

# Background

## Context

---

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

Both the *Fall Quality of Life and Citizen Satisfaction Survey* and the *Spring Pulse Survey* are representative telephone surveys with large sample sizes (2,500 Calgarians aged 18+). The larger sample size minimizes the margin of error, and allows us to look at sub-groups within the population, including individual wards, genders, age groups, dwelling types, minority groups, etc.

While findings from these surveys are markers of citizens' opinions on a variety of aspects of The City, survey results also serve as a performance-based report, identifying strengths and opportunities for improvement. Importantly, the opportunity to provide input to these surveys and others demonstrates that The City values citizens' opinions.

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

*Economic Perspectives* is another long-standing City survey. This survey is conducted quarterly and measures citizens' perceptions about the current economy, quality of life, and other aspects of the economy as well as citizen perspectives on City infrastructure spending.

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

## Methodologies

---

The surveys below range from 15 to 30 minutes. Final data were weighted to reflect the actual Calgary population aged 18 or older. Both landline and cell phone sample were used in all surveys.

### **2021 Spring Pulse Survey**

A telephone survey conducted in partnership with Ipsos with a randomly-selected sample of 2,500 Calgarians, aged 18 years and older, between 2021 March 01 and 2021 March 22. (MOE:  $\pm 2.0\%$ , 19 times out of 20)

Topics include: Quality of life in Calgary, top issues facing the city, satisfaction levels with a range of City services, value of taxes, City reputation and City performance.

### **COVID-19 Snapshot #9 Survey**

A telephone survey conducted in partnership with Leger with a randomly-selected sample of 500 Calgarians 18 years of age and older. The COVID-19 Snapshot #9 survey ran between 2021 March 11 and 2021 March 19. (MOE:  $\pm 4.4\%$ , 19 times out of 20)

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

### **Economic Perspectives Survey 2021 Q1**

A telephone survey conducted in partnership with Leger with a randomly-selected sample of 500 Calgarians 18 years of age and older. The 2021 Q1 survey ran between 2021 April 06 and 2021 April 14. (MOE:  $\pm 4.4\%$ , 19 times out of 20)

Topics include: Quality of life and the economy, tax and user fees, infrastructure investment and City reputation.

## Previous Council Direction

---

Not applicable

## Bylaws, Regulations, Council Policies

---

Not applicable