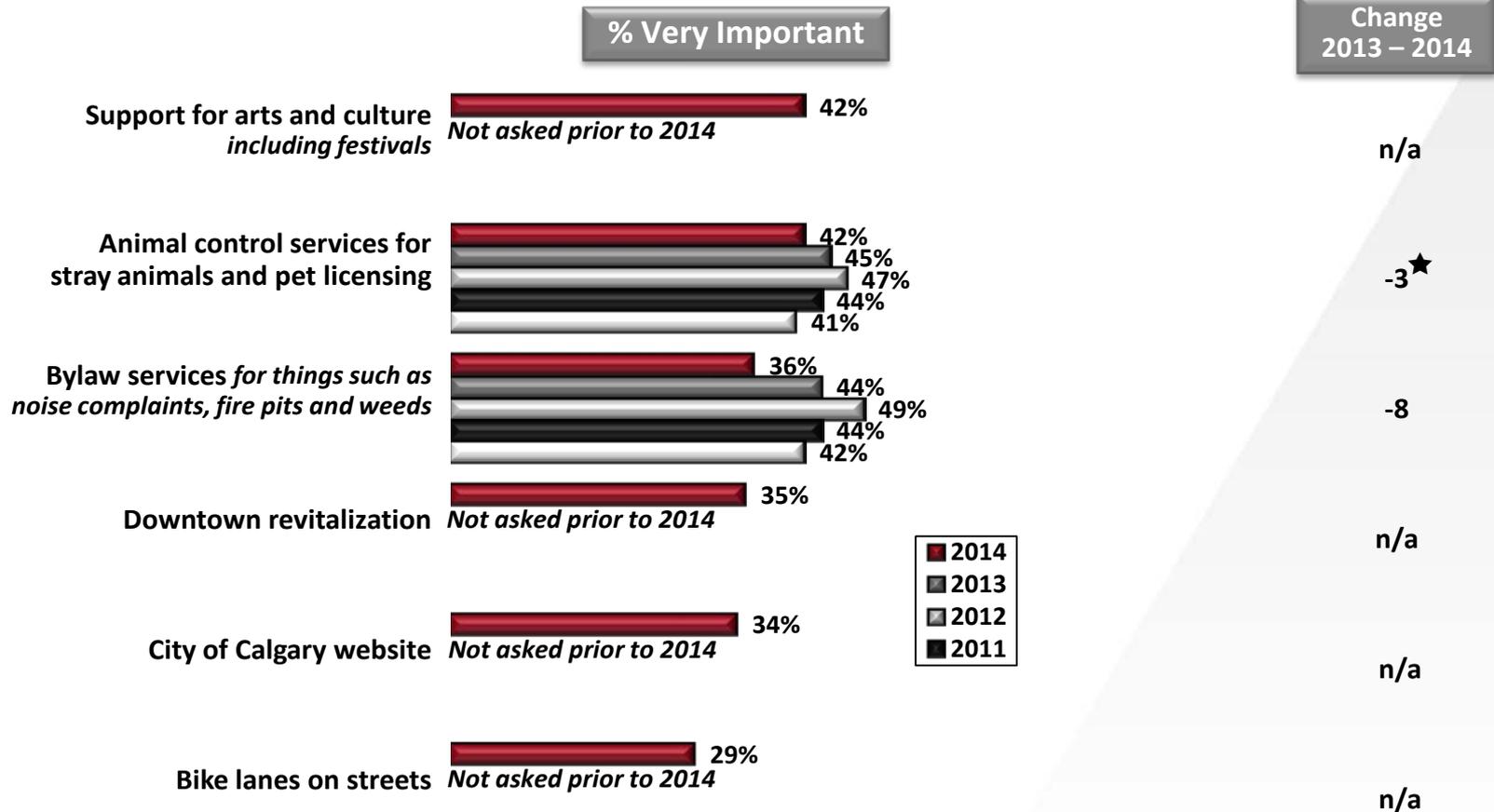


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★ Denotes statistically significant change from 2013 to 2014

Tracking Importance of City Programs and Services (continued)

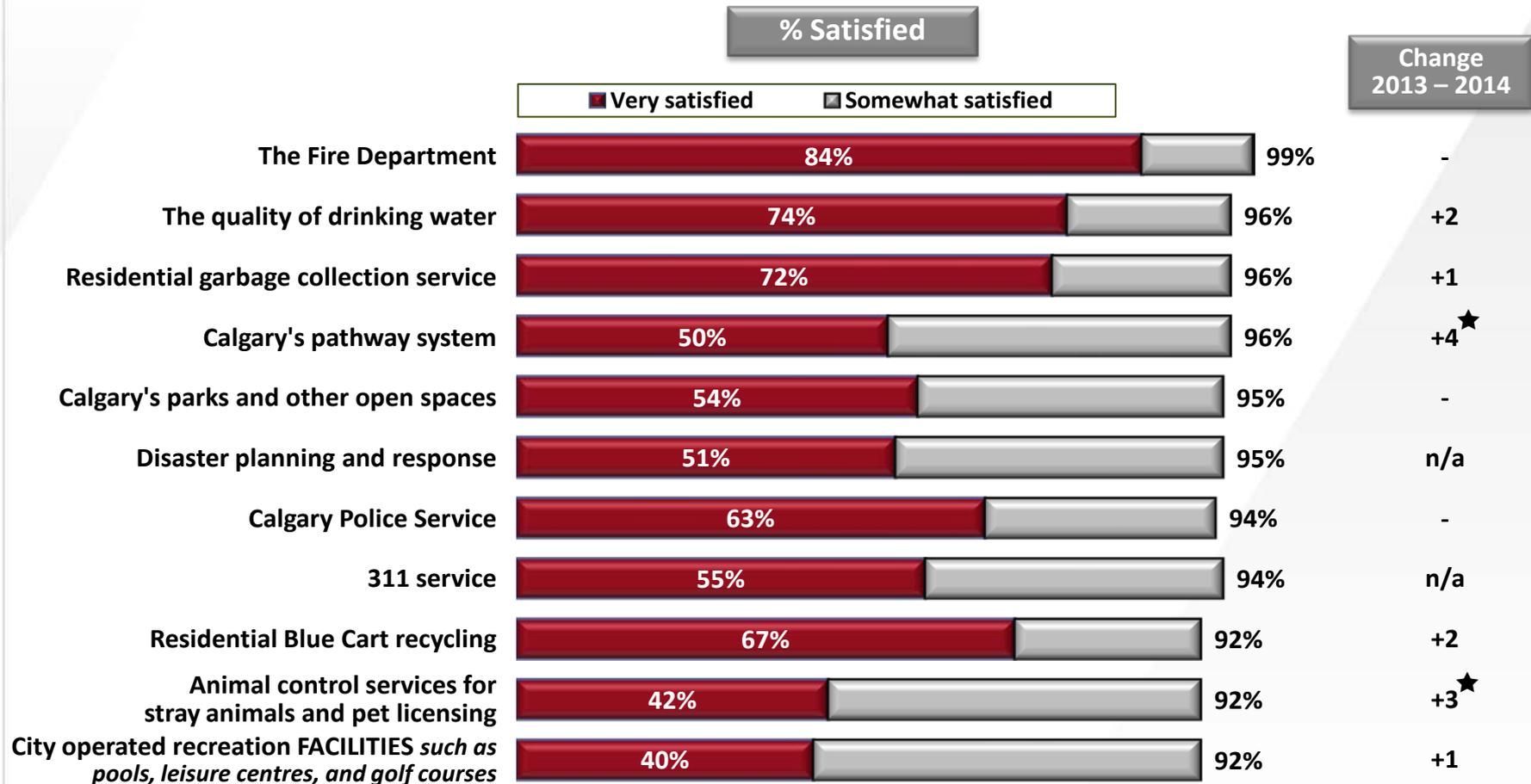


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

★ Denotes statistically significant change from 2013 to 2014

Satisfaction with City Programs and Services

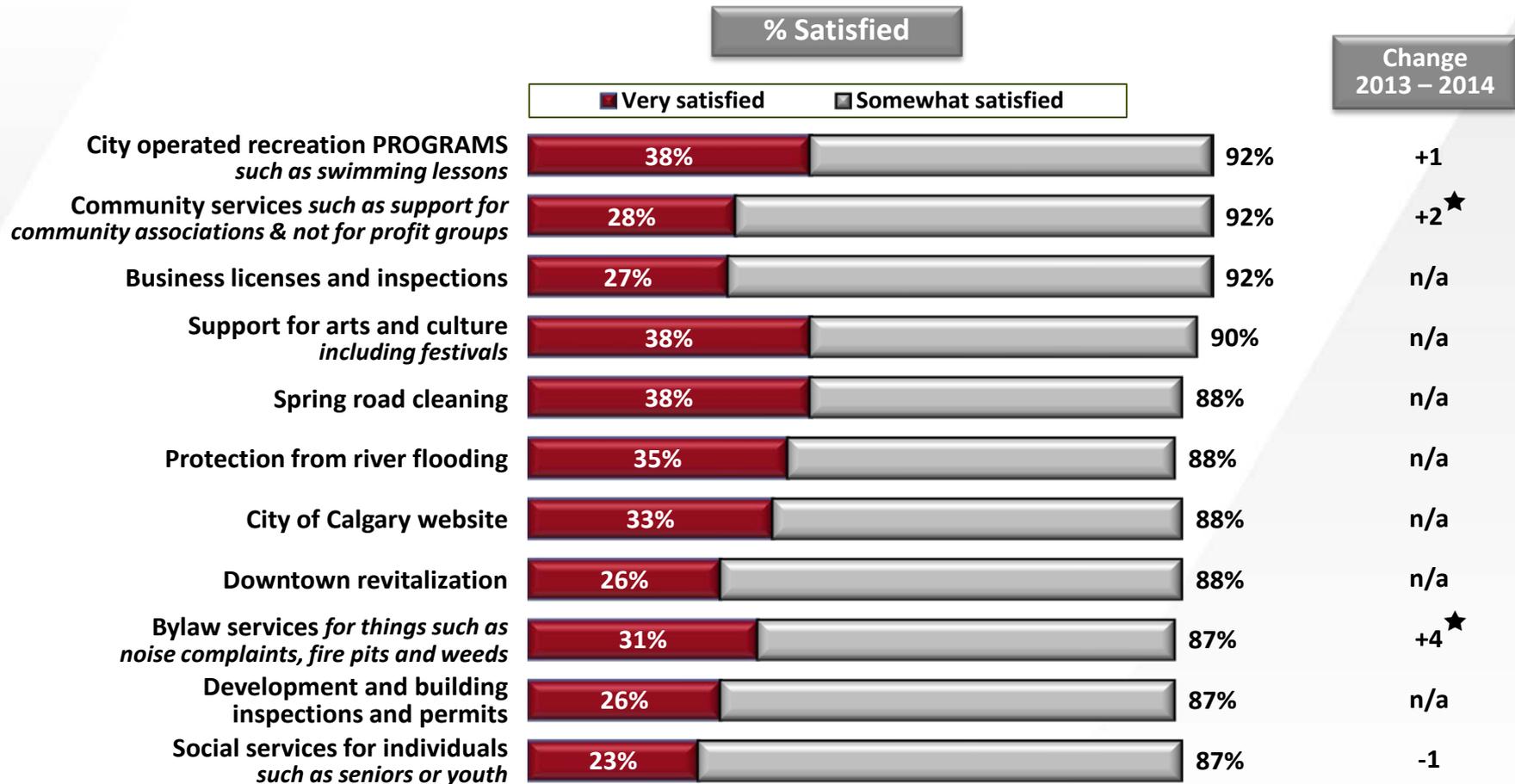


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents (Bases vary)

★ Denotes statistically significant change from 2013 to 2014

Satisfaction with City Programs and Services (continued)

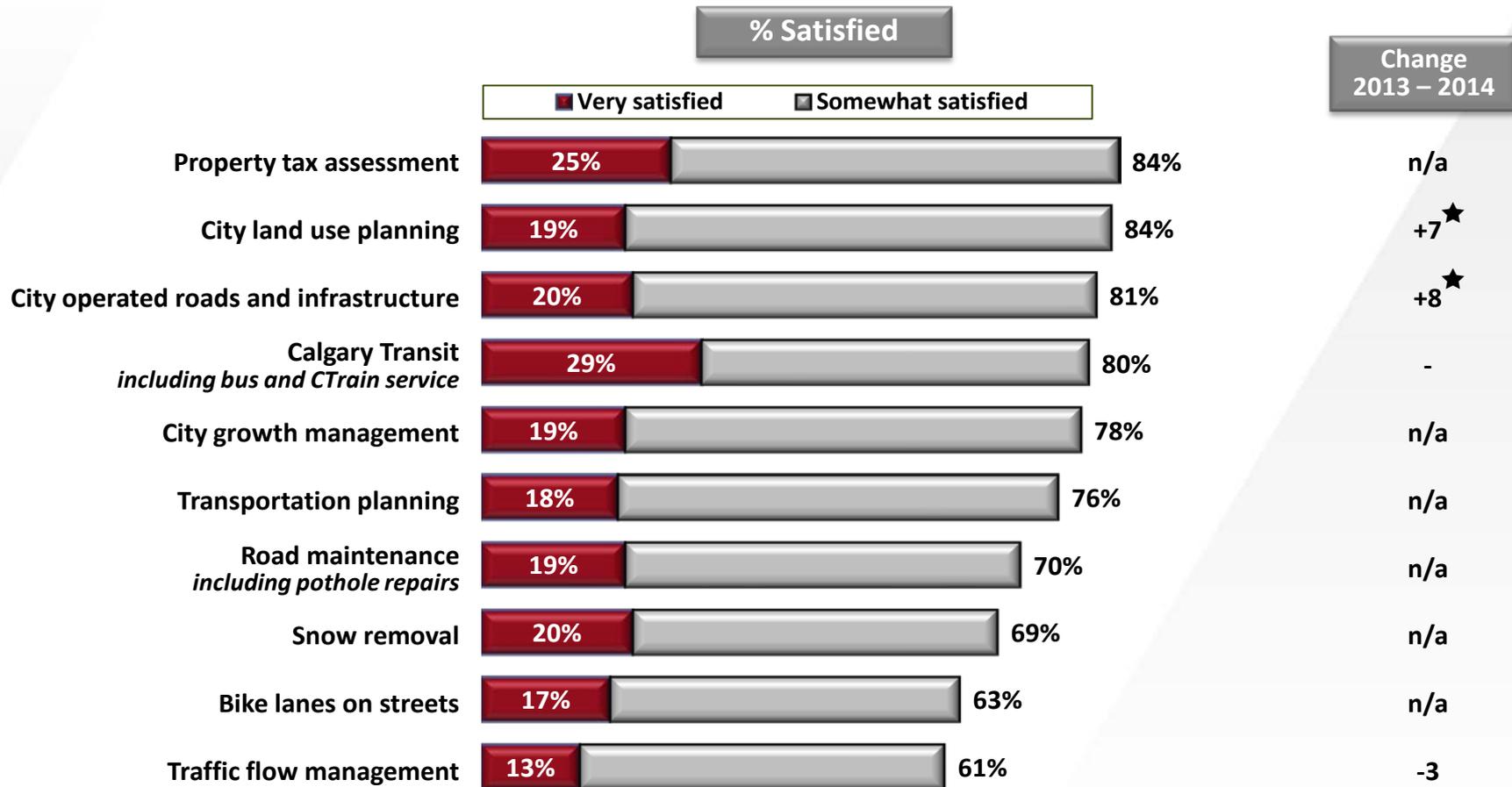


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents (Bases vary)

★ Denotes statistically significant change from 2013 to 2014

Satisfaction with City Programs and Services (continued)

