



C2020-1015 Fall 2020 Research Results  
Council Presentation  
Special Meeting of Council  
2020 November 09





# Fall 2020 Research

## 2020 Fall Quality of Life and Citizen Satisfaction Survey

- This survey is an important tool in understanding citizens' overall perceptions of, and satisfaction with, The City of Calgary. Topics include: Quality of life in Calgary, top issues facing the city, City programs and services, value of taxes, City reputation and City performance.

## Calgary Attitudes & Outlook Survey

- Given interest expressed by Council regarding the views of young Calgarians, this survey was undertaken with a boosted sample of young adults. 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, technology, and City reputation and performance.

## COVID-19 Snapshot #6

- Since the onset of the COVID-19 pandemic, The City has been running recurrent surveys about the impacts of the COVID-19 pandemic on Calgarians to help inform the pandemic response.

## Service Investment Survey

- This survey was conducted in order to provide insights on citizens' opinions about service investment through a trade-off analysis.





# 2020 Research Methodology

## 2020 Fall Quality of Life and Citizen Satisfaction Survey

- Telephone survey n=2,500
- August 17 – September 6, 2020
- 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 performance.

## Calgary Attitudes & Outlook Survey

- Online survey n=769 (369 aged 18-24, 400 aged 25+)
- August 20 – September 8, 2020
- 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.

## COVID-19 Snapshot #6 Survey

- Telephone survey n=500
- September 28 – October 8, 2020
- Topics include: Opinions, beliefs and concerns about the COVID-19 pandemic.

## Service Investment Survey

- Telephone survey n=501
- July 13 – 22, 2020
- Topics include: Investment priorities of citizens, quality of life and value for taxes.



# Fall 2020 Citizen Satisfaction Survey 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



# 2020 Quality of Life Snapshot

**79%**

**‘Good’ overall quality of life in the city of Calgary today**

**72%↓**

**“The City of Calgary municipal government fosters a city that is inclusive and accepting of all”**

**Calgary Attitudes & Outlook Survey**

**87%**

Feel that, overall, Calgary is safe

**80%**

Agree “I feel a sense of belonging in my own neighbourhood”

**79%↓**

Feel safe walking alone in their neighbourhood after dark

**73%**

Agree “People in Calgary are friendly and inclusive of all people”

**33%**

Feel crime in their neighbourhood has increased in the past three years

**72%**

Agree “People in Calgary feel accepted regardless of their background, identity or lifestyle”

**69%**

Agree “Calgary needs to address racism and discrimination”

