

Calgary



# 2018 Quality of Life and Citizen Satisfaction Survey

## Ward 5 Report

Prepared for The City of Calgary by:

Contact:

Jamie Duncan  
Vice President  
Ipsos  
587.952.4863

[jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8

Sheela Das  
Director  
Ipsos  
587.952.4874

[sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)  
700 6<sup>th</sup> Ave SW, Suite 1950  
Calgary, AB T2P 0T8





# Table of Contents

03

Methodology

04

Summary of Key Findings

10

Quality of Life

18

Issue Agenda

20

City Programs and Services

37

Taxation

43

Contact with The City and  
Customer Service

49

City Communications

52

City Reputation and Performance

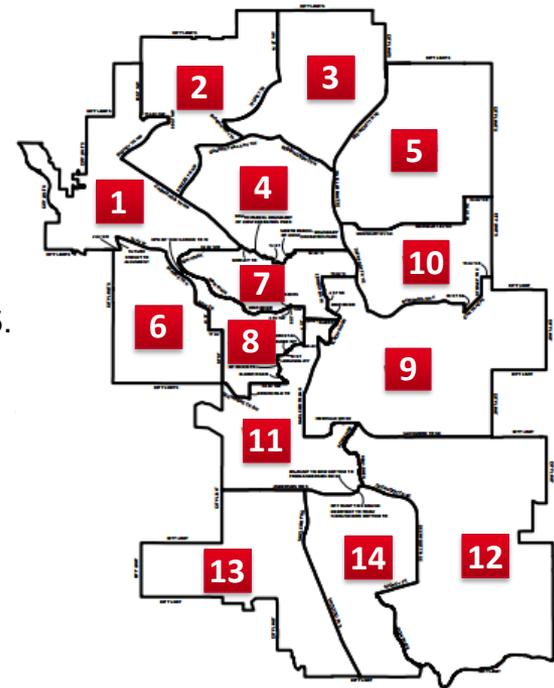
62

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 161 interviews were conducted with residents of Ward 5 (MOE  $\pm 7.7$ ).
- ❖ Research Note on significant differences.
  - Throughout, City Wide results are compared to results from Ward 5.
    - $\uparrow$  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 5 are compared to those from 2017.
  - Only significant differences are shown.





## Summary of Key Findings





# Key Findings: Quality of Life

## Ward 5 residents' perceptions about the quality of life in Calgary are on par or higher than City Wide; however, neighbourhood metrics are notably lower in Ward 5.

- ❖ More than eight-in-ten (84%) Ward 5 residents say the quality of life in Calgary today is 'good,' statistically consistent with 86% City Wide.
- ❖ Ward 5 residents are more likely than City Wide to say the quality of life in Calgary has improved over the past three years (31% versus 22%). Another 36% of Ward 5 residents say the quality of life has stayed the same (lower than 49% City Wide) and 33% say it has worsened (on par with 29% City Wide).
- ❖ However, Ward 5 residents are significantly less likely to say they are proud to live in their neighbourhood (69%, 17 percentage points lower than 86% City Wide).
  - Moreover, only 24% of Ward 5 residents say they 'completely agree' with this statement, 10 percentage points lower than 34% City Wide.
- ❖ Overall, 82% of Ward 5 residents agree that Calgary is on the right track to being a better city, on par with 84% City Wide.
  - Just over four-in-ten (41%) Ward 5 residents say they 'strongly agree' with this statement, 11 percentage points higher than 30% City Wide.
- ❖ Perceived neighbourhood safety is markedly lower than City Wide.
  - Three-quarters (75%) of Ward 5 residents say they do or would feel safe walking alone in their neighbourhood after dark – a significant 7 percentage points lower than City Wide (82%).
  - Moreover, just 26% say they do or would feel 'very safe' – 15 percentage points lower than City Wide (41%).



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

**The Ward 5 issue agenda aligns closely with City Wide results although a greater emphasis is placed on “environment & waste management” in Ward 5.**

- ❖ “Infrastructure, traffic & roads” dominates the issue agenda in Ward 5 (40%, identical to City Wide).
- ❖ All other issues are deemed a distant second in priority. While the order of issues may vary slightly from City Wide, these differences are not statistically significant with the exception of “environment & waste management”, significantly higher in Ward 5, and “homelessness, poverty, & affordable housing” significantly lower in Ward 5.
  - In Ward 5, the next most important issues are “crime, safety, & policing” (18%), “transit” (16%), “environment & waste management” (13%), and “recreation” (10%).
  - City Wide, the next most important issues are “transit” (16%) and “crime, safety & policing” (14%), followed by “recreation” (9%). Only 7% mention “environment & waste management”.

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

- ❖ Nearly three-quarters (73%) of Ward 5 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

Compared to the broader Calgary public, Ward 5 residents place a greater emphasis on a wide range of City services and programs. This includes but is not limited to services related to transportation and public safety.

## ❖ Transportation

- City operated roads and infrastructure: The percentage saying 'very important' is higher than City Wide (89% vs. 82%) and desired investment is higher than City Wide (67% vs. 56% invest *more*). The percentage saying invest *more* in Ward 5 is also up 12 percentage points from 2017 (55%).
- Road maintenance including pothole repairs: The percentage saying 'very important' is higher than City Wide (90% vs. 78%) and desired investment is higher than City Wide (73% vs. 64% invest *more*).
- Snow removal: The percentage saying 'very important' is higher than City Wide (89% vs. 82%) and desired investment is higher than City Wide (79% vs. 64% invest *more*).
- Spring road cleaning: The percentage saying 'very important' is higher than City Wide (66% vs. 57%) and desired investment is higher than City Wide (41% vs. 30% invest *more*). Moreover, overall importance is up 6 percentage points from 2017 (95% in 2018 vs. 89% in 2017).
- Calgary Transit including bus and Ctrain service: The percentage saying 'very important' is higher than City Wide (90% vs. 78%).

## ❖ Public safety

- Calgary Police Service: Satisfaction is lower than City Wide (83% vs. 92%), desired investment is higher (65% vs. 56% invest *more*), and it is identified as a primary *weakness* on the importance versus satisfaction grid (vs. a primary *strength* City Wide). Ward 5 satisfaction is down 10 percentage points this year.
- Calgary Fire Department: Desired investment is higher than City Wide (56% vs. 43% invest *more*).
- 9-1-1: Desired investment is higher than City Wide (52% versus 40% invest *more*).
- Disaster planning and response: Desired investment is higher than City Wide (51% vs. 34% invest *more*). Overall satisfaction is a significant 4 percentage points lower in Ward 5 (90% vs. City Wide 94%), and even significantly lower by 13 percentage points compared to 2017 (56%).
- Protection from river flooding: The percentage saying 'very important' is higher than City Wide (70% vs. 62%).

# Key Findings: Taxation and Customer Service

**While the perceived value of property taxes is consistent with City Wide, Ward 5 residents take a notably different approach to balancing taxation and service delivery levels.**

- ❖ More than one-half (53%) of Ward 5 residents give The City a 'good value' rating for the value of their property tax dollars, statistically consistent with 59% City Wide.
- ❖ One-half (50%) of Ward 5 residents support cutting services to maintain or reduce taxes; 43% support tax increases to maintain or expand services. This is the opposite of the City Wide results (52% increase taxes, 43% cut services).
- ❖ Opinions towards increasing City revenue and metrics related to property tax investment are all on par with City Wide.

**Ward 5 residents are less likely than City Wide to have contacted The City. However, among those who have made contact, overall satisfaction with customer service is high and largely consistent with City Wide.**

- ❖ Overall, 54% of Ward 5 residents say they contacted The City or one of its employees in the last 12 months, a significant 11 percentage points lower than 65% City Wide.
- ❖ Eight-in-ten (80%) Ward 5 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service, on par with 78% City Wide.
- ❖ Key customer services metrics are consistent with both the City Wide and 2017 results with two notable exceptions.
  - The City of Calgary makes customer service a priority: 38% 'strongly agree' in Ward 5 versus 28% City Wide.
  - The City responds quickly to requests and concerns: overall agreement (combined 'strongly/somewhat agree' responses) is down 12 percentage points from last year (73% in 2018 vs. 85% in 2017).



# Key Findings: Communications, City Reputation and Performance

**Satisfaction with the overall quality of City information and communications is consistent with the broader Calgary public. The percentage saying they receive ‘too little’ information has declined this year.**

- ❖ Ward 5 residents’ satisfaction with the overall quality of City information and communications is solid (82%) and on par with City Wide (80%).
- ❖ Just over six-in-ten (61%) Ward 5 residents say they receive ‘just the right amount’ of information from The City, consistent with 57% City Wide.
  - The percentage of Ward 5 residents saying they receive ‘too little’ information is down 16 percentage points this year (34%) as compared to 2017 (50%).

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

- ❖ Familiarity (99% in both Ward 5 and City Wide), favourability (61% Ward 5 and 68% City Wide), trust (57% Ward 5 and 60% City Wide), and advocacy (28% Ward 5 and 34% City Wide) are all statistically consistent with City Wide.

**Overall perceptions of City performance are consistent with City Wide although openness and accessibility has declined this year as compared to 2017.**

- ❖ Overall, 76% of Ward 5 residents say they are satisfied with the way The City of Calgary, including Council and Administration, is going about running the city, on par with 79% City Wide.
- ❖ Overall perceptions of transparency and citizen input are all consistent with City Wide.
  - However, compared to 2017, there has been a 12 point drop in the percentage of Ward 5 residents agreeing with the statement The City of Calgary practices open and accessible government (74% in 2018 vs. 86% in 2017).

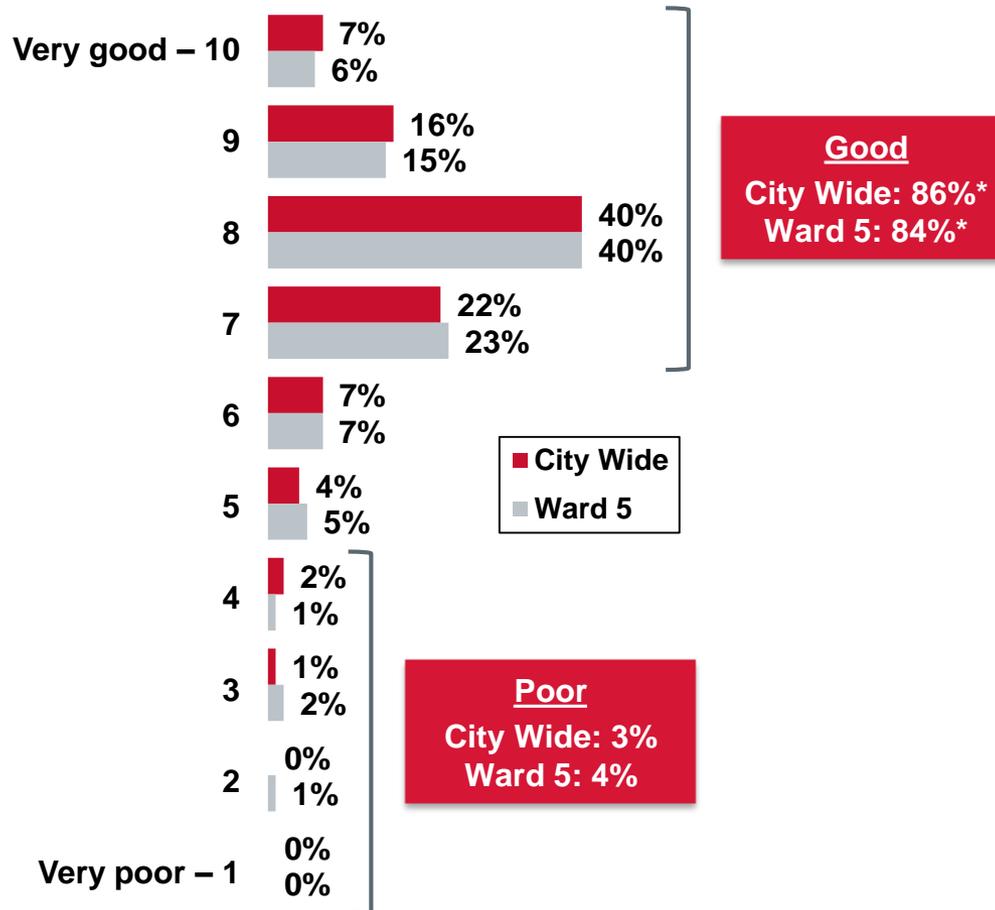


## Quality of Life





# Overall Quality of Life in Calgary



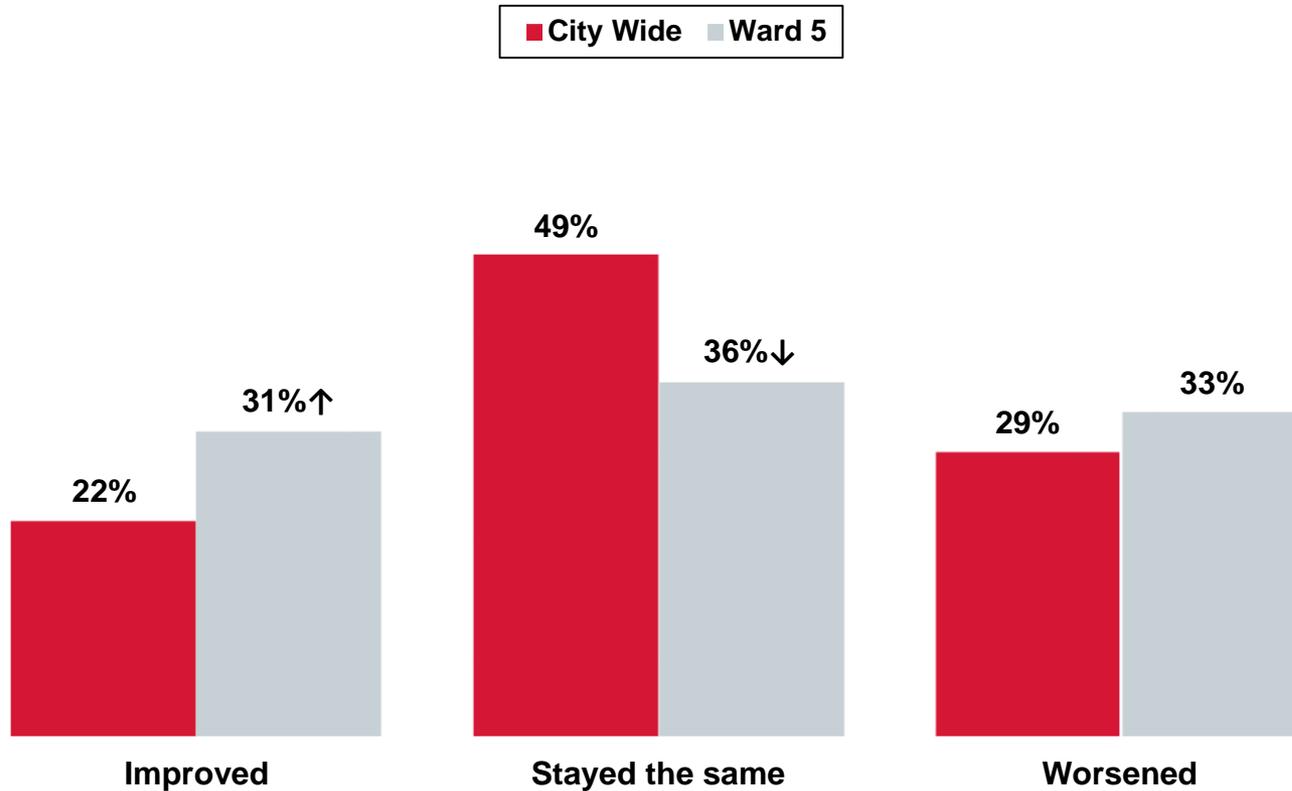
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,497 / Ward 5: n=161)

\*Rounding



# 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 5: n=160)



# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 5

	City Wide	Ward 5
<b>Transportation [NET]</b>	<b>27%</b>	<b>29%</b>
Improvement/ maintenance of existing roads	10%	14%
Better traffic management	6%	6%
<b>Recreation &amp; Community Services [NET]</b>	<b>21%</b>	<b>18%</b>
Parks/ green-space improvement	4%	3%
Building of community centres/ recreation facilities	4%	6% <span style="border: 1px dashed gray; padding: 2px;">1%</span>
Availability of (free) programs/ activities/ services	4%	3%
Engage in community events/ activities	4%	4%
<b>Homelessness, Poverty &amp; Affordable Housing [NET]</b>	<b>20%</b>	<b>18%</b>
Improve job creation/ employment	9%	15%↑
Expand affordable housing/ rent	4%	2%
<b>Government [NET]</b>	<b>19%</b>	<b>17%</b>
Reduce taxes	8%	5%
Tax spending/ city budget	5%	3%
<b>Transit [NET]</b>	<b>15%</b>	<b>14%</b>
Improve public transportation (unspecified)	10%	6%
More access to buses/ transit/ trains	5%	6% <span style="border: 1px dashed gray; padding: 2px;">1%</span>
<b>Crime, Safety &amp; Policing [NET]</b>	<b>11%</b>	<b>18%↑</b>
Control crime and safety	5%	9%
More policing/ patrolling	5%	8%
<b>Health [NET]</b>	<b>4%</b>	<b>1%</b>
<b>Environment [NET]</b>	<b>4%</b>	<b>2%</b>
<b>Education [NET]</b>	<b>3%</b>	<b>5%</b>
<b>Growth &amp; Planning [NET]</b>	<b>3%</b>	<b>3%</b>
Other	13%	10%
Nothing	17%	15%

*NET mentions <3% are not shown*

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

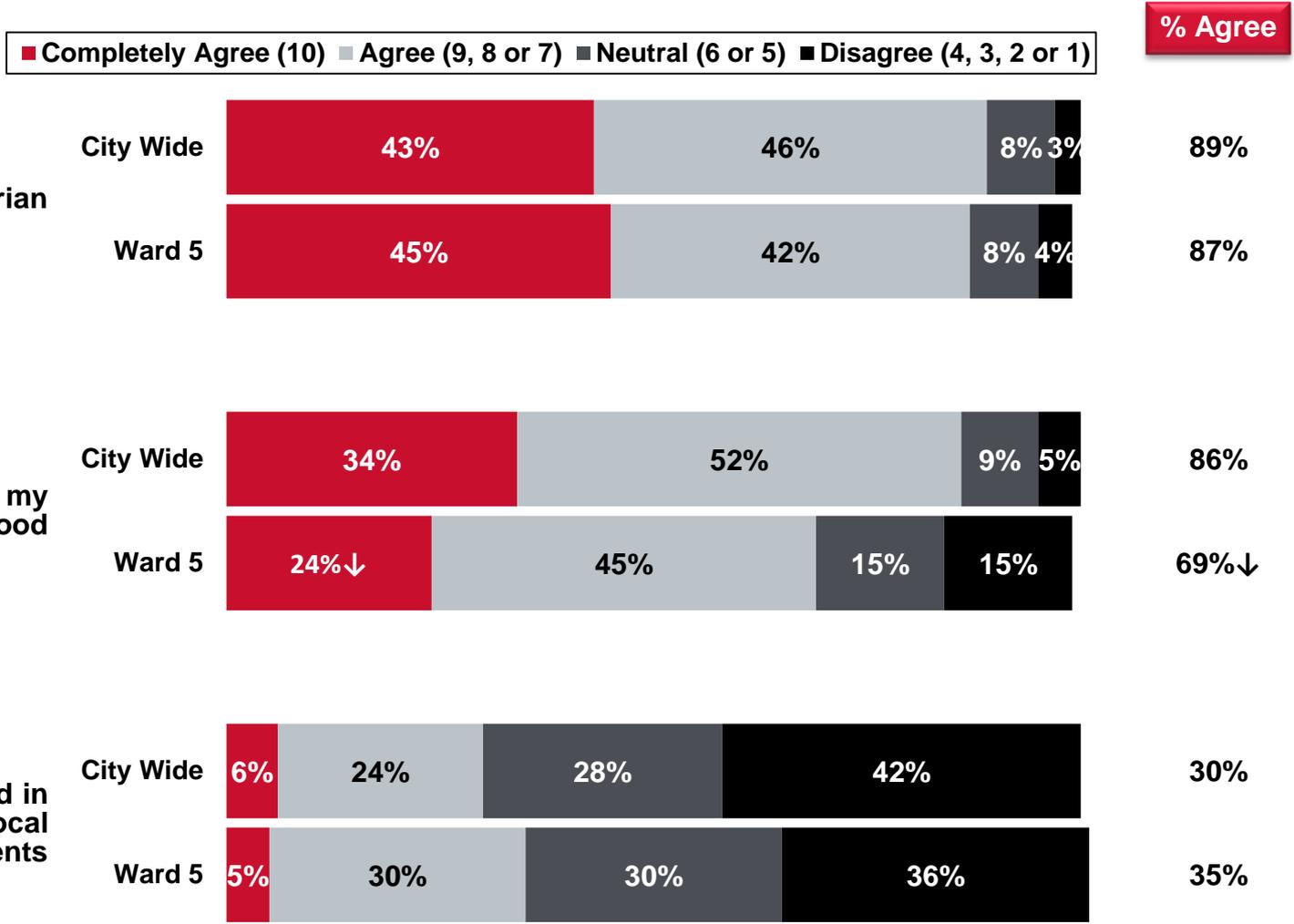
Ward 5 2017

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 5: n=152)