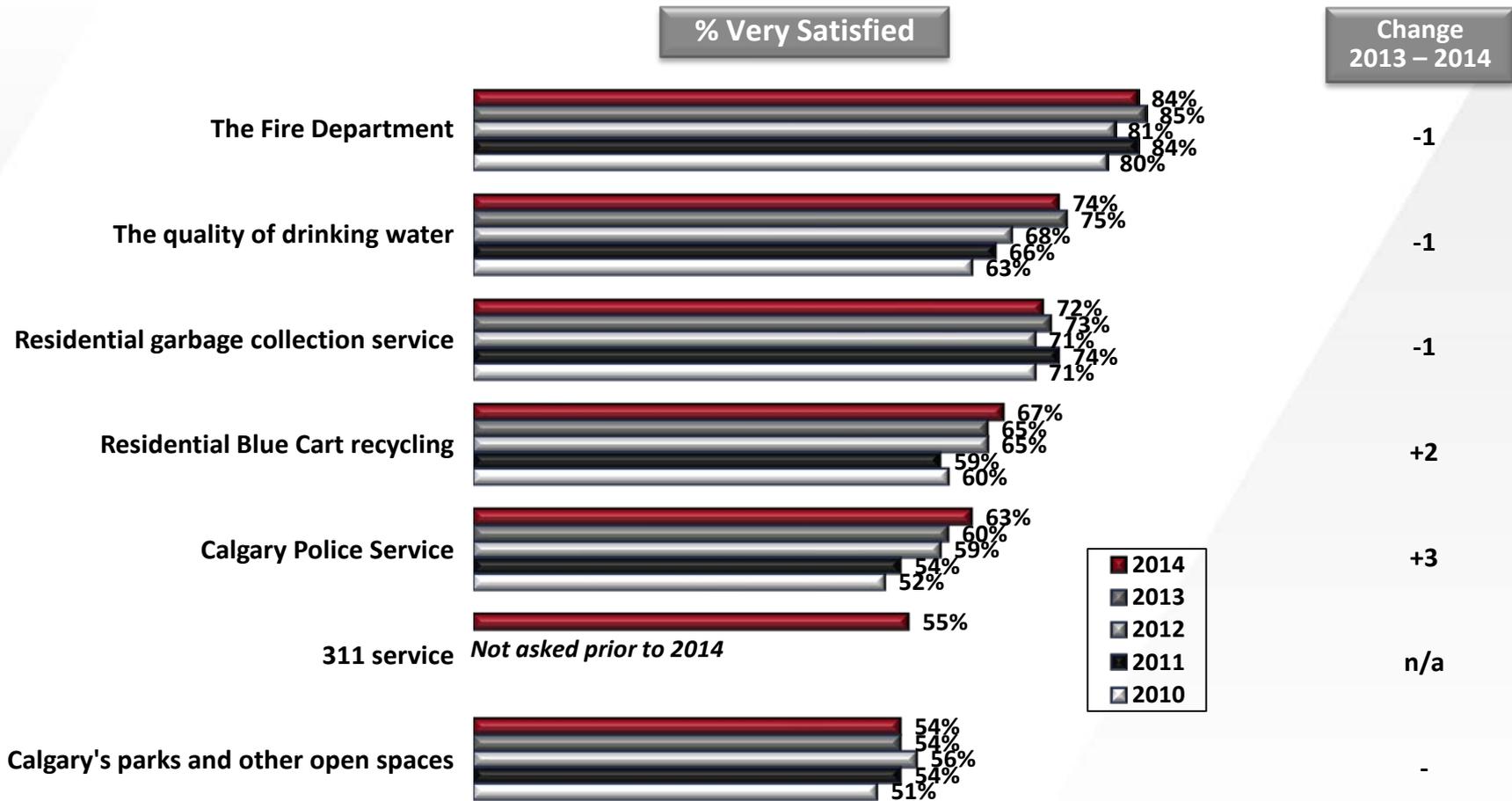


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.

Base: Valid respondents (Bases vary)

★ Denotes statistically significant change from 2013 to 2014

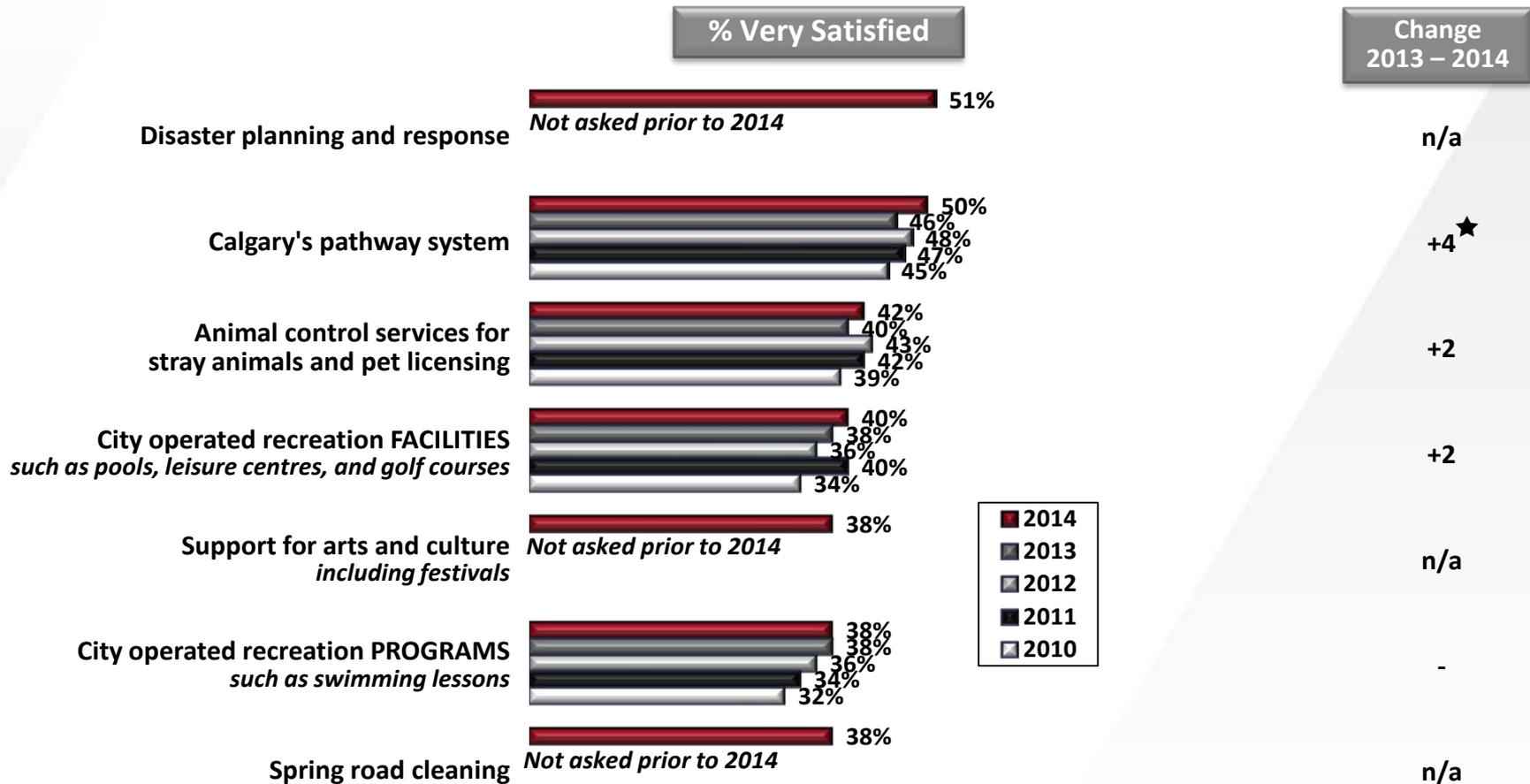
Tracking Satisfaction with City Programs and Services



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)

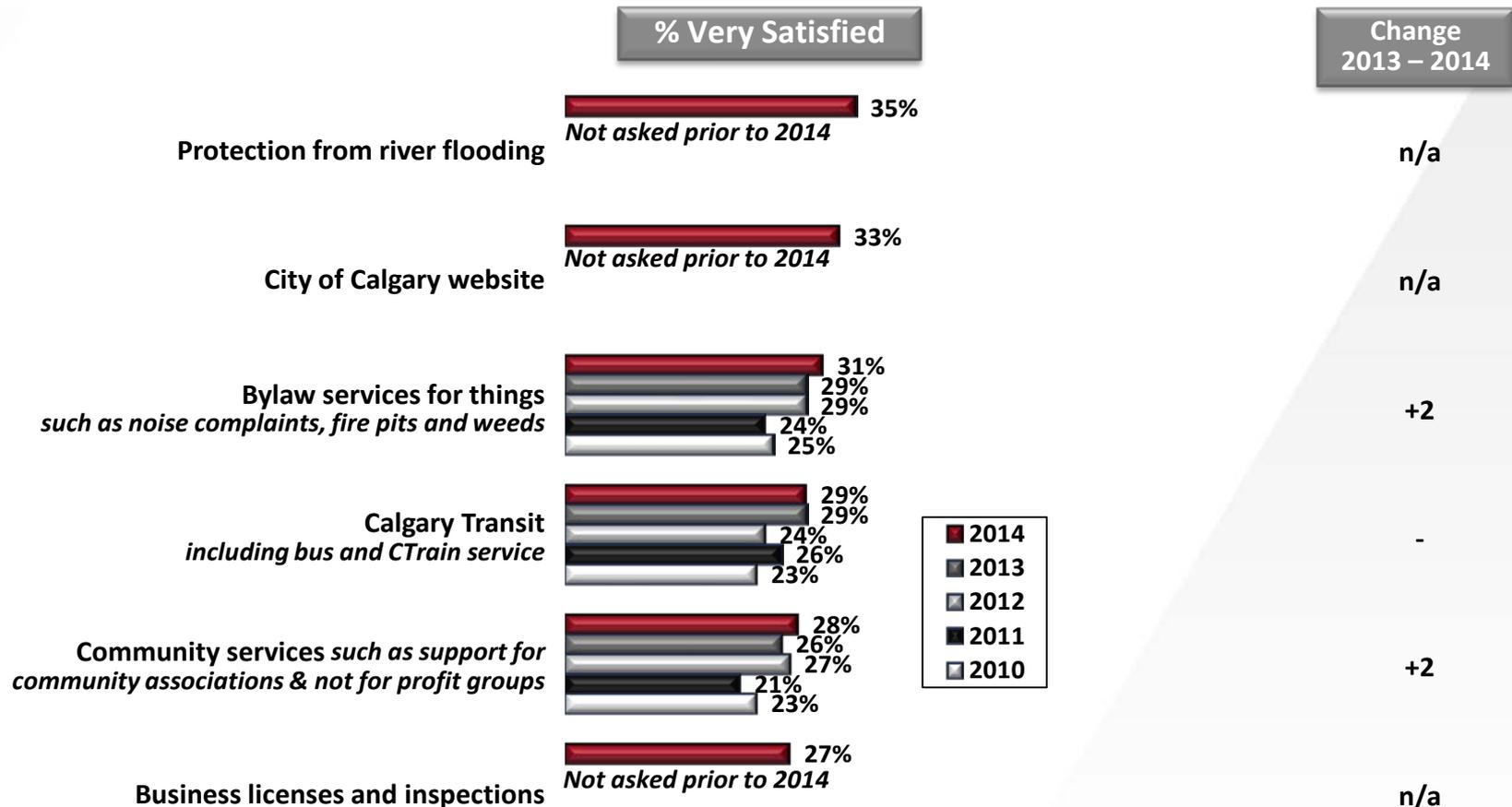
Tracking Satisfaction with City Programs and Services (continued)



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)

★ Denotes statistically significant change from 2013 to 2014

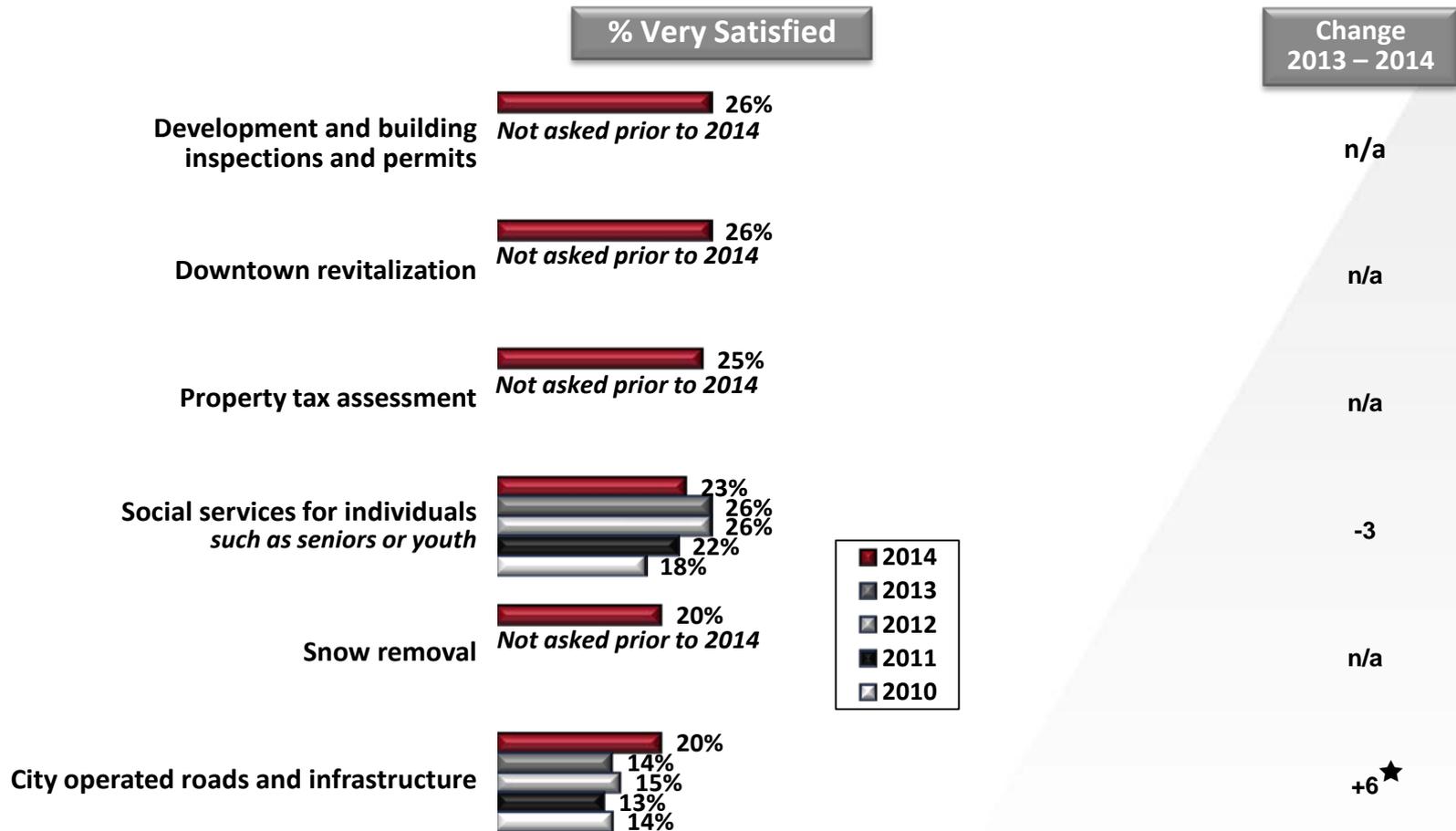
Tracking Satisfaction with City Programs and Services (continued)



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)

Tracking Satisfaction with City Programs and Services (continued)

