

Calgary



# 2018 Quality of Life and Citizen Satisfaction Survey

## Ward 14 Report

### Prepared for The City of Calgary by:

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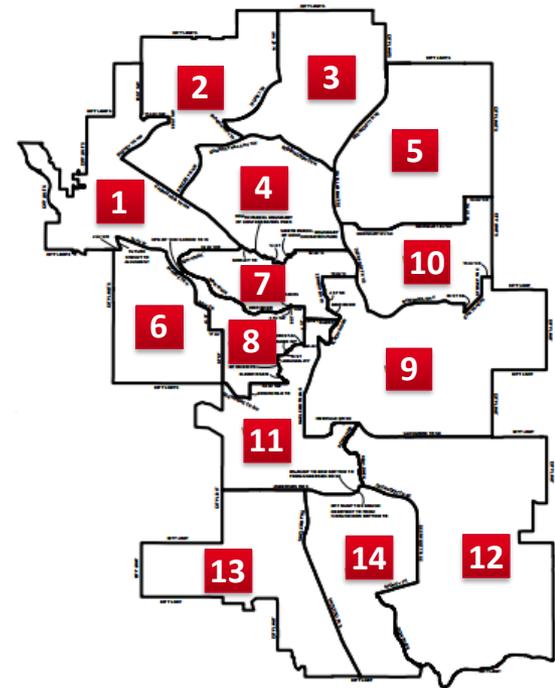
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Respondent Profile



## Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 15<sup>th</sup> and September 12<sup>th</sup>, 2018.
  - Both landline (60%) and cell phone (40%) sample were used.
  - The average interview length was 32 minutes.
- ❖ Final data were weighted to ensure the overall sample’s quadrant, ward, and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2016 Municipal and 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 172 interviews were conducted with residents of Ward 14 (MOE  $\pm 7.5$ ).
- ❖ 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, 2018 results for Ward 14 are compared to those from 2017.
  - Only significant differences are shown.





## Summary of Key Findings





## Key Findings: Quality of Life

**Ward 14 residents rate quality of life similar to City Wide, although Ward 14 residents are less likely to think the quality of life has improved over the last three years.**

- ❖ Over eight-in-ten (85%) Ward 14 residents say the quality of life in Calgary today is ‘good,’ statistically consistent with 86% City Wide.
- ❖ One-half (52%) of Ward 14 residents say the quality of life in Calgary has stayed the same over the past three years (on par with 49% City Wide), while 13% say it has improved (9 percentage points lower than 22% City Wide), and 35% say it has worsened (on par with 29% City Wide).
- ❖ Overall perceptions of sustainability (proud to be a Calgarian and of neighbourhoods, connectedness, making a life and living, inclusivity, and direction for the future) are all on par with City Wide.
- ❖ Eight-in-ten (80%) Ward 14 residents agree that Calgary is on the right track to being a better city (on par with 84% City Wide).
- ❖ Perceived safety is higher than City Wide, with close to nine-in-ten (88%) Ward 14 residents saying they would feel safe walking alone in their neighbourhood after dark (6 percentage points higher than 82% City Wide).



# Key Findings: Key Findings: Issue Agenda and Level and Quality of Services and Programs

**The Ward 14 issue agenda is on par with City Wide results, placing infrastructure, traffic, & roads at the top of the list.**

- ❖ The top issues in Ward 14 are "infrastructure, traffic and roads" (41%, on par with 40% City Wide), "crime, safety and policing" (16%, on par with 14% City Wide) and "transit" (13%, on par with 16% City Wide).
- ❖ Ward 14 residents have noted that "road conditions" are a significant issue compared to City Wide (10%, vs. 6% City Wide).
- ❖ Mentions of '*transit*' have decreased compared to 2017 (13%, down 13 points from 26% in 2017).

**Overall satisfaction with the level and quality of City services is the same as City Wide results.**

- ❖ Three-quarters (75%) of Ward 14 residents say they are satisfied with the overall level and quality of services and programs provided by The City – on par with 77% City Wide.



# Key Findings: City Programs and Services

**Ward 14 residents are generally on par with City Wide results, but show shifts from 2017 with respect to the importance, satisfaction and desired investment in several services.**

- ❖ Ward 14 residents are less likely to rate several services as either *very* important or as *very/somewhat* important:
  - On-street bikeways: 46% rate as *very/somewhat* important (11 points lower than 57% City Wide).
  - Social services for individuals such as seniors or youth: 66% rate as *very* important (10 points lower than 76% City Wide).
  - Animal control services for stray animals and pet licensing: 72% rate as *very/somewhat* important (10 points lower than 82% City Wide and 11 points lower than 83% in 2017).
  - Bylaw services for things such as noise complaints, fire pits and weeds: 73% rate as *very/somewhat* important (9 points lower than 82% City Wide and 11 points lower than 84% in 2017).
  - Calgary's parks, playgrounds and other open spaces: 67% rate as *very* important (8 points lower than 75% City Wide).
  - City operated recreation PROGRAMS such as swimming lessons: 77% rate as *very/somewhat* important (7 points lower than 84% City Wide and 10 points lower than 87% in 2017).
  
- ❖ Satisfaction has declined in Ward 14 for the following key services compared to 2017.
  - Residential garbage collection service: 84% are *very/somewhat* satisfied (12 points lower than 96% in 2017)
  - Downtown revitalization: 80% are *very/somewhat* satisfied (11 points lower than 91% in 2017).
  - Property tax assessment: 72% are *very/somewhat* satisfied (13 points lower than 85% in 2017).
  - Road maintenance including pothole repairs: 59% are *very/somewhat* satisfied (14 points lower than 73% in 2017).



# Key Findings: City Programs and Services (continued)

- ❖ Ward 14 residents show significantly different levels of satisfaction compared to City Wide for the following services:
  - Transportation planning: 69% are *very/somewhat* satisfied (10 points lower than 79% City Wide).
  - Traffic flow management: 59% are *very/somewhat* satisfied (9 points lower than 68% City Wide).
  - Protection from river flooding: 96% are *very/somewhat* satisfied (5 points higher than 91% City Wide).
  - Calgary's parks, playgrounds and other open spaces: 91% are *very/somewhat* satisfied (4 points lower than 95% City Wide).
  
- ❖ Compared to 2017, Ward 14 residents show greater interest in seeing *more* invested in the following services.
  - Calgary Fire Department: 43% want more investment (13 points higher than 30% in 2017).
  - Protection from river flooding: 25% want *more* investment (13 points lower than 38% in 2017 and 9 points lower than 34% City Wide).
  - Snow removal: 63% want more investment (12 points higher than 51% in 2017).
  - Residential garbage collection service: 23% want more investment (11 points higher than 12% in 2017).

## Ward 14 residents' views on taxation are now consistent with City Wide, but show a significant decline in perceived value compared to 2017.

- ❖ Six-in-ten (58%) Ward 14 residents give The City a 'good value' rating for the value of their property tax dollars (on par with 59% City Wide), but results are a significant 12 percentage points *lower* than Ward 14 results in 2017 (70%).
- ❖ One-half (50%) of Ward 14 residents support tax increases to maintain or expand services (on par with 52% City Wide), while 43% support cutting services to maintain or reduce taxes (identical to 43% City Wide).

## City contact and customer service metrics are generally consistent with City Wide results with two marked decreases compared to 2017.

- ❖ Ward 14 residents are aligned with City Wide results for contacting The City in the past 12 months (72%, on par with 65% City Wide) and for satisfaction with the overall level and quality of customer service provided (74%, on par with 78% City Wide).
- ❖ Three-quarters (75%) of Ward 14 residents agree that the quality of customer service from The City is consistently high, a 12 point decline from 87% in 2017.
- ❖ Nearly two-in-ten (18%) *strongly* agree that City staff are easy to get a hold of when I need them, which is a 12 percentage point decline compared to 30% in 2017.



# Key Findings: : Communications, City Reputation and Performance

**Overall perceptions of City information and communications are consistent with City Wide results, but with slightly less intensity.**

- ❖ Satisfaction with the overall quality of City information and communications is comparable to City Wide (83%, on par with 80% City Wide), however Ward 14 residents are less likely to provide a very satisfied rating (14%, 8 points lower than 22% City Wide).

**Measures of The City's reputation are on par with City Wide results.**

- ❖ Ward 14 results are on par with City Wide results for favourability (68%, identical to 68% City Wide), trust (57% vs. 60% City Wide) and being advocates (34%, identical to 34% City Wide).

**Assessments of the performance of Council and Administration are consistent with City Wide results.**

- ❖ Three-quarters (74%) of Ward 14 residents are satisfied with the way The City of Calgary – including Council and Administration (on par with 79% City Wide) are running their City, but very *satisfied* ratings are 8 percentage points lower than City Wide (7% Ward 14 vs. 15% City Wide).

**Ward 14 resident views about public engagement are less positive than City Wide.**

- ❖ Six-in-ten (58%) Ward 14 residents agree that the City allows citizens to have meaningful input into decision-making, 9 percentage points lower than 67% City Wide.

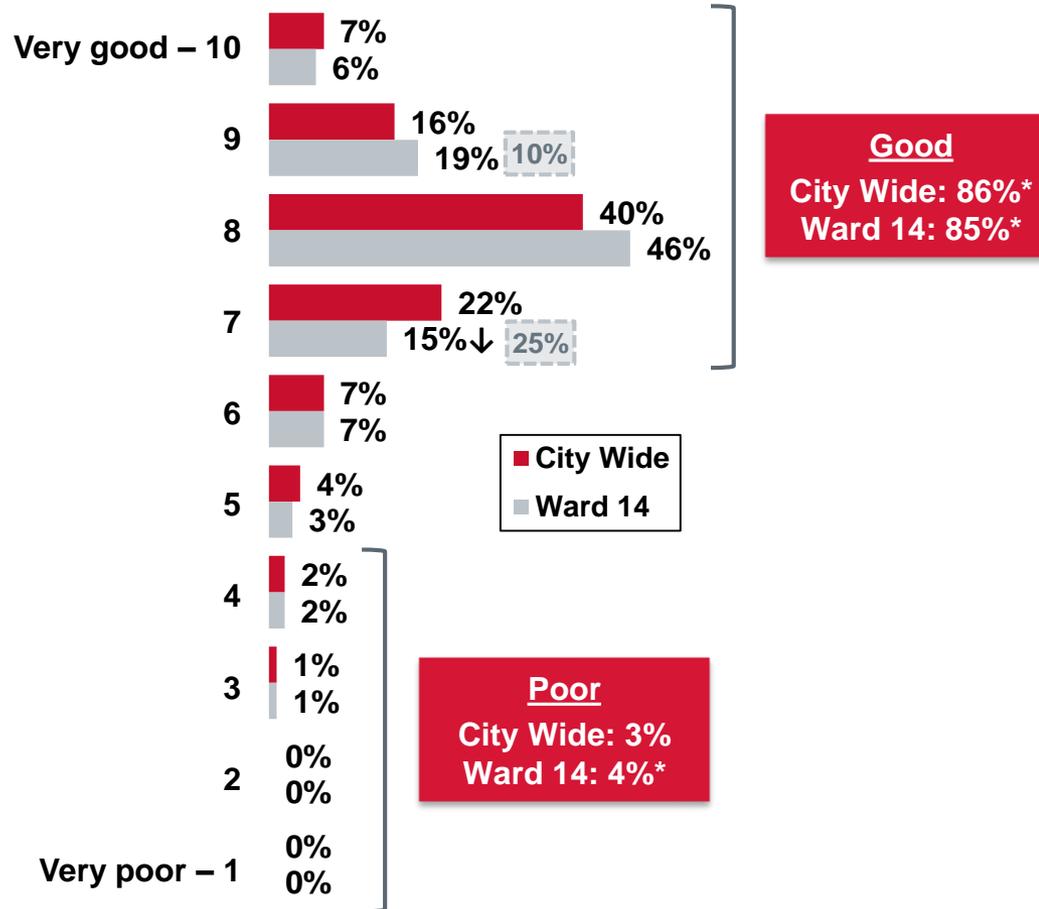


## Quality of Life





# Overall Quality of Life in Calgary



Ward 14 2017

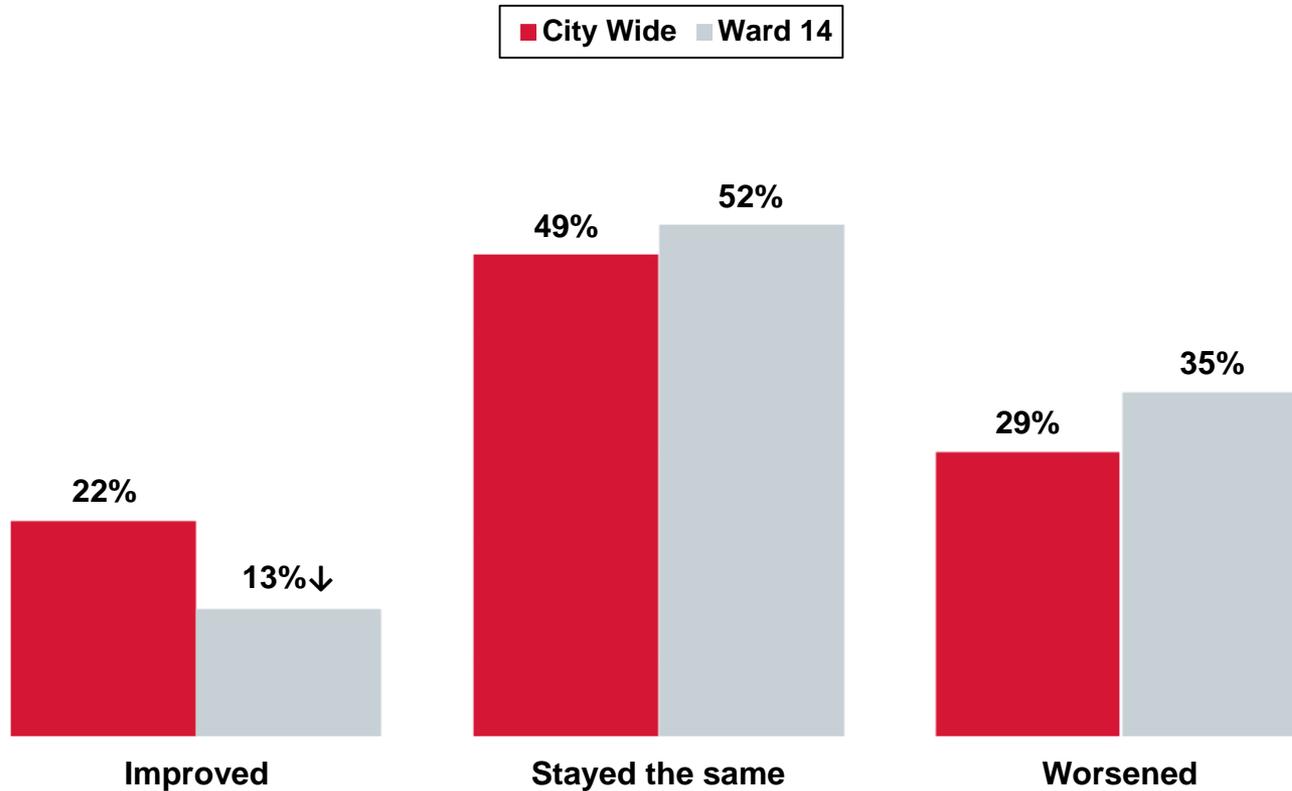
\*Rounding

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=171)



# Perceived Change in the Quality of Life



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

Base: Valid respondents (City Wide: n=2,482 / Ward 14: n=172)



# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 14

	City Wide	Ward 14
<b>Transportation [NET]</b>	<b>27%</b>	<b>28%</b>
Improvement/ maintenance of existing roads	10%	14%
Better traffic management	6%	5%
<b>Recreation &amp; Community Services [NET]</b>	<b>21%</b>	<b>25%</b>
Parks/ green-space improvement	4%	5%
Building of community centres/ recreation facilities	4%	5%
Availability of (free) programs/ activities/ services	4%	6%
Engage in community events/ activities	4%	5%
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>	<b>20%</b>	<b>17%</b>
Improve job creation/ employment	9%	6%
Expand affordable housing/ rent	4%	3%
<b>Government [NET]</b>	<b>19%</b>	<b>24%</b>
Reduce taxes	8%	10%
Tax spending/ city budget	5%	6%
<b>Transit [NET]</b>	<b>15%</b>	<b>14%</b>
Improve public transportation (unspecified)	10%	12%
More access to buses/ transit/ trains	5%	3%
<b>Crime, Safety &amp; Policing [NET]</b>	<b>11%</b>	<b>7%</b>
Control crime and safety	5%	4%
More policing/ patrolling	5%	4%
<b>Health [NET]</b>	<b>4%</b>	<b>4%</b>
<b>Environment [NET]</b>	<b>4%</b>	<b>6%</b>
<b>Education [NET]</b>	<b>3%</b>	<b>1%</b>
<b>Growth &amp; Planning [NET]</b>	<b>3%</b>	<b>-</b>
Other	13%	13%
Nothing	17%	13%

NET mentions <3% are not shown

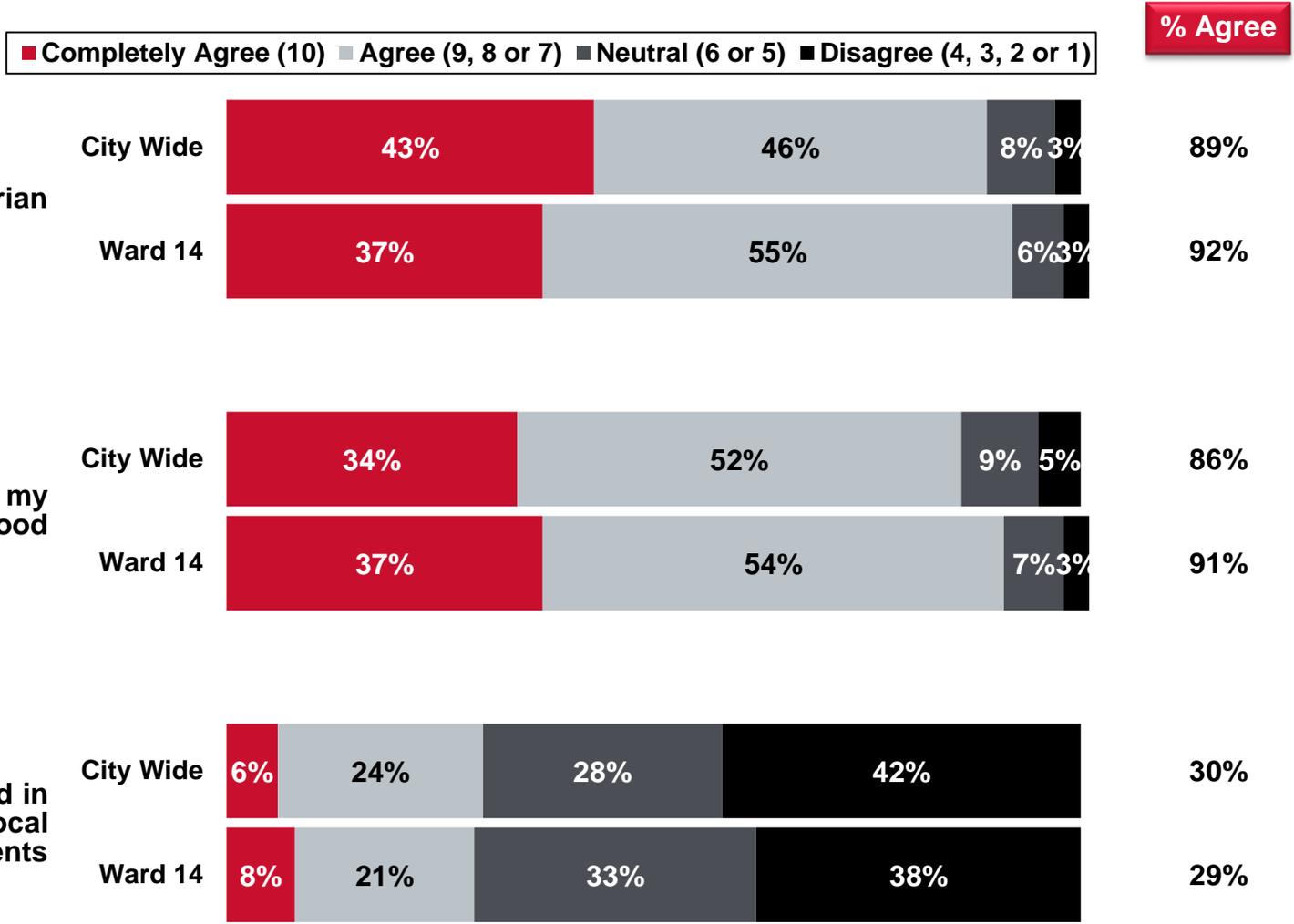
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme

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

Base: Valid respondents (City Wide: n=2,391 / Ward 14: n=162)



# Sustainability: Connectedness



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 Living, Inclusivity and Direction for the Future

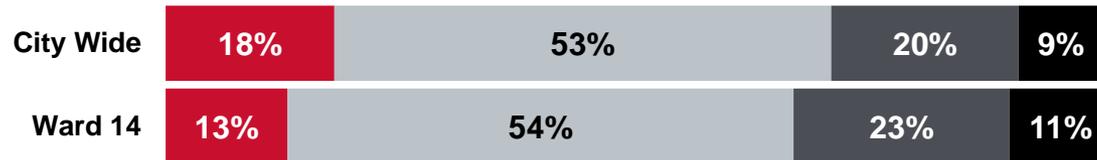
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

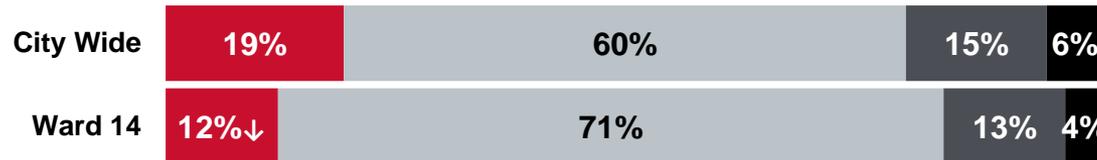
Calgary is a great place to make a life



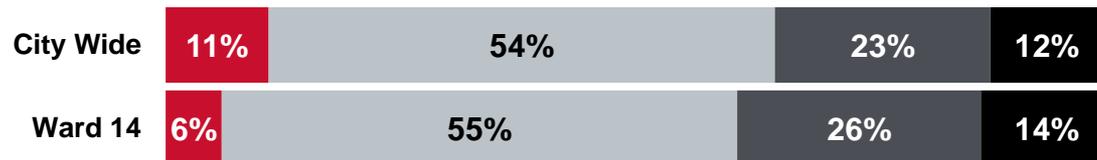
Calgary is a great place to make a living



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



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

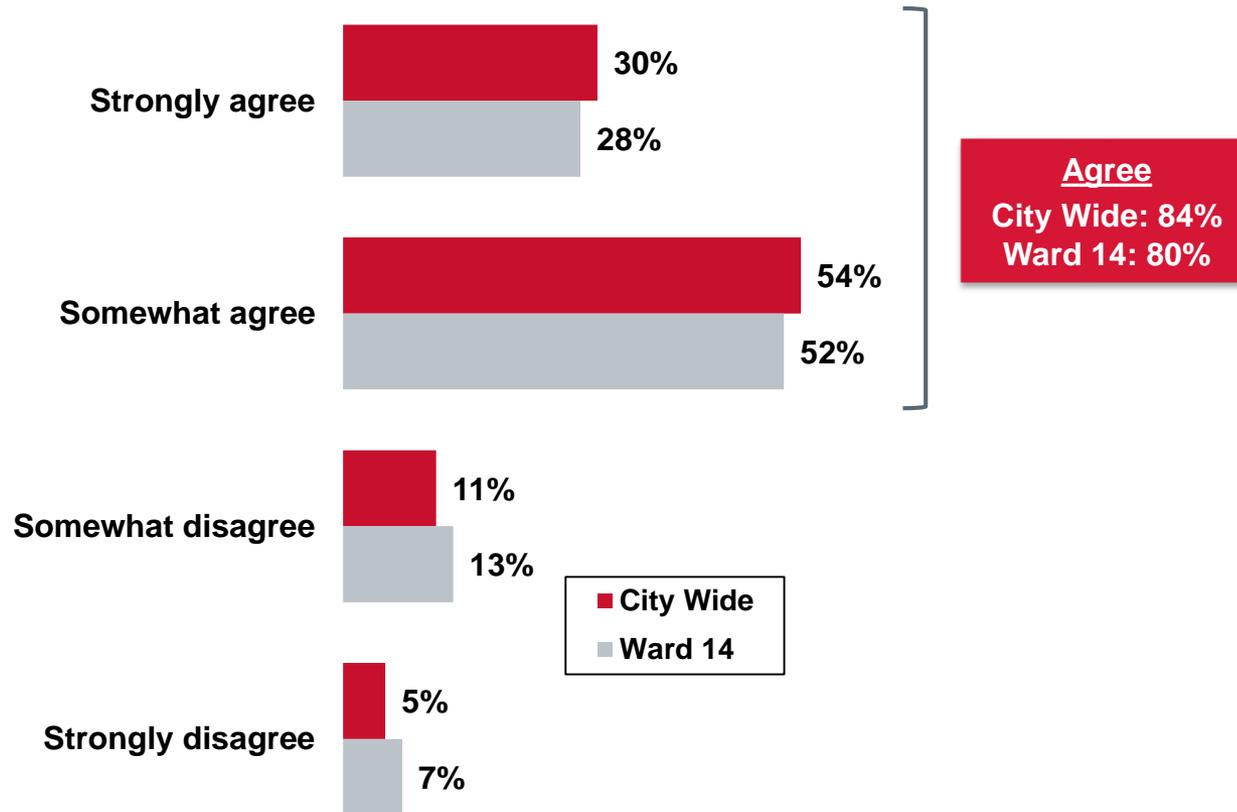


Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

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 (City Wide: n=2,485 / Ward 14: n=172)



# Perceived Safety in Own Neighbourhood



\*Rounding

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

Base: Valid respondents (City Wide: n=2,496 / Ward 14: n=172)



## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 14

■ First Mention ■ Other Mentions

Issue	City Wide First Mention	City Wide Other Mentions	City Wide Total	Ward 14
<b>Infrastructure, Traffic &amp; Roads [NET]</b>	29%	11%	40%	41%
Traffic congestion	7%	9%		13%
(Lack of) snow removal	5%	3%	8%	7%
Roads (unspecified)	6%	8%		7%
Road conditions	3%	3%	6%	10%↑
<b>Transit [NET]</b>	12%	4%	16%	13% 26%
Transportation (unspecified)	7%	9%		7%
Public Transportation (incl. buses/ C-train/ poor service)	5%	7%		6% 14%
<b>Crime, Safety &amp; Policing [NET]</b>	9%	5%	14%	16%
<b>Recreation [NET]</b>	5%	4%	9%	8%
<b>Taxes [NET]</b>	5%	3%	8%	11%
<b>Environment &amp; Waste Management [NET]</b>	3%	4%	7%	3%
<b>Education [NET]</b>	4%	3%	7%	4%
<b>Economy [NET]</b>	4%	5%		6%
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>	3%	5%		2%
<b>Budget &amp; Spending [NET]</b>	2%	4%		4%
<b>Growth &amp; Planning [NET]</b>	3%	4%		2%
<b>Olympics [NET]</b>	2%	4%		4%
Other			18%	18%
None			16%	17%

NET mentions <4% are not shown

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

Ward 14 2017

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=2,454 / Ward 14: n=170)

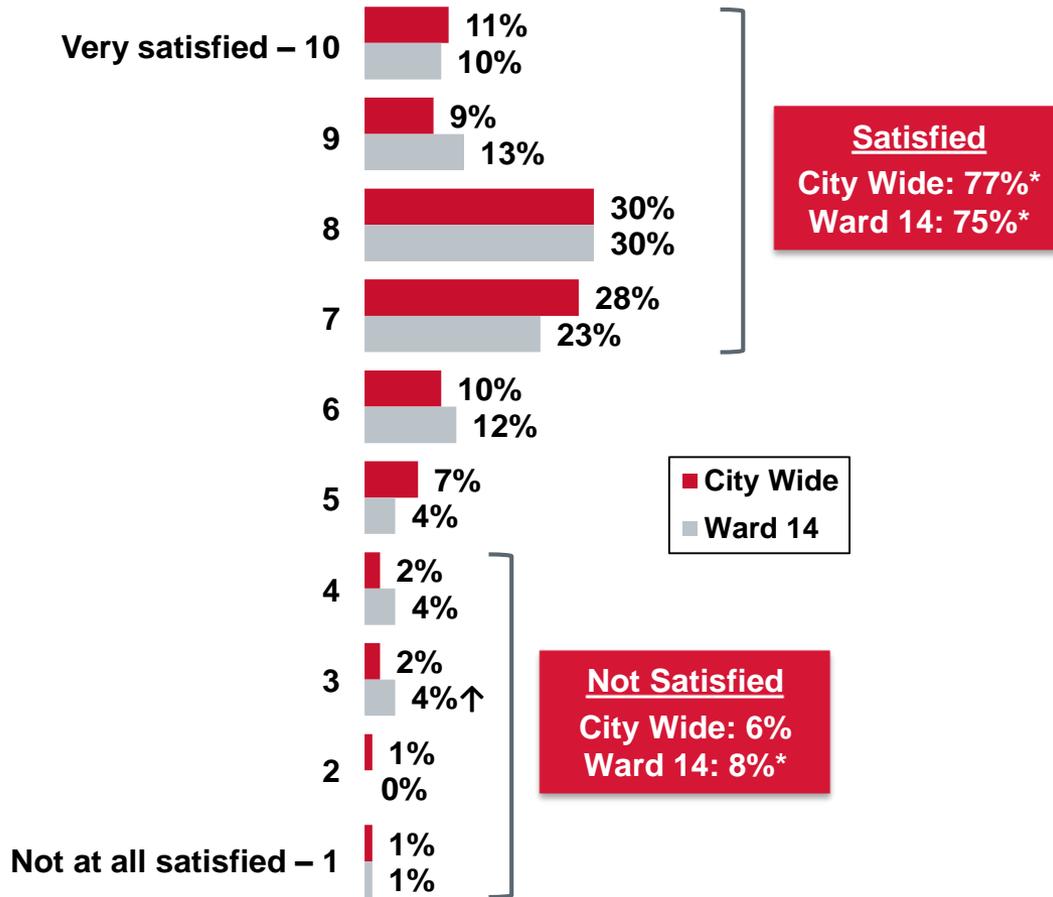


## City Programs and Services





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



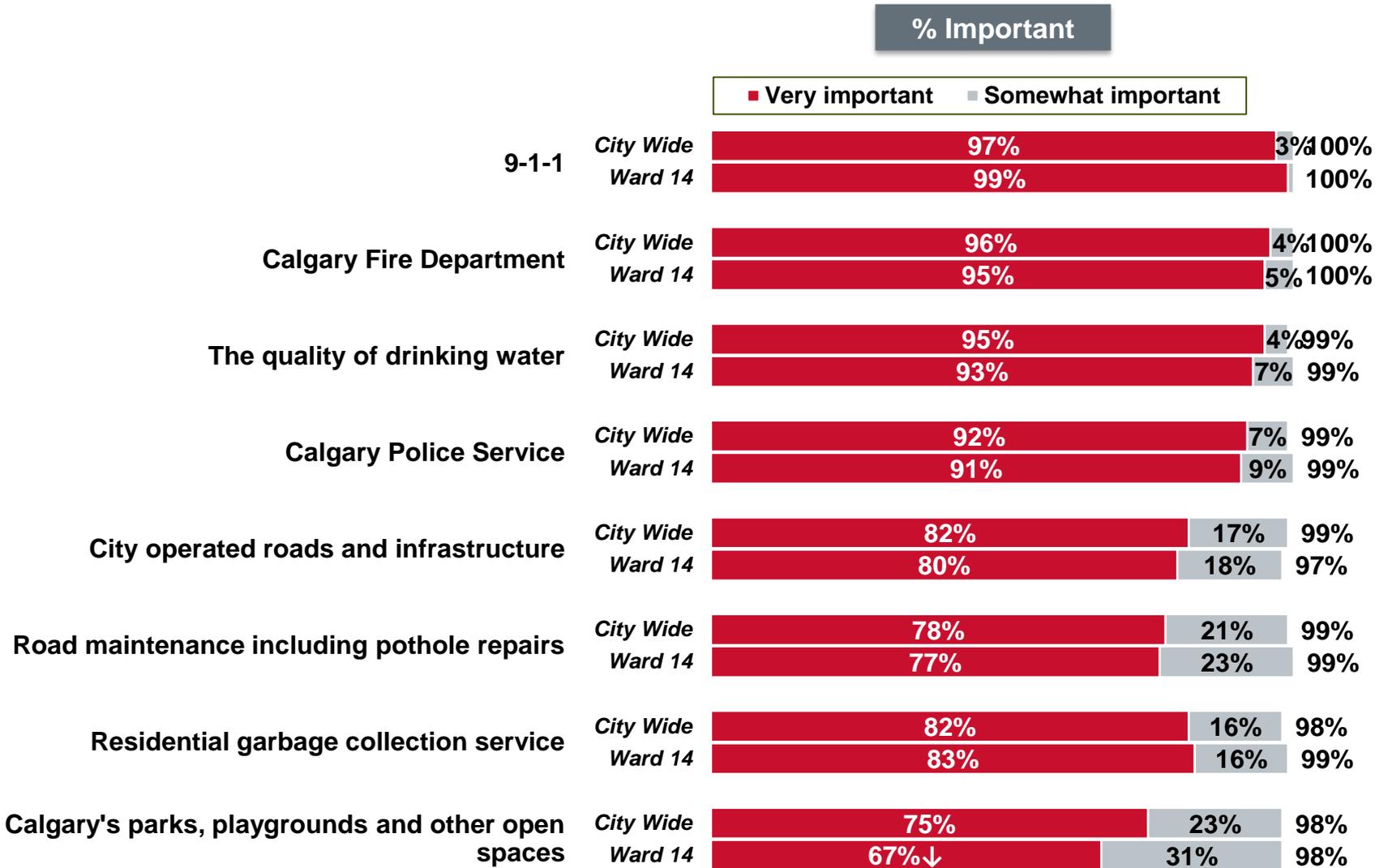
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 14: n=171)

\*Rounding



# Importance of City Programs and Services

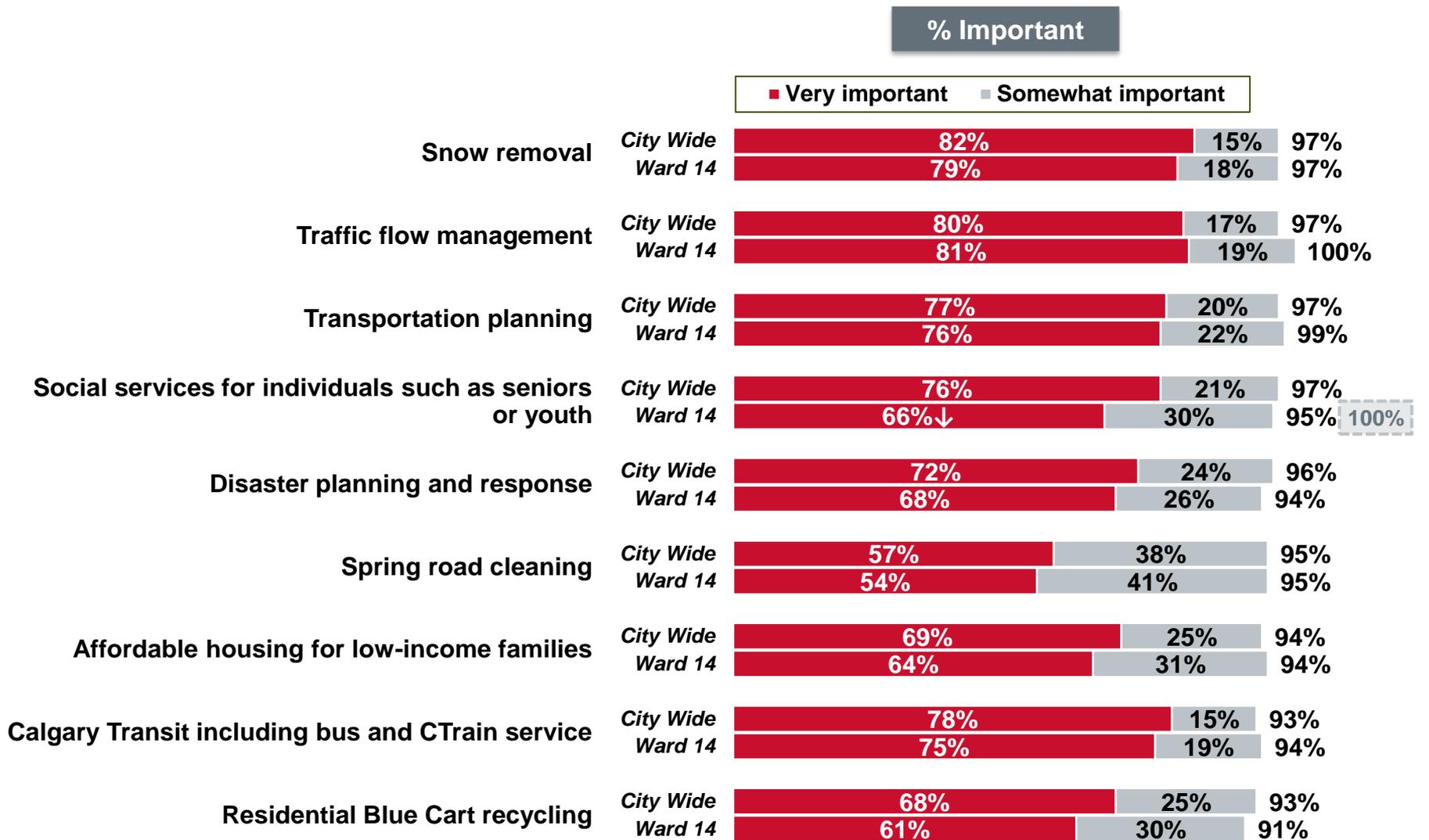


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)



