



**Ipsos Reid**



THE CITY OF  
**CALGARY**



## **City of Calgary 2006 Citizen Satisfaction Survey Key Findings**

November 2006

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# Methodology

- ◆ Telephone survey conducted with a randomly selected sample of Calgarians aged 18 years and older.
- ◆ Survey was fielded between September 5<sup>th</sup> and September 24<sup>th</sup>, 2006.
- ◆ Sample size: 1000, margin of error  $\pm 3.1\%$ , 19 times out of 20
- ◆ Quadrant quotas were set as follows:
  - Northeast n=200 (MOE  $\pm 6.9\%$ )
  - Northwest n=280 (MOE  $\pm 5.9\%$ )
  - Southeast n=240 (MOE  $\pm 6.3\%$ )
  - Southwest n=280 (MOE  $\pm 5.9\%$ )
- ◆ Results are weighted to reflect the relative size of each quadrant and to ensure the age, and gender distribution reflects that of the actual population according to the 2001 Census.



# Methodology (continued)

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



# Key Findings

- ◆ In 2006, The City of Calgary continued to experience significant growth. In July of 2006 The City reached a population of one million citizens.
- ◆ Overall, Citizens continue to express high levels of satisfaction with City services and programs ranging from residential garbage collection to City operated recreation facilities.
- ◆ Citizens highly rate the overall performance of The City of Calgary, with the greatest majority of Calgarians indicating that the overall performance of The City is good or very good.
- ◆ While Infrastructure, Traffic and Roads continue to be top of mind on the Citizens' Issue agenda, Citizens maintained a positive outlook on the overall quality of life in Calgary, with nearly eight out of ten citizens indicating that the quality of life in Calgary was good.



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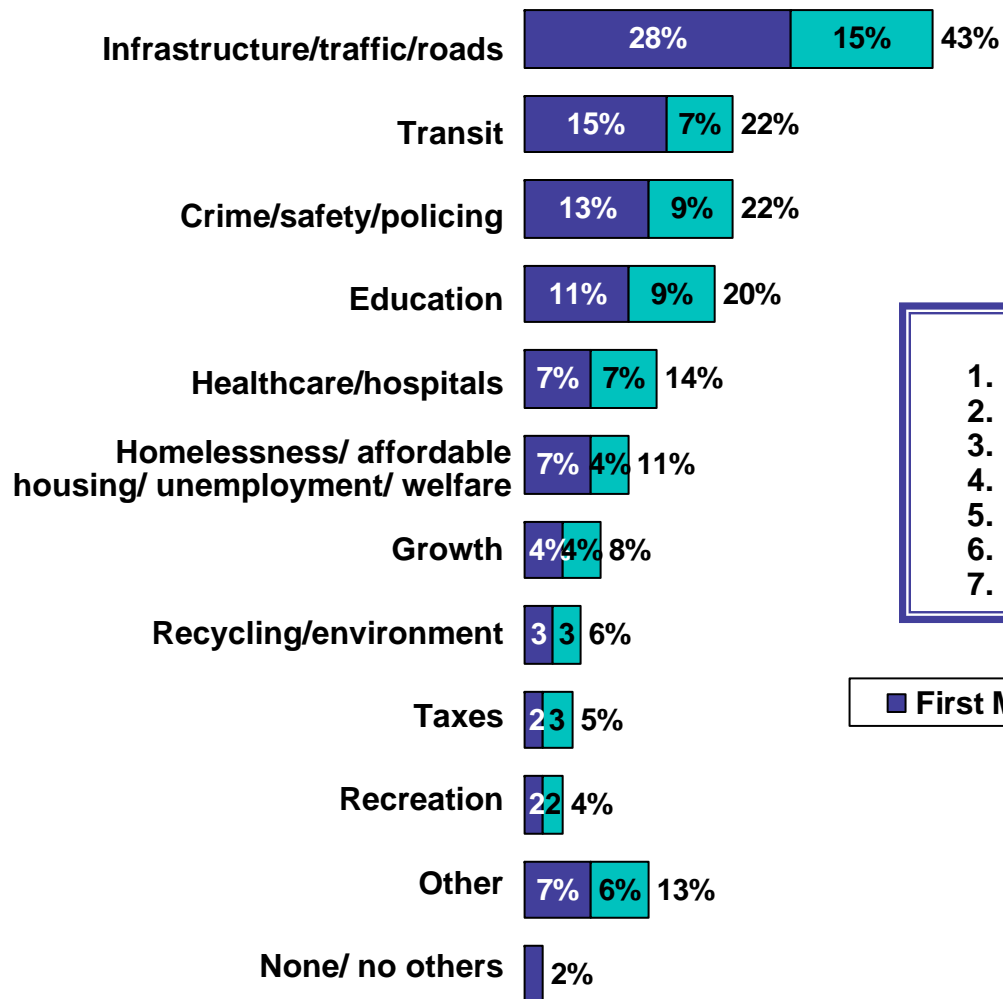


## Detailed Findings



# Issue Agenda

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



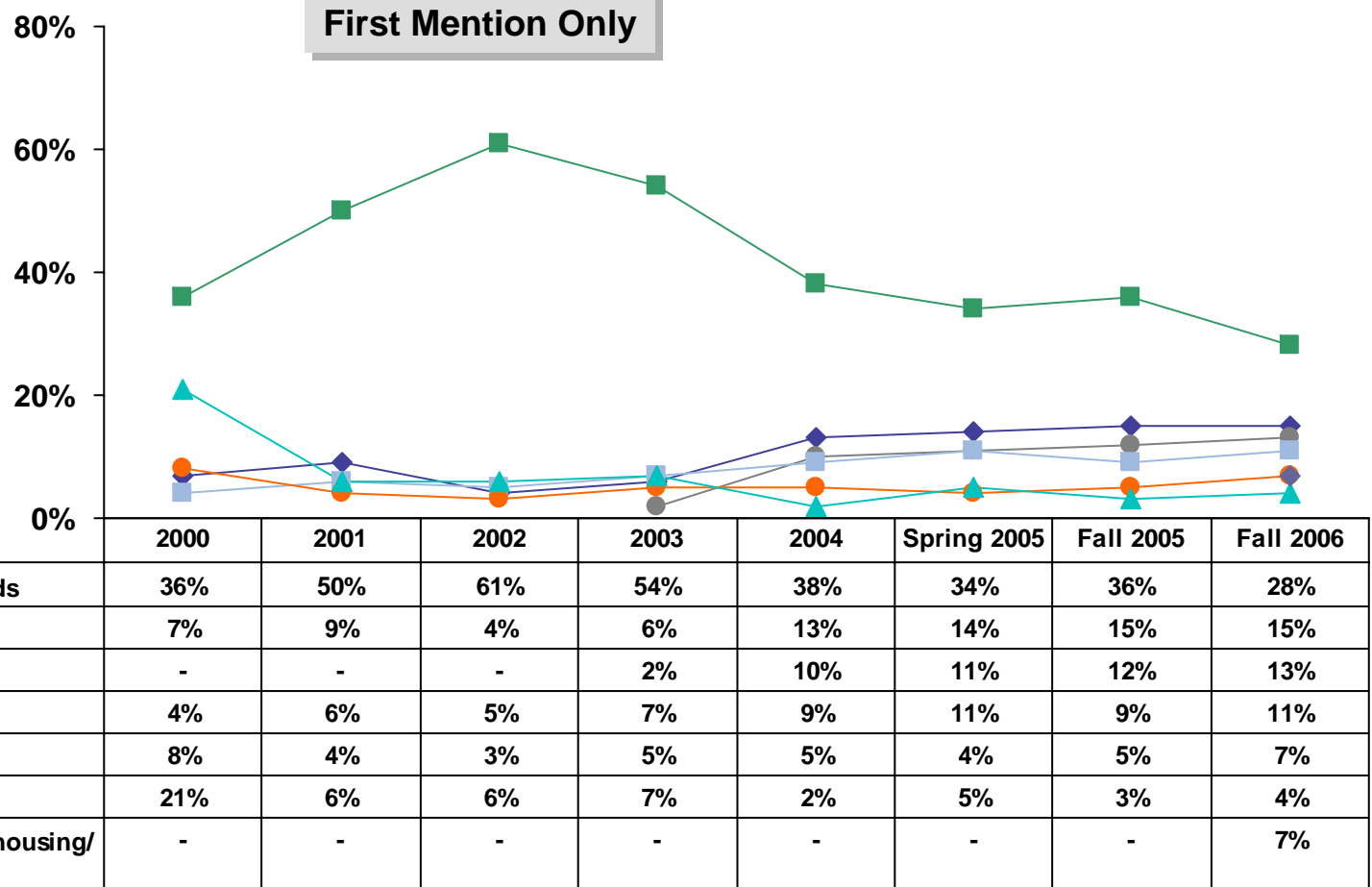
- Norms**
1. Transportation: 29%
  2. Crime: 18%
  3. Growth: 14%
  4. Social: 11%
  5. Education: 10%
  6. Taxation/ Spending: 9%
  7. Environment: 7%

■ First Mention ■ Second Mention



# Tracking Most Important Issues Facing Calgary

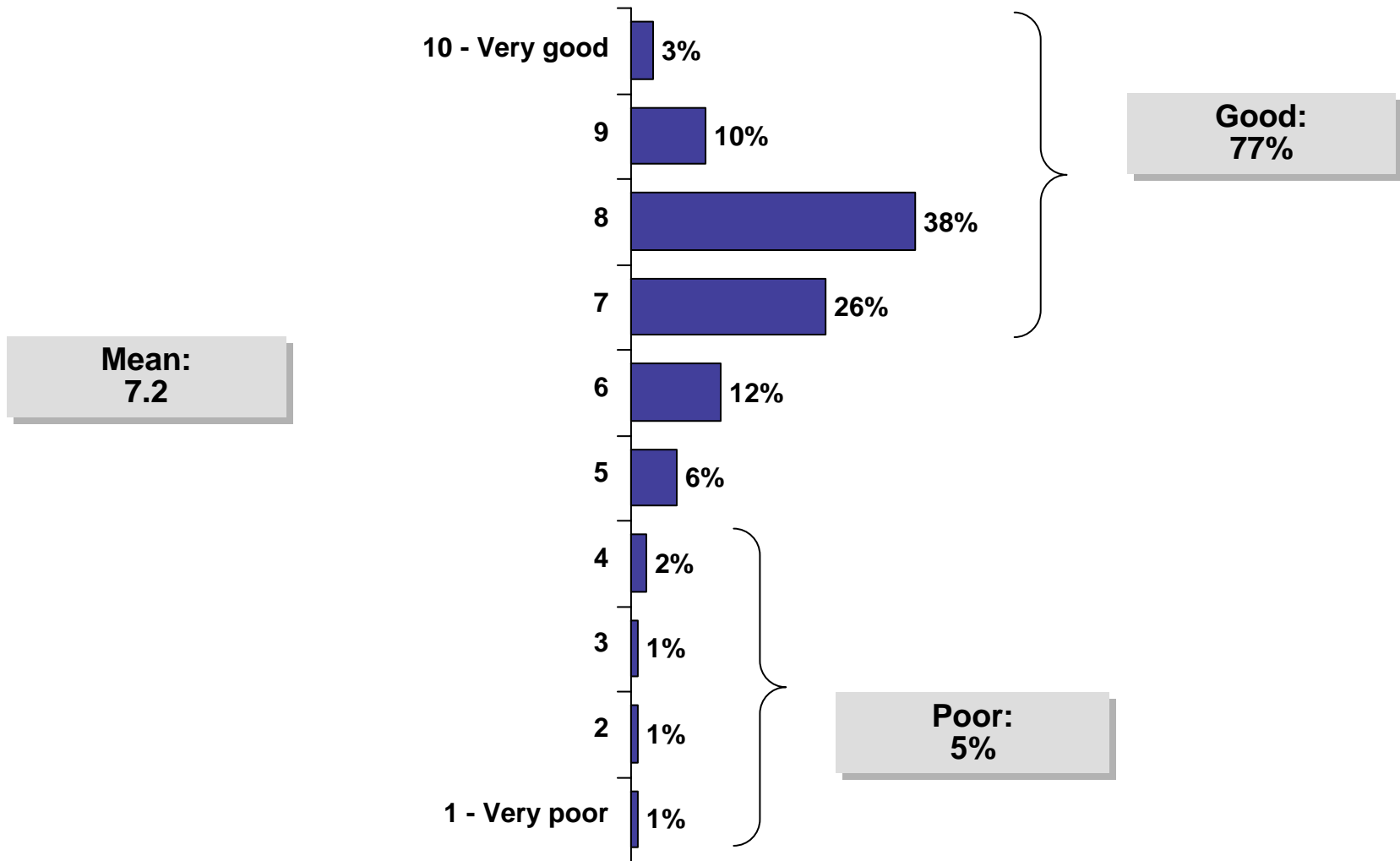
*In your view, as a resident of The City of Calgary, what is the most important issue facing your community, that is the one issue you feel should receive the greatest attention from your local leaders?  
(Previously asked as: What, in your opinion, is the most important issue facing The City of Calgary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





