

Calgary



Fall 2020 Quality of Life and Citizen Satisfaction Survey

Final Report

September 30, 2020

Prepared for The City of Calgary by:





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Methodology

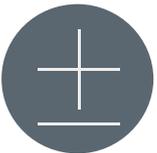


Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 17th and September 6th, 2020.

- Both landline (55%) and cell phone (45%) 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 2018 Municipal and 2016 Federal Census data.



The **margin of error** (MOE) for the total sample of 2,500 is ± 2.0 percentage points, 19 times out of 20.



Where possible, **results are compared** to previous iterations of the Quality of Life and Citizen Satisfaction survey.

- One should note that the 2006 to 2016 iterations of the survey were conducted annually in the Fall. Starting in 2017, the survey has been conducted twice annually, with a Spring and a Fall wave.
- Given the time of year each survey is run – and possible seasonal differences – caution should be exercised with comparing results from the 2020 Fall Citizen Satisfaction survey to 2020 Spring Pulse survey results.
- Statistically significant changes from Fall 2019 to Fall 2020 and from Spring 2020 to Fall 2020 are noted:
 - \uparrow indicates number is significantly higher than Fall 2019/ Spring 2020
 - \downarrow indicates number is significantly lower than Fall 2019/ Spring 2020
 - Some bar charts in this report do not add to 100% due to rounding.

Calgary



Highlights





Fall 2020 Highlights

QUALITY OF LIFE



'Good' Quality of Life 79%

85%

I am proud to live in my **neighbourhood**



79%

I feel safe walking alone in my **neighbourhood** after dark



77%

Calgary is a great place to **make a life**

58%

Calgary is a great place to **make a living**

70%

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

ISSUE AGENDA (TOP 3)



28%
Infrastructure, Traffic & Roads



15%
Crime, safety and policing



13%
Taxes

COVID-19



32%

Major threat to **personal financial situation**

29%

Major threat to **physical health**

26%

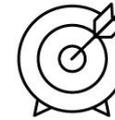
Major threat to **mental health**

VALUE FOR TAXES & CITIZEN SATISFACTION



53%

'Good' value for tax dollars



67%

'Satisfied' with City programs and services



75%

'Satisfied' with customer service

CITY PERFORMANCE & REPUTATION



69%

Satisfied with running of The City by Council and Administration



48%

'Trust' The City of Calgary



73%

'Agree' City practices open & accessible government



Fall 2020 Highlights

- 1.** Perceptions about the quality of life in Calgary remain strong and are identical to Spring 2020, but are down from Fall 2019. Perceptions of a ‘worsened’ quality of life have statistically increased since Fall 2019, yet are down from Spring 2020.
- 2.** “Infrastructure, traffic and roads” continues to lead the issue agenda, although has notably decreased in prominence since Fall 2019. “Crime, safety and policing” is the second ranked issue, followed closely by “taxes”, “transit”, and “COVID-19 pandemic”.
- 3.** As new measures in Fall 2020, the majority of Calgarians feel that the COVID-19 pandemic is a major or minor threat to their physical health, mental health, and personal financial situation, although a minority deem the COVID-19 pandemic to be a ‘major’ threat in these areas. Further, four-in-ten Calgarians have experienced a job or income loss as a result of the COVID-19 pandemic.
- 4.** Two-thirds of residents are satisfied with the overall level and quality of City services and programs, statistically down from Fall 2019 and Spring 2020. The main decreases in satisfaction which emerge in 2020 are for road maintenance, support for arts and culture, and Calgary Police Service, and the main increases in satisfaction rest with traffic flow management, on-street bikeways, and transportation planning.
- 5.** At least one-half or more of Calgarians want ‘more’ investment in affordable housing, social services, road maintenance including pothole repairs, and snow removal.
- 6.** The perceived value of property tax dollars is consistent with Fall 2019 and Spring 2020. In order to balance taxation and service delivery, Calgarians lean slightly more towards preferring tax increases versus cutting services.
- 7.** Satisfaction with The City’s customer service delivery remains strong, similar to results in Fall 2019.
- 8.** More than three-quarters of Calgarians report that The City communicates well with citizens about its services, programs, policies, and plans, significantly increased from Fall 2019. A statistical increase is also seen for Calgarians having access to ‘just the right amount of information’ from The City.
- 9.** ‘Trust’ in The City has experienced significant declines since Fall 2019, following an increase in ‘trust’ in Spring 2020. ‘Trust’ in The City in Fall 2020 is significantly lower than all previous waves.
- 10.** Satisfaction with City Administration’s performance remains strong and is consistent with results one year ago, and perceptions related to City Council’s performance are also similar to results in Fall 2019, though down from Spring 2020 which had seen a boost.

Quality of Life

Perceptions about the **quality of life in Calgary have remained consistent since the onset of the COVID-19 pandemic in Spring 2020, yet are lower than in Fall 2019.**

- In Fall 2020, 79% of Calgarians say the quality of life in Calgary today is ‘good’, identical to 79% in Spring 2020, yet is statistically lower than Fall 2019 (83%).
- More than four-in-ten Calgarians (43%) say the quality of life in Calgary has ‘stayed the same’ in the past three years, identical to 43% in Spring 2020 and consistent with 44% in Fall 2019. In comparison, 44% of Calgarians say the quality of life in the city has ‘worsened’, notably down from 47% in Spring 2020 at the onset of the COVID-19 pandemic, yet statistically increased from 40% in Fall 2019.
 - Perceptions of an ‘improved’ quality of life (14%) are statistically higher than 10% in Spring 2020, but are notably lower than 16% in Fall 2019.
- Agreement that ‘Calgary is a great place to make a living’ remains moderate (58%), showing notable gains from Spring 2020 (52%), yet is statistically lower than Fall 2019 (63%).
- Agreement that ‘Calgary is a great place to make a life’ (77%) also sees a significant increase from Spring 2020 (74%), and is on par with Fall 2019 levels (79%).
- Seven-in-ten (70%) Calgarians agree that ‘Calgary is on the right track to being a better city 10 years from now’, similar to Spring 2020 (72%), yet statistically lower than Fall 2019 (76%).
- As a new question in Fall 2020, 87% of Calgarians think Calgary is ‘safe’ overall.
 - Eight-in-ten (79%) Calgarians say they do or would feel safe walking alone in their neighborhood after dark, showing a statistical decline since Fall 2019 (82%).
 - An additional new question shows that 59% of Calgarians think that crime in their neighbourhood during the past three years has ‘stayed the same’, whereas 33% feel it has ‘increased’ and 4% believe it has ‘decreased’.



Issue Agenda

“Infrastructure, traffic and roads” continues to lead the 2020 issue agenda, yet has decreased in prominence. “Crime, safety and policing” has risen to the second ranked issue, followed closely by “taxes”, “transit”, and “COVID-19 pandemic”.

- Respondents were asked on an unaided (open-ended) basis to identify the most important issue facing their community.
- In Fall 2020, 28% of Calgarians cite “infrastructure, traffic and roads” as an important issue, and while this continues to lead the issue agenda, it is statistically down 7 percentage points from Fall 2019 (35%) and 12 percentage points from Fall 2018 (40%).
- Now ranking second on the issue agenda is “crime, safety and policing” (15%), identical to 15% citing this issue in Fall 2019 wherein it ranked third overall.
- “Taxes” ranks in third place in Fall 2020 (13%), and the proportion of Calgarians pointing to this issue has increased since Fall 2019 (11%).
- Next, 12% of Calgarians cite “transit” as an important issue, statistically down from 17% in Fall 2019 when it ranked second on the issue agenda.
- The “COVID-19 pandemic” is mentioned by 11% of Calgarians, notably up from 5% in the Spring 2020 measurement, followed by the “economy” at 9%, similar to 8% in Fall 2019.
- “Budget and spending” is mentioned by 8% of Calgarians (notably down from 11% in Fall 2019), and “education” is cited by 8% of Calgarians (unchanged since Fall 2019).
- Additional issues mentioned include “recreation” (7%, identical to 7% in Fall 2019), “environment and waste management” (7%, identical to 7% in Fall 2019), “homelessness, poverty and affordable housing” (6%, statistically up from 4% in Fall 2019), and growth and planning (4%, on par with 5% in Fall 2019).

COVID-19 Pandemic

Calgarians view the COVID-19 pandemic as more of a 'minor' threat vs. 'major' threat to their physical health, mental health and personal financial situation.

Almost four-in-ten Calgarians have experienced a job loss or income loss as a result of the COVID-19 pandemic.

- In Fall 2020, 11% of Calgarians point to the “COVID-19 pandemic” as the most important issue that local leaders need to address (statistically up from 5% in Spring 2020).
- As a new question in Fall 2020, more than three-quarters (78%) of Calgarians say that the COVID-19 pandemic is a threat to their physical health, including 29% rating it as a ‘major’ threat and 49% considering it to be a ‘minor’ threat. The remaining 22% do not consider the COVID-19 pandemic to be a threat to their physical health.
 - In addition, 78% of Calgarians feel that the COVID-19 pandemic is a threat to their mental health, including 26% saying it is a ‘major’ threat and 53% rating it as a ‘minor’ threat. The remaining 22% do not consider it a threat to their mental health.
 - Slightly more than three-quarters of Calgarians (76%) also consider the COVID-19 pandemic to be a threat to their personal financial situation, including 32% who deem it to be a ‘major’ threat and 44% considering it to be a ‘minor’ threat. Further, 24% of Calgarians do not see the COVID-19 pandemic to be a threat to their personal financial situation.
- As another additional measure in Fall 2020, all survey respondents were asked if they were employed at the beginning of the COVID-19 pandemic. The majority of Calgarians (71%) state that they were employed at the beginning of the COVID-19 pandemic.
 - Among Calgarians who were employed at the beginning of the COVID-19 pandemic, almost one-half (46%) report having experienced a job loss or income loss as a result of the COVID-19 pandemic.

Satisfaction with City Services and Programs

Overall satisfaction with the level and quality of city services and programs has decreased since Fall 2019.

- Roughly two-thirds (67%) of Calgarians say they are satisfied with the overall level and quality of services and programs provided by The City, significantly down from 77% in Spring 2020 and from 74% in Fall 2019.
- The majority of Calgarians are satisfied with each of the 35 services and programs assessed, with satisfaction at 90% or higher for 14 services and programs, and 80% to 89% for another 13 services, for a total of 27 out of 35 programs being rated as 80% or more.
 - The highest satisfaction ratings are for the Calgary Fire Department (99%), Calgary 9-1-1 (96%), and the quality of drinking water (95%), while the lowest satisfaction ratings are for property tax assessment (66%), road maintenance (67%), and on-street bikeways (67%).
- Statistically significant **increases** from Fall 2019 are seen for satisfaction with:
 - Traffic flow management (81%, up 12% since Fall 2019);
 - On-street bikeways (67%, up 7% since Fall 2019);
 - Transportation planning (83%, up 6% since Fall 2019);
 - Calgary Transit (84%, up 5% since Fall 2019);
 - Residential garbage collection (93%, up 3% since Fall 2019); and,
 - Calgary Fire Department (99%, up a statistically significant 1% since Fall 2019).
- Statistically significant **decreases** from Fall 2019 are seen for satisfaction with:
 - Road maintenance including pothole repairs (67%, down 6% since Fall 2019);
 - Support for arts and culture, including festivals (80%, down 5% since Fall 2019);
 - Calgary Police Service (89%, down 3% since Fall 2019);
 - Calgary 9-1-1 (96%, down 2% since Fall 2019); and,
 - Disaster planning and response (93%, down 2% since Fall 2019).



Importance vs. Satisfaction Analysis

Primary strengths of The City's services and programs continue to rest with the Fire Department, Calgary 9-1-1, and the quality of drinking water.

Primary noted areas include road maintenance, property tax assessment and affordable housing.

- When evaluating the level of importance of City services and programs against residents' satisfaction with the services and programs, the analysis identifies primary strengths and noted areas.
- **Primary Strengths:**
 - Fire Department;
 - Calgary 9-1-1;
 - Quality of drinking water;
 - Garbage collection;
 - Parks, playgrounds and open spaces;
 - Disaster planning and response;
 - Calgary's pathway system;
 - Spring road cleaning;
 - Police service;
 - Blue Cart recycling; and,
 - 311 services.
- **Primary Noted Areas:**
 - Road maintenance;
 - Property tax assessment;
 - Affordable housing;
 - Snow removal;
 - City growth management;
 - Land use planning;
 - Traffic flow management;
 - Social services;
 - Transportation planning; and,
 - Roads and infrastructure.



Desired Investment

Affordable housing and social services are the most desired areas for increased investment.

Decreases in desired investment are most notable for emergency services (Police and Fire), transportation (traffic flow management and transportation planning), and recreation (facilities and programs).

- When asked if The City should invest more, less or the same amount in specific services and programs, one-half or more Calgarians say The City should **invest more** in:
 - Affordable housing (64%, on par with 63% in Fall 2019);
 - Social services for individuals such as seniors or youth (62%, identical to 62% in Fall 2019);
 - Road maintenance, including pothole repairs (58%, statistically similar to 54% in Fall 2019); and,
 - Snow removal (50%, statistically on par with 52% in Fall 2019).
- Notable **increases in desired investment** are seen only in one area: disaster planning and response (32% invest *more*, up 9% since Fall 2019).
- Notable **decreases in desired investment** are seen for:
 - Calgary Police Service (41% invest *more*, down 13% since Fall 2019);
 - Calgary Fire Department (33% invest *more*, down 11% since Fall 2019);
 - Traffic flow management (40% invest *more*, down 11% since Fall 2019);
 - Transportation planning (40% invest *more*, down 10% since Fall 2019);
 - City operated recreation facilities such as pools, leisure centres and golf courses (32% invest *more*, down 10% from Fall 2019);
 - City operated recreation programs such as swimming lessons (27% invest *more*, down 10% since Fall 2019);
 - Calgary Transit, including bus and CTrain service (49% invest *more*, down 7% since Fall 2019);
 - City land use planning (28% invest *more*, down 6% since Fall 2019);
 - Calgary's parks, playgrounds and other open spaces (36% invest *more*, down 5% since Fall 2019);
 - City growth management (35% invest *more*, down 5% since Fall 2019); and,
 - Property tax assessment (23% invest *more*, down 4% since Fall 2019).



The perceived value of property tax dollars has remained stable over the past year.

- Slightly more than one-half (53%) of Calgarians give The City a ‘good value’ rating for the value of their property tax dollars, statistically on par with 55% in Spring 2020 and 54% in Fall 2019.
- In order to balance taxation and service delivery levels, Calgarians lean somewhat more towards supporting tax increases to maintain or expand services at or beyond the current inflation rate (52%, statistically higher than 48% in Spring 2020 and 44% in Fall 2019), than supporting service cuts to maintain or further reduce taxes (44%, similar to 45% in Spring 2020, yet notably down from 50% in Fall 2019).
 - With respect to desired tax increases, significantly more Calgarians would prefer an increase in taxes at the current inflation rate to *maintain* services at current levels (43%) vs. an increase in taxes beyond the current inflation rate to *expand* services (9%).
 - When looking more specifically at cutting services, 25% of Calgarians would prefer to cut services to *maintain* current tax levels, and 19% would prefer to cut services further to *reduce* taxes.
- Just over one-half (56%) of Calgarians report being knowledgeable about how tax dollars are spent, on par with 57% in Fall 2019.
- Interest in knowing how property tax dollars are invested remains strong.
 - In Fall 2020, 92% of Calgarians agree that they are ‘interested in knowing how their property tax dollars are invested in various City services’, down from 94% in Fall 2019.
 - Further, 56% of Calgarians agree that ‘The City does a good job of providing citizens with information about how their property tax dollars are invested in various City services’, similar to 55% in Fall 2019.

Customer Service

Perceptions about The City's customer service delivery remain positive and stable since Fall 2019.

- Slightly more than six-in-ten (61%) Calgarians have contacted The City of Calgary within the past 12 months, similar to 62% in Fall 2019.
- Among those who contacted or dealt with The City in the past 12 months, 75% are satisfied with the overall level and quality of customer service provided by The City of Calgary, statistically on par with 74% in Fall 2019.
- Ratings for elements of customer service have remained stable since last year, maintaining certain notable customer service increases experienced in Fall 2019.
 - The vast majority of Calgarians agree that 'City staff are courteous, helpful and knowledgeable' (92%, identical to Fall 2019). Next, 84% agree that 'The City of Calgary meets my customer service expectations' (not asked in Fall 2019).
 - Eight-in-ten agree that the 'quality of customer service from The City is consistently high' (81%, unchanged since last year), and that 'The City of Calgary makes customer service a priority' (80%, on par with 79% in Fall 2019).
 - Further, 74% of Calgarians agree that 'City staff are easy to get a hold of when I need them', similar to 76% in Fall 2019, and 72% agree that 'The City responds quickly to requests and concerns', identical to 72% in Fall 2019.
- Among those who contacted or dealt with The City in the past 12 months, 62% have contacted The City via phone, similar to 65% in Fall 2019.
 - In addition, 26% contacted The City using the Internet either by using The City's website, the 311 website, the 311 app, or another City of Calgary app, which is also similar to Fall 2019 (24%).
 - An additional 6% of Calgarians contacted The City via email, 5% by visiting a City office or facility, 1% in writing through the mail, 1% through The City's Twitter account, and 2% 'some other way'.

City Communications

Perceptions of Calgarians rating City communications as 'good' have increased, as have ratings of having access to the 'right' amount of information.

- In Fall 2020, 76% of Calgarians are satisfied with the overall quality of City information and communications (statistically on par with 75% in Fall 2019).
- Currently, 58% of Calgarians say they have access to 'just the right amount' of information from The City (statistically increased from 54% in Fall 2019), while 40% say they have access to 'too little' information (a significant decrease from 44% in Fall 2019).
 - Just 2% of Calgarians say they have 'too much' access to information from The City, identical to results in Fall 2019.
- More than three-quarters (77%) of Calgarians report that The City communicates well with citizens about its services, programs, policies and plans, significantly increased from 72% in Fall 2019.
 - The proportion of Calgarians who feel that The City communicates 'very' well has statistically increased to 16% in Fall 2020 from 13% in Fall 2019.
 - As well, the proportion of Calgarians who feel that The City communicates 'poorly' has significantly decreased to 23% in Fall 2020 from 28% in Fall 2019.



City Reputation and Performance

Overall **trust** in The City has declined and advocacy has remained stable since last year.

Satisfaction with **City Council's performance** has decreased since Spring 2020, and perceptions of municipal government **transparency** and opportunities for **citizen input** are stable in Fall 2020.

- Calgarians' overall trust in The City has significantly declined (48%, down from 57% in Spring 2020), including exhibiting a notable decline since Fall 2019 (52%).
 - Distrust of The City (21%) remains statistically consistent with Spring 2020 (20%) and with Fall 2019 (23%).
- Almost one-quarter (23%) of Calgarians are 'advocates' of The City, consistent with 24% in Fall 2019. Two-in-ten (20%) Calgarians would act as 'critics' of The City if asked, on par with 19% in Fall 2019.
- Seven-in-ten (69%) citizens are satisfied with the way Council and Administration are running The City, consistent with 72% in Spring 2020 and with 70% in Fall 2019.
 - Eight-in-ten (80%) citizens are satisfied with City Administration's performance (identical to 80% in Spring 2020 and consistent with 79% in Fall 2019), which drops to 57% for City Council (statistically down from 61% in Spring 2020, and similar to 55% in Fall 2019).
 - Two-thirds (66%) of Calgarians believe that 'City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary', similar to 68% in Spring 2020 and identical to 66% in Fall 2019.
- Perceptions of transparency and citizen input have remained stable over the past year, with 73% of Calgarians agreeing that 'The City of Calgary practices open and accessible government' (on par with 71% in Fall 2019), as well as with 'I am confident that The City of Calgary is working to improve how it includes citizen input into important decisions (68%, identical to 68% in Fall 2019).
 - In addition, 67% of Calgarians agree that 'The City uses input from Calgarians in decision-making about City projects and services' and 63% agree that 'The City allows citizens to have meaningful input into decision-making', both similar to results in Fall 2019.

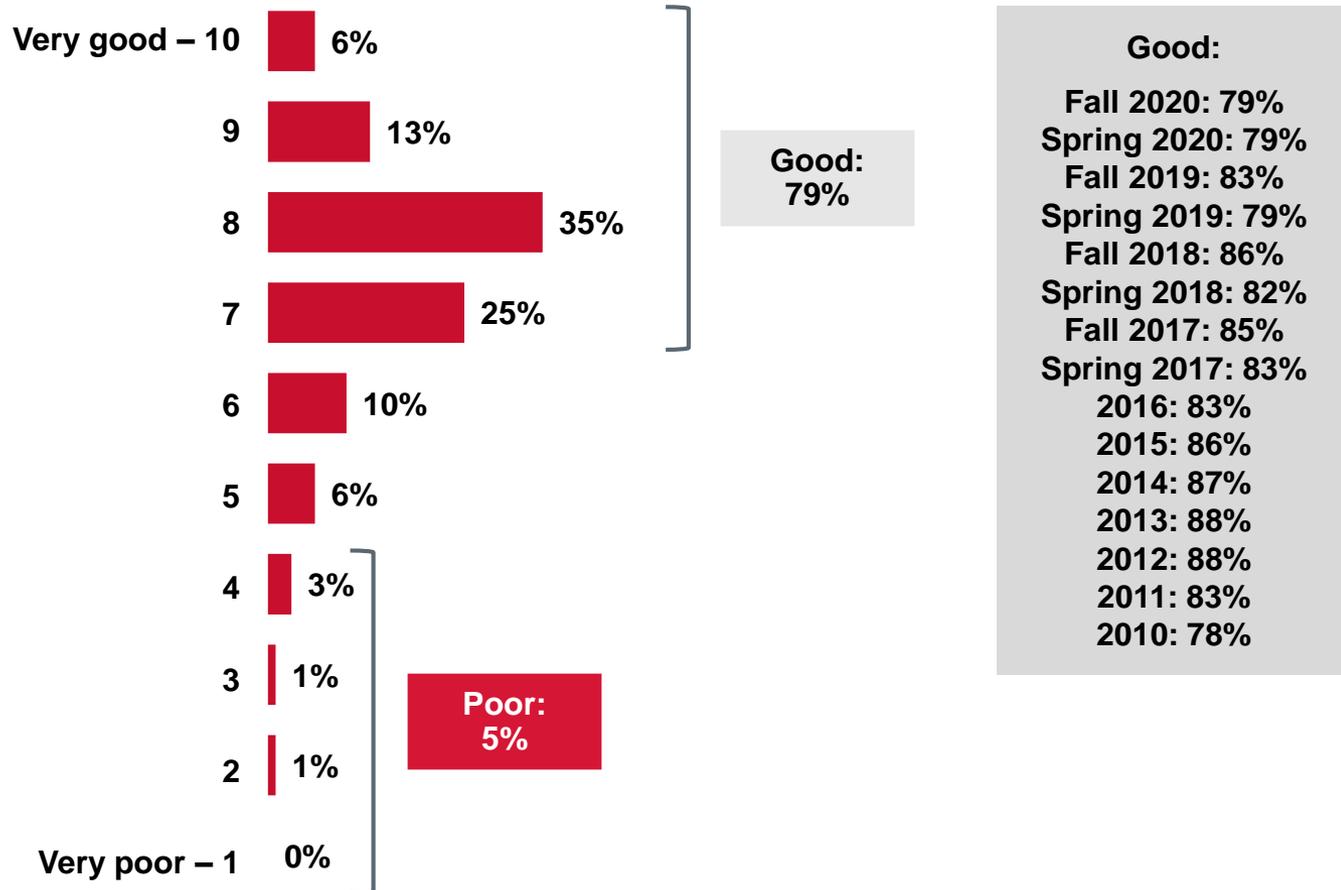


Quality of Life





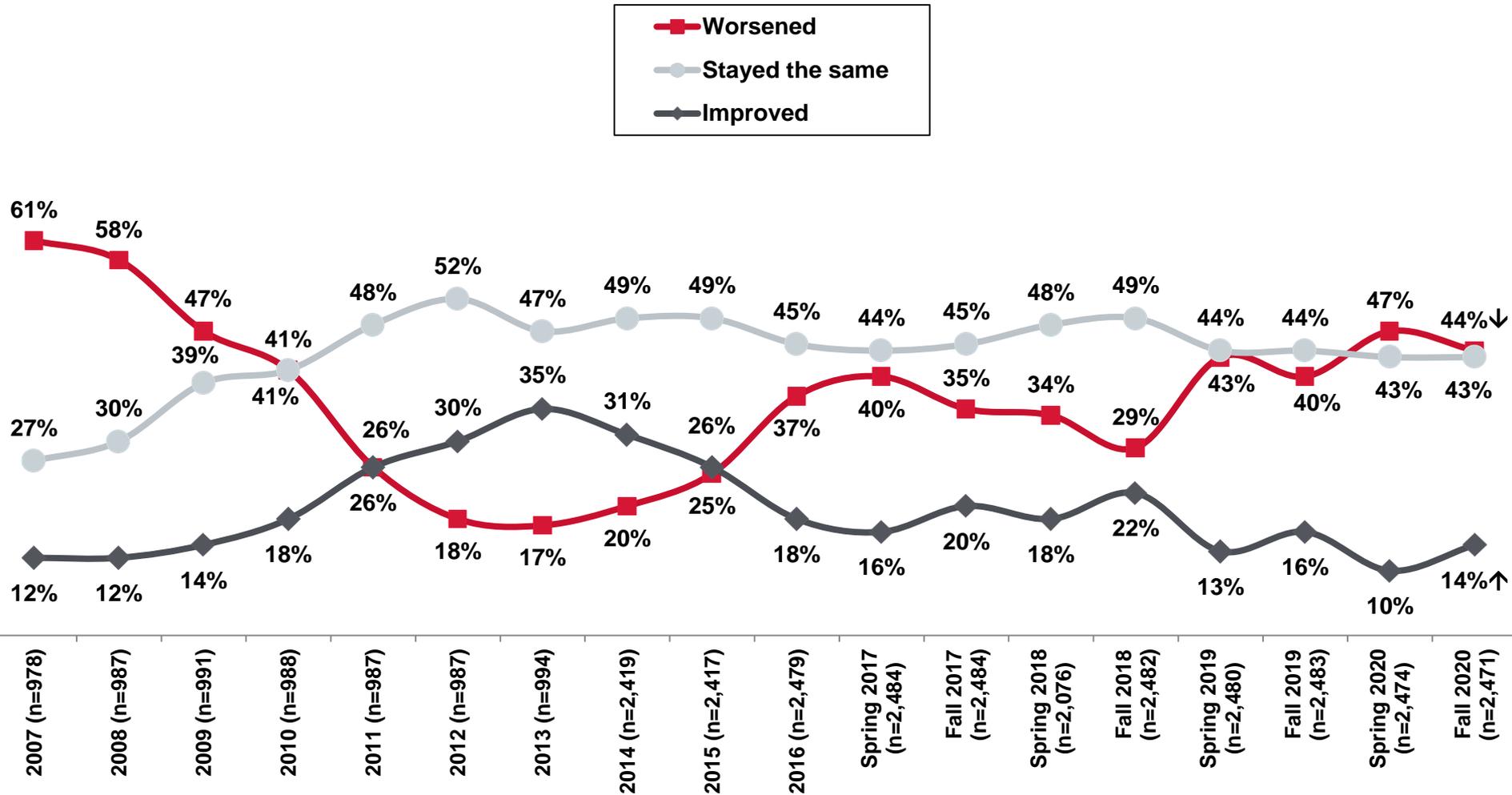
Overall Quality of Life in Calgary



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 (n=2,494)



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

↑ Statistically higher than Spring 2020
↓ Statistically lower than Spring 2020



Sustainability: Connectedness

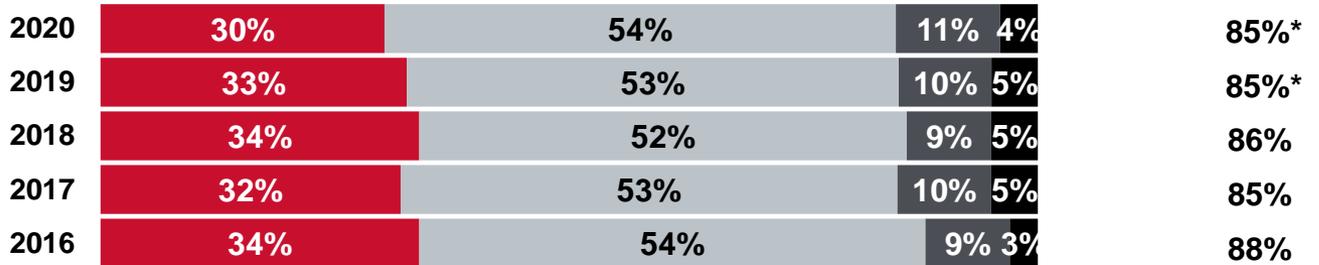
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

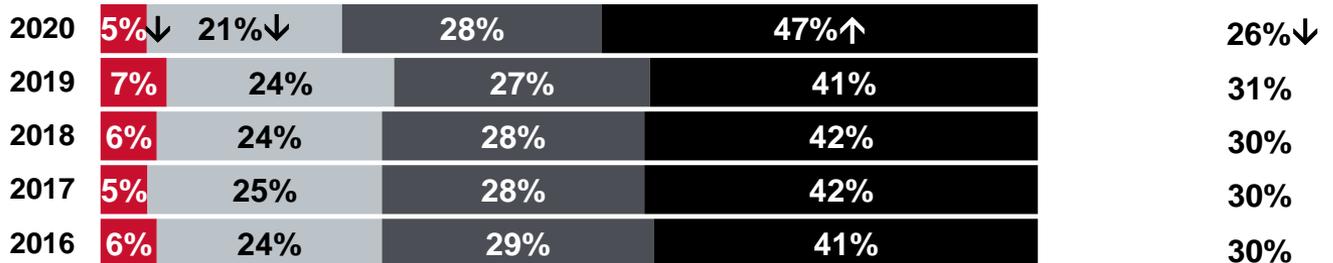
I am proud to be a
Calgarian



I am proud to live in my
neighbourhood



I am regularly involved in
neighbourhood and local
community events



All waves conducted in the Fall

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 Fall 2019
↓Statistically lower than Fall 2019

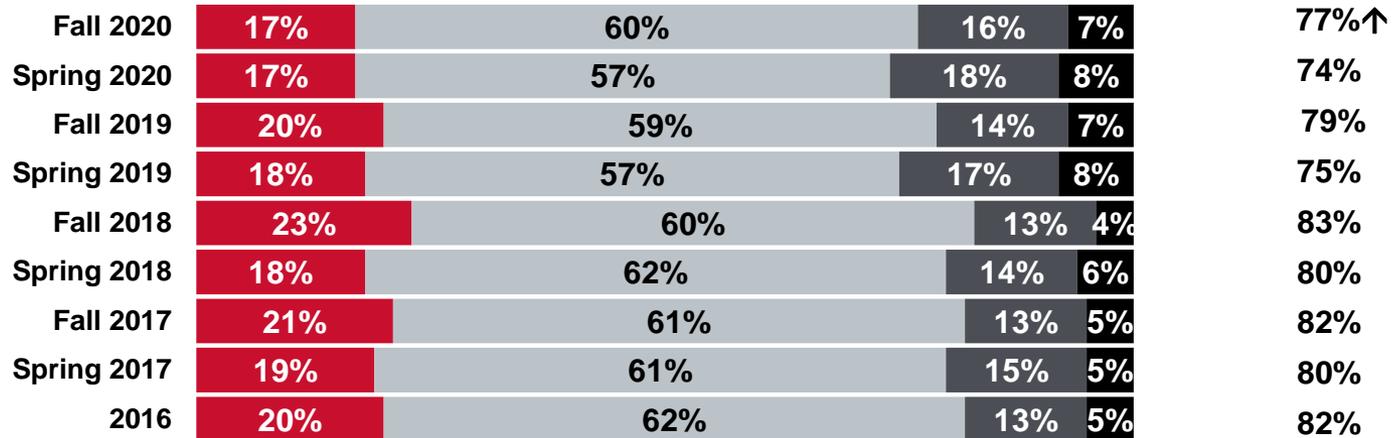


Sustainability: Making a Life and Making a Living

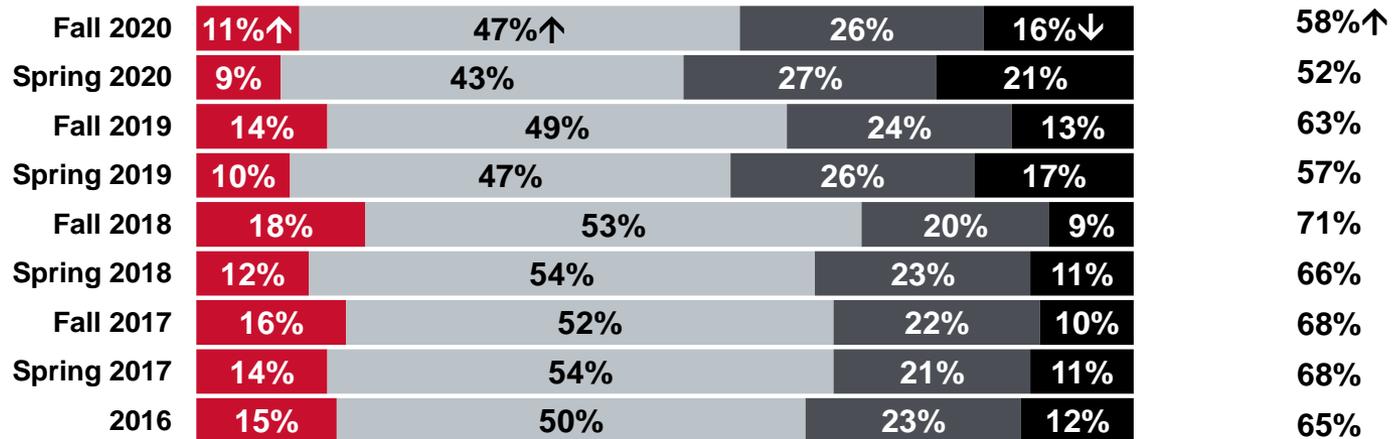
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

Calgary is a great place to make a life



Calgary is a great place to make a living



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)