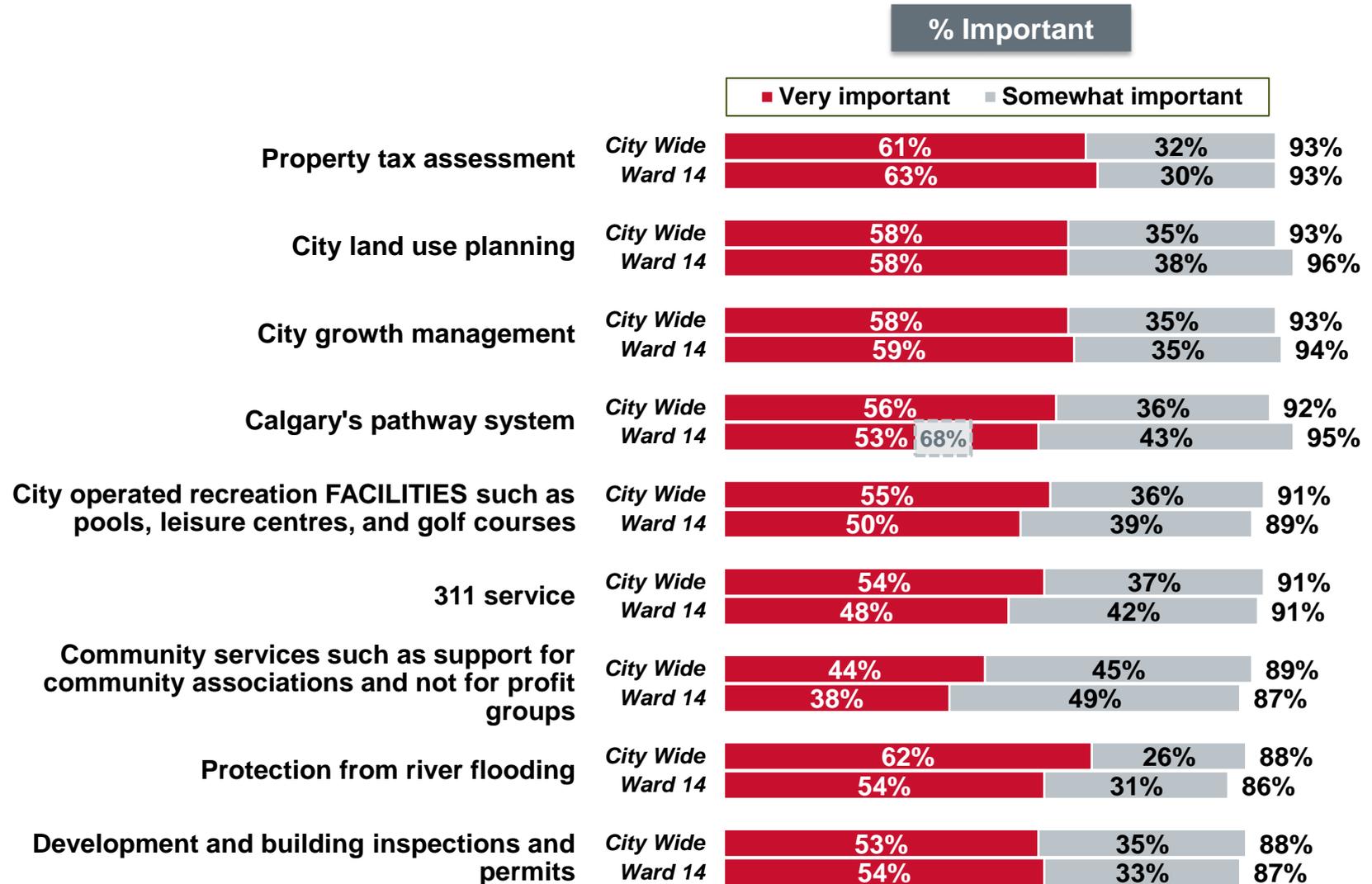
Ward 14 2017

*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)



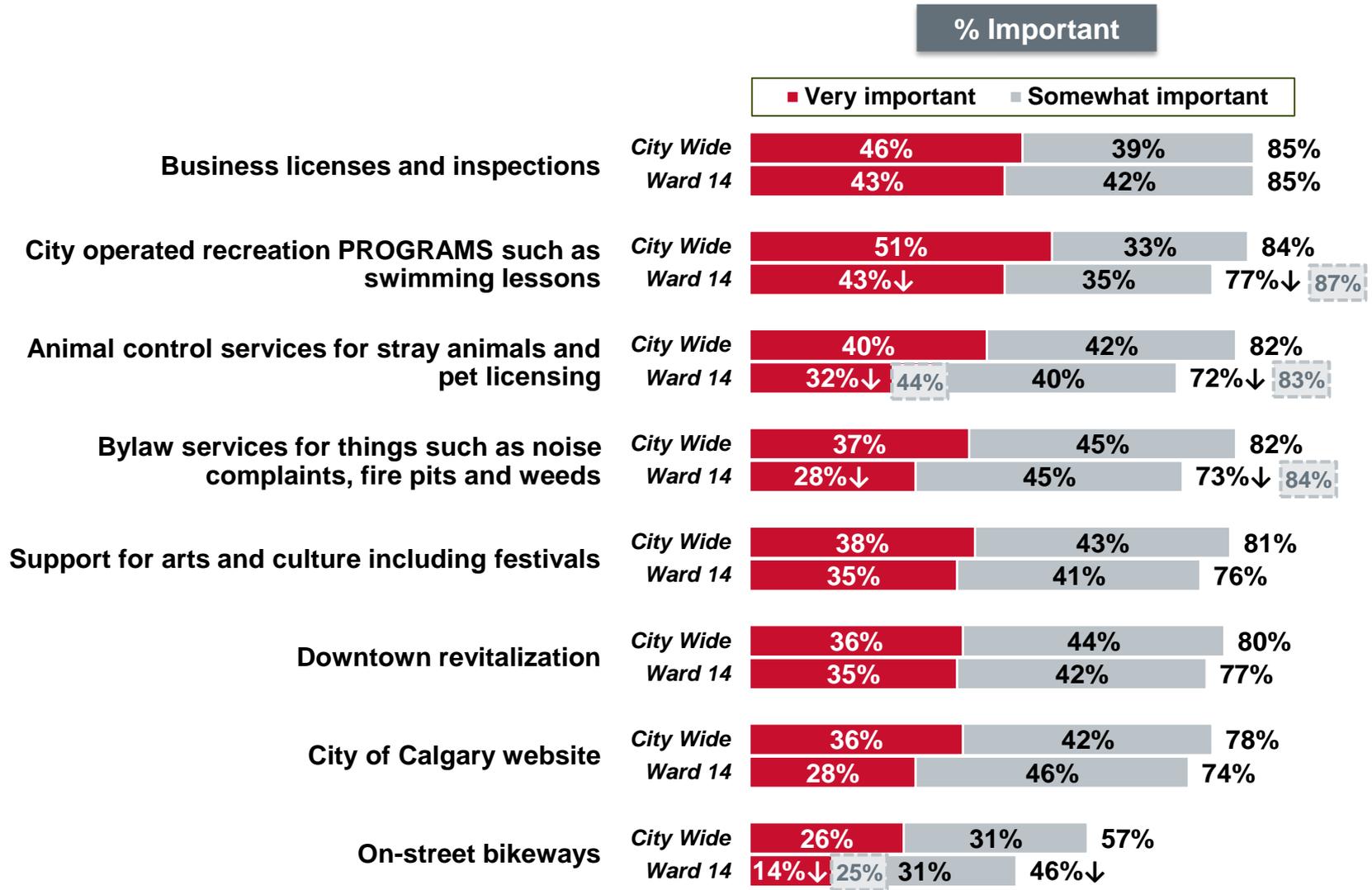
Ward 14 2017

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)



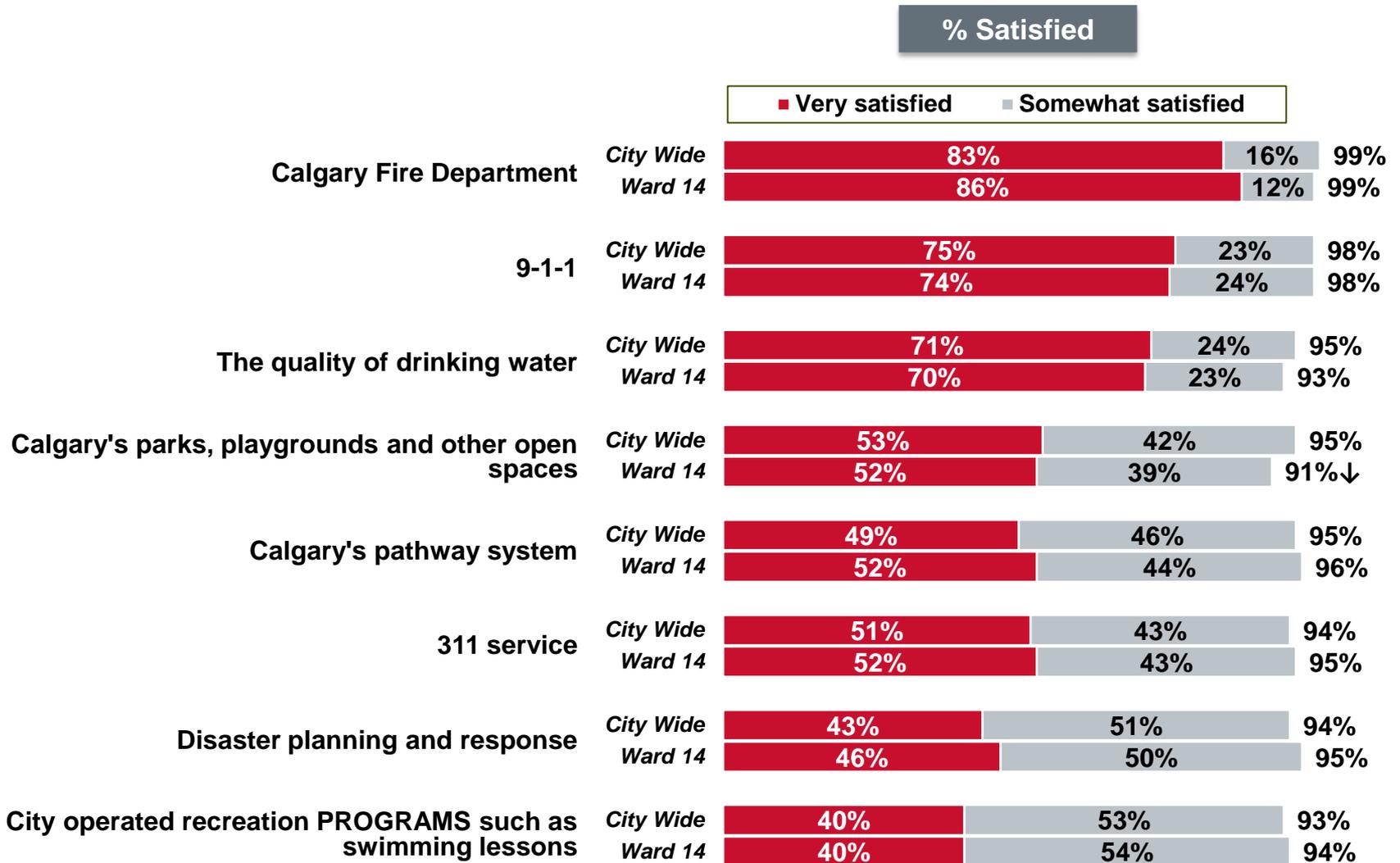
Ward 14 2017

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)



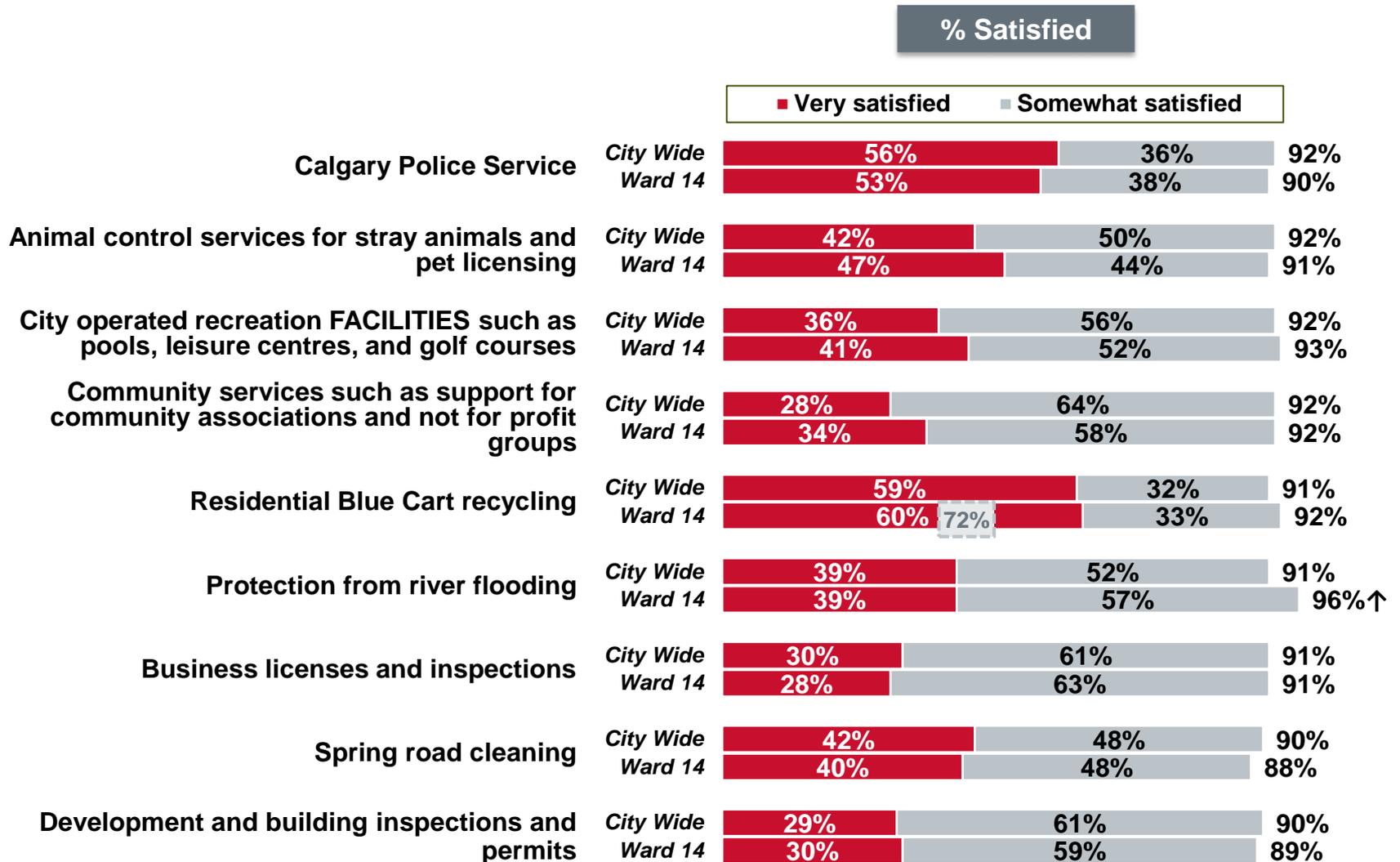
# Satisfaction with City Programs and Services



*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)



Ward 14 2017

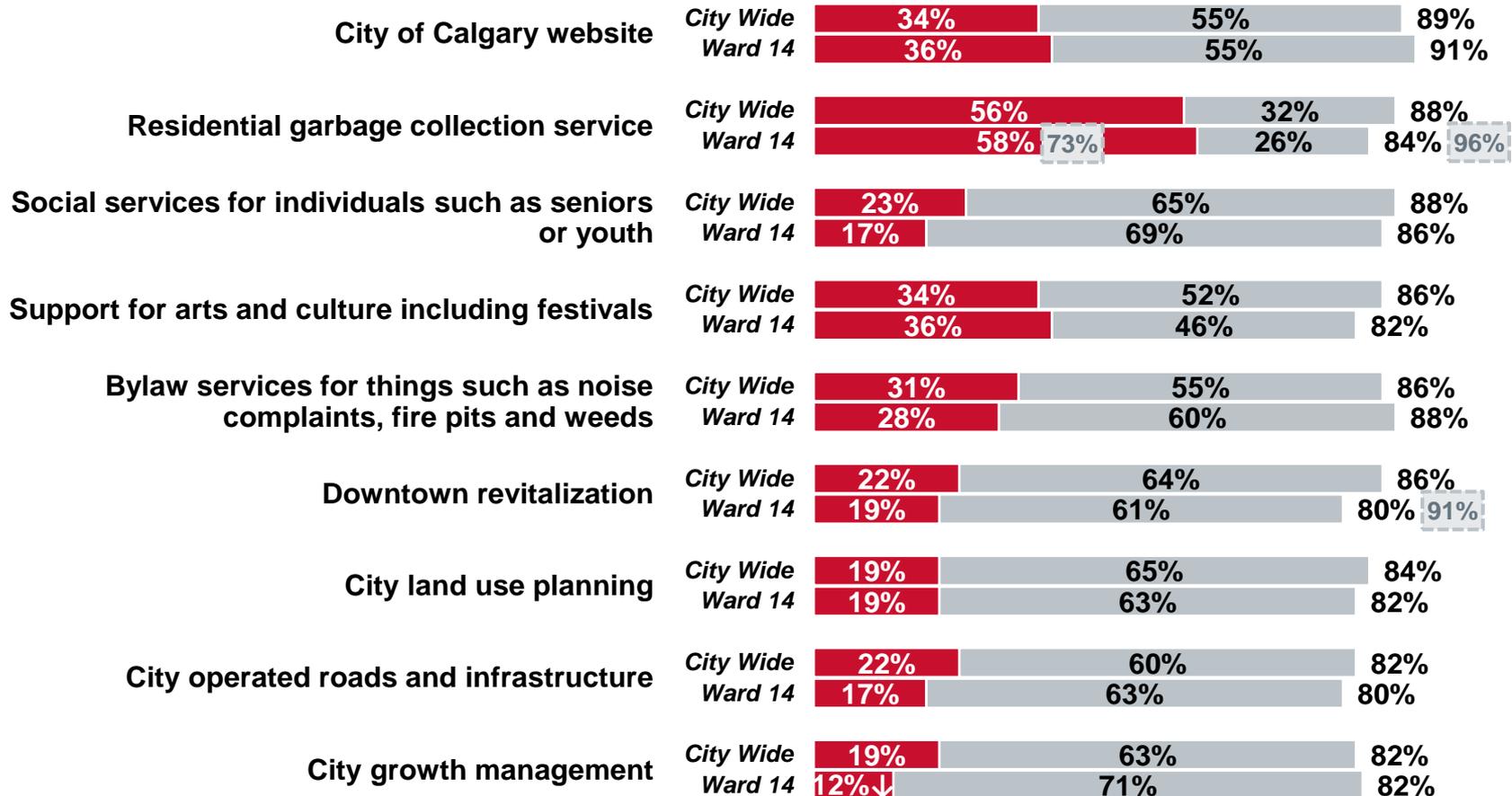
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)