# 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?

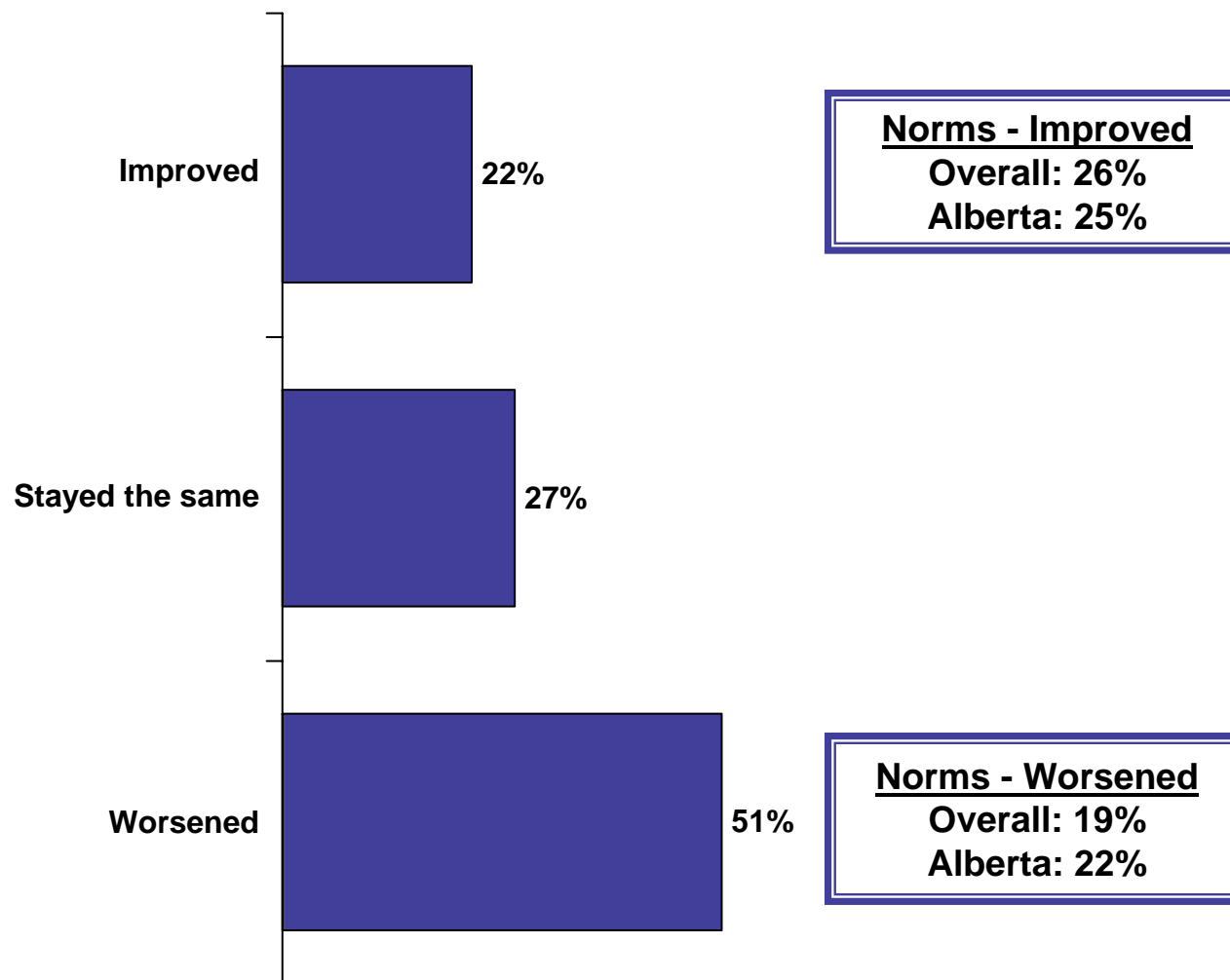






# Quality of Life Changes in Past Three Years

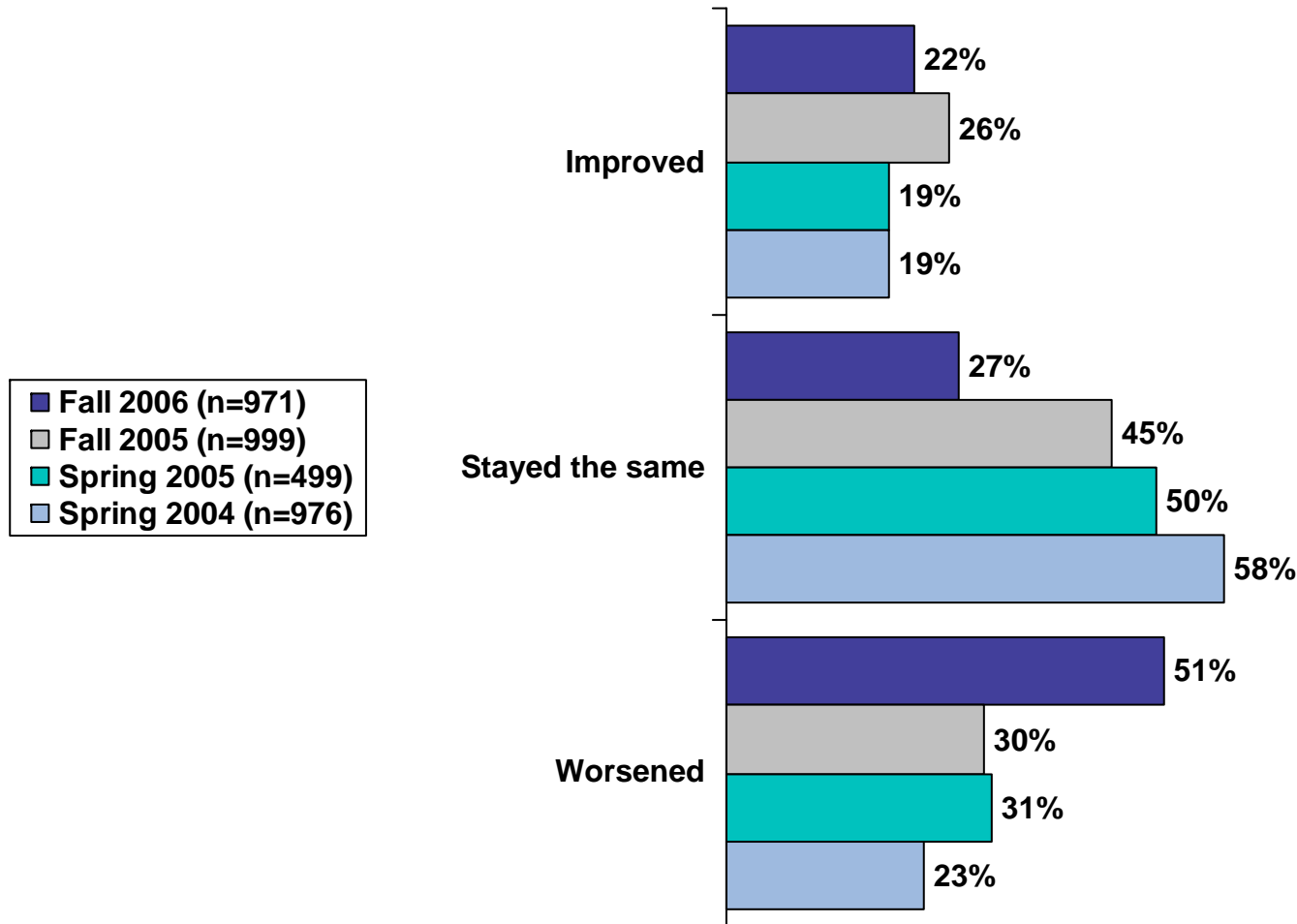
*And, do you feel that the quality of life in The City of Calgary in the past three years has ...?*





# Tracking Quality of Life Changes in Past Three Years

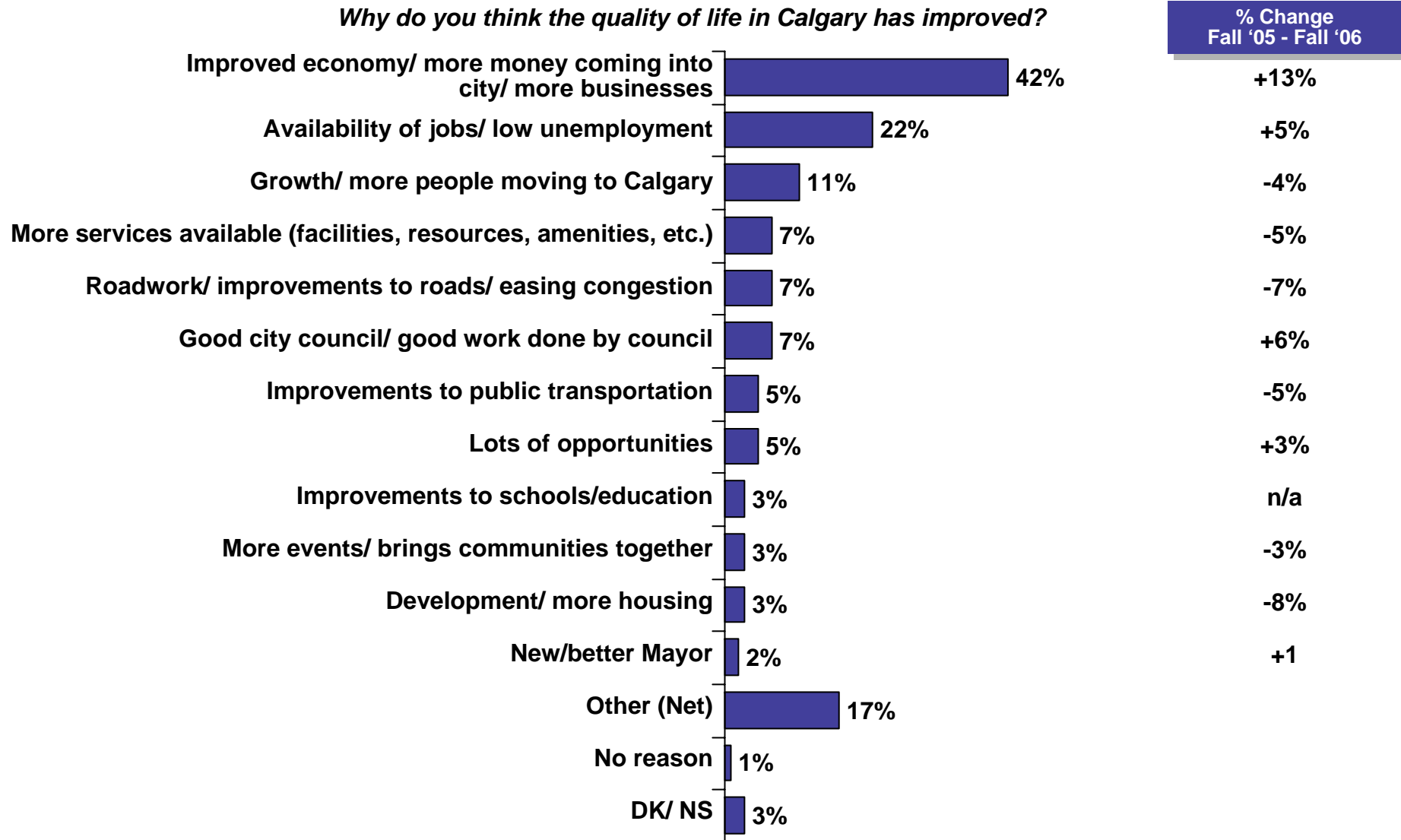
*And, do you feel that the quality of life in The City of Calgary in the past three years has ...?*