# 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

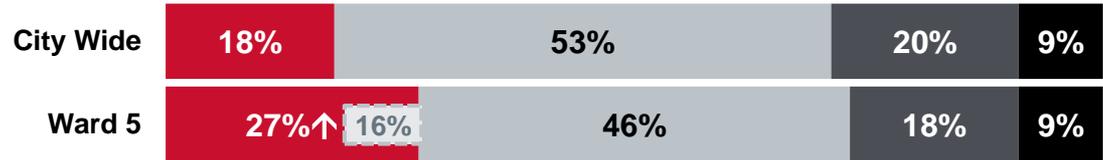
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

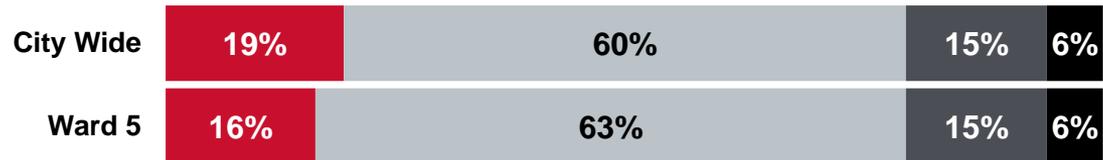
Calgary is a great place to make a life



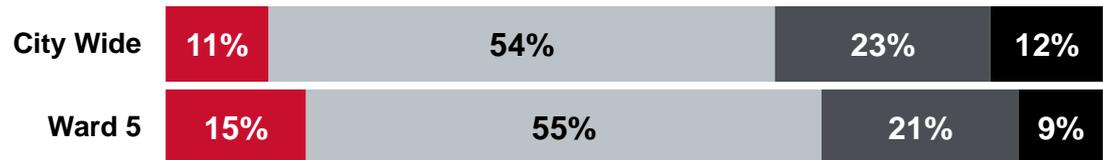
Calgary is a great place to make a living



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



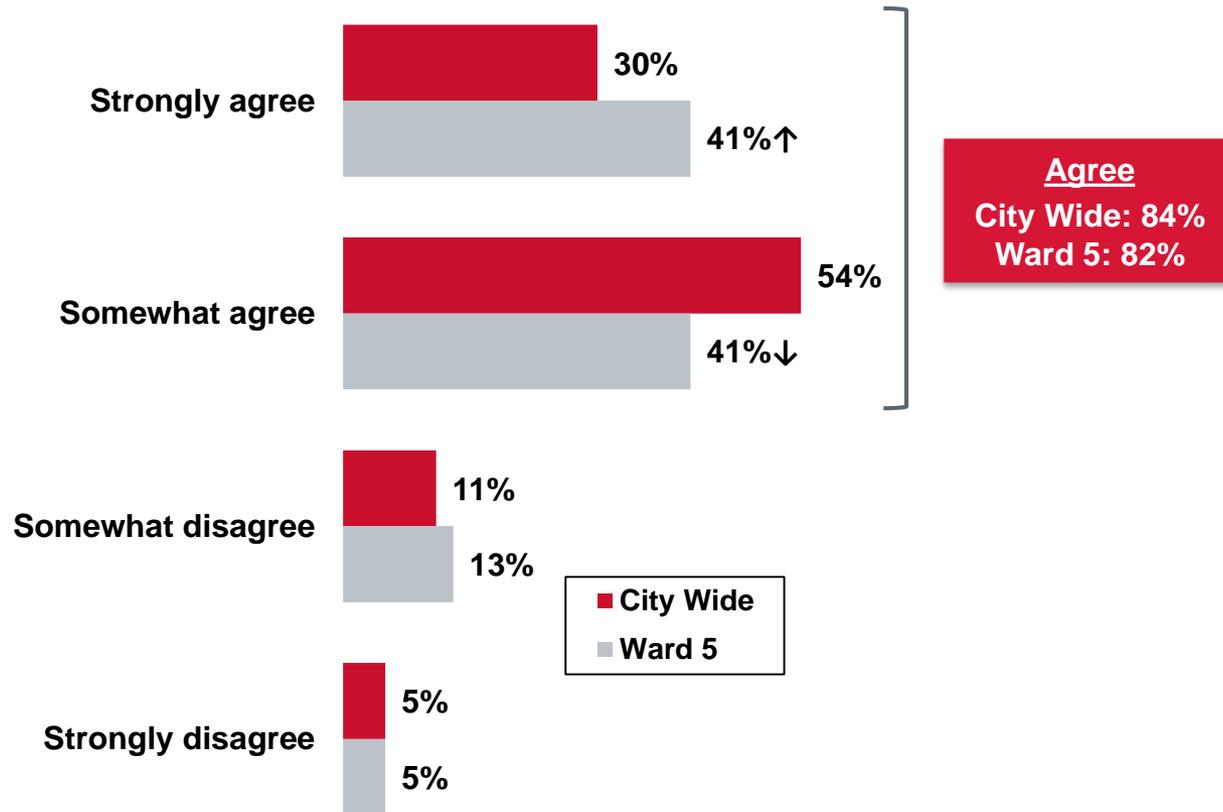
Ward 5 2017

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?

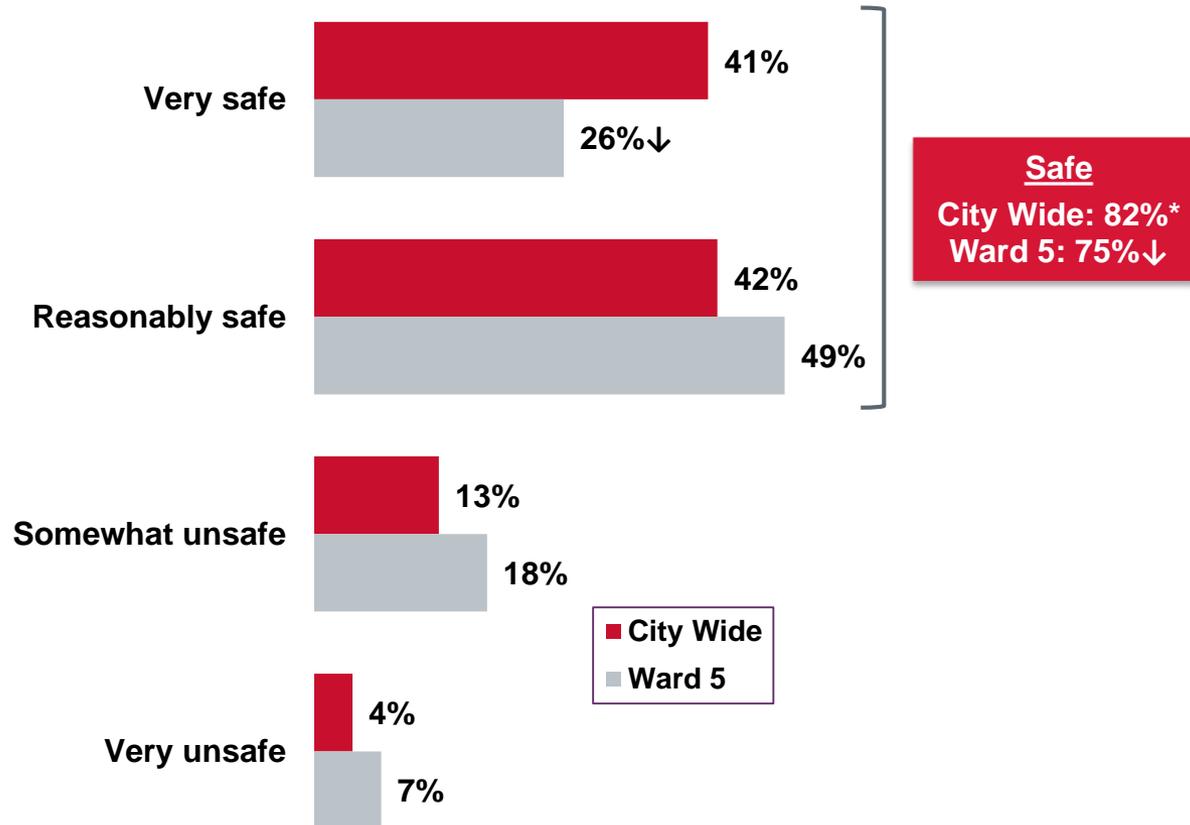


*There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.*

Base: Valid respondents (City Wide: n=2,485 / Ward 5: n=159)



# 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 5: n=161)



## Issue Agenda





# Issue Agenda

Multiple Responses

City Wide

Ward 5

■ First Mention ■ Other Mentions

Issue	City Wide First Mention	City Wide Other Mentions	City Wide Total	Ward 5 Total
<b>Infrastructure, Traffic &amp; Roads [NET]</b>	29%	11%	40%	40%
Traffic congestion	7%	9%	16%	7%
(Lack of) snow removal	5%	3%	8%	11%
Roads (unspecified)	6%	8%	14%	9%
Road conditions	3%	3%	6%	5%
<b>Transit [NET]</b>	12%	4%	16%	16%
Transportation (unspecified)	7%	9%	16%	8%
Public Transportation (incl. buses/ C-train/ poor service)	5%	7%	12%	9%
<b>Crime, Safety &amp; Policing [NET]</b>	9%	5%	14%	18%
Recreation [NET]	5%	4%	9%	10%
Taxes [NET]	5%	3%	8%	6%
<b>Environment &amp; Waste Management [NET]</b>	3%	4%	7%	13%↑
Education [NET]	4%	3%	7%	4%
Economy [NET]	4%	5%	9%	4%
Homelessness, Poverty & Affordable Housing [NET]	3%	5%	8%	0%↓
Budget & Spending [NET]	2%	4%	6%	2%
Growth & Planning [NET]	3%	4%	7%	4%
Olympics [NET]	2%	4%	6%	2%
Other			18%	14%
None			16%	19%

NET mentions <4% are not shown

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

*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 5: n=155)

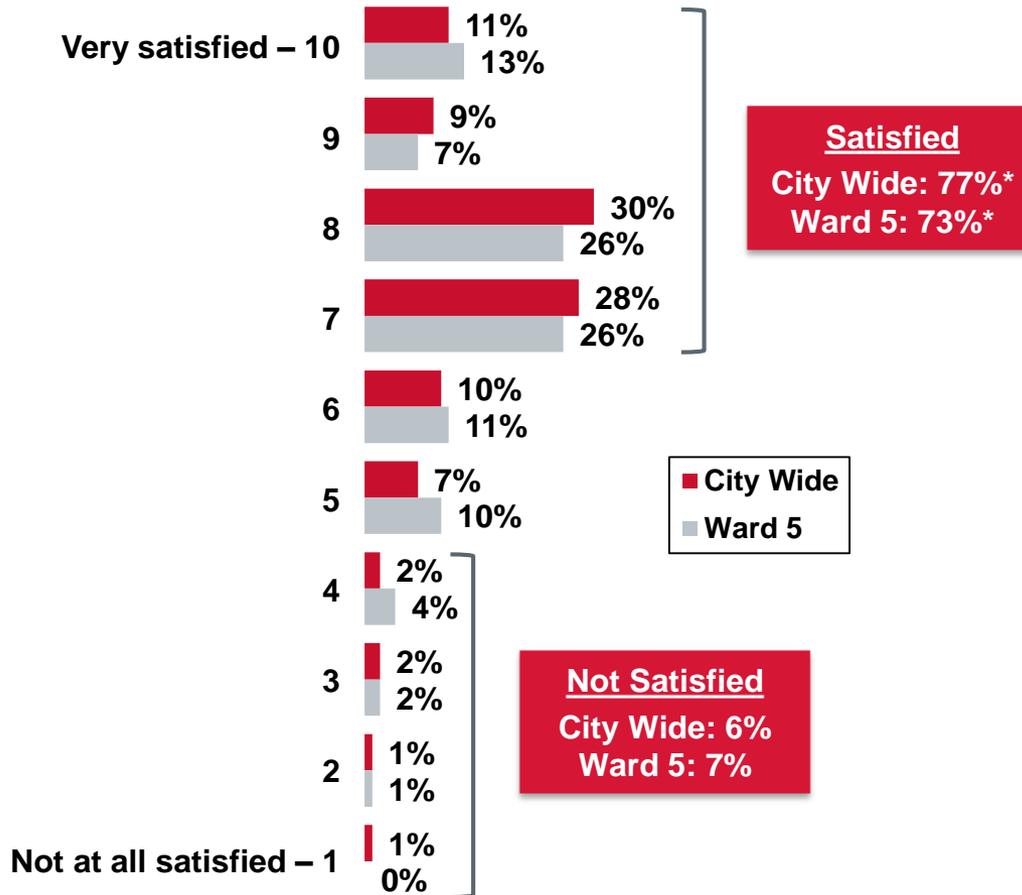


## City Programs and Services





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



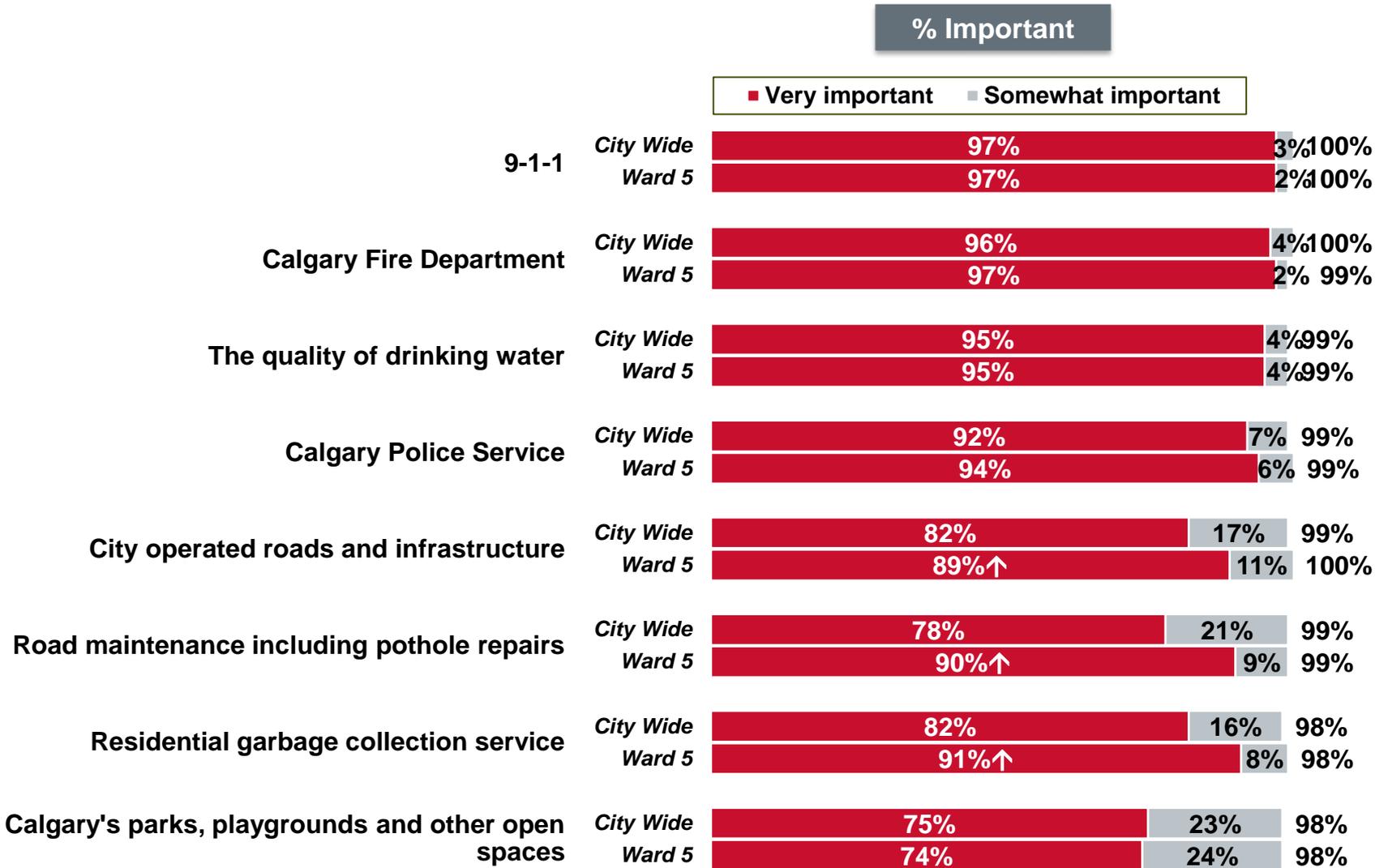
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 5: n=161)

\*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.*

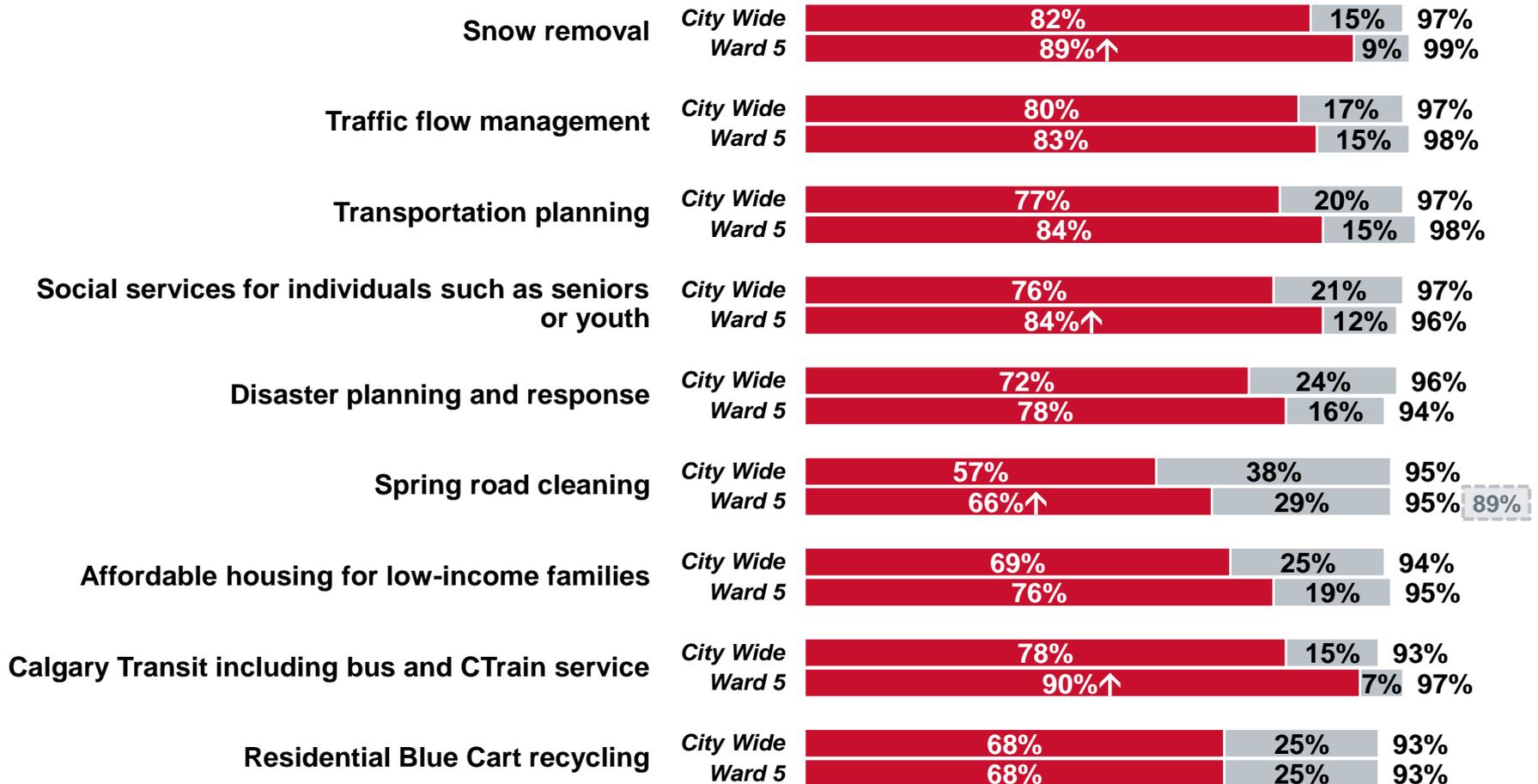
Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)

