

# 2017 Quality of Life and Citizen Satisfaction Survey

## Ward 1 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



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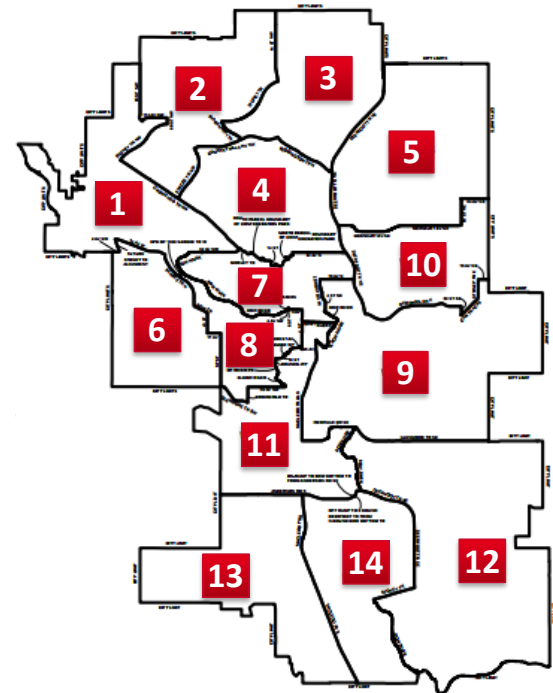
City Communications

57

Demographics

## Methodology

- ❖ Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 16<sup>th</sup> and September 10<sup>th</sup>, 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 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 180 interviews were conducted with residents of Ward 1 (MOE  $\pm 7.4$ ).
- ❖ Research Note on significant differences.
  - Throughout, City Wide results are compared to results from Ward 1.
    - $\uparrow$  indicates a number is significantly higher than City Wide.
    - $\downarrow$  indicates a number is significantly lower than City Wide.
- ❖ Where possible, 2017 results for Ward 1 are compared to those from 2016.
  - Only significant differences are shown.





## Summary of Key Findings





**For Ward 1 residents, perceptions about the quality of life in Calgary are strong, with two metrics statistically higher than City Wide.**

- ❖ More than eight-in-ten (86%) Ward 1 residents say the quality of life in Calgary today is ‘good,’ consistent with 85% City Wide.
- ❖ The plurality (46%) of Ward 1 residents say the quality of life in Calgary has stayed the same over the past three years (statistically consistent with 45% City Wide), while 20% say it has improved (identical to City Wide). While a sizeable minority (34%) feel it has worsened, this is also on par with City Wide (35%).
  - It is notable that ratings of an ‘improved’ quality of life among Ward 1 residents have increased 10 percentage points from 2016 (10%).
- ❖ Two metrics where Ward 1 residents differ from City Wide are neighborhood pride and perceived safety.
  - More than nine-in-ten (92%) of Ward 1 residents agree that they are ‘proud to live in their neighbourhood’ (vs. 85% City Wide).
  - Nine-in-ten (89%) say they would feel safe walking in their neighbourhood after dark (vs. 81% City Wide), and roughly one-half (48%) say they would feel ‘very safe’ (vs. 40% City Wide).

**The Ward 1 issue agenda aligns closely with City Wide results.**

- ❖ “*Infrastructure, traffic and roads*” (33%) holds the top position, followed by “*transit*” (21%), and “*crime, safety and policing*” (11%) – all statistically consistent with City Wide.
  - In Ward 1, “*recreation*” (11%) is tied for third place, and is statistically higher than 7% City Wide.
    - It is notable, that when asked to list City programs and services on an open-ended basis, 38% of Ward 1 residents cite “*recreation/ leisure centres/ programs*” – 9 percentage points higher than City Wide (29%).

# Key Findings: City Programs and Services

**Overall satisfaction with the level and quality of City programs and services is solid and identical to City Wide results.**

- ❖ Roughly eight-in-ten (79%) Ward 1 residents say they are satisfied with the overall level and quality of services and programs provided by The City.
- ❖ Among Ward 1 residents, satisfaction with a number of specific services related to Roads is statistically higher than City Wide, and desired investment is lower:
  - Spring road cleaning – 56% ‘very satisfied’ vs. 46% City Wide; and, 16% invest more vs. 23% City Wide.
  - Snow removal – 36% ‘very satisfied’ vs. 28% City Wide, and 84% vs. 75% satisfied; and, 39% invest more vs. 52% City Wide.
  - City operated roads and infrastructure – 36% ‘very satisfied’ vs. 24% City Wide, and increased from 25% in 2016.
    - Also noteworthy is that in the importance versus satisfaction grid analysis, City operated roads and infrastructure emerges as a Primary Strength for Ward 1 residents, while it is a Primary Weakness City Wide.
  - Road maintenance including pothole repairs – 47% invest more vs. 55% City Wide.
- ❖ It is notable that among Ward 1 residents, satisfaction has declined for disaster planning and response (39% ‘very satisfied’ vs. 56% in 2016) as well as protection from river flooding (82% satisfied vs. 91% in 2016, and also statistically lower than 89% City Wide).
- ❖ While overall satisfaction with residential garbage collection service is extremely high and identical to City Wide at 91%, ‘very satisfied’ ratings have declined 14 percentage points from 80% in 2016 to 66% in 2017).
  - Bi-weekly garbage collection in Ward 1 started just prior to interviewing for this survey began.

# Key Findings: The Environment and Taxation

**Ward 1 residents' perceptions of The City's performance on the environmental front closely align with City Wide findings, though a number of changes from 2016 are observed.**

- ❖ Perceptions about the overall state of the environment in Calgary today are extremely positive with 96% of Ward 1 residents saying it is 'good or very good' (on par with 94% City Wide).
  - Compared to 2016, however, fewer Ward 1 residents offer a 'very good' rating (43% vs. 56%).
- ❖ With regard to The City's environmental programs and services aimed at helping Calgarians reduce their environmental impact, 94% of Ward 1 residents say they are satisfied – statistically consistent with 89% City Wide but up 9 percentage points from 2016 (85%).
  - Green cart collection in Ward 1 started just prior to interviewing for this survey began.

**For the most part, Ward 1 residents' views on taxation closely parallel City Wide results.**

- ❖ Just over six-in-ten (63%) Ward 1 residents give The City a good value rating for the value of their property tax dollars, consistent with City Wide (60%).
- ❖ Roughly one-half of Ward 1 residents (52%, on par with 50% City Wide) support tax increases to maintain or expand services, while more than four-in-ten (44%, on par with 45% City Wide) support cutting services to maintain or reduce taxes.
  - That being said, support specifically for increasing taxers to maintain services at current levels is 8 percentage points higher among Ward 1 residents (36% vs. 28% City Wide).
    - Also, though the least preferred option for increasing City revenue, 18% of Ward 1 residents would prefer a property tax increase, up from 10% in 2016.

# Key Findings: Service Delivery and Communications

**There are no statistically significant differences between Ward 1 residents and the broader Calgary public with regard to service delivery.**

- ❖ Among Ward 1 residents who contacted or dealt with The City in the past 12 months, 78% (identical to City Wide) are satisfied with the overall level and quality of customer service received.
- ❖ Perceptions of The City's customer service delivery, transparency, and citizen-input into decision making are on par with City Wide findings.
  - Ratings are very high for City staff, moderate for ease of access and response time, and comparatively lower with regard to citizens having meaningful input and enough opportunities into City decision-making.

**Perceptions of City communications are also statistically consistent with City Wide results.**

- ❖ Satisfaction with the overall quality of City information and communications is solid (85%) and consistent with City Wide (84%).
- ❖ More than one-half (57%) of Ward 1 residents say they receive 'just the right amount' of information from The City while four-in-ten (42%) say they receive 'too little.'
  - Though City Wide, relatively equal proportions say they receive too little (47%) and just the right amount (51%) of information from The City, this is not statistically different than Ward 1 results.
- ❖ When asked to cite the top areas they would like The City to provide more information, as with City Wide, "*budget and spending*" (46%) tops the list for Ward 1 residents, but is mentioned more frequently (12 percentage points higher than 36% City Wide).

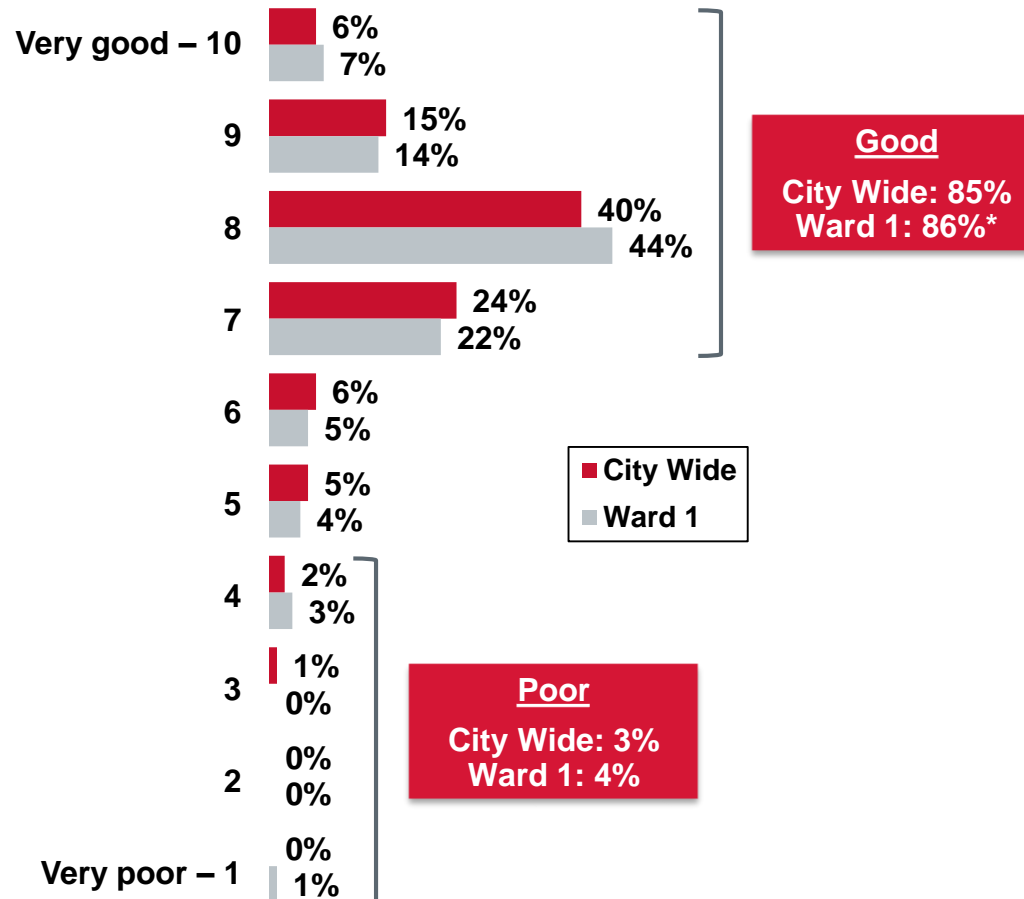




## Quality of Life



# Overall Quality of Life in Calgary

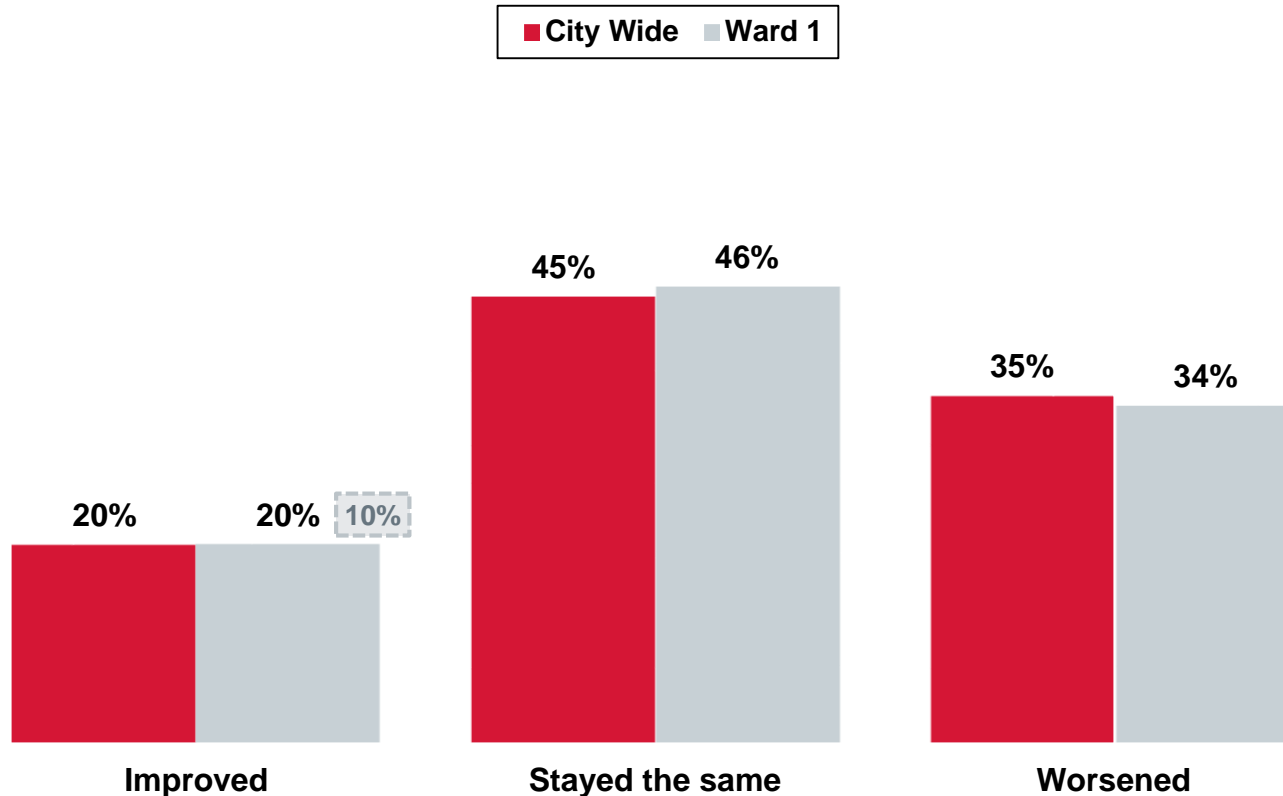


\*Rounding

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

Base: Valid respondents (City Wide: n=2,499 / Ward 1: n=180)

# 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=2,484 / Ward 1: n=178)

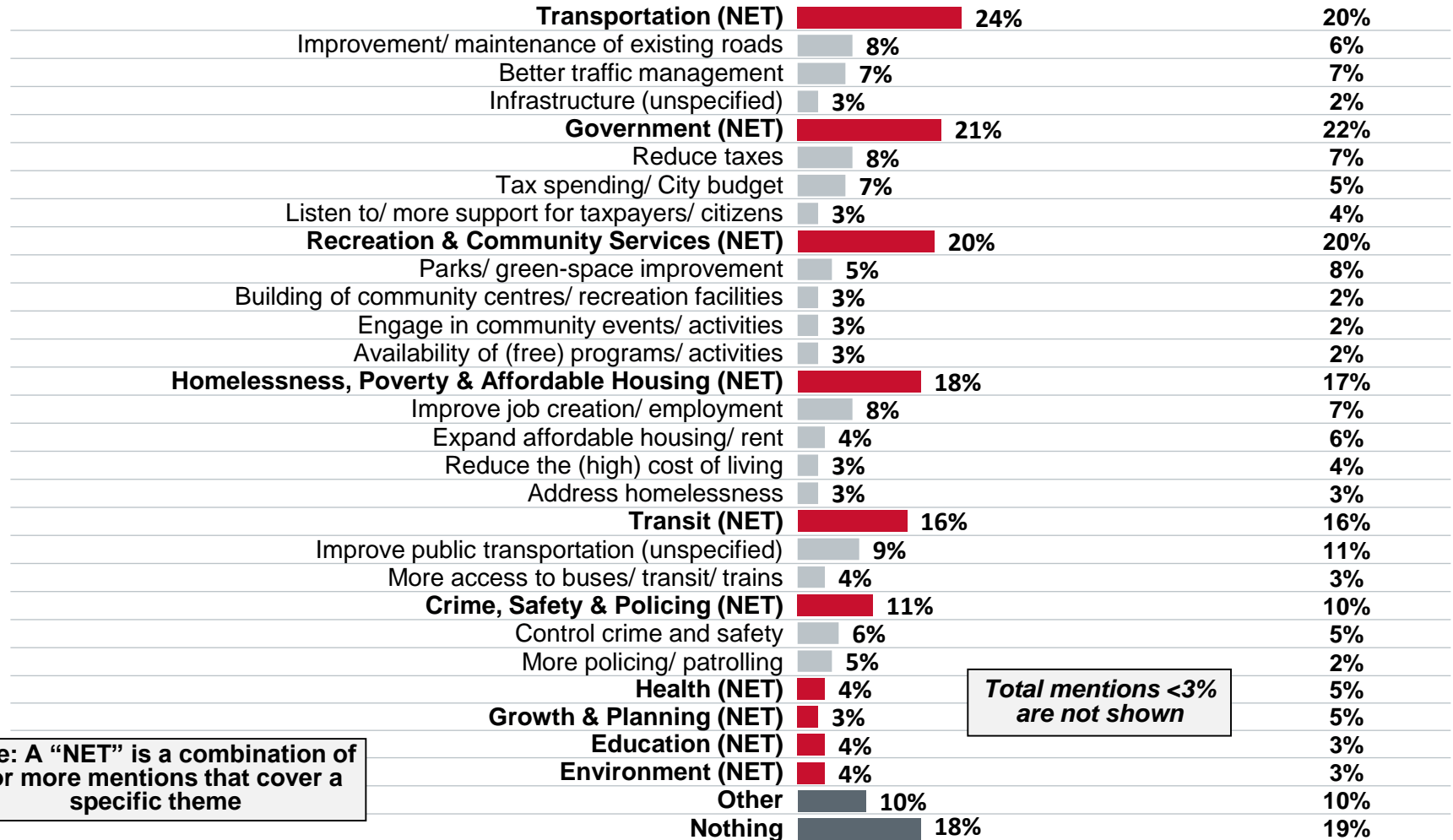
Ward 1 2016

# Actions to Improve the Quality of Life

Multiple Responses

City Wide

Ward 1



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

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

Base: Valid respondents (City Wide: n=2,359 / Ward 1: n=174)

# Sustainability: Connectedness and Inclusivity

■ 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

City Wide



89%

Ward 1



86%

I am proud to live in my neighbourhood

City Wide



85%

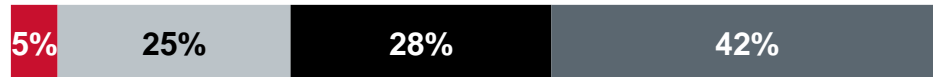
Ward 1



92%↑

I am regularly involved in neighbourhood and local community events

City Wide



30%

Ward 1



35%

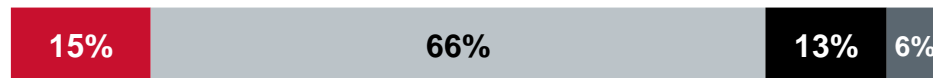
The City of Calgary, municipal government, fosters a city that is inclusive and accepting of all

City Wide



79%

Ward 1



81%

↑ indicates a number is significantly higher than City Wide. ↓ indicates a number is significantly lower than City Wide.

