

2021 Spring Pulse Survey

Final Detailed Report

April 28, 2021

Prepared for The City of Calgary by Ipsos



Ipsos Public Affairs



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Telephone survey conducted with a randomly selected sample of 2,500 Calgarians aged 18 years and older between March 1st and March 22nd, 2021. Both landline (55%) and cell phone (45%) sample were used. The average interview duration was 30 minutes.

The service names were aligned with One Calgary Service Lines in the Spring 2020 wave. As a result, in some cases, results cannot be compared to prior waves. In the survey itself, 44 services were divided into three blocks. Each block was rotated to ensure a representative mix of responses for each service.



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



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 2019 Municipal and 2016 Federal Census data.

Where possible, **results are compared** to previous iterations of the Spring Pulse Survey and Fall 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.
 - Following the municipal election in 2017, a Late Fall survey wave was conducted using a truncated version of the survey.
- Given the time of year each survey is run – and possible seasonal differences – caution should be exercised with comparing results from the 2021 Spring Pulse Survey to the 2020 Fall Citizen Satisfaction survey results.
- Statistically significant changes from Spring 2020 to Spring 2021 and from Fall 2020 to Spring 2021 are noted:
 - ↑ indicates number is significantly higher than Spring 2020/ Fall 2020
 - ↓ indicates number is significantly lower than Spring 2020/ Fall 2020
 - Some results in this report are subject to rounding adjustments.



Spring 2021 Highlights

QUALITY OF LIFE



'Good' Quality of Life 78%



76%

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



56%

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

74%

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

52%

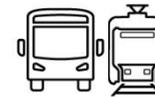
Calgary is moving in the **right direction** to ensure a high quality of life for future generations

ISSUE AGENDA (TOP 3)



33%

Infrastructure, Traffic & Roads



12%

Transit



11%

Crime, safety and policing

COVID-19



34%

Major threat to **mental health**

29%

Major threat to **physical health**

29%

Major threat to **personal financial situation**

VALUE FOR TAXES & CITIZEN SATISFACTION



57%

'Good' value for tax dollars



74%

'Satisfied' with City programs and services



77%

'Good' communications from The City

CITY PERFORMANCE & REPUTATION



72%

Satisfied with running of The City by Council and Administration



50%

'Trust' The City of Calgary



69%

'Agree' City practices open & accessible government



2021 Spring Pulse Survey | **Key Findings**





- 1. Quality of life measures in Calgary remain strong. Perceptions of an ‘improved’ quality of life and that ‘Calgary is a great place to make a living’ are notably higher than in Spring 2020.**
- 2. Perceptions have weakened since Spring 2020 for ‘The City of Calgary municipal government fosters a city that is inclusive and accepting of all’.**
- 3. The COVID-19 pandemic is now seen as an increased ‘major’ threat to Calgarians’ mental health in comparison to Fall 2020, and a higher proportion of Calgarians say that COVID-19 pandemic is ‘not a threat’ to their personal financial situation.**
- 4. ‘Infrastructure, traffic and roads’ continues to be most prominent on the issue agenda, followed by ‘transit’ and ‘crime, safety and policing’.**
- 5. Overall satisfaction with The City’s programs and services has significantly increased since Fall 2020 but remains lower than measures in Spring 2020.**
- 6. A variety of municipal programs and services are identified as strengths, especially those related to fire and water services. The greatest opportunities for improvement lie with streets – traffic operations, building, maintenance, snow removal and on-street bikeways, property tax management, and affordable housing for low-income Calgarians.**
- 7. Calgarians’ perceived value for their municipal tax dollars has increased since Fall 2020. In order to balance taxation and service delivery levels, a higher proportion of Calgarians would prefer to increase taxes over cutting services, widening the gap between the two choices over the past year.**
- 8. The majority of Calgarians are satisfied with the customer service they receive from The City, although certain declines have emerged since Fall 2020.**
- 9. Calgarians’ trust in The City is similar to levels in Fall 2020 yet is statistically lower than in Spring 2020.**
- 10. Perceptions of The City’s performance as a whole and of City Council have increased since Fall 2020 yet remain similar to measures in Spring 2020.**

Key Findings | Quality of Life

Perceptions about the quality of life in Calgary have remained stable over the past year.

Perceptions that 'Calgary is a great place to make a living' have improved since Spring 2020.

Perceptions have weakened since Spring 2020 for 'The City of Calgary municipal government fosters a city that is inclusive and accepting of all'.

- ❖ In Spring 2021, 78% of Calgarians say the quality of life in Calgary today is 'good', statistically similar to 79% in Fall 2020 and 79% in Spring 2020.
- ❖ Slightly less than one-half (45%) of Calgarians say the quality of life in Calgary has 'worsened' in the past three years, consistent with 44% in Fall 2020 and 47% in Spring 2020. In addition, 42% say the quality of life in Calgary has 'stayed the same', on par with 43% in both Fall 2020 and Spring 2020. The proportion of citizens who feel the quality of life in the city has 'improved' (12%) is similar to 14% in Fall 2020 and is notably higher than 10% in Spring 2020.
- ❖ The majority of Calgarians agree that Calgary is a 'great place to make a life' (76%), statistically consistent with 77% in Fall 2020 and 74% in Spring 2020.
 - Just over one-half (56%) of Calgarians agree that Calgary is 'a great place to make a living', on par with Fall 2020 (58%) and higher than 52% in Spring 2020.
- ❖ Marginally more than one-half (52%) of Calgarians agree that 'Calgary is moving in the right direction to ensure a high quality of life for future generations', consistent with 50% in both Fall 2020 and Spring 2020. As well, 74% of citizens agree that 'Calgary is on the right track to being a better city ten years from now', statistically increased from 70% in Fall 2020, yet similar to 72% in Spring 2020.
- ❖ The City receives stable ratings with regard to 'The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability' (67%, not asked in Fall 2020 and similar to 68% in Spring 2020). As a new measure in Spring 2021, 57% of Calgarians agree that 'The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most'.
- ❖ Further, 69% of Calgarians agree that 'The City of Calgary municipal government fosters a city that is inclusive and accepting of all', similar to 72% in Fall 2020, but notably lower than 78% in Spring 2020.

Key Findings | COVID-19 Pandemic

The majority of Calgarians are satisfied with The City's response to the COVID-19 pandemic.

The pandemic is now seen as an increased 'major' threat to Calgarians' mental health in comparison to Fall 2020.

A higher proportion of Calgarians say the COVID-19 pandemic is 'not a threat' to their personal financial situation in comparison to Fall 2020.

- ❖ As a new measure in Spring 2021, 70% of Calgarians are satisfied with The City's COVID-19 response, including 21% who are 'very' satisfied.
- ❖ One-third (34%) of Calgarians see the COVID-19 pandemic as a 'major' threat to their mental health, significantly increased from 26% in Fall 2020.
 - As well, 46% of Calgarians perceive the COVID-19 pandemic as a 'minor' threat to their mental health, notably down from 53% in Fall 2020, and 20% say it is 'not a threat' to their mental health, similar to 22% in Fall 2020.
- ❖ Three-in-ten (29%) Calgarians see the COVID-19 pandemic as a 'major' threat to their physical health, identical to 29% in Fall 2020.
 - One-half (49%) of Calgarians perceive the COVID-19 pandemic as a 'minor' threat to their physical health, consistent with 49% in Fall 2020, and 22% say it is 'not a threat' to their physical health, identical to 22% in Fall 2020.
- ❖ Further, 29% of Calgarians report that the COVID-19 pandemic is a 'major' threat to their personal financial situation, statistically on par with 32% in Fall 2020.
 - Four-in-ten (40%) Calgarians say that the COVID-19 pandemic is a 'minor' threat to their personal financial situation, notably down from 44% in Fall 2020, and 31% say it is 'not a threat' to their personal financial situation, statistically increased from 24% in Fall 2020.

Key Findings | Issue Agenda

‘Infrastructure, traffic and roads’ continues to be the most prominent on the issue agenda, followed by ‘transit’ and ‘crime, safety and policing’.

- ❖ The top item on the municipal issue agenda continues to be ‘infrastructure, traffic and roads’ (33%), statistically increased from 28% in Fall 2020 and on par with 32% in Spring 2020.
 - In Spring 2021, ‘infrastructure, traffic and roads’ issues related ‘snow removal’ (13%) have statistically increased from 4% in Fall 2020 and 7% in Spring 2020.
- ❖ Second on the issue agenda is ‘transit’ (12%), identical to 12% in Fall 2020, but notably lower than 17% in Spring 2020, followed by ‘crime, safety and policing’ (11%), statistically decreased from 15% in Fall 2020 and 14% in Spring 2020.
- ❖ Next, 10% of Calgarians point to ‘taxes’ as an important issue, statistically down from 13% in both Fall 2020 and Spring 2020, 10% identify ‘COVID-19’ as an important issue, similar to 11% in Fall 2020 and increased from 5% in Spring 2020, and 10% of Calgarians identify ‘the economy’ as important, consistent with 9% in Fall 2020 and 10% in Spring 2020.
- ❖ Additional items on the issue agenda include:
 - ‘Recreation’ (8% of total mentions, similar to 7% in both Fall 2020 and Spring 2020);
 - ‘Environment and waste management’ (7%, identical to 7% in Fall 2020, but increased from 5% in Spring 2020); and,
 - ‘Homelessness, poverty and affordable housing’ (6%, identical to 6% in both Fall 2020 and Spring 2020).



Key Findings | City Services and Programs

Overall satisfaction with The City's programs and services has significantly increased since Fall 2020 but remains lower than measures in Spring 2020.

- ❖ Approximately three-quarters (74%) of Calgarians say they are satisfied with 'the overall level and quality of services and programs provided by The City', statistically increased from 67% in Fall 2020 and lower than 77% in Spring 2020.
- ❖ Eight-in-ten or more Calgarians are satisfied with 36 of the 44 services and programs assessed.
 - The services receiving the highest satisfaction ratings include Calgary Fire Department emergency response (99%), water treatment and supply, including clean, safe drinking water (97%), fire inspection and enforcement (97%), wastewater collection and treatment (96%), and Calgary 9-1-1 (95%).
 - Overall satisfaction is lowest for parking and enforcement (72%), affordable housing for low-income Calgarians (68%), property tax management (66%), and streets, including traffic operations, building, maintenance, snow removal, and on-street bikeways (63%).
 - Since Spring 2020, notable improvements in satisfaction are seen in three areas:
 - Calgary Fire Department emergency response (99%, increased from 97% in Spring 2020);
 - Parks and open spaces (94%, increased from 90% in Spring 2020); and,
 - Property tax management (66%, increased from 59% in Spring 2020).
 - Conversely, satisfaction has significantly declined since Spring 2020 in six areas:
 - Stormwater management (91%, decreased from 87% in Spring 2020);
 - Emergency management and business continuity (90%, down from 94% in Spring 2020);
 - Recreation opportunities (87%, declined from 91% in Spring 2020);
 - Land development and sales (82%, decreased from 87% in Spring 2020);
 - Arts and culture including festivals (80%, down from 86% in Spring 2020); and,
 - Streets, including traffic operations, building, maintenance, snow removal, and on-street bikeways (63%, declined from 72% in Spring 2020).
- ❖ As new measures in Spring 2021, 90% of Calgarians believe the Green Line LRT is important to the future of Calgary, 91% agree that 'The Green Line LRT will enable Calgarians to better connect with people, places and services', and 89% of Calgarians agree that 'The Green Line LRT will be an important addition to Calgary's transportation network'.

Key Findings I City Services and Programs

(continued)

The greatest service delivery strengths are identified for many municipal programs and services, especially for those related to fire and water services.

The greatest opportunities for improvement lie with streets, property tax management and affordable housing.

- ❖ Sixteen programs and services are identified as **‘primary strengths’** in the importance vs. satisfaction analysis, as follows:
 - Calgary Fire Department emergency response;
 - Water treatment and supply including clean and safe drinking water;
 - Wastewater collection and treatment;
 - Calgary 9-1-1;
 - Fire inspection and enforcement;
 - Parks and open spaces;
 - Emergency management and business continuity;
 - Fire safety education;
 - Waste and recycling services;
 - 311 and Web;
 - Stormwater management;
 - Urban forestry;
 - Recreation opportunities;
 - Neighbourhood supports to make their neighbourhood a better place to live, work and play;
 - Building approval services and inspections; and,
 - Environmental management services.
- ❖ Eight programs and services are identified as primary **‘opportunities’** for improvement in the importance vs. satisfaction analysis, including:
 - Police services;
 - Social programs for individuals such as seniors or youth;
 - Municipal elections;
 - Community strategy services;
 - Sidewalks and pathways including building and repairing;
 - Affordable housing for low-income Calgarians;
 - Property tax management; and,
 - Streets, including traffic operations, building, maintenance, snow removal, and on-street bikeways.
- ❖ City communications sits equally on the border between being a key strength and key opportunity for improvement.

Key Findings | City Services and Programs

(continued)

Calgarians continue to be most likely to desire 'more' investment in affordable housing, streets, social programs, and public transit, with recreational opportunities emerging as more prominent in Spring 2021 vs. Spring 2020.

- ❖ The majority of Calgarians would like to see The City invest more in:
 - Affordable housing for low-income Calgarians (64%);
 - Streets, including traffic operations, building, maintenance, snow removal, and on-street bikeways (62%);
 - Social programs for individuals such as seniors or youth (57%);
 - Public transit including bus and C-Train service (55%); and,
 - Recreation opportunities (52%).
- ❖ Higher proportions of citizens would prefer The City to invest less in:
 - Parking and enforcement (30% say 'invest less');
 - Taxis, limousines and vehicles-for-hire (29% say 'invest less'); and,
 - Arts and culture including festivals (23% say 'invest less').
- ❖ Increases in '**more investment**' are notable in four areas vs. Spring 2020:
 - Streets , including traffic operations, building, maintenance, snow removal, and on-street bikeways (62%, increased from 53% in Spring 2020);
 - Recreation opportunities (52%, increased from 45% in Spring 2020);
 - Neighbourhood supports to make their neighbourhood a better place to live, work and play (49%, increased from 42% in Spring 2020); and,
 - 311 and Web (28%, increased from 21% in Spring 2020).
- ❖ A notable decrease in '**more investment**' is seen for police services (48%, down from 58% in Spring 2020, yet similar to 49% in Fall 2020).

Key Findings | Taxation

Calgarians' perceived value for their municipal tax dollars has increased since Fall 2020.

In order to balance taxation and service delivery levels, a higher proportion of Calgarians would prefer to increase taxes over cutting services, widening the gap between the two choices over the past year.

- ❖ More than one-half (57%) of Calgarians give The City a 'good value' rating for the value of their property tax dollars which has statistically increased from 53% in Fall 2020 and remains on par with 55% in Spring 2020.
 - 'Poor value' ratings have remained quite consistent, with 17% in Spring 2021, 15% in Fall 2020 and 17% in Spring 2020.
- ❖ In order to balance taxation and service delivery levels, a higher proportion of Calgarians would prefer to increase taxes at or beyond the current inflation rate to expand or maintain services (57%, increased from 52% in Fall 2020 and 48% in Spring 2020) than would prefer to cut services to maintain or reduce tax levels (39%, decreased from 44% in Fall 2020 and 45% in Spring 2020).
 - Preferences to increase taxes are focused on increasing taxes 'at the current inflation rate to maintain services at current levels' (47%, increased from 43% in Fall 2020 and 30% in Spring 2020) versus increasing taxes 'beyond the current inflation rate to expand services (9%, identical to 9% in Fall 2020, and decreased from 19% in Spring 2020).
 - Preferences to cut services are more split for either cutting services 'to maintain current tax levels' (22%, down from 25% in Fall 2020 and 28% in Spring 2020) or cutting services 'further to reduce taxes' (17%, consistent with 19% in Fall 2020 and identical to 17% in Spring 2020).
 - Please note that slight wording variations to the response categories occurred prior to Fall 2020.



Key Findings | Service Delivery, Transparency, Citizen Input and Communications

The majority of Calgarians are satisfied with the customer service they receive from The City, although certain declines have emerged during the COVID-19 pandemic.

Calgarians' perceptions of communications from The City have remained stable since Spring 2020.

- ❖ Eight-in-ten (81%) Calgarians agree that 'The City of Calgary meets their customer service expectations', decreased from 84% in Fall 2020 and similar to 83% in Spring 2020. In addition, 78% agree that 'the quality of customer service is consistently high' (down from 81% in Fall 2020 and identical to 78% in Spring 2020), and 76% agree that 'The City of Calgary makes customer service a priority' (decreased from 80% in Fall 2020 and consistent with 78% in Spring 2020).
 - As well, 72% of Calgarians agree that 'The City responds quickly to requests and concerns', identical to results in both Fall 2020 and Spring 2020.
- ❖ Almost seven-in-ten (69%) Calgarians agree that 'The City of Calgary practices open and accessible government', decreased from 73% in Fall 2020 and similar to 71% in Spring 2020).
- ❖ Approximately two-thirds (65%) agree that 'The City uses input from Calgarians in decision-making about City projects/services' (on par with 67% in both Fall 2020 and Spring 2020).
 - In Spring 2021, 63% of Calgarians agree that 'The City allows citizens to have meaningful input into decision-making' (identical to 63% in Fall 2020 and similar to 65% in Spring 2020).
 - Six-in-ten (61%) Calgarians agree that 'Calgarians have enough opportunities to provide input into decision-making about City projects and services (not asked in Fall 2020, and statistically lower than 66% in Spring 2020).
- ❖ With respect to municipal communications, 77% of Calgarians rate The City's communications about services, programs, policies and plans as 'good', identical to 77% in both Fall 2020 and Spring 2020.
 - Further, 9% of Calgarians would find it helpful to receive information about The City of Calgary's programs and services in a language other than English, consistent with results in Spring 2020 (8%). These citizens would most prefer communications in Chinese (24%), Punjabi (20%), French (10%), Spanish (8%), and Arabic (8%).



Key Findings | Municipal Reputation & Performance

Calgarians' trust in The City is similar to levels in Fall 2020 yet is statistically lower than in Spring 2020.

Perceptions of The City's performance as a whole and of City Council have increased since Fall 2020 yet remain similar to measures in Spring 2020.

- ❖ With respect to municipal reputation, one-half (50%) of Calgarians 'trust' The City of Calgary, on par with 48% in Fall 2020 and lower than 57% in Spring 2020.
- ❖ Three-quarters (75%) of Calgarians agree that they 'understand the roles and responsibilities of City Council compared to those of City Administration', increased from 70% in Fall 2020 and consistent with 74% in Spring 2020.
- ❖ More than seven-in-ten (72%) citizens are satisfied with how The City of Calgary, including Council and Administration, are going about running our City, statistically increased from 69% in Fall 2020, and identical to 72% in Spring 2020.
 - In comparison, 79% of Calgarians are satisfied with how City Administration (excluding City Council) is performing, similar to 80% in both Fall 2020 and Spring 2020.
 - In Spring 2021, just over six-in-ten (61%) Calgarians are satisfied with how City Council is going about running our City, statistically up from 57% in Fall 2020 and on par with 61% in Spring 2020.
- ❖ Seven-in-ten (69%) Calgarians are 'confident that The City of Calgary is working to improve how it includes citizen input into important decisions', similar to 68% in Fall 2020 and 71% in Spring 2020.
- ❖ In addition, 68% of citizens agree that 'City Council and Administration work collaboratively to make the best possible decisions for the future of Calgary', on par with 66% in Fall 2020 and identical to 68% in Spring 2020.
- ❖ As a new measure in Spring 2021, 57% of Calgarians agree that 'The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians', including 12% who 'strongly' agree with this sentiment.

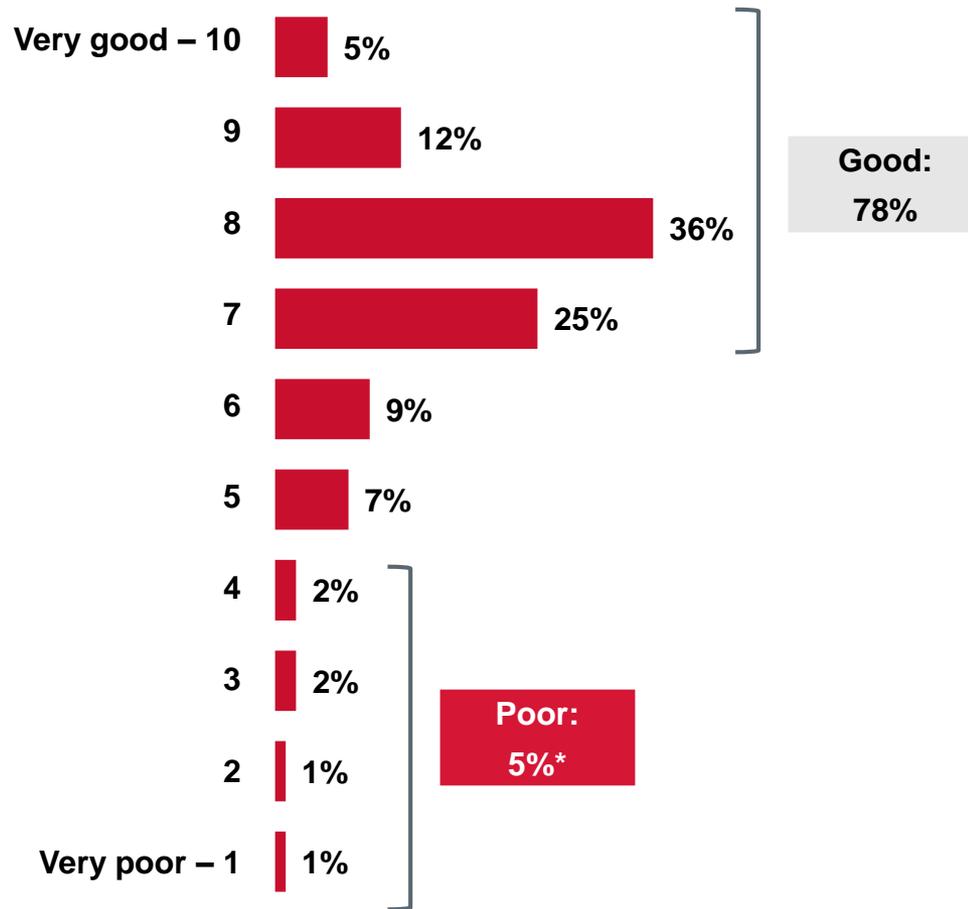


Quality of Life





Overall Quality of Life in Calgary



On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

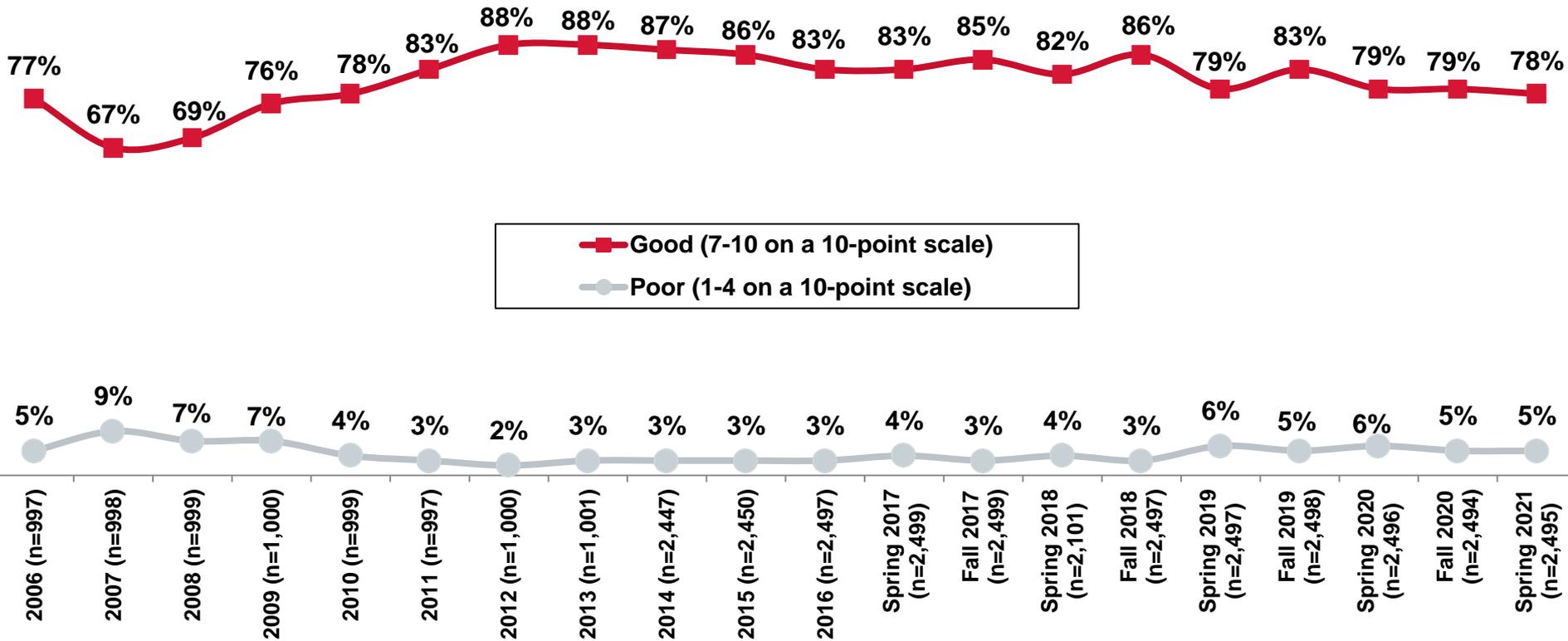
Base: Valid respondents (n=2,495)

*Rounding



Tracking | Quality of Life Ratings

How would you rate the overall quality of life in the city of Calgary today?



■ Good (7-10 on a 10-point scale)
● Poor (1-4 on a 10-point scale)

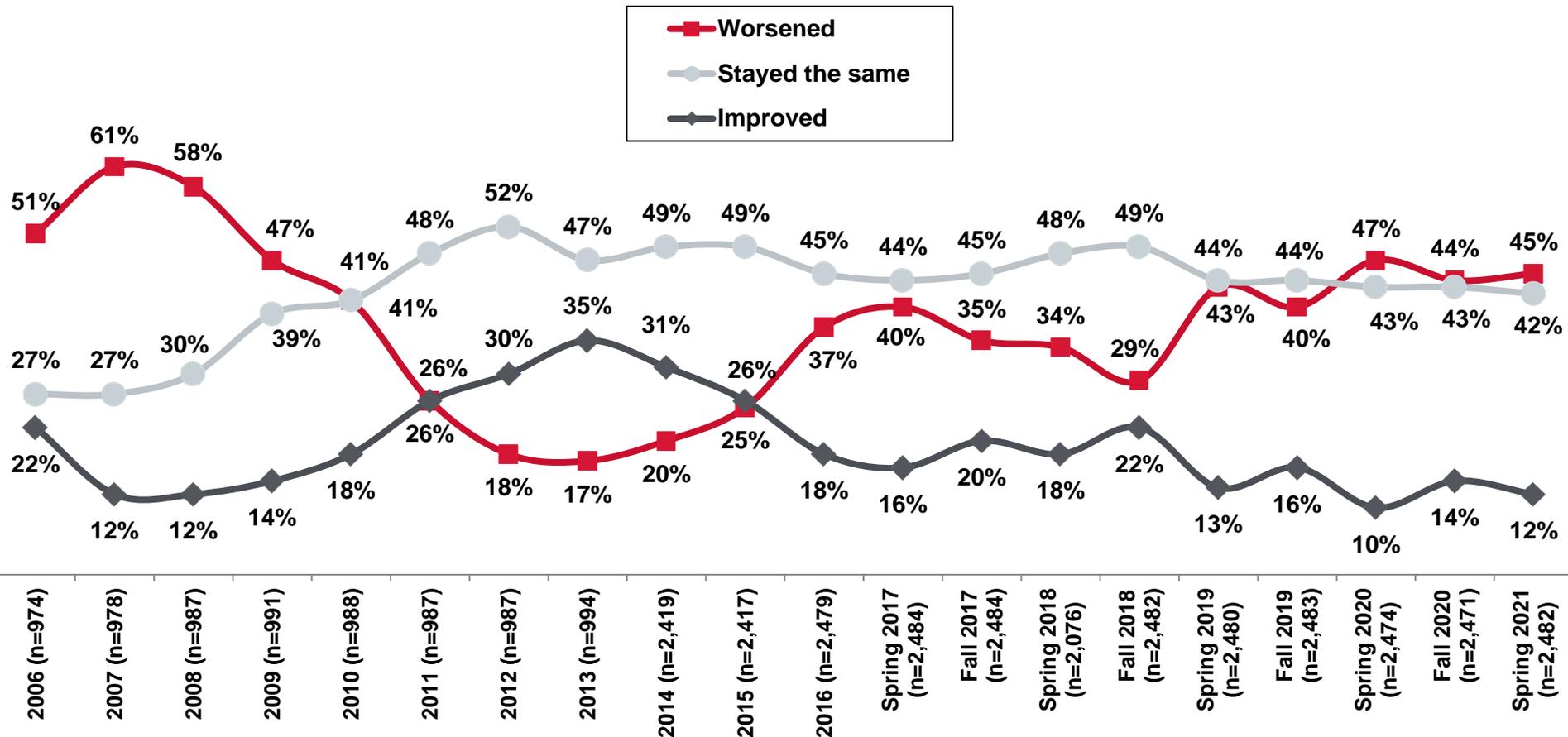
On a scale of “1” to “10” where “1” represents “very poor” and “10” represents “very good,” how would you rate the overall quality of life in the city of Calgary today?