## % Satisfied

■ Very satisfied ■ Somewhat satisfied

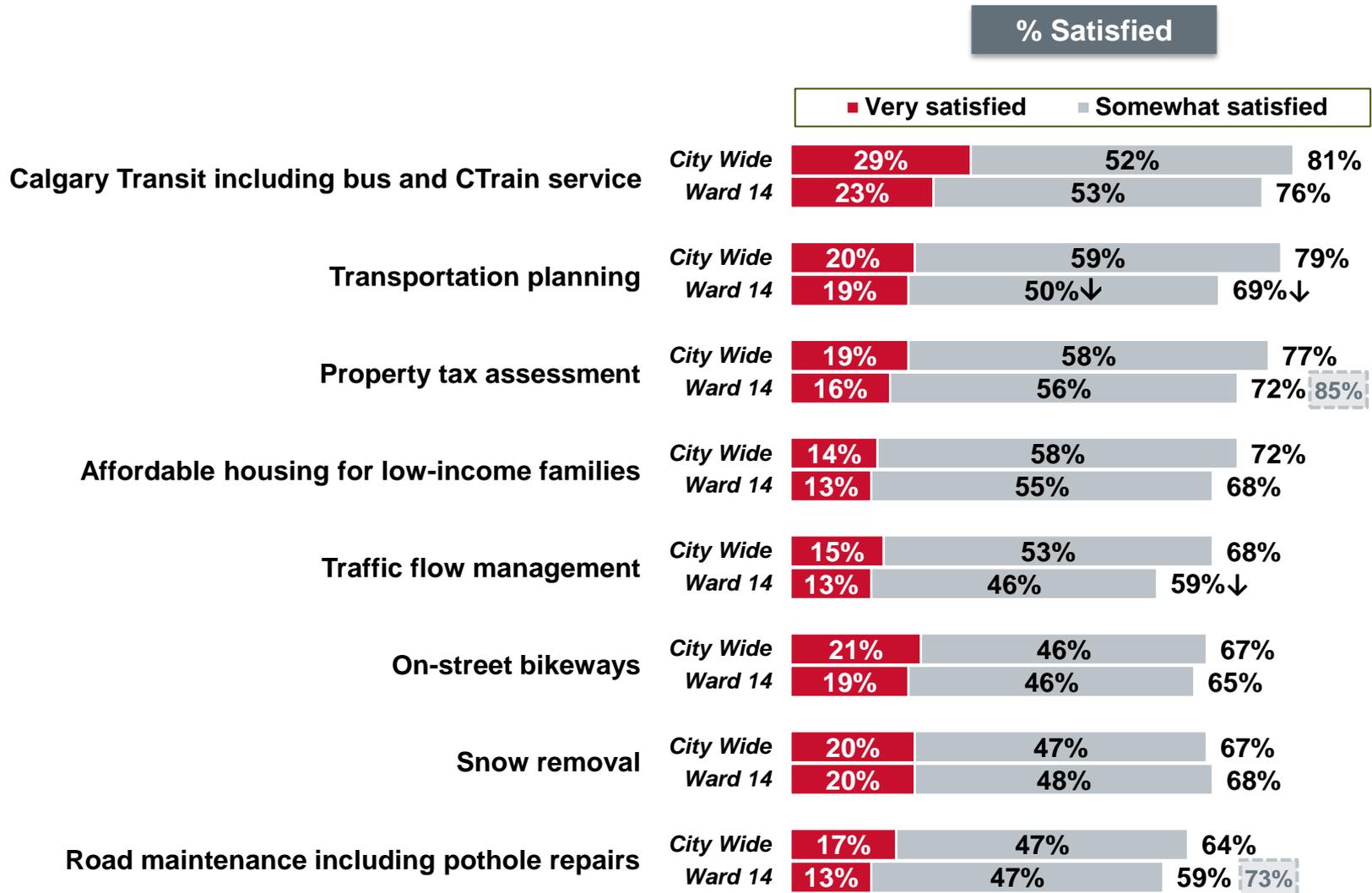


Ward 14 2017

*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)

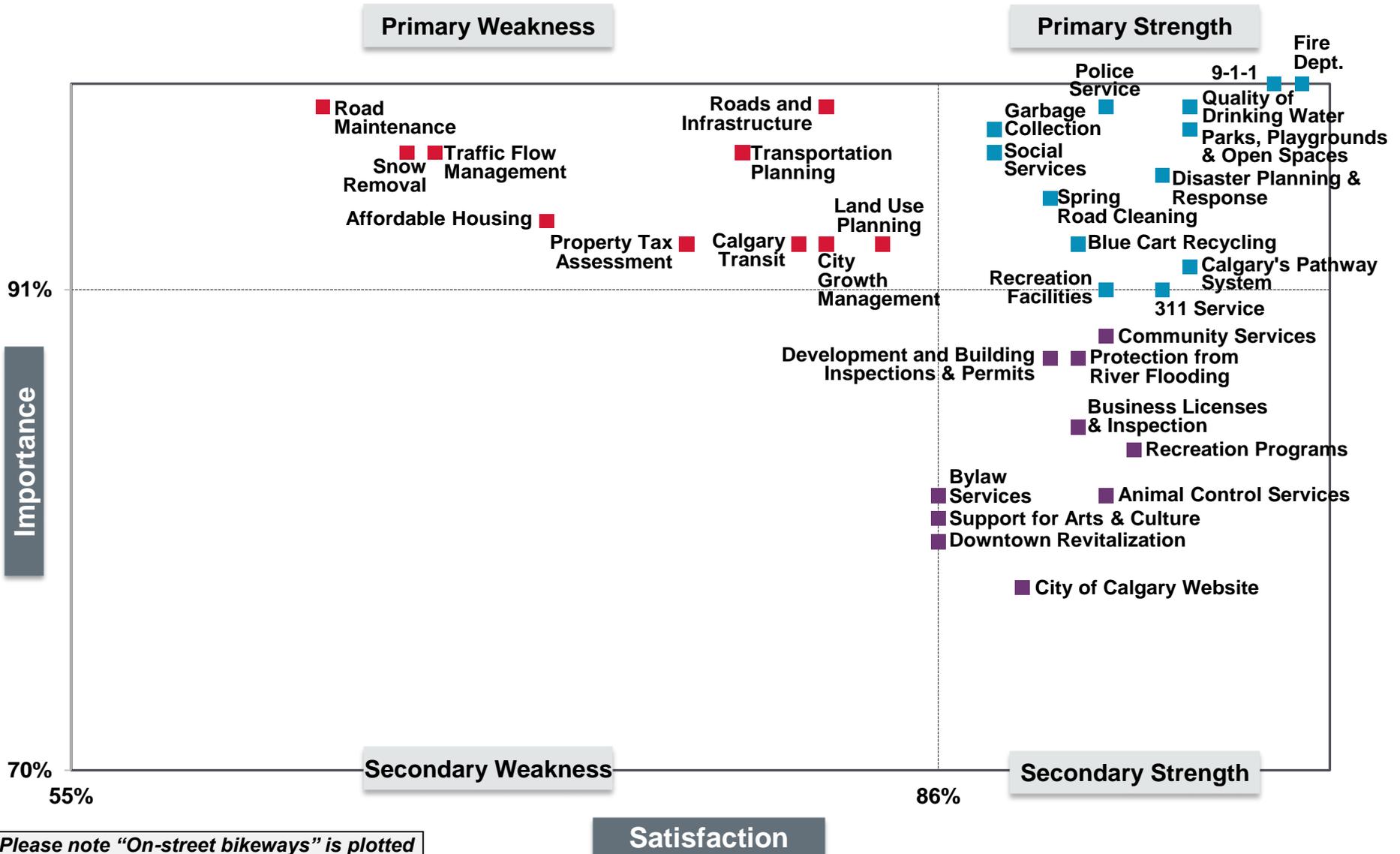


Ward 14 2017

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



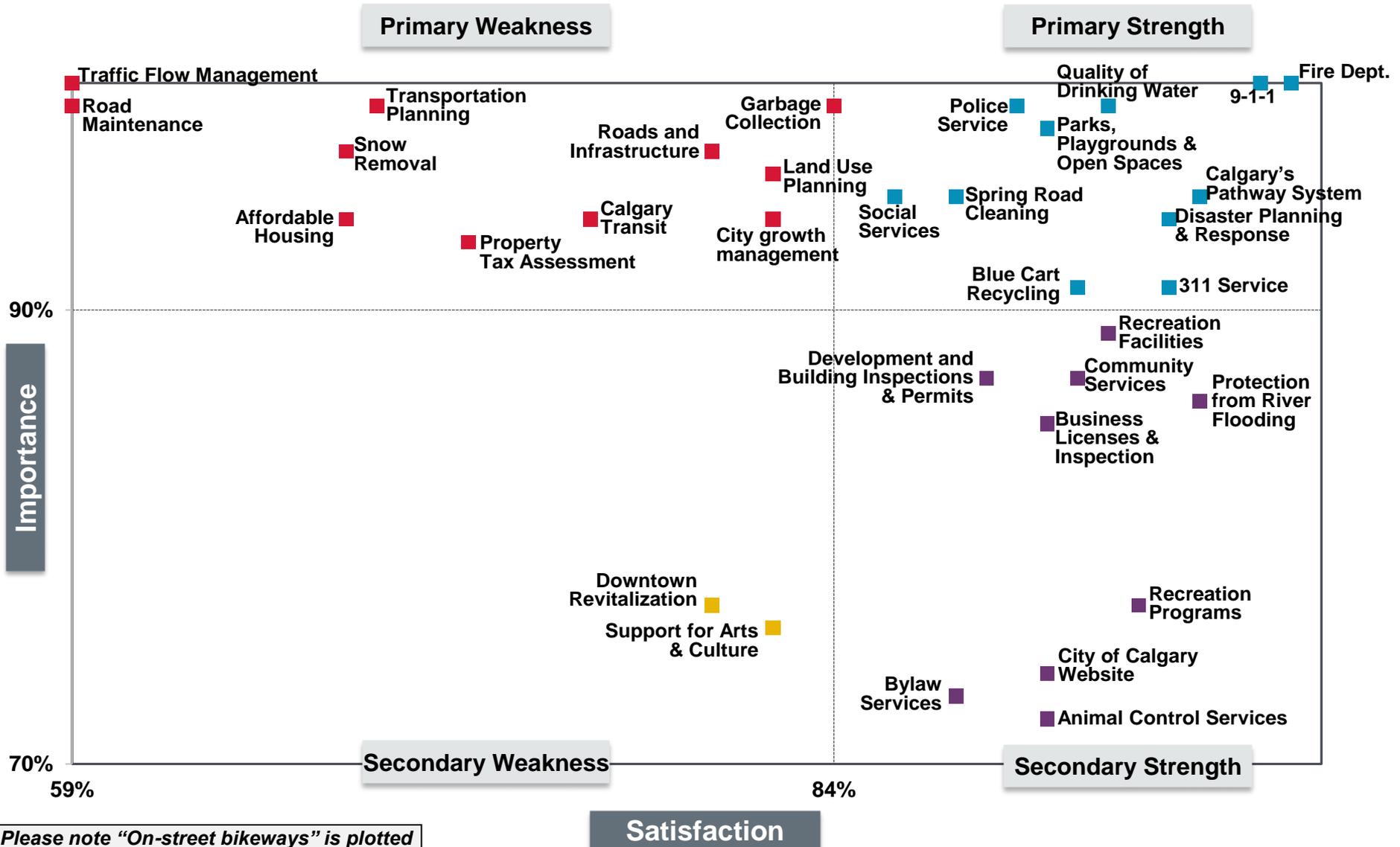
# Importance vs. Satisfaction Grid: City Wide



Please note "On-street bikeways" is plotted at (67% satisfaction, 57% importance) and not illustrated on this graph.



# Importance vs. Satisfaction Grid: Ward 14



Please note "On-street bikeways" is plotted at (65% satisfaction, 46% importance) and not illustrated on this graph.



# 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.*

**Primary Strength**

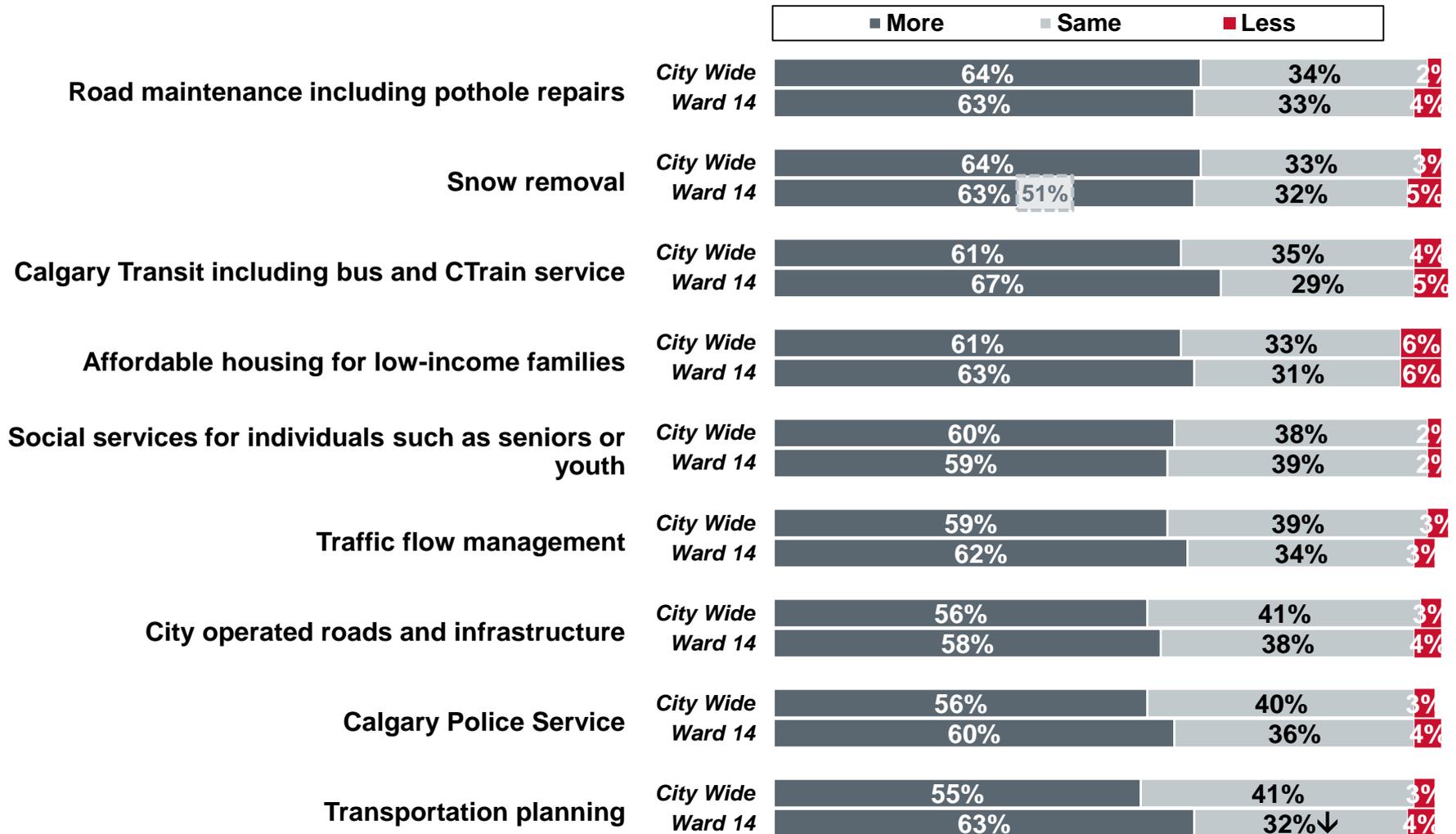
**Primary Weakness**

**Neither (in another quadrant)**

	City Wide	Ward 14
Fire Department	Primary Strength	Primary Strength
9-1-1	Primary Strength	Primary Strength
Quality of Drinking Water	Primary Strength	Primary Strength
Parks, Playgrounds and Open Spaces	Primary Strength	Primary Strength
Disaster Planning and response	Primary Strength	Primary Strength
Police Service	Primary Strength	Primary Strength
Calgary's Pathway System	Primary Strength	Primary Strength
Spring Road Cleaning	Primary Strength	Primary Strength
Blue Cart Recycling	Primary Strength	Primary Strength
Residential Garbage Collection	Primary Strength	Primary Weakness
Social Services	Primary Strength	Primary Strength
Recreation Facilities	Primary Strength	Neither
311 service	Primary Strength	Primary Strength
Road Maintenance	Primary Weakness	Primary Weakness
Snow Removal	Primary Weakness	Primary Weakness
Traffic Flow Management	Primary Weakness	Primary Weakness
Affordable Housing	Primary Weakness	Primary Weakness
Property Tax Assessment	Primary Weakness	Primary Weakness
Transportation Planning	Primary Weakness	Primary Weakness
Roads and Infrastructure	Primary Weakness	Primary Weakness
Calgary Transit	Primary Weakness	Primary Weakness
City Growth Management	Primary Weakness	Primary Weakness
Land Use Planning	Primary Weakness	Primary Weakness



# Investment in City Programs and Services

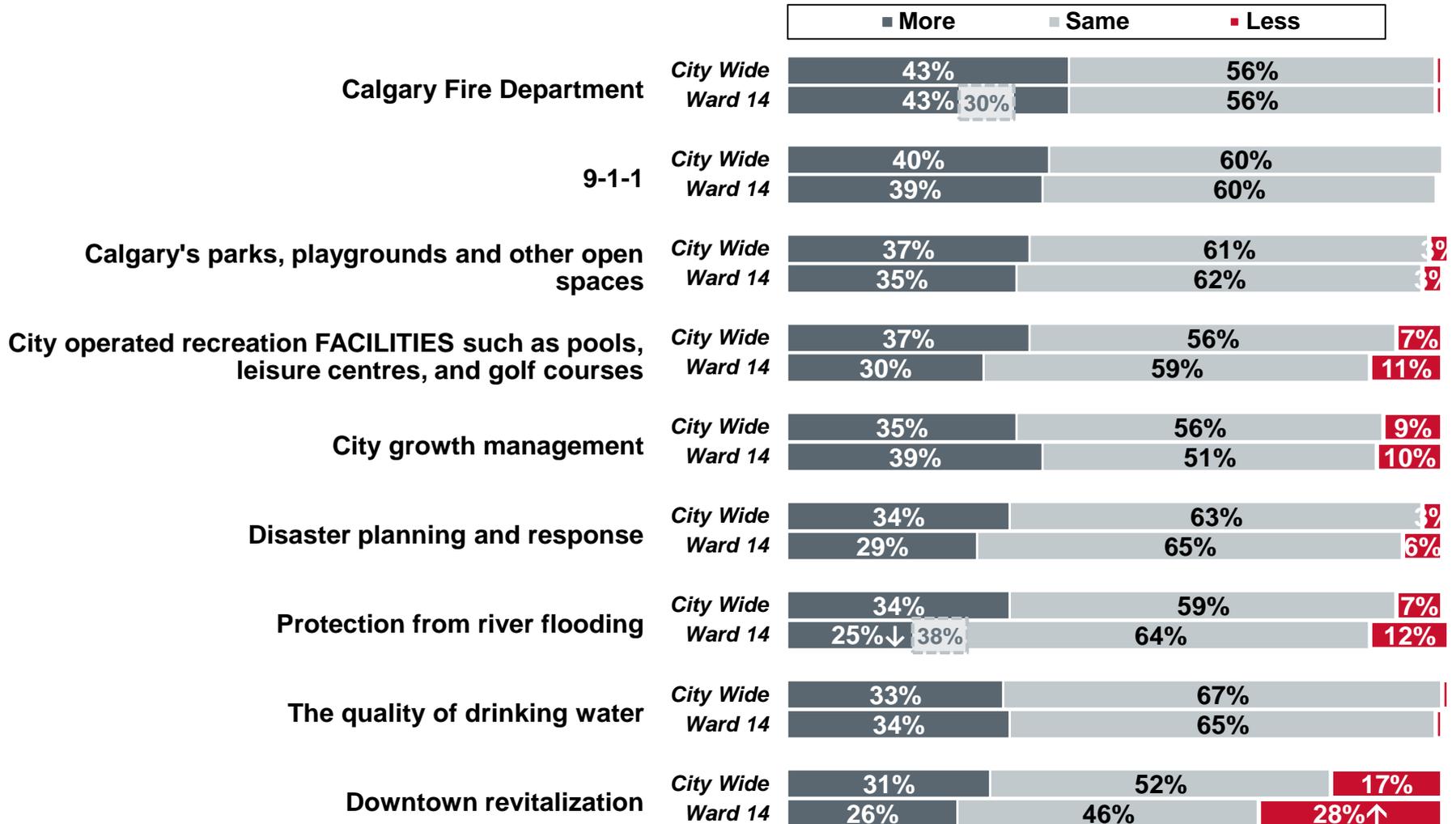


Ward 14 2017

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)

