

Calgary



2019 Quality of Life and Citizen Satisfaction Survey

Ward 10 Report

November 2019

Prepared for The City of Calgary by:

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Respondent Profile



Telephone survey conducted with a randomly selected sample of 2,502 Calgarians aged 18 years and older between August 19th and September 16th, 2019.

- 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 2018 Municipal and 2016 Federal Census data.



The **margin of error** (MOE) for the total City Wide sample of 2,502 is ± 2.0 percentage points, 19 times out of 20.

- A total of 185 interviews were conducted with residents of Ward 10 (MOE $\pm 7.3\%$).

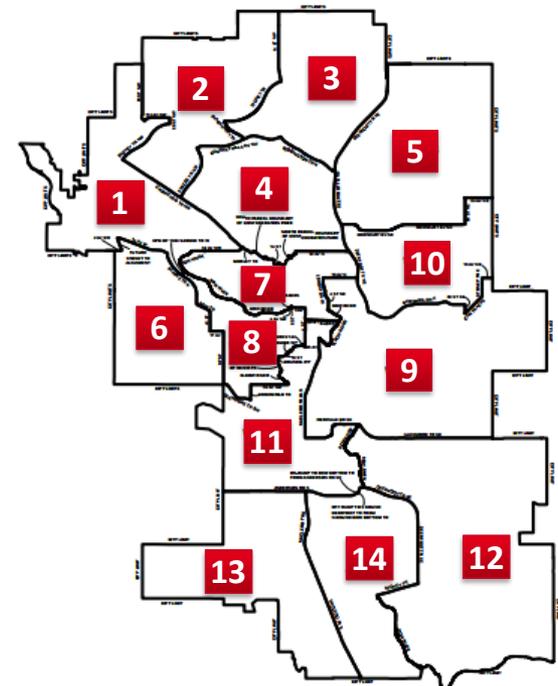


Results for Ward 10 are compared to results City Wide.

- \uparrow indicates a number is significantly higher than City Wide.
- \downarrow indicates a number is significantly lower than City Wide.

Where possible, 2019 results for Ward 10 are compared to those from 2018.

- Only significant differences are shown.





Summary of Key Findings



Key Findings:

Quality of Life and Issue Agenda

Ward 10 residents rate quality of life lower than City Wide and show an increased perception this year that quality of life is worsening.

Ward 10 residents feel less safe than residents City Wide and place a greater priority on crime, safety and policing.

- ❖ Three-quarters (76%) Ward 10 residents rate the overall quality of life in Calgary today as ‘good’. This is seven percentage points lower than 83% City Wide.
- ❖ On a positive note, Ward 10 residents are more likely than City Wide to say that the quality of life has ‘improved’ in The City of Calgary over the past three years (24% vs. 16% City Wide). However, there has been an increase this year in Ward 10 residents who believe the quality of life has ‘worsened’ (41% vs. 26% in 2018).
- ❖ Ward 10 residents are aligned with City Wide results in agreement that “*Calgary is moving in the right direction to ensure a high quality of life for future generations*” (61%, on par with 53% City Wide); however, the proportion of Ward 10 residents in complete agreement has decreased (9%, down from 20% in 2018).
- ❖ Ward 10 residents are less likely than City Wide to feel safe walking alone in their neighbourhood after dark (69% feel safe vs. 82% City Wide).
- ❖ The top issues in Ward 10 are “*infrastructure, traffic and roads*” (34%, on par with 35% City Wide), “*crime, safety and policing*” (21%, higher than 15% City Wide) and “*transit*” (15%, consistent with 17% City Wide).
- ❖ Ward 10 residents also differ from City Wide on mentions of “*recreation*” (12%, higher than 7% City Wide) and “*growth and planning*” (1%, lower than 5% City Wide).



Key Findings:

Importance of City Programs and Services

Ward 10 residents place more importance than City Wide on several programs and services including road maintenance and City of Calgary website.

The importance of various programs and services is quite stable since 2018.

- ❖ While Ward 10 residents are on par with residents City Wide about the overall importance of City Programs and Services, residents of Ward 10 rate property tax assessment as less important overall than City Wide (87%, lower than 93% City Wide).
- ❖ Ward 10 residents rate five programs and services as more important than City Wide:
 - Road maintenance (80% 'very' important, higher than 67% City Wide);
 - City of Calgary website (56% 'very' important, higher than 43% City Wide);
 - Affordable housing (79% 'very' important, higher than 68% City Wide);
 - Bylaw services (41% 'very' important, higher than 30% City Wide); and,
 - Animal control services (42% 'very' important, higher than 31% City Wide).
- ❖ Ward 10 residents are less likely to rate Calgary Transit as 'very' important than in 2018 (69% 'very' important, down from 83% last year).
- ❖ Ward 10 residents are more likely to rate downtown revitalization as 'very' important than in 2018 (48% 'very' important, up from 31% last year).



Key Findings:

Satisfaction with City Programs and Services

The majority of Ward 10 residents are satisfied with the overall level and quality of municipal programs and service, on par with City Wide results and shows higher satisfaction ratings with 6 programs and services.

Ward 10 residents are less satisfied with property tax assessment compared to 2018.

- ❖ Three-quarters (76%) of Ward 10 residents are satisfied with the overall level and quality of municipal services and programs, on par with 74% City Wide.
- ❖ Satisfaction with programs and services in Ward 10 is higher than City Wide for:
 - Calgary Transit (92%, higher than 79% City Wide), including 40% 'very' satisfied, higher than 27% City Wide;
 - Transportation planning (88%, higher than 77% City Wide), including 32% 'very' satisfied, higher than 18% City Wide;
 - Traffic flow management (26% 'very' satisfied, higher than 17% City Wide);
 - Development and building inspections and permits (96%, higher than 87% City Wide);
 - Business licenses and inspections (97%, higher than 88% City Wide); and,
 - Property tax assessment (22% 'very' satisfied, higher than 14% City Wide).
- ❖ Satisfaction with programs and services in Ward 10 is lower than City Wide for:
 - Quality of drinking water (61% 'very' satisfied, lower than 73% City Wide);
 - Social services (75%, lower than 84% City Wide); and,
 - Calgary 9-1-1 (94%, lower than 98% City Wide).
- ❖ Satisfaction with programs and services in Ward 10 has decreased for:
 - Property tax assessment (62%, lower than 80% in 2018);
 - Business licenses and inspections (22% 'very' satisfied, lower than 37% in 2018); and,
 - Social services (75%, lower than 87% in 2018).
- ❖ Ward 10 residents rate transportation planning as a 'primary strength' in contrast to City Wide where it is a 'primary weakness'.
 - In Ward 10, development and building inspections and permits and business licenses and inspections are considered 'primary strengths', whereas they are neither 'primary strengths' nor 'primary weaknesses' City Wide.

Key Findings: Investment in City Programs and Services

Compared to City Wide, Ward 10 residents prioritize more investment in 311, social services and affordable housing.

Compared to 2018, Ward 10 residents place more priority on city-operated recreation facilities, property tax assessment and affordable housing.

- ❖ Ward 10 residents are more likely than City Wide to want to see *more* investment in many services, but especially:
 - Social services (80%, higher than 62% City Wide);
 - Affordable housing (81%, higher than 63% City Wide);
 - Snow removal (64%, higher than 52% City Wide);
 - City-operated recreation facilities (54%, higher than 42% City Wide);
 - Community services (50%, higher than 35% than City Wide);
 - The quality of drinking water (41%, higher than 27% City Wide);
 - Disaster planning and response (35%, higher than 23% City Wide); and,
 - 311 services (39%, higher than 21% City Wide).
- ❖ Ward 10 residents are more likely than in 2018 to want to see *more* investment in:
 - Affordable housing (81%, up from 67% in 2018);
 - City-operated recreation facilities (54%, up from 36% in 2018); and,
 - Property tax assessment (31%, up from 14% in 2018).
- ❖ Ward 10 residents are less likely than in 2018 to want to see *more* investment in:
 - Snow removal (64%, down from 77% in 2018);
 - Protection from river flooding (28%, down from 44% in 2018); and,
 - Spring road cleaning (19%, down from 37% in 2018).

Key Findings: Taxation

Ward 10 residents express similar views on taxation in comparison to City Wide.

Ward 10 residents are less likely to feel *“The City does a good job of providing citizens with information about how their property tax dollars are spent”* in comparison to 2018.

- ❖ Less than one-half (47%) of Ward 10 residents give The City a ‘good value’ rating for the value of their property tax dollars, similar to 54% City Wide.
- ❖ Ward 10 residents’ knowledge of how tax dollars are spent is consistent with City Wide (51% vs. 57% City Wide).
- ❖ In order for The City to maintain or expand services, Ward 10 residents are split with respect to their preference for cutting services (48%, on par with 50% City Wide) or increasing taxes (44%, identical to 44% City Wide).
- ❖ The vast majority of Ward 10 residents are interested in knowing how their property tax dollars are invested in various City services (92%, consistent with 94% City Wide).
- ❖ One-half (51%) of Ward 10 residents agrees that *“The City does a good job of providing citizens with information about how their property tax dollars are spent”*, similar to 55% City Wide, yet decreased from 67% in 2018.



Key Findings: Customer Service and Communications

Ward 10 residents are less likely to have contacted The City and are less likely to feel that City staff are easy to get a hold of in comparison to City Wide results.

In Ward 10, overall satisfaction with information received from The City is consistent with City Wide measures.

- ❖ Just more than one-half (52%) of Ward 10 residents contacted The City within the past year (52%, notably lower than 62% City Wide).
- ❖ Two-thirds (66%) Ward 10 residents who contacted or dealt with The City are satisfied with the overall level and quality of customer service (statistically on par with 74% City Wide).
- ❖ Ward 10 residents are less likely than City Wide to agree that City staff are easy to get a hold of when they need them (69%, lower than 76% City Wide).
- ❖ More than three-quarters (78%) of Ward 10 residents are satisfied with the overall quality of City information and communications, consistent with 75% City Wide.
- ❖ More than two-thirds (68%) of Ward 10 residents rate The City of Calgary as doing a 'good' or 'very good' job communicating with citizens about its services, programs, policies and plans, on par with 72% City Wide.
- ❖ Just over one-half (53%) of Ward 10 residents feel they have access to 'just the right amount' of information from The City, consistent with 54% City Wide.
 - Slightly less than one-half (45%) of Ward 10 residents state they have access to 'too little' information from The City, similar to 44% City Wide.



Key Findings:

City Reputation and Performance

Overall favourable impressions of The City have declined in Ward 10 since 2018, yet remain consistent with 2019 City Wide measures.

Ward 10 residents display similar satisfaction with City governance as seen City Wide, but declines in perceptions of transparency emerge in comparison with last year.

- ❖ Slightly less than one-half (48%) of Ward 10 residents have a favourable impression of The City of Calgary. This is on par with 50% City Wide, but down from 65% in 2018.
 - The proportion of Ward 10 residents who hold an unfavourable impression of The City has risen since last year (13%, up from 4% in 2018).
- ❖ One-half (50%) of Ward 10 residents state they *trust* The City of Calgary, on par with 52% City Wide, yet *trust a great deal* has declined since last year (17%, down from 27% in 2018).
- ❖ Further, 20% of Ward 10 residents say they *distrust* The City, similar to 23% City Wide, yet higher than 9% seen in 2018.
- ❖ Ward 10 residents express similar satisfaction levels compared to City Wide for each of the following:
 - City Council (62% satisfied, consistent with 55% City Wide and showing higher ‘very’ satisfied ratings than City Wide (11% vs. 7% City Wide));
 - City of Calgary, including Council and Administration (73% satisfied, on par with 70% City Wide); and,
 - City Administration (82% satisfied, similar to 79% City Wide).
- ❖ Slightly less than two-thirds of Ward 10 residents (72%) believe that City Council and City Administration work collaboratively, similar to 66% City Wide.
- ❖ Overall perceptions of transparency and citizen input are consistent in Ward 10 with City Wide measures, yet Ward 10 residents ‘strongly’ agreeing that “*The City of Calgary practices open and accessible government*” has declined since last year (18% ‘very’ satisfied, down from 33% in 2018).

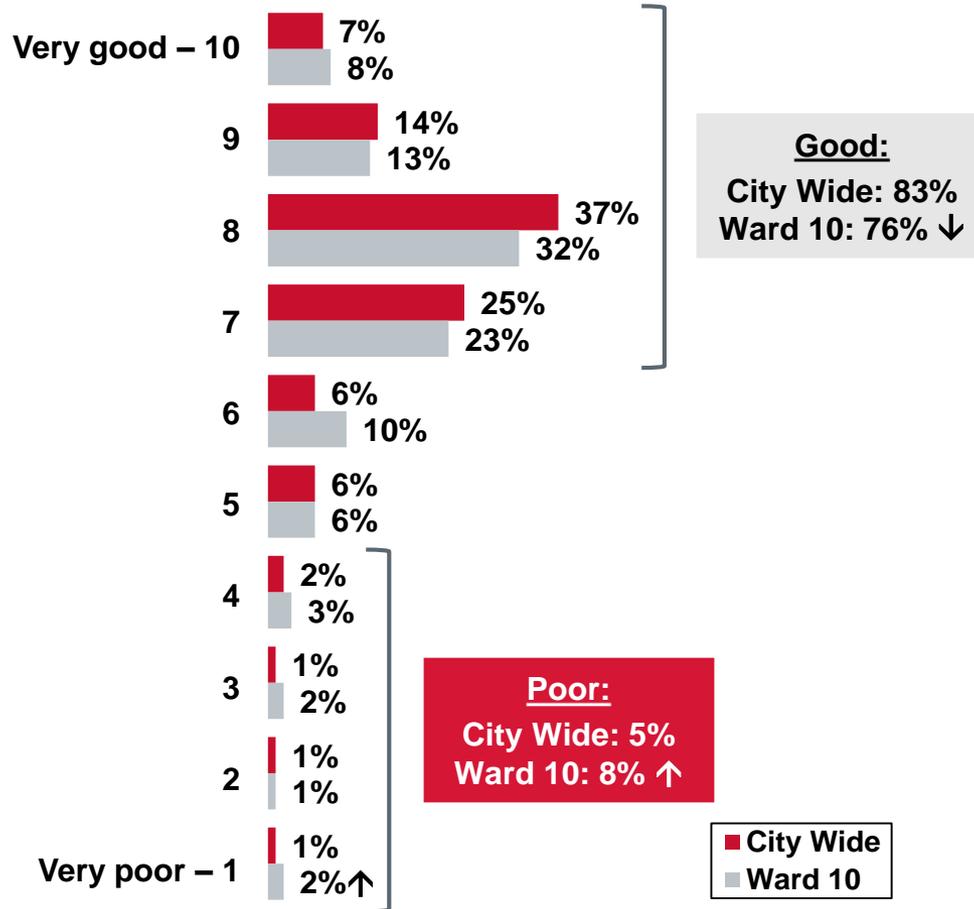


Quality of Life





Overall Quality of Life in Calgary



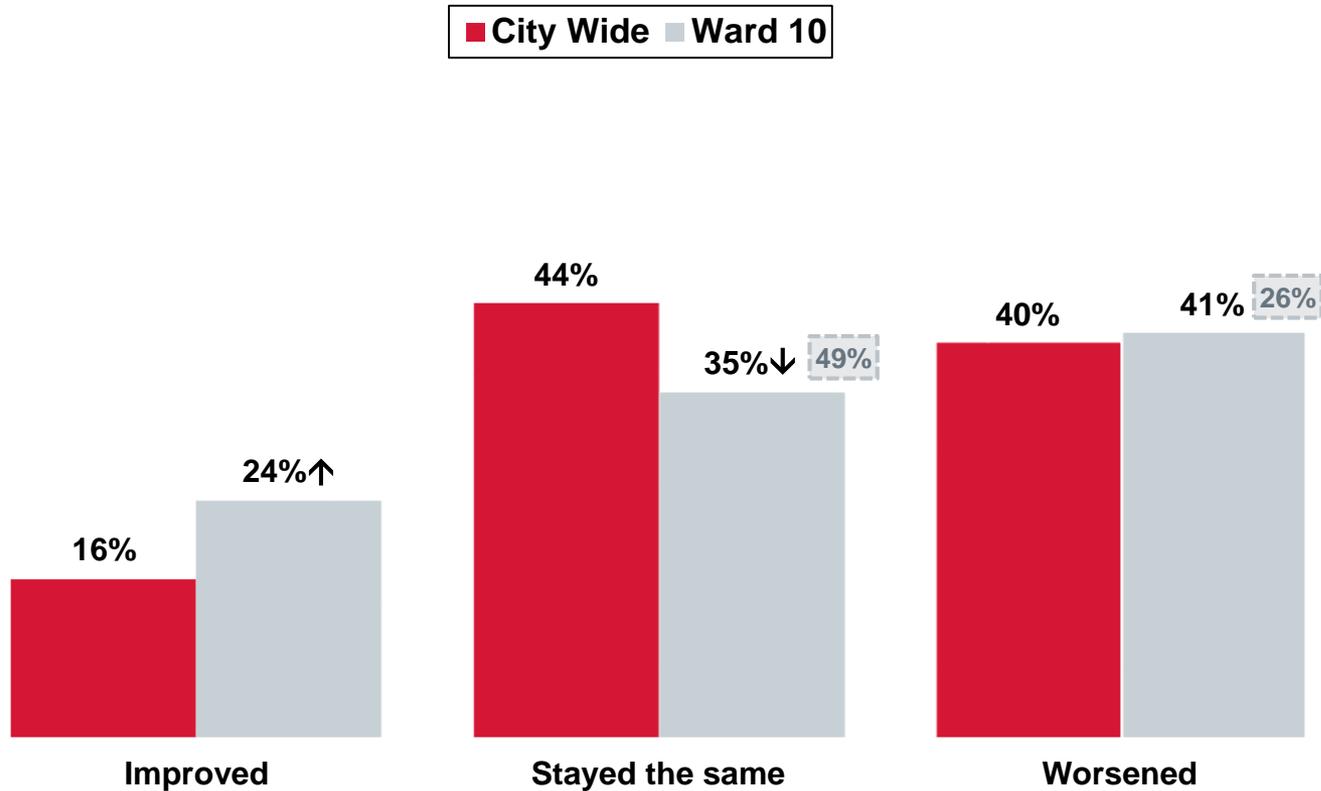
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents (City Wide: n=2,498 / Ward 10: n=193)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



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=2,483 / Ward 10: n=191)

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide



Actions to Improve the Quality of Life

Multiple responses

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

	City Wide	Ward 10
Government [NET]	26%	24%
Reduce taxes	9%	9%
Tax spending/ City budget	9%	6%
Listen to/ more support for taxpayers	3%	7%↑ 0%
Transportation [NET]	22%	14%↓
Improvement/ maintenance of existing roads	6%	5%
Better traffic management	4%	2%
Less/ improve/ warning on construction	3%	1%
Homelessness, Poverty and Affordable Housing	17%	22%
Improve job creation/ employment	8%	14%↑
Expand affordable housing/ rent	3%	1%
Recreation and Community Services [NET]	15%	18%
Building of community centres/ recreation facilities	4%	4%
Parks/ green space improvement	3%	2%
Availability of (free) programs/ activities/ services	3%	7%↑
Transit [NET]	12%	6%↓
Improve public transportation (unspecified)	6%	4%
More access to buses/ transit/ trains	3%	1%
Crime, Safety and Policing [NET]	7%	10%
Control crime and safety	3%	3%
More policing/ patrolling	3%	5%
Health [NET]	3%	5%
Environment [NET]	3%	10%↑ 4%
Education [NET]	3%	7%↑
Growth & Planning [NET]	2%	1%
Nothing	16%	16%

Ward 10 2018

↑Statistically higher than City Wide
 ↓Statistically lower than City Wide
 NET mentions of <2% are not shown

Thinking about all of the different things that contribute to the quality of life in Calgary, what specific actions do you think The City of Calgary could take to improve the quality of life?
 Base: Valid respondents (City Wide: n=2,331 / Ward 10: n=184)

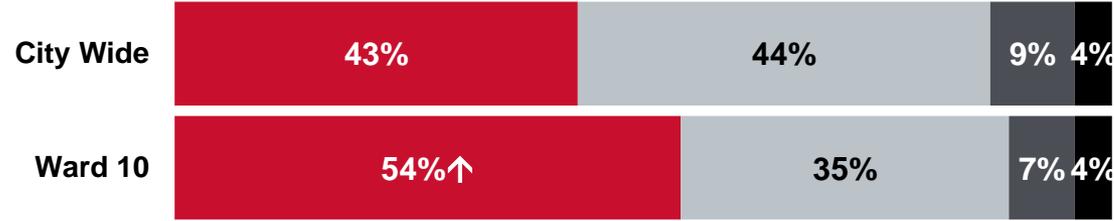


Sustainability: Connectedness

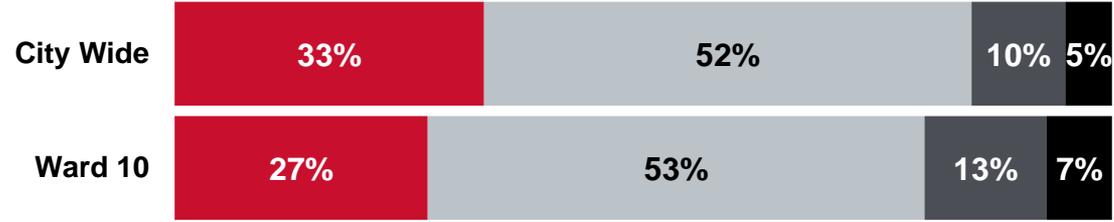
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

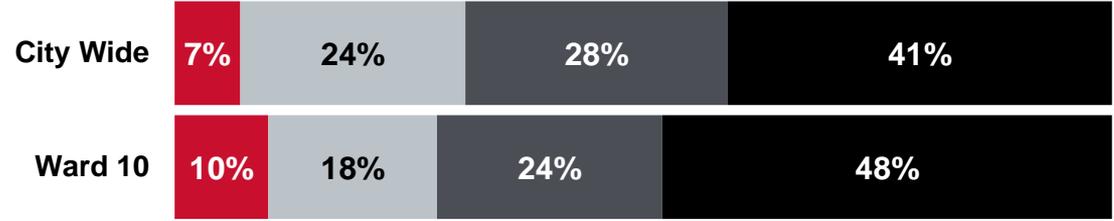
I am proud to be a Calgarian



I am proud to live in my neighbourhood



I am regularly involved in neighbourhood and local community events



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."