## % Important

■ Very important ■ Somewhat important



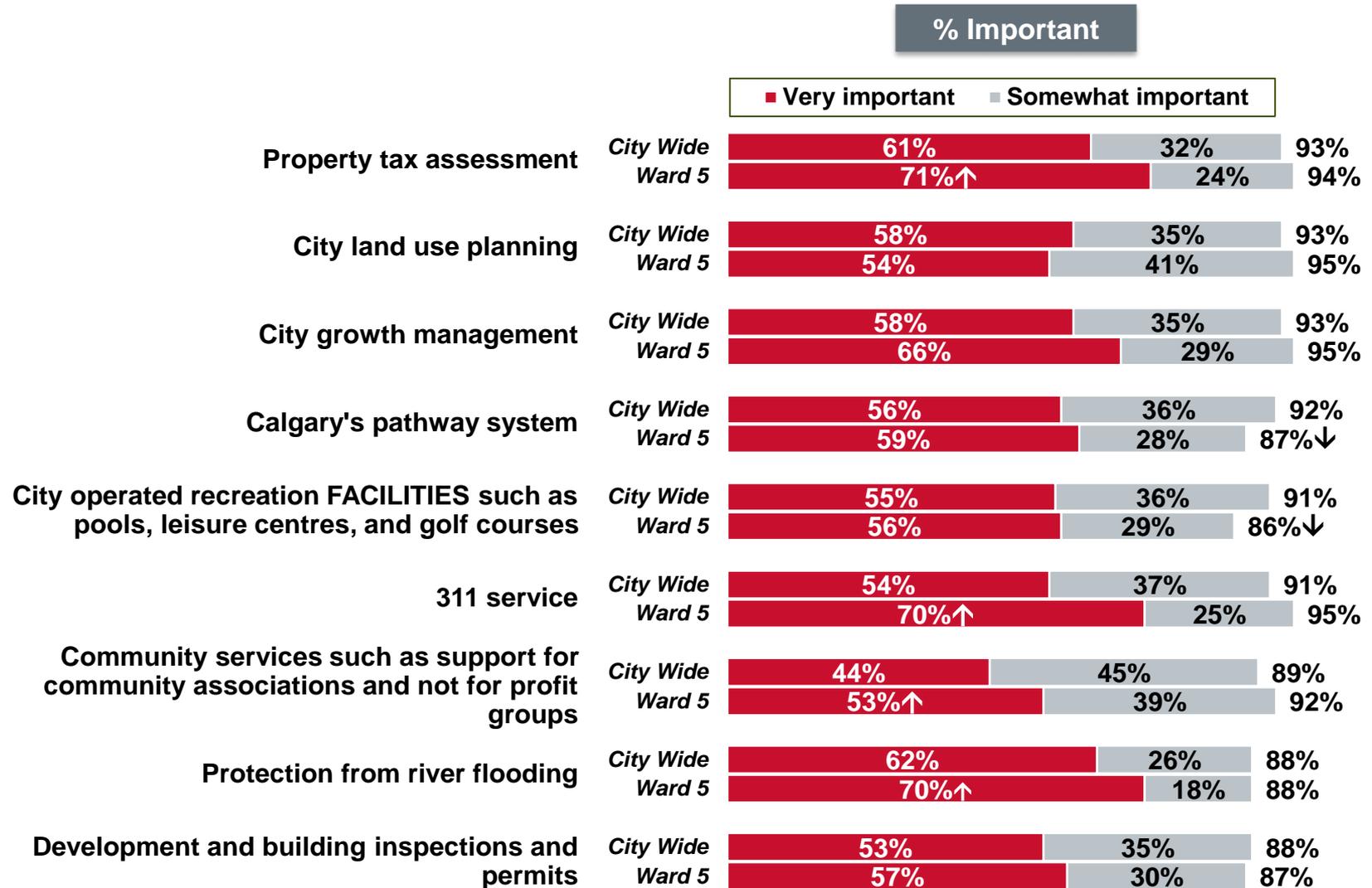
Ward 5 2017

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)

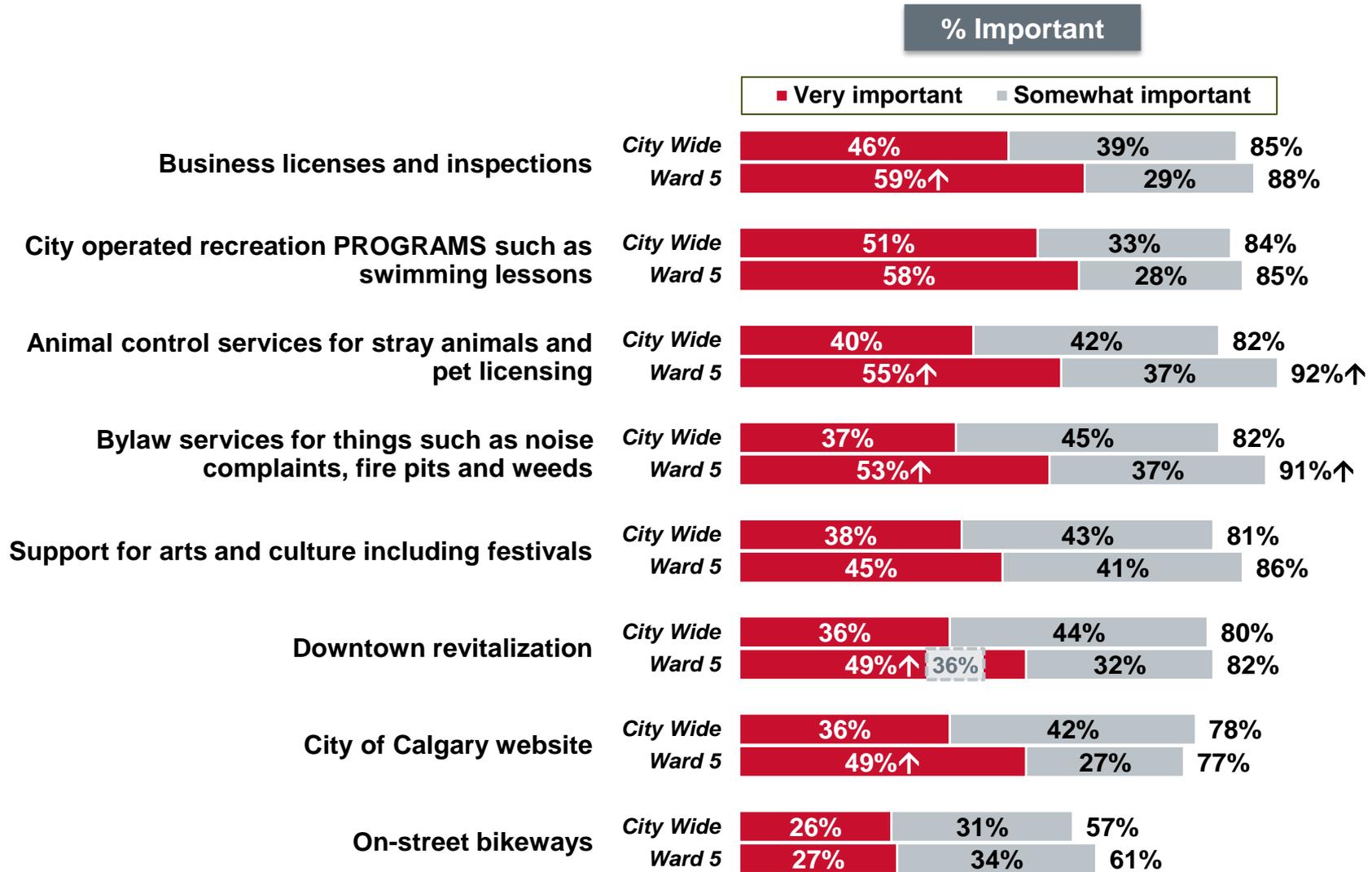


*I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)



# Importance of City Programs and Services (continued)



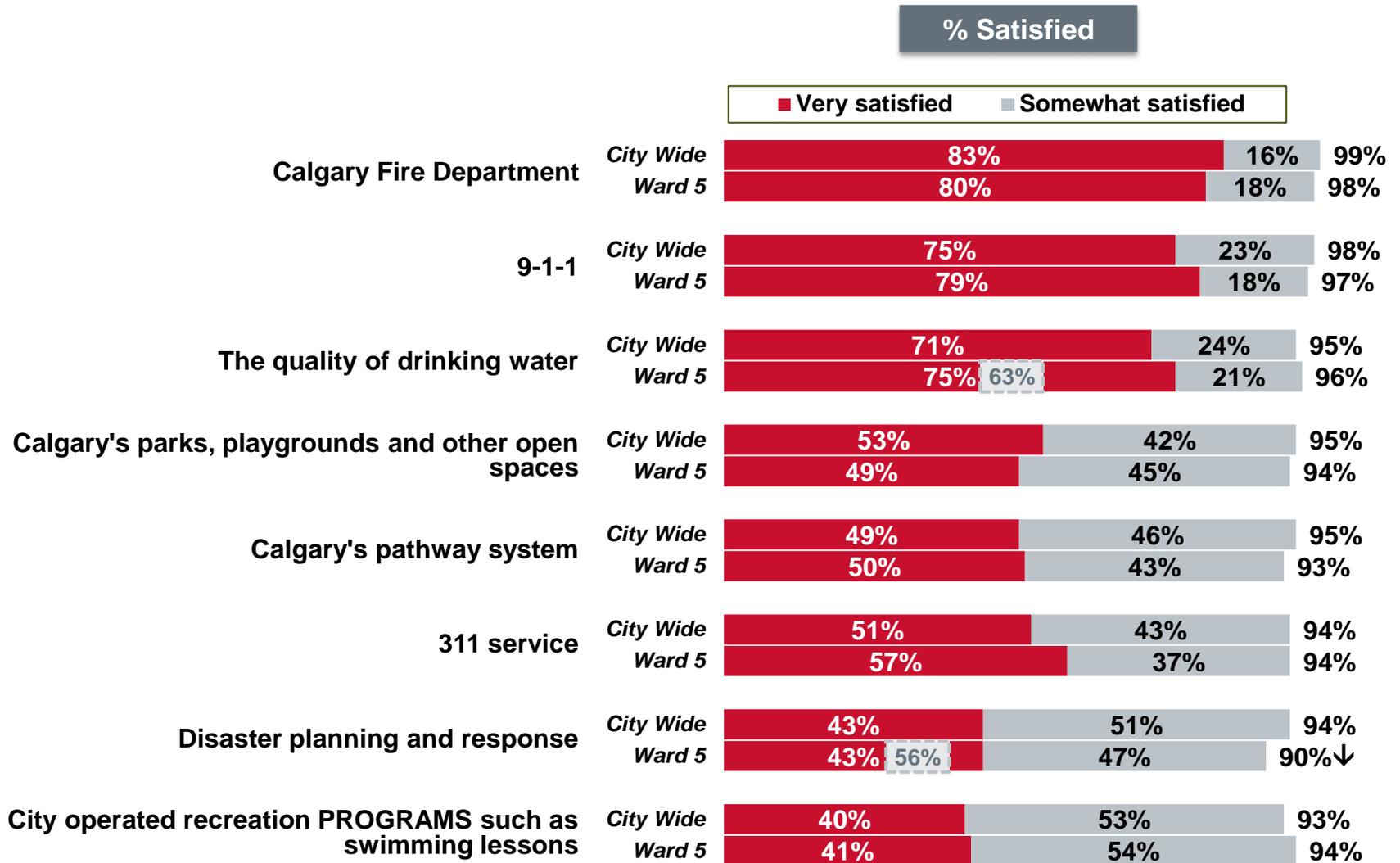
Ward 5 2017

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

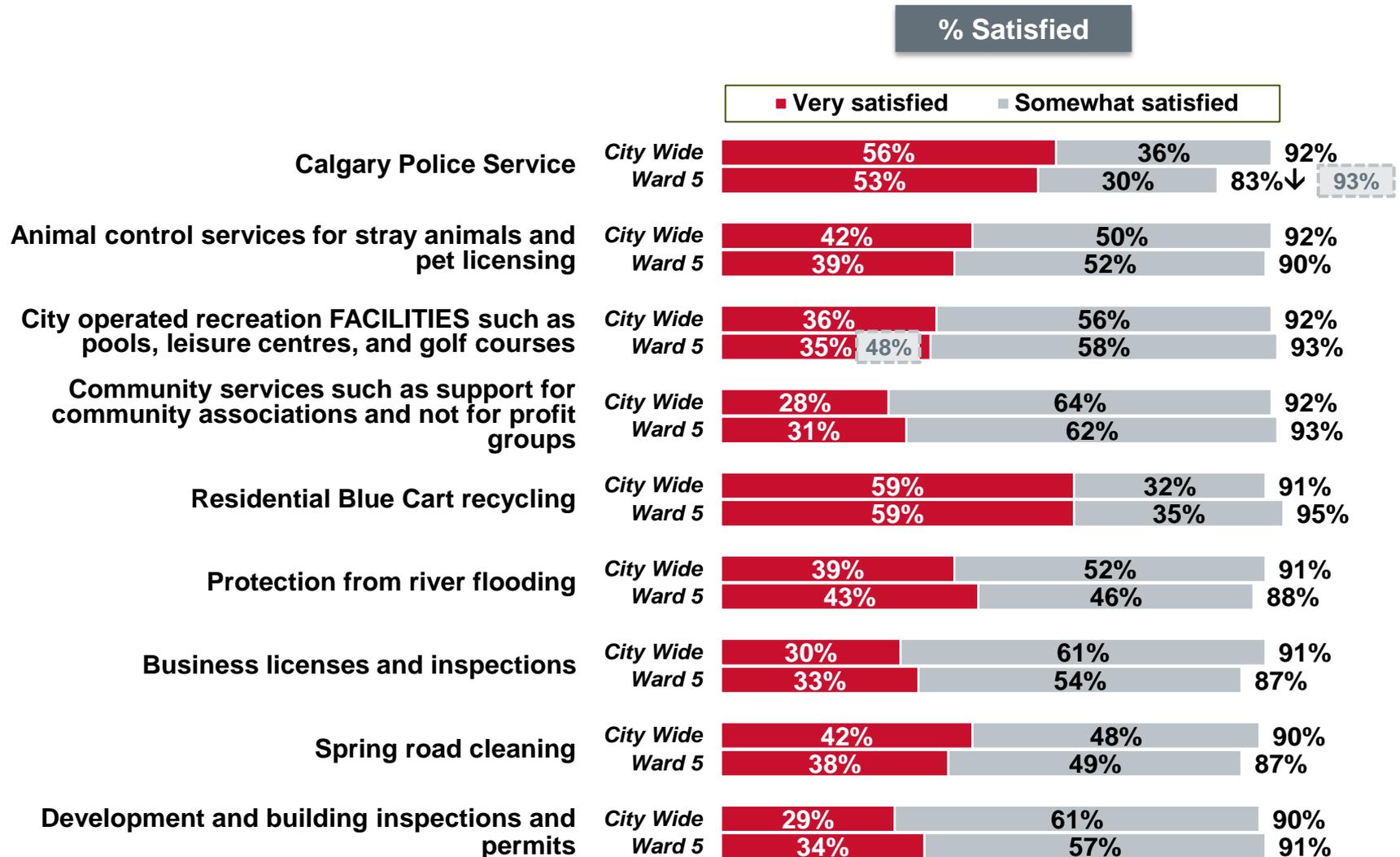


Ward 5 2017

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 5 2017

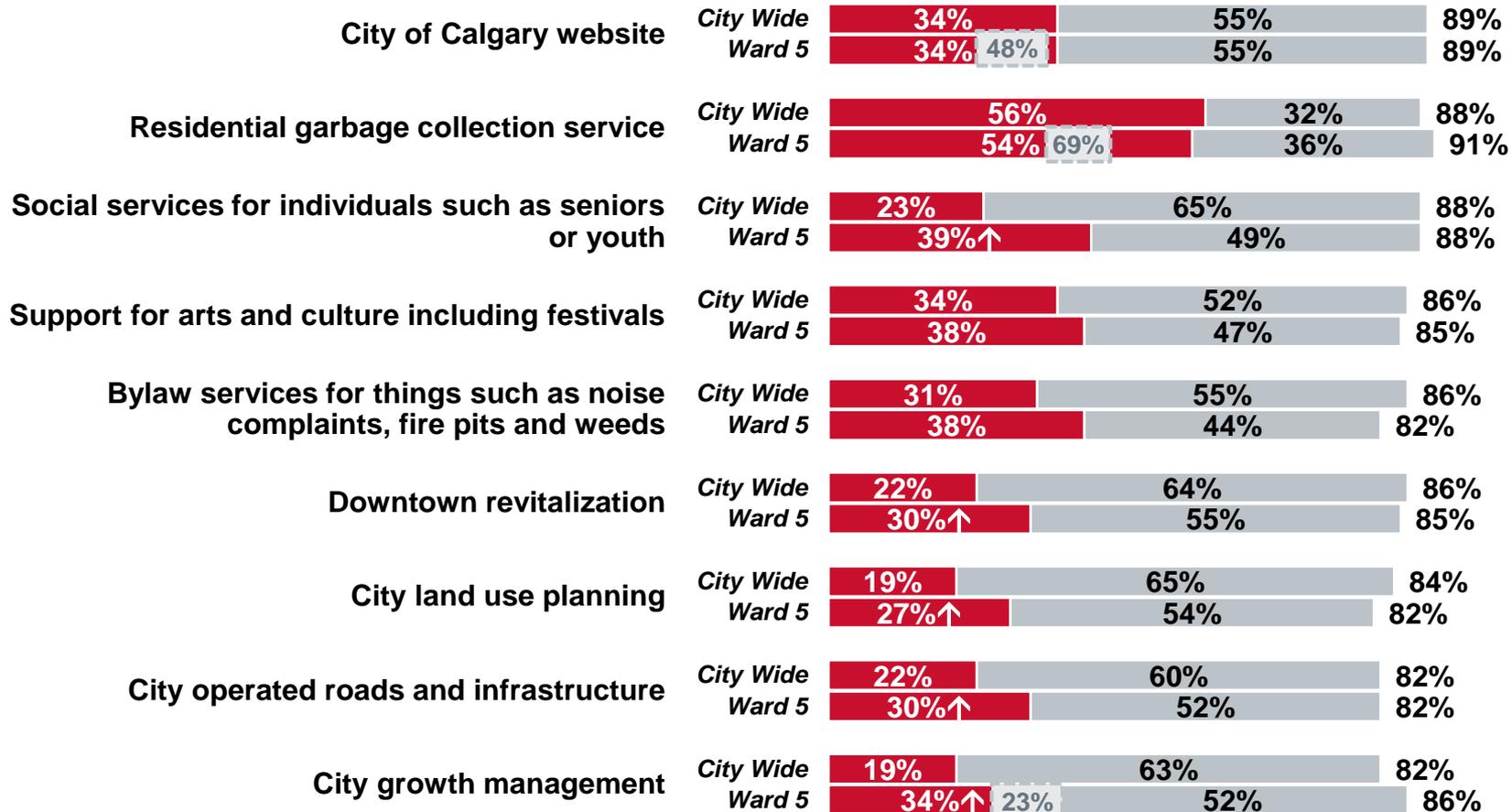
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)



