

# Fall 2020 Quality of Life and Citizen Satisfaction Survey

Final Report September 30, 2020

Prepared for The City of Calgary by:



### Calgary 🐼 Table of Contents







**Telephone survey conducted** with a randomly selected sample of 2,500 Calgarians aged 18 years and older between August 17<sup>th</sup> and September 6<sup>th</sup>, 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  $\pm$  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:
  - $\Lambda$  indicates number is significantly higher than Fall 2019/ Spring 2020
  - $\psi$  indicates number is significantly lower than Fall 2019/ Spring 2020
  - Some bar charts in this report do not add to 100% due to rounding.

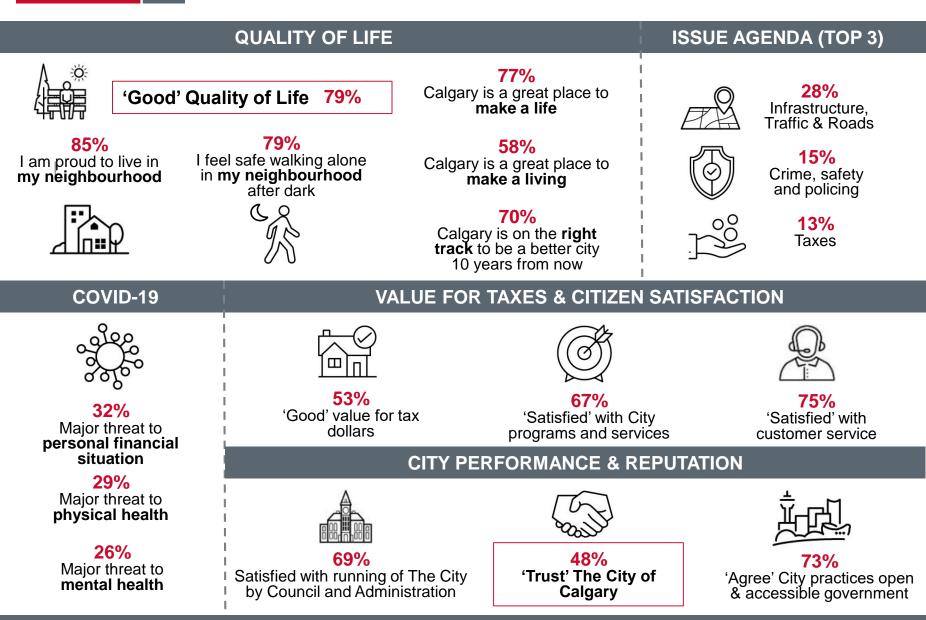


### **Highlights**



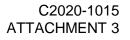


### Fall 2020 Highlights



### Calgary 🐼 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.





#### **REY FINDINGS** 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'.

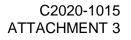


#### "Infrastructure, traffic and roads" continues to lead the 2020 issue agenda, yet has decreased in prominence.

"Crime, safety and policing" has risen to the second ranked issue, followed closely by "taxes", "transit", and "COVID-19 pandemic".

#### KEY FINDINGS Issue Agenda

- 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).





## KEY FINDINGS 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.



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

#### **KEY FINDINGS**

### **Satisfaction with City Services and Programs**

- 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).

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#### 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.

**Importance vs. Satisfaction Analysis** 

Primary Strengths:

**KEY FINDINGS** 

- 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.



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).

## KEY FINDINGS Desired Investment

- 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).

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

## KEY FINDINGS

- 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.

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

### **Customer Service**

- 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'.

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## **KEY FINDINGS 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.



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.

#### **KEY FINDINGS City Reputation and Performance**

- 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.

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#### **Quality of Life**

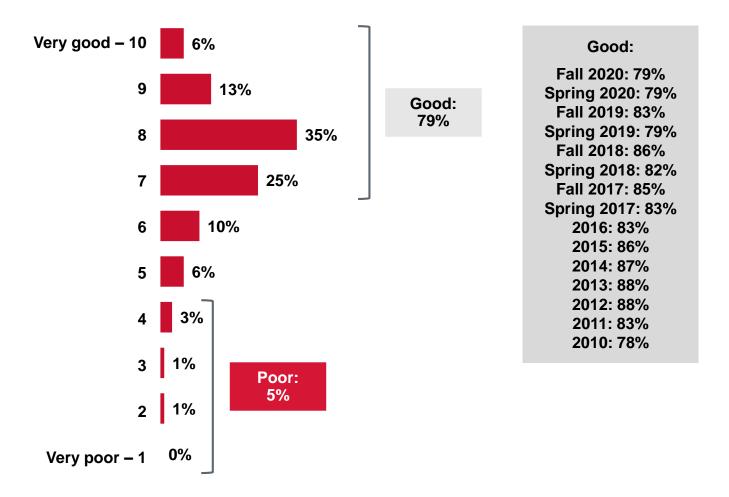


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Fall 2020 I Quality of Life and Citizen Satisfaction Survey

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#### **Overall Quality of Life in Calgary**

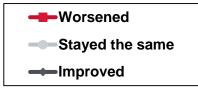


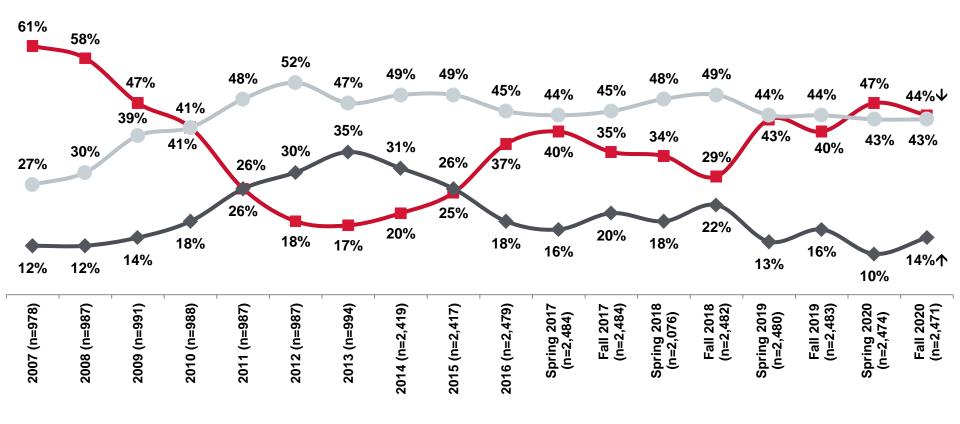
On a scale of "1" to "10" where "1" represents "very poor" and "10" represents "very good," how would you rate the overall quality of life in the city of Calgary today? Base: Valid respondents (n=2,494)

**ISC: Unrestricted** 

Calgary

### 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

Calgary

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### **Sustainability: Connectedness**

Comp	letely Aq	Jree (10) ■ Agree (9, 8	B or 7) ■Neutral (	6 or 5) ■Disagree	e (4, 3, 2 or 1)	% Agree
	2020	36%↓	· · ·		10% 5%	85%↓
	2019	43%		44%	9% 4%	87%
l am proud to be a Calgarian	2018	43%	46%		8% 3%	89%
Calgarian	2017	43%	46%		8% 3%	89%
	2016	45%		45%	7%3%	90%
	2020	30%	54%		11% 4%	85%*
	2019	33%	53%		10% 5%	85%*
I am proud to live in my neighbourhood	2018	34%	52%		9% 5%	86%
C	2017	32%	53%		10% 5%	85%
	2016	34%	54%		9% 3%	88%
	2020	<mark>5%</mark> ↓ 21%↓	28%	47%个		26%↓
I am regularly involved in	2019	<b>7%</b> 24%	27%	41%		31%
neighbourhood and local	2018	<mark>6%</mark> 24%	28%	42%		30%
community event	2017	<mark>5%</mark> 25%	28%	42%		30%
All waves conducted in the Fall	2016	<mark>6%</mark> 24%	29%	41%		30%

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

Calgary

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## Sustainability: Making a Life and Making a Living

	Completely Agre	ee (10) ■ Agre	ee (9, 8 or 7) ■Neutral (6	or 5) ■Disagre	ee (4, 3, 2 or 1)	% Ag
	Fall 2020	17%	60%		16% <b>7</b> %	779
	Spring 2020	17%	57%		18% 8%	749
Calgary is a great place to make a life	Fall 2019	20%	59%		14% 7%	79
	Spring 2019	18%	57%		17% 8%	759
		23%	60%		13% 4%	83%
	Spring 2018	18%	62%		14% 6%	80%
	Fall 2017	21%	61%		13% 5%	82%
	Spring 2017	19%	61%		15% 5%	80%
	2016	20%	62%		13% 5%	82%
	Fall 2020	11%个	47%个	26%	16%↓	58%
	Spring 2020	9%	43%	27%	21%	52%
Calgary is a great place to make a living	Fall 2019	14%	49%	24%	<b>13%</b>	63%
	Spring 2019	10%	47%	26%	17%	57%
		18%	53%		20% 9%	719
	g Spring 2018	12%	54%	23	% 11%	669
	Fall 2017	16%	52%	2	2% 10%	<b>68</b> %
	Spring 2017	14%	54%	2′	1% 11%	68%
	2016	15%	50%	239	% 12%	65%

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)

 $\uparrow$ Statistically higher than Spring 2020  $\lor$ Statistically lower than Spring 2020

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Calgary

### Calgary

## Sustainability: Inclusivity and Direction for the Future

Co	mpletely Agre	e (10) 🛛 Agr	ree (9, 8 or 7) ■Neutral	(6 or 5) ■Disagi	ree (4, 3, 2	2 or 1)	% Agree
	Fall 2020	15%	56%↓		19%个	9%个	72%*
Calgary	Spring 2020	17%	61%		16%	6%	78%
	Fall 2019	20%	55%		16%	9%	75%
	Spring 2019	15%	60%		17%	8%	75%
rnment s a city	Fall 2018	19%	60%	, 0	15%	<b>6%</b>	79%
ive and	Spring 2018	17%	61%		16%	6%	78%
g of all	Fall 2017	18%	61%	)	15%	<b>6%</b>	79%
	Spring 2017	18%	61%		16%	ъ <mark>5%</mark>	79%
	2016	21%	60	%	149	% 5%	81%
	Fall 2020	7%	43%	28%	22	%	50%
	Spring 2020	7%	43%	29%	22	%	50%
g in the Spring 2 nsure a Fall 2 f life for erations Fall 2 Fall 2 Spring 2	Fall 2019	8%	45%	29%	1	8%	53%
	Spring 2019	8%	45%	26%	26% 21%		53%
	Fall 2018	11%	54%	23	3%	12%	65%
	Spring 2018	9%	52%	23%	1	6%	61%
	Fall 2017	10%	52%	26	%	12%	62%
	Spring 2017	9%	55%	24%		12%	64%
	2016	10%	56%	22	2%	12%	66%

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

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

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**ATTACHMENT 3** 

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

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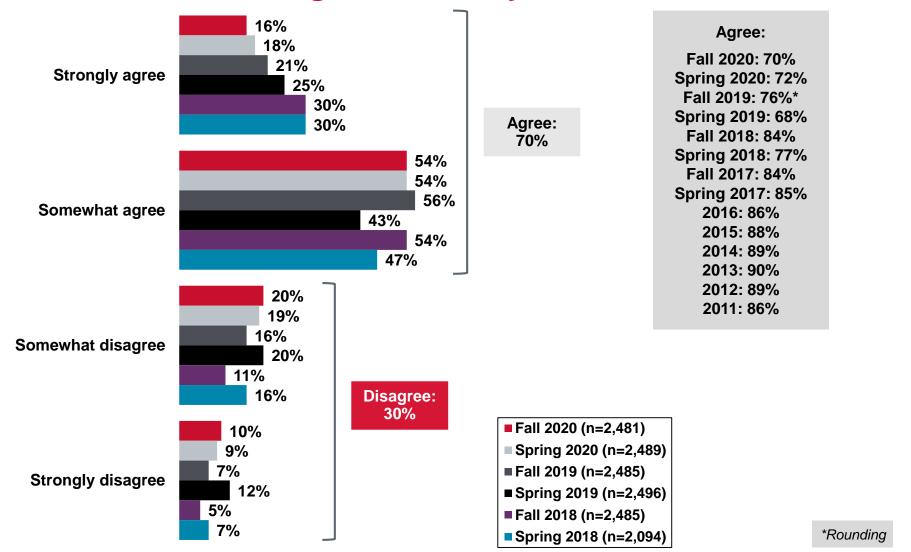
**Base: Valid respondents** 

Calgary

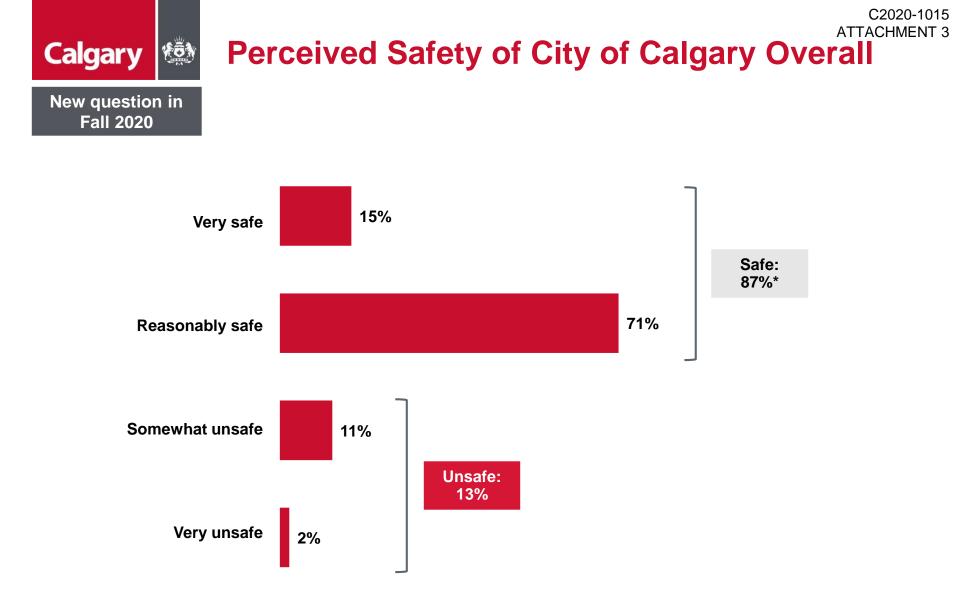
or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.