# Reasons for Improved Quality of Life

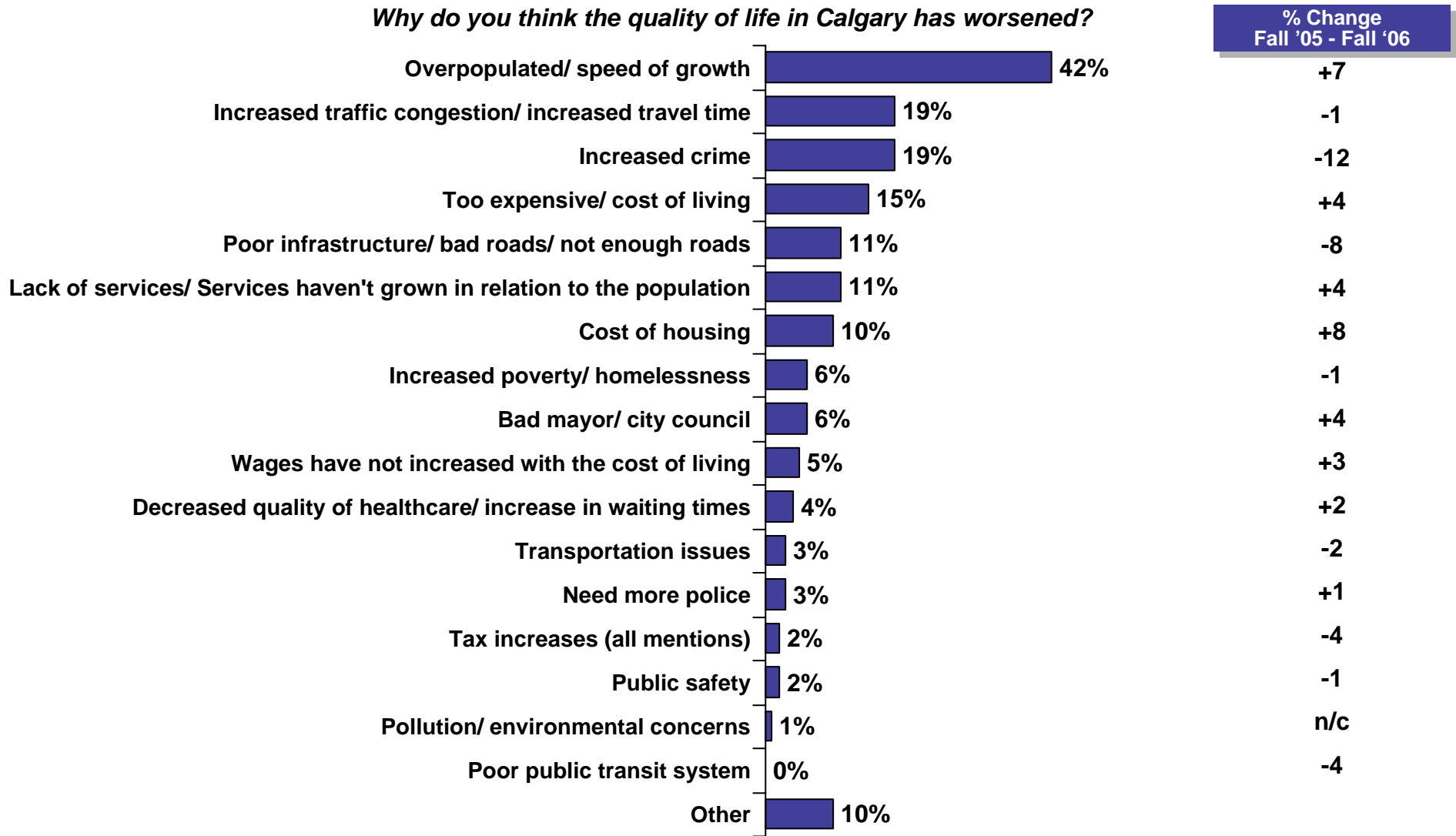
*Why do you think the quality of life in Calgary has improved?*





# Reasons for Deteriorated Quality of Life

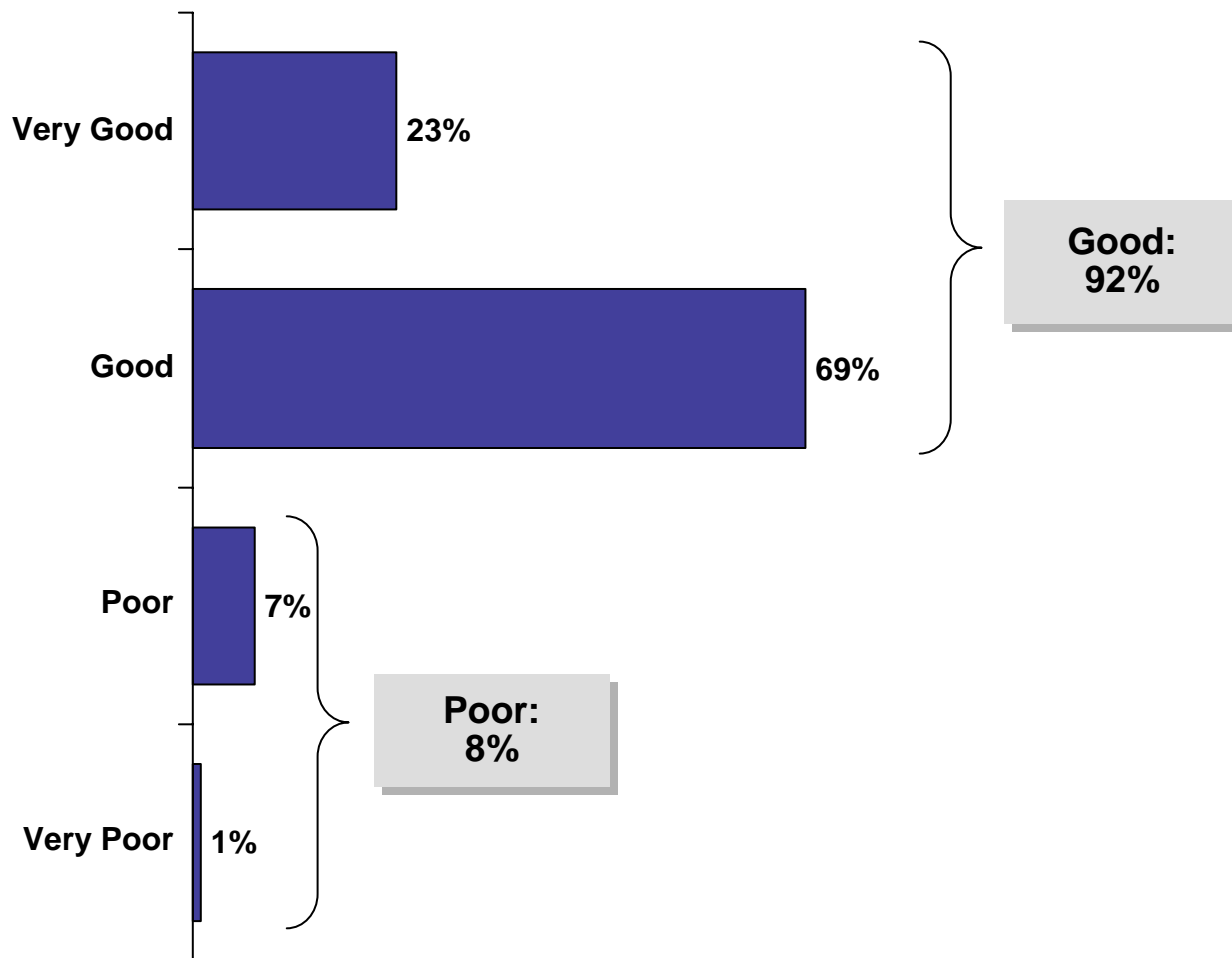
*Why do you think the quality of life in Calgary has worsened?*





# Overall Quality of Services in Calgary

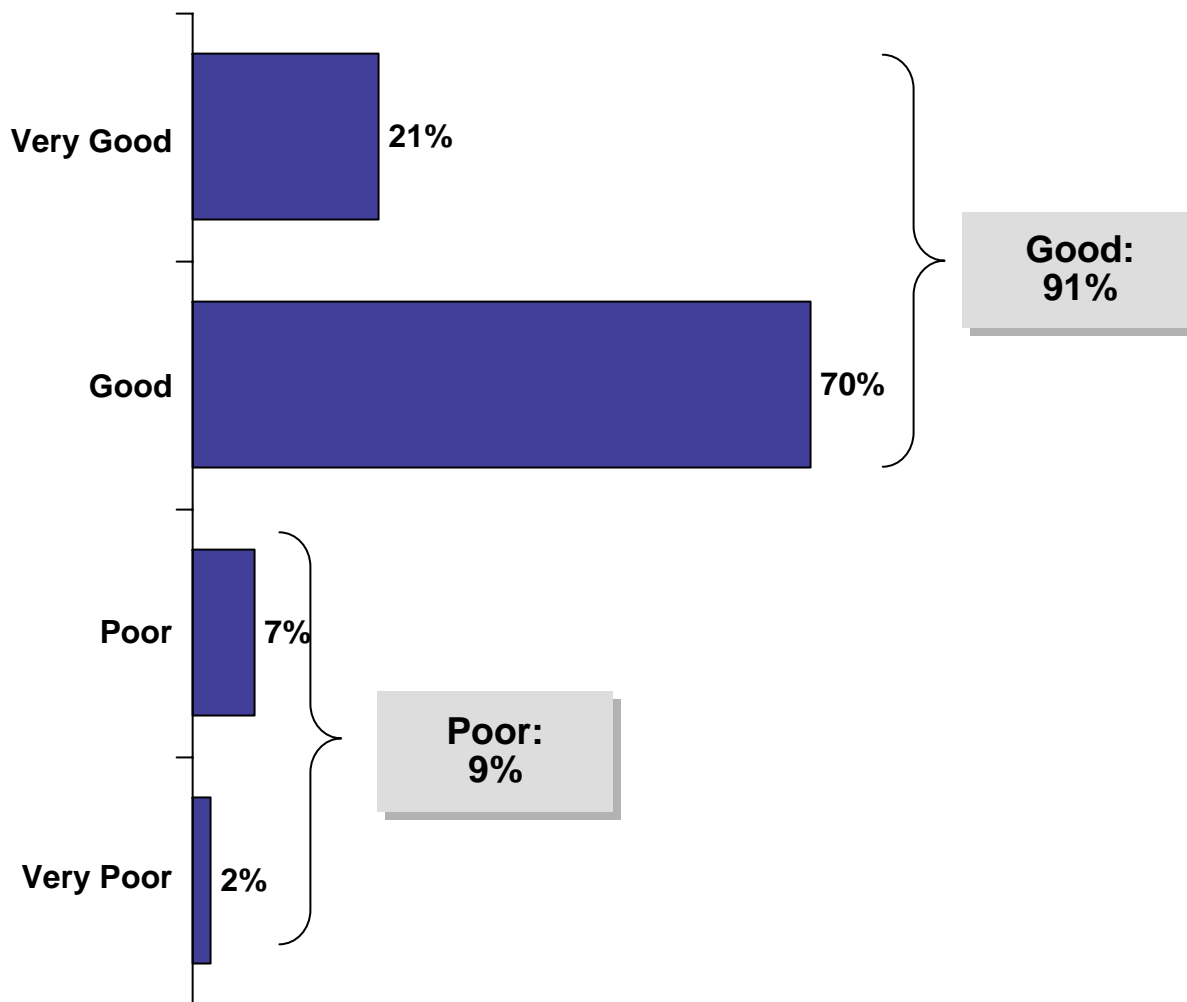
*Overall, thinking of all the services that The City of Calgary provides, would you say that the quality of services provided is ...?*