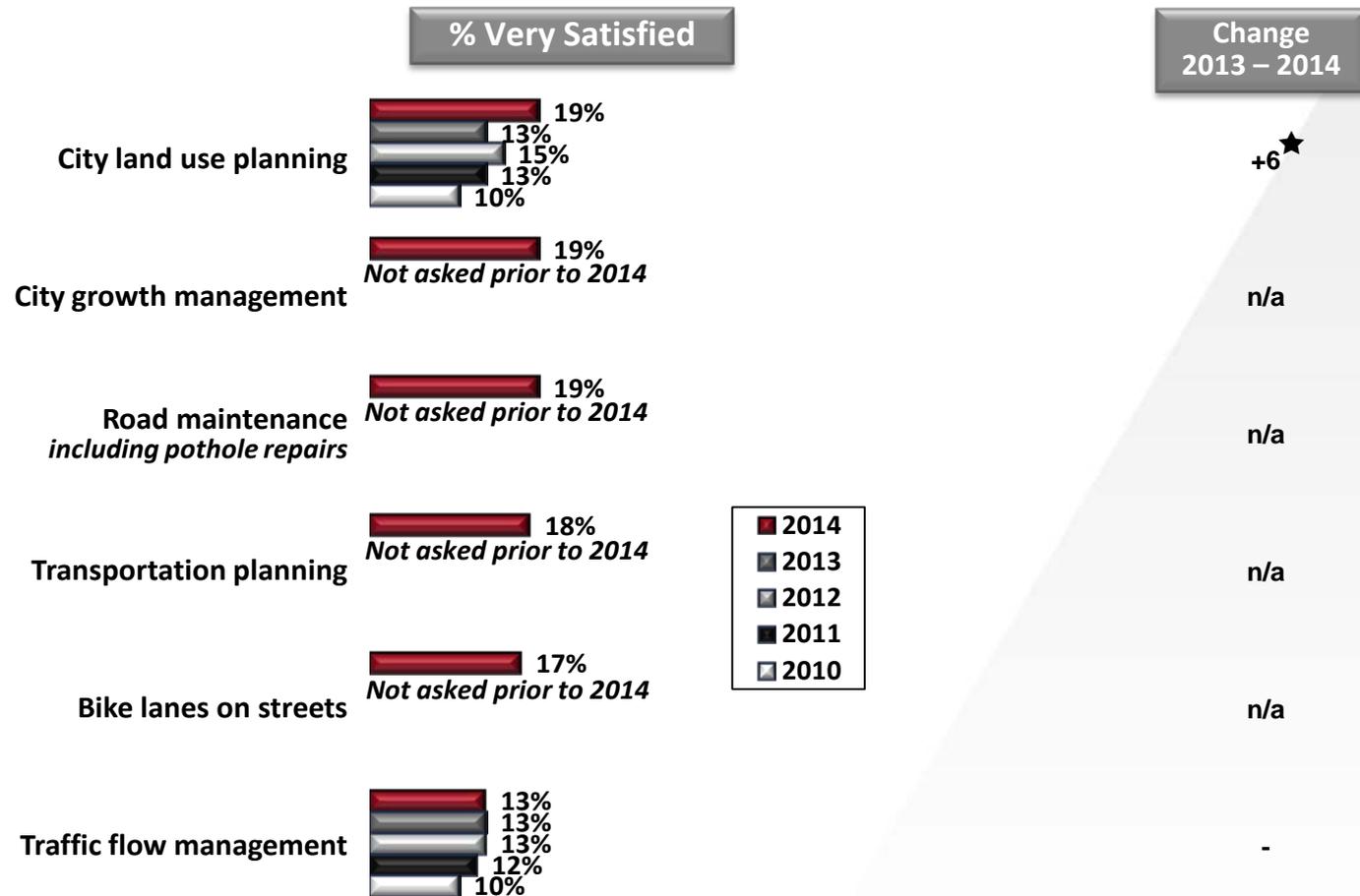


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Base: Valid respondents (Bases vary)

★ Denotes statistically significant change from 2013 to 2014

Tracking Satisfaction with City Programs and Services (continued)

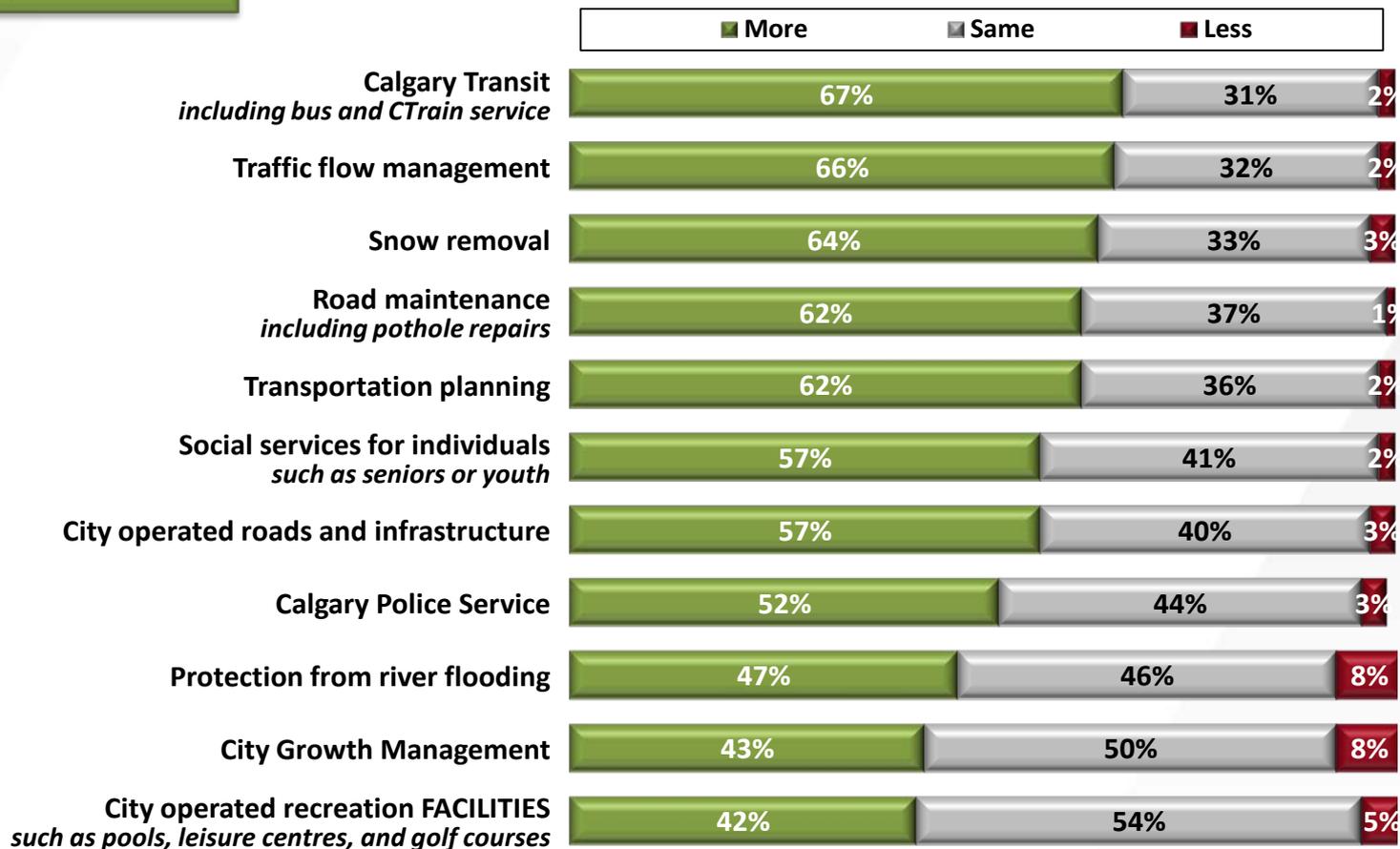


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
 Base: Valid respondents (Bases vary)

★ Denotes statistically significant change from 2013 to 2014

Investment in City Programs and Services

New question in 2014

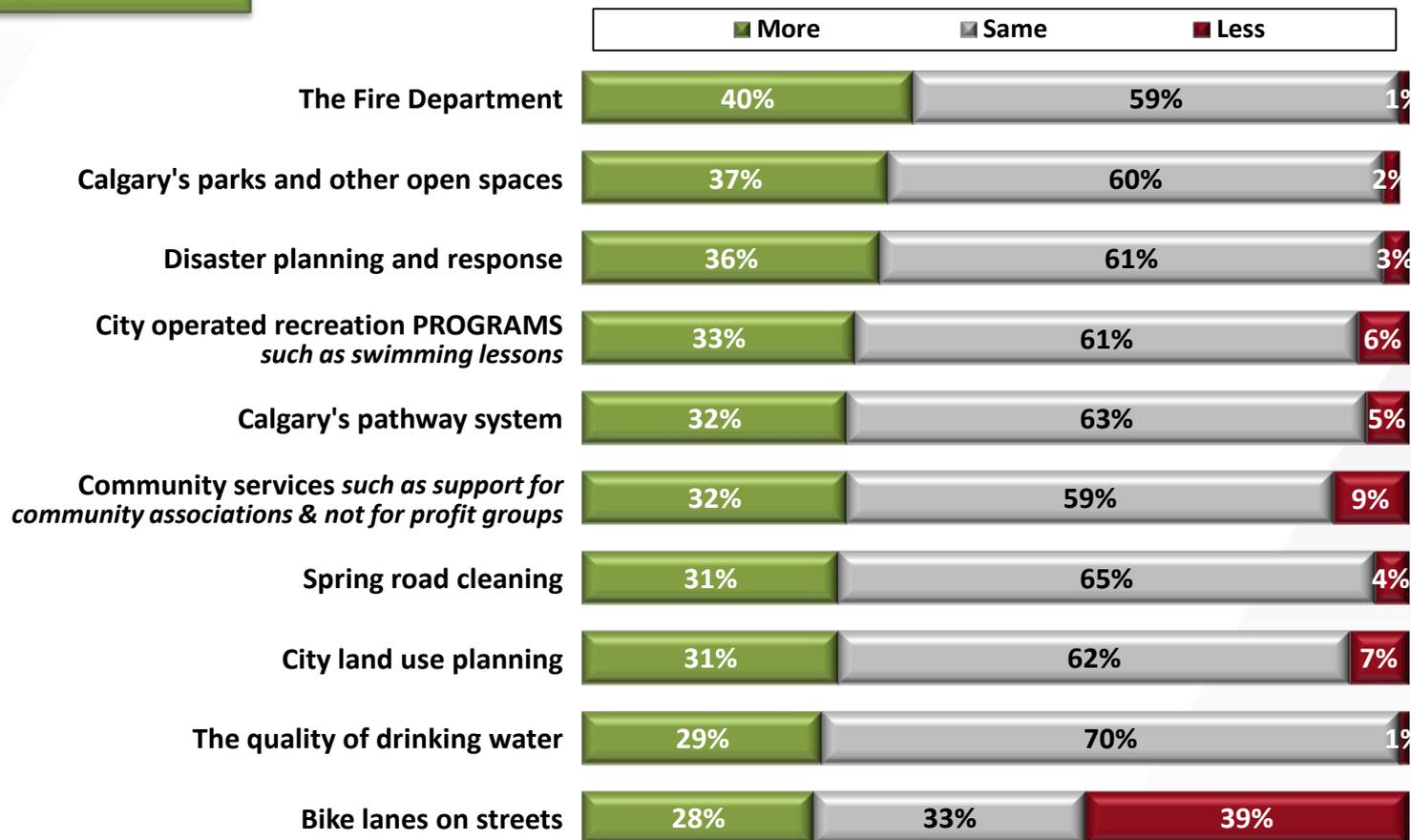


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Investment in City Programs and Services (continued)

New question in 2014

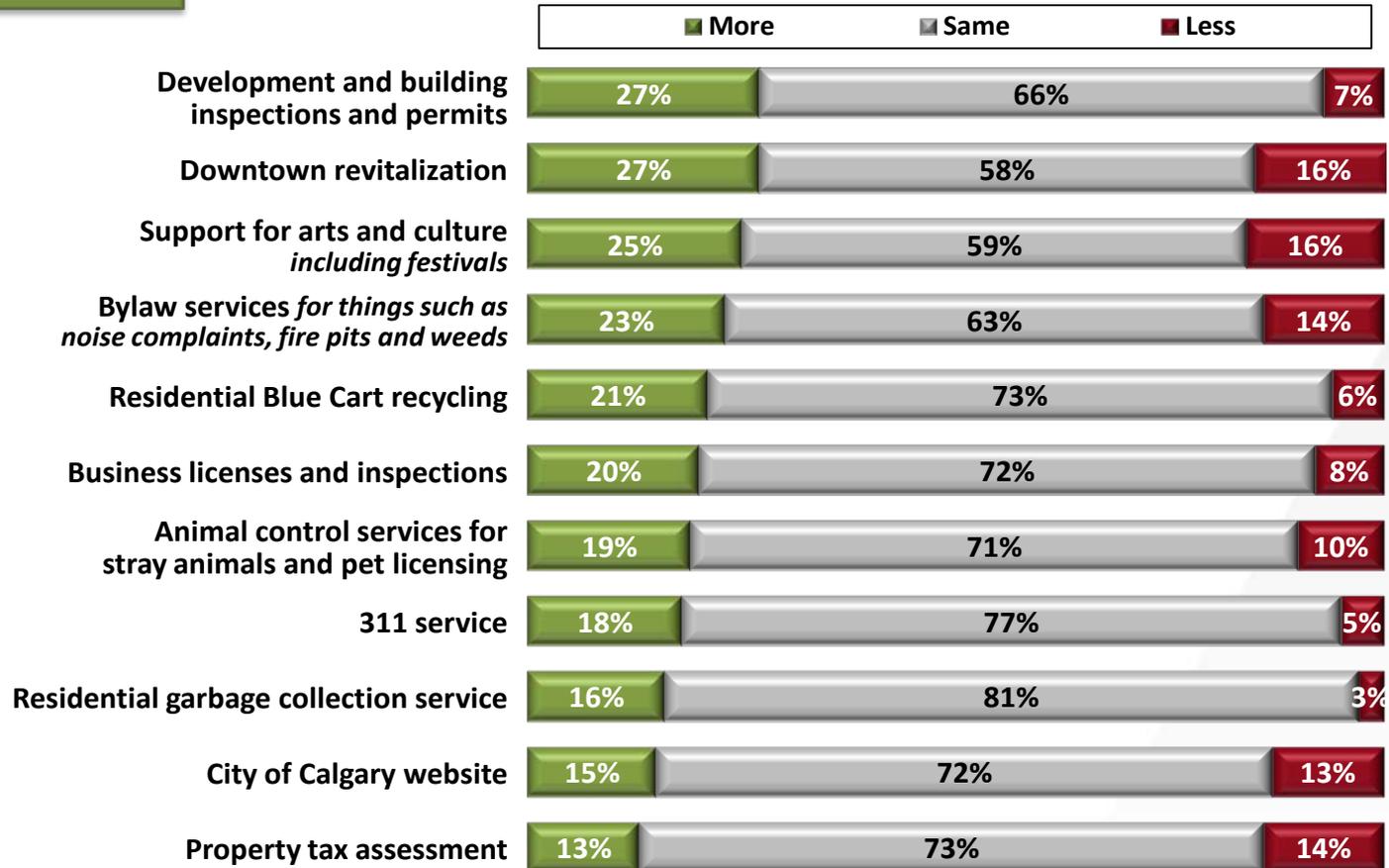


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)

Investment in City Programs and Services (continued)