There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree

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

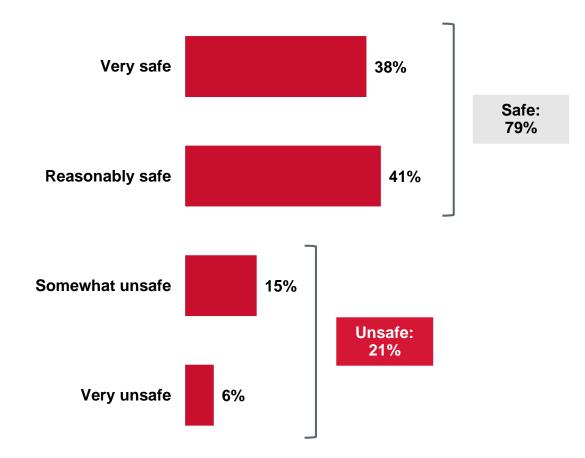


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How safe or unsafe do you think Calgary is overall? Base: Valid respondents (n=2,493) \*Rounding

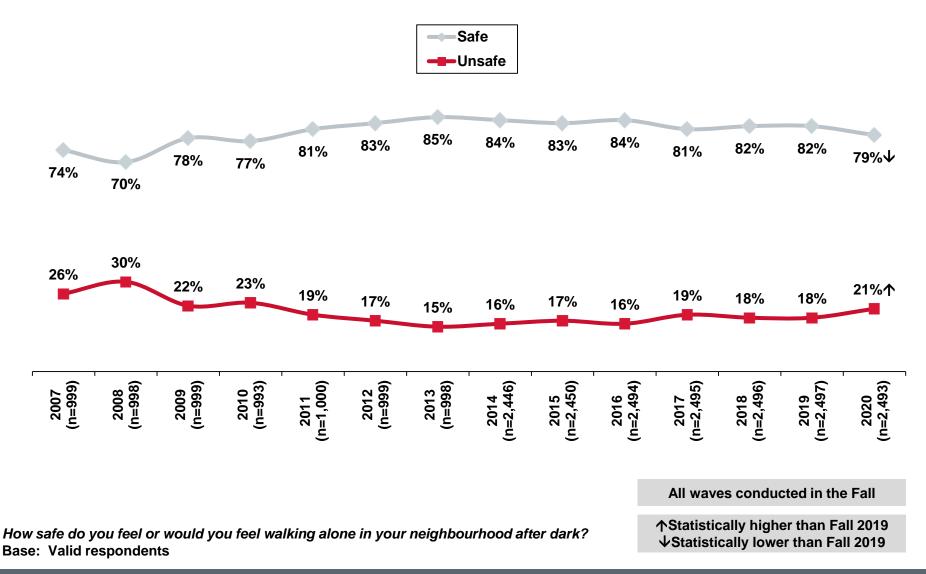




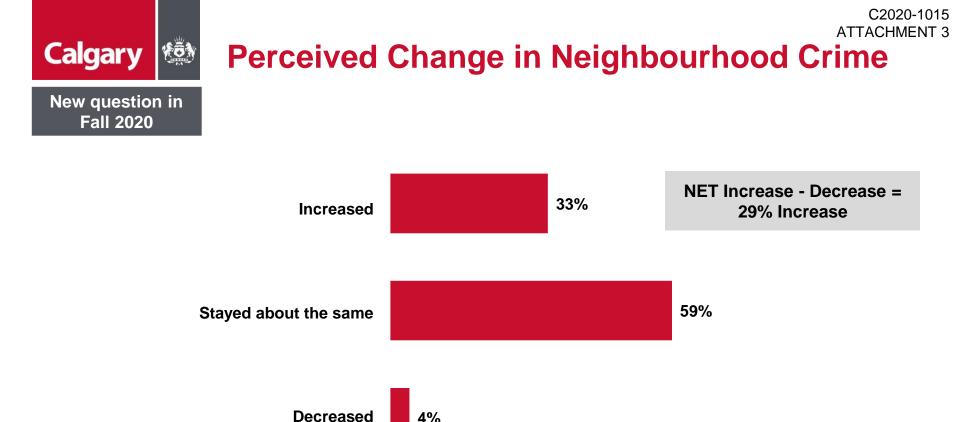
How safe do you feel or would you feel walking alone in your neighbourhood after dark? Base: Valid respondents (n=2,493)

## Tracking Perceived Safety in Own Neighbourhood

C2020-1015 ATTACHMENT 3



Calgary



Decreased4%Just moved into the area or have not<br/>lived in the neighbourhood long enough3%

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**



C2020-1015 ATTACHMENT 3

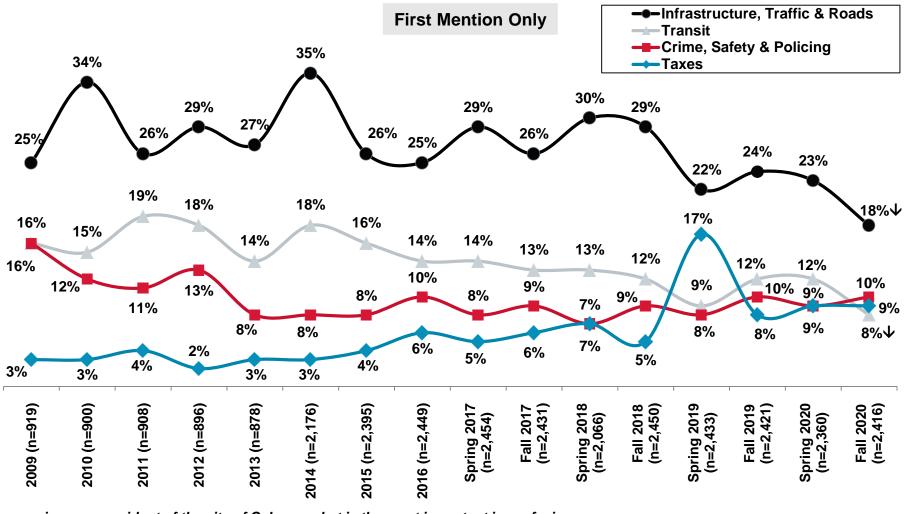
Multiple Responses       Infrastructure, Traffic & Roads [NET]       I 18%       10%       28%       -7%↓         Note: A "NET" is a combination of 2 or more mentions that cover a specific theme       Grade conditions       5%4%       9%       +2%^h         Combination of 2 or more mentions that cover a specific theme       Clack of snow removal       4%       -1%↓         Breaking and entering/gangs/drugs       5%3%       9%       +2%^h         Public safety       6%       -       -         Public safety       6%       -       -         Public safety       9%       41%       -         Property taxes       9%       41%       -         Public Transportation (incl. buses/ C-train/ poor service)       8% 4%       -       -         Public Transportation (incl. buses/ C-train/ poor service)       6%       -       -         COVID-19 Pandemic       8% 4%       11%       +11%^h         Education       6%       -       -       -         Recreation [NET]       5%3%       9%       -       -         Public Transportation (incl. buses/ C-train/ poor service)       6%       -       -         COVID-19 Pandemic       8% 4%       -2%       -       -       -	Calgary	Issue Agenda		
Note: A "NET" is a combination of 2 or more mentions that cover a specific themeRoad conditions5%4% 9%+2%↑(Lack of) snow removal theme4%-1%↓-3%↓Breaking and entering/gangs/drugs4%37%-2%Public safety4%6%Taxes [NET]9%4%13%+2%↑High taxes5%39%+1%Public Transportation (incl. buses/ C-train/ poor service)4%-Walk-2%6%-COVID-19 Pandemic5%3%9%COVID-19 Pandemic5%3%9%Budget & Spending [NET]5%8%-Budget & Spending [NET]5%8%-Recreation [NET]5%8%-Recreation [NET]5%8%-Recreation [NET]5%8%-Homelessness, Poverty & Affordable Housing [NET]3%4%Growth and Planning [NET]3%4%-1%			First Mention Other Mentions	Change Fall 2019 – Fall 2020
Combination of 2 or morer mentions that (Lack of) snow removal (Lack of) snow removal 	Multiple Responses	Infrastructure, Traffic & Roads [NET]	18% 10% 28%	-7%↓
more mentions that cover a specific themeCirke, Safety & Policing [NET]10%37%Crime, Safety & Policing [NET]10% 5%15%-Breaking and entering/gangs/drug4%6%-Public safety4%6%-Taxes [NET]9% 4%13%+2%Public safety4%6%-Taxes [NET]9% 4%13%+2%Property taxes3% 4%4%-Transit [NET]8% 4%12%-5%,Public Transportation (incl. buses/ C-train/ poor service)4%6%-2%Transit system improvements3% 4%4%-2%COVID-19 Pandemic8% 3%11%+11%Budget & Spending [NET]6%3%-Environment and Waste Management [NET]3%4%Homelessness, Poverty & Affordable Housing [NET]3%4%-1%Growth and Planning [NET]3%4%-1%		Road conditions	5%4% 9%	+2%个
Cover a specific themeCrime, Safety & Policing [NET]10% 5%15%-Breaking and entering/gangs/drugs4%6%-Public safety4%6%-Fublic safety4%6%-Taxes [NET]9%4%13%+2%High taxes6%339%+1%Property taxes3%4%6%-Transit [NET]8%4%6%-Public Transportation (incl. buses/ C-train/ poor service)4%6%-2%COVID-19 Pandemic8%3%11%+11%Economy [NET]6%339%+1%Budget & Spending [NET]6%8%-Recreation [NET]3%477%-Environment and Waste Management [NET]3%477%-Homelessness, Poverty & Affordable Housing [NET]3%4%-1%State3%4%7%-State3%4%-Covth and Planning [NET]3%4%-1%		Traffic congestion	3% 4%	-3%↓
themeCrime, Safety & Policing [NET]10% 5% 15%.Breaking and entering/gangs/drugs4%3° 7%-2%Public safety4% 6%.Public safety4% 6%.Taxes [NET]9% 4% 13%+2%↑High taxes5%3% 9%+1%Property taxes3% 4%.Public Transportation (incl. buses/ C-train/ poor service)4% 6%.Public Transportation (incl. buses/ C-train/ poor service)4% 6%.COVID-19 Pandemic8% 3% 11%+11%↑Economy [NET]5% 3% 9%41%Budget & Spending [NET]5% 8%.Education6% 8%.Recreation [NET]3%4% 7%.Homelessness, Poverty & Affordable Housing [NET]3%4%.Ya4ffordable Housing [NET]3%4%.Ya4ffordable Housing [NET]3%4%.Ya5%4ffordable Housing [NET]3%4%Ya5%4ffordable Housing [NET]3%4%Ya5%4ffordable Housing [NET]3%4%Ya5%4ffordable Housing [NET]3%4%Ya5%1%Ya5%.Ya5%.Ya5%.Ya1%.YaYaYaYaYaYaYaYa <td< td=""><th></th><td>(Lack of) snow removal</td><td>4%</td><td>-1%↓</td></td<>		(Lack of) snow removal	4%	-1%↓
Public safetyImage:	theme	Crime, Safety & Policing [NET]	<b>10% 5%</b> 15%	-
Taxes [NET]9%4%13% $+2\%$ High taxes6%319% $+1\%$ Property taxes3%4% $-$ Transit [NET]8%4% $-5\%$ Public Transportation (incl. buses/ C-train/ poor service)4% $-2\%$ Transit system improvements2%6% $-2\%$ COVID-19 Pandemic8%3% $11\%$ Economy [NET]6%33'9% $+1\%$ Budget & Spending [NET]6%8% $-3\%$ Education6%8% $-$ Environment and Waste Management [NET]3%47' $-$ Homelessness, Poverty & Affordable Housing [NET]4% $-2\%$ Growth and Planning [NET]3%4% $-1\%$		Breaking and entering/gangs/drugs	4% <mark>3%</mark> 7%	-2%
High taxes5%3%9%+1%Property taxes½4%-Transit [NET]8%4%12%-5%↓Public Transportation (incl. buses/ C-train/ poor service)4%6%-2%↓Transit system improvements½4%-2%↓COVID-19 Pandemic8%3½11%Economy [NET]6%3%9%+11%↑Budget & Spending [NET]6%8%-3%↓Education6%8%-Recreation [NET]3%4%7%-Homelessness, Poverty & Affordable Housing [NET]4%6%+2%↑Growth and Planning [NET]¾4%-1%		Public safety	4% 6%	-
Property taxes       3% 4%       -         Transit [NET]       8% 4% 12%       -5%↓         Public Transportation (incl. buses/ C-train/ poor service)       4% 6%       -2%↓         Transit system improvements       3% 4%       -2%         COVID-19 Pandemic       8% 3% 11%       +11%↑         Economy [NET]       6%3% 9%       +1%         Budget & Spending [NET]       6% 8%       -3%↓         Education       6% 8%       -         Recreation [NET]       3%4% 7%       -         Homelessness, Poverty & Affordable Housing [NET]       4% 6%       +2%↑         Growth and Planning [NET]       3% 4%       -1%		Taxes [NET]	<mark>9% 4%</mark> 13%	+2%个
Transit [NET]8% 4% 12%-5%↓Public Transportation (incl. buses/ C-train/ poor service)4%6%-2%↓Transit system improvements3% 4%-2%COVID-19 Pandemic8% 3% 11%+11%↑Economy [NET]6% 3% 9%+1%Budget & Spending [NET]6%8%-3%↓Education6%8%-Recreation [NET]3%4% 7%Environment and Waste Management [NET]3%4% 7%Homelessness, Poverty & Affordable Housing [NET]4%6%+2%↑Growth and Planning [NET]3% 4%-1%-		High taxes	6%3% 9%	+1%
Public Transportation (incl. buses/ C-train/ poor service)       4%       6%       -2%↓         Transit system improvements       3%       4%       -2%         COVID-19 Pandemic       8%       3%       11%         Economy [NET]       6%       8%       -1%         Budget & Spending [NET]       6%       8%       -3%↓         Education       6%       8%       -3%↓         Environment and Waste Management [NET]       3%4%       7%       -         Homelessness, Poverty & Affordable Housing [NET]       4%       6%       +2%↑         Growth and Planning [NET]       3%       4%       -1%		Property taxes	3% 4%	-
Transit system improvements№4%-2%COVID-19 Pandemic8%3%11%+11%Economy [NET]6%6%%+1%Budget & Spending [NET]6%8%-3%Education6%8%-Recreation [NET]3%4%7%-Environment and Waste Management [NET]3%4%7%-Homelessness, Poverty & Affordable Housing [NET]4%6%+2%Growth and Planning [NET]3%4%-1%		Transit [NET]		-5%↓
COVID-19 Pandemic8% 3% 11%+11%↑Economy [NET]6% 3% 9%+1%Budget & Spending [NET]6%8%-3%↓Education6%8%-Recreation [NET]3%4% 7%-Environment and Waste Management [NET]3%4% 7%-Homelessness, Poverty & Affordable Housing [NET]4% 6%+2%↑Growth and Planning [NET]3% 4%-1%	Public Transp	portation (incl. buses/ C-train/ poor service)	4% 6%	-2%↓
Economy [NET]6%3¾ 9%+1%Economy [NET]6% 8%-3%↓Budget & Spending [NET]6% 8%-Education6% 8%-Recreation [NET]3%4¾ 7%-Environment and Waste Management [NET]3%4¾ 7%-Homelessness, Poverty & Affordable Housing [NET]4% 6%+2%↑Growth and Planning [NET]3¾ 4%-1%		Transit system improvements	3% 4%	-2%
Budget & Spending [NET]       6%       8%       -3%↓         Education       6%       8%       -         Recreation [NET]       3%4%       7%       -         Environment and Waste Management [NET]       3%4%       7%       -         Homelessness, Poverty & Affordable Housing [NET]       4%       6%       +2%↑         Growth and Planning [NET]       3%       4%       -1%		COVID-19 Pandemic	<mark>8% 3</mark> % 11%	+11%个
Eduget a openang [RE1]       6%       6%       -         Education       6%       8%       -         Recreation [NET]       3%4%       7%       -         Environment and Waste Management [NET]       3%4%       7%       -         Homelessness, Poverty & Affordable Housing [NET]       4%       6%       +2%↑         Growth and Planning [NET]       3%       4%       -1%		Economy [NET]	<mark>6%3%</mark> 9%	+1%
Recreation [NET]       3%4% 7%       -         Environment and Waste Management [NET]       3%4% 7%       -         Homelessness, Poverty & Affordable Housing [NET]       4% 6%       +2%↑         Growth and Planning [NET]       3% 4%       -1%		Budget & Spending [NET]	<mark>6%</mark> 8%	-3%↓
Environment and Waste Management [NET]       3%4%       7%       -         Homelessness, Poverty & Affordable Housing [NET]       4%       6%       +2%↑         Growth and Planning [NET]       3%       4%       -1%		Education	<mark>6%</mark> 8%	-
Homelessness, Poverty & Affordable Housing [NET]4%6%+2%↑Growth and Planning [NET]3%4%-1%		Recreation [NET]	<mark>3%4</mark> % 7%	-
Growth and Planning [NET] 3% 4% -1%	Env	ironment and Waste Management [NET]	<mark>3%4%</mark> 7%	-
	Homelessne	ss, Poverty & Affordable Housing [NET]		<b>+2%</b> 个
None 15% +4%↑		Growth and Planning [NET]	3% 4%	-1%
		None	15%	+4%个

