

Background

2021 Fall Citizen Research Results

The City's Corporate Research Team supports the Corporation's common purpose of "making life better every day" and Council's five Citizen Priorities by providing insights into the values, opinions and preferences of citizens and customers. Specifically, corporate research contributes to the well-run city Citizen Priority.

Research conducted by The City delivers insights into ways The City can better serve residents and customers and identifies strengths and opportunities for improvement and efficiency. Research managed by the Corporate Research Team addresses Calgarians' changing needs, provides insights on the perspectives of diverse groups of residents, and advances the use of citizen input in data-driven decision making.

Twice a year, in spring and in fall, a roll up of the latest corporate research related to population accountability – the well-being of whole populations – is presented to Council. In addition, research conducted by the Corporate Research Team appears in the presentations by City business units. This business unit-specific research is classified as performance accountability research and helps individual service lines to better understand their customers and their customers' evolving needs.

The 2021 Fall Citizen Research Results presentation is the second of two annual corporate research presentations provided to Council. The last presentation was provided in the spring. This presentation will highlight findings from recently completed surveys that run on an annual, quarterly or, in the case of *COVID-19 Snapshot Surveys*, even more frequently.

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 or older). 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.

Given interest expressed by the prior Council regarding more insight into the opinions of young adult Calgarians, the *Calgary Attitudes and Outlook Survey*, which boosted the sample size of young adults (aged 18 to 24), was born. Having a large sub-sample of young adults allows for exploration of the opinions and attitudes of this sub-group. This survey focuses specifically on Calgarians' attitudes, beliefs and opinions about quality of life, the environment, diversity and inclusion, relocation likelihood, vision for Calgary's future, lifestyle and community involvement, communication preferences, technology, and City reputation and performance. This survey was first introduced in 2020 and, given the value it provided to various groups within Administration, was conducted again this year.

Calgary is diverse in terms of race, ancestry, place of origin, religious beliefs, gender identity, age, disability, marital status, family status, source of income, and sexual orientation. To understand how well The City of Calgary meets the needs of diverse groups of Calgarians, the *Diversity and Inclusion Survey* was conducted this year.

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 citizens' perspectives on City infrastructure spending.

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

Methodologies

The surveys below ranged 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 telephone surveys. For online surveys, online panelists were recruited via sourced online sample providers.

2021 Fall Quality of Life and Citizen Satisfaction Survey

A telephone survey conducted in partnership with Ipsos with a randomly-selected sample of 2,500 Calgarians, aged 18 years and older, between 2021 August 16 and 2021 September 04. (MOE: $\pm 2.0\%$, 19 times out of 20).

Topics included: 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.

2021 Calgary Attitudes & Outlook Survey

An online survey conducted in partnership with Ipsos with 753 Calgarian members of sourced panels, aged 18 years of age and older, between 2021 June 10 and 2021 July 14. This included an over-sample of 351 Calgarians aged 18 to 24, which allows the results for young adult Calgarians to be compared to those of the population aged 25 and older. Note: As this survey was conducted using an online panel, a margin of error cannot be stated.

Topics included: Opinions and attitudes on municipal matters and vision for Calgary, and in particular how those of young adults compared with adults over 25.

2021 Diversity and Inclusion Survey

A telephone survey conducted in partnership with Leger with a randomly-selected sample of 500 Calgarians 18 years and older. This survey was conducted between 2021 June 17 and 2021 June 23. (MOE: $\pm 4.4\%$, 19 times out of 20)

Topics include: Opinions, beliefs and attitudes regarding how well The City of Calgary meets the needs of diverse groups of Calgarians.

COVID-19 Snapshot #12 Survey

A telephone survey conducted in partnership with Leger with a randomly-selected sample of 500 Calgarians 18 years and older. The COVID-19 Snapshot #12 survey was conducted between 2021 October 06 and 2021 October 17. (MOE: $\pm 4.4\%$, 19 times out of 20)

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

2021 Economic Perspectives Wave 3 Survey

A telephone survey conducted in partnership with Leger with a randomly-selected sample of 500 Calgarians 18 years and older. The 2021 Wave 3 survey was conducted between 2021 September 30 and 2021 October 15. (MOE: $\pm 4.4\%$, 19 times out of 20)

Topics included: 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