# Overall Performance of The City of Calgary

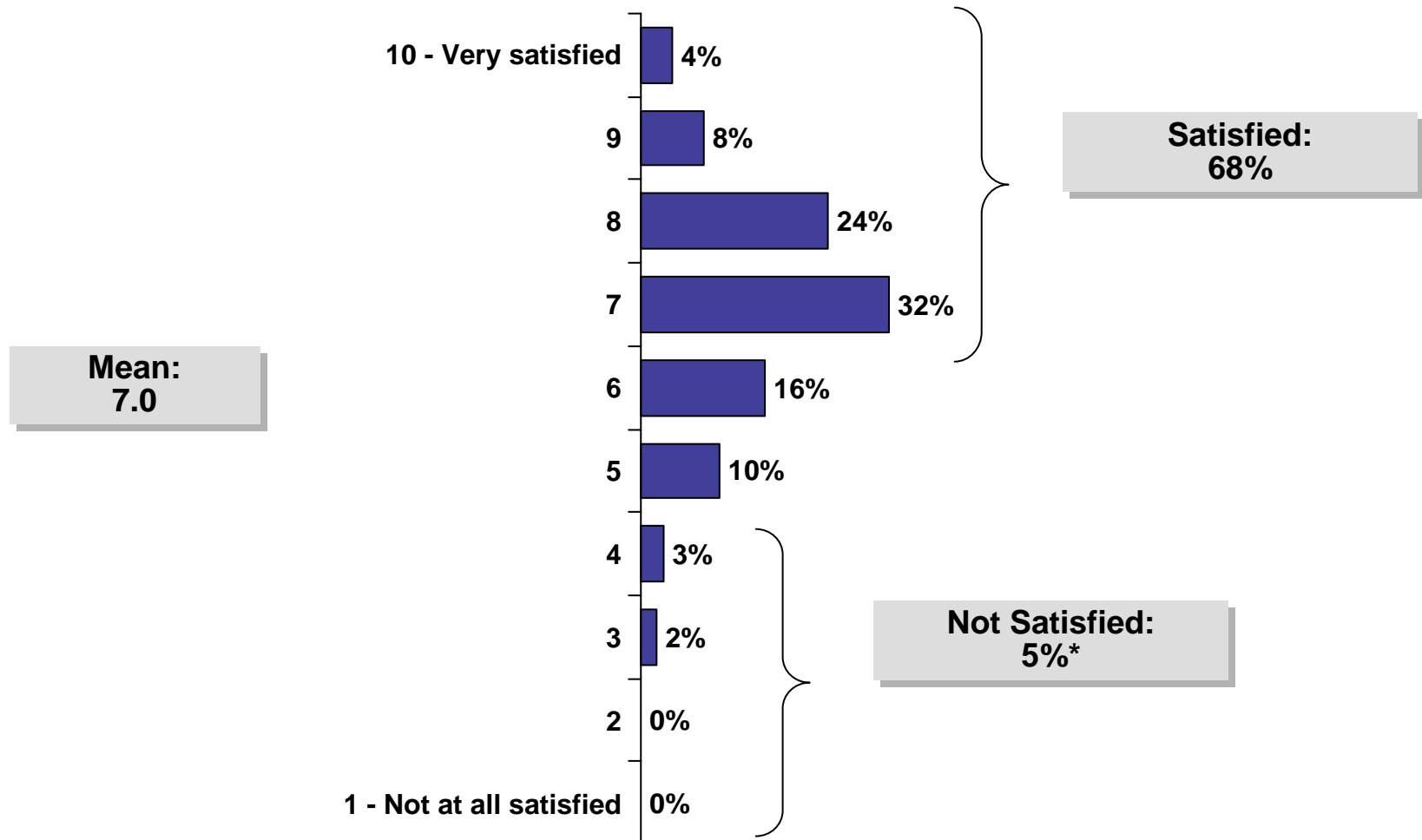
*Now, overall how would you rate the performance of The City of Calgary?*