Base: Valid respondents

Neutral ratings of 5 or 6 are not shown



Tracking | 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

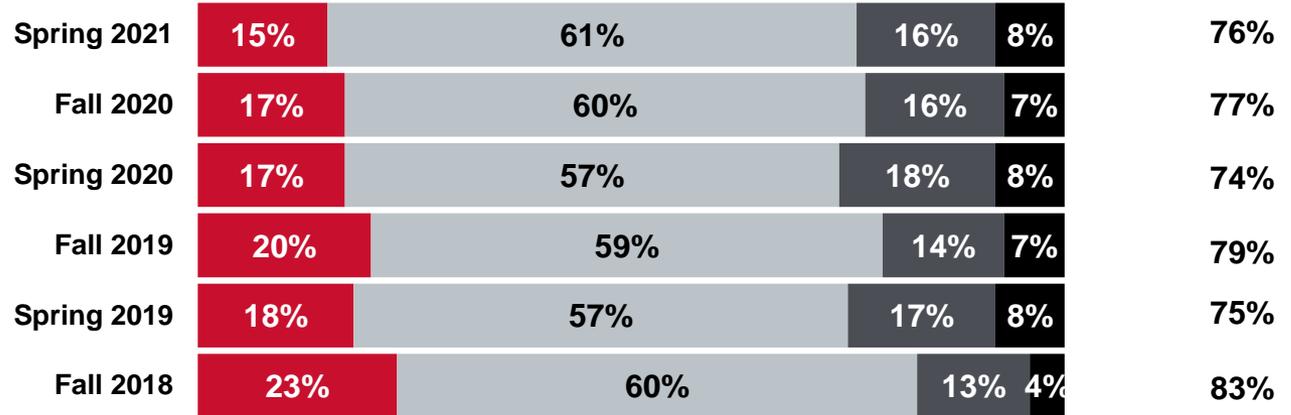


Sustainability: Making a Life & Making a Living

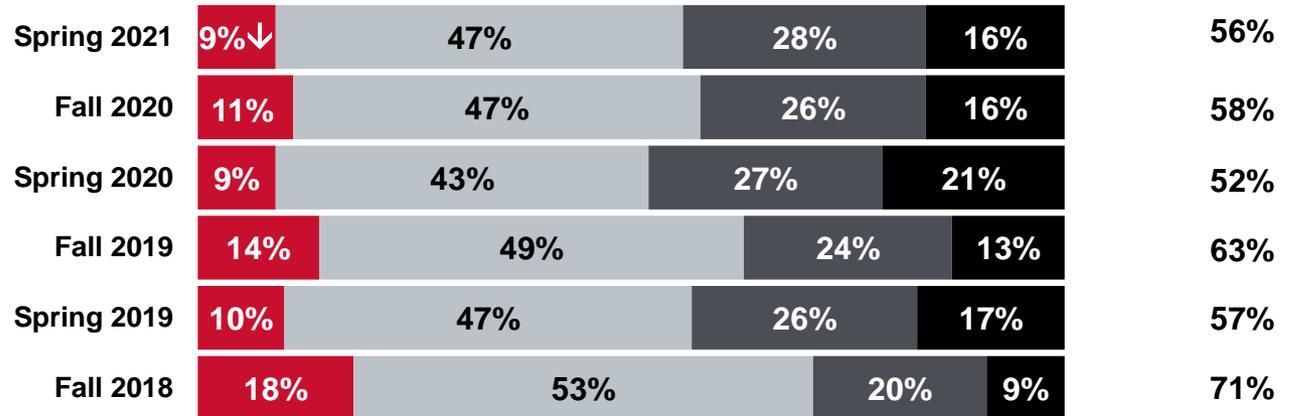
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

Calgary is a great place to make a life



Calgary is a great place to make a living



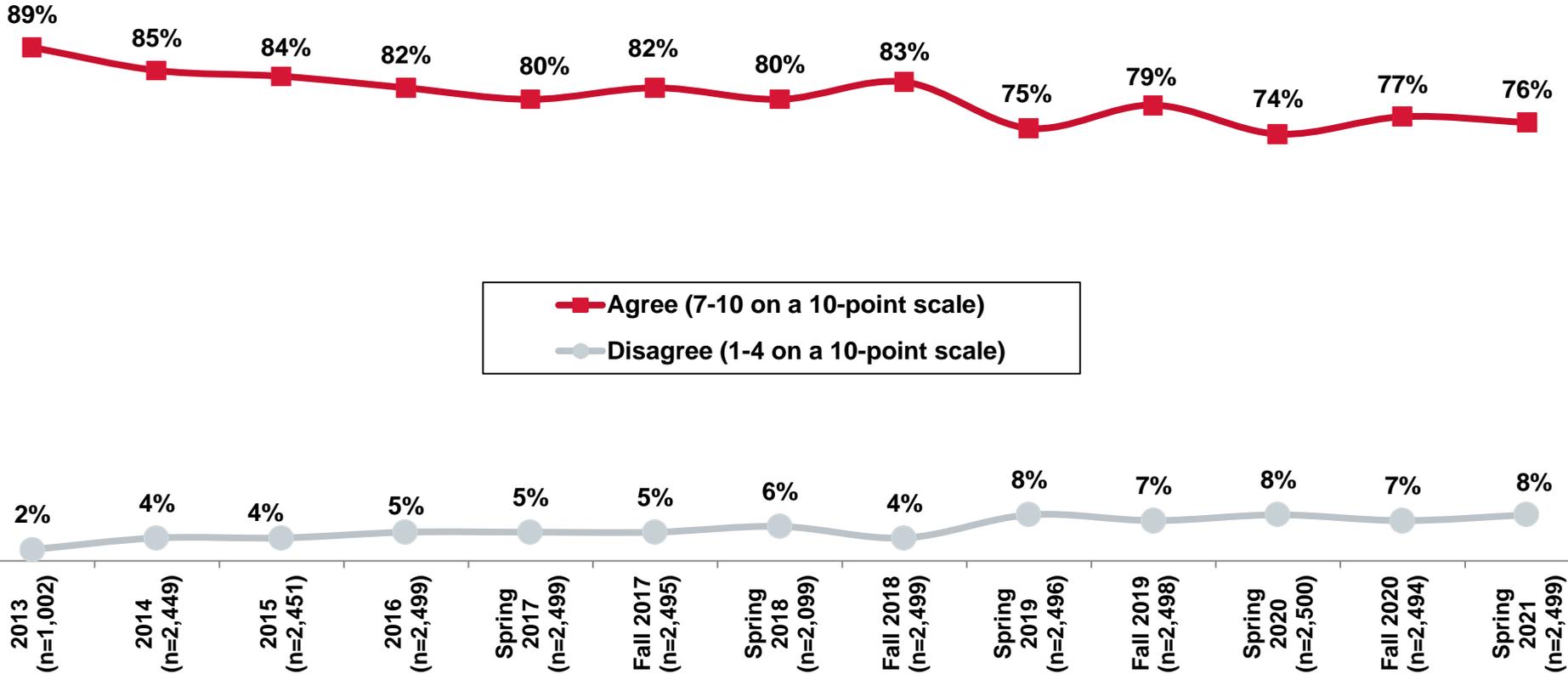
↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."
 Base: Valid respondents (Bases vary)



Tracking | Making a Life

Calgary is a great place to make a life⁺



■ Agree (7-10 on a 10-point scale)
● Disagree (1-4 on a 10-point scale)

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

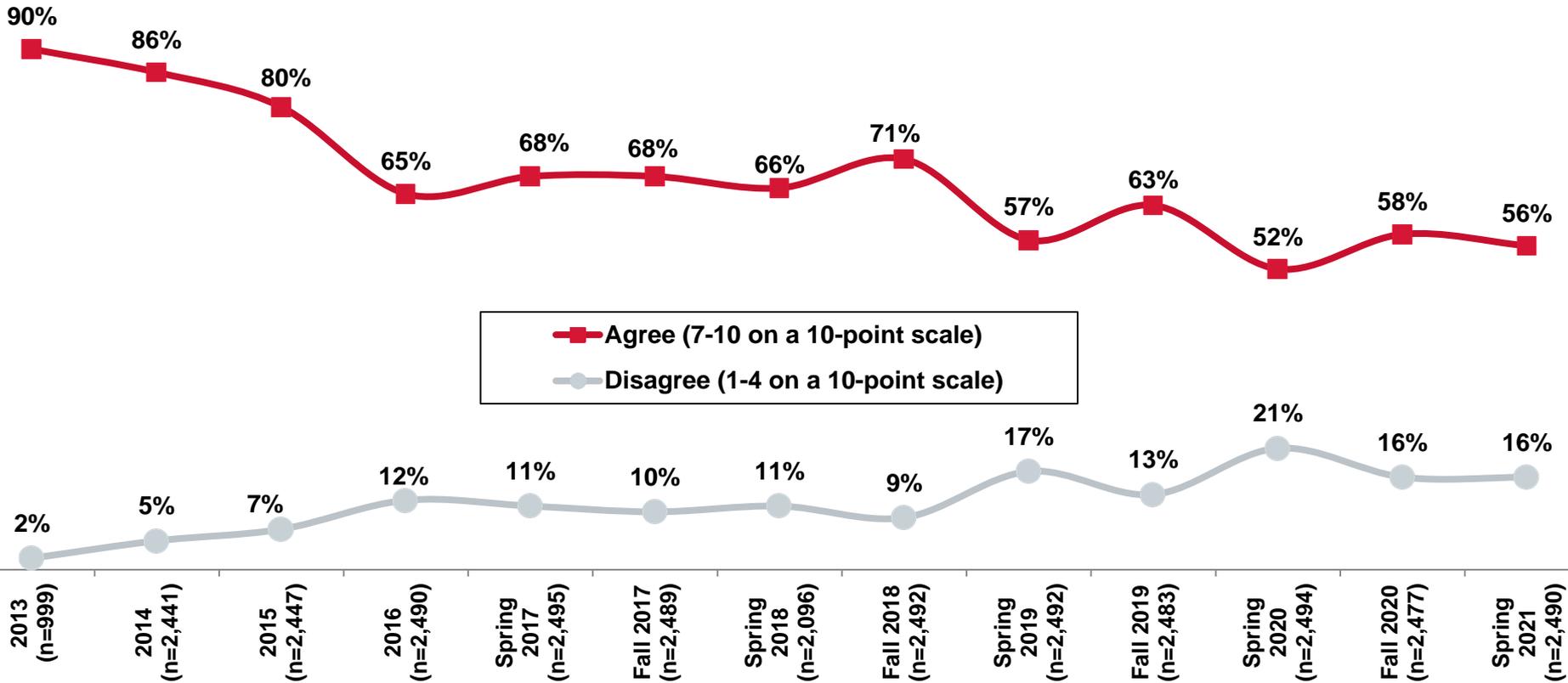
+Not asked prior to 2013

Neutral ratings of 5 or 6 are not shown



Tracking | Making a Living

Calgary is a great place to make a living+



Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."

Base: Valid respondents

+Not asked prior to 2013
Neutral ratings of 5 or 6 are not shown



Sustainability: Inclusivity & Future Direction

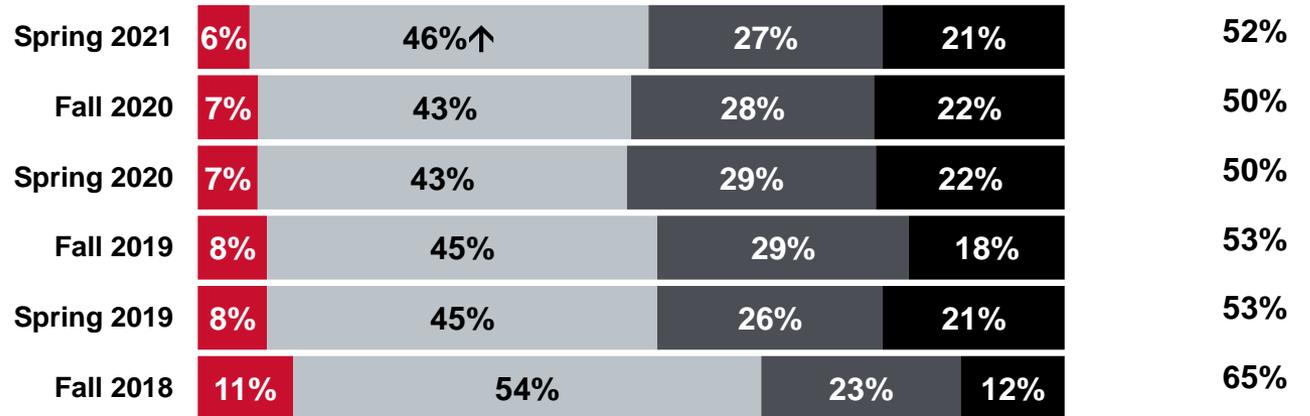
■ Completely Agree (10) ■ Agree (9, 8 or 7) ■ Neutral (6 or 5) ■ Disagree (4, 3, 2 or 1)

% Agree

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



Calgary is moving in the right direction to ensure a high quality of life for future generations



*Rounding

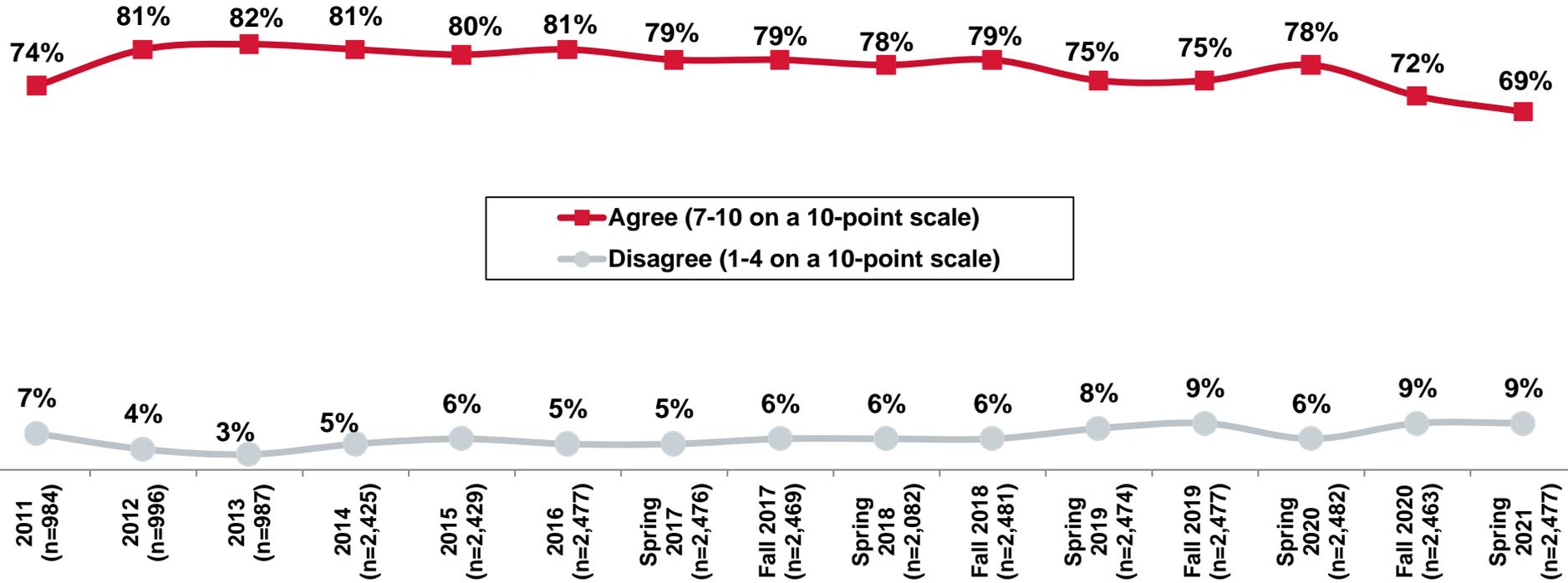
↑ Statistically higher than Fall 2020
↓ Statistically lower than Fall 2020

Next, I'm going to read you a series of statements that some people have said about life in Calgary. Please indicate whether you agree or disagree with each statement using a scale from 1 to 10, where "1" is "completely disagree" and "10" is "completely agree."
Base: Valid respondents (Bases vary)



Tracking Inclusivity

The City of Calgary municipal government fosters a city that is inclusive and accepting of all+



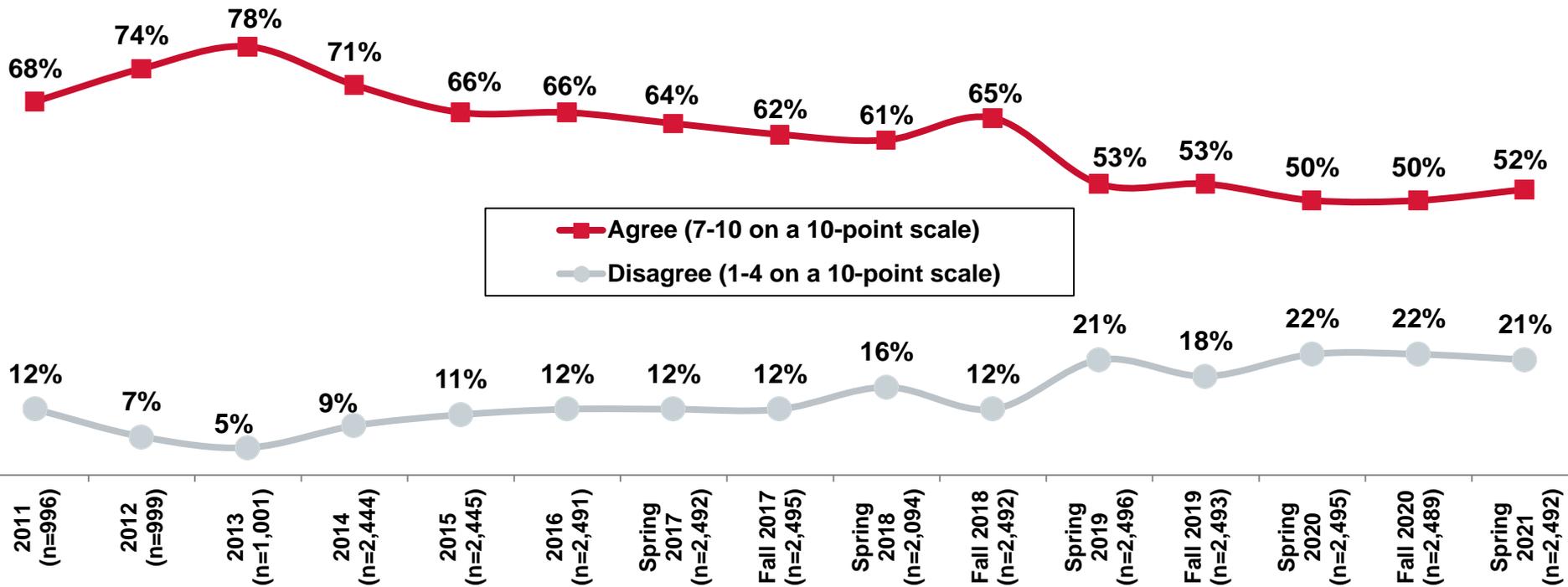
+Not asked prior to 2011
Neutral ratings of 5 or 6 are not shown

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



Tracking | The Future Direction of Calgary

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

⁺Not asked prior to 2011
 Neutral ratings of 5 or 6 are not shown



Sustainability: Accessibility

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

% Agree

The City of Calgary municipal government strives to create a city that is equally accessible for all Calgarians, no matter their physical ability⁺



The City of Calgary delivers programs and services that remove barriers to participation for Calgarians who need it the most⁺⁺



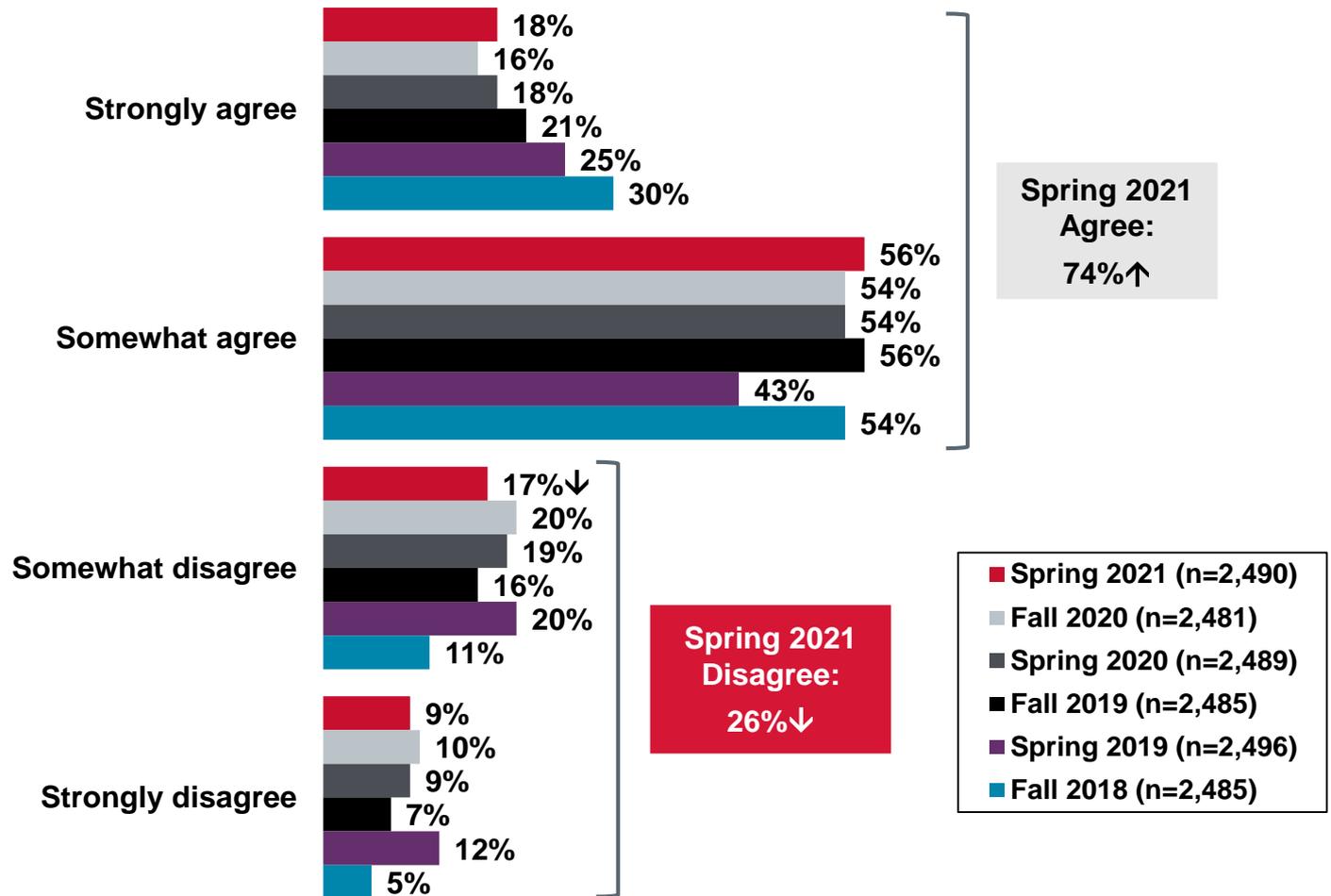
*Rounding

⁺Not asked prior to Spring 2018 / Not asked in Fall survey waves
⁺⁺ New question in Spring 2021

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)



On the Right Track to Be a Better City



- Spring 2021 (n=2,490)
- Fall 2020 (n=2,481)
- Spring 2020 (n=2,489)
- Fall 2019 (n=2,485)
- Spring 2019 (n=2,496)
- Fall 2018 (n=2,485)

*Rounding

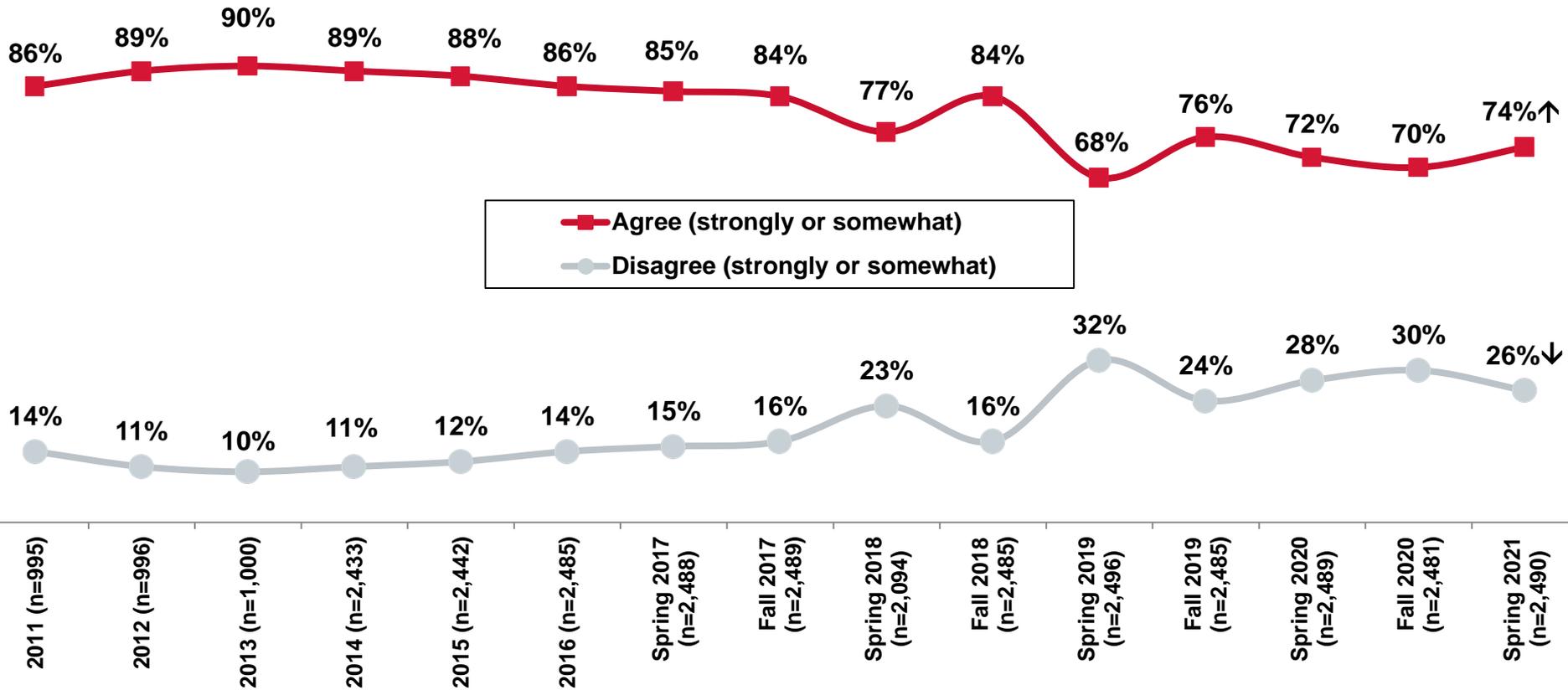
↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: Calgary is on the right track to be a better city 10 years from now.
 Base: Valid respondents



Tracking | On the Right Track to Be a Better City

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



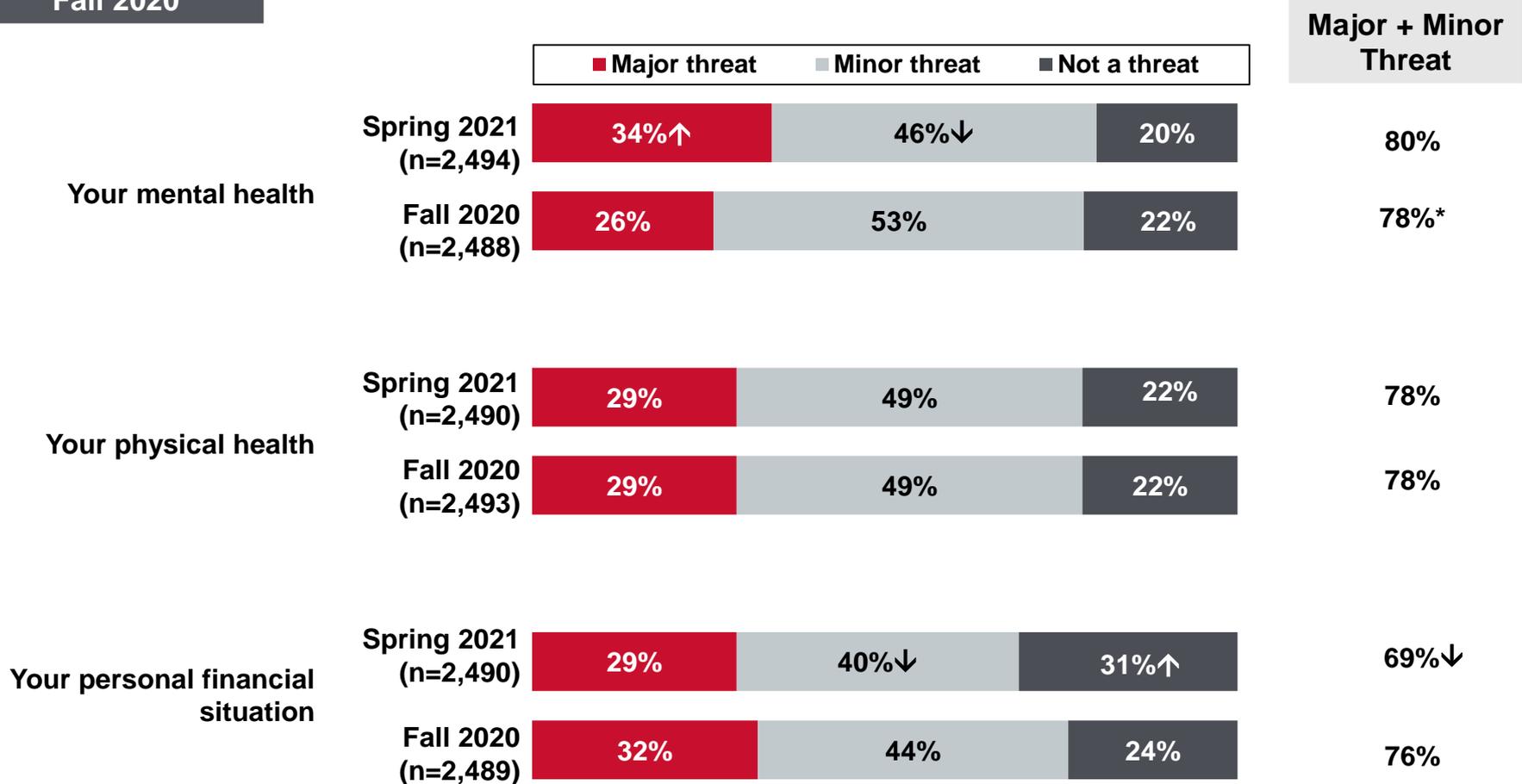
There are a wide array of challenges facing The City of Calgary today, but also many success stories. Please indicate whether you agree or disagree with the following statement about Calgary's future: *Calgary is on the right track to be a better city 10 years from now.*
 Base: Valid respondents

*Not asked prior to 2011
 ↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020



Threats Related to the COVID-19 Pandemic

New question in
Fall 2020



*Rounding

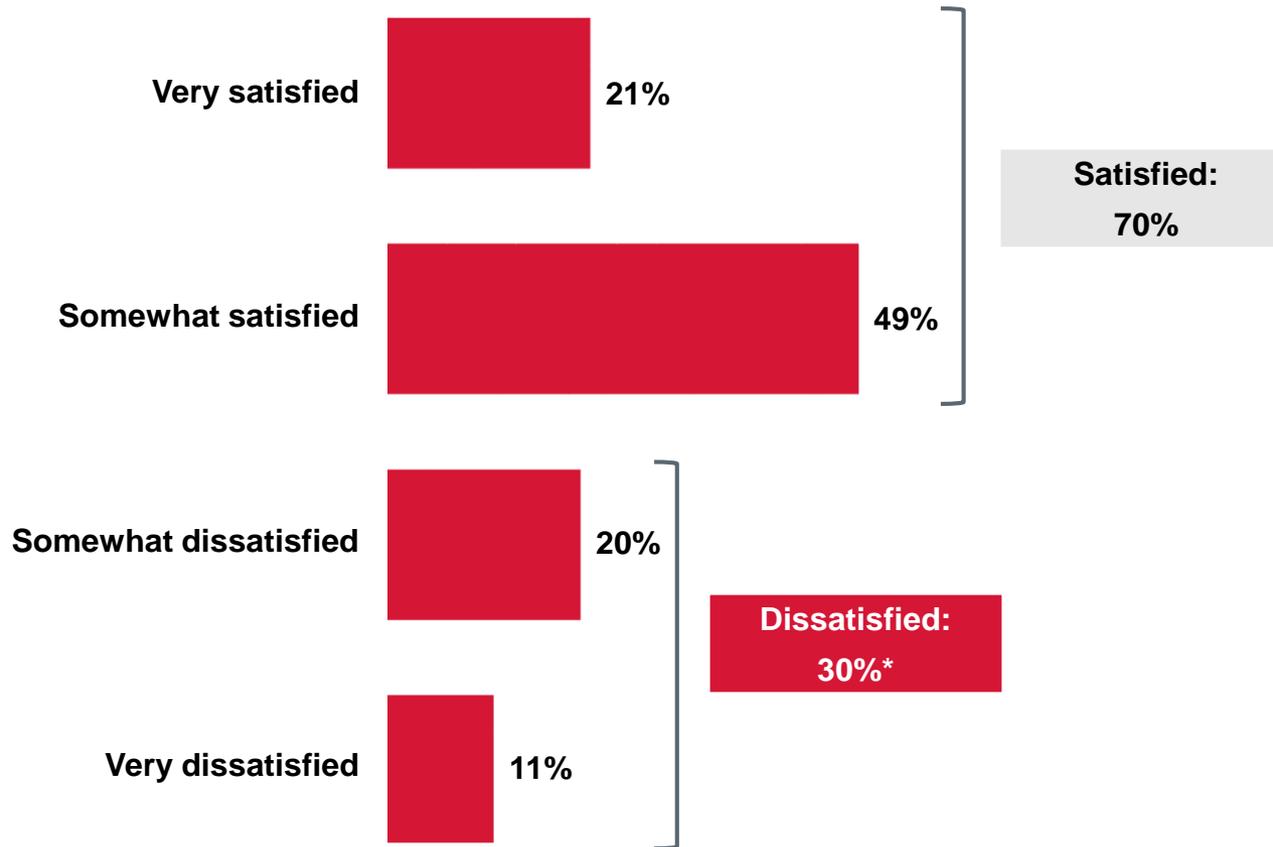
↑ Statistically higher than Fall 2020
↓ Statistically lower than Fall 2020

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



Satisfaction with The City's COVID-19 Response

New question in Spring 2021



Overall, how satisfied are you with The City's COVID-19 response? Are you...?
Base: Valid respondents (n=2,479)

*Rounding



Issue Agenda





Issue Agenda

% Change
Fall 2020 –
Spring 2021

■ First Mention ■ Other Mentions

Multiple Responses

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

Issue	First Mention	Other Mentions	Total	% Change
Net – Infrastructure, Traffic & Roads	23%	10%	33%	+5↑
(Lack of) snow removal	9%	4%	13%	+9↑
Road conditions	5%	7%		-2
Traffic congestion	3%	4%		-
Net – Transit	7%	5%	12%	-
Public Transportation [incl. buses/ C-train/ poor service]	4%	3%	7%	+1
Net – Crime, Safety & Policing	7%	4%	11%	-4↓
Crime, including breaking and entering/ gangs/ drug dealers, etc.	3%	5%		-2↓
Public safety	3%	4%		-2↓
Net – Taxes	8%	10%		-3↓
High taxes	5%	7%		-2↓
Property taxes	3%	4%		-
Net – COVID-19	8%	10%		-1
Net – Economy	7%	10%		+1
Cost of living	4%	5%		+1
Unemployment/ job creation	3%	4%		-
Net – Recreation	4%	4%	8%	+1
Net – Environment and Waste Management	4%	3%	7%	-
Net – Homelessness, Poverty & Affordable Housing	4%	6%		-
None	14%			-1

Data labels of <3% are not shown
NET mentions of ≤4% are not shown
↑Statistically higher than Fall 2020
↓Statistically lower than Fall 2020

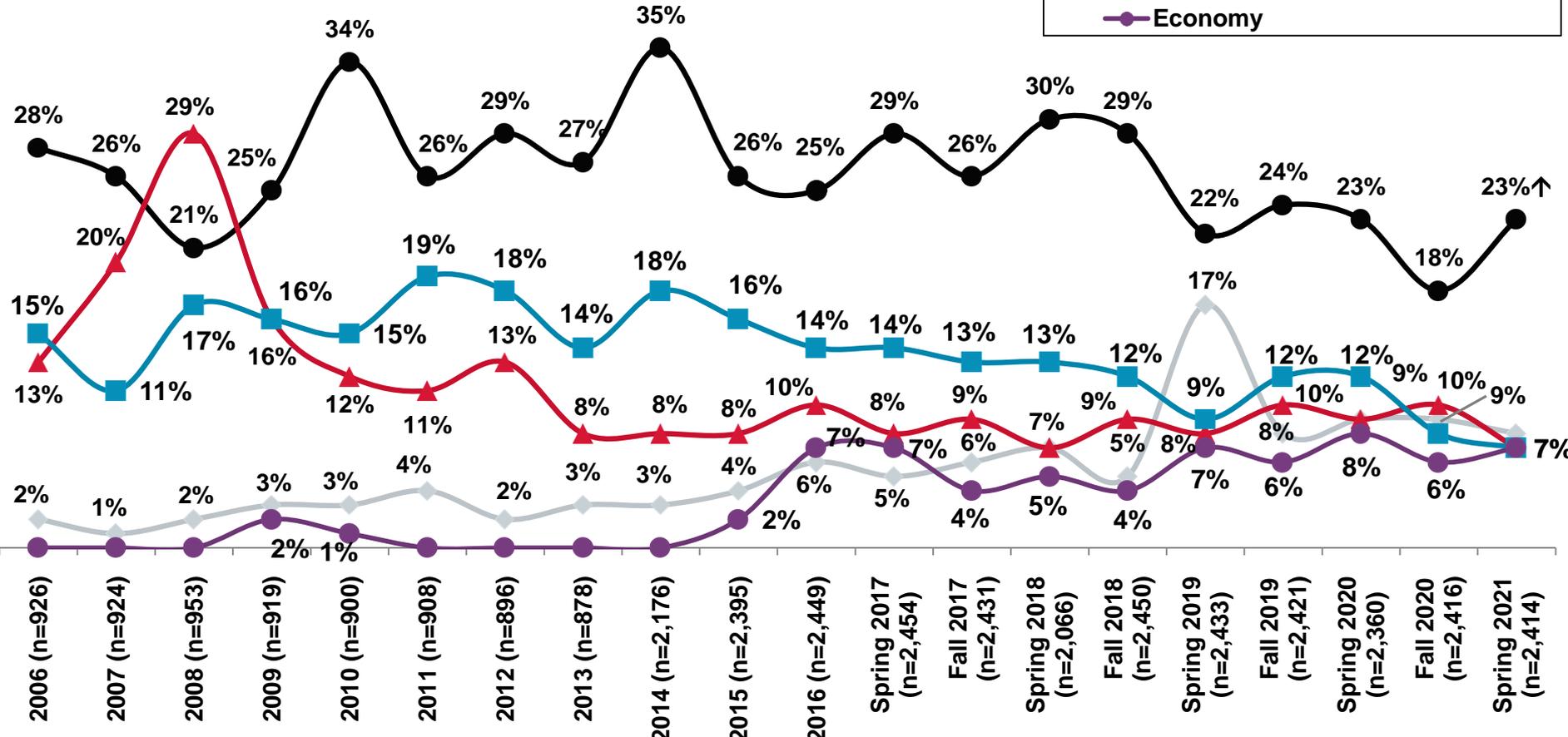
In your view, as a resident of the city of Calgary, what is the most important issue facing your community, that is, the one issue you feel should receive the greatest attention from your local leaders? Are there any other important local issues?
Base: Valid respondents (n=2,425)



Tracking | Most Important Issue Facing Calgary

^ COVID-19 has appeared on the issue agenda since Spring 2019 and has been among the top issues mentioned.