# Satisfaction with City Programs and Services (continued)

## % Satisfied

■ Very satisfied   ■ Somewhat satisfied

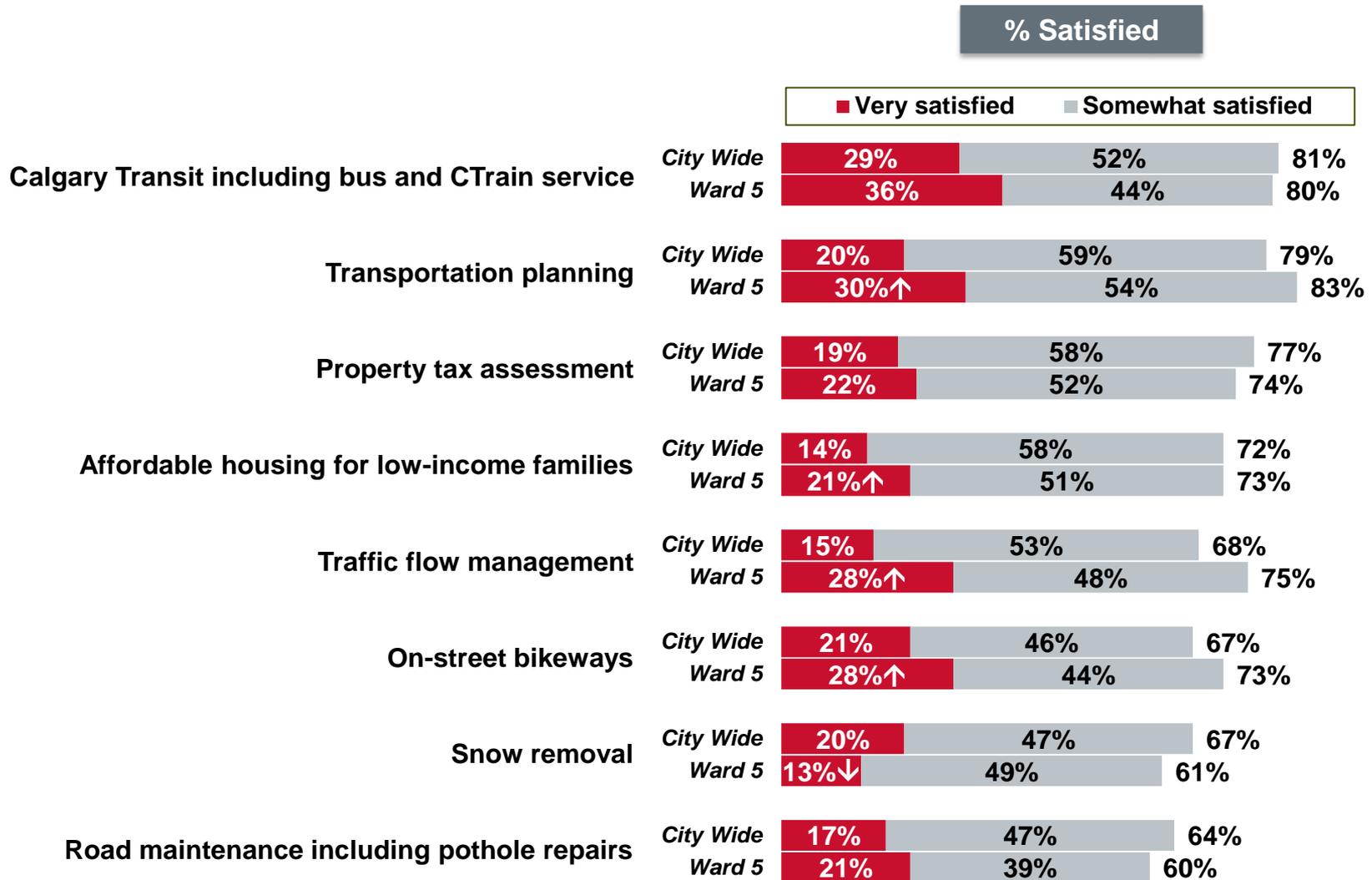


Ward 5 2017

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)



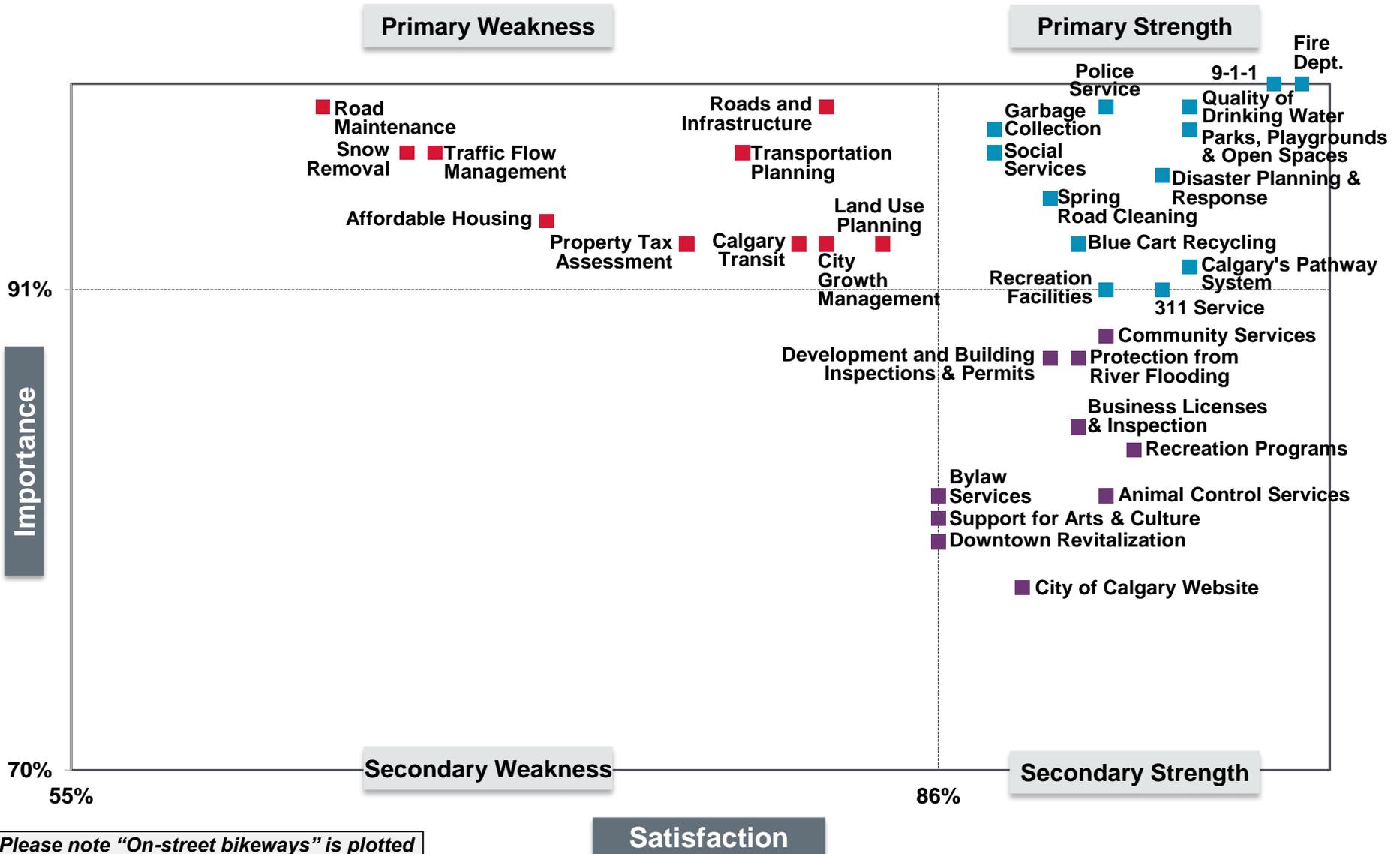
# Satisfaction with City Programs and Services (continued)



*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)



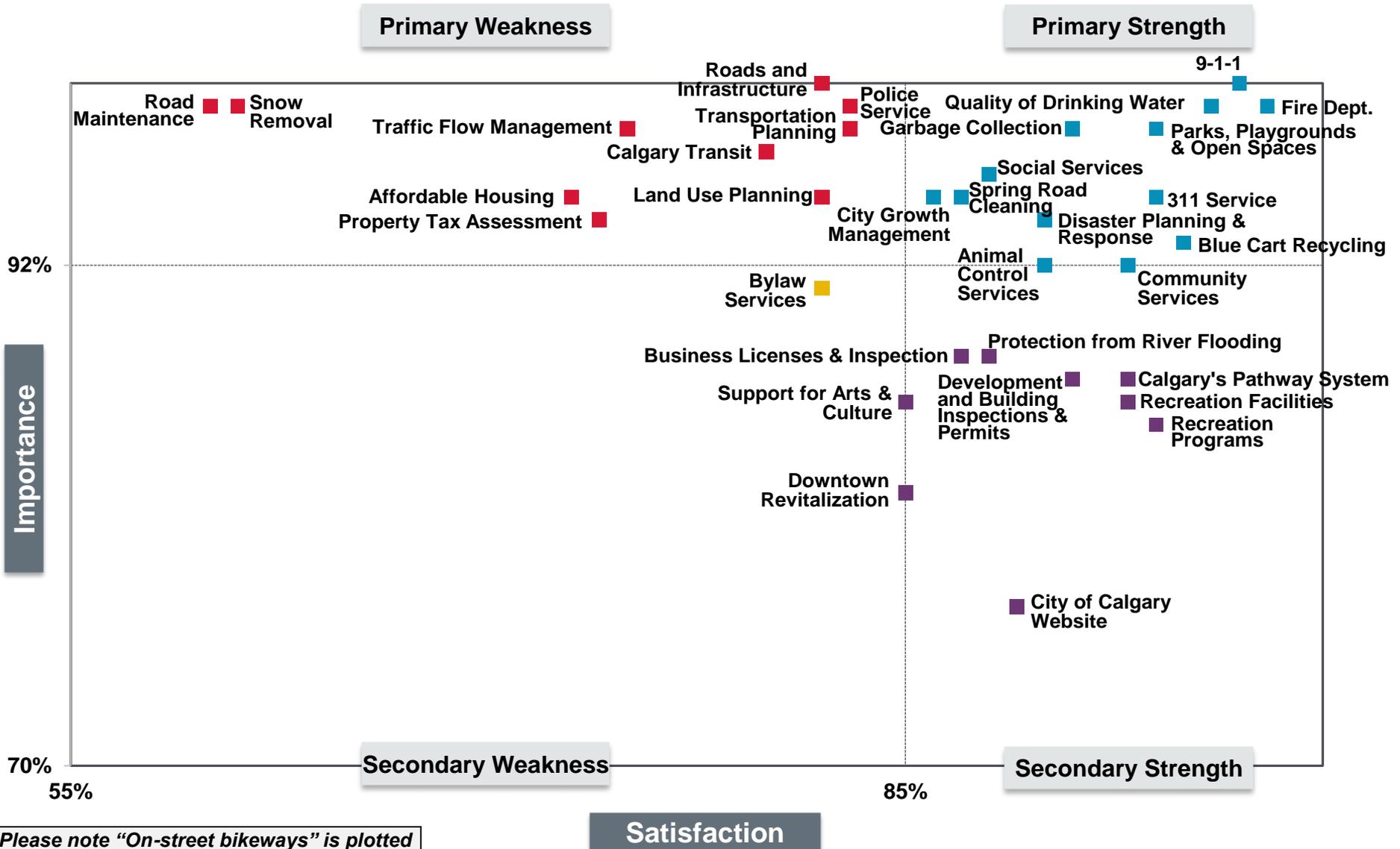
# Importance vs. Satisfaction Grid: City Wide



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



# Importance vs. Satisfaction Grid: Ward 5



Please note "On-street bikeways" is plotted at (73% satisfaction, 61% importance) and not illustrated on this graph.



# Primary Strengths and Weaknesses: City Wide versus Ward 5

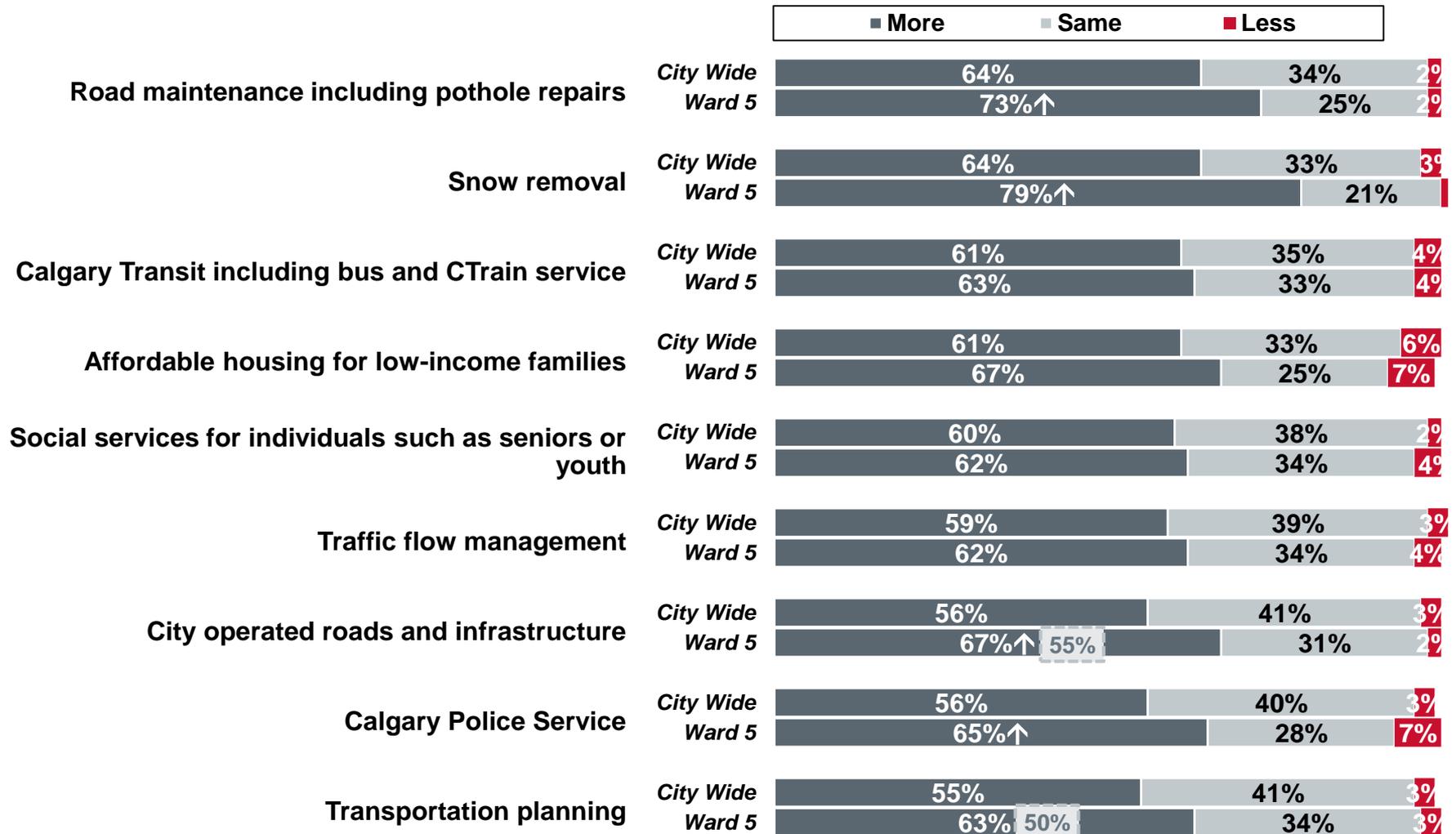
*Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.*

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

	City Wide	Ward 5
Fire Department	Blue	Blue
9-1-1	Blue	Blue
Quality of Drinking Water	Blue	Blue
Parks, Playgrounds and Open Spaces	Blue	Blue
Disaster Planning and Response	Blue	White
Police Service	Blue	Red
Calgary's Pathway System	Blue	White
Spring Road Cleaning	Blue	Blue
Blue Cart Recycling	Blue	Blue
Residential Garbage Collection	Blue	Blue
Social Services	Blue	Blue
Recreation Facilities	Blue	White
311 service	Blue	Blue
Community services	White	Blue
Animal Control Services	White	Blue
Road Maintenance	Red	Red
Snow Removal	Red	Red
Traffic Flow Management	Red	Red
Affordable Housing	Red	Red
Property Tax Assessment	Red	Red
Transportation Planning	Red	Red
Roads and Infrastructure	Red	Red
Calgary Transit	Red	Red
City Growth Management	Red	Blue
Land Use Planning	Red	Red



# Investment in City Programs and Services

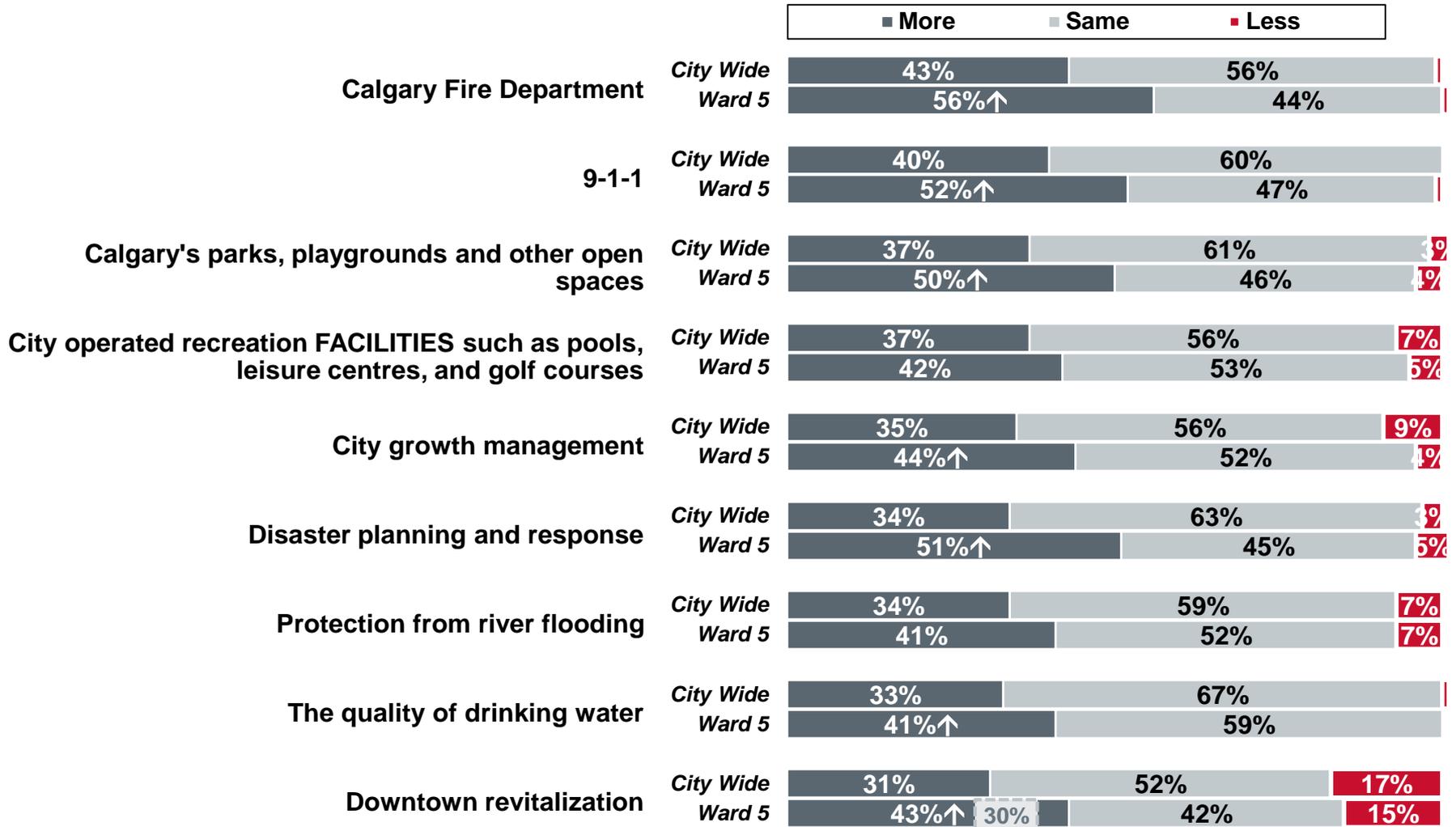


Ward 5 2017

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)