# Overall Satisfaction with Programs and Services

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

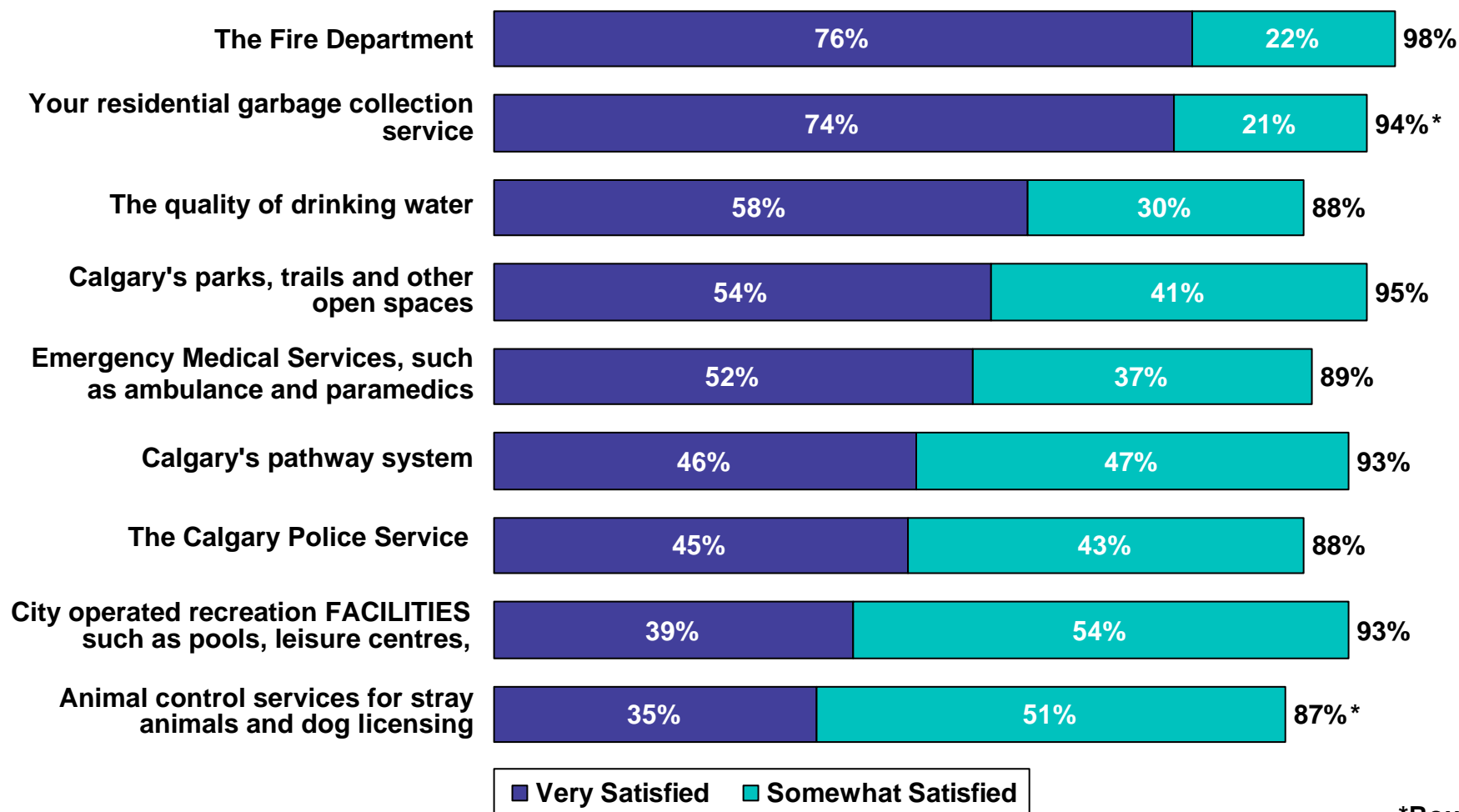


\*Rounding



# Satisfaction With Programs and Services

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



\*Rounding

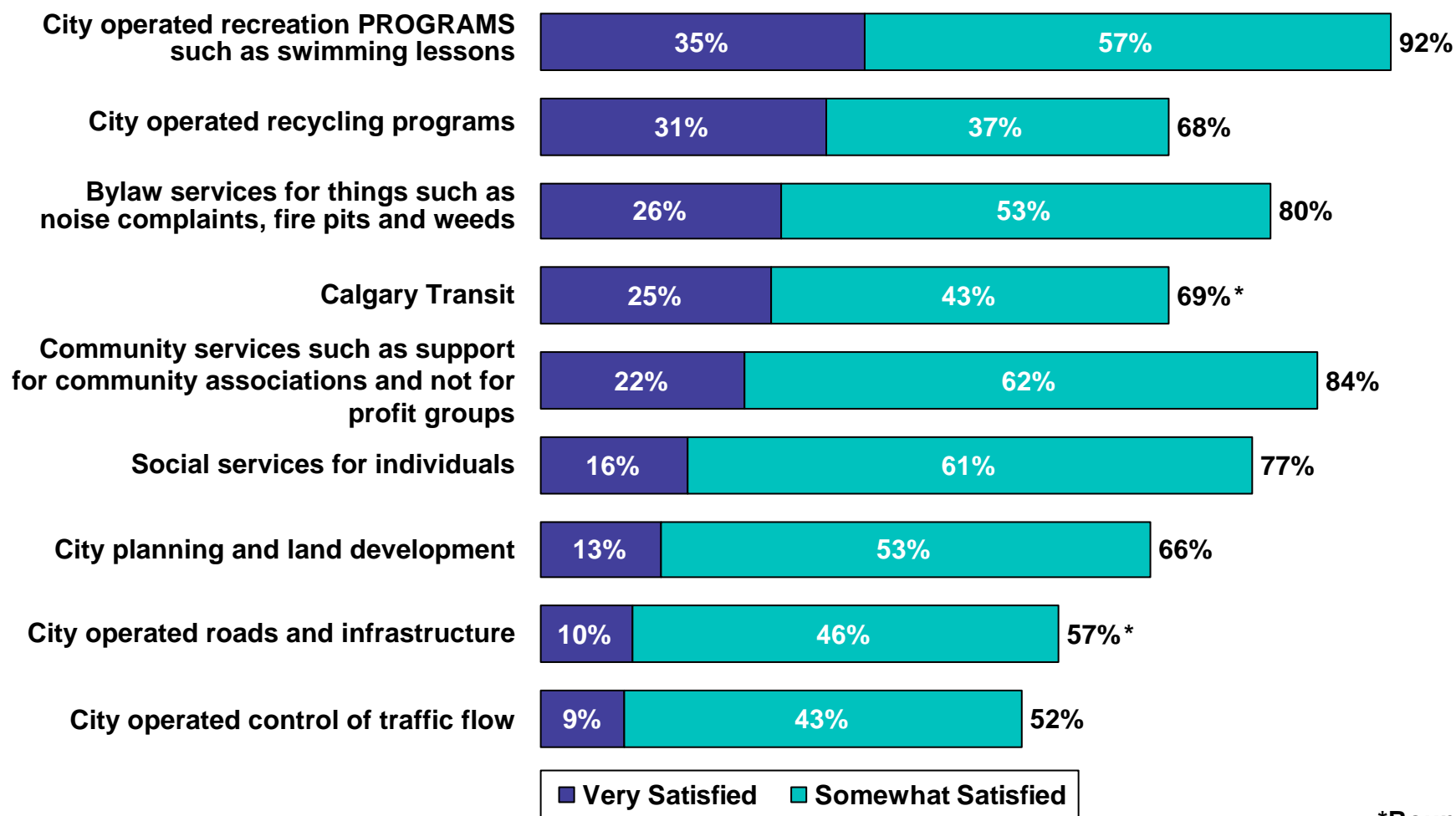




# Satisfaction With Programs and Services

Continued

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



\*Rounding

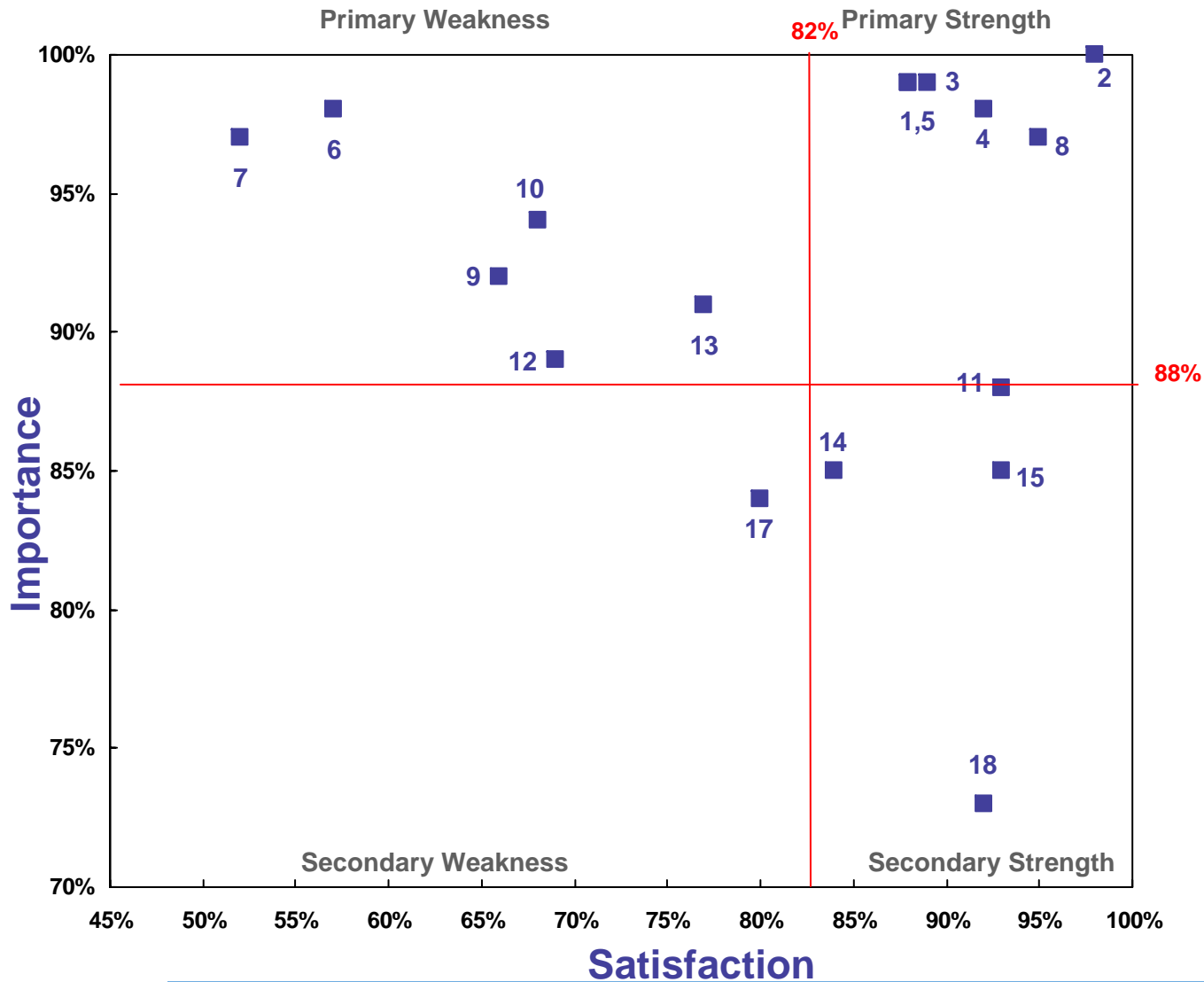


# Research Note on Action Grid

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



# Tracking Importance vs. Satisfaction Action Grid



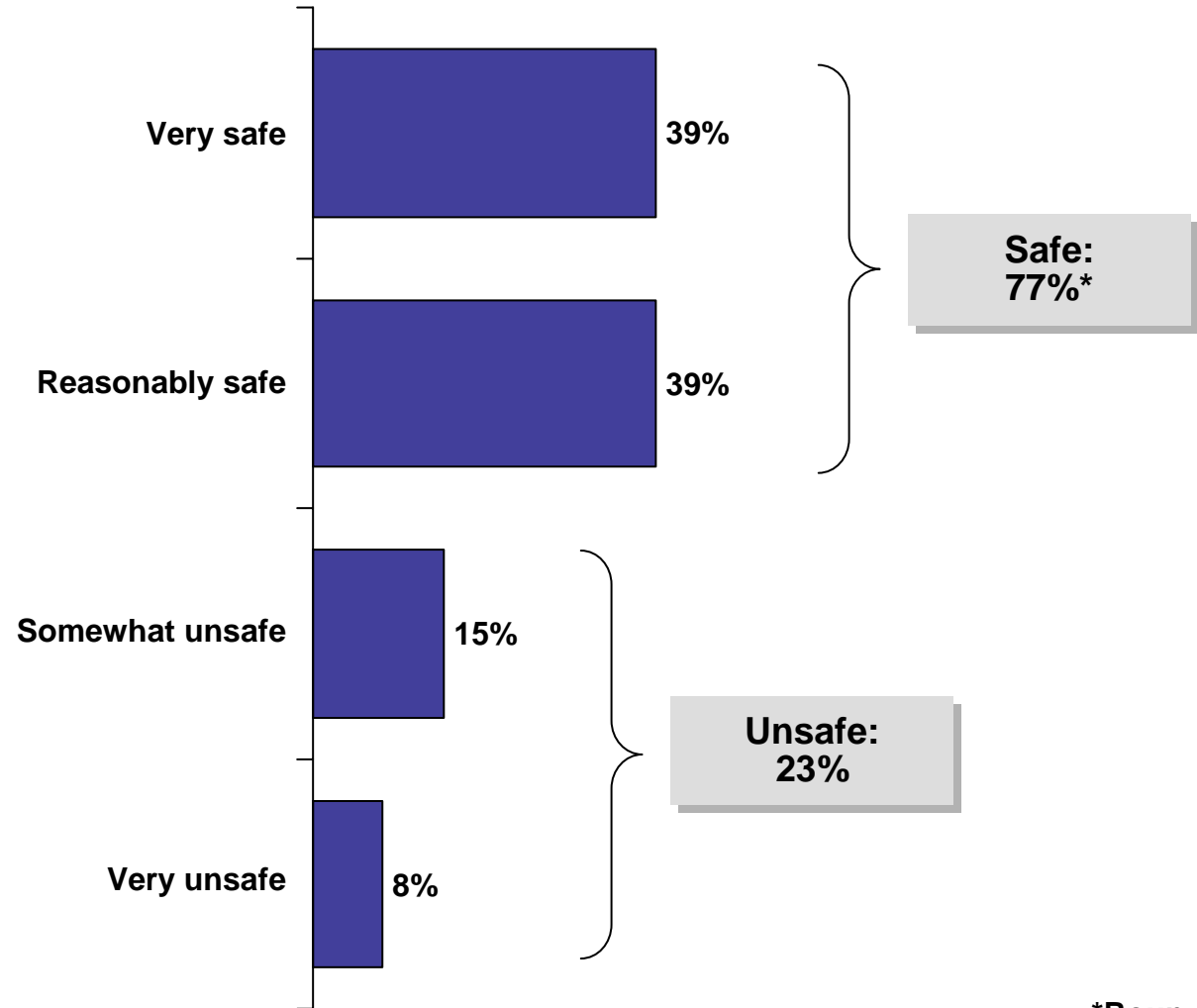
1. Police
2. Fire Department
3. Emergency medical services
4. Residential garbage collection
5. The quality of drinking water
6. Roads and infra-structure
7. Calgary's traffic flow
8. Parks, trails and green space
9. Community planning and development
10. City-operated recycling programs
11. Pathway system
12. Calgary transit
13. Social services for individuals
14. Community services
15. Recreation facilities
16. Animal control services
17. Bylaw services
18. Recreation programs