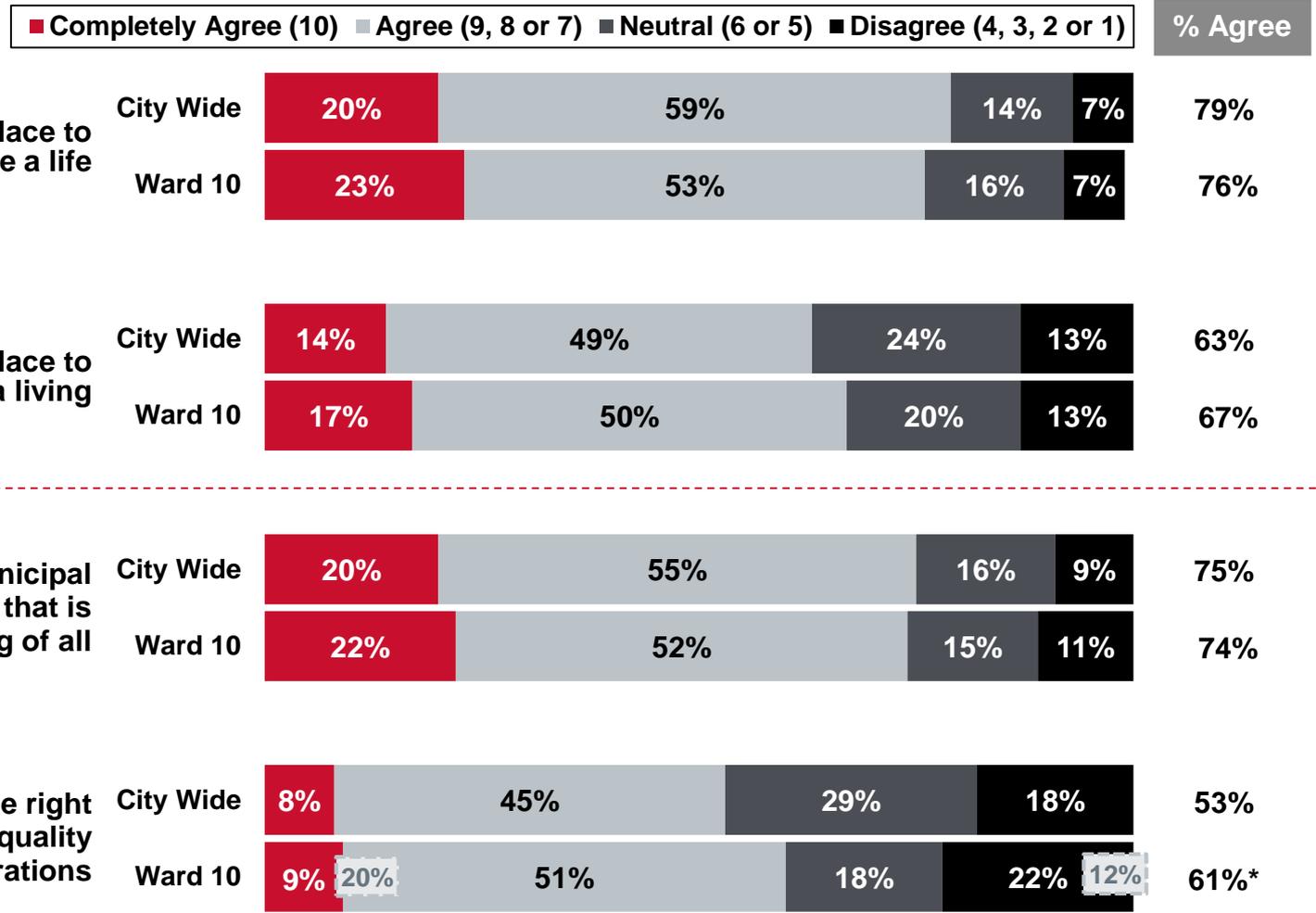
Base: Valid respondents (Bases vary)

*Rounding

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



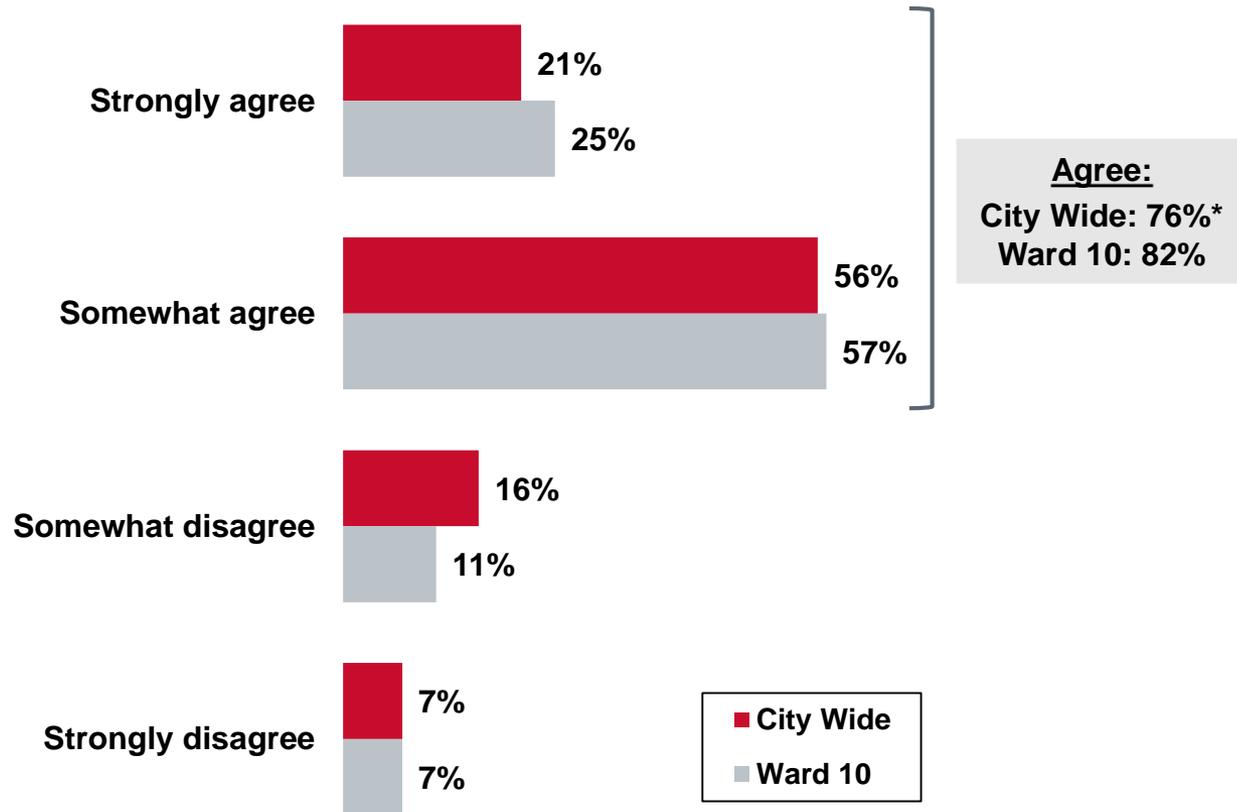
Sustainability: Making a Life and Living, Inclusivity and Direction for the Future



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) *Rounding
Ward 10 2018



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



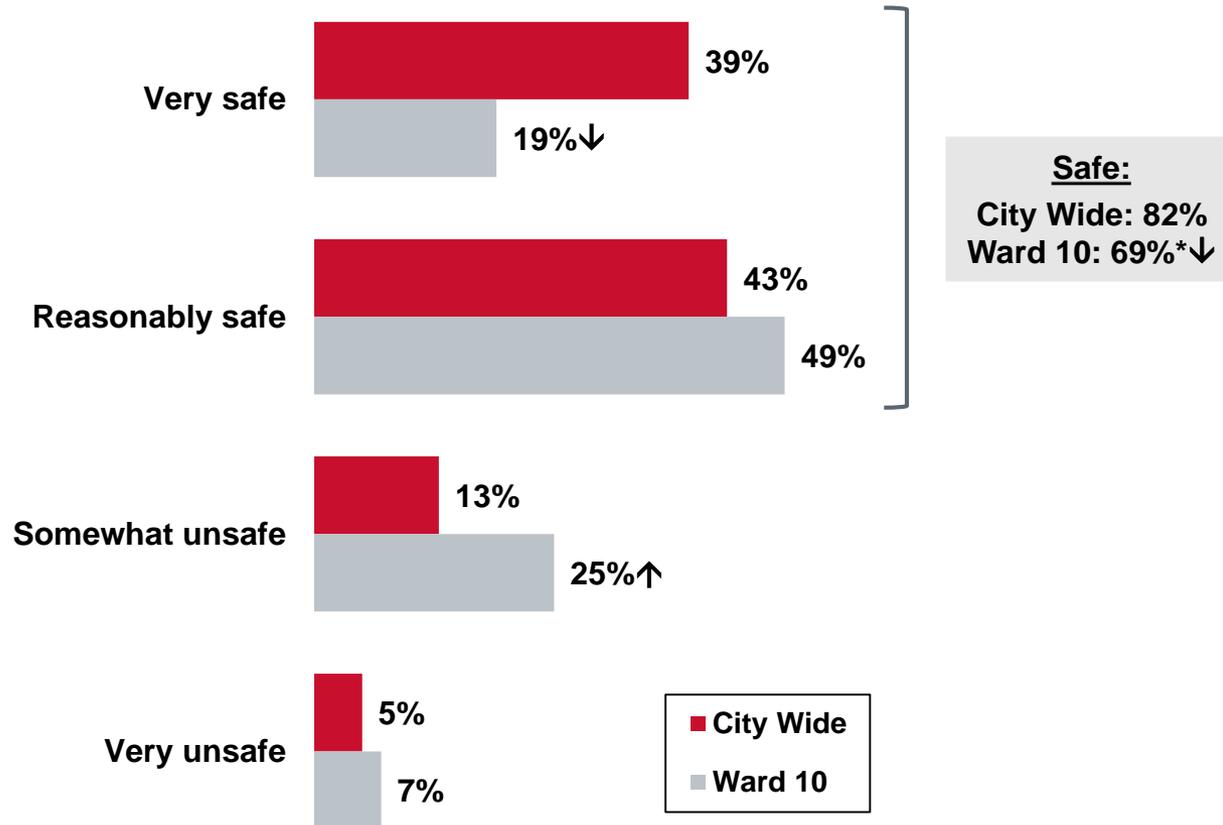
There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

Base: Valid respondents (City Wide: n=2,485 / Ward 10: n=191)

*Rounding



Perceived Safety in Own Neighbourhood



*Rounding

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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

Base: Valid respondents (City Wide: n=2,497 / Ward 10: n=193)



Issue Agenda





Issue Agenda

City Wide

Ward 10

■ First Mention ■ Other Mentions

Multiple responses

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

Issue	City Wide (First)	City Wide (Other)	City Wide (NET)	Ward 10
Infrastructure, Traffic & Roads [NET]	24%	11%	35%	34%
Traffic congestion	5%	7%		5%
Road conditions	4%	7%		13%↑
Infrastructure maintenance	5%	6%		4%
(Lack of) snow removal	4%	5%		7% 14%
Roads (unspecified)	4%	5%		5%
Too much/poorly planned/delayed road construction	3%	5%		1%↓
Transit [NET]	12%	5%	17%	15%
Public Transportation (incl. buses/ C-train/ poor service)	6%	8%		7%
Transportation (unspecified)	4%	6%		4%
Transit system improvements	4%	6%		5% 0%
Crime, Safety & Policing [NET]	10%	5%	15%	21%↑
Breaking and entering/gangs/drugs	6%	9%		10%
Public safety	4%	6%		9%
Budget & Spending [NET]	8%	11%		8% 2%
Taxes [NET]	8%	11%		5%↓
Economy [NET]	6%	8%		8%
Education [NET]	5%	8%		8%
Recreation [NET]	4%	7%		12%↑
Environment and Waste Management [NET]	4%	7%		10%
Growth and Planning [NET]	5%	5%		1%↓
Homelessness, Poverty & Affordable Housing [NET]	4%	4%		7%
Healthcare [NET]	4%	4%		6%
None	11%			15%

↑ Statistically higher than City Wide

↓ Statistically lower than City Wide

NET mentions of <4% are not shown

Ward 10 2018

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=2,422 / Ward 10: n=186)

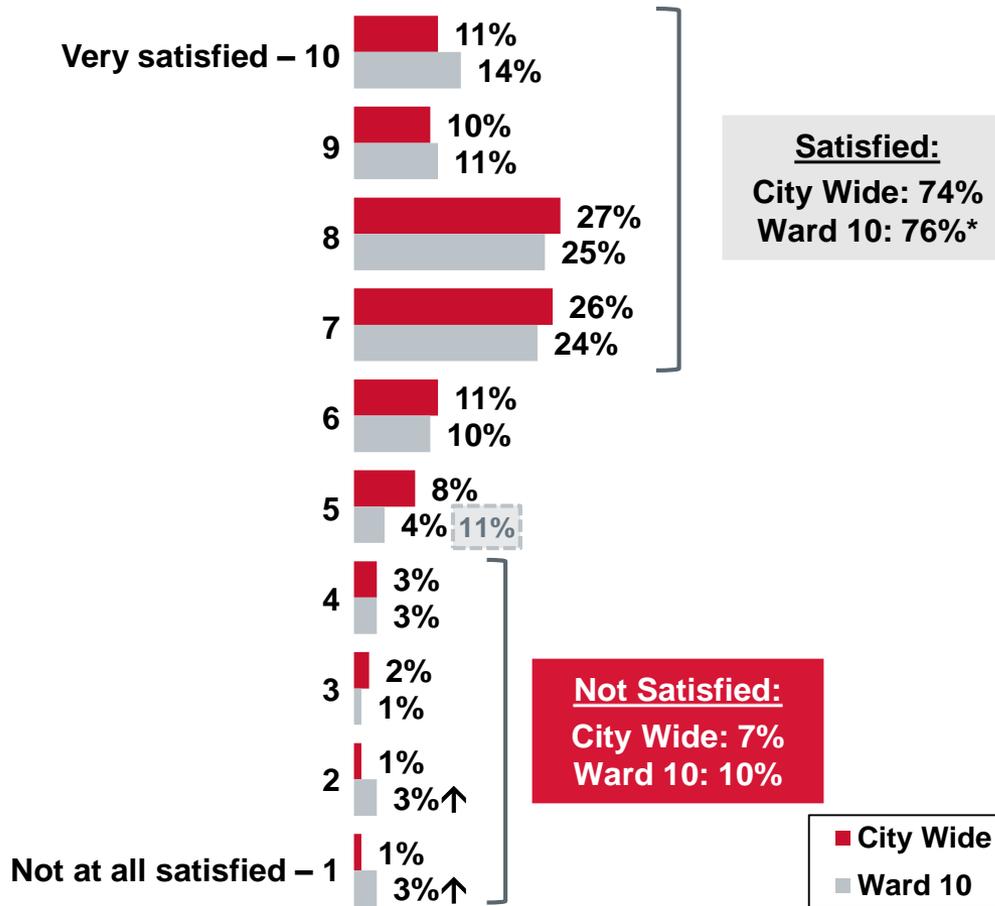


City Programs and Services





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



*Rounding

Ward 10 2018

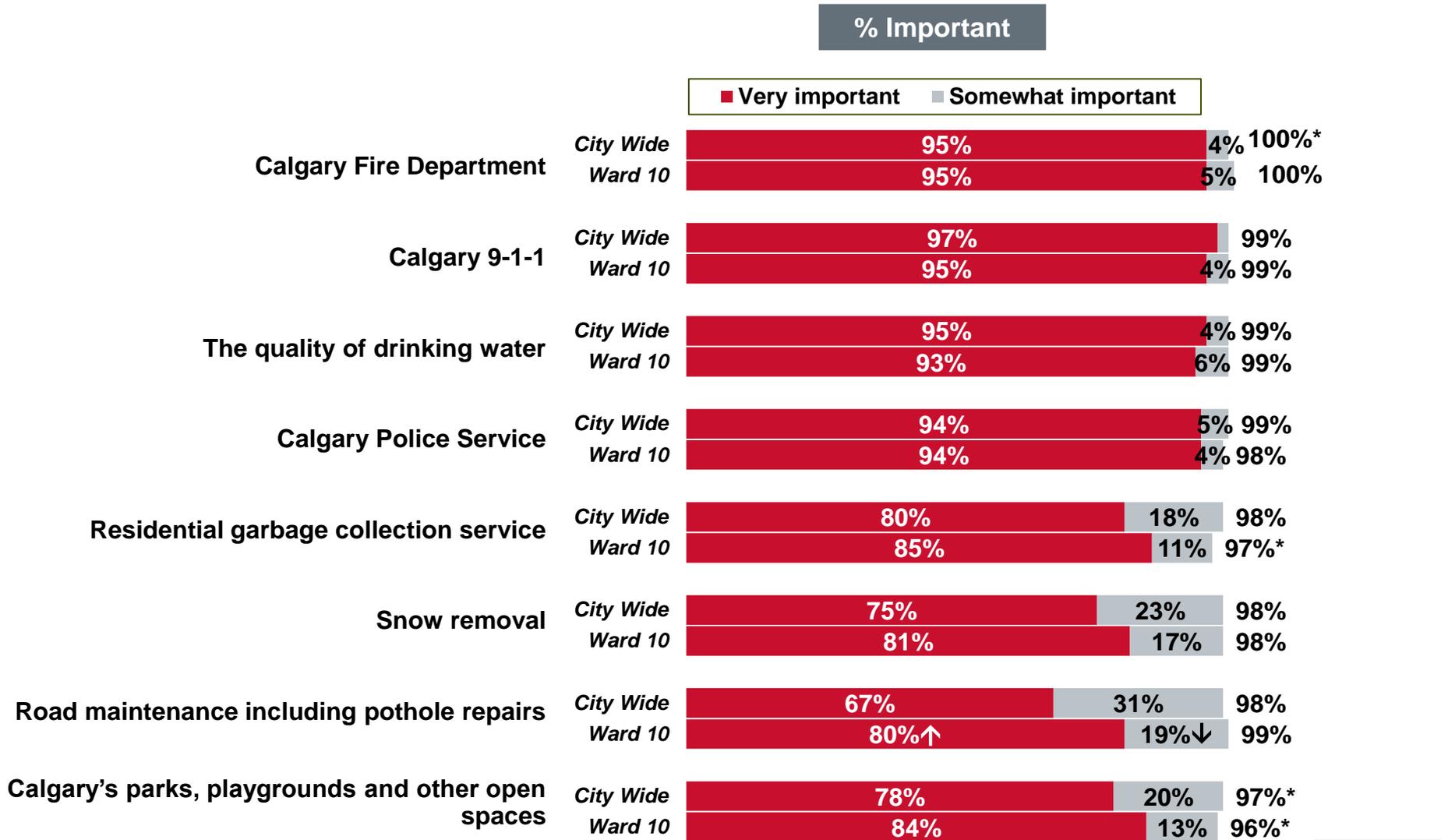
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,487 / Ward 10: n=193)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Importance of City Programs and Services



*Rounding

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.