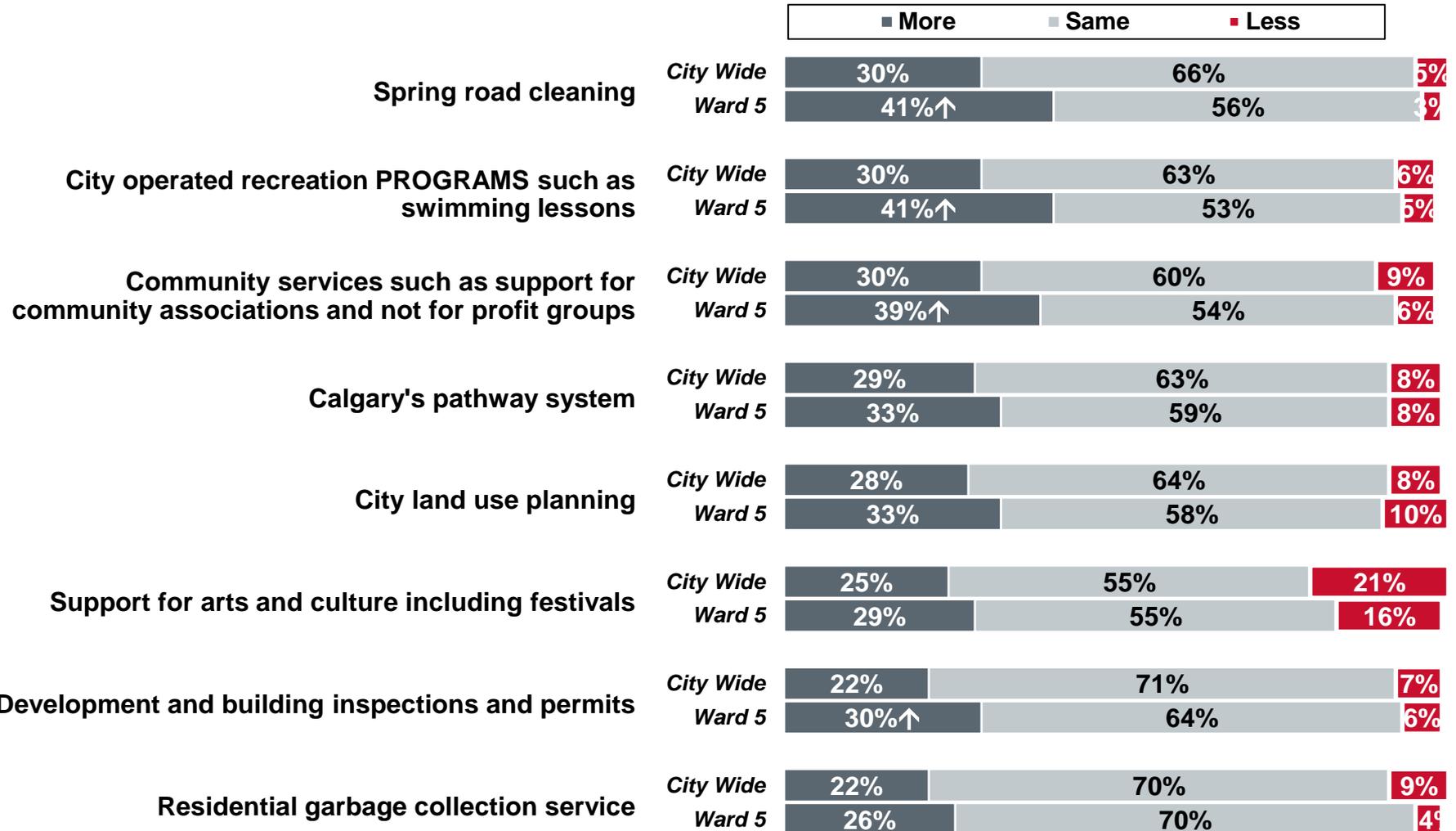


Ward 5 2017

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)



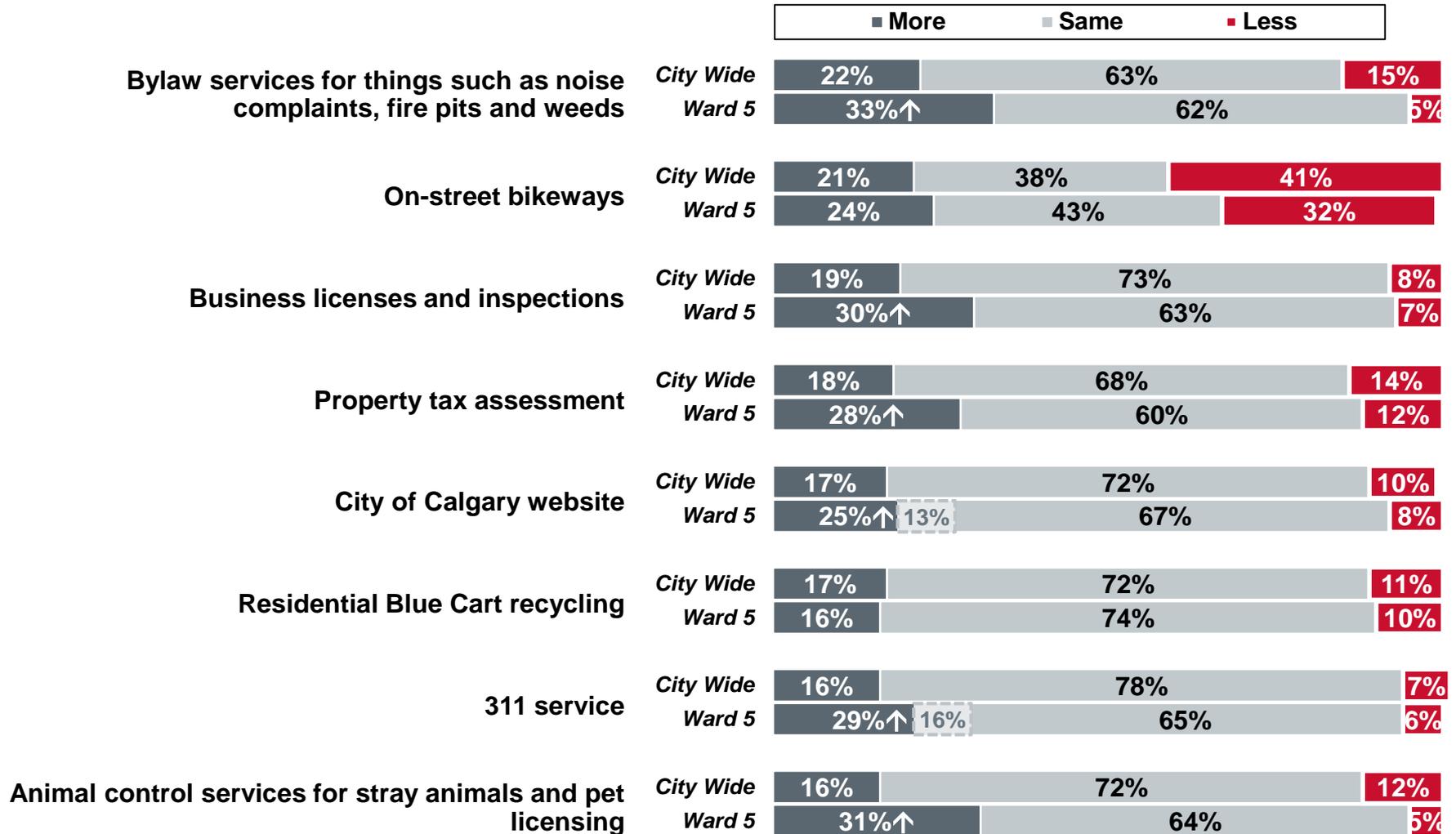
# Investment in City Programs and Services (continued)



*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)



# Investment in City Programs and Services (continued)



Ward 5 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)

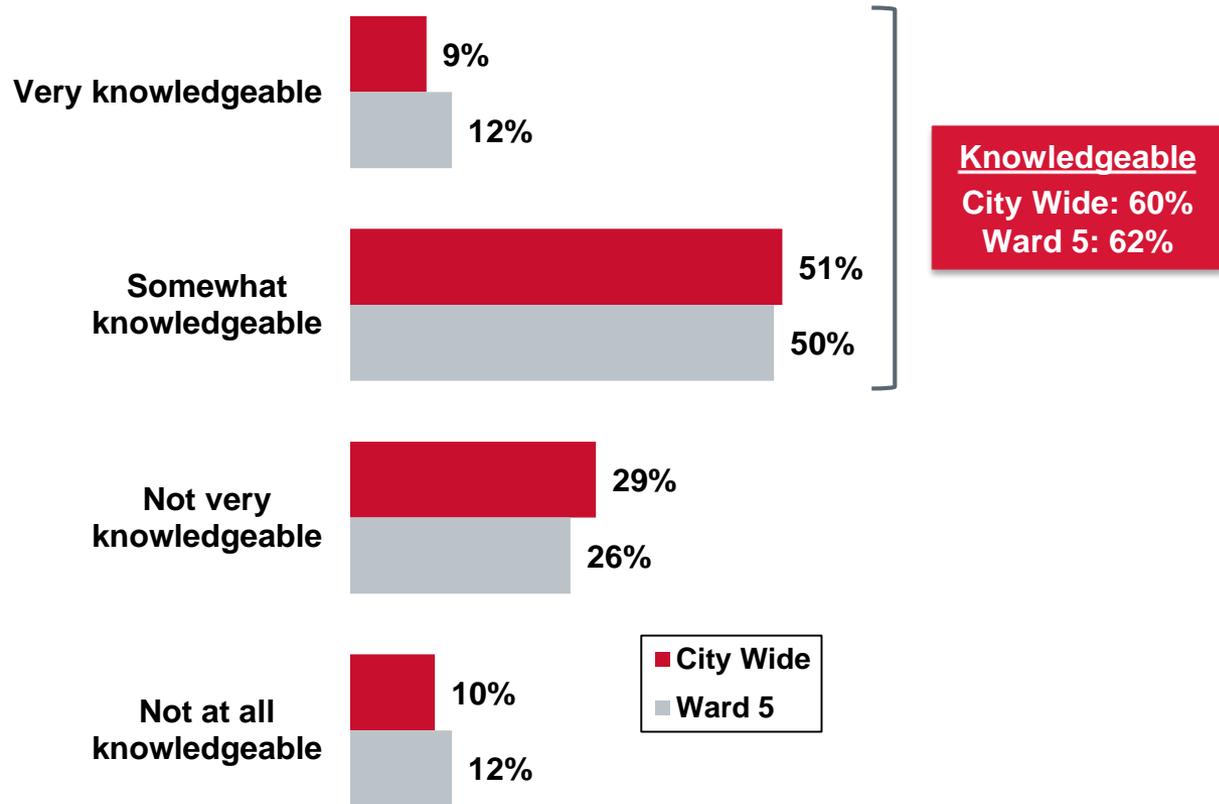


# Taxation





# Knowledge Levels of Tax Dollar Spending

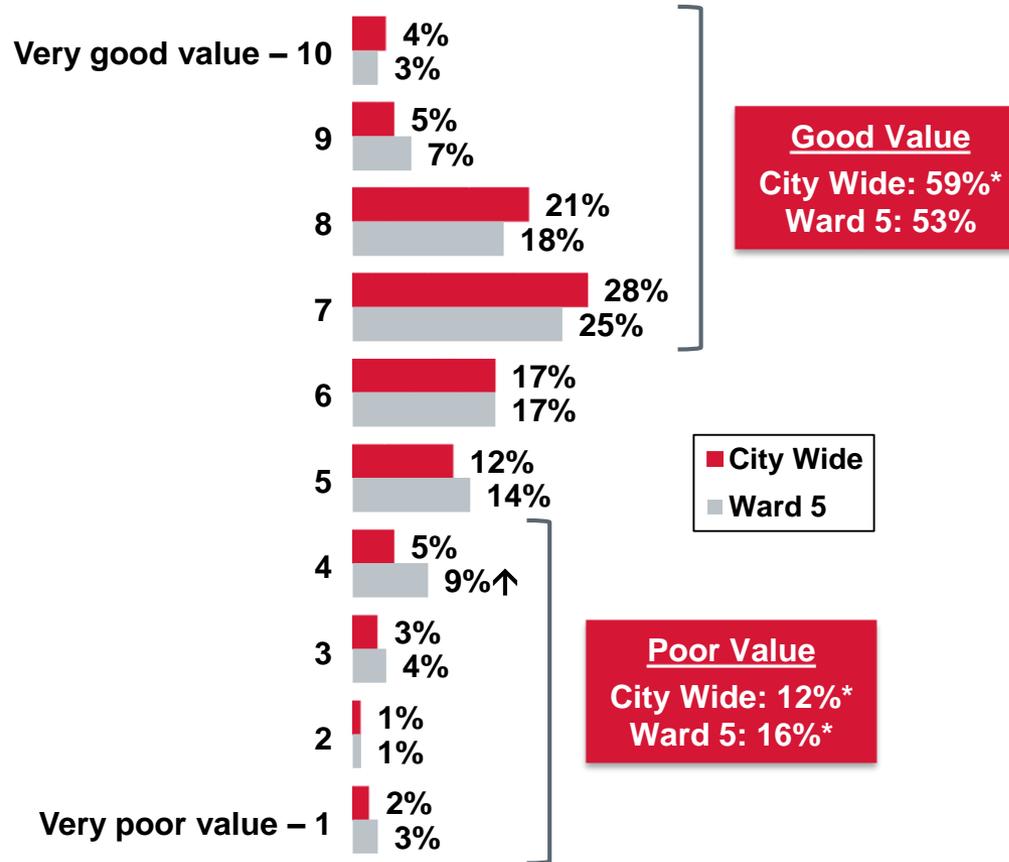


*Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?*

Base: Valid respondents (City Wide: n=2,492 / Ward 5: n=160)



# Perceived Value of Property Taxes



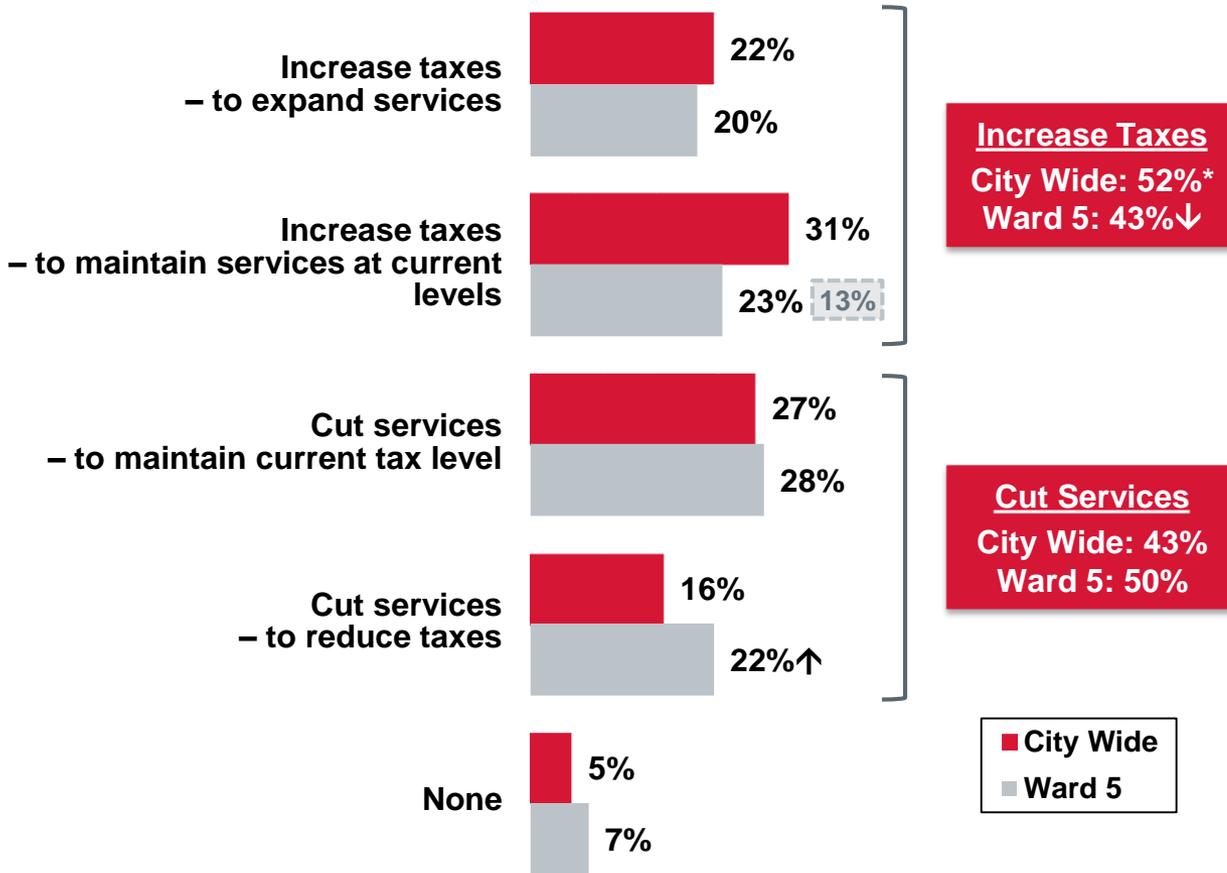
\*Rounding

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

Base: Valid respondents (City Wide: n=2,477 / Ward 5: n=160)



