

Calgary



Citizen Perceptions about Quality of Life, City Performance and Taxation

Ward 7

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Prepared for The City of Calgary by:

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Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,501 Calgarians aged 18 years and older between February 22nd and March 16th, 2017.
 - Both landline (70%) and cell phone (30%) sample were used.
 - The average interview length was 31 minutes.
- ❖ Final data were weighted to ensure the overall sample's quadrant, ward and age/gender composition reflects that of the actual Calgary population aged 18 or older according to 2011 Federal Census data.
- ❖ The margin of error (MOE) for the total sample of 2,501 is ± 2.0 percentage points, 19 times out of 20.
- ❖ A total of 180 interviews were conducted with residents of Ward 7 (MOE ± 7.3).
- ❖ Throughout, City Wide results are compared to Ward results.
 - \uparrow indicates number is significantly higher than City Wide.
 - \downarrow indicates number is significantly lower than City Wide.



QUALITY OF LIFE

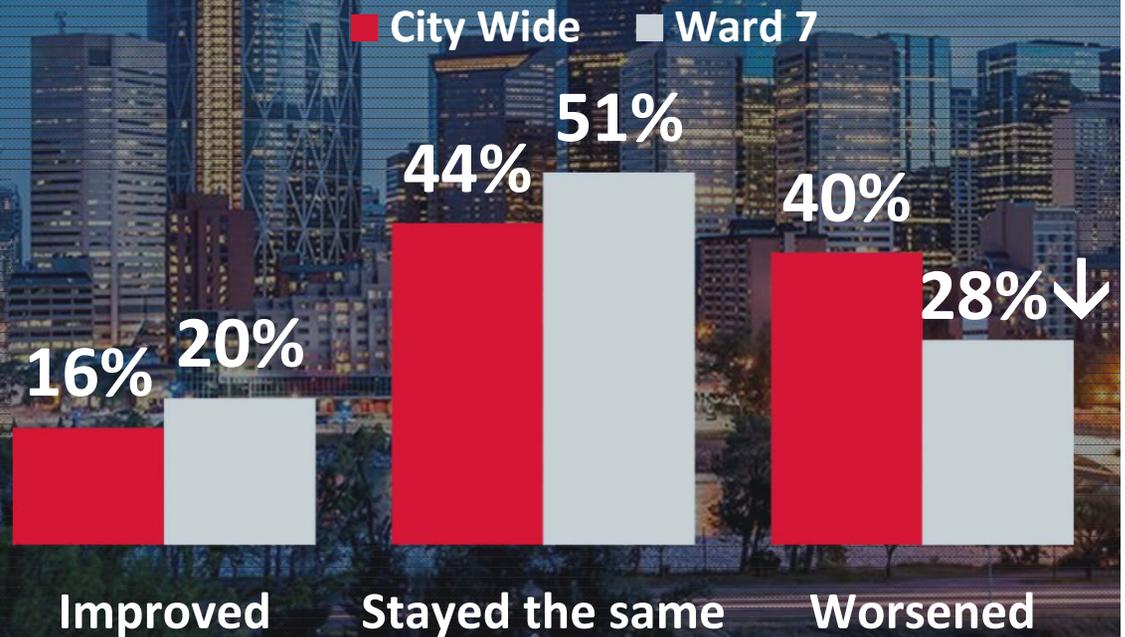
Quality of life is "good"

City Wide

83%

Ward 7

94%↑



QUALITY OF LIFE

I am proud to be a Calgarian

City Wide
89%

Ward 7
91%

% Who Agree

I am proud to live in my neighbourhood

City Wide
86%

Ward 7
89%

% Who Agree



QUALITY OF LIFE

Calgary is a great place to make a life

City Wide

80%

Ward 7

81%

% Who Agree

Calgary is a great place to make a living

City Wide

68%

Ward 7

70%

% Who Agree

QUALITY OF LIFE

Calgary is on track to be a
better city 10 years from now

City Wide

85%

Ward 7

88%

% Who Agree

CITY PERFORMANCE

Overall level and quality of City programs and services

City Wide

76%

Ward 7

92% ↑

% Who Are Satisfied

VALUE FOR PROPERTY TAXES

Good value for your
municipal property tax dollars

City Wide

57%

Ward 7

67%↑

% Who Provide A Good Rating (7-10)



BALANCING TAXATION AND SERVICE DELIVERY LEVELS

Increase taxes to
expand services
or maintain
service levels

City Wide

48%

Ward 7

61%↑

Cut services to
maintain current
tax level or
reduce taxes

City Wide

47%

Ward 7

35%↓

None

City Wide

4%

Ward 7

3%

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