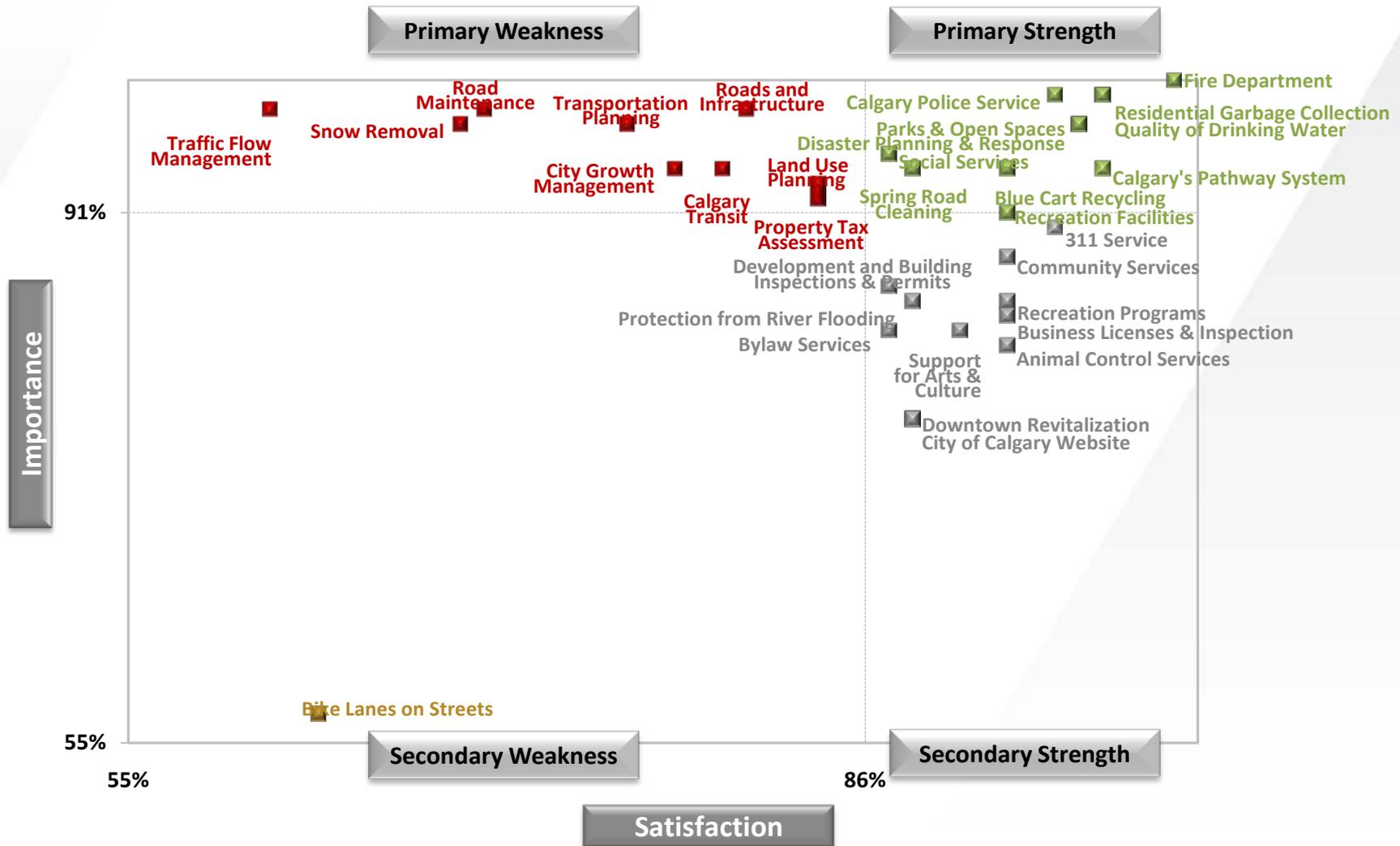
New question in 2014



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)

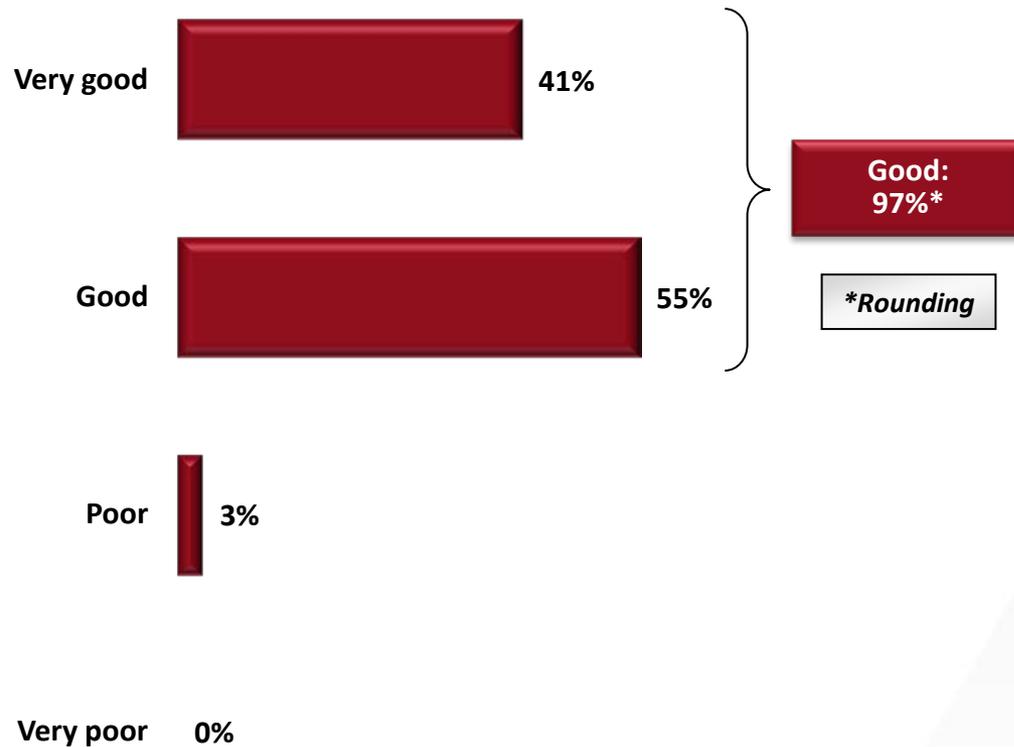
Importance vs. Satisfaction Grid





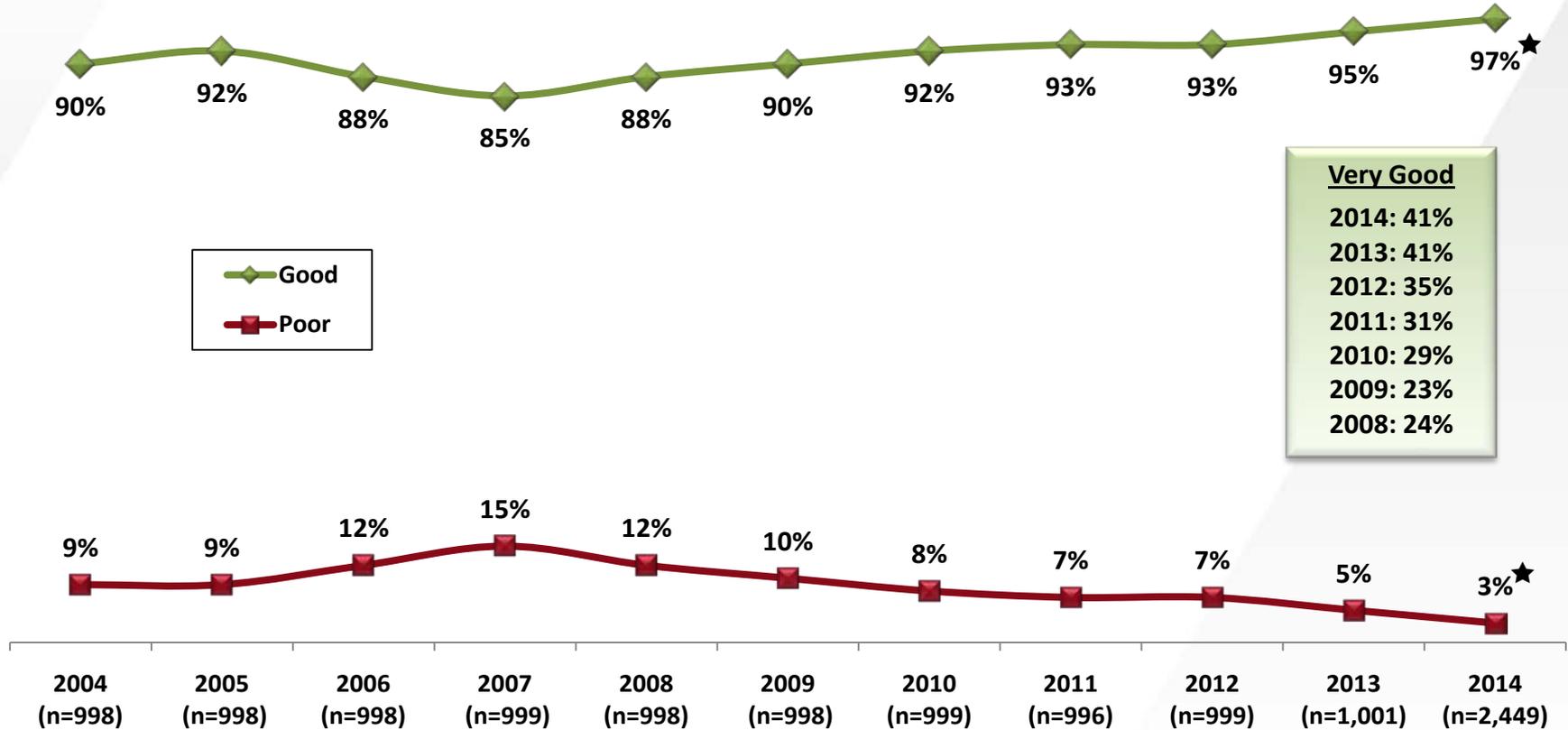
Environmental Performance

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 (n=2,449)

Tracking Perceptions About Overall State of Calgary's Environment

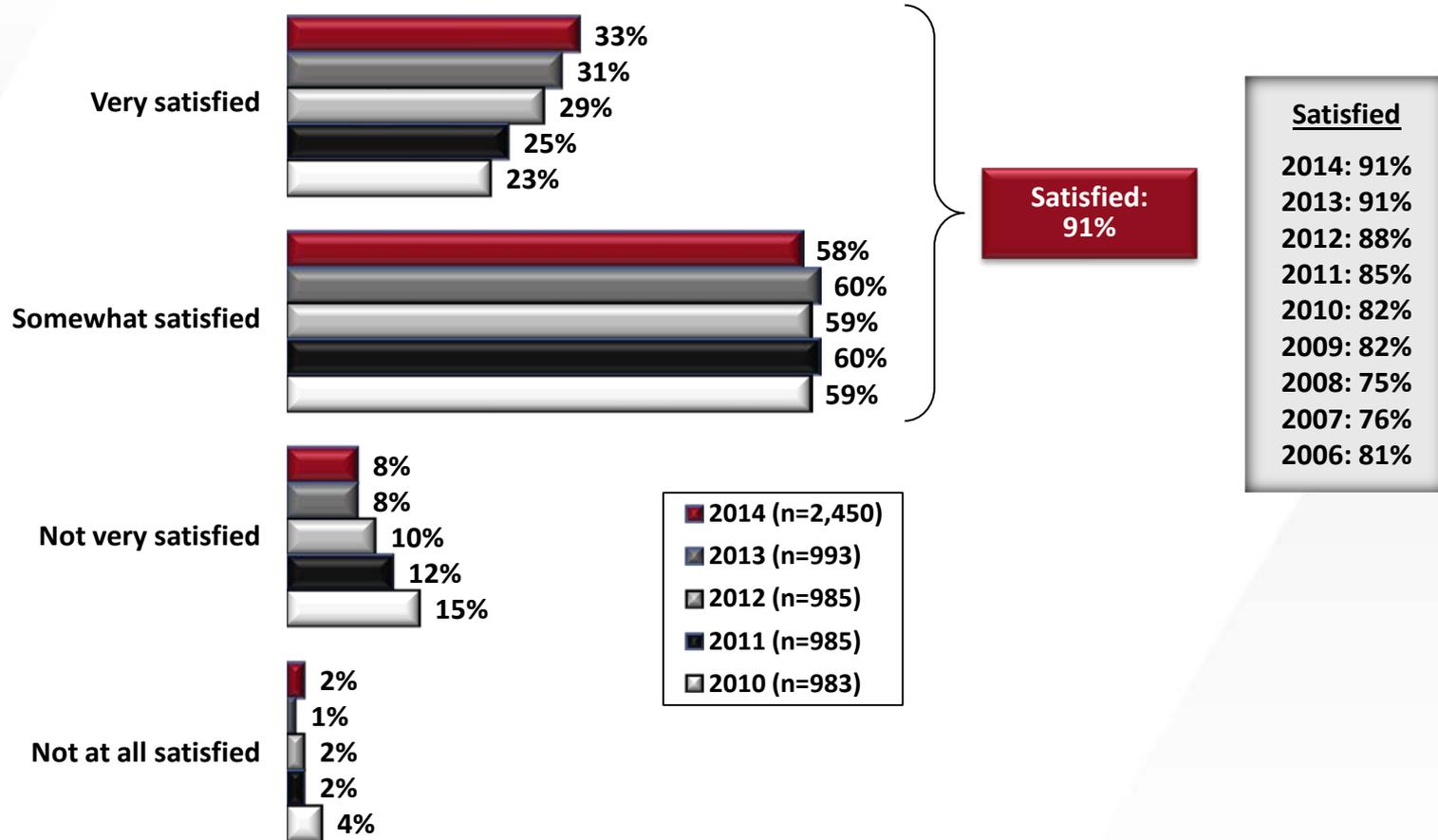


Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?

Base: Valid respondents

★ Denotes statistically significant change from 2013 to 2014

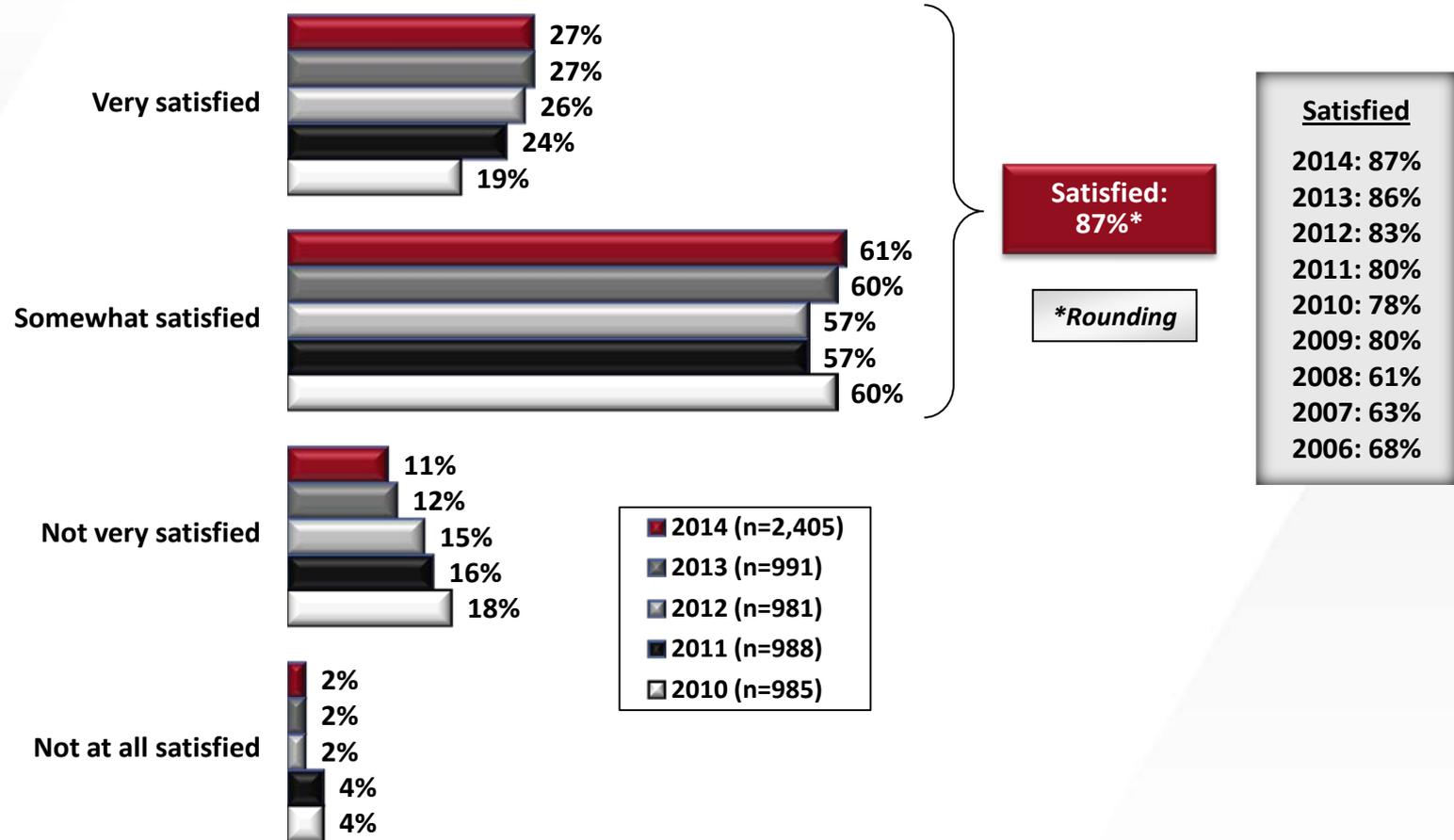
Satisfaction with The City's Environmental Performance