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)



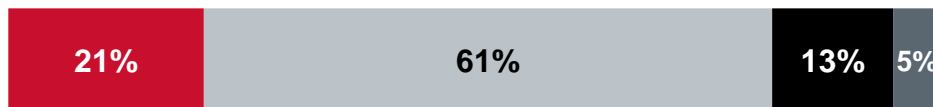
# Sustainability: Making a Life, Making a Living and Direction for the Future

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

% Agree

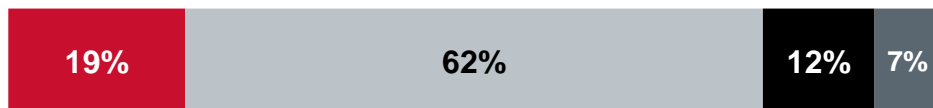
Calgary is a great place to make a life

City Wide



82%

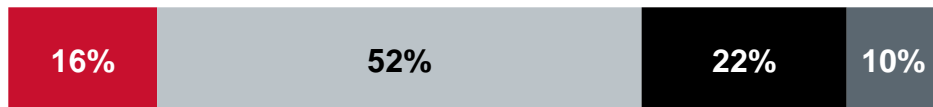
Ward 1



81%

Calgary is a great place to make a living

City Wide



68%

Ward 1



67%

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

City Wide



62%

Ward 1

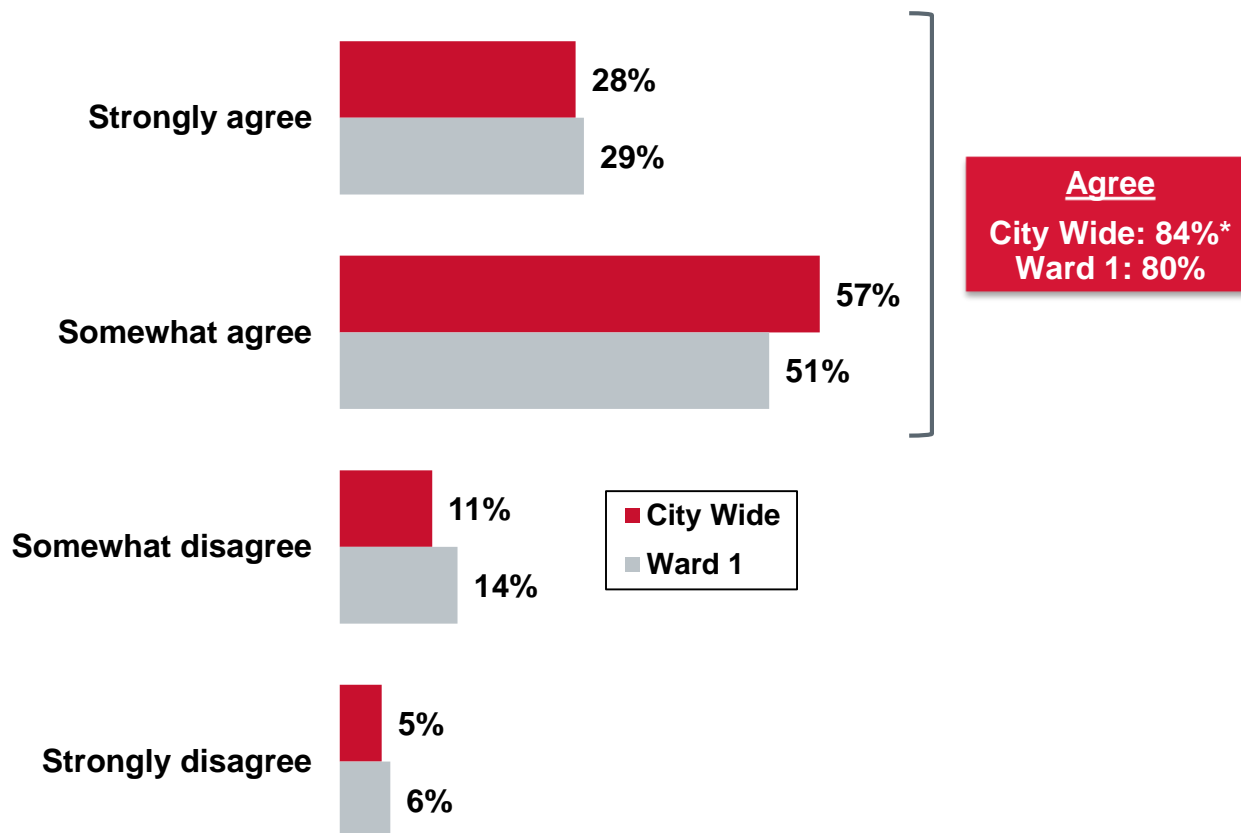


64%

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?

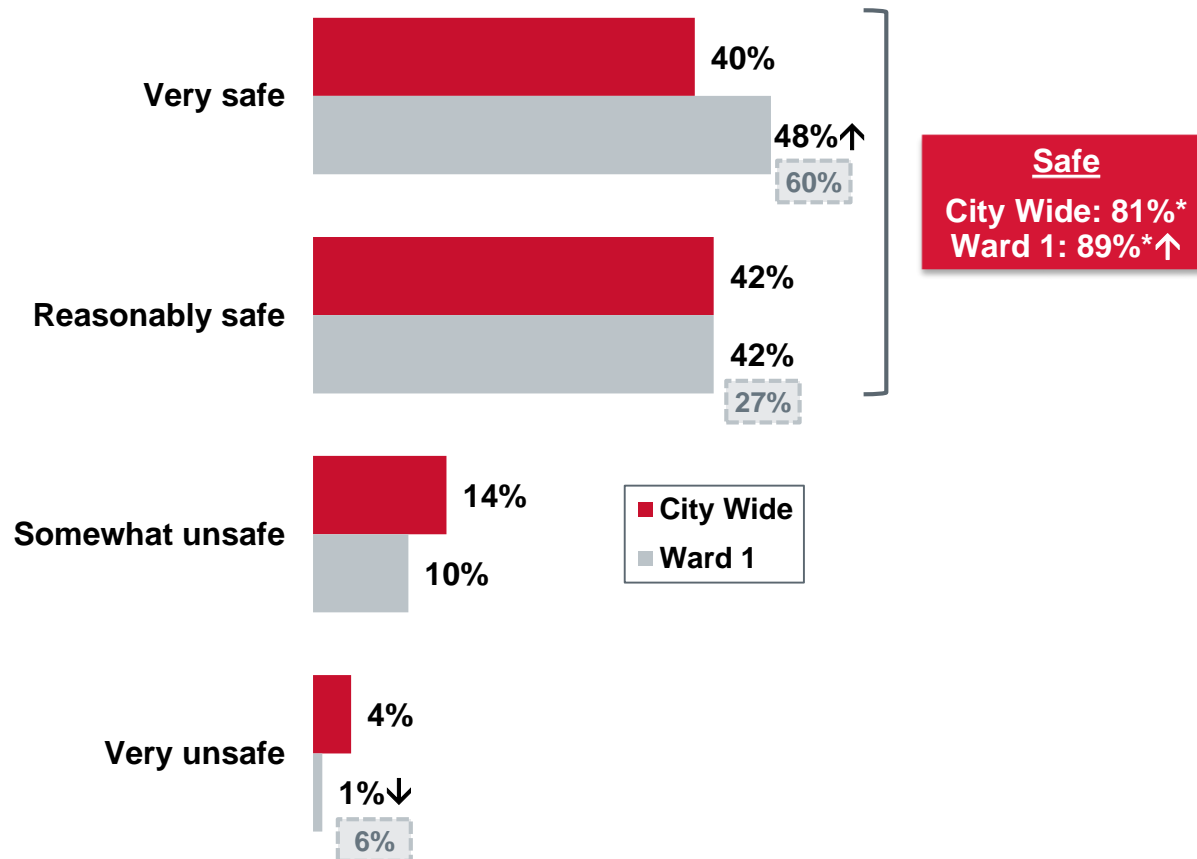


\*Rounding

*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=2,489 / Ward 1: n=180)

# Perceived Safety in Own Neighbourhood



\*Rounding

Ward 1 2016

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

Base: Valid respondents (City Wide: n=2,495 / Ward 1: n=180)



## Issue Agenda



# Issue Agenda

Multiple Responses

City Wide

Ward 1

■ First Mention ■ Other Mentions

<b>Infrastructure, Traffic &amp; Roads (NET)</b>	<b>26%</b>	<b>9%</b>	<b>35%</b>	<b>33%</b>
Traffic congestion	7%	3	10%	9%
Infrastructure maintenance/ improvement/ development	4%		5%	5%
Road conditions	4%	3	7%	7%
(Lack of) snow removal	3		4%	5%
<b>Transit (NET)</b>	<b>13%</b>	<b>6%</b>	<b>19%</b>	<b>21%</b>
Public Transportation [incl. buses/ C-train/ poor service]	8%	3	11%	11%
Transportation (unspecified)	4%	3	7%	9%
<b>Crime, Safety &amp; Policing (NET)</b>	<b>9%</b>	<b>4%</b>	<b>13%</b>	<b>11%</b>
Crime [incl. breaking and entering/ gangs/ drug dealers, etc.]	5%		7%	6%
Public safety	4%		6%	4%
<b>Taxes (NET)</b>	<b>6%</b>		<b>8%</b>	<b>9%</b>
<b>Recreation (NET)</b>	<b>4%</b>	<b>3</b>	<b>7%</b>	<b>11%↑</b>
<b>Environment &amp; Waste Management (NET)</b>	<b>4%</b>	<b>3</b>	<b>7%</b>	<b>6%</b>
<b>Economy (NET)</b>	<b>4%</b>		<b>6%</b>	<b>5%</b>
<b>Budget &amp; Spending (NET)</b>	<b>4%</b>		<b>6%</b>	<b>6%</b>
<b>Education (NET)</b>	<b>4%</b>		<b>6%</b>	<b>5%</b>
<b>Homelessness, Poverty &amp; Affordable Housing (NET)</b>	<b>3</b>		<b>5%</b>	<b>7%</b>
<b>Growth &amp; Planning (NET)</b>	<b>3</b>		<b>4%</b>	<b>2%</b>
Other			25%	30%
None			15%	12%

Total 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=2,441 / Ward 1: n=178)

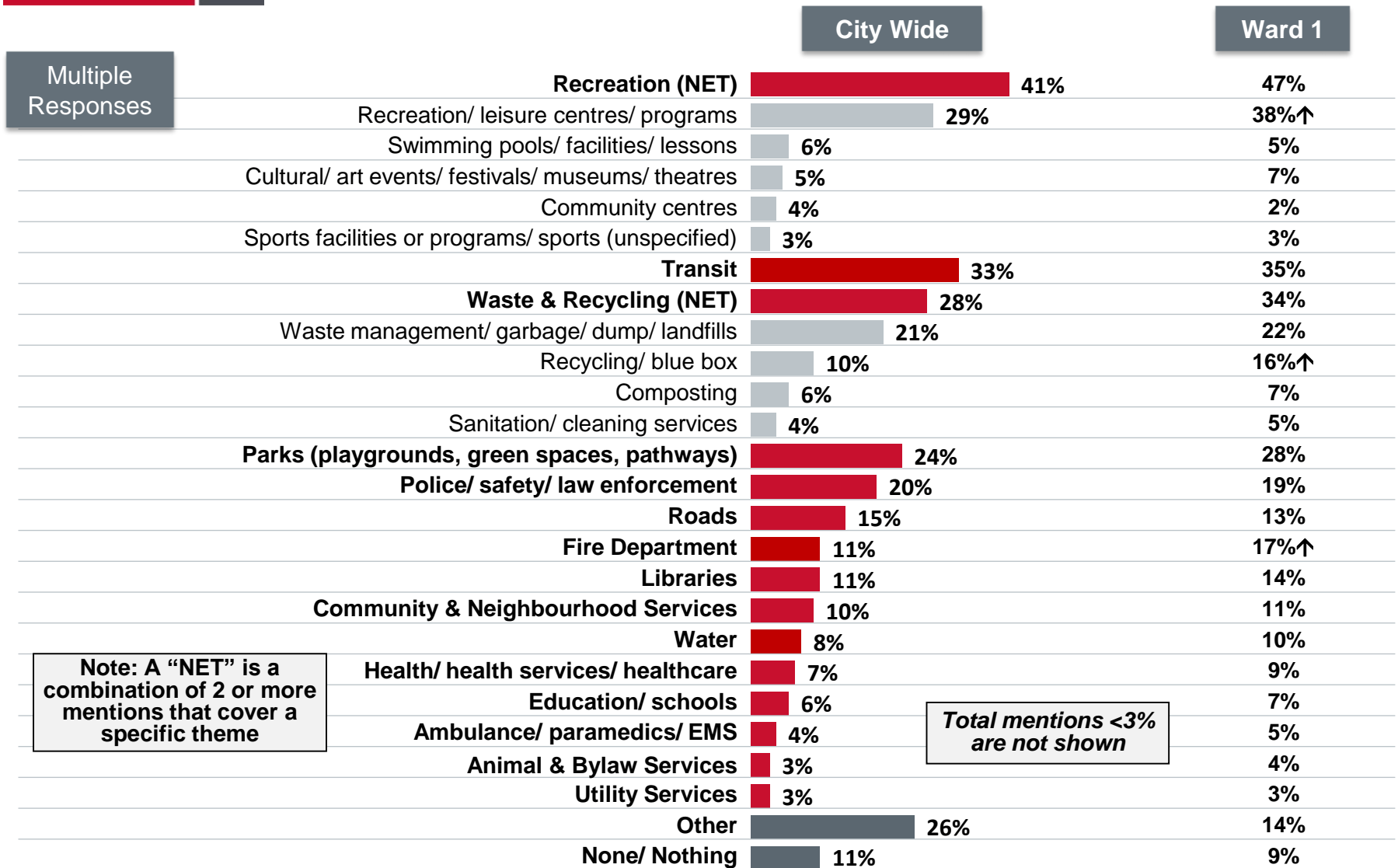




## City Programs and Services



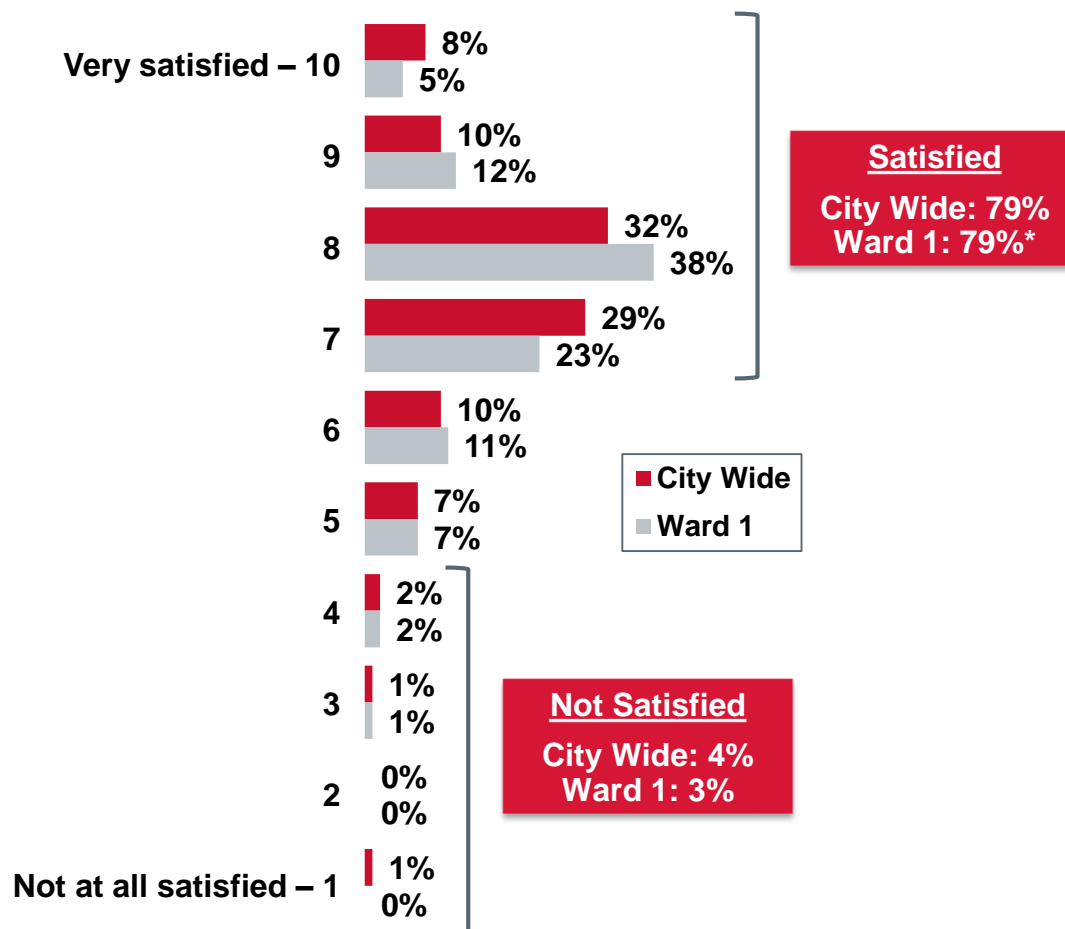
# Top-of-Mind Programs and Services



*Thinking about all of the services and programs provided by The City of Calgary, what services come to mind?*