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)

Mentions of <4% are not shown Data labels of <3% are not shown

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

### **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

Calgary



#### **COVID-19 Pandemic**



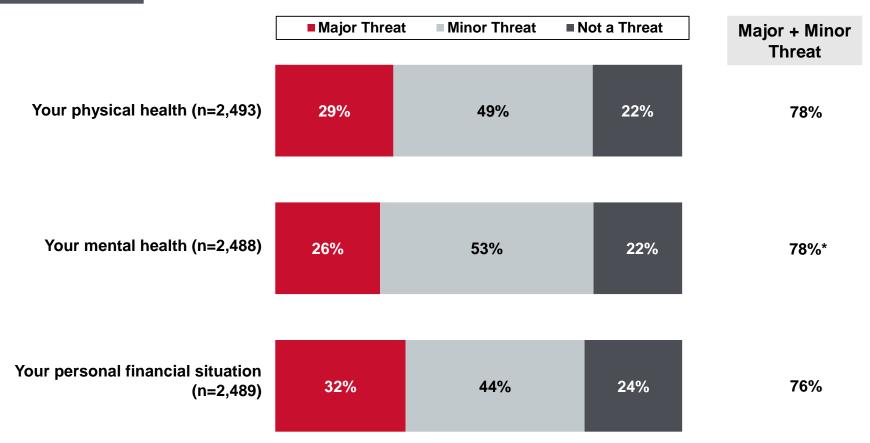
**ISC: Unrestricted** 

Fall 2020 I Quality of Life and Citizen Satisfaction Survey

#### **Threats Related to the COVID-19 Pandemic**

New question in Fall 2020

Calgary



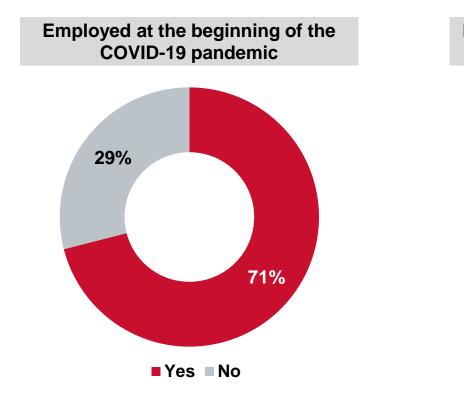
*In your opinion, how much of a threat is the COVID-19 pandemic for...?* Base: Valid respondents

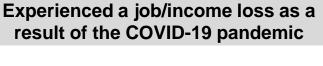
\*Rounding

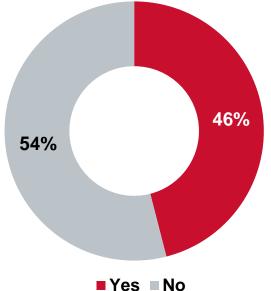
### Employment During the COVID-19 Pandemic

New questions in Fall 2020

Calgary







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)



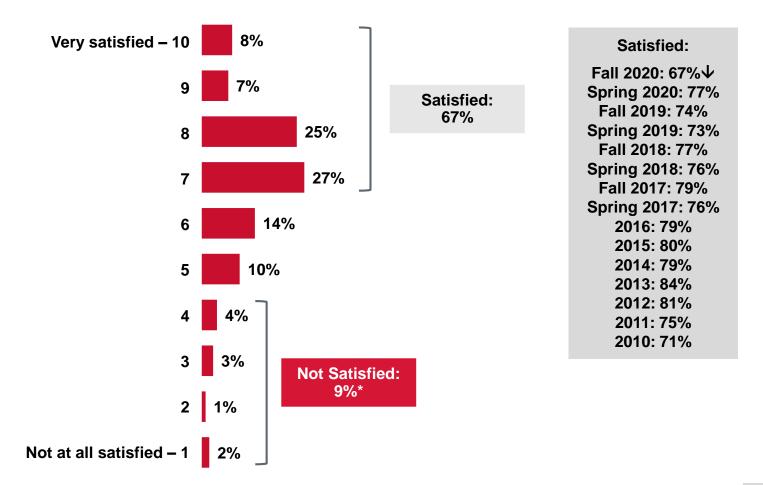
#### **City Programs and Services**



C2020-1015 ATTACHMENT 3



## 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**

	% Important		Change Fall 2019 – Fall 2020
[	Very important	Somewhat important	]
Calgary Fire Department	94%	69	% 100% <sup>-</sup>
Calgary 9-1-1	95%	5%	% 99%∗ <sup>−</sup>
The quality of drinking water	95%	59	% 99%* -
Calgary Police Service	85%	14%	98%* -1%
Road maintenance including pothole repairs	72%	27%	98%* -
City operated roads and infrastructure	75%	23%	98% +1%
Residential garbage collection service	80%	17%	98%* -
Snow removal	75%	21%	97%* -1%
Social services for individuals such as seniors or youth	77%	20%	96%* -1%
Calgary's parks, playgrounds and other open spaces	75%	21%	96% -1%
Disaster planning and response	70%	25% 9	
Affordable housing for low-income families	68%	26% 94	4% +1%
I am going to read a list of programs and services Please tell me how important each one is to you.	provided to you by The City of C	algary.	*Rounding

Please tell me how important each one is to you.

**Base: Valid respondents (Bases vary)** 

Calgary

12.00 ×

#### Importance of City Programs and Services (continued)

	% Important			Change Fall 2019 – Fall 2020
[	Very important	Somewhat important		
Transportation planning	64%	30%	94%	-1%
Residential Blue Cart recycling	65%	27%	93%*	+2%
Traffic flow management	65%	28%	93%	-3%↓
Calgary's pathway system	63%	30%	93%	-
Property tax assessment	68%	24%	92%	-1%
311 service	62%	29%	91%	-
City land use planning	60%	32%	91%*	-2%
Spring road cleaning	45%	46%	91%	-1%
City growth management	57%	34%	90%*	-3%↓
Calgary Transit including bus and CTrain service	67%	22%	89%	-1%
City operated recreation FACILITIES such as pools, leisure centres, and golf courses	53%	36%	89%	-4%↓
I am going to read a list of programs and services		*Rounding		

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)

	% Important			Change Fall 2019 – Fall 2020
	Very important	Somewhat impo	ortant	
Community services such as support for community associations and not for profit groups	49%	41%	8	9%* -1%
Development and building inspections and permits	56%	32%	6 88	8% +1%
Business licenses and inspections	53%	33%		/o -
Protection from river flooding	51%	33%	85%	* -1%
Residential Green Cart service	51%	33%	84%	+2%
City operated recreation PROGRAMS such as swimming lessons	50%	33%	83%	-4%↓
Bylaw services for things such as noise complaints, fire pits and weeds	30%	49%	79%	-
Support for arts and culture including festivals	38%	39%	78%*	-2%
City of Calgary website	42%	36%	77%*	-2%
Animal control services for stray animals and pet licensing	34%	42%	76%	-1%
Downtown revitalization	37%	37%	75%*	-4%↓
On-street bikeways		30% 56%*		- *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

	% Very Important		Change Fall 2019 – Fall 2020
Calgary 9-1-1		95% 97% 97% 97% 97% 97%	-2%↓
The quality of drinking water		95% 95% 95% 95% 95% 96%	-
Calgary Fire Department		94% 95% 96% 96% 95%	-1%
Calgary Police Service		85% 94% 92% 94% 94%	-9%↓
Residential garbage collection service		80% Fall 2 80% Fall 2 82% Fall 2 84% Fall 2 85% Fall 2	2019 2018 2017

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

Calgary

C2020-1015

#### Tracking Importance of City Programs ATTACHMENT 3 and Services (continued)

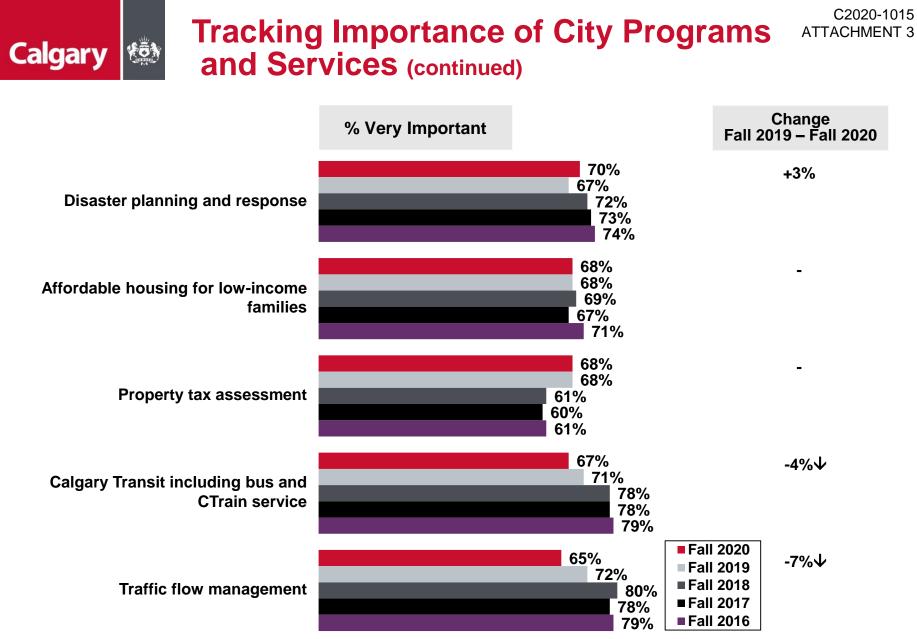
	% Very Important		Change Fall 2019 – Fall 2020
Social services for individuals such as seniors or youth		77% 76% 76% 77% 76%	+1%
Calgary's parks, playgrounds and other open spaces		75% 78% 75% 75% 75% 77%	-3%
City operated roads and infrastructure		75% 76% 82% 82% 81%	-1%
Snow removal		75% 75% 82% 78% 77%	-
Road maintenance including pothole repairs		72%       • Fall         67%       • Fall         78%       • Fall         74%       • Fall         72%       • Fall	2019 2018 2017
I am going to read a list of programs and services Calgary. Please tell me how important each one is Base: Valid respondents (Bases vary)		个Stat	istically higher than Fall 2019 tistically lower than Fall 2019