# Balancing Taxation and Service Delivery Levels



Ward 5 2017

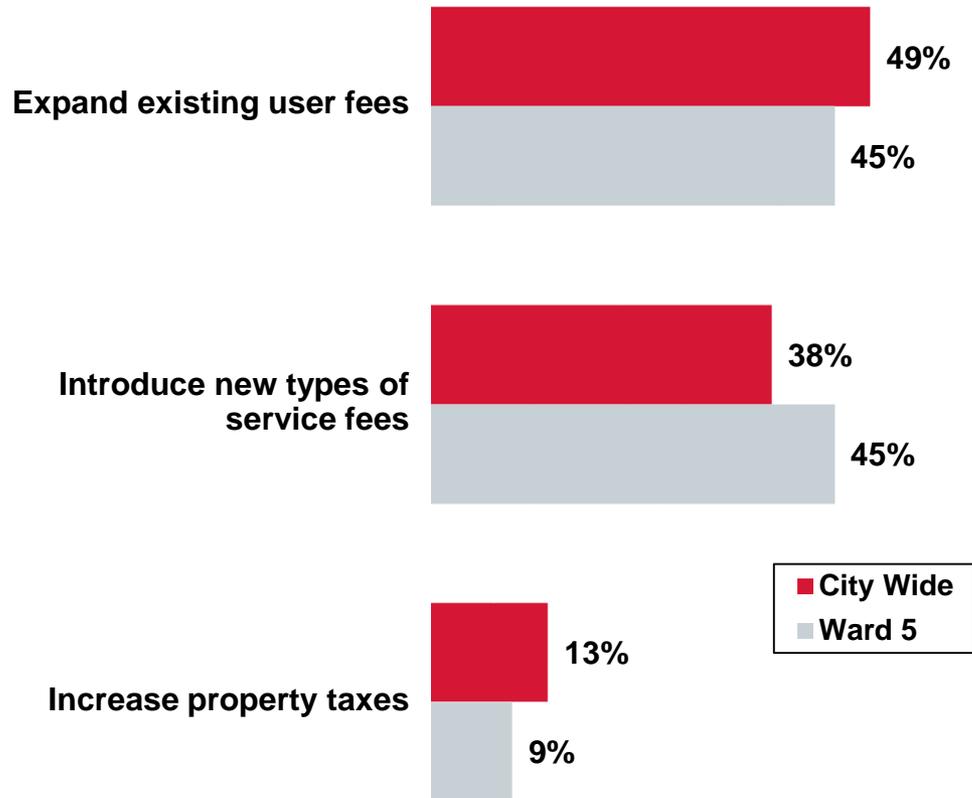
\*Rounding

*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 5: n=160)



# 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 ...?*

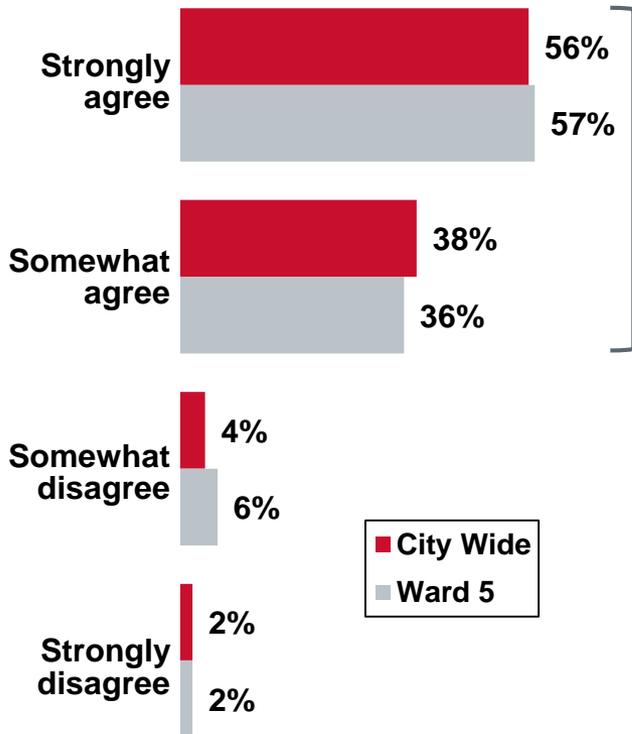
Base: Valid respondents (City Wide: n=2,352 / Ward 5: n=155)



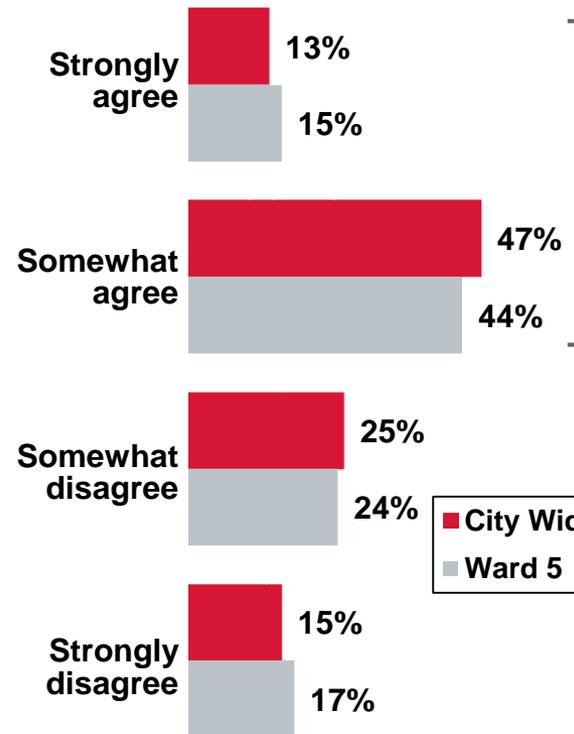
# Property Tax Dollar Investment

*I am interested in knowing how my property tax dollars are invested in various City services*

*The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services*



**Agree**  
City Wide: 94%  
Ward 5: 93%



**Agree**  
City Wide: 60%  
Ward 5: 59%

Base: Valid respondents (City Wide: n=2,487 / Ward 5: n=160)

Base: Valid respondents (City Wide: n=2,463 / Ward 5: n=160)

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

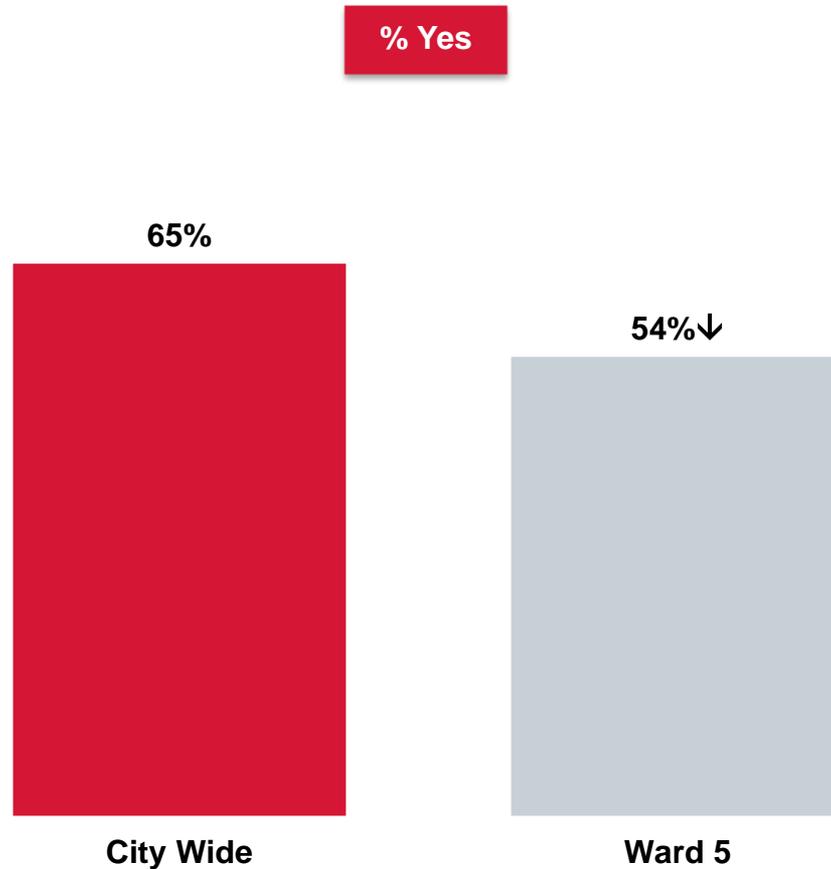


## Contact with The City and Customer Service





# Past 12 Months Contact with The City of Calgary

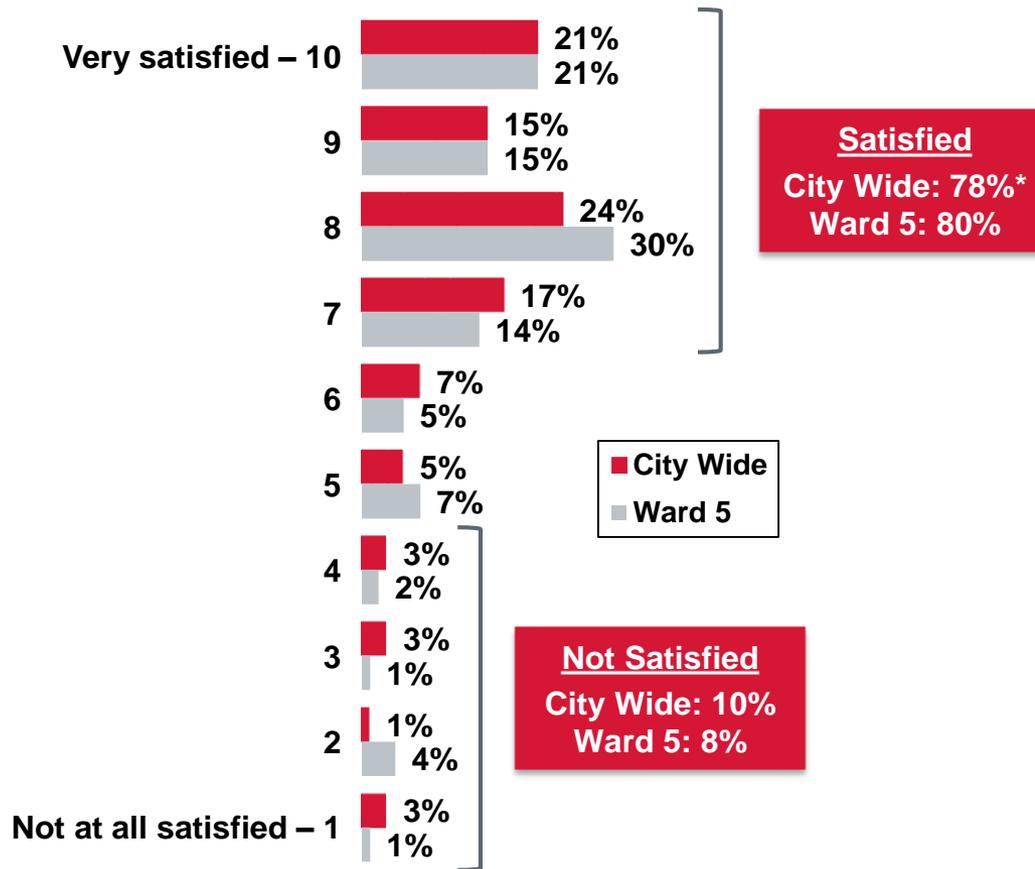


*Have you contacted The City of Calgary or dealt with The City or one of its employees in the last twelve months?*

Base: Valid respondents (City Wide: n=2,488 / Ward 5: n=159)



# Satisfaction with the Overall Level and Quality of Customer Service



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?

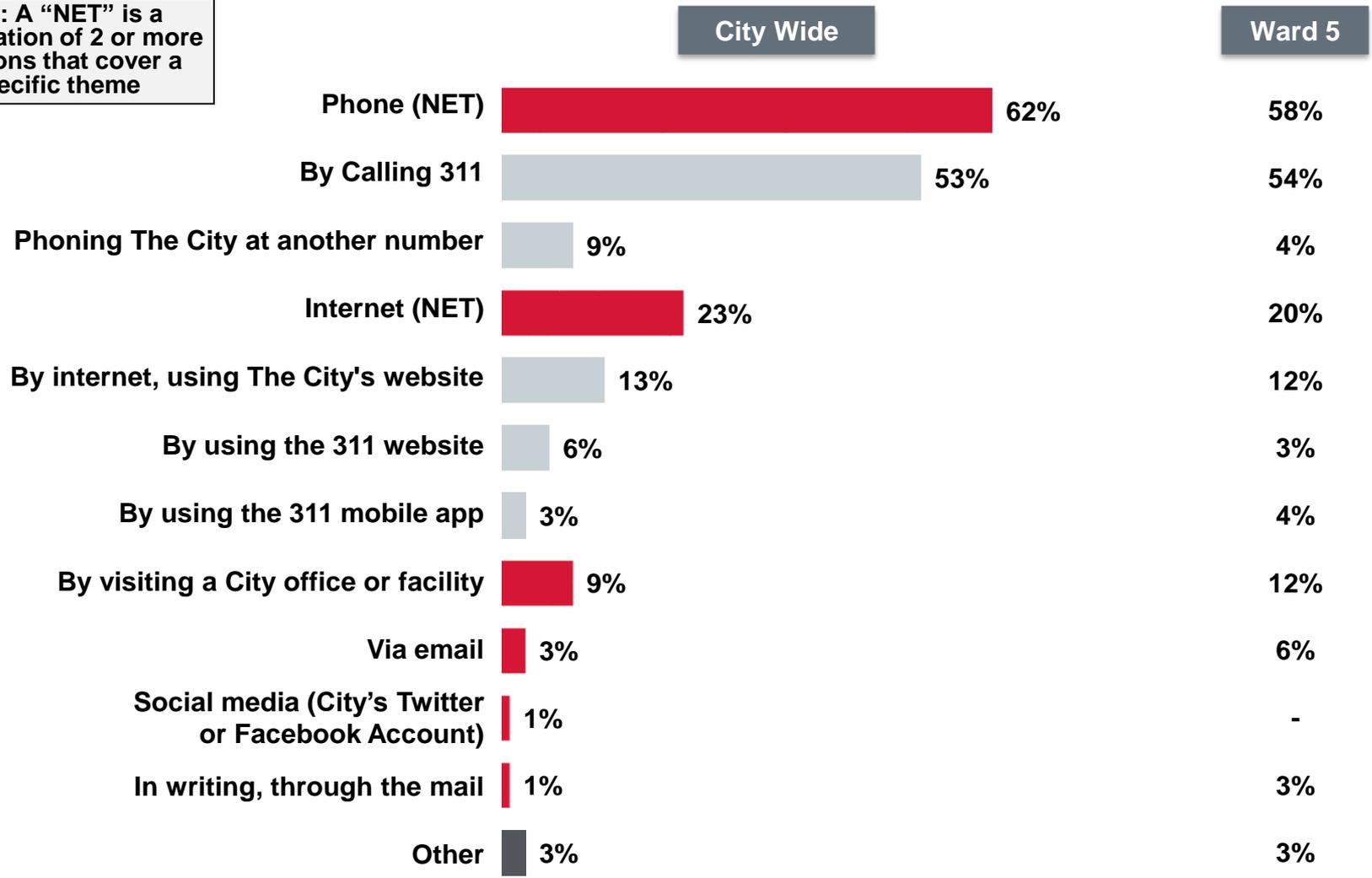
\*Rounding

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,651 / Ward 5: n=92)



# Type of Contact

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

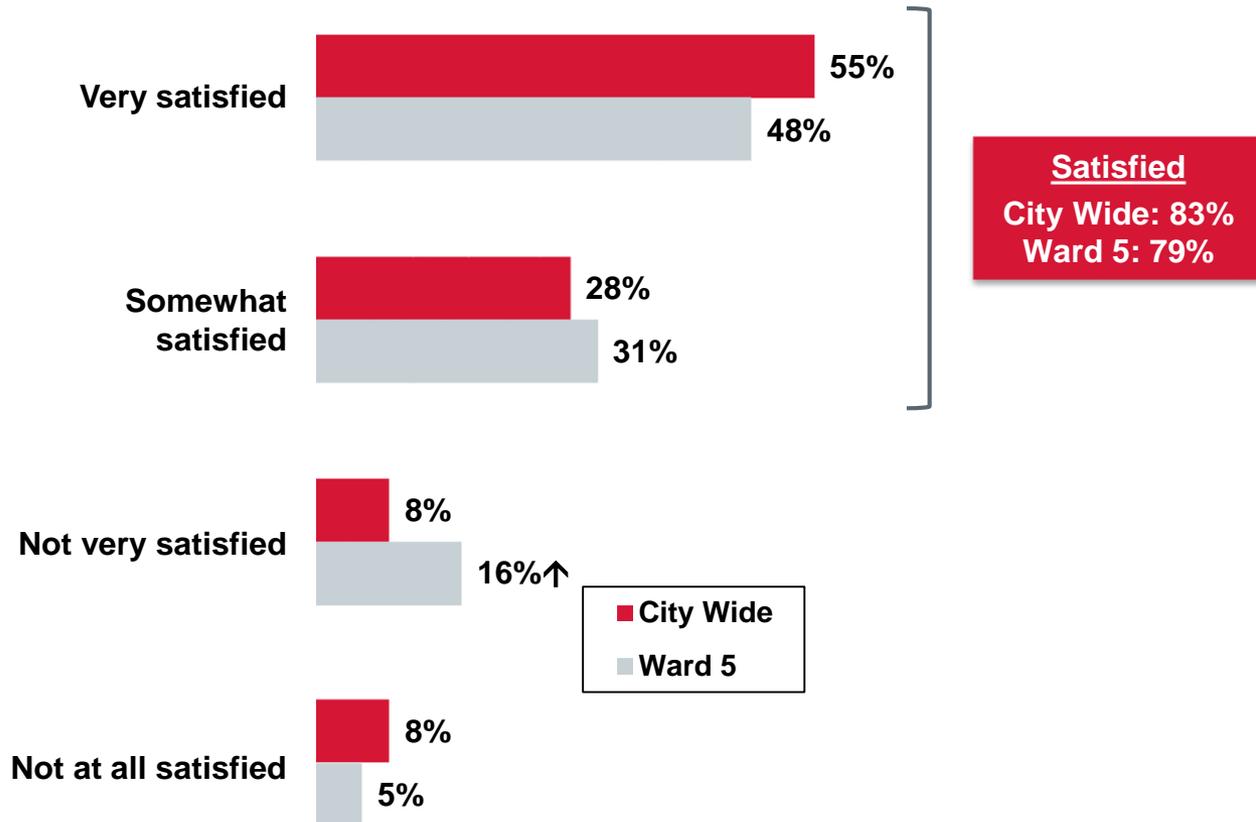


When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,126 / Ward 5: n=65)