Base: Valid respondents (City Wide: n=2,436 / Ward 1: n=177)

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



\*Rounding

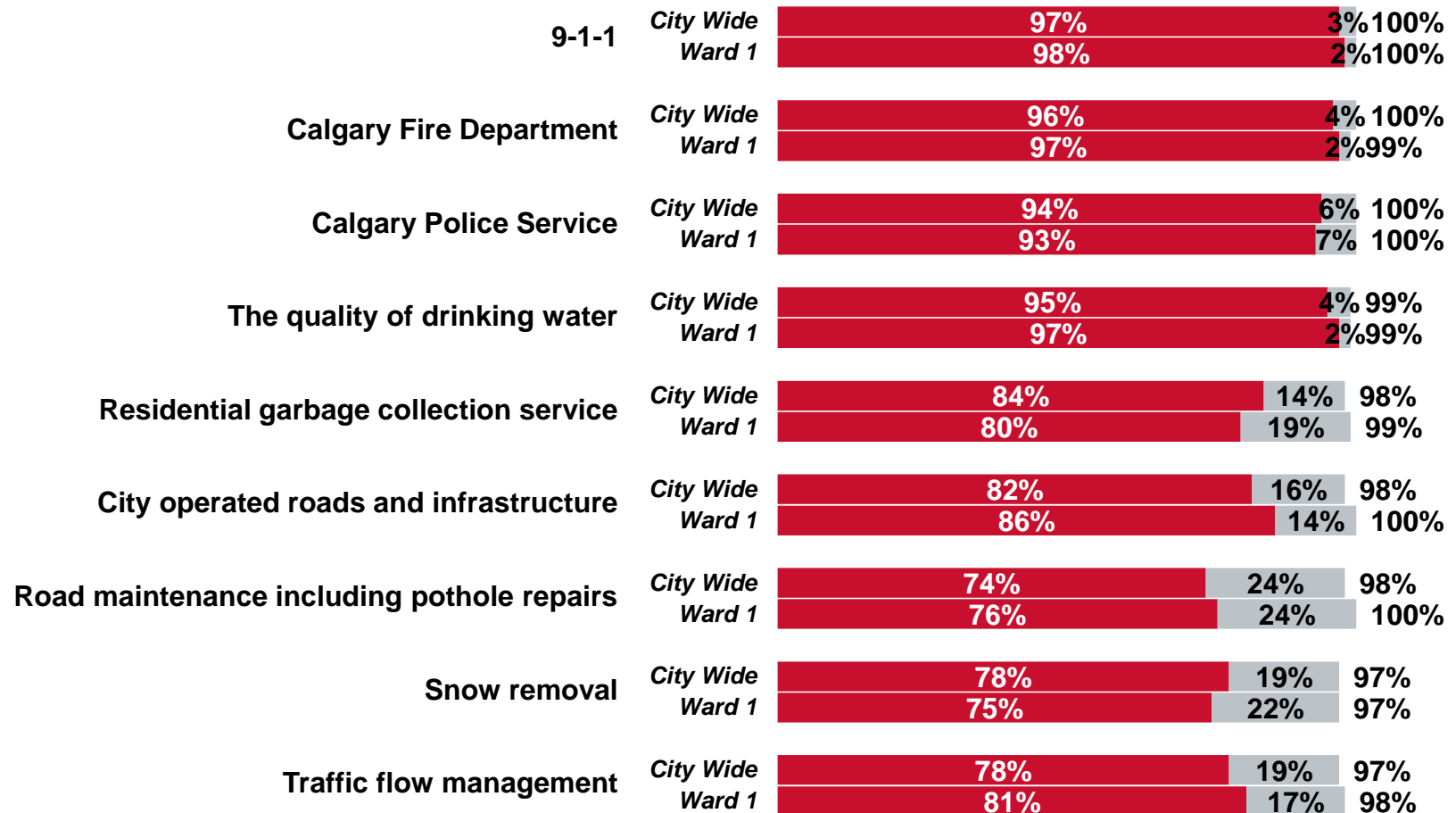
On a scale from “1” to “10” where “1” represents “not at all satisfied” and “10” represents “very satisfied,” how satisfied are you with the overall level and quality of services and programs provided by The City of Calgary?

Base: Valid respondents (City Wide: n=2,486 / Ward 1: n=180)

# Importance of City Programs and Services

% Important

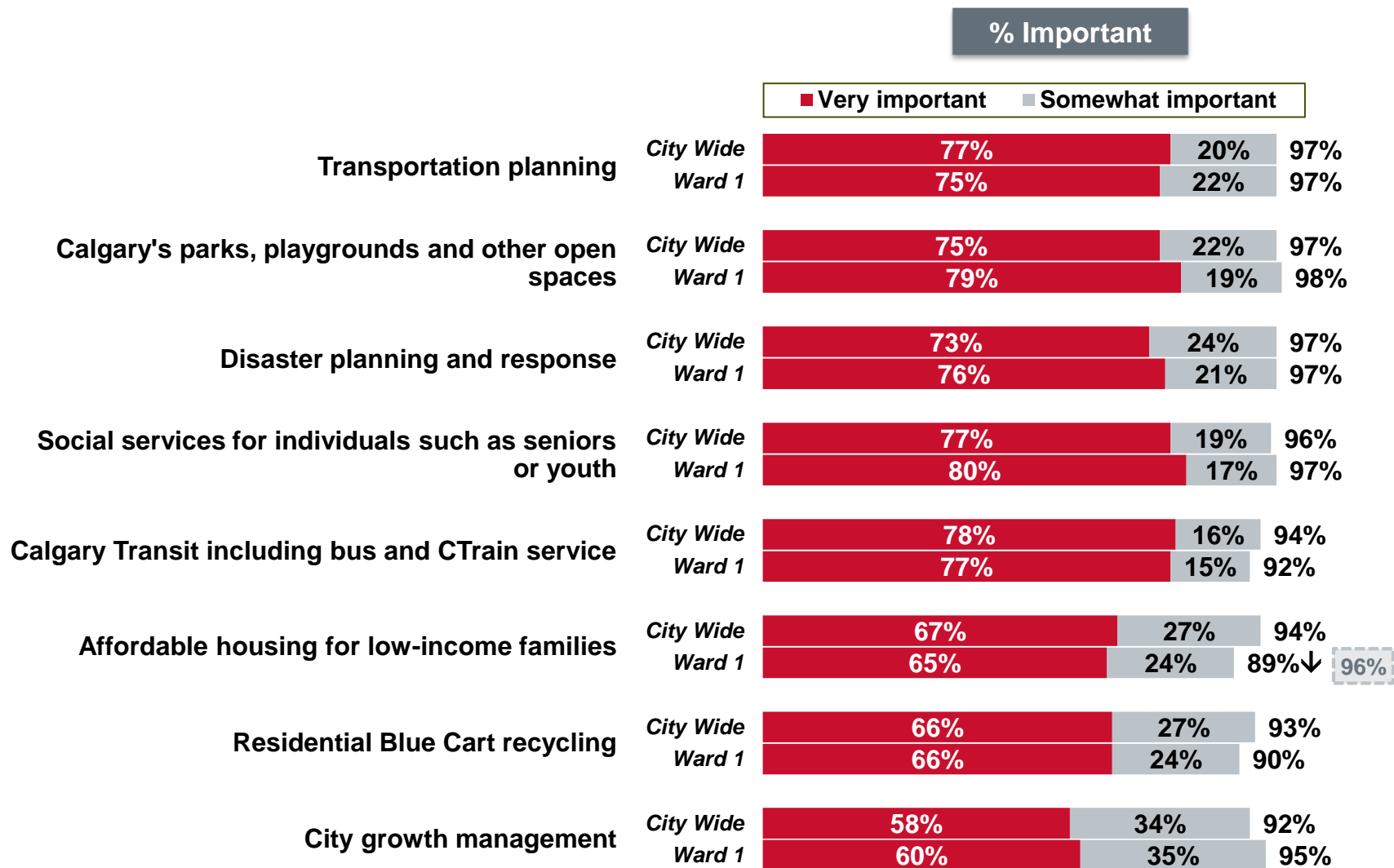
■ Very important ■ Somewhat important



*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.*

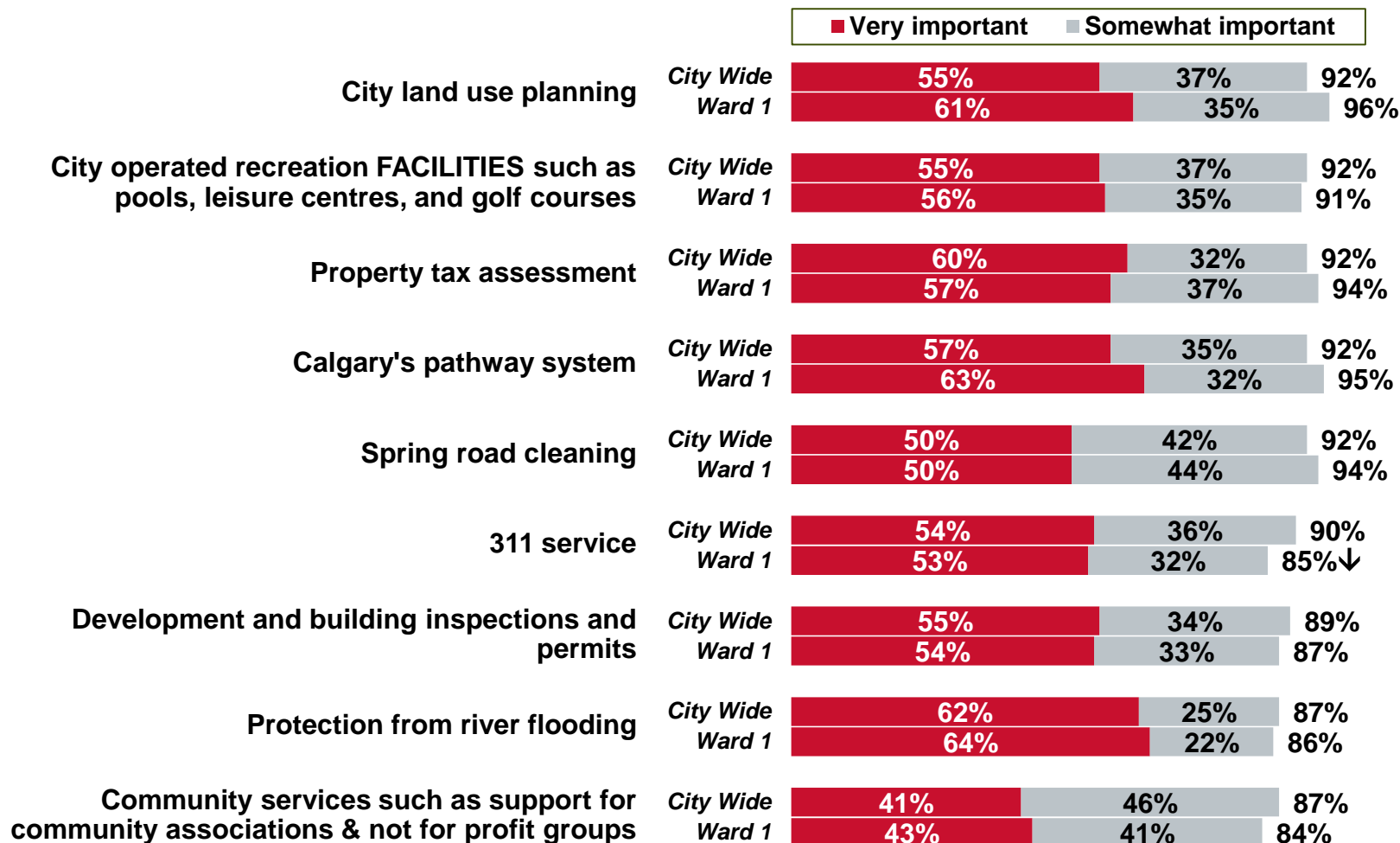
Base: Valid respondents (Bases vary)

Ward 1 2016



# Importance of City Programs and Services (continued)

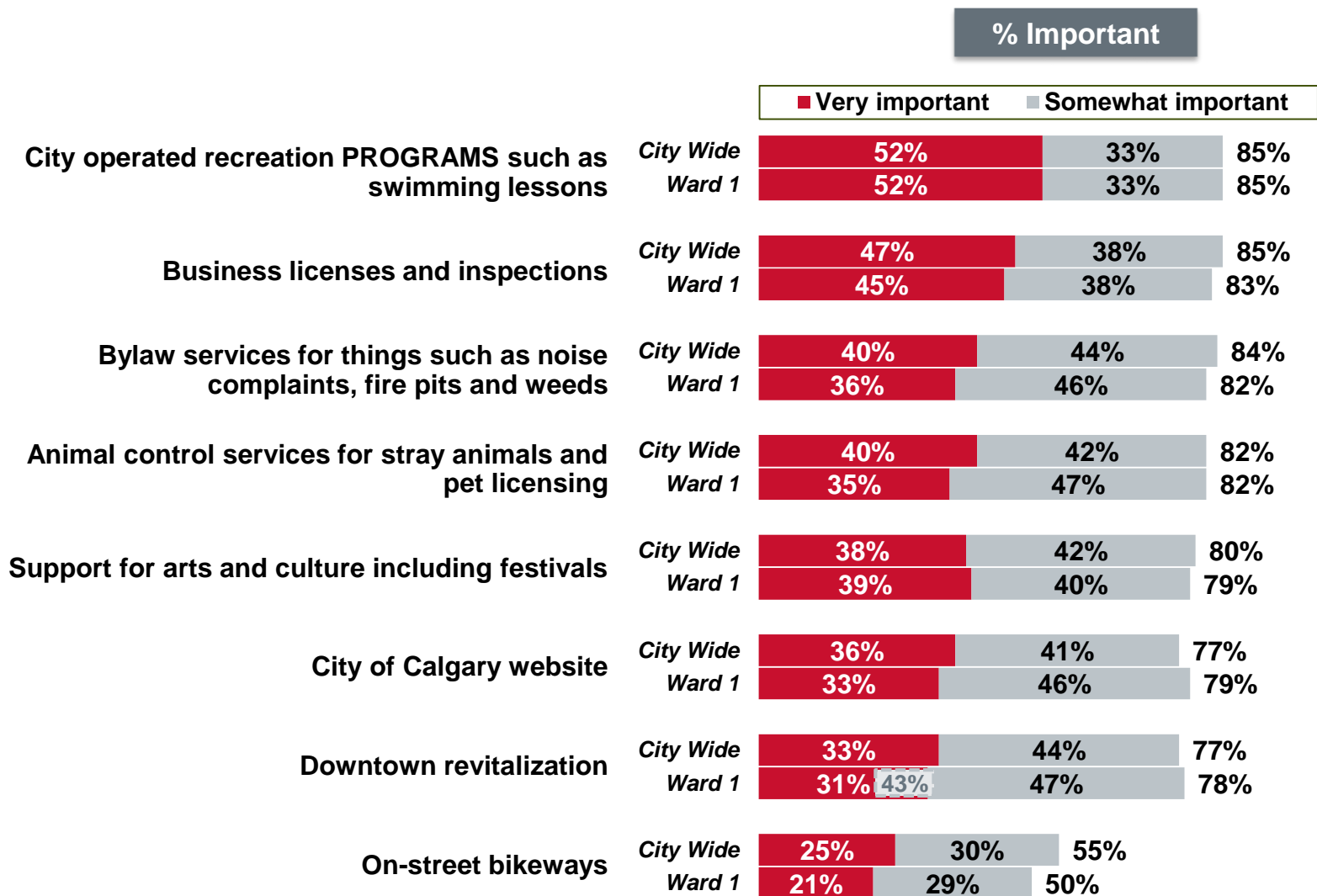
## % Important



*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)

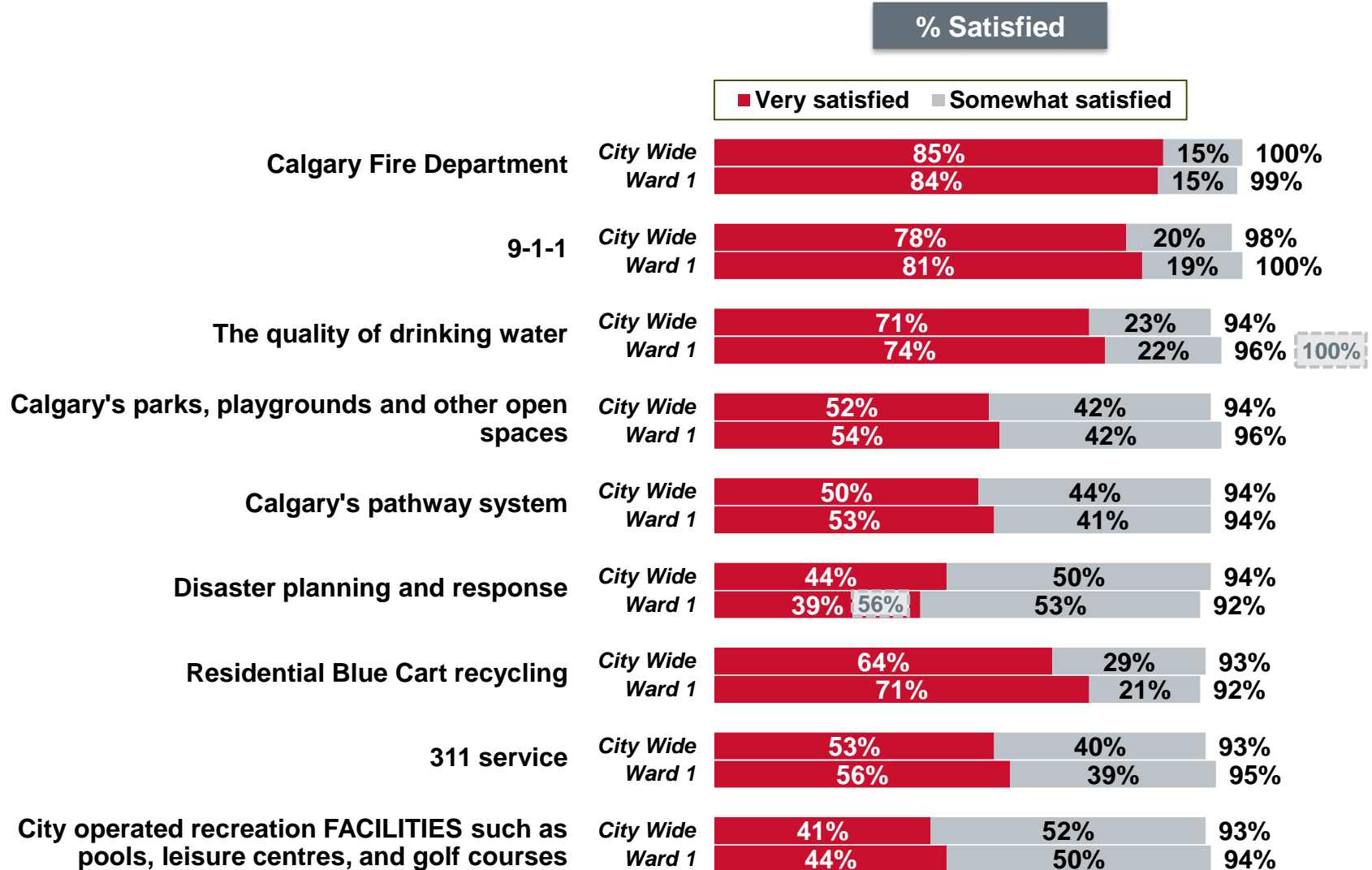


*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me how important each one is to you.*