↑Statistically higher than prior wave  
↓Statistically lower than prior wave



# Attitudes & Outlook Survey – Notable Findings

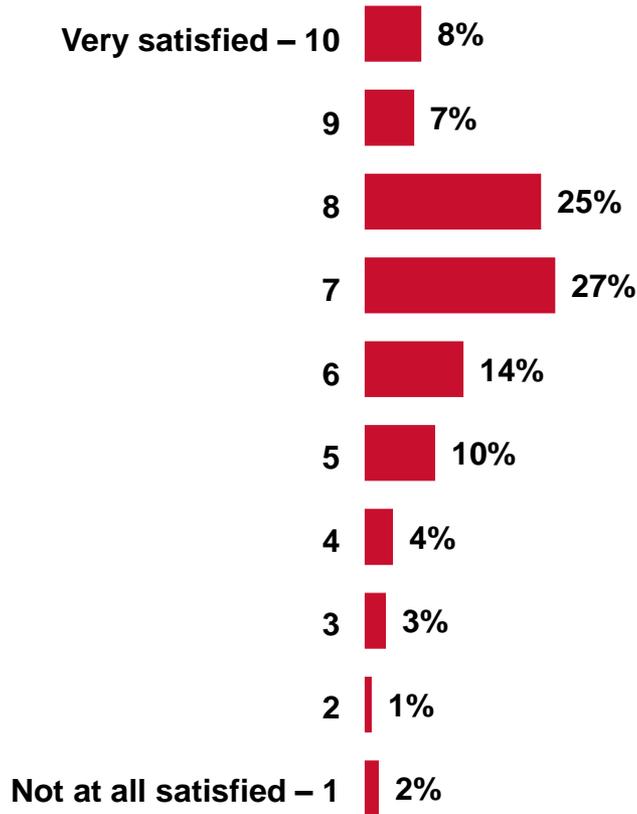
		Aged 18-24	Aged 25+	
	Quality of Life	Rate the overall quality of life in Calgary as 'good'	<b>93%↑</b>	<b>84%</b>
		Agree that "Calgary is a great place to make a living"	<b>75%↑</b>	<b>63%</b>
		Agree that "Calgary is moving in the right direction to ensure a high quality of life for future generations"	<b>70%↑</b>	<b>57%</b>
	Quality of Life Performance Measures	Calgary's Performance: <i>Environmental friendliness</i>	<b>65%↓</b>	<b>81%</b>
		Calgary's Performance: <i>Transit</i>	<b>61%↓</b>	<b>70%</b>
		Calgary's Performance: <i>Employment opportunities</i>	<b>54%↑</b>	<b>43%</b>
	Environmental Perceptions	Agree with the statement "I think we need to act now to address climate change"	<b>89%↑</b>	<b>73%</b>
		Feel concerned about climate change	<b>86%↑</b>	<b>69%</b>
	Diversity & Inclusion	Say that "Calgary needs to address racism and discrimination"	<b>82%↑</b>	<b>68%</b>
	Vision for the Future	Agree that "Calgary is on the right track to be a better city 10 years from now"	<b>80%↑</b>	<b>63%</b>
	Making Calgary a Vibrant Place to <u>Live</u> or <u>Work</u>	Initiative to Make Calgary a Vibrant Place <u>to Live</u> : <i>Economy</i>	<b>12%↓</b>	<b>19%</b>
		Initiative to Make Calgary a Vibrant Place <u>to Live</u> : <i>Transit</i>	<b>16%↑</b>	<b>11%</b>
		Initiative to Make Calgary a Vibrant Place <u>to Live</u> : <i>Arts &amp; Culture</i>	<b>17%↑</b>	<b>5%</b>
		Initiative to Make Calgary a Vibrant Place <u>to Work</u> : <i>Employment/ Career opportunities</i>	<b>33%↑</b>	<b>26%</b>
	Attitudes Towards and Perceptions about the Government	Agree that "It should be primarily government, not the private sector, that is concerned with solving society's social problems"	<b>52%↑</b>	<b>35%</b>
		Trust The City of Calgary	<b>60%↑</b>	<b>49%</b>
		Satisfied with The City of Calgary (including Council and Administration) performance	<b>72%↑</b>	<b>56%</b>

↑Statistically higher than adults aged 25 or older  
↓Statistically lower than adults aged 25 or older