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

Base: Valid respondents

Satisfaction with The City's Environmental Programs and Services



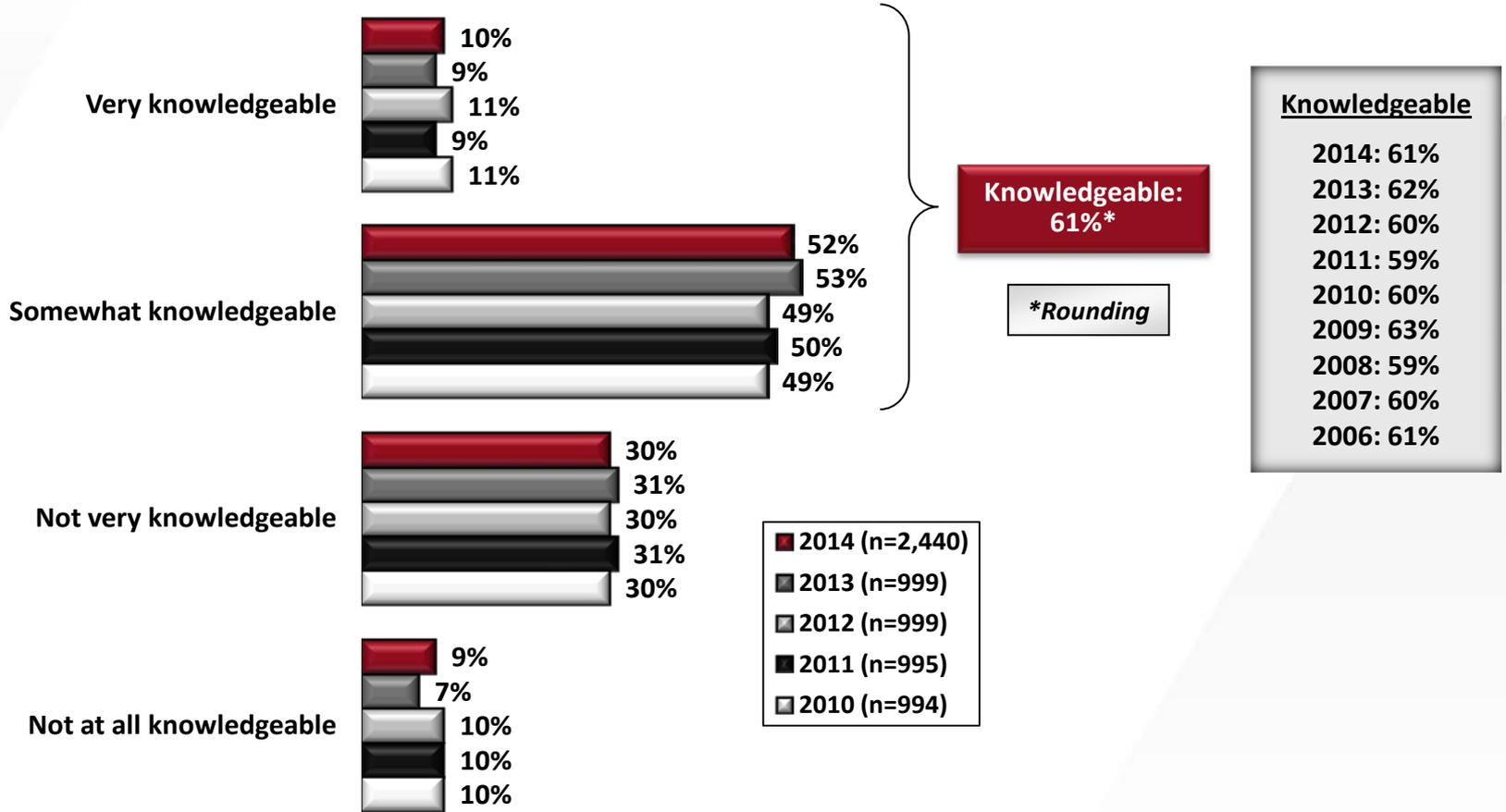
How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?

Base: Valid respondents



Taxation

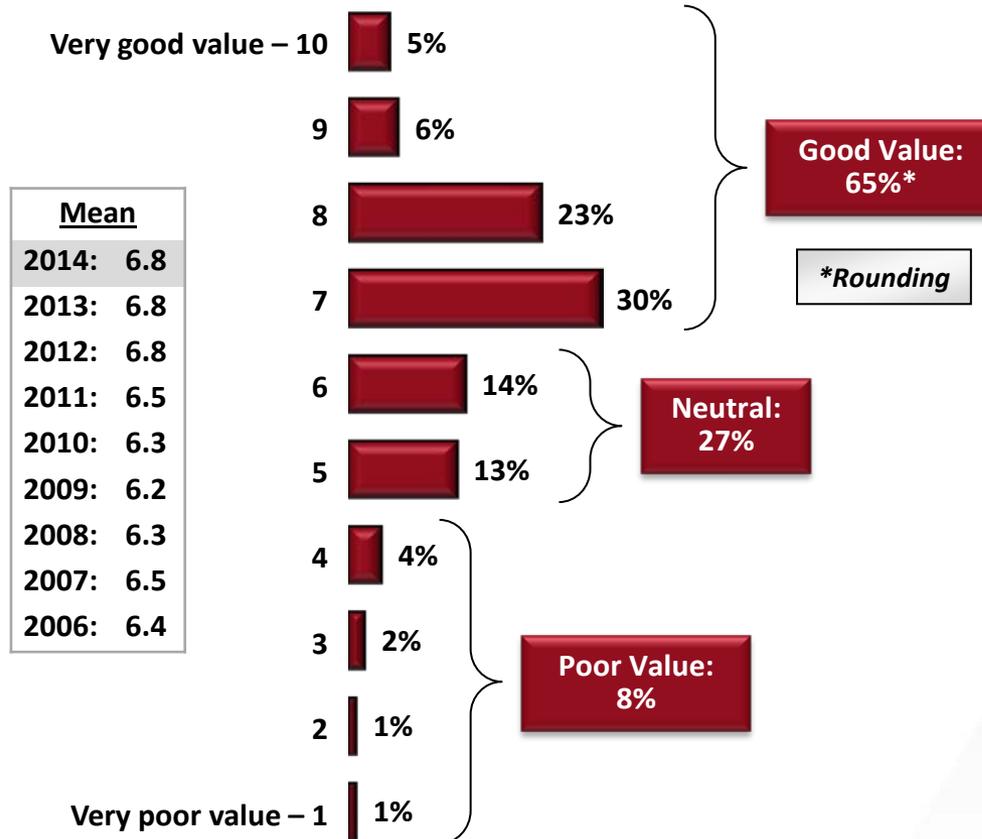
Knowledge Levels of Tax Dollar Spending



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

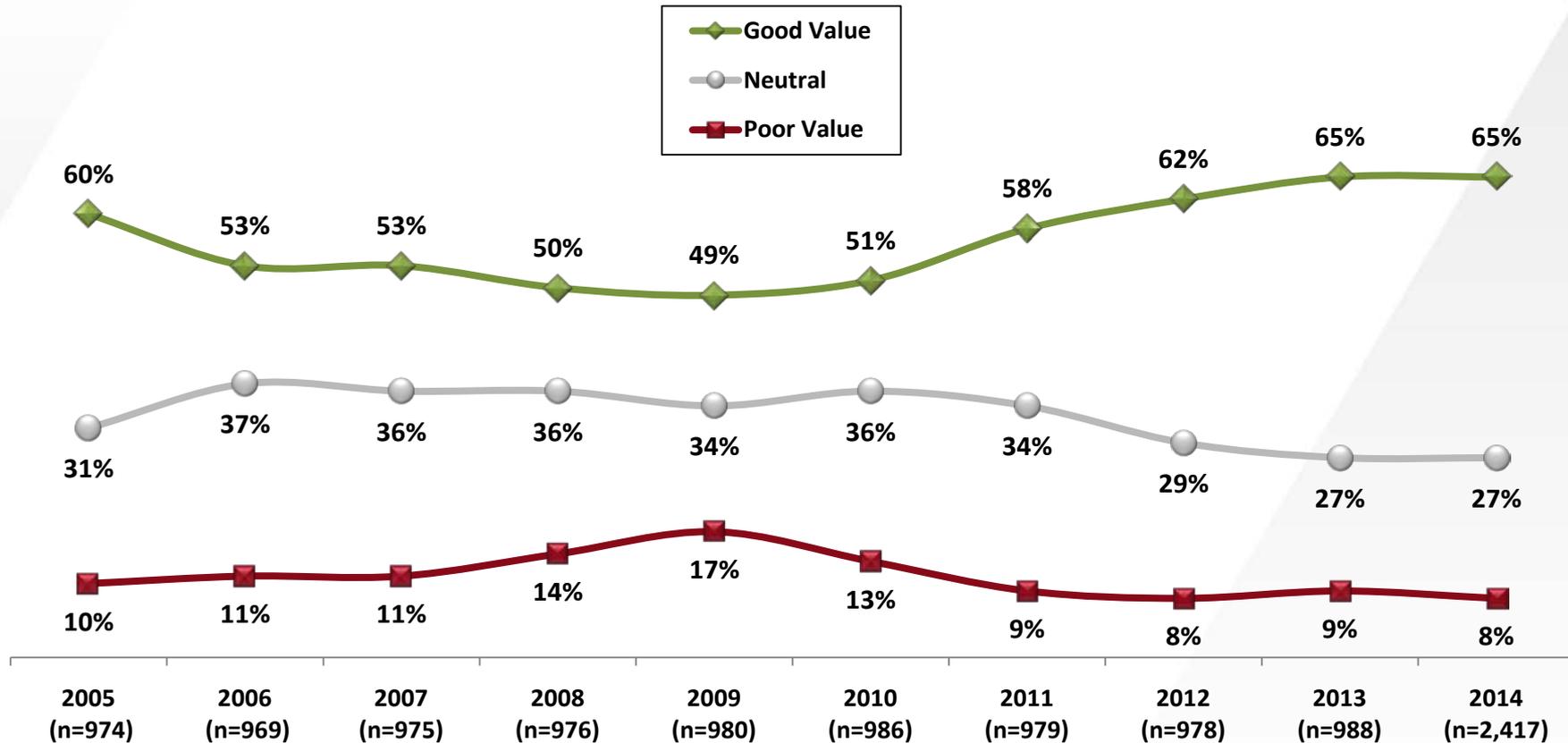
Perceived Value of Property Taxes



Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your 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 (n=2,417)

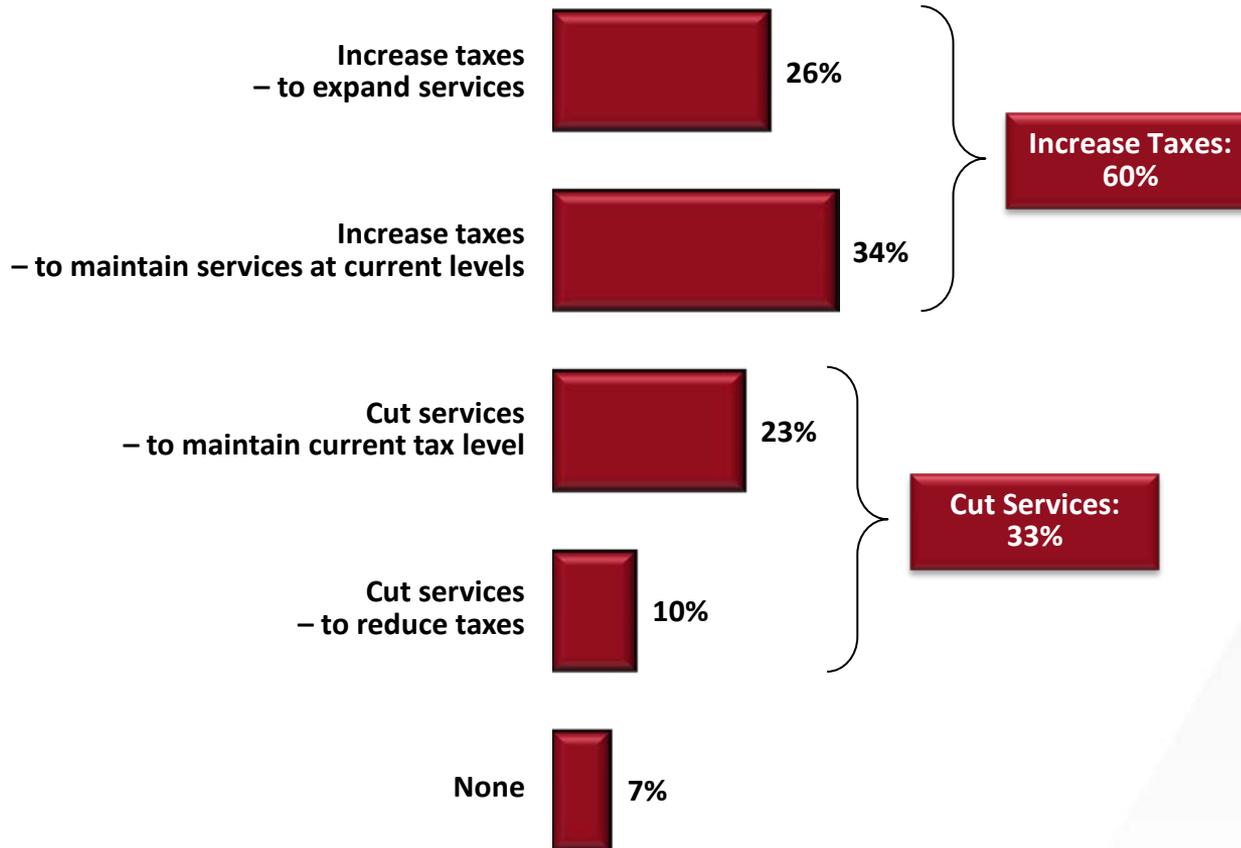
Tracking Perceived Value of Property Taxes



Your property tax dollars are divided between The City and the Province. In Calgary, approximately half of your property tax bill goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your 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