↑ Statistically higher than Spring 2020
↓ Statistically lower than Spring 2020



Sustainability: Inclusivity and Direction for the Future

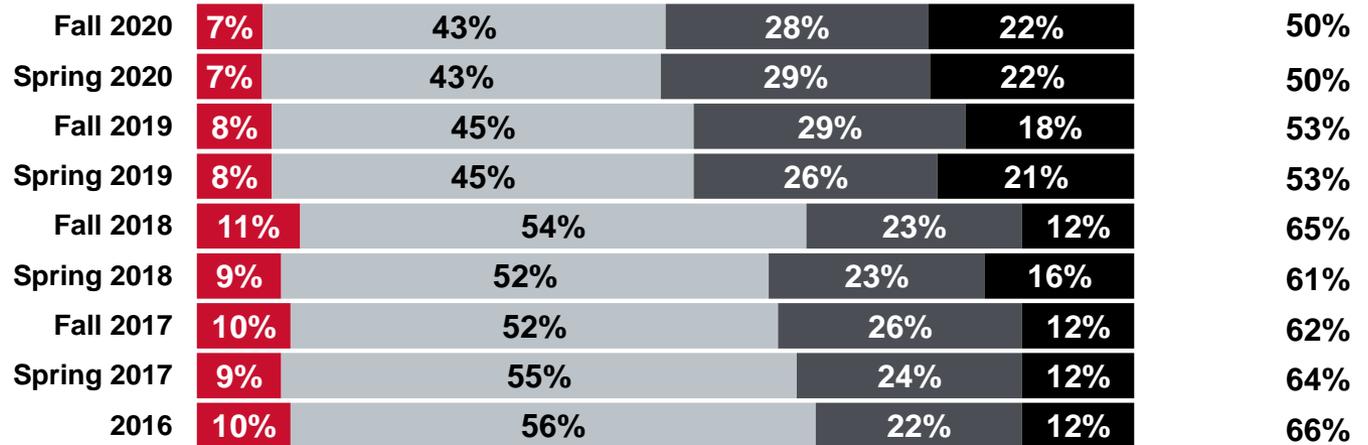
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

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



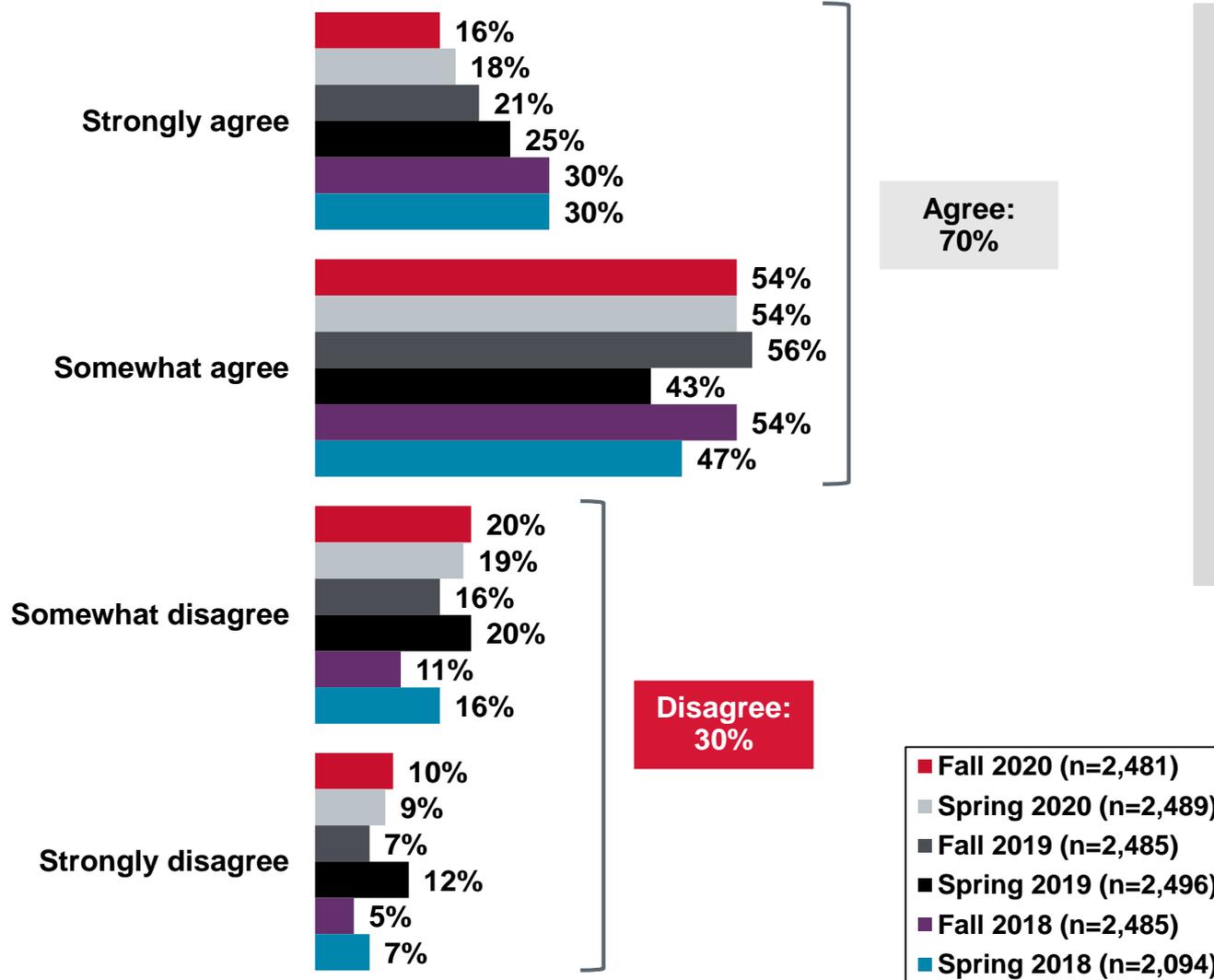
*Rounding

↑ Statistically higher than Spring 2020
↓ Statistically lower than Spring 2020

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?



Agree:

- Fall 2020: 70%
- Spring 2020: 72%*
- Fall 2019: 76%*
- Spring 2019: 68%
- Fall 2018: 84%
- Spring 2018: 77%
- Fall 2017: 84%
- Spring 2017: 85%
- 2016: 86%
- 2015: 88%
- 2014: 89%
- 2013: 90%
- 2012: 89%
- 2011: 86%

- Fall 2020 (n=2,481)
- Spring 2020 (n=2,489)
- Fall 2019 (n=2,485)
- Spring 2019 (n=2,496)
- Fall 2018 (n=2,485)
- Spring 2018 (n=2,094)

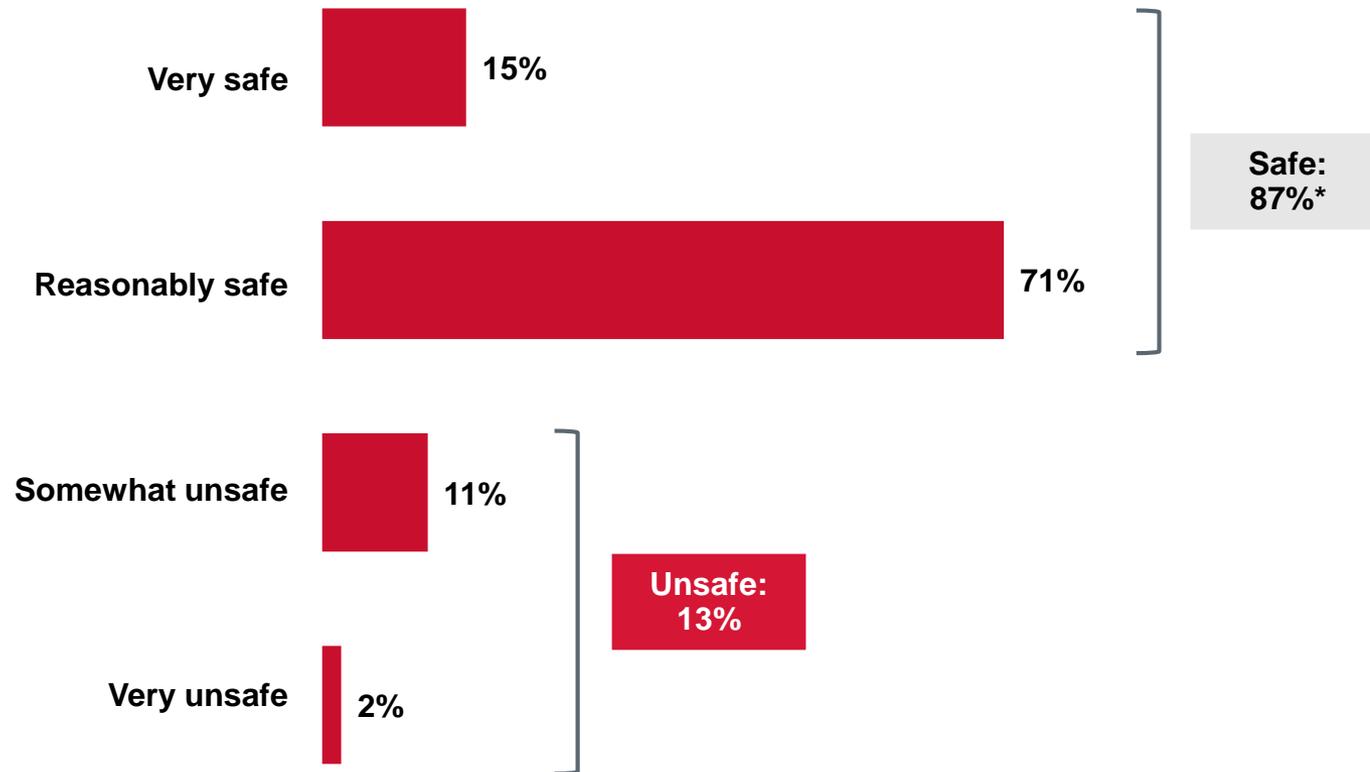
*Rounding

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



Perceived Safety of City of Calgary Overall

New question in
Fall 2020

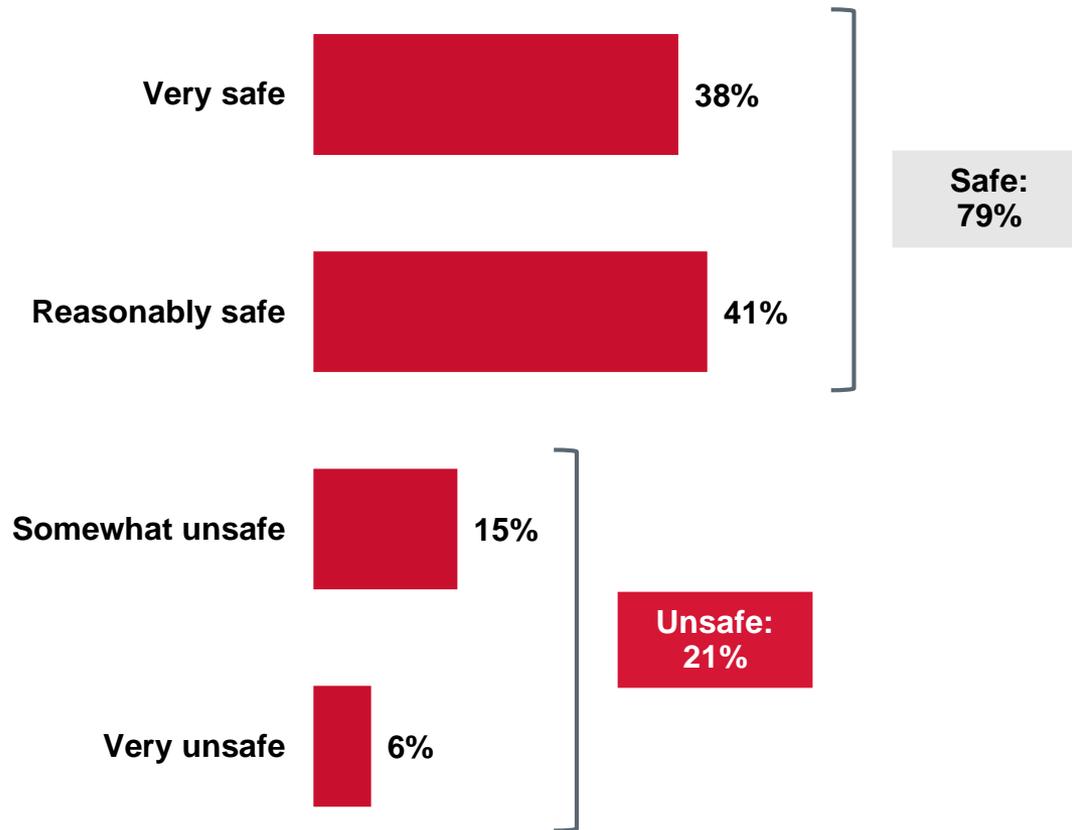


How safe or unsafe do you think Calgary is overall?
Base: Valid respondents (n=2,493)

*Rounding



Perceived Safety in Own Neighbourhood

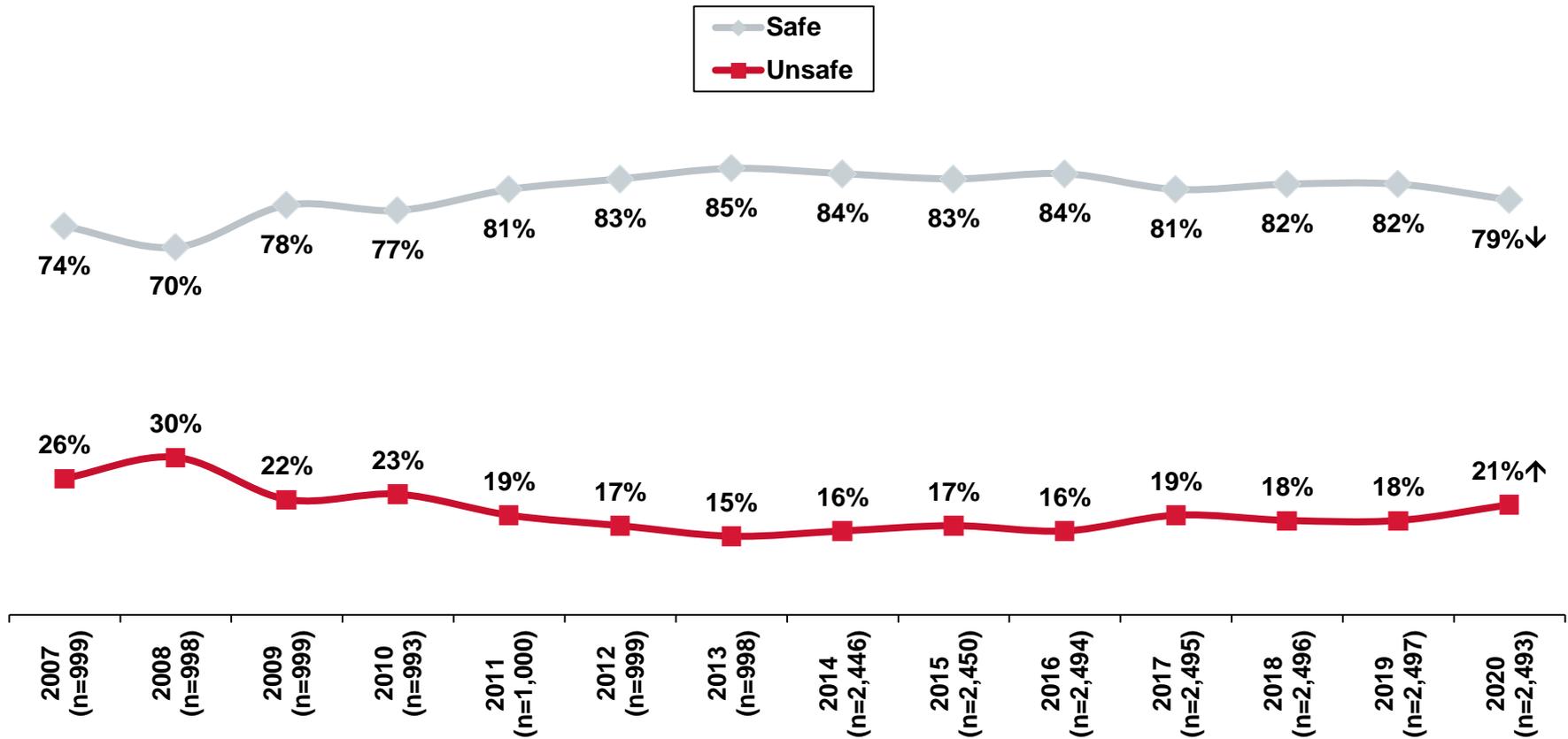


How safe do you feel or would you feel walking alone in your neighbourhood after dark?

Base: Valid respondents (n=2,493)



Tracking Perceived Safety in Own Neighbourhood



All waves conducted in the Fall

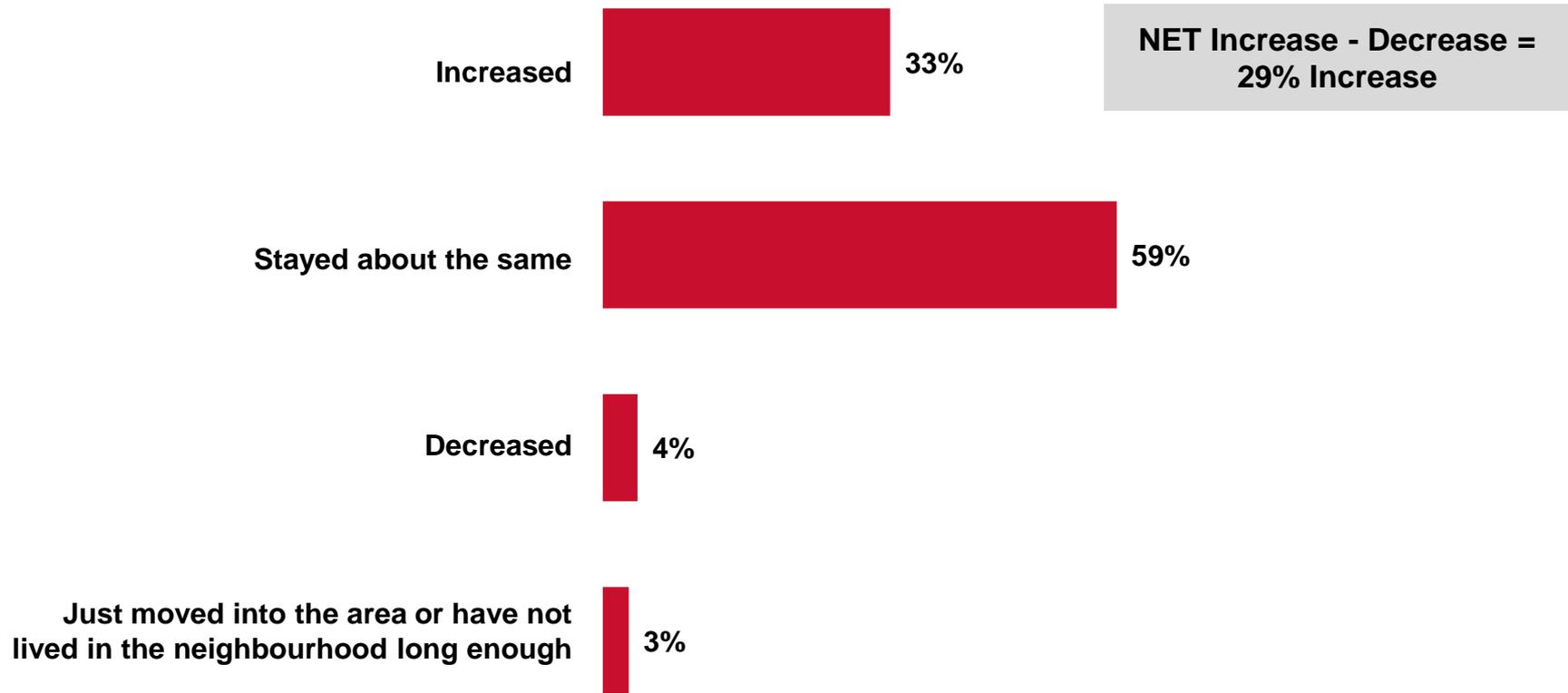
↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019

How safe do you feel or would you feel walking alone in your neighbourhood after dark?
Base: Valid respondents



Perceived Change in Neighbourhood Crime

New question in
Fall 2020



During the last 3 years, do you think that crime in your neighbourhood has increased, decreased or remained about the same?
Base: Valid respondents (n=2,480)



Issue Agenda





Issue Agenda



Change
Fall 2019 – Fall 2020

Multiple Responses

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

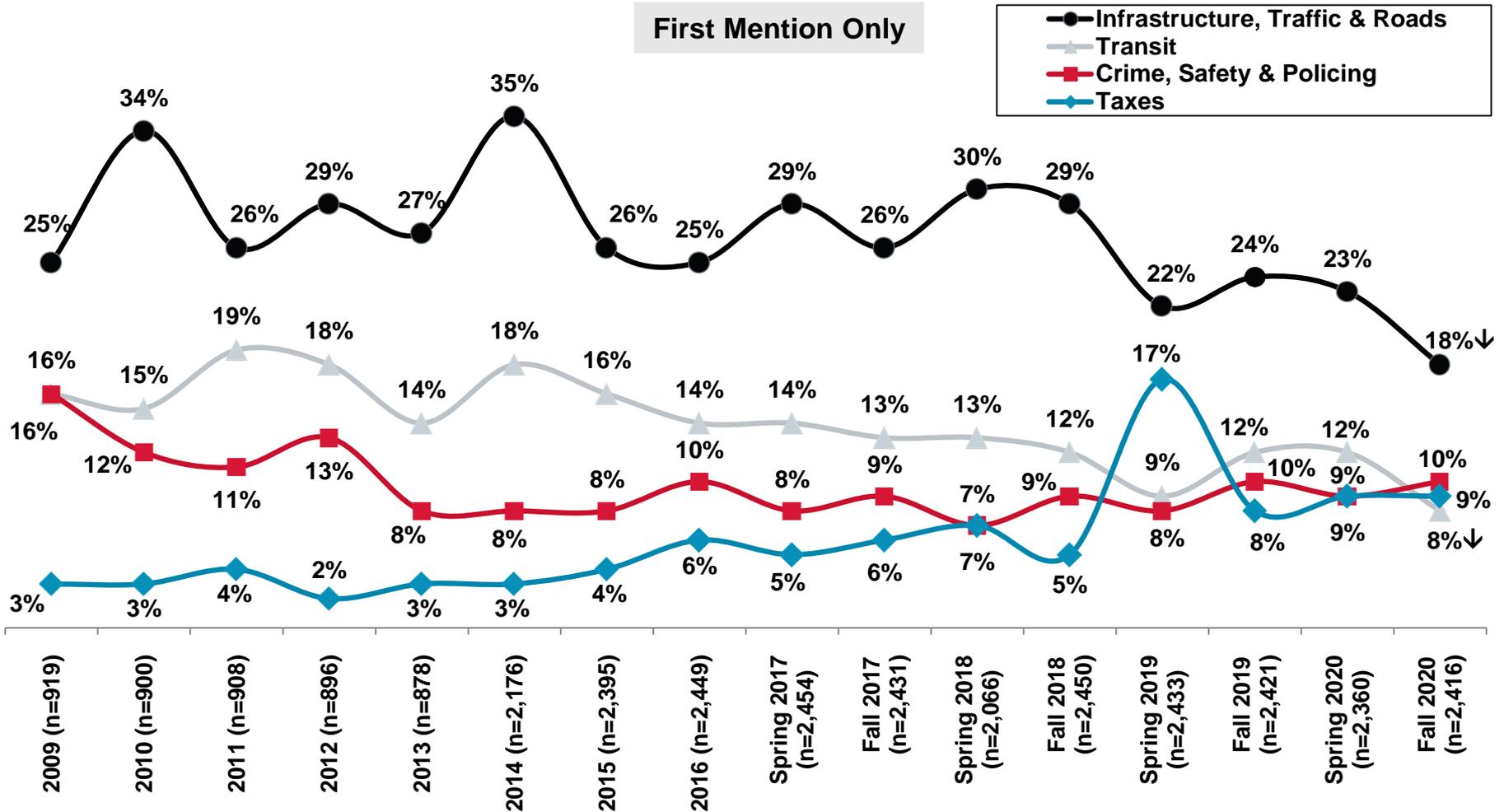
| Issue | First Mention | Other Mentions | Total | Change |
|---|---------------|----------------|-------|--------|
| Infrastructure, Traffic & Roads [NET] | 18% | 10% | 28% | -7%↓ |
| Road conditions | 5% | 4% | 9% | +2%↑ |
| Traffic congestion | 3% | 4% | 7% | -3%↓ |
| (Lack of) snow removal | 4% | 0% | 4% | -1%↓ |
| Crime, Safety & Policing [NET] | 10% | 5% | 15% | - |
| Breaking and entering/gangs/drugs | 4% | 3% | 7% | -2% |
| Public safety | 4% | 2% | 6% | - |
| Taxes [NET] | 9% | 4% | 13% | +2%↑ |
| High taxes | 6% | 3% | 9% | +1% |
| Property taxes | 3% | 1% | 4% | - |
| Transit [NET] | 8% | 4% | 12% | -5%↓ |
| Public Transportation (incl. buses/ C-train/ poor service) | 4% | 2% | 6% | -2%↓ |
| Transit system improvements | 3% | 1% | 4% | -2% |
| COVID-19 Pandemic | 8% | 3% | 11% | +11%↑ |
| Economy [NET] | 6% | 3% | 9% | +1% |
| Budget & Spending [NET] | 6% | 2% | 8% | -3%↓ |
| Education | 6% | 2% | 8% | - |
| Recreation [NET] | 3% | 4% | 7% | - |
| Environment and Waste Management [NET] | 3% | 4% | 7% | - |
| Homelessness, Poverty & Affordable Housing [NET] | 4% | 2% | 6% | +2%↑ |
| Growth and Planning [NET] | 3% | 1% | 4% | -1% |
| None | 0% | 0% | 15% | +4%↑ |

Mentions of <4% are not shown
Data labels of <3% are not shown
↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019

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 (n=2,422)



Tracking Most Important Issue Facing Calgary



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? Base: Valid respondents

↑ Statistically higher than Spring 2020
↓ Statistically lower than Spring 2020



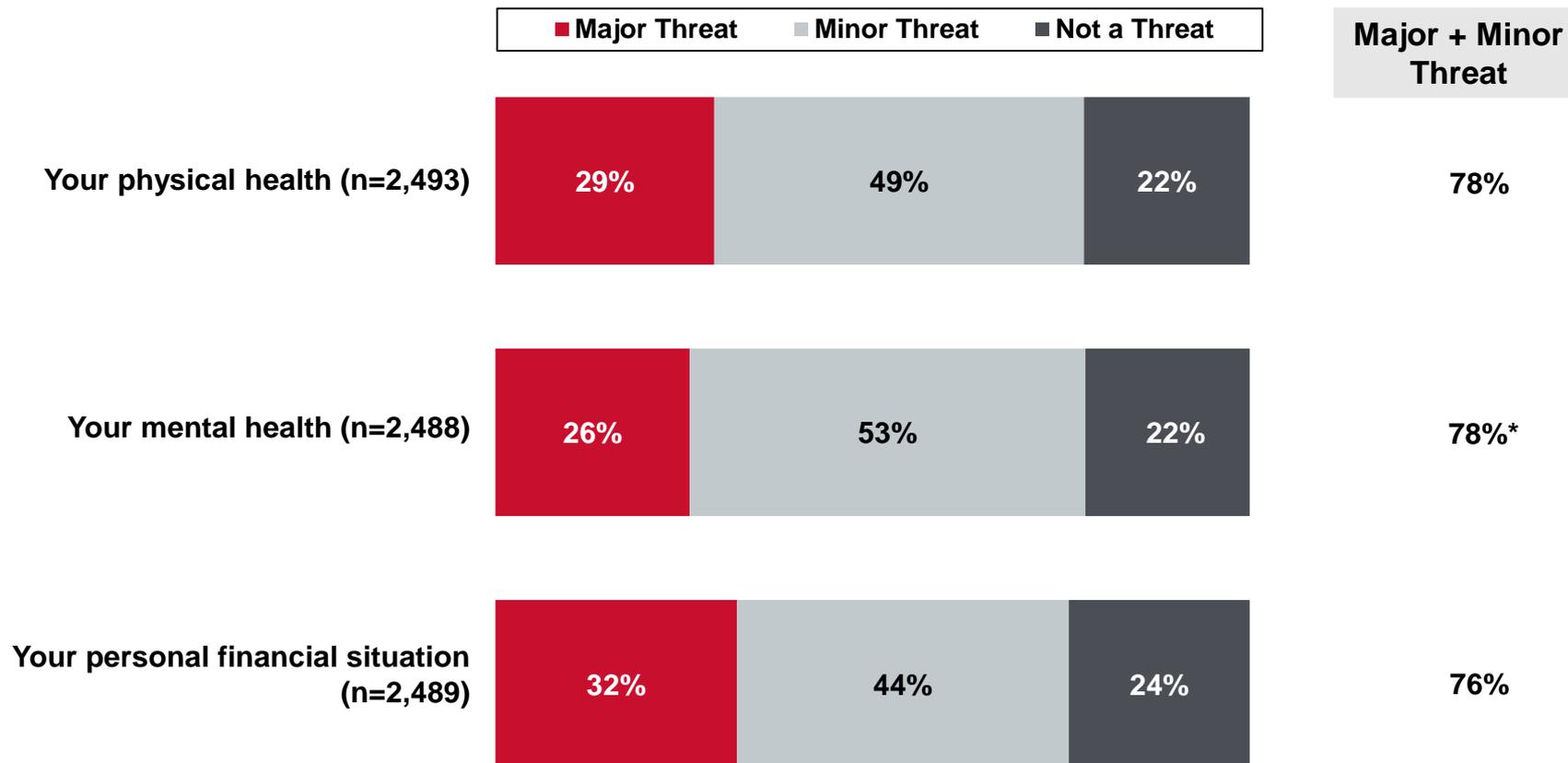
COVID-19 Pandemic





New question in
Fall 2020

Threats Related to the COVID-19 Pandemic



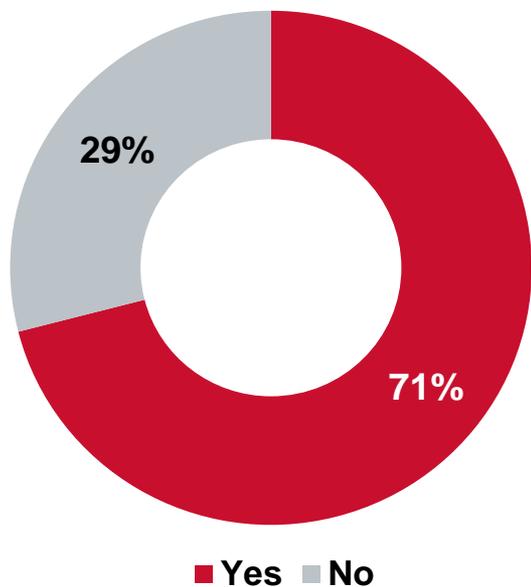
In your opinion, how much of a threat is the COVID-19 pandemic for...?
Base: Valid respondents

*Rounding

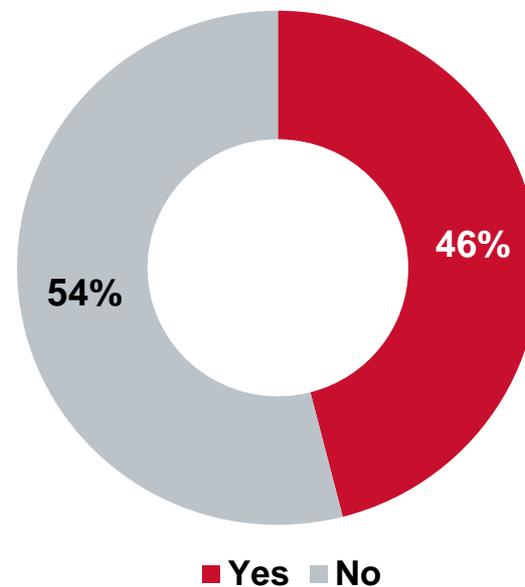


Employment During the COVID-19 Pandemic

Employed at the beginning of the COVID-19 pandemic



Experienced a job/income loss as a result of the COVID-19 pandemic



*At the beginning of the COVID-19 pandemic, were you employed?
This includes being self-employed.*
Base: Valid respondents (n=2,494)

*Have you experienced a job loss or income loss due to the
COVID-19 pandemic?*
Base: Valid respondents employed pre-COVID-19 (n=1,598)

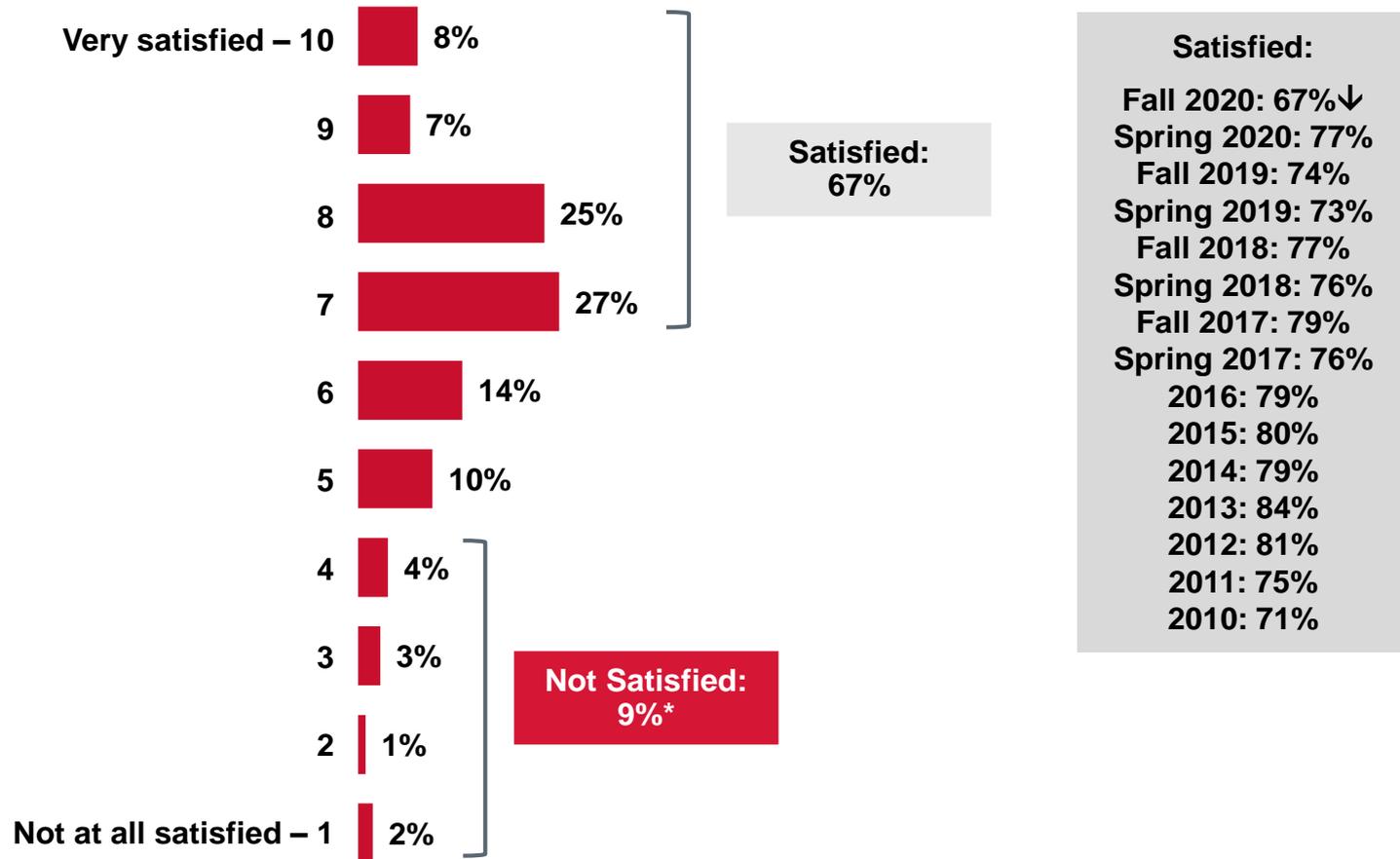


City Programs and Services





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?