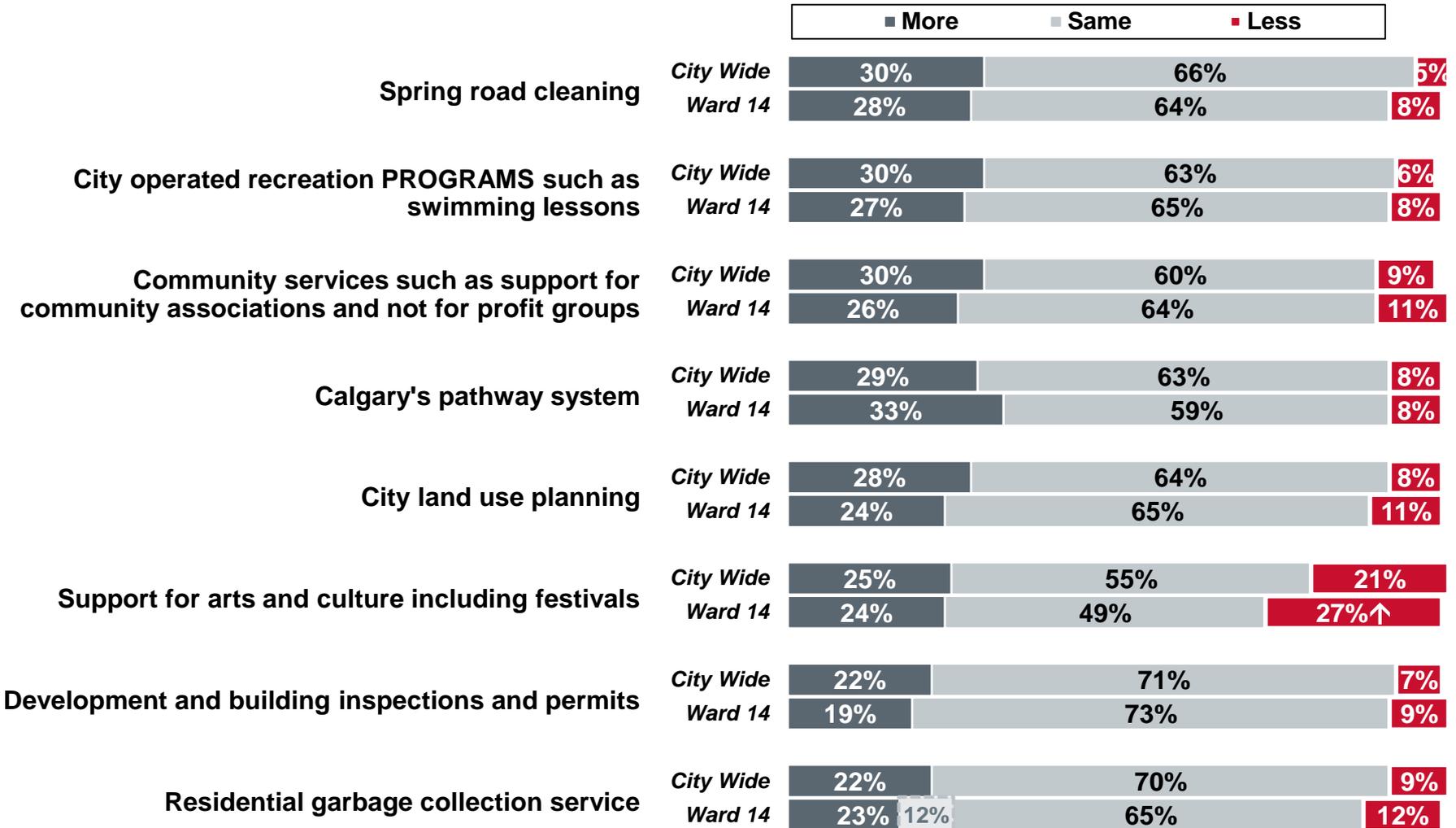


Ward 14 2017

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)

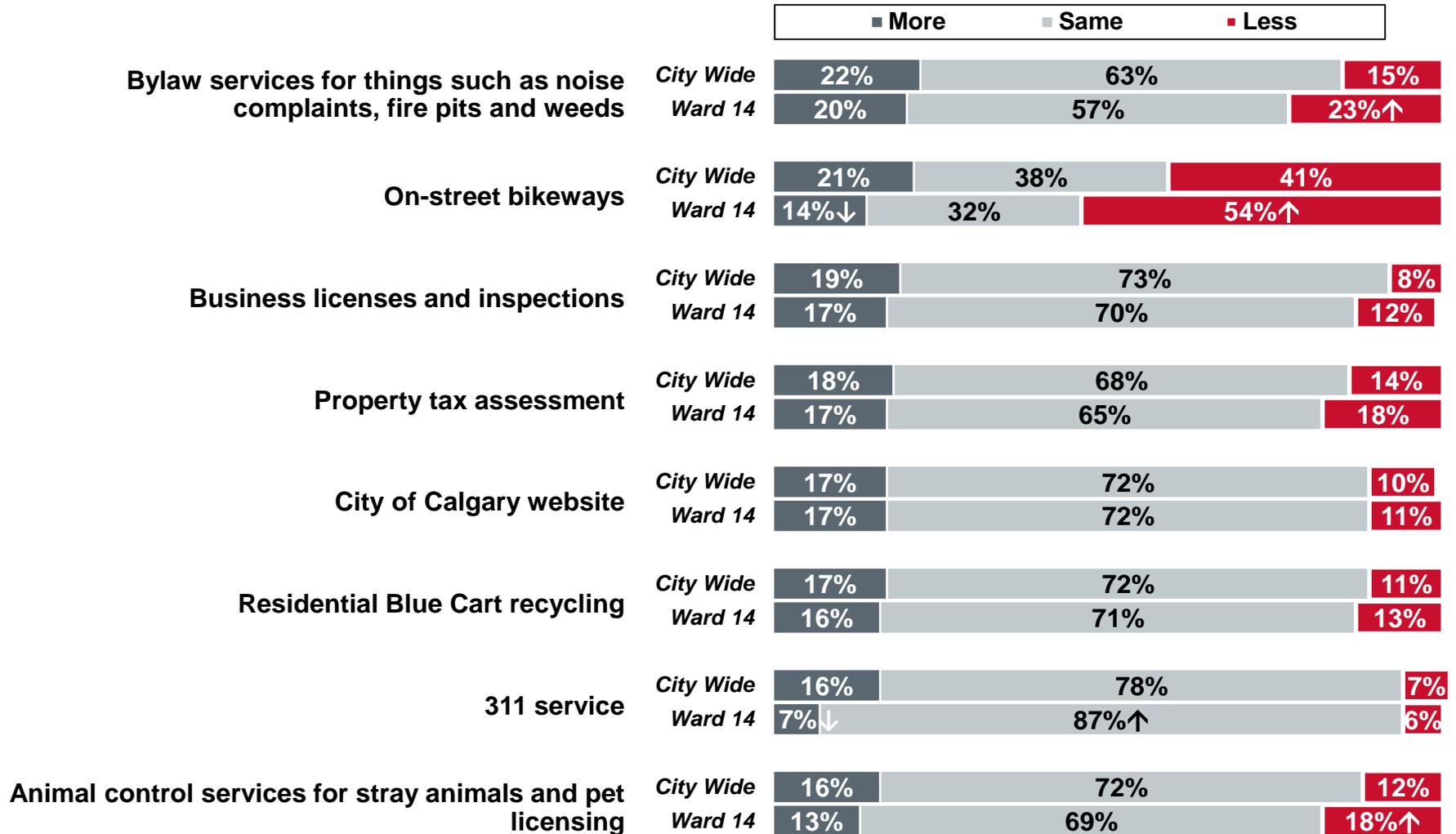


Ward 14 2017

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)

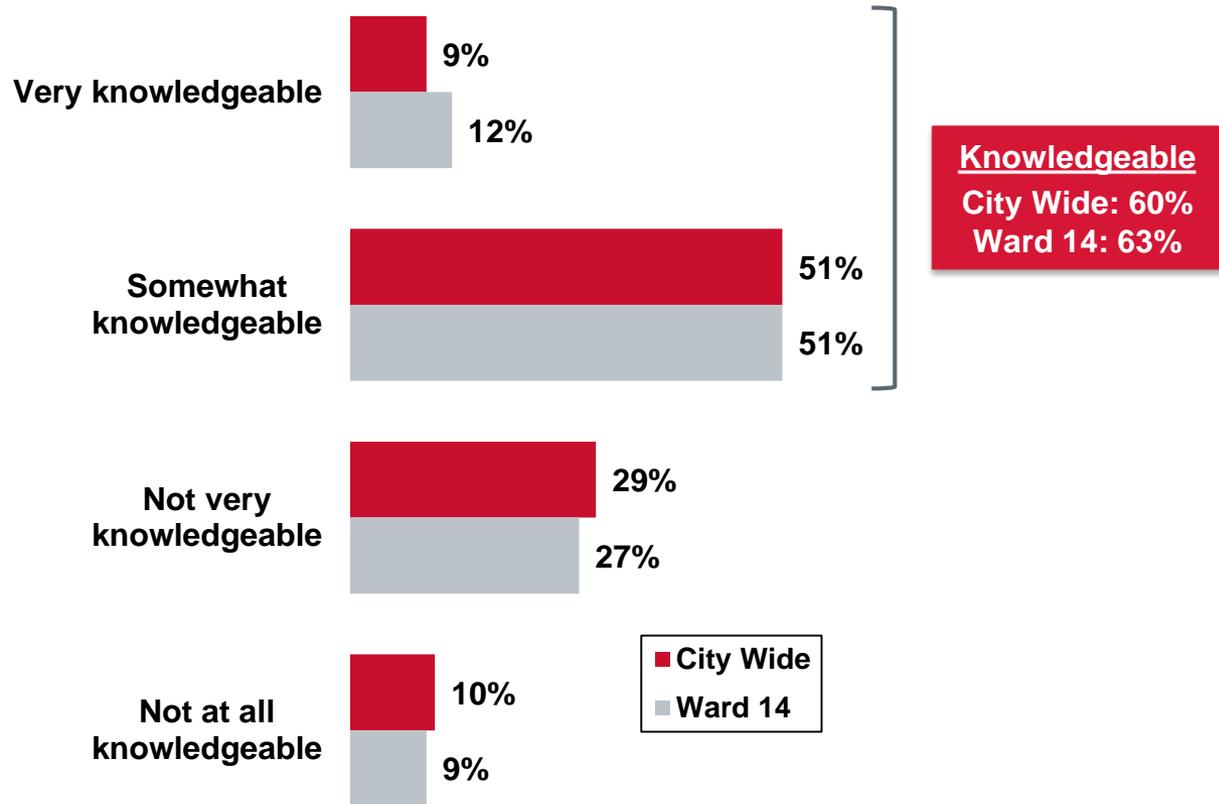


# Taxation





# Knowledge Levels of Tax Dollar Spending

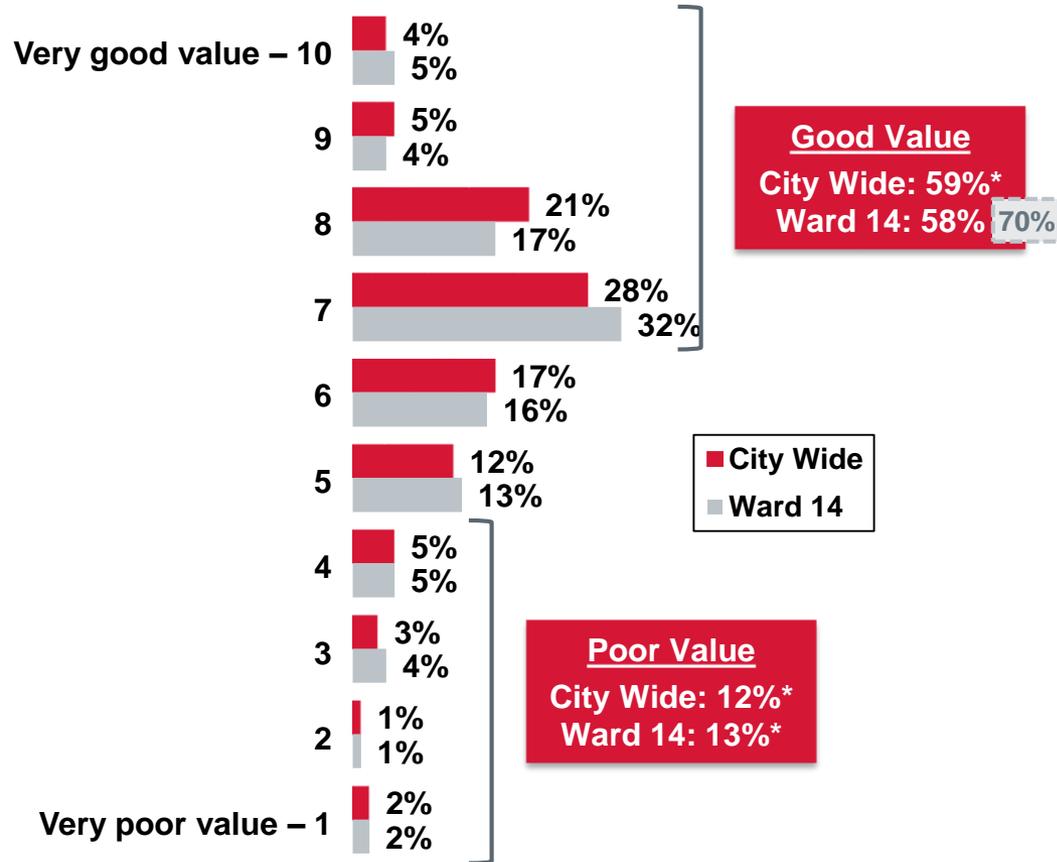


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,492 / Ward 14: n=172)



# Perceived Value of Property Taxes



Ward 14 2017

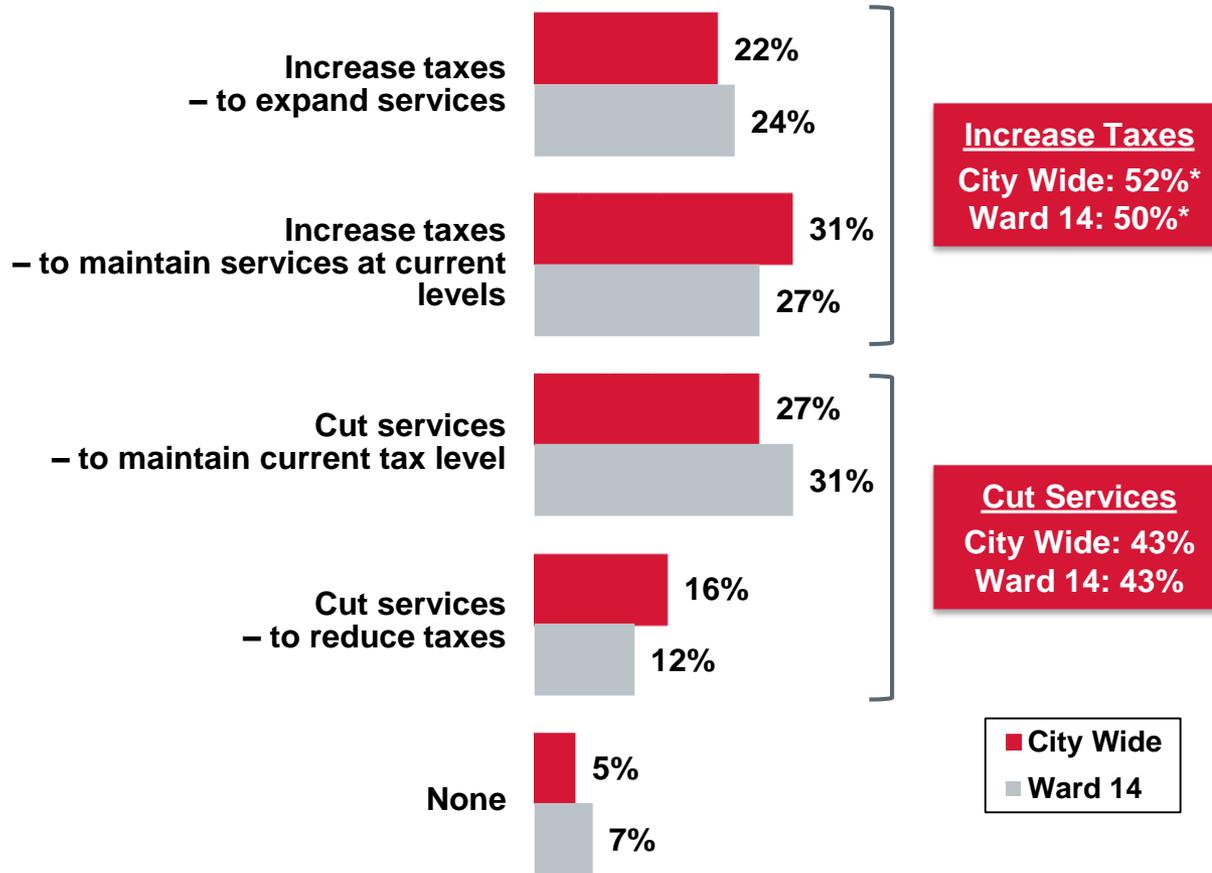
\*Rounding

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=2,477 / Ward 14: n=172)



# Balancing Taxation and Service Delivery Levels



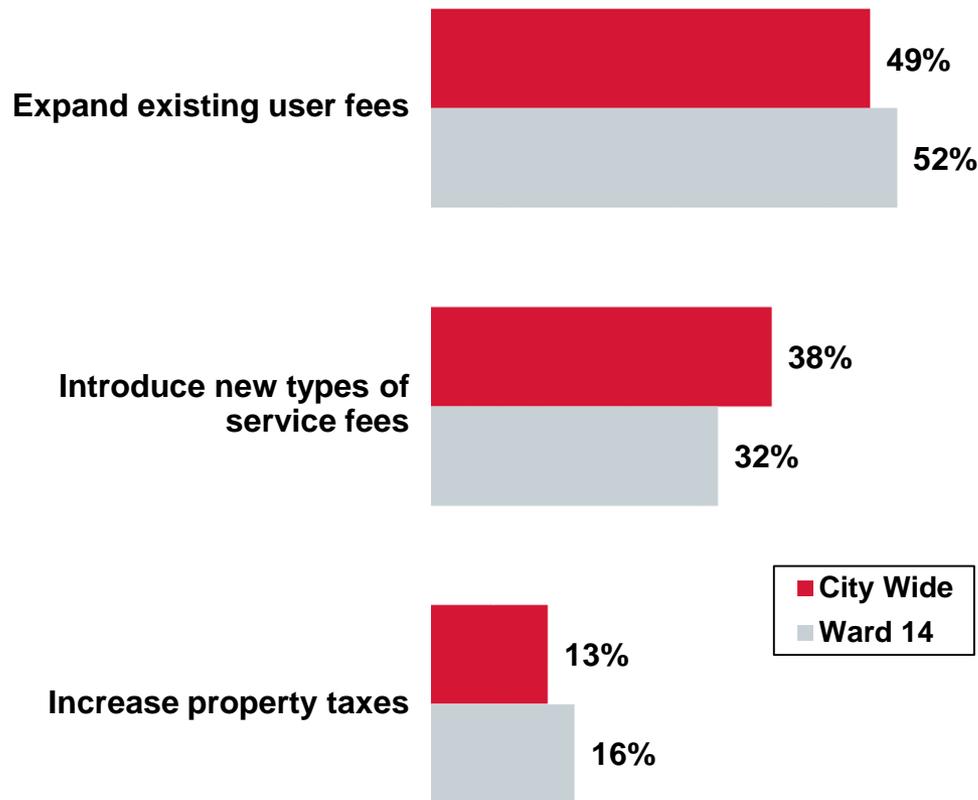
\*Rounding

*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=2,460 / Ward 14: n=172)