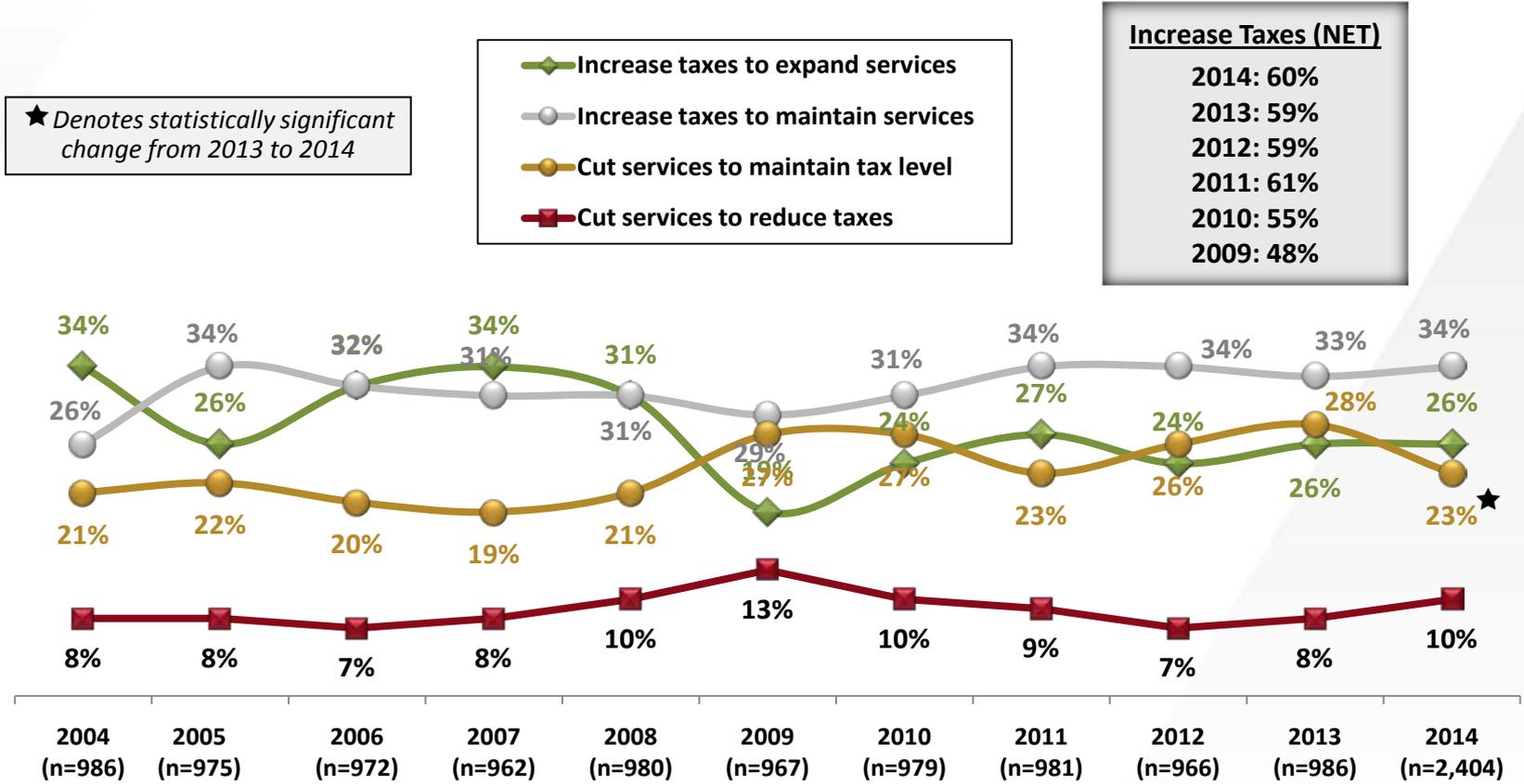
Balancing Taxation and Service Delivery Levels



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

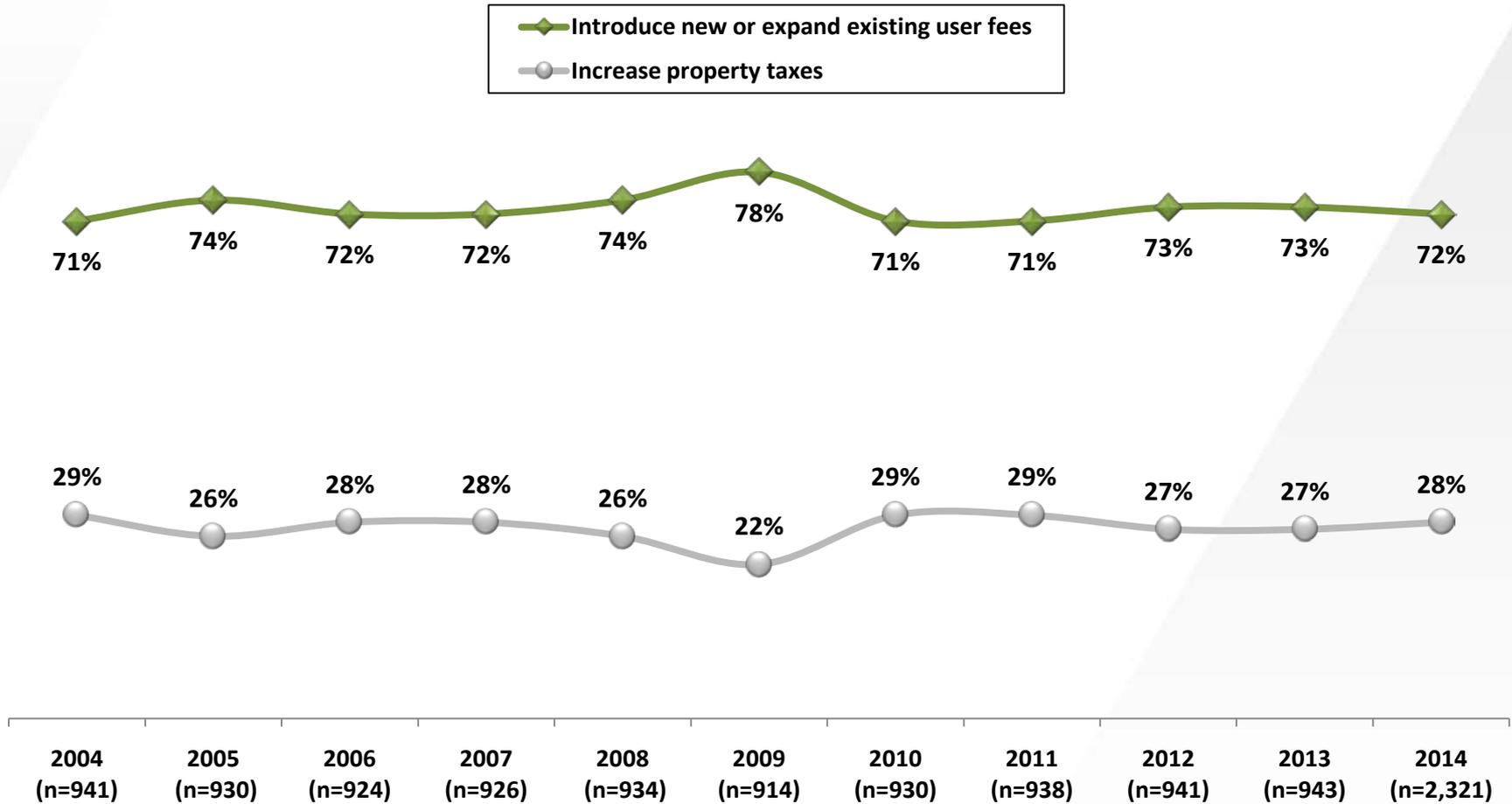
Tracking Balancing Taxation and Service Delivery Levels



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

Options for Increasing City Revenue

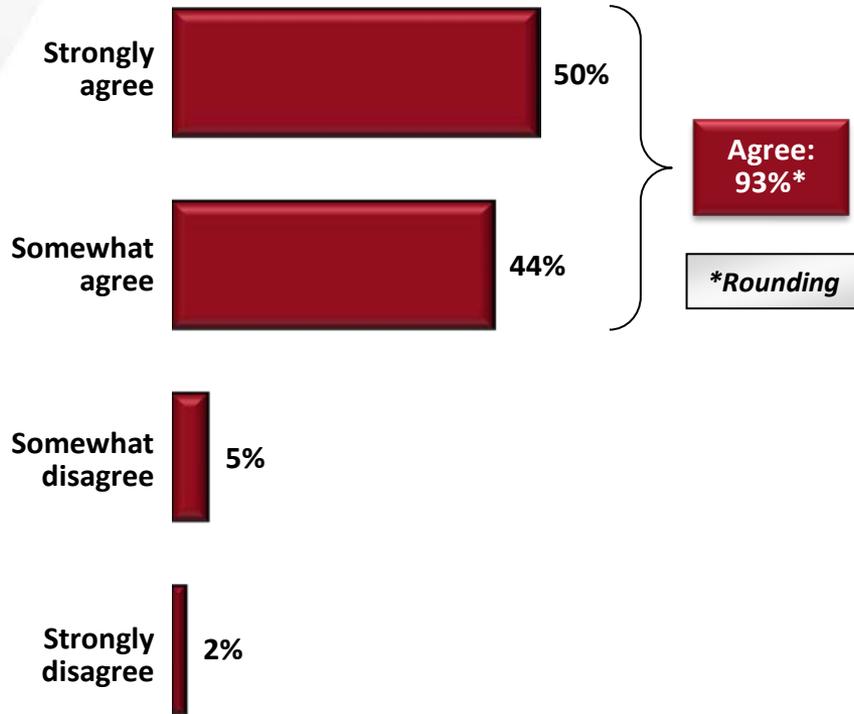


Assuming The City needs to increase the amount of revenue it collects from citizens, would you prefer The City to ...?

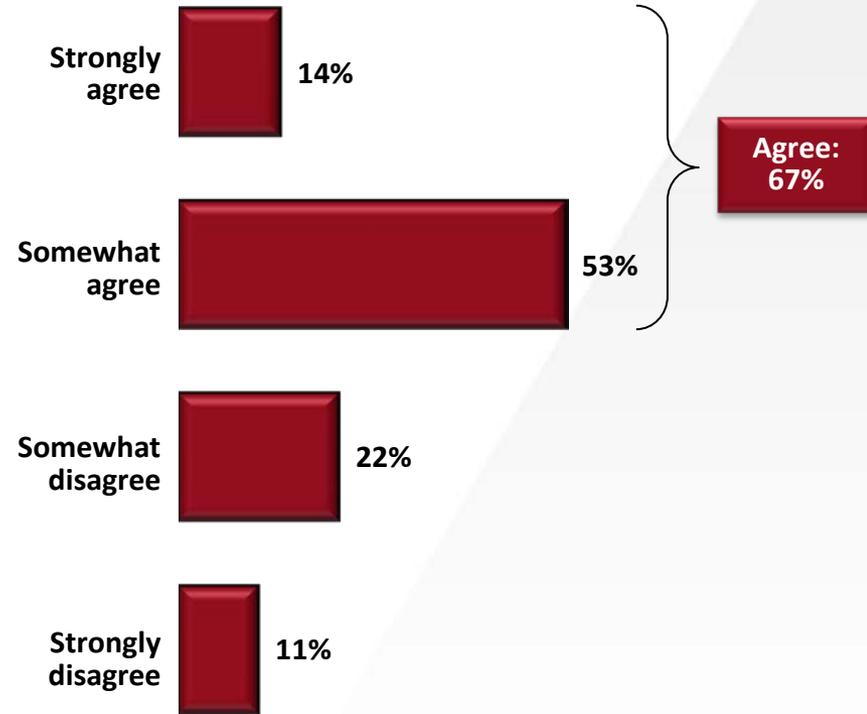
Base: Valid respondents

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



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

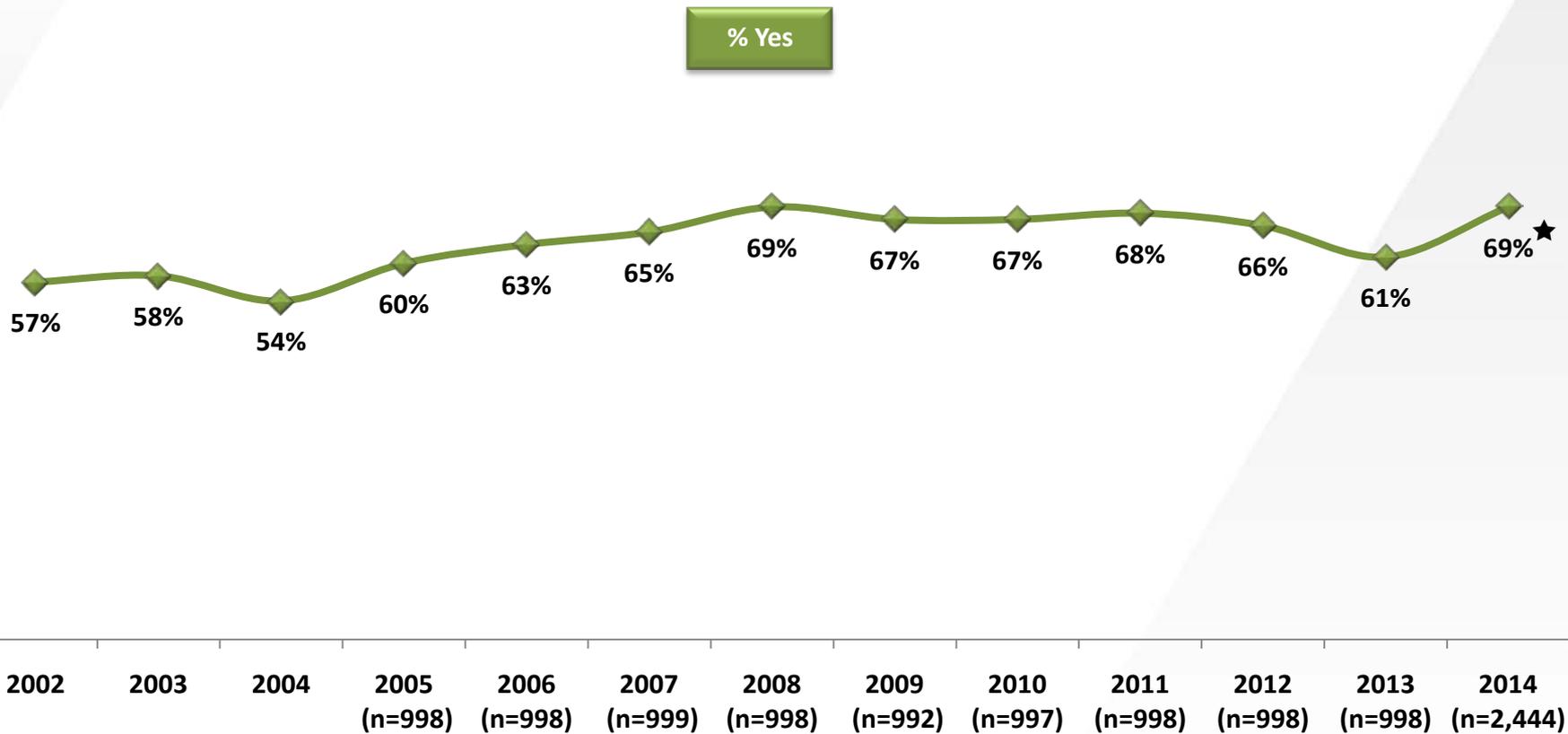
Base: Valid respondents (Bases vary)

**New questions
in 2014**



Contact with The City

Past 12 Months Contact with The City of Calgary

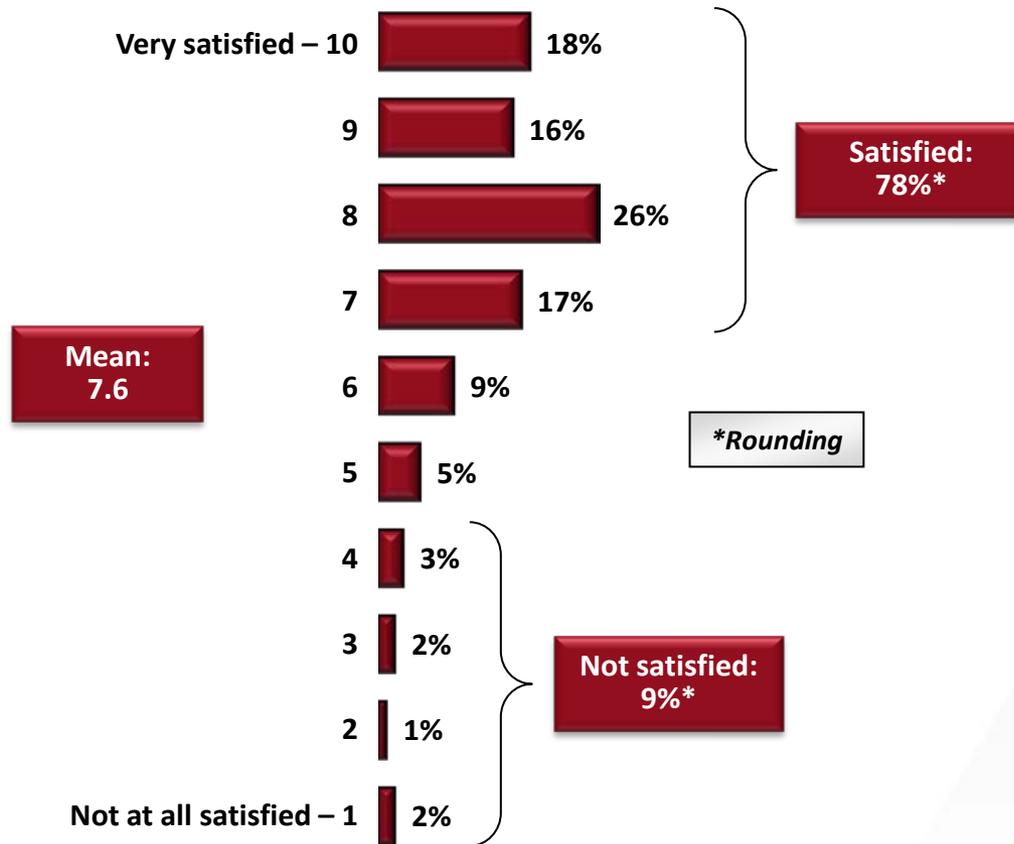


Have you contacted or dealt with The City of Calgary or one of its employees in the last twelve months?