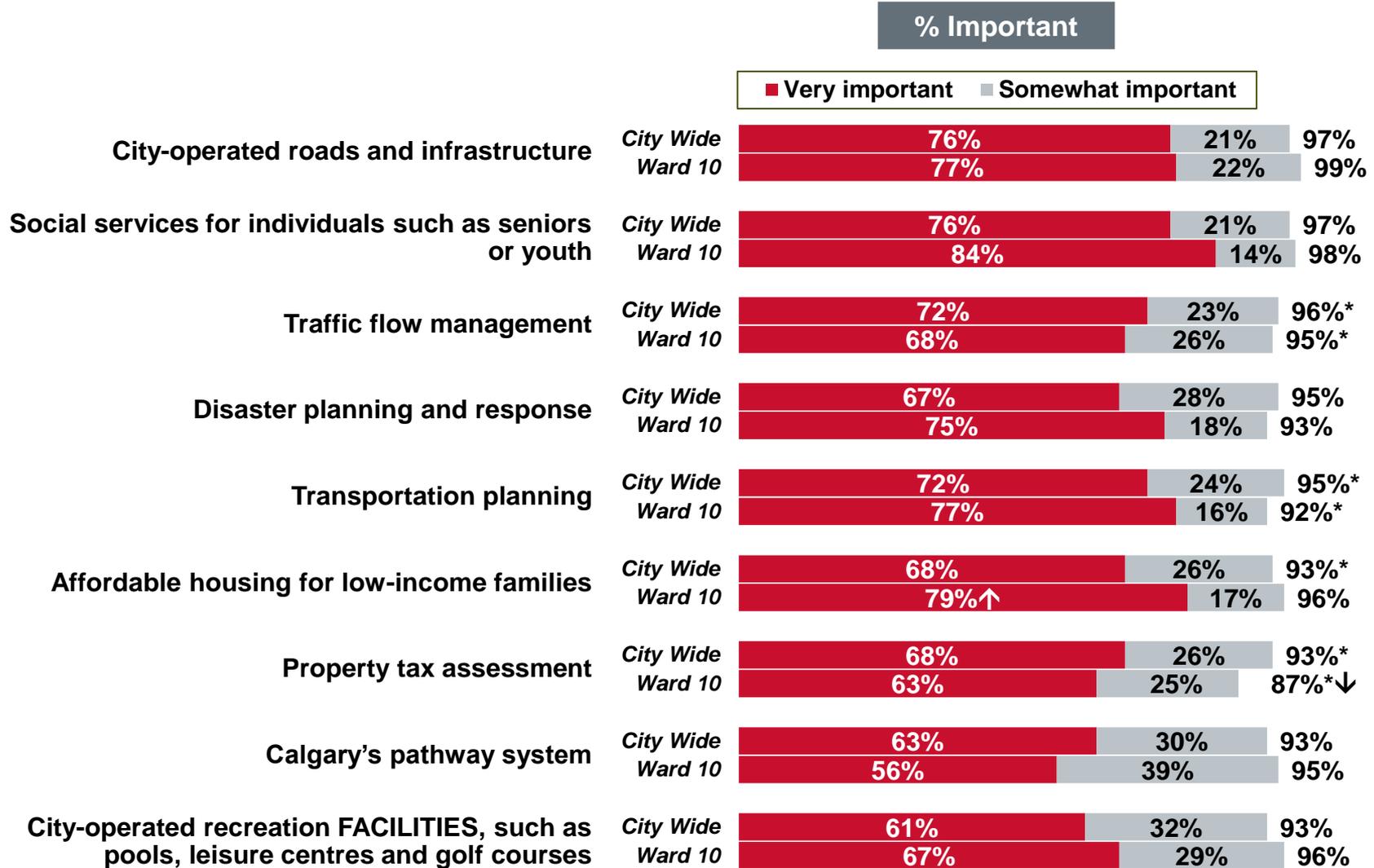
Base: Valid respondents (Bases vary)

Data labels of <3% not shown

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Importance of City Programs and Services (continued)



*Rounding

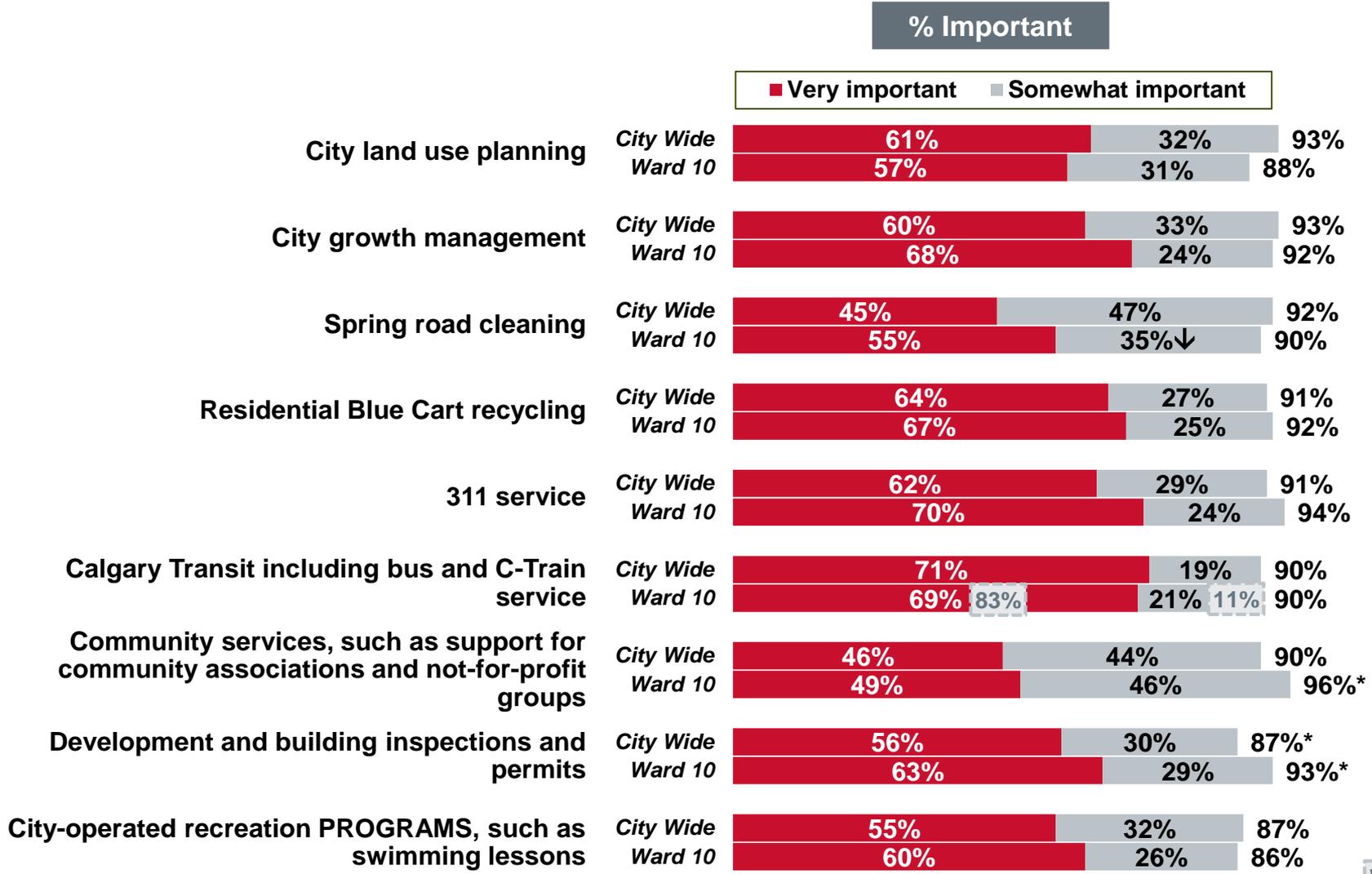
[↑]Statistically higher than City Wide
[↓]Statistically lower than City Wide

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)



*Rounding

Ward 10 2018

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

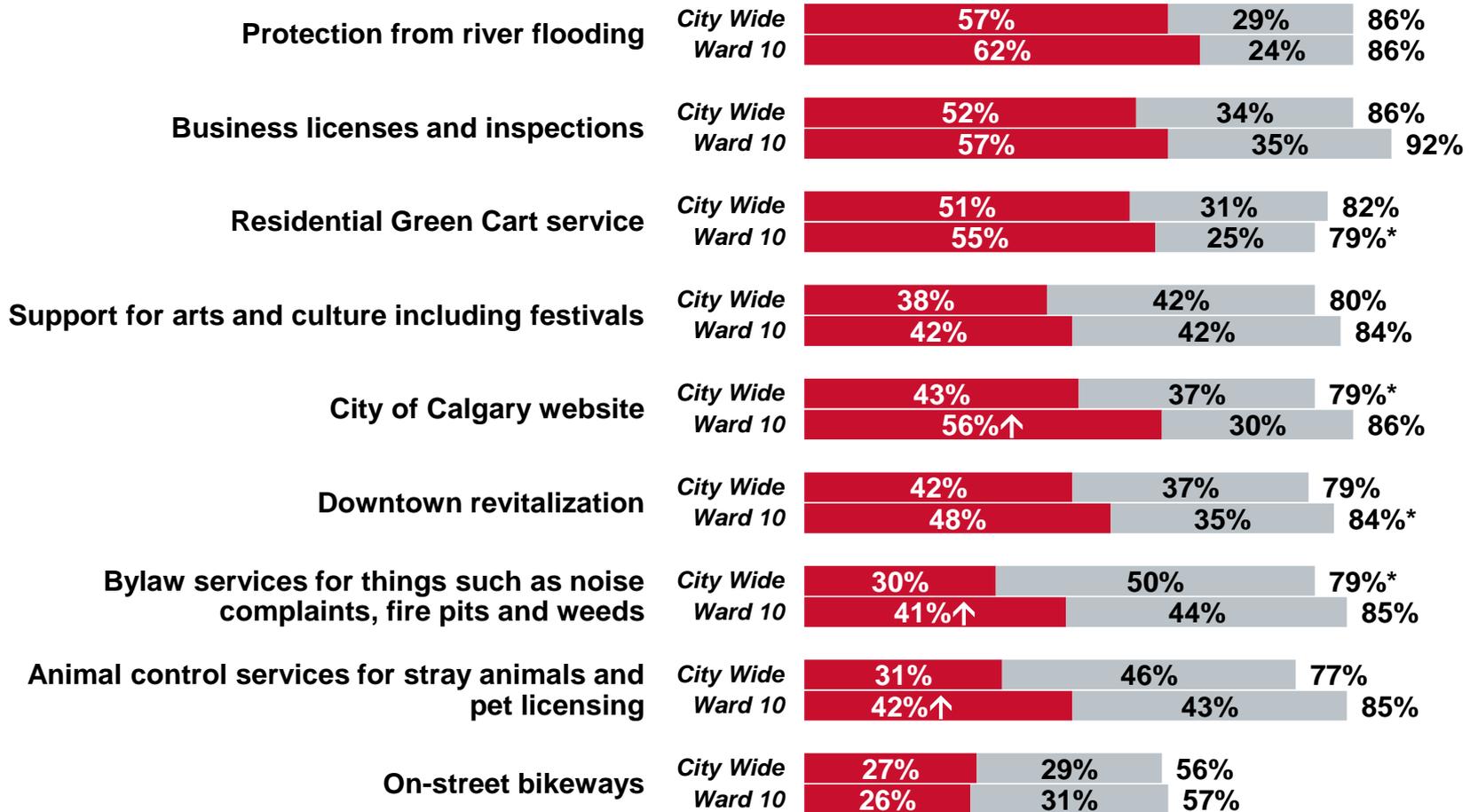
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)



Importance of City Programs and Services (continued)

% Important

■ Very important ■ Somewhat important



*Rounding

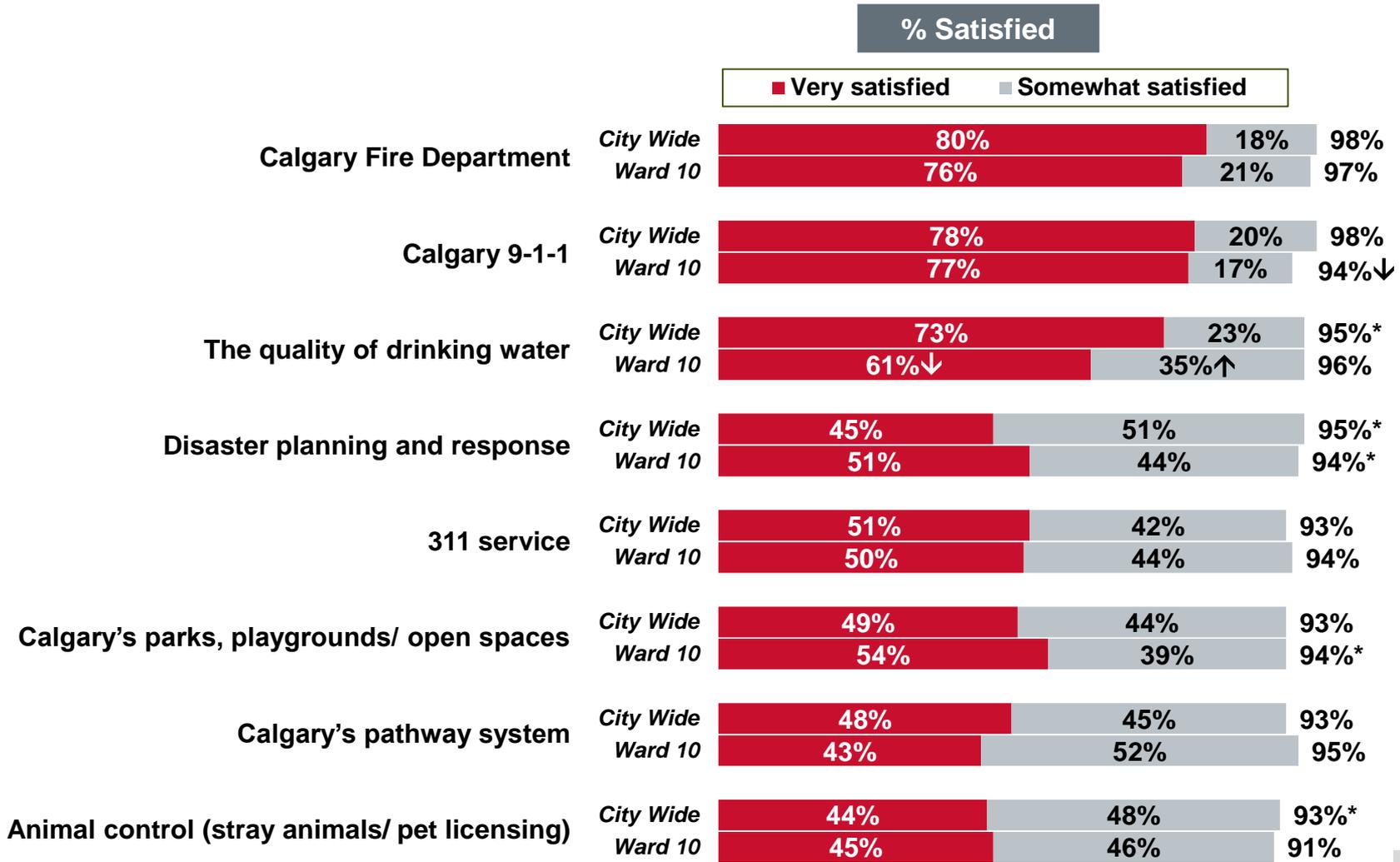
↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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



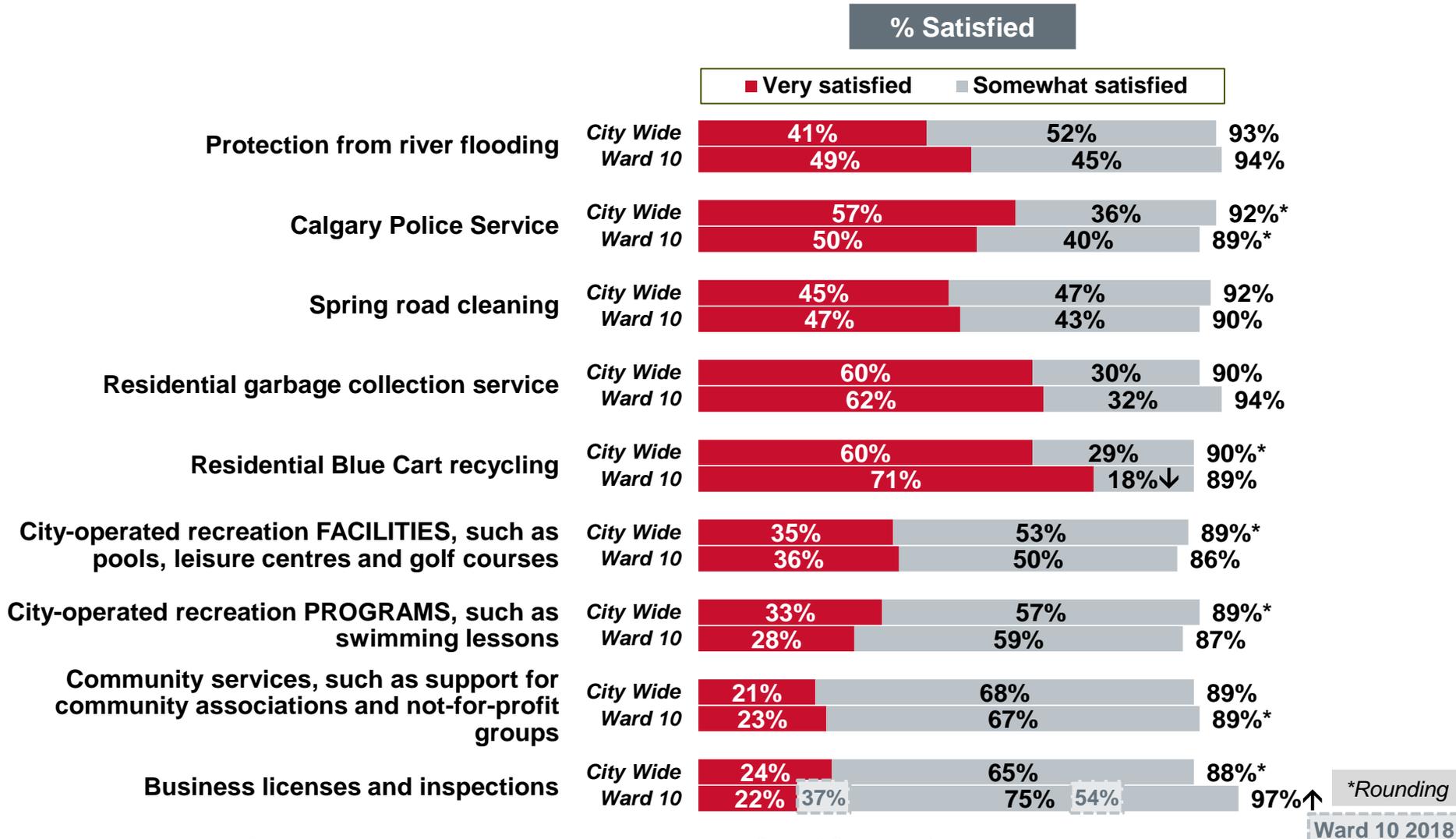
*Rounding

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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)

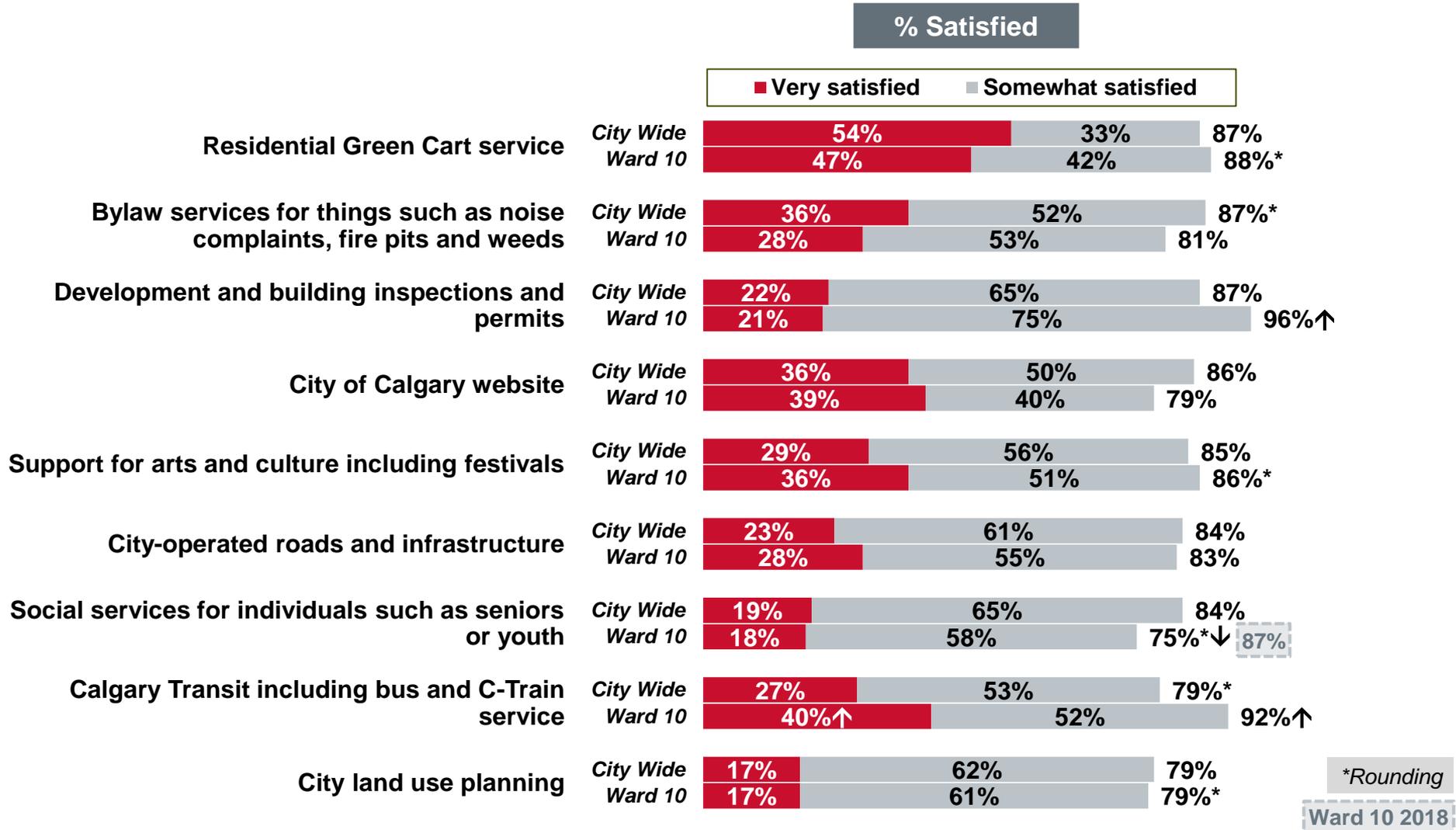


↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

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)