Current Top 5^
First Mention Only



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 Fall 2020
↓ Statistically lower than Fall 2020

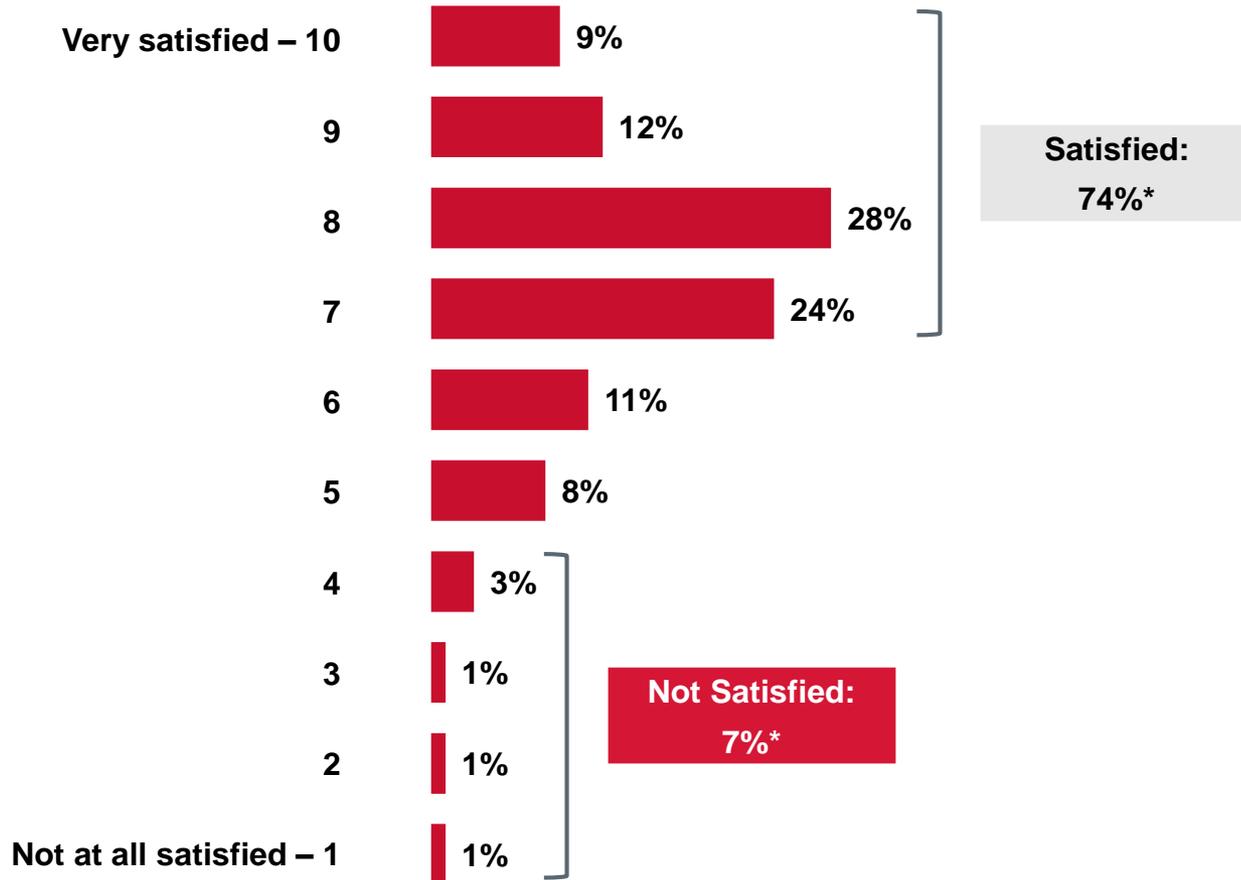


City Programs and Services





Overall Satisfaction with City Programs & Services



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?

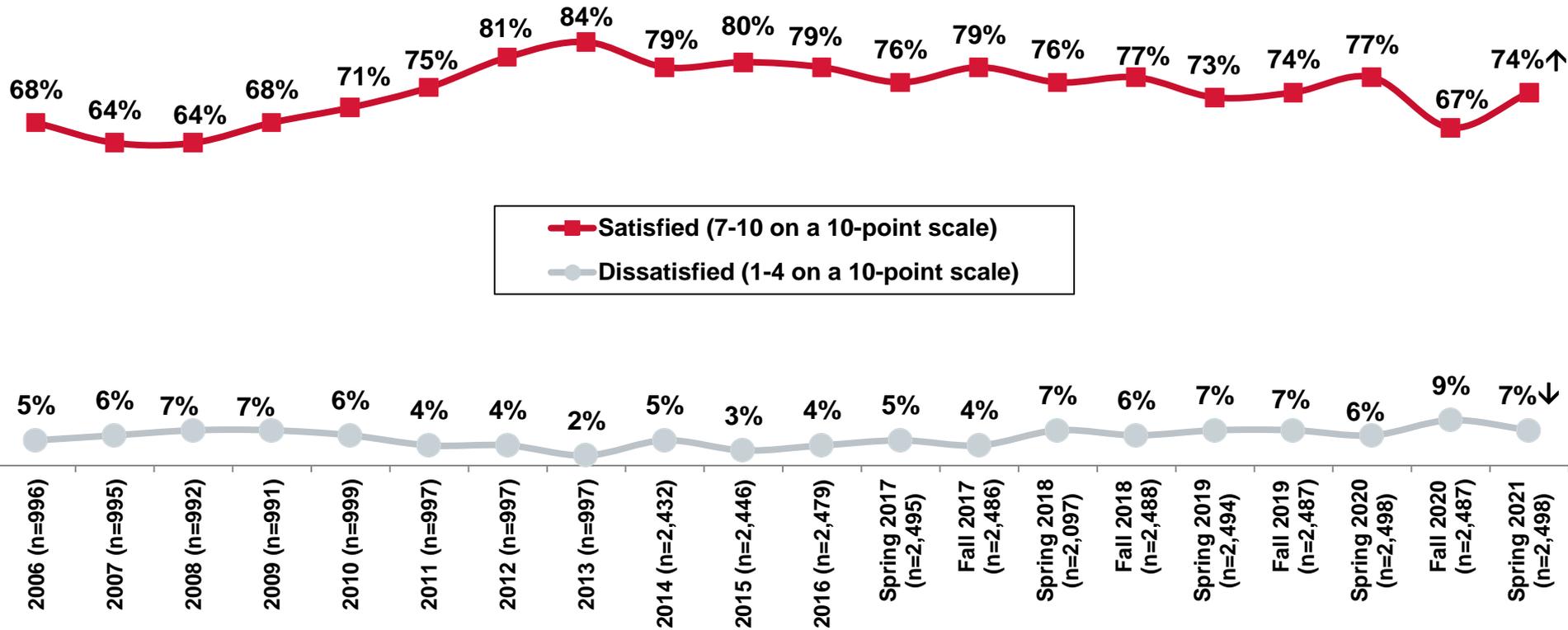
Base: Valid respondents (n=2,498)

*Rounding



Tracking | Overall Satisfaction with City Programs and Services

Satisfaction with the overall level and quality of services and programs provided by The City of Calgary



■ Satisfied (7-10 on a 10-point scale)
● Dissatisfied (1-4 on a 10-point scale)

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

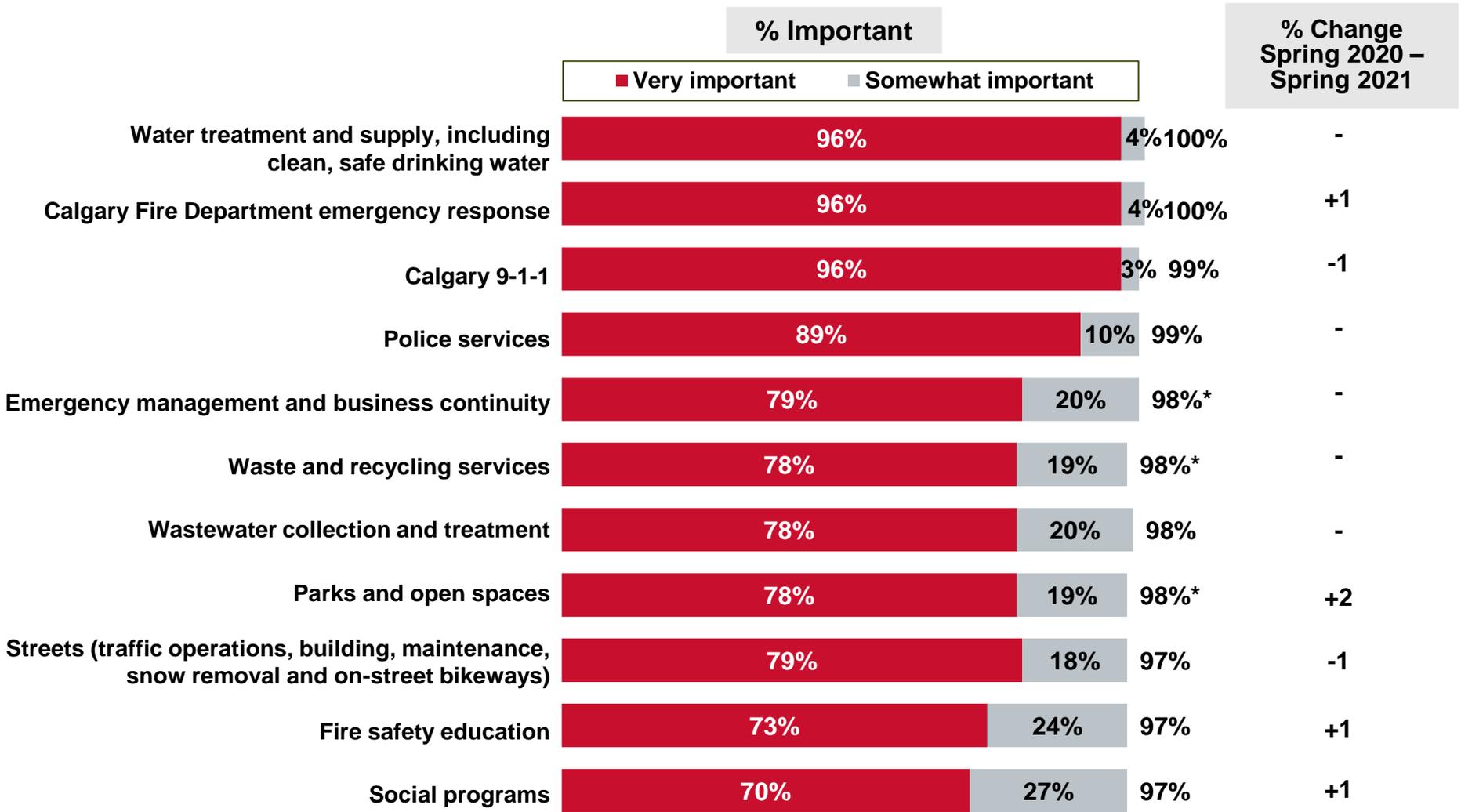
Neutral ratings of 5 or 6 are not shown

↑ Statistically higher than Fall 2020

↓ Statistically lower than Fall 2020



Importance of City Programs & Services



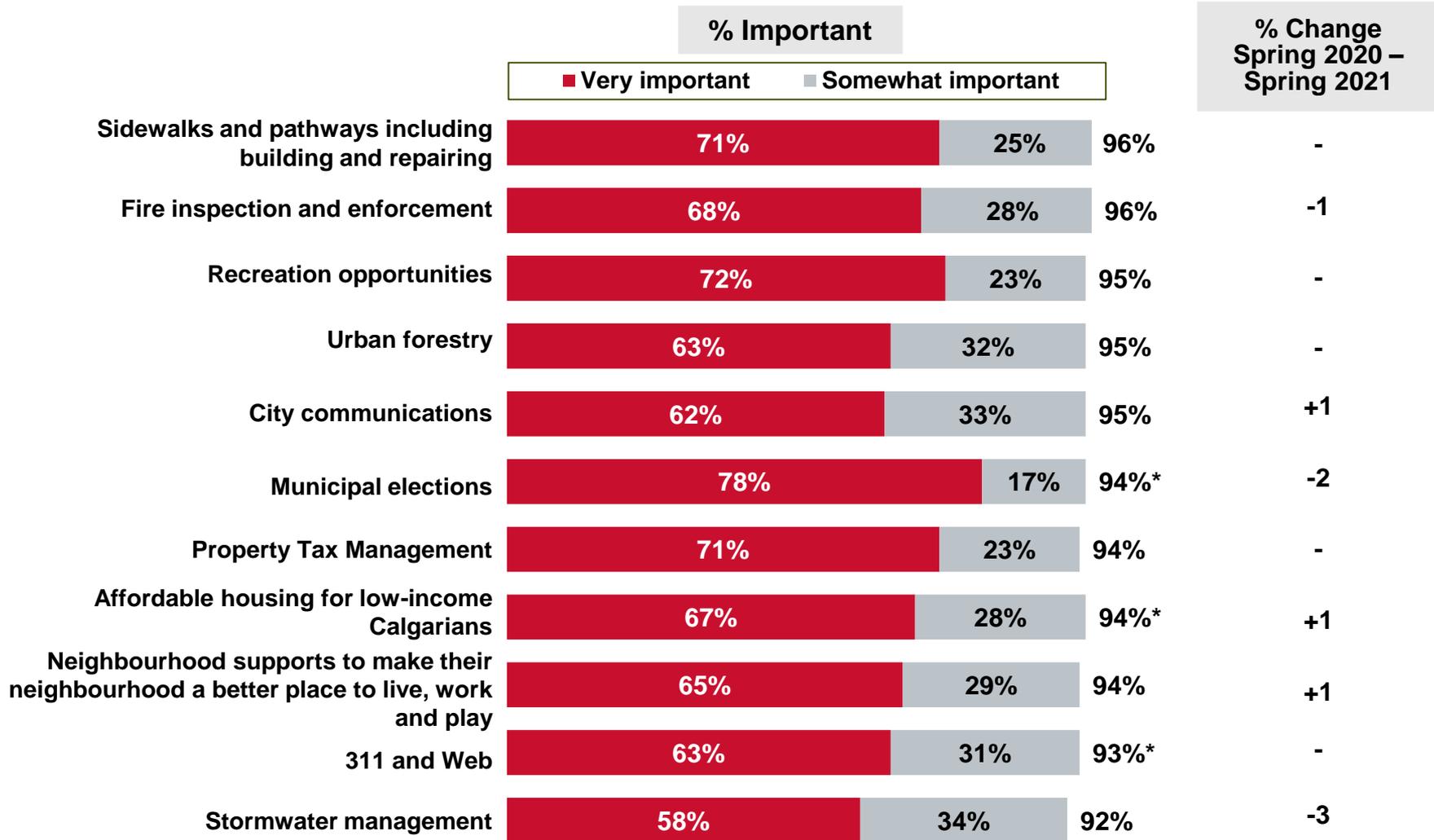
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

*Rounding



Importance of City Programs & Services (continued)



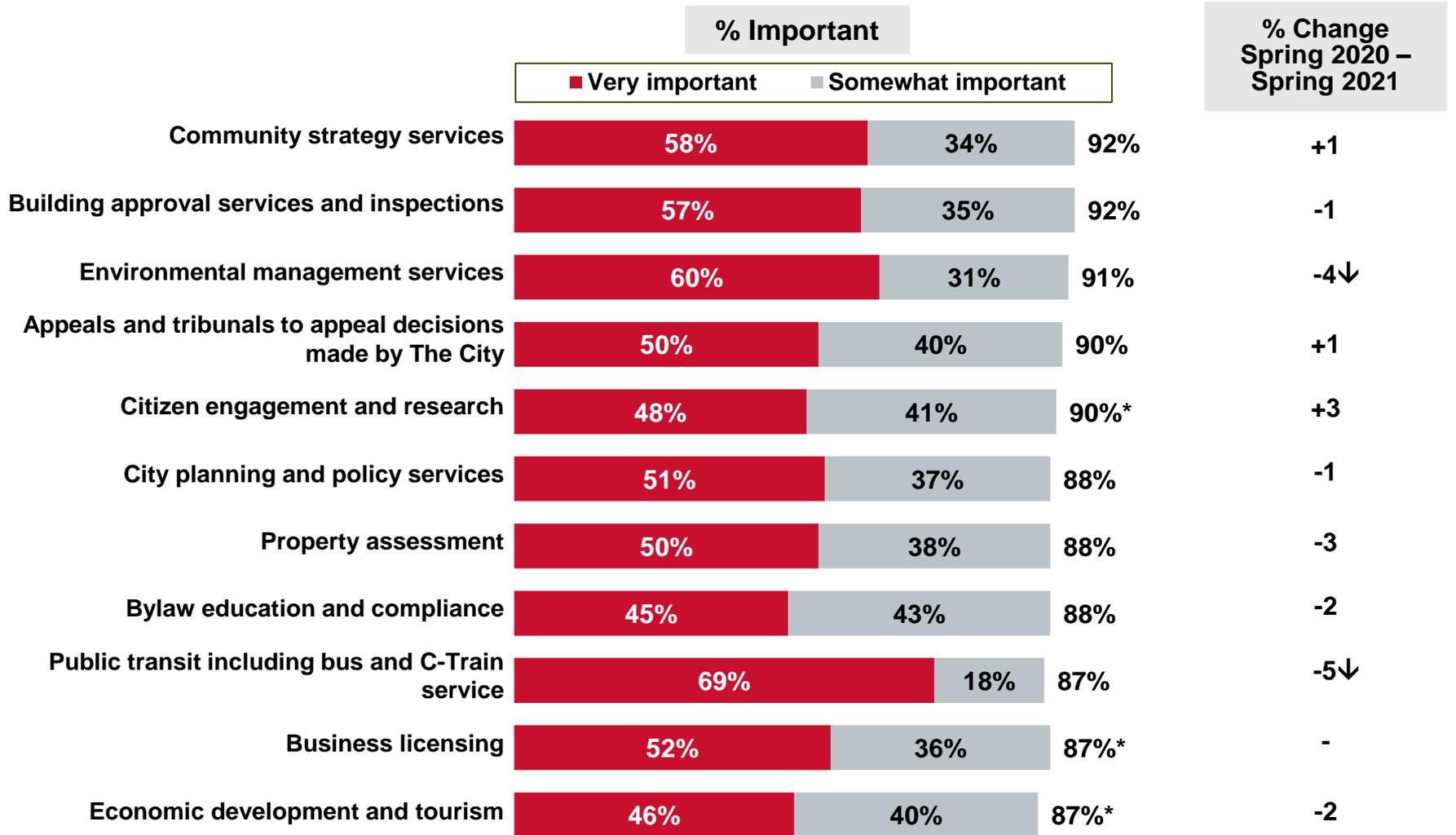
I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)

*Rounding



Importance of City Programs & Services (continued)



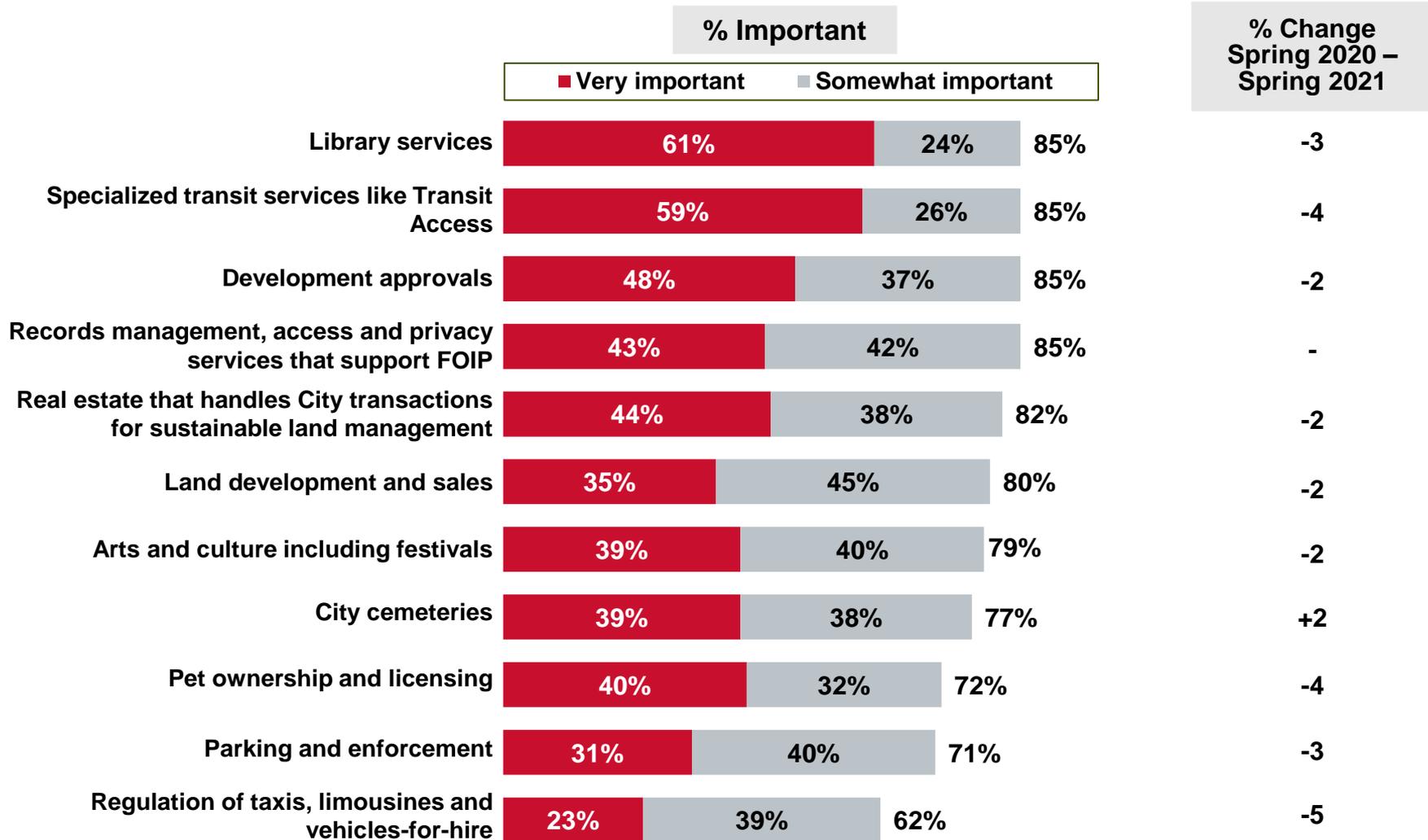
*Rounding

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

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)



Importance of City Programs & Services (continued)

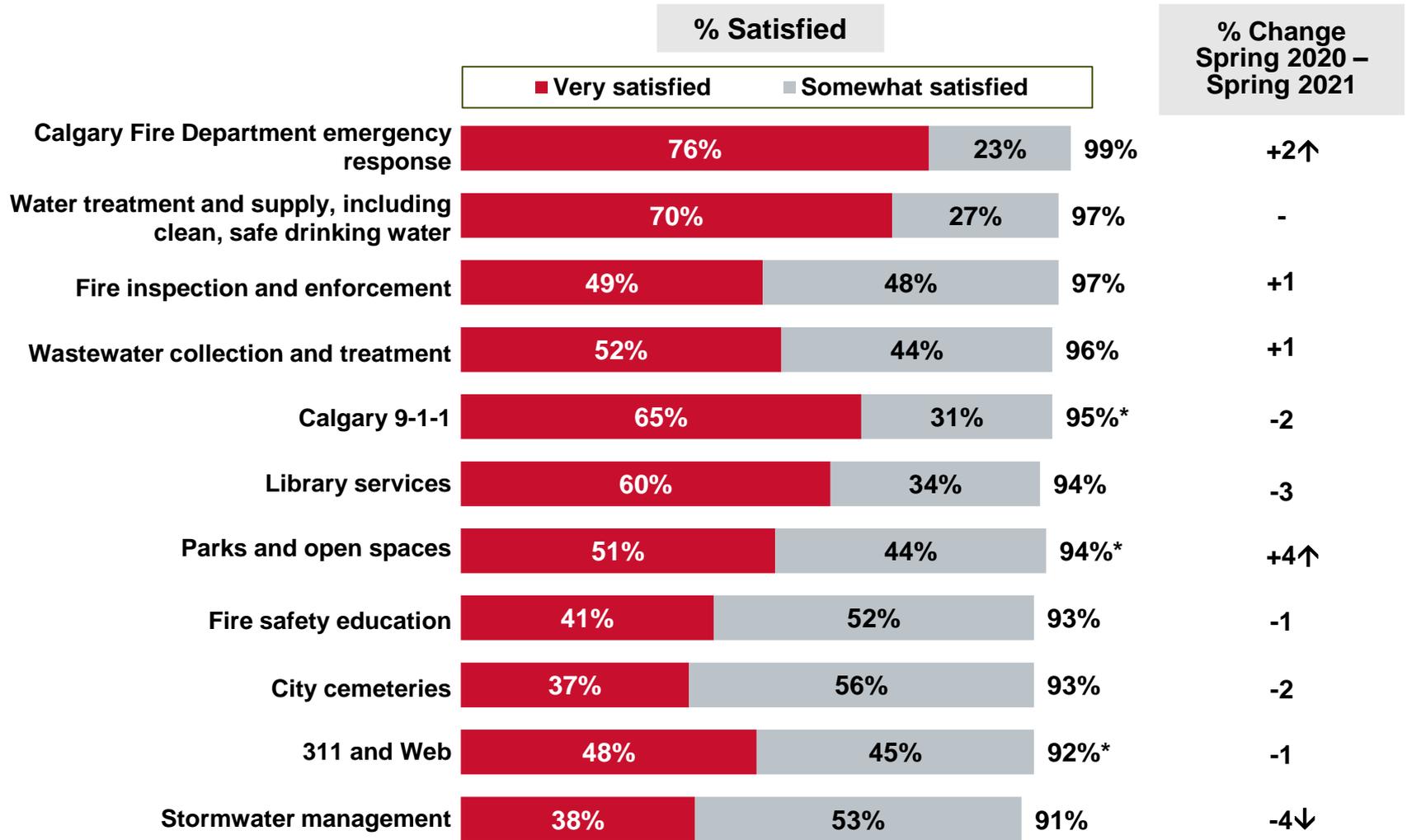


I am going to read a list of programs and services provided to you by The City of Calgary. Please tell me how important each one is to you.

Base: Valid respondents (Bases vary)



Satisfaction with City Programs & Services



*Rounding

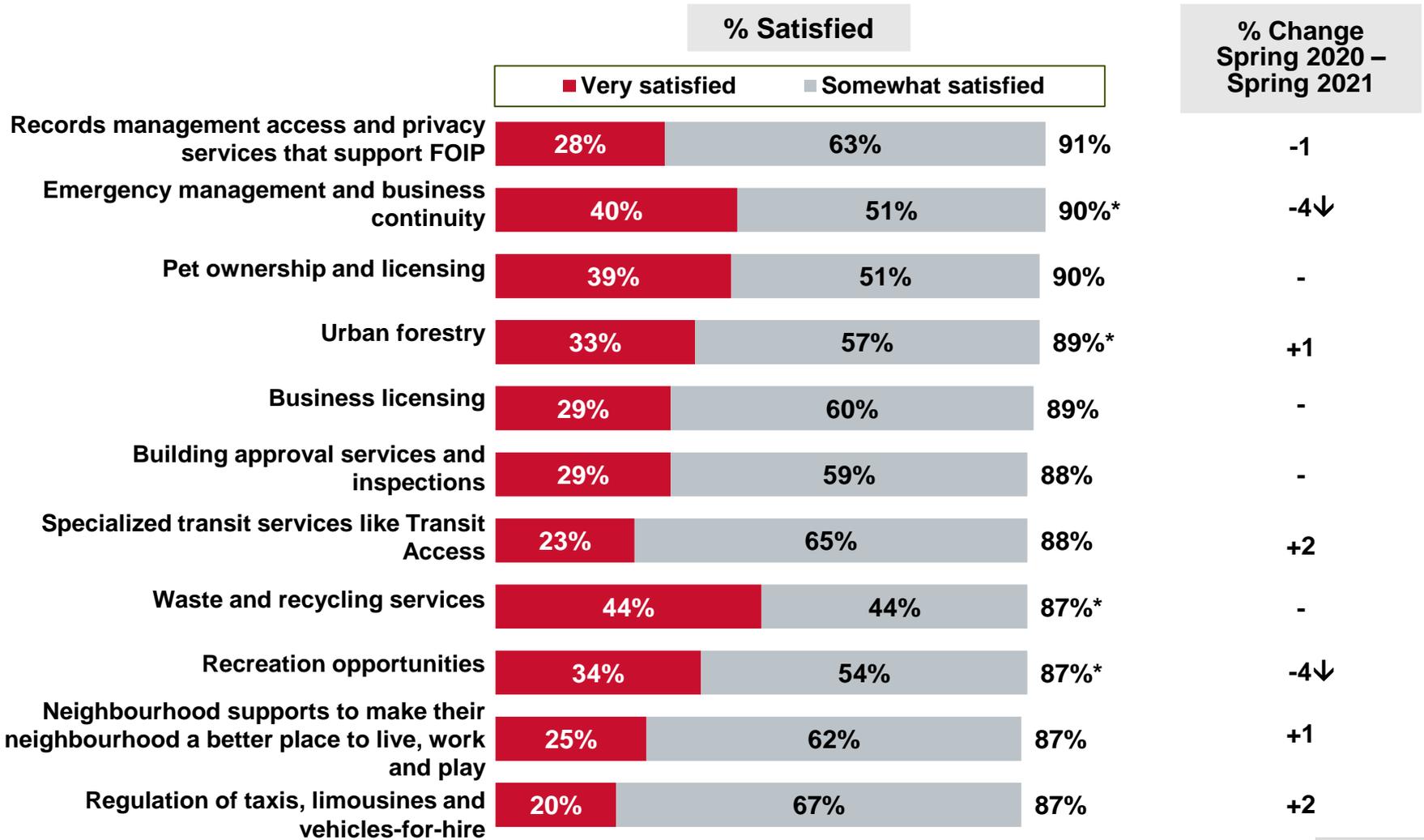
↑ Statistically higher than Spring 2020
 ↓ Statistically lower than Spring 2020

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)



Satisfaction with City Programs & Services

(continued)



*Rounding

Please tell me how satisfied you are with the job The City is doing in providing that program or service.