Base: Valid respondents (Bases vary)

Ward 1 2016

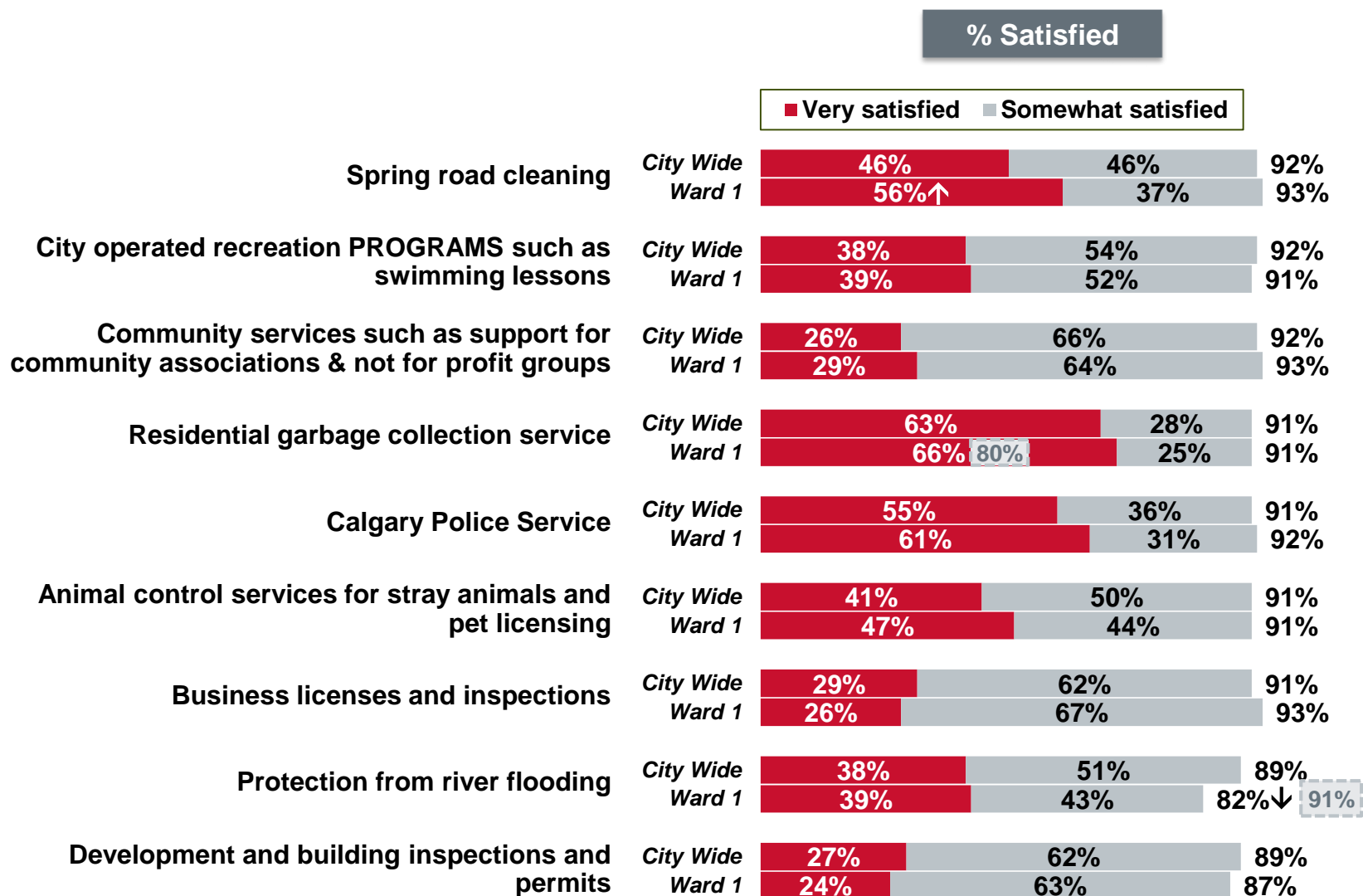
# Satisfaction with City Programs and Services



Ward 1 2016

*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)

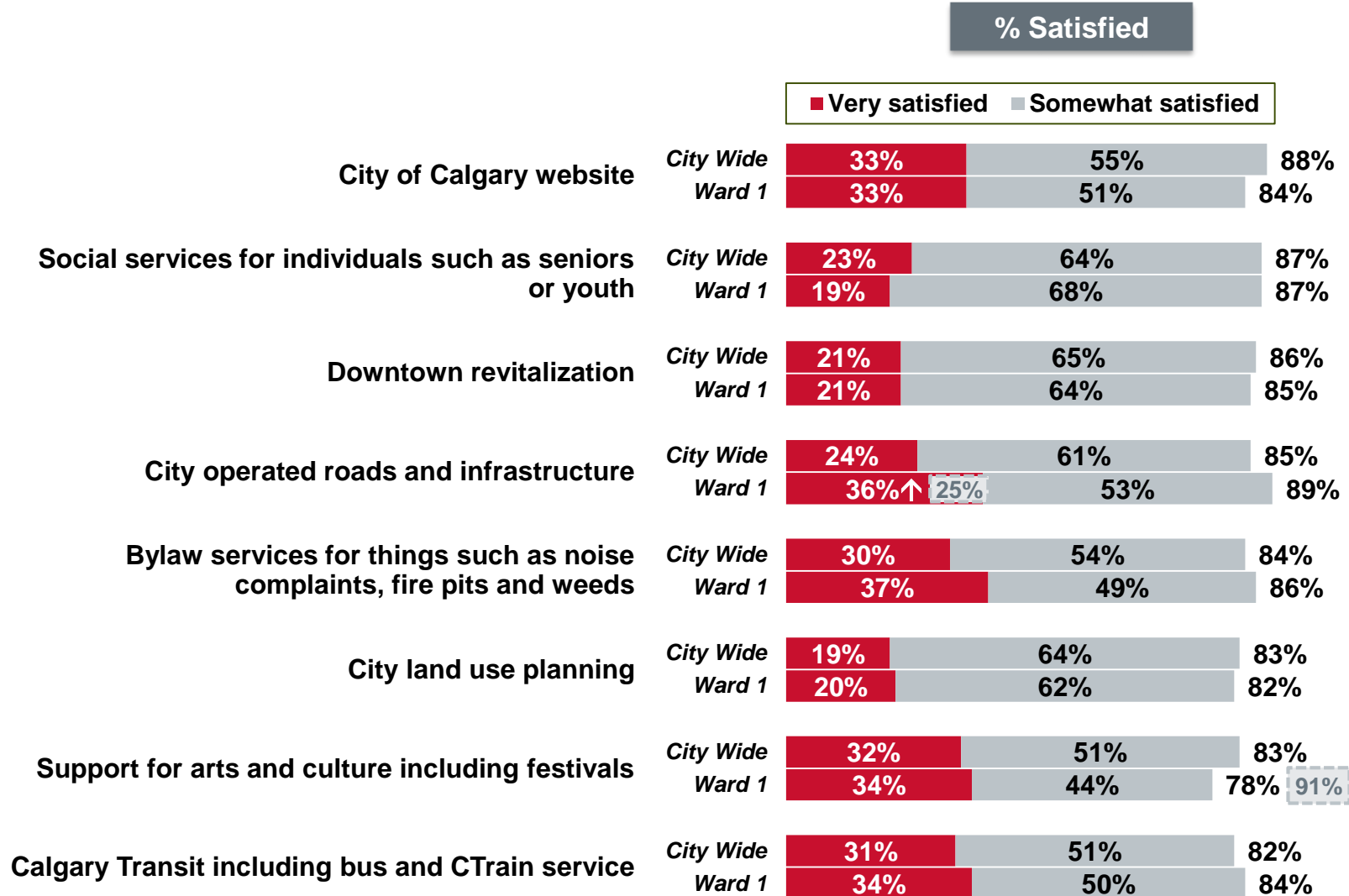
# Satisfaction with City Programs and Services (continued)



*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)

Ward 1 2016

# 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)

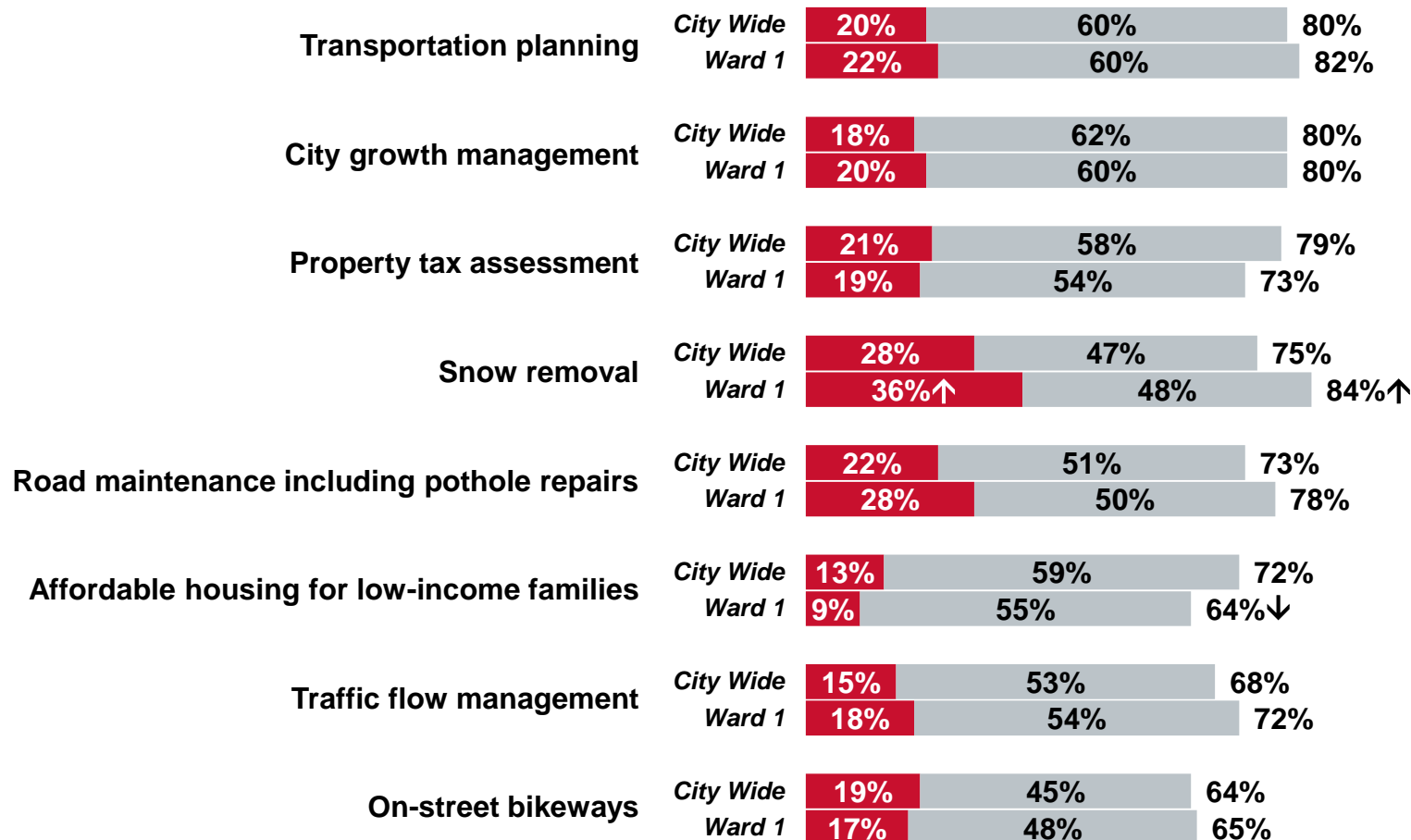
Ward 1 2016



# Satisfaction with City Programs and Services (continued)

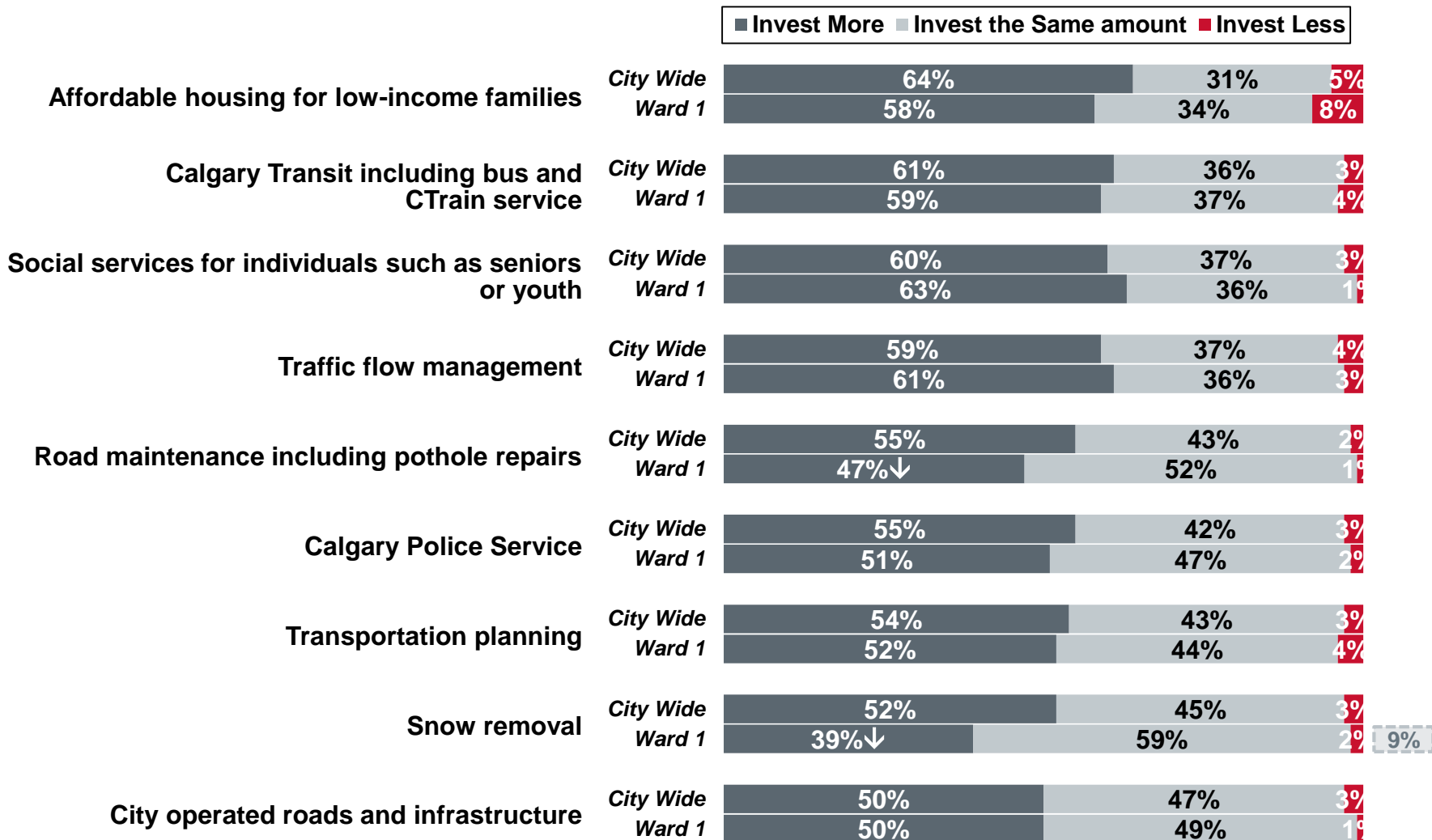
% Satisfied

■ Very satisfied ■ Somewhat satisfied



*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)*

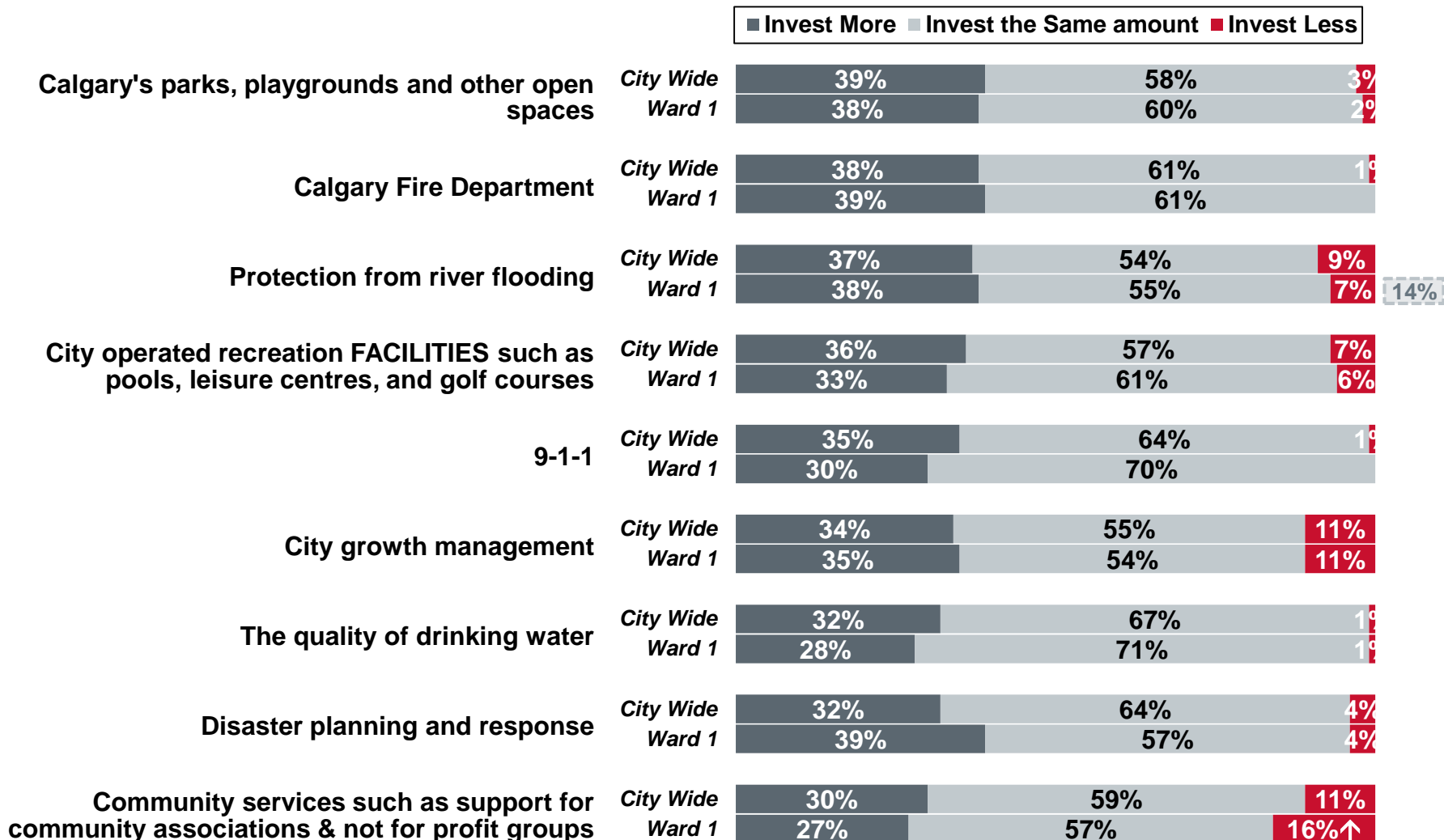
# Investment in City Programs and Services