**ISC: Unrestricted** 

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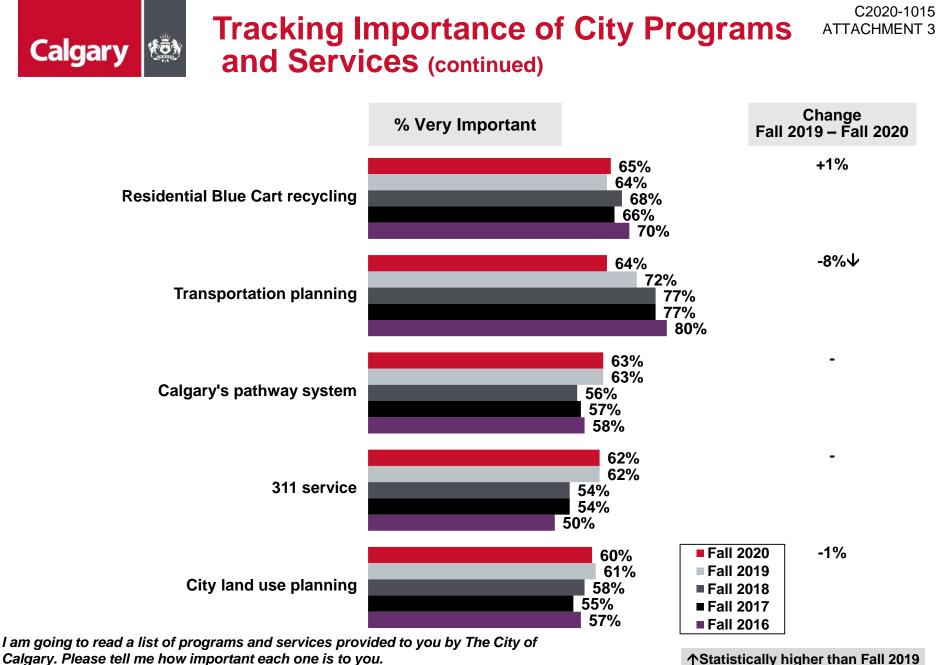
Calgary

C2020-1015



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



Base: Valid respondents (Bases vary)

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

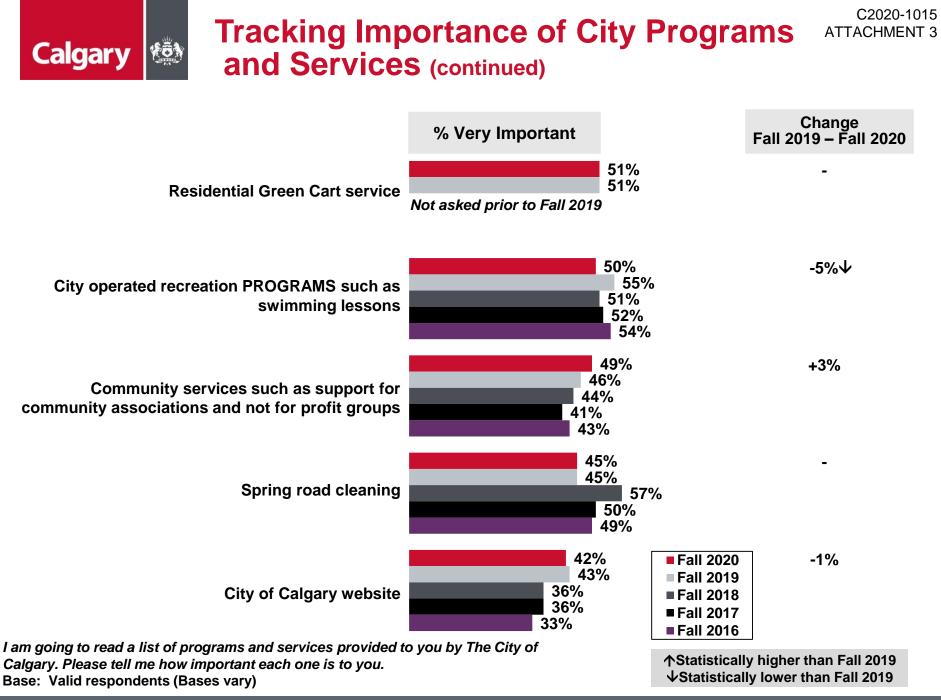


#### **Tracking Importance of City Programs ATTACHMENT 3** and Services (continued)

	% Very Important	Change Fall 2019 – Fall 2020
City growth management	57% 60% 58% 58% 61%	-3%
Development and building inspections and permits	56% 56% 53% 55% 54%	-
City operated recreation FACILITIES such as pools, leisure centres, and golf courses	53% 61% 55% 55% 58%	-8%↓
Business licenses and inspections	53% 52% 46% 47% 48%	+1%
Protection from river flooding	51% 57% 62% 62% 60%	<ul> <li>Fall 2020 -6%↓</li> <li>Fall 2019</li> <li>Fall 2018</li> <li>Fall 2017</li> <li>Fall 2016</li> </ul>
I am going to read a list of programs and services provided t Calgary. Please tell me how important each one is to you. Base: Valid respondents (Bases vary)	to you by The City of	↑Statistically higher than Fall 2019 ↓Statistically lower than Fall 2019

**ISC: Unrestricted** 

C2020-1015



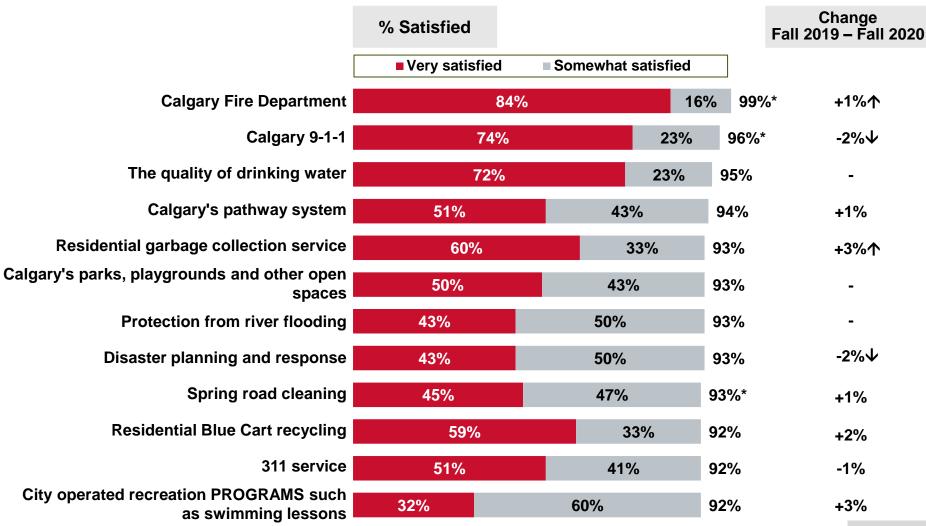
#### C2020-1015 **Tracking Importance of City Programs ATTACHMENT 3** Calgary and Services (continued) Change % Very Important Fall 2019 - Fall 2020 38% 38% Support for arts and culture including 38% festivals 38% 39% 37% -5%↓ 42% **Downtown revitalization** 36% 33% 32% 34% +3% 31% Animal control services for stray 40% animals and pet licensing 40% 40%

30% 30% Bylaw services for things such as 37% noise complaints, fire pits and weeds 40% 35% Fall 2020 27% Fall 2019 27% **On-street bikeways** 26% Fall 2018 25% ■ Fall 2017 25% Fall 2016

*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

	% Satisfied			Change Fall 2019 – Fall 2020
	Very satisfied	Somewhat satisfied		
Animal control services for stray animals and pet licensing	41%	50%	91%	-2%
City operated recreation FACILITIES such as pools, leisure centres, and golf courses	34%	57%	91%	+2%
Residential Green Cart service	53%	36%	89%	+2%
Calgary Police Service	49%	40%	89%	-3%↓
Community services such as support for community associations and not for profit groups	20%	69%	89%	-
Business licenses and inspections	23%	65%	89%*	+1%
City of Calgary website	31%	57%	88%	+2%
Development and building inspections and permits	22%	64%	86%	-1%
Bylaw services for things such as noise complaints, fire pits and weeds	30%	56%	85%*	-2%
City operated roads and infrastructure	26%	59%	85%	+1%
Calgary Transit including bus and CTrain service	32%	52%	84%	+5%个

#### \*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)

	% Satisfied			Change Fall 2019 – Fall 2020
	Very satisfied	Somewhat sat	isfied	
Transportation planning	22%	61%	83%	+6%个
Social services for individuals such as seniors or youth	16%	67%	83%	-1%
Traffic flow management	21%	60%	81%	+12%个
Support for arts and culture including festivals	23%	57%	80%	-5%↓
Snow removal	29%	48%	77%	+2%
City land use planning	14%	63%	77%	-2%
Downtown revitalization	16%	59%	75%	-2%
City growth management	15%	60%	75%	-
Affordable housing for low-income families	<mark>9%</mark> 5	9%	69%*	-
On-street bikeways	21%	47%	67%*	+7%个
Road maintenance including pothole repairs	16%	51%	67%	-6%4
Property tax assessment	13%	53%	66%	+2%

\*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

**ISC: Unrestricted** 

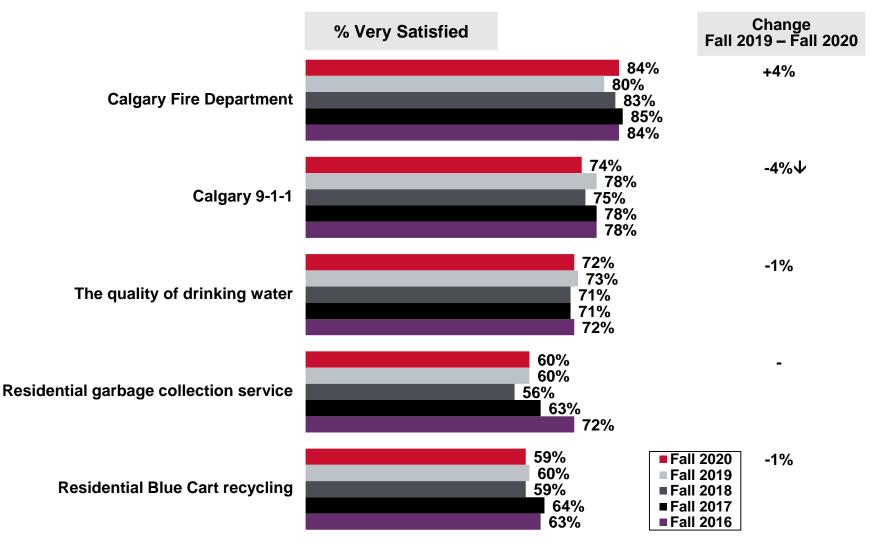
Calgary

48



## Tracking Satisfaction with City Programs and Services

C2020-1015 ATTACHMENT 3

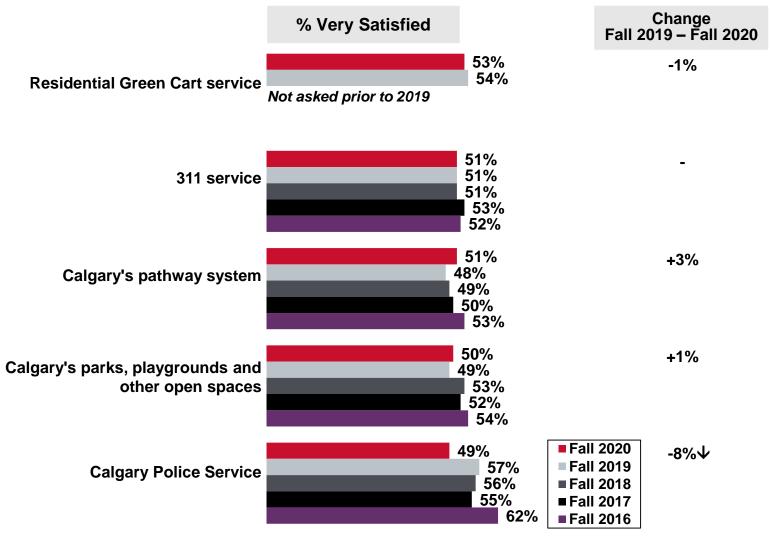


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)

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



C2020-1015 ATTACHMENT 3



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



Change % Very Satisfied Fall 2019 – Fall 2020 45% 45% Spring road cleaning 42% 46% 46% 43% -2% 45% **Disaster planning and response** 43% 44% 49% 43% +2% 41% Protection from river flooding 39% 38% 38% 41% -3% 44% Animal control services for stray animals 42% and pet licensing 41% 42% Fall 2020 34% -1% Fall 2019 35% City operated recreation FACILITIES such ■ Fall 2018 36% as pools, leisure centres, and golf courses Fall 2017 41% Fall 2016 41%

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)

C2020-1015



	% Very Satisfied	Change Fall 2019 – Fall 2020
City operated recreation PROGRAMS such as swimming lessons	32% 33% 40% 38% 39%	-1%
Calgary Transit including bus and CTrain service	32% 27% 29% 31% 31%	+5%个
City of Calgary website	31% 36% 34% 33% 34%	-5%↓
Bylaw services for things such as noise complaints, fire pits and weeds	30% 36% 31% 30% 33%	-6%↓
Snow removal	29%       Fall 2020         24%       Fall 2019         20%       Fall 2019         28%       Fall 2019         30%       Fall 2019	9 8 7
ning to read a list of programs and services provided to you	u by The City of Calgary Please	