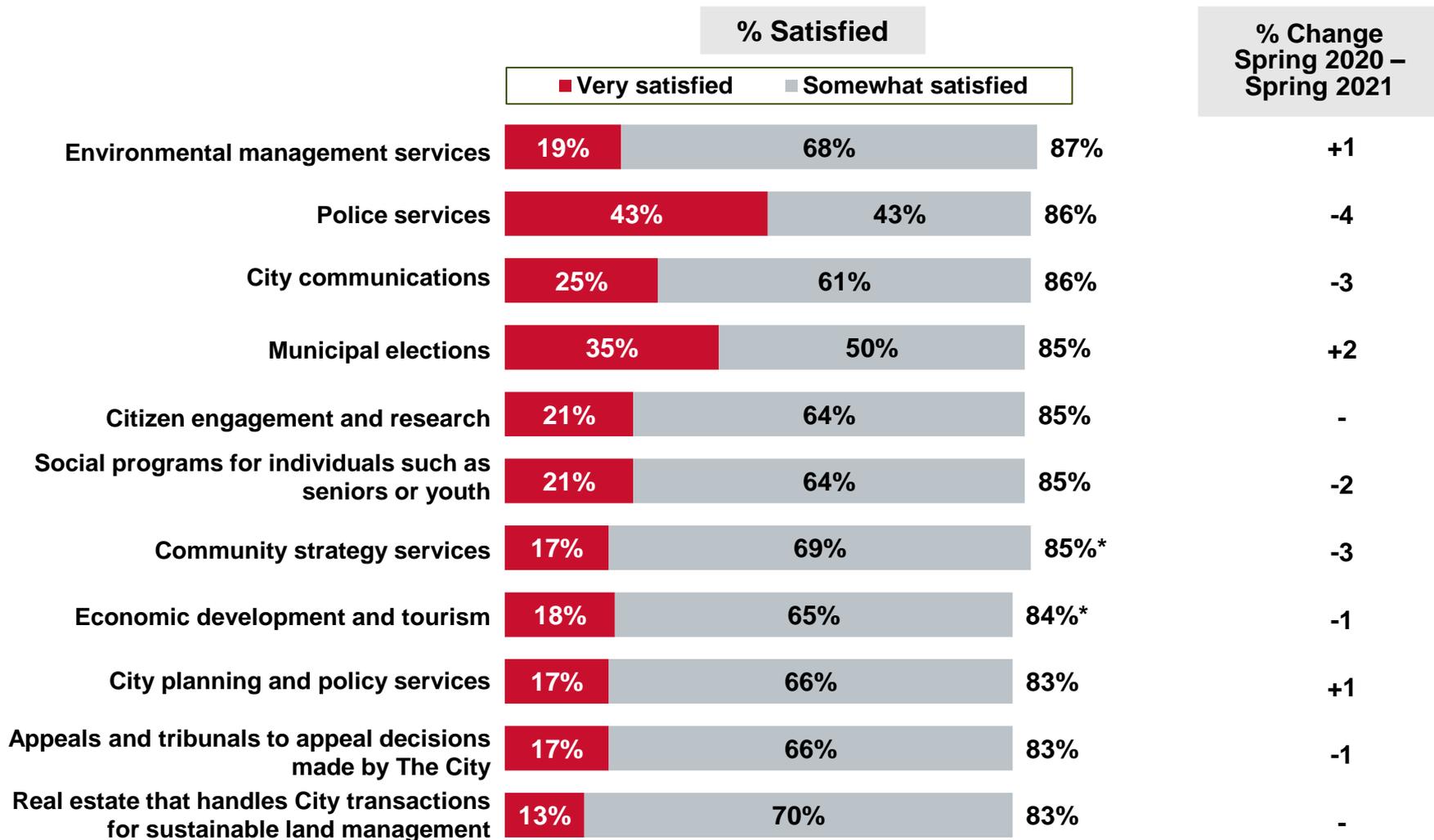
Base: Valid respondents (Bases vary)

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



Satisfaction with City Programs & Services

(continued)



Please tell me how satisfied you are with the job The City is doing in providing that program or service.

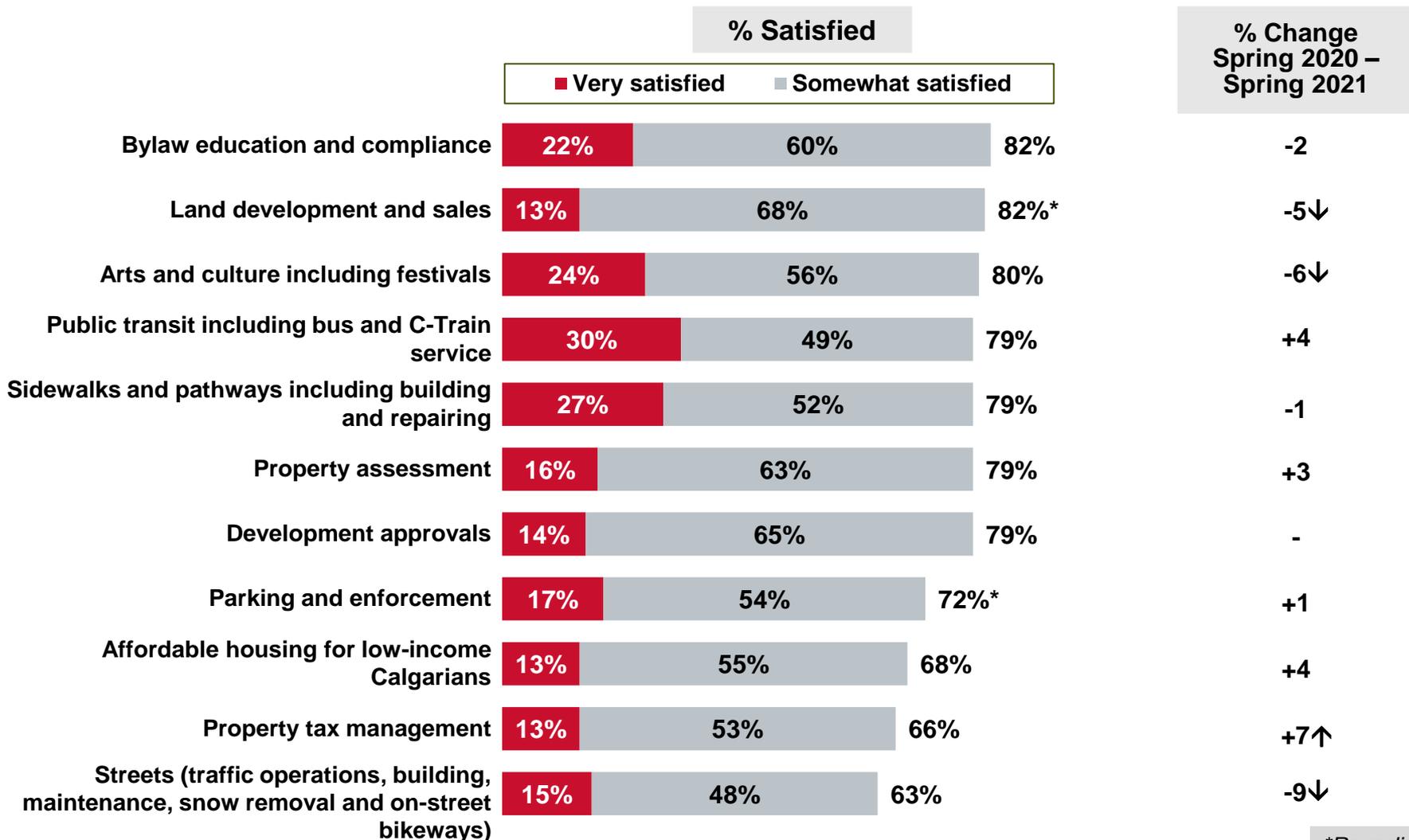
Base: Valid respondents (Bases vary)

*Rounding



Satisfaction with City Programs & Services

(continued)



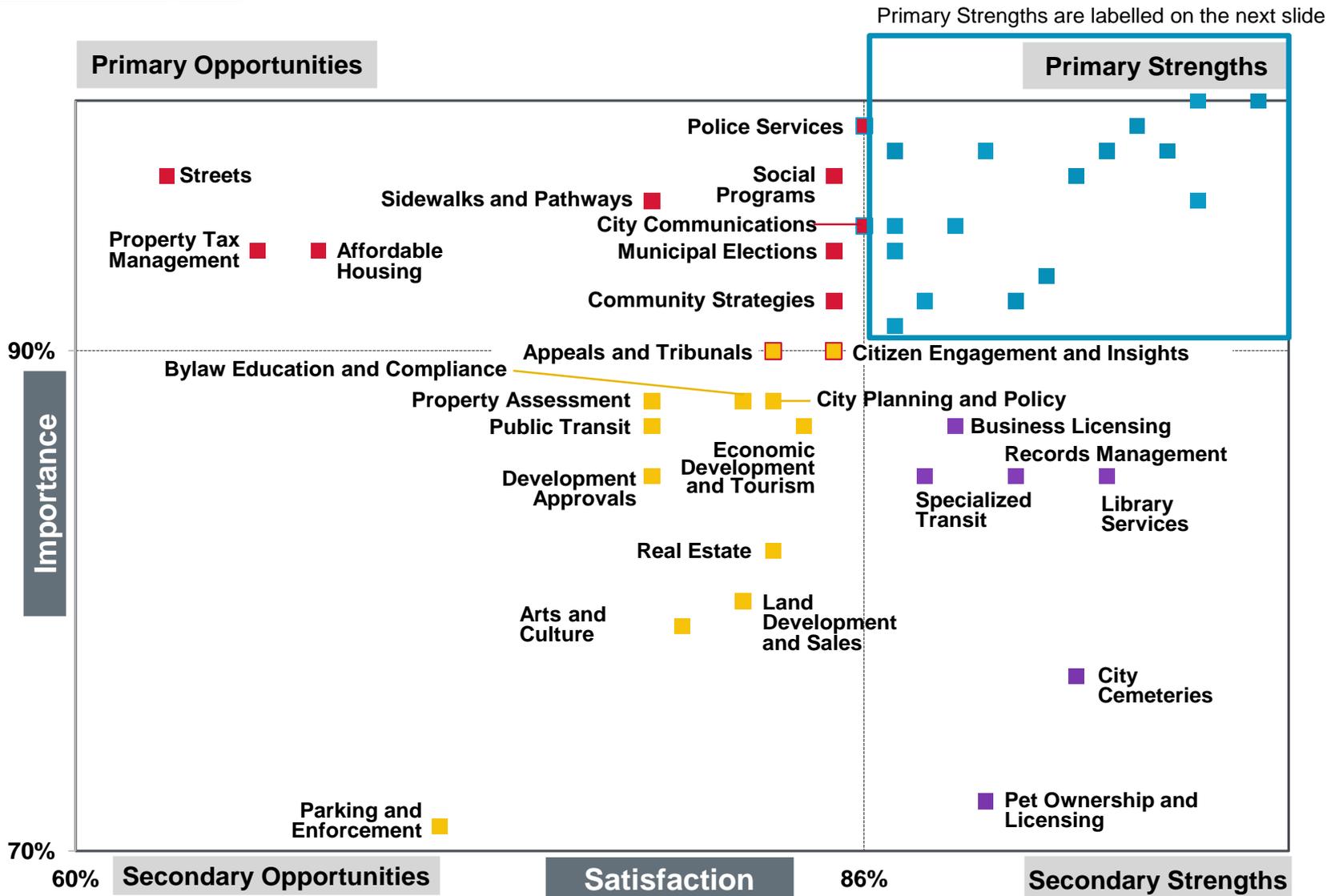
*Rounding

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

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)



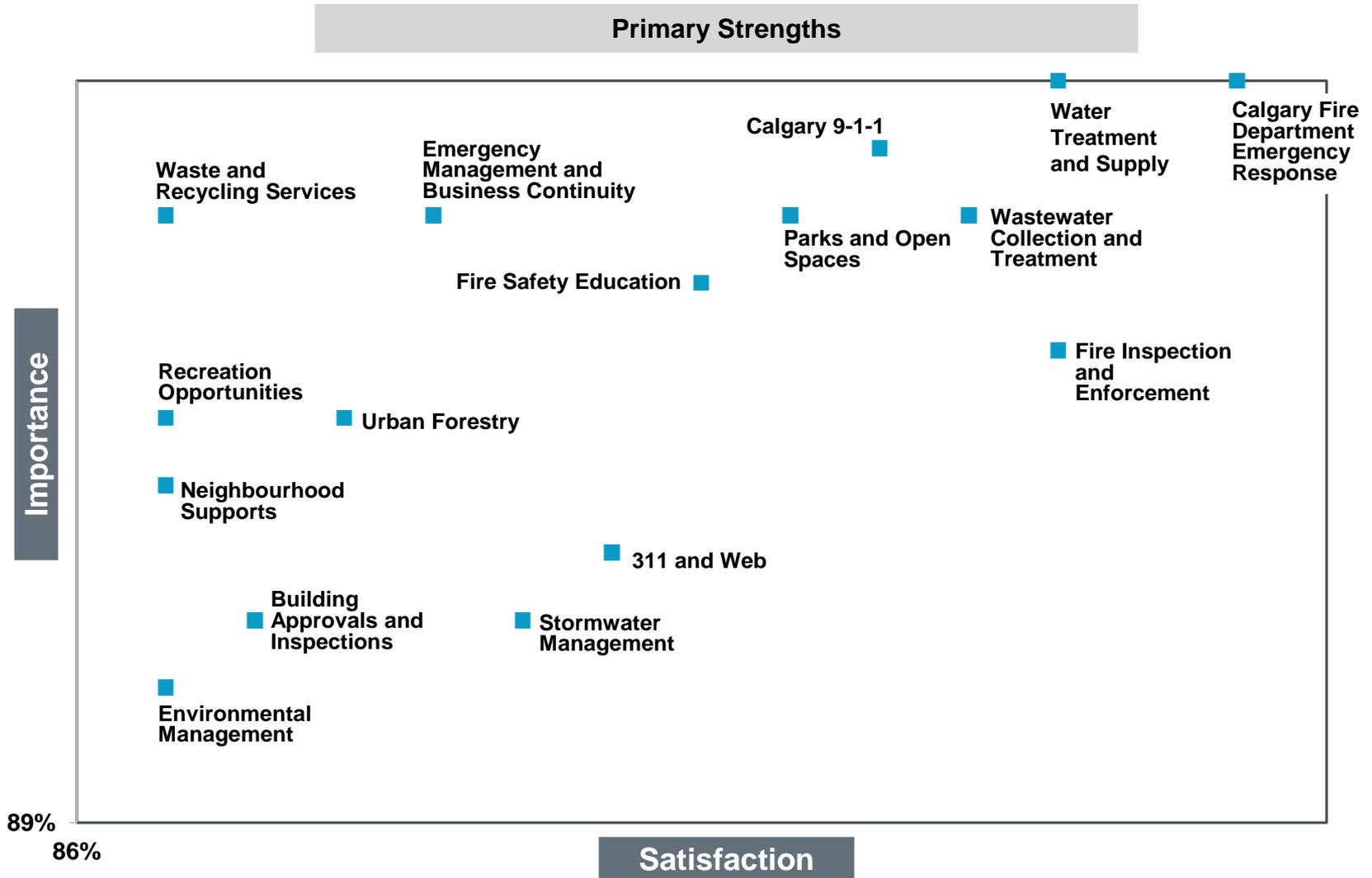
Importance vs. Satisfaction Grid



“Taxis, limousines and vehicles-for-hire” is plotted at (87% satisfaction, 62% importance) and is not illustrated on this graph.



Importance vs. Satisfaction Grid (continued)

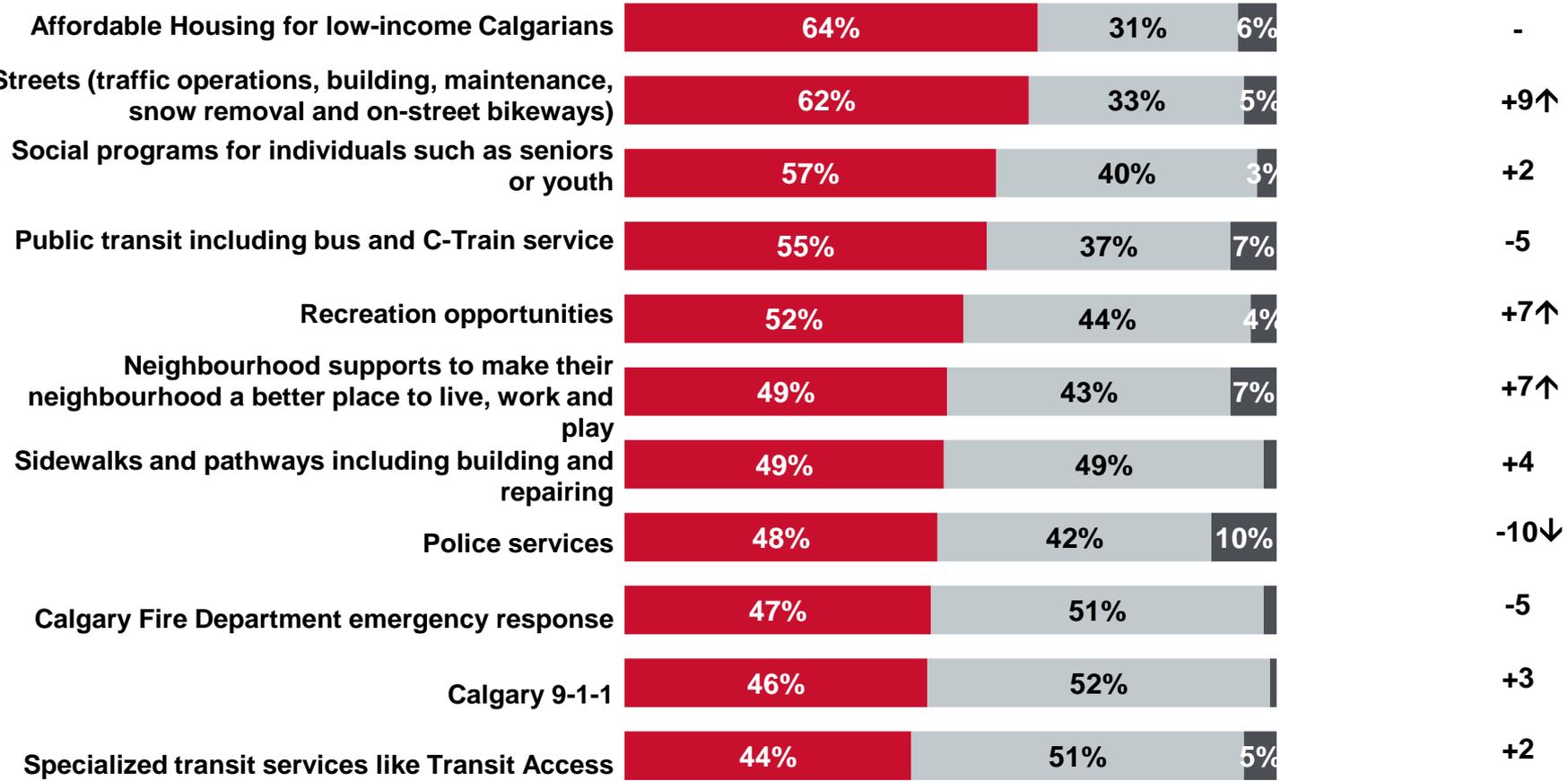




Investment in City Programs and Services

Invest More

**% Change
Spring 2020 –
Spring 2021**



Data labels of <3% not shown

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

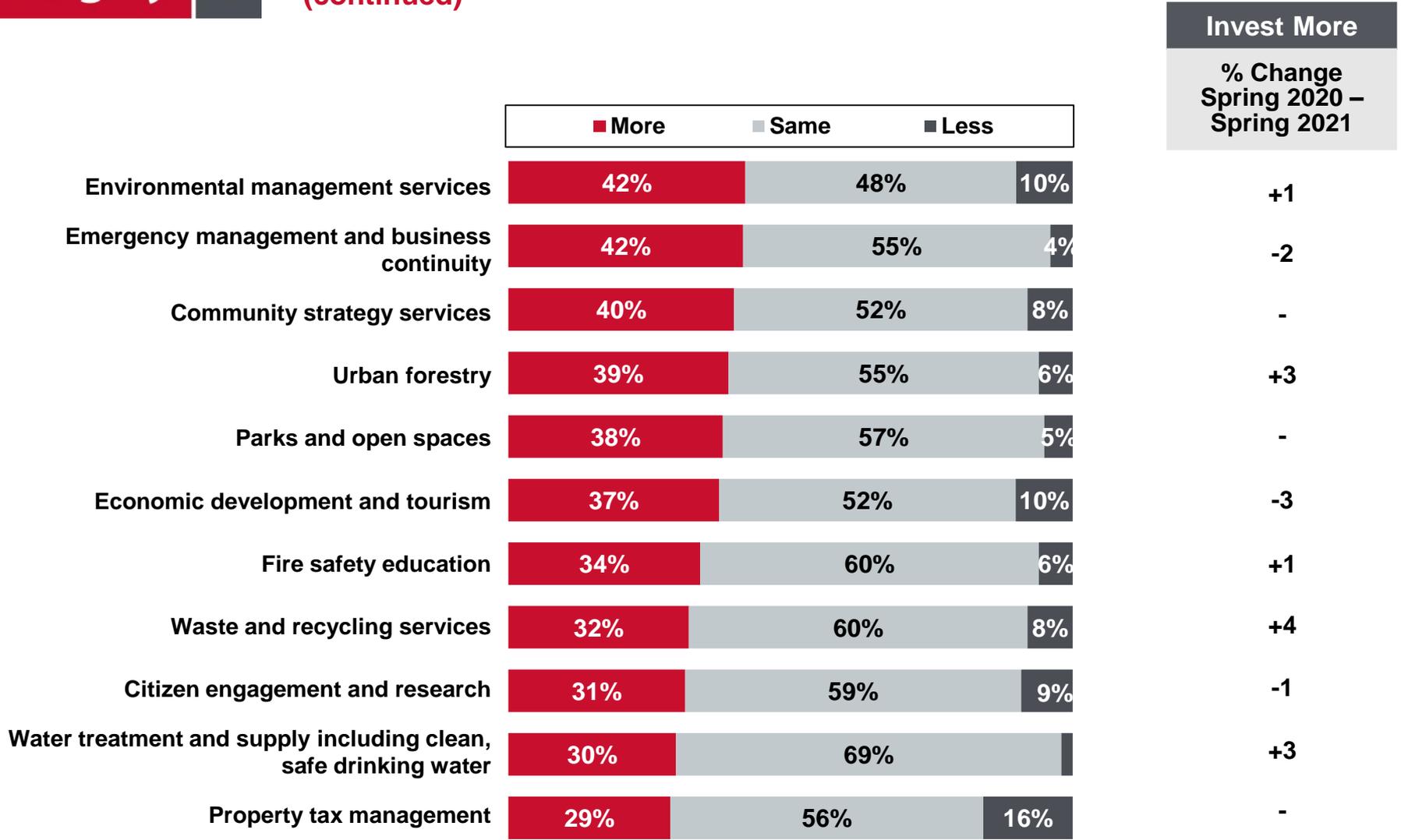
Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)



Investment in City Programs and Services

(continued)



Please tell me if you think The City should invest more, less or the same amount on the program or service.

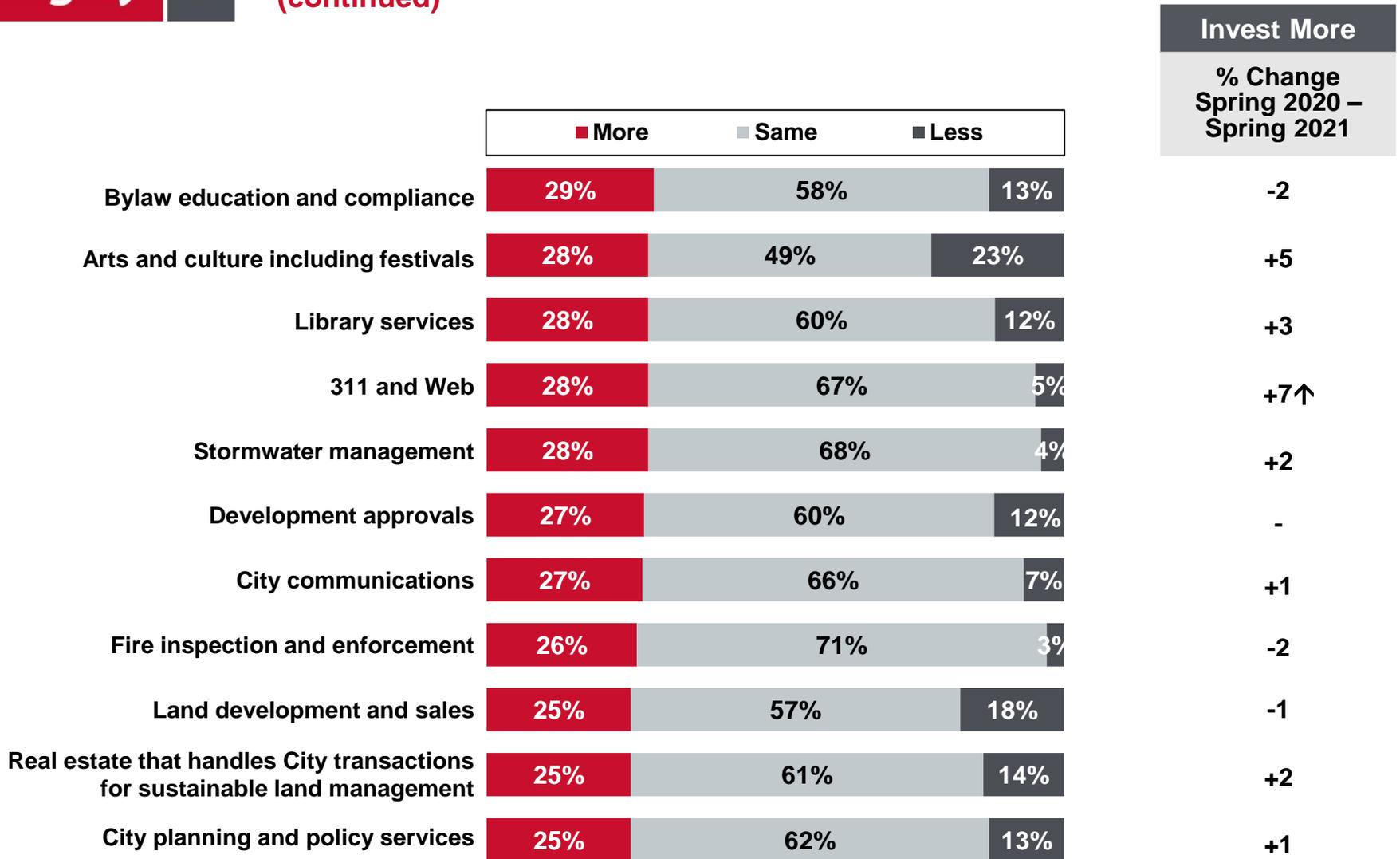
Base: Valid respondents (Bases vary)

Data labels of <3% not shown



Investment in City Programs and Services

(continued)



Please tell me if you think The City should invest more, less or the same amount on the program or service.

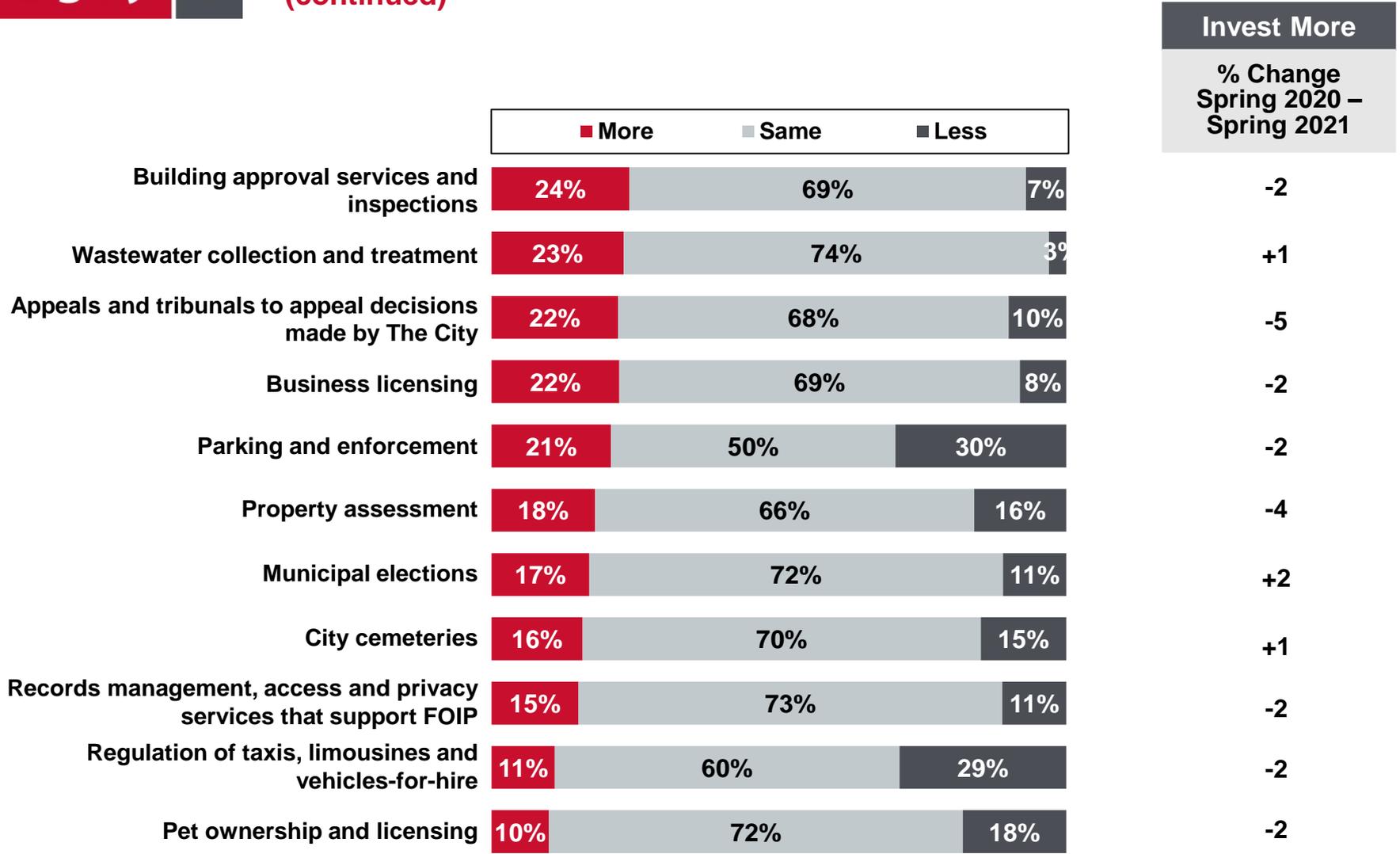
Base: Valid respondents (Bases vary)

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



Investment in City Programs and Services

(continued)



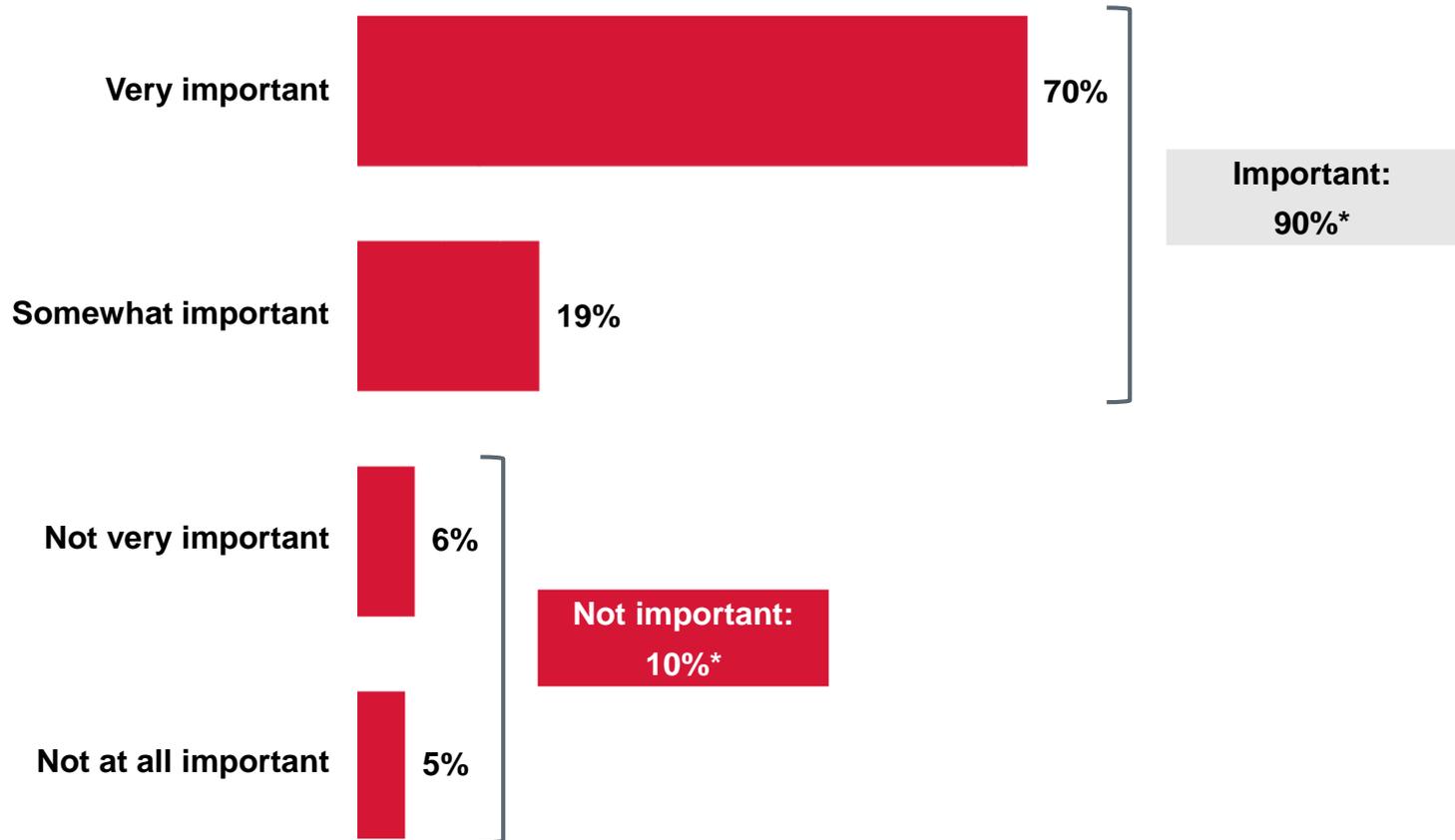
Please tell me if you think The City should invest more, less or the same amount on the program or service.