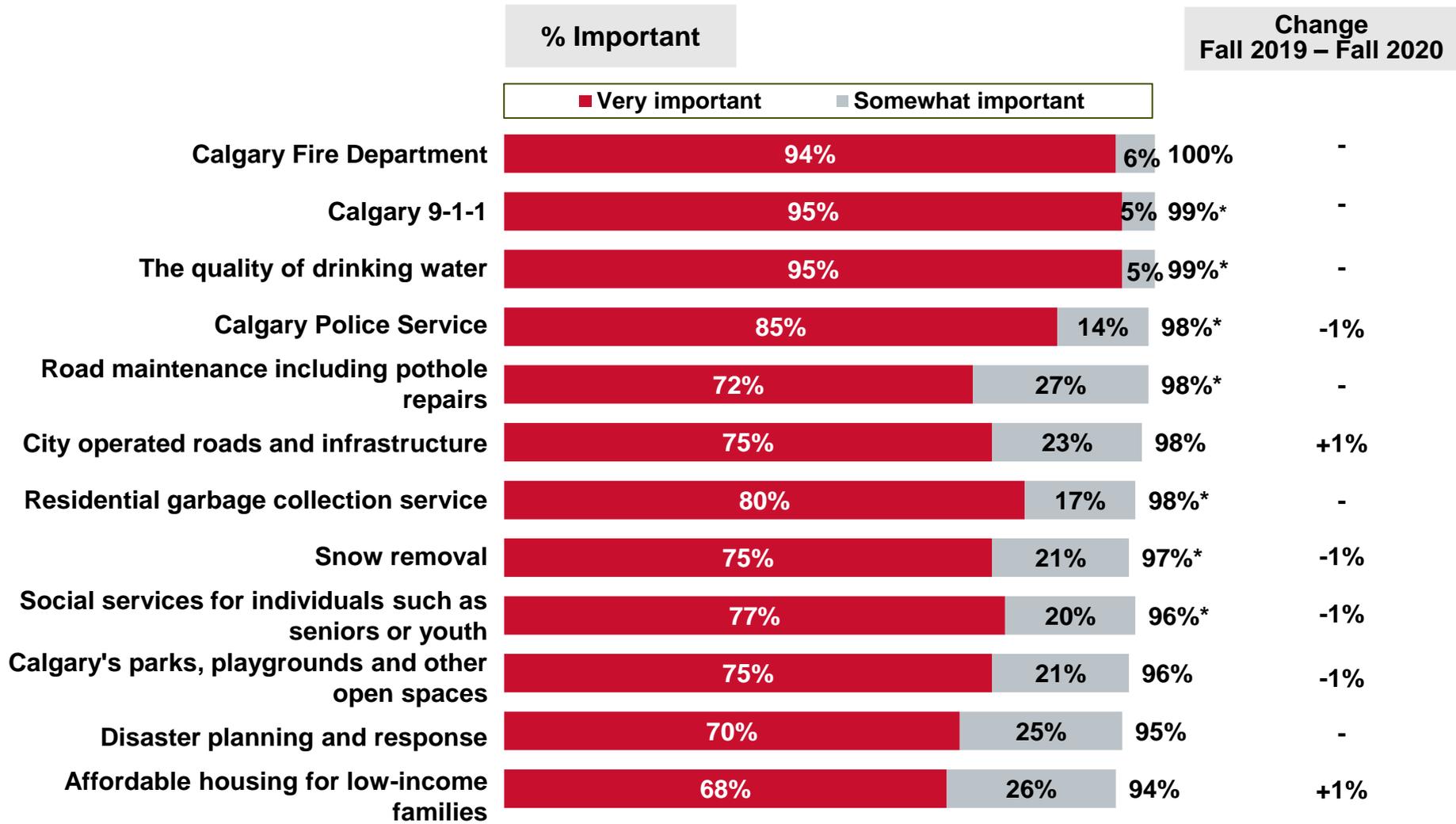
Base: Valid respondents (n=2,487)

*Rounding

↑Statistically higher than Spring 2020
↓Statistically lower than Spring 2020



Importance of City Programs and Services

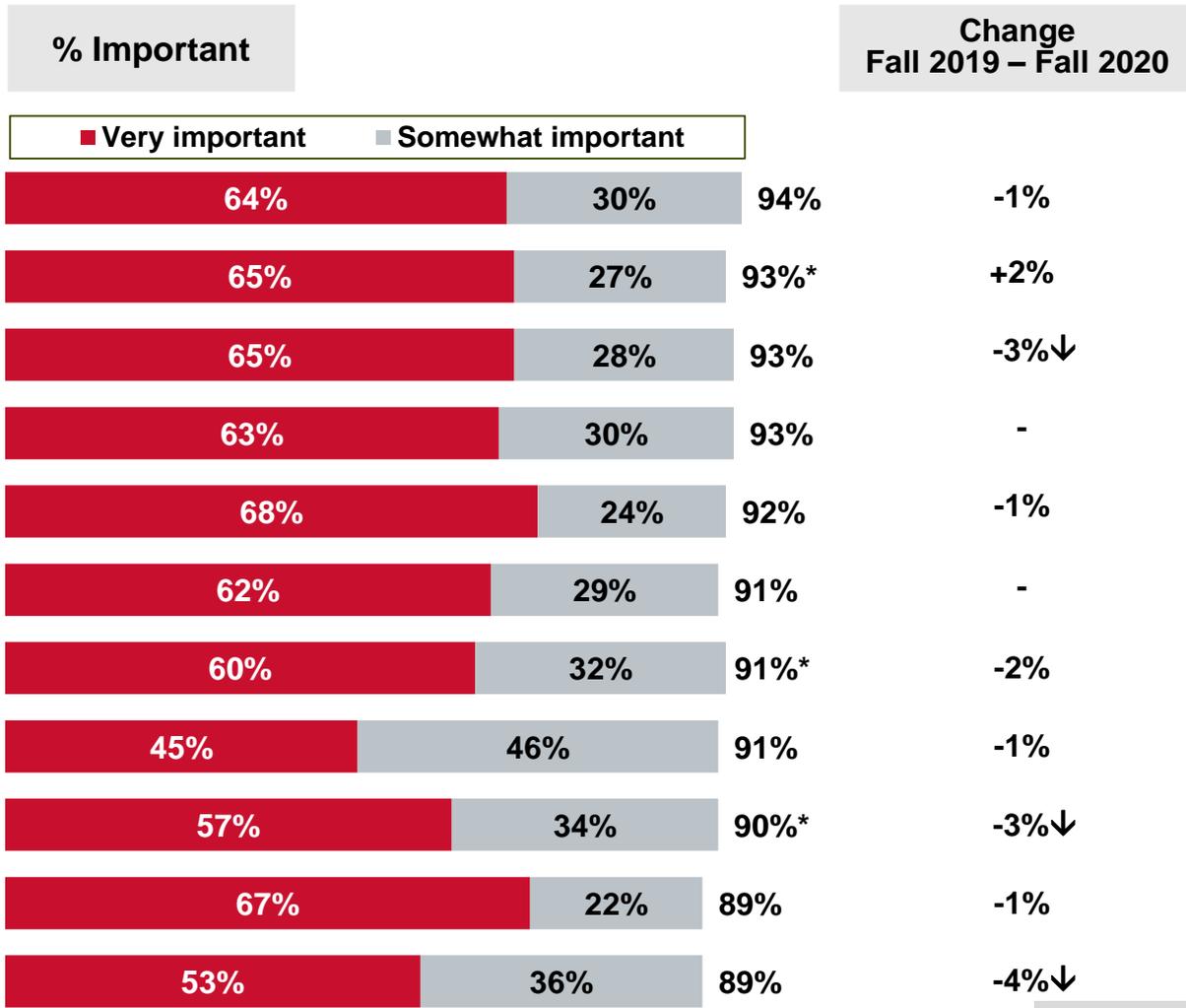


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)

*Rounding



Importance of City Programs and Services (continued)



*Rounding

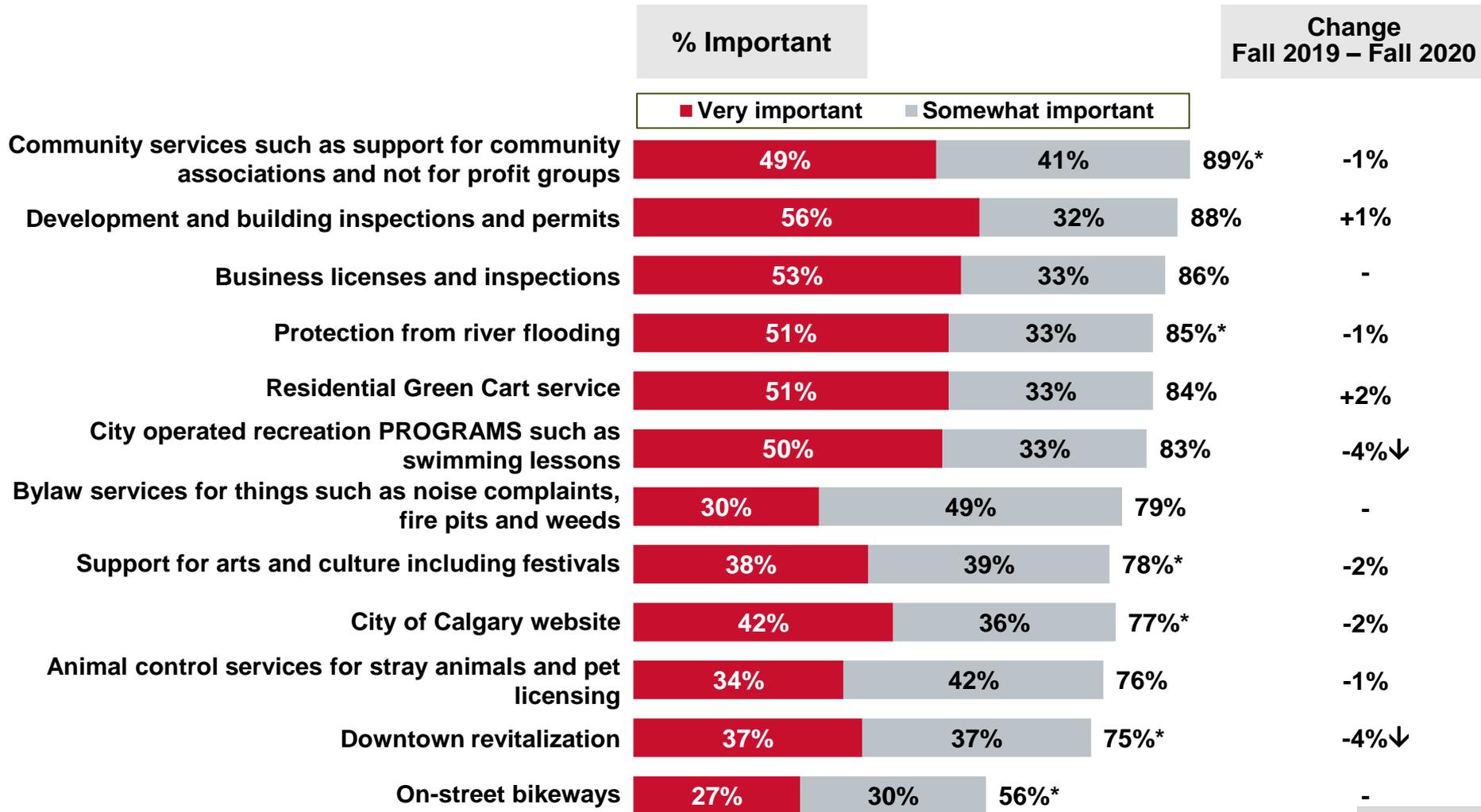
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Importance of City Programs and Services

(continued)



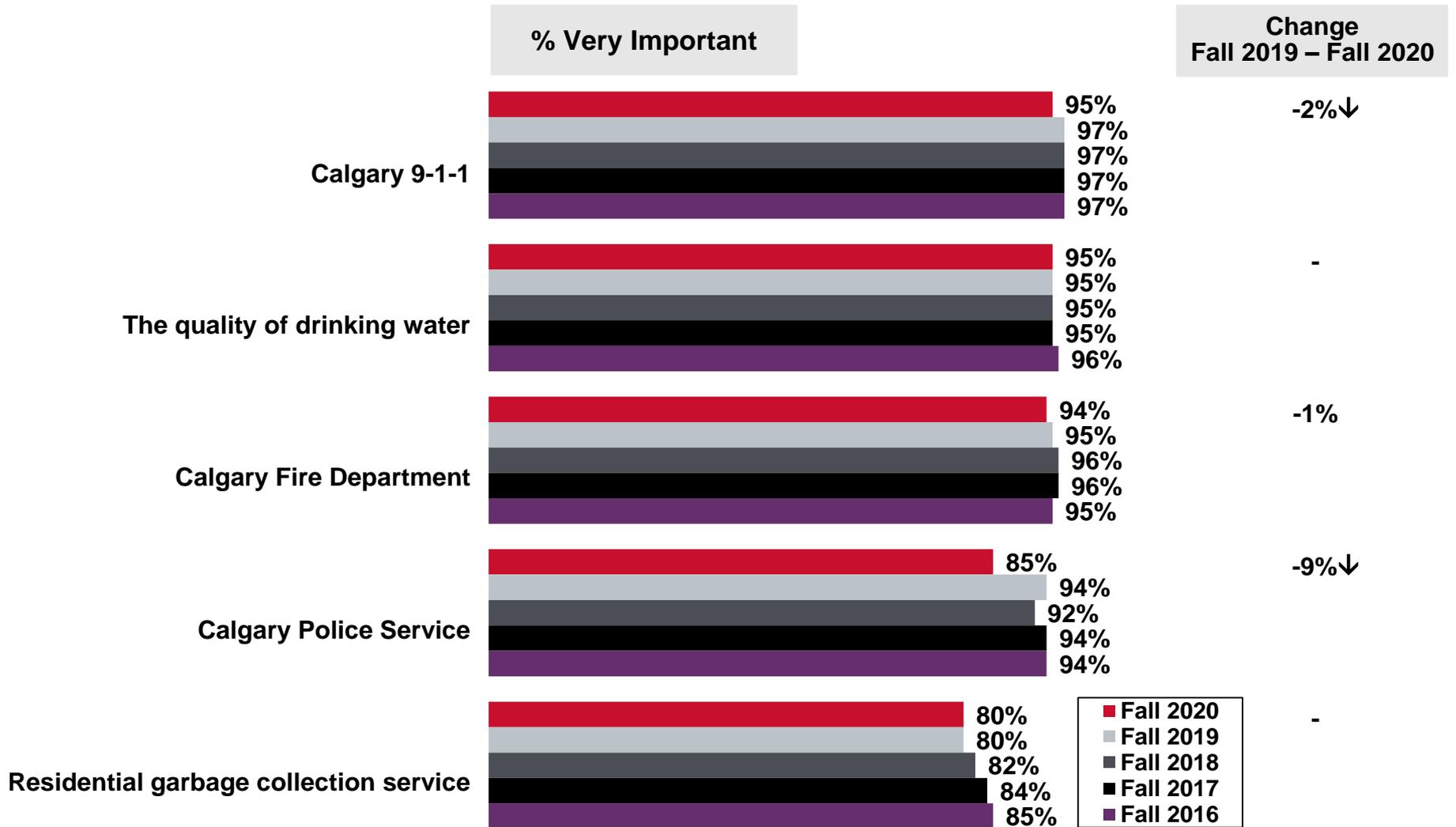
*Rounding

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)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Tracking Importance of City Programs and Services

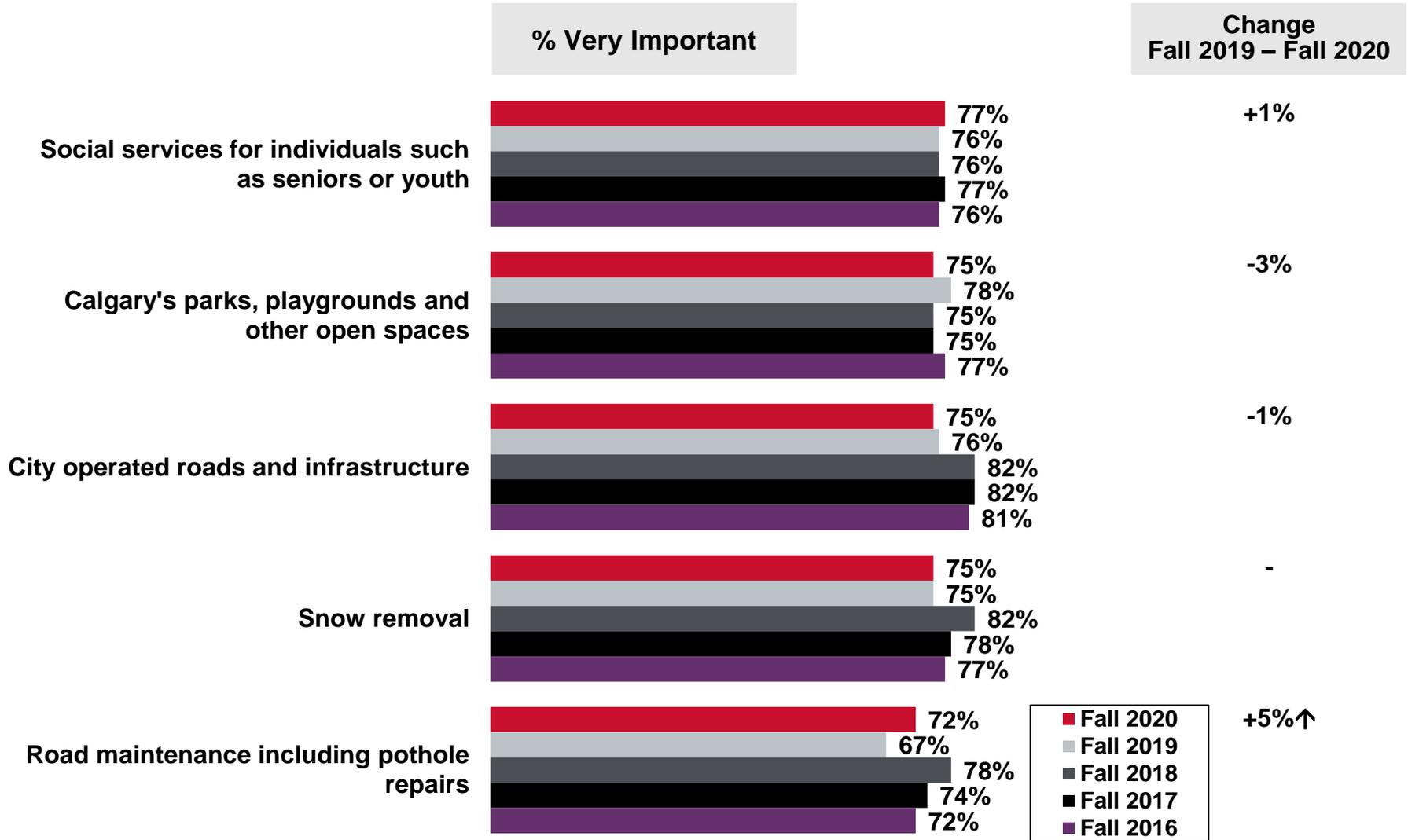


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Tracking Importance of City Programs and Services (continued)

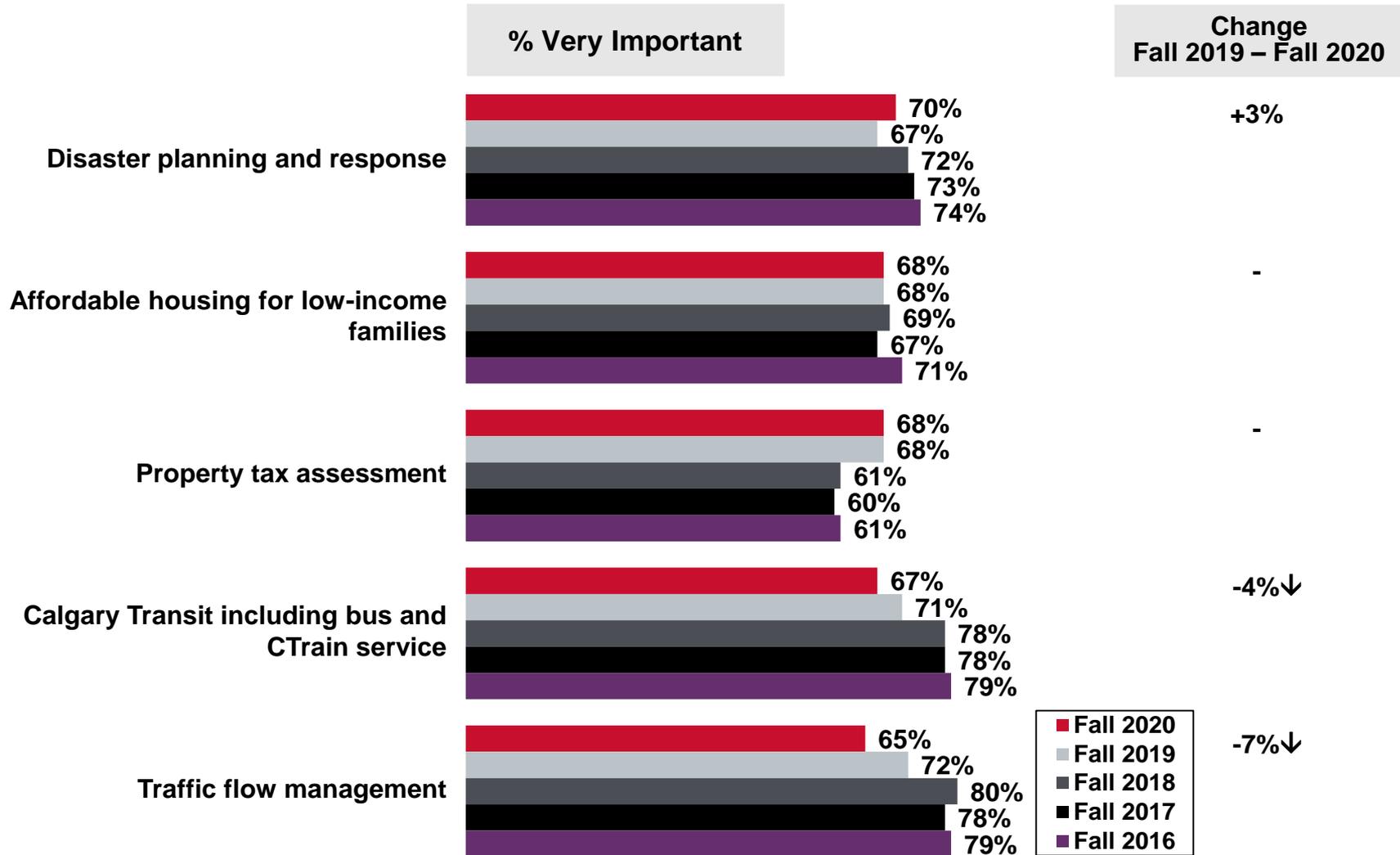


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Tracking Importance of City Programs and Services (continued)

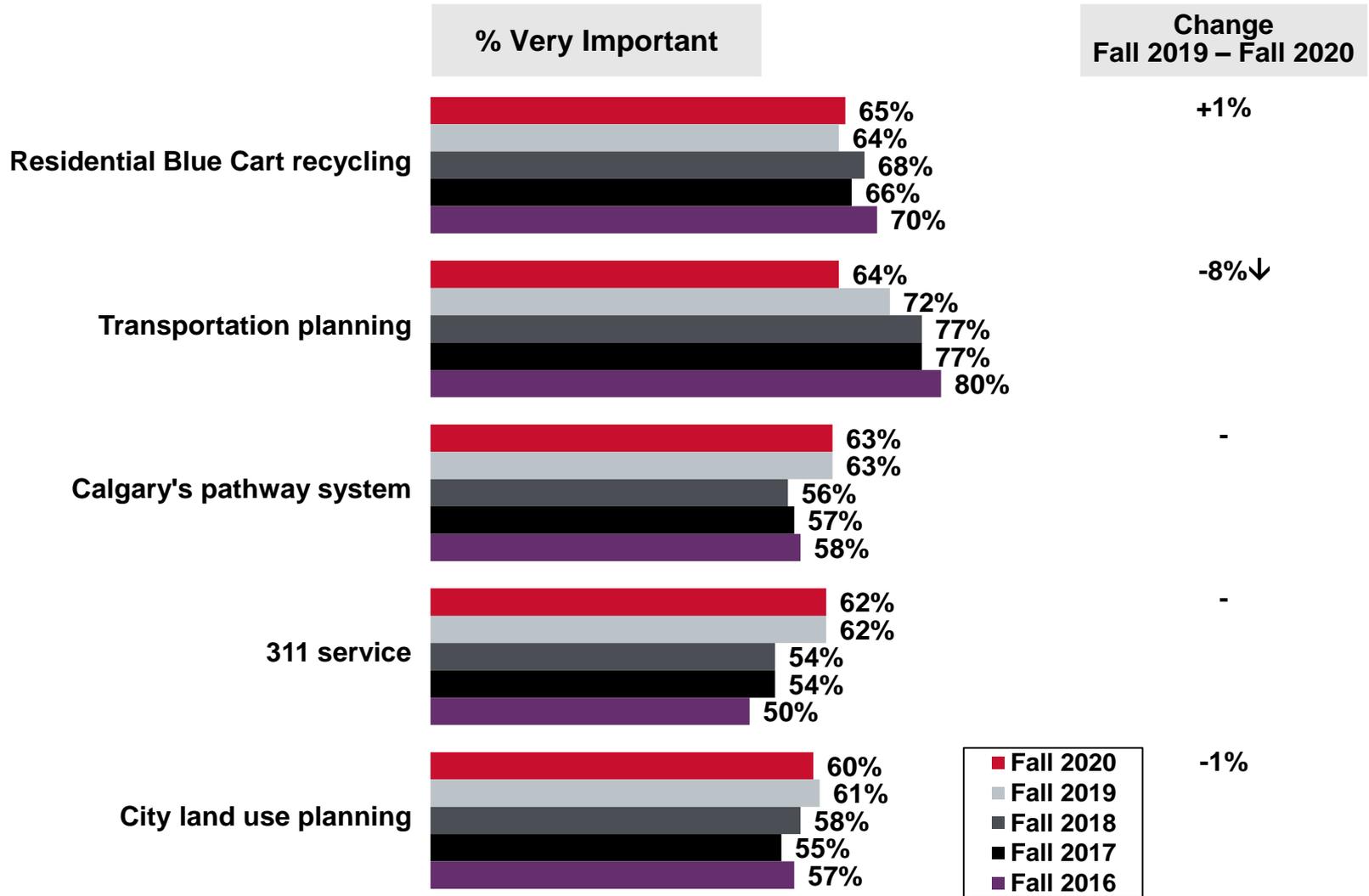


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Tracking Importance of City Programs and Services (continued)

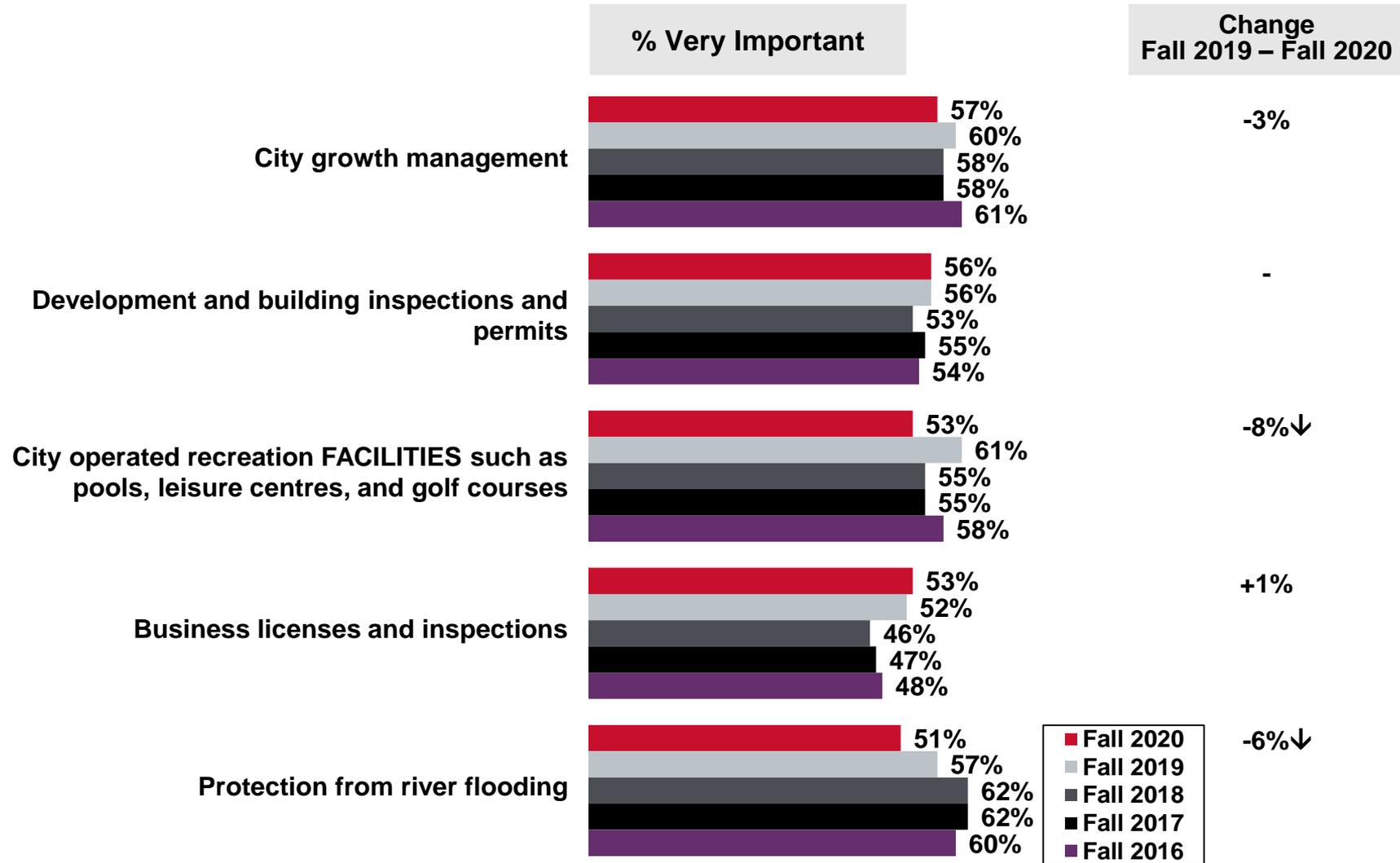


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Tracking Importance of City Programs and Services (continued)