*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

**ISC: Unrestricted** 

C2020-1015



Change % Very Satisfied Fall 2019 – Fall 2020 26% +3% 23% City operated roads and infrastructure 22% 24% 24% 23% **-6%**√ 29% Support for arts and culture including 34% festivals 32% 36% 23% -1% 24% **Business licenses and inspections** 30% 29% 30% 22% 22% Development and building inspections and 29% permits 27% 28% Fall 2020 22% +4%个 18% Fall 2019 Transportation planning 20% ■ Fall 2018 20% ■ Fall 2017 20% Fall 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)

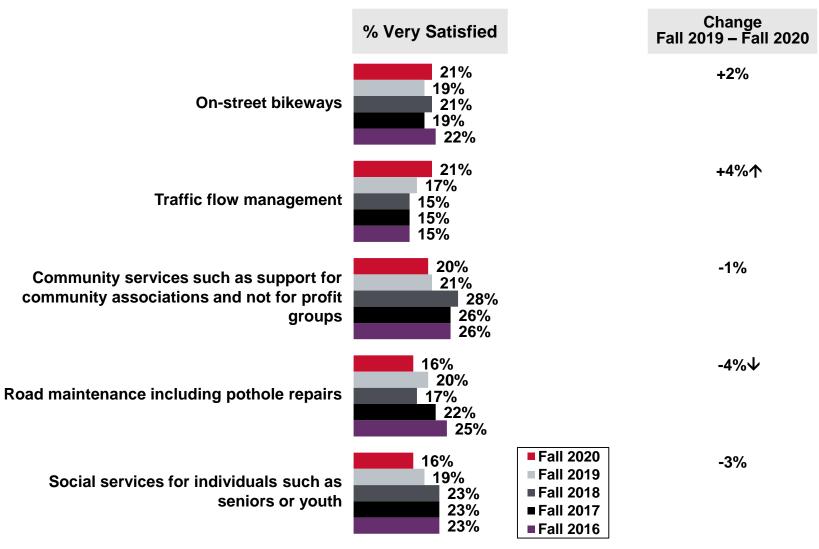
↑Statistically higher than Fall 2019
↓Statistically lower than Fall 2019

**ISC: Unrestricted** 

C2020-1015



C2020-1015 ATTACHMENT 3

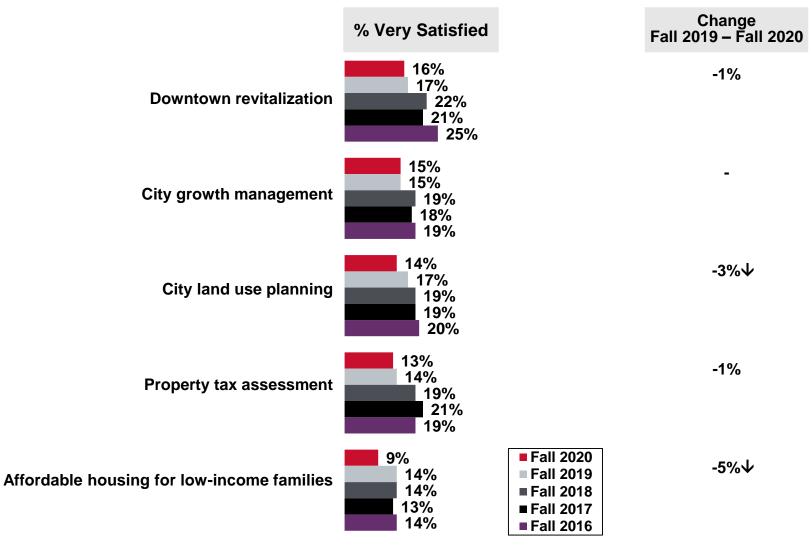


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)

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

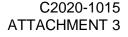


C2020-1015 ATTACHMENT 3

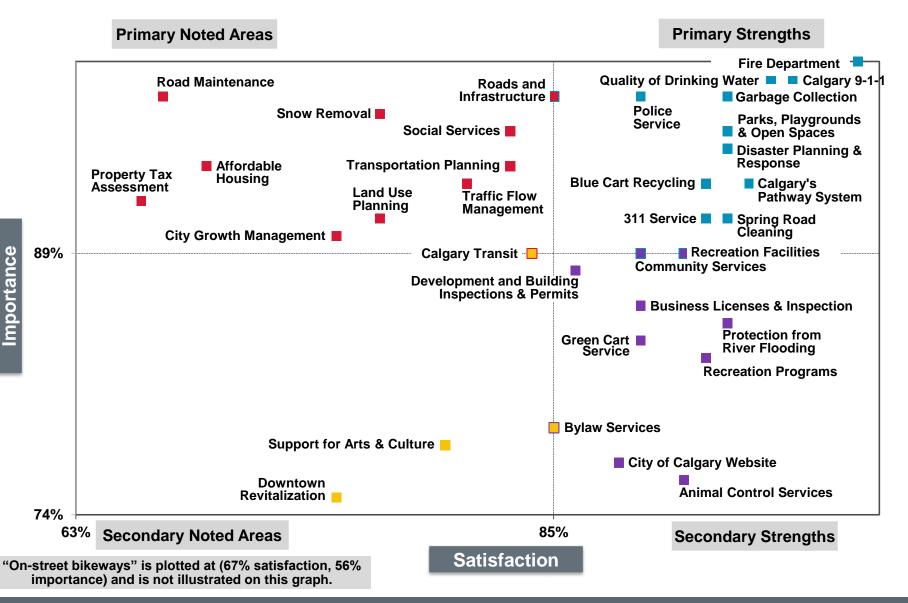


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how satisfied you are with the job The City is doing in providing that program or service. Base: Valid respondents (Bases vary)

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



## Importance vs. Satisfaction Grid



**Invest More** 



# **Investment in City Programs and Services**

Change Fall 2019 – Fall 2020 More Same Less 6% 64% 30% +1% Affordable housing for low-income families Social services for individuals such as seniors or 3ª 62% 36% vouth 40% +4% Road maintenance including pothole repairs 58% **3**º -2% 50% 47% Snow removal 7% -7%↓ Calgary Transit including bus and CTrain service 49% 44% 5% -4% 53% City operated roads and infrastructure 42% 41% 45% **-13%**√ **Calgary Police Service** 14% 6% 40% 54% **-10%**↓ Transportation planning 7% **-11%**↓ Traffic flow management 40% 53% Calgary's parks, playgrounds and other open 4% -5% 60% 36% spaces Community services such as support for 10% +1% 54% 36% community associations and not for profit groups

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

Data labels of <3% are not shown

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

#### Investment in City Programs and Services (continued)

Invest More

	More	Same	■ Less	Change Fall 2019 – Fall 2020
City growth management	35%	52%	14%	- <b>5%</b> ↓
Calgary Fire Department	33%	65%		-11%↓
Calgary 9-1-1	33%	65%		-1%
Disaster planning and response	32%	61%	6%	+9%个
City operated recreation FACILITIES such as pools, leisure centres, and golf courses	32%	59%	9%	<b>-10%</b> ↓
Downtown revitalization	32%	46%	21%	-4%
Calgary's pathway system	30%	62%	7%	-2%
The quality of drinking water	28%	71%		+1%
City land use planning	28%	60%	12%	-6%↓
City operated recreation PROGRAMS such as swimming lessons	27%	63%	10%	-10% <b>↓</b>
Support for arts and culture including festivals	27%	50%	24%	+3%
Protection from river flooding	25%	65%	11%	-2%

Data labels of <3% are not shown

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

#### Investment in City Programs and Services (continued)

**Invest More** 

Change

	More	Same	■ Less	Change Fall 2019 – Fall 2020
Development and building inspections and permits	24%	67%	9%	-2%
Property tax assessment	23%	63%	14%	-4%↓
Business licenses and inspections	22%	70%	8%	-2%
On-street bikeways	20%	40%	40%	-3%
311 service	19%	75%	6%	-2%
Spring road cleaning	18%	75%	7%	-
City of Calgary website	18%	70%	12%	-1%
Residential garbage collection service	17%	78%	5%	-2%
Bylaw services for things such as noise complaints, fire pits and weeds	17%	66%	17%	+1%
Residential Blue Cart recycling	16%	73%	11%	-1%
Animal control services for stray animals and pet licensing	13%	70%	16%	-
Residential Green Cart service	12%	71%	17%	+1%

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)

 $\uparrow$ Statistically higher than Fall 2019  $\lor$ Statistically lower than Fall 2019



# **Taxation**

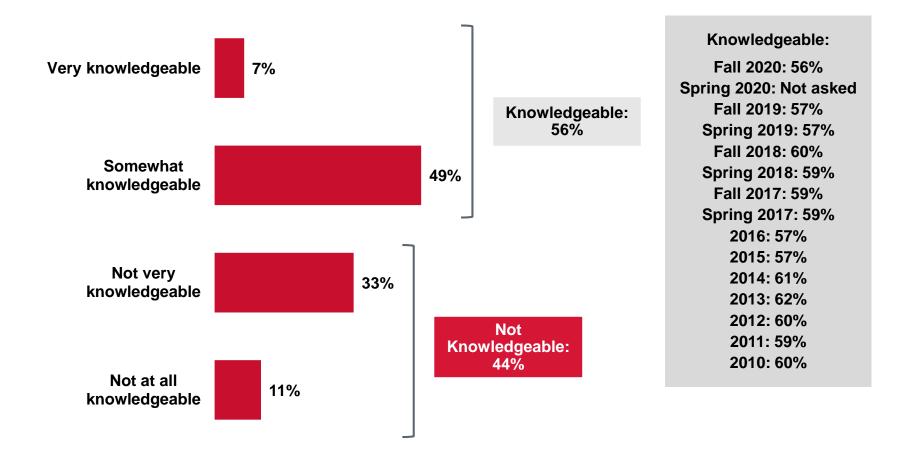


**ISC: Unrestricted** 

Fall 2020 I Quality of Life and Citizen Satisfaction Survey

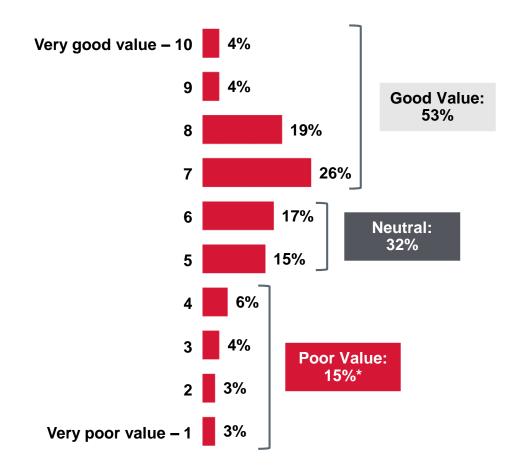


# **Knowledge Levels of Tax Dollar Spending**



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**



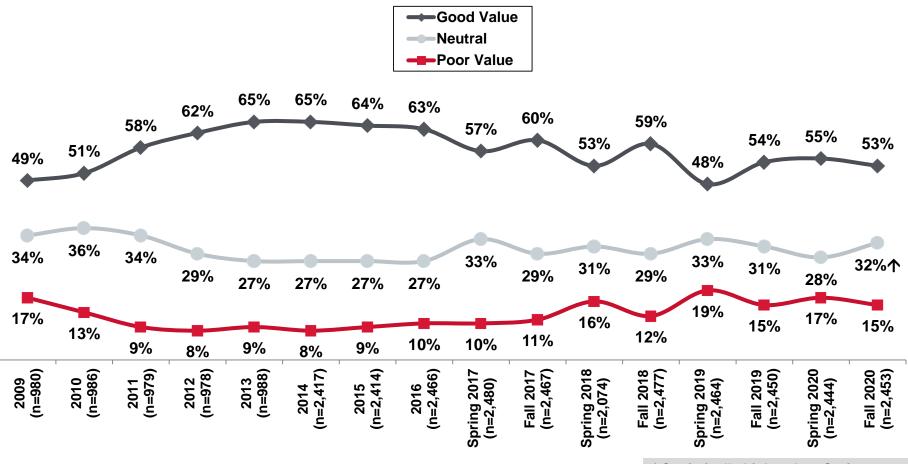
\*Rounding

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)

**ISC: Unrestricted** 

# **Tracking Perceived Value of Property Taxes**



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

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".