# Satisfaction with Most Recent City Contact



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

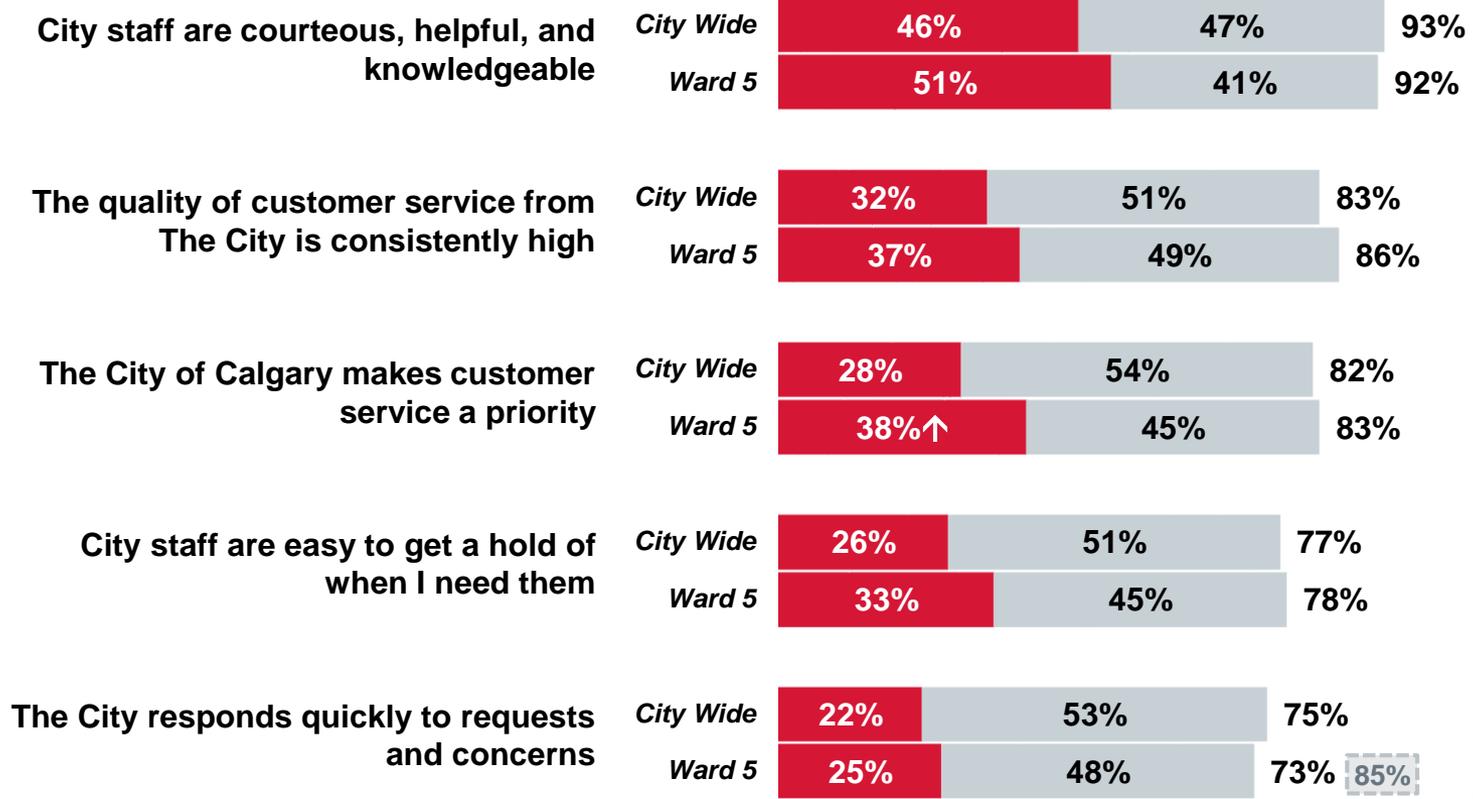
Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,125 / Ward 5: n=65)



# Attitudes Regarding Customer Service

% Agree

■ Strongly agree ■ Somewhat agree



Ward 5 2017

*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)

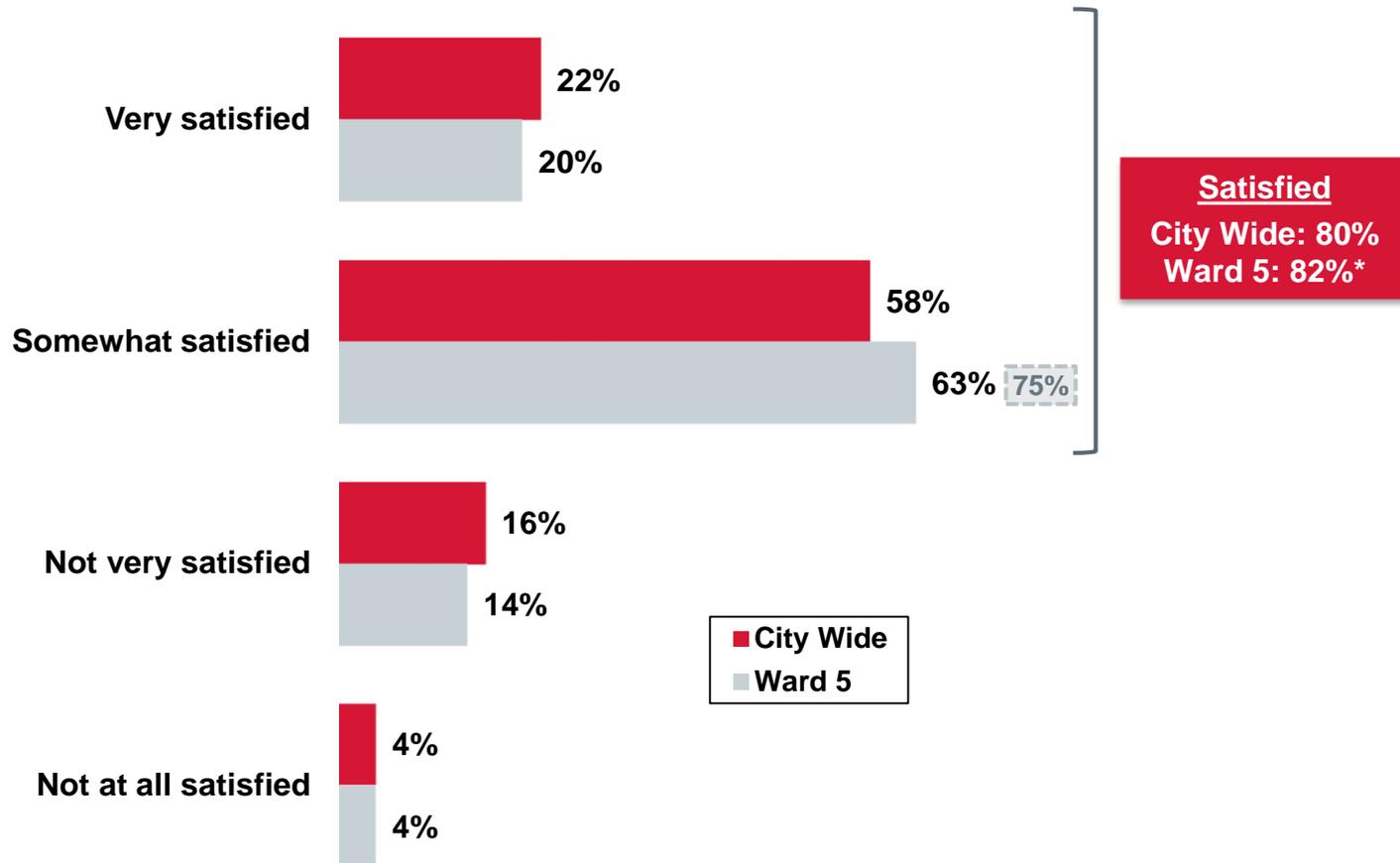


## City Communications





# Satisfaction with the Overall Quality of City Information and Communications

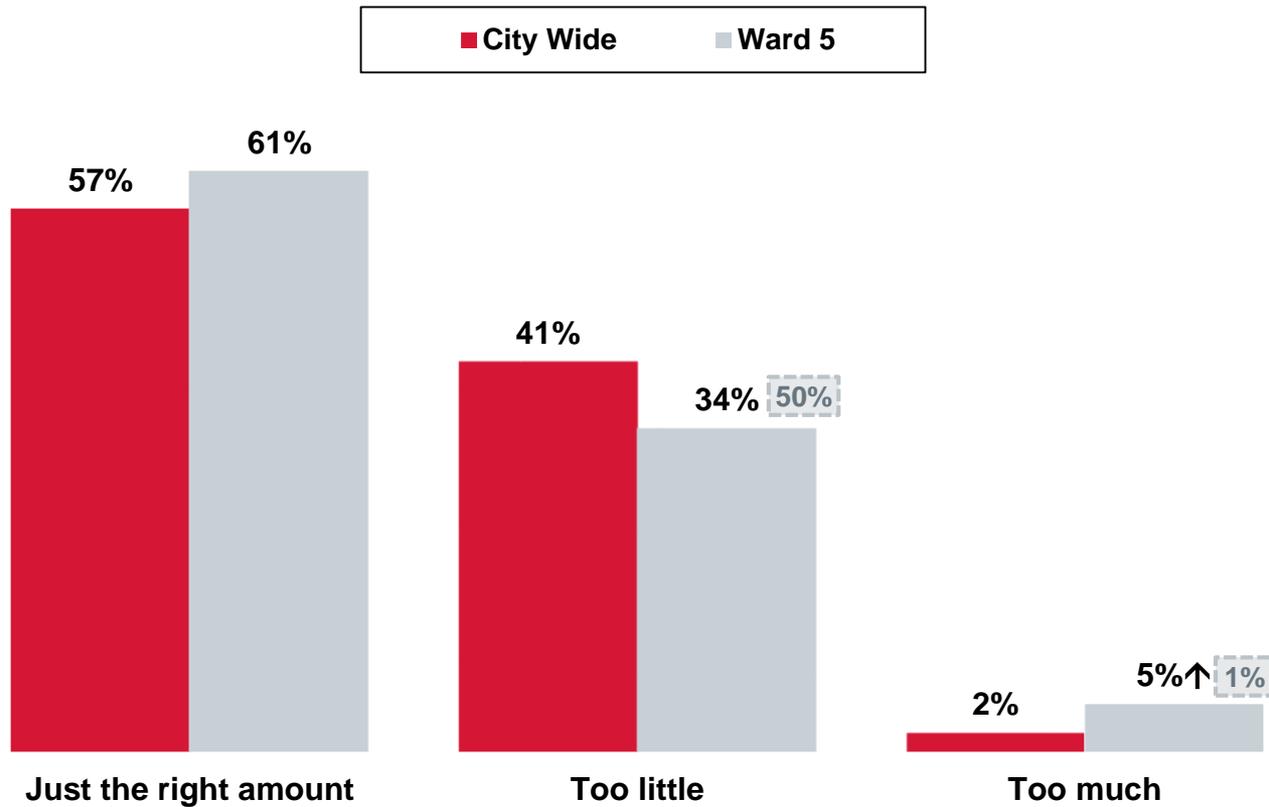


Ward 5 2017

*And how satisfied are you with the overall quality of City information and communications?*  
Base: Valid respondents (City Wide: n=2,490 / Ward 5: n=161)



# The Amount of Information Accessible



Ward 5 2017

*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 5: n=161)



## City Reputation and Performance





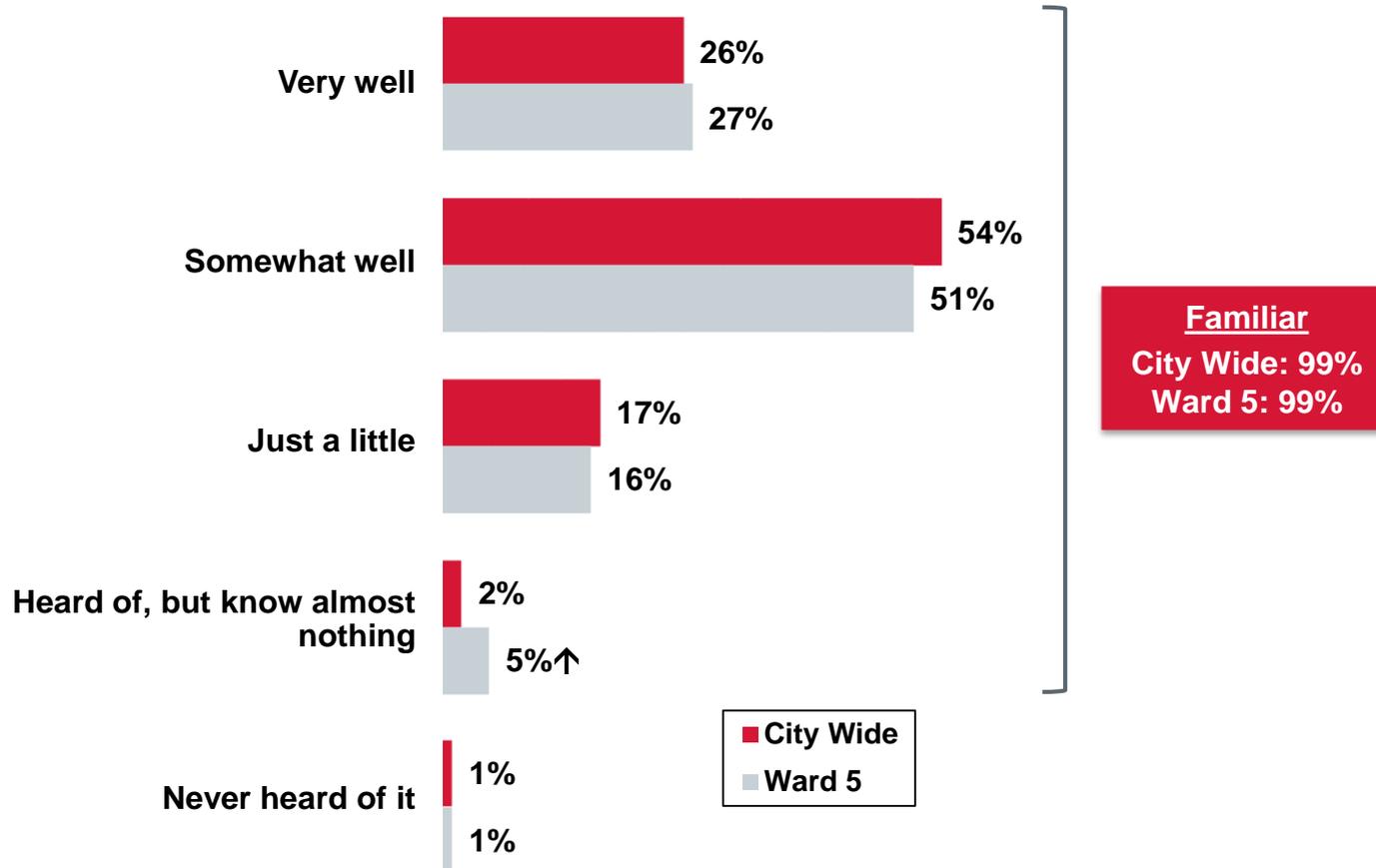
## A Model of Reputation



**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



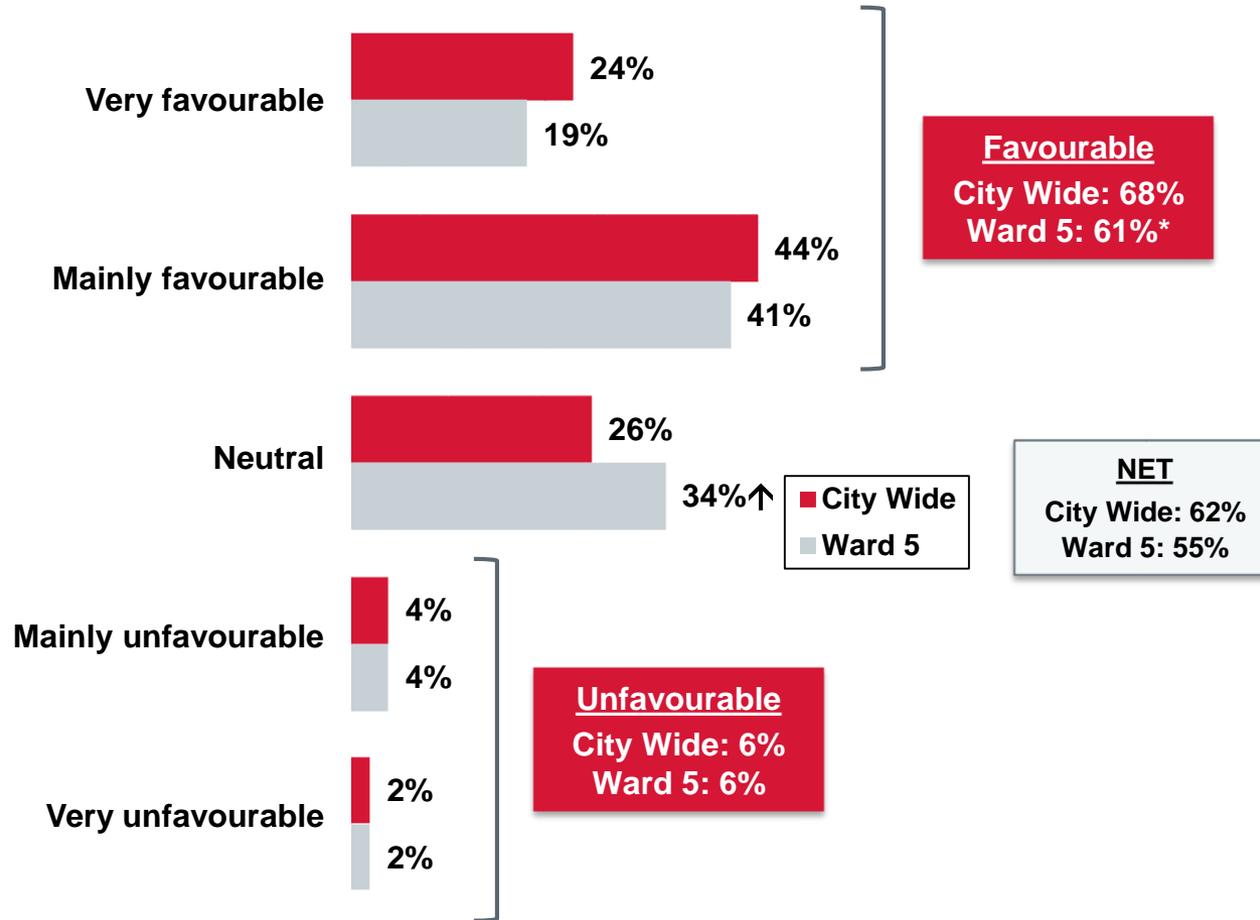
■ City Wide  
■ Ward 5

*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 5: n=161)



# Favourability

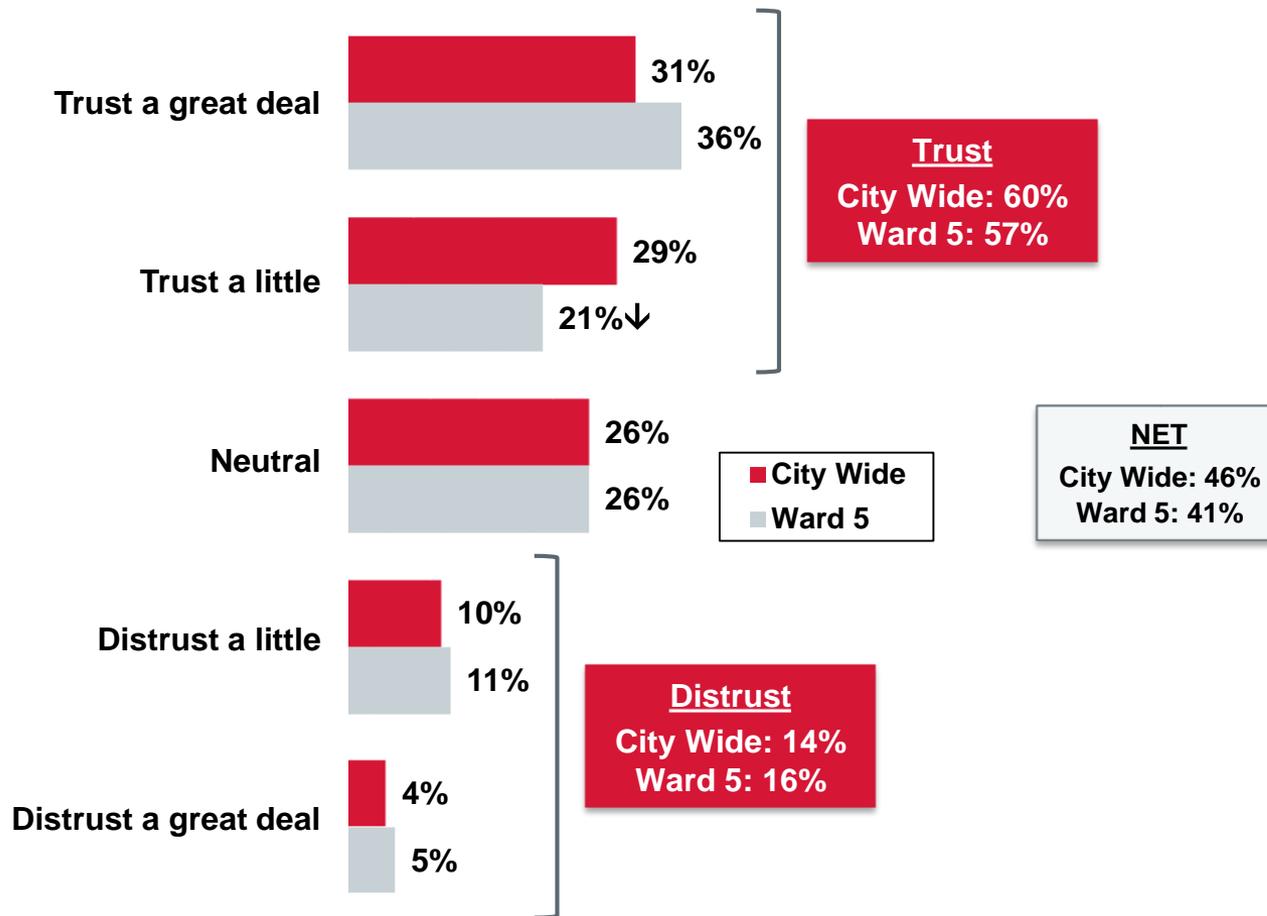


*Taking into account all of the things which you think are important, how favourable or unfavourable is your overall opinion or impression of The City of Calgary?*