- Fall 2020
- Fall 2019
- Fall 2018
- Fall 2017
- Fall 2016

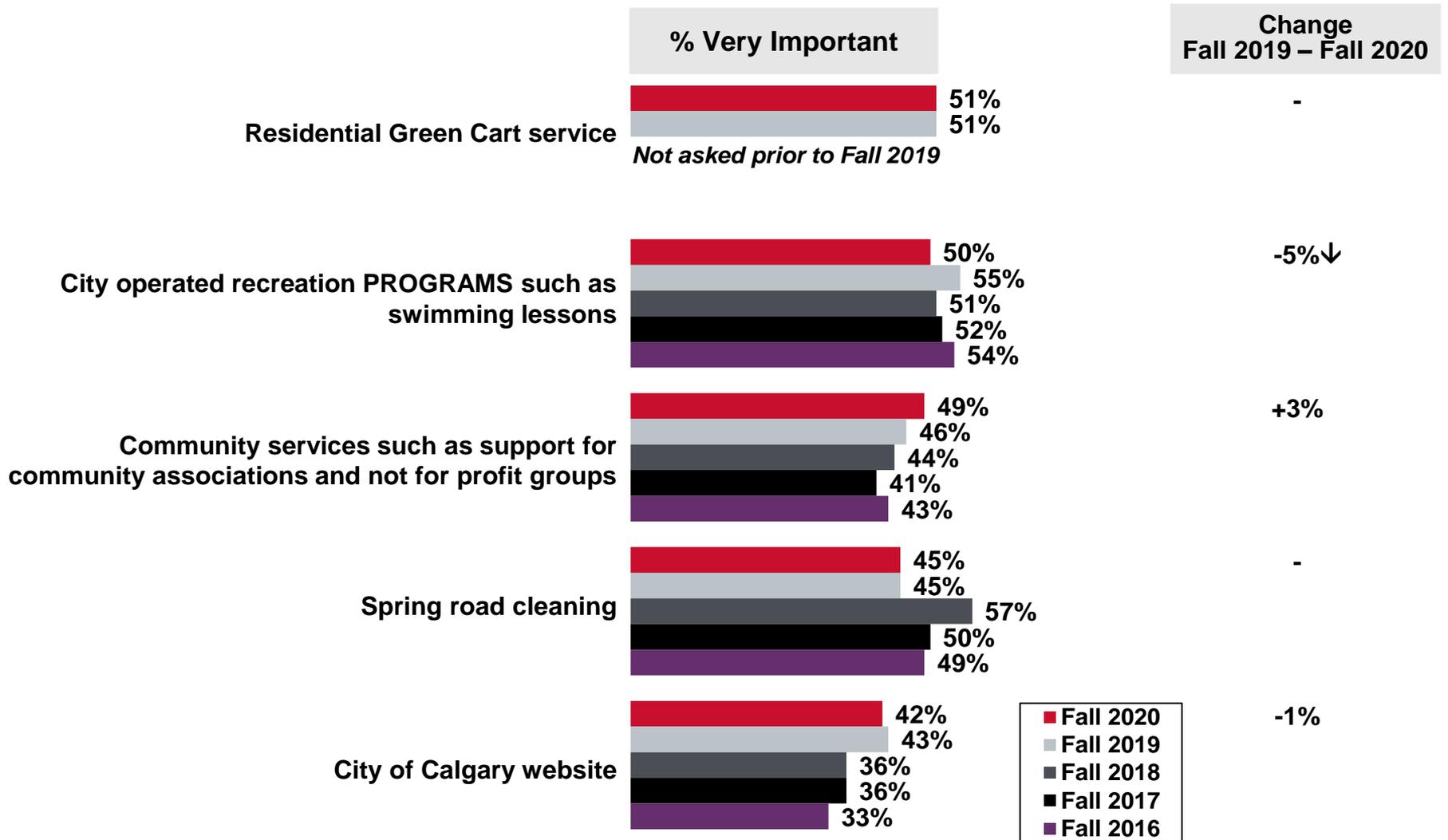
↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019

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)



Tracking Importance of City Programs and Services (continued)

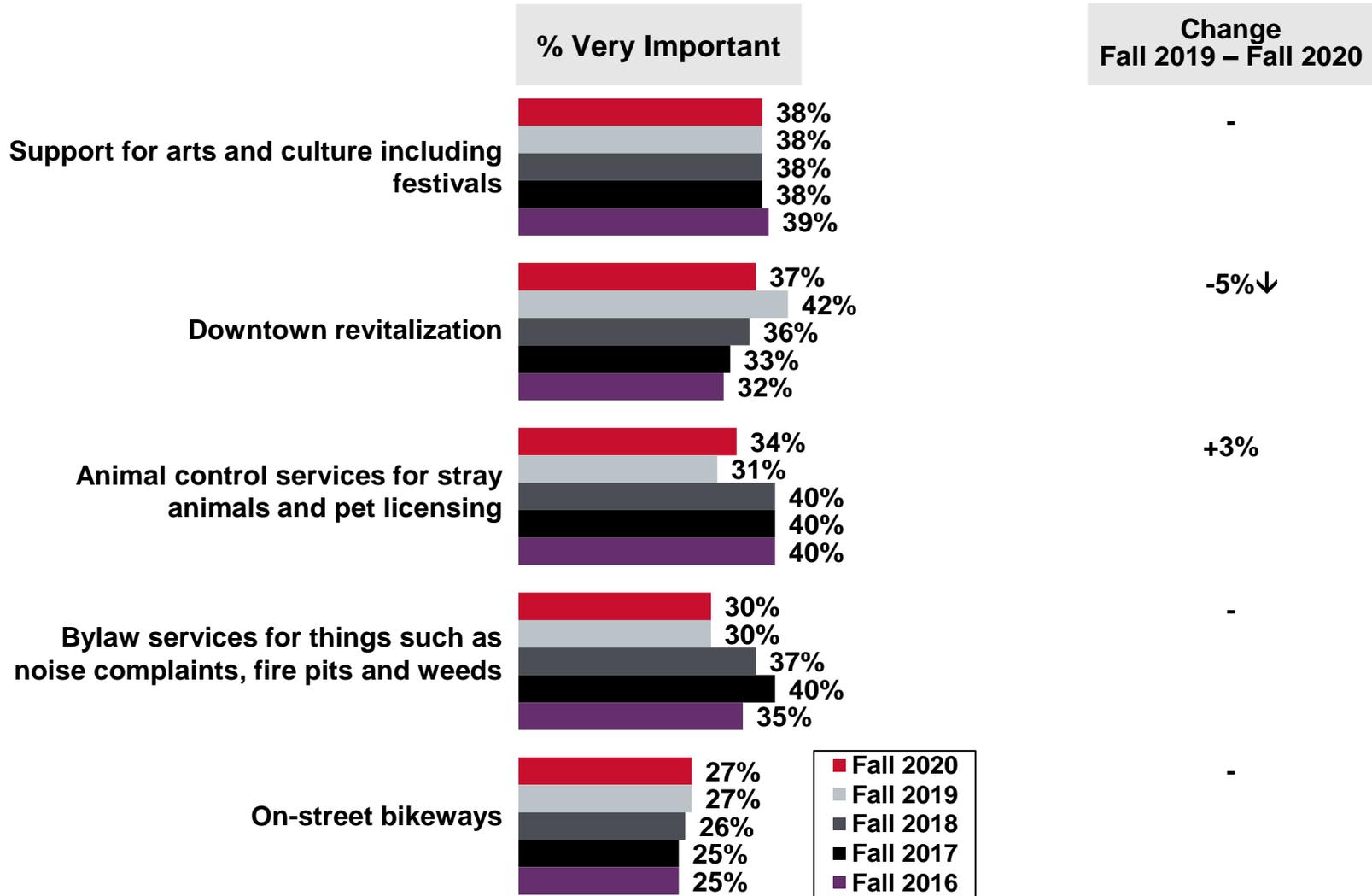


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Tracking Importance of City Programs and Services (continued)

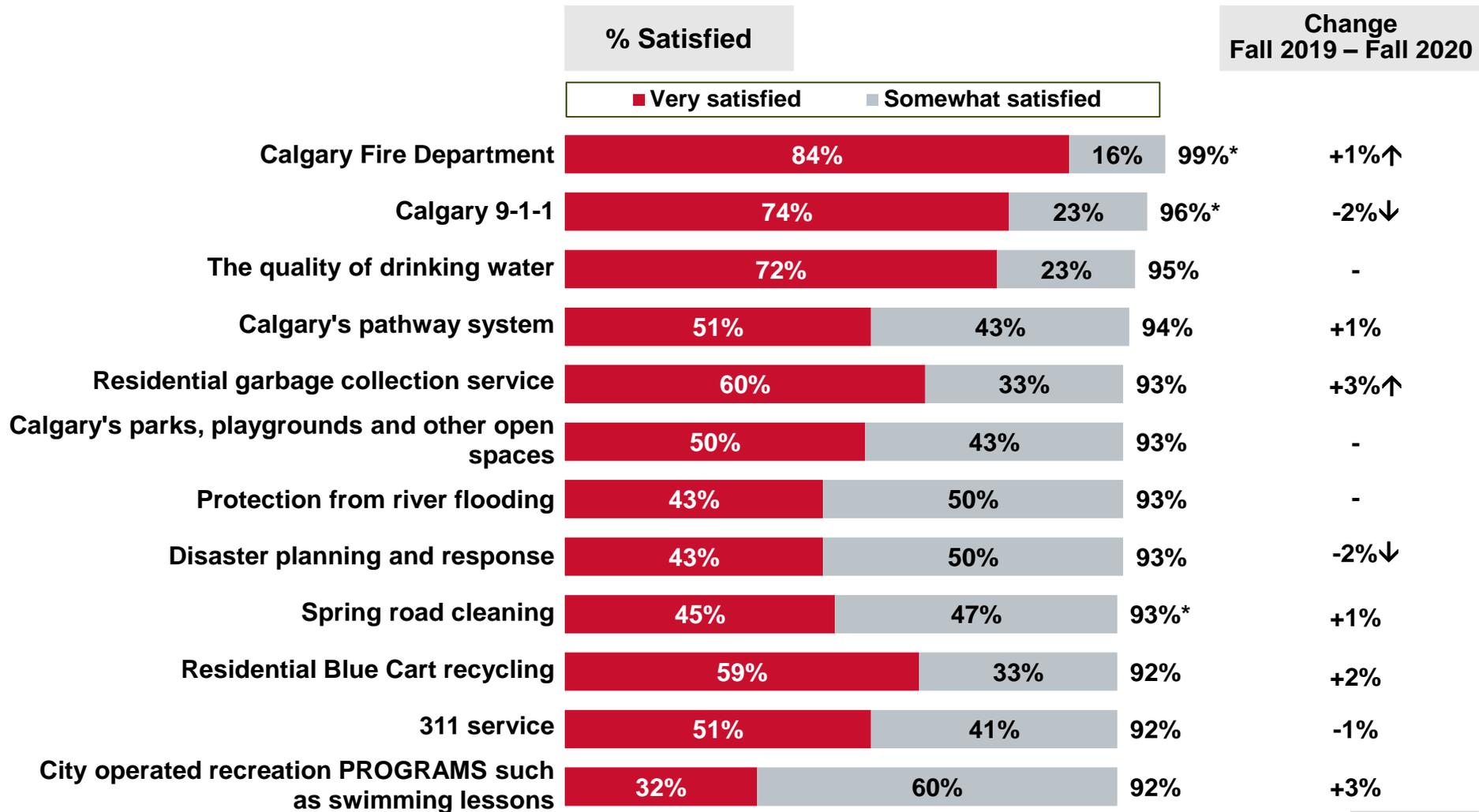


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.
Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Satisfaction with City Programs and Services



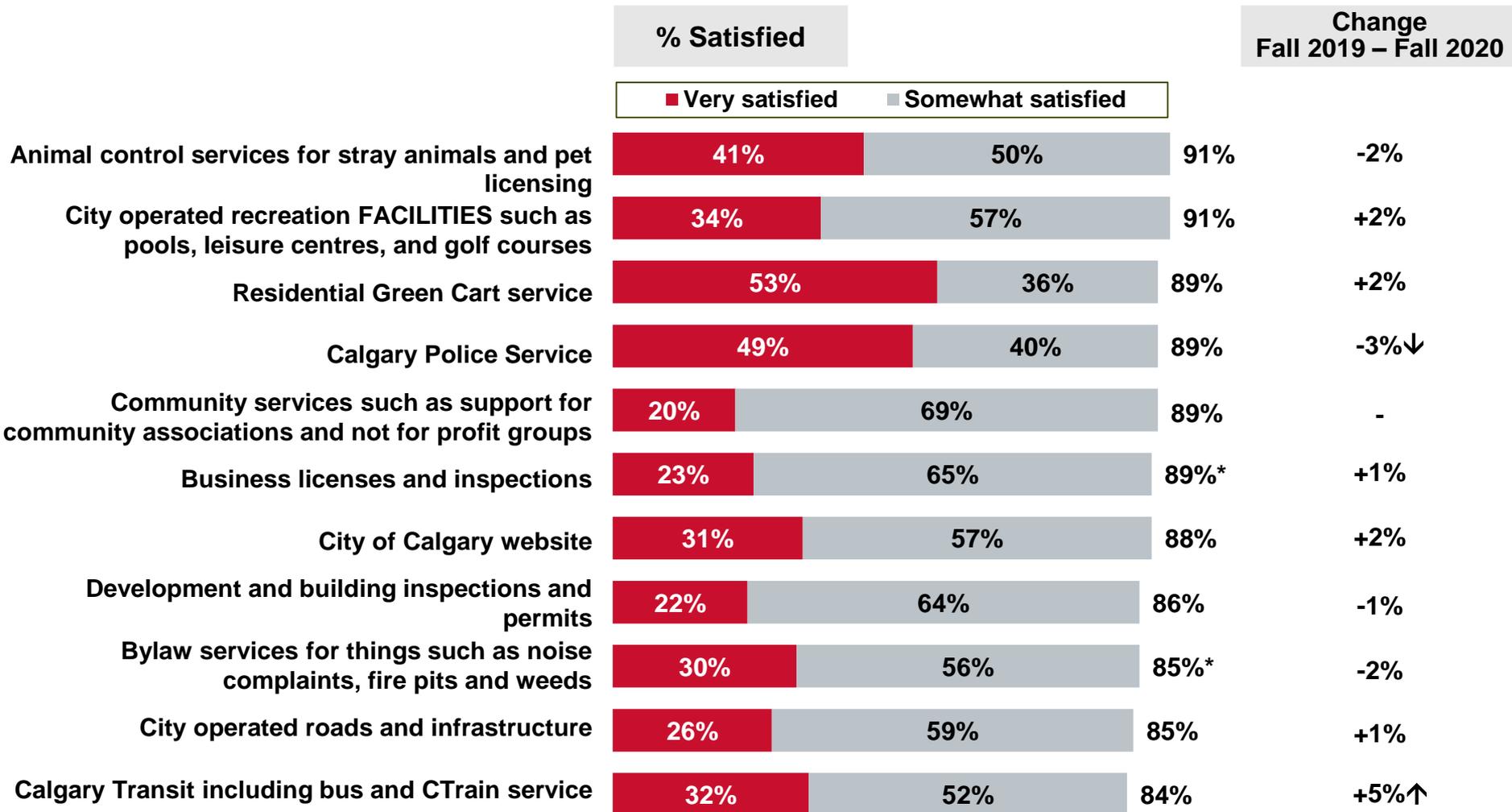
*Rounding

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

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Satisfaction with City Programs and Services (continued)



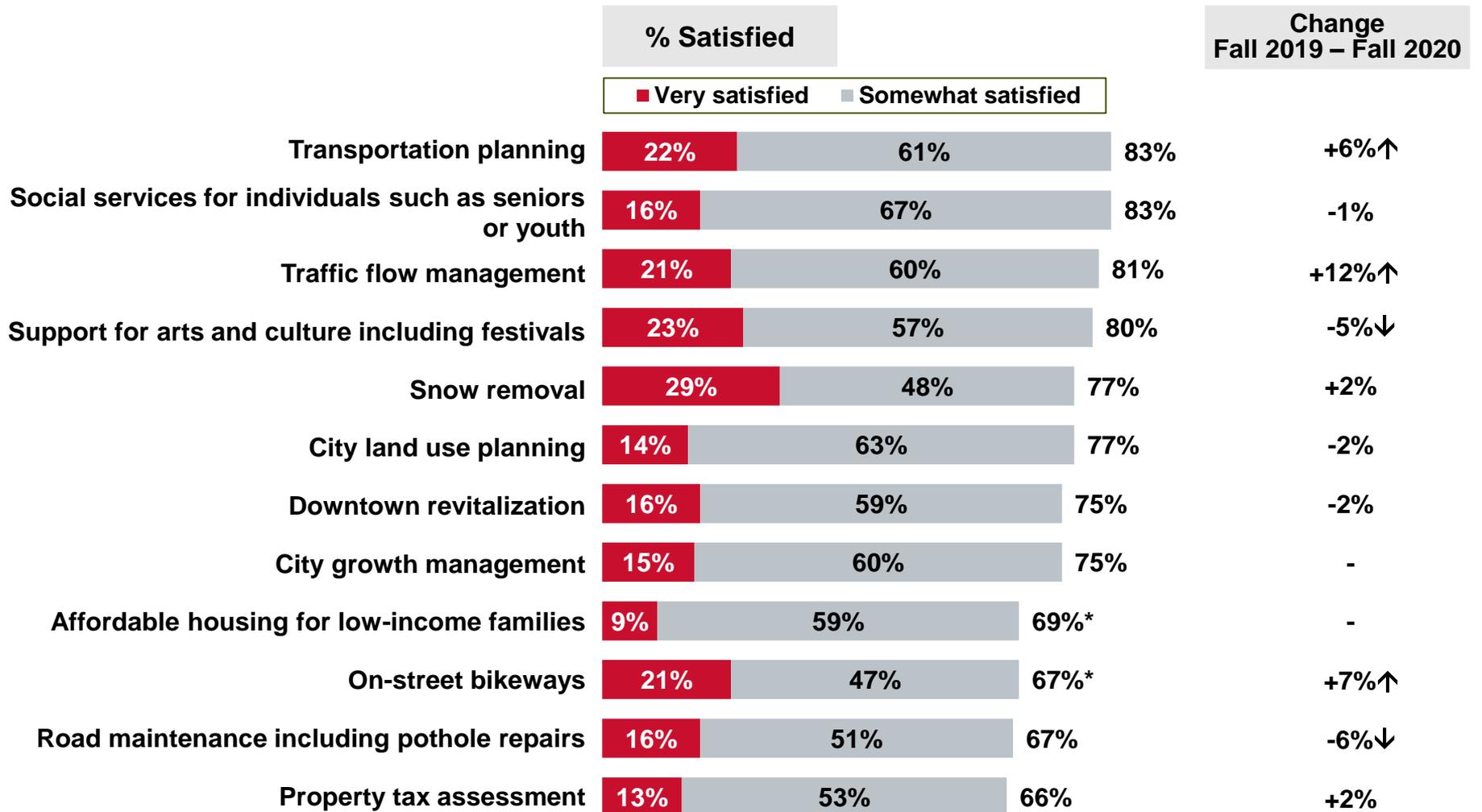
*Rounding

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 Fall 2019
↓ Statistically lower than Fall 2019



Satisfaction with City Programs and Services (continued)



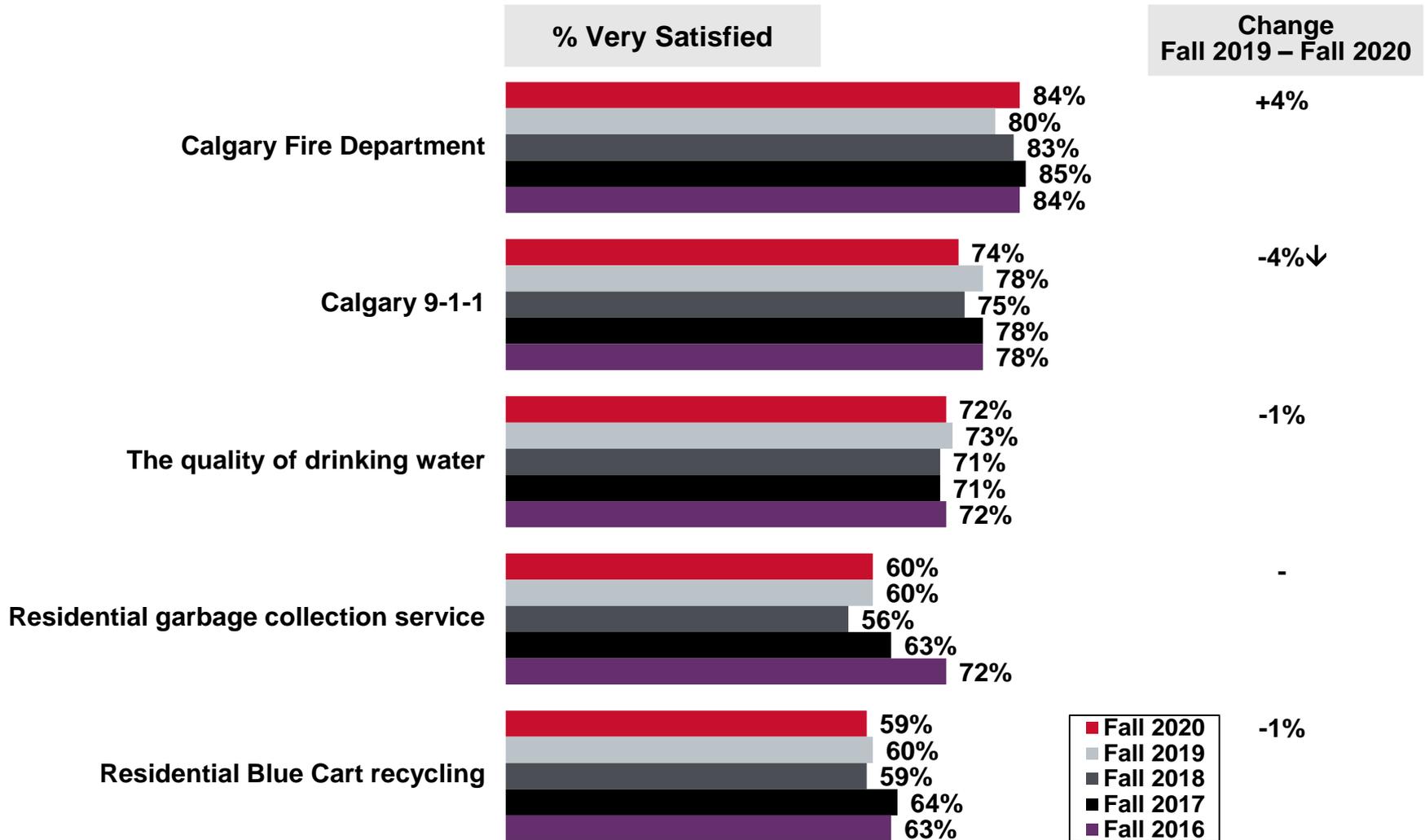
*Rounding

↑Statistically higher than Fall 2019
↓Statistically lower than Fall 2019

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)



Tracking Satisfaction with City Programs and Services

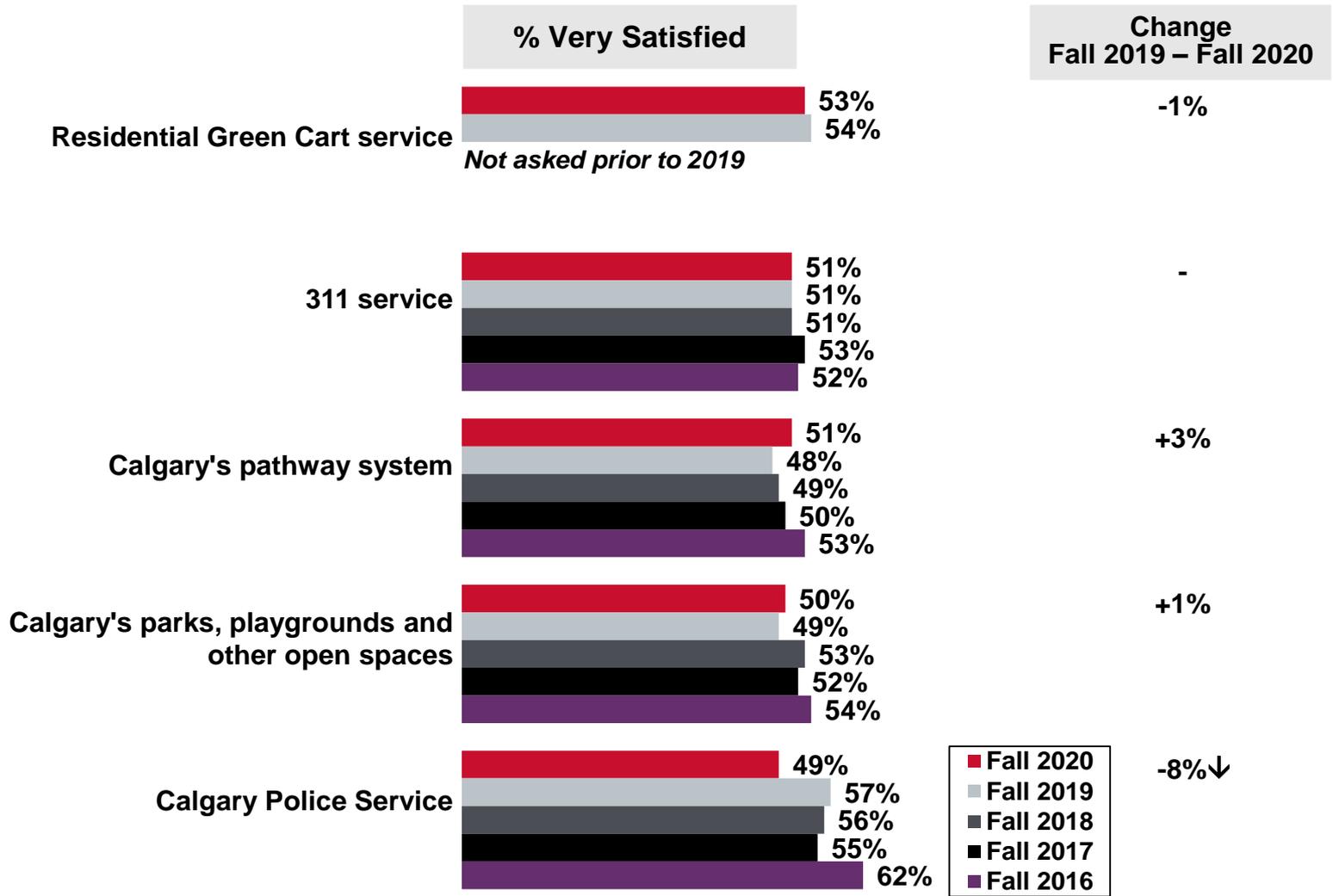


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Tracking Satisfaction with City Programs and Services (continued)

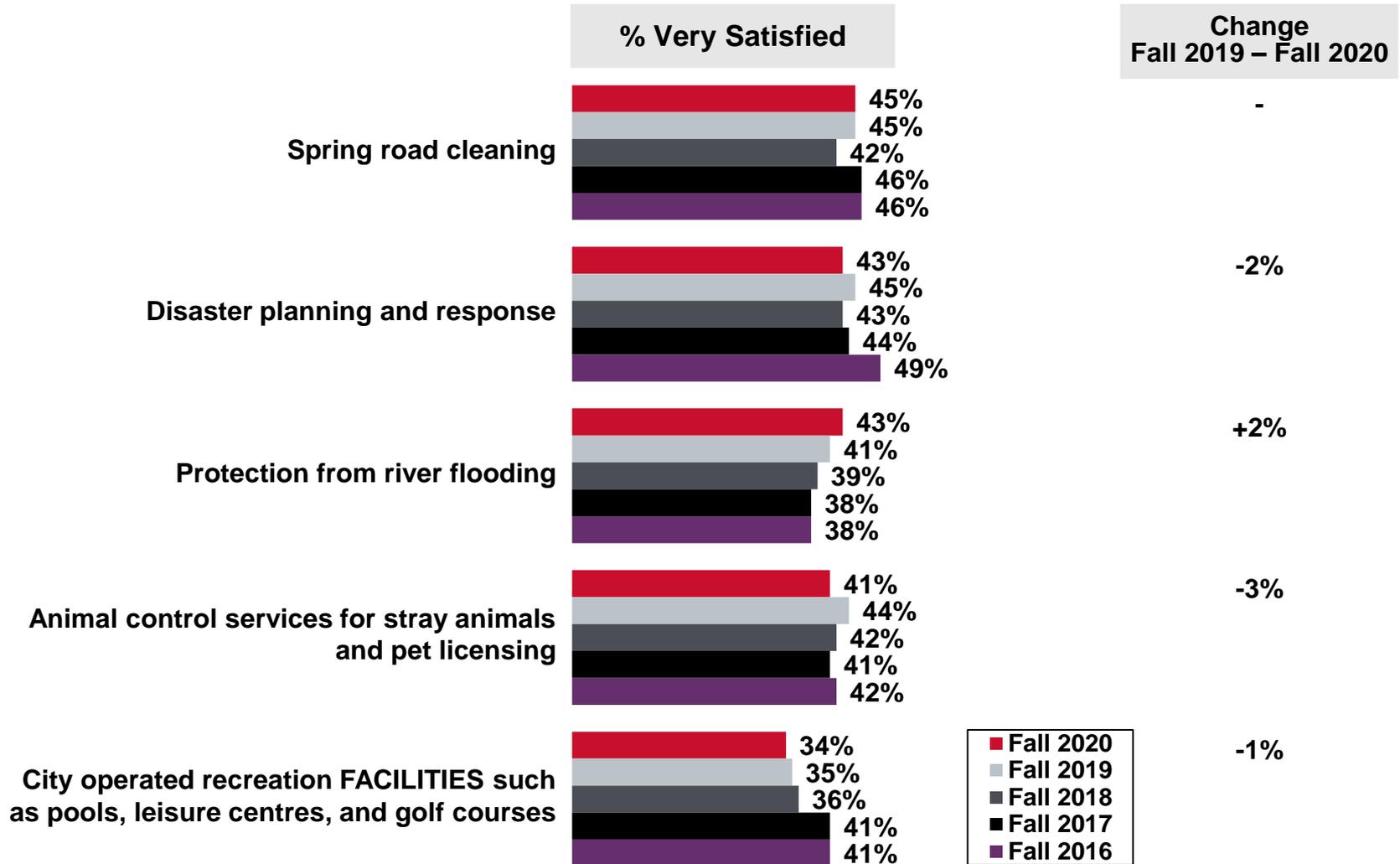


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



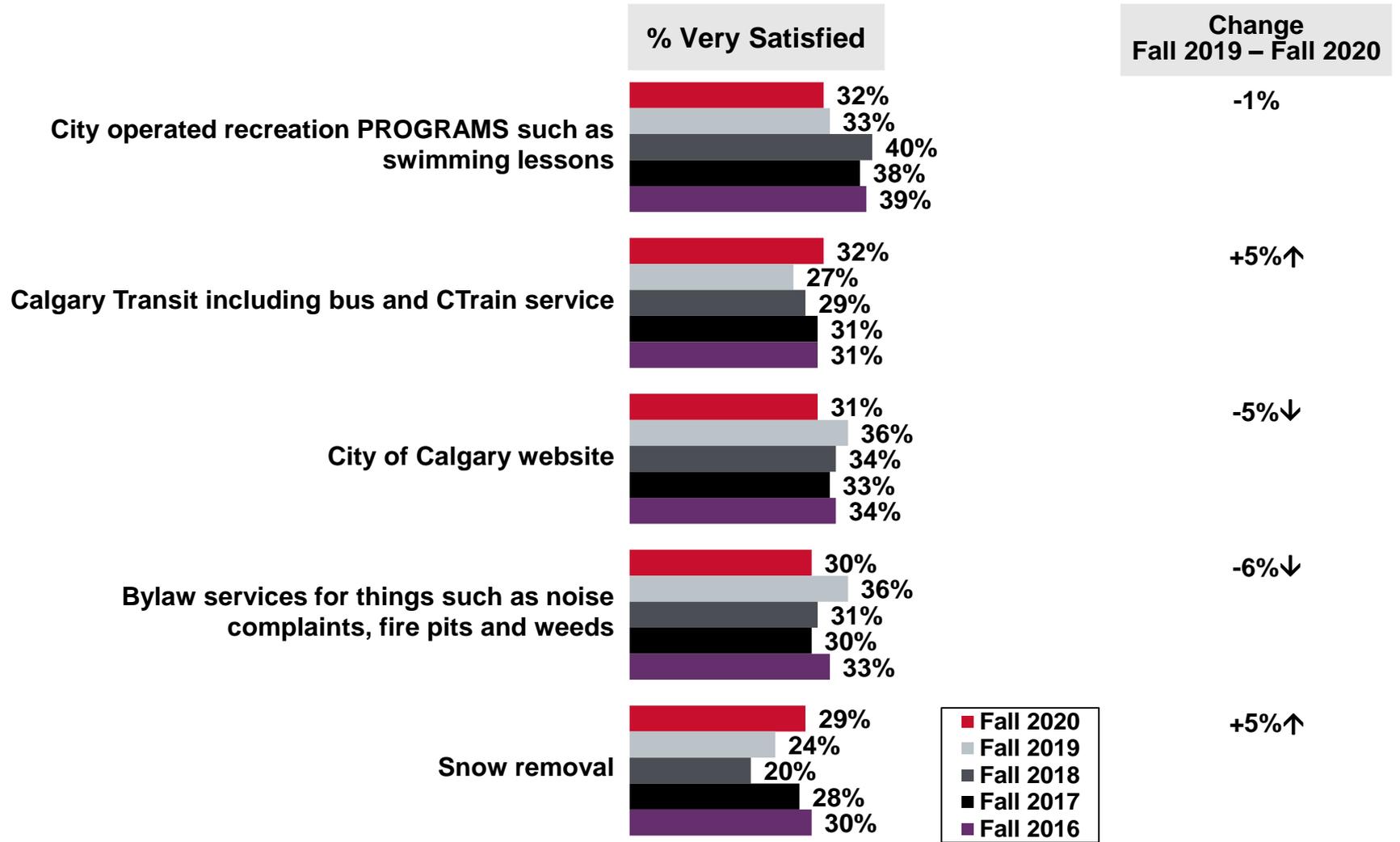
Tracking Satisfaction with City Programs and Services (continued)



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)



Tracking Satisfaction with City Programs and Services (continued)