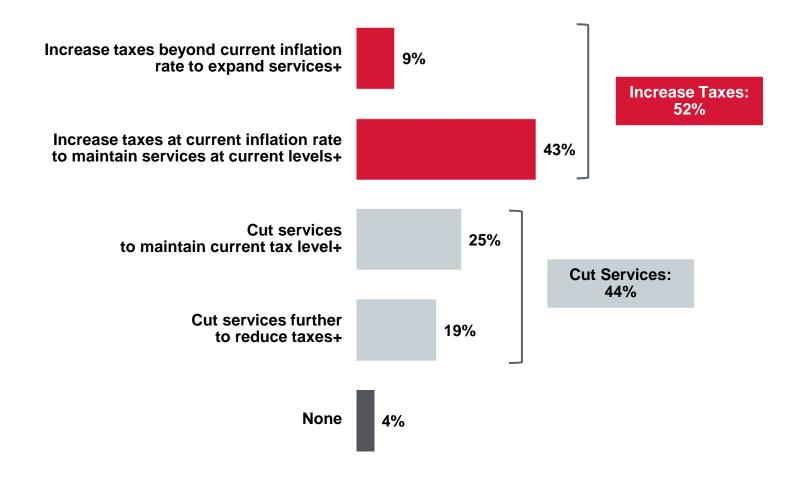
**Base: Valid respondents** 

**E** 

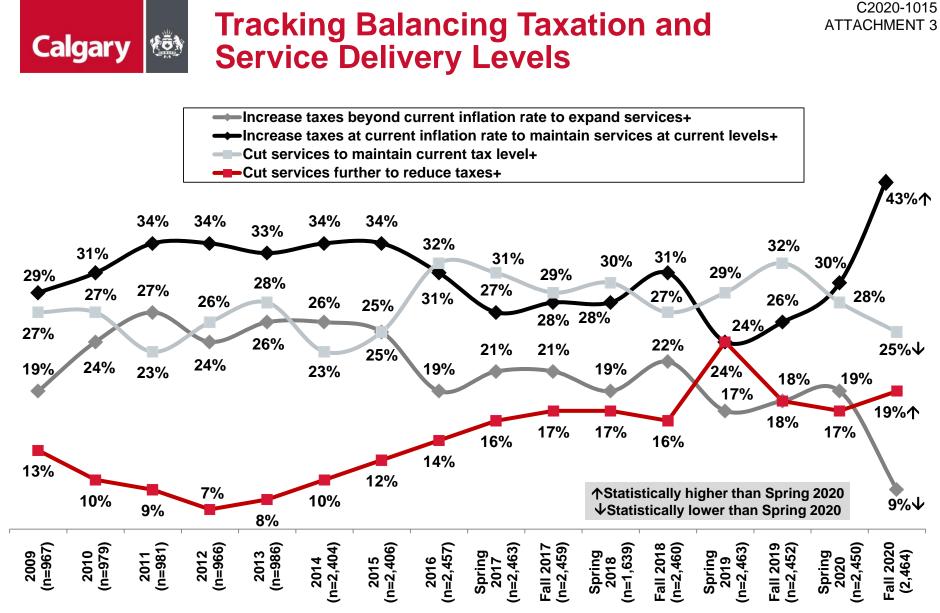
Calgary



# **Balancing Taxation and Service Delivery Levels**



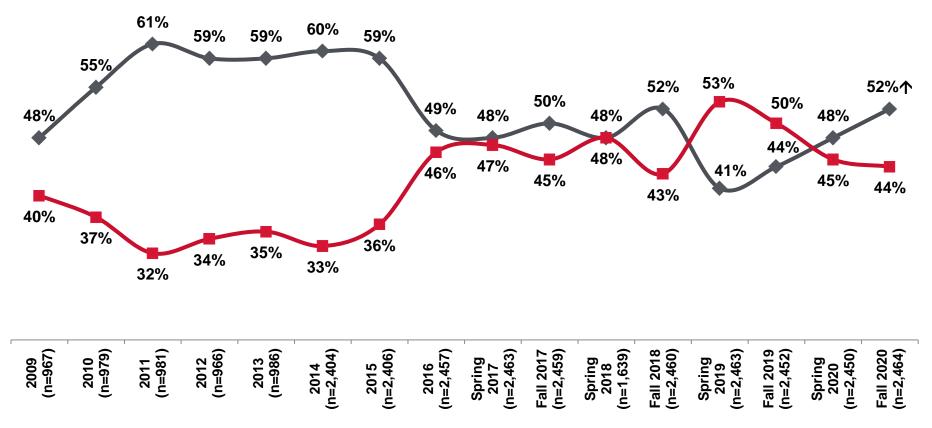
Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue? Base: Valid respondents (n=2,464) 1 +Slight wording changes in Fall 2020



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 1 +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+

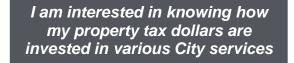


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following four options would you most like The City to pursue? Base: Valid respondents 1 +Slight wording changes in Fall 2020

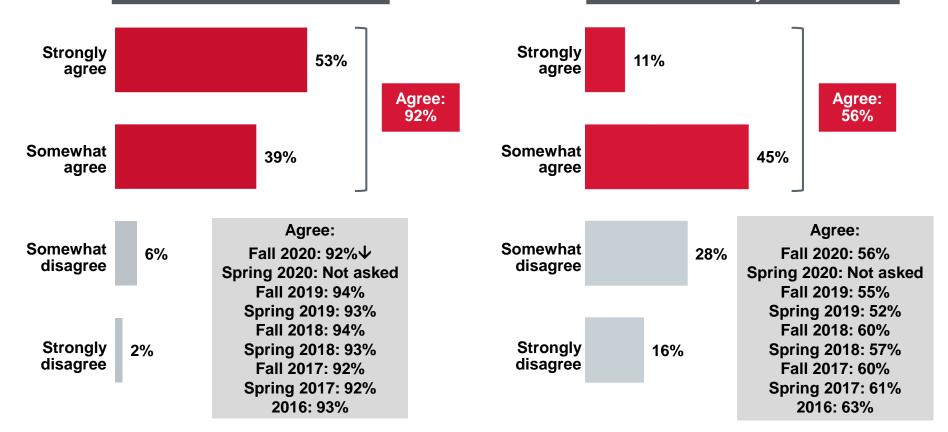
↑Statistically higher than Spring 2020
↓Statistically lower than Spring 2020

**\*** 

# Property Tax Dollar Investment



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

**ISC: Unrestricted** 

Change

# **Proposed Service Reductions**

Multiple Responses			Change Fall 2019 – Fall 2020
	Waste Management [NET]	16	6% -1%
Note: A "NET" is a combination of 2 or	Blue Cart	7%	-
more mentions that	Black Cart	7%	-
cover a specific theme	Green Cart	7%	-
	Roads and Infrastructure [NET]	16	6% +1%
Roa	ad maintenance and improvements	9%	<b>-2%</b> ↓
	Arts Projects/ Activities	14%	-
	Recreation [NET]	11%	-1%
F	acilities/ hockey rinks/ sports fields	9%	+1%
	ce of Parks and Pathways [NET]	11%	+2%个
	Parks maintenance/ improvements	7%	+1%
	Emergency Services [NET]	10%	+4%个
	Policing	9%	+5%个
Redu	ce Government Spending [NET]	10%	-5%↓
	Transit [NET]	9%	+1%
Co	ommunity/ Social Services [NET]	7%	+1%
	Bicycle/ Scooter Lanes	7%	-1%
	Bylaw enforcement/ Bylaws	7%	-
	Growth and Planning [NET]	5%	+1%
	Animal Control/ Licensing	5%	-
	Nothing	3%	-
Mentions of <5% are not s	hown Don't Know		23% +2%

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)

 $\uparrow$ Statistically higher than Fall 2019  $\downarrow$ Statistically lower than Fall 2019

**ISC: Unrestricted** 

# **Proposed Service Increases**



Multiple Deeperson			Change Fall 2019 – Fall 2020
Multiple Responses	Roads and Infrastructure [NET]		32% -
Note: A "NET" is a combination of 2 or	Road maintenance/ improvements	21%	+2%个
more mentions that cover a specific	Snow removal	11%	-1%
theme	Emergency Services [NET]	26	% -10%↓
	Policing	19%	-10%↓
	Fire Department services	12%	-6%↓
	Ambulance services	5%	-4%↓
	Transit [NET]	23%	-4%↓
	Community/ Social Services [NET]	20%	+3%个
	Social/ community services	7%	+1%
	Seniors/ aging population services	6%	+1%
Ma	ntenance of Parks and Pathways [NET]	13%	+2%
	Parks maintenance/ improvements	10%	+2%个
Recreatio	n (facilities, sports fields, arenas) [NET]	11%	-1%
Homelessn	ess/ Poverty/ Affordable Housing [NET]	10%	+2%个
	More affordable housing	8%	+2%
	Education	8%	-
	Healthcare	8%	-
	Waste Management [NET]	7%	+1%
	Nothing	4%	-
Mentions of <5% are not sl	Don't Know	8%	+1%

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**

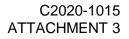


**ISC: Unrestricted** 

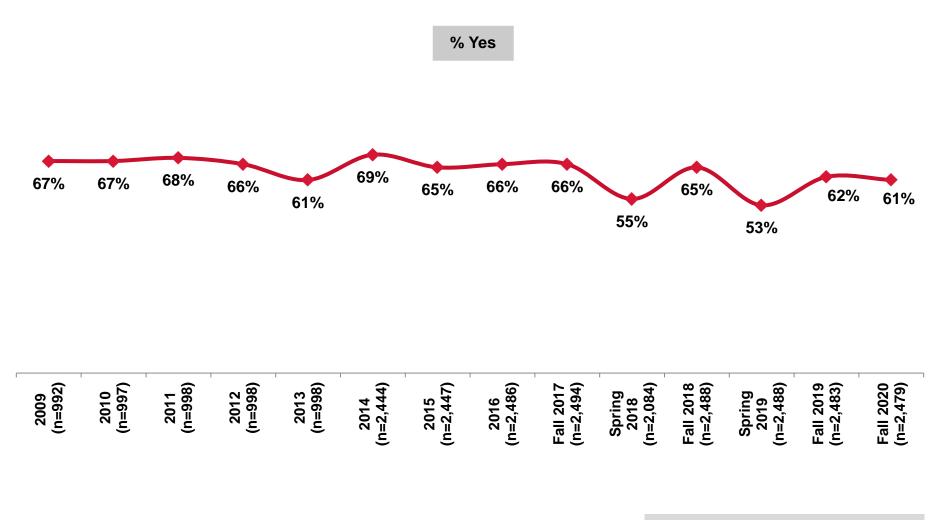
Fall 2020 I Quality of Life and Citizen Satisfaction Survey

```
C2020-1015
                     Past 12 Months Contact with
                                                                                        ATTACHMENT 3
Calgary
                    The City of Calgary
Multiple Responses
 Note: A "NET" is a
 combination of 2 or
 more mentions that
cover a specific theme
                                 Yes [NET]
(Contacted The City and/or Dealt with The City or a City
                                                                            61%
                                   employee)
                           Contacted The City
                                                                   43%
                                                                37%
           Dealt with The City or a City employee
                                                                 39%
                                        No
```

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)





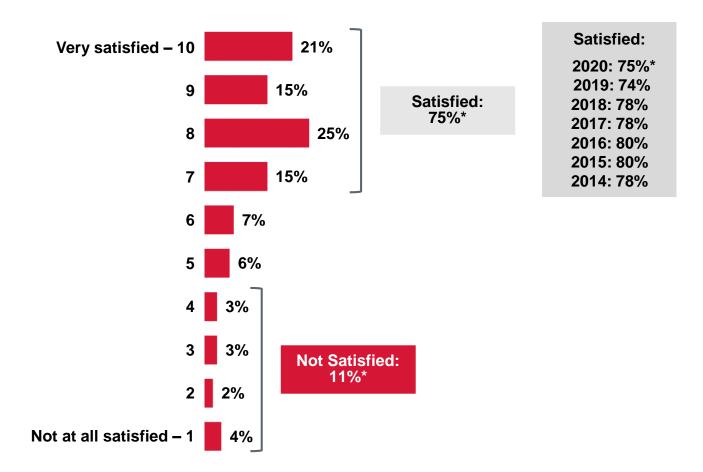


Have you contacted The City of Calgary or one of its employees in the last twelve months? Base: Valid respondents Not asked in Spring 2020 & Spring 2017

**ISC: Unrestricted** 



# 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)

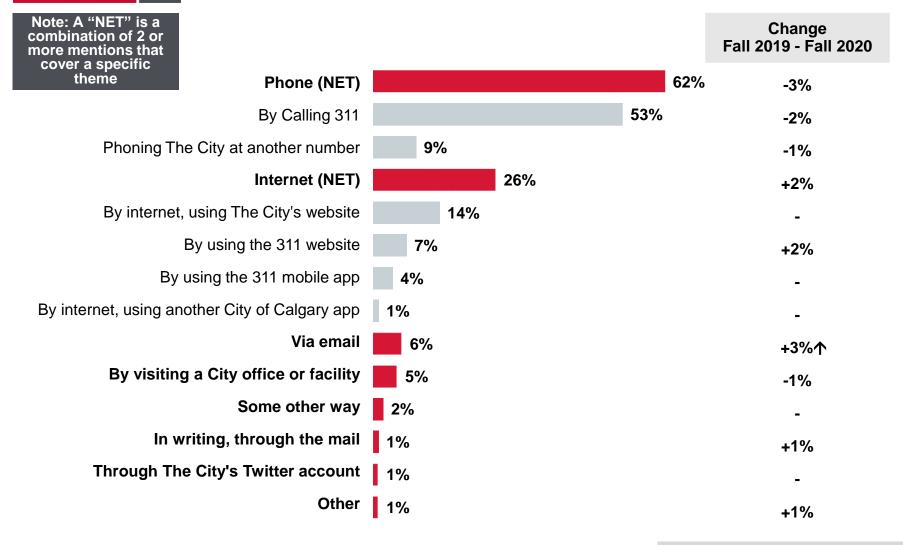
All waves conducted in the Fall

\*Rounding

C2020-1015 ATTACHMENT 3

# Calgary

#### **Type of Contact**



Mentions of <1% are not shown

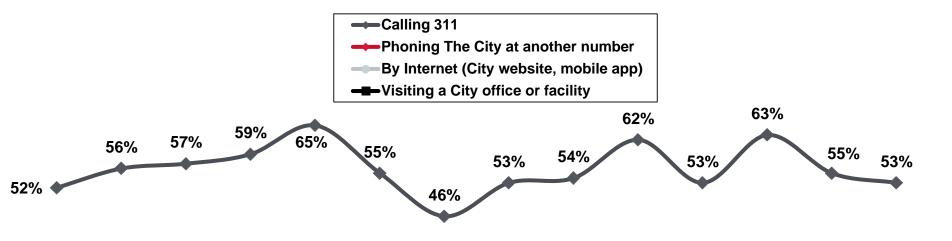
↑Statistically higher than Fall 2019
↓Statistically lower than Fall 2019

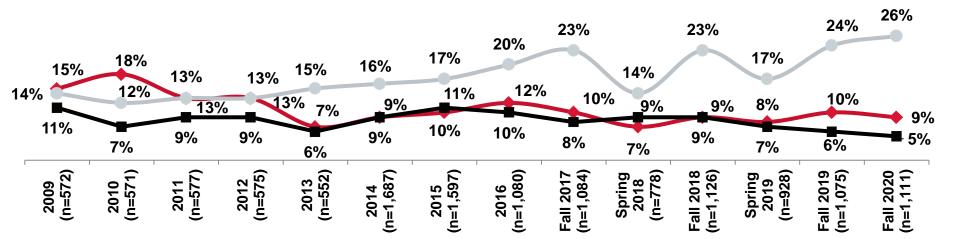
#### When you contacted The City was it...? Base: Valid respondents who contacted The City in the last twelve months (n=1,111)

ISC: Unrestricted

#### C2020-1015 ATTACHMENT 3

# Calgary 🐼 Tracking Type of Contact



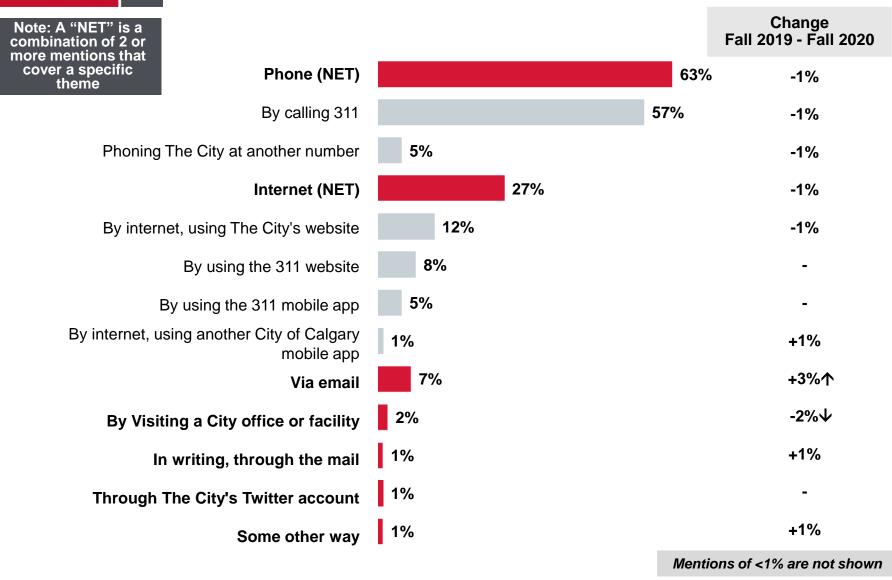


When you contacted The City was it...?