# 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 ...?*

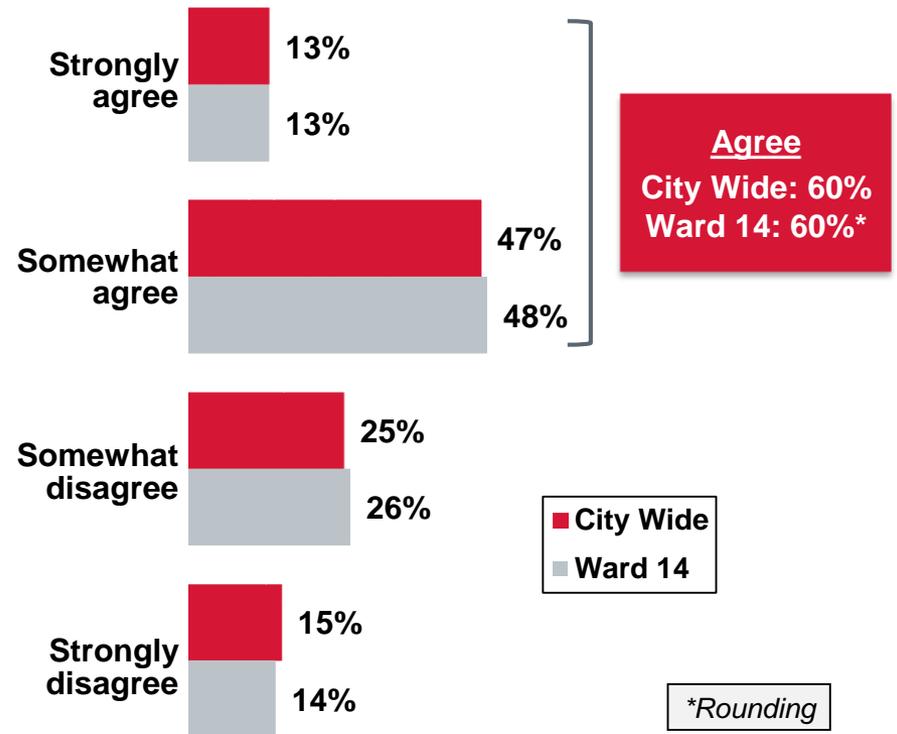
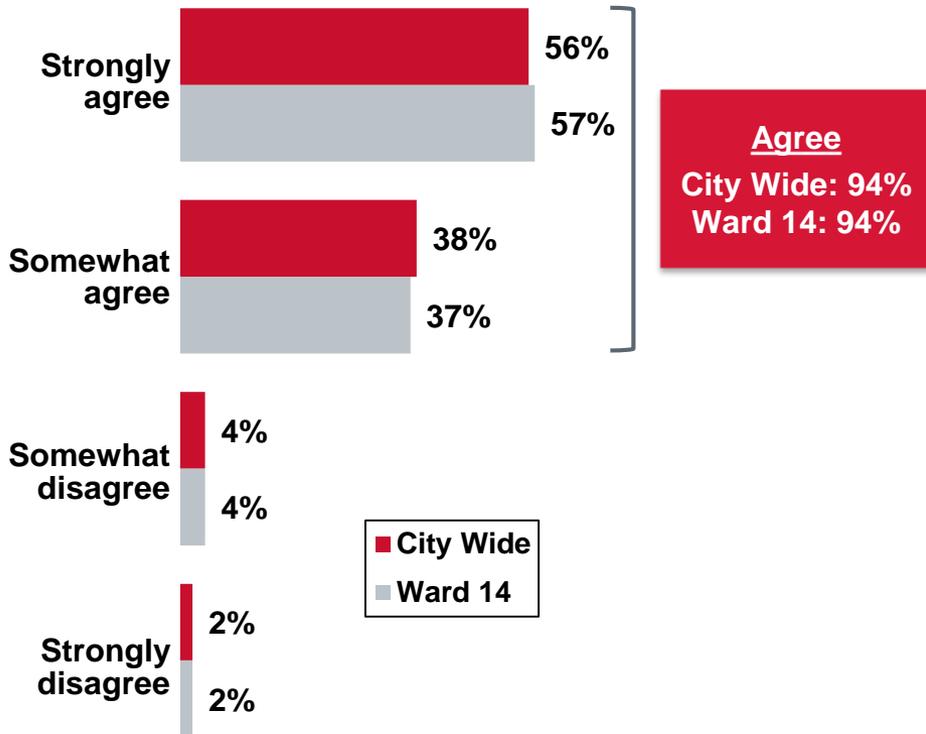
Base: Valid respondents (City Wide: n=2,352 / Ward 14: n=164)



# 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*



Base: Valid respondents (City Wide: n=2,487 / Ward 14: n=171)

Base: Valid respondents (City Wide: n=2,463 / Ward 14: n=169)

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

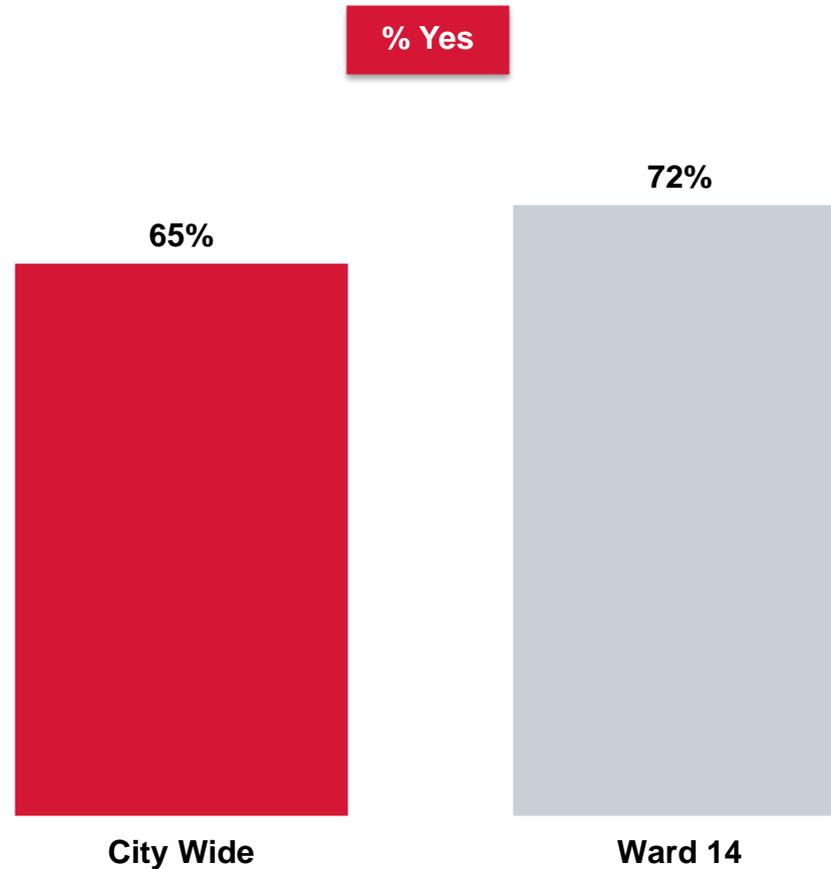


## Contact with The City and Customer Service





# Past 12 Months Contact with The City of Calgary

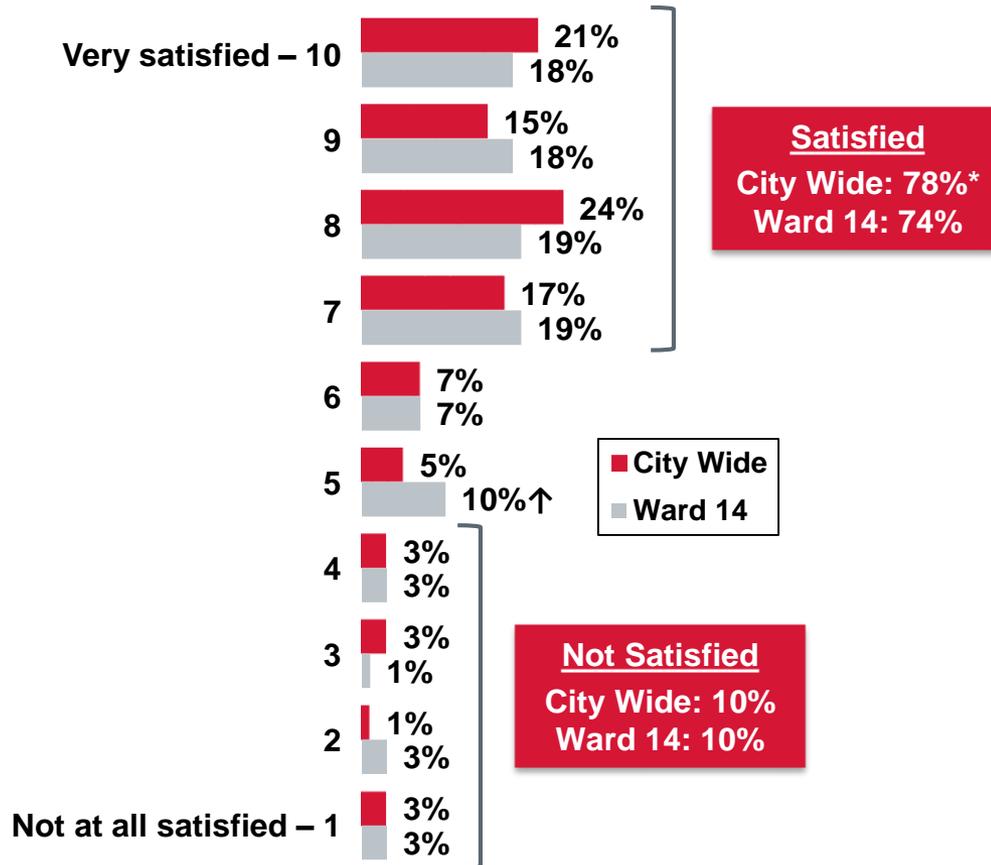


*Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?*

Base: Valid respondents (City Wide: n=2,488 / Ward 14: n=172)



# Satisfaction with the Overall Level and Quality of Customer Service



\*Rounding

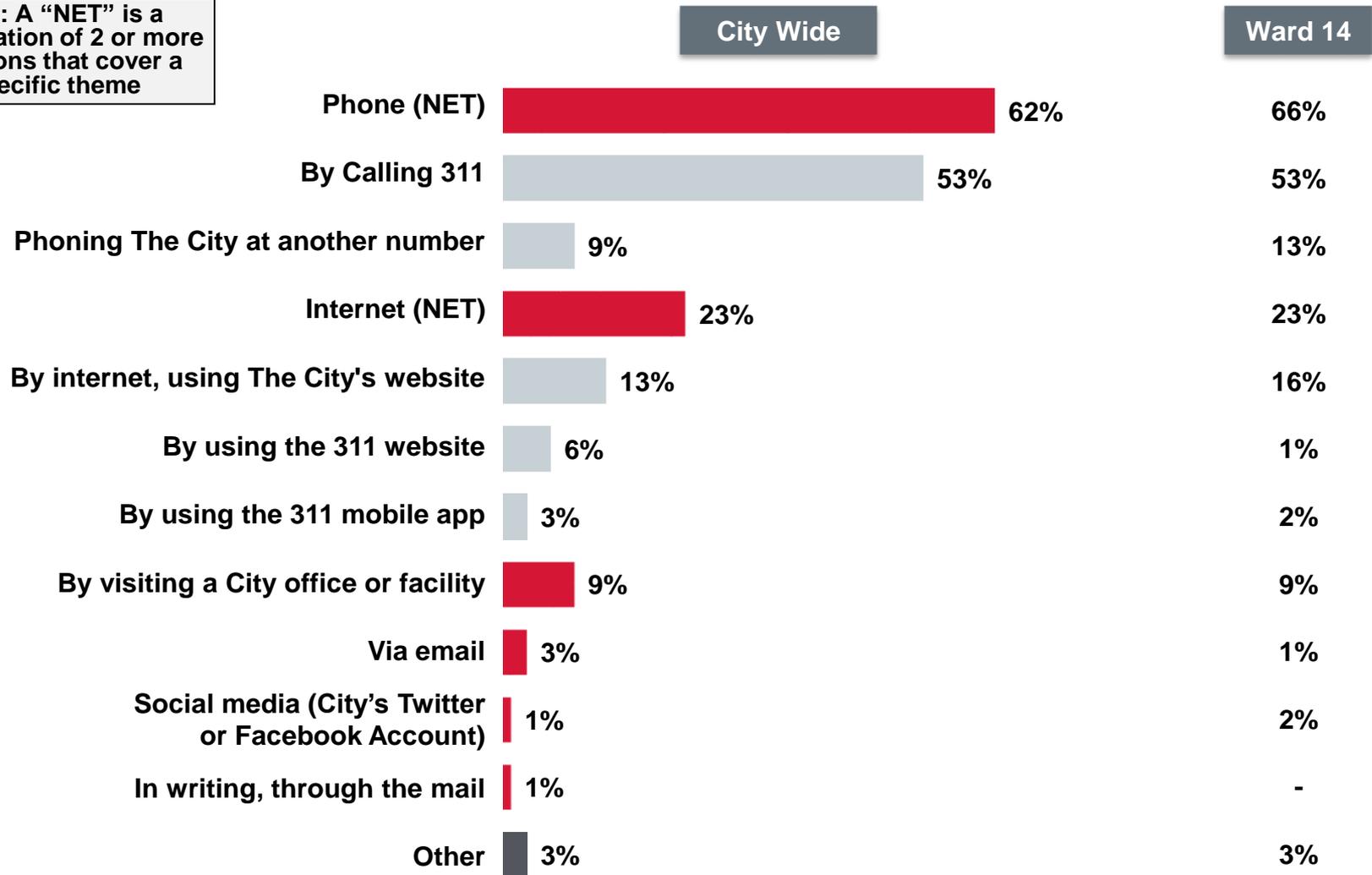
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,651 / Ward 14: n=119)



# Type of Contact

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

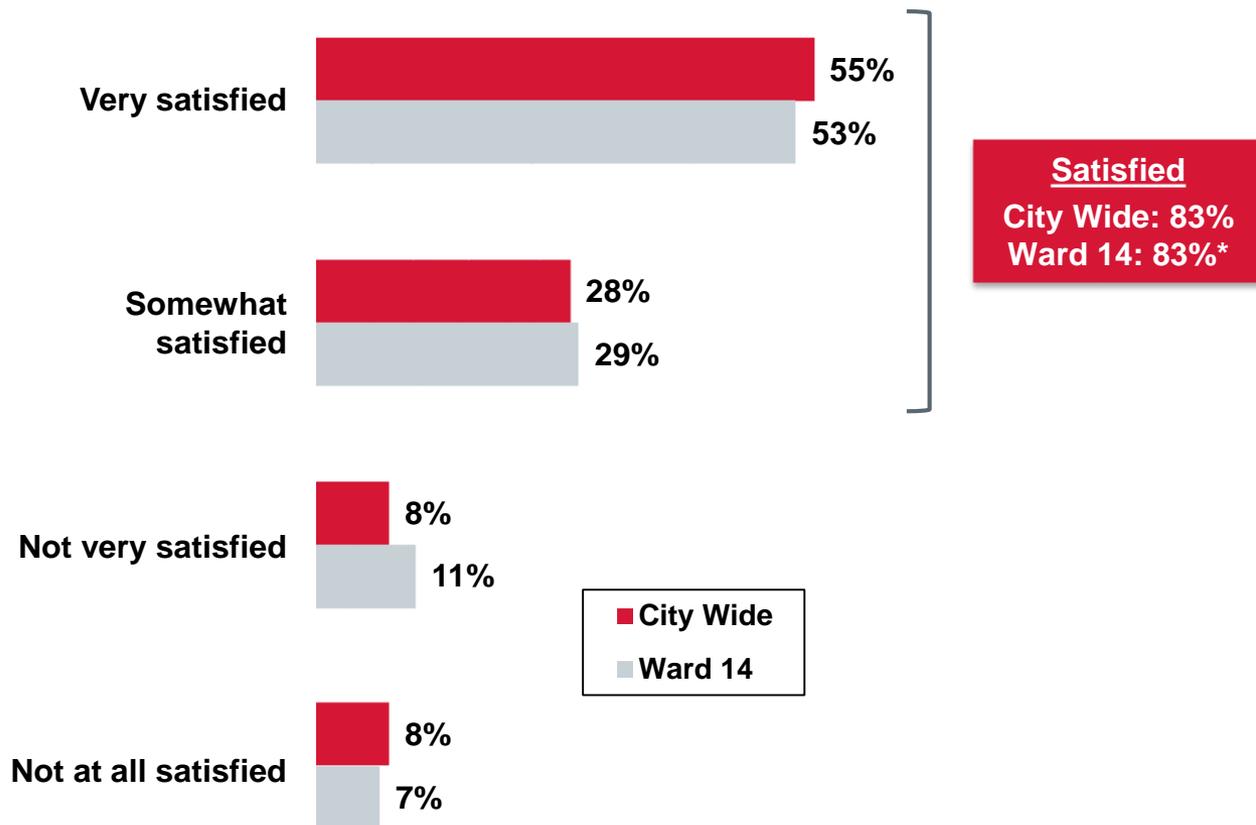


When you contacted The City, most recently, was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,126 / Ward 14: n=81)



# Satisfaction with Most Recent City Contact



■ City Wide  
 ■ Ward 14

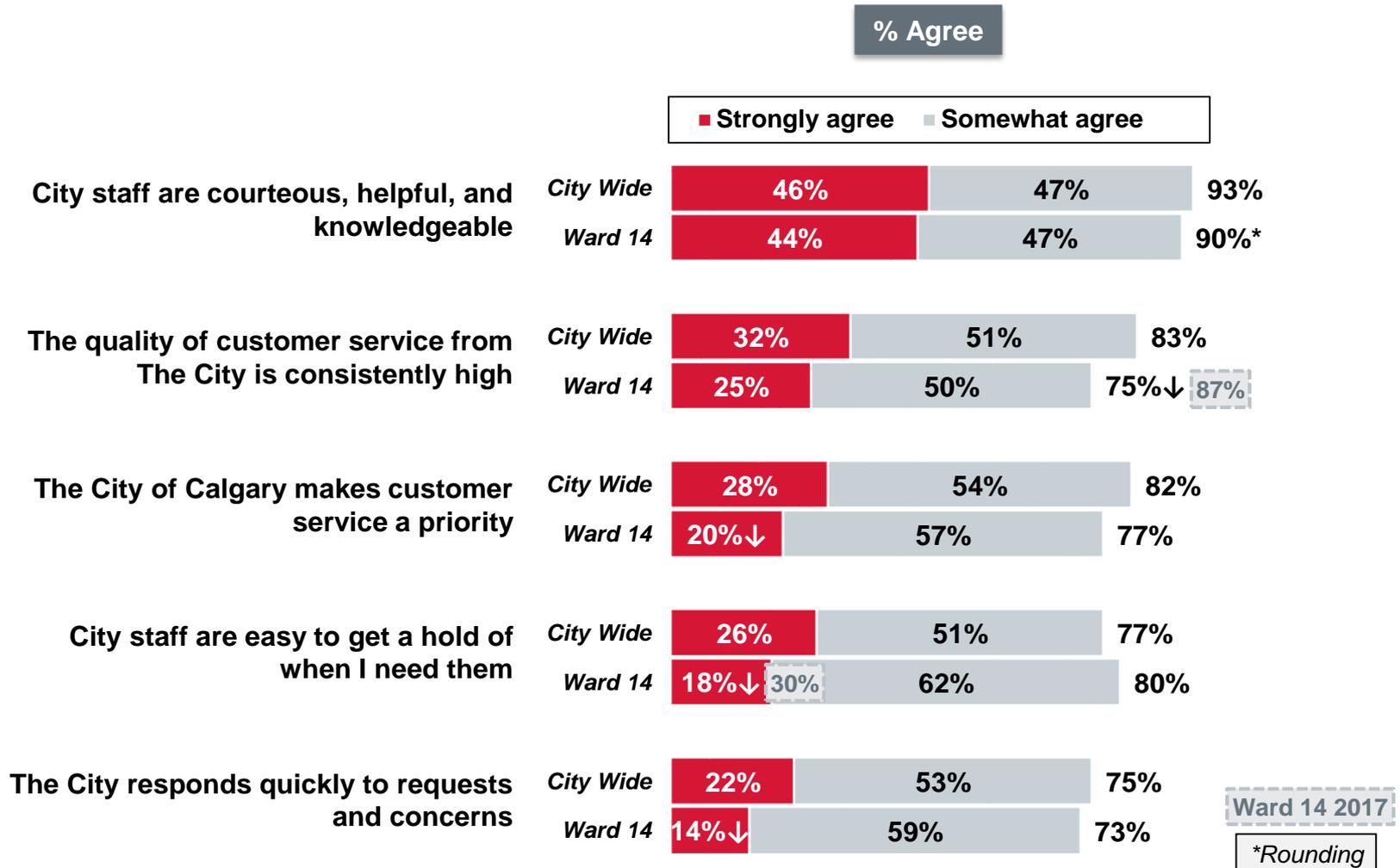
\*Rounding

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

Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,125 / Ward 14: n=80)