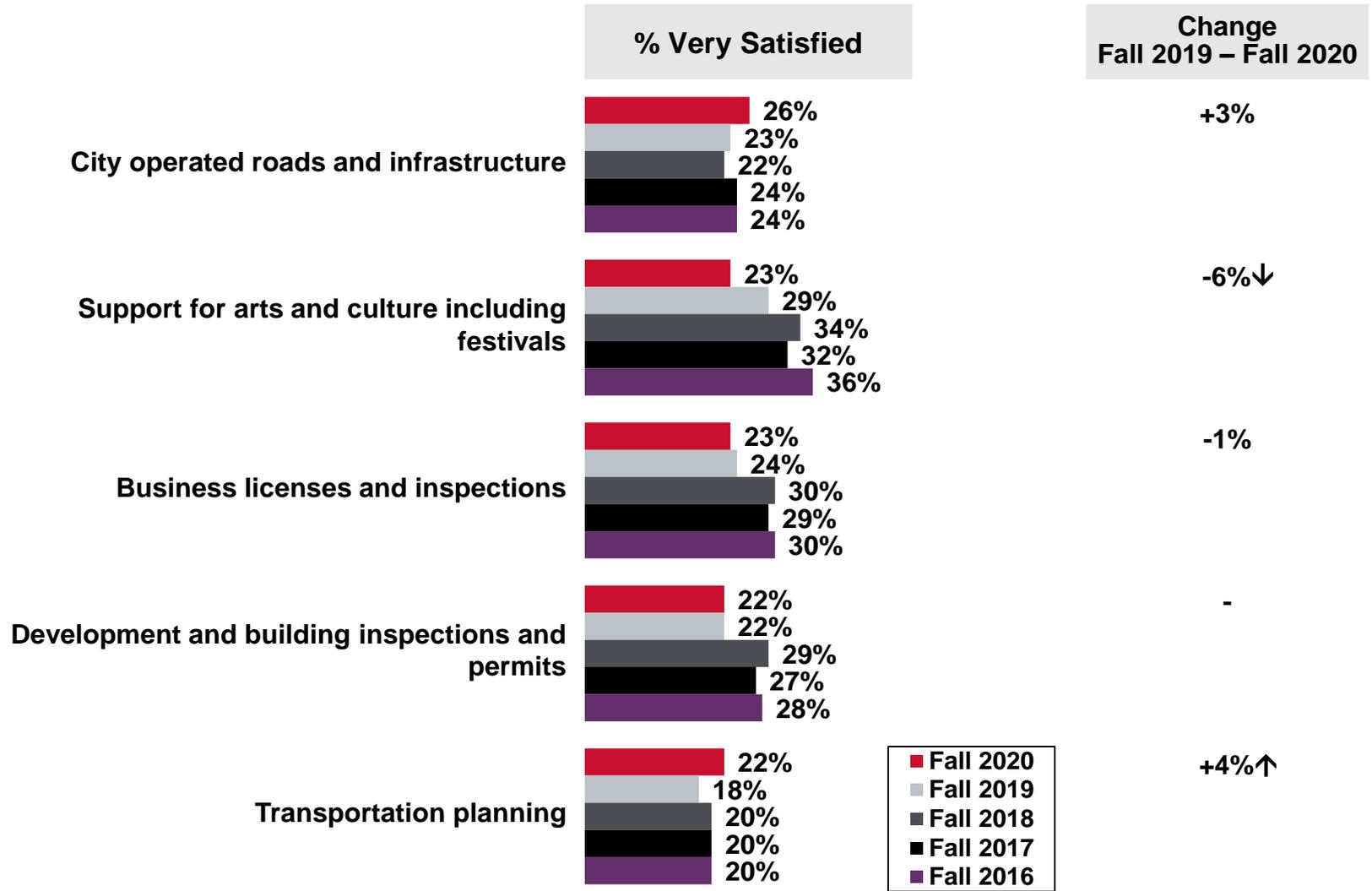


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

↑Statistically higher than Fall 2019
↓Statistically lower than Fall 2019



Tracking Satisfaction with City Programs and Services (continued)

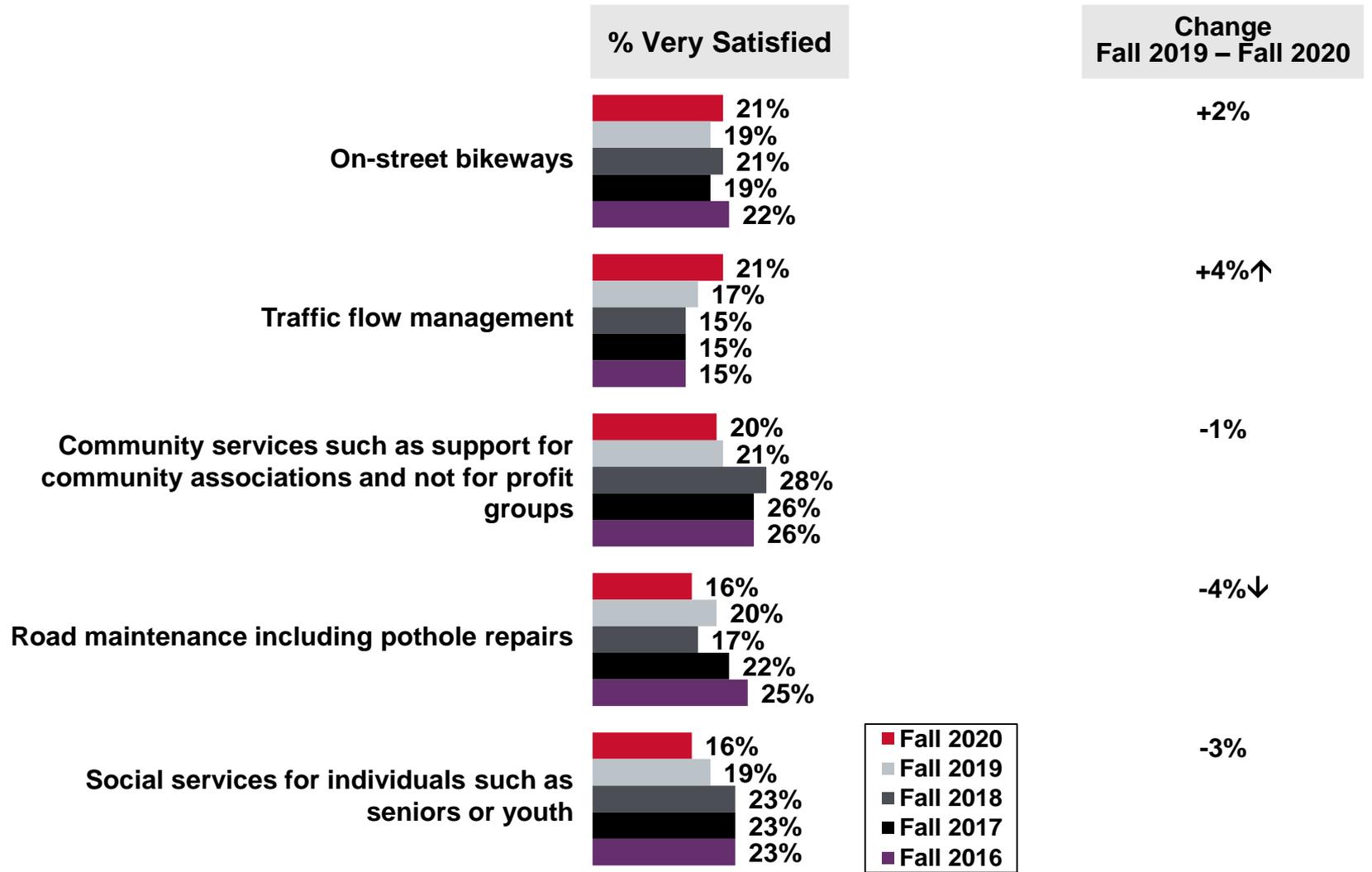


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Tracking Satisfaction with City Programs and Services (continued)

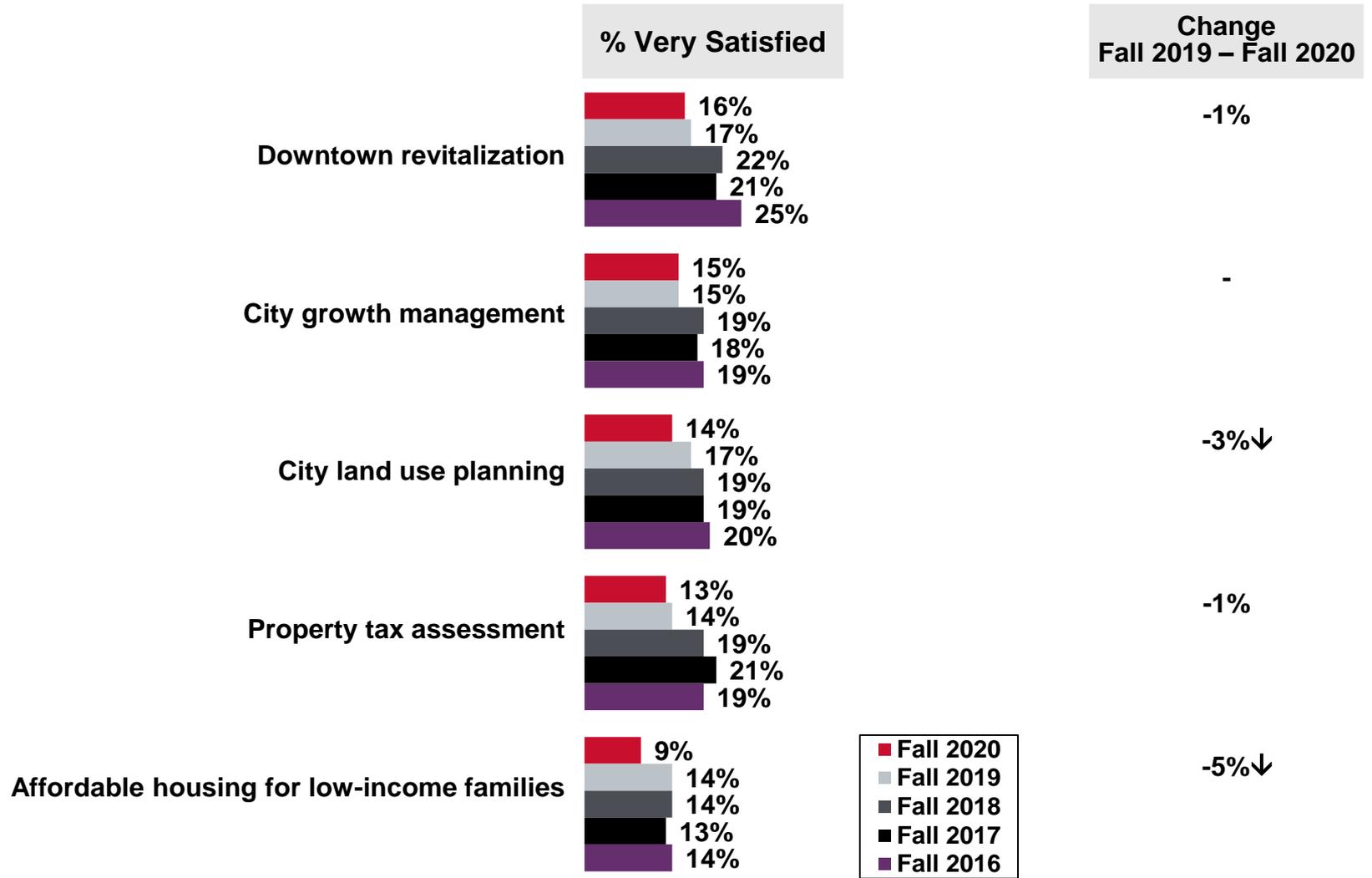


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Tracking Satisfaction with City Programs and Services (continued)

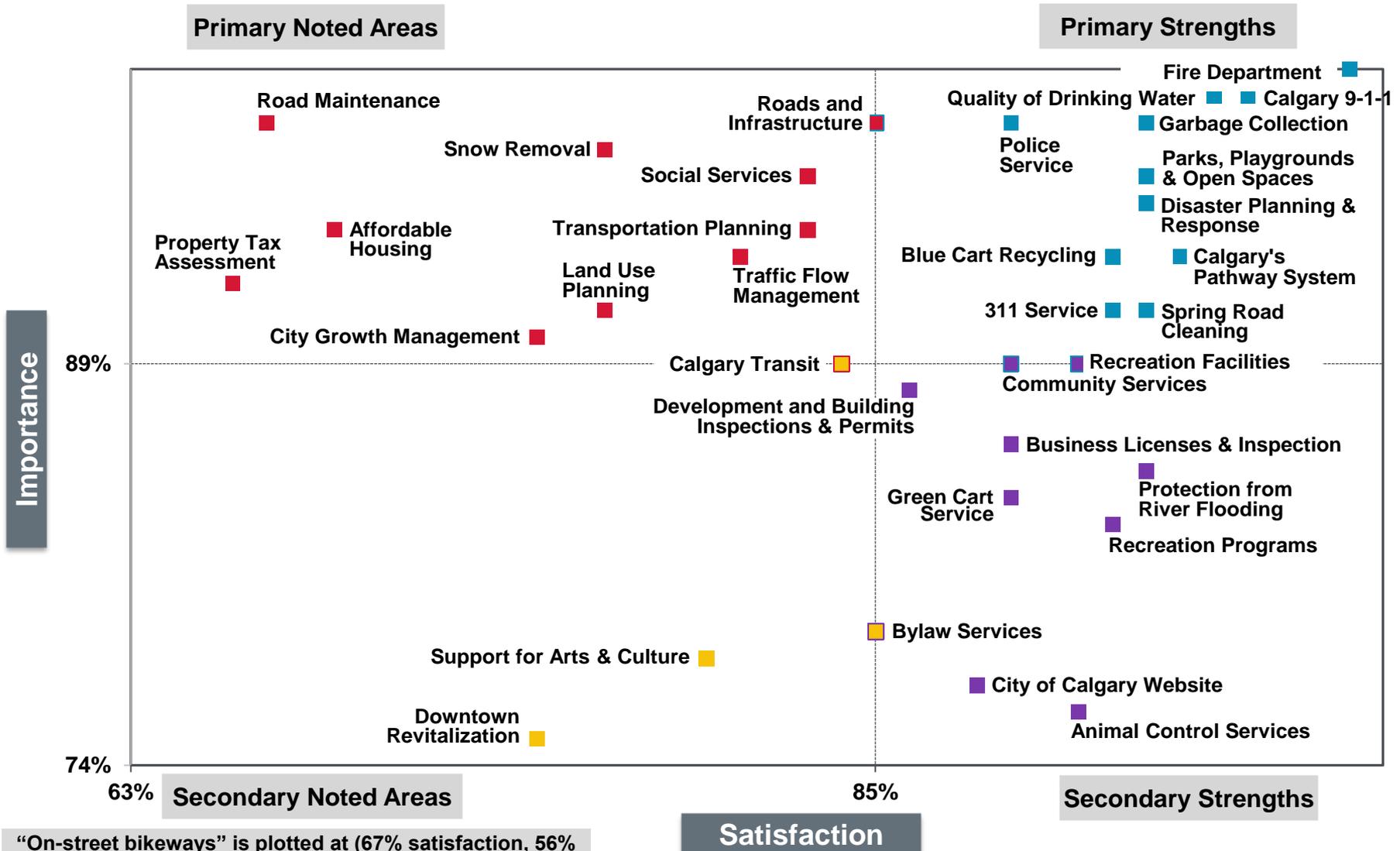


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service.
Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



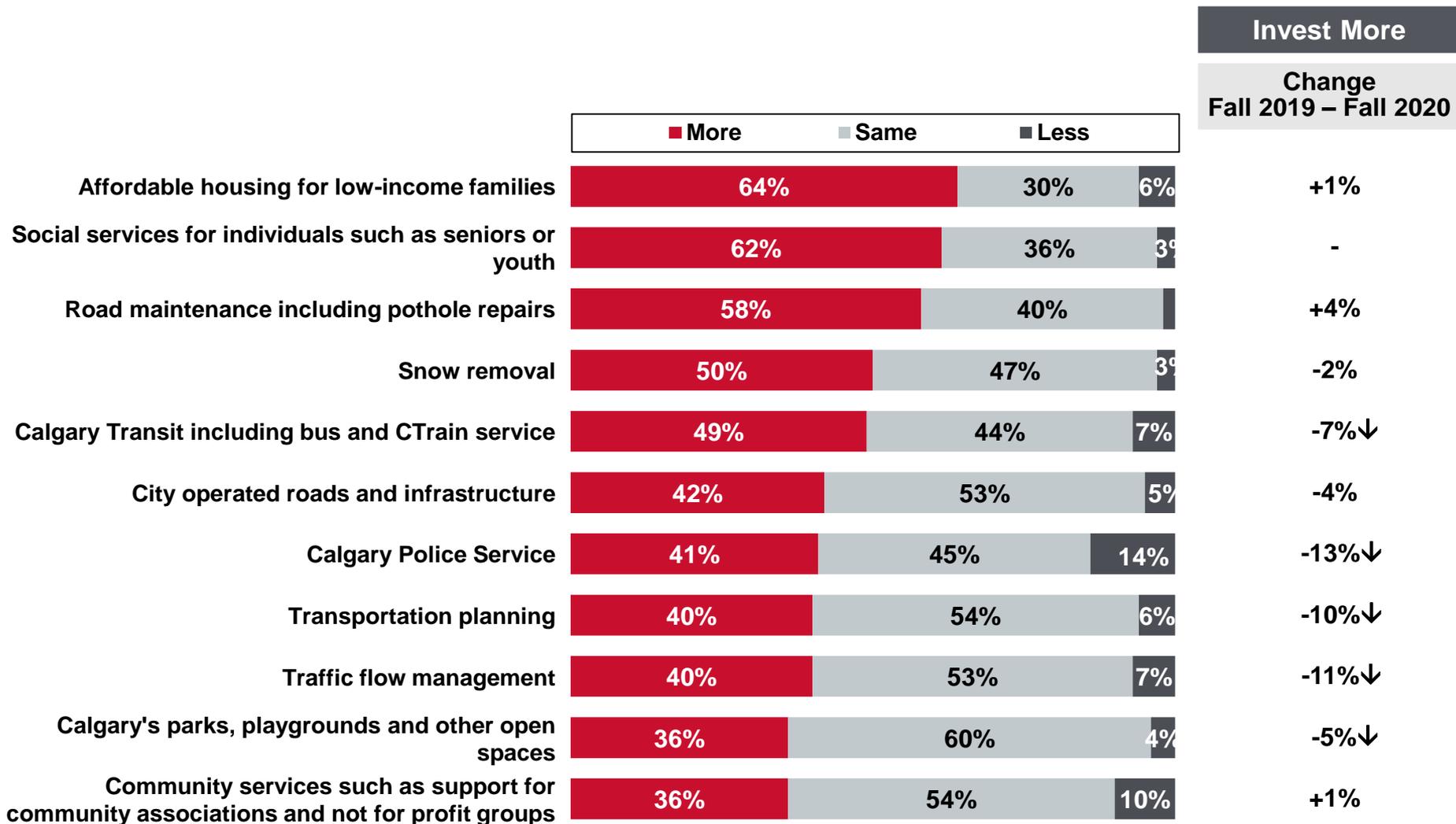
Importance vs. Satisfaction Grid



“On-street bikeways” is plotted at (67% satisfaction, 56% importance) and is not illustrated on this graph.



Investment in City Programs and Services



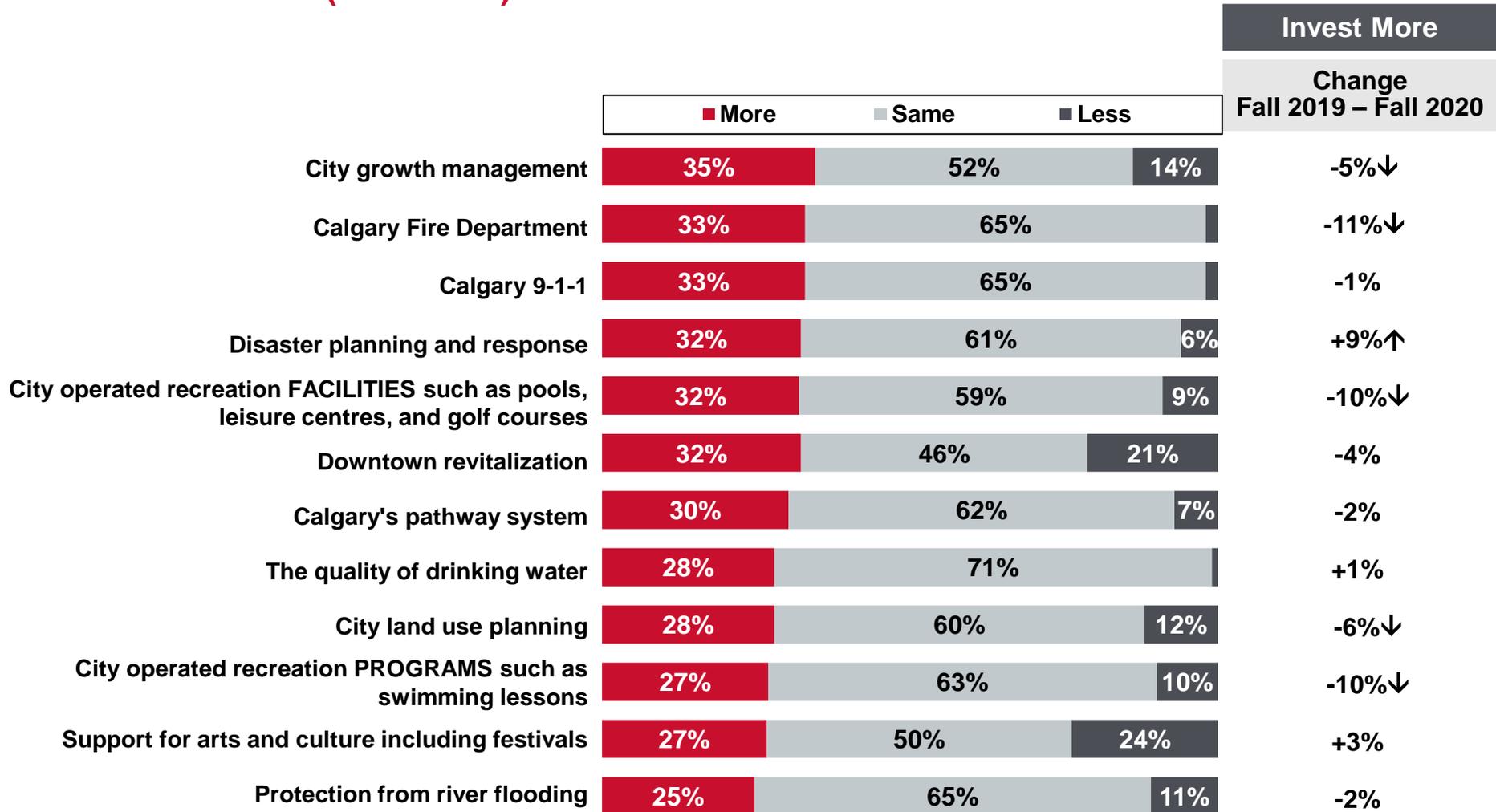
Data labels of <3% are not shown

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019

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)



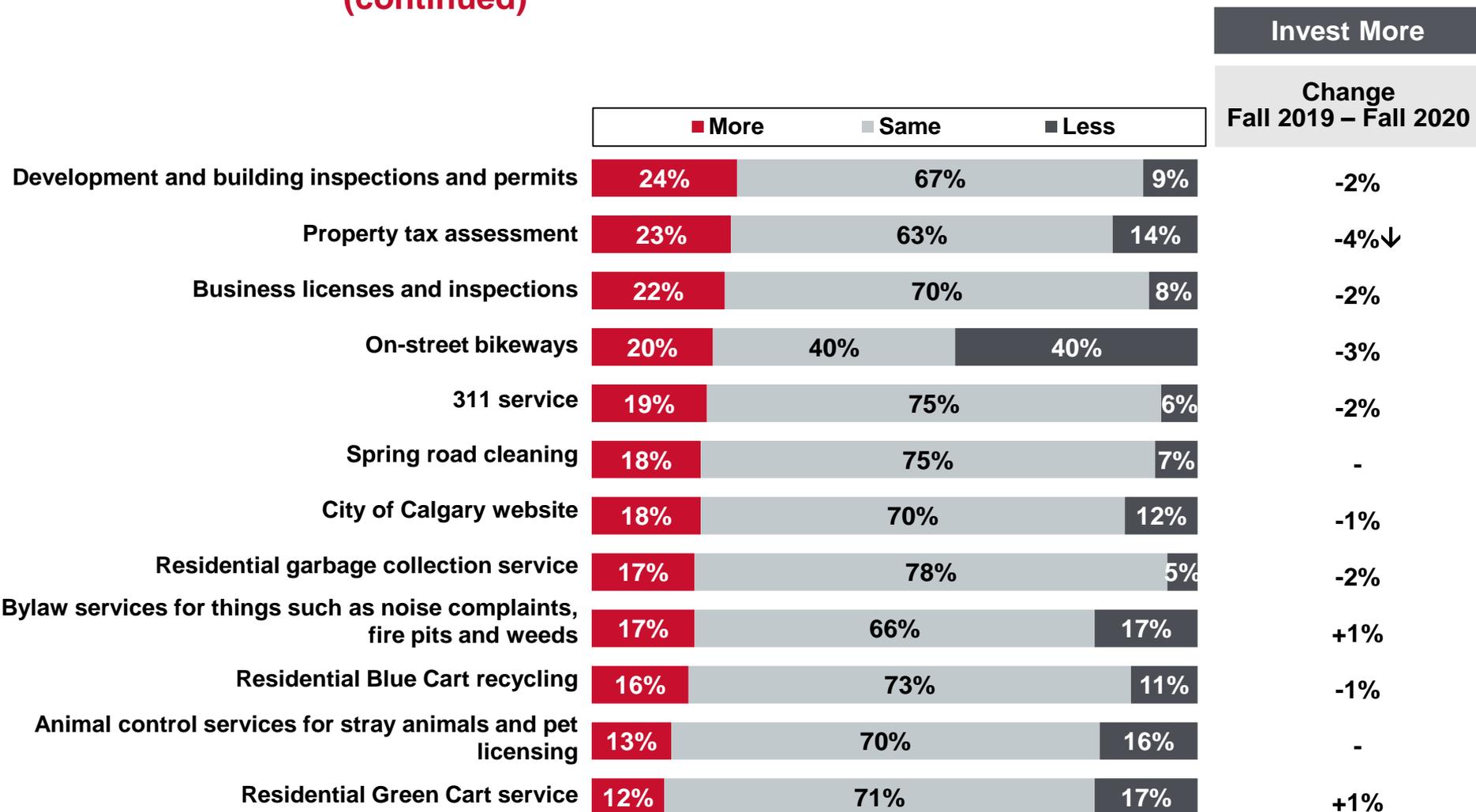
Data labels of <3% are not shown
 ↑Statistically higher than Fall 2019
 ↓Statistically lower than Fall 2019

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)

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019

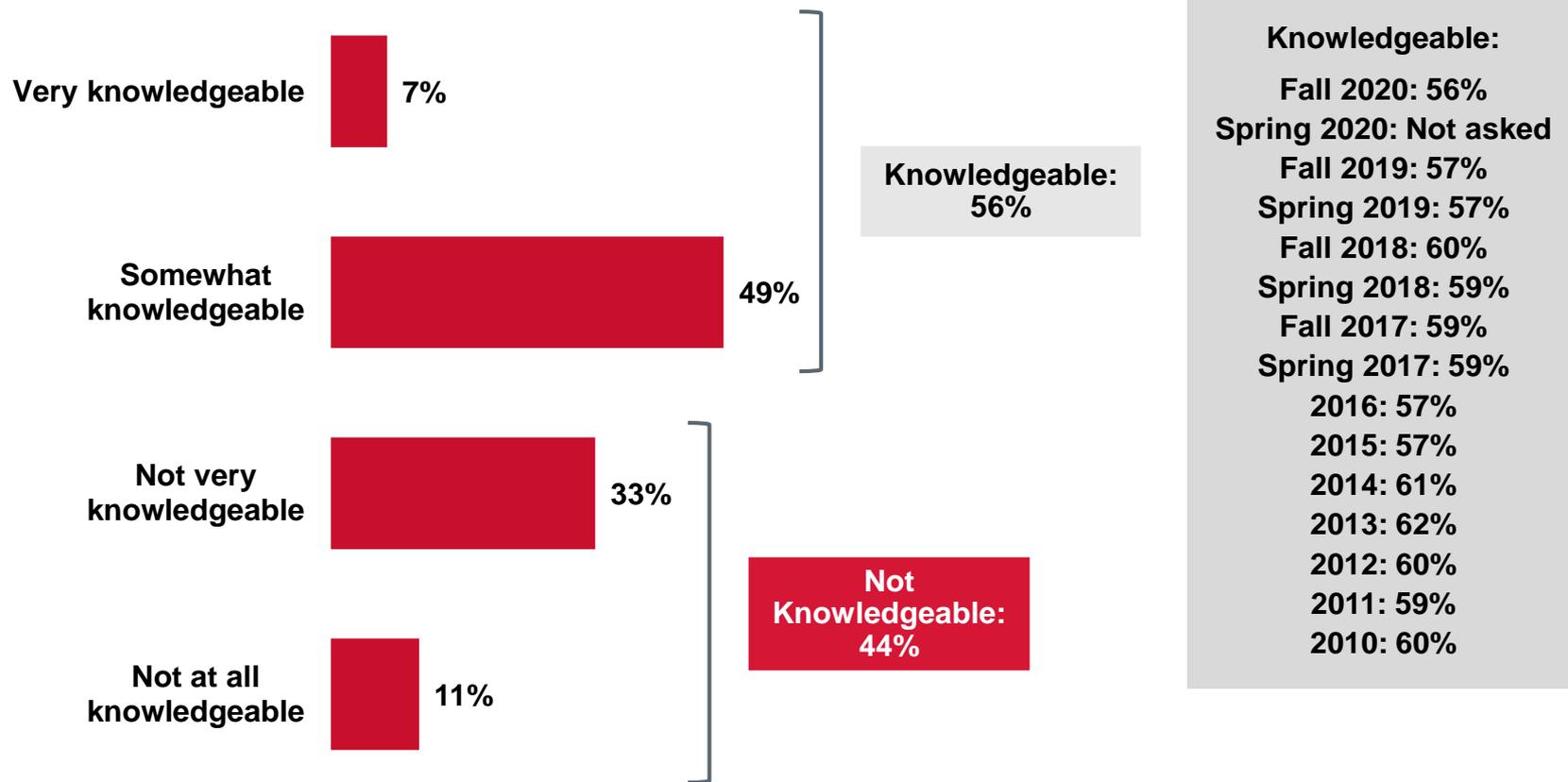


Taxation





Knowledge Levels of Tax Dollar Spending

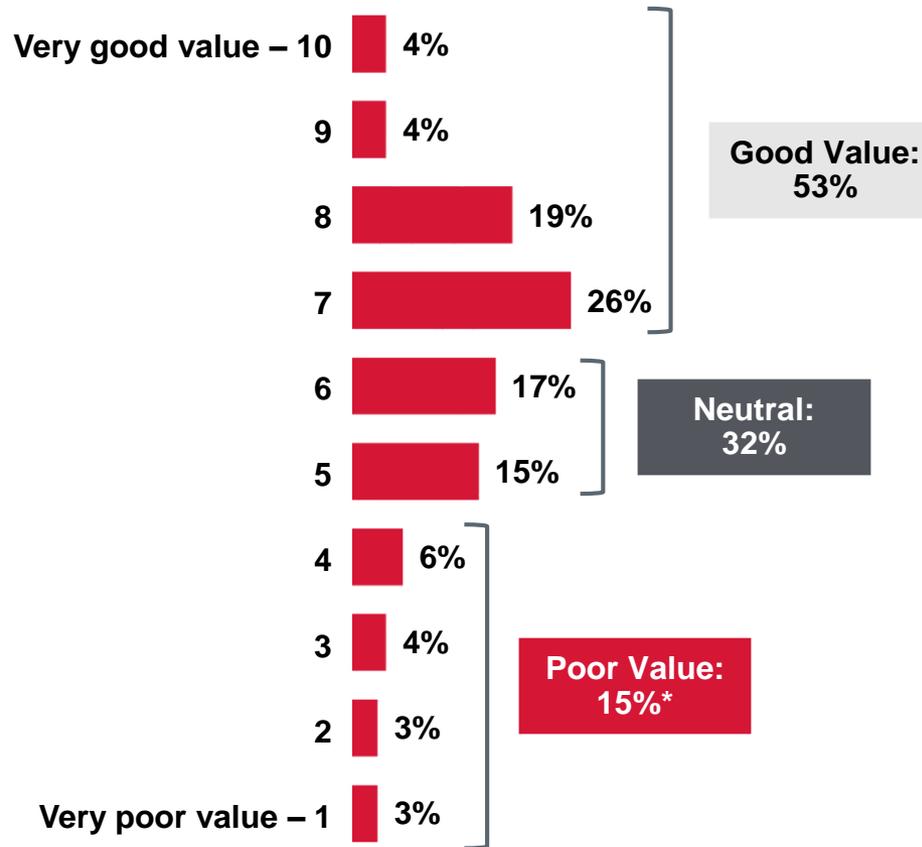


Thinking about how The City of Calgary government is run, and what services it provides, would you say you are very, somewhat, not very, or not at all knowledgeable about how City tax dollars are spent?