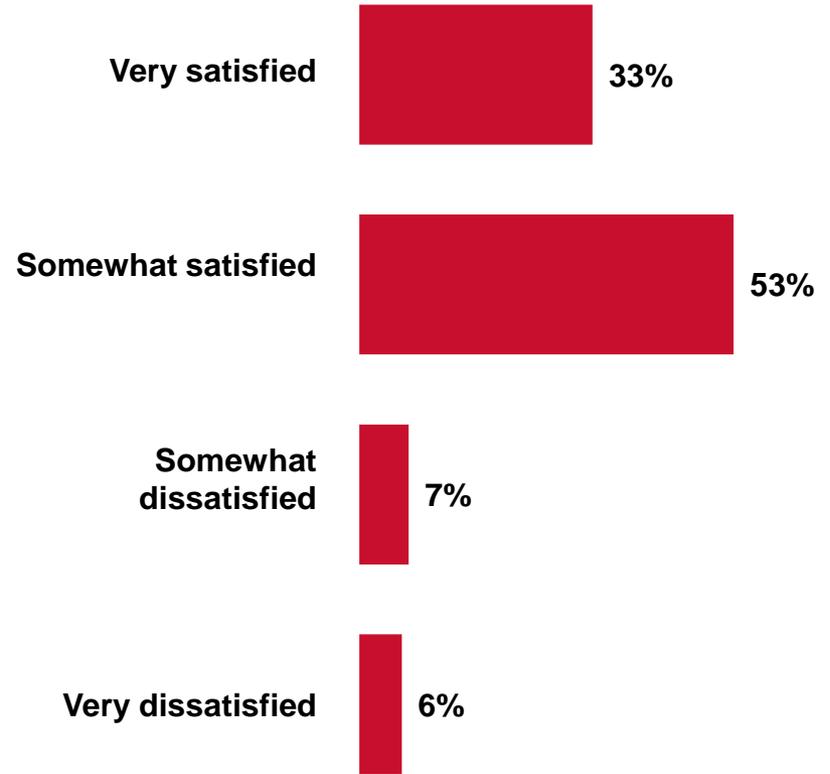


# Satisfaction with The City

## Overall Satisfaction with City Programs & Services



## Satisfaction with the City's COVID-19 Response



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)

Source: Fall 2020 Citizen Satisfaction Survey

Overall, how satisfied are you with The City's COVID-19 response?

Base: All respondents

Source: COVID-19 Snapshot #6 Survey