Base: Valid respondents (Bases vary)



Perceived Importance of the Green Line LRT

New question in Spring 2021



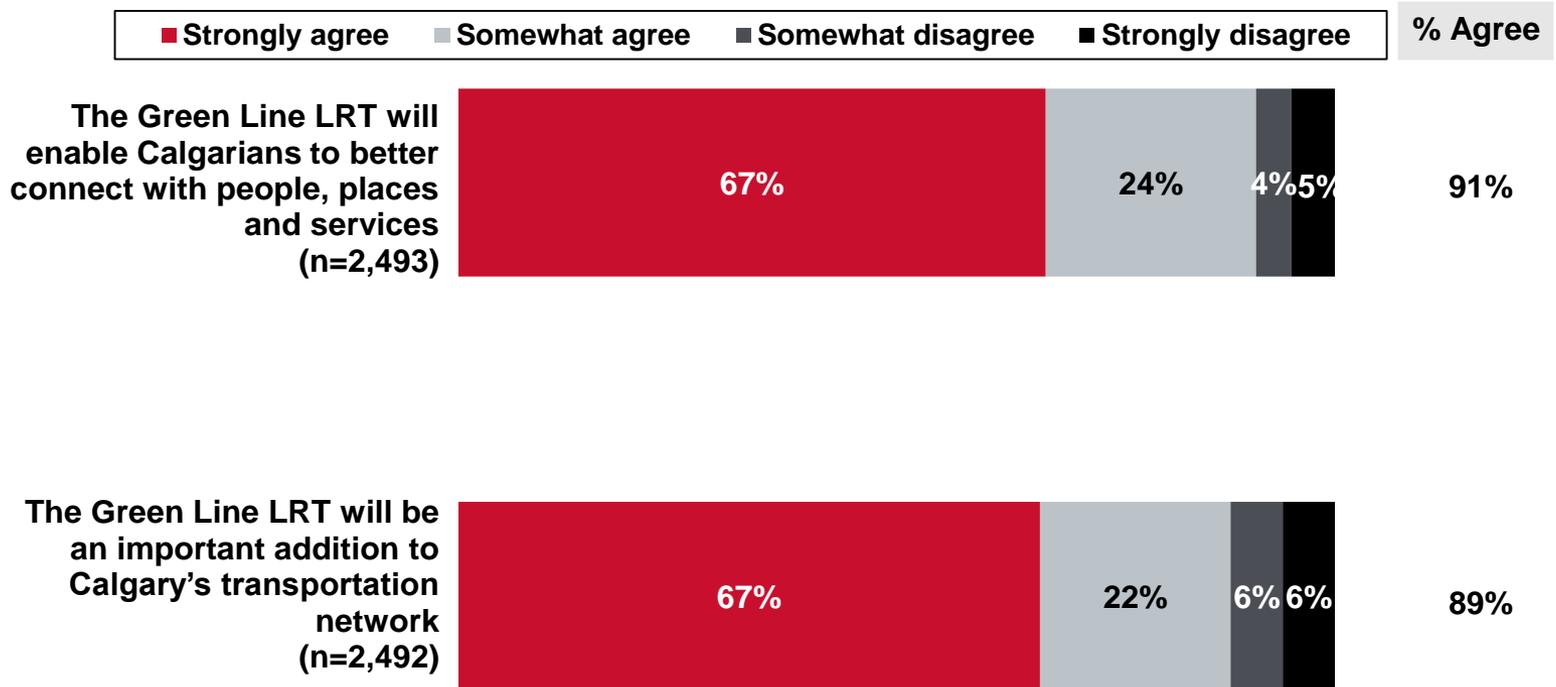
The Green Line is Calgary's next LRT line. When complete, it will connect communities between Keystone in the North and Seton in the Southeast to downtown and various other destinations along the way. How important do you think the Green Line LRT is to the future of Calgary, 10 years down the road and beyond?
 Base: Valid respondents (n=2,491)

*Rounding



Attitudes Regarding The Green Line LRT

New questions in Spring 2021



To what extent do you agree or disagree with the following statements?

Base: Valid respondents

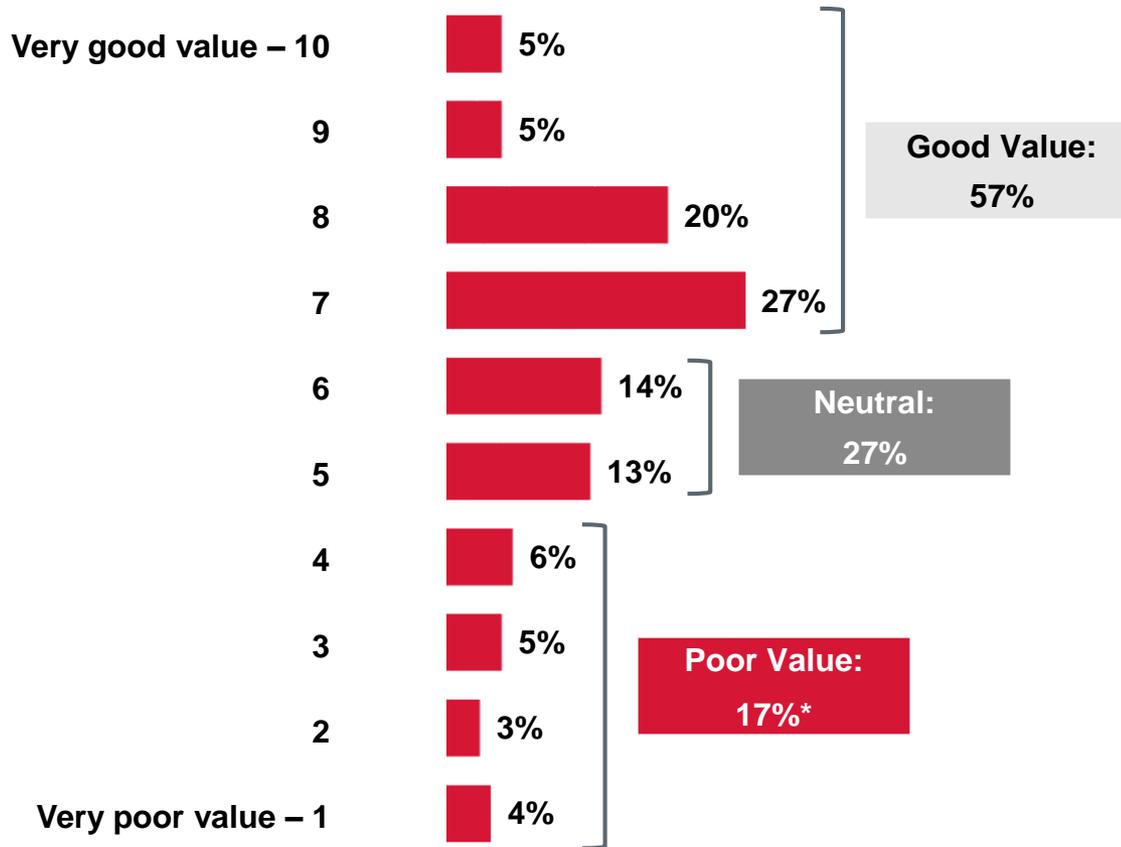


Taxation





Perceived Value of Property Taxes



Your property tax dollars are divided between The City and the Province. In Calgary, approximately two-thirds of your residential property tax payment goes to The City to fund municipal services. Considering the services provided by The City, please rate the value you feel you receive from your municipal property tax dollars using a scale of 1 to 10 where “1” represents “very poor value” and “10” represents “very good value.”

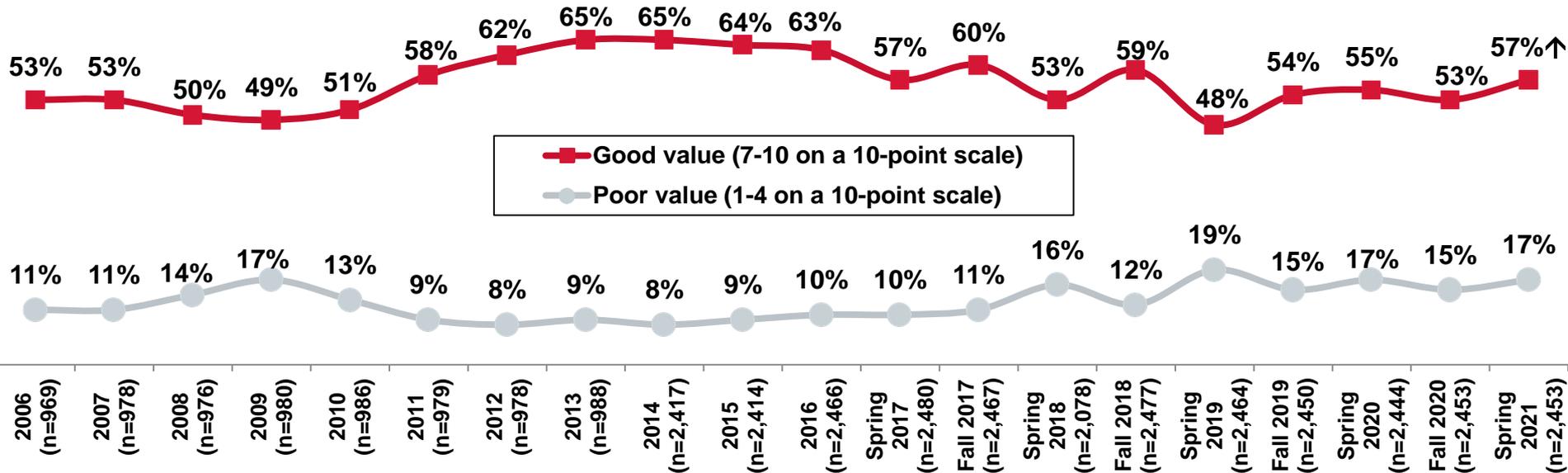
Base: Valid respondents (n=2,453)

*Rounding



Tracking | Perceived Value of Property Taxes

Please rate the value you feel you receive from your municipal property tax dollars



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.”

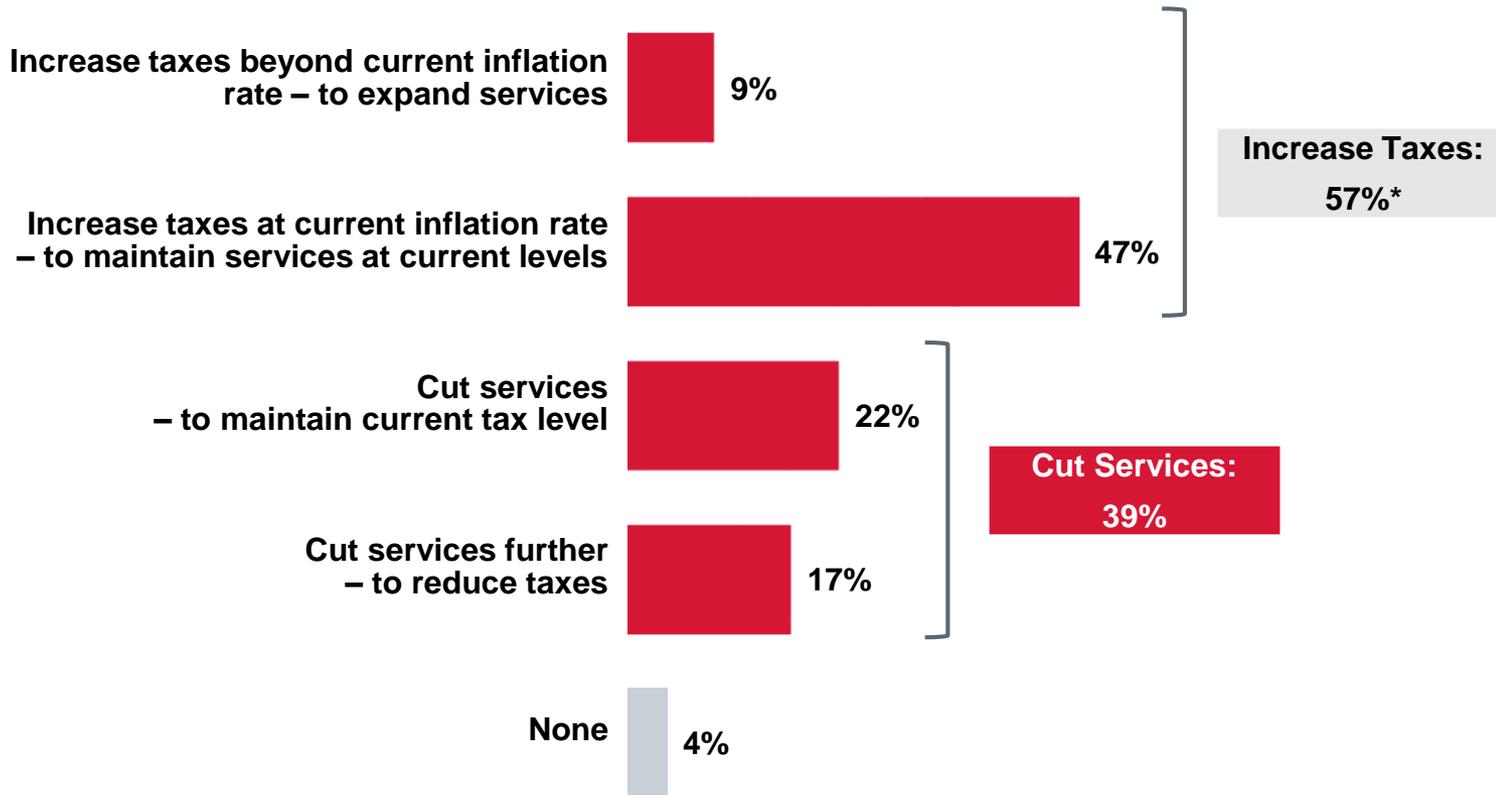
Base: Valid respondents

Neutral ratings of 5 or 6 are not shown

↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020



Balancing Taxation and Service Delivery Levels



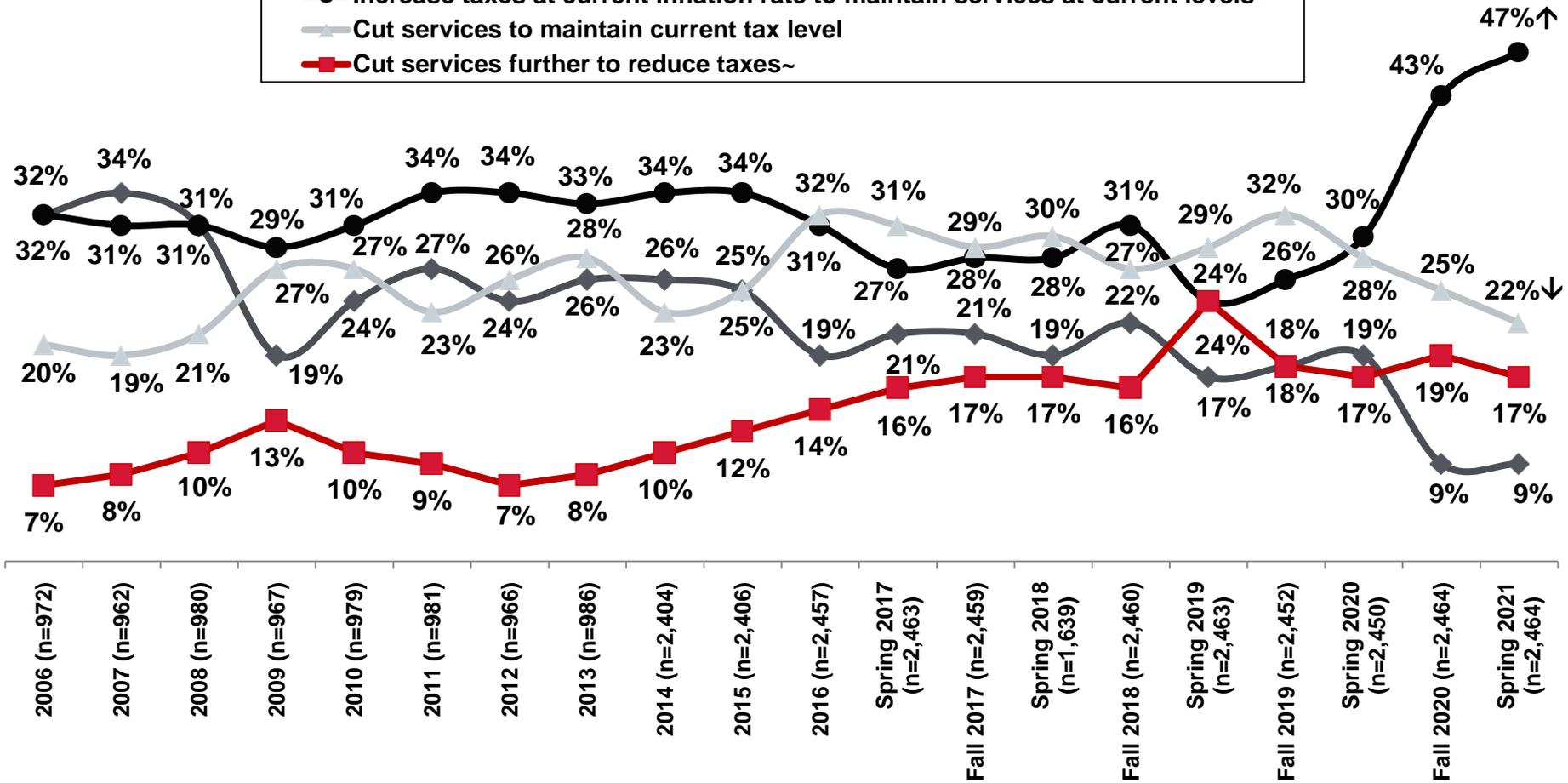
Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

*Rounding



Tracking | Balancing Taxation & Service Delivery

- ◆ Increase taxes beyond current inflation rate to expand services~
- Increase taxes at current inflation rate to maintain services at current levels~
- ▲ Cut services to maintain current tax level
- Cut services further to reduce taxes~

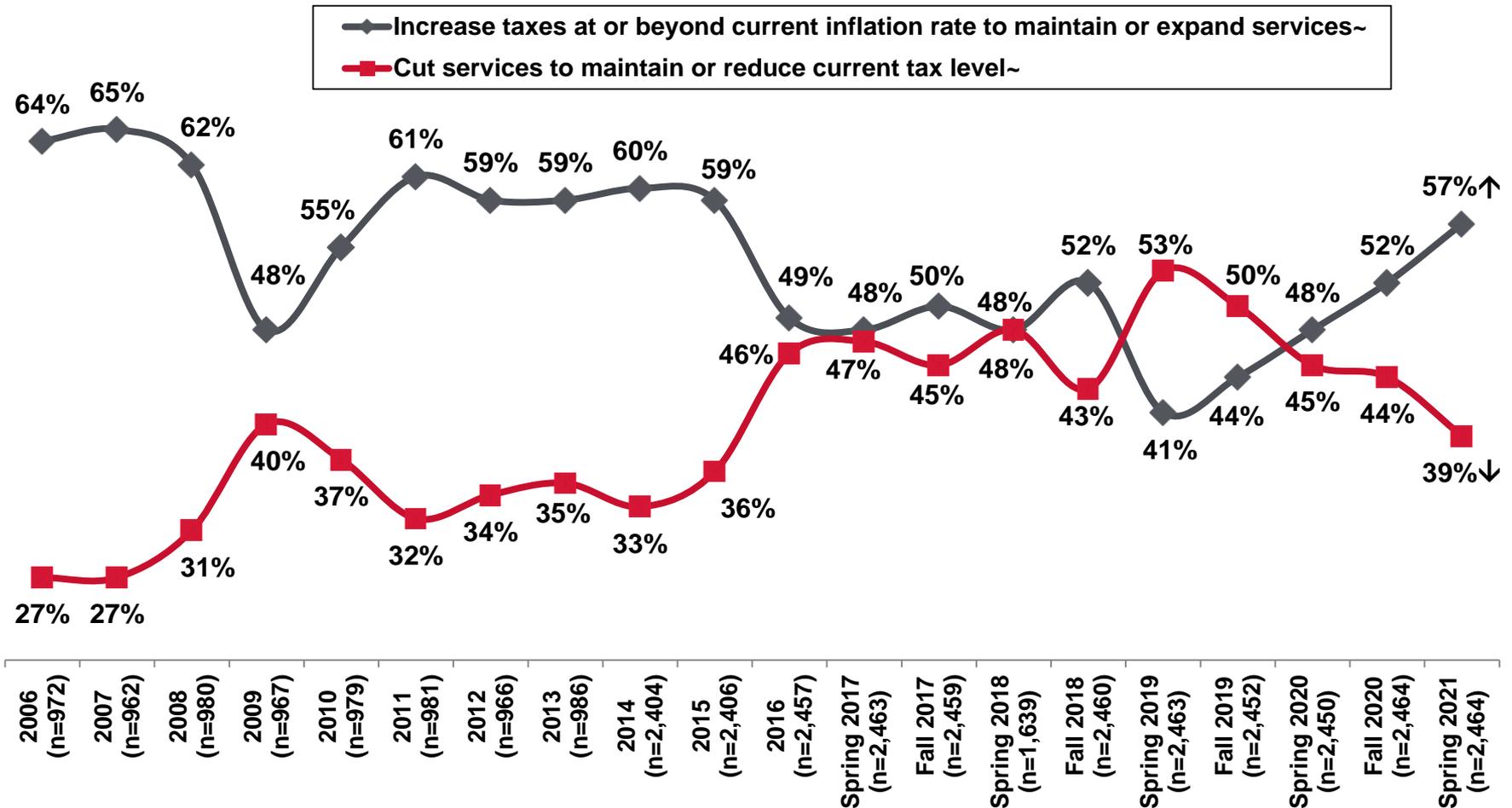


Municipal property taxes are the primary way to pay for services and programs provided by The City of Calgary. Due to the increased cost of maintaining current service levels and infrastructure, The City must balance taxation and service delivery levels. To deal with this situation, which of the following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

↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020



Tracking | Increase Taxes vs. Cut Services



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 variation prior to Fall 2020

↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

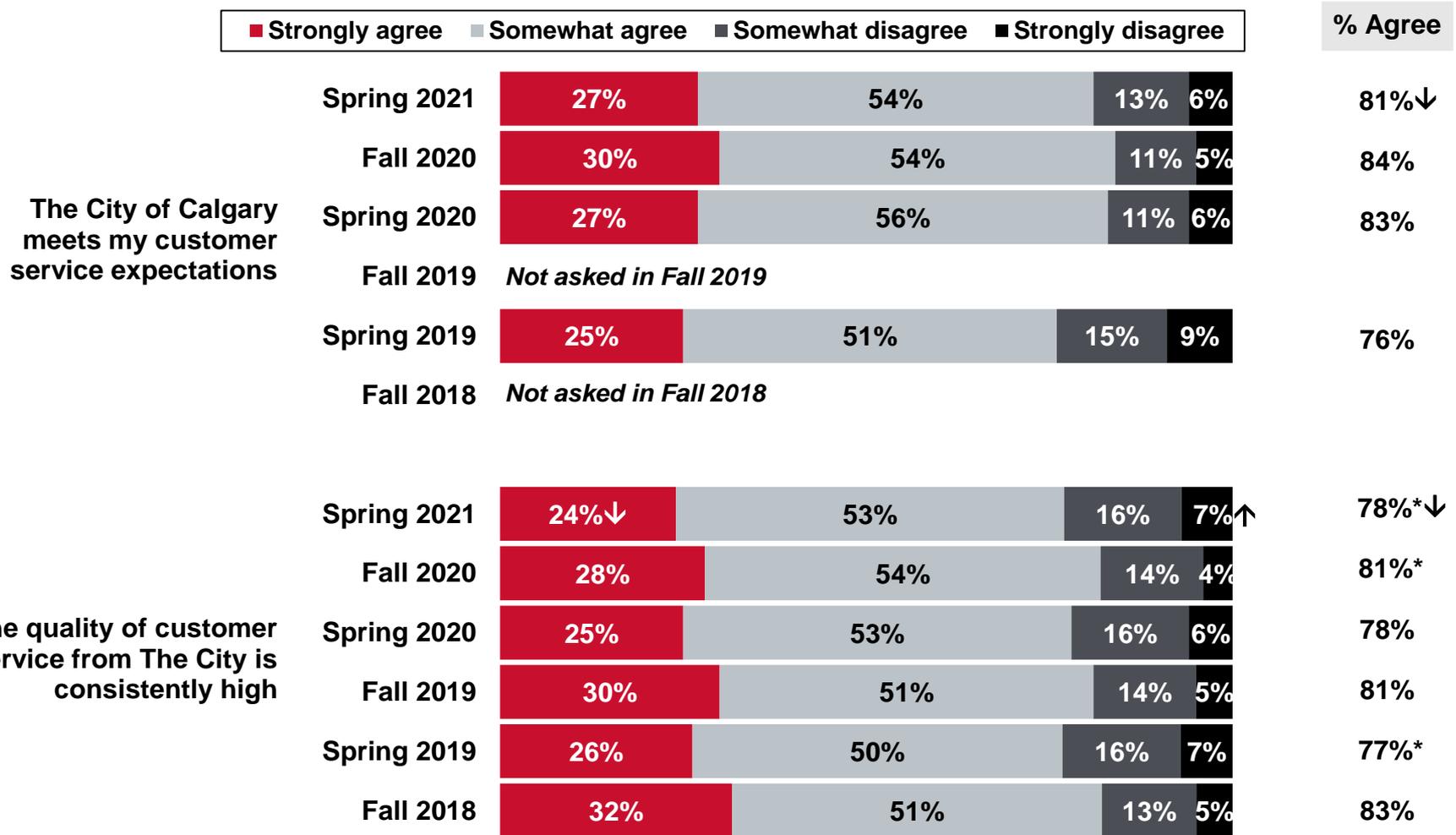


Perceptions of Service Delivery, Transparency and Citizen Input





Perceptions of Service Delivery



*Rounding

↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

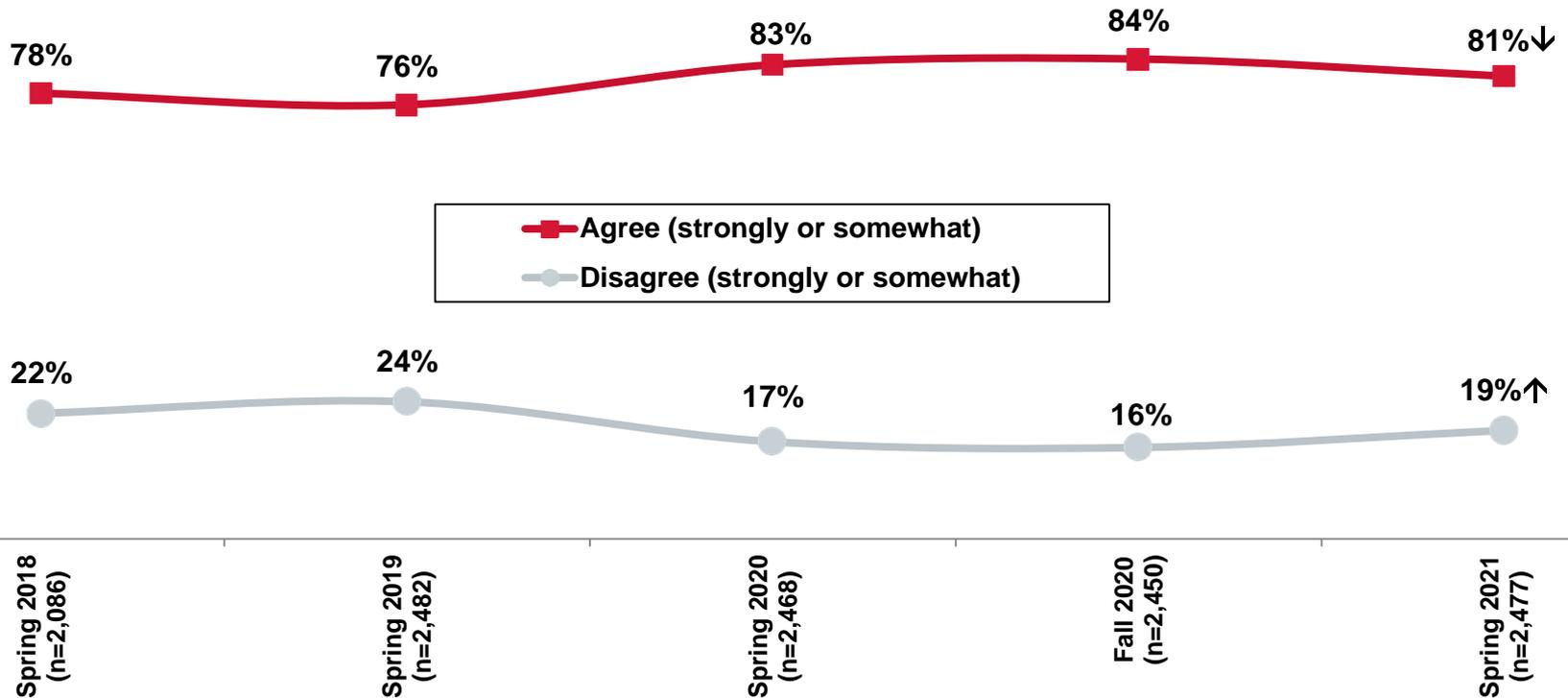
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents (Bases vary)