Base: 2016 to 2019: Valid respondents who <u>contacted</u> The City of Calgary in the last twelve months I 2006 to 2015: Valid respondents who <u>contacted or dealt with</u> 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**



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

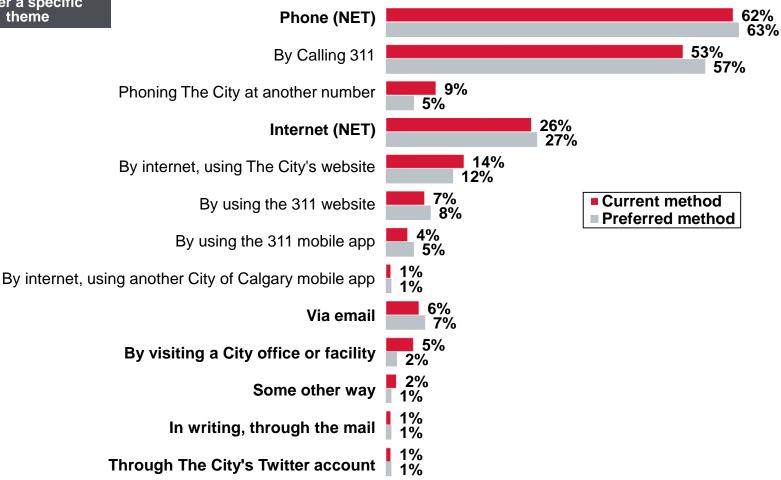
↑Statistically higher than Fall 2019
↓Statistically lower than Fall 2019

Calgary

## **Current vs. Preferred Method of Contact**

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

Calgary



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**

% Disagree		% Agree			Change Fall 2019 – Fall 2020
8% 6%	City staff are courteous, helpful, and knowledgeable	44%	47%	92%	o* -
16% 11% 5%	The City of Calgary meets my customer service expectations	30%	54%	84%	N/A
19%* 14% 4%	The quality of customer service from The City is consistently high	28%	54%	81%*	-
20% 14% 6%	The City of Calgary makes customer service a priority	24%	56%	80%	+1%
<b>26%</b> 18% 8%	City staff are easy to get a hold of when I need them	23%	51%	74%	-2%
28% 19% 9%	The City responds quickly to requests and concerns	21%	51%	72%	-
Somewhat disagree	trongly disagree	Strongly	agree Some	what agree	*Rounding
	nal dealings with The City of Calgary, your ge you may have read, seen or heard, please tel			Data labels o	f <3% are not shown
	each of the following statements about The		1		higher than Fall 2019 Iower than Fall 2019

#### **ATTACHMENT 3 Tracking Attitudes Regarding Customer Service**

% Agree 92% Not asked City staff are courteous, helpful, 92% and knowledgeable Not asked 93% Not asked 84% 83% The City of Calgary meets my Not asked customer service expectations 76% Not asked 78% 81%个 Fall 2020 78% Spring 2020 The quality of customer service 81% Fall 2019 from The City is consistently high 77% ■ Spring 2019 83%

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

Fall 2018

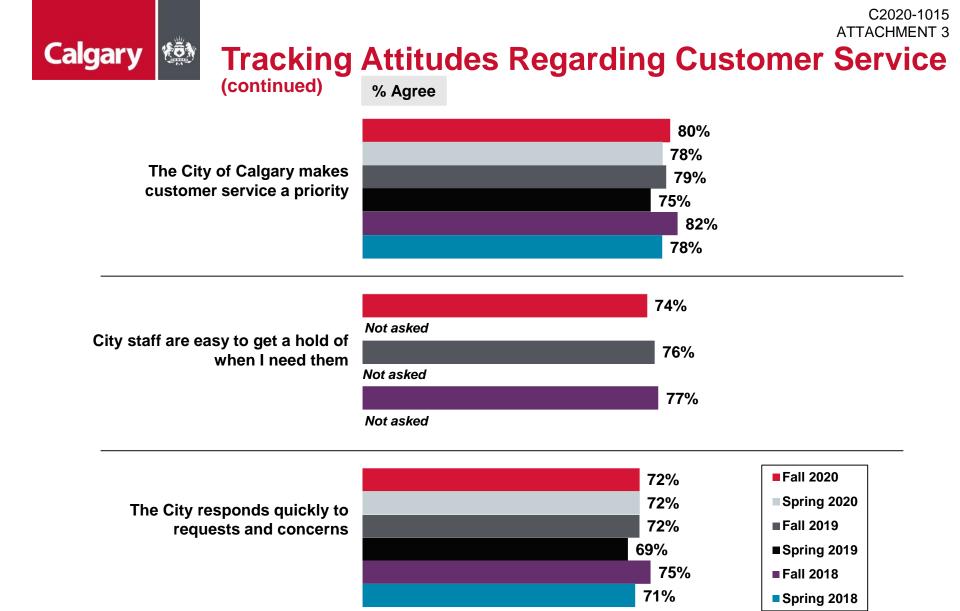
Spring 2018

79%

**ISC: Unrestricted** 

Calgary

C2020-1015



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



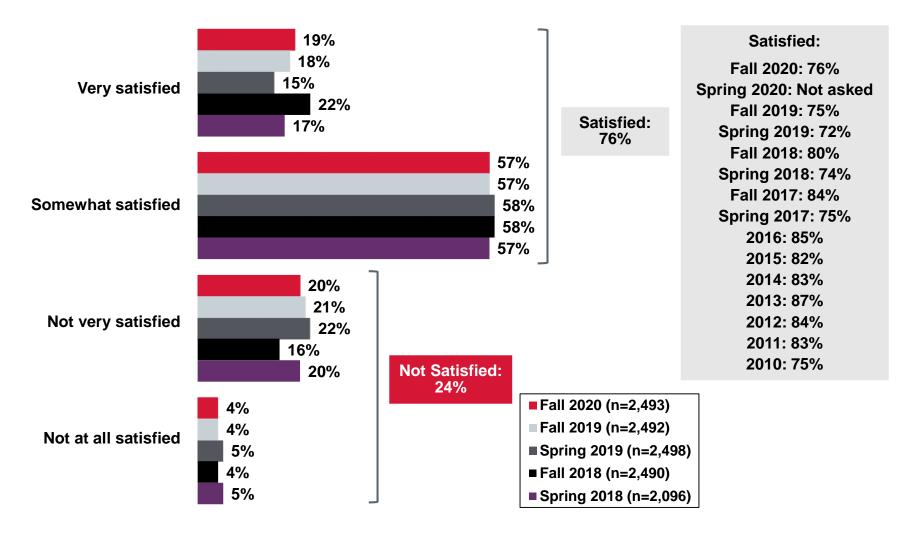
#### **City Communications**



**ISC: Unrestricted** 



#### Satisfaction with the Overall Quality ATTACHMENT 3 of City Information and Communications

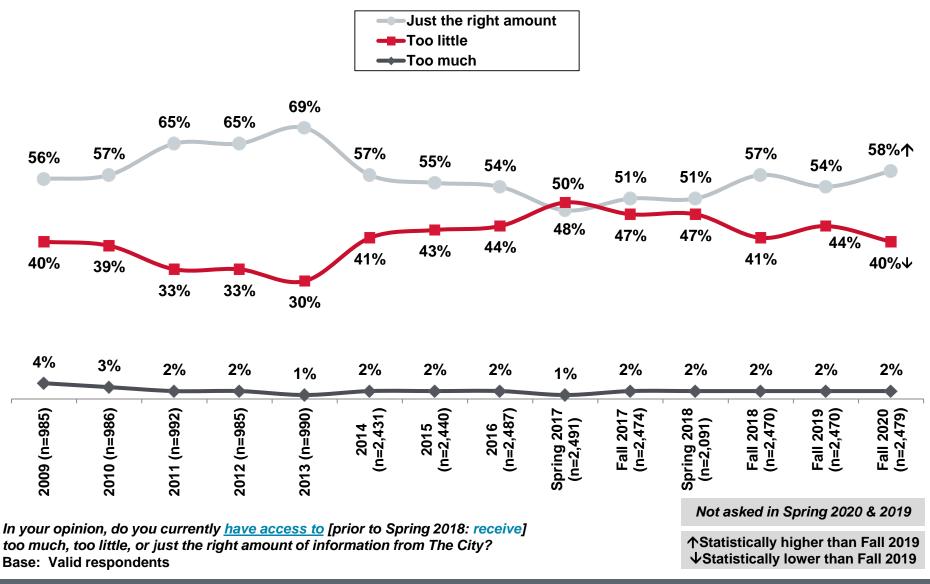


And how satisfied are you with the overall quality of City information and communications? Base: Valid respondents Not asked in Spring 2020

**ISC: Unrestricted** 

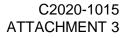
C2020-1015

## Amount of Accessible Information

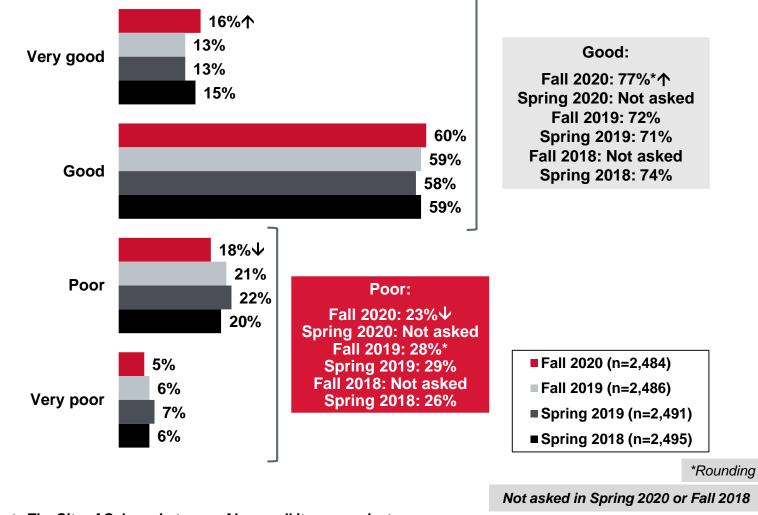


**ISC: Unrestricted** 

Calgary



# **Overall Communications from The City**



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

ISC: Unrestricted

Calgary

84

**↑**Statistically higher than Fall 2019

↓ Statistically lower than Fall 2019



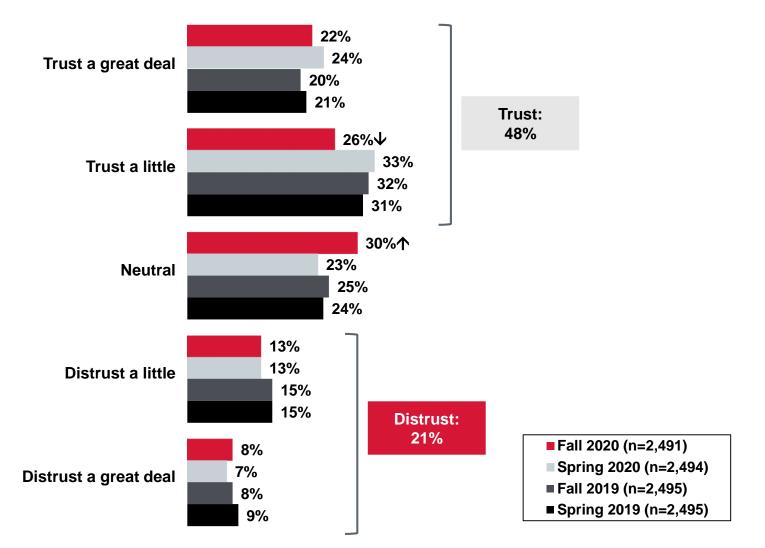
#### **City Reputation and Performance**