# Notable Service Perception Changes

## Emergency Services

**89%↓**

Satisfied with the  
Calgary Police Service

<u>Change in Satisfaction</u>	<u>Service</u>	<u>Change in 'Invest More'</u>
<b>+1%</b>	Calgary Fire Department	<b>-11%</b>
<b>-2%</b>	9-1-1	<b>-1%</b>
<b>-2%</b>	Disaster planning and response	<b>+9%</b>
<b>-3%</b>	Calgary Police Service	<b>-13%</b>

## Transportation Services

**81%↑**

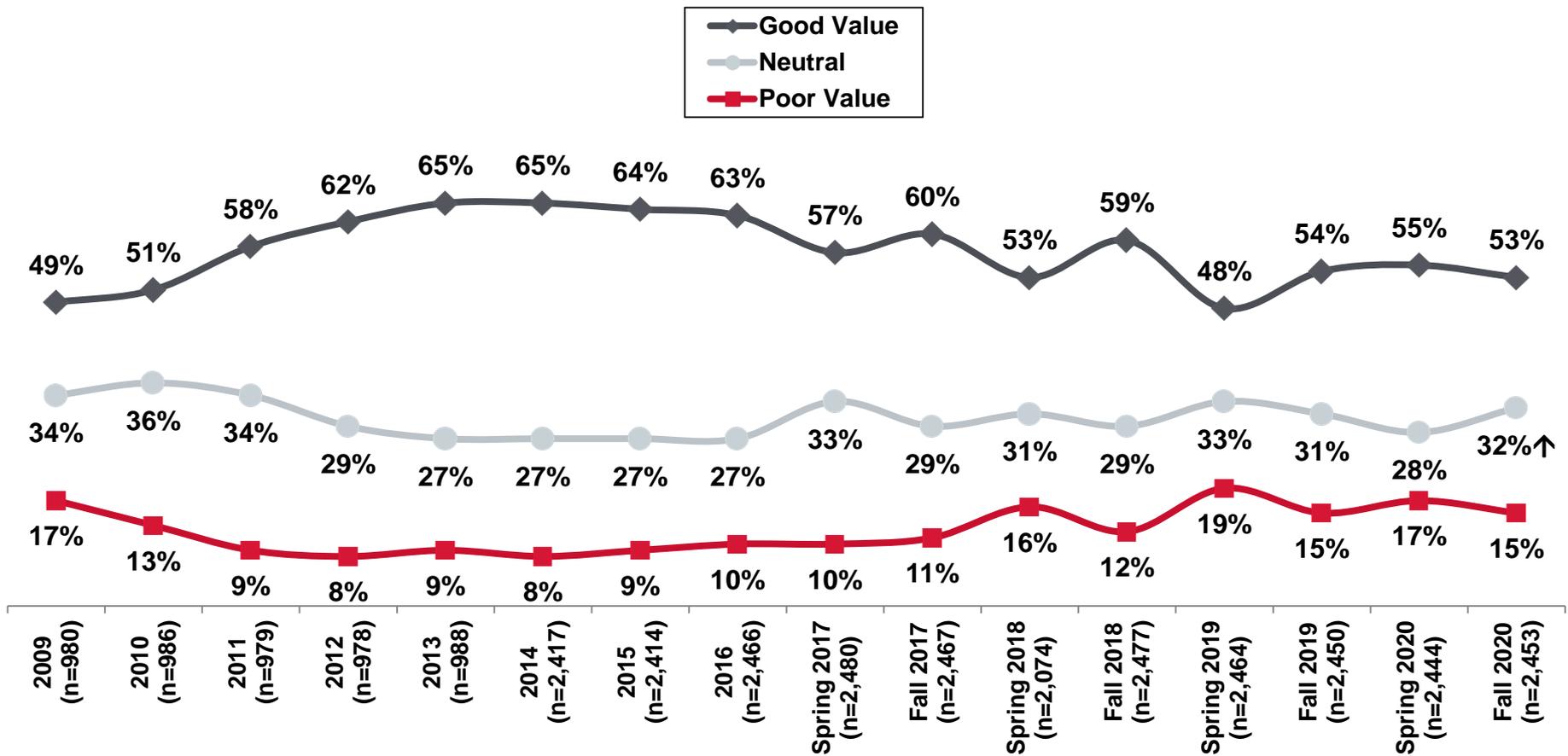
Satisfied with traffic  
flow management