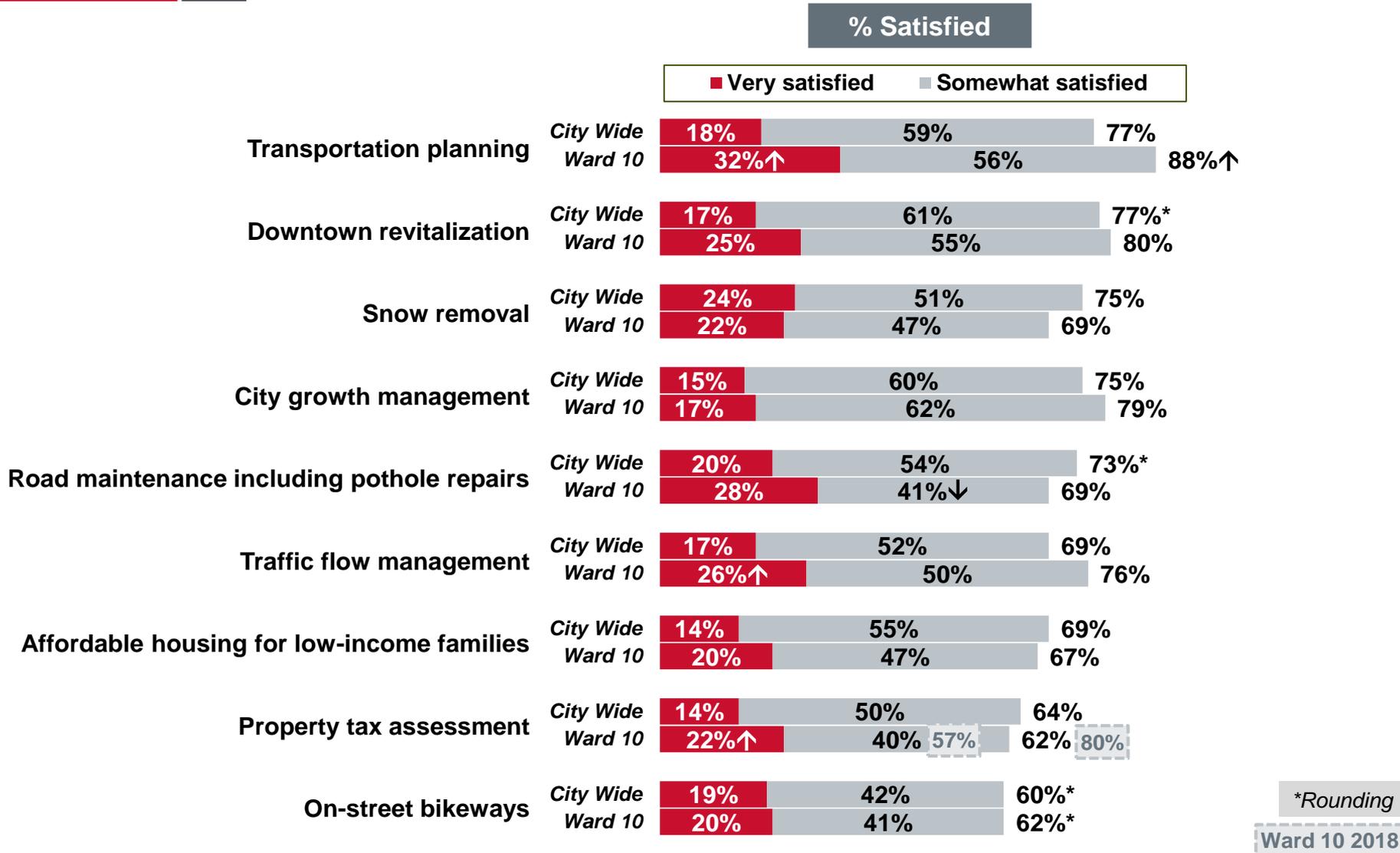


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Satisfaction with City Programs and Services (continued)



*Rounding

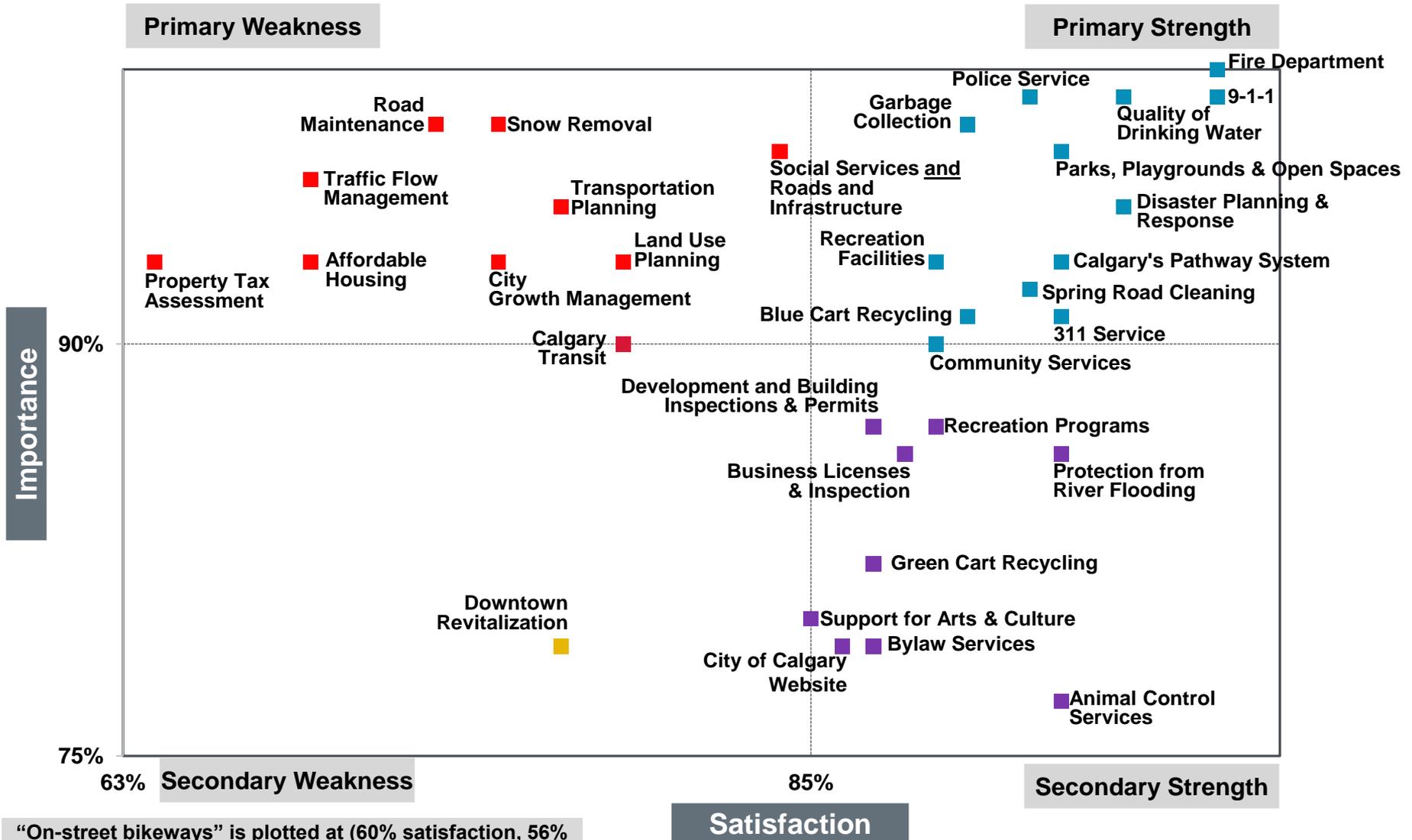
Ward 10 2018

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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)



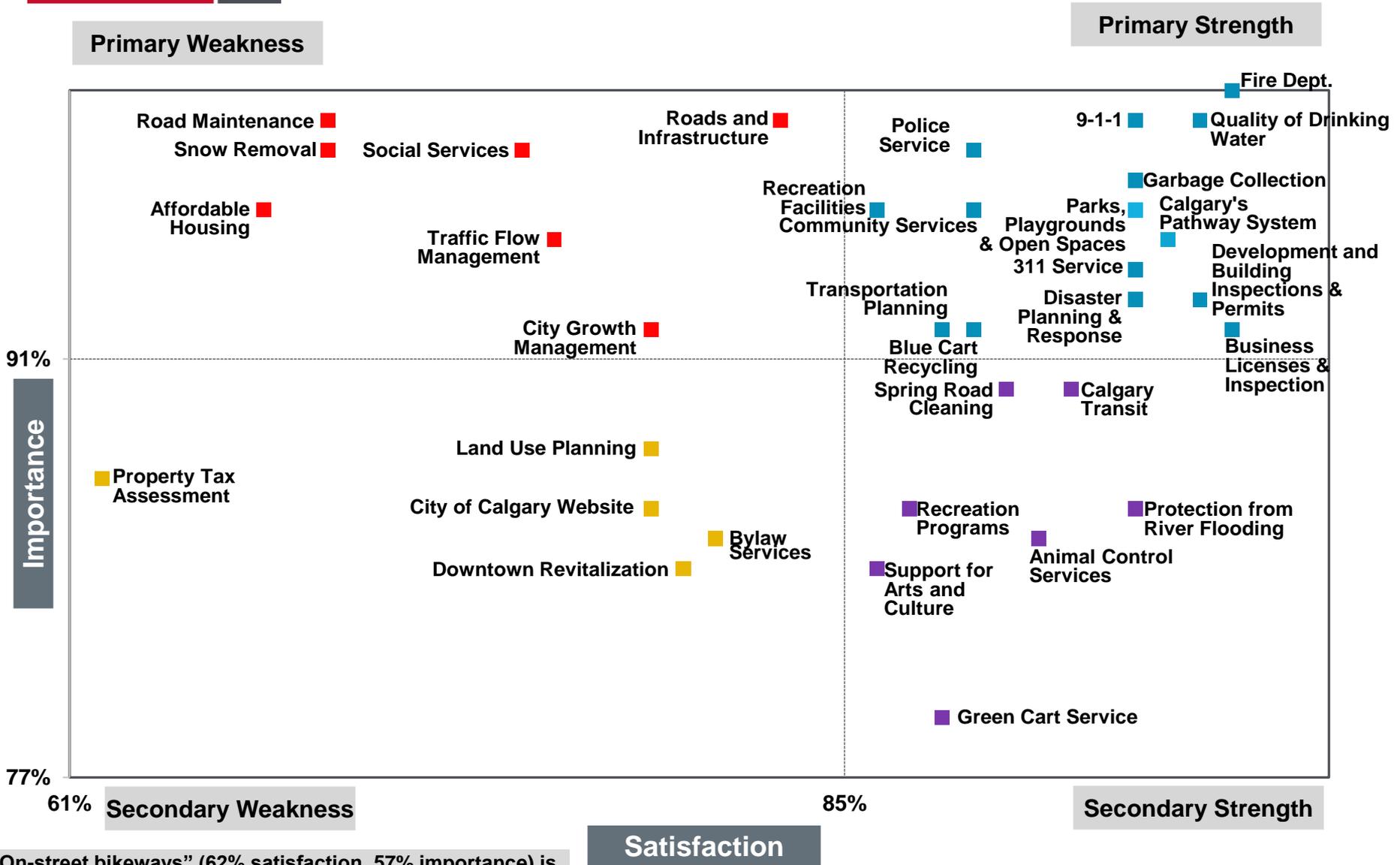
Importance vs. Satisfaction Grid: City Wide



“On-street bikeways” is plotted at (60% satisfaction, 56% importance) and is not illustrated on this graph.



Importance vs. Satisfaction Grid: Ward 10



“On-street bikeways” (62% satisfaction, 57% importance) is not illustrated on this graph.



Primary Strengths and Weaknesses: City Wide versus Ward 10

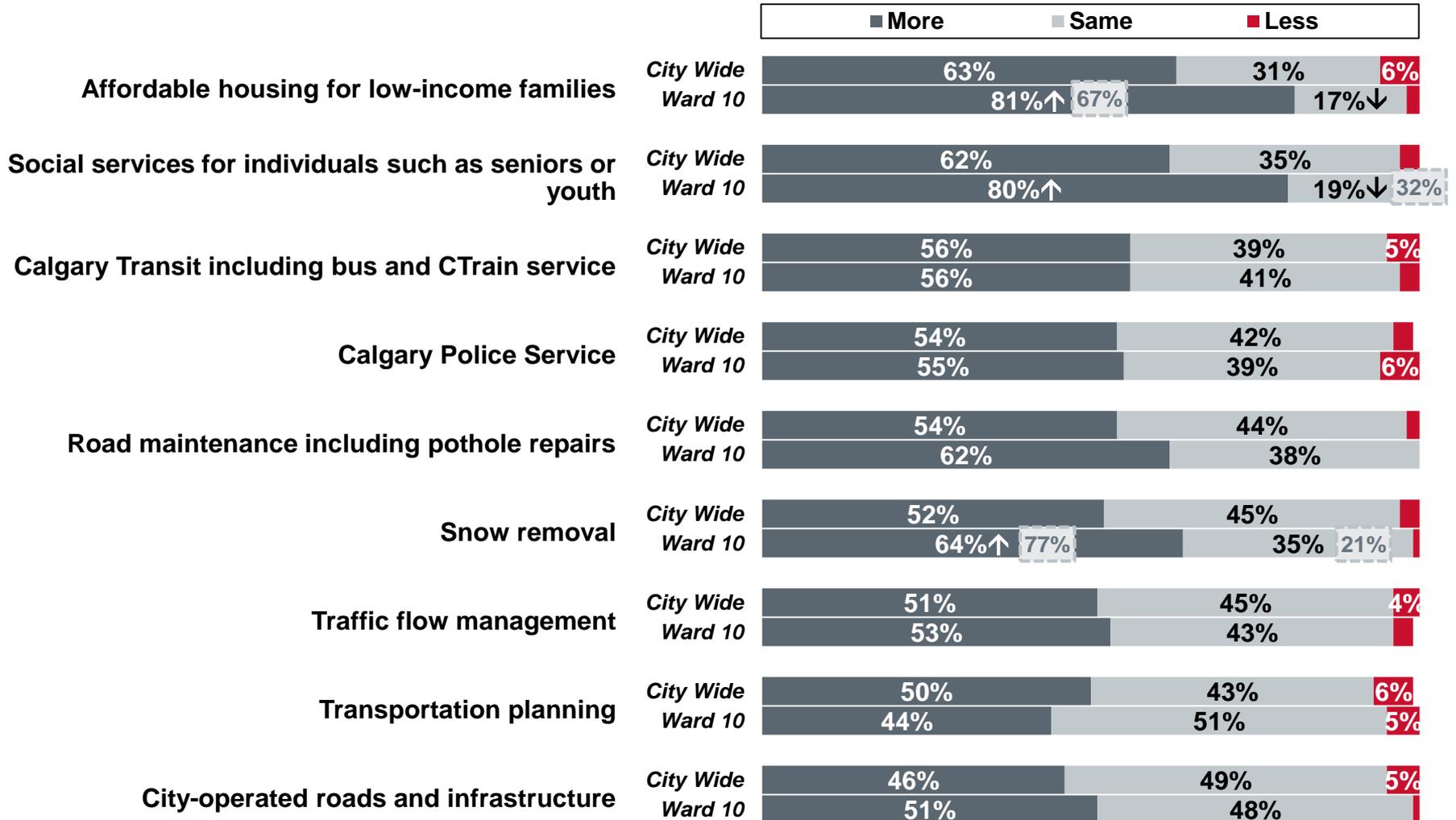
Please note: Only items that are primary strengths or primary weaknesses either City Wide or for the Ward are shown in the table.

Primary Strength
Primary Weakness
Neither (in another quadrant)

	City Wide	Ward 10
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	Blue
Police Service	Blue	Blue
Calgary's Pathway System	Blue	Blue
Spring Road Cleaning	Blue	White
Blue Cart Recycling	Blue	Blue
Residential Garbage Collection	Blue	Blue
Recreation Facilities	Blue	Blue
311 service	Blue	Blue
Community Services	Blue	Blue
Social Services	Red	Red
Road Maintenance	Red	Red
Snow Removal	Red	Red
Traffic Flow Management	Red	Red
Affordable Housing	Red	Red
Property Tax Assessment	Red	White
Transportation Planning	Red	Blue
Roads and Infrastructure	Red	Red
Calgary Transit	Red	White
City Growth Management	Red	Red
Land Use Planning	Red	White
Development and Building Inspections & Permits	White	Blue
Business Licenses & Inspections	White	Blue



Investment in City Programs and Services



Ward 10 2018

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.

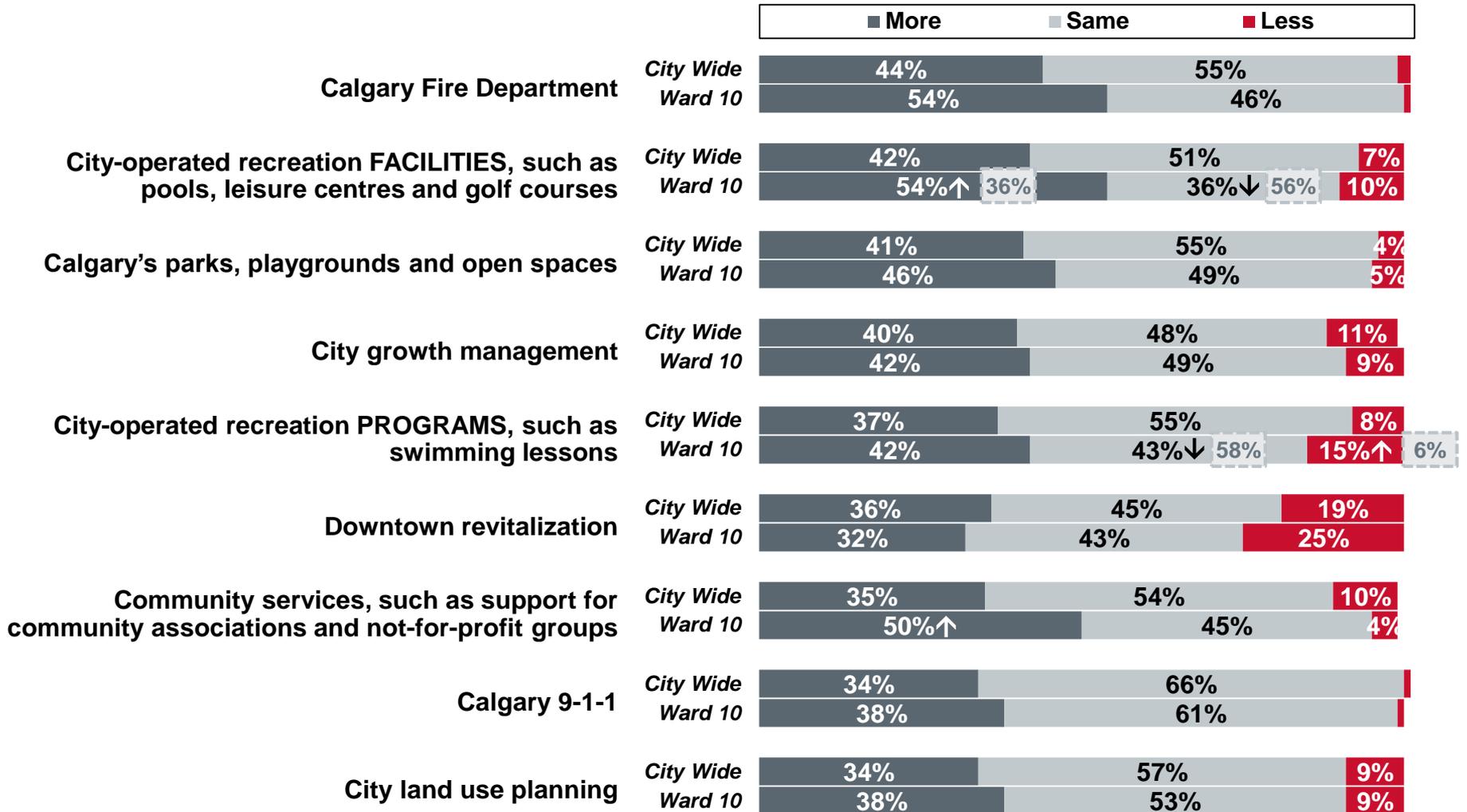
Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

↑Statistically higher than City Wide
↓Statistically lower than City Wide



Investment in City Programs and Services (continued)



Ward 10 2018

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.