# Attitudes Regarding Customer Service



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

Base: Valid respondents (Bases vary)

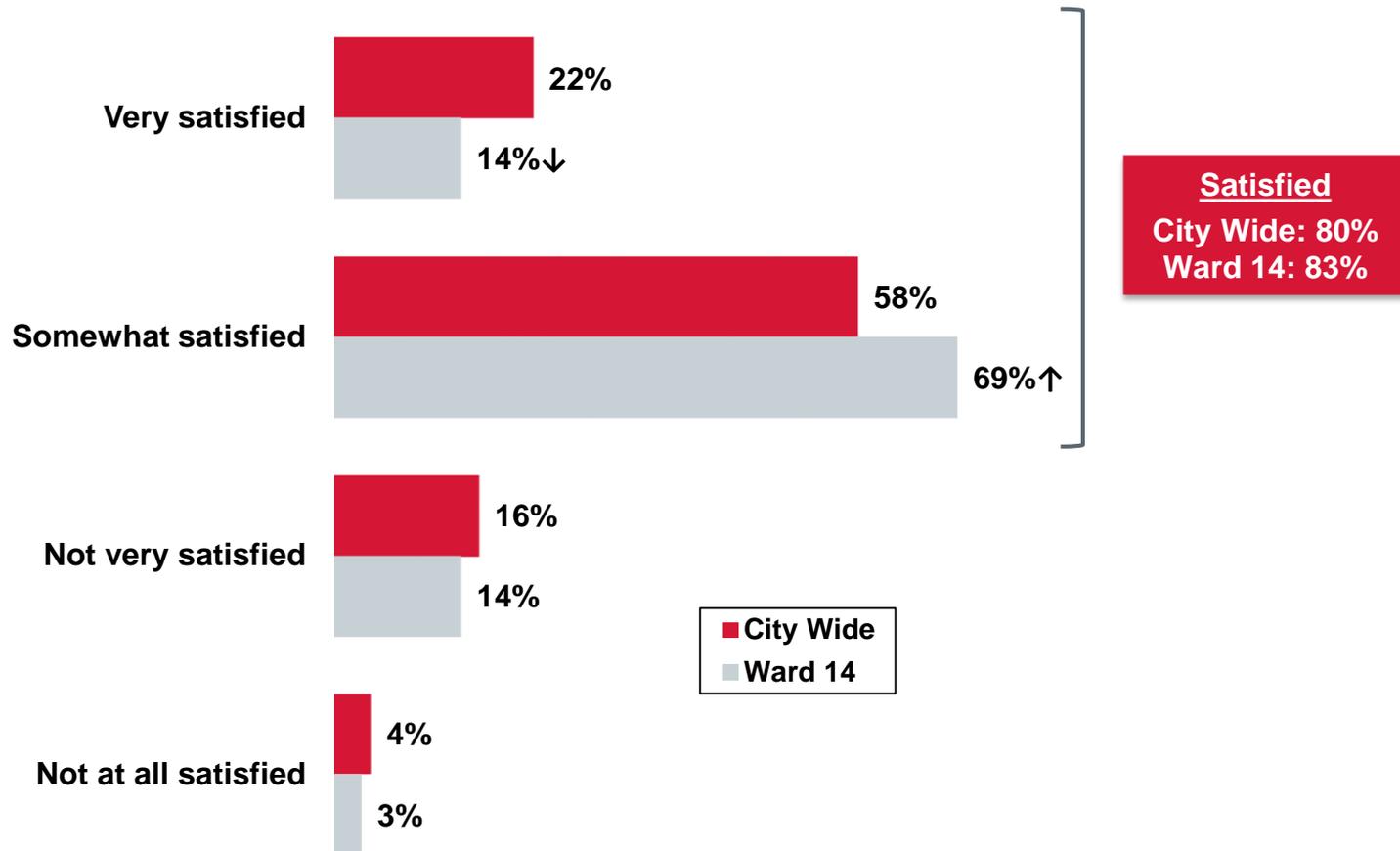


## City Communications





# Satisfaction with the Overall Quality of City Information and Communications

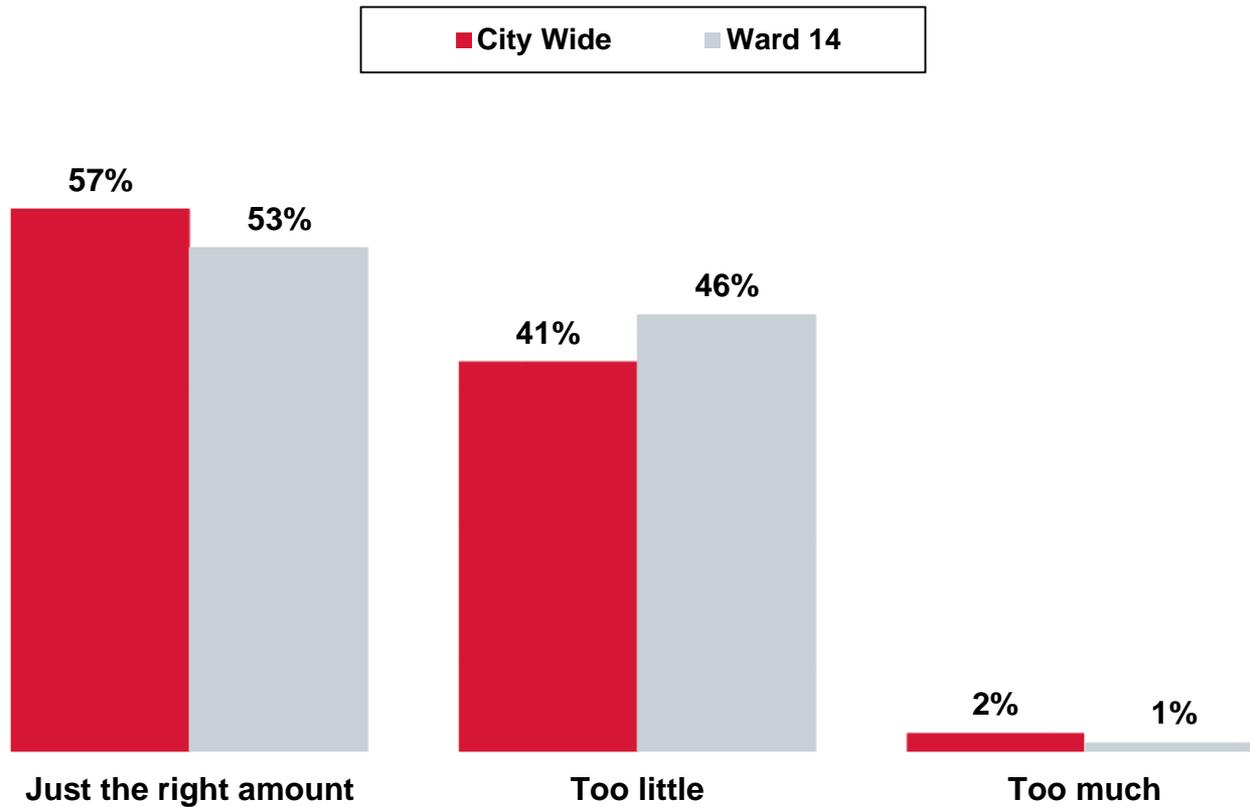


*And how satisfied are you with the overall quality of City information and communications?*

Base: Valid respondents (City Wide: n=2,490 / Ward 14: n=172)



# The Amount of Information Accessible



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

Base: Valid respondents (City Wide: n=2,470 / Ward 14: n=167)



## City Reputation and Performance





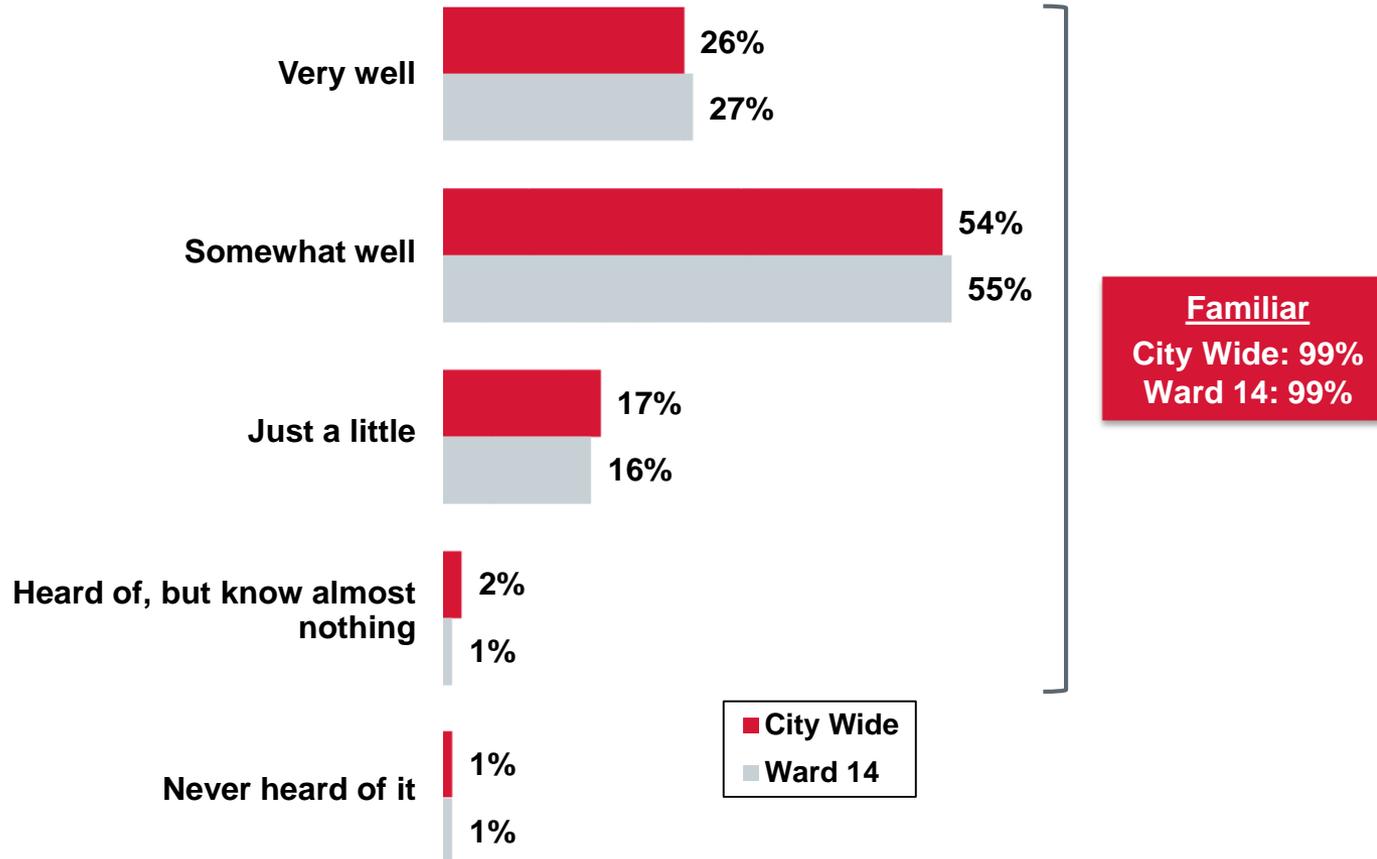
## A Model of Reputation



**Building a strong reputation helps an organization perform more effectively in the present AND builds a reservoir of goodwill to draw upon in future crises**



# Familiarity

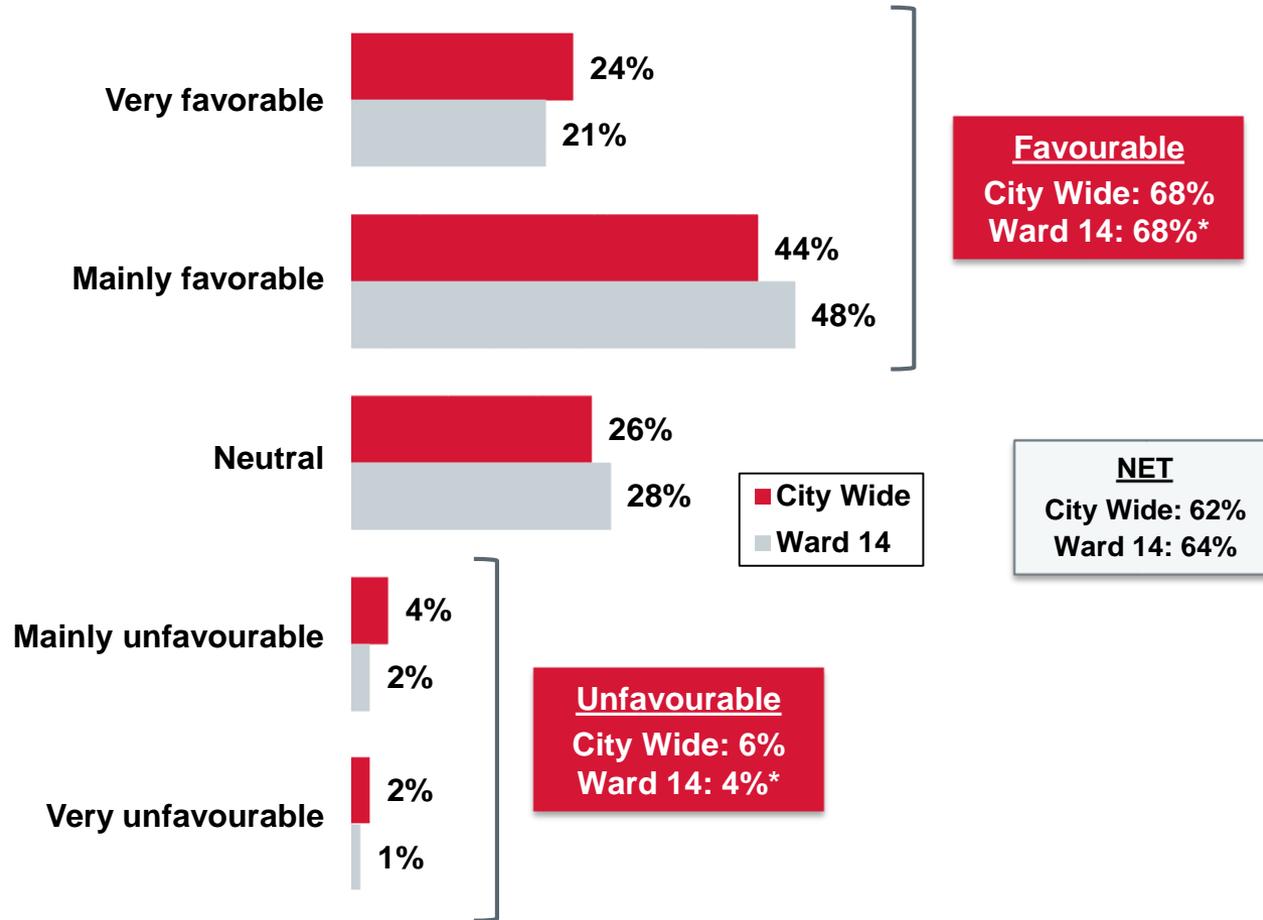


*Taking into account all the ways you have learned about or had contact with The City of Calgary, how well do you feel you know The City?*

Base: Valid respondents (City Wide: n=2,496 / Ward 14: n=172)



# Favourability



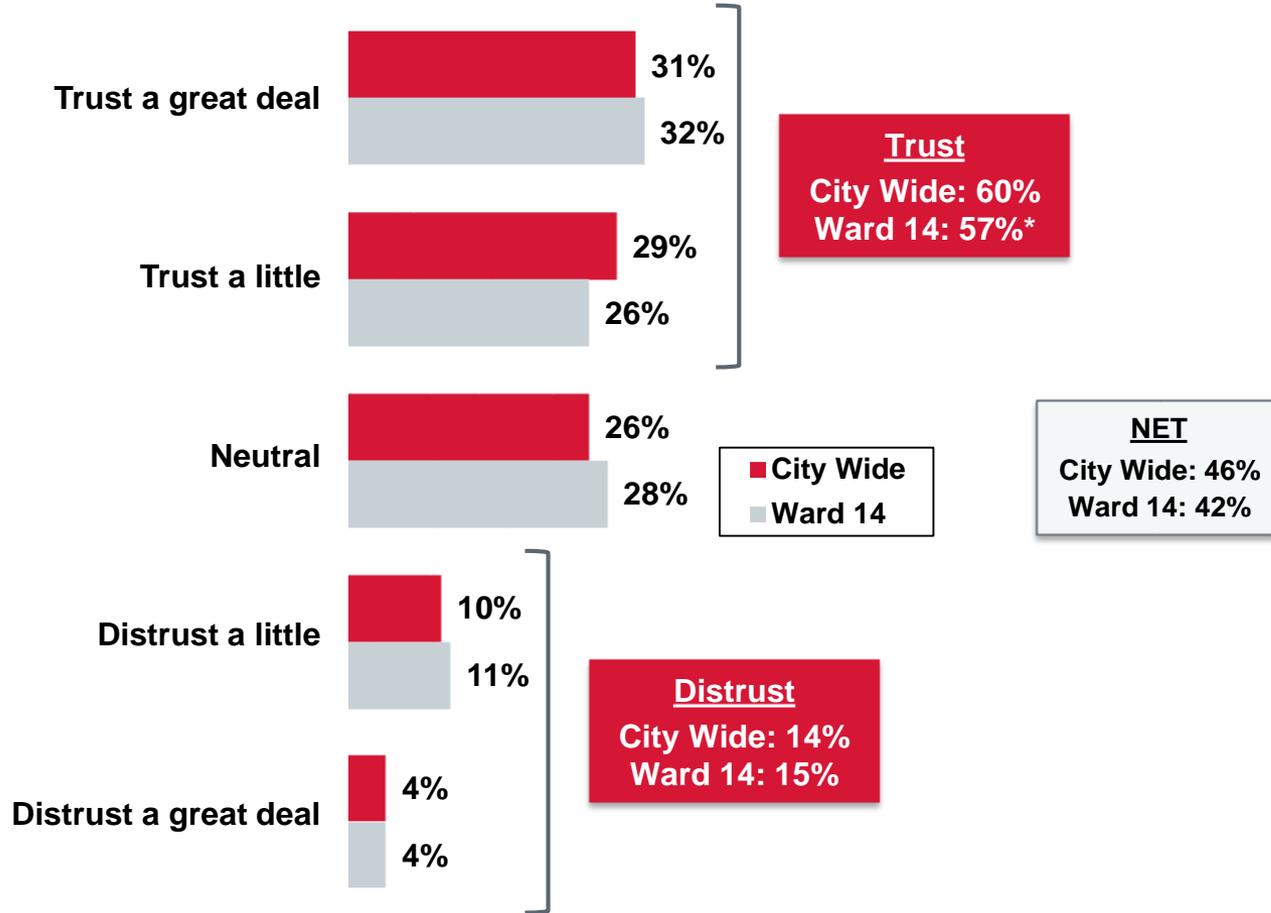
\*Rounding

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

Base: Valid respondents (City Wide: n=2,496 / Ward 14: n=172)