Tracking | Meeting Customer Service Expectations

The City of Calgary meets my customer service expectations⁺



⁺Not asked in Fall 2018 or Fall 2019 and not asked prior to Spring 2018

↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

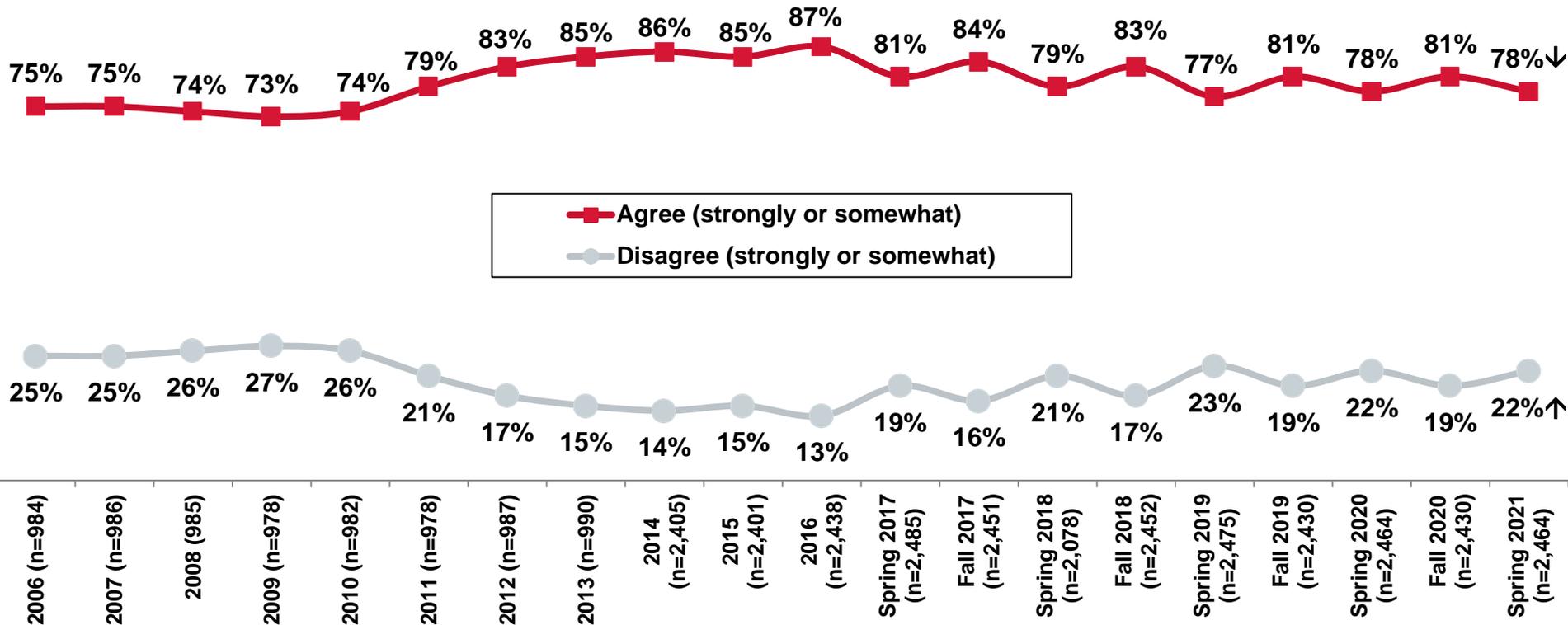
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents



Tracking | Quality of Customer Service

The quality of customer service from The City is consistently high



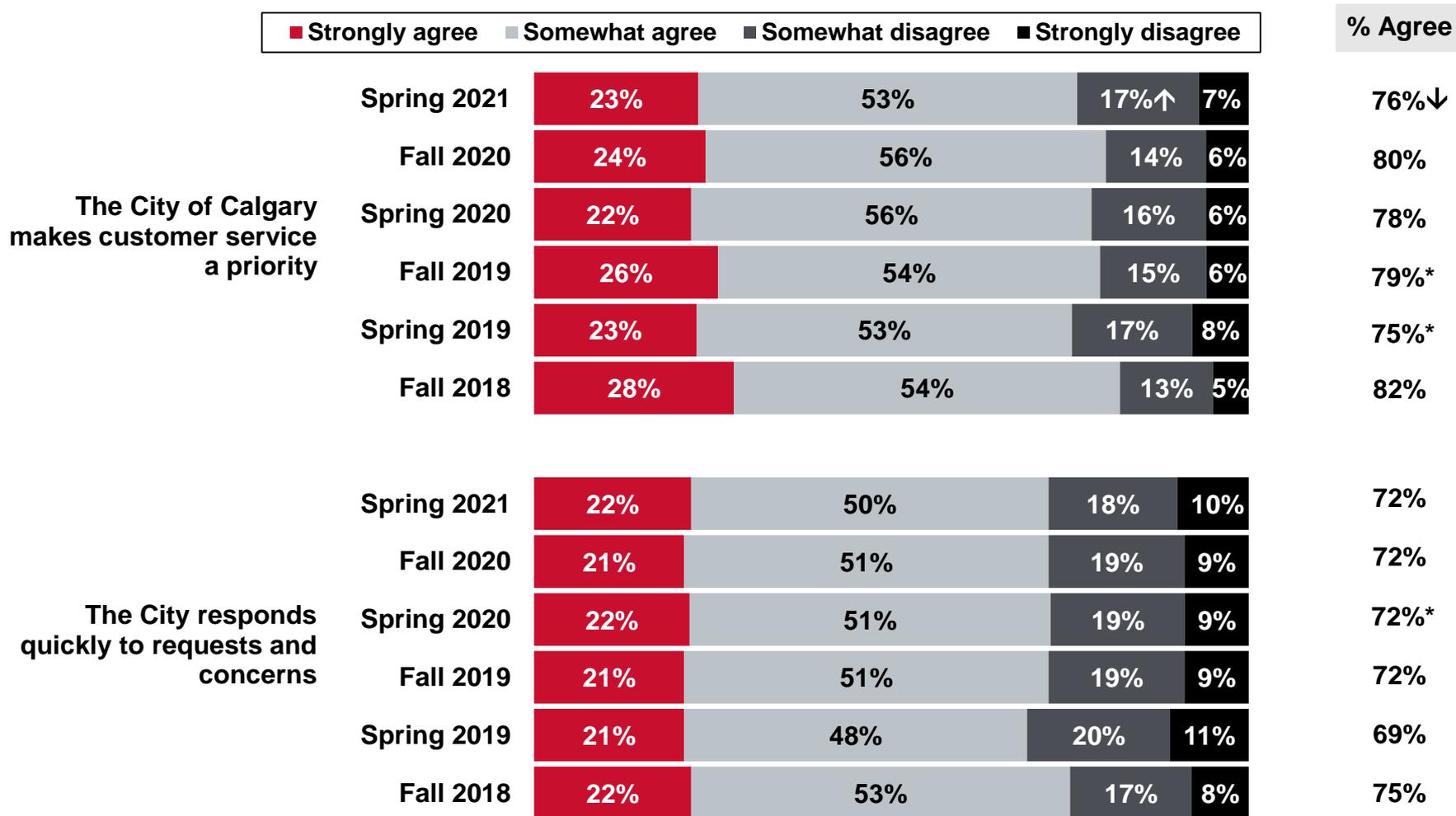
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents

↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020



Perceptions of Service Delivery (continued)



*Rounding

↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

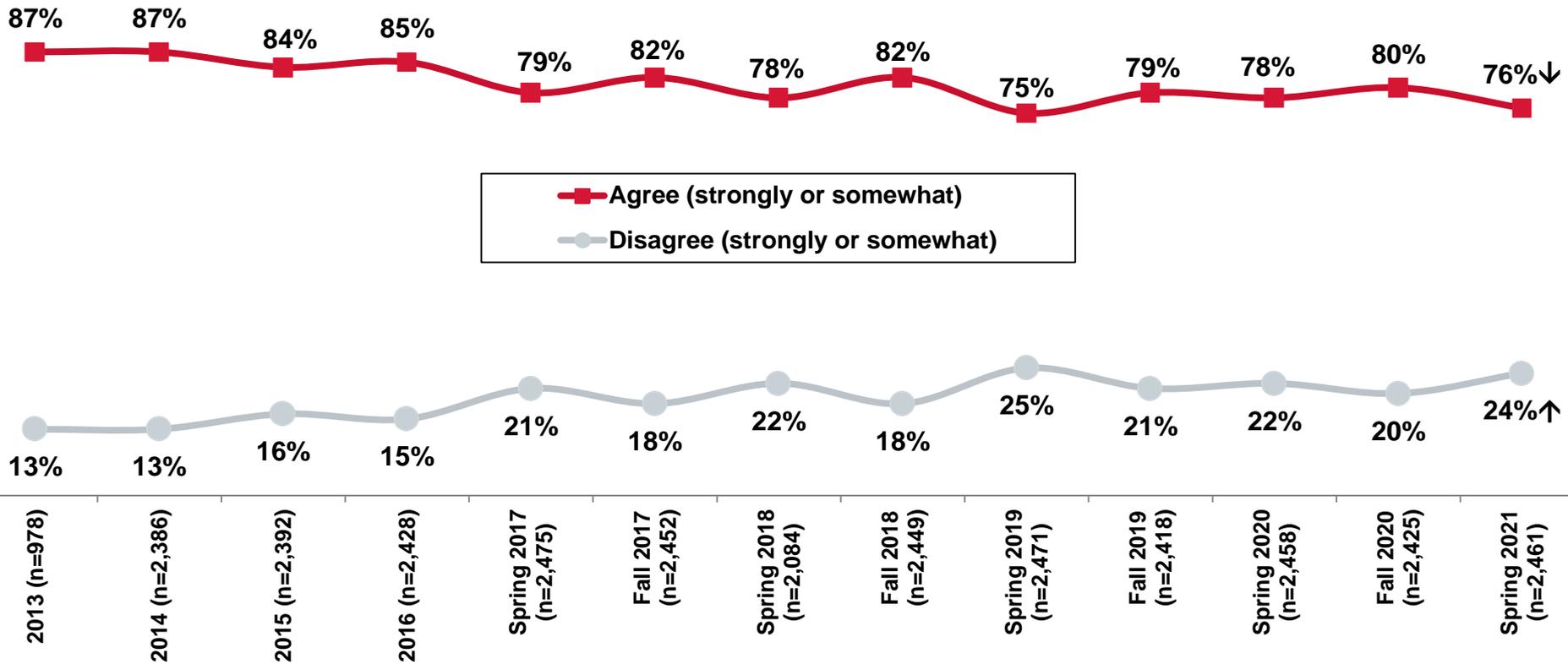
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents (Bases vary)



Tracking | Making Customer Service a Priority

The City of Calgary makes customer service a priority*



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

*Not asked prior to 2013

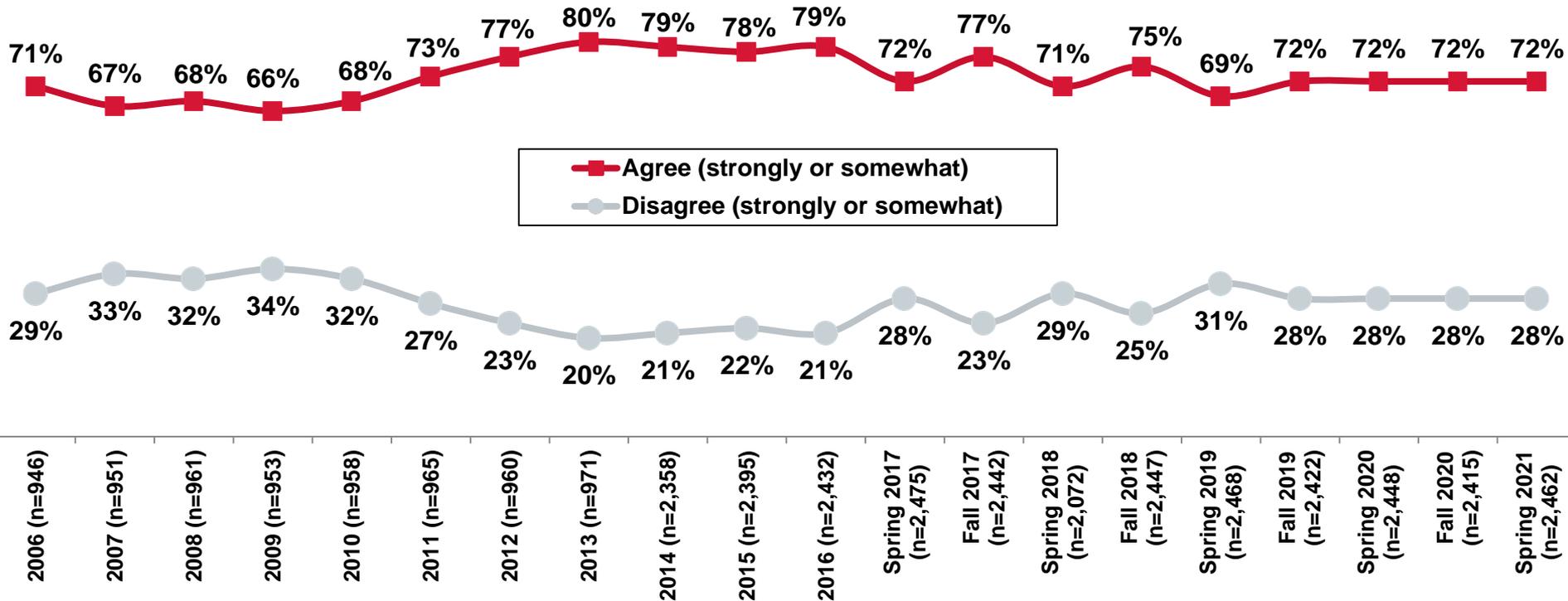
↑ Statistically higher than Fall 2020

↓ Statistically lower than Fall 2020



Tracking | Customer Service Responsiveness

The City responds quickly to requests and concerns



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

Base: Valid respondents



Transparency and Citizen Input

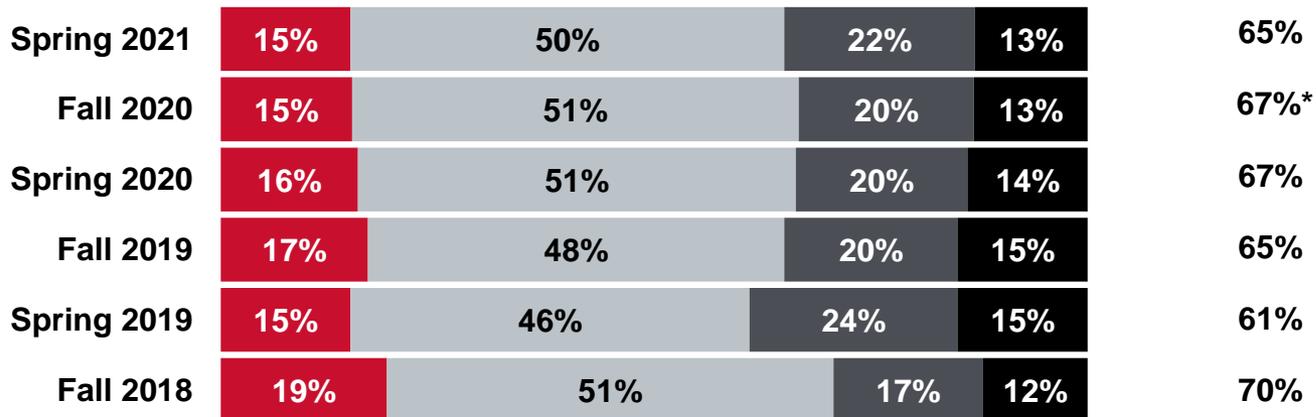
■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree

% Agree

The City of Calgary practices open and accessible government



The City uses input from Calgarians in decision-making about City projects and services



*Rounding

↑ Statistically higher than Fall 2020
↓ Statistically lower than Fall 2020

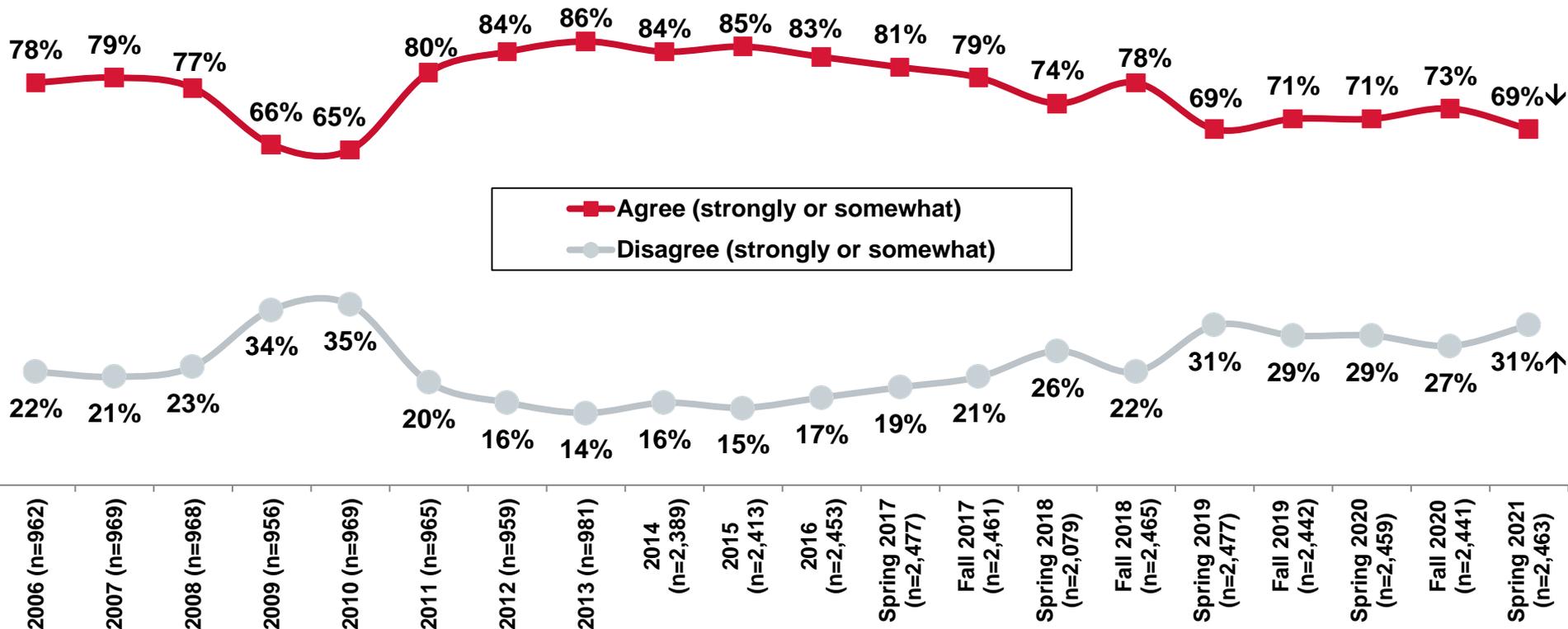
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents (Bases vary)



Tracking | Open and Accessible Government

The City of Calgary practices open and accessible government



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?

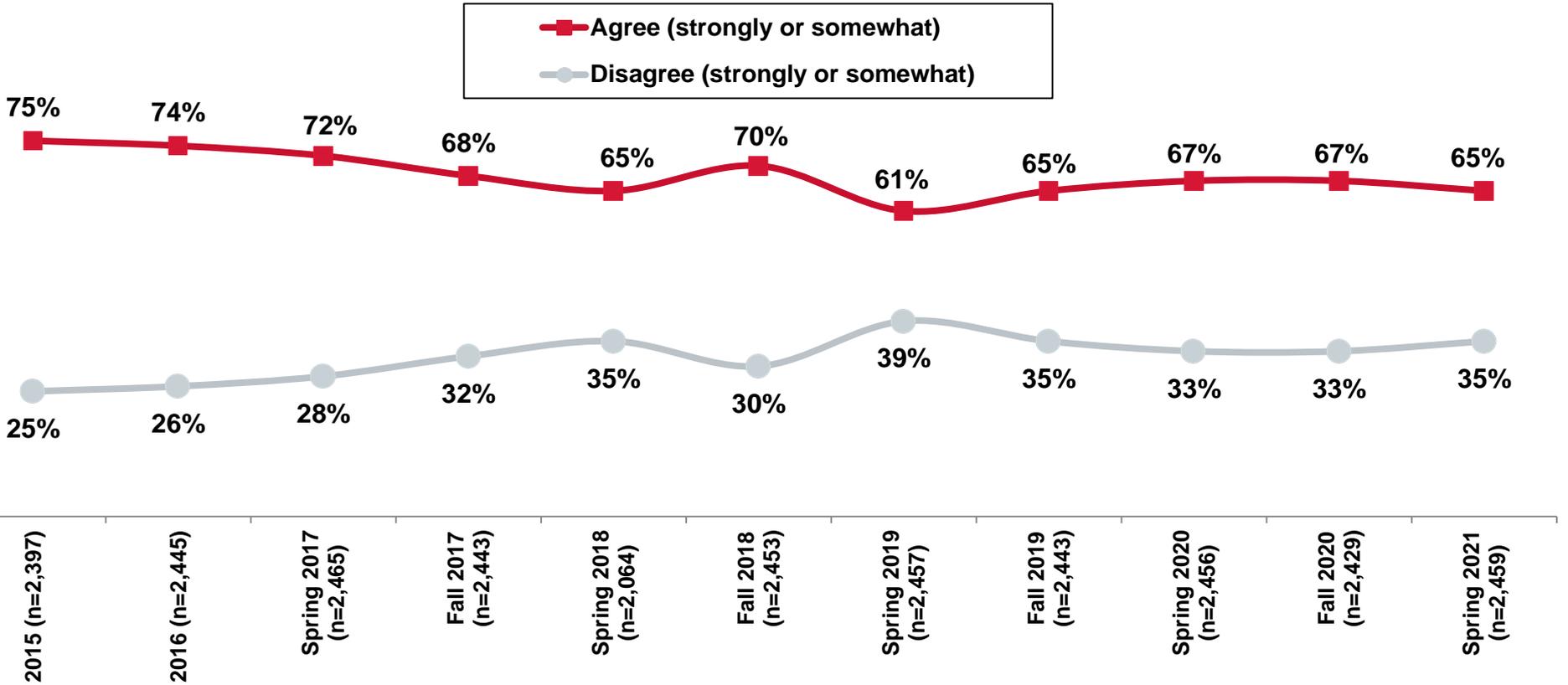
Base: Valid respondents

↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020



Tracking Use of Citizen Input in Decision-Making

The City uses input from Calgarians in decision-making about City projects and services*



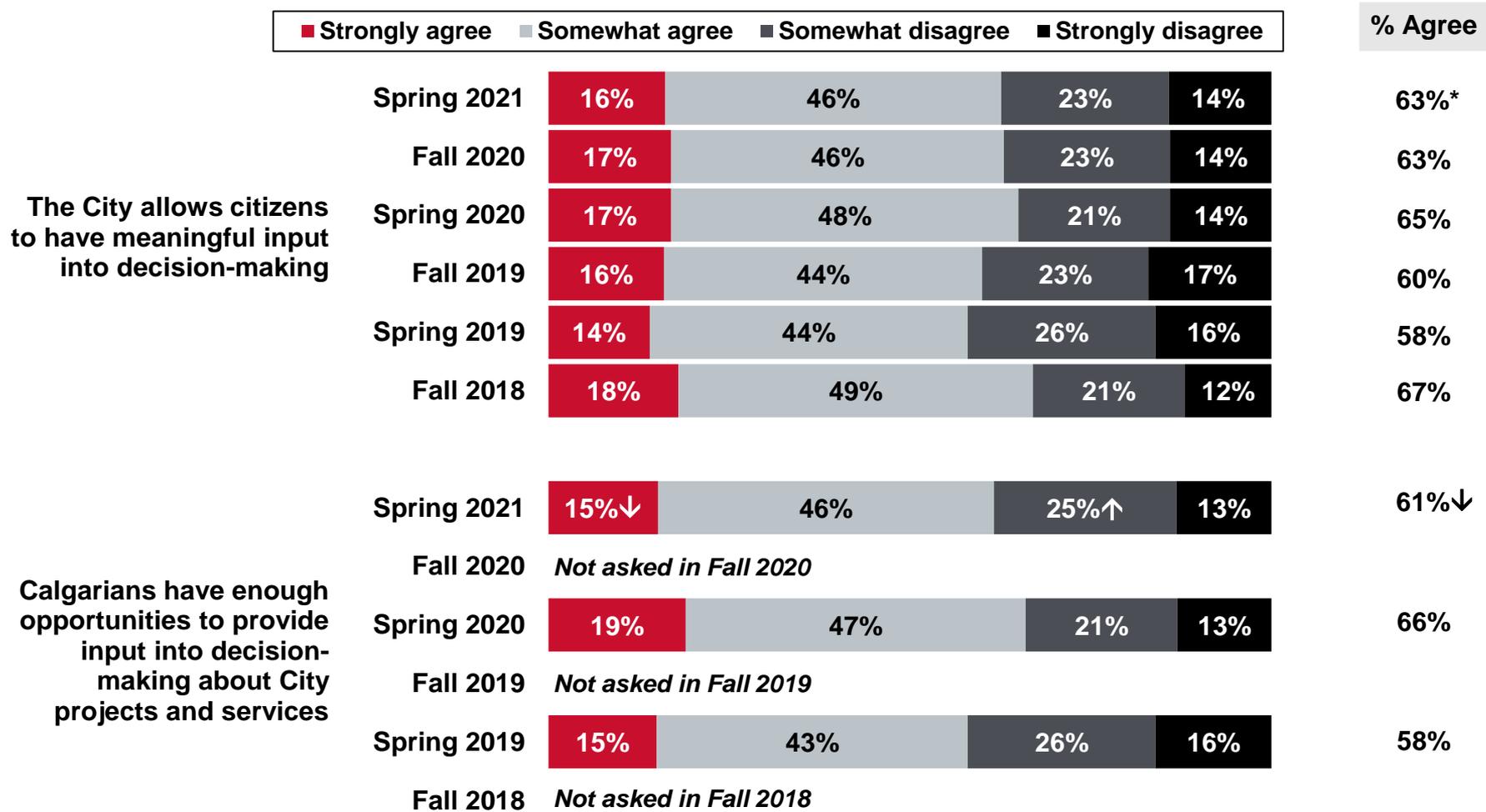
Thinking about your personal dealings with The City of Calgary, your general impressions and anything you may have read, seen or heard, please tell me whether you agree or disagree with each of the following statements about The City?

Base: Valid respondents

*Not asked prior to 2015



Transparency and Citizen Input (continued)



*Rounding

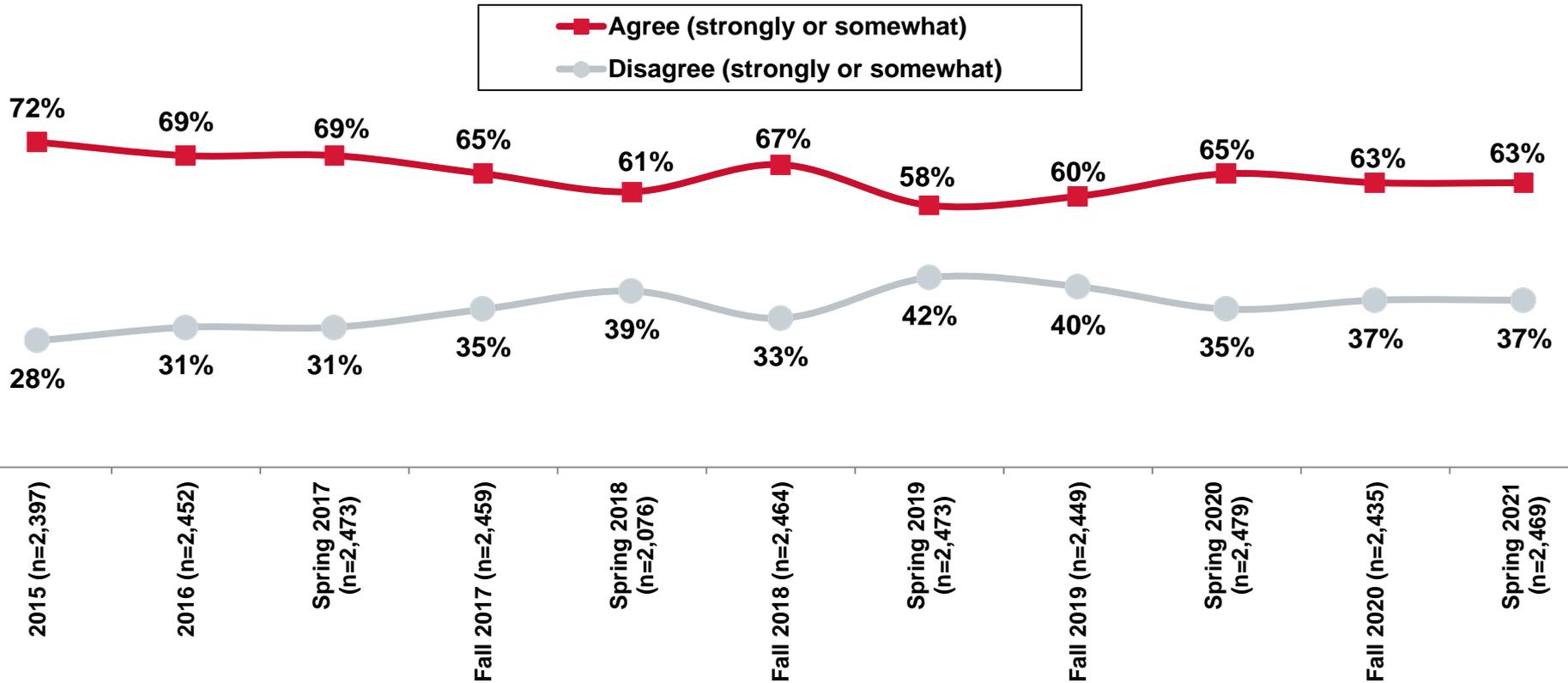
↑Statistically higher than Fall 2020 / **Spring 2020
 ↓Statistically lower than Fall 2020 / **Spring 2020

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)



Tracking | Allowing Citizens to Have Meaningful Input

The City allows citizens to have meaningful input into decision-making+



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?

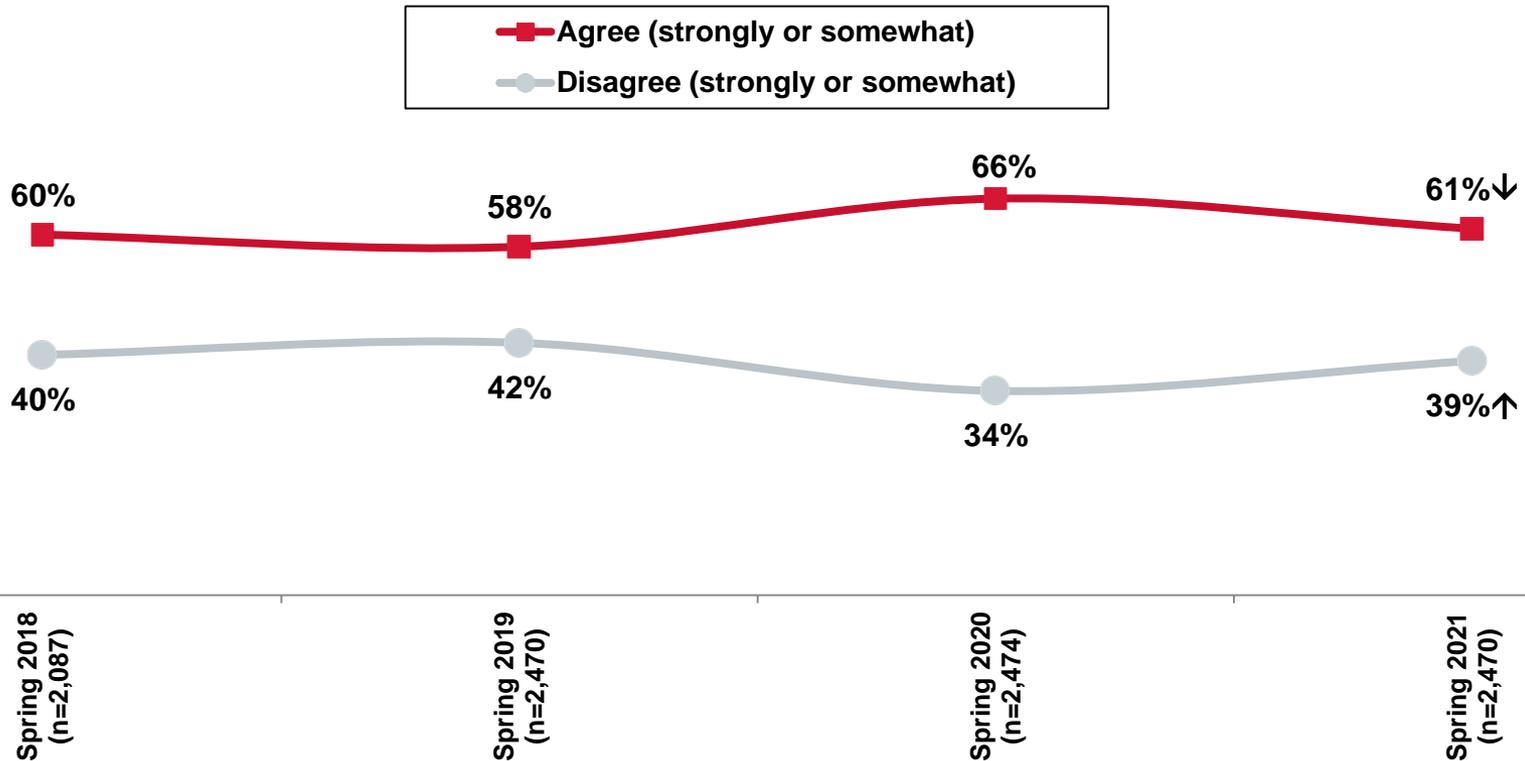
Base: Valid respondents

+Not asked prior to 2015



Tracking | Enough Opportunities for Input

Calgarians have enough opportunities to provide input into decision-making about City projects and services*



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

*Not asked prior to Spring 2018 / Not asked in Fall survey waves

↑Statistically higher than Spring 2020

↓Statistically lower than Spring 2020

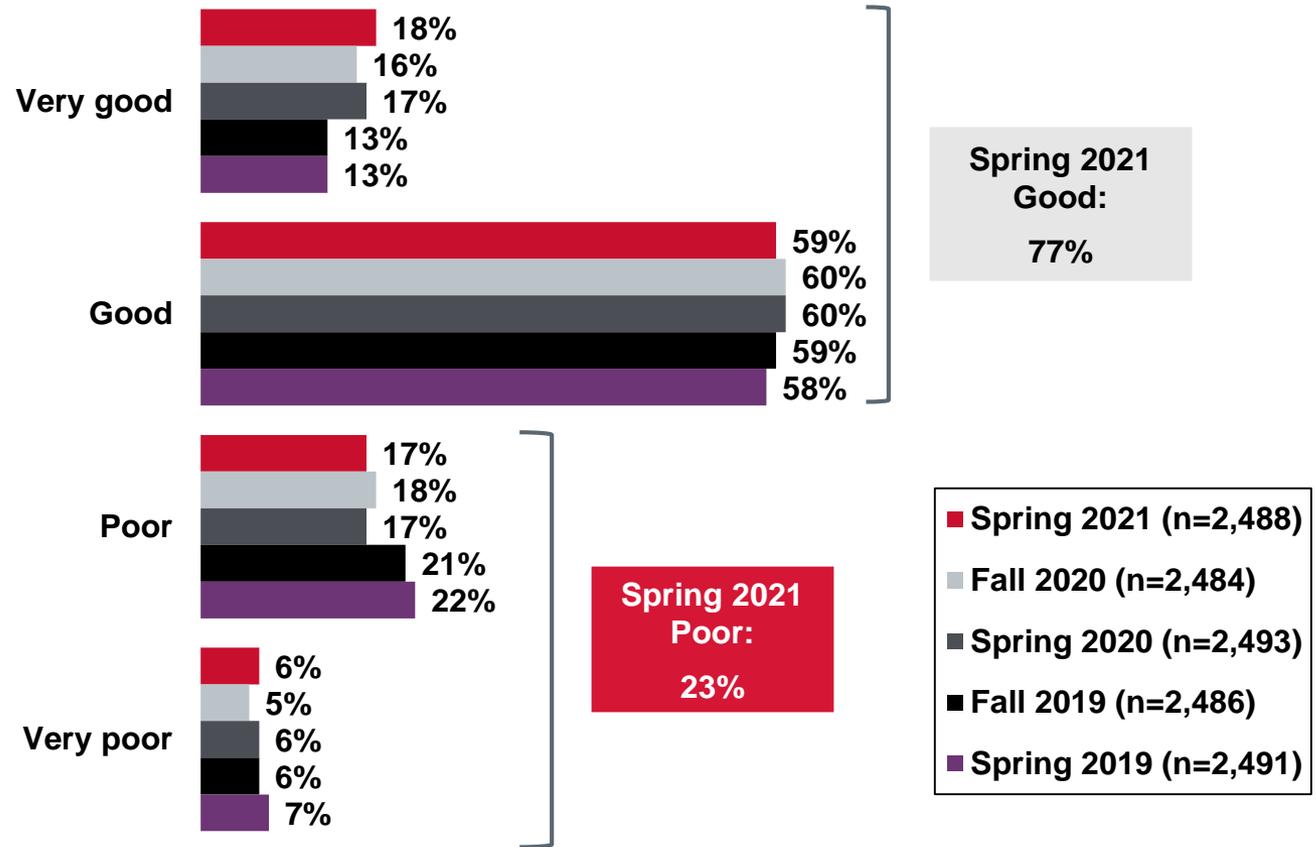


City Communications





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?