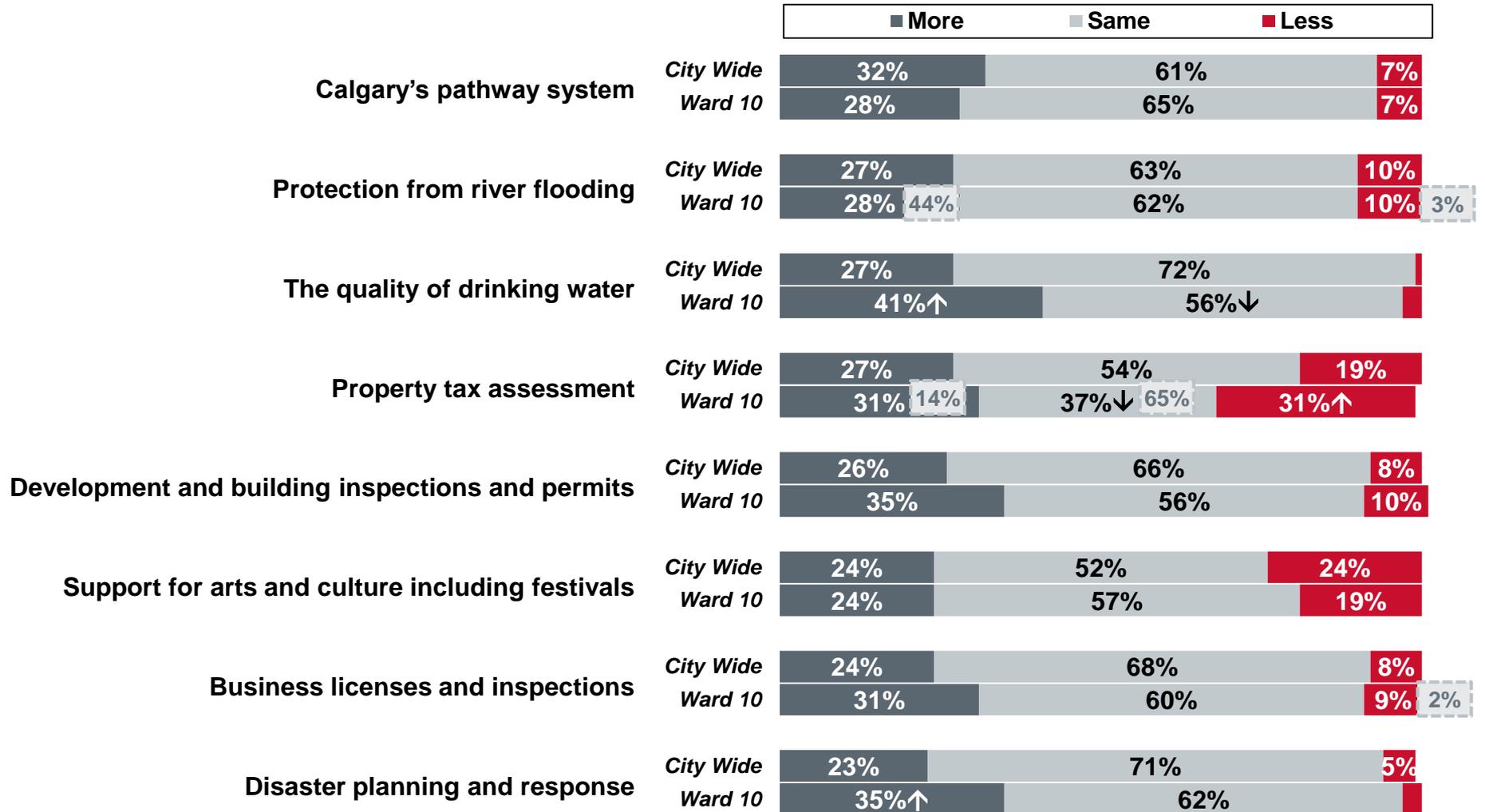
Base: Valid respondents (Bases vary)

Data labels of <3% not shown

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide



Investment in City Programs and Services (continued)



Ward 10 2018

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.

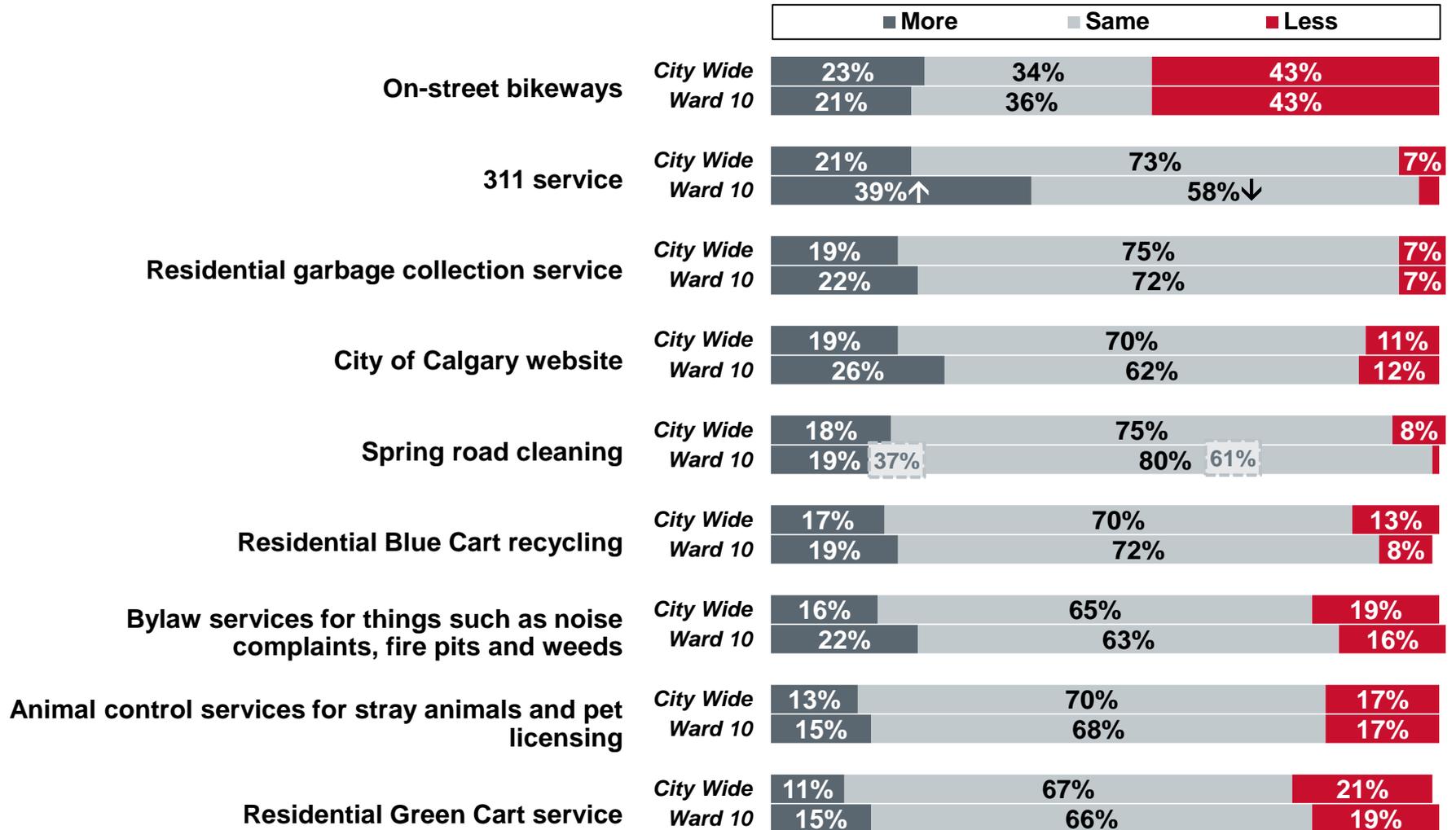
Base: Valid respondents (Bases vary)

Data labels of ≤3% not shown

↑Statistically higher than City Wide
↓Statistically lower than City Wide



Investment in City Programs and Services (continued)



Ward 10 2018

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)

Data labels of ≤3% not shown

↑Statistically higher than City Wide
↓Statistically lower than City Wide

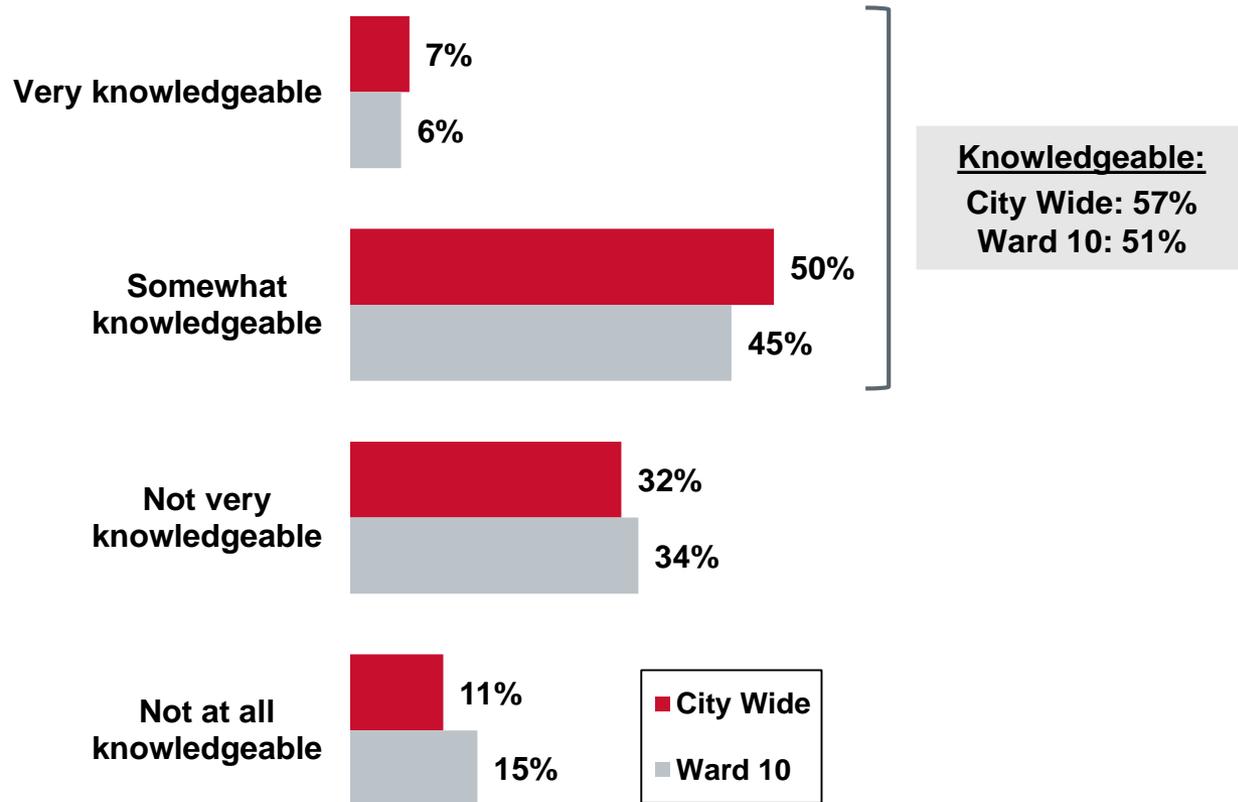


Taxation





Knowledge Levels of Tax Dollar Spending

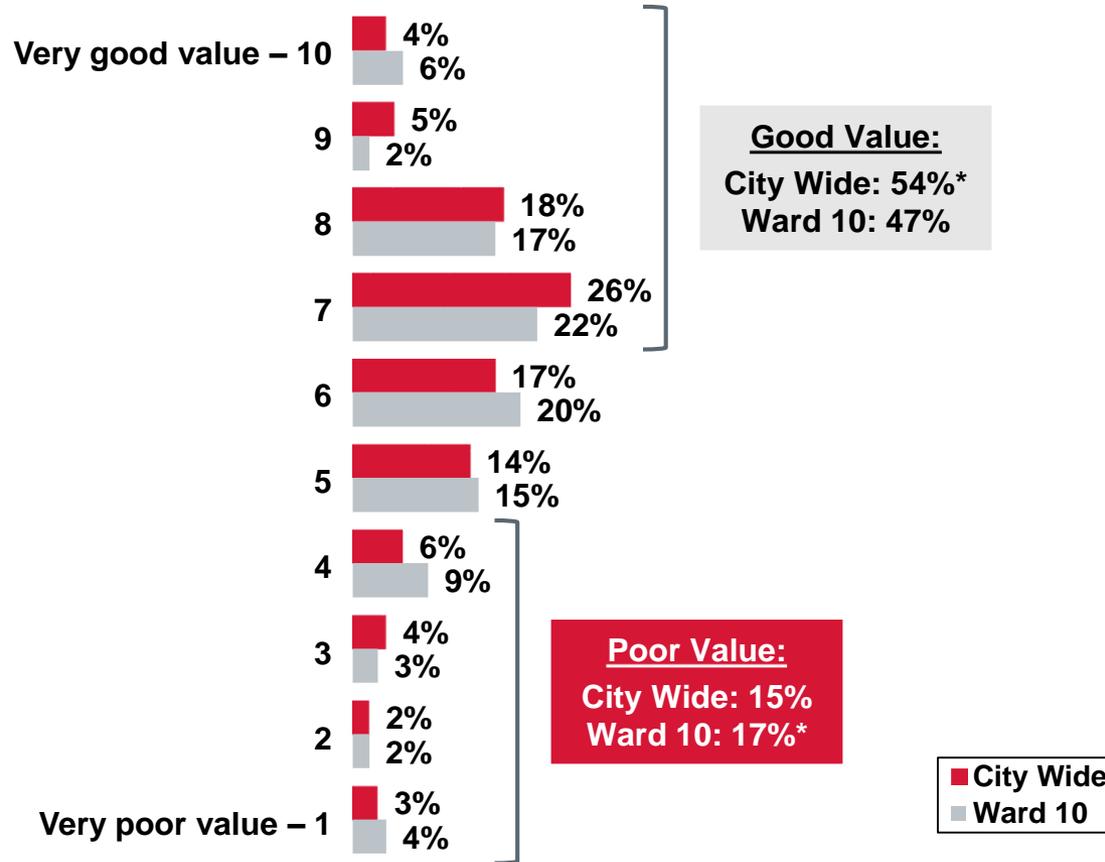


Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (City Wide: n=2,490 / Ward 10: n=189)



Perceived Value of Property Taxes



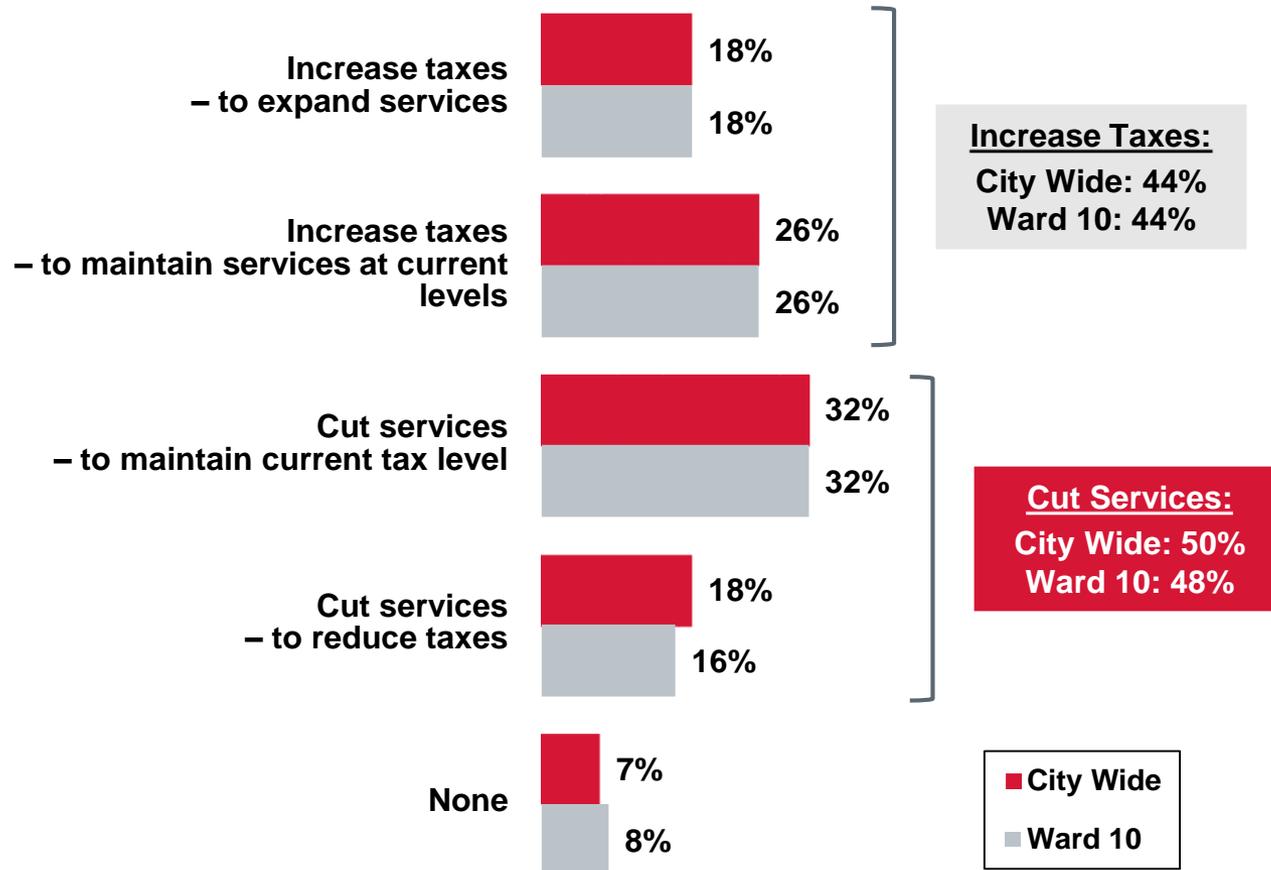
*Rounding

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=2,450 / Ward 10: n=184)



Balancing Taxation and Service Delivery Levels

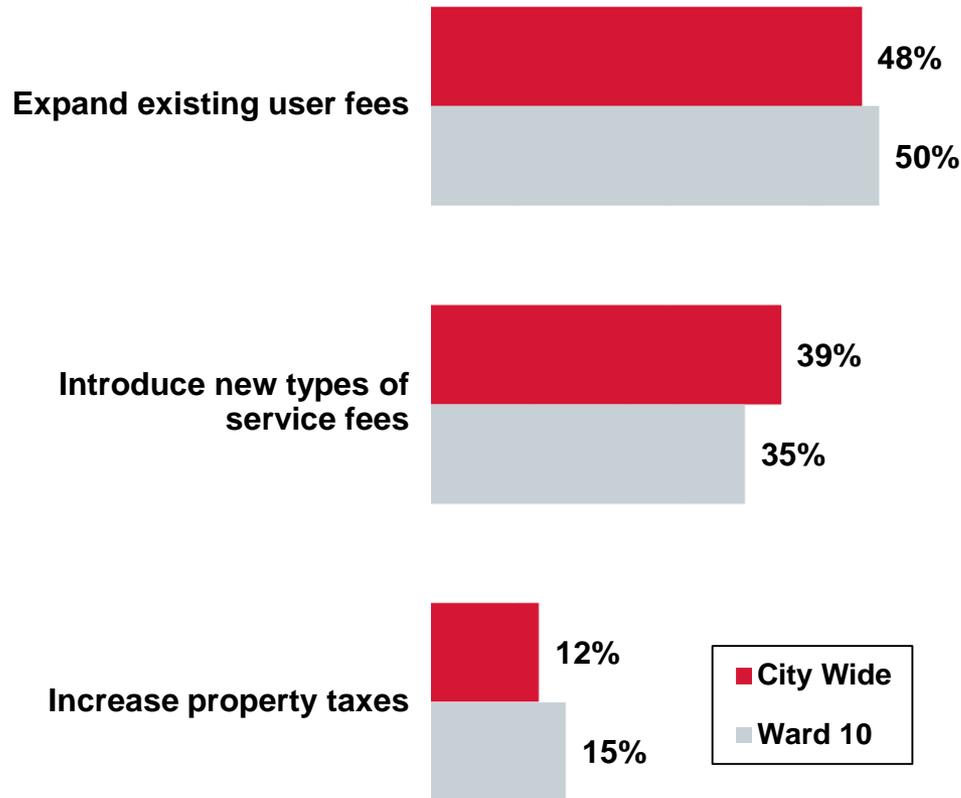


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue?

Base: Valid respondents (City Wide: n=2,452 / Ward 10: n=185)



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 ...?