■ 2006



# Safety in Own Neighbourhoods

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

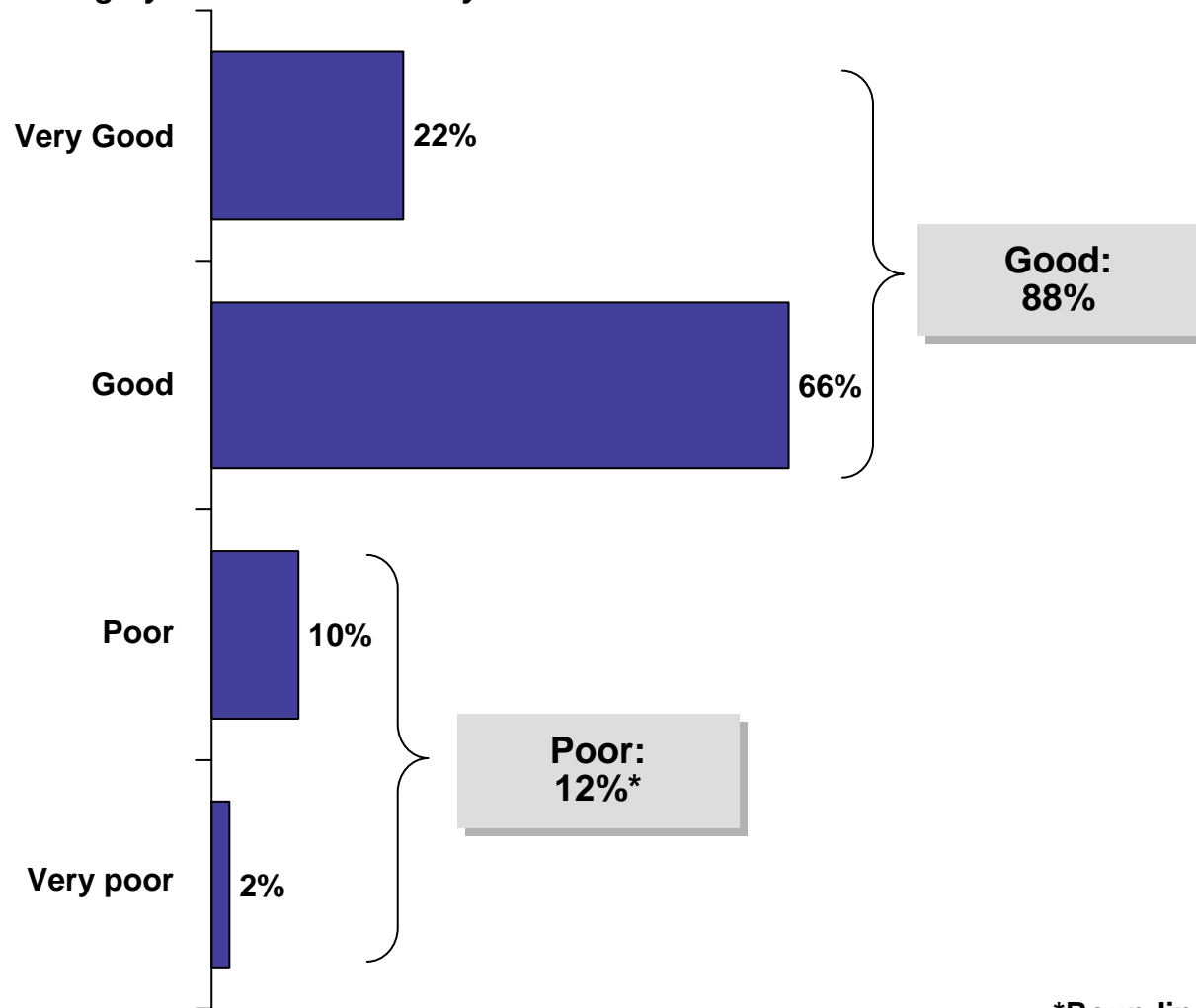


\*Rounding



# Overall State of Calgary's Environment

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

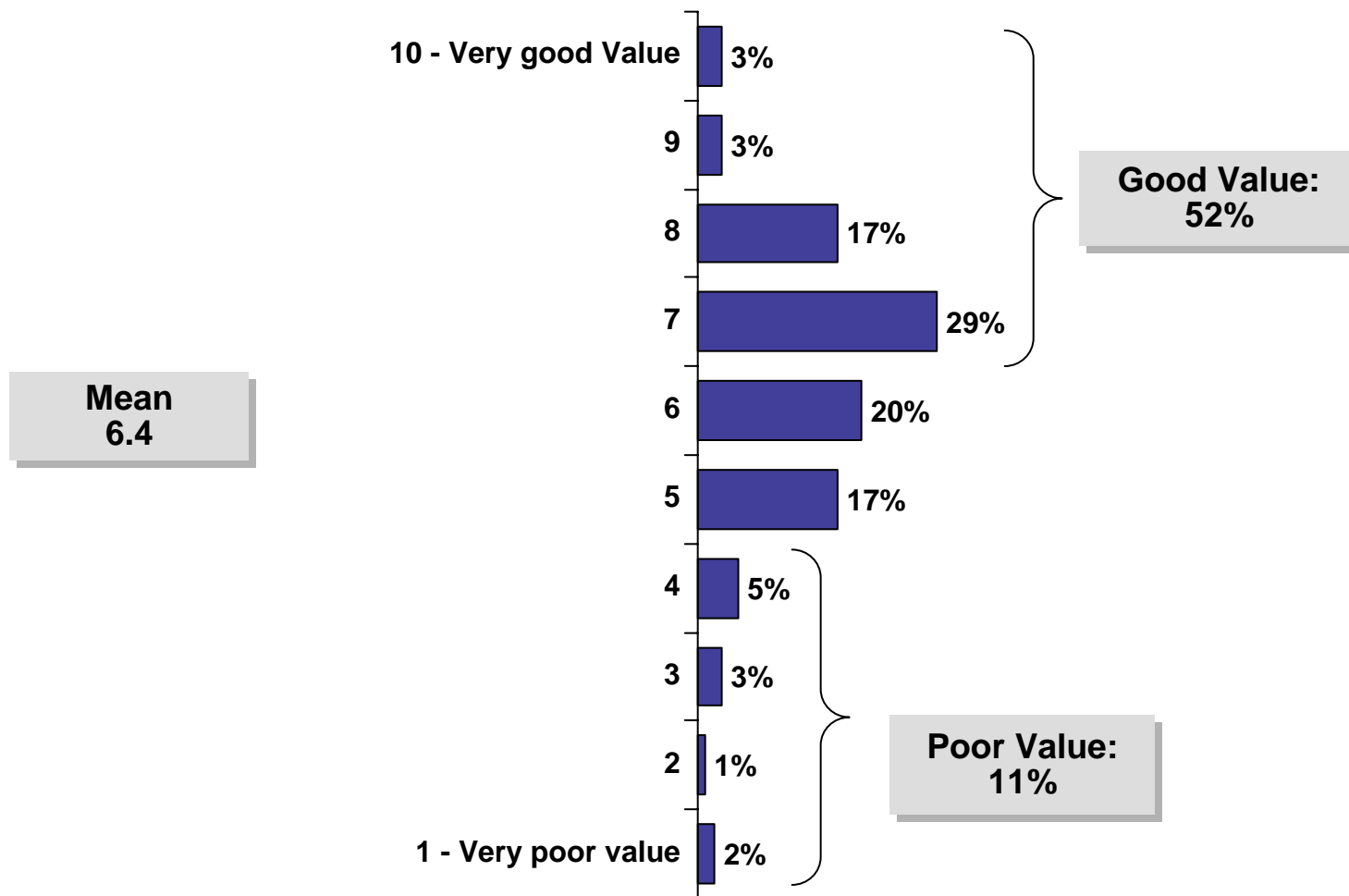


\*Rounding



# Value of Property Taxes

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

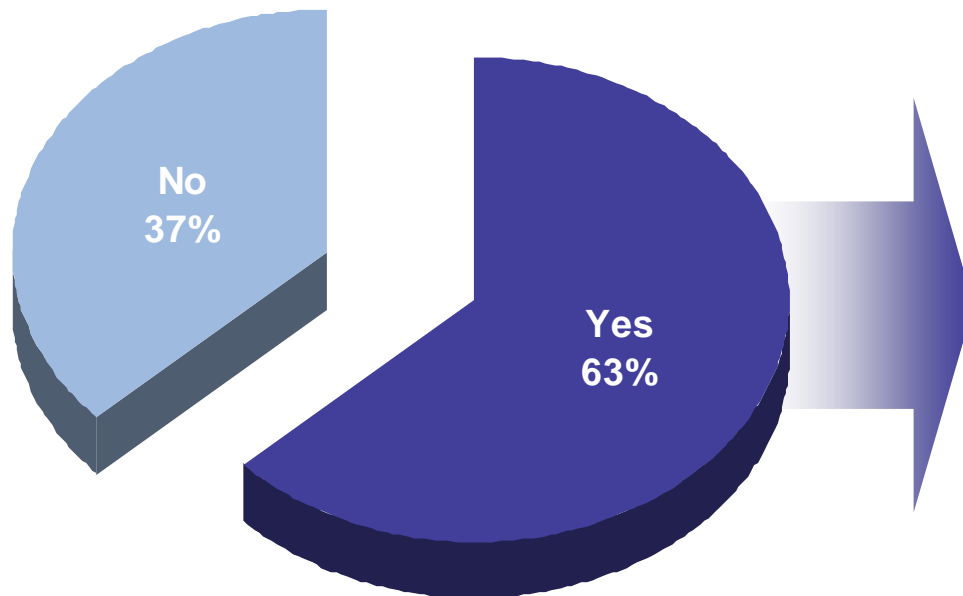




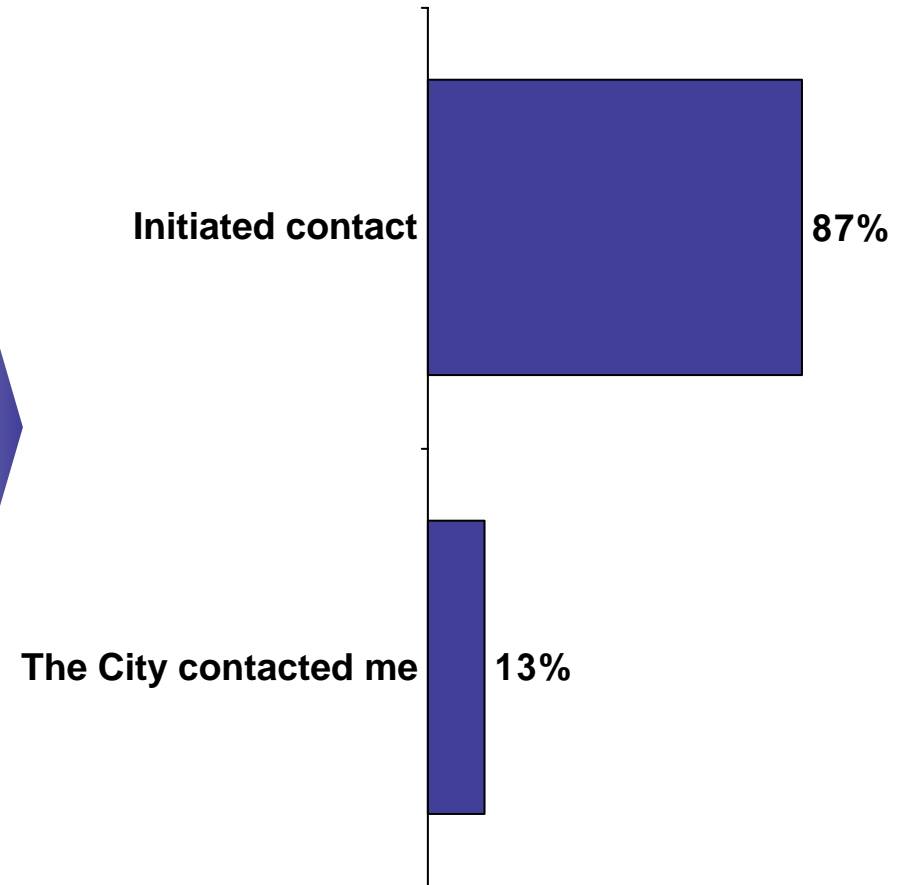
# Contact with The City of Calgary

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

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



Base: Valid Respondents (n=1000)

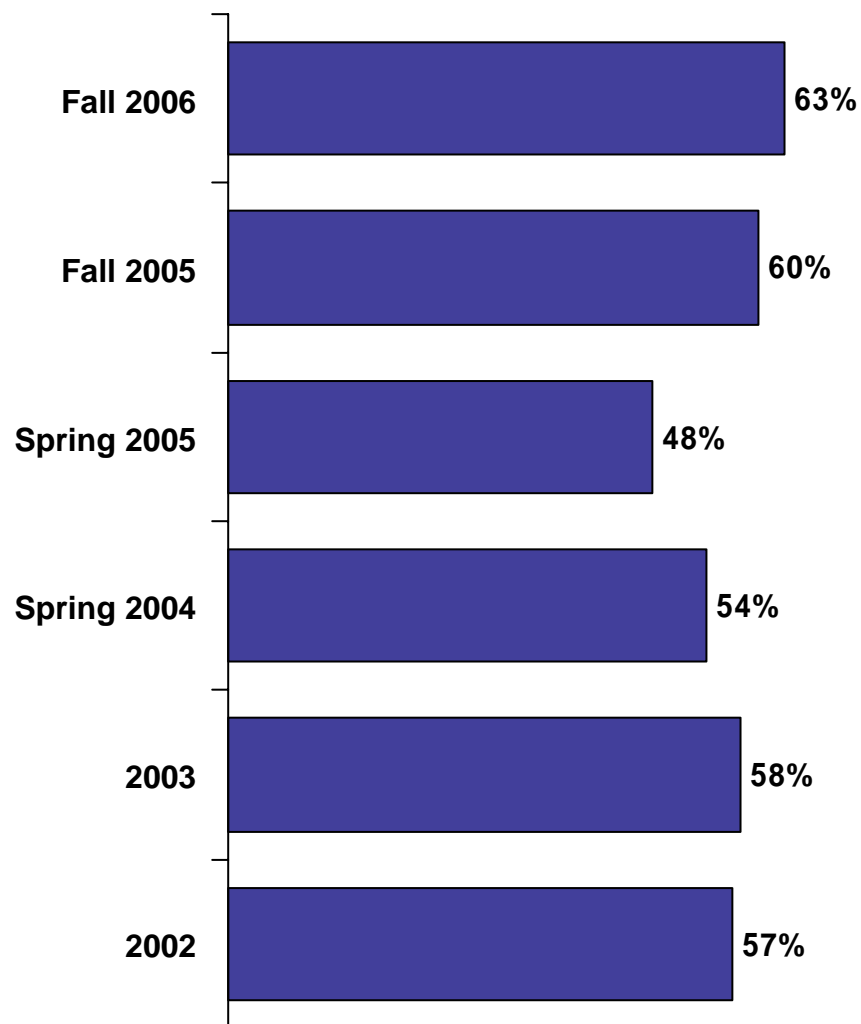


Base: Valid Respondents - Those who contacted or dealt with the City of Calgary in past year (n=633)