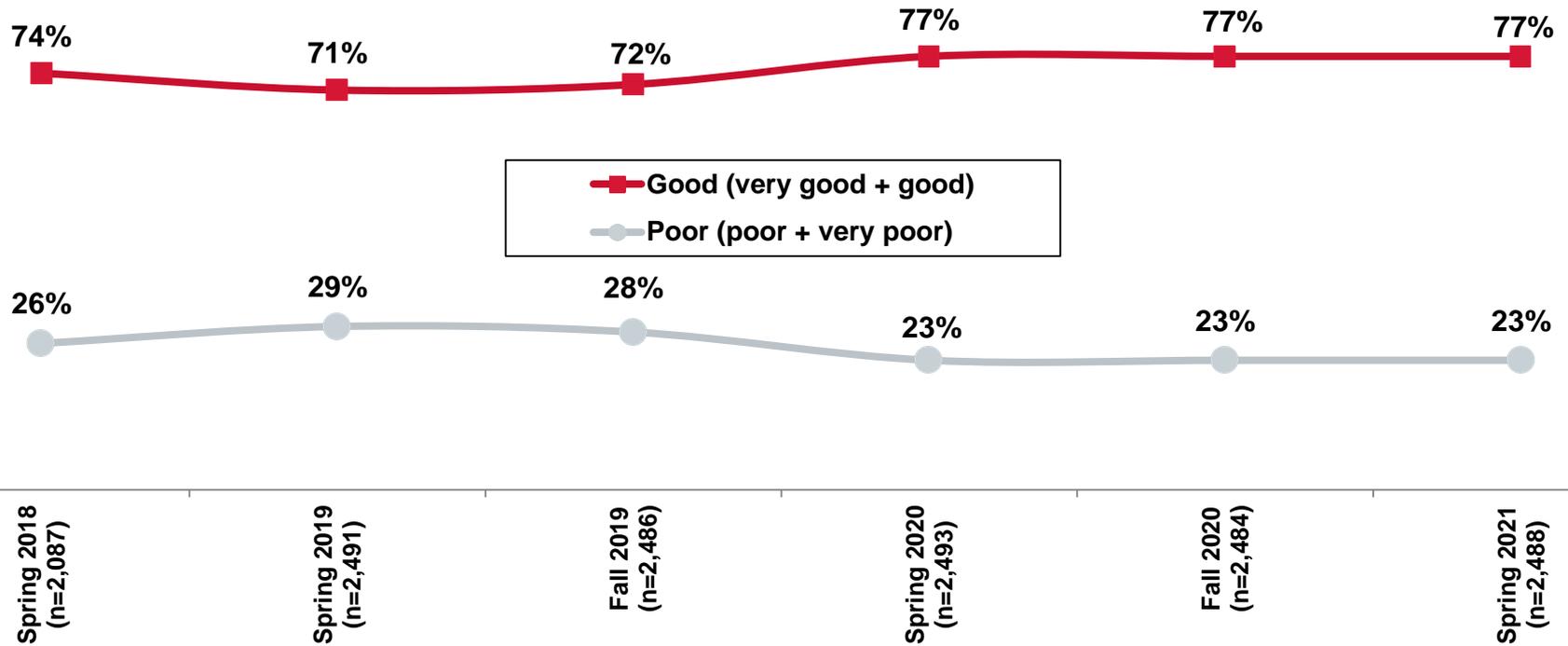
Base: Valid respondents

*Rounding



Tracking | Overall Communication from The City

How would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans within the past 6 months?+



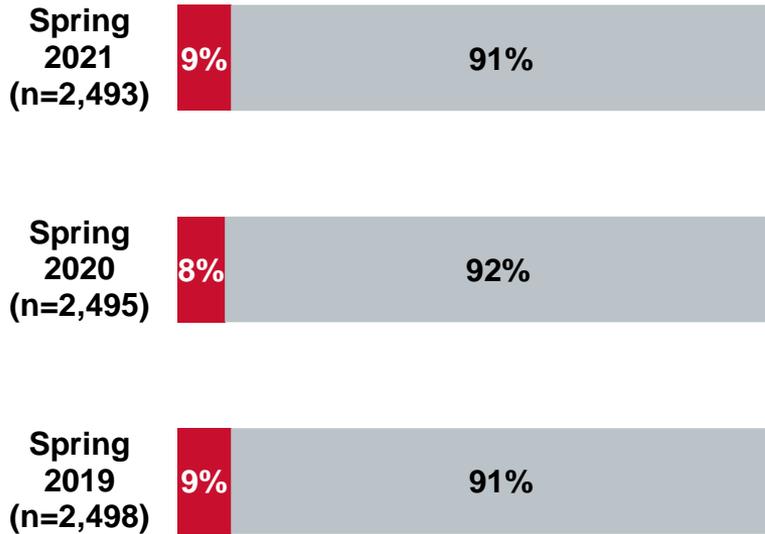
Overall, how would you rate The City of Calgary in terms of how well it communicates with citizens about its services, programs, policies and plans in the past 6 months?
 Base: Valid respondents

+Not asked prior to Spring 2018 and not asked in in Fall 2018



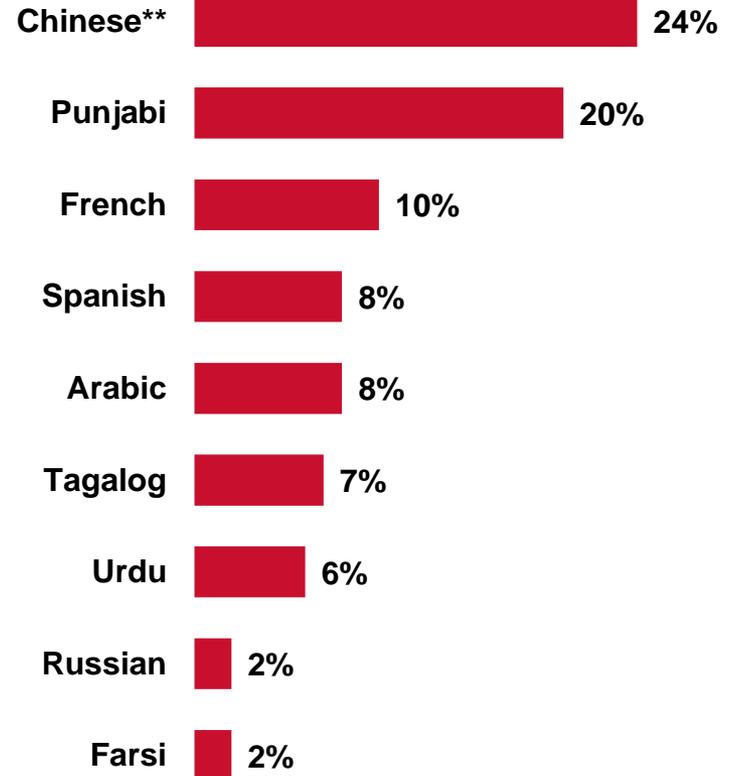
In-Language Communications

% Prefer In-Language Communications⁺



■ Yes ■ No

Language Preferred



Only languages with 2% or more of total mentions are shown.

⁺Not asked prior to Spring 2019

**Includes mentions of Chinese, Cantonese and Mandarin

And what language would you prefer?
Base: Valid respondents (Spring 2021 n=151)

Would it be helpful to you or anyone in your household to receive information about The City of Calgary's programs and services in a language other than English?
Base: Valid respondents

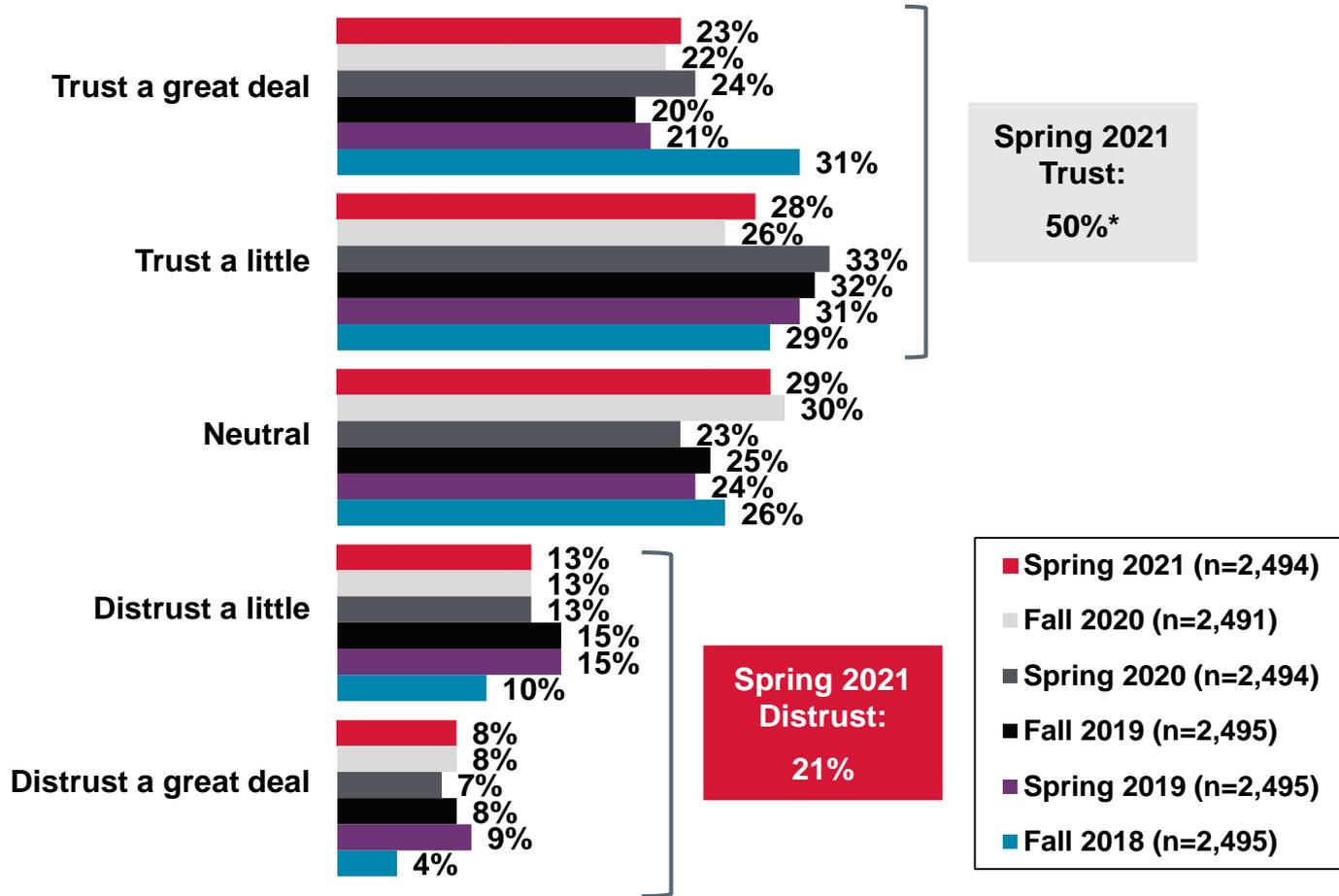


City Reputation and Performance





Trust in The City of Calgary



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

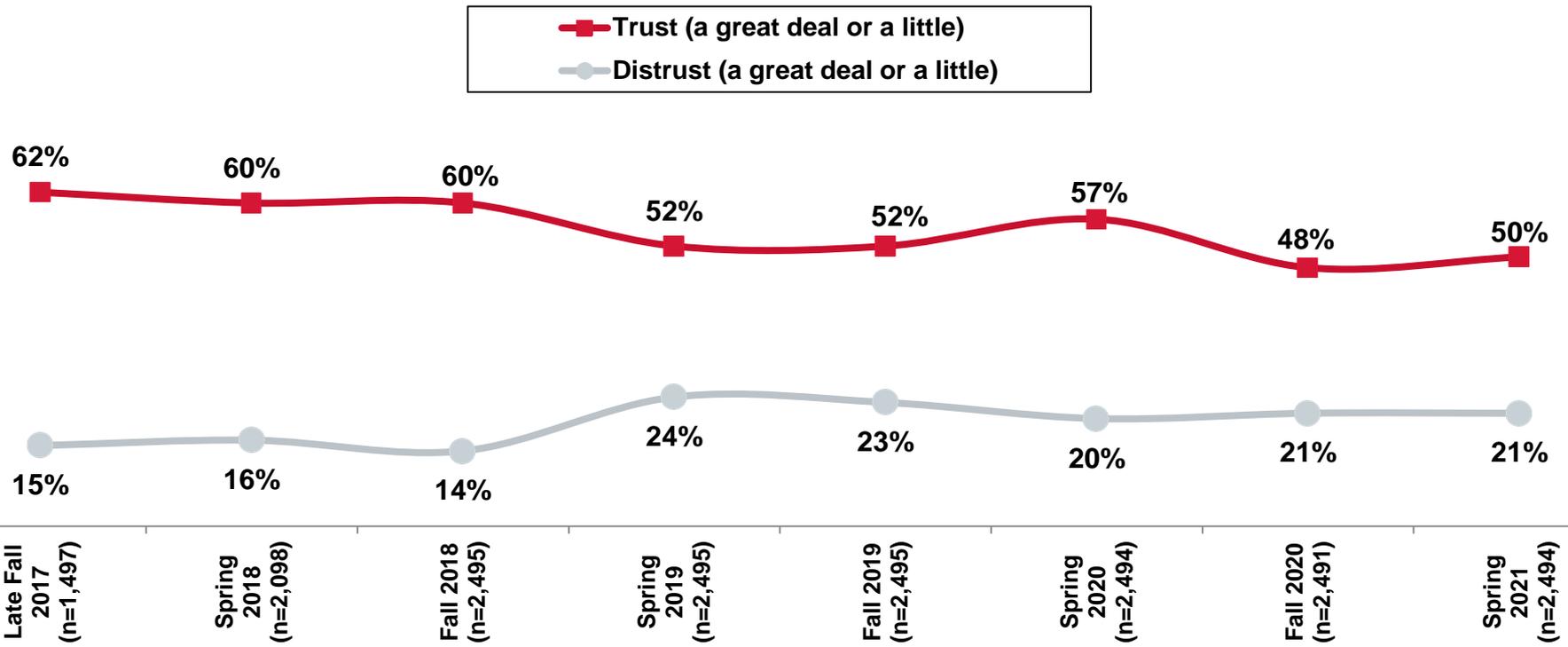
Base: Valid respondents

*Rounding



Tracking | Trust in The City of Calgary

How much do you trust or distrust The City of Calgary?+



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?

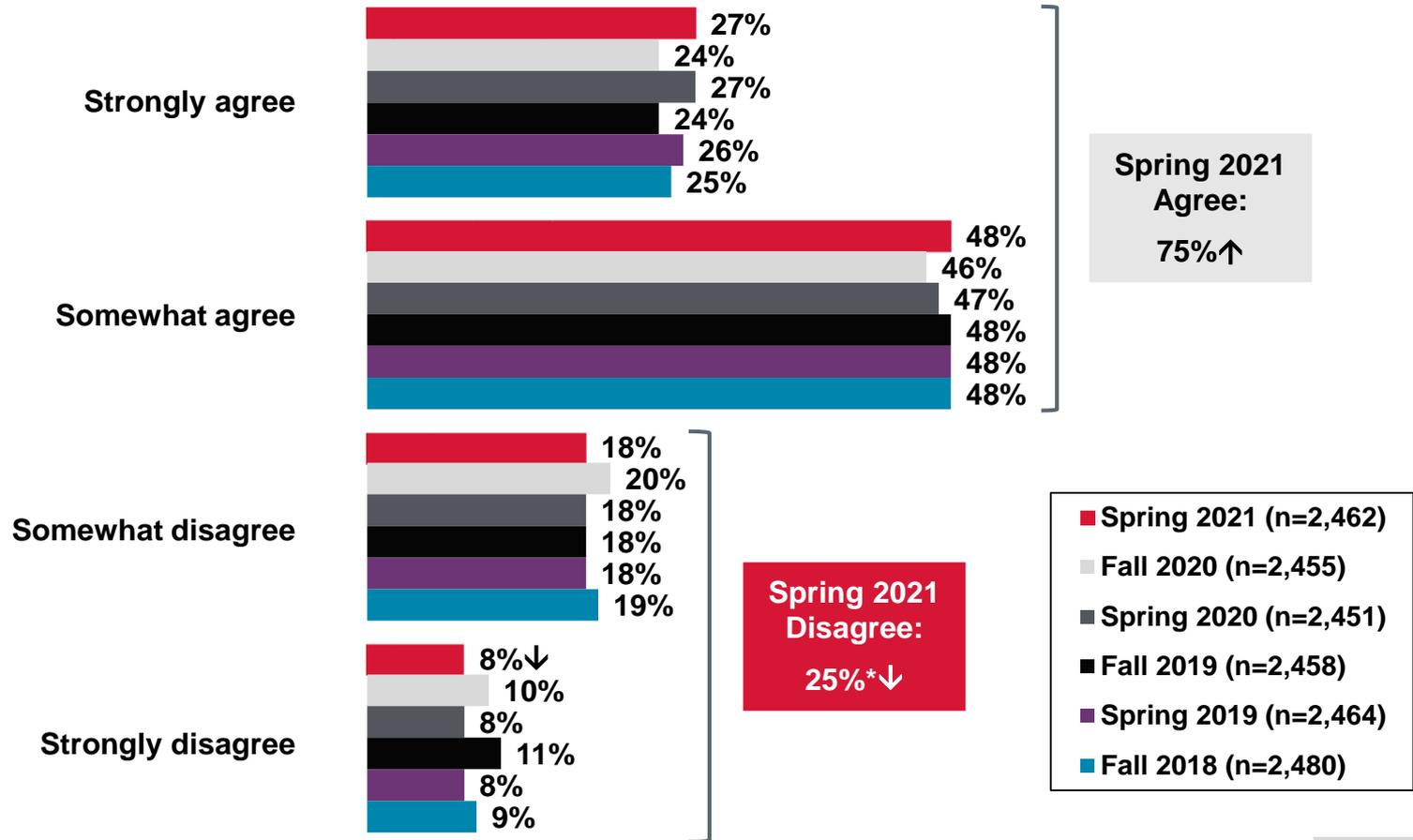
Base: Valid respondents

+Question introduced in an additional survey in Late Fall 2017
Neutral ratings are not shown



Understanding of Municipal Roles

I understand the roles and responsibilities of City Council compared to those of City Administration



*Rounding

↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020

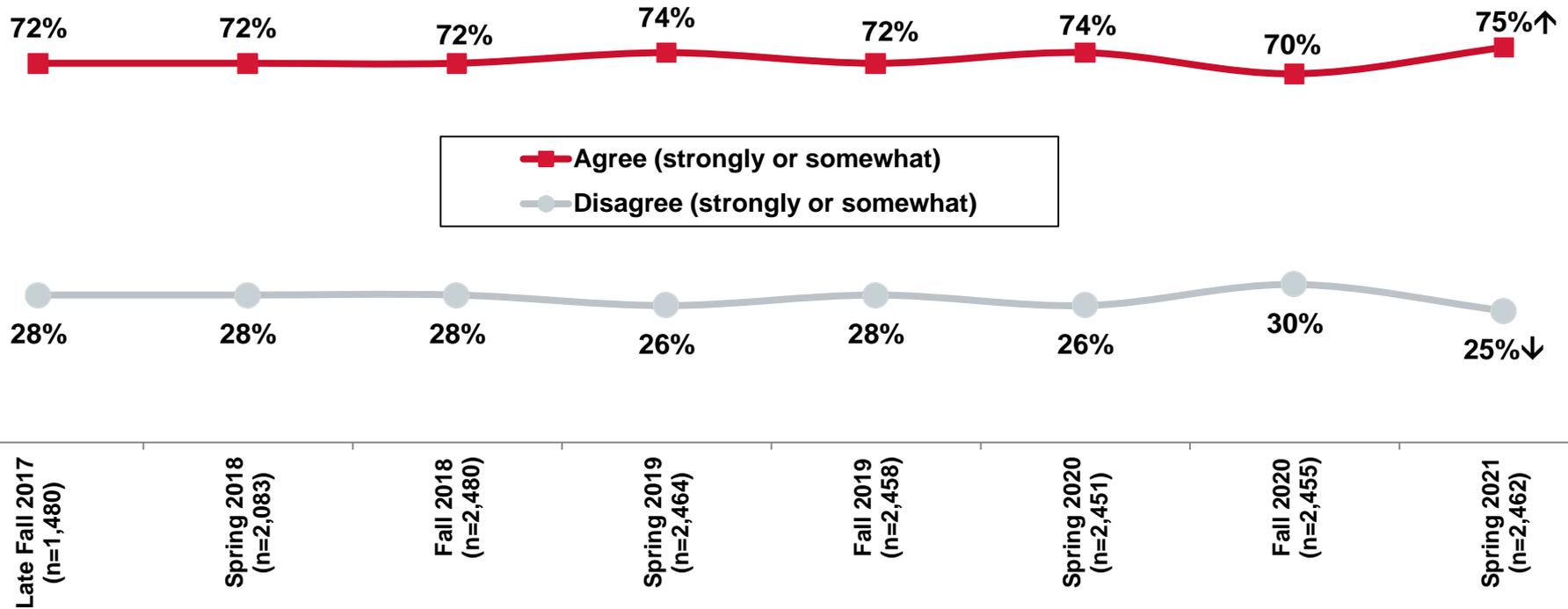
Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

Base: Valid respondents



Tracking | Understanding of Municipal Roles

I understand the roles and responsibilities of City Council compared to those of City Administration⁺



Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the following statement: I understand the roles and responsibilities of City Council compared to those of City Administration.

Base: Valid respondents

⁺Question introduced in an additional survey in Late Fall 2017

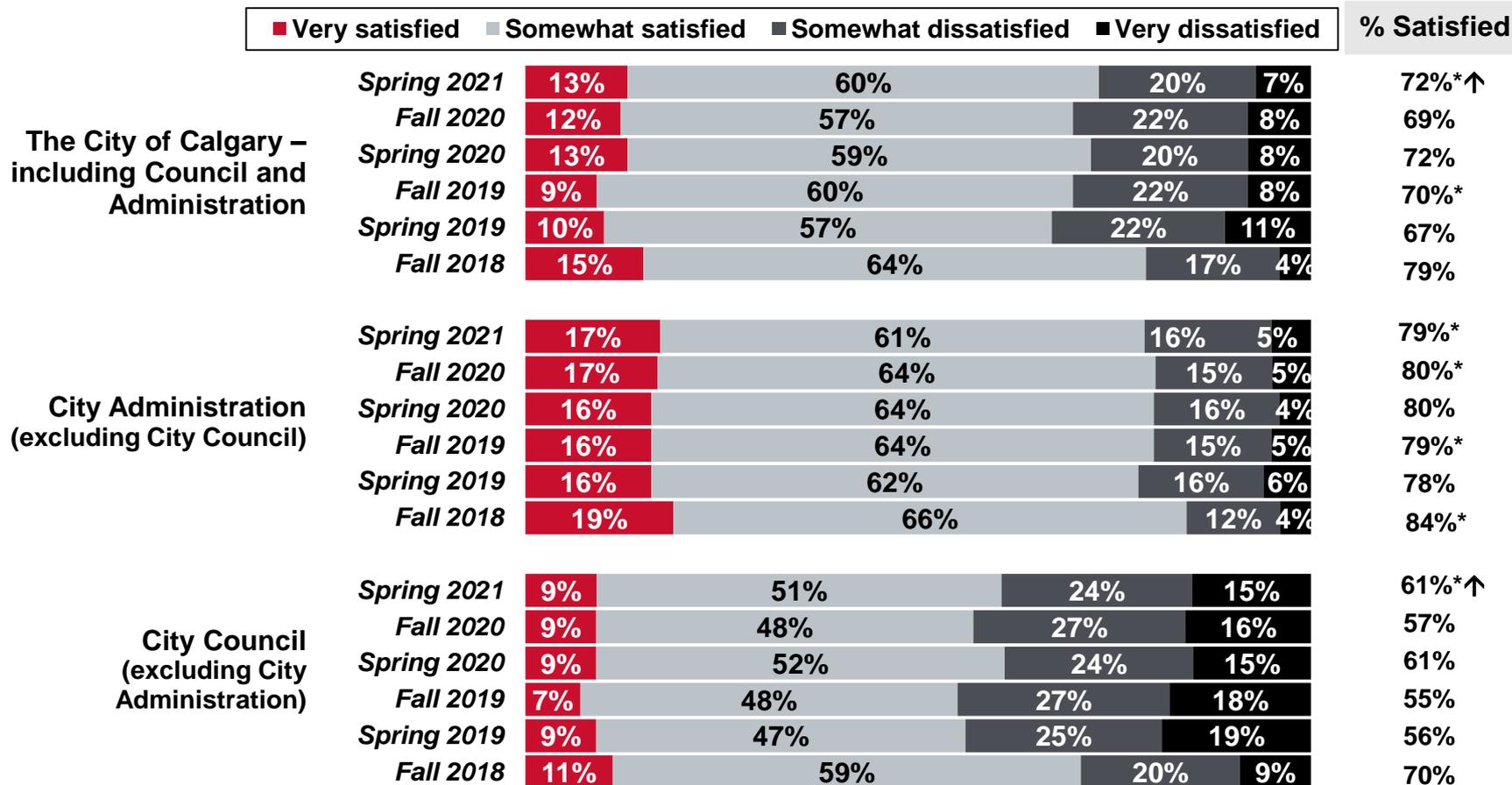
↑Statistically higher than Fall 2020

↓Statistically lower than Fall 2020



Perceptions About City Performance

As you may know, **City Council** is made up of elected officials who are the legislative body that govern The City. While **City Administration** is made up of non-elected employees at The City who are responsible for the management and running of local services. In other words, public servants who administer services, facilities, safety and infrastructure for communities.



*Rounding

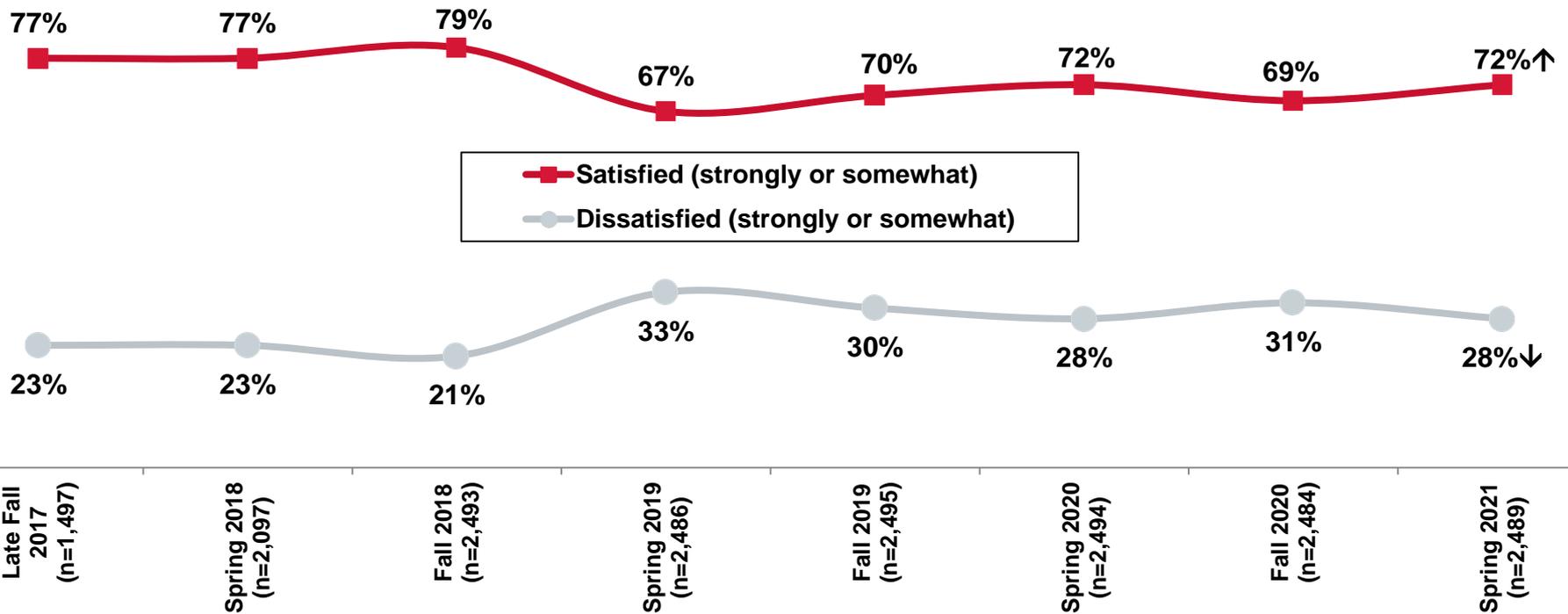
Taking everything into account, how satisfied or dissatisfied are you with the way [INSERT] is going about running our City?
 Base: Valid respondents (Bases vary)

↑ Statistically higher than Fall 2020
 ↓ Statistically lower than Fall 2020



Tracking | City of Calgary Performance

How satisfied or dissatisfied are you with the way The City of Calgary, including Council and Administration as a whole – is going about running our city?+



+Question introduced in an additional survey in Late Fall 2017

↑Statistically higher than Fall 2020

↓Statistically lower than Fall 2020

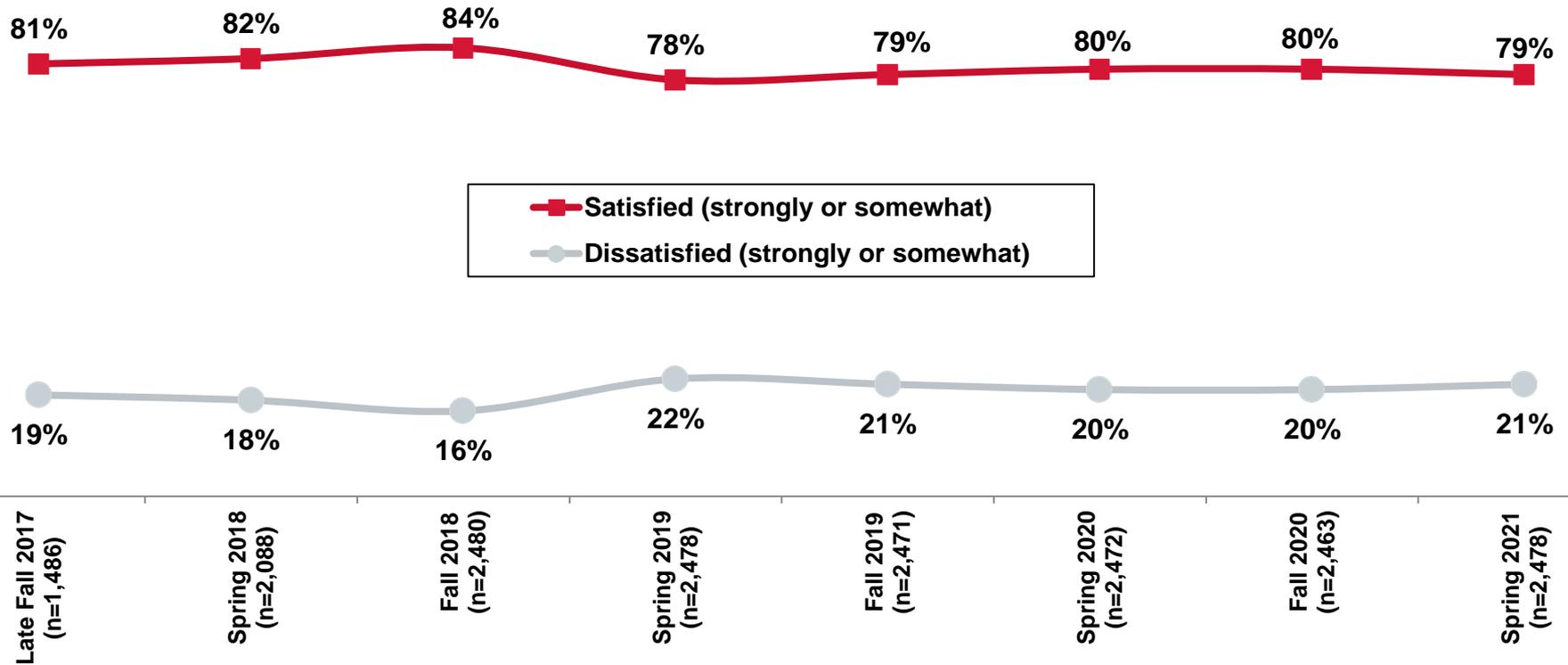
Taking everything into account, how satisfied or dissatisfied are you with the way The City of Calgary, including Council and Administration as a whole - is going about running our City?