**ISC: Unrestricted** 

Fall 2020 I Quality of Life and Citizen Satisfaction Survey

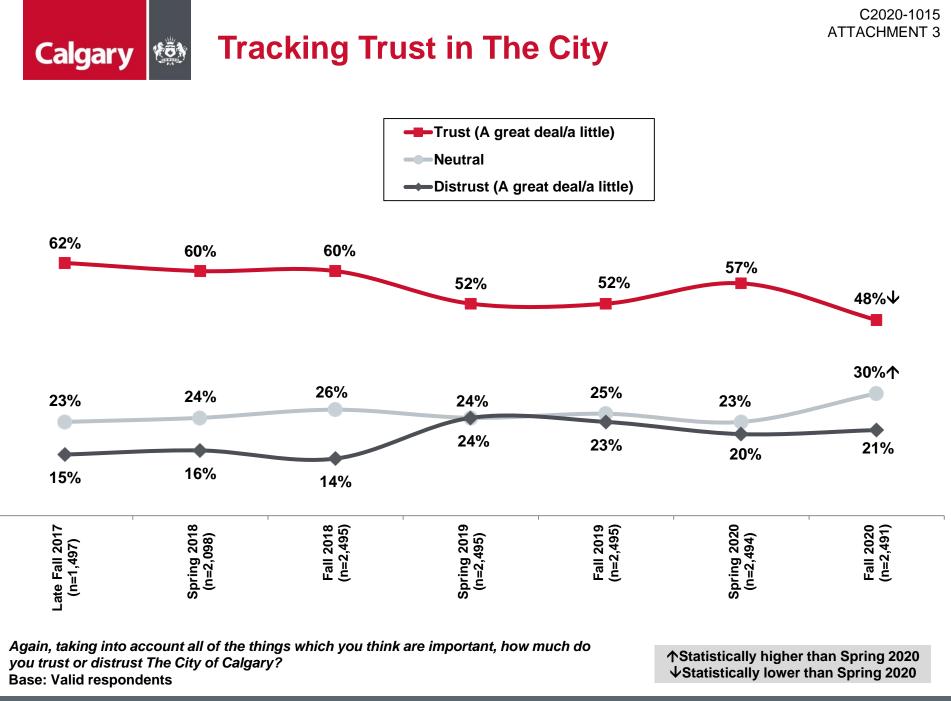




Again, taking into account all of the things which you think are important, how much do you trust or distrust The City of Calgary?

Base: Valid respondents I ++Question introduced in an additional survey in Late Fall 2017

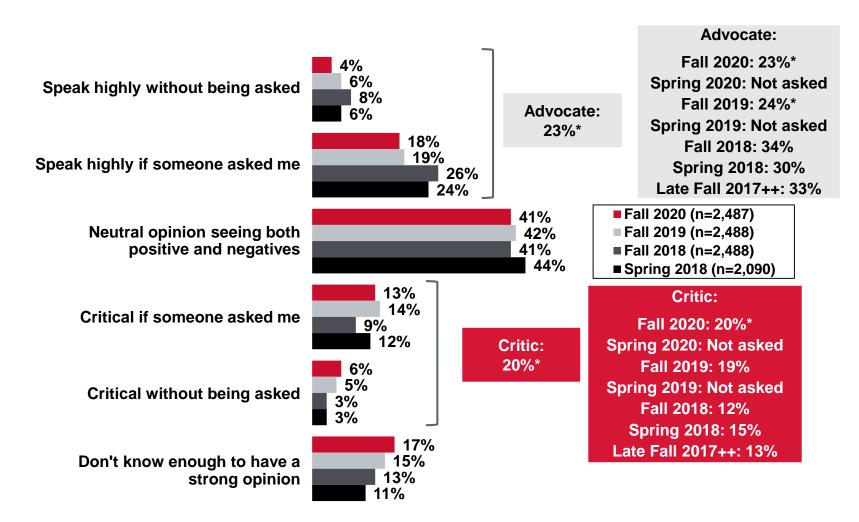
↑Statistically higher than Spring 2020
↓Statistically lower than Spring 2020



**ISC: Unrestricted** 

C2020-1015 ATTACHMENT 3





\*Rounding

Not asked in Spring 2020 & Spring 2019

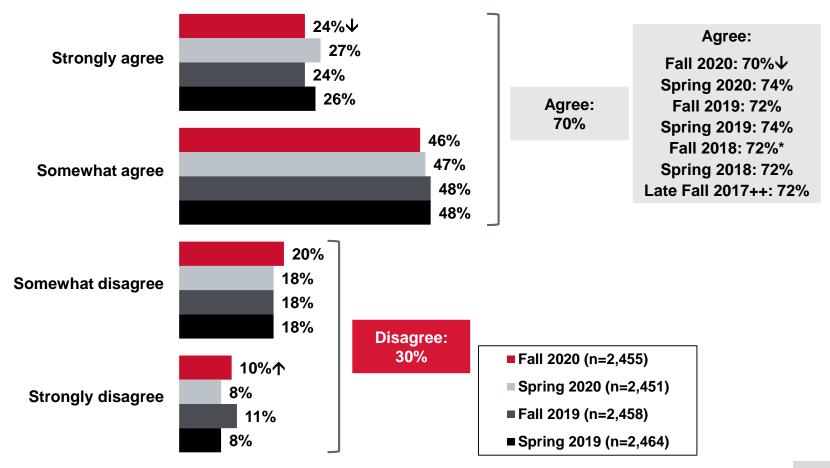
Which one of the following statements best reflects your overall opinion and perceptions of The City of Calgary? Base: Valid respondents

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

**ISC: Unrestricted** 

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

\*Rounding

C2020-1015

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

Calgary

#### **Perceptions About City Performance** Calgary

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.

	Fall 2020	12%	57%	22% 8%	69%
The City of Column	Spring 2020	13%	59%	20% 8%	72%
The City of Calgary –	Fall 2019	9%	60%	22% 8%	70%
including Council and	Spring 2019	10%	57%	22% 11%	67%
Administration	Fall 2018	15%	64%	17% 4%	79%
	Spring 2018	12%	64%	18% 6%	77%
	Late Fall 2017++	13%	64%	19% <b>4%</b>	77%
	Fall 2020	17%	64%	15% 5%	80%
	Spring 2020	16%	64%	16% 4%	80%
City Administration	Fall 2019	16%	64%	15% 5%	79%
(excluding City Council)	Spring 2019	16%	62%	16% 6%	78%
,	Fall 2018	19%	66%	12% 4%	84%
	Spring 2018	16%	66%	14% 4%	82%
	Late Fall 2017++	16%	65%	15% 4%	81%
	Fall 2020	9%	48%	27% 16%	57%
	Spring 2020	9%	52%	24% 15%	61%
City Council	Fall 2019	7%	48%	27% 18%	55%
(excluding City	Spring 2019	9%	47%	25% 19%	56%
Administration)	Fall 2018	11%	59%	20% 9%	70%
	Spring 2018	9%	57%	23% 11%	65%
	Late Fall 2017++	11%	58%	22% 10%	69%

**Base: Valid respondents (Bases vary)** 

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

**ISC: Unrestricted** 

C2020-1015 **ATTACHMENT 3** 

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

## **Attitudes Regarding Collaboration**

	Strongly ag	ree ∎Some	what agree ■Somewhat disagre	e ∎Strongly di	sagree	% Agree
	Fall 2020	16%	50%	23%	11%	66%
	Spring 2020	17%	52%	23%	9%	68%*
I believe that City Council and City Administration work	Fall 2019	15%	51%	23%	11%	66%
collaboratively to make the best possible decisions for the future of Calgary	Spring 2019	16%	48%	23%	13%	64%
5,	Fall 2018	19%	55%	18%	7%	74%
	Spring 2018	18%	53%	21%	9%	70%*
La	ate Fall 2017++	18%	55%	21%	7%	72%*

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

**ISC: Unrestricted** 

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\*Rounding

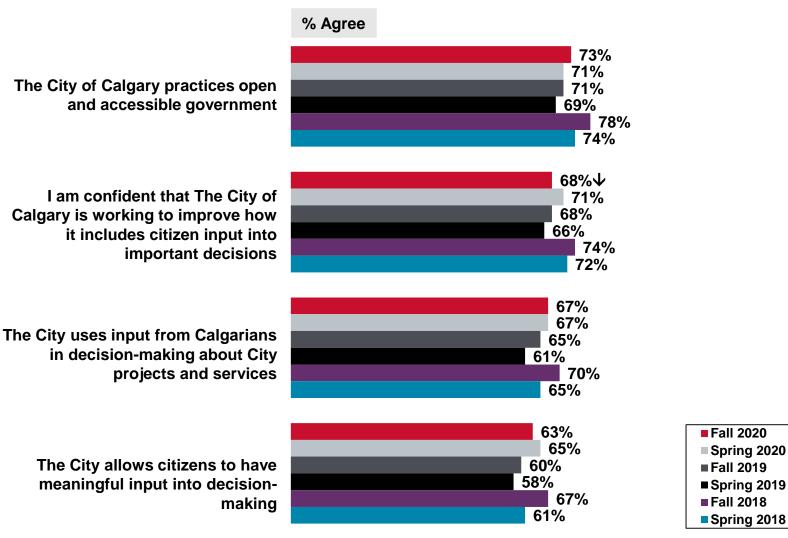
C2020-1015 ATTACHMENT 3

# Calgary A Perceptions of Transparency and Citizen Input

% Disagree		% Agree		F	Change all 2019 – Fall 2020
27% 16% 11%	The City of Calgary practices open and accessible government	23%	50%	73%	+2%
32%* 21% 10%	I am confident that The City of Calgary is working to improve how it includes citizen input into important decisions	19%	49%	68%	-
33% 20% 13%	The City uses input from Calgarians in decision-making about City projects and services	15%	51%	67%*	+2%
37% 23% 14%	The City allows citizens to have meaningful input into decision- making	17%	46%	63%	+3%
Somewhat disagree	Strongly disagree	Strongl	y agree 🔳 Soi	mewhat agre	е
impressions and anything you agree or disagree with	onal dealings with The City of Calgary, your g you may have read, seen or heard, please te n each of the following statements about The	ell me wheth	ተና		*Rounding igher than Fall 2019 ower than Fall 2019
Base: Valid respondents (	Dases vary)				

**ISC: Unrestricted** 

#### 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

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C2020-1015

**ATTACHMENT 3** 



#### **Respondent Profile**





### **Respondent Profile**

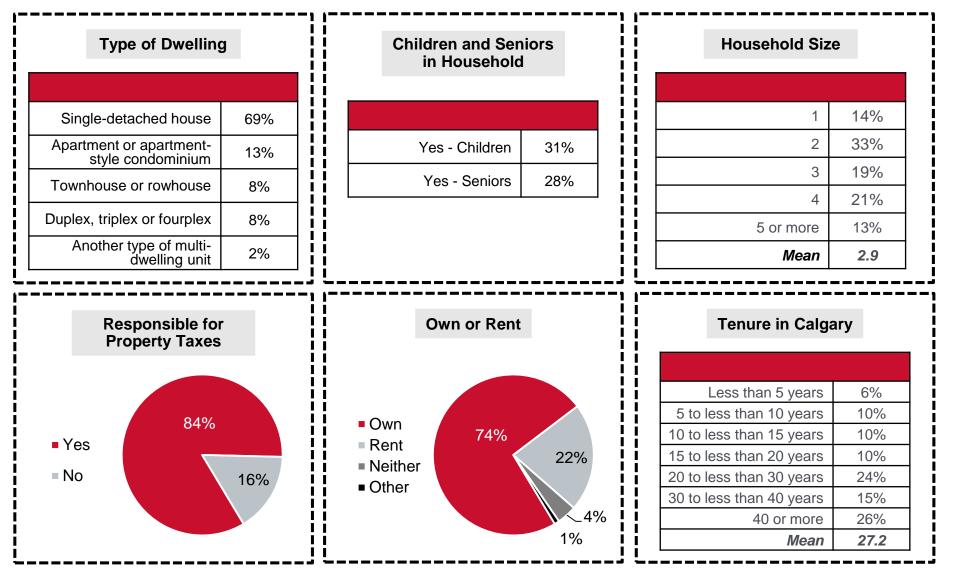
Gender		Quadrant		Education
Female	50%	Southwest	28%	Completed high school or less 16%
Male	49%	Southeast Northwest	24% 28%	Some post secondary or completed a college diploma 34%
Other	<1%	Northeast	20%	Completed university degree or post-grad degree 50%

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%

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

Base: Valid respondents (Bases vary)

# Respondent Profile (continued)



Base: Valid respondents (Bases vary)

12 B

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C2020-1015 ATTACHMENT 3

# **Respondent Profile** (continued)

d	Ethnic Backgroun	Birth	Age Left Country of	a	Born in Canada
		:639)	Base: Not born in Canada (n=		
26%	Caucasian/ White	30%	Under the age of 12	73%	Yes
18%	British	12%	12 to 17	27%	No
15%	Canadian/ French Canadian	57%	18 or older		
11%	Northern or Western European				
11%	East or Southeast Asian	/	Visible Minority		Disability
7%	Southern or Eastern European				
7%	South Asian				
3%	Central/ South American or Caribbean	27%	Yes	18%	Yes
2%	West Asian or Middle Eastern	73%	No	82%	No
2%	African	'			
1%	Aboriginal/ First Nations/ Metis				
1%	Declined to respond	I			

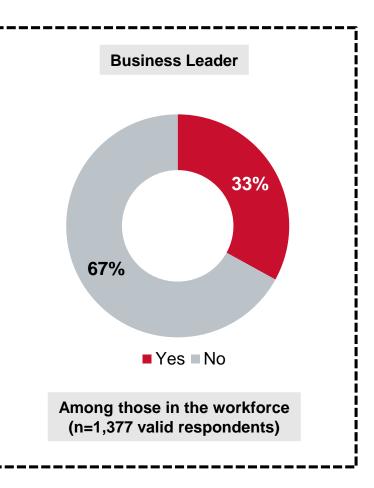
Base: Valid respondents (Bases vary)

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15 B

# Respondent Profile (continued)

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



Base: Valid respondents (Bases vary)

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#### Contact

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