Base: Valid respondents (n=2,484)



Perceived Value of Property Taxes



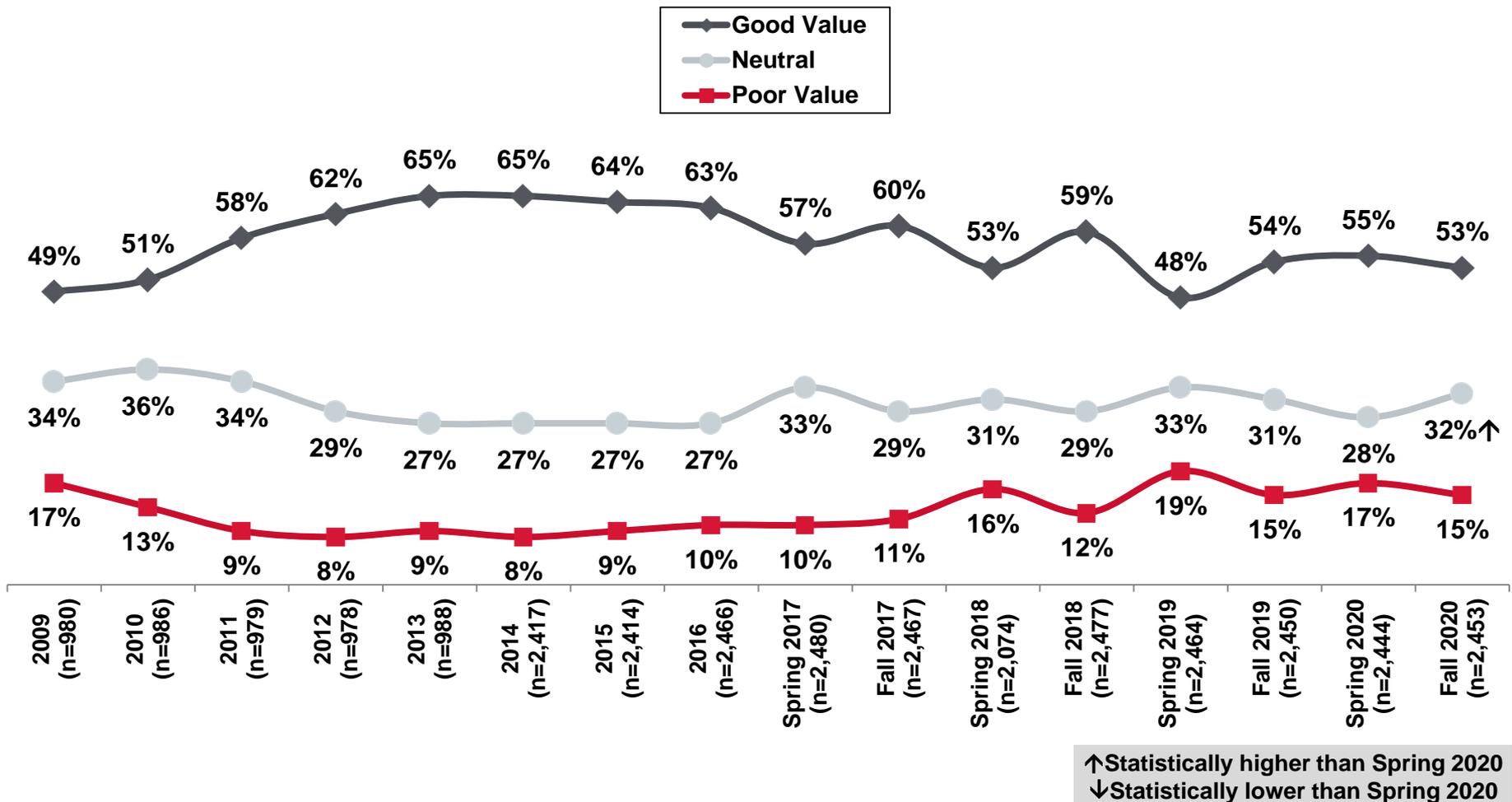
*Rounding

Your property tax dollars are divided between The City and the Province. In Calgary, approximately two-thirds of your residential property tax payment 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 (n=2,453)



Tracking Perceived Value of Property Taxes

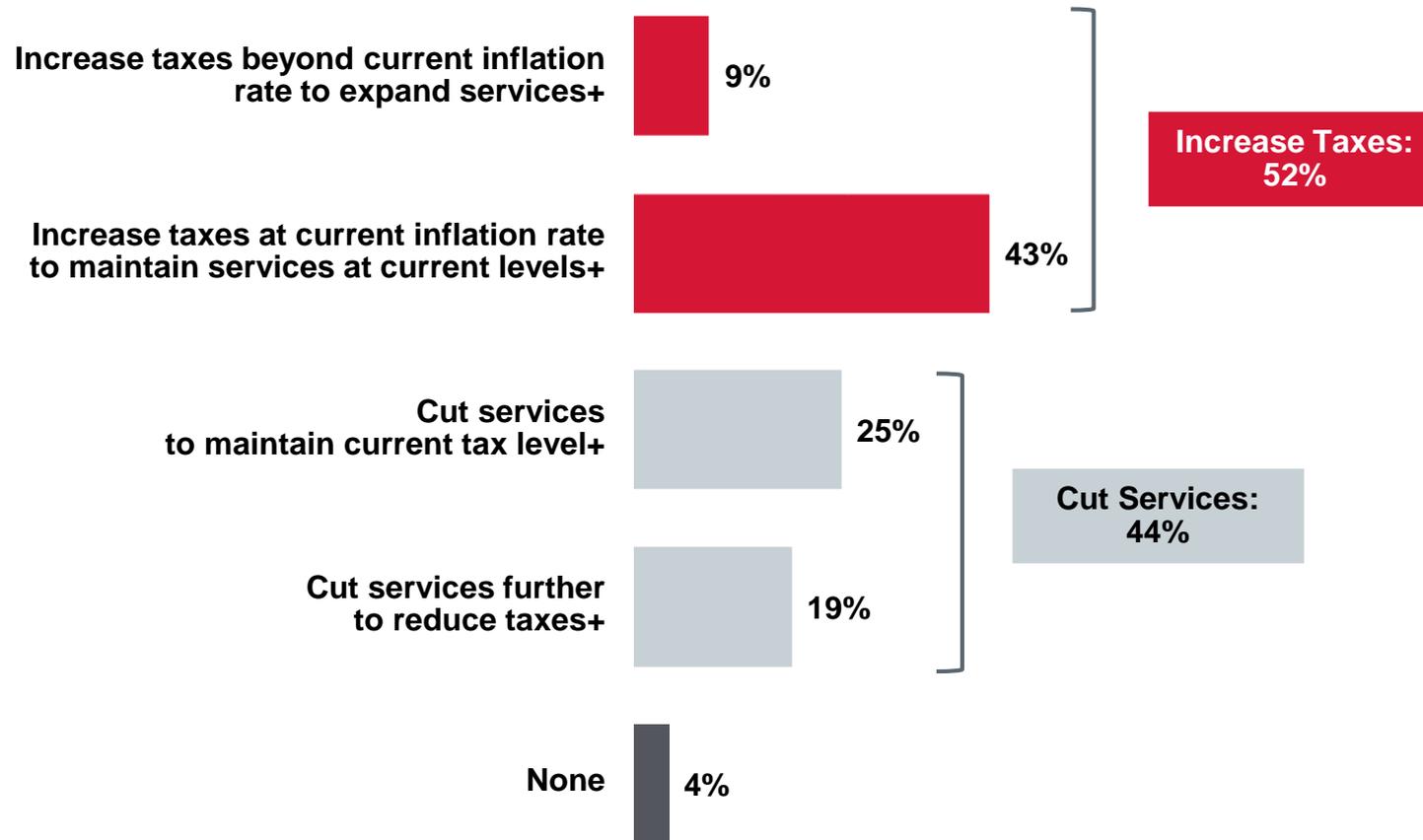


Your property tax dollars are divided between The City and the Province. In Calgary, approximately two-thirds of your residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal 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



Balancing Taxation and Service Delivery Levels

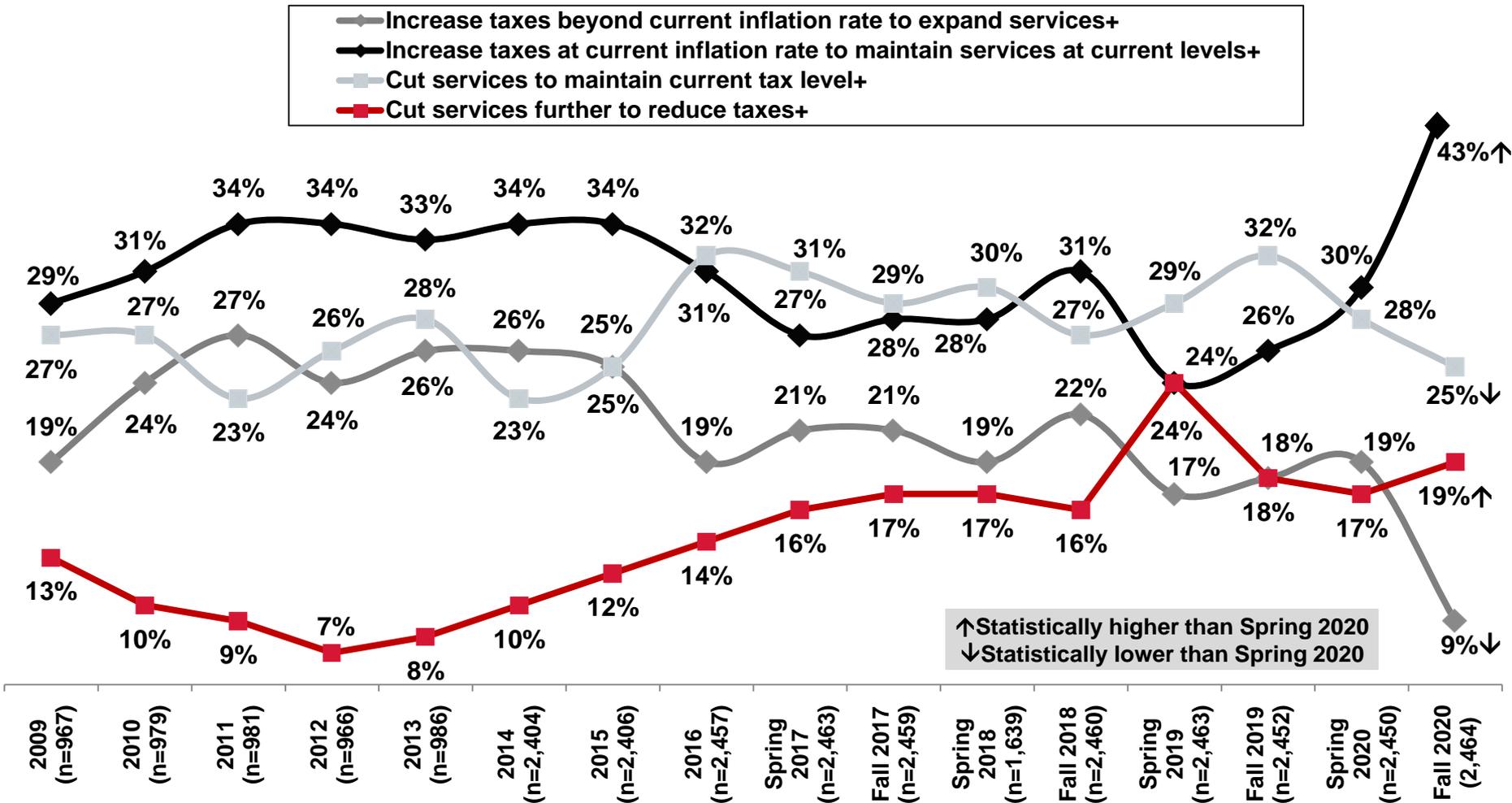


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents (n=2,464) | +Slight wording changes in Fall 2020



Tracking Balancing Taxation and Service Delivery Levels



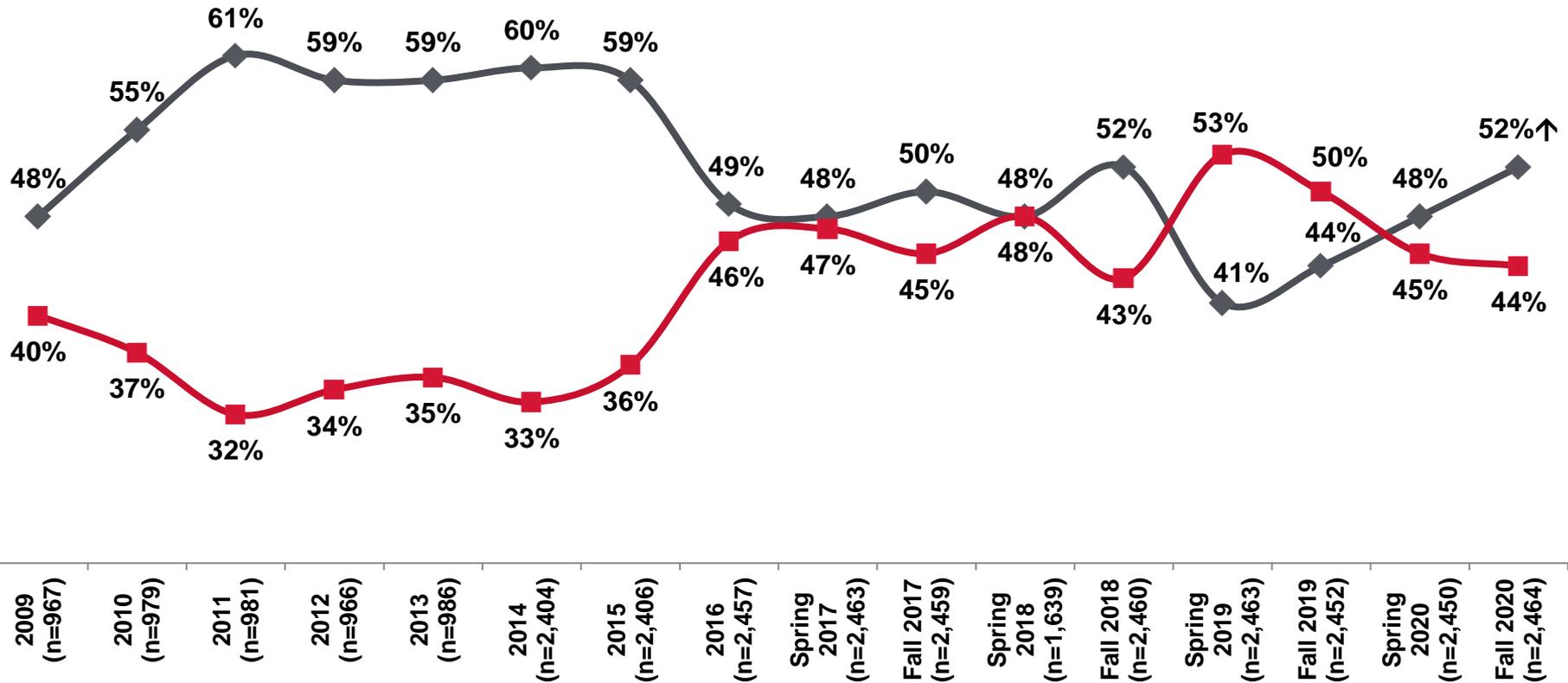
Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents | +Slight wording changes in Fall 2020



Tracking Balancing Taxation and Service Delivery Levels: Increase Taxes versus Cut Services

◆ Increase taxes at/beyond current inflation rate to maintain or expand services+
 ■ Cut services to maintain/further reduce current tax levels+



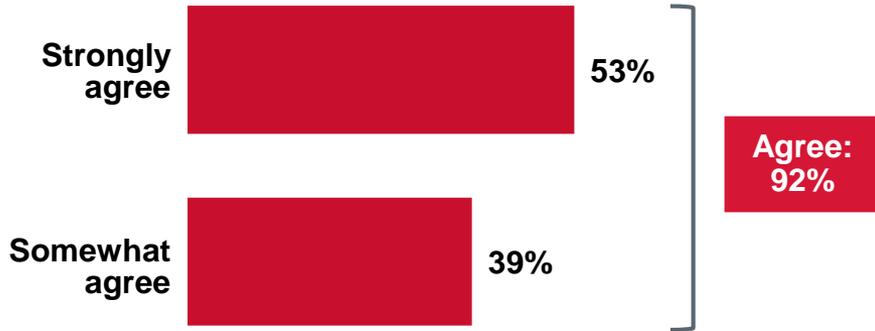
Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

Base: Valid respondents | +Slight wording changes in Fall 2020

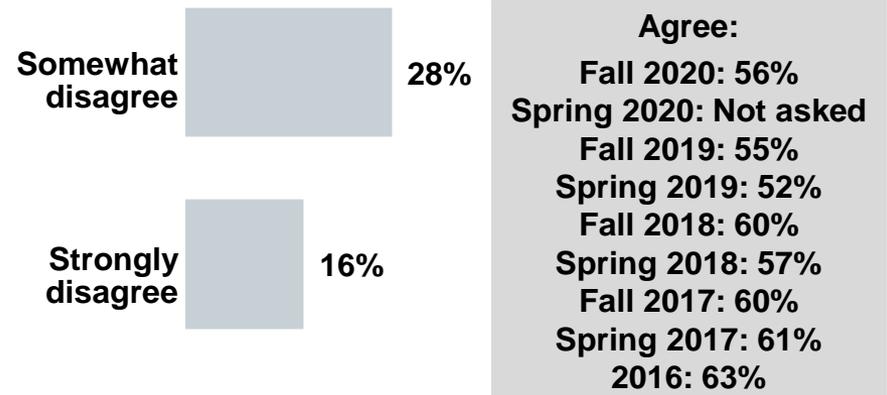
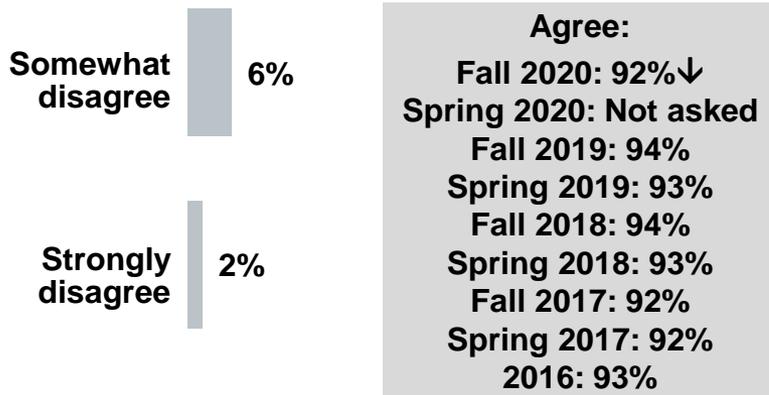
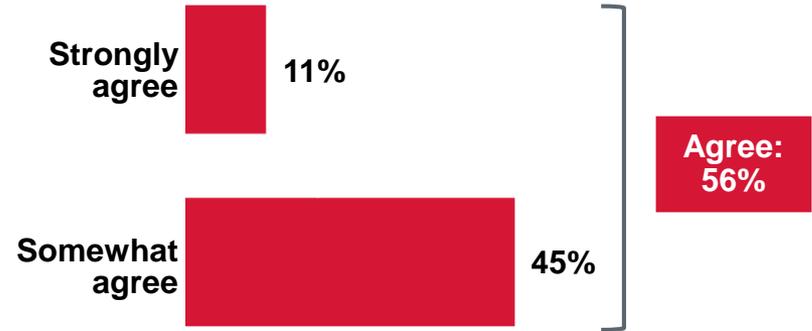
↑ Statistically higher than Spring 2020
 ↓ Statistically lower than Spring 2020



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



Please indicate if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements.
 Base: Valid respondents (Fall 2020 n=2,481 / n=2,453)

↑ Statistically higher than Fall 2019
 ↓ Statistically lower than Fall 2019

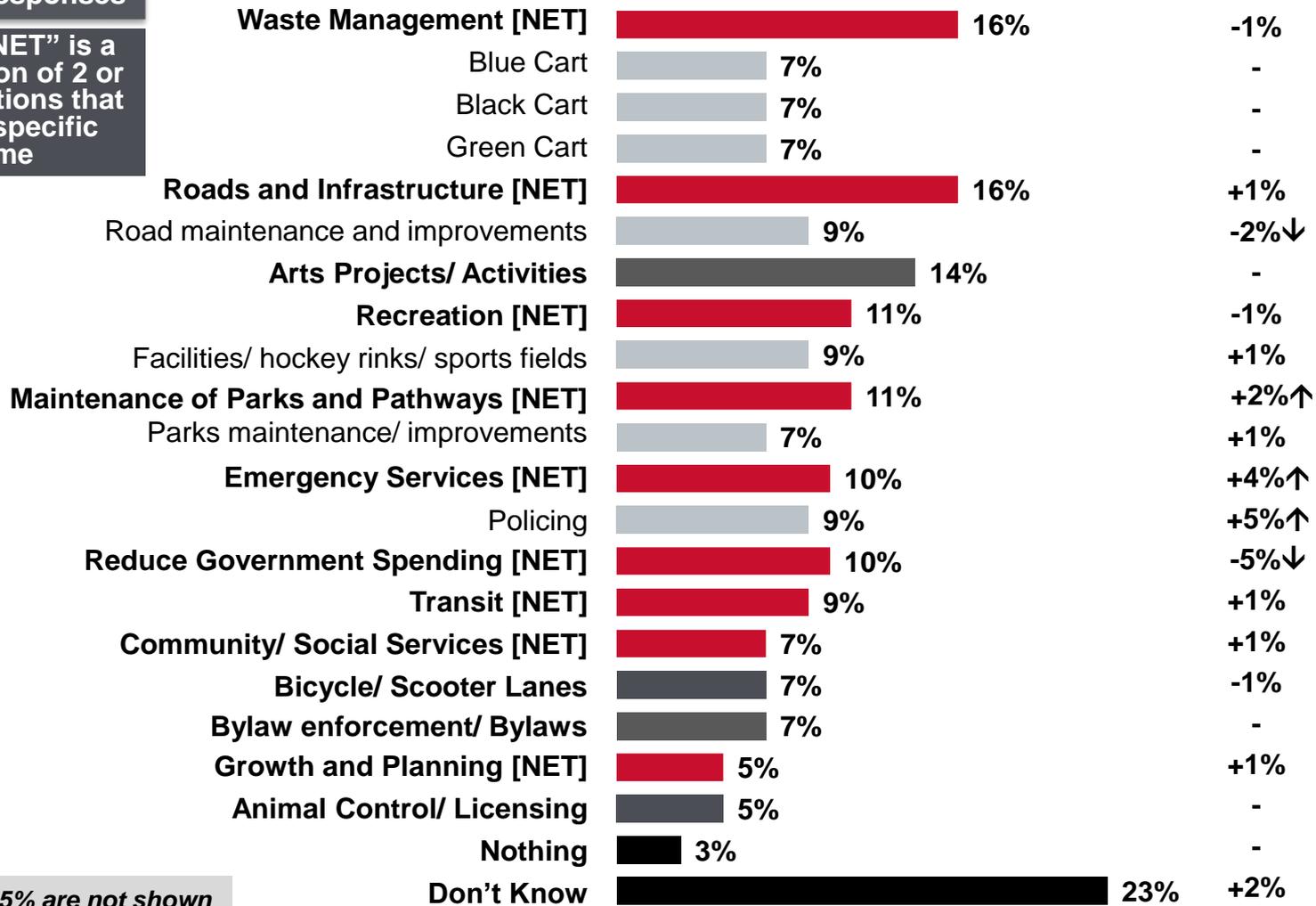


Proposed Service Reductions

Multiple Responses

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

Change
Fall 2019 – Fall 2020



Mentions of <5% are not shown

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 (n=2,500)

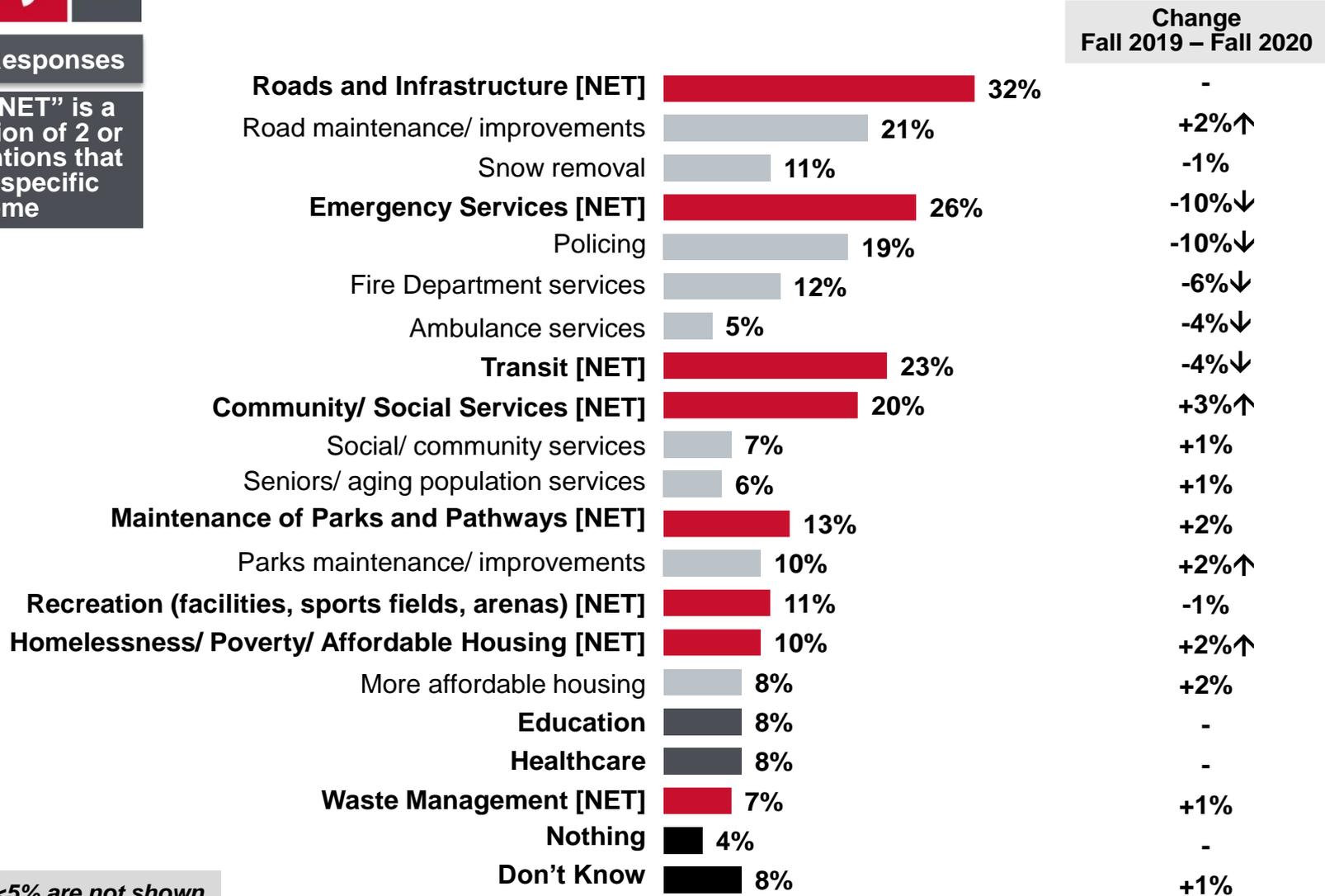
↑Statistically higher than Fall 2019
↓Statistically lower than Fall 2019



Proposed Service Increases

Multiple Responses

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



Mentions of <5% are not shown

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 (n=2,500)

↑Statistically higher than Fall 2019
↓Statistically lower than Fall 2019



Contact with The City and Customer Service





Past 12 Months Contact with The City of Calgary

Multiple Responses

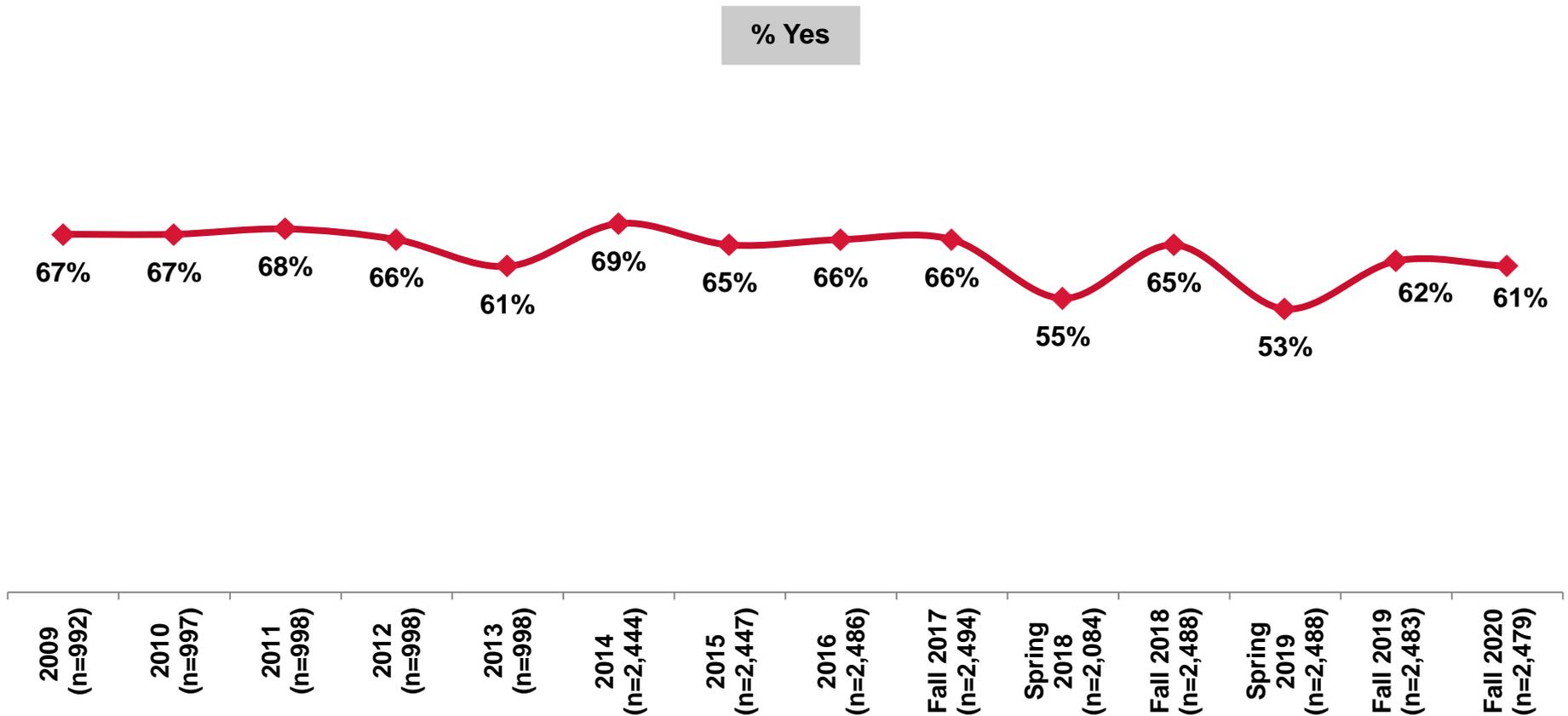
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



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 (n=2,479)



Tracking Past 12 Months Contact with The City of Calgary

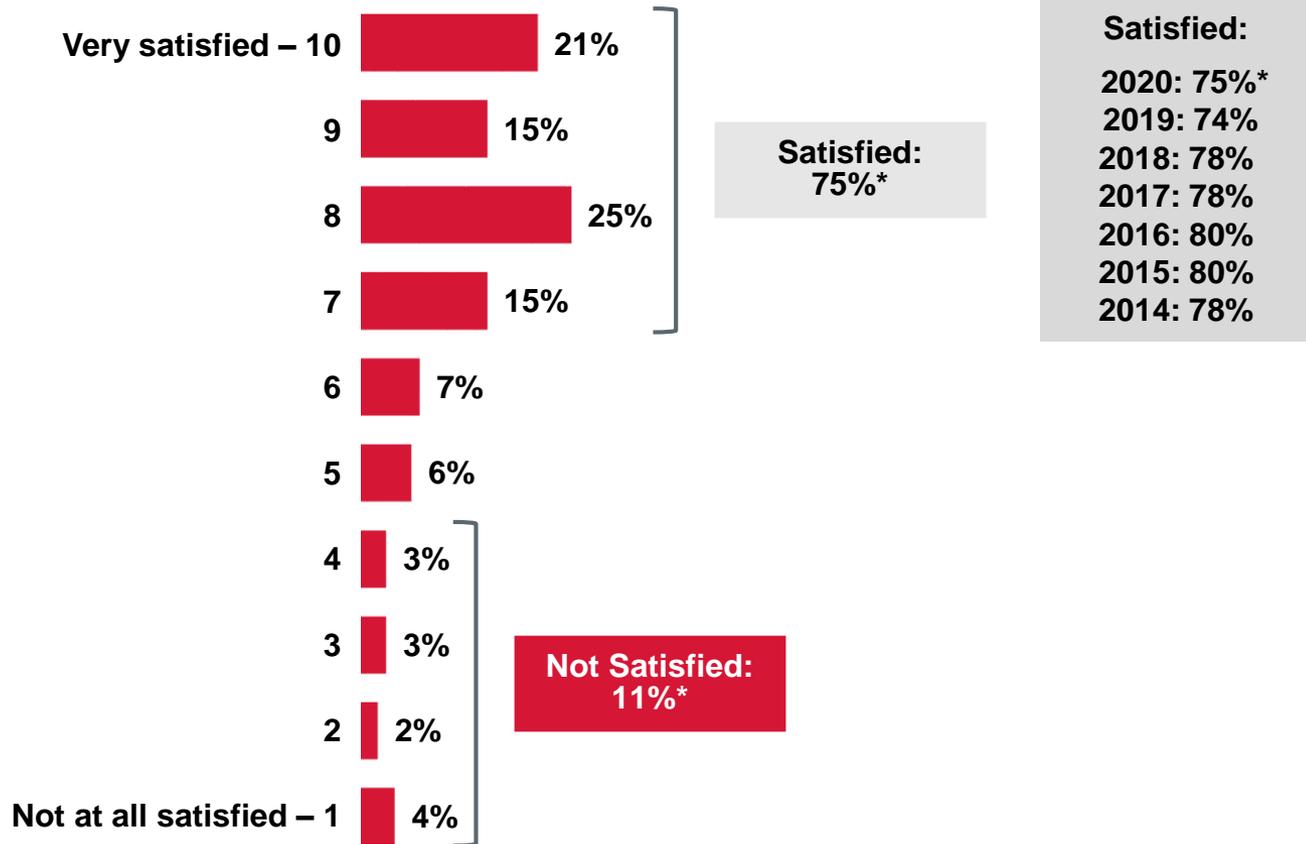


Have you contacted The City of Calgary or one of its employees in the last twelve months?
Base: Valid respondents

Not asked in Spring 2020 & Spring 2017



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?