Base: Valid respondents



Tracking | Performance of City Administration

Thinking of Calgary's City Administration, EXCLUDING Council, how satisfied or dissatisfied are you with the way City Administration is going about running our City?+



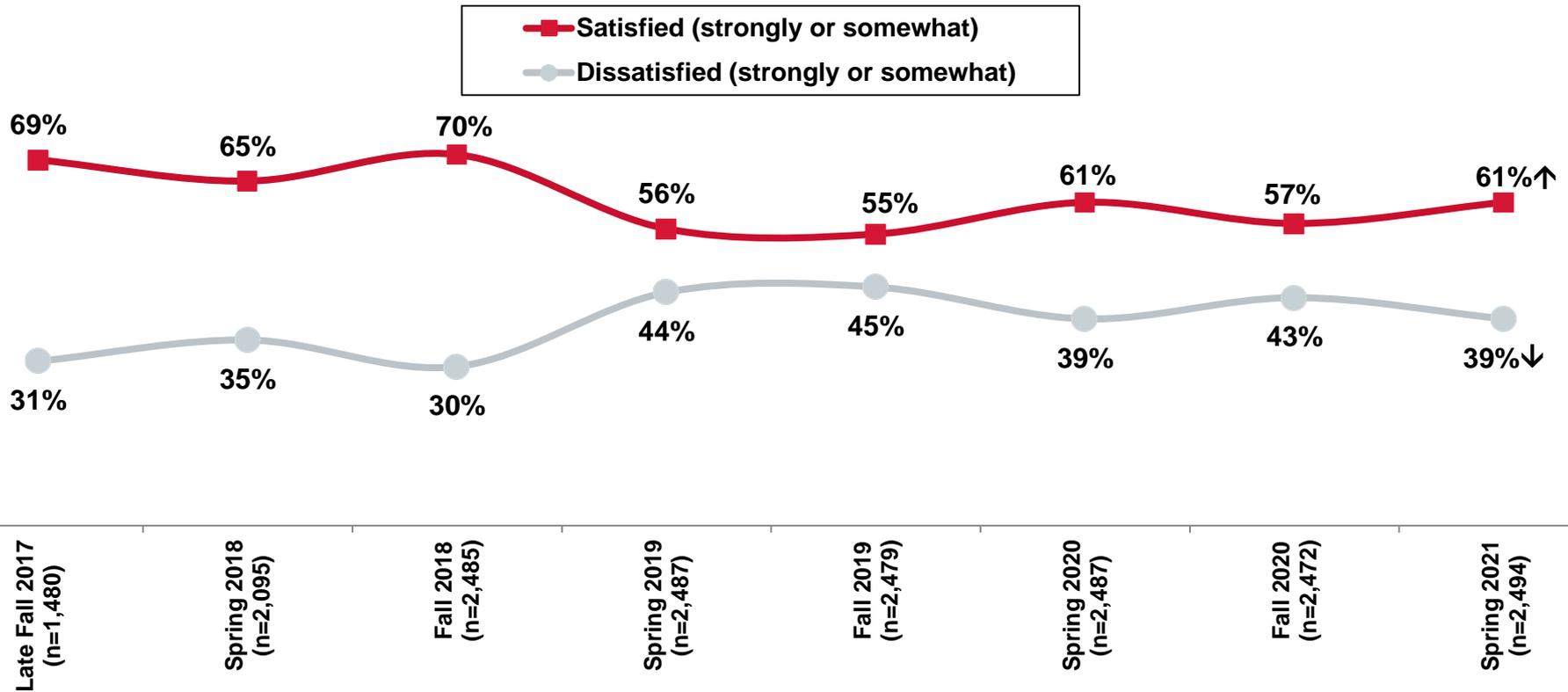
Thinking of Calgary's City Administration, EXCLUDING Council, how satisfied or dissatisfied are you with the way City Administration is going about running our City?
 Base: Valid respondents

+Question introduced in an additional survey in Late Fall 2017



Tracking | Performance of City Council

Thinking of Calgary's City Council, EXCLUDING City Administration, how satisfied or dissatisfied are you with the way City Council is going about running our City?*



*Question introduced in an additional survey in Late Fall 2017

↑Statistically higher than Fall 2020

↓Statistically lower than Fall 2020

Thinking of Calgary's City Council, EXCLUDING City Administration, how satisfied or dissatisfied are you with the way City Council is going about running our City?

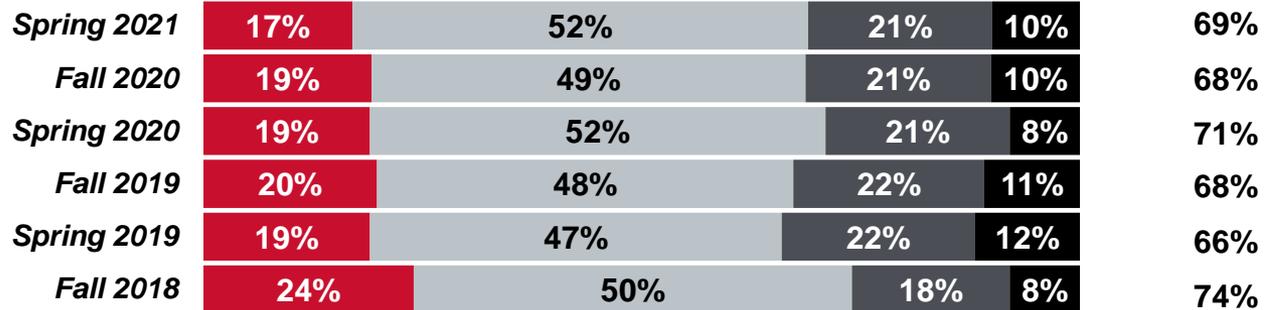
Base: Valid respondents



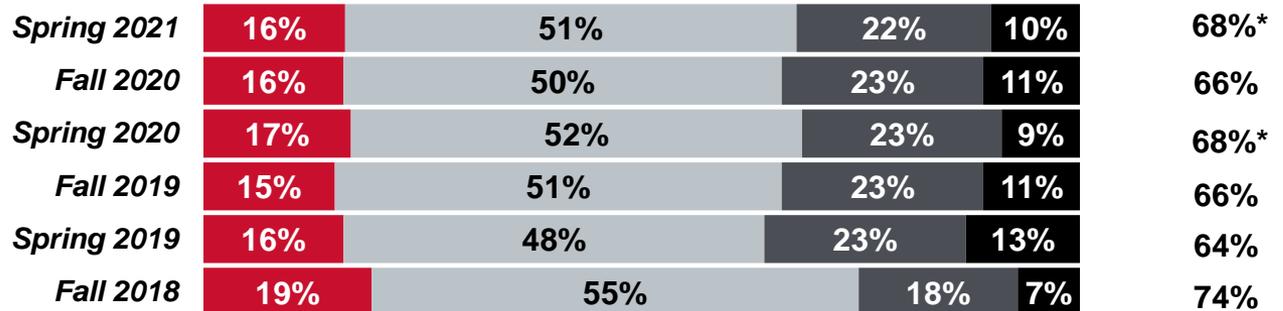
Attitudes Regarding The City

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree
 % Agree

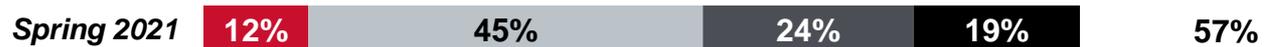
I am confident that The City of Calgary is working to improve how it includes citizen input into important decisions



I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary



The City of Calgary manages its spending in a responsible way that reflects the needs and priorities of Calgarians**



*Rounding

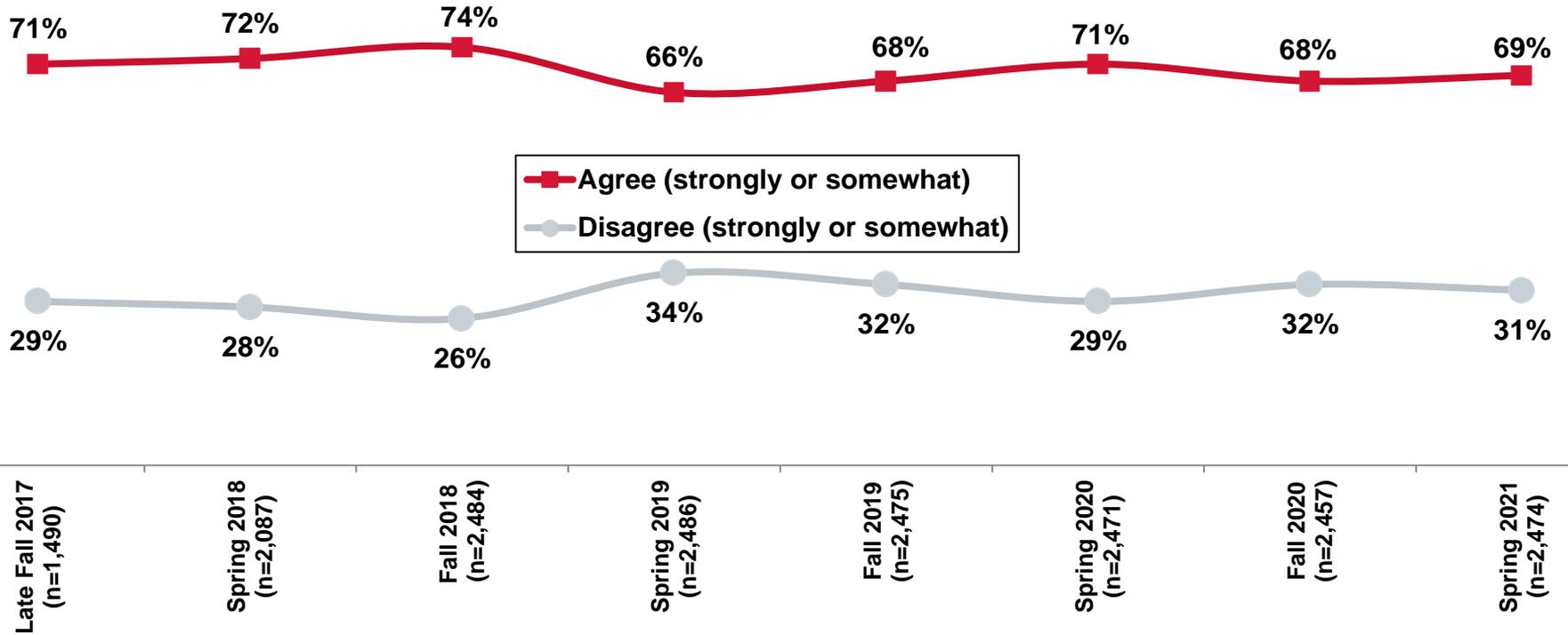
**New question in Spring 2021

Please tell me whether you agree or disagree with each of the following statements?
 Base: Valid respondents (Bases vary)



Tracking | Confidence in The City Working to Improve Integration of Citizen Input

I am confident that The City of Calgary is working to improve how it includes citizen input into important decisions⁺



Please tell me whether you agree or disagree with each of the following statements?
 I am confident that The City of Calgary is working to improve how it includes citizen input into important decisions

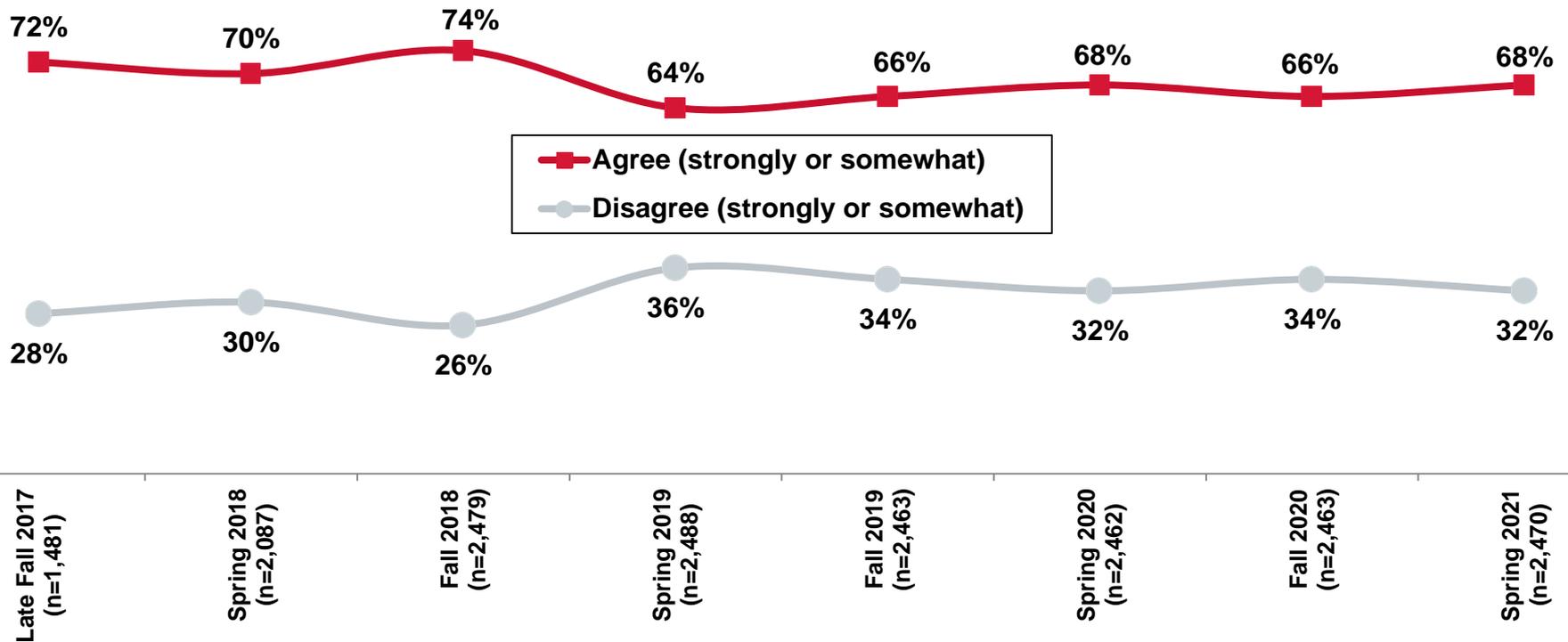
Base: Valid respondents (Bases vary)

⁺Question introduced in an additional survey in Late Fall 2017



Tracking | City Council and City Administration Work Collaboratively

I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary⁺



Please tell me whether you agree or disagree with each of the following statements?
 I believe that City Council and City Administration work collaboratively to make the best possible decisions for the future of Calgary.
 Base: Valid respondents (Bases vary)

⁺Question introduced in an additional survey in Late Fall 2017



Respondent Profile





Age

	City Wide
18 to 24	8%
25 to 34	22%
35 to 44	17%
45 to 54	21%
55 to 64	13%
65 or older	18%
Mean	46.5

Income

	City Wide
Less than \$30,000	7%
\$30,000 to <\$45,000	7%
\$45,000 to <\$60,000	8%
\$60,000 to <\$75,000	8%
\$75,000 to <\$90,000	7%
\$90,000 to <\$105,000	11%
\$105,000 to <\$120,000	9%
\$120,000 to <\$150,000	13%
\$150,000 to <\$200,000	16%
\$200,000 or more	14%

Education

	City Wide
Completed high school or less	14%
Some post secondary or completed a college diploma	35%
Completed university degree or post-grad degree	51%

Gender

	City Wide
Male	49%
Female	51%
Other	<1%

Base: Valid respondents (Bases vary)



Household Characteristics

Type of Home

	City Wide
Single-detached house	71%
Apartment or apartment-style condominium	12%
Duplex, triplex or fourplex	8%
Townhouse or rowhouse	7%
Another type of multi-dwelling unit	2%

Children and Seniors in Household

	City Wide
Yes - Children	34%
Yes - Seniors	29%

Household Size

	City Wide
1	14%
2	32%
3	18%
4	21%
5 or more	14%
Mean	3.0

Responsible for Property Taxes

	City Wide
Yes	87%
No	13%

Own or Rent

	City Wide
Own	75%
Rent	20%
Other	5%

Tenure in Calgary

	City Wide
Less than 5 years	5%
5 to less than 10 years	9%
10 to less than 15 years	12%
15 to less than 20 years	10%
20 to less than 30 years	23%
30 to less than 40 years	14%
40 or more	28%
Mean	27.5

Base: Valid respondents (Bases vary)



Respondent Characteristics

Born in Canada

	City Wide
Yes	72%
No	28%

Age Left Country of Birth

Base: Not born in Canada	City Wide (n=639)
Less than 12	30%
12 to 17	12%
18 or older	58%
No response	<1%

Employment Status

	City Wide
Employed full time	43%
Employed part time	10%
Self-employed	11%
Out of work and looking for work	6%
Out of work but not currently looking for work	1%
A stay-at-home parent / homemaker	3%
A student	5%
Retired	18%
Unable to work	2%
Other	1%

Disability in Household

	City Wide
Yes	17%
No	83%

Visible Minority

	City Wide
Yes	25%
No	75%

Business Leader

	City Wide
Yes	35%
No	65%

Base: Valid respondents (Bases vary)



Respondent Characteristics

Ethnic Background**

	City Wide
Caucasian/ White	26%
British	17%
Canadian/ French Canadian	15%
East or Southeast Asian	11%
Southern or Eastern European	9%
Western European	8%
South Asian	8%
Central/ South American or Caribbean	3%
African	3%
West Asian or Middle Eastern	3%
Northern European	2%
Aboriginal/ First Nations/ Metis	1%
American	1%

Language Spoken at Home**

	City Wide
English	89%
Punjabi	3%
Chinese	2%
French	1%
Tagalog	1%
Arabic	1%
Spanish	1%
Hindi	1%
Urdu	1%

****Multiple responses allowed**

Base: Valid respondents (Bases vary)



Appendix | **Glossary of Service Descriptions**





Services Asked in the 2021 Spring Pulse Survey

Please note: In the shift to a service-based view of The City’s multi-year plans and budgets for 2019-2022, some services were redefined by the service area responsible for that service. The service names for the 2020 and 2021 Spring Pulse Surveys align with One Calgary Service Lines. As such, importance / satisfaction / invest results for certain services are not trackable to versions prior to Spring Pulse Survey 2020. In addition, the services tested in the Spring Pulse Survey do not align with those services tested in the Fall Citizen Satisfaction Survey.

Some service names have been truncated in the report for ease of reporting. What follows is a glossary of all services asked in the survey organized by service name, service definition, how it appears in the report, and how it has been asked since Spring 2020 vs. how it was asked in Spring 2019.

Please note: In the interests of survey length and applicability of service, not every service is reflected in this survey.

In the survey itself, 44 services were divided by Block A, Block B and Block C. Each block was rotated from respondent to respondent to ensure a representative mix of responses for each service. This was to ease the length of time a survey may take for a respondent.

Block A

- Parking and enforcement
- Public transit including bus and C-Train service
- Specialized transit services like Transit Access
- Sidewalks & pathways including building and repairing
- Streets, including traffic operations, building, maintenance, snow removal and on-street bikeways
- Regulation of taxis, limousines & vehicles-for-hire
- Bylaw education & compliance services that develop, maintain, and enforce municipal bylaws in Calgary
- City planning & policy services that provide land use policies, guidelines, and regulations
- Development approvals, services that review and approve all land development proposals
- Pet ownership & licensing
- Municipal elections
- Property tax management
- Real estate, that handles City transactions for sustainable land management
- Library services
- Neighbourhood supports, providing support for organizations and residents to make their neighbourhood a better place to live, work and play

Block B

- Calgary 9-1-1
- City cemeteries
- Emergency management & business continuity services, including emergency management and disaster planning and response
- Calgary Fire Department emergency response
- Fire inspection & enforcement
- Fire safety education
- Police services
- Appeals and tribunals, to appeal decisions made by The City
- Records management, access & privacy services that support FOIP inquiries and requests
- Building approval services and inspections
- Business licensing
- Recreation opportunities
- Citizen engagement and research
- 311 and Web
- City communications

Block C

- Stormwater management
- Urban forestry – that is, the planting, maintenance and protection of public trees
- Waste and Recycling Services
- Wastewater collection & treatment
- Water treatment and supply, including the availability and supply of clean, safe drinking water
- Affordable housing for low-income Calgarians
- Arts & culture, including festivals
- Community strategy services that advance social wellbeing for all Calgarians
- Economic development & tourism, services that coordinate initiatives managed by independent City partner organizations
- Land development & sales services that support business community growth through the development of industrial land
- Property assessment
- Social programs for individuals such as seniors or youth
- Environmental management services that manage environmental issues, risks, and opportunities
- Parks & open spaces



Glossary of Service Descriptions

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
Affordable Housing	Affordable Housing service provides safe and affordable homes for lower-income Calgarians.	Affordable housing for low-income Calgarians	Affordable housing for low-income Calgarians	Affordable housing for low-income Calgarians
Appeals & Tribunals	Appeals & Tribunals service provides an impartial way to challenge City assessment, development, subdivision, etc.	Appeals and tribunals to appeal decisions made by The City	Appeals and tribunals to appeal decisions made by The City	Not asked in 2019
Arts & Culture	Arts & culture service creates vibrant community-based public art and cultural opportunities.	Arts & culture, including festivals	Arts and culture, including festivals	Arts & culture, including festivals
Building Safety	Building Safety service includes review & issue of permits, inspection of construction projects, & site safety concerns.	Building approval services and inspections	Building approval services and inspections	Building approval services and inspections
Business Licensing	Business Licensing service grants licenses & inspects business operations ensuring safety & compliance.	Business licensing	Business licensing	Business licensing
Bylaw Education & Compliance	Bylaw Education & Compliance service maintains community standards for safe, healthy & harmonious neighbourhoods.	Bylaw education & compliance services that develop, maintain, and enforce municipal bylaws in Calgary ⁺	Bylaw education and compliance	Bylaw education & compliance services that develop, maintain, and enforce community standards and municipal bylaws in Calgary

⁺Wording slightly changed following Spring 2019



Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
Calgary 9-1-1	Calgary 9-1-1 service responds connects callers with emergency services.	Calgary 9-1-1	Calgary 9-1-1	Calgary 9-1-1
Citizen Engagement & Insights	Citizen Engagement and Insights provides safe, accessible feedback & participation in our government.	Citizen engagement and research	Citizen engagement and research	Corporate citizen engagement services to give opportunities for citizens to provide input into City decision-making. Not comparable with subsequent waves.
Citizen Information Services	Citizen Information Services provide public information & City service delivery support.	311 and Web	311 and Web	Multiple Services. Not comparable with subsequent waves.
City Cemeteries	City Cemeteries service includes burial options & perpetual care services, mandated by provincial Cemeteries Act.	City cemeteries	City cemeteries	City cemeteries
City Planning & Policy	City Planning & Policy service creates policies, guides and plans for homes, businesses, community & industry development.	City planning & policy services that provide land use policies, guidelines, and regulations ⁺	City planning and policy services	City planning & policy services that provide land use policies, guidelines, and land use bylaw regulations

⁺Wording slightly changed following Spring 2019



Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
Community Strategies	Community Strategies service includes planning and policies that support all Calgarians' social well-being.	Community strategy services that advance social wellbeing for all Calgarians	Community strategy services	Community strategy services that advance social wellbeing for all Calgarians
Development Approvals	Development Approvals service reviews & approves development plans for regulations, legislation & bylaws.	Development approvals, services that review and approve all land development proposals	Development approvals	Development approvals, services that review and approve all land development proposals
Economic Development & Tourism	Economic Development & Tourism service builds Calgary's economy, global reputation & encourages entrepreneurs.	Economic development & tourism, services that coordinate initiatives managed by independent City partner organizations+	Economic development and tourism	Services that coordinate economic development & tourism initiatives managed by independent City partner organizations
Emergency Management & Business Continuity	Emergency Management & Business Continuity service includes preparation & response to major emergencies, disasters, & business disruptions.	Emergency management & business continuity services, including emergency management and disaster planning and response ⁺	Emergency management and business continuity	Emergency management & business continuity services, including emergency management and disaster planning

⁺Wording slightly changed following Spring 2019



Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
Environmental Management	Environmental Management service addresses environmental issues, risks, opportunities & trends.	Environmental management services that manage environmental issues, risks and opportunities	Environmental management services	Environmental management services that manage environmental issues, risks and opportunities
Fire & Emergency Response	Fire & emergency response service responds to fires, emergencies, accidents, hazards & specialized rescues.	Calgary Fire Department emergency response	Calgary Fire Department emergency response	Calgary Fire Department emergency response
Fire Inspection & Enforcement	Fire Inspection & Enforcement service ensures fire code compliance, reduces fire risk & protects life, property & environment.	Fire inspection & enforcement	Fire inspection and enforcement	Fire inspection & enforcement
Fire Safety Education	Fire Safety Education service provides fire and life safety education & prevention to create a safer Calgary.	Fire safety education	Fire safety education	Fire safety education
Land Development & Sales	Land Development & Sales service supports development and sales of City-owned land.	Land development & sales services that support business community growth through the development of industrial land	Land development and sales	Land development & sales services that support business community growth through the development of industrial land



Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
Library Services	Library Services include loaning of books & materials, learning, discussion, & community programs.	Library services	Library services	Library services
Municipal Elections	Municipal Elections service enables citizens to vote through a fair, transparent & balanced process.	Municipal elections	Municipal elections	Municipal elections
Neighbourhood Supports	Neighbourhood Supports service fosters social inclusion, participation and a sense of belonging.	Neighbourhood supports, providing support for organizations and residents to make their neighbourhood a better place to live, work and play ⁺	Neighbourhood supports to make their neighbourhood a better place to live, work and play	Neighbourhood supports, providing support in neighbourhoods for organizations and residents to make their community a better place to live, work and play
Parking	Parking service includes public parking & enforcement of Calgary's parking policies & bylaws.	Parking and enforcement	Parking and enforcement	Parking and enforcement
Parks & Open Spaces	Parks & Open Spaces service manages Calgary's parks, urban green spaces and natural areas.	Parks & open spaces	Parks and open spaces	Parks & open spaces

⁺Wording slightly changed following Spring 2019



Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
Pet Ownership & Licensing	Pet Ownership & Licensing service regulates animal-related services & ensures responsible pet ownership.	Pet ownership & licensing	Pet ownership and licensing	Pet ownership & licensing
Police Services	Police Services include crime prevention and education, law enforcement and criminal investigations.	Police services ⁺	Police services	Calgary Police Services
Property Assessment	Property Assessment service prepares property value assessments to distribute local taxes.	Property assessment	Property assessment	Property assessment
Public Transit	Public Transit service provides safe, effective, reliable and affordable public transportation.	Public transit including bus and C-Train service	Public transit including bus and C-Train service	Public transit including bus and C-Train service
Real Estate	Real estate handles all City real estate transactions for sustainable land management.	Real estate that handles City transactions for sustainable land management	Real estate that handles City transactions for sustainable land management	Not asked in 2019
Records Management, Access & Privacy	Records Management, Access & Privacy service provides structure & tools to manage, protect, preserve & release City records.	Records management, access and privacy services that support FOIP inquiries and requests	Records management access and privacy services that support FOIP	Not asked in 2019

⁺Wording slightly changed following Spring 2019



Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
Recreation Opportunities	Recreation opportunities service includes providing recreation, sports & leisure & registered programs for a healthy Calgary.	Recreation opportunities	Recreation opportunities	Multiple Services. Not comparable with subsequent waves.
Sidewalks & Pathways	Sidewalks & Pathways service plans, designs, builds & maintains sidewalks & pathways to keep citizens moving.	Sidewalks & pathways including building and repairing	Sidewalks and pathways including building and repairing	Sidewalks & pathways including building and repairing
Social Programs	Social Programs service in communities supports, protects and enriches Calgarians' lives.	Social programs for individuals such as seniors or youth	Social programs for individuals such as seniors or youth	Social programs for individuals such as seniors or youth
Specialized Transit	Specialized Transit service provides safe, reliable & affordable transport for differently abled Calgarians.	Specialized transit services like Transit Access	Specialized transit services like Transit Access	Specialized transit services like Transit Access
Stormwater Management	Stormwater Management service collects and manages rain and snow/ice melt.	Stormwater management	Stormwater management	Stormwater management
Strategic Marketing & Communications	Strategic Marketing & Communications service provides consulting, strategy development, and delivery of communications and marketing tactics.	City communications	City communications	Not asked in 2019



Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
Streets	Streets service builds & maintains Calgary streets & keeps citizens safe with reliable roads.	Streets, including traffic operations, building, maintenance, snow removal and on-street bikeways	Streets - traffic operations, building, maintenance, snow removal and on-street bikeways	Multiple Services. Not comparable with subsequent waves.
Taxation	Taxation service ensures property taxes are correctly billed & collected.	Property tax management	Property tax management	Property tax management
Taxi, Limousines & Vehicles-for-Hire	Taxi, Limousine & Vehicles-for-Hire service regulates drivers, vehicles & companies to ensure a safe ride.	Regulation of taxis, limousines & vehicles-for-hire ⁺	Regulation of taxis, limousines and vehicles-for-hire	Taxi, limousine & vehicles-for-hire
Urban Forestry	Urban Forestry service plants, prunes & protects Calgary's trees for green, sustainable city.	Urban forestry – that is, the planting, maintenance and protection of public trees	Urban forestry	Urban forestry – that is, the planting, maintenance and protection of public trees
Waste & Recycling Services	Waste & Recycling service collects & manages waste, landfills, recycling, & composting programs.	Waste and recycling services	Waste and recycling services	Multiple Services. Not comparable with subsequent waves.
Wastewater Collection & Treatment	Wastewater Collection & Treatment collects water from toilets, sinks and drains, treats it, and returns it to the river.	Wastewater collection & treatment	Wastewater collection and treatment	Wastewater collection & treatment

⁺Wording slightly changed following Spring 2019



Glossary of Service Descriptions (continued)

Service	Service Description	How it was asked in the survey	How it appears in the report	How it was asked in Spring 2019
Water Treatment & Supply	Water Treatment & Supply service includes treatment & delivery of clean drinking water and sustainability management.	Water treatment and supply, including the availability and supply of clean, safe drinking water	Water treatment and supply, including clean, safe drinking water	Water treatment and supply, including the availability and supply of clean, safe drinking water

Note: Downtown Revitalization and Social Media were asked prior to Spring 2020, but are no longer included as they are not One Calgary Service Lines.

Services Description Source: Calgary.ca Property Tax Breakdown Service descriptions

Contact

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