Base: Valid respondents

★ Denotes statistically significant change from 2013 to 2014

Satisfaction with the Overall Level and Quality of Customer Service

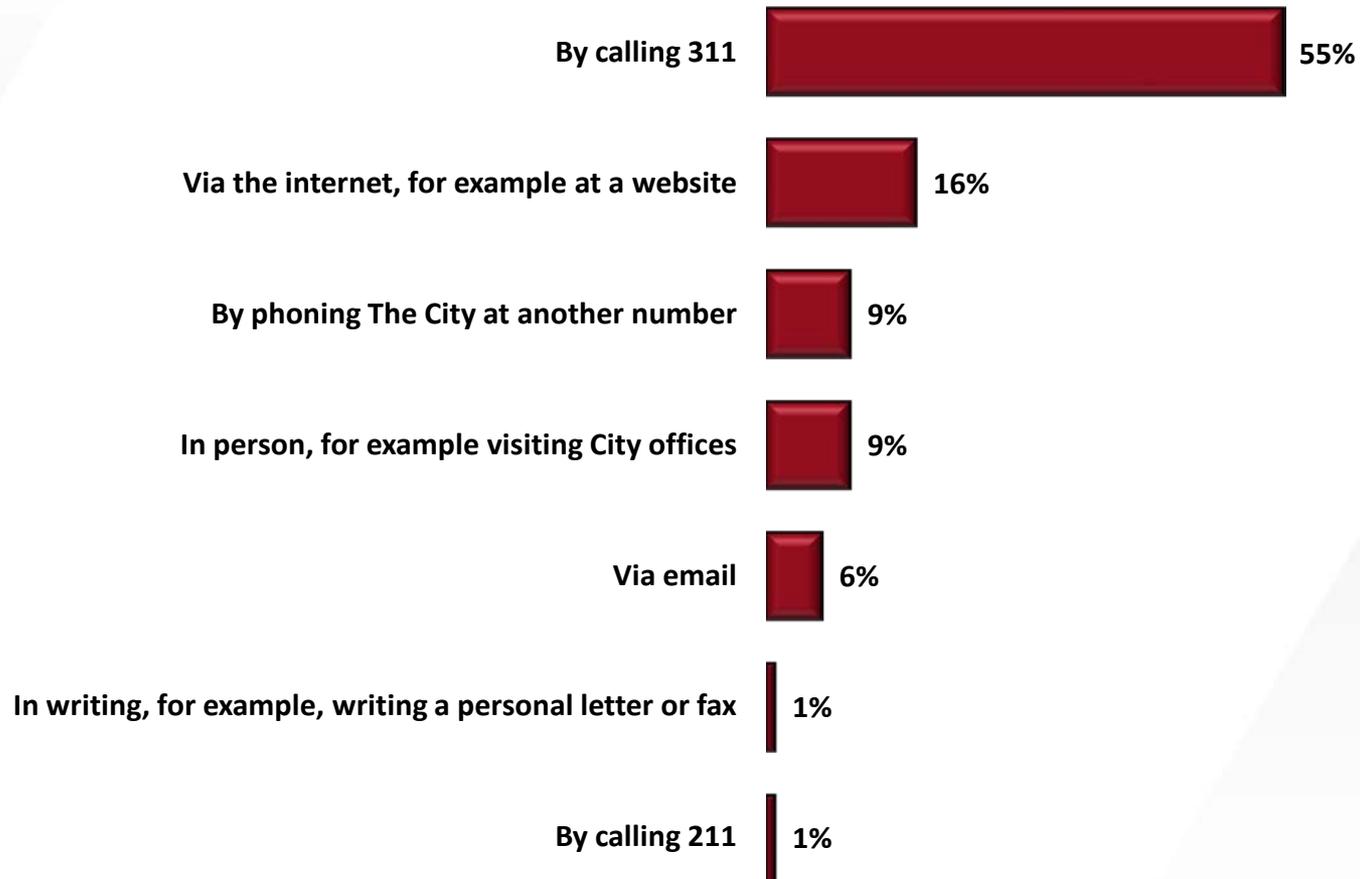


On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the past 12 months (n=1,707)

New question
in 2014

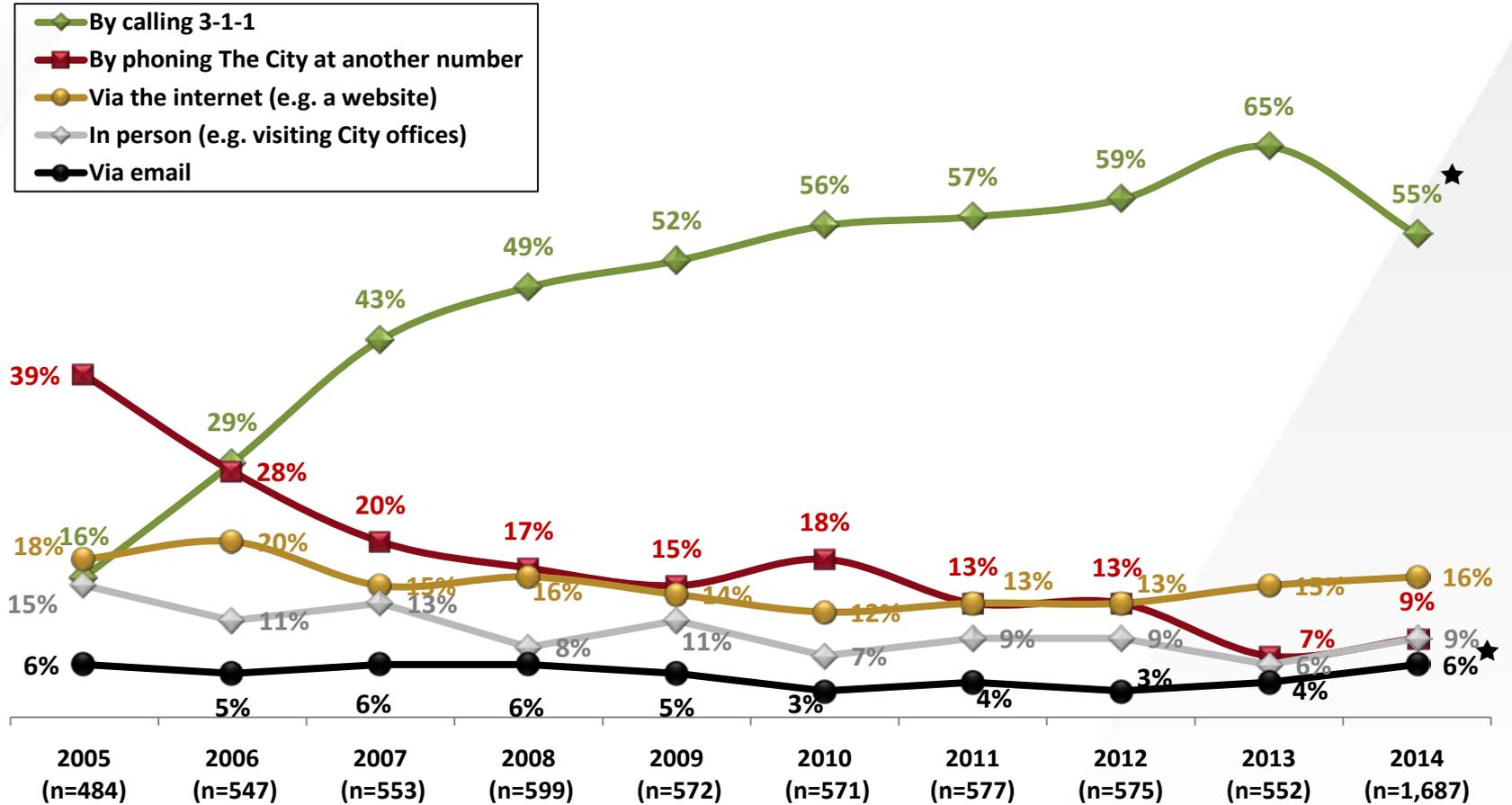
Type of Citizen-Initiated Contact



When you contacted The City was it... ?

Base: Valid respondents who initiated contact (n=1,687)

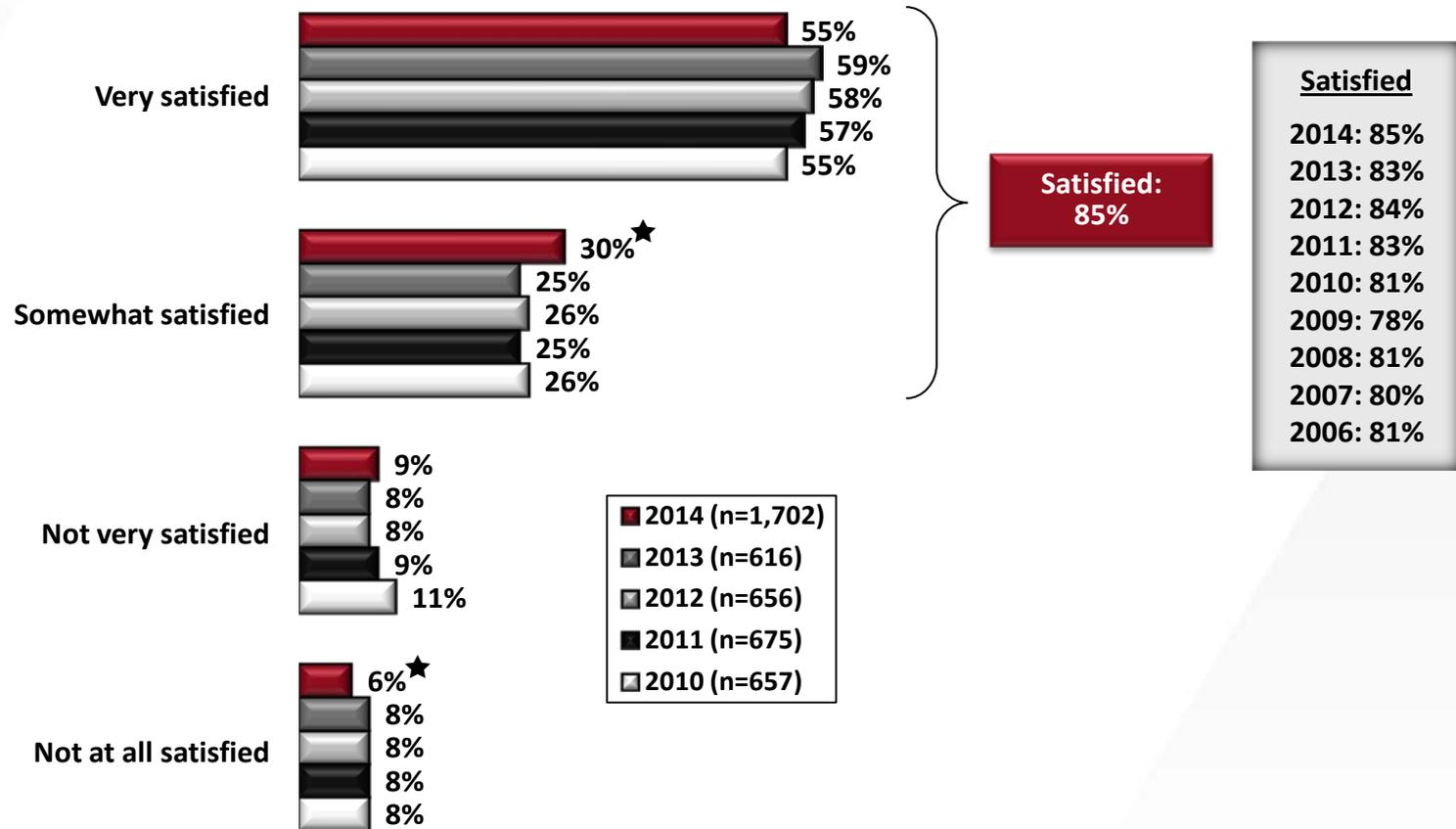
Tracking Type of Citizen-Initiated Contact



When you contacted The City was it... ?
 Base: Valid respondents who initiated contact

★ Denotes statistically significant change from 2013 to 2014

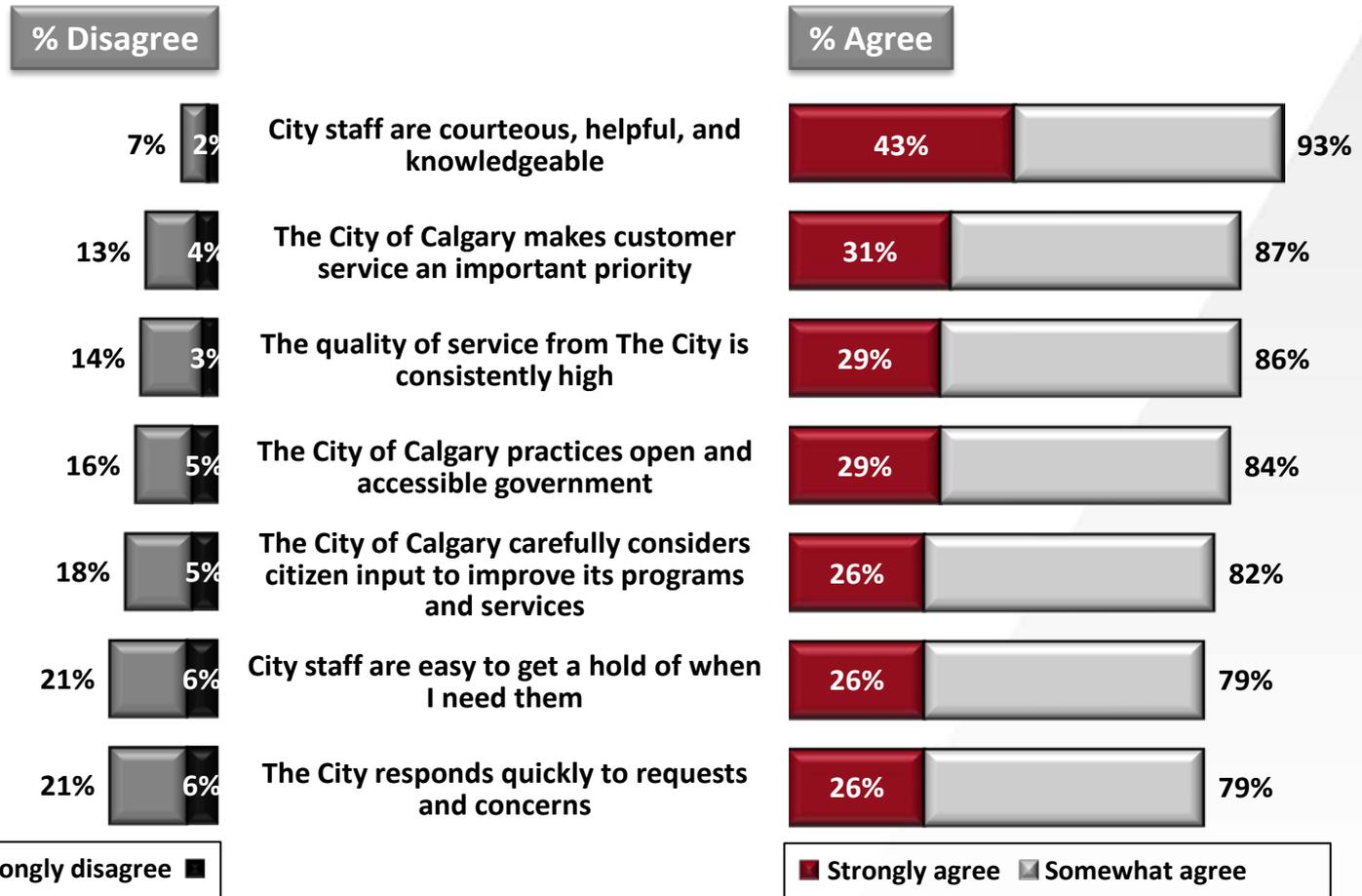
Satisfaction with Most Recent City Contact