Base: Valid respondents (City Wide: n=2,496 / Ward 5: n=161)

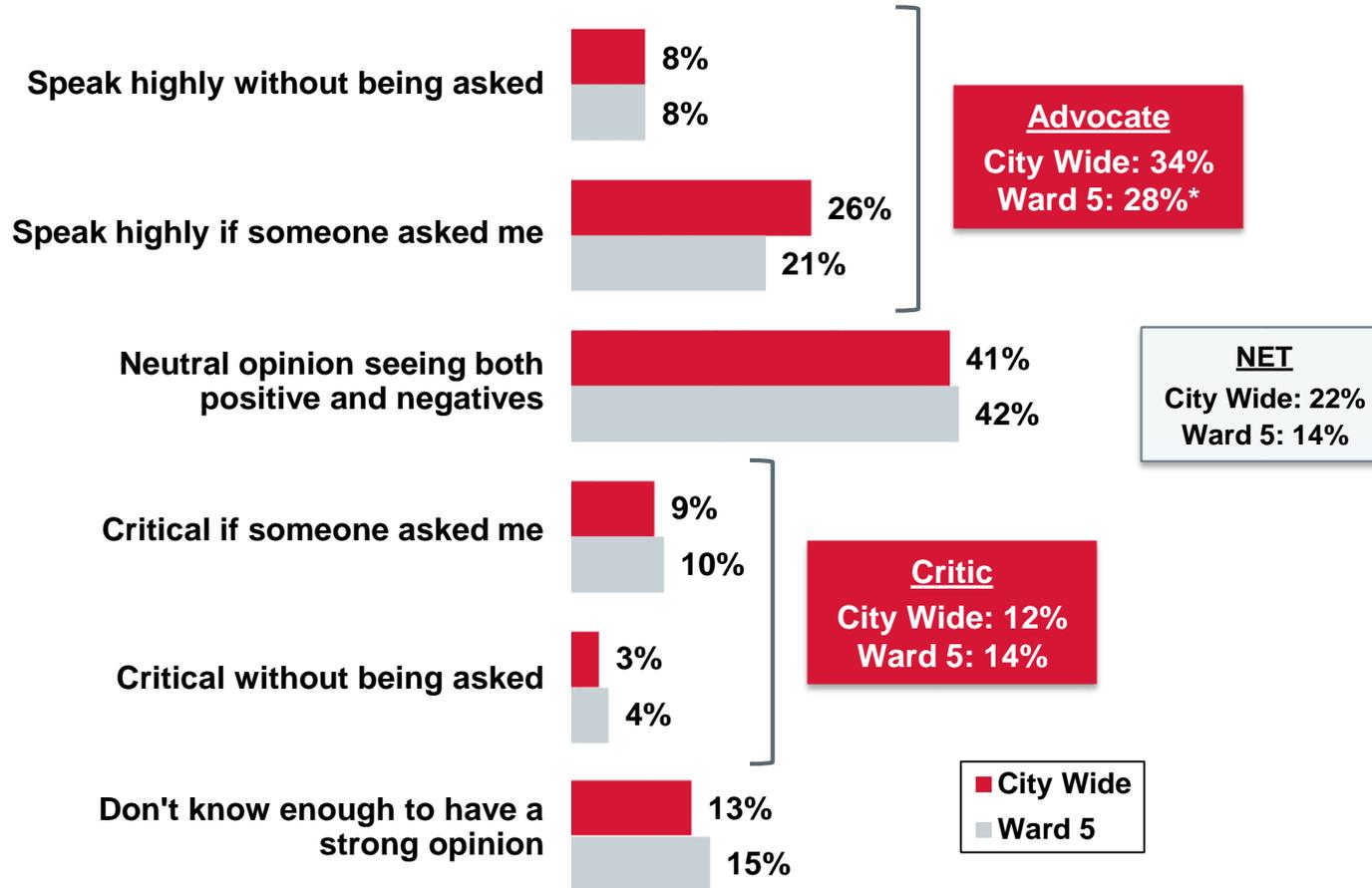


# Trust



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 5: n=160)



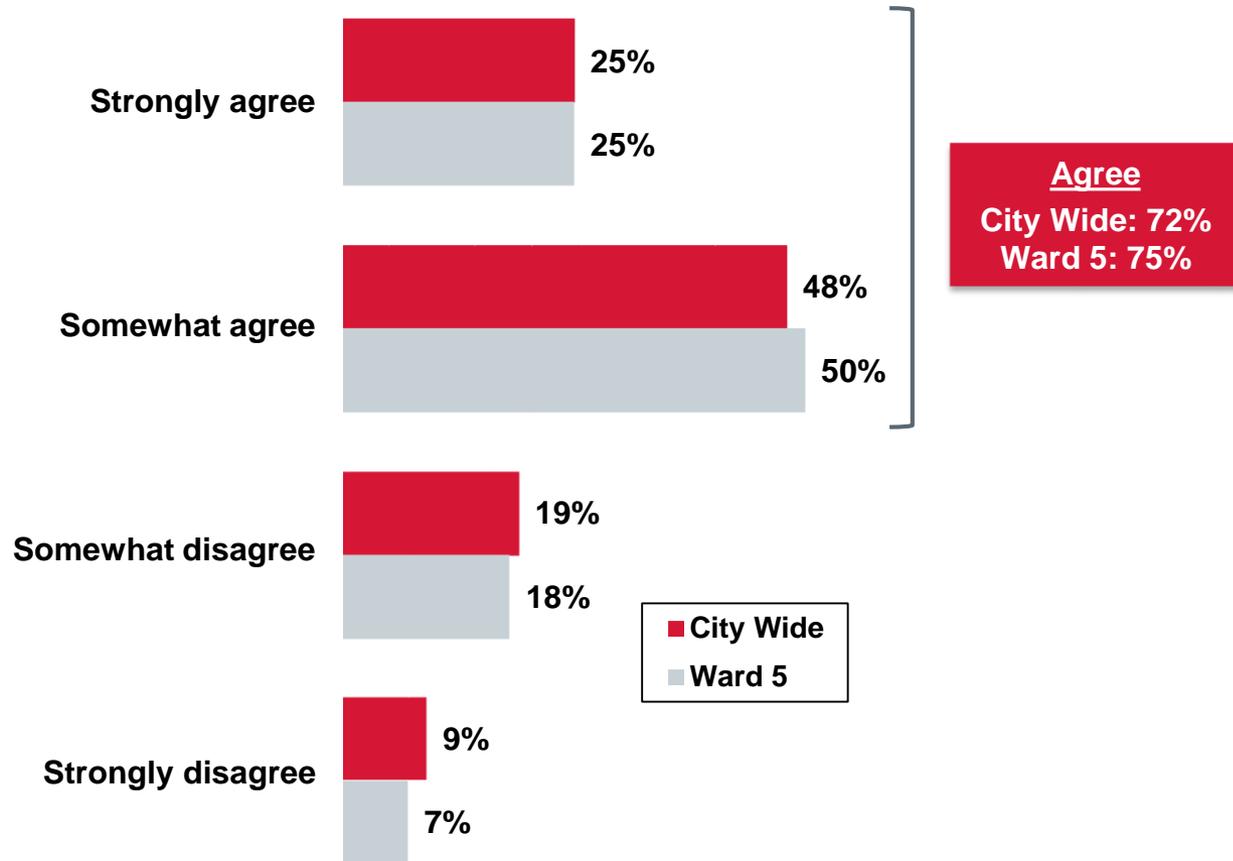
*Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?*

Base: Valid respondents (City Wide: n=2,488 / Ward 5: n=160)



# 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*



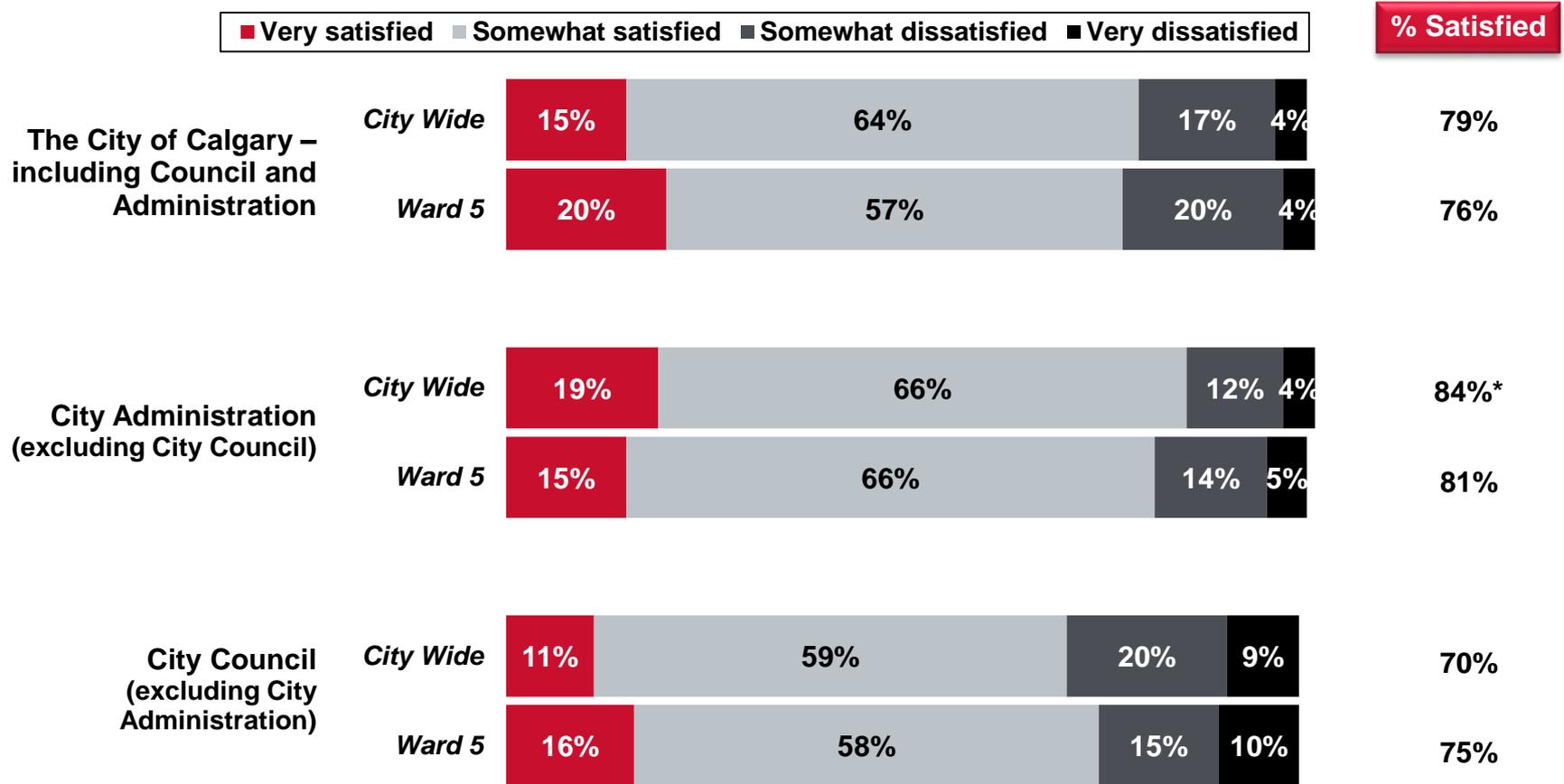
*Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement:  
I understand the roles and responsibilities of City Council compared to those of City Administration.*

Base: Valid respondents (City Wide: n=2,480 / Ward 5: n=159)



# 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?*

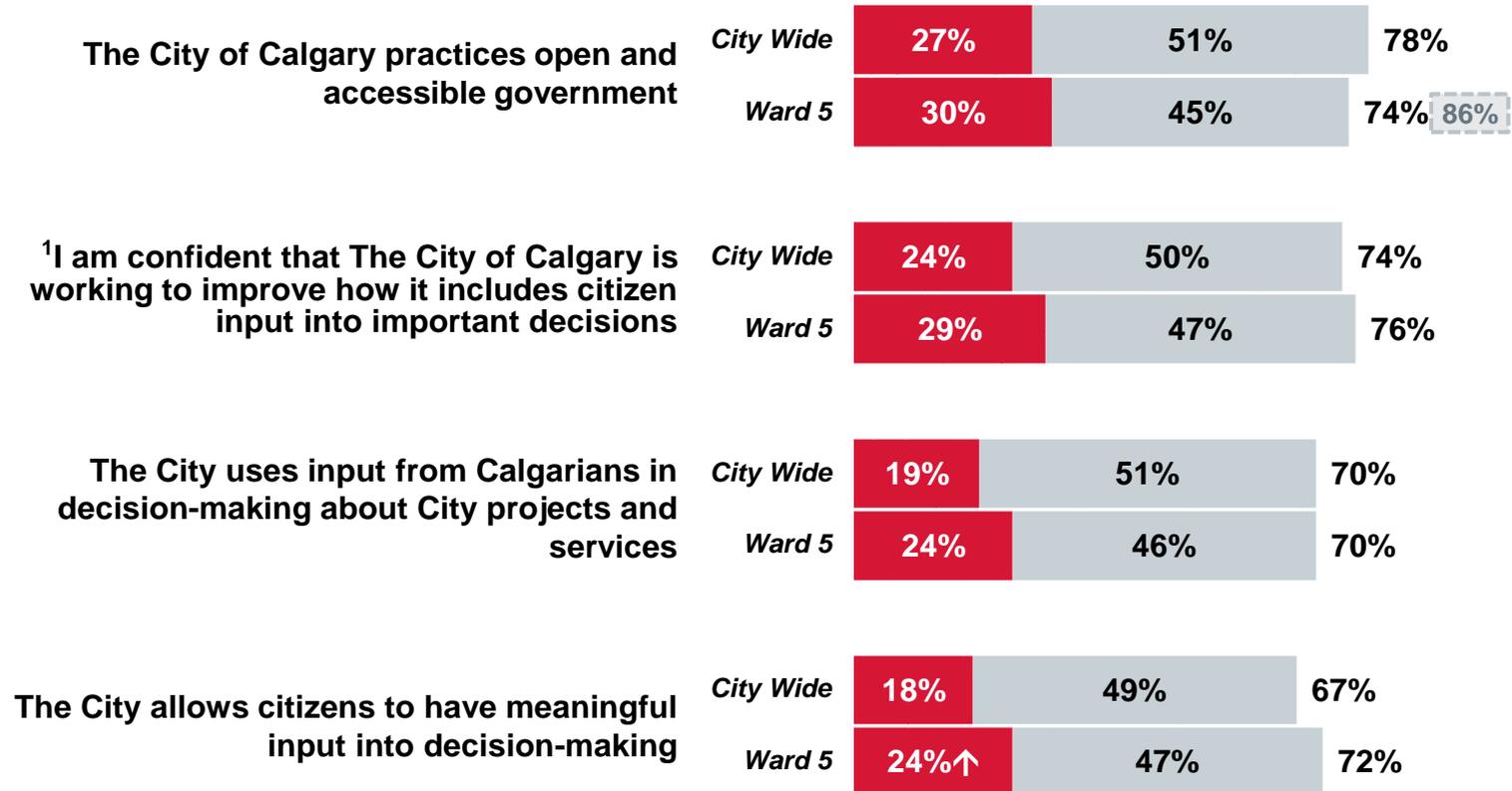
Base: Valid respondents (City Wide: n=2,479 / Ward 5: n=161)



# Perceptions of Transparency and Citizen Input

% Agree

■ Strongly agree ■ Somewhat agree



Ward 5 2017

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 5
18 to 24	12%	26%
25 to 34	21%	19%
35 to 44	17%	20%
45 to 54	19%	16%
55 to 64	13%	11%
65 or older	17%	8%
<i>Mean</i>	45	39

## Income

	City Wide	Ward 5
Less than \$30,000	7%	6%
\$30,000 to <\$45,000	8%	17%
\$45,000 to <\$60,000	12%	15%
\$60,000 to <\$75,000	9%	9%
\$75,000 to <\$90,000	8%	14%
\$90,000 to <\$105,000	11%	15%
\$105,000 to <\$120,000	11%	10%
\$120,000 to <\$150,000	12%	5%
\$150,000 or more	23%	8%

## Education

	City Wide	Ward 5
Completed high school or less	16%	28%
Some post secondary or completed a college diploma	38%	40%
Completed university degree or post-grad degree	46%	33%

Base: Valid respondents (Bases vary)



# Household Characteristics

## Type of Home

	City Wide	Ward 5
Single-detached house	69%	74%
Apartment or apartment-style condominium	13%	7%
Duplex, triplex or fourplex	9%	9%
Townhouse or rowhouse	8%	9%
Another type of multi-dwelling unit	1%	0%

## Children and Seniors in Household

	City Wide	Ward 5
Yes - Children	35%	44%
Yes - Seniors	17%	19%

## Household Size

	City Wide	Ward 5
1	14%	6%
2	32%	19%
3	18%	23%
4	22%	28%
5 or more	15%	24%
<i>Mean</i>	3.0	3.7

## Responsible for Property Taxes

	City Wide	Ward 5
Yes	84%	75%
No	16%	25%

## Own or Rent

	City Wide	Ward 5
Own	75%	77%
Rent	20%	17%
Other	1%	2%
Neither	4%	4%

## Tenure in Calgary

	City Wide	Ward 5
Less than 5 years	7%	9%
5 to less than 10 years	10%	17%
10 to less than 15 years	10%	13%
15 to less than 20 years	11%	10%
20 to less than 30 years	24%	24%
30 to less than 40 years	15%	13%
40 or more	24%	14%
<i>Mean</i>	26	21

Base: Valid respondents (Bases vary)



# Respondent Characteristics

## Born in Canada

	City Wide	Ward 5
Yes	73%	55%
No	27%	45%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=656)	Ward 5 (n=72)
Less than 12	28%	19%
12 to 17	12%	18%
18 or older	60%	63%
No response	-	-

## Ethnic Background

	City Wide	Ward 5
Caucasian/ White	23%	17%
British	20%	8%
Canadian/ French Canadian	16%	11%
Northern or Western European	12%	5%
Southern or Eastern European	11%	4%
East or Southeast Asian	11%	11%
South Asian	7%	33%
Central/ South American or Caribbean	3%	6%
West Asian or Middle Eastern	2%	3%
African	2%	3%
Aboriginal/ First Nations/ Metis	2%	1%

## Disability

	City Wide	Ward 5
Yes	16%	19%
No	84%	81%

## Visible Minority

	City Wide	Ward 5
Yes	25%	47%
No	75%	53%

Base: Valid respondents (Bases vary)



## Contact

### Jamie Duncan

Vice President

Ipsos Public Affairs

587.952.4863

email: [jamie.duncan@ipsos.com](mailto:jamie.duncan@ipsos.com)

### Sheela Das

Director

Ipsos Public Affairs

587.952.4874

email: [sheela.das@ipsos.com](mailto:sheela.das@ipsos.com)