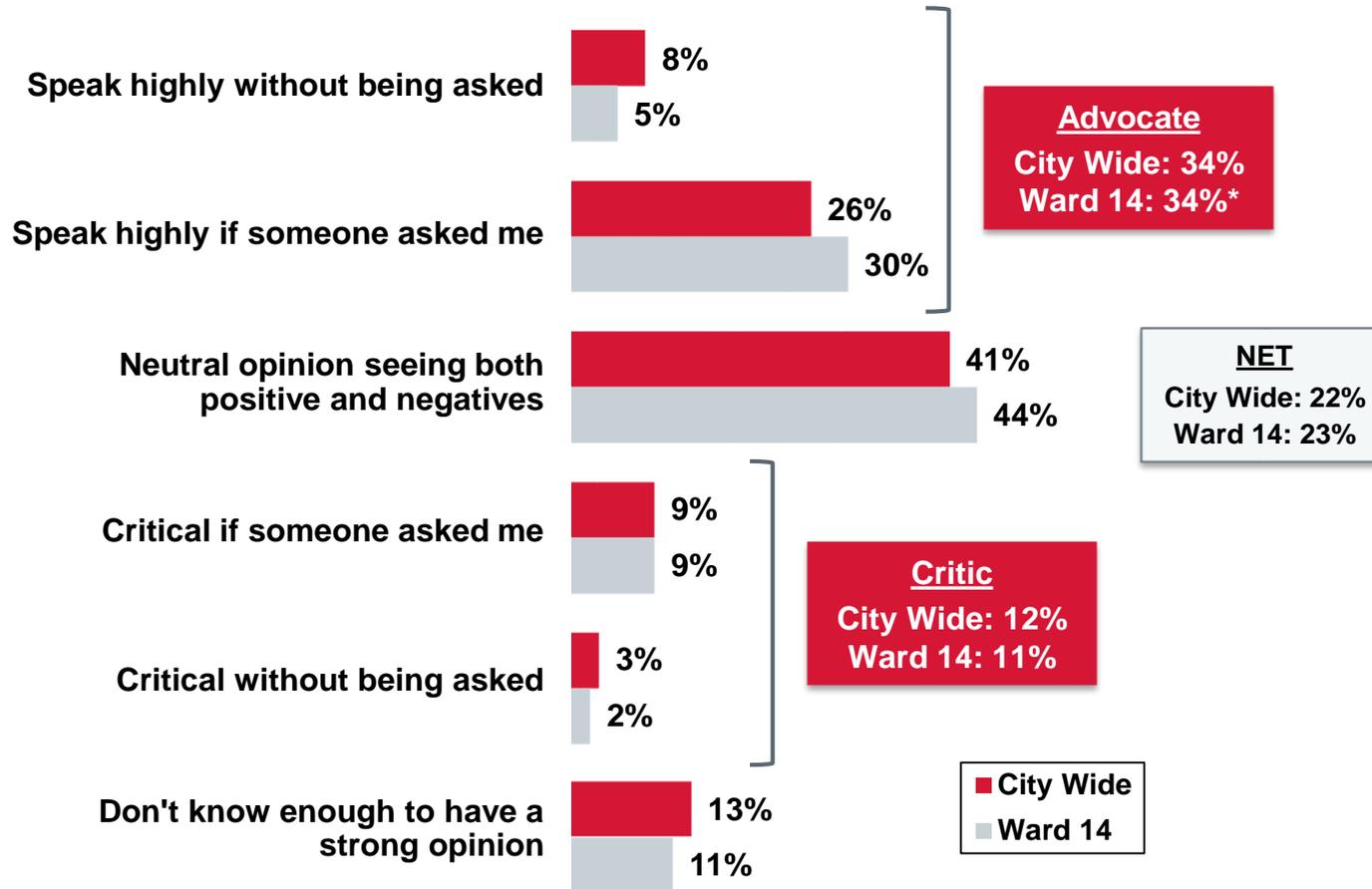
# Trust



\*Rounding

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

Base: Valid respondents (City Wide: n=2,495 / Ward 14: n=172)



\*Rounding

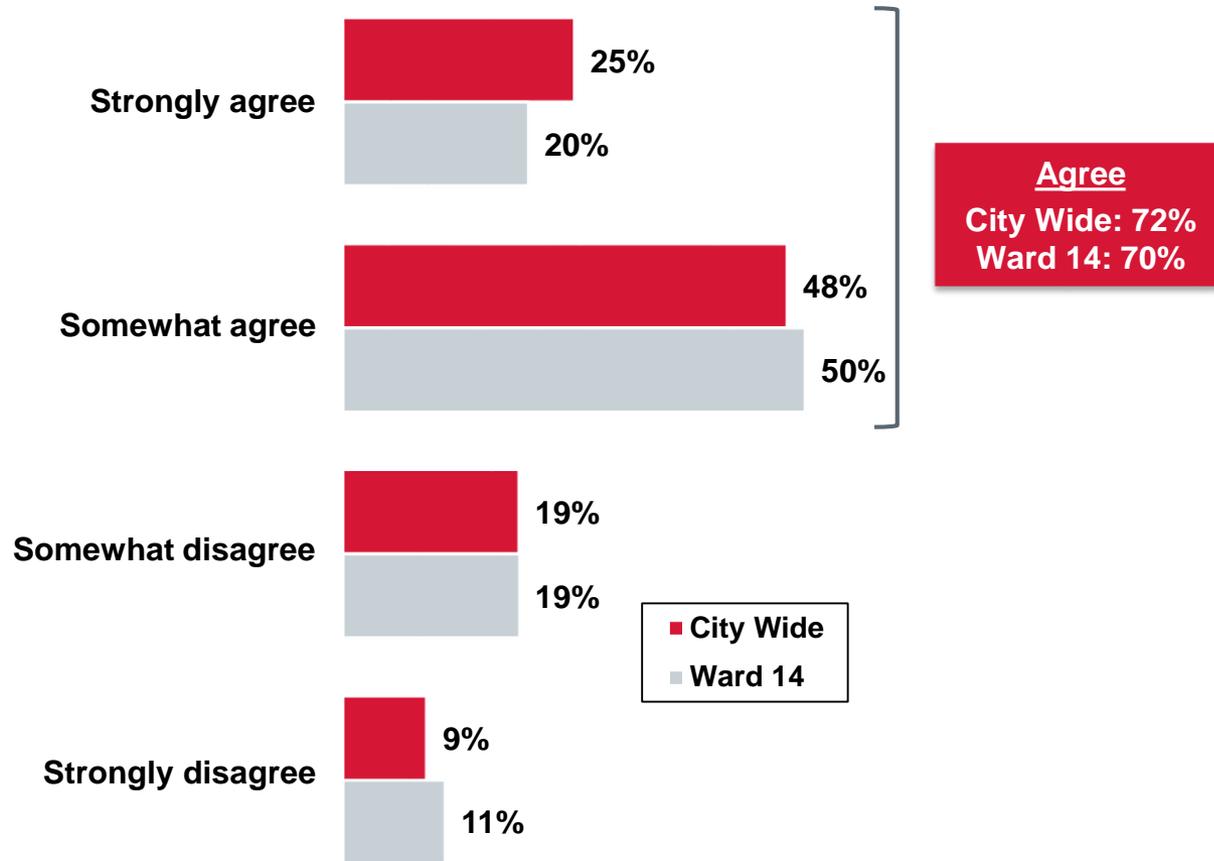
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 14: n=172)



# Understanding of the Roles of City Council versus City Administration

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



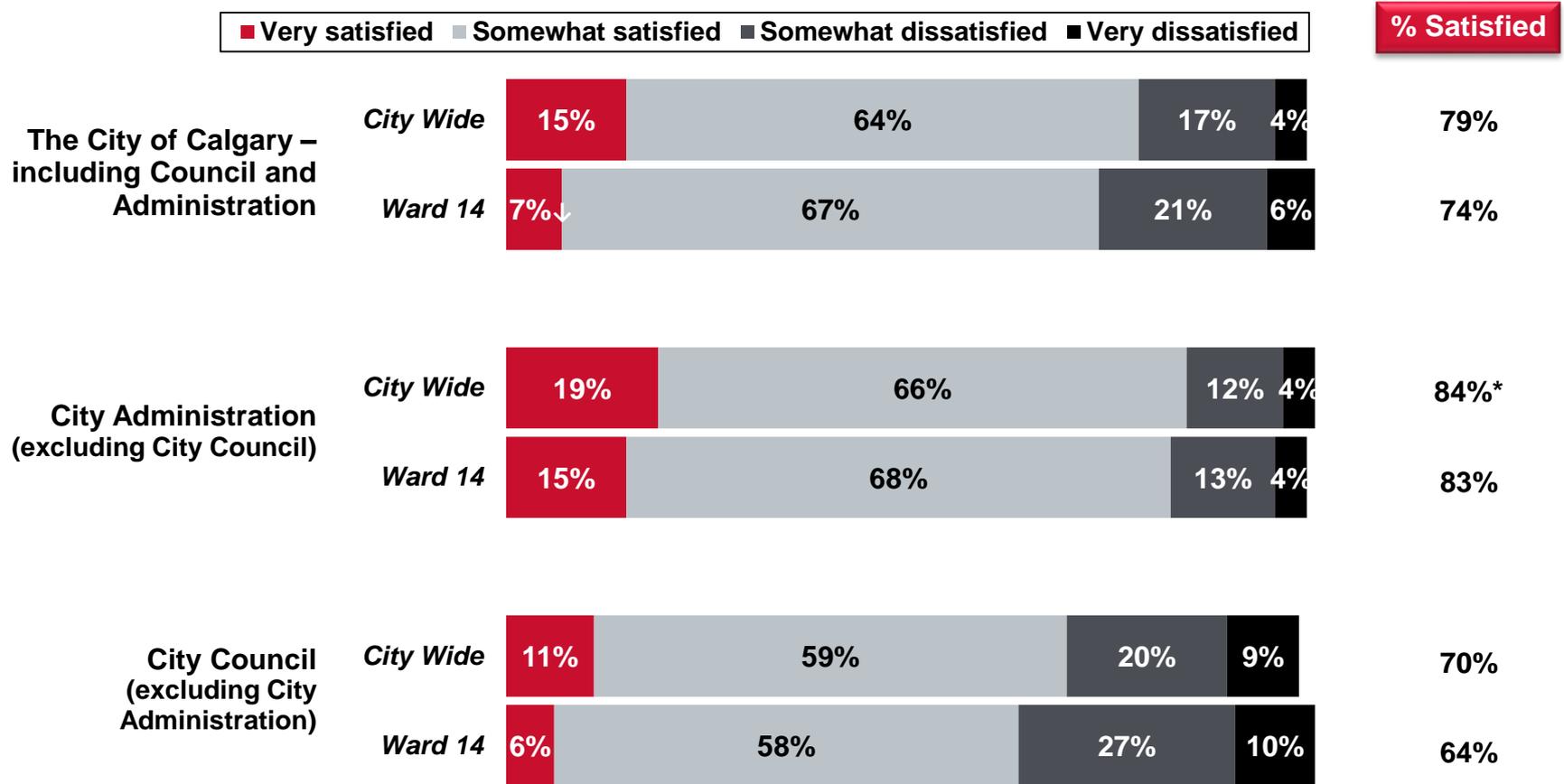
*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:  
I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,480 / Ward 14: n=172)



# Perceptions About City Performance

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



\*Rounding

Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?

Base: Valid respondents (Bases vary)



# Attitudes Regarding Collaboration

■ Strongly agree 
 ■ Somewhat agree 
 ■ Somewhat disagree 
 ■ Strongly disagree

**% Agree**

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

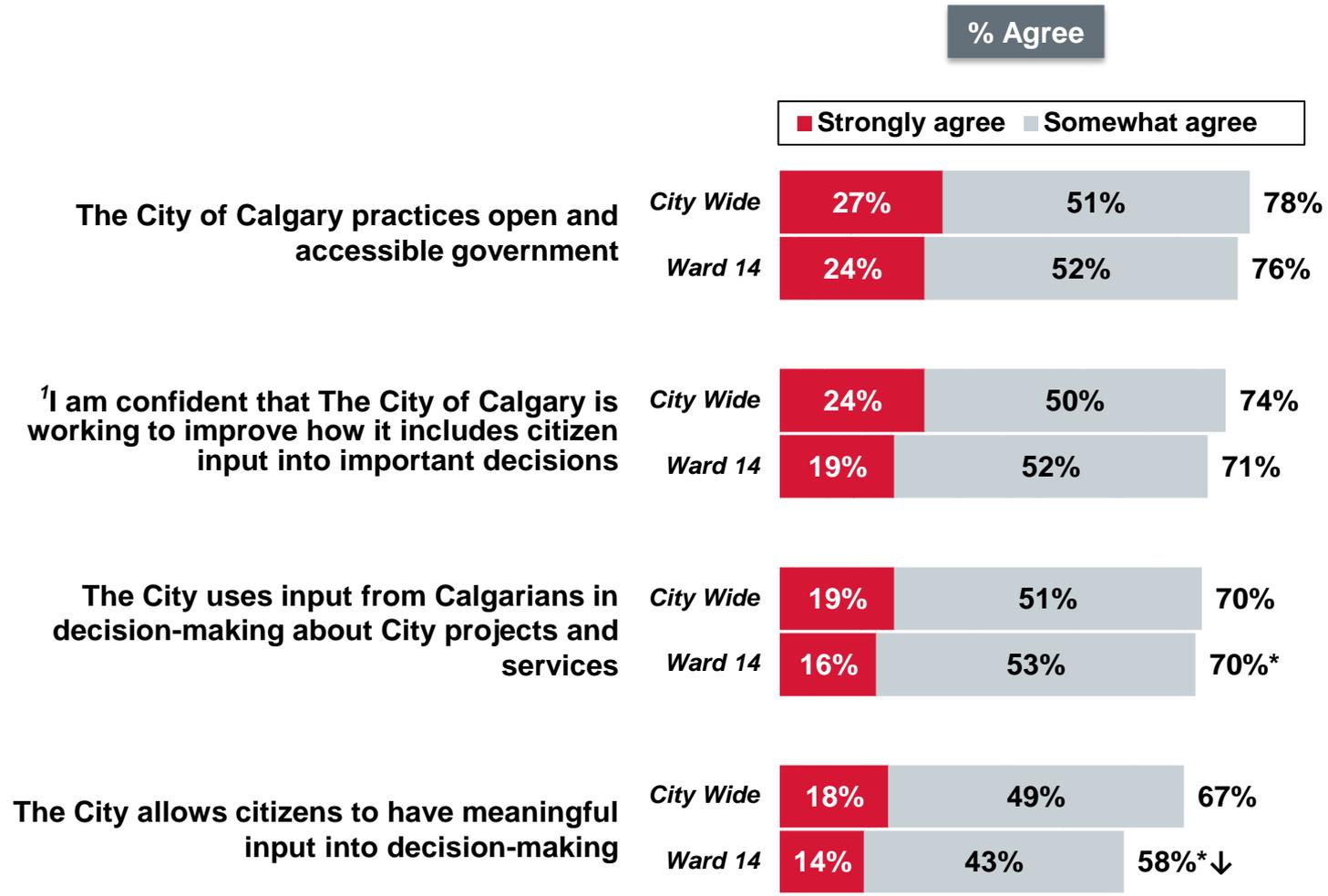


*Please tell me whether you agree or disagree with each of the following statements?*

Base: Valid respondents (City Wide: n=2,479 / Ward 14: n=170)



# Perceptions of Transparency and Citizen Input



*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?*

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

Base: Valid respondents (Bases vary)



## Respondent Profile





# Demographics

## Age

	City Wide	Ward 14
18 to 24	12%	12%
25 to 34	21%	20%
35 to 44	17%	10%
45 to 54	19%	28%
55 to 64	13%	13%
65 or older	17%	17%
<i>Mean</i>	45	46

## Income

	City Wide	Ward 14
Less than \$30,000	7%	2%
\$30,000 to <\$45,000	8%	4%
\$45,000 to <\$60,000	12%	11%
\$60,000 to <\$75,000	9%	13%
\$75,000 to <\$90,000	8%	4%
\$90,000 to <\$105,000	11%	9%
\$105,000 to <\$120,000	11%	10%
\$120,000 to <\$150,000	12%	18%
\$150,000 or more	23%	29%

## Education

	City Wide	Ward 14
Completed high school or less	16%	14%
Some post secondary or completed a college diploma	38%	42%
Completed university degree or post-grad degree	46%	44%

Base: Valid respondents (Bases vary)



# Household Characteristics

## Type of Home

	City Wide	Ward 14
Single-detached house	69%	86%
Apartment or apartment-style condominium	13%	6%
Duplex, triplex or fourplex	9%	4%
Townhouse or rowhouse	8%	4%
Another type of multi-dwelling unit	1%	1%

## Children and Seniors in Household

	City Wide	Ward 14
Yes - Children	35%	37%
Yes - Seniors	17%	16%

## Household Size

	City Wide	Ward 14
1	14%	8%
2	32%	33%
3	18%	18%
4	22%	23%
5 or more	15%	18%
<i>Mean</i>	3.0	3.1

## Responsible for Property Taxes

	City Wide	Ward 14
Yes	84%	82%
No	16%	18%

## Own or Rent

	City Wide	Ward 14
Own	75%	82%
Rent	20%	14%
Other	1%	1%
Neither	4%	4%

## Tenure in Calgary

	City Wide	Ward 14
Less than 5 years	7%	3%
5 to less than 10 years	10%	9%
10 to less than 15 years	10%	5%
15 to less than 20 years	11%	15%
20 to less than 30 years	24%	27%
30 to less than 40 years	15%	17%
40 or more	24%	23%
<i>Mean</i>	26	27

Base: Valid respondents (Bases vary)



# Respondent Characteristics

## Born in Canada

	City Wide	Ward 14
Yes	73%	80%
No	27%	20%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=656)	Ward 14 (n=33)
Less than 12	28%	30%
12 to 17	12%	2%
18 or older	60%	66%
No response	-	2%

## Ethnic Background

	City Wide	Ward 14
Caucasian/ White	23%	22%
British	20%	22%
Canadian/ French Canadian	16%	27%
Northern or Western European	12%	15%
Southern or Eastern European	11%	9%
East or Southeast Asian	11%	10%
South Asian	7%	1%
Central/ South American or Caribbean	3%	1%
West Asian or Middle Eastern	2%	-
African	2%	1%
Aboriginal/ First Nations/ Metis	2%	1%

## Disability

	City Wide	Ward 14
Yes	16%	17%
No	84%	83%

## Visible Minority

	City Wide	Ward 14
Yes	25%	15%
No	75%	85%

Base: Valid respondents (Bases vary)



## Contact

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