<u>Change in Satisfaction</u>	<u>Service</u>	<u>Change in 'Invest More'</u>
<b>+12%</b>	Traffic flow management	<b>-11%</b>
<b>+6%</b>	Transportation planning	<b>-10%</b>
<b>+5%</b>	Calgary Transit	<b>-7%</b>
<b>-6%</b>	Road maintenance including pothole repairs	<b>+4%</b>

Source: Fall 2020 Citizen Satisfaction Survey



# Tracking Perceived Value of 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”.

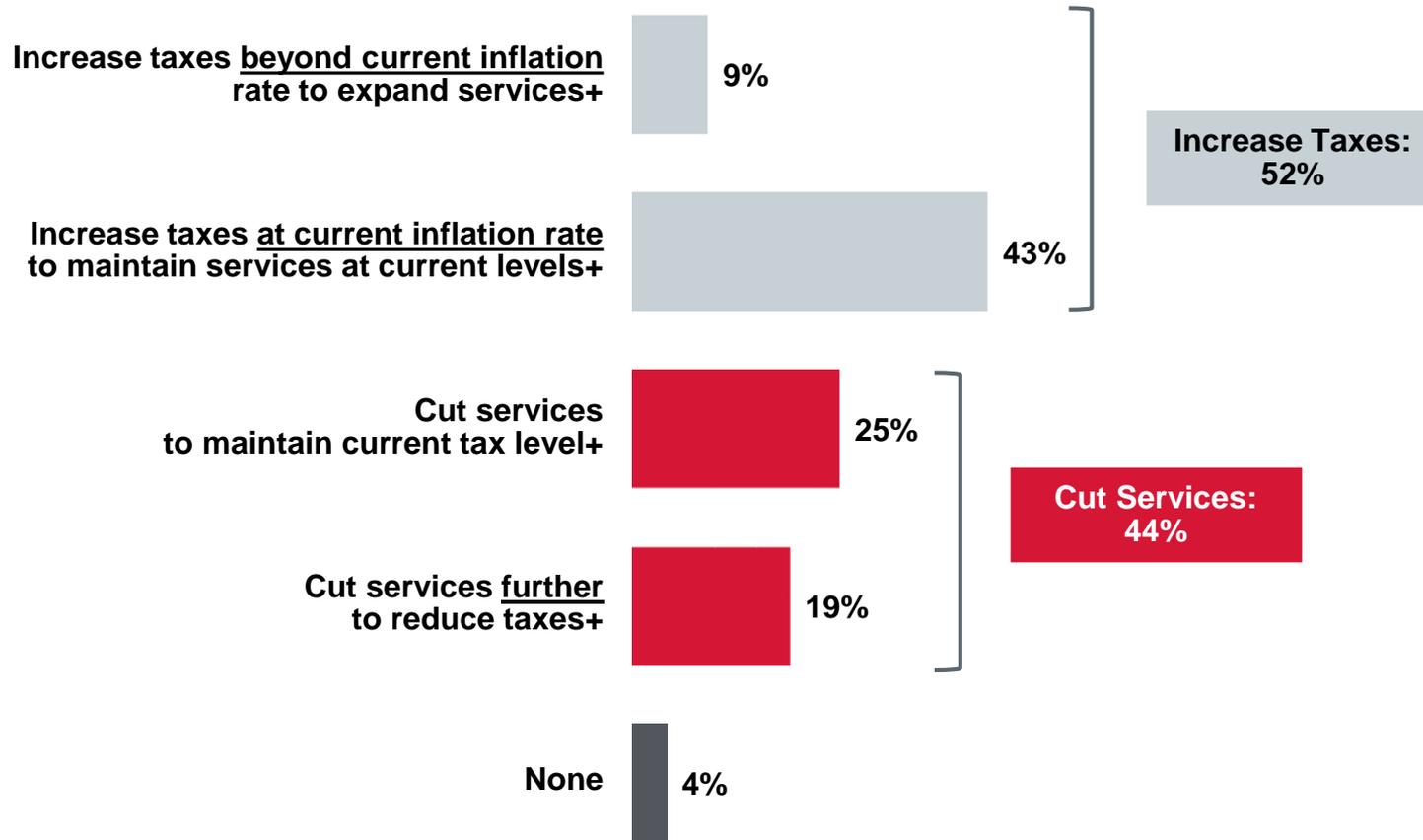
Base: Valid respondents

Source: Fall 2020 Citizen Satisfaction Survey

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



# Balancing Taxation and Service Delivery Levels



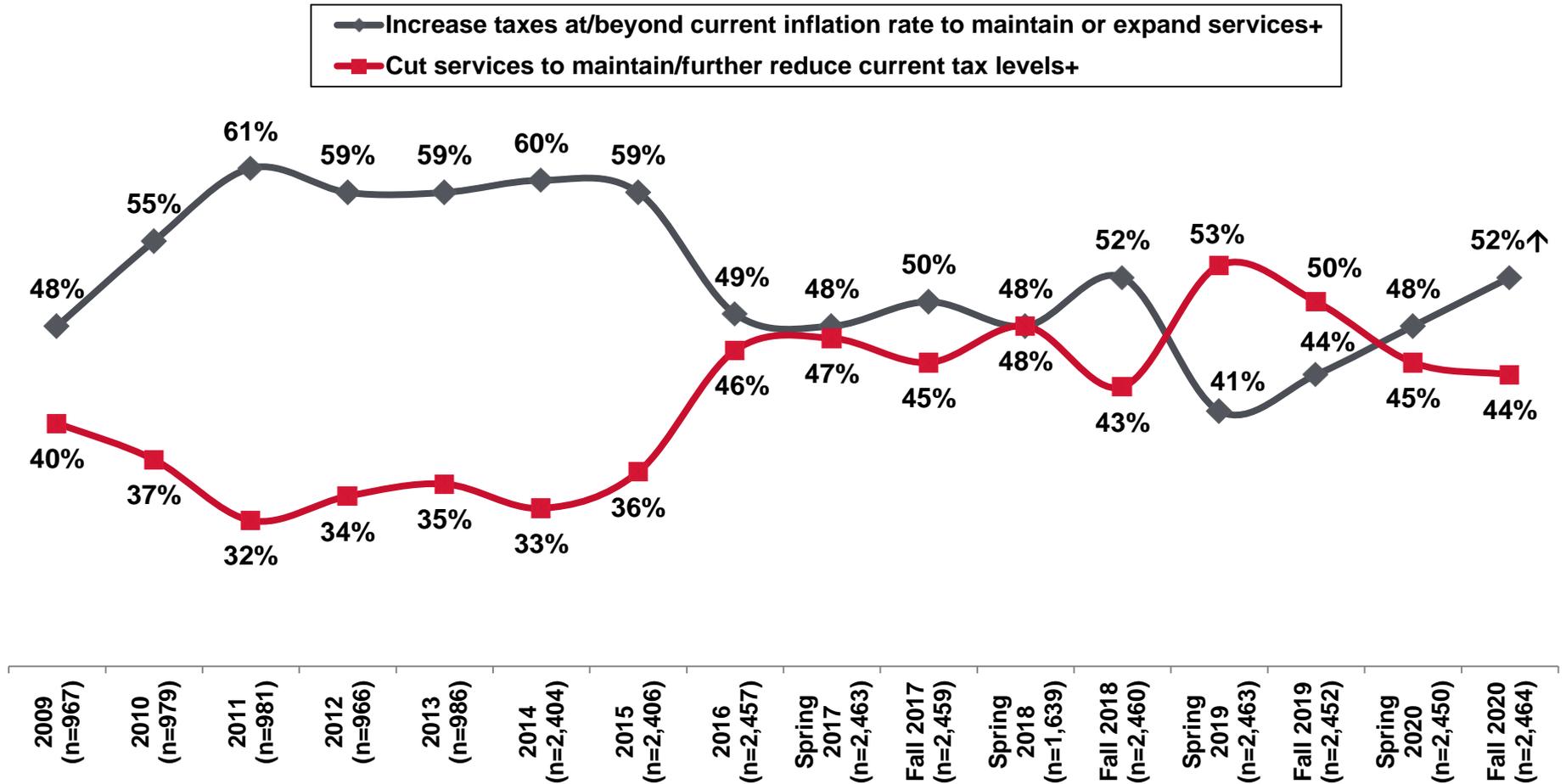
*Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

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

Source: Fall 2020 Citizen Satisfaction Survey



# 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

Source: Fall 2020 Citizen Satisfaction Survey

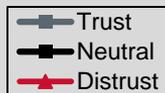
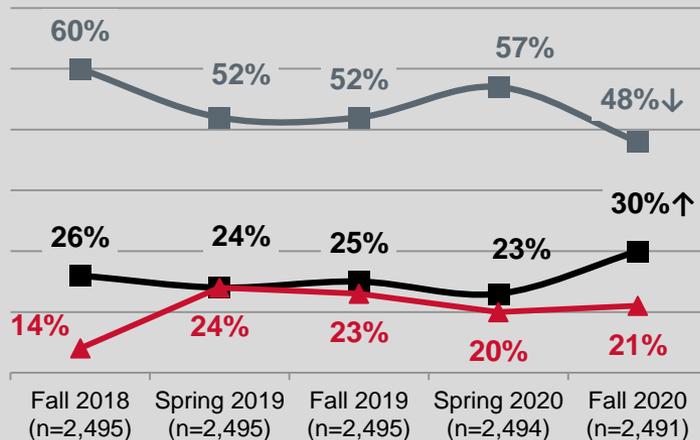
↑ Statistically higher than Spring 2020  
↓ Statistically lower than Spring 2020



# 2020 Trust & Reputation Snapshot

## 48%↓

'Trust' The City of Calgary



↑ Statistically higher than prior wave  
↓ Statistically lower than prior wave

## 69%

'Satisfied' with the way The City of Calgary is going about running our City