Ward 1 2016

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)

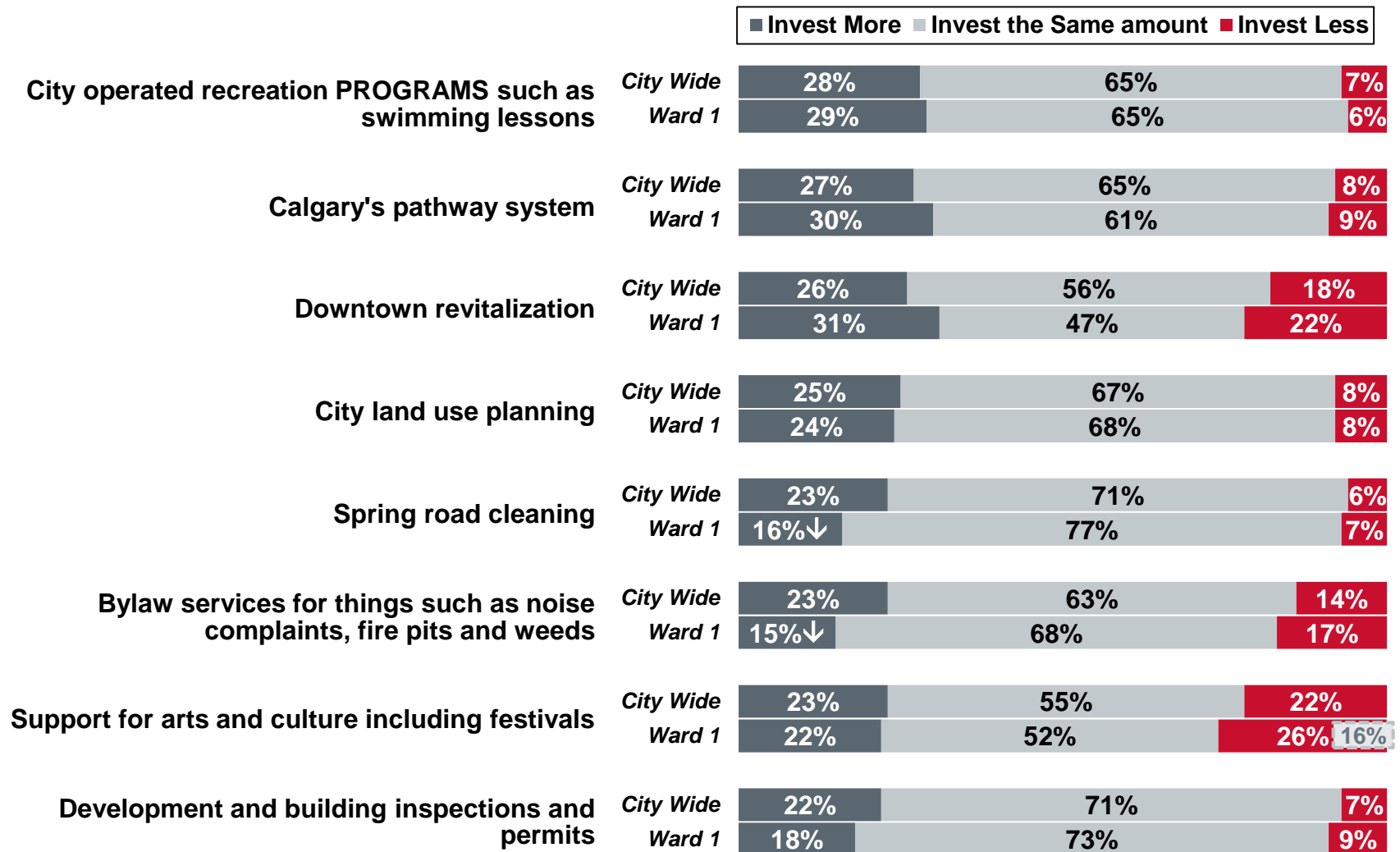
# Investment in City Programs and Services (continued)



Ward 1 2016

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 1 2016

*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)

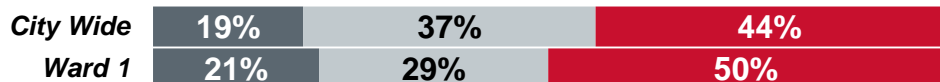
# Investment in City Programs and Services (continued)

■ Invest More ■ Invest the Same amount ■ Invest Less

## Business licenses and inspections



## On-street bikeways



## Animal control services for stray animals and pet licensing



## Residential garbage collection service



## City of Calgary website



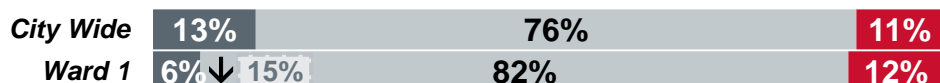
## 311 service



## Property tax assessment



## Residential Blue Cart recycling



Ward 1 2016

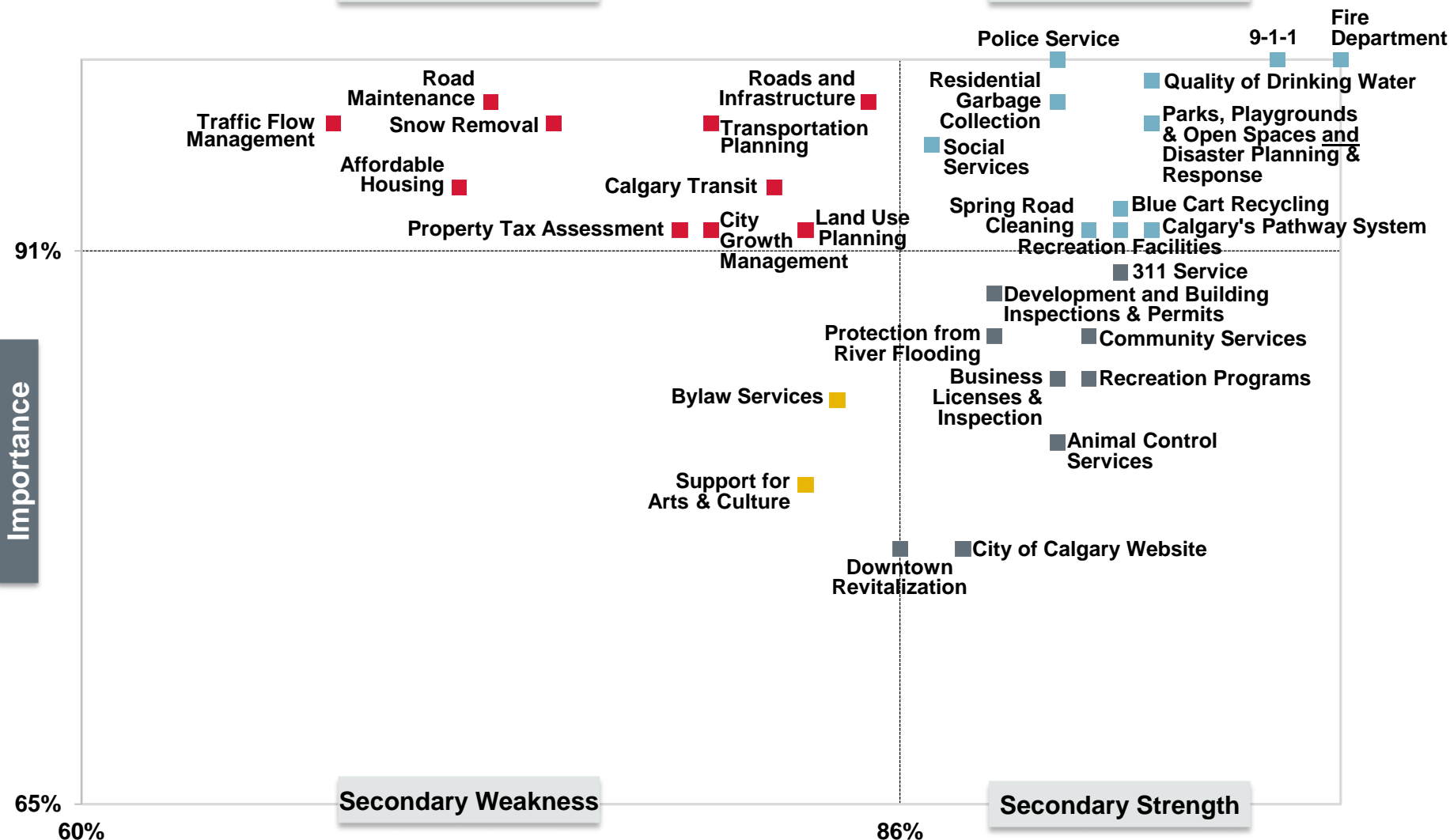
*I am going to read a list of programs and services provided to you by The City of Calgary.  
Please tell me if you think The City should invest more, less or the same amount on the program or service.*  
Base: Valid respondents (Bases vary)



# Importance vs. Satisfaction Grid: City Wide

Primary Weakness

Primary Strength



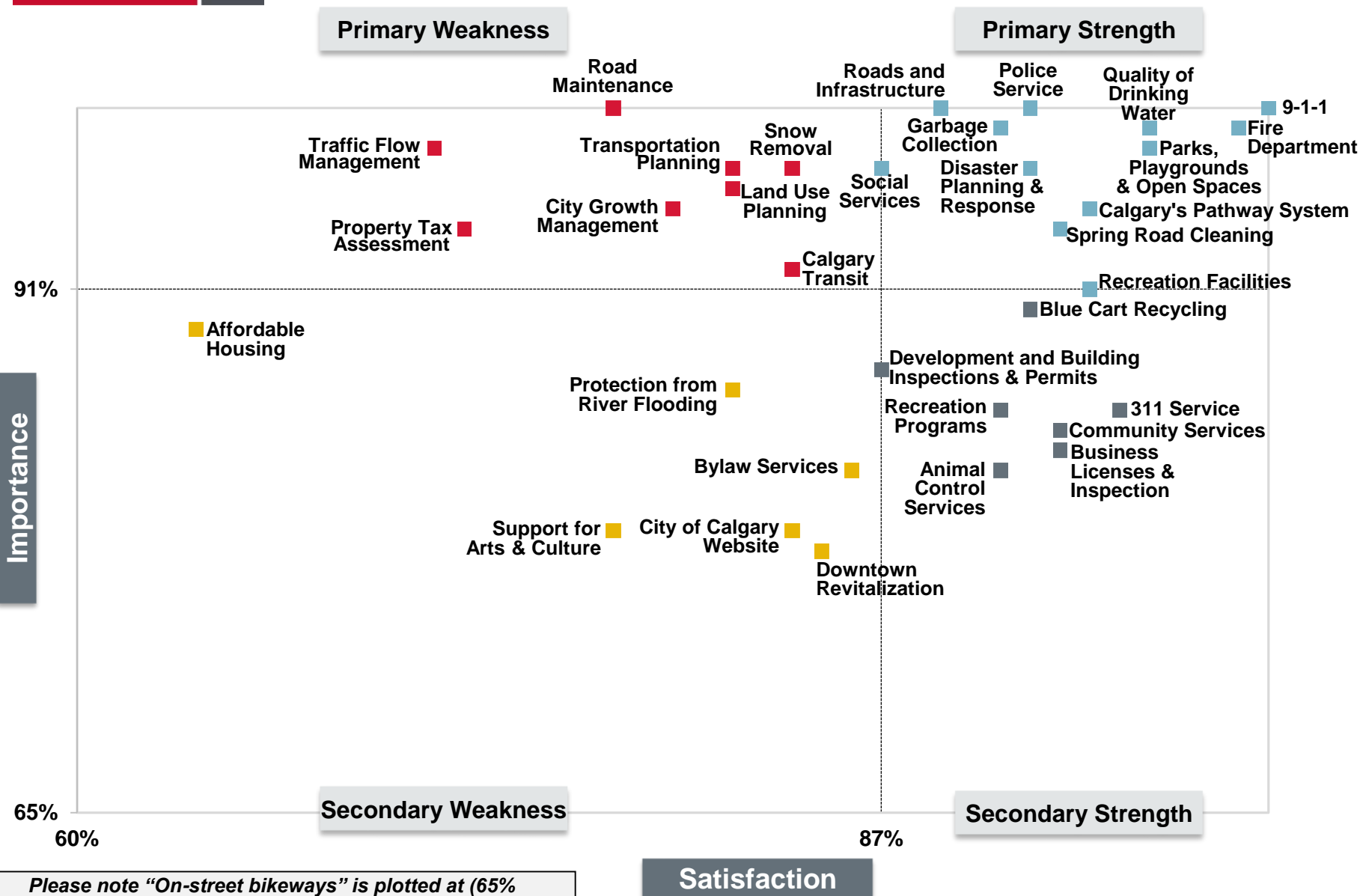
Satisfaction

Secondary Strength

Secondary Weakness

Please note "On-street bikeways" is plotted at (64% satisfaction, 55% importance) and not illustrated on this graph.

# Importance vs. Satisfaction Grid: Ward 1



# Primary Strengths and Weaknesses: City Wide versus Ward 1

*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)**

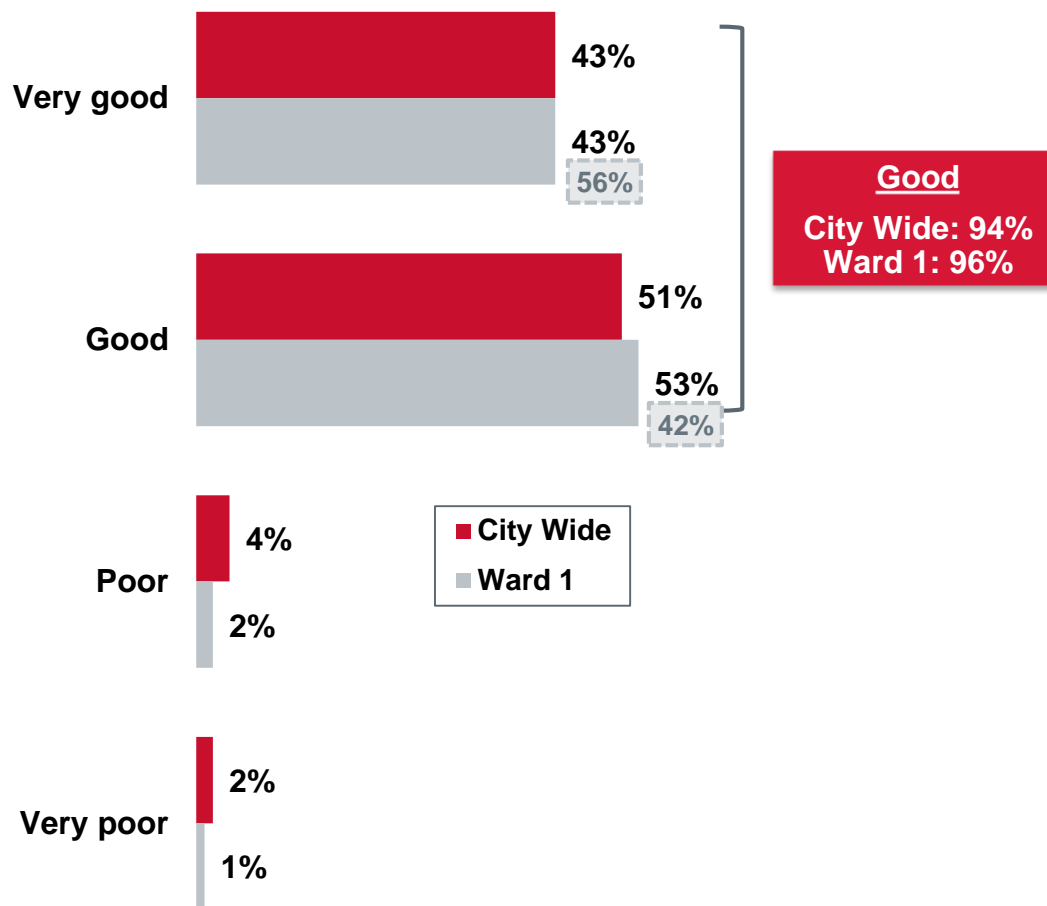
	City Wide	Ward 1
Fire Department		
911		
Residential Garbage Collection		
Quality of Drinking Water		
Police Service		
Parks, Playgrounds and Open Spaces		
Disaster Planning and response		
Calgary's Pathway System		
Spring Road Cleaning		
Blue Cart Recycling		
Recreation Facilities		
Social Services		
Traffic Flow Management		
Affordable Housing		
Property Tax Assessment		
Road Maintenance		
Transportation Planning		
Snow Removal		
City Growth Management		
Calgary Transit		
Roads and Infrastructure		
Land Use Planning		