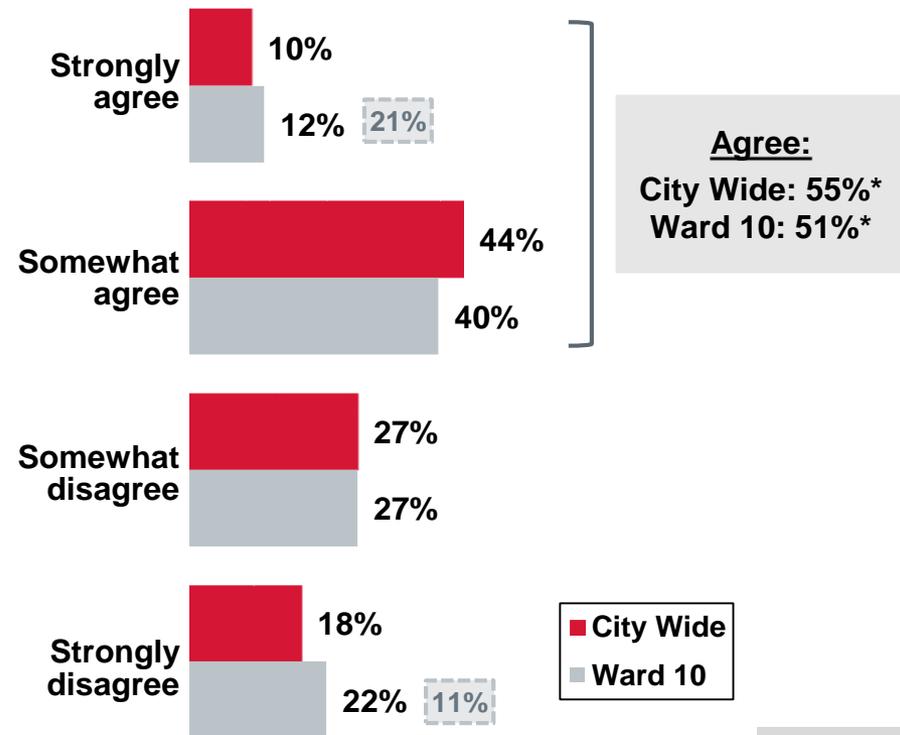
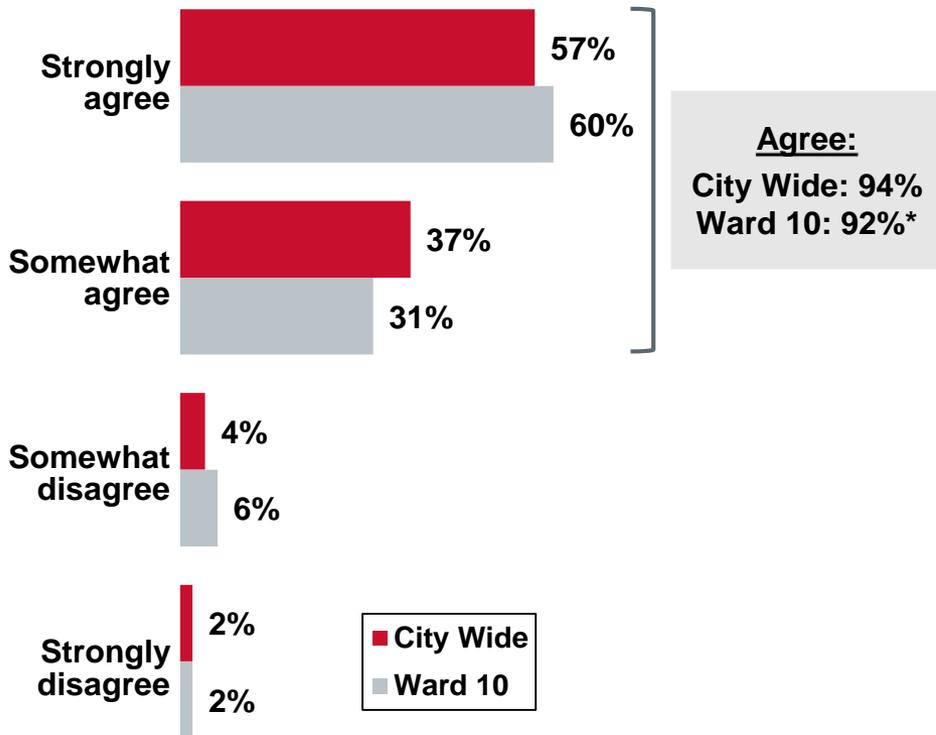
Base: Valid respondents (City Wide: n=2,297 / Ward 10: n=172)



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



*Rounding

Ward 10 2018

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

Base: Valid respondents (City Wide: n=2,487 / Ward 10: n=192)

Base: Valid respondents (City Wide: n=2,465 / Ward 10: n=190)



Definition of 'Value for Taxpayer Dollars'

Multiple responses

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

	City Wide	Ward 10
Good Quality of Services [NET]	51%	51%
Good/ quality services	17%	19%
Meets every need	12%	9%
Satisfied/ happy with services	9%	12%
Quick/ prompt/ fast service	8%	6%
Effective/ works well	4%	3%
Complete/ all-inclusive service	3%	3%
Appropriate Spending [NET]	49%	35% ↓
Low cost/ affordable	14%	10%
You get what you pay for	14%	11%
Appropriate spending of taxes	13%	5% ↓
Job is being done efficiently	11%	12%
Good value (unspecified)	4%	4%
Getting reasonable return on investment	3%	1%
Good Customer Service [NET]	12%	8%
Helpful	3%	1%
Accessible/ Convenient Services [NET]	10%	9%
Accessible/ available services	8%	5%
Convenient/ easy to use	3%	4%
Provision of Specific Services [NET]	9%	10%
Transparency [NET]	3%	4%
Value is in what's important to people	3%	3%
Don't Know	6%	12% ↑

New Question in Fall 2019: When it comes to the services The City of Calgary provides, what does 'value' mean to you? In other words, if you say you're 'getting good value' for a service, what does that mean? Base: Valid respondents (City Wide: n=2,502 /Ward 10: n=193)

↑Statistically higher than City Wide
↓Statistically lower than City Wide

NET mentions of <3% are not shown



Proposed Service Reductions

Multiple responses

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

	City Wide	Ward 10
Waste Management [NET]	17%	13%
Blue Cart	7%	5%
Black Cart	7%	4%
Green Cart	7%	5%
Government Spending [NET]	15%	12%
Reduce Council/ staff wages	6%	5%
Reduce amount of staff	5%	2%
Budget control/ appropriate spending	4%	4%
Roads and Infrastructure Spending [NET]	15%	8%↓
Road maintenance and improvements	11%	6%
Arts Projects/ Activities	14%	11%
Recreation [NET]	12%	7%
Facilities/ hockey rinks/ sports fields	8%	6%
Maintenance of Parks and Pathways [NET]	9%	8%
Bicycle/ Scooter Lanes	8%	8%
Transit [NET]	8%	4%
Bylaw enforcement	7%	6%
Emergency Services [NET]	6%	7%
Community/ Social Services [NET]	6%	7%
Cleanliness of the city	5%	10%↑
Animal control/ licensing	5%	2%
Nothing	3%	3%
Don't Know	21%	27%↑

New Question in Fall 2019: Of all the services you know of that are provided by The City of Calgary, name up to three services that you would propose to have a service reduction in order to save costs. Base: Valid respondents (City Wide: n=2,502 /Ward 10: n=193)

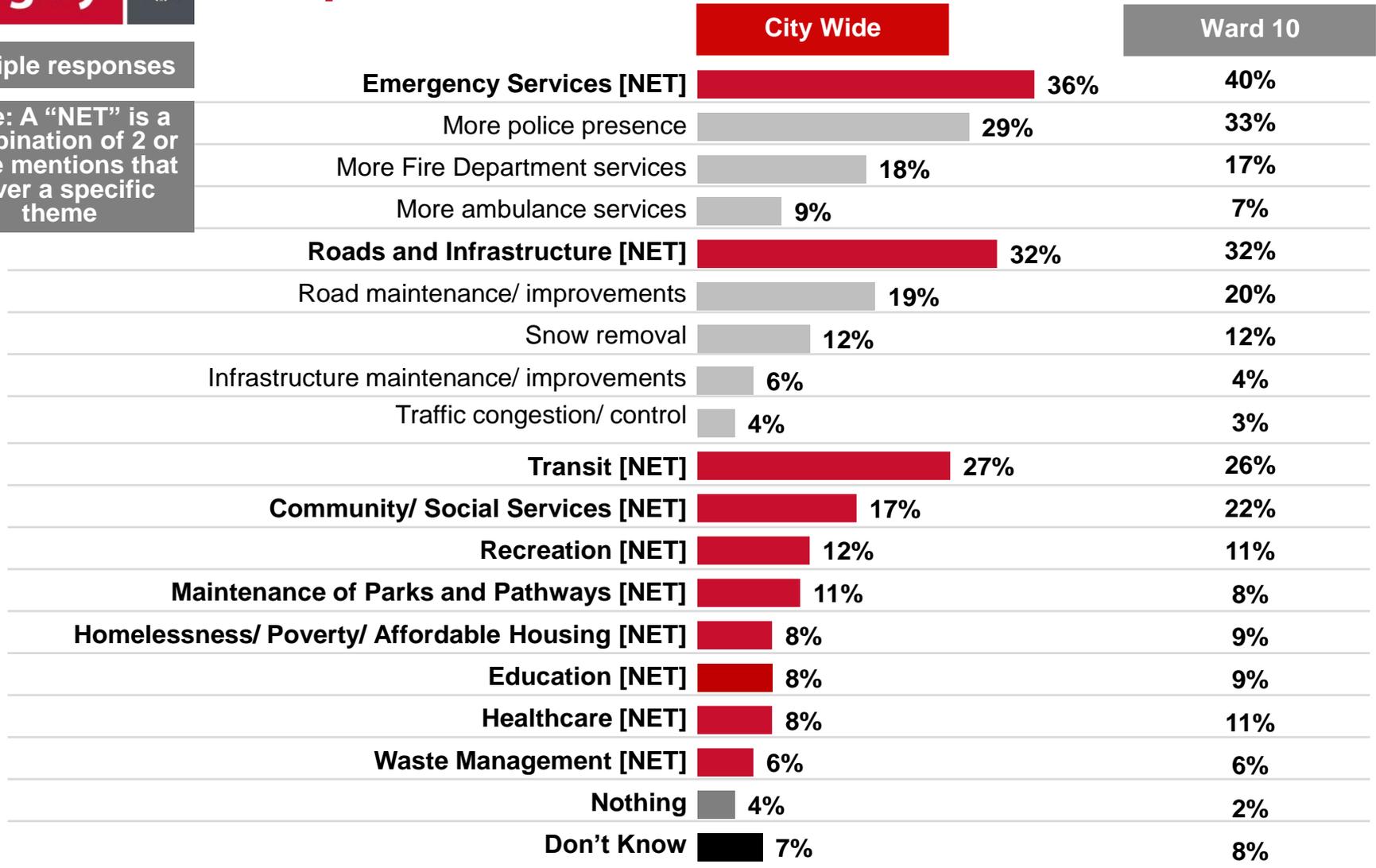
↑Statistically higher than City Wide
 ↓Statistically lower than City Wide
 NET mentions of <5% are not shown



Proposed Service Increases

Multiple responses

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



NET mentions of ≤5% are not shown

New Question in Fall 2019: Again, considering all the services that you know The City of Calgary provides, name up to three services that you would propose to spend more on to receive an increase in service. Base: Valid respondents (City Wide: n=2,502/Ward 10: n=193)

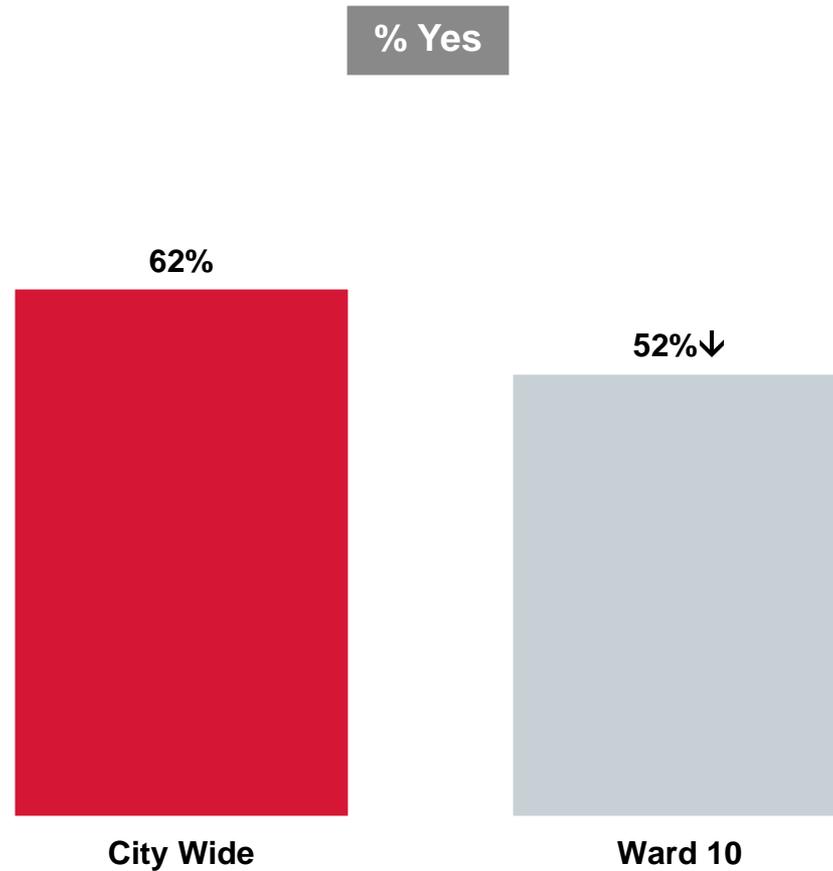


Contact with The City and Customer Service





Past 12 Months Contact with The City of Calgary



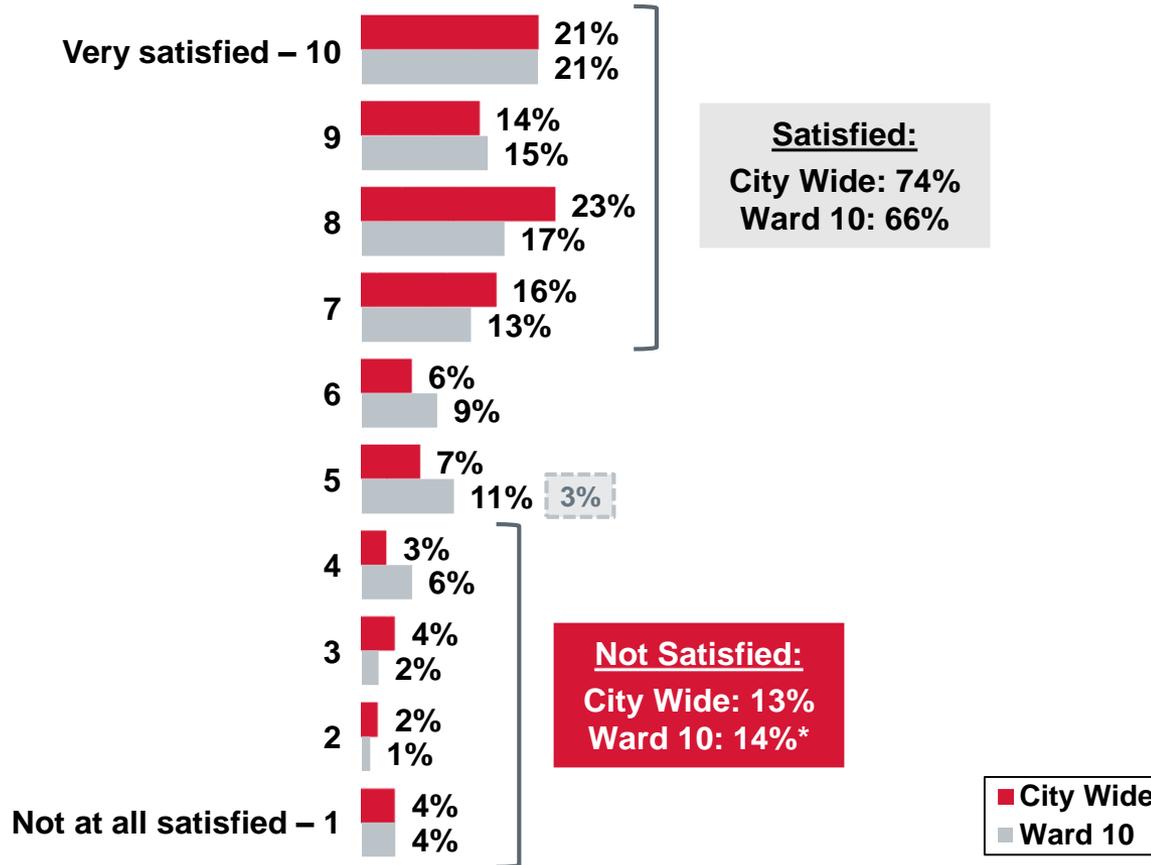
↑Statistically higher than City Wide
↓Statistically lower than City Wide

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=2,483 / Ward 10: n=191)



Satisfaction with the Overall Level and Quality of Customer Service



*Rounding

Ward 10 2018

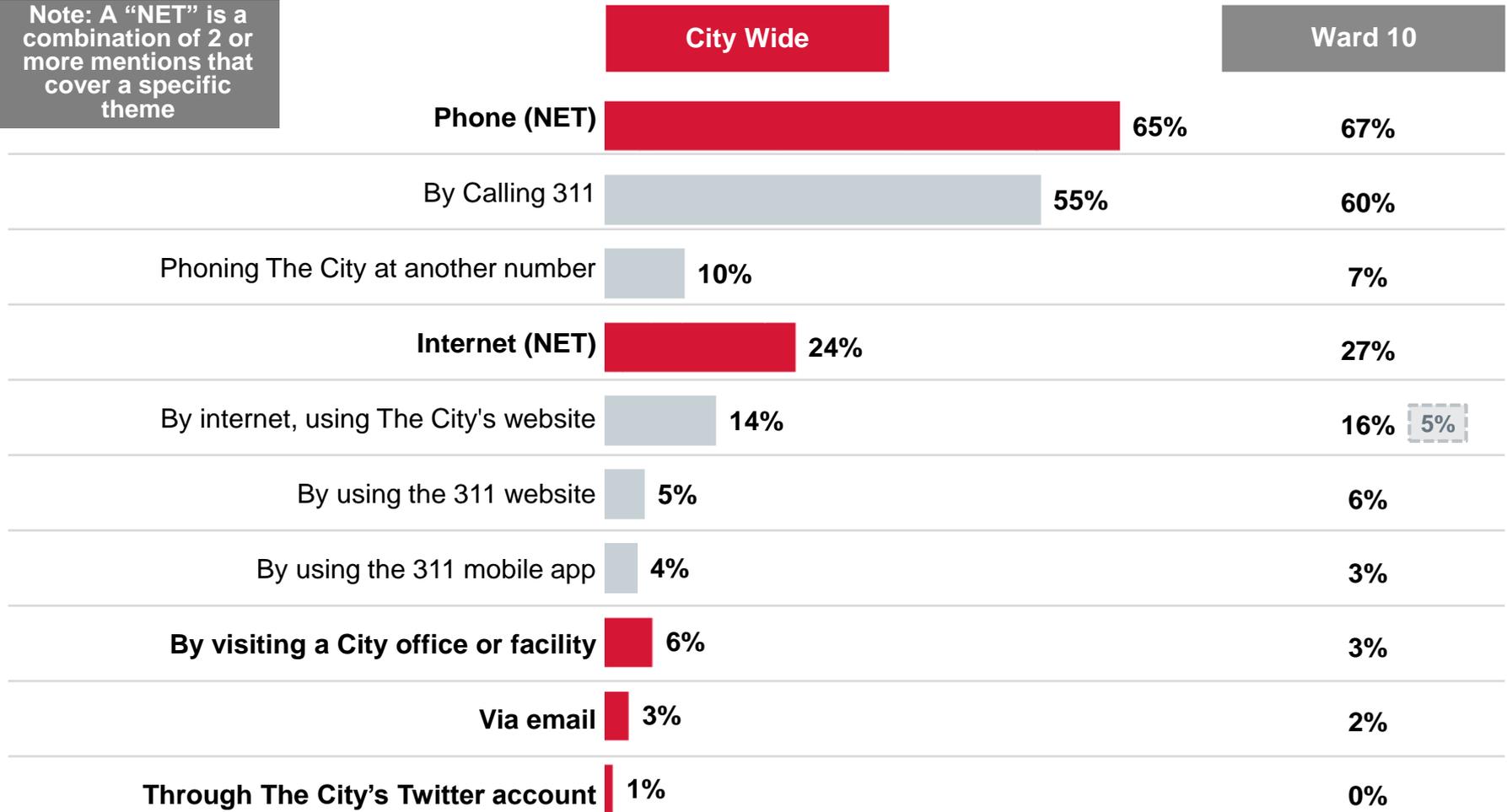
On a scale of 1 to 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,581 / Ward 10: n=104)