# Tracking Contact with The City of Calgary

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

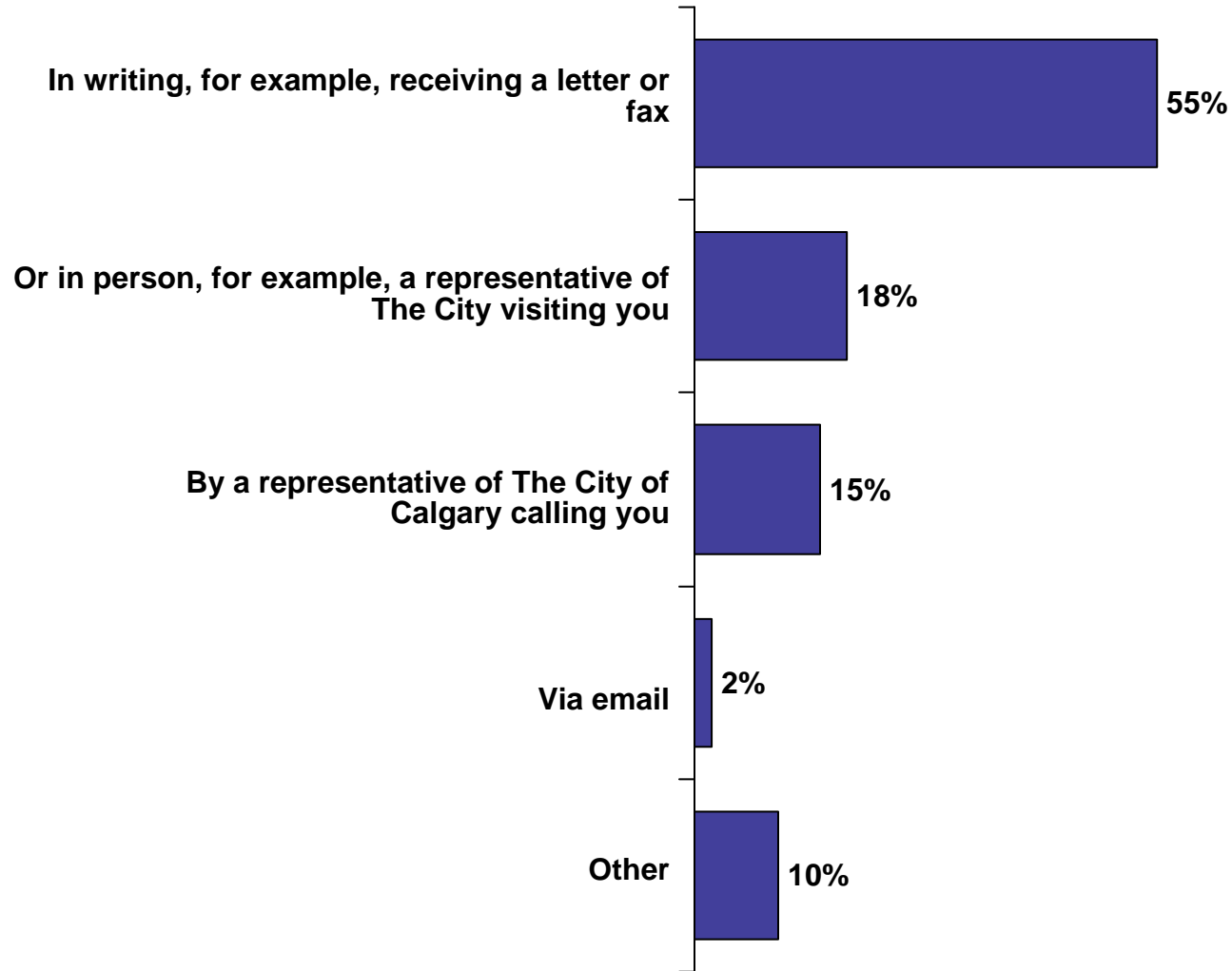






# Type of City-Initiated Contact

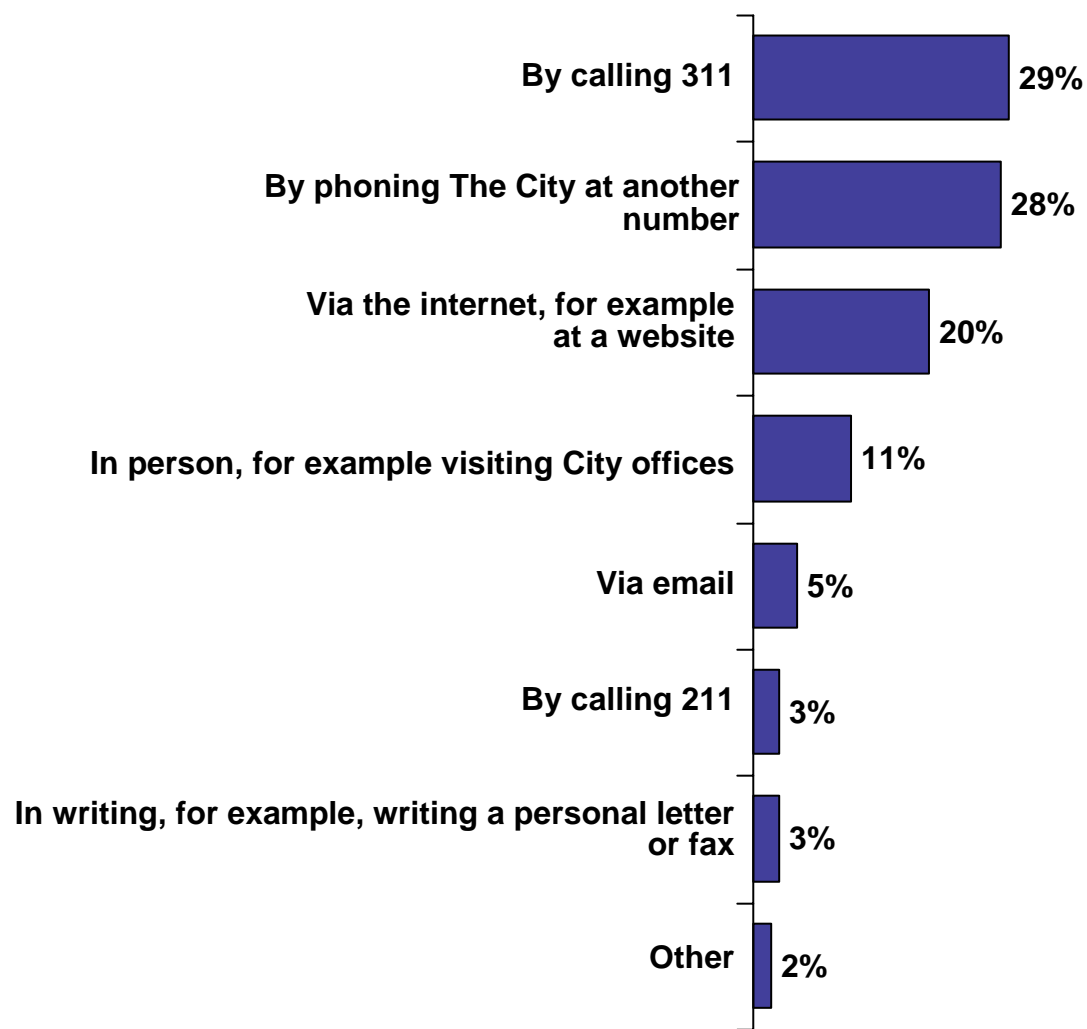
*When The City of Calgary last contacted you, was it ...?*





# Type of Citizen-Initiated Contact

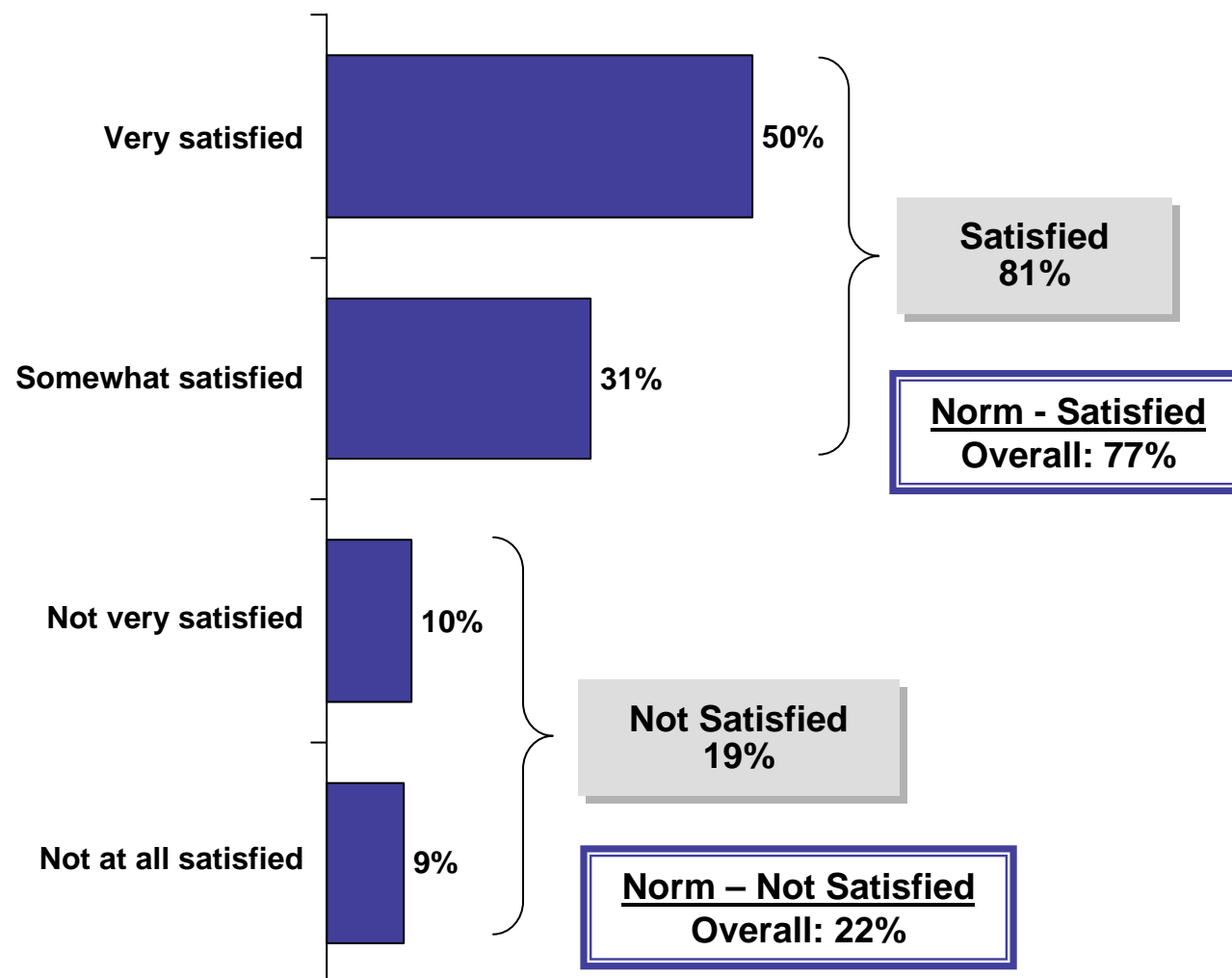
*When you contacted The City, was it ...?*





# Satisfaction with City Contact

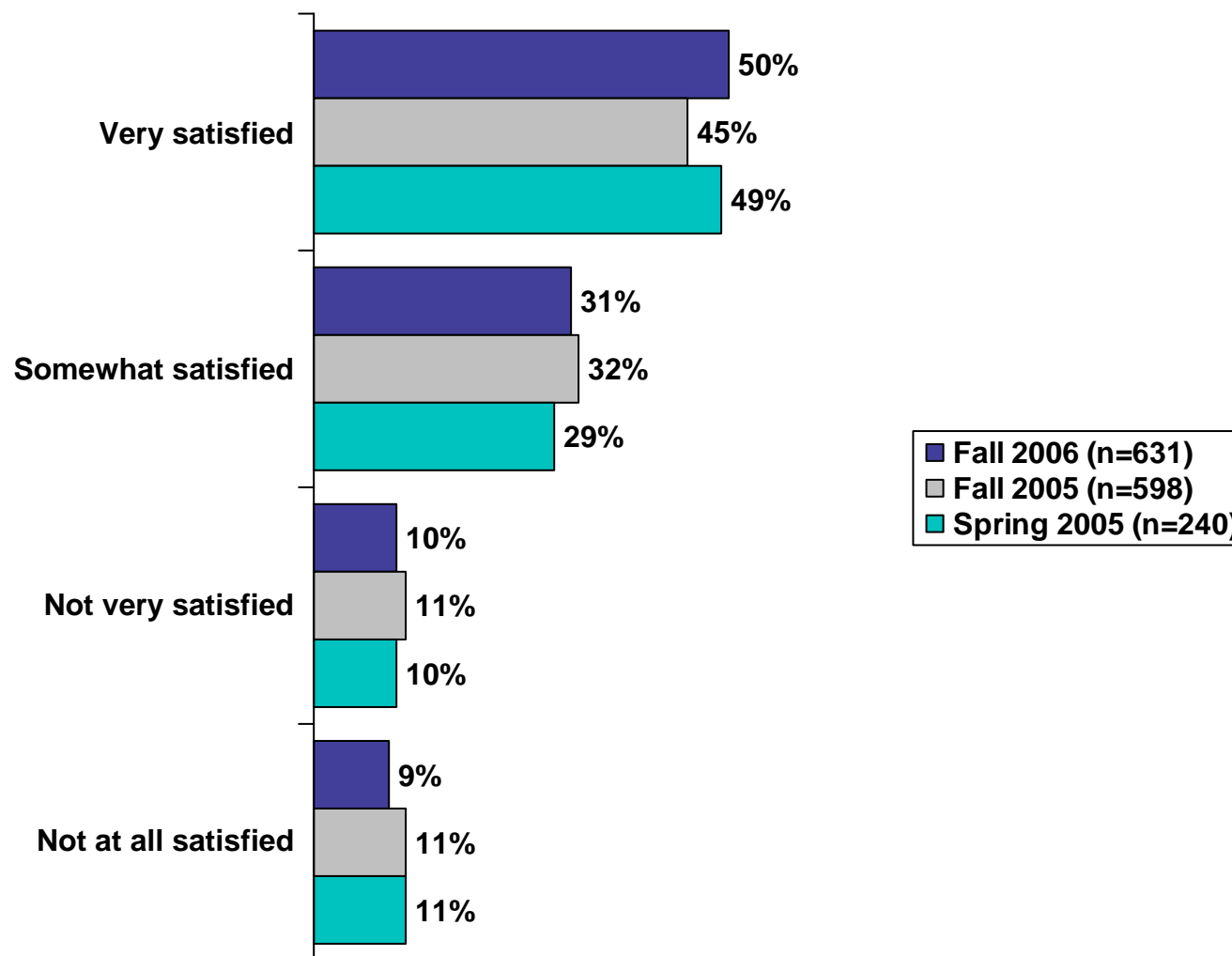
*How satisfied were you with the most recent contact with The City?*