How satisfied were you with your most recent contact with The City?
 Base: Valid respondents who contacted or dealt with The City of Calgary in the past 12 months

★ Denotes statistically significant change from 2013 to 2014

Attitudes Regarding City Service Delivery and Transparency



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)

Tracking Attitudes Regarding City Service Delivery and Transparency



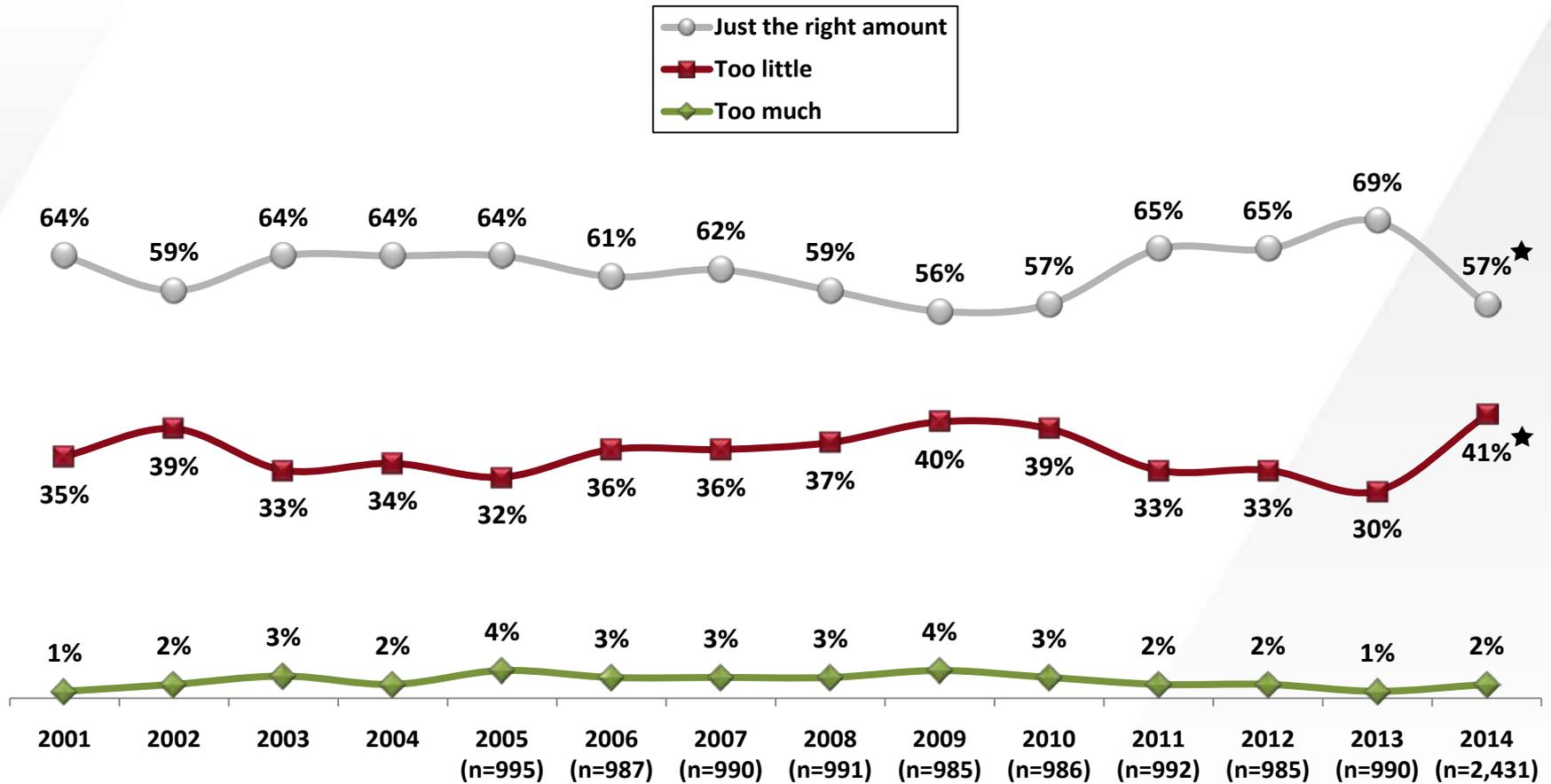
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents (Bases vary)



City Communications

The Extent of Information Received

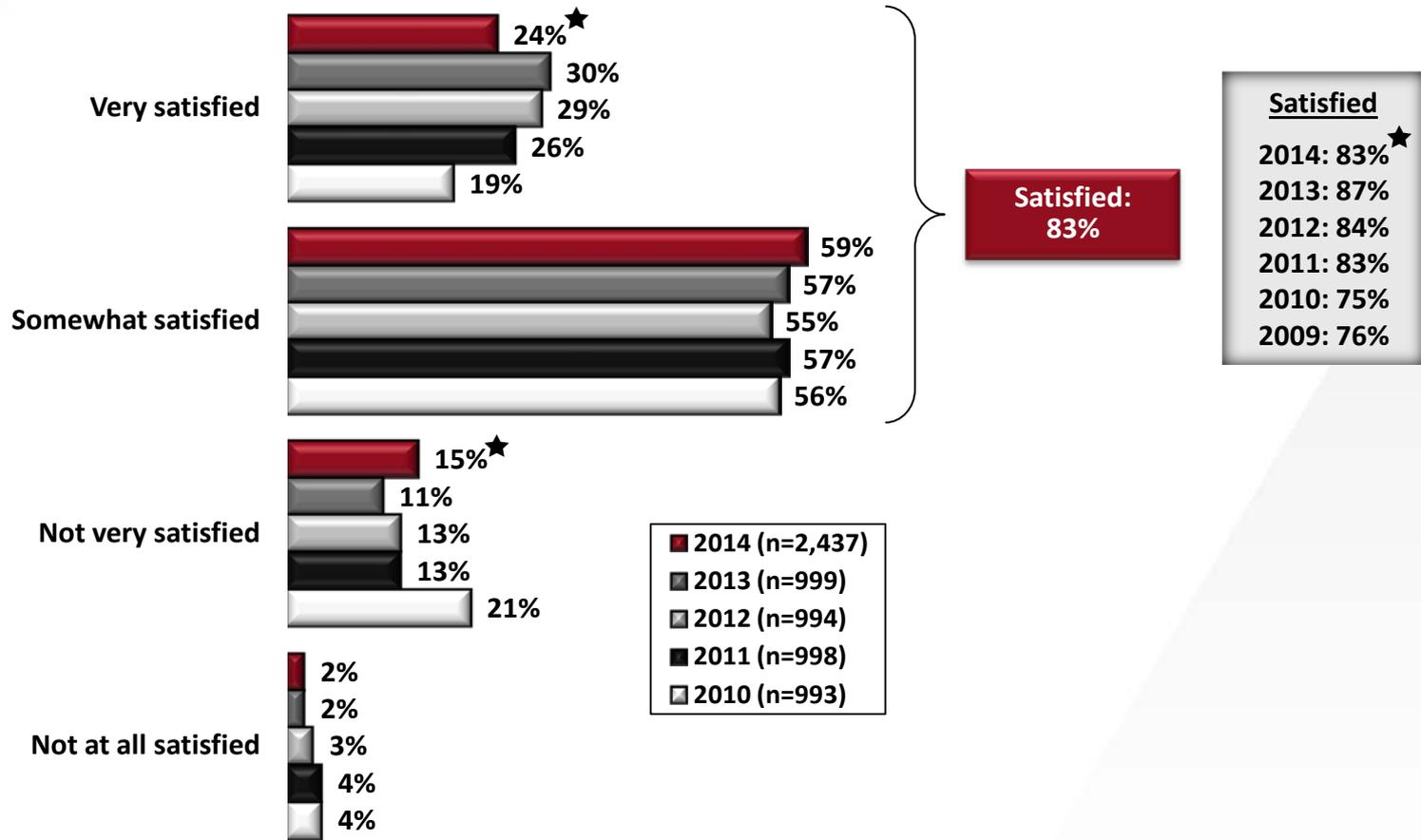


In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?

Base: Valid respondents

★ Denotes statistically significant change from 2013 to 2014

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

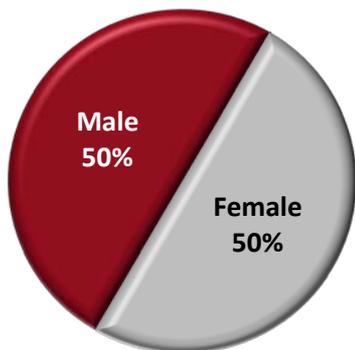
★ Denotes statistically significant change from 2013 to 2014



Demographics

Demographics

Gender



Age

Age Group	Percentage
18 to 24	15%
25 to 34	19%
35 to 44	19%
45 to 54	20%
55 to 64	14%
65 or more	13%
<i>Mean</i>	<i>44 years</i>

Education

Education Level	Percentage
Completed high school or less	18%
Some post secondary or college diploma	38%
Completed university degree or post-grad degree	44%

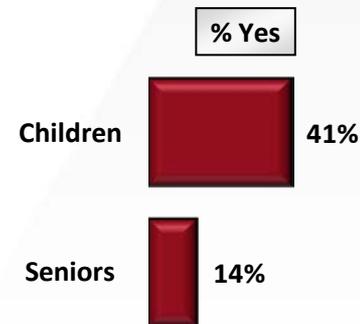
Income

Income Bracket	Percentage
Less than \$30,000	6%
\$30,000 to <\$45,000	7%
\$45,000 to <\$60,000	10%
\$60,000 to <\$75,000	8%
\$75,000 to <\$90,000	7%
\$90,000 to <\$105,000	11%
\$105,000 to <\$120,000	10%
\$120,000 to <\$150,000	15%
\$150,000 or more	26%

Number of People In Household

Number of People	Percentage
1	13%
2	27%
3	20%
4	26%
5	8%
6 or more	5%

Children and Seniors in Household

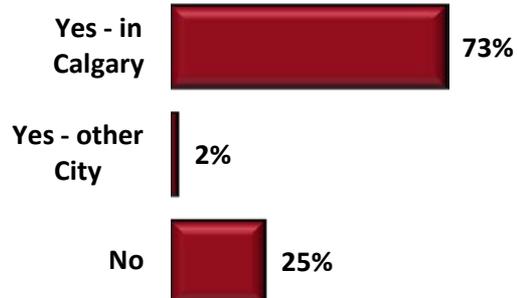


Demographics

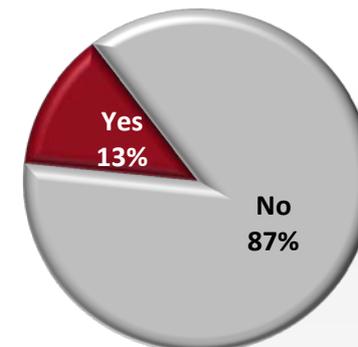
Tenure in Calgary

Less than 5 years	7%
5 to less than 10 years	12%
10 to less than 15 years	12%
15 to less than 20 years	13%
20 to less than 30 years	19%
30 to less than 40 years	16%
40 or more	20%
<i>Mean</i>	<i>25 years</i>

Voted in Last Municipal Election



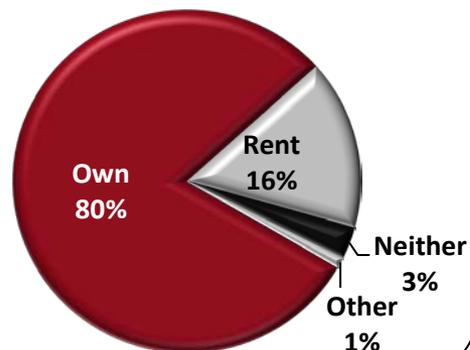
Disability



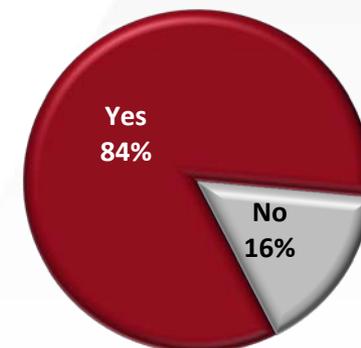
Type of Home

Apartment	4%
Townhouse	7%
Condominium	6%
Single-detached house	71%
Duplex-attached house	7%
Another type of multi-dwelling unit	4%

Own or Rent

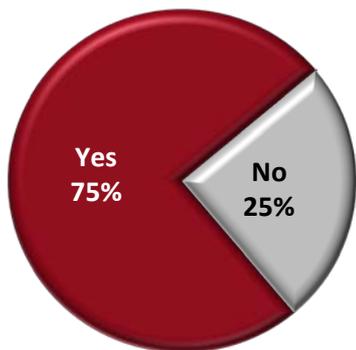


Responsible for Property Taxes

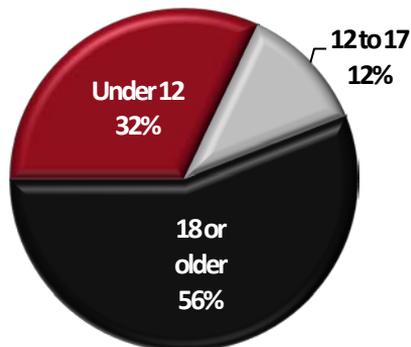


Demographics

Born in Canada



Age Left Country of Birth

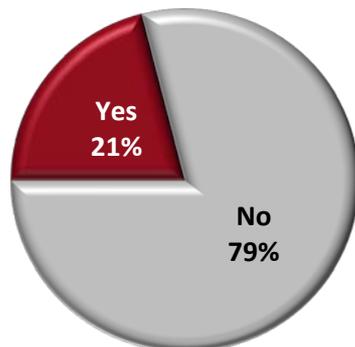


Base: Not born in Canada

Ethnic Background

Caucasian/ white	22%
British	21%
Canadian/ French Canadian	20%
Western European	12%
Southern or Eastern European	9%
East or Southeast Asian	8%
South Asian	7%
Central/ South American or Caribbean	3%
West Asian or Middle Eastern	2%
African	1%
Aboriginal/ First Nations/ Metis	1%
Other	1%

Visible Minority



Contact

Jamie Duncan

Vice President

Ipsos Reid Public Affairs

587.952.4863

email: jamie.duncan@ipsos.com

Sheela Das

Director

Ipsos Reid Public Affairs

587.952.4874

email: sheela.das@ipsos.com