Base: Valid respondents who contacted The City in the last twelve months (n=1,535)

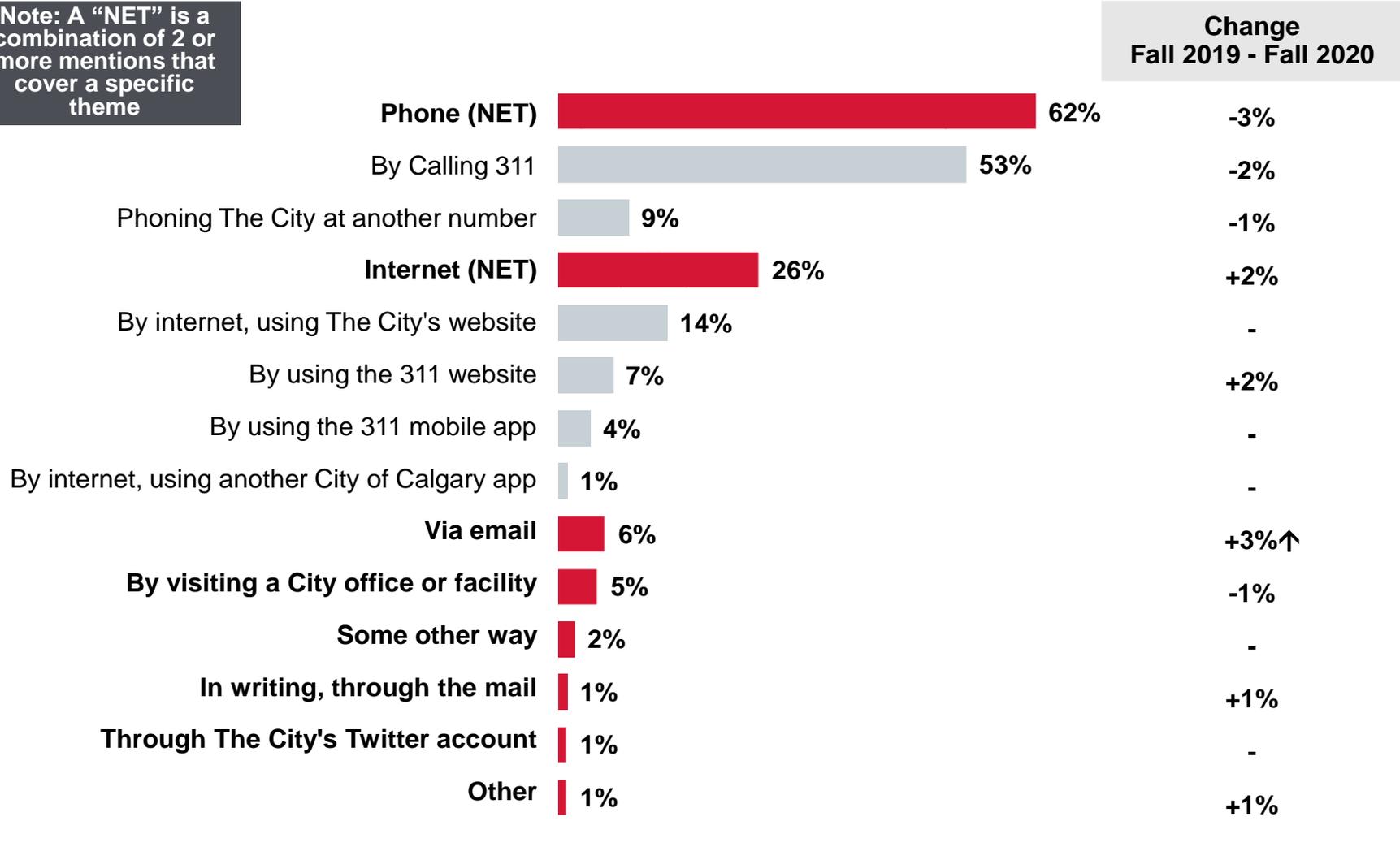
*Rounding

All waves conducted in the Fall



Type of Contact

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



Mentions of <1% are not shown

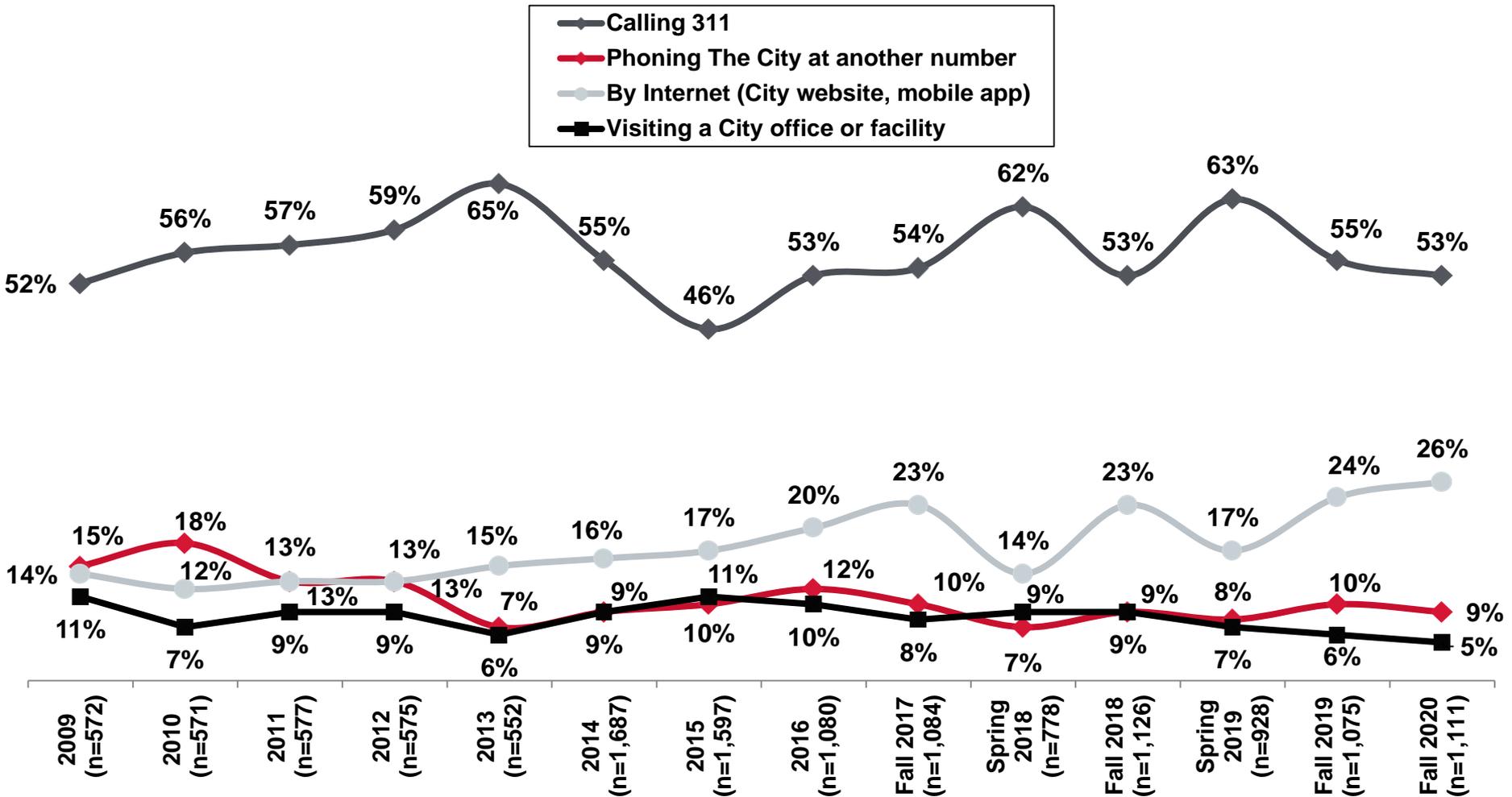
↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019

When you contacted The City was it... ?

Base: Valid respondents who contacted The City in the last twelve months (n=1,111)



Tracking Type of Contact



When you contacted The City was it... ?

Base: 2016 to 2019: Valid respondents who contacted The City of Calgary in the last twelve months | 2006 to 2015: Valid respondents who contacted or dealt with The City of Calgary in the last 12 months

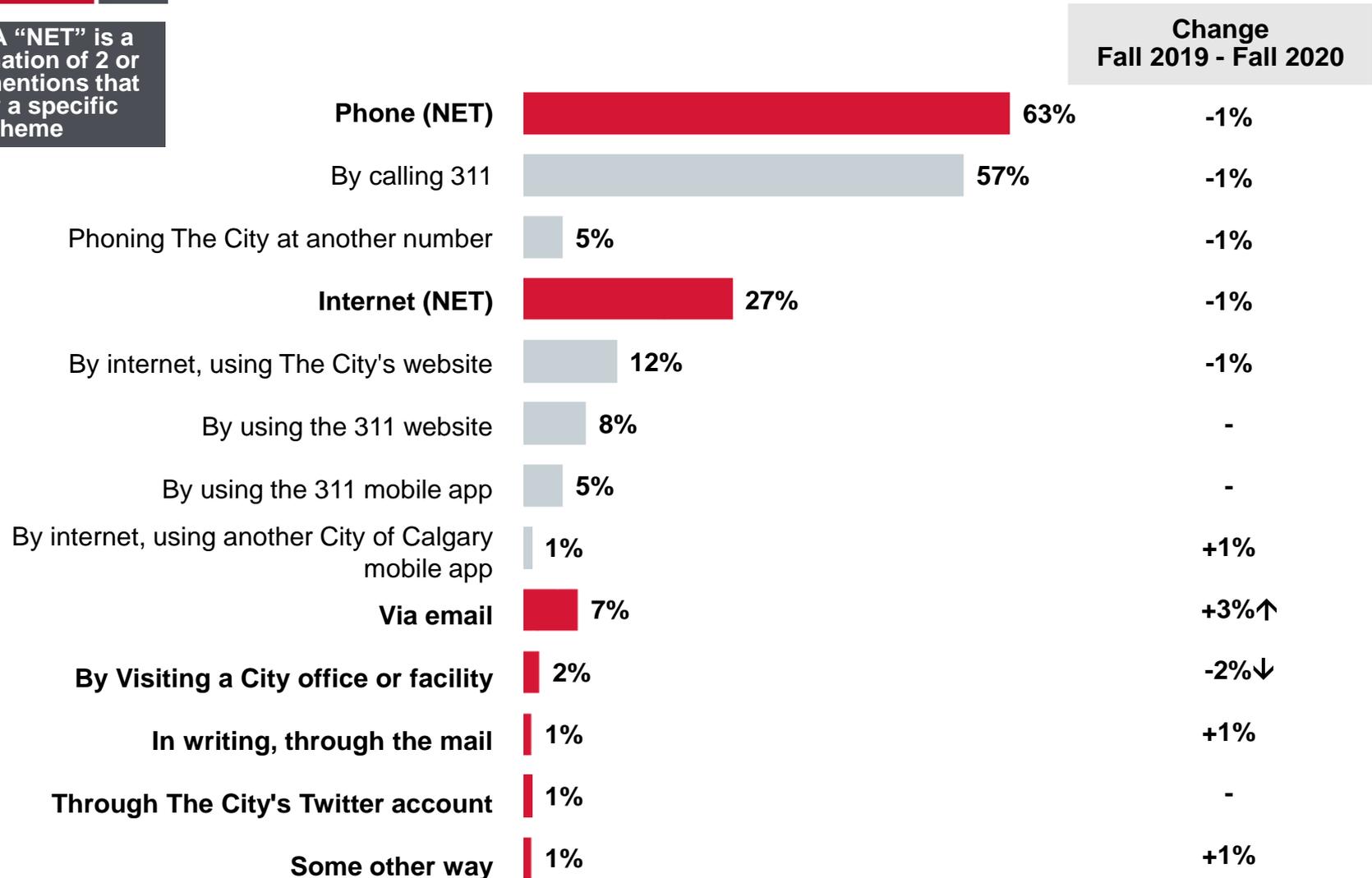
Not asked in Spring 2020 & Spring 2017

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Preferred Method of Contact

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



Mentions of <1% are not shown

What is your preferred way of contacting The City?

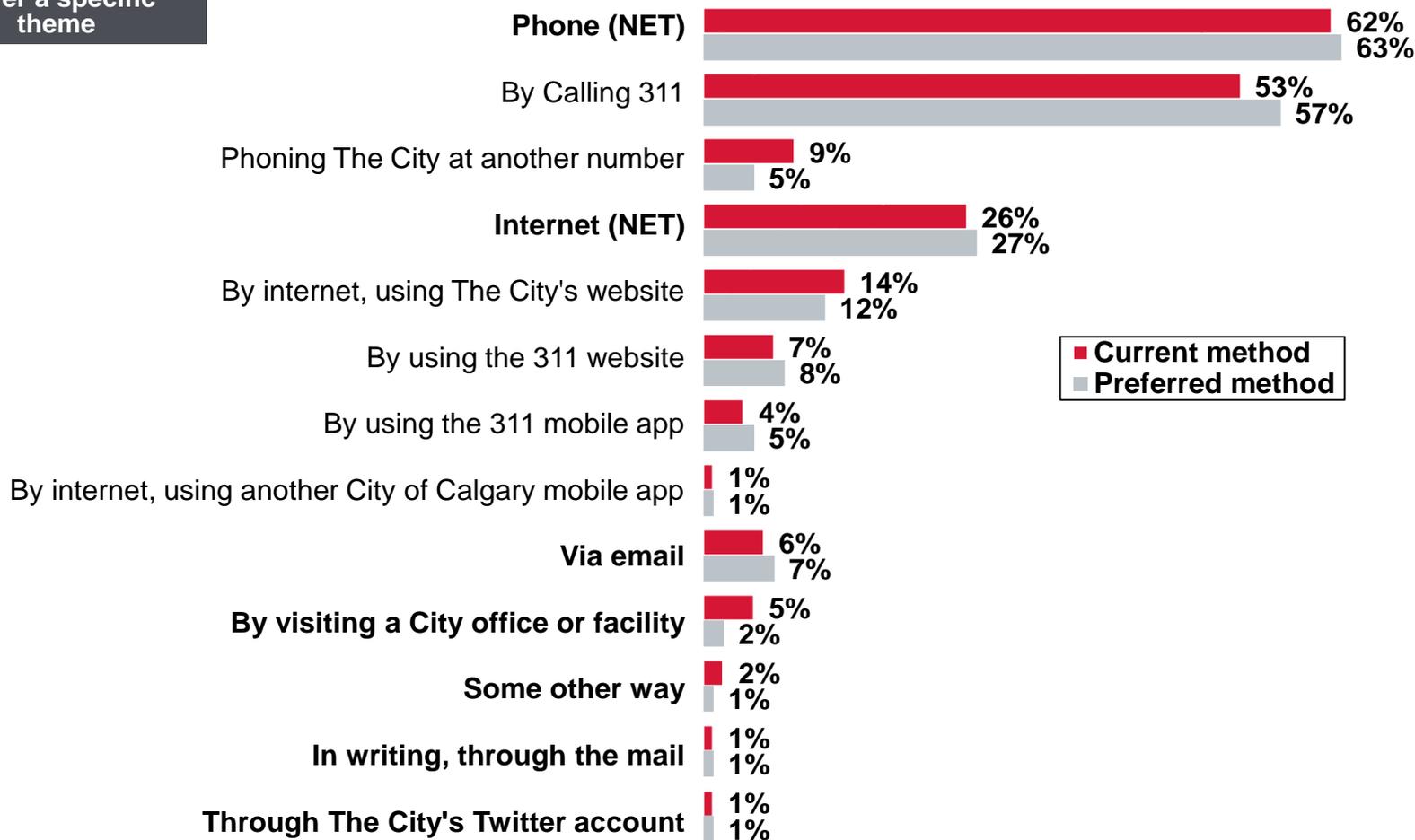
Base: Valid respondents who contacted The City in the last twelve months (n=1,111)

↑Statistically higher than Fall 2019
↓Statistically lower than Fall 2019



Current vs. Preferred Method of Contact

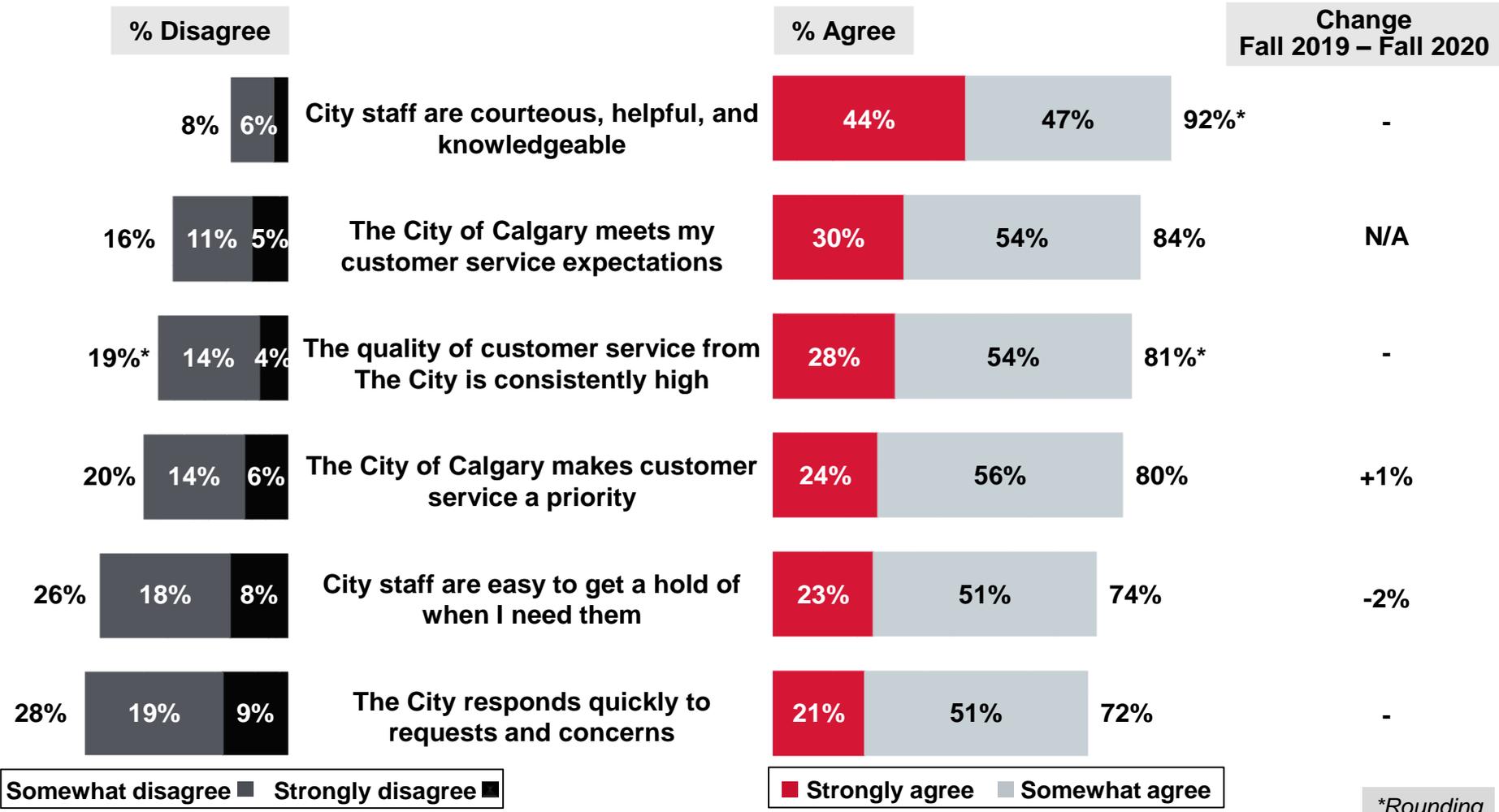
Note: A "NET" is a combination of 2 or more mentions that cover a specific theme



When you contacted The City was it... ? / What is your preferred way of contacting The City?
Base: Valid respondents who contacted The City in the last twelve months (n=1,111/n=1,111)



Attitudes Regarding Customer Service



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

Base: Valid respondents (Bases vary)

Data labels of <3% are not shown

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Tracking Attitudes Regarding Customer Service

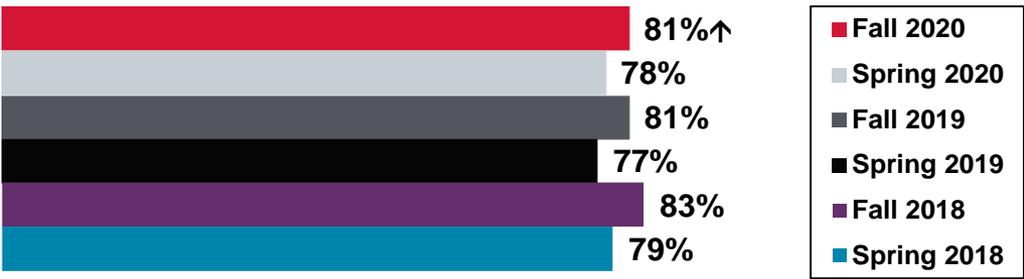
% Agree



The City of Calgary meets my customer service expectations



The quality of customer service from The City is consistently high



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)

↑ Statistically higher than Spring 2020
↓ Statistically lower than Spring 2020



Tracking Attitudes Regarding Customer Service

(continued)

% Agree

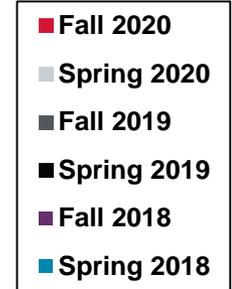
The City of Calgary makes customer service a priority



City staff are easy to get a hold of when I need them



The City responds quickly to requests and concerns



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)

↑ Statistically higher than Spring 2020
↓ Statistically lower than Spring 2020

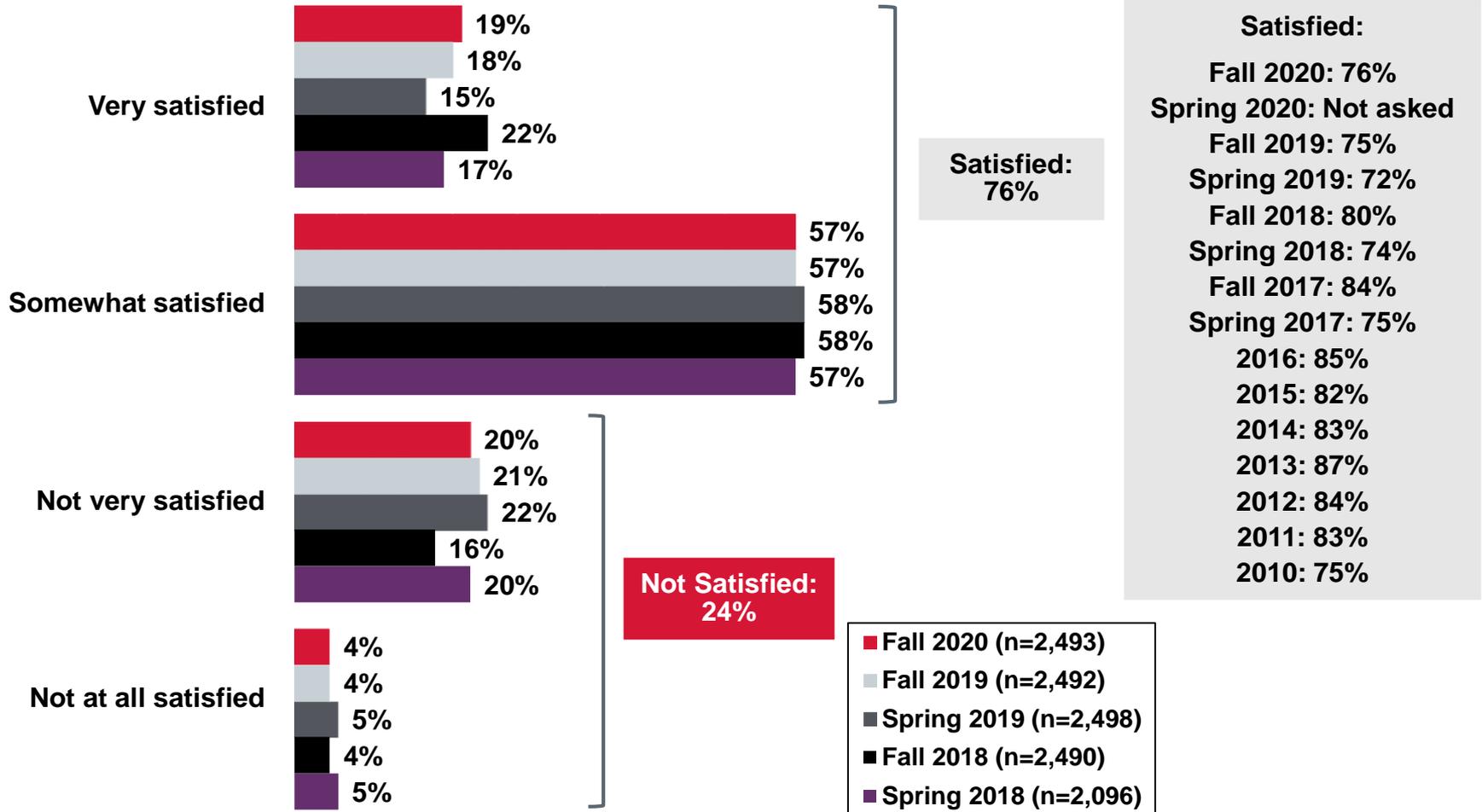


City Communications





Satisfaction with the Overall Quality of City Information and Communications



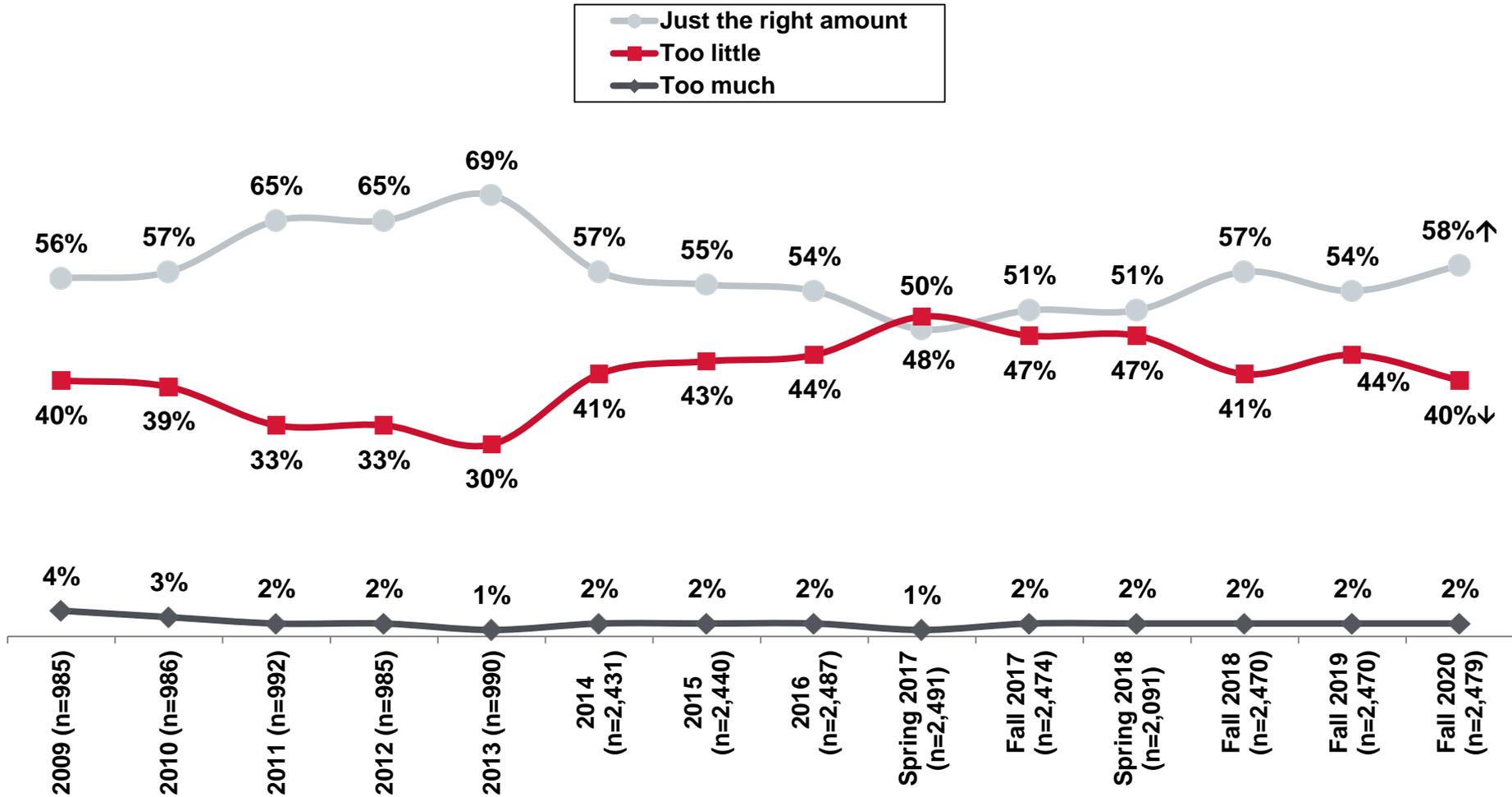
And how satisfied are you with the overall quality of City information and communications?

Base: Valid respondents

Not asked in Spring 2020



Amount of Accessible Information



In your opinion, do you currently [have access to](#) [prior to Spring 2018: [receive](#)] too much, too little, or just the right amount of information from The City?

Base: Valid respondents

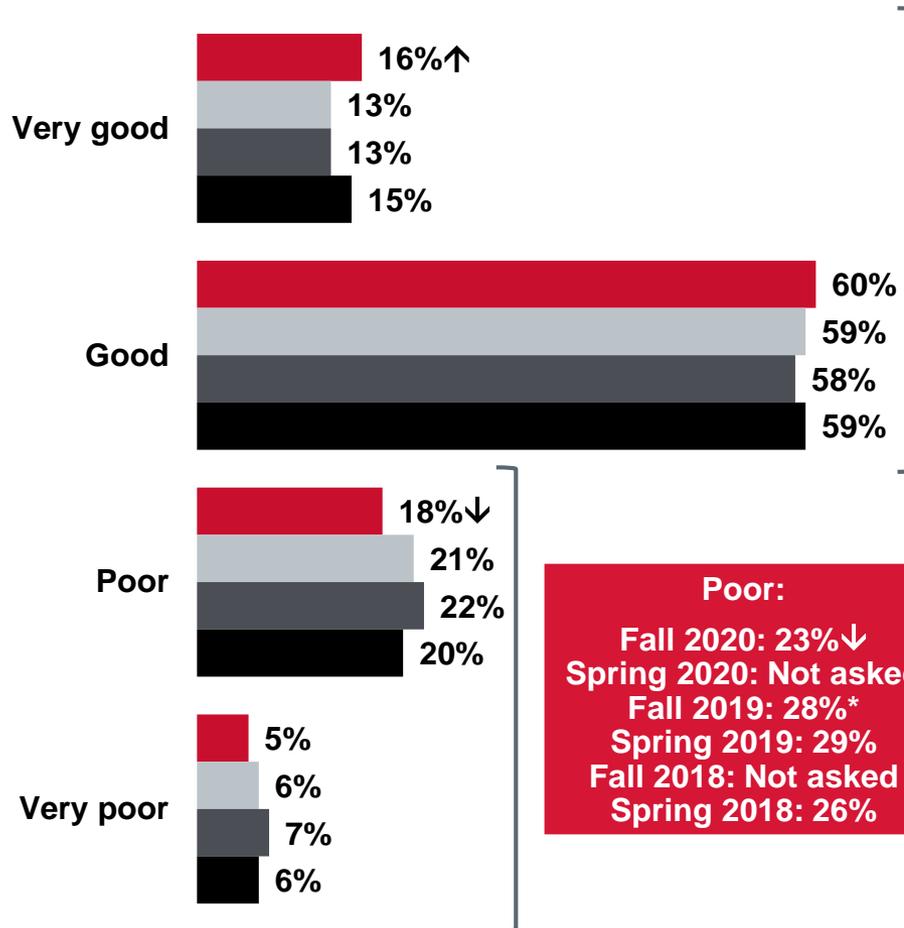
Not asked in Spring 2020 & 2019

↑ Statistically higher than Fall 2019

↓ Statistically lower than Fall 2019



Overall Communications from The City



Good:
 Fall 2020: 77%*↑
 Spring 2020: Not asked
 Fall 2019: 72%
 Spring 2019: 71%
 Fall 2018: Not asked
 Spring 2018: 74%

Poor:
 Fall 2020: 23%↓
 Spring 2020: Not asked
 Fall 2019: 28%*
 Spring 2019: 29%
 Fall 2018: Not asked
 Spring 2018: 26%

■ Fall 2020 (n=2,484)
 ■ Fall 2019 (n=2,486)
 ■ Spring 2019 (n=2,491)
 ■ Spring 2018 (n=2,495)