Type of Contact

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



Ward 10 2018

Mentions of <1% are not shown

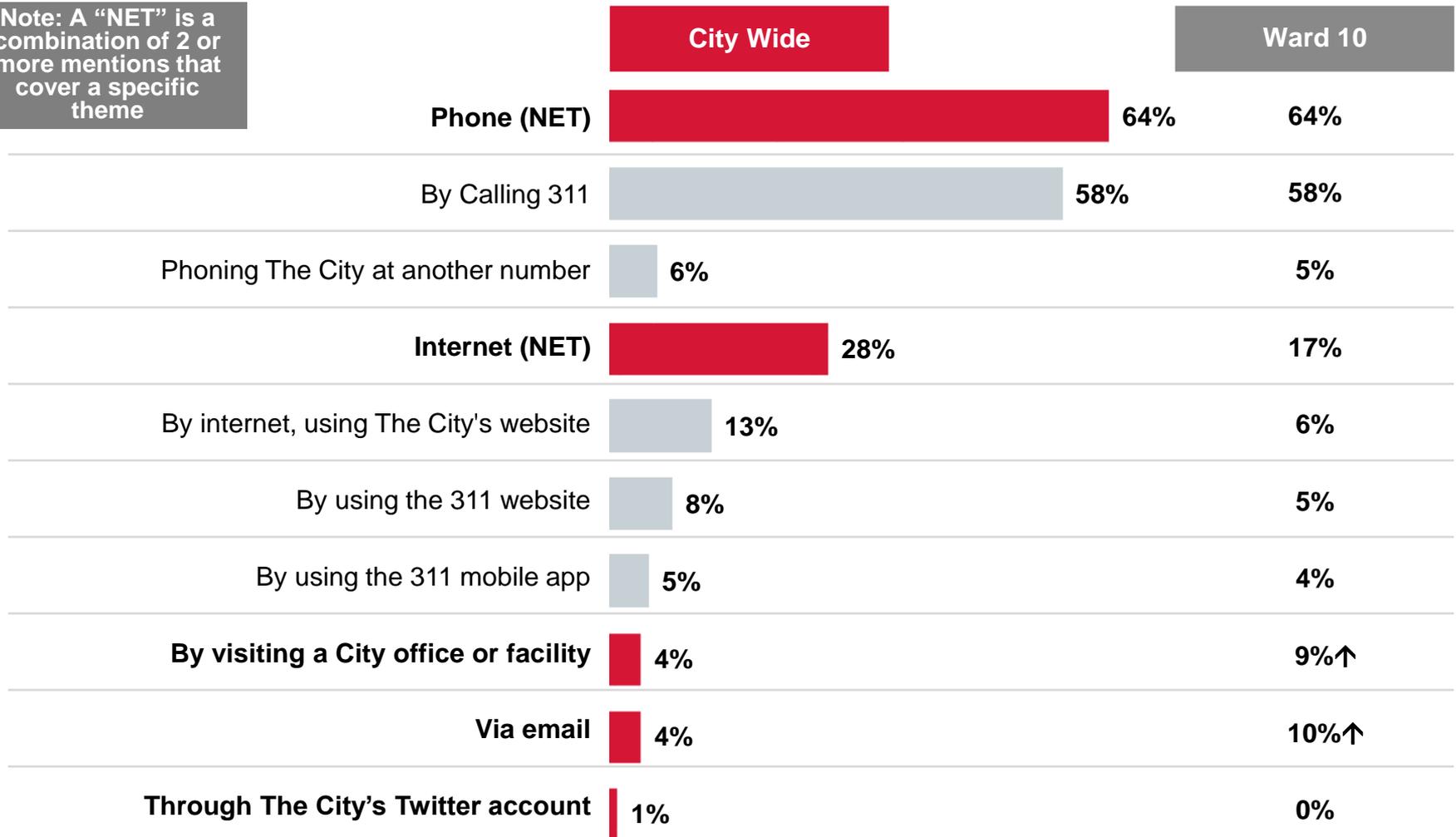
When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,075 / Ward 10: n=69)



Preferred Method of Contact

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

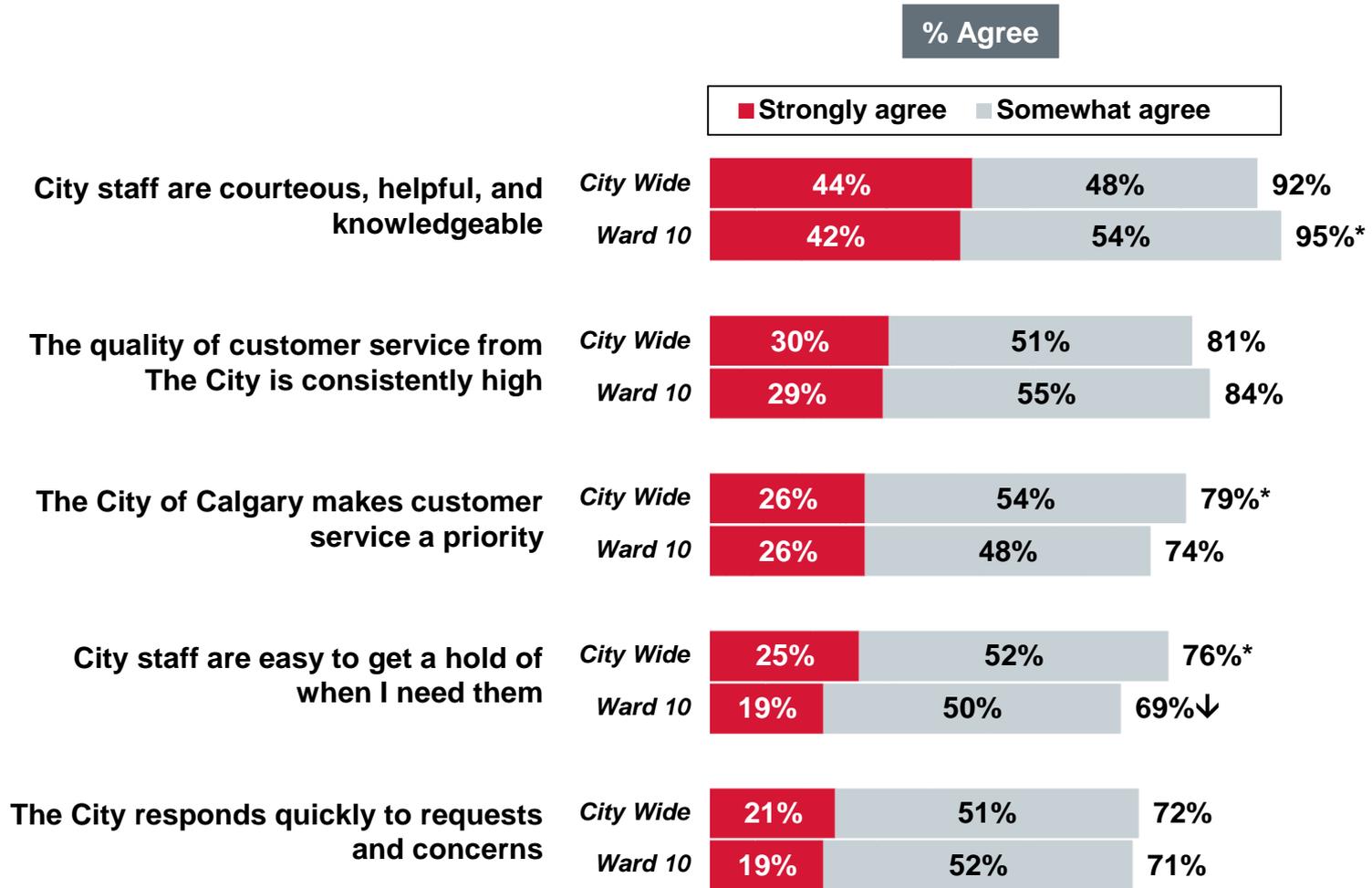


New Question in Fall 2019: What is your preferred way of contacting The City?
 Base: Valid respondents who contacted The City in the last twelve months
 (City Wide: n=1,076 / Ward 10: n=69)

↑Statistically higher than City Wide
 ↓Statistically lower than City Wide
 Mentions of <1% are not shown



Attitudes Regarding Customer Service



*Rounding

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

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)

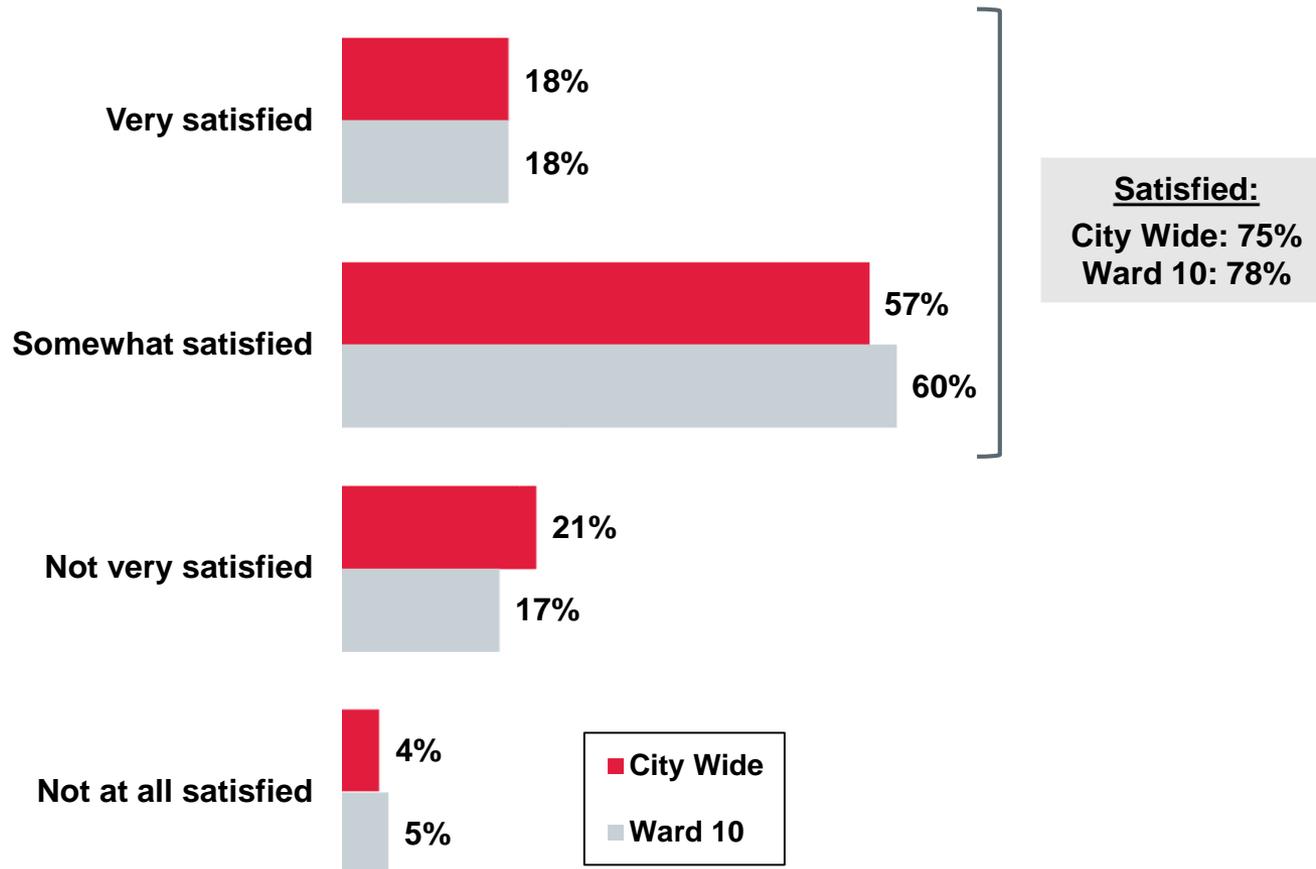


City Communications





Satisfaction with the Overall Quality of City Information and Communications

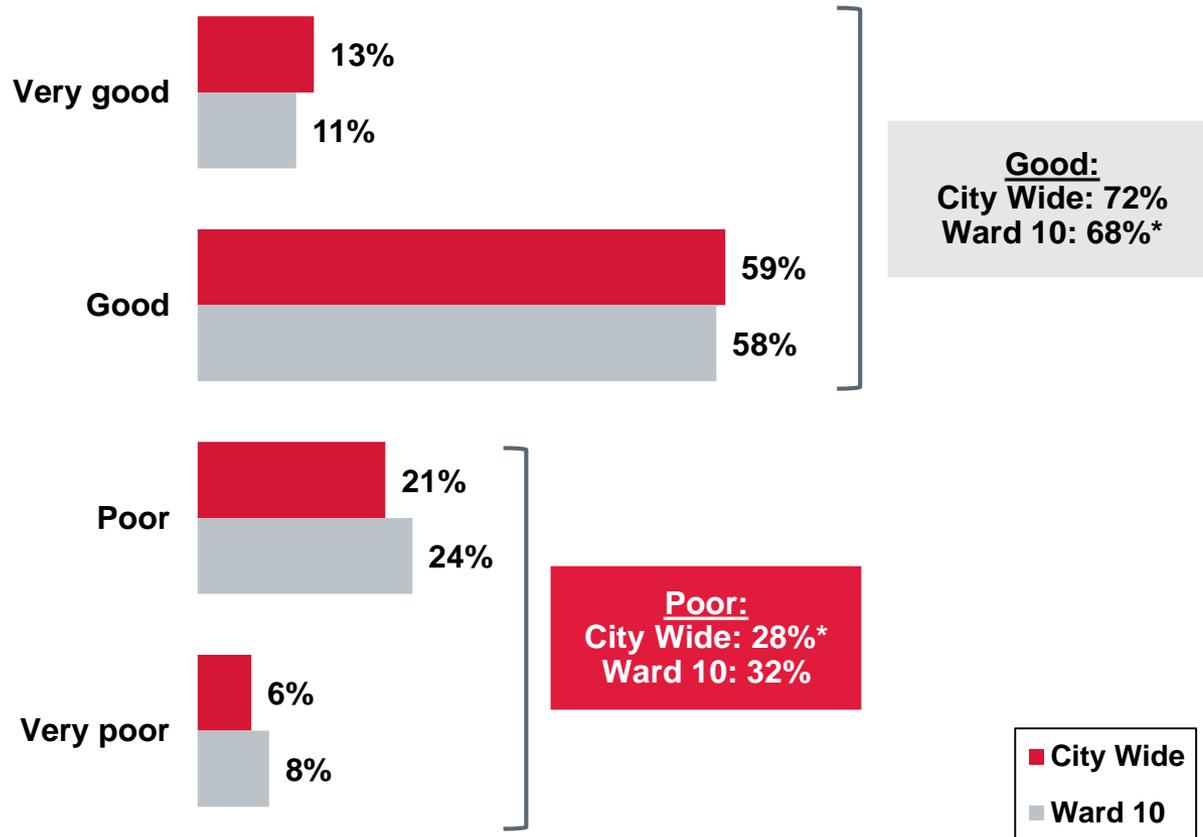


And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents (City Wide: n=2,492 / Ward 10: n=191)



Overall Communications from The City



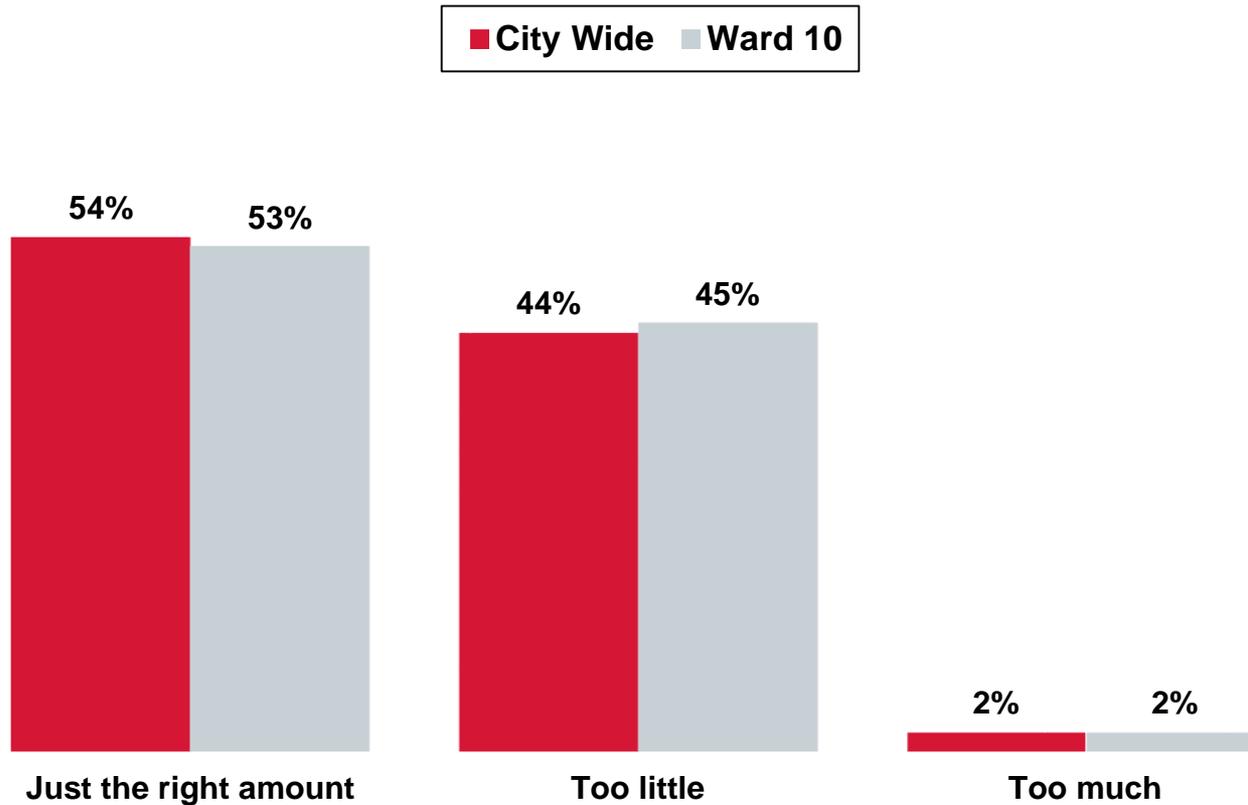
Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?

Base: Valid respondents, (City wide: n=2,486 / Ward 10: n=192)

*Rounding



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 10: n=189)

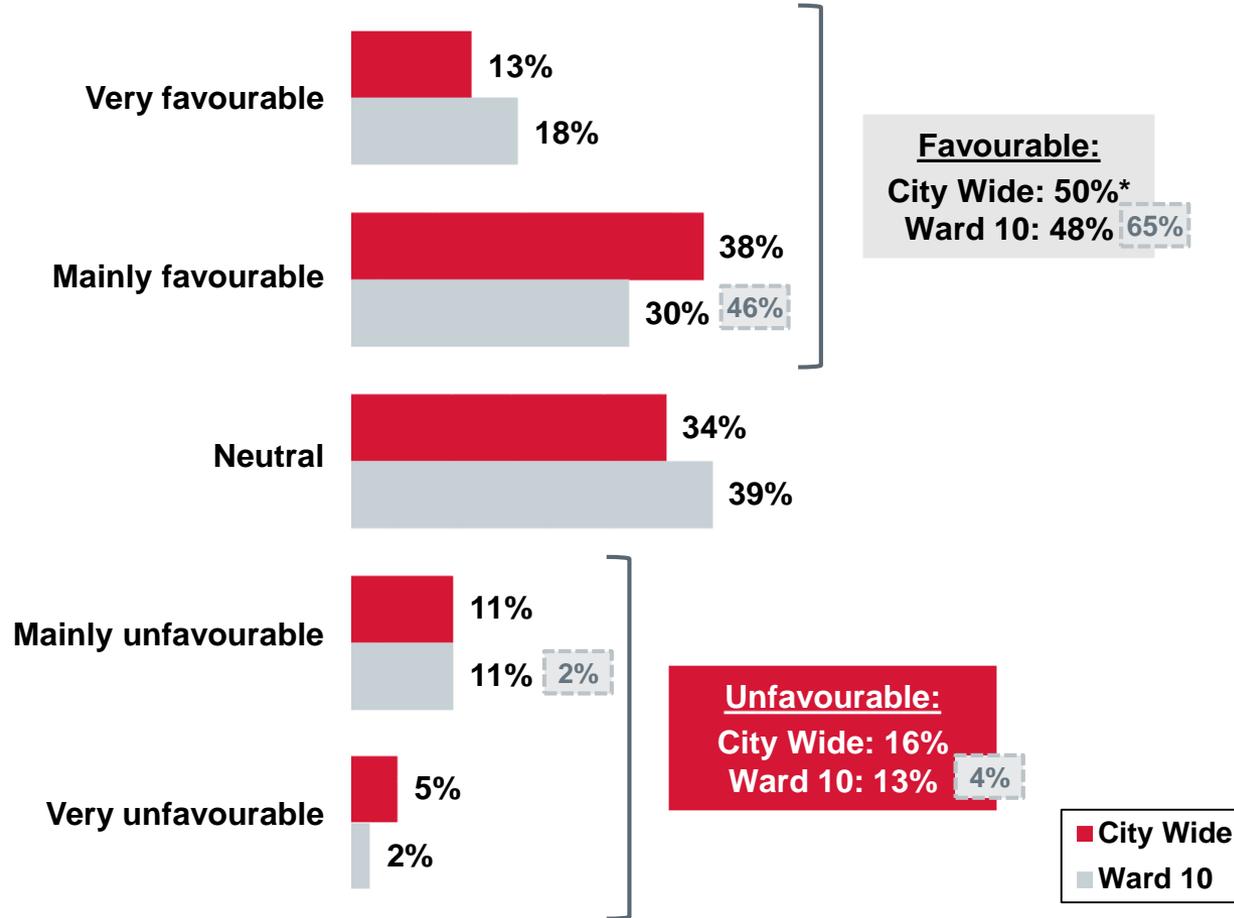


City Reputation and Performance





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?