# Tracking Satisfaction with City Contact

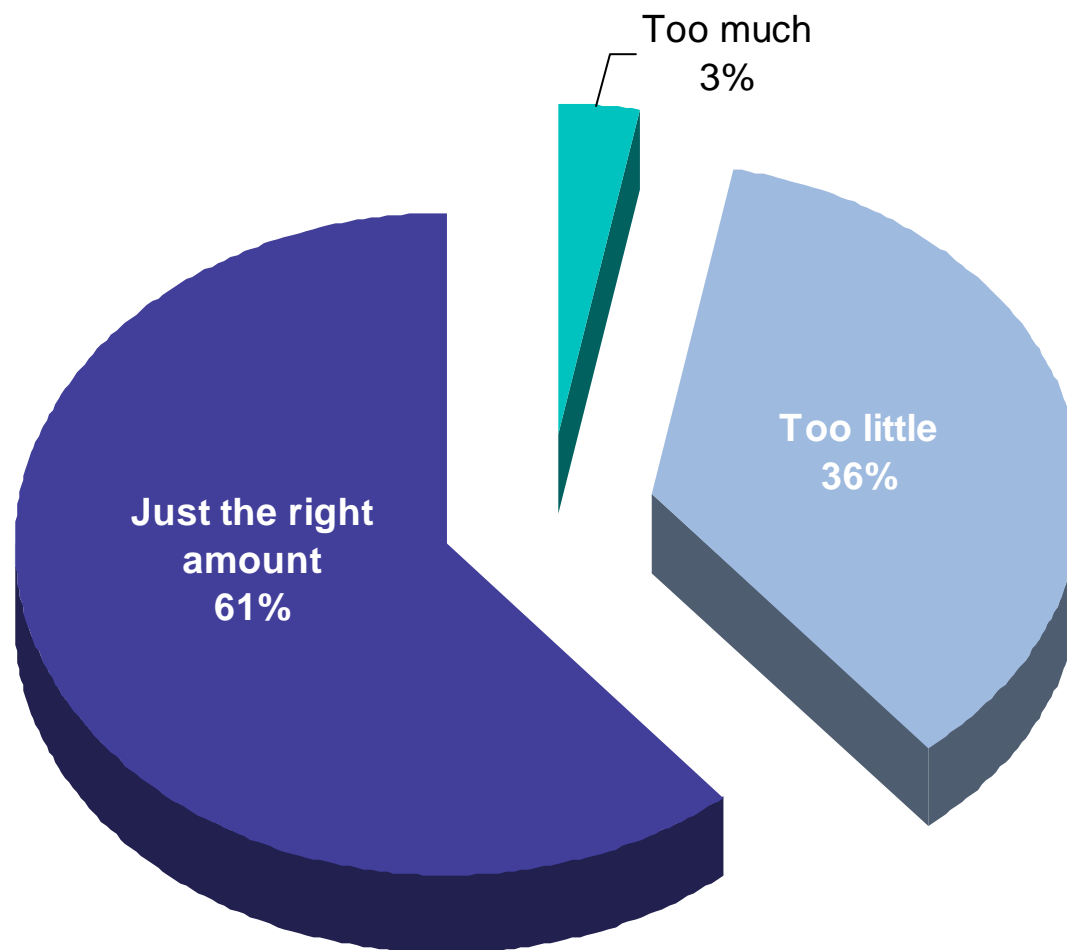
*How satisfied were you with the most recent contact with The City?*





# Extent of Information Received From The City

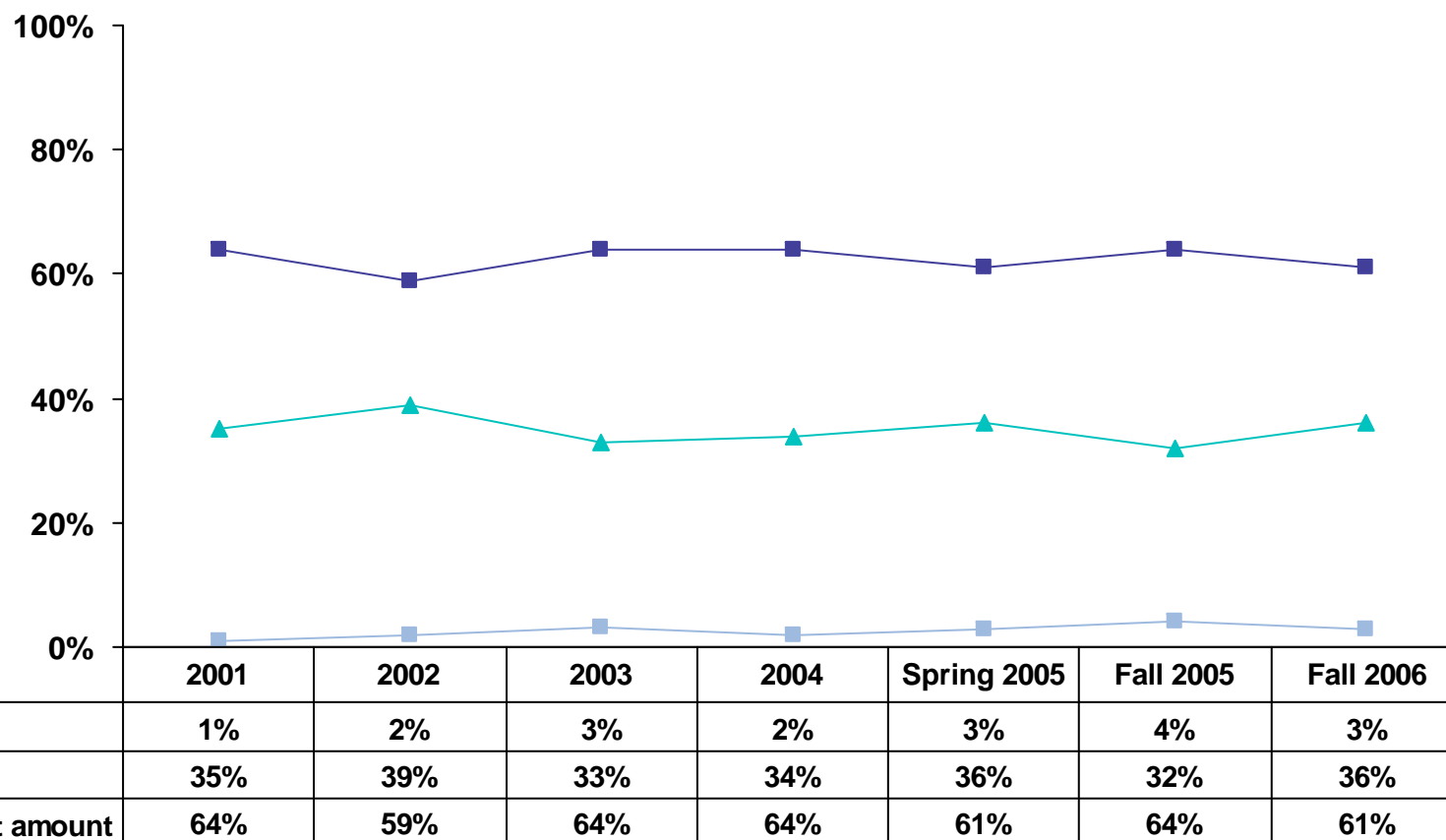
*In your opinion, do you currently receive too much, too little, or just the right amount of information from The City?*





# Tracking the Extent of Information Received

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





# Attitudes Regarding City Operations

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

% Disagree

% Agree



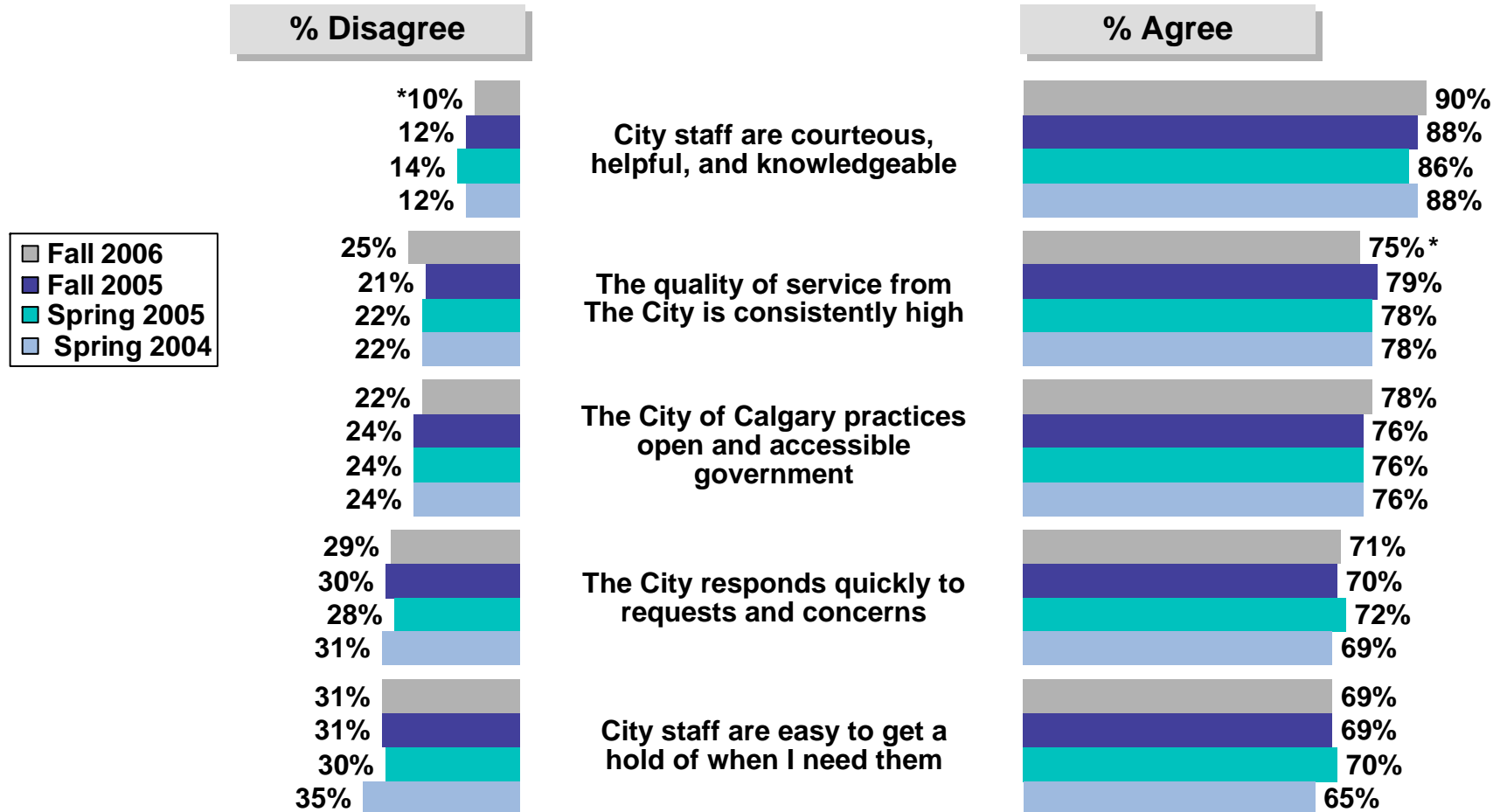
■ Strongly ■ Somewhat

\*Rounding



# Tracking Attitudes Regarding City Operations

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



\*Rounding



# Summary

## ◆ The City of Calgary continues to perform very well.

- 92% of Calgarians say the quality of services provided by The City is “good.”
- Citizens continue to express satisfaction with key City services:
  - Top 5 Areas among those who are satisfied:
    - 98% The Fire Department
    - 95% Calgary's parks, trails and other green spaces
    - 94% Residential garbage collection
    - 93% Calgary's pathway system
    - 93% City operated recreation FACILITIES such as pools, leisure centres, and golf courses
    - 92% City operated recreation PROGRAMS such as swimming lessons
- Few City services saw a decrease in top box satisfaction scores.

# Summary (con't)

## ◆ The City of Calgary continues to perform very well (cont'd).

- The majority (81%) of Calgarians who have had contact with The City are satisfied with the overall experience (higher than Ipsos Norms).
- Most Calgarians (81%) are satisfied with how The City is dealing with the environment.
- An overwhelming majority (91%) say The City's overall performance is good.

## Summary (con't)

### ◆ However, overall measures and satisfaction with some services have seen a decrease this year.

- Fewer Calgarians say the overall level and quality of services provided by The City is “good” (68% vs. 74% in 2005).
- Fewer say “the quality of service from The City is consistently high” (75%\* vs. 79% in 2005).
- Fewer Calgarians say they get “good value” for their tax dollars (52% vs. 59% in 2005).
- More Calgarians say they do not receive enough information from The City (36% vs. 32% in 2005).
- Some City services have seen a decrease among those who are “very satisfied” this year. For example, while overall satisfaction with EMS remains very high, the percentage of those who are “very satisfied” has dropped from 62% in 2005 to 52% for 2006.

## Summary (con't)

### ◆ And perceptions about overall quality of life have also gone down.

- Fewer citizens consider the overall quality of life in Calgary to be “good” (77% vs. 85% in 2005).
- More Calgarians say the quality of life in the City has “worsened” in the past three years (51% vs. 30% in 2005).



**Ipsos Reid**



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