*Rounding

Not asked in Spring 2020 or Fall 2018

↑Statistically higher than Fall 2019
 ↓Statistically lower than Fall 2019

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

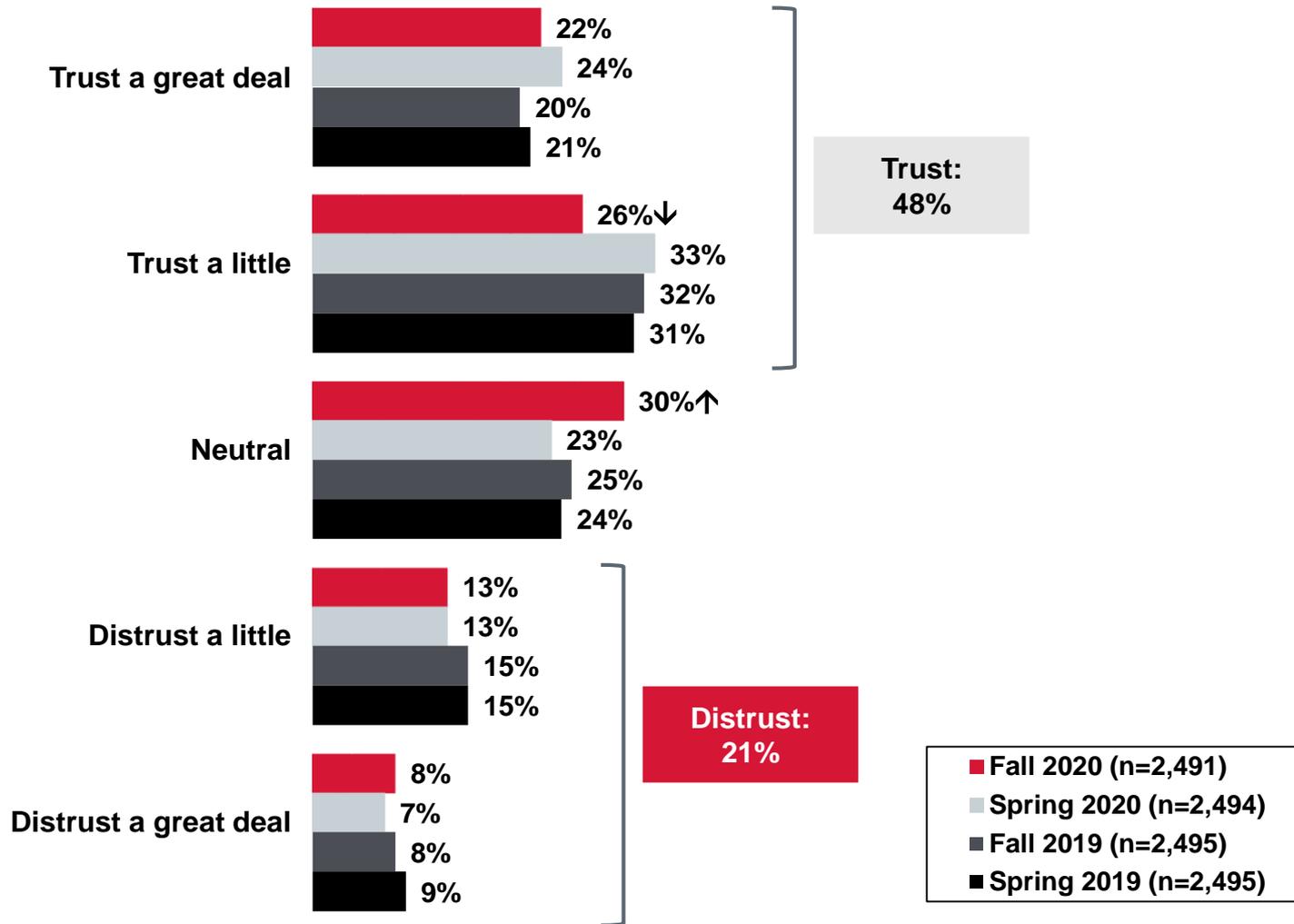


City Reputation and Performance





Trust in The City

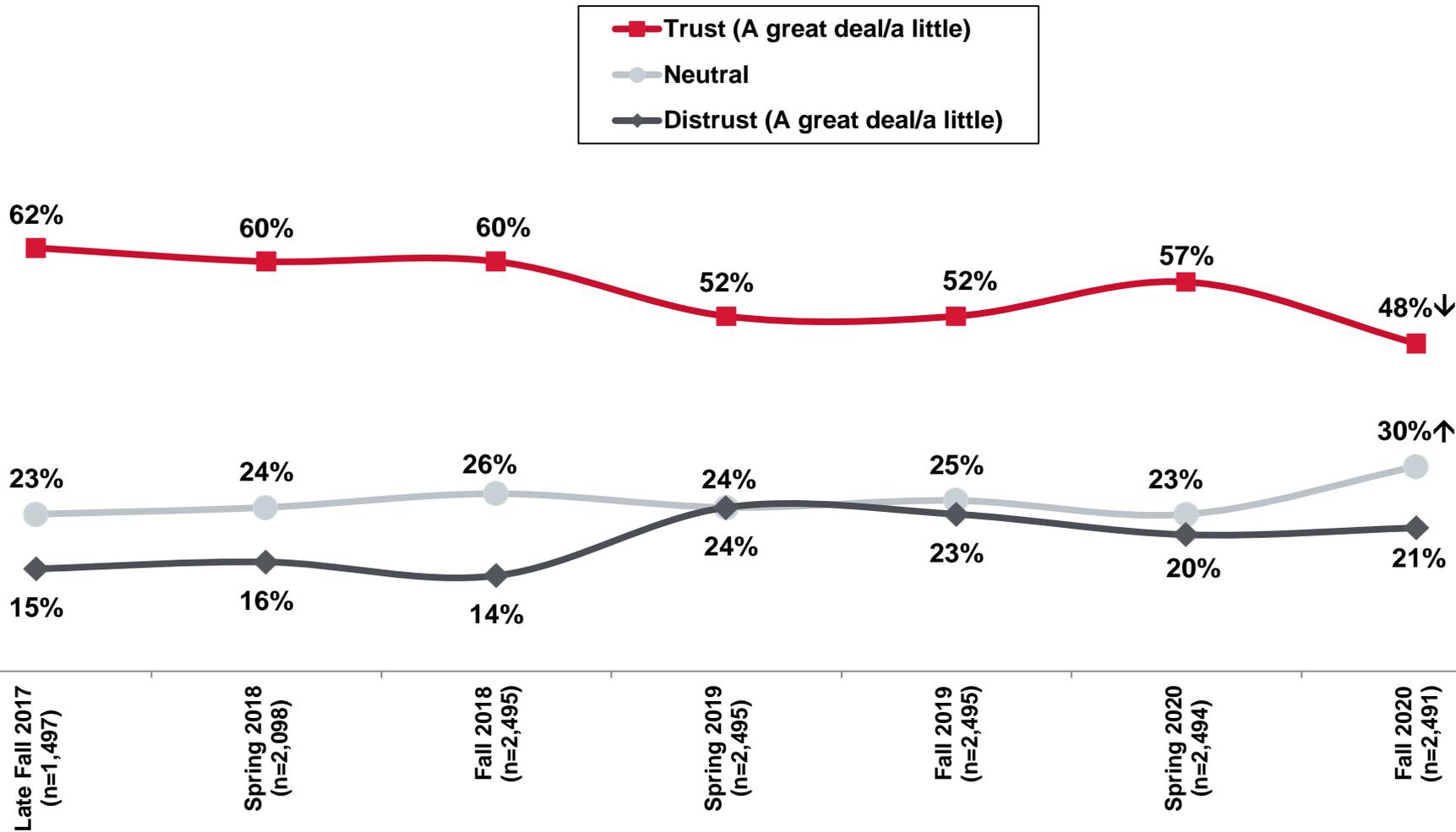


Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?
 Base: Valid respondents | ++Question introduced in an additional survey in Late Fall 2017

↑Statistically higher than Spring 2020
 ↓Statistically lower than Spring 2020



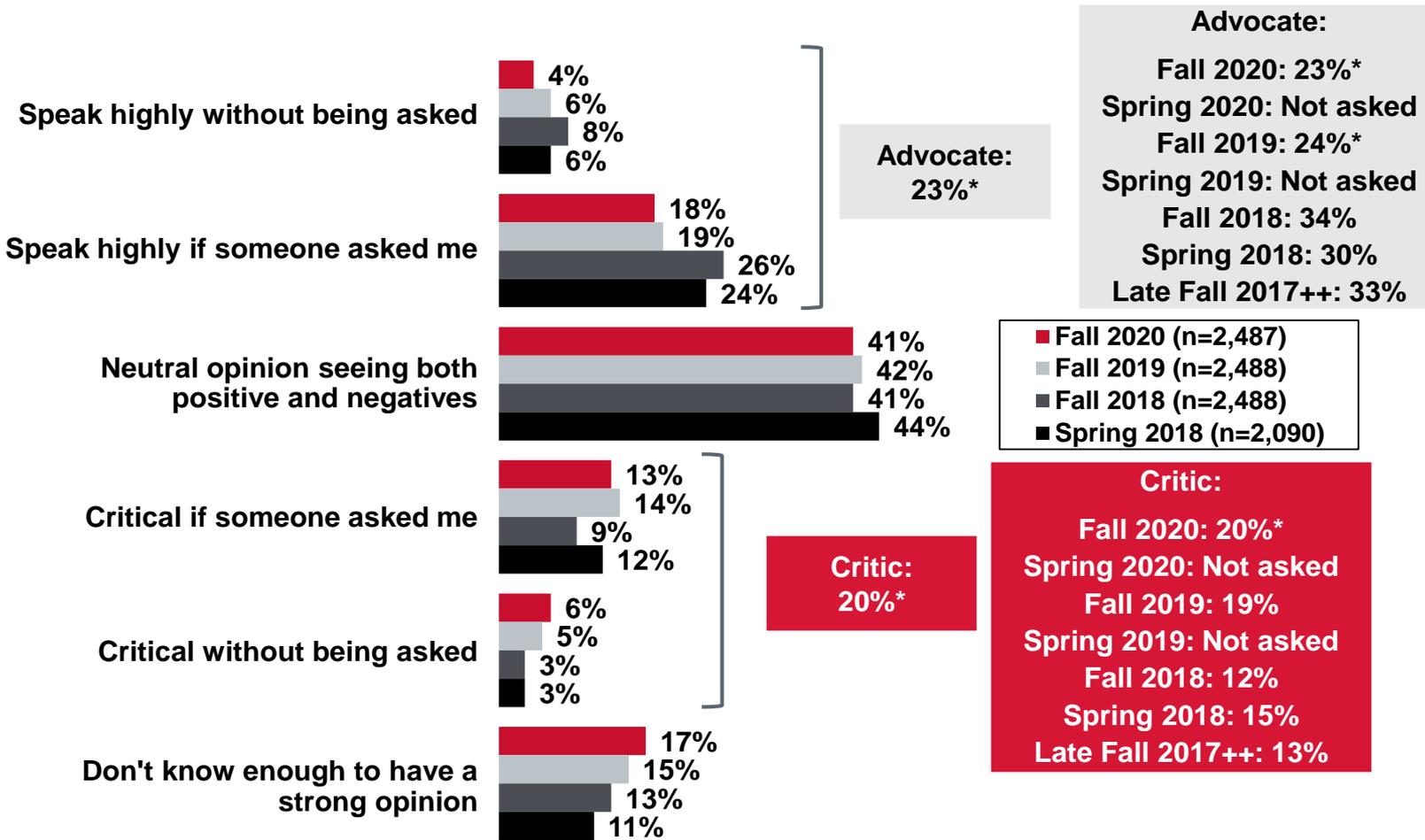
Tracking Trust in The City



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

↑ Statistically higher than Spring 2020
↓ Statistically lower than Spring 2020



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

Base: Valid respondents

++Question introduced in an additional survey in Late Fall 2017

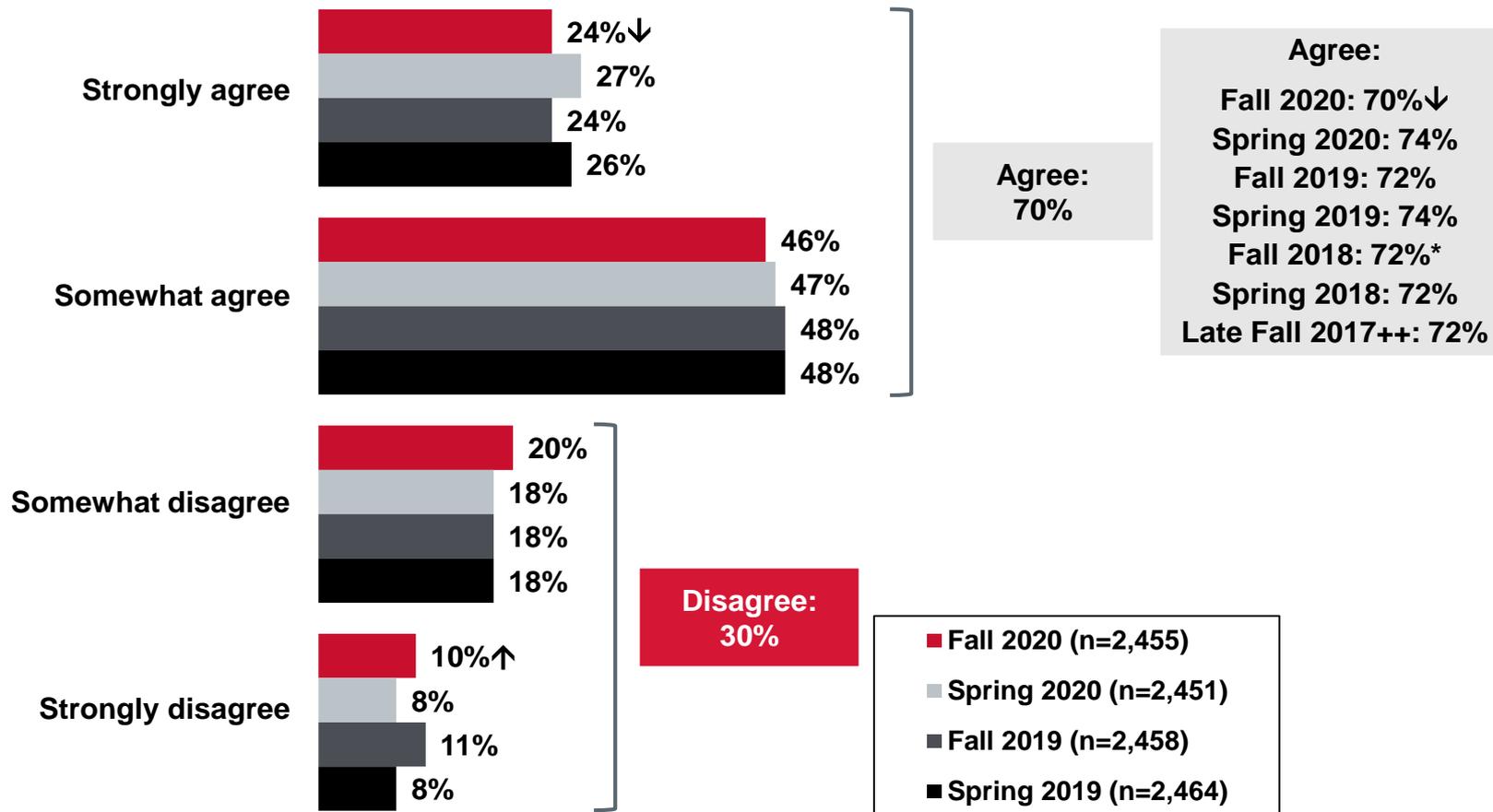
*Rounding

Not asked in Spring 2020 & Spring 2019



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 | ++Question introduced in an additional survey in Late Fall 2017

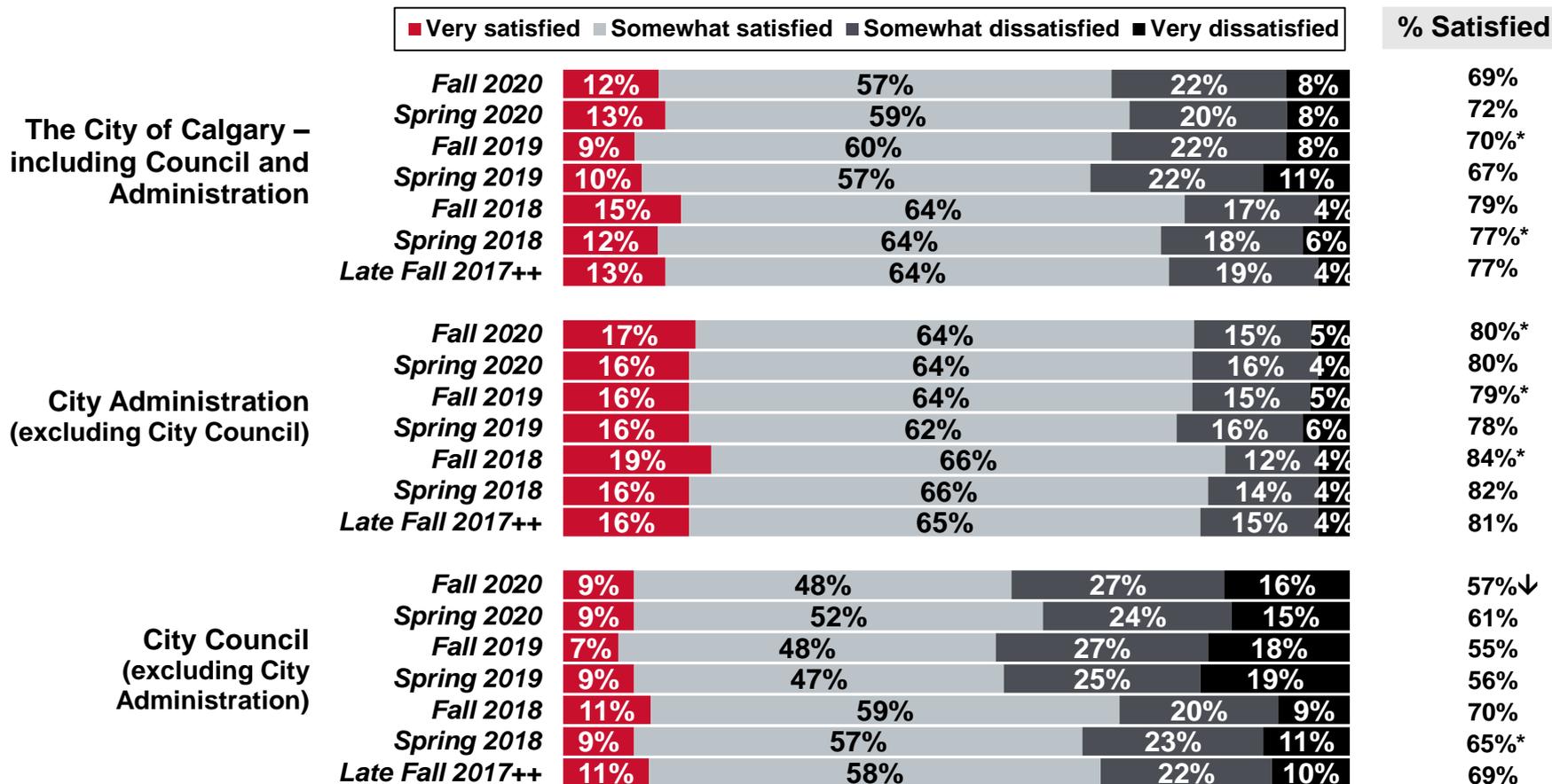
*Rounding

↑Statistically higher than Spring 2020
 ↓Statistically lower than Spring 2020



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.



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)

++Question introduced in an additional survey in Late Fall 2017

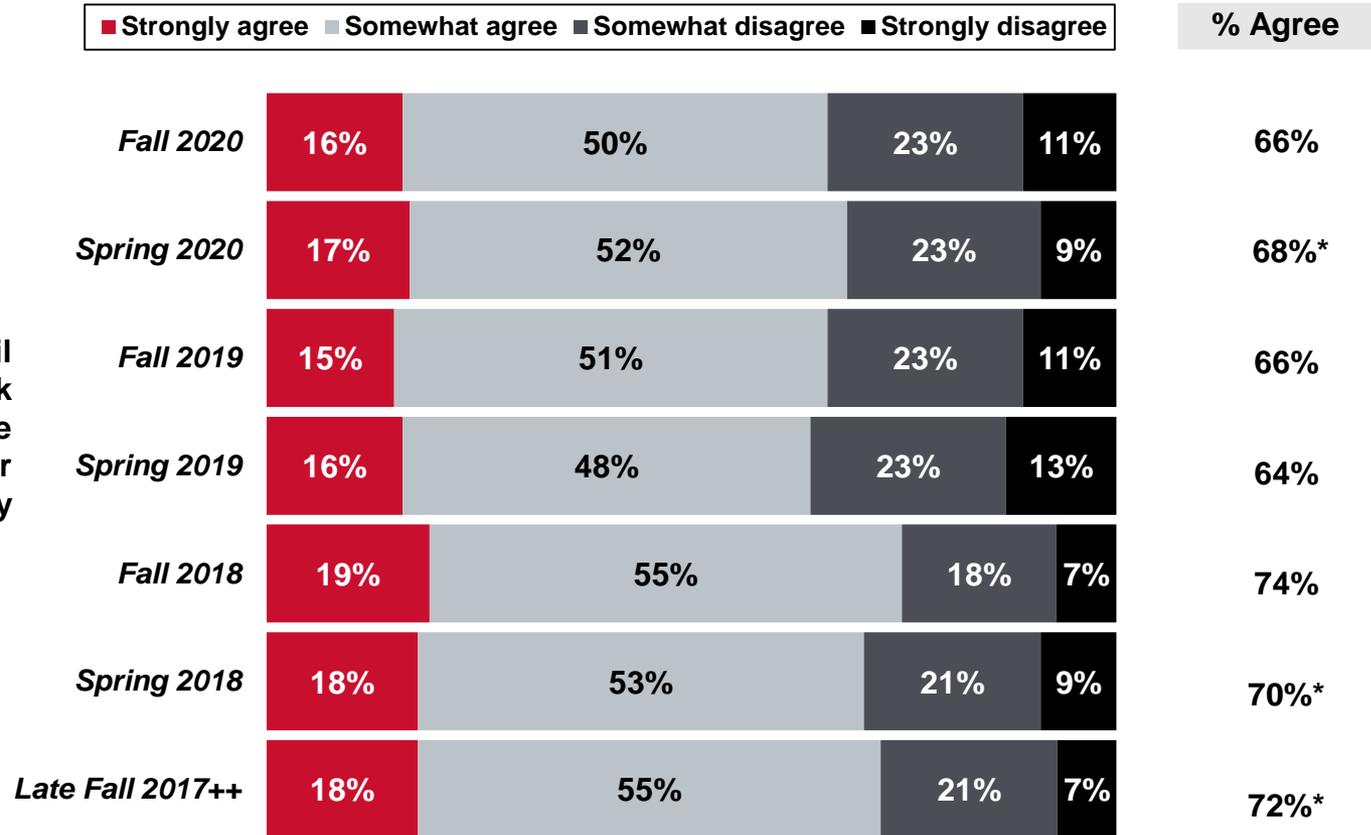
*Rounding

↑Statistically higher than Spring 2020
↓Statistically lower than Spring 2020



Attitudes Regarding Collaboration

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?

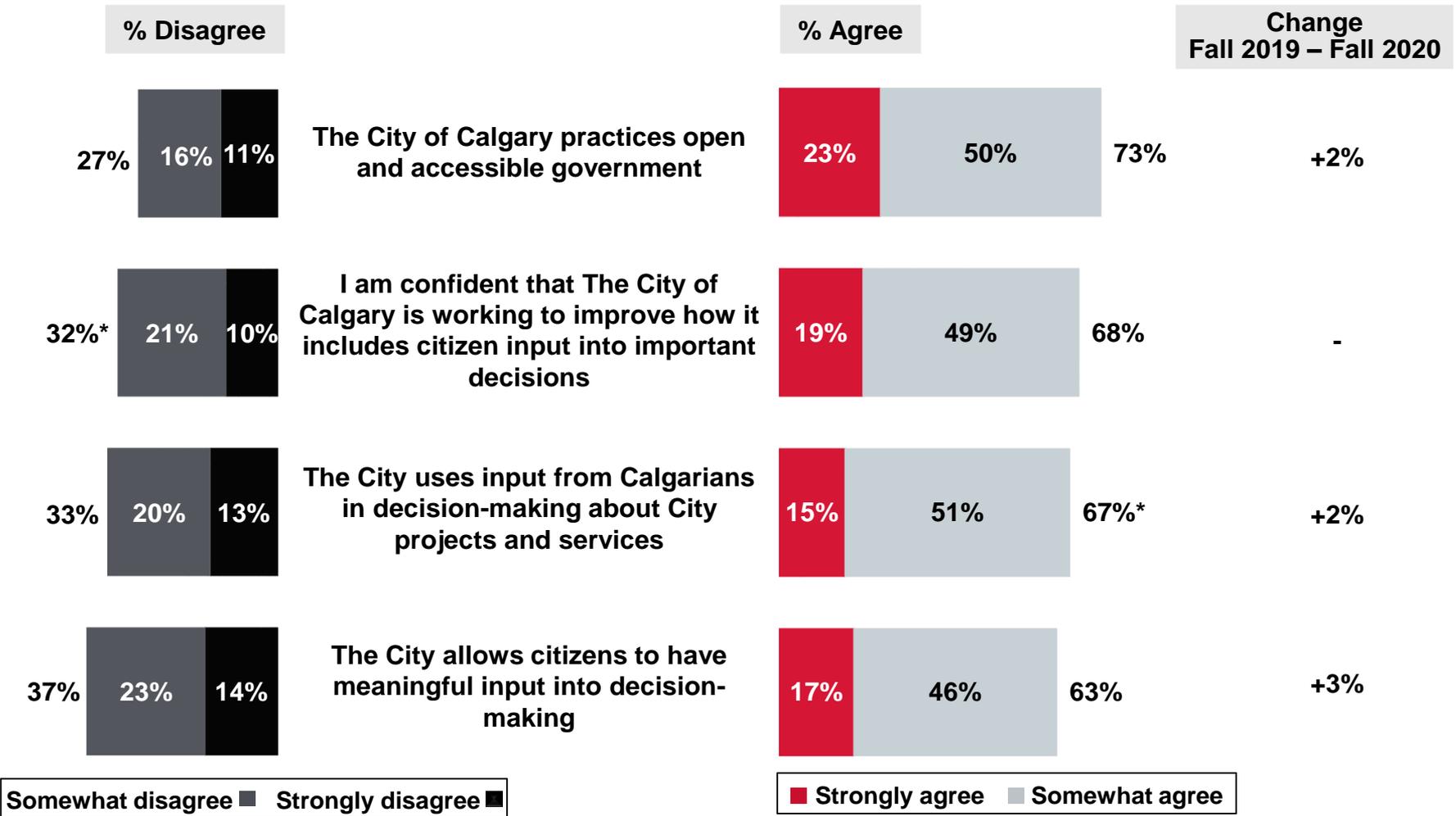
Base: Valid respondents (Bases vary)

++Question introduced in an additional survey in Late Fall 2017

*Rounding



Perceptions of Transparency and Citizen Input



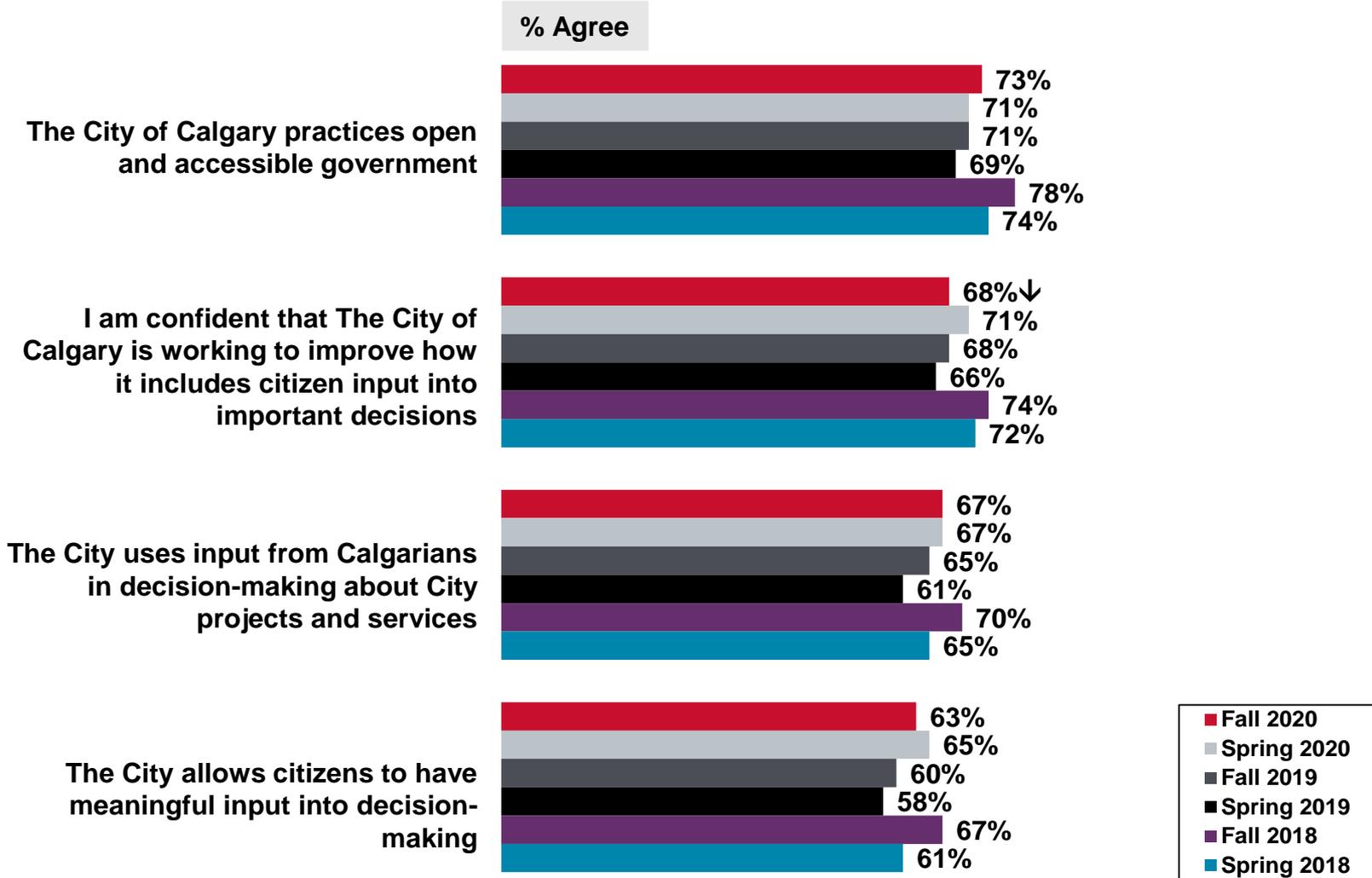
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?
Base: Valid respondents (Bases vary)

*Rounding

↑ Statistically higher than Fall 2019
↓ Statistically lower than Fall 2019



Tracking 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?

Base: Valid respondents (Bases vary)

↑ Statistically higher than Spring 2020
↓ Statistically lower than Spring 2020



Respondent Profile





Gender

| Female | 50% |
|--------|-----|
| Male | 49% |
| Other | <1% |

Quadrant

| Southwest | 28% |
|-----------|-----|
| Southeast | 24% |
| Northwest | 28% |
| Northeast | 20% |

Education

| Completed high school or less | 16% |
|--|-----|
| Some post secondary or completed a college diploma | 34% |
| Completed university degree or post-grad degree | 50% |

Age

| 18 to 24 | 11% |
|-------------|-------------|
| 25 to 34 | 22% |
| 35 to 44 | 18% |
| 45 to 54 | 19% |
| 55 to 64 | 13% |
| 65 or older | 17% |
| Mean | 45.5 |

Income

| Less than \$30,000 | 7% |
|-------------------------|-----|
| \$30,000 to <\$45,000 | 8% |
| \$45,000 to <\$60,000 | 10% |
| \$60,000 to <\$75,000 | 9% |
| \$75,000 to <\$90,000 | 9% |
| \$90,000 to <\$105,000 | 11% |
| \$105,000 to <\$120,000 | 11% |
| \$120,000 to <\$150,000 | 13% |
| \$150,000 or more | 23% |

Base: Valid respondents (Bases vary)



Type of Dwelling

| Single-detached house | 69% |
|--|-----|
| Apartment or apartment-style condominium | 13% |
| Townhouse or rowhouse | 8% |
| Duplex, triplex or fourplex | 8% |
| Another type of multi-dwelling unit | 2% |

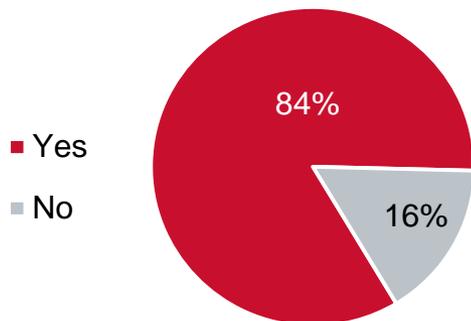
Children and Seniors in Household

| Yes - Children | 31% |
|----------------|-----|
| Yes - Seniors | 28% |

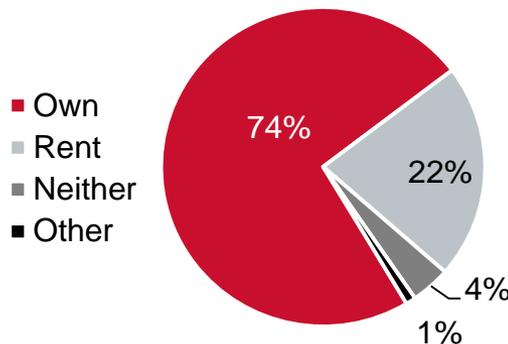
Household Size

| 1 | 14% |
|-------------|------------|
| 2 | 33% |
| 3 | 19% |
| 4 | 21% |
| 5 or more | 13% |
| Mean | 2.9 |

Responsible for Property Taxes



Own or Rent



Tenure in Calgary

| Less than 5 years | 6% |
|--------------------------|-------------|
| 5 to less than 10 years | 10% |
| 10 to less than 15 years | 10% |
| 15 to less than 20 years | 10% |
| 20 to less than 30 years | 24% |
| 30 to less than 40 years | 15% |
| 40 or more | 26% |
| Mean | 27.2 |

Base: Valid respondents (Bases vary)



Born in Canada

| Yes | 73% |
|-----|-----|
| No | 27% |

Age Left Country of Birth

| Base: Not born in Canada (n=639) | |
|----------------------------------|-----|
| Under the age of 12 | 30% |
| 12 to 17 | 12% |
| 18 or older | 57% |

Ethnic Background

| Caucasian/ White | 26% |
|--------------------------------------|-----|
| British | 18% |
| Canadian/ French Canadian | 15% |
| Northern or Western European | 11% |
| East or Southeast Asian | 11% |
| Southern or Eastern European | 7% |
| South Asian | 7% |
| Central/ South American or Caribbean | 3% |
| West Asian or Middle Eastern | 2% |
| African | 2% |
| Aboriginal/ First Nations/ Metis | 1% |
| Declined to respond | 1% |
| Don't Know | 4% |

Disability

| Yes | 18% |
|-----|-----|
| No | 82% |

Visible Minority

| Yes | 27% |
|-----|-----|
| No | 73% |

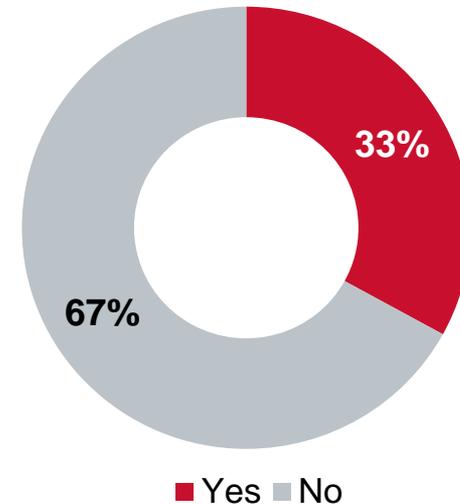
Base: Valid respondents (Bases vary)



Employment Status

| Employed full time | 43% |
|--|-----|
| Employed part time | 8% |
| Self-employed | 10% |
| Out of work and looking for work | 9% |
| Out of work but not currently looking for work | 2% |
| Homemaker | 2% |
| Student | 6% |
| Retired | 17% |
| Unable to work | 2% |
| Other | 1% |

Business Leader



Among those in the workforce
(n=1,377 valid respondents)

Base: Valid respondents (Bases vary)

Calgary



Contact

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