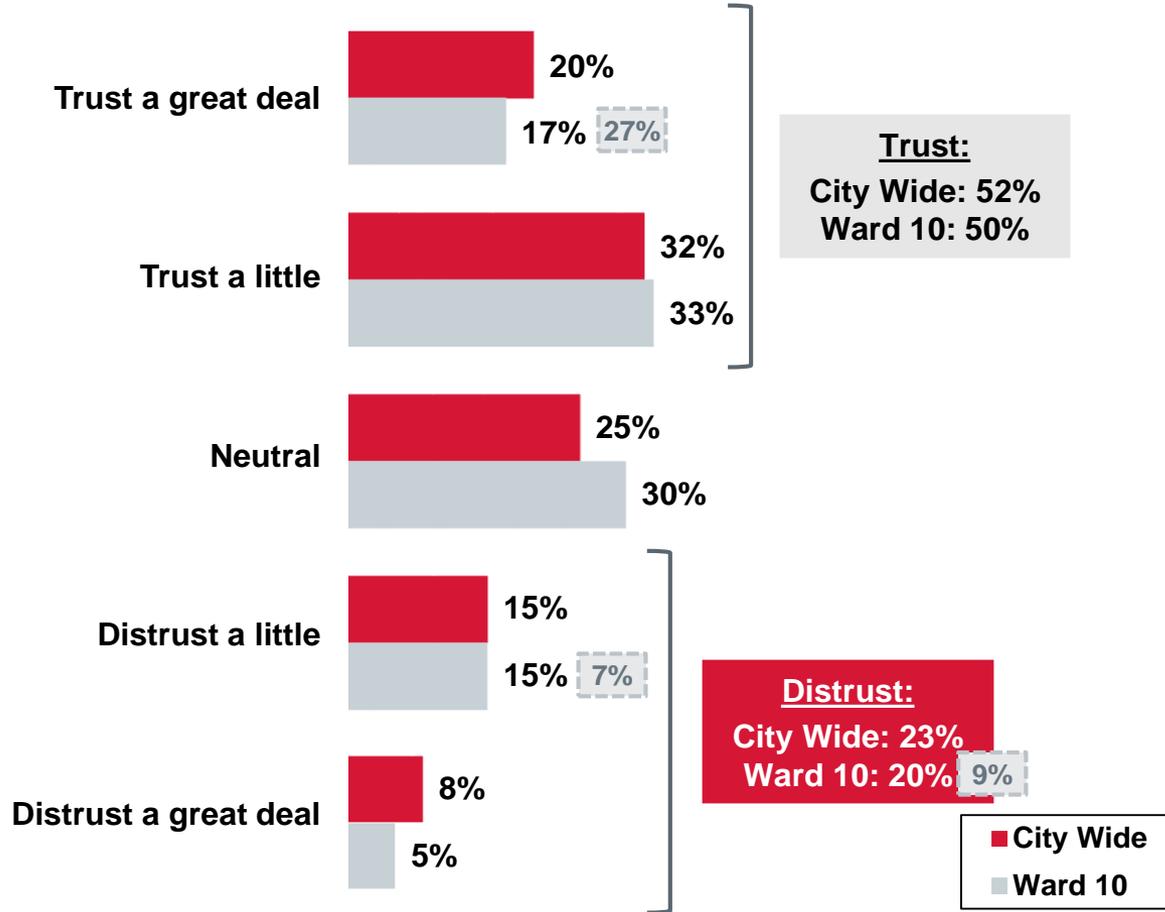
Base: Valid respondents (City Wide: n=2,495 / Ward 10: n=192)

*Rounding

Ward 10 2018



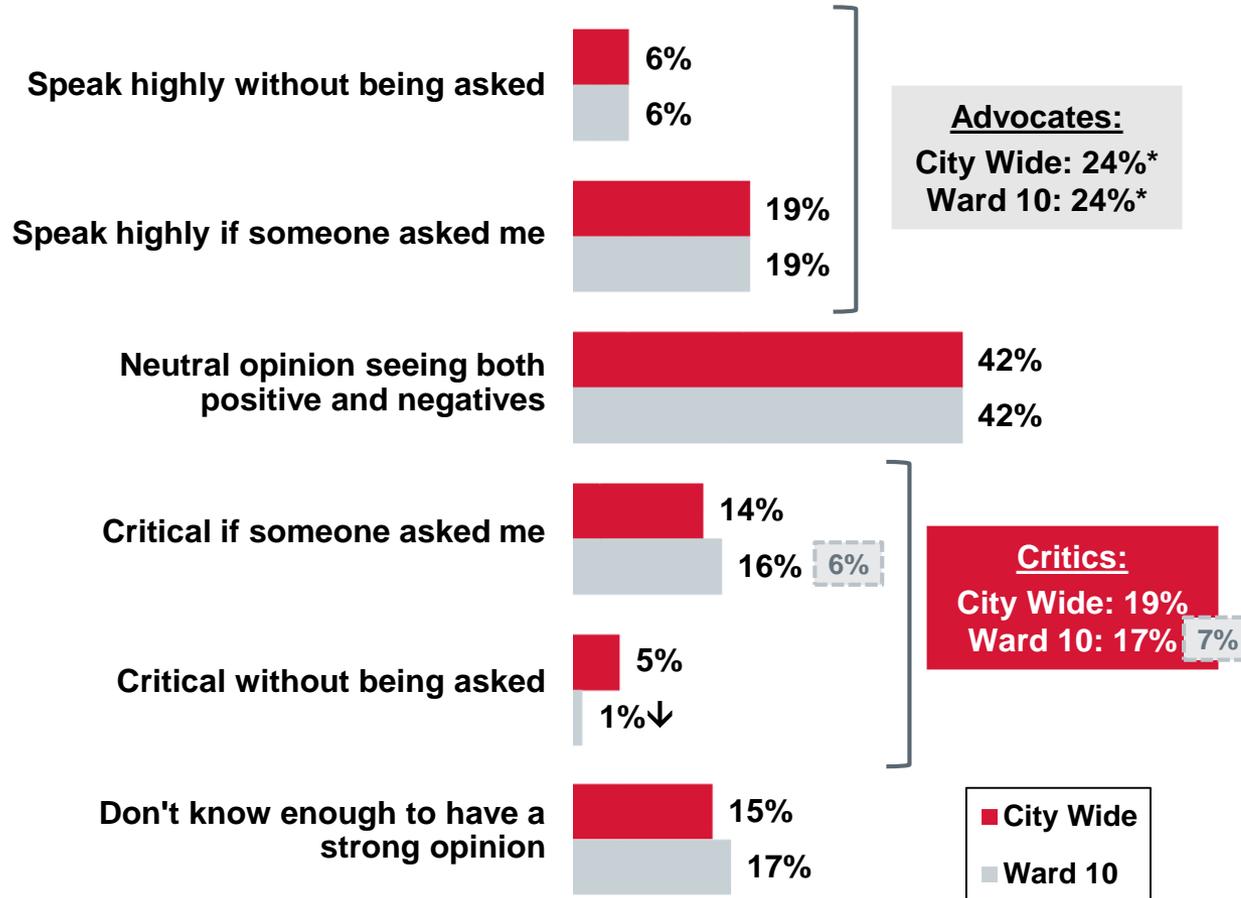
Trust



Ward 10 2018

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 10: n=193)



*Rounding

Ward 10 2018

↑ Statistically higher than City Wide
 ↓ Statistically lower than City Wide

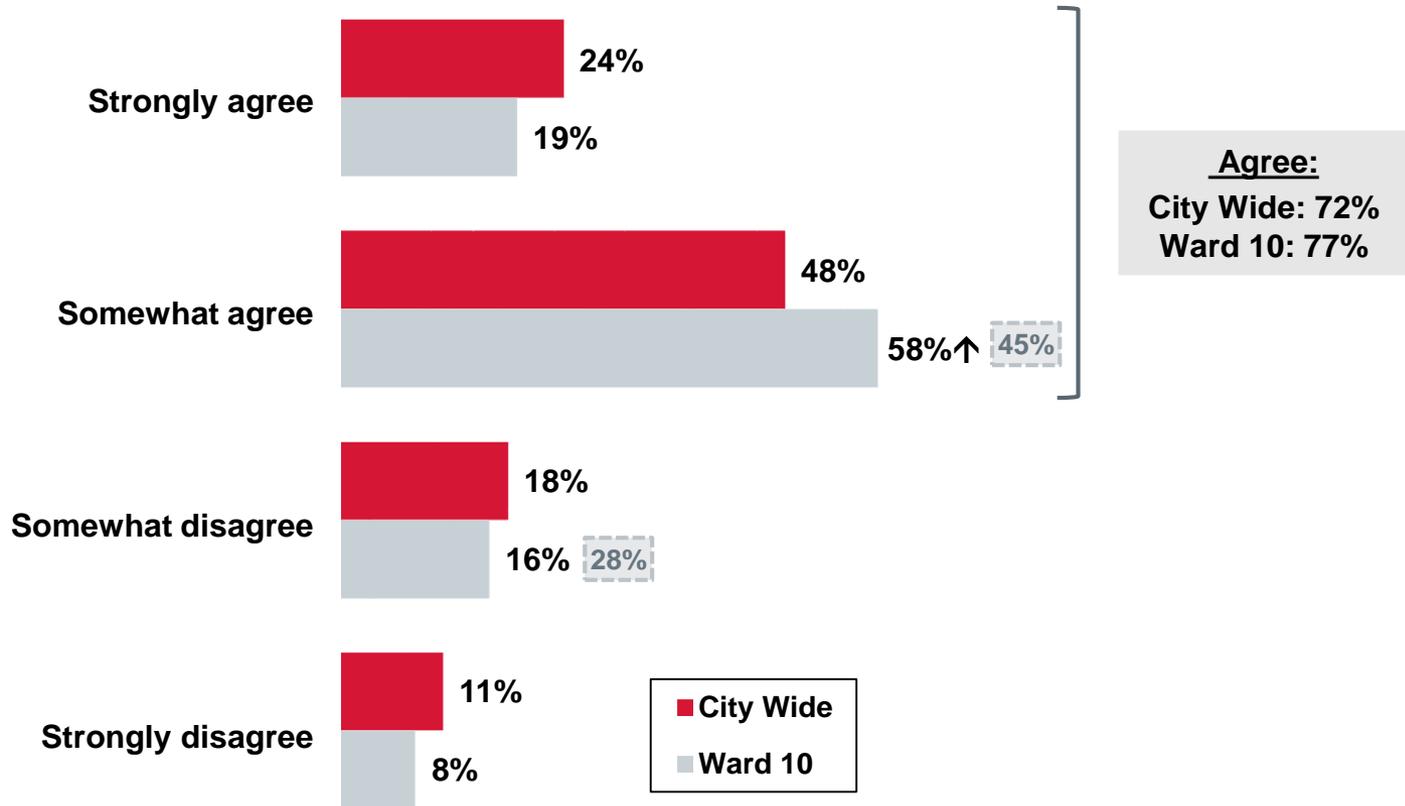
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary?

Base: Valid respondents (City Wide: n=2,488 / Ward 10: n=192)



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



Ward 10 2018

↑ Statistically higher than City Wide
↓ Statistically lower than City Wide

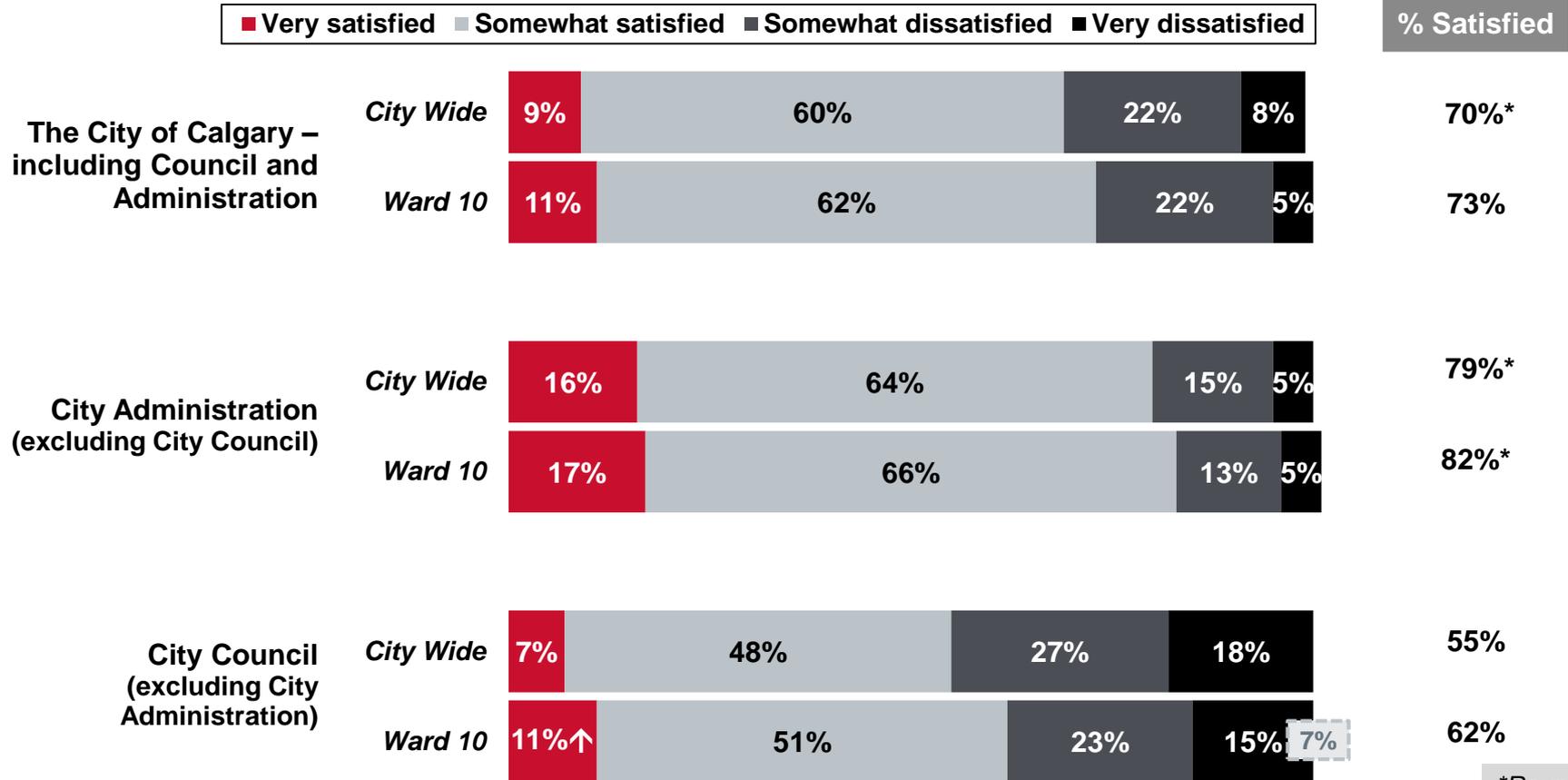
Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

Base: Valid respondents (City Wide: n=2,458 / Ward 10: n=187)



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

Ward 10 2018

↑Statistically higher than City Wide
 ↓Statistically lower than City Wide

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

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

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

% Agree



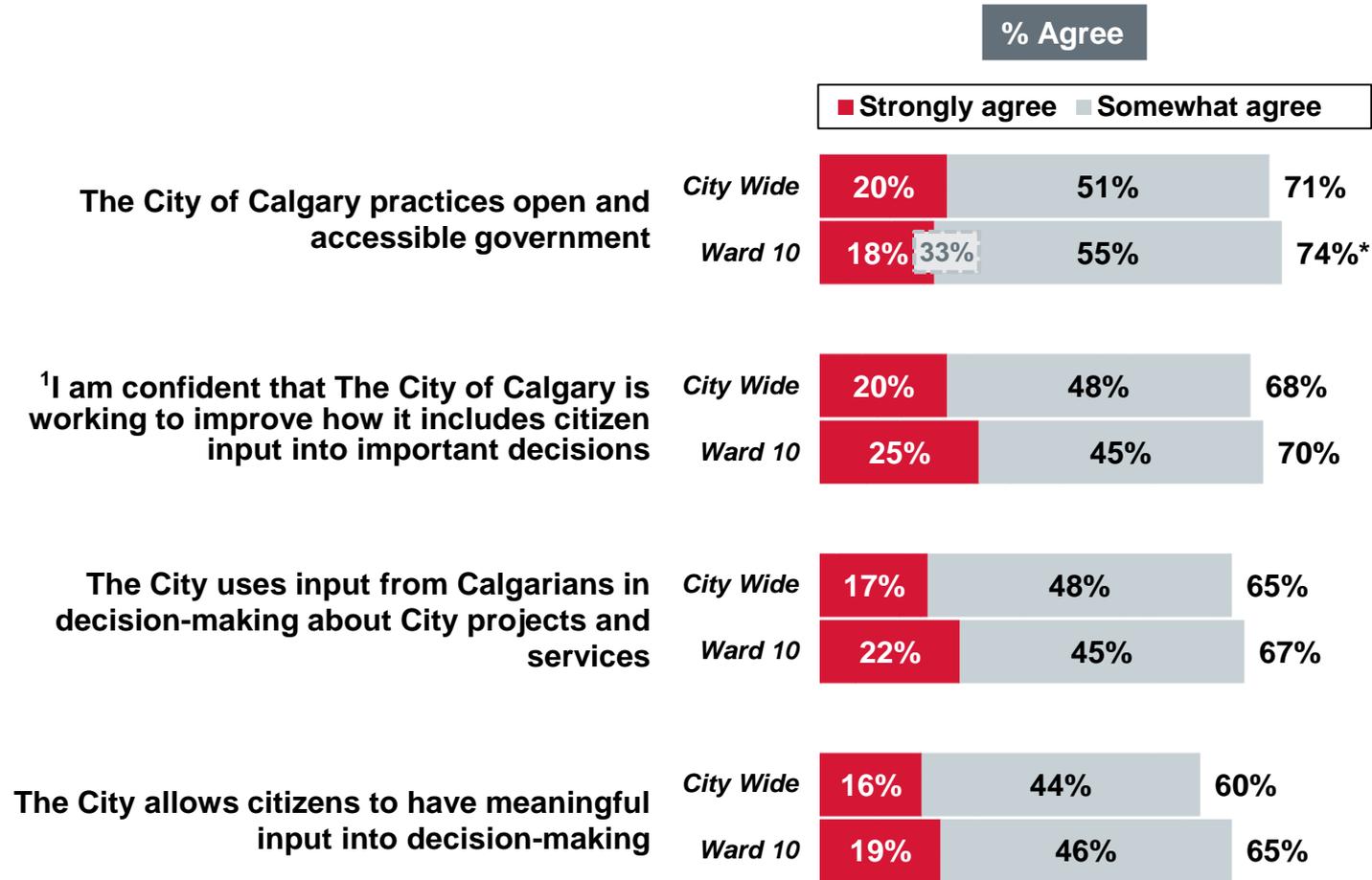
*Rounding

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

Base: Valid respondents (City Wide: n=2,463 / Ward 10: n=188)



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?

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

Base: Valid respondents (Bases vary)

*Rounding

Ward 10 2018



Respondent Profile





Age

	City Wide	Ward 10
18 to 24	13%	17%
25 to 34	21%	18%
35 to 44	17%	17%
45 to 54	19%	9%
55 to 64	14%	17%
65 or older	16%	23%
<i>Mean</i>	45	46

Income

	City Wide	Ward 10
Less than \$30,000	6%	11%
\$30,000 to <\$45,000	9%	19%
\$45,000 to <\$60,000	11%	18%
\$60,000 to <\$75,000	8%	12%
\$75,000 to <\$90,000	8%	11%
\$90,000 to <\$105,000	11%	10%
\$105,000 to <\$120,000	11%	9%
\$120,000 to <\$150,000	13%	5%
\$150,000 or more	23%	3%

Education

	City Wide	Ward 10
Completed high school or less	16%	29%
Some post secondary or completed a college diploma	35%	42%
Completed university degree or post-grad degree	49%	29%

Gender

	City Wide	Ward 10
Male	50%	49%
Female	50%	49%
Other	0%	0%

Base: Valid respondents (Bases vary)



Household Characteristics

Type of Home

	City Wide	Ward 10
Single-detached house	70%	71%
Apartment or apartment-style condominium	12%	4%
Duplex, triplex or fourplex	8%	12%
Townhouse or rowhouse	8%	12%
Another type of multi-dwelling unit	1%	1%

Children and Seniors in Household

	City Wide	Ward 10
Yes - Children	34%	33%
Yes - Seniors	18%	31%

Household Size

	City Wide	Ward 10
1	14%	11%
2	30%	33%
3	19%	22%
4	22%	15%
5 or more	15%	18%
<i>Mean</i>	3.0	3.1

Responsible for Property Taxes

	City Wide	Ward 10
Yes	84%	80%
No	16%	20%

Own or Rent

	City Wide	Ward 10
Own	76%	72%
Rent	19%	21%
Other	6%	6%

Tenure in Calgary

	City Wide	Ward 10
Less than 5 years	6%	9%
5 to less than 10 years	9%	8%
10 to less than 15 years	10%	6%
15 to less than 20 years	11%	9%
20 to less than 30 years	23%	22%
30 to less than 40 years	16%	17%
40 or more	25%	30%
<i>Mean</i>	28	29

Base: Valid respondents (Bases vary)



Respondent Characteristics

Born in Canada

	City Wide	Ward 10
Yes	74%	61%
No	26%	39%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=600)	Ward 10 (n=45)
Less than 12	29%	42%
12 to 17	15%	8%
18 or older	56%	50%
No response	1%	-

Ethnic Background

	City Wide	Ward 10
Caucasian/ White	26%	15%
British	18%	14%
Canadian/ French Canadian	17%	18%
Northern or Western European	12%	8%
East or Southeast Asian	9%	10%
Southern or Eastern European	7%	4%
South Asian	7%	15%
Central/ South American or Caribbean	3%	2%
West Asian or Middle Eastern	3%	10%
African	3%	3%
Aboriginal/ First Nations/ Metis	2%	2%

Disability

	City Wide	Ward 10
Yes	17%	25%
No	83%	75%

Visible Minority

	City Wide	Ward 10
Yes	24%	36%
No	76%	64%

Base: Valid respondents (Bases vary)



Contact

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