## Environmental Performance



# Perceptions About Overall State of Calgary's Environment

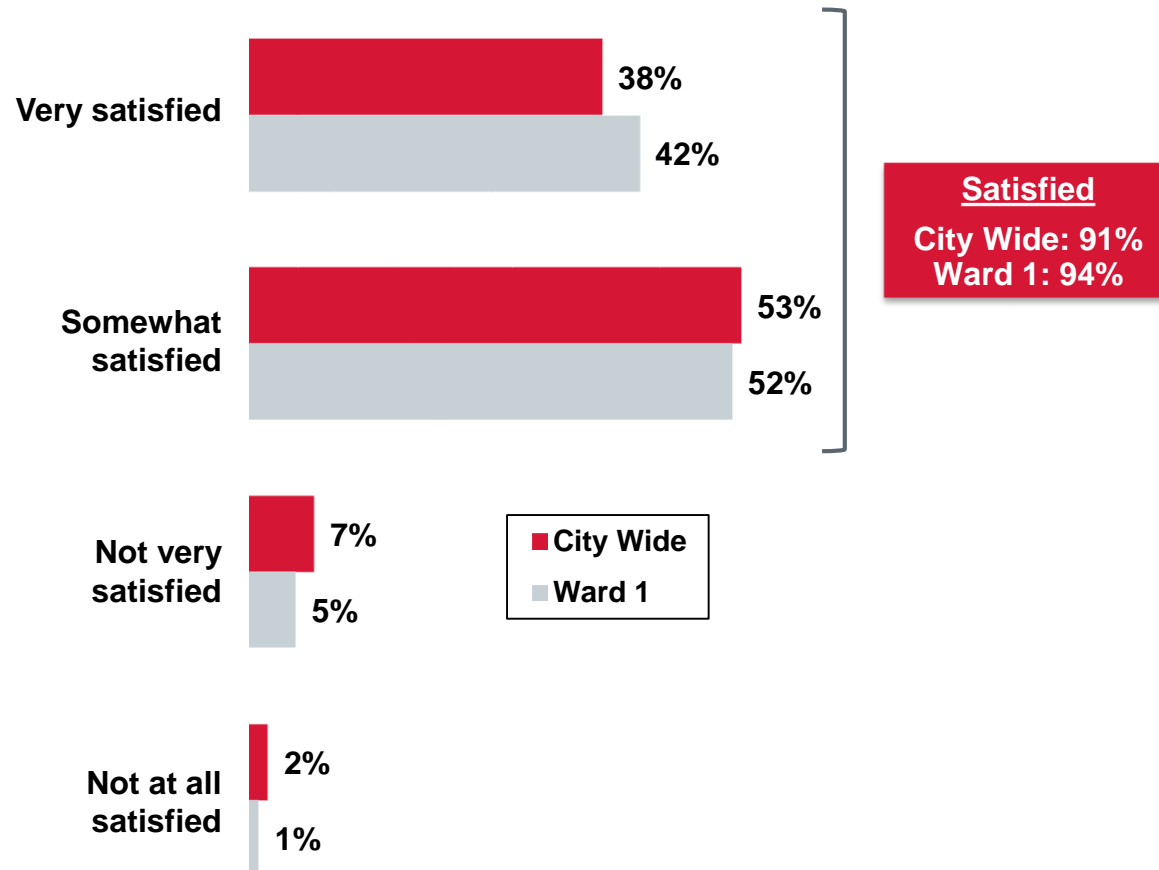


Ward 1 2016

*Thinking about things such as air, water and land quality in the city, how would you rate the overall state of Calgary's environment today?*  
 Base: Valid respondents (City Wide: n=2,492 / Ward 1: n=180)



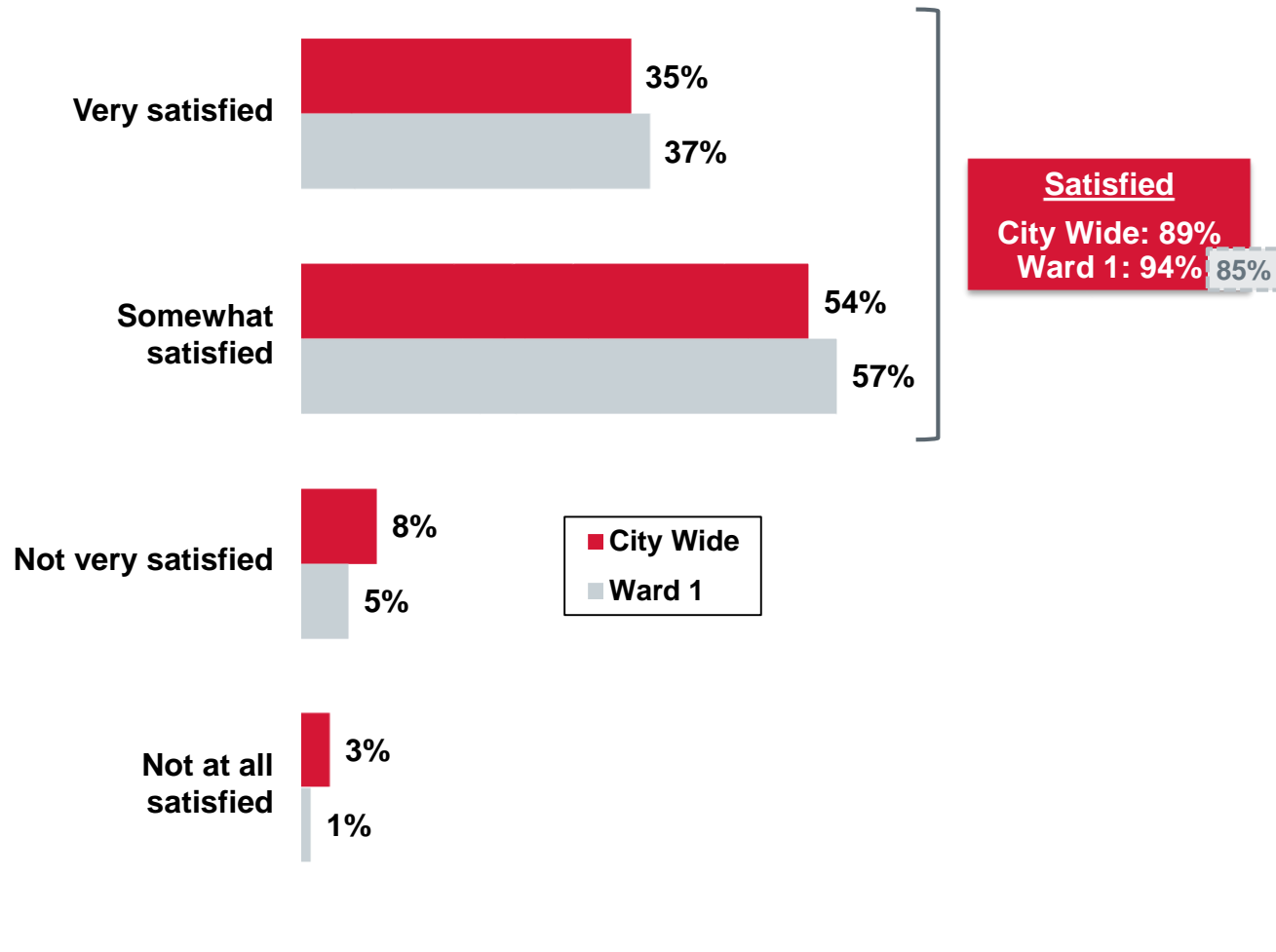
# Satisfaction with The City's Environmental Performance



*How satisfied are you with the job The City of Calgary is currently doing to protect the environment?*

Base: Valid respondents (City Wide: n=2,484 / Ward 1: n=179)

# Satisfaction with The City's Environmental Programs and Services



*How satisfied are you with The City of Calgary's programs and services aimed at helping Calgarians reduce their environmental impact?*

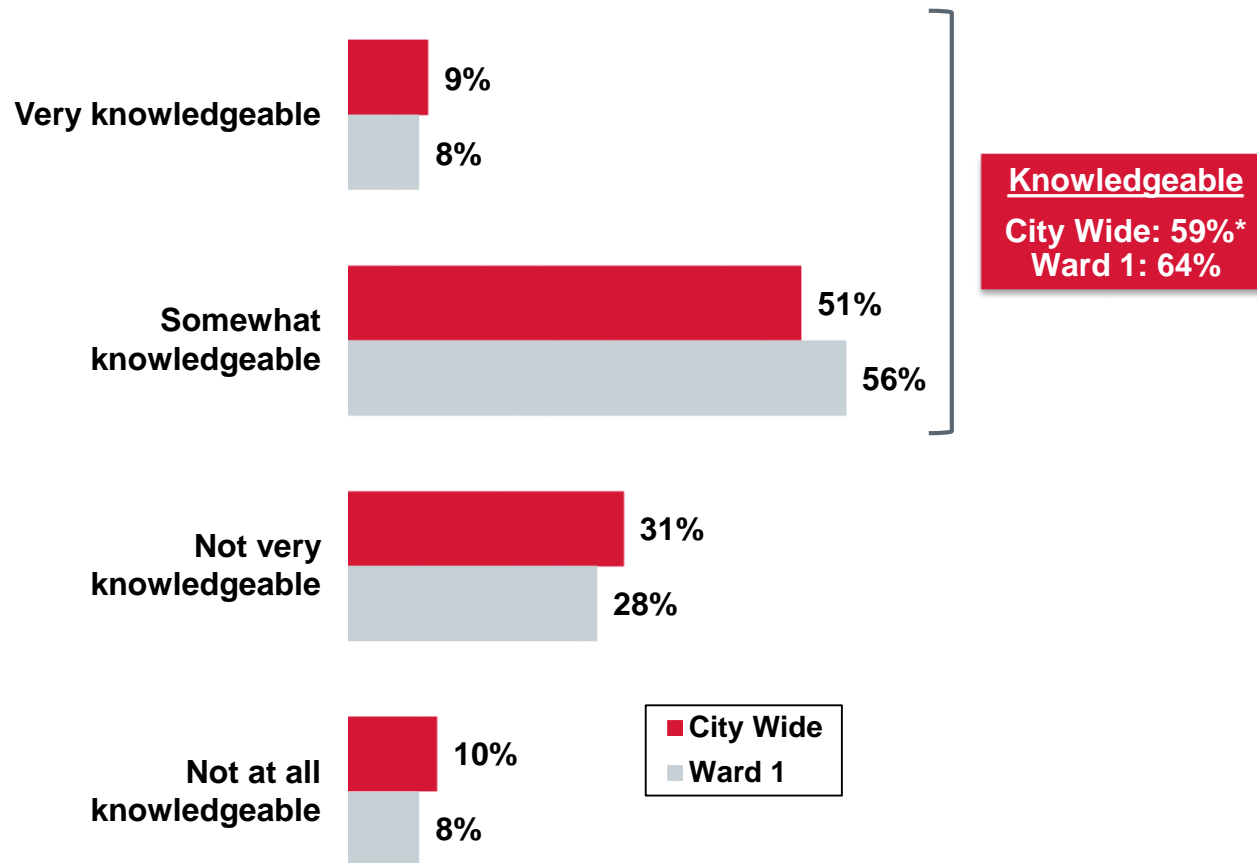
Base: Valid respondents (City Wide: n=2,478 / Ward 1: n=178)



## Taxation



# Knowledge Levels of Tax Dollar Spending

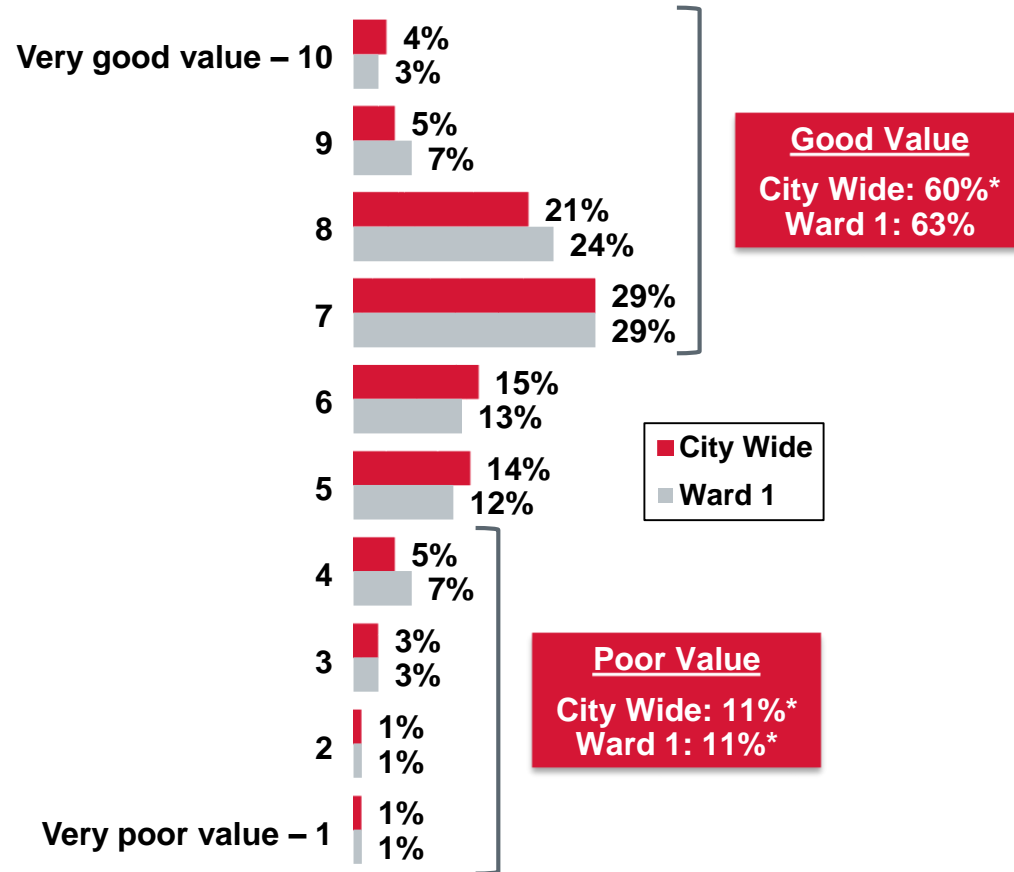


\*Rounding

*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=2,494 / Ward 1: n=178)

# Perceived Value of Property Taxes



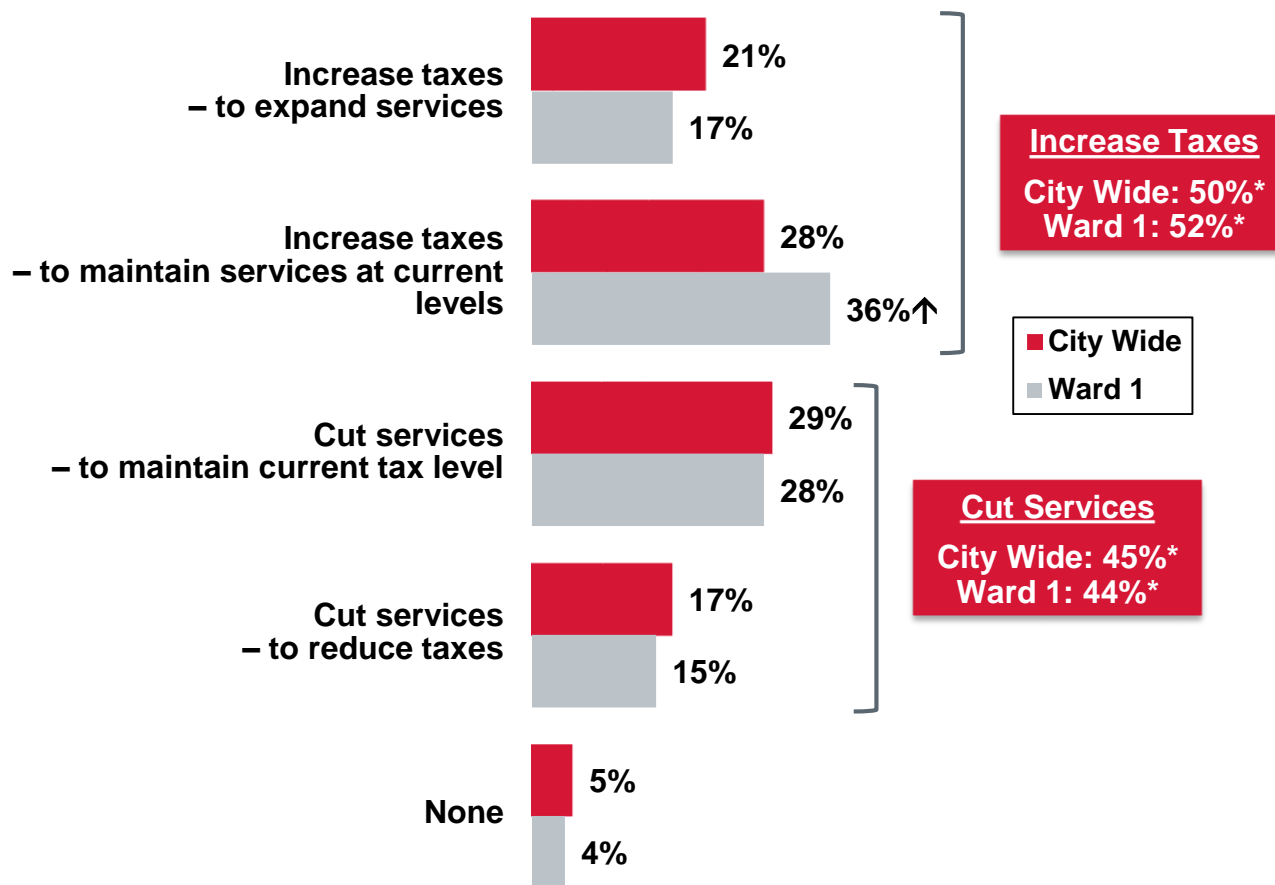
\*Rounding

*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=2,467 / Ward 1: n=180)



