

Background

Context

The City of Calgary first conducted what would become the annual *Fall Quality of Life and Citizen Satisfaction Survey* in 1997. For more than 20 years, this survey has served as an important tool in understanding citizens' overall perceptions of, and satisfaction with, The City of Calgary. This annual tracking tool provides a consistent way to view the impacts of decisions being made by The City and track these changes over time. Given the benefit of having a pulse check on the opinions of citizens, a similar survey, the Spring Pulse Survey, was implemented in the Spring of 2017.

Both the Fall Quality of Life and Citizen Satisfaction Survey and the Spring Pulse Survey are representative telephone surveys with large sample sizes (2,500 Calgarians aged 18+), which minimize the margin of error and allow us to look at sub-groups within the population, including individual wards, genders, age groups, dwelling types, minority groups, etc. The findings from these surveys are markers of citizens' opinions on a variety of aspects of The City. The results serve as a performance-based report, identifying strengths as well as opportunities for improvement, while the opportunity to provide input to these surveys and others demonstrates that The City values citizens' opinions.

Given interest expressed by Council regarding the views of young Calgarians, The City recently conducted the *Calgary Attitudes and Outlook Survey* which boosted the sample of young adults, aged 18-24. Having a large sub-sample of young adults allows for exploration of the opinions and attitudes of this sub-group. This survey focuses specifically on municipal matters and vision for Calgary's future.

The *Service Investment Survey* was conducted in order to provide insights on citizens' opinions about service investment by The City. An advanced statistical analysis was used to identify the services in which citizens think The City should invest in over the next three years.

Since the onset of the COVID-19 pandemic, The City has been running recurrent *COVID-19 Snapshot Surveys*. This information is important because it provides Council and Administration with the impacts of the COVID-19 pandemic on Calgarians which may influence citizens' views about The City and helps inform the pandemic response.

This presentation is intended to highlight key findings from the research noted above prior to the rollout of results to citizens.

Methodologies

2020 Fall Quality of Life and Citizen Satisfaction Survey

A telephone survey conducted in partnership with Ipsos with a randomly selected sample of 2,500 Calgarians, aged 18 years and older, between 2020 August 17 and 2020 September 06.

Topics include: Quality of life in Calgary, top issues facing the city, satisfaction levels with a range of city services, value of taxes, city reputation and city performance. 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.
- The margin of error (MOE) for the total sample of 2,500 is $\pm 2.0\%$, 19 times out of 20.

Calgary Attitudes & Outlook Survey

An online survey conducted in partnership with Ipsos with 769 Calgarian members of sourced panels, aged 18 years of age and older, between 2020 August 20 and 2020 September 08.

Topics include: Attitudes, beliefs and opinions of Calgarians regarding quality of life, the environment, diversity and inclusion, relocation likelihood, vision for Calgary's future, lifestyle and community involvement, communication preferences, technology, and city reputation and performance.

- The average survey length was 16 minutes.
- Respondents aged 18-24 were over-sampled so responses for this sub-group of citizens could be analyzed independently of other age groups.
- Aggregate 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.
- A margin of error (MOE) for the study cannot be stated as the survey was conducted via an online panel.

Service Investment Survey

A telephone survey conducted in partnership with Leger with a randomly selected sample of 501 Calgarians 18 years of age and older. The Service Investment survey ran between 2020 July 13 and 2020 July 22.

Topics include: Investment priorities of citizens, quality of life and value for taxes.

- Both landline (48%) and cell phone (52%) sample were used.
- The average interview length was 19 minutes.
- Final data were weighted to ensure the overall sample's age/gender composition reflects that of the actual Calgary population aged 18 or older.
- The margin of error (MOE) for the total sample of 500 is $\pm 4.4\%$, 19 times out of 20.

COVID-19 Snapshot #6 Survey

A telephone survey conducted in partnership with Leger with a randomly selected sample of 500 Calgarians 18 years of age and older. The 2020 COVID-19 Snapshot #6 survey ran between 2020 September 28 and 2020 October 08.

Topics include: Options, beliefs and concerns about the COVID-19 pandemic.

- Both landline (26% of completed surveys) and cell phone (74%) sample were used.
- The average interview length was 21 minutes.
- Final data were weighted to ensure the overall sample's age/gender composition reflects that of the actual Calgary population aged 18 or older.
- The margin of error (MOE) for the total sample of 500 is $\pm 4.4\%$, 19 times out of 20.

Previous Council Direction

Not applicable

Bylaws, Regulations, Council Policies

Not applicable