# Balancing Taxation and Service Delivery Levels

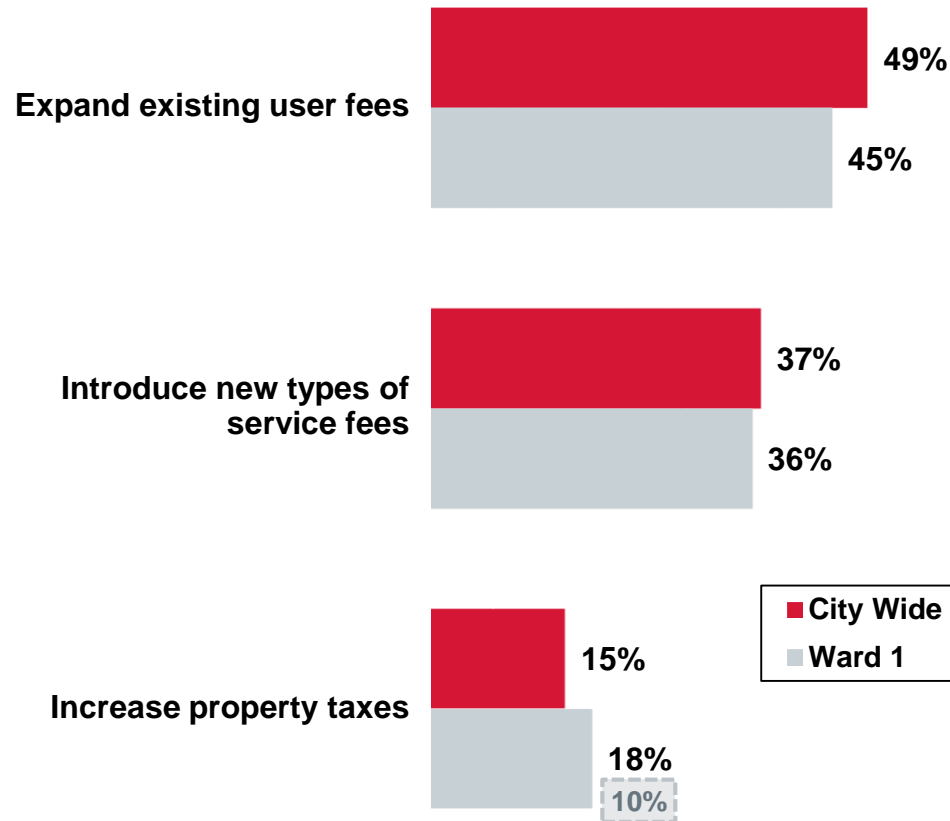


\*Rounding

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

Base: Valid respondents (City Wide: n=2,459 / Ward 1: n=174)

# 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 ...?*

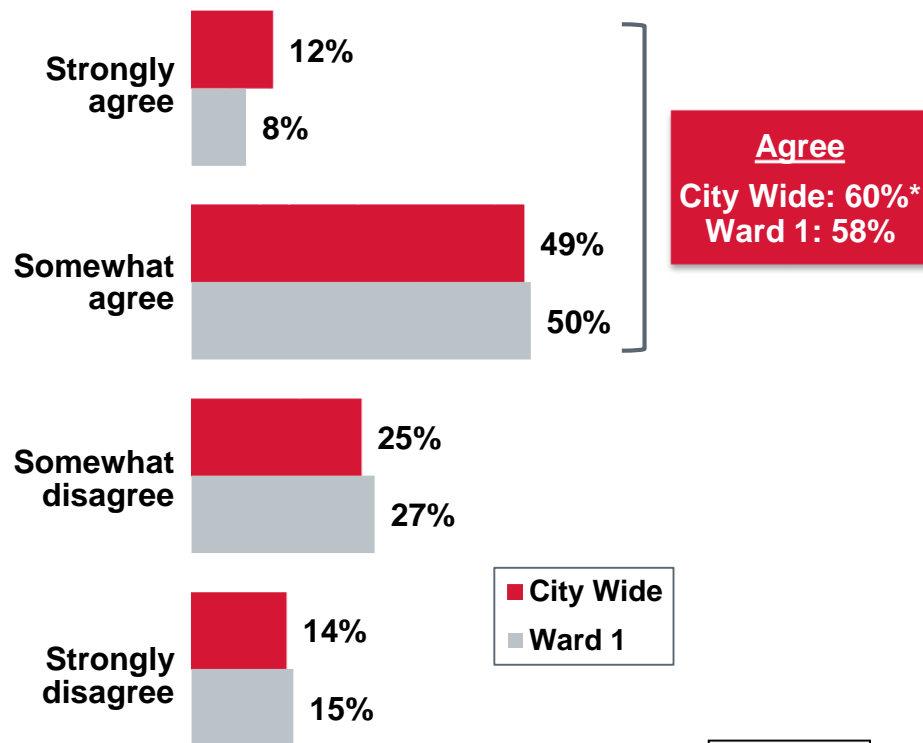
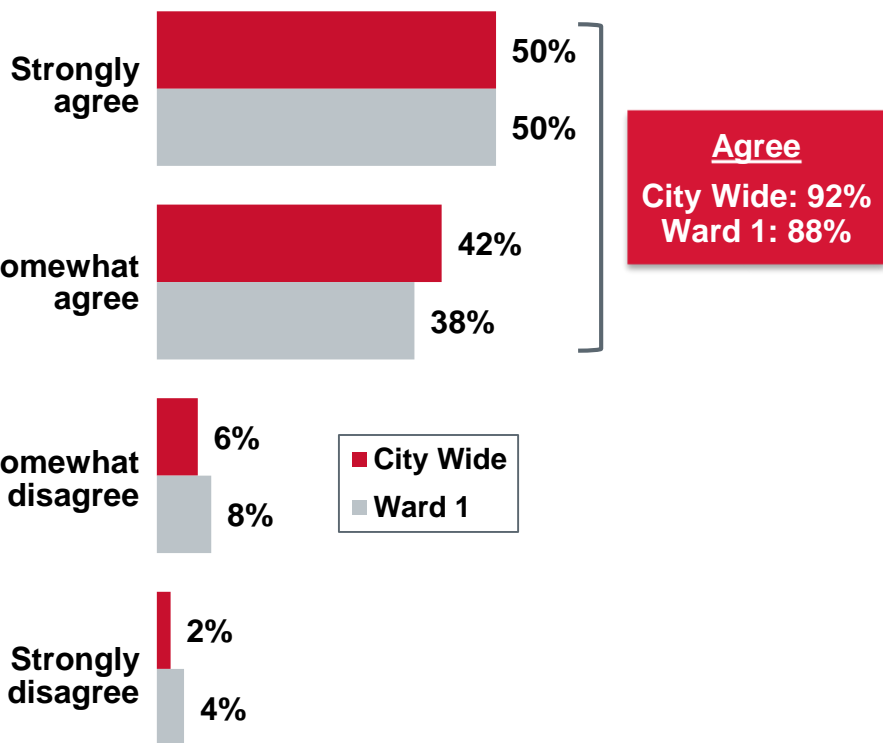
Base: Valid respondents (City Wide: n=2,365 / Ward 1: n=163)

Ward 1 2016

# 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

Base: Valid respondents (City Wide: n=2,488 / Ward 1: n=180)

Base: Valid respondents (City Wide: n=2,464 / Ward 1: n=177)

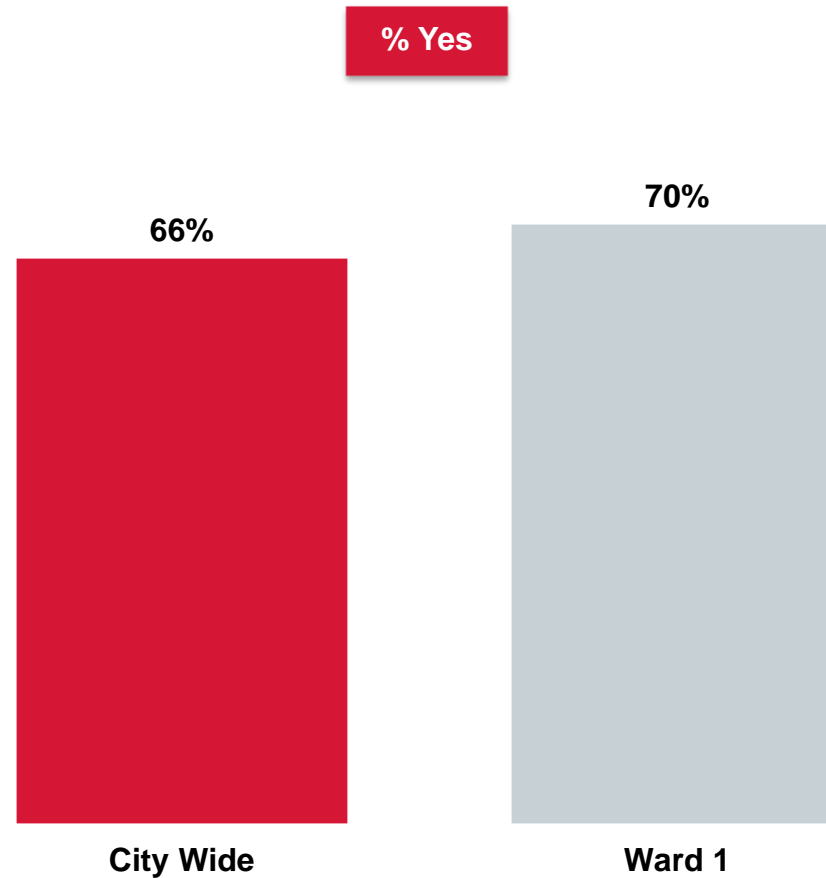
Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.



## Contact with The City



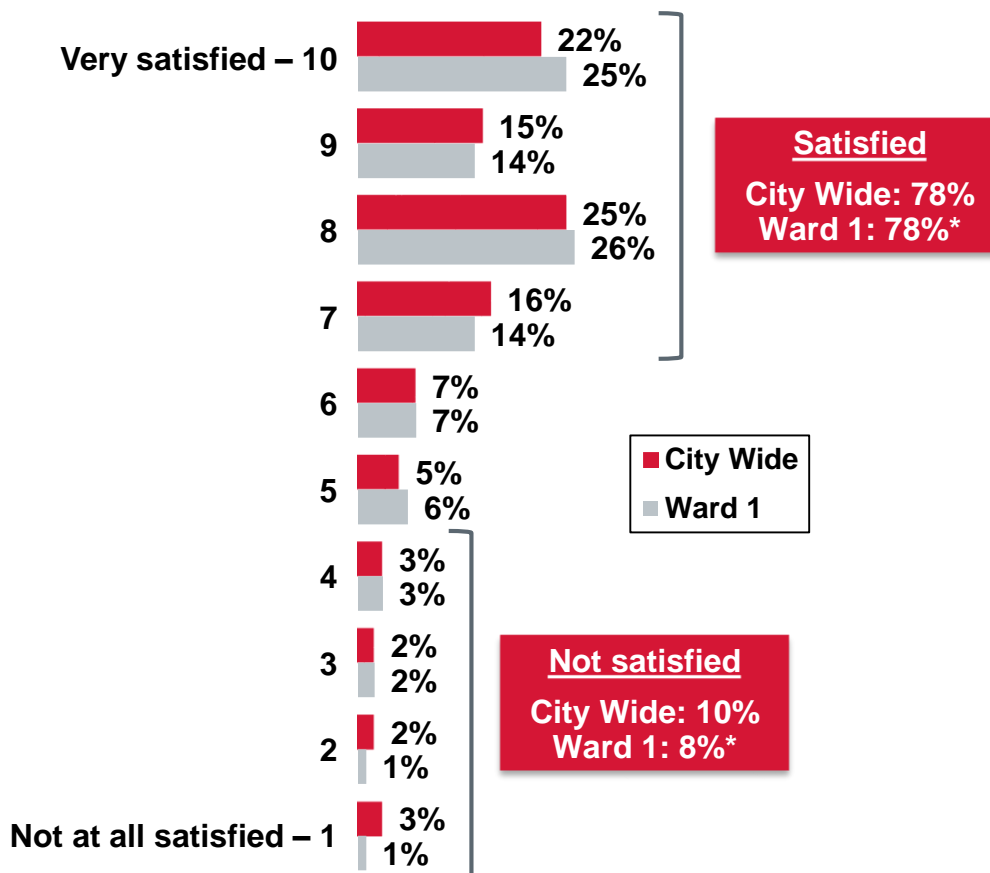
# Past 12 Months Contact with The City of Calgary



*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=2,494 / Ward 1: n=180)

# Satisfaction with the Overall Level and Quality of Customer Service



\*Rounding

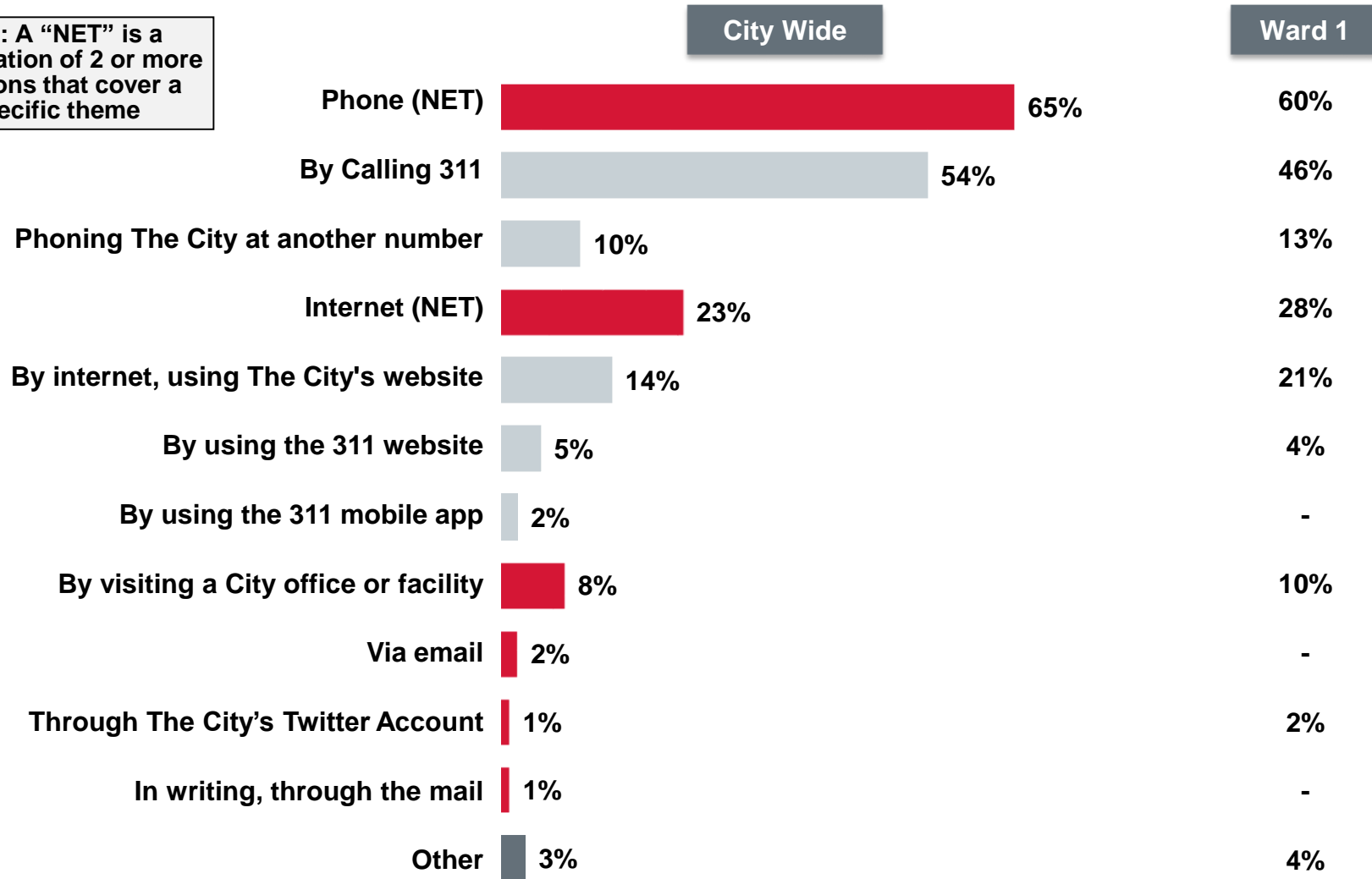
On a scale of 1 – 10 where “1” represents “not at all satisfied” and “10” represents “very satisfied”, how satisfied are you with the overall level and quality of customer service provided by The City of Calgary?

Base: Valid respondents who contacted or dealt with The City in the last twelve months (City Wide: n=1,649 / Ward 1: n=123)



# Type of Contact

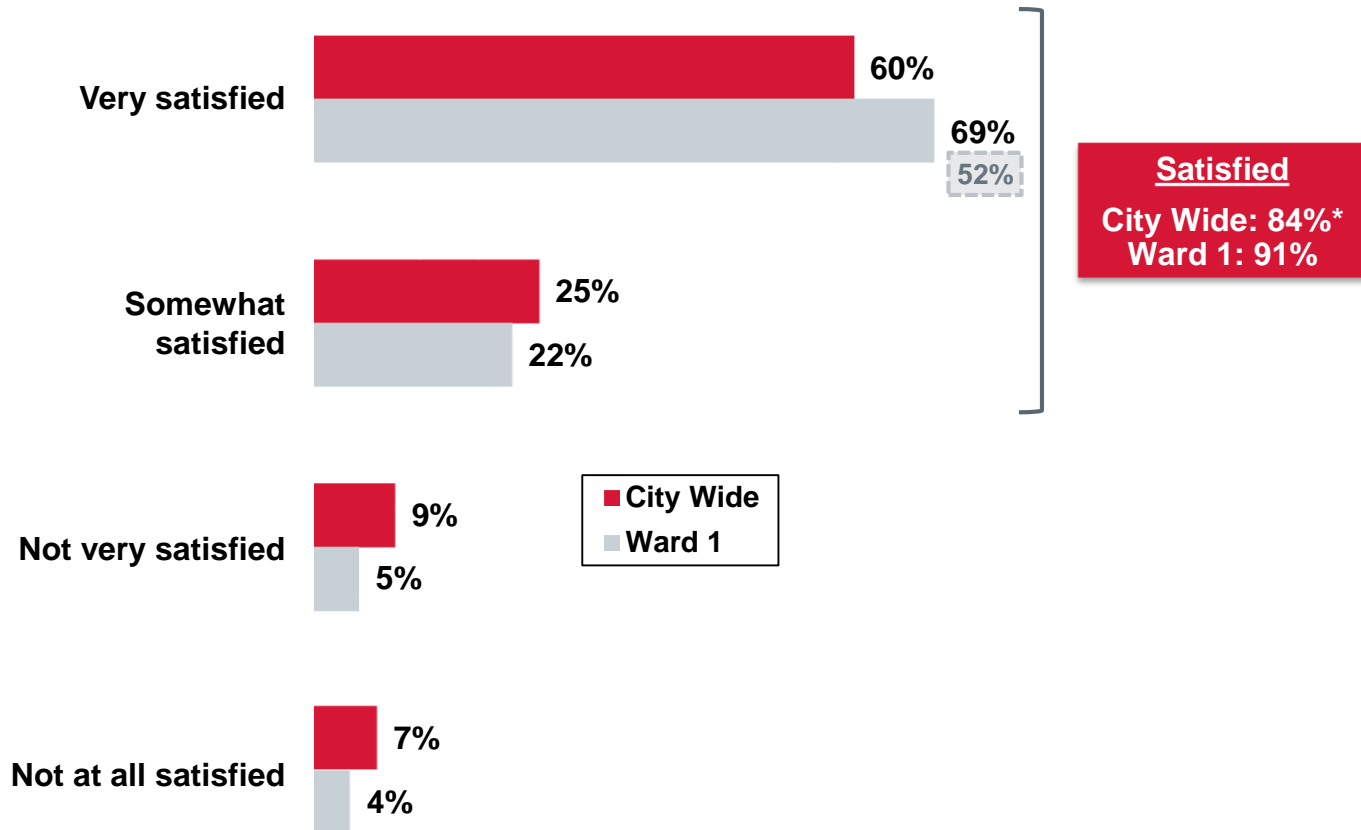
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



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

Base: Valid respondents who contacted The City in the last twelve months (City Wide: n=1,084 / Ward 1: n=79)

# Satisfaction with Most Recent City Contact



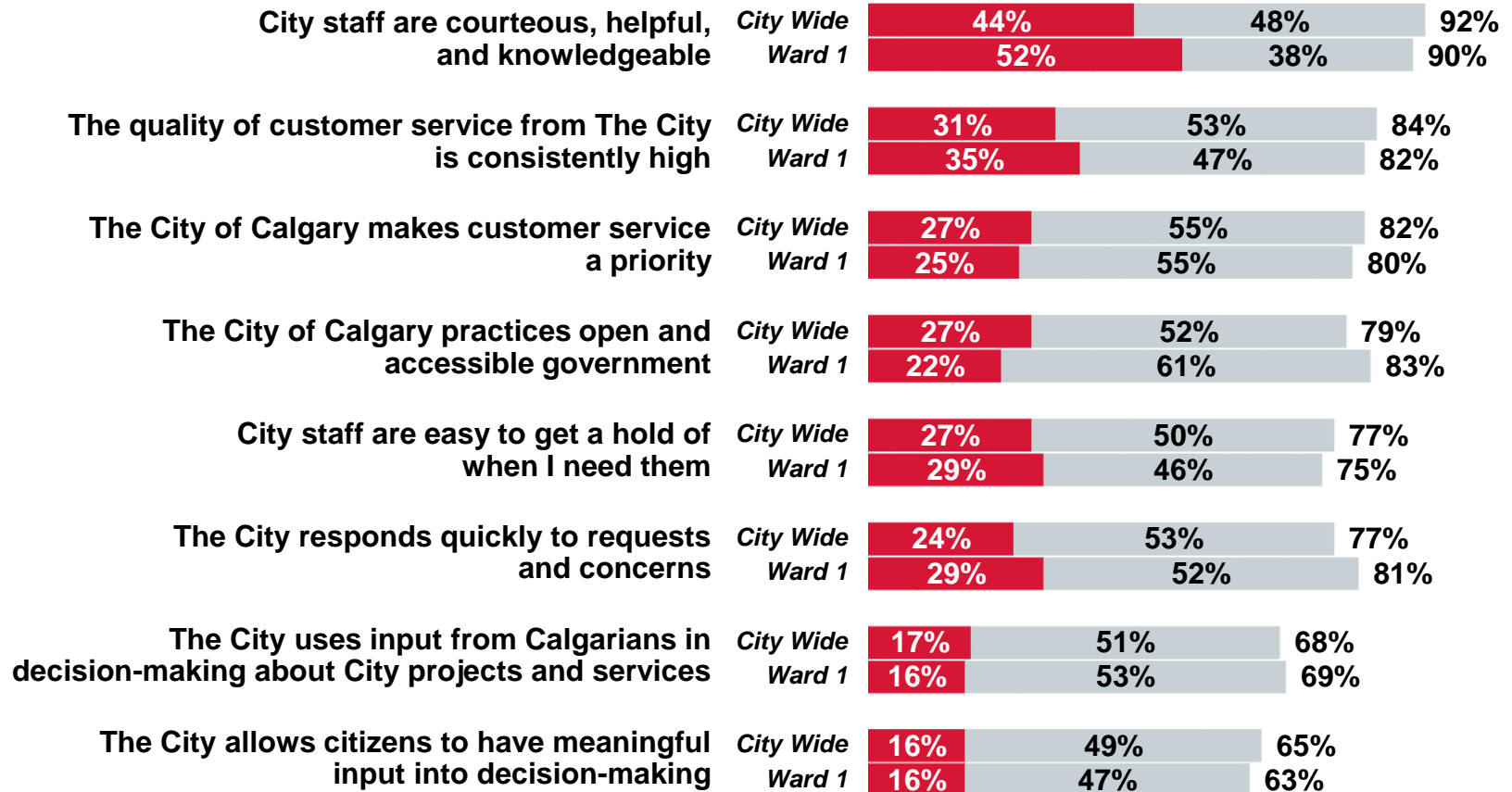
How satisfied were you with your most recent contact with The City?

Base: Valid respondents who contacted The City of Calgary in the last twelve months (City Wide: n=1,085 / Ward 1: n=79)

# Attitudes Regarding City Service Delivery and Transparency

% Agree

■ Strongly agree ■ Somewhat agree



*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?*

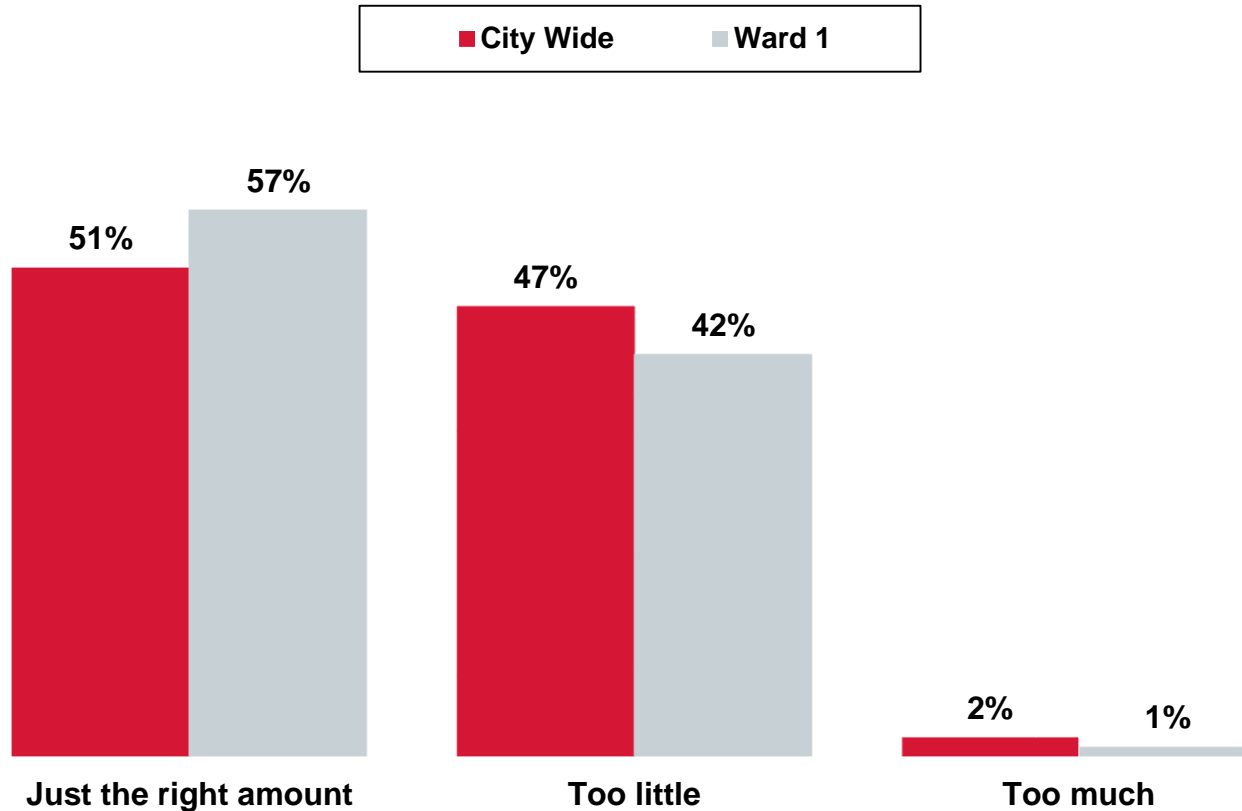
Base: Valid respondents (Bases vary)



## City Communications



# The Amount of Information Received



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

Base: Valid respondents (City Wide: n=2,474 / Ward 1: n=178)

# Top Areas for Information from The City

Ward 1

Multiple Responses

<b>Budget &amp; Spending (NET)</b>	36%	46%↑
Taxes/ government spending	33%	42%↑
<b>Infrastructure, Traffic &amp; Roads (NET)</b>	32%	31%
Roads	13%	14%
Construction	6%	5%
Infrastructure (unspecified)	5%	6%
<b>Planning &amp; Development (NET)</b>	16%	18%
Planning/ future growth	9%	11%
Land use planning/ development	4%	6%
<b>Taxation (NET)</b>	16%	21%
Taxes/ taxation (unspecified)	10%	10%
Property taxes	5%	9%↑
<b>Transit (NET)</b>	15%	17%
Transit	7%	8%
Transportation (unspecified)	7%	7%
<b>Government (NET)</b>	12%	10%
<b>Recreation (NET)</b>	9%	10%
Recreation/ leisure centres/ programs	7%	7%
<b>Community &amp; Social Services (NET)</b>	9%	8%
<b>City Services (NET)</b>	8%	9%
<b>Crime, Safety &amp; Policing (NET)</b>	8%	11%
<b>Media (NET)</b>	6%	5%
<b>Environment &amp; Waste Management (NET)</b>	5%	5%
City/ public art displays	5%	3%

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

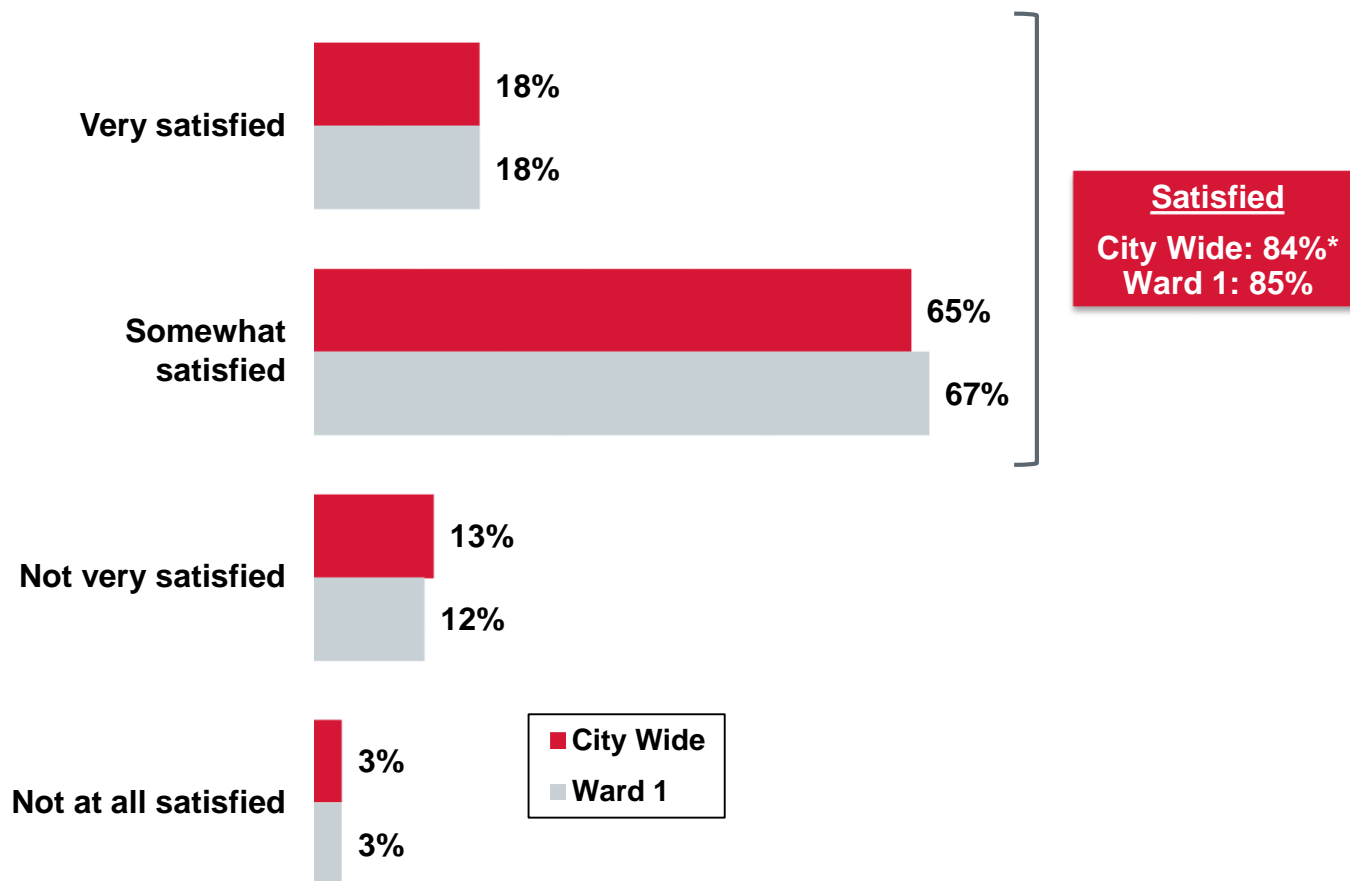
Total mentions <3% are not shown

What are the top three areas where you would like The City to provide more information?

Base: Valid respondents who say they receive too little or just the right amount of information (City Wide: n=2,172 / Ward 1: n=155)



# Satisfaction with the Overall Quality of City Information and Communications



\*Rounding

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

Base: Valid respondents (City Wide: n=2,484 / Ward 1: n=180)



## Demographics



## Gender

	City Wide	Ward 1
Male	49%	51%
Female	51%	49%

## Education

	City Wide	Ward 1
Completed high school or less	18%	11%
Some post secondary or completed a college diploma	35%	28%
Completed university degree or post-grad degree	47%	61%

## Age

	City Wide	Ward 1
18 to 24	13%	6%
25 to 34	20%	18%
35 to 44	17%	25%
45 to 54	20%	18%
55 to 64	14%	14%
65 or older	16%	19%
Mean	45	48

## Income

	City Wide	Ward 1
Less than \$30,000	7%	4%
\$30,000 to <\$45,000	9%	6%
\$45,000 to <\$60,000	11%	12%
\$60,000 to <\$75,000	8%	8%
\$75,000 to <\$90,000	9%	7%
\$90,000 to <\$105,000	10%	7%
\$105,000 to <\$120,000	10%	7%
\$120,000 to <\$150,000	14%	16%
\$150,000 or more	23%	32%

Base: Valid respondents (Bases vary)

## Tenure in Calgary

	City Wide	Ward 1
Less than 5 years	7%	7%
5 to less than 10 years	9%	10%
10 to less than 15 years	11%	12%
15 to less than 20 years	12%	17%
20 to less than 30 years	24%	18%
30 to less than 40 years	16%	15%
40 or more	21%	21%
Mean	26	25

## Household Size

	City Wide	Ward 1
1	13%	14%
2	31%	30%
3	19%	20%
4	22%	24%
5 or more	15%	12%
Mean	3.0	2.9

## Children and Seniors in Household

	City Wide	Ward 1
Yes - Children	36%	40%
Yes - Seniors	17%	15%

## Type of Home

	City Wide	Ward 1
Single-detached house	71%	79%
Apartment or apartment-style condominium	13%	10%
Duplex, triplex or fourplex	8%	5%
Townhouse or rowhouse	7%	5%
Another type of multi-dwelling unit	1%	1%

## Own or Rent

	City Wide	Ward 1
Own	76%	84%
Rent	21%	15%
Other	1%	1%
Neither	2%	-

## Responsible for Property Taxes

	City Wide	Ward 1
Yes	84%	89%
No	16%	11%

Base: Valid respondents (Bases vary)

# Respondent Characteristics

## Born in Canada

	City Wide	Ward 1
Yes	74%	79%
No	26%	21%

## Age Left Country of Birth

Base: Not born in Canada	City Wide (n=647)	Ward 1 (n=41)
Less than 12	28%	18%
12 to 17	13%	9%
18 or older	59%	73%
No response	1%	-

## Ethnic Background

	City Wide	Ward 1
Caucasian/ White	24%	30%
British	20%	16%
Canadian/ French Canadian	17%	20%
Western European	12%	10%
Southern or Eastern European	9%	11%
East or Southeast Asian	9%	6%
South Asian	6%	2%
Central/ South American or Caribbean	2%	1%
West Asian or Middle Eastern	2%	3%
African	2%	2%
Aboriginal/ First Nations/ Metis	2%	0%

## Disability

	City Wide	Ward 1
Yes	16%	17%
No	84%	83%

## Visible Minority

	City Wide	Ward 1
Yes	23%	16%
No	77%	84%

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)